



# Landscaping Businesses in the Pearl City Area

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



# Select an Economic Sector – “Personal 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

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](http://www.census.gov)

# Select a Personal Service – “Landscaping”

## 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

 Auto Repair	 Barber Shops	 Beauty Salons
 Daycare	 Landscaping	 Nail Salons
 Photographers	 Taxi Services	 Travel Agencies

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

# Select the Location – “Pearl City CDP”

**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

Personal Services > Landscaping

**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

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



# Go to Map – Select a Map Variable

Personal Services, Landscaping ▾ Pearl City CDP, Hawaii ▾ **Total population ▾** Not Aq

ZIP Code Neighborhood

Please Select a Map Variable

Primary Category

**My Potential Customers** Other Businesses Like Mine Con

Secondary Category

Demographic Characteristics (2014)  Socioeconomic 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 P Includes key information that you can use to better understand your market. For additional variables

Pearl City CDP, Hawaii

# Select Map Variable – Housing

Location: Oahu, Hawaii

Select Map Variable: Total population

Select Your Filter: Not Applied

Please Select a Map Variable

Primary Category

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

Secondary Category

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

Map Variables

- Owner-occupied housing units
- Renter-occupied housing units
- Single-family detached units
- Homeownership rate (%)

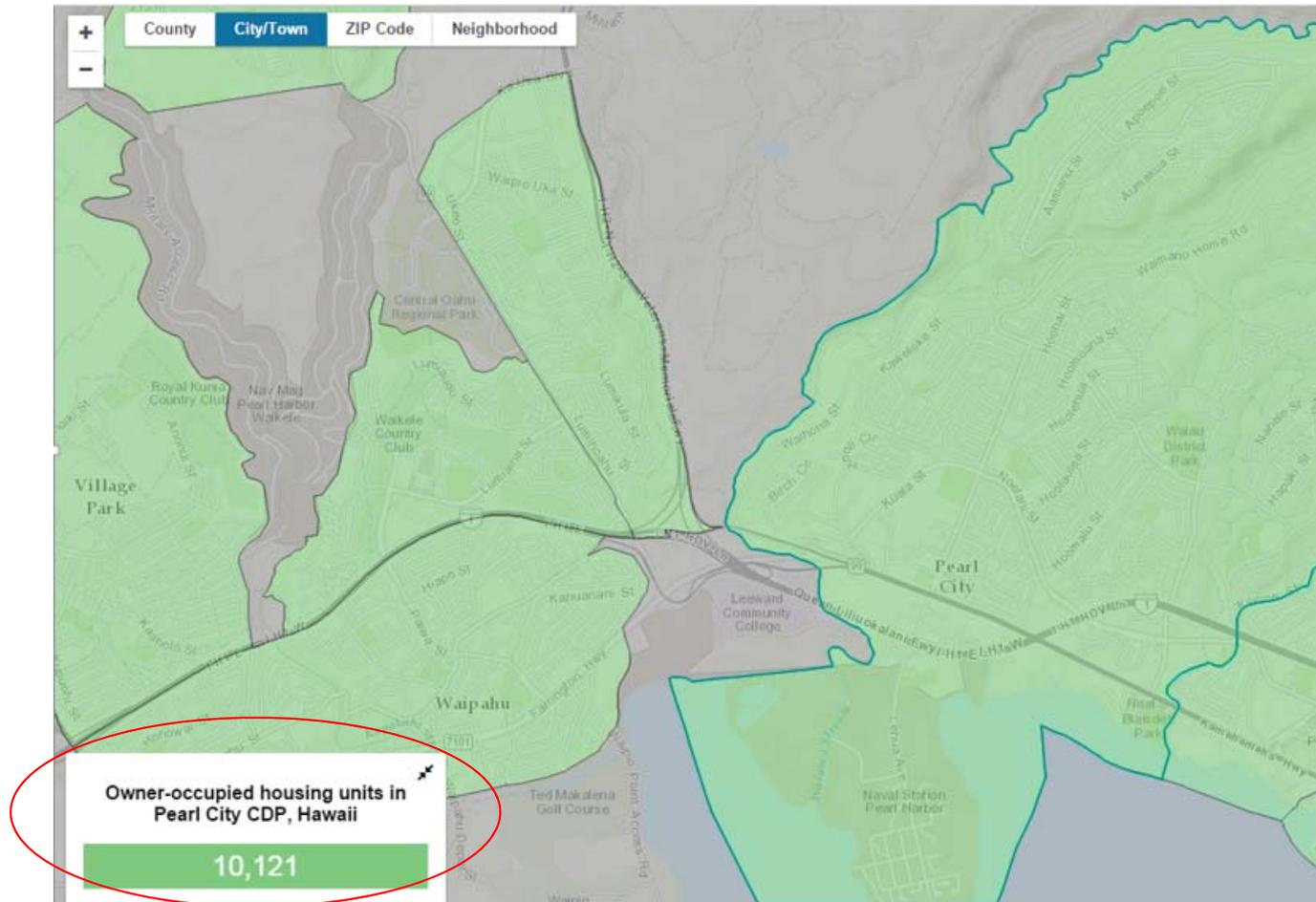
Select Variable

Cancel

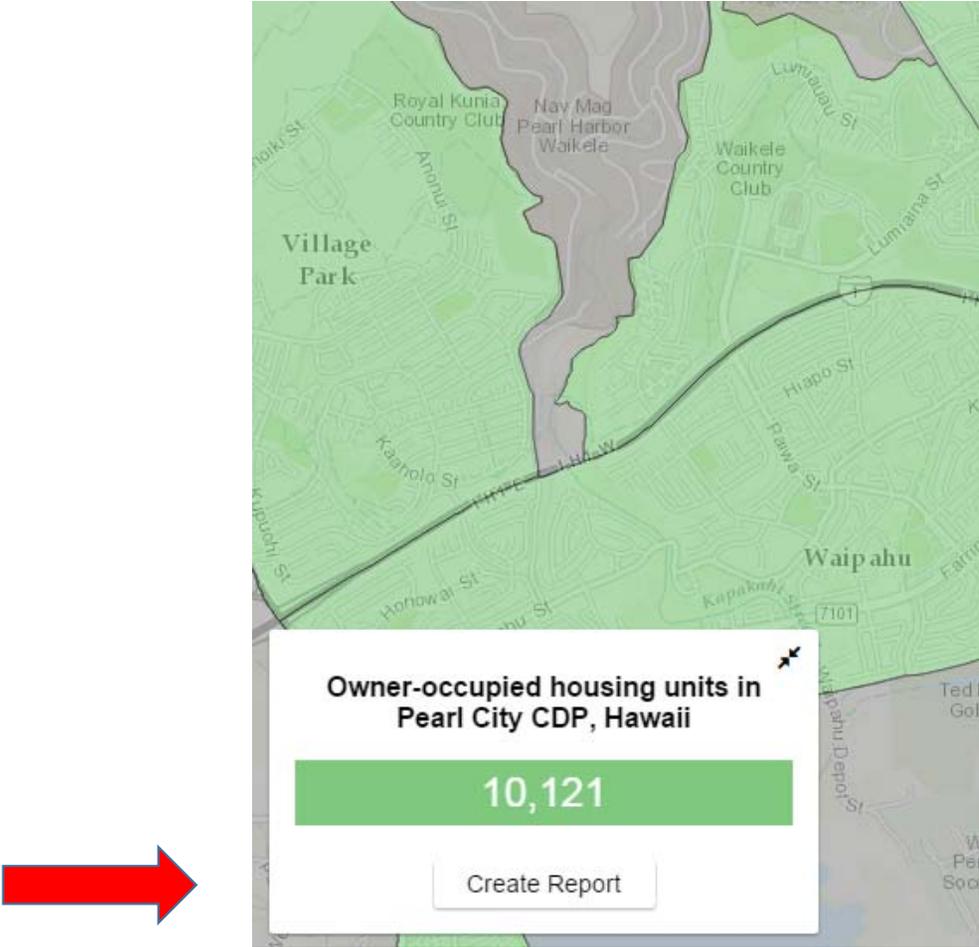
A housing unit where the owner or co-owner lives in the unit, regardless of whether it is mortgaged or not.

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](http://www.census.gov)

# Owner-Occupied Housing Units in Pearl City



Click on “Create Report” in Lower Left Corner



# Report on “Potential Customers”

[Print page](#)

## Local Business Profile of Landscaping Services (NAICS 56173) in Pearl City CDP, Hawaii

### Who are my Potential Customers?

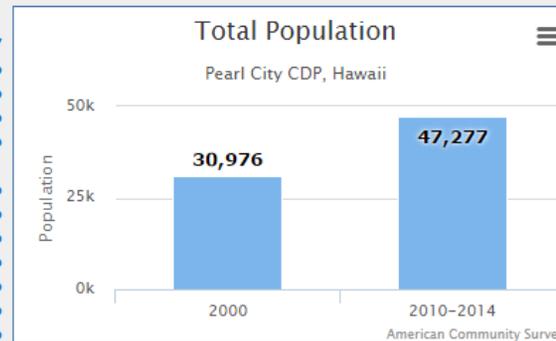
#### Demographic Characteristics

Total population:	47,277
Percent under 5 years old:	6.7%
Percent under 18 years old:	20.9%
Population 18 and over:	79.1%
Population 65 years old and over:	21.0%

