



Census Business Builder : Small Business Edition

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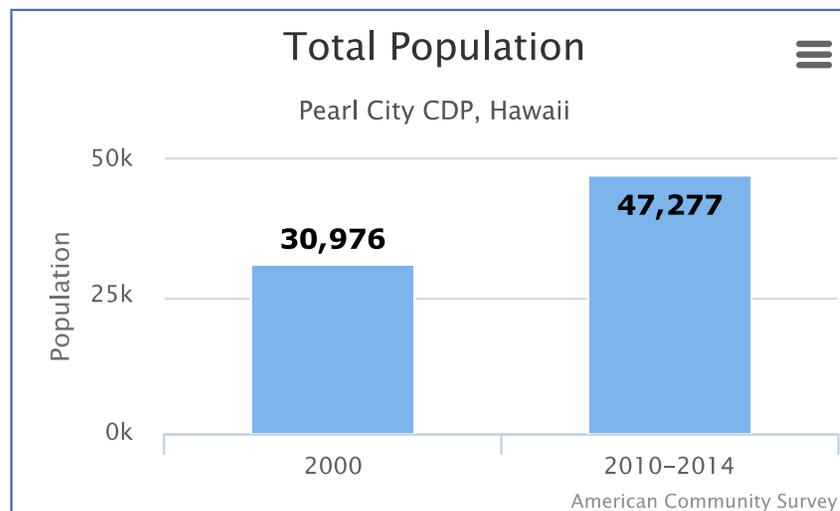
Local Business Profile of Landscaping Services (NAICS 56173) in Pearl City CDP, Hawaii

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%
<u>Race Breakout</u>	
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](#).

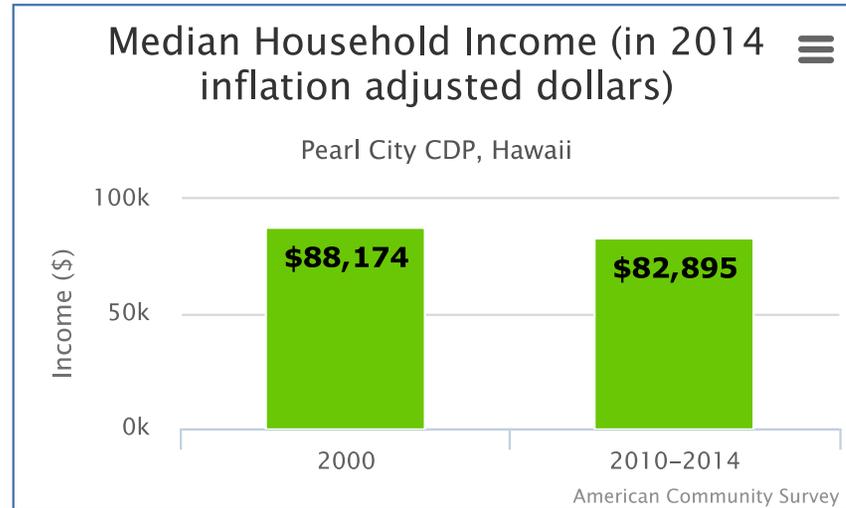


Socioeconomic Characteristics

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**

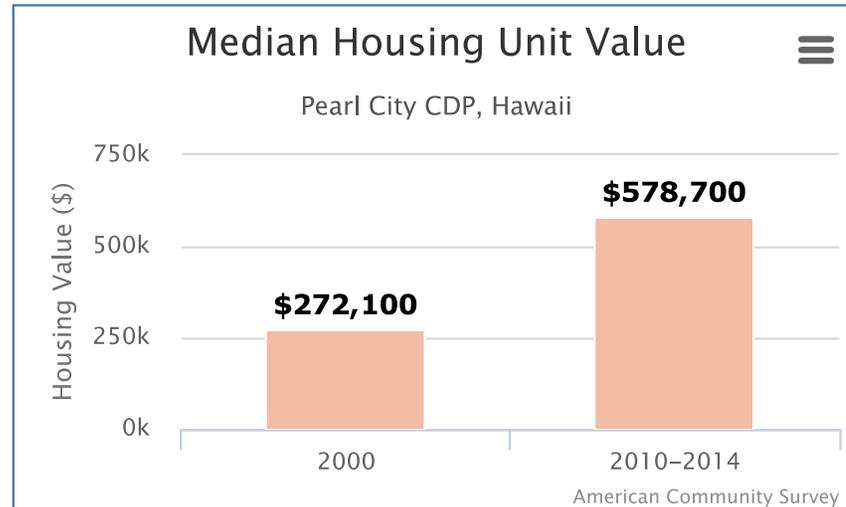
For more social characteristic data and margins of error, go [here](#), and for more economic characteristic data and margins of error, go [here](#).



