From the library’s home page [www.mtroyal.ca/Library](http://www.mtroyal.ca/Library) proceed to business resources by selecting **FIND MORE** on the left side of the page and then click **Business** in the centre of the page.

Find secondary sources (articles) from magazines, newspapers and journals within the business databases at MRU. Databases with strong NPRO content include:

- **ABI/INFORM**

- **Business Source Complete**: Search examples:
  - nonprofit and customers and communication
  - “social return on investment” and community
  - “social innovation” and “community development”
  - nonprofit and (“business planning” or business strategy”)
  - nonprofit and (marketing or “business planning”) and Canada

- **Passport GMID**: Canadian consumer trends. Example search: canada and consumers

Further down the page you can search all library databases and books at once and use Google Scholar:

**Search for articles, reports and books within the last five years**

Search all databases e.g., “ice cream” AND canada

"social return on investment" Search

**Google Scholar Search**

Yes, Google does article searches! Go in through this link and find out what Google Scholar has that you can get full-text through our library.

"social innovation" value benefit community Search

To set up Google Scholar off-campus follow Settings → Library links.
A list of Calgary websites with demographic and industry information.

Follow the link under the Statistics tab to find resources for Calgary, Alberta, and Canada.

- **SimplyMap Canada** allows you to create maps or tables of variables for: Canadian census data, demographic information, household spending, and PRIZM psychographics from Environics. If you are mapping psychographics you may wish to first review the psychographic handouts on the Maps & psychographics page. Only one demographic segment or group can be mapped at a time.
- Creating an account before first using SimplyMap will allow you to export/save maps and data. The current MRU license is for five consecutive users.

**One Way to Create a Map**

Once you’ve logged in, build a map by selecting “New Map” at the top of the screen:

You will then be asked to either “Start Here” or “Launch Map Wizard”. The Wizard is a good choice for new users as it will indicate the correct order of elements to select to create a map:

**Wizard Tip:** Don’t hesitate to select “Step Back” if you change your mind about what you would like to map.

**Suggestions for proceeding during the 8 Steps of the Wizard**

**Step 2 of 8:** Current demographic information is found in Adjusted Census Data 2011, Demographic Estimates, and Household Spending.
**Step 4 of 8:** You may be given two variable choices to map: *# of households* often creates a more detailed map than *% of households*.

**Step 6 of 8:** Choosing “Census Subdivision” as a location is a good choice as it will build a map for any city or town in Canada (Note: small towns may not be mappable):

![Census Subdivision Location Selection]

**Step 8:** after selecting USE THIS LOCATION, a map should be created. Fine tune your map by:

A. Change the selection under “View data by” to “Census Tracts”. **This feature is very useful if your map is one solid color.**
B. Edit Legend allows you to change colors or the intervals dividing your variable.
C. Display Options will further change the look of your map (add greenspaces, rivers etc). “Apply Location Mask” will remove areas outside of the borders of a city.
D. Save and export your map via the ACTIONS menu. Tip: Saving your map as a JPG allows it to be easily placed into MSWord. You can also build a table of data about your map with “Make Ranking”. E. Zoom in or out to adjust the location.