



Reference USA eResource--Summary

Provides detailed information for 14 million public and private U.S. businesses, and 113 residences, including addresses, phone numbers and lifestyle purchases. The Business module is good for locating your competition; Lifestyle module is good for locating and contacting your customers.

Details

- Real time access to over 14 million businesses, 111 million customers, U.S. new businesses, U.S. household lifestyle and purchasing habits. Useful for researchers, students, job seekers, Information includes name, address, telephone number, headquarters, branch and subsidiaries identification, SIC codes, yellow pages headings, ticker symbol, credit rating, number of employees, and estimated sales volume; household income, house value, purchasing habits. Also includes some federal, state, and municipal offices, and school districts.

Strengths

- Searches available by zip code, number of employees, sales volume, purchasing habits and more.
- Parent companies, branches and subsidiaries included.
- Real time access.
- Downloadable to Excel spreadsheets.
- Access from home or office.
- Access to public, private, small and large businesses.

Weaknesses

- Does not include email addresses.
- First attempt at navigating custom searches is difficult.
- Does not include international/global firms, unless they are parent companies.

Printing/downloading

- Printing is allowed within reasonable limits. Lists of 50 companies may be downloaded at one time from the Library site. 25 companies per list from home or office.

Poudre River Public Library District Business and Nonprofit Resource website:
<http://read.poudrelibraries.org/adult/business/>



Using: Reference USA

<http://www.poudrelibraries.org/>

1. Go to the Library's website: <http://www.poudrelibraries.org/> (or, Google Poudre River Library District)
2. Link to **eResources** (top bar)
3. Once you're in the eResources page, link to **Business and Investment** (left side bar) or drop down to **Reference USA Home**.
4. At home or your office, at this point you'll be asked for your last name and borrower's card number.
5. Once you're in **Reference USA** home page, go to **U.S. Business Search**
6. Type in a company name, such as **New Belgium Brewing Company**. Hit **View Results**.
7. A list matching your search will appear. Link to the correct company name.
8. Location information, business profile, business demographics, SIC codes, and more will show up. You can expand the information from the list linking to the topic, i.e., Business Demographics.
9. Go to the top, link to **New Search**. Link to **Custom Search**.
10. Once you're in **Custom Search**, use the left bar to limit your search. For example, expand **Business Type**. Expand **Geography** (city, state, county ZIP code, etc.).
11. One the dropdown menus for each of these, check off (for example), **Keyword or SIC**; in **Geography**, check off (for example), **City**.
12. You'll now be prompted (on the same page, to the right) for key word. Type in (for example), **Florists**, hit **Look Up**. Highlight the closest-matching words. These will go into the box directly below the search box: **Florists-Retail, Florists-Wholesale, Plants-Retail**, etc.
13. Now, scroll down for the 2nd step in your custom search—select your **State**, scroll down to (for example), **Fort Collins**.
14. Hit **View Results** (green box). This links you to the results of your custom search. How many results did you get?
15. Link to one of the businesses, i.e., **Paul Wood Florists**.
16. Take a look at the business information provided. Scroll down to see everything provided. For example, expand **Business Expenditures**. How much does this business spend on accounting services?
17. Try a **Lifestyle Search** – this gives you the lifestyle purchases of over 111 million residences in the U.S. Go to **Home**, link to **Lifestyle**, navigate you're way through by checking off and expanding the **Lifestyle links**.

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