

## 2010 OCADA Economic Impact Report

	Average OC Dealership	Orange County Totals
<b>SALES</b>		
New Vehicle Sales	\$34,074,000	\$3,986,658,000
Used Vehicle Sales	\$12,453,000	\$1,457,001,000
Service & Parts Dept. Sales	\$8,749,000	\$1,023,633,000
<b>Total Dollar Sales</b>	<b>\$55,276,000</b>	<b>\$6,467,292,000</b>
Total New Units	1,085	126,945
Total Used Units	665	77,805
<b>Total Vehicles Sold</b>	<b>1,750</b>	<b>204,750</b>
<b>EMPLOYEES</b>		
Total Full Time Employees	85	9,945
Total Part Time Employees	5	585
<b>Total Employees</b>	<b>90</b>	<b>10,530</b>
Total Wages	\$4,584,000	\$536,328,000
% Providing Health for Employee and Dependents	97%	97%
<b>Total Wages/Personnel Benefits</b>	<b>\$4,584,000</b>	<b>\$536,328,000</b>
<b>EXPENSES</b>		
Advertising	\$602,000	\$70,434,000
Other Products and Services from California Business	\$1,480,000	\$173,160,000
<b>Total Expense</b>	<b>\$2,082,000</b>	<b>\$243,594,000</b>
<b>TAXES</b>		
Total State Payroll Taxes	\$108,000	\$12,636,000
Total Federal Payroll Taxes	\$1,125,000	\$131,625,000
<b>Total Employee Taxes</b>	<b>\$1,233,000</b>	<b>\$144,261,000</b>
Sales Tax Collected	\$3,390,000	<b>\$396,630,000</b>
Real Estate Taxes	\$108,000	\$12,636,000
<b>Total Taxes (paid or collected)</b>	<b>\$3,498,000</b>	<b>\$409,266,000</b>
<b>Total Tax Revenue Generated</b>	<b>\$4,731,000</b>	<b>\$553,527,000</b>
<b>Total Tax Revenue to Cities</b>	<b>\$440,700</b>	<b>\$51,561,900</b>
<b>OTHER FEES</b>		
State and Local Business taxes and fees	\$36,000	\$4,212,000
<b>Charitable Contributions</b>	<b>\$35,000</b>	<b>\$4,095,000</b>
<b>Total # of Dealerships in District:</b>		<b>117</b>
Anaheim - 11	Irvine - 12	Orange - 5
Buena Park - 7	Laguna Hills - 1	Placentia - 2
Costa Mesa - 12	Laguna Niguel - 2	Rancho Santa Margarita - 3
Foothill Ranch - 1	Lake Forest - 1	San Juan Capistrano - 6
Fullerton - 3	Midway City - 1	Santa Ana - 7
Garden Grove - 6	Mission Viejo - 5	Tustin - 11
Huntington Beach - 11	Newport Beach - 7	Westminster - 3