

MarketResearch.com

Academic

User's Guide

Welcome to MarketResearch.com Academic. This user guide will show you everything you need to know to access and utilize the wealth of information available from MarketResearch.com Academic.

This is an Internet-based database that may be accessed by using one of the network computers in the McLeod Business Library in Alan B. Miller Hall or the Peninsula Center in Newport News.

Mason School of Business graduate students, faculty and staff may also access this program through the Mason School of Business network using their personal Mason School of Business accounts.



Introduction

MarketResearch.com Academic offers access to market research reports in a fully searchable and browse-able repository of dozens of topics. These reports offer a balanced quantitative and qualitative analysis of the market.

MarketResearch.com Academic provides:

- Internet access to thousands market research studies,
- The same reports used by key executives worldwide,
- Full text version of every report,
- Daily updates with new reports,
- Graphs, tables and charts in many reports, and
- Reports from Packaged Facts, Kalorama Information, Icon Group International, Inc., Simba Information, Paul Budde Communication, and SBI Energy.

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Opening Screen/Home Page

MarketResearch.com Academic opens with a welcoming screen that offers several methods for conducting research. You may conduct a search or browse the reports by topic.

The center of the screen has the **Start Your Search** data field (see page 6) and a link to **Advanced Search** (see page 7).

On subsequent pages in the program a **Quick Search** data field as well as a **Browse by Industry** column is displayed on the left side of the screen.

For more information about conducting a search please go to page 6. The center section also has links to **Get Search Tips**, **See New Reports**, and **View Publishers**. The **Get Search Tips** link will open the *Help* page to the search tips section. **See New Reports** will open a *Search Results* page with all new reports (see page 8 for information about the *Search Results* page). **View Publishers** will open the *Publishers* page with information about the publishers of the reports included in MarketResearch.com Academic.

There are also links, to the right of the search data field, to the *Help* page (**Help**) and an e-mail form to request assistance (**Send us a request**). If you need assistance please contact a member of the Business Library staff.

Just below the search function is the *Browse by Topic* section. This section has a list of eight report topics and 19 sub-topics. Each item on the list is a hyperlink to another page that lists all the reports in that topic. Please go to page 4 for information about the topic list.

There is also a *New Reports* section at the bottom of the screen. These are the newest additions to the database. They have active titles so that you may go directly to the publication page for each report. See page 9 for information about the publication page.

Subscriber Home | About Us
Welcome, College of William and Mary

Market Research.com Academic

The same market intelligence used by business professionals worldwide.

Brought to you by College of William and Mary.

Get Search Tips
See New Reports
View Publishers

Start your Search
[Advanced Search >](#) [Search Tips >](#)

Need Assistance?
[Send us a request >](#) [Help >](#)

Browse by Topic

Service Industries
Business Services & Administration, Financial Services

Consumer Goods
Consumer Goods & Retailing, Travel & Leisure

Demographics

Food & Beverage
Agriculture, Beverages, Food, Food Service & Hospitality

Heavy Industry
Energy & Resources, Manufacturing & Construction, Materials & Chemicals

Life Science
Biotechnology, Diagnostics, Healthcare, Medical Devices, Pharmaceuticals

Public Sector

Technology & Media
Computer Hardware & Networking, E-Commerce & IT Outsourcing, Telecommunications & Wireless

New Market Research Reports

Early Toxicology: Markets and Approaches
Kalorama Information | Jun 1, 2007

Physician Office Laboratory (POL) Testing Markets Worldwide: Status Quo and Future Trends
Kalorama Information | Mar 4, 2007

Quick Search

This category only

[Advanced Search >](#)

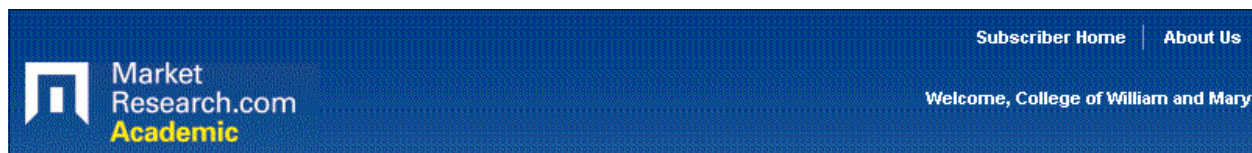
Need assistance?
[Send us a request >](#)

