Census Business Builder:
Small Business Edition

The Census Business Builder: Small Business Edition allows small-business owners a way to easily navigate to and use key demographic and economic data to help guide their research into opening a new or expanding their existing businesses. These key data include the most recent and/or relevant data that the Census Bureau provides that are useful to small-business owners.

Key Features:

- Easy-to-use menus to select your type of business and potential business location.
- An interactive map that allows selection of the area to explore for business opportunities, including comparisons to neighboring areas.
- Dynamically generated, downloadable and printable business county- and city-level reports (including trend charts) that can be easily incorporated into their business plan and research.

Navigation:

Users are guided to the information through a simple four-step process:

1) What is the type of business you want to open?
2) Where do you think you want to locate the business?
3) Using the data to identify if opening this type of business in this area is a good idea or if another type of business and/or a neighboring area might be better.
4) View and download a Profile Report for the final business type and location.

Available Programs and Data Variables:

Version 1.0 of the tool provides information for 39 statistics from two sources and four data programs:

Please see reverse for a detailed list of the data products available in the tool.
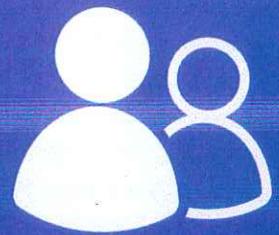
Users:

The primary users of the tool are small-business owners and entrepreneurs who are considering opening their first business that caters primarily to individual consumers (B-to-C) or who are looking to expand their existing business into other geographic areas. Other users may include business school students, academic institutions, and Small Business Development Center counselors.

Updates:

Quarterly updates are planned; these will include additional content and functionality.

User accounts:

Accounts are not necessary

United States™ Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Census Bureau

2012 American Community Survey five-year statistics
- *Demographic Characteristics:* Total population; population 18 and over and 65 and over.
- *Economic Characteristics:* Median household income; percent of population with a high school diploma and over; percent of population with a bachelor's degree and over; percent in poverty; employment rate; population 16 and over in labor force.
- *Housing Characteristics:* Number of owner-occupied, renter occupied, and single family housing units; homeownership rate; gross vacancy rate; median value, monthly costs and gross rent.

2012 County Business Patterns
- Number of employer establishments; employment; annual payroll.

2012 Nonemployer Statistics
- Number of nonemployer establishments; total revenue.

2012 Economic Census
- Number of employer establishments; employment; annual payroll; sales, shipments, receipts, revenue, work done.

Key Ratios
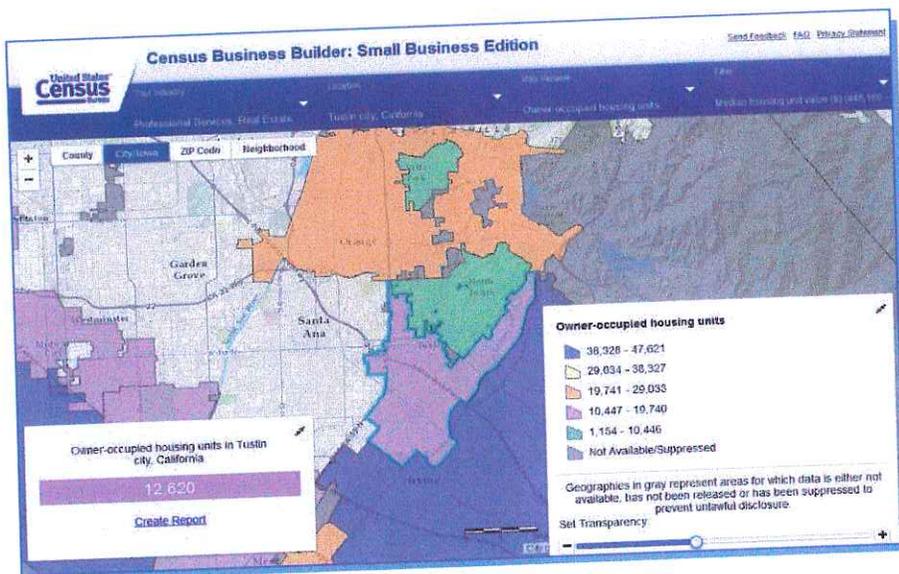- Employment per business; payroll per employee; population per business; revenue per business

Esri

2015 Consumer Spending Data
- Spending on dining out; entertainment/recreation; financial services; health care; household services, housing, personal care, transportation, and travel.

All data are accessed via Census Bureau and Esri data application program interfaces (APIs).

All geographic information are provided via the Census Bureau's TIGERWeb Service.

Geographic Areas Covered:
- Demographic and consumer spending data are shown at the county, city/town/place, ZIP code, and neighborhood (census tract) levels.
- Economic data are shown at the County, city/town/place, and ZIP code levels.

Industries:
Version 1.0 of the tool provides information for 49 business types grouped into six broad categories:
- *Construction:* Electrical, flooring, painting, and plumbing contractors.
- *Food Services:* Caterers, drinking places, restaurants, and fast food.
- *Health Care:* Chiropractors, dentists, doctors, therapists, and optometrists.
- *Personal Services:* Auto repair, beauty salons, day care, landscaping, taxi services, and travel agencies.
- *Professional Services:* Accountants, consultants, insurance agents, lawyers, and real estate agents.
- *Retail:* Liquor stores, convenience stores, florists, gas stations, and used car dealers.

