Roy Morgan Research

SINGLE SOURCE UPDATE
SEPTEMBER 2013

This Single Source Update is a summary of changes to your Single Source database since the previous release (June 2013).

In this edition -

Now in ASTEROID
- › ASTEROID version 5.14 is here and ready for download!
- › Time Period data
- › Time Period functionality
- › New 'Find' Enhancement
- › Charting updates

Helix Personas

Data Updates & Changes
- › **Business Decisions**
- › Print
- › Outdoor Advertising
- › Internet
- › Online Shopping

ASTEROID Tips & Tricks
- › Cloning Definitions

TV Program Changes

> **Roy Morgan Research will be closed for the holidays from 23rd December and we'll be back on the 6th of January to kick off 2014.**
>
> **The agency team wishes you a very Merry Christmas and a very Happy New Year!**

Discover your edge

Roy Morgan
Research

NOW IN ASTEROID

## ASTEROID version 5.14 is here and ready for download!

Our ongoing development of ASTEROID aims to improve your user experience with new features helping you to manoeuvre easily around your database and to produce the best possible output . The latest version contains enhancements to MediaPLANNER, the Data Dictionary, Find functionality, multi-year analysis and Charts.

Please note because of the many updates, **ASTEROID software version 5.14 must be installed to use any September 2013 Media database**. The software is available with your database download (contained as one of the two available zip files on the FTP site) or from the Roy Morgan Research website- http://www.roymorgan.com.au/products/asteroid/download.

Always a good time for Time Periods

Your September 2013 database includes Time Periods variables.

Depending on your subscription level, this will include months, discrete quarters, rolling quarters, discrete 6 months, rolling 6 months, years and rolling years. These variables enable you to look more deeply at consumer behaviour and product consumption trends, as well as seasonality, explore the impact of marketing and advertising campaigns, plus conduct more detailed analysis of media consumption.


Example 1: Masterchef

Especially Choose to Watch Masterchef

Discover your edge

Roy Morgan
Research
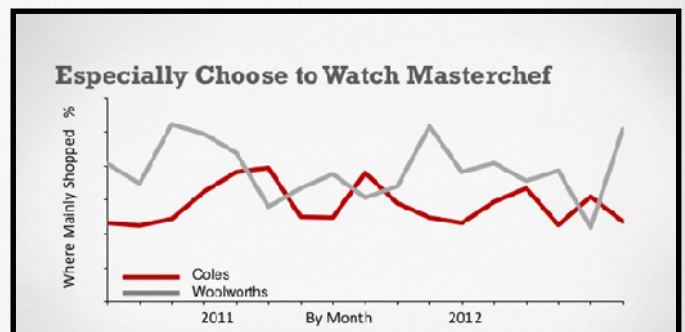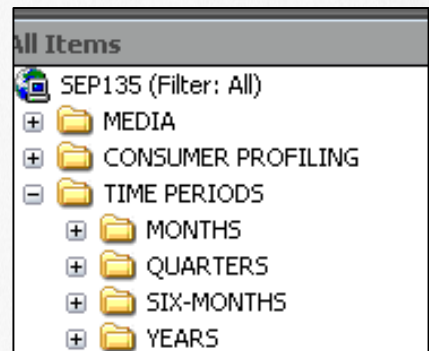
NOW IN ASTEROID

## Being flexible with time -- Default Time Period analysis in multi-year database

From the SEP13 database release onwards, cumulative (multi-year) databases are designed to easily facilitate analysis using the latest 12 month data while also providing the option to investigate multi-year datasets (for example evaluating trends over multiple years).

