Eighty20 Help Guide

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Eighty20’s Data Products

Why so many?

- Eighty20 used to have two data analysis packages: FP and the CIP, which have been merged into 1 super product called **Eighty20 XtracT**
- We are in the process of phasing out FP and CIP, but we haven’t yet migrated some of the databases to XtracT yet (IES, Older AMPS) so for the time being we are leaving those other options available
- Use XtracT wherever possible
- We have included instructions for the other two systems in this guide should you need to use them

Eighty20’s Xtract

- XtracT is now Eighty20’s Flagship Data Portal Product
    1. It allows you to create custom filters and share those filters / segments with your work colleagues
    2. It has indexing of crosstabs
    3. It provides an online pivot table to analyse data
    4. You can simply export into excel (no more .zet files for those of you who used CIP!)
    5. You can also export the crosstab you are looking at
    6. You can search across all databases, all years of a database or in the database itself

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Eighty20 XtracT summary (please note, free users will not have this functionality, and will only get limited, temporary access)

A quick XtracT summary

- Go to www.eighty20.co.za. Select “Products” from the blue menu bar, then select “XtracT” from the drop down menu.
- You need to log in or create an account. If you are a paying Eighty20 client, please note your password has changed. If you cannot find the email where you were sent your username and password, just click on “Forgot your password ?” and reset it to something you can remember.
- After you log in, you will notice there are 5 tabs across the top of the screen, and you are on “Choose Survey”
- You are going to work your way through each tab sequentially
- Put one word into the search bar in the upper right and it will show you the questions that deal with that topic
- Click on the database that has the result you are looking for, or the one you want to query. (ie. AMPS)
- Choose the year of the specific database you want to query (Some databases are split into Individual and Household, others have several years of data)
- You are then on the ‘Build Query’ Tab and you will notice there are 5 buttons next to Choose Fields. You are on ‘all’ which shows a menu of high level branches for the database you chose. Click on ‘demographics’ and you will notice it creates a drop down menu. Continue clicking until you get to a blue outlined variable. You can drag that variable into the box on the right to select it. Some branches will have an arrow on the right, that means you can either grab the ‘leaf’ (ie. GQ magazine) or the ‘branch’ (ie. All the magazines)
- Select as many as you want then click on ‘Submit Query’ to go to the analysis page.

Using the Online Pivot Table

- All of the variables you selected will be in the ‘page field’ on the top
- Drag the variables into the rows or columns to create cross tabs
- Click on the drop down arrows on the right of the variables in the page field TO FILTER on that variable
- To download this into an MS Excel Pivot Table, click on “Download Excel Pivot” in the upper right corner (Make sure you download and install the Excel Add-in as well to get the functionality on excel)
- To download just an excel version of what is on your screen (without pivot functionality), click on Export Tables

Eighty20 XtracT summary (please note, free users will not have this functionality, and will only get limited, temporary access)

Advanced XtracT Functionality

- For the following examples, do a data run on Xtract on AMPS 2010B and create a cross tab with "Cell Phone Payment Mechanism" in your columns and "Age Groups" in your rows
- Note the five buttons in the middle of your screen:
  - **Weights**: This is the weighted number, some call it the 'population' or 'universe'. It is the number that you will use when you say "According to AMPS 2010, 23m South Africans are on a pre-paid system for their cell phone"
  - **Observations**: This is how many people the survey actually spoke to, so they interviewed around 16,000 pre-paid subscribers in that survey and weighted them up to a population of 23m.
  - **% Row**: Click on this to get percentage of row in your crosstab. Make sure you have something in your columns
  - **% Column**: Click on this to get percentage of column in your crosstab. Make sure you have something in your rows
  - **Indexing**: This allows you to quickly determine which attributes are associated with each other. For instance if you click on Indexing with "Cell Phone Payment Mechanism" in your columns and "Age Groups" in your rows, you will find that the number for 'Age 35-49' and 'Contract' is nearly 150%. Number more than 100% are associated with each other. That 150% is calculated by dividing the percentage of 35-49 year olds with a contract (12.6%) by the percentage of South Africans with a contract (8.4%)
- **Incl. 'Not applicables'**: XtracT defaults to **not** show "Not Applicables", so for instance in the above example, you will notice that if you click on % Row, you will have for the total population 8.4% for Contract, 67.9% for Pre- Paid and 100% for all. That doesn't add up because we have removed the non-applicable option. Click on Incl. 'Not applicables' and you will see all the numbers. Please note, it doesn't recalculate it just hides the non-applicable option, so that 8.4% is percentage of all South Africans that have a Cell Phone Contract, not the percentage of cell phone users that are on Contract.
- **Add/remove fields:** If you find you have built your query but left out a field (ie. Population Group), click on this button, add the field in the usual method and click on 'Submit Query' again.
- **Export Tables**: This will create an MS Excel spreadsheet of the Cross tab on your screen with the % Row and % Column etc. options as tabs. Note: This is **NOT** a pivot table
- **Download Excel pivot:** This will create a Pivot Table in MS Excel of the entire data run you have done, including all the variables in the Page Field. Please note you should install the Excel Add-in at the re-naming prompt. It will give you additional functionality in Excel

