

SimplyMap 2.0 Canada Tutorial

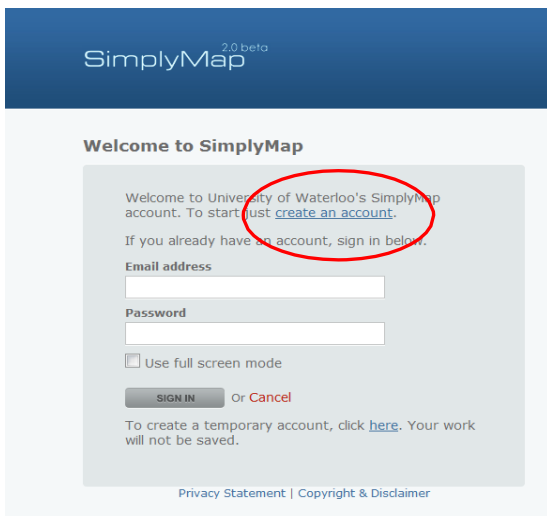
SimplyMap Canada is a web mapping application developed by Geographic Research Inc. The application enables users to create thematic maps and reports using demographic, business, and marketing data on-line. In this tutorial, you are going to create a few thematic maps and a ranking report for the area of the City of London, Ontario.

- Get started with SimplyMap Canada 2.0
- Create and customize a thematic map
- Create a data filter
- Add points to the map
- Create a ranking report
- Rename and share a map tab
- Export map, table and shapefile
- Cite data or map from SimplyMap

Get Started with SimplyMap 2.0

If you are off campus, first go to Waterloo Library Homepage (<http://www.lib.uwaterloo.ca/>) and click Connect from Home on the left side.

1. Go to University of Waterloo Library Homepage, on the top left side, click Resources for Research, select Research Database, go to Browse Research Databases by Title and select S, Scroll down to find SimplyMap Canada. Double click the item. This will bring you to the website.
2. The welcome page should look like image below. If you are a returning user, you can go ahead and login with your e-mail address and password.



- If you are a first time user, you will need to create a new account. Click **create an account**, this will bring out a new window. Fill in all the required information and click **Continue** to finish the registration process. (Note: a personal e-mail is fine).

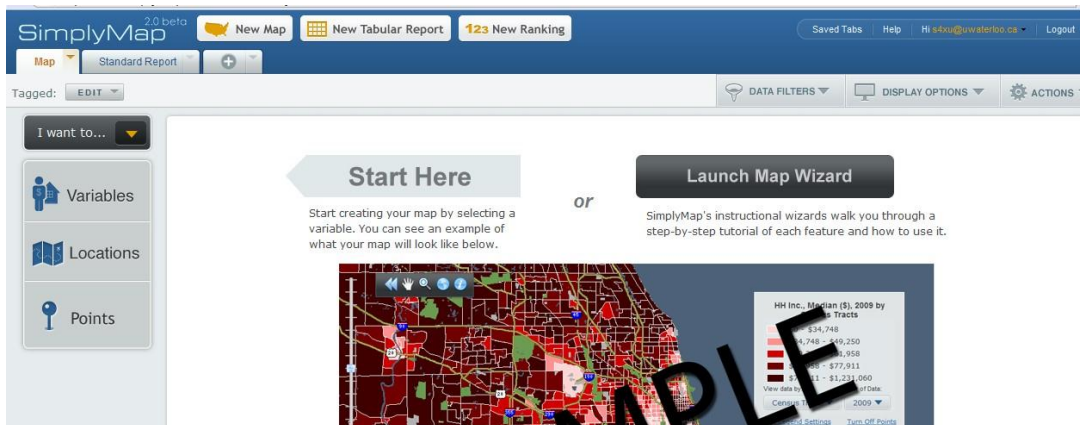


The image shows a registration form for SimplyMap 2.0 beta. The form is titled "Welcome to SimplyMap" and contains the following fields and options:

- E-mail address
- Re-enter e-mail address
- Password
- Re-enter password
- I agree with the [End User License Agreement](#)
- CONTINUE** Or **Cancel**

At the bottom of the form, there are links for [Privacy Statement](#) and [Copyright & Disclaimer](#).

- When you log in with your new account, you will see a starting page as below.



The image shows the starting page of the SimplyMap 2.0 beta application. The page features a navigation bar with options like "New Map", "New Tabular Report", and "123 New Ranking". Below the navigation bar, there are several sections:

- I want to...** dropdown menu.
- Variables**, **Locations**, and **Points** icons.
- Start Here** section: "Start creating your map by selecting a variable. You can see an example of what your map will look like below."
- Launch Map Wizard** button: "SimplyMap's instructional wizards walk you through a step-by-step tutorial of each feature and how to use it."
- A map preview showing a red and green map with a legend for "HI Inc., Median (\$), 2009 by Tracts".

HI Inc., Median (\$), 2009 by Tracts
334,748
41,748 - 449,250
45,958
88 - 877,911
97,911 - 81,931,060

Create a thematic map

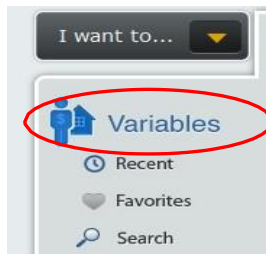
You are going to create an interactive map showing the average household expenditure on dental services in the City of London, Ontario in 2010. To do that, you need to find this variable: **average household expenditure on dental services** and define a location as **City of London**.

5. You are going to create a new map. Click the New Map Tab.

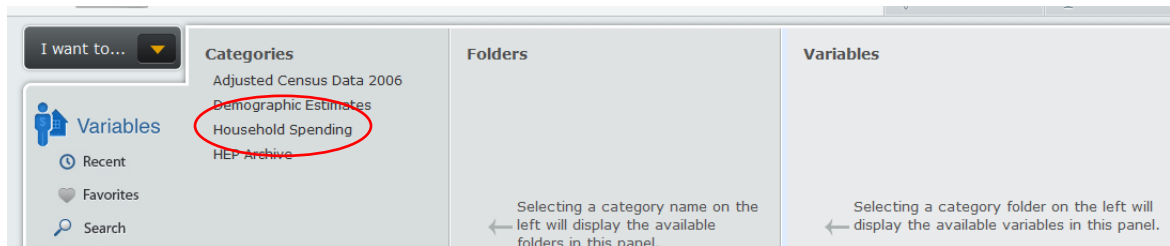


6. Browse and select the data variable in several steps.

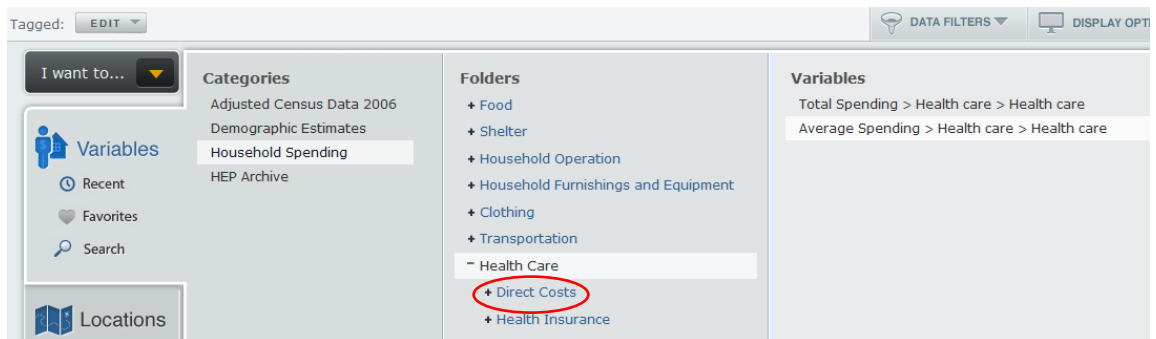
Step a: Click Variables label on the top left to open up the Variables panel.



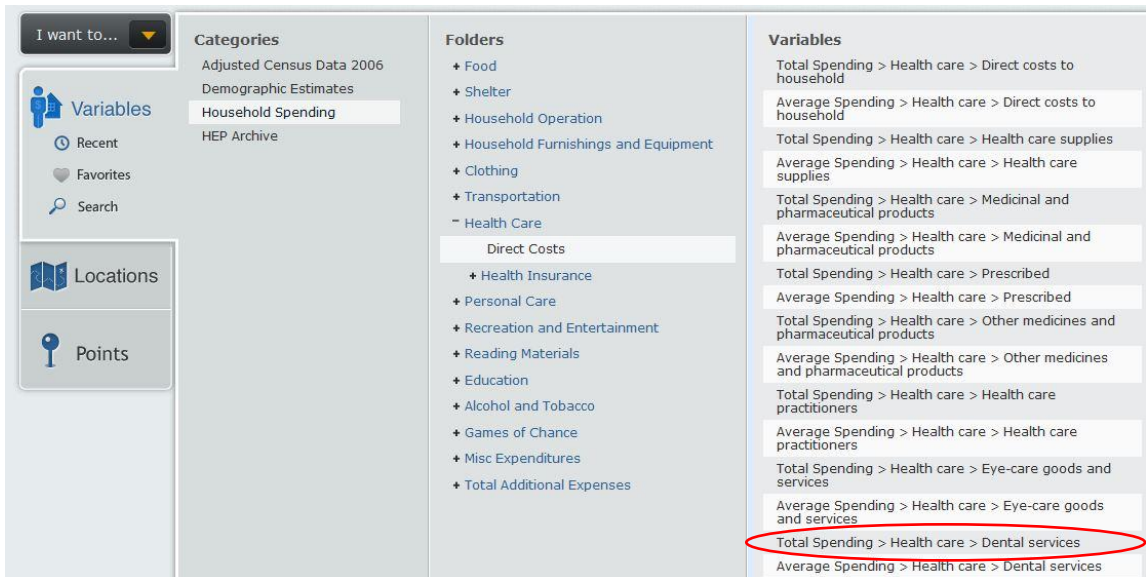
Step b: In the panel, click **Household Spending** under **Categories**.



