



## Question: What is SimplyAnalytics?

SimplyAnalytics is a web-based mapping, analytics and data visualization program providing demographic information (population, age, language, income, housing, education, race & ethnicity and more), current estimates and 5-year projections, household spending data on hundreds of goods and services, and over one million Canadian business profiles from Dun & Bradstreet (D&B) including premium fields of data such as Primary Contact, Sales Volume, and # of Employees. Additionally, users have access to a premium marketing segmentation system called PRIZM that enables researchers to gain insight into communities and identify locations based on lifestyle traits.

## Question: How do I get started?

Answer: Getting started is easy! It only requires two steps:

1. Enter in at least one location into the first prompt
2. Click “Create Project” on the second prompt to quickly create the project

New Project

Select a country for this project: [Canada](#)

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

1 Add at least one location here

Montréal, QC (CMACA) (Census Metro Area)

Barrie, ON (CSD) (Census Subdivision)

Saskatchewan (Province)

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.)

- # Basics | Total Population (Current Year)
- # Basics | Total Households (Current Year) 2
- % Occupied Private Dwellings by Period of Construction | Total Households For Period Of Construction | Built Before 1961
- Households by Income (Current Year) | Median Household Income (Current Year \$)
- % Households by Income (Current Year) | Total Households | Household Income \$100,000 Or Over (Current Year \$)
- % Household Population 25 to 64 Years by Educational Attainment | Household Population 25 To 64 Years | No Certificate, Diploma Or Degree
- % Household Population 25 to 64 Years by Educational Attainment | Household Population 25 To 64 Years | University Certificate, Diploma Or Degree At Bachelor Level Or Above
- % Household Population by Mother Tongue | Household Population For Mother Tongue | Total Single Response | English
- % Household Population by Mother Tongue | Household Population For Mother Tongue | Total Single Response | French
- # Basics | Population, 2016

Click Create Project to get started

Create project Create project without seed variables

That’s all there is to it! When you click “**Create Project**”, SimplyAnalytics will automatically generate some reports for you to browse through, including a map.

## Quick Reference Page 1 of 2

### What are the different location types that contain data?

**Province** - Portion of Canada's land area governed by a political authority. Canada is divided into 10 provinces and 3 territories.

**Census Metro Area** - Area consisting of one or more neighbouring municipalities situated around a core. A census metropolitan area must have a total population of at least 100,000 of which 50,000 or more live in the core.

**Census Division** - Group of neighbouring municipalities joined together for the purposes of regional planning and managing common services (such as police or ambulance services). These groupings are established under laws in effect in certain provinces of Canada.

**Forward Sortation Area** - a geographical region in which all postal codes start with the same three characters.

**Census Tract** - small relatively stable geographic areas that usually have a population of less than 10,000 persons, based on data from the previous Census of Population Program. They are located in census metropolitan areas and in census agglomerations that had a core population of 50,000 or more in the previous census

**Dissemination Area** - Small area composed of one or more neighbouring dissemination blocks, with a population of 400 to 700 persons. All of Canada is divided into dissemination areas

### Choosing the Right Report for your Research

*Note: These can all be exported in various formats.*

**Map** – Great visual reference depicting a mapped data variable. You can also overlay business points on top. Maps can be exported as high-resolution images. For example, visualizing household income across the city.

**Comparison Table** – Think of this as building a table from scratch. You can add any types of locations (provinces, census metro areas, census tracts, etc.) and any variables to compare the data across each. For example, comparing some spending data for your home census tract versus the metro area or province.

## Quick Reference Page 2 of 2

**Ranking** – Allows you to instantly analyze data for all the smaller geographic units within one larger geography. For example, analyzing all the census divisions in Canada or analyzing all of the census tracts within a metro area.

**Quick Report** – A nicely formatted, easy-to-read prebuilt report that compiles a comprehensive list of key data variables for any location. Use this when you want to get a quick snapshot of the demographic makeup of some locations.

**Ring Study** - Select a central location and SimplyAnalytics will automatically calculate your chosen variable for a 1km, 3km and 5km rings around it. Use this when you need to understand the characteristics surrounding a specific location.

**Business Table** – Provides a data table with detailed information about your business query. For example, pulling a list of all Mexican restaurants in the city.

**Related Data Table** - Add one data variable to this report and we will automatically add all of the related data for you. For example, if you add "% Households w/ Income \$50,000 to \$74,999" the report will also show all of the other income ranges as well.

**Time Series Report** - Add one data variable to this report and we will automatically add all years of data for that variable. For example, if you add "Median Household Income, 2017" the report will also show data for the years 2010, 2011, 2012 etc.

**Bar Chart** - Bar charts are a great way to visually compare data values across locations. Add two or more locations to the view and select the desired data variable to create your chart.

**Scatter Plot** - A scatter plot is a great tool for visualizing the relationship between two data variables. Select a location and a geographic unit (e.g., Census Tracts in Vancouver), then select an x-axis data variable and a y-axis data variable. Each dot represents both the x and y values for a single location. The line of best fit and correlation value indicates the direction and strength of the relationship between the two variables.

**Location Query Report** – Enables users to query the SimplyAnalytics database to find locations that match specific criteria. For example, you can search for all Census Tracts with a population greater than 5,000 and a median income greater than \$150,000.

