How to Find Business Data in Reference USA to use in ArcMap

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Searching Reference USA

1. Use this link to access Reference USA: <u>http://libraries.mit.edu/get/ref-usa</u> You must have MIT Certificates on your computer or be on the MIT Network.

2. Select the database you want to search. This will likely be either US Businesses or Canadian Businesses.



3. Click on the Custom Search tab to reveal more searching options.

uick Search	Custom Search		
Fill out one or more of the fol	lowing criteria boxes, then click "View Results"	button.	
Company Name	Executive First Name	Executive Last Name	
-			
City	State	Phone	
	All		

- 4. Use the categories on the left to narrow your search. Geography and Business Type are two useful ways to finds specific types of businesses in specific areas. In the example, restaurants in Belmont were searched for.
- 5. Click View Results when you have finished searching.

	Select All	Record Type	Se	earch Tips i	Expand \$	VIEW RESULT
Company Name						VIEW RESULT
5 Executives		Keyword/SIC/NAICS	Search Tips i	Collapse 🕈	Remove X	
2 Executives		Search All SICs	Search Primary S	IC Only		RECORD COU
Business Type	1			10000		66
		Search All NAICS	Search Primary N	AICS Only		EMAIL COUN
Keyword/SIC/NA		restaurant				1
Major Industry (Group	Testadiant				more info
Geography	× -	Results: 734950 - RESTAURANT EQU				
		762921 - RESTAURANT EQU			-	CLEAR SEARC
Phone		507805 - RESTAURANT FIXT			E	₩ Back To Top
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Downloading Data

6. Click on Download to download your list of results as a data table. Only **500 records** can be downloaded at once. If you need to download more records than this, select a smaller geographic area or try using Business Analyst in the GIS Lab.

Available Databases	
U.S. Businesses	
66 Results	┥ Revise Search 🛛 📢 New Search
1 with e-mail addresses [more info]	
Page 1 of 3	Review Details Map Summary Download Print

- 7. Select your file format. While all these formats can be used in ArcMap, Excel seems to work the best.
- 8. In Step Two, click on Custom and scroll down the list to select Latitude and Longitude. You can also search for these fields and add other fields of interest. All the fields you select will be included as columns in your data table.
- 9. Click Download Records at the bottom of the screen.

Comma Delimited (Most Popular)			
Excel			
Tab Delimited			
Two: Select your level of detail			
Summary - includes name, address & phone			
Detailed - includes all data			
Custom - select fields to export			
dd the fields you wish to export to the box on the right. F splayed in the list.	Reorder the	fields by dragging fields within the box.	ine fields will export in the o
		Only and Electric and an and an and	
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	EAR		
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All Company Management Corporate		Total Fields Selected: 10	Remove
Al Company Management Corporate Square Footage Number of PC's		Total Fields Selected: 10 Company Name	Remove Remove
Al Company Management Corporate Square Footage Number of PC's Home Business		Total Fields Selected: 10 Company Name Executive First Name	Remove Remove Remove
Al Company Management Corporate Square Footage Number of PC's Home Business Credit Rating		Total Fields Selected: 10 Company Name Executive First Name Executive Last Name	Remove Remove Remove Remove
Al Company Management Corporate Square Footage Number of PC's Home Business Credit Rating Credit Rating Credit Rating Score		Total Fields Selected: 10 Company Name Executive First Name Executive Last Name Address	Remove Remove Remove Remove Remove
Al Company Management Corporate Square Footage Number of PC's Home Business Credit Rating Credit Rating Score Credit Score Alpha		Total Fields Selected: 10 Company Name Executive First Name Executive Last Name Address City	Remove Remove Remove Remove Remove Remove
Al Company Management Corporate Square Footage Number of PC's Home Business Credit Rating Credit Rating Score Credit Score Alpha Credit Score Numeric		Total Fields Selected: 10 Company Name Executive First Name Executive Last Name Address City State	Remove Remove Remove Remove Remove Remove Remove
Al Company Management Corporate Square Footage Number of PC's Home Business Credit Rating Credit Rating Score Credit Score Alpha Credit Score Numeric Latitude		Total Fields Selected: 10 Company Name Executive First Name Executive Last Name Address City State ZIP Code	Remove Remove Remove Remove Remove Remove Remove Remove Remove
Al Company Management Corporate Square Footage Number of PC's Home Business Credit Rating Credit Rating Score Credit Score Alpha Credit Score Numeric Latitude Longitude		Total Fields Selected: 10 Company Name Executive First Name Executive Last Name Address City State ZIP Code Verified Record	Remove Remove Remove Remove Remove Remove Remove
Al Company Management Corporate Square Footage Number of PC's Home Business Credit Rating Credit Rating Score Credit Score Alpha Credit Score Numeric Latitude Longitude Government Office		Total Fields Selected: 10 Company Name Executive First Name Executive Last Name Address City State ZIP Code Verified Record Latitude	Remove Remove Remove Remove Remove Remove Remove Remove Remove
		Total Fields Selected: 10 Company Name Executive First Name Executive Last Name Address City State ZIP Code Verified Record Latitude	Remove Remove Remove Remove Remove Remove Remove Remove Remove

Preparing the Data Table

- 10. The Latitude and Longitude values have been stored as text, but they need to be a number.
 - Highlight the text that you want to convert. A box will pop up when you hover over the green triangle in the corner of the cell. Click Convert to Number.
- 11. Save the Excel file as an Excel workbook (.xlsx) and close the file.

