Mapping demographic or statistical data in SimplyAnalytics

Sample question: can we map average household spending on magazines across Metro Vancouver?

Log into SimplyAnalytics database: https://databases.lib.sfu.ca/record/61255181120003610
NOTE: to save your maps and reports within SimplyAnalytics, you must sign up for an individual user account. However, any user can enter the database as a guest ("sign in as a guest") and export their work. When you first connect to SimplyAnalytics some windows might pop up – just close them, and your screen should look something like this:
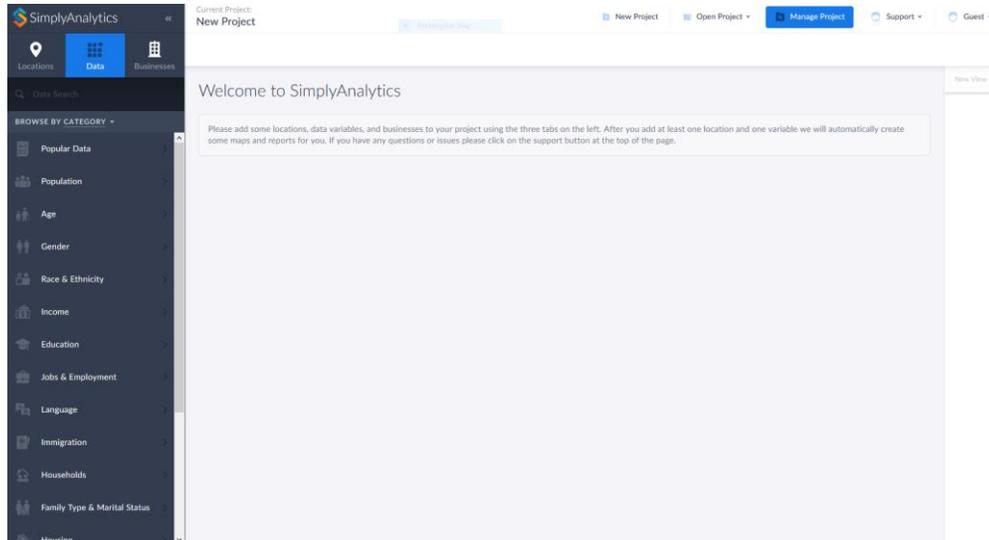
Click on the "Data" icon on the top left and scroll down to select "Consumer Behavior."
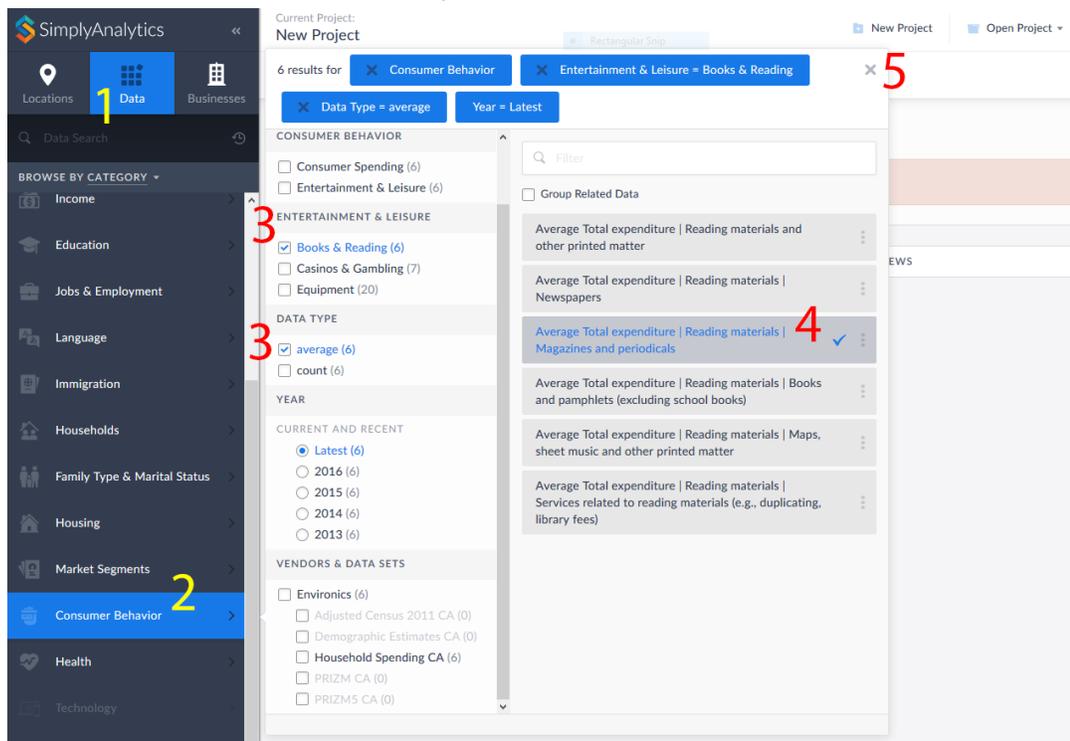
