

A NEW WAY TO EXPLORE DATA



SimplyMap[®]
Powerful Data, Professional Results

SimplyMap New Map New Tabular Report 123 New Ranking Saved Tabs Help Hi charles@geographicresearch.com Log

Location Analysis Report Philadelphia Grad Degree Map Chicago Older Housing Map Project 1 Report Education Ranking Chicago Area Report +

logged: map EDIT DATA FILTERS DISPLAY OPTIONS ACTION

I want to... Variables Locations Points

Selected location: **Chicago, IL** EDIT Analyze data by: ZIP Code

Location	# Households (HHs), 2010	% Education, Graduate Degree, 2010	% Housing, Built 1939 or Earlier, 2010
60619, Chicago, IL	26,883	7.06%	34.19%
60620, Chicago, IL	24,063	4.43%	30.82%
60621, Chicago, IL	12,121	1.65%	44.91%
60622, Chicago, IL	26,461	13.55%	43.88%
		1.96%	45.60%
		2.05%	42.93%
		10.74%	43.44%
		14.56%	37.55%
		4.42%	30.04%

% Housing, Built 1939 or Earlier, 2010

MAP LEGEND

Map Center: 60302, Oak Park, IL

Points of Interest: Hardware Stores

% Housing, Built 1939 or Earlier, 2010 by Census Tracts

- 0.00% - 6.00%
- 6.01% - 15.00%
- 15.01% - 35.00%
- 35.01% - 50.00%
- 50.01% - 100.00%

View data by: Census Tracts Year of Data: 2010

Auto-select Geo Unit Edit Legend

DATA PARTNERS:



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Powering Smarter Market Decisions™

POWERFUL DATA



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APPLIED GEOGRAPHIC SOLUTIONS
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SimplyMap has all the data you need to answer key research questions, make sound business decisions, and understand the socio-demographic and economic conditions of any geographic area in the United States. We currently offer more than 75,000 data variables related to demographics, employment, housing, market segments, businesses, consumer spending, brand preferences, and public health. SimplyMap provides the following U.S. nationwide data:*

Demographic Variables

Population
Age
Race & Ethnicity
Income
Ancestry
Marital Status
Housing
Employment
Transportation
Families
Occupation
Education
Citizenship
Language

Business & Marketing Variables

Detailed Consumer Expenditures
Business & Employee Counts by Industry
Consumer Price Index
Quality of Life & Consumer Profiles
Market Segments/Life Stages
Mediamark Research's (MRI) Survey of the American Consumer™: local estimates of usage and consumption (propensity) for thousands of detailed products and services.
PRIZM™ from Nielsen Claritas: the industry-leading consumer segmentation system that yields the richest, most comprehensive, and precise insights available. PRIZM combines demographic, consumer behavior, and geographic data to help marketers identify, understand, and target their customers and prospects.
Experian SimmonsLOCALSM: a powerful targeting and profiling system that provides detailed information on consumers at the local market level, describing their purchasing habits, lifestyles, and psychographics. Analyze data on consumers down to the block-group level, with 60,000+ data variables describing consumer spending on 8,000 specific brands in more than 450 categories.

Business Points

Detailed profiles on over 25 million U.S. businesses provided by D&B, the world's leading source of commercial information and insight on businesses. Data coverage includes business name, street address, phone number, employee count, total revenue, line of business, and more.

Historical Data

1980, 1990, and 2000 census data, all normalized to year 2000 geographies.

Health Data

Frequently asked questions about disease, health status, doctor visits, and more, sourced from the Centers for Disease Control and Prevention (CDC).

*Data for all geographies include census block groups, census tracts, ZIP codes, cities, counties, states, and the entire United States.

