Sonny's CarWash Consulting

INVEST WITH CONFIDENCE

SITE ANALYSIS

Consulting | College | Equipment | Services | Vacuums | Controls | Marketing | Signage | Chemistry | Parts

SONNY'S The CarWash Factory

Make CarWashing Easy

www.SonnysDirect.com or Call 800.327.8723

Site selection is the most important decision you can make that will impact the success or failure of your car wash project. We have used our over 60 years of experience in the car wash industry to prepare this site analysis to help you in the decision-making process.

Below are some of the key factors that we used in determining the site's potential for a successful car wash:

- **Population Base:** Number of people located within the review area.
- **Working Population:** Defined for the purpose of this analysis as the percentage of the population between the ages of 25-64 years old. We are seeking a level at or above 55% of the local population.
- **Average Household Size**: The target ratio is 2 persons per household. This increases the probability that the household is made up of adult drivers. Closer to 3 persons in the household increases the likelihood that a child is in the home and does not drive a vehicle.
- **Average Income per Household**: Express Model: 50% of household income at or above $35k per year; Flex or Full Serve Models: 50% of household income at or above $50k per year.
- **Traffic Count**: Two-way – 24-hour traffic count of 25,000 or above.
- **Local Traffic Speed**: Speed limit along the relevant traffic pattern by the location.
- **Competition:** Competition is defined as any conveyorized car wash. Prefer minimal to no competition based on area demographics. Distance from competition and traffic patterns are important factors in determining competitor impact.
- **Area Profile:** The type of area the site is in (i.e. shopping, business, residential, industrial, etc.)
- **Cars Available/Market Share:** Total number of potential washes within the review area.
- **Site Accessibility:** Ease of which customers can enter and exit the location.
- **Site Visibility**: Clear visibility to the site from the trafficked area.

Within this document you will find our summary analysis, site score, and demographic information relevant to your location. Thank you for trusting us to evaluate your car wash project. We hope to be with you on every step of your car washing journey.

Welcome to the Sonny's Family

Car Wash Consulting

Trade Area Aerial Map

702 Quentin Rd, Lebanon, PA 17042

Map

Legend

Study Area
- 1.00 mi
- 3.00 mi
- 5.00 mi
- 0-7 min

Car Wash Consulting

Site Aerial Map (Businesses)

702 Quentin Rd, Lebanon, PA 17042 - 1 mi

Key Demographics	1 miles		3 miles		5 miles		0-7 min	
	Count	%	Count	%	Count	%	Count	%
POPULATION								
Population								
Total Population 2023	14,779		54,303		73,045		40,391	
Growth 2010-2023	3.26%		5.59%		7.51%		8.51%	
Growth 2023-2028	2.14%		1.75%		1.77%		1.88%	
Average Household Size	2.27		2.45		2.46		2.44	
Average Age	41.8		41.7		41.9		41.3	
LABOR								
Labor								
Working Population (25-65)	7,266	49.2%	26,880	49.5%	35,619	48.8%	20,007	49.5%
Labor Force	6,998	58.2%	27,782	62.4%	37,676	62.3%	20,395	61.8%
Unemployment Rate	4.0%		3.6%		3.1%		4.3%	
HOUSEHOLD INCOME								
Income								
2023 HH Income $35K+	4,146	65.9%	15,198	70.5%	20,900	73.2%	10,959	68.5%
2023 HH Income $50K+	3,005	47.7%	11,980	55.6%	16,900	59.2%	8,299	51.9%
2028 HH Income $35K+	4,364	67.9%	16,244	74.0%	22,240	76.5%	11,732	71.9%
2028 HH Income $50K+	3,477	54.1%	13,510	61.5%	18,807	64.7%	9,588	58.8%
2023 Average HH Income	$ 60,856		$ 71,297		$ 76,843		$ 67,949	
2028 Average HH Income Growth	$ 7,606	12.5%	$ 8,849	12.4%	$ 9,531	12.4%	$ 8,489	12.5%
2023 Average Disposable Income	$ 49,405		$ 58,044		$ 62,335		$ 55,674	
HH's								
Housing								
Renter-Occupied Units	3,132	46.1%	8,167	35.4%	9,608	31.6%	6,875	40.0%
Average Housing Unit Value	$ 201,948		$ 234,905		$ 257,927		$ 222,476	
VEHICLES								
Other								
Total Vehicles in Market	8,475		35,591		49,146		24,784	
Average Vehicles per Household	1.35		1.65		1.72		1.55	

