



Answering Research Questions Using SimplyAnalytics

About this document: This guide will demonstrate how to answer research questions using SimplyAnalytics in a step-by-step format.

IMPORTANT – To answer these questions, you will first need to create a project. If you already have a project created, you can skip this section.

Table of Contents

Creating your project	2
How can I get a community snapshot of my target location?	2
How do I identify trends over time for a data variable?	3
How do I compare my home Census Block Group (my address) with the Census Tract, ZIP Code, County and State it resides in?	4
How do I rank the top 100 ZIP Codes in a state for a variable?	5
How do I generate a list of coffee shops in my city?	6
How do I identify the top MOSAIC segment in my target location?	8
How do I analyze data for downtown, or any target neighborhood?	9
How many restaurants are there within one mile of an address?	10
How do I use the data filter?	11

Creating your project

There are two steps to creating your project: (1) enter in at least one location, and (2) select one or more seed variables.

New Project

Select a country for this project: **USA**

Search for one or more locations that you would like to analyze:

Location Search

New Orleans, LA (City)

10001, New York, NY (Zip Code)

Next

Please select one or more "seed" variables so we can auto-generate maps and reports for you.

(Thousands of other data variables are available. Use the 'Data' tab to search and add them to your project.)

- ☐ # Population
- ☐ Population Density (per sq. mile)
- ☐ % Population, 65 Years and Older
- ☒ Median Household Income
- ☐ % Households w/Income \$100,000 and Over
- ☐ % Education Attainment, < High School (Pop 25+)
- ☒ % Education, College, Master's or Doctorate Degree
- ☐ # Households (HHs)
- ☐ # Housing, Units
- ☐ % Housing, Built 2010 or Later
- ☒ % Housing, Built 1939 or Earlier

2 Create project [Create project without seed variables](#)

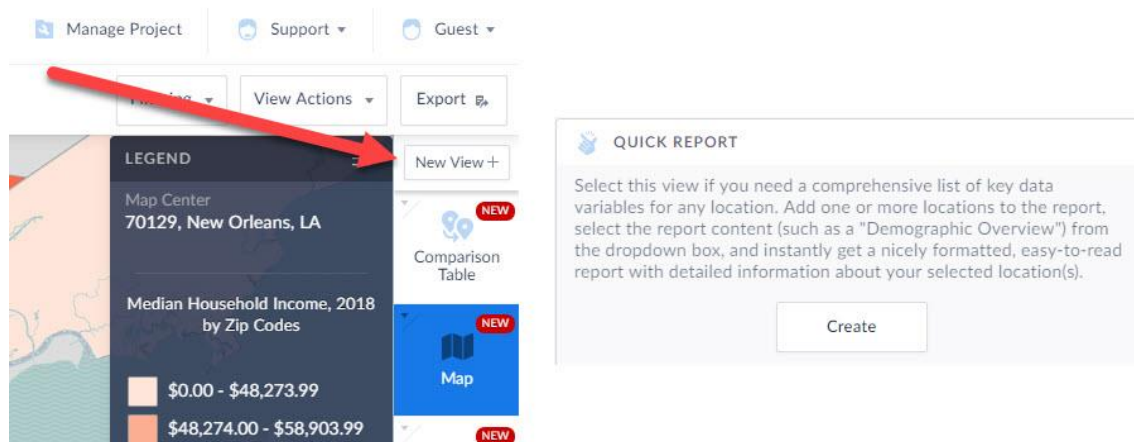
SimplyAnalytics will automatically create a new project providing you with three views: A Map, Comparison Table and Ranking Table.

With the project created, you can proceed to answering the questions below

How can I get a community snapshot of my target location?

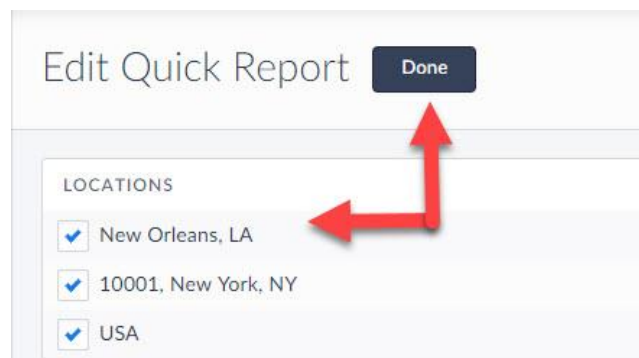
The Quick Report allows you to quickly access many of the most popular demographic & housing variables.

