You can also use SimplyMap to locate top geographies by variable (for example, the top 25 Zip Codes in North Carolina for highest median income).

1. Click the New Ranking button
2. Click Variables and drill down until you can click to highlight the variable you want to rank by
3. Click Locations and choose the location you want to rank in. If you want the top counties or top ZIPs in North Carolina, choose State, and then click North Carolina and “Use This Location”
4. The system will automatically choose what to rank in that Location. To change what you are ranking, click the “Analyze data by” menu and change it (from Counties to Zip Codes, in our example).
5. To change from top 10 to show more top ranks, change the “View ___ Rows” menu to show how many you want to see

What can you use SimplyMap for?

- Visualizing your customer base
- Finding partner businesses
- Locating competitors
- Analyzing consumer buying behaviors
- Understanding lifestyles and segments
- Gaining insight into local and regional markets
- Ranking potential markets to find the best new opportunities

...and many other statistical and visual analyses essential to business planning!

BLINC
E-mail: askBLINC@nclive.org
With statistical reports, you can choose as many variables and locations as you want! Then view them or send them to Excel for analysis. Steps:
1. Go to the Standard Report tab
2. Click on the Variables tab
3. Pick 1 or more Categories
   - Keep geographies consistent!
4. Click on the variable(s) to add to the system's memory
5. Click Locations
   - Keep geographies consistent!
6. Click Locations
   - Keep geographies consistent!
7. When you're done adding locations and variables, close the search panel to see your Report.

Maps

With maps, you choose one variable and one location. Highlight your variable, then switch to Locations and choose your location. Highlight your variable again. Then click "Household Income" and choose "Median Household Income". Once your variable is highlighted, click on the Locations tab.

Steps:
1. Under the Map tab, click Variables
2. Click on the variable(s) to add
3. Click on the location(s) to add
4. Click the X to close the panel and update the map
5. Use the legend to adjust your display
   - The "View Data By" menu changes the units (counties, Zip Codes, etc).
   - "Local Quantiles" changes to "Local Quantiles" when you change the units.
6. Click the location to close the panel and update the map
7. With maps, you choose one variable and one location. Highlight your variable, then switch to Locations and choose your location.