

SUMMARY

Data Axle builds and manages marketing, prospect and B2B analytic databases. Search U.S. Businesses, U.S. Standard White Pages, U.S. Jobs/Internships, U.S. New Businesses, U.S. New Movers and Homeowners, and U.S. Consumers/Lifestyles from any library location or from home.

ACCESS

- Go to the Salt Lake County Library's Business databases page at www.slcolibrary.org/business.
- From the list of available business databases select Data Axle.

SEARCHING

- Click on the Data Axle.
- Enter your library card number if accessing remotely.
- Click on a database to begin your search, e.g. U.S. Business.
- You can conduct a Quick Search or use the Advanced Search.

PRINTING AND SAVING

On your search result list:

- Select the records you want to print or download by selecting the checkbox next to each record.
- Or you select the entire list by clicking on the checkbox at the very top.
- Simply click "Print" button or "Download" button to print or download the data for these selected records.
- Click the "Save Search" button to save these selected records.



thecountylibrary.org/Business



Salt Lake
County Library



Business Source
Premier,



Data-Axle



Gale Small
Business

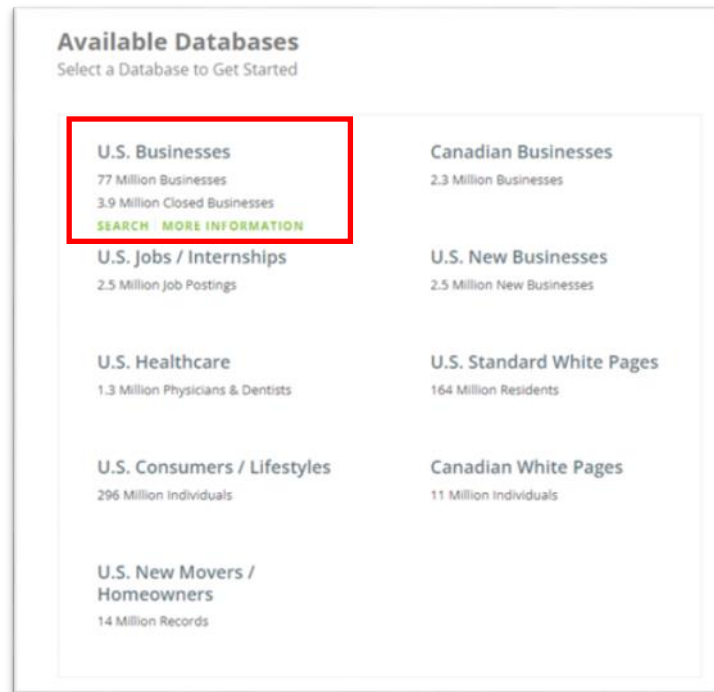


Morningstar

How to use the U.S. Business Database

Select Database

Click on the U.S. Businesses in the Available Databases tab.



Searches

You are brought to the Quick Search tab. You can also choose to select the Advanced Search tab, or click Additional Filters.

Quick Search

- Fill in the elements you'd like to search.
- Select View Results to see the records.

U.S. Businesses Database

Quick Search **Advanced Search**

Fill out one or more of the following criteria boxes, then click "View Results" button.

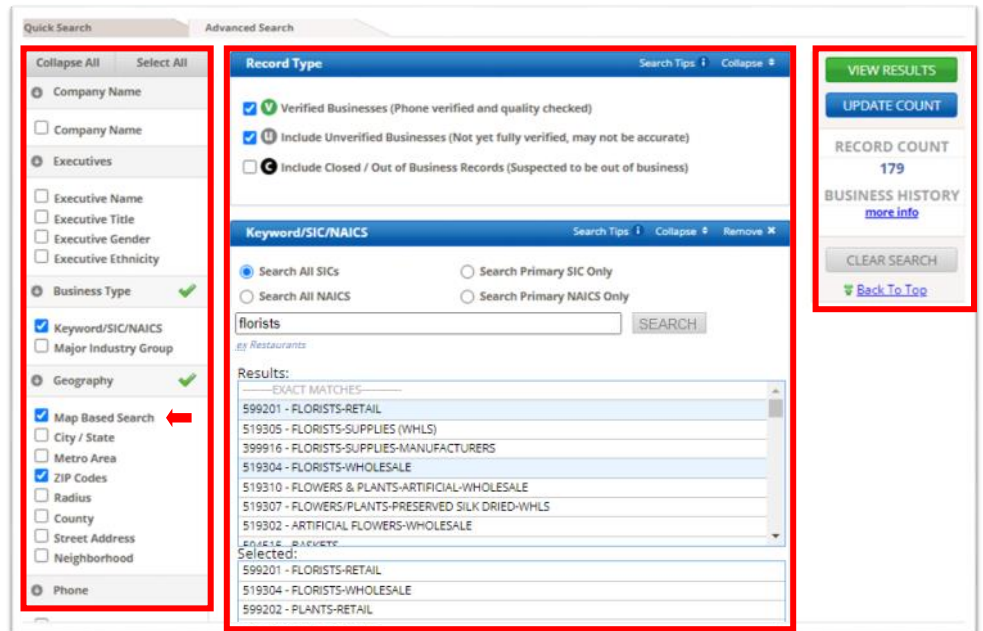
Company Name <input type="text"/>	Executive First Name <input type="text"/>	Executive Last Name <input type="text"/>
City <input type="text"/>	State All <input type="text"/>	Phone <input type="text"/>

