Yoga Instruction - Maps, Reports, and Points of Interest

This exercise utilizes SimplyMap to identify good locations for a Yoga Studio in Austin, TX.

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

(1) How do I create a map showing demographic or marketing data for a specific location?

Which ZIP Code(s) include the highest income households in Travis County, TX?

Step 1: In a new Map Tab, choose your Location. Open the Location Tab and select Find Location by Counties: Texas/Travis County. Click Use This Location. Close the Location Tab.

Step 2: Select your Variable: Open the Variables tab and search or browse Census Data variables. The variable you want is Household Inc., Median ($), 2015. This variable is located in the folder Census Data > People and Households > Income > HH Income > Household Inc., Median ($).

Mouse over the variable and select Use This Variable from the Action Menu that appears. Close the Variables Tab.

Another way to quickly find a variable is using the Search field within the Variables Tab. Enter a portion of the name of the variable, such as “Household Median” and click Search.

Tips:
- Open the Legend Editor and change the classification method to recalculate the break points for the variable Median Household Income. For example, switching to Quantiles Local will only use data from your local map to calculate the break points.
- Label your ZIP Codes by clicking “Label ZIP Codes,” from the Display Options Menu.
- Apply a Location Mask to focus your work solely on Travis County and not the surrounding area. This is also found in the Display Options Menu.
Which area has the most high income households? Using Quantiles Locals shows that the highest concentrations of higher incomes are located towards the west of Travis County.

Screenshots for Reference:

Step 3: Select Export Map Image from the Actions Menu to export your finished map!
(2) How do I create a custom report comparing data across multiple locations?

*Compare the ZIP Codes in Travis County with the highest median incomes to your own neighborhood, ZIP Code, the City of Austin, and the state of Texas.*

**Step 1:** In the same Map Tab, select the ZIP Codes to be studied. We will use the *i*-tool to add multiple locations to the Recent Locations list.
- Click the “i” tool from the toolbar, and then click a desired ZIP Code, such as 78736 (darkest colored ZIPS = highest median household income).
- Repeat as needed, clicking the *i*-tool before clicking each location.

**Step 2:** Open a Report Tab by clicking the New Tabular Report button and Standard Report (at the top of the window.) Add your home ZIP Code, City of Austin, Travis County, and the State of Texas:
- Open the Locations Tab and select ZIP Code. Enter your home ZIP Code in the ZIP field and click Use This Location.
- Select State and enter Texas, then Use This Location.
- Select County and navigate to Travis County, then Use This Location.
- Select City and navigate to Austin, then Use This Location.
- In the Locations panel, select Recent to add the ZIP Codes chosen from step 1 above. Select Use This Location for each ZIP Code you want to add.

**Step 3:** Add your home Census Tract to the Locations list:
- Select Census Tract from the Location menu in the Location Tab.
- Enter your home address in the appropriate fields. All fields are required.
- Click *Use This Location*.
- Close the Locations Tab.

**Step 4: Create a Report now by adding variables:**
- Open the Variables Tab and select the Variables to include in the report (e.g., Median Household Income, # Women Ages 25-34, 35-44) and any other variables you’d like to compare**.
- Select *Use This Variable* from the Action Menu over each variable and close the Variables Tab to view the report.

A report is then created comparing each selected location.

**Study how the population of each location participates in yoga, pilates, and aerobics by searching for and adding those variables to the report (within MRI Consumer Survey > Sports folder).**

