

LIVE MAPPING USER GUIDE

October 2019

V4



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Hardi Winata	16/11/2018	Roy Morgan Live Mapping User Guide v1.docx	- Addition of how to overlay insights in section 5. - Final check before distribution.
Ariel Li	19/11/2018	Roy Morgan Live Mapping User Guide v1_[AL review].docx	- Minor wording changes - Pictures update - Paragraph order change suggestions
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Sanjana Hemantharaju	30/05/2019	Roy Morgan Live Mapping User Guide v3 (LIVE MAPPING USER GUIDE May 2019 V2.3)	- Updated profile functions – identify low to high areas for your insights group based on deciles. - Added ability to download and upload Live Audience Evaluation (LAE) postcode data on to Live Mapping. - Merged postcode availability into pre-existing SA1 and MB information.
Jesse Witmitz	07/10/2019	Roy Morgan Live Mapping User Guide October 2019 V4	- Updated Live Mapping catchment options - Addition of mapping catchments by Drive & Walk time and distance (4.1.2) - Updated product design, product labelling & formatting



1 DEFINITIONS

Boundary Layer	Predefined area(s) such as postcodes or electorates.
Catchment	Area(s) defined by a user, from which demographic and psychographic insights are being calculated.
Helix Personas	Helix Personas is a psychographic consumer segmentation and data integration tool that combines sophisticated psychographic, attitudinal and behavioural data to classify the Australian population into 54 unique Personas, grouped into 6 Communities and geo-projected down to mesh block level.
Mesh Blocks	Mesh Blocks (MB) are the smallest geographical area defined by the Australian Bureau of Statistics (ABS) and form the building blocks for the larger regions of the Australian Statistical Geography Standard (ASGS). All other statistical areas or regions are built up from or, approximated by whole Mesh Blocks.
SA1	Statistical Areas Level 1 (SA1) are geographical areas built from whole Mesh Blocks. Whole SA1s aggregate to form Statistical Areas Level 2 (SA2) in the Australian Statistical Geography Standard (ASGS) Main Structure. The SA1s have generally been designed as the smallest unit for the release of census data. SA1s have a population of between 200 and 800 people with an average population size of approximately 400 people. There are 57,523 spatial SA1 regions covering the whole of Australia without gaps or overlaps.

2 GETTING STARTED

Once you have an account created, navigate to the following URL to log into Live Mapping:

<https://mapping.roymorgan.com>

After logging in with your email and password, you will be taken to either the last saved map or a blank map.

Upload your custom Catchment Areas, Insight Sets or POIs

Company and user information

The screenshot shows the Live Mapping web application interface. At the top, there is a navigation bar with 'LIVE MAPPING', 'Dashboard', 'Support', and 'Upload' (highlighted with a red box). Below the navigation bar, the main header area contains 'Untitled Map' with an 'Edit' link, a 'Title of map' label, and a box for 'Company and user information' showing 'Organisation: Roy Morgan Research' and 'Jesse'. To the right of the header are 'Select map' and 'Create New' buttons. The main map area displays a map of Australia. On the left side, there is a sidebar with 'Map tools' (highlighted with a red box) containing 'Move', 'Drop pin', 'Select SA1', 'SA1', 'Map', 'Select POI', 'Save', and 'Clear' buttons. Below the map tools are icons for 'Layer', 'SA1', 'Catchment', and 'Insights'. At the bottom left, there is a 'Button to display options for Location and Profile' (highlighted with a red box). On the right side, there is a 'Button to display Catchment Details Pane' (highlighted with a red box). A callout box on the left lists options: 'Options for: - Full screen - Switching between SA1./Mesh Block modes - Creating catchments (Location functions) - Overlaying insights (Profile functions)'. A callout box on the right explains the 'Select map' and 'Create New' buttons: 'Option to either create a new or switch between existing maps'. The map itself shows Australia with state and territory boundaries and major cities labeled. The bottom right corner of the map has a small '© CARTO' logo.

Options for:

- Full screen
- Switching between SA1./Mesh Block modes
- Creating catchments (Location functions)
- Overlaying insights (Profile functions)

Map tools

Button to display options for Location and Profile

Button to display Catchment Details Pane

Option to either create a new or switch between existing maps

Company and user information

Organisation: Roy Morgan Research

Jesse

Select map

Create New

Untitled Map

Edit

Title of map

Upload

Dashboard

Support

LIVE MAPPING

Map tools

Move

Drop pin

Select SA1

SA1

Map

Select POI

Save

Clear

Layer

SA1

Catchment

Insights

Search a location or POI

Australia

Vanuatu

Caledonia

Noumea

Auckland

Hamilton

© CARTO



3 NAVIGATION

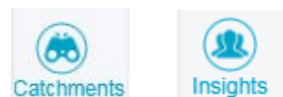
To open saved maps, select the saved map from the Dashboard to open it. Alternatively, you can create a new map using the **Create New** button in the top right-hand corner of the Dashboard and also on the map view.





Click the **Dashboard** button or Live Mapping logo in the top left-hand corner to return to the Dashboard.



When creating a map, you can use the *Catchments* and *Insights* buttons on the left side of the screen to specify the area(s) and population you want to investigate. The *Catchments* button takes you to the various catchment functions, and the *Insights* button allows you to overlay insights.



To show the map in full-screen, you can press the  button on the top-left corner. The  button on the bottom-left corner is to collapse the extended panel for *Location* and *Profile*. To return to the original layout simply click these icons again.

To save your map, click the **Save** button in the *Map Tools* box. Alternatively, you can change the title of your map then press the **Save** button next to the title of the map.



4 CATCHMENTS FUNCTIONS

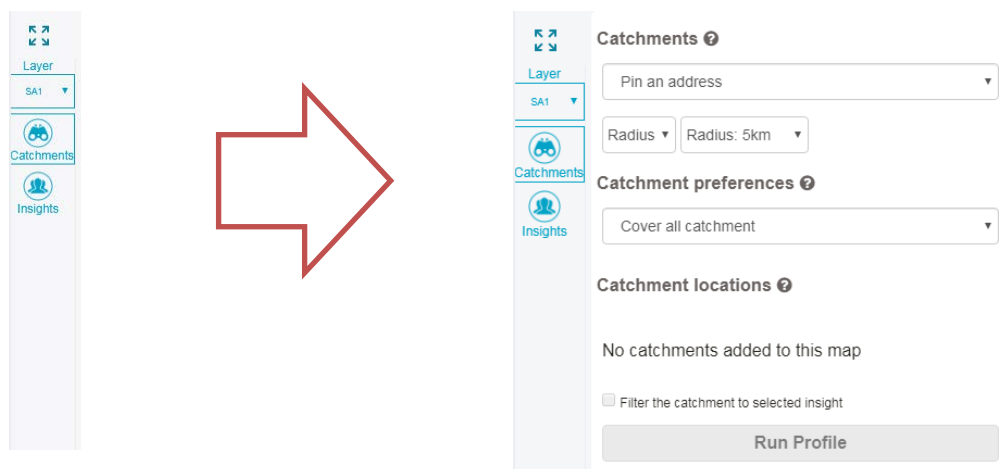
Clicking on **Catchments** on the left-hand side of the screen will allow you to choose the various options for creating a catchment area (See Figure 1). The main functions to be covered in this section will be:

1. The different ways to create a catchment area;
2. Catchment preferences;
3. Catchment locations; and
4. Map tools

Figure 1: Catchments Functions

4.1 CREATING A CATCHMENT

To begin the process of creating a catchment, you firstly need to click the **Catchments** icon on the left which would automatically expand the relevant options.



Live Mapping provides four methods of creating a catchment:



1. Pin an address;
2. Draw a catchment area;
3. Use a pre-defined boundary layer; and
4. Use a catchment area file (Premium Mapping Only)

Each of these provides varying uses and flexibility in mapping a desired area. For example, if you wanted to profile the area surrounding a store, **drop a pin** on its location and adjust the radius to your desired distance.

If your target market resides in a more unconventional shape then you can **draw a custom catchment area** to fit that specification.

Pre- defined boundary layers can be useful if you have a general area you want to profile, such as postcodes, electoral boundaries and suburbs.

Using a catchment area file is useful when you already have a catchment area saved. You can revisit an existing catchment area instead of re-creating it from scratch.

NOTE: For each map, you can only select one method of creating a catchment, i.e. you cannot create catchments using a mix of address and drawing a catchment area within the same map. If you wish to use different methods to define the catchment areas, you will need multiple maps.

4.1.1 PIN AN ADDRESS

Under *Catchments*, select the first drop-down option **Pin an address** (see Figure 2).

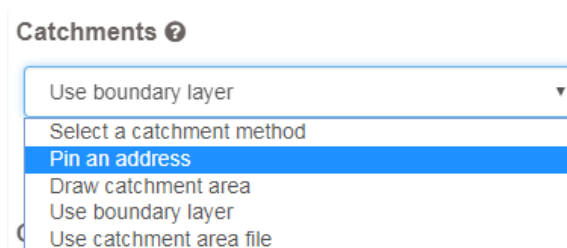


Figure 2: Selecting Pin an address

Once this has been selected, the options under *Map Tools* will update and will now provide you with the option of *dropping a pin* onto the map. The next step is to navigate to the location you wish to drop the pin. There are two ways to locate the address.

The first option is to select any point on the map and drop a pin. Once a pin has been dropped, a circular area or “catchment” (see Figure 4) will be created. By default, the catchment will have a 5 km radius. A new entry will also appear under *Catchment locations* (see Figure 3).

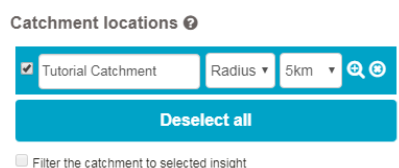


Figure 3: New entry to Catchment locations

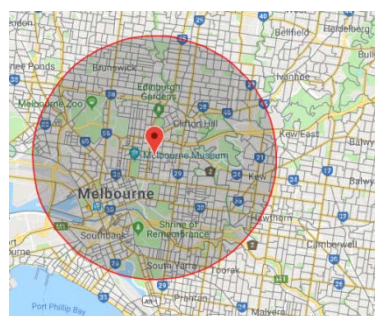


Figure 4: Catchment based in Collingwood



The second option is to enter the street address or point of interest into *Search a location or POI*. After selecting the appropriate address, a blue pin will appear on the map and you will need to click the pin icon located to the right of the search bar to create the catchment area (see Figure 5).

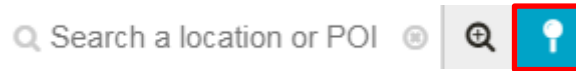


Figure 5: Icon to create drop a pin on a search address or point of interest

If you wish to change the radius of the catchment area after dropping a pin, you can alter the settings under *Catchment locations*. A range of options are available, spanning from 1km to 150km. Alternatively, you can also set your radius preference before dropping the pin by using the second drop down box under **Catchments**. All pins dropped after that will automatically inherit the preferred radius setting, but can be modified as required. You also have the ability to name each catchment (useful if you create several catchments in one map).

The next step is to set your *Catchment Preferences* to either **Cover all catchment** or **Stay within boundary** (see section 4.2) before clicking on **Run Profile** to finalize it.

Once you have created the first catchment, you can repeat the process to add additional catchment areas. Every new catchment created will appear under *Catchment locations* (see section 4.3).

Alternatively, you can drop multiple pins onto the map (see figure 6) and when you have finished, click the **Run Profile** button again to update the *Catchment Details Pane* to include combined information about both catchments.

We recommend you to give each catchment a meaningful name to keep track of all catchments created and avoid confusion.

While Live Mapping allows you to create as many catchments as you would like, it may be simpler to create multiple maps rather than a map with multiple catchments.

