

SimplyAnalytics Demographics Database

<http://app.simplyanalytics.com>

SimplyAnalytics data is Canada-wide and drawn from *Canadian Census*, *Canadian Survey of Household Spending* and *Dun & Bradstreet Canadian Company Database*. Search results can be presented as a map or a table.

Login: Users should create their own personal login and gain the ability to save maps, tables, filters and favourites between sessions. A guest login can be used if necessary.

Remember to **Sign Out** when you are finished.

It is available from any computer in the library for 5 concurrent users. It is also available to use from home during 7pm – 7am and throughout the weekend.

Once logged into SimplyAnalytics, click **Support** for further help and video tutorials.

Building a Search in SimplyAnalytics

Click ‘New Project’

This button prompts you to search for one or more locations from which to draw data.

Once locations have been selected 3 **Views** are automatically created:

- Comparison Report
- Map
- Ranking

These are populated with some basic data on population, income and education. These data variables can be removed and added to later.

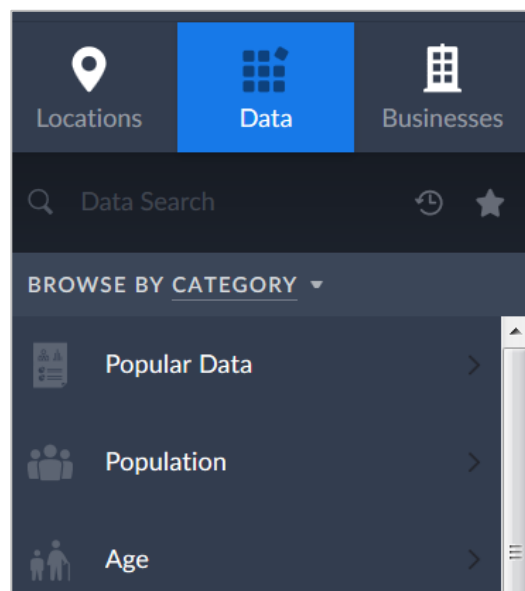
Add Data to your Search

You can add additional Locations, Data or Businesses to your project.

Click on **Locations** to search and select more locations

Click **Data** to search or browse data from the Census or Household Spending Survey

Click **Businesses** to search for businesses in your chosen location



Click the circular arrow in the search box to view and select locations or data from recent searches.

If you have saved any locations or data as Favourites, you can use these by clicking on the star in the search box.

Add and Edit Views for Your Data

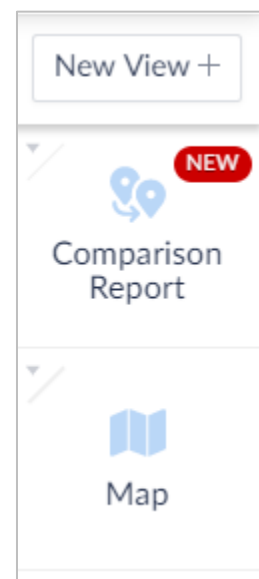
You can view your data in a number of different ways. Click **New View** to add more views to your project.

The views you can add are:

- Map
- Comparison Table
- Ranking Table
- Ring Study Table
- Business Table
- Related Data Table

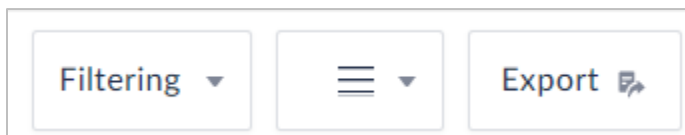
Each view is accessible from a new tile on the right of the screen.

Click the downward arrow in the corner of a View tile to edit the locations and data within it.



Save and Export your Data

Click **Export** to save your map or tables to your PC, USB drive or email them to yourself



Details of Views

Map

Search:

Select **single data variable** (optional); **single location**; and **multiple business variables** (optional). You will need a new map for each variable you wish to view.

Output :

- Visual map with colour-coded areas ranking a single data variable.
- Can change how your location is divided up (eg, Census Tracts, Dissemination Areas) using the drop-down menu at the top of the map. You may need to zoom in the map to enable the option to change to smaller sub-divisions
- Can change colour used for ranking, scale used for ranking and number of categories used by editing the **Map Legend**
- Can apply **Data Filters** (eg. within your results, only show dissemination areas that spend over a certain amount on a particular service)
- Can zoom in/out
- Map navigation:



Hand: can drag map to move view

Magnifying Glass: Click and drag to create a square around an area. This zooms and centres the view over that area

Information: Click this button then click an area on the map to get information on the area's location within the geographic census structure, to add it to a Project or to your Favourites or to view the data for that area

