

# **Census of social, recreational and personal services, 1995: motion picture projection services**

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## Preface

This report contains the results of the Census of Social, Recreational and Personal Services, 1995: Motion picture projection services, for South Africa. This census is a periodic survey, covering all private enterprises (firms) rendering motion picture projection services as their main activity. These results are used to compile estimates of the gross domestic product (GDP) and its components, which are used to develop and monitor government policy. Furthermore, these statistics are used by the private sector in analysing comparative business and industry performance.

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**P J Lehohla**  
**Statistician-General: Statistics South Africa**

PRETORIA  
2001

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## Interpretative summary

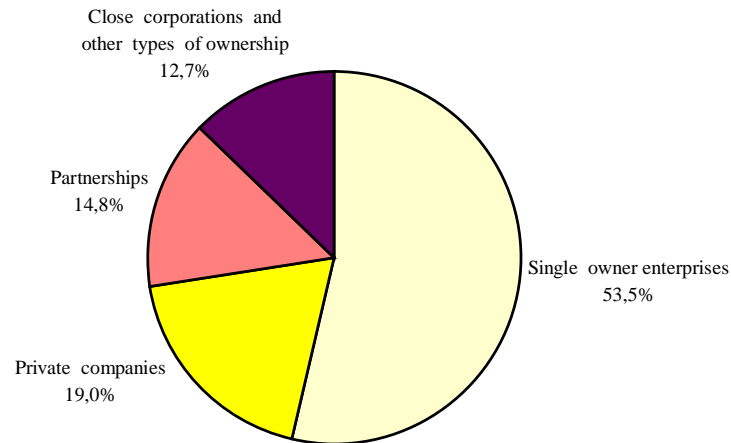
### General

This report contains detailed information of all enterprises (firms) in the social, recreational and personal services industry in South Africa rendering motion picture projection services as their main activity.

### Number of enterprises and type of ownership

According to the 1995 Census of Social, Recreational and Personal Services, there were 142 enterprises which rendered motion picture projection services. The largest portion of motion picture projection services enterprises was single owner enterprises (53,5% or 76 of the total), followed by private companies (19,0% or 27 of the total), partnerships (14,8% or 21 of the total) and close corporations and other types of ownership (12,7% or 18 of the total) (cf. figure 1).

**Figure 1 - Percentage distribution of the number of motion picture projection services enterprises according to type of ownership: 1995**