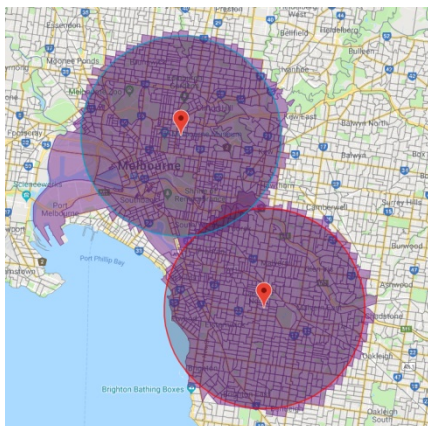


Figure 6: Multiple catchments on map



4.1.2 WALK & DRIVE CATCHMENT MAPPING: DISTANCE AND TIME

Under *Catchments*, after selecting the first drop-down option to **Pin an address** (see 4.1.1) the options available under *Catchments* will update, providing you with the opportunity to select which mode you would like to create your catchment based on: *Radius*, *Drive*, or *Walk* (see Figure 7).

Catchments ?

Pin an address

Drive Distance Radius: 5km

Drive Distance Time preferences ?

Walk

Figure 7: Catchment mode selection

Once the option for either *Drive* or *Walk* has been selected, you will then be provided with the option to create your catchment based on two measures – *Distance* or *Time* (see Figure 8). Selecting *Distance* here will offer you a range of kilometre options for your catchment, spanning from 1km to 150km. Selection of the *Time* measurement will allow you to build your catchment based on the area that can be reached within the specified time range, based on the transport mode that you have selected previously (this being either *Drive* time or *Walk* time). Within this section, time range options span from 5 minutes through to 3 hours.

Catchments ?

Pin an address

Drive Distance Radius: 5km

Catchment Time measures ?

Figure 8: Catchment measure selection

From this, a catchment will be created based on both the previously specified mode and measurement types. Figure 9 (below) displays an example of a catchment based on *5km of Drive Distance*. Figure 10 (below) displays an example of a catchment based on *10 minutes of Drive Time*. You will notice the difference in both shape and coverage of the catchment based on the various measurements. Settings applied here will be automatically applied to all newly added catchments. You will then be able to modify the settings for each of your individual catchments (See 4.3).

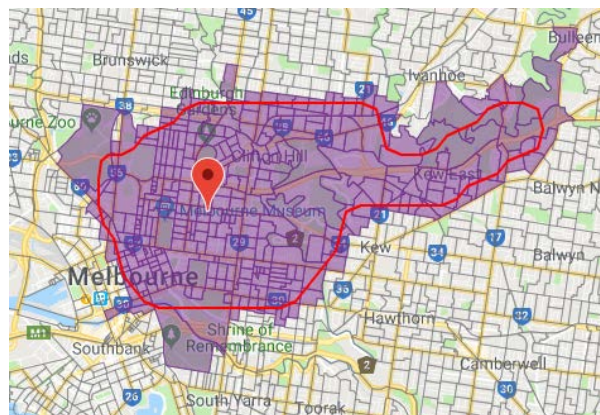
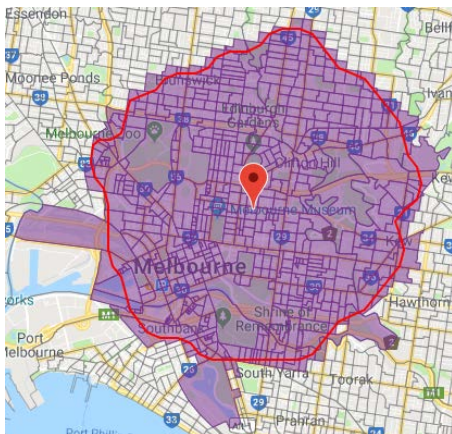


Figure 10: Catchment based on 10 minutes of Drive Time



Figure 9: Catchment based on 5km of Drive Distance

4.1.3 DRAWING CATCHMENT AREA

The second option available in creating a catchment area is to draw the catchment area yourself. To do this, select **Draw catchment area** under *Catchments* (see Figure 11)

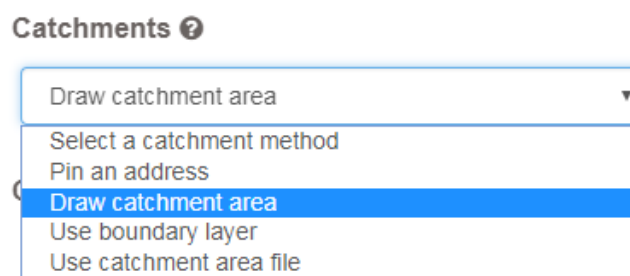


Figure 11: Selecting Draw catchment area

To navigate the map to the desired location you wish to create the catchment, you can do it by selecting **Move** under Map tools. Alternatively, you can enter an address into *Search a location* and the map will zoom to the desired location.

You will notice that the option **Draw** will appear under *Map Tools*. Once **Draw** has been selected, clicking the left mouse button on the map will create a vertex (or 'node'). Each time you click, a new vertex will be created with a line following from the previous vertex and you can do this as many times as you want. Click on the initial vertex again to complete the shape or catchment. The catchment boundary will turn red if this is successful (see Figure 12).

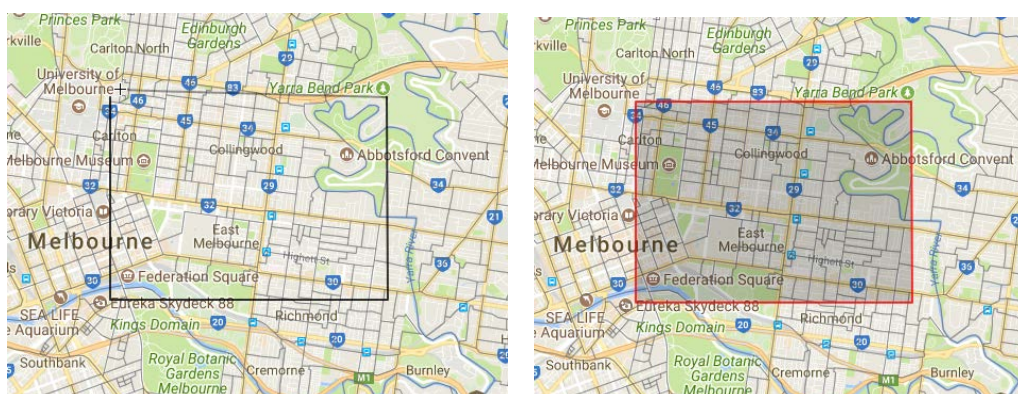


Figure 12: Creating catchment by drawing boundaries

Once a catchment has been successfully created, a new entry will be added under *Catchment locations*. Finally, choose your *Catchment Preferences* and click on **Run Profile** to finalise it.

Similarly to pins, you can create as many shapes as you like. To create additional shapes click the **Draw** icon in the *Map Tools* and repeat the above process.



You will also notice that there is a function called **Group** under *Map Tools*. This function allows you to group multiple catchments into a single catchment (More details on the *Group* function in section 4.4.2.4).

4.1.4 BOUNDARY LAYER

The third option to create a catchment area is to use pre-defined boundaries. To do this, select the option **Use boundary layer** under *Catchments* (see Figure 13)

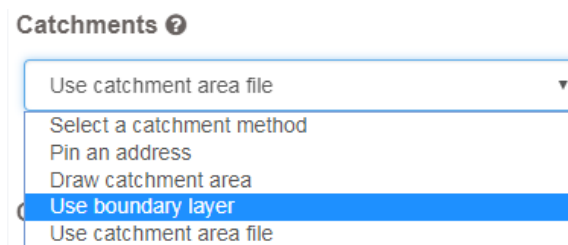


Figure 13: Use boundary layer selected

After selecting this option, a new drop-down menu will appear which allows you to select the pre-defined boundary type; there are currently five options available:

1. Suburb;
2. Postcode;
3. Local Government Area;
4. State electoral division; and
5. Commonwealth electoral division (see Figure 14).

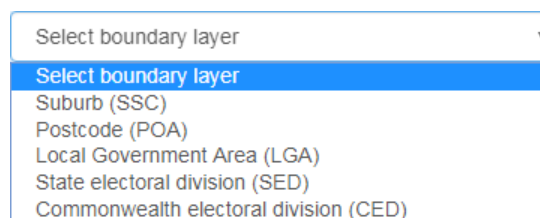


Figure 14: Options for pre-defined boundary layers

After selecting from the list, new borders will be added on the map indicating the boundaries of the layer selected. For example, selecting the *Postcode (POA)* option will highlight the boundaries of each postcode in Australia in addition to the existing SA1 boundaries (see Figure 15).

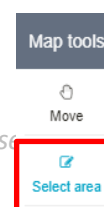
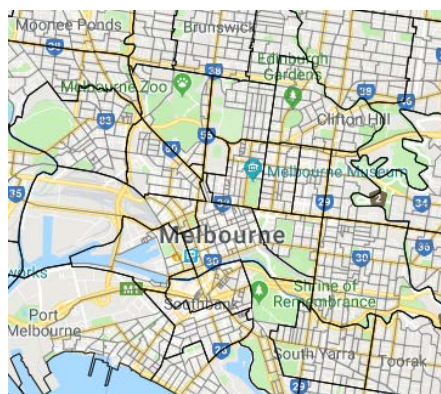


Figure 16



Figure 15: New boundaries (POA) on map

When using this function, you will see an option under Map Tools, called **Select area** (see Figure 16).

With the **Select area** option chosen, click a postcode area on the map to create a postcode catchment area.

Once you have selected a postcode, you will observe two things. Firstly, the boundary of the postcode selected will turn to red. Secondly, there will be a pop-up notification indicating that postcode has been added as a catchment (see Figure 17).

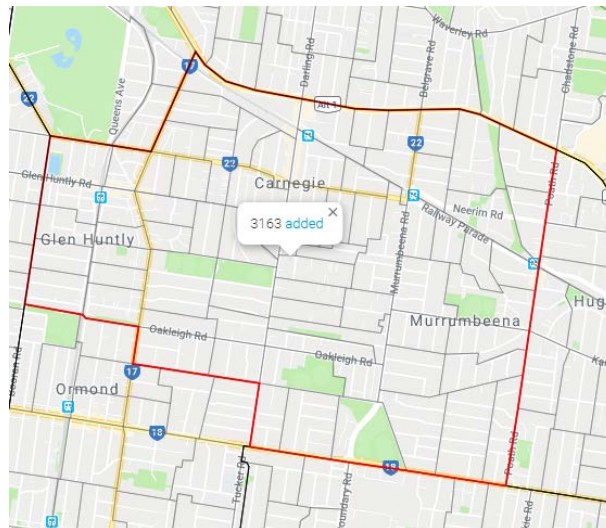


Figure 17: Postcode added to catchment

If you selected an incorrect postcode, you can left click on that postcode area again. A new notification will appear indicating that the postcode has been removed.

You can still change the catchment preferences or group multiple entries together using the *Group* feature under Map tools.

Once you are satisfied, click the **Run Profile** button under *Catchments* to highlight the SA1s/MB within the catchment area(s) and generate the insights for the catchment area.

You can also click on an SA1 or mesh block area to display the data code or the Helix persona and Community of the selected area (see Figure 18).

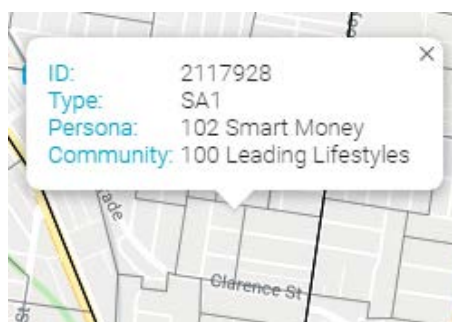


Figure 18: Example SA1 ID, Persona, & Community



4.1.5 USE CATCHMENT AREA FILE (PREMIUM MAPPING ONLY)

Saved catchment area file contains information about pre-set catchment areas. You can access this information using the fourth option *Use catchment area file* (see Figure 19).

Catchments ?

Use catchment area file ▼

Catchment Test ▼

Catchment preferences ?

Cover all catchment ▼

Catchment locations ?