Advanced XtracT Functionality – Creating Custom Fields-Segmentation

Advanced XtracT Functionality

- **Create a custom field**: There are a number of occasions where you would want to create a custom field. The nice thing about this is you only have to create it once, and when that is done you can use it anytime or share it with your colleagues.
- **Creating a Segmentation**
  - Your company might have a Segmentation it uses to segment your market. Let's pretend you have divided your Cell Phone Contract market into two segments: Young and Old.
  - Do a data run on Xtract and create a cross tab with "Cell Phone Payment Mechanism" in your columns and "Age Groups" in your rows.
  - Click on "Create a custom field" or the "Custom Fields" tab.
  - Give you Custom Field a name where it says: Name your Custom Field (Call it "Cell Contract Segmentation")
  - Name your First Segment "Young with Contract" and click on "add another segment" then name that one "Older with Contract"
  - Click on "Age Groups" in the Field Listing to get the drop down fields and drag the ages 15-24 and 25-34 into the first segment "Young with Contract"
  - Click on "Cell Phone Payment Mechanism" in the Field Listing to get the drop down fields and drag "Contract" into the first segment "Young with Contract"
  - Do the same for the second segment "Older with Contract", except this time grab ages 35-49 and 50+ and then drag "Contract" because you are segmenting the Contract market, so you need it in both. You might need to scroll down on the inner scroll bar to see where to drop your fields
  - The Custom Fields function automatically 'or's variables within a field (ie 35-49 OR 50+) but ANDs different fields (so technically what you are doing is this ((35-49 OR 50+) AND (Contract))
  - Click on "Create Custom"
  - It takes you back to the "Build Query" Tab on the Choose Fields button "Custom". You need to drag the custom filter in to your query and click on "Submit Query". You can delete out the initial fields you selected if you no longer need them and hit "Submit Query"
  - You can then drag your custom field into your Pivot Table. It will also export to MS Excel
  - If you need to adjust or change it, click on the little wrench and it will re-create it in Custom Fields

Advanced XtracT Functionality – Creating Custom Fields- 'OR' Filters

Advanced XtracT Functionality

- **Creating an 'OR' Field**
  - Sometimes you just want to create an 'OR' field. For instance if you want to group all the Grocery options for Pick N Pay (ie. Toiletries, Usual Bulk, Household, Convenience, etc.)
  - In the "Build Query" tab drag all the options you need into the Selected Fields Box. You might want to grab them all individually, or grab the branches and get them all (realise this will be a BIG query and might take some time)
  - Click on "Submit Query"

  - Click on the "Custom Fields" TAB or click on the "Create a custom field" option directly below the tabs.
  - Name your Custom Field "All Pick N Pay Grocery options"
  - Name the first Segment "All Pick N Pay"
  - Drag all the fields necessary into that segment (ie. Convenience Shopping – Pick N Pay, Toiletries - Pick N Pay, Usual Bulk Shopping – Pick N Pay, etc.)
  - Where it says "Combine Fields Using" change it from AND to OR
  - Click on Create Custom

