ReferenceUSA

ReferenceUSA is a leading business and consumer research database. Small business owners can use this database as a marketing tool to identify new clients, while Entrepreneurs can perform market research to create a business plan. The database also includes easy to use Job Search and U.S. White Pages modules.

Go to www.pueblolibrary.org → Search → Databases → Business & Finance → ReferenceUSA → enter Library Card # and PIN.

"I need a company profile…"

"I sell HVAC units. I need a list of construction companies that will purchase my units."

U.S. Businesses
48 Million Businesses
2.4 Million Closed Businesses
SEARCH | MORE INFORMATION

Canadian Businesses
1.9 Million Businesses

U.S. Historical Businesses
198 Million Historical Records

"How can I look for plumbing jobs in Pueblo?"

U.S. Jobs / Internships
2.5 Million Job Postings

"Can you help me find a dentist for my young child?"

"I roast my own coffee beans and want to sell to newly opened restaurants."

U.S. New Businesses
4.1 Million New Businesses

U.S. Healthcare
1.2 Million Physicians & Dentists

U.S. Standard White Pages
153 Million Residents

U.S. Consumers / Lifestyles
268 Million Individuals

"I want to start a neighborhood watch and need my neighbor's addresses."

"I work for a nonprofit and need a list of potential charitable donors."

Canadian White Pages
11 Million Individuals

U.S. New Movers / Homeowners
17 Million Records

"How can I locate potential customers who just moved into the area?"

U.S. Businesses

- Contains 49 million company profiles
- Updated monthly
- ReferenceUSA telephone verifies with businesses yearly
- Use to find a competitor, company profiles & potential clients

U.S. Historical Businesses

- Contains over 200 million historical records dating back to 2003
- Research business trends
- Look at business owners over time
- Study history of industry in particular areas

U.S. New Businesses

- Raw data--Updated weekly
- See how new businesses/industries are growing
- Info obtained from business license filing or utility companies
- Business owners use info to find new clients (ex: food industry may use info to contact newly opened restaurants)

U.S. Jobs/Internships

- Job postings from Indeed.com
- Updated daily

U.S. Healthcare

- Updated monthly
- Locate dentist, doctor, surgeon in specialized field

U.S. White Pages

- Records updated through USPS National Change of Address
- Phone #s not scrubbed through Do Not Call registry
- Businesses advised to use for mail marketing, not direct calls

U.S. Consumers/Lifestyles

- Use for marketing and consumer spending research
- Study particular hobbies/interests of consumers in particular area
- Nonprofits can search for potential charitable donors

Learn More!

Tutorials available at:
resource.referenceusa.com/videos/

Recorded Webinars available at:
resource.referenceusa.com/webinars/

U.S. New Movers/Homeowners

- Updated weekly
- Lists who recently moved into an area
- Valuable for banks, dry cleaners, doctors, hair stylists, home security companies, landscapers

How to locate a company profile

"I need to find the name and address of the CEO of Home Depot."

"I am looking for a child daycare in Pueblo."

"I sell HVAC equipment and would like to contact Construction Businesses to sell my units."

1. Open **U.S. Businesses Database**
2. **Quick Search**
3. Enter Company Name
4. Enter State

Note: use Advanced Search for filter options

 Corporate Tree   **Parent Company**

How to find your competitor/potential clients

"I want to open a coffee shop in Pueblo and want to know my competition."

"I want to market my products to restaurants in Pueblo and need a list of contacts."

1. Open **U.S. Businesses Database**
2. **Advanced Search**
3. **Business Type → Keyword/SIC/NAICS → SEARCH →** select industries
4. **City/State**
5. **Update Count**
6. **View Results**

How to search for consumers--Consumers/Lifestyles

"I work for a nonprofit and need a list of potential charitable donors."

"I sell window shades and need to search for potential clients in Pueblo who have an interest in home improvement products."

1. Open **U.S. Consumers/Lifestyles**
2. **Advanced Search**
3. **City/State**
4. Option for Charitable Donors: **Housing Selection → Estimated Home Income**
5. **Lifestyles**
6. **UPDATE COUNT**
7. **VIEW RESULTS**

How to search for consumers--New Movers/Homeowners

"I sell home security systems and would like to find new customers."
"I own a landscaping company and am looking for new clients."

1. Open **U.S. New Movers/Homeowners**
2. **Advanced Search**
3. **Geography → City/State**
4. **Residential Details → Home Ownership**
5. **UPDATE COUNT**
6. **VIEW RESULTS**
7. Revise Search if desired.

How to research doctors/dentists

"I need to find a new dentist for my child."

1. Open **U.S. Healthcare**
2. **Advanced Search**
3. **Geography → City/State**
4. **Practice/Credential → Primary Sic**
5. **Primary Specialty**
6. **UPDATE COUNT**
7. **VIEW RESULTS**
8. Revise Search if desired.

> **SIC: Standard Industrial Classification**
>
> - 2 to 5 digit numerical code
> - Assigned by the U.S. government to business establishments
> - Used to identify the primary business of the establishment.
> - Established in 1937
> - Last updated 1987—still used
>
> **NAICS: North American Industry Classification System**
>
> - Pronounced "Nakes"
> - 2-8 digit numerical code
> - Used by government to classify businesses.
> - Developed to replace insufficient SIC
> - Established in 1997

How to locate new businesses

"I own a small cleaning company and want to contact new restaurants in hopes of initiating new cleaning contracts."
"How can I get a list of new Mexican restaurants in the area so I may contact them about buying my home-made salsa?"

1. Open **U.S. New Businesses**
2. **Advanced Search**
3. **Business Type → Keyword/SIC/NAICS → SEARCH → select industries**
4. **City/State**
5. **Update Count**
6. **View Results**