

Results from the Auto Laundry News

2016 Exterior Conveyor Survey

Results From The Auto Laundry News Exterior Conveyor Survey 2016

The 2016 *Auto Laundry News* Exterior Conveyor Survey was conducted through a mailing of questionnaires to a random selection of our subscribers who own and operate exterior conveyor car wash businesses. The information presented in this report results from an analysis of data provided by respondents from locations throughout the United States.

Exterior Only vs. Express Exterior Sites

For comparative purposes, respondents are, on occasion, separated into two main categories: exterior-only operations and express-exterior sites. A third category, exterior washes with off-line full service, is employed when relevant. Exterior-only participants make up 49 percent of the total response, express-exterior sites account for 31 percent, and exteriors with off-line full service round out the total with 20 percent.

All respondents self-identify as belonging to one category or another. As in the past, there is some imprecision in pigeonholing individual washes. For example, one would expect all express-exterior sites to make use of automated pay stations, but only 75 percent of respondents in this category report doing so. Still, that number far outstrips the 21 percent of exterior-only participants employing this technology.

While express-exteriors are committed exclusively to a friction process, 27 percent of exterior-only sites opted for touchless systems and 9 percent employ a hybrid process.

Revenues

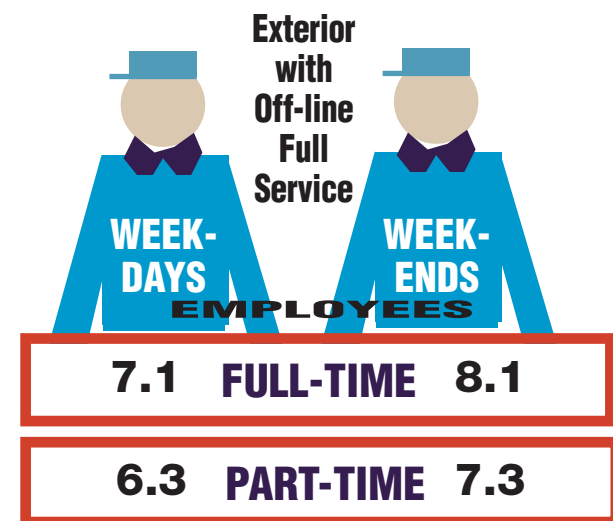
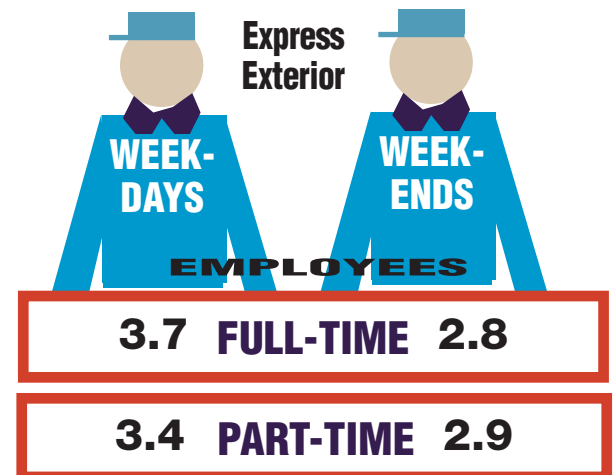
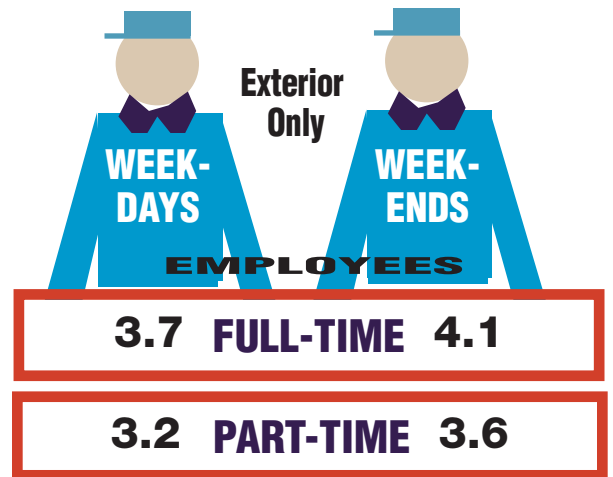
Overall, 78 percent of respondents report income growth over the previous year. This compares to 63 percent who made advances last year. The graphic on page 40 provides a four-year perspective. Express-exterior participants put in a stellar performance with 93 percent reporting progress and not a single one recording declining revenue. The corresponding figures for exterior-only respondents are 67 percent and 13 percent.

