

AutoLaundry^{news}

SURVEY

Results From The *Auto Laundry News* 2022 Detail Survey

The 2022 *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). In a replay of 2019, we received no responses from mobile detailers for the current survey. 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 three-year perspective of

the category breakdown appears in the following table:

Detailer Type	2022	2021	2020
Freestanding	58%	52%	63%
Car Wash Combo	26%	28%	16%
Mobile Services	0%	16%	12%
Other Combo	16%	4%	9%

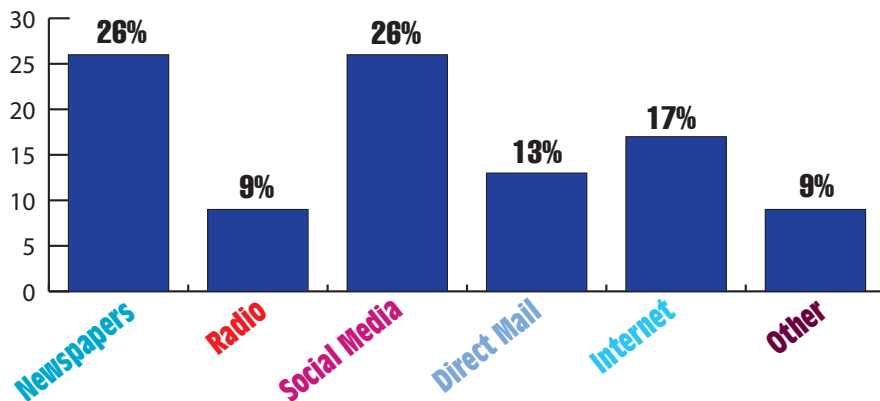
PERFORMANCE

What a difference a year makes. Overall, 53 percent of respondents report improvement in their business year-to-year compared to the previous survey when a dismal 19 percent reported the same. Moreover, this is the first time in four years that a majority, overall, experienced gains. Three years ago, that figure stood at 44 percent; two years ago it was 43 percent. Half of both Freestanding shops and Car Wash Combos made progress while two thirds of Other Combos saw improved business. Overall, 12 percent of respondents report declining business, a startling figure when compared to the 52 who did so last year. Much of this variance in performance can, no doubt, be ascribed to the reaction during 2020 to the pandemic whether due to customer apprehension or regulatory restrictions. COVID-19 has had little other effect. One might have expected its presence to turn "interior sanitizing" into a popular and lucrative menu item, but only 15 percent of respondents report offering this service.

PERCENTAGE OF DETAIL BUSINESS DONE BY SEASON

	WINTER	SPRING	SUMMER	FALL
FREE-STANDING	16	29	29	26
CAR WASH COMBO	19	35	25	21
OTHER	21	28	32	19

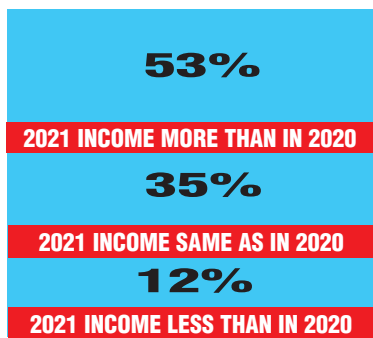
**ADVERTISING & PROMOTION
68% ADVERTISE**



HOURS

Car Wash Combos maintain the most customer-friendly hours, with 80 percent open for business on Sundays. Other Combos are a close second with 67 percent. There are no Freestanding shops open on Sundays, and 45 percent have no business hours even on Saturdays.

