SOCIAL EXPLORER

AND OTHER ALTERNATIVES TO AMERICAN FACTFINDER

Todd Gardner

Annual Meeting of the Rural Life and Census Data Center

June 12, 2014

Disclaimer: This work is released to inform interested parties of ongoing research and to encourage discussion of work in progress. Any views or opinions expressed are the author's own and do not necessarily reflect the view or opinions of the U.S. Census Bureau.

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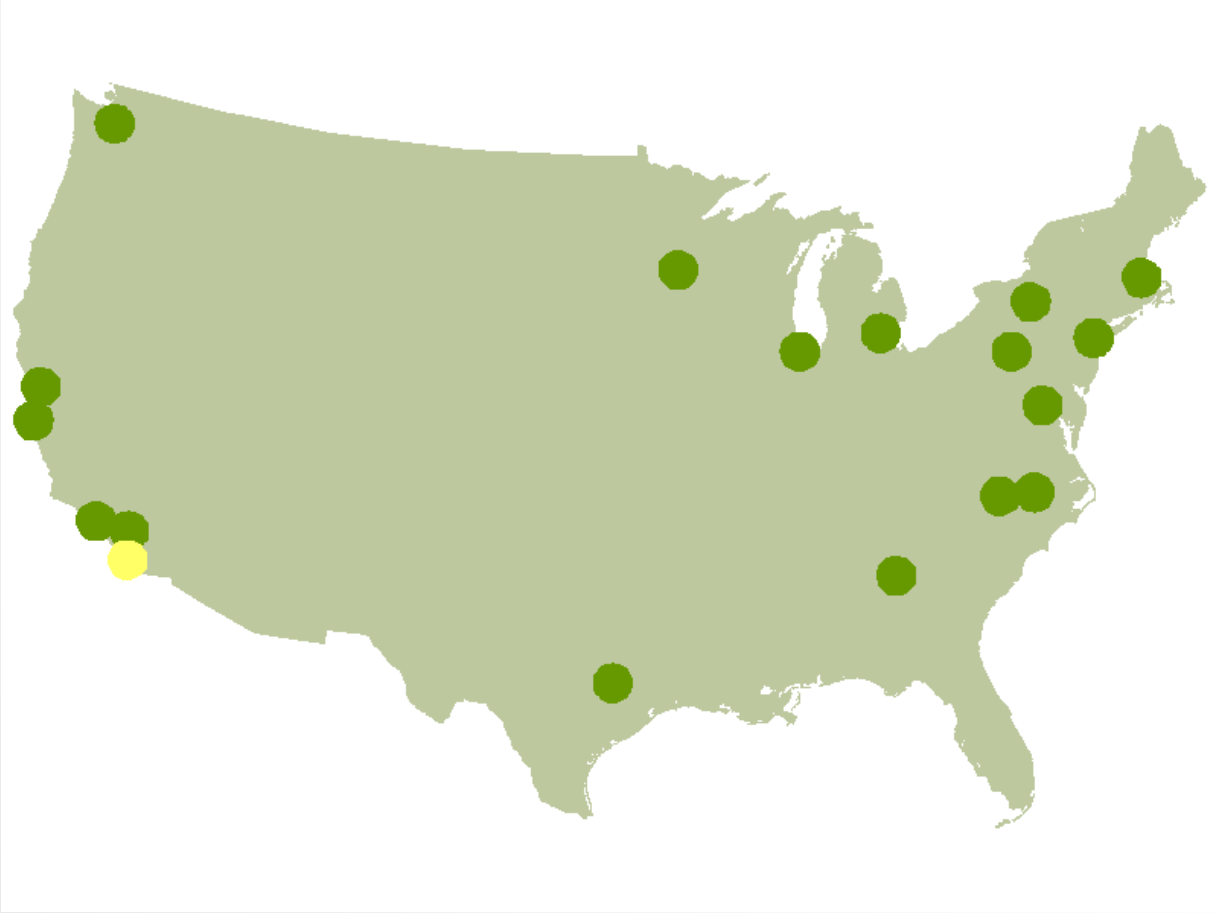
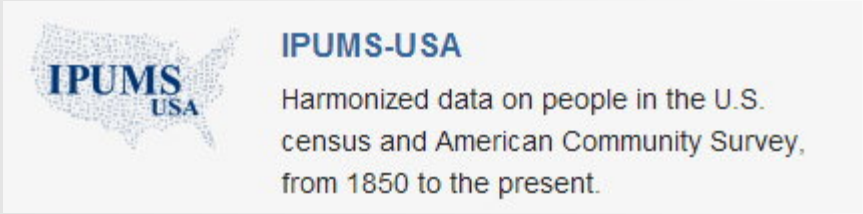
June 12, 2014

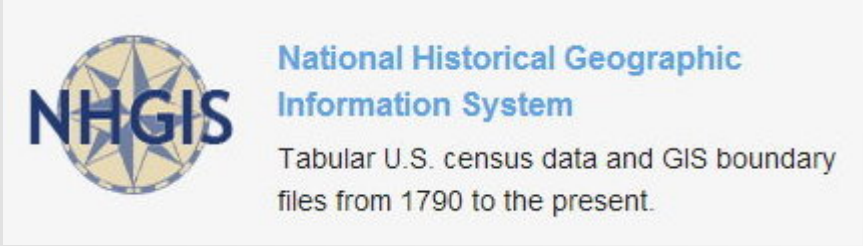
THE CENSUS BUREAU'S NATIONAL NETWORK OF RESEARCH DATA CENTERS



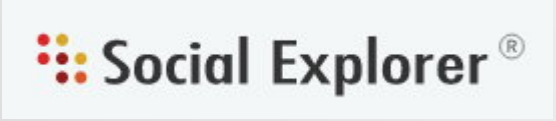
SOURCES OF PUBLIC DATA



Microdata for users who want to perform their own tabulations or regression analyses.

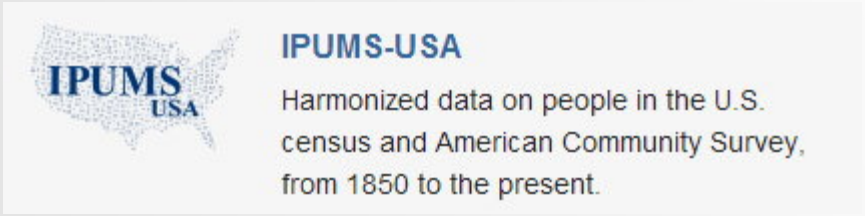


Aggregate data tables with boundary files for users with mapping software.

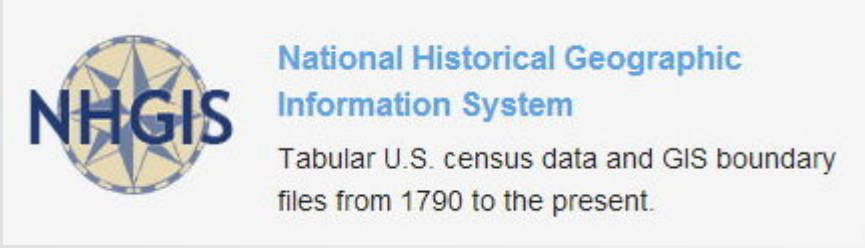


Aggregate data tables and online mapping.

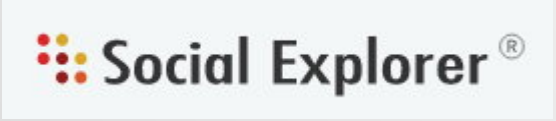
SOURCES OF PUBLIC DATA



www.ipums.org

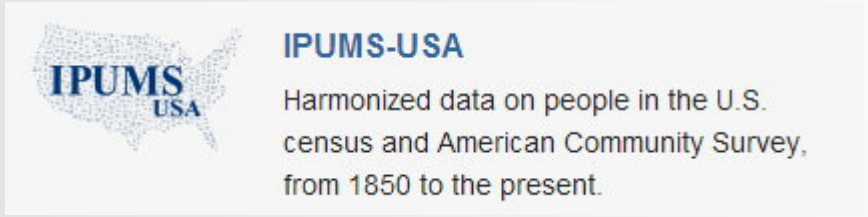


www.nhgis.org

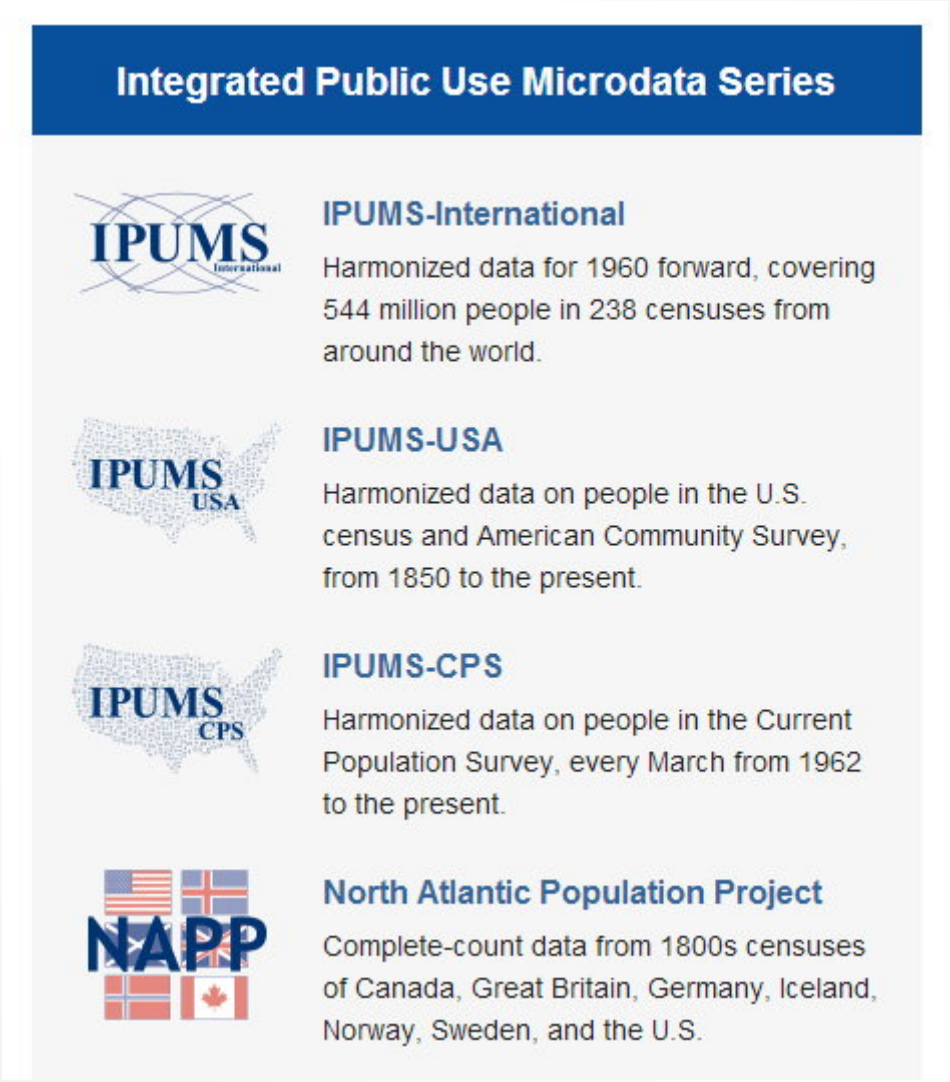


www.socialexplorer.com

IPUMS



- Harmonized microdata
- US and international censuses
- Samples and complete censuses