## What is the PRIZM Marketing Segmentation Dataset?

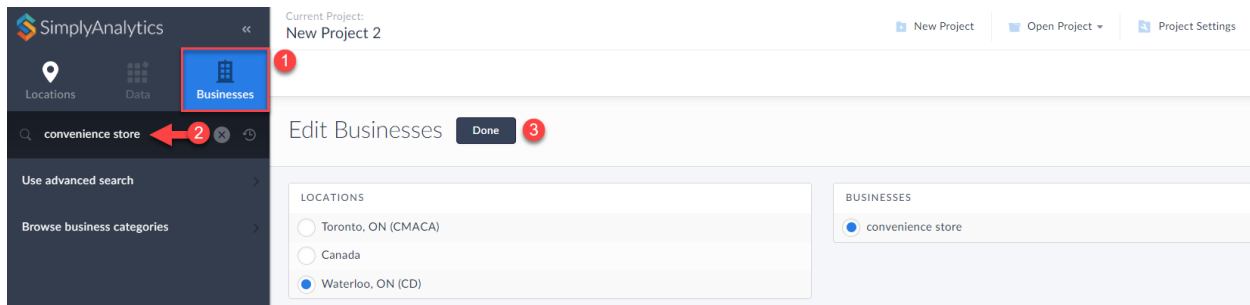
The PRIZM data is a marketing segmentation system containing 68 unique segments. Each segment has associated with it demographics, lifestyles, consumer behaviour, and settlement patterns in Canada. Marketers use this data to better understand locations, and for target marketing purposes.

### Question: How can I find a list of convenience stores in my area?

**Answer:** Create a business report. The quickest and easiest way to use the business search is to use the general keyword search. Here's how:

In your project, first click on *New View* (found towards the top right of the screen) > Create Business Table – **please have at least one location selected.**

1. Click on the Businesses Block at the top left
2. Type in your keyword, and press Enter




3. Click “Done” to generate your report

This will generate your business report showing all convenience store businesses within the location you specified.

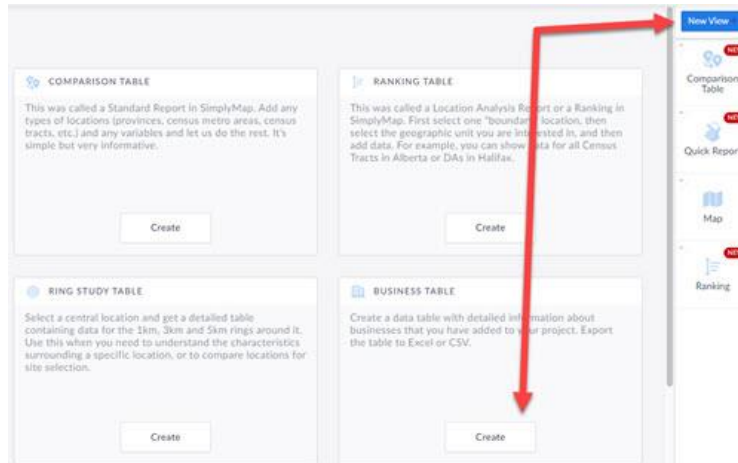
***This task can be considered complete at this point, however, please read on if you would like to be more specific with your business query, instead of using the keyword search.***

SimplyAnalytics also has built in NAICS/SIC codes to help you find the exact industry you are looking for.

 NAICS/SIC codes are industry codes utilized in North America to categorize businesses. Every business has both a NAICS/SIC code. So there's codes for Mexican Restaurants, hair salons, and more!

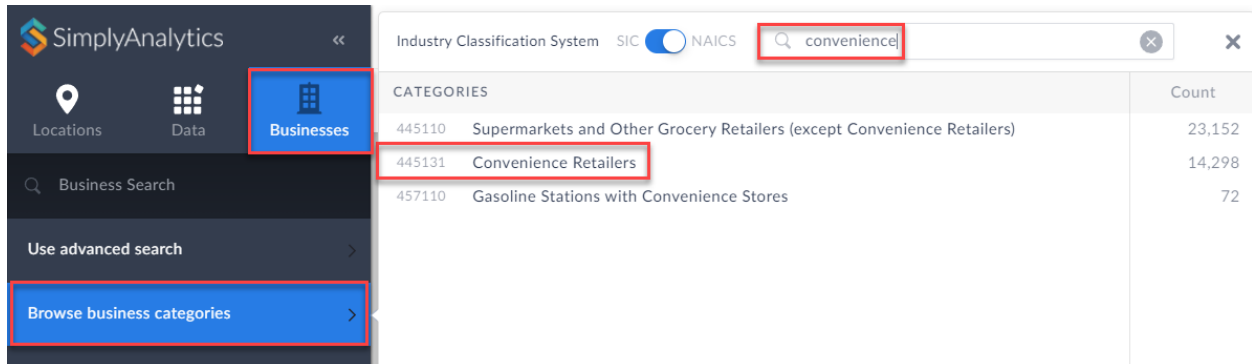
Let's look up an example for NAICS code: 445131. This is the code for Convenience Retailers. Here's how to find that code.

1. Click on New View > Create Business Table within your project



2. Click on **Browse Business Categories** within the Businesses block at the top-left.

💡 You can type in a keyword within the NAICS/SIC panel to instantly view any related codes. Click on one of the codes you see.