[Additional Filters](#) [Clear Search](#) [VIEW RESULTS](#)

How to use the U.S. Business Database

Advanced Search

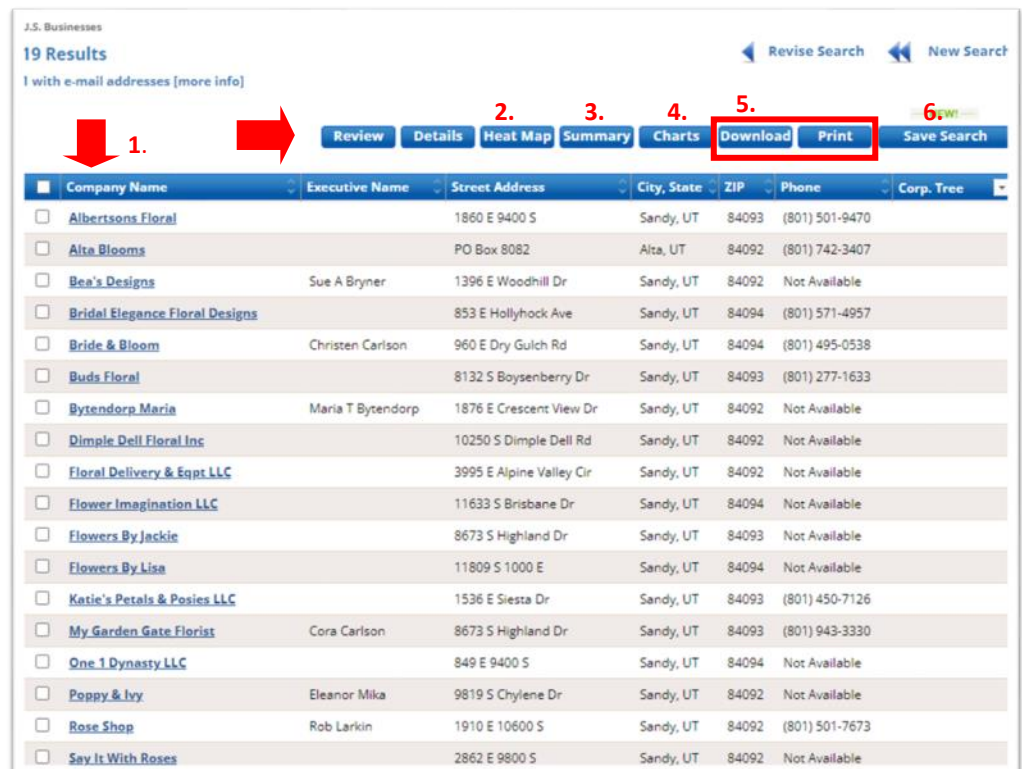
- Select the elements you'd like to include in your search criteria from the left hand side, e.g. Business Type, Geography, etc.
- Complete the search criteria in the center column.
- Select **Update Count** to see how many records fit your search criteria.
- Select **View Results** to see the records.



View Search Results

Choose how you would like to view your results on the result page.

1. Click on any **Company Name** to view the detailed record.
2. Click on **Heat Map** to view a density map.
3. Click on **Summary** to create summary tables.
4. Click on **Charts** to view charts and graphs of the results.
5. Select the records you would like to **Export** and select either **Download** or **Print**.
6. Click on **Save Search** to save your search results.



