

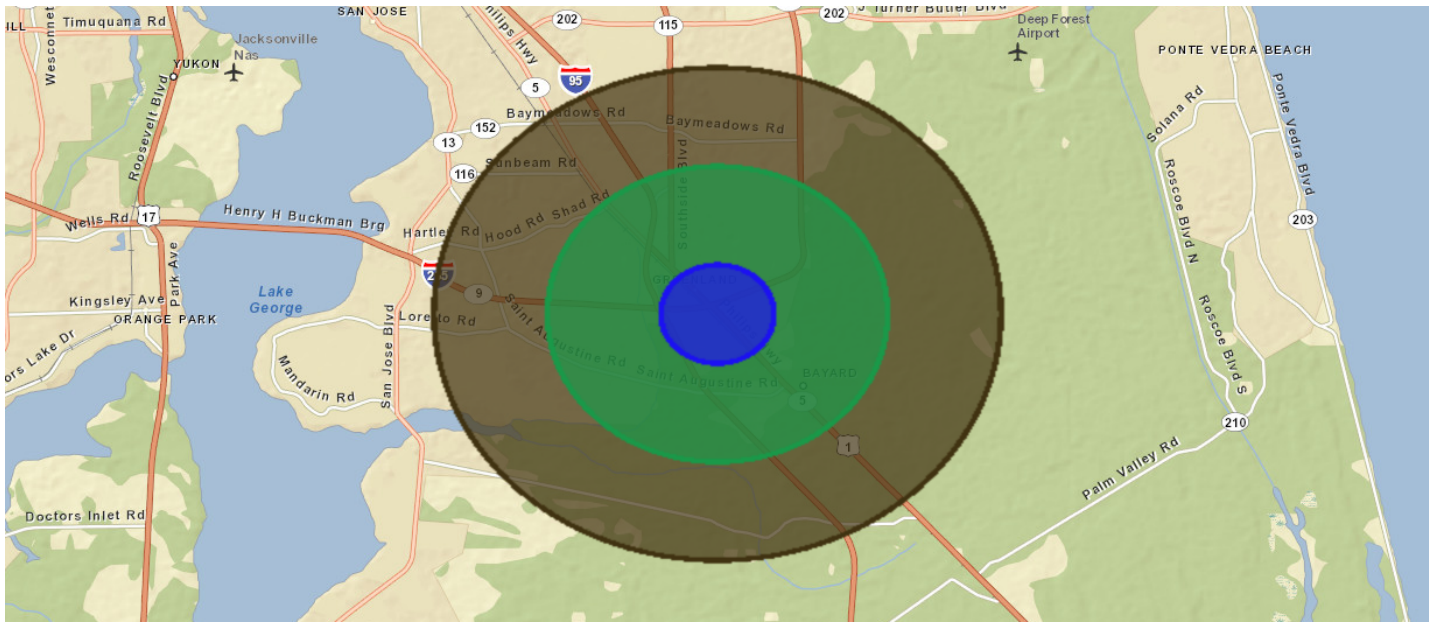


Axalta Coating Systems

Analysis Prepared For

ABC Body Shop

11340 Phillips Hwy, Jacksonville, Florida, 32256



Generated by Thomas McGarry

October 13, 2020



Income and Demographics

Ring: 1 mile radius



Summary	Census 2010	2018	2023		
Population	3,297	4,239	4,771		
Households	1,191	1,464	1,625		
Families	903	1,095	1,208		
Average Household Size	2.77	2.90	2.94		
Owner Occupied Housing Units	1,030	1,127	1,280		
Renter Occupied Housing Units	161	338	345		
Median Age	40.7	40.0	38.7		
Trends: 2018 - 2023 Annual Rate	Area	State	National		
Population	2.39%		0.83%		
Households	2.11%		0.79%		
Families	1.98%		0.71%		
Owner HHs	2.58%		1.16%		
Median Household Income	3.11%		2.50%		
Households by Income	2018		2023		
	Number	Percent	Number	Percent	
	<\$15,000	66	4.5%	54	3.3%
	\$15,000 - \$24,999	81	5.5%	68	4.2%
	\$25,000 - \$34,999	122	8.3%	109	6.7%
	\$35,000 - \$49,999	95	6.5%	90	5.5%
	\$50,000 - \$74,999	218	14.9%	216	13.3%
	\$75,000 - \$99,999	176	12.0%	188	11.6%
	\$100,000 - \$149,999	229	15.6%	289	17.8%
	\$150,000 - \$199,999	229	15.6%	284	17.5%
\$200,000+	249	17.0%	327	20.1%	
Median Household Income	\$95,518		\$111,302		
Average Household Income	\$129,495		\$150,173		
Per Capita Income	\$47,857		\$55,418		

Data Note: Median Income is the center of all reported income. Example \$20,000 low end and \$60,000 high end, Median equals \$40,000.

Data Note: Average income is all income added together, and then divided by the number of people who reported income.

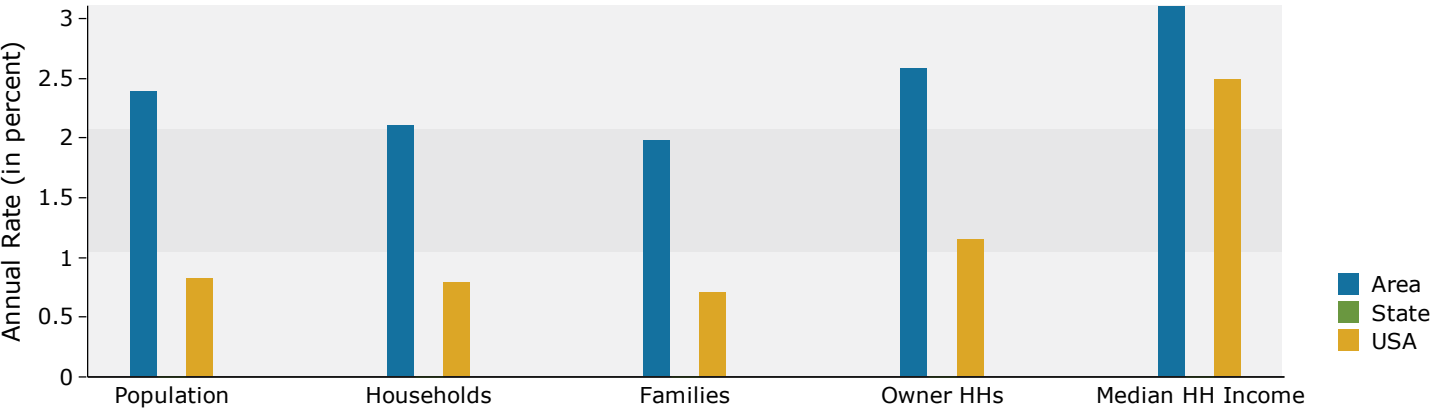
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	211	6.4%	261	6.2%	308	6.5%
5 - 9	221	6.7%	288	6.8%	330	6.9%
10 - 14	232	7.0%	306	7.2%	348	7.3%
15 - 19	188	5.7%	257	6.1%	304	6.4%
20 - 24	157	4.8%	189	4.5%	210	4.4%
25 - 34	371	11.3%	518	12.2%	604	12.7%
35 - 44	493	15.0%	584	13.8%	726	15.2%
45 - 54	554	16.8%	603	14.2%	590	12.4%
55 - 64	495	15.0%	577	13.6%	581	12.2%
65 - 74	247	7.5%	436	10.3%	475	10.0%
75 - 84	100	3.0%	171	4.0%	237	5.0%
85+	28	0.8%	47	1.1%	57	1.2%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,361	71.6%	2,869	67.7%	3,089	64.7%
Black Alone	344	10.4%	485	11.4%	566	11.9%
American Indian Alone	9	0.3%	10	0.2%	11	0.2%
Asian Alone	461	14.0%	668	15.8%	833	17.5%
Pacific Islander Alone	3	0.1%	3	0.1%	4	0.1%
Some Other Race Alone	43	1.3%	74	1.7%	100	2.1%
Two or More Races	76	2.3%	128	3.0%	169	3.5%
Hispanic Origin (Any Race)	218	6.6%	388	9.2%	539	11.3%

