SIMPLYMAP GUIDE FOR ECON 345 URBAN ECONOMICS

Using SimplyMap to get contextual information about Durham communities

SimplyMap is a web-based thematic mapping application that allows researchers to explore a wide range of business and demographic data at a variety of geographies, from the entire nation to small geographies such as census tracts, block groups, and zip codes.

The following is only an overview of the concepts related to your assignment and research. For a more thorough overview of SimplyMap, under the **Help dropdown** in the upper right of the interface please open the help interface or watch the short video tutorials.

Locating Information about Durham Communities by Zip Code

Start SimplyMap by going to this link:
http://proxy.lib.duke.edu/login?url=http://simplymap.com/

Step 1 The program will ask you to complete a free registration the first time that you access the website.	
Step 2 Click New Map at the top Then, click on the "Variables" tab. Select the indicators that you would like to study from the list. If you have selected variables previously, you will see the previous ones under the "Recent" button. Click on the check boxes to select variables. When you drill down all the way, click "Use This Variable" or "Select Variable Year" under the "Action" drop-down.	

Step 3 Next, we want to center the map on the city of Durham. • In the location field on the left side of the screen, enter the type of geography (cities), then the state and the city. • Click Use This Location ✔ Use This Location	
Step 4 We need to change the geographic unit so that the map will display zip codes. The control is located at the bottom of the Map Legend. The program will also allow you to select areas by census tract and block group if you wish to look at smaller geographies.	
Step 5 You should examine the legend for your variables. SimplyMap attempts to assist you by breaking your data into groups (quantiles) defined at the national level (i.e., based on the range nationally). To generate a display that represents the ranges in the Durham area, click the "Edit Legend" button and change the classification method to "Quantiles (Local)."	

Step 6 Click "Update" on the variable box (see previous image). You should see a thematic map.	
Step 7.1 SimplyMap lets you search for groceries, convenience stores, and other food establishments using the "Businesses" tab. Search by business name or NAICS code (see below).	
Step 7.2 NAICS industry codes identify multiple points that match a certain type of business. Clicking on "view list" will let you browse the codes (NAICS codes 445110-445299 contain grocery and other food establishments.)	
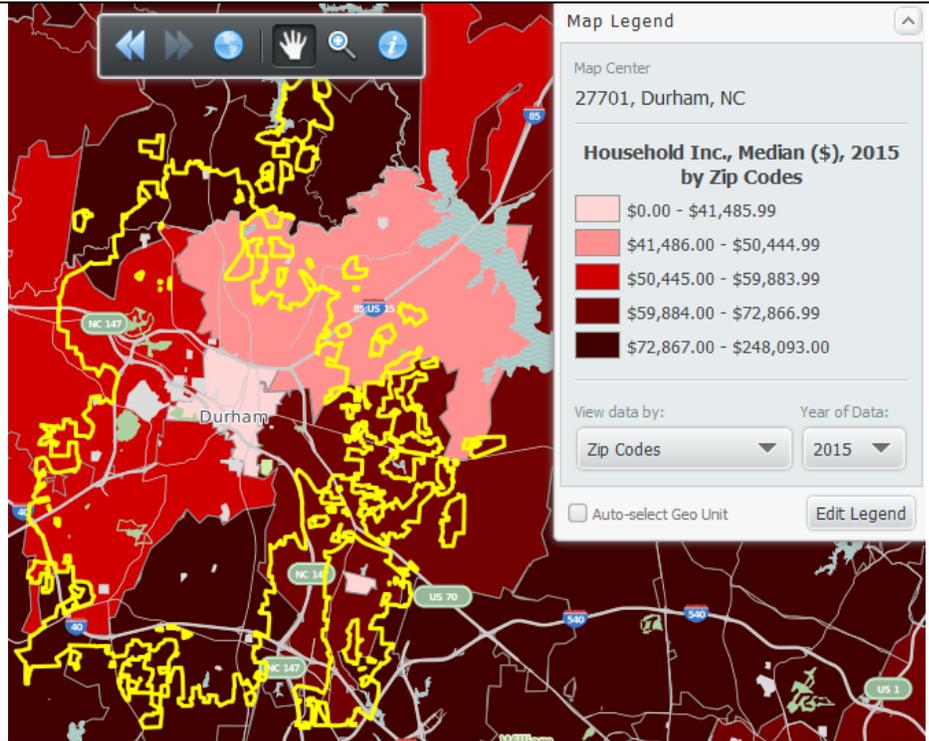
Step 8

Image To capture an image (say, to paste into a Word document or into a web page or blog post), you can get a screen capture by choosing "Export Map Image." You will be given more options regarding the frame (size and orientation) and what to include in the map (legend, scale bar, locator inset map, or north arrow). You can choose PNG, JPEG, SVG, and PDF, and then either email it or download it to your local computer.

Data For those familiar with GIS software, if you would like to capture the data underlying your image, you can export the data by choosing "Export Shapefiles…" under the Actions drop-down. You will have options of downloading multiple variables and making other changes to your dataset.
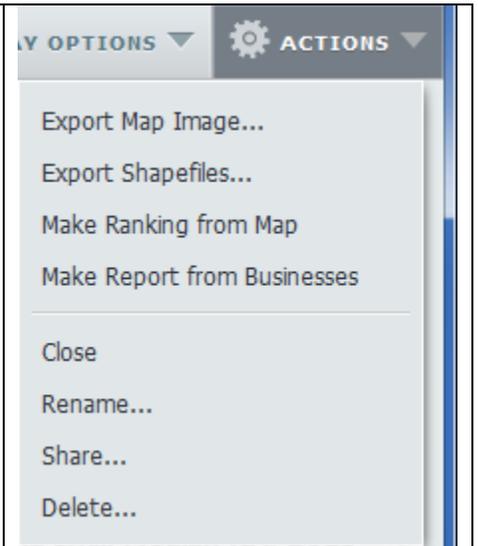
Documentation (PDF)

- [SimplyMap Variable List](#)
- [SimmonsLOCAL Content](#)
- [SimmonsLOCAL Methodology](#)
- [EASI White Paper on Decennial Census versus ACS](#)