Car Wash Consulting

Population Summary

702 Quentin Rd, Lebanon, PA 17042

	Population Summary	1 miles		3 miles		5 miles		0-7 min	
		Count	%	Count	%	Count	%	Count	%
POPULATION SUMMARY	**Total Population**								
	2033 Forecast	**15,389**		**56,302**		**75,749**		**41,947**	
	2028 Projection	15,095		55,256		74,335		41,151	
	2023 Estimate	**14,779**		**54,303**		**73,045**		**40,391**	
	2010 Census	14,313		51,428		67,941		37,225	
	2000 Census	**13,026**		**48,107**		**63,057**		**34,675**	
	1990 Census	12,953		45,817		60,376		34,221	
	Growth 2028-2033	**1.9%**		**1.9%**		**1.9%**		**1.9%**	
	Growth 2023-2028	2.1%		1.8%		1.8%		1.9%	
	Growth 2010-2023	**3.3%**		**5.6%**		**7.5%**		**8.5%**	
	Growth 1990-2000	9.9%		6.9%		7.7%		7.4%	
ETHNICITY	**Population by Ethnicity**	**14,779**		**54,303**		**73,045**		**40,391**	
	White	**11,122**	**75.3%**	**42,006**	**77.4%**	**59,475**	**81.4%**	**29,944**	**74.1%**
	Black	769	5.2%	2,118	3.9%	2,446	3.3%	1,767	4.4%
	Asian	**272**	**1.8%**	**788**	**1.5%**	**1,005**	**1.4%**	**609**	**1.5%**
	Other	2,617	17.7%	9,391	17.3%	10,119	13.9%	8,071	20.0%
	Population Hispanic or Latino	**3,678**	**24.9%**	**12,836**	**23.6%**	**13,795**	**18.9%**	**10,871**	**26.9%**
AGE	**Total Population by Age**	**14,779**		**54,303**		**73,045**		**40,391**	
	Age 0 to 4	840	5.7%	2,949	5.4%	3,832	5.2%	2,234	5.5%
	Age 5 to 14	**1,531**	**10.4%**	**5,441**	**10.0%**	**7,029**	**9.6%**	**4,119**	**10.2%**
	Age 14 to 18	760	5.1%	2,832	5.2%	3,590	4.9%	2,149	5.3%
	Age 18 to 22	**771**	**5.2%**	**2,948**	**5.4%**	**4,466**	**6.1%**	**2,228**	**5.5%**
	Age 22 to 25	525	3.6%	2,150	4.0%	3,151	4.3%	1,590	3.9%
	Age 25 to 30	**863**	**5.8%**	**3,547**	**6.5%**	**4,736**	**6.5%**	**2,604**	**6.4%**
	Age 30 to 35	850	5.8%	3,254	6.0%	4,349	6.0%	2,423	6.0%
	Age 35 to 40	**940**	**6.4%**	**3,160**	**5.8%**	**4,118**	**5.6%**	**2,441**	**6.0%**
	Age 40 to 45	983	6.6%	3,227	5.9%	4,121	5.6%	2,533	6.3%
	Age 45 to 50	**904**	**6.1%**	**3,198**	**5.9%**	**4,174**	**5.7%**	**2,434**	**6.0%**
	Age 50 to 55	850	5.8%	3,271	6.0%	4,370	6.0%	2,401	5.9%
	Age 55 to 60	**925**	**6.3%**	**3,530**	**6.5%**	**4,726**	**6.5%**	**2,551**	**6.3%**
	Age 60 to 65	951	6.4%	3,694	6.8%	5,027	6.9%	2,621	6.5%
	Age 65 to 70	**911**	**6.2%**	**3,392**	**6.2%**	**4,690**	**6.4%**	**2,433**	**6.0%**
	Age 70 to 75	799	5.4%	2,864	5.3%	3,994	5.5%	2,052	5.1%
	Age 75 to 80	**593**	**4.0%**	**2,177**	**4.0%**	**3,027**	**4.1%**	**1,553**	**3.8%**
	Age 80 to 85	402	2.7%	1,429	2.6%	1,956	2.7%	1,047	2.6%
	Age 85 and over	**382**	**2.6%**	**1,242**	**2.3%**	**1,692**	**2.3%**	**978**	**2.4%**
	Median Age	41.6		41.3		41.5		40.8	
	Average Age	**41.8**		**41.7**		**41.9**		**41.3**	
EDUCATION	**Pop. Age 25+ by Educational Attainment**	**10,352**		**37,983**		**50,978**		**28,070**	
	Less than 9th grade	661	6.4%	2,222	5.8%	2,687	5.3%	1,777	6.3%
	Some High School, no diploma	**1,268**	**12.2%**	**3,465**	**9.1%**	**4,211**	**8.3%**	**2,771**	**9.9%**
	High School Graduate (or GED)	4,511	43.6%	17,247	45.4%	22,508	44.2%	12,588	44.8%
	Some College, no degree	**1,537**	**14.8%**	**5,790**	**15.2%**	**7,855**	**15.4%**	**4,203**	**15.0%**
	Associate Degree	734	7.1%	2,702	7.1%	3,725	7.3%	1,967	7.0%
	Bachelor's Degree	**1,071**	**10.3%**	**4,343**	**11.4%**	**6,378**	**12.5%**	**3,097**	**11.0%**
	Master's Degree	406	3.9%	1,741	4.6%	2,886	5.7%	1,245	4.4%
	Professional School Degree	**105**	**1.0%**	**301**	**0.8%**	**410**	**0.8%**	**280**	**1.0%**
	Doctorate Degree	59	0.6%	172	0.5%	317	0.6%	142	0.5%

Car Wash Consulting

Household Summary

702 Quentin Rd, Lebanon, PA 17042

	Household Summary	1 miles		3 miles		5 miles		0-7 min	
		Count	%	Count	%	Count	%	Count	%
HOUSEHOLD SUMMARY	**Households**								
	2033 Forecast	**6,550**		**22,389**		**29,657**		**16,638**	
	2028 Projection	6,424		21,958		29,077		16,307	
	2023 Estimate	**6,295**		**21,562**		**28,547**		**15,989**	
	2010 Census	6,068		20,372		26,509		14,677	
	2000 Census	**5,744**		**19,109**		**24,562**		**14,246**	
	1990 Census	5,741		18,099		23,021		13,685	
	Growth 2028-2033	2.0%		2.0%		2.0%		2.0%	
	Growth 2023-2028	**2.1%**		**1.8%**		**1.9%**		**2.0%**	
	Growth 2010-2023	3.7%		5.8%		7.7%		8.9%	
	Growth 1990-2000	**5.6%**		**6.6%**		**7.9%**		**3.0%**	
HH POP	**Population in Households**								
	2033 Forecast	14,875		54,911		72,883		40,563	
	2028 Projection	**14,585**		**53,865**		**71,470**		**39,765**	
	2023 Estimate	14,273		52,911		70,178		39,005	
PERSONS PER HH	**Average Household Size**								
	2033 Forecast	**2.27**		**2.45**		**2.46**		**2.44**	
	2028 Projection	2.27		2.45		2.46		2.44	
	2023 Estimate	**2.27**		**2.45**		**2.46**		**2.44**	
FAMILY WORKERS	**Families by Number of Workers in Family**	**3,299**		**13,700**		**18,748**		**9,689**	
	No workers	548	16.6%	1,956	14.3%	2,714	14.5%	1,368	14.1%
	1 worker	**1,405**	**42.6%**	**5,072**	**37.0%**	**6,325**	**33.7%**	**3,842**	**39.7%**
	2 workers	1,009	30.6%	4,722	34.5%	7,158	38.2%	3,137	32.4%
	3 or more workers	**337**	**10.2%**	**1,950**	**14.2%**	**2,550**	**13.6%**	**1,341**	**13.8%**
HOUSING UNITS & INCOME	**Housing Units by Tenure**	**6,793**		**23,047**		**30,395**		**17,177**	
	Vacant Housing Units	498	7.3%	1,485	6.4%	1,848	6.1%	1,188	6.9%
	Occupied Housing Units	**6,295**	**92.7%**	**21,562**	**93.6%**	**28,547**	**93.9%**	**15,989**	**93.1%**
	Owner-Occupied Units	3,163	46.6%	13,396	58.1%	18,939	62.3%	9,114	53.1%
	Renter-Occupied Units	**3,132**	**46.1%**	**8,167**	**35.4%**	**9,608**	**31.6%**	**6,875**	**40.0%**
	Per Capita Income	**$ 26,420**		**$ 28,863**		**$ 30,696**		**$ 27,659**	