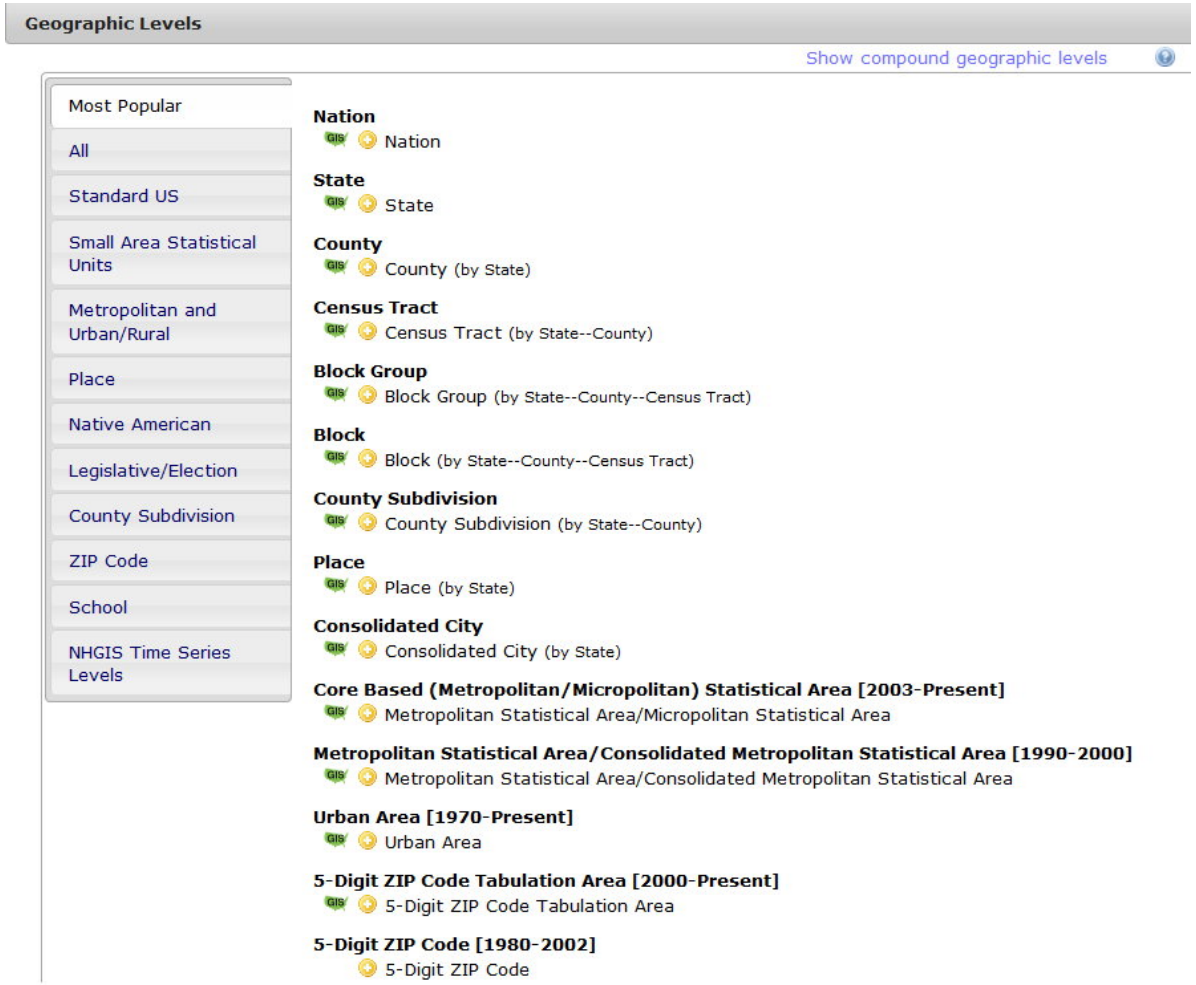
NHGIS

The National Historical Geographic Information System (NHGIS) provides, free of charge, aggregate census data and GIS-compatible boundary files for the United States between 1790 and 2012.

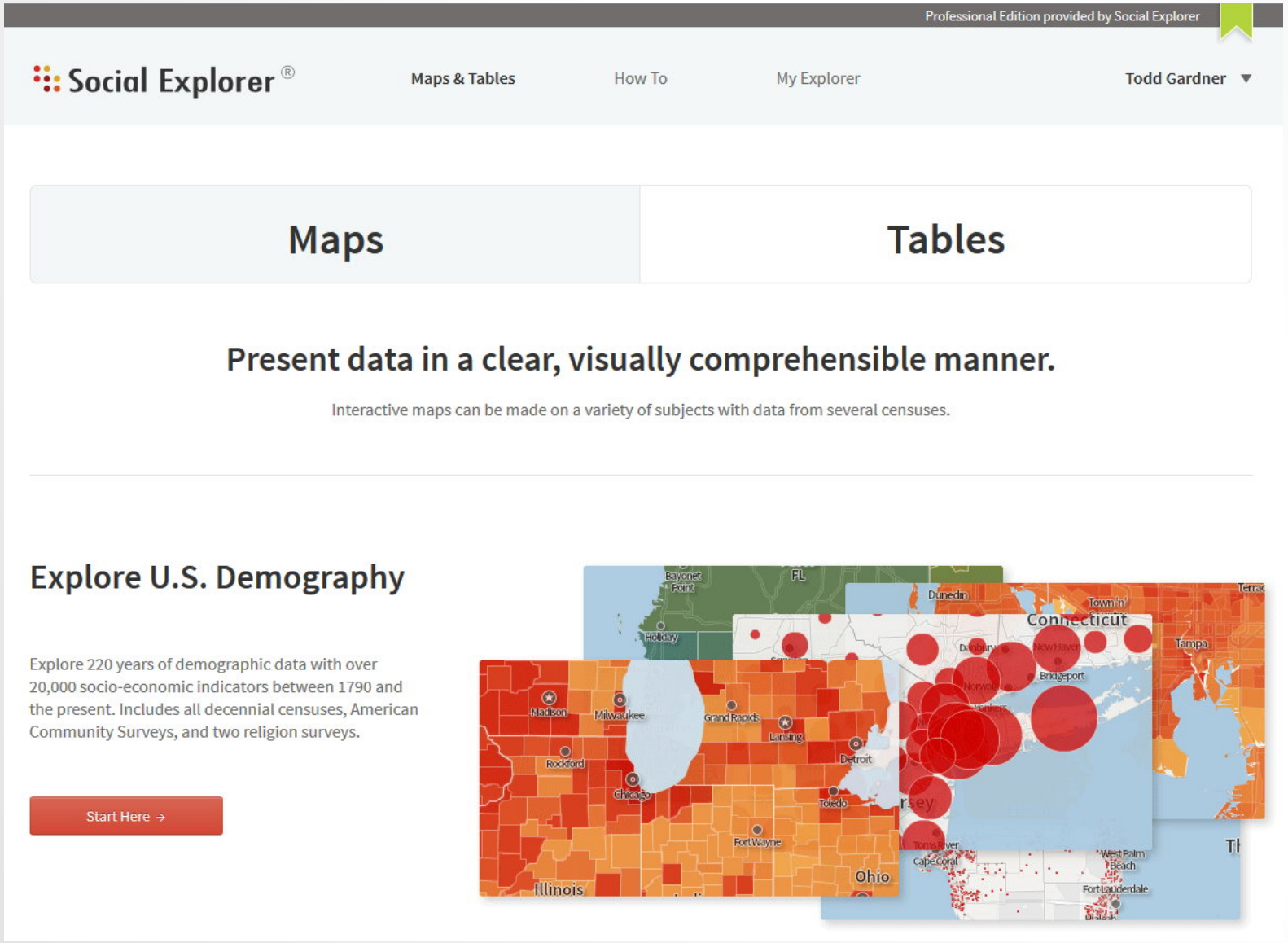
- State and county aggregate data and boundary files (1790-2012)
- Census tract aggregate data and boundary files (1910-2012)
- Census data at all geographic summary levels, including census blocks (1970-2010)
- Boundary files for metropolitan statistical areas (1950-2012)
- Boundary files for all standard geographic summary levels (1990-2012)
- County Business Patterns data (1970-2003)
- SABINS aggregate data and boundary files for School Attendance Boundary Zones (2009-2010 academic year)

NHGIS

Data Finder geographic levels



NHGIS IS THE DATA SOURCE FOR SOCIAL EXPLORER



SOCIAL EXPLORER DATA

- Census data: 1790 to 2010
- American Community Survey: 2005 to 2012
- InfoGroup data on religion
- Religious Congregations and Membership Study
- Vulcan Project Carbon Emissions Data
- System built for expansion

FUTURE DATASETS

- Ireland data
- County election data
  - Presidential
  - Congressional
  - Senatorial
  - Gubernatorial
- County Business Patterns data
- Uniformed Crime Report data
- Future enhancement: users able to upload their own data

DEVELOPMENT OF SOCIAL EXPLORER

The New York Times

DEVELOPMENT OF SOCIAL EXPLORER

- Social Explorer is led by Andrew A. Beveridge, a Professor of Sociology at Queens College and the City University of New York (CUNY) Graduate School
- Since 1993 Beveridge has served as a consultant to the New York Times on issues of demographic and social change
- Social Explorer originated in 1999
- Support from the National Science Foundation and The New York Times
- In 2009 Social Explorer partnered with Pearson Education to create interactive mapping and reporting activities for popular university sociology textbooks
- Since 2010 Social Explorer has been distributed by Oxford University Press
- Current version of Social Explorer launched in 2013

SOCIAL EXPLORER TECHNOLOGY

- Client-based map rendering
- Cloud-based
- Fast, interactive user interface
- Built on Flash with HTML 5 in development
- Mobile version

