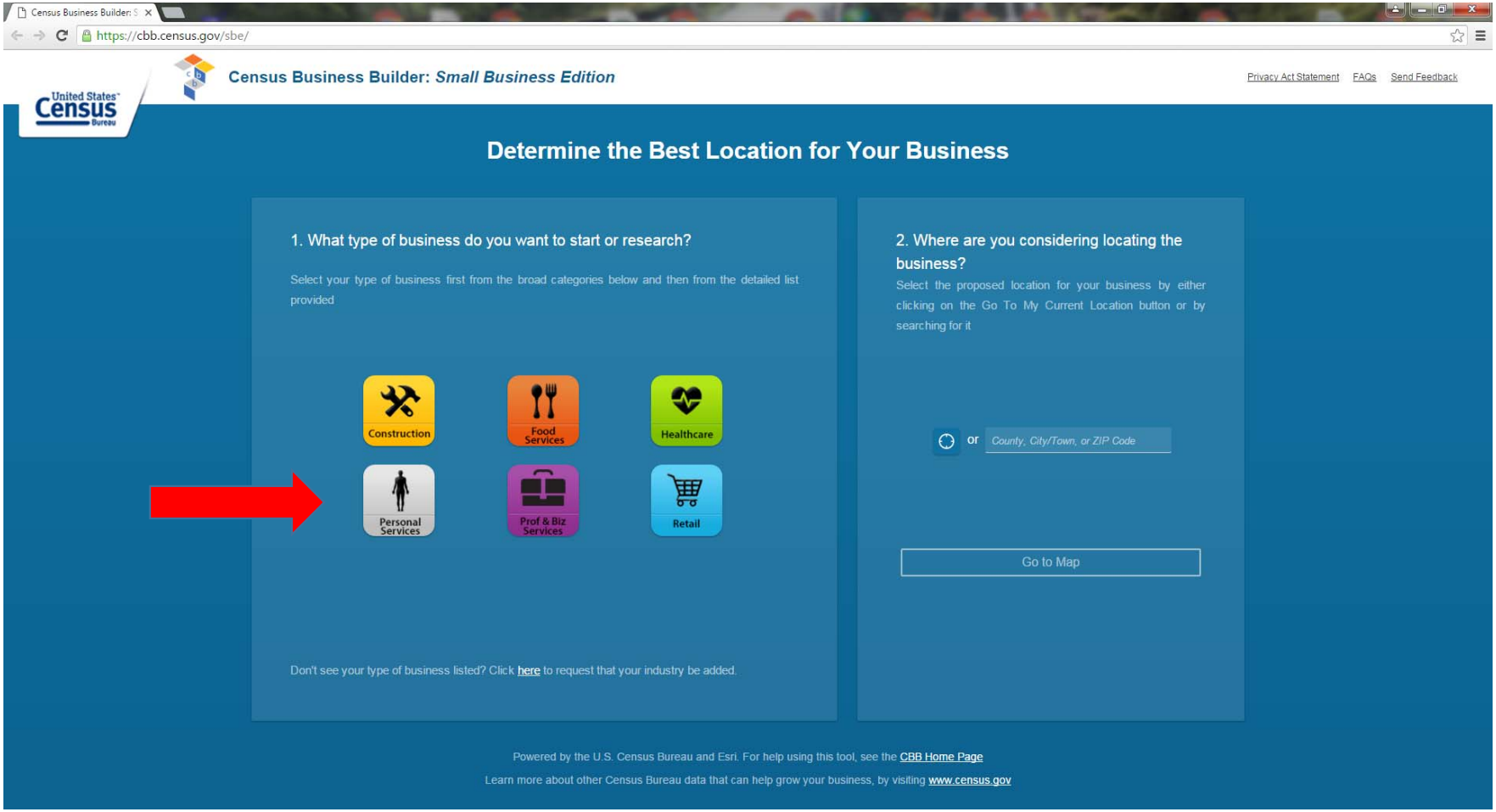
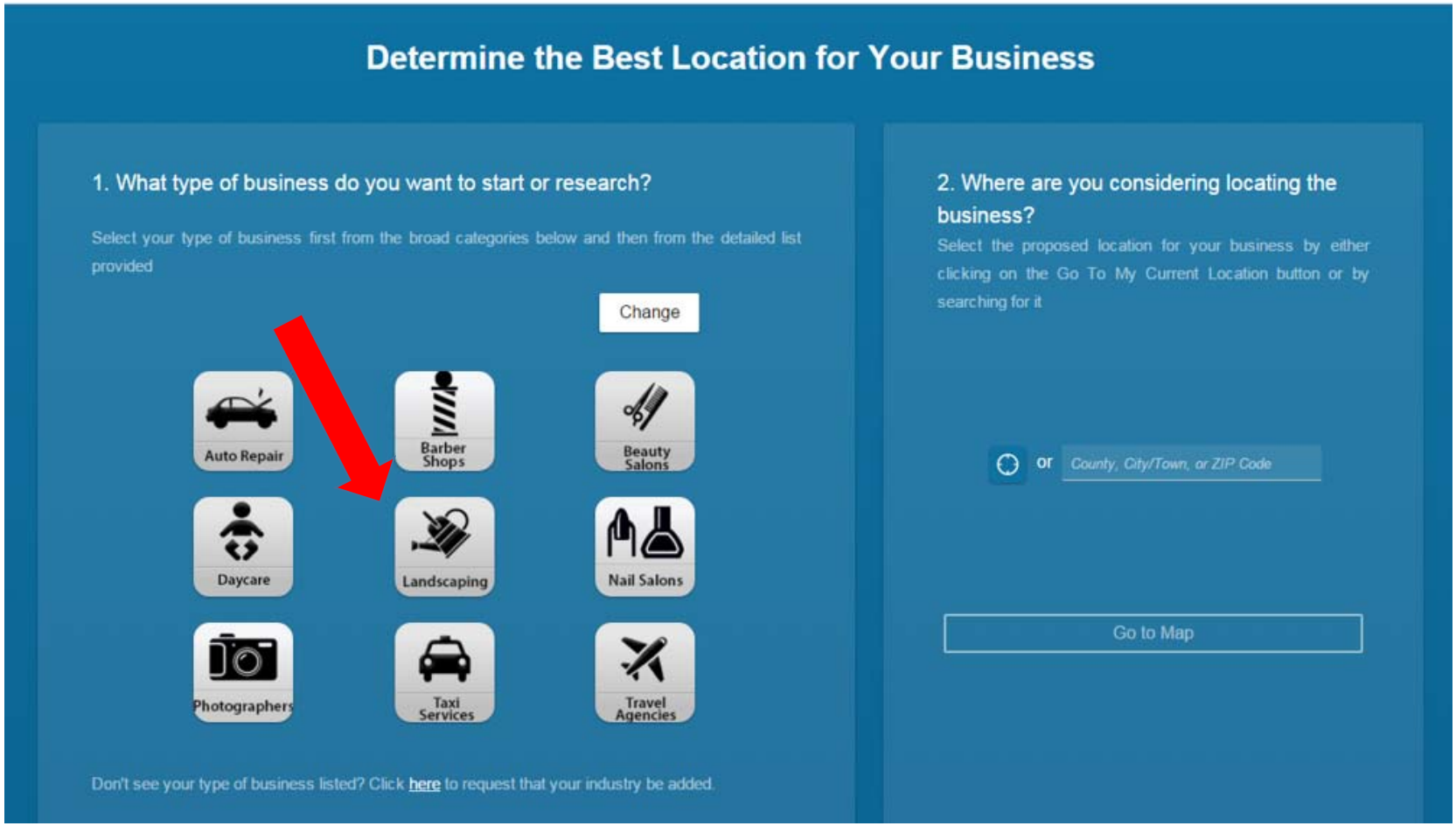
Landscaping Businesses in the Pearl City Area

