Creating Company Lists Using Reference USA

- Reference USA is a directory database that covers approximately 52 million U.S. businesses. Reference USA allows you to create a list of companies by industry and geographic location. The following screen shots provide you with the steps for creating a list of beauty salons in Boston.

- Click on U.S. Businesses.
• Click on Advanced Search.

• Select “Keyword/SIC/NAICS” under Business Type.
• Select “Search All NAICS”. Type an industry name or business type into the search box (Example: Beauty Salons).
- Click on the NAICS codes that appear in the Results box to select the codes. This will place the codes in the Selected box.

- To better understand the NAICS Code structure, take a look at the 2017 NAICS structure: [http://www.census.gov/cgi-bin/ssa/naics/naicsrch/chart=2017](http://www.census.gov/cgi-bin/ssa/naics/naicsrch?chart=2017). This structure is organized by sector and industry group and provides industry definitions.
Select City/State under Geography on the left hand side of the database.
A list of states will appear. Scroll down to the state that you would like (Example: Massachusetts) and click on the arrow next to the state name. A list of cities/towns in that state will appear. Scroll down the list and select the city that you would like (Example: Boston, Massachusetts).
• Click on the city name (Example: Boston, MA). This will place the city name in the Selected box.

• Click on the “Update Count” button. Click on the “View Results” button to view the list of businesses.
- Click on the Heat Map button to view the business establishments on a Heat Map.
- Click on the “Plus (+)” sign in the lower right hand corner to zoom in on the Red areas on the map to view the high-density areas where business establishments are located.
• Continue to zoom in on the map until you see the clusters of bubbles. Each bubble represents an individual business establishment.
• Click on the individual business establishment to view details about the business and contact information. Click on the name of the business to access additional information about this establishment.

• To print the heat map, click on the “Print Page” icon. To download the heat map as an image, click on the “Export as Image” icon.