AutoLaundry news

Results From The Auto Laundry News

2020 AUTOMATIC SURVEY

The 2020 *Auto Laundry News* In-Bay Automatic Survey was conducted by mailing questionnaires to a random selection of subscribers who own and/or operate in-bay automatic car wash equipment. The information in this survey results from an analysis of data provided by respondents throughout the United States.

On occasion, for purposes of comparison, survey responses from sites with self-serve wand bays (sites with) and sites without this type of equipment (sites without) are tabulated separately. In the current survey, participating locations with self-serve wand bays make up 78 percent of the total response.

Wash Volume

Survey respondents are evenly divided among those who experienced improved performance, those who maintained last year's car counts, and those whose numbers declined. Overall, 34 percent of participants report wash volume increases over the previous year. This is a far cry from the 50 percent who reported gains in the previous survey and significantly down from the 42 percent who so reported the year before that. The graphic on page 42 provides a six-year perspective. At 34, the percentage of survey respondents who report declining volumes has changed little from the previous survey when 33 percent reported year-over-year reversals.

Over the last three surveys there has been a marked disparity in the performance of sites with and sites without — and it has grown. In the 2018 survey, 45 percent of sites with reported growth while only 36 percent of sites without could report progress. Last year, the figures were 55 percent and 38 percent respectively. This year, sites with (38 percent report increased volume) continue to outperform sites without (17 percent report growth). The two categories are more evenly matched when it comes to reporting declining volumes: 35 percent and 34 percent respectively.

Roughly half of participants, overall, have for the past five years reported the presence of an express exterior in their market. This year, that figure has grown to 64 percent. More significantly, while over the same period consistently less than 50 percent have reported their business being hurt by such presence, this year 74 percent report experiencing that negative effect.

COVID-19

Overall, 61 percent of survey respondents report that COVID-19 restrictions had no effect on their wash volumes. Of sites with, 29 percent saw an increase in business averaging 14.4 percent, while none of the sites without experienced increases. Eighteen percent of sites with report an average 35 percent decrease in volume due to the restrictions — one participant complaining he'd missed the "mud season." Twelve percent of sites without report a drop in wash volume averaging 15 percent.

Future

Overall, 28 percent of respondents are planning to purchase new equipment in the next 12 months, down from 32 percent last year. Sites with and sites without are just about even in this intent: 29 percent and 25 percent respectively. Compared to 6 percent last year, 13 percent of respondents have plans to build a new wash during the next 12 months.

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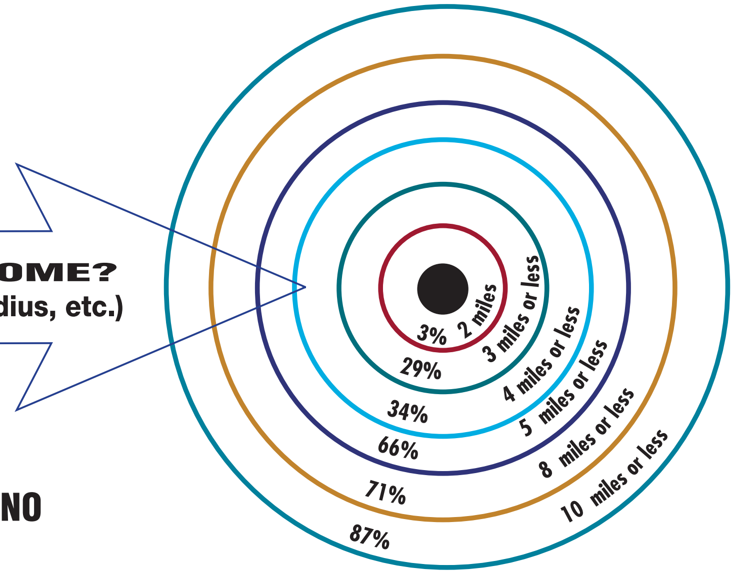
PERCENTAGE OF WASH BUSINESS DONE BY DAY OF WEEK

	MON	TUES	WED	THURS	FRI	SAT	SUN
Pacific Alaska-California-Hawaii-Oregon-Washington	13	11	11	14	17	18	17
Mountain Arizona-Colorado-Idaho-Montana-Nevada-New Mexico-Utah-Wyoming	12	10	10	11	18	22	16
Midwest Iowa-Kansas-Minnesota-Missouri-Nebraska-North Dakota-South Dakota	12	14	8	12	18	18	17
Central Illinois-Indiana-Michigan-Ohio-Wisconsin	10	8	8	11	18	25	20
South Central Alabama-Arkansas-Kentucky-Louisiana-Mississippi-Oklahoma-Tennessee-Texas	8	11	9	12	21	29	10
Southeast Delaware-Florida-Georgia-Maryland Carolinas-Virginia-West Virginia	9	11	10	13	18	25	15
Mid-Atlantic New Jersey-New York-Pennsylvania	11	10	9	8	18	28	16
New England Connecticut-Maine-Massachusetts-New Hampshire-Rhode Island-Vermont	15	12	12	13	17	18	13