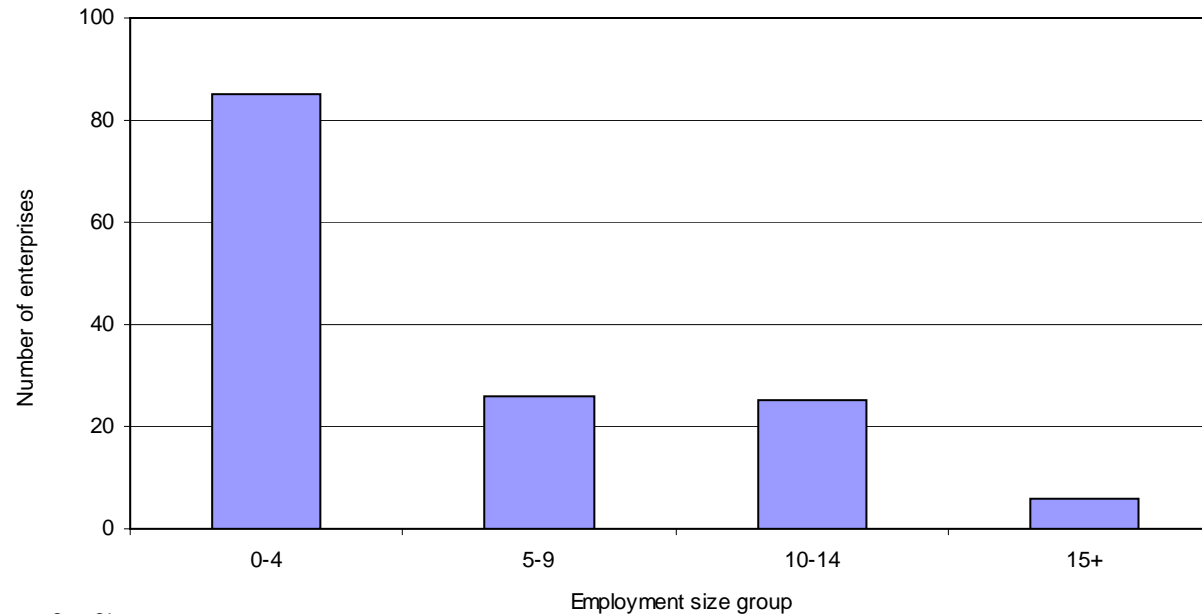
Source : Stats SA

## Paid employees

In 1995 the total number of paid employees in the motion picture projection services industry was 1 797. Private companies employed 68,6% (1 233 employees) of the total number of employees. Female employees accounted for 55,5% (997 employees) of the total number of paid employees and full-time employees accounted for 84,9% (1 526 employees) of the total number of paid employees. Most of the working proprietors were females (72,0% or 85 employees).

The total number of paid employees of enterprises with 15 or more employees accounted for 56,0% (1 007 employees) of the total number of paid employees in 1995. Furthermore, 59 9% (85 enterprises) of the total number of enterprises employed less than five people in 1995 (cf. figure 2).

**Figure 2 - Number of enterprises in the motion picture projection services industry according to employment size group: 1995**

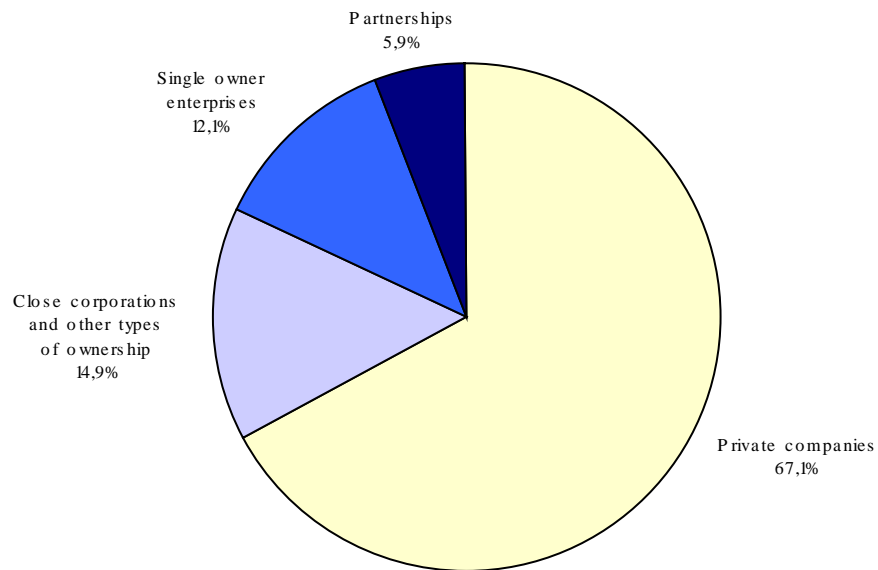


Source : Stats SA

**Total gross salaries and wages**

In 1995 the total gross salaries and wages for the motion picture projection services industry amounted to R33,0 million. The total gross salaries and wages of private companies accounted for 67,1% (R22,1 million) of the total gross salaries and wages paid by the industry, while close corporations and other types of ownership accounted for 14,9% (R4,9 million) and single owner enterprises accounted for 12,1% (R4,0 million), followed by partnerships which accounted for 5,9% (R2,0 million) (cf. figure 3).

**Figure 3 - Percentage distribution of total gross salaries and wages in the motion picture projection services industry according to type of ownership: 1995**



Source : Stats SA

**Expenditure**

According to the 1995 Census of Social, Recreational and Personal Services, the total expenditure by the 142 enterprises rendering motion picture projection services was R199,4 million. 'Other' expenditure was the largest contributor to this amount (42,2% or R84,1 million). This was mainly due to royalties paid to holding companies. Rent and leasing contributed 18,2% (R36,3 million), salaries and wages 16,5% (R33,0 million) and advertising and marketing 14,6% (R29,0 million).

Total capital expenditure on new assets amounted to R12,5 million in 1995. Private companies contributed 95,6 % or R12,0 million to total capital expenditure on new assets. Capital expenditure on new furniture, machinery and other equipment accounted for 83,3% (R10,4 million) of the total capital expenditure on new assets, while capital expenditure on new vehicles accounted for 16,2% (R2,0 million) of the total capital expenditure on new assets.

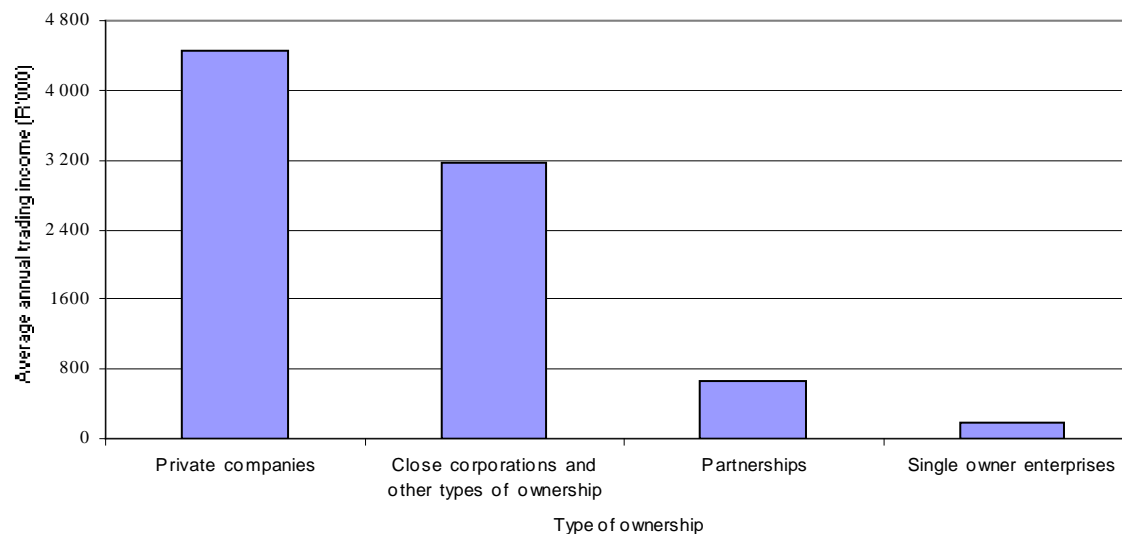


## Trading income

The trading income of the motion picture projection services industry in 1995 amounted to R205,4 million, which reflected an average annual trading income per enterprise in the motion picture projection services industry of R1,4 million per enterprise.

In 1995, private companies in the motion picture projection services industry reported the highest average annual trading income per enterprise (R4,4 million), followed by close corporations and other types of ownership (R3,2 million). Partnerships reported an average annual trading income of R0,7 million per enterprise, while single owner enterprises reported an average annual trading income per enterprise of R0,2 million (cf. figure 4).

**Figure 4 - Average annual trading income in the motion picture projection services industry according to type of ownership: 1995**



Source: Stats SA

## Net profit/loss

Net profit in the motion picture projection services industry amounted to R8,8 million in 1995. Private companies contributed the largest percentage (75,5% or R6,7 million) to the total net profit. However, the largest average profitability ratio (the ratio of net profit to trading income expressed as a percentage) was reflected by single owner enterprises 12,3%, followed by partnerships 10,3% and private companies 5,5%. Close corporations and other types of ownership reflected a loss of R1,0 million.