  - It takes you back to the "Build Query" Tab on the Choose Fields button "Custom". You need to drag the custom filter in to your query and click on "Submit Query". You can delete out the initial fields you selected if you no longer need them and hit "Submit Query"
  - You can then drag your custom field into your Pivot Table. It will also export to MS Excel
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Eighty20 FP (We will slowly be phasing this system out over 2011)

Getting started on Eighty20 FREE FP

- Go to www.eighty20.co.za select Research Packages and Eighty20 FP from the blue menu bar.
- You may have arrived at this page already from the SAARF website
- If you have not registered yet, you need to click where it says: Don't have access yet? Sign-up, it's free
- You need to enter your email and choose a password. We will not sell or give away your email to anyone.
- You can give us some more information about yourself and click on Continue.
- An email will be sent to the email address you gave us to confirm that it is a valid email address
- You should get that email in a few seconds. Click on the link and it will take you back to the log in page.
- Enter your email and password

What you gain access to

- You will see a list of available databases. You have access to any that are highlighted (for free users only AMPS 2008)
- If you want to subscribe to more databases contact us
- Select the database you want.

Step by Step

- You will see the numbers 1 through 4. Click on Choose a Row and you will see a drop down menu of main headings. If a heading has a double arrow next to it, that means there is are sub-headings underneath. Keep selecting down until you get to a heading that does not have arrows and that will go into your Row.
- Do the same for Choose a Column (if necessary)
- Do the same for Choose a Filter (if necessary) Please note on the free version you only get a limited selection of filters
- Click on Get Data and it will open your data results in another web page

- On your results page you have a few options – Download into excel, Show Respondent Observations, Show % of Row, Show % of Column. If you click on Questionnaire, it will download the questionnaire for you.

- Please note if you are using the free version there may be some limitations. These are intentional.
- If you want a full data analysis package we have one that will suit your needs and your budget. Call us.

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Consumer Information Portal (CIP) summary

A quick CIP summary

- Go to www.eighty20.co.za select “Products” from the blue menu bar, then select “Consumer Information Portal” from the drop down menu.
- Click on the database you want to query (or use the search function to find the word you are looking for).
- Click on the year of the specific database you want to query (Some databases are split into Individual and Household, others have several years of data)
- Click on the checkboxes to select the data (Demographic data is always on top) IF you can, limit your selection to no more than 30 variables or your data will be unwieldy. You can do as many as 160, but why bother?

- Use CTRL-F to find any specific words you are looking for within this database webpage

- Scroll to the bottom or click on an "END" button on the right side of the screen

- Give the file a name (something that describes the data you have requested, don’t use numbers or spaces!)
- Enter your e-mail address and click ‘Submit’. On the next page enter your shortcut password if you have one to get to the download page
- Alternatively, an e-mail with a link to your data will appear in your inbox shortly. Click on the link and it will take you to the download page. You will need to download two things the first time you use the product.

- First download the Excel Add-in .exe (This only needs to be done once. You need to double click on the icon when you have downloaded it and follow the installation procedure. Make sure Excel is closed when you do that!)
- Download your results file containing the results of your query (a .zet file)
- Open Excel, and if you have installed the .exe correctly you should see the words ‘Eighty20’ between Window and Help on the menu (If you are running Excel 2007 it will be in ‘Add-Ins’).
- Click on ‘Eighty20’ and then ‘open Eighty20 file’. Find the file you downloaded and it will open in Excel

Accessing the Consumer Information Portal

1. Once off procedures to get your data

1. Check Version of Excel

- The system requires Excel 2000 or newer to work properly. You can check the version of your Excel by going into Excel, and then clicking on Help/About Microsoft Excel.
- If you are running anything older than Excel 2000 then please contact us, and we will be able to help you. There is a special section for Excel 2007 users.

2. Install the Eighty20 Add-in

- It's really simple.
- Click HERE to download the Eighty20 Add-in. Save the file in a safe place.
- Use Explorer to navigate to this file, and run it by double clicking on it.
- Follow the simple instructions.

