

2024

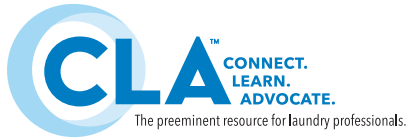


28th annual

LAUNDRY INDUSTRY SURVEY

www.laundryassociation.org

The 2024 CLA Laundry Industry Survey is Presented By:



CLA, formerly the Coin Laundry Association, is proud to share the results of the 28th annual comprehensive laundry industry survey.

Questions regarding this survey and the results may be directed to CLA at (800) 570-5629 or via email at membership@laundryassociation.org.

Purpose

The findings cited in this report are based on a survey sponsored by CLA. Representing domestic self-service laundry stores in *PlanetLaundry's* circulation, the purpose of this research project was to provide an updated profile of laundry operations.

Specific areas of inquiry included:

- The nature of respondents' jobs
- Type and size of store, including ancillary services offered and number of machines
- The number of self-service laundry stores owned by respondents' organizations
- Plans to sell, build or purchase self-service laundries
- Store operations, including hours open, number of employees, and employee wages
- Store financial information, including current vend prices, expectations for price increases, rent per month, gross revenues, and net profit
- The biggest problems respondents face in the industry

Method

The survey sample of 5,986 was provided by CLA. The list included all emailable current CLA members who classified themselves on their membership form as "Laundry Professional" as well as emailable non-members who classified themselves on the *PlanetLaundry* subscription form as "Laundry Owner."

For the first time in 2024, respondents were asked not only about their organization's ownership of self-service laundry stores, but also any wash-dry-fold and/or pickup & delivery only facilities. Though only a small proportion of respondents (3%) report having wash-dry-fold and/or pickup & delivery only facilities (and no self-service laundry stores), it is unknown how this change in methodology may have impacted the results of this year's study when compared to the previous methodology. This should be kept in mind when comparing results to prior studies.

On April 30, 2024, Readex emailed all sample members in the name of the President/CEO of the CLA, inviting them to participate in the study. Follow-up emails were sent on May 8, May 14, and June 11, to those who had not yet responded to survey.

The survey was closed for tabulation on June 17 with 377 usable responses — a response rate of 6%.

The findings highlighted in this report are based on the 377 respondents who indicated their organizations currently own at least one self-service laundry store. The margin of error for percentages based on 377 responses is +4.9 percentage points at the 95% confidence level. The margin of error for percentages based on smaller sample sizes will be larger.

Percentages may not add to 100 for single answer questions due to rounding and/or non-response.

2024 CLA LAUNDRY INDUSTRY SURVEY

The following are the survey questions and the results from the selected population.

Geographic Distribution

The following is a geographic breakdown of each question so you can better learn about data in your particular part of the country.

RESPONSES:		NORTHEAST	MIDWEST	SOUTH	WEST
NORTHEAST:					
New England (CT, MA, ME, NH, RI, VT)	6%	26%	0%	0%	0%
Middle Atlantic (NJ, NY, PA)	17%	74%	0%	0%	0%
MIDWEST:					
East North Central (IL, IN, MI, OH, WI)	13%	0%	71%	0%	0%
West North Central (IA, KS, MN, MO, NE, ND, SD)	5%	0%	29%	0%	0%
SOUTH:					
South Atlantic (DC, DE, FL, GA, MD, NC, PR/VI, SC, VA, WV)	25%	0%	0%	70%	0%
East South Central (AL, KY, MS, TN)	4%	0%	0%	11%	0%
West South Central (AR, LA, OK, TX)	7%	0%	0%	20%	0%
WEST:					
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	5%	0%	0%	0%	25%
Pacific (AK, CA, HI, OR, WA)	17%	0%	0%	0%	75%

Raw survey data is available to CLA members by emailing membership@laundryassociation.org.

About Readex Research

This survey was conducted and this report was prepared by Readex Research in accordance with accepted research standards and practices. A complete report containing all survey results was provided to CLA.

Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. Its roots are in survey research for the magazine publishing industry, but specialization in conducting high-quality survey research has brought clients from many other markets, including associations, corporate marketers and communicators, and government agencies.

Since its founding in 1947, Readex Research has completed thousands of surveys for a lengthy and diverse list of clients.

1. How many self-service laundry stores or wash-dry-fold and/or pickup & delivery only facilities are owned by your organization?

ONE OR MORE SUMMARY

RESPONSES	0	50	100
5 or more	13%		
4	7%		
3	7%		
2	34%		
1	40%		

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
5 or more	13%	12%	13%	15%	11%
4	7%	10%	3%	8%	6%
3	7%	4%	7%	9%	8%
2	34%	31%	29%	33%	38%
1	40%	43%	48%	36%	36%

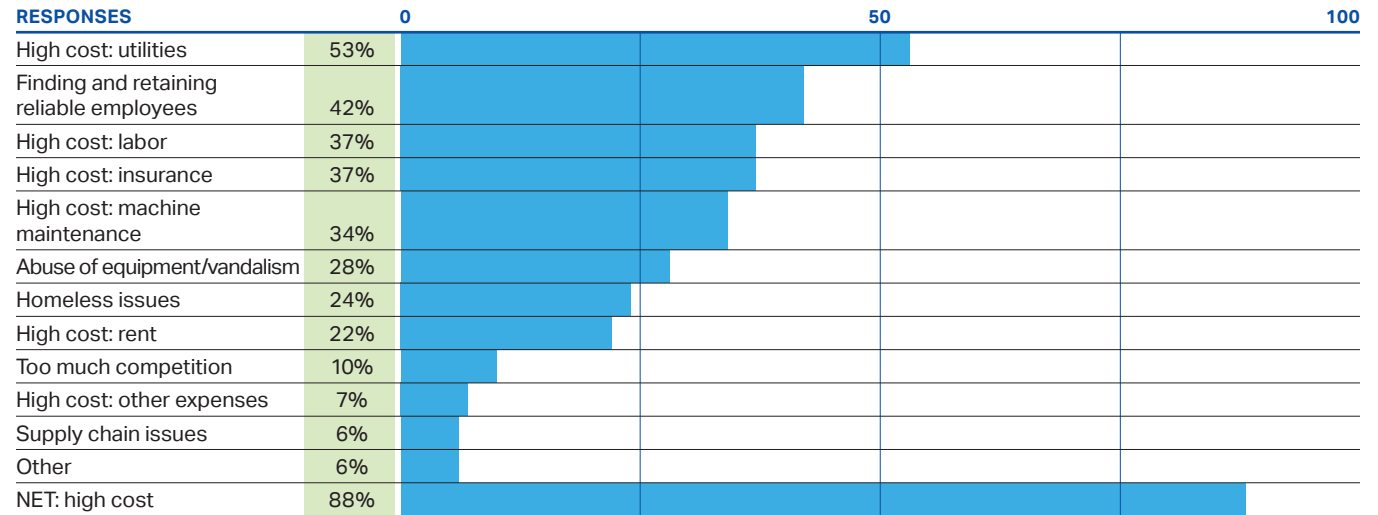
2. Which of the following does your organization plan to do in the next 12 months?

RESPONSES	0	50	100
Purchase any existing self-service laundries	21%		
Sell any of its self-service laundries	17%		
Build any new self-service laundries	13%		

Indicated at least one:	47%
None:	53%
No answer:	1%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Purchase any existing self-service laundries	21%	27%	9%	26%	19%
Sell any of its self-service laundries	17%	9%	26%	16%	19%
Build any new self-service laundries	13%	13%	9%	18%	11%