<table>
<thead>
<tr>
<th>Variable</th>
<th>CT000402, Travis County, TX</th>
<th>78722, Austin, TX</th>
<th>78734, Austin, TX</th>
<th>78736, Austin, TX</th>
<th>Travis County, TX</th>
<th>Texas</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Inc., Median ($) 2015</td>
<td>$41,942.00</td>
<td>$50,222.00</td>
<td>$55,225.00</td>
<td>$51,295.00</td>
<td>$67,470.00</td>
<td>$61,945.00</td>
<td>$62,330.00</td>
</tr>
<tr>
<td># Population, Females 25 to 44 Years, 2015</td>
<td>156</td>
<td>429</td>
<td>1,380</td>
<td>477</td>
<td>70,423</td>
<td>1,772,462</td>
<td>20,167,207</td>
</tr>
<tr>
<td># Population, Females 25 to 34 Years, 2013</td>
<td>450</td>
<td>909</td>
<td>999</td>
<td>458</td>
<td>107,494</td>
<td>1,372,468</td>
<td>21,150,426</td>
</tr>
<tr>
<td># Household Activities - Sports: How Often Engaged In (Past 12 Months): Aerobics, 2014</td>
<td>113</td>
<td>251</td>
<td>702</td>
<td>238</td>
<td>30,134</td>
<td>798,619</td>
<td>9,516,520</td>
</tr>
<tr>
<td>% Household Activities - Sports: How Often Engaged In (Past 12 Months): Aerobics, 2014</td>
<td>8.28%</td>
<td>8.53%</td>
<td>8.53%</td>
<td>8.70%</td>
<td>8.00%</td>
<td>8.30%</td>
<td>8.28%</td>
</tr>
<tr>
<td># Household Activities - Sports: How Often Engaged In (Past 12 Months): Pilates, 2014</td>
<td>56</td>
<td>79</td>
<td>216</td>
<td>73</td>
<td>12,044</td>
<td>245,495</td>
<td>3,032,457</td>
</tr>
<tr>
<td>% Household Activities - Sports: How Often Engaged In (Past 12 Months): Pilates, 2014</td>
<td>2.64%</td>
<td>2.69%</td>
<td>2.64%</td>
<td>2.66%</td>
<td>2.70%</td>
<td>2.90%</td>
<td>2.53%</td>
</tr>
<tr>
<td># Household Activities - Sports: How Often Engaged In (Past 12 Months): Yoga, 2014</td>
<td>6.00%</td>
<td>7.00%</td>
<td>7.05%</td>
<td>7.00%</td>
<td>7.15%</td>
<td>6.87%</td>
<td>6.75%</td>
</tr>
<tr>
<td>% Household Activities - Sports: How Often Engaged In (Past 12 Months): Yoga, 2014</td>
<td>0.6%</td>
<td>0.6%</td>
<td>0.6%</td>
<td>0.6%</td>
<td>0.6%</td>
<td>0.6%</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

**Tips:**

- Chart variables by clicking *Create Chart* from the Action Menu that appears when mousing over each row.
- Transpose the columns and rows by clicking *Transpose Table* from the Display Options menu.
- Sort report data by clicking the arrows in each column header.
- You may export the data by selecting *Download Report* from the Actions menu.

Create a **Ring Study** analyzing data 1, 3, and 5 miles from any Location:
- Click the *New Tabular Report* button, and select *Ring Study*.
- Select one location from the Recent Locations list (such as your Census Tract) and select *Use This Location* from the Action Menu.
- Open the Variables panel and select Recent to bring up a list of previously used variables. Click on *Use This Variable* from the Action Menu for each variable you want to analyze.
(3) How do I overlay business data with demographic or marketing data?

In the example below, we will take a look at mapping yoga studios in Travis County.

**Step 1:** Return to your map tab showing **Travis County**, and open the Business Tab. You can search for Businesses by Keyword, Business Name, SIC or NAICS code. In this example we will map points associated with “Yoga Instruction.”

**Step 2:** Select **SIC Code** from the Add Condition menu, and click **View List**. The SIC Selector window opens. Click Search and enter “yoga.” Select “Yoga Instruction” by mousing over it and selecting **Use This Code** from the Action menu that appears. Click on **Show Businesses** to see them on your map.

**Tips:**
- Points that are clustered close together appear as a single point with a number indicating the number of points in that area. To separate the clustered points, zoom in.
- Click a point to view metadata on the point name and location.
- Change the mapped variable to something yoga related from the Recent list.

**Step 3:** Select **Make Report from Businesses** from the Actions Menu to generate a table listing all of the Yoga businesses located within the selected location (Travis County).
(4) How do I identify top Experian Simmons Segmentations for my location?

