

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

1

Option 1: Library Login

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

2

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.

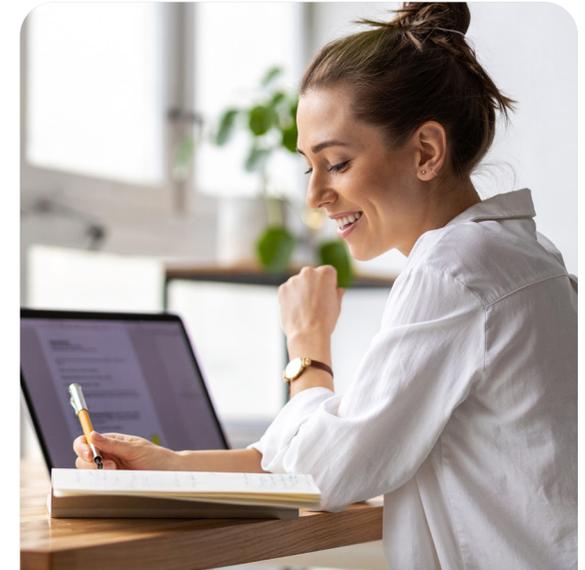
Data Axle Reference Solutions and other business resources are brought to you by NC LIVE, North Carolina's statewide library cooperative, supporting 200+ public and academic libraries.

For more information, please visit nclive.org.



data
axle

reference
solutions



Start and grow your own business

Access premium data with your library card

Getting started with Data Axle

1

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.

2

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:

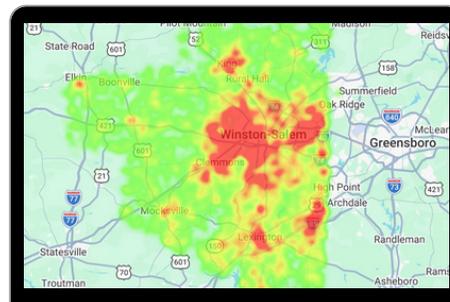
- Go to "U.S. Businesses" database
- Click the "Advanced Search" tab
- Under the "Business Type" heading in the left side menu, click the "Keyword/SIC/NAICS" box
- Select "Search Primary SIC Only" and enter keywords to find the corresponding industry codes. Ex. "General contractor"
- Then, select "County" in the "Geography" menu (left)
- Select your state and county
- Click "Update Count" in the top right corner to see your list!

For Entrepreneurs

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.