Getting started with Simply Map

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SimplyMap 3.0 Canada Tutorial

SimplyMap Canada 3.0 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 and customize a thematic map
- create a ranking report for the city of London
- rename and share a maptab
- export map, table and shapefile
- cite data or map from SimplyMap

Getting Started

SimplyMap is licensed to University of Waterloo faculty, students and staff. To gain access to all licensed software from off campus, you must first log onto the proxy server at:

https://uwaterloo.ca/library/services/campus-access-connect-home

Go to University of Waterloo Library Homepage -> “Find & Use Resources” -> “Articles” -> “Research & journal databases” -> “Browse Research Databases by Title” -> SimplyMap Canada. This will bring you to the website.

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, or you can sign in as a guest. 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). Make sure you agree to the EULA. Remember that whether you read it or not you are bound to it!

When you log in with your new account, you will see a starting page as below (formatting might have issues when not using Internet Explorer, but it should still be usable for the most part.)
Launching the Map Wizard

If you're new to SimplyMap, there is an instructional wizard to walk you through a step-by-step tutorial of each feature and how to use it. Instead, for this tutorial we will guide you on how to make a map.

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**.

Click the New Map Tab,
VARIABLES:

Select the variable label on the top left to open up the Variables panel.

In the Categories column, click “Household Spending” -> “Health Care” -> “Direct Costs” -> “Average Total expenditure | Health care | Direct costs to household | Dental services”.

Hover your mouse over “Average Total expenditures” -> choose “ACTIONS” -> “Select a Variable Year” -> “2010”
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. Enter key word “Dental” in the search box and click “Search”. The search returns a result of 4 variables, including ‘average spending household on dental services’.

Move your mouse over the variable “Average Total expenditure”, and “Action” menu will appear. Select variable year 2010 and it will be added into the active map.

**LOCATIONS:**

Select “Locations” -> “Census Subdivision” -> “London, ON(CSD)” -> “Use This Locations”, then close the location panel using the X on the right of the panel.

The map you just created will be displaying data by “Census Subdivisions”. Change the view data to “Census Tracts”, to obtain the map 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.

Browse the map with map toolbar. The map toolbar includes 6 controls:

- **Back (Left Arrows)** - Click to display the previously viewed location.
- **Forward (Right Arrows)** - Click to display the next viewed location. (Only usable after going back)
- **Zoom to Canada (Globe)** - Click to zoom out to view the entire country.
- **Pan (Hand)** - Click this icon and then click and drag the map to a new location.
- **Zoom Box (Magnifying Glass)** - Click this icon and draw a box around the area you wish to zoom

**Get Info / Add to Favorites (i)** - 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.

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.
Modify the legend. Click 'Edit Legend' in the Map Legend, this will bring out the Legend Editor. Change classification method and color scheme. You can change the classification method to Quantiles (local) and Colour Scheme to “light yellow to dark brown”. Click “Done” to confirm changes.

The modified map will look like the 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).

You are going to create a data filter to show top 20% DAs with average expenditure on dental services exceeding $490.37 in 2010 by following a few steps.

Click **Data Filters** (located on top right) to show the menu, then click **Create New filter…for 2010**.

Set the parameter as ‘is greater than’ in **Add Criteria** and enter a value ‘490.37’ in the text box.

Assign a Name ‘top 20 percent neighbourhood’ for the filter statement.

Click **Save**. This applies the filter.

When the filter is applied, the map looks like below.
There are a few changes on the map view:

- To the left of the Data Filters button, the name of the filter will display, along with a dropdown list 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.

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

1. **Click 'Businesses' on the top left to open up the 'Businesses' panel.**
2. **Search for businesses by keyword-> “dentist.”**
(3) Add condition ("advanced search") -> NAICS -> is equal to -> view list -> search -> dentist.
(4) You should see the Offices of Dentists show up with the code 621210 and a count of 16,645. Hover over the code, click Action... then Use this Code.

Click **Show Businesses**. You should now see the Dentist Offices marked on your map. The updated map is shown below. The size of each circle represents a cluster of dental offices around a location. The actual number of dentists is given inside each circle.
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.

Or, you can create a ranking report directly from map. Click the Map tab that you just created and go to ACTIONS menu, select “Make Ranking from Map”
The report can then be shared, or downloaded in excel, dbf or csv file format.

You may want to change the variable in your report by opening the "Variables" panel, then navigating through -> "Categories" - > "Folders" - > "Variables".


Close the search Panel by clicking the icon to view the updated report. 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’.
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.

If you would like to see one of top 10 high household income neighborhoods in a chart, move your mouse over “# Household Income in 2005 | Median income $, 2006”. The Action Menu will appear. Click ‘Create Chart’.

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’.
Rename and share the map tab

You can rename your map tab to a meaningful name then share it with other SimplyMap Canada 3.0 users.

Rename a map tab by following a few steps.

Step a: Click the dropdown menu and select ‘Rename...’.

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

Share the map tab by following a few steps.

Step a: Click the dropdown menu and select ‘Share...’
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.

To export the map out by following a few steps:

**Step a:** Go to **Actions** menu and select Export Map Image... This will bring out an Export window.
Step b: In the Export Map window, use the crop box to choose what part of the map you want to include in the export. Choose whether or not you want the orientation to be Landscape or Portrait, as well as pick the standard size for the width to height ratio. It's probably best to leave it on Letter if you are unsure. Once you are done, click Continue to Layout.
Step c: In the Layout window, you can better format the map as well as change up the design to your preferences. You can change the size of the paper, the orientation, and decide which elements to show, such as the Legend or Scale bar. You may also add text labels of your own using the Add Text Label... button. You may drag and drop, as well as resize, any element on the page by clicking and dragging the edges and corners of elements, or the elements themselves. When you select an element, you may rescale them by specific values instead. When you are done, click Continue to Export.
Step d: Here on the export window, you may decide what file type to save your map as, as well as decide on if you are going to email the file or download it directly yourself. If you email it, you can choose which email to send to as well as write a descriptive message that they will receive. Click Finished when you have chosen what you want to do. The map may take a while to process before it can be downloaded or emailed. Be patient.
To export a shapefile with selected variable. SimplyMap can export a shapefile via email 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’.

Step c: Click ‘Send’ and check the bottom left side of the screen to see a success message.
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 Median household income and make sure you see the tabular view of the ranking report.
Step b: Go to **Actions** menu and Select **Download Report** as **Excel File**.

![Actions menu](image)

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 using APA style:


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