



Mintel Oxygen

Mintel is a leading supplier of consumer-based market research. DIT Library subscribes to Mintel's series of Irish reports covering the retail, leisure, and finance sectors, as well as special reports on other sections of the Irish market. As well as current reports our license includes full-text access to an archive of reports dating back to 2000.

Accessing Mintel Irish Reports

1. Access **Mintel Irish Reports** from the Market Research Reports section of the library's Business subject gateway at <http://www.dit.ie/library/subjects/businessandconomics/> or the Library Databases page at <http://www.dit.ie/library/databases/>.
2. At the **Mintel Academic Access** page, read the conditions of use and click on the **I Agree** button at the bottom of the page.

Searching Mintel

You can find market research reports on the Irish market of your choice either by searching Mintel, or by simply browsing through the list of reports that DIT Library's subscription covers.

Basic Search

1. Use the search box at the top right of the Mintel screen to do a quick search.

The screenshot shows the Mintel Oxygen website. At the top right, there is a search box with a 'go' button, circled in red. A red line points from this search box to the instruction '1. Use the search box at the top right of the Mintel screen to do a quick search.' The website header includes the Mintel logo and 'Oxygen' branding. Below the header is a navigation menu with links like 'my homepage', 'what's hot', 'reports', 'news', etc. The main content area features a 'Check Out What's Hot' section with three featured reports: 'Jetstar trials first ever iPad In-flight Entertainment System', 'Repositioning pies and pasties', and 'Maintaining growth means going premium'. Below this is a 'My Reports' section, which is further divided into 'Irish Series' and 'My Reports'. The 'Irish Series' section lists various reports such as 'Ethics and the Irish Consumer - Ireland - September 2009', 'Healthy Eating - Ireland - September 2009', 'Mobile Phones (Industrial Report) - Ireland - August 2009', 'Premium Food and Drink Trends - Ireland - August 2009', 'Specialist Food Retailing - Ireland - August 2009', and 'Short Breaks Market - Ireland - July 2009'. The 'My Reports' section lists reports purchased individually, including 'Mobile Phones (Industrial Report) - Ireland - August 2009', 'Mobile Phones - Ireland - April 2005', 'DIY Retailing - Ireland - February 2004', 'Mobile Phones Market - Ireland - July 2003', and 'Clothing Retailing - Ireland - May 2002'. There are also links for '[a-z]' and '[date]' sorting options.

2. Type an appropriate key word/search term in the **Search** box at the top right of the page and click **Go**. Unlike the articles databases, simple one-word searches like *wine* work well in a market research database like Mintel.

Advanced Search

Mintel also has an **Advanced Search** function which is helpful if you want to do a more targeted search, for example to search for information on the market share of the various companies operating in the grocery market:

1. Enter keywords or a phrase in the appropriate search box on the Advanced Search screen (e.g., *grocery market share* in the **Search for all of these words...** search box).
2. Please note that although the Country dropdown menu on the Advanced Search page lists a number of countries, DIT Library only subscribes to the Irish reports.
3. Click **Submit** to run your search.

Browse Reports

1. To simply see a list of the reports that are available via DIT Library's subscription, click on either the **Reports** tab at the top of the page.
2. Next select **My Reports**. This shows that DIT library has a subscription to the Irish Series Reports, and to certain reports purchased individually (e.g., the *Mobile Phones (Industrial Report) - Ireland* report).
3. Select **Show All Irish Series Reports** to browse a list of all of the Irish Series reports available. This list does not include those reports that the library has purchased individually.

Viewing Reports

1. To access the full text of a particular report, simply click on the report title.
2. Each report is broken into sections. Use the navigation menu on the left to view the desired section of the report.

Saving & Printing

Use the **Options** links on the left of the screen to print or save the desired sections of the report.

The screenshot shows a web browser displaying a report titled "Premium Alcoholic Drinks - Ireland - May 2010". The current section is "Consumer Drinking Preferences". On the left side, there is a navigation menu with an "Options" link circled in red. The options listed are "Download section", "Export to basket", "Bookmark", and "Print". The main content area shows "Key points" with two bullet points. The first bullet point discusses wine consumption, and the second discusses beer consumption. The word "wine" is highlighted in yellow in the text.

- Click **Print** to just print the section of the report that is currently on display.
- Use the **Download Section** link to download to your computer/memory key just the section that is currently on display.
- The **Bookmark** option is only available to users who have created a personal account with Mintel.
- To save or print multiple sections from one or more reports, click on the **Export to basket** link.
- Once you have exported all of the desired sections, click on the **Export basket** link in the middle of the navigation bar at the *top* of the page.
- From there you can download your chosen report sections as an rtf or zip file.