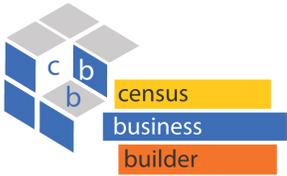


Census Business Builder: Small Business Edition

Helping Small Business Owners Find Their Place in the World



A new tool to help small business owners get data for the type of business they want to open.

Three Easy Steps

- 1 Choose the type of business you are interested in opening and a location to start your search.

The screenshot shows the first step of the interface. It has two columns. The left column is titled '1. What type of business do you want to start?' and contains six icons for different business categories: Construction (wrench and hammer), Food Services (fork and knife), Healthcare (heart and pulse line), Personal Services (person icon), Professional Services (briefcase), and Retail (shopping cart). Below these icons is a link: 'Don't see your type of business listed? Click [here](#) to request that your industry be added.' The right column is titled '2. Where do you plan to open the business?' and contains a search input field with a location pin icon and the text 'County, City/Town, or ZIP Code'. Below this is a 'Go To My Current Location' button. At the bottom of the right column, it says '3. Start analyzing' and 'Click the button below to view a map where you can browse the information about your potential customers and other businesses like yours.' with a 'Take me to the Map' button.

- 2 Select from economic and demographic data to view in a thematic map to help identify the best location for your business.

The screenshot shows a data selection interface. At the top, there are three tabs: 'My Potential Customers', 'Other Businesses Like Mine' (which is selected), and 'Consumer spending'. Below the tabs, there are three radio button options: 'Employers', 'Nonemployers', and 'Key Ratios' (which is selected). Underneath, there are three text labels: 'Average employment per employer establishment', 'Average payroll per employee (of employer establishments) (\$1,000)', and 'Population per employer establishment'. The 'Population per employer establishment' label is highlighted with a blue background. At the bottom, there are two buttons: 'Select Variable' and 'Cancel'.

- 3 Click the map to view a Local Business Profile report for data on customers and competitors for your industry.

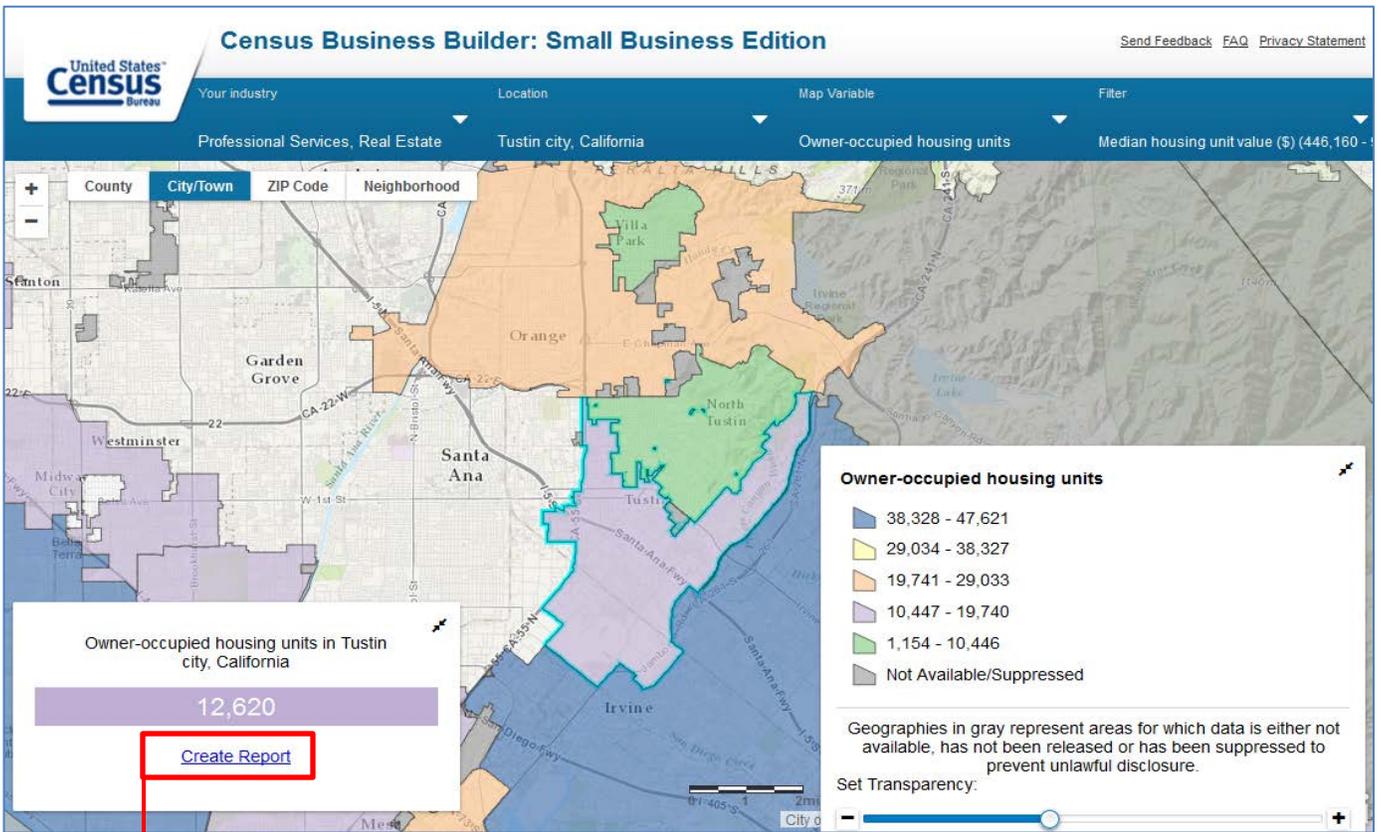
“Census Business Builder” is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format. This suite currently includes the **Small Business Edition** and a proposed **Chamber of Commerce Edition**, but will include other tailored editions in the future.