INCOME COMPARED TO LAST YEAR

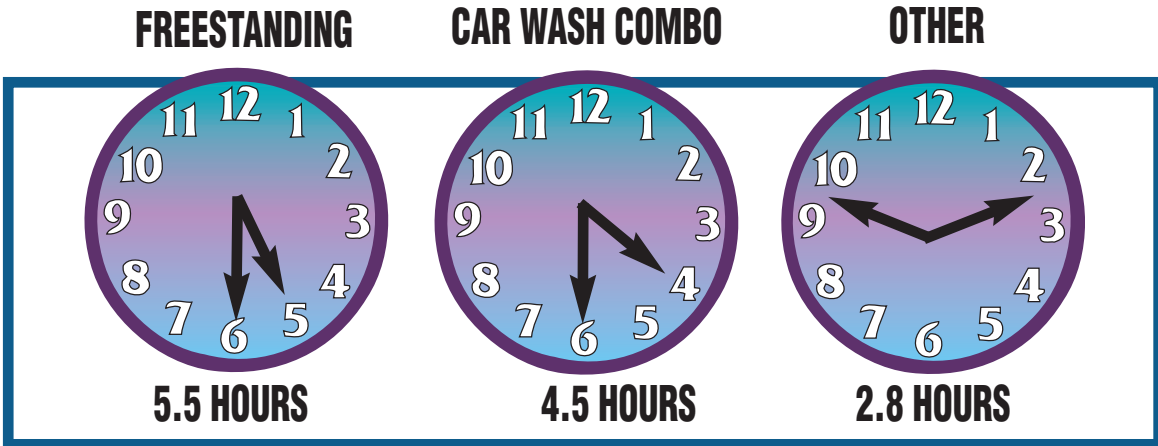


OPERATOR PROFILE

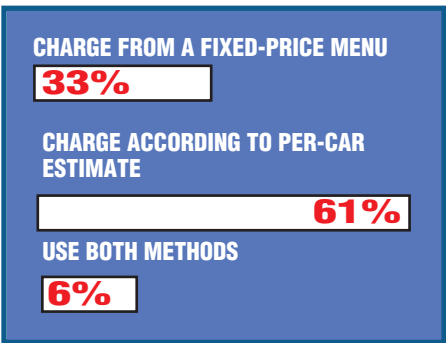
Freestanding Detail Shop	58%
Mobile Detailing	0%
Full-Service Conveyor Car Wash	26%
Exterior-Only Car Wash	0%
Self-Serve Car Wash	0%
In-Bay Automatic	0%
Oil Change/Lube	21%
Gas Station	5%
Other	11%

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AVERAGE TIME REQUIRED TO COMPLETE STANDARD DETAIL PACKAGE



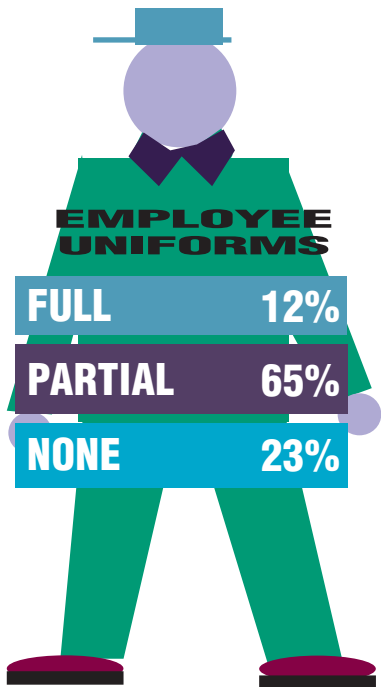
DETAIL SERVICE PRICES



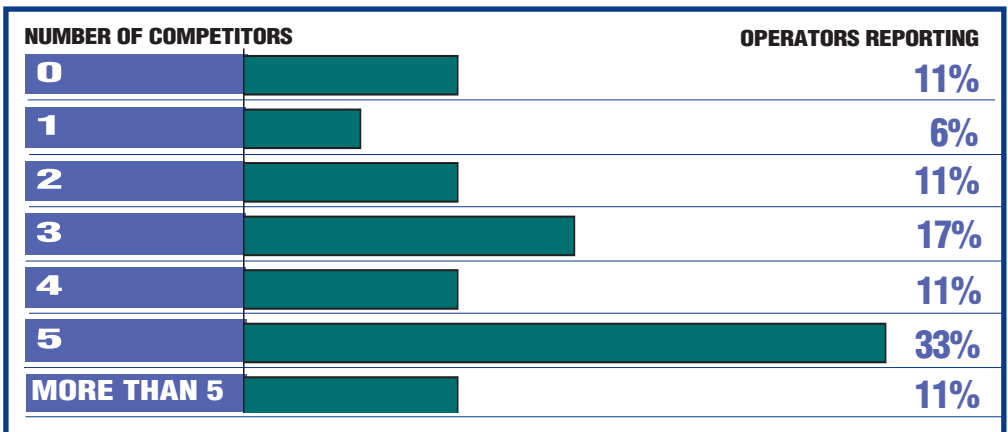
AVERAGE NUMBER OF CARS DETAILED ANNUALLY