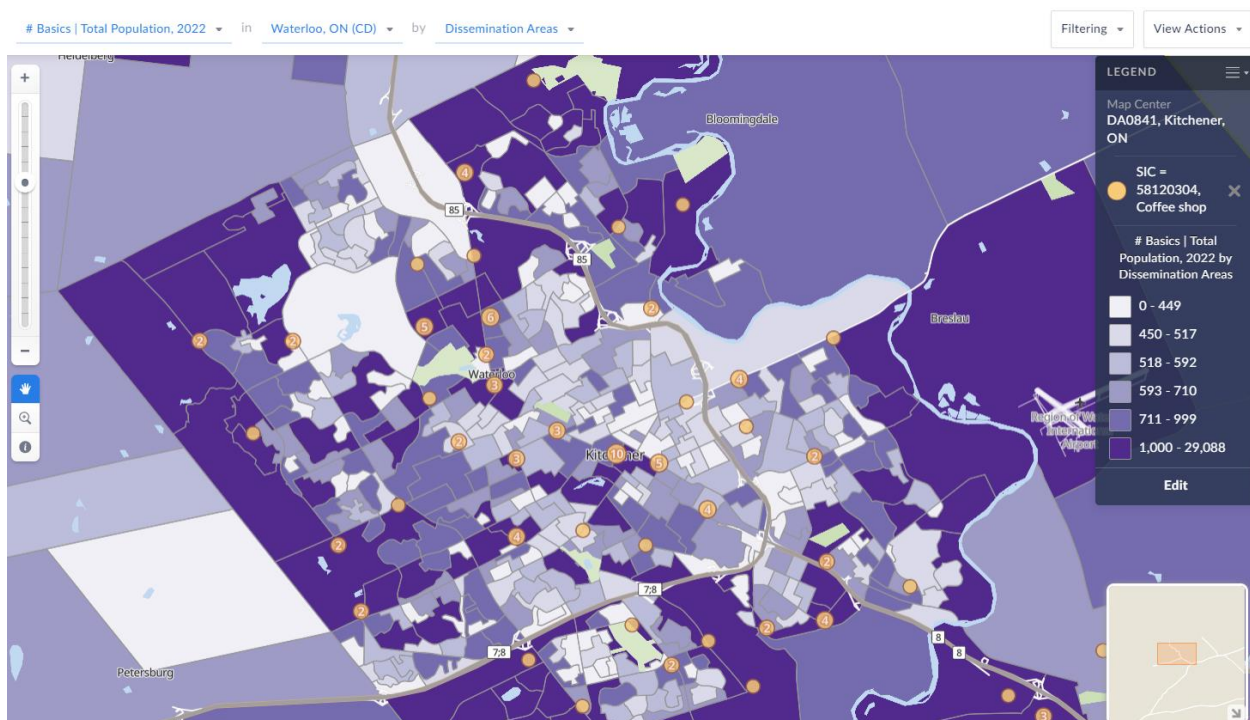
3. Add in your target Location, then click *done* to generate the table.

This will present you with a myriad of fields available for every business.

## Question: How can I figure out what area in my city is the best to open a coffee shop?

**Answer:** There's several different approaches to this question. First, you may want to map the coffee shops that already exist within your target market. Add variables to your map such as population or typical spending at restaurants to learn more about the demographic in your target area or target market

In the example below, coffee shop locations and total population have been mapped. All maps can be exported for your reference, or as a visual aid if you are putting together a business feasibility study.



**Optional:** You can also export the list of coffee shops available within the Business Report tab. A business report is automatically generated when you run a business query on a map.

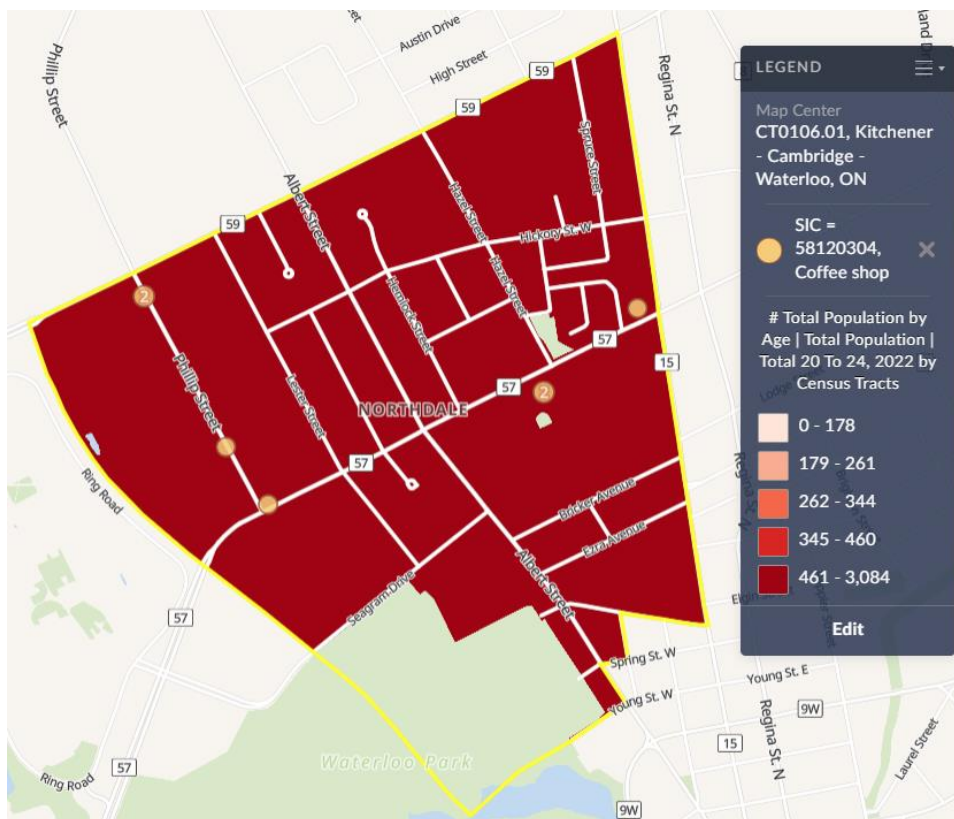
You can also analyze the raw data within a Ranking Report to see if there are any locations that stand out based on the variables you have searched. As an example, you may easily identify areas that spend a lot on food/drink, or have a high number of users within your preferred age range, which may help you identify a preferred area or community to open your coffee shop.



