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

The Mintel program 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.

Mason School of Business graduate students, undergraduate students with a Business major, faculty and staff may also access this program through the Mason School of Business network.

Introduction

Mintel Oxygen is a series of research reports covering U.S. and European marketplaces. Each market research report combines data and analysis of the competitive landscape, market-share analysis and consumer profiles. Complex demographic issues are divided into concise sections explaining consumer behavior and demonstrating the structure of the market.
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Opening Screen

The Mintel Oxygen program opens with a Conditions of Use screen displayed. In order to enter the program you must agree to the conditions of use.

You signify agreement to the terms as presented on the opening screen by clicking on the I Agree button that is near the bottom of the page. You must scroll down to the bottom of the page as you read the conditions. When finished, and you agree to the conditions, click on the I Agree button to continue.

Mintel Academic Access - Login Successful

You have successfully logged on. Please read the Conditions of Use - Academic.

08.08.09A

CONDITIONS OF USE - ACADEMIC

YOU MAY ONLY ACCESS A MINTEL DATABASE TO WHICH THE ACADEMIC INSTITUTION HAS SUBSCRIBED VIA A SECURE NETWORK FOR NON-COMMERCIAL STUDY WHILE YOU ARE A CURRENT STUDENT, A CURRENT MEMBER OF FACULTY OR STAFF, OR A PERMITTED GUEST. BY ACCESSING THE MINTEL DATABASE, YOU AGREE TO, AND WILL ABIDE BY, THE FOLLOWING CONDITIONS OF USE:

Mintel may provide your individual usage information to the subscribing academic institution. If you violate these Conditions of Use, then Mintel, among other things, indefinitely may suspend your password.

I Agree
My Reports

Once you have agreed to the terms and conditions the My Reports page will be opened. This is your gateway to the information contained in the Mintel Oxygen database.

You are not signed into a personal profile, some features are disabled. Sign in or create a profile to download or extract information.

My Reports

The My Reports page is a general access page that all users of this database see upon entering the database. You have the option to make searches and other functions. But if you want to download or extract information you must create your own personal profile. To create or log into your own profile click on the My Account selection from the Tools drop-down menu in the header menu bar. This will open the Sign In page. See the Sign In page section below.

See page 6 for information about the other functions included in the header menu bar.

Sign In Page

Signing In

If you already have a profile, enter your user ID and password into the Email and Profile Password boxes. Then click on the Sign In button near the bottom of the page. This will open the My Reports page. See page 15 for information about this page.

If you have set a different page as your homepage your personal homepage will open at login.
Creating a Profile

If you have not previously used this program and need to create a profile there are three links to choose from to access the Create a Profile page. You may click on the Create Profile link in the menu just above the body of the page.

Or you may click on the Create a Personal Profile link in the Sign into my profile box. Lastly, you may click on the Create Profile button near the bottom of the page.

All of these links will open the Create a Profile page.

Create a Profile Page

If you clicked on one of the Create a Profile links on the Welcome page you will have the Create a Profile page displayed. To create a profile, enter your e-mail address into the Email box. This will be your user ID when you return to the program for subsequent uses.

Enter your name into the Name box then create a password for your profile by entering it twice into the boxes provided. When you have finished, click on the Create Profile button to enter the program.
Header Menu Bar

Once you have signed in or created a new profile, you will be ready to start using the program to its fullest extent. The first page you will see is the My Reports page. If you have selected a different page as your home page that page will be opened after you log in to the program. See page 15 for information about the My Reports page.

This page is your entrance into the information contained in the Mintel Oxygen program. The page has a program header, which is displayed at the top of every page in the program, with a menu bar with six selections, some links, and a search function.

The six menu bar selections are: Home, Reports, Analyst Insight, News, Search, and Tools. Most selections have menu items that are displayed when the mouse pointer hovers over the menu bar item.

The All Countries link in the header displays a menu with a list of countries. This allows you to narrow your search to reports from a specific country. This works both before and after a search is made. Click on the link and then on your selection. If you are already in a search results page the reports displayed will be limited to the country selected.

The Contact Us link in the header will open a page with contact information for the various Mintel offices.

The Log Out link will close the program.

