AfricaScope

SPATIAL DATASET DESCRIPTIONS

2010

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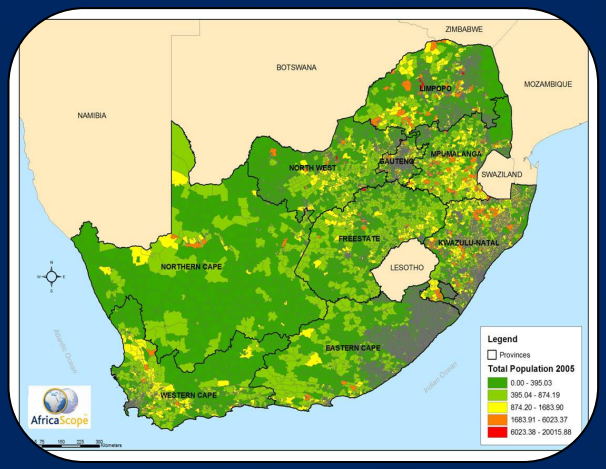
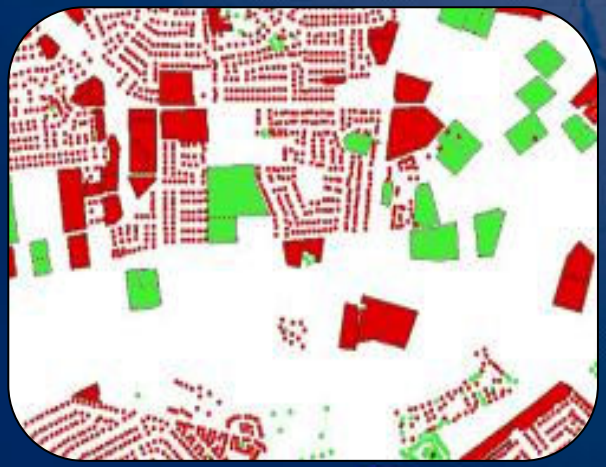
Information for Africa



Demographic Estimates: Knowing where the population is concentrated and what their demographic characteristics are (ie total population, age, gender, race) is key to providing services and infrastructure to the people. To facilitate this planning, information is needed at a local level. Demographic estimates are also needed to implement nationally representative household surveys. To be able to optimally locate shopping centres and retail stores also requires this informtion. It is for these reasons that AfricaScope has been developing its Demographic Estimates at an enumeration area level since 2004. Our demographic estimates integrate census data from 1991 to 2001 as well as our estimates from 2004 to 2010. AfricaScope uses innovative methods in developing these demographic estimates at an enumeration area level for South Africa and other countries in Africa. To get further information download a brochure from our web page.



Growth Indicators: The distribution of dwelling types (eg individual stands, informal housing, rural settlements, cluster housing) is critical in providing services and in monitoring where areas are growing or densifying. GeoTerraImage (GTI) provides access to dwellings type data for the whole of South Africa. Their Growth Indicators product provides a picture of how the dwelling count and types have changed since 2001 in the metropolitan areas of Johannesburg, Tshwane, Mogalecity, Sedibeng, Ekhuruleni, Pietermaritzburg, Durban, Port Elizabeth and Cape Town. This dataset in combination with the Demographic Estimates of AfricaScope is essential for future planning and development in the public and private sectors.

GeoTerraImage also provides other key datasets including clutter and land-use data for over 300 cities in Africa. Total country coverage of clutter data exists for most African countries, which is essential if you are in the telecommunications or media industries because it defines the levels of interference to signals between the transmitter and receiver.

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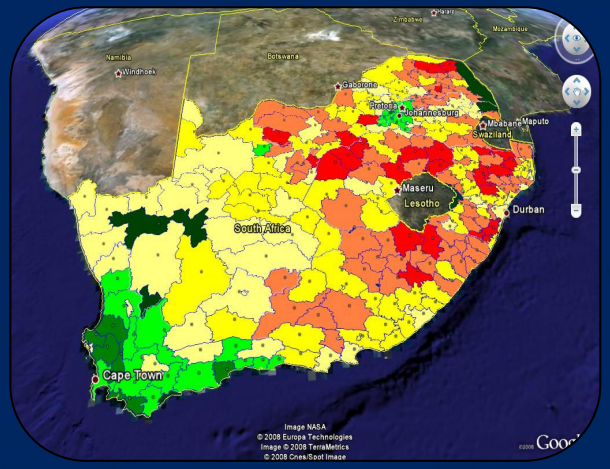
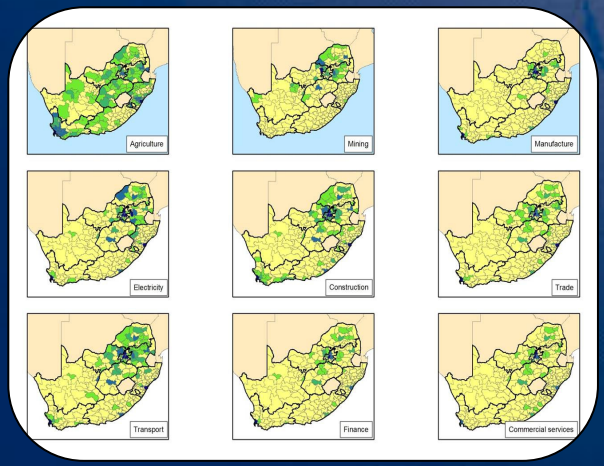