Top 100 ▾ Census Tracts ▾ in Waterloo, ON (CD) ▾ sorted by # Total Population by Age | Total Population | Total 20 To 24, 2022 ▾ Filtering ▾

Location	# Total Population by Age   Total... ... Total 20 To 24, 2022 <small>demostats</small>	# Total Population by Age   Total... ... Total 25 To 29, 2022 <small>demostats</small>	Total expenditure   Food   Food ... ...s and beverages, 2022 <small>hspend</small>	# Basics   Total Population, 2022 <small>demostats</small>
1 CT0106.01, Kitchener - Cambridge - Wa...	3,084	1,680	\$586,268.32	6,254
2 CT0107.02, Kitchener - Cambridge - Wa...	969	801	\$988,517.82	7,130
3 CT0002.10, Kitchener - Cambridge - Wa...	906	950	\$1,774,799.36	13,008
4 CT0002.11, Kitchener - Cambridge - Wa...	858	1,222	\$2,077,911.39	14,224
5 CT0106.02, Kitchener - Cambridge - Wa...	833	719	\$525,856.49	4,412
6 CT0108.02, Kitchener - Cambridge - Wa...	749	658	\$1,084,709.49	7,800
7 CT0126.06, Kitchener - Cambridge - Wa...	741	702	\$1,049,781.73	8,671
8 CT0109.08, Kitchener - Cambridge - Wa...	739	558	\$1,079,396.70	6,814
9 CT0126.07, Kitchener - Cambridge - Wa...	707	703	\$1,216,764.26	9,404
10 CT0001.04, Kitchener - Cambridge - Wa...	696	615	\$1,757,748.06	10,908

The Census Tract in the image above has a high total of 20 to 24 year olds, with good spending on snacks and beverages. You can click on the value in your Ranking Report to view a map of that location. In the map below, you can see that the Census Tract identified already has a number of coffee shops!



Other steps you can take include, creating a Ring Study Report in case you already have a target location in mind. Ring Study reports are helpful because they will calculate data within a 1, 3 and 5km range.

**Question: We're opening a new business and we're interested in learning what kinds of interests and spending patterns exist in the surrounding neighbourhood we've selected. How do the interests and spending patterns compare to the whole city?**

**Answer:** Create a Comparison Table to compare these different geographies across each other. Let's say for example that you want to compare demographics, and spending data in your home address (Dissemination Area), with the Census Tract, City, Forward Sortation Area and Province.

1. Toggle to the Comparison Table or create a new one by selecting New View > Comparison Table.
2. Add in your locations one by one by selecting the Locations block on the left and entering your locations. To enter a specific address, simply type it in then click on the Address Search button to discover which Dissemination Area or Census Tract the address belongs to.

The screenshot shows the SimplyAnalytics interface. On the left, the 'Locations' block is active, displaying a search bar with the text '35 Albert St, Waterloo, ON N2'. Below the search bar, a dropdown menu lists various geographic levels: Canada, Ontario, Waterloo, ON (CD), Kitchener - Cambridge - Waterloo, ON (C...), Waterloo, ON (CSD), N2L, ON (FSA), CT0102.00, Kitchener - Cambridge - Wate..., and DA0121, Waterloo, ON Dissemination Ar... (highlighted). The main area shows a comparison table with columns for 'Waterloo, ON (CD)' and 'Canada'. The table contains three rows of data:

	Waterloo, ON (CD)	Canada
# Basics   Total Population, 2022 <small>demostats</small>	619,803	38,612,477
Households by Income (Current Year)   Median Household Income (Current Year \$), 2022 <small>demostats</small>	\$90,328.46	\$84,142.55
% Household Population 25 to 64 Years by Educational Attainment   Household Population 25 To 64 Years   University Certificate, Diploma Or Degree At Bachelor Level Or Above, 2022 <small>demostats</small>	32.30%	32.19%

Once you have added in the target locations, feel free to add in any pertinent data variables found within the Data block.

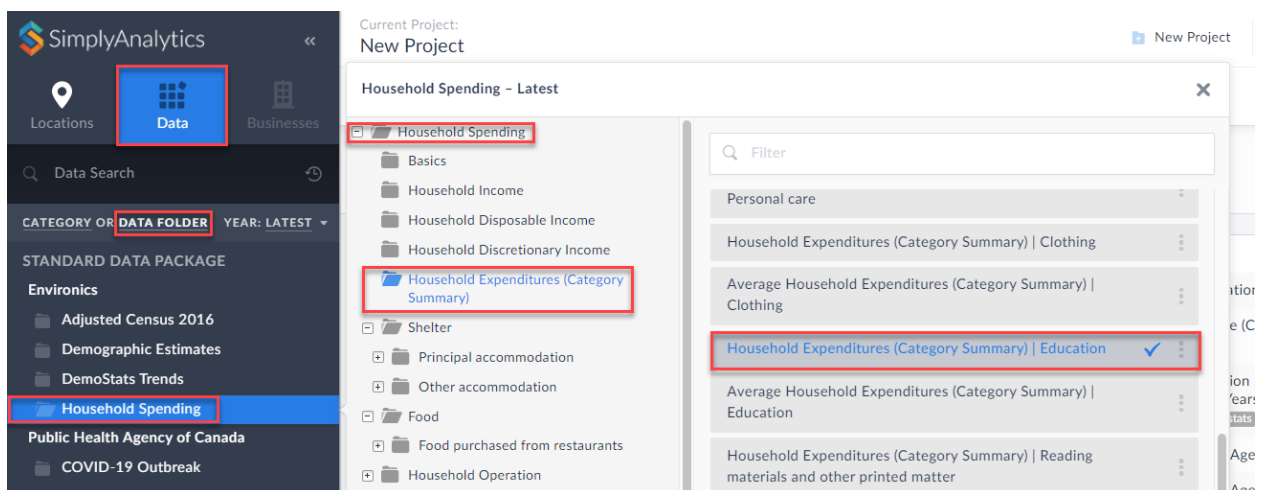
See the image below comparing a few spending variables across many different location types.



