




SOCIAL EXPLORER

AND OTHER ALTERNATIVES TO AMERICAN FACTFINDER

Todd Gardner

Annual Meeting of the Rural Life and Census Data Center

June 12, 2014



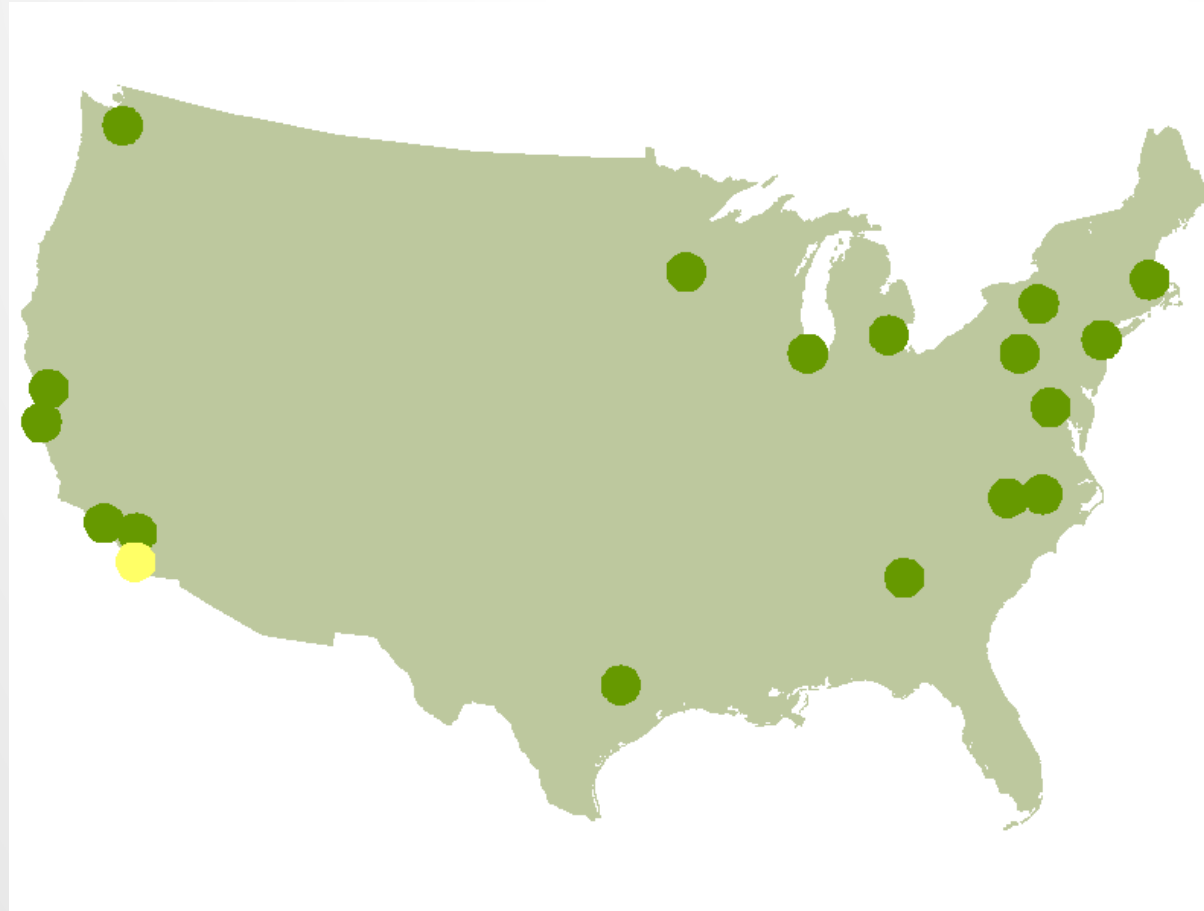
Disclaimer: This work is released to inform interested parties of ongoing research and to encourage discussion of work in progress. Any views or opinions expressed are the author's own and do not necessarily reflect the view or opinions of the U.S. Census Bureau.

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THE CENSUS BUREAU'S NATIONAL NETWORK OF RESEARCH DATA CENTERS



SOURCES OF PUBLIC DATA



IPUMS-USA

Harmonized data on people in the U.S. census and American Community Survey, from 1850 to the present.

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



National Historical Geographic Information System

Tabular U.S. census data and GIS boundary files from 1790 to the present.

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



Aggregate data tables and online mapping.

SOURCES OF PUBLIC DATA



IPUMS-USA

Harmonized data on people in the U.S. census and American Community Survey, from 1850 to the present.

www.ipums.org



National Historical Geographic Information System

Tabular U.S. census data and GIS boundary files from 1790 to the present.

www.nhgis.org



www.socialexplorer.com

IPUMS



IPUMS-USA

Harmonized data on people in the U.S. census and American Community Survey, from 1850 to the present.

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

Integrated Public Use Microdata Series



IPUMS-International

Harmonized data for 1960 forward, covering 544 million people in 238 censuses from around the world.



IPUMS-USA

Harmonized data on people in the U.S. census and American Community Survey, from 1850 to the present.



IPUMS-CPS

Harmonized data on people in the Current Population Survey, every March from 1962 to the present.



North Atlantic Population Project

Complete-count data from 1800s censuses of Canada, Great Britain, Germany, Iceland, Norway, Sweden, and the U.S.



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

Geographic Levels [Show compound geographic levels](#)

Most Popular

- All
- Standard US
- Small Area Statistical Units
- Metropolitan and Urban/Rural
- Place
- Native American
- Legislative/Election
- County Subdivision
- ZIP Code
- School
- NHGIS Time Series Levels

Nation
 Nation

State
 State

County
 County (by State)

Census Tract
 Census Tract (by State--County)

Block Group
 Block Group (by State--County--Census Tract)

Block
 Block (by State--County--Census Tract)

County Subdivision
 County Subdivision (by State--County)

Place
 Place (by State)

Consolidated City
 Consolidated City (by State)

Core Based (Metropolitan/Micropolitan) Statistical Area [2003-Present]
 Metropolitan Statistical Area/Micropolitan Statistical Area

Metropolitan Statistical Area/Consolidated Metropolitan Statistical Area [1990-2000]
 Metropolitan Statistical Area/Consolidated Metropolitan Statistical Area

Urban Area [1970-Present]
 Urban Area

5-Digit ZIP Code Tabulation Area [2000-Present]
 5-Digit ZIP Code Tabulation Area

5-Digit ZIP Code [1980-2002]
 5-Digit ZIP Code

NHGIS IS THE DATA SOURCE FOR SOCIAL EXPLORER

Professional Edition provided by Social Explorer

Social Explorer[®] Maps & Tables How To My Explorer Todd Gardner ▾

Maps **Tables**

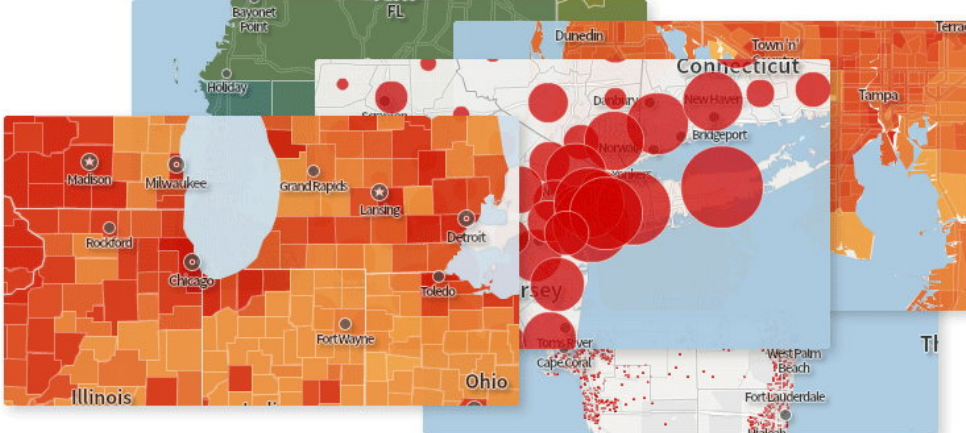
Present data in a clear, visually comprehensible manner.