Future

Respondents in the current survey are less enthusiastic about expanding than last year's participants were. Compared to 13 percent last year, none in the exterior-only category is planning a new site. On the express-exterior side, 25 percent (31 percent last year) have plans to build a new wash in the coming year.

COMPETING CONVEYOR WASHES IN AREA

NUMBER OF COMPETITORS	OPERATORS REPORTING
0	10%
1	25%
2	32%
3	13%
4	8%
5	10%
MORE THAN 5	2%



PERCENTAGE OF WASH BUSINESS DONE BY DAY OF WEEK BY REGION

	MON	TUES	WED	THURS	FRI	SAT	SUN
Pacific Alaska-California-Hawaii-Oregon-Washington	15	9	12	11	17	22	15
Mountain Arizona-Colorado-Idaho-Montana-Nevada-New Mexico-Utah-Wyoming	18	11	9	13	19	19	12
Midwest Iowa-Kansas-Minnesota-Missouri-Nebraska-North Dakota-South Dakota	10	13	15	18	25	15	5
Central Illinois-Indiana-Michigan-Ohio-Wisconsin	12	12	10	11	18	22	16
South Central Alabama-Arkansas-Kentucky-Louisiana-Mississippi-Oklahoma-Tennessee-Texas	*	*	*	*	*	*	*
Southeast Delaware-Florida-Georgia-Maryland Carolinas-Virginia-West Virginia	12	9	12	12	16	22	18
Mid-Atlantic New Jersey-New York-Pennsylvania	11	9	9	10	18	27	16
New England Connecticut-Maine-Massachusetts-New Hampshire-Rhode Island-Vermont	13	15	15	10	18	20	10

* Too Few Responses

Note: Some results do not total 100 due to rounding

PERCENTAGE OF WASH BUSINESS DONE BY SEASON BY REGION

	WINTER	SPRING	SUMMER	FALL
Pacific	23	25	33	20
Mountain	25	26	24	25
Midwest	30	30	22	18
Central	42	22	21	15
South Central	*	*	*	*
Southeast	34	26	19	21
Mid-Atlantic	35	30	17	19
New England	43	22	18	17

