

**Results From The *Auto Laundry News***

# 2017 Detail Survey

**T**he 2017 *Auto Laundry News* Detailing Survey was conducted through a mailing of questionnaires to a random selection of subscribers who provide detailing services at their car care businesses. The information contained in this report results from an analysis of data provided by respondents from across the United States.

**RESPONDENT POOL PROFILE**

For comparative purposes, respondents are,

on occasion, separated into three main categories: freestanding detailing shops (Freestanding), detail shops run in conjunction with a car wash (Car Wash Combo), and mobile detail services (Mobile Services). A fourth category, detail shops run in conjunction with a business other than a car wash (Other Combo), such as a gas station, fast lube, etc., is employed when relevant. A four-year perspective of the category breakdown appears in the following table:

Detailer Type	2017	2016	2015
Freestanding	39%	44%	44%
Car Wash Combo	42%	37%	37%
Mobile Services	8%	12%	13%
Other Combo	11%	7%	6%

**PERFORMANCE**

After two successive years in decline, the proportion of respondents reporting improvement in their business over the previous year is once again on the rise. In the current survey, 54 percent report progress compared to 45 percent who were able to do so last year and 56 percent the year before that. Perhaps the most promising result is found in the negative: overall, only 3 percent — the smallest number ever recorded — report declining business. Sixteen percent reported reversals last year. As was the case in the previous survey, Mobile Services outperformed the other categories, with 67 percent reporting improved business compared to 50 percent of Freestanding shops and 64 percent of Car Wash Combos.

**SERVICES**

All Freestanding shops offer their retail customers both separate and combined interior and exterior packages. Their wholesale customers don't get the same options: 69 percent of Freestanding shops do complete interior/exterior wholesale packages; only 46 percent offer wholesale customers the choice of either an interior or an exterior package. Car Wash Combos also exhibit this disparity: the figures for this category are 80 percent and 53 percent.

**FUTURE PLANS**

Overall, 19 percent (15 percent, last year) of respondents plan on expanding their car care businesses during the next 12 months. With the exception of a couple of projected in-bay automatics, all plans involve detail operations. 📺

**PERCENTAGE OF DETAIL BUSINESS DONE BY SEASON BY REGION**

	WINTER	SPRING	SUMMER	FALL
Pacific	17	26	33	24
Mountain	12	21	41	26
Midwest	*	*	*	*
Central	11	27	32	30
South Central	20	30	20	30
Southeast	38	23	16	23
Mid-Atlantic	10	43	24	23
New England	10	33	25	33