In the frame that shows up, under the *Entertainment & Leisure* category, select "Books & Reading." For this example, let's only use average expenditures: select "average" under the *Data Type* category. You will now see segments listed for average expenditures on different reading materials like newspapers, magazines, books, and so on. Select "Average Total expenditure | Reading materials | Magazines and periodicals" and then click to close the variables window.

Now you should see a screen to "Manage your project".
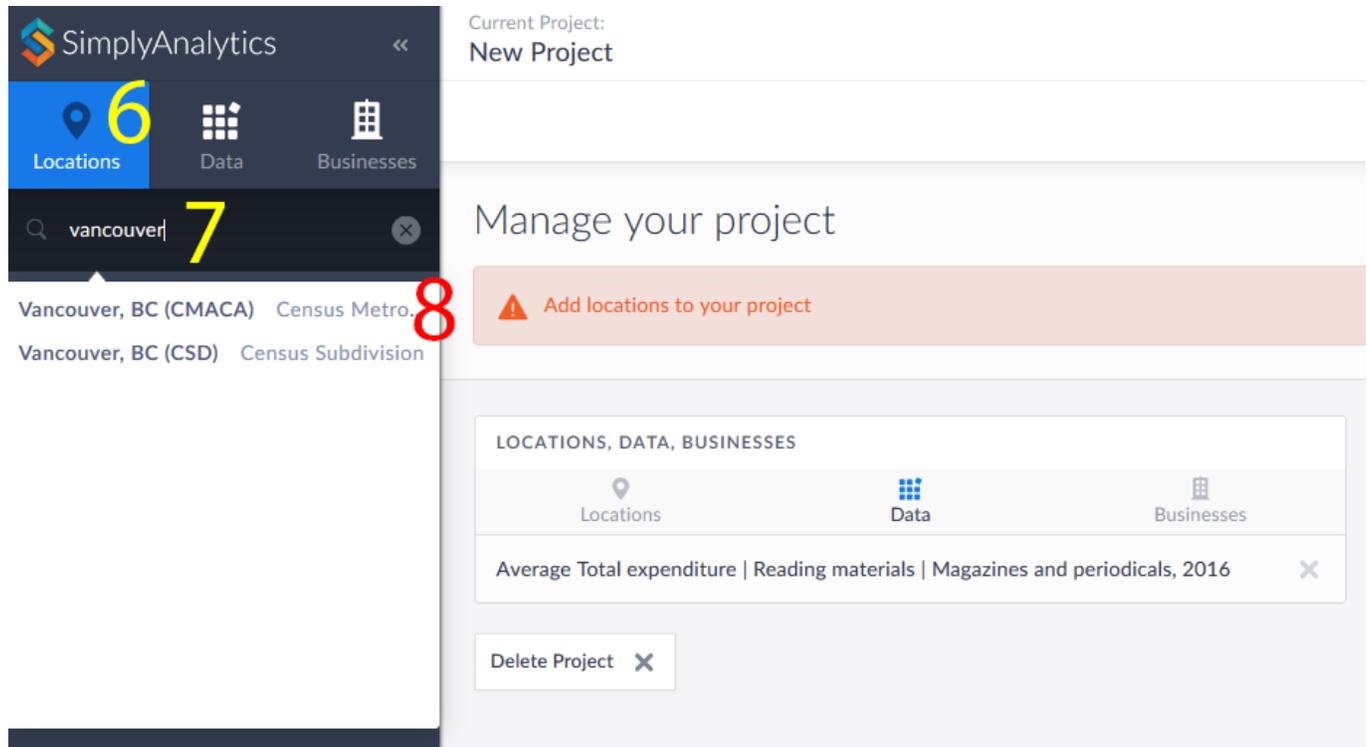
Click the "Locations" icon on the top left, and type *Vancouver* in the search bar. Select the geographic level for which you'd like to map average expenditures. For this example, select "Vancouver, BC (CMACA)" to get Metro Vancouver. When you click this geographic level, a map is created.

