**DATABASE : Eighty20**

1. On the library homepage, click on Databases

2. Select Eighty20
DATABASE : Eighty20

PROVIDING INSIGHTS

Eighty20 provides businesses, marketers, policy makers and developmental organisations with strategic and actionable insights from data. We offer clients online access to market research databases, ready made data-rich reports on topical issues, as well as a full range of bespoke business consulting projects. Our economists, MBAs, actuaries, and statisticians provide a unique combination of skills to turn data into insights.

Contact us to find out how we can help you. Or investigate our products and services below.

FACT-A-DAY

According to AMPS2013, over 18.5 million adults said that they were interested in soccer. 12 million of these adults were males. (AMPS2013)

This week’s theme: AMPS 2013 is out

SUBSCRIBE TO FACT-A-DAY

Learn more | Highly rated facts | Archive

MARKET RESEARCH INSIGHTS

Strategic market insights
Getting to the heart of how markets work

XtracT
FREE The ultimate market research tool for SA data

Segmentor
Get to know absolutely everything about your market segments

InsightOut Reports
Pre-packaged research reports (some FREE)

Eighty20 FP
FREE Consumer database queries for beginners
DATABASE : Eighty20

XtracT 2.0 overview

XtracT is the easiest way to access consumer information databases in South Africa. Just choose what interests you (demographics, psychographics, products, media, etc), and a filter if you wish, and a flexible cross-tabulation will appear.

This is how it works ...

Click on “Show me how” & Read the steps

STEP 1: CHOOSE SURVEY

Eighty20’s XtracT provides access to a wide range of survey databases, many of which track key trends over several years (e.g. AMPS, Finscope, some Stats SA databases). When you sign up, you will see a list of databases. A tick indicates which of these databases you have access to.

If you are unsure of which database you need, simply drag the mouse over each database name for a summary of what it contains. In addition, our search function enables you to identify which surveys contain data on specific issues. If you
DATABASE: Eighty20

XtracT 2.0 overview

XtracT is the easiest way to access consumer information databases in South Africa. Just choose what interests you (demographics, psychographics, products, media, etc), and a filter if you wish, and a flexible cross-tabulation will appear. This is how it works.

First: Create account. Use your STELLENBOSCH e-mail eg 12345678@sun.ac.za and password
DATABASE : Eighty20

VERY IMPORTANT!

Open your Inetkey in order to connect to the internet and access the data!
DATABASE : Eighty20

Credit Portal
- XDS Credit data
- NCR Credit data
- Market Maps

Gold Package
- Income and Expenditure Survey
- AMPS (All Media and Products Survey) (Trends)
- Roots
- TopEnd (free unbranded access)
- Labour Force Survey (Trends)
- General Household Survey (Stats SA)
- Census 10% sample
- Community Survey 2007
- Finmark (not Finscope)
- ABC Circulation

Other Databases
- Finscope
- Futurefact

External databases
- Affordable Land and Housing Data Centre (ALHDC)

You have access
Sorry, you need to upgrade to access these (upgrade)
Depending on the data that you seek, select Individual or Household AMPS 2013
Select the fields you are interested in and drag to next box

See help options

Submit Query when finish
DATABASE : Eighty20

Select the fields To be displayed in rows/colums

See export and more options

Questionnaire: AMPS 2013 Individual (Jul'12 - Jun'13)

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<th>Province (options)</th>
<th>Western Cape</th>
<th>Northern Cape</th>
<th>Free State</th>
<th>Eastern Cape</th>
<th>Kwazulu-Natal</th>
<th>Mpumalanga</th>
<th>Limpopo</th>
<th>Gauteng</th>
<th>North-West</th>
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<td>4,584,586</td>
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<td>2,824,406</td>
<td>3,645,744</td>
<td>9,516,423</td>
<td>2,495,669</td>
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</tr>
</tbody>
</table>

Sample Size: 25,108
For assistance contact your

Faculty Librarians
Carine Tymbios/Hanlie Strydom
bibebw@sun.ac.za
Tel : (021) 808-4424
Desk 9, Lower level, JS Gericke library
Rules for Students using Eighty20

• Go to our website www.eighty20.co.za, and sign up for an account on XtracT NOT FP
• You have to do this from campus the first time so we can verify you are a student
• Use only your Stellenbosch email address only
• Put your full name in and say you are a student graduating in X year
• Do this on a work day between 9AM and 5PM, and note: we need a few hours to switch you on
• If you follow these instructions, you will have full access by end of day. If not, you will be switched off within days
• Use the Help guide
• If you log in from a company, or from home, you may be switched off.
• Read this carefully:
  – SU has paid for you to access this data. If you use it after you leave SU, this is called FRAUD. Just like downloading music and movies, it is actually illegal, and can be punishable by law.