Census Business Builder:
Small Business Edition

Helping Small Business Owners Find Their Place in the World

census business builder

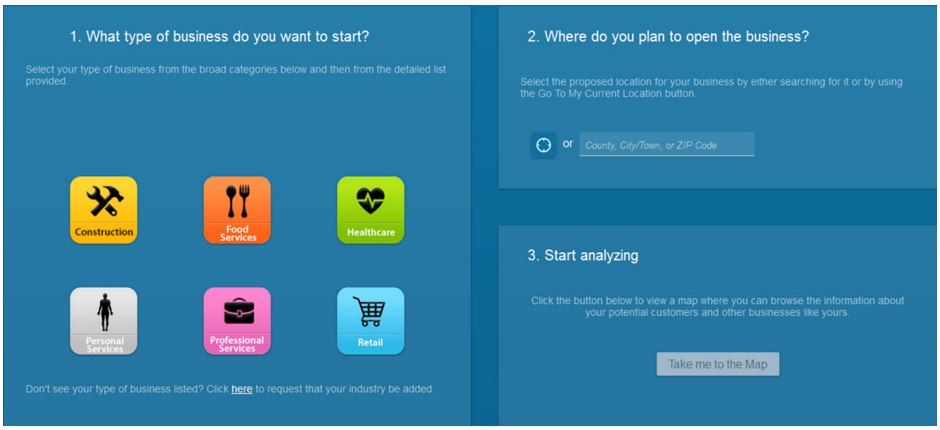
Small Business Edition

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

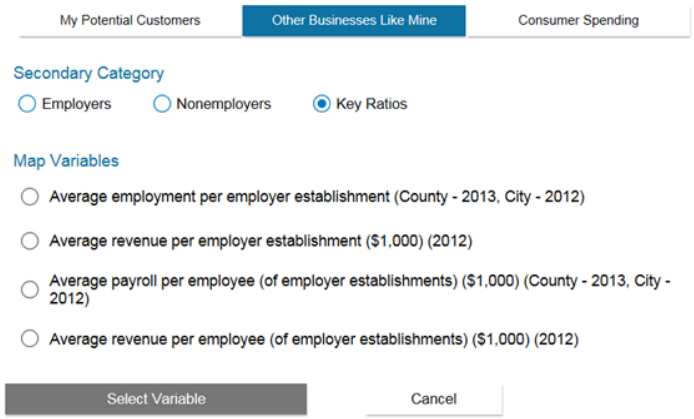
To access the tool, please visit:
http://census.gov/data/data-tools/cbb.html

Three Easy Steps

1 Choose the type of business and a location **you are interested in researching**.



2 **Browse the** economic and demographic data **on the** map to help **you better understand your markets**.



3 View a Local Business Profile report for data on customers and competitors for your industry.

United States Census Bureau

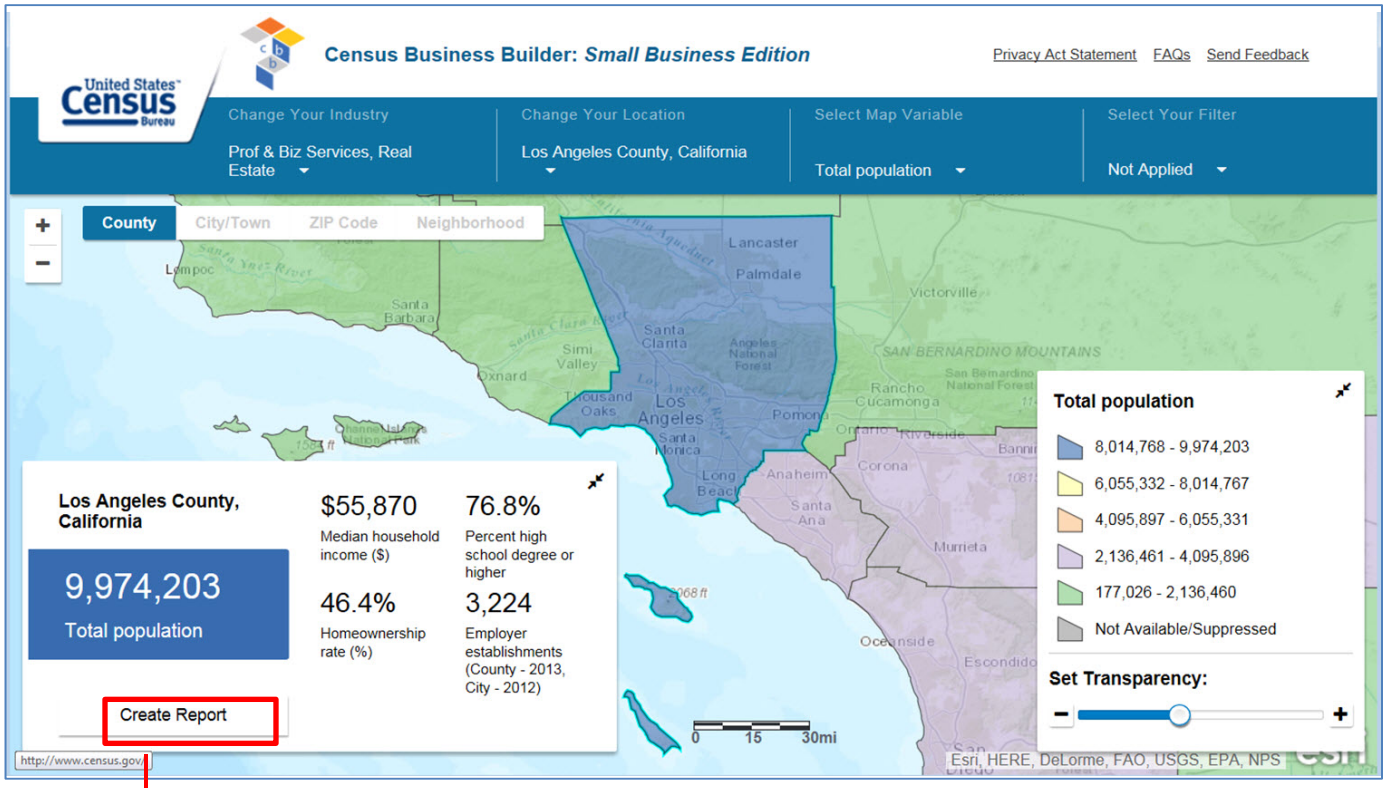
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

