



America Unfolds

Mapping Census Data to Understand
Patterns and Trends in the U.S. Population

Rebecca Hyde, MLIS
Research & Instruction Librarian
Saint Louis University
rebecca.hyde@slu.edu

Today's Outline

- Why the U.S. Census is awesome!
(the quick version!)
- Census Data/Social Explorer - why & who
- Project & use examples
- Social Explorer live demo
- Free Census & GIS resources
- Census 2020 resources



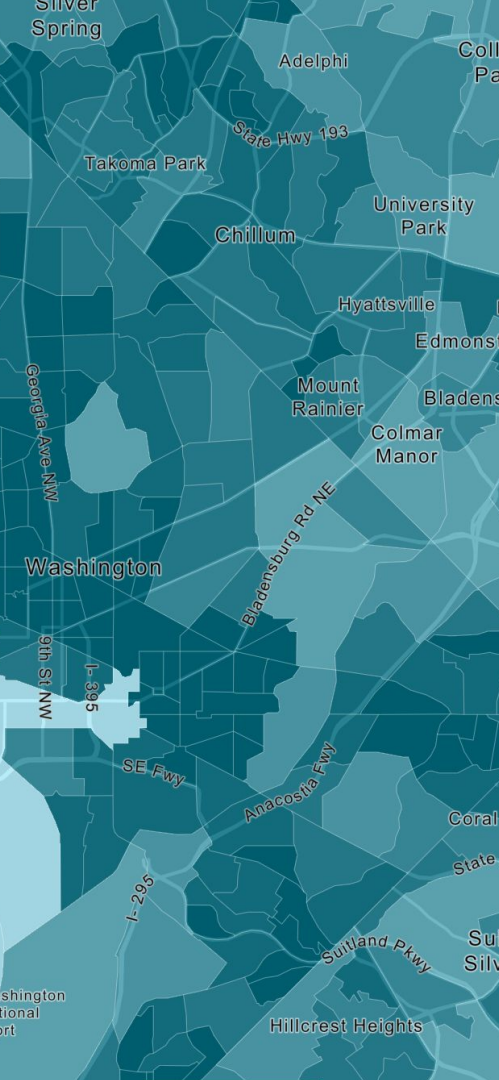
The U.S. Census & American
Community Survey together provide
the most complete demographic
and socio-economic data on the
United States population



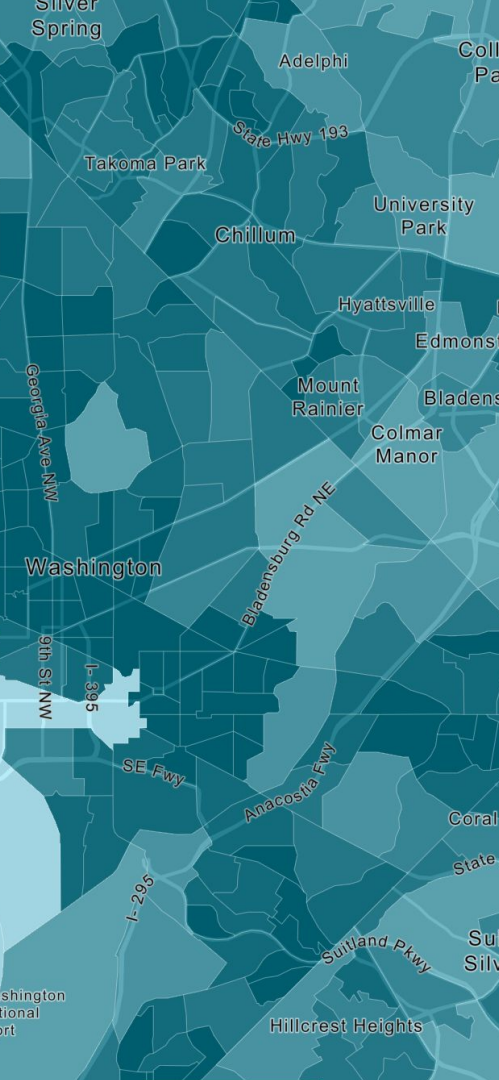
Why Social Explorer?

- Data from 1790 through present
- Easy digital access to historical data
- Doesn't require Census expertise
- Easy visualization & mapping - No GIS experience required





Who Uses Census Data & Social Explorer?



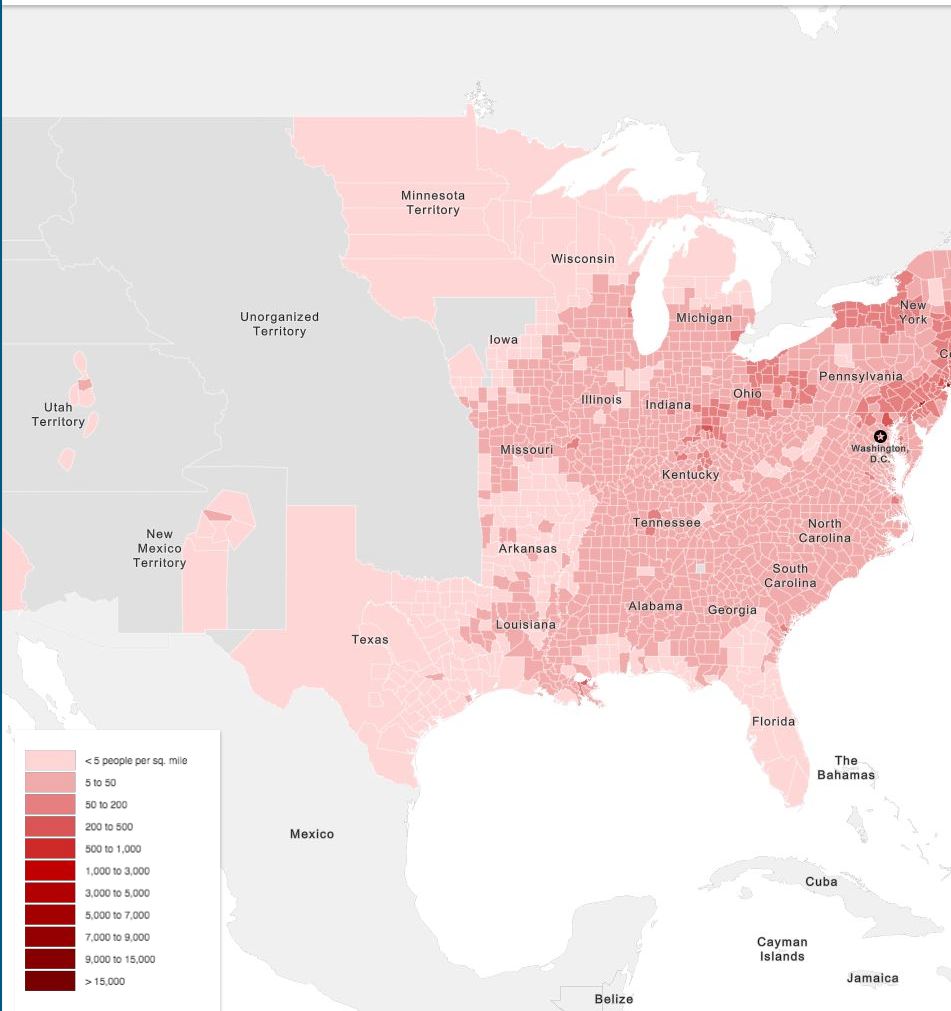
Sustainability
Grant Administration
Geospatial Science
History
Sociology
Public & Social Policy
Public Health
Business
Urban Planning
African American Studies
Urban Poverty Studies
Data Management
Biostatistics
Social Work
Health Data Science
Genealogy
Education
Political Science
Health Administration
Public Administration
Applied Analytics

