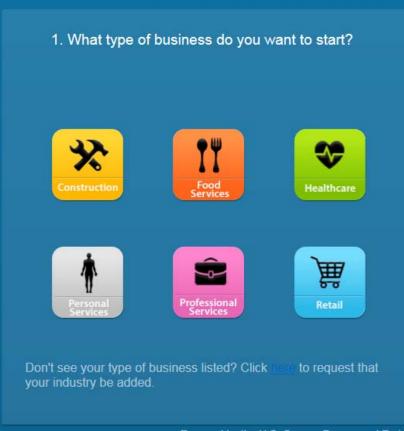
Census Business Development Tool: Small Business Edition

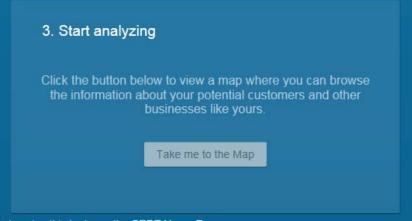
A Business Information Resource for Small Business Owners, Small Business Development Center Counselors, and other data users



Determine the Best Location for Your Business







Powered by the U.S. Census Bureau and Esri. For help using this tool, see the CBDT Home Page

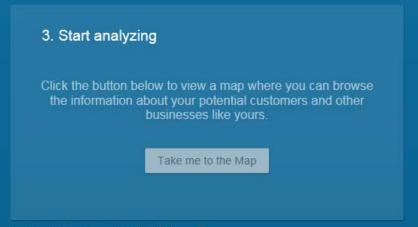
Learn more about other Census Bureau data that can help grow your business, by visiting www.census.gov