** Note, Excel must be closed, and you must allow pop ups on your page (press Ctrl and click if you've disabled pop-ups)**
** Note, you only have to do this once! **

Accessing the Consumer Information Portal

2. Performing a query

1. Select a Database

- To view available databases, click on Research Packages on the blue menu bar and then select Consumer Information Portal. This page lists all the databases available to query. Select the database you require by clicking on its name. This will take you to a new webpage with more details of the selected database. There you will find one or more databases, each with a brief description of its contents and the year that each database was produced. Click on the year of the data you want to enter the database. Remember, only subscribers have access to the "Standard Subscription" and you only have access to "Premium Subscription" databases if you have paid specifically for them.

2. Choose Fields

- Once you have selected a database, you will be taken to a page containing a list of all the fields available in that database. Select the fields you are interested in by ticking the checkbox next to the field. If you select more than one field, you will be able to get a cross tabulation of all the fields.

- For Example: If you choose the following three variables from the Household database: "Province", "Urban/Rural", and "HH own a cellular phone", you will be able to answer the question: "How many urban households in the Western Cape have a cell phone?". Ideally queries should be limited to no more than twenty variables. Please do not select more than 30 variables, your pivot table will be too big to do any meaningful work.

3. Enter a File Name

- Once you have selected all the fields you require, scroll down to the "Results" section at the bottom of the page. You can also press one of the “END” buttons on the right hand side of the screen. Enter a file name for the results of your query. Ideally, this should describe the nature of the query for future reference. Remember, no spaces, or punctuation marks, etc..

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Accessing the Consumer Information Portal

2. Performing a query continued

4. Enter your E-mail Address

- Once you have entered a file name, type in your e-mail address. (We will not share your e-mail address with anyone. See our privacy policy). If you have a company subscription, you have to use that company address, not a Hotmail or Gmail account.

5. Click the "Submit" button

- This will generate the query and let you know that the results have been sent to you. A link to the results file will be e-mailed to you within seconds.

Accessing the Consumer Information Portal

3. Collecting results

1. Check your E-mail

- There is a link in the email that arrived from databases@eighty20.co.za. Click on that and it will take you to the download section.
- If you want to skip this step, ask us for an override password to take you straight to this page.

2. Install the .exe

- If you haven't yet downloaded and installed the Eighty20 Add-in do it now.

3. Download your results

- The results to your query are contained in the .zet file. Click on it and choose "Save". Save the file in a safe place - you will need it in a second.

4. Open up Excel

- Go to Excel, and you will notice a new "Eighty20" menu item, right next to the "Help" menu item. Click on "Eighty20" and choose the "Open Eighty20 file" option. Navigate to the file you've just downloaded, and click on it. This is the only way to open the file the first time. After you have done this, it is a regular Excel file. If you are using Excel 2007, the "Eighty20 Menu" will be in Add-ins

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Looking at your results

1. Analyse Results

- Now you are ready to analyse the data. Your Excel spreadsheet will have two pages "Chart" with a graph of the results, and "Pivot" with the results in tabular form. Around the chart you will see the variables you selected in your online database query. With Excel 2003, you can click on these variables and use the "drop-down" boxes to refine the analysis. You can also drag-and-drop fields to the x-axis ("Drop more category fields here") and the y-axis ("Drop more series fields here").

- To see the results in tabular form, go to the sheet titled "pivot". This sheet contains a pivot table of the results of your query. Again you can drag-and-drop fields into the table.

- For help on using pivots tables and pivot charts use the Excel Help on the spreadsheet, or go to the help section on our website to find tutorials.

2. Save Analysis

- The worksheet will save automatically as you open it using the same name you used for the data extract. If you would like to save it under a different name, select "Save As" from the "File" menu.

3. New Query

- If you would like to run a new query, return to the website and start over.
- If you simply want to add a variable you may have forgotten to your query, click on the link on the top left of your pivot table and you will be able to add any variables you like. You just need to name the file again, enter your email address, and download the new file

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What is a multiple response analysis ?

- A multi answer question is one where a respondent can give more than one response. For instance in the AMPS survey, where survey respondents are asked what Whisky they drink, they can select more than one. In comparison, something like gender or age, you can only give one response. This creates some specific issues for analysis, for instance since the respondent can answer 'yes' to several options, the total doesn't add up to 100%. A useful way of analysing the data is analysing based on a demographic variable and comparing percentages between the variables.