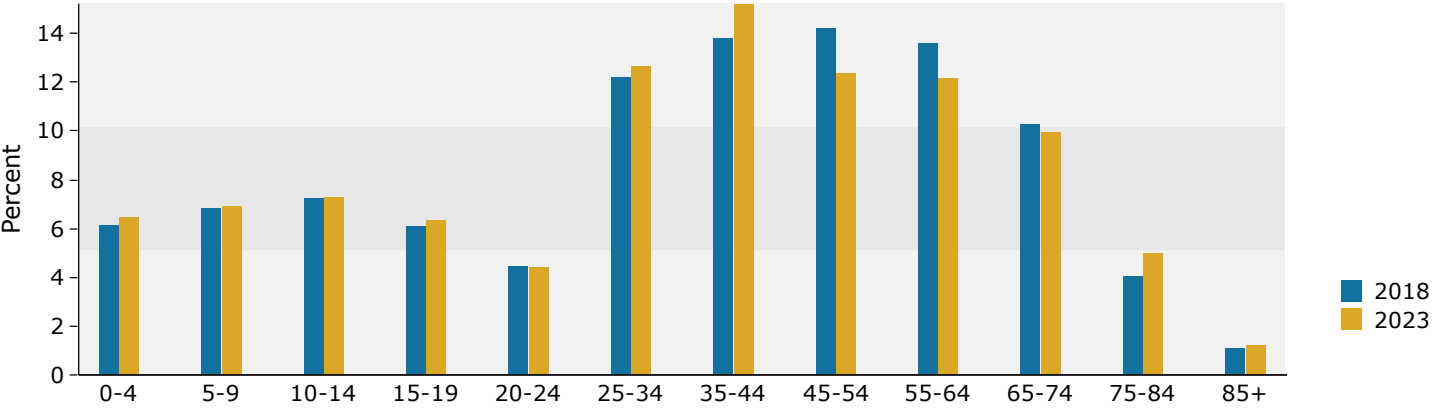
Data Note: Income is expressed in current dollars.



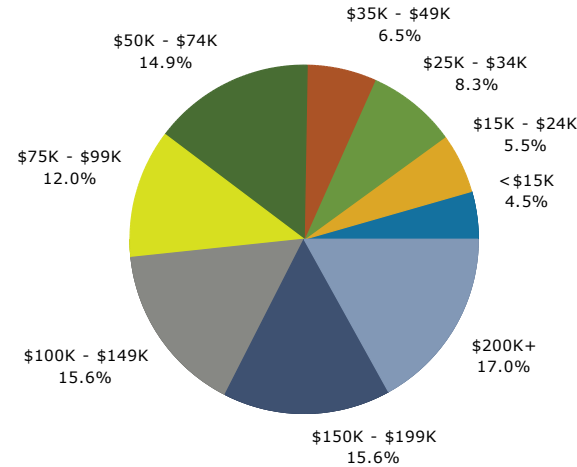
Trends 2018-2023



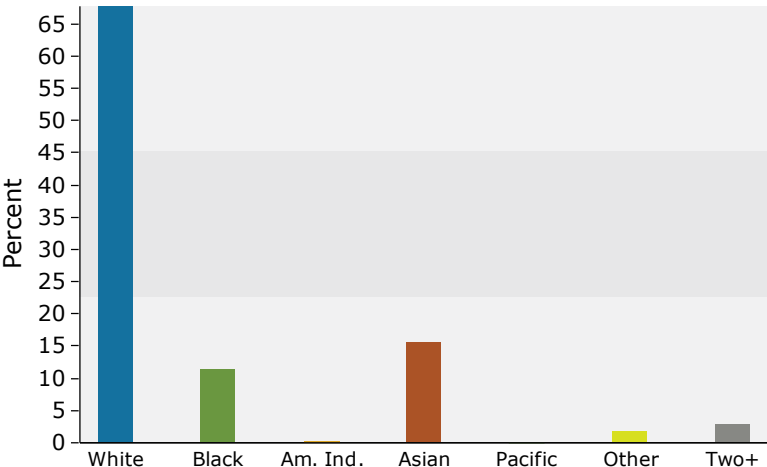
Population by Age



2018 Household Income



2018 Population by Race



2012 Percent Hispanic Origin: 9.2%

Income Variables

Households by Income	2018		2023	
	Number	Percent	Number	Percent
Household	1,464	100%	1,625	100%
<\$15,000	66	4.5%	54	3.3%
\$15,000-\$24,999	81	5.5%	68	4.2%
\$25,000-\$34,999	122	8.3%	109	6.7%
\$35,000-\$49,999	95	6.5%	90	5.5%
\$50,000-\$74,999	218	14.9%	216	13.3%
\$75,000-\$99,999	176	12.0%	188	11.6%
\$100,000-\$149,999	229	15.6%	289	17.8%
\$150,000-\$199,999	229	15.6%	284	17.5%
\$200,000+	249	17.0%	327	20.1%
Median Household Income	\$95,518		\$111,302	
Average Household Income	\$129,495		\$150,173	
Per Capita Income	\$47,857		\$55,418	

2018 Households by Disposable Income	Number	Percent
Total	1,464	100.0%
<\$15,000	79	5.4%
\$15,000-\$24,999	116	7.9%
\$25,000-\$34,999	116	7.9%
\$35,000-\$49,999	143	9.8%
\$50,000-\$74,999	248	16.9%
\$75,000-\$99,999	185	12.6%
\$100,000-\$149,999	325	22.2%
\$150,000-\$199,999	126	8.6%
\$200,000+	126	8.6%
Median Disposable Income	\$78,182	
Average Disposable Income	\$95,836	