Determine the Best Location for Your Business







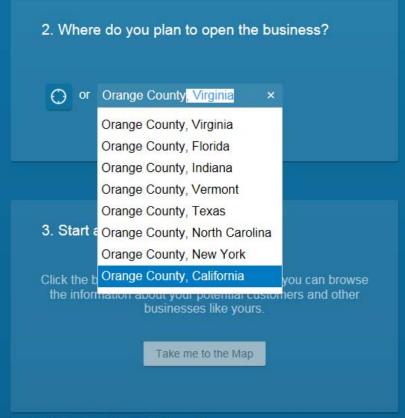
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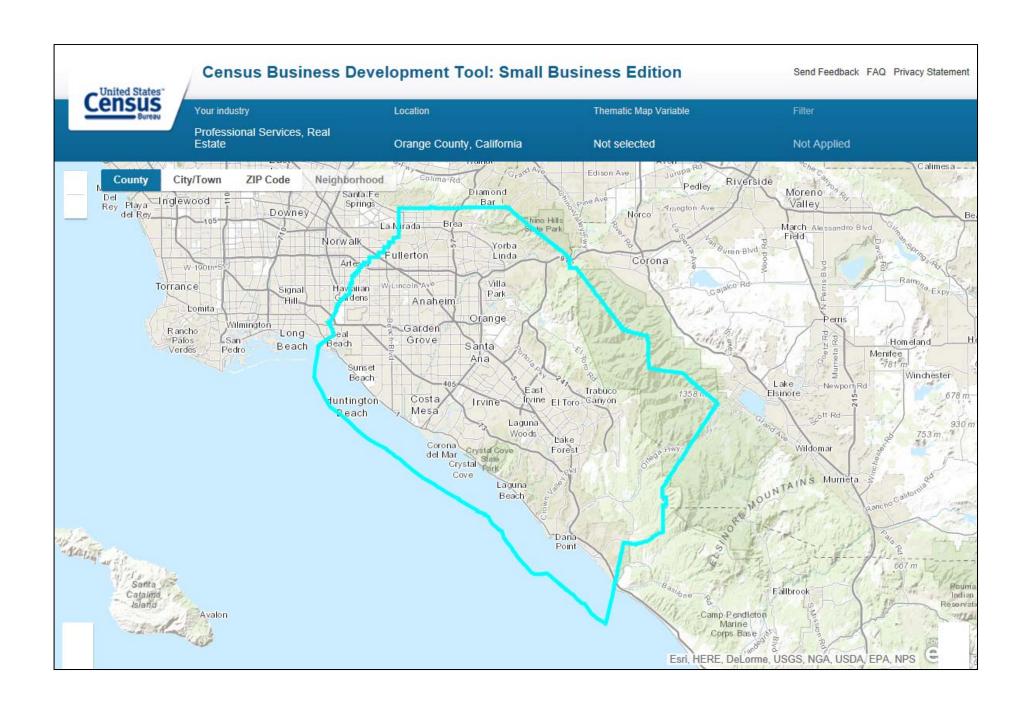
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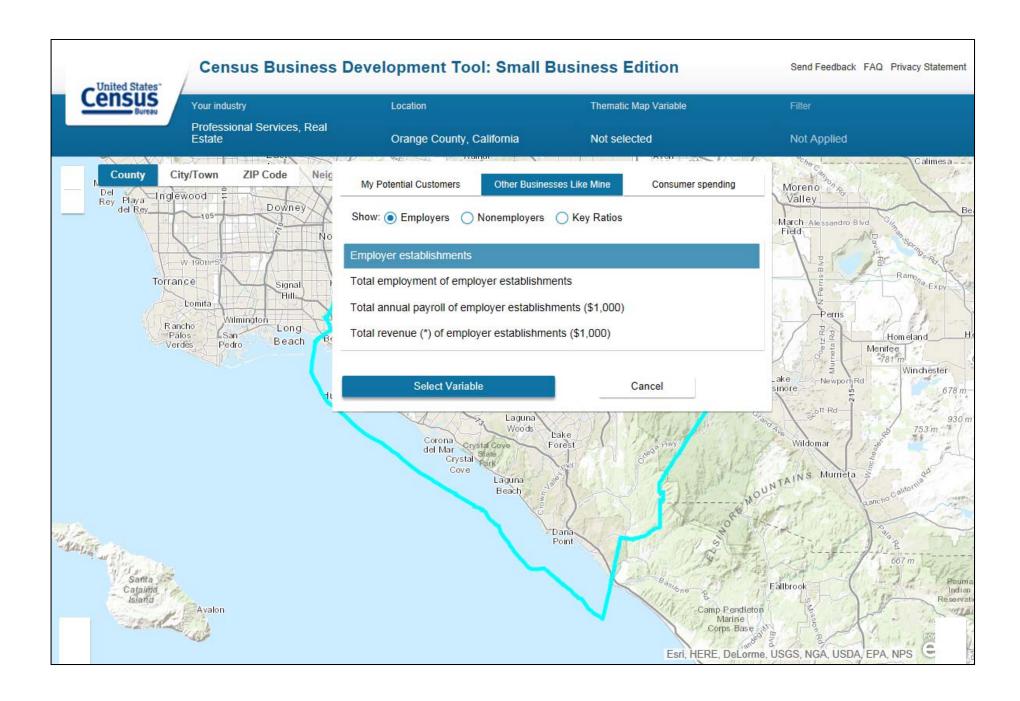


