

FREE WORKSHOP ON CENSUS BUSINESS DATA

The public is invited to a free workshop being held on October 18th in downtown Honolulu. This interactive workshop, *Understanding Hawaii's Economy Using Census Business Data*, will be taught by Mr. Jerry Wong of the U.S. Census Bureau. Recently, several census products have been released which would assist people who need more detailed economic data to study or make decisions based on our local economy. What industries have the most new hires and how much do these workers earn? What are the characteristics of entrepreneurs in our state? These are just some of the questions that the new products may answer.

The first topic covered in this workshop will be two of the Bureau's data tools used to access the [Local Employment Dynamics](#) (LED) data as well as new type of data from this program. The LED information includes firm characteristics and worker demographics for Hawaii. The Quarterly Workforce Indicator (QWI) Explorer data tool allows users to obtain employment, job creation, earnings and other employment flow indicator data. The "On the Map" data tool provides data on demographic and commuting patterns of workers. In addition, there will be a brief presentation of the new Job-to-Job Flows data (worker movement between states, industries, and non-employment). The second topic will be the [Census Business Builder Version 2.0 Beta](#). It is geared for people starting a new business or expanding their existing business. Select the type of business you are interested in, designate the geographic area you would like to locate it in, and the software will generate a business report containing data on your customer base and about businesses similar to the one you have chosen. The third topic is the [Annual Survey of Entrepreneurs](#) data. This is the first release of annual data for businesses with employees that contains selected economic and demographic characteristics for businesses and business owners such as gender, ethnicity, race, veteran status and age of business.

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

Tuesday, October 18, 2016
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
DBEDT Research and Economic Analysis Division

Phone: (808) 586-2466

Email: census@dbedt.hawaii.gov