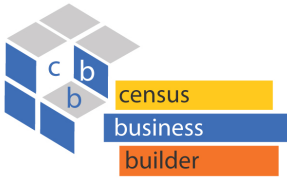


Census Business Builder: *Small Business Edition*

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.

To access the tool, please visit:
<http://census.gov/data/data-tools/cbb.html>

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?', offers categories like Construction, Food Services, Healthcare, Personal Services, Professional Services, and Retail. Step 2, 'Where do you plan to open the business?', allows users to search by location or use a 'Go To My Current Location' button.

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

This screenshot shows the data selection interface. It includes tabs for 'My Potential Customers', 'Other Businesses Like Mine', and 'Consumer spending'. Under 'Show', there are radio buttons for 'Employers', 'Nonemployers', and 'Key Ratios'. A list of variables includes 'Average employment per employer establishment', 'Average payroll per employee (of employer establishments) (\$1,000)', and 'Population per employer establishment'. 'Select Variable' and 'Cancel' buttons are at the bottom.

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

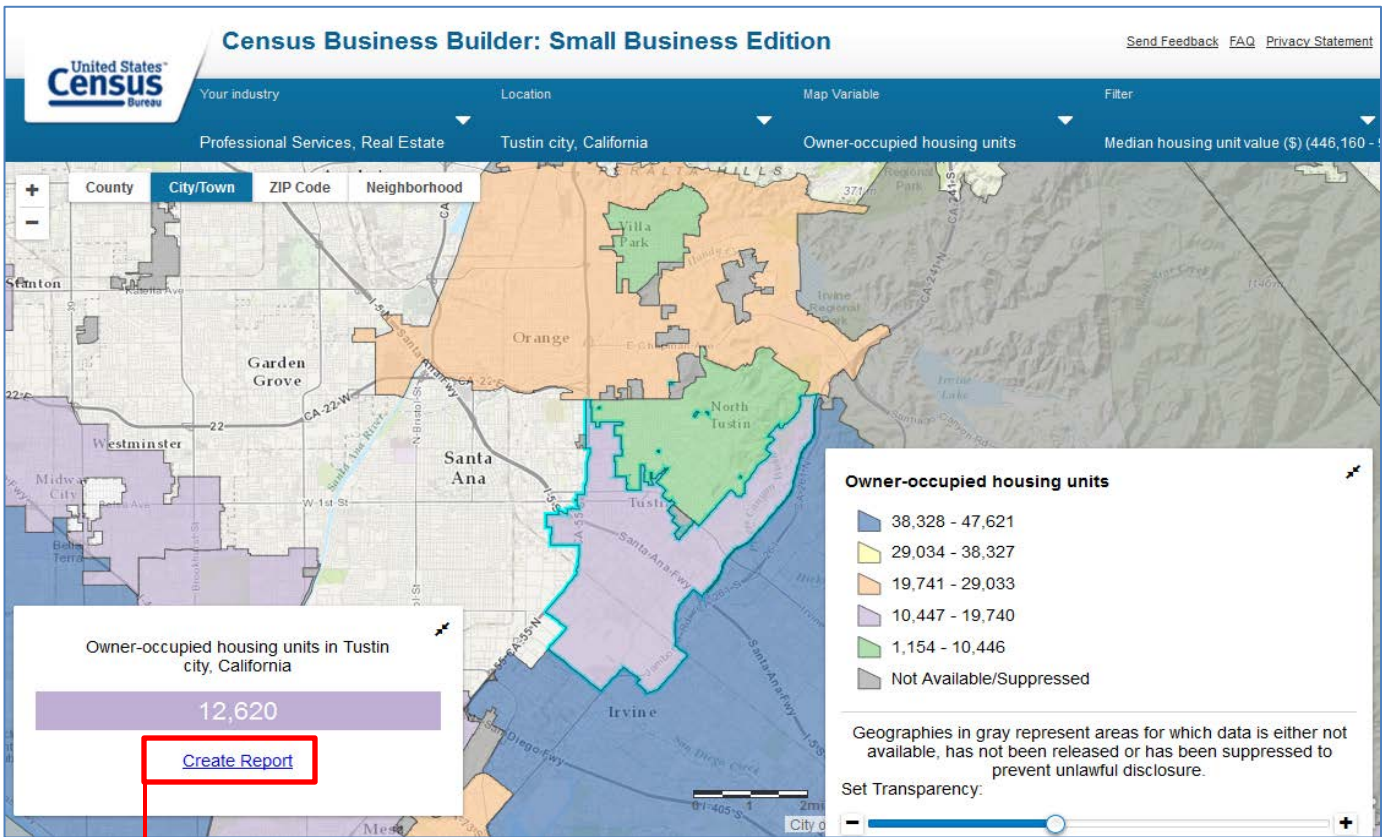
“*Census Business Builder*” is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format. This suite currently includes the *Small Business Edition* and a proposed *Chamber of Commerce Edition*, 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 or expanding an existing one. 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](#)

Nonemployer Businesses

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](#)

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

Total Employment
 Tustin city, California

Year	Employment
2002	97
2007	448
2012	58

Total Receipts (\$1,000)
 Tustin city, California

Year	Total Receipts (\$1,000)
2002	\$40,760
2007	\$53,722
2012	\$26,446

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.

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