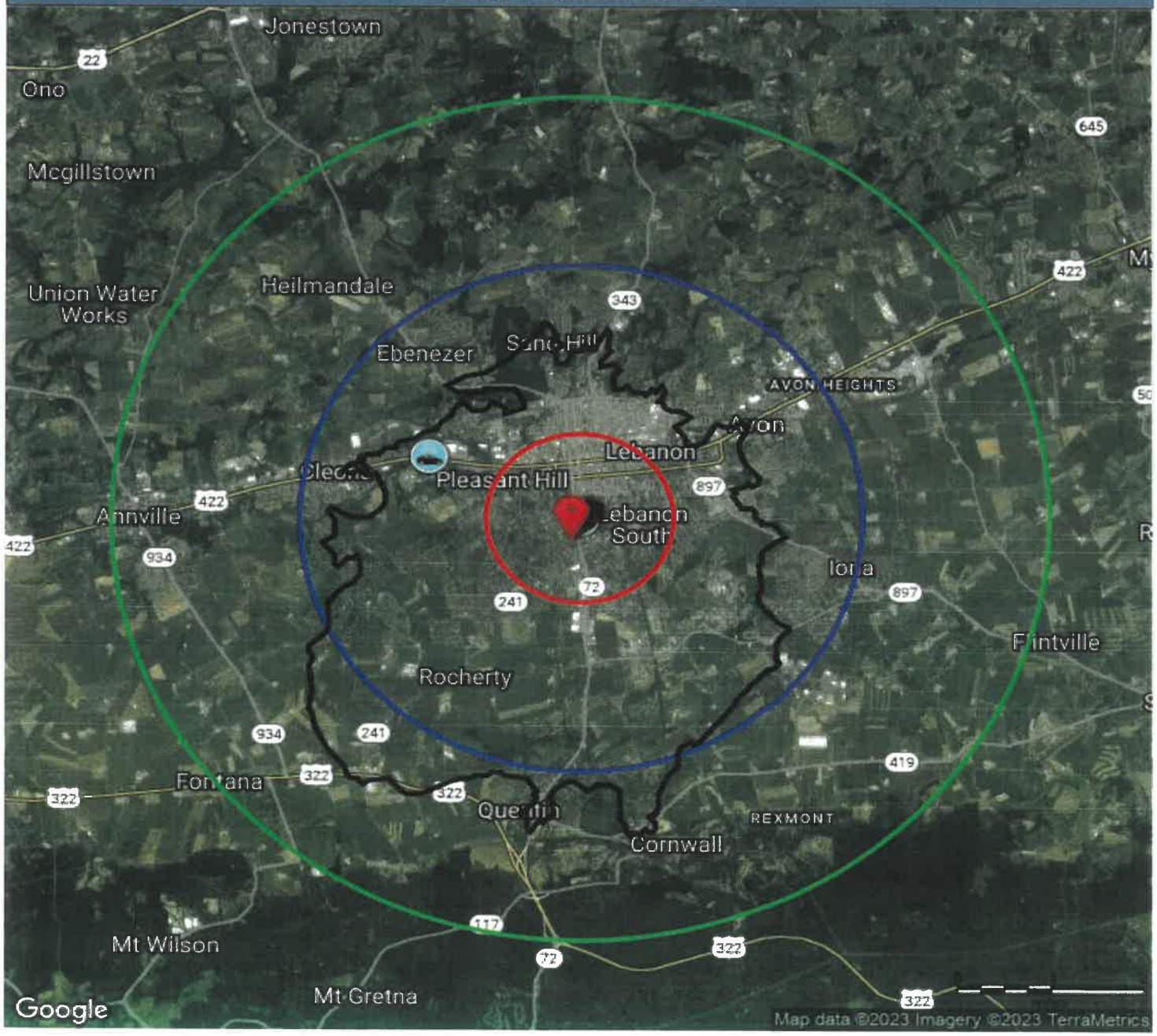
Car Wash Consulting

Competition & Labor Force

702 Quentin Rd, Lebanon, PA 17042 - 3 mi

	Labor Force	1 miles		3 miles		5 miles		0-7 min	
		Count	%	Count	%	Count	%	Count	%
LABOR	**Pop. Age 16+ by Employment Status**	12,028		44,537		60,433		32,996	
	Labor Force	6,998	58.2%	27,782	62.4%	37,676	62.3%	20,395	61.8%
	In Armed Forces	0	0.0%	55	0.1%	114	0.2%	35	0.1%
	Civilian, Employed	6,715	55.8%	26,770	60.1%	36,510	60.4%	19,511	59.1%
	Civilian, Unemployed	283	2.4%	1,012	2.3%	1,166	1.9%	884	2.7%
	Not in Labor Force	5,030	41.8%	16,756	37.6%	22,757	37.7%	12,601	38.2%
	Unemployment Rate	4.0%		3.6%		3.1%		4.3%	

MARKET COMPETITION MAP



Car Wash Consulting

Competition & Vehicles

702 Quentin Rd, Lebanon, PA 17042

	Vehicles Available	1 miles		3 miles		5 miles		0-7 min	
		Count	%	Count	%	Count	%	Count	%
OCCUPIED DWELLINGS	**Household Units by Vehicles Available**	6,295		21,562		28,547		15,989	
	None	959	15.2%	2,249	10.4%	2,455	8.6%	1,961	12.3%
	1 vehicle	2,894	46.0%	8,197	38.0%	10,347	36.2%	6,377	39.9%
	2 vehicles	1,894	30.1%	7,363	34.1%	10,441	36.6%	5,332	33.3%
	3 vehicles	416	6.6%	2,653	12.3%	3,751	13.1%	1,671	10.4%
	4 vehicles	113	1.8%	793	3.7%	1,131	4.0%	514	3.2%
	5 or more vehicles	18	0.3%	307	1.4%	422	1.5%	135	0.8%
	Average Vehicles per Household	1.35		1.65		1.72		1.55	

ENCROACHING COMPETITION MAP

Car Wash Consulting

2023 Household Income

702 Quentin Rd, Lebanon, PA 17042

Households by Household Income	1 miles		3 miles		5 miles		0-7 min	
	Count	%	Count	%	Count	%	Count	%
2023 Households by Household Income	6,295		21,562		28,547		15,989	
Less than $10,000	**592**	**9.4%**	**1,239**	**5.7%**	**1,381**	**4.8%**	**1,019**	**6.4%**
$10,000 to $14,999	285	4.5%	756	3.5%	844	3.0%	635	4.0%
$15,000 to $19,999	**304**	**4.8%**	**1,125**	**5.2%**	**1,385**	**4.9%**	**807**	**5.0%**
$20,000 to $24,999	251	4.0%	1,056	4.9%	1,347	4.7%	858	5.4%
$25,000 to $29,999	**454**	**7.2%**	**1,232**	**5.7%**	**1,455**	**5.1%**	**1,024**	**6.4%**
$30,000 to $34,999	263	4.2%	956	4.4%	1,234	4.3%	687	4.3%
$35,000 to $39,999	**428**	**6.8%**	**1,131**	**5.2%**	**1,439**	**5.0%**	**923**	**5.8%**
$40,000 to $44,999	361	5.7%	1,004	4.7%	1,223	4.3%	812	5.1%
$45,000 to $49,999	**352**	**5.6%**	**1,083**	**5.0%**	**1,338**	**4.7%**	**924**	**5.8%**
$50,000 to $54,999	345	5.5%	994	4.6%	1,249	4.4%	773	4.8%
$55,000 to $59,999	**354**	**5.6%**	**1,009**	**4.7%**	**1,276**	**4.5%**	**761**	**4.8%**
$60,000 to $64,999	253	4.0%	857	4.0%	1,138	4.0%	613	3.8%
$65,000 to $69,999	**234**	**3.7%**	**780**	**3.6%**	**1,039**	**3.6%**	**565**	**3.5%**
$70,000 to $74,999	223	3.5%	744	3.5%	974	3.4%	530	3.3%
$75,000 to $79,999	**179**	**2.8%**	**709**	**3.3%**	**957**	**3.4%**	**474**	**3.0%**
$80,000 to $84,999	147	2.3%	653	3.0%	912	3.2%	430	2.7%
$85,000 to $89,999	**150**	**2.4%**	**607**	**2.8%**	**846**	**3.0%**	**404**	**2.5%**
$90,000 to $94,999	123	2.0%	518	2.4%	708	2.5%	342	2.1%
$95,000 to $99,999	**105**	**1.7%**	**486**	**2.3%**	**688**	**2.4%**	**322**	**2.0%**
$100,000 to $124,999	410	6.5%	1,946	9.0%	2,899	10.2%	1,259	7.9%
$125,000 to $149,999	**183**	**2.9%**	**1,051**	**4.9%**	**1,611**	**5.6%**	**701**	**4.4%**
$150,000 to $174,999	107	1.7%	593	2.8%	933	3.3%	372	2.3%
$175,000 to $199,999	**71**	**1.1%**	**380**	**1.8%**	**560**	**2.0%**	**242**	**1.5%**
$200,000 to $249,999	67	1.1%	363	1.7%	620	2.2%	284	1.8%
$250,000 to $499,999	**28**	**0.4%**	**153**	**0.7%**	**262**	**0.9%**	**120**	**0.8%**
$500,000 or more	27	0.4%	136	0.6%	227	0.8%	106	0.7%
Median Household Income	$ 47,978		$ 56,013		$ 60,443		$ 51,969	
Average Household Income	$ 60,856		$ 71,297		$ 76,843		$ 67,949	