<input checked="" type="checkbox"/>	Area1	🔍
<input checked="" type="checkbox"/>	Area2	🔍
<input checked="" type="checkbox"/>	Area3	🔍

Figure 19: Use catchment area file selected

After this option is selected, the drop down menu underneath will be updated to all your saved catchment area files. Select the file you want to open from the drop down list. The catchment areas contained in the file will be automatically mapped out. Click the **Run Profile** button under *Catchments* and the *Catchment Detail Pane* on the right will be updated to contain insights from the selected areas.

There is potential for multiple catchment areas to be set up in the catchment area file - you can select and deselect those areas by ticking the boxes under *Catchment locations*. *Select/Deselect all* button is provided at the bottom of the *Catchment locations* list (for more information on how to upload your own Catchment Area file refer to section 5.6.2.1).

There are **two** types of catchment areas that you can create - **Polygon** or **Single Point** catchment areas. A *Polygon* (see Figure 20) is similar to the catchment area that you get when you use the *Draw Catchment Area* function (section 4.1.2). A *Single Point* catchment area (see Figure 21) is similar to the one you get when you *Drop a pin* (section 4.1.1).

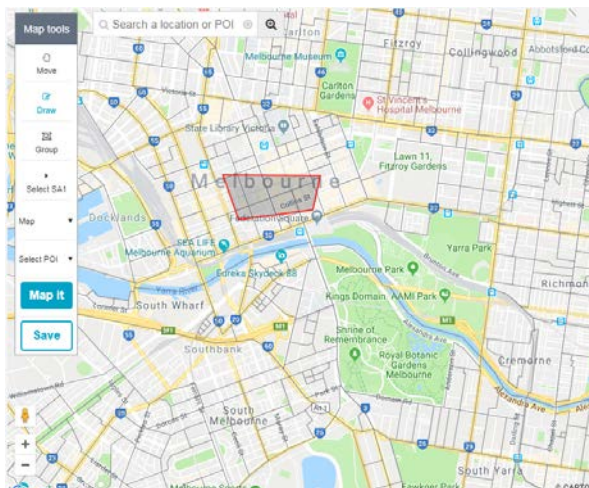


Figure 20: Uploading your Catchment Areas/POIs file

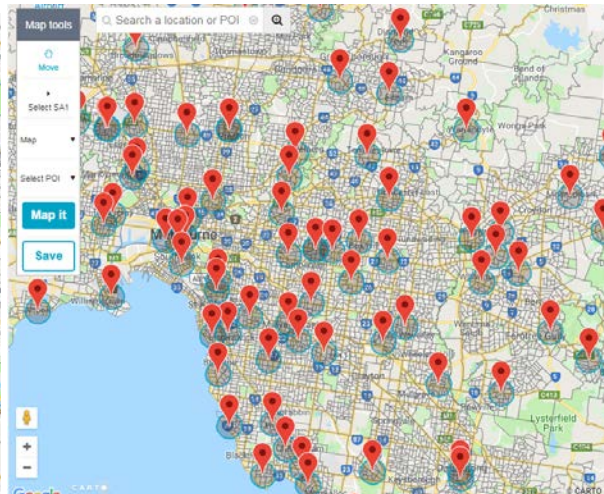
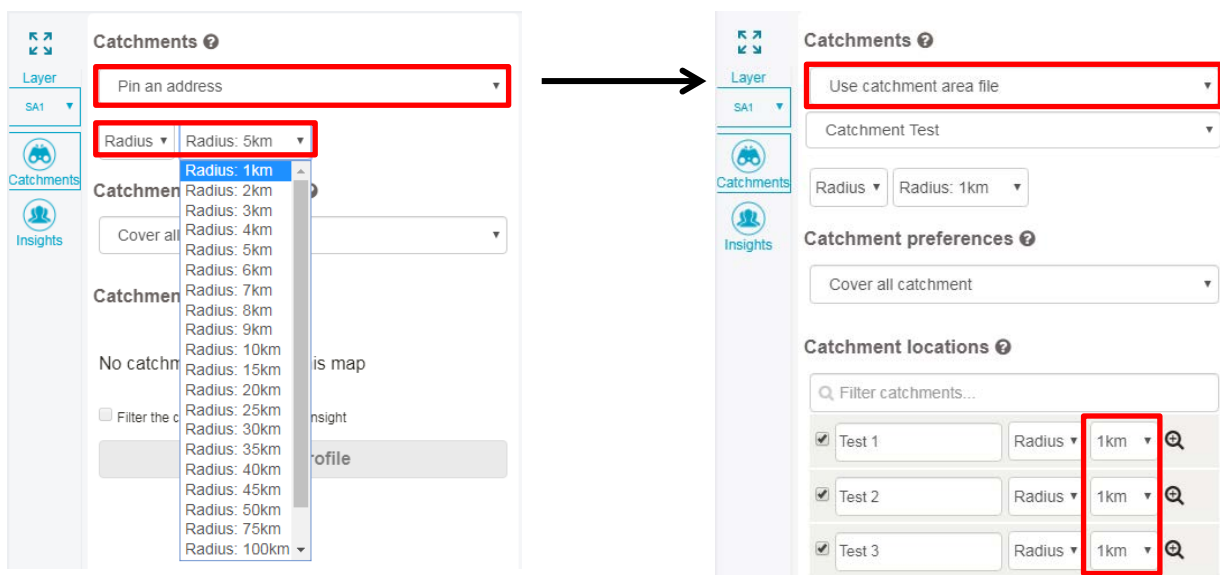


Figure 21: Uploading your Catchment Areas/POIs file

Since they are two slightly different types of *Catchment Areas*, the way you prepare your geometries are also slightly different (more information in section 5.6.2.1).

With a single point catchment area, you are able to customise the radius around your pin based on the options on the Live Mapping Tool (i.e. from 1km through to 150km). To do this:

1. Choose **Pin an address** and select the radius that you want around your pin.
2. Go back into **Use catchment area file** and you will see that the radius around your pin should have changed into the option that you selected in the previous step.



Note: To create single-point catchment areas, you need to upload your file as a “Catchment” instead of “POI” as you can’t create a radius around POIs (more information in section 5.6.2.1)



4.2 CATCHMENT PREFERENCES

You must choose your *Catchment Preferences* before finalising your catchment area, there are two options to choose from: **Cover all catchment** or **Stay within boundary**. **Cover all catchment** will take into account *all* SA1s/MB that are encapsulated by the catchment (see Figure 22), whereas **Stay within boundary** will force the map to only include SA1s/MB that are entirely located within the catchment (see Figure 23).

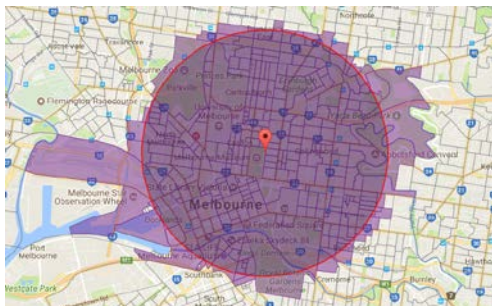


Figure 22: Cover all catchment

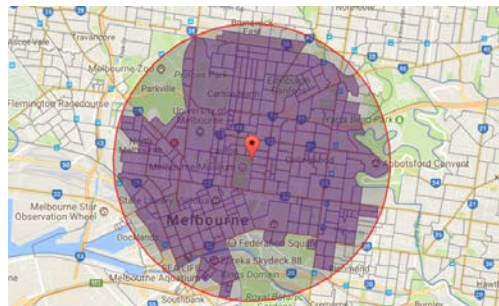


Figure 23: Stay within boundary

Once you are happy with the parameters, click **Run Profile** button under *Catchments* to finalise your catchment area and Live Mapping will highlight the SA1s/MB within the catchment area. This will also generate insights (e.g. demographics, value segment profile, etc.) for the catchment area which can be found in the *Catchment Details Pane* on the right hand side of the map. This will be covered in more detail in section 6.2 of this document.

4.3 CATCHMENT LOCATIONS

If you wish to display specific catchment(s) on the map, you can do so by checking or unchecking the tick box next to the catchment in the *Catchment locations* (see Figure 24) and click on **Run Profile** to *update the Catchment Details*. You can also modify the individual settings (name, mode, measurement) of catchments here in order to compare catchments of various measures.

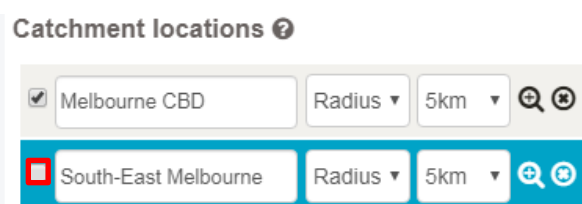



Figure 24: Selecting catchments to be displayed

And if you click the  icon, the map will automatically re-centre to that catchment.



4.4 MAP TOOLS

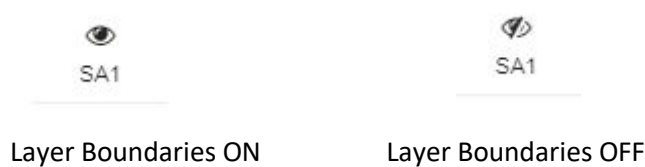
Map tools appear on the left side of the map and change accordingly depending on the chosen method to define a catchment area. To select functionality in the *Map Tools*, simply click on the button you want. The currently active button will be highlighted in blue.

4.4.1 PRIMARY MAP TOOLS

This section will cover Primary map tools. These are tools that you will use regardless of the method chosen to create a catchment area

4.4.1.1 Turn off Layer Boundaries

Layer boundaries (the grid lines that segment the map based on your chosen view mode) have the ability to be turned on and off. This can be done by clicking the eye icon in the toolbar.



4.4.1.2 SAVE

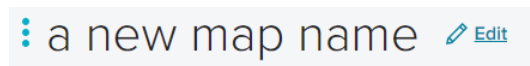


After clicking on **Save**, you will be prompted to give the map a new name (see Figure 25) and this will allow you to save the current map that you are working on. This is useful when you need to revisit your work or save a work in progress.

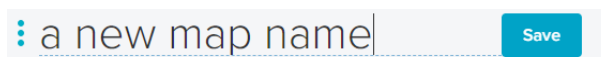
Figure 25: Saving a new map

RENAMING MAPS

You also have the flexibility to rename the map that you are working on. To do this, you would firstly select the edit option on the right of the existing map name.



Give your map a name then click **Save**. This will automatically save your map if it is a newly created map or update the name of your existing map in the dashboard This will **not** create a duplicate of your existing map





4.4.1.3 Clear Map

If you want to remove all selections from the map, you can click the clear map button. This will remove any selected catchments and overlays from the map. If you did not intend to clear the map, you can exit and re-enter live mapping to access your last saved version of the map.



4.4.1.4 MOVE



The **Move** function allows you to move around the map after you have chosen a method to define your catchment area. For example, in order to drop a second pin in an area of the map that is outside of your current view, you will have to click on **Move** and move to the desired location before clicking on **Drop Pin** again to drop your second pin.

4.4.1.5 SELECT SA1/MESH BLOCK/POSTCODE

Sometimes you may want to make incremental changes to an existing map. Live Mapping allows for this with the ability to add or remove individual SA1/MB/Postcode to your mapped area via the **Select SA1/Mesh block/Postcode** button, depending on the mode that the map is on (more details on SA1, Mesh Block and Postcode mode in section 6.1).

To add an SA1, we first need to have a catchment area selected. For example, we dropped a pin in South-East Melbourne but the catchment just misses out on including Chadstone Shopping Centre (see Figure 26).

Instead of adjusting the radius and including areas we don't want or starting from scratch with a custom map, we can include the SA1 for Chadstone using the **Select SA1** tool.

