

# 2023 NOLN

# Operator Survey Report



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## THE FOUNDATIONS OF THE INDUSTRY

If an industry is only as strong as its members, then it's safe to say that the quick lube industry is showing strength. Despite challenges felt across the aftermarket including labor shortages, the rise of electric vehicles and the ripple effects of the COVID-19 pandemic, the quick lube industry continues to prove its worthiness to customers.

Even a quick glance at the data found in this year's NOLN Operator Survey shows that respondents are experiencing an industry that's holding steady while simultaneously keeping a keen eye on the future. Shops were overwhelmingly challenged by hiring and the availability of labor this year, and this problem is likely to continue. But that doesn't mean shops are slowing down. Most bay times are sitting comfortably in the range of 15 to 20 minutes, and many shops have additional profit centers like expanded repair options as well as tire service and sales.

The 2023 NOLN Operator Survey is an annual overview of the state of the industry, and while some elements may remain consistent, there are always new opportunities to be found. Thank you to everyone who participated in the survey this year. The valuable data that we have collected tells us so much about the heart of this industry we call home. From the whole team at NOLN, we hope you get as much out of this survey as we did while putting it together.

-Hanna Bubser, Associate Editor, National Oil and Lube News

## CONTEXTUALIZING THE AFTERMARKET

According to the U.S. Bureau of Labor Statistics, there were 197,236,007 registered vehicles on the road in 2022. Looking at that number in a different way, that's 197,236,007 opportunities for the automotive aftermarket to make an impact.

The aftermarket is no stranger to change, and that includes growth. In 2020 alone, the U.S. Bureau of Labor Statistics reported consumers spent \$183 billion on vehicle maintenance and repair. As the car parc continues to grow, the aftermarket will continue to respond. To underscore this idea, let's take a look at some more data from the greater aftermarket.