An example of a multiple response analysis

- For instance if we were to compare Whisky brands, we might want to know which of the whisky brands is most popular for black people as compared to white people, (or old vs. young, Cape Town vs. Durban etc.) To do this with the Eighty20 CIP, once you've got the data in excel format do the following:

1. Select Eighty20 from the top tool bar in Excel 2003 or from Add-ins in Excel 2007 or newer
2. Select Eighty20/Tools/Multiple Response Analysis. A box will pop up on your screen
3. The top box asks you which multiple response question you want to anlayse. If there is nothing there, your data is not multiple response data. If you have more than one, you can select as many as you like.
4. The second box asks you to select the columns you want. Once again, if you have nothing there, you have not selected any single response data (eg. demographics). Once again, you can select as many as you like.
5. In the bottom left you need to select if you want weighted numbers or respondent observations. You will almost always want the weighted numbers
6. In the bottom right you need to select how you want the data, Numbers (Normal) or percentage of row or column. You can do all 3, but it will be on 3 separate sheets.
7. If you want to filter further, ie you want to know Whisky drinkers by race but only for Cape Town, click on show filters selection and click on the variable heading (ie Metropolitan Area) then click on Cape Town then add to filter. You can only filter on data that is in your spreadsheet.
8. If you wanted a group of variables (IE LSM 7-10) for either the category/column heading, or the filter area, you must first group those variables on the original pivot table, then select Multiple Response Analysis and those additional fields will be in both areas.

Analysing the XtracT or CIP results in MS Excel

What is an OR filter?

- Sometimes you want to analyse the number of respondents who answered yes to ANY of several variables.
- For instance AMPS will easily give you the number of people who use a certain financial institution, but you might want to get the TOTAL number of people that bank at ANY financial institution. The problem with this is you have double count, as people may have bank with more than one financial institution.
- In order to fix this, use the OR filter:

1. Select Eighty20 from the top tool bar in Excel 2003 or from Add-ins in Excel 2007 or newer
2. Select Eighty20/Tools/Create Or Field.
3. In the top area select the fields you want to filter (ie if you want those who say they bank with Investec, click on that and you will get the drop down options ie. Yes / No / Not applicable).
4. Select the response you want and then in the middle right click the button "Add to Or Field" Repeat this procedure for as many fields as you want to put in your OR Filter. Ie. For Nedbank, Investec, FNB, Standard and ABSA.
5. If you select the "Enable One Click Select" button it will add the field when you select it automatically
6. When you have selected all the variables you want to put in the Or Filter give it a name in the box: Name for new OR field at the bottom of the menu.
7. Click on 'finished' and it will put those variables into the original pivot table.
8. You must then drag that field down into the pivot table to see the value. You can use it as you would any field in the Pivot Table

- If you forget how you made up your OR filter, there is an Audit button that will show you.

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Using the IES database

- The Income and Expenditure Survey (IES) database is a unique database on Eighty20 and requires an additional tool to make sense of the data.
- Select your data on the IES database (NOTE! This is an enormous database, so please do not select more than 20 variables or you will have to download a massive dataset)
- Open it in the usual Eighty20 way.
- Make sure you have the latest Eighty20 Excel Add-in. Download it if necessary when you download your dataset.
- You will get a message saying: There are special purpose fields hidden in this pivot table, use "Eighty20/Tools/Weighted Average Fields" to use these fields.
- You can use the Pivot Table in the normal way, which will give you numbers.

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Using the IES database

- If you want to get average expenditure, put a demographic in your rows and leave your columns blank
- Then go to Eighty20/Tools/Weighted Average Fields
- The table this creates will be an average expenditure for any of the variables you select
- You have 3 calculation options:

  1. Only use weights where there is a valid value in the field (i.e. only calculates using households who use the product or service)
  2. Use all weights regardless of if there is a valid value in the field. (i.e. calculates average expenditure for all South African households, regardless of if they use the product)
  3. Both

- 99% of the time you will select the first option
- Click on Finish
- Once you have your table you can move demographics in or out of the table and the average will change. Please note because the calculation is doing averages of averages, a small sample will result in strange results that are not accurate (e.g. number of Indian households who eat Mopane worms)

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Troubleshooting- Note there is a larger section on this on our website

- Here is a list of problems you might encounter, and some solutions. If you have any questions that are not on this page, or you would like us to guide you through a problem, please contact us at databases@eighty20.co.za,
  or call 021 460 0440

Problem #1: I can’t drag fields into the “Selected Fields” box

- **SOLUTION :**
  You are probably using Internet Explorer 6. This program is more than 10 years old. Get an upgrade.