1. Click on New View located towards the top-right of the screen and click *Create* under the *Quick Report* heading.



The *Edit View* screen appears showing the locations in your project. You can check or uncheck locations here.

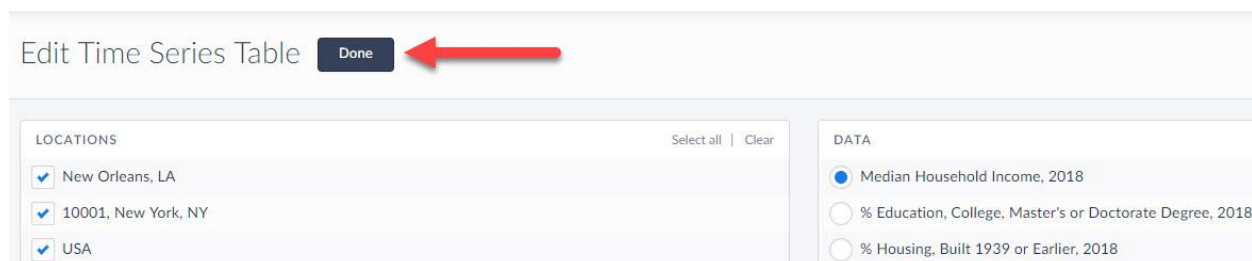
If you want to use a new location, click on the Locations button on the left side of the interface and type in the location you want to use. Click **Done** and your report will generate.



How do I identify trends over time for a data variable?

The Time Series table provides users with all years of data available for a given variable in each of your target locations.

1. Click on New View located towards the top-right of the screen and click *Create* under *Time Series Table*.



The report will provide you with multiple years of data for the chosen data variable.

Select the dropdown towards the top of the view to include projections of the data.

Time series for: Median Household Income, 2018

Excluding Projected Data sorted by Data Variable

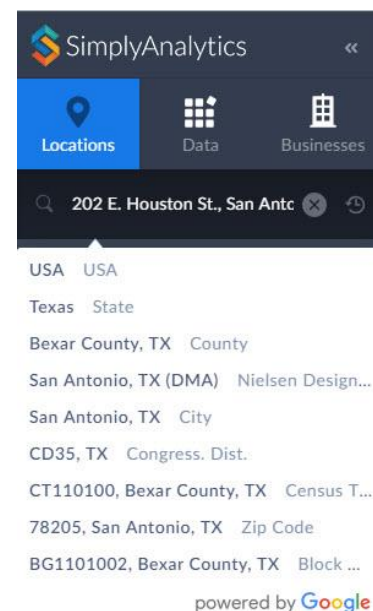
Data Variable	New Orleans, LA	10001	Excluding Projected Data	Including Projected Data
Median Household Income, 2000	\$27,901.00			
Median Household Income, 2010	\$43,481.00	\$75,237.00	\$58,924.00	
Median Household Income, 2011	\$43,614.00	\$76,074.00	\$59,003.00	
Median Household Income, 2012	\$42,441.00	\$66,872.00	\$57,639.00	
Median Household Income, 2013	\$42,770.00	\$71,627.00	\$58,299.00	
Median Household Income, 2014	\$44,879.00	\$77,913.00	\$60,970.00	
Median Household Income, 2015	\$46,213.00	\$81,955.00	\$63,336.00	
Median Household Income, 2016	\$46,624.00	\$82,696.00	\$64,667.00	
Median Household Income, 2017	\$48,704.00	\$86,835.00	\$68,272.00	
Median Household Income, 2018	\$51,320.00	\$91,400.00	\$70,573.00	

How do I compare my home Census Block Group (my address) with the Census Tract, ZIP Code, County and State it resides in?

The Comparison Report allows you to create a table using different location types and multiple data variables. A Comparison Report will automatically be created when a project is created.

1. Click on the Comparison Table option on the right to access the report. To add in your home Census Block Group and Census Tract from an address, select the Locations button on the left and type in your address.

