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This project is supported by the Library of Michigan with federal funds from the Institute of Museum and Library Services.



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The Library of Michigan and MCLS work together to bring relevant, timely, and accessible MeL Databases training to all Michigan library staff and teachers. The focus is to meet the needs in real time, and through MeL provide libraries with the tools and training to better serve and educate their communities; thereby strengthening our libraries and state. MCLS serves as a training provider to increase awareness and use of MeL

On demand copies of our previous webinars can be found at <https://www.mcls.org/mel/mel-training-events/>  
That link will be provided again at the end of the webinar.

A PDF version of the slides in this webinar, and an additional guide to the resources in the related MeL portal, are available for downloading now at the bottom right of your screen.



Test Prep for Students - Presenter

**Michigan eLibrary**

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# MEL DATABASES: MEL STATISTICS FOR PATRON'S RESEARCH

Presented by Julia Frankosky

March 28, 2018

## DATABASES

- BusinessDecision: A database for finding business-to-consumer market data available through MeL. Includes company profiles, product/brand information with investment reports, rankings and market share data.
- DemographicsNow: A database for finding comprehensive business and demographic information available through MeL.
- American FactFinder: Census Business Builder: A free tool provided by the Census Bureau that provides selected demographic and economic data that can be used to create a business plan or better understand a potential market. ([cbb.census.gov](http://cbb.census.gov))

# USING DATA TO ANSWER QUESTIONS

- Who are your customers?
- Where do they live?
- How much do they earn and how do they spend their money?
- Where do you have the greatest opportunity?
- How do you describe your target market/population?
- What does your target market do/buy/believe?

## LEVERAGING THIS DATA

- Profile current and potential customers
- Strategize marketing and messaging programs in real-time
- Tailor marketing campaigns aimed at specific neighborhoods or demographics
- Scan new markets
- Model prospective locations before leasing/buying
- Select the most suitable business site for your market
- Convince lenders of the potential for a new business concept or location
- Develop, plan, and analyze franchise territories
- Find locations near profitable areas
- Tailor store merchandise
- Analyze the shifts and needs of a given population within a specific geographic location
- Support Business & Marketing plan preparation



Select a category ▾

- Population
- Households
- Families
- Average Household Size
- Population Trends 2014 to 2019
- HH Income <\$15,000
- HH Income \$15,000 - \$24,999
- HH Income \$25,000 - \$34,999
- HH Income \$35,000 - \$49,999
- HH Income \$50,000 - \$74,999
- HH Income \$75,000 - \$99,999
- HH Income \$100,000 - \$149,999
- HH Income \$150,000 - \$199,999
- HH Income \$200,000+
- Median Age
- Age 0 - 4
- Age 5 - 9
- Age 10 - 14
- Age 15 - 19
- Age 20 - 24
- Age 25 - 34
- Age 35 - 44
- Age 45 - 54
- Age 55 - 64
- Age 65 - 74
- 75 - 84
- Age 85+
- Black Alone
- American Indian
- Asian Alone
- Pacific Islander
- Some Other Race
- Hispanic Origin
- Median Household Income
- Average Household Income
- Per Capita Income
- White Alone