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](#).



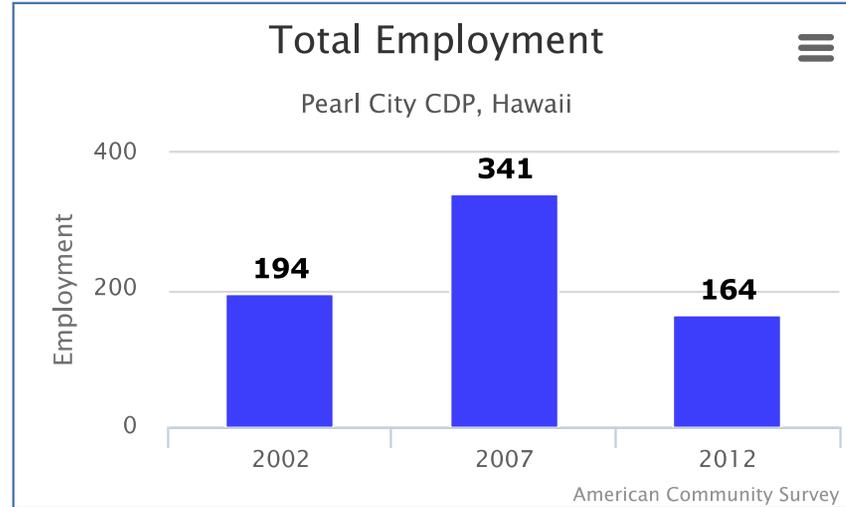
Source: [2010-2014 American Community Survey 5-Year Estimates](#)

What About Other Businesses Like Mine?

Employer Businesses

2012

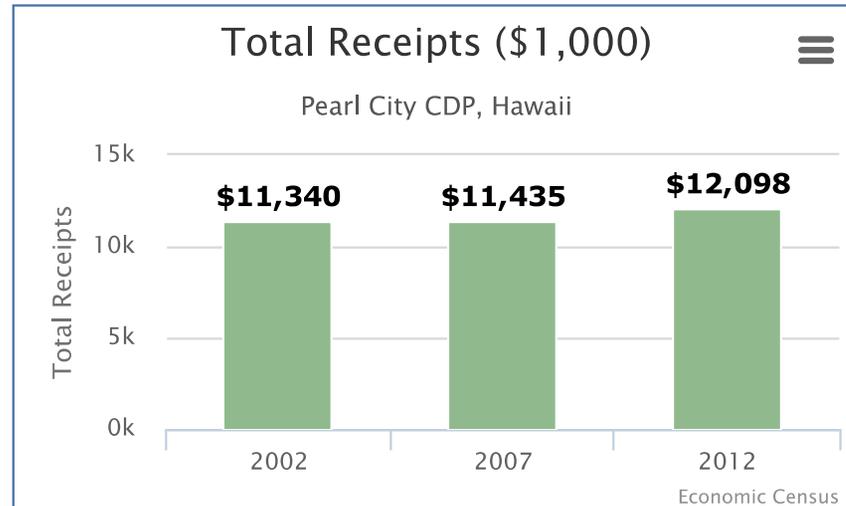
Number of Landscaping Services: **6**
 Total employment: **164**
 Total annual payroll: **\$4.9M**
 Total receipts: **\$12.1M**
 Average annual payroll per employee: **\$30,122**
 Receipts per business: **\$2,016,333**
 Receipts per employee: **\$73,768**



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**



Source: [2007 Economic Census](#)

Nonemployer Businesses

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



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N/A - Data or ratio are not available

Note: For information on survey methodology, see the Source links above. The 2000 decennial income data are based on 1999 income. All business data dollar figures are shown in current dollars for the period shown, are not adjusted for inflation, and do not reflect change in prices.