\* Too Few Responses

**KEY**

**Pacific**

Alaska-California-Hawaii-Oregon-Washington

**Mountain**

Arizona-Colorado-Idaho-Montana-Nevada-New Mexico-Utah-Wyoming

**Midwest**

Iowa-Kansas-Minnesota-Missouri-Nebraska-North Dakota-South Dakota

**Central**

Illinois-Indiana-Michigan-Ohio-Wisconsin

**South Central**

Alabama-Arkansas-Kentucky-Louisiana-Mississippi-Oklahoma-Tennessee-Texas

**Southeast**

Delaware-Florida-Georgia-Maryland Carolinas-Virginia-West Virginia

**Mid-Atlantic**

New Jersey-New York-Pennsylvania

**New England**

Connecticut-Maine-Massachusetts-New Hampshire-Rhode Island-Vermont

**INCOME COMPARED TO LAST YEAR**

**54%**

**2016 INCOME MORE THAN IN 2015**

**43%**

**2016 INCOME SAME AS IN 2015**

**3%**

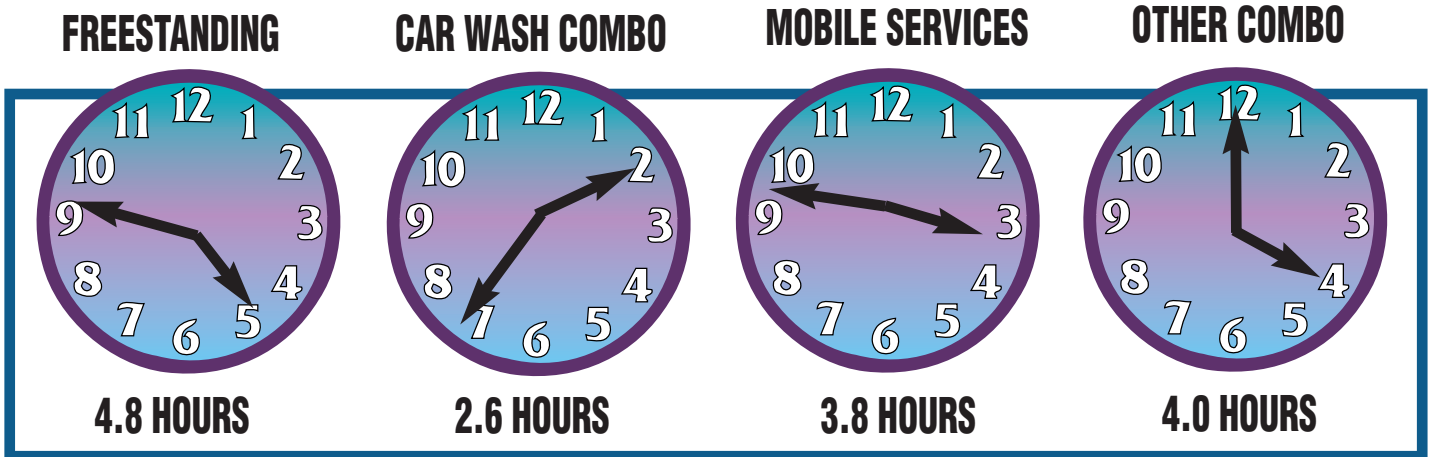
**2016 INCOME LESS THAN IN 2015**

**OPERATOR PROFILE**

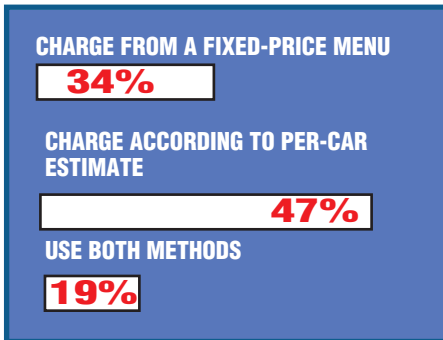
Freestanding Detail Shop	39%
Mobile Detailing	8%
Full-Service Conveyor Car Wash	25%
Exterior-Only Car Wash	14%
Self-Serve Car Wash	8%
In-Bay Automatic	8%
Oil Change/Lube	6%
Gas Station	0%
C-Store	0%

## SURVEY

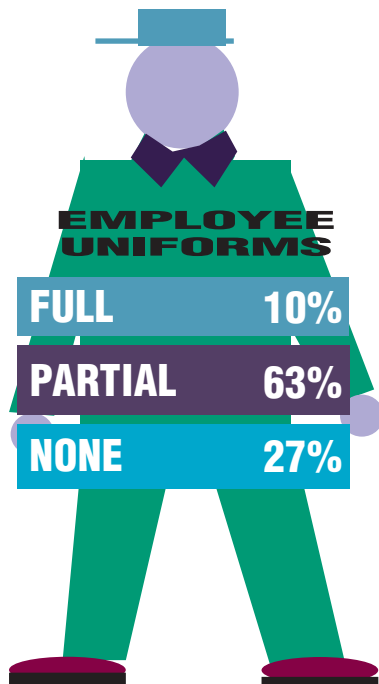
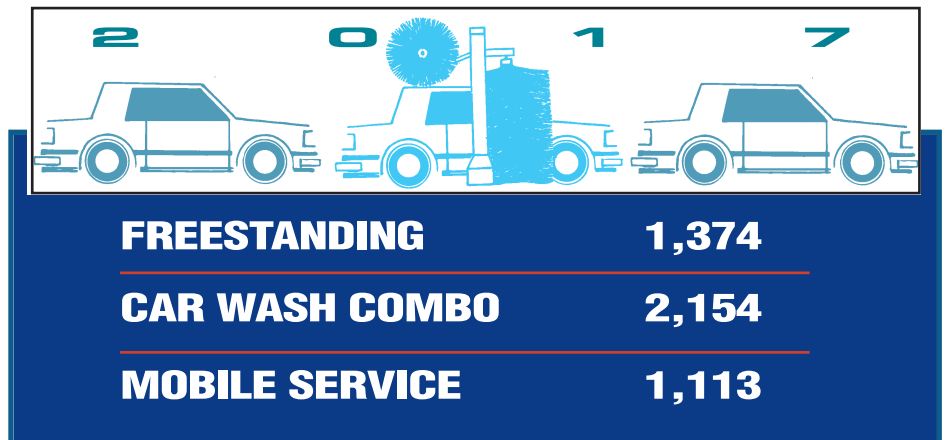
### AVERAGE TIME REQUIRED TO COMPLETE STANDARD DETAIL PACKAGE



