

# TOWNSHIP LIQUOR TRADING

## PART 1: OVERVIEW

Licensed



60%

operate from building structures



Average weekly sales: 74 crates

### MAIN BARRIER

20%

licence conditions



30%  
access to finance



17% business location



31%  
crime



43%  
police harassment

## WHAT IS A SHEBEEN?

The township economy supports a diverse range of businesses that sell liquor. These businesses range from established taverns and shisi nyama / braai venues to survivalist businesses that sell informally and often for off-site consumption. Taverns and unlicensed shebeens provide important recreational spaces that support a vibrant leisure economy. This economy provides employment and entrepreneurship opportunities in sectors such as music production and DJ'ing, together contributing towards retaining local expenditure on leisure.

### DATA

Research was undertaken from 2010-2015 in 8 sites: Delft South, Vrygrond, Sweet Home Farm, Browns Farm, Ivory Park, Tembisa, KwaMashu and Imizamo Yethu. The research covered a population of 325,000 persons.

A business census identified 10133 micro-enterprise activities. 23.7% or 2404 micro-enterprises sold liquor. Enterprise surveys were conducted with 1251 liquor traders. Very small and survivalist businesses were excluded.

### AVERAGE AGE: 39 YEARS

Often these businesses aim merely to supplement household income



48%  
Female



58%  
on-consumption



42%  
off-consumption



52%  
Male



19%  
are licenced.



9%  
sell other non-commercial liquor



5%  
sell traditional beer

Of all shebeeners 92% are South Africans.  
8% Are run by other nationalities.



A typical shebeener has been in the business for 6.5 years with an average of 1.2 employees per enterprise



10%  
have jukeboxes



Typical number of people working in the business



15%  
have pooltables

Unlicensed



54%

trade from shacks and informal venues



Average weekly sales: 18 crates  
37% sell fewer than 5 crates per week

### MAIN BARRIER

LICENCE



30%

licence access

20%  
access to finance



14% business location

26%  
crime



52%  
police harassment

