ASTEROID

Profiler Module
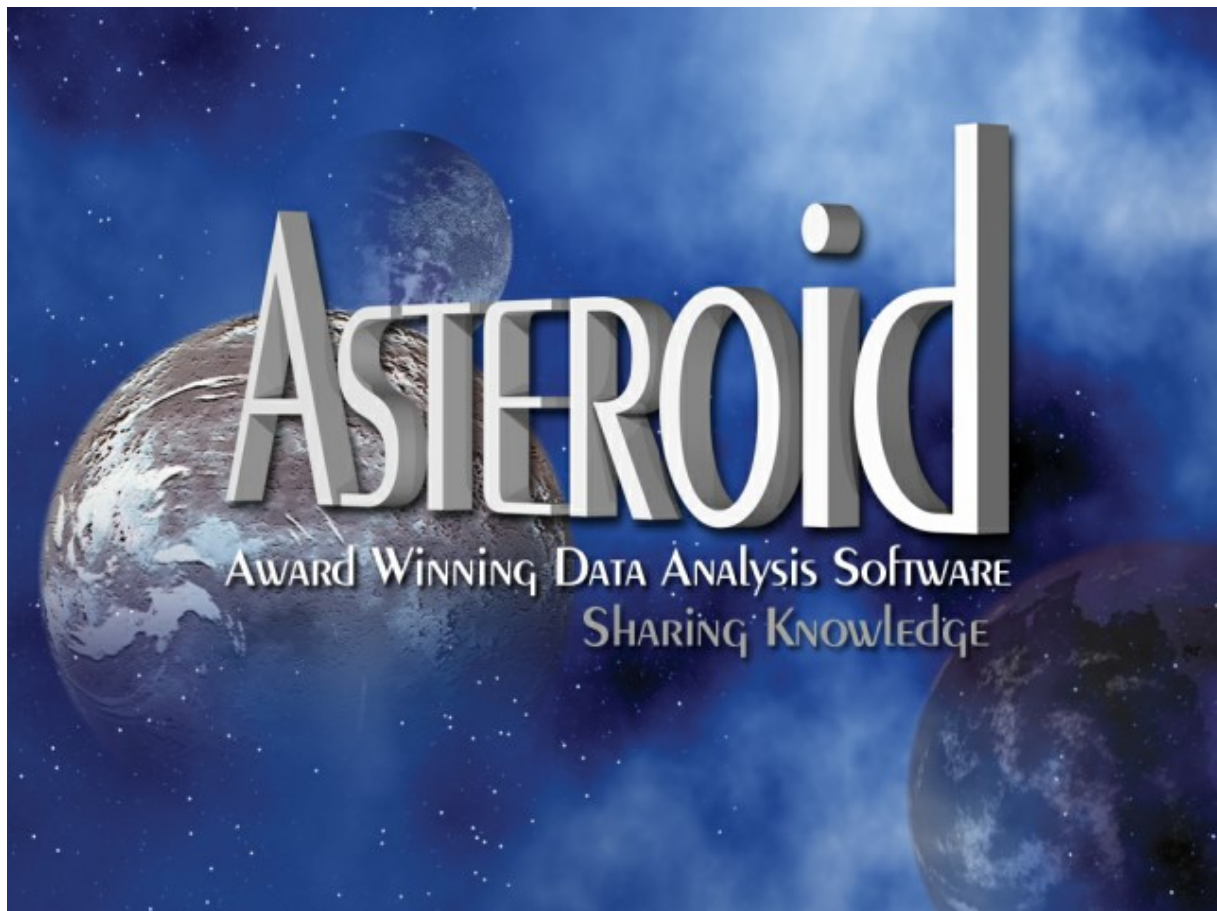
ASTEROID Support:

Telephone   +61 3 9223 2428

Email   asteroid.support@roymorgan.com

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Course Objectives

At the end of this session you will be able to understand and confidently create:

- Consumer Profiles using both product and media data.

Implied Knowledge

This course assumes that you will have completed the Introductory course and have a good working knowledge of:

- Tabulate
- Navigating ASTEROID

Also available:

Introduction to ASTEROID
This is the first of the four modules in the ASTEROID training series. It is intended both as a step by step guide for new users, and a way current users can refresh, update and expand their skills.

Media Analysis
MediaPLANNER creates and compares media schedules, combining print, website and TV advertising.

Statistical Analysis
This module covers a range of statistical tools in ASTEROID including:
- AID
- Quantities
- Significance Testing
- Cluster Analysis

Software Reference Manual

The Software Reference Manual forms the online help available through ASTEROID's Help menu and provides more detailed information and technical specifications regarding all aspects of the software.

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Profiler basics

What is Profiler?

Profiler allows you to find out more about a particular group of people, both through the exploration of characteristics and by comparison to other groups.

Within Profiler you can select the people you're interested in (the Target Group), choose which characteristics/behaviours you want to explore (Candidate Variables) and then compare your Target Group to the larger group they belong to[1] (the Context Group). You can also select a second group of people from within the Context Group (a Reference Group) and see how they compare to your Target Group.

Why do we use Profiler?

In ASTEROID, we can explore our Target Group through Tabulate which provides us with the ability to look at what percentage of our Target Group purchase/intend to purchase particular products, agree with certain attitude statements or earn a certain income and, through the index we can gauge how they compare to the population covered by the database.

Profiler provides the information in a more concise way: ranking the output on index so you can easily see which 'behaviour' is a prominent feature of your Target Group and removing the unweighted counts and horizontal percentages. Profiler goes further by allowing comparison to a Reference Group.

When should we use Profiler?

The information Profiler provides helps to identify the characteristics that make the Target Group stand out from the Context Group (and/or Reference Group), allowing you to identify marketing opportunities and gain a better understanding of your Target Group.


[1] E.g. the rest of the population.

Understanding Profiler

Each profile produced in Profiler will have either 3 or 4 components:
- A Context Group – the population the Target and Reference groups are drawn from.
- A Target Group – the group of people we are interested in.
- A Reference Group (Optional) – a group of people to compare our Target Group to.
- Candidate Variables – the characteristics we want to investigate.

In the diagram (right) you can see the three groups represented graphically.
- Here the Context Group is the larger circle representing the population to which the Target and Reference groups belong.
- The white circle represents the Target Group – the people we are interested in learning more about.
- The blue circle represents the Reference Group – who we can use for comparision to theTarget Group.
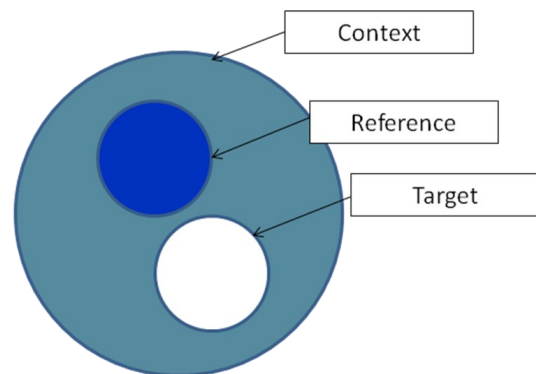
    Note: In this case the Target and Reference Groups are separate, but the two groups can overlap, indicating that some people belong to both groups.

When you specify a particular Context Group (e.g. Men) this will be included automatically in the Target and Reference Group profiles (although it will not be displayed within the Profiler task).