	Kitchener - Cambridge - Waterloo, ON (CMACA)	Waterloo, ON (CD)	DA0121, Waterloo, ON	CT0102.00, Kitchener - Cambridge - Waterloo, ON	N2L, ON (FSA)	Canada
# Basics   Total Population, 2022 <small>demostats</small>	606,910	619,803	423	4,672	35,817	38,612,477
Households by Income (Current Year)   Median Household Income (Current Year \$), 2022 <small>demostats</small>	\$89,931.76	\$90,328.46	\$73,699.52	\$94,187.23	\$68,279.10	\$84,142.55
% Household Population 25 to 64 Years by Educational Attainment   Household Population 25 To 64 Years   University Certificate, Diploma Or Degree At Bachelor Level Or Above, 2022 <small>demostats</small>	32.56%	32.30%	68.80%	68.05%	55.05%	32.19%
Total expenditure   Food   Food purchased from restaurants   Restaurant snacks and beverages, 2022 <small>hhspend</small>	\$77,102,197.84	\$78,460,114.36	\$92,253.99	\$1,175,195.37	\$5,030,475.01	\$4,504,894,551.88
Average Total expenditure   Personal Care   Personal care services   Hair grooming services, 2022 <small>hhspend</small>	\$370.23	\$371.06	\$297.58	\$383.60	\$321.53	\$391.09

**Answer 2:** If instead of adding in specific spending variables as demonstrated above, you can utilize a Related Data Table to add in all the major spending categories at once. Here's how:

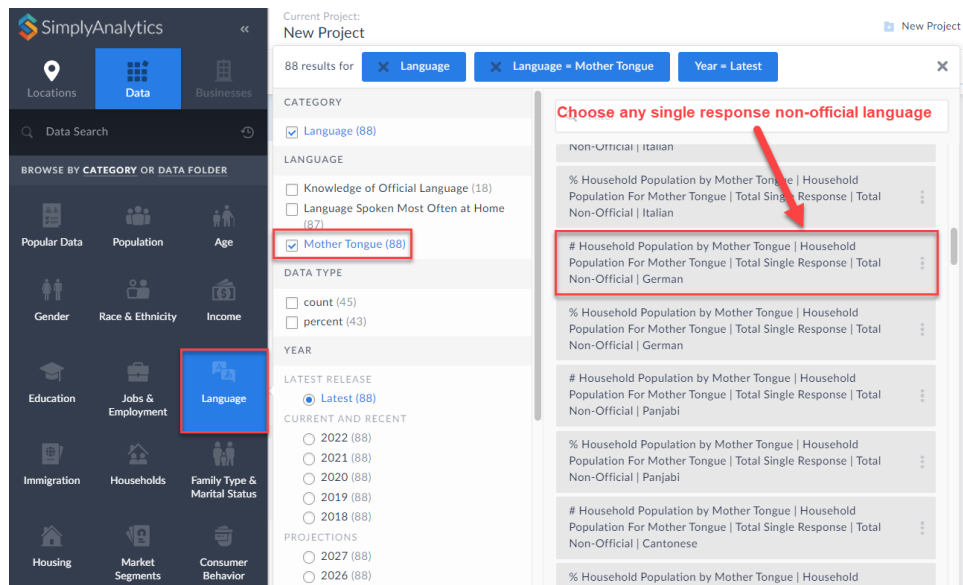
1. Click on New View > Create Related Data Table
2. Navigate to this folder: Household Spending » Household Expenditures (Category Summary) and *click on any variable* and close out the panel. Click done.
3. The report will generate highlighting all the major spending category areas such as transportation, food, health care, etc.



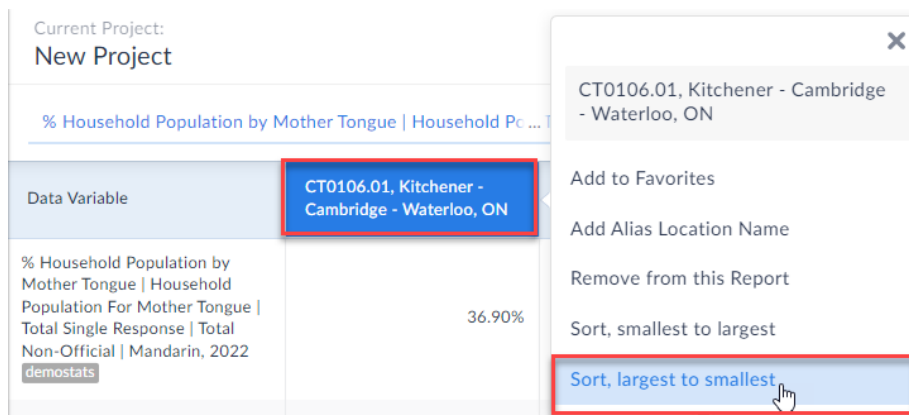
## Question: What are the top 5 Non-Official languages in my neighbourhood? How do they compare to other neighbourhoods?

