

Reference USA 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. A similar database for Canadian businesses also is available.

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

To access Reference USA Database:

Go to: www.myrcl.com

Click on: **Research and Learning**

Click on: **Research Tools**

Click on: **Business and Investments OR Telephone and Zip Code Directories
(or View All Databases Alphabetically)**

Scroll 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. This returns the user either to *Quick Search* or *Custom Search*, depending on which was last used.

1. A patron wants to know if there are any companies in South Carolina that manufacture automated teller machines.

- ☐ At the home page, click *U. S. Businesses*.
- ☐ When the *Business Databases Quick Search* page appears, click the tab for *Custom Search*.
- ☐ From the *Custom Search* options on the left side of the screen, click *BusinessType* to expand that heading (two will appear) and place a check in (click) the box beside *Keyword/SIC/NAICS*. This action will open a search box for that topic in the space to the right.
- ☐ From *Custom Search* options, click *Geography* to expand that heading (eight will appear) and place a check in (click) the box beside *State*. This will display a list of all states.
- ☐ In the *Keyword/SIC/NAICS* space, type 'automated teller machines' in the box beside the blue *Lookup* button and click *Lookup*. This action will display *Exact Matches*.
- ☐ From these *Exact Matches*, click *Automated Teller Machines – Wholesalers and Manufacturers* to move it to the *Selected* box below.
- ☐ In the *State* space, scroll through the list of states and click *South Carolina* to move it to the *Selected* box on the right.
- ☐ Click the green *View Results* button at the top right of the screen.
- ☐ A list of companies matching the search criteria will appear as hyperlinks. 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.
- ☐ Click *Geography* and *Business Size* to expand those headings and then *State* (under *Geography*) and *Number of Employees* (under *Business Size*) to open *State* and *Number of Employees* boxes.

- ☐ For the *State* box, select *South Carolina*. For *Number of Employees*, click *5,000-9,999* and *10,000+*, thus moving these categories to the boxes on the right.
- ☐ Click *View Results*. The matches will be displayed as expandable hyperlinks. Once a company has been selected, clicking *Business Demographics* from *Quick Links* on the left will expand that category to reveal the number of employees.

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

- ☐ At the *Quick Search* page, type 'bruno's' in the *Business Name* box and leave the *State* box setting at *All*.
- ☐ Click *View Results*.
- ☐ When the matches are displayed, find *Bruno's Supermarkets, Inc.* in the list and click the *Down* arrow at the extreme right end of the line (*Corporate Tree* column) for a list of its holdings and subsidiaries.
- ☐ This action will display additional stores named *Food Fair*, *Food Max*, *Food World*, etc.

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 *Custom Search*.
- ☐ Click *BusinessType* to expand that heading and then place a check in the *Keyword/SIC/NAICS* box.
- ☐ Click *Geography* to expand that heading and then place a check in the box for *County*.
- ☐ In the *Keyword/SIC/NAICS* box to the right, leave the radio button at its default setting (*Search All SICs*) and enter '8713' in the *Lookup* box and click *Lookup*.
- ☐ In the *County* box, scroll to and select *South Carolina* from the *Select a State* list. Then from the county list which appears select *Lexington, South Carolina*. This moves it to the box on the right.
- ☐ Click *View Results*. The matches will be displayed as links which can be expanded for detail.

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

- ☐ At the *Quick Search* page, type 'sony corp of america' in the *Business Name* box.
- ☐ Click the *View Results* button.
- ☐ From the resulting list, click the *Sony Corp of America* entry (there will be more than one) having the corporate symbol and down arrow (in the *Corporate Tree* column) to expand it.
- ☐ From *Quick Links*, click *Management Directory* on the left for the names of officers. Gender is specified.

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 29201.

- ☐ Click the *Custom Search* tab.
- ☐ Click *Geography* for expansion and then from that category click *City, State* and *Radius*.
- ☐ In the *City* box which appears to the right, scroll to and select *South Carolina* from the *Select a State* list and then *Columbia* from the cities which appear. (*Columbia* will then move to the box on the right.)
- ☐ At the *Radius* box, enter '1100 gervais street' in the *Address* line, '29201' in the *Zip Code* line, and '.2' in the *Number of Miles* line.
- ☐ Click the *View Results* button. A list of businesses within 2/10 of a mile of 1100 Gervais Street will appear.

7. Where are the headquarters for Cavco Industries?

- ☐ At the *Quick Search* page, type 'cavco industries' in the *Business Name* box and click *View Results*.
- ☐ A number of the results shown for *Cavco Industries, Inc.* have *Up* arrows in the *Corporate Tree* column. Clicking any one of them displays the complete address of the headquarters (parent) company in Phoenix, Arizona.

Reference USA 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. 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. A similar database for Canadian households also is available.

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:

- Go to: www.myrcl.com
- Click on: **Research and Learning**
- Click on: **Research Tools**
- Click on: **Business and Investments** OR **Telephone and Zip Code Directories**
(or **View All Databases Alphabetically**)
- Scroll to: **Reference USA**
- Click on: **Inside the Library** OR **Home Access**
- Click on: **U. S. 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.
- ☐ Click *Geography*.
- ☐ Click *City and Street Address*.
- ☐ When the *City* and *Street Address* boxes appear, select *South Carolina* from the list of states. This action opens a menu of South Carolina cities.
- ☐ Scroll to and click *Blythewood*. This will move it to the box at the right.
- ☐ At the *Street Address* box, leave the radio button at *Free Form* and type 'syrup mill rd' (or just 'syrup mill') in the search box.
- ☐ Click the green *View Results* button. Residents of Syrup Mill Road will be listed alphabetically by last name. The list can be reordered by clicking the desired index (*First Name, Last Name, Street Address, City/State, Zip Code, Phone*).

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

- ☐ Click the *Quick Search* tab.
- ☐ Type 'agricola' in the *Last Name* box.
- ☐ At the *State* box, leave the selection at *All*.
- ☐ Click the *View Results* button. A list of individuals with this surname will be displayed along with addresses and other information.

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

- ☐ At the *Custom Search* screen, click (expand) *Geography* and then select the *City* and *Street Address* boxes.
- ☐ When the *City* and *Street Address* screens appear, scroll to and select *Alabama* from the *Select a State* list. This action opens a menu of Alabama cities.
- ☐ From the list of cities, scroll to and select *Gadsden, Alabama*. This will move it to the box on the right
- ☐ For the *Street Address*, move the radio button from *Free Form* to *Formatted*, enter '1303' in the *Number* box, 'bellevue dr' (or 'bellevue') in the *Street Name* box, and click *View Results*.
- ☐ The name, address, zip code and telephone number of the current resident are displayed.

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?

- ☐ At the *Quick Search* screen, type '4042377180' with no spaces or dashes in the box for *Phone (10 digits)*.
- ☐ Click *View Results*. The name, address, etc. of the individual 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.
- ☐ After expanding *Geography*, click *Street Address*.
- ☐ When the *Street Address* box appears, leave the radio at *Free Form* and enter 'sweet potato' in the box.
- ☐ Click the *View Results* button. An alphabetical listing of the names of persons living on any street called 'Sweet Potato' will appear alphabetically by state. The list can be reordered by clicking a different index.

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

- ☐ Click the *Quick Search* tab.

- ❑ At the *Quick Search* screen, type 'sargent' in the *Last Name* box, 'joanne' in the *First Name* box, 'madison' in the *City* box, and select 'Alabama' from the *State* list.
- ❑ Click *View Results*. When the listing appears, check (tag) the box beside the name and click *Details* (or simply click the last name).
- ❑ The results reveal *Median Home Value* among other things.