

Roy Morgan (Single Source) Asteroid 5-User Guide

Roy Morgan Single Source (NZ) is a resource for AUT staff and Students. This database can be accessed from AUT computers with Asteroid 5 software, on campus only, via the Library Applications Menu. **You cannot access this database from your laptops or home computers!**

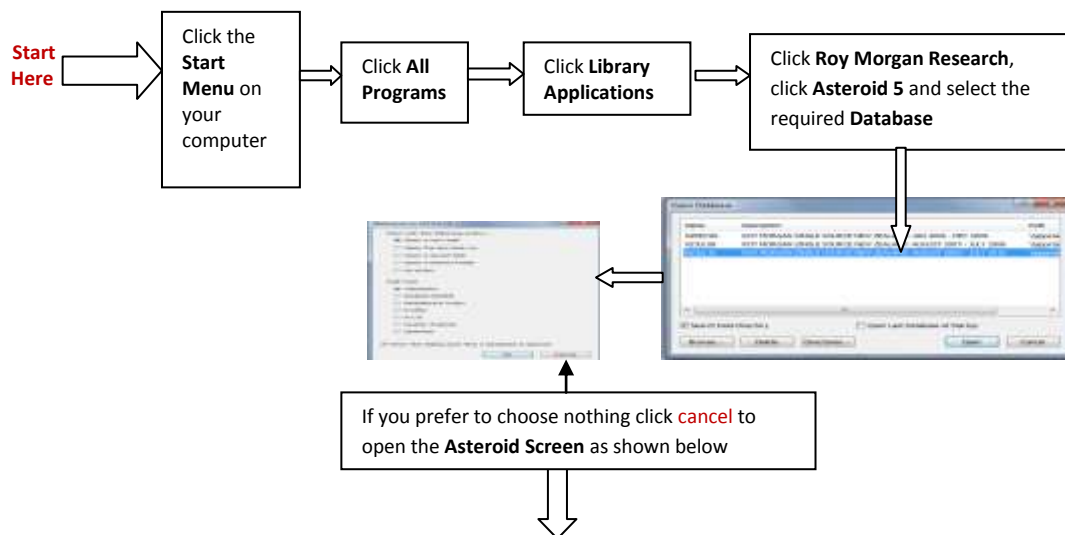
What is Roy Morgan Single Source (NZ)?

Roy Morgan Single Source (NZ) contains a large collection of market data derived from interviews with consumers across New Zealand. It includes data on products and services including media usage, FMCG, retail, Business decisions and more. The data is accessed and analysed using Asteroid 5 software.

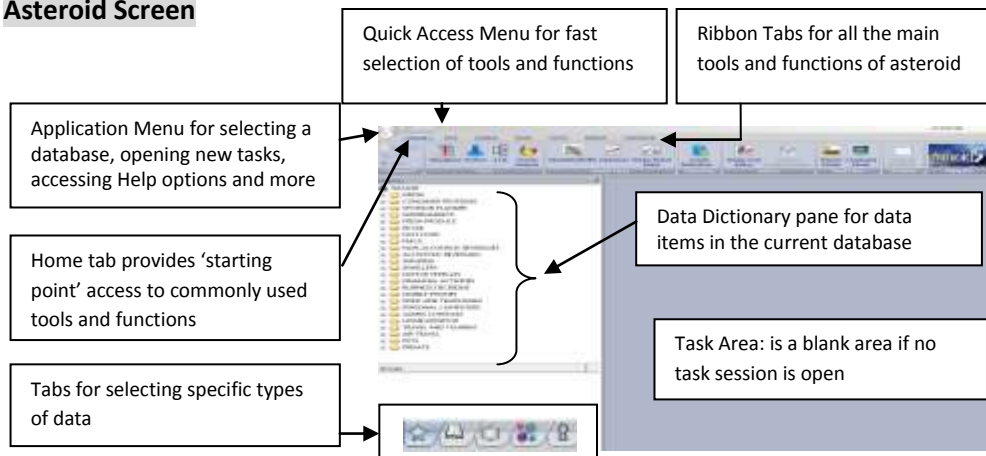
Computers with Asteroid 5

- **City Campus Library** - all the Open Access computers, except the Mac computers on Level 3, WA Building.
- **Manukau Campus** – all the Open Access computers on Level 1, MC Building.
- **North Shore Campus Library** - not available from Open Access Computers. Please see the Library Help Desk Staff for help.