We always define a Target Group when we use Profiler but we don't necessarily define a Context or Reference Group. However, whereas the Reference Group is entirely optional, the Context Group is always present; even if you do not include a more specific definition, it will default to the entire population covered by the database.

The final component – the Candidate Variables – can be any combination of variables or groups from within the database. These variables specify the things we want to find out about for our Target group (and Reference Group, if included). For example, are they more likely to be married, have children, rent or own their home, and to which Socio-Economic Quintile are they more likely to belong?

Understanding the Output

This is an example of a Profile task, displaying three rows of output data.

In the top left of the screen it shows what the Profiler task 'consists of': the Candidates variable; the definition of the Context, Target and Reference Groups; and what it is ranked on.

The output data consists of three figures per row: weighted count; vertical % and Indexes.

Candidates   MAJOR DEMOGRAPHICS
Context group: All cases
Target group: Good Taste
Reference group: Better Homes and Gardens
Ranked on: Index (Target/Context)

Ranked on Target Index

These columns are only present if a Reference Group has been defined.

	CONTEXT '000	CONTEXT %	TARGET '000	TARGET %	INDEX Tgt/Con	REFEREN CE '000	REFEREN CE %	INDEX Ref/Con	INDEX Tgt/Ref
(unweighted)	51699		1732			5262			
(POPN '000)	17653		597			1749			
Women	8940	50.6%	478	80.0%	158	1264	72.3%	143	111
Tasmania	411	2.3%	21	3.5%	152	44	2.5%	108	141
Sales (Resp. Occ A.W.)	554	3.1%	28	4.8%	152	55	3.2%	101	150
Clerk/Typist (Resp. Occ A.W.)	1466	8.3%	75	12.5%	151	174	10.0%	120	126

For each Group, there are two columns of figures – the weighted count and the vertical %.

The indexes are read exactly like the indexes in Tabulate.

Weighted Counts (wc)

The Weighted Counts in the Context, Target and Reference columns indicate how many people there are for each of these groups (projected population figures, not actual respondent numbers).

Vertical Percentages (v%)

The Vertical Percentages in the Context %, Target % and Reference % columns indicate what percentage of the Context/Target/Reference group are a particular characteristic.

For the wc and v% we can see on the previous example that there are 478,000 Good Taste readers (Target Group) who are women, and we can see that 80% of Good Taste readers are women.

Index

Index values should be read in the same way as on a Table, and allow us to compare the different groups: the Target Group compared with the Context Group; the Reference Group compared with the Context Groups; or the Target Group compared with the Reference Group.

The data on the Profile can be read in various ways, depending on the option you choose for **ranking.** You may decide to rank (in descending order) the weighted count data or the index data. Then, depending on which of the various weighted counts or indexes you decide to rank on, you can focus on different groups or aspects of the data.

The Profile displayed in the previous example has been ranked on the index values comparing the Target and Context groups. The top value in this column is 158, and because Indexes are read in the same way as in Tabulations, we can read this as 'Good Taste readers are 58% more likely than the Context group (the general population) to be Women'.

Settings

You specify how you want to rank the data, or set minimum thresholds, within the Settings (Task) dialog box. The options for this are described on pages 6 to 8.

Both the Settings (Task) and Settings (Show Numbers) dialog boxes allow you to amend settings within the Profile. As well as the data options (e.g. Indexing) you can specify other display options such as decimal places or gridlines. Note that Weighted Counts, Percents and Index are displayed by default and users cannot switch these options off. Chart options can also be changed via Settings (Task).

Consumer Profiling – Creating a Profile

To create a Profiler task, click on the Profiler button in the Tools group of the Home ribbon bar:

This will display a blank Profile task area:

Follow these steps to create the required profile:

Step One: Decide what you want your **Context Group** to be and place it in **Context**
Step Two: Define your **Target Group**: develop the relevant 'filter' in **Target**
Step Three: Decide if you want to define a **Reference Group**: if so, develop the relevant 'filter' in **Reference**
Step Four: Select your **Candidates** Variables/Groups and place it/them in **Candidates**
Step Five: Choose what to rank on via **Profiler Settings** (see next page)
Step Six: Click on the **Run Profile** button

Running Profiler

After completing the Profiler task selections, running the Profiler task to generate your analysis is a matter of simply clicking the 'Run' button found on the Task ribbon.

You will also find the Settings (Task) control on the Task bar. This control will allow you to adjust various properties and conditions used by the Profiler.

Profiler Settings

In addition to defining the Groups and Candidates required, it is necessary to specify how the Profiler task should be displayed. When you are working on a Profile task, go to the Settings (Task) control button found on the Task ribbon, and the Profiler options are displayed:
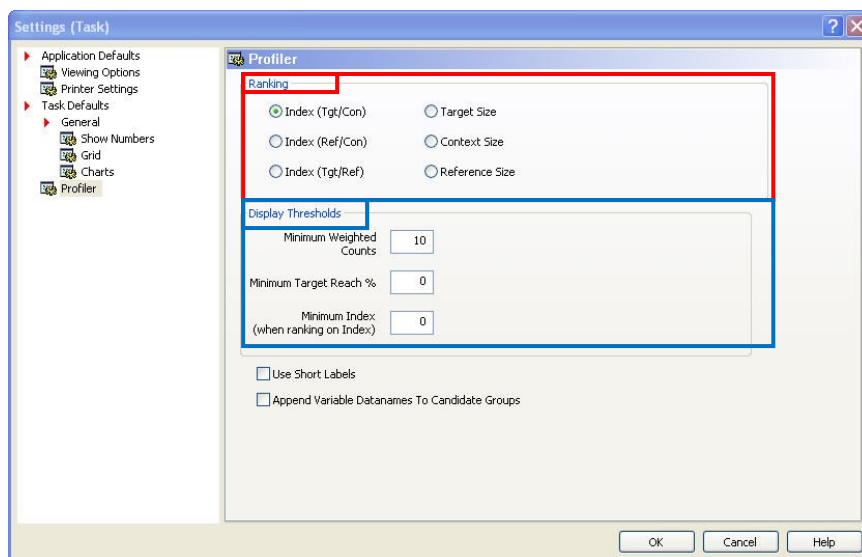
By default the Profile will be ranked on Index (Tgt/Con), however you may wish to change how the data is ranked. The following pages explain the different settings and how to read the data for each of the settings.

Section One - Ranking

There are two types of ranking that can be applied in Profiler: ranking on Index and ranking on group size. Using the previous example, we could read the data with various points of focus.

Candidates: MAJOR DEMOGRAPHICS
Context group: All cases
Target group: Good Taste
Reference group: Better Homes and Gardens
Ranked on: Index (Target/Context)

	CONTEXT '000	CONTEXT %	TARGET '000	TARGET %	INDEX Tgt/Con	REFERENCE '000	REFERENCE %	INDEX Ref/Con	INDEX Tgt/Ref
(unweighted)	51699		1732			5262			
(POPN '000)	17653		597			1749			
Women	8940	50.6%	478	80.0%	158	1264	72.3%	143	111
Tasmania	411	2.3%	21	3.5%	152	44	2.5%	108	141
Sales (Resp. Occ A.W.)	554	3.1%	28	4.8%	152	55	3.2%	101	150
Clerk/Typist (Resp. Occ A.W.)	1466	8.3%	75	12.5%	151	174	10.0%	120	126

From the list of characteristics given in this profile, we can read the data in different ways:

Index (Tgt/Con): This will rank the index values in descending order. This option looks at the likelihood of something within the Target Group compared to the Context Group.
E.g. "Good Taste readers are 58% more likely than the general population to be women."

