

Mississippi MarketMaker Newsletter



MISSISSIPPI STATE
UNIVERSITY
EXTENSION SERVICE

KNOWING YOUR COUNTY SEAFOOD CONSUMPTION

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November 29, 2011

How can I use MarketMaker to know my county seafood consumption?

A great place to start is by conducting some Market Research. Using Market Research is a great tool to help determine your target population's seafood consumption. This information can be useful in helping clientele determine how to target advertising, or market to certain demographic areas.

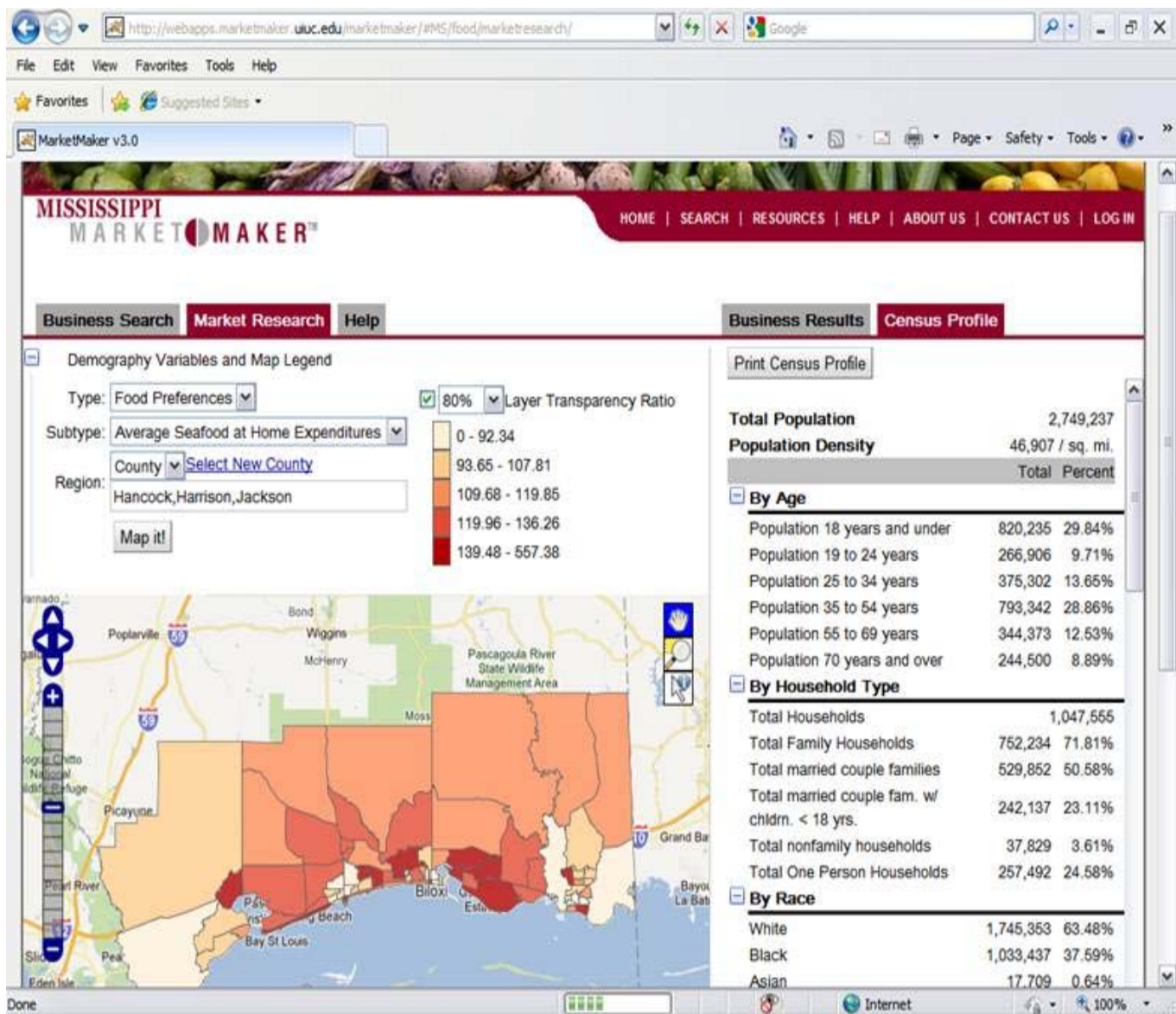
I am developing an Extension Gardening Program directed at households in Hancock, Harrison, and Jackson Counties, Mississippi. I would like to target it at those households which are spending money to purchase seafood for consumption at home. Can I use Market Research on Mississippi MarketMaker to help me find a target audience?

Yes! First you will go to the Mississippi MarketMaker website. You can get there by typing 'Mississippi MarketMaker' into your favorite search engine. Once there, you will find the Market Research Box on the left side of the screen. The next step is to click on the advanced search button in this box. This will take you to the Market Research page of Mississippi MarketMaker. Once you are here you will select the parameters of your search.

First, you will select Food Preferences in the type box. Next, in the subtype dropdown box you will select the food preferences you are looking for (Seafood Expenditures At Home). The third step of the search is to select the Region. Make sure the state you want is selected (in this case, it is Mississippi). Then decide if you want state or county. In this case you want so select the county tab. A pop up menu comes up and you will select the county or counties you want to see information about. For this example you will select Hancock, Harrison, and Jackson Counties, and then click the 'Apply' button. The final step is to click the 'Map It!' button to see your results.

What will my Market Research results look like?

The results will be presented in map form with different colored shaded areas, each representing a different range of the results. A sample map for reference is shown below.



Look for examples of how to conduct Market Research to Better Serve your Clientele in future MarketMaker Newsletters.

The fourth week of each month will contain instructions on how to conduct Market Research in Mississippi MarketMaker. Each one will deal with a different type of demographic variable to better assist you when helping your clientele get the most out of Mississippi MarketMaker.

Where can I find MarketMaker?

MM can be found at – <http://ms.marketmaker.uiuc.edu/> or by searching for “Mississippi MarketMaker in your favorite search engine or go to msucare.com.

“This program is funded in part through grants provided through Gulf States Marine Fisheries Commission, Oil Disaster Recovery Program under NOAA Fisheries grant award number NA10NMF4770481”.