

Mississippi MarketMaker Newsletter



MISSISSIPPI STATE
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EXTENSION SERVICE

Using MarketMaker to Conduct Market Research based on Population

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How can I use MarketMaker (MM) to better serve my clientele in Mississippi?

A great place to start is by conducting Market Research. Using Market Research is a great tool to help determine where certain segments of the population based on age group, household type, race, income, education level, foreign born, and food preferences can be found on a county or state level. This information can be useful in helping your clientele determine how to target advertising, or reach certain market segments.

I am developing an Extension Gardening Program directed at adults ages 35 – 54 in Jackson County, Mississippi. 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. 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. Once you are here you will select the parameters of your search.

First, you will select Age in the type box. Next, in the subtype dropdown box you will select the age group you want to target (35-54 age group). The third step is to select the Region. Make sure the state selected is Mississippi. Then select the county tab. A pop up menu comes up and you will select the county you want to search. For this example, select Jackson County, 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?

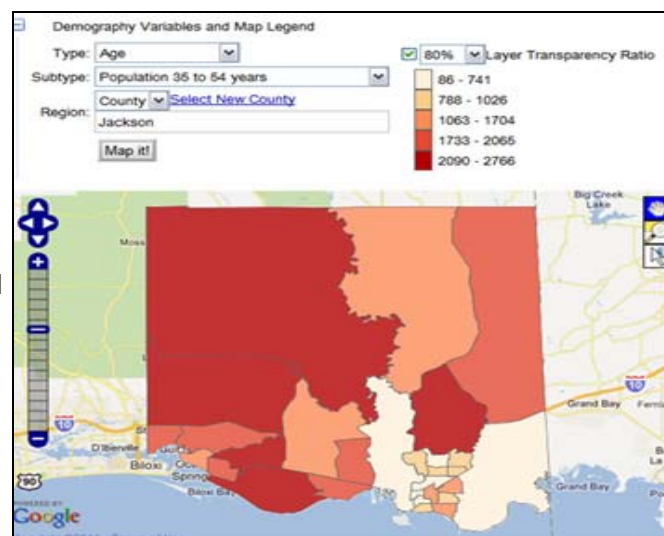
The results are presented in a map with different colors, each representing a different range of the results. The map is shown at the right.

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

The fourth week of each month will cover how to conduct Market Research in MarketMaker. Each will deal with a different demographic variable to better assist your clientele get the most out of 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.



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