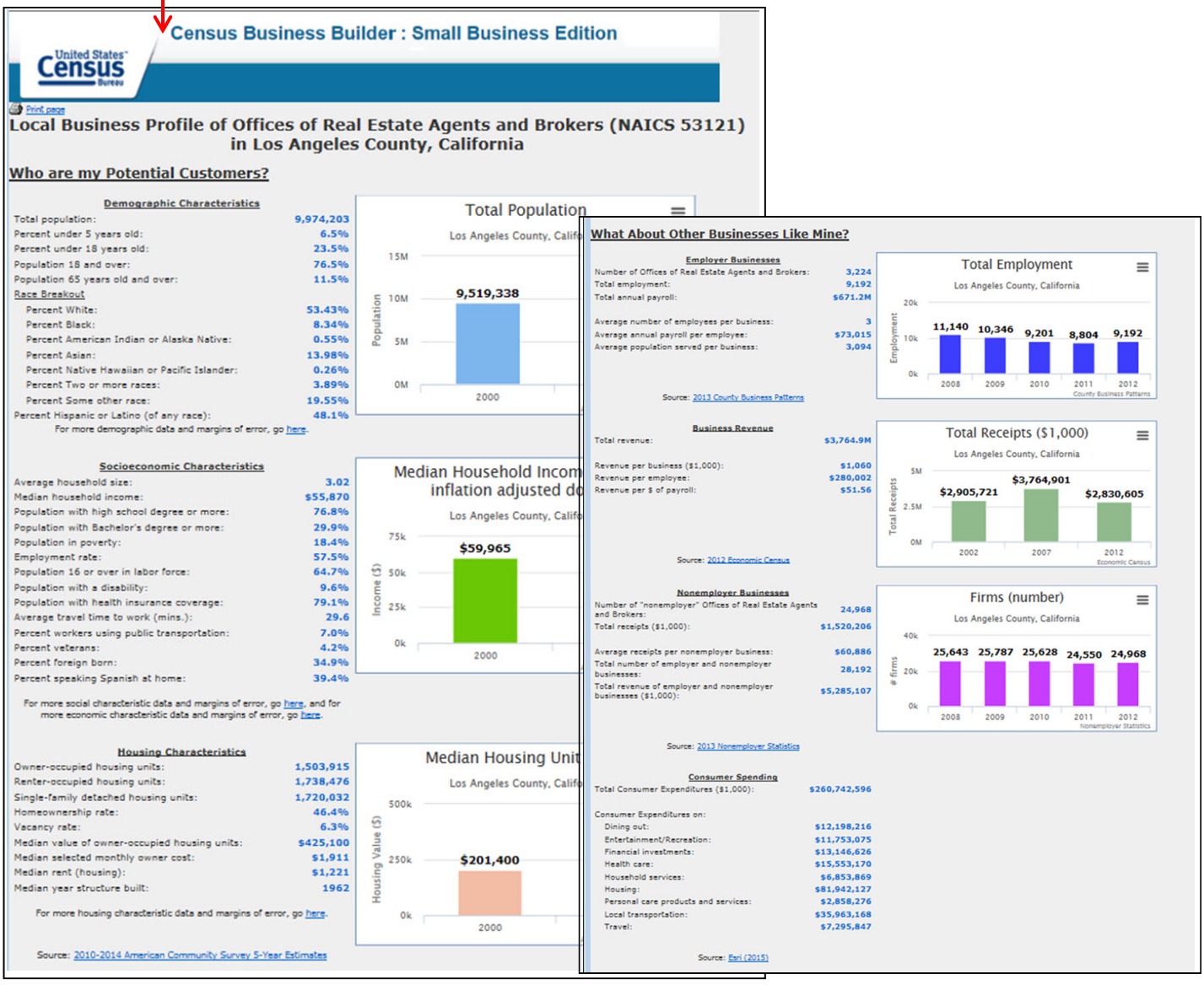
"Census Business Builder" is a suite of services that provides selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format. This suite currently includes the ***Small Business Edition*** and a ***Regional Analyst Edition***, but 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 features:

- 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.