Click *Address Search* and the location hierarchy for the location is shown. Add in the Block Group and repeat to add in the Census Tract.

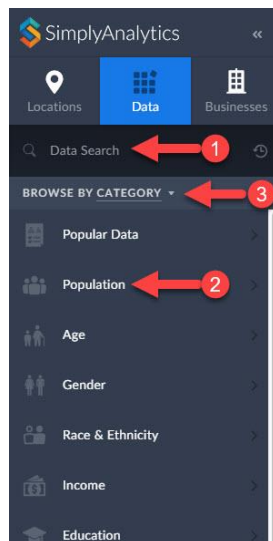


If you know the ZIP Code and County – enter them in the Locations search bar where you entered in the address and they will be added in to the report.

	BG1101002, Bexar County, TX	CT110100, Bexar County, TX	78205, San Antonio, TX	San Antonio, TX	Bexar County, TX	USA
Median Household Income, 2018	\$32,955.00	\$38,549.00	\$36,105.00	\$58,062.00	\$63,861.00	\$70,573.00
% Education, College, Master's or Doctorate Degree, 2018	41.79%	29.80%	33.10%	23.03%	24.74%	27.92%
% Housing, Built 1939 or Earlier, 2018	52.54%	25.95%	34.77%	4.53%	4.03%	11.14%

Adding in other data variables:

The data button located towards the left-hand side of the interface allows users to browse and add additional data variables to your report.



There are three different ways to browse for and search for data:

1. Enter a keyword into the data search bar, such as: “poverty” or “pet food”.
2. Click on one of the major categories you see present, such as Population.
3. Click on the word ‘Category’ and switch to browsing by ‘Dataset’(folders/subfolders).

Clicking on a category or browsing via dataset opens the Variables panel. To add in a data variable, simply click on the variable title itself and close out the panel. The variable will automatically be added.

How do I rank the top 100 ZIP Codes in a state for a variable?

The Ranking Table is a great way to quickly analyze many locations within one larger geography. For example, rank all counties in the US or all the Census Tracts in a county. A Ranking Table is also automatically generated for each project.

1. Select the locations button on the left and enter the state you want to analyze into the search field. You can then use the dropdown box at the top of the report to specify which geographies display and which data variable to rank.

You can rank any data variable in the application by adding it to the report.

Top 100 ▾ Zip Codes ▾ in North Carolina ▾ sorted by Median Household Income, 2018 ▾

	Location	Median Household Income, 2018 ▲	% Education, College, Master's or Doctorate Degree, 2018	% Housing, Built 1939 or Earlier, 2018
1	28207, Charlotte, NC	\$170,596.00	68.73%	22.56%
2	27519, Cary, NC	\$149,481.00	67.90%	0.58%
3	27518, Cary, NC	\$132,628.00	62.32%	0.09%
4	28173, Waxhaw, NC	\$124,193.00	49.42%	0.61%
5	27614, Raleigh, NC	\$121,178.00	57.79%	0.83%
6	27503, Bahama, NC	\$120,964.00	31.80%	8.37%
7	28277, Charlotte, NC	\$120,886.00	60.98%	0.49%
8	27502, Apex, NC	\$118,732.00	56.80%	1.37%
9	27358, Summerfield, NC	\$116,720.00	43.97%	2.13%
10	28104, Matthews, NC	\$116,055.00	42.25%	0.38%

How do I generate a list of coffee shops in my city?

You can use a Business Table to generate a list of businesses in any location.

1. Select *New View* at the top-right and *Create* under the *Business Table* heading.
2. Select the *Businesses* button on the left. If you want to quickly pull a list of all coffee related businesses, you can type in the word *coffee* in the search panel and press Enter.

You may also browse businesses by SIC or NAICS code. Select Browse Business Categories and toggle to SIC or NAICS. From there, type the word coffee in the search panel and select the code for Coffee Shop.

The screenshot shows the SimplyAnalytics interface. On the left sidebar, the 'Businesses' tab is selected (1). Below it, 'Browse business categories' is highlighted (2). In the top right, the 'NAICS' toggle is turned on (3). A search bar contains the word 'coffee' (4). The main panel displays a list of categories with counts. The 'Coffee shop' category (SIC 58120304) is highlighted in yellow (5).

