



**SCORE:**  
**BUSINESS STARTUP WORKSHOP SERIES**

# RESEARCH YOUR MARKET

Who are your customers? How big is your market?

- Learn how to do demographic research using the library's Reference USA database
- Ask the library's Business Reference Specialist questions and see how to do advanced searches to get the data you need to succeed.

Where:

DeKalb Public Library 309 Oak St, DeKalb, IL 60115

When:

Thursday, April 26th, 9:30 – 11:00 AM



**FIND OUT ABOUT:**

**CUSTOMERS**

**AGE**

**LOCATION**

**GENDER**

**INCOME LEVEL**

**EDUCATION LEVEL**

**MARITAL OR FAMILY**

**STATUS**

**OCCUPATION**

**ETHNICITY**

**PERSONALITY**

**ATTITUDES**

**VALUES**

**INTERESTS**

**HOBBIES**

**LIFESTYLES**

**BEHAVIOR**

**MARKET SIZE**

**COMPETITION**

**LIMITED SEATING:**

**10 PARTICIPANTS**

**Register at:**

<https://events.r2o.constantcontact.com/register/event?oeidk=a07ef7812ya81cfa2c4&oseq=&c=&ch=>