

SIMPLY MAP 3.0 TUTORIAL

Creating a temporary workspace (for today's workshop)

- Go to the UBC Library homepage (www.library.ubc.ca).
- Click on the "Indexes and Databases" tab of the search box.
- Type "SimplyMap" in the search box (all one word) and click "Search".
- Click on "SimplyMap" in the search results.
- Click on Sign in as a guest to create a temporary account.

Project A – Creating a Map

Create a map of the city of Vancouver showing average household incomes by dissemination area (DA) using the 2006 Census data.

Data category: 2006 Census data
Variable: Average Income in \$
Location: City of Vancouver

Use the Map Wizard to create a map

Make sure you are on the "Map" tab to create a map.

1. Click on "Launch Map Wizard".
2. Add data
 - Click the "Variables" button
3. Select the data category
 - Select "Adjusted Census Data 2006"
4. Select the data folder
 - Click "Income" to expand it
 - Select "Total Income"
5. Select the variable
 - Select "Total Income | Average income \$"
6. Add a location
 - Click the "Locations" button
7. Find the location by which census geography breakdown
 - Select "Census Subdivisions"
8. Select province
 - Select "British Columbia"
 - Select "Vancouver, BC (CSD)"
9. Use this location
 - Click on "Use This Location"

The map is automatically created.

A yellow line appears around the location you selected. In this case, it is around the Vancouver CSD, which is equivalent to the City of Vancouver.

Adjust the map to show dissemination areas.

10. In the legend, from the dropdown under “View data by:” select “Dissemination Areas”.

Make changes to the legend, which will change how the map is drawn.

11. Click on “Edit Legend” on the legend box.
12. Change the classification to “Natural Breaks (Local)”
13. Change the number of categories to “6”.
14. Change the colour scheme using the dropdown under “Colour Scheme”.
15. If you want to set your own category breaks, set the classification to “User Defined” or just change the values in the boxes on the right. Change the values to:
 - 25000
 - 50000
 - 75000
 - 100000
 - 250000
16. You can also adjust the outline colour and thickness (or set thickness to 0 to remove the outline).
17. Click “Done”.

Highlight just the area that you want (the City of Vancouver)

18. Click the “Display Options” dropdown box in the top right corner.
19. Select “Apply Location Mask”.

Now, the areas outside of the CSD that we selected for our Location is masked over with white.

Project B – Data Filters

Let’s determine the best place to locate a business in Vancouver. We will choose to open a higher-end baby daycare facility. We would like to know where in Vancouver the wealthier people with babies or young children will live in 3 years.

We need to know what the average household income will be in 2016.

1. Add data
 - Click the “Variables” button
2. Select the data category
 - Select “Demographic Estimates”
3. Select the data folder
 - Click “Household Income” to expand it, and select “in 2010 dollars”
4. Select the variable and year
 - Put your cursor over “Household Income | Average Household Income (Current year \$),” then put your cursor over “Action”, then “Select Variable Year”, then click on “2016”
5. Click the grey X in the top right corner to close the Variables tab.

Now we want to find out which areas have the highest concentration of young children.

6. Add data
 - Click the “Variables” button
7. Select the data category
 - Select “Demographic Estimates”
8. Select the data folder
 - Click “Age” to expand it, and select “Population by Age”
9. Select the variable and year
 - Put your cursor over “# Population by Age | Total 0 to 4,” then put your cursor over “Action”, then “Select Variable Year”, then click on “2016”
10. Click the grey X in the top right corner to close the Variables tab.

Filter the data to show higher income areas with a high number of babies.

We want to mask out all of the dissemination areas except those where the household income is greater than \$100,000 AND there are more than 50 babies or young children.

11. Click on “Data Filters” in the top right corner, then click on “Create New Filter...”
12. Type a name for the filter in the text box.
13. We want to use recent variables; under “Add a Condition” click the dropdown box under Choose Variable and select “Household Income | Average Household Income (Current year \$), 2016”
14. We want household income greater than \$100,000; under Add Criteria, select “is greater than” and type “100000” in the text box next to it.
15. Click “Add Condition”.
16. Now we want to add the variable for age; under “Add a Condition” click the dropdown box under Choose Variable and select “# Population by Age | Total 0 to 4, 2016”
17. We want the number of people aged 0 to 4 to be greater than 50; under Add Criteria, select “is greater than” and type “50” in the text box next to it.
18. Click “Add Condition”.
19. You can see the conditions listed. If you want to change the conditions, you can click “Edit” next to the condition and repeat the steps above.
20. Click “Save”

All dissemination areas that do not meet both conditions are covered up with cross hatches
To undo the filter, click the orange box at the top, and select Remove from the dropdown list.

Project C – Exporting Maps

Export your map to PDF.

SimplyMap will export your current view to create a map image. Make sure that your map shows the area that you want to map.

1. In the top right corner, select the “Actions” dropdown.
2. Select “Export Map Image...”.
3. Adjust the yellow box to crop your map to the extent you want, then click “Continue to Layout”.
4. Use the options on the left to select page size and orientation.
5. To add features to the map, click the boxes next to Legend, Scale Bar, Inset Map and North Arrow as you see fit. These items can be moved around on the layout.
6. Click Continue to Export when you are done.

7. Choose the file format from the dropdown list.
8. Select your delivery method, and add an email address if applicable.
9. Click Finished to export your file.

ON YOUR OWN

Project D – Creating Reports

Create various tables that report the number of young children and average household income for Vancouver.

Make a ranking of DAs from your map.

Create a report that shows the DAs in Vancouver with the highest number of people aged 0 to 4.

1. If your map is currently displaying Total Population by Age, proceed to step 6. If it is not, start with step 2.
2. Click on the Variables button on the left.
3. Click on “Recent”.
4. Put your cursor over the variable “# Population by Age | Total 0 to 4, 2016” then hover over the action dropdown menu that appears and click “Use this variable”.
5. Click the grey X in the top right corner to close the variable dialogue box.
6. Click the “Actions” dropdown menu in the top right and select “Make ranking from map”.

A new tab will be created with a table that shows the top 10 dissemination areas in Vancouver with the highest number of people aged 0 to 4. If you want to see more rows, use the dropdown box at the top right.

Show the location of a DA on a map.

Create a map that shows where DA with the highest number of people aged 0 to 4 is located.

7. In the table, put your cursor over the DA, then put your cursor over the Action button that appears, and click on Create a Map.

A map appears, showing the DA with the highest number of people aged 0 to 4.

Download the table.

8. While still on the “Map Ranking” tab, click the “Actions” button in the top right corner and select “Download Report”, then select “Excel file”. When the dialogue box pops up, select “Open With” (Excel) and click OK. The table should open in Excel.

If you use GIS software, you can export a DBF file, bring the file into GIS (such as ArcMap) and join the table to a shapefile of DA boundaries using the DA ID column.

Create a Location Analysis Report

Create a table showing both the number of people aged 0 to 4 and the average income for all DAs in Vancouver.

9. Click on “New Tabular Report” at the top of the workspace.
10. Click on “Location Analysis”.
11. Click on “Variables” on the left sidebar.
12. Click on “Recent”.

13. Put your cursor over “Household Income | Average Household Income (Current year \$), 2016”, then put your cursor over the “Action” drop down list and click “Use this variable”.
If this one is not listed, repeat steps 1 through 4 in Project B.
14. Put your cursor over “# Population by Age | Total 0 to 4, 2016”, then put your cursor over the “Action” drop down list and click “Use this variable”.
If this one is not listed, repeat steps 5 through 9 in Project B.
15. Click the grey X in the top right corner to close the Variables tab.
16. Click the “Locations” button.
17. Click on “Recent”.
18. Put your cursor over “Vancouver, BC (CSD)”, then put your cursor over the “Action” drop down list and click “Use this location”.
If this one is not listed, repeat steps 6 through 9 in Project A.
19. Click the grey X in the top right corner to close the Locations tab.
20. In the table that appears, select the dropdown box next to “Analyze data by” and click on “Dissemination Areas”.
21. To download the table, repeat step 7 above.

Create a Location Analysis Report for A Few DAs

Now create a location analysis report with just only a few selected DAs, rather than all of them. First, create a list of DAs.

22. On the “Map” tab, zoom in to an area where you would like to compare a few DAs.
23. Click on the “i” tool in the toolbar, then click on a DA. In the menu that appears, put your cursor over “Add To Combination”, then in the box that opens up, click on “Create New Combination...” Give your combination a name and click Save.
24. Click on the “i” tool again, then click on a DA. Again, in the menu that appears, put your cursor over “Add To Combination”, but this time in the box that opens up, click on the combination name that you assigned in the previous step, and click Save.
25. Repeat this for a few more DAs.

Now, create a report from that list of DAs.

26. Click on “New Tabular Report” at the top of the workspace.
27. Click on “Location Analysis”.
28. Click on “Variables” on the left sidebar.
29. Click on “Recent”.
30. Put your cursor over “Household Income | Average Household Income (Current year \$), 2016”, then put your cursor over the “Action” drop down list and click “Use this variable”.
If this one is not listed, repeat steps 1 through 4 in Project B.
31. Put your cursor over “# Population by Age | Total 0 to 4, 2016”, then put your cursor over the “Action” drop down list and click “Use this variable”.
If this one is not listed, repeat steps 5 through 9 in Project B.
32. Click the grey X in the top right corner to close the Variables tab.
33. Click the “Locations” button.
34. Click on “Custom”.
35. Put your cursor over the name that you created in step 23 above, then put your cursor over the “Action” drop down list and click “Use this Location”.
If there isn’t a name listed, repeat steps 22 to 25 above.

36. Click the grey X in the top right corner to close the Locations tab.
37. To download the table, repeat step 7 above.

You can use this “Add to Combination” feature to make a table that includes more than one category, such as people aged 0 to 4 and people aged 5 to 9. But these can’t be aggregated and mapped at the same time.

Project E – Adding Business Location Points

Make a map that shows where the child day care centres are located in Vancouver.

Add the locations of baby day cares to your map.

1. Within a Map tab, click the Businesses button in the side menu.
 - a. Click on “Find Businesses...”
 - b. In step 1, from the dropdown list, you can choose how to search for a business. Let’s select “Primary SIC Code”.
 - c. Click on “view list” to see the categories.
 - d. Select the search tab, and in the search box, type “day care” and hit return.
 - e. Put your cursor over “Child Day Care Services,” then put your cursor over “Action” and click “Use this Code”.
2. In step 2, give the search a name, such as “day care” and click “Show Results”.

The points have been added to the map and now appear in the legend as well. The number within the circle tells you the number of businesses at that location. If the number is 2 or higher, zoom in to see the business locations in more detail – the dot will break into multiple dots until the dot has the number 1 inside, showing the location of a single business.

Put your cursor over the dot to read information about that business.

Questions? Problems?

If you have questions or problems, follow these steps.

1. Select the “I want to” dropdown list in the top left corner. A wizard will walk you through the steps to complete the tasks.
2. If you don’t find what you want on the dropdown list, try the “Help” tab in the top right corner of the software. There are even “how to” videos available.
3. If you still can’t figure it out, contact the library to assist you. See our contact information below.

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