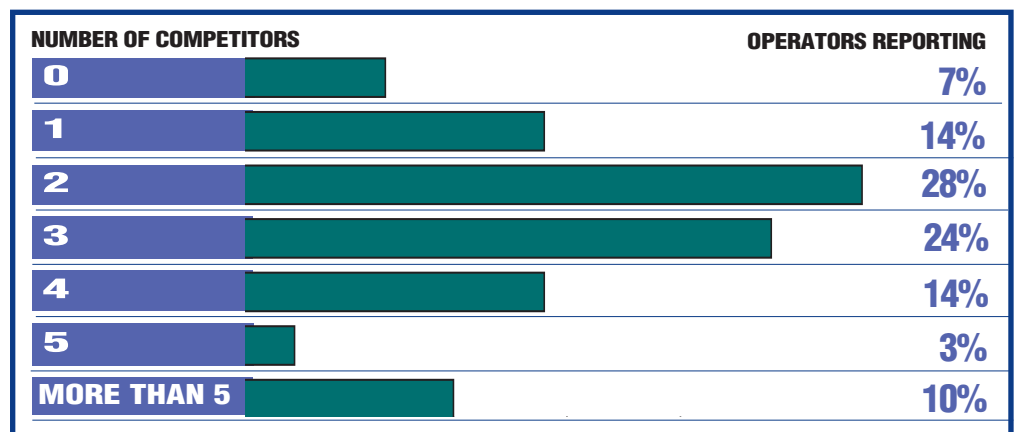
### DETAIL SERVICE PRICES



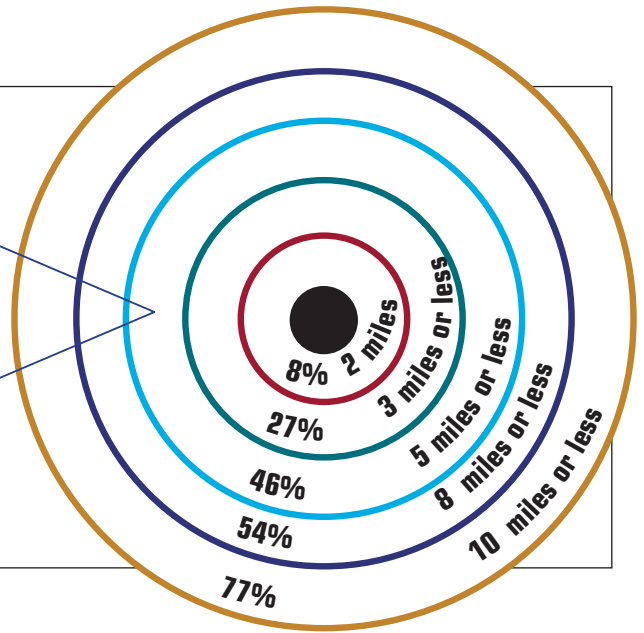
### AVERAGE NUMBER OF CARS DETAILED ANNUALLY