**Answer:** Create a Related Data Table to add in your target locations, and then add in one Mother Tongue nonofficial language so the report adds them all in.

1. Select New View > Related Data Table. Add in any locations of your choosing.
2. Click on the Languages category > Mother Tongue subcategory, and then scroll down to the nonofficial languages and select any language there.



3. Click Done on the report

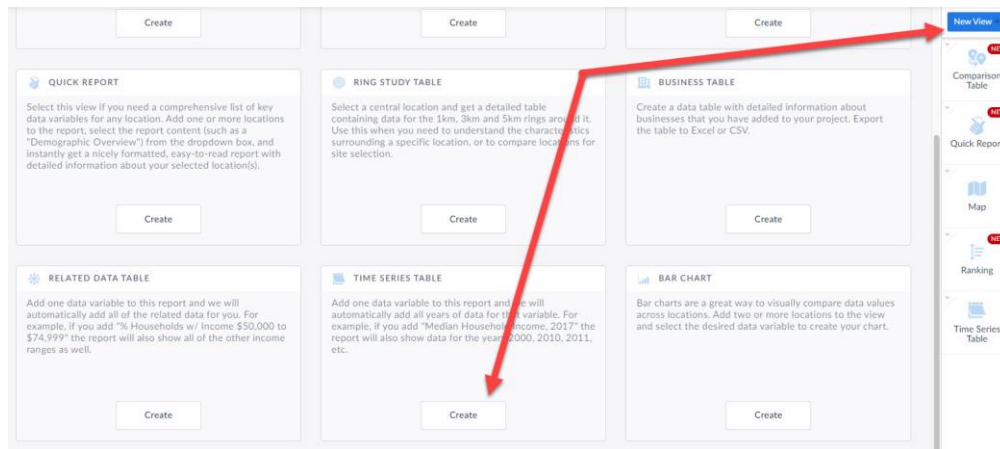


The report will generate for you. To see which unofficial languages are most representative in the locations, click on the location and *Sort, Largest to Smallest*.

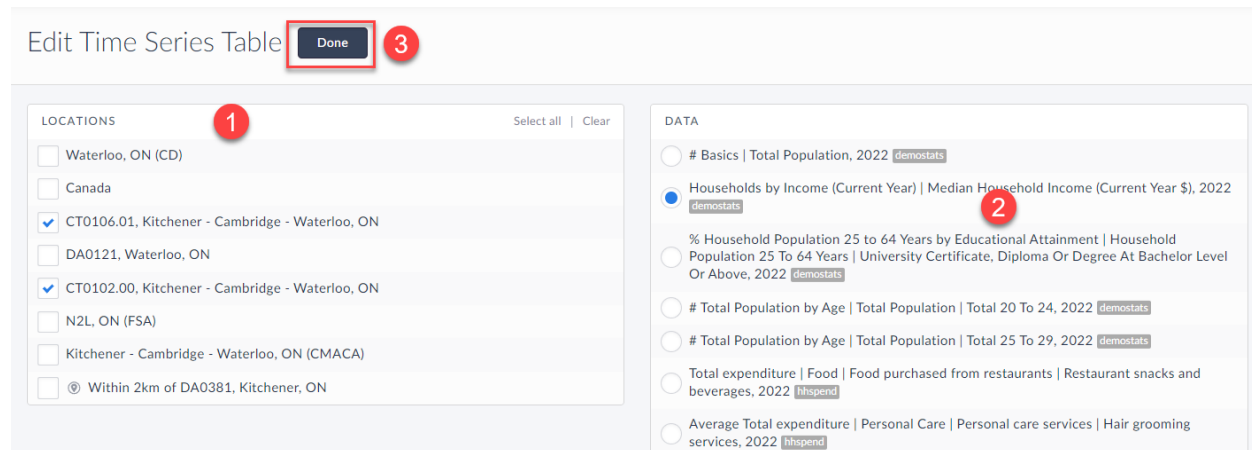
## How can I see how my neighbourhood has changed over the past few years? How much will it keep changing in the next few years?

**Answer:** You can use a Time-Series Table to track a data variable across multiple years. To do this:

1. Click on New View > Time Series Table



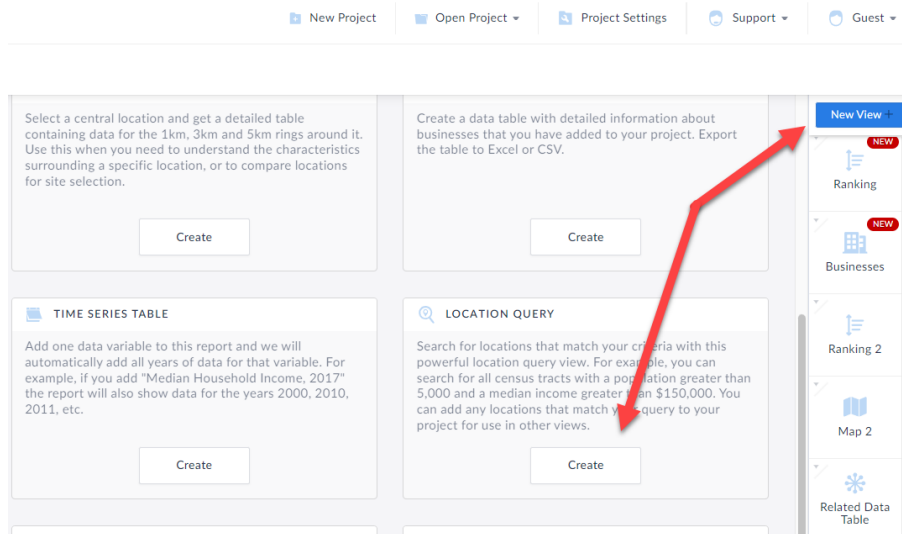
2. Specify your location and choose a single variable.
3. Click done to generate the report.



