



stats sa

Department:
Statistics South Africa
REPUBLIC OF SOUTH AFRICA

Communication Support

Data Viz and Data Stories
Statistics South Africa



statssa.gov.za



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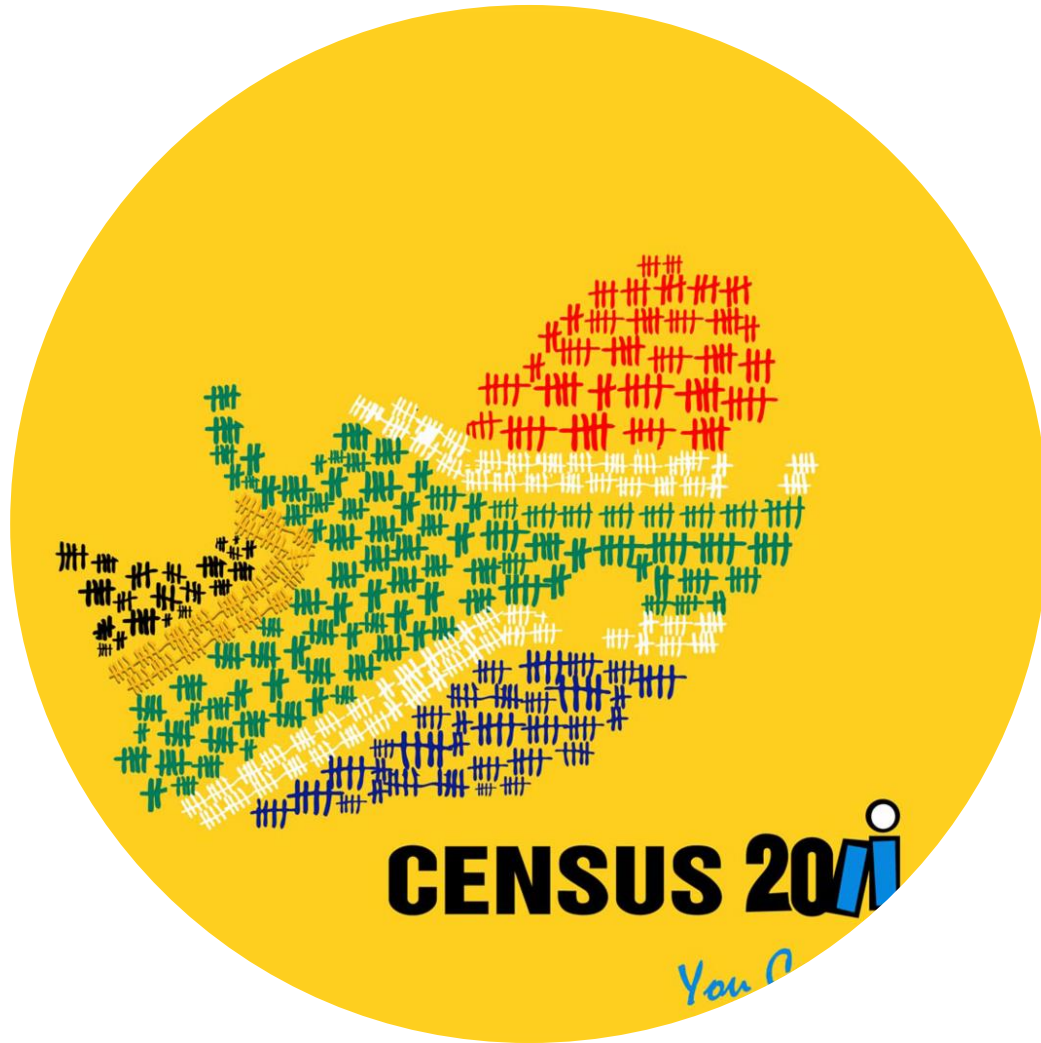
IMPROVING LIVES THROUGH DATA ECOSYSTEMS

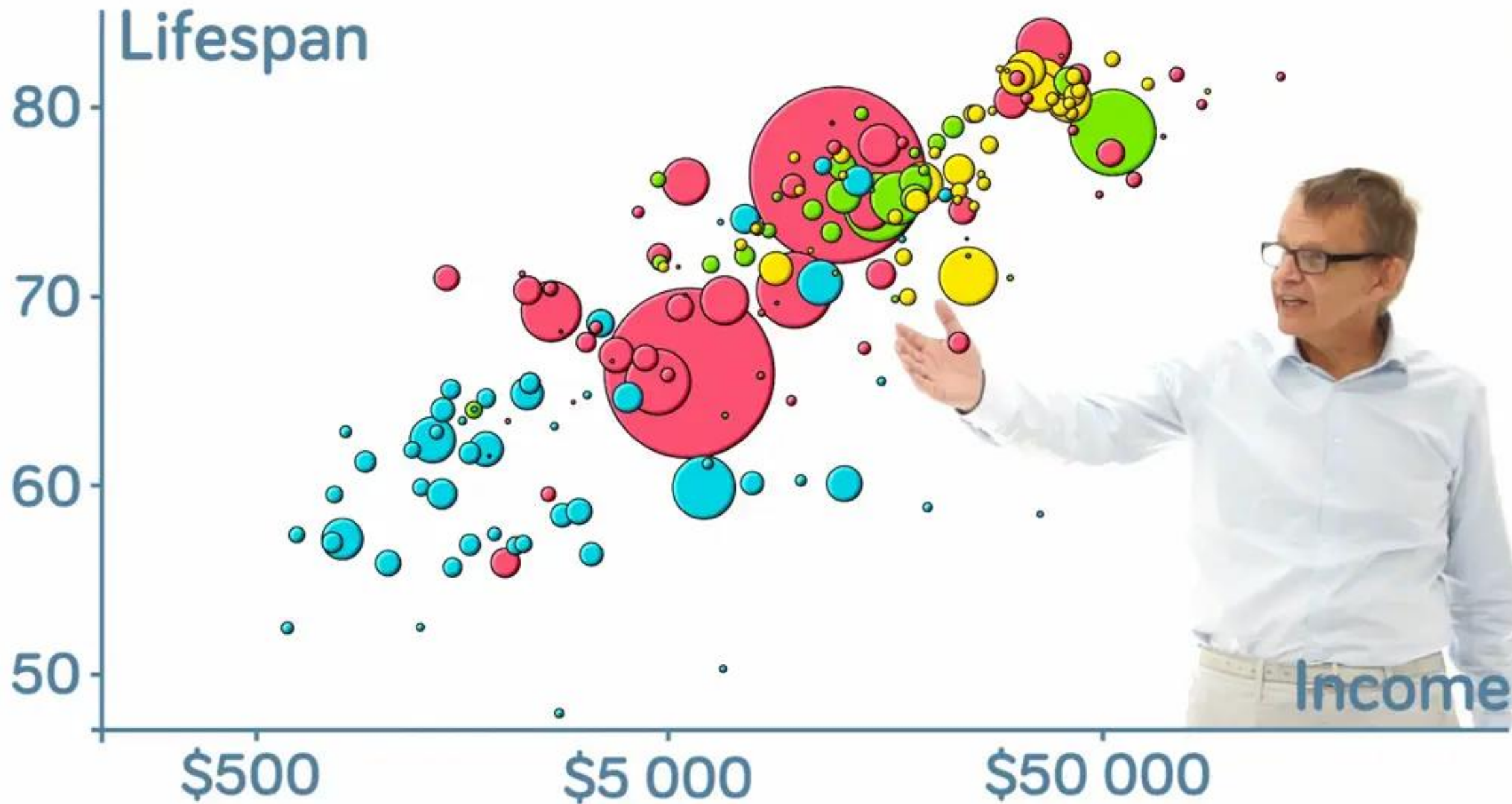


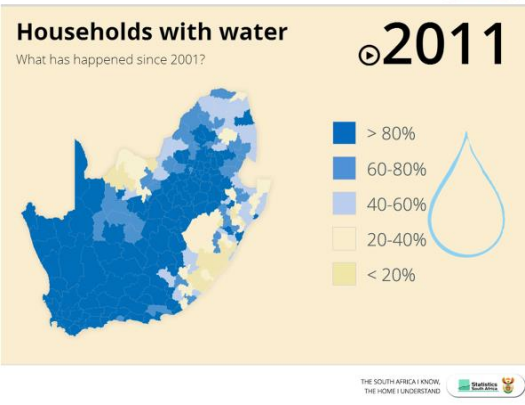
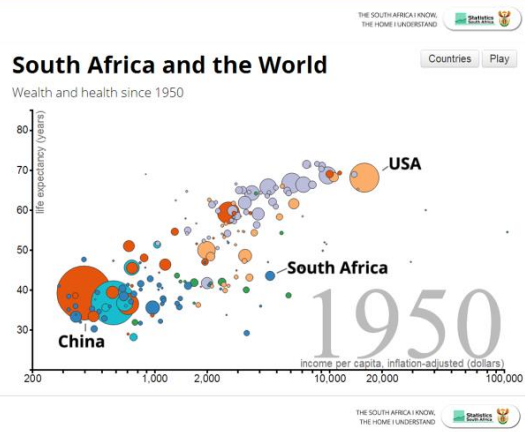
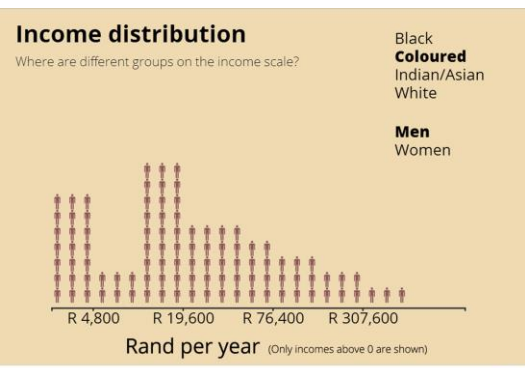
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Origin Story?/Turning Point