Hawaii State Data Center, DBEDT
Leeward Community College
Small Business Fair
February 20, 2016

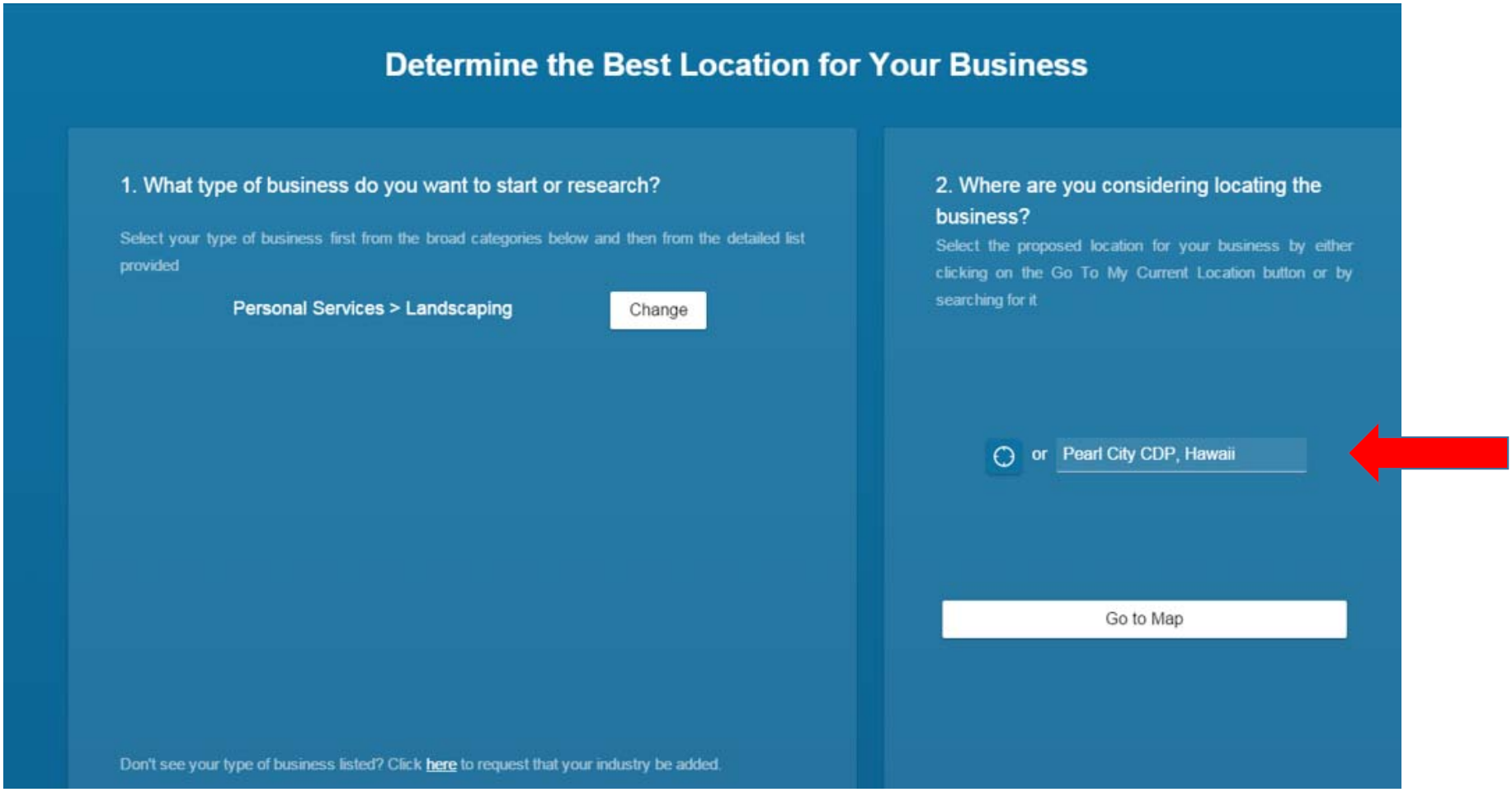