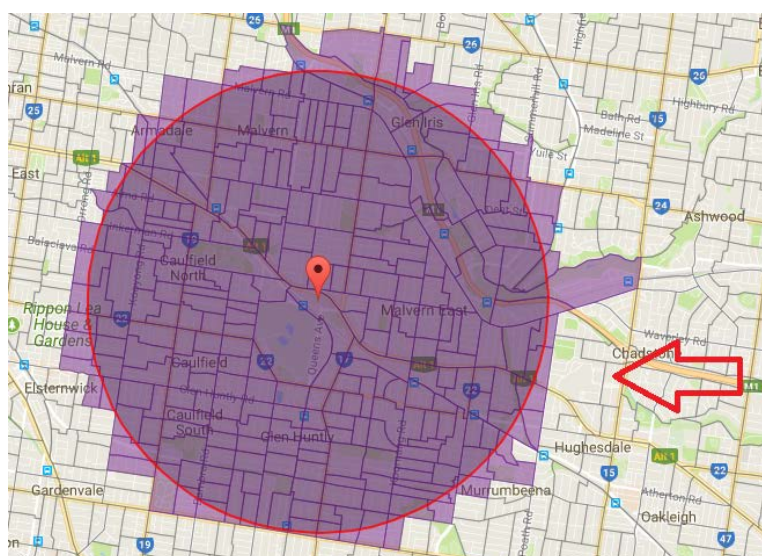


Figure 26: Catchment Excluding Chadstone

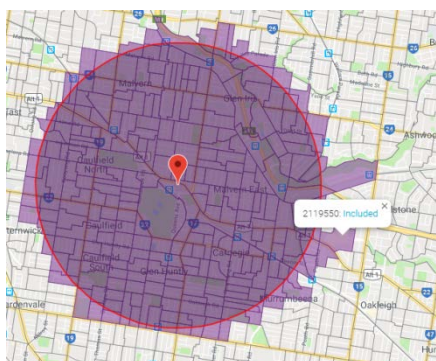


Figure 27: Including a SA1 to catchment

After you click the **Run Profile** button the **Select SA1** tool will be automatically selected; otherwise, click on the button under **Map Tools**. Now when we click on the SA1 we want to add, the SA1 will be highlighted and a message will appear on the map indicating that the SA1 has been included (see Figure 27). The insights pane will automatically update to take the new SA1 into account.

You can include as many SA1s as you like; however, if you find you are including too many SA1s, it might be worth considering



creating a drawn catchment.

You can also remove any SA1 from the catchment following the same process by clicking on the highlighted SA1 again.

Once you are happy with the changes, click on the **Save** button to save the changes.

4.4.2 SECONDARY MAP TOOLS

Secondary Map Tools are tools that change depending on the catchment method chosen to define the catchment area.

4.4.2.1 DROP PIN



The **Drop Pin** tool is only available when the method *Pin an address* has been chosen. When selected, it allows you to drop a new pin with the pre-determined radius on the map.

4.4.2.2 DRAW



The **Draw** tool is only available when the method *Draw catchment area* has been chosen. When selected, it allows you to draw the boundaries of your catchment area.


4.4.2.3 SELECT AREA



Select Area is only available when the method *Use boundary layer* has been chosen. When this is selected, clicking on the map will allow you to choose the area within the different types of set boundary (Suburb, Postcode, LGA, etc.).

4.4.2.4 GROUP



The **Group** button appears under Map Tools when either *Draw Catchment Area* or *Use Boundary Layer* function is selected. After clicking on the **Group** button, this  icon will appear under *Catchment locations* allowing you to group other catchments with the active catchment (highlighted in blue) (see Figure 28).

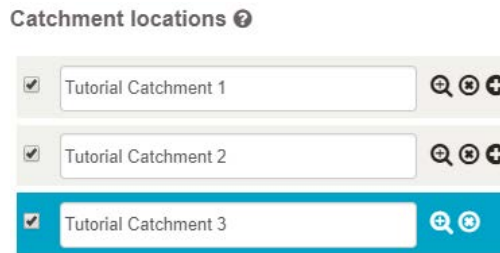


Figure 28: Grouping catchments


As you select the catchment to be grouped up, you will observe that it will move under the active catchment. If you wish to separate the catchment, click the  icon underneath (see figure 29).



Figure 29: Catchments that have been grouped

Once you have finished grouping all the catchments, simply click **Run Profile** again to select the SA1s within the catchment area and to see the updated insights.

4.4.3 OTHER MAP TOOLS

This section of the document will cover the remaining two options under *Map Tools* that have not been covered so far - *Map* and *Select POI*.

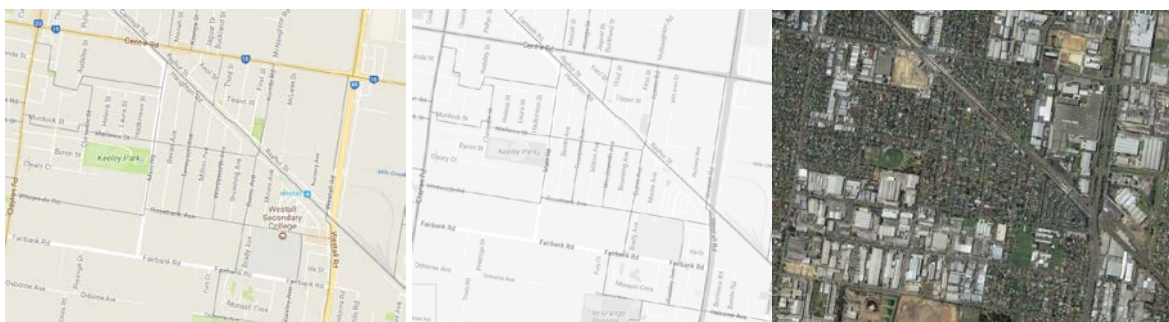
4.4.3.1 MAP

The *Map* drop-down lets you change the appearance of the map and there are three settings: *Map*, *Greyscale*, and *Satellite*.

Map This is the default view and it shows information such as street names, suburbs, train stations and some major landmarks

Greyscale As the name suggest, the map is now is in different shades of grey and some information such as train stations and landmarks are no longer visible

Satellite Displays only a satellite image





4.4.3.2 SELECT POI (PREMIUM MAPPING ONLY)

The *Select POI* drop-down is a Premium Function which allows you to overlay your own various points of interest that assist in contextualising your catchments. (For more information on *Select POI* and other Premium Mapping functions, refer to section 5.6)



5 PROFILE FUNCTIONS

Having covered the Catchments function, the next functionality of Live Mapping to be covered is the *Insights* function. The *Insights* function allows you to overlay insights onto the map, e.g. you want to identify areas based on the high household income. (Note: you do not need to create a catchment to use this function)

On selecting the *Insights* function, new options appear in the panel (see Figure 30)



Figure 30: Options for insights function

Select an insight group lists the broad categories of insights that can be overlaid onto the map. Currently, there are seven categories available:

1. Helix Personas;
2. Roy Morgan Standard Segments;
3. Roy Morgan Purchased Segments;
4. ABS Census Data;
5. Live Audience Evaluation;
6. Third Party Data (Premium Mapping Only); and
7. My Data (Premium Mapping Only)

Once you have selected the insight group you wish to use as an overlay, the options available in **Select an insight** will be updated to reflect the category chosen. For more information on each *Insight Group*, refer to section 5.2. If you selected *Helix Personas* see section 5.1 for more information.

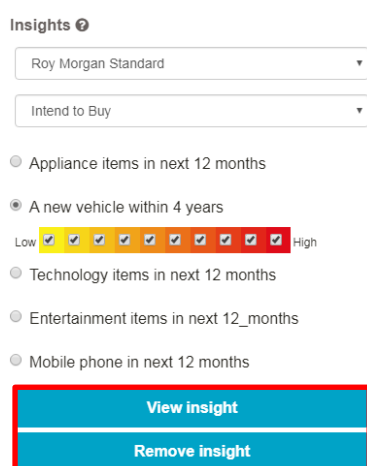


Figure 31: Choosing an insight

Use the check box to turn shading on or off for deciles between Low and High. Then click the **View insight** button to apply the overlay onto the map (see figure 31), the results will be mapped as deciles ranging from Low to High on Live Mapping (see figure 32).

The deciles represent a 10% block of concentration. This means the distinct red areas have the highest proportion of the population who belong to the selected insight variable – intend to buy a new vehicle within 4 years, as per screenshot example. The distinct yellow areas have the lowest proportion of the population who belong to the selected insight variable.

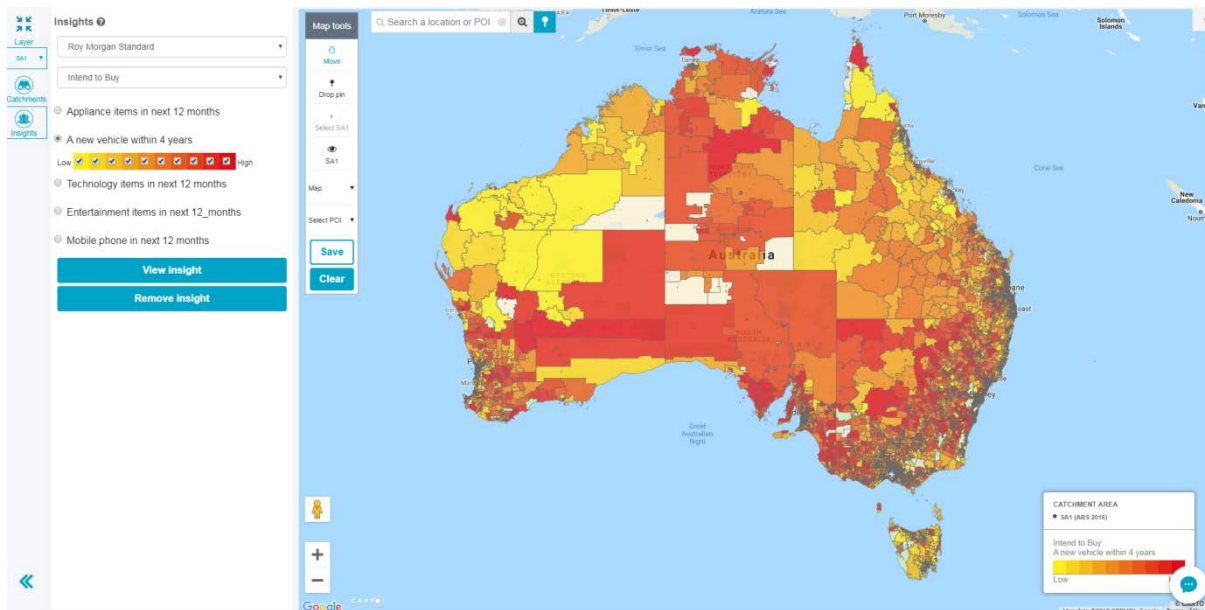


Figure 32: Insight overlay on Live Mapping

To remove the overlay, you click on the **Remove insight** button.

5.1 HELIX PERSONAS

If **Helix Personas** has been selected as an *insight group*, you will be able to choose between **Helix Personas** or **Helix Communities** as an overlay on the map (see Figure 33).

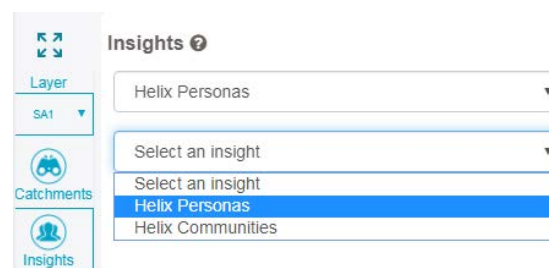


Figure 33: options for "Select an insight" when **Helix Personas** is chosen as an insight group

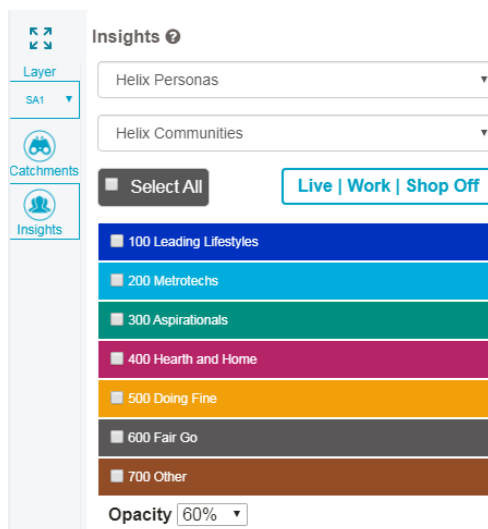


Figure 34: Further options for insights

After choosing **Select an insight**, more options will be displayed below the drop down menu. For example, when **Helix Communities** is selected, six Communities along with their displayed colours will be listed in the panel (see Figure 34).