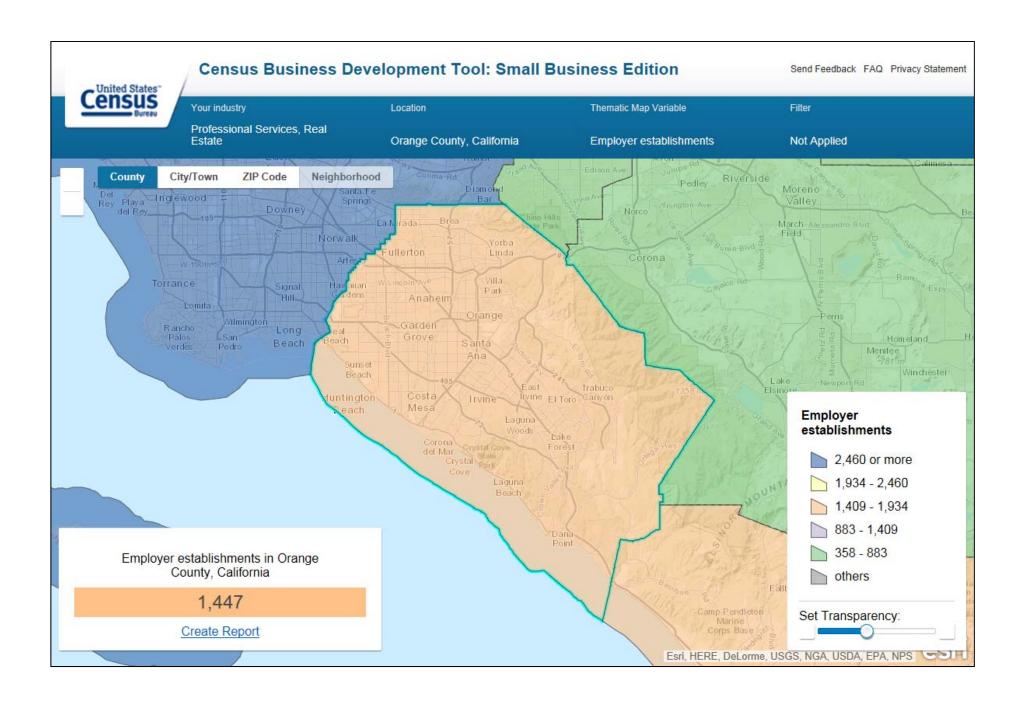


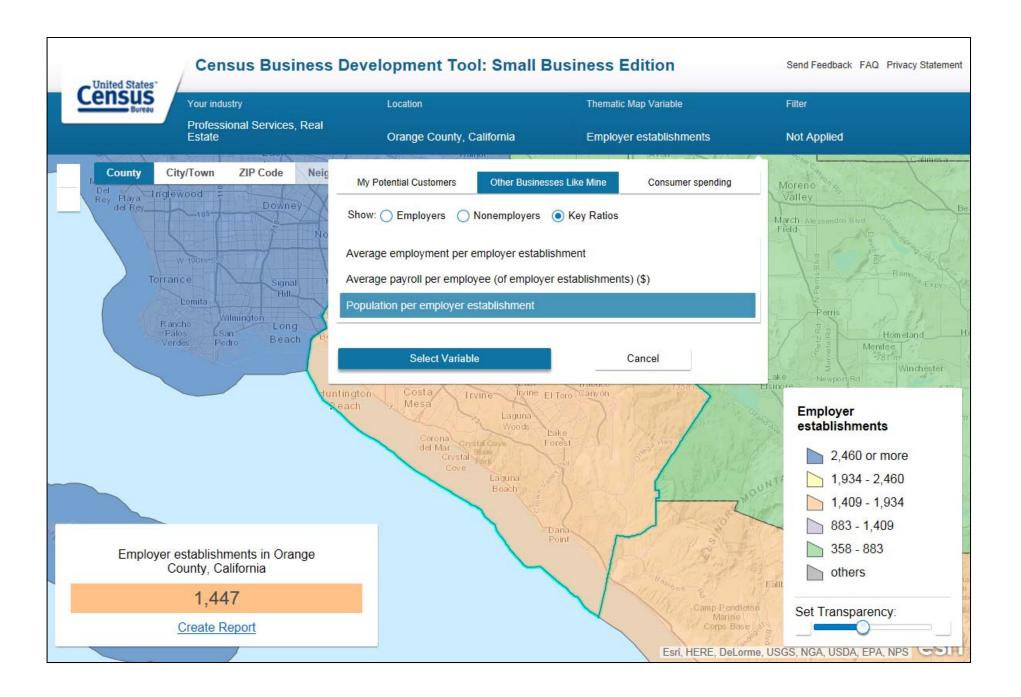
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