Please go to page 7 for information about the Search box.
Search

The Search box is located on the right side of the program header. To use the search function, enter a term or terms into the box and click on the search button (the magnifying glass icon).

If you wish to make a detailed search using some limiters, you may use the Search Oxygen page by clicking on the Search selection in the main menu bar. Please go to page 22 for information about this search function.

Search Results

The results of your search are displayed on a Search Results page under the Search menu selection in the main menu bar.

The Search Results page includes the words used in the search and a list of the reports found. Each report title is a link to that report. The report will be displayed on a Report Homepage. See page 9 for information about the Report Homepage. The entry for each report includes the date the report was created, the title and the country.

The search results list from the simple search may also contain news articles and company profiles. For news pages see page 18. For company profiles see page 21.

The top of the Search Results page has links that will:

- Save the search (Save this search). Clicking on this link will open the Saved Searches page with a box that allows you to name the new search. (Note: If you are not signed in you will be prompted to either sign in or create a profile.) After entering your preferred name into the box click on the Save Search button to add the search to your saved search list;

- Edit the search (Edit This Search). This link opens the Search Oxygen page (Advanced Search, see page 22) with the search parameters you used entered. You may then change the parameters and make a new search.
• Download the search results (**Download CSV**). Clicking on this link will open the *File Download* window where you may select to **Open** or **Save** the file. Clicking on **Save** will open the *Save As* window where you are prompted to select the location and name of the file. It will be downloaded in an Excel readable CSV (Comma Separated Values) format; or

• Find related results (**Related Results**). This link will display the *Search Results* page with a list of all reports that are related to the original search terms. The link then becomes **Exact Results**, which will display the original *Search Results* page.

There are also three links that will allow you to repeat the search in other areas. These are:

• Search Analyst Insight articles (**Repeat this search for Analyst Insight articles**).

• Search companies (**Repeat this search for companies**); and

• Search news and other databases using the same search term (**Repeat this search for news and other databases**).

Each of these links will open a new *Search Results* page with the new reports listed. When one of these links has been used the top entry *Search Results for Reports* becomes a link that will display the original *Search Results* page.

There are also three links (**Relevance**, **Date** and **A-Z**) that will reorder the list of results according to the method selected (relevance, date, alphabetical).
Report Homepage

Once you have identified a report that you would like to view, click on the report’s name and its Report Homepage will be opened.

The Report Homepage is divided into six sections: Report Description, Analyst, Report Timeline, Download, Report Contents, and Related Reports.

Report Description

The top left section has a general description of the report. This section may be expanded by clicking on the More link at the bottom of the description.

Analyst

The top right section has information about the analyst who is responsible for the report. This section may be expanded by clicking on the Read More button.

Report Timeline

The Report Timeline is a list of all the reports about this topic. They are listed in chronological order with the most recent first. You may open other reports by clicking on the report title.

Download

The Download section has some links, the number varies from report to report, that will open information sheets about the report in PDF format. The links pictured above are: Executive Summary, Issues and Insights, Infographic Overview, Social Media: Overview, and Report Brochure. The Infographic Overview is pictured at right.
Report Contents

The Report Contents section has two tabs: **Report Content** and **Search Results**. The **Search Results** tab is displayed when the report first opens. The top of this section has two buttons: **Methodology** and **Table of Contents**.

Clicking on the **Methodology** button will open the *How It’s Done* page under the Research Methodology selection in the Reports header menu selection. See page 16 for information about this page.

The **Table of Contents** button will open a *Table of Contents* window. This window will list all the sections included in the report. Clicking on a section title will open that section of the report. See page 12 for information about the Report Section page.

The **Table of Contents** window has one selection that is not included in any other area. The **View Tables** selection will open a display of all the tables included in the report.

The tables are grouped into sections, according to the sections in which they are included in the report.

The top of each section of tables will have a **Go To Section** link that will open that section of the report. See page 12 for information about the Report Section page.
Each table has three links below it: Download into Spreadsheet, Export Report Section and Create New Graph. The Download into Spreadsheet link will download the table into Excel.


The Create New Graph link will open the Graph Wizard window. You may use this interactive window to modify the settings of the current graph to create a new graph.

Fill in the boxes and click on the Next button. This will display another page of settings. Continue this until the new graph is created and displayed.

