

Ashwell Jenneker

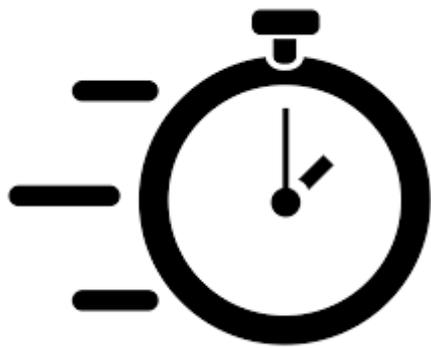
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The world is moving at a new speed, it *expects this of official statistics*



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Collection



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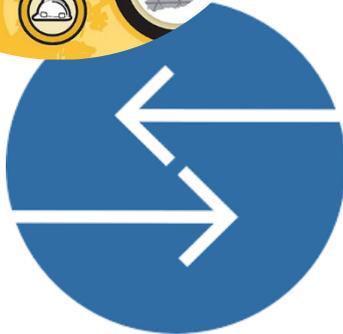
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Switch to Digital



*reducing costs of surveys,
increasing the response time and
improving survey relevance and timeliness*





600 supervisors

12,000 interviewers

100,000 interviews/day

2,7 million interviews



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SUCCESS



2.7 m questionnaires in 47 days

Assignment control better survey management

Questionnaire GPS tagged ring-fenced sampled points

Data handed to content on last day of mop up

Developed capacity to assist in broader data ecosystem

Frame/ sample/ system integration

FWU Creation

Training method/time? (Soft skills)

Recruitment and Linking the GIS

Automated Bulk rejections vs Key

Reassignment and sweeping



Dissemination



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KEY INDICATORS

Stats SA Publishes More Than 260 Releases Annually

Crime and Justice

Environment

Government

Economy

Population

Society

Key Indicators

Agriculture
Ecosystems
Emissions

National, Provincial
and Local Spending.
Service Delivery by
Municipalities,
Tertiary Institutions

Governance,
Public Safety
and Justice
(GPSJS)

GDP, CPI ,PPI
Primary Secondary
and Tertiary Sectors

Population Estimates
Migration and Tourism
Births, Deaths
Mortality and Causes of
Death
Health and Nutrition

Employment/Unemployment
Poverty and Inequality
Service Delivery
Living Conditions
Education

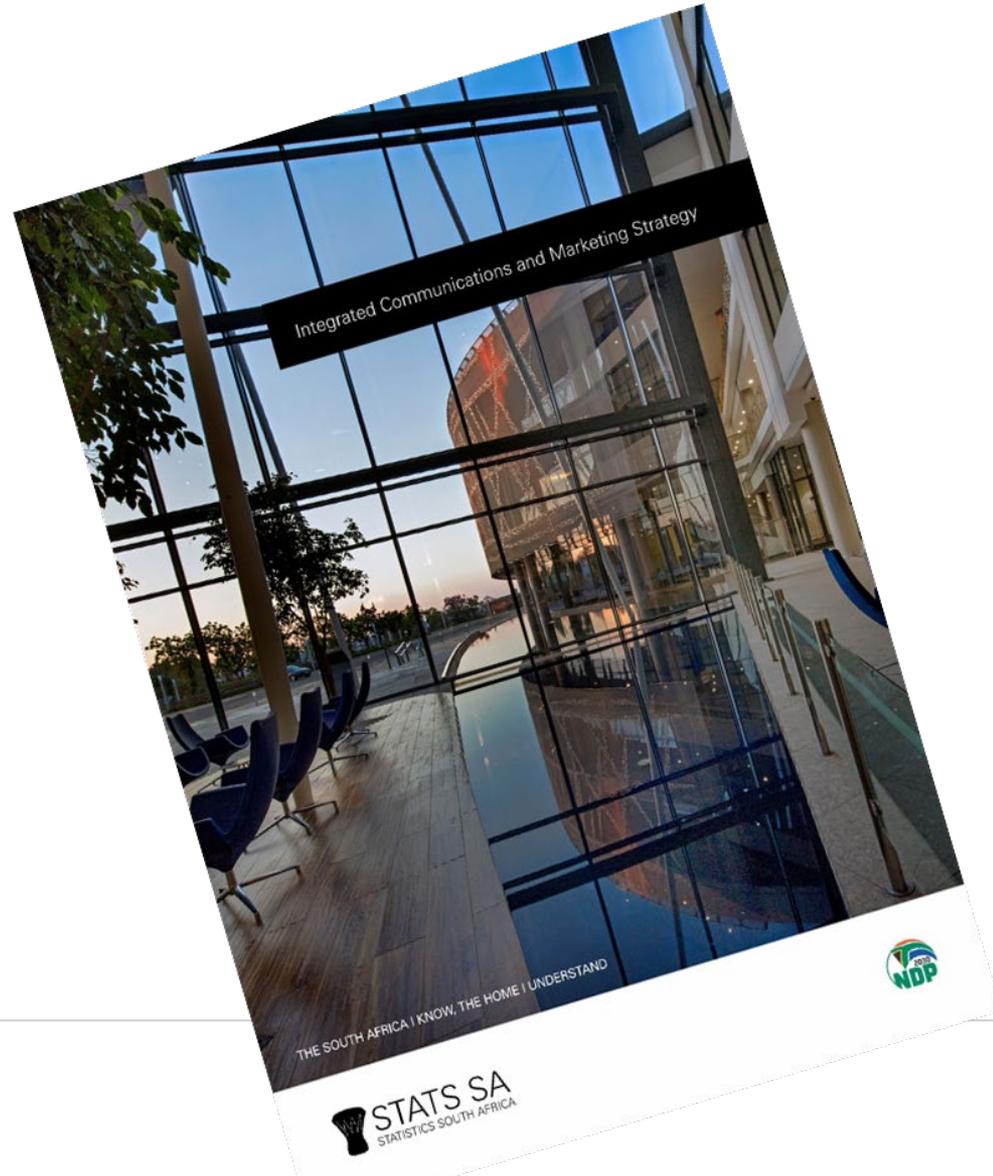


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Stats SA Integrated Communications & Marketing Strategy