Browse by Industry

[Service Industries](#)
[Consumer Goods](#)
[Demographics](#)
[Food & Beverage](#)
[Heavy Industry](#)
[Life Science](#)
[Public Sector](#)
[Technology & Media](#)

Screen Header

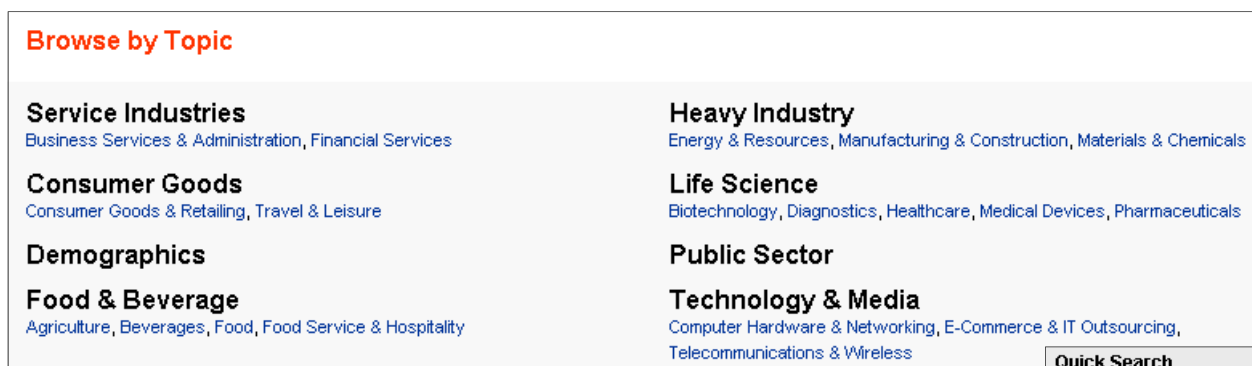
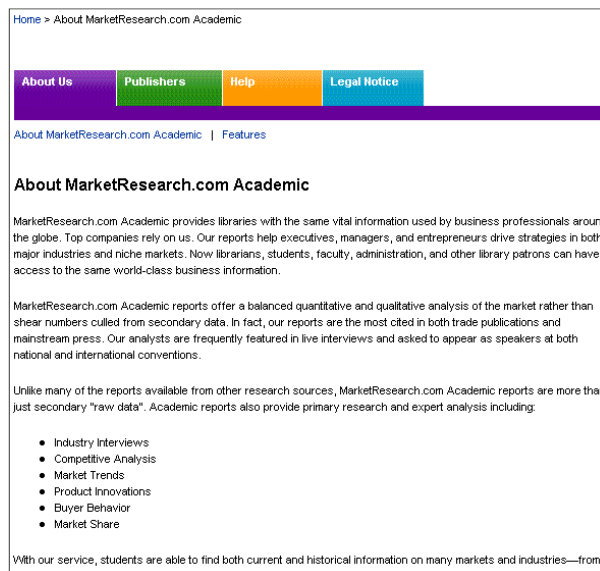
The screen header has links to **Subscriber Home** and **About Us**.



- The **Subscriber Home** link returns you to the *Home* page.
- **About Us** takes you to a screen that provides information about MarketResearch.com Academic.

Report Topics

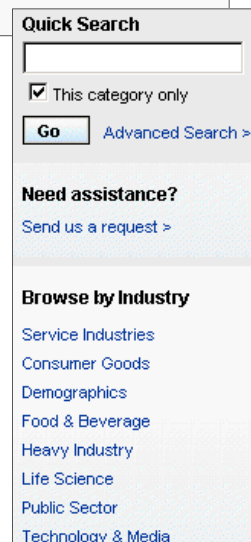
The main part of the welcome screen has a list of eight topics and 19 sub-topics into which the reports in MarketResearch.com Academic are divided. The main categories are: **Service Industries, Consumer Goods, Demographics, Food & Beverage, Heavy Industry, Life Science, Public Sector, and Technology & Media.**



Each topic and sub-topic title is a hyperlink that, when clicked on, will open a page with all the reports contained in that topic.