Poverty Statistics: One of the greatest challenges facing the world is to reduce level of poverty by half by 2015. AfricaScope with the Human Sciences Research Council (HSRC) has been monitoring levels of poverty at a local municipality level in South Africa since 2001. Various indicators are used to monitor the poverty levels including the poverty gap (measures the depth of poverty) and the Gini Coefficient (measures income inequality). Another indicator is the percentage households living below the povery line. Since 2004 these indicators are updated on an annual basis and it is the intention of AfricaScope to provide access to poverty data at a local level for South Africa and countries across Africa in the future. Other datasets that can be provided include the multiple depravation index (measures access to services) and the Human Development Index (HDI) that measures the potential of people to develop themselves.

Economic Growth: Gross Geographic Product (GGP) is one of the most important measures of local economic development. AfricaScope with the HSRC provides access to this data at a local municipality level. Since 2004 the data is provided on an annual basis. The GGP measures consumption of goods and services, investment (i.e. savings, purchase of capital goods) and government spending (i.e. government purchases, transfer, taxes, government borrowing) less imports. The GDP shows what is driving the local economy within the following sectors:

- Agriculture
- Commercial services
- Construction
- Electricity
- Finance
- Manufacture
- Mining
- Trade
- Transport



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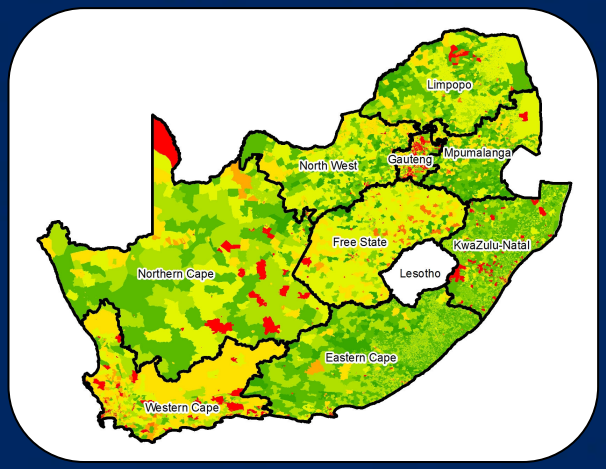

Living Standard Measures (LSM): LSMs have become the most widely used measure of consumer patterns in South Africa and many African countries. Assets in the household and other factors are used to define the LSM class of a household. In South Africa the population is grouped into 10 LSMs. This asset index can also be used as a proxy for poverty. The LSMs have been creatd from nationally representative household surveys conducted on an annual basis. The LSMs are modelled from the survey data and spatially represented at a local level for the entire country. By mapping the LSMs at a place level businesses are able to get a detailed uderstanding of the consumer patterns of people so that they can develop appropriate marketing and advertising strategies. This information is also invaluable in enabling businesses to locate their retial outlets in the most optimum sites.

Mindsets: AfricaScope's Mindset information provides a psychographic picture of the South African market. The Mindset dataset is developed from nationally representative surveys that look at how people perceive themselves, their attitudes, interests and opinions as well as their perceptions to issues within society. The information provides a perspective on what people are thinking, which is invaluable in gaining ideas for the development of advertising campaigns and how to promote particular products. This dataset in combination with the LSMs provides businesses with an invaluable picture of what people are buying and how to market it to them.