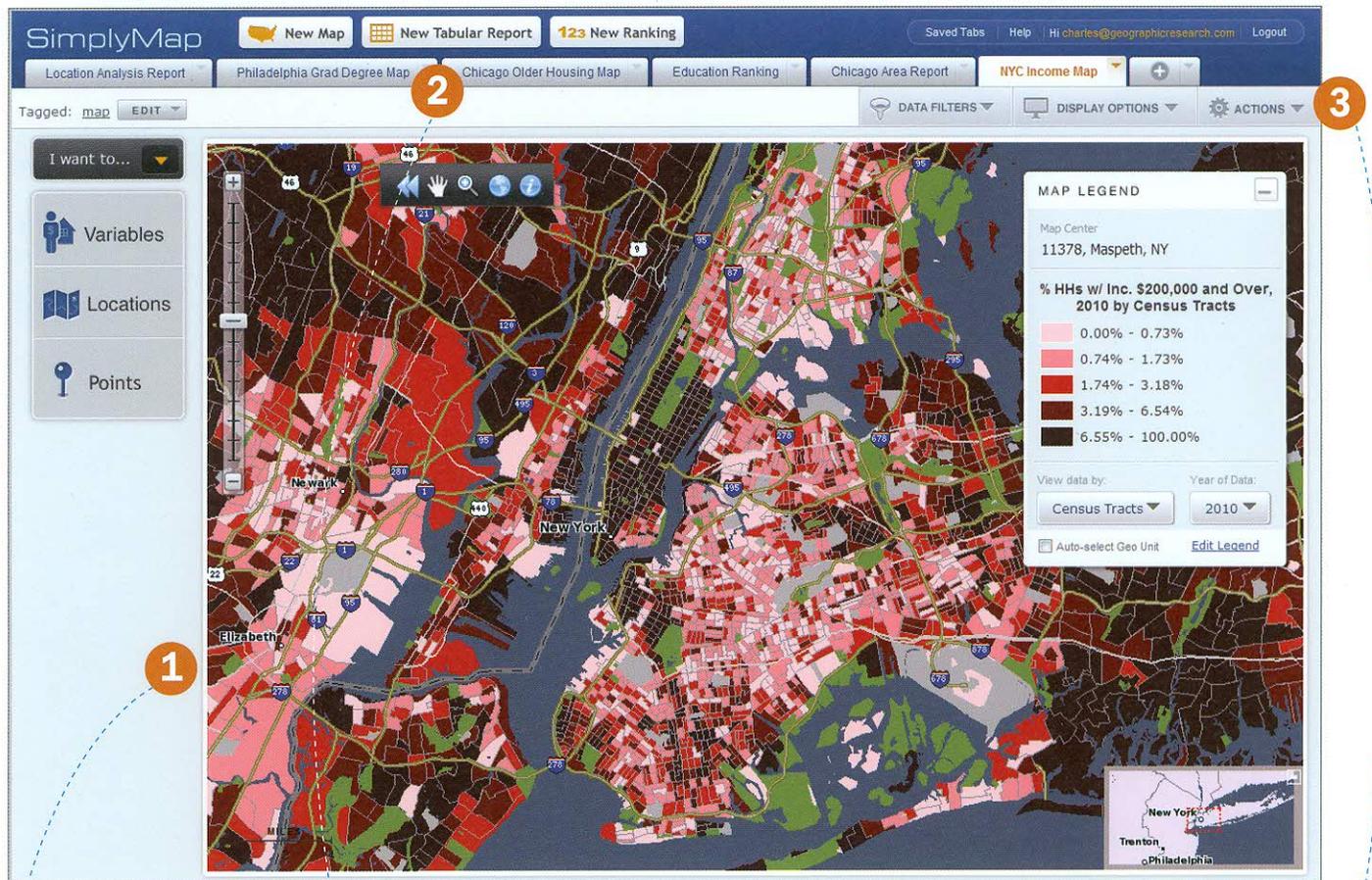


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SimplyMap is an award-winning, web-based mapping application that changes the way you use and interact with complex data. **SimplyMap** enables non-technical and advanced users to quickly create professional thematic maps and reports using powerful demographic, business, and marketing data. Explore **SimplyMap** today!