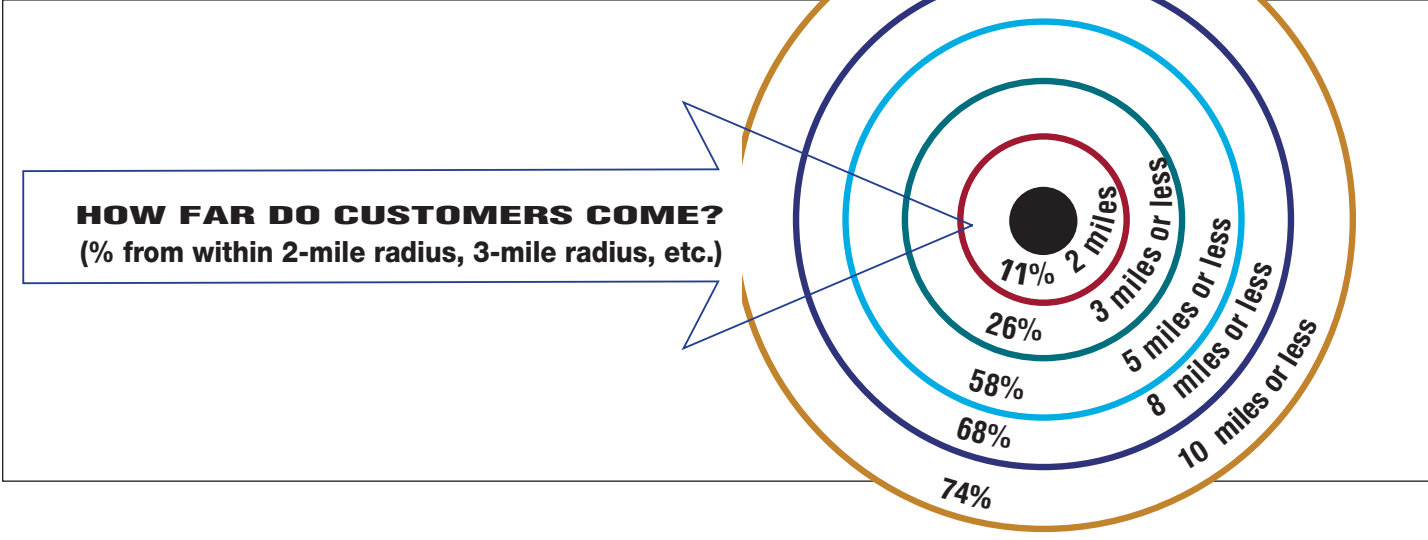


EMPLOYEE UNIFORMS



COMPETING DETAIL SHOPS IN AREA





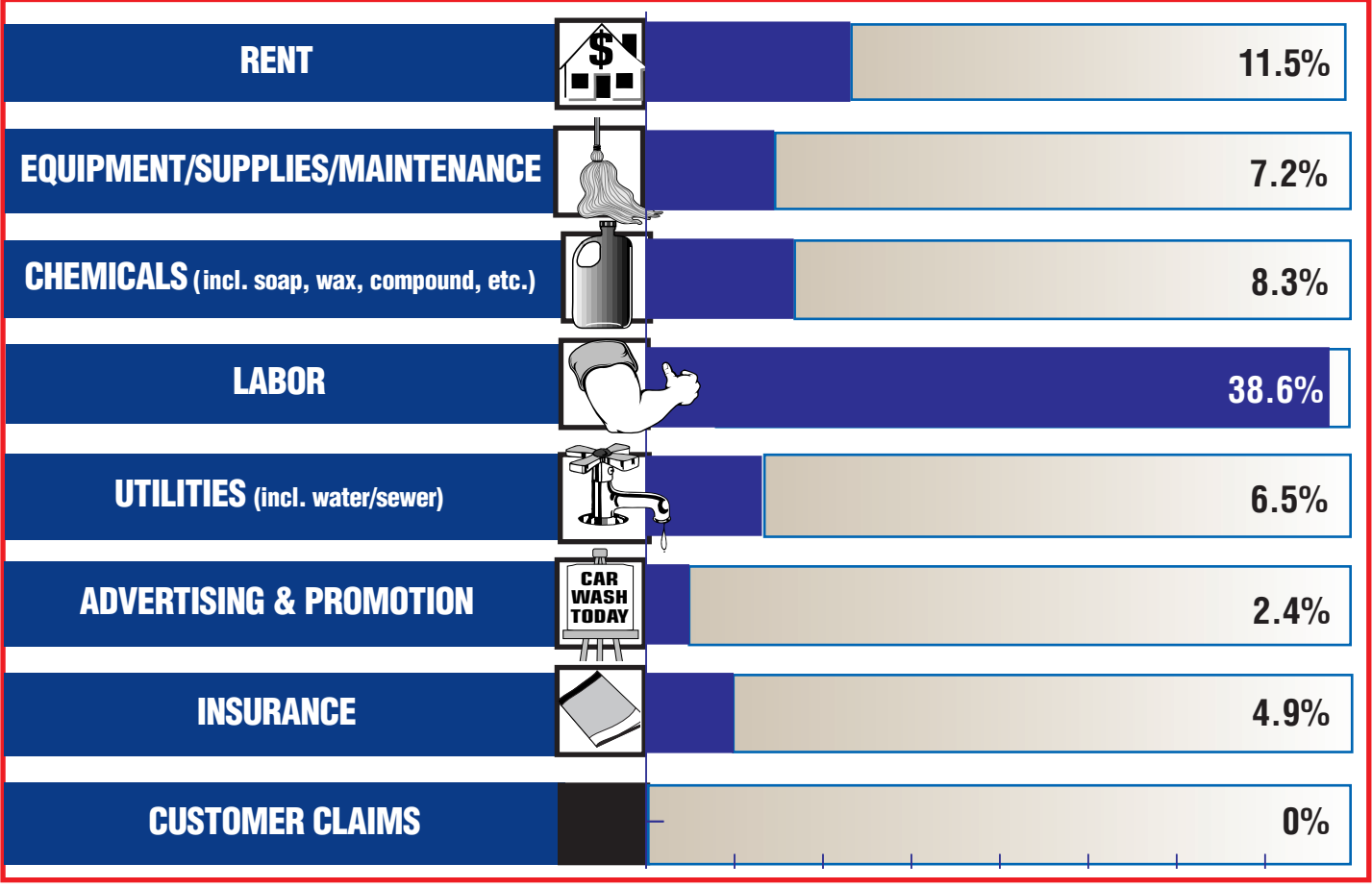
CUSTOMER PROFILE

85% – Retail	11% – Auto Dealers
1% – Taxi/Limo	3% – Other <small>(Fleets, Body Shops, Etc.)</small>