Select an Economic Sector – “Personal Services”



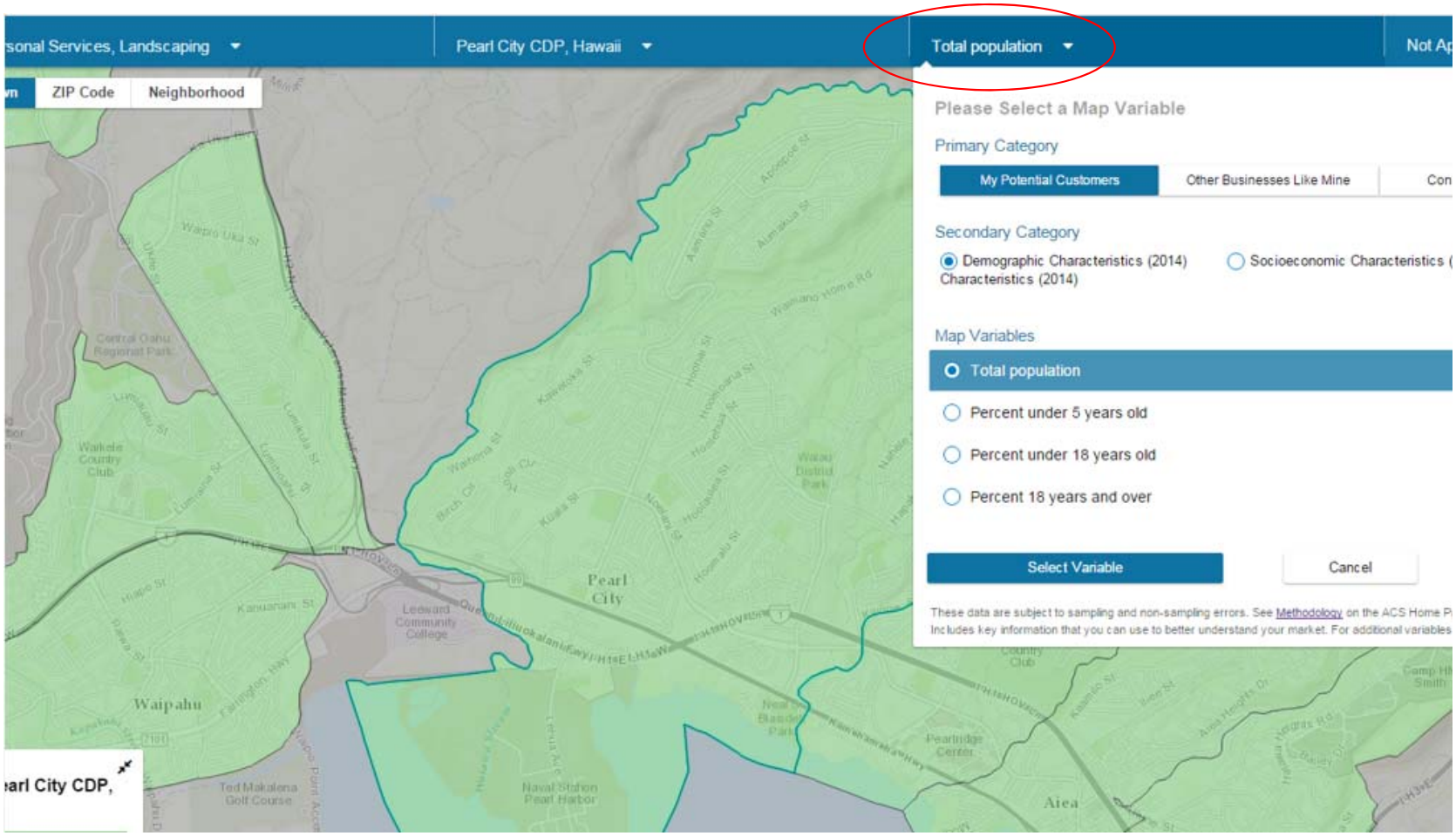
Select a Personal Service – “Landscaping”



