

STARS

University of Central Florida
STARS

Libraries' Newsletters

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InSTALLments, Issue 64, October/November 2012

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INSTALLMENTS

NEWS YOU CAN USE FROM YOUR UCF LIBRARIES

Database Spotlight



SimplyMap provides maps and reports using recent demographic, business, consumer attitude/preference, purchasing, health and lifestyle data down to the census block group level. Sources for over 70,000 data variables include Nielsen Claritas PRIZM, Experian Simmons, Mediamark Research, and Easy Analytics Software Inc. **SimplyMap** is available from the library database page: <http://library.ucf.edu/Databases>.

Some examples of potential uses include:

- creating a ring study report showing the demographic analysis of a target area based on 1, 3 and 5 miles radius around a local address
- mapping the percent of Orlando residents who last visited the doctor two to five years ago, accompanied by the locations of offices and clinics of doctors
- showing concentrations of Florida households where 11 or more overnight domestic trips were taken in the last 12 months
- comparing the top national markets for the consumption of Carta Blanca brand beer with the areas with large Hispanic populations of Mexican heritage
- ranking all the census tracts in Orange County by the switching propensity of cell phone users

Reports may be downloaded as Excel, CSV, or DBF files. Customized maps may be saved as high-resolution GIF or JPEG files and easily integrated into Word or PowerPoint presentations. Shapefiles may be exported for use with GIS software.

The UCF Libraries' subscription to **SimplyMap** allows for five simultaneous users. Although it is possible to use **SimplyMap** without signing in, it is strongly recommended that users create free accounts using their UCF email addresses so that research can be saved from session to session.

For more information or to contact a librarian for assistance, visit <http://guides.ucf.edu/simplymap>.

Veteran's Day



The John C. Hitt Library will be closed in honor of Veteran's Day.

Sunday, November 11th: **CLOSED**

Monday, November 12th: **CLOSED**

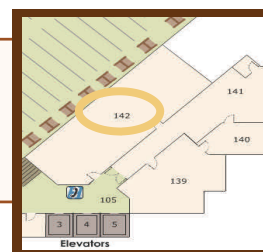
Join Us for the Library Book Sale!

Tuesday
November 13th
10AM - 3PM



Wednesday
November 14th
10AM - 3PM

John C. Hitt Library, Room 142



Campus Connections

Stop by the front of the library (across from the Circulation Desk) and learn more about these organizations:



Ombuds Office	October 30	10:00am—11:30am
Office of Student Conduct	October 30	12 Noon—1:30pm
WUCF—FM Radio	October 30	2:00pm— 4:00pm
Student Account Services	November 6	10:00am—11:30am
Dining Sustainability	November 6	12 Noon—1:30pm
Unifying Theme	November 6	2:00pm—4:00pm
Office of International Studies	November 13	10:00am—11:30am
Office of Undergraduate Research	November 13	1:00pm—4:00pm