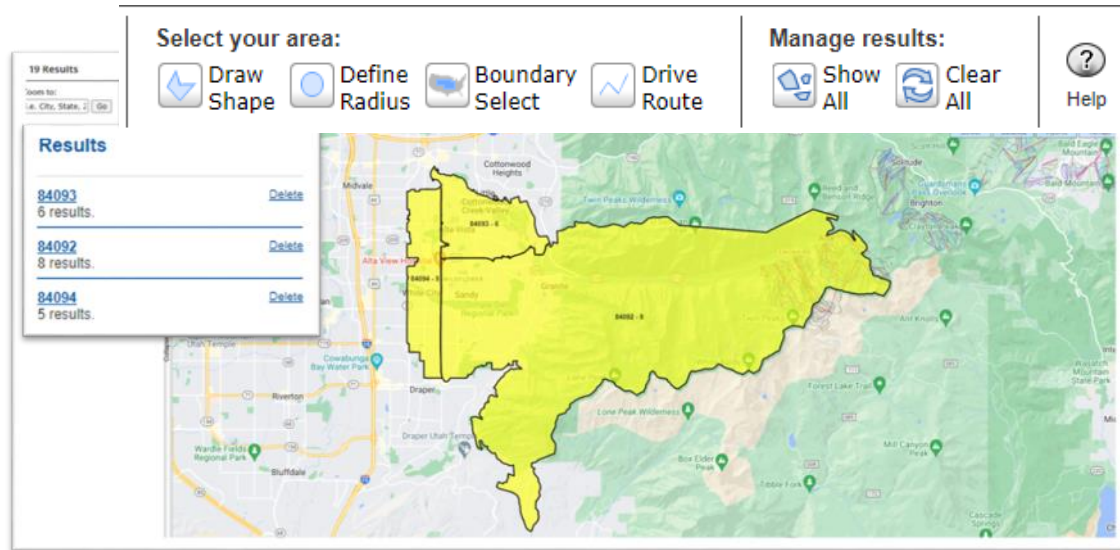
How to use the U.S. Business Database

Map Based Search

Map based searching allows you to select geographical areas. Geography search criteria is combined with the map search allowing users to include or exclude regions by drawing shapes on a map.

Reasons to use map based search:

- Visualizing targeted area.
- Setting your own geographic boundaries.
- Finding businesses by a driving route.