CUSTOM REPORTS

Report | Excel | Data Download

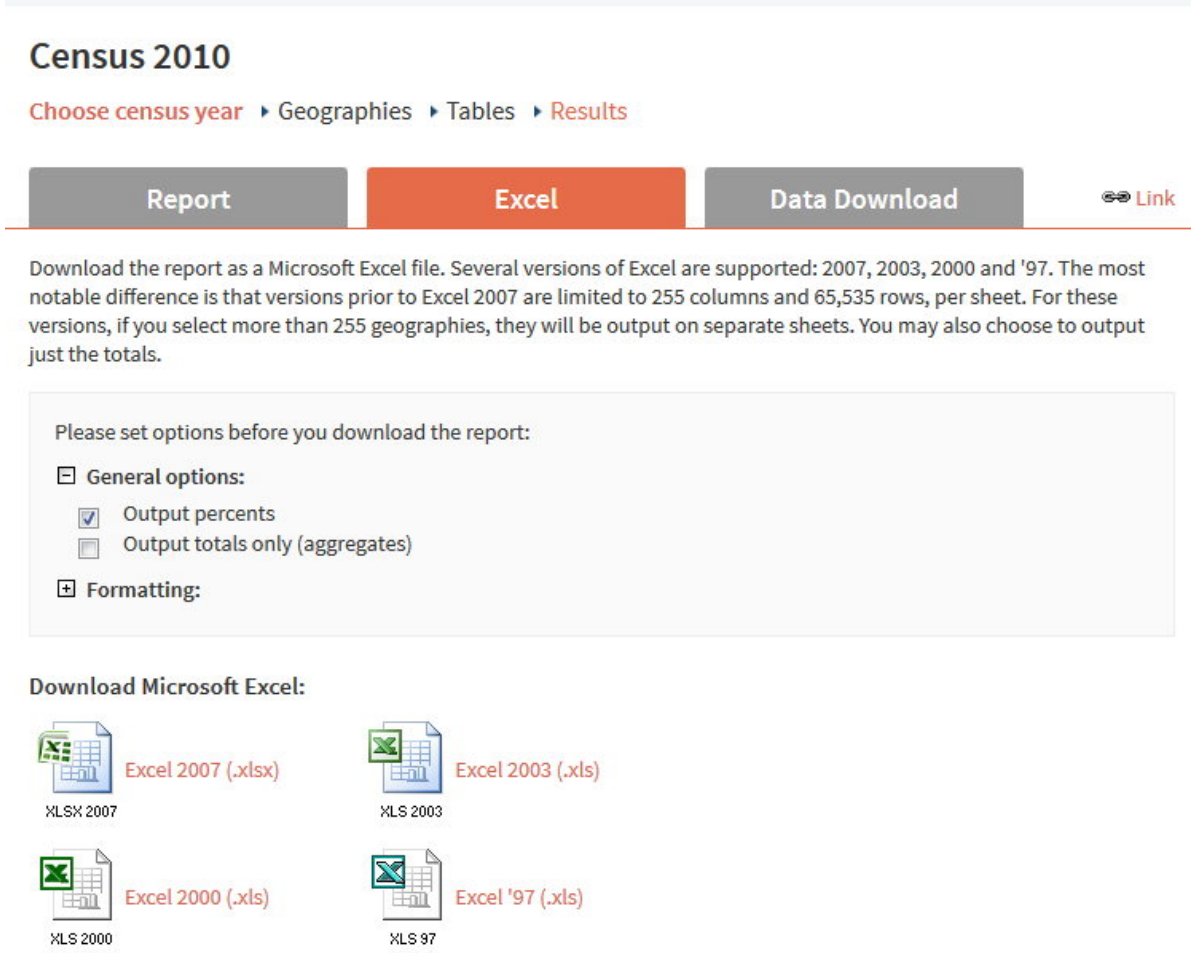
Adjust $ values for inflation to: None

Tables 1 - 10 of 32 Next >>

Statistics	United States		District of Columbia, District of Columbia	
SE:T1. Total Population				
Total Population	309,138,711		605,759	
SE:T2. Population Density (per sq. mile)				
Total Population	309,138,711		605,759	
Population Density (per sq. mile)	87.5		9,922.6	
Area (Land)	3,531,905.35		61.05	
SE:T56. Household Income (In 2012 Inflation Adjusted Dollars)				
Households:	115,226,802		261,192	
Less than $10,000	8,272,970	7.2%	27,304	10.5%
$10,000 to $14,999	6,260,673	5.4%	11,975	4.6%
$15,000 to $19,999	6,139,302	5.3%	9,726	3.7%
$20,000 to $24,999	6,169,899	5.4%	9,771	3.7%
$25,000 to $29,999	6,004,724	5.2%	9,231	3.5%
$30,000 to $34,999	5,935,053	5.2%	9,489	3.6%
$35,000 to $39,999	5,469,262	4.8%	9,651	3.7%
$40,000 to $44,999	5,507,464	4.8%	10,683	4.1%
$45,000 to $49,999	4,802,620	4.2%	8,606	3.3%
$50,000 to $59,999	9,307,672	8.1%	16,914	6.5%
$60,000 to $74,999	11,622,280	10.1%	21,497	8.2%
$75,000 to $99,999	14,110,448	12.3%	29,172	11.2%
$100,000 to $124,999	9,236,956	8.0%	22,457	8.6%
$125,000 to $149,999	5,531,631	4.8%	14,978	5.7%
$150,000 to $199,999	5,510,639	4.8%	19,794	7.6%
$200,000 or More	5,345,209	4.6%	29,944	11.5%
SE:T57. Median Household Income (In 2012 Inflation Adjusted Dollars)				
Median household income (In 2012 Inflation Adjusted Dollars)	$53,046		$64,267	