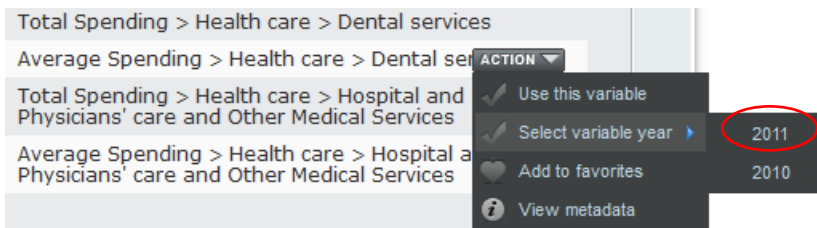
Step c: Find and click the **Health Care** folder. You will see two sub folders and select the one **'Direct Costs'**



Step d: Browse all the direct costs variables and find the variable Average Expenditure – Dental services (at the bottom).



Step e: Move your mouse over the variable, the Action Menu will appear. Select variable year as “2011” and then click **use this variable**. The selected variable is added to the active map.



7. Alternatively, you can search and add the same variable by following a few steps.

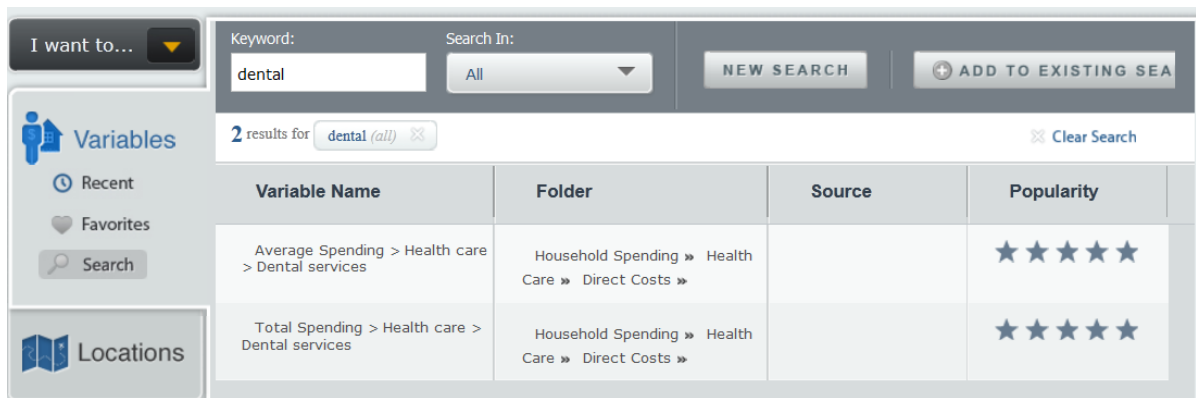
Step a: Open the Variables Panel and click **Search**. This will open up a search panel.



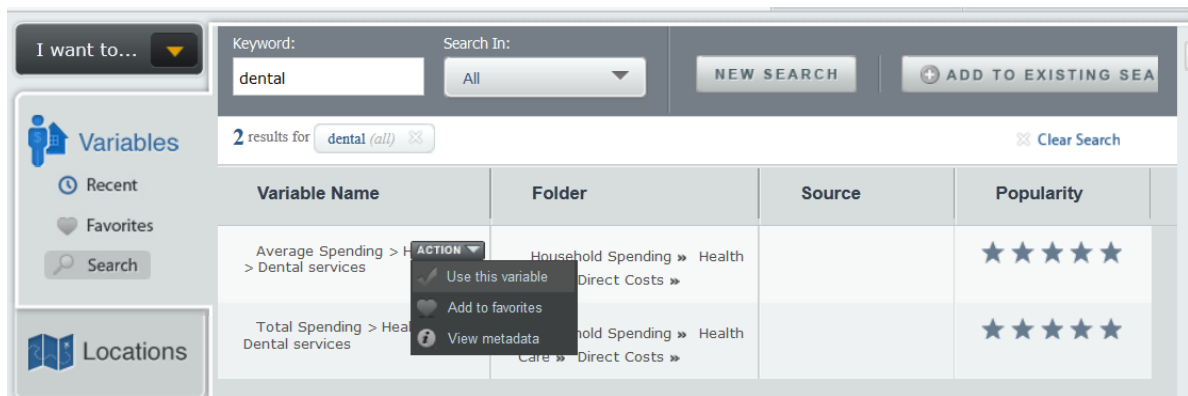
Step b: Enter a keyword ‘Dental’ in the search panel and click **Search**.

Step c: The search returns a result of 2 variables, including ‘average spending household on

dental services’.



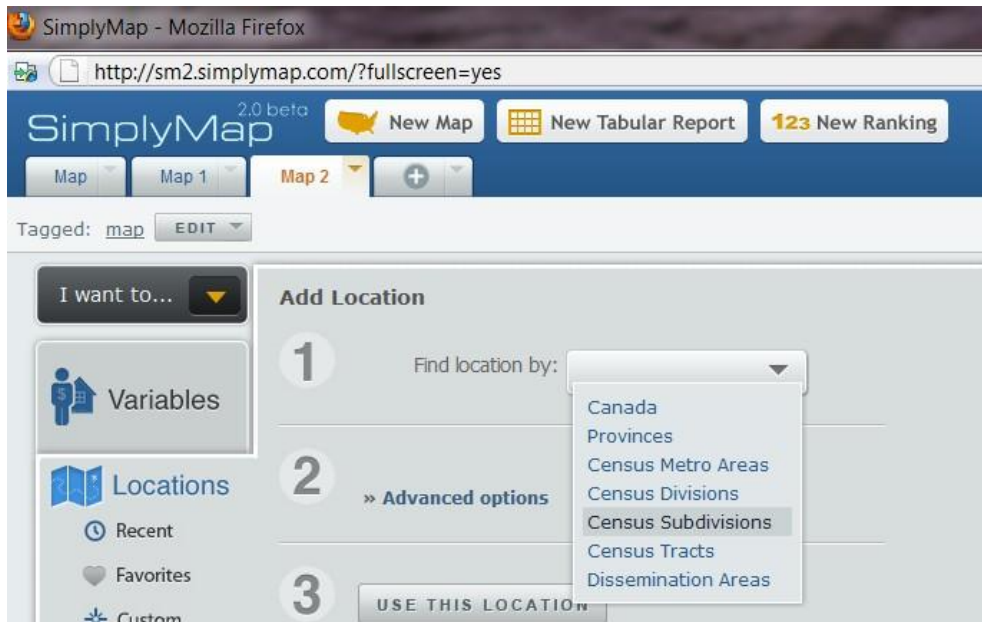
Step d: Move your mouse over the variable, the ‘Action’ menu will appear. Use this menu to view metadata and then click **use this variable**. This variable will be added into the active map.



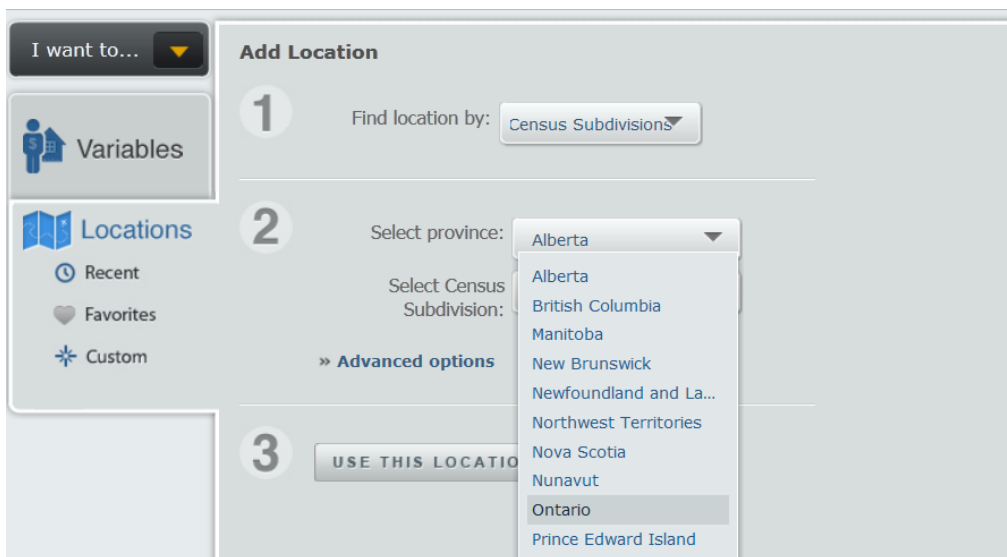
8. Now you are going to add a location, City of London (a census subdivision) by following several steps.