**Table 1 – Principal statistics regarding enterprises in the motion picture projection services industry according to type of ownership: 1995**

Type of ownership	Enterprises	Working proprietors	Paid employees	Total gross salaries and wages	Trading income	Net profit/loss	Capital expenditure on new assets
	Number			R'000			
Single owner enterprise	76	76	284	3 986	14 018	1 724	69
Partnership	21	42	125	1 959	14 115	1 453	0
Private company	27	0	1 233	22 132	120 329	6 655	11 972
Close corporation and other types of ownership	18	0	155	4 919	56 907	-1 016	476
<b>Total</b>	<b>142</b>	<b>118</b>	<b>1 797</b>	<b>32 996</b>	<b>205 369</b>	<b>8 816</b>	<b>12 517</b>

**Table 2 – Principal statistics regarding enterprises in the motion picture projection services industry according to employment size group: 1995**

<b>Employment size group</b>	<b>Enterprises</b>	<b>Working proprietors</b>	<b>Paid employees</b>	<b>Total gross salaries and wages</b>	<b>Trading income</b>	<b>Net profit/loss</b>	<b>Capital expenditure on new assets</b>
<b>Number of employees</b>	<b>Number</b>			<b>R'000</b>			
0 – 4	85	78	299	4 772	18 317	1 638	0
5 – 9	26	40	159	2 340	15 389	1 615	69
10 – 14	25	0	332	4 597	22 643	-217	0
15 +	6	0	1 007	21 287	149 020	5 780	12 448
<b>Total</b>	<b>142</b>	<b>118</b>	<b>1 797</b>	<b>32 996</b>	<b>205 369</b>	<b>8 816</b>	<b>12 517</b>

Table 3 – Principal statistics regarding enterprises in the motion picture projection services industry according to income size group: 1995

Income size group	Enterprises	Working proprietors	Paid employees	Total gross salaries and wages	Trading income	Net profit/loss	Capital expenditure on new assets
Rand	Number			R'000			
0 - 49 999	8	5	24	91	274	-32	69
50 000 - 99 999	8	5	21	176	580	13	0
100 000 - 199 999	65	63	256	3 498	11 649	1 315	0
200 000 - 499 999	7	5	57	887	2 295	99	0
500 000 - 999 999	37	38	348	4 935	26 725	918	0
1 000 000 - 1 999 999	12	2	117	2 536	15 314	544	0
2 000 000 +	5	0	974	20 873	148 532	5 959	12 448
<b>Total</b>	<b>142</b>	<b>118</b>	<b>1 797</b>	<b>32 996</b>	<b>205 369</b>	<b>8 816</b>	<b>12 517</b>

**Table 4 – Number of working proprietors and paid employees in the motion picture projection services industry according to population group and gender: 1995**

Population group and gender	Working proprietors	Number of paid employees			
		Full-time employees	Part-time employees	Casual employees	Total
Africans/Blacks					
Male	0	139	2	17	158
Female	0	278	0	1	279
Total Africans/Blacks	0	417	2	18	437
Coloureds					
Male	24	213	6	1	220
Female	0	78	0	3	81
Total Coloureds	24	291	6	4	301
Indians/Asians					
Male	3	99	5	1	105
Female	1	64	23	0	87
Total Indians/Asians	4	163	28	1	192
Whites					
Male	6	194	33	90	317
Female	84	461	56	33	550
Total Whites	90	655	89	123	867
<b>Total all population groups</b>					
<b>Male</b>	<b>33</b>	<b>645</b>	<b>46</b>	<b>109</b>	<b>800</b>
<b>Female</b>	<b>85</b>	<b>881</b>	<b>79</b>	<b>37</b>	<b>997</b>
<b>Total</b>	<b>118</b>	<b>1 526</b>	<b>125</b>	<b>146</b>	<b>1 797</b>

**Table 5 – Expenditure by the motion picture projection services industry according to type of ownership and type of expenditure: 1995**

