

Database Tip of the Week: Local Industry Information

Use *Reference USA* to locate local companies of a specific industry, and then export records into Excel to compare company profiles.

Description:

Retrieve a list of location specific businesses using NAICS codes and zip codes in Reference USA.

How To:

1. Once in *Reference USA*, click **Business Database**



2. Then, click **Custom Search**.



3. Click the check boxes by **NAICS – 2002** and **Zip Code**, and then click the **Create Search Form** button.

The screenshot shows the Reference USA search criteria form. The 'NAICS - 2002' and 'ZIP Code' checkboxes are checked and circled in green. The 'Create Search Form' button is also circled in green. The form includes several sections: 'Company Name', 'Yellow Pages (YP)', 'Geography Selects', 'Phone Selects', 'Business Size', and 'Special Selects'. A note at the bottom states: 'NOTE: Select One or More of the Above criteria then click "Create Search Form" button.' At the very bottom, it says '25 Prints/Downloads per Search'.

4. Enter the NAICS or SIC numbers associated with your industry and the zip codes for the geographical areas of interest.

Note: In addition to NAICS numbers, you can also enter SIC numbers to help narrow results. In this example, the SIC for **truck stops**, helps immensely as it pulls up only one Wendy's, one that happens to be at a truck stop!

Note: The more **Zip Codes** used, the broader the search will: Reference USA interprets multiple zip codes as an OR search → **54601 OR 54660 OR 53948**: records with any of the above zip codes are retrieved.

5. Click the **Search Now** button.

6. Once results are retrieved, you can open each one individual to review information such as number of employees, estimated annual sales, etc.

Exporting Reference USA Records

Description: You can also select up to 25 records from your search and download detailed records into Excel for comparing and printing.

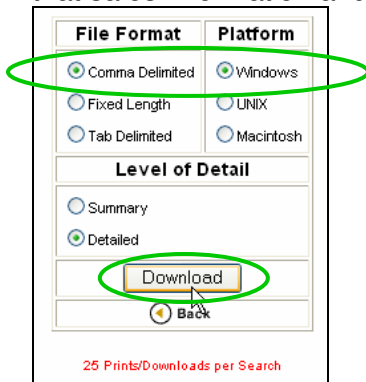
1. From the results, pages select the records you wish to export.

<input checked="" type="checkbox"/>	KVMK TRIP TRUCK PLAZA	611 STATE ROAD 82	MAUSTON, WI	53948	(608) 847-2333	▲	
<input checked="" type="checkbox"/>	KVMK TRIP TRUCKSTOP	310 E MCCOY BLVD	TOMAH, WI	54660	(608) 372-5776	▲	
<input type="checkbox"/>	LOSEY BLVD BP	1420 LOSEY BLVD S	LA CROSSE, WI	54601	(608) 787-0714	▲	
<input type="checkbox"/>	MURPHY USA	228 W MCCOY BLVD	TOMAH, WI	54660	(608) 374-4484	▲	
<input type="checkbox"/>	NORTHSIDE MOBIL	705 N UNION ST	MAUSTON, WI	53948	(608) 847-6189	▲	
<input type="checkbox"/>	NORTHSIDE MOBIL	907 E MCCOY BLVD	TOMAH, WI	54660	(608) 372-5796	▲	
<input type="checkbox"/>	PILOT TRAVEL CTR	1101 STATE ROAD 82	MAUSTON, WI	53948	(608) 847-3321	▲	
<input type="checkbox"/>	SHELL TRAVEL MART	124 W MCCOY BLVD	TOMAH, WI	54660	(608) 372-2635	▲	
<input type="checkbox"/>	TOMAH CO-OP SVC	1517 SUPERIOR AVE	TOMAH, WI	54660	(608) 372-9385		
<input type="checkbox"/>	TOMAH CO-OP SVC	711 FAIR ST	TOMAH, WI	54660	(608) 372-2458		
<input checked="" type="checkbox"/>	WENDY'S	1101 STATE ROAD 82	MAUSTON, WI	53948	(608) 847-5378	▲	

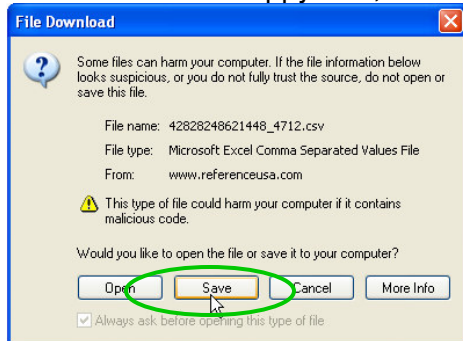
- Then, click the **Download** button at the bottom of the screen.



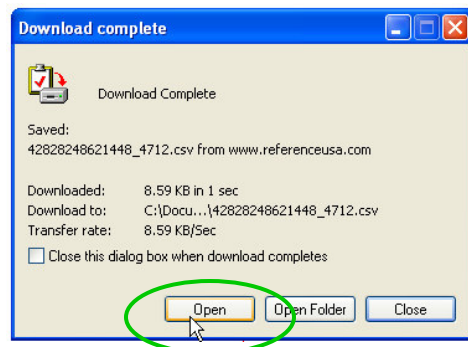
- Select **Comma Delimited** for **File Format**, choose the appropriate **Platform**, pick **Detailed** so that sales information and other details are included, and then click **Download**.



- Save** the file to a floppy disk, flash drive, etc.



- Once the file has been downloaded, click **Open** to view the data in Excel immediately, as desired.



Happy Searching!