2018 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	34	189	268	305	301	248	118
<\$15,000	2	7	5	7	18	24	17
\$15,000-\$24,999	3	11	11	12	21	32	26
\$25,000-\$34,999	4	16	14	12	18	25	26
\$35,000-\$49,999	6	27	24	23	26	23	14
\$50,000-\$74,999	9	46	50	48	45	36	14
\$75,000-\$99,999	4	27	56	40	27	27	4
\$100,000-\$149,999	5	41	76	78	72	46	8
\$150,000-\$199,999	1	7	21	41	36	14	6
\$200,000+	0	7	13	43	38	21	4
Median Disposable Income	\$53,639	\$65,911	\$86,661	\$104,012	\$94,984	\$61,730	\$30,434
Average Disposable Income	\$65,030	\$79,830	\$98,057	\$120,151	\$109,074	\$85,074	\$52,121

Data Note: Net income is after tax money.



Net Worth

2018 Households by Net Worth	Number	Percent
Total	1,464	100.0%
<\$15,000	158	10.8%
\$15,000-\$34,999	77	5.3%
\$35,000-\$49,999	48	3.3%
\$50,000-\$74,999	72	4.9%
\$75,000-\$99,999	70	4.8%
\$100,000-\$149,999	116	7.9%
\$150,000-\$249,999	186	12.7%
\$250,000-\$500,000	212	14.5%
\$500,000+	526	35.9%
Median Net Worth	\$253,857	
Average Net Worth	\$1,033,742	

Consumer Expenditures

	Spending Potential Index	Average Amount Spent	Total
Transportation - Local			
Payments on Vehicles excluding Leases	150	\$3,583.98	\$5,246,948
Gasoline and Motor Oil			
Gasoline	145	\$3,364.70	\$4,925,915
Diesel Fuel	150	\$79.01	\$115,665
Motor Oil	136	\$22.29	\$32,637
Other Vehicle Expenses			
Vehicle Maintenance & Repairs	149	\$1,603.51	\$2,347,537
Vehicle Coolant/Brake/Transmission Fluids	131	\$11.22	\$16,427
Tire Purchase/Replacement	146	\$243.30	\$356,185
Vehicle Parts/Equipment/Accessories	137	\$87.21	\$127,681
Vehicle Accessories including Labor	160	\$17.25	\$25,250
Vehicle Cleaning Services including Car Washes	156	\$40.36	\$59,080
Miscellaneous Auto Repair/Service	153	\$175.56	\$257,026
Vehicle Body Work & Painting	156	\$60.19	\$88,122
Vehicle or Engine Repairs	151	\$371.76	\$544,253
Vehicle Motor Tune-up	156	\$79.66	\$116,616
Lube/Oil Change & Oil Filters	146	\$166.67	\$244,002
Vehicle Front End Alignment/Wheel Balance & Rotation	149	\$46.86	\$68,609
Vehicle Shock Absorber Replacement	157	\$26.22	\$38,379
Tire Repair and Other Repair Work	148	\$215.72	\$315,811
Auto Repair Service Policy	145	\$61.54	\$90,096
Vehicle Insurance	145	\$1,832.88	\$2,683,337
Rental of Vehicles excluding Trips	150	\$82.85	\$121,299
Leased Vehicles	154	\$585.14	\$856,639
Basic Lease Charge for Cars/Trucks	155	\$531.23	\$777,716
Car/Truck Lease Fees & Down Payments	143	\$53.91	\$78,923
Vehicle Pers Property Taxes/State & Local Registr Fees	148	\$269.71	\$394,858
Driver`s License Fees	135	\$15.88	\$23,248
Vehicle Inspection Fees	154	\$23.90	\$34,996
Parking Fees & Tolls excluding Trips	156	\$166.93	\$244,382
Parking Fees excluding Residence (Not on Trips)	149	\$83.08	\$121,635
Tolls/Electronic Toll Passes excluding Trips	162	\$83.84	\$122,747
Towing Charges	123	\$8.26	\$12,097
Auto Service Clubs & GPS Services	151	\$51.56	\$75,487

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2012 and 2017; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Tapestry Segmentation

Ring: 1 mile radius

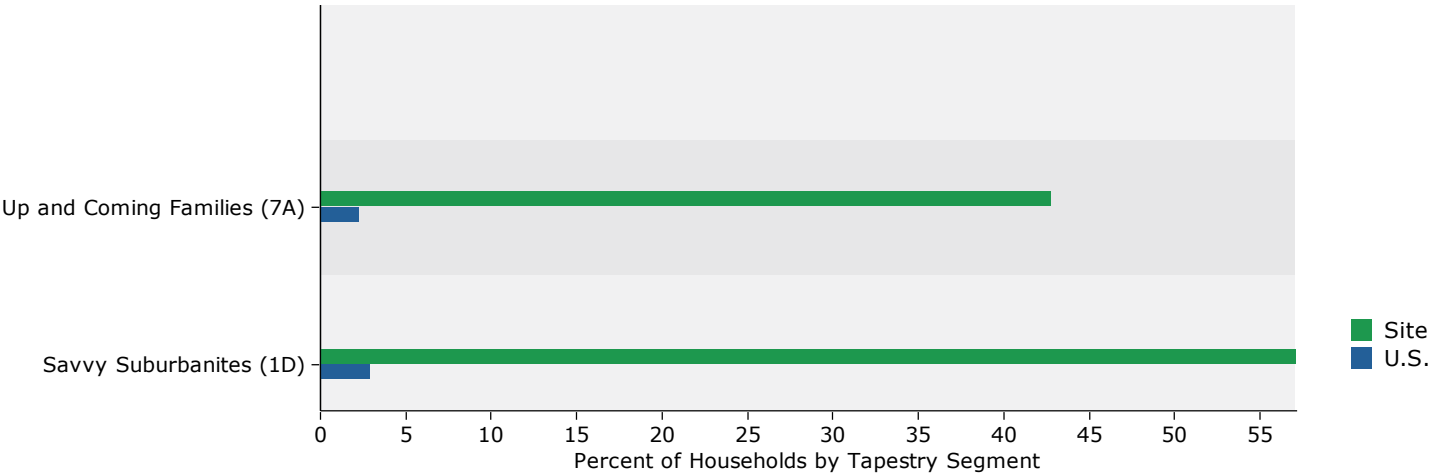


Tapestry descriptions can be found [here](#)

Top Three Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Savvy Suburbanites (1D)	57.2%	57.2%	3.0%	3.0%	1922
2	Up and Coming Families (7A)	42.8%	100.0%	2.4%	5.4%	1,818
Subtotal		100.0%		5.4%		
Total		100.0%		5.3%		1876

Top Three Tapestry Segments Site vs. U.S.





