

Neighborhood Demographics Research Strategy

Social Sciences 300, Keith Heningburg, April update, 2012

1. **Reference books.** Background, demographics. Use the Tables of Contents and Indexes.

| | | |
|--------------------------------------|--------------------------------------------|-------------------------|
| History of Sacramento | Several reference books. See... | Ref F 868 to Ref 869... |
| Greater Sacramento 2006 | Ongoing issues by community. Update stats. | Ref F 868 S12 G73 2006 |
| County and City Data Book 2007 | Cities. Each topic in separate section. | Ref HA 202 A36 2007 |
| Source Book of Zip Code Demographics | Income & spending data. | Ref HA 203 S67 2009 |
| California Cities, Towns & Counties | Summary data from 2006-07. | Ref HA 261 C295 2009 |
| California Statistical Abstract 2008 | State and county level data – if needed. | |

http://www.dof.ca.gov/HTML/FS_DATA/STAT-ABS/Statistical_Abstract.php

2. **LOIS** – books and media. Useful mostly for history, street names, field guides.
 Keyword search: Oak Park, Elk Grove, Folsom, etc. Add California to all searches.

3. **SCC Library Databases** – articles. Use similar keywords as for LOIS.

- a. **Academic Search Premier**

Search strategy examples – mix and match keywords from both columns:

| | | |
|-------------------------------|------------------------|--------------------------------------------------------------------------------------------------|
| Sacramento California | supermarkets / grocery | Try different keywords in the 2d column and do a separate search for each one (with Sacramento). |
| Sacramento California | fire stations | |
| “Oak Park” California | statistics | |
| Natomas Sacramento California | development | Use keywords in your assignment. |
| “Elk Grove” California | hous* | Discover new keywords in the Subject line of articles you find. |
| “Del Paso Heights” California | police | |
| Meadowview | social service* | * allows for any characters at the end of the word (truncation). |
| Roseville California | neighborhood* | |
| “Rancho Cordova” California | economy | |
| Add your ideas | Add your ideas | “ ” keeps two terms side by side. |

Limiters: Use the check boxes for *Full Text*.
 Pull the slider bar over to a recent year.
 Click on *Subject Thesaurus* terms if they match your search.

- b. *Sacramento Bee*. Search for Elk Grove liquor stores, etc. The Sacramento Public Library has the best database for the Sac Bee. [Get a public library card online](#) to use the database from home. The Sac Bee database is under Research Tools on the [Sac Public Library main page](#).
- c. *Newspaper Source*. Search for Elk Grove California, liquor stores, etc.
- d. *bizjournals*. Pick *Sacramento Business Journal* and search as above.

4. **U.S. Census Bureau:** [American FactFinder](#) <http://factfinder2.census.gov>

- a. **Census Tract search:** Click *Address Search*, enter address in the overlay window, click *Go*.
 - In *Geography Results*, select *Census Tract*. Close the *Geographies* overlay window.
 - The page of *Search Results* lists hundreds of tables for population, race, housing, etc.
 - Use the limiters on the left to search within your results. Select *Race and Ethnic Groups*. Check some tables of interest and click *Add*. Close the overlay window.

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- On the *Search Results* page, check the tables(s) you want to create. Click *View*. If you created more than one table, use the *Geography* drop down box to see them all.
 - Tip: Use the *Back to Search* link, not the *Back* button.
- b. **Zip Code search:** Clear Your Selections and return to the Main Page to start over. Under *Quick Start*, enter a zip code in the *state* box and click *Go*. Select a table and click *View*.
5. **Google Maps:** <http://maps.google.com/maps> Enter address or zip code. Explore options such as *Satellite* and *Terrain*. Then fly the little person to a spot and drive around. Click *Search Nearby* and enter keywords: supermarkets, liquor stores, bars, police, etc.
6. **Sacbee.com** databases: <http://www.sacbee.com/databases> Open the *Demographics* link and browse the databases. Also try *Hot Topics*, *Crime/local*, *Business and Employment*, *Real Estate*, *Schools*, and more. Many useful tables – spend some time here.
7. **City, County, and State Agencies:**
- a. California Data and Statistics <http://lib.ucdavis.edu/dept/govinfo/state/statistics.php> Online statistical reports. See *Population and Demographics & Special Subjects*.
 - b. California Dept. of Alcoholic Beverage Control. <http://www.abc.ca.gov/> Go to *Licensing Reports*, then *Ad Hoc Reports*. Search by county and zip for licenses for restaurant, bar, etc.
8. **Cities and Counties:**
- a. Sacramento: <http://cityofsacramento.org> Click on *Departments*. Try *Police*, *Fire*, *Community Development-Planning*, *Neighborhood Services-Neighborhood Associations*.
 - b. Sac. City Council: <http://www.cityofsacramento.org/council/> Your new District number?
 - c. Rancho Cordova: <http://www.cityofranchocordova.org/> Look for comparable data.
 - d. Elk Grove: <http://www.elkgrovecity.org/> Look for comparable data.
 - e. Sacramento County: www.saccounty.net
 - f. Sacramento County Board of Supervisors: <http://www.bos.saccounty.net/>
9. **Other**
- a. Newspapers and flyers for your neighborhood: Elk Grove Citizen, Del Paso/Grant/North Sacramento Neighborhood Network Newsletter, etc.
 - b. Sacramento News and Review: <http://www.newsreview.com/sacramento/home> Keyword search. You may turn up an article about your neighborhood.

Tips:

- ✓ Evaluate the reliability of your sources. Data and tables can be a maze. Don't get lost!
- ✓ Stay on track with your assignment. Check that you are getting the data you need.
- ✓ Get out and walk the neighborhoods. Talk to people. Take pictures. Make your own comparisons.

Click for help. On library home page.