Index (Ref/Con): This will rank the index values in descending order. This option looks at the likelihood of something within the Reference Group compared to the Context Group.
E.g. "Better Homes and Gardens readers are 43% more likely than the general population to be women."

Index (Tgt/Ref): This will rank the index values in descending order. This option looks at the likelihood of something within the Target Group compared to the Reference Group.
E.g. "Good Taste readers are 50% more likely than Better Homes and Gardens readers to work in Sales."

Target Size: Ranking on Target Size will display the number of people in the Target group per characteristic. Therefore you can ascertain what is/are the predominant characteristic/s within the Target Group.

E.g. "The predominant characteristic of Good Taste readers is that they are women" (478,000)

Context Size: Ranking on Context Size will display the number of people in the Context group per characteristic. Therefore you can ascertain what is/are the predominant characteristic/s within the Context Group.

E.g. "The predominant characteristics for the general population are 'women' followed by 'Clerk/Typist'." (Women: 8,940,000 and Clerk Typist: 1,466,000)

Reference Size: Ranking on Reference Size will display the number of people in the Reference group per characteristic. Therefore you can ascertain what is/are the predominant characteristic/s within the Reference Group.

E.g. "The predominant characteristic of Better Homes and Gardens readers is that they are women" (1,264,000)

Section Two - Display Thresholds
Minimum Weighted Counts:

This will only display a row item if the weighted count is over a number specified here. Note that this is based on the weight set used in the database. In a Single Source database it would always be in thousands. Therefore, if the number specified is 30, this would indicate a Weighted Count of 30,000.

Minimum Target Reach %:

Used when the Candidate variables are media items. This will only display a row item if the Target Reach % is over a number specified here, e.g. if you specify 30% it would not display any media item that reaches less than 30% of the target.

Minimum Index (when ranking on Index):

If you are ranking on an index, this will only display a row item if the index value is over a number specified here.

Use Short Labels:

If you tick this option, the table will display short names (Datanames) of variable groups, rather than the full names (Descriptions). For example: 'AB' instead of 'AB Quintile', 'MidHouse' instead of 'Mid-Life Household'.

Append Variable Datanames to Candidate Groups:

If you tick this option, the table will append the Dataname of the variable each of the Candidate groups belongs to. For example: 'AB Quintile [majordemo]' indicating the 'AB Quintile' group within the 'Major Demographics' variable. Note, this is only useful where more than one variable is selected.

Examples – Comparing Groups

To demonstrate the ranking options, in the following examples we are looking at Who magazine readers and comparing them with NW magazine readers. Note that in these three examples we will only include the first 10 rows of each profile run.

Compare Target Group to Context Group

If you want to determine which characteristic/s make your Target Group stand out from your Context Group then you rank on the Tgt/Con index. If we run the profile ranked on this index then we see that Who readers are 132% more likely than our Context Group to work in Sales.

```
ROY MORGAN TRAINING DATABASE - SEP 2009
PROFILER
Candidates          MAJOR DEMOGRAPHICS
Context group: All cases
Target group: Who
Reference group: NW
Ranked on: Index (Target/Context)
```

	CONTEXT '000	CONTEXT %	TARGET '000	TARGET %	INDEX Tgt/Con	REFEREN CE '000	REFEREN CE %	INDEX Ref/Con	INDEX Tgt/Ref
(unweighted)	51699		1592			850			
(POPN '000)	17653		619			341			
Sales (Resp. Occ A.W.)	554	3.1%	45	7.3%	232	25	7.2%	231	101
White Collar Workers (Resp. Occ A.W.)	3173	18.0%	180	29.0%	162	108	31.8%	177	91
Clerk/Typist (Resp. Occ A.W.)	1466	8.3%	78	12.7%	153	57	16.8%	203	75
Women	8940	50.6%	460	74.4%	147	275	80.6%	159	92
Semi-Professional (Resp. Occ A.W.)	1153	6.5%	56	9.1%	139	26	7.7%	119	117
Employed Part Time	3469	19.7%	168	27.2%	138	98	28.7%	146	95
Aged 25-34	3007	17.0%	144	23.3%	137	103	30.2%	177	77
Managers (Resp. Occ A.W.)	2470	14.0%	118	19.0%	136	71	20.8%	149	91
Parents with Children 3-5 Years	1565	8.9%	74	12.0%	135	41	12.2%	137	98
Aged 14-24	3186	18.0%	151	24.4%	135	104	30.6%	170	80

One thing to think about when comparing the Target and Reference groups is how actionable the information is. As 'Sales' is only a small part of the population, even if they are more likely to have read Who, there are fewer people overall. The Profile shows us that the Candidate group of 'Sales' makes up only 7.3% of the Target population. Therefore, although the Index for Tgt/Con for 'Sales' is so high (232), we should consider how actionable this information is.

A more valuable finding is that 'Who readers are 62% more likely than the general population to be White Collar Workers'. As well as this target group having a high index value, the Candidate makes up 29% of this Target Group.

Compare Target Group to Reference Group

If you want to look at which characteristic/s make your Target Group stand out from your Reference Group, then you rank on the Tgt/Ref index. Run our example again with this ranking and you will see that Who Weekly readers are 71% more likely than NW readers to be over 50 years of age.

```
ROY MORGAN TRAINING DATABASE - SEP 2009
PROFILER
Candidates              MAJOR DEMOGRAPHICS
Context group: All cases
Target group: Who
Reference group: NW
Ranked on: Index (Target/Reference)
```

	CONTEXT '000	CONTEXT %	TARGET '000	TARGET %	INDEX Tgt/Con	REFEREN CE '000	REFEREN CE %	INDEX Ref/Con	INDEX Tgt/Ref
(unweighted)	51699		1592			850			
(POPN '000)	17653		619			341			
Older Household	3081	17.5%	38	6.1%	35	10	2.9%	17	207
Aged 50+	6797	38.5%	126	20.3%	53	40	11.8%	31	171
Men	8713	49.4%	158	25.6%	52	66	19.4%	39	132
$10000 to $19999 (M.E. Inc.)	2720	15.4%	60	9.7%	63	25	7.4%	48	131
Victoria	4413	25.0%	169	27.3%	109	75	21.9%	88	124
Have Diploma or Degree	5986	33.9%	243	39.3%	116	108	31.7%	93	124
3+ Children (<16) in HH	1378	7.8%	56	9.0%	115	25	7.3%	93	124
AB Quintile	3531	20.0%	154	24.9%	124	69	20.3%	101	123
Skilled Workers (Resp. Occ A.W.)	1245	7.1%	30	4.8%	68	13	4.0%	56	121

As with the previous example, it is important to consider weighted counts (or percentages) when reading the Index values. From this profile we can see that Who Weekly readers are 71% more likely than NW readers to be over 50 years of age. This finding is particularly valuable because the percentage of Men in the Target Group is quite large, at 20.3%.