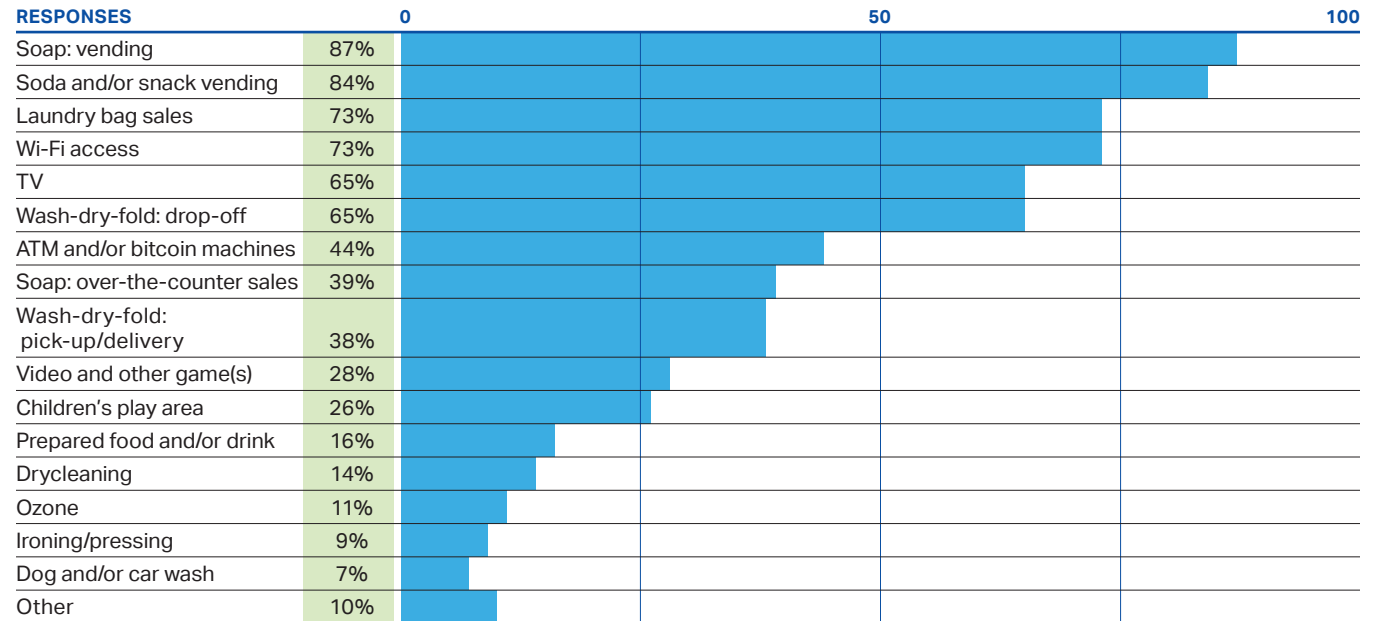
3. What do you feel are the biggest problems you face in the laundry business?



Indicated at least one: 97%
 Have no problems: 3%
 No answer: 0%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
High cost: utilities	53%	55%	55%	50%	50%
Finding and retaining reliable employees	42%	35%	45%	48%	39%
High cost: labor	37%	38%	32%	39%	36%
High cost: insurance	37%	38%	34%	42%	36%
High cost: machine maintenance	34%	28%	26%	47%	30%
Abuse of equipment/vandalism	28%	15%	37%	24%	33%
Homeless issues	24%	15%	23%	25%	29%
High cost: rent	22%	22%	19%	20%	26%
Too much competition	10%	9%	8%	13%	11%
High cost: other expenses	7%	9%	9%	6%	6%
Supply chain issues	6%	5%	5%	6%	8%
Other	6%	7%	7%	4%	7%
NET: high cost	88%	90%	85%	90%	84%

4. What ancillary services are offered in your organization's self-service laundry store (or "typical" store if more than one is owned)?



Indicated at least one:	99%
None:	1%
No answer:	0%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Soap: vending	87%	83%	93%	88%	84%
Soda and/or snack vending	84%	85%	85%	89%	77%
Laundry bag sales	73%	79%	65%	72%	78%
Wi-Fi access	73%	56%	79%	81%	76%
TV	65%	51%	71%	74%	61%
Wash-dry-fold: drop-off	65%	52%	56%	74%	75%
ATM and/or bitcoin machines	44%	52%	49%	48%	27%
Soap: over-the-counter issues	39%	35%	32%	41%	46%
Wash-dry-fold: pick-up/delivery	38%	28%	38%	46%	36%
Video and other game(s)	28%	36%	19%	34%	21%
Children's play area	26%	22%	28%	34%	15%
Prepared food and/or drink	16%	28%	4%	18%	13%
Drycleaning	14%	21%	22%	6%	8%
Ozone	11%	2%	14%	20%	7%
Ironing/pressing	9%	3%	16%	8%	9%
Dog and/or car wash	7%	0%	3%	19%	0%
Other	10%	1%	12%	5%	22%

5a. If wash-dry-fold services are offered, how did customer levels change for wash-dry-fold services, overall, from 2022 to 2023?

RESPONSES		0	50	100
Increased significantly	16%			
Increased somewhat	44%			
Remained about the same	25%			
Decreased somewhat	5%			
Decreased significantly	1%			
Cannot compare because store did not offer wash-dry-fold both years	4%			
No answer	5%			

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Increased significantly	16%	17%	28%	16%	5%
Increased somewhat	44%	56%	36%	42%	48%
Remained about the same	25%	18%	30%	21%	34%
Decreased somewhat	5%	6%	1%	5%	6%
Decreased significantly	1%	0%	2%	0%	2%
Cannot compare because store did not offer wash-dry-fold both years	4%	2%	3%	4%	4%
No answer	5%	0%	0%	11%	1%

5b. If wash-dry-fold services are offered, what is the base charge per pound for each type?

DROP-OFF: PER POUND CHARGE

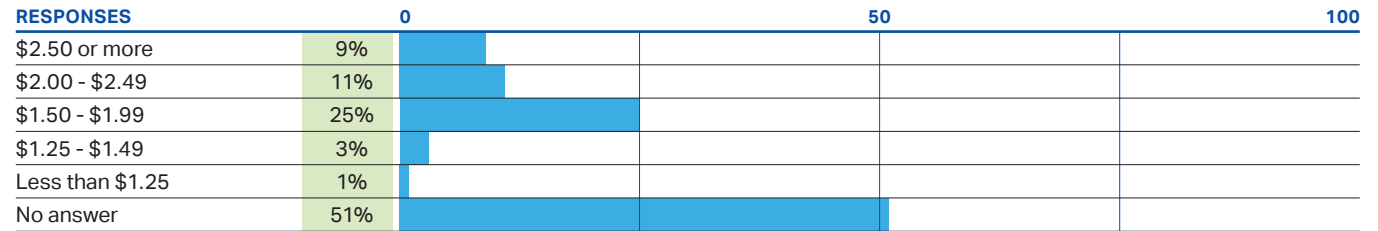
RESPONSES		0	50	100
\$2.50 or more	2%			
\$2.00 - \$2.49	15%			
\$1.50 - \$1.99	43%			
\$1.25 - \$1.49	18%			
\$1.00 - \$1.24	4%			
Less than \$1.00	1%			
No answer	17%			

	2024	2023
Mean:	\$1.66	\$1.68
Standard error:	\$0.02	\$0.04
Median:	\$1.50	\$1.50

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$2.50 or more	2%	0%	3%	0%	4%
\$2.00 - \$2.49	15%	4%	7%	6%	45%
\$1.50 - \$1.99	43%	38%	38%	58%	27%
\$1.25 - \$1.49	18%	32%	33%	13%	5%
\$1.00 - \$1.24	4%	9%	1%	5%	0%
Less than \$1.00	1%	3%	2%	0%	0%
No answer	17%	14%	16%	18%	19%

5b. If wash-dry-fold services are offered, what is the base charge per pound for each type?

PICK-UP/DELIVERY (Included in Per Pound Charge)

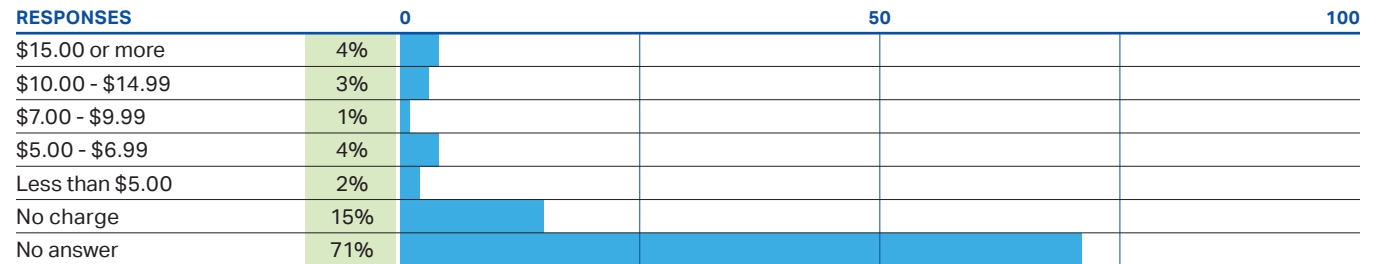


	2024	2023
Mean:	\$2.09	\$1.83
Standard error:	\$0.03	\$0.04
Median:	\$1.90	\$1.75

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$2.50 or more	9%	10%	12%	3%	18%
\$2.00 - \$2.49	11%	3%	3%	9%	29%
\$1.50 - \$1.99	25%	59%	40%	18%	2%
\$1.25 - \$1.49	3%	3%	6%	3%	0%
Less than \$1.25	1%	0%	0%	1%	0%
No answer	51%	25%	39%	65%	51%

5b. If wash-dry-fold services are offered, what is the base charge per pound for each type?

