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

1. What type of business do you want to start?
   - Construction
   - Food Services
   - Healthcare
   - Personal Services
   - Professional Services
   - Retail

2. Where do you plan to open the business?
   - County, City/Town, or ZIP Code

3. Start analyzing

Don't see your type of business listed? Click here to request that your industry be added.

Take me to the Map

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

1. What type of business do you want to start?
   - Accounting
   - Consulting
   - Insurance
   - Lawyers
   - Real Estate

Don't see your type of business listed? Click here to request that your industry be added.

2. Where do you plan to open the business?
   - or County, City/Town, or ZIP Code

3. Start analyzing

Click the button below to view a map where you can browse the information about your potential customers and other businesses like yours.

Take me to the Map

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Your industry: Professional Services, Real Estate
Location: 91709
Thematic Map Variable: Owner-occupied housing units
Filter: Median housing unit value ($)

Owner-occupied housing units in 91709:
18,419

Report is not available for current geographic type.
Owner-occupied housing units in Tustin city, California

12,620

Create Report
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 Natives: 371
- Asian: 15,845
- Native Hawaiian or Pacific Islander: 360
- Some Other Race: 14,601
- Two or more Races: 1,903
- % Hispanic or Latino: 39.5%

Economic Characteristics
- 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