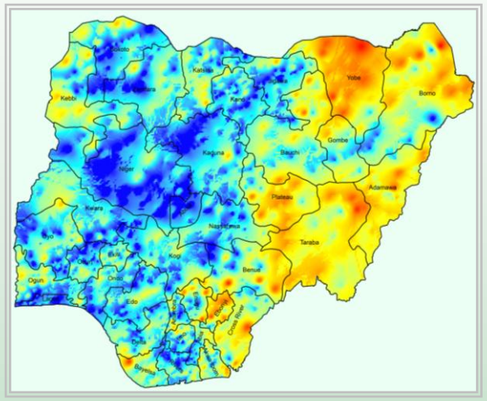
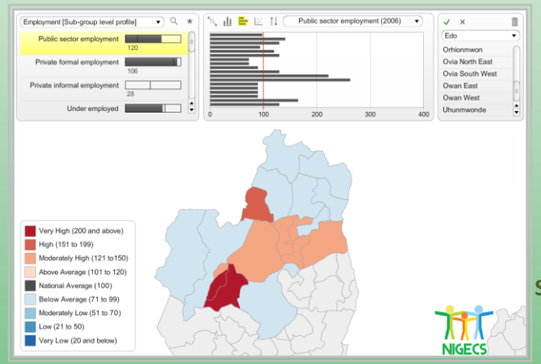
The Nigerian Local Government Area (LGA) Geodemographic Classification System and Profiler

www.nigerianlgaclassification.com



- Agriculture
- Community Safety
- Demographics
- Education
- Employment
- Environment
- Governance
- Health
- Household Infrastructure
- Housing
- Poverty & Wealth
- Socio-economics
- Women & Children



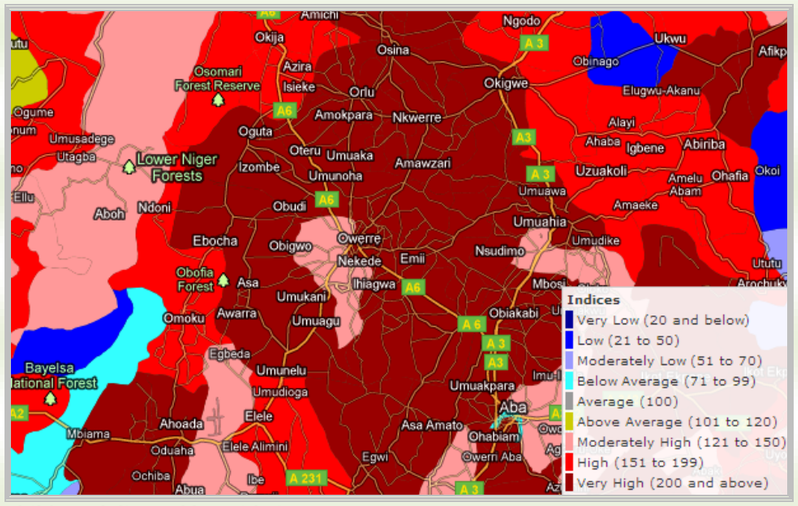
- Population profiling
- Data linkage
- Spatial epidemiology
- Inequality & inequity
- Space-time analysis
- Resource allocation
- Location-allocation
- Smart/modern policing
- Service improvement
- Higher education teaching

- Targeting of interventions
- Social marketing
- Educational planning & policy
- Customer segmentation
- Survey designs
- Social Return on Investment
- Place-based budgeting
- Outcomes/impact evaluation
- Internal migration
- Micro-finance analytics
- Retail and commerce

Insight
Intelligence
Evidence
Advantage
Action
High Impact

NIGECS...What is it?

NIGECS is Africa's first interactive open-source small area segmentation system. It is one of the numerous development products of advanced research which has been subjected to rigorous academic review. It is an entirely new way of distilling complex multivariate and multi-dimensional information about the 774 Local Government Areas (LGAs) in Nigeria by classifying them into area types.



Children delivered by midwives

NIGECS has been used to profile and map more than 100 different indicators at the LGA level. Such detailed maps have never been accessed by the Nigerian public. The indicators are aligned along themes like Agriculture, Community Safety, Demographics, Education, Employment, Health, Household Infrastructure, Housing, Poverty and Wealth, Socio-economics, and Women & Children. Some of the indicators are related to the Millennium Development Goals (MDGs).

