

2019

Coin Laundry Association's

Industry Survey

23rd
annual



Presented By:



Introduction

The Coin Laundry Association (CLA) is proud to share the results of the 22nd annual comprehensive industry survey. The purpose of the survey is to provide an updated profile of laundry stores in the United States.

Questions regarding this survey and the results may be directed to CLA at (800) 570-5629.

Method

The survey sample of 850 was selected in a systematic, stratified fashion by the CLA and Readex Research from domestic recipients of *PlanetLaundry's* circulation with job functions classified as store owner/partner and firm's primary business classified as store operation.

Only one recipient of *PlanetLaundry* per store location was included in the list prior to the sample selection to help ensure representation of stores (rather than individuals).

Data was collected via mail survey with an option to complete it online from March 25 to May 29, 2019. The survey was closed for tabulation with 279 responses, including 68 obtained online—an overall response rate of 33%.

The findings highlighted in this report are based on the 253 respondents who indicated their organization currently owns at least one self-service laundry store. The margin of error for percentages based on 253 responses is ± 6.0 percentage points at the 95% confidence level. The margin of error for percentages based on smaller sample sizes will be larger.

Data Interpretation

In addition to percentages, three summary statistics may be presented in this report for numeric variables.

A mean is the arithmetic average of a distribution (i.e., a set of values). Because it is arithmetically calculated, it can be multiplied by the population represented to present a total volume estimate. For example, if 100 survey respondents (representing 10,000 people in the population) reported mean expenditures of \$100 each, total expenditures for that population are estimated as $10,000 \times \$100 = \$1,000,000$. Means are very much influenced by extremely large or extremely small values in the distribution (e.g., one millionaire can substantially raise an estimate of average income).

Means for grouped data are calculated using the midpoint of each range. The lowest-valued group is represented by its largest value; the highest-valued group by its lowest.

The **standard error** measures the variability associated with the survey's estimate of a population mean. The standard error is similar to the margin of error associated with percentages: that is, 95% of the time we expect the true (unknown) population mean to be within plus-or-minus two standard errors of the mean calculated from the sample. A standard error that is large in proportion to the mean indicates a high level of statistical instability; trending and projections against such estimates should be undertaken cautiously.

A **median** is the value that lies at the middle of a distribution: that is, 50% of the values are above it and 50% are below. It represents the "typical" response, and is not influenced by extreme values. For most distributions, the median will be either roughly equal to or significantly smaller than the mean.

Medians for grouped data are calculated by locating the group which contains the 50th percentile, then interpolating between the lower and upper bounds to estimate the precise value.

Only the values listed above the statistics on a data table are used in the calculations.

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.

2019 COIN LAUNDRY INDUSTRY SURVEY

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

Geographic Distribution

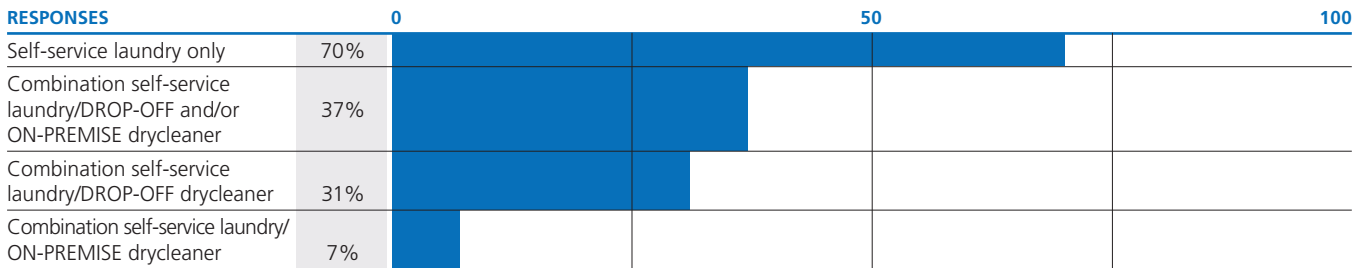
The following material is a geographic breakdown of each question so you can better learn about data in your particular part of the country.

RESPONSES:		NORTHEAST	MIDWEST	SOUTH	WEST
NORTHEAST:					
New England (CT, MA, ME, NH, RI, VT)	8%	27%	0%	0%	0%
Middle Atlantic (NJ, NY, PA)	20%	73%	0%	0%	0%
MIDWEST:					
East North Central (IL, IN, MI, OH, WI)	12%	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)	26%	0%	0%	73%	0%
East South Central (AL, KY, MS, TN)	5%	0%	0%	13%	0%
West South Central (AR, LA, OK, TX)	5%	0%	0%	15%	0%
WEST:					
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	3%	0%	0%	0%	16%
Pacific (AK, CA, HI, OR, WA)	16%	0%	0%	0%	84%

Raw survey data is available upon request.

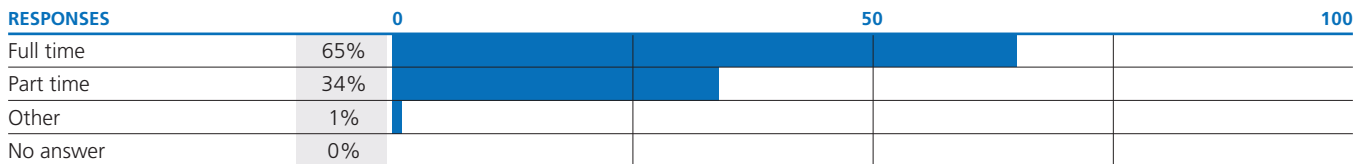
1. How many of each of these types of self-service laundry stores are currently owned by your organization?

ONE OR MORE SUMMARY



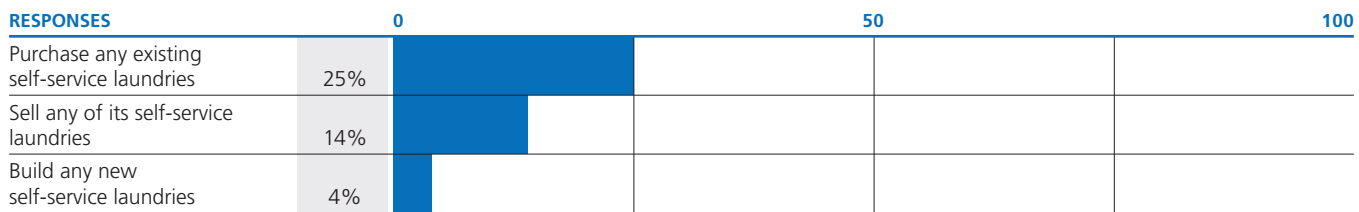
RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Self-service laundry only	70%	60%	62%	78%	77%
Combination self-service laundry/drop-off and/or on-premise drycleaner	37%	49%	47%	28%	28%
Combination self-service laundry/DROP-OFF drycleaner	31%	41%	40%	27%	19%
Combination self-service laundry/ ON-PREMISE drycleaner	7%	9%	8%	2%	9%

2. Do you consider yourself to be in the laundry business full time or part time?



RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Full time	65%	64%	62%	70%	64%
Part time	34%	36%	38%	29%	36%
Other	1%	1%	1%	1%	0%
No answer	0%	0%	0%	0%	0%

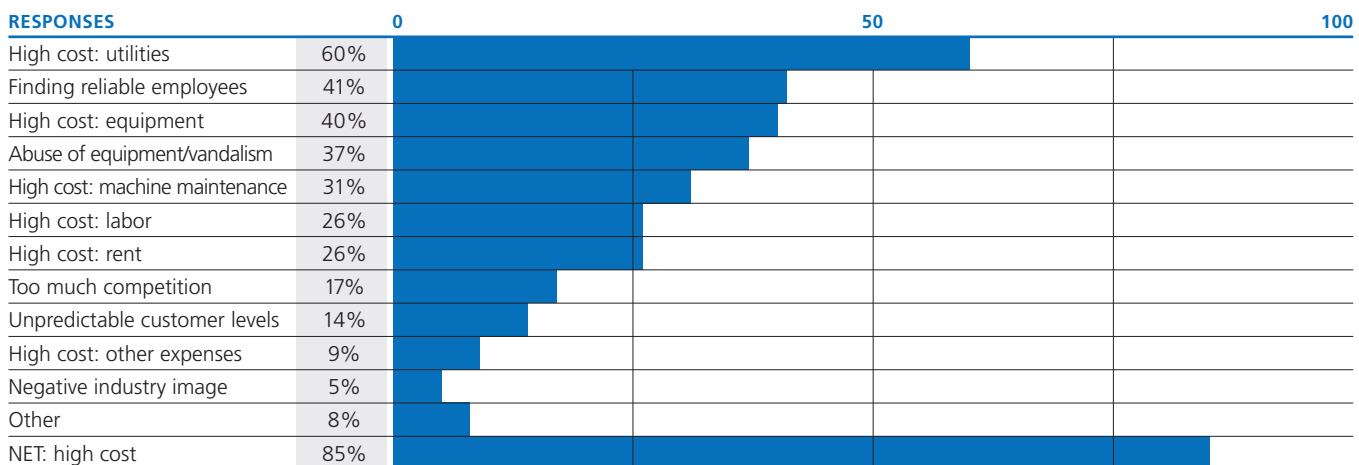
3. Which of the following does your organization plan to do in the next 12 months?



