

LOCATION INTELLIGENCE

TURNING DATA INTO ACTION

Demographics for Africa

Using African information as strategic resource

Overview

The ability to provide the most appropriate goods and services to a selected market requires the clearest and most precise understanding of that market's characteristics. Until recently there has been no single, comprehensive source of information for the developing countries in Africa. This is a comprehensive, spatially enabled database that provides organizations with an in-depth view of African countries. From population counts to political history, capital cities to gross domestic product; **Demographics for Africa** provides insightful information that enables expansion decisions in Africa possible. In conjunction with AfricaScope and Market Decisions, ST Group presents the **Demographics for Africa** dataset. Updated annually and in accordance with national surveys, the data delivers key insights into age profiles, family and occupational statistics, structural figures and more.

Bringing Africa to your desk

- Country Capitals & major cities
- Administrative Areas
- Total Population
- Population comparison
- Population by Province
- Urbanisation
- Country Code List
- Currency Codes
- Development Indicator
- Ease of Doing Business
- Economic Regions
- Economic Data
- International Airports
- Macro Data
- Mo Ibrahim Index
- Official Languages
- Political Analysis
- Top 500 Companies
- World Tourism Indicator
- Banks
- Protected Areas

Gain Access to:

- Country Profiles
- The African Report Population Profile
- World Bank Development Indicators
- Urban Agglomerations
- Human Development Index
- Media in Africa
- Major Cities
- Provincial Layer
- Tourism rankings

Ward, Village or Enumeration Area levels of Statistics

- Male and Female Counts
- Age Group Segmentation
- Gender & Age Segmentation
- Buildings Under Construction
- Count of Dwellings
- Types of Dwellings
- Unemployment Figures
- Occupational Statistics

Benefits of purchasing **Demographics for Africa**:

- The data is available for most African countries
- Easily integrate valuable demographic information into existing geospatial systems and services
- Determine the types of product or services required for different target markets
- Demographic estimates are provided at the most detailed administrative level
- Gain a competitive advantage using annually updated sets of information
- Identify expansion opportunities and possible trade areas
- Understand the density of target profiles in a catchment area
- Increase planning effectiveness
- Identify expansion opportunities
- Understand the density of activity within a catchment area
- Gain insight into possible trade areas
- Increase planning effectiveness
- Gain a competitive advantage using up-to-date data
- Integrate with Location Intelligence software tools

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