What is Data-Axle Reference Solutions?

Data-Axle is a research tool with accurate, in-depth information on millions of U.S. businesses and consumers.

- Generate business and consumer leads to grow your business
- Learn about your competitors and view their detailed profiles
- Search consumer lifestyle and homeowner data to support your marketing
- Discover top industries and growing businesses in your area
- Find valuable data for your business plans
- Create heat maps for visualizations of business locations and concentrations

How to log in

Option 1: Library Login

1. Click the link to Data-Axle on your library's website
2. Log in with your library card number

Option 2: NC LIVE Login

1. Go to: resources.nclive.org/dataaxle
2. Select your library
3. Enter your library card number

You can also make a personal account in Data-Axle to save your searches.

Data-Axle Reference Solutions and other business resources are brought to you by NC LIVE, North Carolina's statewide library cooperative, supporting 200+ public and academic libraries.

For more information, please visit **nclive.org.**

NC LIVE

Start and grow your own business

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reference solutions

Access premium data with your library card

Getting started with

data axle

For Entrepreneurs

Step 1: Login

Go to **resources.nclive.org/dataaxle** and log in with your library card.

- If you'd like to make an account to save your progress, click "Register Now" on the homepage.

Step 2: Select a database to begin

"U.S. Businesses" is a great place to start.

Example: Find clients & partners

Imagine you have a concrete pouring business. You can search for general contractors who might hire you:
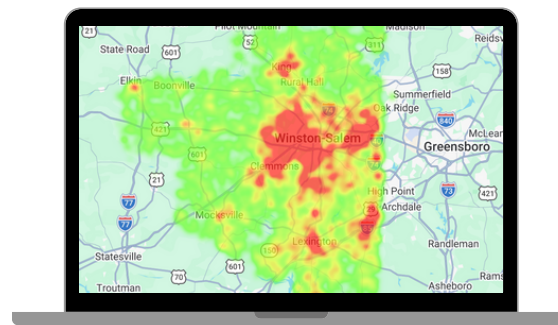
- Go to "U.S. Businesses" database
- Click the "Advanced Search" tab
- Under the "Business Type" heading in the left side menu, click the "**Keyword/SIC/NAICS**" box
- Select "**Search Primary SIC Only**" and enter keywords to find the corresponding industry codes. Ex. "General contractor"
- Then, select "**County**" in the "Geography" menu (left)
- Select your state and county
- Click "**Update Count**" in the top right corner to see your list!

If you're starting your own business, Data-Axle can help you get started with market and competitor information.

U.S. Businesses Database

- Use keywords to find corresponding industry codes or ask a librarian for help with finding how many businesses exist in your industry in your area

- Look at existing businesses' number of employees, location sales volume, and more data

- Download lists of business owners and contacts to create mailing lists and start marketing campaigns

An example of a heat map showing where dog owners are located in the Winston-Salem metro area.

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U.S. Consumers/Lifestyle Database

- Check the "**Lifestyles**" box to find the your target market by interest. Ex. For a dog grooming business, you can search for households with dogs and cross-filter for income.

- Create a heat map of consumers to find out where to locate your business.

Example: Grow your business

Imagine you are a wedding planner looking to build your vendor contacts. When you search your metro area for caterers, you get 800+ results!

- Narrow your list down by selecting "**Map Based Search**" under "Geography" on the left side menu

- Draw a shape on the map around the area you want to focus on and double click to get a new count.

Scan to see a short crash course video on using Data-Axle Reference Solutions.