April 2016





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United States Census Bureau

Print page

Local Business Profile of Offices of Real Estate Agents and Brokers (NAICS 53121) in Los Angeles County, California

Who are my Potential Customers?

Demographic Characteristics

Total population:	9,974,203
Percent under 5 years old:	6.5%
Percent under 18 years old:	23.5%
Population 18 and over:	76.5%
Population 65 years old and over:	11.5%
Race Breakout	
Percent White:	53.43%
Percent Black:	8.34%
Percent American Indian or Alaska Native:	0.55%
Percent Asian:	13.98%
Percent Native Hawaiian or Pacific Islander:	0.26%
Percent Two or more races:	3.89%
Percent Some other race:	19.55%
Percent Hispanic or Latino (of any race):	48.1%

For more demographic data and margins of error, go here.

Total Population
Los Angeles County, Calif
Population: 15M, 10M, 5M, 0M
9,519,338
2000

Socioeconomic Characteristics

Average household size:	3.02
Median household income:	$55,870
Population with high school degree or more:	76.8%
Population with Bachelor's degree or more:	29.9%
Population in poverty:	18.4%
Employment rate:	57.5%
Population 16 or over in labor force:	64.7%
Population with a disability:	9.6%
Population with health insurance coverage:	79.1%
Average travel time to work (mins.):	29.6
Percent workers using public transportation:	7.0%
Percent veterans:	4.2%
Percent foreign born:	34.9%
Percent speaking Spanish at home:	39.4%

For more social characteristic data and margins of error, go here, and for more economic characteristic data and margins of error, go here.

Median Household Incom
inflation adjusted do
Los Angeles County, Calif
Income ($): 75k, 50k, 25k, 0k
$59,965
2000

Housing Characteristics

Owner-occupied housing units:	1,503,915
Renter-occupied housing units:	1,738,476
Single-family detached housing units:	1,720,032
Homeownership rate:	46.4%
Vacancy rate:	6.3%
Median value of owner-occupied housing units:	$425,100
Median selected monthly owner cost:	$1,911
Median rent (housing):	$1,221
Median year structure built:	1962

For more housing characteristic data and margins of error, go here.

Median Housing Unit
Los Angeles County, Calif
Housing Value ($): 500k, 250k, 0k
$201,400
2000

Source: 2010-2014 American Community Survey 5-Year Estimates

What About Other Businesses Like Mine?

Employer Businesses

Number of Offices of Real Estate Agents and Brokers:	3,224
Total employment:	9,192
Total annual payroll:	$671.2M
Average number of employees per business:	3
Average annual payroll per employee:	$73,015
Average population served per business:	3,094

Source: 2013 County Business Patterns

Total Employment
Los Angeles County, California
Employment: 20k, 10k, 0k
2008: 11,140
2009: 10,346
2010: 9,201
2011: 8,804
2012: 9,192
County Business Patterns

Business Revenue

Total revenue:	$3,764.9M
Revenue per business ($1,000):	$1,060
Revenue per employee:	$280,002
Revenue per $ of payroll:	$51.56

Source: 2012 Economic Census

Total Receipts ($1,000)
Los Angeles County, California
Total Receipts: 5M, 2.5M, 0M
2002: $2,905,721
2007: $3,764,901
2012: $2,830,605
Economic Census

Nonemployer Businesses

Number of "nonemployer" Offices of Real Estate Agents and Brokers:	24,968
Total receipts ($1,000):	$1,520,206
Average receipts per nonemployer business:	$60,886
Total number of employer and nonemployer businesses:	28,192
Total revenue of employer and nonemployer businesses ($1,000):	$5,285,107

Source: 2013 Nonemployer Statistics

Firms (number)
Los Angeles County, California
firms: 40k, 20k, 0k
2008: 25,643
2009: 25,787
2010: 25,628
2011: 24,550
2012: 24,968
Nonemployer Statistics

Consumer Spending

Total Consumer Expenditures ($1,000):	$260,742,596
Consumer Expenditures on:	
Dining out:	$12,198,216
Entertainment/Recreation:	$11,753,075
Financial investments:	$13,146,626
Health care:	$15,553,170
Household services:	$6,853,869
Housing:	$81,942,127
Personal care products and services:	$2,858,276
Local transportation:	$35,963,168
Travel:	$7,295,847

Source: Esri (2015)