Indicated at least one: 41%
None: 58%
No answer: 1%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Purchase any existing self-service laundries	25%	26%	19%	32%	21%
Sell any of its self-service laundries	14%	5%	20%	9%	25%
Build any new self-service laundries	4%	5%	2%	6%	1%

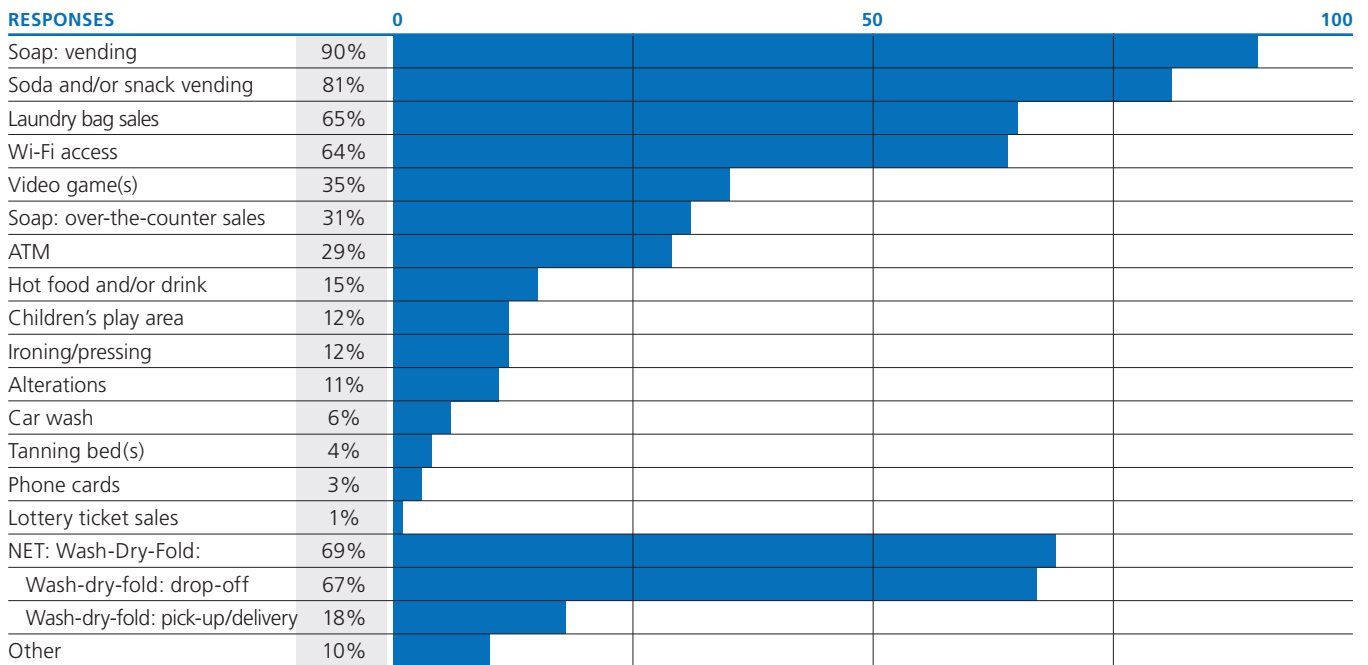
4. What do you feel are the biggest problems you face in the laundry business?



Indicated at least one: 99%
Have no problems: 1%
No answer: 0%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
High cost: utilities	60%	64%	70%	44%	67%
Finding reliable employees	41%	37%	41%	42%	45%
High cost: equipment	40%	24%	57%	43%	42%
Abuse of equipment/vandalism	37%	30%	41%	46%	31%
High cost: machine maintenance	31%	35%	22%	35%	27%
High cost: labor	26%	34%	11%	13%	45%
High cost: rent	26%	24%	15%	19%	46%
Too much competition	17%	30%	8%	13%	14%
Unpredictable customer levels	14%	16%	23%	9%	9%
High cost: other expenses	9%	4%	7%	16%	7%
Negative industry image	5%	4%	7%	5%	5%
Other	8%	9%	11%	5%	10%
NET: high cost	85%	82%	82%	81%	98%

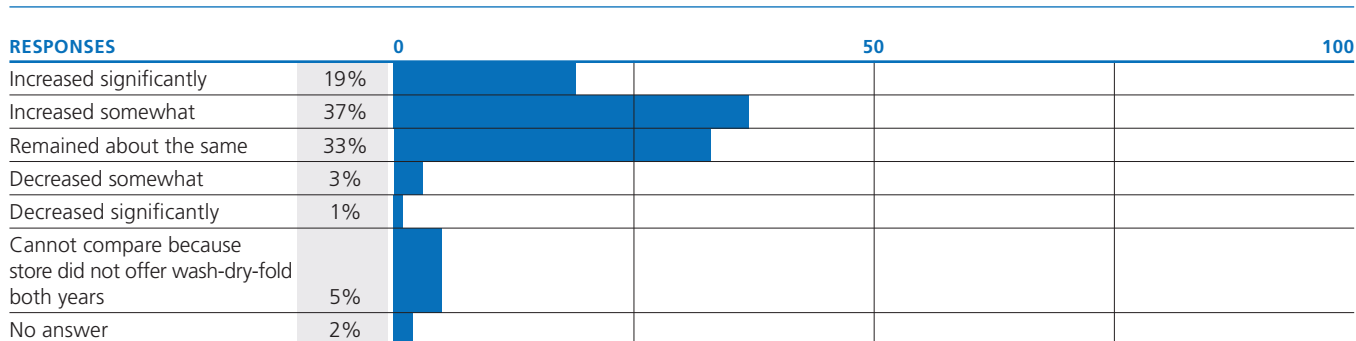
5. What ancillary services are offered in your organization's self-service laundry store (or "typical" store if more than one is owned)?



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

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Soap: vending	90%	99%	98%	83%	82%
Soda and/or snack vending	81%	82%	89%	81%	72%
Laundry bag sales	65%	89%	63%	56%	50%
Wi-Fi access	64%	55%	65%	65%	74%
Video game(s)	35%	20%	46%	41%	37%
Soap: over-the-counter sales	31%	33%	28%	29%	34%
ATM	29%	34%	35%	30%	11%
Hot food and/or drink	15%	24%	17%	6%	16%
Children's play area	12%	6%	20%	17%	3%
Ironing/pressing	12%	7%	8%	18%	8%
Alterations	11%	12%	11%	11%	11%
Car wash	6%	2%	9%	11%	0%
Tanning bed(s)	4%	2%	10%	4%	1%
Phone cards	3%	2%	8%	4%	0%
Lottery ticket sales	1%	0%	1%	2%	2%
NET: Wash-Dry-Fold:	69%	75%	65%	68%	63%
Wash-dry-fold: drop-off	67%	75%	58%	68%	63%
Wash-dry-fold: pick-up/delivery	18%	21%	28%	11%	21%
Other	10%	7%	14%	12%	9%

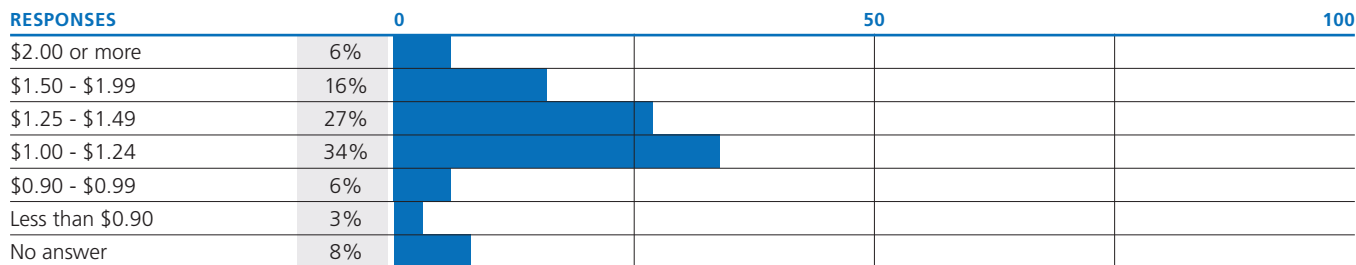
6a. If wash-dry-fold services are offered, how did customer levels change for wash-dry-fold services, overall, from 2017 to 2018?



RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Increased significantly	19%	21%	2%	20%	30%
Increased somewhat	37%	32%	31%	42%	40%
Remained about the same	33%	41%	48%	29%	15%
Decreased somewhat	3%	6%	5%	1%	1%
Decreased significantly	1%	0%	0%	0%	5%
Cannot compare because store did not offer wash-dry-fold both years	5%	0%	2%	8%	8%
No answer	2%	0%	11%	1%	0%

6b. If wash-dry-fold services are offered, what is the base charge per pound for each type?

DROP-OFF: PER POUND CHARGE



	2019	2018
Mean:	\$1.27	\$1.21
Standard error:	\$0.02	\$0.01
Median:	\$1.25	\$1.15

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$2.00 or more	6%	6%	14%	1%	9%
\$1.50 - \$1.99	16%	3%	11%	17%	41%
\$1.25 - \$1.49	27%	14%	27%	42%	20%
\$1.00 - \$1.24	34%	37%	47%	31%	24%
\$0.90 - \$0.99	6%	10%	1%	5%	6%
Less than \$0.90	3%	9%	0%	1%	0%
No answer	8%	21%	1%	3%	1%

6b. 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)

RESPONSES		0	50	100
\$2.00 or more	8%	<div><div></div></div>		
\$1.50 - \$1.99	27%	<div><div></div></div>		
\$1.25 - \$1.49	16%	<div><div></div></div>		
\$1.00 - \$1.24	19%	<div><div></div></div>		
\$0.90 - \$0.99	0%			
Less than \$0.90	0%			
No answer	30%	<div><div></div></div>		

	2019	2018
Mean:	\$1.48	\$1.51
Standard error:	\$0.04	\$0.04
Median:	\$1.40	\$1.50

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$2.00 or more	8%	24%	0%	0%	0%
\$1.50 - \$1.99	27%	18%	0%	37%	61%
\$1.25 - \$1.49	16%	45%	4%	5%	2%
\$1.00 - \$1.24	19%	13%	56%	3%	0%
\$0.90 - \$0.99	0%	0%	0%	0%	0%
Less than \$0.90	0%	0%	0%	2%	0%
No answer	30%	0%	40%	53%	37%

PICK-UP/DELIVERY SERVICE CHARGE (Flat Rate)

RESPONSES		0	50	100
\$15.00 or more	8%	<div><div></div></div>		
\$10.00 - \$14.99	7%	<div><div></div></div>		
\$7.00 - \$9.99	0%			
\$5.00 - \$6.99	5%	<div><div></div></div>		
Less than \$5.00	1%	<div><div></div></div>		
No charge	11%	<div><div></div></div>		
No answer	69%	<div><div></div></div>		

	2018	2018
Mean:	\$7.35	\$4.63
Standard error:	\$0.77	\$0.60
Median:	\$6.00	\$5.00

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$15.00 or more	8%	11%	0%	0%	20%
\$10.00 - \$14.99	7%	0%	27%	0%	0%
\$7.00 - \$9.99	0%	0%	0%	0%	0%
\$5.00 - \$6.99	5%	1%	15%	3%	0%
Less than \$5.00	1%	0%	0%	3%	0%
No charge	11%	22%	0%	6%	14%
No answer	69%	66%	59%	87%	67%

7. 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 hair salons, chiropractic offices, etc.)

