Florida Market Research Starter Kit

Step 1 – Scan the Statewide Economy

1. Enterprise Florida – www.enterpriseflorida.com
   - Check "Target Industries" and "Data Center" for growth sectors and key metrics.
2. Florida Department of Economic Opportunity (DEO) – www.floridajobs.org
   - Use "Labor Market Statistics" for job growth, wage data, and sector projections.
3. Florida Office of Economic & Demographic Research (EDR) – edr.state.fl.us
   - Read "Economic & Demographic News" for state-level trends.

Step 2 – Understand Florida's Demographics

4. U.S. Census Bureau – Florida Profile – www.census.gov/quickfacts/FL
5. Data USA – Florida – datausa.io/profile/geo/florida
6. Florida Geographic Data Library (FGDL) – www.fgdl.org

Step 3 – Analyze Your Industry

7. Florida SBDC Network – floridasbdc.org
   - Request a free custom market research report from a business consultant.
8. IBISWorld – www.ibisworld.com
   - Use NAICS code to find industry growth, cost structure, and major players.
9. BizMiner – www.bizminer.com
   - Get Florida-specific financial ratios and market size estimates.

Step 4 – Investigate the Local Market

10. County Economic Development Office – Example: www.bdb.org (Palm Beach County)
11. Regional Planning Council (RPC) – Example: www.tcrpc.org (Treasure Coast)
12. Local Chamber of Commerce – Example: www.palmbeachchamber.com

Step 5 – Identify Competitors

13. Sunbiz – search.sunbiz.org
14. ReferenceUSA / Data Axle – available via many Florida public libraries
15. Google Maps & Yelp – Search by business type and location for competitors, reviews, and pricing.

Step 6 – Spot Consumer Behavior Trends

16. Google Trends – trends.google.com
17. Statista – www.statista.com

Step 7 – Regulatory & Licensing

18. Florida Division of Corporations (Sunbiz) – search.sunbiz.org
19. Florida Department of Business & Professional Regulation (DBPR) – www.myfloridalicense.com