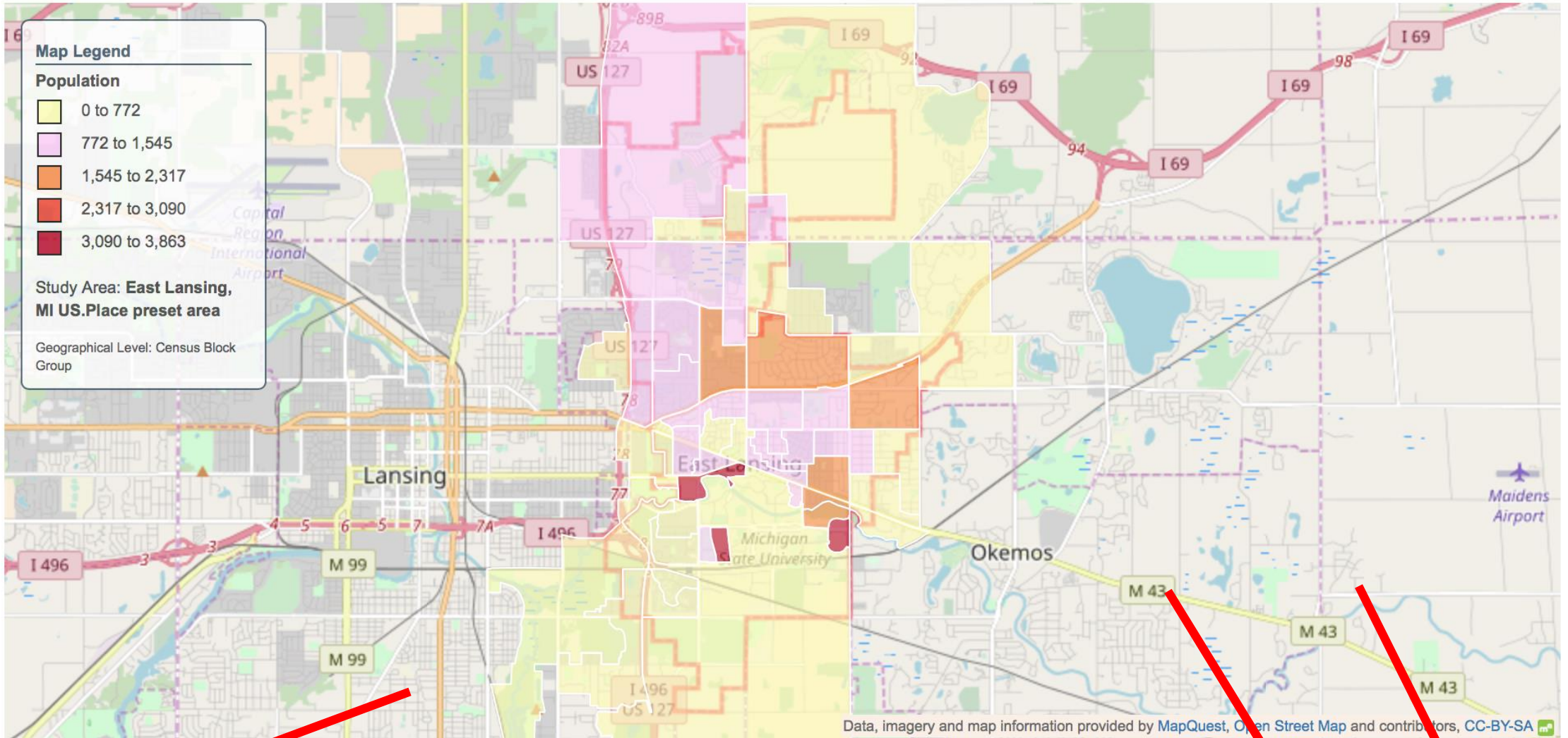
Data, imagery and map information provided by MapQuest



Select an area ▾

Select a category ▾

Select a data variable ▾



Save Map as a PDF

Next Area »

× Close Window

**Preset Area: Cities and Towns: East Lansing, MI**

 <a href="#">Landscape Report</a>	<a href="#">available.</a>
 <a href="#">2010 Census Report</a>	<a href="#">available.</a>
 <a href="#">Age 45+ Report</a>	<a href="#">available.</a>
 <a href="#">Demographic and Income Report</a>	<a href="#">available.</a>
 <a href="#">Detailed Age Report</a>	<a href="#">available.</a>
 <a href="#">Household Income Report</a>	<a href="#">available.</a>
 <a href="#">Housing Report</a>	<a href="#">available.</a>
 <a href="#">Wealth and Poverty Report</a>	<a href="#">available.</a>
 <a href="#">Automotive Aftermarket Expenditures</a>	<a href="#">available.</a>
 <a href="#">House and Home Expenditures</a>	<a href="#">available.</a>
 <a href="#">Household Budget Expenditures</a>	<a href="#">available.</a>
 <a href="#">Medical Expenditures</a>	<a href="#">available.</a>
 <a href="#">Recreation Expenditures</a>	<a href="#">available.</a>
 <a href="#">Retail Goods and Services Expenditures</a>	<a href="#">available.</a>
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Recreation Expenditure Report