The **Small Business Edition** offers prospective business owners selected Census Bureau statistics to guide their research into opening their new business. This version will feature:

- Easy to use, customer-focused Census Bureau data, available for free to the public.
- Economic and demographic data viewable in a map, report, or table.
- Trend charts to identify changes over time for your industry or customer base.
- Ability to compare data to neighboring counties and comparisons to state and national averages.
- Downloadable and printable business reports with county-level information dynamically generated from Census Bureau data.



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov



Census Business Builder : Small Business Edition

Local Business Profile of Offices of Real Estate Agents and Brokers (NAICS 53121) in Tustin city, California

Who are my Potential Customers?

Demographic Characteristics

Total population: **75,712**
 Population 18 and over (%): **73%**
 Population 65 years old and over (%): **8%**
Race Breakout
 White: **40,505**
 Black: **1,927**
 American Indian or Alaska Native: **371**
 Asian: **15,845**
 Native Hawaiian or Pacific Islander: **360**
 Some Other Race: **14,801**
 Two or more Races: **1,903**
 % Hispanic or Latino: **39.5%**

Economic Characteristics

The median household income: **\$74,011**
 Population w/ high school degree or more (%): **83.1%**
 Population w/ bachelor's degree or more (%): **38.9%**
 Population in Poverty (%): **12.2%**
 Employment rate (%): **66.8%**
 Population 16 or over in labor force (%): **73.3%**

Housing Characteristics

Owner-occupied housing units: **12,620**
 Renter-occupied housing units: **12,097**
 Single-family detached housing units: **9,263**
 Home ownership rate (%): **51.1%**
 Gross vacancy rate (%): **5.4%**
 Median value of housing units: **\$509,700**
 Median monthly cost: **\$2,430**
 Median gross rent: **\$1,489**

What About Other Businesses Like Mine?

Employer Businesses

2012
 Number of Offices of Real Estate Agents and Brokers: **37**
 Total employment: **58**
 Total annual payroll: **\$3.2M**
 Total receipts: **\$26.4M**
 Average annual payroll per employee: **\$54,345**
 Receipts per business: **\$714,757**
 Receipts per employee: **\$455,966**

Source: [2012 Economic Census](#)

2007
 Number of Offices of Real Estate Agents and Brokers: **61**
 Total employment: **448**
 Total annual payroll: **\$9.5M**
 Total receipts: **\$53.7M**
 Average annual payroll per employee: **\$21,179**
 Receipts per business: **\$880,689**
 Receipts per employee: **\$119,915**

Source: [2007 Economic Census](#)

Nonemployer Businesses

(Information on Nonemployer Businesses is not available at the Place level)