In all subsequent screens in MarketResearch.com Academic a *Browse by Industry* box appears on the left side of the screen. This box lists all topics in MarketResearch.com Academic. Each topic on the list is a hyperlink that will take you to that topic's page.

Please go to page 5 for information about the topic page.



Finding a Report

There are three ways to find a report in MarketResearch.com Academic. You may select to conduct a simple search, an advanced search, or browse through the specific topics that interest you. By using the search data field on the *Home* page you search across all topics. The search data field on one of the *Topic* pages gives you the option to search that topic only.

Browse

To browse through the reports available in MarketResearch.com Academic, select the topic you

Browse by Topic

Service Industries <small>Business Services & Administration, Financial Services</small>	Heavy Industry <small>Energy & Resources, Manufacturing & Construction, Materials & Chemicals</small>
Consumer Goods <small>Consumer Goods & Retailing, Travel & Leisure</small>	Life Science <small>Biotechnology, Diagnostics, Healthcare, Medical Devices, Pharmaceuticals</small>
Demographics	Public Sector
Food & Beverage <small>Agriculture, Beverages, Food, Food Service & Hospitality</small>	Technology & Media <small>Computer Hardware & Networking, E-Commerce & IT Outsourcing, Telecommunications & Wireless</small>

want to search from the *Browse by Topic* list on the *Home* page or from the list of topics in the *Browse by Industry* box on the left side of all pages once you have left the *Home* page. Each title in these lists is a hyperlink that, when clicked on, will open the topic page for that topic.

Browse by Industry

- Service Industries
- Consumer Goods
- Demographics
- Food & Beverage
- Heavy Industry
- Life Science
- Public Sector
- Technology & Media

Topic Page

The *Topic* page lists all reports/publications included in that topic/sub-topic.

1. The header for the topic page includes a quick links tree to show you where you are within Market Research.com Academic, the name of the topic and how many reports are in that topic, the number of pages included in that topic (with navigation links to take you to the various pages), and links to sort the list by **Title** or **Published** date.

Home > Service Industries

Service Industries Market Research Reports

(79 Reports)

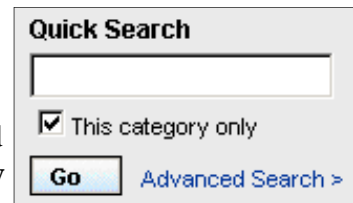
Business Services & Administration **Financial Services**

< prev 1 2 3 4 next >
Use column headings to sort

Title	Published
Garage and Storage Shed Trends in the U.S., 3rd Edition By: SBI more...	Apr. 2009
Private-Label Credit Cards in the U.S., 6th Edition By: Packaged Facts more...	Jan. 2009
The Retirement Products Market for Baby Boomers and Generation X in the U.S. By: Packaged Facts more...	Oct. 2008
The U.S. Market for Rewards Cards, 2nd Edition By: Packaged Facts more...	Oct. 2008

- To the left of the screen, the **Quick Search** data field has a new check box included. With a check mark in the box (the default display is to have the check mark present) a search will only include the reports in that topic/category.

To conduct a simple search of this topic/category, type a keyword or words into the **Quick Search** data field with the **This category only** check box checked and click on the **Go** button. This will open a *Search Results* page. Please refer to page 8 for information on search results.



Quick Search

 This category only
 [Advanced Search >](#)

- Each entry on the topic/category page lists the title, the publication date, the source of the report, and a link (**more**) to more information about the report. The title of the report and the “**more**” link both take you to the *Publication* page for that entry. For information on the *Publication* page please go to page 9.

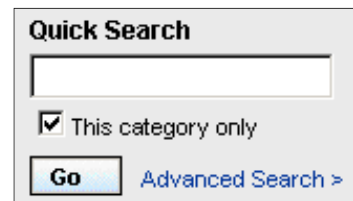
Simple Search

To conduct a simple search:

- Type a keyword or words into the **Start Your Search** data field on the *Home* page or **Quick Search** data field on any other page in MarketResearch.com Academic.
- Click on the **Go** button.
- This will open the *Search Results* page. For information on the *Search Results* page please go to page 8.



Start your Search
[Advanced Search >](#) [Search Tips >](#)



Quick Search

 This category only
 [Advanced Search >](#)

For information about how to use the Advanced Search function go to page 7.