In these databases, ASTEROID tasks (including tasks in Tabulation, Profiler, AID and Cluster Analysis) now have a pull-down menu at the top of the "Selection" tab in the default position. Alternatively the menu restricts (i.e. filters) the data in the task to the latest 12 months you can remove this restriction to allow analysis of data for any portion of the entire period covered by the database.
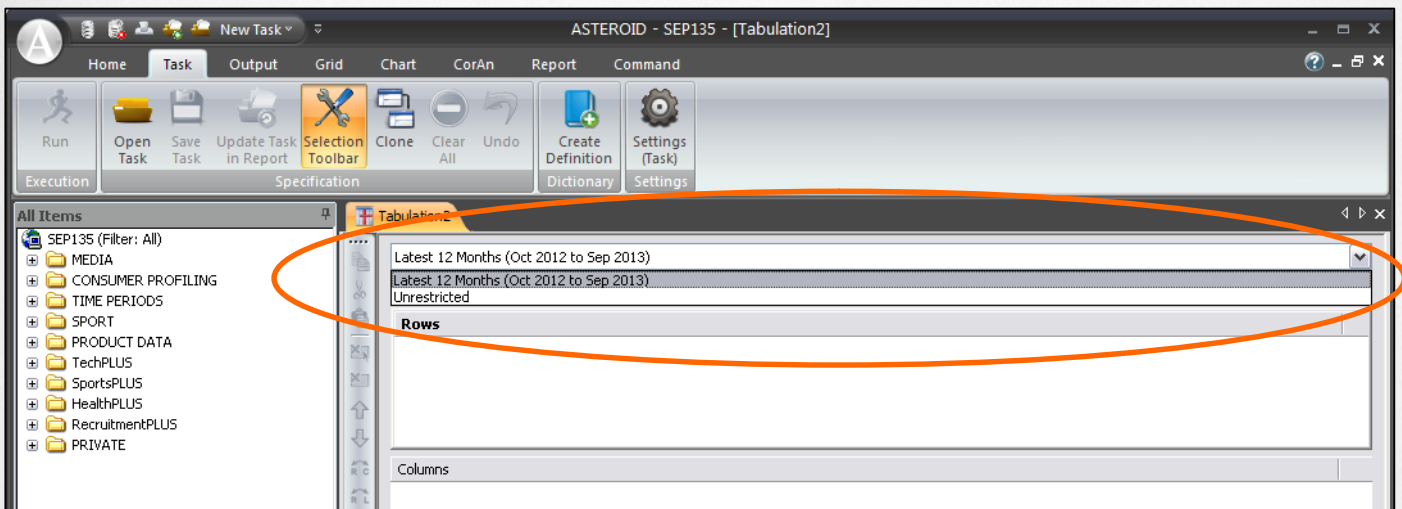
Time Periods and TV Programs

Because the TV program viewing data as a 12 month average should only be used, in multi-year databases we have restricted the use of Time Periods and TV Programs in *any task.* If put together to be analysed, you will receive a warning message.