RESPONSES		0	50	100
Yes	34%	<div><div></div></div>		
No	63%	<div><div></div></div>		
No answer	3%	<div><div></div></div>		

	2019	2018	2017
Yes:	34%	26%	35%
No:	63%	67%	58%
No answer:	3%	7%	7%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Yes	34%	29%	32%	41%	32%
No	63%	70%	57%	59%	63%
No answer	3%	0%	12%	0%	4%

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

RESPONSES		0	50	100
5,000 sq. ft. or more	5%	<div><div></div></div>		
4,000 - 4,999 sq. ft.	15%	<div><div></div></div>		
3,000 - 3,999 sq. ft.	13%	<div><div></div></div>		
2,500 - 2,999 sq. ft.	8%	<div><div></div></div>		
2,000 - 2,499 sq. ft.	23%	<div><div></div></div>		
1,500 - 1,999 sq. ft.	16%	<div><div></div></div>		
1,000 - 1,499 sq. ft.	13%	<div><div></div></div>		
Less than 1,000 sq. ft.	3%	<div><div></div></div>		
No answer	4%	<div><div></div></div>		

	2019	2018	2017
Mean:	2720	2710	2450
Standard error:	55.5	48.3	46.2
Median:	2360	2320	2280

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
5,000 sq. ft. or more	5%	10%	2%	5%	3%
4,000 - 4,999 sq. ft.	15%	16%	10%	18%	13%
3,000 - 3,999 sq. ft.	13%	5%	24%	13%	18%
2,500 - 2,999 sq. ft.	8%	7%	14%	6%	8%
2,000 - 2,499 sq. ft.	23%	25%	21%	25%	15%
1,500 - 1,999 sq. ft.	16%	13%	6%	21%	22%
1,000 - 1,499 sq. ft.	13%	21%	8%	9%	14%
Less than 1,000 sq. ft.	3%	3%	5%	2%	0%
No answer	4%	0%	11%	1%	7%

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

RESPONSES		0	50	100
Owned	47%	<div><div></div></div>		
Rented	51%	<div><div></div></div>		
No answer	2%	<div><div></div></div>		

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Owned	47%	57%	70%	45%	16%
Rented	51%	40%	29%	51%	84%
No answer	2%	3%	0%	3%	0%

9a. 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

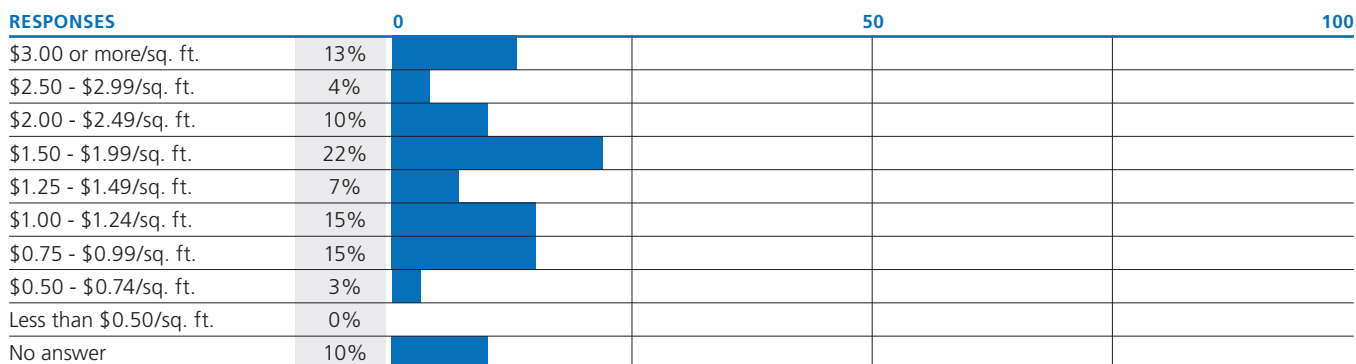
RESPONSES		0	50	100
\$9,000 or more	6%	<div><div></div></div>		
\$8,000 - \$8,999	1%	<div><div></div></div>		
\$7,000 - \$7,999	8%	<div><div></div></div>		
\$6,000 - \$6,999	8%	<div><div></div></div>		
\$5,000 - \$5,999	7%	<div><div></div></div>		
\$4,000 - \$4,999	12%	<div><div></div></div>		
\$3,000 - \$3,999	23%	<div><div></div></div>		
\$2,500 - \$2,999	4%	<div><div></div></div>		
\$2,000 - \$2,499	16%	<div><div></div></div>		
\$1,500 - \$1,999	3%	<div><div></div></div>		
\$1,000 - \$1,499	3%	<div><div></div></div>		
Less than \$1,000	0%	<div><div></div></div>		
No answer	8%	<div><div></div></div>		

	2019	2018	2017
Mean:	\$4440	\$3430	\$3810
Standard error:	\$186	\$131	\$142
Median:	\$3600	\$3000	\$3370

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$9,000 or more	6%	8%	0%	0%	15%
\$8,000 - \$8,999	1%	1%	0%	1%	2%
\$7,000 - \$7,999	8%	6%	0%	14%	5%
\$6,000 - \$6,999	8%	2%	0%	2%	21%
\$5,000 - \$5,999	7%	11%	1%	1%	11%
\$4,000 - \$4,999	12%	3%	13%	24%	4%
\$3,000 - \$3,999	23%	20%	25%	28%	20%
\$2,500 - \$2,999	4%	6%	13%	4%	1%
\$2,000 - \$2,499	16%	11%	15%	18%	16%
\$1,500 - \$1,999	3%	6%	0%	6%	0%
\$1,000 - \$1,499	3%	0%	19%	2%	0%
Less than \$1,000	0%	0%	0%	0%	0%
No answer	8%	25%	13%	0%	5%

9a. 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? (continued)

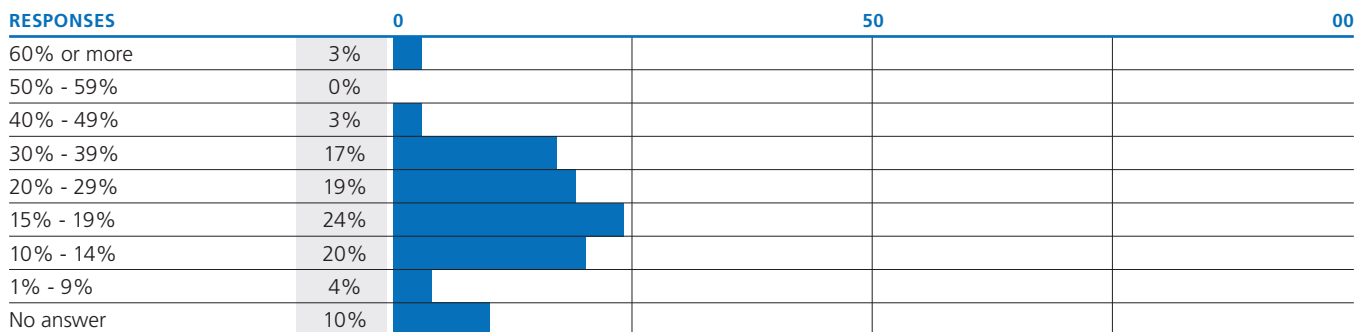
CALCULATED MONTHLY RENT PER SQUARE FOOT



	2019	2018	2017
Mean:	\$1.81	\$1.57	\$1.70
Standard error:	\$0.10	\$0.06	\$0.05
Median:	\$1.56	\$1.16	\$1.60

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$3.00 or more/sq. ft.	13%	17%	0%	0%	30%
\$2.50 - \$2.99/sq. ft.	4%	9%	0%	1%	6%
\$2.00 - \$2.49/sq. ft.	10%	7%	1%	15%	10%
\$1.50 - \$1.99/sq. ft.	22%	4%	13%	41%	16%
\$1.25 - \$1.49/sq. ft.	7%	4%	7%	6%	12%
\$1.00 - \$1.24/sq. ft.	15%	13%	18%	19%	11%
\$0.75 - \$0.99/sq. ft.	15%	23%	13%	15%	10%
\$0.50 - \$0.74/sq. ft.	3%	0%	19%	2%	0%
Less than \$0.50/sq. ft.	0%	0%	3%	0%	0%
No answer	10%	25%	26%	0%	5%

CALCULATED MONTHLY RENT AS A PERCENTAGE OF GROSS REVENUE

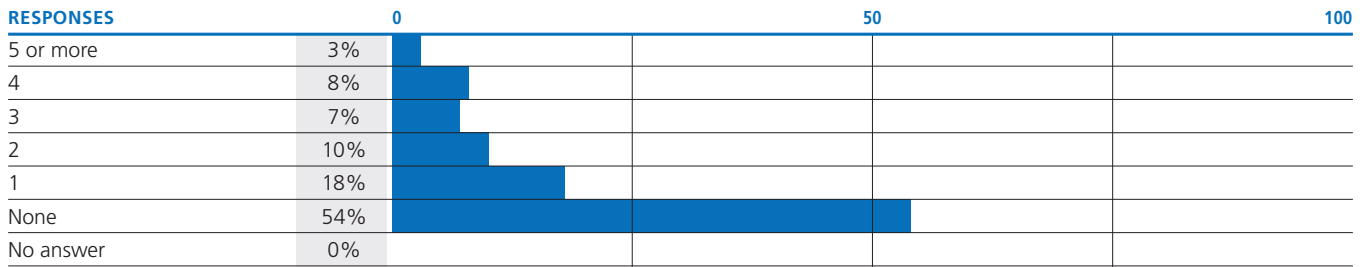


Mean:	29%
Standard error:	5%
Median:	19%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
60% or more	3%	4%	4%	1%	4%
50% - 59%	0%	0%	0%	0%	0%
40% - 49%	3%	0%	0%	0%	9%
30% - 39%	17%	13%	23%	17%	18%
20% - 29%	19%	15%	28%	24%	14%
15% - 19%	24%	15%	11%	27%	31%
10% - 14%	20%	24%	1%	26%	16%
1% - 9%	4%	1%	19%	4%	0%
No answer	10%	27%	13%	1%	8%

