

ReferenceUSA

Create marketing lists from a frequently-updated database of over 24 million businesses and millions of consumer listings.

Use ReferenceUSA to:

- Create sales leads based on business types, location, and sales volume
- Generate marketing lists for specific areas using consumer preferences and market research
- Prepare a small business plan
- Locate businesses of any type by location
- Identify new businesses
- Search for job opportunities nation-wide
- Find hospitals, medical organizations and health professionals
- Find schools, childcare, churches and other services in your community

To connect to ReferenceUSA:

1. Go to <http://www.knoxlib.org>
2. Search "ReferenceUSA" in the search box.

Find more resources in the subject guides: **Explore the collection** → **Subject guides** → **Business and investing**

Database tips:

1. Searches are by type: Find a Business (current, historical, new, and health-related), Consumer, Job, or White Pages.
2. Try the Consumer search if White Pages doesn't locate the person you're looking for. The consumer database contains a larger number of listings.
3. Select Advanced Search to customize your search options using a variety of criteria including:
 - Business type (in the business search)
 - Geography (state, city, zip codes, etc.)
 - Ownership
 - Lifestyles (in the consumer search)
4. After selecting your options, select Update Count to see how many results are listed. You may then wish to broaden or narrow your search to increase or decrease the number of listings. Select View Results to see the list.
5. Business types are selected by SIC/NAICS codes. You can search by keyword to find the code, enter a specific code, or select SIC codes by major industry group. Select up to 150 codes or paste them from another list.
6. If you're having trouble finding businesses using a particular code, try searching for a business that you know by name, then look at the details to see the code it is listed under. Redo your search with that code to find similar businesses.
7. Corporate listings for a business are available whenever you see the Corp. Tree icon  in your results list. Click the icon to see the organizational structure and contact information.
8. Select up to 250 records at a time for downloading in .csv, Excel, or tab-delimited formats.
9. Save your search by selecting Save Search on the results listing and giving it a name. Access your saved searches from the home screen.