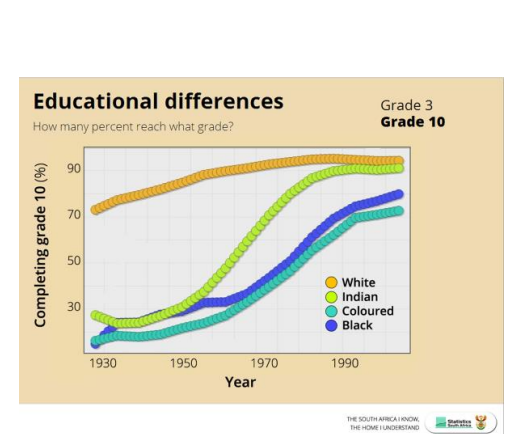
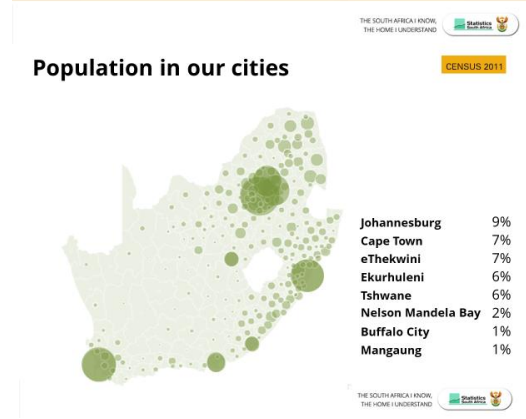
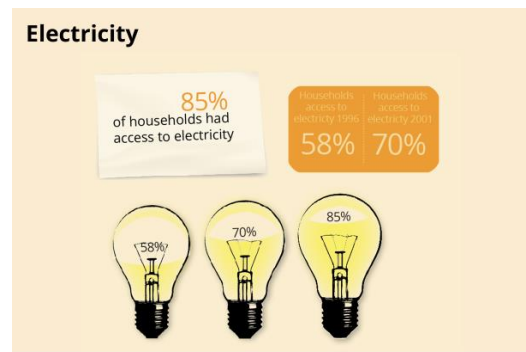


Census 2011

Why
How
Results
Access

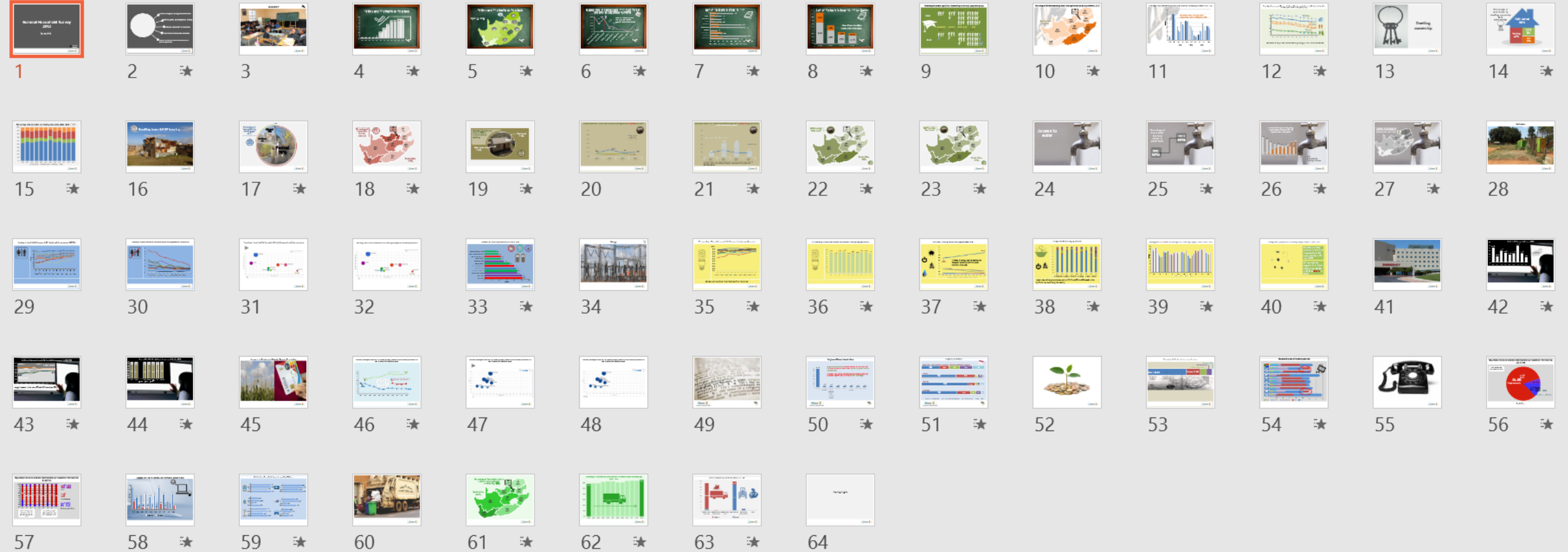
THE SOUTH AFRICA I KNOW,
THE HOME I UNDERSTAND

Statistics South Africa



IMPROVING LIVES THROUGH DATA ECOSYSTEMS

Grasshopper you have much to learn!!!!





Self Taught /Community Taught













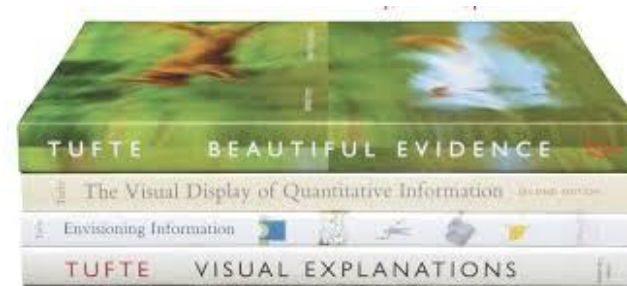
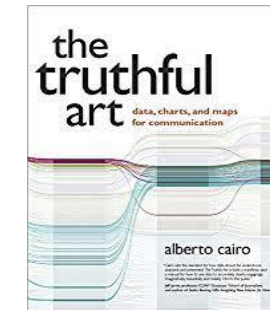
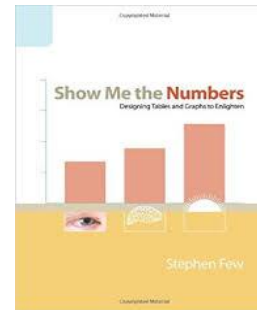
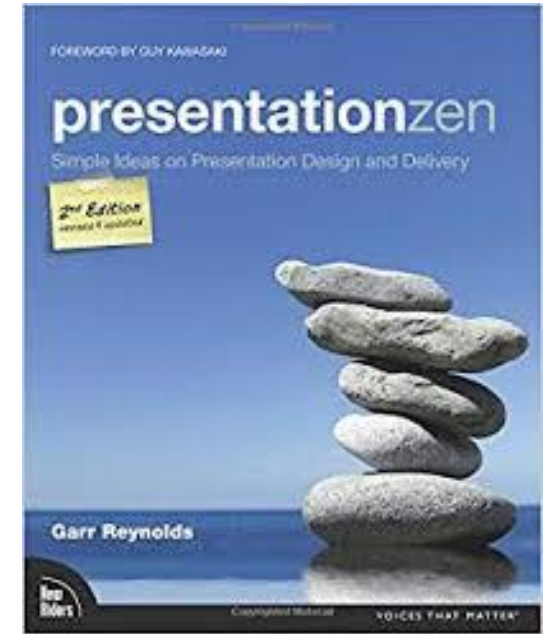
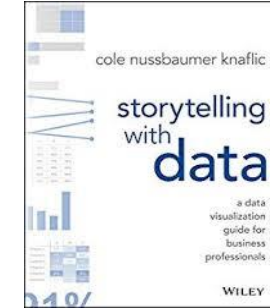
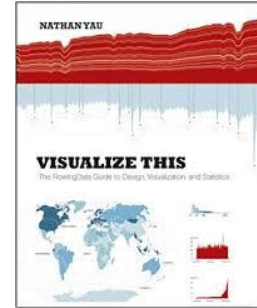
- Today
- Read Later
- Mute Filter

FEEDS

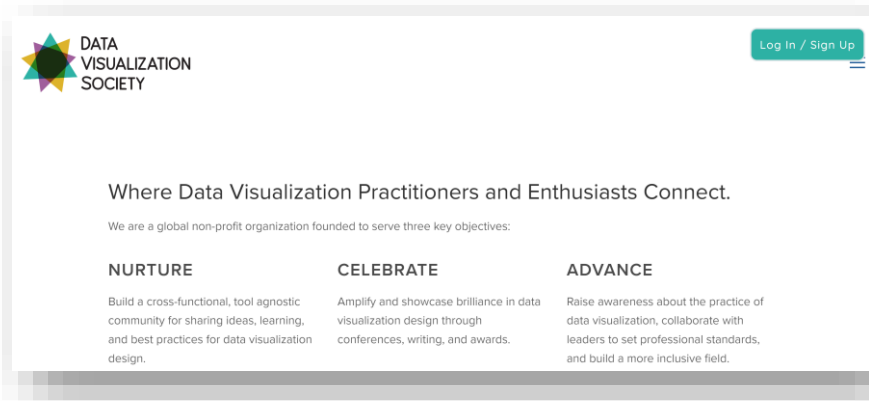
- All 1K+
- Economy 252
- Data Vis 391**
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- Bar & Line 28
- Blog - Darkhorse Analytics 1
- Blog - Juice Analytics - Bui... 4
- Blog - storytelling with data 5
- Blog - storytelling with data 5
- Blog - Information is Beaut... 2
- BrightCarbon 3
- Buffalo 7 2
- Center for Data Innovation 21
- Chartable 7
- Cool Infographics 1
- Data Curious Archive Feed 2
- Data Revelations 2
- DataPlusScience.com 3
- Datawoj 3
- Depict Data Studio 1



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Lead Data Scientist, @LifeEpigenetics.
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-  **Alberto Cairo** @albertocairo
Knight Chair at the U of Miami. Upcoming book: How Charts Lie (Fall 2019). Previous: The Truthful Art and The Functional Art albertocairo.com [Follow](#)



Self Taught /Community Taught

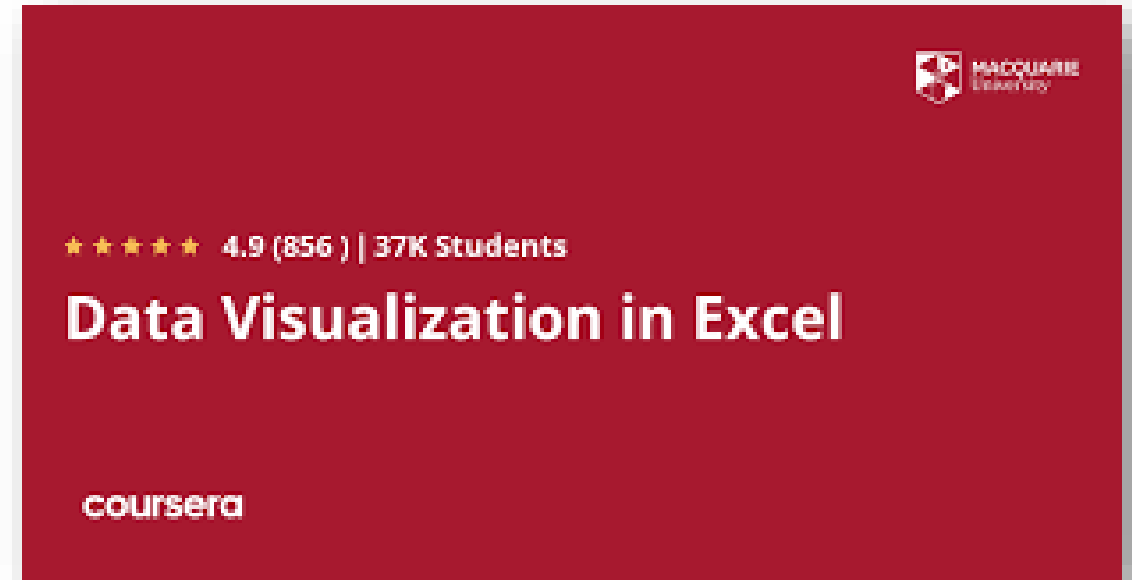


DATA VISUALIZATION SOCIETY [Log In / Sign Up](#)

Where Data Visualization Practitioners and Enthusiasts Connect.