* Too Few Responses

OPEN SUNDAY

Exterior Only: 88%
Express Exterior: 94%

OPEN 24 HOURS

Exterior Only: 28%
Express Exterior: 6%

AVERAGE DAILY TRAFFIC COUNT

26,900

AVERAGE ANNUAL WASH VOLUME

48,500

AVERAGE MONTHLY IMPULSE SALES

\$414

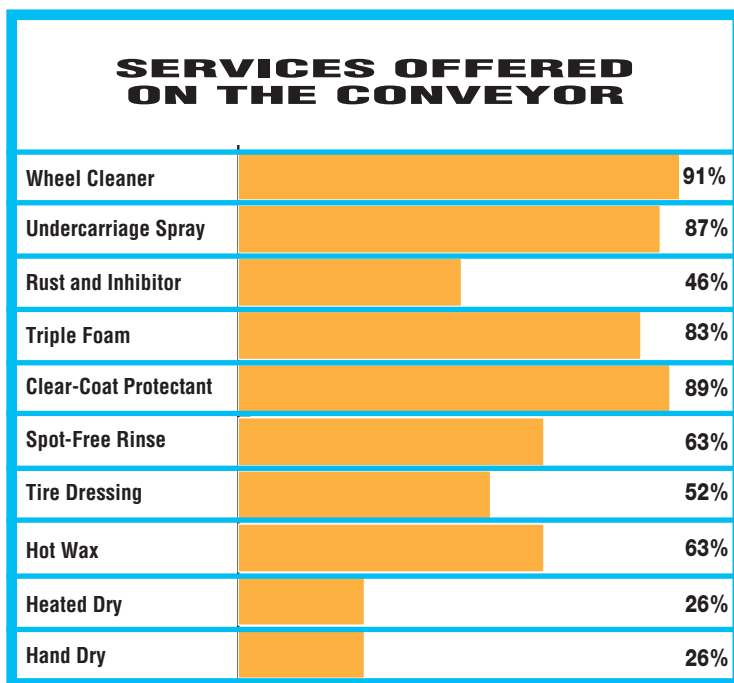
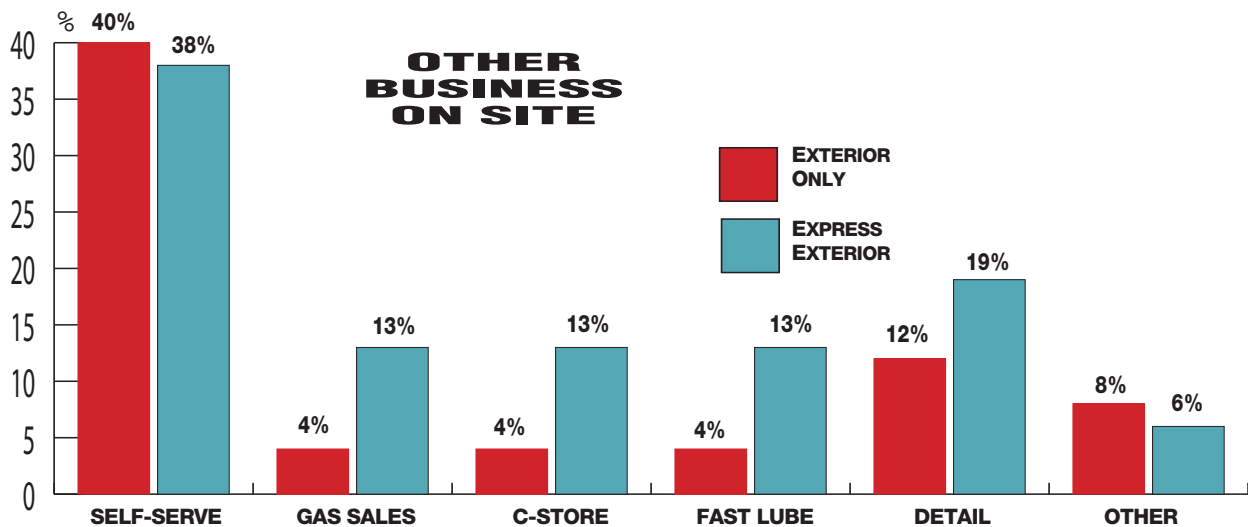
Exterior Only

Express Exterior

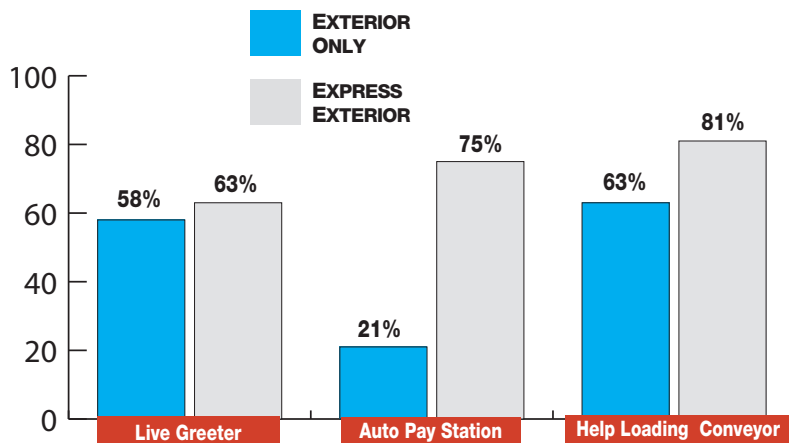
31,400

100,400

\$375



TUNNEL ENTRY



VACUUMS

Exterior Only

Express Exterior

NUMBER OF STALLS

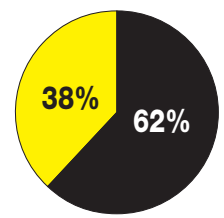
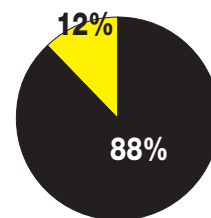
3.6

13.7

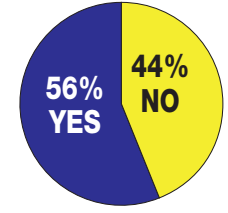
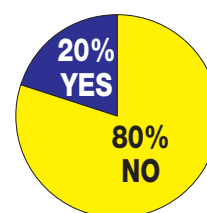
TYPE