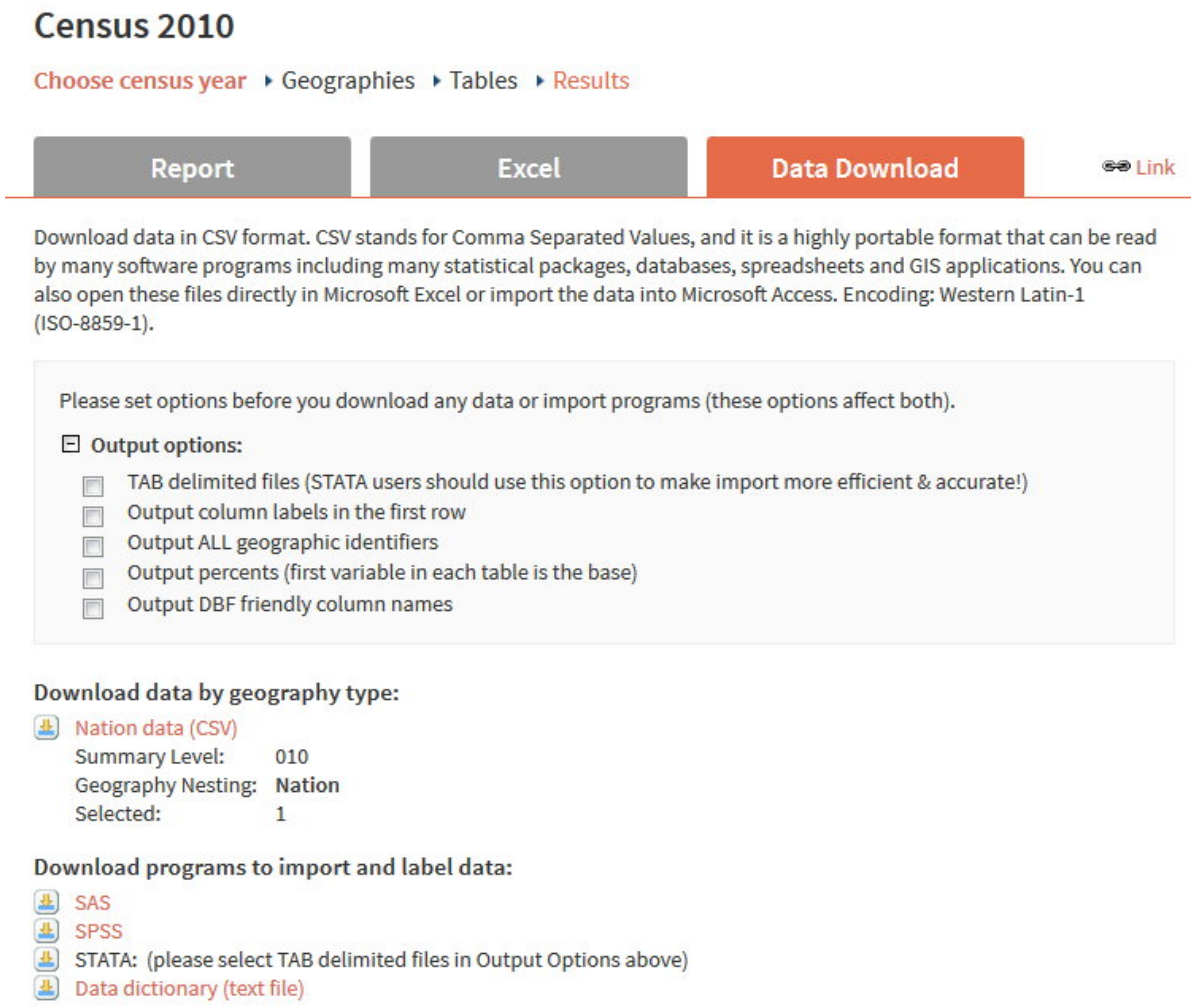
CUSTOM REPORTS

Download data in Excel format



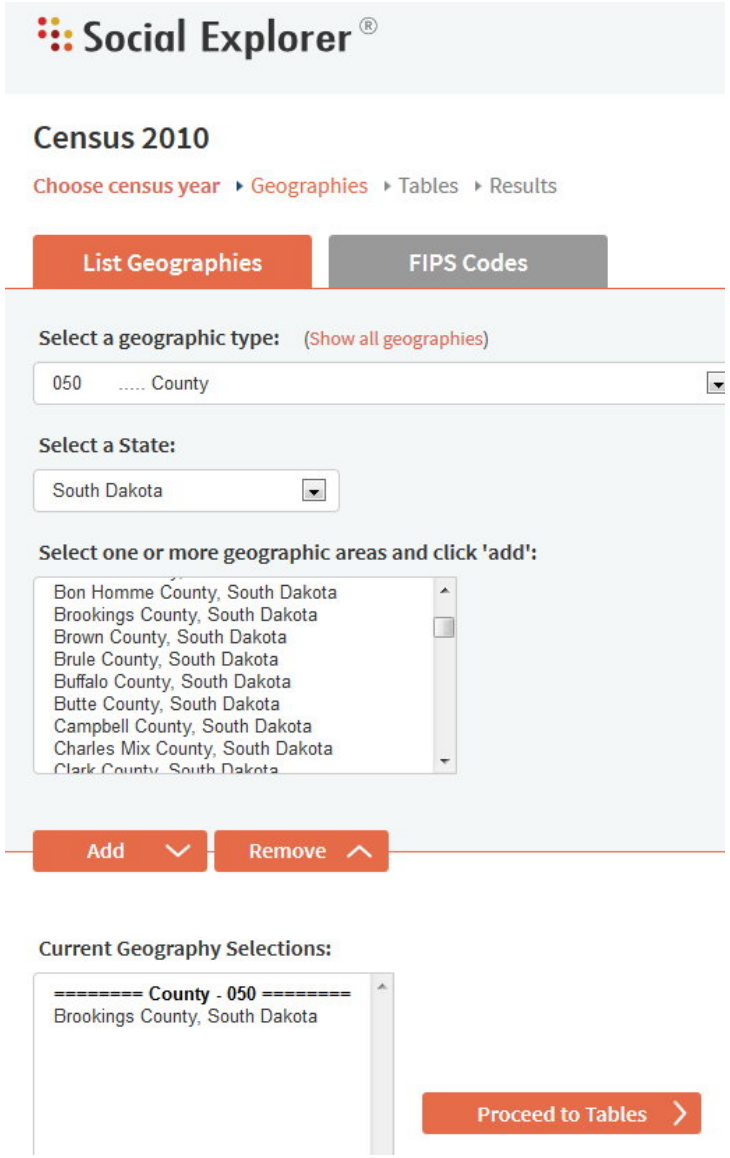
CUSTOM REPORTS

Download data for use with statistical software



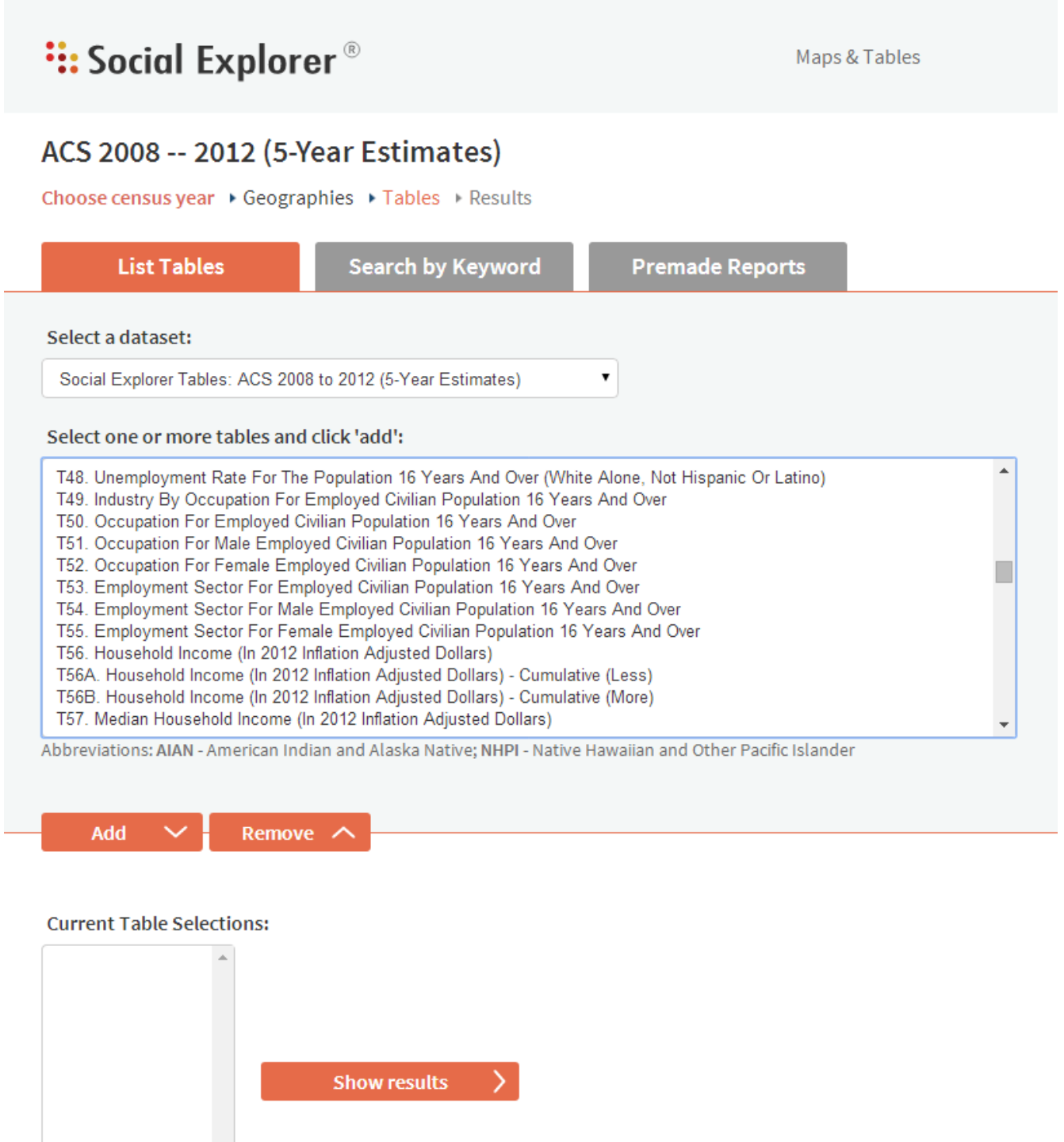
TABLES

Choose geography first



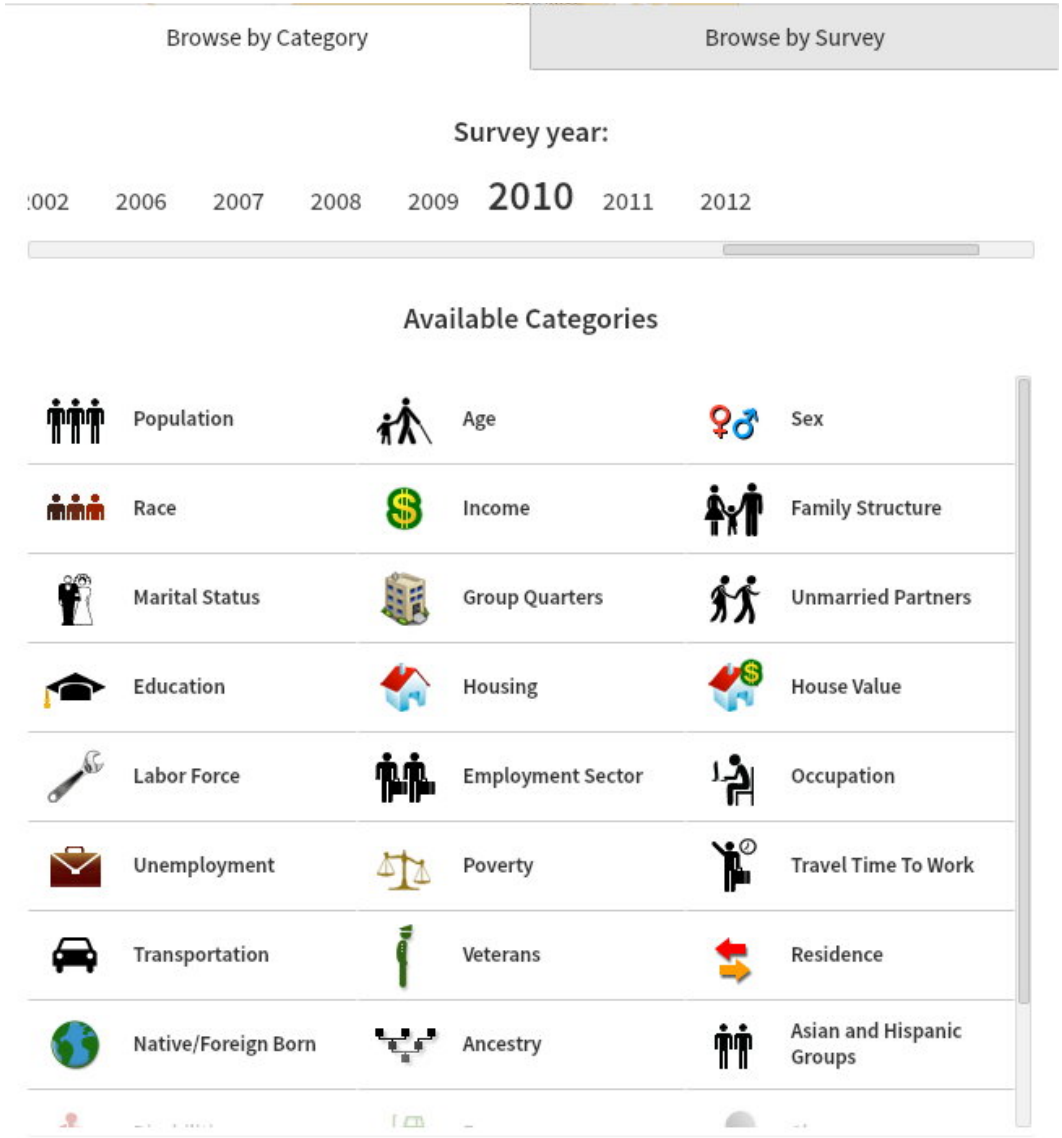
TABLES

- Choose from list
- Search by Keyword
- Premade Reports



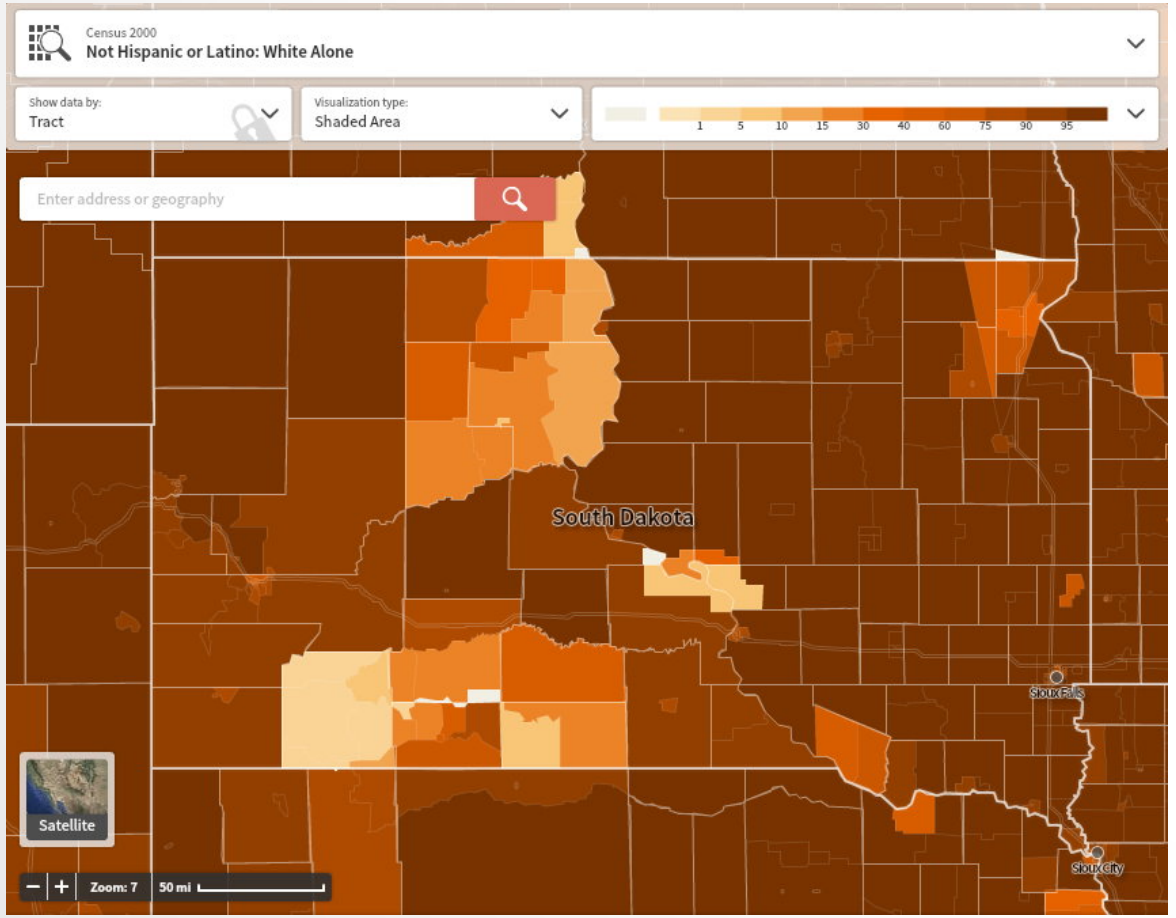
MAPS

- Browse by Category
- Browse by Survey
- Choose survey year

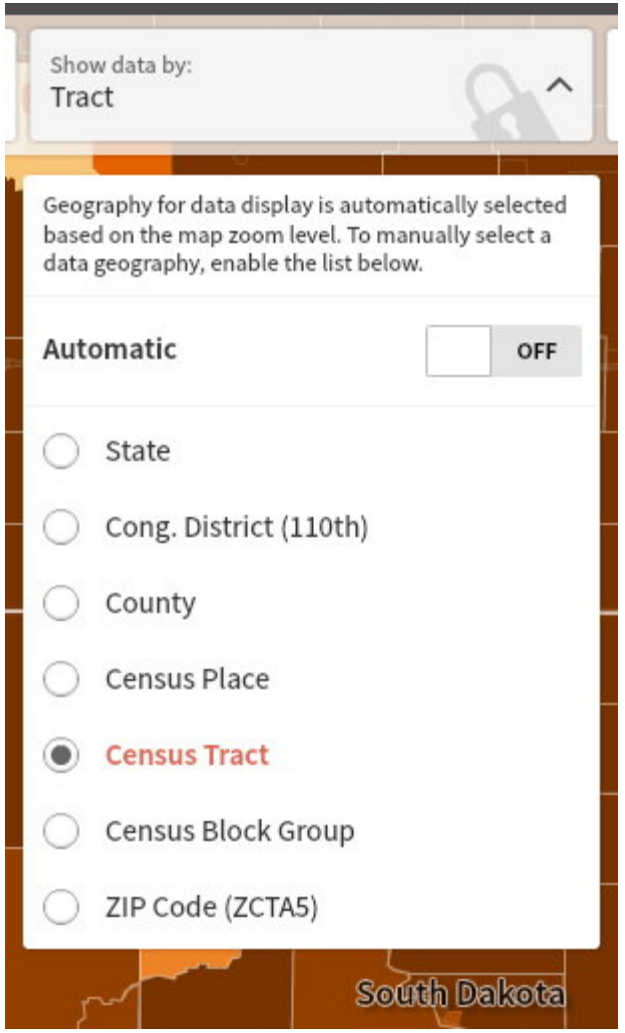


SOCIAL EXPLORER MAP

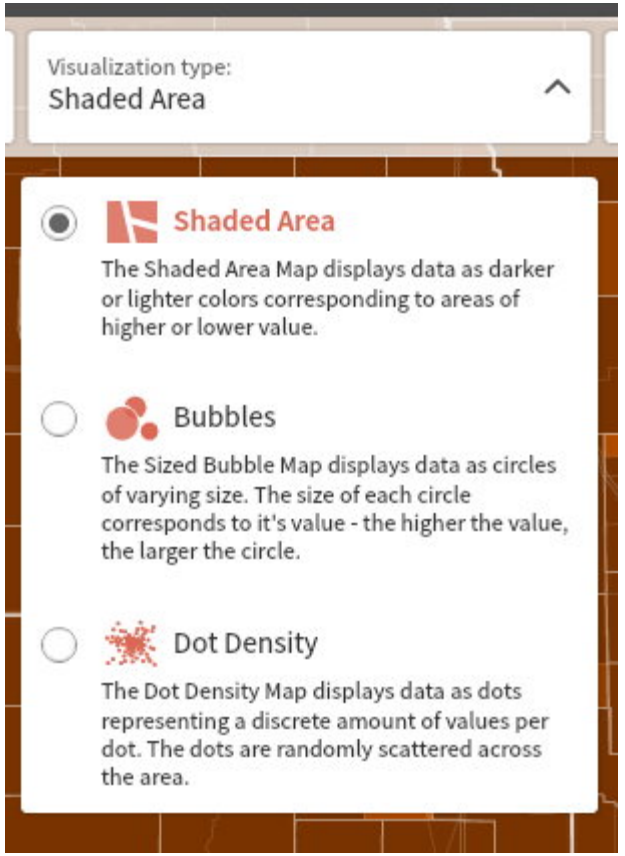
PERCENT WHITE NON-HISPANIC IN SOUTH DAKOTA, 2000



