



Fast Food Businesses in the Waipahu Area

Hawaii State Data Center, DBEDT
Leeward Community College
Small Business Fair
February 20, 2016



Select an Economic Sector – Food Services


Census Business Builder: Small Business Edition


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Determine the Best Location for Your Business


1. What type of business do you want to start or research?


Select your type of business first from the broad categories below and then from the detailed list provided





 Construction

 Food Services

 Healthcare

 Personal Services


 Prof & Biz Services

 Retail

Don't see your type of business listed? Click [here](#) to request that your industry be added.

2. Where are you considering locating the business?

Select the proposed location for your business by either clicking on the Go To My Current Location button or by searching for it

 or

Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [CBB Home Page](#)
Learn more about other Census Bureau data that can help grow your business, by visiting www.census.gov

Select a Food Service – “Fast Food”

The screenshot shows the 'Census Business Builder: Small Business Edition' website. The main heading is 'Determine the Best Location for Your Business'. The first step is '1. What type of business do you want to start or research?'. Below this, there is a grid of business type icons: Bars, Buffets, Caterers, Restaurants, Fast Food, Food Contractors, Food Trucks, and Snack Bars. A red arrow points to the 'Fast Food' icon. To the right of the grid is a 'Change' button. Below the grid, there is a link: 'Don't see your type of business listed? Click [here](#) to request that your industry be added.' The second step is '2. Where are you considering locating the business?'. Below this, there is a search input field with a refresh icon and the text 'or County, City/Town, or ZIP Code'. Below the search field is a 'Go to Map' button. At the bottom of the page, there is a footer with the text: 'Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [CBB Home Page](#). Learn more about other Census Bureau data that can help grow your business, by visiting [www.census.gov](#)'.

Census Business Builder: *Small Business Edition*

United States Census Bureau

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Determine the Best Location for Your Business

1. What type of business do you want to start or research?

Select your type of business first from the broad categories below and then from the detailed list provided

Change

Bars Buffets Caterers

Restaurants Fast Food Food Contractors

Food Trucks Snack Bars

Don't see your type of business listed? Click [here](#) to request that your industry be added.

2. Where are you considering locating the business?

Select the proposed location for your business by either clicking on the Go To My Current Location button or by searching for it

or County, City/Town, or ZIP Code

Go to Map

Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [CBB Home Page](#).
Learn more about other Census Bureau data that can help grow your business, by visiting [www.census.gov](#)

Select the Location – “Waipahu CDP, Hawaii”

“2. Where are you considering locating your business?”

=====

Be sure to type the partial area name, then pick the desired name from the pop up box that appears

The screenshot shows the 'Census Business Builder: Small Business Edition' website. The main heading is 'Determine the Best Location for Your Business'. The interface is divided into two columns. The left column, titled '1. What type of business do you want to start or research?', shows 'Food Services > Fast Food' with a 'Change' button. The right column, titled '2. Where are you considering locating the business?', has a search input field with a magnifying glass icon. The input field contains 'Waipahu CDP, Hawaii' and is highlighted with a red arrow. Above the input field is the text 'County, City/Town, or ZIP Code'. Below the input field is a 'Go to Map' button. At the bottom of the page, there is a footer with the text: 'Powered by the U.S. Census Bureau and Esri. For help using this tool, see the [CBB Home Page](#). Learn more about other Census Bureau data that can help grow your business, by visiting [www.census.gov](#)'.

Go to Map – “Select Map Variable”

Census Business Builder: Small Business Edition

Change Your Industry: Food Services, Fast Food

Change Your Location: Waipahu CDP, Hawaii

Select Map Variable: Total population

Select Your Filter: Not Applied

County: City/Town ZIP Code Neighborhood

Please Select a Map Variable

Primary Category

- My Potential Customers
- Other Businesses Like Mine
- Consumer Spending

Secondary Category

- Demographic Characteristics (2014)
- Socioeconomic Characteristics (2014)
- Housing Characteristics (2014)

Map Variables

- Total population
- Percent under 5 years old
- Percent under 18 years old
- Percent 18 years and over

Select Variable Cancel

These data are subject to sampling and non-sampling errors. See [Methodology](#) on the ACS Home Page for more information. Includes key information that you can use to better understand your market. For additional variables, see [www.census.gov](#).

Total population in Waipahu CDP, Hawaii

40,532

Create Report

Population Legend

- 39,016 - 47,277
- 30,755 - 39,015
- 22,493 - 30,754
- 14,232 - 22,492
- 5,971 - 14,231
- Not Available/Suppressed

Set Transparency: [Slider]

