

**For use with SimplyMap 3.0**

To access SimplyMap, go to the library’s web site, [http://library.miami.edu](http://www.library.miami.edu), click on ‘Databases & Indexes’, click on ‘S’, and click on ‘SimplyMap’.

Students & faculty are not required to log-in with a user name and password. Below the login boxes, there is the option to login to a temporary account or workspace. However, your work will not be saved using this method. It is better to create your own personal account. There is no cost to you; it is included in the library’s subscription.

To create a personal workspace, click on ‘create an account’ and enter your e-mail address and a password. You MUST use your UM email address. The company will then send a confirmation e-mail to your e-mail address - please click on the link in this e-mail to activate your account.

Once you have logged in, you will see a link to ‘Help’ in the upper right corner. This includes a series of short videos that review the major features of the system and can be used at any time to refresh your memory.

**Practice Exercises**

***Exercises courtesy of Steven Swartz from Geographic Research, Inc.***

Exercise 1.

How to create a map showing demographic or marketing data for a specific location.

Sample question:  
In which Zip Code(s) do the highest percentage of young adults (18 to 24 year olds) live in Miami-Dade County?

**Step 1**: At the left, choose *Locations*.

1. *Find location by*: Counties
2. *Select state*: Florida

*Select county name:* Miami-Dade County

1. Click *Use this location*

Click X to close the location box

**Step 2**:At the bottom of the map legend, set *View Data by:* to Zip Codes

The map will automatically reset.  
**Step 3**: At the left, choose *Variables.*

Click on: Census Data > In 2010 Geographies > People and Households > Age > Total

Point to *% Pop, 18 to 24 Years.* Under *Action*, click on *Use this variable.*

Close Variables tab.

*Tips*:

* In the Map Legend box, click on ‘Edit Legend’ to open the Legend Editor and change the classification method to Natural Breaks (Local) in order to recalculate the break points for this variable using data from your local map (in this case Miami-Dade County).
* Label your Zip Codes by clicking on *Display Options* and *Label Zip Codes*.
* Highlight the county lines by clicking on *Display Options* and *Highlight Last Location.*
* Find out the provenance of your data: Click on *Variables*, then *Recent*. Point to the data set you want and, under *Action*, click *View Metadata* for information on the data source and definition.

**Step 4**: Under *Actions* in the upper right, select *Export Map As* to export your finished map!

You can export the map as either a GIF or PDF file.

Now you can add a title and make other aesthetic adjustments.

You can save it to a disk or email it.

Exercise 2.

How to rank and filter data.

Sample question:

How do I rank the top 10 Zip Codes in Miami-Dade County with the highest % of young adults and also limit this search to Zip Codes with a population density greater than 1,000 people per square mile?

With your map on screen, go to Variables and find *Census Data* > *In 2010 Geographies* > *People and Households* > *Population* > *Total > Population Density*

Action: *Add to Favorites*

Click on *New Ranking* at the top of the screen. Click on *Launch Rank Wizard*.

Step 2) Choose *Counties*

Step 3) State and County: *Florida* and *Miami-Dade County*

Step 6) Choose *Census Data*

Step 7) Choose *In 2010 Geographies* > *People and Households* > *Age* > *Total*

Step 8) Choose *% Pop, 18 to 24 Years*

Step 10) Change *Analyze by* to *Zip Codes*

With the Ranking Report open, click on *Data Filters.* Select these conditions:

Change *Select from:* to *Favorite variables*:

Choose variable: *Population Density, 2011*

Add Criteria:  *is greater than*

Empty box: *1000*

Click *+Condition*

Give the filter a name: Pop density >1000

Click *Apply This Filter*

*Tips*:

* Click *Actions* to download or email the ranked Zip Codes in Excel format.

Exercise 3.

How to create a custom report comparing data across multiple locations

Sample question:  
Compare the Zip Codes in Miami-Dade County that have the most young adults between the ages of 18 to 24 year olds to your own Neighborhood, Zip Code, the city of Miami, and the state of Florida.

**Step 1**: Select the Zip Codes to be studied. We will use the *i-tool* to add multiple locations to the *Recent Locations* list*.*

* Click the “*i*” tool from the toolbar, and then click a desired Zip Code (darkest colored Zips = highest % of 18 to 24 Years Olds, 2008).
* Repeat as needed, clicking the *i-tool* before clicking each location.

**Step 2**: Now add your home Zip Code, the city of Miami and the State of Florida to the Locations list:

* Click *Locations*, 1) Zip Codes, 2) enter your home Zip Code, 3) Use this location
* 1) States, 2) Florida, 3) Use this location
* 1) Cities, 2) Florida, Miami, 3) Use this location.