Interactive maps can be made on a variety of subjects with data from several censuses.

Explore U.S. Demography

Explore 220 years of demographic data with over 20,000 socio-economic indicators between 1790 and the present. Includes all decennial censuses, American Community Surveys, and two religion surveys.

[Start Here →](#)



The image displays three overlapping maps illustrating demographic data. The top-left map is a choropleth map of the Midwest region, showing counties in shades of orange and red, with labels for Madison, Milwaukee, Grand Rapids, Lansing, Detroit, Toledo, Chicago, Rockford, and Fort Wayne. The top-right map is a bubble map of the Northeast region, with red circles of varying sizes representing data points, labeled with cities like Dunedin, New Haven, Bridgeport, and Norwalk. The bottom map is a map of Florida, showing counties in shades of orange and red, with labels for Bayonet Point, Holiday, and Tampa.

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

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

CUSTOM REPORTS

Download data in Excel format

Census 2010

[Choose census year](#) ▶ [Geographies](#) ▶ [Tables](#) ▶ [Results](#)

Report

Excel

Data Download

[Link](#)

Download the report as a Microsoft Excel file. Several versions of Excel are supported: 2007, 2003, 2000 and '97. The most notable difference is that versions prior to Excel 2007 are limited to 255 columns and 65,535 rows, per sheet. For these versions, if you select more than 255 geographies, they will be output on separate sheets. You may also choose to output just the totals.

Please set options before you download the report:

General options:

- Output percents
- Output totals only (aggregates)

Formatting:

Download Microsoft Excel:



Excel 2007 (.xlsx)

XLSX 2007



Excel 2003 (.xls)

XLS 2003



Excel 2000 (.xls)

XLS 2000



Excel '97 (.xls)

XLS 97

CUSTOM REPORTS

Download data for use with
statistical software

Census 2010

[Choose census year](#) ▶ [Geographies](#) ▶ [Tables](#) ▶ [Results](#)

Report

Excel

Data Download

[Link](#)


Download data in CSV format. CSV stands for Comma Separated Values, and it is a highly portable format that can be read by many software programs including many statistical packages, databases, spreadsheets and GIS applications. You can also open these files directly in Microsoft Excel or import the data into Microsoft Access. Encoding: Western Latin-1 (ISO-8859-1).

Please set options before you download any data or import programs (these options affect both).





Output options:

- TAB delimited files (STATA users should use this option to make import more efficient & accurate!)
- Output column labels in the first row
- Output ALL geographic identifiers
- Output percents (first variable in each table is the base)
- Output DBF friendly column names

Download data by geography type:

 [Nation data \(CSV\)](#)
Summary Level: 010
Geography Nesting: Nation
Selected: 1

Download programs to import and label data:

 [SAS](#)
 [SPSS](#)
 [STATA:](#) (please select TAB delimited files in Output Options above)
 [Data dictionary \(text file\)](#)

TABLES

Choose geography first

Social Explorer[®]

Census 2010

[Choose census year](#) ▶ [Geographies](#) ▶ [Tables](#) ▶ [Results](#)

List Geographies | **FIPS Codes**

Select a geographic type: [\(Show all geographies\)](#)

050 County

Select a State:

South Dakota

Select one or more geographic areas and click 'add':

- Bon Homme County, South Dakota
- Brookings County, South Dakota
- Brown County, South Dakota
- Brule County, South Dakota
- Buffalo County, South Dakota
- Butte County, South Dakota
- Campbell County, South Dakota
- Charles Mix County, South Dakota
- Clark County, South Dakota

Add Remove

Current Geography Selections:

- County - 050 -----
- Brookings County, South Dakota

Proceed to Tables >

ACS 2008 -- 2012 (5-Year Estimates)

[Choose census year](#) ▶ [Geographies](#) ▶ [Tables](#) ▶ [Results](#)

List Tables

Search by Keyword

Premade Reports

Select a dataset:

Social Explorer Tables: ACS 2008 to 2012 (5-Year Estimates) ▼

Select one or more tables and click 'add':

T48. Unemployment Rate For The Population 16 Years And Over (White Alone, Not Hispanic Or Latino)
T49. Industry By Occupation For Employed Civilian Population 16 Years And Over
T50. Occupation For Employed Civilian Population 16 Years And Over
T51. Occupation For Male Employed Civilian Population 16 Years And Over
T52. Occupation For Female Employed Civilian Population 16 Years And Over
T53. Employment Sector For Employed Civilian Population 16 Years And Over
T54. Employment Sector For Male Employed Civilian Population 16 Years And Over
T55. Employment Sector For Female Employed Civilian Population 16 Years And Over
T56. Household Income (In 2012 Inflation Adjusted Dollars)
T56A. Household Income (In 2012 Inflation Adjusted Dollars) - Cumulative (Less)
T56B. Household Income (In 2012 Inflation Adjusted Dollars) - Cumulative (More)
T57. Median Household Income (In 2012 Inflation Adjusted Dollars)

Abbreviations: AIAN - American Indian and Alaska Native; NHPI - Native Hawaiian and Other Pacific Islander

Add ▼

Remove ▲

Current Table Selections:

Show results >

TABLES

- Choose from list
- Search by Keyword
- Premade Reports

MAPS

























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

Browse by Category | Browse by Survey

Survey year:

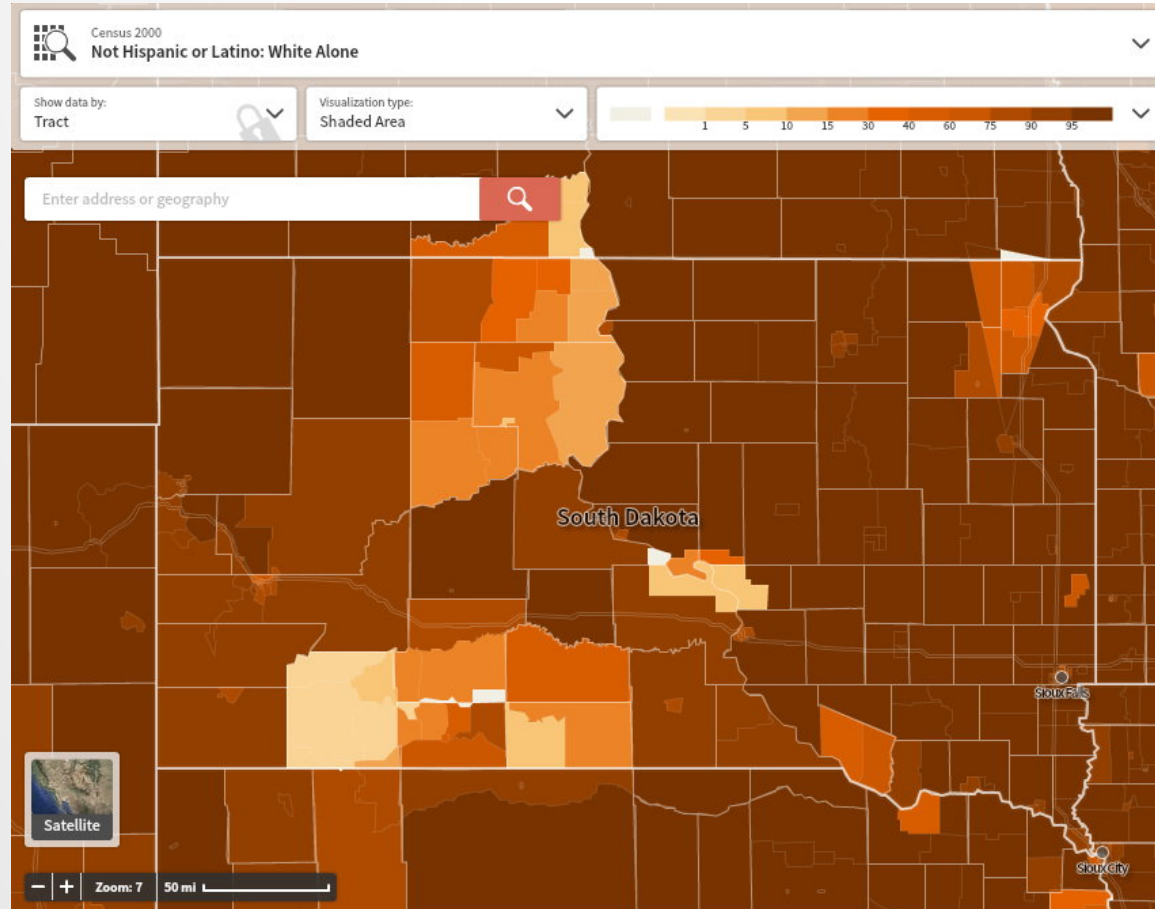
:002 2006 2007 2008 2009 **2010** 2011 2012

Available Categories

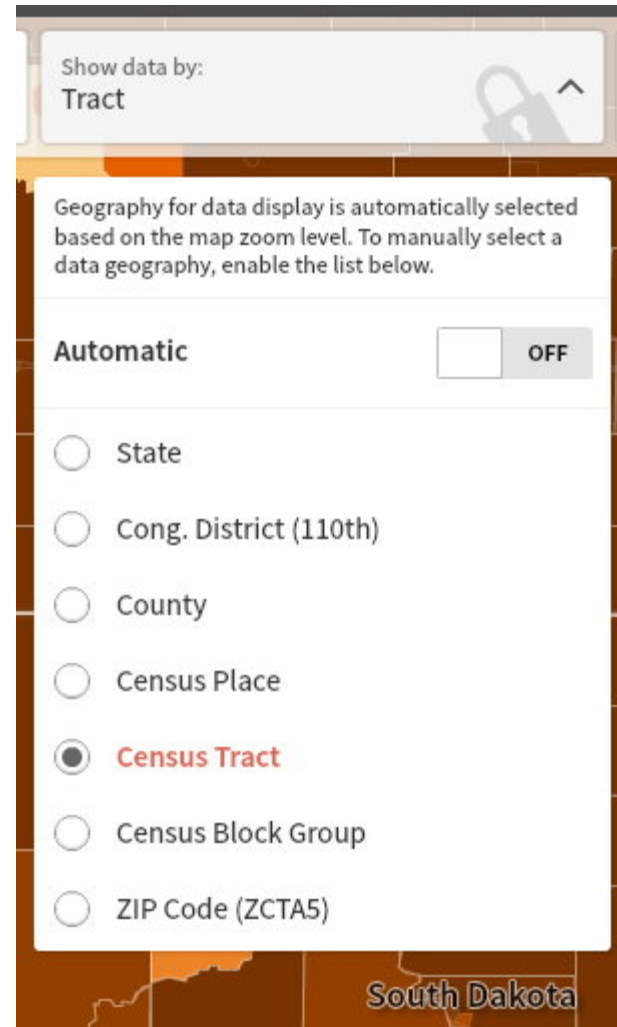
| | | |
|---|---|---|
|  Population |  Age |  Sex |
|  Race |  Income |  Family Structure |
|  Marital Status |  Group Quarters |  Unmarried Partners |
|  Education |  Housing |  House Value |
|  Labor Force |  Employment Sector |  Occupation |
|  Unemployment |  Poverty |  Travel Time To Work |
|  Transportation |  Veterans |  Residence |
|  Native/Foreign Born |  Ancestry |  Asian and Hispanic Groups |