Discover your edge

Roy Morgan
Research
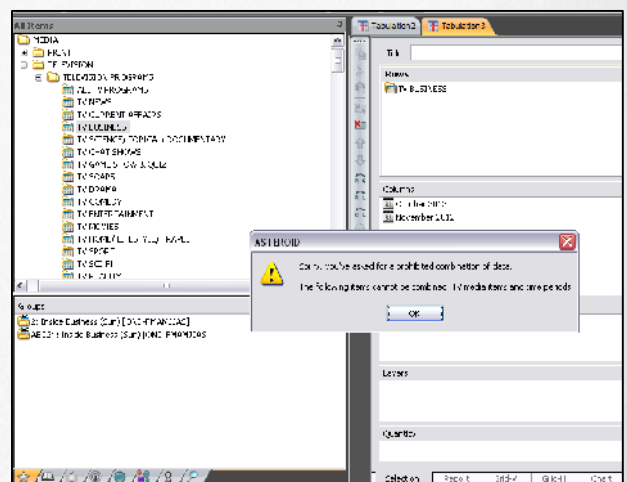
NOW IN ASTEROID

Ability to run MediaPLANNER Schedules in Multi-year databases

By convention MediaPLANNER and related tasks such as Optimiser and the Media Reach Index have been designed to work with the latest 12 months worth of data. For this reason, all Media tasks in the new cumulative (multi-year) databases will be automatically filtered to the "Latest 12 Months" and it will not be possible to remove this filter from the following task types:
•MediaPLANNER
•Optimiser
•Media Reach Index (aka MRI)
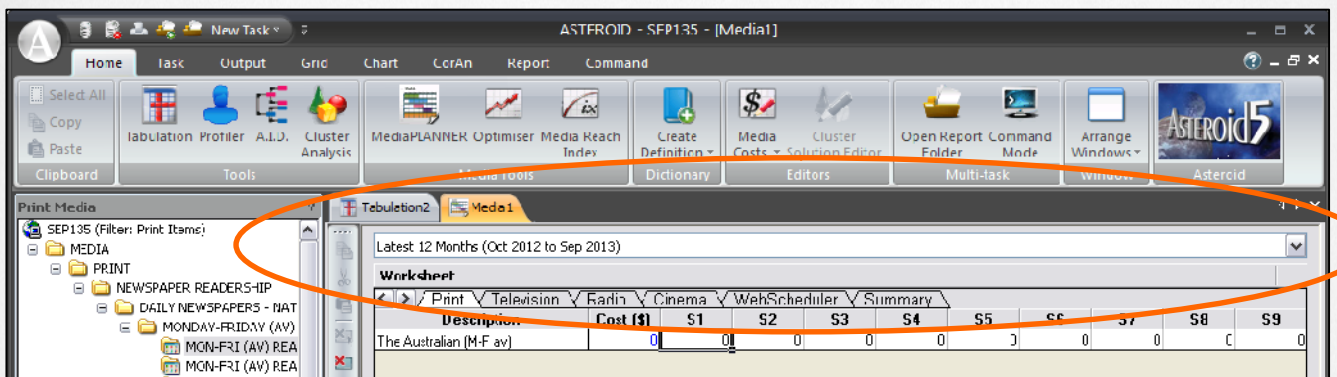
Please note that while it will still be possible to input Time Period groups in the selection fields of media tasks (for example, in the Target Audience or Filter fields), it will not be possible to run a media task in such cases. Attempting to run such a task will produce the following message:
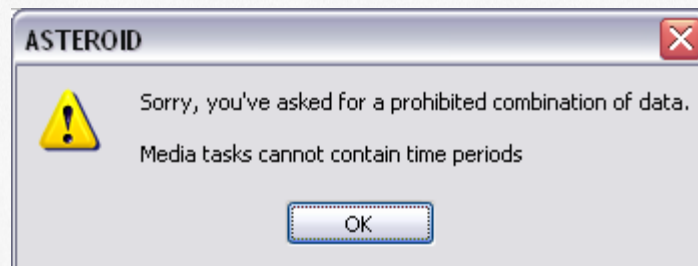
NOW IN ASTEROID

## Found it – improved 'Find' functionality

As a result of user feedback, we have revised how the Find function works in ASTEROID, making it faster and more user-friendly. The list of data elements that meet the criteria now automatically load and change as you type the search string. By default, the Find Function will search all folder, variable, entity and group labels from the your full dictionary.
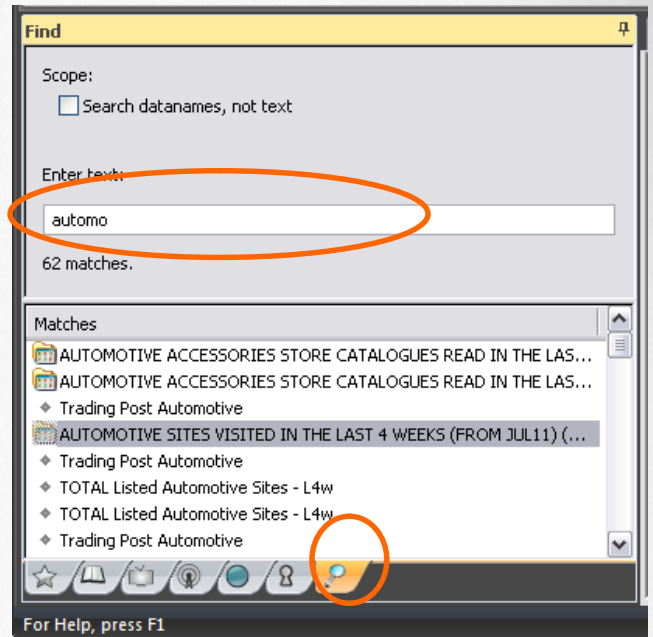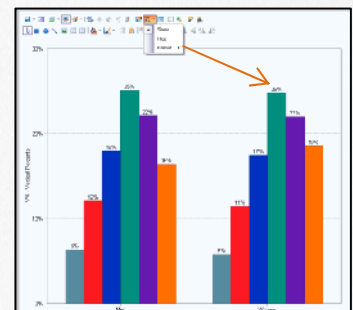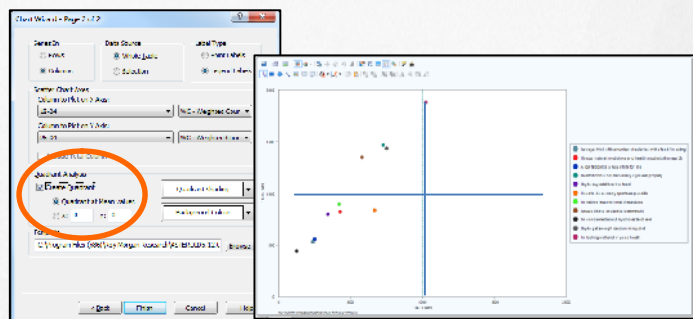