CATEGORIES	Count
20959901 Coffee extracts	37
20959902 Coffee roasting (except by wholesale grocers)	303
20959903 Coffee, ground: mixed with grain or chicory	13
20959904 Freeze-dried coffee	6
20959905 Instant coffee	31
25119902 Coffee tables: wood	6
35560303 Roasting machinery: coffee, peanut, etc.	34
35890101 Coffee brewing equipment	42
36340104 Coffee makers, electric: household	27
50460302 Coffee brewing equipment and supplies	254
51490500 Beverages, except coffee and tea	693
51490900 Coffee and tea	572
51490901 Coffee, green or roasted	896
54990201 Coffee	5,324
58120304 Coffee shop	24,770
59630102 Coffee, soda, beer, etc: house-to-house sales	145
59630203 Food service, coffee-cart	137
59630204 Food service, mobile, except coffee-cart	723
73899906 Coffee service	850

With the code selected, specify the target location and click Done.

The 'Edit Businesses' form has a 'Done' button. It contains two sections: 'LOCATIONS' with radio buttons for 'San Antonio, TX' (selected) and 'USA'; and 'BUSINESSES' with a radio button for 'SIC = 58120304, Coffee shop' (selected).

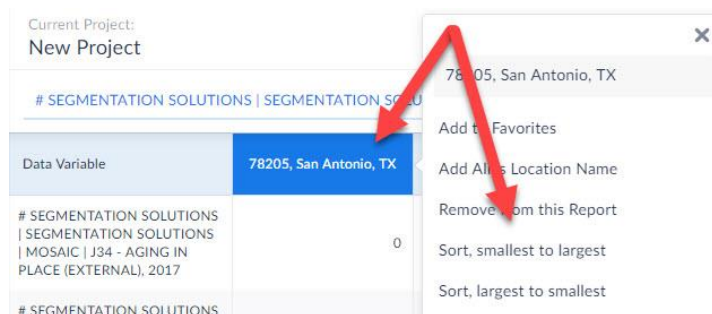
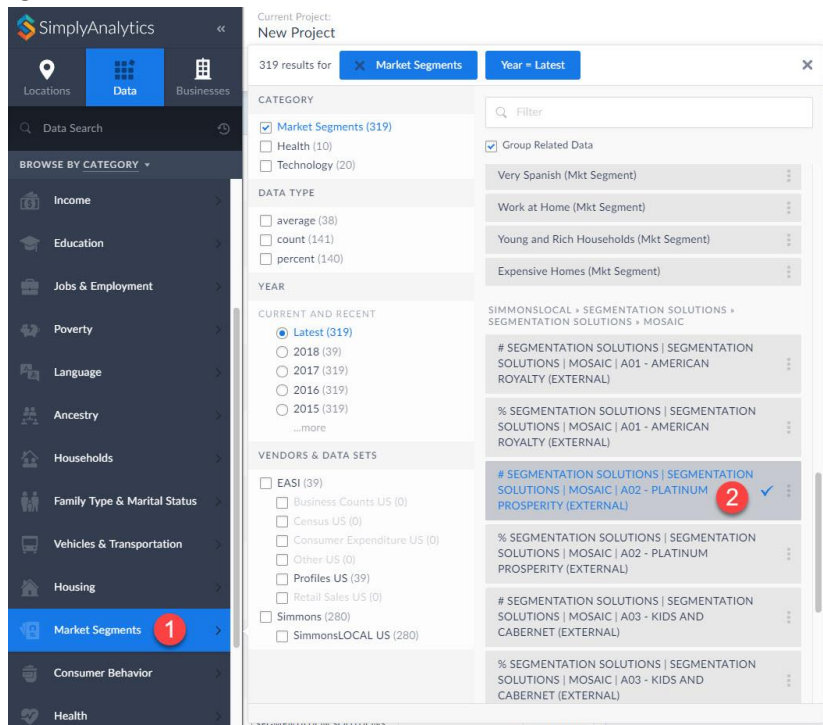
How do I identify the top Market Segments (Mosaic®) in my target location?

The Related Data Table is a quick way to add in all similar data variables. For example, all income ranges or all Simmons MOSAIC segments.