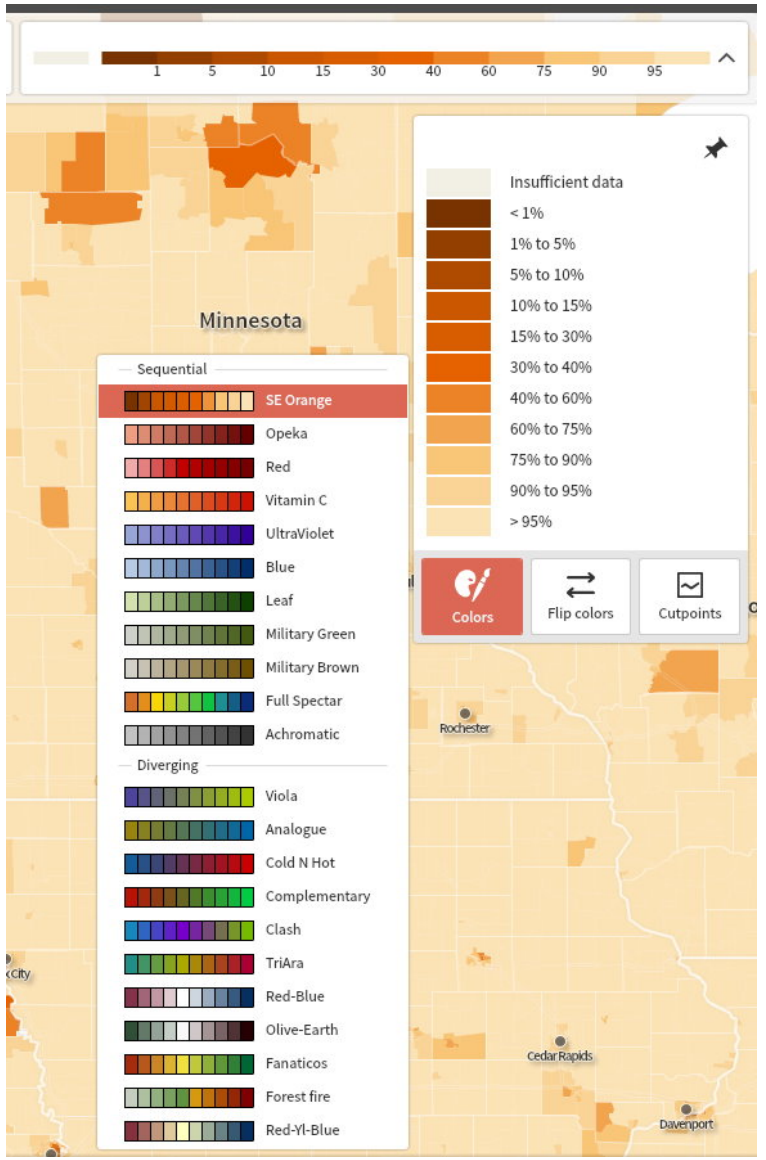
CHANGE GEOGRAPHIC LEVEL



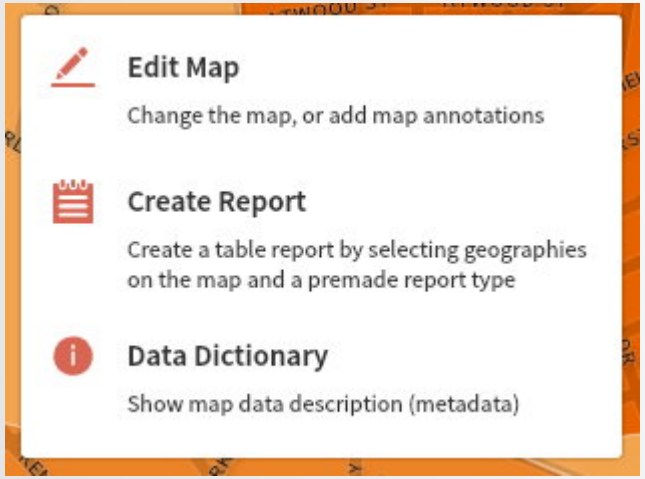
CHANGE VISUALIZATION

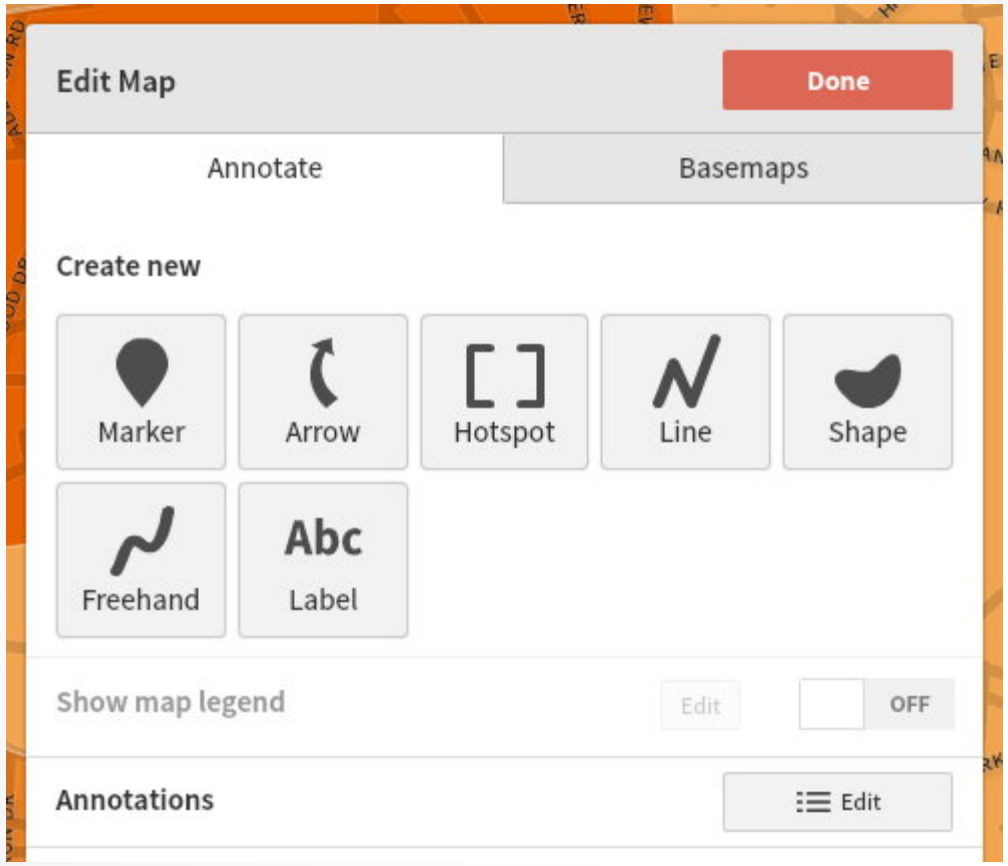


CHANGE COLORS

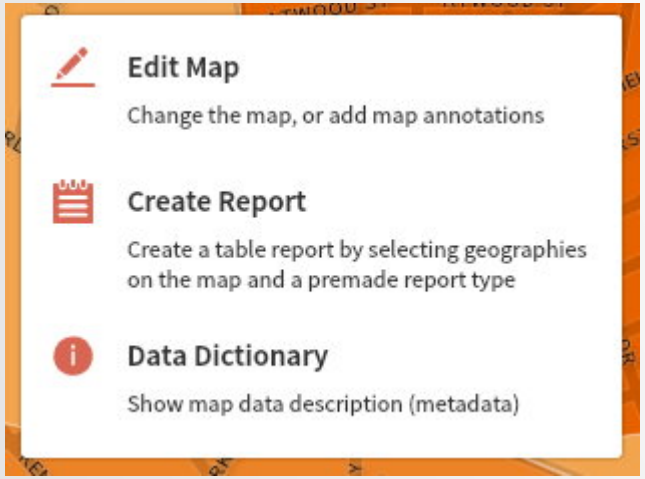


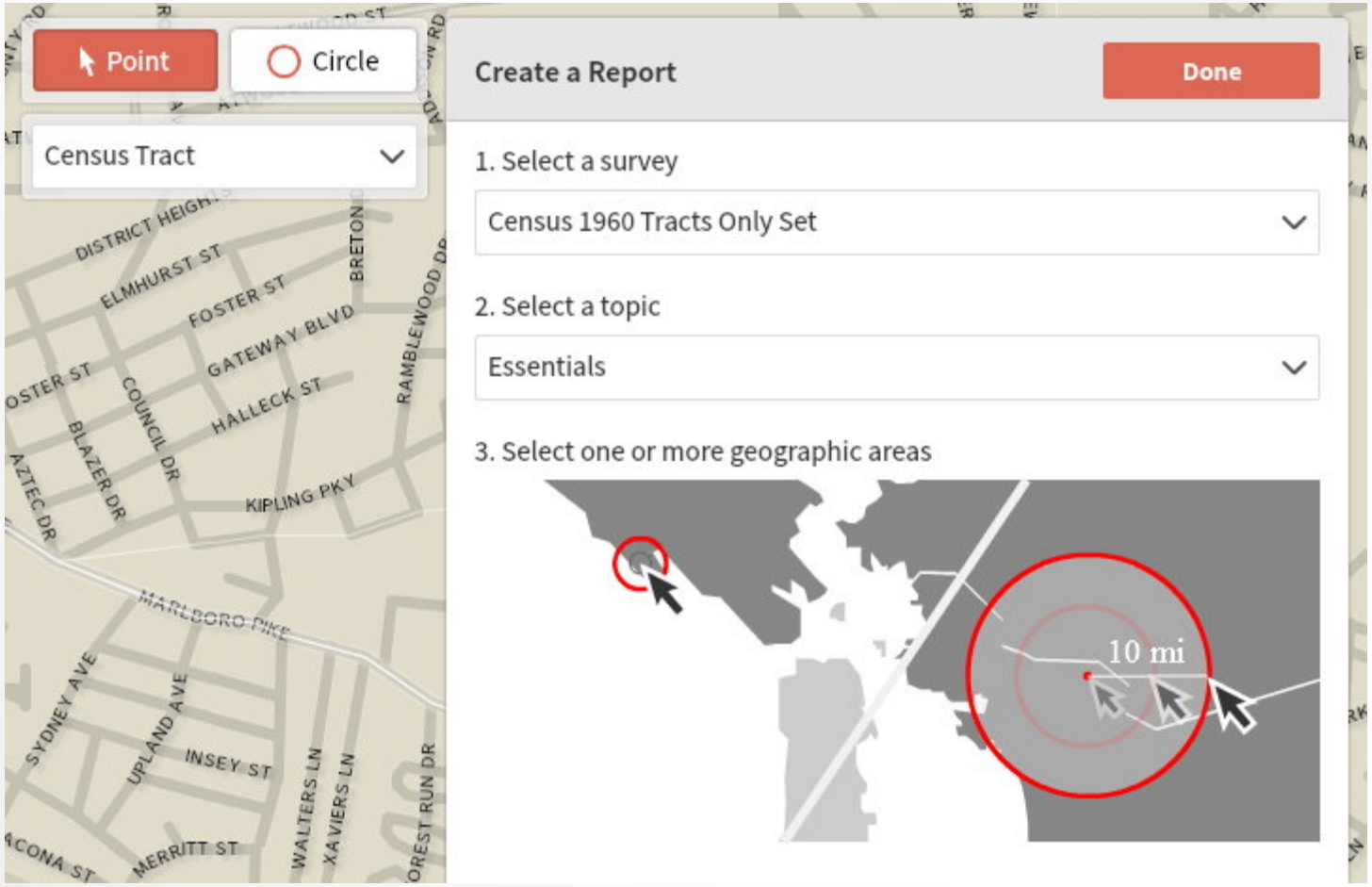
EDIT MAP


Edit Map
Change the map, or add map annotations
Create Report
Create a table report by selecting geographies on the map and a premade report type
Data Dictionary
Show map data description (metadata)

