

NEXIS UNI INDUSTRY & TARGET MARKET RESEARCH

To access **Nexis Uni** go to the MCC library website, click on the **Databases** tab, and then use the **Databases by Title** menu to select **Nexis Uni**.

Find articles with industry & target market information

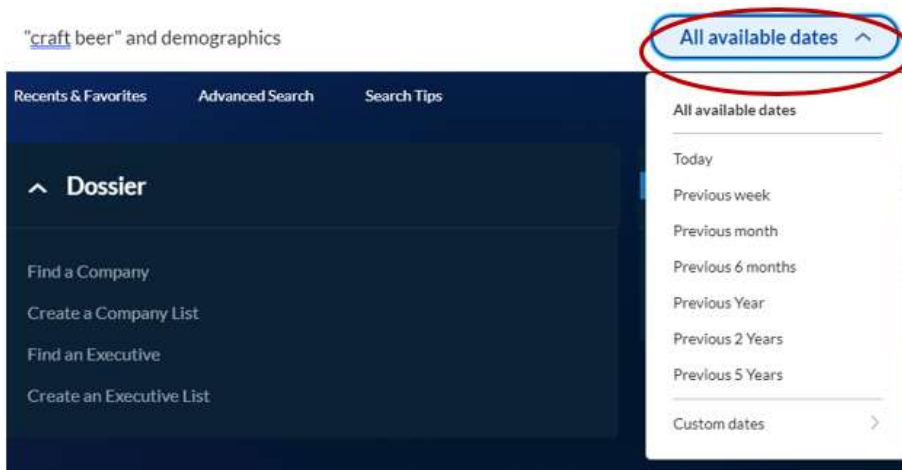
1. Enter your **search terms** in the search box.

NOTE: Be sure to enclose phrases within quotation marks.

- **Industry:** Use terms like *sector performance, sales, forecasts, profits, trends, outlook,* etc.
- **Target market:** Use terms like *consumer behavior, consumer preferences, target market, market demographics,* etc.



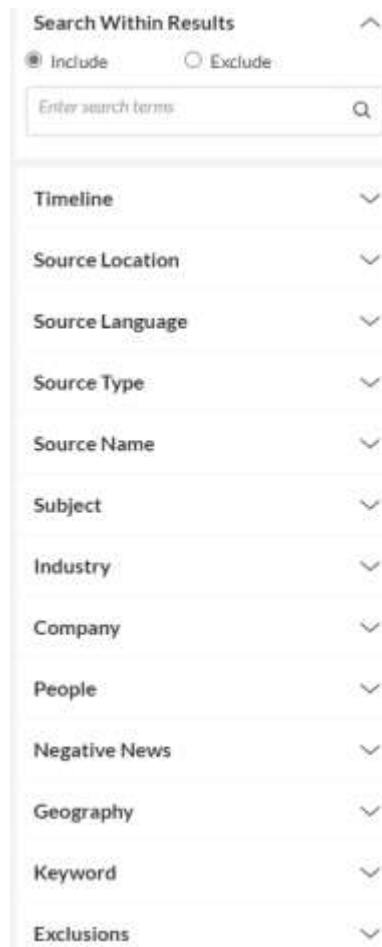
Optional: Change **All Available Dates** to limit your results by date.



2. Click the search icon. The next screen displays a list of results. By default, the articles are sorted by relevance. Use the **Sort by menu** in the upper right if you want to sort them by date.



3. If necessary, use the options on the far left to focus your search (by subject, industry, geography, source, etc.).



- Click on a title to open and read an article.
- Research tip:** If you find a highly relevant article, scroll to the bottom of the screen to view the **Subject** and **Industry** terms assigned to it. They will help you come up with additional search terms you can use to find similar articles.

Subject: MINORITY BUSINESSES (90%); ASSOCIATIONS & ORGANIZATIONS (89%); DEMOGRAPHIC GROUPS (89%); RACE & ETHNICITY (89%); RACISM & XENOPHOBIA (89%); SEX & GENDER ISSUES (89%); AFRICAN AMERICANS (78%); CAUCASIAN AMERICANS (78%); CONSUMERS (77%); DISCRIMINATION (77%); NEGATIVE PERSONAL NEWS (77%); WOMEN (77%); FOODIES (74%); RACIAL DISCRIMINATION IN EMPLOYMENT (74%); DIVERSITY & INCLUSION (72%); MARKET **DEMOGRAPHICS** (72%); POPULATION & **DEMOGRAPHICS** (72%); RELOCATIONS (71%); NEGATIVE NEWS (68%); GENDER & SEX DISCRIMINATION (66%); RESIGNATIONS (63%); SUITS & CLAIMS (61%); LITIGATION (60%); WRITERS (60%); POLLS & SURVEYS (54%)

Industry: BEER & ALE (97%); ALCOHOLIC BEVERAGES (90%); BREWERIES (89%); FOODIES (74%); MARKET **DEMOGRAPHICS** (72%); WRITERS (60%); General (%)

Geographic: HARRISBURG, PA, USA (88%); PHILADELPHIA, PA, USA (59%); PENNSYLVANIA, USA (90%); UNITED STATES (90%)

- To return to the list of records, scroll to the top of the article and click on **Results list** (upper right)