Charting improvements

Additions:

›You can now select multiple series from your cross tabulation and chart them by ticking the respective boxes within the 'Content Series' in the Chart ribbon menu
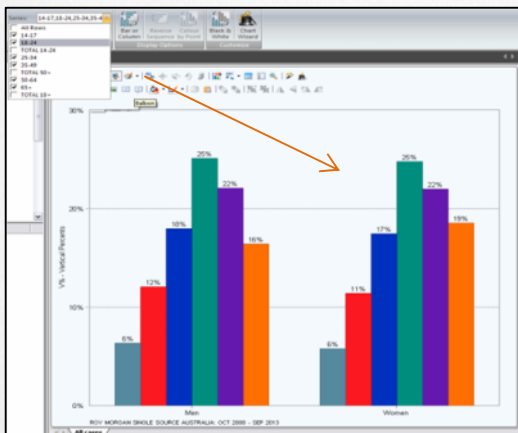
› Add and format your series labels with 'Format Point labels' in the Chart toolbar

› For scatter plots, you can now apply and adjust quadrant axes in Chart Wizard

Helix Personas

Helix Personas is an exciting new product designed to provide in-depth profiling of Australian consumers across a variety of attributes. The attributes used in creating Helix Personas have been selected as the best psychographic and behavioural segmentation of consumers.

Helix Personas is a classification of Australian consumer types and the communities in which they live. It provides a multi-dimensional view of current or potential customers that reaches far beyond a geo-demographic framework to incorporate attitudes, values and behavioural aspects enabling psychographic modelling on a grand scale.

There are seven Helix Communities which consists of 56 mutually exclusive Personas developed using rich psychographic and behavioural information from the Roy Morgan Single Source survey.

Helix Personas expands the power of Single Source by integrating your customer data with each persona. For more detailed information about Helix including Persona profiles go to http://www.helixpersonas.com.au/.

100 Leading Lifestyles	200 Metrotechs	300 Today's Families	400 Aussie Achievers	500 Getting By	600 Golden Years	700 Battlers
High income families, typically own their own home in the inner suburbs.	Well educated, high income, young singles, social, inner city professionals, typically renting apartments and flats.	Young families in the outer suburbs. Full time workers earning above average income.	Young, educated, outer suburb households, working full time to pay off their expensive separate house.	Young parents or older families with children still at home, outer suburbs, bargain hunters.	Older married household/retirees who are family proud. Confident as they have paid off their suburban/rural home.	Families/couples living in cities/towns earning low income from their skilled jobs, secondary school education.
View Personas	View Personas	View Personas	View Personas	View Personas	View Personas	View Personas

*Discover your edge*

Roy Morgan
Research

DATA UPDATES & CHANGES

Business Decisions

Earlier this year we extensively revised our Business Decisions questions to make them more comprehensive with regard to both the business decision categories and the value of the business decisions made. Because of these advances there are significant changes to the data provided by these questions.

As a result, in your September 2013 database you will find two folders containing Business Decisions variables. The new folder is labelled 'Business Decisions (From Apr 13)', and the old labelled 'Business Decisions (Until Mar13)'.

```
☐ 📁 BUSINESS DECISIONS
    ⊞ 📁 BUSINESS DECISIONS (FROM APR13)
    ⊞ 📁 BUSINESS DECISIONS (UNTIL MAR13)
```
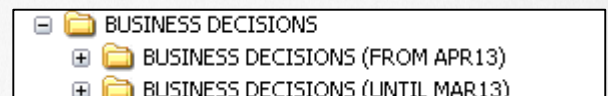
The main features of the new Business Decisions information are:

›Revision of previous business decision categories plus inclusion of new categories

›The 'value of the business decision' variables include a new group for decisions valued between $0-$1,999