### COMPETING DETAIL SHOPS IN AREA



**HOW FAR DO CUSTOMERS COME?**  
 (% from within 2-mile radius, 3-mile radius, etc.)



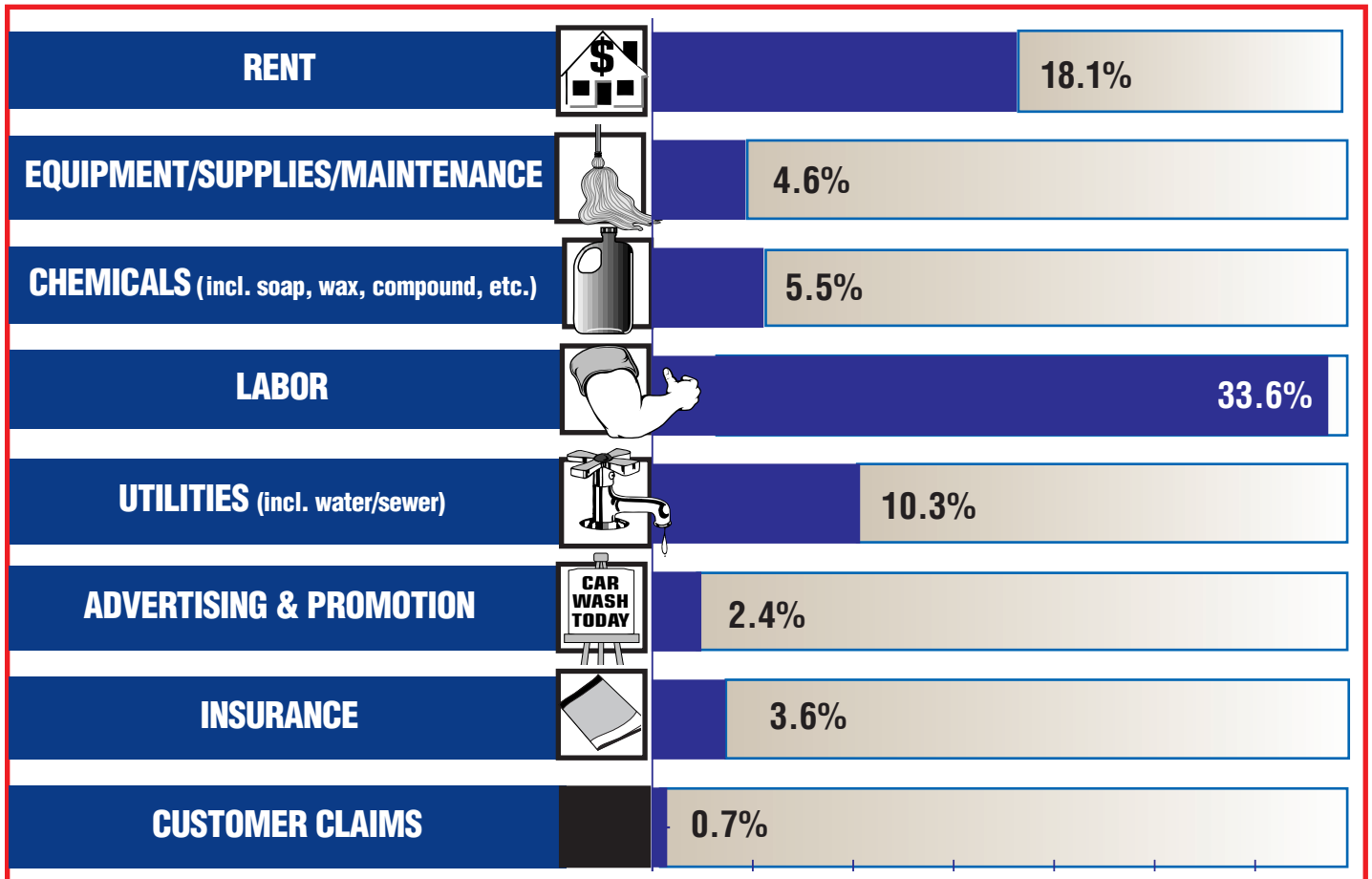
**CUSTOMER PROFILE**

**RETAIL VEHICLE PROFILE**

<b>82% – Retail</b>	<b>15% – Auto Dealers</b>
<b>2% – Taxi/Limo</b>	<b>1% – Other</b> <small>(Fleets, Body Shops, Etc.)</small>

<b>14% – New</b> (under 1 yr. old)	<b>34% – 3-5 yrs. old</b>
<b>26% – 1-2 yrs. old</b>	<b>26% – 5+ yrs. old</b>