Step a: Click **Locations** button on the top left to open up the Locations panel.

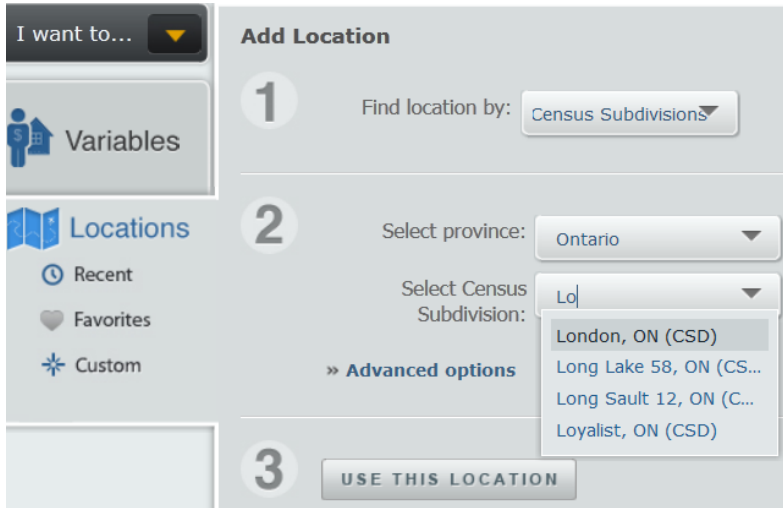
Step b: Set **Find location by** to ‘census subdivisions’



Step c: Select province as Ontario

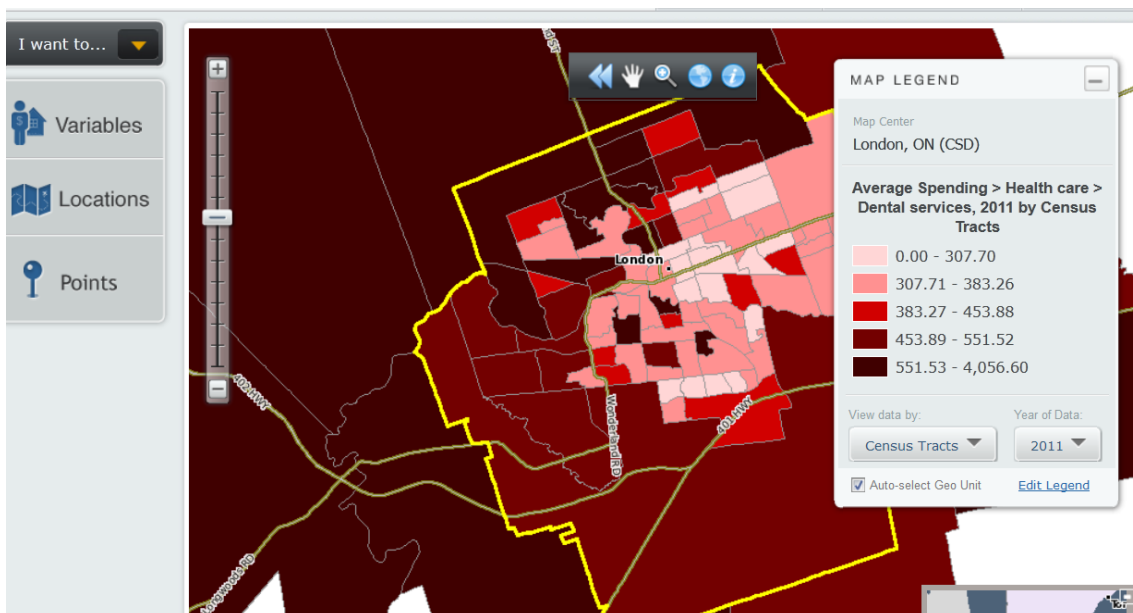


Step d: Next you are going to select a census subdivision (like a city) in Ontario. As you are typing in 'lo', the auto-complete feature will suggest some location names. From the suggestions, select London, ON (CSD).



Step e: Once you have selected the location, click **Use This Location** and then close the location panel.

9. The map you just created will look like below.

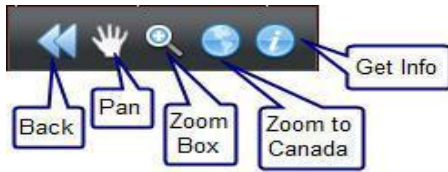


Customizing the map

You can adjust map view zoom level, change the geographic unit, add or remove roads and other features and modify the legend color by using the map toolbar.

10. Browse the map with map toolbar.

The map toolbar includes 5 controls:



Back - Click to display the previously viewed location.

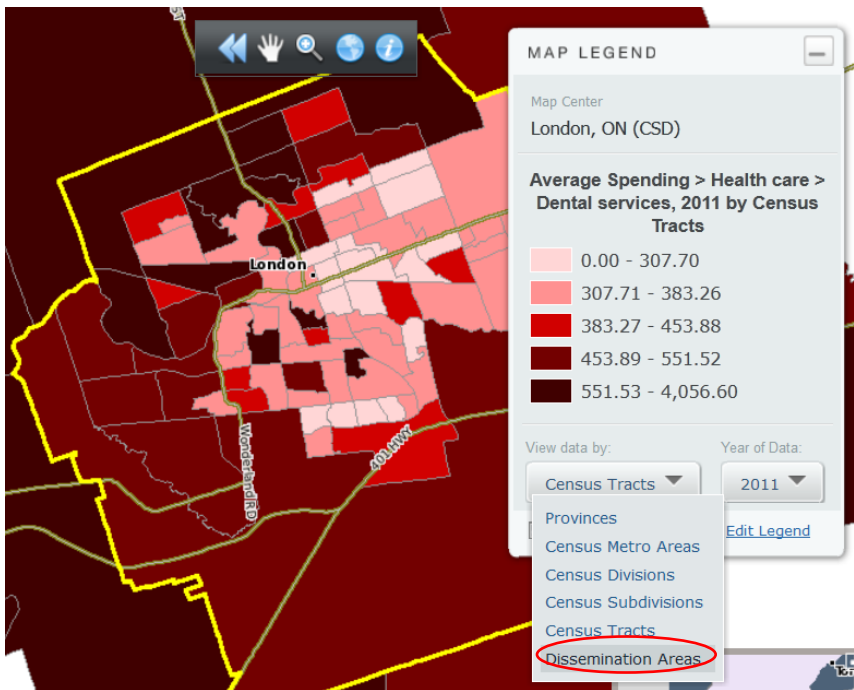
Pan - Click this icon and then click and drag the map to a new location.

Zoom Box - Click this icon and draw a box around the area you wish to zoom

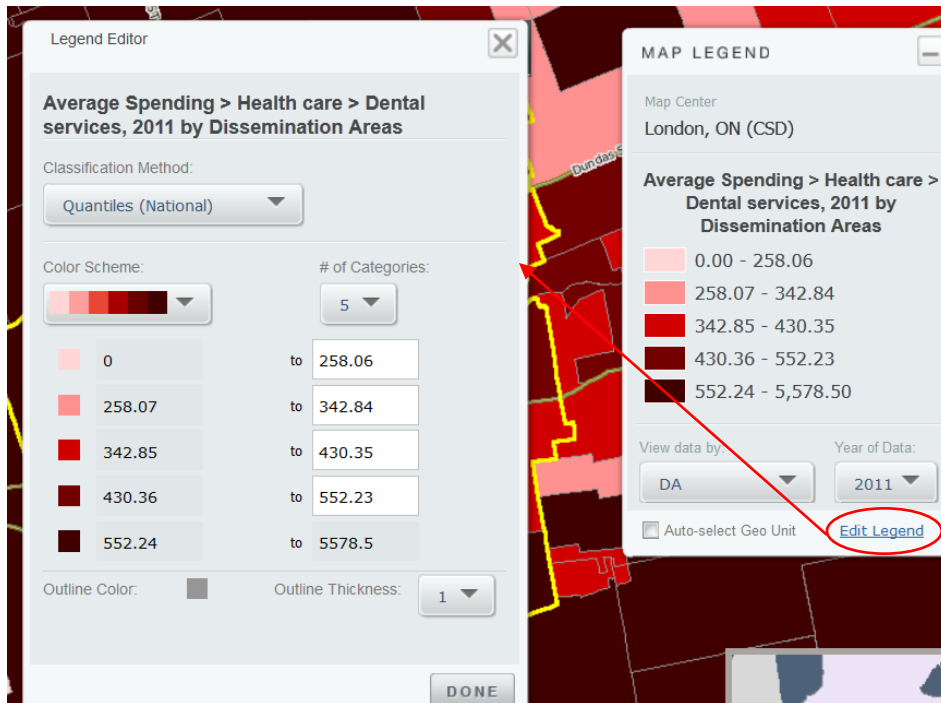
Zoom to Canada - Click to zoom out to view the entire country.