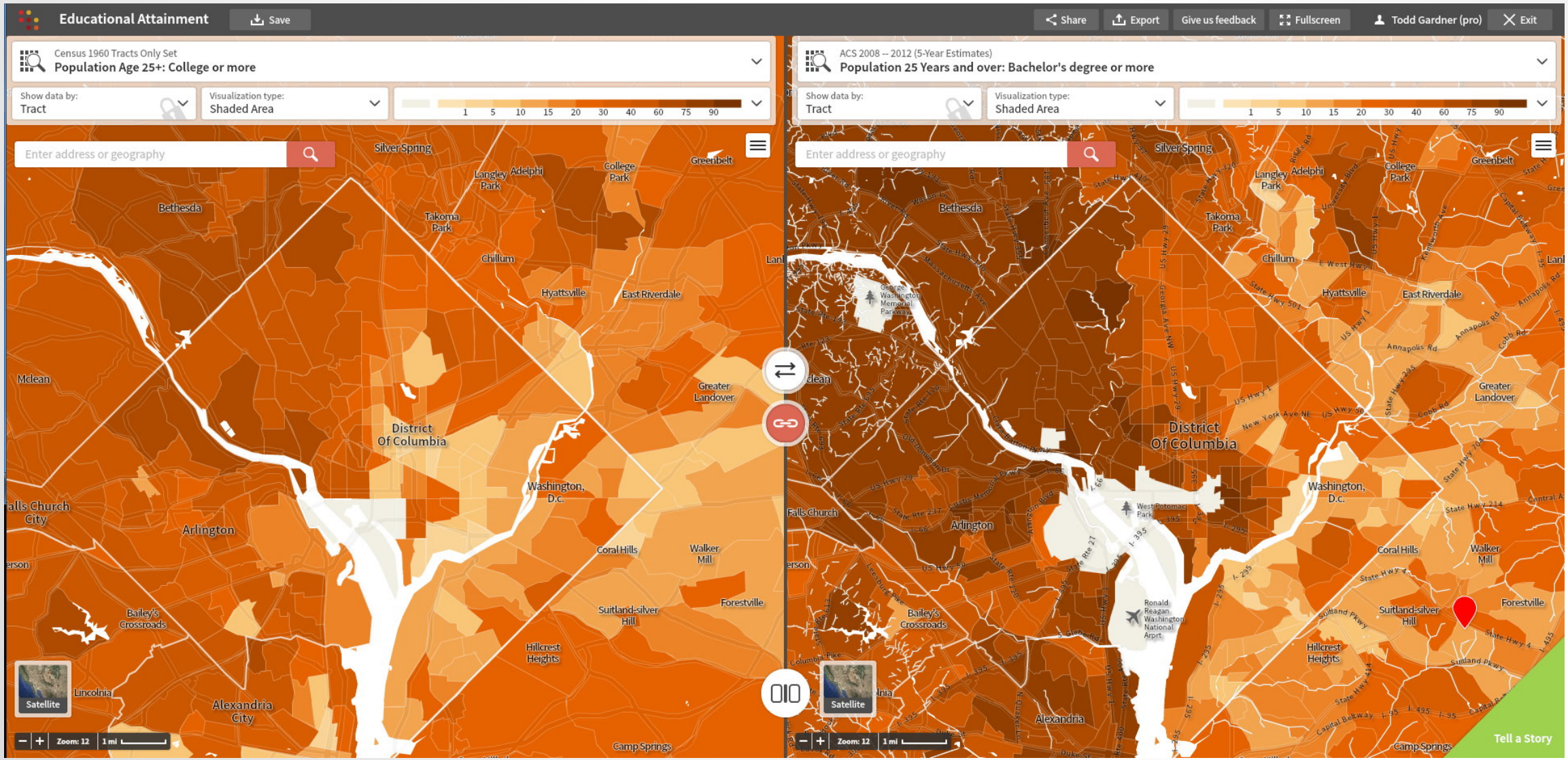

Edit Map
Done
Annotate
Basemaps
Create new
Marker
Arrow
Hotspot
Line
Shape
Freehand
Abc
Label
Show map legend
Edit
OFF
Annotations
Edit

CREATE REPORT





SPLIT SCREEN MAP



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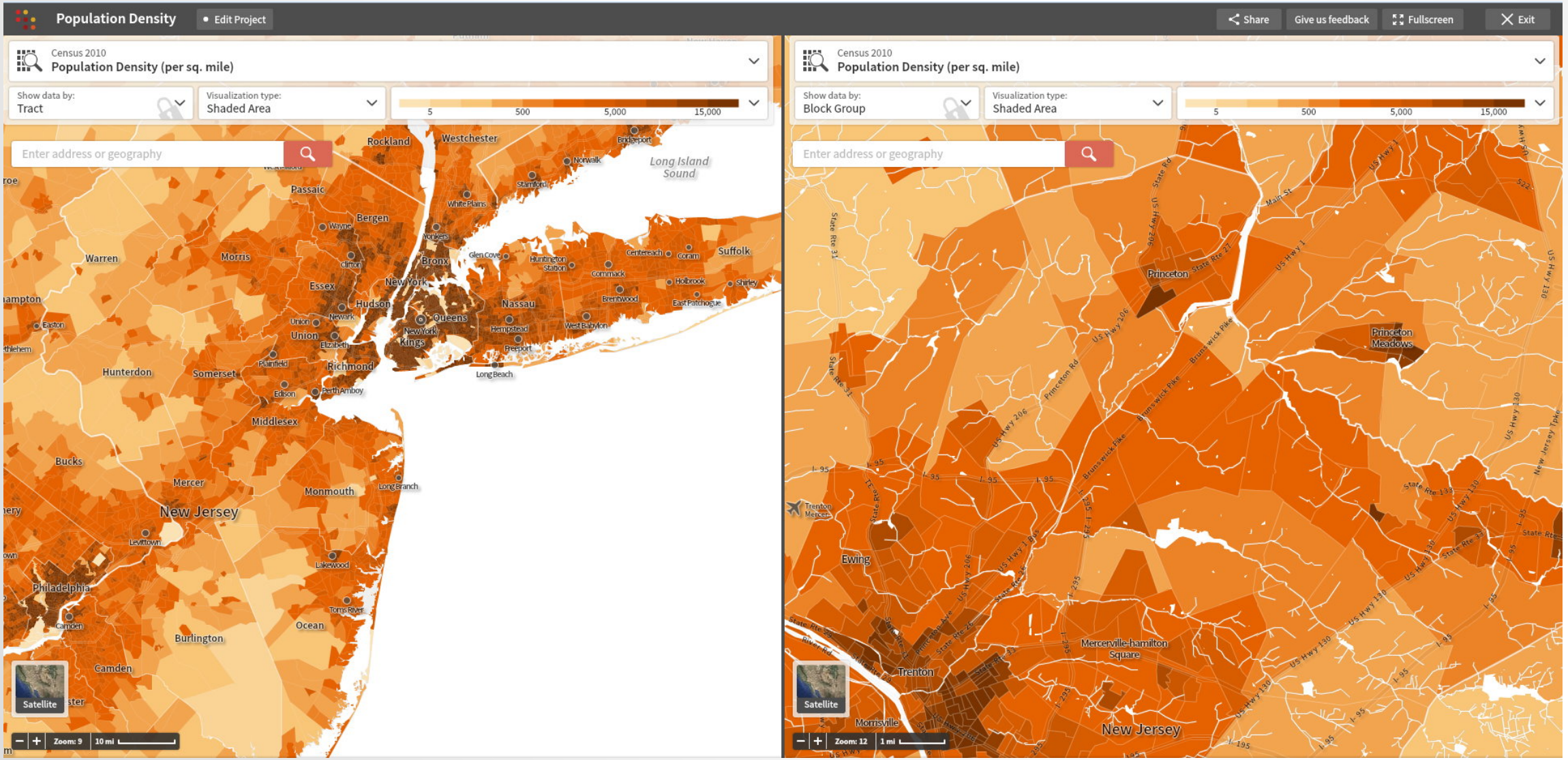

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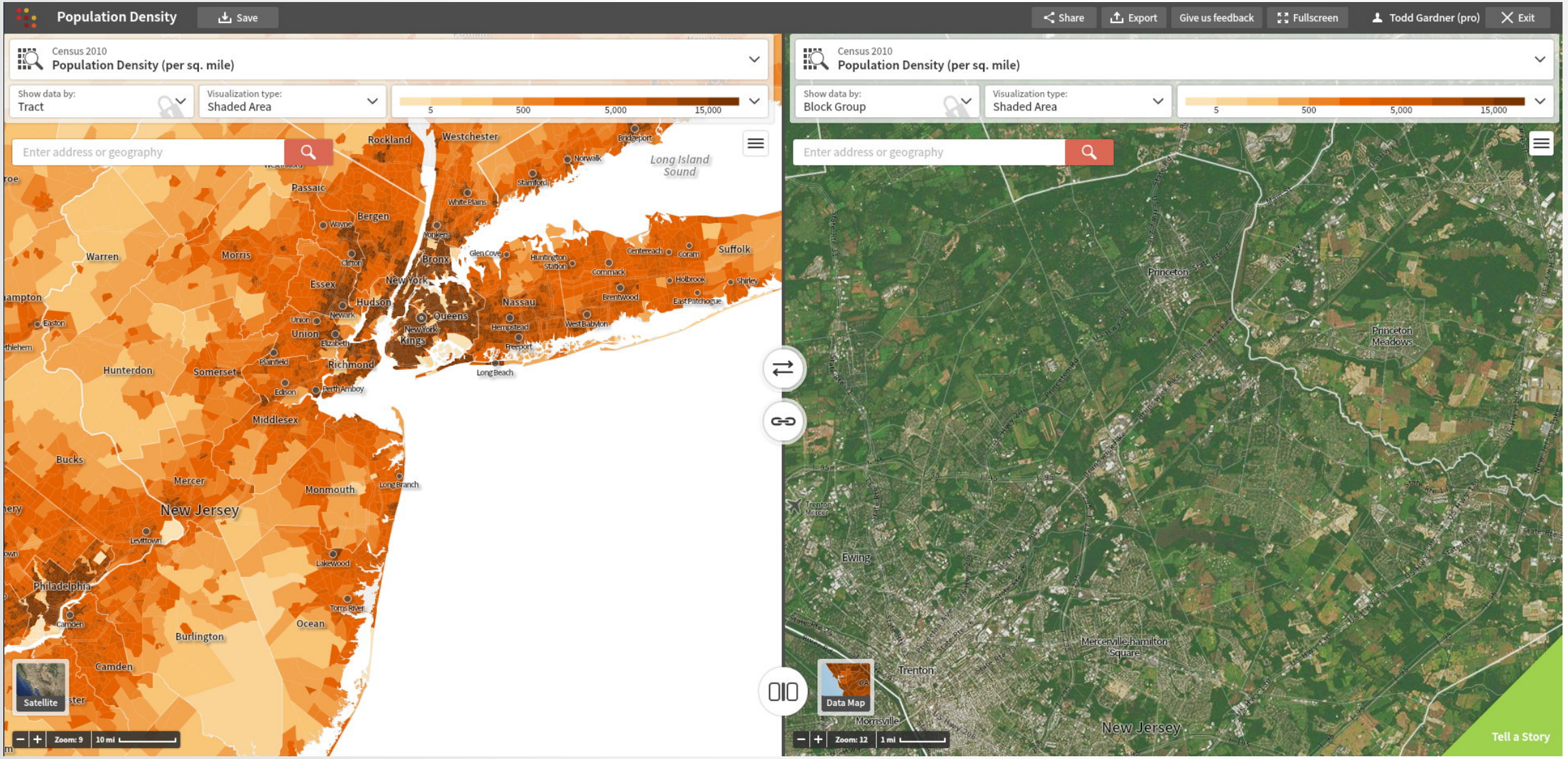
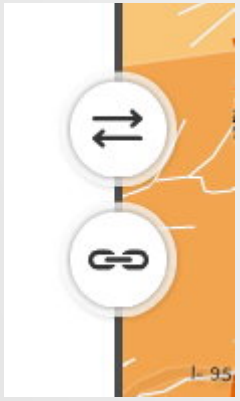