Exploring Major Trends

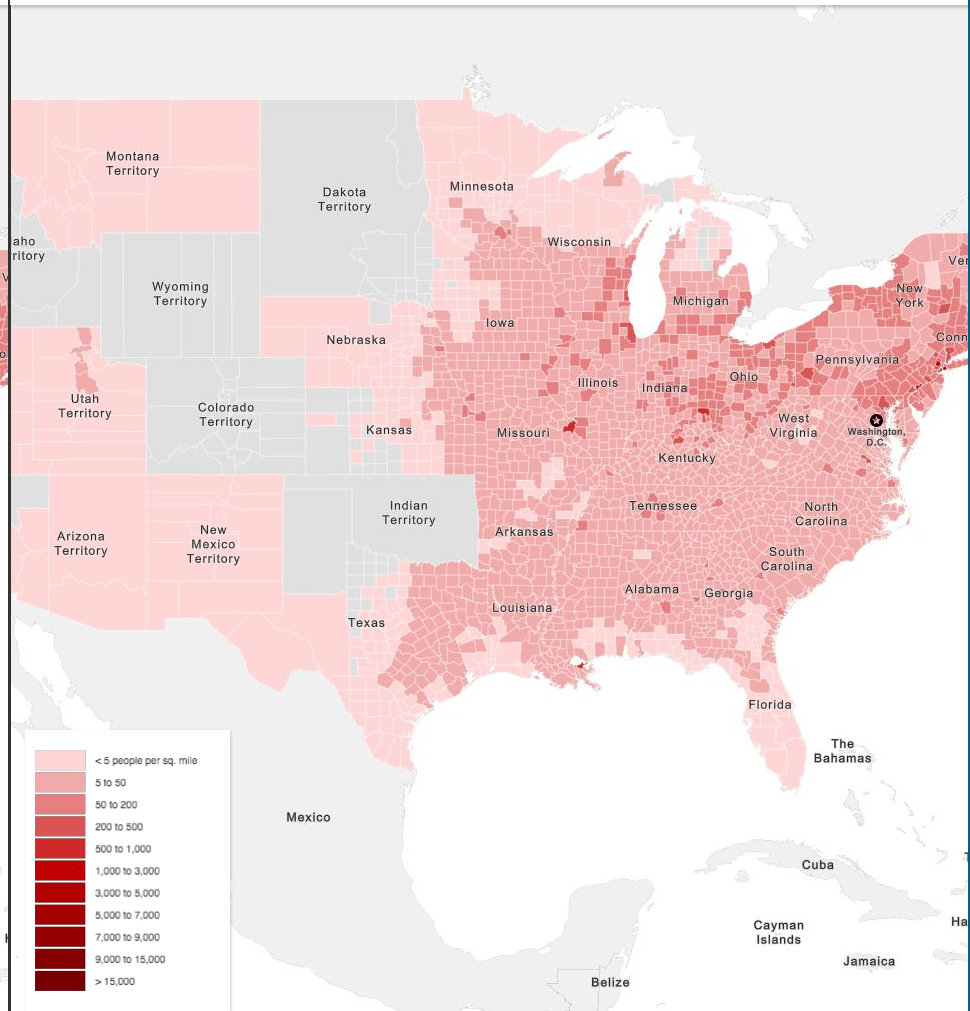
Westward Expansion



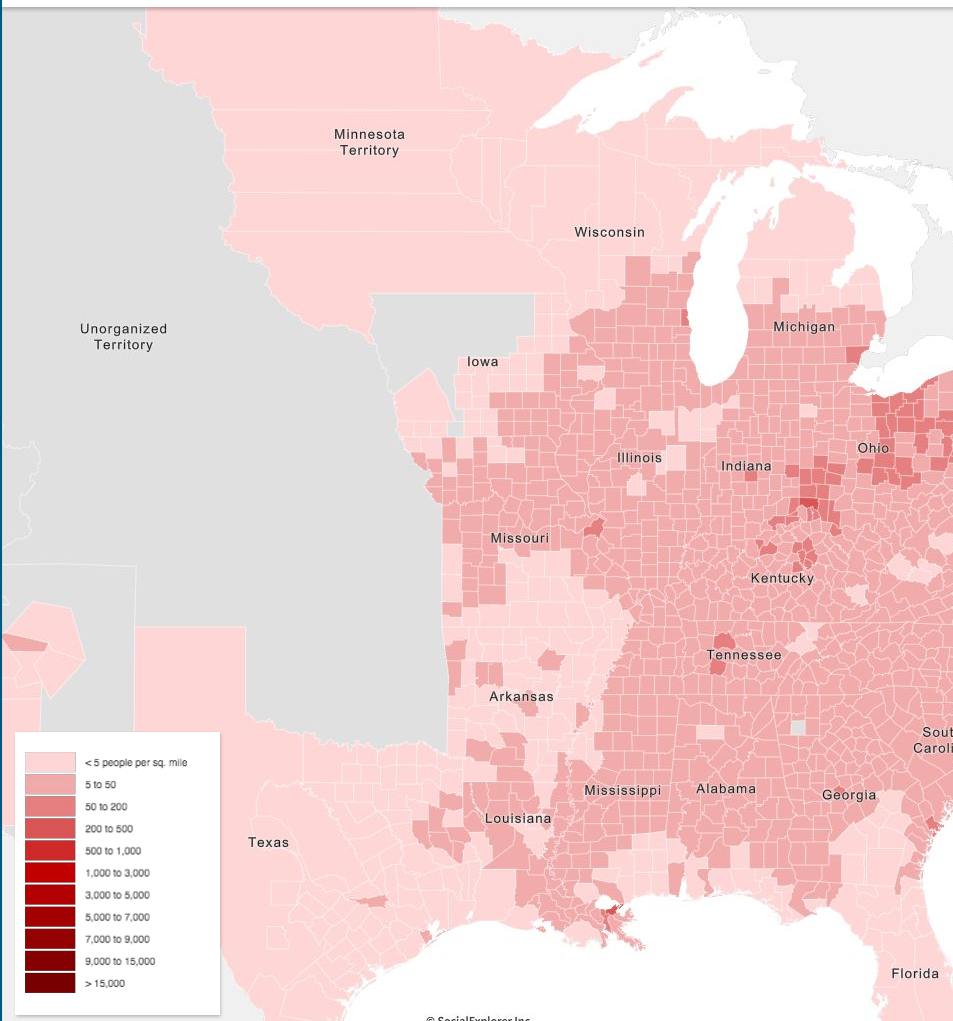
Population Density Per Square Mile, Census 1850



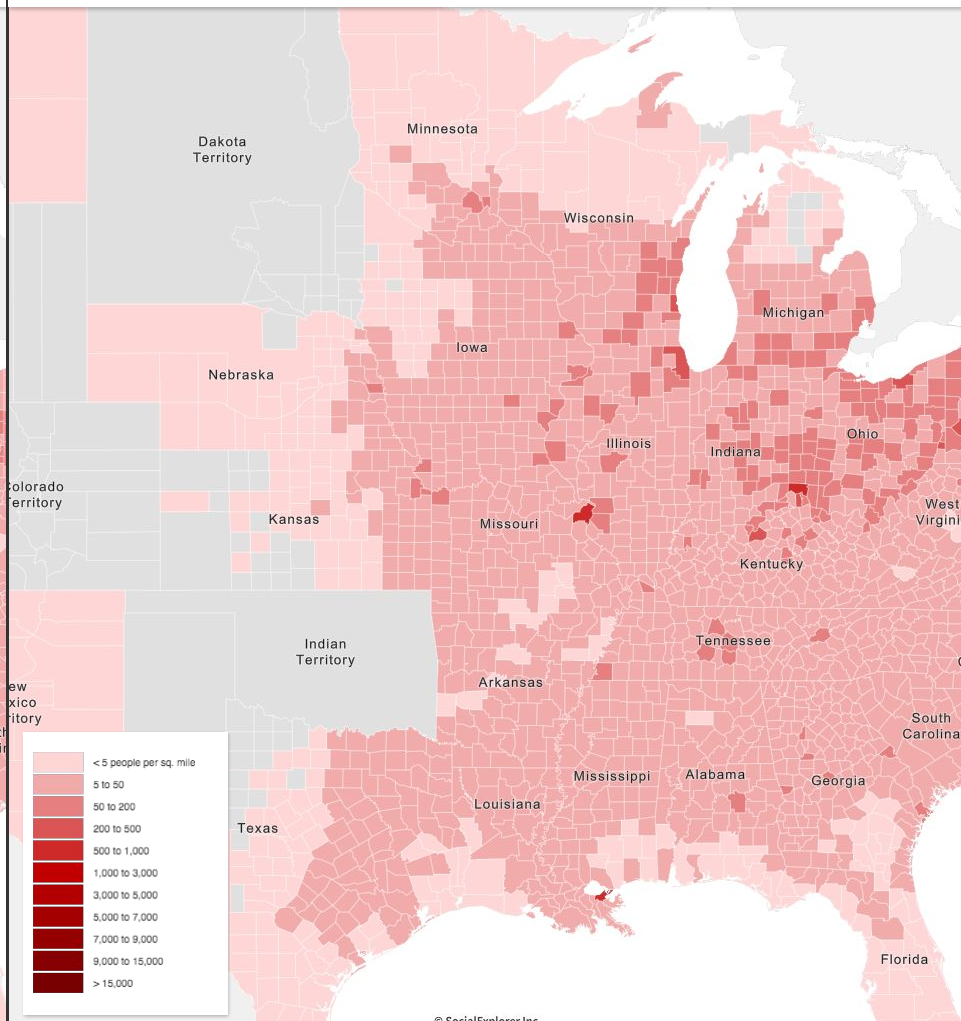
Population Density Per Square Mile, Census 1870