#### Race Breakout

Percent White:	14.13%
Percent Black:	1.81%
Percent American Indian or Alaska Native:	0.03%
Percent Asian:	53.34%
Percent Native Hawaiian or Pacific Islander:	6.18%
Percent Two or more races:	23.47%
Percent Some other race:	1.04%
Percent Hispanic or Latino (of any race):	9.6%

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



#### Socioeconomic Characteristics

Average household size:	3.22
Median household income:	\$82,895
Population with high school degree or more:	92.9%
Population with Bachelor's degree or more:	28.3%
Population in poverty:	6.1%
Employment rate:	52.9%
Population 16 or over in labor force:	63.1%
Population with a disability:	10.9%
Population with health insurance coverage:	95.1%
Average travel time to work (mins.):	28.2

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



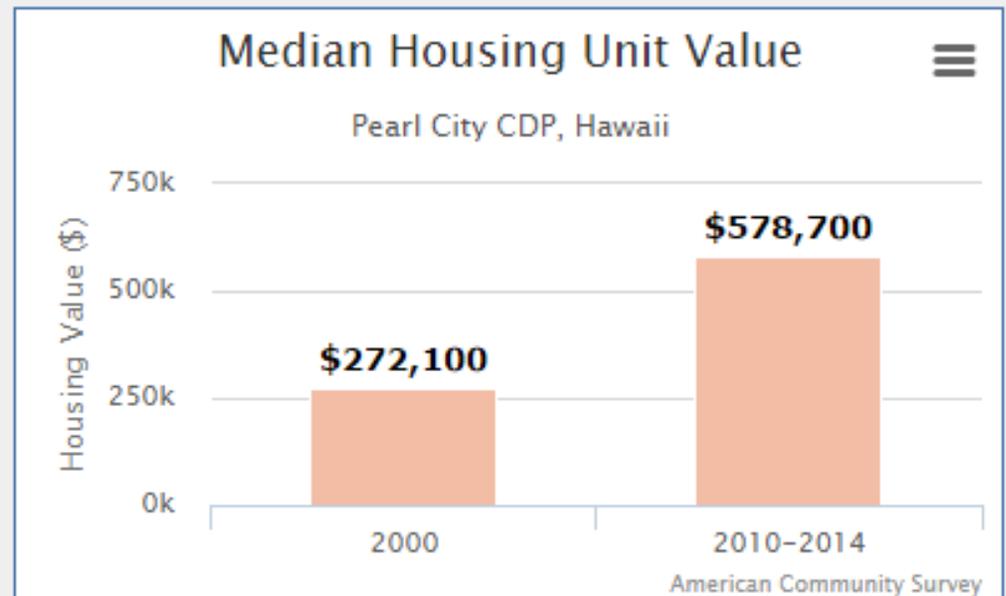
# Report on “Potential Customers” – cont.

## Housing Characteristics

Owner-occupied housing units:	10,121
Renter-occupied housing units:	3,883
Single-family detached housing units:	9,323
Homeownership rate:	72.3%
Vacancy rate:	2.6%
Median value of owner-occupied housing units:	\$578,700
Median selected monthly owner cost:	\$1,604
Median rent (housing):	\$1,773
Median year structure built:	1974

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”

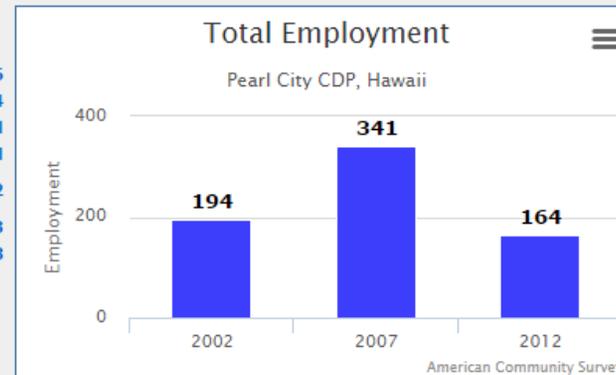
## What About Other Businesses Like Mine?