SPLIT SCREEN COMMANDS



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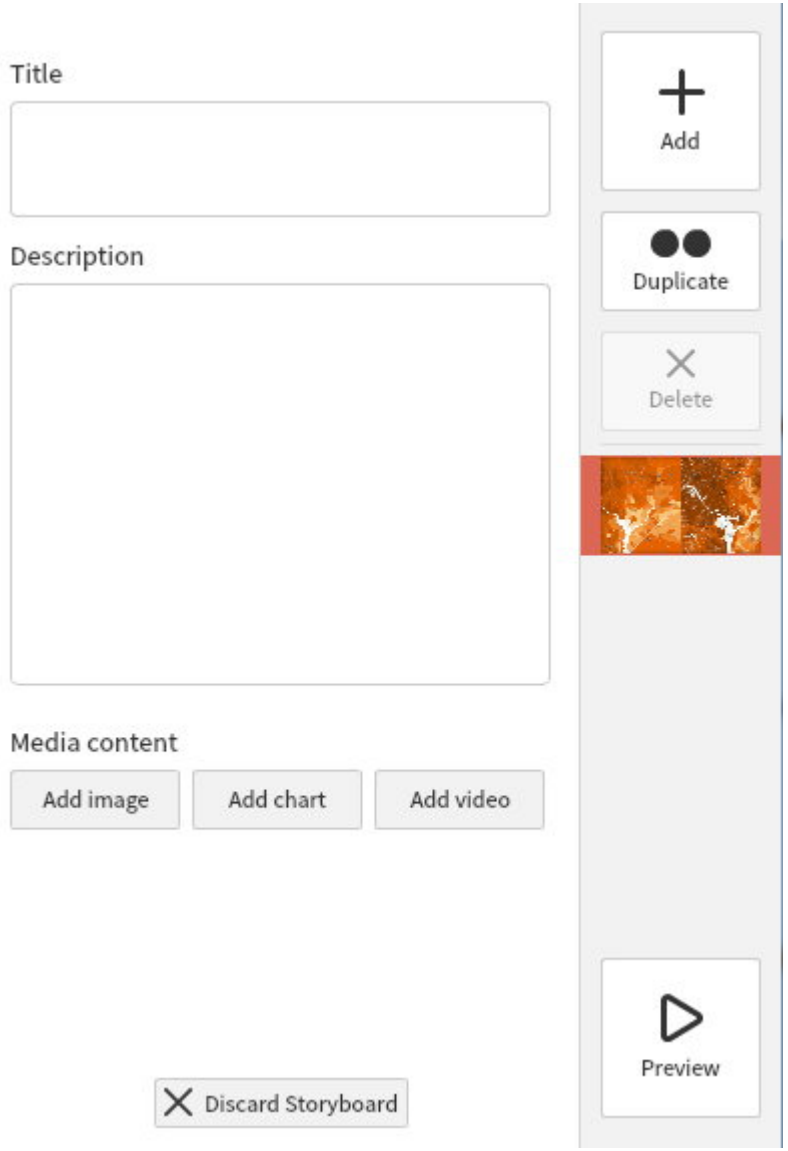
Title
Description
Media content
Add image
Add chart
Add video
Discard Storyboard
Add
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Delete
Preview

MANAGING PROJECTS

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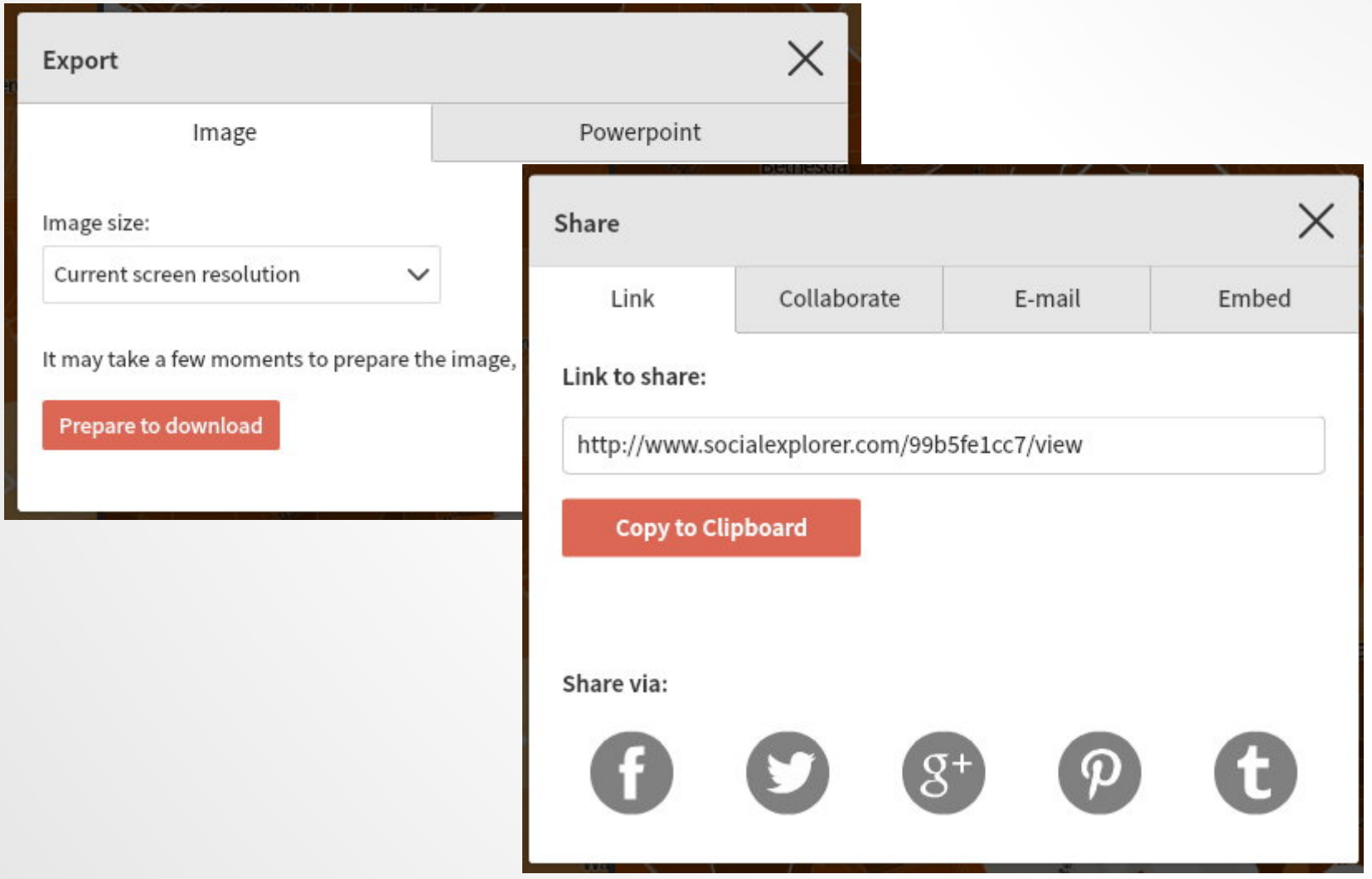


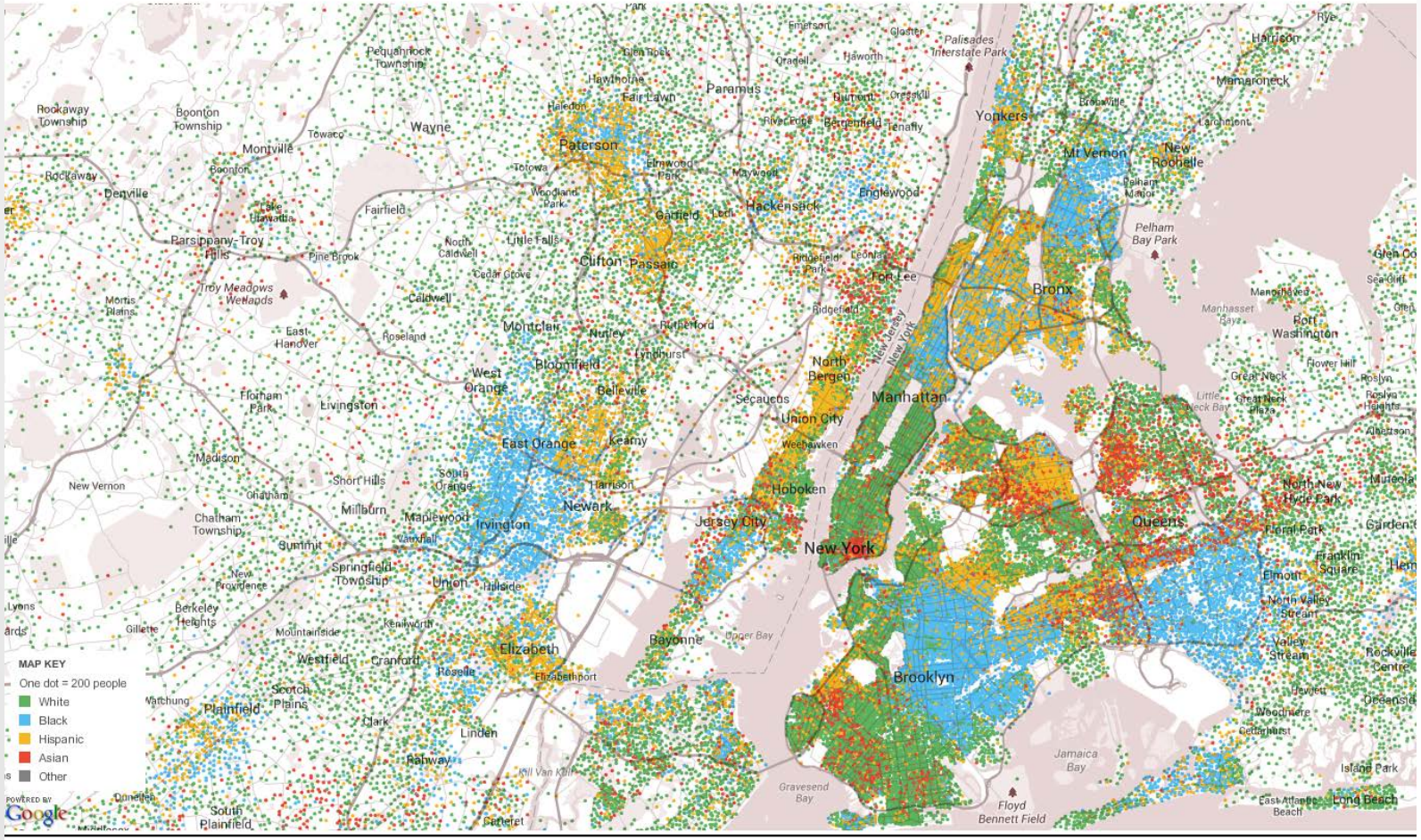
SOCIAL EXPLORER IN THE NEW YORK TIMES

The New York Times

Mapping America: Every City, Every Block

Browse local data from the Census Bureau's American Community Survey, based on samples from 2005 to 2009. Because these figures are based on samples, they are subject to a margin of error, particularly in places with a low population, and are best regarded as estimates.