TOTAL HOUSEHOLD BY INCOME COUNT

Car Wash Consulting

2028 Household Income

702 Quentin Rd, Lebanon, PA 17042

TOTAL HOUSEHOLD BY INCOME COUNT

Households by Household Income	1 miles		3 miles		5 miles		0-7 min	
	Count	%	Count	%	Count	%	Count	%
2028 Households by Household Income	6,424		21,958		29,077		16,307	
Less than $10,000	438	6.8%	978	4.5%	1,087	3.7%	809	5.0%
$10,000 to $14,999	259	4.0%	715	3.3%	794	2.7%	581	3.6%
$15,000 to $19,999	300	4.7%	882	4.0%	1,052	3.6%	690	4.2%
$20,000 to $24,999	348	5.4%	1,128	5.1%	1,387	4.8%	855	5.2%
$25,000 to $29,999	384	6.0%	1,113	5.1%	1,400	4.8%	914	5.6%
$30,000 to $34,999	332	5.2%	897	4.1%	1,115	3.8%	726	4.5%
$35,000 to $39,999	279	4.3%	945	4.3%	1,171	4.0%	738	4.5%
$40,000 to $44,999	304	4.7%	915	4.2%	1,161	4.0%	703	4.3%
$45,000 to $49,999	305	4.7%	875	4.0%	1,102	3.8%	703	4.3%
$50,000 to $54,999	359	5.6%	1,003	4.6%	1,209	4.2%	802	4.9%
$55,000 to $59,999	250	3.9%	805	3.7%	1,008	3.5%	643	3.9%
$60,000 to $64,999	354	5.5%	934	4.3%	1,229	4.2%	772	4.7%
$65,000 to $69,999	272	4.2%	854	3.9%	1,124	3.9%	671	4.1%
$70,000 to $74,999	211	3.3%	741	3.4%	1,007	3.5%	570	3.5%
$75,000 to $79,999	199	3.1%	710	3.2%	937	3.2%	533	3.3%
$80,000 to $84,999	172	2.7%	628	2.9%	840	2.9%	450	2.8%
$85,000 to $89,999	137	2.1%	549	2.5%	746	2.6%	377	2.3%
$90,000 to $94,999	126	2.0%	558	2.5%	768	2.6%	352	2.2%
$95,000 to $99,999	112	1.7%	561	2.6%	783	2.7%	346	2.1%
$100,000 to $124,999	480	7.5%	2,240	10.2%	3,192	11.0%	1,452	8.9%
$125,000 to $149,999	339	5.3%	1,515	6.9%	2,147	7.4%	997	6.1%
$150,000 to $174,999	167	2.6%	864	3.9%	1,289	4.4%	546	3.3%
$175,000 to $199,999	110	1.7%	564	2.6%	874	3.0%	378	2.3%
$200,000 to $249,999	105	1.6%	551	2.5%	927	3.2%	392	2.4%
$250,000 to $499,999	45	0.7%	234	1.1%	395	1.4%	166	1.0%
$500,000 or more	38	0.6%	198	0.9%	334	1.1%	141	0.9%
Median Household Income	$ 53,683		$ 63,872		$ 68,663		$ 59,919	
Average Household Income	**$ 68,462**		**$ 80,145**		**$ 86,374**		**$ 76,438**	

Car Wash Consulting

Housing Units by Value

702 Quentin Rd, Lebanon, PA 17042

Housing Units by Value	1 miles		3 miles		5 miles		0-7 min	
	Count	%	Count	%	Count	%	Count	%
Owner-Occupied Housing Units by Value	3,163		13,396		18,939		9,114	
Less than $10,000	3	0.1%	37	0.3%	63	0.3%	21	0.2%
$10,000 to $14,999	4	0.1%	32	0.2%	67	0.4%	21	0.2%
$15,000 to $19,999	7	0.2%	84	0.6%	162	0.9%	32	0.4%
$20,000 to $24,999	11	0.4%	27	0.2%	49	0.3%	22	0.2%
$25,000 to $29,999	4	0.1%	18	0.1%	21	0.1%	12	0.1%
$30,000 to $34,999	11	0.3%	61	0.5%	96	0.5%	42	0.5%
$35,000 to $39,999	7	0.2%	27	0.2%	52	0.3%	19	0.2%
$40,000 to $49,999	14	0.4%	85	0.6%	98	0.5%	48	0.5%
$50,000 to $59,999	118	3.7%	263	2.0%	324	1.7%	243	2.7%
$60,000 to $69,999	53	1.7%	166	1.2%	230	1.2%	143	1.6%
$70,000 to $79,999	99	3.1%	277	2.1%	323	1.7%	256	2.8%
$80,000 to $89,999	105	3.3%	360	2.7%	375	2.0%	326	3.6%
$90,000 to $99,999	96	3.0%	372	2.8%	412	2.2%	332	3.6%
$100,000 to $124,999	357	11.3%	944	7.1%	1,063	5.6%	833	9.1%
$125,000 to $149,999	413	13.0%	1,365	10.2%	1,609	8.5%	1,016	11.1%
$150,000 to $174,999	299	9.5%	1,213	9.1%	1,502	7.9%	880	9.7%
$175,000 to $199,999	329	10.4%	1,328	9.9%	1,749	9.2%	973	10.7%
$200,000 to $249,999	523	16.5%	2,533	18.9%	3,640	19.2%	1,413	15.5%
$250,000 to $299,999	249	7.9%	1,285	9.6%	1,971	10.4%	663	7.3%
$300,000 to $399,999	295	9.3%	1,619	12.1%	2,734	14.4%	884	9.7%
$400,000 to $499,999	64	2.0%	683	5.1%	1,184	6.3%	445	4.9%
$500,000 to $749,999	69	2.2%	472	3.5%	898	4.7%	374	4.1%
$750,000 to $1,000,000	17	0.6%	73	0.5%	161	0.9%	77	0.8%
$1,000,000 or more	15	0.5%	55	0.4%	107	0.6%	33	0.4%
Median Housing Unit Value	$ 173,401		$ 200,766		$ 217,515		$ 182,985	
Average Housing Unit Value	**$ 201,948**		**$ 234,905**		**$ 257,927**		**$ 222,476**	

