

# Kalorama Information Market Research

## FILE DESCRIPTION

**Kalorama Information Market Research** contains the full text of reports published by Kalorama Information, Inc., a worldwide consulting and research services firm. Two product lines are included in the file: market studies and *Packaged Facts* market studies. Each report provides valuable data on: the current and historical size and growth of the market, forecasts of the future market size and growth, assessments of market trends and opportunities, global market trends, profiles of influential competitors, and other pertinent market-related information.

## SUBJECT COVERAGE

- Advanced Materials
- Beverages
- Biotechnology
- Construction Materials
- Consumer/Leisure
- Products
- Demographics
- Educational Products
- Drugs
- Factory Automation
- Food
- Health care Products and Services
- High Technology
- Home Furnishings
- Household Products
- Industrial Equipment
- Manufacturing
- Office Equipment and Supplies
- Personal Care
- Pollution Control Equipment
- Process Control
- Retailing
- Waste Management
- Water Treatment

## TIPS

### USE FILE 766

to track the latest market trends in the consumer and industrial marketplace.

### EXPAND MT=

to see a complete list of reports included in the file.

### USE SF=TABLE

to locate records that contain tables or exhibits.

### USE CO=

to locate a company name mentioned in an individual report.

### USE REPORT TITLES

to gather all records together for an individual report.

## DIALOG FILE DATA

Inclusive Dates: January 1, 1993 to December 1999

Update Frequency: Closed

File Size: 69,252 records as of December 1999

## CONTACT

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## SAMPLE RECORD

/TI, SE= Market Overview: Table 5-4 Prevalence of Select CNS Disorders  
 /MT, MT= Main Report Title: Market for Central Nervous System Drugs  
 CS= Source: FIND/SVP  
 PD=, PY= June, 1994  
 LA=, WD= Language: English Word Count: 356 (2 pp.)

DIALOG(R) File 766: Kalorama Info Market Research  
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00000037

/TX

(In millions)

Disorder	Number of Americans Afflicted
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Physical CNS disorders	
Alzheimer's disease	4.0
Epilepsy	2.5
Migraine	11.0
Parkinson's disease	1.0

Mental Health Disorders	
Anxiety disorders*	33.8
Obsessive-compulsive disorder	7.8
Panic disorder	3.6
Phobic disorder	26.0
Attention-deficit hyperactivity disorder	2.3
Bipolar	2.6
Cognitive impairment	3.4
Depressive disorders	16.9
Major depression	13.0
Chronic and mild depression	3.9
Schizophrenia	2.6
Substance abuse*	91.1
Alcohol abuse/dependence	36.4
Drug abuse/dependence	6.5
Nicotine abuse/dependence	75.5

Source: FIND/SVP, Inc.

- These figures do not total because there is overlap in incidence-some people are afflicted with more than one condition. These data pertain to lifetime incidence of each condition.

Sales of drugs used to treat physically manifest CNS

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at \$95 million in 1994, then increase to \$405 million in 1998.

THIS IS THE FULL-TEXT.

/CN, CN=  
/DE, IN=

Country: United States  
Industry: Pharmaceuticals

## Sample Report Titles

All records comprising a report can be grouped together with the REPORT TITLES command, e.g., REPORT S2/TITLES.

EXAMPLE

```
?SELECT SHELF(W)LIFE
  75 SHELF
  74 LIFE
S1 24 SHELF(W)LIFE
?REPORT S1/TITLES
  S2 24 Sort 1/ALL/PD,D/MT,A/TI,A
Processed ALL records
FIND-SVP MARKET RES (c) 1995 FIND-SVP
(Copr. 1995) All rts. reserv.
3 Market Research Reports Available
```

## Sample Report Titles (cont'd)

```

Item Number, Main Title
-----
1 Market for Fruit and Vegetable Based Beverages
September 1994/ 89 records

2 Market for Prepared Refrigerated Foods
June 1994/ 124 records

3 Frozen Yogurt Market
April 1994/ 144 records

Enter one item number, P- for previous page,
P to start again at first menu,
M to return to Main Title Listing or EXIT to leave TITLE

?EXIT
    
```

## SEARCH OPTIONS

### BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S CENTRAL(W)NERVOUS(W)SYS?
/CN	CN	Country Name <sup>1</sup>	Word	S UNITED(W)STATES/CN
/DE	DE	Industry Description	Word	S PHARMACEUTICALS/DE
/MT	MT	Main Title <sup>1</sup>	Word	S CENTRAL(W)NERVOUS(W)SYSTEM/MT
/TI	TI	Section and Subtitle	Word	S MARKET(W)OVERVIEW/TI
/TX	TX	Text	Word	S ALZHEIMER(1W)DISEASE/TX

<sup>1</sup> Searchable in the Basic Index and in the Additional Indexes.

### ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	AN	DIALOG Accession Number	Phrase	S CN=UNITED STATES
CN=	CN	Country Name <sup>1</sup>	Phrase	S CS="FIND/SVP"
CS=	CS	Source of Data	Phrase	S IN=PHARMACEUTICALS
IN=	IN	Industry Description	Phrase	S LA=ENGLISH
LA=	LA	Language	Phrase	S MT=MARKET FOR CENTRAL NERVOUS?
MT=	MT	Main Title <sup>1</sup>	Phrase	S PD=199406
PD=	PD	Publication Date	Phrase	S PY=1994
PY=	PY	Publication Year	Phrase	S SE=MARKET OVERVIEW
SE=	SE	Section Name	Phrase	S SF=TABLE
SF=	SF	Special Feature	Phrase	S UD=9999
UD=	—	Update	Phrase	S WD=100
WD=	WD	Word Count <sup>2</sup>	Phrase	

<sup>2</sup> For searching, numbers are rounded down to the two left-most significant digits. Use numeric operators (>, <, >=, <=) to search a range of values.

## SPECIAL FEATURES

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK online.

<b>LIMIT</b>	/NONUS -- Report does not a U.S. focus /USA -- Report focuses on U.S. /YYYY -- Publication Year	S S3/NONUS S3/USA S S2/1993
<b>SORT</b>	AN, CN, CS, IN, MT, PD, PY, SE, TI, WD	SORT S3/ALL/MT PRINT S5/5/1-24/PD,D
<b>RANK</b>	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked.	RANK CN S3

## PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Full Record except Text
3	Medium	Bibliographic Citation
5	Long	Full Record
6	Short	Main Title, Title, Publication Date, and Word Count
8	Free	Main Title, Title, Publication Date, Word Count, and Indexing
9	Full	Full Record
K	--	KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats

**OTHER OUTPUT OPTIONS**

For an explanation, enter HELP TYPE, HELP UDF, HELP TAG online.

<b>USER DEFINED FORMATS</b>	User-defined formats can be specified using the display codes indicated in the Search Options tables.	TYPE S3/TI,JN/1-5
<b>TAG</b>	TAG can be used for tagged fields.	TYPE S3/5/1-10 TAG
<b>DIRECT RECORD ACCESS</b>	DIALOG Access Number	TYPE 00100005/5 DISPLAY 0074483/MT,TI PRINT 50301964/9

**FOR ONLINE HELP:**

See HELP FIELDS 766 for searchable fields; HELP FORMAT 766 for output formats; HELP LIMIT 766 for limits; HELP RATES 766 for cost information; HELP SORT 766 for sorts.