



# Social Explorer

The premier US demographic online research tool



Available  
through subscription

**Social Explorer is an ideal teaching resource for courses across the social sciences, with its engaging visual approach designed to aid students in their understanding of demographic information**

**Social Explorer is an online research tool designed to provide easy access to historical and modern census data, and demographic information. It creates intuitive maps and reports that visually aid users' analysis and understanding of social change throughout US history**

## Making census data more accessible

- Over 40 billion data points.
- Over 18,000 interactive maps.
- Over 200,000 variables, with available data presented as both reports and maps.
- **The latest data:** Updated three times a year with new data from the decennial census and American Community Survey as it is released from the U.S. Census Bureau.
- **Over 200 years of Comprehensive data:** Contains the entire US census history from 1790 to 2000; the American Community Survey (ACS); and the Religious Congregations and Membership Study (RCMS) from 1980 to 2000, with the addition of 2010 and other recent data planned.
- **Maps** are interactive, easy to navigate, and include a 'find' tool that instantly locates street addresses, cities, zip codes, and towns. Maps can also be seamlessly converted into reports and animations.
- **Download data** for processing offline using any statistical package to streamline research. The reports automatically calculate aggregates, percentages, and medians to save time and eliminate errors. A standard report format is also available for convenience.
- **Create reports** at the national, state, county, census tract, block group, zip code, or census places levels for all available data.
- **The visualization of data** through the user-friendly maps allows genuine exploration of demographic and social change over time, revealing patterns hidden by raw numbers.



[www.socialexplorer.com](http://www.socialexplorer.com)

**OXFORD**  
UNIVERSITY PRESS



## For students, academics, professionals and enthusiasts in sociology, demography, geography, economics, politics, public planning, history, cultural change...

### Census data at your fingertips ...

#### Saves time

- Save and automatically export data to Excel, SPSS, and other statistical packages.
- Reports automatically calculate aggregates, percentages, and medians.
- Create and share interactive and easily navigable maps.
- **Full source disclosure** is available for all reports, with every variable linking directly to information about where the data originated.

#### Easy to use

- Online tutorials guide you through the site.
- Maps incorporate a find tool to instantly locate addresses, cities, zip codes, and towns.
- A standard report format is available for convenience.
- Replaces printed volumes spanning 22 decades of census data with easy-to-use, interactive online tools.
- **Export, save, and print maps and reports** for professional-looking reports, presentations, and graphics. You can also produce custom map animations.

### Customer services include ...

- Extensive online help and excellent customer and technical support.
- Detailed COUNTER compliant usage statistics to determine how your users are using **Social Explorer**.



- **View the distribution for a specific country's ancestry across the US**
- **Chart the movement and growth/decline of city populations**
- **Locate hotspots for specific industries**
- **How does education relate to unemployment?**



### How to subscribe

**Social Explorer** is available through annual subscription to both institutions and individuals worldwide.

**Institutions:** Subscriptions are based on the size and type of institution. Please contact us for a price quotation (see right for details).

**Individuals:** To subscribe online and gain instant access, go to [www.oup.com/online/subscribe](http://www.oup.com/online/subscribe)

#### Free trials available

Free trials of all our online products are available to institutions. Librarians and central resource coordinators can register for a trial at [www.oup.com/online/freetrials](http://www.oup.com/online/freetrials)

### How to contact us

For further information about all online resources from Oxford, and to request institutional free trials and price quotations, please contact us:

#### Customers outside North and South America

Contact ROMDIDAC.  
 T: +4 021 321 25 75  
 F: +4 021 323 67 80  
 E: [office@romdidac.ro](mailto:office@romdidac.ro)  
 E: [mihaela\\_coravu@romdidac.ro](mailto:mihaela_coravu@romdidac.ro)  
 E: [cristian\\_rosoi@romdidac.ro](mailto:cristian_rosoi@romdidac.ro)



Oxford University Press offers a wide range of acclaimed online resources across many subject areas. To view a full list of products, visit [www.oup.com/online](http://www.oup.com/online)

**OXFORD**  
UNIVERSITY PRESS