Why was it developed?

Information is power. Not only should publicly sourced information be considered a public good, it is also a civic right. However, in many of the world's developing countries, members of the public often do not have access to basic geographical and socio-statistical information about their local residential areas. Small, medium and large scale entrepreneurs for instance require such information to better understand the environment in which they operate so that they can flourish.

Policy makers and other stakeholders also require a robust and defensible evidence base when crafting important policy decisions. NIGECS was developed for these reasons and many more. It will help bridge the information gap and contribute to shaping the thinking of both the government and the governed. It is part of a new drive to strengthen our knowledge economy, our understanding of inequalities and the way we monitor the impact of national policies within our local communities.

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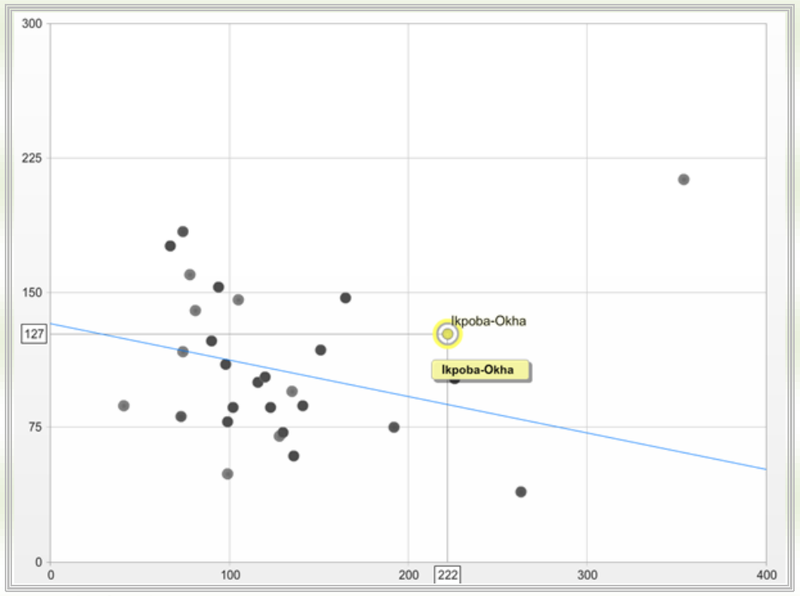
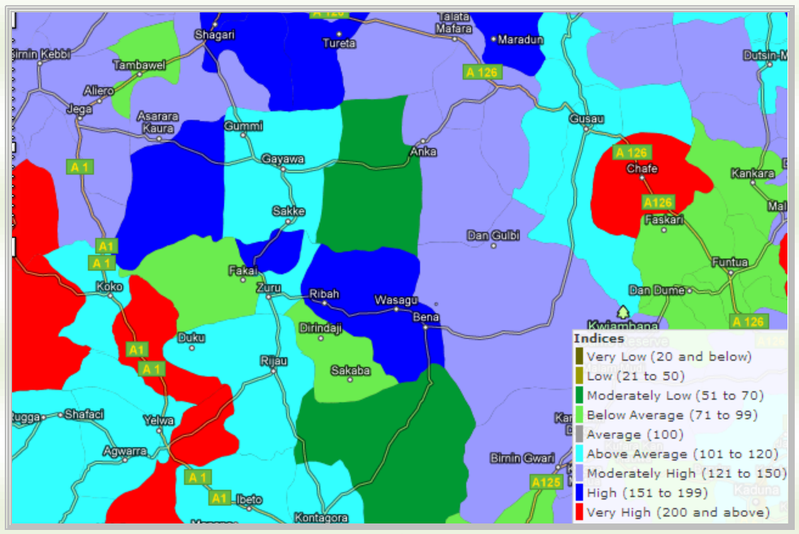
What can I use it for?

The system is a very powerful tool for learning more about population groups, their residential areas, lifestyles and other characteristics. It enables users to dynamically identify target groups and locations according to range of user predetermined factors. It also has the power to reveal substantial underlying or unknown details on socio-economic, demographic and socio-cultural behaviours with reference to locations.



Dynamic charting

By profiling your customer population database, you can gain more insight on who they are, where they live and how to communicate your products or services.