SOCIAL EXPLORER MAP


PERCENT WHITE NON-HISPANIC IN SOUTH DAKOTA, 2000






CHANGE GEOGRAPHIC LEVEL

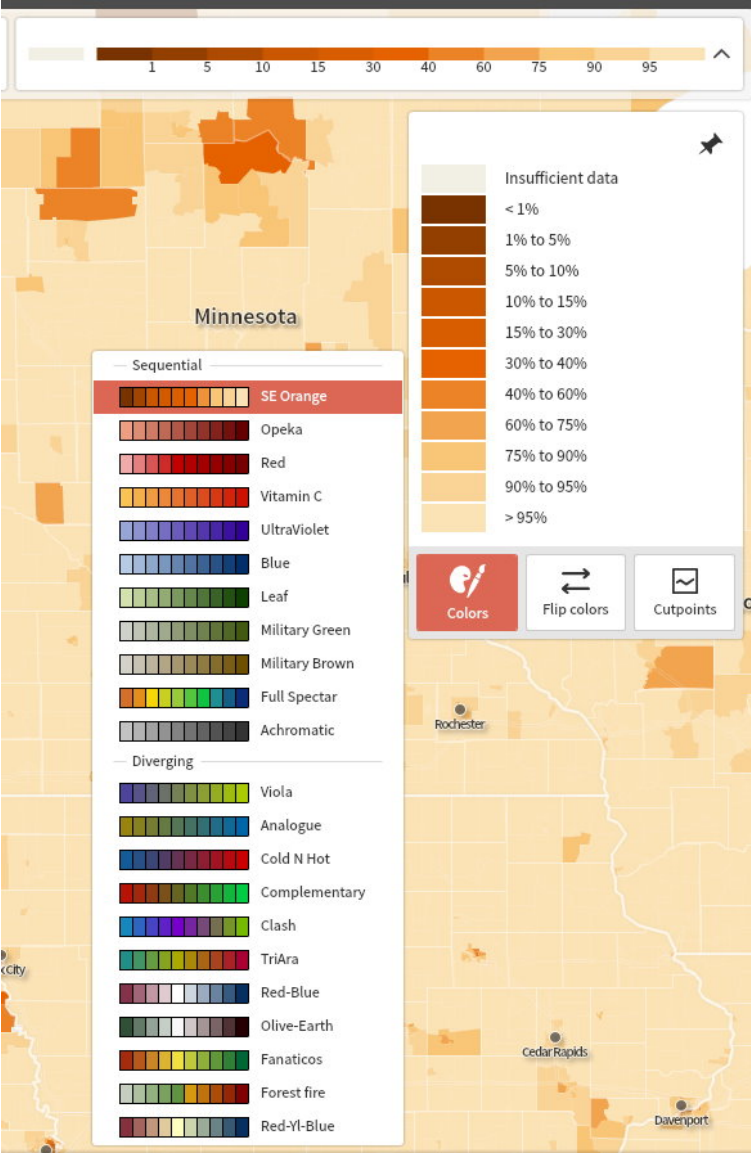


CHANGE VISUALIZATION

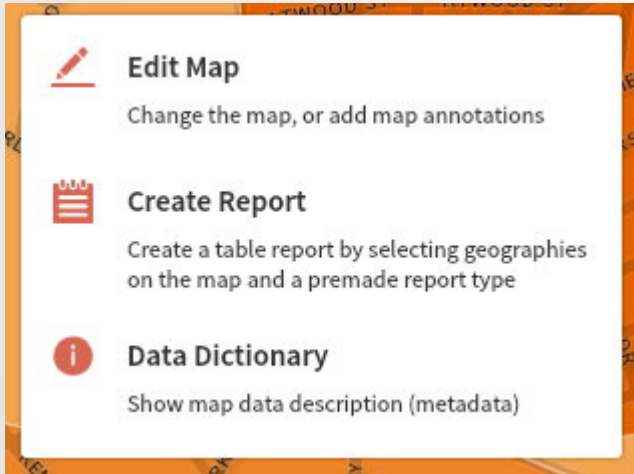
Visualization type:
Shaded Area 




-  **Shaded Area**
The Shaded Area Map displays data as darker or lighter colors corresponding to areas of higher or lower value.
-  **Bubbles**
The Sized Bubble Map displays data as circles of varying size. The size of each