How to: ReferenceUSA

ReferenceUSA is a good tool for finding small business competitors or business to business customers by industry and geography. It also has some lifestyle information.

Visit our guide at libguides.wmich.edu/business to explore more resources for business, entrepreneurship, company, industry and market demographics.
Select Heat Map to get maps showing concentrations of firms, employees, and sales volume.

Select specific competitors and click details to see revenue, employment and more.

Select charts to get pie charts on sales volume and employee segmentation.

Select US Consumers/Lifestyles to get lifestyle information by geography.

Select the Custom Search tab.

Limit by Geography. Other limiters available are lifestyles, home values, and "consumer snapshot" demographic factors like age, race, income and sex.

The consumers and lifestyle data in Reference USA should be taken with a grain of salt. It focuses heavily on homeowners and pulls largely from estimates and 3rd party resources, but this is the nature of most consumer lifestyle resources and some consumer information is better than none.

Click View Results when done.