›A new entity is included for the group 'Total Made a Business Decision Worth $2,000 or More'. (The 'Total Made a Business Decision' entity, which is still provided now refers to business decisions of any amount)

The **revised** and **new** business decisions groups included in the 'From Apr 13' folder are:

- › Hiring general equipment or other machinery
- › Building Services, Cleaning and Maintenance
- › Office supplies, stationery, furniture or Building fittings
- › Cars or car hire for a business or organisation
- › Machinery or equipment (e.g farm machinery, tractor, hay bakers, etc.)
- › Raw materials used for processing, manufacturing or other uses
- › Computers
- › Training and accreditation (including health and safety training, etc)
- › Travel and Accommodation for a business or organisation

- › Programming, Website Design, App Development or related services
- › Telecommunications services
- › Insurance or Superannuation for a business or organisation
- › TOTAL Bank, insurance or superannuation services
- › Information or Document management or archiving
- › Legal, Accounting or Consulting services
- › Electricity, Gas or Water supplier for a business or organisation
- › Marketing, Market Research, Public Relations or Advertising expenditure
- › R&D
- › Security systems and services

Discover your *edge*

Roy Morgan
Research

DATA UPDATES & CHANGES

Print

Additions
›*Gold Coast Eye* (from Apr13) has been added to Newspaper readership

Deletions
The following have been deleted from the Magazine Readership folder:
›*Madison*
›*UFC Magazine*
›*Foxtel (was Austar)*

Changes to reporting of magazines in multi-year databases
›Cumulative databases will include all previously released titles valid for the survey period. Any title no longer published or measured will be tagged with the appropriate time period label 'until [month/year]'

Outdoor Advertising

› As the result of a questionnaire change, the folder 'Outdoor Advertising' is time-weighted and labelled '(until Jun13)'. Revised and additional Outdoor Advertising metrics will be available in the Dec13 release
› The Outdoor Advertising Media Imperatives will also be labelled '(until Jun13)'.

Online Shopping

› As the result of a questionnaire change, the folder 'Online Shopping' has been revised, from the June 2013 release. It can be analysed as a full year of data.

* Database changes may vary, based on your subscription inclusions

Discover your edge

Roy Morgan
Research

DATA UPDATES & CHANGES

Internet

Internet Activities Addition

For Platinum/Gold subscribers, 'Internet Activities via tablet computer' will be added to the Internet Activities folder to complement the breakdown of activities done 'via Mobile Phone' and 'via computer'.

Website Additions

› The following are now included in the Websites Visitation & Quantities folders:
  › Agoda
  › BBC News
  › BBC homepage (incl. other)
  › BBC homepage (incl. New/other)
  › BigPond Game Now
  › Booking.com
  › Hotels.com
  › Pandora
  › Skype
  › Spotify
  › The Guardian (Australian edition)

Deletions

› The following has been deleted from the Websites Visitation & Quantities folders:
  › Home Beautiful

Changes

› BigPond Sport is now BigPond Sports Fan
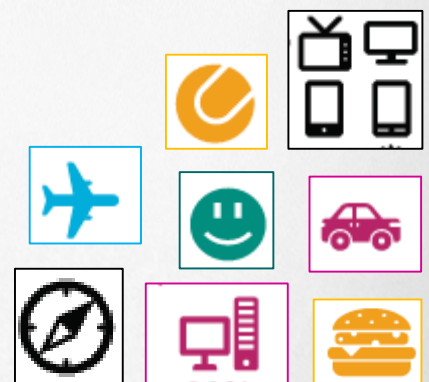
ASTEROID TIPS & TRICKS

Cloning a Private Definition

Ever create a private definition for a perfect profile that captures the best of your audience…then come back the next day and want to use it again BUT with just one more tweak to make it EVEN better? Now ASTEROID makes that dream come true by allowing Cloning of a private definition.