FEATURES

1 Create Maps Using Thousands of Data Variables

Create professional-quality maps using 75,000+ data variables from industry-leading data partners. View data by states, counties, ZIP codes, census tracts, and block groups, and easily customize every aspect of your map, from colors and boundaries to the number of data categories. See the back page for more information about our data.

2 Tab-Based Interface

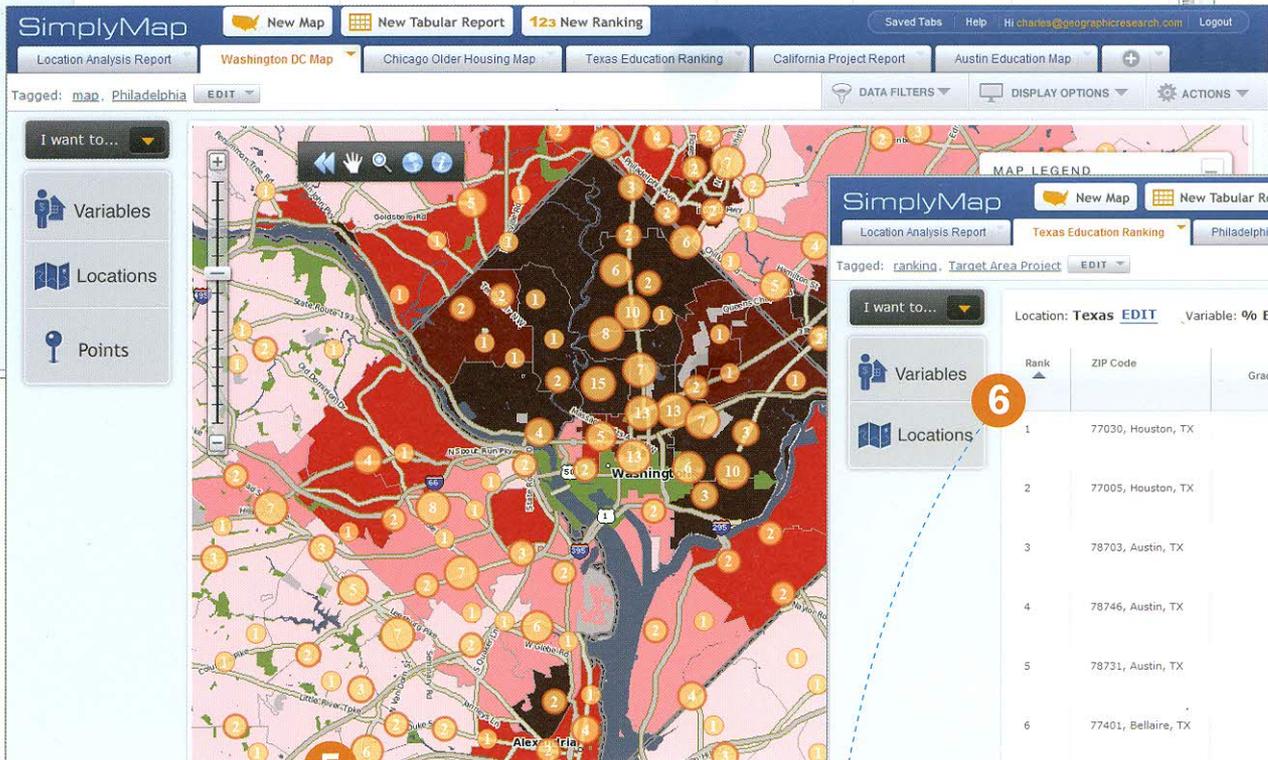
Organize your maps and reports using tabs to instantly switch between all of your SimplyMap projects. Tabs can be re-named, saved, closed, and reopened in seconds, and you can also add tags and keywords to quickly find your work.