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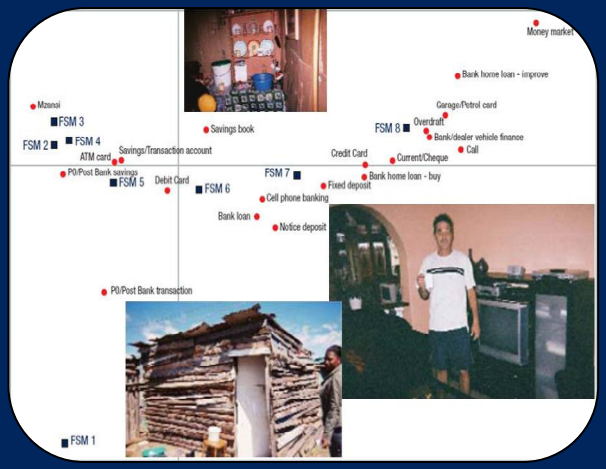

Financial Services Measure (FSM): The FSM looks at penetration, connectedness and optimism, physical access to banks, knowledge and control and discipline within the financial and insurance industries of the South African population. This information has been generated from the FinScope surveys that is implemented by FinMark Trust since 2004 and that has become the benchmark in the financial industry. AfricaScope in collaboration with FinMark Trust have mapped the FSM data at a local level for the entire country. The value of this dataset is that one is able to look at what proportion of the population are banked at the local level, what access they have to banking services and what sort of financial products they are using. This is invaluable information for the financial, insurance and associated industries in South Africa. AfricaScope can also facilitate access to data for a number of African countries.

Business Sophistication Measure (BSM): AfricaScope has developed a Business Sophistication Measure (BSM) for micro, small and medium enterprises (MSME). AfricaScope has worked with FinMark Trust in implementing a MSME survey in Gauteng and South Africa. Presently, we are assiting countries like Tanzania and Thailand in implementing their MSME surveys. The BSMs have been mapped at a local level that allows financial and government institutions the opportunity to target their efforts in providing services and products to the MSMEs. AfricaScopes intention is to develop a dataset for countries across Africa

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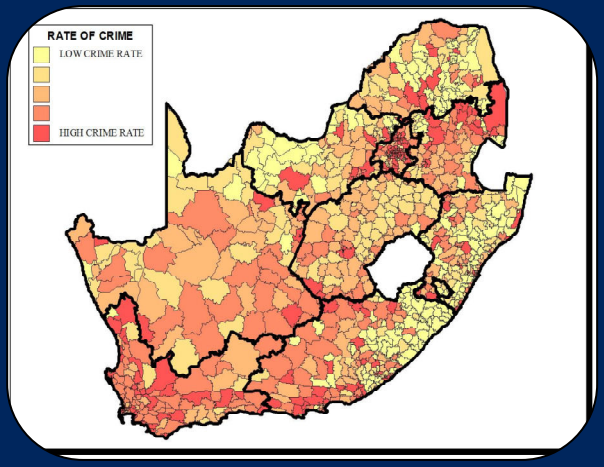
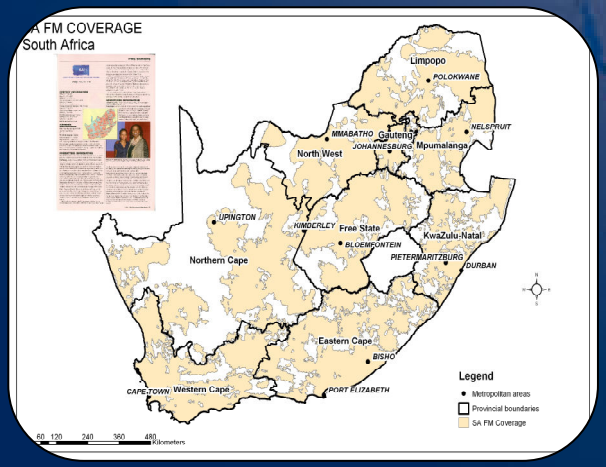


Crime Statistics: Official crime statistics are available from the South African Police Service (SAPS) at a police station level. Approximately 39 crime types are available at a police station level for the entire country. This informtion is available from 1994 – 2008/09. The variables included in the dataset are number of crimes, crimes per 100 000 population and the share of crime. What is also available is the year-on-year and long term changes in crime levels at a police station level. The crime statistics can be combined to look at the extent of property, social fabric and violent crime. This information is not only critical for crime prevention purposes but is also important because it informs companies about the risks in particular areas. This information also informs the public about what is happening in their areas and can facilitate the targeting of safety and security products and services by companies to areas of need.

Media Profiles: AfricaScope has captured the footprints of all commercial and community radio stations in South Africa. Africascope also provides access to television and mobile phone operator coverages. This information integrated with our other datasets is invaluable when looking at communication or advertising to particular markets. It is our intention to provide maps on all forms of coverage in South Africa from daily newspapers to community newspapers and billboards. By integrating our proprietary spatial datasets with those on media allows users to get a thorough understanding of the markets that exist with different media footprints.



