



**Gold Book**

Research Series

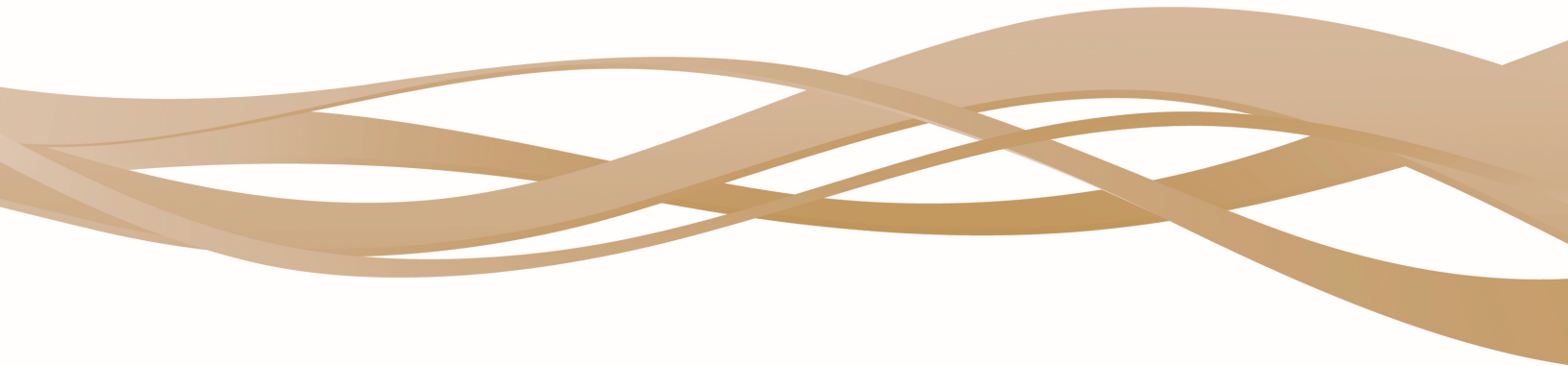
*Your Guide to Laundry Excellence*

**2013**

CLA Member Cost: Free

# **Laundry Customer Survey**

*Includes Renters Survey Supplement*





# Gold Book

Research Series

*Your Guide to Laundry Excellence*

*Presented by the Coin Laundry  
Association*

# Coin Laundry Association

2013 Laundry Customer Survey

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## 2013 Laundry Customer Survey

### DATA TABLES

#### 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 analogous 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.



# Coin Laundry Association

2013 Laundry Customer Survey

## DATA TABLES

Data Interpretation

Tables may have **statistical significance testing** enabled, comparing means and proportions between selected columns. Z-scores for differences are calculated where both tabulation bases are  $\geq 30$ , assuming the statistics are derived from sufficiently large unweighted probability samples drawn from much larger independent populations. Differences found significant at the 95% confidence level are reported by appearance of one or more letters under the result, indicating from which tested column(s) to the left that statistic differs (if any).

When assumptions are met, significance testing accounts for the effect of sampling error on comparisons; if all assumptions are not met, the reader is advised to use test results cautiously. Effects of other potential sources of imprecision (nonresponse bias, item reliability, respondent error, etc.) are not similarly quantifiable, and may be of greater magnitude than sampling error.

# Coin Laundry Association

## 2013 Laundry Customer Survey

To optimize statistical precision for anticipated segment-level analyses while also maintaining a reasonable cost, two methods were employed: phone and online panel. Response quotas were set for regular customers (defined as using a self-service laundromat at least once every 3 weeks), users (less than once every 3 weeks), and non-users (never).

Study method & segment	# of completes
phone: regular customers	100
online panel: regular customers	300
online panel: users	300
online panel: non-users	301
<b>TOTAL</b>	<b>1,001</b>

Readex designed the 32-question survey in consultation with the Coin Laundry Association for use in both the phone and online panel methodology.

### Phone Survey

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The phone survey was programmed by Survey Sampling International (SSI) and they conducted telephone interviews March 4 – 7, 2013, by landline only. To obtain the proposed number of regular customers most economically, the phone study sample was targeted at US households with incomes less than \$25,000 in complexes with 2 to 100 units (to focus on renters). The average interview length was 15 minutes and 19 seconds.

### Online Panel Survey

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The survey web site was programmed/hosted by Readex. SSI managed the panel and fielding March 14 – 18, 2013.

# Coin Laundry Association

## 2013 Laundry Customer Survey

Results for regular customers differed in many ways between the online and phone methodologies – not only in their use of electronic resources, but by general demographics such as gender and age. Specifically, the phone respondents were more likely to be female and older, on average, than the online panel respondents. To most confidently combine the results between the two methods for regular customers, respondents in that segment were weighted to reflect the proportions for age and gender of regular customers from the 2006 Laundry Habits Study conducted by Readex (project #11971) via phone.

Because not everyone provided a response for both gender in age, the total number of responses was reduced slightly in the final tabulation as shown below.

Study method & segment	# of completes	# after weighting*
phone: regular customers	100	99
online panel: regular customers	300	299
online panel: users	300	300
online panel: non-users	301	301
<b>TOTAL</b>	<b>1,001</b>	<b>999</b>

*\*Those who did not answer age and gender could not be weighted and, therefore, not included in the final counts*

Results have not been combined across the three segments (regular customers, users, and non-users) because of the sampling, screening, and quota processes. It is unknown what proportion of the entire US population would fall into each of the three segments for appropriate weighting.

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 000 page 1

### Key to Tables

	-----REGULAR CUSTOMERS-----				
	Weighted Total	online	phone	USERS	NON- USERS
tabulated responses	393	299	99	300	301
weighted base: all respondents	393	299	99	300	301
margin of error at 95% confidence (percentage points):	±4.9	±5.7	±9.8	±5.6	±5.6

*\*The margin of error for results based on fewer than 30 responses cannot be meaningfully calculated and the results are considered statistically unstable.*

Segment	Description
REGULAR CUSTOMERS	those whose households use a self-service laundromat at least once every three weeks
Weighted Total	all
online	responding from the online panel
phone	responding to the phone survey
USERS	those whose households use a self-service laundromat less frequently than once every three weeks
NON-USERS	those whose households never use a self-service laundromat

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 001 page 1

### Laundry Involvement Screener

S1. Who in your household typically does most of the laundry?

	-----REGULAR CUSTOMERS-----			USERS	NON- USERS
	Weighted Total	online	phone		
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393	299	99	300	301
	100%	100%	100%	100%	100%
you	368	281	93	253	264
	94%	94%	94%	84%	88%
				a	a
shared equally	25	18	6	47	37
	6%	6%	6%	16%	12%
				a	a
someone else	0	0	0	0	0
	0%	0%	0%	0%	0%
no answer	0	0	0	0	0
	0%	0%	0%	0%	0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 002 page 1

### Frequency of Self-Service Laundromat Use

S3. About how often does your household use a self-service laundromat?