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THE STRATEGIC THRUST

Trust is earned over time it needs constant investment in brand Stats SA

Increased use of our numbers is the ultimate proof of relevance

To **reposition** Stats SA as a **trusted brand** to **increase the participation in collection** and **use of statistics**

We acknowledge that we need to move beyond our current level of perception

Declining response rates need to be halted and reversed



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Challenges and opportunities

Trust In government is low 21 % (Edelman Barometer)

“Fake News” phenomenon is growing

To **reposition** Stats SA as a **trusted brand** to **increase the participation in collection** and **use of statistics**

Social Media instant access to various data sources, impact brand

Big Data

24/7 news cycle,

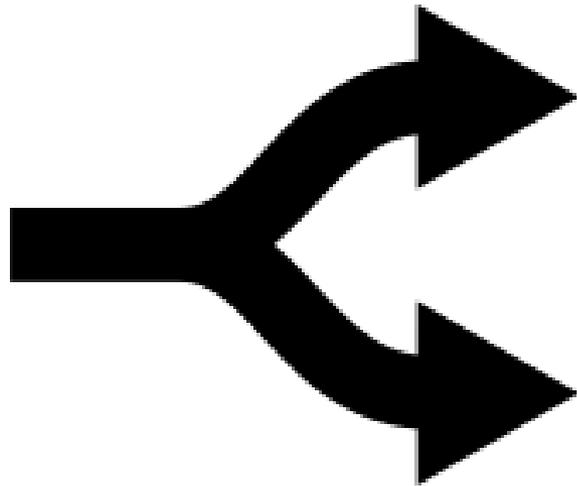


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To increase use of Statistics we can either



make stats easier to understand

Disseminate with different audiences in mind

increase statistical literacy

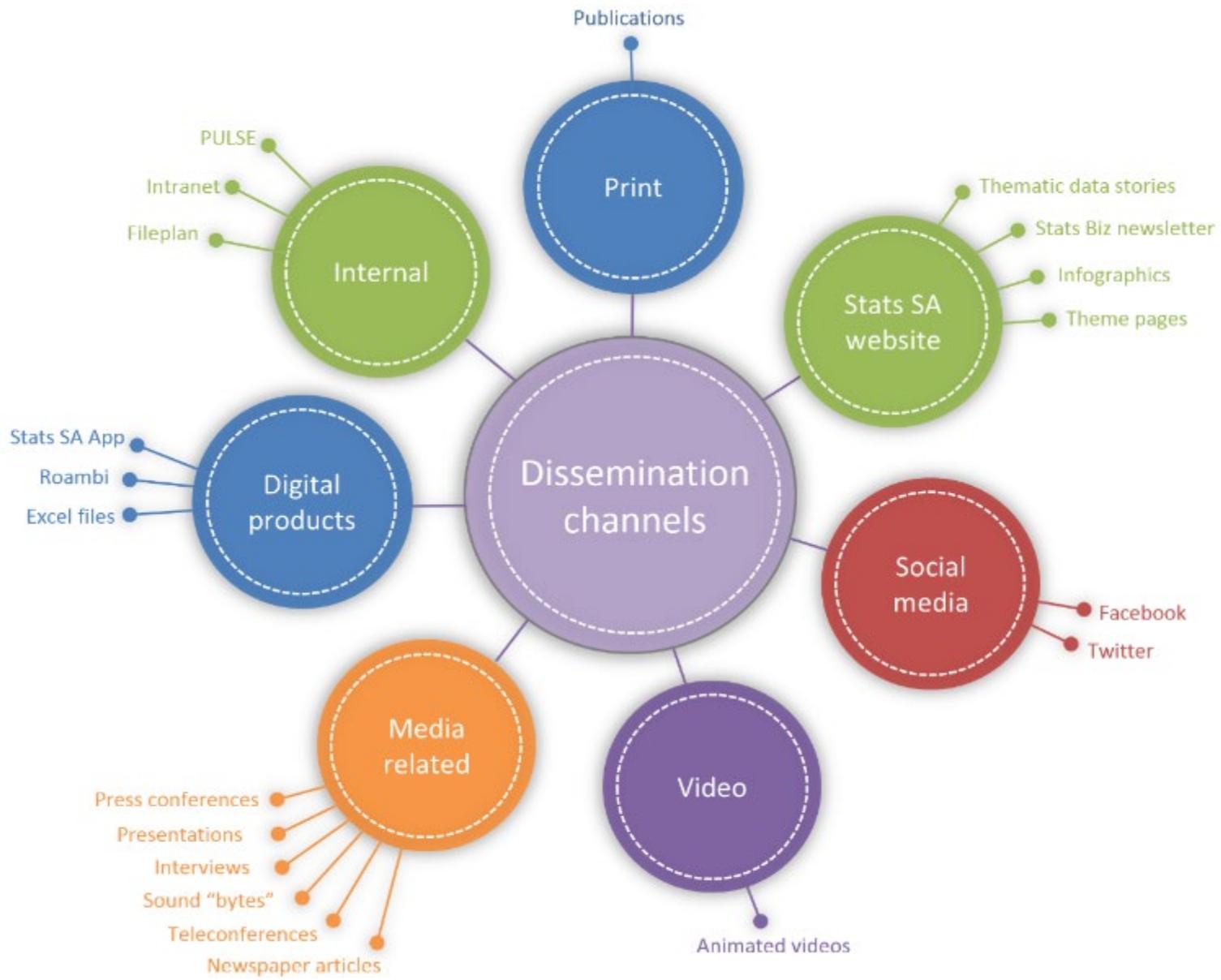
Capacitate statistical users



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Data Stories in particular allow an accessible overview of a statistical release, aimed at being easily readable and designed to be picked up by the media for further use