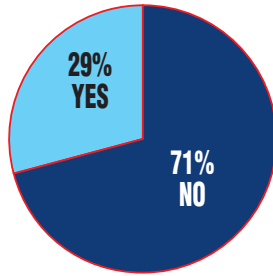
**OPERATING COSTS AS PERCENTAGE OF REVENUE**



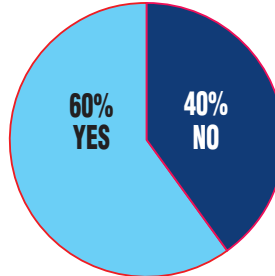
# SURVEY

## OFFER EXPRESS SERVICES

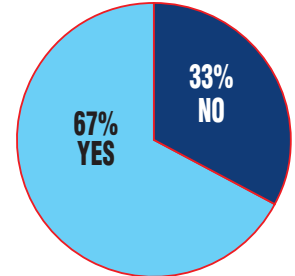
### FREESTANDING



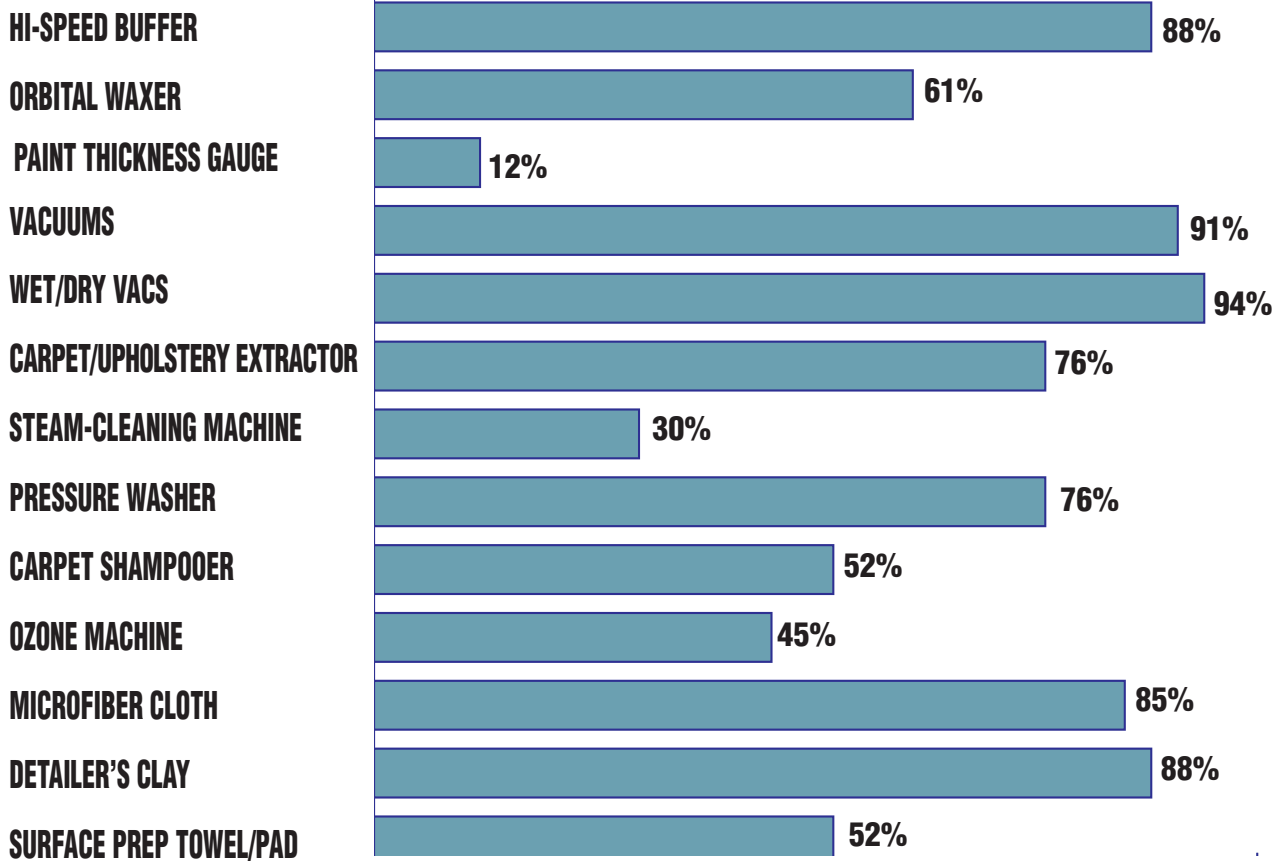
### CAR WASH COMBO



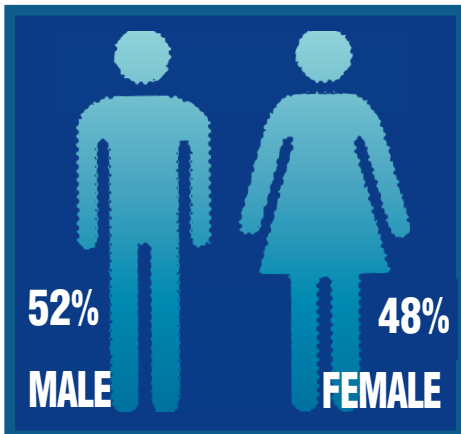
### MOBILE SERVICES



## TYPE STANDARD EQUIPMENT PERCENTAGE UTILIZING



## RETAIL CONSUMER PROFILE



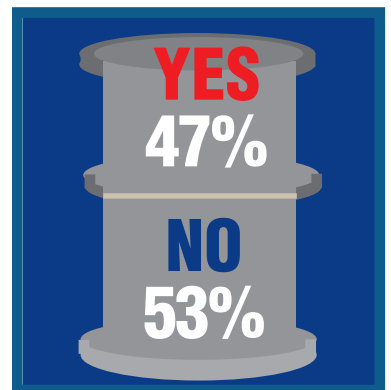
## AVERAGE MONTHLY GROSS INCOME (DETAIL SERVICES ONLY)

FREESTANDING \$14,125  