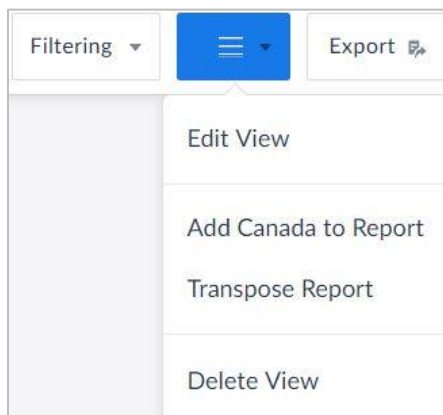
Comparison Report

Search:

Select **multiple variables** and **multiple locations**

Output:

- Table displaying multiple data variables for multiple locations
- Cannot break down results into smaller geographical tracts and dissemination areas (neighbourhoods)
- Can re-sort and remove columns or rows from the table
- Can add a variable or location to the table in **Edit View**



- Can transpose the column and row values

Business Table

Search:

Select a **single location**; select **one or more business variables** (Keyword, name, SIC/NAICS code, number of employees, sales volume).

You can search or browse for business categories – use the slider at the top of the screen to select browsing by NAICS or SIC codes.

Output:

- Table containing company name, business name, address, telephone, line of business, latitude & longitude, primary NAICS and SIC codes
- Location and business variables can be changed to others used in the Project using the drop-down menus in the table header
- Additional columns of data can be added to the table using **View Actions – Columns**

Ring Study Table

Search:

Specify a **single location**; select **multiple data variables**

Output:

- Table displaying multiple variables for 1km, 3km, 5km radius from your location, plus all Canada
- Can add a variable or location to the table in **View Actions - Edit View**

Ranking Table

Search:

Select **single location**; select **multiple data variables**

Output:

- Table listing single location and multiple variables
- Location and sub-divisions can be changed using drop-down menus in the table header (Metro Areas, Census Tracts, Dissemination Areas etc.)
- Columns can be sorted
- Can add a variable or location to the table in **View Actions - Edit View**

Quick Report

Search:

Select **one or more locations**.

Output:

Table with list of key data for your locations.

Time Series Table

Search:

Select **one or more locations**; specify a single data variable.

Output:

A table containing the data variable you selected in your search plus the same variable from all other available years of the census or survey.

Bar Chart

Search:

Select **one or more locations**; specify a single data variable.

Output:

Simple bar chart displaying multiple locations but only one data variable.

Related Data Table

Search:

Select **one or more locations**; specify a single data variable to display its entire group

Output:

- Table with multiple locations and all data variables from a related group (so if 'Total Household Population 12 Years or Over' was selected, all other ages ranges in the 'Total Household Population' group would also be included in the table)
- Data variable group, how the table is sorted and whether it shows totals or percentages can be changed using drop-down menus in the table header
- Locations can be added from **View Actions – Edit View**

Other menus

Data Filters: Filters may be based on multiple variables and applied to a map or some tables.

This would allow you to have a map colour-coded for one variable and apply a filter using a set of different variables. Alternatively, you could have a table from which you wanted to remove values that did not match the values in your filter.

Other tips

Adding variables or locations to your **Favorites** make them available in subsequent searches and can be quicker than finding them anew for each search. Your Favorites can be viewed by clicking the star in the search box on the left of the screen.

A **Custom Location** can be created by clicking **Custom Locations** under the search box on the left of the screen. This adds individual geographic locations together to create the exact location you require.

The component locations must be in the list of 'Recent' locations or in your Favorites. You can also select areas from the map and add them to your Favorites for this purpose.

The Custom Location option can also create a user-defined radius centred on a selected location.

For a detailed explanation of **Location Types**, search the **Help Center** section in SimplyAnalytics

Supporting Resources

Census Dictionary - definitions by topic (descriptions of geographic areas and variables)

2011 Census: <https://www12.statcan.gc.ca/census-recensement/2011/ref/dict/top-them-index-eng.cfm>

2016 Census: <http://www12.statcan.gc.ca/census-recensement/2016/ref/dict/index-eng.cfm>

Census Questionnaire content and variables list

2011 Census: <https://www12.statcan.gc.ca/census-recensement/2011/ref/dict/app-ann001-eng.cfm>

2016 Census:

<http://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvInstrumentList&Id=152274>

GeoSearch – Stats Canada's own Census search tool

<http://www12.statcan.gc.ca/census-recensement/2016/geo/geosearch-georecherche/index-eng.cfm>

Survey of Household Spending

<http://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&Id=192713>

Survey of Household Spending / National Household Survey Dictionary - definitions by topic

<https://www12.statcan.gc.ca/nhs-enm/2011/ref/dict/top-them-index-eng.cfm>

SimplyAnalytics Canada Variables List, March 2017

(we have access to Adjusted Census Data 2006, CensusPlus 2011, DemoStats, Household Spending and Canadian D&B Company Database)

http://www.geographicresearch.com/documents/SimplyAnalytics_Canada_Variable_List.pdf