To create a Clone of a current private definition in your database:

1. In the Private Definition folder   (key-hole tab at the bottom of the dictionary), identify the group or variable you would like to clone
2. Right click over the variable, group or entity, and select 'Copy'
3. Right click over the 'Private' folder label and select 'Paste (Clone)' and the variable with definition will appear in the Private Editor selection box
4. Make the required changes to the existing definition (and edit the description to reflect the change from the original) and click OK
5. The new group/entity will appear in your Private Definition folder ready to use just like any other item in the dictionary
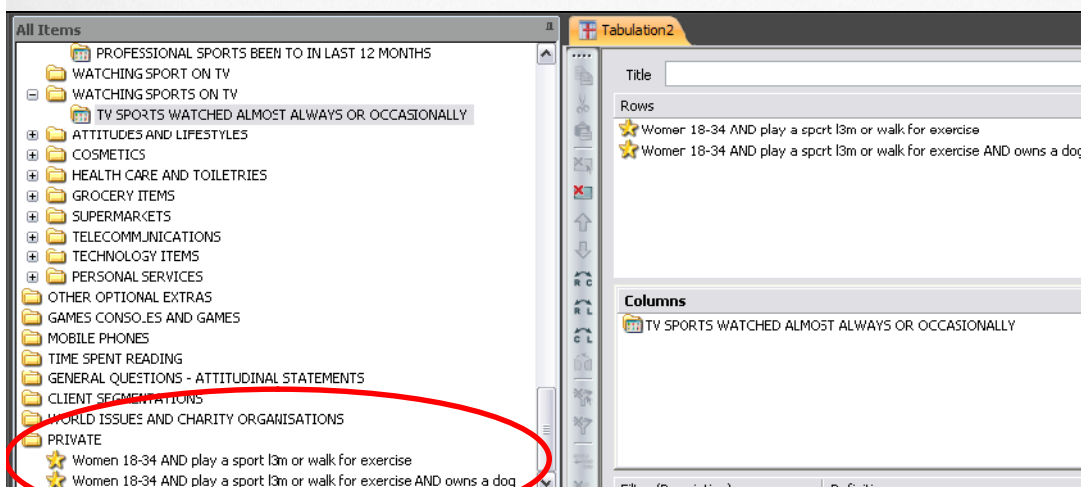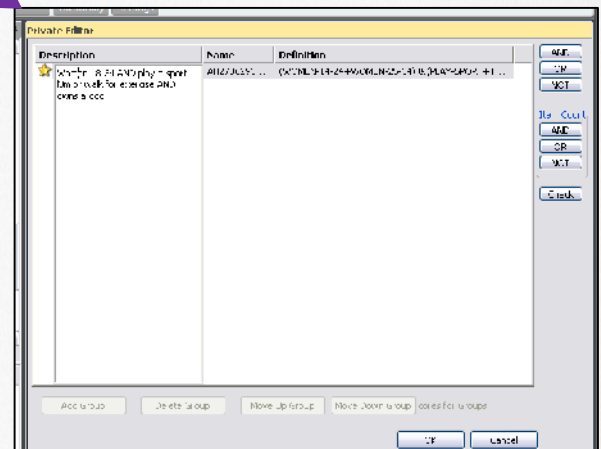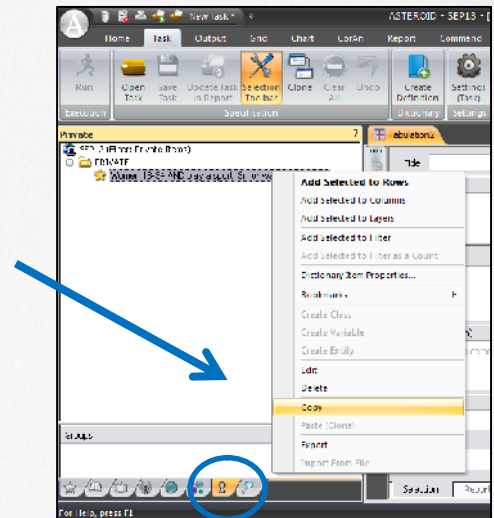
TV PROGRAM CHANGES