The new graph may be saved (in your My Profile selection under the Tools Header menu selection) by clicking on the Save Graph button, which is displayed when the process is finished.

Tabs

Both tabs display the contents of the report. The Search Results tab displays only those sections of the report that contain the search term you used to perform the search. Clicking on a section name will open the Report Section page for the selected section. See page 12 for information about the Report Section page.

The Report Content tab displays all sections of the report. The sections are grouped into five topics: Overview, Market, Consumer, Brand/Company, and Data.

Clicking on a topic name will open that topic, displaying the sections included in that topic. Each topic has a brief description above the list of sections.

Clicking on a section name will open the Report Section page. See page 12 for information about the Report Section page.
Related Reports

The Related Reports section of the Report Homepage has three tabs: Related Reports, News, and Company Profiles.

Each tab has a View All button that will open the display to include more items.

The Related Reports tab has a listing of reports on similar subjects as the current report. Each item has the report name, date, and country. Clicking on a report name will open the Report Homepage for that report. See page 9 for information about the Report Homepage.

The News tab will display a list of news articles that pertain to the report. Clicking on a title will open the full text article. See page 18 for information about news pages.

The Company Profiles tab will display a list of companies. Clicking on a company name will open the Company Profile for that company. See page 19 for information about the Company Profile page.

Report Section Page

Clicking on one of the report section selections (Scope and Themes, Executive Summary, Market Drivers, etc. in the example pictured) will open the page for that section.

Each section page has the selected section in full text.

The header for each page has the report section title, country, and date. There are also a number of navigational and other links.

Immediately below the title is a box with a drop-down menu (pictured below). This menu allows you to select a different report section or jump to a part of the current report section. Click on the report section you want to investigate.
There are three tools below the main header box. These tools (Doc, Print, and Export to Basket) allow you to perform actions on the current report section page.

**Doc** allows you to open or save the current report section page in Word format.

**Print** opens the page in printer-friendly format. The Print screen is also opened.

**Export to Basket** will place the current page in your Export Basket. See page 24 for information about the Export Basket.

To the right of the three tools are some function buttons.

The **Highlight** button is a toggle that will turn the search term highlight feature on or off. With it on all instances of your search term are highlighted in the text.

The **Search** button will open the *Search Within Report* window. Enter a term into the box and click on the **Search Within Report** button. This will initiate a search of the report for any instances of your search term.

The **Content Map** button will open the *Content Map* window with a tool for each topic of the complete report. Clicking on a section tool will open the *Content Map* page for that topic. This window will list all the sections included in that topic. Clicking on a section title will open the report section page for that section.

The two arrow buttons allow you to navigate through the report section pages one section at a time in either direction.
Home Menu Selection

Clicking on the Home main menu selection will open the My Reports page under the Reports selection in the main menu. See below for information about the Reports menu selections.

If you have designated another page as your home page, you will have that page opened when you select Home from the menu.

Reports Menu Selection


Report Publication Schedule

The Report Publication Schedule selection will open a new window with a calendar listing of all reports that were updated during the month displayed. You may switch from month to month by clicking on the arrows on either side of the window. Each report listed is a link to the Report Homepage for that report. See page 9 for information about the Report Homepage.

This window has two tabs: My Reports This Month and Report Subscriptions. The My Reports This Month tab is displayed when the window first opens. There are three tools near the top of the page: View as List, Spreadsheet and PDF. The View as List tool will open the current month’s list in a new page. Each title on this list is a link to that report’s Report Homepage. See page 9 for information about the Report Homepage.

Spreadsheet will allow you to view or save the current month’s list in Excel.

PDF will open the current month’s list in a PDF document. The titles of the reports in this document will open the report’s Report Homepage. See page 9 for information about the Report Homepage.

The Report Subscriptions tab will open a display of the reports that are included in the subscription. Click on the group in the Select Group box (USA is currently the only group available). This will populate the Select Subscription box. Clicking on an item in this box will populate the calendar in the bottom section of the window. This calendar has the same features and tools as the calendar in the My Reports This Month tab.
My Reports

Selecting My Reports from the Reports menu will open the My Reports page. The My Reports page displays the report ranges included in the Business Library’s subscription.