circle corresponds to its value - the higher the value, the larger the circle.
-  **Dot Density**
The Dot Density Map displays data as dots representing a discrete amount of values per dot. The dots are randomly scattered across the area.

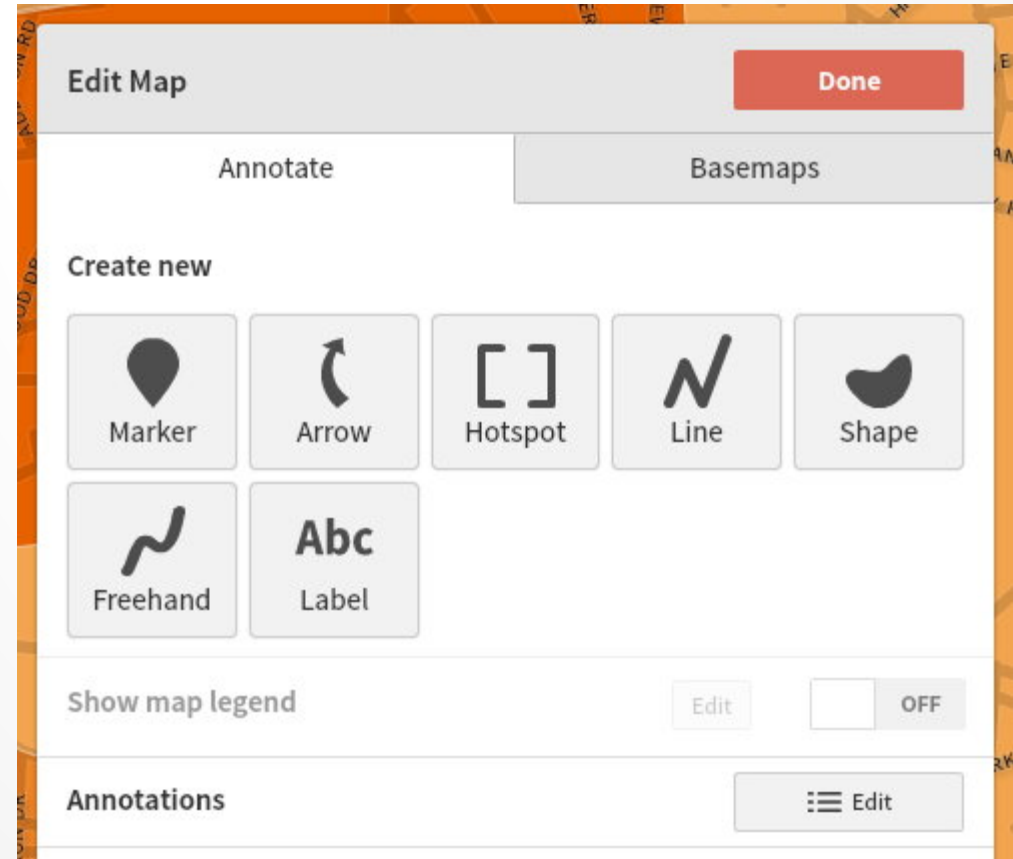
CHANGE COLORS



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

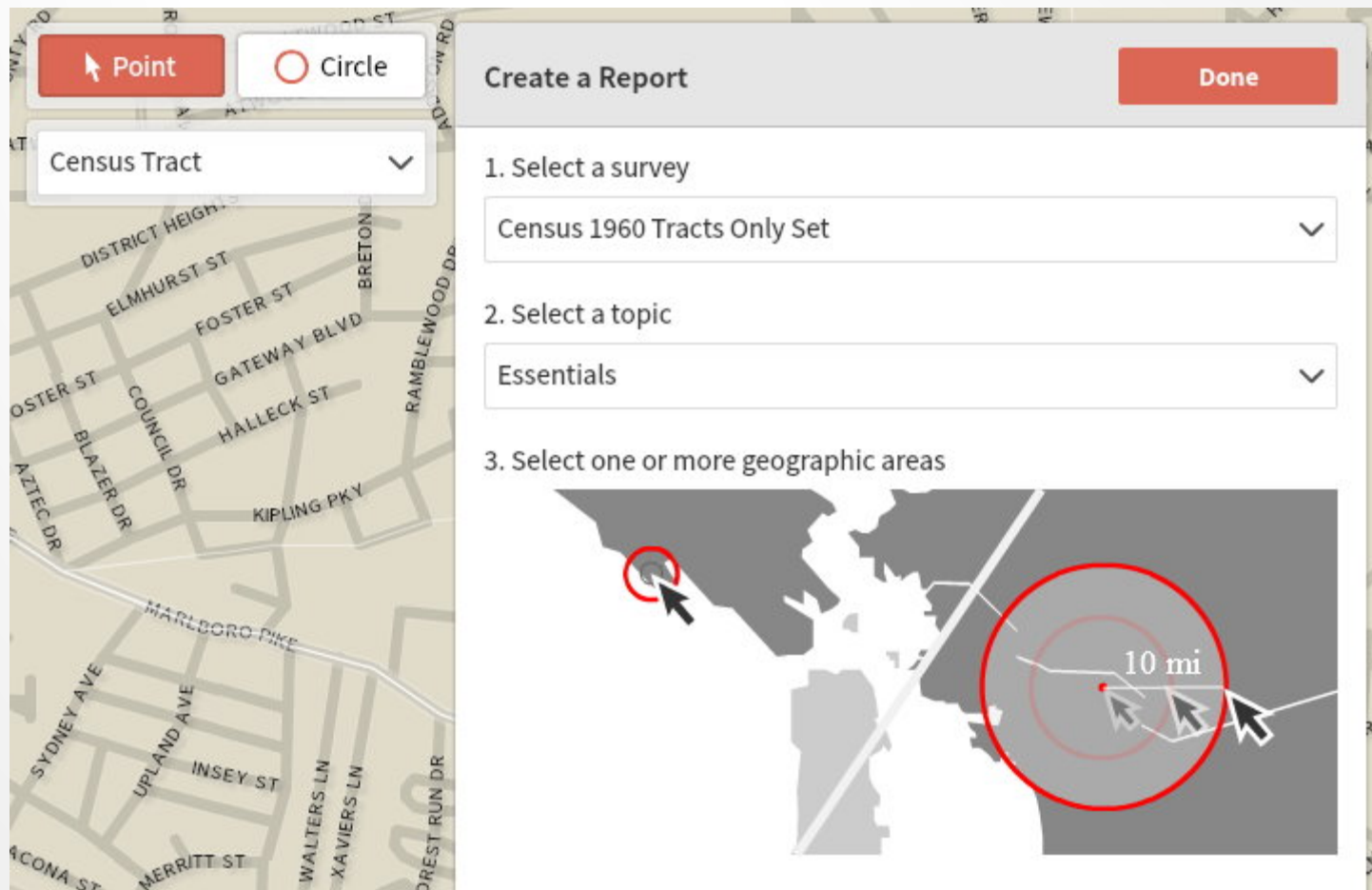
-  Marker
-  Arrow
-  Hotspot
-  Line
-  Shape
-  Freehand
-  **Abc**
Label