	-----REGULAR CUSTOMERS-----				
	Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
REGULAR CUSTOMERS:	393 100%	299 100%	99 100%	0 0%	0 0%
more than twice a week	49 12%	58 19%	6 6%	0 0%	0 0%
twice a week	75 19%	60 20%	16 16%	0 0%	0 0%
once a week	174 44%	116 39%	54 55%	0 0%	0 0%
once every 10 days	29 7%	24 8%	3 3%	0 0%	0 0%
once every 2 weeks	53 13%	33 11%	17 17%	0 0%	0 0%
once every 3 weeks	12 3%	8 3%	3 3%	0 0%	0 0%
USERS:	0 0%	0 0%	0 0%	300 100%	0 0%
once a month	0 0%	0 0%	0 0%	45 15%	0 0%
once every 2 - 3 months	0 0%	0 0%	0 0%	38 13%	0 0%
once every 4 - 5 months	0 0%	0 0%	0 0%	23 8%	0 0%
once every 6 months	0 0%	0 0%	0 0%	39 13%	0 0%
less often than once every 6 months	0 0%	0 0%	0 0%	155 52%	0 0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 002 page 2

### Frequency of Self-Service Laundromat Use

S3. About how often does your household use a self-service laundromat?

	-----REGULAR CUSTOMERS-----				
	Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393	299	99	300	301
	100%	100%	100%	100%	100%
NON-USERS: never	0	0	0	0	301
	0%	0%	0%	0%	100%
					ad
no answer	0	0	0	0	0
	0%	0%	0%	0%	0%

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## 2013 Laundry Customer Survey

TABLE 003 page 1

### Residence

1. Which of the following best describes your housing situation?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
own your home	134 34%	147 49%	2 2%	189 63%	215 71%
RENT:	256 65%	150 50%	95 96%	101 34%	80 27%
rent an apartment	201 51%	115 38%	79 80%	55 18%	40 13%
rent a single family home	29 7%	25 8%	6 6%	31 10%	31 10%
rent a duplex, townhouse, or multifamily unit	26 7%	10 3%	10 10%	15 5%	9 3%
other	3 1%	2 1%	2 2%	10 3%	6 2%
no answer	0 0%	0 0%	0 0%	0 0%	0 0%



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## 2013 Laundry Customer Survey

TABLE 004 page 1

### Proportion With a Washing Machine

2. Does your household have its own washing machine?

	-----REGULAR CUSTOMERS-----			USERS	NON- USERS
	Weighted Total	online	phone		
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393	299	99	300	301
	100%	100%	100%	100%	100%
yes	220	207	28	273	288
	56%	69%	28%	91%	96%
			b	a	ad
no	173	92	71	26	13
	44%	31%	72%	9%	4%
			b	a	ad
no answer	0	0	0	1	0
	0%	0%	0%	0%	0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 005 page 1

### Typical Laundry Location

3. Where does your household usually do its laundry?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	159	92	71	26	13
weighted base: those at households without a washing machine	173 100%	92 100%	71 100%	26 100%	13 100%
in a community laundry room shared with other renters	94 54%	45 49%	48 68% b	14 54%	11 85%
at a self-service laundromat	74 43%	45 49%	22 31% b	7 27%	0 0%
at another location	5 3%	2 2%	1 1%	5 19%	2 15%
no answer	0 0%	0 0%	0 0%	0 0%	0 0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 006 page 1

### Number of Loads of Laundry Per Week

4. About how many loads of laundry does your household do in a week?

	-----REGULAR CUSTOMERS-----			USERS	NON- USERS
	Weighted Total	online	phone		
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393	299	99	300	301
	100%	100%	100%	100%	100%
10 or more	14 4%	13 4%	1 1%	25 8% a	30 10% a
7 - 9	21 5%	22 7%	2 2%	35 12% a	41 14% a
6	28 7%	24 8%	4 4%	46 15% a	28 9% d
5	38 10%	29 10%	8 8%	41 14%	52 17% a
4	65 17%	52 17%	13 13%	54 18%	64 21%
3	78 20%	62 21%	18 18%	32 11% a	47 16%
2	98 25%	71 24%	27 27%	43 14% a	27 9% ad
1	44 11%	25 8%	19 19% b	18 6% a	10 3% a
none	5 1%	1 0%	5 5% b	5 2%	1 0%
mean:	3.6	3.9	2.8 b	4.8 a	5.1 a
standard error:	0.11	0.13	0.19	0.15	0.14
median:	3	3	2	4	5
no answer	2 1%	0 0%	2 2% b	1 0%	1 0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 007 page 1

### Number of Hours Spent on Laundry Per Week

5. About how many hours are spent doing your household's laundry each week?

	-----REGULAR CUSTOMERS-----			USERS	NON- USERS
	Weighted Total	online	phone		
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393	299	99	300	301
	100%	100%	100%	100%	100%
10 or more	11 3%	13 4%	1 1%	21 7% a	25 8% a
6 - 9 hours	22 6%	18 6%	5 5%	37 12% a	50 17% a
5 hours	19 5%	24 8%	1 1% b	31 10% a	31 10% a
4 hours	57 15%	51 17%	8 8% b	54 18%	58 19%
3 hours	88 23%	66 22%	17 17%	74 25%	58 19%
2 hours	139 35%	96 32%	43 43% b	58 19% a	50 17% a
1 hour	40 10%	24 8%	16 16% b	13 4% a	21 7%
less than 1 hour	8 2%	6 2%	3 3%	10 3%	7 2%
mean:	3.6	3.8	3.0 b	4.5 a	4.8 a
standard error:	0.10	0.12	0.17	0.14	0.15
median:	3	3	3	4	4
no answer	7 2%	1 0%	5 5% b	2 1%	1 0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 008 page 1

### Frequency of Doing Laundry

6. How often does your household typically do laundry?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
more than twice a week	73 19%	77 26%	9 9% b	122 41% a	131 44% a
twice a week	95 24%	82 27%	14 14% b	88 29%	82 27%
once a week	163 41%	103 34%	53 54% b	59 20% a	71 24% a
once every 10 days	21 5%	17 6%	2 2%	6 2% a	6 2% a
once every 2 weeks	31 8%	15 5%	18 18% b	9 3% a	7 2% a
once every 3 weeks	5 1%	3 1%	2 2%	2 1%	2 1%
once a month or less often	0 0%	0 0%	0 0%	10 3% a	2 1% d
no answer	4 1%	2 1%	1 1%	4 1%	0 0% d

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 009 page 1

### Aspect of Laundry Disliked Most

7. Which one of these aspects of doing laundry do you dislike most?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
folding it	116 30%	97 32%	29 29%	94 31%	94 31%
putting it away	101 26%	74 25%	21 21%	79 26%	87 29%
ironing it	85 22%	68 23%	23 23%	91 30% a	78 26%
sorting it for washing	61 15%	49 16%	12 12%	26 9% a	28 9% a
other	9 2%	5 2%	1 1%	6 2%	5 2%
nothing [other specified]	10 2%	4 1%	3 3%	3 1%	8 3%
no answer	12 3%	2 1%	10 10% b	1 0% a	1 0% a

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 010 page 1

### Amount Spent on Laundry Per Month

8. About how much money would you estimate your household spends to do its laundry in a typical month, including detergent, water, utility costs, or laundromat charges, if applicable, but not including any money spent on dry cleaning?