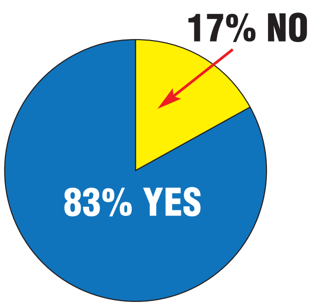
NOTE: Some results do not total 100 due to rounding.

SURVEY

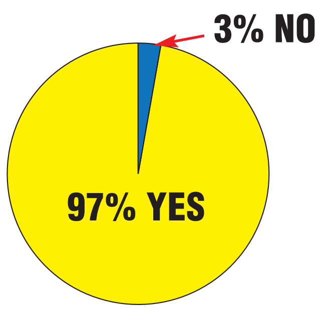
HOW FAR DO CUSTOMERS COME?
(Percent from within 2-mile radius, 3-mile radius, etc.)



OPEN 24 HOURS

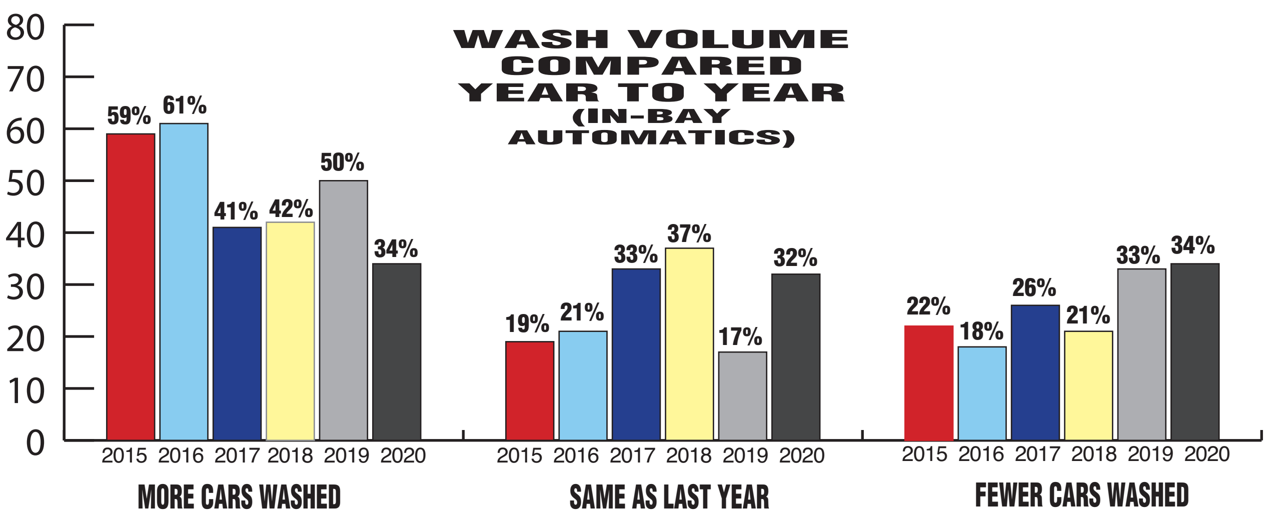


OPEN SUNDAYS



AVERAGE DAILY TRAFFIC COUNT AT BEST SITE

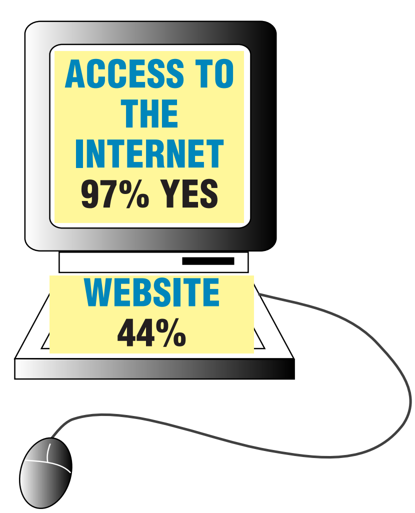
21,500

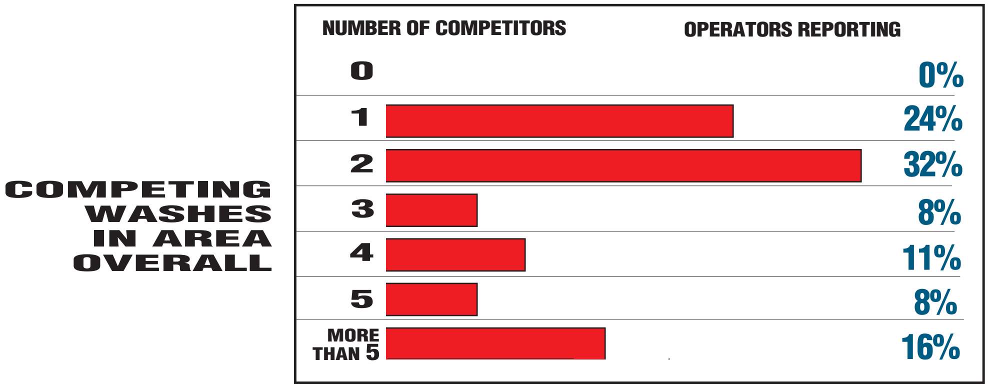


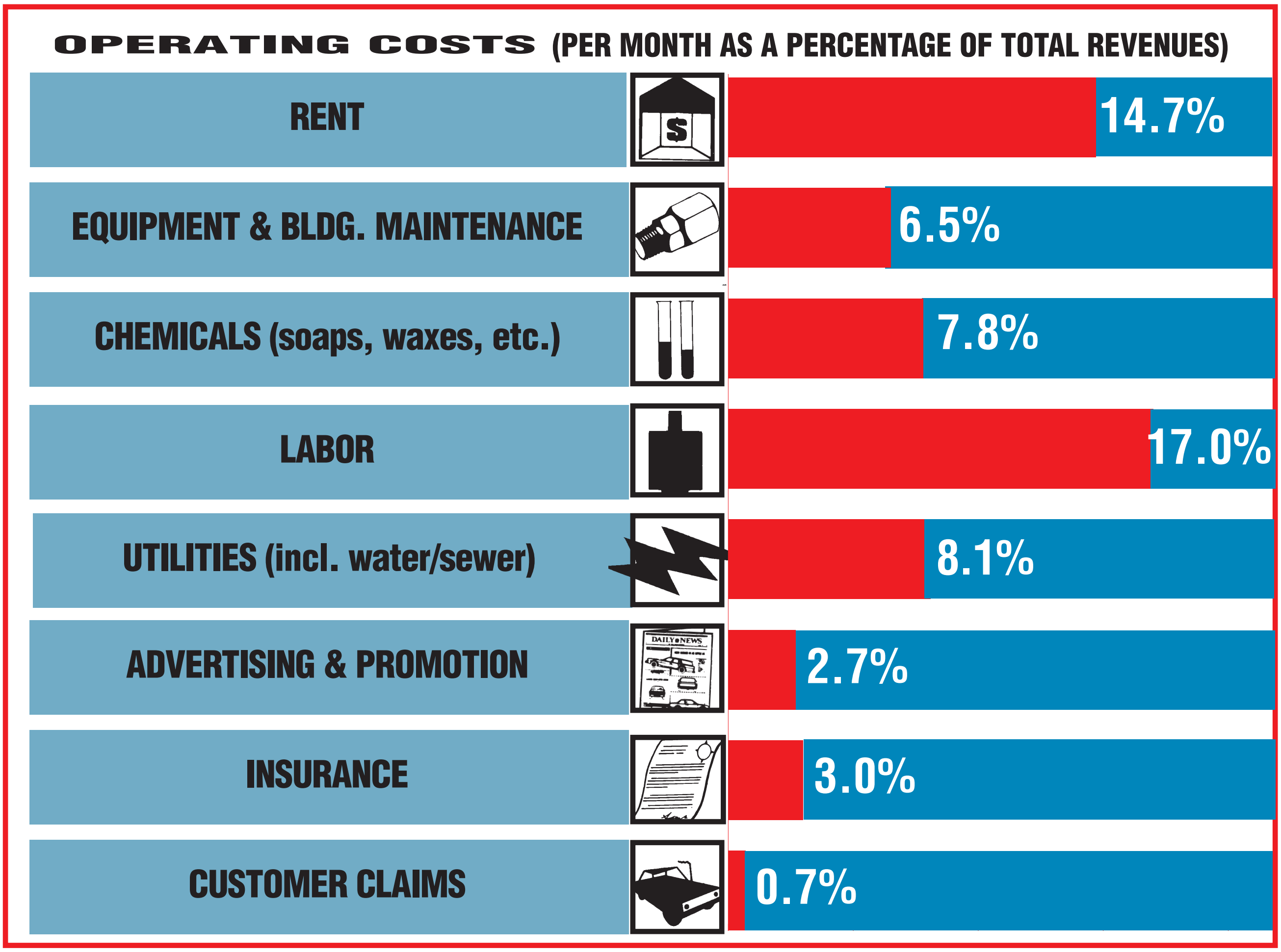
PERCENTAGE OF WASH BUSINESS DONE BY SEASON BY REGION

