

Easy Thematic Mapping

UCB Subscription Platforms

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Overview

- All 3 tools today cover the US only
- Different strengths & weaknesses
- Library subscription resources:

You must be [authenticated](#) to use

Finding the tools

- Go to the Library website lib.berkeley.edu
- How to find > Databases
- Search by name

<i>OVERVIEW</i>	Included Data	Unique
SimplyMap	Census (1980-2010), plus American Community Survey (ACS) & predictions Market/lifestyle data Business points	Export shapefile Data filters Data masks
Social Explorer	Census (1790-2010) + ACS Religion data (1980-2010) Carbon Dioxide (2002)	Swipe maps Create presentation
Policy Map	Census (2000-2010) + ACS Housing, Health Quality of Life Point data	Pre-defined reports Analysis Upload data

SimplyMap

- Best source for detailed market/lifestyle/business data
- Decent cartographic control
- Good report tools
- For GIS users, shapefile download is nice feature
- *Be cautious of how your data displays (scale, categories, etc.)*

“The Bottom Line”

Social Explorer

- Best source for historic census and religious survey data
- Nice "extra" features (i.e. storyboards, comparison maps)
- Enhanced cartographic control
- *Be cautious of changing the map view or data & losing work*

“The Bottom Line”

Policy Map

- Best source for non-census demographic data, and other social variables
- Allows for some analysis with "3-Layer Map" feature
- Nice that you can upload your own data
- *Be cautious of saving/sharing your work with the campus-wide shared account*

“The Bottom Line”