Advanced Search

To conduct an Advanced Search:

1. Click on the **Advanced Search** link below the **Start Your Search** data field on the *Home* page or the **Quick Search** data field of any other page in MarketResearch.com Academic. This opens the *Advanced Search* page.
2. The *Advanced Search* page has five data fields: **Title**, **Publisher**, **Keywords**, **Published**, and **Category**.

You may enter data into one or more of the data fields to conduct a search.

The **Title**, **Publisher** and **Keywords** data fields require you to enter one or more words. You may use Boolean operators (AND, OR, NOT, etc.) in these fields.

The screenshot shows the 'Advanced Search' page. At the top, there is a breadcrumb 'Home > Advanced Search'. Below that is the title 'Advanced Search' and a note: 'The following Boolean operators are supported for all keyword searches: AND, OR, NOT, "exact phrase" quotes and the *wildcard*.' A link 'More about Boolean operators >' is provided. The search fields are: 'Title:' (text input), 'Publisher:' (text input), 'Keywords:' (text input with a scroll bar), 'Published:' (dropdown menu with 'Any Date' selected), and 'Category:' (dropdown menu with 'All Categories' selected). A 'Search' button is located at the bottom of the form.

The **Published** data field has a down arrow that opens a list of time periods that you may select from for your search. The time periods are **Any Date**, **Last Month**, **Last 3 Months**, **Last 6 Months**, **Last Year**, and **Last 2 Years**.

The **Category** data field also has a down arrow that opens a list of all the topics/categories and sub-topics/sub-categories of reports included in MarketResearch.com Academic. You may select one category from the list.

3. When you have finished selecting your search options click on the **Search** button.
4. This will open the *Search Results* page. For information on the *Search Results* page please go to page 8.

Search Results Page

The header for the *Search Results* page gives you the keyword you used for the search. If you used the Advanced Search each data field you used will be listed along with the search term you used.

The number of reports found in your search is displayed in the header. If the number of reports are too many to be displayed on one page, the page number you are on and navigation tools to go from one page to another will also be displayed.



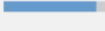
Home > Search Results Printer Format

Search Results

(75 reports)

Keywords: **kellogg**

< prev **1** 2 3 next >
Use column headings to sort

▼ Rel.	Title	Published
	The U.S. Breakfast Market: Cereals By: <i>Packaged Facts</i> Breakfast cereals are a mature, yet exciting market. Worth \$9.8 billion at retail in 2000, cereals have rallied in the past couple of years, after slumping during much of the 1990s. This new more...	Jan. 2001
	The U.S. Market For Healthy Prepared Foods By: <i>Packaged Facts</i> With the American consumer becoming increasingly savvy about nutrition, this new study from Packaged Facts analyzes the market for high vitamin/mineral and high fiber/protein prepared foods. This report analyzes the diet and demographic trends affecting more...	Feb. 1999
	The Fortified Foods Market By: <i>Packaged Facts</i> Americans' obsession with their health, combined with a high-pressure life style that leaves little time for food preparation, has created a \$10 billion business in cereals, juices and other foods fortified with the	Feb. 2000

The header also gives you the option to sort the findings according to **Rel.** (Relevancy), **Title** or **Published** date. The reports are sorted according to relevancy when the page first opens so the latest reports may not be displayed..

The reports that were found in your search are listed in the main section of the page.

Each entry on the *Search Results* page lists the title, relevancy, the publication date, a short summary, the source of the report, and a link (**more**) to more information about the report. The title of the report and the “**more**” link both take you to the *Publication* page for that entry. For information on the *Publication* page please go to page 9.

Publication Page

This page lists the same information that was in the publication's entry on the topic/category page or *Search Results* page. It also includes a table of contents and the **Download Report** button that will open the actual publication.

- The title and other information are in the upper left side of the *Publication* page.
- Across the middle of the page are two tabs. These are **Abstract** and **Table of Contents**. The **Abstract** selection is the default display. Some publications may not have a Table of Contents.

The **Abstract** selection displays a full abstract of the publication.

The **Table of Contents** selection displays a Table of Contents for the publication.

