

Reference USA

IMPORTANT NOTE: This tutorial includes 2 ten-minute sessions (one session for the Residential database and one session for the Business database).

#1. Residential Database is compiled from more than 3,900 white page telephone directories. Each listing appears in the database exactly as it appears in the phone book. It does not include unlisted numbers. Information is available eight to twelve weeks after appearing in the phone book, and changes of address are revised on a monthly basis. Each residential listing also contains information from the most recent U. S. census, including median household income, median home value, latitude / longitude, and percentage of owner-occupied housing.

Computer commands, field names and mouse actions are in *Italics*.
Text that you must type is within single quote marks (' ').

To access Reference USA Residential Database:

Click on: **Research Tools**

Click on: **Business and Investments**

Scroll down to: **Reference USA**

Click On: **inside the library** OR **home access**

Click on: **Residential Database**

★ To begin a new search after each question below, click the *New Search* button near top of database screen.

1. I need a list of all residents on Syrup Mill Road in Blythewood, South Carolina.

- Click the *Custom Search* tab
- Under *Geography Selects*, click *Address and City*
- Click the black-and-white *Create Search Form* button
- At the *Search Fields* screen, type 'syrup mill' in the *Street Name* box
- Type 'blythewood' in the *City Name* box
- In *Select States for Cities* box, scroll down and select *South Carolina*
- Click the black-and-white *Search Now!* Button.

2. A patron has a rare last name, Agricola, and wants a list of others in the U.S. with the same surname.

- Type 'agricola' in the *Last Name* box of the *Quick Search* screen
- In the *State* box, scroll down and select *All*
- Click on the black-and-white *Search Now!* button.

3. I want to know who now lives in the house where I grew up (1303 Bellevue Drive, Gadsden, Alabama).

- At the *Quick Search* screen, click the *Custom Search* tab
- At the *Custom Search* screen, click *Address and City*
- Click the black-and-white *Search Now!* Button

- ❑ At the *Search Criteria Fields* screen, type '1303' in the *Number* box and 'bellevue' in the *Street Name* box.
- ❑ In the *Suffix* box, scroll down and select *DR*
- ❑ In the *City Name* box, type 'gadsden'
- ❑ In the *Select States for Cities* box scroll down and select *Alabama*
- ❑ Click the black-and-white *Search Now!* button

Note: The name of the current occupant will appear. Click the last name for a detailed record.

4. I have a telephone number, 404-237-7180, but have lost the name of the person to whom it belongs. How can I find it?

- ❑ In the box for *Phone (10 Digits)*, type '4042377180' with no spaces or dashes
- ❑ Click the black-and-white *Search Now!* button

Note: The name and address of the individual to whom it belongs will appear. You may click on the last name for a detailed record.

5. I used to know someone who lived on a street named 'Sweet Potato', but I cannot remember the person's name or the state in which they lived. Can I get a list of persons who live on a street with this name?

- ❑ Click the *Custom Search* tab
- ❑ Under *Geography Selects*, click *Address*
- ❑ Click the black-and-white *Create Search Form* button
- ❑ At the *Search Criteria Fields* screen, type 'sweet potato' in the *Street Name* box
- ❑ Click the black-and-white *Search Now!* button

6. What is the approximate value of the home owned by Joanne Sargent of Madison, Alabama?

- ❑ Type 'sargent' in the *Last Name* box, 'joanne' in the *First Name* box, 'madison' in the *City* box, and select (click) 'Alabama' from the *State* list
- ❑ Click the black-and white *Search Now!* button. At the *Display* page, either click 'sargent', or click the box next to the name 'sargent' and then click *Details*

Note: The answer will be found in the *Median Home Value* line.

#2. Business Database contains detailed information on more than 12 million U.S. public and private businesses, including addresses, telephone numbers, SIC and NAICS codes, number of employees, sales volume, product lines, corporate structure, headquarters/branch offices, and key contacts.

Computer commands, field names and mouse actions are in *Italics*.
Text that you must type is within single quote marks (' ').