Conversely, if you look at Skilled Workers you see that although Who Weekly readers are 21% more likely to be in this category than NW readers, only 4.8% of Who Weekly readers work in this occupational group.

Compare Reference Group to Context Group

While the Reference Group is usually included as a comparison to the Target Group, Profiler also allows you to compare the Reference Group directly with the Context Group to see which characteristic/s make it stand out. Running the example again, this time ranked on Ref/Con index we will see what makes our NW readers stand out from the rest of the population 14+.

Looking at the output below you will see that NW readers are around 1⅓ times more likely to work in Sales than the Context Group.

```
ROY MORGAN TRAINING DATABASE - SEP 2009
PROFILER
Candidates           MAJOR DEMOGRAPHICS
Context group: All cases
Target group: Who
Reference group: NW
Ranked on: Index (Ref./Context)
```

	CONTEXT '000	CONTEXT %	TARGET '000	TARGET %	INDEX Tgt/Con	REFEREN CE '000	REFEREN CE %	INDEX Ref/Con	INDEX Tgt/Ref
(unweighted)	51699		1592			850			
(POPN '000)	17653		619			341			
Sales (Resp. Occ A.W.)	554	3.1%	45	7.3%	232	25	7.2%	231	101
Clerk/Typist (Resp. Occ A.W.)	1466	8.3%	78	12.7%	153	57	16.8%	203	75
Young Couples Household	1330	7.5%	62	10.1%	134	51	14.9%	198	68
Aged 25-34	3007	17.0%	144	23.3%	137	103	30.2%	177	77
White Collar Workers (Resp. Occ A.W.)	3173	18.0%	180	29.0%	162	108	31.8%	177	91
Aged 14-24	3186	18.0%	151	24.4%	135	104	30.6%	170	80
Women	8940	50.6%	460	74.4%	147	275	80.6%	159	92
Parents with Children 0-2 Years	1543	8.7%	73	11.8%	135	47	13.7%	156	86
Managers (Resp. Occ A.W.)	2470	14.0%	118	19.0%	136	71	20.8%	149	91
Employed Part Time	3469	19.7%	168	27.2%	138	98	28.7%	146	95

Revisiting AND, OR & NOT

For the next example we will be using And, Or & Not so here we will quickly revisit their use.

When you use NOT you get people who belong exclusively to one group.
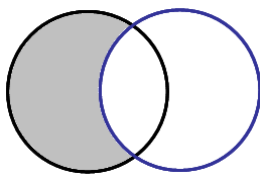
For instance we might be interested in people who read one magazine exclusively and so we would use:

Read NW but *NOT* Who Weekly.

When you use OR you get people who belong to either of the specified groups.

For instance we might be interested in people who read any of the specified magazines regardless of whether they read just one or a combination of titles.
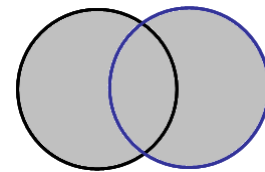
Read NW *OR* Who Weekly

When you use AND you get only people who belong both groups.
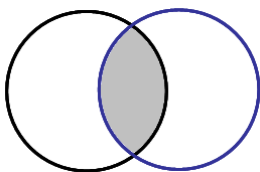
For instance we might want to look at people who read both magazines.

Read NW *AND* Who Weekly

Remember to be careful not to get And & Or mixed up – a common mistake – and remember that you can use the Check button to see the size of each group.

Specifying Criteria

In the previous example we ran a simple Profiler task with basic criteria for the Target and Reference groups and no Context group. To expand on this we will use another example. You may have noticed that in each area of the Profiler Selection window, with the exception of the Candidate Variables, you can use And, Or & Not to combine groups.

In this example we will look at the owners of sporty cars, with an emphasis on men and whether their attitudes to cars differ with age.

1. Context Group
    We will limit our Context Group to men by adding Men (from the Sex variable in Demographics) to the Context Group area.

2. Target Group
    We will use the Target Group to look at 20 – 29 yr olds drivers who own a sporty or performance car by selecting the groups "Coupe, Sports, Two door convertible" Or Ford Performance Vehicle Or Holden Special Vehicle from the variables of "Body style of vehicle now driven" or "Make of Vehicle now Driven" and we will use And to combine it with the age groups.

3. Reference Group
    To look at the 30 – 39 yr old drivers who own a sporty or performance car, we repeat the above selection with the other age groups.

4. Candidate Variables
    Here we can select all the attitudes to cars (Automotive Attitudes – All Agree).

5. Rank on Tgt/Con
    We use this setting to compare the Target group to the Context group.

(Note: if you are repeating this Profiler task in ASTEROID, you may find that your data results differ to those given here because the database version you are using may be different.)

Option One: Ranking on Tgt/Con

ROY MORGAN TRAINING DATABASE - SEP 2009
PROFILER
Candidates   AUTOMOTIVE ATTITUDES - AGREE
Context group: Men
Target group: 20-29 year old Drivers who drive sporty or performance cars
Reference group: 30-39 year old Drivers who drive sporty or performance cars
Ranked on: Index (Target/Context)

	CONTEXT '000	CONTEXT %	TARGET '000	TARGET %	INDEX Tgt/Con	REFEREN CE '000	REFEREN CE %	INDEX Ref/Con	INDEX Tgt/Ref
(unweighted)	25001		172			95			
(POPN '000)	8713		70			39			
I prefer a car that has lots of sex appeal	1319	15.1%	36	51.1%	338	12	30.9%	204	165
I would like a car that handles like a racing car	2373	27.2%	50	71.6%	263	18	46.4%	170	154
I am interested in buying a high performance car	1998	22.9%	40	56.5%	246	11	28.7%	125	197
I will only buy a car that is fun to own	1971	22.6%	31	44.4%	196	19	47.7%	211	93
I regard myself as a bit of a car enthusiast	3289	37.8%	48	68.1%	180	19	48.2%	128	141
Performance and road holding is my number one concern	4696	53.9%	54	76.0%	141	25	62.8%	117	121
I spend a lot of time researching my options before deciding what car to buy	6098	70.0%	59	84.1%	120	30	75.7%	108	111
I don't want a particularly fast car but I would like it to look sporty	2898	33.3%	26	37.1%	112	13	34.0%	102	109
I want a car that has all the extras as standard	6032	69.2%	52	73.9%	107	27	70.0%	101	106
I would seriously consider buying a diesel vehicle	4124	47.3%	35	49.0%	103	23	57.7%	122	85
When I'm making a major purchase I tend to rely on facts and figures rather than gut feel	5379	61.7%	45	63.8%	103	24	62.2%	101	103
After reliability, looks and style are most important to me	4852	55.7%	40	56.4%	101	24	61.1%	110	92
I'm not interested in the mechanics of my car	2626	30.1%	21	29.3%	97	13	32.5%	108	90
If at all possible, I prefer to buy an Australian made car	4062	46.6%	30	42.4%	91	15	39.1%	84	108
I need a car that's suitable for carrying children	3791	43.5%	24	34.4%	91	22	55.7%	131	62

Note that part of the profile output is shown.