Show map legend Edit OFF

Annotations Edit

CREATE REPORT

-  **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)

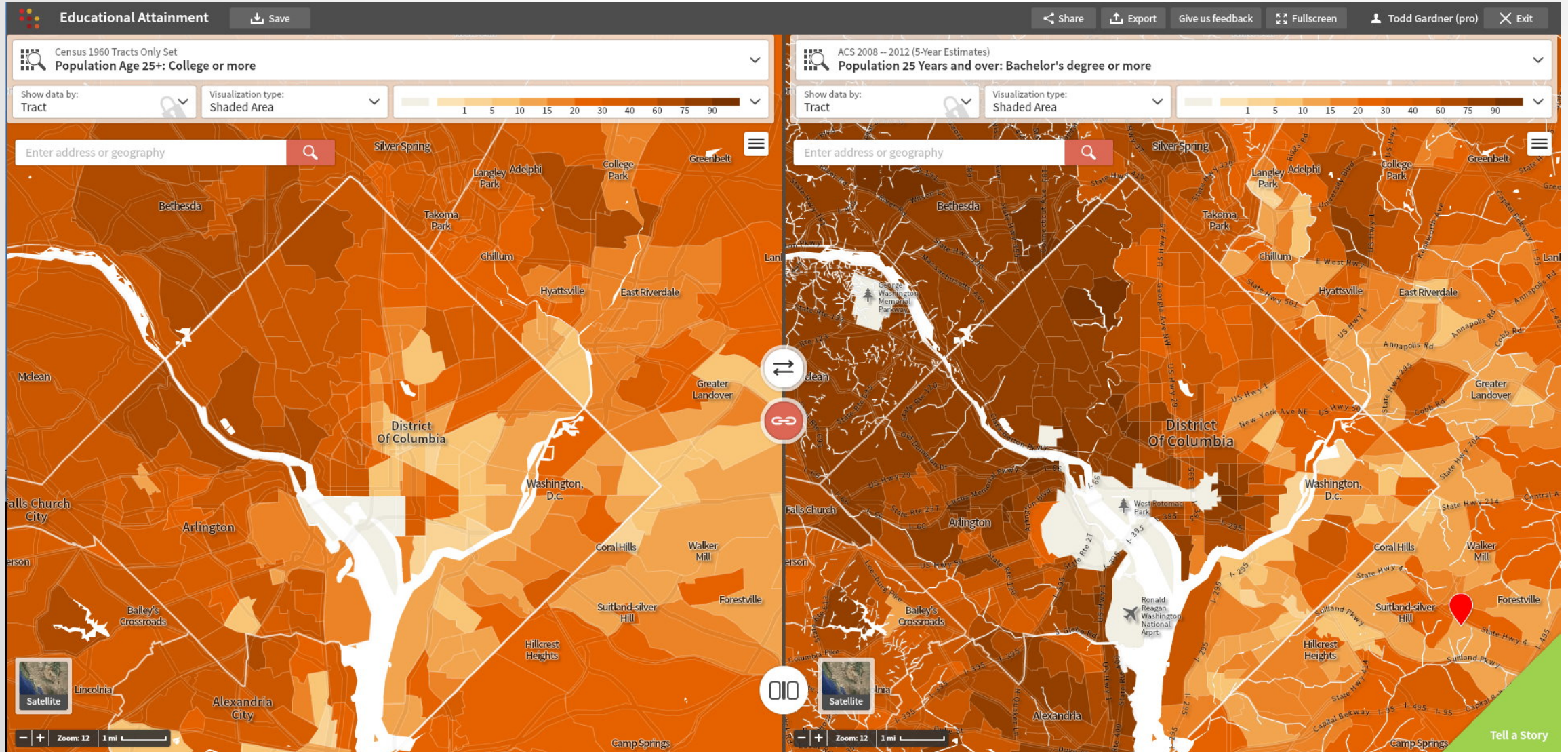


Create a Report Done

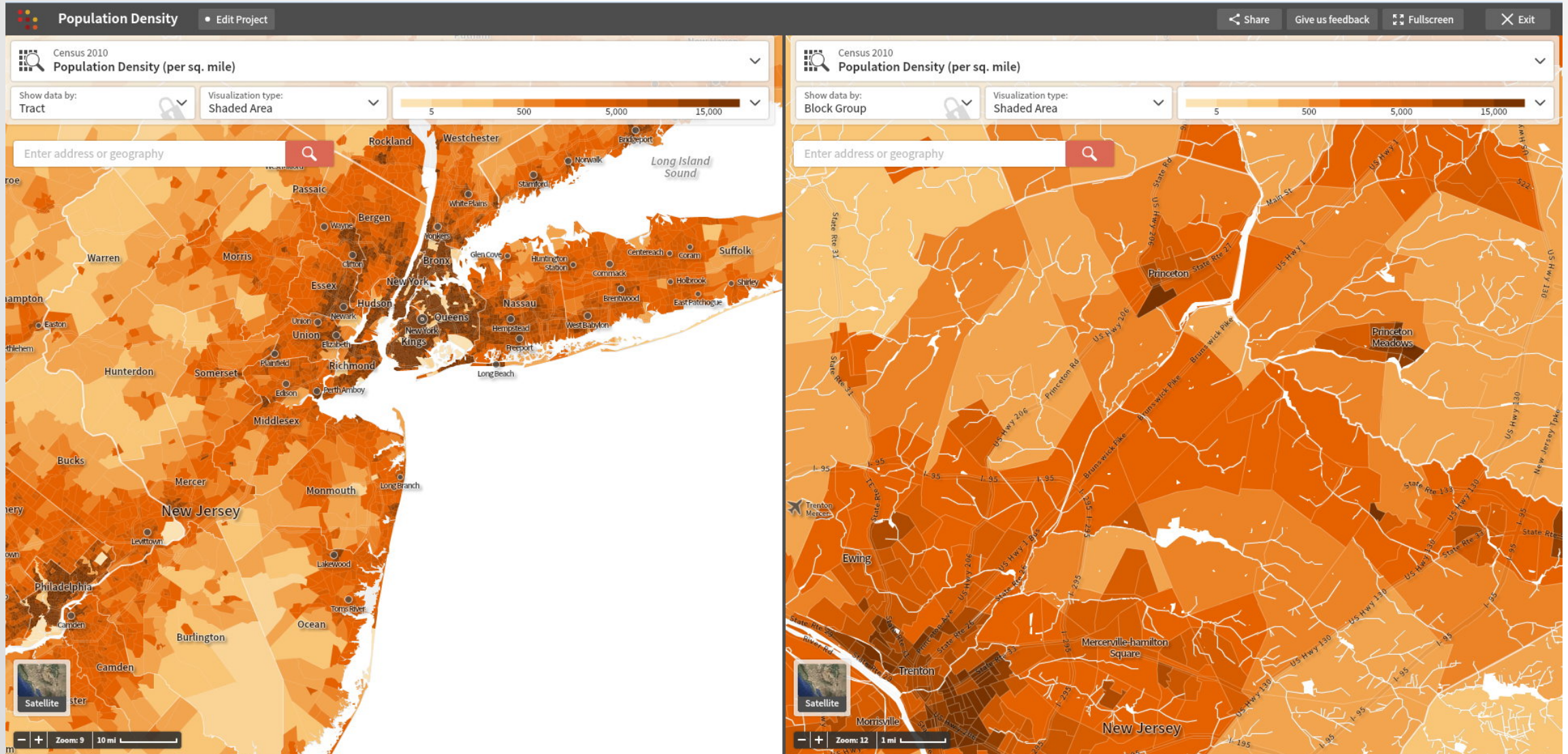
1. Select a survey
Census 1960 Tracts Only Set
2. Select a topic
Essentials
3. Select one or more geographic areas