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Data story on Chocolate



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THE SOUTH AFRICA I KNOW, THE HOME I UNDERSTAND

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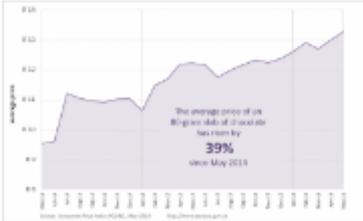


The secret life of a slab of chocolate

You might celebrate World Chocolate Day today (7 July) by sitting back and feasting on your favourite slab of sugary goodness. At Stats SA, we love our chocolate. But we also love data and all things statistical. So, to honour today, we've teased out a few facts about the price of chocolate that you, as a chocoholic, may find interesting.

Stats SA has already delved deep into the data to give you insight into the price behaviour of [beer](#) and [cake](#). Now, we turn our attention to an 80-gram slab of chocolate.

Ready for the bad news? The average price of an 80-gram slab has risen by 39% over the last two years. You would have paid an average price of R9,52 for a slab in May 2014. Now, in May 2016, a slab would have set you back R13,27.



The average price of an 80-gram slab of chocolate has risen by **39%** since May 2014.

Our humble 80-gram slab has risen in price faster than sugar, sweets and dessert products in general (+21%), meat (+12%), bread and cereals (+19%), fruit (+16%), vegetables (+20%) and hot beverages (+23%)¹.

In a [previous story](#), we had a look at how the average prices for cake, chocolate and ice cream have changed over time. The updated chart below shows how quickly the average price of an 80-gram slab has risen. So, if chocolate is your favourite, it might be a good idea to consider switching over to something else to satisfy your sweet tooth.

Publication Schedule Updated!

- 27 Feb, Discussion document on Motor t...
- 27 Feb, Education Series Volume IV: Ea...
- 27 Feb, Discussion document on Accommo...

[more >](#)

Recently Published

- [Statistics of Liquidations and ...](#)
- [Export and import unit value in...](#)
- [Consumer Price Index \(CPI\)](#)

[more >](#)

Recent Articles/Stories

- [Statistician-General to release the "Education Series Volume IV: Early Childhood Development in South Africa."](#)
- [New version of SuperWEB2 is now available](#)
- [INTERNSHIP OPPORTUNITIES](#)
- [Changes in publication date of](#)



Less than 500 words

Includes at least one graphic

Heading

The first line that draws attention

Moving beyond reporting just key results

- Trend
- **Element within the publication that isn't discussed often**
- Links to other publications
- **Links to current news in the media**