- In the upper right corner on the page is a **Printer Format** hyperlink that opens a page with the publication title, abstract, and table of contents all in one document.
- Below the document title and information header is the **Download Report** button.
- The **Help Downloading** hyperlink in the upper right corner of the page takes you to the *Help* page.

Home > Search Results > Report Information [Help downloading](#) | [Printer Format](#)


The U.S. Breakfast Market: Cereals

Packaged Facts
1/1/2001
218 Pages - \$2,062.00
(The price shown is for informational purposes only. Student downloads are free of charge.)

[Download Report](#)

[Abstract](#) [Table of Contents](#)

Breakfast cereals are a mature, yet exciting market. Worth \$9.8 billion at retail in 2000, cereals have rallied in the past couple of years, after slumping during much of the 1990s. This new Packaged Facts report studies such powerful sales drivers as the expanding range of FDA-allowed health claims, the building cereal presence in drugstores and at mass merchandisers, and America's greying population. Sales data spanning 1995-2005 are presented for both the cold and hot cereal categories. Qualitative analysis of market ups and downs is exhaustive; it includes tactical profiles of the Big Four -- General Mills, Kellogg, Quaker, and Nabisco. Challengers such as Ralston, Hain Celestial Group, and Malt-O-Meal are scrutinized, too. All-important IRI share data and Simmons demographic info are also provided.



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The U.S. Breakfast Market: Cereals

Packaged Facts - 1/1/2001 - 218 Pages - \$2,062.00
URL: <http://academic.marketresearch.com/product/display.asp?productid=329261>

Abstract

Breakfast cereals are a mature, yet exciting market. Worth \$9.8 billion at retail in 2000, cereals have rallied in the past couple of years, after slumping during much of the 1990s. This new Packaged Facts report studies such powerful sales drivers as the expanding range of FDA-allowed health claims, the building cereal presence in drugstores and at mass merchandisers, and America's greying population. Sales data spanning 1995-2005 are presented for both the cold and hot cereal categories. Qualitative analysis of market ups and downs is exhaustive; it includes tactical profiles of the Big Four -- General Mills, Kellogg, Quaker, and Nabisco. Challengers such as Ralston, Hain Celestial Group, and Malt-O-Meal are scrutinized, too. All-important IRI share data and Simmons demographic info are also provided.

Table of Contents

I. Executive Summary

- Scope and Methodology
- The Scope of This Report
- Report Methodology
- The Products
- Two Breakfast Cereal Categories: Hot and Cold
- Three Cold Cereal Types: Sweetened, Natural, and Regular
- Hot Cereals Are Either Regular or Instant
- Other Ways of Classifying Breakfast Cereals
- The Market
- Breakfast Cereals in Rally to \$9.7 Billion in 2000
- Cold Cereals in Push to \$8.8 Billion
- Hot Cereals Truly Hot, at \$919 Million
- Table 1-1: U.S. Retail Dollar Sales of Breakfast Cereals, by Category, 1995-2005
- Breakfast Cereals Push to \$11.5 Billion in 2005
- Cold Cereals to Reach \$10.4 Billion
- Figure 1-1: U.S. Retail Dollar Sales of Breakfast Cereals, by Category, 1995-2005 (dollars): Cold (R-T-E), Hot
- Hot Cereals in Steady Growth to \$1.1 Billion
- Basic Nutrition, Plus...

