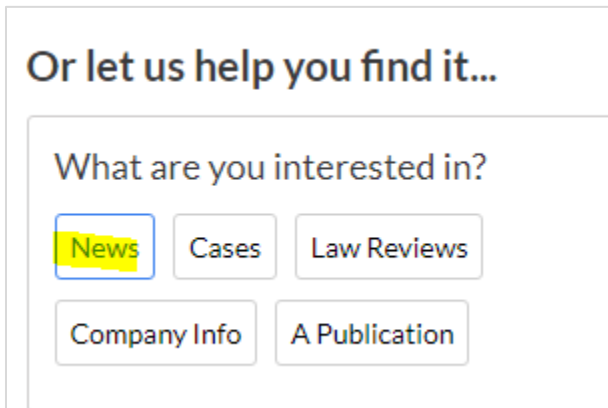


## NEXIS UNI INDUSTRY & TARGET MARKET RESEARCH

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

### Find articles with industry & target market information

1. Make sure the **News** category is selected.



Or let us help you find it...

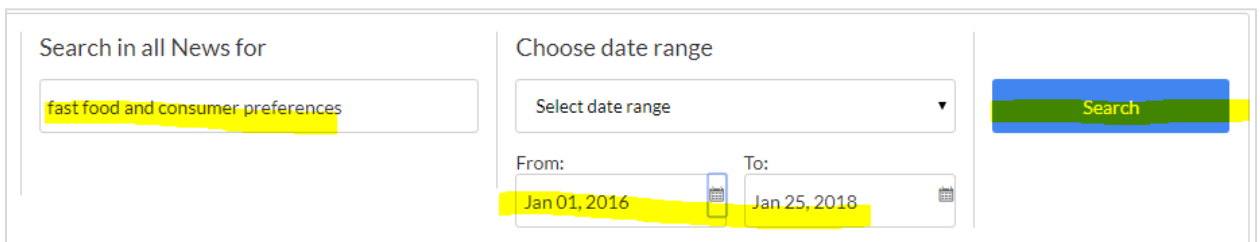
What are you interested in?

**News** Cases Law Reviews

Company Info A Publication

2. Enter your **search terms**, select a **date range**, then click on **Search**

- **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.



Search in all News for

fast food and consumer preferences

Choose date range

Select date range ▼

From: Jan 01, 2016 To: Jan 25, 2018

Search

- The next screen displays a list of results. Use the **Narrow by** options on the far left to focus your search (by subject, industry, geography, source, etc.).

**Narrow By**

- Jan 01, 2016 to Jan 25, 2018 X
- News X
- North America X
- United States X

Clear | ☆

- Research tip:** Scroll to the bottom of the screen to view the **Subject** and **Industry** terms assigned to the article. They will help you come up with additional search terms.

**Subject:** CONSUMERS (91%); POLLS & SURVEYS (90%); CONSUMER BEHAVIOR (89%); RESTAURANT REVIEWS (89%); PRICES (89%); OUTPUT & DEMAND (78%); PRODUCT PRICING (78%); ENTREPRENEURSHIP (78%); DIETING (78%); NUTRITION (75%); BI Innovation, Fast Food, Food, Cities,

**Company:** FACEBOOK INC (58%); TACO BELL CORP (56%); DELOITTE LLP (54%)

**Ticker:** FB (NASDAQ) (58%)

**Industry:** FAST FOOD RESTAURANTS (90%); CONSUMER BEHAVIOR (89%); RESTAURANTS (89%); RESTAURANT REVIEWS (89%); ORGANIC FOODS (89%); PRODUCT PRICING (78%); FRUITS & VEGETABLES (78%)

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

American fast food as we know it is dying — and healthier chains may be replacing it

The Business Insider

November 15, 2017 Wednesday 8:51 PM EST

Results list

About This Document

- Source Information
- Newstex Blogs