Scale: 0 0.15 0.3mi

Esri, HERE, DeLorme, METI/NASA, USGS, EPA, USDA

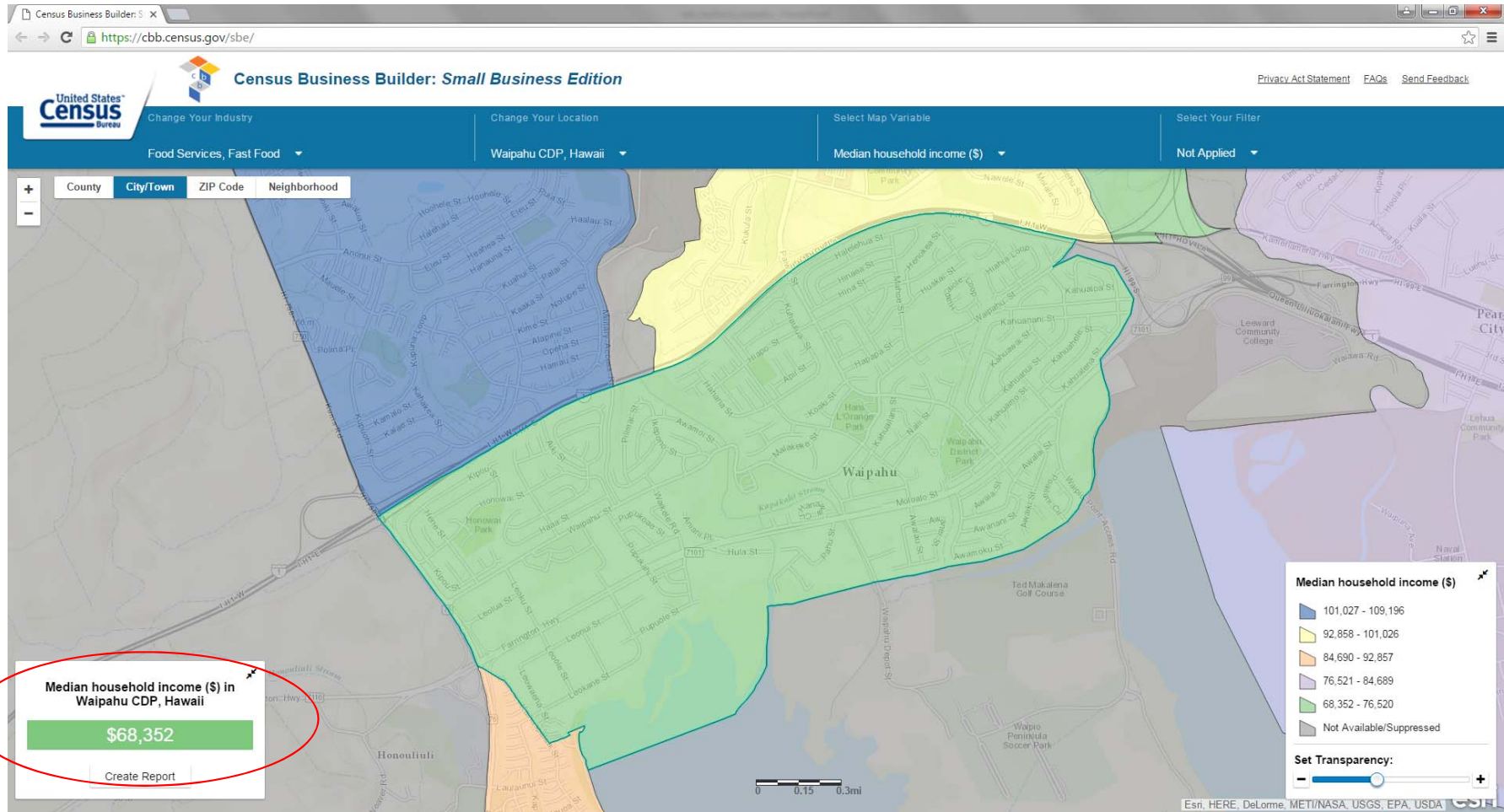
Select Map Variable – “Median household income (\$)”

Median household income (\$)

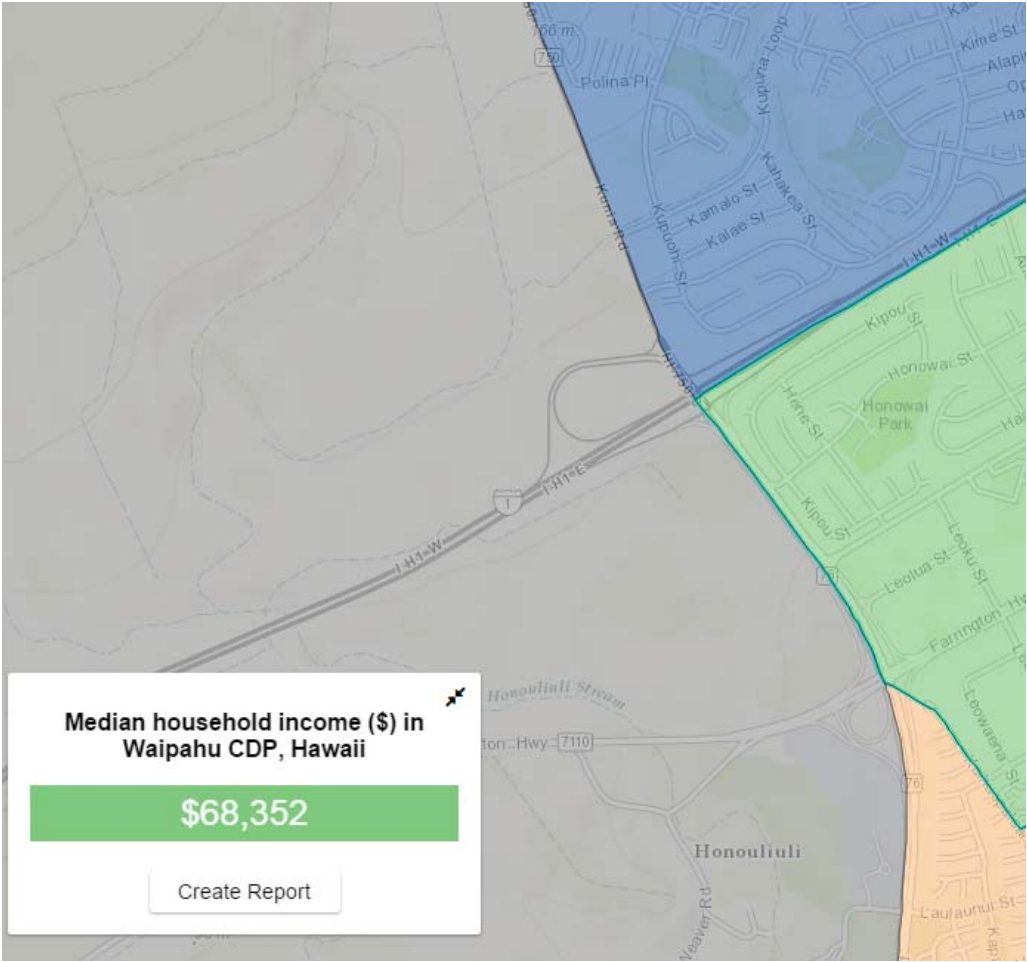
The median income divides the income distribution into two equal groups – one having incomes above the median and other having incomes below the median