Opening a Report

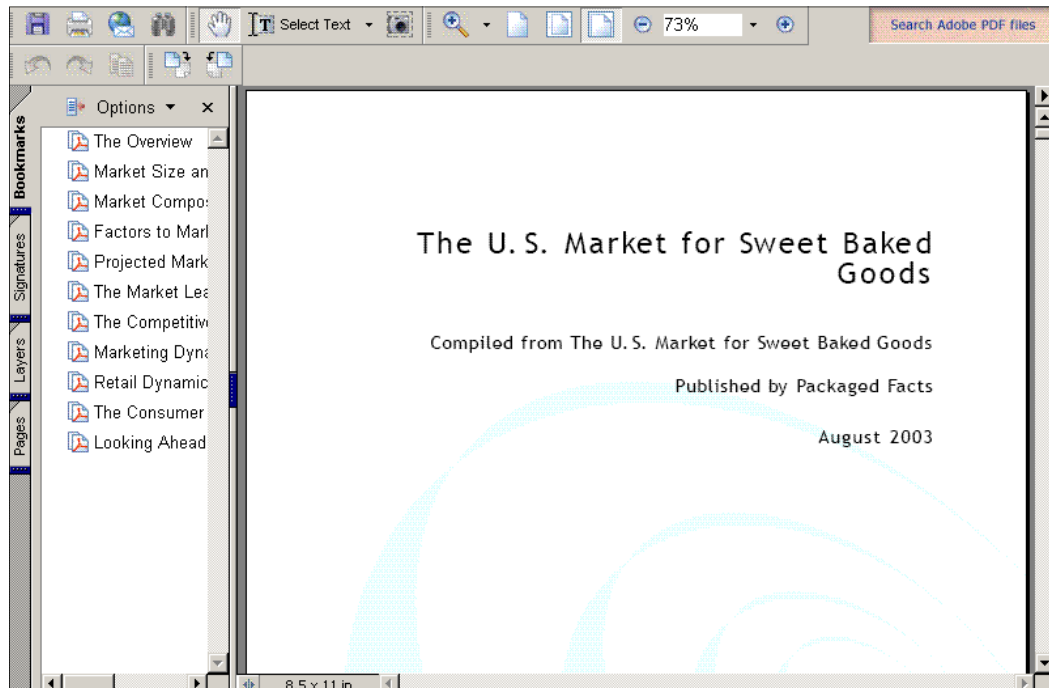
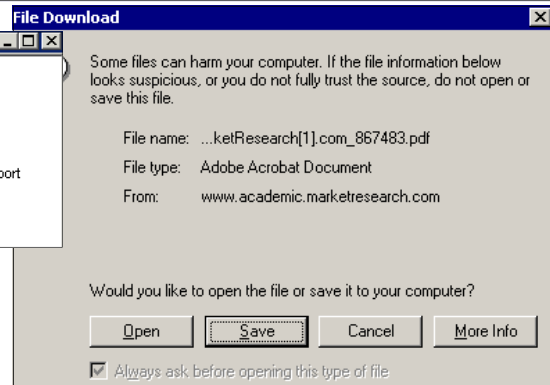
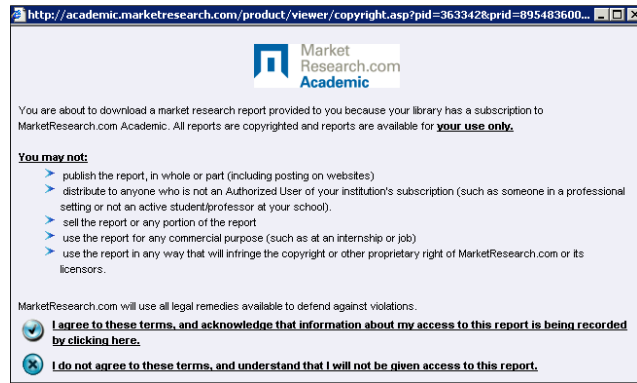
If you wish to open the report click on the **Download Report** button and the downloading process will begin.

The first display is of a terms of agreement window. You must click on the **I agree to these terms** statement to continue on with the download.

Next, a *Download in Progress* window will be displayed. This window gives you an option to manually begin the download process if it does not begin automatically.

This window is followed by the *File Download* window. This window gives you the options to open the file or save it to a disk. To open it so that you can read it click on the **Open** button.

This may take a few minutes depending on the size of the file. The report will be opened in a new window using Acrobat Reader. You may use the Acrobat Reader controls to navigate through the document.



Saving or Printing a Report

Once you have opened a report that you need for your research you may save it for future use by either saving it to a disk or printing it out on paper.

- To save the report, click on the **Save** button in the *File Download* window. This will open the *Save As* window. You will be prompted to name the file and select the destination. You must select the **U: drive if you are using a USB Flash drive**.

Click on the **Save** button when you are ready to save the report to your disk.

- You may print a report in the *Adobe Reader* window by clicking on the **Print** icon in the toolbar or by clicking on **Print** in the **File** selection on the menu bar. Please be aware that some of these reports are more than 200 pages. Please select only the material you need before printing.