Type of expenditure	Type of ownership				
	Single owner enterprise	Partnership	Private company	Close corporation and other types of ownership	Total
	R'000				
Total gross salaries and wages	3 986	1 959	22 132	4 919	32 996
Retirement annuity fund contributions	7	0	0	0	7
Bad debts written off	93	0	48	30	171
Interest paid	70	102	6 350	718	7 240
Rent and leasing paid					
Land and buildings	3 085	2 345	16 613	2 250	24 293
Vehicles, machinery and other equipment	2 405	4	9 170	466	12 045
Purchases of fuel, electricity, gas and water	960	794	5 238	257	7 249
Advertising and marketing costs	324	349	966	27 376	29 015
Telephone and postage	441	77	883	530	1 931
Indirect taxes	18	3	68	28	117
Grants and donations	27	1	67	111	206
All other expenditure	981	7 136	54 027	21 971	84 115
<b>Total expenditure</b>	<b>12 397</b>	<b>12 770</b>	<b>115 562</b>	<b>58 656</b>	<b>199 385</b>

**Table 6 – Income by the motion picture projection services industry according to type of ownership and type of income: 1995**

Type of income	Type of ownership				
	Single owner enterprise	Partnership	Private company	Close corporation and other types of ownership	Total
	R'000				
Trading income	14 018	14 115	120 329	56 907	205 369
Subsidies and contributions received from government	0	0	0	0	0
Grants and donations received	0	0	0	0	0
Interest received	4	75	1 002	508	1 589
Dividends received	0	0	0	0	0
All other income	99	33	886	225	1 243
<b>Total income</b>	<b>14 121</b>	<b>14 223</b>	<b>122 217</b>	<b>57 640</b>	<b>208 201</b>
<b>Net profit/loss</b>	<b>1 724</b>	<b>1 453</b>	<b>6 655</b>	<b>-1 016</b>	<b>8 816</b>

**Table 7 – Fixed assets of the motion picture projection services industry according to type of ownership and type of fixed asset as at the end of the financial year**

1995

Type of asset	Type of ownership				
	Single owner enterprise	Partnership	Private company	Close corporation and other types of ownership	Total
	R'000				
<b>Land and buildings</b>					
Book value of fixed assets at the beginning of the financial year	832	0	10 104	100	11 036
Capital expenditure on new assets	69	0	0	0	69
Capital expenditure on existing assets	0	0	0	0	0
<b>Furniture, machinery and other equipment</b>					
Book value of fixed assets at the beginning of the financial year	384	458	90 066	3 288	94 196
Capital expenditure on new assets	0	0	9 947	476	10 423
Capital expenditure on existing assets	5 922	0	6 409	33	12 364
<b>Vehicles</b>					
Book value of fixed assets at the beginning of the financial year	67	146	66 954	775	67 942
Capital expenditure on new assets	0	0	2 025	0	2 025
Capital expenditure on existing assets	5 978	0	5 688	0	11 666
<b>Total fixed assets</b>					
<b>Book value of fixed assets at the beginning of the financial year</b>	<b>1 283</b>	<b>604</b>	<b>167 124</b>	<b>4 163</b>	<b>173 174</b>
<b>Capital expenditure on new assets</b>	<b>69</b>	<b>0</b>	<b>11 972</b>	<b>476</b>	<b>12 517</b>
<b>Capital expenditure on existing assets</b>	<b>11 900</b>	<b>0</b>	<b>12 097</b>	<b>33</b>	<b>24 030</b>



## Explanatory notes

### Introduction

- 1 In 1995 Statistics South Africa (Stats SA) conducted a Census of Social, Recreational and Personal Services: Motion picture projection services, which covered 142 enterprises (firms) that rendered motion picture projection services as their main activity in South Africa. These results are used to compile estimates of the gross domestic product (GDP) and its components, which are used to develop and monitor government policy. Furthermore, these statistics are used by the private sector in analysing comparative business and industry performance.
- 2 Data items collected through the questionnaire included -
  - number of enterprises;
  - number of working proprietors;
  - number of paid employees;
  - gross salaries and wages;
  - income statement information;
  - book value of fixed assets; and
  - capital expenditure on assets.

### Scope of the census

- 3 A postal census was undertaken and completed questionnaires returned by enterprises in the motion picture projection services industry. These services included motion picture and video tape projection in theatres, in the open air, in private screening rooms or other projection facilities.

### Classification

- 4 The 1993 edition of the Standard Industrial Classification of all Economic Activities (SIC), Fifth edition, Report No. 09-90-02, was used to classify the statistical units in this census. The SIC is based on the 1990 International Standard Industrial Classification of all Economic Activities (ISIC) with suitable adaptations for local conditions. Statistics in this publication are presented at SIC group (4 digit) level.