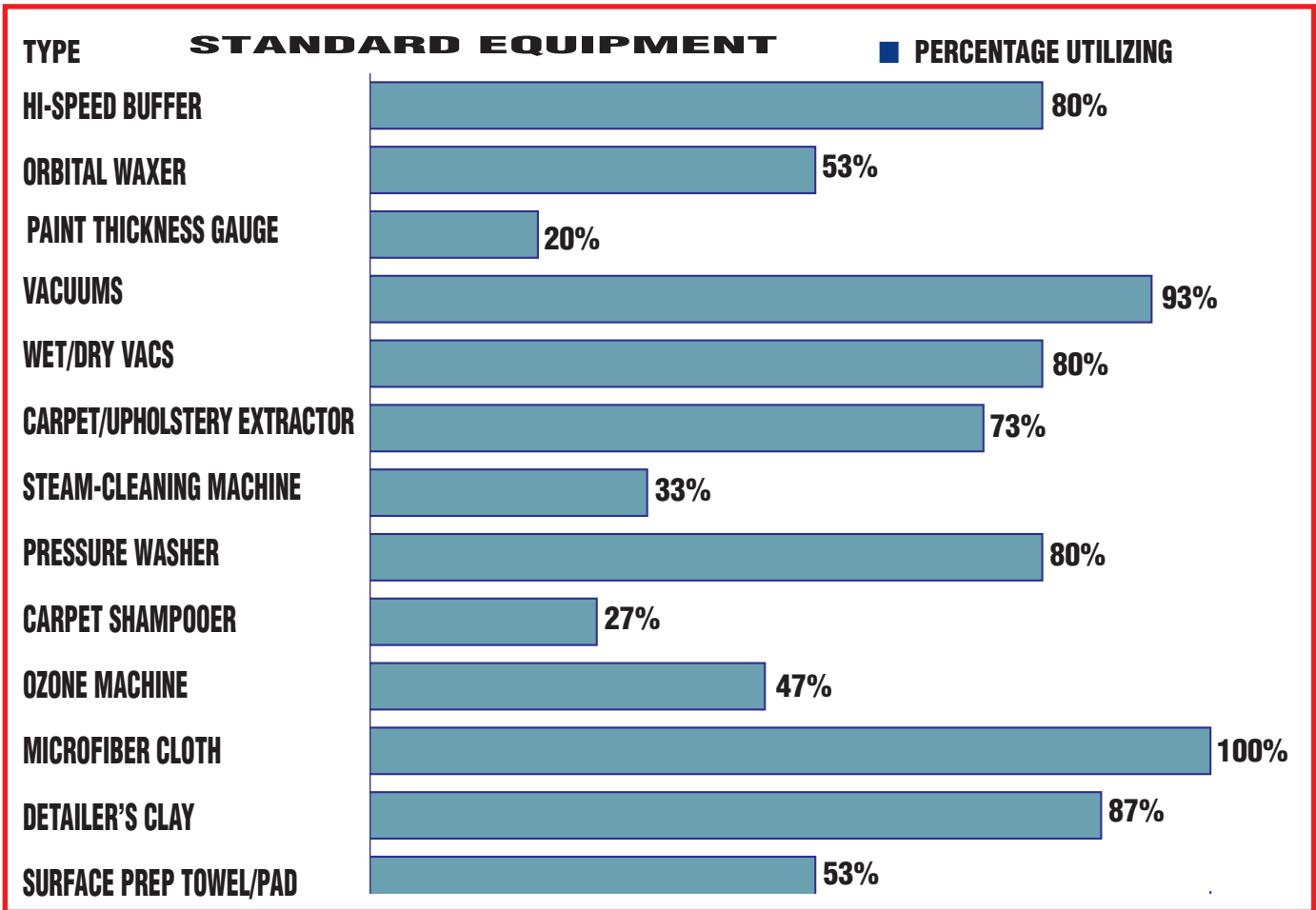
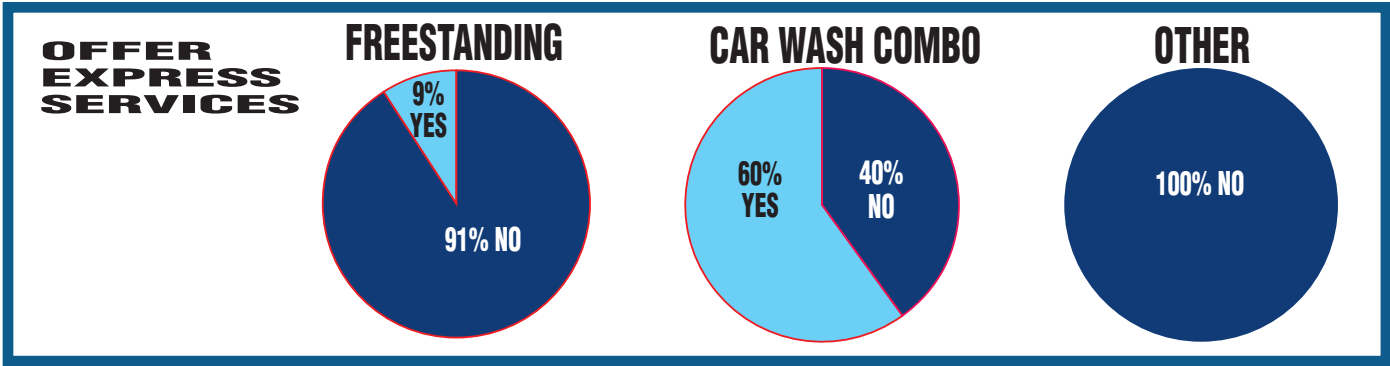
RETAIL VEHICLE PROFILE