	-----REGULAR CUSTOMERS-----				
	Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents (fill-in answers)	393 100%	299 100%	99 100%	300 100%	301 100%
\$100 or more	43 11%	46 15%	7 7% b	34 11%	37 12%
\$50 - \$99	80 20%	67 22%	15 15%	53 18%	64 21%
\$25 - \$49	120 31%	92 31%	27 27%	97 32%	79 26%
\$10 - \$24	114 29%	81 27%	27 27%	101 34%	91 30%
less than \$10	20 5%	12 4%	9 9%	15 5%	28 9% ad
mean:	\$50.1	\$61.8	\$36.0 b	\$43.0	\$42.6
standard error:	\$5.01	\$6.22	\$3.94 b	\$3.03	\$2.63
median:	\$30.0	\$35.0	\$25.0	\$30.0	\$30.0
don't know/refuse	16 4%	1 0%	14 14% b	0 0% a	2 1% a

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 011 page 1

### Distance from Laundromat

9. How close is the nearest self-service laundromat to your home?

	-----REGULAR CUSTOMERS-----			USERS	NON-USERS
	Weighted Total	online	phone		
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393	299	99	300	301
	100%	100%	100%	100%	100%
5 miles or more	26 7%	21 7%	5 5%	43 14% a	76 25% ad
3 miles to less than 5 miles	18 5%	16 5%	1 1%	32 11% a	33 11% a
2 miles to less than 3 miles	14 4%	21 7%	1 1% b	31 10% a	21 7% a
1 mile to less than 2 miles	31 8%	28 9%	8 8%	66 22% a	61 20% a
7 blocks to less than 1 mile	78 20%	63 21%	15 15%	55 18%	38 13% a
2 to 6 blocks	84 21%	77 26%	13 13% b	50 17%	42 14% a
within 2 blocks	136 35%	72 24%	53 54% b	23 8% a	29 10% a
mean (miles):	1.0	1.2	0.7 b	1.9 a	2.3 ad
standard error:	0.1	0.1	0.1	0.1	0.1
median:	0.4	0.5	0.1	1.3	1.7
no answer	5 1%	1 0%	3 3% b	0 0%	1 0%



# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 012 page 1

### Agreement With Statements About Laundromats: Agree Summary

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
AGREE SUMMARY (rated 4 or 5 on a 5-point scale where 5 = strongly agree and 1 = strongly disagree)					
tabulated responses	393	299	99	300	301
weighted base: all respondents (multiple answers)	393 100%	299 100%	99 100%	300 100%	301 100%
More machines at a self-service laundromat means you can do multiple loads at once	299 76%	223 75%	83 84%	250 83% a	223 74% d
Larger machines at a self-service laundromat mean you can do larger loads	282 72%	224 75%	67 68%	249 83% a	200 66% d
Laundromats are open at convenient times	256 65%	193 65%	64 65%	165 55% a	120 40% ad
I would feel safe at my local laundromat	244 62%	168 56%	75 76% b	130 43% a	77 26% ad
You can do laundry at your own pace and not feel rushed at a self-service laundromat	225 57%	162 54%	70 71% b	108 36% a	87 29% a
It's convenient to use a self-service laundromat	185 47%	131 44%	56 57% b	54 18% a	18 6% ad
It saves time to use a self-service laundromat	177 45%	123 41%	55 56% b	78 26% a	50 17% ad
It's better for the environment to use a self-service laundromat	141 36%	102 34%	43 43%	31 10% a	13 4% ad
It is cheaper to use a self-service laundromat than to do laundry at home	133 34%	98 33%	37 37%	21 7% a	12 4% a
The clothes get cleaner at a self-service laundromat	128 33%	105 35%	39 39%	32 11% a	15 5% ad

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 012 page 2

### Agreement With Statements About Laundromats: Agree Summary

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
AGREE SUMMARY (rated 4 or 5 on a 5-point scale where 5 = strongly agree and 1 = strongly disagree)					
tabulated responses	393	299	99	300	301
weighted base: all respondents (multiple answers)	393 100%	299 100%	99 100%	300 100%	301 100%
indicated at least one	366 93%	274 92%	96 97%	282 94%	255 85% ad
indicated none	27 7%	25 8%	3 3%	18 6%	46 15% ad

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 013 page 1

### Agreement With Statements About Laundromats: Disagree Summary

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
DISAGREE SUMMARY (rated 1 or 2 on a 5-point scale where 5 = strongly agree and 1 = strongly disagree)					
tabulated responses	393	299	99	300	301
weighted base: all respondents (multiple answers)	393 100%	299 100%	99 100%	300 100%	301 100%
It is cheaper to use a self-service laundromat than to do laundry at home	155 39%	122 41%	38 38%	217 72% a	258 86% ad
The clothes get cleaner at a self-service laundromat	149 38%	106 35%	31 31%	175 58% a	232 77% ad
It saves time to use a self-service laundromat	131 33%	103 34%	27 27%	155 52% a	211 70% ad
It's convenient to use a self-service laundromat	114 29%	89 30%	27 27%	168 56% a	240 80% ad
It's better for the environment to use a self-service laundromat	107 27%	81 27%	26 26%	147 49% a	202 67% ad
You can do laundry at your own pace and not feel rushed at a self-service laundromat	79 20%	57 19%	18 18%	97 32% a	140 47% ad
I would feel safe at my local laundromat	68 17%	58 19%	12 12%	64 21%	122 41% ad
Laundromats are open at convenient times	57 14%	38 13%	16 16%	36 12%	73 24% ad
Larger machines at a self-service laundromat mean you can do larger loads	42 11%	22 7%	17 17% b	14 5% a	57 19% ad
More machines at a self-service laundromat means you can do multiple loads at once	33 8%	22 7%	9 9%	12 4% a	41 14% ad

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 013 page 2

### Agreement With Statements About Laundromats: Disagree Summary

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
DISAGREE SUMMARY (rated 1 or 2 on a 5-point scale where 5 = strongly agree and 1 = strongly disagree)					
tabulated responses	393	299	99	300	301
weighted base: all respondents (multiple answers)	393 100%	299 100%	99 100%	300 100%	301 100%
indicated at least one	260 66%	188 63%	67 68%	267 89% a	284 94% ad
indicated none	133 34%	111 37%	32 32%	33 11% a	17 6% ad

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 014 page 1

### Agreement With Statements About Laundromats: Mean Summary

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
MEAN SUMMARY (5 = strongly agree; 1 = strongly disagree)					
base: those rating each					
More machines at a self-service laundromat means you can do multiple loads at once	4.2	4.1	4.4 b	4.4 a	4.0 ad
Larger machines at a self-service laundromat mean you can do larger loads	4.0	4.1	3.9	4.3 a	3.7 ad
Laundromats are open at convenient times	3.8	3.8	3.9	3.6	3.2 ad
I would feel safe at my local laundromat	3.7	3.6	4.2 b	3.3 a	2.8 ad
You can do laundry at your own pace and not feel rushed at a self-service laundromat	3.6	3.6	3.9 b	3.1 a	2.7 ad
It's convenient to use a self-service laundromat	3.2	3.2	3.5	2.4 a	1.6 ad
It saves time to use a self-service laundromat	3.2	3.1	3.5	2.6 a	2.0 ad
It's better for the environment to use a self-service laundromat	3.1	3.1	3.3	2.4 a	1.9 ad
The clothes get cleaner at a self-service laundromat	2.9	2.9	3.2	2.3 a	1.7 ad
It is cheaper to use a self-service laundromat than to do laundry at home	2.8	2.8	2.9	2.0 a	1.5 ad