- Statistical unit** 5 The statistical unit for the collection of information was an individual enterprise. An enterprise is a legal entity consisting of one or more establishments (branches), including the head office but excluding holding or subsidiary companies.
- Reference period** 6 Completed questionnaires were rendered by all enterprises regarding their financial year which ended on any date during the period 1 March 1994 to 28 February 1995. The data for the number of paid employees were furnished as at the last pay-day in February 1995.
- Unpublished statistics** 7 In some cases Stats SA can also make available statistics which is not published. This information can be made available as computer printouts, CD and diskette. Generally unpublished statistics are provided at a fee.
- Related publications** 8 The following reports contain information in respect of social, recreational and personal services industries –
- Report No. 94-02-01 (1988) - Motion picture distribution and projection and video distribution services.
  - Report No. 95-01-01 (1988) - Hairdressing and beauty services.
  - Report No. 95-04-01 (1988) - Laundering, (dry-) cleaning and dyeing services.
  - Report No. 94-01-01 (1988) - Motion picture and video production.
  - Report No. 95-02-01 (1988) - Photographic studios.
  - Report No. 95-03-01 (1988) - Undertakers and crematorium services.
  - Report No. 93-07-01 (1988) - Welfare organisations.
  - Report No. 99-03-01 (1995) - Funeral and related services.
  - Report No. 99-02-01 (1995) - Hairdressing and other beauty treatment services.
  - Report No. 99-01-01 (1995) - Laundering and (dry-) cleaning services.
  - Report No. 96-11-01 (1995) - Motion picture and video production and distribution service.
  - Report No. 88-94-01 (1995) - Photographic studio services.
  - Report No. 93-30-01 (1995) - Social work activities.

**Rounding-off  
of figures**

- 9 The figures in the tables have, where necessary, been rounded off to the nearest digit shown. There may, therefore, be slight discrepancies between the sums of the constituent items and the totals shown.

**Symbols and  
abbreviations**

0	Nil or less than half the digit shown
CD	Compact Disc
GDP	Gross domestic product
ISIC	International Standard Industrial Classification of all Economic Activities
SIC	Standard Industrial Classification of all Economic Activities
Stats SA	Statistics South Africa

## Glossary

<b>Average annual trading income per enterprise</b>	Average annual trading income per enterprise refers to the total trading income as stated in the report divided by the total number of enterprises.
<b>Capital expenditure on new assets</b>	<p>Capital expenditure on new assets refers to the expenditure incurred in the acquisition of new fixed assets, e.g. the erection of new buildings, and the replacement of or alterations to existing fixed assets, for the purpose of increasing future production. Capital expenditure on repairs and maintenance of the fixed assets is <b>not</b> part of capital expenditure on new assets.</p> <p>Capital expenditure includes –</p> <ul style="list-style-type: none"> <li>• expenditure on the acquisition of land;</li> <li>• the erection of new buildings and works as well as additions and alterations to existing buildings and works, purchasing of existing buildings and works;</li> <li>• work in progress capitalised;</li> <li>• new plant and machinery, vehicles and equipment purchased (trade-in allowances have not been deducted); and</li> <li>• used plant and machinery, if imported by or on behalf of the enterprise, and paid to outside contractors/concerns or which was done by the enterprise itself.</li> </ul>
<b>Close corporation</b>	A close corporation is a company, consisting of one person or a group of people, authorised to act as an individual and is recognised by law as a single entity. It is registered under the Close Corporation Act and is obliged to incorporate the letters CC at the end of its name. A close corporation has limited accountability with a maximum of ten shareholders.
<b>End of 1995 financial year</b>	The end of the 1995 financial year refers to the enterprises' financial year that ended on any date during the period 1 March 1994 to 28 February 1995.
<b>Enterprise (firm)</b>	An enterprise (firm) is a legal entity consisting of one or more establishments (branches), including the head office but excluding holding or subsidiary companies. The establishments need not necessarily all be social, recreational and personal services establishments, but some may be classifiable as other industries of the economy, such as wholesale trade, retail trade, motor trade and construction.