The screenshot shows a web interface for selecting a map variable. The top navigation bar includes 'Change Your Location' (set to 'Honolulu CDP, Hawaii'), 'Select Map Variable' (set to 'Total population'), and 'Select Your Filter' (set to 'Not Applied'). A map of Honolulu is visible in the background. A modal window titled 'Please Select a Map Variable' is open. It has three tabs: 'My Potential Customers' (selected), 'Other Businesses Like Mine', and 'Consumer Spending'. Under 'Secondary Category', 'Socioeconomic Characteristics (2014)' is selected with a radio button. Under 'Map Variables', 'Median household income (\$)' is selected with a radio button. A red circle highlights the 'Socioeconomic Characteristics (2014)' radio button, and another red circle highlights the 'Median household income (\$)' radio button. A tooltip over the map reads: 'The median income divides the income distribution into two equal groups, one having incomes above the median, and other having incomes below the median.' At the bottom of the modal are 'Select Variable' and 'Cancel' buttons. A footer note states: 'These data are subject to sampling and non-sampling errors. See Methodology on the ACS Home Page for more information. Includes key information that you can use to better understand your market. For additional variables, see www.census.gov'.

Median Household Income (\$) in Waipahu



Click on “Create Report” in Lower Left Corner



Report on “Potential Customers”

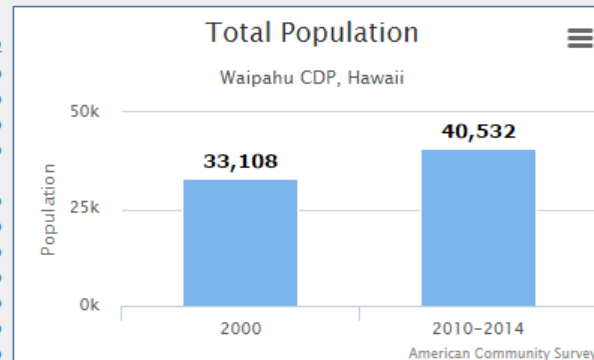
Local Business Profile of Limited-Service Restaurants (NAICS 722513) in Waipahu CDP, Hawaii

Who are my Potential Customers?

Demographic Characteristics

Total population:	40,532
Percent under 5 years old:	6.6%
Percent under 18 years old:	22.6%
Population 18 and over:	77.4%
Population 65 years old and over:	15.7%
Race Breakout	
Percent White:	4.39%
Percent Black:	0.78%
Percent American Indian or Alaska Native:	0.10%
Percent Asian:	65.85%
Percent Native Hawaiian or Pacific Islander:	13.12%
Percent Two or more races:	15.28%
Percent Some other race:	0.49%
Percent Hispanic or Latino (of any race):	7.9%

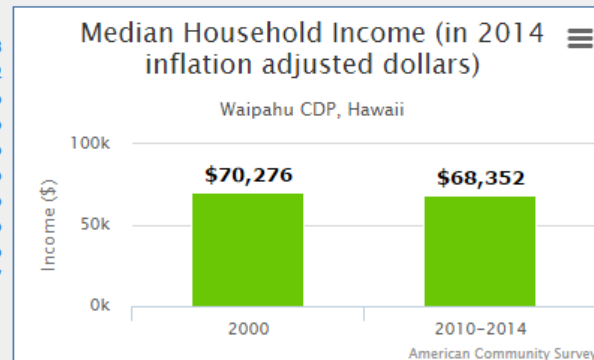
For more demographic data and margins of error, go [here](#).



Socioeconomic Characteristics

Average household size:	4.68
Median household income:	\$68,352
Population with high school degree or more:	82.3%
Population with Bachelor's degree or more:	14.8%
Population in poverty:	14.1%
Employment rate:	59.2%
Population 16 or over in labor force:	63.6%
Population with a disability:	14.3%
Population with health insurance coverage:	92.8%
Average travel time to work (mins.):	33.7

For more social characteristic data and margins of error, go [here](#), and for more economic characteristic data and margins of error, go [here](#).



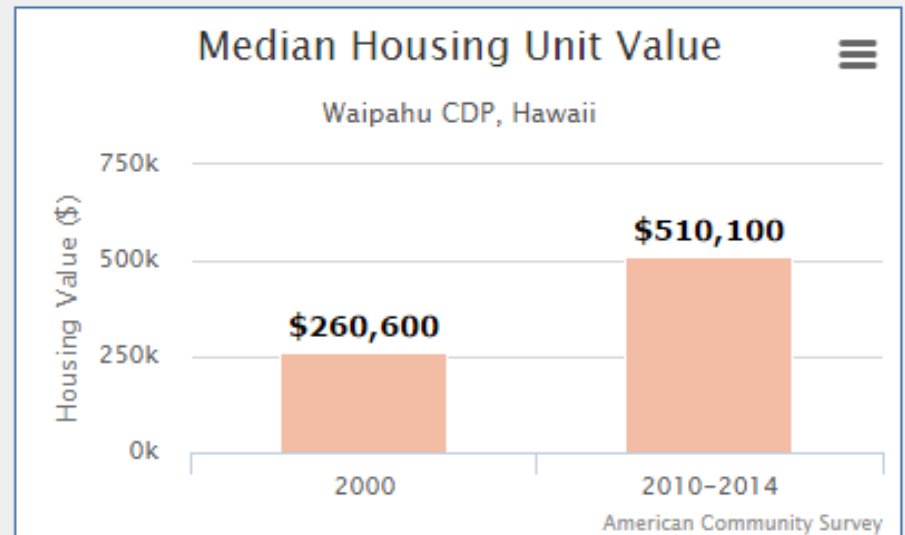
Report on “Potential Customers” – cont.