 CAR WASH COMBO \$12,812  
 MOBILE SERVICE \*



\* Too Few Responses

## EMPLOY CERTIFIED DETAILERS

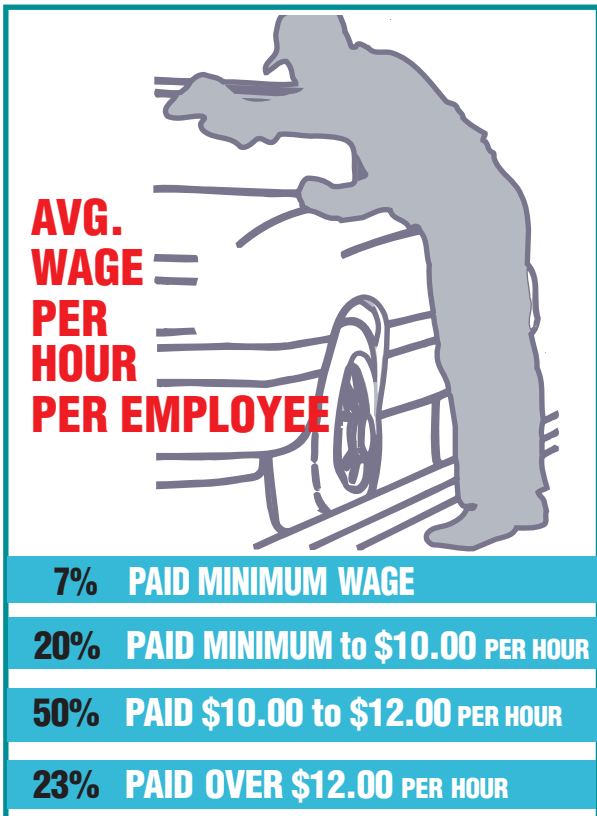


## AVERAGE PACKAGE PRICES

<b>RETAIL</b>	<b>FREE- STANDING</b>	<b>CAR WASH COMBO</b>	<b>MOBILE SERVICE</b>
<b>COMPLETE INTERIOR/EXTERIOR DETAIL</b>	<b>\$230.36</b>	<b>\$179.82</b>	<b>\$278.33</b>
<b>INTERIOR DETAIL ONLY</b>	<b>\$132.36</b>	<b>\$111.55</b>	<b>\$133.33</b>
<b>EXTERIOR DETAIL ONLY</b>	<b>\$138.54</b>	<b>\$106.63</b>	<b>\$191.66</b>