OWNER-OCCUPIED HOUSING UNITS

Car Wash Consulting

Expenditures & Traffic Trends

702 Quentin Rd, Lebanon, PA 17042

PER CAPITA EXPENDITURES

Per Capita Expenditures	1 miles		3 miles		5 miles		0-7 min	
	Count	%	Count	%	Count	%	Count	%
Population by STI: Landscape Category	14,273		52,911		70,178		39,005	
A-Creme de la Creme	0	0.0%	1,789	3.4%	2,373	3.4%	530	1.4%
B-Urban Cliff Climbers	0	0.0%	0	0.0%	0	0.0%	0	0.0%
C-Urban Cliff Dwellers	722	5.1%	2,548	4.8%	3,657	5.2%	1,693	4.3%
D-Seasoned Urban Dwellers	3,030	21.2%	8,825	16.7%	14,118	20.1%	5,727	14.7%
E-Thriving Alone	0	0.0%	0	0.0%	0	0.0%	0	0.0%
F-Going it Alone	2,217	15.5%	10,380	19.6%	13,235	18.9%	6,301	16.2%
G-Struggling Alone	5,343	37.4%	9,261	17.5%	9,261	13.2%	9,261	23.7%
H-Single in the Suburbs	640	4.5%	3,317	6.3%	3,317	4.7%	3,317	8.5%
I-Married in the Suburbs	0	0.0%	2,851	5.4%	5,177	7.4%	483	1.2%
J-Retired in the Suburbs	564	4.0%	4,069	7.7%	4,862	6.9%	2,897	7.4%
K-Living with Nature	0	0.0%	0	0.0%	449	0.6%	0	0.0%
L-Working with Nature	0	0.0%	0	0.0%	1,924	2.7%	0	0.0%
M-Harlem Gateway	0	0.0%	0	0.0%	0	0.0%	0	0.0%
N-Espaniola	1,756	12.3%	8,985	17.0%	8,985	12.8%	7,563	19.4%
O-Specialties	0	0.0%	887	1.7%	2,822	4.0%	1,234	3.2%
Workplace								
Workplace Establishments	607		1,351		1,682		1,155	
Workplace Employees (FTE)	10,747		23,316		29,386		20,171	
Weekly Per Capita Expenditures								
Market Basket	$ 60.44		$ 60.99		$ 60.19		$ 60.40	
Apparel and services	$ 11.61		$ 11.97		$ 11.91		$ 11.81	
Transportation	$ 87.04		$ 90.26		$ 90.14		$ 88.55	
Health Care	$ 37.25		$ 38.23		$ 38.13		$ 37.47	
Entertainment	$ 20.40		$ 21.31		$ 21.35		$ 20.87	

TRAFFIC COUNTS

Car Wash Consulting

Quentin Road - Southbound

Traffic Count for one-side of the street

Traffic Volume (AADT)
7,677

Road Type
Major Road

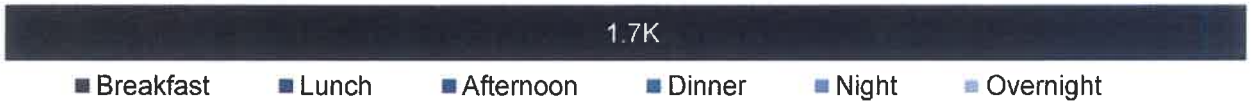
Road Length
0.61 mi

Traffic Matrix

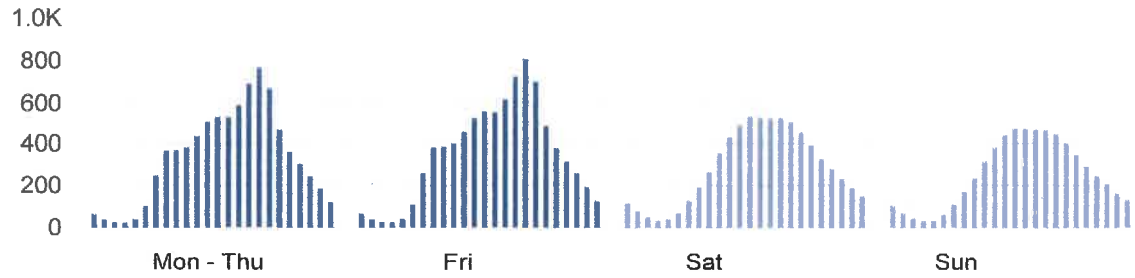
Day by Hour

AM	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
12	64	64	64	64	67	121	107	Overnight
1	38	38	38	38	40	80	72	
2	25	25	25	25	28	53	47	
3	24	24	24	24	26	38	34	
4	41	41	41	41	43	42	38	
5	104	104	104	104	110	72	63	
6	248	248	248	248	261	128	113	
7	368	368	368	368	384	192	170	Breakfast
8	370	370	370	370	387	287	238	
9	383	383	383	383	402	356	316	
10	435	435	435	435	457	432	384	
11	503	503	503	503	527	495	440	
PM								
12	529	529	529	529	554	532	472	Lunch
1	530	530	530	530	555	532	472	
2	589	589	589	589	617	529	469	
3	692	692	692	692	725	522	464	Aftrn
4	766	766	766	766	802	500	444	
5	669	669	669	669	701	453	404	
6	466	466	466	466	488	392	349	Dinner
7	363	363	363	363	379	329	291	
8	303	303	303	303	317	277	246	
9	247	247	247	247	259	235	207	
10	184	184	184	184	192	185	164	Night
11	120	120	120	120	126	150	134	
	8.1K	8.1K	8.1K	8.1K	8.4K	6.9K	6.1K	
	Weekday					Weekend		