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

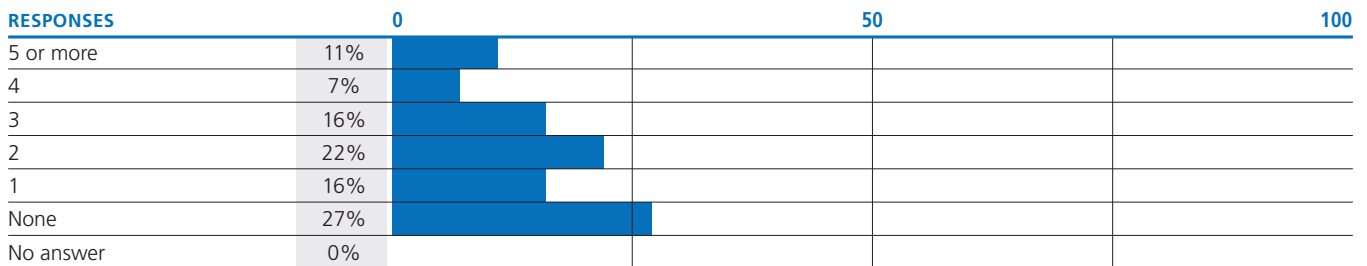
FULL TIME



Mean: 1.1
Standard error: 0.08
Median: 0

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
5 or more	3%	5%	1%	1%	7%
4	8%	14%	11%	4%	5%
3	7%	3%	1%	8%	13%
2	10%	11%	9%	13%	2%
1	18%	7%	17%	28%	17%
None	54%	60%	60%	45%	57%
No answer	0%	0%	1%	1%	0%

PART TIME



Mean: 2.2
Standard error: 0.12
Median: 2

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
5 or more	11%	11%	11%	11%	11%
4	7%	3%	10%	12%	1%
3	16%	18%	11%	15%	21%
2	22%	31%	27%	17%	14%
1	16%	15%	14%	19%	17%
None	27%	22%	26%	25%	37%
No answer	0%	0%	1%	1%	0%

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

TOTAL

RESPONSES		0	50	100
10 or more	3%	<div><div></div></div>		
5 – 9	20%	<div><div></div></div>		
4	13%	<div><div></div></div>		
3	22%	<div><div></div></div>		
2	19%	<div><div></div></div>		
1	8%	<div><div></div></div>		
None	15%	<div><div></div></div>		
No answer	0%			

Mean:	3.3
Standard error:	0.15
Median:	3

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
10 or more	3%	5%	7%	0%	0%
5 – 9	20%	21%	15%	18%	27%
4	13%	8%	14%	21%	3%
3	22%	25%	9%	23%	28%
2	19%	25%	31%	15%	7%
1	8%	2%	13%	6%	15%
None	15%	14%	9%	15%	20%
No answer	0%	0%	1%	1%	0%

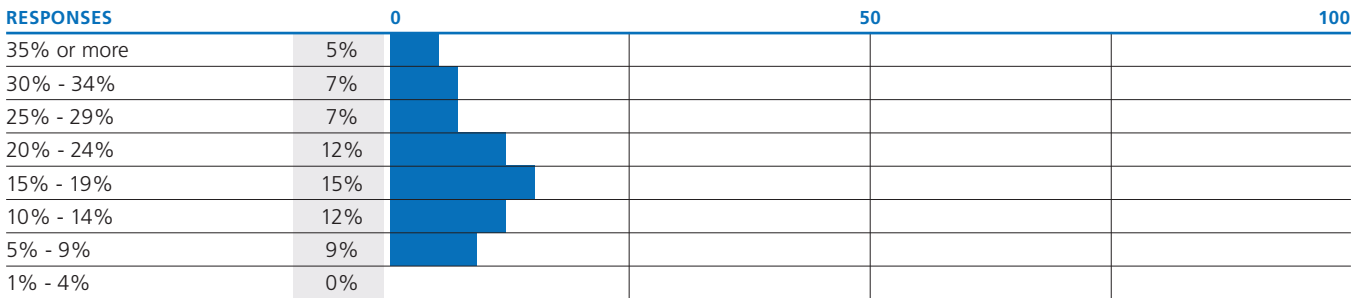
TOTAL based upon stores with at least one employee other than the owner

RESPONSES		0	50	100
10 or more	3%	<div><div></div></div>		
5 - 9	23%	<div><div></div></div>		
4	15%	<div><div></div></div>		
3	26%	<div><div></div></div>		
2	23%	<div><div></div></div>		
1	9%	<div><div></div></div>		
None	0%			
No answer	0%			

Mean:	3.9
Standard error:	0.15
Median:	3

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
10 or more	3%	6%	8%	0%	0%
5 - 9	23%	24%	16%	21%	34%
4	15%	10%	16%	25%	3%
3	26%	29%	10%	28%	35%
2	23%	29%	34%	18%	9%
1	9%	2%	15%	7%	18%
None	0%	0%	0%	0%	0%
No answer	0%	0%	0%	0%	0%

11. About what percentage of this store's 2018 gross revenue was spent on payroll, not including the owner's compensation?



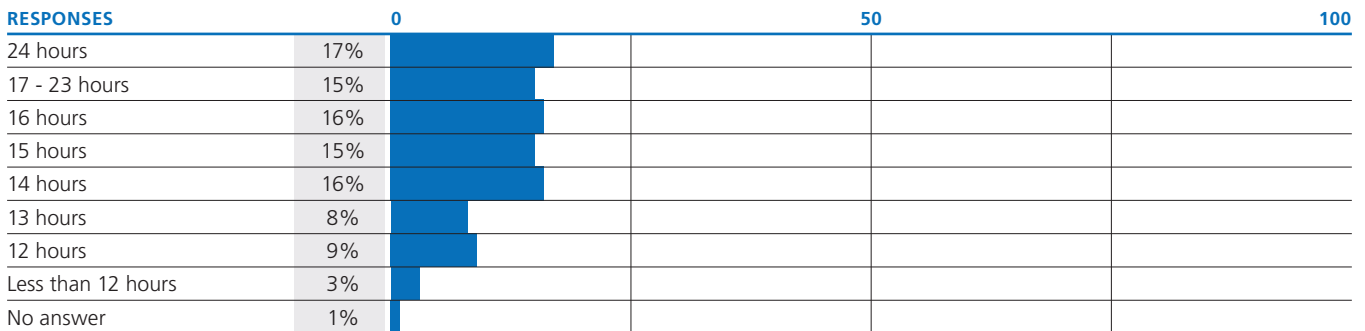
None	15%
No Answer	18%

Mean:	16%
Standard error:	1%
Median:	15%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
35% or more	5%	10%	9%	2%	0%
30% - 34%	7%	10%	5%	8%	1%
25% - 29%	7%	4%	13%	5%	7%
20% - 24%	12%	8%	11%	11%	20%
15% - 19%	15%	10%	14%	25%	5%
10% - 14%	12%	8%	5%	16%	18%
5% - 9%	9%	7%	16%	10%	4%
1% - 4%	0%	0%	0%	1%	0%

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.

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



Mean:	16.2
Standard error:	0.19
Median:	15

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
24 hours	17%	6%	22%	29%	4%
17 - 23 hours	15%	20%	6%	16%	14%
16 hours	16%	18%	12%	7%	32%
15 hours	15%	26%	8%	8%	20%
14 hours	16%	9%	28%	15%	16%
13 hours	8%	2%	17%	9%	7%
12 hours	9%	16%	0%	11%	4%
Less than 12 hours	3%	0%	7%	4%	3%
No answer	1%	2%	0%	1%	0%

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

RESPONSES		0	50	100
All	49%	<div><div></div></div>	<div><div></div></div>	
Some	37%	<div><div></div></div>	<div><div></div></div>	
None	13%	<div><div></div></div>		
No answer	0%			

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
All	49%	59%	42%	46%	46%
Some	37%	26%	42%	42%	42%
None	13%	15%	16%	12%	12%
No answer	0%	0%	0%	1%	0%