INDIVIDUAL

CENTRAL

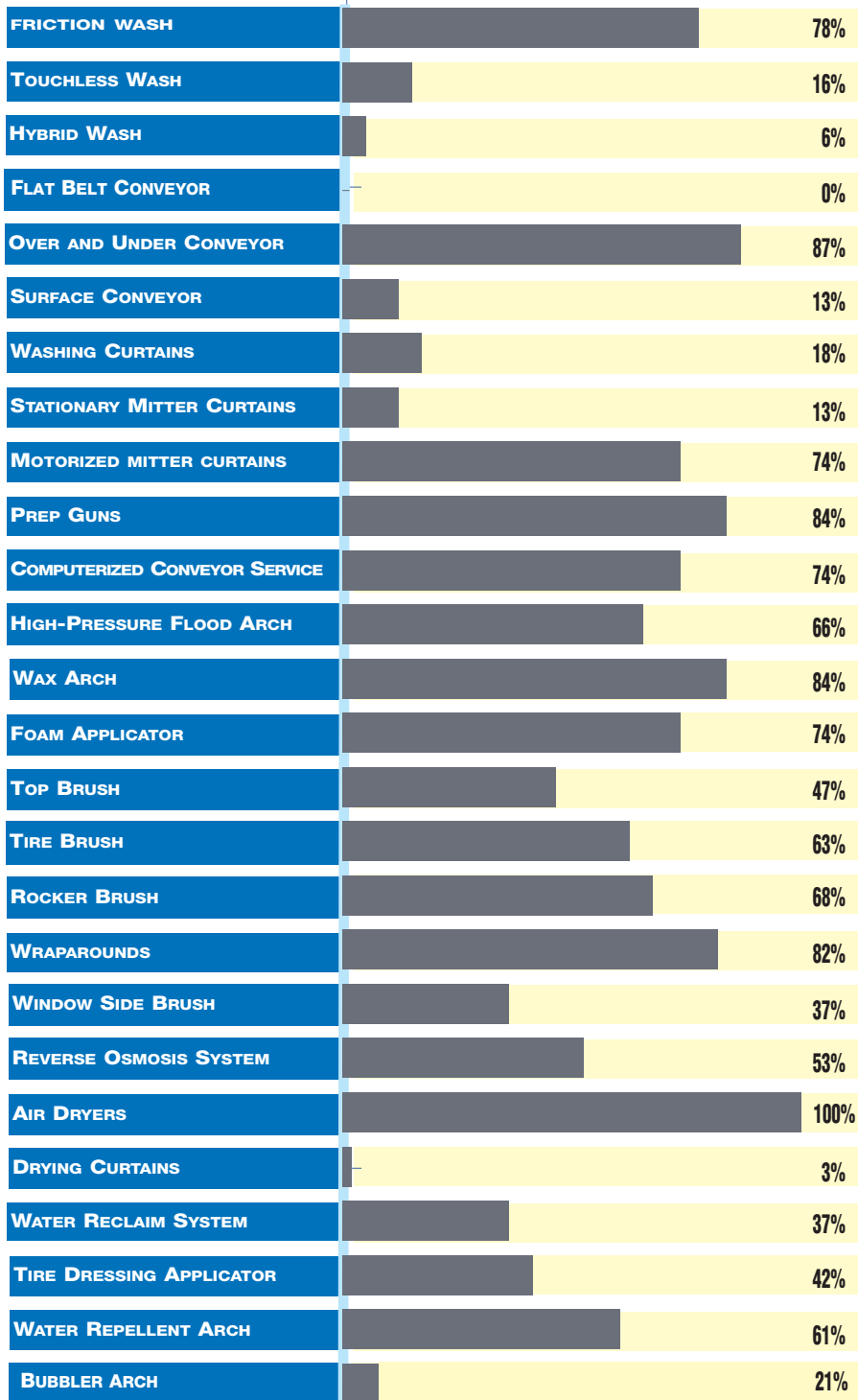


FREE

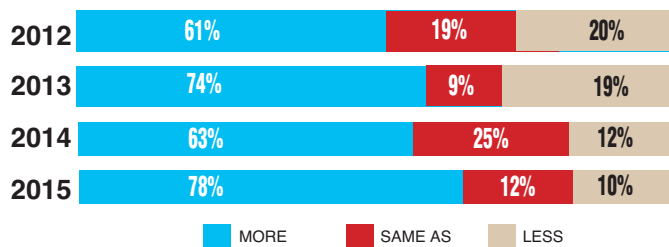


SURVEY

PERCENTAGE OF OPERATORS USING FOLLOWING EQUIPMENT



INCOME: CURRENT YEAR VS. PREVIOUS YEAR



AVERAGE TUNNEL LENGTH

EXTERIOR ONLY

97 FEET

EXPRESS EXTERIOR

116 FEET

OPERATE COIN-OP BAYS ON SITE

EXTERIOR ONLY

40%

EXPRESS EXTERIOR

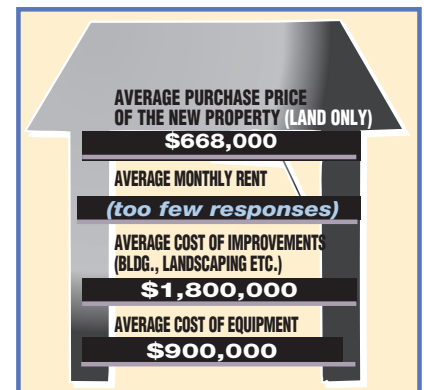