Housing Characteristics

Owner-occupied housing units:	4,734
Renter-occupied housing units:	3,576
Single-family detached housing units:	4,450
Homeownership rate:	57.0%
Vacancy rate:	4.2%
Median value of owner-occupied housing units:	\$510,100
Median selected monthly owner cost:	\$1,691
Median rent (housing):	\$1,186
Median year structure built:	1970

For more housing characteristic data and margins of error, go [here](#).

Source: [2010-2014 American Community Survey 5-Year Estimates](#)



Report on “Other Businesses Like Mine”

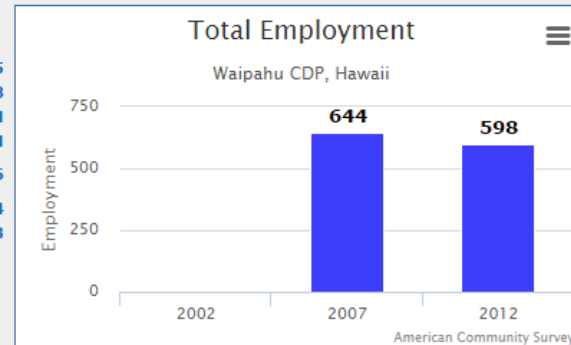
What About Other Businesses Like Mine?

Employer Businesses

2012

Number of Limited-Service Restaurants:	45
Total employment:	598
Total annual payroll:	\$8.3M
Total receipts:	\$39.4M
Average annual payroll per employee:	\$13,936
Receipts per business:	\$874,444
Receipts per employee:	\$65,803

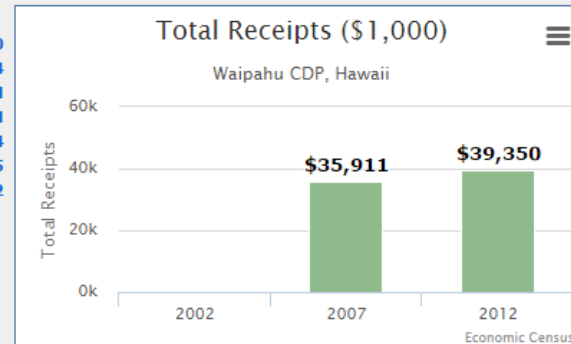
Source: [2012 Economic Census](#)



2007

Number of Limited-Service Restaurants:	40
Total employment:	644
Total annual payroll:	\$8.2M
Total receipts:	\$35.9M
Average annual payroll per employee:	\$12,744
Receipts per business:	\$897,775
Receipts per employee:	\$55,762

Source: [2007 Economic Census](#)




Nonemployer Businesses

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

Print Report

Census Business Builder : Small Business Edition



 [Print page](#)

Local Business Profile of Limited-Service Restaurants (NAIC) in Waipahu CDP, Hawaii

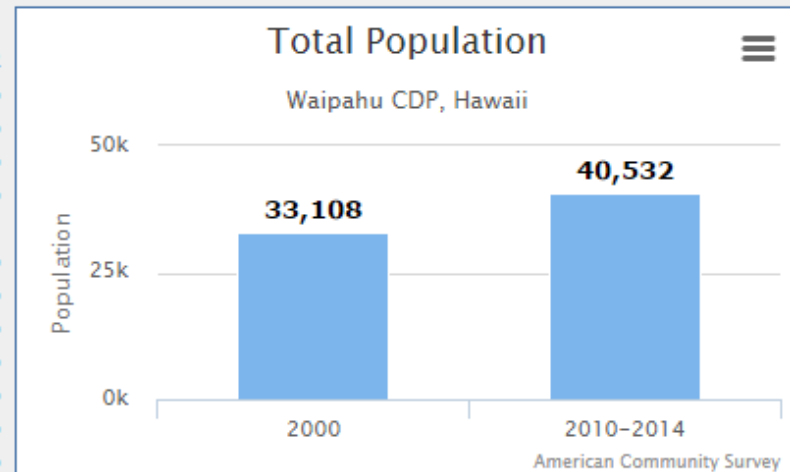
Who are my Potential Customers?

Demographic Characteristics

Total population:	40,532
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Population 65 years old and over:	15.7%

Race Breakout

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Percent Black:	0.78%
Percent American Indian or Alaska Native:	0.10%
Percent Asian:	65.85%
Percent Native Hawaiian or Pacific Islander:	13.12%
Percent Two or more races:	15.28%
Percent Some other race:	0.49%
Percent Hispanic or Latino (of any race):	7.9%



Total Consumer Expenditures on Dining Out

Business Edition [Privacy Act Statement](#) E

Your Location: Hawaii CDP, Hawaii | Select Map Variable: Median household income (\$) | Select Your Filter: Not Applied