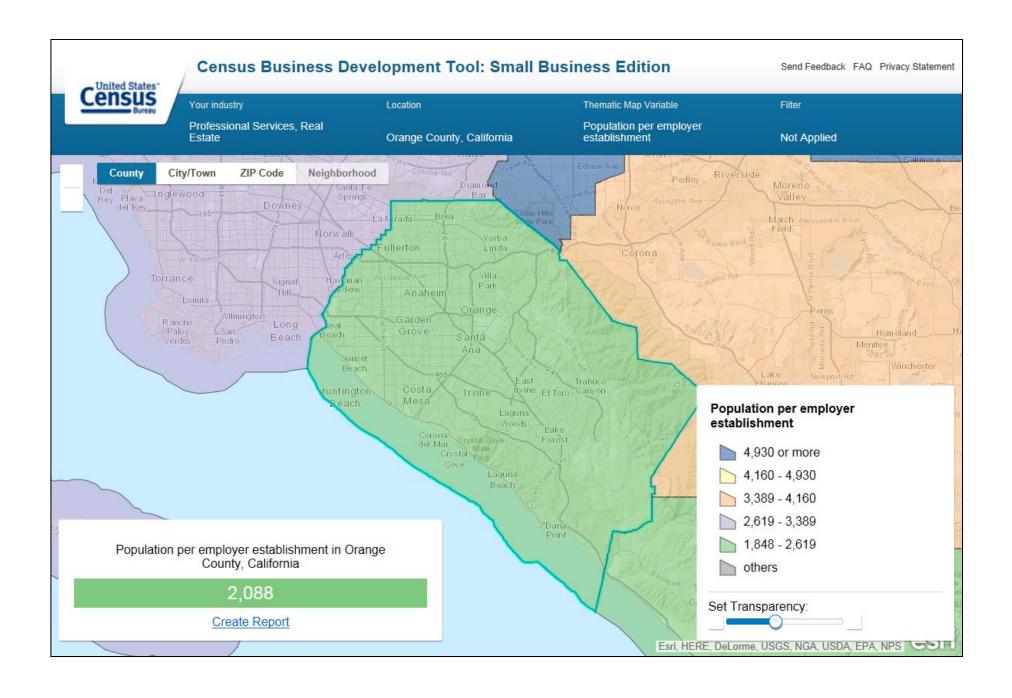
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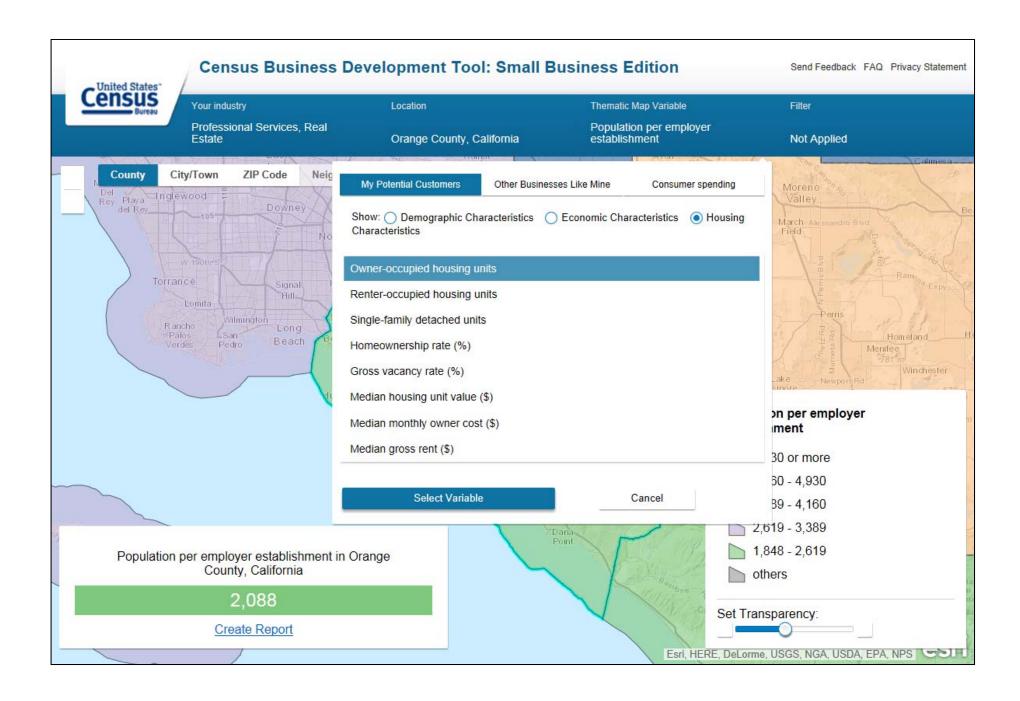