Accessing the Data using Asteroid 5



Asteroid Screen



Note: Some tabs are only active when a particular operation is being performed or a specific database is in use.

Launching a Task

Unless already set as a default in the Welcome screen, a Task will be launched when an Asteroid tool or operation is chosen. (The main Asteroid tools and operations are found on the Home Tab).



Click on a button from the tool group, e.g. Tabulation to launch a new Task, **OR**

Start a new task by opening the Application Menu and selecting a new task e.g. Tabulation, from the new Task Menu.



Note: Asteroid allows you to have multiple tasks open and work between them.

Task Area: An Asteroid session will commence with the display of the Task area which encompasses **Rows**, **Columns**, **Filters**, **Layers**, **Quantity** and **Selection Pane**. This is where you will specify what you want to see on your table.

Clicking on the header or the blank area below the header activates the section

Filter can be used to restrict the table generated to a specific subset of the database e.g. 'Auckland' region only

Layers are used to produce tables over multiple sheets or layers.

Output View Selection Tabs are used to change view e.g. 'chart', 'Grid H' etc.

Selection Tab-Opens data selection pane which is used to create or edit what you want in the task output

The Selection pane: Activating a Task will display a Selection pane. The Selection pane is divided into sections and the number and type will vary according to the task type. A **bold** heading indicates the currently active section e.g. **Rows**. To expand the section to the full depth of the screen, click anywhere within the section to activate it and then click once on the header. Clicking again on the Header returns the screen to its usual size.

Task Tab: Individual Tasks are executed or 'run' by clicking the Run button on the Task Tab. The Task tab controls a variety of task related functions. Hover the cursor over a tab to highlight its function.

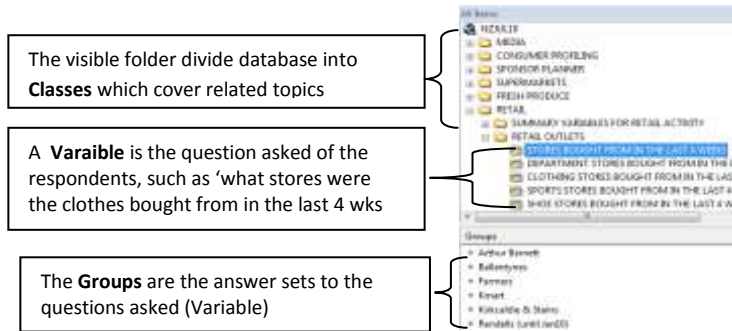


➔ **Output View:** Each task will generate an outcome or **'Output View'** e.g. Grid –V table, which is displayed within the Task area. To change the view, click on a different view from the output tab displayed across the top



The **Output View** Selection tabs are also found at the bottom of the task

This is an example of content- **Classes, Variables** and **Groups** within a database e.g.



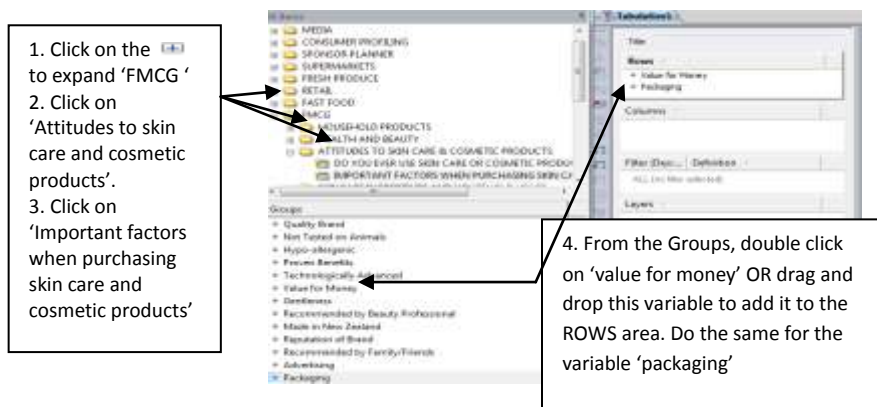
Classes cover related topics. Click on the symbol to expand the folder (class). Click on the symbol to close it again. The classes expand through further levels until you get to the variables. **Variables** cannot be expanded. When you click on a variable, the Groups which make up that variable appear in the **Groups** area.