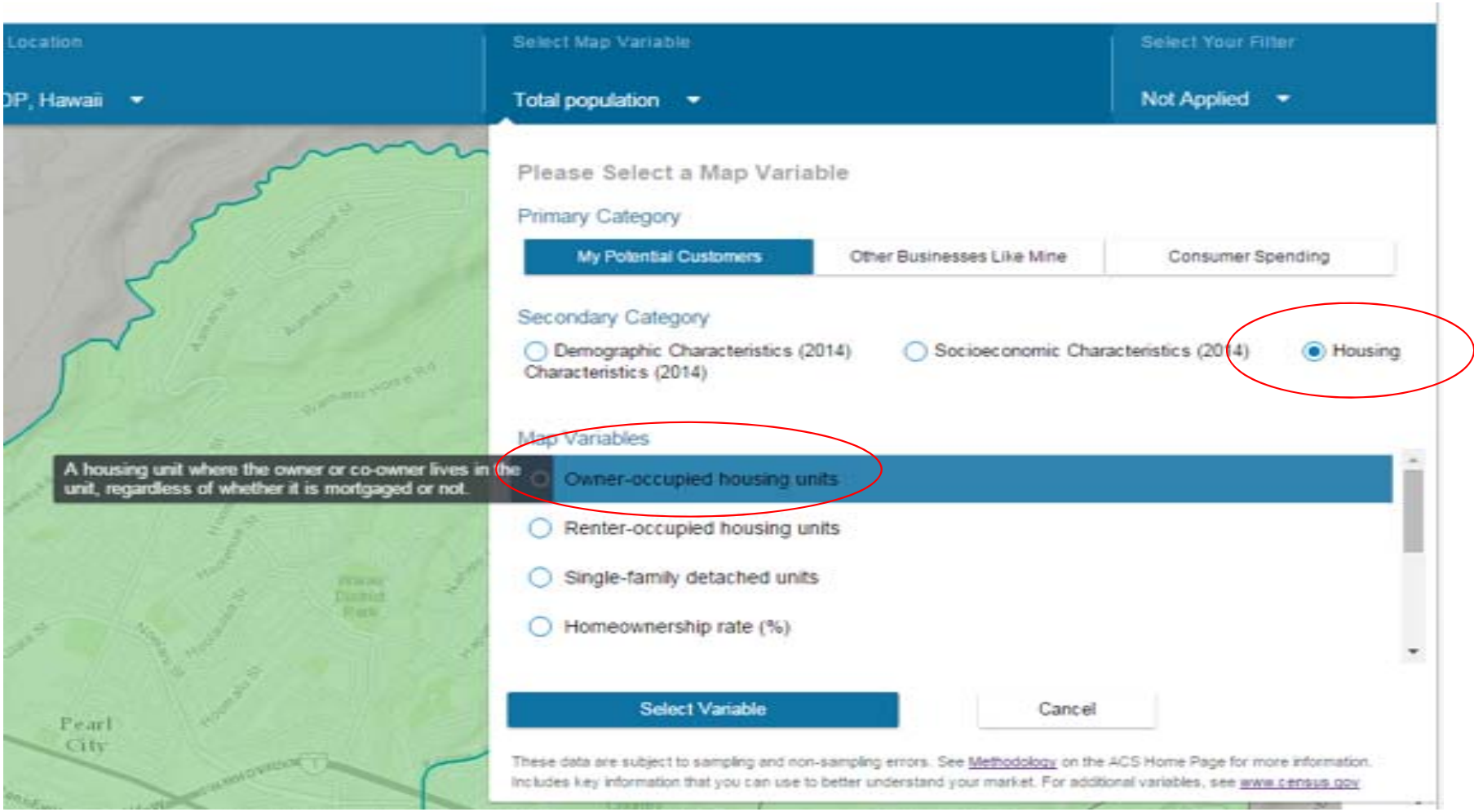
Select the Location – “Pearl City CDP”