3 Many Exporting Options

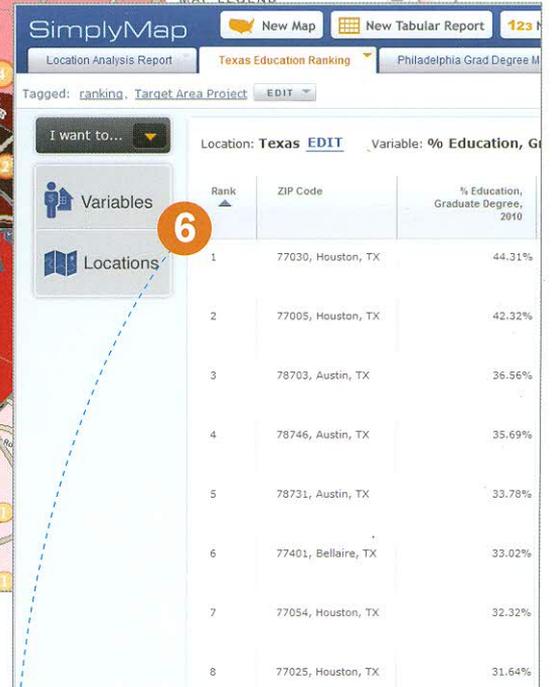
Export high-resolution images as PDFs or GIFs and place them into Word documents, PowerPoint presentations, and websites. Reports and data can also be exported as Excel, CSV, or DBF files. Advanced users can export shapefiles for use in desktop GIS software.



4



5



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4 Detailed Reports

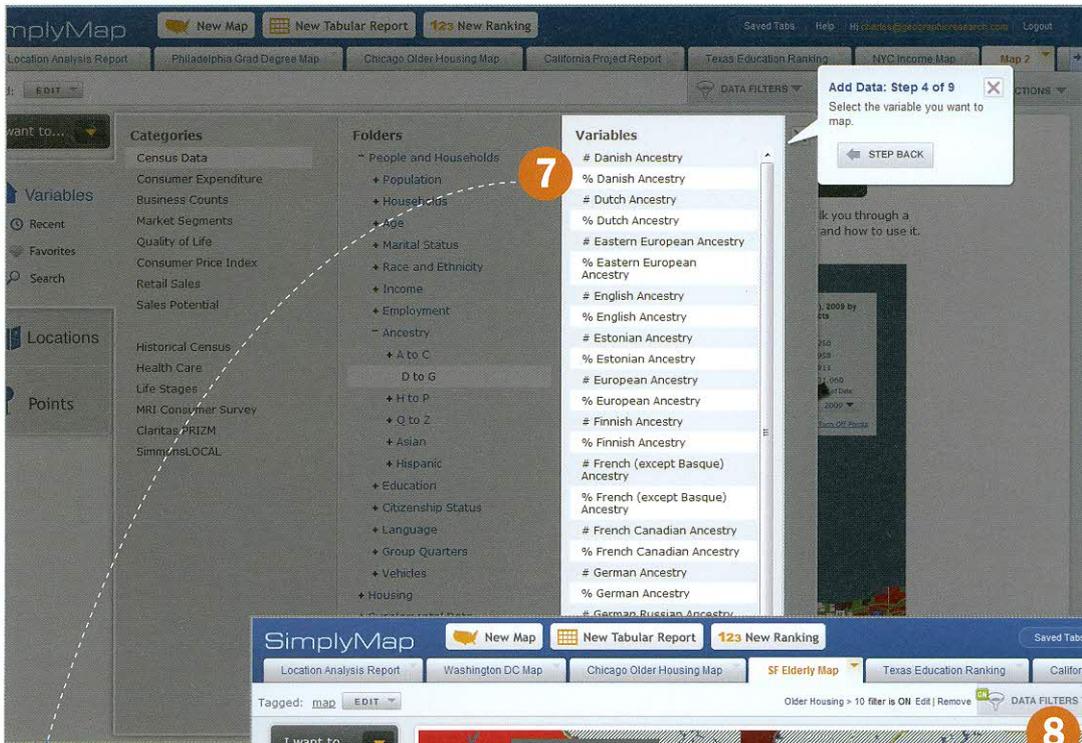
SimplyMap's intuitive report tool generates detailed custom reports for any location in the country. Add individual data variables or entire groups of variables and generate a report in seconds, or create a ring study report illustrating the characteristics of the 1-, 3-, and 5-mile radius surrounding your target location.