Our Data Story Recipe

References

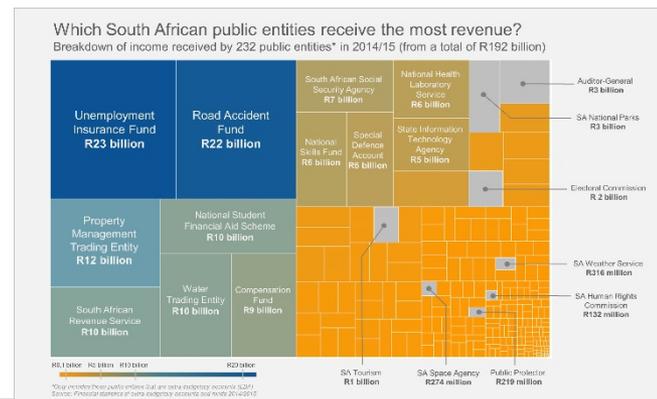
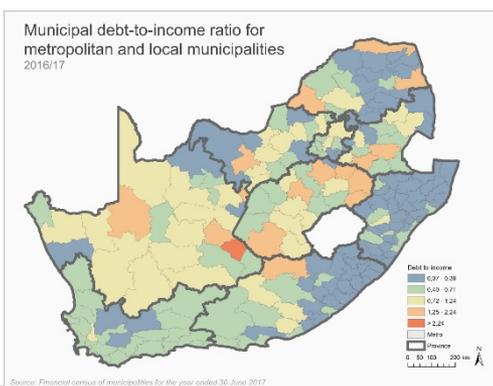
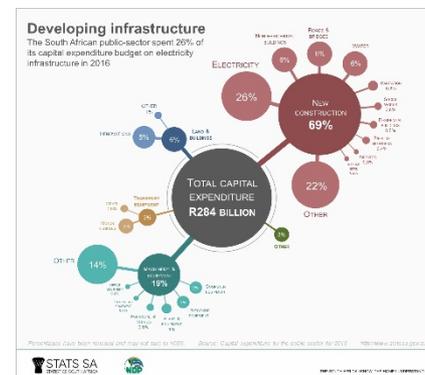
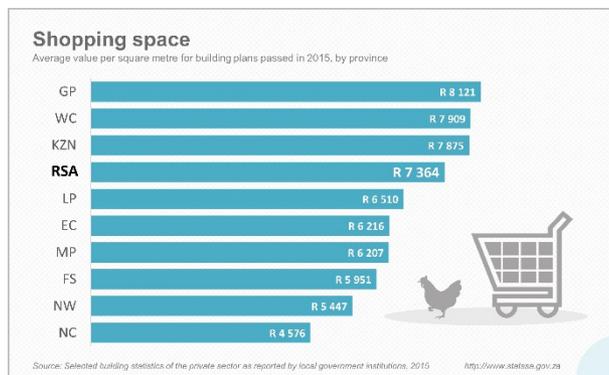
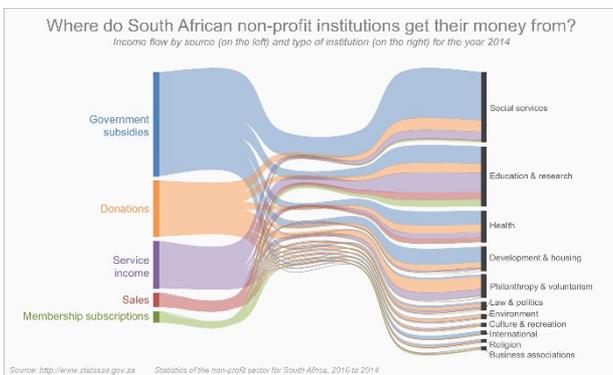
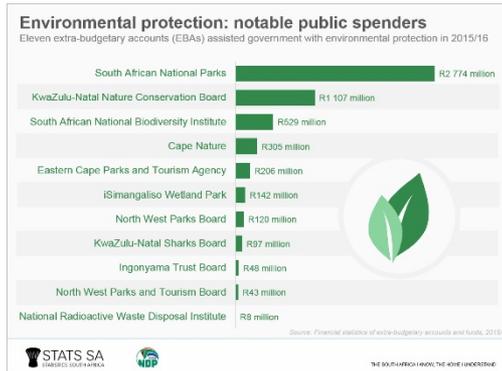
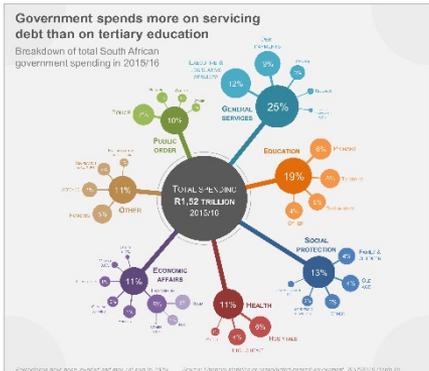


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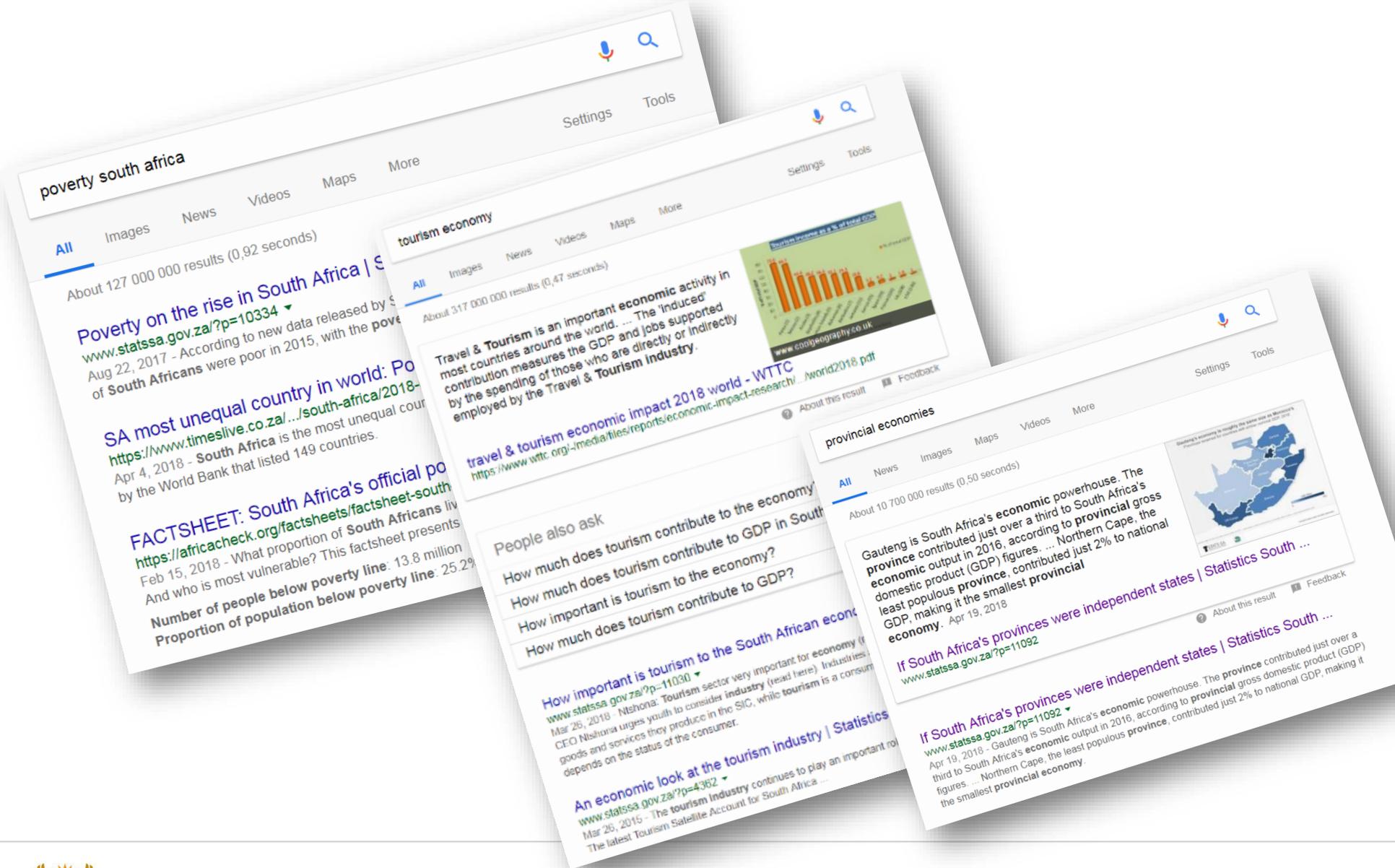
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Data stories are often accompanied by infographics



