

Name: ReferenceUSA now **Reference Solutions**

Description: Contains comprehensive information on U.S. businesses, consumers/lifestyles, new businesses, new homeowners and movers, physicians, dentists, jobs/internships; and Canadian businesses

Businesses and Entrepreneurs:

- Find businesses based on employee size, sales volume, business type, location, ownership, executive (name, title, gender, ethnicity), NAICS codes, etc.
- Find consumers based on geography, estimated home income, lifestyle interests (travel, pets, apparel, vehicles, home décor), age, gender, ethnicity, marital status, home value, etc.
- Create marketing plans, conduct competitive analysis, target the location and proximity of competitors, generate sales lists

Access: www.wheatonlibrary.org → Business Resource Center → Search business databases → Reference USA is now Reference Solutions

Select a **Database**

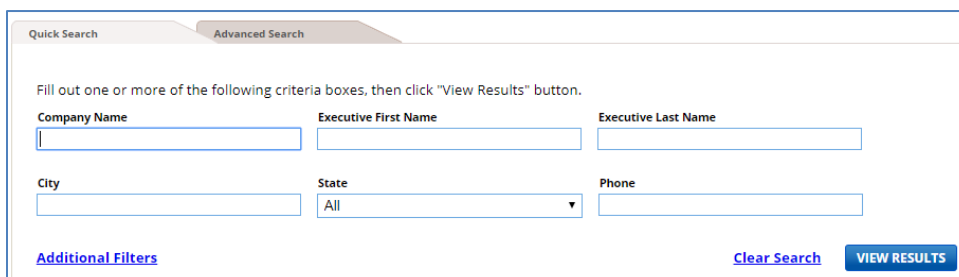


<p>U.S. Businesses 54 Million Businesses 3.0 Million Closed Businesses SEARCH MORE INFORMATION</p>	<p>Canadian Businesses 1.9 Million Businesses</p>
<p>U.S. Jobs / Internships 2.5 Million Job Postings</p>	<p>U.S. New Businesses 2.2 Million New Businesses</p>
<p>U.S. Healthcare 1.2 Million Physicians & Dentists</p>	<p>U.S. Standard White Pages 155 Million Residents</p>
<p>U.S. Consumers / Lifestyles 302 Million Individuals</p>	<p>Canadian White Pages 11 Million Individuals</p>
<p>U.S. New Movers / Homeowners 15 Million Records</p>	

After you choose a database, you are brought to a **Search** tab:

Quick Search: when looking for specific companies or individuals

- Fill in all the boxes you'd like to search
- Select **View Results** to see the records



Quick Search Advanced Search

Fill out one or more of the following criteria boxes, then click "View Results" button.

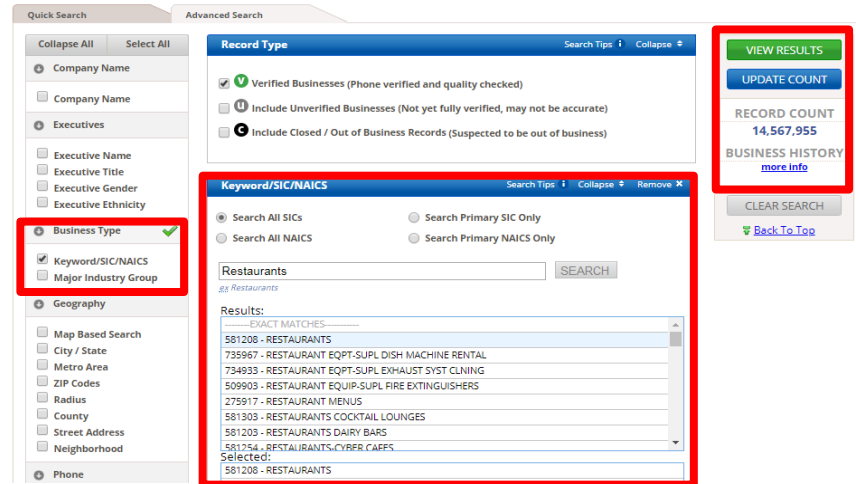
Company Name Executive First Name Executive Last Name

