

# FREE WORKSHOP ON CENSUS DATA TOOLS

CENSUS INFORMATION RELEASE, Hawaii State Data Center

September 9, 2015

The public is invited to a free workshop being held on October 1<sup>st</sup> in downtown Honolulu.

This interactive workshop, ***Make Your Life Simpler by Using New Census Data Tools***, will be taught by Mr. Jerry Wong of the U.S. Census Bureau. Now, people do not need sophisticated computer skills to get the data they need. Two new tools allow people to obtain census data quickly and easily.

The first tool is the **Census Business Builder** tool which was released today. It is geared for people starting a new business or expanding their existing business. This tool will assist people in deciding what type of business to start, the potential of a location as well as its neighboring areas, and the competition currently in an area. Starting is as easy as selecting a type of business and an area of interest. The latest economic and demographic data will appear in tables, charts and maps. Just print out the preset page containing your data and the information will fit right into your business plan.

The second tool is the **Census Reporter**. It premiered in August and was the result of much work with journalists who needed data for their stories. Media people, grant writers and others looking for an uncomplicated way to get data from the Census Bureau's annual American Community Survey will like this tool. Pick a topic or a geographic area and then just go. For example, find out the age distribution of people living in the Mililani Town area. Or just type in the address of the location you are interested in to get that area's profile. Add other Hawaii and U.S. areas to obtain comparative data for your story or analysis. Charts and maps presented will visually aid you in understanding the data, too.

In addition to the data tools, preliminary data from the 2012 Economic Census's Survey of Business Owners released last month will also be discussed. This data is especially popular in our state because it included business owner data by detailed races such as Native Hawaiians or Filipinos. A look at this 2012 data revealed that there were 13,170 business establishments in Hawaii owned by Native Hawaiians and these businesses generated \$2.2 billion in sales, receipts and value of shipments. Other information in this series included data by gender, ethnicity and veteran status. Information by industry is a part of this product.

Lastly, you will learn more about the anticipated 2014 data from the American Community Survey. Release of this data begins on September 17, 2015.

Mr. Jerry Wong is a Data Dissemination Specialist from the Los Angeles Regional Office of the U.S. Census Bureau. He has been the Bureau trainer for our State of Hawaii for over 20 years. Jerry has worked with numerous business groups including the Small Business Administration and various chambers of commerce to train entrepreneurs on the effective use of census information for site location and market analysis. He is a frequent speaker on cultural diversity and demographic trends. Jerry's experience also includes his role as an advisor to Nielsen—the nation's leading television, radio, and consumer measurement company

*The Department of Business, Economic Development and Tourism (DBEDT) and the U.S. Census Bureau are co-sponsoring this event. Space is limited, so please sign up early.*

Participants are encouraged to bring their own laptops or other mobile devices for this workshop. You will be able to follow the demonstration using your own devices. We will provide free wireless Internet (WiFi) access in the training room.

## Date

Thursday, October 1, 2015  
Registration: 1:15 pm  
Workshop: 1:30pm—4pm

## Location

No.1 Capitol District Bldg  
250 S. Hotel St. 1st floor  
Multipurpose Room  
Honolulu, Hawaii 96813

**To register or for more information, contact**  
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