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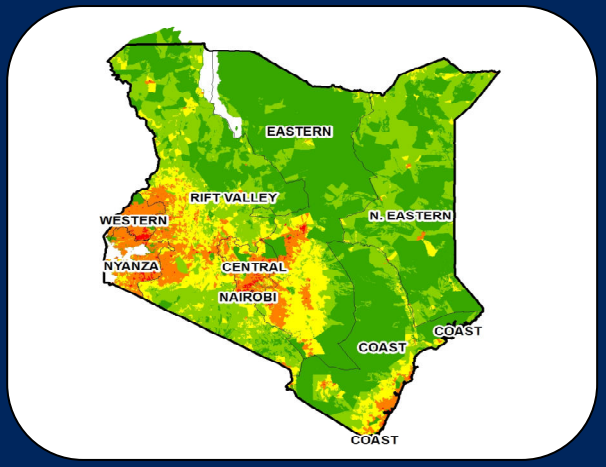

Census data for Africa: There is a great need for census data for African countries. Census data at an enumeration area level is needed to identify priority areas for development interventions and in identifying the optimum location for government servces. It is also needed by private companies to make informed decisions about locating shopping centres and retail stores in the most optimum location in relation to their target market. AfricaScope has used innovative methods to enable Tanzania to map their census data over a period of just 10 months. Furthermore, AfricaScope has sourced population statistics for several countries in Africa. Using dwelling counts and statistical methods we are able to update the population estimates for a country at a local level on an annual basis.

Retail and Shopping Centres: Africascope has captured the location of all shopping centres and many retail chains in South Africa. We have captured the location of outlets for many retail chains in the clothing, food, general dealer, hardware and pharmeceuticals sectors. Through various sources we are able to provide the location of shopping centres and retail outlets in many other African countries Throughout the year new retail stores are added to our ever increasing database, with all our shopping centres and retail stores being updated on an annual basis. This information is collected to make the information available to the market and to facilitate the optimum location of new shopping centres and retail stores.

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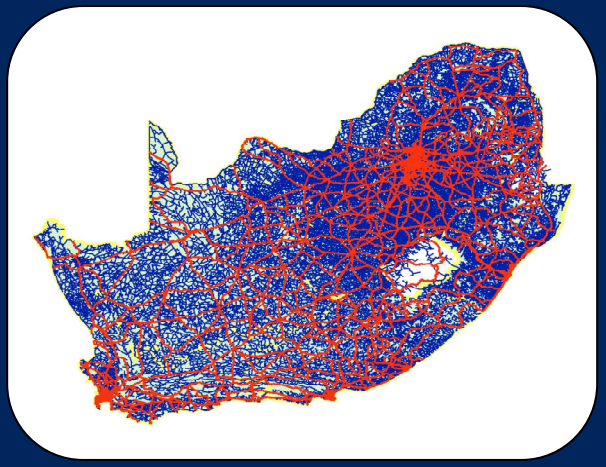

Streets for Africa: Countries in Africa are generally not aware that the road and street data for their countries and major urban centres have been mapped. AfricaScope in collaboration with MapIt, a South African based company know provides access to this information. Points of Interest such as accommodation, coffeeshops, community services, schools, entertainment centres, financial services, food stores, health facilities, motor and filling stations, religious institutions, retail stores and transport centres are also provided. The list of countries that AfricaScope has street and Point of Interest data for are listed below.

AfricaScope can also provide all administrative boundaries for African countries, geographical places and the footrint of all urban areas on the continent.

Angola
Benin
Botswana
Burkina Faso
Burundi
Cameroon
Cape Verde Islands
Central African Republic
Chad
Comoros
Congo
Djibouti
DRC
Egypt
Equatorial Guinea
Eritrea
Ethiopia
The Gambia
Ghana
Guinea
Guinea-Bissau
Ivory Coast
Kenya
Lesotho
Liberia
Libya
Madagascar
Malawi
Mali
Mauritania
Mauritius
Mayotte
Morocco (incl Western Sahara)
Mozambique
Niger
Nigeria
Reunion
Rwanda
Sao Tome and Principe
Senegal
Sierra Leone
Somalia
Sudan
South Africa
Swaziland
Tanzania
Togo
Tunisia
Uganda
Zambia
Zimbabwe

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AutoParc Statistics: AfricaScope in collaboration with RGT Smart are developing a suite of products for the automotie industry. An atlas showing autoparc statistics at a licencing district level has been produced. These statistics will also be provided through web mapping facilities and in a digital format. The statistics include information on the number of vehicles sold by type for the entire country. This information is invaluable in making strategic decisions about where to locate dealerships and developing targeted marketing strategies.

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The Grain Bulding
477 Witherite Rd
The Willows X82
Pretoria
South Africa

PO Box 33026
Glenstantia
Pretoria, 0102
South Africa

Tel: +27 12 004 0100/05/06
Fax: +27 86 512 7380
E-mail: info@africascope.net
www.africascope.net