PICK-UP/DELIVERY SERVICE CHARGE (Flat Rate)



RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$15.00 or more	4%	0%	2%	6%	2%
\$10.00 - \$14.99	3%	3%	12%	0%	3%
\$7.00 - \$9.99	1%	0%	0%	1%	1%
\$5.00 - \$6.99	4%	0%	10%	3%	3%
Less than \$5.00	2%	2%	4%	1%	4%
No charge	15%	21%	27%	11%	12%
No answer	71%	74%	46%	78%	75%

6. Does this store provide laundering services to any **COMMERCIAL** accounts? (This is a business-to-business laundry service with pickup and delivery, such as for hotels, gyms, etc.)

RESPONSES

Yes	51%
No	49%
No answer	0%

	2024	2023	2022
Yes:	51%	36%	37%
No:	49%	64%	59%
No answer:	0%	0%	4%

RESPONSES

		NORTHEAST	MIDWEST	SOUTH	WEST
Yes	51%	46%	50%	55%	47%
No	49%	54%	50%	45%	53%
No answer	0%	1%	0%	0%	0%

7. Approximately what is the total size (in square feet) of this store, including any space devoted to drycleaning, WDF or other ancillary services?

RESPONSES

		0	50	100
5,000 sq. ft. or more	8%			
4,000 - 4,999 sq. ft.	11%			
3,000 - 3,999 sq. ft.	23%			
2,500 - 2,999 sq. ft.	15%			
2,000 - 2,499 sq. ft.	16%			
1,500 - 1,999 sq. ft.	9%			
1,000 - 1,499 sq. ft.	11%			
Less than 1,000 sq. ft.	6%			
No answer	0%			

	2024	2023	2022
Mean:	2850	2750	2620
Standard error:	36.6	36.9	53.2
Median:	2740	2490	2380

RESPONSES

		NORTHEAST	MIDWEST	SOUTH	WEST
5,000 sq. ft. or more	8%	2%	20%	7%	7%
4,000 - 4,999 sq. ft.	11%	3%	3%	23%	4%
3,000 - 3,999 sq. ft.	23%	20%	19%	16%	42%
2,500 - 2,999 sq. ft.	15%	28%	8%	10%	18%
2,000 - 2,499 sq. ft.	16%	14%	27%	16%	12%
1,500 - 1,999 sq. ft.	9%	7%	9%	11%	7%
1,000 - 1,499 sq. ft.	11%	20%	9%	6%	9%
Less than 1,000 sq. ft.	6%	6%	5%	10%	2%
No answer	0%	0%	0%	0%	0%

8. Is this store's space owned or rented?

RESPONSES

Owned	44%
Rented	56%
No answer	0%

RESPONSES

		NORTHEAST	MIDWEST	SOUTH	WEST
Owned	44%	41%	54%	50%	29%
Rented	56%	59%	46%	50%	71%
No answer	0%	0%	0%	0%	0%

8a. If rented, approximately what is the total rent per month for this store, including triple net charges (i.e., maintenance, taxes, and insurance), if applicable?

RENT PER MONTH

RESPONSES

		0	50	100
\$10,000 or more	10%			
\$9,000 - \$9,999	5%			
\$8,000 - \$8,999	1%			
\$7,000 - \$7,999	7%			
\$6,000 - \$6,999	7%			
\$5,000 - \$5,999	6%			
\$4,000 - \$4,999	9%			
\$3,000 - \$3,999	11%			
\$2,500 - \$2,999	4%			
\$2,000 - \$2,499	15%			
\$1,500 - \$1,999	5%			
\$1,000 - \$1,499	4%			
Less than \$1,000	1%			
No answer	15%			

	2024	2023	2022
Mean:	\$5130	\$4340	\$4500
Standard error:	\$161	\$113	\$186
Median:	\$4000	\$3700	\$3690

RESPONSES

		NORTHEAST	MIDWEST	SOUTH	WEST
\$10,000 or more	10%	19%	0%	2%	15%
\$9,000 - \$9,999	5%	2%	2%	8%	5%
\$8,000 - \$8,999	1%	1%	0%	2%	1%
\$7,000 - \$7,999	7%	7%	12%	6%	8%
\$6,000 - \$6,999	7%	5%	14%	4%	7%
\$5,000 - \$5,999	6%	8%	2%	5%	7%
\$4,000 - \$4,999	9%	9%	12%	11%	7%
\$3,000 - \$3,999	11%	12%	14%	10%	10%
\$2,500 - \$2,999	4%	5%	12%	1%	3%
\$2,000 - \$2,499	15%	10%	12%	26%	5%
\$1,500 - \$1,999	5%	5%	12%	6%	2%
\$1,000 - \$1,499	4%	3%	6%	5%	2%
Less than \$1,000	1%	0%	0%	3%	0%
No answer	15%	15%	1%	10%	28%

8a. If rented, approximately what is the total rent per month for this store, including triple net charges (i.e., maintenance, taxes, and insurance), if applicable?

CALCULATED MONTHLY RENT PER SQUARE FOOT

RESPONSES		0	50	100
\$3.50 or more/sq. ft.	7%			
\$3.00 - \$3.49/sq. ft.	9%			
\$2.50 - \$2.99/sq. ft.	9%			
\$2.00 - \$2.49/sq. ft.	20%			
\$1.50 - \$1.99/sq. ft.	10%			
\$1.25 - \$1.49/sq. ft.	10%			
\$1.00 - \$1.24/sq. ft.	8%			
\$0.75 - \$0.99/sq. ft.	7%			
\$0.50 - \$0.74/sq. ft.	4%			
Less than \$0.50/sq. ft.	2%			
No answer	15%			

	2024	2023	2022
Mean:	\$2.09	\$1.71	\$1.96
Standard error:	\$0.05	\$0.04	\$0.08
Median:	\$2.00	\$1.44	\$1.57

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$3.50 or more/sq. ft.	7%	9%	0%	8%	7%
\$3.00 - \$3.49/sq. ft.	9%	20%	9%	0%	11%
\$2.50 - \$2.99/sq. ft.	9%	2%	14%	9%	12%
\$2.00 - \$2.49/sq. ft.	20%	16%	15%	30%	15%
\$1.50 - \$1.99/sq. ft.	10%	12%	15%	5%	11%
\$1.25 - \$1.49/sq. ft.	10%	6%	8%	11%	11%
\$1.00 - \$1.24/sq. ft.	8%	14%	13%	5%	1%
\$0.75 - \$0.99/sq. ft.	7%	5%	8%	12%	3%
\$0.50 - \$0.74/sq. ft.	4%	2%	13%	6%	0%
Less than \$0.50/sq. ft.	2%	0%	4%	4%	0%
No answer	15%	15%	1%	10%	28%

8a. If rented, approximately what is the total rent per month for this store, including triple net charges (i.e., maintenance, taxes, and insurance), if applicable?

CALCULATED MONTHLY RENT AS A PERCENTAGE OF GROSS REVENUE

RESPONSES		0	50	00
50% or more	6%			
40% - 49%	1%			
30% - 39%	4%			
20% - 29%	24%			
15% - 19%	18%			
10% - 14%	19%			
5% - 9%	10%			
1% - 4%	1%			
No answer	17%			

Note: A small number of respondents reported extremely high rent costs as a percentage of gross revenues resulting in a high mean (i.e. average) result. Means are influenced by extreme values, whereas medians are not. When evaluating results, it's recommended to look at the median value as being a more stable measure over time.

Mean:	24%
Standard error:	1%
Median:	18%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
50% or more	6%	8%	11%	4%	3%
40% - 49%	1%	0%	0%	2%	0%
30% - 39%	4%	8%	3%	3%	4%
20% - 29%	24%	29%	12%	24%	26%
15% - 19%	18%	12%	33%	23%	11%
10% - 14%	19%	23%	29%	15%	15%
5% - 9%	10%	3%	10%	16%	9%
1% - 4%	1%	1%	0%	2%	0%
No answer	17%	16%	3%	11%	33%

9. How many individuals other than the owner are employed full time versus part time at this store?

FULL TIME

RESPONSES		0	50	100
5 or more	10%			
4	4%			
3	17%			
2	11%			
1	18%			
None	38%			
No answer	1%			

Mean:	2.6
Standard error:	0.14
Median:	1

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
5 or more	10%	9%	15%	9%	10%
4	4%	8%	1%	4%	3%
3	17%	21%	2%	27%	11%
2	11%	12%	7%	12%	11%
1	18%	17%	25%	18%	14%
None	38%	32%	49%	29%	50%
No answer	1%	2%	0%	1%	2%

PART TIME

RESPONSES		0	50	100
10 or more	5%			
5 - 9	18%			
4	9%			
3	18%			
2	16%			
1	13%			
None	20%			
No answer	1%			