Income and Demographics

Ring: 3 mile radius



Summary	Census 2010	2018	2023		
Population	30,090	36,334	40,013		
Households	11,698	13,994	15,362		
Families	8,148	9,647	10,557		
Average Household Size	2.56	2.58	2.59		
Owner Occupied Housing Units	8,502	9,778	11,022		
Renter Occupied Housing Units	3,196	4,216	4,340		
Median Age	36.9	37.9	38.3		
Trends: 2018 - 2023 Annual Rate	Area	State	National		
Population	1.95%		0.83%		
Households	1.88%		0.79%		
Families	1.82%		0.71%		
Owner HHs	2.42%		1.16%		
Median Household Income	2.19%		2.50%		
Households by Income	2018		2023		
	Number	Percent	Number	Percent	
	<\$15,000	811	5.8%	670	4.4%
	\$15,000 - \$24,999	635	4.5%	531	3.5%
	\$25,000 - \$34,999	1,132	8.1%	1,014	6.6%
	\$35,000 - \$49,999	1,327	9.5%	1,274	8.3%
	\$50,000 - \$74,999	2,719	19.4%	2,803	18.2%
	\$75,000 - \$99,999	2,225	15.9%	2,475	16.1%
	\$100,000 - \$149,999	2,781	19.9%	3,424	22.3%
	\$150,000 - \$199,999	1,336	9.5%	1,724	11.2%
\$200,000+	1,028	7.3%	1,448	9.4%	
Median Household Income	\$78,184		\$87,148		
Average Household Income	\$98,609		\$114,802		
Per Capita Income	\$38,692		\$44,959		

Data Note: Median Income is the center of all reported income. Example \$20,000 low end and \$60,000 high end, Median equals \$40,000.

Data Note: Average income is all income added together, and then divided by the number of people who reported income.



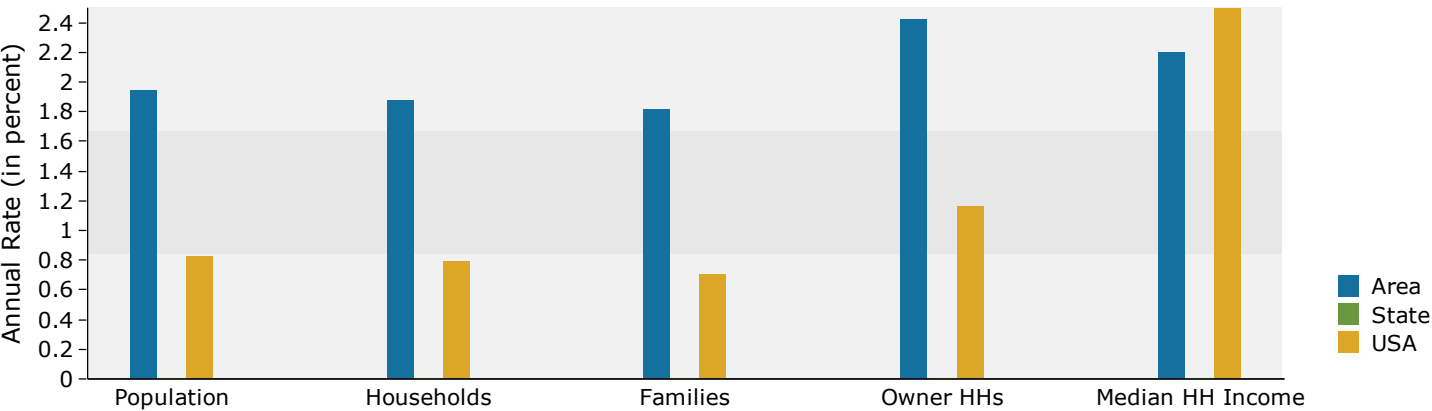
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,935	6.4%	2,161	5.9%	2,415	6.0%
5 - 9	1,949	6.5%	2,260	6.2%	2,408	6.0%
10 - 14	2,014	6.7%	2,341	6.4%	2,528	6.3%
15 - 19	1,790	5.9%	2,109	5.8%	2,341	5.9%
20 - 24	1,801	6.0%	2,048	5.6%	2,139	5.3%
25 - 34	4,669	15.5%	5,615	15.5%	6,008	15.0%
35 - 44	4,775	15.9%	5,297	14.6%	6,259	15.6%
45 - 54	4,821	16.0%	5,263	14.5%	5,182	13.0%
55 - 64	3,759	12.5%	4,708	13.0%	4,995	12.5%
65 - 74	1,544	5.1%	3,049	8.4%	3,640	9.1%
75 - 84	678	2.3%	1,045	2.9%	1,611	4.0%
85+	355	1.2%	437	1.2%	489	1.2%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	22,645	75.3%	26,120	71.9%	27,709	69.3%
Black Alone	2,895	9.6%	3,794	10.4%	4,333	10.8%
American Indian Alone	85	0.3%	101	0.3%	110	0.3%
Asian Alone	3,213	10.7%	4,390	12.1%	5,363	13.4%
Pacific Islander Alone	26	0.1%	31	0.1%	37	0.1%
Some Other Race Alone	414	1.4%	650	1.8%	858	2.1%
Two or More Races	814	2.7%	1,248	3.4%	1,602	4.0%
Hispanic Origin (Any Race)	2,192	7.3%	3,577	9.8%	4,842	12.1%

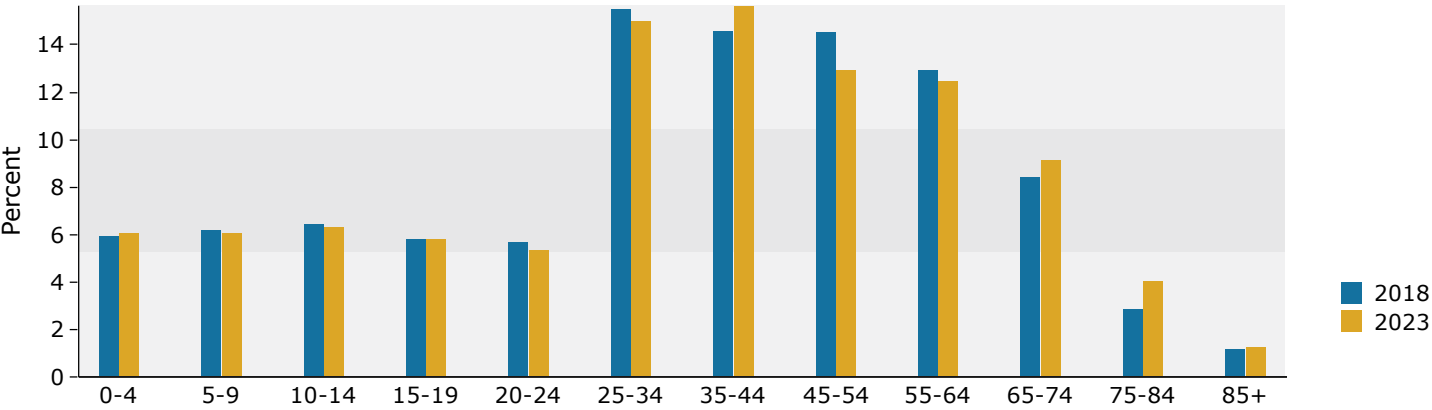
Data Note: Income is expressed in current dollars.



