



LABOR MARKET INFORMATION TOOLS

HOW TO DOWNLOAD ESTABLISHMENT LISTS

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This document is part of a series of tools developed by the New York City Labor Market Information Service (NYCLMIS) to help workforce development professionals collect, understand, and use data to improve their day-to-day operations and strategic decision-making. This tool provides step-by-step instructions on downloading commercial establishment lists – ReferenceUSA and Dun & Bradstreet – for free from the New York Public Library.

OVERVIEW

What is an establishment?

Establishments are physical locations of economic activity—for example, factories, stores, offices, or schools. A single *establishment* usually produces a single good or service. An *enterprise* (firm, government agency, or nonprofit organization) may consist of one or many establishments. If it has many establishments, they may be in one or many industries.

Why would I need to download establishment lists?

Internet searches and phone directories are enough if you need contact information for a single establishment. But, if you want to find out which establishments fit a certain profile – for example, air transportation establishments that employ 500 or more people in a particular neighborhood – you need access to a large searchable database.

Establishment lists are especially important resources for account executives searching for employers by neighborhood or economic sector. In addition to establishment names and addresses, the lists contain useful information like parent companies and subsidiaries, annual revenues, and on-site employment.

STEP-BY-STEP INSTRUCTIONS

Before you go to the library...

Narrow your search as much as possible. Downloads can be time-consuming. The Science, Industry, and Small Business Library (SIBL) rules limit patrons to a maximum of 500 establishments per visit. The databases allow patrons to download a maximum of 25 establishments at a time. Narrow your search by specifying:

- ✓ **A geography.** Depending on the breadth of your search based on your other search terms, you may want to limit your search to a few zip codes. Use [Google Maps](#) or [Mapquest](#) to identify zip codes if you are not sure what they are;
- ✓ **An industry** or set of industries. Identify which 2-, 4-, or 6-digit NAICS codes the companies should be in. If you are not sure about the NAICS codes, you can use the list of major sectors on the [NYCLMIS online tool](#) or a [full listing of 2- to 6-digit codes](#) (click on the links or go to www.urbanresearch.org or www.census.gov/epcd/naics07); **OR**
- ✓ **Other standards** that will screen out irrelevant results, like the size of on-site employment or minimum annual sales.

Bring a storage device. Bring a formatted writable CD, or flash drive with you. (At the time of this writing, SIBL's computers could not write to DVDs.)

At the library...

Where to go. The Science Industry and Business Library (**SIBL**) branch of the New York Public Library is located on Madison Avenue, between 34th and 35th Streets in Manhattan. Enter the library and go to the **Electronic Information Center (EIC)** on the lower level (LL by elevator).

Go to any terminal in the EIC and **bring up the Welcome Screen** on the terminal.

Reference librarians are typically found on the left side of the room as you enter and are very helpful if you have any difficulty with the computers.

Getting started...

- ✓ Click on **Electronic Resources at the Library.**
- ✓ Click on **Business Resources.**
- ✓ Click on **Company Directories** (NOTE: you can also look at a zip code map of New York City at this screen.)
- ✓ Choose **Dun & Bradstreet’s Million Dollar Database** or **ReferenceUSA.** To ensure the best possible results, the NYCLMIS recommends users check both resources!

Below are **side-by-side instructions** for a search by county, 4-digit NAICS, and size:

DUN & BRADSTREET	REFERENCEUSA
<p>Click on Advanced Search.</p> <p>To narrow your search, you can specify company, location, industry, size, and contact criteria. For this search, we are going to choose County, Employer Size, and NAICS Code.</p> <p>When you click NAICS, you will see an expandable list of NAICS codes. Expand the list as needed, and select the 2-, 3, 4-, or 6-digit codes you are searching.</p> <p>Then click the Add to Criteria button on the upper right hand corner of the screen.</p>	<p>Click on U.S. Businesses on the upper left hand side of the screen.</p> <p>Click on Custom Search.</p> <p>You can search on the name, business type, geography business size, ownership or other special search terms. For this search, we are going to click on NAICS 2007, County, and Business Size. Then click Create Search at the bottom of the screen.</p> <p>Type in the 2-, 4-, or 6-digit NAICS codes you are searching.</p>
<p>EXAMPLE: Type in or select 3351, 3352, and 3353 to find Electronic Lighting Equipment Manufacturers, Household Appliance Manufacturers, or Electronic Equipment Manufacturers.</p>	
<p>Click on the country drop-down box and select USA.</p> <p>Select New York in the State drop-down box.</p> <p>Then select the counties you are interested in by</p>	<p>Find the list of states and select New York. Then select the counties you want from the drop down box. In ReferenceUSA, you only need to click once to add the county to the selected list.</p>

DUN & BRADSTREET	REFERENCEUSA
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clicking on the boxes next to their names.
Then click the **Add to Criteria** button on the upper right hand corner of the screen.

EXAMPLE: Select Bronx, Kings (the county name for Brooklyn), and Queens.