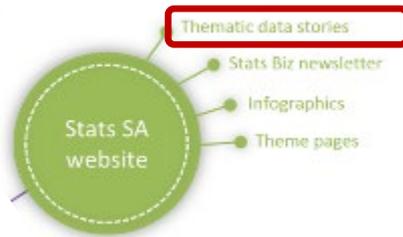
Search engines: *Data Stories* obtain top rankings for certain search terms



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Works well with our growing social media audience

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The secret life of a slab of chocolate

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18.5K Tweets

#DenizGezmiş 4,325 Tweets

장역 30년 19K Tweets

Comcast 8,035 Tweets

Anthony Davis 21.5K Tweets

복주머니 4,923 Tweets

Toby Young 3,857 Tweets

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The secret life of a slab of chocolate statssa.gov.za/?p=8012

Stats SA @StatsSA · 28 Jul 2016
 The secret life of a slab of #chocolate: catch SG Lehohla on @Radio2000ZA just after 7:30 bit.ly/29tsHSz

Average price

The average price of an 80-gram slab of chocolate has risen by **39%** since May 2014

Source: Consumer Price Index (CPI) (I), May 2016 <http://www.statssa.gov.za>

6 3

FinanzLinksECONOMY @FinanzLinksWELT · 7 Jul 2016
 SOUTH AFRICA The secret life of a slab of chocolate: You might celebrate World Chocolate Day today (7 July) by... dlvr.it/UJ97mV

Kim Coetzee @kimctzee · 8 Jul 2016
 The secret life of a slab of chocolate statssa.gov.za/?p=8012



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Picked up by traditional print media

PE the sweetest bar none

East Cape offers chocoholics biggest bang for their buck

Lee-Anne Butler and Roxanne Henderson on [table1@timesweb.co.za](#)

THE Eastern Cape has proved it knows how to set the bar – a chocolate bar, that is – and in this case, the lower, the sweeter.

Although you cannot sugarcoat the fact that South Africa's chocolate prices have gone through the roof in the past two years, chocoholics in the province still get a lot more bar for their buck, with chocolate prices so low they can buy enough of the treat to be worthy of the portmanteau.

That is according to data released by Statistics South Africa this month, detailing the secret life of your 80g slab of chocolate.

Bar with major manufacturers like Nestlé South Africa producing its chocolate and confectionery products in East London and Mondelez South Africa producing Cadbury chocolates and confectionery products at its North End factory in Port Elizabeth – transportation costs in the province are minimal.

The data shows that, on average, chocolate prices have risen by 39% over the past two years – ahead of sugar, sweets and dessert products in general, which were up 21%.

In May 2014, the average price of an 80g slab was R9,52, compared with R13,27 in May this year. This means it has risen in price faster than most.

up 12%; bread and cereals, up by 15%; fruit, up by 16%; vegetables, up by 20%; and hot beverages, up by 23%.

The average price of a slab of chocolate in the Eastern Cape in May this year was R11,55. Chocoholics in Mpumalanga were not so lucky. They were paying R13,58 for an 80g slab.

In most other provinces in May, prices were above R13:

- In KwaZulu-Natal, the average price was R12,87;
- In the Free State, the average price was R13,15;
- In the North West, the average price was R13,32;
- In the Northern Cape, the average price was R13,32;
- In the Western Cape, the average price was R13,29; and
- In Gauteng, the average price was R13,59.

No data was available for Limpopo.

Thomas Marais, co-owner of Ganache Patisserie and Chocolatier at Baywest Mall, said the average price of an 80g slab could be lower in the Eastern Cape because Cadbury products were produced in Port Elizabeth and Nestlé in East London.

"I think that [lower transport costs] would be the major contributing factor," he said.

"But 80g slabs and even 60g slabs could cost up to R80 each at more exclusive artisanal chocolatiers, because of the amount of cocoa butter used.

"The more cocoa butter, the better the texture and more expensive the chocolate."

Nestlé SA and Mondelez SA could not respond to requests for comment before deadline.

SWEET TREATS: Kyle Jones, 19, at Ganache Patisserie and Chocolatier in Baywest Mall
Picture: FREDLIN ACHIBIAN

The Herald 28 July 2016

EC sweetens cost of chocolate bar

By LEE-ANNE BUTLER and ROXANNE HENDERSON

THE Eastern Cape has proved it knows how to set the bar – a chocolate bar, that is – and in this case, the lower, the sweeter.

