

referenceUSA®

Reference USA allows you to identify target markets based upon purchase history, geographic location, business type, demographic details and more. It then provides contact information and generalized locations for businesses.

To Get Started:

Click on either U.S. Businesses (for business contacts) or U.S. Consumers/Lifestyles (for non-business consumer contacts),



Available Databases Select A Database To Get Started.

Available Databases

▶ **U.S. Businesses**
24 Million Businesses

▶ **Canadian Businesses**
1.5 Million Businesses

▶ **U.S. New Businesses**
4 Million New Businesses

▶ **U.S. Standard White Pages**
89 Million Residents

▶ **Canadian White Pages**
12 Million Households

▶ **U.S. Historical Businesses**
151 Million Historical Records

▶ **U.S. Jobs / Internships**
2.5 Million Job Postings

▶ **U.S. Healthcare**
855,000 Physicians & Dentists

▶ **U.S. Consumers / Lifestyles**
262 Million Consumers

▶ **U.S. New Movers / Homeowners**
300,000 Weekly

With Either Option Select Custom Search at the Top

U.S. Consumers / Lifestyles Database

Quick Search

Custom Search

Fill out one or more of the following criteria boxes, then click "View Results" button.

First Name

Last Name

Phone

City

State

Lifestyle Category

[Clear Search](#)

VIEW RESULTS

For U.S. Consumers (non-business) – Starting Research

Available Databases

U.S. Consumers / Lifestyles Database

Quick Search Custom Search

Expand All Select All

- Name
- Phone
- Geography
- Housing Selections ✓
- Lifestyles
- Consumer Snapshot
- Exclusions

Consumer Snapshot fields include information that is considered "Sensitive Data." Making a selection from the Consumer Snapshot section will take you to a results page where you make selections to tally on these items. You will not see record details.

Contacts per Household

Collapse Remove

- All per Household
- One per Household

[Clear Field\(s\)](#)

VIEW RESULTS

UPDATE COUNT

RECORD COUNT
257,583,201

EMAIL COUNT
20,751,556
[more info](#)

CLEAR SEARCH

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When you reach the Custom Search for the U.S. Consumers/Lifestyles Database, you will notice three columns.

On the Left Column, we have options to limit our consumer pool by a variety of categories including:

- **Geography** -- The address of the consumer.
- **Housing Selection** -- The consumer's estimated Home Value and Estimated Home Income.
- **Lifestyle** -- Areas in which consumers are interested and have spent credit card money.
- **Customer Snapshot** -- The demographic information of a consumer, ie married/single, has children, age, income, etc.).

The Center Column allows you to customize the items to the left.

The Right Column has two important buttons; *View Results* allows you to see the results of your search and *Update Count* allows you to see how many fit into your search criteria.

******Important note:** *If you are using items from Customer Snapshot, you will not get a list of names and contact information. However, you will be able to find the amount of these people in a given zip code or area code and run trends of these groups.*

For U.S. Businesses – Starting Research

Available Databases

U.S. Businesses Database

Quick Search | Custom Search

Expand All | Select All

- Company Name
- Executives
- Business Type
- Geography
- Phone
- Business Size
- Ownership
- Financial Data
- Special Selects
- Exclusions

To start your search...

Click on the headings to the left to start your search. If you are uncertain what to search for, look for Search Tips within each section to help you along the way.

To further customize your search, select the Record Type you would like to search below to ensure you get the records you are looking for.

Record Type Search Tips | Collapse

- V** Verified Businesses (Phone verified and quality checked)
- U** Include Unverified Businesses (Not yet fully verified, may not be accurate)
- C** Include Closed / Out of Business Records (Suspected to be out of business)

VIEW RESULTS

UPDATE COUNT

RECORD COUNT
15,878,697
BUSINESS HISTORY
[more info](#)

CLEAR SEARCH

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When you reach the Custom Search for the U.S. Business Database, you will notice three columns.

On the Left Column, we have options to limit our business pool by a variety of categories including:

- **Business Type** -The type of business, ie restaurant, retail, manufacturing, etc.
- **Geography** – The address of the business.
- **Business Size** – The size of business based on either sales or number of employees.
- **Ownership, Financial Data, and other categories.**

The Center Column allows you to customize the items to the left.

The Right Column has two important buttons; *View Results* allows you to see the results of your search and *Update Count* allows you to see how many fit into your search criteria.

Getting Results:

Unless, you select Customer Snapshot on the Consumer/Lifestyles Database, your results page will be very similar for both Consumers and Businesses. Below is a sample results page pointing out the important parts:

The screenshot shows a search results page with the following elements:

- 9,151 Results** (559 with e-mail)
- Buttons: **Review**, **Details**, **Heat Map**, **Summary**, **Charts**, **Download**, **Print**, **Save Search**
- Callout 1 (Red): "Creates a map that allows one to see how many businesses/ consumers reside in a particular area." (points to Heat Map button)
- Callout 2 (Green): "Business/Consumer Names, click to see record." (points to Company Name column)
- Callout 3 (Purple): "Download and Print options allow you to either print lists or create files of whatever customers you have selected on the checkboxes to the left." (points to Download and Print buttons)
- Callout 4 (Black): "Checkboxes that allow you to build lists." (points to checkboxes in the table)

<input type="checkbox"/>	Company Name	Street Address	City	State	Zip	Phone
<input type="checkbox"/>	007 Pub	11430 W Union Pkwy				
<input type="checkbox"/>	1 Brother's Pizza Inc	11435 W Bucke				
<input type="checkbox"/>	1 Brother's Pizza Inc	9815 W Happy Va				
<input type="checkbox"/>	1 Eastern Super Buffet	Eric Lu	1901 S Signal But...	Mesa, AZ	85209	(480) 986-7799
<input type="checkbox"/>	1130 The Restaurant	Amber Cesena	455 N 3rd St# 1130	Phoenix, AZ	85004	(602) 368-3046
<input type="checkbox"/>	13 North LLC		1301 E Northern Ave	Phoenix, AZ	85020	(602) 795-1397

If you selected Customer Snapshot or the Summary Option at the top of your results page, you will see a page similar to this one:

The screenshot shows the **Summary Design** page with the following settings:

- Sample Size: 500000
- Format: **Table** (selected)
- Compare: **Estimated Home Value**
- And (optional): [Empty]
- Choose Output Axis:
- Legend: **Bottom**
- Chart Type: **Smooth Line**
- Button: **SHOW SUMMARY**

The right side of the page contains explanatory text:

- Chart:** The summary design allows you to view your selects in a chart, matrix or table format. These formats allow you to compare your selections by variables such as home value, home income, State, Area Code, Carrier Route, 3-digit ZIP® or 5-digit ZIP®.
- Matrix:** Users can visualize their data selection by using the Chart summary. The drop-down boxes allow you to compare data elements in the chart.
- Table:** The matrix summary allows users to compare their selections in columns and rows. You may change the output's rows or columns by selecting the "Choose Output Rows/Cols".
- Table:** Viewing your counts in a table provides another option to review your selects. The table allows users to select home value and home income as well as one geography select. Users are able to review tally information by each category selected for the table.

With this page you can create tables of your data by zip code and other factors. For instance, if you wanted to start a day care business and needed to know how many households have children present in a certain zip code, this would be a good feature to use.