Roy Morgan Database (Single Source) New Zealand
User Guide- AUT Library

Content
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.

Coverage

Where to access Roy Morgan database in AUT Libraries

City Campus
• Library Teaching Lab, WA414G. ALL PCs
• Tech Central
  Zone A- PCs 52-96, WA (Level 4)
  Zone B- All PCs except 1-3 WA (Level 4)
  Zone C-All PCs WA (Level 4)

South campus
All PCs in MA204

North Shore Campus
• Not available. Please see the Library Help Desk Staff if you have any queries.

How to access the database
• Click on the Start Menu on your computer (bottom left of the screen)
• Select Library Applications (from All Applications)
• Click

• If the Open Database window does not automatically display a list of databases,
click on Asteroid Application button at the top left-hand corner of the Asteroid screen and select Open Database from the Menu.
• Select a database (by year) and click Open.
• Cancel the “welcome” pop up box and the Asteroid Screen will open

If you continue to get error messages when establishing the database connection, try the following.

• Open File Explorer (or press Windows + E key),
• navigate to H:\ locate the Asteroid directory,
• right click on it and click delete.
• Once done, log off / on to the computer and try and start Asteroid using the shortcut on the desktop.

If you still have problems, talk to the staff at the Library helpdesk on Level 4 or contact your Subject /Liaison Librarian.
Terminology and creating tables

**Tabulation**: Click on the task, tabulation to create tables, which will display elements of data in rows and columns. Where these rows and columns intersect, this will help you to understand the relationship between the two elements of data.

**Classes**: The visible folders divide the database into classes covering related topics. Click on the + to expand the class and click on the - to close it again.

**Variables**: These make up the classes and cannot expand. It is the question asked of the respondents.

**Groups**: When you click on a Variable, the Groups, which make up that variable appear in the Groups area.
**Adding Rows**  
Activate the **Rows** section by either clicking once on the header or in the blank area below the header.

Add the desired variable *(snack products bought in the last 4 weeks)* to Rows by clicking and dragging (or double clicking) the variable on to the Rows OR by adding individual items selected from the groups to the Rows *(potato chips, nuts)*

**Removing a variable**-To delete a variable either double click on the item or right –mouse click on it and de- select Selected’ or ‘Delete all’

**Adding Columns**  
Go back to the **selection pane** by clicking on the selection pane button on the output tab, or alternately, the **selection tab** at the bottom of the screen.

Click on the **Columns header** to activate the columns area of selection pane. Using the same method above as for Rows, add the desired variables to the column.

Find the relevant variable *(age summary)* and either add the whole variable to the columns, or add the required **age groups** from the Groups using the same method above.

**Adding Filters (Optional)**
Filters are used to restrict the table generated to a specific subset of the database e.g. males only. For example, In the filter field add ‘men’ in the same way as with Rows and Columns or highlight ‘men’, click the ‘And’ button in the Filter area.

*In the Filter description, click in the box and give it a meaningful description so that it does not read ‘filter’ on the table.*

**Adding Layers (optional)**
It is possible to view layers of data. This produces tables over multiple sheets or layers. To include layers in your table you would add a variable in exactly the same way as you would when selecting items for Row & Columns. For example, adding to layers different regions, like *Auckland Wellington* and Waikato etc.
Show Numbers (setting): Click on Output from top panel to get Show numbers. Choose the figures you want displayed in your table by ticking appropriate boxes.

Table: To display the table click the RUN button on the Task tool bar.

By default, the table is displayed in the Grid view. To change views click the relevant tab at the bottom of the screen e.g. report. The table will automatically switch to that view.

Reading the figures:
uc - Unweighted Count: is the actual number of people interviewed (i.e. the respondents). 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 - By applying weights to the number of people surveyed (uc) we can project our sample. 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. Read v% figures vertically (up) then horizontally.

h% - Horizontal Percentage: This is the percentage of the row Group who also belong to the column Group. Read h% figures horizontally then vertically (up).

ix - The index is used to indicate the degree to which the people in each column Group confirm or differ from the general population (the Total column) for each of the row characteristic (i.e for each of the items in the rows, Index: a propensity measure, indexes indicate whether something is more or less likely than average. 100 is average, 110 = 10% more.

Z% (Z percent -or Layer percentage). This is the % of people belonging to both the row and column Groups.
Explanations of each data component within tables.

**UC:** actual number of people interviewed is **11,696.** This represents the total projected New Zealand’s 14+ population, which is **wc, 3,535,000.**

**594 respondents** aged 18-24 use a mobile phone. This represents **415,000** (add 3 ooo’s to 415) **New Zealanders** (wc) aged 18-24 years who own or use a mobile phone.

V%: In the total column, **89.1%** of the total population own or use a mobile phone. In 18-24 year column, **92.2%** of 18-24 year olds own or use a mobile phone.

H%: In the total column **100%** represents all people who own or use a mobile phone. In the 18-24 year olds, **13.2%** of those who own or use a mobile phone are aged 18-24 years old.

**Calculation:**

- **V%** is calculated by taking the weighted count in the column and dividing it by the total weighted count in the column.
- **H%** is calculated by taking the weighted count in the row and dividing it by the total weighted count.
- **ix** is the index. Indicates propensity. Something more likely or less likely to happen. Calculated by dividing the **v %** in the column divided by **V%** in the total column.

Online tutorials on Creating Tables & Reading Data go to the Marketing & Advertising Subject Guide [http://aut.ac.nz.libguides.com/marketing_advertising](http://aut.ac.nz.libguides.com/marketing_advertising)
**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 APA 6th Style:**
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 is available from the APA referencing Style Guide under Tables & Figures.

AUT Library Website >> Referencing & EndNote >> APA Referencing >> Tables & Figures

[https://library.aut.ac.nz/](https://library.aut.ac.nz/)

*Please talk to your lecturer if you have any other queries about Referencing for your Assignment*

Check the library’s Marketing & Advertising Subject Guide for any updates on Roy Morgan Research Workshops and Online Tutorials using the link below.

[http://aut.ac.nz.libguides.com/marketing_advertising](http://aut.ac.nz.libguides.com/marketing_advertising)