

Searching *ReferenceUSA*

What is *ReferenceUSA*?

ReferenceUSA is a searchable online directory of publicly and privately owned companies in the United States. It also contains information about individual consumers. The information in *Reference USA* is compiled from over 5,000 Yellow page directories, Business White Pages, Corporate Annual Reports, SEC 10K reports, Chamber of Commerce Directories, state directories, and other public information sources. It is searchable by Yellow Page heading, Industry group, SIC code, city or geographic area, employee size, sales volume, and consumer name.

Information contained in this database includes company name, location, parent company and subsidiaries and divisions, NAICS and SIC industry codes, contact names and information, credit rating, company web site, company size, and information on whether the company is public or private.

What years does the database cover?

Information in *ReferenceUSA* is current.

How do I get to it?

From the library's homepage at <http://www.usfca.edu/library>

- Click Database List A to Z.
- Select *ReferenceUSA* from the list.
- *The next page you click on is a brief introduction to the database.*
- Click *the link to access the database.* This takes you to the main search page.
- Click in the middle of the screen where it says, *Available Databases: "Business, 13 million U.S. Businesses," or "Residential, 120 million U.S. Households."*

Searching Tips

There are two types of searches, *Quick Search* and *Custom Search*. When you first enter the database *Quick Search* is available. To switch to *Custom Search*, click the tab at the top left of the screen.

To Do a Quick Search:

- Enter information in any or all of the following boxes: Company Name, City, State, and Telephone Number.
- Click on **Search Now**. This will take you to the search results screen.
- Click on the name of the company to view information for it, or to get parent company information click the upward pointing arrow to the right of any of the listings.

To Do a Custom Search:

Please note: *When you are doing a Custom Search in Reference USA, the first set of steps actually allows you to create your own search form, consisting only of the criteria*

on which you want to search. Once you have created your custom search screen, you then need to type in your search terms in order to get results.

- Click on the buttons next to the search criteria you want to select. When finished, click on *Create Search Form*.
- In the next screen, you will see that the search criteria menu has moved to the left-hand side of the screen, while the search criteria you have selected will appear on the right-hand side of the screen.
- Narrow your search using the options given with each search criteria you have selected. After narrowing each search field, click on *Search Now*.
- Once you get a list of results, click on the name of the company to view information for it, or to get parent or company headquarters information click the upward pointing arrow to the right of any of the listings.
- Click on the name of the company to view information for it, or to get parent company information click the upward pointing arrow to the right of any of the listings.

Other Features:

- **Click *Map It!*** to locate your company on a city or street map.
- **Show Businesses Within:** Search for businesses from 1/10 to 5 miles from your selected company. First choose the distance from the pull down menu, then click "All Businesses."
- **Show SICs Within:** Search for industries from 1/10 to 20 miles from your selected company. First choose the distance from the pull down menu, then click "SIC Search." On the next screen fill in SIC codes you wish to search, or use the blue SIC link to find SIC codes to search.

Printing or Downloading Results:

To print, you may use either the *Print* button on your browser or the *Print* button on the search results screen. The total number of records you can print is limited, based upon your library's subscription. Our library's limit is 5 records per search.

To print the current screen:

Click on the *Print* button on your browser.

To print the search results for a record(s):

- Click on the box next to the record(s) you want to select, then click on the *Print* button on the search results screen.
- In the next screen, click on the button next to the level of detail you want to select. Click on *Print*.
- In the next screen, view the record(s) you have selected. If correct, click on *Print*.

To print the search results for all 25 records on the current screen:

- Click on ***All***, then click on the *Print* button on the search results screen.
- In the next screen, click on the button next to the level of detail you want to select. Click on *Print*.
- In the next screen, view the records you have selected. If correct, click on *Print*.
- **Note: Download instructions are similar to print instructions, except you will click the Download button instead.**