### NATIONAL SHOP COUNT

*Number of establishments per federal category, 2021*



SOURCE: U.S. BUREAU OF LABOR STATISTICS, AUTO CARE ASSOCIATION

### INDUSTRY EMPLOYMENT

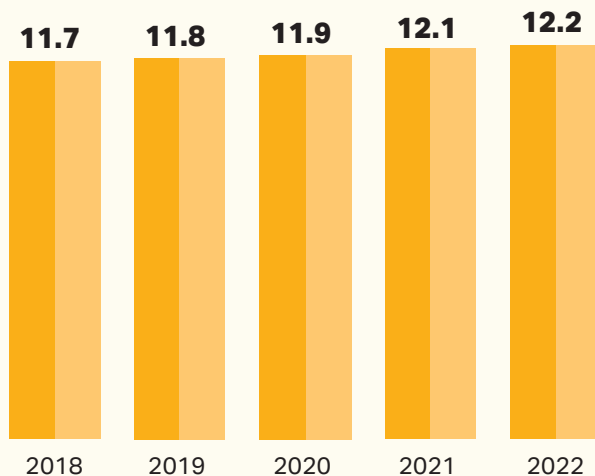
**966,650**

Number of workers in automotive repair and maintenance, 2022

SOURCE: U.S. BUREAU OF LABOR STATISTICS

### AVERAGE AGE OF VEHICLES

*All Light Vehicles*

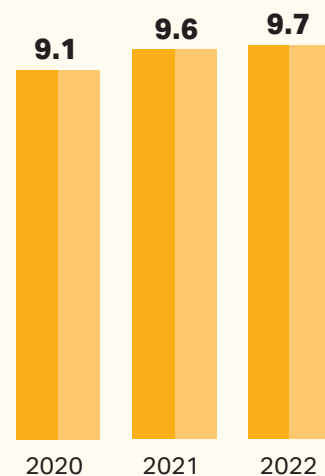


*\*Passenger cars reached 13.1 years in 2022*

SOURCE: U.S. BUREAU OF LABOR STATISTICS

### CONSUMER COST OF OWNERSHIP

*Per-mile maintenance cost in cents*



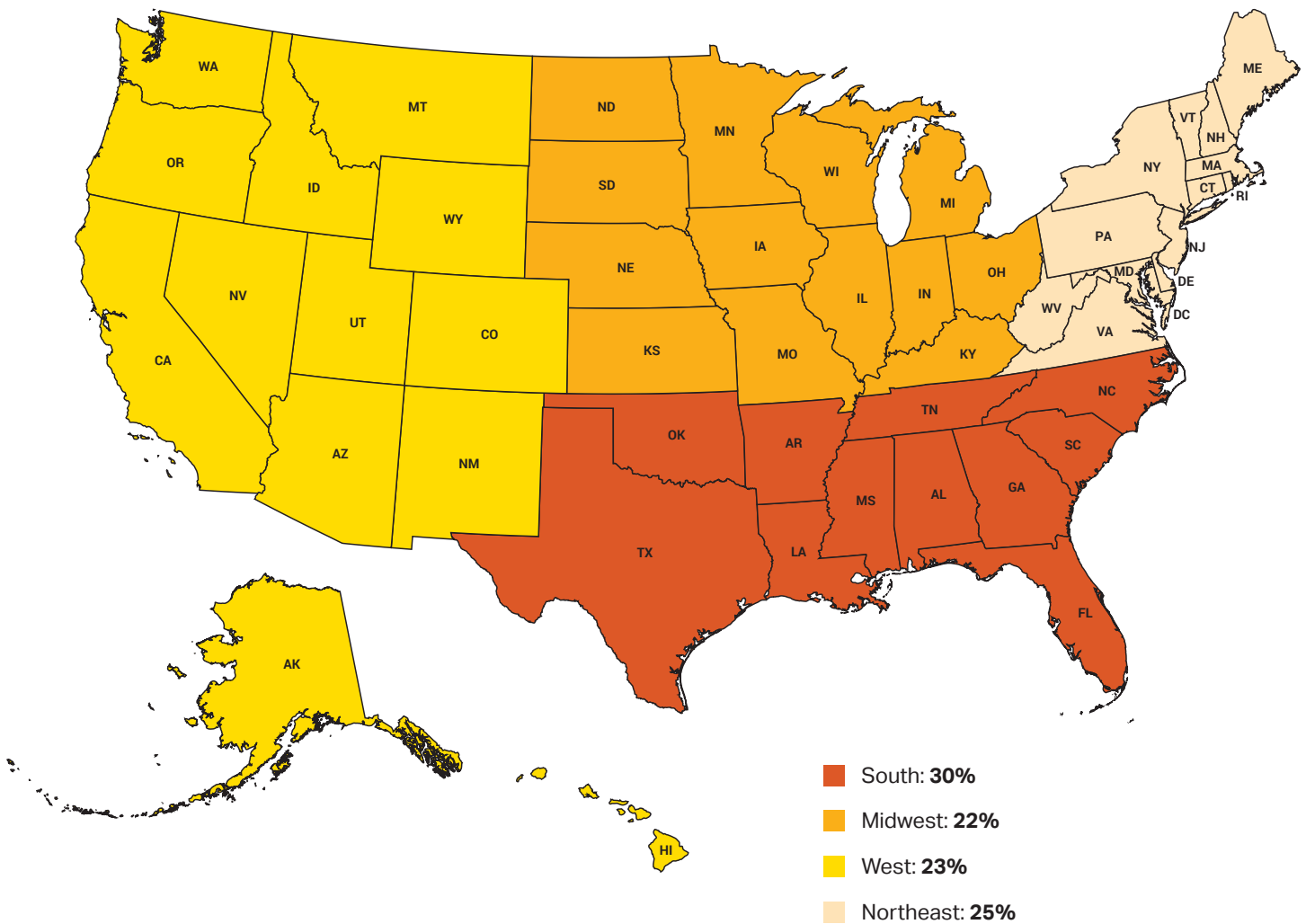
SOURCE: AAA

## GET TO KNOW THE RESPONDENTS

Before dissecting all the data from the 2023 survey, it's important to consider where it's coming from. In total, 117 people responded to this year's survey. Many respondents operate in a single location, though 13% of respondents have more than 10 locations.

