



**Gold Book**

Research Series

*Your Guide to Laundry Excellence*

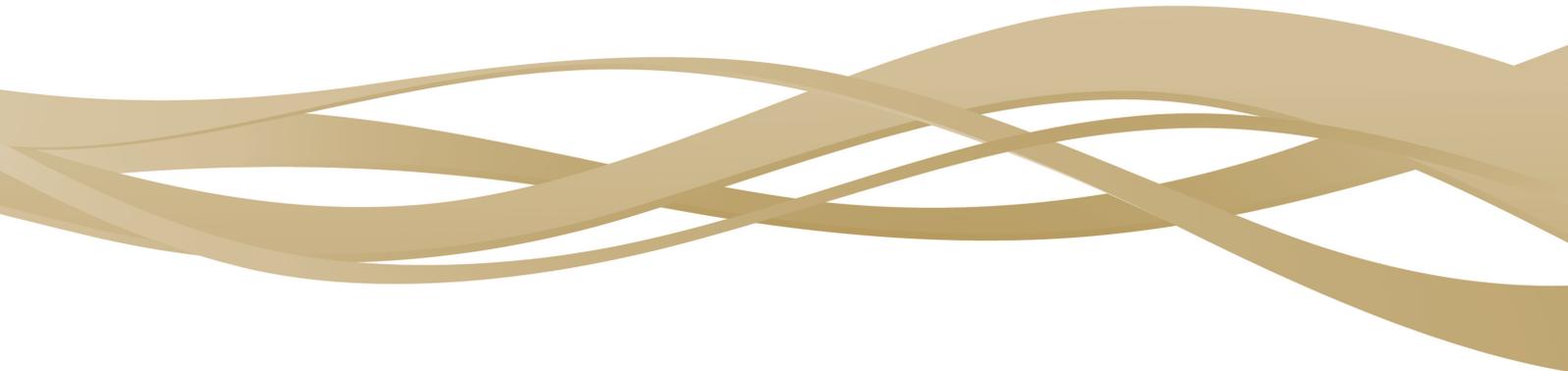
The 17th annual comprehensive  
industry survey. Prepared by the  
Coin Laundry Association

[www.coinlaundry.org](http://www.coinlaundry.org)

**2013**

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# Coin Laundry Industry Survey



### Survey of PlanetLaundry Recipients 2013

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—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
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)
  - alterations                       soap—over-the-counter sales
  - ATM                                       soap—vending
  - car wash                               soda and/or snack vending
  - children's play area               tanning bed(s)
  - hot food and/or drink           video game(s)
  - internet access                       wash-dry-fold—drop-off
  - ironing/pressing                       wash-dry-fold—pick-up/delivery
  - laundry bag sales                       other: \_\_\_\_\_  
(please specify)
  - lottery ticket sales
  - phone cards                               NONE
- 6a. If wash-dry-fold services are offered, how did customer levels change for wash-dry-fold services, overall, from 2011 to 2012?
  - increased significantly       decreased somewhat
  - increased somewhat       decreased significantly
  - remained about the same
  - cannot compare because store did not offer wash-dry-fold both years
- 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

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.

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 2012 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  
 less than \$7.00     \$9.00 - \$9.49  
 \$7.00 - \$7.49     \$9.50 - \$9.99  
 \$7.50 - \$7.99     \$10.00 - \$10.49  
 \$8.00 - \$8.49     \$10.50 - \$10.99  
 \$8.50 - \$8.99     \$11.00 or more
15. What types of electronic security systems are used at this store? (please ⊗ all that apply)  
 video surveillance: remotely monitored  
 video surveillance: not remotely monitored  
 perimeter alarm: central station monitored  
 perimeter alarm: not central station monitored  
 other: \_\_\_\_\_  
 NO ELECTRONIC SECURITY SYSTEMS USED
16. How has this store been advertised in the last 12 months? (please ⊗ all that apply)  
 digital ads     signs/banners  
 direct mail     social media  
 email newsletters     television/cable  
 flyers     website for store  
 in-store promotions     yellow pages  
 newspaper     other: \_\_\_\_\_  
 online directories    (please specify)  
 radio     NOT ADVERTISED

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

17. Approximately what was the total gross revenue (before taxes) of this store in 2012, 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

18. Compared to 2011, by approximately what percentage did this store's 2012 gross revenue change, including any revenue generated from drycleaning or other ancillary services?  
 increased by \_\_\_\_\_%     decreased by \_\_\_\_\_%  
 remained the same
19. About what percentage of this store's 2012 gross revenue was spent on utilities?  
 less than 10%     25% - 29%  
 10% - 14%     30% - 34%  
 15% - 19%     35% - 39%  
 20% - 24%     40% or more
20. About what percentage of this store's 2012 gross revenue was considered operating net profit (before taxes, debt service, and owner compensation)?  
 none/net loss     20% - 24%  
 less than 5%     25% - 29%  
 5% - 9%     30% - 34%  
 10% -14%     35% or more  
 15% -19%

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	_____	\$ _____
125 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 \_\_\_\_\_

22. Does this store offer any full-cycle dryer pricing (i.e., a fixed price to dry one load)?  
 yes     no
23. How are the laundry machines at this store operated? (please ⊗ all that apply)  
 coin operated     card operated  
 other non-coin payment system
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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15660 Midwest Road  
Suite 205  
Oakbrook Terrace, IL 60181

Tel (630) 953-7920  
Fax (630) 953-7925  
[www.coinlaundry.org](http://www.coinlaundry.org)  
[www.planetlaundry.com](http://www.planetlaundry.com)