<b>Establishment (branch)</b>	An establishment (branch) is defined as an enterprise (firm) or part of an enterprise that is situated at a single location and in which only a single (non-ancillary) productive activity is carried out or in which the principal productive activity accounts for most of the value added.
<b>Full-time employees</b>	Full-time employees are those permanent, temporary and casual employees who normally work the agreed hours for a full-time employee in their specific occupation or, if the agreed number of hours does not apply, who normally work 35 hours or more per week.
<b>Net profit/loss</b>	Net profit/loss is the difference between total income and total expenditure before drawings by proprietors or partners, company tax paid and dividends paid are taken into account. Thus, in the tables where net profit/loss is shown, it is the amount arrived at after total losses of individual enterprises were deducted from total profits of individual enterprises.
<b>Other type of ownership</b>	Other type of ownership refers to all other types of ownership not mentioned elsewhere, e.g. trusts, associations and societies.
<b>Paid employees</b>	<p>Paid employees include -</p> <ul style="list-style-type: none"> <li>• full-time, part-time and casual employees paid out of income, capital and other accounts and funds;</li> <li>• managing and working directors, managers, secretaries and accountants receiving a fixed salary;</li> <li>• all paid employees on holiday, maternity, special, study and/or sick leave; and</li> <li>• paid employees temporary absent from work.</li> </ul>
<b>Partnership</b>	A partnership is a joint business enterprise not organised in the form of a company and may consist of two or more partners. The name is usually followed by “and Co.”
<b>Part-time employees</b>	Part-time employees are those permanent, temporary or casual employees who are not full-time employees as defined above or work less than 35 hours per week.

<b>Private company</b>	A private company (private sector) is a company which is managed by its shareholders. A private company is registered under the Companies Act and is required by law to incorporate the abbreviations “(Pty) Ltd” or “Inc.” as the last words in the name, e.g. Cape Theatres Pty Ltd. A private company has limited accountability, consists of 2 to 50 shareholders and shares are not available to the public.
<b>Single owner enterprise</b>	A single owner enterprise is a one-man business not organised in the form of a company and includes unincorporated professional and non-professional service enterprises.
<b>Size group</b>	A size group is derived after sorting data (e.g. number of employees per enterprise) from small to large and then dividing the data into intervals, for example 0 - 4 employees; 5 - 9 employees; 10 - 14 employees.
<b>Total expenditure</b>	Total expenditure includes - <ul style="list-style-type: none"><li>• total gross salaries and wages;</li><li>• retirement annuity fund contributions;</li><li>• bad debts written off;</li><li>• interest paid;</li><li>• rent and leasing paid regarding land and buildings, vehicles, machinery and other equipment;</li><li>• purchases of fuel, electricity, gas and water;</li><li>• advertising and marketing costs;</li><li>• telephone and postage;</li><li>• indirect taxes;</li><li>• grants and donations; and</li><li>• all other expenditure.</li></ul>

**Total gross salaries and wages**

Total gross salaries and wages include -

- payments to paid employees;
- incentive bonuses, overtime, commission and other allowances, as well as lump sum payments, e.g. Christmas and leave bonuses;
- employers' contributions to pension, provident, holiday, medical-aid and sick pay funds in respect of employees;
- employers' contributions to the Unemployment Insurance Fund and the Workmen's Compensation Commissioners Fund; and
- employers' contributions in accordance with any other legislation with regard to paid employees.

Total gross salaries and wages exclude -

- drawings by working proprietors and partners in the case of single owner enterprises and partnerships;
- directors' fees paid to non-working directors;
- fees paid for professional services; and
- value of payments in kind, such as meals and lodging.

**Total income**

Total income includes -

- the trading income;
- interest received; and
- all other income.

**Trading income** Trading income consists of the total sales of the enterprise (firm).

**Working proprietors** Working proprietors include -

- working proprietors of single owner enterprises;
- partners;
- unpaid family assistants; and
- non-executive directors.



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