Get Info / Add to Favorites - Click this icon and then click a specific location on the screen. The name of the selected geographic unit will appear briefly on the screen and will be added to your Favorite Locations list.

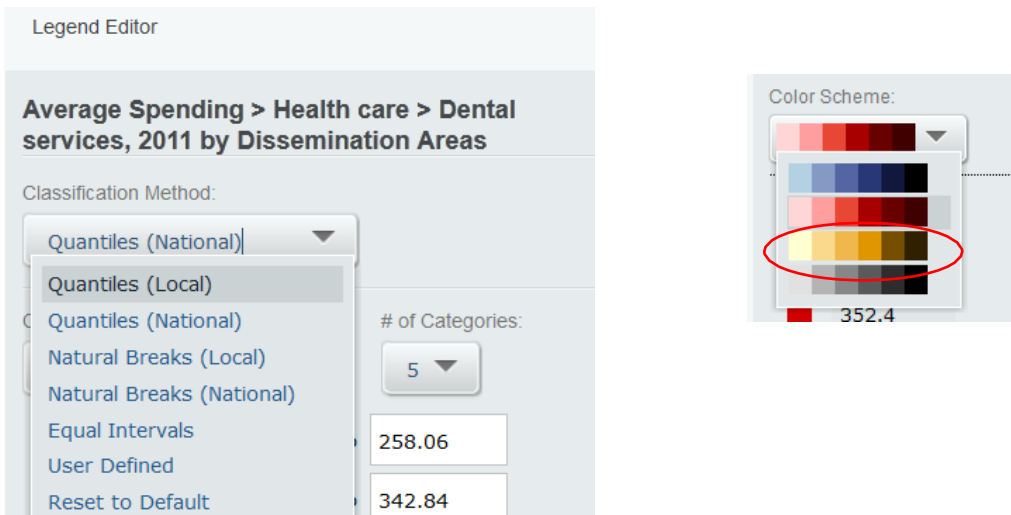
11. Change the display geographic unit. You will change the unit from Census Tracts (CT) to Dissemination Areas (DA). To do that, click **View Data by** in Map LEGEND to show a dropdown list and then select Dissemination Areas.



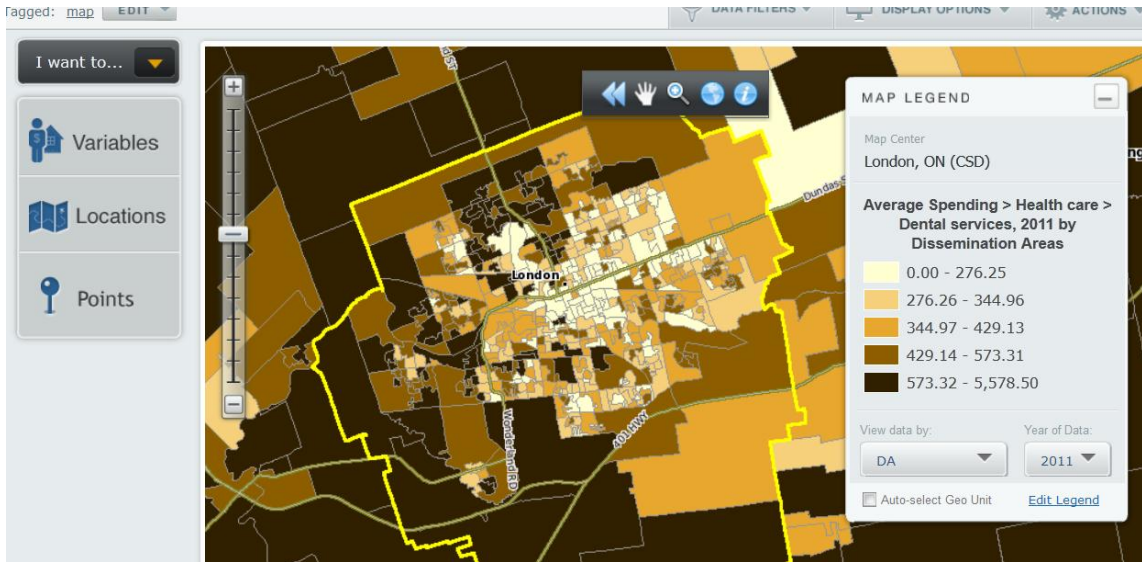
12. Modify the legend. Click 'Edit Legend' in the Map Legend, this will bring out the Legend Editor.



13. Change classification method and color scheme. You can change the classification method to Quantiles (local) and Color Scheme to 'light yellow to dark brown'. Click 'Done' to confirm the changes.



The modified map will look like one below.



Create a data filter

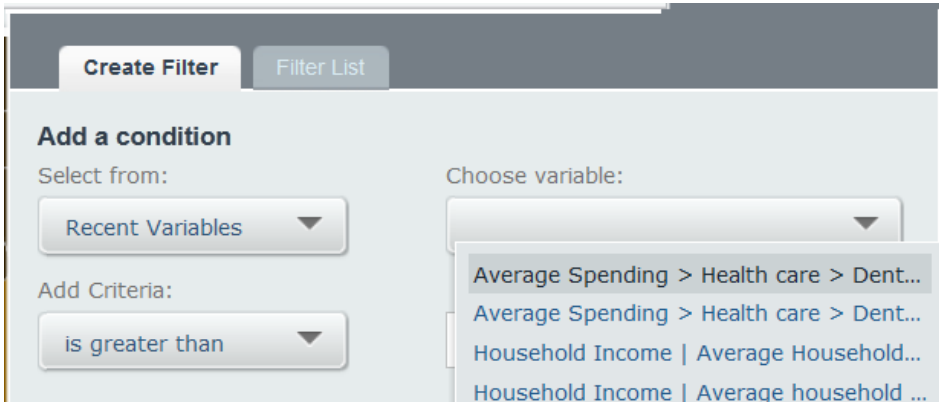
You can create, save and manage filters in SimplyMap. When a filter is applied, the locations that do not meet the filter criteria display in white (cross-hatched).

14. You are going to create a data filter to show top 20% DAs with average expenditure on dental services exceeding \$550 in 2011 by following a few steps.


Step a: click **Data Filters** to show the pull down menu.

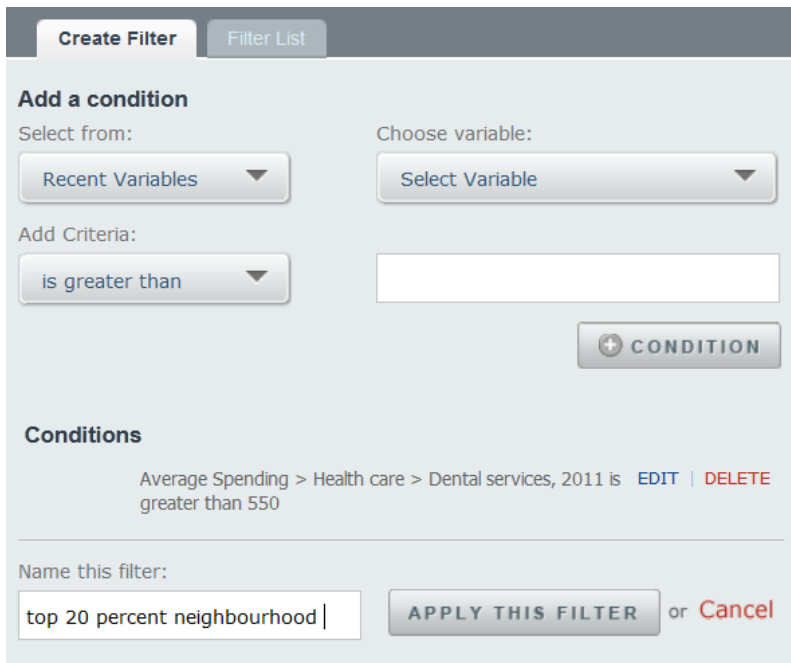
A screenshot of the 'DATA FILTERS' panel in the application. The panel has a dark header with 'DATA FILTERS' and a dropdown arrow. Below the header are two tabs: 'Create Filter' (active) and 'Filter List'. Under 'Create Filter', there is a section 'Add a condition' with 'Select from:' and 'Choose variable:' dropdowns. Below that is 'Add Criteria:' with a dropdown set to 'is greater than' and an empty text input field. A '+ CONDITION' button is located below the input field. At the bottom, there is a 'Name this filter:' text input field and two buttons: 'APPLY THIS FILTER' and 'Cancel'.

Step b: Select from 'Recent Variables' and choose this variable 'Average Expenditure – Dental services, 2011'.



