



Reference Solutions

Conduct research using accurate business and consumer data

PLANOLIBRARY.ORG

Description

Provides information to help you start a business, conduct market research, find marketing prospects and more. Formerly known as ReferenceUSA.

Requirements

- Plano Public Library Card
- Internet access

Accessing Reference Solutions

1. Planolibrary.org, click on **Research & Learn**
2. Click on **Business & Career** icon
3. Click on **Reference Solutions** icon
4. Enter Library Card Number and Pin

Using Reference Solutions

- Search U.S. and Canadian businesses by name, industry, location and more. View detailed company information such as leadership, employee numbers and estimated expenditures
- Identify U.S. consumer trends by searching for various interests, called Lifestyles, within an area
- Look for U.S. jobs and internships based on recent Indeed.com postings while viewing data about each company
- Conduct a Quick Search to enter basic search terms and apply suggestions
- Build an Advanced Search to select many different search fields

Personal Account

- Create a Reference Solutions account using your email address
- Simplified search options – choose between finding businesses, consumers or jobs, then pick a database to search
- Save searches within the Find a Business and Find a Consumer modules

Tips

- View aggregate location data for businesses and consumers as a heat map, indicating areas of concentration and service gaps
- Consumer and business data may be outdated – always double-check to confirm
- Visit the Learning Center for in-depth guides on databases. Click on Marketing & Training Materials for flyers and database overviews
- Download the Reference Solutions app for iPhone or Android and use it on the go with your library card

Need more help, having issues, or just want to learn more?

Bring your device to the library! Our staff members can help. You can also schedule a Book A Librarian appointment at PLANOLIBRARY.ORG
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