SimplyMap – Map and find the businesses and population of people who fit a specific characteristic at the national level down to the zip code level. Accounts are free—you can sign in as a guest or create an account. It is recommended you create an account to save maps and tables.

This guide will go through how to make a tabular report of consumer variables and businesses in a specific location, and map consumer variables and businesses.

Tabular Report

A tabular report can compare multiple variables across numerous locations and a list of businesses in a location.

Consumer Variables

We’re going to create a table that shows the number of consumers that fit a certain characteristic. In this example, we will find the number of households in the U.S. and Texas who drink ground or whole bean coffee.

1) Click “New Tabular Report”
2) Click “Standard Report”
3) Use the “Launch Standard Report Wizard” to walk through the steps, or continue to follow the directions with step 4
4) We will first select the variables, or consumers’ characteristics. Click on “Variables”
5) Click on “SimmonsLOCAL”
6) Click on “BEVERAGES – NON-ALCOHOLIC DRINKS”
7) Click on “GROUND OR WHOLE BEAN COFFEE”
8) Click on “GROUND OR WHOLE BEAN COFFEE-HH USES?” (which translates to household uses ground or whole bean coffee)
9) Click on the first item (“# BEVERAGES – NON-ALCOHOLIC DRINKS I GROUND OR WHOLE BEAN COFFEE I GROUND OR WHOLE BEAN COFFEE-HH USES? I YES”) to get the number of households who drink ground or whole bean coffee
10) If you want to add more variables to your table, select them now
11) We will now select the location(s). Click on “Locations”
12) Select the type of location. This example uses states. Select “States”

13) Type in or select “Texas”

14) Click “Use this Location”

15) If you want to add more locations to your table, select them now. You can also create a custom location (i.e. combine two cities together)

16) Close the navigation panel

You now have a table that provides the number of people who match the variable’s description in your region and the USA. In this case, 11,605,537 households in Texas use ground or whole bean coffee, while about 151 million households in the USA use ground or whole bean coffee. Download or email the report using the “Actions” button in the top right corner.

Business Report
We’re going to create a table to find the number and locations of similar businesses in a specific region. In this example, we’re going to find Starbucks’ locations in Texas.

1) Click “New Tabular Report”

2) Click “Business Report”

3) Use the “Launch Standard Report Wizard” to walk through the steps, or continue to follow the directions with step 4

4) We will first select the location(s). Click on “Locations”

5) Select the type of location. This example uses states. Select “States”

6) Type in or select “Texas”

7) Click “Use this Location”

8) If you want to add more locations to your table, select them now. You can also create a custom location (i.e. combine two cities together)

9) Click on “Businesses”

10) Type in the keywords, name of the business, or the NAICS/SIC code of your business’ industry, or click on “Add condition” to perform an advanced search. In this example, enter “Starbucks” in the text box

Keyword Coffee shops
Name of business Starbucks
NAICS and SIC Code: Industry classification codes 722515 which represents “Snack and Nonalcoholic Beverage Bars” (see http://www.census.gov/eos/www/naics/ for more information)
You now have a table that provides the business locations in your region. In this case, there are 497 Starbucks in Texas. Download or email the report using the “Actions” button in the top right corner.

Make a Map

A map can visualize the consumers’ variables in a specific location and businesses’ locations.

Consumer Variables
We’re going to create a map that shows where consumers that fit a certain characteristic live. In this example, we will find the households in College Station who drink ground or whole bean coffee.

1) Ensure you are on the “Map” tab or click on “New Map”

2) Use the “Launch Map Wizard” to walk through the steps, or continue to follow the directions with step 3

3) We will first select the variables, or consumers’ characteristics. Click on “Variables”

4) Click on “SimmonsLOCAL”
5) Click on “BEVERAGES – NON-ALCOHOLIC DRINKS”

6) Click on “GROUND OR WHOLE BEAN COFFEE”

7) Click on “GROUND OR WHOLE BEAN COFFEE-HH USES?” (which translates to household uses ground or whole bean coffee)

8) Click on the first item (“# BEVERAGES – NON-ALCOHOLIC DRINKS I GROUND OR WHOLE BEAN COFFEE I GROUND OR WHOLE BEAN COFFEE HH USES? I YES”) to get the number of households who drink ground or whole bean coffee.

9) If you want to add more variables to your table, select them now.

10) We will now select the location(s). Click on “Locations”

11) Select the type of location. This example uses cities. Select “Cities”

12) In State, type in or select “Texas”

13) In City, type in or select “College Station, TX”

14) Click “Use this Location”

15) If you want to add more locations to your table, select them now. You can also create a custom location (i.e. combine two cities together)

16) Close the navigation panel.

This is a color-coded map of the households that drink ground or whole bean coffee in College Station and the nearby area. You can edit the legend, change the labels, and email and/or export the map using the buttons in the upper right corner and the buttons in the Map Legend.

**Business Locations**

Now we’re going to add business locations on top of our consumer variables. In this example, we will add Starbucks’ locations in College Station.
1) Ensure you are on the “Map” tab or click on “New Map”

2) If you have yet to define your location, click “Locations” and follow the steps on screen to add a state, city, zip code, etc. If you have already added a location, click on “Businesses”

3) Type in the keywords, name of the business, or the NAICS/SIC code of your business’ industry, or click on “Add condition” to perform an advanced search. In this example, enter “Starbucks” in the text box

4) Click on “Show businesses”

The yellow dots represent the Starbucks’ locations. This map shows there are four Starbucks in College Station. If you added a consumer variable (i.e. households that drink ground or whole bean coffee), you will see the color-coded map of the variable plus the businesses you selected.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Coffee shops</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starbucks</td>
<td>722515 which represents “Snack and Nonalcoholic Beverage Bars” (see <a href="http://www.census.gov/eos/www/naics/">http://www.census.gov/eos/www/naics/</a> for more information)</td>
</tr>
</tbody>
</table>

For more help:


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