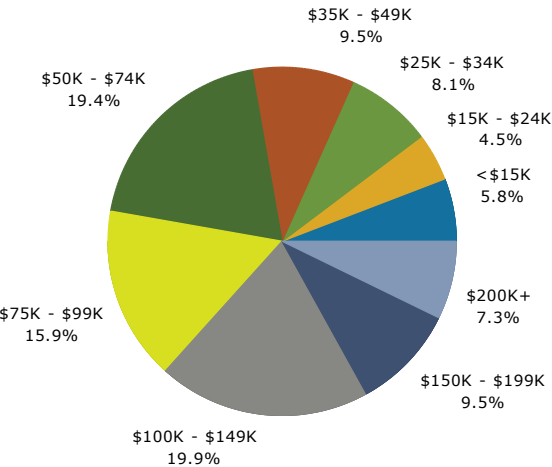
Trends 2018-2023



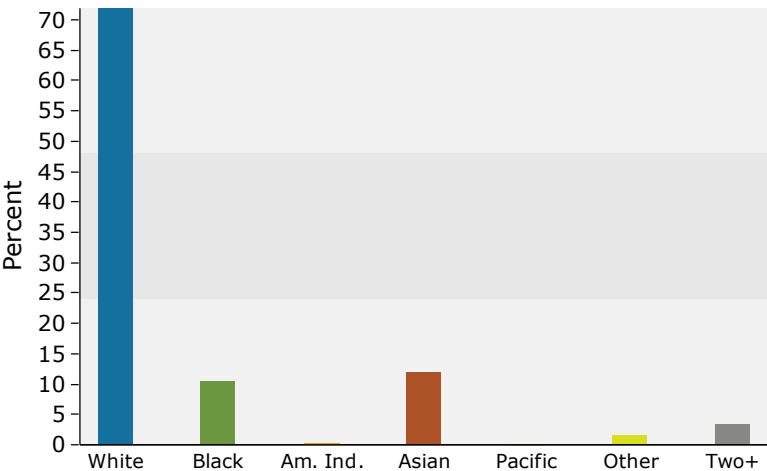
Population by Age



2018 Household Income



2018 Population by Race



2012 Percent Hispanic Origin: 9.8%

Income Variables

Households by Income	2018		2023	
	Number	Percent	Number	Percent
Household	13,994	100%	15,362	100%
<\$15,000	811	5.8%	670	4.4%
\$15,000-\$24,999	635	4.5%	531	3.5%
\$25,000-\$34,999	1,132	8.1%	1,014	6.6%
\$35,000-\$49,999	1,327	9.5%	1,274	8.3%
\$50,000-\$74,999	2,719	19.4%	2,803	18.2%
\$75,000-\$99,999	2,225	15.9%	2,475	16.1%
\$100,000-\$149,999	2,781	19.9%	3,424	22.3%
\$150,000-\$199,999	1,336	9.5%	1,724	11.2%
\$200,000+	1,028	7.3%	1,448	9.4%
Median Household Income	\$78,184		\$87,148	
Average Household Income	\$98,609		\$114,802	
Per Capita Income	\$38,692		\$44,959	

2018 Households by Disposable Income	Number	Percent
Total	13,994	100.0%
<\$15,000	906	6.5%
\$15,000-\$24,999	975	7.0%
\$25,000-\$34,999	1,273	9.1%
\$35,000-\$49,999	1,902	13.6%
\$50,000-\$74,999	3,087	22.1%
\$75,000-\$99,999	2,267	16.2%
\$100,000-\$149,999	2,500	17.9%
\$150,000-\$199,999	567	4.1%
\$200,000+	516	3.7%
Median Disposable Income	\$63,196	
Average Disposable Income	\$77,376	

2018 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	561	2,549	2,836	2,901	2,656	1,727	764
<\$15,000	57	128	107	118	220	167	109
\$15,000-\$24,999	58	201	128	125	164	180	119
\$25,000-\$34,999	80	296	247	152	195	155	149
\$35,000-\$49,999	103	488	364	287	303	212	145
\$50,000-\$74,999	149	674	622	588	547	374	132
\$75,000-\$99,999	55	328	671	543	386	248	36
\$100,000-\$149,999	50	349	532	685	566	270	47
\$150,000-\$199,999	7	42	103	209	139	48	19
\$200,000+	3	42	63	193	136	72	8
Median Disposable Income	\$46,733	\$53,952	\$72,171	\$81,498	\$68,751	\$57,512	\$35,347
Average Disposable Income	\$54,402	\$65,196	\$79,220	\$95,592	\$83,850	\$72,289	\$47,867

Data Note: Net income is after tax money.



Net Worth

2018 Households by Net Worth	Number	Percent
Total	13,994	100.0%
<\$15,000	2,592	18.5%
\$15,000-\$34,999	1,068	7.6%
\$35,000-\$49,999	551	3.9%
\$50,000-\$74,999	762	5.4%
\$75,000-\$99,999	784	5.6%
\$100,000-\$149,999	1,130	8.1%
\$150,000-\$249,999	1,574	11.2%
\$250,000-\$500,000	2,023	14.5%
\$500,000+	3,511	25.1%
Median Net Worth	\$154,874	
Average Net Worth	\$748,527	

