

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

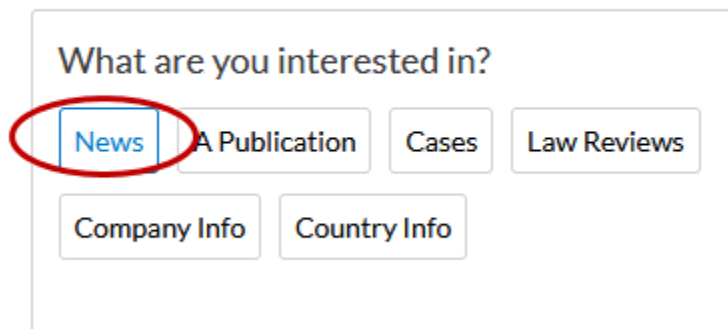
1. Make sure the **News** category is selected.

Guided Search

What are you interested in?

News | A Publication | Cases | Law Reviews

Company Info | Country Info

A screenshot of the 'Guided Search' interface. At the top, it asks 'What are you interested in?'. Below this, there are several buttons: 'News', 'A Publication', 'Cases', 'Law Reviews', 'Company Info', and 'Country Info'. The 'News' button is highlighted with a red circle.

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

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.

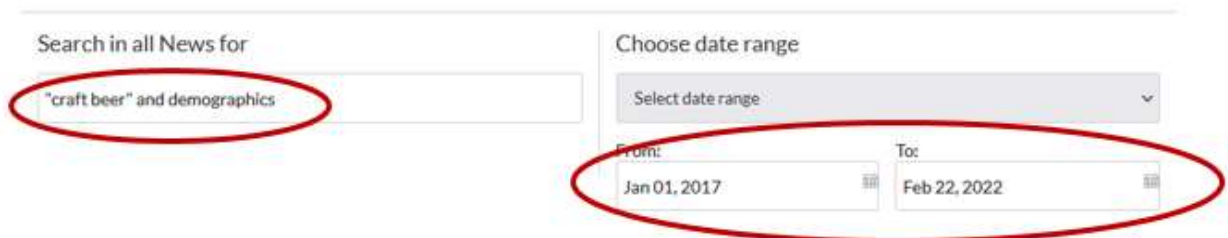
Search in all News for

"craft beer" and demographics

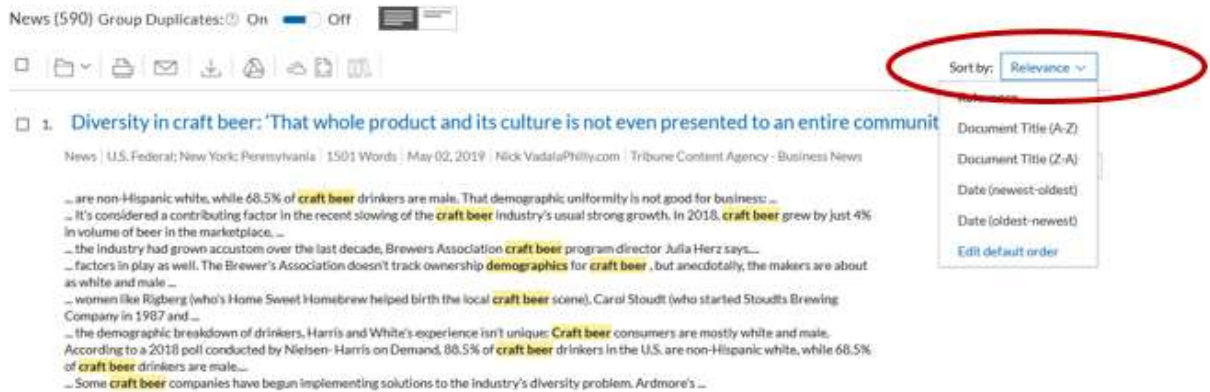
Choose date range

Select date range

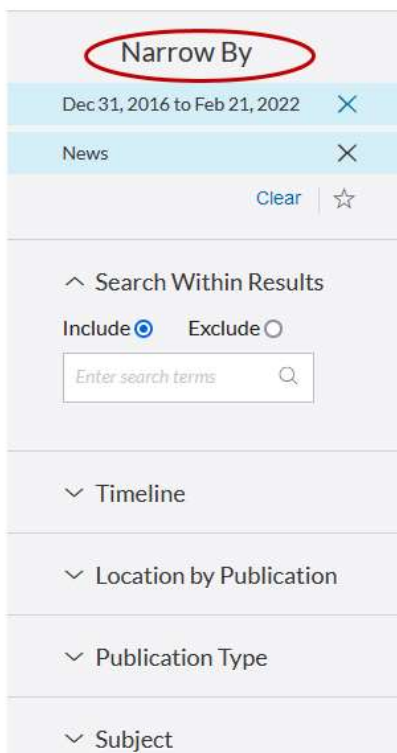
From: Jan 01, 2017 To: Feb 22, 2022

A screenshot of the search interface. On the left, there is a text input field labeled 'Search in all News for' containing the text '"craft beer" and demographics'. On the right, there is a section labeled 'Choose date range' with a dropdown menu set to 'Select date range'. Below this, there are two date input fields: 'From: Jan 01, 2017' and 'To: Feb 22, 2022'. Both the search terms and the date range are circled in red.

3. 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.



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



5. Click on a title to open and read an article.

6. **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%)

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

