

# Mississippi MarketMaker Newsletter



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## MarketMaker Market Research Refresher

Dr. Benedict Posadas, Amanda Seymour and Randy Coker  
Mississippi State University, Coastal Research and Extension Center  
1815 Popp's Ferry Road, Biloxi, Mississippi

Website: <http://www.coastal.msstate.edu/MMNewsletter.html>

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### What is MarketMaker Market Research?

Market research is a tool that was created for MarketMaker that would enable farmers, fishermen, buyers, extension personnel, etc... find a potential market for their products. The tool is full of data from the U.S. Census Bureau and can also be used for a new business that needs demographic data for their area.

### What can I search for within Market Research?

The market research tool includes the following seven sectors that businesses can use when finding a potential market:

1. Age
2. Household Type
3. Race
4. Income
5. Education
6. Foreign Born
7. Food Preferences

### What areas will the tool cover?

The Market Research tool will break down results into large groups such as multi-state all the way down to zipcode!

### What will the results look like?

The market research results will be presented in map form with different colored shaded areas, each representing a different range of the results.

### Where can you find MarketMaker?

MarketMaker (MM) can be viewed at – <http://ms.marketmaker.uiuc.edu/>.

You can also find MM by searching for “Mississippi MarketMaker” in your favorite internet search engine.

You can follow MM at Facebook — <http://www.facebook.com/foodmarketmaker>.

You can also follow MM at Twitter — [http://twitter.com/MS\\_MarketMaker](http://twitter.com/MS_MarketMaker)

You can use MM on your smart phone -- <http://www.ms.foodsearcher.com>.

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