Step c: Set the parameter as 'is greater than' in **Add Criteria** and enter a value '550' in the text box.

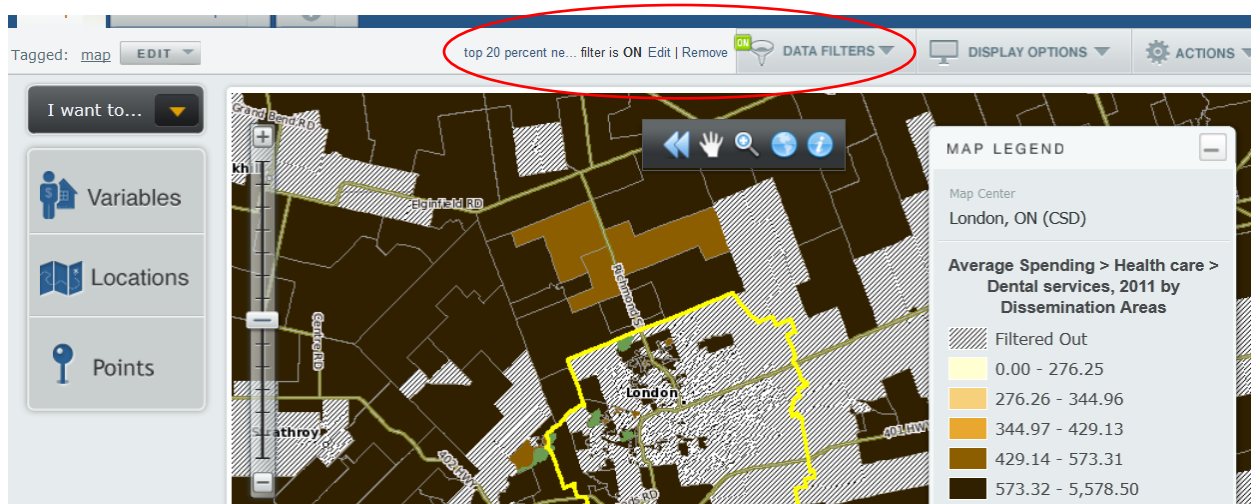
Step d: Click . This will add a new filter statement under **Conditions**.



Step e: Assign a Name 'top 20 percent neighbourhood' for the filter statement.

Step f: Click **Apply This Filter**. This will apply the filter to the map.

15. When the filter is applied, the map looks like below.



There are a few changes on the map view:

- Data Filters button displays a green “ON” indicator.
- To the left of the Data Filters button, the name of the filter will display, along with links to Edit or Remove the filter.
- Areas on the map that meet the filter criteria are shown in color, while those do not appear cross-hatched.

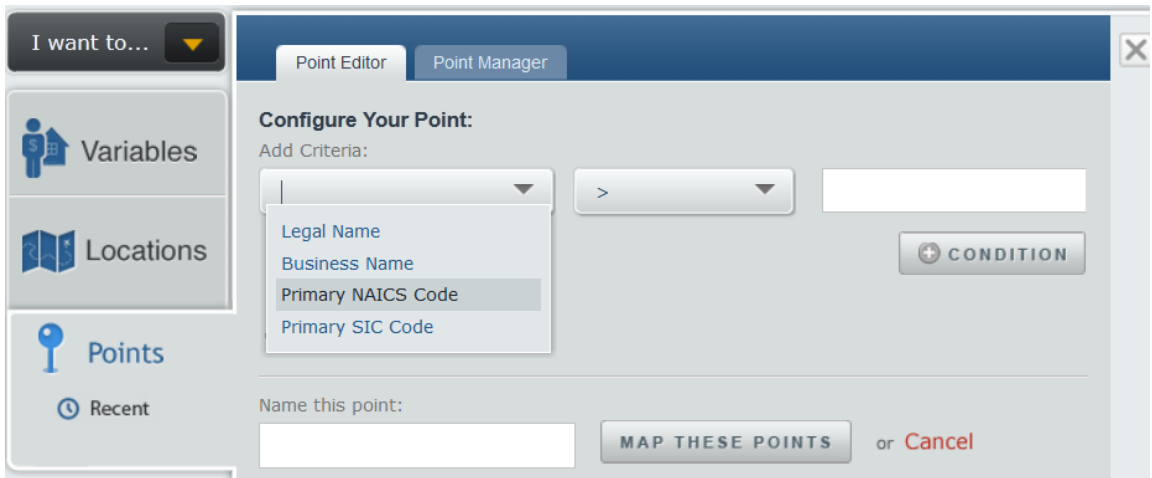
Add points to the map

SimplyMap Canada has subscribed to Dun & Bradstreet (D&B) Canada Business Directory which has over 1.1 million points-of-interest. These points can be queried and displayed on a map.

16. Now you will add the locations of dentist offices into the map by following a few steps.

Step a: Click ‘Points’ on the top left to open up the ‘Points’ panel.

Step b: Configure your point. Specify **Add Criteria** as ‘Primary NAICS (North American Industry Classification System) code’ in the Point editor tab. This will bring out a Point NAICS Selector window.



Step c: Find the code representing Office of Dentists. Click Search tab and in the search box, enter 'dentist'.

Point NAICS Selector

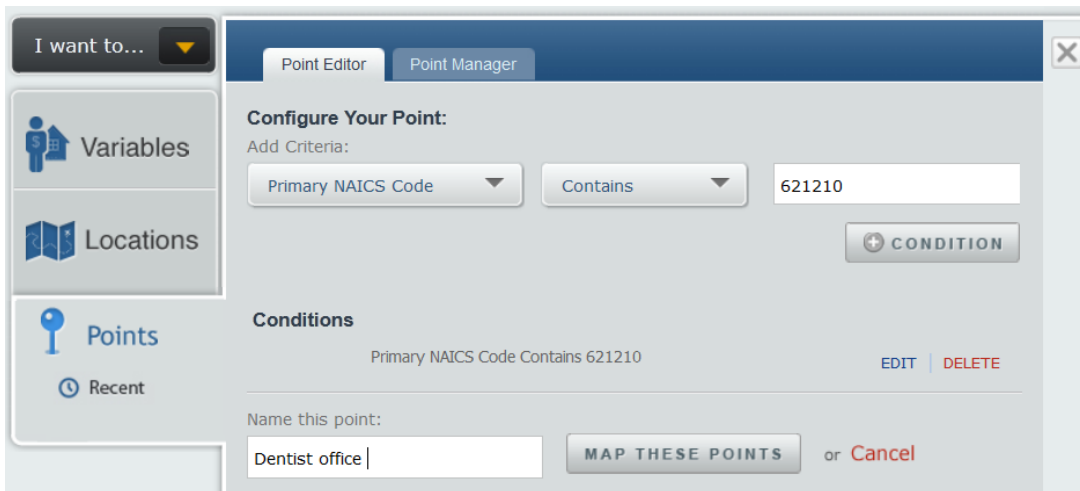
Browse Search

Search: CLEAR


NAICS Code	Description	Count
621210	Offices of Dentists	17046

Step d: Now you want to add the code in the text field. Move your mouse over the NAICS code 621210, the Action Menu will appear. Clicking 'USE' to add the code.

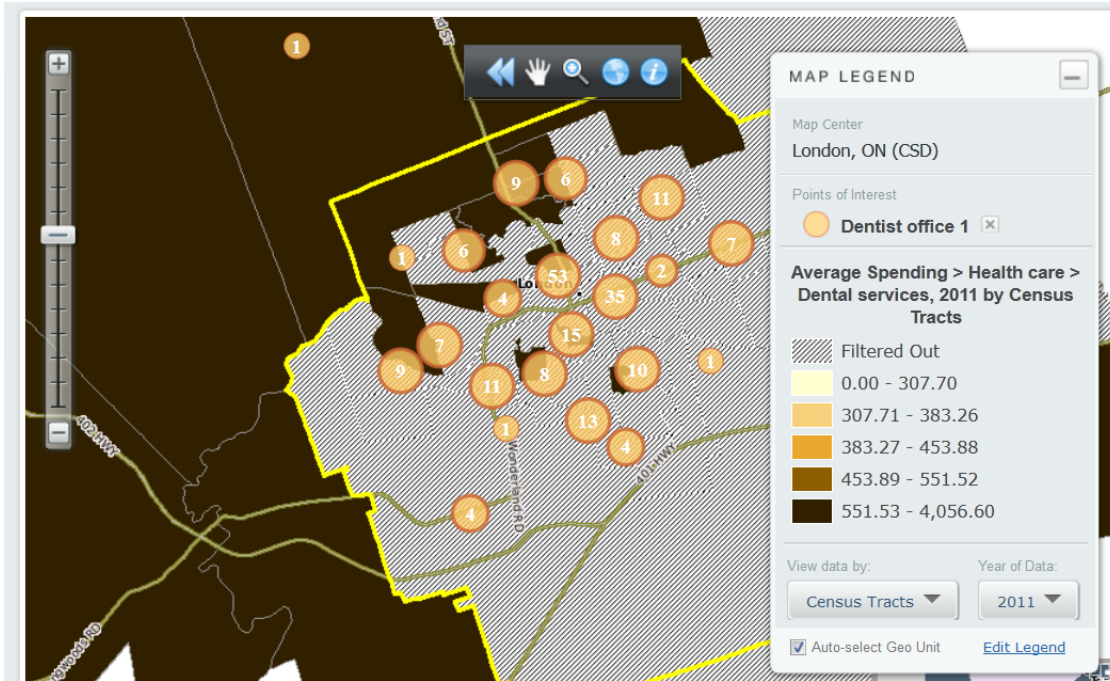
Step e: Click + **Condition**. The search condition will be displayed under **Conditions**.