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

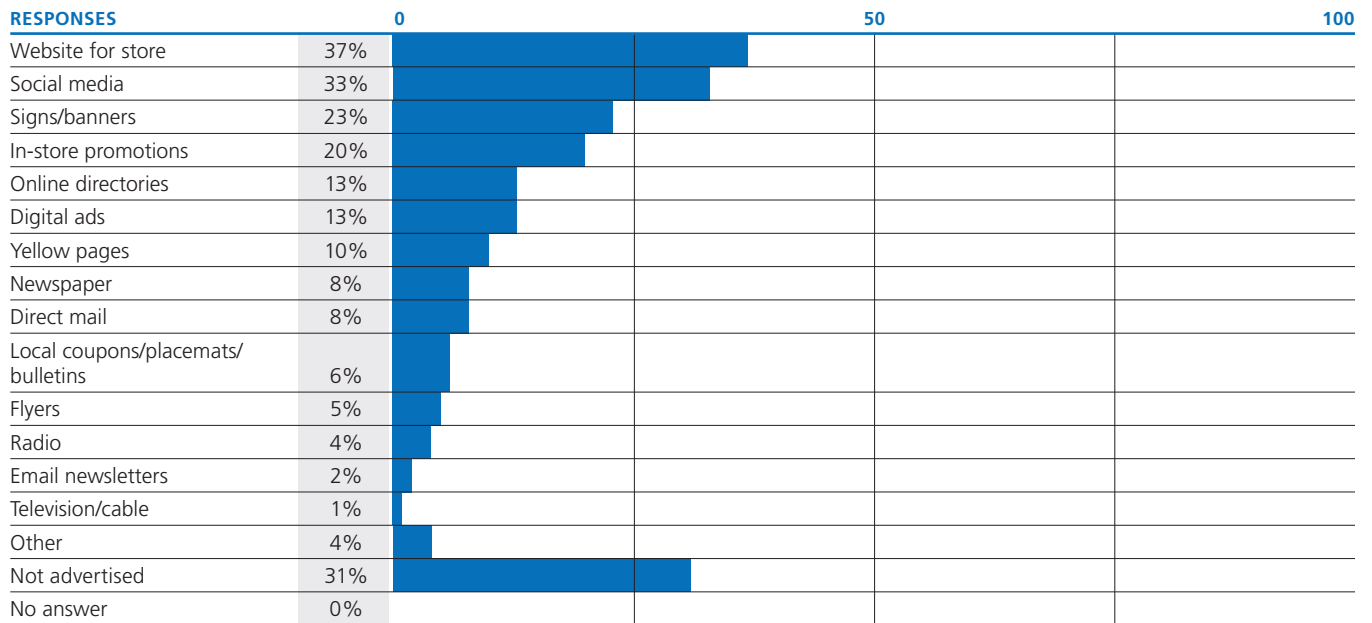
RESPONSES		0	50	100
\$15.00 or more	3%	<div><div></div></div>		
\$12.00 - \$14.99	20%	<div><div></div></div>		
\$11.00 - \$11.99	16%	<div><div></div></div>		
\$10.50 - \$10.99	5%	<div><div></div></div>		
\$10.00 - \$10.49	10%	<div><div></div></div>		
\$9.50 - \$9.99	8%	<div><div></div></div>		
\$9.00 - \$9.49	10%	<div><div></div></div>		
\$8.50 - \$8.99	3%	<div><div></div></div>		
\$8.00 - \$8.49	3%	<div><div></div></div>		
\$7.50 - \$7.99	3%	<div><div></div></div>		
Less than \$7.50	0%			
All are management	8%	<div><div></div></div>		
No answer*	11%	<div><div></div></div>		

	2019	2018	2017
Mean:	\$11.11	\$10.30	\$9.10
Standard error:	\$0.10	\$0.10	\$0.06
Median:	\$10.82	\$10.10	\$9.05

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$15.00 or more	3%	2%	4%	0%	10%
\$12.00 - \$14.99	20%	31%	2%	8%	41%
\$11.00 - \$11.99	16%	12%	15%	19%	16%
\$10.50 - \$10.99	5%	7%	11%	4%	0%
\$10.00 - \$10.49	10%	8%	11%	16%	1%
\$9.50 - \$9.99	8%	0%	21%	13%	0%
\$9.00 - \$9.49	10%	8%	18%	15%	0%
\$8.50 - \$8.99	3%	0%	1%	6%	0%
\$8.00 - \$8.49	3%	0%	0%	7%	0%
\$7.50 - \$7.99	3%	8%	0%	3%	0%
Less than \$7.50	0%	0%	0%	0%	0%
All are management	8%	3%	15%	6%	13%
No answer*	11%	21%	1%	3%	19%

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

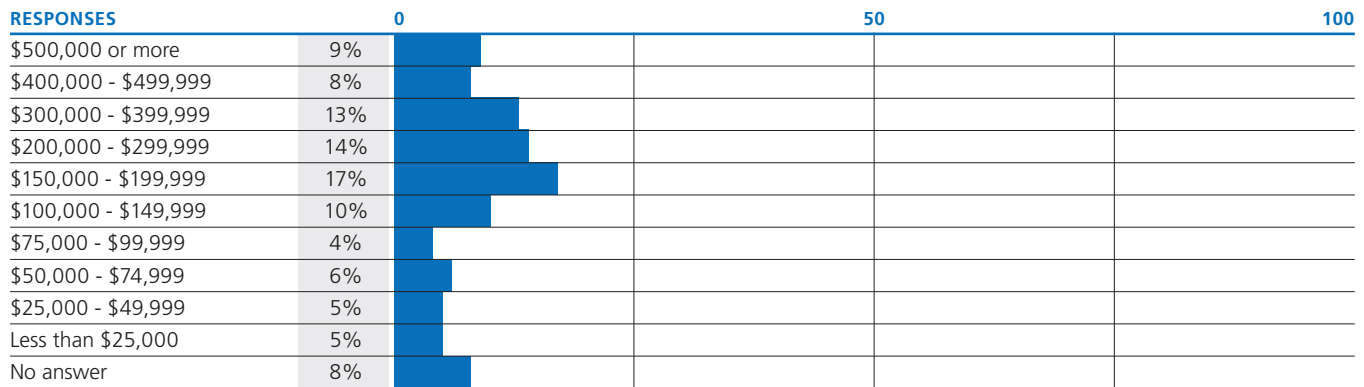
15. How has this store been advertised in the last 12 months?



Indicated at least one: 69%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Website for store	37%	26%	39%	46%	33%
Social media	33%	28%	51%	33%	25%
Signs/banners	23%	29%	22%	20%	18%
In-store promotions	20%	27%	26%	13%	20%
Online directories	13%	9%	16%	19%	6%
Digital ads	13%	10%	13%	17%	8%
Yellow pages	10%	13%	11%	9%	10%
Newspaper	8%	13%	4%	4%	10%
Direct mail	8%	14%	6%	3%	6%
Local coupons/placemats/bulletins	6%	1%	7%	7%	8%
Flyers	5%	3%	12%	5%	4%
Radio	4%	0%	2%	10%	0%
Email newsletters	2%	6%	0%	1%	0%
Television/cable	1%	0%	1%	2%	0%
Other	4%	4%	6%	0%	8%
Not advertised	31%	34%	32%	25%	37%
No answer	0%	0%	0%	0%	0%

16. Approximately what was the total gross revenue (before taxes) of this store in 2018, including any revenue generated from drycleaning or other ancillary services?

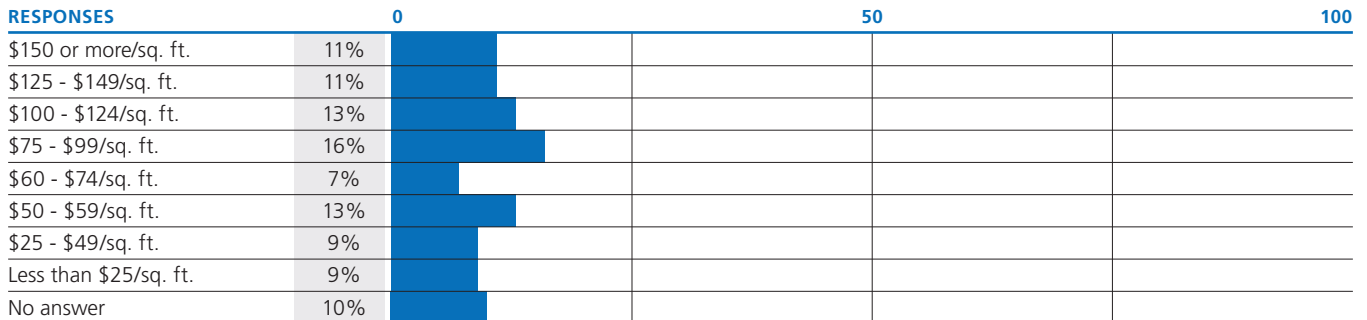


	2019	2018	2017
Mean:	\$235,000	\$195,000	\$184,000
Standard error:	\$7,270	\$6,330	\$6,340
Median:	\$196,000	\$143,000	\$155,000

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$500,000 or more	9%	12%	0%	9%	12%
\$400,000 - \$499,999	8%	1%	5%	8%	24%
\$300,000 - \$399,999	13%	14%	7%	15%	12%
\$200,000 - \$299,999	14%	3%	18%	22%	13%
\$150,000 - \$199,999	17%	22%	15%	20%	4%
\$100,000 - \$149,999	10%	10%	15%	7%	14%
\$75,000 - \$99,999	4%	1%	10%	2%	7%
\$50,000 - \$74,999	6%	3%	5%	10%	7%
\$25,000 - \$49,999	5%	14%	5%	0%	0%
Less than \$25,000	5%	1%	20%	4%	1%
No answer	8%	19%	0%	3%	7%

16a. Approximately what was the total gross revenue (before taxes) of this store in 2018, including any revenue generated from drycleaning or other ancillary services?

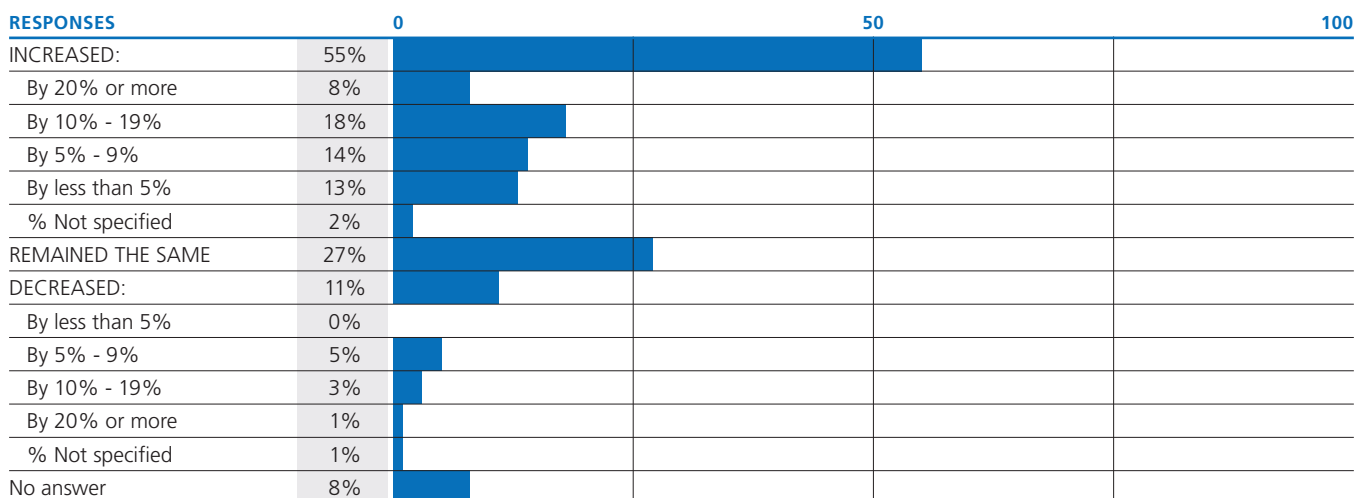
CALCULATED GROSS REVENUE PER SQUARE FOOT