You can zoom in or out on your map, and you can also change the level of detail (e.g., *Census Metro Areas*, *Census Divisions*, *Census Tracts*, and so on) or the average expenditure category ranges and colors from map legend window on the right.
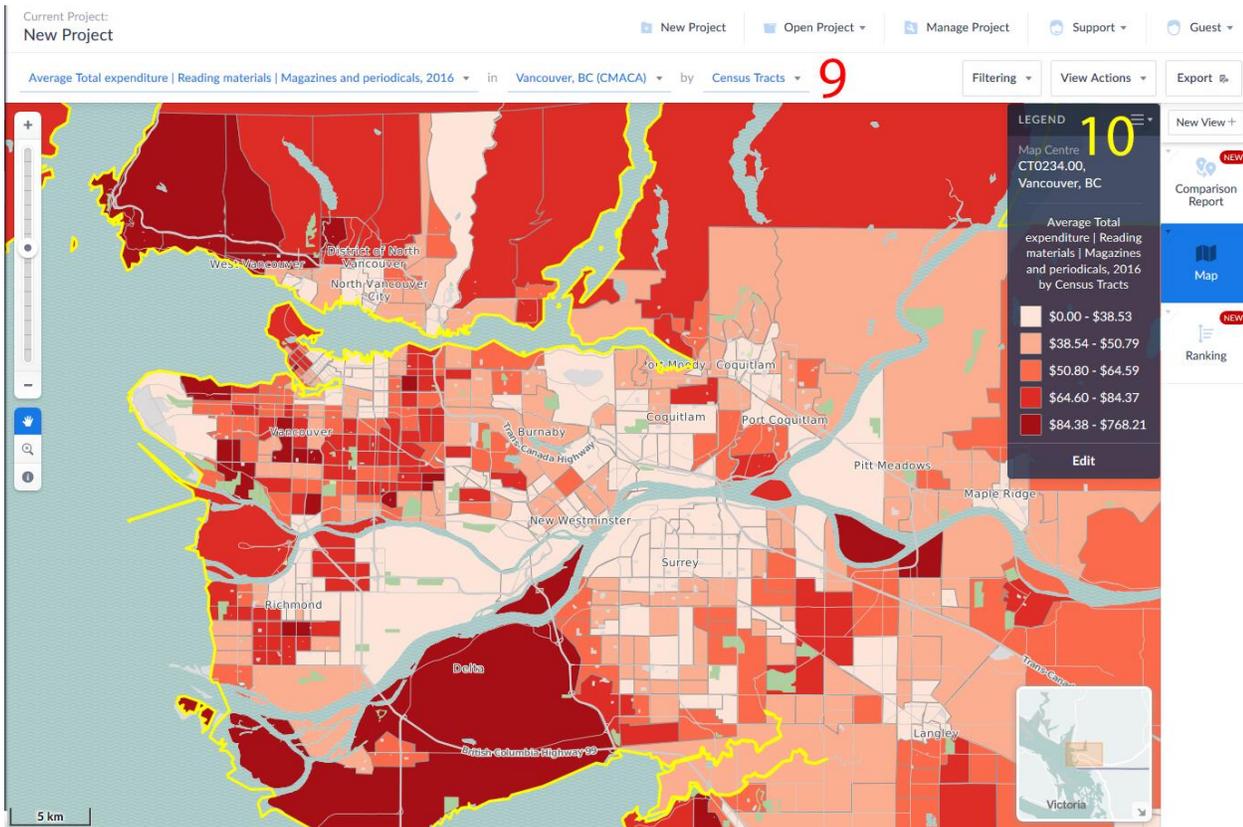
We can make an interesting addition by putting down the locations of all bookstores and news dealers on our map of Metro Vancouver – places where people might buy magazines. Click the "Businesses" tab in the left menu. Click "Use advanced search" and in the window that appears, choose "NAICS" from the first drop-down menu, "starts with" in the second, and type in 4512 in the search box. NAICS is the North American Industry Classification System code, and the NAICS code for *Book Stores and News Dealers* is 4512. Click "Search" and now all bookstore and news dealer locations are loaded on your map.
