**Pre-activity**

* Create new user account
* Watch tutorials
  + Map Tutorial Video: <http://www.simplymap.com/help/videos/index.html?Map_Tutorial>
  + Ring Study Tutorial Video: [http://www.simplymap.com/help/videos/index.html?Ring\_Study\_Tutorial](https://mail.lmu.edu/owa/redir.aspx?SURL=huhX2jjOn2nZVseIeehywrCCNU3Ya60DNcq93Gxe_OkkR0y1dR_TCGgAdAB0AHAAOgAvAC8AdwB3AHcALgBzAGkAbQBwAGwAeQBtAGEAcAAuAGMAbwBtAC8AaABlAGwAcAAvAHYAaQBkAGUAbwBzAC8AaQBuAGQAZQB4AC4AaAB0AG0AbAA_AFIAaQBuAGcAXwBTAHQAdQBkAHkAXwBUAHUAdABvAHIAaQBhAGwA&URL=http%3a%2f%2fwww.simplymap.com%2fhelp%2fvideos%2findex.html%3fRing_Study_Tutorial)
  + Simple Report Tutorial Video: [http://www.simplymap.com/help/videos/index.html?Report\_Tutorial](https://mail.lmu.edu/owa/redir.aspx?SURL=1DNhROGBVSjuHLeuk_Ct6WwQmoHPr7ChGqc8yqkYLfskR0y1dR_TCGgAdAB0AHAAOgAvAC8AdwB3AHcALgBzAGkAbQBwAGwAeQBtAGEAcAAuAGMAbwBtAC8AaABlAGwAcAAvAHYAaQBkAGUAbwBzAC8AaQBuAGQAZQB4AC4AaAB0AG0AbAA_AFIAZQBwAG8AcgB0AF8AVAB1AHQAbwByAGkAYQBsAA..&URL=http%3a%2f%2fwww.simplymap.com%2fhelp%2fvideos%2findex.html%3fReport_Tutorial)

**CLASSROOM SETUP**

On whiteboard:

* Simply map libguide URL: <http://libguides.lmu.edu/demographics/simplymap>
* Agenda (Simply Map overview, How to make a map, activity, how to make a report, activity, how to create a ring study, Q&A)
* Take Notes!

On instructor computer:

* Simply map libguide
* Login to simply map
* Standard report responses google sheet

***What is Simply Map?***

Show Libguide: http://libguides.lmu.edu/demographics/simplymap

Simply Map is a web mapping application that features 3,000 data series on zip codes, counties, states, cities and census tracts that measure economic activity, local brand shares, product use profiles, demographics and attitudes toward products and activities.

* May offer census data from 2010-2016, 2020 and 2021 projections

***What kind of data is included and where is it from?***

Show About section on libguide: http://libguides.lmu.edu/demographics/simplymap#s-lg-box-13459256

* U.S. Census data: http://www.census.gov/2010census/data/
  + History:
    - First conducted in 1790
    - The U.S. Census counts every resident in the United States. It is mandated by Article I, Section 2 of the Constitution and takes place every 10 years.
    - 2010 was most similar to this census. 10 questions that should take about 10 minutes
  + Data is regularly collected in 11 censuses by the U.S. government, with additional surveys and samplings at the state and local level
  + Every 10 years (decennial), 2010 is the latest, a survey of demographic information including race, population counts, age, sex, households, families, relationship to householder, housing units
    - Does not ask about religion!
  + Usually offers data down to the census block level (basically a neighborhood)
* Other Census Data: http://www.census.gov/2010census/data/other-census-data.php
  + Economic Indicator information done annually by quarter includes rental and homeownership data, retail trade and sales, corporate finance reports, and construction reports
  + Economic census done every five years since 1810 reports from businesses across the US on both their performance and operational data and informs the GDP
    - Census done online or via paper mailed form
    - Excludes “smallest” businesses and farming with less than 4 employees
    - Govt can monetarily penalize those who don’t answer
    - Data used to compare businesses by totals and averages by industry, identify opportunities for economic growth, and for the island areas can influence policy agendas, trade, and tax bases
  + American Community Survey is the annual survey that supports additional information about population like labor force status (employment, etc.), health insurance, language and housing data like house heating fuel and computer/internet use (pg 9)

ACS info guide: <http://www.census.gov/content/dam/Census/programs-surveys/acs/about/ACS_Information_Guide.pdf>

* + - Info mentioned in American Factfinder
    - Random Sampling via online or paper form
    - Data used with census to allocate funding for schools, roads, hospitals, and answer questions about traffic, market rates, and public policy.
* County Business Pattern survey provide annual detailed geographic, industry, and other information for U.S. business establishments by state, county, metro and zip code levels
* Annual reporting during week of Mar 12, first quarter payroll, and annual payroll
* Pulls basic info from the Business Register database
* Survey by sampling, questions, with the removal of anomalies
* Census of governments done every 5 years since 1957
* Includes electronic files and Internet tables with data from three main topic areas:
* Government Organization (lists and structure of governments)
* Government Employment and Payroll
* Government Finance including tax collection and retirement systems
  + Used by the Bureau of Economic Analysis and the Federal Reserve Board to measure the nation's economic and financial performance. State and local governments use the data to develop programs and budgets, assess financial conditions, and perform comparative analyses.
  + Analysts, economists, market specialists, and researchers need these data to measure the changing characteristics of the government sector of the economy and to conduct public policy research.