We are a global non-profit organization founded to serve three key objectives:

NURTURE	CELEBRATE	ADVANCE
Build a cross-functional, tool agnostic community for sharing ideas, learning, and best practices for data visualization design.	Amplify and showcase brilliance in data visualization design through conferences, writing, and awards.	Raise awareness about the practice of data visualization, collaborate with leaders to set professional standards, and build a more inclusive field.



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★★★★★ 4.9 (856) | 37K Students

Data Visualization in Excel

coursera



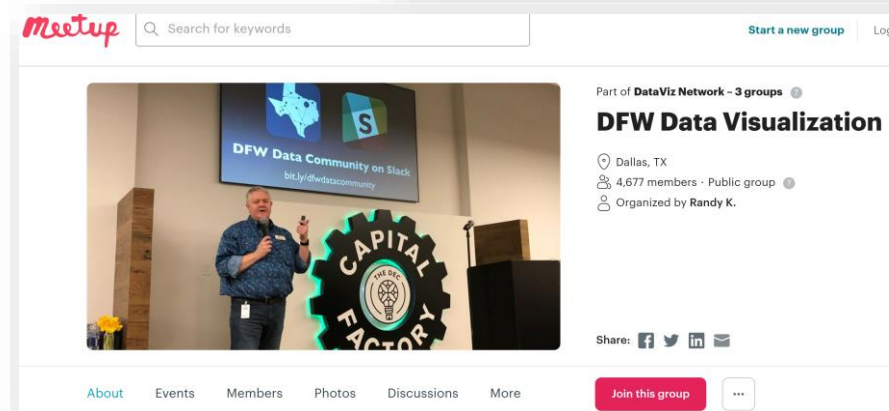
EUROVIS 2022

ME

EuroVis 2022
24th EG Conference on Visualization

13 – 17 June 2022
Rome, Italy

Keep hovering to play



meetup Search for keywords [Start a new group](#) [Log in](#)

Part of **DataViz Network - 3 groups**

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L O A D I N G

JIMPHICDESIGNS.COM

1



**Correct
visual for
your data**

2



**Less is more:
Go **minimalistic**
on your visual**

3



**Focus the eye
on where your
key message is**

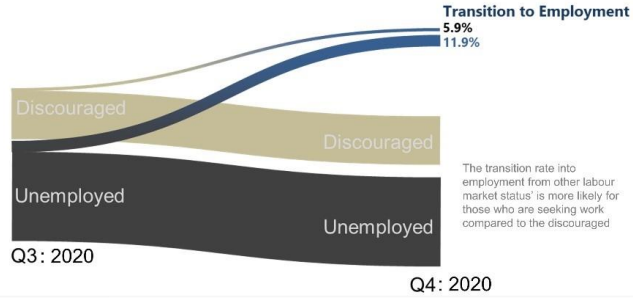
4



**Link text to
your visual
story**

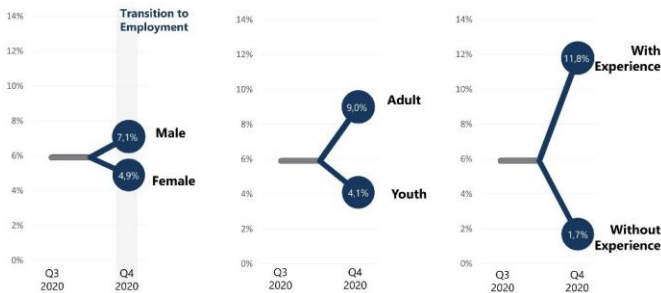
Throwing in the towel? Your chances of finding employment are much higher by continuing to search for employment.

Transition rates into employment for the unemployed and discouraged, 2020

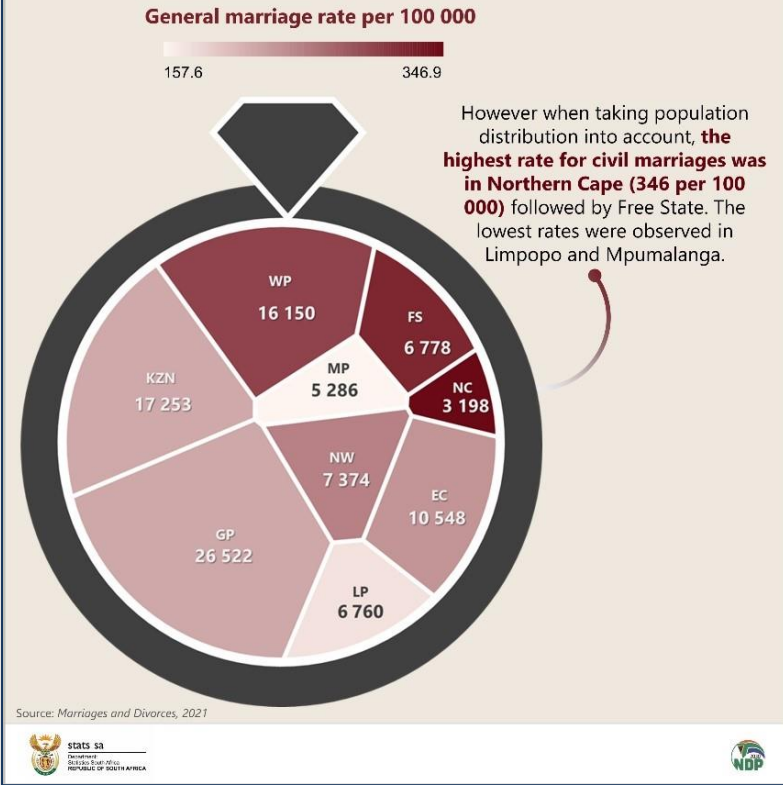


Prior work experience or training have consistently been associated with the successful transition into employment.

Transition into employment by work experience, age and sex, Q3 2020 and Q4 2020



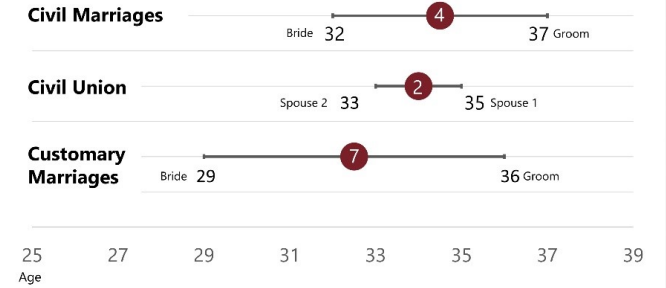
Nearly a quarter of civil marriages registered in 2021 were from Gauteng while the lowest was in Northern Cape at 3,0%.



Source: Marriages and Divorces, 2021

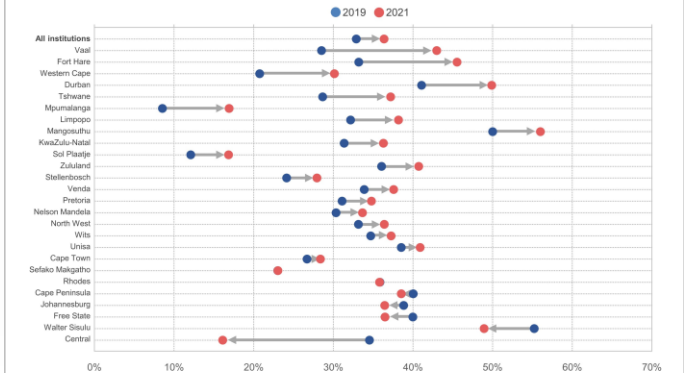
The median ages and age gap differed by type of marriages

Median ages of bridegrooms and brides at the time of marriage 2021



Source: Marriages and Divorces, 2021

Figure 2: To what extent has the dependence on tuition fees shifted?
Tuition fees as a percentage of total revenue, for 2019 and 2021. For all higher education institutions

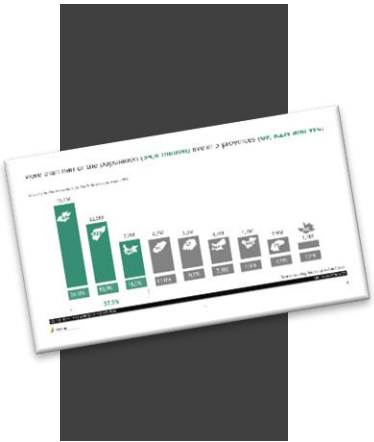


Source: Financial statistics of higher education, 2021

Leveraging the content created

Data Visualisation

Creation of engaging visuals to support the core statistical message (Presentations etc)



Data Stories

Long Reads (Data Stories) that delve deeper into a particular statistical subject, using journalistic principals for greater engagement with the data



Audio Visual

Quick Audio (Sound bites) and Video that can be immediately shared on Social Media and internal platforms