Mean:	3.6
Standard error:	0.14
Median:	3

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
10 or more	5%	2%	13%	2%	7%
5 - 9	18%	22%	11%	13%	30%
4	9%	6%	9%	9%	11%
3	18%	11%	21%	24%	13%
2	16%	31%	14%	10%	10%
1	13%	14%	14%	10%	12%
None	20%	11%	17%	32%	14%
No answer	1%	2%	0%	1%	2%

9. How many individuals other than the owner are employed full time versus part time at this store?

TOTAL EMPLOYEES

RESPONSES		0	50	100
10 or more	10%			
5 – 9	38%			
4	11%			
3	11%			
2	11%			
1	9%			
None	7%			
No answer	1%			

Mean:	6.2
Standard error:	0.23
Median:	4

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
10 or more	10%	14%	14%	6%	12%
5 – 9	38%	41%	18%	46%	40%
4	11%	11%	15%	6%	16%
3	11%	9%	23%	7%	11%
2	11%	9%	10%	16%	7%
1	9%	5%	7%	12%	7%
None	7%	9%	13%	6%	5%
No answer	1%	2%	0%	1%	2%

9. How many individuals other than the owner are employed full time versus part time at this store? (continued)

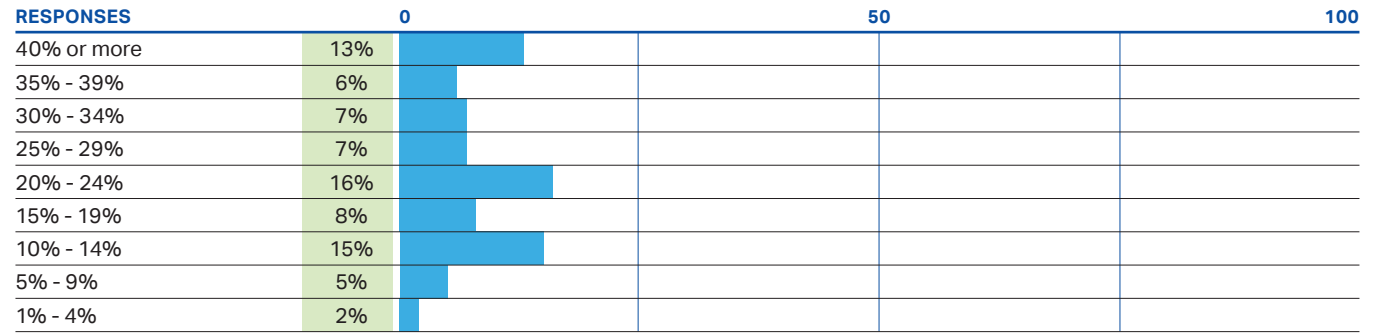
TOTAL based upon stores with *at least one employee* other than the owner

RESPONSES	0	50	100
10 or more	11%		
5 - 9	42%		
4	12%		
3	12%		
2	13%		
1	10%		
None	0%		
No answer	0%		

Mean:	6.7
Standard error:	0.24
Median:	5

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
10 or more	11%	16%	16%	7%	12%
5 - 9	41%	46%	21%	49%	43%
4	12%	13%	18%	6%	18%
3	12%	10%	26%	7%	12%
2	13%	10%	11%	17%	8%
1	10%	6%	8%	13%	8%
None	0%	0%	0%	0%	0%
No answer	0%	0%	0%	0%	0%

10. About what percentage of this store's 2023 gross revenue was spent on payroll, not including the owner's compensation?



None	7%
No Answer	12%

Mean:	22%
Standard error:	0%
Median:	20%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
40% or more	13%	29%	5%	7%	10%
35% - 39%	6%	2%	8%	11%	2%
30% - 34%	7%	7%	6%	7%	9%
25% - 29%	7%	6%	15%	8%	3%
20% - 24%	16%	10%	20%	15%	18%
15% - 19%	8%	9%	6%	6%	11%
10% - 14%	15%	10%	16%	13%	25%
5% - 9%	5%	3%	7%	5%	8%
1% - 4%	2%	5%	1%	2%	1%

Note: Payroll percentages are calculated by comparing only respondents who have payroll. Those who did not respond or do not have payroll were not included in determining what percent of gross revenue is spent on payroll. This methodology differs from years prior to 2013 where respondents without payroll were factored into the overall calculation.

11. How many hours is this store open on an average business day?

RESPONSES		0	50	100
24 hours	18%			
20 - 23 hours	1%			
17 - 19 hours	20%			
16 hours	10%			
15 hours	16%			
14 hours	16%			
13 hours	8%			
12 hours	6%			
Less than 12 hours	5%			
No answer	1%			

Mean:	16.6
Standard error:	0.12
Median:	16

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
24 hours	18%	31%	21%	13%	10%
20 - 23 hours	1%	1%	1%	0%	0%
17 - 19 hours	20%	16%	23%	23%	18%
16 hours	10%	11%	5%	11%	12%
15 hours	16%	12%	14%	9%	31%
14 hours	16%	10%	10%	29%	6%
13 hours	8%	7%	7%	7%	11%
12 hours	6%	11%	8%	2%	6%
Less than 12 hours	5%	2%	8%	5%	6%
No answer	1%	1%	3%	1%	0%

12. For how many of its business hours is this store attended on an average day?

RESPONSES	
All	49%
Some	42%
None	10%
No answer	0%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
All	49%	64%	43%	39%	54%
Some	42%	25%	40%	57%	36%
None	10%	11%	17%	5%	10%
No answer	0%	0%	0%	0%	0%

13. If this store is attended at least some of the time, what is the average hourly wage of its non-management attendant(s)?

RESPONSES		0	50	100
\$18.00 or more	15%			
\$17.00 - \$17.99	8%			
\$16.00 - \$16.99	13%			
\$15.00 - \$15.99	21%			
\$14.00 - \$14.99	9%			
\$13.00 - \$13.99	9%			
\$12.00 - \$12.99	10%			
\$11.00 - \$11.99	2%			
\$10.00 - \$10.99	3%			
\$9.00 - \$9.99	0%			
Less than \$9.00	0%			
All are management	9%			
No answer*	1%			

	2024	2023	2022
Mean:	\$15.34	\$14.02	\$12.84
Standard error:	\$0.07	\$0.08	\$0.09
Median:	\$15.57	\$13.98	\$13.38

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$18.00 or more	15%	17%	7%	3%	40%
\$17.00 - \$17.99	8%	12%	1%	2%	19%
\$16.00 - \$16.99	13%	24%	12%	2%	21%
\$15.00 - \$15.99	21%	28%	14%	30%	6%
\$14.00 - \$14.99	9%	5%	29%	7%	1%
\$13.00 - \$13.99	9%	5%	6%	19%	0%
\$12.00 - \$12.99	10%	1%	22%	14%	3%
\$11.00 - \$11.99	2%	0%	4%	3%	0%
\$10.00 - \$10.99	3%	0%	1%	6%	1%
\$9.00 - \$9.99	0%	0%	0%	0%	0%
Less than \$9.00	0%	1%	0%	0%	0%
All are management	9%	6%	6%	12%	7%
No answer*	1%	1%	0%	1%	1%