Please Select a Map Variable

Primary Category

- My Potential Customers
- Other Businesses Like Mine
- Consumer Spending**

Secondary Category

Map Variables

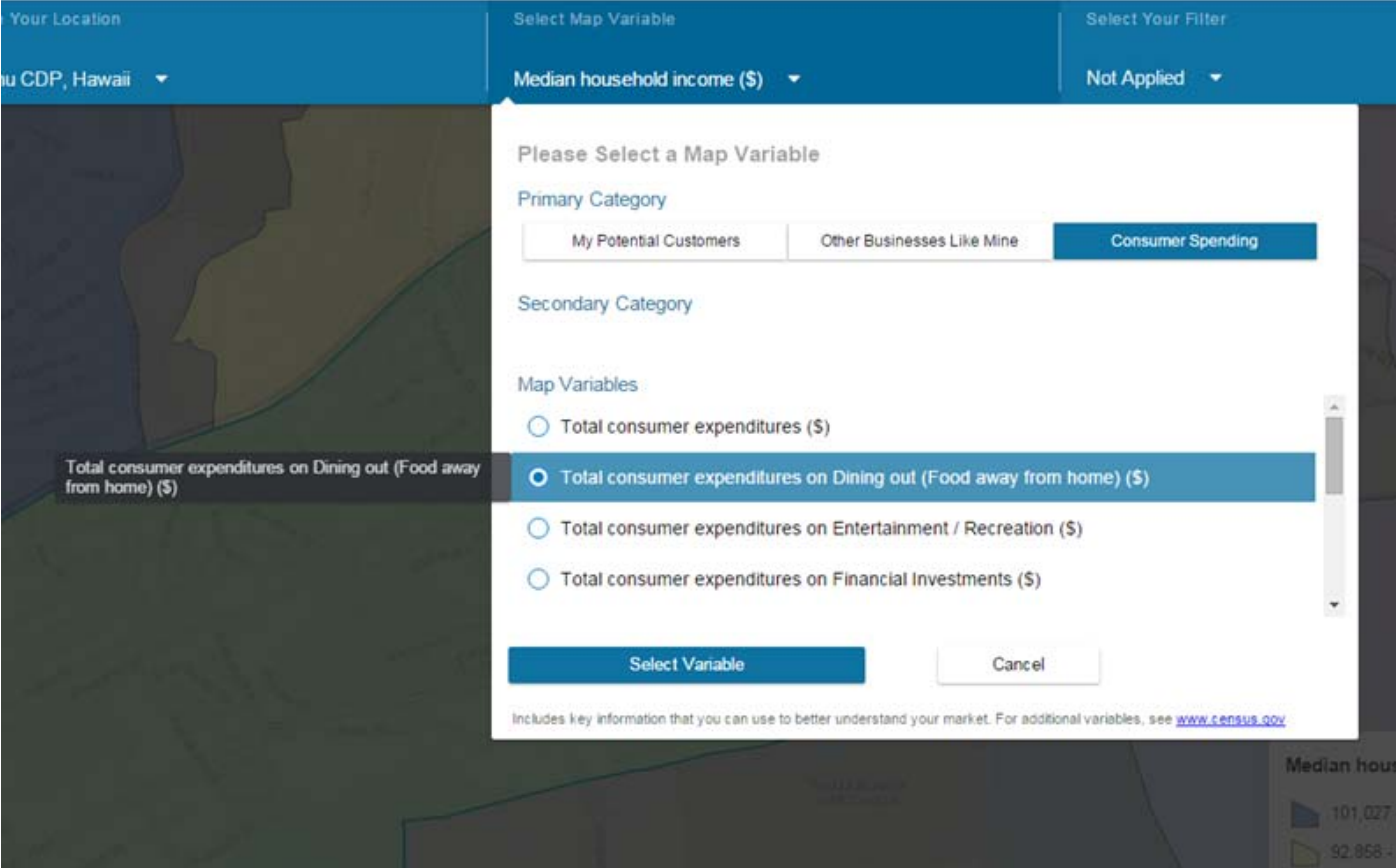
- Total consumer expenditures (\$)
- Total consumer expenditures on Dining out (Food away from home) (\$)**
- Total consumer expenditures on Entertainment / Recreation (\$)
- Total consumer expenditures on Financial Investments (\$)

Select Variable | Cancel

Includes key information that you can use to better understand your market. For additional variables, see www.census.gov

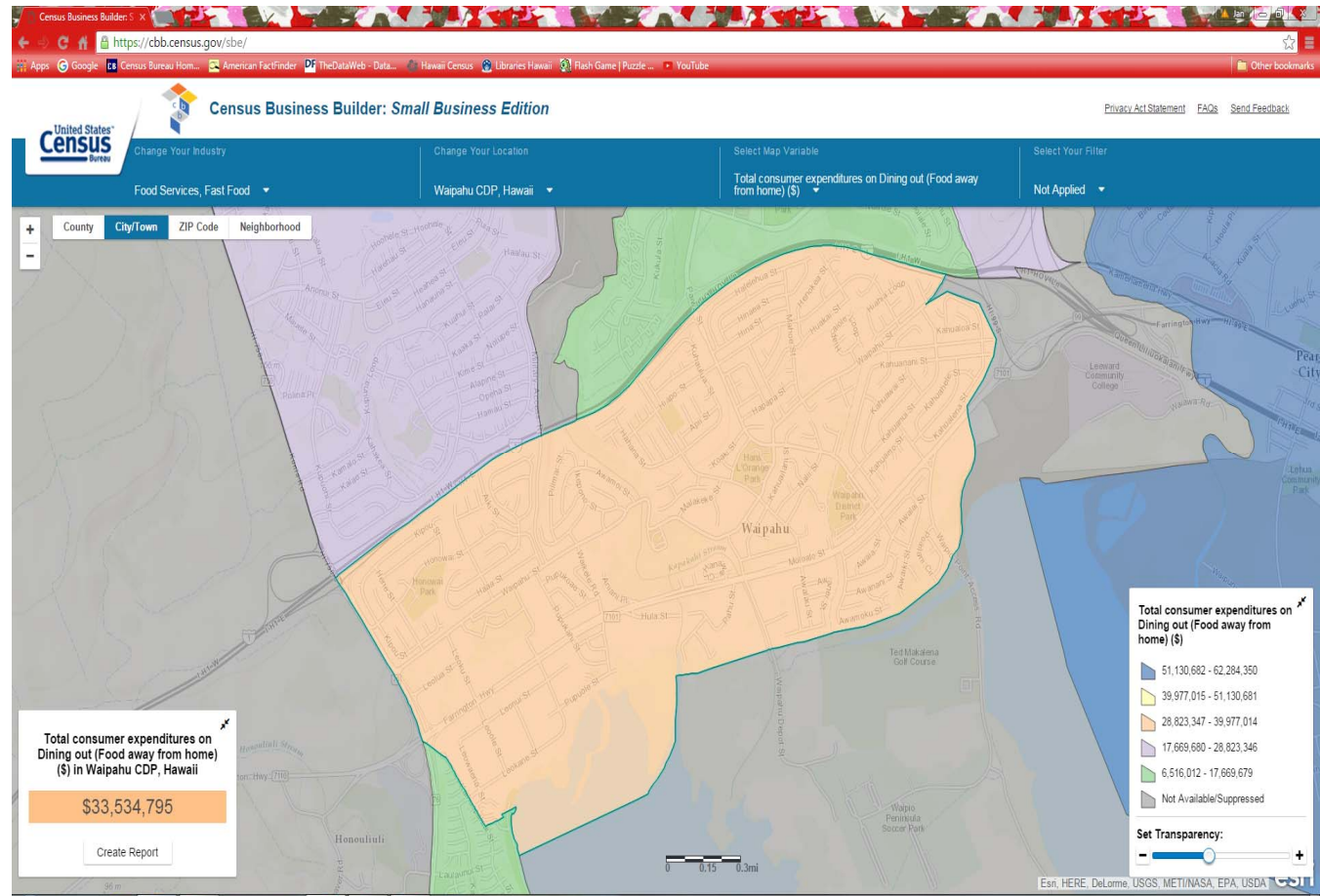
Map Legend: Median household income (\$)