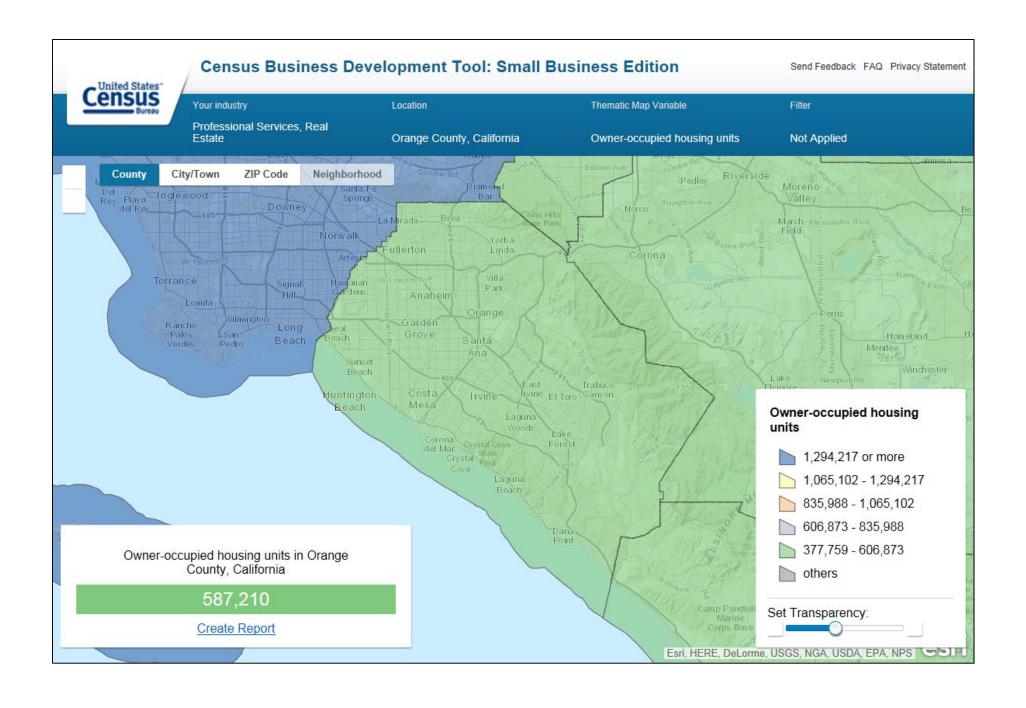


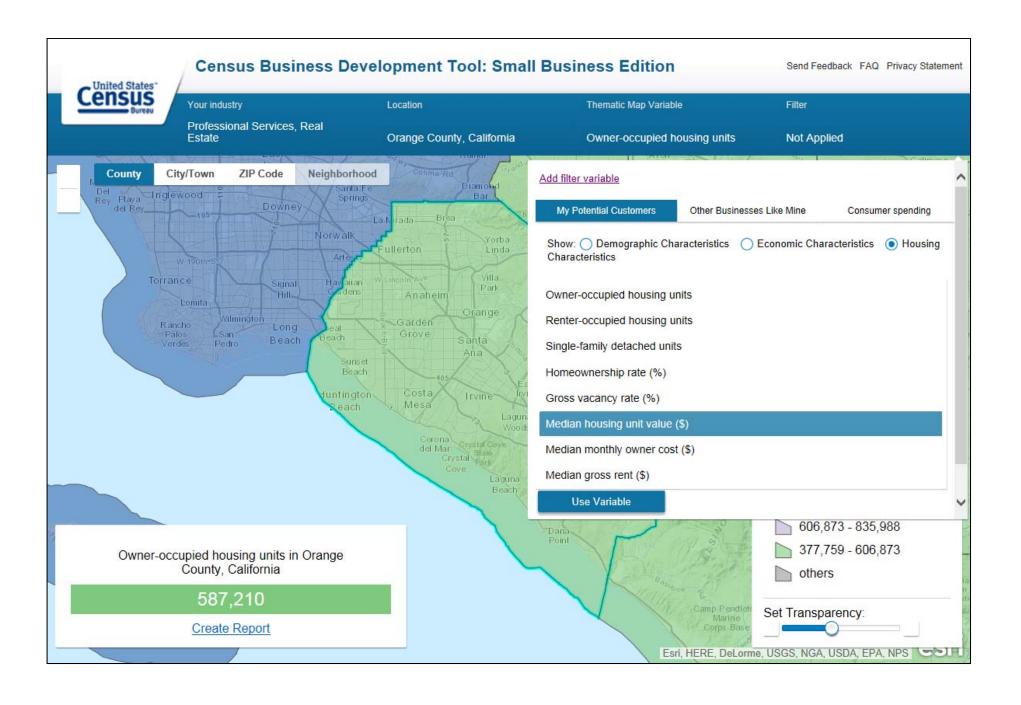


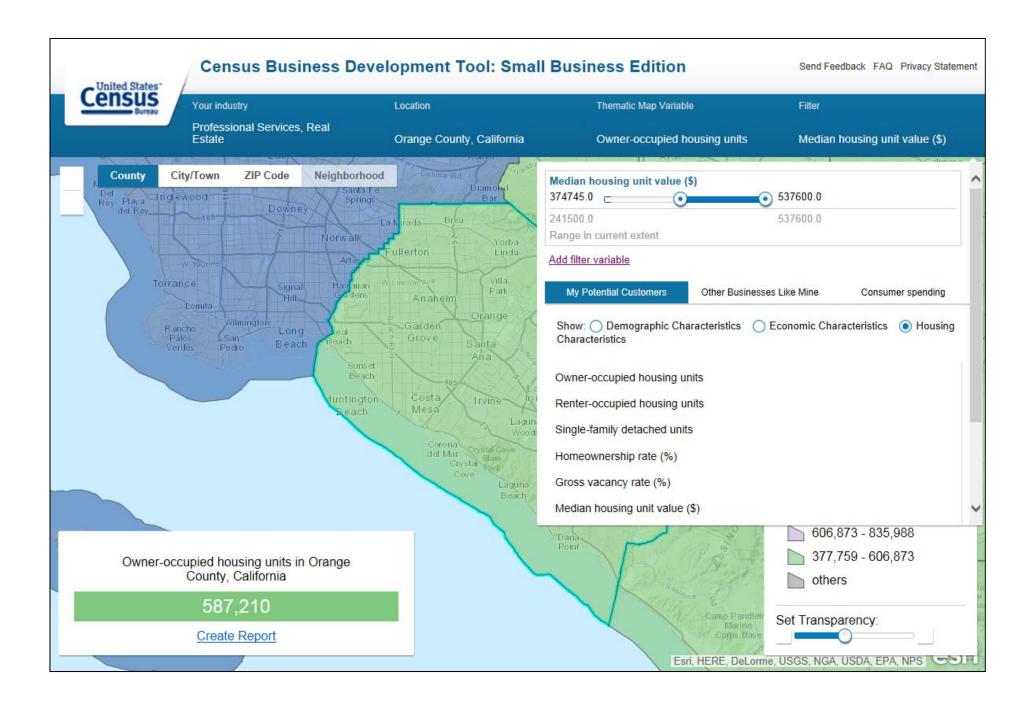


