

Reference USA

with your Berkeley Public Library card....

- Find demographic information and statistics for over 12 million US businesses
- Search for jobs, locations, industries
- Identify your competitors, their location, CEO and sales volume
- Research executives and companies or target human resources departments
- Profile a neighborhood, city or state and make a detailed map of your results
- Customize your search to include contact information, FCC filings, Stock information, driving directions and more.

Getting Started

- Start from the Library's home page: www.berkeleypubliclibrary.org
- Select "Search Online Resources"
- From that page select "Business and Careers"
- Choose "Reference USA Company Listings"(the first option) then "US Businesses"
- Select the "Custom Search" tab, select the headings to include & click "view results"
- Sort your list of businesses or download them to Excel from this screen

Nifty Search Options

- *Executives heading-* use to target your results to specific job holders within a company
- *Business type-* search by Keyword (Yellowpages) or SIC (for a precision search)
- *Geography*—fine tune your list to search just a city, state, or zip code
- *Business Size-* limit your results by number of employees or sales
- *Ownership-* allows you to include or exclude home-based businesses, headquarters, etc.

Tips

- Use the blue navigation arrows, not the back button (which clears your search)
- You can download only 25 records at one time to Excel
- The RefUSA video tutorials, FAQs and 1-800-808-1113 are great for new users

Sample searches

Do a company search for Chez Panisse—do an everything radius search .25 mi

Make a list of the coffee shops and cafes in the 94704 zip code.

Send your resume to Human resources managers in SF for companies with 100+ employees

Identify all Fortune 1000 companies in San Francisco; companies earning between 10-20 million.

List Venezia's (on University Ave.) competitors; how many similar businesses are w/in .25 miles.

Make a list of home-based day care centers in Berkeley CA

Questions? Call the BPL Reference Department, 510-981-6148

2/2011