To access Reference USA Business Database:

Click on: **Research Tools**

Click on: **Business and Investments**

Scroll down to: **Reference USA**

Click On: **inside the library** OR **home access**

Click on: **Business Database**

★ To begin a new search after each question below, click the *New Search* button near top of database screen

1. I want to know if there are any companies in South Carolina that manufacture automated teller machines.

- ❑ Click the *Custom Search* tab
- ❑ Under the *Yellow Pages* options, click the box for *YP Heading or SIC*
- ❑ Under the *Geography Selects* options, click the box for *State*
- ❑ Click the black-and-white *Create Search Form* button
- ❑ Type 'automated teller machines' in the *Yellow Page Heading* box
- ❑ In the *States* list, scroll down and select *South Carolina*
- ❑ Click the black-and-white *Search Now!* button
- ❑ Click *Automated Teller Machines –Wholesalers and Manufacturers*, which will automatically move to the *Selected Choices* box
- ❑ Click the black-and-white *Search Now!* button.

Note: A list of companies will appear. Click on one or all for expanded information about each.

2. I want a list of South Carolina companies that employ more than 5,000 workers.

- ❑ Click the *Custom Search* tab
- ❑ Under the *Business Size* option, click *Employees*
- ❑ Under the *Geography Selects* option, click *State*
- ❑ Click the black-and-white *Create Search Form* button
- ❑ Scroll down the *Select State(s)* list until *South Carolina* appears, and click it
- ❑ Scroll down the *Number of Employees* list and click the *5,000 to 9,999* option and the *10,000+* option while holding down the *Control* key
- ❑ Click the black-and-white *Search Now* button.

Note: A list of South Carolina companies employing more than 5,000 workers will appear.

3. Does Bruno's Food and Pharmacy, a southeastern grocery store chain, own other stores under different names?

- ❑ Click the *Quick Search* tab
- ❑ Type 'Bruno's Food and Pharmacy' in the *Company Name* box and leave the *State* box setting at *All*

- ❑ Click the black-and-white *Search Now!* button
- ❑ When the list of all 'Bruno's Food and Pharmacy' stores appears, go to the *Linkage* column on the right and click any one of the *Up* arrows (^). This will take you to the parent company
- ❑ When *Bruno's Supermarkets Inc.* (the parent company) appears, go to the *Linkage* column again and click the *Down* arrow

Note: A list of all businesses owned by the parent company will appear. By clicking the *Next* button and moving from screen to screen, listings for stores called Food Fair, Food Max, Food World, etc. are given.

4. I want a list of surveyors with detailed information for Lexington County, South Carolina, and I already know that the SIC Code for surveyors is 8713.

- ❑ Click the *Custom Search* tab
- ❑ Under *Yellow Pages*, click *Primary SIC*
- ❑ Under *Geography Selects*, click *County*
- ❑ Click the black-and-white *Create Search Form* button
- ❑ Type '8713' in the *SIC Codes* box
- ❑ Type 'lexington' in the *County Name* box
- ❑ In the *Select States for County* box, scroll down to *South Carolina* and click it
- ❑ Click the black-and-white *Search Now!* button
- ❑ A list of surveyors in Lexington County, South Carolina will appear
- ❑ Click the *All* button (to select all items listed) and then the *Details* button

Note: Expanded information about each firm will appear.

5. Does Sony Corp. of America have any women officers?

- ❑ Click the *Quick Search* tab
- ❑ Type 'Sony Corp of America' in the *Company Name* box
- ❑ Click the black-and-white *Search Now!* button
- ❑ Click the name *Sony Corp of America* when it appears.

Note: A detailed record including the names and genders of company officials will appear.

6. I need a list of businesses located within 2/10 of a mile of the State Capitol Building, 1100 Gervais Street, Columbia, South Carolina.

- ❑ Click the *Custom Search* tab
- ❑ Click (select) *Address and City*
- ❑ Click the black-and-white *Create Search Form* button
- ❑ In the box for *Street Address*, type '1100 Gervais'
- ❑ In the *City Name* box, type 'Columbia'
- ❑ In the *Select States(s) for Cities* list, scroll down and select *South Carolina*
- ❑ Click the black-and-white *Search Now!* button
- ❑ Click any one of the five offices shown for '1100 Gervais Street'
- ❑ Scroll to the bottom of the expanded record and adjust the *Show Businesses Within* option to *2/10 of a mile*
- ❑ Click the *All Businesses* button.

Note: A list of businesses within 2/10 of a mile of 1100 Gervais Street will appear.

7. Where are the headquarters for Cavco Industries?

- ❑ Click the *Quick Search* tab
- ❑ Type 'cavco' in the *Company Name* box
- ❑ Click the black-and-white *Search Now!* button
- ❑ Of the four results for Cavco Industries, one has a down arrow in the *Linkage* column.
This indicates the headquarters location
- ❑ Click the listing with the down arrow.