Simply Map Hands-On Exercises: Create a Map
Adapted from exercises provided by Geographic Research, Inc.

URL for Columbia College Access:

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

Solve: In which ZIP code(s) does the highest percentage of young adults (18 to 24 year olds) live in Cook County?

Step 1: Click on New Map button at the top of the page:

![New Map Button](image)

Step 2: Choose your location
- Open the Location Tab on the left side of the screen
- Find Location by Counties
- State: Illinois
- Enter Cook County, IL
- Click on Use this Location

Step 3: Select your variable
- Open the Variable Tab on the left side of the screen
- Search Census Data Variables. The Variable you want is % Pop, 18 to 24 years. This variable is located in the folder Census Data > in 2010 Geographies > People and Households > Age > Total> %Pop, 18 to 24 years.

Mouse over the variable and Select Variable Year:
Then select Use This Variable.

When you have finished selecting the variable, click on the X in the upper right corner to close the selection window and view your map.
You should see a map that looks something like this:

Step 4: Make Adjustments

- Open the legend editor.
- Change the classification method to Natural Breaks to recalculate the break points for the Variable % Population, 18 to 24 years using data from your local map.
• Next, make sure your Map legend has View Data by Zip code selected.

• Finally, label the zip codes by selecting “Show Map Labels” from the Pull-down Display Options Menu.

Your completed map will look like this:
Step 5: Find the zip code

- Select the Blue “i” and then click on the darkest area of the map to find the zip code with the highest % of 18 - 24 year olds.

It turns out that ZIP Code 60201, Evanston has one of the highest % of 18 - 24 year olds in Cook County.

Step 6: Name your map

- Before Exporting your map, it’s a good idea to rename it. Use the pull-down Map Tab to rename the map. Be sure to give your maps and reports names that will easily identify their contents at a later time. Call this map *Cook County 18-24 year olds*
Step 7: Export or Share your Map

Exporting - will download or email a copy of the map

- Click on the Action Menu and select Export Map Image
- Step 1 of exporting allows you to crop the map
- Step 2 allows you to customize the layout
- Step 3 lets you select your file format
- Step 4 allows you to download the map or email it to an email address you can type in
- Click Finished to complete the download or email process

Sharing - rather than downloading or emailing the actual map, you can share a link to the map tab via email or web page (such as a Moodle class page).

- Click on the Action Menu and select Share. Clicking on the Share Tab will bring up a window that gives you a URL that you can copy and paste:

NOTE: you must add our proxy prefix to the URL before you send it via email or put it in your Moodle Class. If you don’t add the proxy prefix, students will not be able to access this map off-campus. The proxy prefix is:  

http://emils.lib.colum.edu/login?URL=

The complete URL you would use in this example is:  