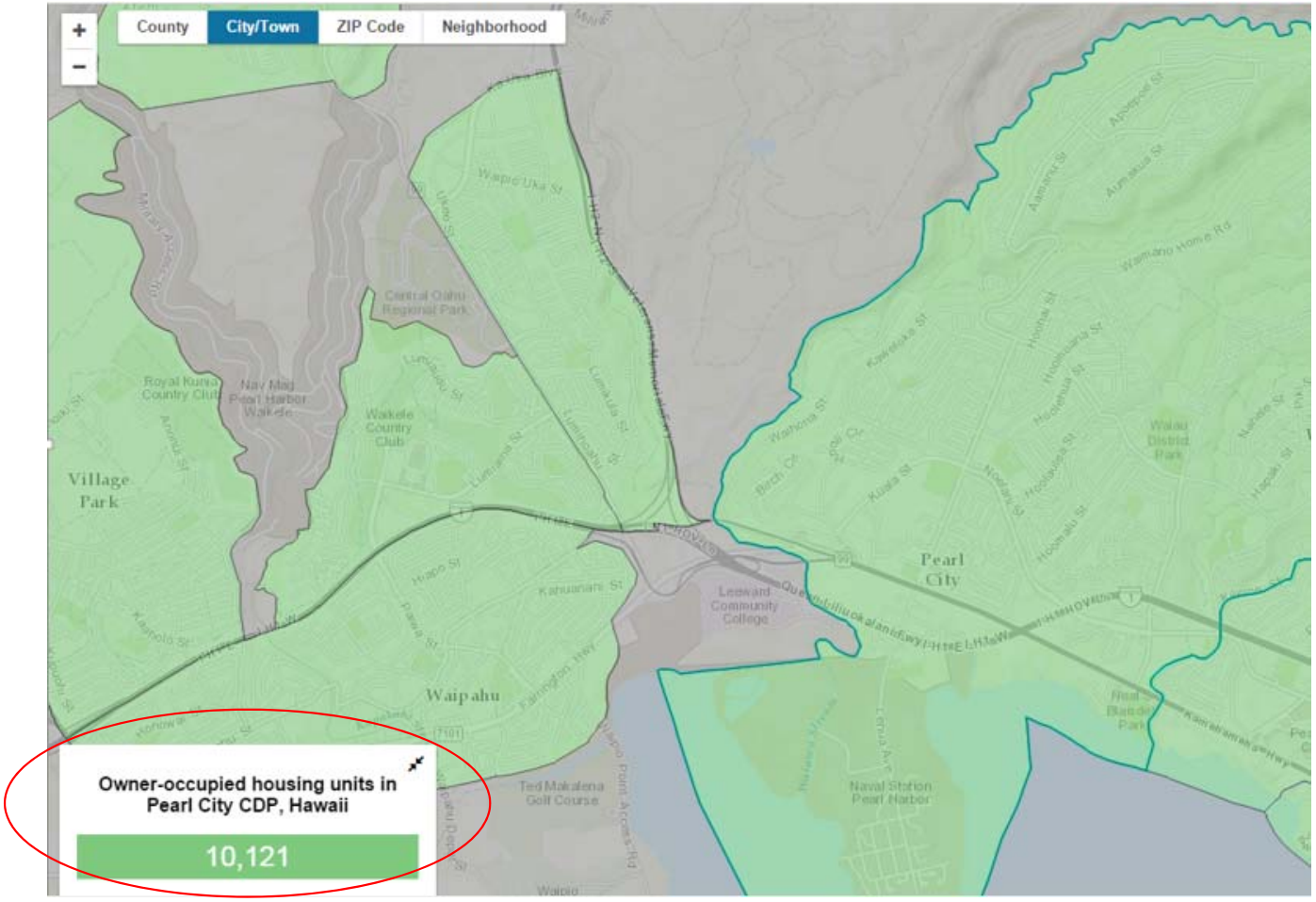
Go to Map – Select a Map Variable



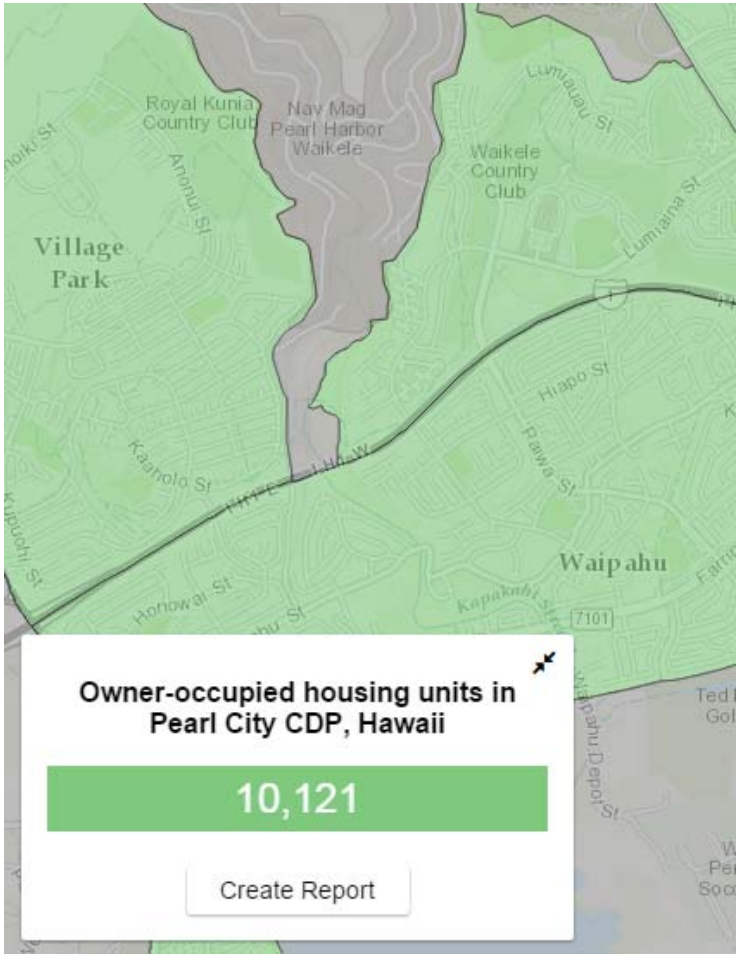
Select Map Variable – Housing



Owner-Occupied Housing Units in Pearl City



Click on “Create Report” in Lower Left Corner



Report on “Potential Customers”

Print page

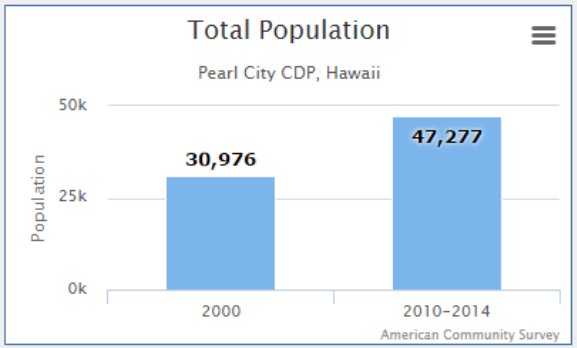
Local Business Profile of Landscaping Services (NAICS 56173) in Pearl City CDP, Hawaii

Who are my Potential Customers?

Demographic Characteristics

Total population:	47,277
Percent under 5 years old:	6.7%
Percent under 18 years old:	20.9%
Population 18 and over:	79.1%
Population 65 years old and over:	21.0%
Race Breakout	
Percent White:	14.13%
Percent Black:	1.81%
Percent American Indian or Alaska Native:	0.03%
Percent Asian:	53.34%
Percent Native Hawaiian or Pacific Islander:	6.18%
Percent Two or more races:	23.47%
Percent Some other race:	1.04%
Percent Hispanic or Latino (of any race):	9.6%

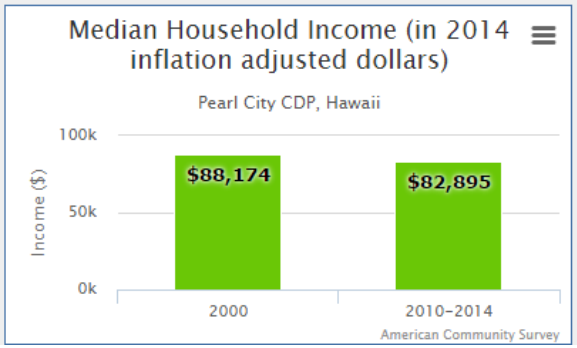
For more demographic data and margins of error, go here.