Consumer Expenditures

	Spending Potential Index	Average Amount Spent	Total
Transportation - Local			
Payments on Vehicles excluding Leases	119	\$2,849.43	\$39,874,925
Gasoline and Motor Oil			
Gasoline	116	\$2,704.66	\$37,848,964
Diesel Fuel	116	\$61.30	\$857,807
Motor Oil	112	\$18.37	\$257,003
Other Vehicle Expenses			
Vehicle Maintenance & Repairs	117	\$1,256.17	\$17,578,870
Vehicle Coolant/Brake/Transmission Fluids	109	\$9.34	\$130,715
Tire Purchase/Replacement	113	\$187.93	\$2,629,947
Vehicle Parts/Equipment/Accessories	114	\$72.85	\$1,019,495
Vehicle Accessories including Labor	122	\$13.20	\$184,764
Vehicle Cleaning Services including Car Washes	122	\$31.75	\$444,314
Miscellaneous Auto Repair/Service	119	\$136.19	\$1,905,869
Vehicle Body Work & Painting	119	\$46.07	\$644,650
Vehicle or Engine Repairs	119	\$291.38	\$4,077,620
Vehicle Motor Tune-up	119	\$60.87	\$851,746
Lube/Oil Change & Oil Filters	117	\$133.83	\$1,872,881
Vehicle Front End Alignment/Wheel Balance & Rotation	113	\$35.60	\$498,136
Vehicle Shock Absorber Replacement	116	\$19.26	\$269,593
Tire Repair and Other Repair Work	117	\$170.10	\$2,380,425
Auto Repair Service Policy	112	\$47.79	\$668,714
Vehicle Insurance	115	\$1,447.77	\$20,260,029
Rental of Vehicles excluding Trips	122	\$66.95	\$936,909
Leased Vehicles	115	\$438.02	\$6,129,608
Basic Lease Charge for Cars/Trucks	116	\$397.37	\$5,560,788
Car/Truck Lease Fees & Down Payments	107	\$40.65	\$568,820
Vehicle Pers Property Taxes/State & Local Registr Fees	115	\$210.54	\$2,946,252
Driver`s License Fees	112	\$13.20	\$184,735
Vehicle Inspection Fees	109	\$16.93	\$236,874
Parking Fees & Tolls excluding Trips	114	\$122.17	\$1,709,609
Parking Fees excluding Residence (Not on Trips)	114	\$63.47	\$888,175
Tolls/Electronic Toll Passes excluding Trips	114	\$58.70	\$821,434
Towing Charges	114	\$7.61	\$106,551
Auto Service Clubs & GPS Services	110	\$37.47	\$524,332

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2012 and 2017; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Tapestry Segmentation

Ring: 3 mile radius

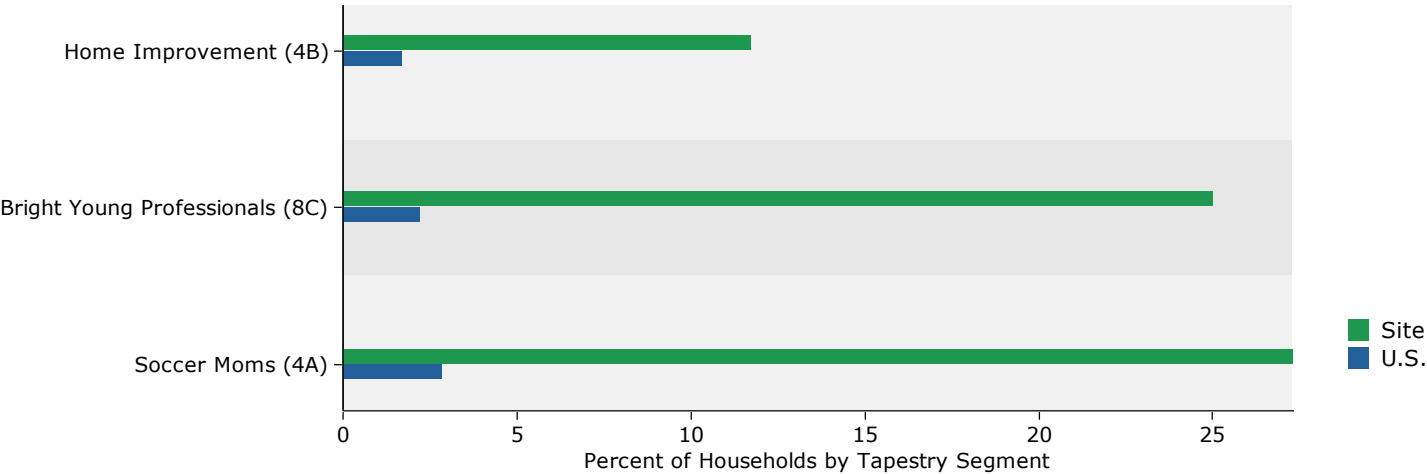


Tapestry descriptions can be found [here](#)

Top Three Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Soccer Moms (4A)	27.3%	27.3%	2.9%	2.9%	951
2	Bright Young Professionals (8C)	25.0%	52.3%	2.2%	5.1%	1,121
3	Home Improvement (4B)	11.7%	64.0%	1.7%	6.8%	683
Subtotal		84.1%		11.2%		
Total		64.1%		6.8%		939

Top Three Tapestry Segments Site vs. U.S.



Income and Demographics

Ring: 5 mile radius



Summary	Census 2010	2018	2023		
Population	98,613	117,555	129,616		
Households	40,593	47,739	52,292		
Families	25,693	30,287	33,245		
Average Household Size	2.42	2.45	2.47		
Owner Occupied Housing Units	25,092	28,072	31,967		
Renter Occupied Housing Units	15,501	19,667	20,324		
Median Age	35.7	37.0	37.0		
Trends: 2018 - 2023 Annual Rate	Area	State	National		
Population	1.97%	1.41%	0.83%		
Households	1.84%	1.36%	0.79%		
Families	1.88%	1.30%	0.71%		
Owner HHs	2.63%	1.91%	1.16%		
Median Household Income	2.98%	2.52%	2.50%		
Households by Income	2018		2023		
	Number	Percent	Number	Percent	
	<\$15,000	2,977	6.2%	2,425	4.6%
	\$15,000 - \$24,999	3,179	6.7%	2,639	5.0%
	\$25,000 - \$34,999	4,108	8.6%	3,647	7.0%
	\$35,000 - \$49,999	5,869	12.3%	5,677	10.9%
	\$50,000 - \$74,999	9,093	19.0%	9,532	18.2%
	\$75,000 - \$99,999	6,635	13.9%	7,467	14.3%
	\$100,000 - \$149,999	8,813	18.5%	11,060	21.2%
	\$150,000 - \$199,999	3,865	8.1%	5,148	9.8%
	\$200,000+	3,201	6.7%	4,696	9.0%
Median Household Income	\$69,936		\$80,999		
Average Household Income	\$92,072		\$109,127		
Per Capita Income	\$37,772		\$44,447		

Data Note: Median Income is the center of all reported income. Example \$20,000 low end and \$60,000 high end, Median equals \$40,000.

Data Note: Average income is all income added together, and then divided by the number of people who reported income.