Population Density Per Square Mile, Census 1850



Population Density Per Square Mile, Census 1870

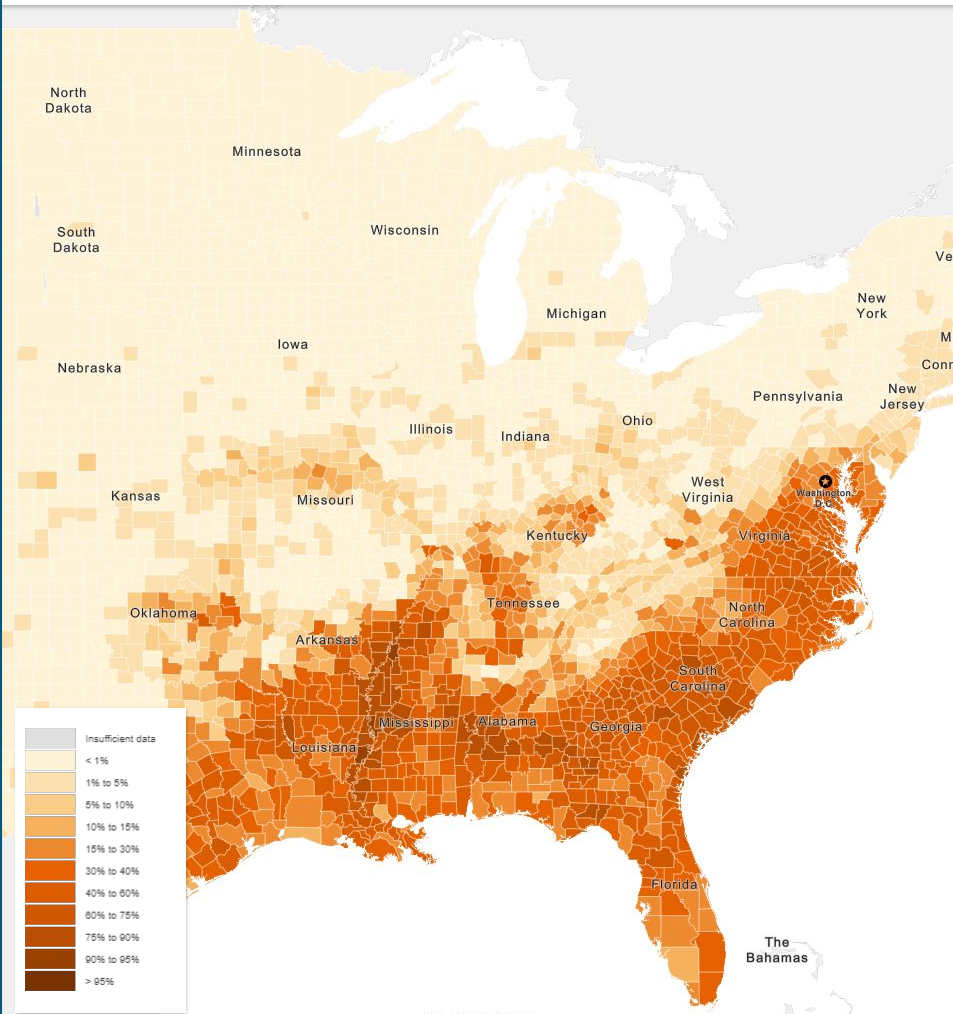


Exploring Major Trends

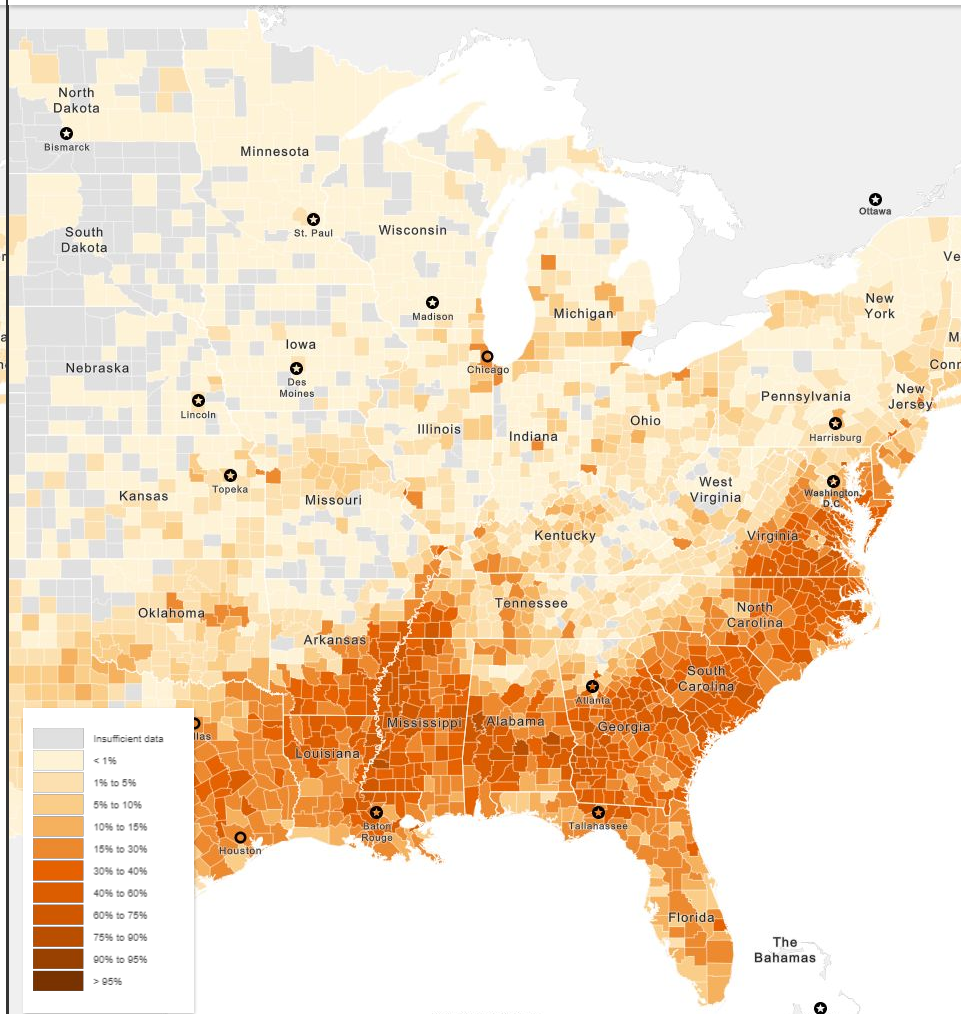
The Great Migration



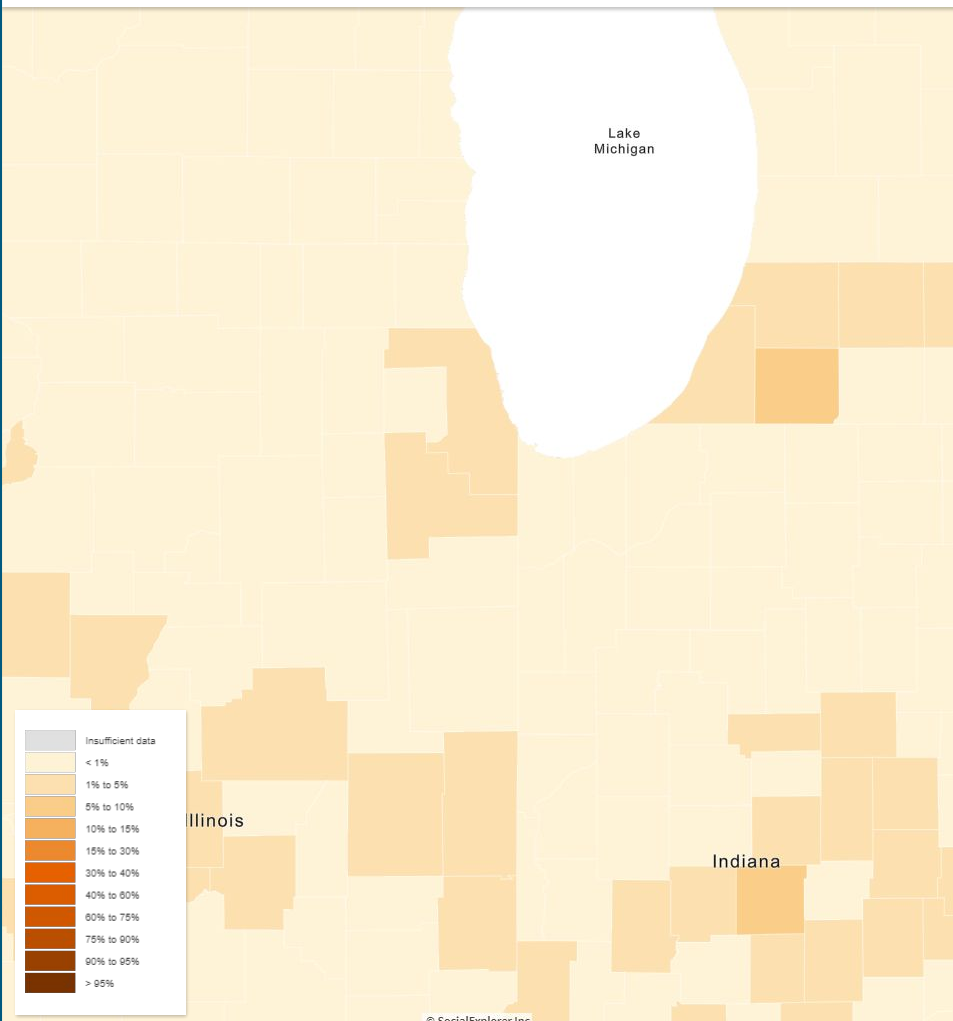
Total Population:Black, Census 1910



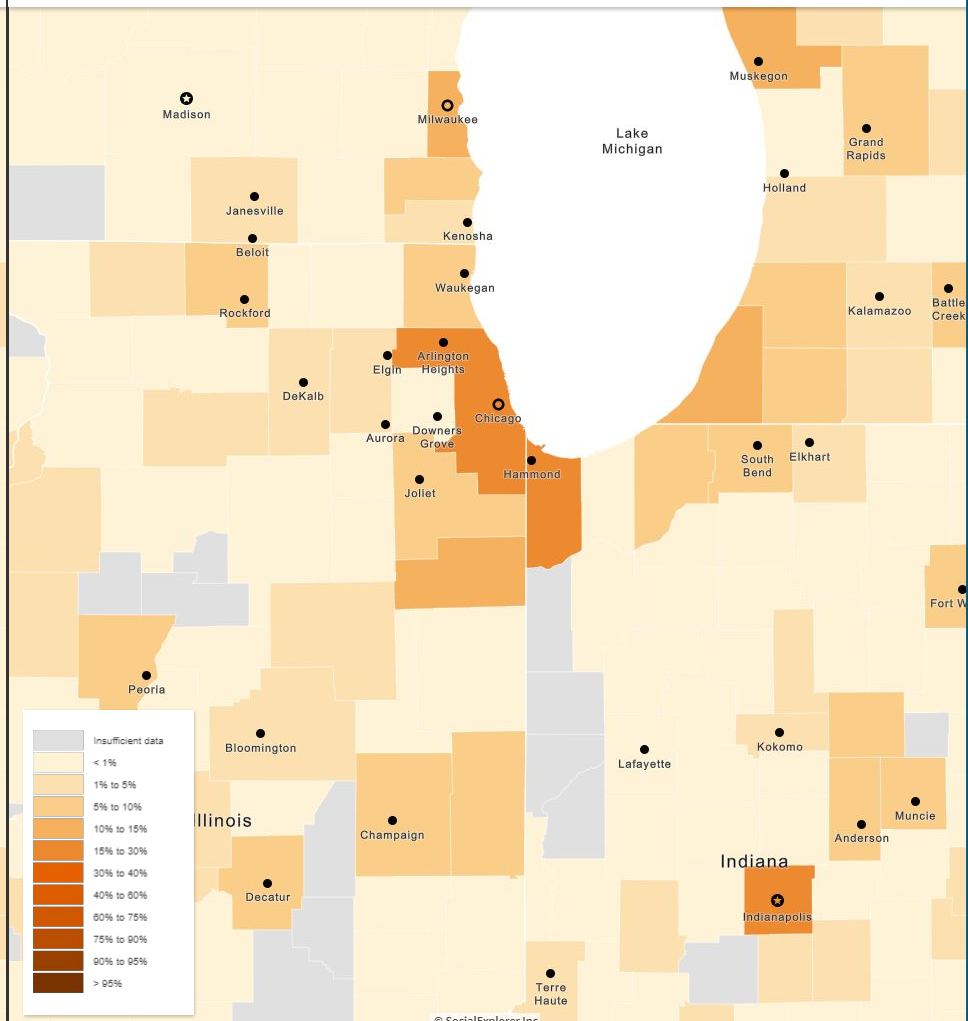
