

Social Explorer. Social Explorer. Annual academic subscription ranges from \$1,695 - \$4,395 for unlimited use; and starts at \$995 for a single (concurrent) user.

URL: <http://www.socialexplorer.com/>

[Visited Dec'10] *Social Explorer* provides interactive maps and demographic reports for census data in free and subscription versions. The free version Maps display data from 1940 through 2000 at census tract, county, state and national levels, and data from 1790 through 2000 at the county level. The free version Reports display Census 2000 data and 1980, 1990, and 2000 religion data. The subscription version provides maps and data down to the census block group and ZIP code area levels, and includes the Census Bureau's 2006-09 American Community Survey data. A free 30-day trial is available for the subscription version via Oxford University Press. Both versions include a very useful Find tool for locating cities, ZIP codes, addresses, counties, towns, townships and other census geographies on the maps. All maps are zoomable from the national level to the street level. The site features full source disclosure for all reports and an extensive Help section. A team headed by Andrew Beveridge (sociology, Queens College and CUNY) maintains and updates the site with additional data and new features. The site indicates that updates will take place three times a year.

Partners of *Social Explorer* include the National Historical Geographic Information System <<http://www.nhgis.org/>> and the Association of Religion Data Archives <<http://www.thearda.com/>> (review of Web site, CH, Sup'06, 43Sup-0194). Both these Web sites use *Social Explorer* to display their data. Web sites similar to *Social Explorer* that allow subscribers to create and share interactive, custom maps, tables, and reports are Geographic Research's *SimplyMap* <<http://www.geographicresearch.com/simplymap>> (CH, Dec'09, 47-1791), with census data from 1980, 1990, and 2000, and TRF's *PolicyMap* <<http://www.policymap.com/>> with data from 2000-10. Also, the US Census Bureau's *American Factfinder* <http://factfinder.census.gov/home/saff/main.html?_lang=en> (CH, Dec'05, 43-1925) has interactive maps with data going back to 2005, and *ArcGIS* <<http://www.arcgis.com/home/index.html>> has user-created maps showing census data back to 2006. The free version of *Social Explorer* is more than sufficient for the general public, undergraduates, and teachers. The cost of the subscription version makes it prohibitive except for serious market researchers. **Summing Up:** Optional. ★ Libraries supporting graduate students, researchers, and professionals.—J. A. Coombs, Missouri State University