- 101,027 - 110,000
- 92,858 - 101,027



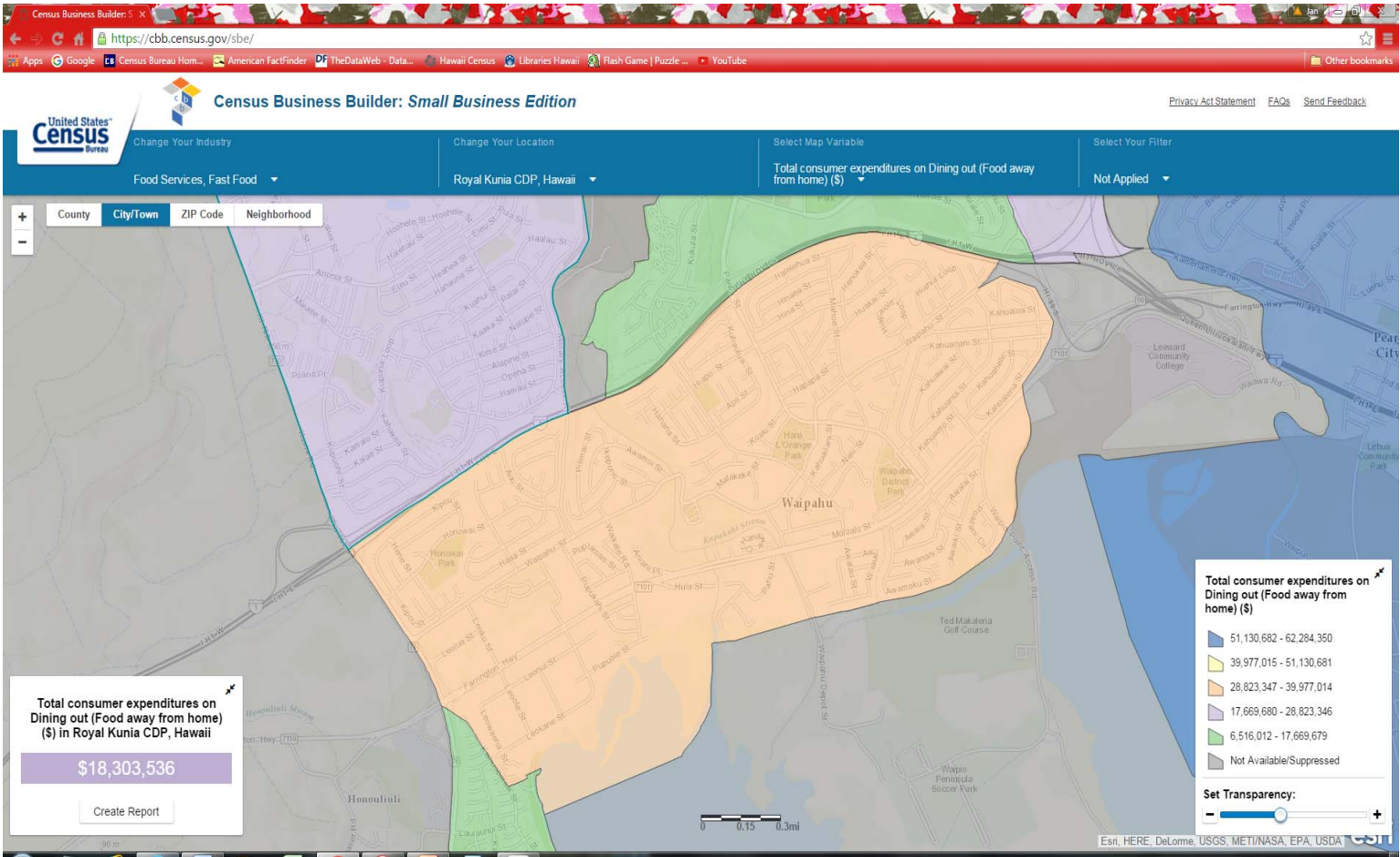
Total Consumer Expenditures on Dining Out - Waipahu