Responses came from across the country. The south region of the United States had the strongest representation, making up 30% of the overall respondents. Maryland and North Carolina tied for first place with the highest number of respondents, both taking up about 10% each. Texas and California followed closely behind at 9% of total respondents each. The state with the lowest percentage was Vermont, which had no respondents.

Approximately 65% of the 2023 survey respondents were shop owners, followed by shop managers at 27%. Job titles of the remaining respondents ranged from roles in marketing and operations to claims specialist and more.



## BY THE NUMBERS: THE AVERAGE SHOP

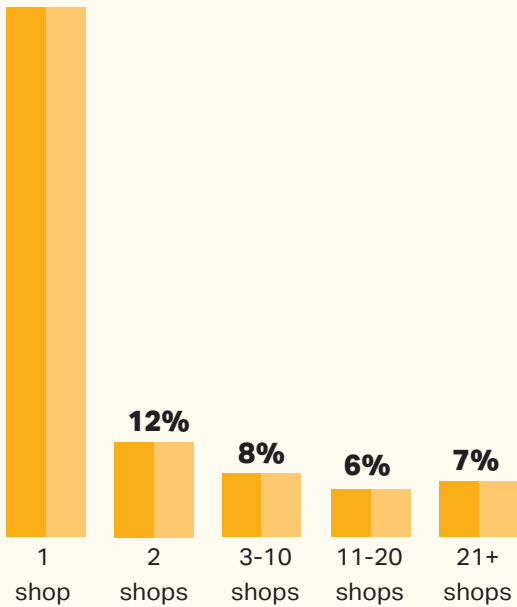
### OWNER EXPERIENCE

**52%**

of respondents have 21+ years of industry experience

Shop Network:

**67%**

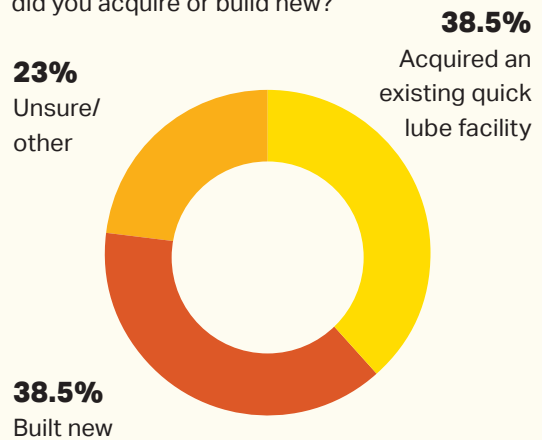


### INDUSTRY EMPLOYMENT

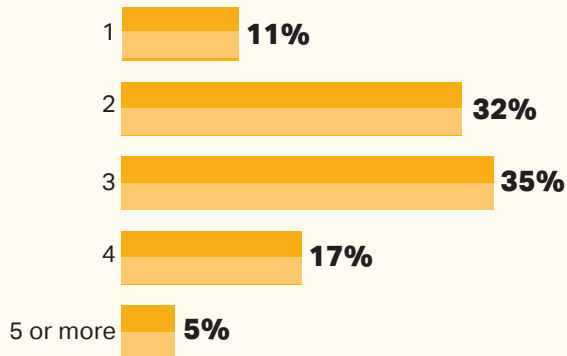
Is your operation a franchise?



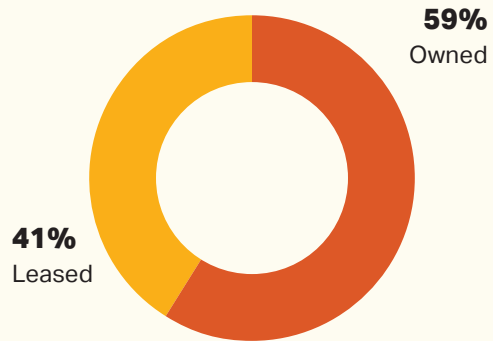
For the majority of your shops, did you acquire or build new?