***Note:** Federal Minimum wage is \$7.25.
Individual states may have higher minimum wages than the federal minimum.

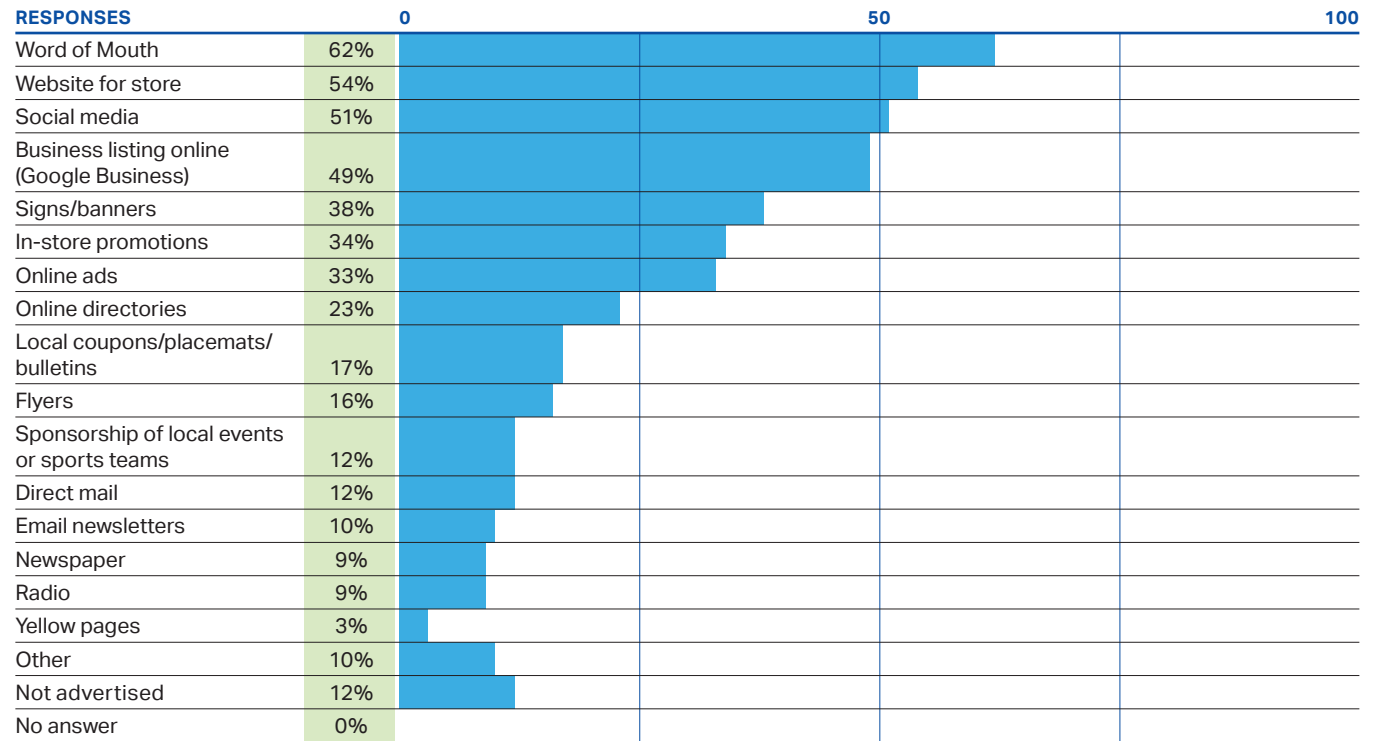
14. If this store is attended at least some of the time, what benefits are offered to the attending employees?

RESPONSES	0	50	100	
Paid time off	50%			
Monetary bonus/commission	46%			
Free or discounted laundry	43%			
Health insurance	19%			
Retirement savings	12%			
Other	7%			
No benefits offered	23%			
No answer	1%			

Indicated at least one: 76%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Paid time off	50%	39%	36%	58%	59%
Monetary bonus/commission	46%	36%	47%	59%	33%
Free or discounted laundry	43%	49%	53%	26%	58%
Health insurance	19%	13%	12%	30%	10%
Retirement savings	12%	15%	4%	7%	26%
Other	7%	6%	15%	4%	7%
No benefits offered	23%	35%	25%	18%	18%
No answer	1%	2%	1%	0%	3%

15. How has this store been advertised in the last 12 months?



Indicated at least one: 87%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Word of Mouth	62%	49%	74%	66%	58%
Website for store	54%	53%	54%	65%	38%
Social media	51%	47%	51%	63%	35%
Business listing online (Google Business)	49%	39%	49%	61%	38%
Signs/banners	38%	36%	37%	45%	31%
In-store promotions	34%	27%	36%	45%	23%
Online ads	33%	32%	22%	50%	16%
Online directories	23%	10%	22%	38%	14%
Local coupons/placemats/bulletins	17%	22%	10%	28%	3%
Flyers	16%	12%	5%	26%	9%
Sponsorship of local events or sports teams	12%	10%	21%	13%	7%
Direct mail	12%	13%	2%	22%	4%
Email newsletters	10%	2%	0%	23%	6%
Newspaper	9%	1%	7%	18%	6%
Radio	9%	26%	2%	5%	4%
Yellow pages	3%	4%	4%	1%	5%
Other	10%	24%	4%	3%	11%
Not advertised	12%	9%	10%	8%	25%
No answer	0%	0%	0%	0%	2%

16. Approximately what was the total gross revenue (before taxes) of this store in 2023, including any revenue generated from drycleaning or other ancillary service?

RESPONSES		0	50	100
\$600,000 or more	18%			
\$500,000 - \$599,999	8%			
\$400,000 - \$499,999	9%			
\$300,000 - \$399,999	11%			
\$200,000 - \$299,999	9%			
\$150,000 - \$199,999	5%			
\$100,000 - \$149,999	6%			
\$75,000 - \$99,999	8%			
\$50,000 - \$74,999	7%			
\$25,000 - \$49,999	1%			
Less than \$25,000	3%			
No answer	15%			

	2024	2023	2022
Mean:	\$334,000	\$288,000	\$245,000
Standard error:	\$6,470	\$5,820	\$7,930
Median:	\$335,000	\$250,000	\$202,000

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$600,000 or more	18%	15%	15%	16%	28%
\$500,000 - \$599,999	8%	6%	10%	8%	9%
\$400,000 - \$499,999	9%	7%	18%	6%	11%
\$300,000 - \$399,999	11%	10%	6%	15%	10%
\$200,000 - \$299,999	9%	7%	14%	8%	8%
\$150,000 - \$199,999	5%	7%	11%	2%	1%
\$100,000 - \$149,999	6%	9%	7%	3%	4%
\$75,000 - \$99,999	8%	7%	4%	13%	2%
\$50,000 - \$74,999	7%	3%	7%	3%	19%
\$25,000 - \$49,999	1%	1%	2%	1%	1%
Less than \$25,000	3%	5%	4%	2%	2%
No answer	15%	22%	2%	22%	6%

16a. Approximately what was the total gross revenue (before taxes) of this store in 2023, including any revenue generated from drycleaning or other ancillary services?

CALCULATED GROSS REVENUE PER SQUARE FOOT

RESPONSES		0	50	100
\$175 or more/sq. ft.	14%			
\$150 - \$174/sq. ft.	16%			
\$125 - \$149/sq. ft.	8%			
\$100 - \$124/sq. ft.	18%			
\$75 - \$99/sq. ft.	8%			
\$50 - \$74/sq. ft.	9%			
\$25 - \$49/sq. ft.	5%			
Less than \$25/sq. ft.	7%			
No answer	15%			

	2024	2023
Mean:	\$125.00	\$106.00
Standard error:	\$2.47	\$2.01
Median:	\$120.00	\$100.00

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$175 or more/sq. ft.	14%	14%	8%	19%	11%
\$150 - \$174/sq. ft.	16%	15%	10%	8%	34%
\$125 - \$149/sq. ft.	8%	9%	10%	6%	9%
\$100 - \$124/sq. ft.	18%	15%	29%	16%	14%
\$75 - \$99/sq. ft.	8%	5%	14%	12%	1%
\$50 - \$74/sq. ft.	9%	9%	15%	9%	4%
\$25 - \$49/sq. ft.	5%	7%	9%	4%	3%
Less than \$25/sq. ft.	7%	5%	3%	4%	18%
No answer	15%	22%	2%	22%	6%

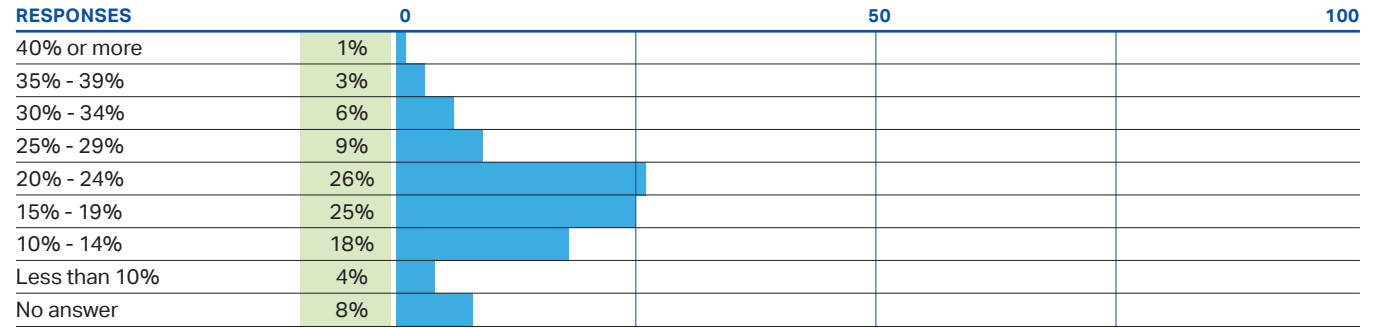
17. Compared to 2022, by approximately what percentage did this store's 2023 gross revenue change, including any revenue generated from drycleaning or other ancillary services?