Problem #2: I am registered, but I still can't access some databases

- **SOLUTION :**
  Certain databases are proprietary, and have access restricted by the owner. FinScope and FutureFact are examples. Please contact us if you would like access to these databases. Not all databases are available on all payment plans. Call us.

Problem #3: I can't download the add-in or it does not work

- **SOLUTION :**
  Some fire-walls will not allow an "exe" file to download, or it stops them from being run. Try downloading the ‘ZIPPED’ version in the troubleshooting section of the website.

Problem #4: The add-in has errors when trying to open a .zet file

- **SOLUTION :**
  Are you using Office 2000? Then you may need to install the Service Pack updates. (Visit our troubleshooting section in the help section of our website)
  Manual Download and Install:
  Office 2000 Service Pack 1a
  Office 2000 Service Pack 3 (includes service pack 2)
  Automatic update: Office product update
  Are you saving the .zet file onto a network drive or in an folder that does not have full write access?
  Try safe the .zet file on the C:\ drive or on the desktop.

Troubleshooting- Note there is a larger section on this on our website

Problem #5: UCT Students – I have the ERROR CODE 8005

- **SOLUTION :**
  If you are using Excel 2007, the problem may be a conflict with the COM Add-Ins you have installed. To resolve the conflict it is necessary to de-activate the COM Add-Ins.

- Follow the Steps 1 to 4 to de-activate your COM Add-Ins
  1. Select the Office button ('rose' in upper left screen), then select "Excel Options", then select Add-Ins.
  2. Go to the Manage drop down and select COM Add-Ins and click Go
  3. Click on the tick box for each entry with a tick on it
  4. Click OK

- If you want to re-activate the COM Add-Ins after using the Eighty20 Add-Ins
  1. Select the Office button, then select "Excel Options", then select Add-Ins.
  2. Go to the Manage drop down and select COM Add-Ins and click Go
  3. Click on the tick box to activate the COM Add-Ins you want to activate
  4. Click OK

Troubleshooting- Note there is a larger section on this on our website

Problem #6: Excel asks for a password when I close it.

- **SOLUTION :**
  Are you using 'Google Desktop Search'?
  Then you may need to install a file that can be found in the troubleshooting section of our website.
  Download and Install: Password Prompt Fixer

Helpful Tips

- Cross-tabulating by too many fields greatly reduces the credibility of the results. Cross tabulating by more than three fields is likely to produce unreliable results. (Note that this is not true of the Census - there is no sampling involved, and therefore no scope for statistical error)
- Press Ctrl-F to quickly search for a key word in the webpage for data you are looking for.
- Be quite careful when moving data cells that you move them to the correct place, if you place a data cell in the wrong place your data will be meaningless
- It is often not as simple as adding two values together to get a total market number. You might have to reload the spreadsheet again. i.e. if you query the PeoplePanel database for people who listen to Rock and people who listen to Rap, and then add those two numbers, you are adding the people who listen to both. You need to exclude each field and then add those numbers
- If you deselect certain criteria in a pivot table and put it back in the table, remember that you have effectively put on a filter that will affect all the data you analyse until you take that filter off.