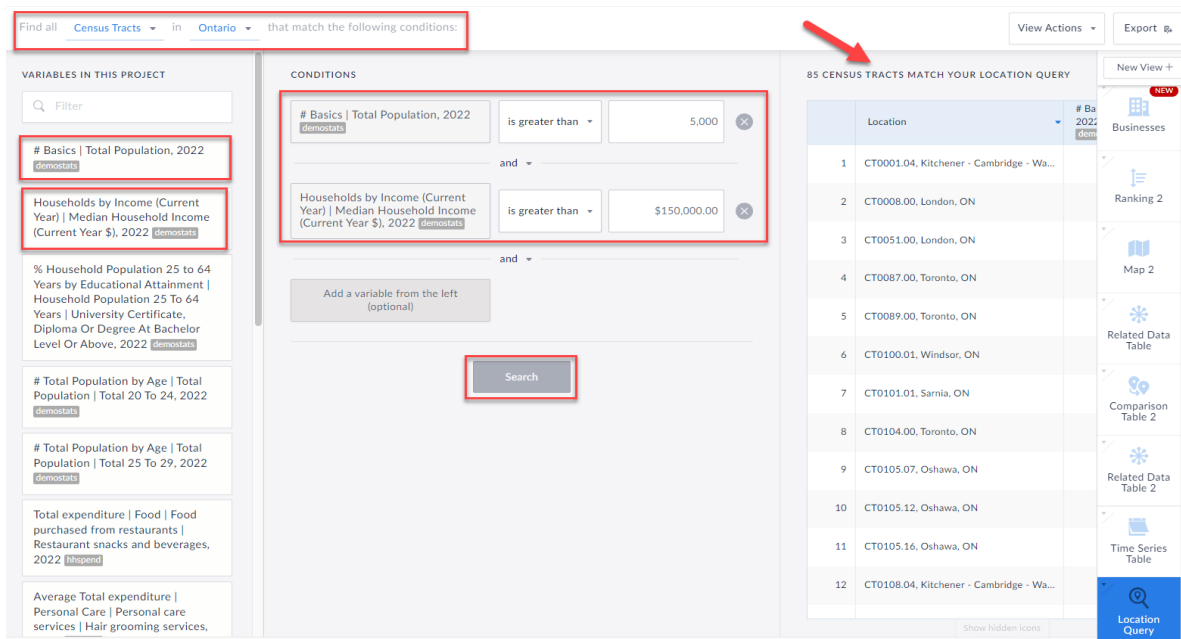
## Question: How can I find a list of Census Tracts in Ontario that have at least 5,000 people and Median Incomes of over \$150,000?

**Answer:** Create a Location Query Report. To do this:

### 1. Click on New View > Location Query Report



2. Add in Total Population and Median Household Income variables into the view, and set your conditions; ensure your locations are set at the top
3. Click Search. Results will be shown towards the far-right



## Question: How can I get a list of businesses in the city that have more than 1,000 employees?

**Answer:** Use the Advanced Business Search to run an advanced business query.

1. Select New View > Business Table. Add your target location
2. In the Businesses block, click on Use Advanced Search. The panel will open up
3. Click on the name dropdown and set that to # of local employees – the second dropdown will display “is greater than” and then lastly, type in 1000

The screenshot shows the SimplyAnalytics interface. On the left, the 'Businesses' tab is selected. In the 'Business Search' panel, 'Use advanced search' is highlighted. The 'Edit Businesses' panel is open, and the 'Advanced Business Search' dialog box is displayed. The dialog box has a title bar 'Advanced Business Search' and a subtitle 'Add 1-4 conditions to your search'. The search criteria are set to '# of local employees is greater than 1000'. The location is set to 'Calgary, AB (CMACA)'. The 'Search' button is highlighted.

4. Click **Search**, and then *Done* on the report to generate it

31 results for # of local employees > 1,000 in Calgary, AB (CMACA)

	Company Name	Business Name	Street Address	City	Province Abbreviation	Postal Code	Telephone Number	Line of Business	Latitude	Longitude
1	786269 ALBERTA INC	A HELPING HAND	3825 34 ST NE SUITE 113	CALGARY	AB	T1Y 6Z8	4033010260	EMPLOYMENT AGENCY	51.08756	-113.9857
2	AGE CARE INVESTMENTS LTD		19655 WALDEN BLVD SE	CALGARY	AB	T2X 0N7	4038733200	MANAGEMENT SERVICES	50.90366	-114.0572
3	BANTREL CO		1201 GLENMORE TRAIL SW SUITE 600	CALGARY	AB	T2V 4Y8	4032905000	ENGINEERING SERVICES	50.99374	-114.0884
4	BANTREL CO	BANTREL CO.	600-1201 GLENMORE TRAIL SW	CALGARY	AB	T2V 4Y8	4032905000	ENGINEERING SERVICES	51.04806	-114.0766
5	BP CANADA ENERGY COMPANY ULC		240 4 AVE SW	CALGARY	AB	T2P 4H4	4032331313	CRUDE PETROLEUM/NATU... GAS PRODUCTION	51.04962	-114.0671
6	CALGARY BOARD OF EDUCATION	LE ROI DANIELS ELEMENTARY SCHOOL	47 FYFFE RD SE	CALGARY	AB	T2H 1B9	4037776420	ELEMENTARY/SECO... SCHOOL	50.984466	-114.0579
7	CANADIAN CORPS OF COMMISSIONAIRES (SOUTHERN ALBERTA)		1107 53 AVE NE	CALGARY	AB	T2E 6X9	4032444664	DETECTIVE//ARMOR... CAR SERVICES	51.09986	-114.0375