38%

AVERAGE NUMBER OF BAYS

4.4

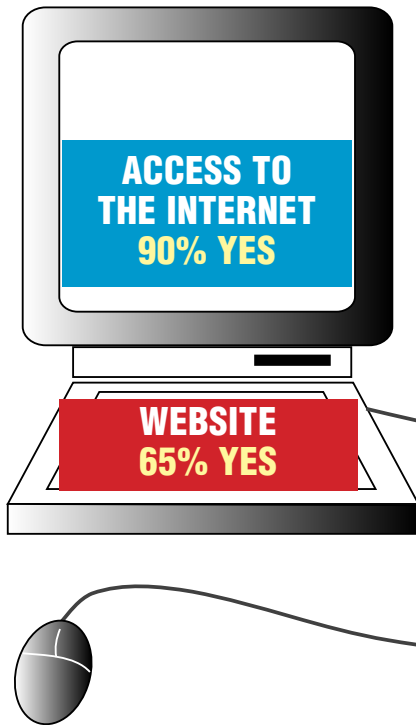
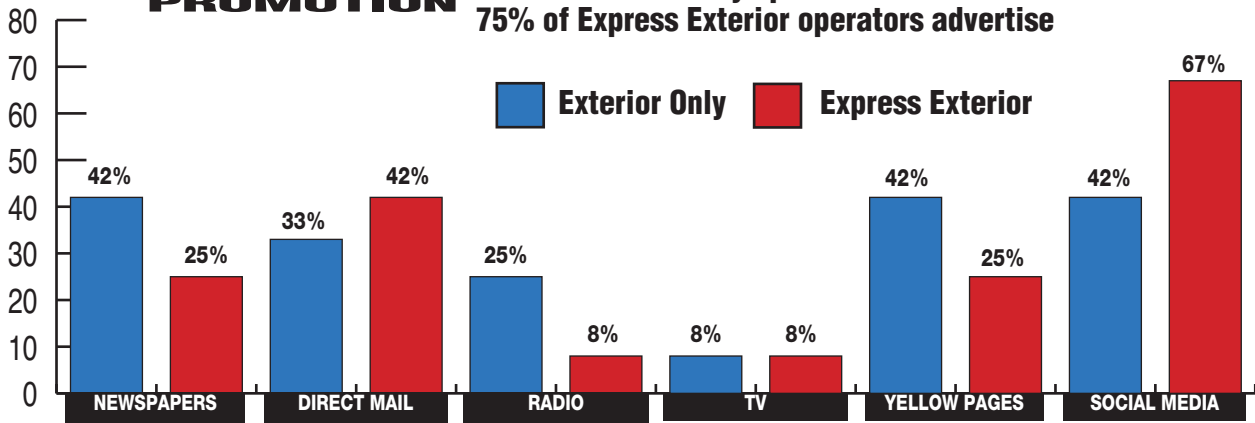
4.4

NEW EXTERIOR WASH BUILT WITHIN THE PAST YEAR



ADVERTISING & PROMOTION

48% of Exterior Only operators advertise
75% of Express Exterior operators advertise



OPERATING COSTS

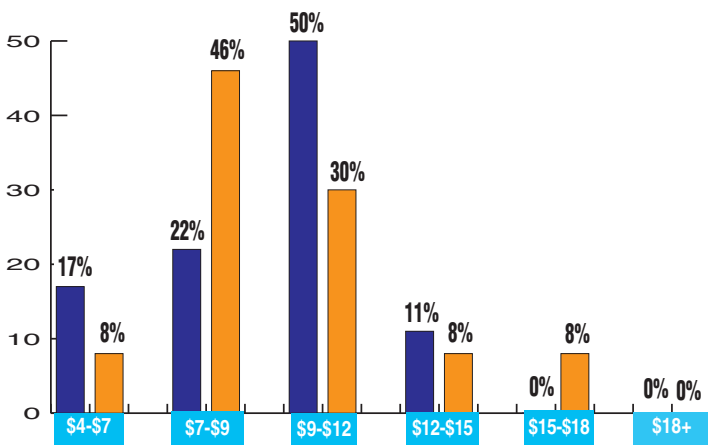
Exterior Only/Express Exterior Operating Costs