Total consumer expenditure on Dining out (Food away from home) (\$) in Waipahu CDP
\$33,534,795



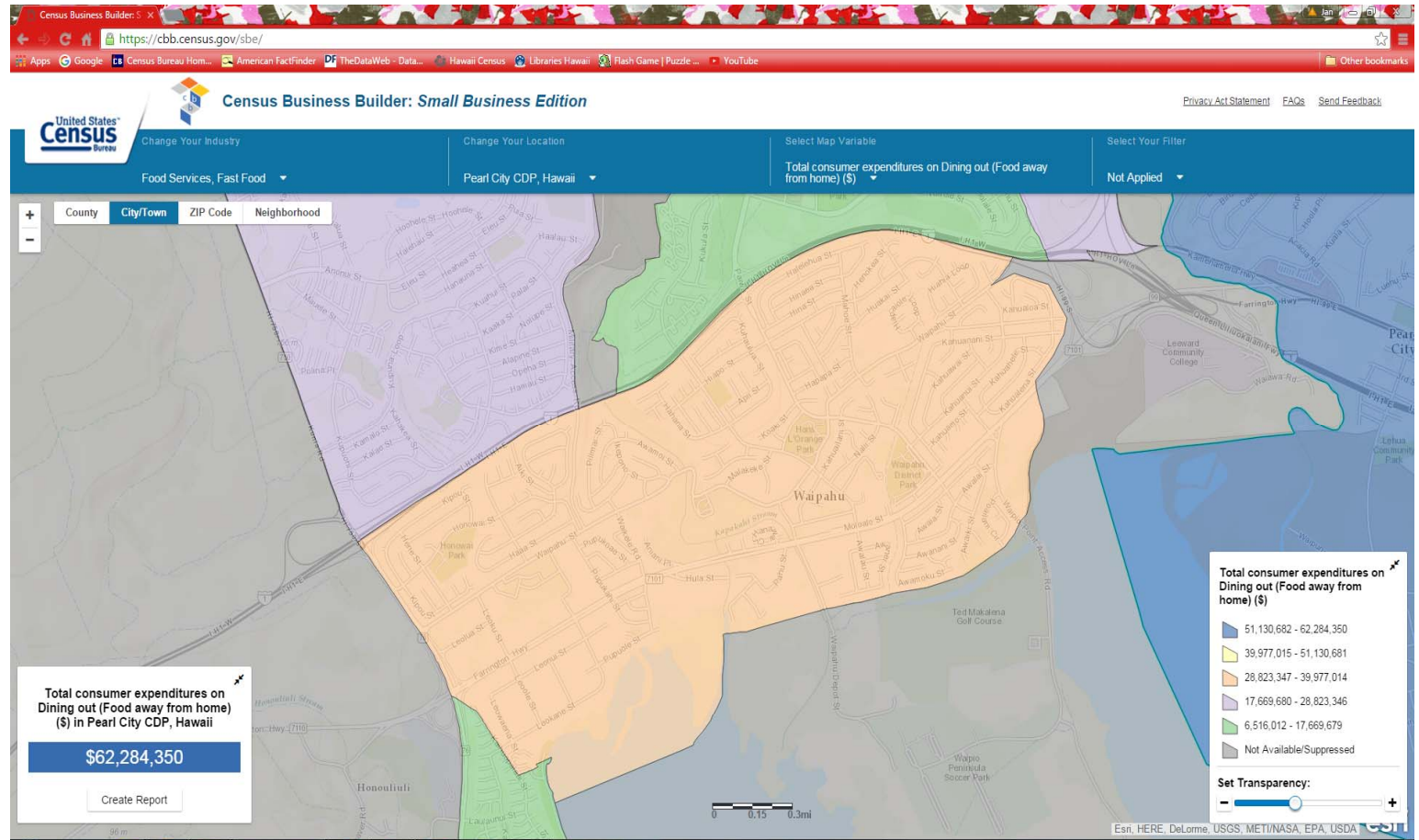
Total Consumer Expenditures on Dining Out – Royal Kunia

Total consumer expenditure on Dining out (Food away from home) (\$) in Royal Kunia CDP \$18,303,536



Total Consumer Expenditures on Dining Out – Pearl City

Total consumer expenditure on Dining out (Food away from home) (\$) in Pearl City CDP
\$62,284,350



Added Information
Beyond Census Business Builder

2012 NAICS Definition

T = Canadian, Mexican, and United States industries are comparable.

<http://www.census.gov/cgi-bin/sssd/naics/naicsrch>

722513 Limited-Service Restaurants

This U.S. industry comprises establishments primarily engaged in providing food services (except snack and nonalcoholic beverage bars) where patrons generally order or select items and pay before eating. Food and drink may be consumed on premises, taken out, or delivered to the customer's location. Some establishments in this industry may provide these food services in combination with selling alcoholic beverages.