Although you can't sugarcoat the fact SA's chocolate prices have gone through the roof in the past two years, chocoholics in the province still get a lot more bar for their buck with chocolate prices so low they can buy enough of the treat to be worthy of the title.

That's according to data released by Statistics South Africa, detailing the secret life of your 80g slab of chocolate.

But with major manufacturers like Nestlé South Africa producing their chocolate and confectionery products in East London and Mondelez South Africa producing their Cadbury chocolates and confectionery products in Port Elizabeth – transportation costs in the province are minimal.

The data shows that on average chocolate prices have risen by 39% over the past two years – ahead of sugar, sweets and dessert products in general, which were up 21% in the same period.

In May 2014, the average price of a 80g slab was R9,52, compared with an average price of R13,27 in May this year.

This means the chocolate bar has risen in price faster than meat, which was up 12%; bread and cereals, up by 15%; fruit, up by 16%; vegetables, up by 20%; and hot beverages, up by 23%.

The average price of a slab in the Eastern Cape in May was R11,55.

In most other provinces in May, prices were sitting above the R13 mark.

Artisanal chocolatier Ela van Coillie Vosloo who makes fine Belgian chocolates through her business, Sjukla, said she believed Eastern Cape prices were lower due to transport costs being kept to a minimum.

Vosloo said artisan chocolatiers use higher percentages of cocoa butter which would also impact the price.

Daily Dispatch 28 July 2016

Social media is used extensively to create awareness and ignite conversation related to published stories



9,8m million people were [#employed](#) during Q1:2018, up by 0,6% compared with the previous quarter. Biggest gains were in the community services industry. [#Trade](#) recorded biggest job losses [#StatsSA](#) bit.ly/2KjRKqt

18 : Q1 EMPLOYMENT RESULTS

9,8M The total number of persons employed in 2018:Q1



0,6%

Employment has increased by 6 000 in March 2018 quarter compared to December 2017 quarter.



0,8%

There was an annual increase of 74 000 jobs in 2018:Q1 compared with the same quarter of 2017.

QUARTER-ON-QUARTER EMPLOYMENT GAINS

Community services industry recorded the highest increase in employment followed by Construction and Manufacturing industries.



QUARTER-ON-QUARTER EMPLOYMENT LOSSES

Trade industry recorded the highest decrease in employment in the first quarter followed by Mining and Transport.



11:36 AM - 26 Jun 2018

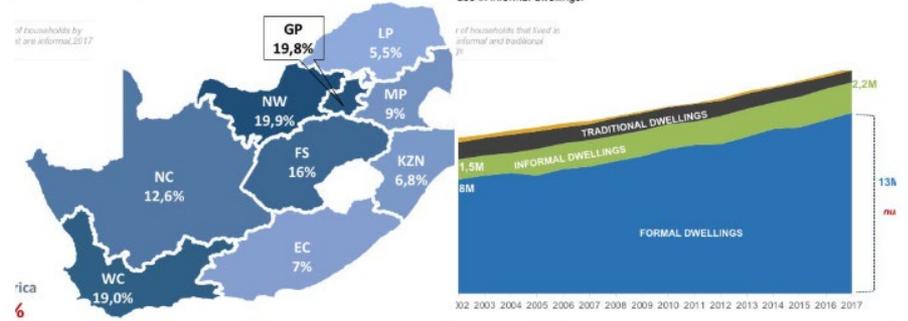
90 Retweets 61 Likes

4 90 61



13,6% of South African Households lives in informal dwellings. Around a fifth of households in North West & Gauteng live in informal dwellings [#StatsSA](#) [#GHS](#) bit.ly/2K7m5bY

APPROXIMATELY ONE-FIFTH OF HOUSEHOLDS LIVED IN INFORMAL DWELLS IN NORTH WEST AND GAUTENG. INCREASING NEED FOR HOUSING, THE NUMBER OF FORMAL DWELLINGS INCREASED SHARPLY OVER THE PAST 15 YEARS. The shortfall is, however, increasing sharply over the past 15 years. The shortfall is, however, increasing sharply over the past 15 years.



