

Free! Census Data for Business & Market Research Workshop

Leiopapa a Kamehameha Building, State Office Tower
235 S. Beretania Street, 2nd Floor, Room 204
Honolulu, HI 96813
Wednesday, October 19, 2016—1:30 to 4:00pm

DBEDT's Research & Economic Analysis Division and Business Support Branch hosts a free, hands-on Census data training workshop for small business owners and entrepreneurs. 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 hard data to back up your intuition and assumptions about your market?



This workshop will show you 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 area(s)
- Examine trends for market planning

The Census Data for Business and Market Research Workshop is geared toward business owners and individuals interested in learning the basics of using census data in market research. Workshop participants will learn where to locate census demographics to help build an effective case for project funding.

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.