

Socio-demographic Surveys

Geospace specialises in the design, planning, implementation and management of large socio-demographic field surveys. This specialisation has been a natural evolution from our extensive experience in implementing Population and Housing Census cartography and GPS data collection operations. Our unique pool of expertise enables us to successfully merge socio-demographic survey taking with spatial information technology. This enables us to develop innovative survey methods relevant to the unique situation in developing countries.

Current, detailed base maps suitable for surveys and censuses do not exist in most developing countries. As a consequence addresses only exist in so-called formal settlements. Hence sampling and ultimately sample realisation is compromised. This has a negative impact on the overall quality of the survey. Part of the solution to this problem is the use of digital aerial photography as a base map for the sampled areas. We have pioneered many innovative field data collection solutions by using a unique combination of aerial photography, GPS technology, in-house developed applications and Computer Assisted Personal Interview (CAPI) methods.

We developed custom GPS data logging and capturing software, enabling questionnaires to be digitally captured on high end GPS data loggers. Moreover, we used innovative combinations of Tablet, Palm and Laptop PCs, InfoPath software and Bluetooth GPS receivers to digitally capture complex questionnaires. However, where appropriate, we have also done traditional hardcopy data collection. The main issue being that the appropriate data collection instrument must be implemented according to the set parameters of the survey.

We believe that the quality of the fieldworker and the quality of supervision ultimately determines the success of any field

data collection exercise and therefore we place a premium on training and quality assurance. Training is focused on practical, real world exercises and only experienced supervisors are used. We implement a multi-tier supervision structure which is highly mobile, ensuring issues are attended to as, when and where they happen. We believe in quality above quantity and thereby follow a policy of having an optimal supervisor to fieldworker ratio.

Some organizations have their own field teams or prefer to build/develop their own fieldwork capacity. In this case we provide technical assistance with regards to survey methodology as well as training, project management and technical assistance.

Some of our significant large scale field data collection projects include:

- The 2002 Human Sciences Research Council (HSRC) Nelson Mandela National HIV/Aids Study
- The 2004 – 2006 Department of Social Development National Social Grant Impact and Monitoring Survey
- The 2004 Lesotho Ministry of Education and Training Educational GIS System Development and Annual School Survey
- The 2006 – 2008 StatsSA Dwelling Frame Pilot Project
- The 2008 – 2009 Bushbuckridge Local Municipality Demographic Survey
- The 2006 Lesotho Electricity Company Customer Meter Mapping project
- The 2008 – 2009 South African Post Office Address Project

For more information on GeoSpace's Socio-demographic Surveys service please contact Hennie Loots at henniel@geospace.co.za or at telephone +27-(0)12-3484586.



Over two decades of success in more than 15 countries

Tel: +27 (0)12 348 4586 | Fax: +27 (0)12 348 4588
PO Box 73382 Lynnwood Ridge 0040 South Africa
info@geospace.co.za | www.geospace.co.za