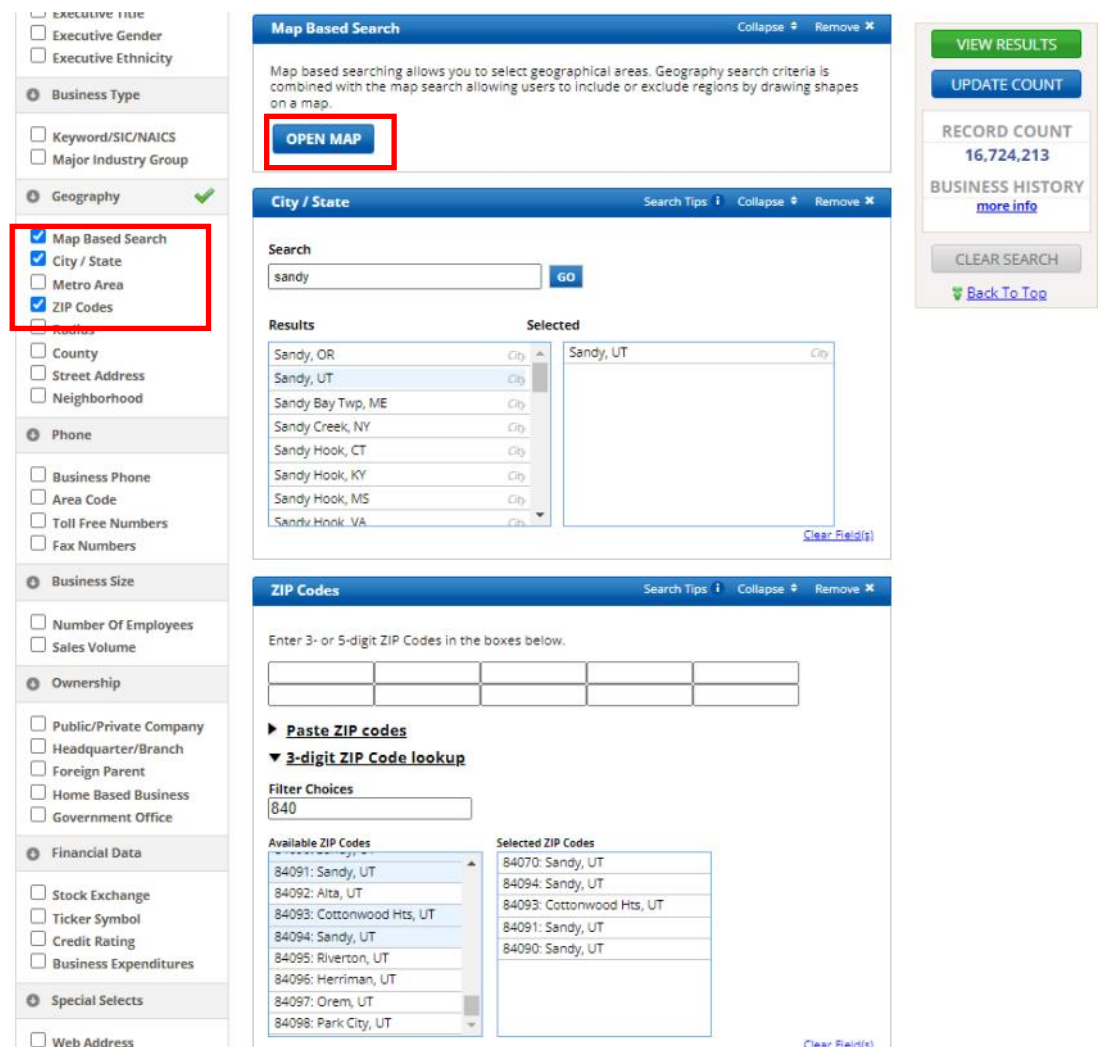


Searching

- Click on "Advanced Search" tab.
- Under "Geography", choose "Map Based Search".
- Select other elements you'd like to include in your search criteria from the left hand side, e.g. "Zip Codes", "City/State".
- Complete the search criteria in the center column.
- Click the "Open Map" button.

Map Search offers 4 different ways to select geographies:

1. Draw Shape Tool button
2. Define Radius
3. Boundary Select
4. Drive Route



How to use the U.S. Business Database

Using A Driving Route On A Map

If you're looking for customers along a route you drive, select the **Drive Route** option under **Select your area** and a window will pop up requesting your Starting Address, Ending Address and Buffer Distance.

This is a useful tool to search business addresses along a drive corridor.

- For the most accurate results, include street address, city, state or ZIP code.
- Buffer distance will set the boundaries of the area around your driving route in miles, using decimals for amounts less than a whole mile. 15 miles is the maximum boundary.
- Click on the shape in the "Results" column on the left hand side to zoom to that shape, change the title assigned to that shape and select "Include" or "Exclude".

Select your area:

Manage results:

Drive Route

Create a shape by buffering a drive route, all fields are required.

For more accurate results, please include address, city & state and/or zip code.

Examples:
 5711 s 86 cir Omaha, NE
 5711 s 86 cir 68127
 5711 s 86 cir Omaha, NE 68127

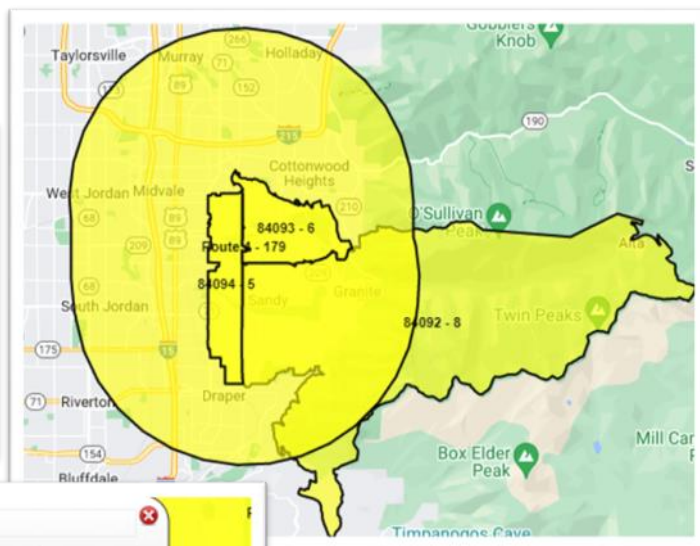
Starting Address

Ending Address
 Valid

Buffer Distance (in Miles, Max: 15)
 Valid

Results

84093	Delete
6 results.	
84092	Delete
8 results.	
84094	Delete
5 results.	
Route 4	Delete
179 results.	



84094

5 results.

Include
 Exclude