Simply Map Hands-On Exercises: How can Entrepreneurs use SimplyMap to make informed decisions when starting their business? Generate a report using both PRiZM Segments and SimmonsLOCAL.
Adapted from exercises provided by Geographic Research, Inc.


PRIZM from Nielsen Claritas defines every U.S. Household in terms of 66 demographic and behavior types or segments to help marketers discern those consumer’s likes, dislikes, lifestyles and purchase behaviors.

Definitions of the PRIZM segments can be found here: http://en.wikipedia.org/wiki/Claritas_Prizm

Nielsen: MyBestSegments Website: www.claritas.com/MyBestSegments/Default.jsp

Exercise: Identify the best place for a Yoga Studio in the Chicago, IL area

Profile of Yoga Participants:
• Age 25 to 40
• 75% female, 25% male
• Higher Income Households
• Tend to live healthy lifestyles, including exercise, eating organic food, and health club memberships

Getting Started

This is the opening screen you will see when you launch SimplyMap. Use the buttons at the top to create a new map, report or ranking.
Step 1 - Make sure the **Map** tab located at the top left-hand side of the SimplyMap window is highlighted.

Step 2 - Click on the Variables Button. We want to select the variable Median Household Income. To access this variable you will need to navigate through the Variable Hierarchy: Census Data > 2010 Geographies > People & Households > Income > Household Income > Household Inc., Median. Hover the mouse over the variable and select **Use This Variable** from the Action Menu.

Step 3 - Now we will add a location to the map. Open the Locations Tab and use the pull-down menus to select:

- Find Location by Cities
- Select the State of Illinois
- Enter the City name, Chicago, IL
- Click the **Use This Location** Button

Close the location window by clicking on the X in the right-hand corner.
Your map of the Median Income by ZIP Codes in Chicago, IL will update. It should look something like this: *(You might want to change the year of data to the last complete calendar year to get the maximum amount of data. So if you are creating a map in June 2013, you might want to switch to 2012 data.)*

Before adding any more data to this map, let’s give this map a descriptive name. Use the pull-down Map Tab to rename the map.

Try and give your maps and reports names that will easily identify their contents at a later time. Call this map: *Chicago Median Income*. The new map name will appear at the top of the window.
Step 4 - Now we will add yoga studio locations to the map using the Businesses side tab. We can search using the NAICS or SIC codes. (Business points: detailed profiles on over 30 million U.S. businesses provided by Dun & Bradstreet. Data coverage includes business name, street address, phone number, employee count, total revenue, line of business, and more.)

- Click on the Businesses tab on the left-hand side of the screen

- Click on the Create New Business Criteria Button - right-hand top of work screen

- Type in the Name of the Business Criteria: Yoga Instruction

- Use the pull-down Select Attribute Menu to select Primary SIC Code
• Click on View List

• Click on Search

• Type in Yoga Instruction

• Then select the Action, Use This Code and SAVE
Here is the map of Yoga Studios and Median Household income by ZIP Code.

**Step 5** - Now we will identify areas with high numbers of yoga participants. Using SimmonsLOCAL data, we can find areas that have higher rates of yoga participation. (Experian SimmonsLOCAL: 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.)

- Open the Variables side tab and select **Search**
Type in the keyword Yoga and click Search. Select Use This Variable. Close the Variables Tab. Your map will update.

Here is the map of Chicago, showing where a high percentage of potential yoga participants live. As you can see from the map, this area of Chicago already has a high number of yoga studios. We will look for a good location away from these established competitors.
Step 6 - We can also use PRIZM market segments to identify households that are more likely to participate in yoga or similar activities. (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.)

- Open the Variables side tab
  Select Claritas PRIZM > Segments > % Bohemian Mix
  (Bohemian Mix: a collection of mobile urbanites, it represents the nation’s most liberal lifestyles. Its residents are an ethnically diverse, progressive mix of young singles, couples and families ranging from students to professionals. In their funky row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop, and microbrew).

- As we look at the map, this segment is concentrated in the same area as the existing Yoga studios.

We need to look at a different segment.
Step 7 - We will select a different population segment to see if we can find a better match for the Yoga Studio location.

- Open the Variables side tab

- Select Claritas PRIZM > Social Groups> Young Achievers> Up-and-Comers
  (Up-and-Comers: Up-and-Comers is a stopover for younger, upper-midscale singles before they marry, have families, and establish more deskbound lifestyles. Found in second-tier cities, these mobile adults, mostly age 25 to 44, include a disproportionate number of recent college graduates who are into athletic activities, the latest technology, and nightlife entertainment.)

This segment has several concentrated areas that are located away from the existing yoga studios.
Step 8 - Next we will create a filter to narrow down the ZIP Codes that are most promising.