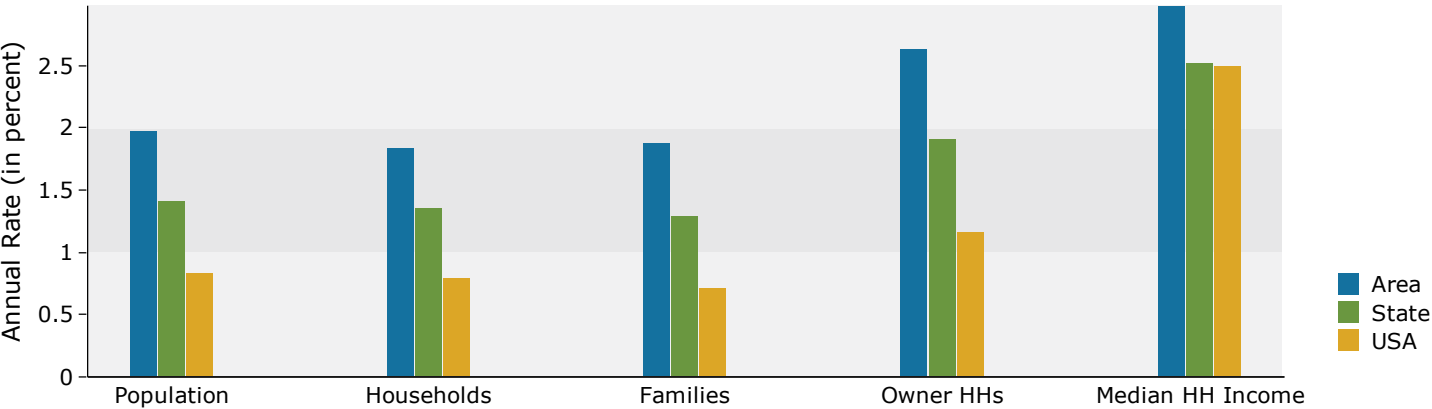
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,545	6.6%	7,240	6.2%	8,152	6.3%
5 - 9	6,368	6.5%	7,629	6.5%	8,208	6.3%
10 - 14	6,466	6.6%	7,666	6.5%	8,448	6.5%
15 - 19	5,711	5.8%	6,723	5.7%	7,584	5.9%
20 - 24	6,831	6.9%	7,170	6.1%	7,934	6.1%
25 - 34	16,287	16.5%	18,653	15.9%	20,214	15.6%
35 - 44	14,999	15.2%	17,687	15.0%	20,310	15.7%
45 - 54	14,513	14.7%	15,845	13.5%	16,044	12.4%
55 - 64	11,217	11.4%	13,525	11.5%	14,278	11.0%
65 - 74	5,376	5.5%	9,472	8.1%	10,771	8.3%
75 - 84	2,798	2.8%	3,994	3.4%	5,516	4.3%
85+	1,502	1.5%	1,952	1.7%	2,156	1.7%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	74,638	75.7%	84,845	72.2%	90,370	69.7%
Black Alone	10,989	11.1%	13,872	11.8%	15,654	12.1%
American Indian Alone	305	0.3%	354	0.3%	389	0.3%
Asian Alone	7,941	8.1%	11,356	9.7%	14,092	10.9%
Pacific Islander Alone	72	0.1%	88	0.1%	102	0.1%
Some Other Race Alone	1,786	1.8%	2,688	2.3%	3,472	2.7%
Two or More Races	2,883	2.9%	4,353	3.7%	5,537	4.3%
Hispanic Origin (Any Race)	8,709	8.8%	13,670	11.6%	18,125	14.0%

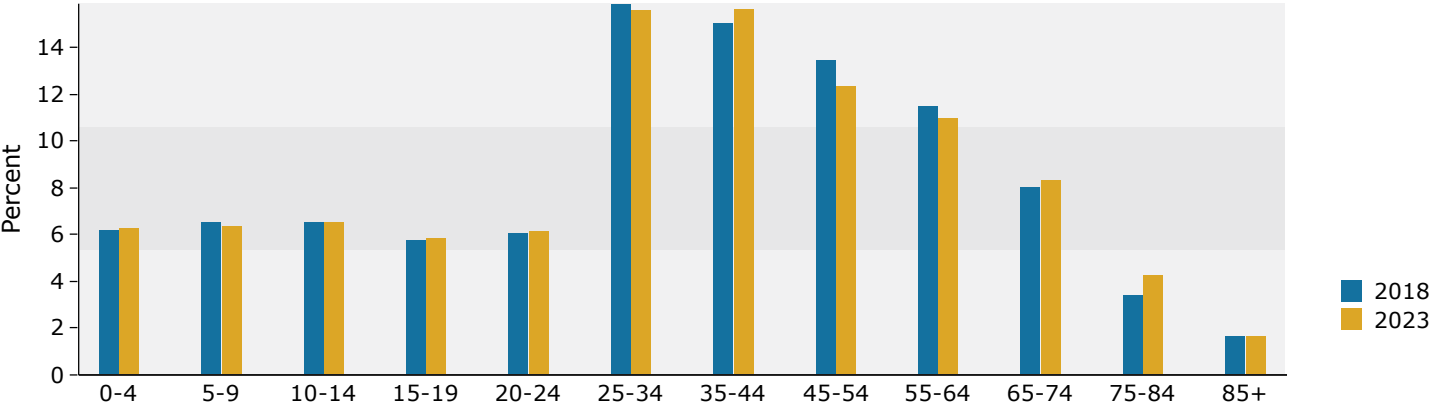
Data Note: Income is expressed in current dollars.