10 mi

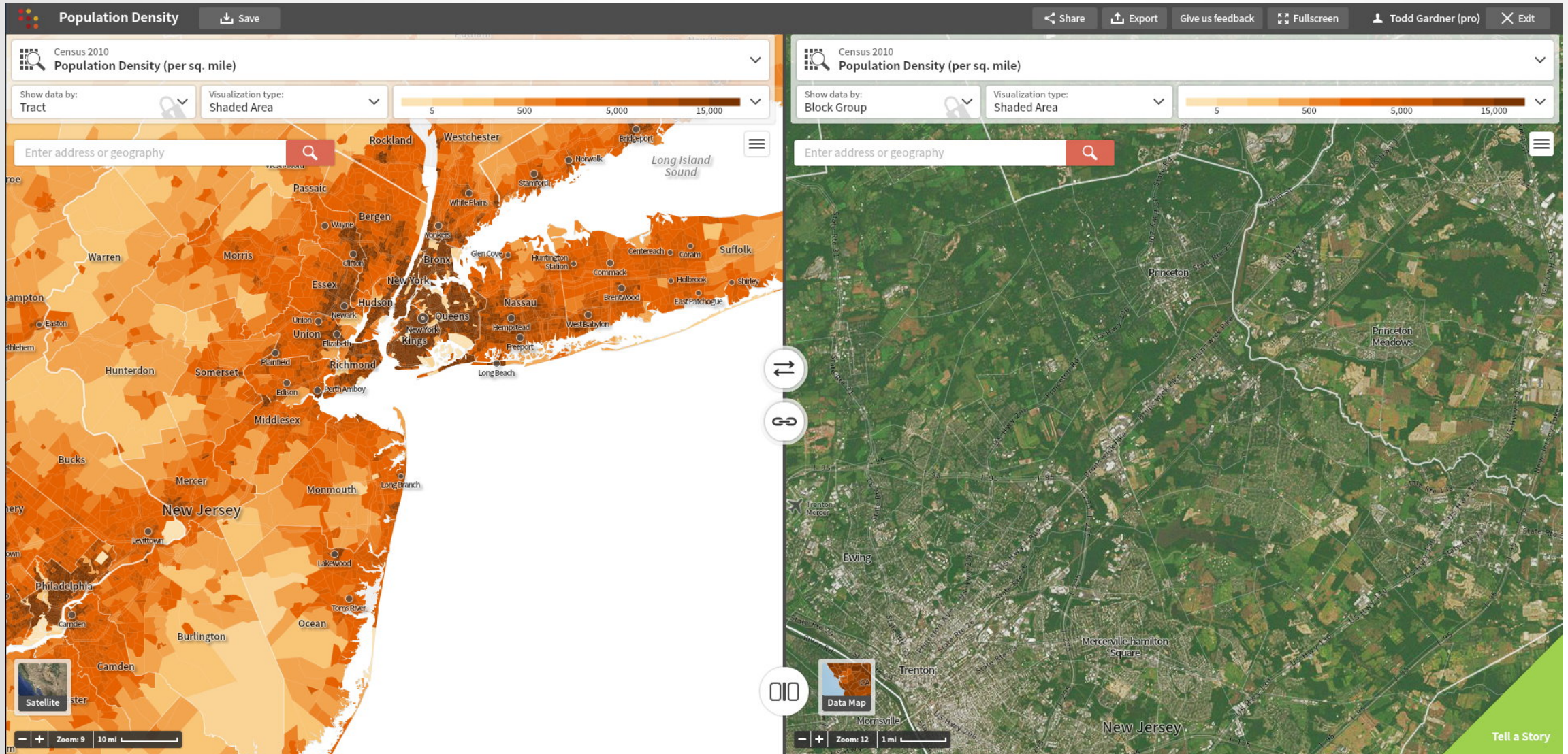
SPLIT SCREEN MAP



SPLIT SCREEN MAP



SPLIT SCREEN MAP

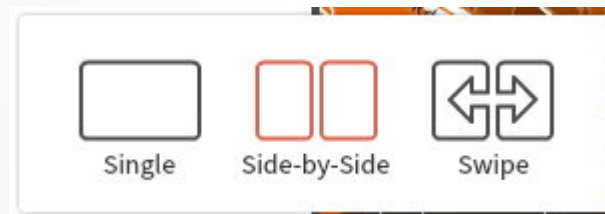


SPLIT SCREEN COMMANDS



Flip images

Lock images



TELL A STORY

Title

Description

Media content



Add



Duplicate



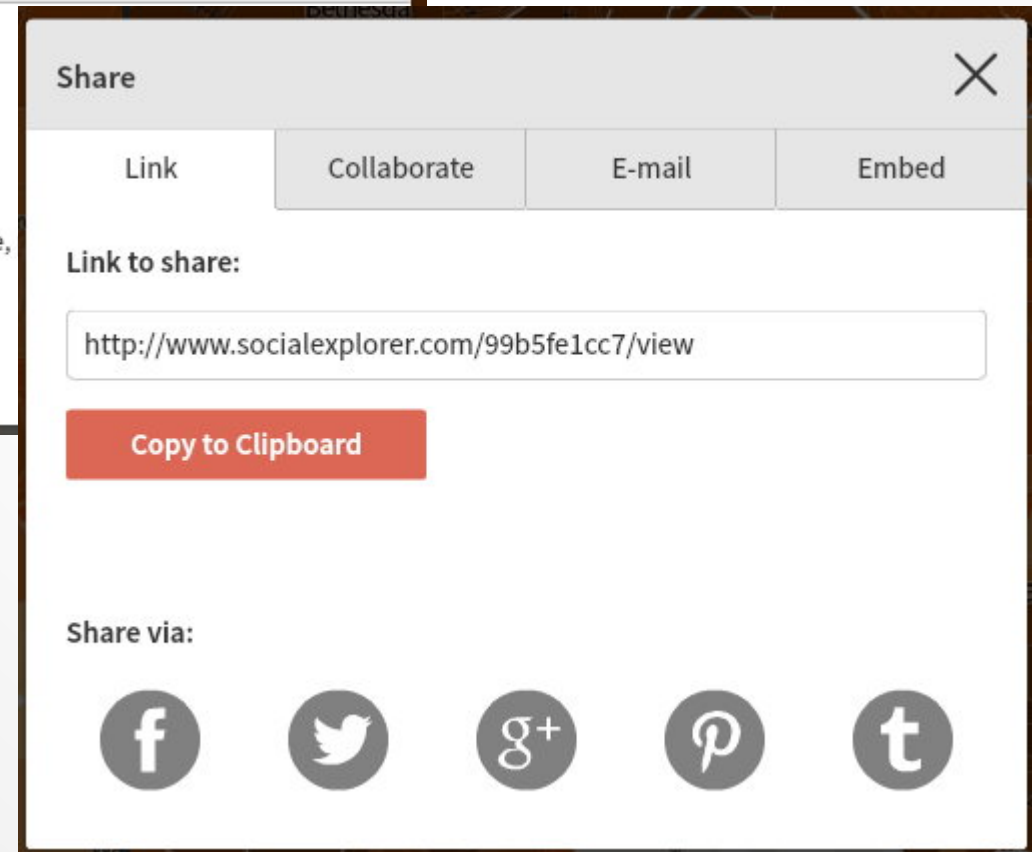
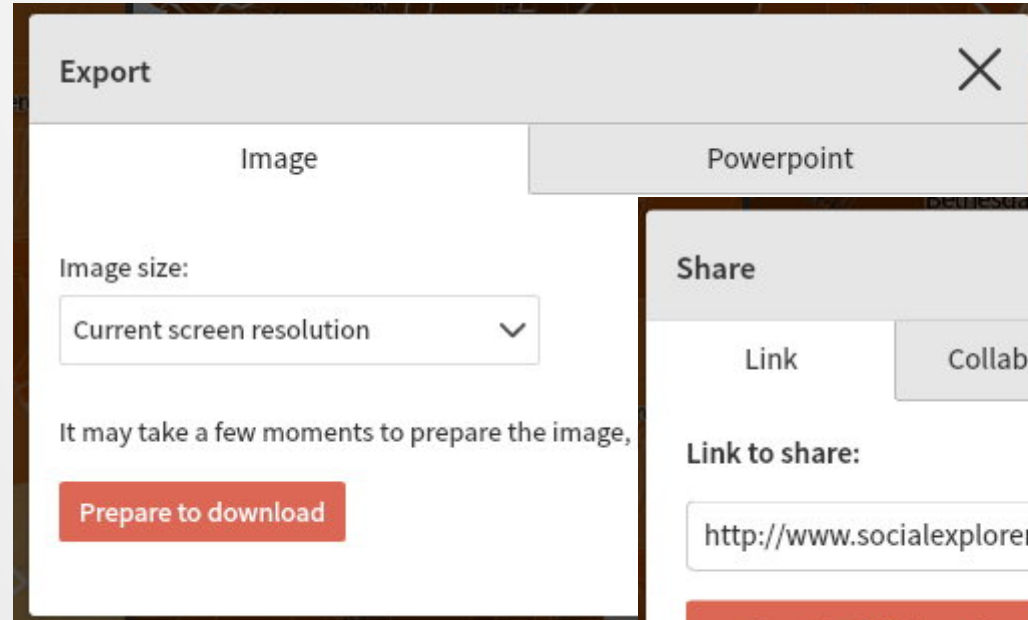
Delete