Step f: Assign a name 'Dentist office' to the point and Click **Map These Points**.

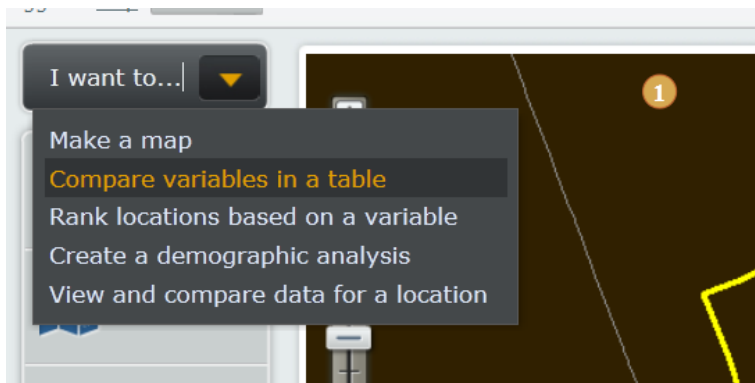
Step g: Close the Points Panel by clicking the  icon to view the updated map.

17. The updated map is shown below. The size of each circle represents a cluster of dental offices around a location. The actual number is given inside each circle which is proportional to its size.



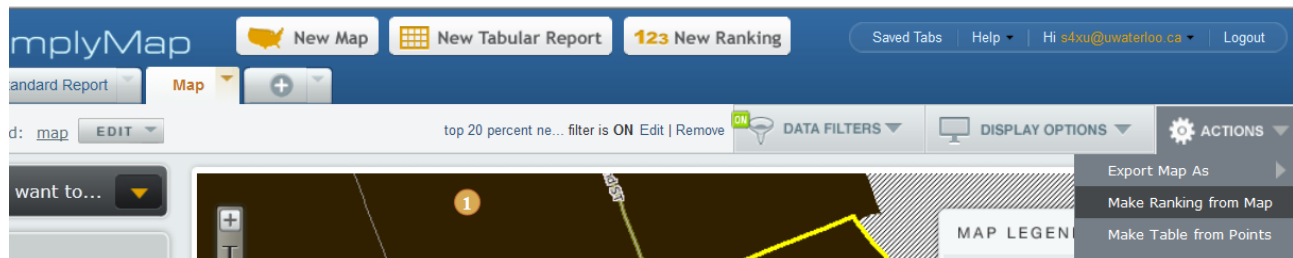
Create a ranking report

You can create a ranking report identifying the wealthiest neighborhood in the City of London. You can use the Ranking Report Wizard. Click 'I want to' menu to select 'Rank locations based on a variable'. This will activate a step-by-step wizard to create a report.

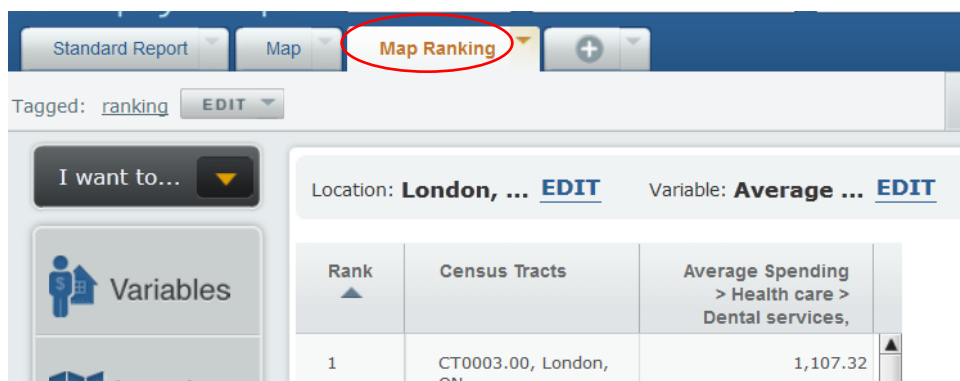


The easiest way however to create a ranking report first is from your map and then make some changes later (e.g. the location, variable or geographical unit).

18. Create a ranking directly from map. Click the Map tab that you just created and go to ACTIONS menu and select **Make Ranking from Map**.



19. After selecting **Make Ranking from Map**, a new Ranking Tab will appear.

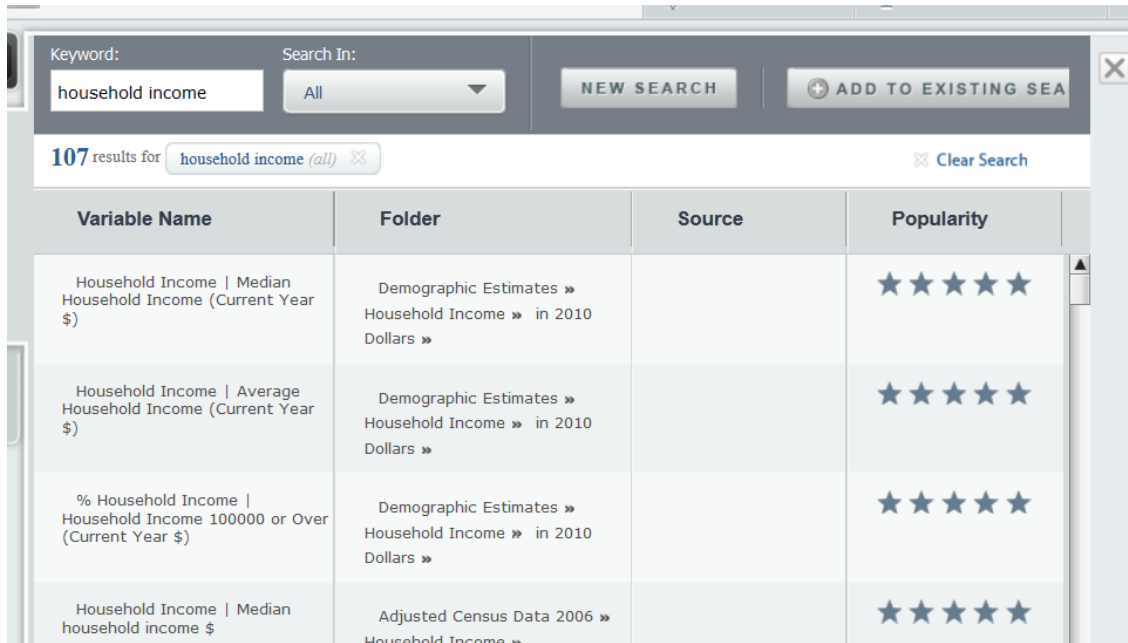


20. You will look for a variable (average household income) which can show the wealthiest neighborhood (CT) by following a few steps.

Step a: Click Variables label on the top left to open up the '**Variables**' panel.

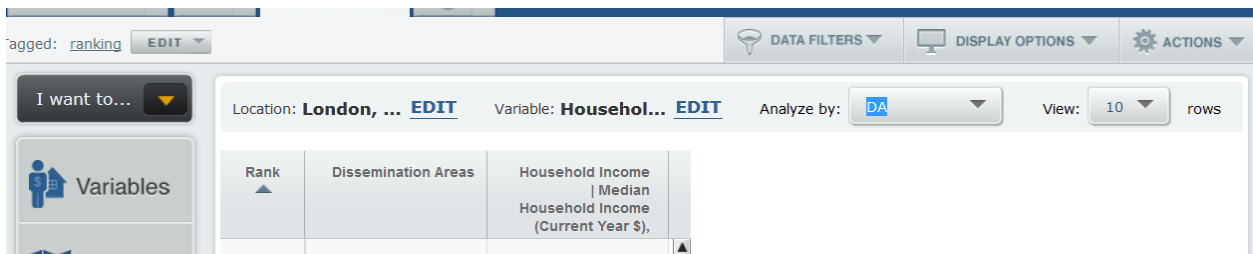
Step b: Click **Search**. This will activate a search panel.

Step c: Enter 'Household income' in the text box and click Search. The search result will bring out a list of variables.



Step d: Find the variable 'Average Household Income'. Move your mouse over it, the Action Menu will appear. Click **Use this variable**, this will replace the variable in the ranking report.

Step e: Close the search Panel by clicking the icon to view the updated report.



