

Introduction to ReferenceUSA



- who uses referenceUSA
- how to access the database
- database highlights
- additional resources
- test *your* searching skills!



Who is using ReferenceUSA?



Job Seekers

researching prospective employers
connecting with hiring authorities



Entrepreneurs

creating business plans
finding customers



Business Owners

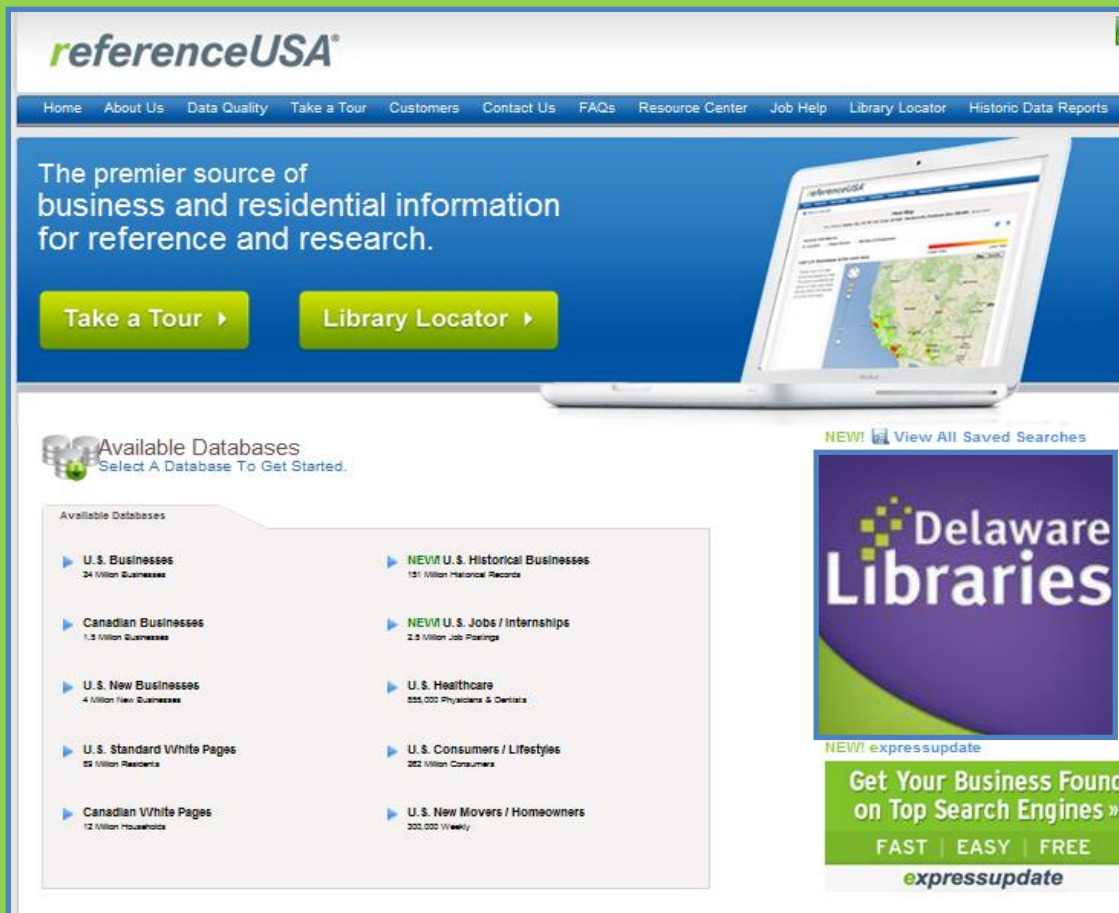
researching competitors
finding new locations

Students

business projects
demographic research



***anyone* doing business or consumer research!**



Special Features
Map Based Searching
Data Visualization Tools
Printing & Downloading Data

Start at de.lib.us

select the tab eMagazines & More
select View Database List
chose the link to ReferenceUSA

Open any module to begin a search

Results will display 25 per page

Records links to more detail

for additional resources
tutorials and webcasts schedules
ReferenceUSA ResourceCenter

Additional Resources

You  Rresourcecenter



facebook.com/refusa



linkedin.com/groups/ReferenceUSA



#RefUSA



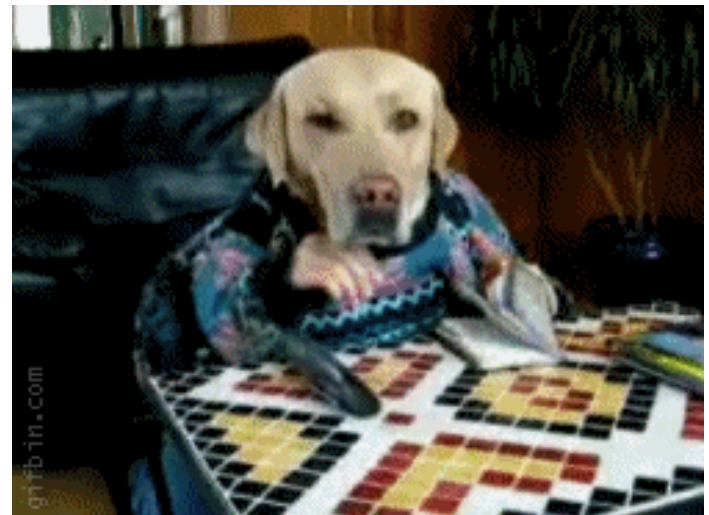
referenceusa-resourcecenter.com/



800 808 1113



reference@infogroup.com



LIVE DEMO!

Sample Search

1. How many verified businesses does ReferenceUSA list for Delaware?
2. What percentage of these businesses have less than 10 employees?
3. In the category 100 - 249 employees, which business is located at 146 Fox Hunt Drive in Bear?
4. Who is the parent company of that business?
5. **BONUS QUESTION** (Consumer Data)
 - ★ How many people in the Dover MSA have an interest in Gourmet Food & Wine?

Findings

Ideas

Discoveries

Comments

Notes

Discussion

Thank you!

A recording of this webinar will be available
soon after our meeting on the
Ask a Librarian
Staff Support site.

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