

ReferenceUSA Quick Start

To access:

1. Go to <http://www.spl.org>
2. Click **Articles & Research**
3. Click **Phone Books & Directories**
4. Click [ReferenceUSA](#)
5. Log in with your library card number and PIN, if prompted.

Best for:

- Finding detailed company information
- Finding potential consumer and business customers
- Job searching

Find information about an individual company

- a. From the [ReferenceUSA](#) main page, click **U.S. Businesses**



Available Databases
Select A Database To Get Started.

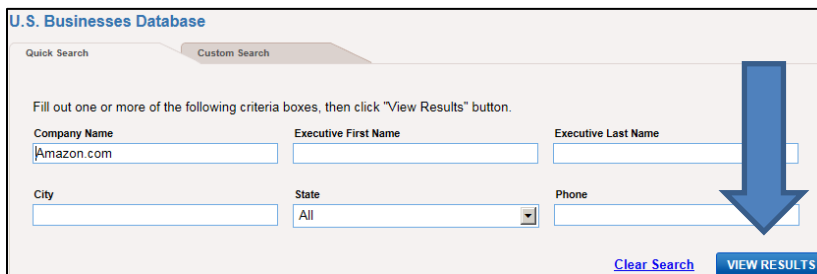
Available Databases

- ▶ **U.S. Businesses**
24 Million Businesses
- ▶ **Canadian Businesses**
1.5 Million Businesses
- ▶ **NEW! U.S. Jobs / Internships**
2.5 Million Job Postings
- ▶ **U.S. New Businesses**
4 Million New Businesses
- ▶ **U.S. Standard White Pages**
89 Million Residents
- ▶ **U.S. Consumers / Lifestyles**
262 Million Consumers

Tips:

- For finding individuals or home phone numbers, click “U.S. Standard White Pages”

- b. Type the name of the company and click view results.



U.S. Businesses Database

Quick Search Custom 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:

[Clear Search](#) **VIEW RESULTS**

- Use “Custom Search” tab to search for multiple businesses. Examples: similar type of business, businesses in the same neighborhood, etc.

- c. Click on the the name of company from the results to find more detailed information about the company.

| <input type="checkbox"/> | Company Name | Executive Name | Street Address |
|--------------------------|---------------------------------|----------------|---------------------|
| <input type="checkbox"/> | Amazon.Com AZDC | | 16920 W Commerce Dr |
| <input type="checkbox"/> | Amazon.Com Inc | | 1 Centerpoint Blvd |
| <input type="checkbox"/> | Amazon.Com Inc | | 1600 Johnson Way |

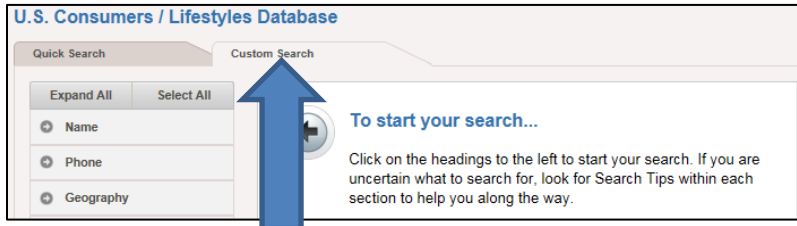
- It is possible to export up to 250 search results at a time to an Excel spreadsheet.



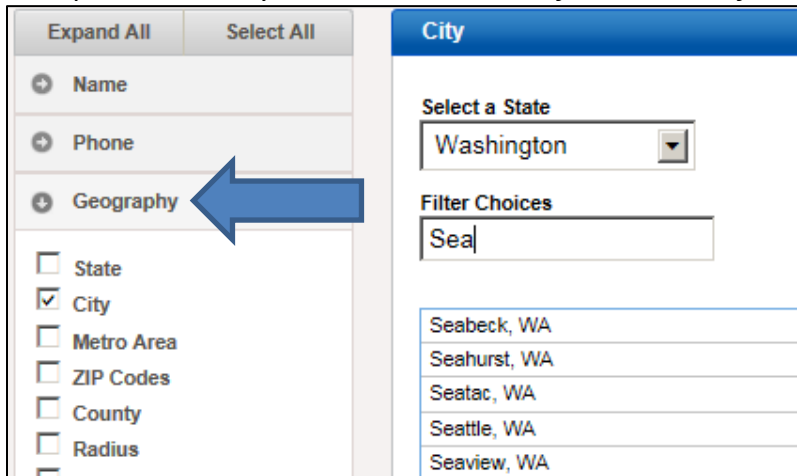
The Seattle Public Library

Find consumers by lifestyle

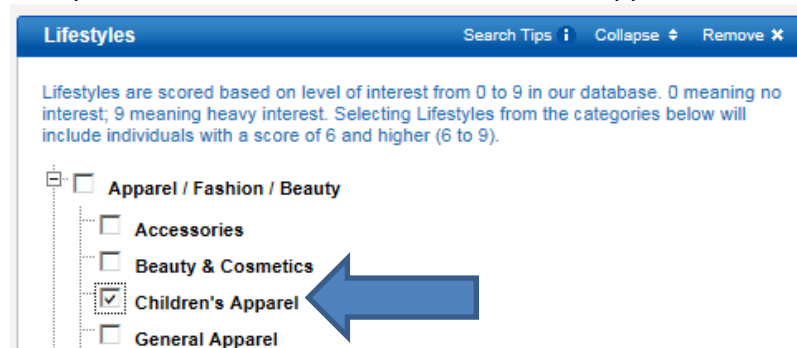
- a. From the [ReferenceUSA](#) main page, click **U.S. Consumers / Lifestyles**
- b. Click on the **Custom Search** tab.



- b. Click **Geography**, and then select area you want to search.
Example: Select "City" and select "Seattle" from the list of cities.



- c. Click **Lifestyles**. Then select one or more categories.
Example: Consumers interested in "Children's Apparel"



- d. Click **View Results**. This will give you a list of consumers with contact information.

More information:

Ask a librarian [online](#) or in person.

Tips:

- From "Quick Search" tab you can search for an individual consumer by name.

- You can also limit results using "Consumer Snapshot" to limit by age, income, home value, etc.

- It is possible to export up to 250 search results at a time to an Excel spreadsheet.

- From the list of results, click "Map" to visualize results on a heat map.