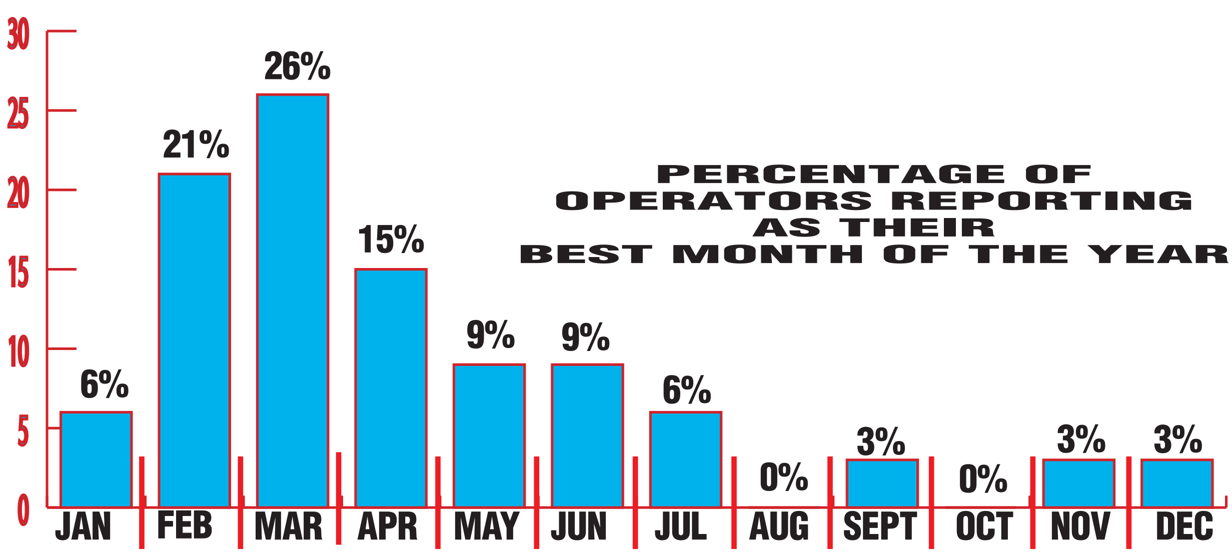
	WINTER	SPRING	SUMMER	FALL
Pacific	24	16	40	20
Mountain	26	21	31	22
Midwest	23	23	33	20
Central	36	28	17	19
South Central	27	28	21	24
Southeast	34	30	17	18
Mid-Atlantic	32	28	22	18
New England	33	30	22	15

NOTE: Some results do not total 100 due to rounding.

