Social Explorer®

THE PREMIER US DEMOGRAPHIC ONLINE RESEARCH TOOL™

Social Explorer is an online research tool designed to provide quick and easy access to current and historical census data and demographic information. It creates fast, intuitive, and appealing maps and reports to help users visually analyze and understand demography and social change throughout history.

2010 AMERICAN LIBRARY ASSOCIATION REFERENCE AND USER SERVICES ASSOCIATION OUTSTANDING REFERENCE SOURCE

"*Social Explorer* is a highly appealing website... with versatile maps and reports.... it should be a resource available at any major library."

WILLIAM FREY
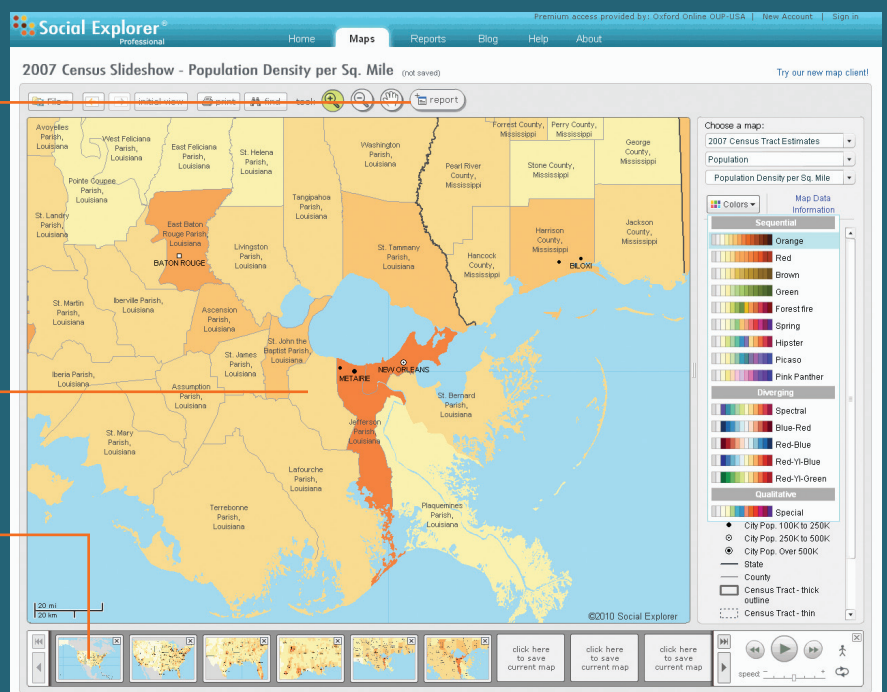*Research Professor, University of Michigan and Senior Fellow, The Brookings Institute*

KEY CONTENT

- **Comprehensive Data:** Covers the entire U.S. Census history from 1790 to present, the American Community Survey (ACS), the Religious Congregations and Membership Study (RCMS) from 1980 to 2000, infoGROUP's American Church List 2009 data, and Vulcan carbon emissions data. Updates occur as data is released from the U.S. Census Bureau. **For the just released ACS files and 2010 Census, *Social Explorer* offers information beyond what is freely available from the U.S. Census website.**

- **Maps:** Create, save, print, export, and e-mail over 15,000 demographic and socio-economic data maps of the United States between 1790 and the present to visualize thousands of variables.

- **Reports:** Create easy-to-read reports and download into Microsoft Excel, Microsoft Access, and CSV files for conversion into statistical packages to streamline research.

Reporting is simple: A standard report format is available for convenience and all reports download or export data automatically to Excel and other statistical packages for further analysis.

Maps are interactive and easily navigable: A find tool instantly locates cities, towns, addresses, and zip codes making the site simple to use for anyone. Maps can also be seamlessly converted into downloadable reports.

Ideal for the classroom: Automatically saves maps as a slideshow, which makes it easy to share and present data in a professional manner.

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