Total Population:Black, Census 1970



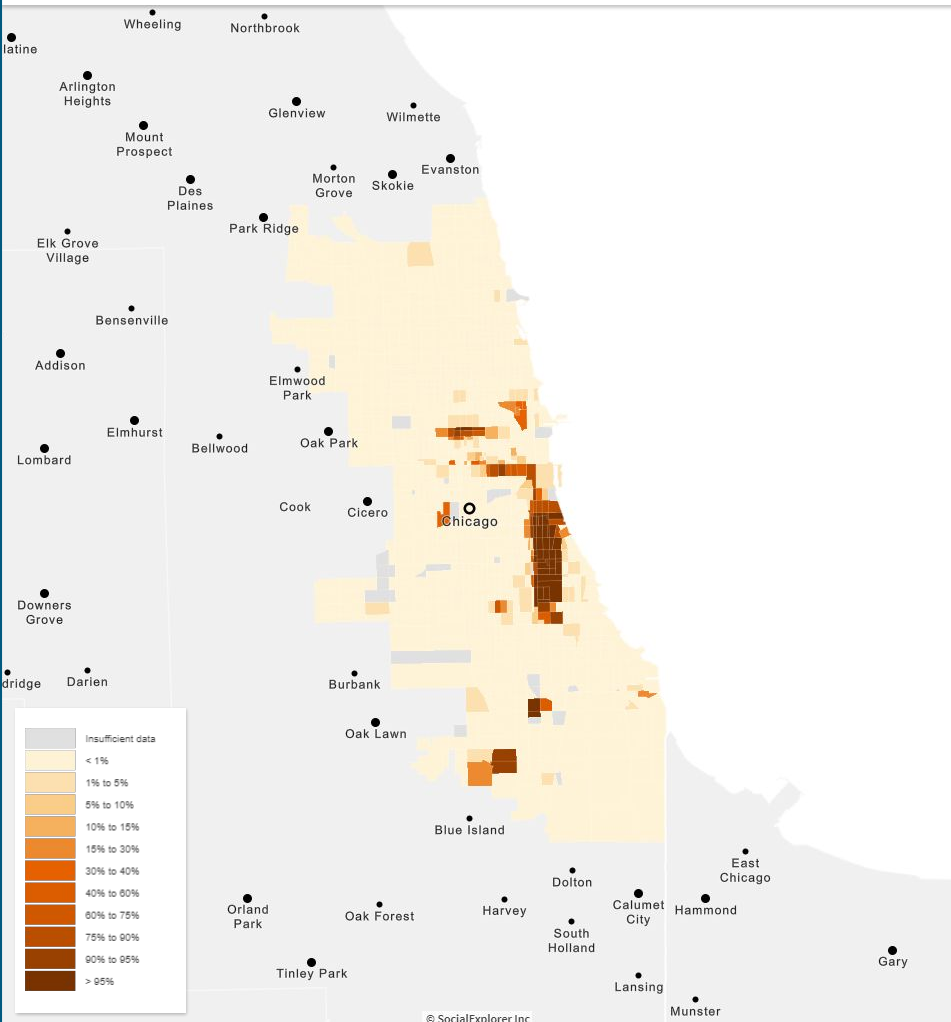
Total Population:Black, Census 1910



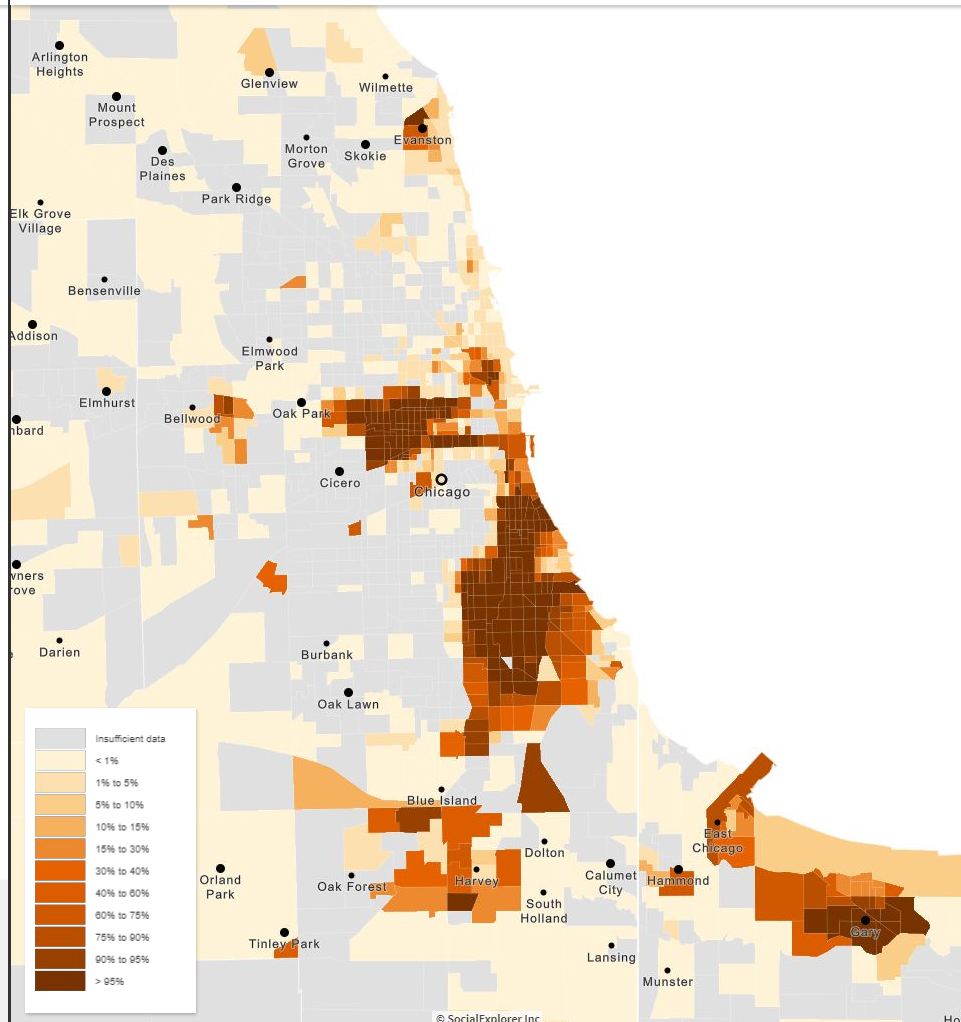
Total Population:Black, Census 1970

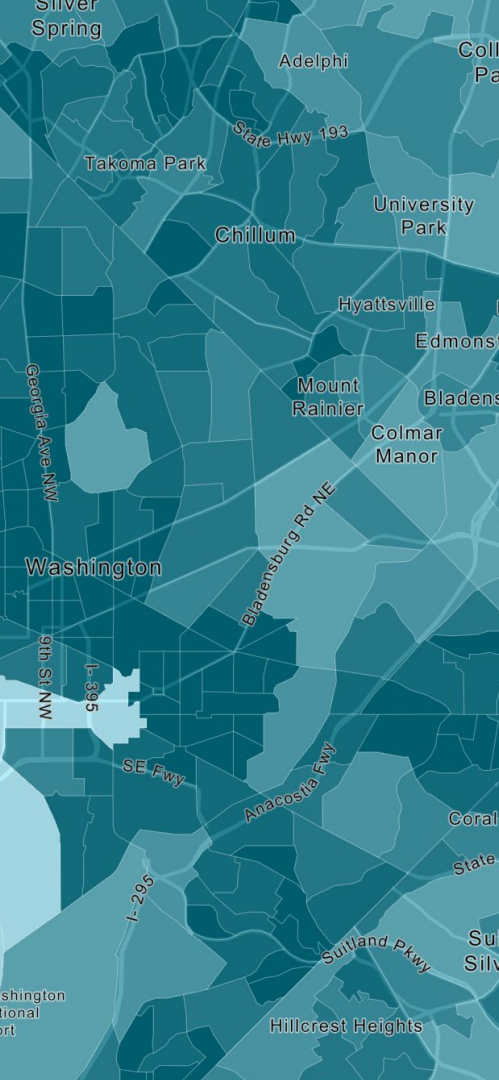


Total Population:Black, Census 1940 Census Tract Only



Total Population:Black, Census 1970





Neighborhood Change Over Time