(AS A PERCENTAGE OF TOTAL REVENUES)

RENT		13.8%
EQUIPMENT & BLDG. MAINTENANCE		5.4%
CHEMICALS		8.5%
LABOR	Exterior Only Express Exterior	22.8% 17.9%
UTILITIES		11.6%
INSURANCE		2.7%
ADVERTISING & PROMOTION		1.5%
EQUIPMENT ON LEASE		2.5%
CUSTOMER CLAIMS		0.5%

GROSS REVENUE PER CAR

Exterior Only (Purple), Express Exterior (Orange)

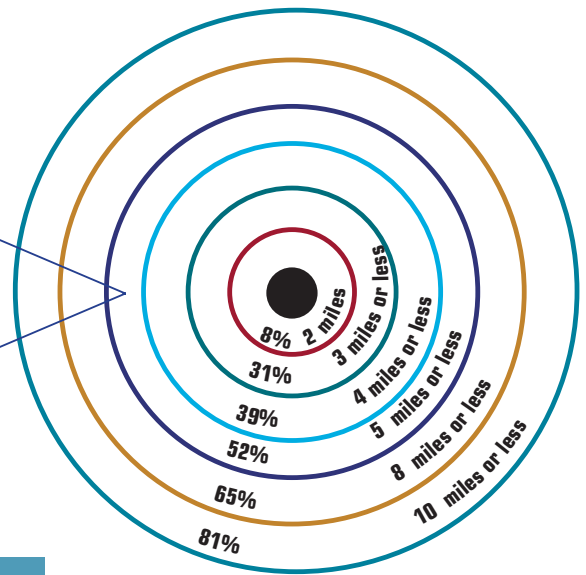


AVERAGE GROSS REVENUE PER CAR

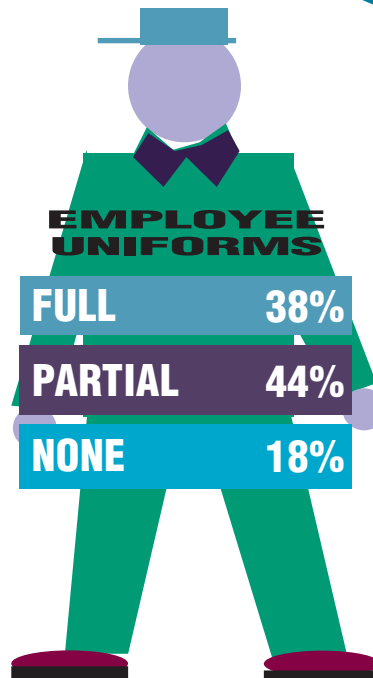
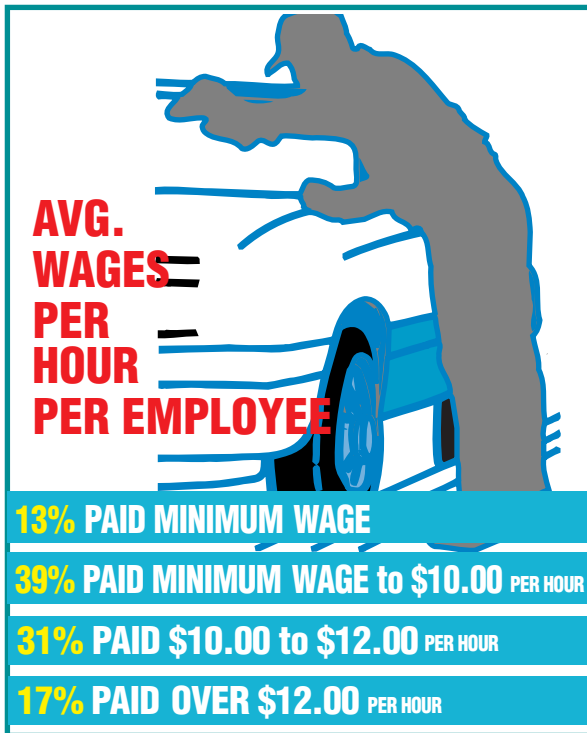


SURVEY

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



LABOR COSTS



OPERATORS SELLING GASOLINE

