

SimplyMap® Quick Reference

Powerful Data,
Professional Results™

SimplyMap is a web-based mapping application that changes the way you use and interact with complex data. SimplyMap enables non-technical and advanced users to quickly create professional thematic maps and reports using powerful demographic, business, and marketing data. This guide will help you get started.

How do I . . . ?

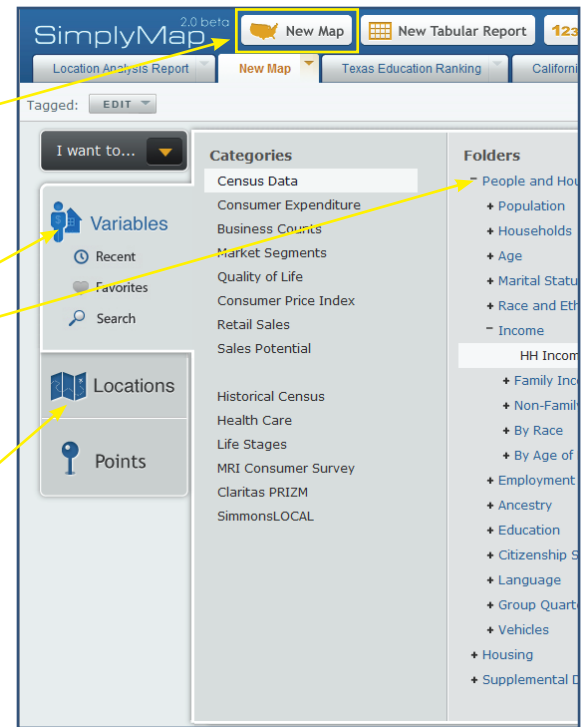
Create a map showing demographic or marketing data for a specific location:

Click the **New Map** button at the top of the SimplyMap window. SimplyMap's easy-to-use wizard can walk you through a few quick steps to select the data and location to display in the map. Click **Launch Map Wizard** and follow the on-screen instructions to get started.

To create a map without using the wizard:

(a) Click Variables on the left side of the window to open the Variables Panel. Browse the list of variables by clicking on a category and then selecting folders. As you navigate through the variable hierarchy, individual variables will appear on the right side of the panel. When you mouse over a variable, the Action Menu will appear. Click on *Use this Variable* and close the Variables panel to update the map with the new data.

(b) Click Locations on the left side of the window to open the Locations Panel. Follow the steps on-screen to select a specific location. After clicking *Use This Location*, click the "X" to close the Locations Panel and update the map.



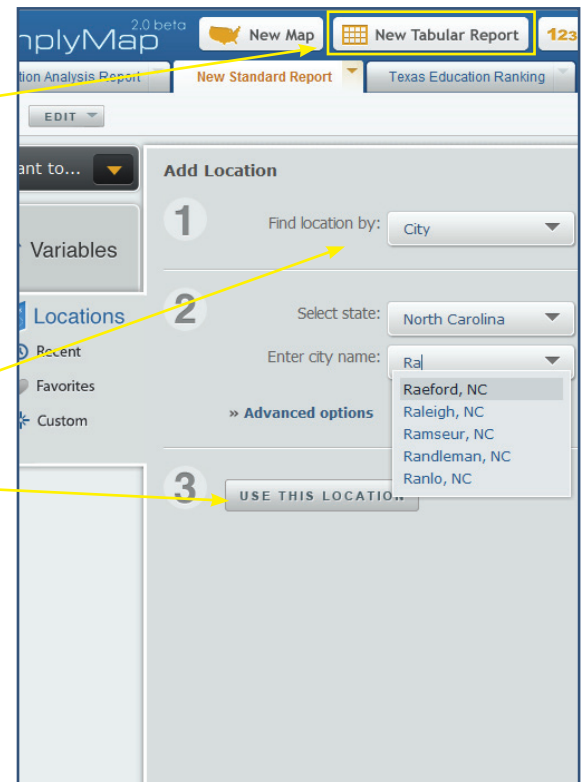
Create a custom report comparing data across multiple locations:

Click the **New Tabular Report** button at the top of the SimplyMap window. Select Standard Report. Click **Launch Standard Report Wizard**; the on-screen instructions will walk you through selecting the first location and variable for the report. Once you have completed the wizard steps, follow the steps below to add more variables or locations to the report.