Harlem, New York, NY - 1910

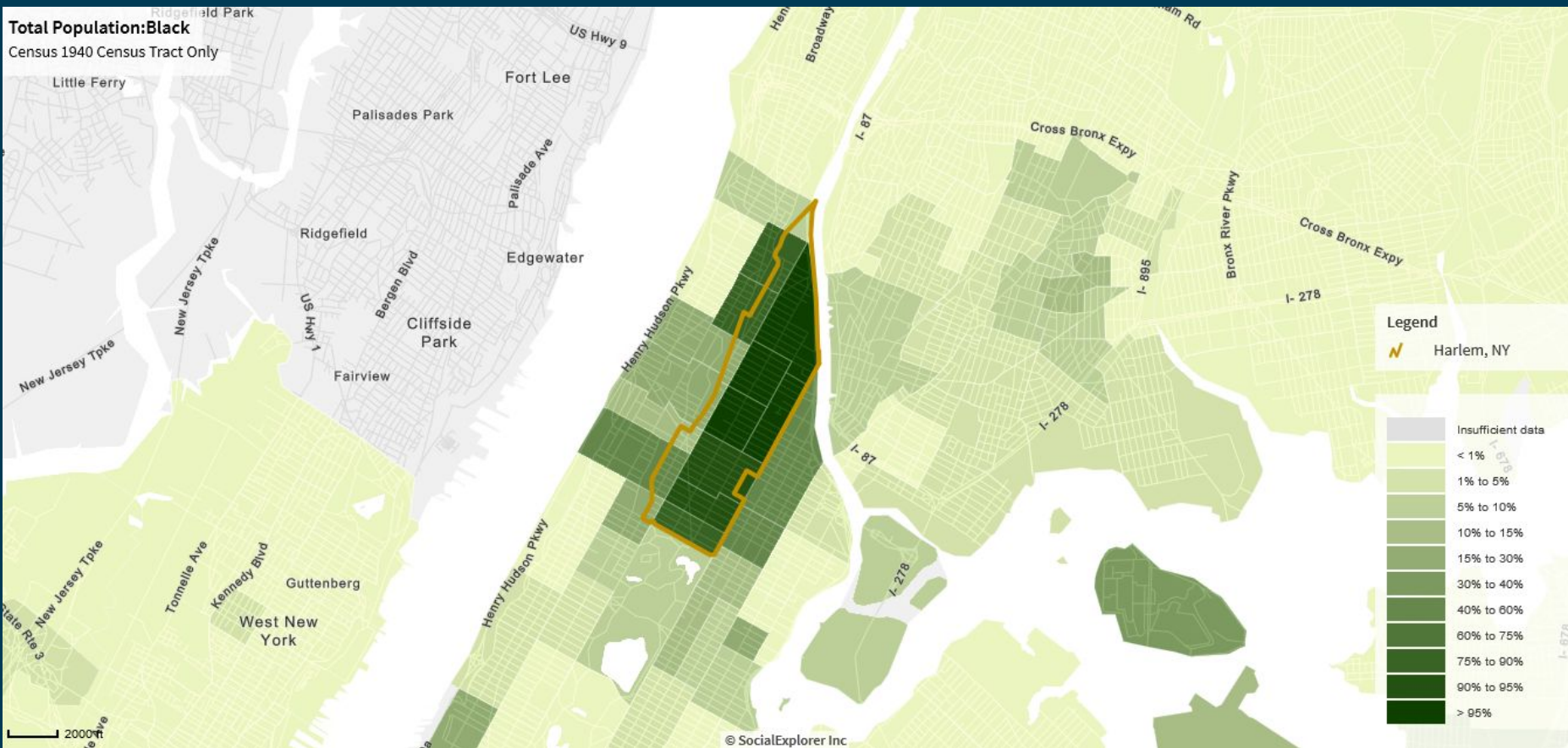
Total Population:Black
Census 1910



Harlem, New York, NY - 1940

Total Population:Black

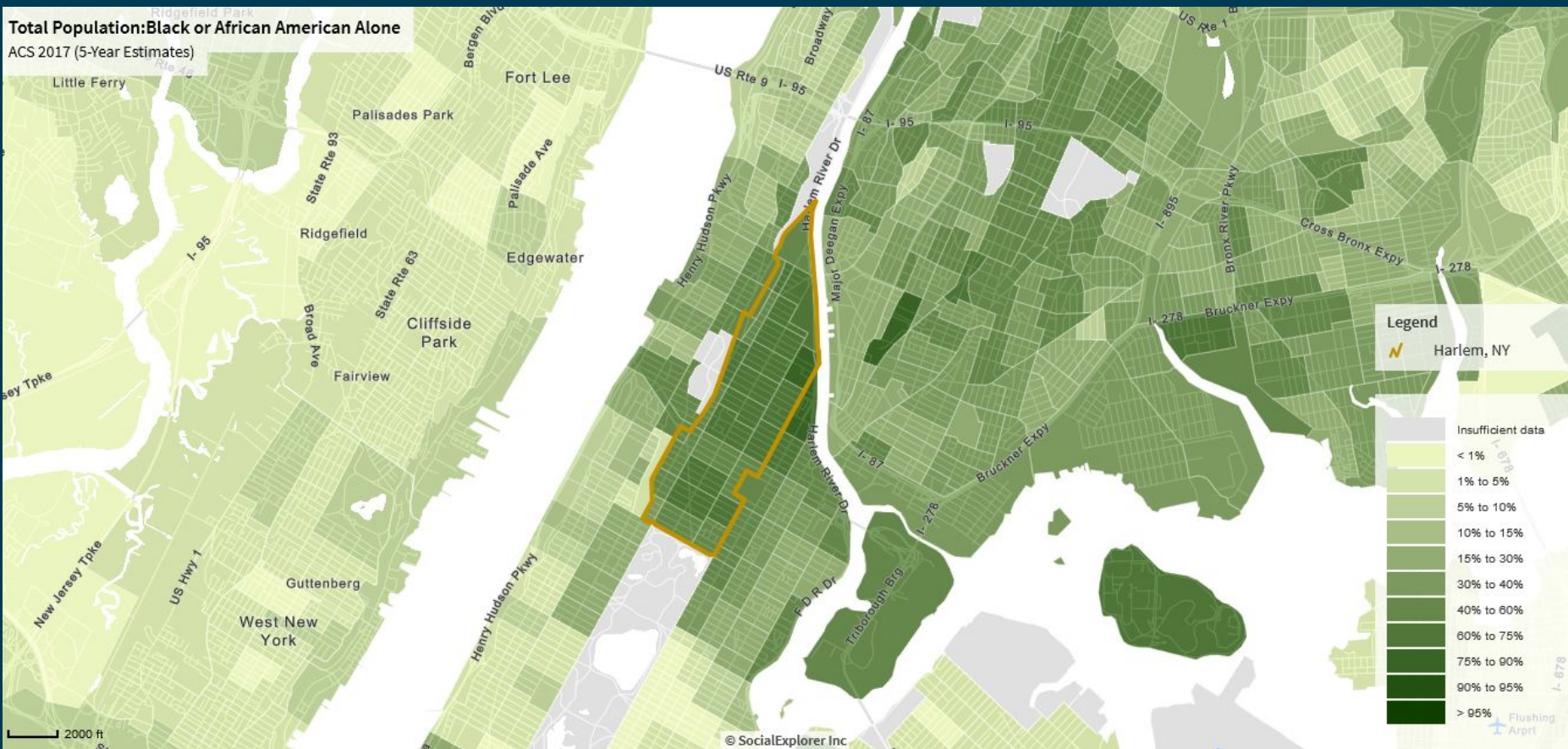
Census 1940 Census Tract Only



Harlem, New York, NY - 2017

Total Population: Black or African American Alone

ACS 2017 (5-Year Estimates)



