

Census Business Builder: Small Business Edition

Helping small business owners find their place in the world.

Coming soon!

In 2015, the U.S. Census Bureau will release a 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 two steps of the tool. Step 1, 'What type of business do you want to start?', features six icons: Construction (wrench and hammer), Food Services (fork and knife), Healthcare (heart with pulse line), Personal Services (person icon), Professional Services (briefcase), and Retail (shopping cart). Step 2, 'Where do you plan to open the business?', includes a location input field with a search icon and the text 'County, City/Town, or ZIP Code'. Step 3, 'Start analyzing', contains a button labeled 'Take me to the Map' and a brief instruction: 'Click the button below to view a map where you can browse the information about your potential customers and other businesses like yours.'

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

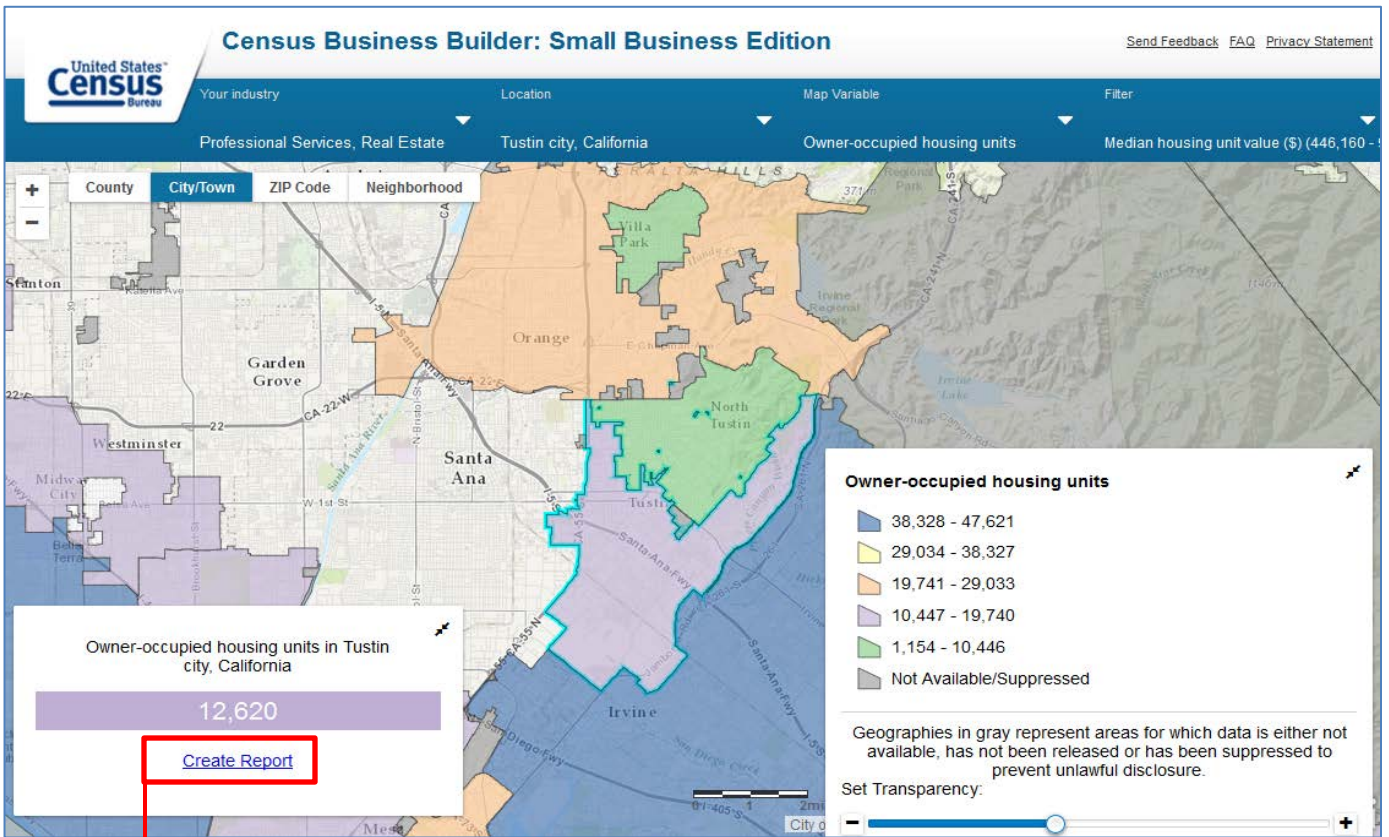
The screenshot shows a data selection menu with three tabs: 'My Potential Customers', 'Other Businesses Like Mine' (which is selected), and 'Consumer spending'. Below the tabs, there are radio buttons for 'Show: Employers', 'Nonemployers', and 'Key Ratios' (which is selected). A list of variables is shown, with 'Population per employer establishment' highlighted in blue. At the bottom, there are 'Select Variable' and 'Cancel' buttons.

- 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.



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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**

Source: 2008-2012 American Community Survey 5-Year Estimates

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)

Total Employment

Tustin city, California

Total Receipts (\$1,000)

Tustin city, California

United States Census Bureau | U.S. Department of Commerce Economics and Statistics Administration | U.S. CENSUS BUREAU census.gov

D - Data withheld to avoid disclosing information for individual companies
 N/A - Data or ratio are not available
 Note: For information on survey methodology, see the Source links above. All dollar figures shown are in current dollars for the period shown, are not adjusted for inflation, and do not reflect change in prices.