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| **ACTIVITY #1: MAKING A MAP** |
| Using SimplyMap, create a map using the **Chicago, Illinois** as your location. Use the variable that will show the **median household income** for that city.  Try It Out:   * Changing “view data by” in your legend * Changing increments of data in your legend * Changing the year of your data * Creating a ranking from your map |
| **ACTIVITY #2: MAKING A STANDARD REPORT** |
| Using SimplyMap, create a report using the cities **Miami, Florida** and **New York City, New York** as your locations.  Select at least one variable to use in your comparison, but you may use more than one if you choose. If you can’t think of a variable, you may use one of the suggestions below:   * Business Counts > Retail Trade * Census Data > Employment * SimmonsLocal > Travel   Answer   * What other variables could you include in your analysis? * How might this variable inform your research?   Share your report URL on the form:  **<http://libguides.lmu.edu/demographics/simplymap>** |