	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	\$401.93	\$19,176,799
Admission to Movies, Theater, Opera, Ballet	\$28.94	\$1,380,784
Admission to Sporting	\$27.75	\$1,323,902
Fees for Participant Sports, excl.Trips	\$47.80	\$2,280,811
Fees for Recreational Lessons	\$63.13	\$3,011,998
Membership Fees for Social/Recreation/Civic Clubs	\$110.62	\$5,277,733
Dating Services	\$0.51	\$24,288
Rental of Video Cassettes and DVDs	\$12.39	\$591,156
<b>Toys &amp; Games</b>	\$60.82	\$2,901,786
Toys and Playground Equipment	\$1.95	\$92,846
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.11	\$100,874
<b>Sports, Recreation and Exercise</b>	\$103.88	\$4,956,089
Exercise Equipment and Gear, Game Tables	\$24.81	\$1,183,885
Bicycles	\$16.43	\$783,990
Camping Equipment	\$8.30	\$396,149
Hunting and Fishing Equipment	\$40.70	\$1,942,073
Winter Sports Equipment	\$2.81	\$133,870
Water Sports Equipment	\$2.71	\$129,251
Other Sports Equipment	\$6.37	\$303,791
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.74	\$83,079
<b>Photographic Equipment and Supplies</b>	\$30.07	\$1,434,747
Film	\$0.76	\$36,350
Film Processing	\$4.93	\$235,128
Photographic Equipment	\$13.60	\$648,814
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.78	\$514,485
<b>Reading</b>	\$63.29	\$3,019,815
Magazine/Newspaper Subscriptions	\$29.63	\$1,413,535
Magazine/Newspaper Single Copies	\$7.91	\$377,408
Books	\$23.13	\$1,103,612
Digital Book Readers	\$28.31	\$1,350,670



Business Summary

Data For All Businesses in Area		2015			
Total Businesses		2,503			
Total Employees		82,777			
Total Residential Population (see note)		112,440			
Employee/Residential Population Ratio		0.74:1			
		Businesses		Employees (FTE)	
By NAICS Codes		Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting		7	0.3%	133	0.2%
Mining		2	0.1%	84	0.1%
Utilities		3	0.1%	28	0.0%
Construction		110	4.4%	1,898	2.3%
Manufacturing		80	3.2%	3,475	4.2%
Wholesale Trade		52	2.1%	582	0.7%
Retail Trade		310	12.4%	9,725	11.7%
Motor Vehicle & Parts Dealers		52	2.1%	2,406	2.9%
Furniture & Home Furnishings Stores		7	0.3%	105	0.1%
Electronics & Appliance Stores		20	0.8%	499	0.6%
Bldg Material & Garden Equipment & Supplies		34	1.4%	756	0.9%
Food & Beverage Stores		31	1.2%	552	0.7%
Health & Personal Care Stores		27	1.1%	480	0.6%
Gasoline Stations		15	0.6%	253	0.3%
Clothing & Clothing Accessories Stores		26	1.1%	275	0.3%
Sport Goods, Hobby, Book, & Music Stores		30	1.2%	783	0.9%
General Merchandise Stores		23	0.9%	3,044	3.7%
Miscellaneous Store Retailers		37	1.5%	508	0.6%
Nonstore Retailers		7	0.3%	65	0.1%
Transportation & Warehousing		22	0.9%	525	0.6%
Information		47	1.9%	1,849	2.2%
Finance & Insurance		97	3.9%	1,586	1.9%
Central Bank/Credit Intermediation &		40	1.6%	790	1.0%
Securities, Commodity Contracts & Other Financial		13	0.5%	155	0.2%
Insurance Carriers & Related Activities		0	0.0%	0	0.0%
Real Estate, Rental & Leasing		87	3.5%	2,412	2.9%
Professional, Scientific & Tech Services		320	12.8%	4,360	5.3%
Legal Services		162	6.5%	2,042	2.5%
Management of Companies & Enterprises		1	0.0%	233	0.3%
Administrative & Support & Waste Management		76	3.1%	2,755	3.3%
Educational Services		93	3.7%	5,498	6.6%
Health Care & Social Assistance		448	17.9%	11,219	13.6%
Arts, Entertainment & Recreation		36	1.4%	778	0.9%
Accommodation & Food Services		126	5.0%	3,452	4.2%

# Thank you!

## Questions?

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This webinar will be up there soon. Questions concerning access to the databases can be directed to [meldatabaseshelp@mcls.org](mailto:meldatabaseshelp@mcls.org)

Additional questions/comments about MeL can be directed to [CSchneider.mel@gmail.com](mailto:CSchneider.mel@gmail.com).  
This project is supported by the Library of Michigan with federal funds from the Institute of Museum and Library Services.

<https://goo.gl/forms/CSEmOot7waon9eUa2>