School students unhappy with quality of teaching

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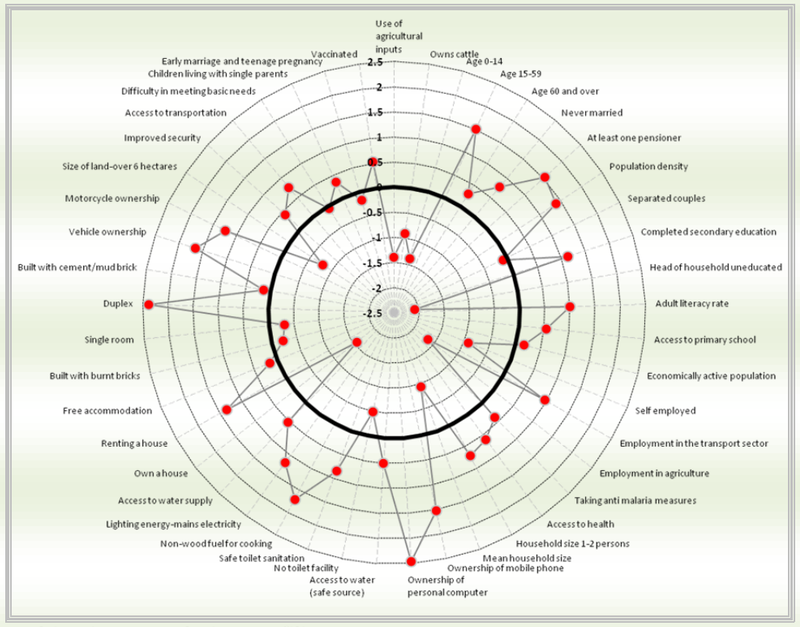
The tool also gives you the opportunity to understand the probability of occurrence of a phenomenon within a given population group or at a given location. This is of particular importance for targeting intervention strategies (for instance against crime or public health related issues) and deploying policy smartly. NIGECS therefore offers the opportunity to be pro-active rather than reactive.

The appraisal of equity in health needs, educational services, social services and public infrastructure also matter. All needs are important but not all needs are common to everyone at the same level or at the same time. NIGECS can be used for needs assessment to support best practice in deploying resources transparently. It can also be used for assessing value for money within different contexts.



Multivariate population profiling

Many times, local and international Non-Governmental Organisations need to embark on activities which will have impacts at local level with limited resources. The system can help reduce bias in the choice of benefiting communities.

Academics, researchers and students (including college students, undergraduates and postgraduates) in Nigerian and international institutions have craved for tools that can enhance their spatial analytical knowledge and support their evaluations about Nigeria. NIGECS provides fresh ideas for spatial analysis and is useful as a teaching support tool.

Hierarchical structure of NIGECS

Nearly half a million data points were considered during the rigorous set of exercises that led to the development of NIGECS. Every LGA in Nigeria has been placed in one of 6 Super-groups, and into one of 23 Groups and finally into one of 57 Sub-groups. This hierarchical structure allows for greater flexibility and means that analysis, visualisation and reporting can be done at three levels.

Super-groups	Groups	Sub-groups
1 **Green Towns**	**1.1** Conventional Green Towns **1.2** Underprivileged Green Towns **1.3** Flourishing Green Towns **1.4** Struggling Green Towns	1.1.1 | 1.1.2 | 1.1.3 | 1.2.1 | 1.2.2 | 1.3.1 | 1.3.2 | 1.3.3 | 1.4.1 | 1.4.2 | 1.4.3 |
2 **Emerging Localities**	**2.1** Moderately Emerging Localities **2.2** Comfortable Emerging Localities **2.3** Transient Emerging Localities	2.1.1 | 2.1.2 | 2.1.3 | 2.2.1 | 2.2.2 | 2.2.3 | 2.3.1 | 2.3.2 | 2.3.3 |
3 **Intermediate Territories**	**3.1** Constrained Intermediate Territories **3.2** Well-to-do Intermediate Territories **3.3** Deprived Intermediate Territories **3.4** Customary Intermediate Territories	3.1.1 | 3.1.2 | 3.2.1 | 3.2.2 | 3.2.3 | 3.3.1 | 3.3.2 | 3.4.1 | 3.4.2 |
4 **Diluted Societies**	**4.1** Thriving Diluted Societies **4.2** Labouring Diluted Societies **4.3** Deprived Diluted Societies **4.4** Modest Diluted Societies	4.1.1 | 4.1.2 | 4.2.1 | 4.2.2 | 4.2.3 | 4.3.1 | 4.3.2 | 4.4.1 | 4.4.2 | 4.4.3 |
5 **Country Dwellings**	**5.1** Toiling Country Dwellings **5.2** Deprived Country Dwellings **5.3** Middle-class Country Dwellings	5.1.1 | 5.1.2 | 5.2.1 | 5.2.2 | 5.3.1 | 5.3.2 | 5.3.3 |
6 **Urban Nodes**	**6.1** Prosperous Urban Nodes **6.2** Disadvantaged Urban Nodes **6.3** Average Urban Nodes **6.4** Affluent Urban Nodes **6.5** Striving Urban Nodes	6.1.1 | 6.1.2 | 6.2.1 | 6.2.2 | 6.3.1 | 6.3.2 | 6.4.1 | 6.4.2 | 6.4.3 | 6.5.1 | 6.5.2 |