RESPONSES		0	50	100
INCREASED:	65%			
By 30% or more	5%			
By 20% - 29%	9%			
By 15% - 19%	6%			
By 10% - 14%	26%			
By 5% - 9%	13%			
By less than 5%	6%			
% Not specified	1%			
REMAINED THE SAME	17%			
DECREASED:	4%			
By less than 10%	1%			
By 10% - 19%	1%			
By 20% or more	1%			
No answer	14%			

Mean (% change):	12%
Standard error:	1%
Median:	10%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
INCREASED:	65%	66%	66%	62%	70%
By 30% or more	5%	2%	2%	9%	4%
By 20% - 29%	9%	6%	21%	4%	10%
By 15% - 19%	6%	3%	7%	8%	5%
By 10% - 14%	26%	30%	19%	26%	27%
By 5% - 9%	13%	11%	16%	11%	16%
By less than 5%	6%	13%	1%	5%	7%
% Not specified	1%	1%	1%	0%	1%
REMAINED THE SAME	17%	11%	23%	15%	22%
DECREASED:	4%	2%	6%	3%	4%
By less than 10%	1%	0%	1%	1%	2%
By 10% - 19%	1%	0%	2%	0%	1%
By 20% or more	1%	0%	2%	2%	1%
No answer	14%	22%	5%	20%	5%

18. About what percentage of this store's 2023 gross revenue was spent on utilities?



	2024	2023	2022
Mean:	21%	21%	26%
Standard error:	0%	0%	0%
Median:	20%	20%	25%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
40% or more	1%	1%	1%	1%	2%
35% - 39%	3%	7%	1%	2%	1%
30% - 34%	6%	3%	11%	10%	1%
25% - 29%	9%	4%	17%	5%	15%
20% - 24%	26%	21%	17%	26%	37%
15% - 19%	25%	45%	28%	16%	18%
10% - 14%	18%	18%	19%	17%	17%
Less than 10%	4%	1%	4%	4%	6%
No answer	8%	0%	3%	18%	3%

19. About what percentage of this store's 2023 gross revenue was considered operating net profit (before taxes, debt service, and owner compensation)?

RESPONSES		0	50	100
40% or more	12%			
35% - 39%	14%			
30% - 34%	10%			
25% - 29%	11%			
20% - 24%	9%			
15% - 19%	11%			
10% - 14%	5%			
5% - 9%	4%			
Less than 5%	3%			
None	3%			
Net loss	1%			
No answer	17%			

	2024	2023	2022
Mean:	26%	24%	18%
Standard error:	0%	0%	1%
Median:	27%	22%	17%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
40% or more	12%	3%	10%	16%	15%
35% - 39%	14%	12%	3%	17%	21%
30% - 34%	10%	9%	13%	12%	6%
25% - 29%	11%	9%	10%	9%	17%
20% - 24%	9%	7%	21%	5%	8%
15% - 19%	11%	10%	17%	7%	15%
10% - 14%	5%	6%	6%	6%	4%
5% - 9%	4%	5%	7%	2%	2%
Less than 5%	3%	2%	5%	4%	1%
None	3%	5%	4%	2%	0%
Net loss	1%	0%	1%	1%	2%
No answer	17%	30%	3%	20%	9%

20. How are the laundry machines at this store operated?










RESPONSES	0	50	100	
Quarter	71%			
Laundry card	42%			
Credit/debit card	42%			
Smart phone payment via Apple Pay or Google Pay	25%			
Mobile app (proprietary system)	25%			
Dollar coin	14%			
Token	3%			
Other	1%			
Quarter ONLY	21%			
Laundry card ONLY	12%			
Token ONLY	0%			
Credit/debit card ONLY	0%			
Mobile app (proprietary system) ONLY	0%			
Dollar coin ONLY	0%			
Smart phone payment via Apple Pay or Google Pay ONLY	0%			
Other ONLY	0%			

Indicated at least one: 100%
No answer: 0%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Quarter	71%	70%	83%	62%	73%
Laundry card	42%	33%	37%	47%	52%
Credit/debit card	42%	53%	44%	37%	35%
Smart phone payment via Apple Pay or Google Pay	25%	40%	23%	20%	17%
Mobile app (proprietary system)	25%	19%	31%	21%	32%
Dollar coin	14%	7%	21%	13%	14%
Token	3%	0%	11%	2%	1%
Other	1%	1%	1%	2%	1%
Quarter ONLY	21%	17%	27%	25%	16%
Laundry card ONLY	12%	12%	14%	11%	11%
Token ONLY	0%	0%	0%	0%	1%
Credit/debit card ONLY	0%	0%	0%	0%	0%
Mobile app (proprietary system) ONLY	0%	0%	0%	0%	0%
Dollar coin ONLY	0%	0%	0%	0%	0%
Smart phone payment via Apple Pay or Google Pay ONLY	0%	0%	0%	0%	0%
Other ONLY	0%	0%	0%	0%	0%

21a. How many of each of the following types of laundry machines are at this store?

TOTAL MACHINES

RESPONSES		0	50	100
100 or more	10%			
70 - 99	22%			
60 - 69	11%			
50 - 59	10%			
40 - 49	9%			
30 - 39	9%			
Less than 30	7%			
Number not specified	5%			
No answer	17%			

Mean:	67
Standard error:	1.31
Median:	62

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
100 or more	10%	9%	11%	6%	15%
70 - 99	22%	10%	33%	22%	26%
60 - 69	11%	9%	15%	8%	12%
50 - 59	10%	7%	12%	13%	10%
40 - 49	9%	9%	12%	9%	8%
30 - 39	9%	10%	8%	8%	6%
Less than 30	7%	11%	5%	7%	4%
Number not specified	5%	3%	3%	6%	9%
No answer	17%	32%	1%	22%	10%

21a. How many of each of the following types of laundry machines are at this store?

MEAN SUMMARY

RESPONSES	0	50	100
Total washers	36.5		
Total top load washers	7.3		
Total front load washers	29.1		
Front load washers: 18 lb - 24 lb	9		
Front load washers: 25 lb - 29 lb	2.3		
Front load washers: 30 lb - 35 lb	5.1		
Front load washers: 40 lb - 49 lb	6		
Front load washers: 50 lb - 60 lb	4.8		
Front load washers: 75 lb - 80 lb	1.7		
Front load washers: 90 lb - 100 lb	0.7		
Front load washers: 125 lb - 135 lb	0.1		
Total dryers	30.4		
Dryers: 18 lb	0.5		
Dryers: 30 lb	16.6		
Dryers: 45 lb	6.5		
Dryers: 50 lb	4.9		
Dryers: 75 lb	1.3		
Dryers: All other sizes	0.2		

Responses		NORTHEAST	MIDWEST	SOUTH	WEST
Total washers	36.5	30.9	45.8	32	38.7
Total top load washers	7.3	6.5	15.5	3.6	4.5
Total front load washers	29.1	24.3	30.1	28.4	34.3
Front load washers: 18 lb - 24 lb	9	8.3	9.4	9.2	8.8
Front load washers: 25 lb - 29 lb	2.3	0.9	3.5	2.1	2.5
Front load washers: 30 lb - 35 lb	5.1	4.5	4.4	4.3	7.6
Front load washers: 40 lb - 49 lb	6	5.2	5.4	5.7	8.1
Front load washers: 50 lb - 60 lb	4.8	3.7	4.9	4.6	6.1
Front load washers: 75 lb - 80 lb	1.7	1.3	1.7	1.4	2.4
Front load washers: 90 lb - 100 lb	0.7	0.3	1	1	0.4
Front load washers: 125 lb - 135 lb	0.1	0	0.2	0	0.1
Total dryers	30.4	26.6	31	28.6	35.8
Dryers: 18 lb	0.5	0.5	0.7	0.5	0.1
Dryers: 30 lb	16.6	18.7	13	16.1	19.2
Dryers: 45 lb	6.5	3.6	10.3	4.7	7.5
Dryers: 50 lb	4.9	2.8	5.6	5.2	5.9
Dryers: 75 lb	1.3	0.8	1.3	1	2.3
Dryers: All other sizes	0.2	0.1	0	0.5	0.1

Base: Those Answering (fill-in answers)

21a. How many of each of the following types of laundry machines are at this store?