Socioeconomic Characteristics

Average household size:	3.22
Median household income:	$82,895
Population with high school degree or more:	92.9%
Population with Bachelor's degree or more:	28.3%
Population in poverty:	6.1%
Employment rate:	52.9%
Population 16 or over in labor force:	63.1%
Population with a disability:	10.9%
Population with health insurance coverage:	95.1%
Average travel time to work (mins.):	28.2

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

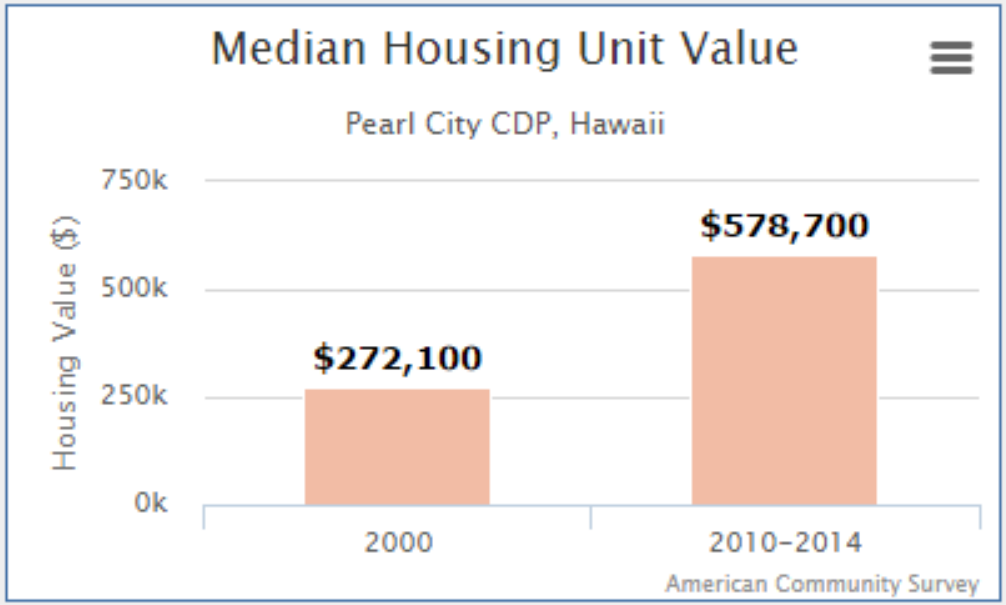


Report on “Potential Customers” – cont.

Housing Characteristics

Owner-occupied housing units:	10,121
Renter-occupied housing units:	3,883
Single-family detached housing units:	9,323
Homeownership rate:	72.3%
Vacancy rate:	2.6%
Median value of owner-occupied housing units:	$578,700
Median selected monthly owner cost:	$1,604
Median rent (housing):	$1,773
Median year structure built:	1974

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



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

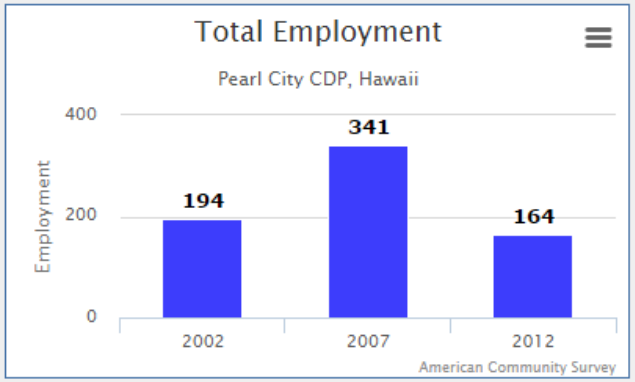
Report on “Other Businesses Like Mine”

What About Other Businesses Like Mine?

Employer Businesses

2012

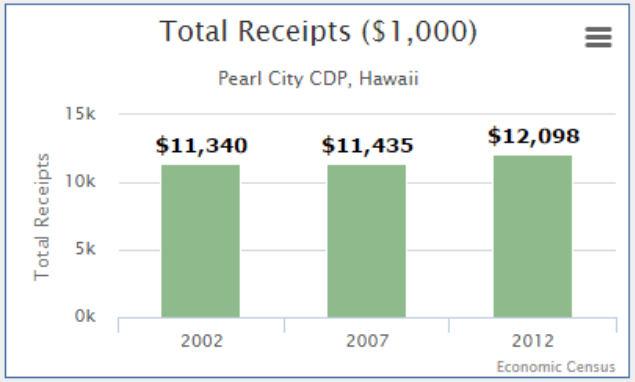
Number of Landscaping Services:	6
Total employment:	164
Total annual payroll:	$4.9M
Total receipts:	$12.1M
Average annual payroll per employee:	$30,122
Receipts per business:	$2,016,333
Receipts per employee:	$73,768



Source: 2012 Economic Census

2007

Number of Landscaping Services:	5
Total employment:	341
Total annual payroll:	$6.9M
Total receipts:	$11.4M
Average annual payroll per employee:	$20,252
Receipts per business:	$2,287,000
Receipts per employee:	$33,534