5 Map Millions of Business Points

Add business points to your map to find the best place to locate your business, manage the competition, or identify services. Select specific businesses using any combination of NAICS or SIC codes, legal name, company name, number of employees, total revenue, year started, and more. Export the data to a spreadsheet for additional functionality.

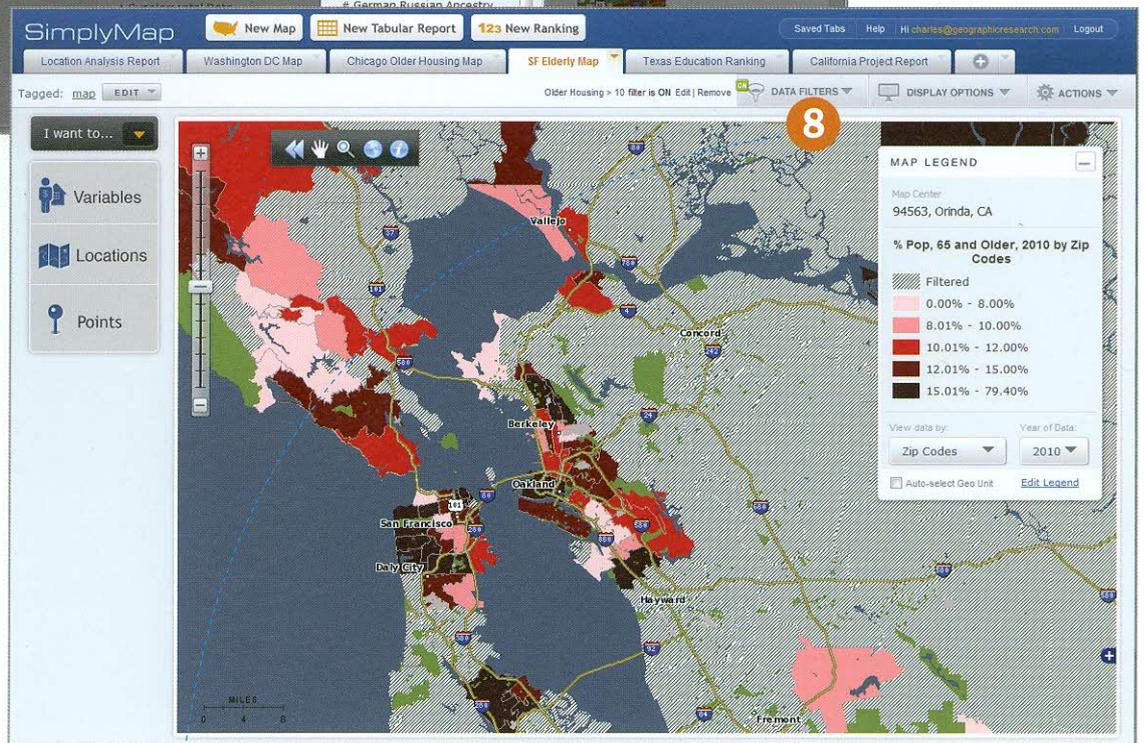
6 Rank Locations Using Any Variable

Want to know the top 50 wealthiest ZIP codes in your state? How about the top 25 cities in the USA with the most elderly residents? Answer these and other questions quickly and easily with our convenient ranking feature.



7 Interactive Wizards

Hands-on wizards walk you through step-by-step tutorials of each feature — they will help you create professional thematic maps in just minutes!



8 Advanced Data Filters

Identify target areas in maps and reports using SimplyMap's powerful data filters. Locations that do not match your criteria are removed, leaving you with a clear and concise view of your data. Filters can be simple, such as "average income > \$50,000," or can involve multiple variables and conditions.

Collaborate

Share your maps and reports with other SimplyMap users.

Additional Features

- Bookmark your favorite locations and variables for easy retrieval.
- Maintain a secure personal account where all your work is automatically saved.
- Get up and running quickly with concise tutorials and online help.