Easy, accessible, and intuitive, SimplyMap is a web-based mapping application that allows both non-technical and advanced users to quickly create professional thematic maps and reports using powerful demographic, business, and marketing data. One of the many electronic resources offered by the University Libraries, SimplyMap is accessible anytime from both on and off campus.

This workshop will provide an introduction to and overview of SimplyMap. Interfaces and features will be demonstrated, and participants will learn how to create and export professional-quality maps using SimplyMap's 75,000+ data variables related to demographics, employment, housing, market segments, businesses, consumer spending, brand preferences, and public health.

Thursday, April 2
4:00 – 5:00 p.m.
Gorgas Library
Room 104