



**Market Research: How can I find out the Average Dinner Away From Home Expenditures by Age using MarketMaker and Social Media Workshop Information?**

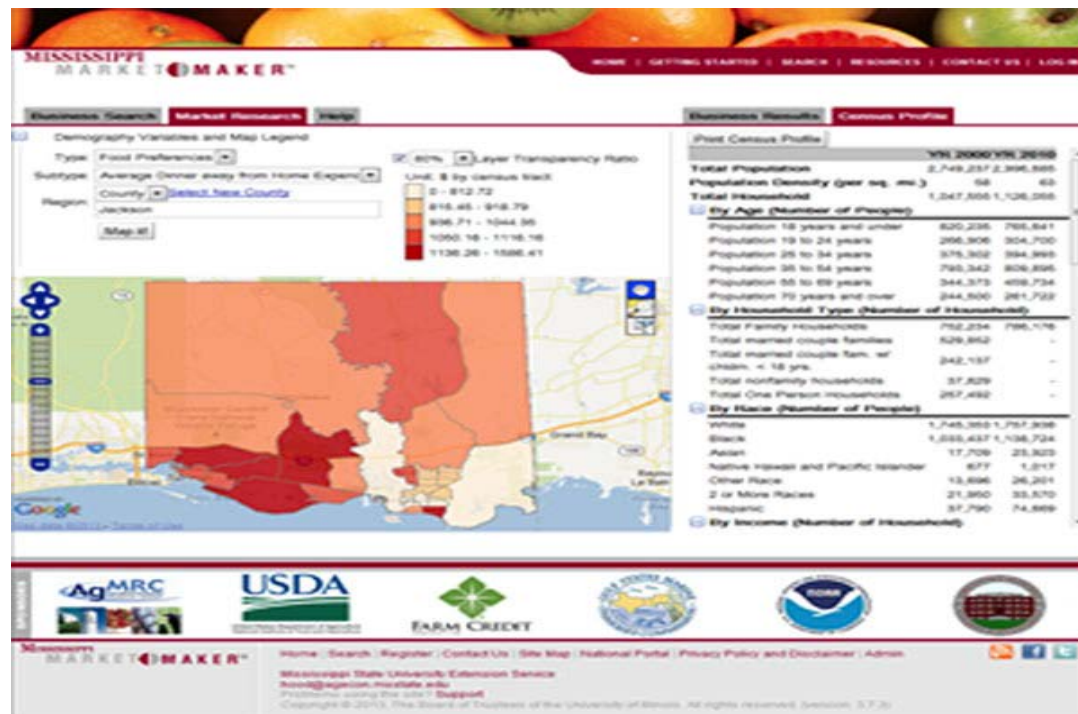
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**Average Food Expenditures per Household in my County**

The Market Research tool available in MarketMaker is very valuable for both new and existing businesses. New businesses can use it to research potential markets and existing businesses can use it to research their current market for changing trends.

1. Open the Mississippi MarketMaker home page and locate the Market Research tab on the Left hand Side of the page
2. Click the first drop down tab and select 'Food Preferences'.
3. Select "Average Dinner Away from Home Expenditures" in the Subtype dropdown menu and select the Search tab.
4. A map of the results will be displayed along with a chart showing the data. You may then select a different state or county. For this example, Jackson County was used as shown below.



You may search for food and seafood businesses at MarketMaker by going to <http://ms.foodmarketmaker.com>.

## **Social Media and MarketMaker Workshop**

Mississippi and Alabama MarketMaker teams held a Social Media Workshop on April 22, 2013. Attendees learned the significance of using Social Media (Facebook, Twitter, Pinterest etc.) and MarketMaker to promote their businesses. We would like to give a special thanks to Maggie Lawrence and Andy Collins for making this workshop such a success.



Please look for future workshop details on our website at  
<http://coastal.msstate.edu/MSMMWorkshops.html>

## Where can you find MarketMaker?

You may search for businesses at MarketMaker --- <http://ms.foodmarketmaker.com>.  
You can follow MM at Facebook --- <http://www.facebook.com/foodmarketmaker>.  
You can also follow MM at Twitter --- <http://twitter.com/#!/FoodMarketMaker>.  
Using your smart phones, go to --- [foodsearcher.com](http://foodsearcher.com).



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