23% – New (under 1 yr. old)	33% – 3-5 yrs. old
24% – 1-2 yrs. old	20% – 5+ yrs. old

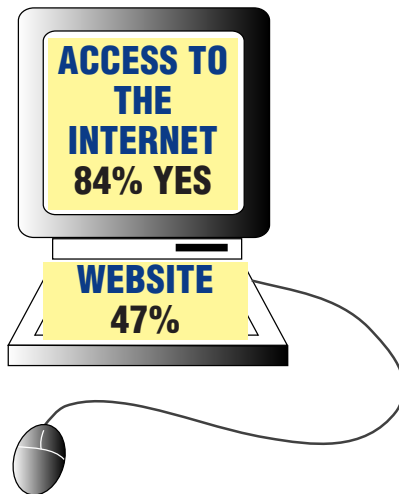
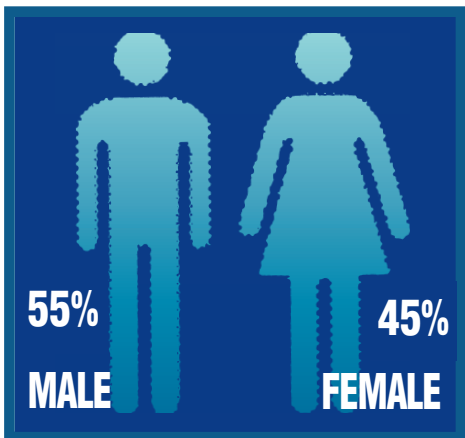
OPERATING COSTS AS PERCENTAGE OF REVENUE



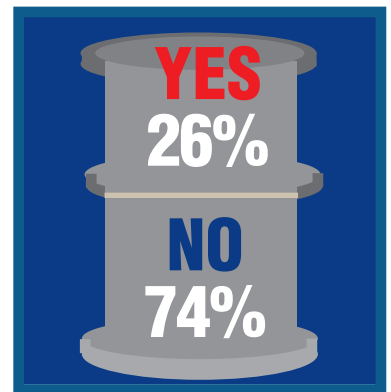
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RETAIL CONSUMER PROFILE