Delicatessen restaurants
Pizza delivery shops
Family restaurants, limited-service
Takeout eating places
Fast-food restaurants
Takeout sandwich shops
Limited-service pizza parlors

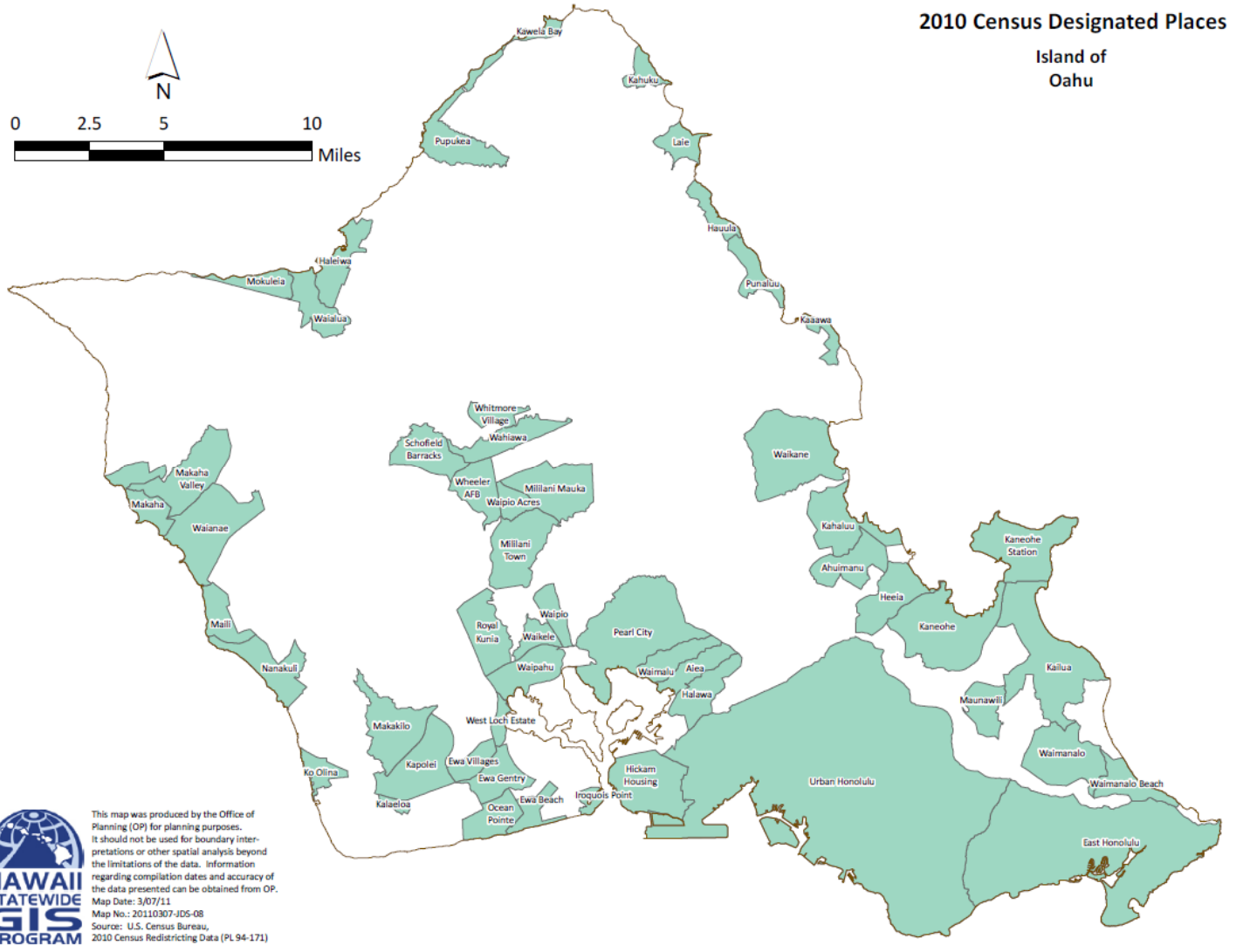
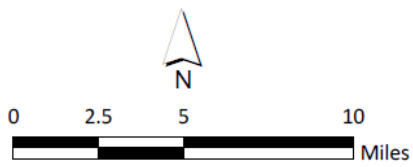
Cross-References. Establishments primarily engaged in--

- Preparing and serving meals for immediate consumption using cafeteria-style serving equipment, known as cafeterias--are classified in U.S. Industry [722514](#), Cafeterias, Grill Buffets, and Buffets;
- Providing food services to patrons who order and are served while seated and pay after eating--are classified in U.S. Industry [722511](#), Full-Service Restaurants;
- Selling a specialty snack (e.g., ice cream, frozen yogurt, candy, cookies) or nonalcoholic beverages, for consumption on or near the premises--are classified in U.S. Industry [722515](#), Snack and Nonalcoholic Beverage Bars;
- Retailing confectionery goods and nuts not packaged for immediate consumption--are classified in U.S. Industry [445292](#), Confectionery and Nut Stores;
- Retailing baked goods (e.g., pretzels, doughnuts, cookies, and bagels) not baked on the premises and not for immediate consumption--are classified in U.S. Industry [445291](#), Baked Goods Stores; and
- Preparing and serving alcoholic beverages, known as bars, taverns, or nightclubs--are classified in Industry [722410](#), Drinking Places (Alcoholic Beverages).

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
722211	722211	722513	Carryout restaurants
722211	722211	722513	Delicatessen restaurants
722211	722211	722513	Drive-in restaurants
722211	722211	722513	Family restaurants, limited-service
722211	722211	722513	Fast-food restaurants
722211	722211	722513	Pizza delivery shops
722211	722211	722513	Pizza parlors, limited-service
722211	722211	722513	Pizzerias, limited-service (e.g., take-out)
722211	722211	722513	Restaurants, carryout
722211	722211	722513	Restaurants, fast food
722211	722211	722513	Sandwich shops, limited-service
722211	722211	722513	Steak houses, limited-service
722211	722211	722513	Take out eating places

2010 Census Designated Places

Island of
Oahu



This map was produced by the Office of Planning (OP) for planning purposes. It should not be used for boundary interpretations or other spatial analysis beyond the limitations of the data. Information regarding compilation dates and accuracy of the data presented can be obtained from OP.
Map Date: 3/07/11
Map No.: 20110307-305-08
Source: U.S. Census Bureau, 2010 Census Redistricting Data (PL 94-171)



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