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 015 page 1

### Agreement With Statements About Laundromats: It Is Cheaper to Use a Self-Service Laundromat Than to Do Laundry at Home

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
IT IS CHEAPER TO USE A SELF-SERVICE LAUNDROMAT THAN TO DO LAUNDRY AT HOME					
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
5 - strongly agree	68 17%	42 14%	26 26% b	10 3% a	6 2% a
4	65 17%	56 19%	11 11%	11 4% a	6 2% a
3	101 26%	78 26%	20 20%	61 20%	31 10% ad
2	46 12%	45 15%	7 7% b	96 32% a	51 17% d
1 - strongly disagree	108 28%	77 26%	31 31%	121 40% a	207 69% ad
mean:	2.8	2.8	2.9	2.0 a	1.5 ad
standard error:	0.07	0.08	0.17	0.06	0.05
no answer	5 1%	1 0%	4 4% b	1 0%	0 0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 016 page 1

### Agreement With Statements About Laundromats: It Saves Time to Use a Self-Service Laundromat

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
IT SAVES TIME TO USE A SELF-SERVICE LAUNDROMAT					
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
5 - strongly agree	103 26%	67 22%	39 39% b	35 12% a	19 6% ad
4	74 19%	56 19%	16 16%	43 14%	31 10% a
3	81 20%	71 24%	13 13% b	65 22%	40 13% ad
2	52 13%	45 15%	10 10%	66 22% a	40 13% d
1 - strongly disagree	79 20%	58 19%	17 17%	89 30% a	171 57% ad
mean:	3.2	3.1	3.5	2.6 a	2.0 ad
standard error:	0.07	0.08	0.16	0.08	0.07
no answer	5 1%	2 1%	4 4% b	2 1%	0 0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 017 page 1

### Agreement With Statements About Laundromats: It's Convenient to Use a Self-Service Laundromat

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
IT'S CONVENIENT TO USE A SELF-SERVICE LAUNDROMAT					
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
5 - strongly agree	96 25%	59 20%	39 39% b	22 7% a	10 3% ad
4	88 22%	72 24%	17 17%	32 11% a	8 3% ad
3	86 22%	77 26%	12 12% b	76 25%	42 14% ad
2	36 9%	33 11%	9 9%	82 27% a	46 15% ad
1 - strongly disagree	78 20%	56 19%	18 18%	96 29% a	194 64% ad
mean:	3.2	3.2	3.5	2.4 a	1.6 ad
standard error:	0.07	0.08	0.16	0.07	0.06
no answer	7 2%	2 1%	4 4% b	2 1%	1 0%



# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 018 page 1

### Agreement With Statements About Laundromats: It's Better for the Environment to Use a Self-Service Laundromat

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
IT'S BETTER FOR THE ENVIRONMENT TO USE A SELF-SERVICE LAUNDROMAT					
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
5 - strongly agree	73 19%	44 15%	34 34% b	10 3% a	3 1% ad
4	68 17%	58 19%	9 9% b	21 7% a	10 3% ad
3	136 35%	114 38%	23 23% b	119 40%	82 27% ad
2	42 11%	38 13%	6 6%	71 24% a	55 18% a
1 - strongly disagree	65 17%	43 14%	20 20%	76 25% a	147 49% ad
mean:	3.1	3.1	3.3	2.4 a	1.9 ad
standard error:	0.07	0.07	0.16	0.06	0.06
no answer	9 2%	2 1%	7 7% b	3 1%	4 1%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 019 page 1

### Agreement With Statements About Laundromats: The Clothes Get Cleaner at a Self-Service Laundromat

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
THE CLOTHES GET CLEANER AT A SELF-SERVICE LAUNDROMAT					
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
5 - strongly agree	71 18%	43 14%	32 32% b	11 4% a	5 2% a
4	57 14%	62 21%	7 7% b	21 7% a	10 3% ad
3	114 29%	87 29%	26 26%	90 30%	52 17% ad
2	64 16%	49 16%	12 12%	88 29% a	52 17% d
1 - strongly disagree	85 22%	57 19%	19 19%	87 29% a	180 60% ad
mean:	2.9	2.9	3.2	2.3 a	1.7 ad
standard error:	0.07	0.08	0.15	0.06	0.06
no answer	3 1%	1 0%	3 3% b	3 1%	2 1%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 020 page 1

### Agreement With Statements About Laundromats: Larger Machines at a Self-Service Laundromat Mean You Can Do Larger Loads

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
LARGER MACHINES AT A SELF-SERVICE LAUNDROMAT MEAN YOU CAN DO LARGER LOADS					
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
5 - strongly agree	200 51%	139 46%	54 55%	159 53%	114 38% ad
4	83 21%	85 28%	13 13% b	90 30% a	86 29% a
3	67 17%	53 18%	13 13%	35 12% a	43 14%
2	7 2%	5 2%	4 4%	8 3%	15 5% a
1 - strongly disagree	34 9%	17 6%	13 13% b	6 2% a	42 14% ad
mean:	4.0	4.1	3.9	4.3 a	3.7 ad
standard error:	0.06	0.06	0.15	0.05	0.08
no answer	2 1%	0 0%	2 2% b	2 1%	1 0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 021 page 1

### Agreement With Statements About Laundromats: Laundromats Are Open at Convenient Times

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
LAUNDROMATS ARE OPEN AT CONVENIENT TIMES					
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
5 - strongly agree	157 40%	96 32%	52 53% b	80 27% a	55 18% ad
4	99 25%	97 32%	12 12% b	85 28%	65 22%
3	75 19%	68 23%	15 15%	97 32% a	108 36% a
2	20 5%	15 5%	5 5%	18 6%	25 8%
1 - strongly disagree	37 9%	23 8%	11 11%	18 6%	48 16% ad
mean:	3.8	3.8	3.9	3.6	3.2 ad
standard error:	0.06	0.07	0.14	0.06	0.07
no answer	4 1%	0 0%	4 4% b	2 1%	0 0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 022 page 1

### Agreement With Statements About Laundromats: More Machines at a Self-Service Laundromat Means You Can Do Multiple Loads at Once

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
MORE MACHINES AT A SELF-SERVICE LAUNDROMAT MEANS YOU CAN DO MULTIPLE LOADS AT ONCE					
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
5 - strongly agree	219 56%	140 47%	74 75% b	177 59%	139 46% ad
4	80 20%	83 28%	9 9% b	73 24%	84 28% a
3	60 15%	54 18%	6 6% b	34 11%	35 12%
2	10 2%	8 3%	2 2%	7 2%	9 3%
1 - strongly disagree	23 6%	14 5%	7 7%	5 2% a	32 11% ad
mean:	4.2	4.1	4.4 b	4.4 a	4.0 ad
standard error:	0.06	0.06	0.12	0.05	0.07
no answer	1 0%	0 0%	1 1%	4 1%	2 1%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 023 page 1