Experian SimmonsLOCAL is a powerful targeting and profiling system that provides insights into consumer behavior for all of America’s 210 media markets on a local level with 60,000+ data variables, including over 450 categories and 8,000 specific brands.

In this exercise we will take a look at Experian’s Mosaic Segmentation to analyze a location of your choosing.

Experian Marketing Services’ Mosaic® USA is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into 71 unique segments and 19 overarching groups, providing a 360-degree view of consumers’ choices, preferences and habits.

**Step 1:** Open a new Standard Report by clicking on New Tabular Report > Standard Report.

**Step 2:** Open the Locations Panel, and select a location – in this example we will use an Austin ZIP Code with high median income from our Recent List (question #1). After you have made your selection, close out the Locations Panel.

**Step 3:** Open the Variables Panel and follow this path:

SimmonsLOCAL » SEGMENTATION SOLUTIONS » EXPERIAN SIMMONS SEGMENTATIONS » MOSAIC

Hover over the MOSAIC folder and select **Use All Variables** from the Action dropdown that appears. Picture below for reference:
Close out the Variables Panel to generate your report.

In order to determine the top segments within your location, hover over your location in the report and select **SORT DESCENDING**. Doing so will re-sort your report to show you the highest represented segments in your location at the top.
Hover over the top variable in your area and select View Metadata to read the definition of what your area has been classified as.

Lastly – add other locations to your report and Sort Descending to see how your area compares with other locations.

(5) How do I analyze multiple variables across all ZIP Codes or BGs in Austin?

This exercise will review how to create a Location Analysis Report in SimplyMap, using data from the SimmonsLOCAL and Census folders. A Location Analysis Report is ideal when you want to analyze a larger geography by its smaller components – for example, you can analyze a state by counties, ZIP codes in a city, or census tracts in a county, etc.

**Step 1:** Click on New Tabular Report > Location Analysis Report. Use the City of Austin as your location.

**Step 2:** Open the Variables panel and add the variable, Household Inc., Median which can be found at this path: Census Data » People and Households » Income » HH Income. Additionally, add the variable # Population, found here: Census Data » People and Households » Population » Total.
Step 3: Add some variables from the SimmonsLOCAL folder – we will use these to identify trends. For reference, we used organic food usage (SimmonsLOCAL » FOOD - GENERAL » ORGANIC FOODS » ORGANIC FOODS - HH USES?) and yoga participation (SimmonsLOCAL » ENTERTAINMENT/LEISURE » SPORTS & FITNESS » SPORTS-PLAYED/PARTICIPATED LAST 12 MOS).

Close out the variables panel to generate your report.

To see how eating organic, yoga participation, and income are correlated (if at all), hover over one of the variables such as median income and select Sort Descending. This will sort the highest earning locations towards the top. Look at the associated data in the adjacent columns - does yoga participation or organic food usage vary with income?

(6) How do I create a radius/custom location in SimplyMap?

The last exercise in this guide will cover how to create a custom radius location. Let’s get started. We will use an address of a yoga studio (from question #2 – Eastside Yoga) to study what the demographics are like within 1 mile.

**Step 1:** Click on New Map. (Note: you can use a report as well).

**Step 2:** Open the Variables Tab and select a variable to map. When you close out the panel, a map of the USA will be created by default.

**Step 3:** Open the Locations Tab and select Census Tract – fill in the following: 1050 E. 11th St, Austin, TX 78702.

A Tract ID will appear, along with an option to Create Custom Location. Check off that option,
and enter a value in the Radius field, then **Use this Location.** Optional: You may give your location a name.

Close out the panel to generate your map.
SimplyMap will automatically calculate the # and % variables for the custom location. This is ideal to be able to answer questions such as: Within 1 mile of the yoga studio, what is the population of 25-34 year old women? And how many households earn over $100,000 a year? SimplyMap has over 70,000 variables available so there is plenty of data and relationships to identify within. Feel free to explore!

**Screenshot of the Custom Radius Location in a Report**