Live Mapping allows you to either display all the Helix Personas/Communities or display only selected Helix Personas/Communities by selecting the appropriate check boxes or clicking on **Select All** to display all of them.

Assuming you selected 100 Leading Lifestyles, the map will automatically update to highlight the relevant



SA1s/MB areas (see Figure 35). You can adjust the opacity of the overlay on the map from the drop down menu at the bottom of the insight list.

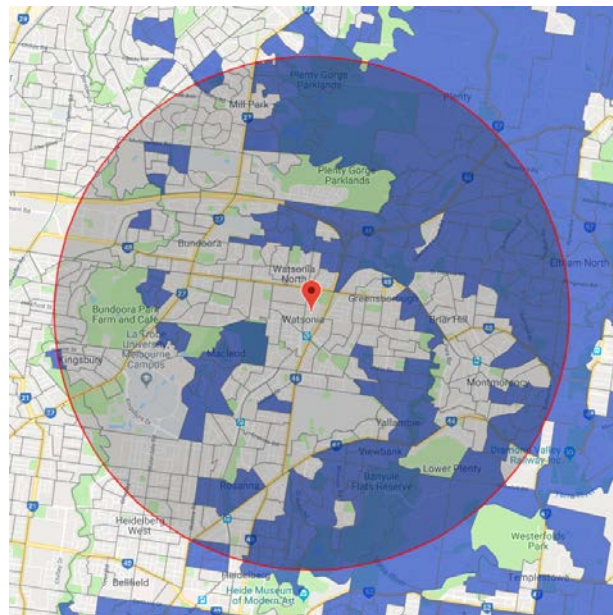


Figure 35: Map highlighting to 100 Leading Lifestyles

5.2 ROY MORGAN STANDARD DATA (SINGLE SOURCE)

When you have a Live Mapping subscription, you will also have a list of Roy Morgan Standard Data which are included in the subscription. You can use any of these variables as an overlay to your map and the variables that are available are:

1. Roy Morgan Values Segments;
2. Technology Adoption Segments;
3. Main goal in life;
4. Travel and holidays;
5. Finance and Insurance;
6. Intend to buy;
7. Alcoholic beverages (18+); and
8. Quick Service Restaurants

5.2.1 ROY MORGAN VALUES SEGMENTS

Roy Morgan Values Segments is a psychographic segmentation which provides information on why individuals are behaving in a certain way. For more details on Roy Morgan's Values Segments, click [here](#).

5.2.2 TECHNOLOGY ADOPTION SEGMENTS

The Technology Adoption Segments is a different segmentation tool developed by Roy Morgan, which segments the Australian population based on their propensity to embrace or adopt (use or acquire) new technologies. The segments are defined by psychographic characteristics rather than ownership or usage, which means that it will never become outdated. To read more about Roy Morgan's Technology Adoption Segments, click [here](#).



5.2.3 MAIN GOAL IN LIFE

Main goal in life is derived from a set of attitudinal statement that respondents from our [Single Source](#) agree to. There are five different goals that have been identified based on the answers that respondents give.

5.2.4 TRAVEL AND HOLIDAYS

The Travel and holidays section contains current information about Travelling amongst the population. The data is from Roy Morgan's Travel and Tourism industry research, which is based on [Single Source](#). Find out more about our Travel and Tourism industry research [here](#).

5.2.5 FINANCE AND INSURANCE

The Finance and Insurance section contains financial data such as credit card, loan and insurance from our Banking and Finance industry research. Our Banking and Finance industry research has over 15 years of financial services data available and you can find out more about our Banking and Finance industry [here](#).

5.2.6 INTEND TO BUY

This section contains data about the population's intention to buy various type products, ranging from new vehicles to mobile phones based on our [Single Source](#) data.

5.2.7 ALCOHOLIC BEVERAGES (18+)

The Alcoholic Beverages section is part of our Consumer Products industry research, which measure over 150 categories every week, many to a brand level. Discover our Consumer Product industry research [here](#).

5.2.8 QUICK SERVICE RESTAURANTS

This section will allow you to know who has visited a Quick Service Restaurant in the last 4 weeks. This data is part of our Retail industry research and you can find out more about the industry [here](#).

5.3 ROY MORGAN PURCHASED SEGMENTS

The Roy Morgan Purchased section will contain any Single Source data you have purchased on top of the standard insights being provided. Similar to other insights, you can use this data as an overlay on your map. Please contact your Roy Morgan representatives to find out more.

5.4 ABS CENSUS DATA

For more information on any of the ABS/Census Data on the list, they can all be found on the [Census website](#).

5.4.1 POPULATION PROJECTIONS

Population projections (*Population Growth* and *Population Increase*) have been calculated using three ABS data sets:

- [Regional Population Growth 2016](#);
- [Regional Population Growth 2016-17](#); and
- [Population Projections 2012-2101](#)



Population Growth refers to the rate of growth in each area while *Population Increase* refers to actual increase in population.

5.4.2 SOCIO-ECONOMIC INDEX

Socio Economic Index is an ABS product that ranks areas in Australia according to relative socio-economic advantage/disadvantage. The index is made up of four different indexes, focusing on different aspect of socio-economic advantage/disadvantage. Read more about it [here](#).

5.5 LIVE AUDIENCE EVALUATION

In the May 2019 update, Live Audience Evaluation (LAE) postcode data can be downloaded and then uploaded on to Live Mapping. NB: You require Live Mapping Premium Subscription to upload data into Live Mapping.

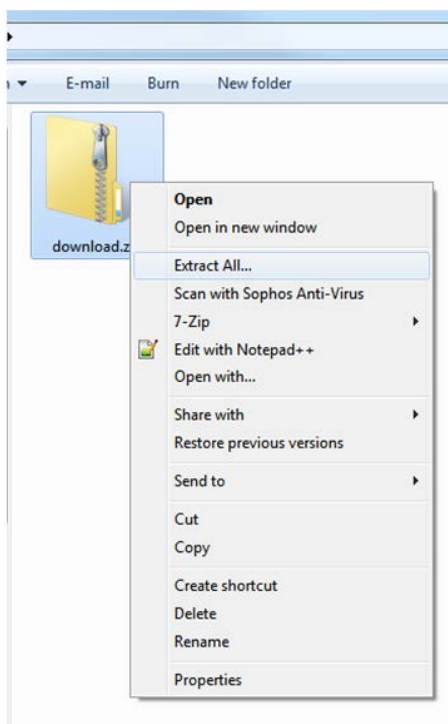
Step 1

Navigate to your Campaign or Website evaluation and select the required reporting Timeframe then under "Download Data" select download your data in a .zip file. Nb: This may take some time.



Step 2

Go into the folder where you downloaded your data (most likely the downloads folder) and right click to extract all the data.





Step 3

Go into the Live Mapping website (<https://mapping.roymorgan.com/>) and click the "Upload" button on the top left and then select insight sets. For more information on how to upload your own insight sets, see the article: [How do I upload a catchment set/insight set/POI?](#)

Select the upload option "Upload CSV file for Postcode and values" and select the document insight that you want to map - 'Postcode_By_Impressions_Daily.csv', 'Postcode_by_Population_Share_Daily.csv' or 'Postcode_By_UA_Daily.csv'.

	wwwroymorgancom-postcodeContentMonthImpressions-2018-12-01.csv	29/03/2019 12:25 ...	Microsoft Excel C...	10 KB
	wwwroymorgancom-postcodeContentMonthUA-2018-12-01.csv	29/03/2019 12:25 ...	Microsoft Excel C...	9 KB

Step 4

Once your data is uploaded you should receive an email confirming what has been uploaded and if there were any errors. You will now be able to view your data if you go into a map. Make sure that the view is set to postcode, then go to profile, my data and select the insight you uploaded.



5.6 LIVE MAPPING FUNCTIONS

When you subscribe to Live Mapping, you will have access to increased functionality within the Live Mapping product that is not currently available with a Basic Mapping Subscription. These include functions such as:

- Uploading your own data, which can be in the form of catchment areas, customer data, your own POI or third –party data;
- Ability to search for Google POIs; and
- Creating your own POI

	Basic Mapping Subscription	Live Mapping Subscription*
Creating a catchment	✓	✓
Roy Morgan Standard Data	✓	✓
ABS Census Data	✓	✓
Mesh block/SA1 Mode/Postcodes	✓	✓
Live Audience Evaluation	✗	✓



Upload own insights data	x	✓
Upload own POI	x	✓
Upload own Catchment area files	x	✓
Google POI	x	✓
Ability to create catchments from Walk time and distance	x	✓
Ability to create catchments from Drive time and distance	x	✓
Additional Functions**		
Helix Personas Website***	✓	✓
Live, Work and Shop		
Roy Morgan Purchased Data		

*Basic Mapping Subscription is a pre-requisite

**Basic Mapping Subscription is a pre-requisite, but can be bought without Live Mapping Subscription

***Helix Persona Subscription is a pre-requisite

5.5.1 UPLOADING YOUR OWN DATA

Premium subscription will allow you to upload your own data onto the platform and you will be able to create custom *Catchment Areas* or *POIs* to load onto your map. There are more details on both in the following sections. You can create and upload the data by yourself or with the help of your Roy Morgan representative.

5.5.1.1 HOW TO UPLOAD YOUR OWN DATA

Catchment files can be uploaded in the following formats:

- CSV file of addresses
- CSV file of Lat-Long Co-ordinates
- CSV file of mesh blocks
- CSV file of postcodes
- CSV file of SA1s
- esri zip Shape file

An insight set can be uploaded in one of the following formats:

- CSV file of mesh blocks and values
- CSV file of postcodes and values
- CSV file of SA1s and values

Point of interest (POI) data can be uploaded in one of the following formats:

- CSV file of addresses
- CSV file of Lat-Long co-ordinates
- esri ZIP Shape file



1. Exact addresses
2. Longitude of your address
3. Latitude of you address

Creating and uploading custom POIs allows you to determine your own set of POI to be shown on Live Mapping. You can access the data via *Select POI* under *Map Tools* (see figure 36) and a good example of custom POIs might be your competitors' locations (For more information on how to upload your own POI, refer to section 5.6.2.1).

The custom Points of Interests (POIs) that you create will be represented as pins on the map, which look similar to when you *drop a pin*. However, you cannot set create a radius around POIs to create catchment areas, unlike the *drop a pin* function in section 4.1.1 (see figure 36). If you want to create a radius around your POIs, you will need to upload your file as "Catchments" instead of "POIs" (more details in section 5.6.2.1 under "*Catchment Areas – Polygons vs Single Point*").