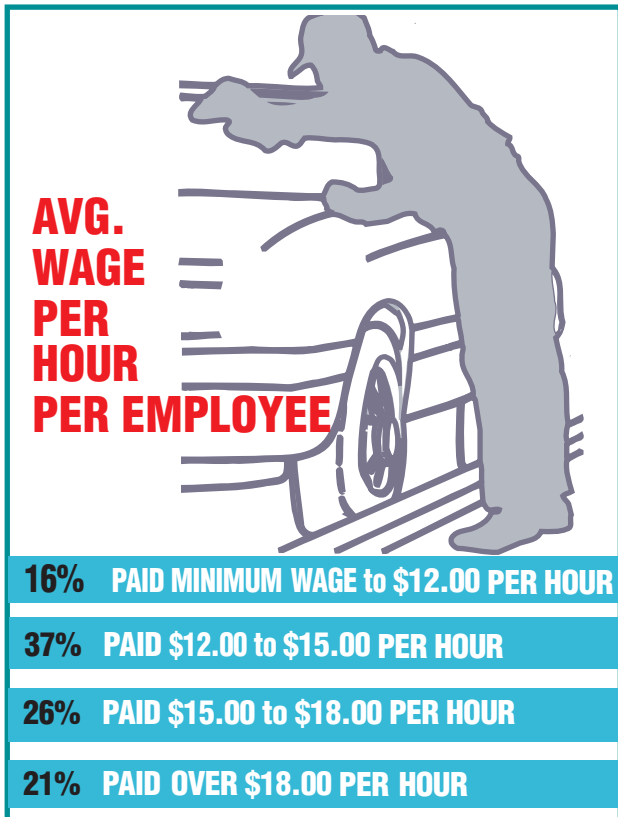
EMPLOY CERTIFIED DETAILERS



AVERAGE PACKAGE PRICES

RETAIL	FREE-STANDING	CAR WASH COMBO
COMPLETE INTERIOR/EXTERIOR DETAIL	\$314.80	\$225.00
INTERIOR DETAIL ONLY	\$170.89	\$155.00
EXTERIOR DETAIL ONLY	\$155.50	\$150.00
WHOLESALE	FREE-STANDING	CAR WASH COMBO
COMPLETE INTERIOR/EXTERIOR DETAIL	\$257.71	\$193.30
INTERIOR DETAIL ONLY	\$164.75	\$128.30
EXTERIOR DETAIL ONLY	\$115.00	\$95.00

LABOR COSTS



PERCENTAGE OF DETAIL BUSINESS DONE BY DAY OF THE WEEK

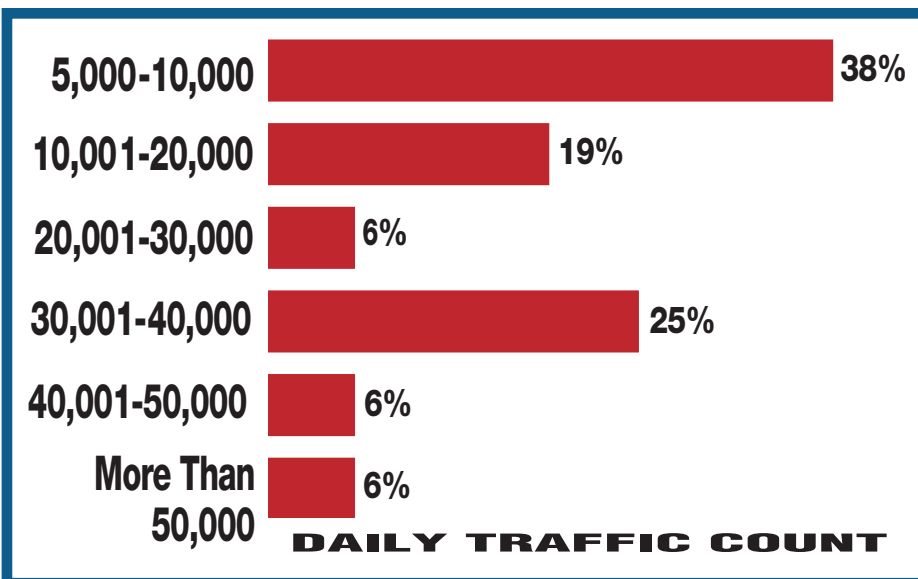
	FREE-STANDING	CAR WASH COMBO
MONDAY	18	10
TUESDAY	18	17
WEDNESDAY	18	12
THURSDAY	18	18
FRIDAY	20	23
SATURDAY	8	17
SUNDAY	0	3

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A LA CARTE SERVICES AT FREESTANDING SHOPS

SERVICE	PERCENT OFFERING OVERALL	AVERAGE PRICE
HAND WAX	54%	\$90.83
MACHINE WAX/BUFF	46%	\$122.99
CARPET SHAMPOO	46%	\$79.15
UPHOLSTERY CLEANING	38%	\$107.99
LEATHER/VINYL (INT.) DRESSING	31%	\$38.67
VINYL/RUBBER (EXT.) DRESSING	23%	\$12.67
DEODORIZING	31%	\$60.00
PAINT TOUCH-UP	15%	*
PAINTLESS DENT REMOVAL	8%	*
WINDSHIELD REPAIR	8%	*
EXTENDED UPHOLSTERY PROT.	23%	\$117.50
EXTENDED PROT. PAINT SEALANT	15%	\$300.00
HEADLIGHT RESTORATION	38%	\$76.00
ENGINE CLEANING	46%	\$60.00
WINDOW TINTING	8%	*
INTERIOR SANITIZING	15%	\$65.00
CERAMIC COATING	23%	\$400.00

* Too few responses



AVERAGE GROSS REVENUE PER CAR (CAR WASH SALES ONLY)