1. Select New View at the top-right and Create under the Related Data Table.

2. Select the Data button on the left. Find MOSAIC segments within the Market Segments category. Scroll down to the Segmentation Solutions MOSAIC section. Click on any segment and close out the panel.

When the report generates, click the column heading for the location you want to analyze, and select Sort, Largest to Smallest.



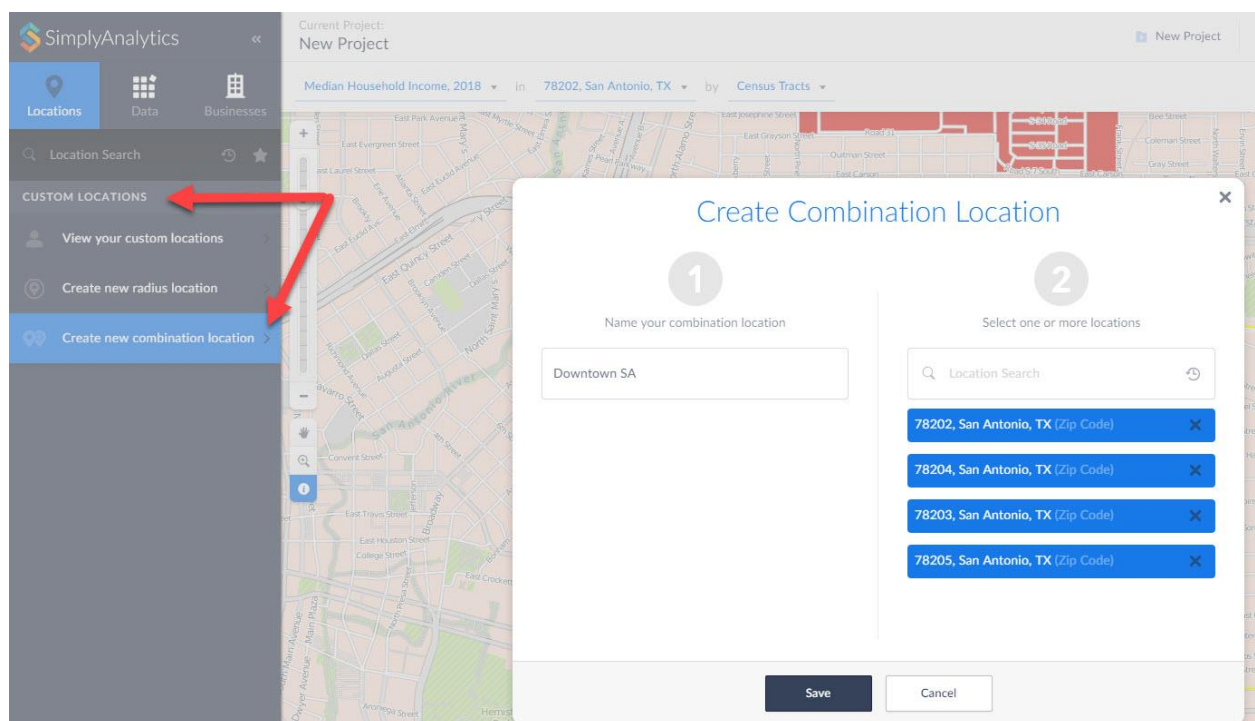
Note: Click the data variable to access the definition and source information for the MOSAIC segment.

How do I analyze data for downtown, or any target neighborhood?

The Custom Combination Location feature enables users to combine locations of similar geographies to form one larger area. SimplyAnalytics will calculate all number, percent, and average data variables for the custom location.

1. Click on the Locations button, and select the Custom Locations heading. From there, select *Create New Combination Location*. Enter the name for your location in box number 1.

If you have a list of locations that make up your custom location, you can enter them into box number 2.



Alternatively, if you have previously used (📍) or favorited (★) locations you can easily access them by clicking on the respective icons within the Locations button.