Option Two: Ranking on Ref/Con

ROY MORGAN TRAINING DATABASE - SEP 2009
PROFILER
Candidates   AUTOMOTIVE ATTITUDES - AGREE
Context group: Men
Target group: 20-29 year old Drivers who drive sporty or performance cars
Reference group: 30-39 year old Drivers who drive sporty or performance cars
Ranked on: Index (Ref./Context)

	CONTEXT '000	CONTEXT %	TARGET '000	TARGET %	INDEX Tgt/Con	REFEREN CE '000	REFEREN CE %	INDEX Ref/Con	INDEX Tgt/Ref
(unweighted)	25001		172			95			
(POPN '000)	8713		70			39			
I will only buy a car that is fun to own	1971	22.6%	31	44.4%	196	19	47.7%	211	93
I prefer a car that has lots of sex appeal	1319	15.1%	36	51.1%	338	12	30.9%	204	165
I would like a car that handles like a racing car	2373	27.2%	50	71.6%	263	18	46.4%	170	154
I would seriously consider buying a fully electric (plug-in) vehicle (from Apr09)	2885	33.1%	14	20.4%	62	22	55.1%	166	37
I need lots of space and seating flexibility in a vehicle	4375	50.2%	23	32.7%	65	26	66.6%	133	49
I need a car that's suitable for carrying children	3701	42.5%	24	34.4%	81	22	55.7%	131	62
I regard myself as a bit of a car enthusiast	3289	37.8%	48	68.1%	180	19	48.2%	128	141
I would seriously consider buying a hybrid vehicle (petrol and electric)	4478	51.4%	23	33.2%	65	25	64.8%	126	51
I am interested in buying a high performance car	1998	22.9%	40	56.5%	246	11	28.7%	125	197
I would seriously consider buying a diesel vehicle	4124	47.3%	35	49.0%	103	23	57.7%	122	85
I will only buy a car with a proven track record	5945	68.2%	38	54.0%	79	31	79.8%	117	68
Performance and road holding is my number one concern	4696	53.9%	54	76.0%	141	25	62.8%	117	121
I would seriously consider buying an LPG (Gas) vehicle	3945	45.3%	16	23.2%	51	20	52.0%	115	45
After reliability, looks and style are most important to me	4852	55.7%	40	56.4%	101	24	61.1%	110	92

Option Three: Ranking on Tgt/Ref

ROY MORGAN TRAINING DATABASE - SEP 2009
PROFILER
Candidates   AUTOMOTIVE ATTITUDES - AGREE
Context group: Men
Target group: 20-29 year old Drivers who drive sporty or performance cars
Reference group: 30-39 year old Drivers who drive sporty or performance cars
Ranked on: Index (Target/Reference)

	CONTEXT '000	CONTEXT %	TARGET '000	TARGET %	INDEX Tgt/Con	REFEREN CE '000	REFEREN CE %	INDEX Ref/Con	INDEX Tgt/Ref
(unweighted)	25001		172			95			
(POPN '000)	8713		70			39			
I am interested in buying a high performance car	1998	22.9%	40	56.5%	246	11	28.7%	125	197
I prefer a car that has lots of sex appeal	1319	15.1%	36	51.1%	338	12	30.9%	204	165
I would like a car that handles like a racing car	2373	27.2%	50	71.6%	263	18	46.4%	170	154
I regard myself as a bit of a car enthusiast	3289	37.8%	48	68.1%	180	19	48.2%	128	141
Performance and road holding is my number one concern	4696	53.9%	54	76.0%	141	25	62.8%	117	121
I spend a lot of time researching my options before deciding what car to buy	6098	70.0%	59	84.1%	120	30	75.7%	108	111
I don't want a particularly fast car but I would like it to look sporty	2898	33.3%	26	37.1%	112	13	34.0%	102	109
If at all possible, I prefer to buy an Australian made car	4062	46.6%	30	42.4%	91	15	39.1%	84	108
I want a car that has all the extras as standard	6032	69.2%	52	73.9%	107	27	70.0%	101	106
When I'm making a major purchase I tend to rely on facts and figures rather than gut feel	5379	61.7%	45	63.8%	103	24	62.2%	101	103
I regard my car simply as transport from A to B	4924	56.5%	23	32.9%	58	14	35.1%	62	94
I will only buy a car that is fun to own	1971	22.6%	31	44.4%	196	19	47.7%	211	93
After reliability, looks and style are most important to me	4852	55.7%	40	56.4%	101	24	61.1%	110	92
I'm not interested in the mechanics of my car	2626	30.1%	21	29.3%	97	13	32.5%	108	90

Looking at just the top six rows of the three Profiles we can see the following attitudes:

Option 1: Ranking on Tgt/Con (20-29 yr old male sporty car drivers/Men) (Tgt/Con)

I prefer a car that has lots of sex appeal	338
I would like a car that handles like a racing car	263
I am interested in buying a high performance car	246
I will only buy a car that is fun to own	196
I regard myself as a bit of a car enthusiast	180
Performance and road holding is my number one concern	141

Option 2: Ranking on Ref/Con (30-39 yr old male sporty car drivers/Men) (Ref/Con)

I will only buy a car that is fun to own	211
I prefer a car that has lots of sex appeal	204
I would like a car that handles like a racing car	170
I would seriously consider buying a fully electric (plug-in) vehicle (from Apr09)	166
I need lots of space and seating flexibility in a vehicle	133
I need a car that's suitable for carrying children	131

For the younger group, the statement that most strongly differentiates them from the rest of the male population is "I prefer a car that has lots of sex appeal", while for the older group of men it is "I will only buy a car that is fun to own ".

Option 3: Ranking on Tgt/Ref (20-29 yr old male sporty car drivers/30-39 yr old male sporty car drivers) (Tgt/Ref)

I am interested in buying a high performance car	197
I prefer a car that has lots of sex appeal	165
I would like a car that handles like a racing car	154
I regard myself as a bit of a car enthusiast	141
Performance and road holding is my number one concern	121
I spend a lot of time researching my options before deciding what car to buy	111

The statement that differentiates the two age groups from each other is "I am interested in buying a high performance car" with the 20-29 yr old men being 97% more likely to have agreed with the statement and, interestingly, they are 41% more likely than the 30-39yr old men to have agreed with the statement " I regard myself as a bit of a car enthusiast".

