This is the landing page for referenceUSA once you have logged in from your point of access.

From here you will select U.S. Businesses (or Canadian).

Once you have selected the business tab of your choice, you will be taken to the quick search page. For what we would like to do with this resource you will need to select the Advanced Search tab.

From the Advanced Search screen there are many options. We will start by finding the SIC/NAICS code for a business. Both Standard Industrial Classification (SIC) and North American Industrial Classification System (NAICS) codes identify a firm’s primary business activity. This is a way we can identify a business that has an impact on health or is a health related business. From there, we can map the business and export the maps and also the data if we wished to upload into another mapping program.
For this example we will use food banks to map how many food banks are located in a particular town. Check the box for Keyword/SIC/NAICS. Type the descriptor for the industry you are wanting to find the code(s) for. Reference USA will look up the possible codes for you. Double click on the code(s) that apply in the results list.

The code(s) you double clicked on will appear in the Selected box.

To select Geography, check the boxes you would like to have searched. For this example we will use Metro Area.

In the Metro Area box, select the state and then select the city or town you wish to apply the codes to and click it. We will use Houston, TX for this example.

Once you have selected the location you wish to use click on the VIEW RESULTS tab.
The results with the criteria you stipulated will be populated on this page. From here you have several options and we will first look at putting the results into a heat map. To do so click on the Heat Map tab.

The results will then be presented as a heat map, and when you zoom in closer on the map they will become points on the map instead of color coded density. Also when you zoom in to the street level of the map you created, you can add in the icons shown in the left menu bar and have those populated in the map as well.

Once you are finished populating your map you can export the image created as a jpeg, png or gif.

The bottom of the map you create will contain a citation format in either MLA or APA format for your documentation. It will also list how many businesses are located in each of the zip codes for the area you selected.
You can also create your own custom area by drawing a polygon on a map. To do this, check the box in the Geography section Map Based Search. Click on OPEN MAP. A map of Canada, the United States, and Mexico will be generated.
To draw an area on the map, you will need to click the Draw Shape button.

You can draw a polygon shape of your choosing with a 150 mile limit for each line segment. Click on the points you wish for the line to include and then double click to close the shape. When done click the DONE button.

You will be taken back to the Advanced Search screen and can select the Keyword/SIC/NAICS codes that you would like to have mapped in the area you have designated.

Once you have selected the types of businesses you would like to see populated in your map click on VIEW RESULTS.
The results will be listed on the next page and you will have several options again to choose from such as creating a heat map. You also have an option to download the results so that you can upload them into a mapping system of your choice.

To do this click on the Download button.

You can export the results in a comma delimited, Excel spreadsheet, or tab delimited format. Select the best format that will work with your needs and what your map making software will recognize. ArcGIS Desktop recognizes all three, but you must make sure to clean up the fields before importing into ArcGIS. Here is a link to a handy best practices guide for uploading Excel files into ArcGIS.