Legend

Harlem, NY

Insufficient data

< 1%

1% to 5%

5% to 10%

10% to 15%

15% to 30%

30% to 40%

40% to 60%

60% to 75%

75% to 90%

90% to 95%

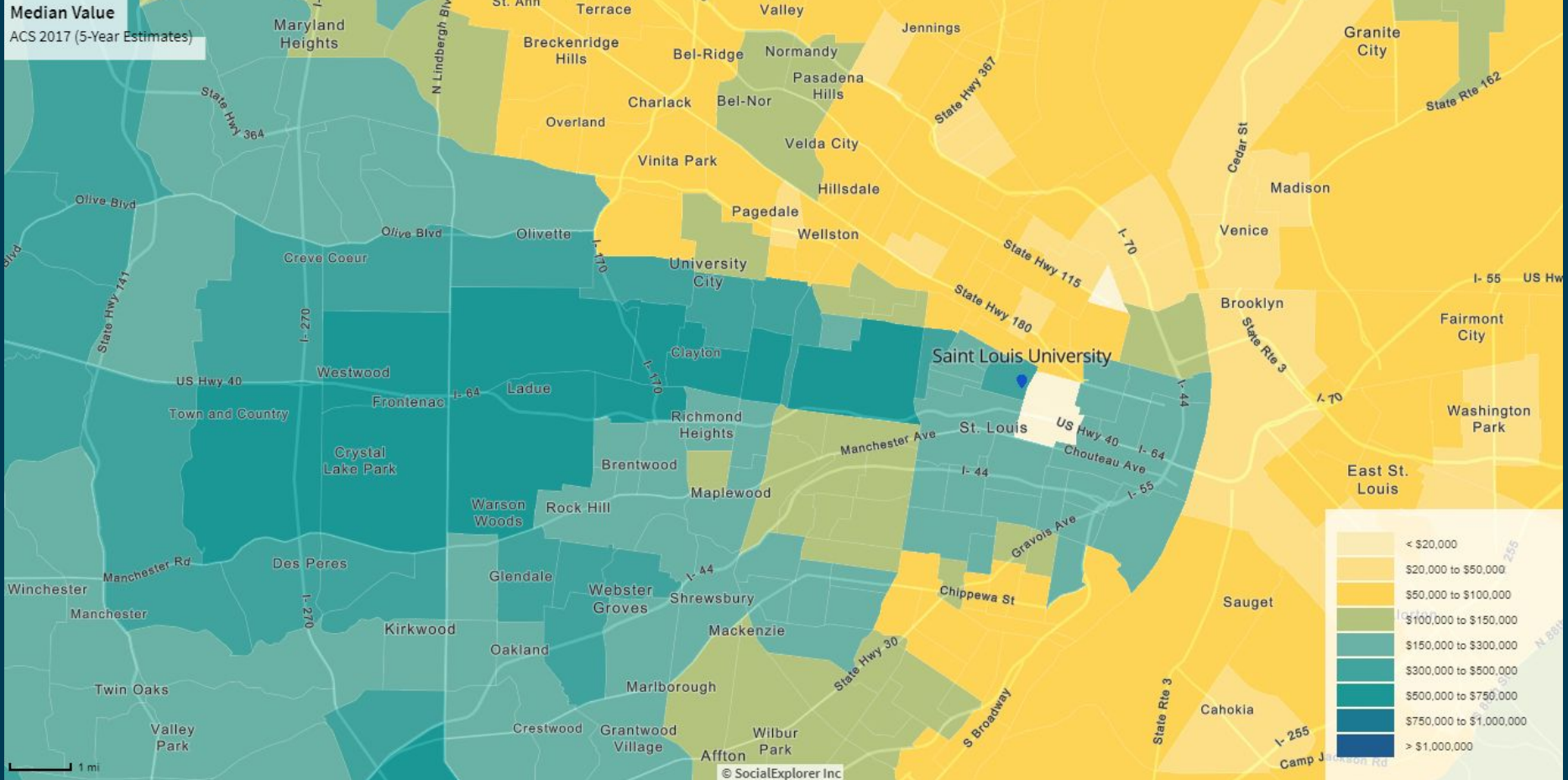
> 95%

Flushing Aprt

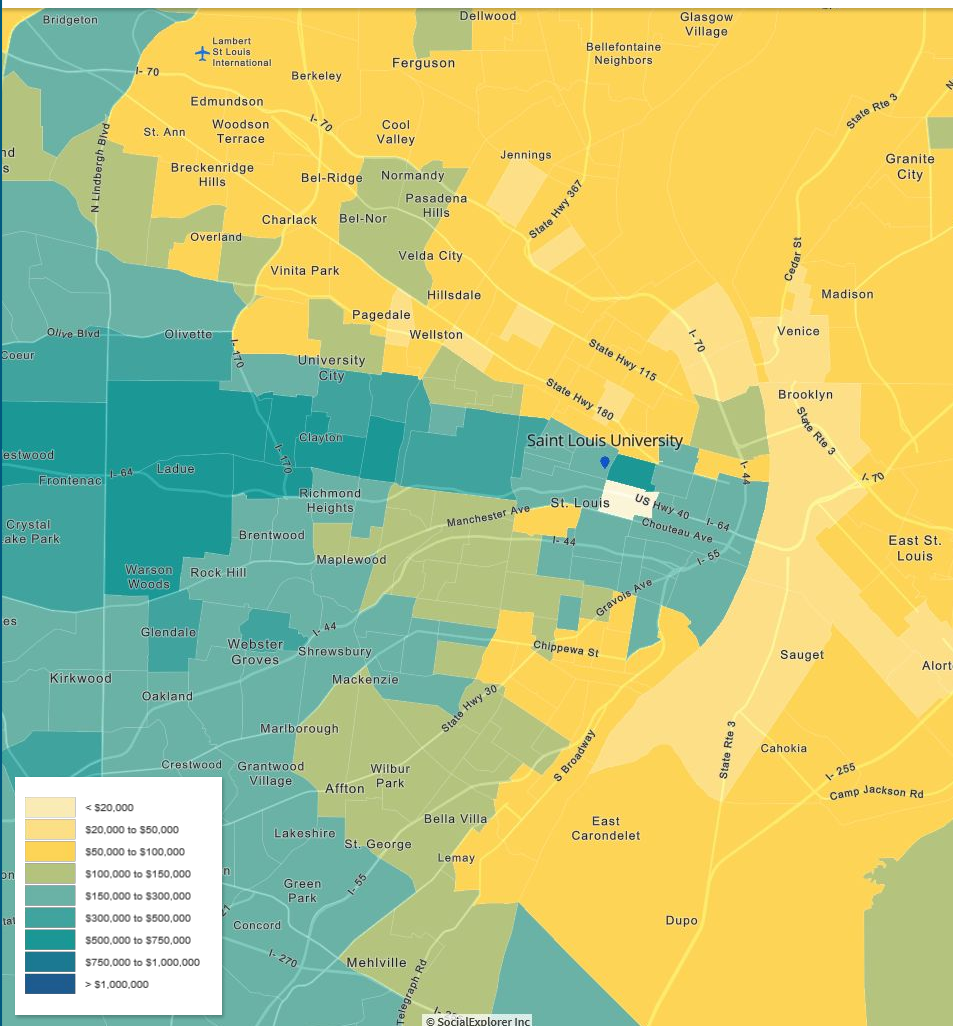
Getting Personal