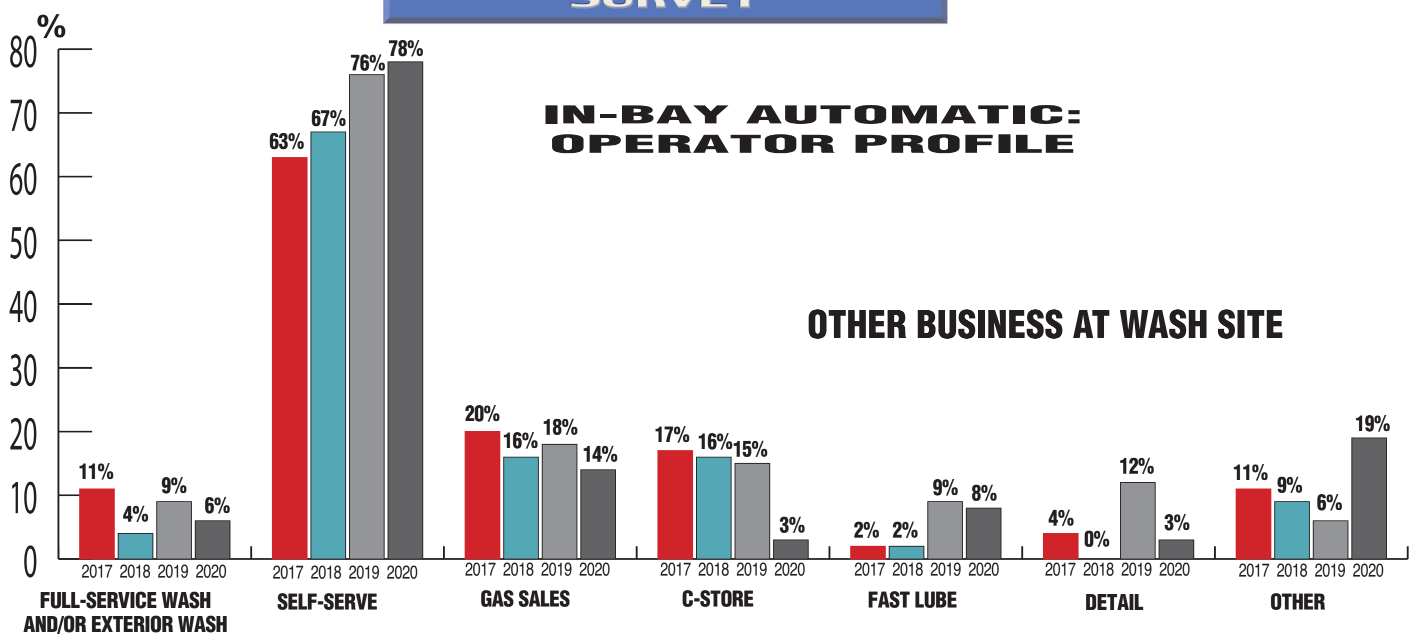



COMPETING WASHES IN AREA OVERALL
NUMBER OF COMPETITORS
OPERATORS REPORTING
0
0%
1
24%
2
32%
3
8%
4
11%
5
8%
MORE THAN 5
16%

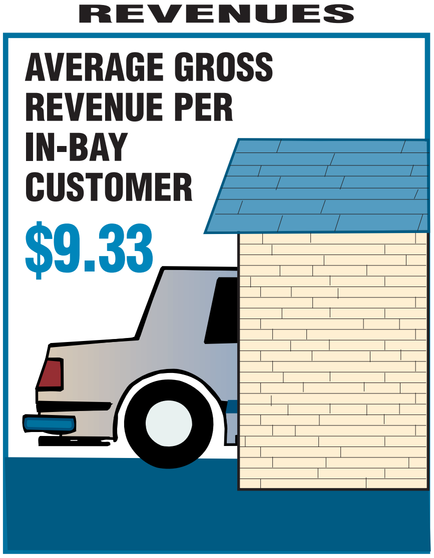

OPERATING COSTS (PER MONTH AS A PERCENTAGE OF TOTAL REVENUES)
RENT
$
14.7%
EQUIPMENT & BLDG. MAINTENANCE
6.5%
CHEMICALS (soaps, waxes, etc.)
7.8%
LABOR
17.0%
UTILITIES (incl. water/sewer)
8.1%
ADVERTISING & PROMOTION
DAILY NEWS
2.7%
INSURANCE
3.0%
CUSTOMER CLAIMS
0.7%

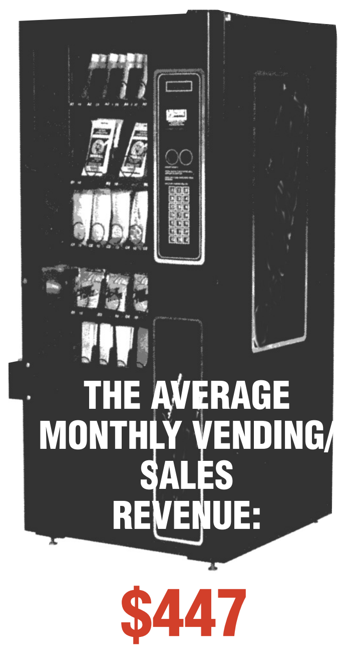

PERCENTAGE OF OPERATORS REPORTING AS THEIR BEST MONTH OF THE YEAR
30
25
20
15
10
5
0
6%
21%
26%
15%
9%
9%
6%
0%
3%
0%
3%
3%
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEPT
OCT
NOV
DEC