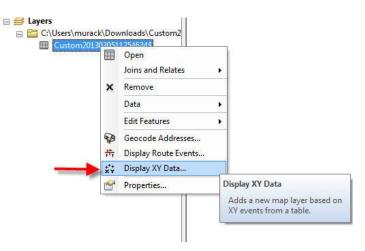
Adding XY Data to ArcMap

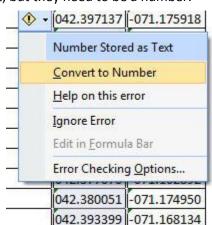
- 1. Open ArcMap.
- 2. Click the Add Data button (💇) and navigate the

location where your excel file is stored. If you cannot see your folder, click the Connect to folder

button (¹). Once you have found your table, click Add to select the table and sheet. Your data table will now appear in the Table on Contents on the left-hand side.

3. Right click on the data table and select Display XY data...





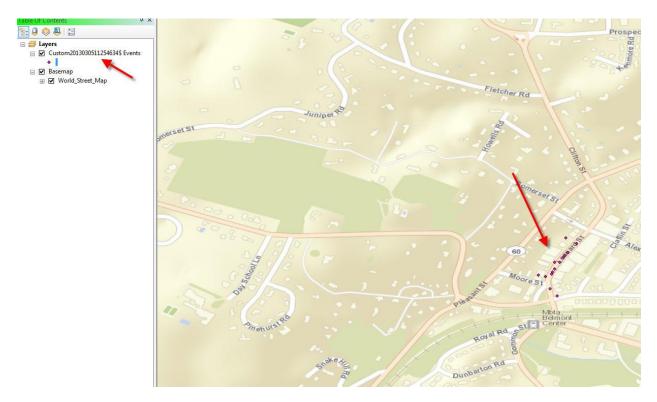
4. Choose your x and y values. Y is typically latitude and X is typically longitude.

A table contai map as a laye	ining X and Y coordinate data can l r	be added to the
	e from the map or browse for ano	ther table:
	fields for the X, Y and Z coordinat	es:
X Field:	Longitude	•
Y Field:	Latitude	•
T Field:		

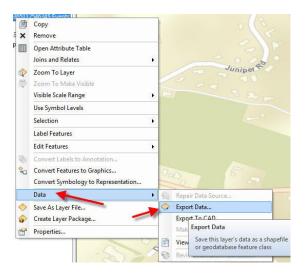
- 5. Click Edit to define a coordinate system. You need to do this so that your points show up in the correct area of them map.
- Select WGS 1984 unless you know your data were collected in a different coordinate system. Expand Geographic Coordinate Systems and World and then scroll down and click on WGS 1984. Click OK twice to plot your points on the map.

Type here to search
TRF 2005 TTRF 2008 NSWC 9Z-2 WGS 1966 WGS 1966 WGS 1972 WGS 1984 Trojected Coordinate Systems rrent coordinate system: CS_WGS_1984 uthority: Custom
TTRF 2008 NSWC 92-2 WGS 1966 WGS 1972 WGS 1972 WGS 1972 TBE WGS 1984 CS_WGS 1984 CS_WGS 1984 CS_WGS 1984 Wthority: Custom
NSWC 9Z-2 WGS 1966 WGS 1972 WGS 1972 WGS 1972 TBE WGS 1984 Projected Coordinate Systems rrrent coordinate system: CS_WGS_1984 uthority: Custom
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atum: D WGS 1984
Spheroid: WGS_1984
Semimajor Axis: 6378137.0
Inverse Flattening: 298.257223563
Semiminor Axis: 6356752.314245179 Inverse Flattening: 298.257223563

Your points will now be added as a layer in the Table of Contents and on your map.



7. To save the data layer, right click and select Data > Export Data.



8. Click the browse folder () to select a location and name for your new file. Make sure the file type is set as Shapefile. Click Save and then OK.

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Name:	restaura	nts.shp Save
Save as type:	Shapefile	▼ Cancel

9. When prompted, add the new layer to the map. Right click on the old layer and select Remove.

Troubleshooting

ArcMap has an error when I try to add my table to the map.

- Your table may be open. Close it and try again.
- Make sure the table is saved in .xlsx format.

I can't see my latitude and longitude columns when I select Add XY Data...

• Your columns are probably saved as text, rather than number. See the section above on <u>Preparing the Data Table</u>.

My points don't show up in the correct locations.

- You may have switched latitude and longitude values. Run Add XY Data again and use the other columns.
- You might not have defined a projection. See #5 and #6 in the section above called <u>Adding XY</u> <u>Data</u>.