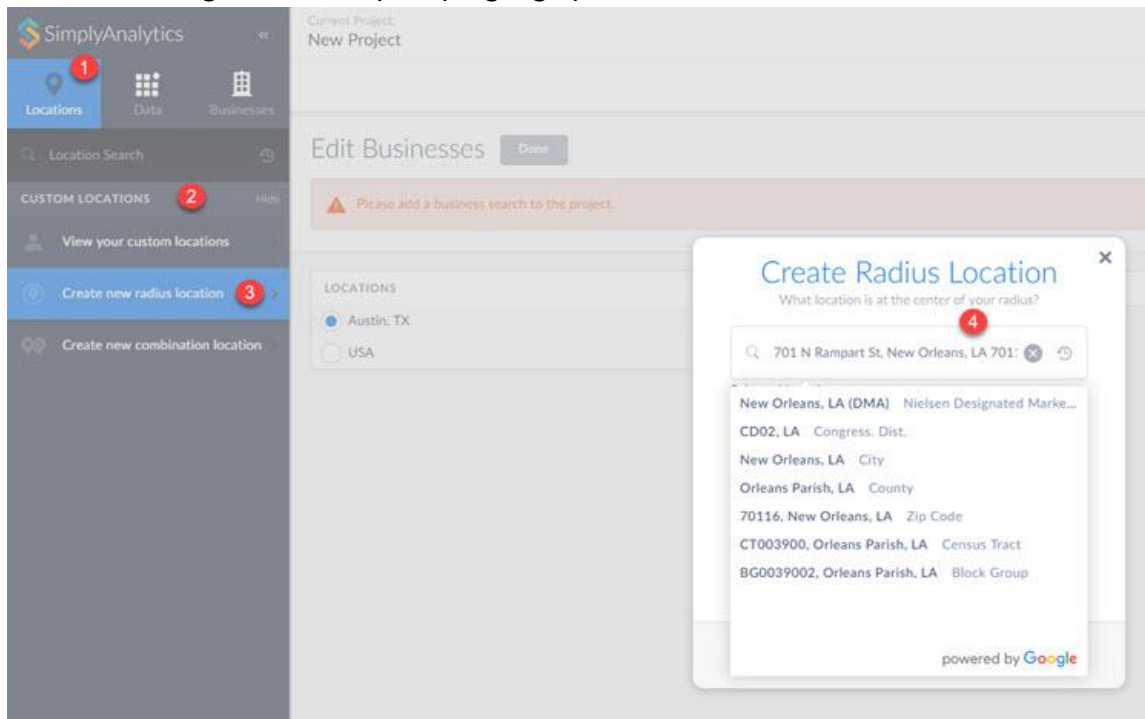
Tip: if you want to create a custom location from the map, you can use the i-tool on the map toolbar to select locations – they will be instantly added to your recent locations list.

How many restaurants are there within one mile of an address?

The radius location allows you to create a ring around a specific target area. SimplyAnalytics will calculate the average, percent and total variables for the radius. You can also run business queries for the custom locations you create.

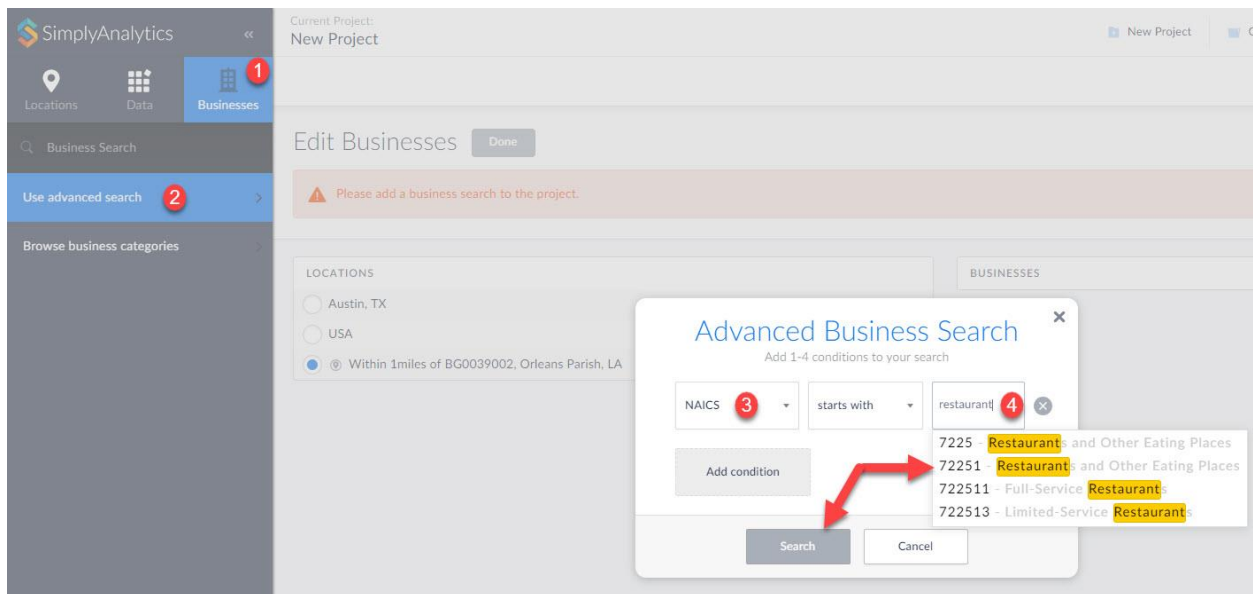
Open a Business Report by selecting New View > Business Table