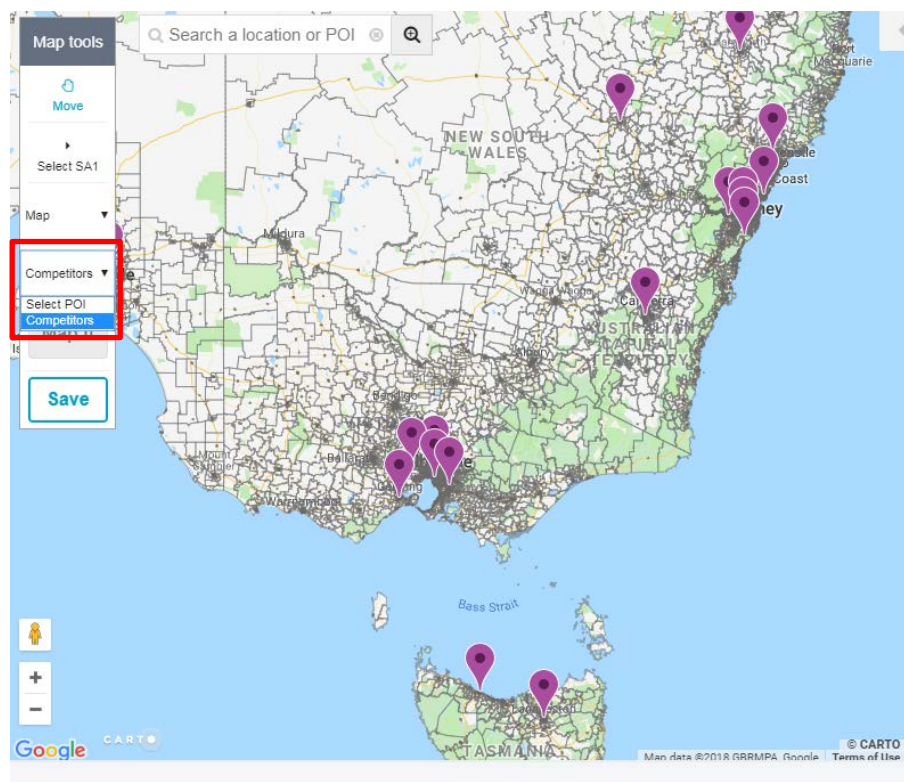


Figure 36: Uploading your Catchment Areas/POIs file

Any CSV file should contain at least two columns and two rows. The first row is assumed to be a header row and will be ignored. The second and subsequent rows will be considered to each define a point of interest. Empty rows will be ignored.

The first column should be the descriptive label for each point of interest. The second column should be the street address of the point of interest. The third and subsequent columns will be ignored.

The form of the address is flexible, but to correctly identify the location of an address, it should include the street address followed by the postcode and/or suburb. Live Mapping Tool uses the



WGS84 cartographic method (EPSG 4326 projection), where the latitude and longitude shall be expressed as **Decimal Degrees** in their respective column for each exact address. For example:

Name	Address	Latitude	Longitude
1	386 Flinders Lane, Melbourne, VIC 3000	-37.8172	144.9645

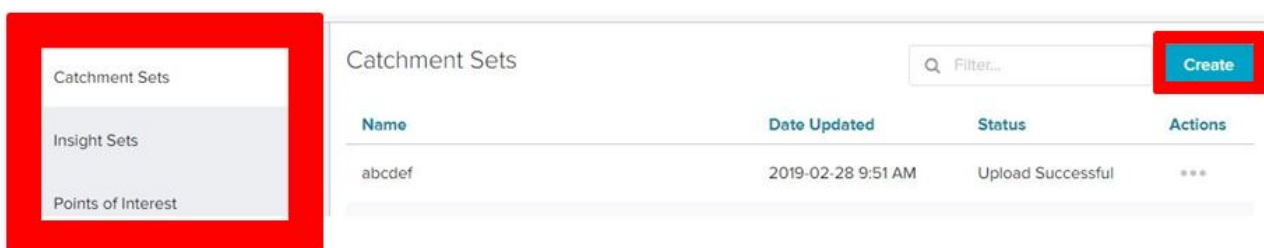
NOTE: If the file is not in the correct format, you will still be able to upload it but it will not load on the map.

5.5.1.2 How do I upload a catchment set/insight set/POI?

Firstly, go to livemapping.roymorgan.com and select the "Upload" on the top banner.



Secondly, choose what type of information you want to upload, and click "Create" on the top right hand corner.



Finally, name your file and decide what kind of file you would like to upload. It is important that you select the correct file type that is being uploaded.



← BACK TO CATCHMENT SETS

New Catchment Set

Name *

Share with all Organisations?
Restrict to only this Organisation

Upload Options:
Select Upload Data File Type

Status
Not Set

Upload Set information

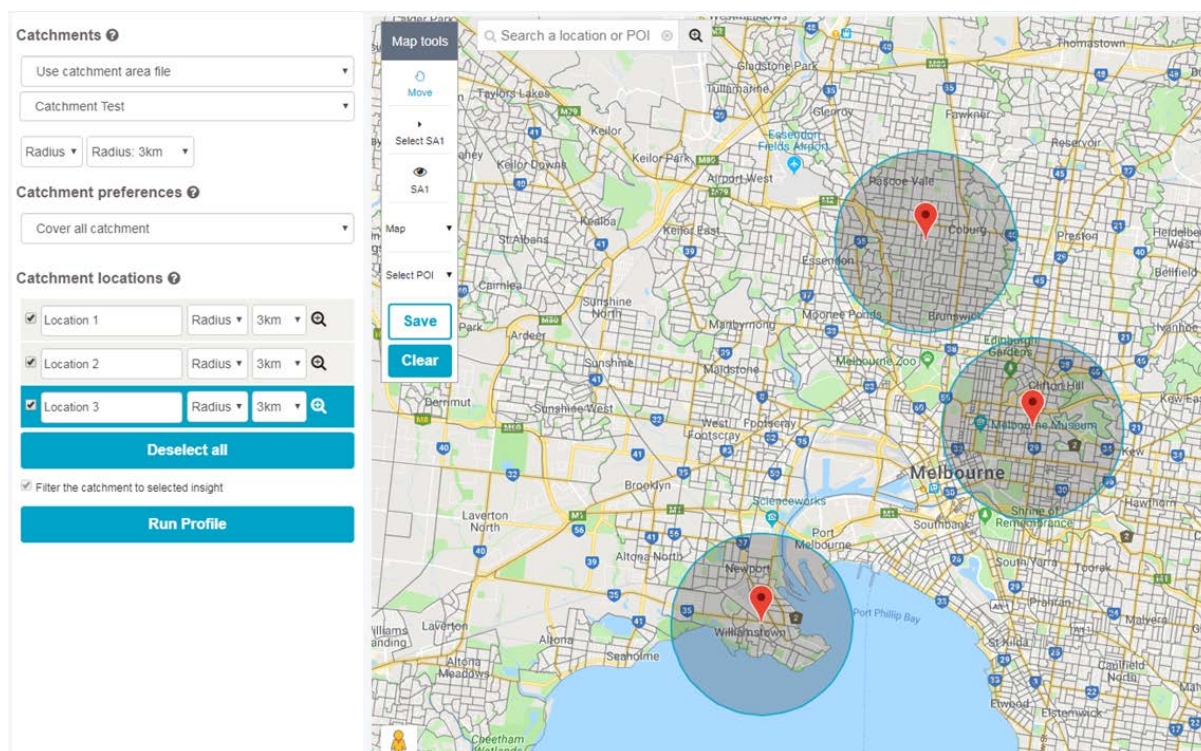
Drag files here or browse
choose one of the upload options

Notes (optional)

Once your file has been uploaded successfully, it should read "Upload successful" next to the file name and date updated. Please note that the upload process will take time and that you will receive an email upon completion of the upload. This will include a detailed breakdown of any records that generated errors or warnings. Where the file does contain errors and warnings, the data will still upload and be available, but will just have skipped over the records that caused the errors or warnings.

Name	Date Updated	Status	Actions
abcdef	2019-02-28 9:51 AM	Upload Successful	...

You should then be able to see the files you have uploaded in live mapping by going to profile, my data and selecting the insight you uploaded.



5.5.1.2.1 CREATING SHAPE FILES

Basic requirements

Below are some basic requirements that you will need to follow when you create your shape files:

- After creating your file, it must be saved in one .zip folder before it is ready for upload.
- The file must contain *ID*, *Name* and *Geometry* fields.
 - o *ID* must be alphanumeric and can include hyphens (-).
 - o *ID* must be unique and be present for all *Geometries*.
 - o *ID* cannot start with a hyphen and cannot contain any special character (e.g. !@#\$%^*).
 - o *Name* can be anything, such as the name of your branches.
 - o If the file doesn't have an *ID* field, it will be automatically created by using SQL command

When creating catchment areas, you will need to create polygons that will serve as your catchment areas. Other than polygons, you also have the option of “*dropping a pin*” and determining a set radius around your pin to be your catchment area. This is useful when you have a lot of addresses such as your store branches and you want to create a catchment area around them.

To generate these files, talk to the IT specialists in your organisation or your Roy Morgan representative.

Catchment Areas – Polygons vs Single Point



As mentioned in section 4.1.4 *Use Catchment Area File*, there are two types of catchment areas – **Polygon** and **Single Point** catchment areas – and the way to set up your file for those two types of catchment areas differ slightly.

Polygons:

Name	Latitude 1	Longitude 1	Latitude 2	Longitude 2	Latitude 3	Longitude 3	Latitude 4	Longitude 4
1	-37.8172	144.9645	-37.80896	144.966146	-37.813227	144.951456	-37.814739	144.968895

Each set of Latitude and Longitude in a polygon represents the points that will make up the polygon.

Single Point:

Name	Address	Latitude	Longitude
1	203/205 Blackburn Rd, Melbourne VIC 3149	-37.8172	144.9645
2	179 La Trobe St, Melbourne VIC 3000	-37.80896	144.966146
3	311 Spencer St, Docklands VIC 3008	-37.813227	144.951456
4	69-105 Collins St, Melbourne VIC 3000	-37.814739	144.968895

This is the same way that you will set up the file for uploading custom POIs, with the only difference being uploading it as “Catchments” instead of “POIs” on the upload screen. To set the radius around your single point catchment areas, refer to section 4.1.4.

5.5.2 GOOGLE POI

This will allow you to search for Google POI just like how you do it on Google Maps. For example, if you type in “shopping mall” in the search bar, you will be able to see all shopping malls in the area (see Figure 37)

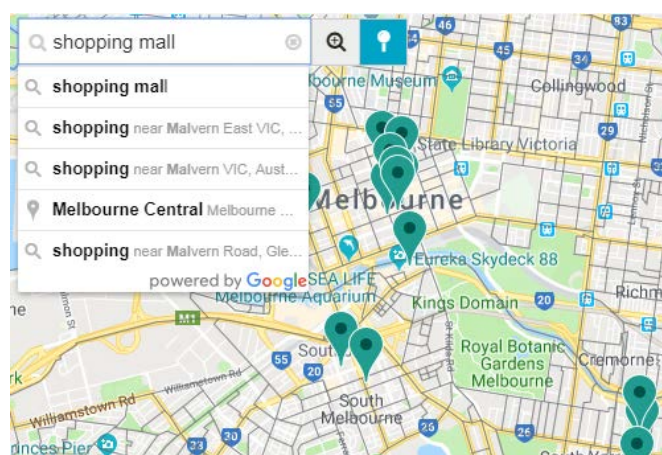


Figure 37: Using Google POI to search for shopping malls in the area



5.6 ADDITIONAL MAP FUNCTIONS

Other than the Basic and Premium Mapping subscription, there are also additional mapping functions that can be added on to your Live Mapping subscription, such as the Roy Morgan Purchased Segments (refer to section 5.3) and Live, Work and Shop.

5.6.1 LIVE, WORK AND SHOP (LWS)

Live | Work | Shop Off

Live | Work | Shop On

The Live, Work and Shop (LWS) overlay is available as an additional module to be purchased outside your Live Mapping subscription and it is only available when Helix Personas has been chosen as an *insight group*.

The LWS overlay enhances your ability to reach your target audience as this function shows you the locations of where the chosen Helix Persona/Community live, work or shop in Australia. Without this

overlay, you will only be able to see where the Helix Persona/Community lives.

For example, if you are looking to target the Helix Persona 101: Bluechip, you will not think about placing your advertisement in the Melbourne CBD (red box) (refer to figure 38) without the LWS overlay as none of the 101: Bluechip actually lives in the CBD. However, you can reach them in the Melbourne CBD as they work in that area.

When LWS overlay is turned on, you will see three new checkboxes above the list of Helix Personas/Communities - Live, Work, Shop. You can choose any of them to be shown on the map.

Turning on the LWS overlay will also limit the number of Helix Persona/Community that you

can choose to just one. This means that if you want to look at multiple Personas/Communities, you will need to save multiple maps.

Finally, LWS subscription will give you access to additional LWS data on the *Catchment Details Pane* (more details of this in section 6.2) after you defined your catchment area using the *Location* function.