Clicking on a heading will open that heading to display a list of reports included in that heading.

Each report entry includes the title, country and date of the report. Clicking on the title will open the report’s Report Homepage. See page 9 for information about the Report Homepage.

Report Categories

Clicking on Report Categories in the Reports menu opens the Report Categories page. This page lists the various categories, into which the reports are divided, in a column on the left side of the page.

This page also highlights various new reports and news articles. Clicking on a report title will open that report’s Report Homepage. See page 9 for information about the Report Homepage.

The Report Categories page also has a link that will allow you to set this page as your homepage when logging onto the Mintel Oxygen program. This is displayed only when you are logged in under your personal profile.

Clicking on a report category will open the Report Category page for that selection. This page also lists the various categories as well as various new reports and news articles. These new reports and news articles relate to that specific category. This page also has a link that allows you to set this page as your homepage within Mintel Oxygen. This is displayed only when you are logged in under your personal profile.

Report Subscriptions

Clicking on Report Subscriptions of the Reports menu selection will open the Mintel reports: USA Homepage.

The page is similar to the Report Categories page. See above for information about the Report Categories page.
New Reports

Selecting New Reports from the Reports menu will open the Latest Reports page.

This page highlights some new reports on the left side of the page and lists other new reports in the column on the right. Clicking on a report’s name will open the Report Homepage for that report. See page 9 for information about the Report Homepage.

Consumer Data Charts

The Consumer Data Charts selection will open the Consumer Data Charts page. This page has information concerning Mintel’s charting service. To have charts developed you must contact Mintel (overseas phone call). The Business Library does not provide this service.

Research Methodology

The Research Methodology selection will open the Methodologies page. This page has buttons for the various methodologies the program uses. Clicking on a button will open the page for that methodology. The U.S. methodology page is pictured.

Travel Industry Monitor

The Travel Industry Monitor selection will open the Travel Industry Monitor page. The Travel Industry Monitor is a newsletter type report that is published monthly. This page has links to the latest reports/newsletters. The navigation tool at the bottom of the page allows you to go from one page to another.

Clicking on a link will open the selected report/newsletter. This page has three tools: Back to Home, Download PDF and Download Doc. The two download tools allow you to open or save the document in the selected format. Back to Home will return you to the Travel Industry Monitor page.

Quarterly Update

The Quarterly Update selection will open the Quarterly Updates page. The Quarterly Update is another monthly newsletter type report. This page operates in a similar manner as the Travel Industry Monitor page above.
Analyst Insight Menu Selection

Hovering the mouse pointer over the Analyst Insight menu selection will open the Analyst Insight drop-down menu with two selections: My Analyst Insight and Edit My Analyst Insight.

My Analyst Insight

Selecting My Analyst Insight from the Analyst Insight menu opens the Analyst Insights page. This page has numerous links to pages that highlight the analyses developed by the analysts in Mintel.

This page can be customized so it will display the types of topics in which you are interested.

This page also has a link that will make it your homepage whenever you log onto Mintel Oxygen.

Edit My Analyst Insight

To customize the Analyst Insights page click on the Edit My Analyst Insight selection in the Analyst Insight menu in the header.

This will display the Create and Edit My Analyst Insights Page with a variety of categories. Each topic is in a separate box with links that allow you to set up the reports as you wish.
News Menu Selection

Hovering the mouse pointer over the News menu selection will open the News drop-down menu with five selections: Updates, Media Homepage, Useful Lists, Management Appointments, and Company Profiles.

Updates

Selecting Updates from the News menu will open the News Updates page.

The News Updates page lists news updates that have been recently added to the database. The updates are grouped according to topic. These are: Company News, Market Updates, Product Innovation, and Advertising News.

Some new articles are listed on the left side of the page.

Clicking on a title in any of the areas will open the pages for that article.

The article page lists the title, source, date and text. There are also links to company profiles and other related articles.

The Options section allows you to download the article in Word (using RTF format), include it in your Export Basket (see page 24 for information about the Export Basket), or print it. The Comment link will open the Search Oxygen page in a new window (see page 22 for information about the Search Oxygen (Advanced Search) page).
Media Homepage

Clicking on the Media Homepage menu selection in the News menu will open the Media Homepage. This page focuses the marketing information in Mintel Oxygen onto one page. The left column lists advertising agencies in alphabetical order. The alphabet at the top of the column consists of hyperlinked letters that will open a list of agencies starting with the letter selected.