### Agreement With Statements About Laundromats: You Can Do Laundry at Your Own Pace and Not Feel Rushed at a Self-Service Laundromat

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
YOU CAN DO LAUNDRY AT YOUR OWN PACE AND NOT FEEL RUSHED AT A SELF-SERVICE LAUNDROMAT					
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
5 - strongly agree	141 36%	85 28%	52 53% b	48 16% a	54 18% a
4	84 21%	77 26%	18 18%	60 20%	33 11% ad
3	86 22%	77 26%	11 11% b	94 31% a	74 25%
2	33 8%	31 10%	3 3% b	56 19% a	46 15% a
1 - strongly disagree	45 11%	26 9%	15 15%	41 14%	94 31% ad
mean:	3.6	3.6	3.9 b	3.1 a	2.7 ad
standard error:	0.07	0.07	0.15	0.07	0.08
no answer	4 1%	3 1%	0 0%	1 0%	0 0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 024 page 1

### Agreement With Statements About Laundromats: I Would Feel Safe at My Local Laundromat

10. Whether you typically use a self-service laundromat or not, what is your level of agreement with each of these statements about using one?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
I WOULD FEEL SAFE AT MY LOCAL LAUNDROMAT					
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
5 - strongly agree	150 38%	87 29%	62 63% b	46 15% a	43 14% a
4	94 24%	81 27%	13 13% b	84 28%	34 11% ad
3	80 20%	72 24%	12 12% b	105 35% a	97 32% a
2	31 8%	31 10%	3 3% b	42 14% a	50 17% a
1 - strongly disagree	37 9%	27 9%	9 9%	22 7%	72 24% ad
mean:	3.7	3.6	4.2 b	3.3 a	2.8 ad
standard error:	0.07	0.07	0.13	0.06	0.08
no answer	1 0%	1 0%	0 0%	1 0%	5 2%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 025 page 1

### Uses for a Self-Service Laundromat: Yes Summary

11. For which of the following has your household used a self-service laundromat in the past 12 months?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
YES SUMMARY					
tabulated responses	393	299	99	300	
weighted base: regular customers or users (multiple answers)	393 100%	299 100%	99 100%	300 100%	
comforters or bedding	293 75%	229 77%	73 74%	221 74%	
coats or outerwear	215 55%	174 58%	46 46% b	71 24% a	
other large items	209 53%	161 54%	50 51%	138 46%	
indicated at least one	325 83%	248 83%	80 81%	238 79%	
indicated none	68 17%	51 17%	19 19%	62 21%	



# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 026 page 1

### Uses for a Self-Service Laundromat: Single Use Summary

11. For which of the following has your household used a self-service laundromat in the past 12 months?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
SINGLE USE SUMMARY					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
comforters or bedding [only]	53 13%	33 11%	18 18%	79 26% a	
coats or outerwear [only]	13 3%	8 3%	1 1%	5 2%	
other large items [only]	11 3%	6 2%	5 5%	9 3%	
indicated multiple uses	248 63%	201 67%	56 57%	145 48% a	
indicated none	68 17%	51 17%	19 19%	62 21%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 027 page 1

### Uses for a Self-Service Laundromat: Comforters or Bedding

11. For which of the following has your household used a self-service laundromat in the past 12 months?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
COMFORTERS OR BEDDING					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
yes	293 75%	229 77%	73 74%	221 74%	
no	100 25%	70 23%	26 26%	77 26%	
no answer	0 0%	0 0%	0 0%	2 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 028 page 1

### Uses for a Self-Service Laundromat: Coats or Outerwear

11. For which of the following has your household used a self-service laundromat in the past 12 months?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
COATS OR OUTERWEAR					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
yes	215 55%	174 58%	46 46% b	71 24% a	
no	171 44%	120 40%	52 53% b	219 73% a	
no answer	7 2%	5 2%	1 1%	10 3%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 029 page 1

### Uses for a Self-Service Laundromat: Other Large Items

11. For which of the following has your household used a self-service laundromat in the past 12 months?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
OTHER LARGE ITEMS					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
yes	209 53%	161 54%	50 51%	138 46%	
no	180 46%	134 45%	48 48%	155 52%	
no answer	4 1%	4 1%	1 1%	7 2%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 030 page 1

### Typical Washing Machine Used

12. What type of washing machine do you typically use when you use a self-service laundromat?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
top load	149 38%	115 38%	32 32%	63 21% a	
large front load	126 32%	102 34%	33 33%	177 59% a	
medium front load	87 22%	61 20%	21 21%	48 16% a	
small front load	23 6%	19 6%	8 8%	10 3%	
no answer	9 2%	2 1%	5 5% b	2 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 031 page 1

### Primary Reason for Using Machine Type: All Washing Machine Types

13. What is the primary reason you use that type of washing machine at the laundromat?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	386	297	94	298	
weighted base: regular customers or users using a washing machine at a laundromat	384 100%	297 100%	94 100%	298 100%	
you like the larger capacity	144 38%	129 43%	25 27% b	182 61% a	
it seems to be the best value for your money	99 26%	73 25%	22 23%	39 13% a	
it's the only size they have	73 19%	42 14%	33 35% b	44 15%	
you don't need the larger capacity	57 15%	47 16%	11 12%	26 9% a	
other	9 2%	5 2%	1 1%	3 1%	
no answer	3 1%	1 0%	2 2%	4 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 032 page 1

### Primary Reason for Using Machine Type: Top Load Washing Machine

13. What is the primary reason you use that type of washing machine at the laundromat?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	144	115	32	63	
weighted base: regular customers or users using a top load washing machine at a laundromat	149 100%	115 100%	32 100%	63 100%	
it's the only size they have	48 32%	29 25%	19 59% b	21 33%	
you like the larger capacity	41 28%	40 35%	5 16% b	13 21%	
it seems to be the best value for your money	29 20%	23 20%	3 9%	14 22%	
you don't need the larger capacity	22 15%	18 16%	3 9%	12 19%	
other	5 4%	4 3%	0 0%	1 2%	
no answer	3 2%	1 1%	2 6%	2 3%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 033 page 1

### Primary Reason for Using Machine Type: Front Load Washing Machine

13. What is the primary reason you use that type of washing machine at the laundromat?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	242	182	62	235	
weighted base: regular customers or users using a front load washing machine at a laundromat	235 100%	182 100%	62 100%	235 100%	
you like the larger capacity	103 44%	89 49%	20 32% b	169 72% a	
it seems to be the best value for your money	69 29%	50 27%	19 31%	25 11% a	
you don't need the larger capacity	35 15%	29 16%	8 13%	14 6% a	
it's the only size they have	25 11%	13 7%	14 23% b	23 10%	
other	3 1%	1 1%	1 2%	2 1%	
no answer	0 0%	0 0%	0 0%	2 1%	



# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 034 page 1

### Primary Reason for Using Machine Type: Small Front Load Washing Machine

13. What is the primary reason you use that type of washing machine at the laundromat?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	27	19	8	10	
weighted base: regular customers or users using a small front load washing machine at a laundromat	23 100%	19 100%	8 100%	10 100%	
you don't need the larger capacity	8 36%	8 42%	2 25%	4 40%	
it seems to be the best value for your money	7 31%	6 32%	2 25%	2 20%	
it's the only size they have	5 20%	2 11%	3 38%	3 30%	
you like the larger capacity	3 13%	3 16%	1 13%	1 10%	
other	0 0%	0 0%	0 0%	0 0%	
no answer	0 0%	0 0%	0 0%	0 0%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 035 page 1

Primary Reason for Using Machine Type: Medium Front Load Washing Machine

13. What is the primary reason you use that type of washing machine at the laundromat?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	82	61	21	48	
weighted base: regular customers or users using a medium front load washing machine at a laundromat	87 100%	61 100%	21 100%	48 100%	
you like the larger capacity	30 34%	20 33%	7 33%	23 48%	
it seems to be the best value for your money	24 28%	18 30%	4 19%	10 21%	
you don't need the larger capacity	20 23%	15 25%	4 19%	8 17%	
it's the only size they have	9 11%	7 11%	5 24%	7 15%	
other	3 4%	1 2%	1 5%	0 0%	
no answer	0 0%	0 0%	0 0%	0 0%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 036 page 1

### Primary Reason for Using Machine Type: Large Front Load Washing Machine

13. What is the primary reason you use that type of washing machine at the laundromat?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	133	102	33	177	
weighted base: regular customers or users using a large front load washing machine at a laundromat	126 100%	102 100%	33 100%	177 100%	
you like the larger capacity	70 56%	66 65%	12 36% b	145 82% a	
it seems to be the best value for your money	38 30%	26 25%	13 39%	13 7% a	
it's the only size they have	11 9%	4 4%	6 18% b	13 7%	
you don't need the larger capacity	7 5%	6 6%	2 6%	2 1% a	
other	0 0%	0 0%	0 0%	2 1%	
no answer	0 0%	0 0%	0 0%	2 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 037 page 1

### Dryer Preference

14. If you were using a dryer at the laundromat, would you prefer to have a set price to dry each load completely or would you rather have a timed dry and add quarters as necessary after the time expires?

	-----REGULAR CUSTOMERS-----			USERS	NON- USERS
	Weighted Total	online	phone		
	a	b	c	d	e
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
timed dry	198 50%	132 44%	61 62% b	164 55%	
set price	191 49%	167 56%	35 35% b	136 45%	
no answer	4 1%	0 0%	3 3% b	0 0%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 038 page 1

### Likelihood of Using/Purchasing Ancillary Services: Likely Summary

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
LIKELY SUMMARY (rated 4 or 5 on a 5-point scale where 5 = very likely and 1 = not at all likely)					
tabulated responses	393	299	99	300	
weighted base: regular customers or users (multiple answers)	393 100%	299 100%	99 100%	300 100%	
Internet access	242 62%	208 70%	48 48% b	202 67%	
soda or snacks from a vending machine	219 56%	190 64%	38 38% b	174 58%	
hot food or drink	196 50%	161 54%	48 48%	149 50%	
laundry soap sold over the counter	191 48%	162 54%	46 46%	111 37% a	
dry cleaning services	190 48%	155 52%	46 46%	141 47%	
laundry soap from a vending machine	185 47%	155 52%	40 40% b	119 40% a	
groceries	160 41%	124 41%	47 47%	72 24% a	
an ATM	155 39%	128 43%	38 38%	88 29% a	
ironing or pressing services	154 39%	134 45%	39 39%	108 36%	
lottery tickets	143 36%	124 41%	32 32%	75 25% a	
alteration services	138 35%	97 32%	45 45% b	88 29%	
laundry bags for sale	138 35%	121 40%	38 38%	68 23% a	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 038 page 2

### Likelihood of Using/Purchasing Ancillary Services: Likely Summary

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
LIKELY SUMMARY (rated 4 or 5 on a 5-point scale where 5 = very likely and 1 = not at all likely)					
tabulated responses	393	299	99	300	
weighted base: regular customers or users (multiple answers)	393 100%	299 100%	99 100%	300 100%	
video games	121 31%	129 43%	23 23% b	65 22% a	
a children's play area	121 31%	96 32%	33 33%	63 21% a	
a car wash	114 29%	101 34%	33 33%	81 27%	
phone cards	95 24%	86 29%	27 27%	22 7% a	
tanning beds	82 21%	73 24%	23 23%	34 11% a	
NET: LAUNDRY SOAP	217 55%	182 61%	50 51%	135 45% a	
indicated at least one	358 91%	269 90%	90 91%	264 88%	
indicated none	35 9%	30 10%	9 9%	36 12%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 039 page 1

### Likelihood of Using/Purchasing Ancillary Services: Not Likely Summary

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
NOT LIKELY SUMMARY (rated 1 or 2 on a 5-point scale where 5 = very likely and 1 = not at all likely)					
tabulated responses	393	299	99	300	
weighted base: regular customers or users (multiple answers)	393 100%	299 100%	99 100%	300 100%	
tanning beds	270 69%	184 62%	69 70%	241 80% a	
phone cards	240 61%	163 55%	60 61%	232 77% a	
a children's play area	215 55%	150 50%	52 53%	188 63% a	
video games	214 54%	116 39%	70 71% b	168 56%	
a car wash	197 50%	130 43%	47 47%	130 43%	
lottery tickets	174 44%	106 35%	56 57% b	155 52%	
laundry bags for sale	163 42%	106 35%	44 44%	150 50% a	
alteration services	163 41%	119 40%	32 32%	138 46%	
ironing or pressing services	161 41%	101 34%	46 46% b	114 38%	
groceries	158 40%	109 36%	36 36%	155 52% a	
an ATM	147 37%	101 34%	39 39%	134 45%	
laundry soap from a vending machine	129 33%	70 23%	48 48% b	105 35%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 039 page 2

### Likelihood of Using/Purchasing Ancillary Services: Not Likely Summary

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
NOT LIKELY SUMMARY (rated 1 or 2 on a 5-point scale where 5 = very likely and 1 = not at all likely)					
tabulated responses	393	299	99	300	
weighted base: regular customers or users (multiple answers)	393 100%	299 100%	99 100%	300 100%	
dry cleaning services	126 32%	81 27%	35 35%	74 25% a	
laundry soap sold over the counter	120 30%	67 22%	43 43% b	105 35%	
soda or snacks from a vending machine	106 27%	53 18%	47 47% b	54 18% a	
hot food or drink	96 24%	63 21%	32 32% b	70 23%	
Internet access	94 24%	50 17%	36 36% b	48 16% a	
NET: LAUNDRY SOAP	196 50%	123 41%	57 58% b	168 56%	
indicated at least one	339 86%	235 79%	92 93% b	274 91% a	
indicated none	54 14%	64 21%	7 7% b	26 9% a	



# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 040 page 1

### Likelihood of Using/Purchasing Ancillary Services: Mean Summary

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
MEAN SUMMARY (5 = very likely; 1 = not at all likely)					
base: regular customers or users rating each					
Internet access	3.6	3.8	3.2 b	3.8 a	
soda or snacks from a vending machine	3.4	3.7	2.8 b	3.6	
hot food or drink	3.3	3.4	3.3	3.3	
laundry soap sold over the counter	3.2	3.4	3.1	2.9 a	
dry cleaning services	3.2	3.3	3.2	3.2	
laundry soap from a vending machine	3.2	3.4	2.9 b	3.0 a	
an ATM	3.0	3.1	3.0	2.7 a	
ironing or pressing services	2.9	3.1	2.9	2.9	
groceries	2.9	3.0	3.2	2.5 a	
laundry bags for sale	2.9	3.0	2.8	2.5 a	
alteration services	2.8	2.8	3.2	2.7	
lottery tickets	2.8	3.0	2.5 b	2.4 a	
a car wash	2.6	2.8	2.7	2.6	
video games	2.5	3.0	2.1 b	2.4	
a children's play area	2.5	2.6	2.6	2.1 a	
phone cards	2.3	2.5	2.4	1.7 a	
tanning beds	2.0	2.2	2.1	1.7 a	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 041 page 1

### Likelihood of Using/Purchasing Ancillary Services: Alteration Services

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
ALTERATION SERVICES					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	74 19%	41 14%	31 31% b	35 12% a	
4	64 16%	56 19%	14 14%	53 18%	
3	86 22%	82 27%	18 18%	69 23%	
2	46 12%	38 13%	5 5% b	51 17% a	
1 - not at all likely	117 30%	81 27%	27 27%	87 29%	
mean:	2.8	2.8	3.2	2.7	
standard error:	0.07	0.08	0.17	0.08	
no answer	6 2%	1 0%	4 4% b	5 2%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 042 page 1

### Likelihood of Using/Purchasing Ancillary Services: An ATM

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
AN ATM					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	95 24%	61 20%	33 33% b	29 10% a	
4	60 15%	67 22%	5 5% b	59 20%	
3	86 22%	69 23%	18 18%	75 25%	
2	36 9%	35 12%	3 3% b	48 16% a	
1 - not at all likely	112 28%	66 22%	36 36% b	86 29%	
mean:	3.0	3.1	3.0	2.7 a	
standard error:	0.08	0.08	0.18	0.08	
no answer	5 1%	1 0%	4 4% b	3 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 043 page 1

### Likelihood of Using/Purchasing Ancillary Services: A Children's Play Area

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
A CHILDREN'S PLAY AREA					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	75 19%	47 16%	28 28% b	24 8% a	
4	46 12%	49 16%	5 5% b	39 13%	
3	52 13%	52 17%	10 10%	46 15%	
2	53 13%	44 15%	6 6% b	32 11%	
1 - not at all likely	162 41%	106 35%	46 46%	156 52% a	
mean:	2.5	2.6	2.6	2.1 a	
standard error:	0.08	0.09	0.18	0.08	
no answer	6 1%	1 0%	4 4% b	3 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 044 page 1

### Likelihood of Using/Purchasing Ancillary Services: A Car Wash

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
A CAR WASH					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	52 13%	36 12%	24 24% b	24 8% a	
4	62 16%	65 22%	9 9% b	57 19%	
3	76 19%	66 22%	17 17%	86 29% a	
2	61 16%	49 16%	7 7% b	49 16%	
1 - not at all likely	136 35%	81 27%	40 40% b	81 27% a	
mean:	2.6	2.8	2.7	2.6	
standard error:	0.07	0.08	0.17	0.07	
no answer	5 1%	2 1%	2 2%	3 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 045 page 1

### Likelihood of Using/Purchasing Ancillary Services: Dry Cleaning Services

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
DRY CLEANING SERVICES					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	102 26%	72 24%	36 36% b	52 17% a	
4	88 22%	83 28%	10 10% b	89 30% a	
3	72 18%	59 20%	17 17%	84 28% a	
2	44 11%	30 10%	11 11%	23 8%	
1 - not at all likely	82 21%	51 17%	24 24%	51 17%	
mean:	3.2	3.3	3.2	3.2	
standard error:	0.07	0.08	0.16	0.08	
no answer	5 1%	4 1%	1 1%	1 0%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 046 page 1

### Likelihood of Using/Purchasing Ancillary Services: Groceries

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
GROCERIES					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	82 21%	56 19%	34 34% b	25 8% a	
4	78 20%	68 23%	13 13% b	47 16%	
3	72 18%	65 22%	14 14%	69 23%	
2	50 13%	36 12%	9 9%	54 18%	
1 - not at all likely	108 27%	73 24%	27 27%	101 34%	
mean:	2.9	3.0	3.2	2.5 a	
standard error:	0.08	0.08	0.17	0.08	
no answer	3 1%	1 0%	2 2%	4 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 047 page 1

### Likelihood of Using/Purchasing Ancillary Services: Hot Food or Drink

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
HOT FOOD OR DRINK					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	104 27%	71 24%	35 35% b	62 21%	
4	92 23%	90 30%	13 13% b	87 29%	
3	99 25%	75 25%	18 18%	79 26%	
2	25 6%	23 8%	7 7%	32 11% a	
1 - not at all likely	71 18%	40 13%	25 25% b	38 13%	
mean:	3.3	3.4	3.3	3.3	
standard error:	0.07	0.08	0.16	0.07	
no answer	1 0%	0 0%	1 1%	2 1%	



# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 048 page 1

### Likelihood of Using/Purchasing Ancillary Services: Internet Access

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
INTERNET ACCESS					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	151 38%	123 41%	37 37%	113 38%	
4	91 23%	85 28%	11 11% b	89 30%	
3	52 13%	38 13%	12 12%	47 16%	
2	16 4%	12 4%	4 4%	16 5%	
1 - not at all likely	78 20%	38 13%	32 32% b	32 11% a	
mean:	3.6	3.8	3.2 b	3.8 a	
standard error:	0.07	0.08	0.18	0.08	
no answer	5 1%	3 1%	3 3%	3 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 049 page 1

### Likelihood of Using/Purchasing Ancillary Services: Ironing or Pressing Services

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
IRONING OR PRESSING SERVICES					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	92 23%	66 22%	33 33% b	46 15% a	
4	62 16%	68 23%	6 6% b	62 21%	
3	74 19%	60 20%	14 14%	76 25% a	
2	53 13%	40 13%	8 8%	41 14%	
1 - not at all likely	108 27%	61 20%	38 38% b	73 24%	
mean:	2.9	3.1	2.9	2.9	
standard error:	0.08	0.08	0.17	0.08	
no answer	4 1%	4 1%	0 0%	2 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 050 page 1

### Likelihood of Using/Purchasing Ancillary Services: Laundry Bags for Sale

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
LAUNDRY BAGS FOR SALE					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	85 22%	57 19%	32 32% b	19 6% a	
4	53 14%	64 21%	6 6% b	49 16%	
3	90 23%	71 24%	15 15%	79 26%	
2	50 13%	45 15%	3 3% b	57 19% a	
1 - not at all likely	113 29%	61 20%	41 41% b	93 31%	
mean:	2.9	3.0	2.8	2.5 a	
standard error:	0.08	0.08	0.18	0.07	
no answer	2 0%	1 0%	2 2%	3 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 051 page 1

