Identifying Competitors Using Reference USA

- This tutorial was created by Kathleen Berger and the Pardee Library Reference Librarians. If you have any questions about using Reference USA, please contact both the Pardee Library Services Desk at pardstf@bu.edu and Kathleen Berger at bergerkm@bu.edu. Please put both email addresses on the To line and the subject of the email should be: Assistance Needed - Reference USA. This will help us to answer your question as soon as possible. You are also welcome to call (617-353-4304) or come to the Pardee Library Services Desk.

- Click on the Reference USA database, available from the:

- 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 2012 NAICS structure: [http://www.census.gov/cgi-bin/ssafrica/naics/naicsrch?chart=2012](http://www.census.gov/cgi-bin/ssafrica/naics/naicsrch?chart=2012). 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 interface.
• 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.

• Double click on the Red areas on the map to view the high density areas where business establishments are located. Continue to click 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.