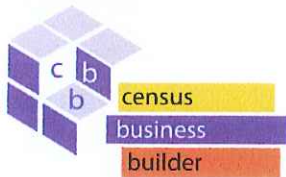


Census Business Builder: Small Business Edition

Helping Small Business Owners Find Their Place in the World

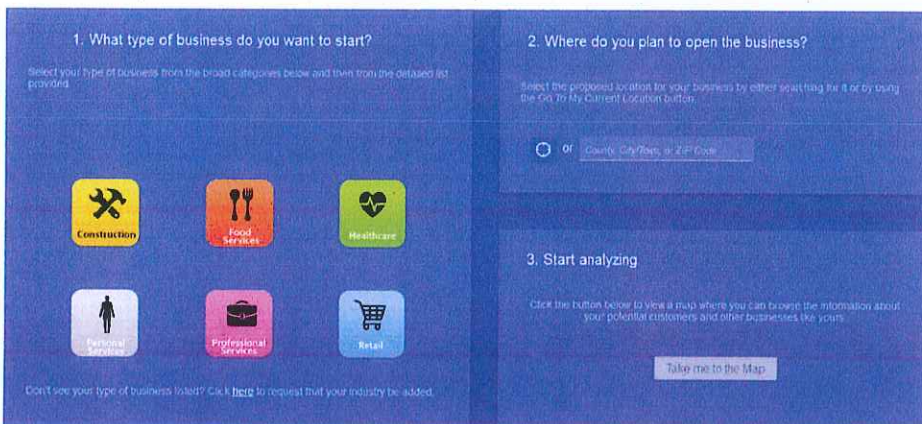


A new tool to help small business owners get data for the type of business they want to open.

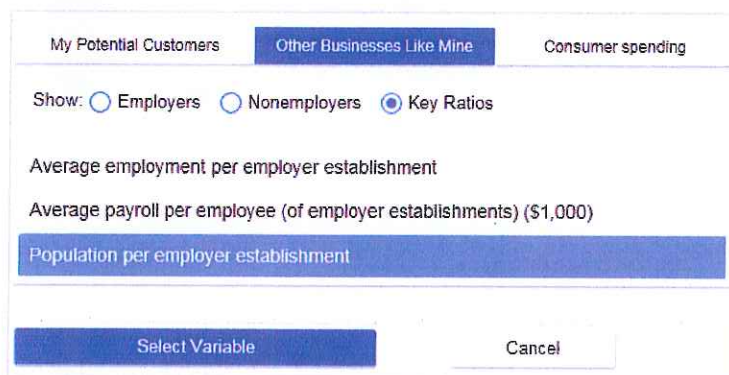
To access the tool, please visit:
<http://census.gov/data/data-tools/cbb.html>

Three Easy Steps

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



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.

"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.

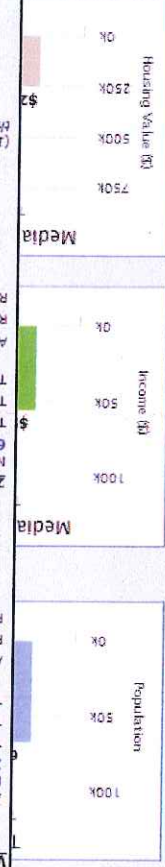


U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Housing Characteristics
 Owner-occupied housing units: 12,620
 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

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%

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%



Local Business Profile of Offices of Real Estate Agents and Brokers (NAICS 5312) in Tustin city, California

Who are my Potential Customers?

Census Business Builder: Small Business Edition

United States Census Bureau

What About Other Businesses Like Mine?

2012
 Number of Offices of Real Estate Agents and Brokers: 37
 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

2007
 Number of Offices of Real Estate Agents and Brokers: 61
 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

Sources: 2012 Economic Census, 2007 Economic Census

Employer Businesses

2012
 Total Employment: 448
 Total Receipts: \$26,446

2007
 Total Employment: 97
 Total Receipts: \$40,760

2002
 Total Employment: 58
 Total Receipts: \$26,446

Tustin city, California

Nonemployer Businesses

2012
 Total Employment: 448
 Total Receipts: \$26,446

2007
 Total Employment: 97
 Total Receipts: \$40,760

2002
 Total Employment: 58
 Total Receipts: \$26,446

Tustin city, California

U.S. Department of Commerce
 United States Census Bureau
 U.S. Census Bureau
 census.gov

Note: For information on survey methodology, see the source links above. All dollar figures shown are in current dollars for the period shown, and are not adjusted for inflation, and do not reflect change in price.

Data withheld to avoid disclosing information for individual companies

Census Business Builder: Small Business Edition

United States Census Bureau

Professional Services, Real Estate
 Tustin city, California

Owner-occupied housing units

Map Variable

Filter

Median housing unit value (\$) (448, 160 -)

City/Town: Santa Ana
 ZIP Code: 92705
 Neighborhood: Santa Ana

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:

Create Report

12,620
 Owner-occupied housing units in Tustin city, California