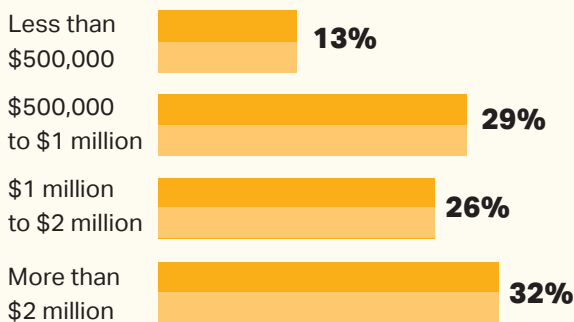
**QUICK MAINTENANCE BAYS**



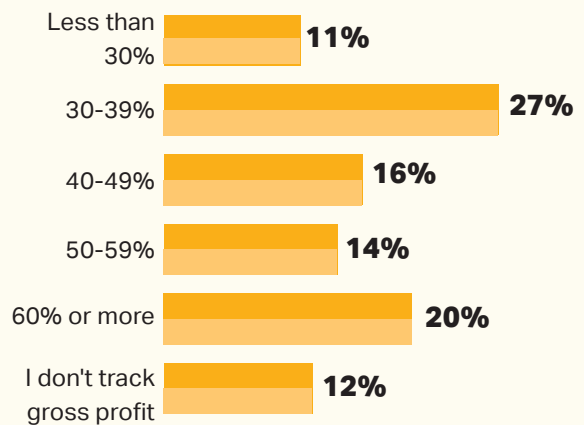
**PROPERTY STATUS**



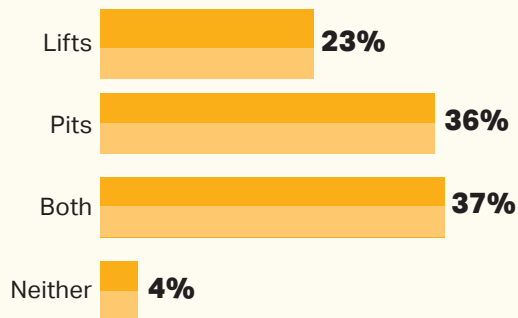
**GROSS SALES**



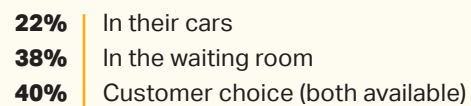
**GROSS PROFIT MARGIN**



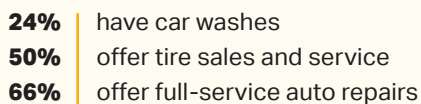
**LIFTS, PITS, OR BOTH?**



**WHERE DO CUSTOMERS WAIT?**



**ADDITIONAL PROFIT CENTERS**



**RELATED READING**

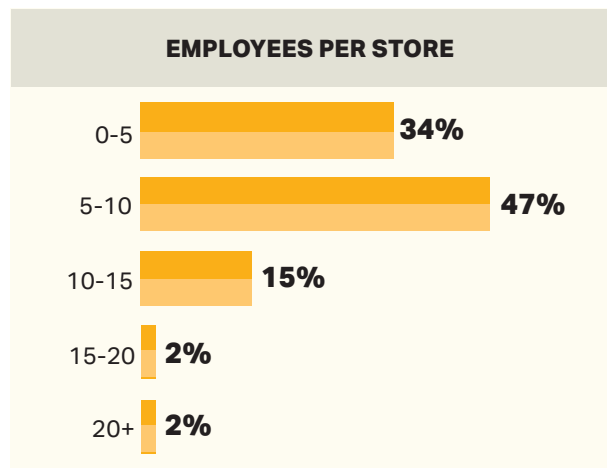
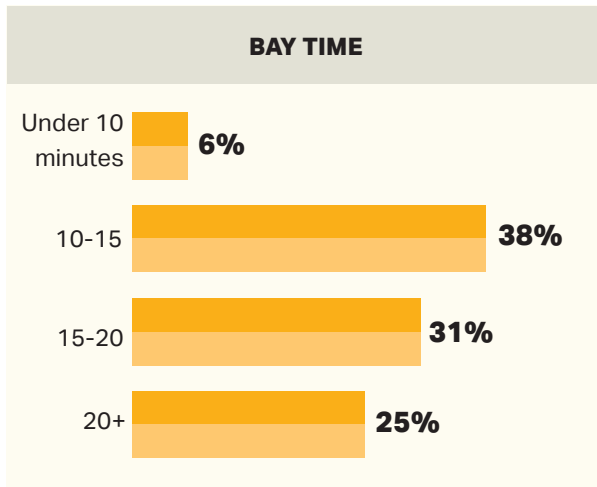
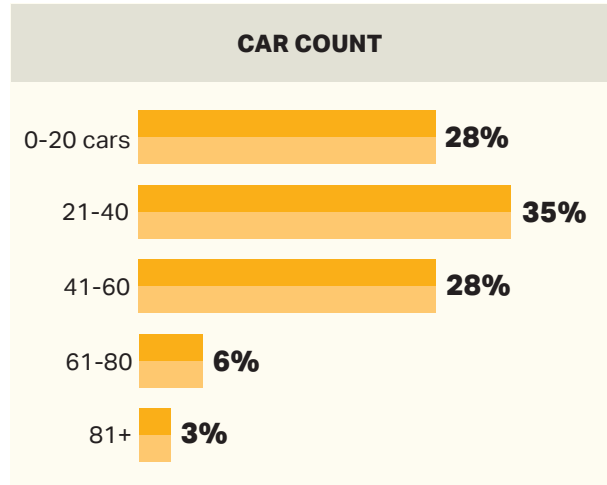
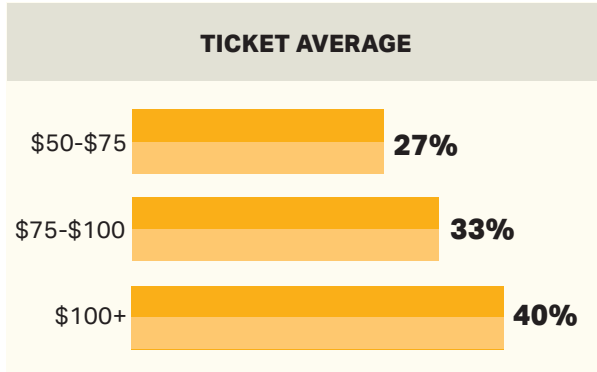
“The Building Blocks of the Modern Shop”

December 2022



## OPERATIONS

The day-to-day data that makes up a shop



## COUPONS AND DISCOUNTS

**69%**  
Shops that Offer Coupons

Operators who use:

- 64%** Physical Coupon
- 62%** Digital Coupon
- 56%** Other promotion

Typical discount offered (in a dollar amount):

- 22%** Up to \$5 off service
- 43%** \$5-\$10 off
- 33%** \$10-\$20 off
- 2%** More than \$20 off



**GROSS SALES BREAKDOWN**

What percentage of gross annual sales are comprised solely of quick maintenance services (45 minutes or less?):

- 21%** | Less than 50%
- 11%** | 50%-60%
- 9%** | 60%-70%
- 6%** | 70%-80%
- 20%** | 80%-90%
- 33%** | 90%-100%

What percentage of gross sales is used for...