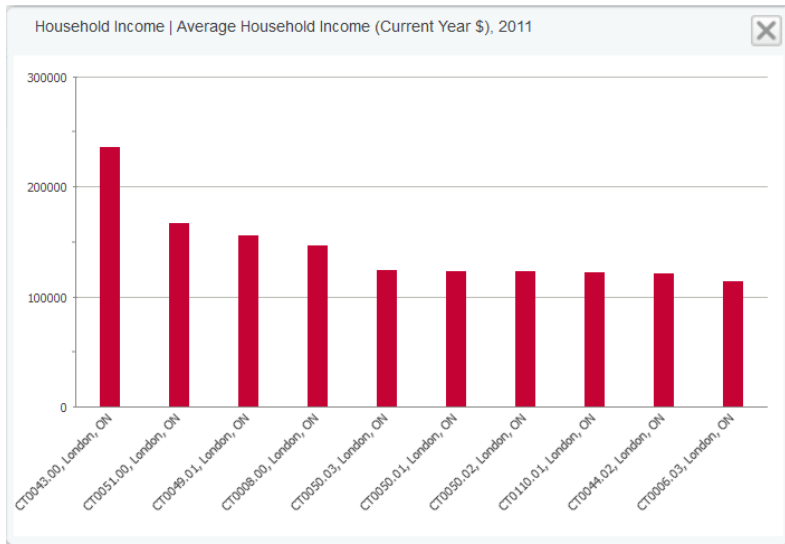
21. Census Tract (CT) is commonly used to represent a community. Now you want to change the geographic unit from DA to CT. Click '**Analyze by**' and select 'Census Tracts'.

22. Sort the household income from high to low. Move your mouse over the variable, the Action Menu will appear. Click 'Sort Descending', this will rearrange household income from high to low.

Location: **London, ON ...** [EDIT](#) Variable: **Household Incom...** [EDIT](#) Analyze by: **Census Tracts**

Rank	Census Tracts	ACTION
1	CT0043.00, London, ON	<ul style="list-style-type: none"> Sort Ascending Sort Descending Create chart View metadata

23. Following the same procedure above, this time click **'Create chart'**, you can create a chart showing the top 10 CTs with highest household income.



24. If you would like to see one of top 10 high household income neighborhoods in a map, move your mouse over the CT. The Action Menu will appear. Click **'Create Map'**.

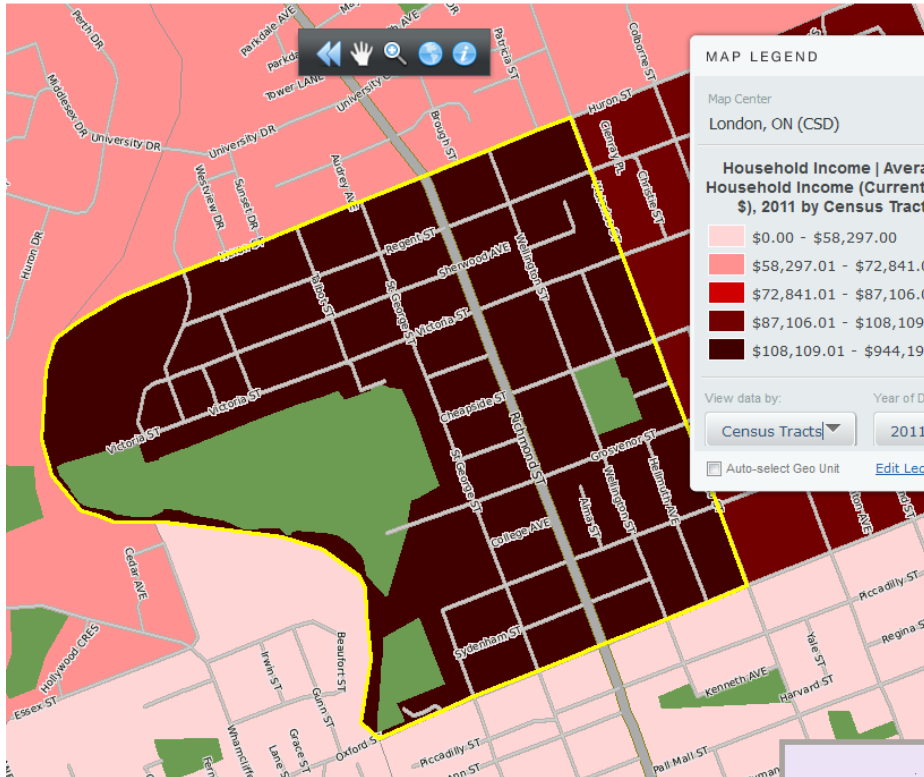
I want to... ▼

Location: **London, ON ...** [EDIT](#) Variable: **Household**

Rank	Census Tracts	Household Income Average household income \$, 2006
1	CT0043.00, London, ON	\$213,856.00
2	CT0051.00, ON	\$154,207.00
3	CT0049.01, London, ON	\$139,665.00

ACTION

- Add to favorites
- Create Map

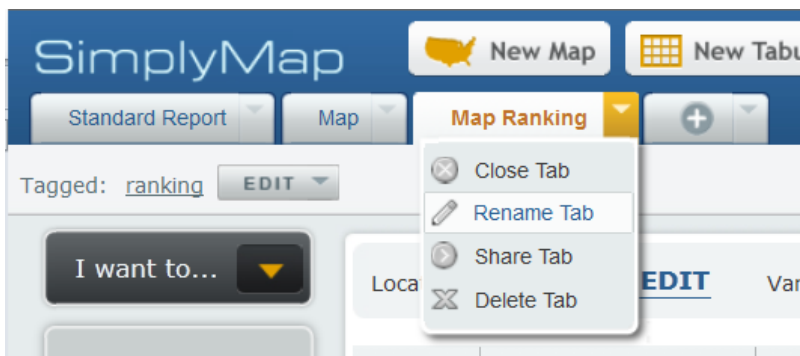


Rename and share the map tab

You can rename your map tab to a meaningful name then share it with other SimplyMap Canada 2.0 users.

25. Rename a map tab by following a few steps.

Step a: Click the dropdown menu and select 'Rename Tab'.



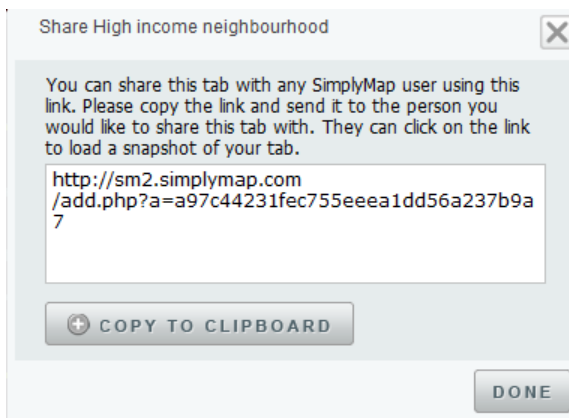
Step b. Enter a name 'High income neighbourhood' in the text box and click 'Save'.

26. Share the map tab by following a few steps.

Step a: Click the dropdown menu and select 'Share Tab'.



Step b: Copy the link and send it to another user.



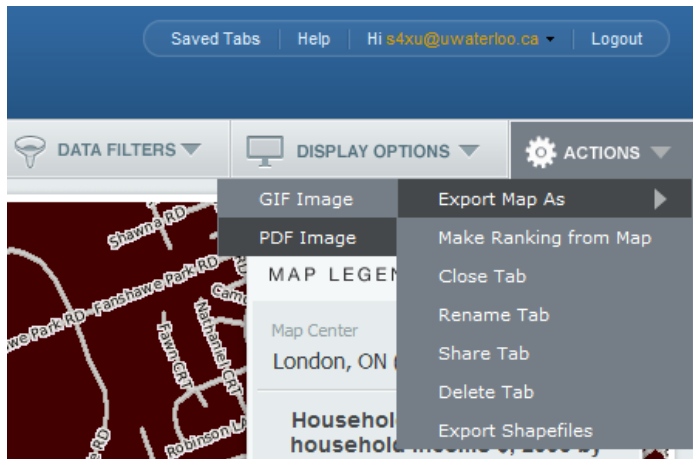
Step c (for the recipient): Click on the link and log in with your SimplyMap Canada account.

Export the map

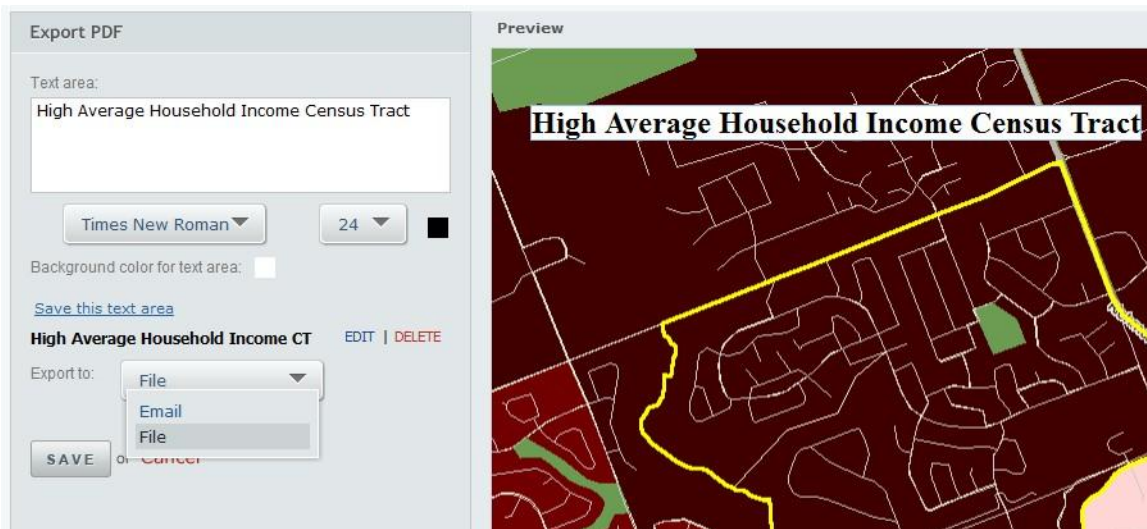
You can export your map as a high-resolution GIF or PDF graphic file. The image can be attached to an email, inserted it into a report, or posted on a blog.

27. To export the map out by following a few steps:

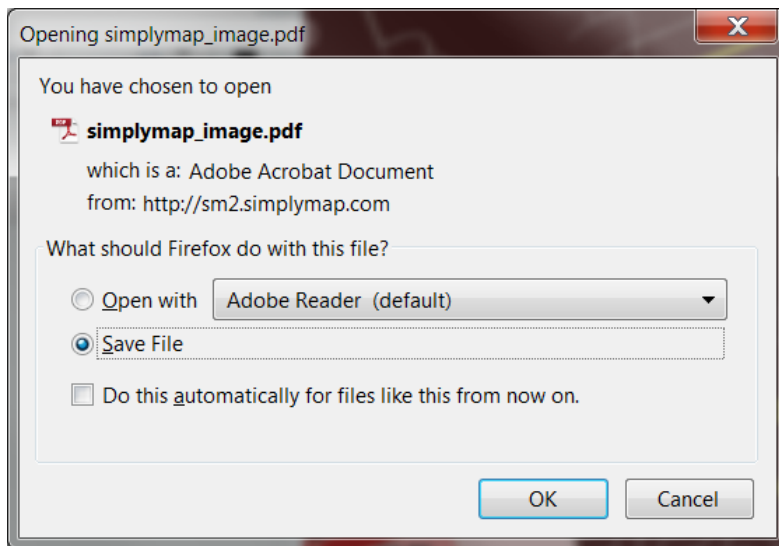
Step a: Go to **Actions** menu and select Export Map as PDF Image. This will bring out an Export PDF window.



Step b: In the Export PDF window, enter “High Average Household Income Census Tract’ in the text area. Set the font size to 24 or larger. Adjust the position of text box in the preview window if necessary.

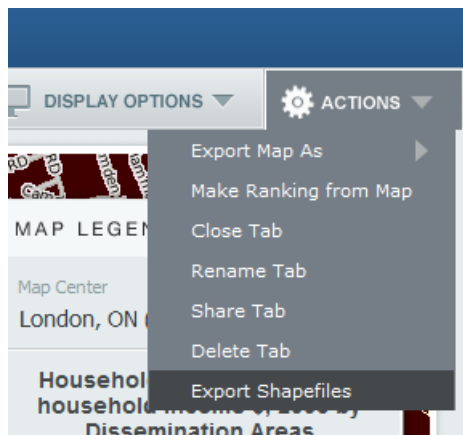


Step c: In the Export to section, select ‘File’. Click ‘Save’ when finished.



28. To export a shapefile with selected variable. SimplyMap can export a shapefile via e-mail by following a few steps:

Step a: Open the Actions Menu and select Export Shapefiles



Step b: Select a recent layer as 'London, ON' and select a geographic unit 'Census Tracts'.

Select a Recent Location: London, ON (CSD)

Select a Geographic Unit: Census Tracts

2000 or 2010 Geographies?: 2006 Decade

The currently mapped variable will be appended to the exported Shapefile.

Would you also like to append some of your recently used or favorite variables?: Yes No

This Shapefile will be emailed to: s4xu@uwaterloo.ca

Step c (optional): The mapped variable will be appended to the exported shapefile. Select 'Yes' you can append more variables in the shapefile.

Select a Recent Location: London, ON (CSD)

Select a Geographic Unit: Census Tracts

2000 or 2010 Geographies?: 2006 Decade

The currently mapped variable will be appended to the exported Shapefile.

Would you also like to append some of your recently used or favorite variables?: Yes No

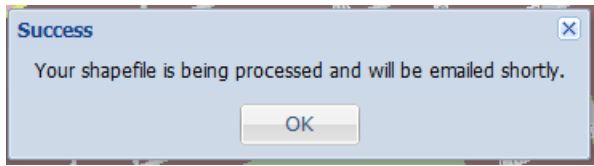
Display: Recent Variables Favorite Variables

Variable Name
<input type="checkbox"/> Household Income Average Household Income (Current Year \$), 2011
<input type="checkbox"/> Average Spending > Health care > Dental services, 2011
<input type="checkbox"/> Household Income Median Household Income (Current Year \$), 2011
<input checked="" type="checkbox"/> Average Spending > Health care > Dental services, 2010
<input checked="" type="checkbox"/> Household Income Average Household Income (Current Year \$), 2010
<input type="checkbox"/> Household Income Average household income \$, 2006
<input type="checkbox"/> Total Spending > Health care > Dental services, 2011
<input type="checkbox"/> Average Spending > Shelter > Principal accommodation, 2011
<input type="checkbox"/> ...

This Shapefile will be emailed to: s4xu@uwaterloo.ca

SEND or **Cancel**

Step d: Click 'Send' and you will see a success message as below.

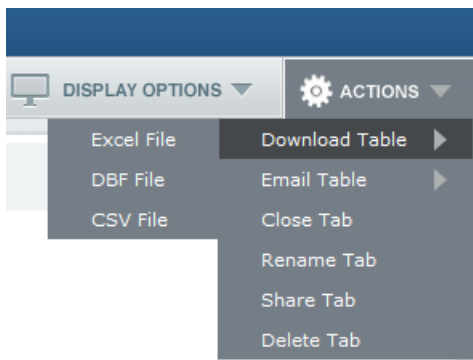


29. All reports created in SimplyMap can be downloaded or sent via email in Excel, .dbf, or .csv formats. You can follow a few steps:

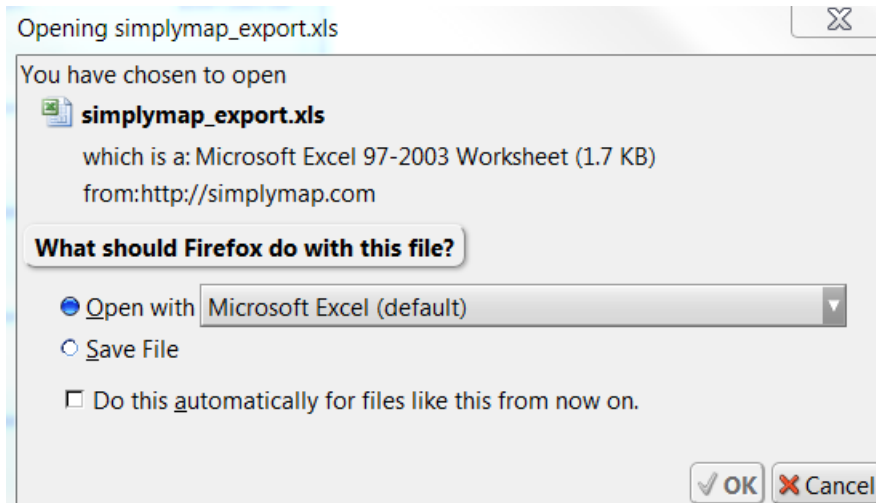
Step a: Click the High income neighbourhood and make sure you see the tabular view of the ranking report.



Step b: Go to **Actions** menu and Select **Download Table as Excel File**.



Step c: Open and save the exported Excel file.



Cite data and map from SimplyMap

You may create and display maps and reports from SimplyMap and incorporate them in a website, book, or PowerPoint presentation. Here are some examples on how to cite the information you find in SimplyMap in APA style:

Geographic Research, Inc. (2011). 2006 Adjusted Census Data retrieved February 17th, 2011, from SimplyMap database.

Geographic Research, Inc. (2011). Map with 2010 Household Expenditure Potential retrieved February 17th, 2011, from SimplyMap database.

Tips

- Try not to be inactive in Simplymap for more than a few minutes, otherwise you will receive timeout warning message and have to log in again.
- Reuse the recently used variable. Click Variables button and select 'Recent'. Move your mouse over a recent variable that you want to reuse. The ACTION menu will appear and you can select 'Use this variable'.

Steve Xu

Updated on June 13, 2012