<b>WHOLESALE</b>	<b>FREE- STANDING</b>	<b>CAR WASH COMBO</b>	<b>MOBILE SERVICE</b>
<b>COMPLETE INTERIOR/EXTERIOR DETAIL</b>	<b>\$167.14</b>	<b>\$127.80</b>	<b>\$215.00</b>
<b>INTERIOR DETAIL ONLY</b>	<b>\$97.50</b>	<b>\$78.30</b>	<b>\$125.00</b>
<b>EXTERIOR DETAIL ONLY</b>	<b>\$97.50</b>	<b>\$90.00</b>	<b>\$187.50</b>

## LABOR COSTS



## PERCENTAGE OF DETAIL BUSINESS DONE BY DAY OF THE WEEK

	<b>FREE- STANDING</b>	<b>CAR WASH COMBO</b>	<b>MOBILE/ OTHER</b>
<b>MONDAY</b>	17	14	18
<b>TUESDAY</b>	17	12	15
<b>WEDNESDAY</b>	20	11	13
<b>THURSDAY</b>	20	12	15
<b>FRIDAY</b>	19	19	24
<b>SATURDAY</b>	7	20	13
<b>SUNDAY</b>	0	12	2

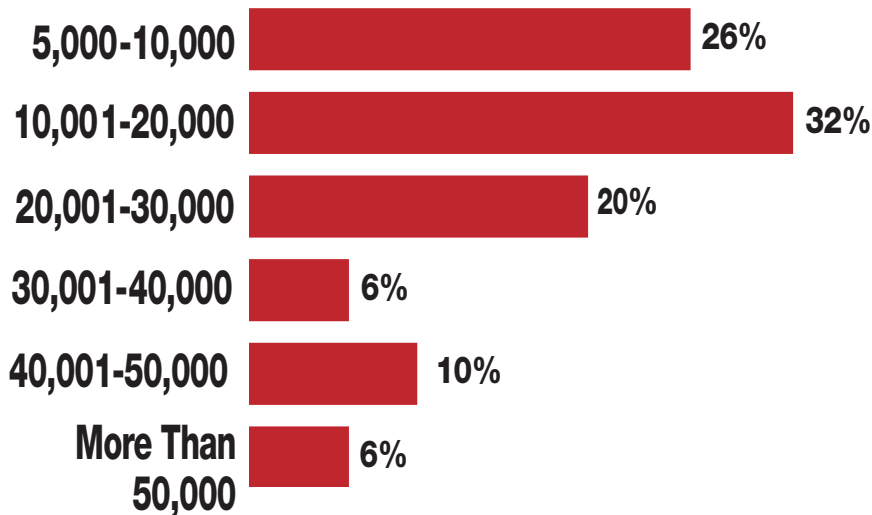
# SURVEY

## A LA CARTE SERVICES

SERVICE	PERCENT OFFERING OVERALL	AVERAGE PRICE	
		FREESTANDING	CAR WASH COMBO
HAND WAX	79%	\$99.75	\$55.25
MACHINE WAX/BUFF	55%	\$150.80	\$106.43
CARPET SHAMPOO	69%	\$72.00	\$47.64
UPHOLSTERY CLEANING	72%	\$68.00	\$51.64
LEATHER/VINYL (INT.) DRESSING	76%	\$28.75	\$21.11
VINYL/RUBBER (EXT.) DRESSING	45%	\$25.00	\$13.88
DEODORIZING	45%	\$80.00	\$41.67
PAINT TOUCH-UP	31%	\$30.00	\$45.00
PAINTLESS DENT REMOVAL	17%	*	*
WINDSHIELD REPAIR	14%	*	*
EXTENDED UPHOLSTERY PROT.	24%	\$75.00	\$40.00
EXTENDED PROT. PAINT SEALANT	31%	\$100.00	\$77.50
HEADLIGHT RESTORATION	65%	\$78.00	\$43.33
ENGINE CLEANING	45%	\$30.00	\$36.00
WINDOW TINTING	14%	*	*
PINSTRIPING	7%	\$62.50	**

\* Too Few Responses \*\* Not Offered

## DAILY TRAFFIC COUNT



## AVERAGE GROSS REVENUE PER CAR (CAR WASH SALES ONLY)

