

# Eighty20 Statistics

## User Guide

### ABOUT THE DATABASE

Eighty 20 Statistics is a comprehensive source of ABS Census data, business data and tailored analytical statistical reports, in an easy to understand format.

### GETTING STARTED

The database is available on campus, or externally on the Hunter Libraries Online webpage at: <http://www.hunter.tafensw.edu.au/libraries>.

1. Click on **Online Resources**.
2. Click on the **Eighty 20 Statistics** link in the list.
3. Log in using the username and password obtained from your local Hunter Institute Campus Library.
4. Click in the box beside **I accept terms and conditions**.
5. After you have logged in, click on the **Open Package** button.

There are five main **search modules (Functions)** of Eighty20:

### PROFILER

Profiler gives a thorough demographic understanding of any area you select, including how that area differs from normal. Census and business data is included. You select the area you want to Profile and the various reports comprising Profiler are instantly produced for you.

### TARGETER

This module allows you to target specific markets, i.e. to find the areas of highest potential for your good or service based on the numbers or concentrations of people in your defined market. Select the geographic area, the level at which to view results, and the demographic variables that define your target market.

### ASSESSOR

Using Assessor you can simply enter campaign parameters (such as costs and sale values) and quickly see whether a campaign would be expected to make a profit or loss. Assessor gives you profit/loss figures by area – as well as the required response rate for the campaign to break-even.

### LOCATOR

Locator helps you determine optimal store locations based on where your competition and target markets are located. First select the geographic area of interest and the demographic variables defining your market – then you select which type of business you are.

### TRENDS

Allows you to see the changes across time, including being able to see how the changes in the selected area are different to what has occurred in another area.

### SEARCHING

Select the Function you wish to use, and click on **Accept**.

For each Function, you will be shown a screen where you must choose how to proceed:

- If you are conducting a new search, select '**Create New**'.
- If you would like to work with a search that you have previously worked on and saved the results of, then select '**Open Existing**'.
- If you would like to delete a table you have created, then select '**Delete**'.

## Sample Search

You want to find out how many Wedding Car businesses are on the Central Coast, where they are located, and what the market for this business is.

1. Select **Locator** – Click on **Accept**
2. Click on **Create New**
3. Select the **2006 Census and Business data set** – Click on **Accept**
4. Click on **Sub-Divisions eg. Inner Sydney** from the list to select the Geographic level. The list of all the NSW subdivisions (regional areas) will be automatically displayed.
5. Select one or more areas by clicking in the box beside the area – Click in the box beside **NSW Gosford/Wyong** – Click on **Accept**
6. Select Demographic Band – **Marital Status by Sex**. This is assuming your target market is all unmarried people between 15-85 years. A list of variables will automatically load.
7. Click in the boxes next to the groups you want to target – in this case, select all variables except Married Men and Married Women. Click on **Accept**.
8. A list of Business Parameters (Business types) will load. Click in the box beside the business – **Wedding Cars**. Click on **Accept**.
9. A table of results will load (see example below), showing the number of wedding car businesses, where they are located, and the numbers of people in the target market.

## Locator Report

**Target Market:** Marital Status x Sex - Separated Males, Separated Females, Divorced Males, Divorced Females, Widowed Males, Widowed Females, Never married Males, Never married Female  
**Business Types:** Wedding Cars

Geographic Areas	Target Market	Business within Type	Targets per Business
<input type="checkbox"/> 2257 Ettalong Beach	11,528	1	11,528
<input type="checkbox"/> 2263 Toukley	10,020	1	10,020
<input type="checkbox"/> 2260 Terrigal	7,633	1	7,633
<input type="checkbox"/> 2250 Gosford	25,661	4	6,415
<input type="checkbox"/> 2261 The Entrance	19,540	4	4,885
<input type="checkbox"/> 2259 Wyong	18,247	8	2,280
<input type="checkbox"/> 2083 Brooklyn	713	0	0
<input type="checkbox"/> 2262 Budgewoi	7,249	0	0
<input type="checkbox"/> 2251 Copacabana	11,604	0	0
<input type="checkbox"/> 2256 Woy Woy	6,746	0	0
<input type="checkbox"/> 2258 Ourimbah	1,700	0	0
<input type="checkbox"/> 2775 Wisemans Ferry	679	0	0
<input type="checkbox"/> <b>TOTALS</b>	<b>121,320</b>	<b>19</b>	<b>6,385</b>

(Source: ABS 2006 Census)

## VIEWING RESULTS

There are links on the results page which allow you to Sort and Edit the results. This allows you to sort by different variables, or delete fields you don't require. You can also edit the search geographic areas and demographic bands.

The results can also be viewed in Map Form.

## SAVING AND PRINTING

There are links on the results page to allow you to save to disk, export as a WinZip file, or Print.

**PLEASE ASK FOR MORE INFORMATION AT YOUR LOCAL HUNTER TAFE LIBRARY**