Graphical Content

Creation of graphics that work well on a variety of social media platforms



Extended Usage

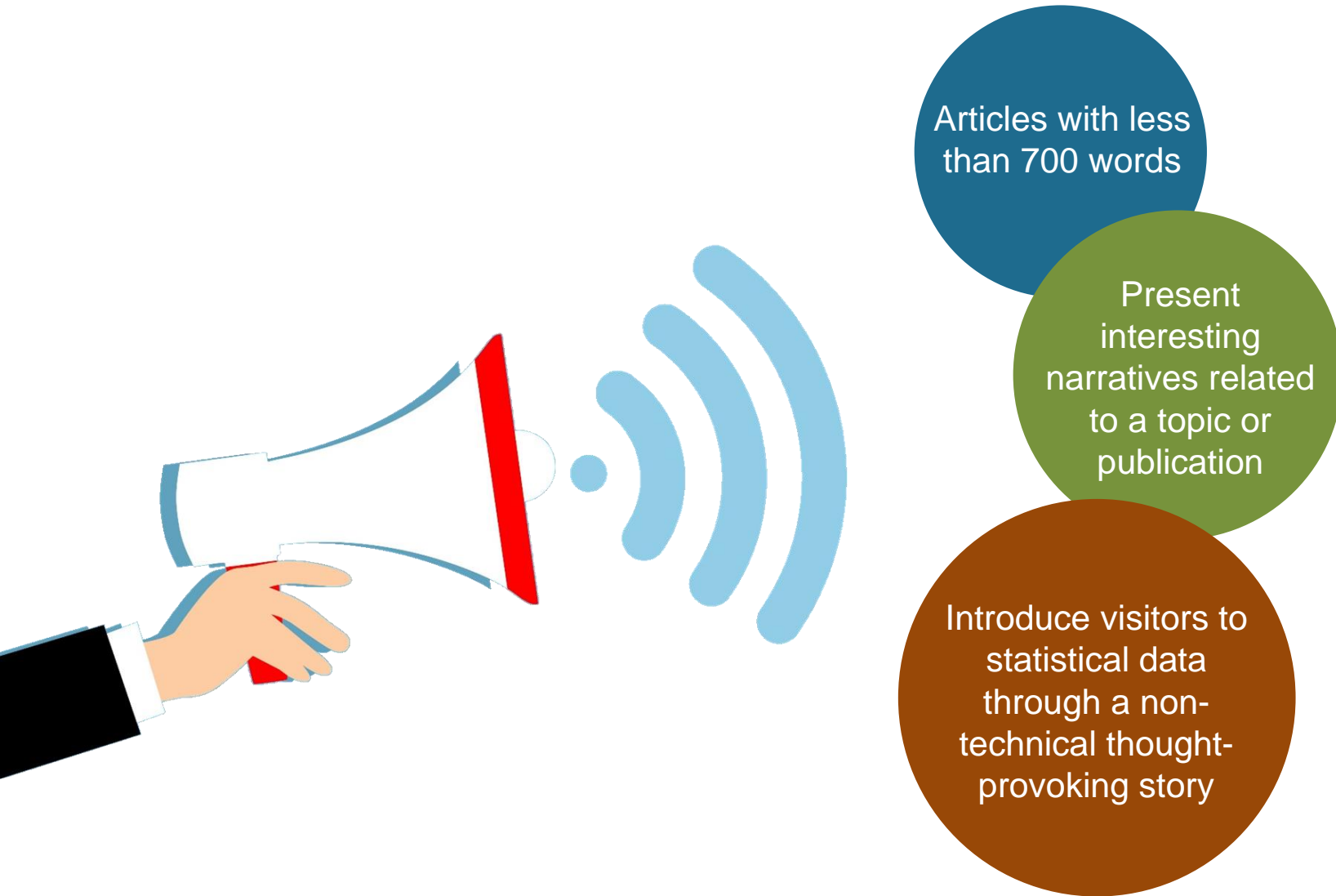
SG Media Engagements

Stakeholder Sessions

Media Use

Internal Comms

Data Story Requirements



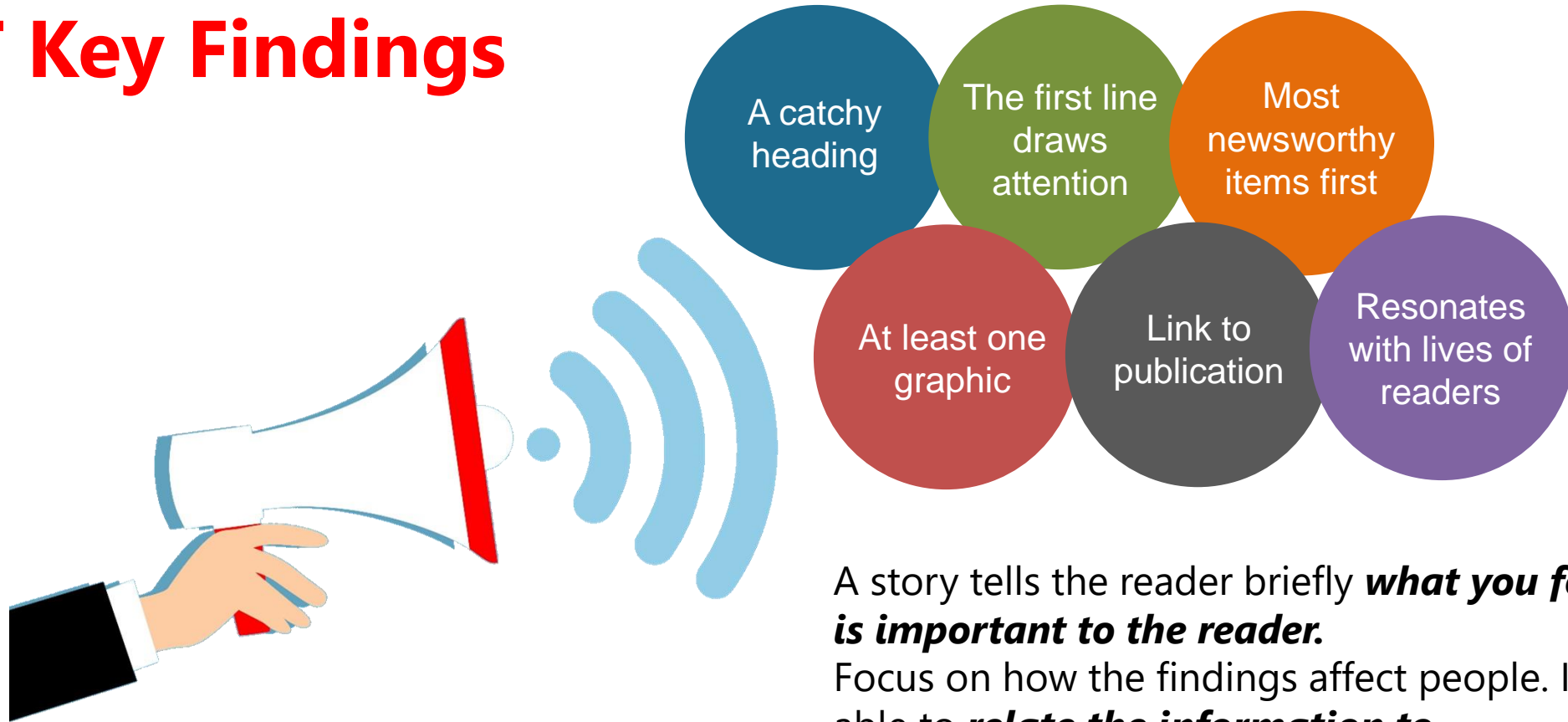
As a public organisation, it is important that our content is understandable and accessible to all users.

Research shows that all users want clear, accessible, jargon-free content, written in plain English. This is regardless of their level of knowledge or expertise.

Users want to be able to find the information they need as quickly as possible. The average user on the Stats SA website spent an average of 2 minutes on a page.

A data story is

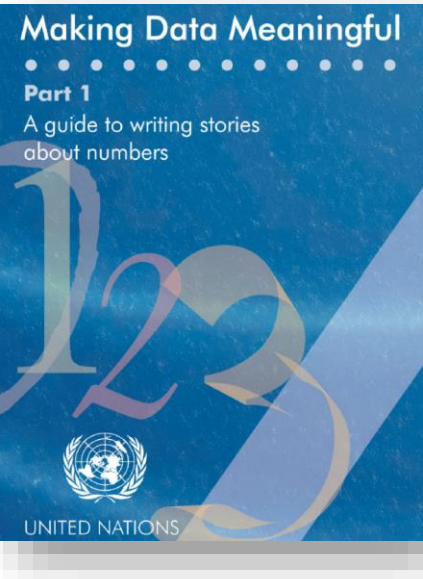
NOT Key Findings



A story tells the reader briefly ***what you found and why it is important to the reader.***

Focus on how the findings affect people. If readers are able to ***relate the information to important events*** in their life, your article becomes a lot more interesting.

Draw on old and recent knowledge



Selected tips from the United Nations

- Provide the story behind the numbers in an easy-to-understand, interesting and entertaining fashion
- Pretend you are explaining your findings to a friend who is unfamiliar with the subject or statistics
- Focus on one or two findings
- Write for a busy, time-sensitive reader
- Possible themes to focus on:
 - Current interest (policy agenda, media coverage, etc.)
 - Reference to everyday life (food prices, health)
 - Reference to a particular group (teens, women, the elderly, etc.)
 - Personal experiences (transportation, education, etc.)
 - Holidays (Christmas, etc.)
 - Current events (statistics on a topic frequently in the news)
 - Calendar themes (spring, summer, etc.)
 - New or unexpected findings
 - A regular series (“This is the way we live now”)



The Information Society
An International Journal

ISSN: (Print) (Online) Journal homepage: <https://www.tandfonline.com/loi/utis20>

Data storytelling is not storytelling with data: A framework for storytelling in science communication and data journalism

Sorin Adam Matei & Lucas Hunter

To cite this article: Sorin Adam Matei & Lucas Hunter (2021) Data storytelling is not storytelling with data: A framework for storytelling in science communication and data journalism, The Information Society, 37:5, 312-322, DOI: [10.1080/01972243.2021.1951415](https://doi.org/10.1080/01972243.2021.1951415)

