ReferenceUSA

Lifelong Learning Through The Libraries
information literacy program

What is Reference USA?

Reference USA is a directory database that contains contact information, estimated sales, number of employees, credit rating, and the ticker symbol of over 12 million U.S. businesses and organizations. The database is updated monthly and is available only through the public workstations in Ekstrom Library.

How do I get to Reference USA?

1. Through the web browser, locate the UofL Libraries' main page at: http://library.louisville.edu/.
2. Click on the Article Databases by Topic link.
3. Under Resources by Topic, click on Business & Public Administration and scroll to Reference USA. It is also available under the All Databases A-Z link.
4. When Reference USA opens, click on the box with the red arrow next to *Business Database*.

How do I search Reference USA?

Reference USA offers two search options: Quick Search and Custom Search.

Quick Search

- Using quick search, you may search by using any of the following criteria: Company Name, City, State, or Phone number.

- The asterisk (*) can be used as a wildcard when searching for company name.
- SEARCH STEPS: Enter desired information, then click Search Now.

Custom Search

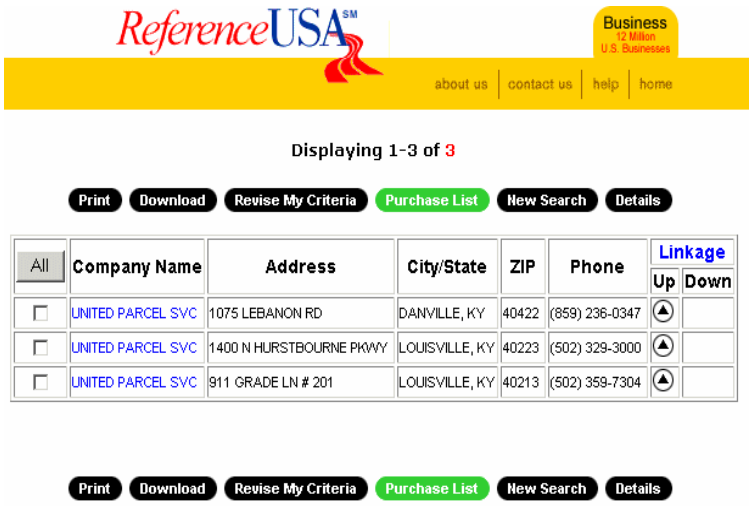
- The custom search option lets you create a search form based on the criteria that you select. The criteria are organized into 6 categories: Company, Yellow Pages, Geography Selects, Phone Selects, Business Data, and Special Selects.

- The asterisk (*) can be used as a wildcard when searching for company name.
- *SEARCH STEPS*:
  - After selecting the desired criteria, click *Create Search Form*.
  - Enter information into your search form, or narrow your search by using the search criteria menu on the left-hand side of the screen. (If this menu is used, click *New Search Form* before entering new information.)
  - After narrowing your search, click *Search Now.*
  - A search refinement screen may appear if additional information is needed

What can I do with the results?

If a state was not specified in the search, the results will be displayed in alphabetic order using the state's abbreviation. If a state was specified, the results will be listed alphabetically by city. The linkage column in the results screen defines the relationship between parent companies, subsidiaries and branches.

- The up arrow will link to the parent company or U.S. headquarters.
- The down arrow identifies that business as a parent company and links to the branch locations or subsidiaries.
- Both arrows in the same record identify that business as a subsidiary. Clicking on the appropriate arrow will link to either the branches or the parent company.



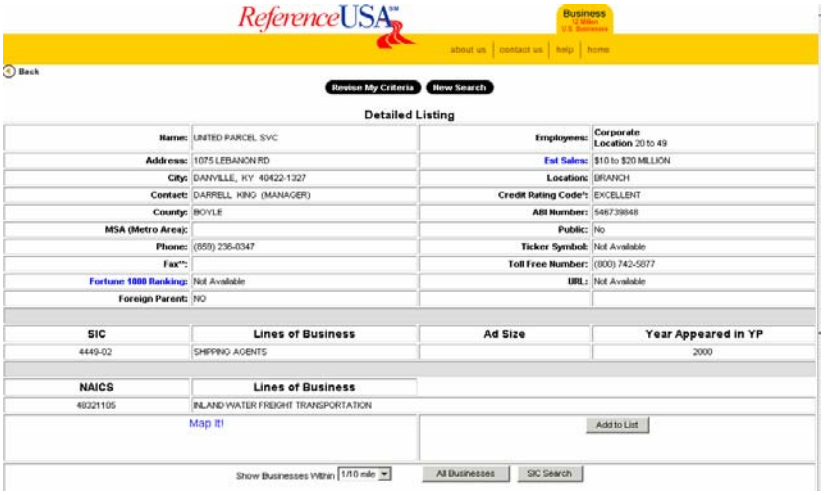
You may view a single company or multiple companies.

- To view one company, click on the company name (text is blue).
- To view multiple companies, click in the box next to companies you want to view. Then click DETAILS to view the *detailed listing* of your selections.
- If the company you are looking for is not listed, you may select *Revise My Criteria* or *New Search* to start over.

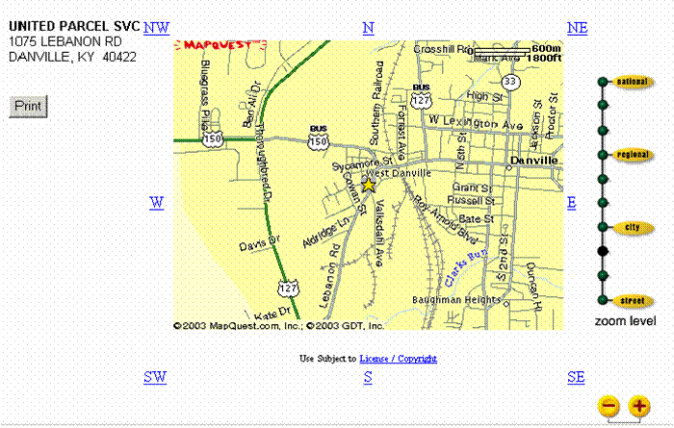
Detailed Listing

Once you have narrowed your search and located the desired company or companies, the detailed listing screen will provide all data that was submitted by that particular company, including SIC and NAICS codes.

The *detailed listing* screen includes a search that will provide information about other businesses within the same area. At the bottom of the screen, select the area by limiting to 1/10 mile, 1/2 mile, etc. and then click on *All Businesses*. This will generate a listing of all businesses within the radius that you selected.



The *detailed listing* screen also includes the option of viewing a map of the business location. By clicking on Map It! at the bottom of the screen link, you will be directed to a single-point map through MapQuest.



You may print or download up to 50 items per search. Check the box to the right of the items you wish to print or download and click on the *Print* or *Download button.* If you choose print you will be given the option of printing the summary or the detailed record. The default is summary.

If you choose download, you will also be asked to choose the file format. The comma delimited is the default format and the method that will allow you to easily import the information into other applications.

What can I do if I have questions or problems?

For more information about ***Reference USA,*** click on *Help* in the upper right-hand corner and then select *Business Data*. You may also contact a reference librarian for immediate assistance at 852-6747.

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