Profiler Charting

It is possible to use the Chart feature in ASTEROID for the Profiles you create. When you click on the Chart tab, ASTEROID will automatically produce a scatter chart with the Target % plotted on the X Axis and the Index (Target/Context) plotted on the Y Axis.
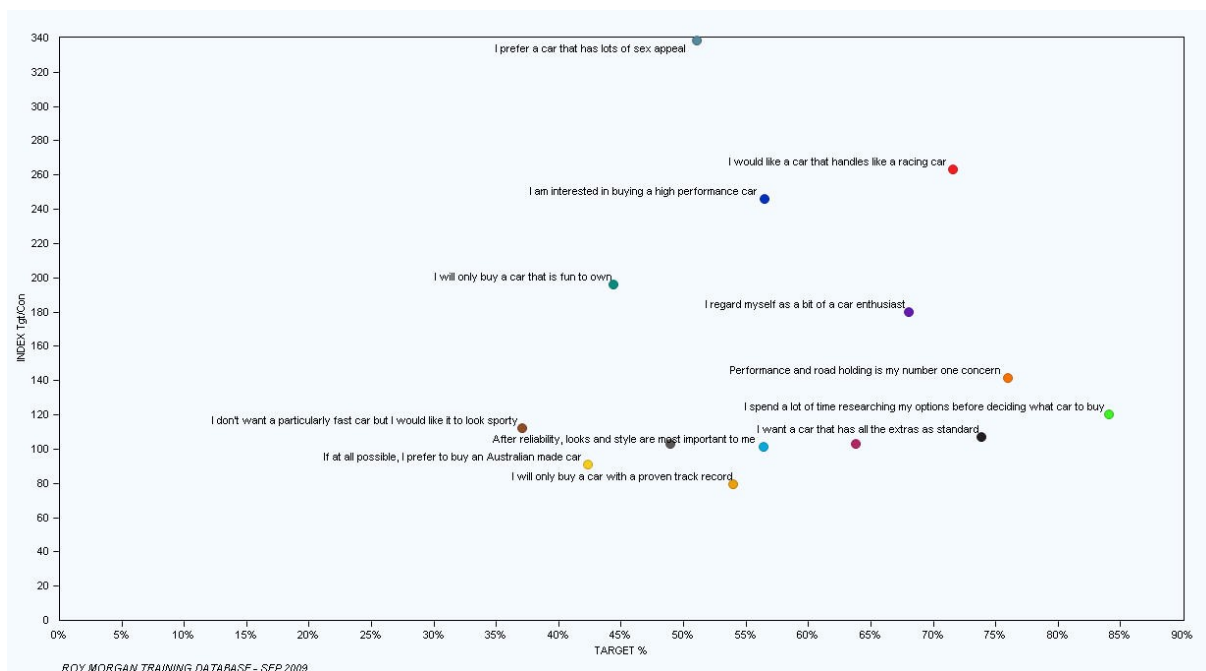
The Profile example shown on page 14 produces this chart: Although a Display threshold of a minimum Index of 75 has been applied to avoid crowding on the page.

The Chart buttons and menus may be used in Profiler charting in the same way as they are for Tabulations charting. For more information on the various options available, please see the 'Introduction to ASTEROID' Training Series manual.

Hot Quadrant

A feature that you may wish to use in Profiler Charting is the 'Hot Quadrant' shading. This visually delineates high-index and high-reach items. You can use the Chart Wizard button to access the wizard and change the setting.

In the Chart Wizard you may specify the hot quadrant area (X and Y – default is zero) and the colour to be used for the shading and/or the background.
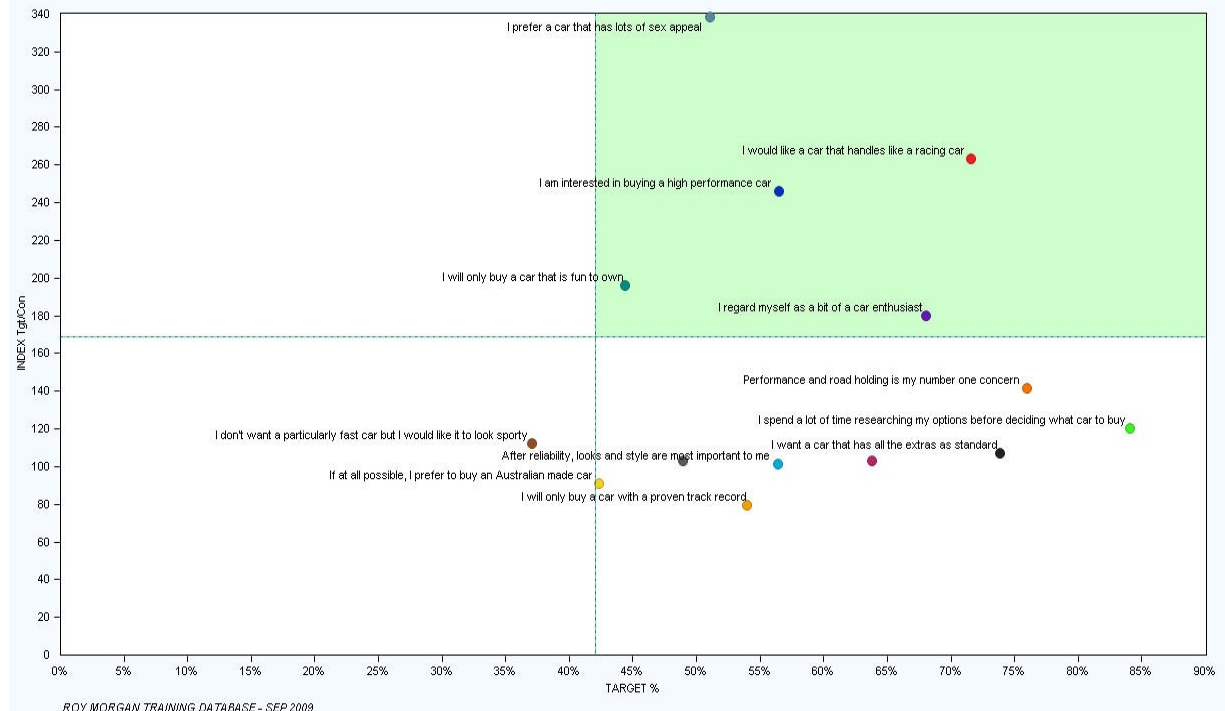
This is the previous chart displayed with the default Hot Quadrant settings, where it displays the chart with four equal quadrants:

By changing the X and Y settings, this will expand or contract the 'hot quadrant' area. As the purpose of the hot quadrant is to identify high reach and high index responses, you can specify X and Y settings to appropriately identify these responses on your chart.

In this example it may be more appropriate to identify those responses with at least 50% of the Target Group and an index value of over 240.

The chart would be displayed like this:

ROY MORGAN TRAINING DATABASE - SEP 2009
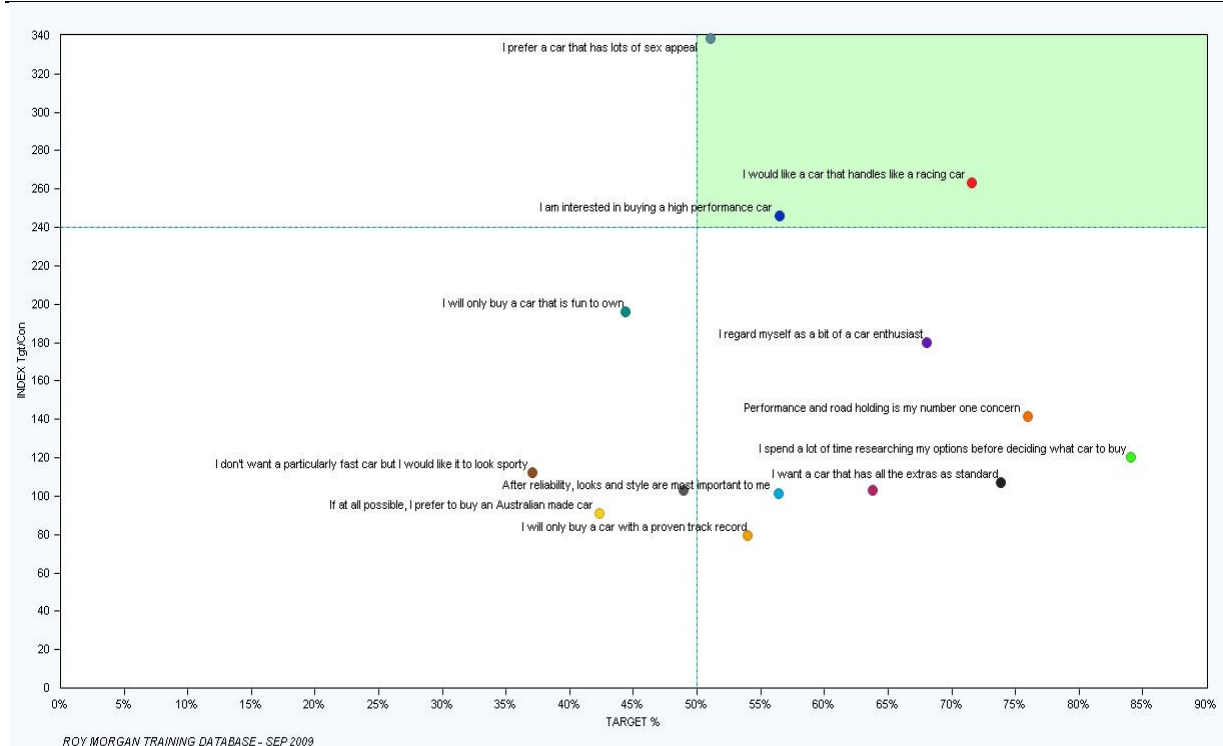
Instantly we can see the three characteristics with the highest index and reach.