Change Your Location

Pearl City CDP, Hawaii

Select Map Variable

Total consumer expenditures ($)

Select Your Filter

Not Applied

Please Select a Map Variable

Primary Category

My Potential Customers | Other Businesses Like Mine | Consumer Spending

Secondary Category

Map Variables

- (●) Total consumer expenditures ($)
- ( ) Total consumer expenditures on Dining out (Food away from home) ($)
- ( ) Total consumer expenditures on Entertainment / Recreation ($)
- ( ) Total consumer expenditures on Financial Investments ($)

Select Variable | Cancel

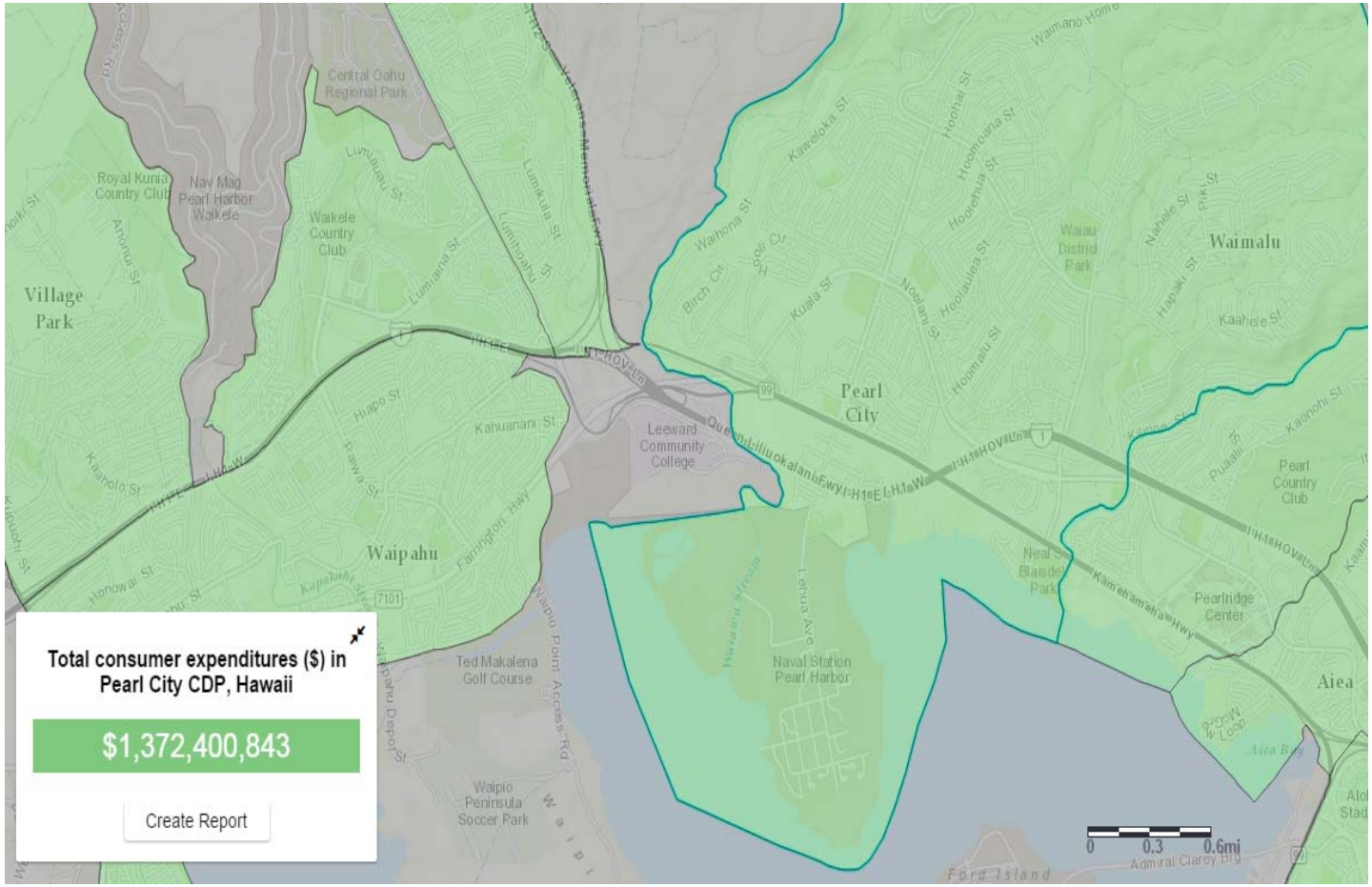
Includes key information that you can use to better understand your market. For additional variables, see www.census.gov

Total Consumer Expenditures in Pearl City CDP

Total consumer expenditures ($) in

Pearl City CDP

$1,372,400,843



research & economic analysis division

Hawaii State Data Center

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