IN-BAY AUTOMATIC: OPERATOR PROFILE

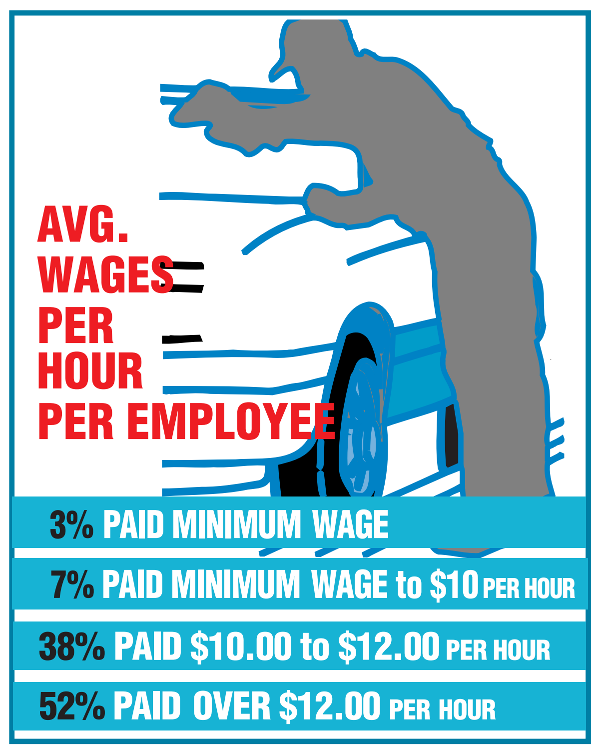


AUTOMATIC REVENUES

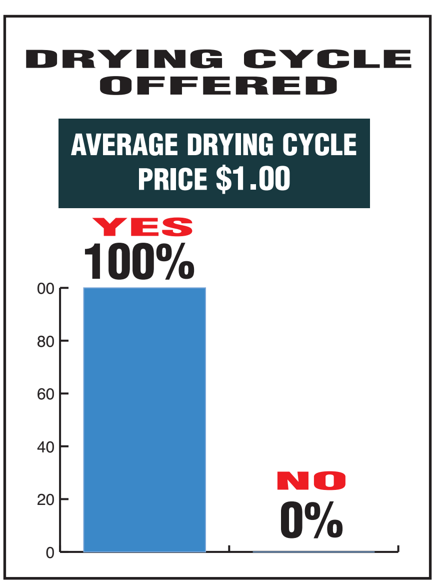




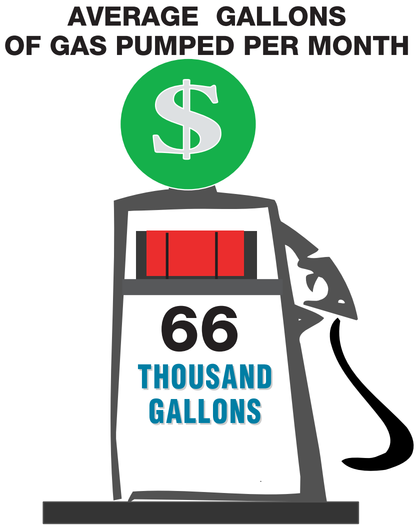
LABOR COSTS

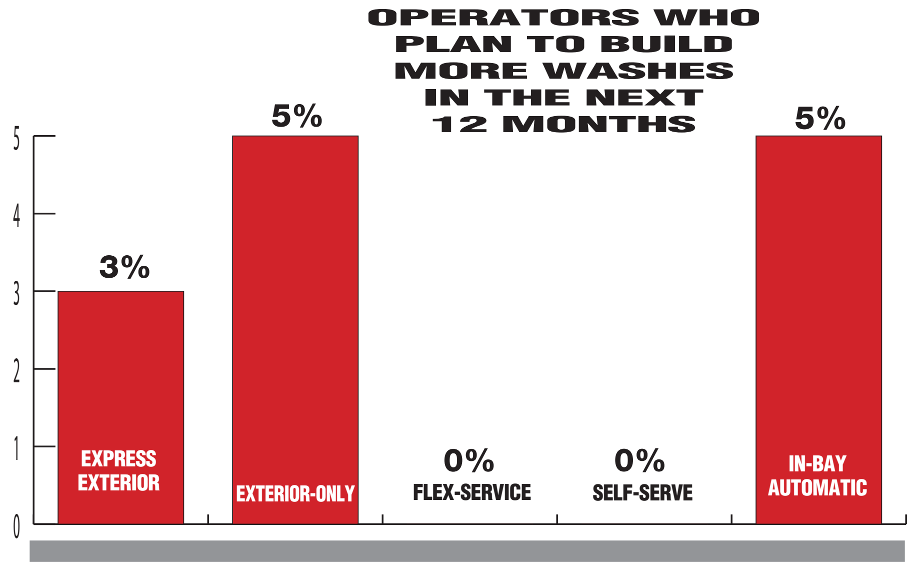


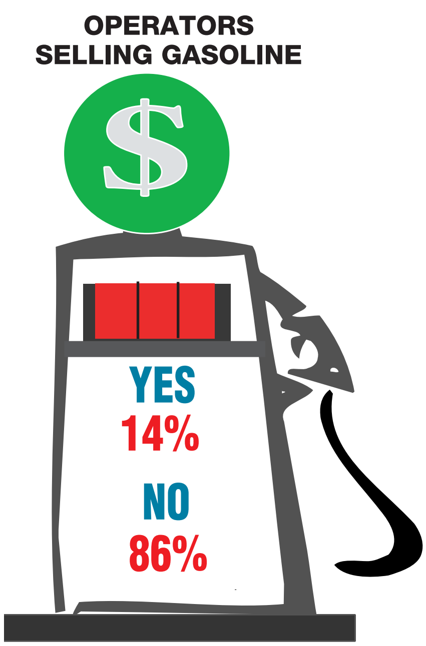
DRYING CYCLE OFFERED

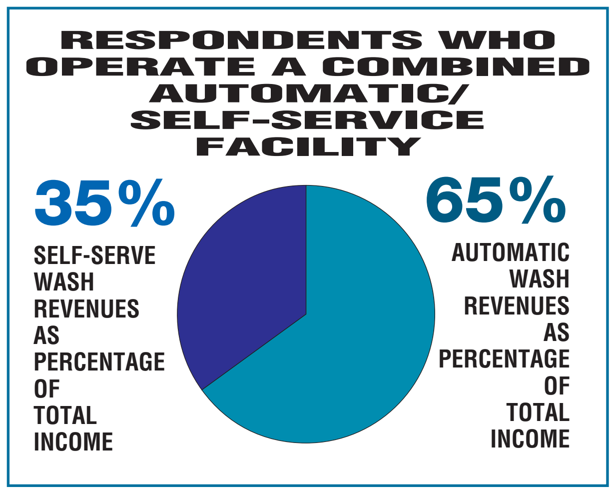


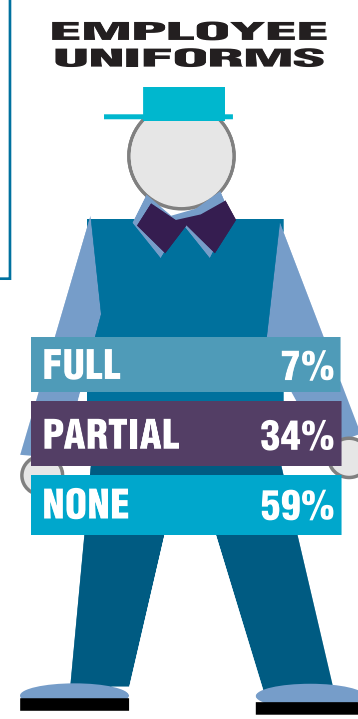