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Excel 2007 and the Eighty20 Add-in

If you have downloaded the Add-in, but can't find it in on the top menu bar in 'add ins', or are struggling to load the .exe into Excel 2007 please do the following to activate it manually:

1. Download the .exe from our website
2. Run and install it
3. Open Excel
4. Click on the Office Button in the upper left corner of Excel
5. Click on 'Excel Options' on the bottom right of that new menu
6. Select 'Add In's on the left hand side of the screen
7. On the bottom left select Manage 'Excel Add ins' and then 'Go'
8. On the new menu select 'Eighty 20' and click OK

9.Then you should see it if you select 'Add Ins' on the menu bar on the top of Excel

You can find Eighty20's Consumer Information Portal on www.eighty20.co.za

EIGHTY20 CONSUMER INFORMATION PORTAL

- Online access to a range of consumer databases
- Access to data in **Excel** - no new software to learn
- Ability to cross-tabulate and filter data easily
- Access for unlimited users in a company under one company license
- Access to up-to-date data - surveys are automatically updated at no additional cost as new data becomes available
- Insight Out presentations - Ready-to-go presentations on the South African consumer market

SURVEYS AVAILABLE ON OUR WEB-BASED PORTAL

- Branded AMPS (2000-)
- Census 1996 & 2001
- Community Survey
- Labour Force Survey
- PeoplePanel
- General Household Survey
- Income and Expenditure Survey
- FinScope
- FutureFact
- Small Business Survey
- Branded ROOTS
- BER
- And many more . . .

Did you find Eighty20 Support useful?
We would love to get your feedback
Contact us and let us know

WANT MORE DATA ?

Eighty20 offers an inexpensive online portal that allows you to create reports like this one using any of a few dozen databases. You can cross-tab all the data in this report with any of 120 product categories and over 1200 brands in the AMPS database.

WANT MORE REPORTS ?

Eighty20/InsightOut offer many reports similar to this one. Visit the website and order them under 'reports'. There are detailed and trended LSM reports, Labour Force Survey presentations, as well as reports on the large grocery retailers and their customers, Clothing retailers and their customers, and a cell phone report that trends data from 2000 to the present.

We can put together bespoke reports on just about any topic. There are also many free reports to download.

WANT TO BUILD RESEARCH CAPACITY ?

Eighty20/InsightOut also offer full day training in data driven decision making. This capacity building day will focus on strategic thinking, and an overview of key research tools such as segmentation and hypothesis-driven research.

The training will help your company to access and analyse market research in order to support strategic decision-making in terms of market direction, choice of channel and choice of product.

The output from the exercise should be a capacitated data analysis team which has an understanding of how information can be used effectively, how to analyse it and how and when to use consultants to support their analysis.

☐ (please tick) I would like to schedule a meeting with Eighty20 to discuss how I can make better use of secondary data.

- **Name:** ______________________________
- **Company:** ___________________________
- **Phone number:** _______________________

Email us: support@eighty20.co.za

Phone: 021 460 0440

Visit: www.eighty20.co.za

EIGHTY20

EIGHTY20

PROVIDING INSIGHTS

Eighty20 is a niche consultancy with a strong market research and quantitative approach to problem solving. 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 and workshops. Our economists, MBAs, actuaries and statisticians provide a unique combination of skills to turn data into insights.

FACT-A-DAY

Visit **www.eighty20.co.za/fact-a-day** to subscribe to our FREE Fact-a-Day daily email and receive interesting facts about South Africans

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MARKET RESEARCH INSIGHTS

Eighty20 provides a variety of data services which facilitate access to key survey data sources (e.g. AMPS, FinScope and General Household Survey). These services give the client access to a wealth of data to make informed customer research, business development and policy decisions.

Eighty20 FP

FREE Consumer database queries for beginners

CIP

Full access to consumer databases for the professional

Query!

Need some data quickly? Send through your requirements

Segmentor

Get to know absolutely everything about your market segments

Reports

Pre-packaged research reports (some FREE)

BUSINESS & STRATEGY INSIGHTS

Eighty20 applies rigorous research, analysis and financial modelling techniques to provide clients with quantifiable and actionable strategic insights. These services make use of Eighty20 Market Research Insights and/or internal client data to ensure that solutions are both quantifiable and implementable.

Market Enablement

Making markets work for the poor

Data Analytics

Sophisticated data mining techniques to better understand your business and customers

Strategic Decision Modeling

Using predictive financial modeling techniques to answer strategic business questions

Bridging the Data Gap

Capacity-building, interactive workshops tailor-made to support your market research and segmentation needs