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.

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.
3. 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](image)

4. **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 and Industry terms](image)

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

![Results list](image)