- Select the Data Filters Tab from the top of the window.

- Under Add A condition, choose Recent Variables from the pull-down menu and select the “% ENTERTAINMENT/LEISURE ...” variable. Under Add Criteria set the condition to > 4. Click Add Condition.

- Repeat this step to add a 2nd condition: % Household Segment - Up and Comers > 4. Add this condition, Name this Filter Up and Coming High Yoga and click the SAVE button.

Your completed filter should look something like this:
Reapply the Household Inc., Median variable to your map (use recent variables from the Variable side tab). Your map using the Median Income Variable with the Up-And Coming High Yoga filter applied will look something like this:

This area looks like it might be promising.

Double-click on the map to zoom in and get a closer look at the target area.
Click on one of the data points in the area to get more information about that individual studio.

Using the *Make Table from Points* option in the Action Menu, you can create a table with data on all of the yoga studios in the area.
Step 9 - We will now create a Standard Report to get specific data on the ZIP Codes located in our target region.

- First, using the iTool click on the locations you want to use.

- For this example, three areas have been selected to use in the report. Click on the Locations Recent Tab to see what areas have been selected.
• Select *New Tabular Report - Standard* from the button on the top of the window.

• Choose the Location side tab. Click on Recent. You will see the three areas that we selected listed in the menu. Hover the mouse over each location and select *Use This Location* from the Action Menu.

• Select the Variables side tab. Select the % Entertainment/Leisure, % Median Income and %Up-and-comers variables. Your report will look something like this:

<table>
<thead>
<tr>
<th>Variable</th>
<th>60104, Belwood, IL</th>
<th>60162, Hillside, IL</th>
<th>60526, La Grange Park, IL</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Household Segment 24: Up-and-Comers, 2013</td>
<td>5.49%</td>
<td>4.49%</td>
<td>4.29%</td>
<td>1.38%</td>
</tr>
<tr>
<td>% ENTERTAINMENT/LEISURE</td>
<td>11.37%</td>
<td>5.99%</td>
<td>26.41%</td>
<td>18.81%</td>
</tr>
<tr>
<td>Household Inc., Median ($)</td>
<td>$63,176.00</td>
<td>$65,450.00</td>
<td>$77,381.00</td>
<td>$57,659.00</td>
</tr>
</tbody>
</table>

• You may want to choose additional variables to add to this report as well - look through the Census data for example to select other items to add to your report.

In the following, example these variables have been added: % Housing Owner Occupied, % Education Master’s Degree, % Education Bachelor’s Degree, Female Median Age, Male Median Age, Population Density, Project Population Growth.
<table>
<thead>
<tr>
<th>Variable</th>
<th>60525, La Grange Park, IL</th>
<th>60162, Hinsdale, IL</th>
<th>60104, Bellwood, IL</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population % Growth (2012/2010), 2012</td>
<td>0.65</td>
<td>-0.06</td>
<td>0.79</td>
<td>1.31</td>
</tr>
<tr>
<td>Population Density (per sq. mile), 2013</td>
<td>4,979</td>
<td>2,836</td>
<td>8,018</td>
<td>89</td>
</tr>
<tr>
<td>% Housing, Owner Occupied, 2013</td>
<td>73.09%</td>
<td>73.44%</td>
<td>72.42%</td>
<td>64.07%</td>
</tr>
<tr>
<td>% Education Attainment, Master's Degree, 2013</td>
<td>11.55%</td>
<td>5.96%</td>
<td>3.71%</td>
<td>7.65%</td>
</tr>
<tr>
<td>% Education Attainment, Bachelor's Degree, 2013</td>
<td>29.52%</td>
<td>18.59%</td>
<td>9.27%</td>
<td>18.15%</td>
</tr>
<tr>
<td>Female Median Age, 2013</td>
<td>43.10</td>
<td>41.60</td>
<td>39.10</td>
<td>38.60</td>
</tr>
<tr>
<td>Male Median Age, 2013</td>
<td>39.80</td>
<td>38.60</td>
<td>34.10</td>
<td>36.00</td>
</tr>
<tr>
<td>% Household Segment 24: Up-and-Comers, 2013</td>
<td>4.26%</td>
<td>4.45%</td>
<td>5.40%</td>
<td>1.38%</td>
</tr>
<tr>
<td>% ENTERTAINMENT/LEISURE</td>
<td>SPORTS &amp; FITNESS</td>
<td>SPORTS PLAYED/PARTICIPATED LAST 12 MOS</td>
<td>YOCA, 2013</td>
<td>24.61%</td>
</tr>
<tr>
<td>Household Inc., Median ($) 2012</td>
<td>$77,081.00</td>
<td>$65,450.00</td>
<td>$62,176.00</td>
<td>$57,639.00</td>
</tr>
</tbody>
</table>