CUSTOMERS PURCHASING DRYING CYCLE	Operators Reporting
UNDER 10%	0%
11%-25%	0%
26%-40%	0%
41%-55%	3%
56%-70%	19%
OVER 70%	78%

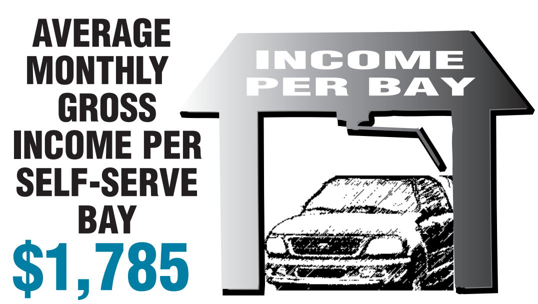

AVERAGE GALLONS
OF GAS PUMPED PER MONTH
66
THOUSAND
GALLONS

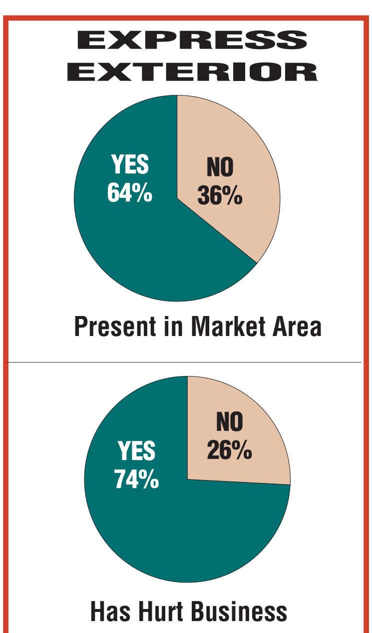

OPERATORS WHO
PLAN TO BUILD
MORE WASHES
IN THE NEXT
12 MONTHS
0
1
2
3
4
5
3%
EXPRESS
EXTERIOR
5%
EXTERIOR-ONLY
0%
FLEX-SERVICE
0%
SELF-SERVE
5%
IN-BAY
AUTOMATIC