The Planning and Buying link at the top of the column will open a new column with a list of companies doing buying and planning operations. To return to the advertising agencies list click on the Ad Agencies link at the top of the new column.

Clicking on an agency’s name will open a Company Profile page for that agency. This page will list the agency’s name and basic contact information as well as display links to reports and news articles in a variety of categories. Not every Company Profile will have the report and news links.

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<td><strong>Holding Company</strong></td>
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There are links near the top of the page that allow you to navigate through the list of agencies by clicking on the next or previous links. Below these links is a row of links that allow you to perform various functions such as downloading, exporting to the Export Basket, Bookmark, printing, and setting the current page as your homepage within the Mintel program.

At the bottom of the page is a Google box that has the agency’s name entered. Clicking on the Google Search button will start a search in Google with the agency’s name as the search term.

The rest of the Media Homepage has links to reports and articles grouped into topics such as
New Campaigns, Agency News, Management Appointments, Industry News, and Account Gains/Losses. Clicking on a link will open a page with the text of the article displayed.

This article page is similar to the article pages displayed under the News main menu selection. See page 18 for information about the article page.

Useful Lists

The Useful Lists selection in the News menu will open the Useful Lists page. This page has a number of links grouped into topics, including Financial Services, Foodservice, Health and Wellness and many more.

Clicking on a link will open an article page.

Management Appointments

The Management Appointments selection in the News menu will open the Management Appointments page. This page has a list of items under the topic of Updates.

Each item is a heading that contains more items within it. Clicking on a heading will open the heading.

When a heading is selected the items contained in it are displayed in a second column.

Clicking on one of these items will open it and display the items within it in a third column.

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Clicking on an item in the last column will open it in an article page. The article page lists the title, source, date and text.

The Options section allows you to download the article in Word (using RTF format), include it in your Export Basket (see page 24 for information about the Export Basket), or print it. The Comment link will open the Search Oxygen page in a new window (see page 22 for information about the Search Oxygen (Advanced Search) page.

**Company Profiles**

The **Company Profiles** selection in the News menu will open the **Companies** page. This page has a list of items under the topic of Updates.

Each item is a heading that contains more items within it. Clicking on a heading will open the heading.

When a heading is selected the items contained in it are displayed in a second column.

Clicking on one of these items will open it and display the items within it in a third column.

In the example pictured, the **Companies** page is displayed and **Leisure General** has been selected in the first column. **Health and Fitness Clubs** has been selected in the second column and the companies in the third column are the items contained in it.

Clicking on a company name will open a Company Profile page. See page 19 for information about the **Company Profile** page.
Search Menu Selection

Hovering the mouse pointer over the Search menu selection will open the Search drop-down menu with four selections: Advanced Search, Last Search, Last Results, and Saved Searches.

Advanced Search

Selecting Advanced Search from the Search menu will open the Search Oxygen page. This page allows you to set up searches with a variety of criteria.

The top section has two columns. The left column has four boxes where you may enter search terms. You may select the type of search from the four selections in the Search Type area: Reports, Analyst Insight, Company, and News and Other Databases. To select one of these options click on the radio button next to your selection.

The right column allows you to determine the maximum results, where the search terms are in the document, whether the search should include variants of your search term, and whether to include related results.

The Result Filters section allows you to pick the categories and countries to search.

Once you have made your selections and entered a search term you may begin the search by clicking on one of the Submit buttons. The results will be displayed on a Search Results page. Please see page 7 for information about the Search Results page.
Last Search

Clicking on the Last Search selection of the Search menu opens the Search Oxygen page with the information from the last search made entered into the boxes. This allows you to make a new search based on the previous search but changing only one or two items instead of recreating the entire search. See page 22 for information about the Search Oxygen page.

Last Results

The Last Results selection on the Search menu opens the Search Results page from the last search performed. This allows you to revisit the results of your last search in case you followed a lead into an extensive trail of links and wanted to return to your search results and start another avenue of research. Please see page 7 for information about the Search Results page.