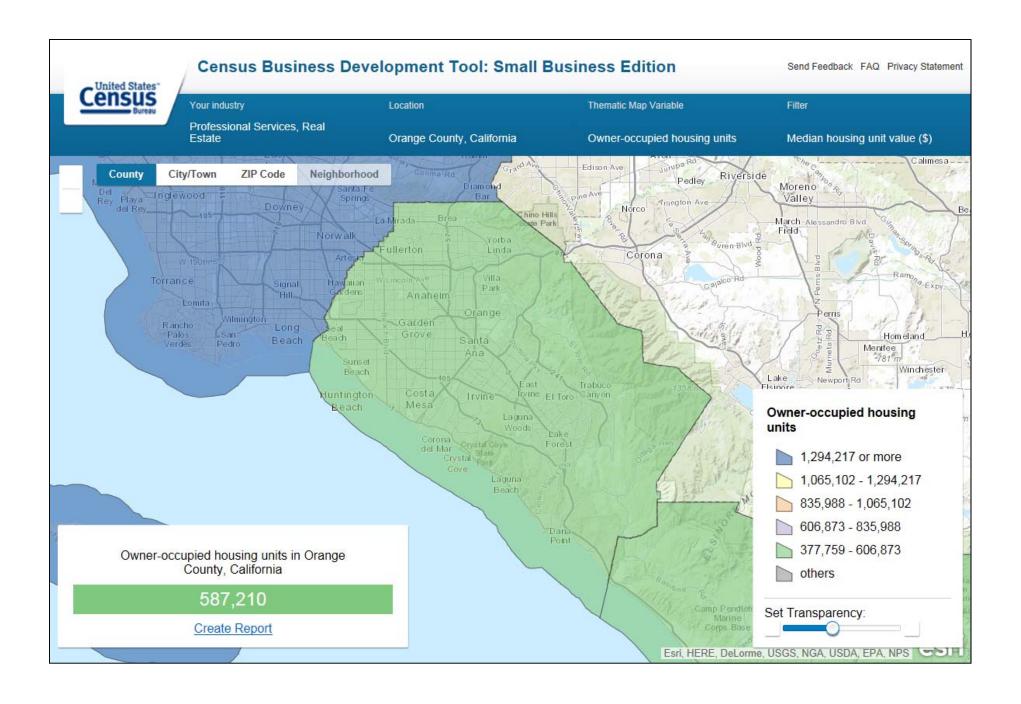


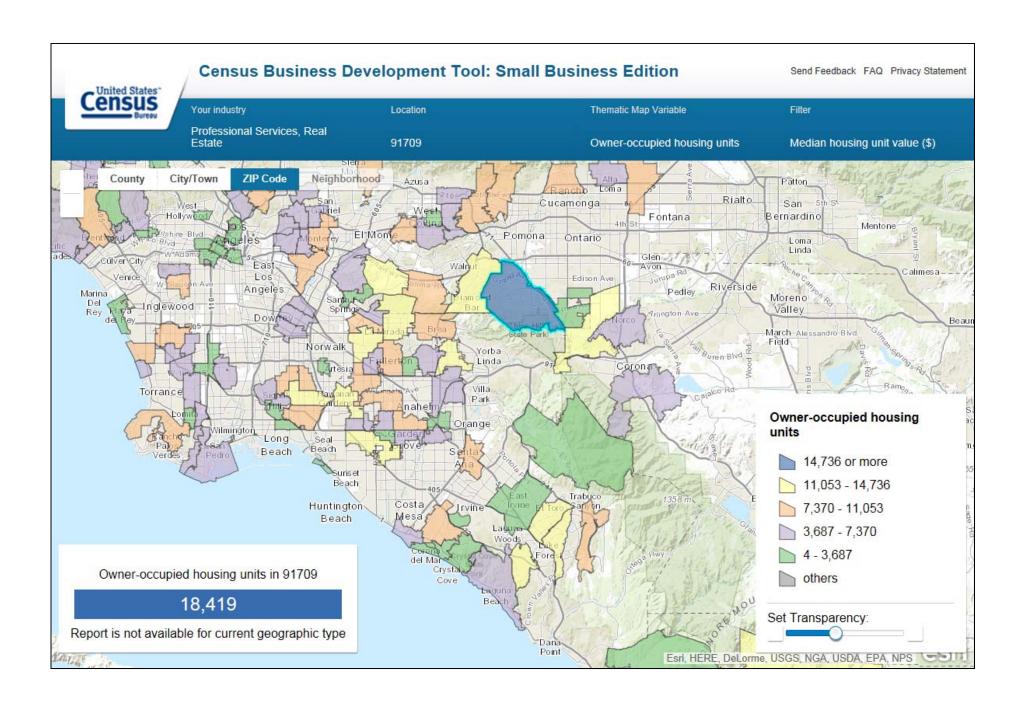


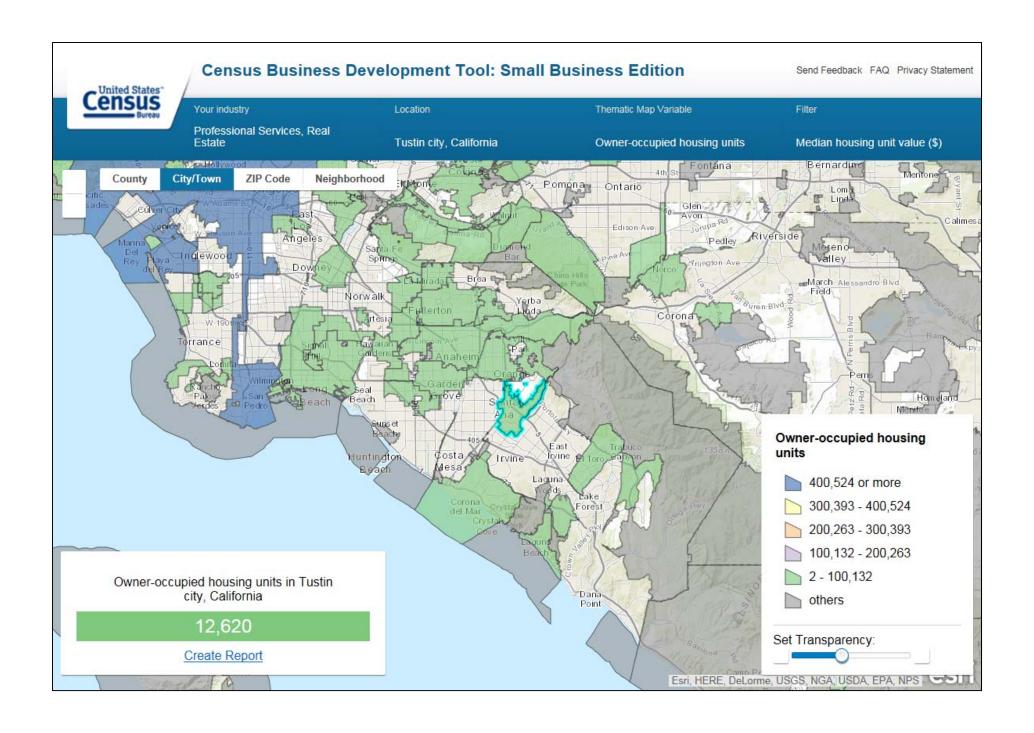














Local Business Profile of Offices of Real Estate Agents and Brokers (NAICS 53121) in Tustin city, California

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

Source: 2012 American Community Survey