Traffic by Daypart



Typical Week in Review



Traffic by Weekday/Weekend

Car Wash Consulting

South 9th Street - Northbound

Traffic Count for one-side of the street

Traffic Volume (AADT)
7,671

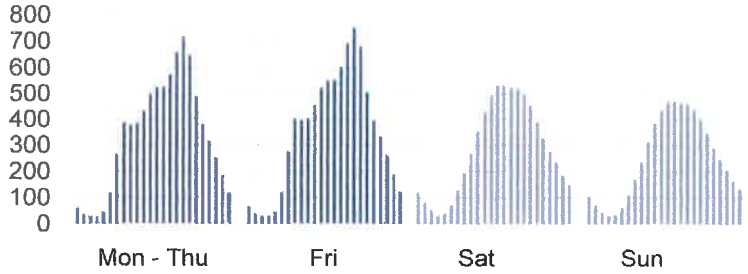
Road Type
Major Road

Traffic Matrix
Day by Hour

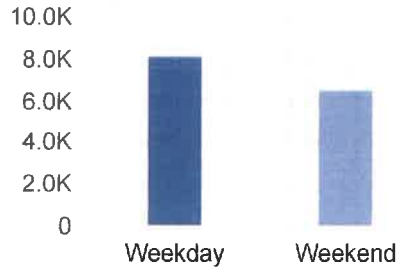
Road Length
0.61 mi

Traffic by Daypart

Typical Week in Review



Traffic by Weekday/Weekend



AM	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
12	62	62	62	62	66	121	107	Overnight
1	38	38	38	38	39	80	72	
2	26	26	26	26	30	53	47	
3	26	26	26	26	30	38	34	
4	45	45	45	45	47	42	38	
5	115	115	115	115	121	72	63	
6	264	264	264	264	275	128	113	
7	388	388	388	388	404	192	170	Breakfast
8	379	379	379	379	398	267	238	
9	385	385	385	385	405	355	316	
10	434	434	434	434	455	432	384	
11	499	499	499	499	523	495	440	
PM								
12	526	526	526	526	552	532	472	Lunch
1	529	529	529	529	554	532	472	
2	576	576	576	576	604	529	469	
3	662	662	662	662	693	522	464	Aftrn
4	721	721	721	721	755	500	444	
5	650	650	650	650	682	453	403	
6	485	485	485	485	507	392	349	Dinner
7	379	379	379	379	396	329	291	
8	316	316	316	316	331	277	246	
9	252	252	252	252	262	235	207	
10	180	180	180	180	188	185	164	Night
11	117	117	117	117	122	150	134	
	8.1K	8.1K	8.1K	8.1K	8.4K	6.9K	6.1K	
	Weekday					Weekend		

Car Wash Consulting

Quentin Road - South/Northbound

Traffic Count for both sides of the street

Traffic Volume (AADT)
15,348

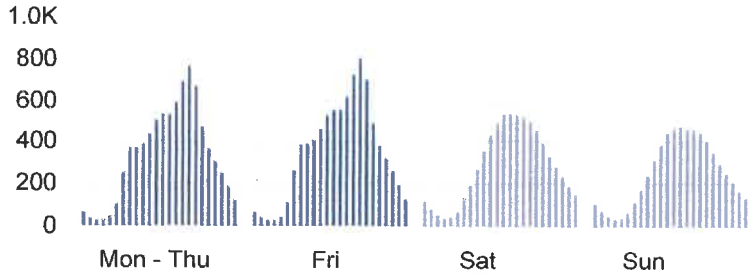
Road Type
Major Road

Traffic Matrix
Day by Hour

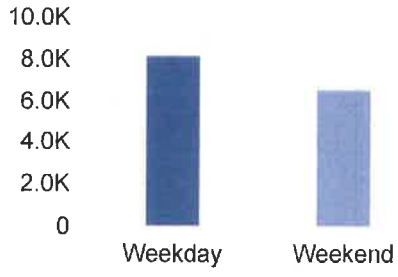
Road Length
0.61 mi

Traffic by Daypart

Typical Week in Review



Traffic by Weekday/Weekend



AM	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
12	64	64	64	64	67	121	107	Overnight
1	38	38	38	38	40	80	72	
2	25	25	25	25	28	63	47	
3	24	24	24	24	26	38	34	
4	41	41	41	41	43	42	38	
5	104	104	104	104	110	72	63	
6	248	248	248	248	261	128	113	
7	368	368	368	368	384	192	170	Breakfast
8	370	370	370	370	387	267	238	
9	383	383	383	383	402	356	316	
10	435	435	435	435	457	432	384	
11	503	503	503	503	527	495	440	
PM								
12	529	529	529	529	554	532	472	Lunch
1	530	530	530	530	555	532	472	
2	589	589	589	589	617	529	469	
3	692	692	692	692	725	522	464	Aftrn
4	766	766	766	766	802	500	444	
5	669	669	669	669	701	453	404	
6	466	466	466	466	488	392	349	Dinner
7	363	363	363	363	379	329	291	
8	303	303	303	303	317	277	246	
9	247	247	247	247	259	235	207	
10	184	184	184	184	192	185	164	Night
11	120	120	120	120	126	150	134	
	8.1K	8.1K	8.1K	8.1K	8.4K	6.9K	6.1K	
	Weekday						Weekend	

Car Wash Consulting

Cornwall Road - South\Northbound

Traffic Count for both sides of the street

Traffic Volume (AADT)
9,199

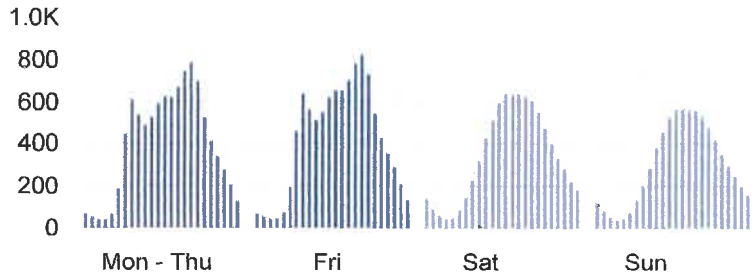
Road Type
Other Major Road

Traffic Matrix
Day by Hour

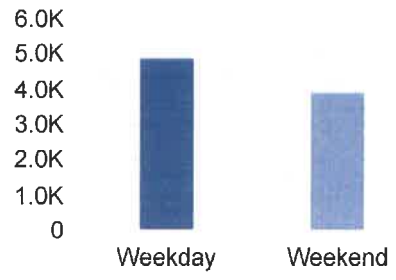
Road Length
0.7 mi

Traffic by Daypart

Typical Week in Review



Traffic by Weekday/Weekend



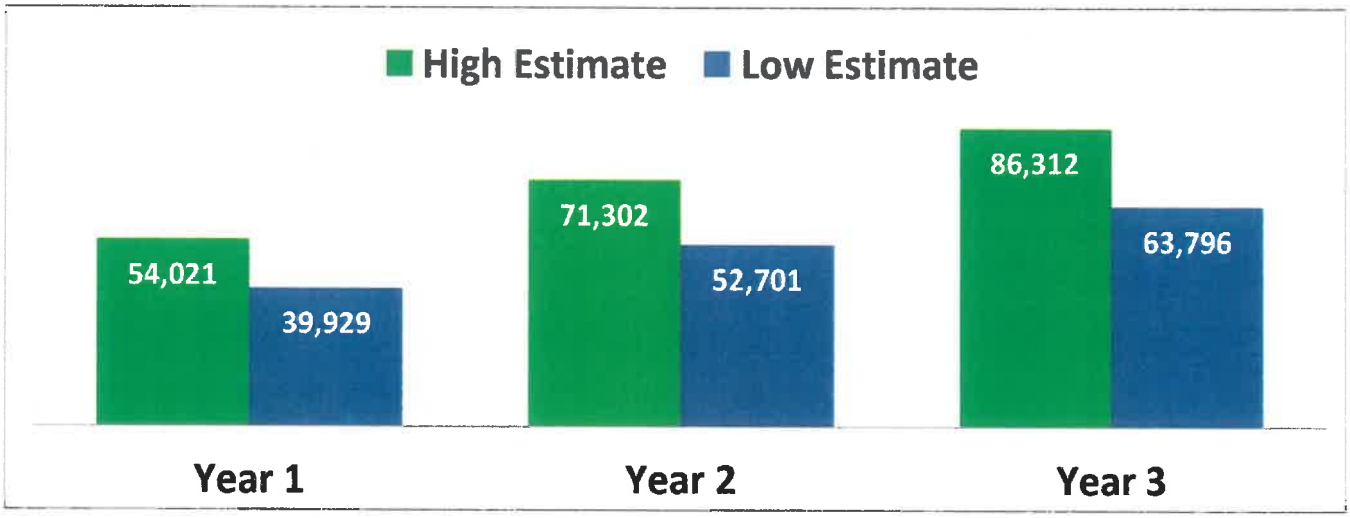
AM	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
12	66	66	66	66	70	144	128	Overnight
1	50	50	50	50	55	98	86	
2	39	39	39	39	43	64	58	
3	40	40	40	40	44	44	40	
4	67	67	67	67	74	50	46	
5	182	182	182	182	192	88	74	
6	441	441	441	441	462	152	136	Breakfast
7	610	610	610	610	639	226	203	
8	537	537	537	537	564	321	286	
9	488	488	488	488	511	428	380	
10	527	527	527	527	551	516	459	
11	590	590	590	590	620	592	528	
PM								
12	624	624	624	624	653	636	568	Lunch
1	621	621	621	621	651	636	568	
2	670	670	670	670	702	633	562	
3	747	747	747	747	783	626	556	Aftrn
4	789	789	789	789	825	600	532	
5	697	697	697	697	732	546	482	
6	518	518	518	518	541	472	418	Dinner
7	408	408	408	408	427	394	352	
8	339	339	339	339	355	332	296	
9	276	276	276	276	290	280	250	Night
10	203	203	203	203	212	224	196	
11	126	126	126	126	133	182	159	
	9.7K	9.7K	9.7K	9.7K	10.1K	8.3K	7.4K	
	Weekday					Weekend		