TOTAL WASHERS

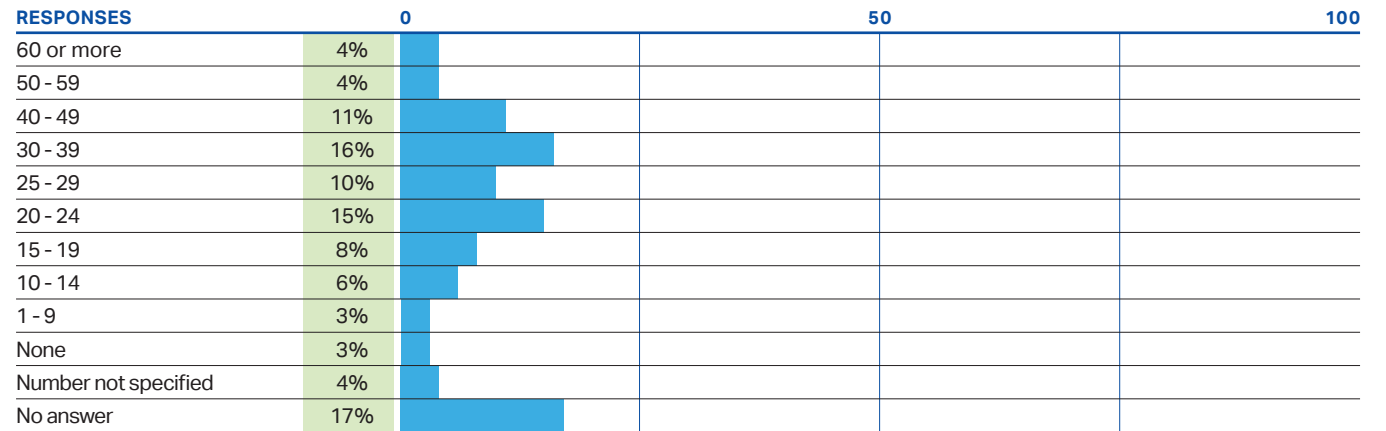
RESPONSES		0	50	100
60 or more	6%			
50 - 59	11%			
40 - 49	10%			
30 - 39	15%			
25 - 29	14%			
20 - 24	11%			
15 - 19	8%			
10 - 14	3%			
1 - 9	2%			
None	0%			
Number not specified	3%			
No answer	17%			

Mean:	36.5
Standard error:	0.82
Median:	31

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
60 or more	6%	4%	14%	2%	6%
50 - 59	11%	7%	10%	8%	22%
40 - 49	10%	4%	17%	9%	12%
30 - 39	15%	9%	19%	19%	15%
25 - 29	14%	18%	15%	14%	9%
20 - 24	11%	11%	15%	9%	8%
15 - 19	8%	11%	4%	9%	6%
10 - 14	3%	3%	2%	3%	2%
1 - 9	2%	1%	1%	3%	2%
None	0%	0%	0%	0%	0%
Number not specified	3%	1%	3%	1%	9%
No answer	17%	32%	1%	22%	10%

21a. How many of each of the following types of laundry machines are at this store?

TOTAL DRYERS



Mean:	30.4
Standard error:	0.62
Median:	28

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
60 or more	4%	1%	10%	2%	6%
50 - 59	4%	6%	1%	3%	8%
40 - 49	11%	3%	13%	8%	23%
30 - 39	16%	16%	16%	16%	14%
25 - 29	10%	5%	9%	15%	7%
20 - 24	15%	16%	24%	10%	14%
15 - 19	8%	6%	8%	10%	6%
10 - 14	6%	4%	11%	4%	6%
1 - 9	3%	1%	3%	3%	2%
None	3%	7%	2%	2%	0%
Number not specified	4%	3%	3%	5%	4%
No answer	17%	32%	1%	22%	10%

21b. What is the average vend price per turn for each type of machine at this store?

MEAN SUMMARY WASHERS

RESPONSES		\$0.00		\$10.00		\$20.00
Total top load washers	\$3.73					
Front load washers: 18 lb - 24 lb	\$3.57					
Front load washers: 25 lb - 29 lb	\$4.21					
Front load washers: 30 lb - 35 lb	\$5.00					
Front load washers: 40 lb - 49 lb	\$6.32					
Front load washers: 50 lb - 60 lb	\$8.16					
Front load washers: 75 lb - 80 lb	\$10.75					
Front load washers: 90 lb - 100 lb	\$12.22					
Front load washers: 125 lb - 135 lb	*					

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Total top load washers	\$3.73	\$3.72	\$3.90	\$3.09	\$4.06
Front load washers: 18 lb - 24 lb	\$3.57	\$3.76	\$3.43	\$3.33	\$3.82
Front load washers: 25 lb - 29 lb	\$4.21	\$3.95	\$4.34	\$4.06	\$4.52
Front load washers: 30 lb - 35 lb	\$5.00	\$5.44	\$4.97	\$4.43	\$5.34
Front load washers: 40 lb - 49 lb	\$6.32	\$6.54	\$6.27	\$5.78	\$6.76
Front load washers: 50 lb - 60 lb	\$8.16	\$8.23	\$8.33	\$7.65	\$8.48
Front load washers: 75 lb - 80 lb	\$10.75	\$10.85	\$11.49	\$9.86	\$10.83
Front load washers: 90 lb - 100 lb	\$12.22	\$12.34	\$12.72	\$11.72	\$12.53
Front load washers: 125 lb - 135 lb	*	*	*	*	*

Base: Those Answering (fill-in average price per turn)

*Results are based on fewer than 30 responses and are considered statistically unstable.

MEAN SUMMARY DRYERS (Minutes)

RESPONSES		0		50		100
Dryers: 18 lb*						
Dryers: 30 lb	6.2					
Dryers: 45 lb	4.9					
Dryers: 50 lb	4					
Dryers: 75 lb	3.3					

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Dryers: 30 lb	6.2	5.4	7.8	6.1	5.6
Dryers: 45 lb	4.9	3.7	6.9	4.3	4.1
Dryers: 50 lb	4	4.3	4.5	4	3.2
Dryers: 75 lb	3.3	2.9	3.6	3.6	3

Base: Those Answering (fill-in average # of minutes for \$0.25)

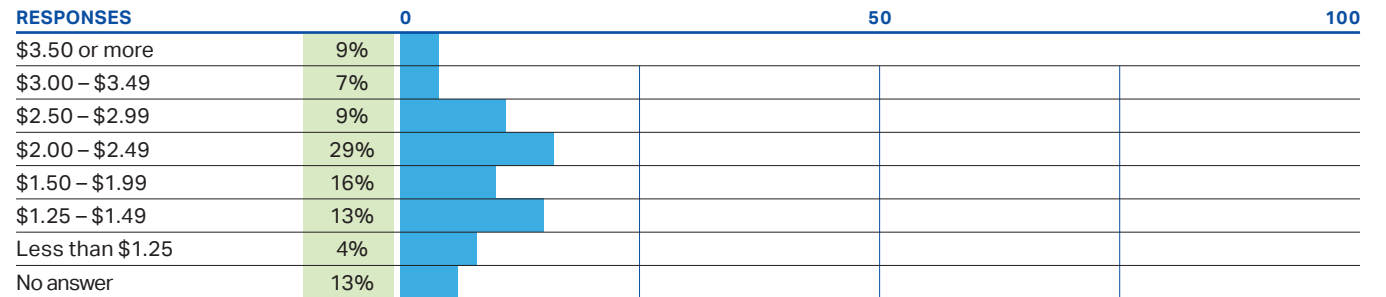
*18 lb dryers results are based on fewer than 30 responses and are considered statistically unstable.

22. Does this store offer any full-cycle dryer pricing (i.e., a fixed price to dry one load)?

RESPONSES	
Yes	23%
No	76%
No answer	1%

RESPONSES	2024	NORTHEAST	MIDWEST	SOUTH	WEST
Yes	23%	18%	24%	28%	22%
No	76%	82%	76%	69%	78%
No answer	1%	0%	0%	3%	0%

23 What price do you charge for full-cycle drying (fixed price to dry one load)?



Mean:	\$2.29
Standard error:	\$0.08
Median:	\$2.00

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$3.50 or more	9%	0%	7%	11%	15%
\$3.00 – \$3.49	7%	0%	12%	2%	18%
\$2.50 – \$2.99	9%	8%	32%	1%	4%
\$2.00 – \$2.49	29%	45%	30%	31%	8%
\$1.50 – \$1.99	16%	4%	7%	25%	20%
\$1.25 – \$1.49	13%	4%	7%	27%	0%
Less than \$1.25	4%	0%	4%	3%	8%
No answer	13%	39%	1%	0%	28%

24. For which of these do you expect the vend price to INCREASE in the next 12 months at this store?

RESPONSES	2024	2023	2022	2021
Washers only	26%	25%	19%	27%
Dryers only	3%	6%	2%	3%
Both	53%	51%	65%	34%
Neither	18%	17%	10%	30%
No answer	1%	1%	4%	6%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Washers only	26%	26%	22%	22%	34%
Dryers only	3%	1%	6%	2%	1%
Both	53%	34%	55%	62%	60%
Neither	18%	39%	17%	12%	5%
No answer	1%	0%	0%	2%	0%

25. As part of CLA's initiative for women in vended laundry, we would like to understand the demographics of our industry. To that end, which of the following best describes the owner/ownership of your business?