To link to this article: <https://doi.org/10.1080/01972243.2021.1951415>

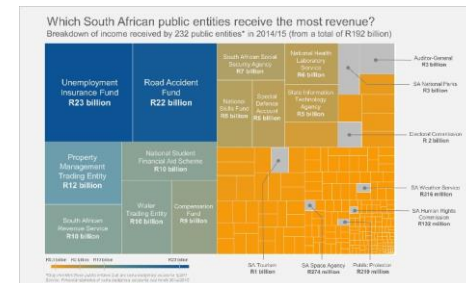
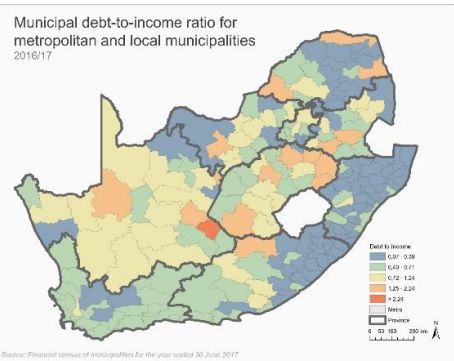
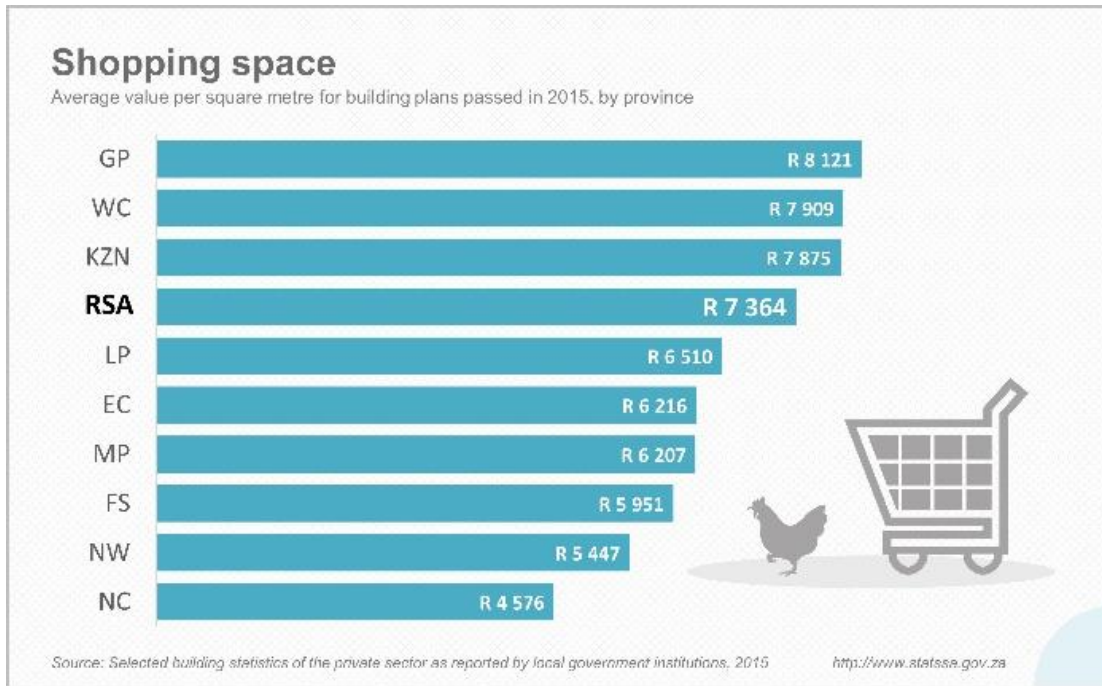
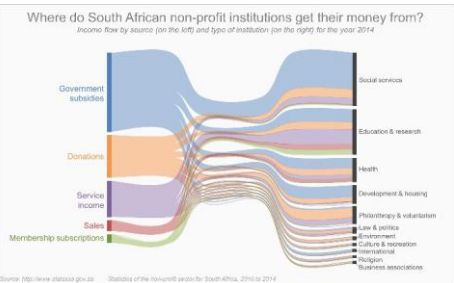
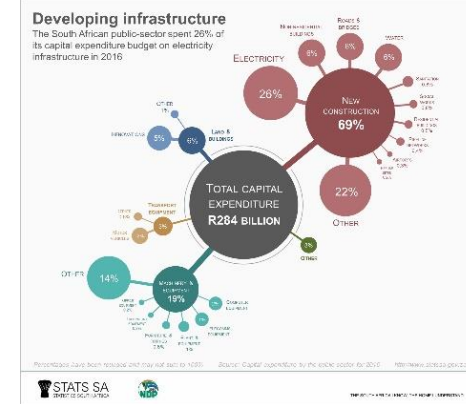
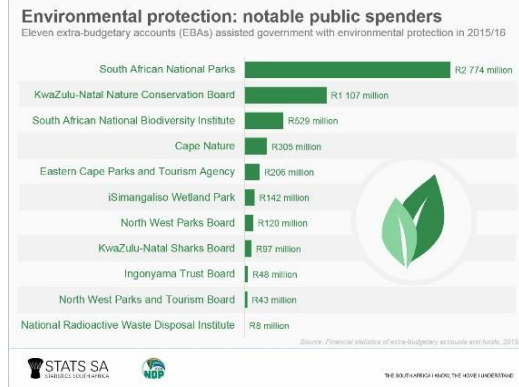
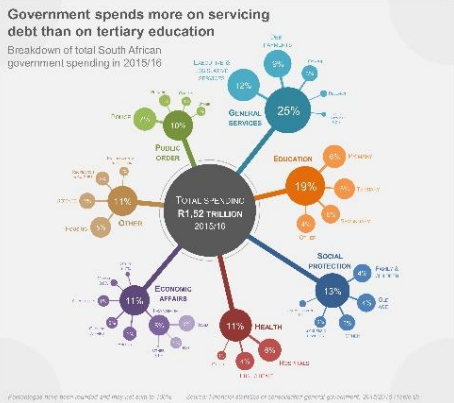
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Published online: 06 Aug 2021.

Submit your article to this journal

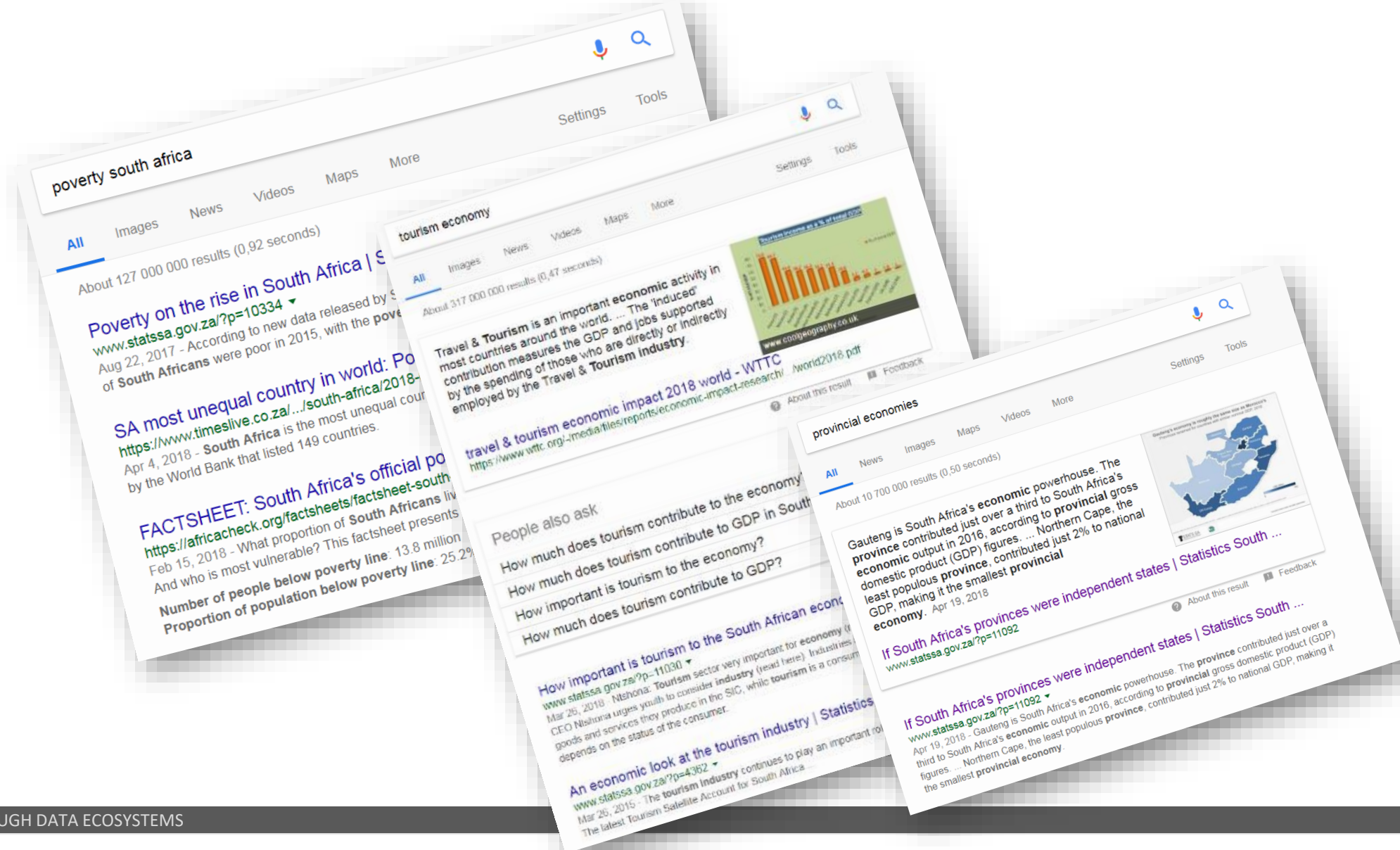
Article views: 8991

Data stories are often accompanied by infographics



IMPROVING LIVES THROUGH DATA ECOSYSTEMS

Search engines: Data Stories obtain top rankings for certain search terms



Example: Data story on Chocolate

Data Stories in particular allow an accessible overview of a statistical release, aimed at being easily readable and designed to be picked up by the media for further use

The screenshot shows the Stats SA website interface. At the top left is the Stats SA logo and name. To the right is a banner for the 2022 Census with the slogan 'IMPROVING LIVES THROUGH DATA ECOSYSTEMS' and the hashtag #GETCOUNTED. Below the banner is a green navigation bar with links: Home, Find Statistics, Publications, Census, Suppliers, About Us, and Field Staff. The main content area shows a breadcrumb trail: Home / Articles / The secret life of a slab of chocolate. The article title is 'The secret life of a slab of chocolate'. The text describes the price increase of an 80-gram slab of chocolate, noting a 39% rise since May 2014. A line graph shows the average price from May 2014 to May 2016, with a callout box stating 'The average price of an 80-gram slab of chocolate has risen by 39% since May 2014'. The text continues: 'Our humble 80-gram slab has risen in price faster than sugar, sweets and dessert products in general (+21%), meat (+12%), bread and cereals (+19%), fruit (+16%), vegetables (+20%) and hot beverages (+23%)¹.' On the right side, there are sections for 'Publication Schedule Updated!', 'Recently Published' (with a 'more »' link), and 'Recent Articles/Stories'.

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CENSUS 2022
#GETCOUNTED
IMPROVING LIVES THROUGH DATA ECOSYSTEMS

Home Find Statistics Publications Census Suppliers About Us Field Staff

Home / Articles / The secret life of a slab of chocolate

The secret life of a slab of chocolate

You might celebrate World Chocolate Day today (7 July) by sitting back and feasting on your favourite slab of sugary goodness. At Stats SA, we love our chocolate. But we also love data and all things statistical. So, to honour today, we've teased out a few facts about the price of chocolate that you, as a chocoholic, may find interesting.

Stats SA has already delved deep into the data to give you insight into the price behaviour of [beer](#) and [cake](#). Now, we turn our attention to an 80-gram slab of chocolate.

Ready for the bad news? The average price of an 80-gram slab has risen by 39% over the last two years. You would have paid an average price of R9,52 for a slab in May 2014. Now, in May 2016, a 1 Desk 22 Sept.docx ck R13,27.

Our humble 80-gram slab has risen in price faster than sugar, sweets and dessert products in general (+21%), meat (+12%), bread and cereals (+19%), fruit (+16%), vegetables (+20%) and hot beverages (+23%)¹.