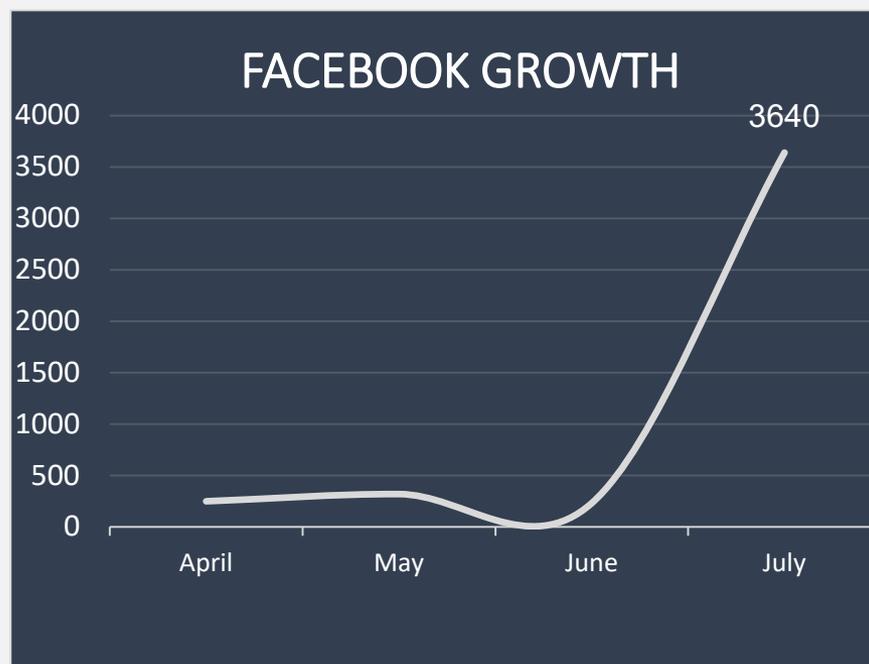
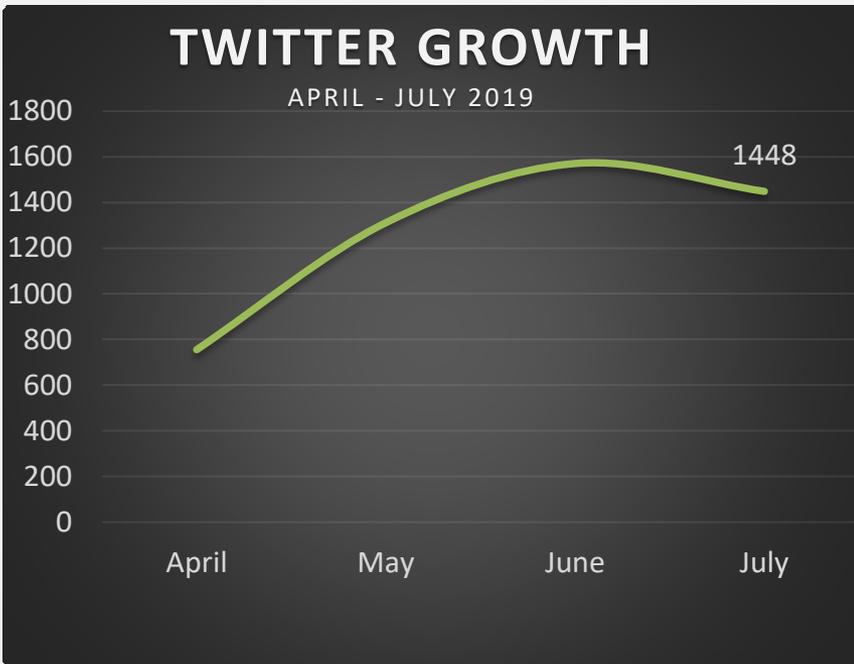
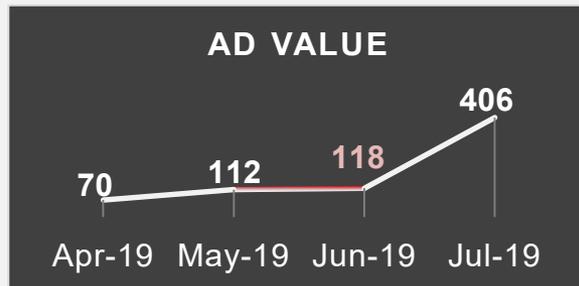
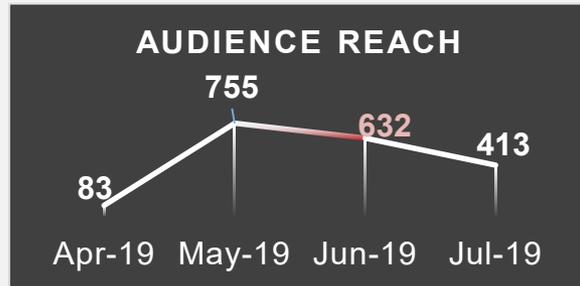
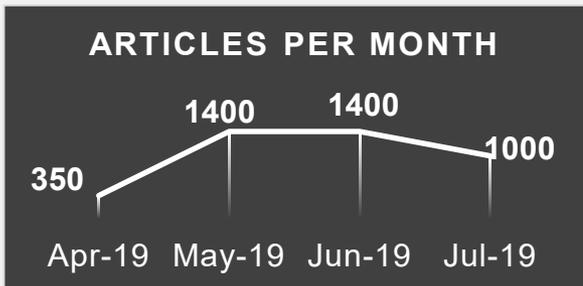
11:50 AM - 21 Jun 2018

49 Retweets 14 Likes

2 49 14



How are we measuring brand perception improvements or decline



Articles per Month

— 2017/18
— 2018/19

JAN 2018 – JUL 2018: 7 193

JAN 2019- JUL 2019: 5 914



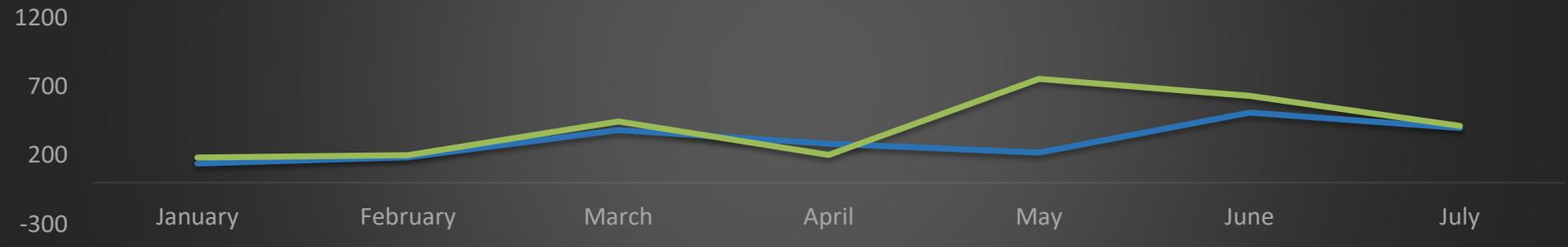
Articles: The number of appearances in articles (where we were mention in articles)