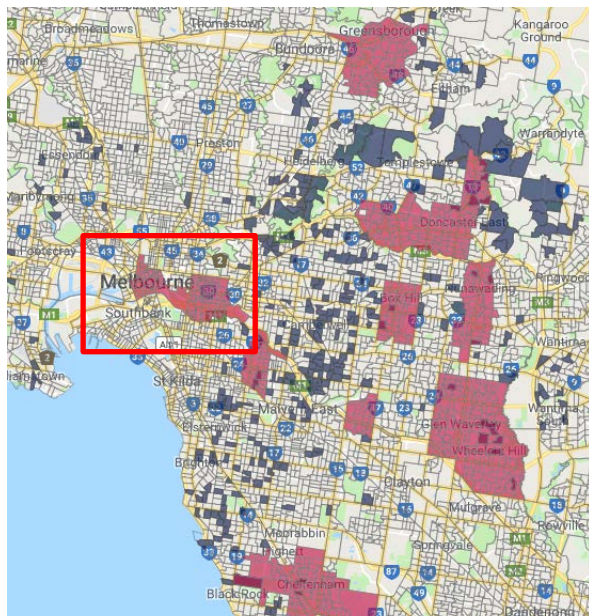


Figure 38: Bluechip in LWS overlay



6 OTHER FUNCTIONS

With the two main functions – *Catchments* and *Insights* – covered in previous sections, this last section will cover the details of all other functions in Live Mapping which will further enhance both your ability to target your customers and user experience.

6.1 MESH BLOCK, SA1 AND POSTCODE MODE

You can choose between *Mesh Block mode*, *SA1 mode* or *Postcode Mode* when you use Live Mapping. In order to change between the three modes, click on the drop down on the left hand side of the screen.



6.2 CATCHMENT DETAILS PANE

The *Catchment Details Pane* contains all relevant information about your mapped catchment and there are up to 12 different sections that you can navigate using the (<) and (>) buttons, depending on your level of subscription.

The following sections provide a brief overview of all the information presented in the *Catchment Details Pane*.

6.2.1 POPULATION

The population section simply displays the population breakdown of your mapped catchment(s). This includes a bar chart showing the Helix Personas that constitute your catchment as a percentage of the total, as well as a table showing the population count, average age and income figures (refer to figure 39). This will be the default data that is shown if you don't have a *Live, Work and Shop* subscription.

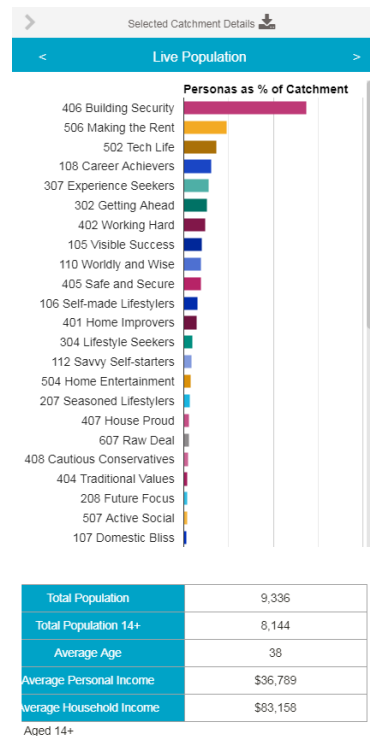


Figure 39: Default Catchment Details Pane

6.2.2 LIVE/WORK/SHOP & LWS POPULATION

If you have a *Live, Work and Shop* subscription, your 'Population' catchment details pane will be divided into four different sections, namely *Live Population*, *Work Population*, *Shop Population* and *LWS Population*. Each section will contain the relevant information pertaining to LWS in your catchment area (refer to figure 40 for an example of *Work Population* Catchment Details Pane).

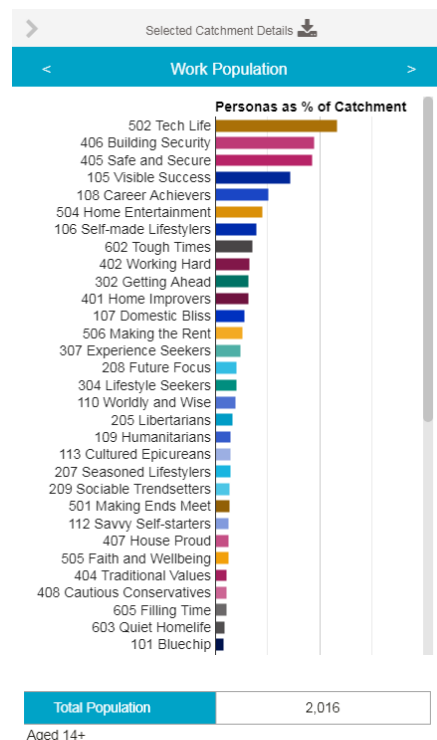


Figure 40: Catchment Details Pane for the Work Population in a Catchment Area



6.2.3 GENERATION

The generation section shows the distribution of the various generations (e.g. Gen Y or Baby Boomers) for the catchment(s) in question. There is a column chart showing the percentage each groups makes of the area, as well as a table showing the actual counts of each group (refer to figure 41).

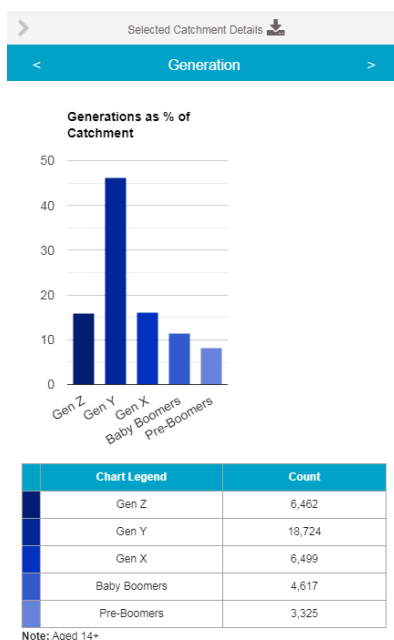


Figure 41: Catchment Details Pane for Generation

6.2.4 ROY MORGAN VALUES SEGMENTS

Roy Morgan Values Segments is a psychographic segmentation which provides information on why individuals are behaving in a certain way. For more details on Roy Morgan's Values Segments, click [here](#). (Note: In order to see the percentages and actual counts of each segment, hover over the segment you are interested in.)

Figure 42 shows the Catchment Details Pane, which contains the breakdown information of Roy Morgan Values Segments in your *Catchment Area*.

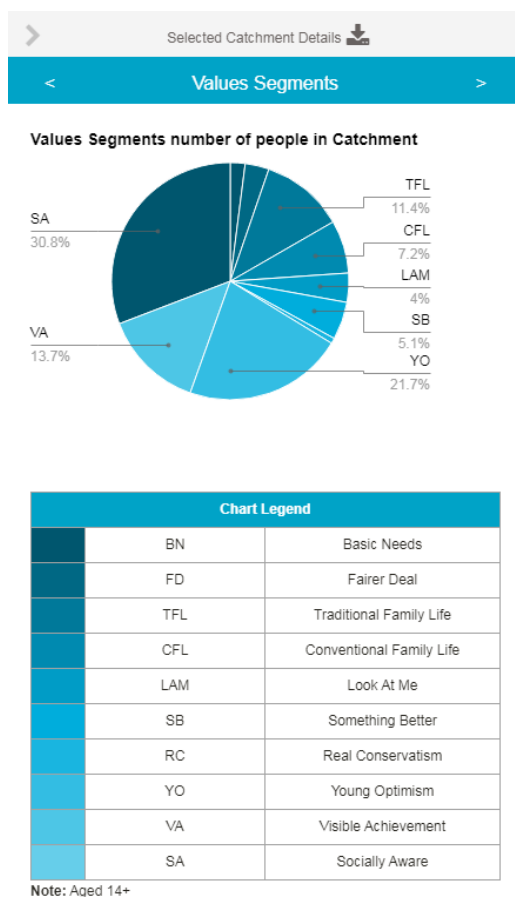


Figure 42: Catchment Details Pane for Value Segments



6.2.5 TECHNOLOGY ADOPTION

The Technology Adoption Segments is a different segmentation tool developed by Roy Morgan, which segments the Australian population based on their propensity to embrace or adopt (use or acquire) new technologies. The segments are defined by psychographic characteristics rather than ownership or usage, which means that it will never become outdated. To read more about Roy Morgan's Technology Adoption Segments, click [here](#). Refer to figure 43 for an example of Technology Adoption Segments in the *Catchment Details Pane*

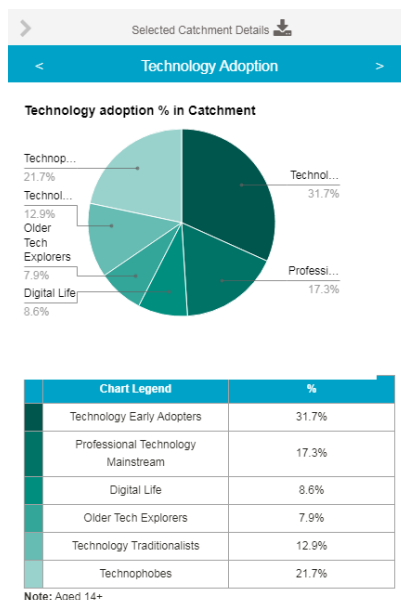


Figure 43: Catchment Details Pane for Technology Adoption Segments

6.2.6 DISCRETIONARY SPEND

The Discretionary Spend section divides the population into three categories: Big Spenders, Medium Spenders and Light Spenders (refer to figure 44). This is especially useful when evaluating market value.

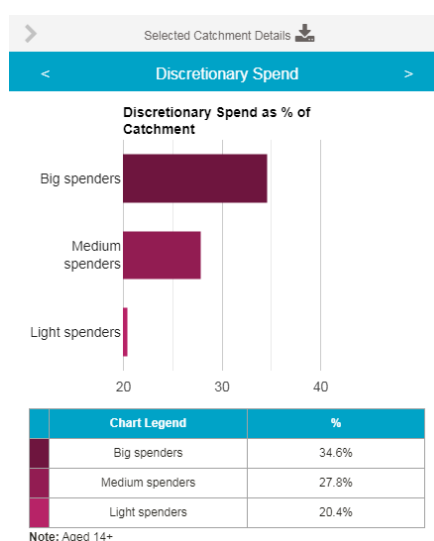


Figure 44: Catchment Details Pane for Discretionary Spend



6.2.7 SOCIO-ECONOMIC SCALE

Socio-Economic Scale provides insight into the socio-economic status of the catchment population. Roy Morgan uses AB-FG quintiles, which are determined by a myriad of variables such as job status and income. A catchment with a high proportion of AB Quintiles could be interpreted to be very well off, while a mostly FG quintile catchment would be the worst off (refer to figure 45).

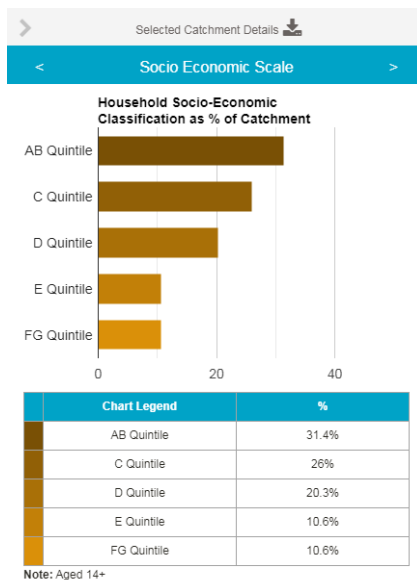


Figure 45: Catchment Details Pane for Socio Economic Scale

6.2.8 HOUSEHOLD LIFECYCLE

Household lifecycle allows you to get an idea of the structure of the households in your catchment. Each household will either be defined as Young Singles, Young Couples, Young Parents, Mid-Life Families, Mid-Life Households or Older Households (refer to figure 46).