Publication Schedule Updated!
13 Jun, Mining: Production and sales
14 Jun, Retail trade sales
15 Jun, Statistics of civil cases for ...
[more »](#)

Recently Published
Manufacturing: Production and s...
Residential Property Price Inde...
Gross Domestic Product (GDP)
[more »](#)

Recent Articles/Stories
Stats Biz – May 2023
South African economy expands by 0,4%
Economic wrap-up for May 2023
Statistics South Africa to release the Gross Domestic Product (GDP) Q:1 of 2023

Works well with our growing social media audience

The screenshot shows a Twitter search results page for the query "The secret life of a slab of chocolate". The page features a blue header with the search title and navigation options like "Home" and "About". Below the header, there are tabs for "Top", "Latest", "People", "Photos", "Videos", "News", and "Broadcasts". The "Top" tab is selected, showing a list of tweets. The top tweet is from Stats SA (@StatsSA) dated 28 Jul 2016, which includes a line graph showing the average price of an 80-gram slab of chocolate from May 2014 to May 2016. The graph shows a steady increase, with a callout stating that the price has risen by 39% since May 2014. Below the graph, there are two more tweets: one from FinanzLinksECONOMY (@FinanzLinksWELT) dated 7 Jul 2016, and another from Kim Coetzee (@kimctzee) dated 8 Jul 2016. The page also includes a sidebar on the left with trending topics and a footer with copyright information.

Home About

The secret life of a slab of chocoli

Have an account? Log in

The secret life of a slab of chocolate

Top Latest People Photos Videos News Broadcasts

18.5K Tweets

- #DenizGezmiş 4,323 Tweets
- 정역 30년 19K Tweets
- Comcast 0,035 Tweets
- Anthony Davis 21.5K Tweets
- 복주머니 4,923 Tweets
- Toby Young 3,857 Tweets

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Stats SA @StatsSA · 28 Jul 2016
The secret life of a slab of #chocolate: catch SG Lehohla on @Radio2000ZA just after 7:30 bit.ly/29tsHSz

Average price

The average price of an 80-gram slab of chocolate has risen by **39%** since May 2014

Source: Consumer Price Index (CPI), May 2016 <http://www.stats.gov.za>

6 3

FinanzLinksECONOMY @FinanzLinksWELT · 7 Jul 2016
SOUTH AFRICA The secret life of a slab of chocolate: You might celebrate World Chocolate Day today (7 July) by... dvr.it/L197mV

Kim Coetzee @kimctzee · 8 Jul 2016
The secret life of a slab of chocolate statsa.gov.za/?p=8012

PE the sweetest bar none

East Cape offers chocoholics biggest bang for their buck

Lee-Anne Butler and Roxanne Henderson
 butler@timeslive.co.za

THE Eastern Cape has proved it knows how to set the bar – a chocolate bar, that is – and at this rate, the loser, the sweeter.

Although you cannot sugarcoat the fact that South Africa's chocolate prices have gone through the roof in the past two years, chocoholics in the province still get a lot more bang for their buck, with chocolate prices so low they can buy enough of the treat to be worthy of the portmanteau.

That is according to data released by Statistics South Africa this month, detailing the secret life of your 80g slab of chocolate.

But with major manufacturers like Nestlé South Africa producing its chocolate and confectionery products in East London and Mondelez South Africa producing Cadbury chocolates and confectionery products at its North End factory in Port Elizabeth – transportation costs in the province are minimal.

The data shows that, on average, chocolate prices have risen by 39% over the past two years – ahead of sugar, sweets and dessert products in general, which were up 21%.



SWEET TREATS: Kyle Jones, 19, at Ganache Patisserie and Chocolatier in Baywest Mall
 Picture: FRED NACHMAN

In May 2014, the average price of an 80g slab was R9.52, compared with R13.27 in May this year. This means it has risen in price faster than meat, up 12%; bread and cereals, up by 19%; fruit, up by 16%; vegetables, up by 20%; and hot beverages, up by 23%. The average price of a slab of

chocolate in the Eastern Cape in May this year was R11.55.

Chocoholics in Mpumalanga were not so lucky. They were paying R13.58 for an 80g slab.

In most other provinces in May, prices were above R13:

- In KwaZulu-Natal, the average price was R12.87;
- In the Free State, the average price was R13.15;
- In the North West, the average price was R13.22;
- In the Northern Cape, the average price was R13.52;
- In the Western Cape, the average price was R13.49; and
- In Gauteng, the average price was R13.59.

No data was available for Limpopo.

Thobias Maritz, co-owner of Ganache Patisserie and Chocolatier at Baywest Mall, said the average price of an 80g slab could be lower in the Eastern Cape because Cadbury products were produced in Port Elizabeth and Nestlé in East London.

"I think that [lower transport costs] would be the major contributing factor," he said.

"But 80g slabs and even 60g slabs could cost up to R90 each at more exclusive artisanal chocolatiers, because of the amount of cocoa butter used."

"The more cocoa butter, the better the texture and more expensive the chocolate."

Nestlé SA and Mondelez SA could not respond to requests for comment before deadline.

EC sweetens cost of chocolate bar

By LEE-ANNE BUTLER and ROXANNE HENDERSON

THE Eastern Cape has proved it knows how to set the bar – a chocolate bar, that is – and in this case, the lower, the sweeter.

Although you can't sugar coat the fact SA's chocolate prices have gone through the roof in the past two years, chocoholics in the province still get a lot more bang for

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But with major manufacturers like Nestlé South Africa producing their chocolate and confectionery products in East London and Mondelez South Africa pro-

ducing their Cadbury chocolates and confectionery products in Port Elizabeth – transportation costs in the province are minimal.

The data shows that on average chocolate prices have risen by 39% over the past two years – ahead of sugar, sweets and dessert products in general, which were up 21% in the same period.

In May 2014, the average price of a 80g slab

was R9.52, compared with an average price of R13.27 in May this year.

This means the chocolate bar has risen in price faster than meat, which was up 12%; bread and cereals, up by 19%; fruit, up by 16%; vegetables, up by 20%; and hot beverages, up by 23%.

The average price of a slab in the Eastern Cape in May was R11.55.

In most other provinces in May, prices were

sitting above the R13 mark.

Artisanal chocolatier Ela van Coillie Vosloo who makes fine Belgian chocolates through her business, Sjukla, said she believed Eastern Cape prices were lower due to transport costs being kept to a minimum.

Vosloo said artisan chocolatiers use higher percentages of cocoa butter which would also impact the price.

Daily Dispatch 28 July 2016

The Herald 28 July 2016



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Beyond traditional dissemination methods?

I just put our long *Statistical* report up on a buried web page in a format that requires it to be downloaded. Yet for some reason, nobody is reading it.



apologies to freshspectrum.com

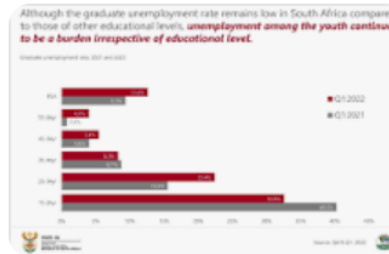
Data Stories and Visualisation rank highly on search engines



All Images News Videos Shopping More Tools

Percentage Introduction statistic during lockdown Impact benefit by race

According to the Quarterly Labour Force Survey (QLFS) for the first quarter of 2022, the unemployment rate was **63,9% for those aged 15-24 and 42,1% for those aged 25-34 years**, while the current official national rate stands at 34,5%. 01 Jun 2022



<https://www.statssa.gov.za> > ...

South Africa's youth continues to bear the burden of ...

About featured snippets Feedback

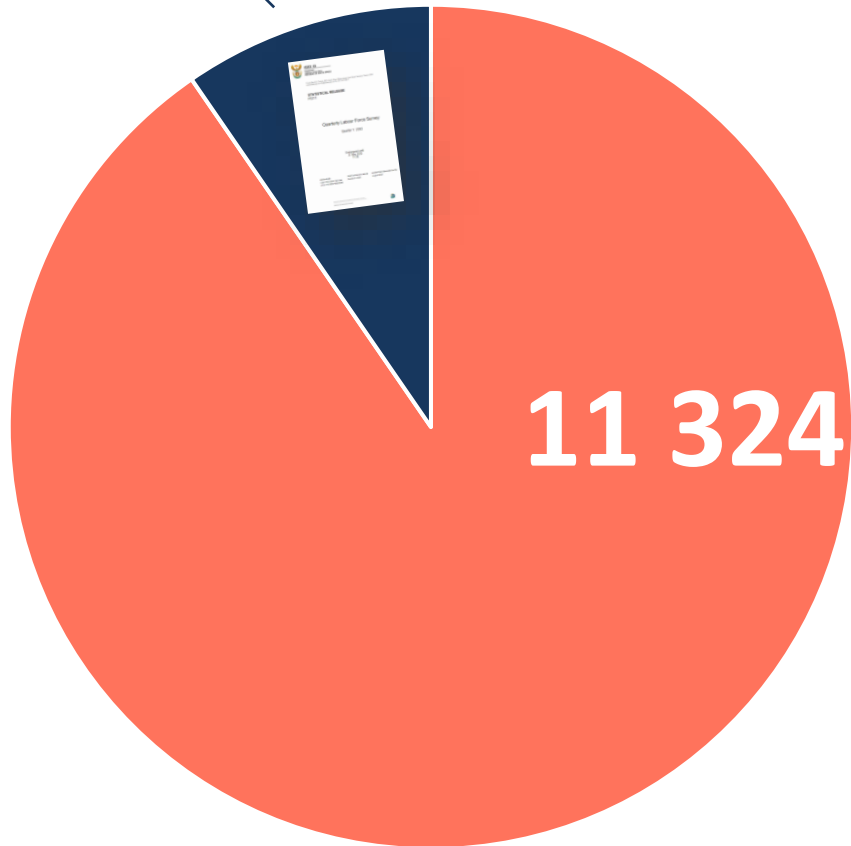
People also ask

What is the main cause of unemployment in South Africa?



