

Census Business Builder : Small Business Edition



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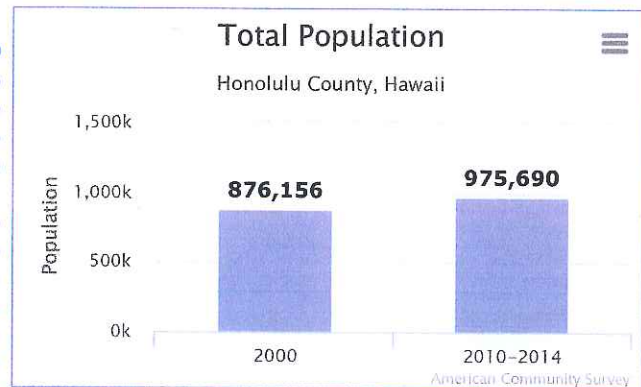
Local Business Profile of Clothing Stores (NAICS 4481) in Honolulu County, Hawaii

Who are my Potential Customers?

Demographic Characteristics

Total population:	975,690
Percent under 5 years old:	6.5%
Percent under 18 years old:	21.8%
Population 18 and over:	78.2%
Population 65 years old and over:	15.2%
Race Breakout	
Percent White:	21.51%
Percent Black:	2.48%
Percent American Indian or Alaska Native:	0.18%
Percent Asian:	43.17%
Percent Native Hawaiian or Pacific Islander:	9.38%
Percent Two or more races:	22.34%
Percent Some other race:	0.94%
Percent Hispanic or Latino (of any race):	8.9%

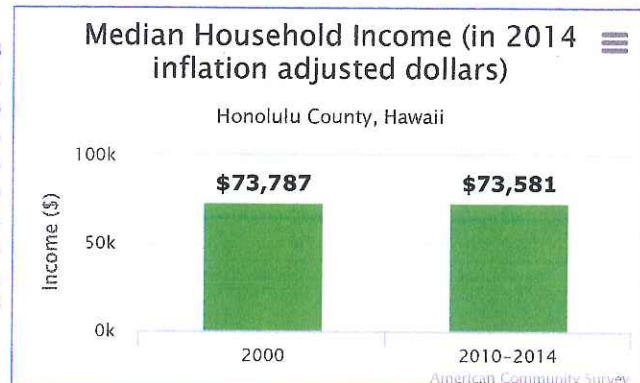
For more demographic data and margins of error, go [here](#).



Socioeconomic Characteristics

Average household size:	3.03
Median household income:	\$73,581
Population with high school degree or more:	90.7%
Population with Bachelor's degree or more:	32.5%
Population in poverty:	9.8%
Employment rate:	57.6%
Population 16 or over in labor force:	66.2%
Population with a disability:	10.6%
Population with health insurance coverage:	94.4%
Average travel time to work (mins.):	27.6

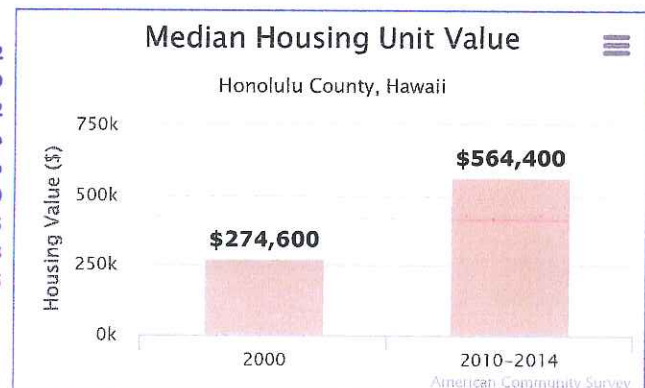
For more social characteristic data and margins of error, go [here](#), and for more economic characteristic data and margins of error, go [here](#).



Housing Characteristics

Owner-occupied housing units:	170,342
Renter-occupied housing units:	139,799
Single-family detached housing units:	154,792
Homeownership rate:	54.9%
Vacancy rate:	8.7%
Median value of owner-occupied housing units:	\$564,400
Median selected monthly owner cost:	\$1,845
Median rent (housing):	\$1,528
Median year structure built:	1975

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

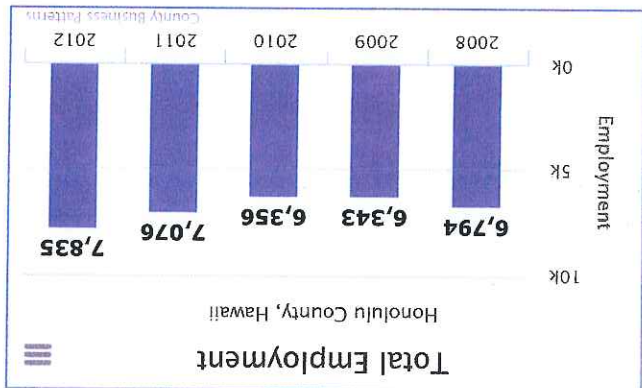


Source: [2010-2014 American Community Survey 5-Year Estimates](#)

What About Other Businesses Like Mine?

Employer Businesses

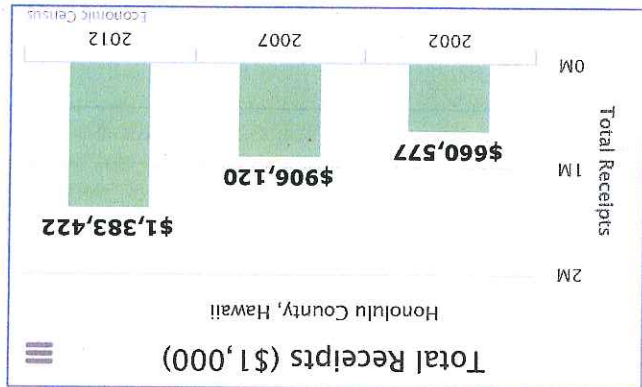
2012
 Number of Clothing Stores: 513
 Total employment: 7,835
 Total annual payroll: \$146.5M
 Average number of employees per business: 15
 Average annual payroll per employee: \$18,697
 Average population served per business: 1,902



Source: 2012 County Business Patterns

2007

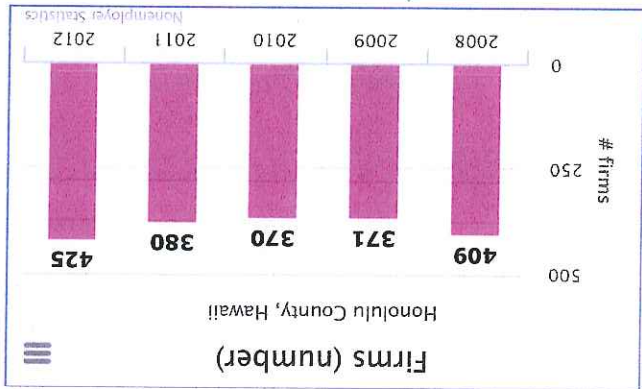
Number of Clothing Stores: 512
 Total employment: 6,073
 Total annual payroll: \$100.5M
 Total receipts: \$906.1M
 Average annual payroll per employee: \$16,541
 Receipts per business: \$1,769,766
 Receipts per employee: \$149,205



Source: 2007 Economic Census

Nonemployer Businesses

Number of "nonemployer" Clothing Stores: 425
 Total receipts: \$25,385,000
 Average receipts per business: \$59,729



Source: 2012 Nonemployer Statistics



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.