Note: Clearly, the more candidate variables you include in your analysis the greater the 'clutter' to be found on the chart. Using the 'hot quadrant' will assist you to narrow down the candidates and pinpoint those factors most relevant and important to your analysis.

Profiler Tasks with COSTS

There is an additional provision within Profiler which allows for the display of Cost files. Note that this is relevant to Media users only.

When you run a Profile containing media items and a cost file* is present, two further columns are added to the output, showing total cost for each item and cost per thousand people (in the Target group) reached.

For example:

Context group: All cases
Target group: Men
Ranked on: Index (Target/Context)

	CONTEXT '000	CONTEXT %	TARGET '000	TARGET %	INDEX Tgt/Con	$	COST/ '000 (Tgt)
(unweighted)	51699		25001				
(POPN '000)	17653		8713				
Smart Investor	160	0.9%	117	1.3%	149	10249	87.34
Financial Review (M-F av)	280	1.6%	203	2.3%	147	17088	84.25
Wealth Creator Magazine	47	0.3%	33	0.4%	142	5990	180.81
BRW	162	0.9%	110	1.3%	138	15000	136.04
New Scientist	282	1.6%	187	2.1%	134	6100	32.67
The Monthly	119	0.7%	78	0.9%	133	5500	70.11
Money Magazine	181	1.0%	116	1.3%	130	9100	78.15
The Australian (M-F av)	441	2.5%	278	3.2%	128	33330	119.72
Time	302	1.7%	184	2.1%	124	13600	73.90
Qantas The Australian Way	372	2.1%	218	2.5%	119	17200	78.94
Jetstar	160	0.9%	87	1.0%	110	9250	106.73
Virgin Blue Voyeur	286	1.6%	154	1.8%	109	10500	68.39

*Note that if a database containing Print and TV items has been set up for running media schedules (i.e. where MediaPLANNER is available), then a media cost file is usually present. This file contains the advertising costs for selected Print and TV items.

Exercises - Creating Profiler Tasks and Reading the Output

Note: Exercises 1 and 2 use the 'Training database' TRAIN09 – if you do not have this database, the output Profiles have been provided as part of each exercise. Therefore, please apply the exercise questions to these Profiles, in order to test your understanding.

EXERCISE ONE

The objective of this exercise is to find out more about women aged 20-29 years old and their attitudes when buying a car, compared to car-buying attitudes of women generally (i.e. aged 14+).

Create a Profile using the following specifications:

For our example we want to compare women aged 20-29 with women generally.

1. **Context Group**
   In the data dictionary find Demographics → Sex, and click and drag the Women group into the Context Group area.

   Remember, whatever you have specified within Context group will be applied to the Target and Reference Groups automatically.

2. **Target Group**
   In the data dictionary find Demographics → Age-Detailed, highlight the 20-24 and the 25-29 group then click on OR in the Target area to add them both to the Target Group criteria (as an 'Or' statement).

3. **Reference Group**
   There is no Reference Group for this exercise.

4. **Candidate Variables**
   In the data dictionary find Lifestyle → Automotive and click and drag the 'Automotive Attitudes – All Agree' group to the Candidates area.

5. **Ranking**
   In Settings (Task) → Ranking, ensure that Index (Tgt/Con) is selected.

6. In Settings (Task) → Show Numbers, ensure that all items have zero decimals.

Your Profiler task should look like the following example:

Click the **Run Profiler** button on the Task Toolbar:

The output for this Profile task should match the table displayed on the next page.

ROY MORGAN TRAINING DATABASE - SEP 2009					
PROFILER					
Candidates	AUTOMOTIVE ATTITUDES - AGREE				
Context group: Women					
Target group: (AGE-20-24+AGE-25-29)					
Ranked on: Index (Target/Context)					
	CONTEXT '000	CONTEXT %	TARGET '000	TARGET %	INDEX Tgt/Con
(unweighted)	26698		3388		
(POPN '000)	8940		1468		
I prefer a car that has lots of sex appeal	706	8%	226	15%	195
I will only buy a car that is fun to own	1081	12%	282	19%	159
I regard myself as a bit of a car enthusiast	1200	13%	302	21%	153
I would like a car that handles like a racing car	918	10%	226	15%	150
I am interested in buying a high performance car	1007	11%	243	17%	147
Within limits I will buy the cheapest car in its class	3007	34%	624	43%	126
I don't want a particularly fast car but I would like it to look sporty	2511	28%	494	34%	120
I would seriously consider buying an LPG (Gas) vehicle	3248	36%	624	43%	117
I spend a lot of time researching my options before deciding what car to buy	5720	64%	1085	74%	116
After reliability, looks and style are most important to me	4668	52%	839	57%	109
I need lots of space and seating flexibility in a vehicle	4066	45%	729	50%	109
I need a car that can pull a load	1724	19%	300	20%	106
I would seriously consider buying a diesel vehicle	2515	28%	430	29%	104
I'm not interested in the mechanics of my car	4182	47%	689	47%	100
I want a car that has all the extras as standard	6107	68%	990	67%	99
I would seriously consider buying a fully electric (plug-in) vehicle (from Apr09)	2627	29%	424	29%	98
I regard my car simply as transport from A to B	5970	67%	961	65%	98
Fuel efficiency is more important to me than high performance	6998	78%	1122	76%	98

Questions for Exercise One

1. What percentage of women aged 20-29 said that they would like a car that handles like a racing car?

    ....

2. What percentage of women said that they spend a lot of time researching before buying?

    ....

3. Which statement makes the 20-29 yr old women stand out from women in general?

    ....

4. 20-29 year old women are what percentage more likely than women in general to agree with the statement from question 3?

    ....

5. If we wanted to see which statement represented the largest number of 20-29 yr old women what would we rank on?

    ....

EXERCISE TWO

The objective of this exercise is to find out more about people who read Family Life magazine and examine how they compare to both the general population (aged 14+) and readers of Good Taste magazine, across a range of demographics.

