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## Social Explorer & Simply Map

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# Illuminations

NEWSLETTER FOR NEW FACULTY

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## Social Explorer & Simply Map

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*By Rich Gause, Government Documents Librarian*

Two of the newest databases that have been added to our collection are Social Explorer and Simply Map. Both are highly innovative and useful tools for researchers interested in accessing demographic and marketing data. This brief article will provide a breakdown of the two, and highlight how they are different.

### **Social Explorer:**

**Social Explorer** (<http://www.socialexplorer.com/>) allows users to create interactive maps that display demographic data in the U.S. from 1790 through the present at a variety of geographic levels including states, counties, and even individual neighborhoods. Users can then analyze that data by downloading reports, maps, and animations.

For researchers needing information about the U.S. population from the national level down to the census block group, two of the UCF Libraries' databases make it easy to:

- create custom maps and PowerPoint slides
- download data into Excel or other programs
- export shapefiles for use in GIS software

With Social Explorer users can quickly zoom in to a community map, define a specific area of interest and generate a detailed demographic profile with just a few clicks. Over 40 billion data elements are available, including the entire U.S. Census from 1790 to the present, annual updates from the American Community Survey, and data on religious congregations from 1980 forward.

Users can create slideshows exploring social change over time and export high-resolution slides directly into PowerPoint. Customized reports can be downloaded for processing offline using statistical packages such as SAS SPSS, or STATA.

For more information, please consult the Social Explorer [research guide \(http://guides.ucf.edu/content.php?pid=329716\)](http://guides.ucf.edu/content.php?pid=329716).

### **SimplyMap:**

[SimplyMap \(http://sm2.simplymap.com/login.html\)](http://sm2.simplymap.com/login.html) provides maps and reports using recent demographic, business, consumer attitude/preference, purchasing, health and lifestyle data down to the census block group level. Sources for over 70,000 data variables include Nielsen Claritas PRIZM, Experian Simmons, Mediamark Research, and Easy Analytics Software Inc.

Some examples of potential uses include:

- creating a ring study report showing the demographic analysis of a target area based on 1, 3 and 5 miles radius around a local address
- mapping the percent of Orlando residents who last visited the doctor two to five years ago, accompanied by the locations of offices and clinics of doctors
- showing concentrations of Florida households where 11 or more overnight domestic trips were taken in the last 12 months
- comparing the top national markets for the consumption of Carta Blanca brand beer with the areas with large Hispanic populations of Mexican heritage
- ranking all the census tracts in Orange County by the switching propensity of cell phone users

Reports may be downloaded as Excel, CSV, or DBF files. Customized maps may be saved as high-resolution GIF or JPEG files and easily integrated into Word or PowerPoint presentations. Shapefiles may be exported for use with GIS software.

The UCF Libraries' subscription to SimplyMap allows for five simultaneous users. Although it is possible to use SimplyMap without signing in, it is strongly recommended that users create free accounts using their UCF email addresses so that research can be saved from session to session.

For more information, please consult the Simply Map [research guide \(http://guides.ucf.edu/simplymap\)](http://guides.ucf.edu/simplymap).