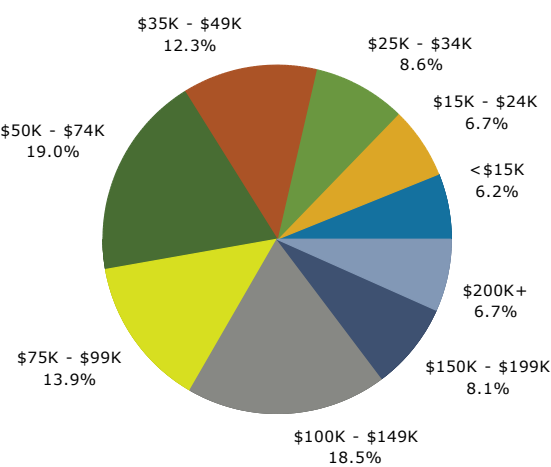
Trends 2018-2023



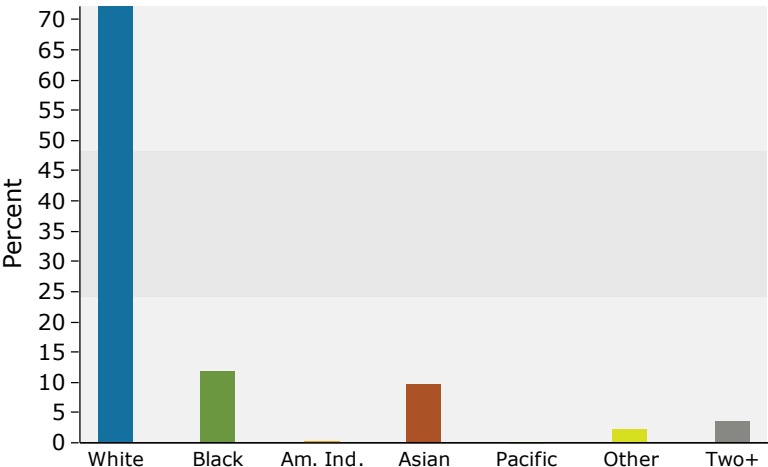
Population by Age



2018 Household Income



2018 Population by Race



2012 Percent Hispanic Origin: 11.6%

Income Variables

Households by Income	2018		2023	
	Number	Percent	Number	Percent
Household	47,739	100%	52,292	100%
<\$15,000	2,977	6.2%	2,425	4.6%
\$15,000-\$24,999	3,179	6.7%	2,639	5.0%
\$25,000-\$34,999	4,108	8.6%	3,647	7.0%
\$35,000-\$49,999	5,869	12.3%	5,677	10.9%
\$50,000-\$74,999	9,093	19.0%	9,532	18.2%
\$75,000-\$99,999	6,635	13.9%	7,467	14.3%
\$100,000-\$149,999	8,813	18.5%	11,060	21.2%
\$150,000-\$199,999	3,865	8.1%	5,148	9.8%
\$200,000+	3,201	6.7%	4,696	9.0%
Median Household Income	\$69,936		\$80,999	
Average Household Income	\$92,072		\$109,127	
Per Capita Income	\$37,772		\$44,447	

2018 Households by Disposable Income	Number	Percent
Total	47,739	100.0%
<\$15,000	3,458	7.2%
\$15,000-\$24,999	4,251	8.9%
\$25,000-\$34,999	5,097	10.7%
\$35,000-\$49,999	7,177	15.0%
\$50,000-\$74,999	9,782	20.5%
\$75,000-\$99,999	7,069	14.8%
\$100,000-\$149,999	7,587	15.9%
\$150,000-\$199,999	1,732	3.6%
\$200,000+	1,586	3.3%
Median Disposable Income	\$57,558	
Average Disposable Income	\$72,531	

2018 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	2,580	9,273	9,874	8,987	7,847	5,547	3,632
<\$15,000	337	614	398	379	658	509	564
\$15,000-\$24,999	327	955	575	514	571	655	653
\$25,000-\$34,999	417	1,301	965	554	619	550	693
\$35,000-\$49,999	522	1,807	1,361	1,023	993	771	700
\$50,000-\$74,999	579	2,143	2,000	1,761	1,609	1,163	527
\$75,000-\$99,999	187	1,053	2,185	1,611	1,102	754	176
\$100,000-\$149,999	173	1,108	1,784	1,977	1,550	798	197
\$150,000-\$199,999	25	143	377	600	374	137	76
\$200,000+	14	149	228	568	372	209	45
Median Disposable Income	\$39,678	\$49,530	\$68,871	\$78,021	\$64,518	\$54,372	\$33,188
Average Disposable Income	\$48,672	\$60,718	\$77,603	\$91,820	\$80,490	\$69,296	\$45,852

Data Note: Net income is after tax money.



Net Worth

2018 Households by Net Worth	Number	Percent
Total	47,739	100.0%
<\$15,000	11,558	24.2%
\$15,000-\$34,999	4,188	8.8%
\$35,000-\$49,999	1,981	4.1%
\$50,000-\$74,999	2,721	5.7%
\$75,000-\$99,999	2,650	5.6%
\$100,000-\$149,999	3,555	7.4%
\$150,000-\$249,999	4,713	9.9%
\$250,000-\$500,000	6,113	12.8%
\$500,000+	10,260	21.5%
Median Net Worth	\$108,631	
Average Net Worth	\$611,834	

Consumer Expenditures

	Spending Potential Index	Average Amount Spent	Total
Transportation - Local			
Payments on Vehicles excluding Leases	113	\$2,691.29	\$128,479,297
Gasoline and Motor Oil			
Gasoline	112	\$2,595.84	\$123,922,726
Diesel Fuel	107	\$56.38	\$2,691,375
Motor Oil	108	\$17.78	\$848,834
Other Vehicle Expenses			
Vehicle Maintenance & Repairs	110	\$1,185.98	\$56,617,622
Vehicle Coolant/Brake/Transmission Fluids	107	\$9.18	\$438,105
Tire Purchase/Replacement	106	\$176.86	\$8,443,301
Vehicle Parts/Equipment/Accessories	112	\$71.17	\$3,397,403
Vehicle Accessories including Labor	114	\$12.35	\$589,813
Vehicle Cleaning Services including Car Washes	115	\$29.83	\$1,424,240
Miscellaneous Auto Repair/Service	110	\$126.26	\$6,027,319
Vehicle Body Work & Painting	111	\$42.87	\$2,046,591
Vehicle or Engine Repairs	112	\$275.71	\$13,162,121
Vehicle Motor Tune-up	112	\$57.28	\$2,734,323
Lube/Oil Change & Oil Filters	112	\$127.61	\$6,091,765
Vehicle Front End Alignment/Wheel Balance & Rotation	105	\$33.22	\$1,585,761
Vehicle Shock Absorber Replacement	104	\$17.29	\$825,466
Tire Repair and Other Repair Work	111	\$161.57	\$7,713,050
Auto Repair Service Policy	105	\$44.79	\$2,138,365
Vehicle Insurance	109	\$1,377.16	\$65,744,136
Rental of Vehicles excluding Trips	117	\$64.24	\$3,066,668
Leased Vehicles	107	\$405.72	\$19,368,519
Basic Lease Charge for Cars/Trucks	107	\$367.39	\$17,538,977
Car/Truck Lease Fees & Down Payments	101	\$38.32	\$1,829,542
Vehicle Pers Property Taxes/State & Local Registr Fees	108	\$196.93	\$9,401,154
Driver`s License Fees	110	\$12.96	\$618,772
Vehicle Inspection Fees	102	\$15.90	\$758,858
Parking Fees & Tolls excluding Trips	107	\$114.34	\$5,458,693
Parking Fees excluding Residence (Not on Trips)	108	\$60.28	\$2,877,928
Tolls/Electronic Toll Passes excluding Trips	105	\$54.06	\$2,580,765
Towing Charges	116	\$7.79	\$371,879
Auto Service Clubs & GPS Services	101	\$34.44	\$1,644,274

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2012 and 2017; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Tapestry Segmentation

Ring: 5 mile radius



Tapestry descriptions can be found [here](#)

Top Three Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Young and Restless (11B)	15.2%	15.2%	1.7%	1.7%	876
2	Bright Young Professionals (8C)	15.1%	30.3%	2.2%	3.9%	677
3	Up and Coming Families (7A)	15.1%	45.4%	2.4%	6.3%	641
Subtotal		65.4%		10.9%		
Total		45.4%		6.3%		718

Top Three Tapestry Segments Site vs. U.S.