Census Business Builder:
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Helping small business owners find their place in the world

Coming this summer!

In mid 2015, the Census Bureau will be releasing a tool to help small business owners get data for the type of business they want to open.

3 Easy Steps

1 **Choose the type of business you are interested in opening and a location to start your search.**

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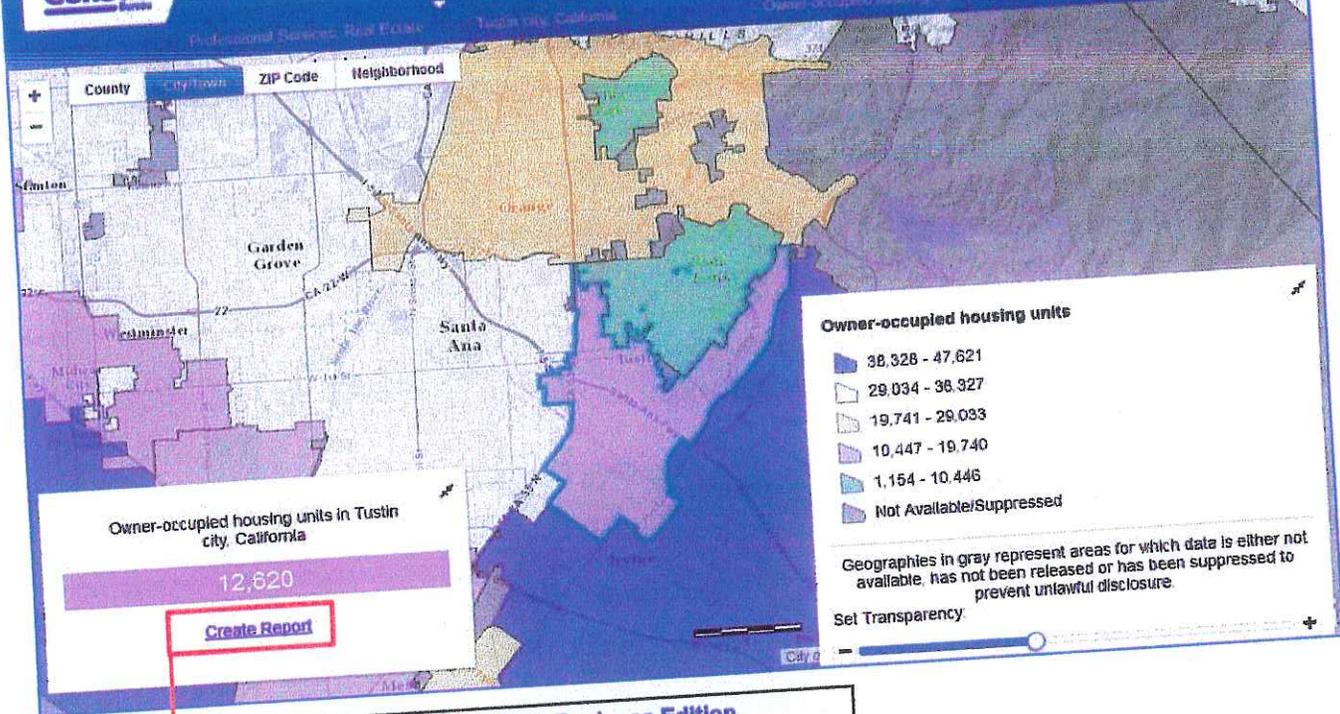

3 **Click the map to view a Local Business Profile report for data on customers and competitors for your industry.**

Example of report on back

"Census Business Builder" is a suite of services that provides selected demographic and economic data from the U.S. 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 data and more, 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.

United States Census Bureau

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Census Business Builder: Small Business Edition

United States Census Bureau

County | City/Town | ZIP Code | Neighborhood

Owner-occupied housing units in Tustin city, California

12,620

Create Report

Owner-occupied housing units

- 38,328 - 47,621
- 29,034 - 38,327
- 19,741 - 29,033
- 10,447 - 19,740
- 1,154 - 10,446
- Not Available/Suppressed

Geographies in gray represent areas for which data is either not available, has not been released or has been suppressed to prevent unlawful disclosure.

Set Transparency:

Census Business Builder : Small Business Edition

United States Census Bureau

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**
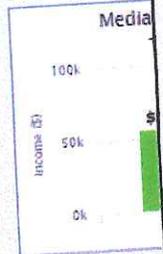
What About Other Businesses Like Mine?
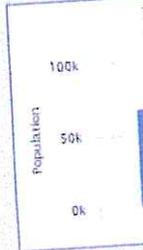
Employer Businesses

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

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
- 2002: 97
- 2007: 448
- 2012: 58

Total Receipts ($1,000)
Tustin city, California
- 2002: $40,760
- 2007: $53,722
- 2012: $26,446

United States Census Bureau
U.S. Department of Commerce
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D - Data withheld to avoid disclosing information for individual companies
N/A - Data or ratio are not available
Notes: 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.

Fact Sheet

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Key Ratios
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- *Personal Services*: Auto Repair, Beauty Salons, Daycare, Landscaping, Taxi Services, and Travel Agencies
- *Professional Services*: Accountants, Consultants, Insurance Agents, Lawyers, and Real Estate Agents
- *Retail*: Liquor Stores, Convenience Stores, Florists, Gas Stations, and Used Car Dealers

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