Saved Searches

The Saved Searches selection of the Search menu opens the Saved Searches page. If you are not signed into your personal profile you will be prompted to sign in. This page lists all searches you have saved. The list is in five columns, the first column is the name of each search.

The second column has an Edit icon for each row. Clicking on this icon will open the Search Oxygen page with the original criteria entered. You may modify the criteria and re-run the search. See page 22 for information about the Search Oxygen page.

The third column has a Delete icon for each row. Clicking on this icon will delete the saved search in that row.

The fourth column indicates whether the search is set as your homepage. The link Set as Homepage indicates that that search is not set as the homepage. Clicking on this link will set the search as your homepage within the Mintel Oxygen program. Once a search has been set as the homepage the link is changed to Clear From Homepage. Clicking on the link will remove that search as your homepage within the Mintel Oxygen program.

The last column allows you to rerun the saved search. Clicking on the Run link will run the search with the results displayed in a Search Results page. See page 7 for information about the Search Results page.
Tools Menu Selection

Hovering the mouse pointer over the **Tools** menu selection will open the **Tools** drop-down menu with four selections: **My Profile**, **My Account**, **Export Basket**, and **Help**. If you are signed into your personal profile the **My Profile** selection will not be displayed.

My Profile

Selecting **My Profile** from the **Tools** menu will open the **My Profile Info** page.

This page has a general summary of your personal profile as set up in Mintel Oxygen. There are lists of items in the Export Basket and your Saved Searches.

My Account

The **My Account** selection opens the **My Info** page.

If you are not signed into your personal profile you will see the **My Info** page with the login boxes and links to create your own profile. See page 4 for information about the **Sign In** page.

Selecting **My Account** while logged into your personal profile will open the **My Info** page with information about your user profile.

This page displays your user profile and allows you to change your password. To change your password click on the **click here to change password** link. When two new boxes appear, enter the new password twice, once into each **Change Password** box and click on the **Save Changes** button.

Export Basket

Clicking on the **Export Basket** selection in the **Tools** menu will open the **Export Basket** page. The Export Basket is populated by items that you select on the Report Section pages and other pages throughout the program with links or selections for Export.
The Export Basket can be used to collect a variety of items (report sections, news updates, or other data) related to your research. With the Export Basket populated with the items you selected from the various sections of the database you may now perform functions on the items as a group instead of one at a time.

Functions may be performed on these items by using the links in the menu bar near the top of the page. The links are Download rtf, Download zip, Select All, Deselect All, Delete Selected, Delete All, and Reverse List Display.

The Export Basket page is first displayed with all items selected (a check mark appears in each check box). Only those items that are selected can have functions performed on them (except the Delete All link – this link will remove all items whether they are selected or not).

The Select All link will put a check mark in all check boxes while the Deselect All link will remove any checkmarks from all check boxes.

The Delete Selected link will delete any selected items from the Export Basket.

Clicking on Delete All will remove all items from the Export Basket.

The Download rtf and Download zip links will download the selected items in either a text (rtf) or compressed file (zip) format. Clicking on one of the download links will open the File Download window. This window gives you the options to either Open the file or Save it.

Clicking on the Open button will open the file in Word.

Clicking on the Save button will open the Save As window. In this window you select the destination drive in the Save In data field and name the file in the File Name data field.

When you are ready to save the file, click on the Save button and it will be downloaded to your disk.

The Reverse List Display link will reverse the order of the items in the Export Basket.

Beside each entry, in a column on the right side of the page, is a Drag Document link. Clicking and holding on this link allows you to move the various items into the order you want.

There are two other links displayed above the list of items. These are Order by Type and My Order. The My Order option is the default display when the page first opens.

Clicking on Order By Type will change the display to group the items into the original reports in which they were contained. Each report name has a plus icon next to it. Clicking on this icon will open the report to display the section(s) that are in the Export Basket.
Help

Clicking on the Help selection in the Tools menu will open the Your Quick Start Guide to Mintel Oxygen page. This page has some contact information. If you need assistance with this program please contact a member of the Business Library staff. If the company must be contacted the staff will do this.

There is also also a column of links to guides, including: Key Changes and Oxygen Userguide. These links will open the selection in a new window.