### Employer Businesses

#### 2012

Number of Landscaping Services:	6
Total employment:	164
Total annual payroll:	\$4.9M
Total receipts:	\$12.1M
Average annual payroll per employee:	\$30,122
Receipts per business:	\$2,016,333
Receipts per employee:	\$73,768

Source: [2012 Economic Census](#)



#### 2007

Number of Landscaping Services:	5
Total employment:	341
Total annual payroll:	\$6.9M
Total receipts:	\$11.4M
Average annual payroll per employee:	\$20,252
Receipts per business:	\$2,287,000
Receipts per employee:	\$33,534



Change Your Location

Pearl City CDP, Hawaii ▾

Select Map Variable

Total consumer expenditures (\$) ▾

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](http://www.census.gov)

Total co

8.27

6.24

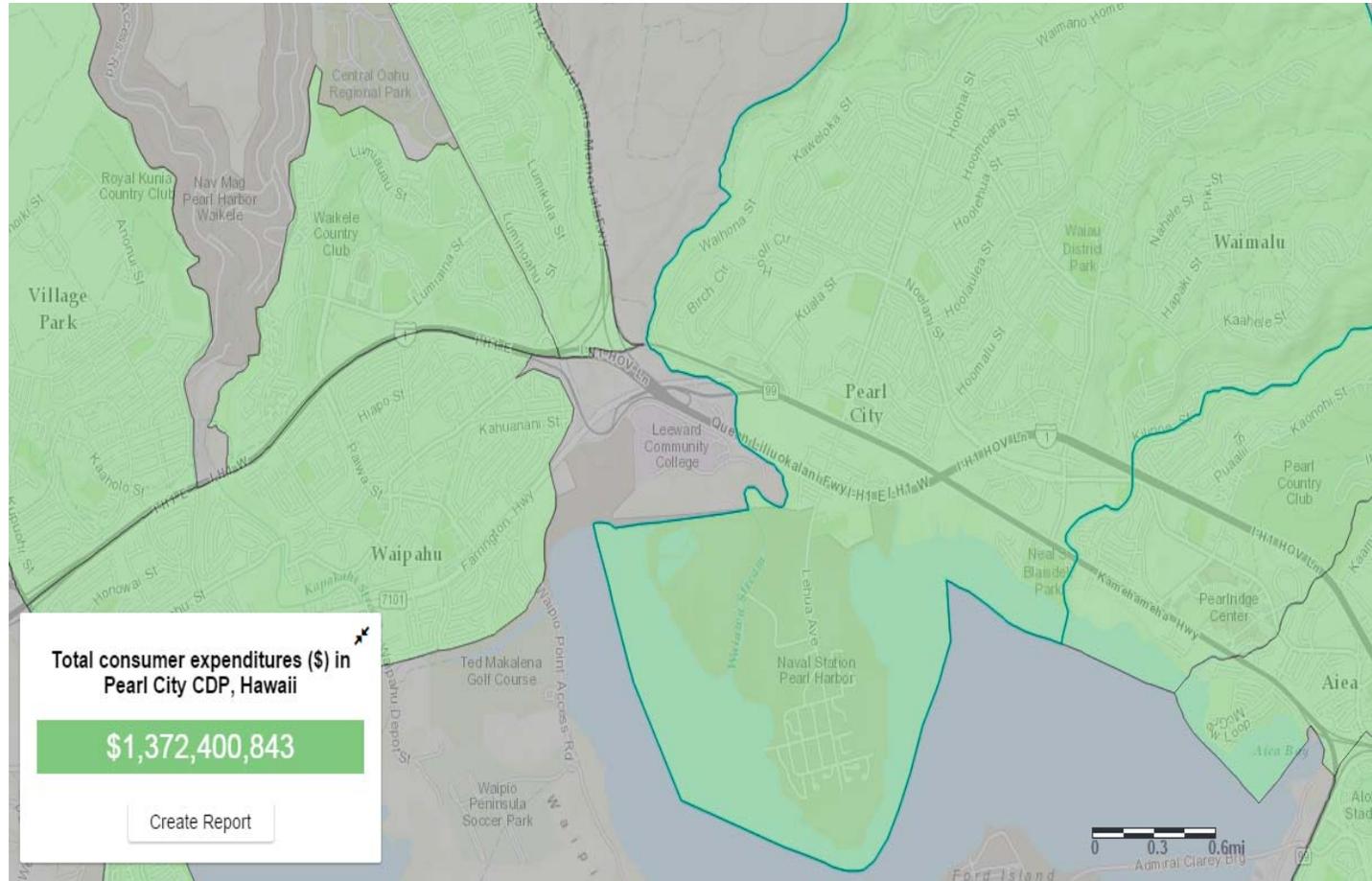
4.21

# Total Consumer Expenditures in Pearl City CDP

Total consumer expenditures (\$) in

Waipahu CDP

\$1,372,400,843





# Hawaii State Data Center

Research and Economic Analysis Division  
Dept. of Business, Economic Development & Tourism

Jan Nakamoto – (808) 586-2493  
[jan.n.nakamoto@hawaii.gov](mailto:jan.n.nakamoto@hawaii.gov)

David Fink – (808) 586- 2422  
[david.w.fink@hawaii.gov](mailto:david.w.fink@hawaii.gov)