The Data Story is Ranked Top Along with the Accompanying Graphic

1202 PDF Downloads



**11 324 Unique Page Views
For the Data Story**



A One Month Snap Shot **5 August To 5 September 2022**

51,76% of pageviews (internal traffic) to the release page came from the data story

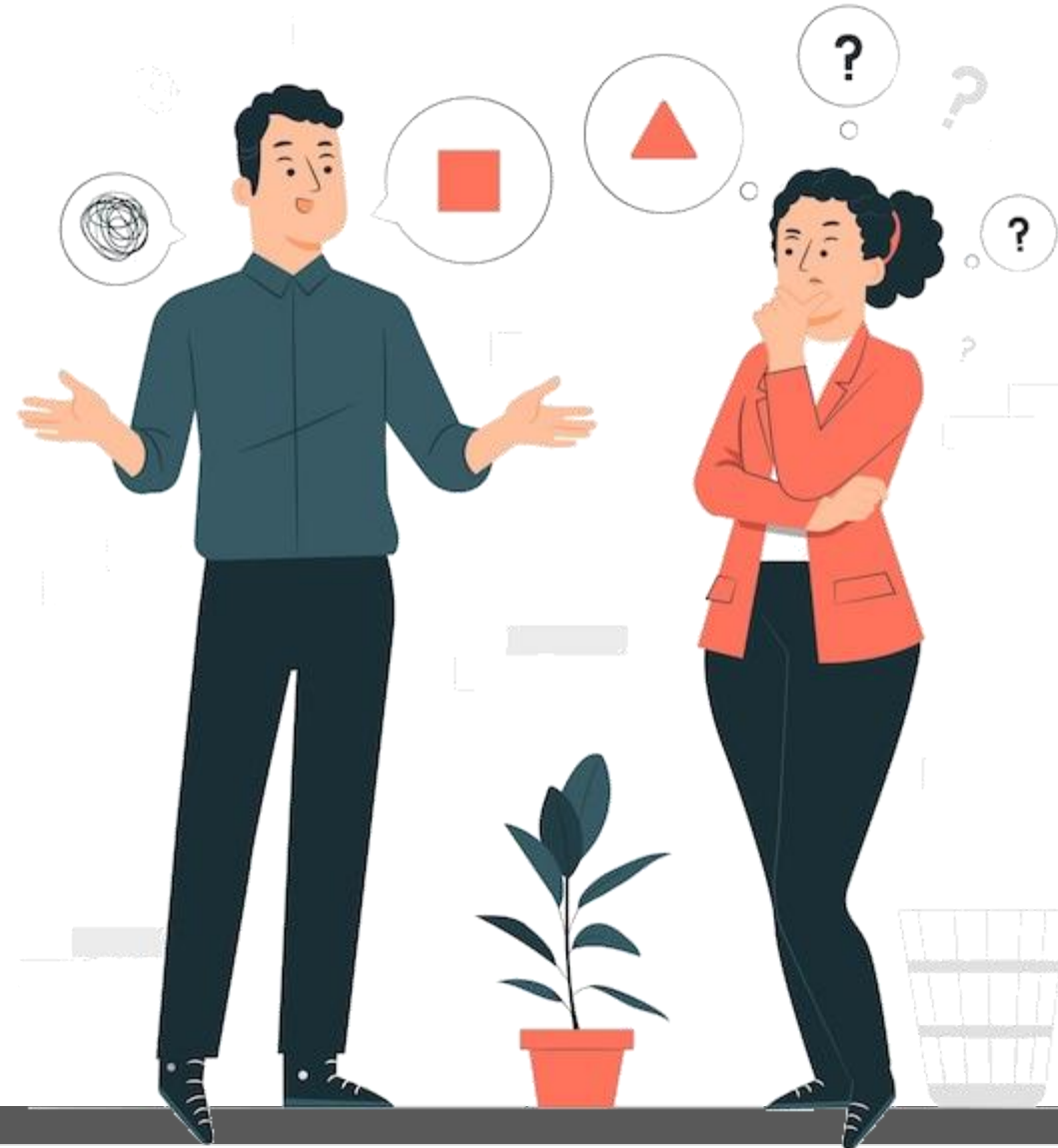


The screenshot shows the 'stats sa' website header with the Department of Statistics South Africa logo and the 'CENSUS 2022 #GETCOUNTED' banner. The navigation menu includes Home, Find Statistics, Publications, Census, Suppliers, About Us, and Field Staff. The main content area displays the title 'P0211 - Quarterly Labour Force Survey (QLFS), 1st Quarter 2021' and the publication date '01 June 2021 @ 11:30'. It lists the main publication as a PDF (5.32 MB) and provides a link to key findings. The 'Additional download(s)' section includes links for the media release (338.72 KB), presentation (1.4 MB), trends (1.25 MB), and economically active population (32.46 KB). The 'Past and Future publications' section includes links for past publications (archive) and future publication dates (advance schedule). The 'About the publication' section includes a link for 'About this publication'. The footer contains a grid of links for Press Room, My Municipality, In My Classroom, Tools, Links, and Careers, along with the copyright notice '© Statistics South Africa' and a 'Disclaimer' link.

A One Month Snap Shot **5 August To 5 September 2022**

What goes into this

Statistical Objectivity
Data Analysis and Exploration
Journalistic principals
Design (Human Centric)
Research (Contextual)
Novelty



What **some** people see
and believe we do
mmm " Pretty Pictures? "



Delivery

**Visual
Design**

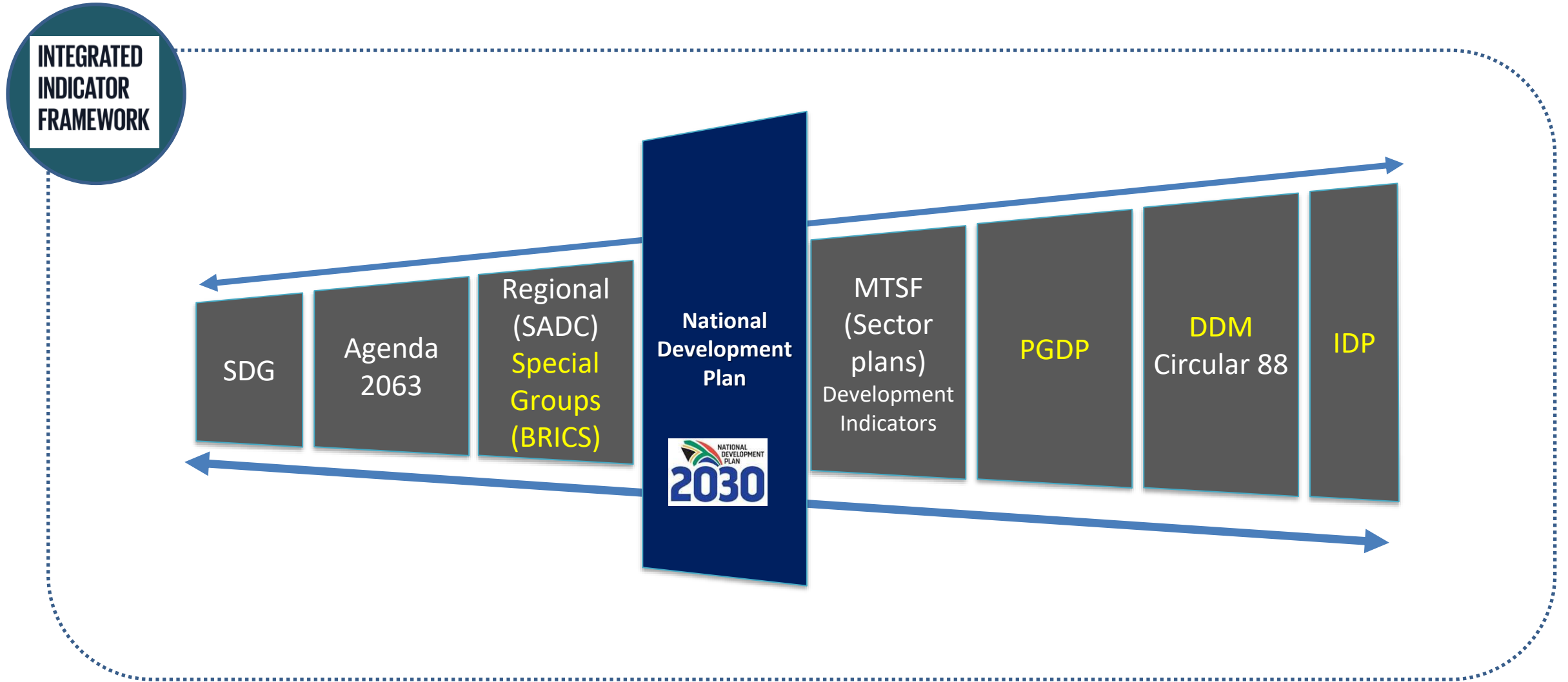
Data
Visualisation
Presentation
Design

Content/Story

Pivoting to the SDG and other development frameworks



Over 800 indicators required to meet all the development frameworks



Data Availability

SA *can report on*



Benefits of the Integrated Indicator Framework (IIF)

Give effect to SG's **coordination** mandate

Tool for SG to **rationalise duplication** (saves resources)

Identify the **strategic measurement priorities** for South Africa

Inform Statistical Plans for Entities of the NSS & Stats SA

Identify gaps (deficiencies) in the statistical system (NSS)

Prioritise User Paid surveys that respond to statistics of national Importance?

SUSTAINABLE DEVELOPMENT GOALS TARGETS AND INDICATORS														
Target	Indicator No.	National Development Plan Integrated Indicators	Indicator type (National)	SDG	NDP Indicators	NDP indicator No.	Agenda 2063 Indicators	Agenda 2063 indicator No.	RISDP Indicators	RISDP indicator No.	Circular no. 88 Indicator	Circular no. 88 Indicator No.	Data source (1.Publication/Database 2. Responsible data provider)	Frequency
Target 6.2		By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations												
	6.2.1	Proportion of population using safely managed sanitation services, including a hand-washing facility with soap and water	SDG ²	Y	Y	N_8.8.1.2			Y	5.1.48	Y	ENV3.1	General Household Survey (GHS), Stats SA	Annual
Target 6.3		By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally												
	6.3.1	Percentage of wastewater safely treated	SDG ²	Y					Y	5.1.35	Y	WS4.22	Green Drop System (GDS), Department of Water Affairs (DWS) and Stats SA	?
Target 11.1		By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums												
	11.1.1	Proportion of urban population living in slums, informal settlements or inadequate housing	SDG ¹	Y										
	11.1.1D1	Percentage of urban population living in informal dwellings	Domesticated	Y	Y	N_11.5.1							General Household Survey (GHS), Stats SA	Annual
	11.1.1D2	Percentage of urban residents having access to basic services within informal dwellings by type of service	Domesticated	Y			Y	A1 – G1 – T4 – I5			Y	ENV3.11	General Household Survey (GHS), Stats SA	Annual

