

Survey Breakdown of Fast Lube Operators Survey

(Comparing "Fast Lube" and "Oil Change Plus" Facilities, vs. Total Nat'l Avg.)

operations	National Average for All	Fast Lubes	Oil Change Plus
Years in business	13.2	14.0	12.3
Number of facilities per response	2.6	3.1	2.1
Cost of goods for standard, full-service LOF	\$15.33	\$16.23	\$14.43
Average ticket total	\$56.29	\$56.00	\$56.64
Number of days open per year	317	320	314
Number of oil changes performed per day	30.5	31.0	29.9
Total number of cars serviced per day (including inspections, repair work, etc.)	37.3	36.9	37.6
Percentage of business that is oil change	63%	74%	50%
Number of bays per facility	3.4	2.9	4.0
Percentage of business that is repeat	71%	72%	70%
Operators who own their building/land	40%	23%	64%
Operators who lease their building/land	30%	33%	26%
Operators who both own and lease their buildings/land	30%	44%	10%
Building/land costs for most recent fast lube (if owned)	\$634,774	\$548,570	\$720,979
Cost for leasing building/land (per month)	\$4,349	\$4,245	\$4,503
Equipment costs for shop	\$64,485	\$71,085	\$58,258
Operators who have customers enter their shop: From the front (street side)	52%	40%	64%
Back	48%	60%	36%
Operators who offer a free fluid top-off between service	81%	88%	70%
Yearly sales per store	\$601,164	\$542,375	\$673,915
Average amount of per-store warranty work performed during preceding 12 months	\$1,047	\$1,080	\$1,008

prices	National Average for All	Fast Lubes	Oil Change Plus
Price of standard, full-service LOF/multipoint check	\$35.03	\$35.93	\$34.02
Operators who offer basic, low-cost LOF service	38%	32%	48%
Price, if offered	\$28.06	\$29.67	\$26.60
Operators who offer premium LOF (w/ specialty/high mileage motor oil)	89%	89%	89%
Price, if offered	\$48.71	\$49.01	\$48.35
Operators who offer premium LOF (w/ synthetic motor oil)	95%	96%	94%
Price, if offered	\$65.86	\$66.63	\$65.00

demographics	National Average for All	Fast Lubes	Oil Change Plus
Oil change facilities within three miles of respondent	8.6	8.1	9.3
Population within three-mile radius of best store	26,288	24,081	28,523
Daily traffic count in front of best store	22,625	21,846	23,482
Customer base that is female	52%	52%	52%
Miles customers drive between oil changes	4,520	4,634	4,397
Customers who drive domestic vehicles	55%	57%	54%
Customers who drive foreign vehicles	45%	43%	46%
Customers who drive luxury vehicles	18%	18%	17%
Customers who drive light trucks	35%	36%	34%

oil & equipment	National Average for All	Fast Lubes	Oil Change Plus
Per-gallon cost of highest volume bulk oil	\$8.65	\$9.01	\$8.25
Overall breakdown of motor oil sales:			
Conventional/synthetic blend	70%	68%	73%
High mileage	10%	11%	9%
Full synthetic	11%	11%	11%
Diesel	8%	8%	7%
Other	1%	1%	0%