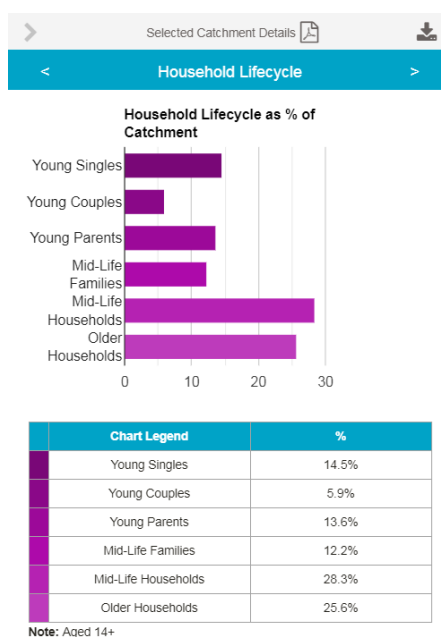


Figure 46: Catchment Details Pane for Household Lifecycle



6.2.9 MEDIA USAGE SUMMARY

The media usage summary provides an indication of how your catchment consumes media, and as such helps you optimise your physical and digital media strategy (refer to figure 47).



Usage Type	%
Read a Newspaper in Last 7 Days (incl Community Newspapers)	48%
Read a Local/Community Newspaper in Last 7 Days	14.6%
Read a Magazine (Last Issue)	66.1%
Watched FTA TV in Last 7 Days	92.9%
Watched Pay TV in Last 7 Days	27.2%
Watched FTA TV or Pay TV in Last 7 Days	87.6%
Watched Commercial TV on a Normal Weekday	67.6%
Listened to Radio in Last 7 Days	77.9%
Listened to Commercial Radio on a Normal Weekday	43.9%
Used the Internet in Last 7 Days	69.7%
Been to Cinema in Last 4 Weeks	38.6%
Seen Outdoor Advertising in Last 7 Days	79.2%
Read a Catalogue in Last 4 Weeks	48.3%
Read Addressed Mail in Last 7 Days	63.1%
Read Unaddressed Mail in Last 7 Days	36.9%
Read Mail in Last 7 Days	72%
Used the Yellow Directory at least monthly	1.5%

Note: Aged 14+

Figure 47: Catchment Details Pane for Media Usage Summary

6.2.10 MAIL READERSHIP

Similar to media usage, this section shows how heavily a catchment reads addressed and unaddressed mail (refer to figure 48).

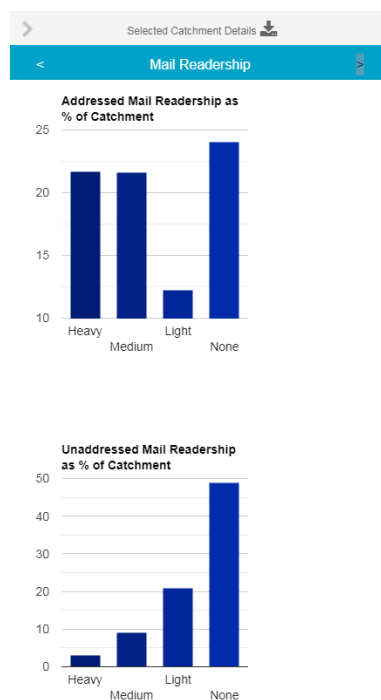


Figure 48: Catchment Details Pane for Mail Readership



6.2.11 ADDITIONAL INSIGHTS

This section provides various other insights that may be of interest, such as recent holidays, loan status etc. (refer to figure 49).



Description	%
Holidayed Overseas in last 12 months	35%
Holidayed within Australia in last 12 months	59.8%
Have a Credit Card	44.7%
Have a Loan (incl leases)	28.8%
Played Poker Machines/Keno/Casino Table Games in last 12 months	8.2%
Placed a Bet in last 12 months	15%
Bought a Lottery/Scratch Ticket in last 12 months	28.9%
Buy a New Vehicle Within 4 Years	14.2%
Own or use a mobile phone	90%
Main Grocery Buyer	78.4%
Shopped at Speciality Stores in last 4 weeks	84%
Shopped at Department Stores in last 4 weeks	21.8%
Shopped at Discount Stores in last 4 weeks	58.3%
Shopped at Bargain Stores in last 4 weeks	8.1%
Have an Internet connection at home	72.1%
Total Smokers (18+)	14.5%

Note: Aged 14+

Figure 49: Additional Insights on the Catchment Details Pane

6.2.12 INSIGHTS

This section will be blank unless a profile overlay has been filtered to the catchment (see section 5). This panel will show you the distribution of the selected insight within your catchment (refer to figure 50).

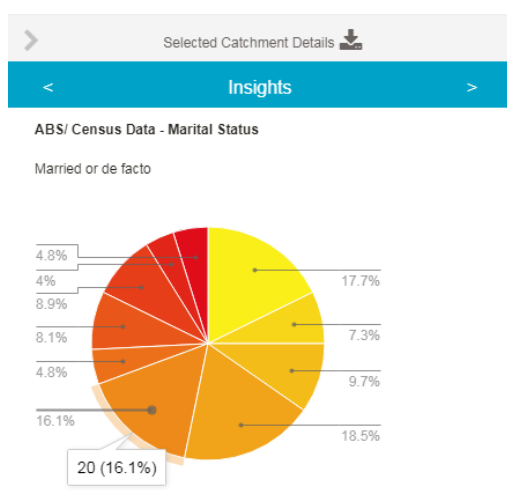


Figure 50: Catchment Details Pane when a *Profile Function* overlay has been used



6.3 FILTER THE CATCHMENT AREA

After you have defined your catchment area, you can filter the catchment profile to the selected Helix Personas/Communities that falls in the catchment area. To do this, simply check the box **Filter the catchment to selected insight** at the bottom of the *Catchments* function pane (refer to figure 51) and click on **Run Profile** again to refresh the information on the *Catchment Details Pane*. For example, if you have selected the 100 Leading Lifestyles, the information on the *Catchment Details Pane* will be updated to **only** include 100 Leading Lifestyles living in the catchment area.

Catchments ?

Pin an address ▼

Radius ▼ Radius: 5km ▼

Catchment preferences ?

Cover all catchment ▼

Catchment locations ?

☒ Catchment Test Radius ▼ 5km ▼ + -

Deselect all

☒ Filter the catchment to selected insight

Run Profile

Figure 51: Filter the catchment to selected insight

If you have a *Live, Work and Shop* subscription, filtering your catchment area to the 100 Leading Lifestyles means that you are only filtering to where 100 Leading Lifestyles *Live*. The *Work* and *Shop* *Population* details will still showcase other Helix Personas/Communities (ranked) as the filtered area is where 100 Leading Lifestyles *Live*, but there are also other Helix Personas or Communities who *Work* and/or *Shop* in this area.

Insights ?

Helix Personas ▼

Helix Personas ▼

☐ Select All ☒ Live | Work | Shop Off

100 Leading Lifestyles

☒ 101 Bluechip

☒ 102 Smart Money

☒ 103 Social Progressives

☒ 104 Having It All

☒ 105 Visible Success

Note: The information on the Catchment Details Pane is based on Mesh Block level data, which means that filtering your catchment area like the above example in “SA1 mode” will show other Helix Personas outside the Community “100 Leading Lifestyles” on the Catchment Details Pane. The reason is because 100 Leading Lifestyles may be the dominant Helix Community in that SA1, but there are also other Helix Personas living in that SA1 (which is made up of Mesh Blocks). In order to only get Helix Personas from the 100 Leading Lifestyle Community, change your map to “Mesh Block mode”.









6.4 CREATING TEAMS WITHIN ORGANISATION

It is possible for your organisation to have teams created to both help organise the maps created into categories, and also to avoid certain user having access to maps that they are not entitled to. If there are no teams created, everyone in your organisation will be able to see and edit your map. If there are teams created, then only those with access to your team will be able to access that map.


To have a team created for your organisation, send an email to live@roymorgan.com or your Roy Morgan representative.

6.5 CHANGING THE PAGE LAYOUT

If you want to expand or collapse either of the side panels, or make the map full screen, you can do so. To collapse the left-hand side panel, simple click the  icon, and the  icon to restore it. The  icon can be used to collapse the right-hand side panel, and the  icon can bring it out again. Lastly, the  icon can be used to expand the map to full screen by removing the top and bottom bars, and  can be used to restore the page.




6.6 EXPORTING CATCHMENT INSIGHTS

After mapping and profiling an area, all of the data in the *Catchment Details* pane can be exported into an Excel CSV file or in a PDF format using the () button at the top-right of this pane. It is also important to note that all the information displayed here will always be based on Mesh Block level data, even if you are in SA1 mode.

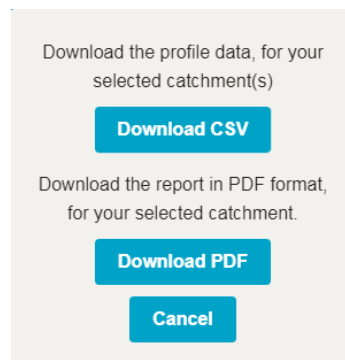
When you have mapped out a catchment area, the *Catchment Details Pane* will appear on the right. At the top of that pane a Download icon exists (see below).



Clicking the Download icon () will result in options being presented to download the data as an Excel CSV or PDF file (see below).

By clicking Download CSV, an Excel CSV file will be generated. It contains a data extract of all the information available in the *Catchment Details Pane*.

Clicking Download PDF will generate a pre-formatted PDF report that will contain all the information available in the *Catchment Details Pane*, including a map of the catchment area. The size of the PDF file will be around 6 MB.



7 USER ACCEPTANCE TESTING RELATED ERRORS AND FIXES

As this product is in active development, you may run into various bugs and errors. If you run into issues, please inform our support team at live@roymorgan.com. To ensure a speedier resolution, entitle the email subject as "LIVE MAPPING ISSUE - ", followed by the error type. Please accompany all reports with details of the error, as well as any related screenshots. Your assistance in this stage of the development cycle is greatly appreciated.

8 TIPS FOR RESOLVING ISSUES

If you encounter an issue, you may be able to resolve it using various combinations of the following actions:

1. Refresh the page;



2. Clear the cache on your browser;
 - a. This is done differently depending on which browser you are using, for Safari, follow [this link](#), for Chrome see [here](#), for Firefox see [here](#) and for Microsoft Edge follow [this link](#).
3. Log out and back in again; and
4. Close your browser and re-open;

9 APPENDIX

APPENDIX A

The different file types – Shapefile, KML and GeoJSON

Shapefile

The Shapefile format is a multi-file format — it consists of a set of files with the same name and stored in the same directory, which are differentiated by their extension.

A Shapefile has to be formed, at least, by a .shp file, a .shx file, a .prj file and a .dbf file. These files contain the geometry data, the indexes, the projection information and the attributes, respectively. Other auxiliary files are not mandatory and contain extra information for the Shapefile.

KML

The KML format is a XML based format which adds to it a geographical meaning by being able to define features such as points, polygons or lines in the EPSG 4326 projection.

KML uses common XML types such as string, boolean, double, or int, so your column types will be respected when your dataset is imported or exported from CARTO.

Each feature is defined as a Placemark element, which usually contains a name, a description, and the geometry itself. If more data columns are required, these fields need to be defined and included inside a ExtendedData element of the KML document.

In terms of geometric elements, the Point, Polygon, Line, MultiGeometry and Geometry elements are supported. Different geometry types in the same layer are not supported.

GeoJSON

The GeoJSON format is an extension of the JavaScript Object Notation (JSON) that encodes geographical features and their metadata. This format supports data types such as string, double or boolean. Dates exported as GeoJSON are stored as strings and will be recognized as such, on data imports.



With respect to geometries, Points, (Multi)Polygons and (Multi)Lines are supported. GeometryCollection geometric objects are not supported and will raise an import error. The supported geometries can be imported inside FeatureCollection and Feature objects.

Importing different geometry types in a FeatureCollection element is not supported.



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