

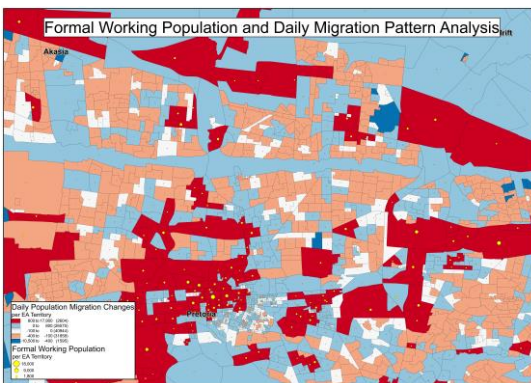


## Advanced Population

## Population Movement and Distribution

### Overview

Released annually, the *Advanced Population* dataset provides an indication of the distribution of the population concentration of the country, as well as an estimated population count during the day and night. This gives an estimate of the number of workers and non-workers (retained residential population) that could be found within an area during daytime working hours. Included in the *Advanced Population* dataset is the Population Migration indicator. Captured at an enumeration area level since 2018, the *Advanced Population* dataset offers one of the most up-to-date views into South Africa’s daily migration patterns.



Features	Benefits
Enumeration Area views of daily movement patterns	The most granular understanding of population movement available
Segmented Population sectors	Analysis according to formal, informal, non-working and learner populations
Annual Releases	Allowing users to stay one step ahead of the competition at all times
Daily Population Change Index	Immediate access to an area’s decrease or increase in daily population
Available in Multiple Formats	Integrate with multiple Location Intelligence software tools

### Content:

- Administrative boundaries to EA level
- Total area and population per EA
- Night population
- Daily non-working residential population
- Learner population
- Formal working population
- Domestic working population
- Inward and outward migration figures
- Total change in daily population figures

### Potential Application to:

- Outdoor Advertising & Media
- Route-to-Market Drives
- Sales and Site Analytics
- Door-to-door distribution
- Travel Analysis and Traffic Forecasting
- Workforce Analytics
- Education sector

**Where do we find the largest daily influx of potential customers?  
Which areas contain the highest count of domestic workers?  
How can we identify hot spots of the learner or formal working population?**

The *Advanced Population* dataset also includes the “Activity Index”, an additional daytime activity indicator. The values range from 1 to 10, where 1 indicates the lowest and 10 the highest additional daytime activity. Activity can be seen as the additional movement of people into an area (over and above the normal working population) such as shoppers, customers, students etc. This can be used to complement the daytime population.

Comments relating to possible data anomalies are also provided where applicable – ensuring the truest understanding and reflection of the data at hand.

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