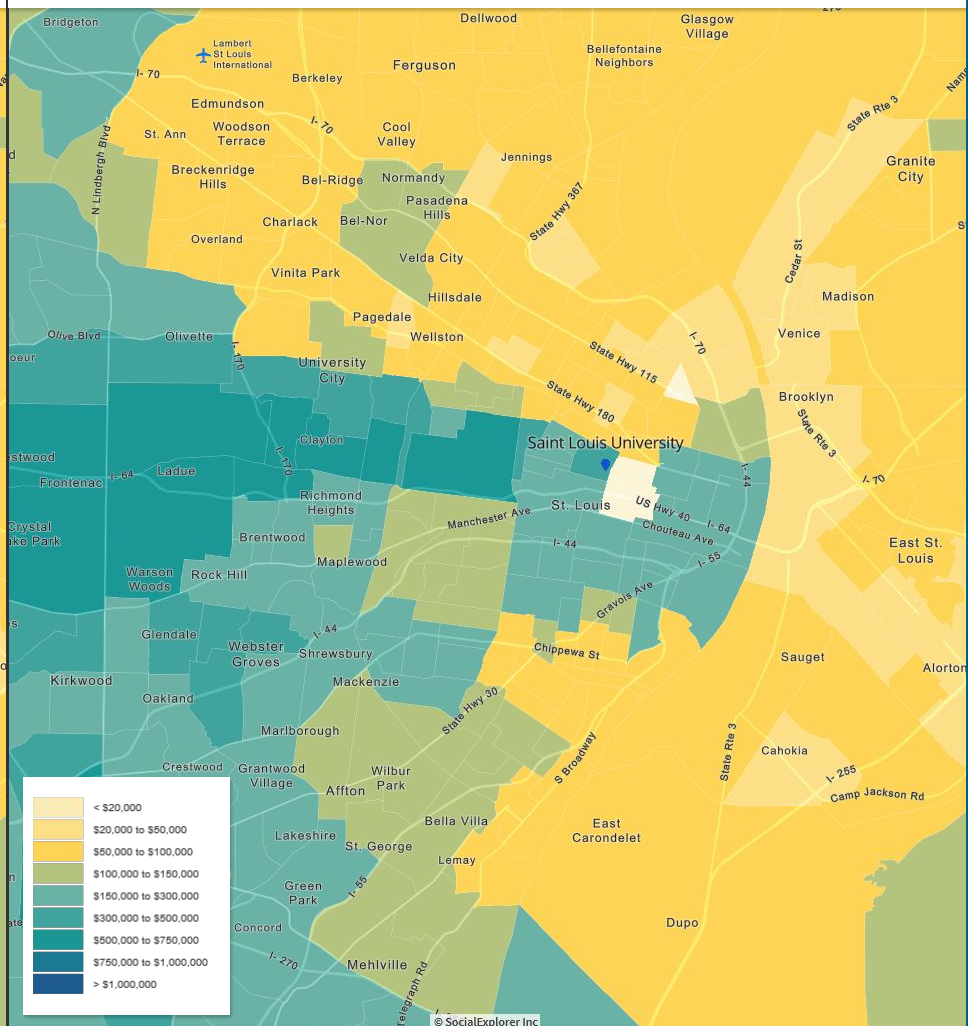
Saint Louis Metro Area - Median Housing Value



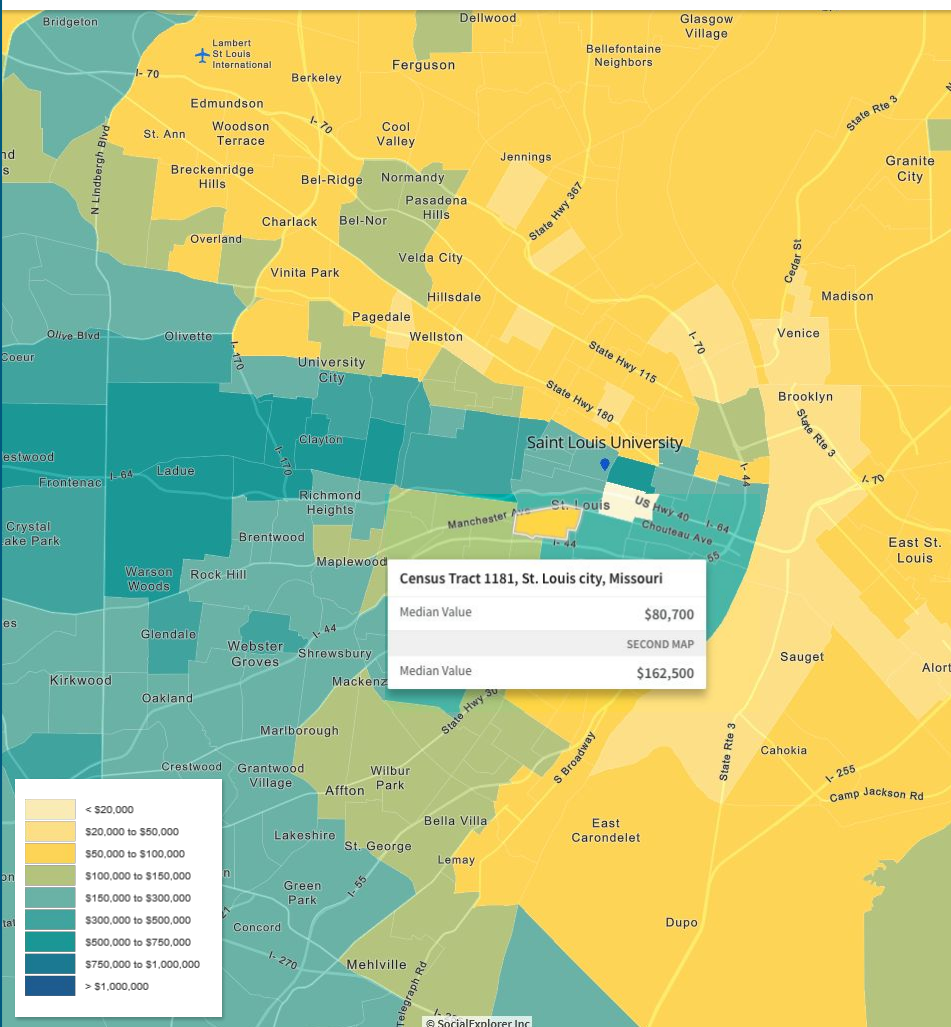
Median Value, ACS 2014 (5-Year Estimates)



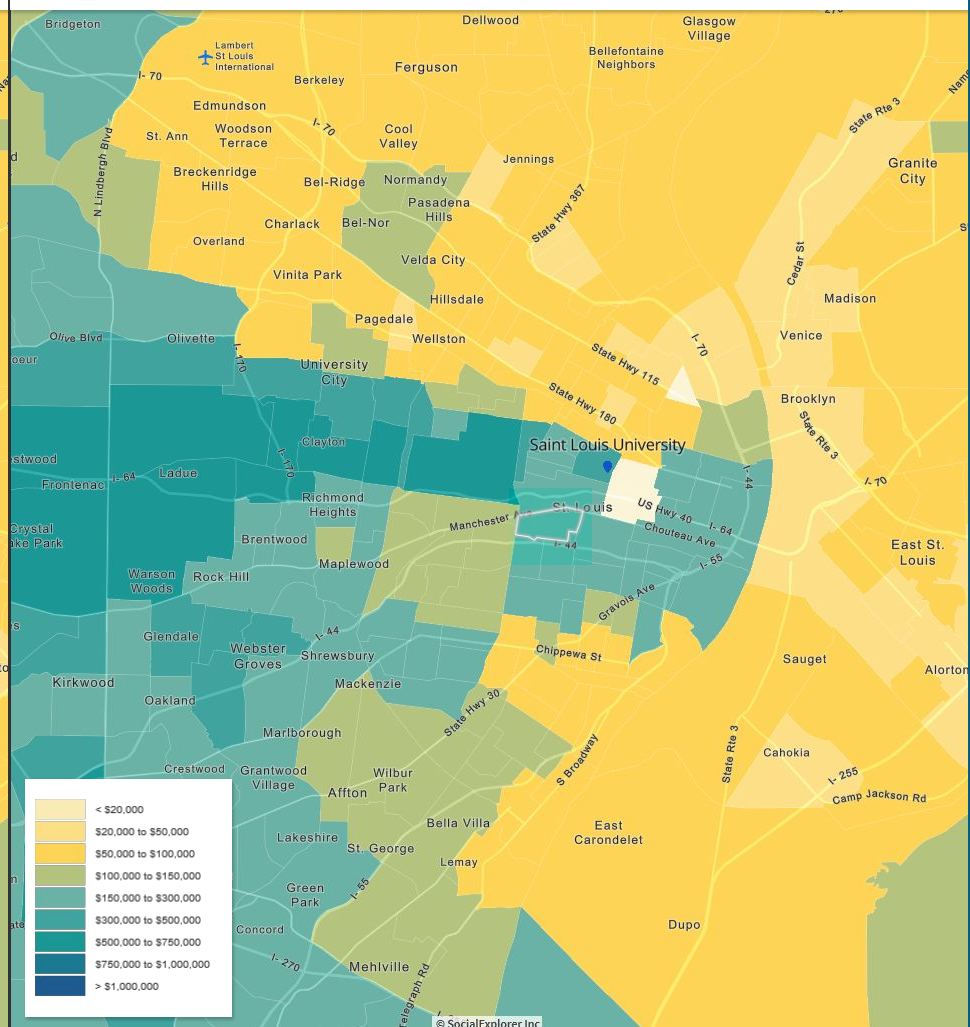
Median Value, ACS 2017 (5-Year Estimates)