- 24%** | Payroll
- 10%** | Lease/Mortgage
- 31%** | Cost of goods
- 17%** | Operations
- 17%** | Net profit



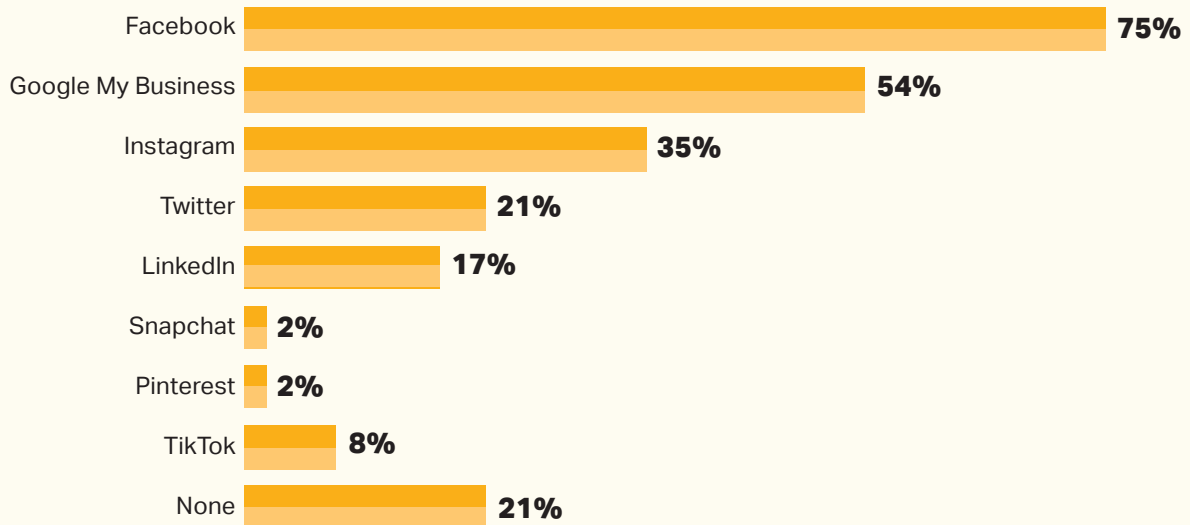


## SHOPS GET SOCIAL

Facebook is king in the quick lube world. That is, if you're looking at the data provided by survey respondents this year. Google My Business usage remains strong as well, coming in second place. But beyond that, shops are using various social media platforms to stay connected to customers.

More than one-third of respondents (35%) said that they post to social media daily. About another third post weekly or monthly. Surprisingly, 21% said they don't post to social media at all.

