# SimplyAnalytics Activity

1. **Market Segments**

In your project groups, go to the PUB 606 research guide, and open up the PRIZM5 Marketer’s Handbook in a new tab. [lib.sfu.ca > LibrarySearch “PUB 606”]

Identify 1 additional market segments for your media company by either browsing through the descriptions or searching for relevant keywords.

You can use one of the market segments on your handout and one new one.

1. **Load SimplyAnalytics**

After noting the names of the market segments you want to focus on, open up SimplyAnalytics and log in as a guest.

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| You may want to make an account later so you can save your work. |

In the upper left menu, click on Locations tab, then search and select the following locations:

* Vancouver CSD (Census Subdivision -- aka the City of Vancouver)
* Vancouver CMACA (Census Metro Area – aka Metro Vancouver)
* British Columbia (Province)

Select Data > Market Segments. Search the name of your Market Segment and click on the corresponding *# Household* entry.

Click the “X” in upper right of the box to close out of the data selection screen.

1. **Map View**

Select Map view along the right side. Explore the map, including looking at different data segments and geographic areas from the drop down menus at the top.

Try switching between Vancouver CSD/Vancouver CMACA, and between Census Tracts/Dissemination Areas to see where your target group is clustered

Use the Export button in upper left to save a copy of the map file for future reference.

1. **Quick Report**

On the right side, select “New View +” and then choose “Quick Report.” Report content can be either Demographics or Market Segments (drop down menu at the top).

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| For information or practice using the other SimplyAnalytics Views, check out the Pub 606 research guide, the SimplyAnalytics website, or contact me for more in-depth help. |

1. **Questions**

Be prepared to report back to the larger group with answers to the following questions

* What is one market segment you looked at and what are the media preferences of this group? (See PRIZM Handbook)
* What is one other demographic or psychographic detail about this group that will be useful in planning your marketing/advertising/sales campaign?
* How many households belonging to this segment are there in Metro Vancouver? (i.e. Vancouver CMACA)
* Is this segment clustered in a particular area of the City of Vancouver (Vancouver CSD)?