

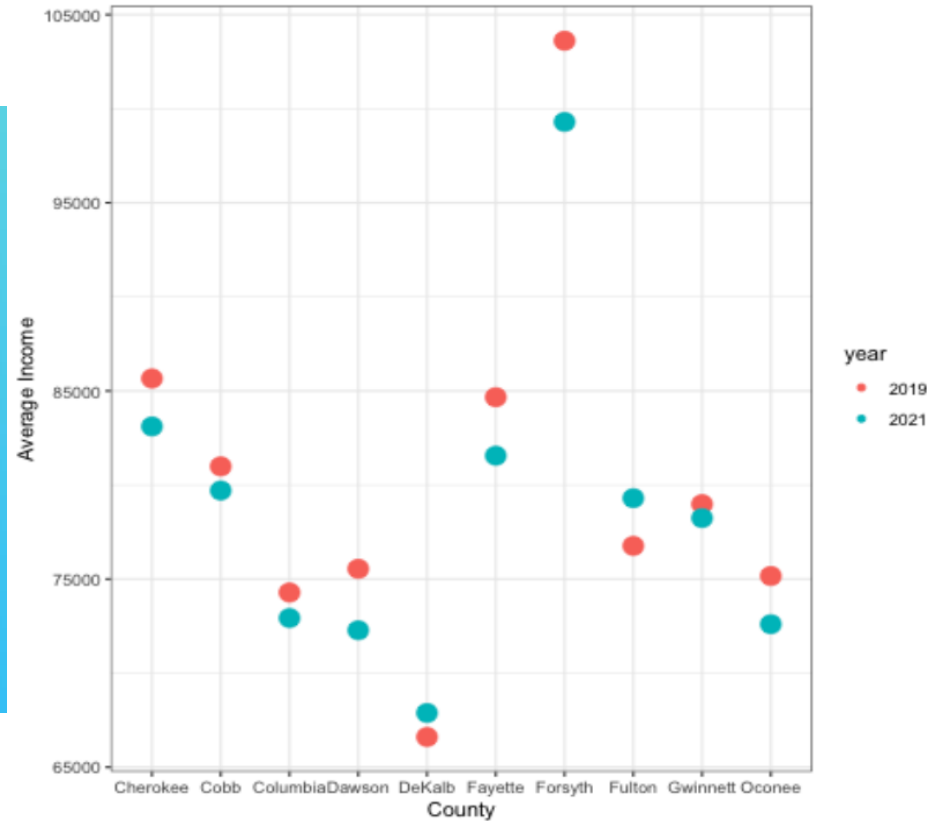


# Gas Station Customer Profiles 7/2019 vs 7/2021

Presented by Ashley Rabanales, Brad Ashworth, Zack Lee

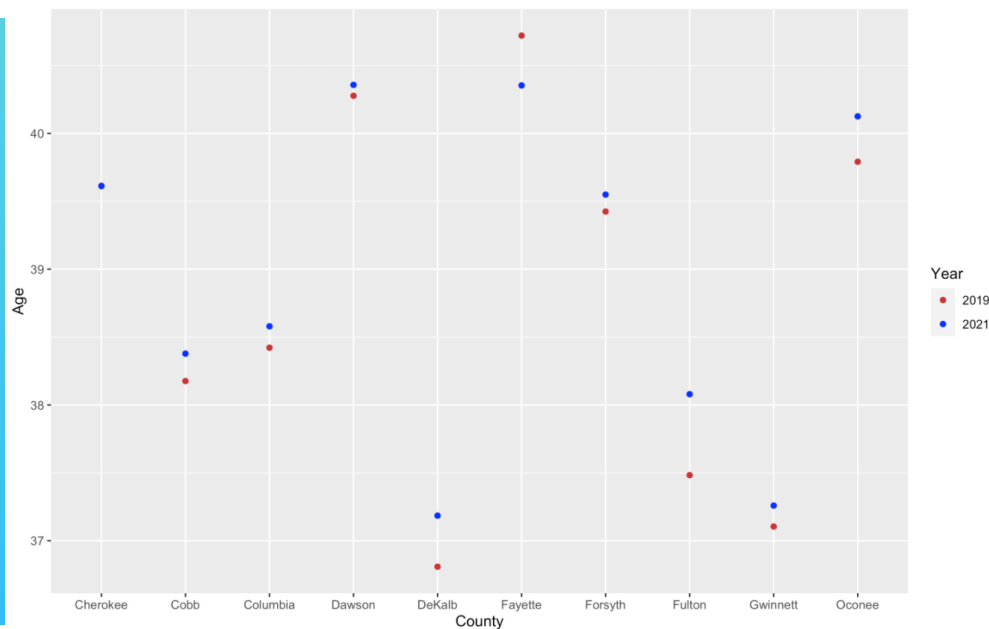
Median income for gas station customers had decreases in 8 of top 10 counties in GA between 7/19 and 7/21.

Change In Median Income By 10 Highest Median Income Counties



Median age had no abnormal shift between 7/19 and 7/21.

Change In Median Age By 10 Highest Median Income Counties



Source: SafeGraph

There are four counties with large shifts in the customer race mixes.

	2019 Race Breakdown For Gas Station Customers By County				
Row Labels	<u>White</u>	<u>Black</u>	<u>Asian</u>	<u>Latino</u>	<u>Other</u>
Calhoun	58.5%	32.7%	2.8%	4.1%	1.9%
Schley	51.7%	39.0%	1.0%	7.0%	1.3%
Washington	51.3%	41.5%	1.7%	3.5%	2.0%
Hancock	39.7%	47.4%	2.8%	8.4%	1.7%

	2021 Race Breakdown For Gas Station Customers By County				
	<u>White</u>	<u>Black</u>	<u>Asian</u>	<u>Latino</u>	<u>Other</u>
Calhoun	47.8%	46.5%	0.6%	3.5%	1.6%
Schley	65.2%	27.9%	0.5%	5.0%	1.4%
Washington	60.1%	32.0%	1.6%	4.2%	2.2%
Hancock	50.4%	40.7%	1.8%	5.2%	1.9%

	$\Delta$ of Race Breakdown For Gas Station Customers By County				
	<u>White</u>	<u>Black</u>	<u>Asian</u>	<u>Latino</u>	<u>Other</u>
Calhoun	-10.6%	13.8%	-2.3%	-0.5%	-0.3%
Schley	13.5%	-11.2%	-0.5%	-1.9%	0.1%
Washington	8.8%	-9.5%	-0.1%	0.7%	0.2%
Hancock	10.7%	-6.6%	-1.0%	-3.2%	0.2%

# Follow Ups

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## Analysis By Brand

Additional research should be conducted by brands to determine if profile changes are across the industry, or specific to a brand.

## Analysis By Census Blocks

Additional research to be done on census block level areas to see if rural, suburban, and downtowns have the same impact.

## Analysis Of Other States

This analysis was started in GA but should be expanded to other states to determine if it is a localized phenomenon or throughout the USA.

## Analysis Per Capita

Additional research should be conducted by per capita numbers to ensure no bias.

## Analysis Additional Data

Additional research to be done adding new data such as work from home statistics, jobs data, and electric car sales.