Click on **Employer Size** and select the range of establishment sizes you want to see. You can choose **greater than or equal to**, **less than or equal to**, **between x and x**, and **an exact number**.
Then click the **Add to Criteria** button on the upper right hand corner of the screen.
Click **Run Search**.

Specify the range of establishment sizes you want to see. Be sure to include all of the relevant sizes. For 500+ employees select 500-999, 1,000-1,999, 2,000-9,999, and 10,000+. Click **Search**.

EXAMPLE: Select establishments with 500 or more employees on site.

The results appear on the next screen. To **print**, **save**, or **email** a file, you need to select the records you want by clicking on the box next to the name of the company. Then click **Build File**.

- ✓ Click **Table** if you want to download and take home some or all of the information about establishments you have identified.; **OR**
- ✓ Click **Report** if you want to print or send yourself a report. Specify the level of detail (**full profile** is recommended) and format (**pdf** or **html**).

The results appear on the next screen. Select the companies you want more information about – by clicking on the box next to the name of the company – and then either:

- ✓ Click **download** if you would like to download a file you can take home with you with some or all of the information about the establishments you’ve identified; **OR**
- ✓ Click **print** if you would like to print a report containing some or all of the information. Select the **level of detail** you want and then click **print**.

EXAMPLE: The search terms used in this example result in one company: Leviton Manufacturing Company, Inc. According to ReferenceUSA they have 600 employees on site in Flushing, Queens. According to D&B, they have 700 employees on site in Little Neck, Queens.

NOTE: To print, you must purchase a print card from a machine at the library. At the time of this writing, printing costs about \$0.20 per page.

You can **download** or **email** the output file you have just built.

- ✓ Click **download** and type the appropriate drive in the **save file dialog** box. Type **d:** if you have a writable CD. Type **e:** if you have a flash drive; **OR**
- ✓ Type in a desired email address and click **send** to send a table or report via **email**.

To **download**, you will need to select two settings:

- ✓ The first setting is **format**. No matter what you pick, you will get a file that can be read into MS Excel.
- ✓ The second setting is **level of detail**. The choices are **summary**, **detailed**, or **custom**. Unless you specifically do not want all of the information contained in the report, you


should pick the detailed report.

When you click **download**, a **save file dialog box** should open.

- ✓ **If you have a CD**, put it in the drive and **type d:** and a filename in the dialog box.
- ✓ **If you have a flash drive**, put it in the drive and **type e:** and a filename in the dialog box.

Report Excerpts

D-U-N-S® Number:	00-123-3089	Location Type:	Headquarters
Company Name:	Leviton Manufacturing Co Inc	Subsidiary Status:	Non Subsidiary
Mail Address:	PO Box 630067 Little Neck, NY, 11363-0087	Manufacturing Indicator:	Manufacture
Country:	USA	Plant/Facility Size:	180,000 Sq Ft
MSA:	New York-Northern New Jersey-Long Island	Owens/Rents:	Owens
Street Address:	5925 Little Neck Pkwy Little Neck, NY, 11362-2531	Foreign Trade:	Import/Export
County:	Queens	Year Established:	1906
		Ownership:	Private
		Prescreen Score:	Low Risk



ReferenceUSA
Leviton Manufacturing Co Inc - Flushing, NY

Address Information

Address: 5925 Little Neck Pkwy
City: Flushing
State/Prov: NY
ZIP Code: 11362-2531
Phone: (718) 228-6940

Corporate Information

Location Employees: 500
SIC Annual Sales: 100000000
Type of Business: Privately Owned
Location Type: Manufacturing
Credit Rating Source: Dun & Bradstreet
Market Area: New York, NY
Country: Not Available
View Web Site: Not Available
Number of Personal Computers: Not Available
Home Business: No
Public Company: No
Listing: 04670504 / - 07372518

Years in Database: 25
Year Established: 1906
Yellow Pages Ad: \$1 - \$500
Spending: Not Available
Stock Exchange: None
Parent Company: Leviton Manufacturing Co Inc
Company Products: Not Applicable
SG Footing: 40,000
Hours of Operation: Sunday: Closed
Monday: 9:00 AM - 5:00 PM
Tuesday: 9:00 AM - 5:00 PM
Wednesday: 9:00 AM - 5:00 PM
Thursday: 9:00 AM - 5:00 PM
Friday: 9:00 AM - 5:00 PM
Saturday: Closed

Dun & Bradstreet

ReferenceUSA

You should now have a file with your searched establishments listed in a format ready to read in MS Excel **and/or** a printed detailed report!

Account executives will need to examine their results further – and check for discrepancies between the two lists – to determine the best prospects are for job placement services.

WHO WE ARE

The NYCLMIS provides labor market research and information tools for the public workforce system. The service is a joint endeavor of the New York City Workforce Investment Board (WIB) and the Center for Urban Research at the City University of New York Graduate Center.

CONTACT US

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