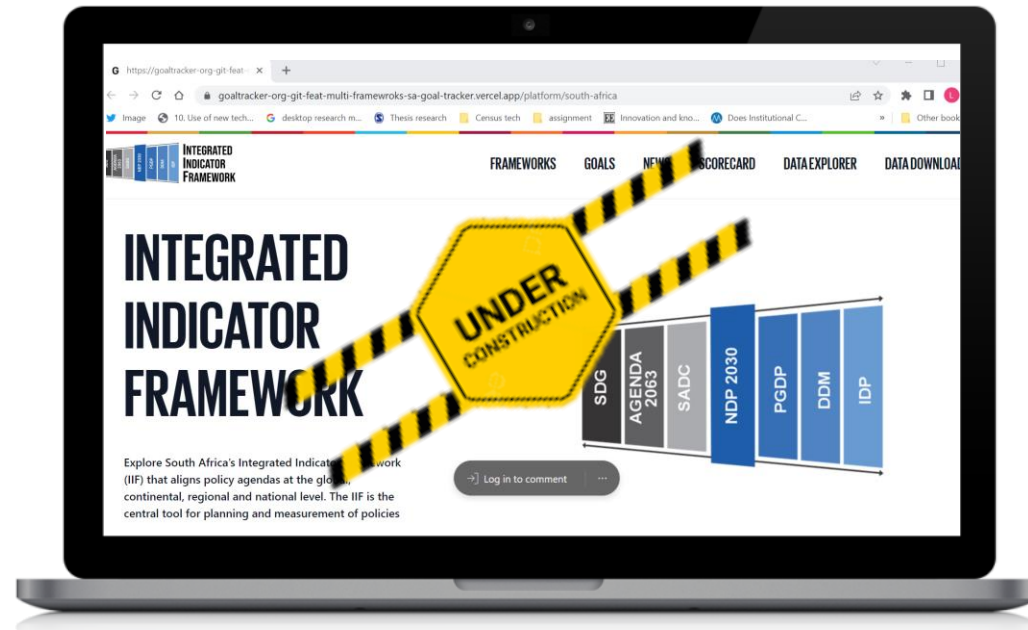
SDG Dissemination

Dissemination on Stats SA's various platforms

On Stats SA Website



Goal tracker



New IIF Portal

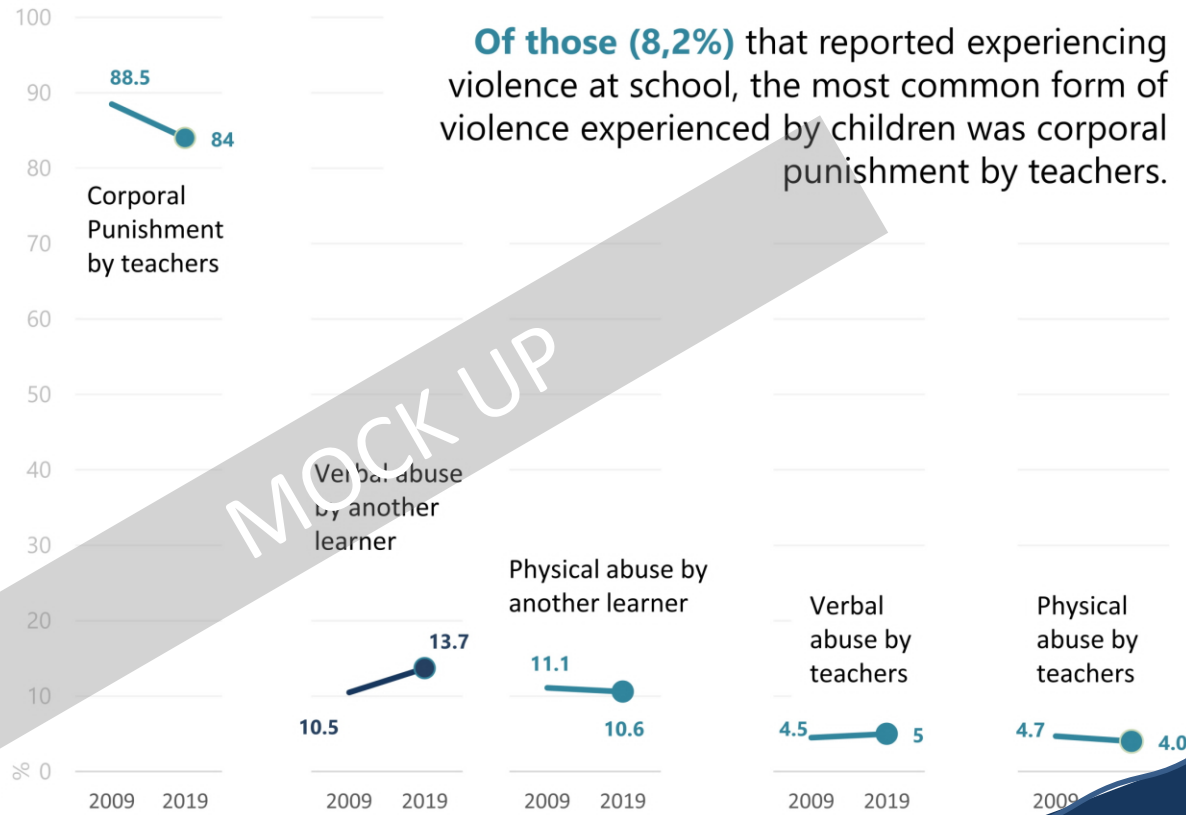
Low hanging fruit

8,2%

In 2019 8,2% of children 5-17 were victims of violence **down from 18,5% in 2009**

All Children aged 5-17
13,2M

Percentage of children aged 5-17 years who reported experiencing violence at school, 2009 and 2019

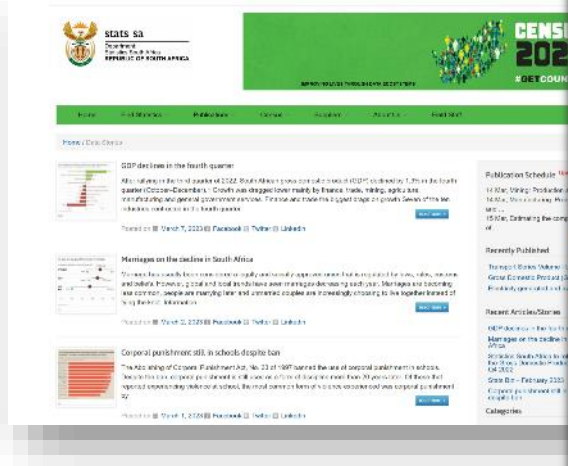
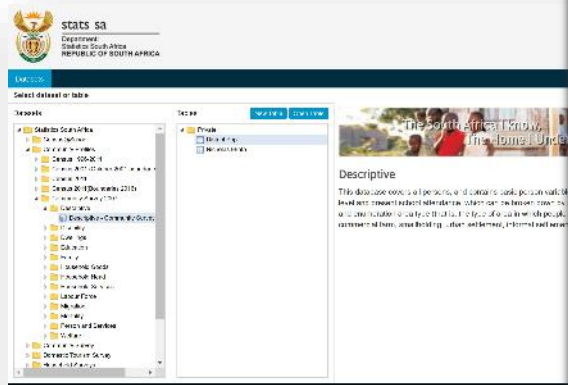



Of those (8,2%) that reported experiencing violence at school, the most common form of violence experienced by children was corporal punishment by teachers.

Leverage existing graphics with indication that it is part of greater development frameworks

Source: Children exposed to maltreatment, 2021








CENSUS 2022

#GETCOUNTED

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January 2023 = +12.7 y/y GDP 2022 - Q4 = -1.3% q/q Unemployment 2022 - Q4 = 32.7% Population (Mid-year estimate) 60.6 million mid 2022 CPI January 2023 = 6.9 y/y PPI



Incidence of long-term unemployment among women is higher than the national average.

South Africa's unemployment rate decreased by 0.2 of a percentage point to 32.7% in Q4:2022 compared to Q3:2022.


[Read more >](#)

Search

Key Statistics

The People

Population: 55.7 million (2016)



Unemployment: 32.7% q/q (Q4:2022)

The Economy


The Living Conditions

The Natural Environment

Population GDP-R

Year

55,7 million South Africa



Explore

- Statistics by place
 - Municipalities
- Statistics by theme
 - Sustainable Development Goals
 - People
 - Economy
 - Living Conditions
 - Natural Environment

Publication Schedule Updated

- 14 Mar. Mining: Production and sales
- 14 Mar. Manufacturing: Production and...
- 15 Mar. Estimating the completeness of...

Recently Published

- Transport Series Volume II: Pr...
- Gross Domestic Product (GDP)
- Electricity generated and avail...

What's in the field Updated

What's in the field

Press Room

- Press Statements
- Data Stories
- Interactive Graphs
- Public Data Explorer
- Publication Schedule
- Media Contact
- Stats Biz
- Language Policy

My Municipality

- Municipal Profiles

In My Classroom

- ISibalo Capacity Building Programme
- Mbalo Brief
- Multilingual statistical terminology

Tools

- Mobi
- Personal Inflation Calculator
- Roambi
- SIC Code-V7
- SuperWEB2
- Time Series Data
- Nessler
- SASQAF 2 Phase

Links

- CoCA 2017
- Sustainable Development Goals
- National Development Plan
- National Statistics System (NSS)
- SASQAF
- ASSD
- UNWDF
- BRICS
- GroupWise

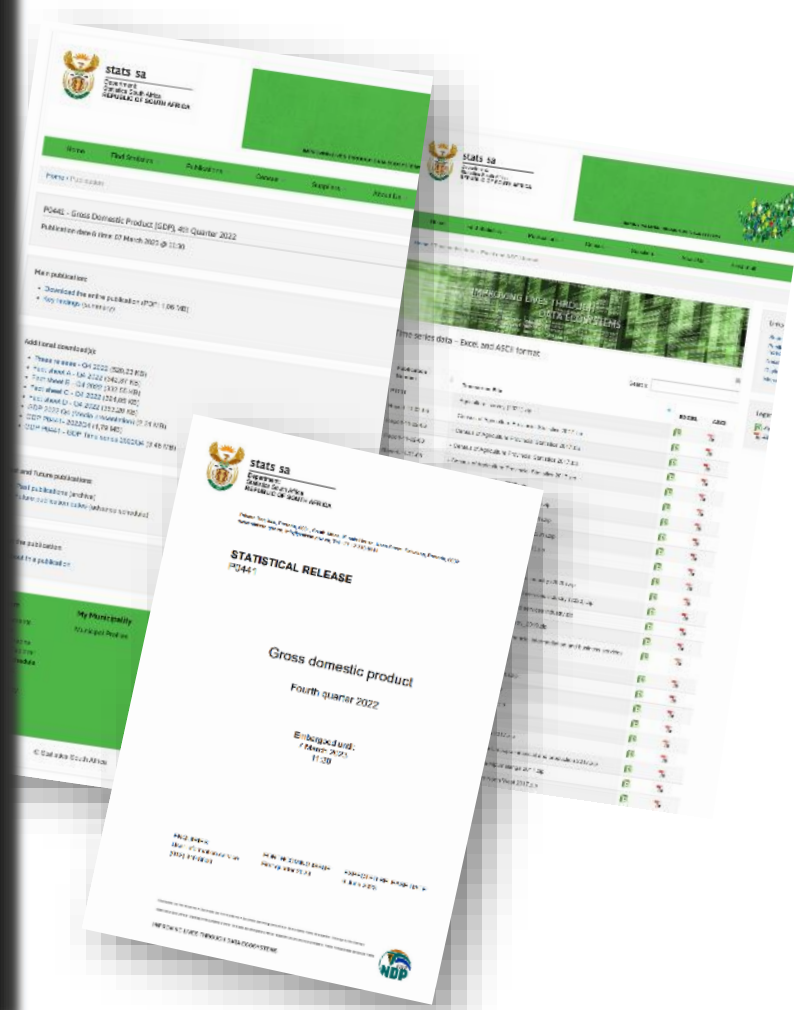
Careers

- Vacancies
- Internship
- Bursaries

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IMPROVING LIVES THROUGH DATA ECOSYSTEMS



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