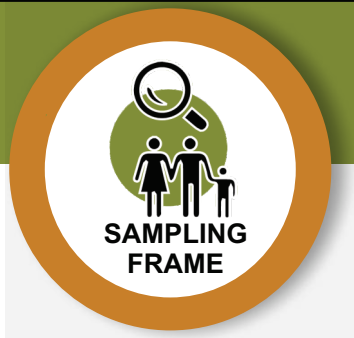




SAMPLING FRAME

Give your business the competitive edge and improve your surveys the affordable way with

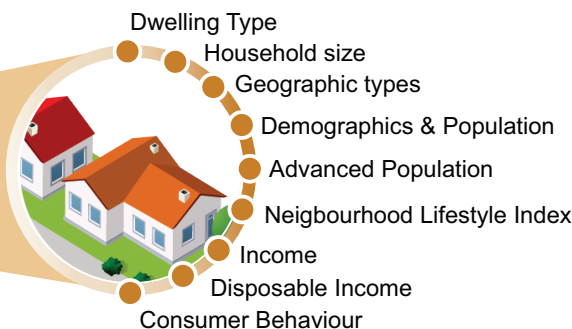
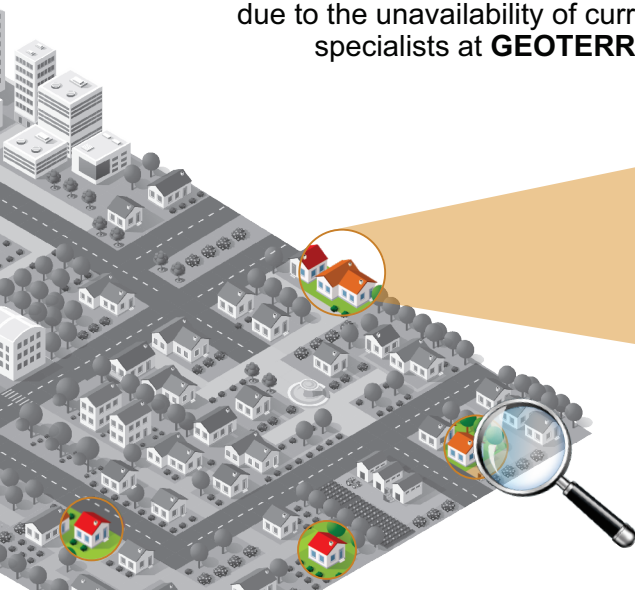
an up-to-date Sampling Frame

Overview:

An updated database of population and demographic information is key to successful **research, studies and surveys.**

To account for the dynamics of urban growth and the heterogeneous nature of society, sampling frames need to be designed at appropriate spatial levels. These can range from National down to Provincial, Metropolitan, Small Area (SAL) and Enumeration Area (EA) levels.

Because EA boundaries are ideally sized to detect change and diversity within societies and due to the unavailability of current sampling frame information at this level, a team of specialists at **GEOTERRA IMAGE (GTI)** created the GTI Sampling Frame.

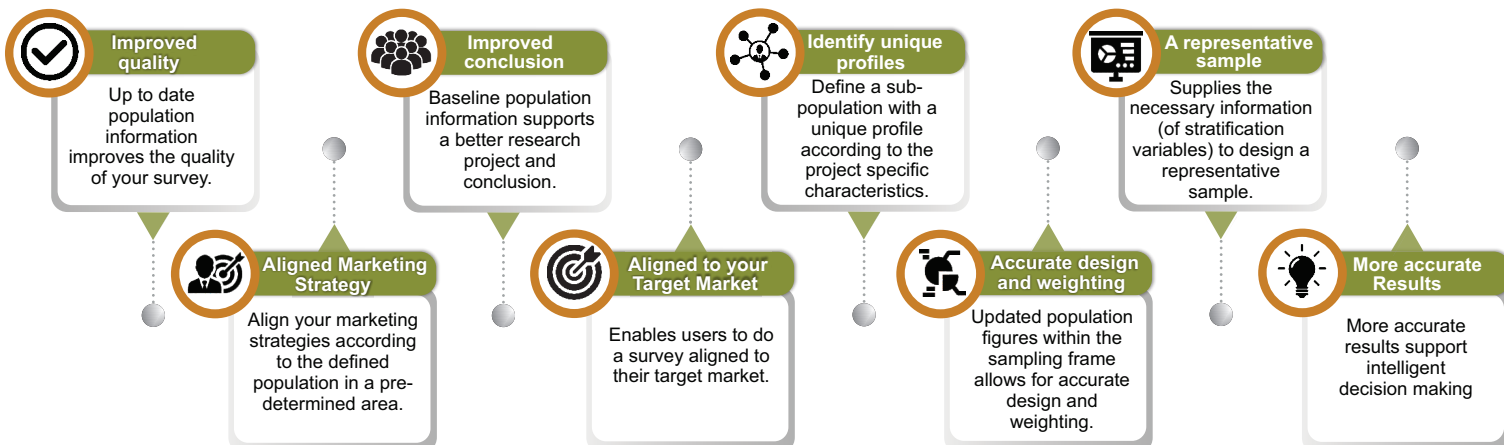


An up-to-date Sampling Frame

provides information enabling all market segments to make timely decisions whilst minimising risk.

Key Benefits:

Key benefits to using the GTI Sampling Frame include:

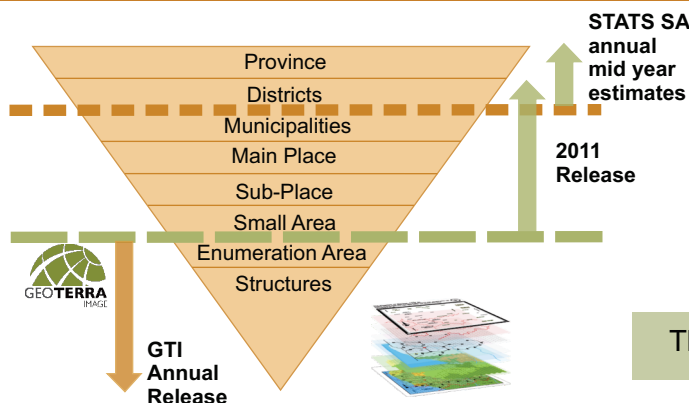


Unique Features:

- **Up to date information** enables all market segments to make timely decisions whilst minimising risk.
- **A comprehensive** national, provincial or more granular Sampling Frame is possible with the use of our unique 84 class Building Census dataset (building structure points), and includes over **16 million** classified building structures.
- Can be used at **different levels**, namely EA, SAL, Sub-Place, Main Place, Wards or any self defined area.
- Key variables include **number of households, population, residential night time population & estimated daytime working population, demographics, Neighbourhood Lifestyle Index[®] (NLI[™])** and **geographic type** eg. metro, urban, rural.
- The Sampling Frame can **support the sampling process from design to weighting**.
- A **holistic web-based approach**, through **Survey Sampler[™]**, takes into account the considerations of stakeholders, market researchers and the community as a whole when creating and implementing marketing strategies.
- **Annual updates** to keep track of urban, regional and rural growth as well as decline.



Methodology:



The Sampling Frame is generated by utilising a top-down and bottom-up approach. The top-down approach benchmarks to the latest mid-year population estimates. The bottom-up approach is based on the **GEOTERRA IMAGE** Building Census dataset.

Distinguishing Feature:

This approach allows for reporting at any boundary / area.

Key Variables:

GEOTERRA IMAGE offers a wide range of key variables to the Sampling Frame, which includes:

