

Purpose

Simply Map 2.0 is a Geographic Information Tool that uses adjusted data from Statistics Canada and presents the information in an easy to use system. Simply Map stores demographic, business and marketing data and allows users to easily access this information through maps, reports and rankings.

Getting Started

To get started, navigate to <http://sm2.simplymap.com/login.html>. **Simply Map will only work if you are accessing it on campus, or by connecting to UBC VPN while away from campus.**

If you would like Simply Map to remember your searches, you must create a user account on the site. Otherwise, you can use the link at the bottom of the page to use a temporary account.

Map Wizard Example

The Map Wizard is the easiest way to access information about a particular location. In this example, we will use the Map Wizard to determine the average amount of money West Vancouver residents spent on newspapers in 2011.

Step 1: Click “New Map” in the top left-hand corner, then “Launch Map Wizard”.

Step 2: As highlighted by the wizard, click on “Variables” -> “Household Spending” -> “Reading Materials” -> “Average Spending: Reading material and other printed matter: Newspapers” -> “Use Variable”.

Step 3: As highlighted by the wizard, click on “Locations” -> Select “Census Subdivisions” from the drop-down menu -> Select “British Columbia” for province and “West Vancouver” for Subdivision -> Click on “Use this Location”.

This will produce a map of West Vancouver, showing the average amount spent on newspapers in the area. At the bottom of the legend, you can change both the year and breakdown of the data. By clicking on “Edit Legend” you can change how the map is drawn, including the colour scheme and the category breakdown.

Uses

Simply Map can be used to conduct market research on specific demographics and locations. It allows the user to select a variable and see its effect on a map of a location. Simply Map can also create reports and rankings that compare multiple variables across a single or multiple locations.

Further Help

If you are unsure how to use Simply Map, click on “Help” in the top right corner of the screen to access Video tutorials on creating maps, reports and rankings. If you are still having problems, please contact a reference librarian.