Demographics

Overview

This data provides a powerful insight into the demographic composition of each Enumeration Area (EA).
Not only does it give a general description of the demographics in terms of gender, population group
and age, but it also includes the night- and daytime population count per EA.

The lifestyle component of this dataset includes information on individual income (total and average)
and indications of the number of individuals below the poverty line for each EA.
By including the widely used Living Standards Measure (LSM), this data can be used to gain a
clear indication of the segmentation of each EA according to their living standards.

What can I do with it?
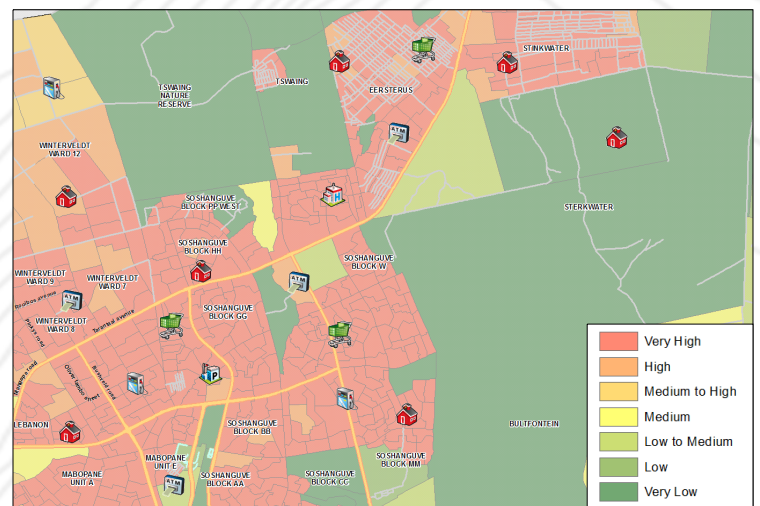
This data can be used to:
- Understand the daily migration of people in and out of an area.
- Estimate the usage of a certain product or service during day- or night-time.
- identify areas that contain a high percentage of
  your customer base based on demographics
- Ascertain the affluence of an area.
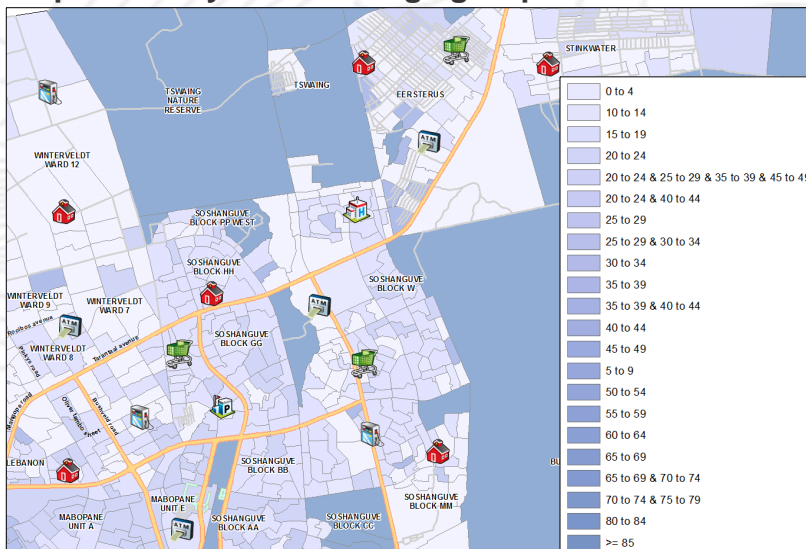
What is included?

Population

- Estimated night time population count
- Estimated total population per square
  kilometre
- Indication of population concentration
- Day non-working residential population
- Day working population (formal and domestic
  /private household sector)

Indication of population concentration

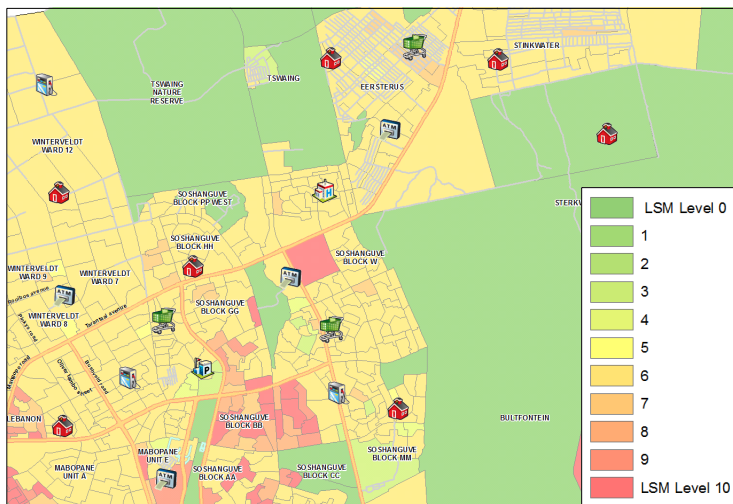**Population by dominant age groups**

- Day learners in pre-school, primary, secondary
  and other schools
- Total number of scholars and formal workers
  that migrate out of EA to work
- Total number of formal workers that migrate
  into EA to work
- Daytime population change due to work related
  commuting.

Demographics

- Total population by gender, population group and age groups of 5 years
- Dominant gender, population group and group
- Total households per EA as modelled from Stats SA census 2011 data
  Lifestyle
- Estimated number and percentage of households in each LSM group (LSM1 – LSM10)
- Dominant LSM per EA
- Total and average individual income (Rands) per EA
- Median income (Rands) per EA
- Total number of individuals living below the poverty line
- Percentage of individuals living below the poverty line

Population by dominant lifestyle LSM

Population by dominant gender