RESPONSES		0	50	100
Partnership/ownership group with at least one female member	35%			
Sole proprietorship, male owned	33%			
Partnership/ownership group with no female members	17%			
Sole proprietorship, female owned	7%			
No answer	8%			

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Partnership/ownership group with at least one female member	35%	30%	39%	46%	37%
Sole proprietorship, male owned	33%	44%	45%	28%	27%
Partnership/ownership group with no female members	17%	21%	7%	13%	12%
Sole proprietorship, female owned	7%	4%	7%	12%	17%
No answer	8%	1%	0%	1%	7%

2024 LAUNDRY INDUSTRY SURVEY

The following is a sample of the survey that was sent to the selected population.

1. How many self-service laundry stores or wash-dry-fold and/or pickup & delivery only facilities are owned by your organization?

(please fill in a number for each; 0 if none)

___ combination self-service laundry/wash-dry-fold service

___ self-service laundry only

NO SELF-SERVICE LAUNDRY STORES OWNED →

If your organization owns no stores with self-service laundry, please ⊗ and return your survey in the envelope provided to avoid reminder mailings. Thank you!

2. Which of the following does your organization plan to do in the next 12 months? (please ⊗ all that apply)

- purchase any existing self-service laundries
- sell any of its self-service laundries
- build any new self-service laundries
- none of these

3. What do you feel are the biggest problems you face in the laundry business? (please ⊗ all that apply)

- high cost—utilities
- finding and retaining reliable employees
- high cost: labor
- high cost: insurance
- high cost: machine maintenance
- abuse of equipment/vandalism
- homeless issues
- high cost: rent
- too much competition
- high cost: other expenses
- supply chain issues
- other: _____
(please specify)
- HAVE NO PROBLEMS

To help ensure statistical validity of the results, the remaining questions are to be answered for a single store within your operation. If your organization has more than one self-service laundry store, please answer FOR THE ONE MOST TYPICAL STORE ONLY.

4. What ancillary services are offered in your organization's self-service laundry store (or "typical" store if more than one is owned)? (please ⊗ all that apply)

- soap: vending
- video and other game(s)
- soda and/or snack vending
- childrens play area
- laundry bag sales
- prepared food and/or drink
- Wi-Fi access
- drycleaning
- TV
- ozone
- wash-dry-fold-drop-off
- ironing/pressing
- ATM and/or bitcoin machines
- dog and /car wash
- soap: over-the-counter sales
- other: _____
(please specify)
- wash-dry-fold pick-up/delivery
- NONE

- 5a. If wash-dry-fold services are offered, how did customer levels change for wash-dry-fold services, overall, from 2022 to 2023?

- increased significantly
- decreased somewhat
- increased somewhat
- decreased significantly
- remained about the same
- cannot compare because store did not offer wash-dry-fold both years

- 5b. If wash-dry-fold services are offered, what is the base charge per pound for each type? (please fill in the charge for each type offered)

\$ _____ per pound for drop-off
 \$ _____ per pound for pickup/delivery
 (plus service charge of \$ _____)

6. Does this store provide laundering services to any commercial accounts? (This is a business-to-business laundry service with pickup and delivery, such as for hotels, gyms, etc.)

yes no

7. Approximately what is the total size (in square feet) of this store, including any space devoted to dry cleaning, wash-dry-fold or other ancillary services? (if unsure, please indicate your best guess)

- less than 1,000 sq. ft.
- 2,500 - 2,999 sq. ft.
- 1,000 - 1,499 sq. ft.
- 3,000 - 3,999 sq. ft.
- 1,500 - 1,999 sq. ft.
- 4,000 - 4,999 sq. ft.
- 2,000 - 2,499 sq. ft.
- 5,000 sq. ft. or more

8. Is this store's space owned or rented?

owned rented

- a. If rented, approximately what is the total rent per month for this store, including triple net charges (i.e., maintenance, taxes, and insurance), if applicable? (please fill in a dollar figure below)

\$ _____ rent per month

9. How many individuals other than the owner are employed full time versus part time at this store? (please fill in a number for each—fill in 0 if none)

_____ full time # _____ part time

10. About what percentage of this store's 2023 gross revenue was spent on payroll, not including the owner's compensation? (please fill in a percentage below—fill in 0 if none)

_____ % of revenue for payroll

11. How many hours is this store open on an average business day? (please fill in a number below)

_____ hours per day

12. For how many of its business hours is this store attended on an average day?

all some none

13. If this store is attended at least some of the time, what is the average hourly wage of its non-management attendant(s)?

- All are management
- less than \$9.00
- \$9.00 - \$9.99
- \$10.00 - \$10.99
- \$11.00 - \$11.99
- \$12.00 - \$12.99
- \$13.00 - \$13.99
- \$14.00 - \$14.99
- \$15.00 - \$15.99
- \$16.00 - \$16.99
- \$17.00 - \$17.99
- \$18.00 or more

14. If this store is attended at least some of the time, what benefits are offered to the attending employees?

- paid time off
- monetary bonus/ commission
- free or discounted laundry
- health insurance
- retirement savings
- other
- no benefits offered

15. How has this store been advertised in the last 12 months? (please ⊗ all that apply)

- word of mouth
- website for store
- social media
- business listing online (Google Business)
- signs/banners
- in-store promotions
- online ads
- online directories
- local coupons/ placemats, bulletins
- flyers
- sponsorships of local events or sports teams
- direct mail (email newsletters)
- newspaper
- radio
- yellow pages
- other: _____ (please specify)
- Not advertised

If you are unsure of the exact answer to any of the following questions, please give your best guess.

16. Approximately what was the total gross revenue (before taxes) of this store in 2023, including any revenue generated from drycleaning or other ancillary services?

- less than \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 - \$299,999
- \$300,000 - \$399,999
- \$400,000 - \$499,999
- \$500,000 - \$599,999
- \$600,000 or more

17. Compared to 2022, by approximately what percentage did this store's 2023 gross revenue change, including any revenue generated from drycleaning or other ancillary services?

- increased by ____%
- decreased by ____%
- remained the same

18. About what percentage of this store's 2023 gross revenue was spent on utilities?

- less than 10%
- 10% - 14%
- 15% - 19%
- 20% - 24%
- 25% - 29%
- 30% - 34%
- 35% - 39%
- 40% or more

19. About what percentage of this store's 2023 gross revenue was considered operating net profit (before taxes, debt service, and owner compensation)?

- net loss...specify ____%
- none
- less than 5%
- 5% - 9%
- 10% - 14%
- 15% - 19%
- 20% - 24%
- 25% - 29%
- 30% - 34%
- 35% - 39%
- 40% or more

20. How are the laundry machines at this store operated? (please ⊗ all that apply)

- quarter
- laundry card
- credit/debit card
- smart phone payment (i.e., ApplePay, GooglePay other mobile app)
- mobile app (proprietary system)
- dollar coin
- token
- other: _____
- quarter ONLY
- laundry card ONLY
- token ONLY
- credit/debit card ONLY
- mobile app (proprietary system) ONLY
- dollar coin ONLY (i.e., ApplePay, GooglePay other mobile app)
- smart phone payment ONLY
- other ONLY: _____

21a. How many of each of the following types of laundry machines are at this store? (please fill in a number for each; if none, fill in "0")

21b. What is the average vend price per turn for each type of machine at this store?

	number of machines	average vend price per turn
TOTAL TOP LOAD WASHERS	_____	\$_____

FRONT LOAD WASHERS

18 lb - 24 lb	_____	\$_____
25 lb - 29 lb	_____	\$_____
30 lb - 35 lb	_____	\$_____
40 lb - 49 lb	_____	\$_____
50 lb - 60 lb	_____	\$_____
75 lb - 80 lb	_____	\$_____
90 lb - 100 lb	_____	\$_____
125 lb - 135 lb	_____	\$_____

DRYERS If any dryers are stacked, please count each pocket in the total number of machines. If any are multi-coin start or card-operated, please convert to minutes for \$0.25 for average vend price.

18 lb	_____	\$0.25/_____ min.	<input type="checkbox"/> free dry always
30 lb	_____	\$0.25/_____ min.	<input type="checkbox"/> free dry always
45 lb	_____	\$0.25/_____ min.	<input type="checkbox"/> free dry always
50 lb	_____	\$0.25/_____ min.	<input type="checkbox"/> free dry always
75 lb	_____	\$0.25/_____ min.	<input type="checkbox"/> free dry always
all other sizes	_____		

22. Does this store offer any full-cycle dryer pricing (i.e., a fixed price to dry one load)?

- yes
- no

23. What price do you charge for full-cycle drying (fixed price to dry one load)?

\$_____

24. For which of these do you expect the vend price to increase in the next 12 months at this store?

- washers ONLY
- dryers ONLY
- both
- neither

25. As part of CLA's initiative for women in vended laundry, we would like to understand the demographics of our industry. To that end, which of the following best describes the owner/ownership of your business?

- partnership/ownership group with at least one female member
- sole proprietorship, male owned
- partnership/ownership group with no female members
- sole proprietorship, female owned

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