702 Quentin Rd
Lebanon, PA 17042

KEY DEMOGRAPHIC INFORMATION

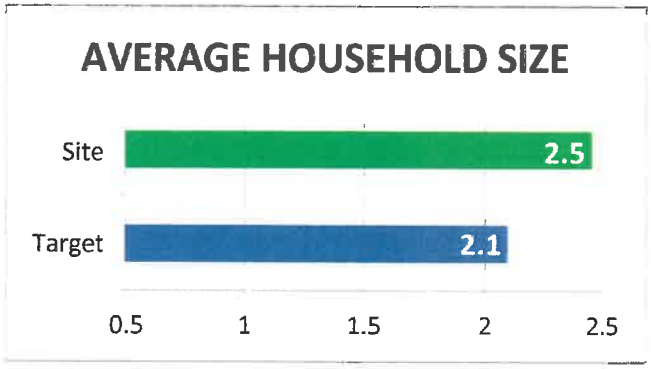
	Key Demographics	1 miles	3 miles	5 miles	0-7 min
POPULATION	**Population**				
	Total Population 2023	**14,779**	**54,303**	**73,045**	**40,391**
	Growth 2010-2023	3.26%	5.59%	7.51%	8.51%
	Growth 2023-2028	**2.14%**	**1.75%**	**1.77%**	**1.88%**
	Average Household Size	2.27	2.45	2.46	2.44
	Average Age	**41.8**	**41.7**	**41.9**	**41.3**
LABOR	**Labor**				
	Working Population (25-65)	49.2%	49.5%	48.8%	49.5%
	Labor Force	**6,998**	**27,782**	**37,676**	**20,395**
	% Labor Force	58.2%	62.4%	62.3%	61.8%
	Unemployment Rate	**4.0%**	**3.6%**	**3.1%**	**4.3%**
HOUSEHOLD INCOME	**Income**				
	2023 HH Income $35K+	65.9%	70.5%	73.2%	68.5%
	2023 HH Income $50K+	**47.7%**	**55.6%**	**59.2%**	**51.9%**
	2028 HH Income $35K+	67.9%	74.0%	76.5%	71.9%
	2028 HH Income $50K+	**54.1%**	**61.5%**	**64.7%**	**58.8%**
	2023 Average HH Income	$ 60,856	$ 71,297	$ 76,843	$ 67,949
	2028 Average HH Income Growth	**12.5%**	**12.4%**	**12.4%**	**12.5%**
	2023 Average Disposable Income	$ 49,405	$ 58,044	$ 62,335	$ 55,674
HH's	**Housing**				
	Renter-Occupied Units	**3,132**	**8,167**	**9,608**	**6,875**
	% Renter-Occupied Units	46.1%	35.4%	31.6%	40.0%
	Average Housing Unit Value	**$ 201,948**	**$ 234,905**	**$ 257,927**	**$ 222,476**
VEHICLES	**Other**				
	Total Vehicles in Market	8,475	35,591	49,146	24,784
	Average Vehicles per Household	**1.35**	**1.65**	**1.72**	**1.55**

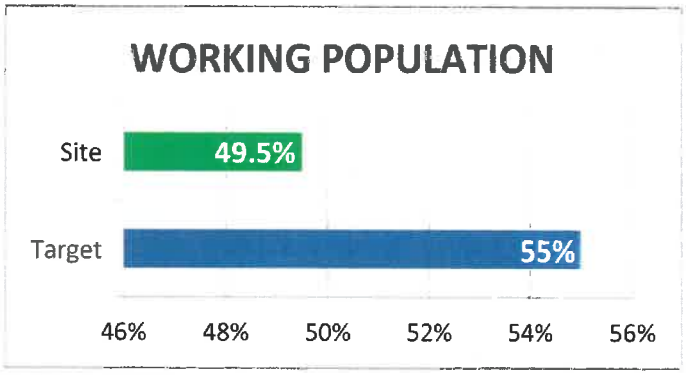
CAR WASH VOLUME ESTIMATES

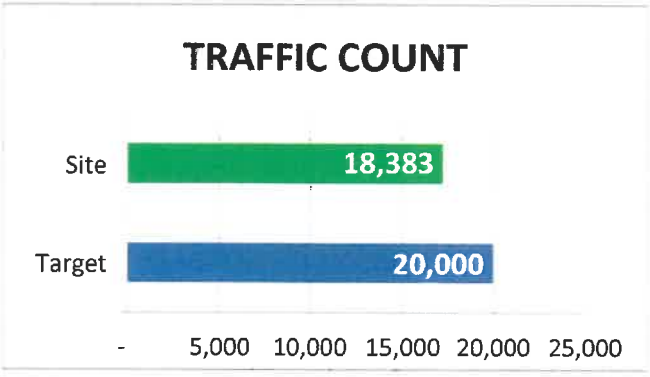


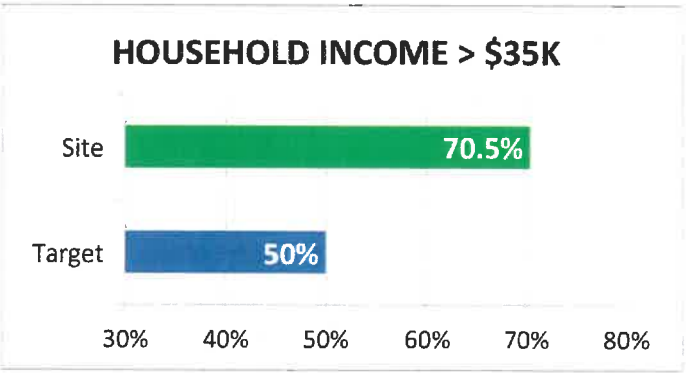
*Final Volume Estimates Pending Additional Site Information