A three-tier hierarchical system

NIGECS can be accessed from any computer system with access to the internet by typing **www.nigerianlgaclassification.com** into your web browser. Options for bespoke desktop solutions can also be discussed. Please email **A.ojo@adegbolaojo.co.uk** for further information.

Brief Profile of Dr Adegbola Ojo [Developer/Founder of NIGECS]

Research Website: www.adegbolaojo.co.uk

Dr Adegbola OJO is a renowned expert in Geographic Information Science, geodemographics, spatial analysis, simulation and modeling. He holds a PhD in the field of Quantitative Human Geography with specific focus on Geospatial Segmentation, Spatial Inequality and Development Informatics from the University of Sheffield, United Kingdom (UK); a Master's degree in Geographic Information Science from the University College London; a first degree in Geography and Planning Sciences from the University of Ado-Ekiti, Nigeria; and a Diploma in Computer Studies from the Obafemi Awolowo University, Nigeria.

Amongst numerous affiliations, Dr Ojo is Senior Researcher in Labour Market Intelligence and Geographic Information Analysis at the Head Office of Skills for Justice, Sheffield, UK; Associate Consultant at Global Development Strategies, London, UK; a Principal Director and Lead Researcher for Development Studies and Informatics at the African Higher Education and Research Observatory (AFRIHERO), Sheffield, UK; a Co-Researcher in Statistics and Information Modelling at Sheffield Hallam University, Sheffield, UK. He has been a valued research member of the Social and Spatial Inequalities (SASI) Research Group at the Geography Department of University of Sheffield, UK; and a member of the University of Sheffield International Development Network (SIDNET).

Adegbola is credited with developing the first set of small area segmentations that address policy specific needs of developing countries including Nigeria and the Philippines. He is, and at various times, has been Principal Investigator, Co-Principal Investigator, Named Researcher and Consultant on major programmes and projects funded by the Deutsche Bank's Alfred Herrhausen Society, The UK Regional Improvement and Efficiency Partnership (RIEP), The UK Commission for Employment and Skills, The UK Fire and Rescue Sector Occupational Committee, The Yorkshire and Humber Public Health Observatory (YHPHO), The University of Sheffield, Global Development Strategies, London, The London School of Economics and Political Science (LSE) and a host of others.

Dr Ojo was a research member on the Urban Age Programme which is an international investigation of the spatial and social dynamics of 11 global cities including New York, Shanghai, London, Mexico City, Johannesburg, Berlin, Mumbai, Sao Paulo, Istanbul, Chicago and Hong Kong. At the YHPHO, he recently co-led innovative research within the remit of environmental health and inequality. He was also a key technical member of the steering group that helped set up South Yorkshires first Local Area Information System and Observatory. The project which has been rated exemplary for encouraging partnership-working and cross-border sharing of good practice also resulted in a saving of approximately £73, 000 for the four Local Authorities in the South Yorkshire Sub-region within the first year alone.

As a versatile researcher, practicing international consultant and recipient of multiple awards, Adegbola brings on board a wealth of experience using novel fact-based, hypothesis-driven, problem-solving approaches that equip a variety of stakeholders with detailed evidence of the impact of their activities on the community, local economy, the labour market and the sub-regional economy.

Dr Ojo is grateful to Global Development Strategies, London, The University of Sheffield, AFRIHERO and a host of other stakeholders for their financial and moral contributions towards the NIGECS initiative.

Adegbola is married to Funmilola Ojo (an Economist and Human Resource Specialist) and together, they have a daughter – Damilola Ojo.

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