	2019	2018
Mean:	\$93.00	\$75.50
Standard error:	\$3.85	\$3.18
Median:	\$78.00	\$55.60

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
\$150 or more/sq. ft.	11%	7%	1%	14%	19%
\$125 - \$149/sq. ft.	11%	12%	1%	17%	8%
\$100 - \$124/sq. ft.	13%	9%	15%	9%	27%
\$75 - \$99/sq. ft.	16%	19%	13%	19%	6%
\$60 - \$74/sq. ft.	7%	7%	4%	5%	14%
\$50 - \$59/sq. ft.	13%	7%	32%	15%	3%
\$25 - \$49/sq. ft.	9%	8%	4%	12%	7%
Less than \$25/sq. ft.	9%	11%	18%	4%	4%
No answer	10%	19%	11%	3%	11%

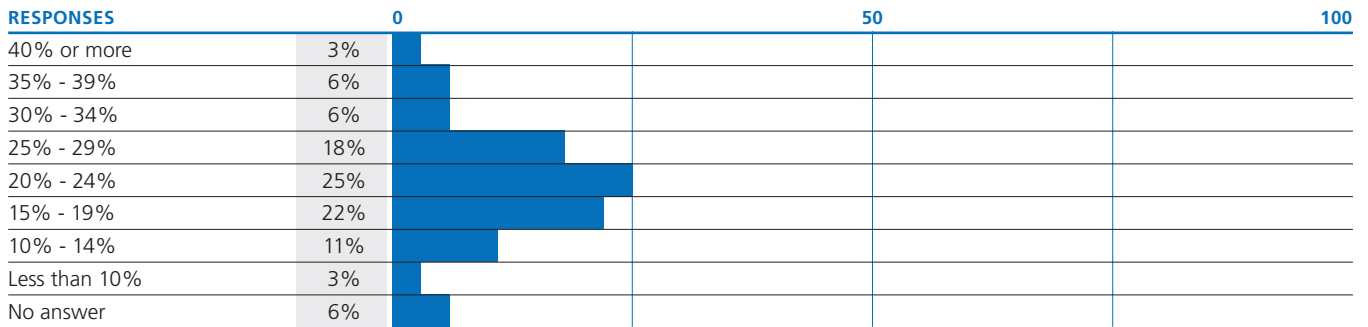
17. Compared to 2017, by approximately what percentage did this store's 2018 gross revenue change, including any revenue generated from drycleaning or other ancillary services?



Mean (% change):	5%
Standard error:	1%
Median:	3%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
INCREASED:	55%	45%	62%	55%	64%
By 20% or more	8%	9%	4%	9%	7%
By 10% - 19%	18%	24%	24%	12%	18%
By 5% - 9%	14%	7%	28%	12%	16%
By less than 5%	13%	2%	6%	19%	22%
% Not specified	2%	2%	0%	3%	0%
REMAINED THE SAME	27%	32%	25%	31%	14%
DECREASED:	11%	12%	10%	9%	11%
By less than 5%	0%	0%	1%	0%	0%
By 5% - 9%	5%	7%	9%	2%	7%
By 10% - 19%	3%	2%	0%	4%	3%
By 20% or more	1%	3%	0%	2%	0%
% Not specified	1%	0%	0%	2%	0%
No answer	8%	11%	4%	5%	11%

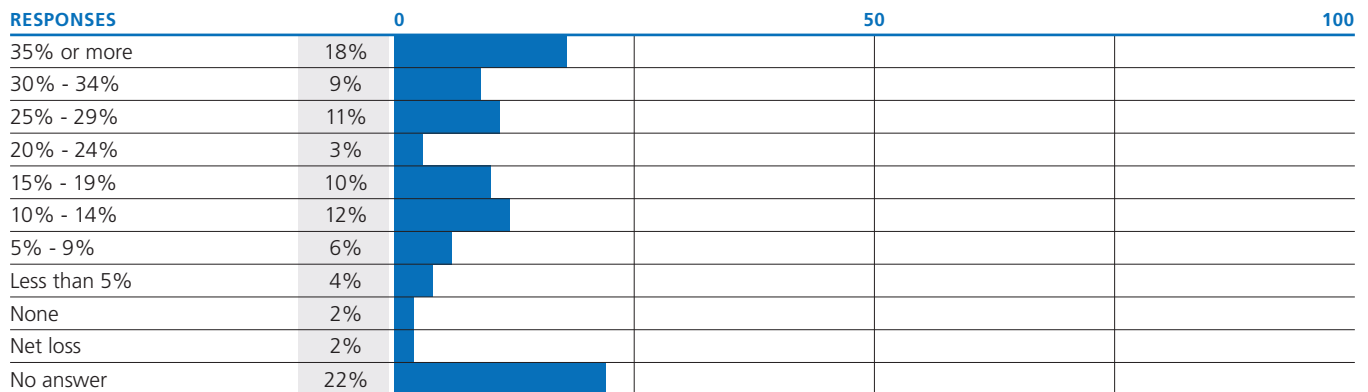
18. About what percentage of this store's 2018 gross revenue was spent on utilities?



	2019	2018	2017
Mean:	23%	22%	23%
Standard error:	0%	0%	0%
Median:	22%	21%	22%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
40% or more	3%	2%	5%	3%	3%
35% - 39%	6%	16%	5%	1%	4%
30% - 34%	6%	2%	8%	4%	11%
25% - 29%	18%	14%	21%	23%	14%
20% - 24%	25%	27%	18%	25%	27%
15% - 19%	22%	15%	28%	26%	19%
10% - 14%	11%	7%	10%	12%	14%
Less than 10%	3%	2%	4%	4%	0%
No answer	6%	14%	0%	3%	7%

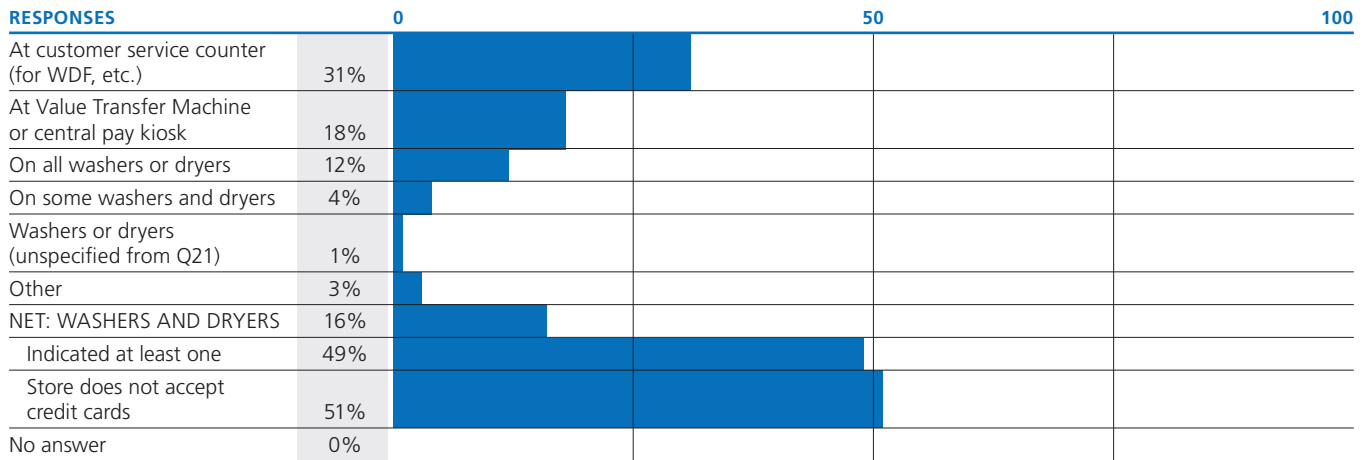
19. About what percentage of this store's 2018 gross revenue was considered operating net profit (before taxes, debt service, and owner compensation)?



	2019	2018	2017
Mean:	22%	20%	19%
Standard error:	1%	0%	1%
Median:	27%	22%	22%

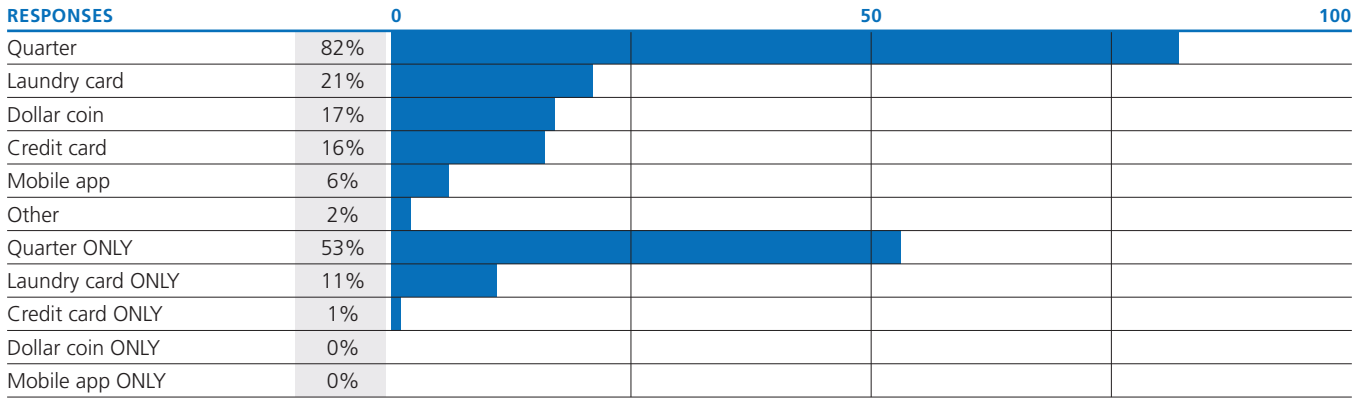
RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
35% or more	18%	12%	5%	23%	31%
30% - 34%	9%	2%	8%	16%	9%
25% - 29%	11%	6%	21%	8%	17%
20% - 24%	3%	3%	7%	2%	2%
15% - 19%	10%	6%	18%	7%	12%
10% - 14%	12%	15%	11%	11%	10%
5% - 9%	6%	12%	9%	4%	0%
Less than 5%	4%	5%	9%	1%	5%
None	2%	2%	5%	2%	0%
Net loss	2%	0%	5%	2%	0%
No answer	22%	38%	2%	24%	14%