Example: Creating Tables and Reading Data

In the following example we will use the **Tabulation Tool** to create a table which will display elements of data in Rows and Columns. We will then apply Filters and Layers to the table.

1. We will create a table to show those **Men** and **Women** in a specific age group who consider **'packaging'** and **'value for money'** as important factors when **'purchasing skincare and cosmetic products'**.
2. We will then restrict the data in the table to the total North Island Region,

1. Creating Rows: Use the Data Dictionary on the left of the Asteroid screen to find the variable(s) you want in the Rows. We will put the variables 'packaging' and 'value for money' as 'important factors considered' in the Rows



ii) **Creating Columns:** Use the Data Dictionary to find the variable(s) you want in the Columns. We will put the relevant 'Age' variables in the Columns.

1. Click on 'Consumer Profiling,' 'Demographics,' 'Respondent,' then 'Age Summary'.

**Note: it is often helpful to add a Title to your table at the top of the Selection Pane.

**Swap options are also available via the Selection Toolbar.

2. Double click on each 'age group' variable OR drag and drop this variable to add it to the Columns area.

iii) **Applying Filters:** Filters are used to restrict the table generated to a specific subset of the database. We will restrict the table generated to 'Total North Island' only, by adding this variable to the Filter Description area.

1. Click on 'consumer profiling,' 'demographics,' 'geography' then 'regions'

2. Click 'Total North Island' OR drag and drop this variable in the Filter area OR highlight 'Total North Island' then click the 'AND' button in the Filter Area.

iv) **Adding Layers:** It is possible to view Layers of data by adding the variables to the Layers Area.

Double click on the variable 'men' OR drag and drop the variables to add it to the Layers area. Do the same for "women"

Then, from the **Show Numbers** Group found on the **Outlook** ribbon tab, choose which data type you want displayed on your table by ticking or un-ticking the boxes.

Output tab

Show numbers

To display the table, click the Run Table button  on the Task Toolbar

iii) **Viewing the Data:** There are four ways to view data in a table: the **Report** view, either **Grid-V** or **Grid-H** view or you can view the data as a **Chart**. The following is an example of Grid V view.

ROY MORGAN SINGLE SOURCE NEW ZEALAND: AUGUST 2008 - JULY 2011

Age Group	Male	Female	Total
18-24	120	110	230
25-34	150	140	290
35-44	180	170	350
45-54	200	190	390
55-64	180	170	350
65+	100	110	210

Reading the Figures:

uc- Unweighted Count: is the actual number of people interviewed.

In the Total columns, unless the table is filtered, this is the total number of people surveyed.

In other columns, the uc is the number of people surveyed who belong to the selected group.

wc- Weighted Count: is generally shown in thousands and this is indicated by the (POPn '000) at the top of the table. (In simple terms add three 000's when reading the weighted count.

v%- Vertical percentage: Shows what percentage of the column Group also belongs to the row Group. From the percentage read the vertical (up) first and then the horizontal (across).

h%- Horizontal Percentage: This is the percentage of the row Group who also belong to the column Group. From the percentage read the horizontal (across) first and then the vertical (up).



ix- Index: a propensity measure, indexes indicate whether something is more or less likely than average. 100 is average, 110 = 10 %

Printing & Saving:

These instructions provide some of the options available for printing and Saving the data.

Printing:



1. Click on the icon  'print the active task output' and select the printer (from the options available) or
2. Just press the buttons (Ctrl +P) and select the printer (from the options available) or
3. Click on the icon  (top left) and select "print" and select the printer (from the options available).

Saving:



1. Select all → press Ctrl + C to copy → open Excel and paste. (The formatting is lost exporting to Word).

Referencing:

If you include part of or a whole table or graph from Roy Morgan Asteroid in your assignment, you must acknowledge where you got it from.

A guide on how to reference Tables & figures using APA 6th can be found under the Images tab in the **Referencing-APA6th Guide** from:

AUT Library website → Study Help → Referencing → APA 6th at AUT
OR by clicking on the link below

<http://aut.ac.nz.libguides.com/content.php?pid=72586&sid=1810385>

Note!! Please talk to your lecturer if you have any other queries about Referencing for your Assignment.