Median Value, ACS 2014 (5-Year Estimates)



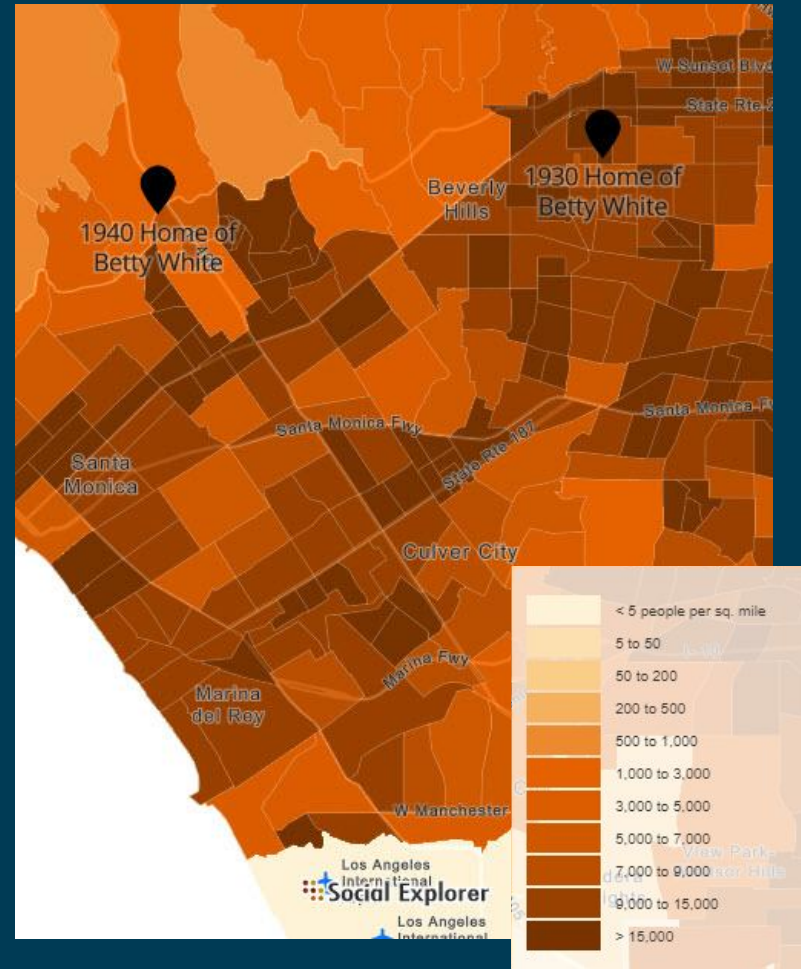
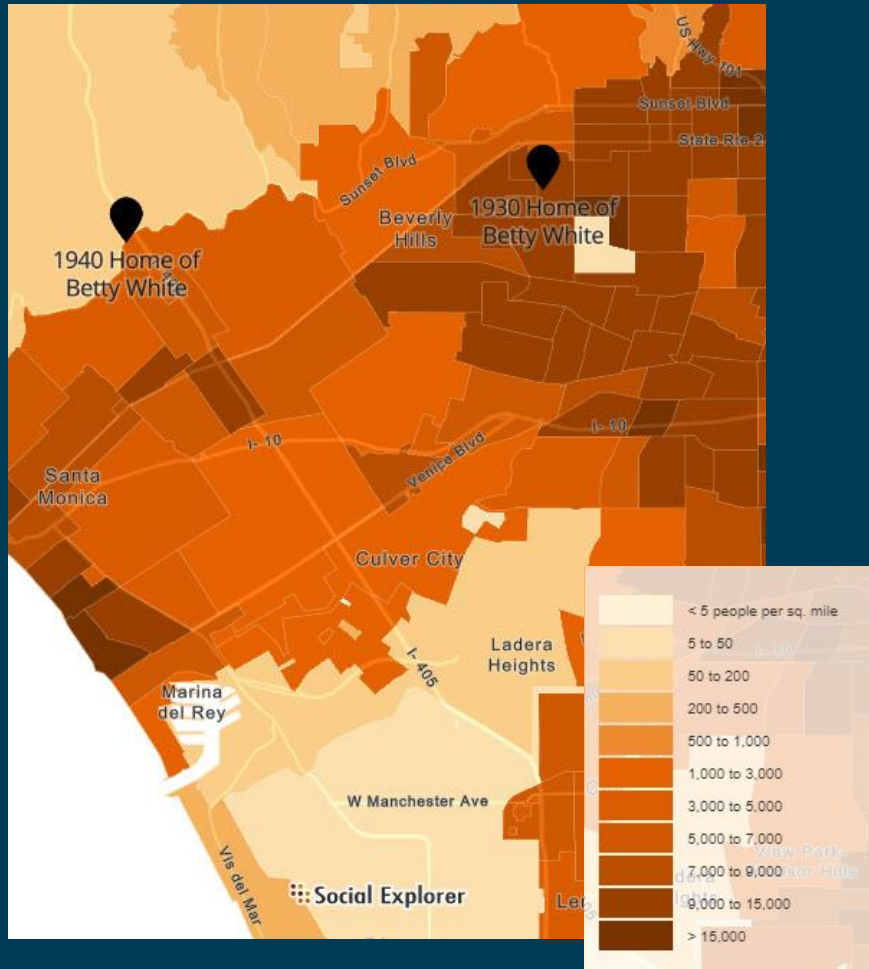
Median Value, ACS 2017 (5-Year Estimates)



Getting Personal Genealogy



Population Density, Beverly Hills, 1940 vs 2017





Social Explorer Live

United States

Explore over 500,000 data indicators and over 220 years of data for the United States from present to 1790, including all Decennial Censuses, American Community Surveys and many other datasets.

[Explore](#) >

[Use old version](#) >

Census Data Resources

[Data.Census.Gov](https://data.census.gov)

Starting in July 2019, this is the official source for current Census Bureau data.

[Missouri Census Data Center \(MCDC\)](https://www.mcdc.org/)

Includes historic data and some original analysis. Not a pretty, but lots of data.

[NHGIS](https://nhgis.org/)

The data behind Social Explorer. Best option for historical data to be imported to GIS

Free GIS/Mapping Resources

QGIS

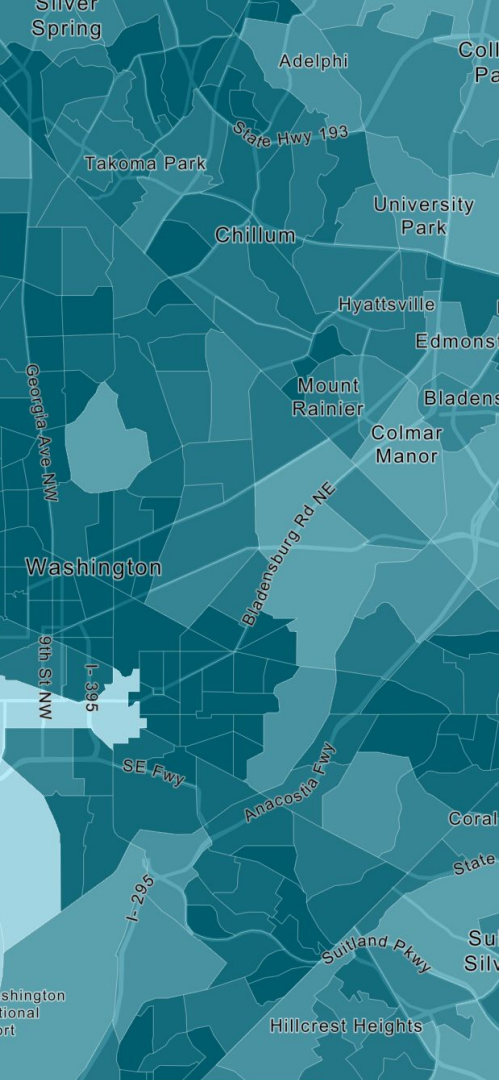
Free software download for both Mac and Windows. Similar to ArcGIS.

Census Mapping Tools

Variety of interactive, online mapping tools. Recent data only; doesn't allow uploading of data.

Google Earth

Allows for importing of a variety of data types and data points.



Census 2020

Educational Resources

From the Census Bureau

Census 2020 Press Kit

LOTS of fact sheets you can print out and share with users, plus additional information and infographics

Census 2020 from ALA

Census 2020

Resources and advocacy information Including: handouts, webinars, and materials geared towards a variety of audiences.

Libraries' Guide to the 2020 Census

All the basics you need to know in one handy document.



Thank You!

Questions?

Rebecca Hyde, MLIS
rebecca.hyde@slu.edu

See this presentation online at: <https://bit.ly/2uPWx0q>