### SOCIAL MEDIA USE BY PLATFORM



### RELATED READING

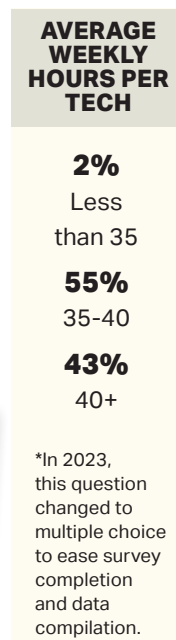
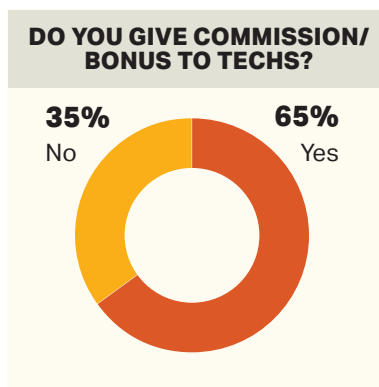
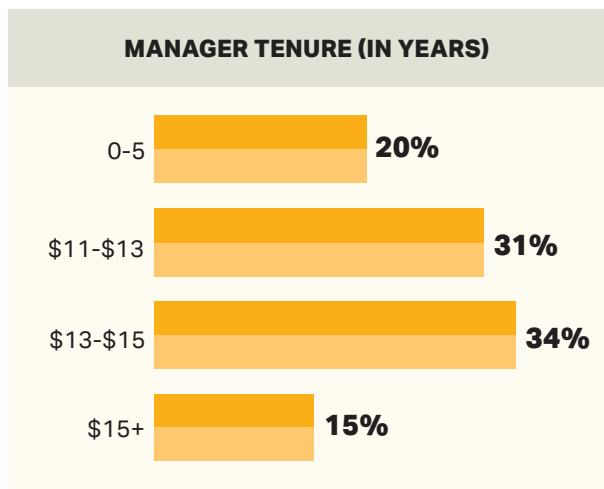
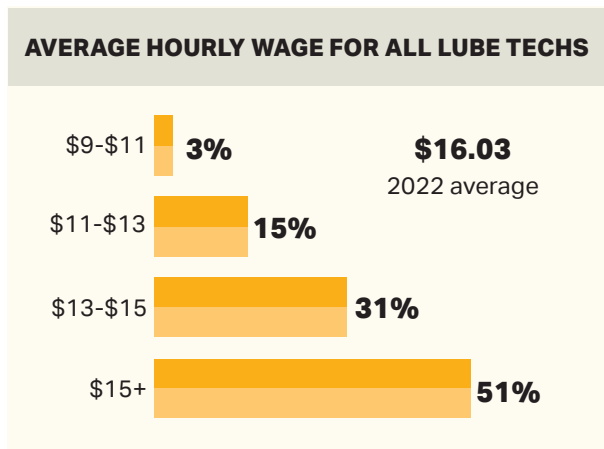
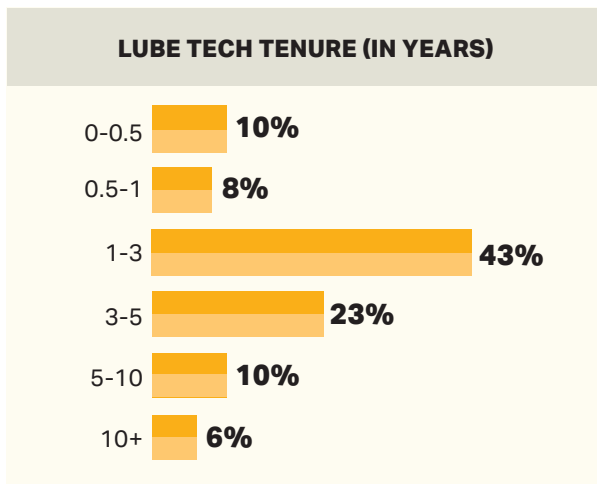
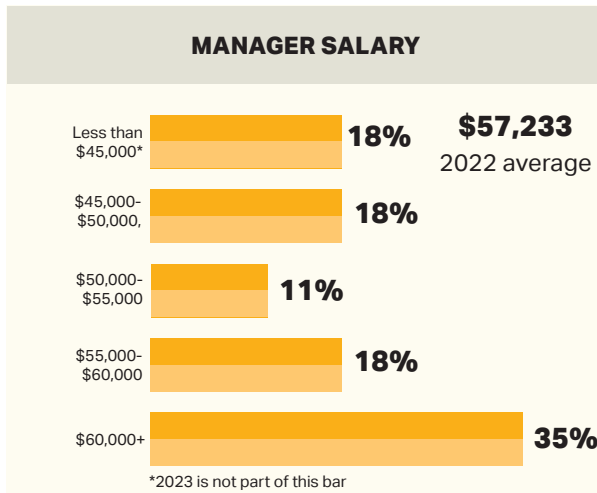
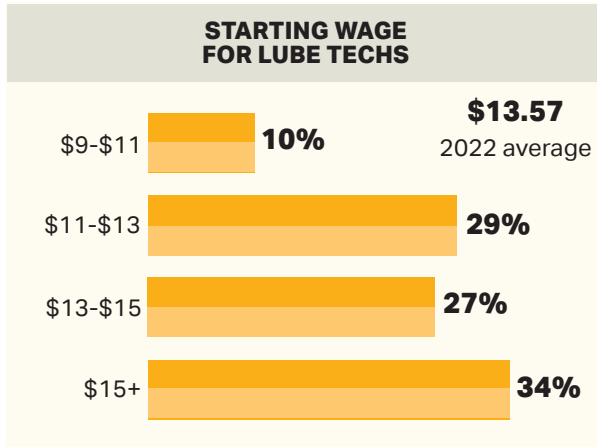
"The Daily Post"

May 2022



## THE WORKFORCE

The talent that keeps the industry running



### RELATED READING

"The Mightiest Managers"  
October 2022