



March 18, 2014

FREE WORKSHOPS ON CUSTOMIZING CENSUS DATA AND DATA FOCUSED ON BUSINESSES

The public is invited to two free workshops being held on April 8th and 9th, 2014 in downtown Honolulu.

The first workshop, ***Customized Data for Your Individual Needs Using DataFerrett***, will provide an introduction to the Census Bureau's DataFerrett tool. Participants will be taught how to extract, manipulate and analyze data (which includes recoding and doing calculation). Tables (frequencies and cross-tabulations), graphs and maps may be displayed and results exported to various formats such as CSV, PDF, ASCII or HTML. Users are able to access 22 datasets, including the popular American Community Survey Public Use Microdata Sample.

There are some situations where you cannot find critical information you need in already existing Census Bureau tables. DataFerrett may be a useful tool in getting this data. Some examples are:

- How many female civil engineers residing on Oahu work in the construction industry?
- What is the count of people living in our state for less than 1 year and who speak the Tagalog language at home?
- What is the monthly cost of electricity for home owners living in the State of Hawaii?



The second workshop is ***Census Data for Businesses***. If you are seeking a loan or equity funding, the market research section of your business plan is a critical element for building credibility. But how can you get the hard data to back up your intuition and assumptions?

The Census Bureau website and database can provide the facts you may need. Learn how to use census data to:

- Measure business competition and market share
- Get population characteristics and other critical data about your market
- Create customized maps of your area
- Examine potential site locations
- Analyze trade areas
- Examine trends for market planning

Small area data such as the popular business by zip code data will also be covered in this session. Participants will be taught how to access data using the Census Bureau's primary data tool, the American FactFinder.

Mr. Jerry Wong, the workshop presenter, is an Information Specialist from the Los Angeles Regional Office of the Census Bureau. He has been the Census Bureau trainer for our State of Hawaii for over 20 years and is very knowledgeable about our local population and geography.

The Department of Business, Economic Development and Tourism (DBEDT) and the U.S. Census Bureau are co-sponsoring both events.

Participants are encouraged to bring their own laptops or other mobile devices for this workshop. We will provide free wireless Internet (WiFi) access in the training room. Other people who would like to just observe are also invited to attend.

Space is limited; therefore, interested participants are urged to sign up soon.



Session I: ***Customized Data for Your Individual Needs Using
DataFerrett***

Date: Tuesday, April 8, 2014
 Registration: 12:45 p.m.
 Workshop: 1:00 to 4:00 p.m.

Location: No. 1 Capitol District Building
 250 South Hotel Street, 1st Floor
 Multipurpose Room
 Honolulu, Hawai'i 96813

Session II: ***Census Data for Businesses***

Date: Wednesday, April 9, 2014
 Registration: 12:45 p.m.
 Workshop: 1:00 p.m. to 4:00 p.m.

Location: No. 1 Capitol District Building
 250 South Hotel Street, 1st Floor
 Multipurpose Room
 Honolulu, Hawai'i 96813

To register or for more information
contact:
 DBEDT Research and Economic
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