20. In what ways does this store accept credit cards?



RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
At customer service counter (for WDF, etc.)	31%	32%	25%	39%	19%
At Value Transfer Machine or central pay kiosk	18%	13%	5%	21%	29%
On all washers or dryers	12%	13%	16%	11%	9%
On some washers and dryers	4%	1%	6%	4%	4%
Washers or dryers (unspecified from Q21)	1%	0%	0%	0%	3%
Other	3%	0%	2%	7%	1%
NET: WASHERS AND DRYERS	16%	14%	21%	15%	16%
Indicated at least one	49%	40%	44%	61%	44%
Store does not accept credit cards	51%	59%	56%	39%	56%
No answer	0%	0%	0%	0%	0%

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

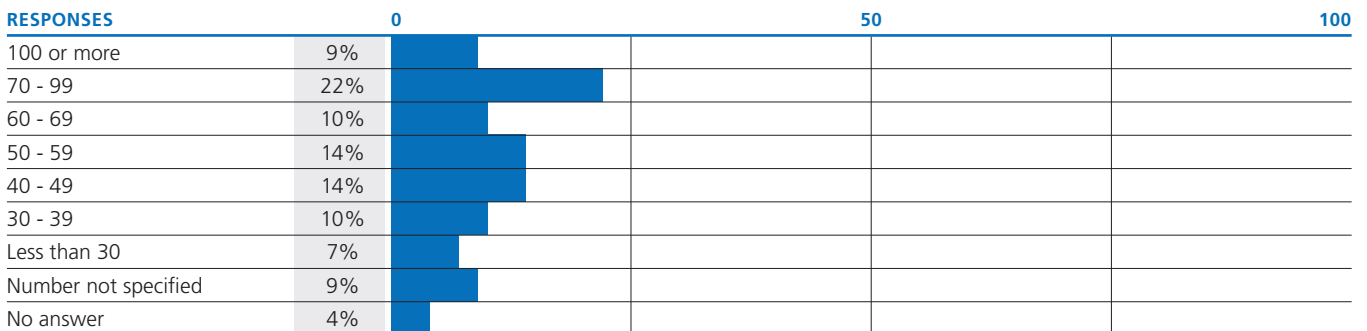


Indicated at least one: 99%
No answer: 1%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Quarter	82%	73%	86%	91%	74%
Laundry card	21%	28%	17%	10%	33%
Dollar coin	17%	6%	16%	32%	5%
Credit card	16%	14%	21%	15%	16%
Mobile app	6%	8%	5%	3%	8%
Other	2%	0%	6%	2%	1%
Quarter ONLY	53%	63%	54%	44%	56%
Laundry card ONLY	11%	13%	5%	6%	23%
Credit card ONLY	1%	0%	7%	0%	0%
Dollar coin ONLY	0%	0%	1%	0%	0%
Mobile app ONLY	0%	0%	0%	0%	0%

22a. How many of each of the following types of laundry machines are at this store?

TOTAL MACHINES



Mean: 62.4
Standard error: 1.39
Median: 58

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
100 or more	9%	16%	2%	6%	14%
70 - 99	22%	20%	22%	24%	19%
60 - 69	10%	2%	11%	18%	6%
50 - 59	14%	8%	28%	12%	15%
40 - 49	14%	20%	9%	14%	12%
30 - 39	10%	10%	6%	17%	1%
Less than 30	7%	5%	22%	0%	7%
Number not specified	9%	9%	1%	8%	18%
No answer	4%	9%	0%	1%	7%

22a. How many of each of the following types of laundry machines are at this store?

MEAN SUMMARY

RESPONSES		0	50	100
Total washers	33	<div><div></div></div>		
Total top load washers	4.3	<div><div></div></div>		
Total front load washers	28.8	<div><div></div></div>		
Front load washers: 18 lb - 24 lb	11.8	<div><div></div></div>		
Front load washers: 25 lb - 29 lb	1.9	<div><div></div></div>		
Front load washers: 30 lb - 35 lb	4.7	<div><div></div></div>		
Front load washers: 40 lb - 49 lb	4.6	<div><div></div></div>		
Front load washers: 50 lb - 60 lb	3.9	<div><div></div></div>		
Front load washers: 75 lb - 80 lb	1.3	<div><div></div></div>		
Front load washers: 90 lb - 100 lb	0.3	<div><div></div></div>		
Front load washers: 125 lb - 135 lb	0	<div><div></div></div>		
Total dryers	29.1	<div><div></div></div>		
Dryers: 18 lb	3.7	<div><div></div></div>		
Dryers: 30 lb	18.9	<div><div></div></div>		
Dryers: 45 lb	3.5	<div><div></div></div>		
Dryers: 50 lb	1.6	<div><div></div></div>		
Dryers: 75 lb	0.9	<div><div></div></div>		
Dryers: All other sizes	0.1	<div><div></div></div>		

Responses		NORTHEAST	MIDWEST	SOUTH	WEST
Total washers	33	33.1	29.1	32.9	37.1
Total top load washers	4.3	3.5	5.2	3.4	6.5
Total front load washers	28.8	30.2	23.9	29.4	30.4
Front load washers: 18 lb - 24 lb	11.8	11.9	12.4	11.2	12.4
Front load washers: 25 lb - 29 lb	1.9	2	1.9	1.1	3.3
Front load washers: 30 lb - 35 lb	4.7	3.7	3.1	5.8	5.7
Front load washers: 40 lb - 49 lb	4.6	5.7	3.5	4.8	3.8
Front load washers: 50 lb - 60 lb	3.9	5.1	2.4	3.9	3.8
Front load washers: 75 lb - 80 lb	1.3	0.8	0.5	2	1.2
Front load washers: 90 lb - 100 lb	0.3	0.3	0.1	0.4	0
Front load washers: 125 lb - 135 lb	0	0	0	0	0
Total dryers	29.1	33.5	21.5	28.9	31.5
Dryers: 18 lb	3.7	7.2	1	4.1	0.5
Dryers: 30 lb	18.9	20.2	16.9	15.9	26.8
Dryers: 45 lb	3.5	3	2.1	5.7	1.4
Dryers: 50 lb	1.6	1	1	2.3	1.8
Dryers: 75 lb	0.9	1.4	0.5	1.1	0.4
Dryers: All other sizes	0.1	0	0	0.2	0

Base: Those Answering (fill-in answers)

22a. How many of each of the following types of laundry machines are at this store?

TOTAL WASHERS

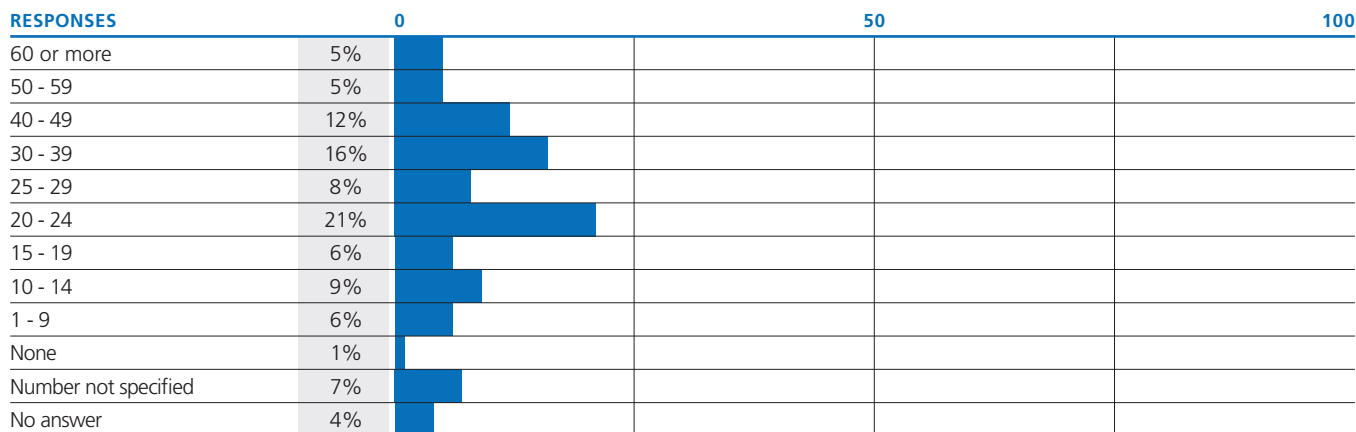
RESPONSES		0	50	100
60 or more	5%	<div><div></div></div>		
50 - 59	5%	<div><div></div></div>		
40 - 49	15%	<div><div></div></div>		
30 - 39	25%	<div><div></div></div>		
25 - 29	13%	<div><div></div></div>		
20 - 24	21%	<div><div></div></div>		
15 - 19	3%	<div><div></div></div>		
10 - 14	3%	<div><div></div></div>		
1 - 9	3%	<div><div></div></div>		
None	0%	<div><div></div></div>		
Number not specified	3%	<div><div></div></div>		
No answer	4%	<div><div></div></div>		

Mean:	33
Standard error:	0.69
Median:	31

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
60 or more	5%	9%	0%	3%	6%
50 - 59	5%	5%	2%	3%	11%
40 - 49	15%	13%	24%	14%	14%
30 - 39	25%	12%	20%	35%	30%
25 - 29	13%	10%	20%	10%	15%
20 - 24	21%	24%	14%	28%	8%
15 - 19	3%	4%	4%	3%	1%
10 - 14	3%	2%	4%	2%	3%
1 - 9	3%	5%	11%	0%	0%
None	0%	0%	0%	0%	0%
Number not specified	3%	7%	0%	2%	3%
No answer	4%	9%	0%	1%	7%

22a. How many of each of the following types of laundry machines are at this store?