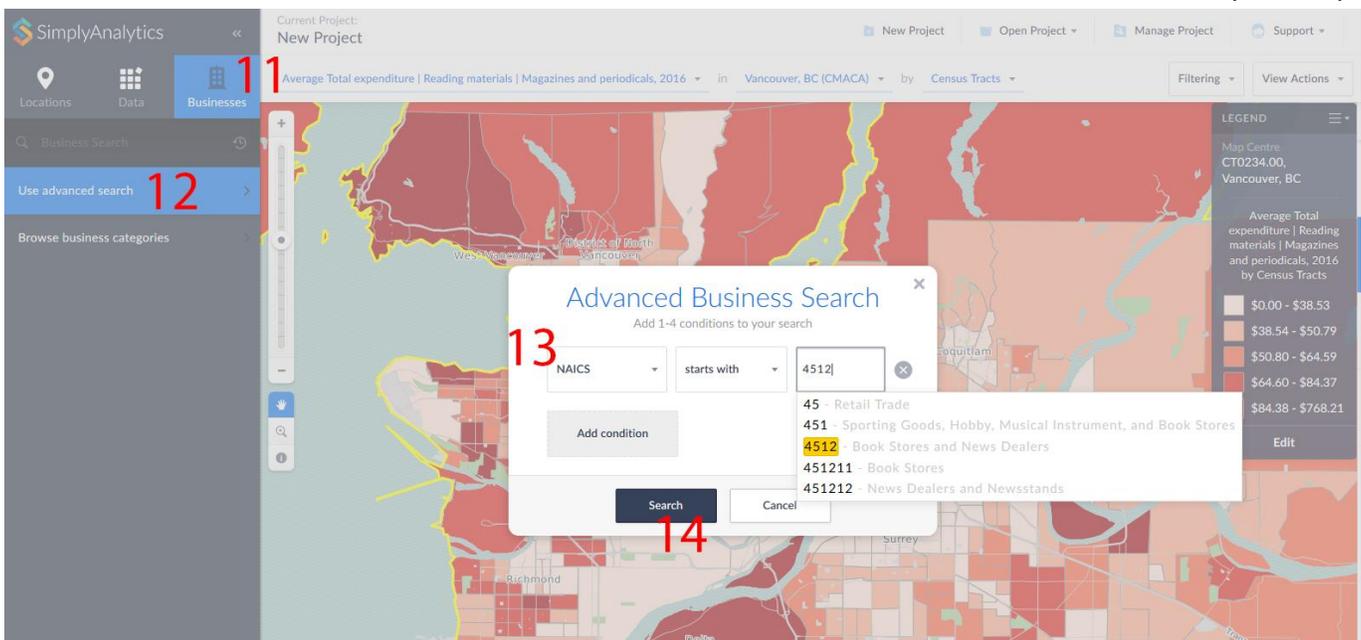
These locations are identified by little circles on the map, and you can click a circle to find details of the store(s). Does it look like people who spend a lot on magazines are using their neighbourhood stores to buy them? Can you see any other interesting patterns?