Preview

MANAGING PROJECTS

- Save
- Print
- Export
- Share



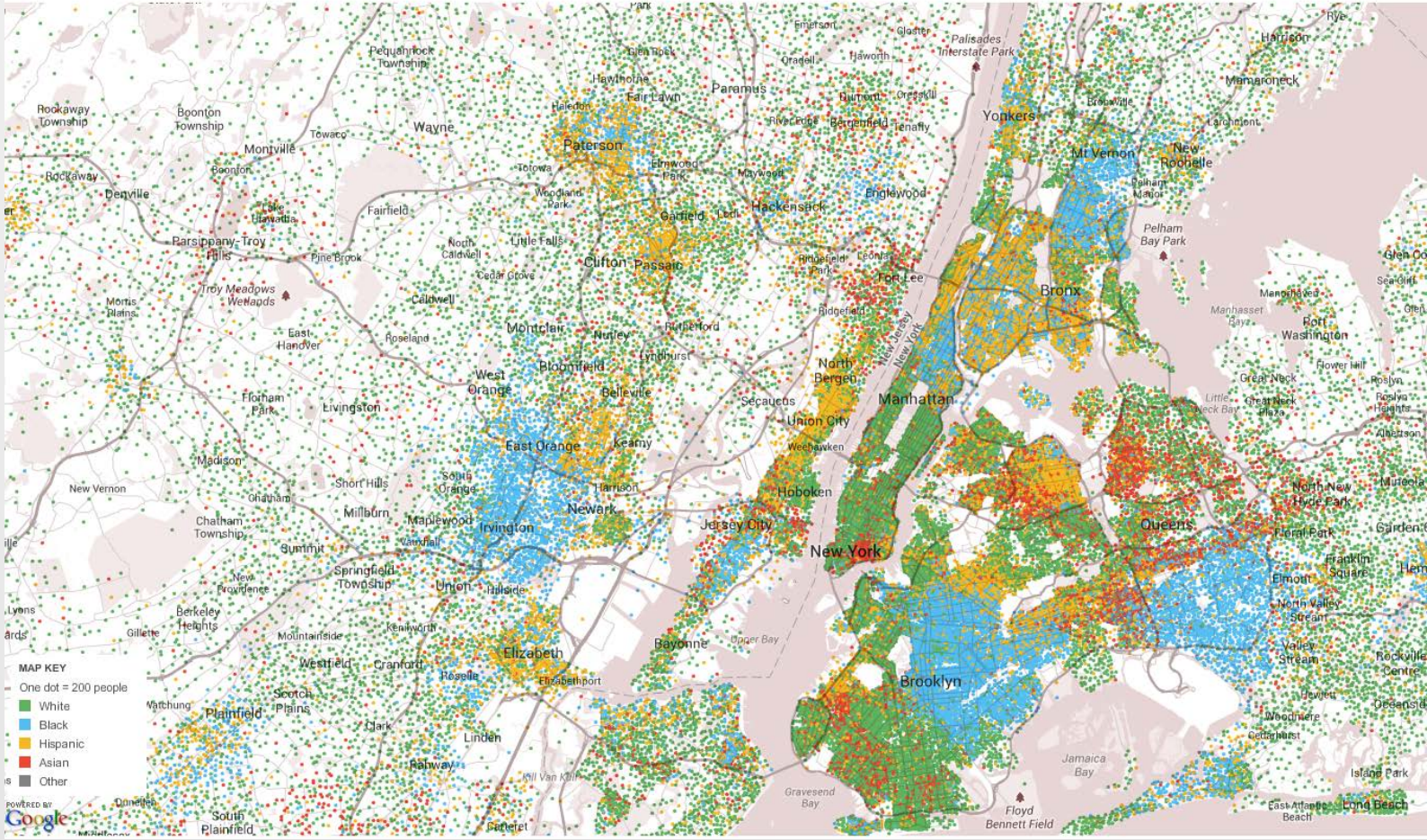
SOCIAL EXPLORER IN THE NEW YORK TIMES

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

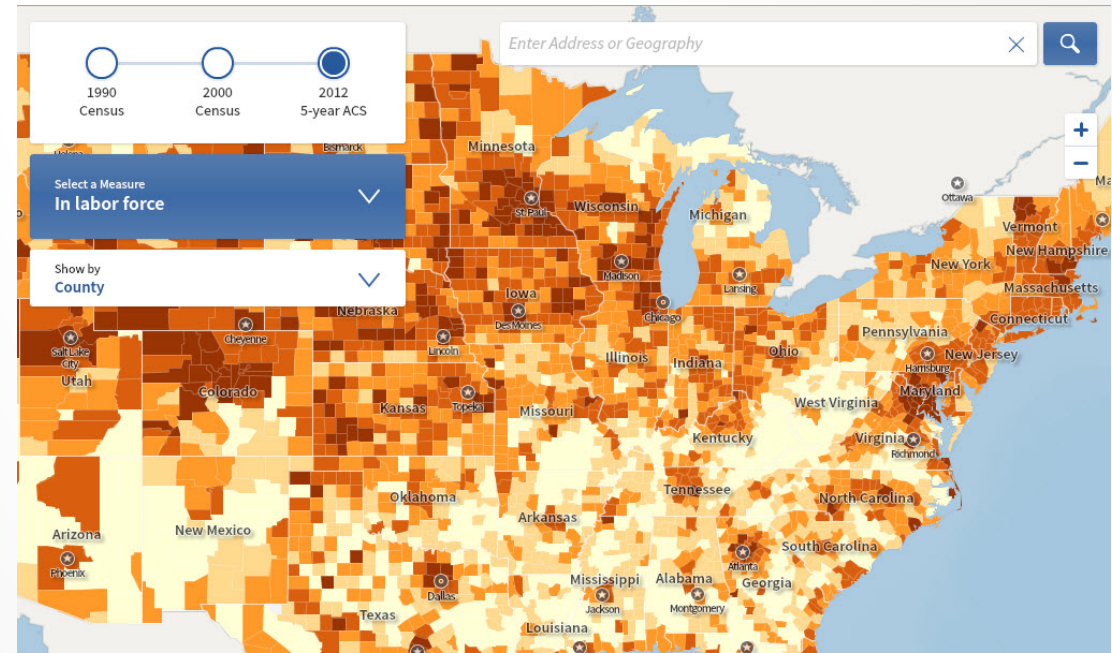
SOCIAL EXPLORER AT ELLIS ISLAND

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

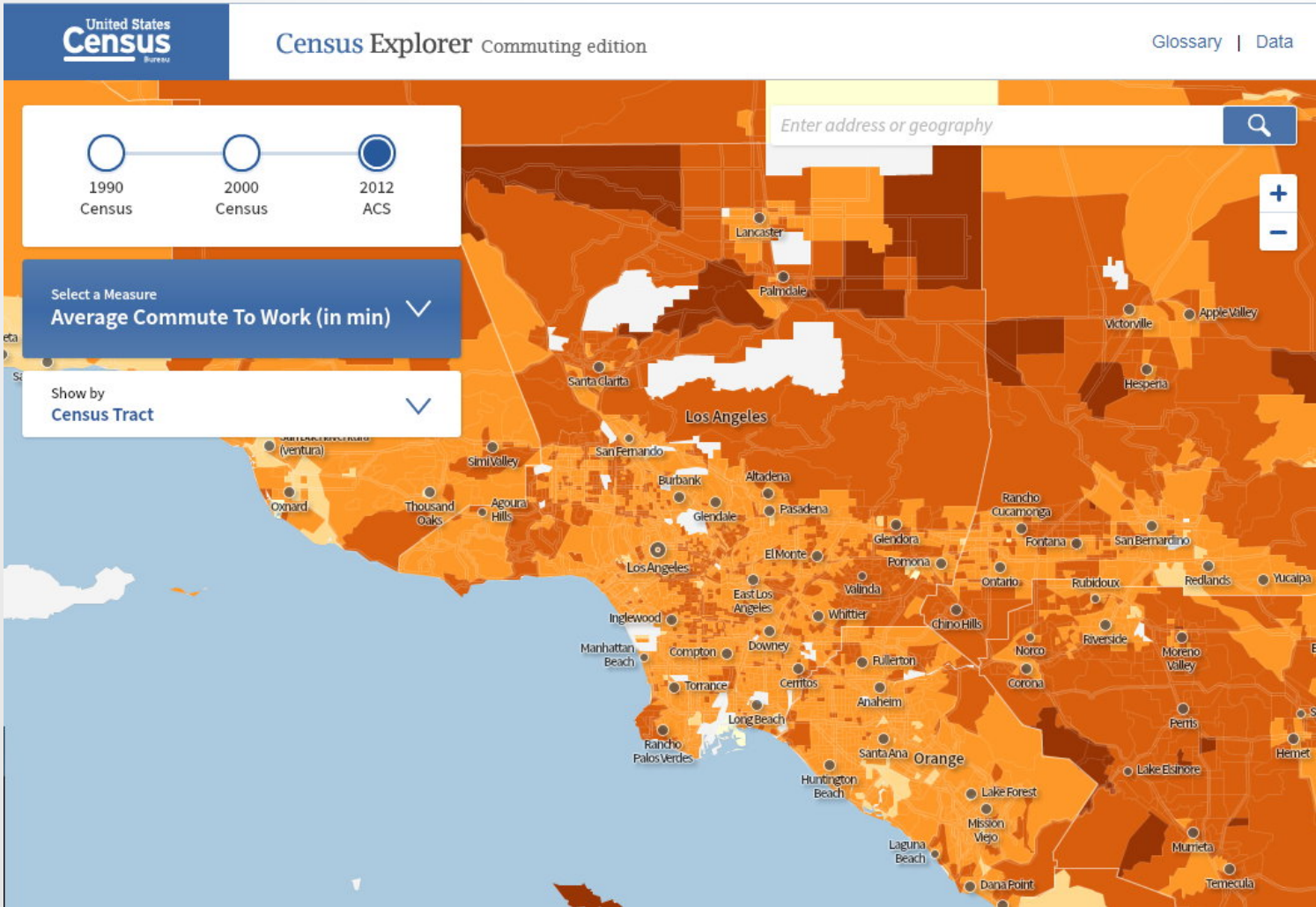


CENSUS EXPLORER

www.census.gov/censusexplorer



CENSUS EXPLORER: COMMUTING EDITION



SOURCES OF PUBLIC DATA



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Tabular U.S. census data and GIS boundary files from 1790 to the present.

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www.socialexplorer.com



THANK YOU

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