SimplyAnalytics will create maps or data tables for the Canadian census, demographics, 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. Notice each psychographic segment is also part of a “Social” and “Lifestage Group”. Only one psychographic segment or group can be mapped at a time.

The MRU license is for five consecutive users.

One Way to Create a Map

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

You will then be asked to choose a location. For most Canadian cities you will be given a choice of a Census Metro Area or Census Subdivision; either will work. SimplyAnalytics will then create a default map for your city. The program offers to add three groups of variables. This will not affect your map. Just click “Create project”.

Use the menu on the left of the screen to add to your map. Environics’ psychographics are found by clicking “Market Segments” OR use the search box to locate the category you’d like to map (see the page: Understanding PRIZM5 SESI codes, social groups and lifestages). For example:

Click the box to select either # or % in your category. A map will be created for the city you selected.
Very important: Use the menu bar along the top of your map to show greater detail for your city. It’s recommended that you change Census Subdivisions to Census Tracts:

Tips:

- Select the View Actions tab & Apply Location Mask to remove areas outside of the city limits.
- Don’t press the back button in your browser (it will log you out). Use the menu bars (top, left, right) to make changes to your map.
- Print or e-mail your map via the “Export” button (top right).
- Create household spending or demographic maps using the menu on the left. Use the search box on the left to quickly find data to map (e.g. pet food, automobiles, bicycles, Spanish etc.)
- Use the Zoom feature (on the left of your map) to focus on smaller or larger areas. As you zoom more parks and waterways appear.
- Legend / Edit allows you to change colors or the intervals dividing your variable.
- Name your map by clicking the box below “Current Project” at the top of the page.
- The “Businesses” feature allows you to add business locations (including by NAICS) to your map but may not be as precise as Google Maps.

APA example:


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