



Sourcebook America

Introduction

Sourcebook America is a useful tool for market research within the U.S. This desktop analysis tool allows the user to examine Zip Codes, counties, census tracts, places, states, MSAs, and DMAs. Detailed data methodology makes the data understandable. Summary maps of counties are included to clarify researched areas.

Scope

- Includes 29,690 residential Zip codes, over 40,000 business Zip codes
- Breaks down data into 3,141 counties and 51 States or search nationally
- Information available on 313 Metropolitan Statistical Areas (MSA) and 211 Designated Market Areas (DMA)
- Includes 51 variables, such as: demographic, business, spending potential, and ACORN (**A** Classification **O**f **R**esidential **N**eighborhoods)
- Ceased with 2009 edition

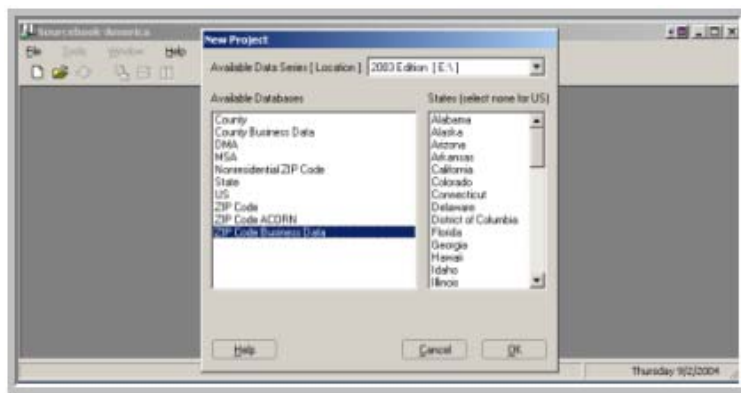
Features


- Simultaneous access to data for multiple years, and access to multiple data sets in a single year
- Can save and retrieve saved projects
- Can easily export reports in PDF format

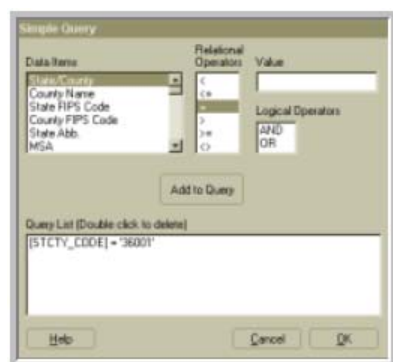
Searching Sourcebook America

In the **New Project** window:

1. Select the database to view. The database can be viewed by one or multiple states (counties, ZIP Codes, Tracts and Places). Chose the states to view, and click **OK**. This will open a large spreadsheet with all the data contained in the database.



2. To perform a search, click the **Simple Query** icon  located on the **icon toolbar** at the top.



Toolbar

The Toolbar at the top of the screen allows you to navigate and search the **Data Series** you have selected. You can further refine the result data from your query and manage results.



Move back or forward 25 records



Save



Display U.S. and state maps from ArcReader. Not available at the Library.



Save As



Bookmark a specific record.



Go to a previously bookmarked record.



Reset to the initial data set. Any previous sorts, joins, imports, or SQL editing will be lost.



Show all rows and all variables



Group search results. The **Clear** option will unselect all columns, so new choices can be made. The first item (primary key) will always be selected since all the data relates to that particular key.



Simple Query selects areas by one or more criteria and displays them in the **View** window. Use **Logical Operators** to combine multiple queries. Once all the variables are entered, click the **Add to Query**. The search will appear in the **Query List** box.

NOTE: When performing a query from **View by Table** only, a single data item can be queried. High and low boundaries can be specified. To remove an item from the query, double-click on the entry in **Query List**.



Edit SQL allows simple query commands to be edited. Use the options on the **View** screen's main menu bar to edit the SQL statement. This screen offers greater flexibility in creating the data set.



Sort by selected column.



Search finds the first occurrence of the entered value in the selected column.



Search Next continues the current search in the same direction



Export all records in the current view or just the current record can be exported in various output formats (.csv, .txt, .dat, .prn, or DBASE (III, IV, 5.0))



Import a list of codes



Reports. **NOTE:** This software does not allow the user to create an aggregated report for multiple areas.



Join merges data from Sourcebook America with the user's data only if the data is in MS Access format. Once the import file is selected, the user is presented with a dialog box containing selected headings (such as State/Country, County Names, MSA, DMA etc.). Specify the data item that will be used to merge with the database's primary key (i.e. 1st data item on the original view).


Sample Searches

Locate all data from the 94305 ZIP Code.


1. Select ZIP code from the New Project Window.
2. Select California from the State List Box; click OK.
3. Change the number of "Fixed Columns" to zero.
4. Move cursor to the ZIP code column and click on the column.
5. Click on the Search icon and enter 94305.
6. Click on Exact Match Type.
7. Click on Search.

Find the State and County FIPS code, ZIP code, 2000 Population and 2000 Per Capita Income for Connecticut.


Find out which ZIP code has the most Per Capita Income.

1. Select ZIP code from the **New Project** Window.
2. Select Connecticut from the State List Box; click OK.
3. Click the Group icon 
4. While holding down the **CTRL** key, select ZIP code, State, County, Population 2000, and Per Capita Income; click **OK**.
5. Sort the results by clicking on the column header and then the **Sort** icon and selecting Descending; click **OK**.


Using the results from the search above (on Connecticut), find the ZIP codes with a Per Capita Income greater than \$25,000.

6. Click the Query icon 
7. Click the **Per Capita Income** data item; make sure it appears in the query **List Box**.
8. Select the relational operator: >
9. Click the **Value Box** and enter **25000**.
10. Click the **AND** logical operator.
11. Click the **Add to Query** List; click **OK**.

Find the ZIP codes in Hartford County, Connecticut with a Per Capita Income over \$25,000.

12. Click the **Edit SQL** icon 
13. In the SQL window, you can see previously entered commands; at the end of the last line, type the command **AND DB.'County'='003'**
14. Click **OK**.

Download

1. Click on the Export icon . Select Export all records in Current View.
2. Click the **Browse** button, then select which format you want to export to. In this case we are selecting a fixed field with headers file which is ASCII Delimited (**.csv**), then type the **name** of the file, click **Save**.
3. Check Create file with a header record.
4. Click **Export**. When export is complete, click **Done**.

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