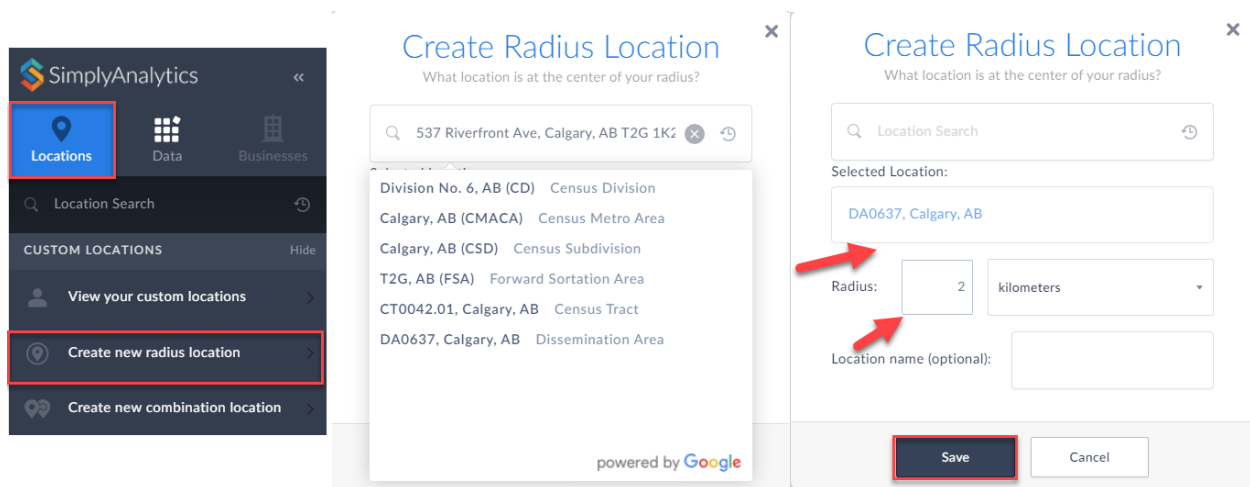
**Question:** I want to understand the demographic and lifestyle characteristics of people who live within 2km around my ice cream shop. I want to use the PRIZM marketing segmentation system for this.

**Answer:** This is a 2-step process. First, you need to create a custom radius location for 2km around the address.

Secondly, you need to use a Related Data Table to add in one PRIZM segment (you can click on any segment, this report will add them all), and you can sort for your location to see what is the most represented household segment. Each segment's metadata has a myriad of demographic & lifestyle information.

1. Click on New View > Related Data Table

2. Click on Locations > Custom Locations > Create New Radius Location



3. Enter an address at the center of your radius to geocode the location to the dissemination area or census tract. Click on the location, and specify 2km within the radius box and click **Save**

4. With the Custom Radius Location created, you can now add a PRIZM segment into the Related Data Table. See the image below showing where to find the PRIZM folder.

SimplyAnalytics

Current Project: New Project

PRIZM - Latest

You can choose any segment from this list. The Related Data Table will add all of them for you.

PRIZM » SEGMENTS » HOUSEHOLDS

# Households in Segment 1: The A-List	...
% Households in Segment 1: The A-List	...
# Households in Segment 2: Wealthy & Wise	...
% Households in Segment 2: Wealthy & Wise	...
# Households in Segment 3: Asian Sophisticates	...
% Households in Segment 3: Asian Sophisticates	...
# Households in Segment 4: Turbo Burbs	...
<b>% Households in Segment 4: Turbo Burbs</b>	<input checked="" type="checkbox"/>
# Households in Segment 5: First-Class Families	...
% Households in Segment 5: First-Class Families	...
# Households in Segment 6: Downtown Verve	...
% Households in Segment 6: Downtown Verve	...
# Households in Segment 7: Mature & Secure	...
% Households in Segment 7: Mature & Secure	...

5. When you click on **Done**, the report will automatically add all PRIZM segments to the report. Click on the location and Sort Largest to Smallest to see which segments are the highest represented within the area.



Current Project:  
New Project

Within 2km of DA0637, Calgary, AB

Showing percent

Data Variable	Within 2km of DA0637, Calgary, AB		
% Households in Segment 11: Modern Suburbia, 2023 <small>prizm</small>	0.17%		
% Households in Segment 36: Middle-Class Mosaic, 2023 <small>prizm</small>	0.21%		
% Households in Segment 32: Diverse & Determined, 2023 <small>prizm</small>	2.07%	5.80%	
% Households in Segment 8: Multiculture-ish, 2023 <small>prizm</small>	0.01%	5.17%	
% Households in Segment 18: Multicultural Corners, 2023	0.03%	5.11%	

Within 2km of DA0637, Calgary, AB

- Add to Favorites
- Remove from this Report
- Sort, smallest to largest
- Sort, largest to smallest

Click on the variable itself and select, View **Metadata** to read more about that segment.