KEY SITE SCORING CRITERIA



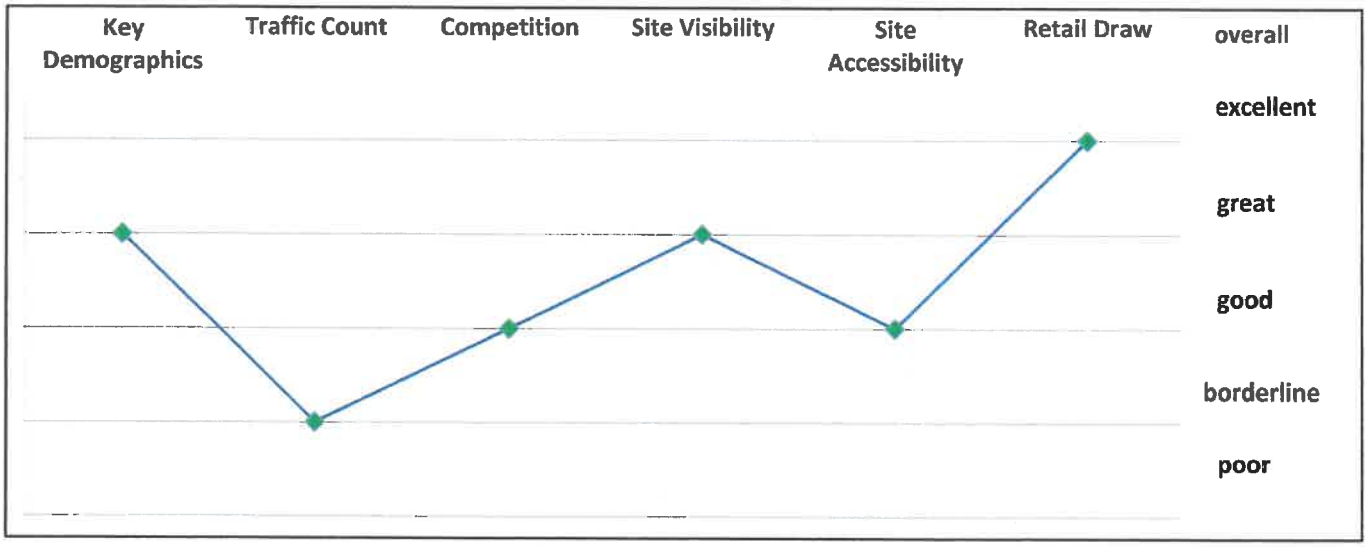






Toll Free 800-327-8723 | Tel: 954-720-4100 | Fax: 954-724-4289 | 5605 Hiatus Road Tamarac FL 33321 USA

SITE FUNDAMENTALS



Competition:

Competitor Name	Type	M.U.P*	Website	Dist. (mi)
LA Car Wash	Flex	Yes	www.lacarwash.net	0.00
AutoSuds West Car Wash	Express	Yes	www.autosudswest.com	1.99
Shiny Shell Carwash	Express (coming)	Yes	www.shinyshell.com	7.70
Anthony and Sons Auto Spa	Exterior/SS	No	No website	8.91
Trolley Line Car Wash	Exterior/SS	No	No website	16.64

**M.U.P = Monthly Unlimited Package*

SUMMARY FINDINGS

The 3-mile market has a population of 54,303 with 35,591 vehicles. There is enough population and vehicles here to support a total of 2 flex/express operations. The working population (25-65) makes up 49.5% of the demographics (our target is 55%). The unemployment rate is 3.6%, below the national average of 3.8%. The average household size is 2.45 (our target is 2.1), this increases the likelihood of there being children in the home that do not drive vehicles. Carwashing is a "low priced luxury" and requires some expendable income. 70.5% of households have an average income over $35K (our target is 50%). Over the past thirteen years the population has increased 5.59%. The market is projecting another small increase of 1.75% in the next five years. Rental housing makes up 35.4% of the market (our target is 33%). Renters typically do not have the space required to wash their own vehicles. They are dependent on the services of professional carwashes for their vehicle cleaning needs. The traffic count at the site is 18,383, just below our target of 20,000. This is a combination of the traffic counts on Quentin Road and Cornwall Road.

The proposed location has excellent retail draw provided by the Weis Market across the road and the small retailers in the area. Carwashes are typically an impulse purchase, as such it is extremely helpful to have strong retail draw provided by nearby stores to attract customers. Weis Market offers weekly needs retail which attracts recurring traffic. Recurring traffic is typically local and has a much higher capture rate than tourist or commuter traffic. Target marketing towards the customers of Weis Market with billboards and promotions could improve your site recognition and capture rate. The proposed location has great visibility to northbound traffic on Quentin Road, easily visible at 450'. This will give customers ample opportunity to prepare to safely access the site and will have a positive effect on your capture rate. Southbound vehicles on Quentin Road have good visibility to the site, coming into view at approximately 300'. This will reduce the amount of time customers have to prepare to access the site and may negatively affect your capture rate of these vehicles. Similarly, northbound vehicles on Cornwall Road have excellent visibility to the site, easily visible at 500' while southbound vehicles visibility is limited by the neighboring businesses. Installation of bright and eye-catching signage along with strategic placement of equipment can help to maximize the sites visibility. Both directions of traffic on Quentin Road have direct access with no U-turns required; however, southbound vehicles must cross the flow of traffic to enter the site. North and southbound vehicles on Cornwall Road also have direct access to the site with no U-turns required. Northbound vehicles must cross the flow of traffic to enter. Having points of ingress/egress on both Quentin Road and Cornwall Road will have a positive effect on the site's overall accessibility.

This is an operating express carwash, with that there will be some level of pre-existing customer base and site recognition. There is one other express wash within the 3-mile market. AutoSuds West Car Wash is an express operation with monthly unlimited plans. These plans will insulate their membership base and make it more difficult to convert their customers. They are well positioned near the Lebanon Valley Mall and numerous car dealerships. Strategically partnering with the auto-dealerships could help to build their brand recognition and the mall will help AutoSuds to attract customers from a large area. There is enough population density in the market to support the two existing express washes however, the traffic count at the proposed location is just below our benchmark. With this it may be necessary to market the site as a destination location to attract the customers required to support a viable express wash. There are no operating express carwashes to the south of the 3-mile market in areas like Quentin and Cornwall. The sites strong retail draw combined with a strong marketing campaign as a destination location could help to attract the population in these areas to the site and increase your customer base. Additionally, participation in local and community events can help with this effort. It is recommended to look into the sites current and past financials to determine its potential wash volumes. This, combined with the level of investment required will dictate the sites potential for success.

Study Areas

702 Quentin Rd, Lebanon, PA 17042
1-3-5 mi & 7 min

Road Map

	Page
Key Demographics	9
Population Summary	10
Household Summary	11
Competition & Labor Force	12
Competition & Vehicles Available	13
Household Income Summary (Current Year)	14
Household Income Summary (5-Year Projected)	15
Housing Units by Value	16
Daytime Demographics, Expenditures & Traffic	17
Detailed Traffic Counts - Single Direction	18
Detailed Traffic Counts - Opposite Direction	19
Detailed Traffic Counts - Total Bi-Directional Flow	20