ADDED	
11: Torchwood	9: Nine News Now
2: Adam Hills: Last Leg	9: RBT
2: Broadchurch	9: The Bible
2: Country House Rescue	ABC2: Dangerous Drivers' School
2: Father Brown	ABC2: Dirty Laundry Live
2: It's a Date	ABC2: Doctor Who
2: Kingdom	ABC2: Funny As
2: Kitchen Cabinet	ABC2: Louis Theroux Documentary Series
2: Miss Fisher's Murder Mysteries	ABC2: Mock the Week
2: Restoration Man	ABC2: True Story
2: The Hollowmen	ABC24: ABC News (10pm)
2: Time of Our Lives	ABC24: The World This Week
2: Upper Middle Bogan	GEM: AFP: Australian Federal Police
2: Vet School	GEM: Animal Emergency
2: Waking the Dead	GEM: Major Crimes
2: Wednesday Night Fever	GEM: Movie (Midday)
7: Body of Proof	GEM: Person of Interest
7: Formal Wars	GO: Australia's Got Talent
7: Grimm	GO: Come Fly with Me
7: How I Met Your Mother	GO: Mike & Molly
7: Mr Selfridge	ONEHD: An Idiot Abroad
7: Please Marry My Boy	ONEHD: Fast Forward
7: Red Widow	ONEHD: Undercover Boss
7: Scandal	ONEHD: What's Up Down Under
7: Slideshow	ONEHD: Whose Line is it Anyway?
7: Surveillance OZ	SBS: Heston's Feasts
7: The Mole (Night Late)	SBS: Observer Effect
7MATE: How I Met Your Mother	SBS: Story of Science
7MATE: Megastructures	SBS: The Killing
7MATE: Zoom TV	SBS: Vikings
7TWO: Best House on the Street	SBS2: If You Are The One
7TWO: Borderline	SBS2: Iron Chef
7TWO: Britain's Empty Homes	SBS2: Ninja Warrior
7TWO: Coastwatch	SBS2: Shameless
7TWO: Fantasy Homes by the Sea	SBS2: Skins
7TWO: First World War	SBS2: XY Doc
7TWO: Highway Cops	10: Huey's Kitchen
7TWO: Indian Doctor	10: Ripper Street
9: Amazing 80's	10: The Americans
9: Australia's Got Talent	10: This Week Live
9: Financial Review Sunday	10: Under the Dome
9: Great Australian Bake Off	10: Wanted
9: Hamish & Andy's Gap Year	10: Wonderland

TV PROGRAM CHANGES

DELETED	
11: American Horror Story	9: Major Crimes
11: Family Ties	9: Person of Interest
11: Love Boat	9: The View
11: Masterchef Australia	ABC2: Great Ormond Street
11: Sex and the City	ABC2: River Monsters (Night Early)
11: Snog, Marry, Avoid?	ABC2: Shaun Micallef's MAD AS HELL
11: Star Trek: Voyager	ABC2: Warehouse Comedy Festival
11: Supernatural	ABC24: Planet America (Night Early)
2: Croc College	ABC24: The World This Week
2: Inspector George Gently	GEM: CSI: Miami
2: Last Tango in Halifax	GEM: Hoarding: Buried Alive (Night Early)
2: Miranda	GEM: Jo Frost: Extreme Parental Guidance
2: Rev	GEM: My Strange Addiction
2: Shaun Micallef's MAD AS HELL	GEM: Rizzoli & Isles
2: Silk	GEM: The Mentalist
2: The Paradise	GEM: Zoo Juniors
2: Time Team	GO: Suburgatory
2: Who's Been Sleeping in My House?	GO: Total Wipeout
7: Brynne: My Bedazzled Life	ONEHD: 48 Hours
7: Dr. Oz Show	ONEHD: Python Hunters
7: GCB	SBS: 24 Hours in Emergency
7: House Rules	SBS: Food Safari
7: Mrs Brown's Boys	SBS: Gourmet Farmer
7: Once Upon a Time	SBS: Little Paris Kitchen
7: Private Practice	SBS: Marco Pierre White's Kitchen Wars
7: V8 Xtra	SBS: Salvage Hunters
7MATE: Auction Kings	SBS: Spice Trip
7MATE: Bomb Patrol: Afghanistan	SBS: The Journal
7MATE: Cash Cowboys	SBS2: Dateline
7MATE: Gator Boys	SBS2: Doc Martin France
7MATE: Hollywood Treasure	SBS2: Insight
7MATE: Jail	SBS2: Inspector Rex
7MATE: Operation Repo	SBS2: Lost Worlds
7MATE: Swamp People	SBS2: SOS
7MATE: Turtleman	10: American Idol
7MATE: Warehouse 13	10: Biggest Loser Australia
7TWO: Criminal Minds	10: Hawaii Five-O
7TWO: Dog Squad	10: Jamie's 15 Minute Meals
7TWO: Downsize Me	10: Mr & Mrs Murder
9: Big Brother: Confidential	10: Puberty Blues
9: Days of Our Lives	10: What's Up Down Under
9: Discover Downunder	