Audience reach (Mil)

— 2017/18
— 2018/19

JAN 2018 – JUL 2018: 2 123

JAN 2019- JUL 2019: 2 831

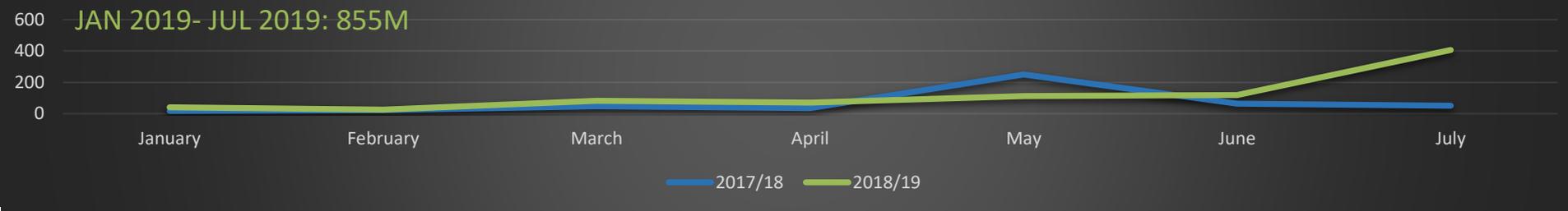


Audience reach: potential number of people reached by our content/content mentioning Stats SA

AD Value (Mil)

JAN 2018 – JUL 2018: 111M

JAN 2019- JUL 2019: 855M



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Sound bytes and Video Clips



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Outreach



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Maths4Stats



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Extensive Media Engagements

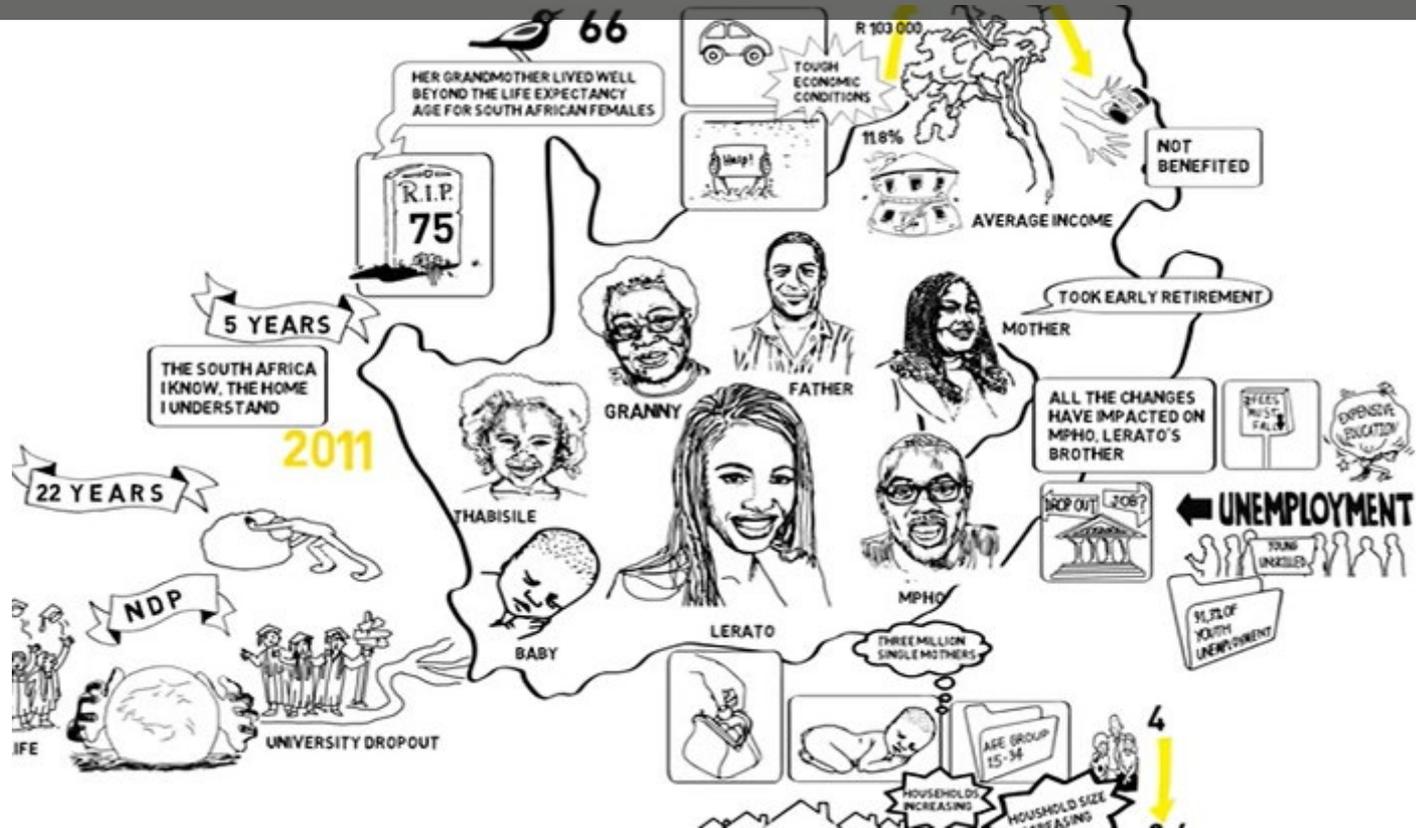


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Animations



Modern Statisticians need to tell the story of our Country



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Thank you



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