1. Towards the left, click on Location > Custom Locations > Create New Radius Location
2. Enter the target address, specify a geographic unit, enter a value of 1 and select Save.



Next, you will need to setup the business query to search for both full service and limited service restaurants. This is possible by truncating the NAICS code to include both types of restaurants.

3. Click on the Businesses button towards left and select *Use Advanced Search*.
4. Set the first dropdown to NAICS, then select “starts with” and lastly type in the word restaurant. A list of related businesses will appear.



5. Click on 72251 – this query is then setup to include 722511 (full service) and 722513 (limited service).

6. Click search and the report will generate.

	Company Name	Business Name	Street Address	City	State Abbreviation	Zip Code	Telephone Number	Line of Business	Latitude	Longitude	Primary NAICS	Primary SIC
1	1920 ENTERPRISES, INC.	BROUSSARD'S RESTAURANT	819 CONTI ST	NEW ORLEANS	LA	701123439	5045813866	EATING PLACE	29.956475	-90.067968	722511	58120101
2	2011 DENNY AVENUE, L.L.C.		400 MAGAZINE ST STE 400	NEW ORLEANS	LA	701302458		EATING PLACE	29.949514	-90.067945	722511	58120501
3	3TRI LLC		947 N WHITE ST	NEW ORLEANS	LA	701194241	5046695584	EATING PLACE	29.973543	-90.082631	722511	58120501
4	417 ROYAL RESTAURANT LLC		550 BIENVILLE ST	NEW ORLEANS	LA	701302207	5045395500	EATING PLACE	29.954088	-90.066443	722511	58120000
5	426 BOURBON LLC		424 BOURBON ST	NEW ORLEANS	LA	701302231	5043091574	EATING PLACE	29.956493	-90.067498	722511	58120500
6	441 ROYAL, L.L.C.	CREOLE CUISINE REST CONCEPTS	512 WILKINSON ST	NEW ORLEANS	LA	701302130	5045862074	EATING PLACE	29.956424	-90.063417	722511	58120101
7	508 MAISON		508 FRENCHMEN ST	NEW ORLEANS	LA	701162024	5043715543	EATING PLACE	29.962801	-90.057723	722511	58120502

How do I use the data filter?

You can use data filters to help identify target areas based on criteria. For example, you want to rank the cities in the US that spend the most money on pet food, but you only want to include cities with a population greater than 150,000.

1. Open a Ranking Table and add some variables, including Pet Food (HH Avg) (found by selecting **Consumer Behavior > Pets categories**), and # Population (Found under the **Popular** category).