**Show Terms To Know on libguide: http://libguides.lmu.edu/demographics/simplymap#s-lg-box-13459256**

**Let’s Take a Look – Login to Simply Map**

**Variable Basics**

**Demo variables**

**Searching variables by Keyword**

* Workspace will keep reports and maps across top of interface
* Variables recently used will be saved
* Search keywords by folder and category, source type, and variables
* Variable drop down menu (Action)
  + Use this variable
  + Select variable year
  + Add to favorites
  + View metadata
* What is difference between % and # for variable types?
  + Show example Census > Households > Vacant Units

**Making a Map**

* What is it? Allows you to visualize data (one variable and one location) using color saturation
* How? New Map in navigational menu

**-------------------------**-**-MAKE A MAP TOGETHER** ------------------------------

* Example map: Launch Map Wizard or variable % Asian population in location Los Angeles, CA
* Map Basics:
  + Yellow outlined area is the map center
  + Zoom in and out using magnify on map OR by changing “View data by” option
  + View metadata for the variable if confused by stat

**-------Pass out task cards -------**

**Activity: Making a Map**

* Idea behind activity: have students create map then think of how they may develop project focus using other related variables
* Teams of 2-3 people make a map using one variable on task card.
* Create map of Chicago IL with median household income (census > ppl and HH > Income > HH)

**Demo Map Settings:**

* How to change from city to census tracts (view data by)
  + Does same thing as magnify button on map (smaller area)
  + Use display options to add map labels
* how to edit legend
  + think about increments of data that make sense for variable (equal? According to national breaks? Custom?)
  + change color saturation
  + change year
* how to make ranking from your map (Actions -> Make Ranking From Map)

**--------- Give students handout on simply map datasets ---------**

**Additional Data Available in SimplyMap**

* Prizm market research data from Claritas LLC provides data about consumer behaviors, income, and technology consumption based on their segments or groupings from surveys.
  + Include media and purchasing behaviors of social and lifestage like “young digerati” who according to them eat at Chipotle, own a Mercedes, and visits Asia often.
  + Helps businesses or investors with market planning, customer acquisition, and publicity
* Simmons data from Simmons Market research that includes surveys from consumers, teens, kids, and specific racial demographics like Hispanic people. This also includes preferences for consumer products and media consumption like radio, television, and magazines. Data is usually requested by a manufacturer or business so it can vary from computer use to whether someone painted their house in the last year
* Additional government data collections including U.S. Department of Labor, Bureau of Labor Statistics, U.S. Department of Justice, FBI, National Climatic Data Center, National Oceanic and Atmospheric Administration, National Environmental Satellite Data, U.S. Postal Service, and Business Delivery Data

**Variable Basics *ALEX***

**Using Health variables**

* Various locations for question regarding industry and consumption
  + Industry Data
    - Consumer Price Index -> Medical Care from Bureau of labor stat
    - Sales Potential -> Medical Index
      * Higher value means more medical resources in that area from business patterns
    - Consumer Expenditure -> Health Care > (0000) is money spent on healthcare period, household avg is average amount per HH
  + Consumer Data
    - SimmonsLocal -> Health and Beauty Aids, Medicine/Drugs/Ailments

**Using Business variables**

**Using Nielsen and/or Simmons variables**

**Historical data and Census Data (1980, 1990, 2000 & 2010 supplemental data)**

**Making a Standard Report**

**DEMO MAKING A STANDARD REPORT**

* Idea behind activity: primary task for semester project
* What is it? Allows you to make comparisons between locations using different variables. Basically a chart of comparisons.
* How? New Tabular Report -> Standard Report
* Example report: **use zip codes 90045 and 90007 and variables % attainment male for MS degrees (age 25+) ((Census data > People and Households > Education > Attainment > by Gender in 2016))**

**DEMO MAKING A CHART FROM REPORT**

**Exporting and Sharing Reports**

**DEMO SHARING and EXPORTING REPORT**

* Download as CSV, Excel file, DBF (database) files
* Charts made from report can be screenshot or Print > Save as PDF
* How to share on interface
  + Actions -> Export map images as png, jpg, pdf
  + Actions -> Share -> Copy/Paste link. User can access using “guest login” option

**---------- ACTIVITY: ONE FORM PER TEAM, 5 MIN TIME) ---------**

**Activity: Making a Standard Report**

* Directions: Teams of 2-3 people will create a standard report using census data. Report will compare two cities with 1-2 variables. Students add report URL to Google form on libguide: <http://libguides.lmu.edu/demographics/simplymap#s-lg-box-13459816>

Responses are found on Google Sheet here: <https://lmu.box.com/v/simplymap1responses>

* **REVIEW GOOGLE SHEET & ASK STUDENTS:**
  + Comparing two cities, why did you choose those specific variables?
  + What sort of related variables can you choose?
  + How can this inform research? (i.e. comparing LA and NYC for the percentage of renters by race…what does this tell us?)

**DEMO RING REPORT**

**Making a Ring Report**

* Idea Behind Activity:
* What is It? Generates a rough visualization of a market around a point in 1,3,5 mile rings
* How? New Tabular > Ring Study
  + Start with location instead of variables
* Example Ring Study: Location is Atlanta, GA and variable is consumer expenditure > Transportation > Gasoline and Oil (household average amount of money spent on gasoline, diesel fuel, and motor oil for 2016

**SHOW CITATION FOR SIMPLY MAP on LIBGUIDE**

**Citing Simply Map (APA) located on the libguide: http://libguides.lmu.edu/demographics/simplymap**

Questions / concerns?