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.

**National Historical Geographic Information System**
Tabular U.S. census data and GIS boundary files from 1790 to the present.

**Social Explorer**

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

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

Social Explorer®

www.socialexplorer.com
IPUMS

### 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.

- **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)
- SABINS aggregate data and boundary files for School Attendance Boundary Zones (2009-2010 academic year)
## NHGIS Data Finder geographic levels

### Most Popular
- **Nation**
- **State**
- **County**
- **Census Tract**
- **Block Group**
- **Block**
- **County Subdivision**
- **Place**
- **Consolidated City**
- **Core Based Metropolitan Statistical Area (1990-2000)**
- **5-Digit ZIP Code Tabulation Area (2000-Present)**

### Geographic Levels

**Filter**
- Options
- Review

**Apply Filters**
- Geographic Levels
- Years
- Topics
- Datasets

**NHGIS Time Series Levels**
- NHGIS Time Series Levels
NHGIS IS THE DATA SOURCE FOR SOCIAL EXPLORER

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 →
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
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

### Statistics

#### SE:T1. Total Population

<table>
<thead>
<tr>
<th></th>
<th>United States</th>
<th>District of Columbia, District of Columbia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>309,138,711</td>
<td>605,759</td>
</tr>
</tbody>
</table>

#### SE:T2. Population Density (per sq. mile)

<table>
<thead>
<tr>
<th></th>
<th>United States</th>
<th>District of Columbia, District of Columbia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>309,138,711</td>
<td>605,759</td>
</tr>
<tr>
<td>Population Density (per sq. mile)</td>
<td>87.5</td>
<td>9,922.6</td>
</tr>
<tr>
<td>Area (Land)</td>
<td>3,531,905.35</td>
<td>61.05</td>
</tr>
</tbody>
</table>

#### SE:T56. Household Income (In 2012 Inflation Adjusted Dollars)

<table>
<thead>
<tr>
<th>Household Income</th>
<th>United States</th>
<th>District of Columbia, District of Columbia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $10,000</td>
<td>8,272,920</td>
<td>27,304</td>
</tr>
<tr>
<td>$10,000 to $14,999</td>
<td>6,250,573</td>
<td>11,975</td>
</tr>
<tr>
<td>$15,000 to $19,999</td>
<td>6,139,302</td>
<td>9,725</td>
</tr>
<tr>
<td>$20,000 to $24,999</td>
<td>6,169,899</td>
<td>9,771</td>
</tr>
<tr>
<td>$25,000 to $29,999</td>
<td>6,004,724</td>
<td>9,231</td>
</tr>
<tr>
<td>$30,000 to $34,999</td>
<td>5,935,053</td>
<td>9,489</td>
</tr>
<tr>
<td>$35,000 to $39,999</td>
<td>5,469,262</td>
<td>9,651</td>
</tr>
<tr>
<td>$40,000 to $44,999</td>
<td>5,507,464</td>
<td>10,683</td>
</tr>
<tr>
<td>$45,000 to $49,999</td>
<td>4,802,520</td>
<td>8,606</td>
</tr>
<tr>
<td>$50,000 to $59,999</td>
<td>9,307,522</td>
<td>16,914</td>
</tr>
<tr>
<td>$60,000 to $74,999</td>
<td>11,672,260</td>
<td>21,497</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>14,110,948</td>
<td>29,172</td>
</tr>
<tr>
<td>$100,000 to $124,999</td>
<td>9,236,956</td>
<td>22,457</td>
</tr>
<tr>
<td>$125,000 to $149,999</td>
<td>5,531,631</td>
<td>14,978</td>
</tr>
<tr>
<td>$150,000 to $199,999</td>
<td>5,510,639</td>
<td>19,794</td>
</tr>
<tr>
<td>$200,000 or More</td>
<td>5,345,209</td>
<td>29,944</td>
</tr>
</tbody>
</table>

#### SE:T57. Median Household Income (In 2012 Inflation Adjusted Dollars)

<table>
<thead>
<tr>
<th>Median household Income (In 2012 Inflation Adjusted Dollars)</th>
<th>United States</th>
<th>District of Columbia, District of Columbia</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$53,046</td>
<td>$64,267</td>
</tr>
</tbody>
</table>
Census 2010

Choose census year → Geographies → Tables → Results

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 65,536 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)
- Excel 2003 (.xls)
- Excel 2000 (.xls)
- Excel '97 (.xls)
CUSTOM REPORTS

Download data for use with statistical software
TABLES

Choose geography first
### Tables

- Choose from list
- Search by Keyword
- Premade Reports

**ACS 2008 -- 2012 (5-Year Estimates)**

**Select a dataset:**

Social Explorer Tables: ACS 2000 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

**Current Table Selections:**

- 

**Show results**
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

Visualisation 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 pre-made report type

Data Dictionary
Show map data description (metadata)
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 pre-made report type

Data Dictionary
Show map data description (metadata)
SPLIT SCREEN MAP
SPLIT SCREEN COMMANDS

Flip images
Lock images
TELL A STORY
MANAGING PROJECTS

- Save
- Print
- Export
- Share
Mapping America: Every City, Every Block

Drone local data from the Census Bureau's American Community Survey, based on samples from 2005 to 2010. 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
SOCIAL EXPLORER AT ELLIS ISLAND

- Part of an interactive exhibit on ancestry
- 12 million visitors
SOCIAL EXPLORER AT ELLIS ISLAND
CENSUS EXPLORER: COMMUTING EDITION
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Social Explorer®

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THANK YOU

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