

Connect via <http://lam.library.ubc.ca>
Click on Business Databases by [Title A - Z](#); search by name



Once on the Resource Page, connect to the database by clicking

Connect to Resource

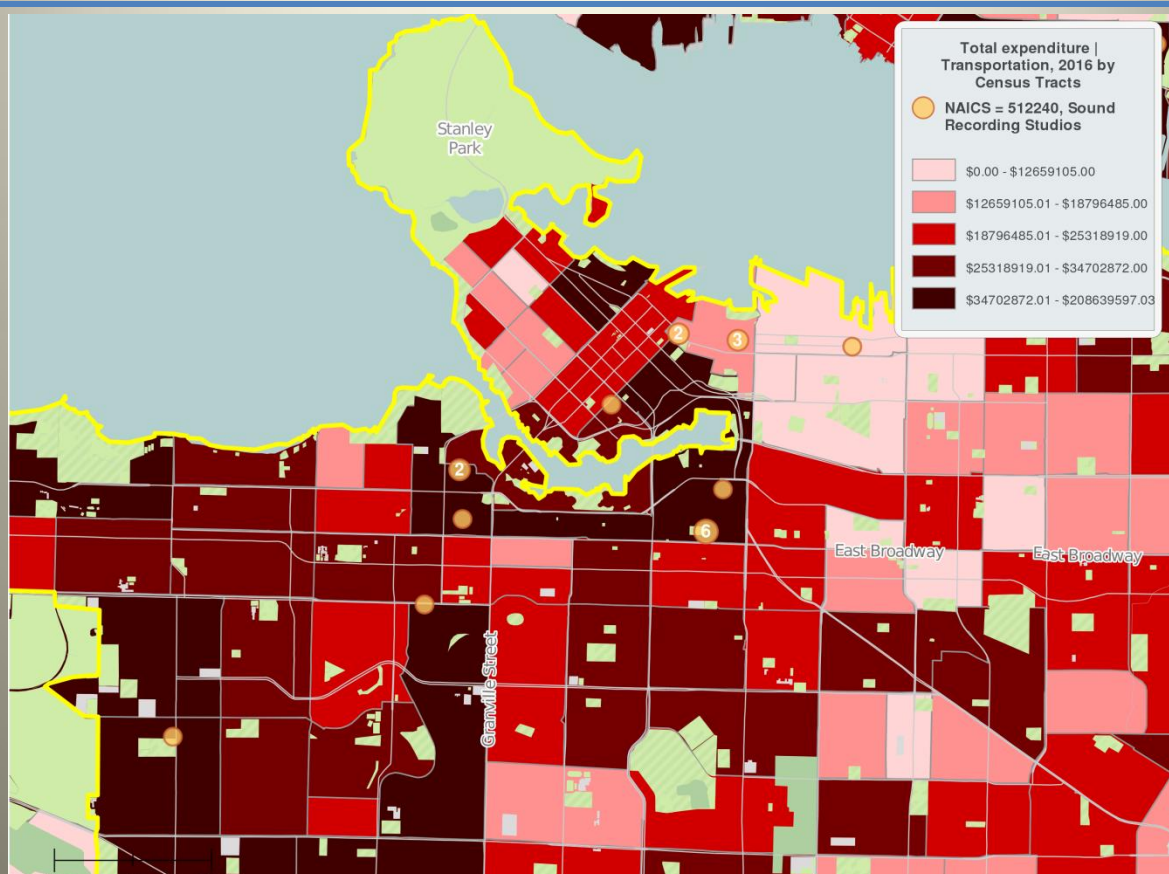
When accessing from off-campus, enter your CWL ID and password when prompted.

SimplyMap Database

What's in it?:

- A mapping application that enables users to develop interactive thematic maps and reports using thousands of demographic, business, and marketing data variables for Canada (default) or USA
- Map locations of businesses based on their NAICS industry classification (sound recording studios are shown as orange dots in the example below)

Examples



Search Tips:

Map Wizard helps you select a variable and location

The screenshot shows the top-left navigation menu with 'I want to...' dropdown and three main categories: Variables, Locations, and Businesses. The main content area features a 'Start Here' button with a subtext: 'Start creating your map by selecting a variable. You can see an example of what your map will look like below.' To the right, there is an 'or' separator and a 'Launch Map Wizard' button with a subtext: 'SimplyMap's instructional wizards walk you through a step-by-step tutorial of each feature and how to use it.'

The screenshot displays the 'Variables' selection screen. On the left is a navigation sidebar with 'I want to...' dropdown, 'Variables' (selected), 'Recent', 'Favourites', 'Search', 'Locations', and 'Businesses'. The main area is divided into three columns: 'Categories' (Adjusted Census Data 2001, Adjusted Census Data 2006, CensusPlus 2011, Demographic Estimates, Household Spending), 'Folders' (Female Population by Ten Year Age and Sex, Household Population by Age, Marital Status, Households by Size of Household, Households by Living Arrangement, Households by Household Type, Occupied Private Dwellings by Structure Type, Census Families by Family Size, Census Families by Family Structure, Census Family Households by Family Size, Census Family Households by Family Structure, Total Children At Home by Age, Detailed language spoken most often at home, Aboriginal Identity, Mobility Status, Labour Force Status, Labour Force by Occupation, Labour Force by Industry, Labour Force by Place of Work, Labour Force by Mode of Transportation), and 'Variables' (Basics | Population, 2011, Basics | Private Dwellings Occupied by Usual Residents, 2011). A 'Support' button is visible at the bottom left of the sidebar.

Tips



-To use SimplyMap without creating an account, click "Sign in as a guest". Your work will not be saved.

-The default is SimplyMap Canada. You can switch to SimplyMap USA by clicking on 'Hi SimplyMap user' in the top right corner and selecting 'Switch to USA'.