Create a Profile using the following specifications:

1. **Context Group**
   Default Context Group (which is the entire population of the database – in this case all Australians 14+) therefore leave the Context area of the Selection screen blank.

2. **Target Group**
   Media Consumption – Print – Food & Entertainment Magazines → Australian Gourmet Traveller

3. **Reference Group**
   Media Consumption – Print – Food & Entertainment Magazines → Australian Good Food

4. **Candidate Variables**
   Demographics Class → Major Demographics

5. **Ranking**
   Rank on Target Size

6. In Settings (Task) → Show Numbers, ensure that all items have zero decimals.

Your Profiler task should look like the following example:

Run this Profiler task.

The output for this Profile task should match the table displayed on the next page.

ROY MORGAN TRAINING DATABASE - SEP 2009
PROFILER
Candidates   MAJOR DEMOGRAPHICS
Context group: All cases
Target group: Australian Gourmet Traveller
Reference group: Australian Good Food
Ranked on: Size of Target Group

	CONTEXT '000	CONTEXT %	TARGET '000	TARGET %	INDEX Tgt/Con	REFEREN CE '000	REFEREN CE %	INDEX Ref/Con	INDEX Tgt/Ref
(unweighted)	51699		794			868			
(POPN '000)	17653		274			296			
Capital Cities	10949	62%	201	73%	118	192	65%	105	113
No Children (<16) in HH	11235	64%	198	72%	113	189	64%	100	113
Main Grocery Buyer	11100	63%	197	72%	115	221	75%	119	96
Married/De Facto	10533	60%	179	65%	110	191	64%	108	102
Have Diploma or Degree	5986	34%	164	60%	176	100	34%	100	177
Women	8940	51%	164	60%	118	210	71%	140	84
Employed Full Time	7042	40%	139	51%	127	103	35%	87	146
1-2 People in HH	7209	41%	133	48%	119	120	41%	99	120
Aged 50+	6797	39%	117	43%	111	126	43%	111	100
AB Quintile	3531	20%	113	41%	207	61	21%	104	199
$70000 or More (M.E. Inc.)	4620	26%	111	40%	155	74	25%	96	161
Men	8713	49%	110	40%	82	86	29%	59	138
N.S.W.	6066	34%	105	38%	112	99	33%	97	115
3-4 People in HH	7417	42%	105	38%	91	130	44%	104	88
Own Home	6625	38%	104	38%	101	105	36%	95	107
Mid-Life Household	5037	29%	99	36%	127	88	30%	104	122
Single/Not Married	7119	40%	95	35%	86	105	36%	88	97
Paying Off Home	5590	32%	91	33%	105	94	32%	100	104
Aged 35-49	4662	26%	80	29%	111	86	29%	111	100

(**Note**: This table is not displaying all the rows that you will see when you run the Profile.)

Questions for Exercise Two

Using the output table above, answer the following questions in the space provided.

1 What percentage of Australian Gourmet Traveller readers are single?

....

2 By what percentage are Australian Gourmet Traveller readers more/less likely than the general population to be single?

....

3 By what percentage are Australian Gourmet Traveller readers more/less likely than Australian Good Food readers to be single?

....

4 What percentage of Australian Good Food readers have a Diploma or Degree?

....

5 Are Australian Gourmet Traveller readers more or less likely to have a Diploma or Degree than Australian Good Food?

....

6 What is the demographic factor which describes the largest number of people in our target group?

....

7 By what percentage are Australian Gourmet Traveller readers more likely than others in the general population to be the main grocery buyer?

....

8 Australian Gourmet Traveller readers are what percentage less likely than Australian Good Food readers to have children under 16 years of age?

EXERCISE THREE

This exercise is based on the following 'Profile with Costs':

```
ROY MORGAN TRAINING DATABASE - SEP 2009
PROFILER
Media                    BUSINESS, FINANCIAL & AIRLINE PUBLICATIONS
Context group: All cases
Target group: Men
Ranked on: Index (Target/Context)
```

	CONTEXT '000	CONTEXT %	TARGET '000	TARGET %	INDEX Tgt/Con	$	COST/ '000 (Tgt)
(unweighted)	51699		25001				
(POPN '000)	17653		8713				
Western Australian Business News (WA)	37	0.2%	29	0.3%	158	4461	156.00
Smart Investor	160	0.9%	117	1.3%	149	10249	87.34
Wealth Creator Magazine	47	0.3%	33	0.4%	142	5990	180.81
BRW	162	0.9%	110	1.3%	138	15000	136.04
New Scientist	282	1.6%	187	2.1%	134	6100	32.67
The Monthly	119	0.7%	78	0.9%	133	5500	70.11
Money Magazine	181	1.0%	116	1.3%	130	9100	78.15
Time	302	1.7%	184	2.1%	124	13600	73.90
Qantas The Australian Way	372	2.1%	218	2.5%	119	17200	78.94
Jetstar	160	0.9%	87	1.0%	110	9250	106.73
Virgin Blue Voyeur	286	1.6%	154	1.8%	109	10500	68.39

Using this Profile, please answer the following questions.

Questions for Exercise Three

Using the output table, answer the following questions in the space provided.

1   By what percentage are Men more or less likely than the general population to read New Scientist?

....

2   What percentage of Men read Money Magazine?

....

3   'Qantas The Australian Way' is the largest outlay in terms of cost ($17,200), but it has a considerably lower $ per thousand rate than the next highest magazine. How many Men will it potentially reach?

....

4   Following on from the previous question, how many Men will the next highest cost magazine potentially reach?

....

5   Advertising in which magazine appears to be the best value for money, when considering COST/'000 and Target audience size?

....

Answers

Exercise One

1. 15% of women aged 20-29 said that they would like a car that handles like a racing car.
2. 64% of women said they would spend a lot of time researching their options before deciding what car to buy.
3. 'I prefer a car that has lots of sex appeal' is the statement that differentiates the target and context groups the most.
4. 20-29 year old women are 95% more likely than women in general to agree with the 'I prefer a car that has lots of sex appeal' statement.
5. We would rank on Target Size to see which statement represented the largest group of our 20-29 yr old women.

Exercise Two

1. 35% of Australian Gourmet Traveller readers are single.
2. Australian Gourmet Traveller readers are 14% less likely than the general population to be single.
3. Australian Gourmet Traveller readers are only 3% less likely than Australian Good Food readers to be single.
4. 34% of Australian Good Food readers have a Diploma or Degree.
5. Australian Gourmet Traveller readers are 77% more likely than Australian Good Food readers to have a Diploma or Degree.
6. 'Capital Cities' is the largest demographic factor – 73% of Australian Gourmet Traveller readers live in a capital city.
7. Australian Gourmet Traveller readers are 15% more likely than the general population to be the main grocery buyer.
8. Australian Gourmet Traveller readers are 23% less likely than Australian Good Food readers to have children under 16 years of age.

Exercise Three

1. Men are 34% more likely than the general population to read New Scientist.
2. 1.3% of Men read Money Magazine.
3. Qantas The Australian Way will potentially reach 218,000 Men.
4. BRW would potentially reach 110,000 Men.
5. New Scientist costs only $32.67 per thousand reader, and 187,000 Men read the magazine.

Notes:

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