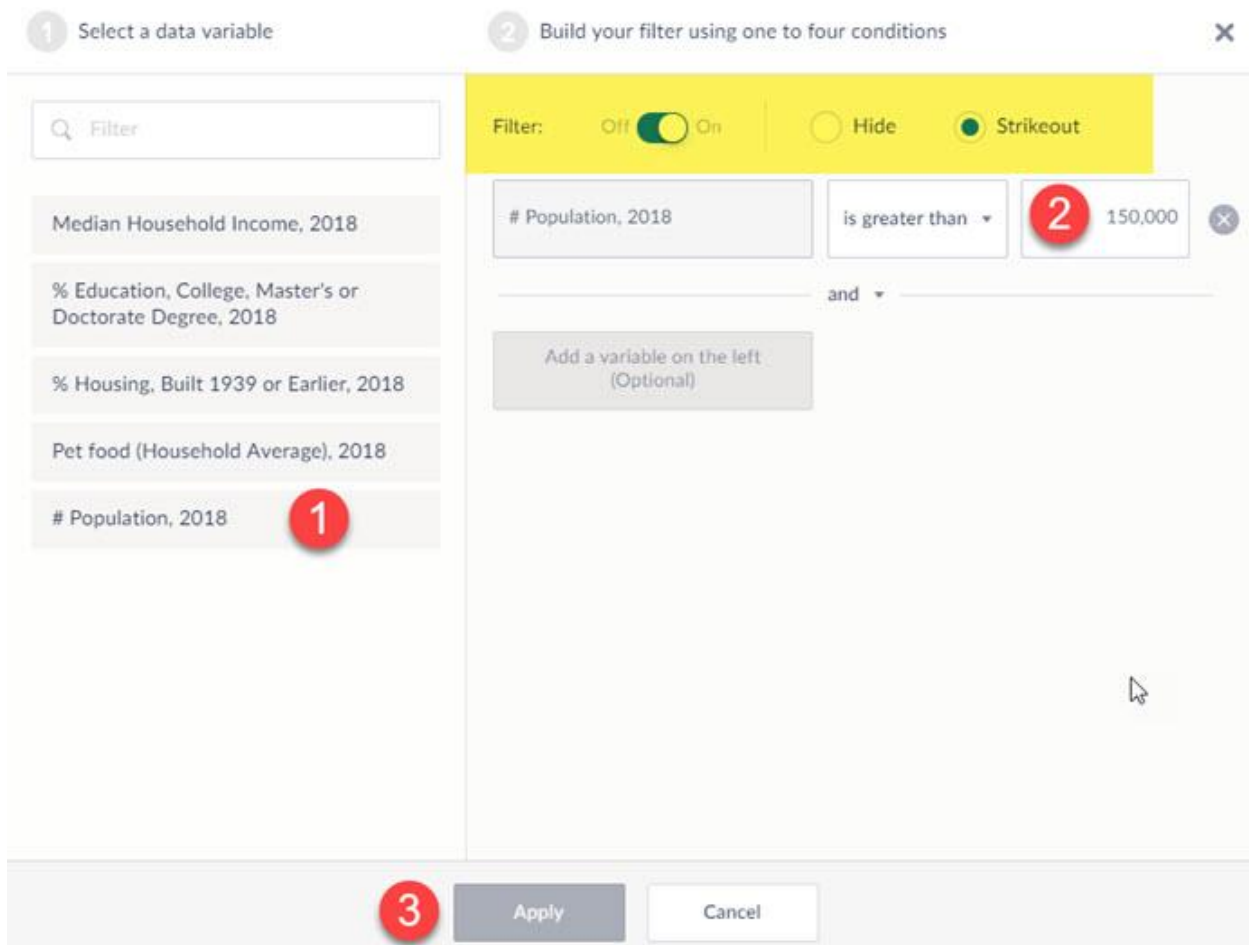
2. At the top of the Ranking Table, ensure USA is the chosen geography, and that cities is the geographic unit.



	Location	Median Household Income, 2018	% Education, College, Master's or Doctorate Degree, 2018
1	Chevy Chase Village, MD	\$385,459.00	64.
2	Chevy Chase Section Five, MD	\$332,798.00	73.

3. Click to toggle on the Filter option at the top-right. The Filters panel will open.

4. Click on # Population, leave the condition dropdown to: “is greater than” and enter in 150,000 in the last available box. Click Apply & Close Out the panel.



1 Select a data variable

2 Build your filter using one to four conditions

Filter: Off On Hide Strikeout

Population, 2018 is greater than 150,000

and

Add a variable on the left (Optional)

3 Apply Cancel

All locations that don't meet your criteria will be stricken out. You can hide these locations altogether by reopening the Filters panel and clicking on the HIDE option at the top.