

Census Business Builder : Small Business Edition


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Local Business Profile of Full-Service Restaurants (NAICS 722511) in Honolulu County, Hawaii

Who are my Potential Customers?

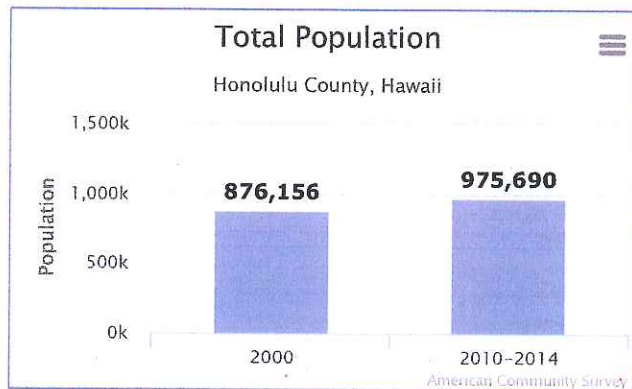
Demographic Characteristics

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%

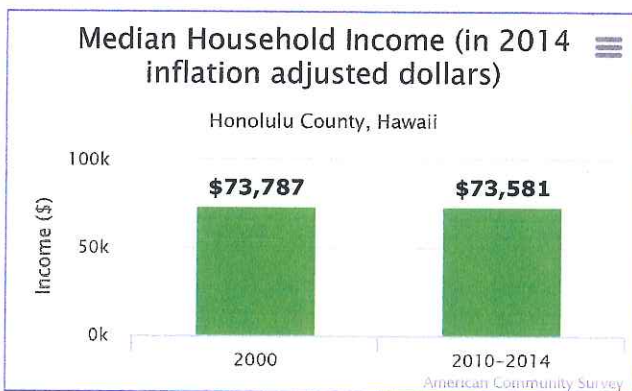
For more demographic data and margins of error, go [here](#).



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

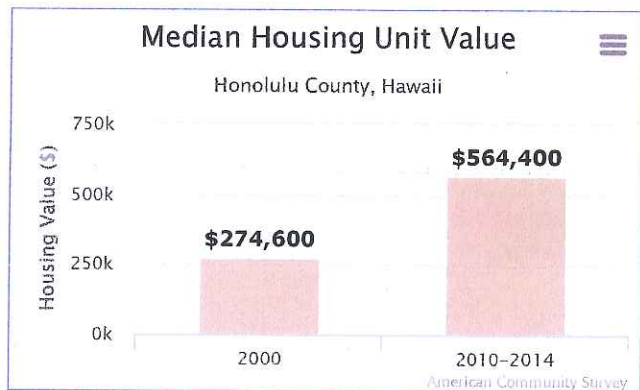
For more social characteristic data and margins of error, go [here](#), and for more economic characteristic data and margins of error, go [here](#).



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 Full-Service Restaurants:

Total employment:

Total annual payroll:

\$392.3M

Average number of employees per business:

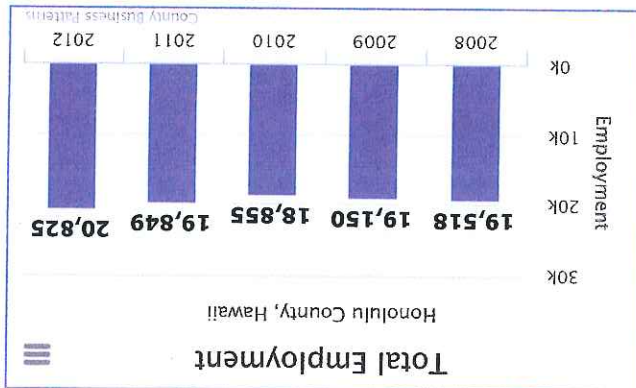
26

Average annual payroll per employee:

\$18,839

Average population served per business:

1,235



Source: 2012 County Business Patterns

2007

Number of Full-Service Restaurants:

Total employment:

Total annual payroll:

\$320.5M

Total receipts:

\$998.6M

Average annual payroll per employee:

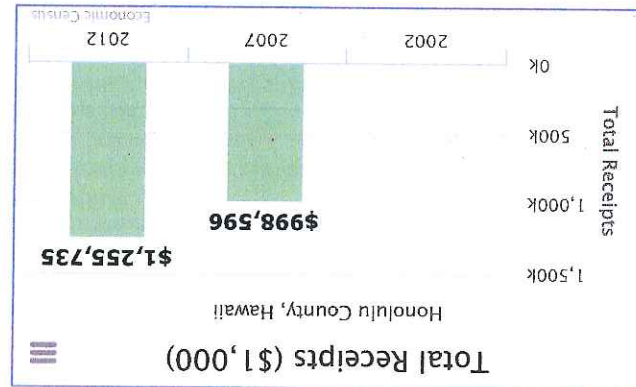
\$15,770

Receipts per business:

\$1,371,698

Receipts per employee:

\$49,136



Source: 2007 Economic Census

Nonemployer Businesses

Number of "nonemployer" Full-Service Restaurants:

53

Total receipts:

\$7,318,000

Average receipts per business:

\$138,075



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.