Distribution of racial and ethnic groups

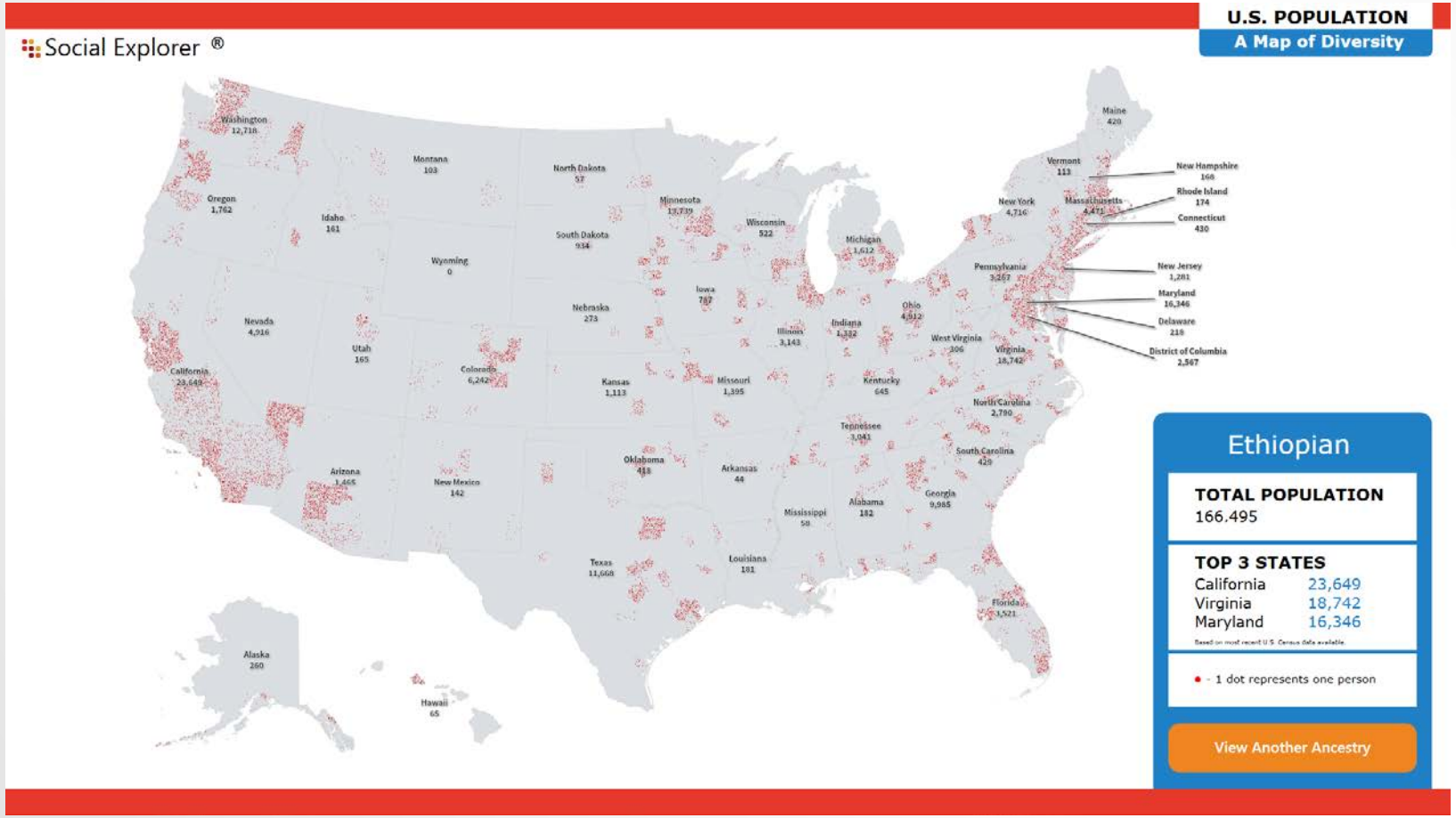


By MATTHEW BLOCH, SHAN CARTER and ALAN McLEAN | Source: 2005-9 American Community Survey, Census Bureau; socialexplorer.com

SOCIAL EXPLORER AT ELLIS ISLAND

- Part of an interactive exhibit on ancestry
- 12 million visitors

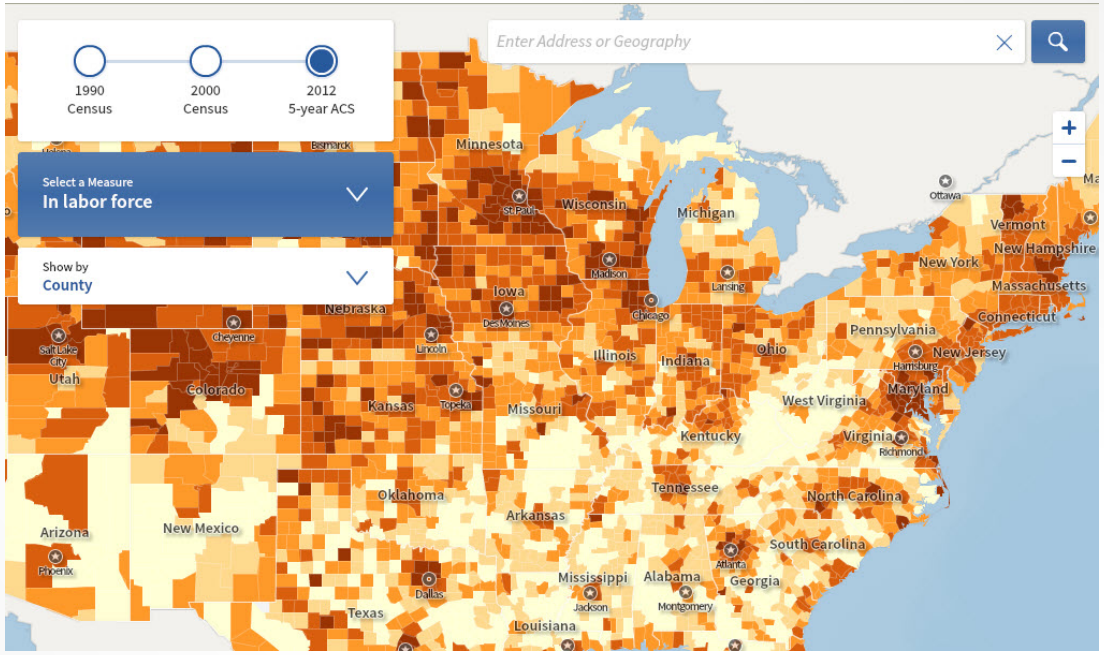
SOCIAL EXPLORER AT ELLIS ISLAND



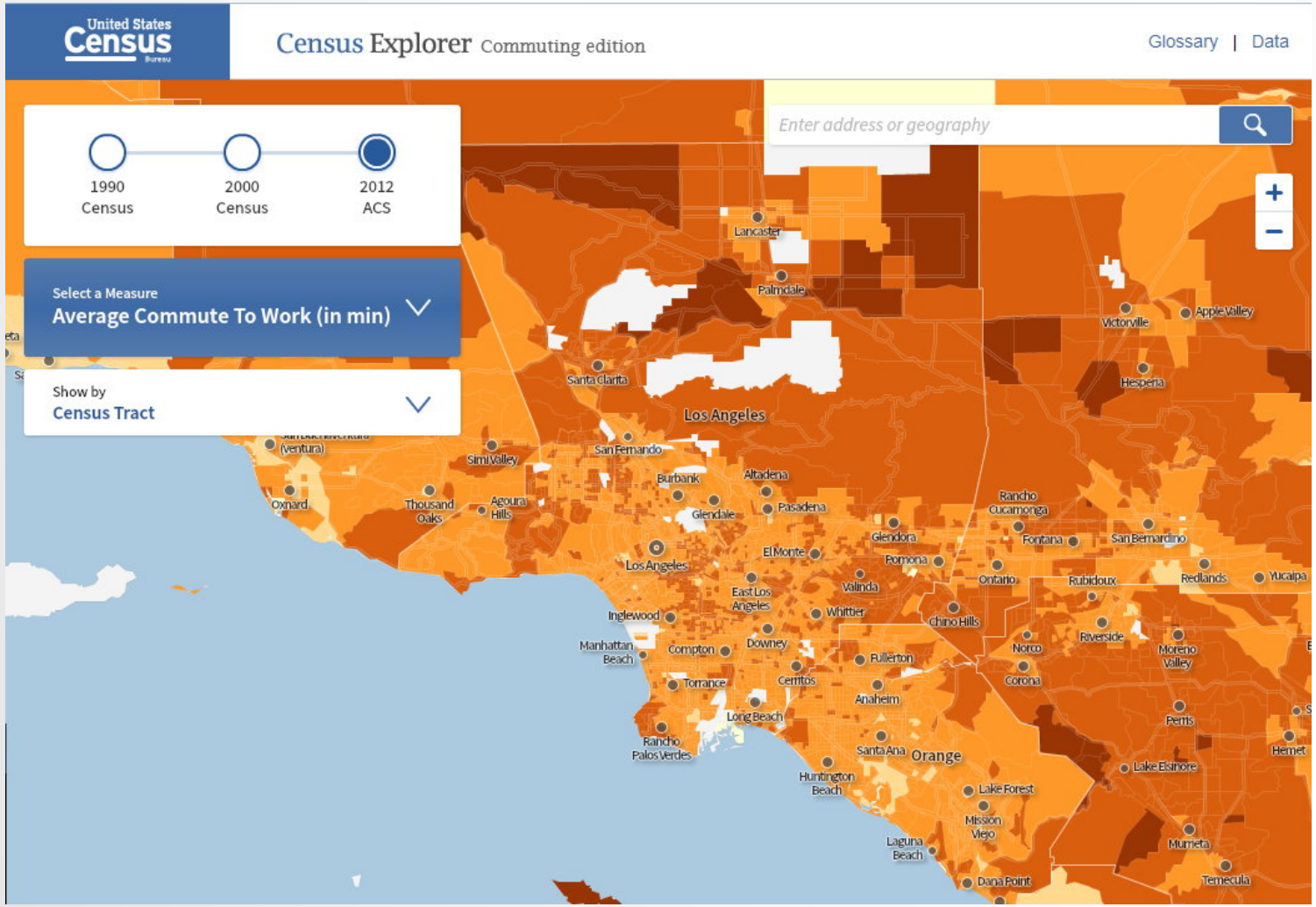
CENSUS EXPLORER

www.census.gov/censusexplorer

United States™ Census Bureau



CENSUS EXPLORER: COMMUTING EDITION



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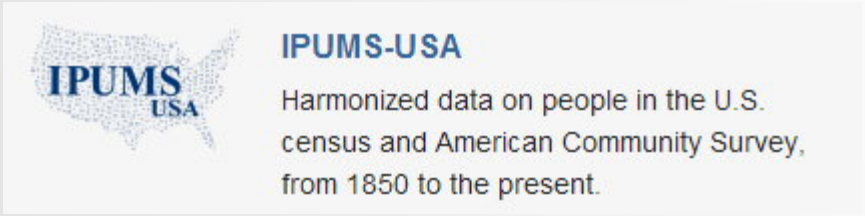
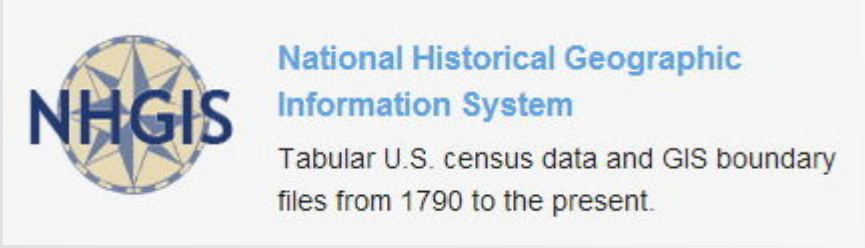


www.ipums.org



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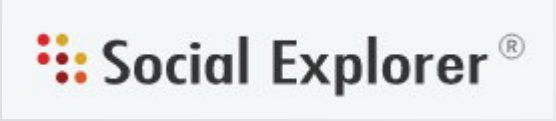

www.socialexplorer.com

THANK YOU

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todd.gardner@sdstate.edu