TOTAL DRYERS



Mean:	29.1
Standard error:	0.76
Median:	26

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
60 or more	5%	15%	0%	2%	1%
50 - 59	5%	3%	2%	3%	15%
40 - 49	12%	11%	9%	19%	4%
30 - 39	16%	10%	27%	16%	17%
25 - 29	8%	8%	5%	7%	14%
20 - 24	21%	25%	16%	25%	9%
15 - 19	6%	2%	10%	6%	7%
10 - 14	9%	12%	5%	11%	3%
1 - 9	6%	0%	26%	3%	1%
None	1%	0%	0%	0%	4%
Number not specified	7%	5%	1%	6%	18%
No answer	4%	9%	0%	1%	7%

22b. 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	\$2.32	<div></div>				
Front load washers: 18 lb - 24 lb	\$2.73	<div></div>				
Front load washers: 25 lb - 29 lb	\$3.57	<div></div>				
Front load washers: 30 lb - 35 lb	\$3.91	<div></div>				
Front load washers: 40 lb - 49 lb	\$5.00	<div></div>				
Front load washers: 50 lb - 60 lb	\$6.51	<div></div>	<div></div>			
Front load washers: 75 lb - 80 lb	\$8.60	<div></div>	<div></div>			
Front load washers: 90 lb - 100 lb	*					
Front load washers: 125 lb - 135 lb	*					

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Total top load washers	\$2.32	\$2.03	\$2.35	\$2.39	\$2.39
Front load washers: 18 lb - 24 lb	\$2.73	\$2.90	\$2.67	\$2.65	\$2.74
Front load washers: 25 lb - 29 lb	\$3.57	\$3.78	\$3.54	\$3.35	\$3.67
Front load washers: 30 lb - 35 lb	\$3.91	\$4.28	\$4.13	\$3.59	\$4.11
Front load washers: 40 lb - 49 lb	\$5.00	\$5.01	\$5.14	\$4.81	\$5.27
Front load washers: 50 lb - 60 lb	\$6.51	\$6.45	\$6.42	\$6.51	\$6.64
Front load washers: 75 lb - 80 lb	\$8.60	\$9.72	\$8.18	\$8.21	\$8.75
Front load washers: 90 lb	*	*	*	*	*
Front load washers: 125 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	*	<div></div>				
Dryers: 30 lb	6.5	<div></div>				
Dryers: 45 lb	4.7	<div></div>				
Dryers: 50 lb	4.9	<div></div>				
Dryers: 75 lb	4.3	<div></div>				

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Dryers: 18 lb	*	*	*	*	*
Dryers: 30 lb	6.5	7	6.1	5.9	7.1
Dryers: 45 lb	4.7	5.5	4.9	4.5	4.9
Dryers: 50 lb	4.9	4.7	4.8	5.2	4.4
Dryers: 75 lb	4.3	5.8	3.9	3.8	5

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

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

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

RESPONSES	0	50	100
Yes	11%		
No	89%		
No answer	0%		

RESPONSES	2019	NORTHEAST	MIDWEST	SOUTH	WEST
Yes	11%	8%	21%	11%	6%
No	89%	91%	79%	89%	93%
No answer	0%	0%	0%	0%	1%

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

RESPONSES	2019	2018	2017	2016
Washers only	44%	28%	31%	25%
Dryers only	3%	4%	1%	4%
Both	20%	30%	33%	19%
Neither	31%	36%	33%	49%
No answer	2%	2%	1%	3%

RESPONSES		NORTHEAST	MIDWEST	SOUTH	WEST
Washers only	44%	50%	42%	39%	48%
Dryers only	3%	0%	4%	1%	11%
Both	20%	17%	32%	17%	21%
Neither	31%	30%	21%	43%	16%
No answer	2%	3%	0%	1%	4%

Survey of PlanetLaundry Recipients 2019

1. How many of each of these types of self-service laundry stores are currently owned by your organization?
(please fill in a number for each; 0 if none)
#___ combination self-service laundry/DROP-OFF drycleaner
#___ combination self-service laundry/ON-PREMISE drycleaner
#___ 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. Do you consider yourself to be in the laundry business full time or part time?
☐ full time ☐ part time
☐ other: _____
(please specify)
 3. Which of the following does your organization plan to do in the next 12 months?
(please ☉ all that apply)
☐ sell any of its self-service laundries
☐ build any new self-service laundries
☐ purchase any existing self-service laundries
☐ none of these
 4. What do you feel are the biggest problems you face in the laundry business?
(please ☉ all that apply)
☐ abuse of equipment/vandalism
☐ finding reliable employees
☐ high cost—equipment
☐ high cost—labor
☐ high cost—machine maintenance
☐ high cost—rent
☐ high cost—utilities
☐ high cost—other expenses
☐ negative industry image
☐ too much competition
☐ unpredictable customer levels
☐ 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.

 5. 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)

<input type="radio"/> alterations	<input type="radio"/> soap: vending
<input type="radio"/> ATM	<input type="radio"/> soda and/or snack vending
<input type="radio"/> car wash	<input type="radio"/> tanning bed(s)
<input type="radio"/> children's play area	<input type="radio"/> video game(s)
<input type="radio"/> hot food and/or drink	<input type="radio"/> wash-dry-fold-drop-off
<input type="radio"/> ironing/pressing	<input type="radio"/> wash-dry-fold-pick-up/delivery
<input type="radio"/> laundry bag sales	<input type="radio"/> Wi-Fi access
<input type="radio"/> lottery ticket sales	<input type="radio"/> other: _____ (please specify)
<input type="radio"/> phone cards	
<input type="radio"/> soap: over-the-counter sales	<input type="radio"/> NONE
 - 6a. If wash-dry-fold services are offered, how did customer levels change for wash-dry-fold services, overall, from 2017 to 2018?
☐ cannot compare because store did not offer wash-dry-fold both years
☐ increased significantly ☐ decreased somewhat
☐ increased somewhat ☐ decreased significantly
☐ remained about the same
 - 6b. 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 \$_____)
 7. 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 hair salons, chiropractic offices, etc.)
☐ yes ☐ no
 8. Approximately what is the total size (in square feet) of this store, including any space devoted to drycleaning 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
 9. 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

10. 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
11. About what percentage of this store's 2018 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
12. How many hours is this store open on an average business day? (please fill in a number below)
_____ hours per day
13. For how many of its business hours is this store attended on an average day?
☐ all ☐ some ☐ none
14. 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 ☐ \$9.50 - \$9.99
☐ less than \$7.50 ☐ \$10.00 - \$10.49
☐ \$7.50 - \$7.99 ☐ \$10.50 - \$10.99
☐ \$8.00 - \$8.49 ☐ \$11.00 - \$11.99
☐ \$8.50 - \$8.99 ☐ \$12.00 - \$14.99
☐ \$9.00 - \$9.49 ☐ \$15.00 or more
15. How has this store been advertised in the last 12 months? (please ☒ all that apply)
- | | |
|---|--|
| <input type="radio"/> digital ads | <input type="radio"/> online directories |
| <input type="radio"/> direct mail | <input type="radio"/> radio |
| <input type="radio"/> email newsletters | <input type="radio"/> signs/banners |
| <input type="radio"/> flyers | <input type="radio"/> social media |
| <input type="radio"/> in-store promotions | <input type="radio"/> television/cable |
| <input type="radio"/> local coupons/
placemats/bulletins | <input type="radio"/> website for store |
| <input type="radio"/> newspaper | <input type="radio"/> yellow pages |
| | <input type="radio"/> other: _____
(please specify) |
| | <input type="radio"/> 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 2018, including any revenue generated from drycleaning or other ancillary services?
☐ less than \$25,000 ☐ \$150,000 - \$199,999
☐ \$25,000 - \$49,999 ☐ \$200,000 - \$299,999
☐ \$50,000 - \$74,999 ☐ \$300,000 - \$399,999
☐ \$75,000 - \$99,999 ☐ \$400,000 - \$499,999
☐ \$100,000 - \$149,999 ☐ \$500,000 or more
17. Compared to 2017, by approximately what percentage did this store's 2018 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 2018 gross revenue was spent on utilities?
☐ less than 10% ☐ 25% - 29%
☐ 10% - 14% ☐ 30% - 34%
☐ 15% - 19% ☐ 35% - 39%
☐ 20% - 24% ☐ 40% or more

19. About what percentage of this store's 2018 gross revenue was considered operating net profit (before taxes, debt service, and owner compensation)?
☐ net loss...specify _____% ☐ 15% -19%
☐ none ☐ 20% - 24%
☐ less than 5% ☐ 25% - 29%
☐ 5% - 9% ☐ 30% - 34%
☐ 10% -14% ☐ 35% or more
20. In what ways does this store accept credit cards? (please ☒ all that apply)
☐ on some washers or dryers
☐ on all washers and dryers
☐ at customer service counter (for WDF, etc.)
☐ at Value Transfer Machine or central pay kiosk
☐ other: _____(please specify)
☐ store does not accept credit cards

21. How are the laundry machines at this store operated? (please ☒ all that apply)
☐ quarter ☐ laundry card ☐ mobile app
☐ dollar coin ☐ credit card
☐ other: _____(please specify)

- 22a. 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")

- 22b. 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="radio"/> free dry always
30 lb	_____	\$0.25/_____ min.	<input type="radio"/> free dry always
45 lb	_____	\$0.25/_____ min.	<input type="radio"/> free dry always
50 lb	_____	\$0.25/_____ min.	<input type="radio"/> free dry always
75 lb	_____	\$0.25/_____ min.	<input type="radio"/> free dry always

all other sizes _____

23. Does this store offer any full-cycle dryer pricing (i.e., a fixed price to dry one load)?
☐ yes ☐ no
24. For which of these do you expect the vend price to increase in the next 12 months at this store?
(NOTE: for dryers, that could mean a reduction in the number of minutes per \$0.25)
☐ washers only ☐ dryers only
☐ both ☐ neither

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Coin Laundry Association
1s660 Midwest Road
Suite 205
Oakbrook Terrace, IL 60181

Tel (630) 953-7920 | Fax (630) 953-7925

www.coinlaundry.org | www.planetlaundry.com