OPERATORS
SELLING GASOLINE
YES
14%
NO
86%


RESPONDENTS WHO
OPERATE A COMBINED
AUTOMATIC/
SELF-SERVICE
FACILITY
35%
SELF-SERVE
WASH
REVENUES
AS
PERCENTAGE
OF
TOTAL
INCOME
65%
AUTOMATIC
WASH
REVENUES
AS
PERCENTAGE
OF
TOTAL
INCOME


EMPLOYEE
UNIFORMS
FULL 7%
PARTIAL 34%
NONE 59%


AVERAGE
MONTHLY
GROSS
INCOME PER
SELF-SERVE
BAY
$1,785
INCOME
PER BAY


EXPRESS
EXTERIOR
YES
64%
NO
36%
Present in Market Area
YES
74%
NO
26%
Has Hurt Business


AVERAGE NUMBER OF CARS WASHED ANNUALLY PER AUTOMATIC
17,253

Continued from Page 41

Respondent Profile

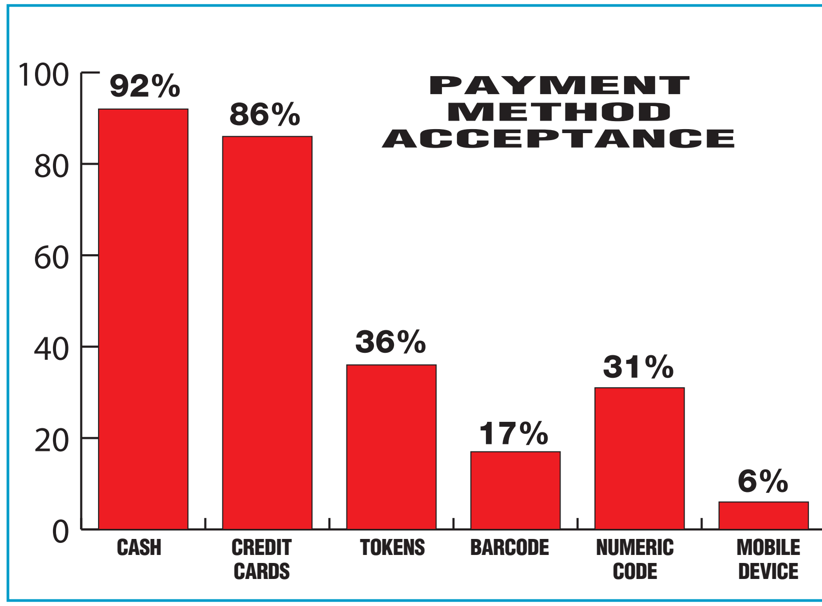
Tables 1 and 2 (below) offer year-by-year comparisons of operator experience levels and multiple site ownership.

Table 1

Length of Experience	2020	2019	2018
Under 5 years	11%	9%	9%
5 - 10 years	14%	9%	9%
11 - 20 years	39%	38%	35%
Over 20 years	36%	44%	47%

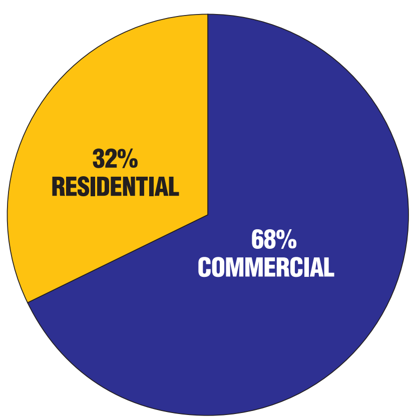
Table 2

Site Ownership	2020	2019	2018
Own 1 Site	67%	56%	60%
Own 2 sites	17%	23%	15%
Own 3 sites	5%	6%	7%
Own 4 or more sites	11%	15%	18%



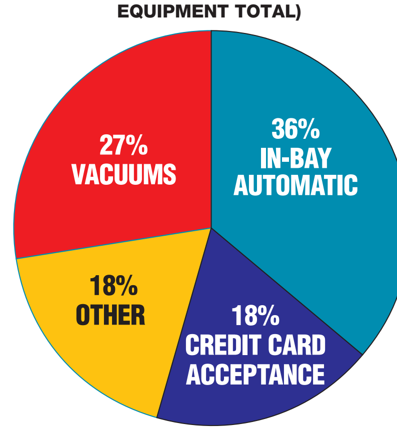
CONVEYOR REVENUES

NATURE OF WASH LOCATION



PLANNED EQUIPMENT PURCHASES

(AS A PERCENTAGE OF EQUIPMENT TOTAL)



EQUIPMENT