City State Phone

Additional Filters Clear Search **VIEW RESULTS**

Advanced Search: to build lists

- Select (check) your search criteria on the left side
- After you check an item, a window opens in the center of the page
- Select as many or as few criteria as you wish
- Select **Update Count** to see count changes in the **Record Count**
- Select **View Results** to see the records



Results: Choose how you would like to view the results page

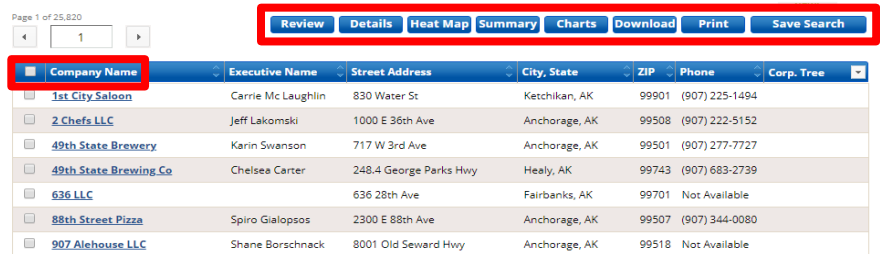
Click **Company Name(s)** to view the detailed record(s)

Click **Heat Map** to view a density map

Click **Summary** to create summary tables

Click **Charts** to view charts and graphs of the results

Click the records you want to download or print, check the box at the very top of the list to select all records on that page (25 records per page), then click **Download** or **Print**



Company Name	Executive Name	Street Address	City, State	ZIP	Phone	Corp. Tree
1st City Saloon	Carrie Mc Laughlin	830 Water St	Ketchikan, AK	99901	(907) 225-1494	
2 Chefs LLC	Jeff Lakomski	1000 E 36th Ave	Anchorage, AK	99508	(907) 222-5152	
49th State Brewery	Karin Swanson	717 W 3rd Ave	Anchorage, AK	99501	(907) 277-7727	
49th State Brewing Co	Chelsea Carter	248.4 George Parks Hwy	Healy, AK	99743	(907) 683-2739	
636 LLC		636 28th Ave	Fairbanks, AK	99701	Not Available	
88th Street Pizza	Spiro Giallopsos	2300 E 88th Ave	Anchorage, AK	99507	(907) 344-0080	
907 Alehouse LLC	Shane Borschneck	8001 Old Seward Hwy	Anchorage, AK	99518	Not Available	

Register to create a personal account (on the home page lower right hand side)

- Save one search or multiple searches
- Your search results are automatically updated with new information

The **Learning Center** on the top of each page gives you access to excellent training materials

Sample Exercises:

U.S. Business Database

1. How many coffee shops are in the Cambridge Highlands neighborhood of the Boston metro area? Hint: use the "Neighborhood" option for Geography
2. Find all the retail trade businesses with 1-9 employees that have a website and a female executive. Hint: use the "Major industry" group search
3. How many private companies in the Metro area of Richmond, Virginia are eating and drinking places? Hint: use the "Major industry" group search
4. How many Fortune 1000 companies are headquartered in Michigan? How many of those companies are "Office Furniture & Equipment Manufacturers"? Hint: use the "Summary" button at the top of the results page to break the companies down by SIC/NAICS
5. A freelance writer would like to find home based advertising consultants in the area code 215. Hint: type in Keyword "Consultant Advertising"

U.S. Consumer Database

1. How many residents are in the Metro area of Boulder, CO that have an estimated home income of \$40,000-\$99,999?
2. Find a list of residents in ZIP code 22315 with an estimated home value of \$125,000-249,999.
3. Find some of Donald Taylor's neighbors in Joppa, MD. Hint: Use "Quick Search" then Use "Show Neighbors" in results page and add 1 or 2 miles
4. How many people age 65+ in Marin County, California are interested in Health, Diet, and Fitness?