To create a report without using the wizard:

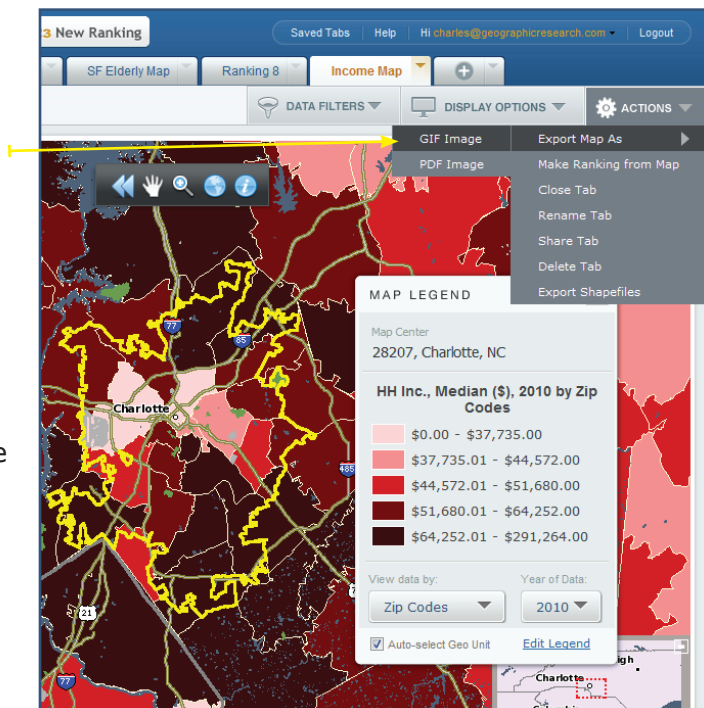
a) Click the Locations button on the left side of the window to open the Locations Panel. Follow the steps on-screen to select the specific location to add to the report. After clicking *Use This Location*, you can repeat this process to add more locations, or click the "X" to close the Locations Panel and update the report.

(b) Click Variables on the left side of the window to open the Variables Panel. Browse the list of variables by clicking on a category and then selecting folders. As you navigate through the variable hierarchy, individual variables will appear on the right side of the panel. When you mouse over a variable, the Action Menu will appear. Click on *Use this Variable* and close the Variables panel to update the map with the new data.



Export a map to use in Powerpoint or Word:

- Click on the map tab you would like to export. From the large Action Menu near the top right corner of the window, select *Export Map As* and either a GIF or PDF. This will open a preview window where you can configure the exported map image.
- In the Preview window, you can drag and drop the legend anywhere on the map. You can also add text to your map by typing a title in the Text Area box and then clicking the "add text area" link to add the text to your map.
- You can select Email from the drop-down menu to send the exported map image to any email address, or select File to download the image directly to your computer.



Export ZIP Code, Tract or Block-Group data for an entire city or county:

With SimplyMap, you can export large amounts of data for a specific location using the **Location Analysis Report**. For example, you can export data for all ZIP Codes in Chicago, or for all Census Tracts in Maricopa County, Arizona. This exported data can be used in a spreadsheet, database, statistical analysis or desktop GIS program.

- Click the New Tabular Report button at the top of the SimplyMap window. Select Location Analysis Report. Click Launch Location Analysis Wizard and follow the on-screen instructions to select a location and variable for the report. Use the menus at the top of the screen to edit the location or the geographic unit (type of location) included in the report.

To create a location analysis report without using the wizard:

- Select the location you are interested in, such as the city of Chicago, and then add variables to the report. Once created you can edit the report to show ZIP Codes, Census Tracts or Block Groups in Chicago using the Analyze Data By dropdown box.
- Once you have the desired data in the report, select Download Table from the large Actions Menu. Reports can be downloaded in Excel, .CSV, or .DBF format.