**Step 3**: Add your home Census Tract to the Locations list:

* Click Locations, 1) Census Tracts, 2) enter your home address, 3) Use this location

**Step 4**: Create a Report with the selected locations:

* Open the Report Tab by clicking *New Tabular Report* at the top of the window.
* Click *Standard Report*.
* Click *Locations*, *Recent*, and select all of the Locations you just added.
* Click *Variables*, *Recent*, and select *% Pop, 18 to 24 Years, 2011*. You could include additional Variables.

A report is created comparing each selected location.

*Tips*:

* Sort report data by clicking the Action box in each column header.
* Create a bar chart of the variables by clicking the Action box in each row.
* Transpose the columns and rows by clicking *Transpose Table* under *Display Options*.

**Step 5**: Create a Ring Study analyzing data 1, 3, and 5 miles from any Location:

* Select *Ring Study* from the *New Tabular Report* menu
* Select one location from the Locations list. (For this exercise, use your home zip code.)
* Select one or more variables.

**Step 6:** Select *Actions* to download the Report data in Excel, Word, or .csv format.

Exercise 4.

How to create a query combining more than one variable

Sample question:  
Locate census tracts in Miami-Dade County that have greater than 40% of the population with a Master’s degree and a median income over $65,000 (let's call 'em Brains & Money). In this example, we will provide fewer details so you can use the skills you learned in the previous steps.

**Step 1:** Start a new map and set it to Miami-Dade County.

**Step 2**: Find the variables you need in the *Variables* Tab:

* Which is easier, searching or browsing? See variable names below if you need help.\*
* Click *Use Variable* for each.
* Set the resulting map to Census Tracts and study the break point values.
* Repeat this step for each variable.

**Step 2**: Open the *Data Filters* to create the query:

* Select your college education variable and set to greater than 40.
* Click *+Condition*.

**Step 3**: Add additional conditions to the query:

* Select your income variable and set to greater than $65,000 (no $ sign required in box).
* Click +*Condition.*
* Set the operator to *AND*

**Step 4**: Give this search a descriptive name – “Brains & Money” -- and click *Apply This Filter*. DO NOT DO THIS DURING THE CLASS!!!!!! We’d probably crash their system if we all did this at once.

**Step 5**: Be patient! The system will calculate this filter for every census tract in the country.

- The answer for each census tract is either yes (both conditions were met) or no (at least one did not meet your conditions).

\* % Education Attainment, Master’s Degree, 2011 and HH Inc., Median ($), 2011

Exercise 5.

How to create and export a list of relevant Zip Code, Census Tract or Block Group data for an entire city, county, or state.

Sample question:

Which Zip Code has the highest % Master’s Degrees in the entire state of Florida? Highest median income?

**Step 1**: Click on *New Tabular Report*. Select *Location Analysis Report*.

**Step 2**: Select your two variables.

**Step 3**: Select the Location *Florida*.

**Step 4:** Look at the report and change *Counties* to *Zip Codes.*

**Step 5:** Click *Actions* and *Download Table* to download the data in Excel format.

**Step 6:** Use the *Custom Sort* feature in Excel to sort by any variable.

Exercise 6.

How to overlay Points-of-Interest data with demographic or marketing data

Sample question:

How many Child Day Care Services are there in areas with the most children age 0-5 in Miami-Dade County?

**Step 1**: Create a map of Miami-Dade County by zip code & select Variable # Pop, 0 to 5 Years, 2011.

**Step 2**: Open the *Points* Tab and select *NAICS Code*.

**Step 3**: Click the Search Tab at the top.

**Step 4**: Enter “Child” in the search field and select *Child Day Care Services.* The code will populate the NAICS field. Click *+Condition*.

**Step 5**: Type in a Descriptive Name “Child Day Care Services” and click *Map These Points*.

*Tips*:

* Remember to open the Legend Editor and change the classification method to Quantiles (Local) or Natural Breaks (Local) to recalculate the break points for the Variable # Pop, 0 to 5 Years, 2008 using data from your local map (in this case Miami-Dade County).
* You may locate specific day care centers such as Bright Horizons Children’s Centers by typing the name “Bright Horizons” in the Business Name box.
* Click any point on the map for details about that location.
* If there are many points, it may take a few moments for the map to update.

**Scenarios for Further Exploration**

Coolest Bookstore Ever

You plan to open a bookstore somewhere in Florida that is targeted to sophisticated young singles (ages 18 to 24) and features a full-service coffee bar. Explore the variables that could help you pin down a great location (using the different geographic units available: County, City, Zip Code, Census Tract, Block Group). Make sure to take a look at Market Segments/Life Stages/Sales Potential. Read the Data Source notes to guide you.

Note some variables of interest:

Trends in Your Neighborhood

In the Locations tab, locate your census block group by address. Create a nickname for the location (same as question #3, step 4). Now browse to select and add demographics of interest from the Census 2010. Find and add the same variables for a future Census Projection (like 2015). Create a Report to find out how your neighborhood is predicted to change. Remember to also compare the growth rate in population & households in your community compared to the county or state average.

Note some variables of interest: