

# SimplyMap® Quick Reference

Powerful Data,  
Professional Results™

SimplyMap is a web-based mapping application that enables you to quickly create professional-quality thematic maps and reports using powerful demographic, business, and marketing data. SimplyMap turns complex data into valuable information that is easily accessed through an innovative and user-friendly interface. This guide will help you get started.

## How do I . . . ?

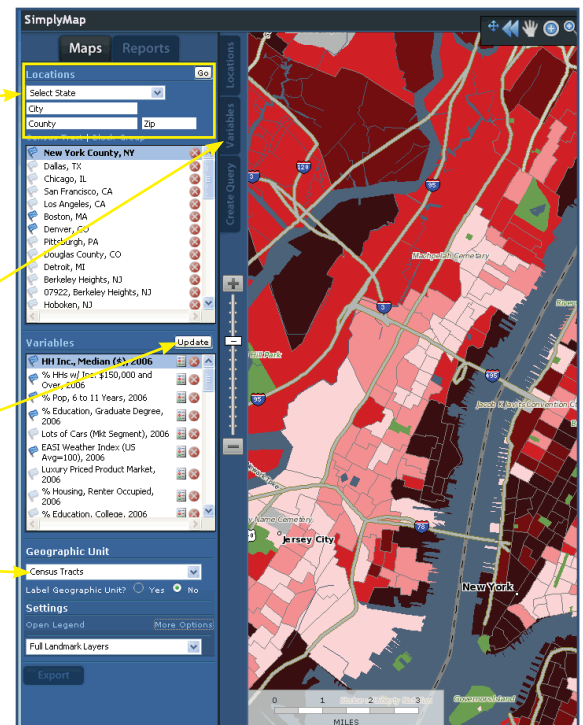
Create a map showing demographic or marketing data for a specific location:

(a) Select a state from the menu at the top of the Map Tab. Start typing the name of the city or county you want to map, select it from the auto-complete menu, and click **Go** to update the map. Or, enter a ZIP Code directly into the ZIP Code menu and click **Go**. Each location that you map is added to the Locations list in the Map Tab.

(b) To select data for your map, click on the **Variables** side tab, then click either **Groups** or **All** to view our data folders. Check the box next to the variable(s) you would like to map and click **Add Selected Variables** to add them to the Map Tab. Close the side tab. Select one of the variables you just added to the map tab and click **Update** to view a map using that variable.

**IMPORTANT:** You can change the geographic unit of the displayed data by selecting from the Geographic Unit drop-down menu. This allows you to view all data by either State, County, ZIP Code, Census Tract, or Block Group

*TIP: Give nicknames to Census Tracts or Block Groups by double-clicking the location name in the Locations list.*



Create a custom report comparing data across multiple locations:

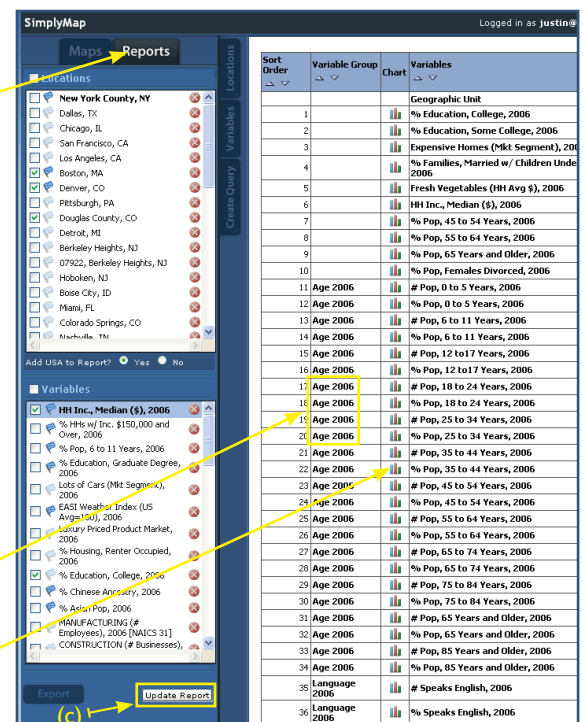
(a) Once you have multiple locations in the locations list, click the **Report Tab** and check the locations and variables you would like to add to your report. You can add any type of location (State, County, ZIP, Tract, etc.) and any number of variables to the report.

(b) Click **Update Report** to generate the custom report.

(c) To export a report, click **Export** and select Excel or Word.

**IMPORTANT:** To add entire groups of variables to the report at one time (1) open the **Variables** side tab, (2) click on the **Groups** button, (3) check the box next to the group you would like to add, and (4) click **Add Selected Variables** to add the group to the Report Tab (Groups are located at the bottom of your list of variables in the Report Tab). Close the side tab. (5) In the variables list of the Report Tab, check the group(s) you would like to add to the report and click **Update Report**. All of the variables in the group are now added to the report, and the Group name is listed in 2nd column of the report.

*TIP: Click the **Chart** icon in any row to view a bar chart comparing the data across multiple locations.*



## Export a map to use in Powerpoint or Word:

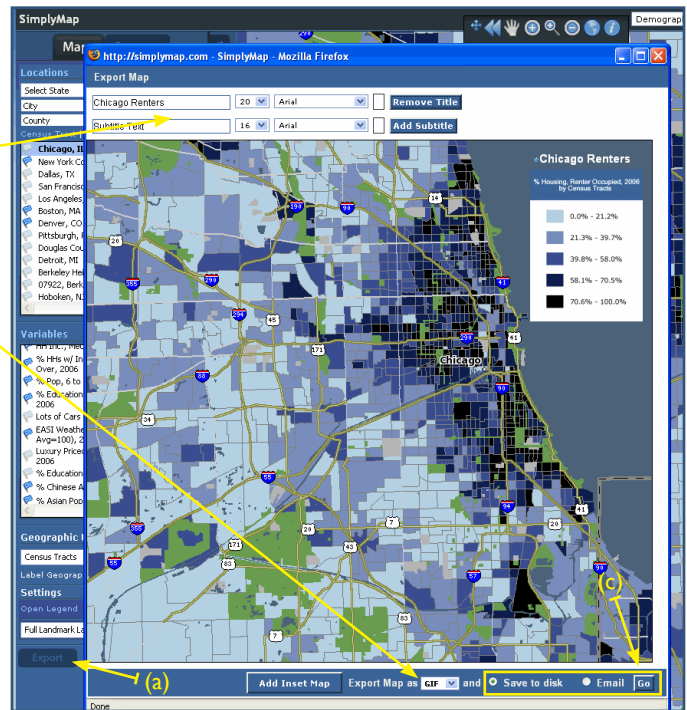
(a) Click **Export** at the bottom of the Map tab and choose **Image**. This will open a Preview window where you can configure your exported map image.

(b) In the Preview window, you can customize the image by adding a title/subtitle and placing the legend and titles anywhere on the map.

(c) At the bottom of the Preview window, choose to export your map as a .pdf or a high resolution .gif file (we recommend a .gif file since these can be placed in any word processing or presentation program). Select the appropriate radio button to save the image to your computer or e-mail it as an attachment to any e-mail address. Click **Go** to export the image.

**IMPORTANT:** You can move the legend anywhere on the map. This is especially useful if the legend is covering an important part of your map. Simply click on the legend image and drag it to the desired location.

**TIP:** Click **Add Inset Map** to add an inset map to your exported image. The inset map can be moved to any position on your map image.



## 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. For example, you can export data for all ZIP Codes in Chicago, or for all Census Tracts in Maricopa County. This exported data can be used in a spreadsheet, database, statistical analysis or desktop GIS program.

(a) **Go** to the desired location (such as Chicago, IL or Maricopa County, AZ) to make it the active location in the Map Tab.

(b) Select the **Geographic Unit** you would like to export from the Geographic Unit dropdown box in the Map Tab.

(c) Click **Export** at the bottom of the Map Tab and select Data.

(d) **Check** the box next to the variable(s) you want to export and then click **Preview**. A preview of your data will appear in a few seconds.

(e) Click **Export** to download the selected variables for your location (e.g., "all census tracts in Chicago, IL"). You can save the report to your computer or e-mail it as an attachment to any e-mail address.