### Likelihood of Using/Purchasing Ancillary Services: Laundry Soap from a Vending Machine

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
LAUNDRY SOAP FROM A VENDING MACHINE					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	102 26%	74 25%	32 32%	38 13% a	
4	83 21%	81 27%	8 8% b	81 27%	
3	75 19%	72 24%	11 11% b	73 24%	
2	36 9%	26 9%	11 11%	41 14%	
1 - not at all likely	93 24%	44 15%	37 37% b	64 21%	
mean:	3.2	3.4	2.9 b	3.0 a	
standard error:	0.07	0.08	0.17	0.08	
no answer	3 1%	2 1%	0 0%	3 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 052 page 1

### Likelihood of Using/Purchasing Ancillary Services: Laundry Soap Sold Over the Counter

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
LAUNDRY SOAP SOLD OVER THE COUNTER					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	101 26%	73 24%	35 35% b	34 11% a	
4	90 23%	89 30%	11 11% b	77 26%	
3	74 19%	63 21%	9 9% b	79 26% a	
2	32 8%	19 6%	11 11%	46 15% a	
1 - not at all likely	88 22%	48 16%	32 32% b	59 20%	
mean:	3.2	3.4	3.1	2.9 a	
standard error:	0.07	0.08	0.17	0.08	
no answer	9 2%	7 2%	1 1%	5 2%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 053 page 1

### Likelihood of Using/Purchasing Ancillary Services: Lottery Tickets

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
LOTTERY TICKETS					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	75 19%	57 19%	24 24%	28 9% a	
4	68 17%	67 22%	8 8% b	47 16%	
3	72 18%	67 22%	10 10% b	68 23%	
2	44 11%	34 11%	11 11%	42 14%	
1 - not at all likely	130 33%	72 24%	45 45% b	113 38%	
mean:	2.8	3.0	2.5 b	2.4 a	
standard error:	0.08	0.08	0.17	0.08	
no answer	4 1%	2 1%	1 1%	2 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 054 page 1

### Likelihood of Using/Purchasing Ancillary Services: Phone Cards

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
PHONE CARDS					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	47 12%	33 11%	21 21% b	11 4% a	
4	49 12%	53 18%	6 6% b	11 4% a	
3	54 14%	47 16%	11 11%	44 15%	
2	58 15%	50 17%	10 10%	54 18%	
1 - not at all likely	181 46%	113 38%	50 51% b	178 59% a	
mean:	2.3	2.5	2.4	1.7 a	
standard error:	0.07	0.08	0.17	0.06	
no answer	4 1%	3 1%	1 1%	2 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 055 page 1

### Likelihood of Using/Purchasing Ancillary Services: Soda or Snacks from a Vending Machine

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
SODA OR SNACKS FROM A VENDING MACHINE					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	108 28%	90 30%	28 28%	84 28%	
4	111 28%	100 33%	10 10% b	90 30%	
3	67 17%	55 18%	14 14%	67 22%	
2	28 7%	20 7%	9 9%	27 9%	
1 - not at all likely	78 20%	33 11%	38 38% b	27 9% a	
mean:	3.4	3.7	2.8 b	3.6	
standard error:	0.07	0.07	0.17	0.07	
no answer	1 0%	1 0%	0 0%	5 2%	



# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 056 page 1

### Likelihood of Using/Purchasing Ancillary Services: Tanning Beds

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
TANNING BEDS					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	49 13%	32 11%	19 19% b	16 5% a	
4	33 8%	41 14%	4 4% b	18 6%	
3	38 10%	40 13%	6 6% b	22 7%	
2	30 8%	33 11%	6 6%	46 15% a	
1 - not at all likely	240 61%	151 51%	63 64% b	195 65%	
mean:	2.0	2.2	2.1	1.7 a	
standard error:	0.08	0.08	0.16	0.07	
no answer	2 1%	2 1%	1 1%	3 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 057 page 1

### Likelihood of Using/Purchasing Ancillary Services: Video Games

15. How likely would your household be to use or purchase each of these services if you were at a self-service laundromat and they were available?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
VIDEO GAMES					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - very likely	76 19%	67 22%	21 21%	28 9% a	
4	45 12%	62 21%	2 2% b	37 12%	
3	56 14%	51 17%	6 6% b	64 21% a	
2	51 13%	37 12%	8 8%	52 17%	
1 - not at all likely	163 42%	79 26%	62 63% b	116 39%	
mean:	2.5	3.0	2.1 b	2.4	
standard error:	0.08	0.09	0.16	0.08	
no answer	2 0%	3 1%	0 0%	3 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 058 page 1

### Factors Influencing Decision About Which Laundromat to Use: Influences Summary

16. If you moved and needed to choose a new self-service laundromat, how much would each of the following factors influence your decision about which one to use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
INFLUENCES SUMMARY (rated 4 or 5 on a 5-point scale where 5 = influence very much and 1 = not influence at all)					
tabulated responses	393	299	99	300	
weighted base: regular customers or users (multiple answers)	393 100%	299 100%	99 100%	300 100%	
your feeling of safety and security	326 83%	251 84%	77 78%	265 88% a	
the laundromat's cleanliness	324 83%	243 81%	81 82%	262 87%	
having enough machines available when you need them	323 82%	243 81%	80 81%	275 92% a	
price	316 80%	248 83%	74 75%	255 85%	
the distance from your home	306 78%	237 79%	74 75%	256 85% a	
the hours it's open	305 78%	235 79%	75 76%	256 85% a	
having big machines	304 77%	226 76%	71 72%	249 83%	
having available parking	287 73%	228 76%	65 66% b	256 85% a	
having an attendant on duty	219 56%	164 55%	59 60%	173 58%	
indicated at least one	373 95%	280 94%	96 97%	289 96%	
indicated none	20 5%	19 6%	3 3%	11 4%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 059 page 1

### Factors Influencing Decision About Which Laundromat to Use: Does Not Influence Summary

16. If you moved and needed to choose a new self-service laundromat, how much would each of the following factors influence your decision about which one to use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
DOES NOT INFLUENCE SUMMARY (rated 1 or 2 on a 5-point scale where 5 = influence very much and 1 = not influence at all)					
tabulated responses	393	299	99	300	
weighted base: regular customers or users (multiple answers)	393 100%	299 100%	99 100%	300 100%	
having an attendant on duty	93 24%	59 20%	29 29% b	46 15% a	
having available parking	54 14%	29 10%	23 23% b	15 5% a	
the distance from your home	44 11%	23 8%	19 19% b	10 3% a	
your feeling of safety and security	39 10%	18 6%	18 18% b	5 2% a	
price	38 10%	18 6%	17 17% b	7 2% a	
having big machines	37 9%	18 6%	19 19% b	10 3% a	
the hours it's open	37 9%	19 6%	15 15% b	6 2% a	
having enough machines available when you need them	34 9%	20 7%	14 14% b	5 2% a	
the laundromat's cleanliness	33 8%	20 7%	13 13% b	7 2% a	
indicated at least one	140 36%	85 28%	49 49% b	71 24% a	
indicated none	253 64%	214 72%	50 51% b	229 76% a	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 060 page 1

### Factors Influencing Decision About Which Laundromat to Use: Mean Summary

16. If you moved and needed to choose a new self-service laundromat, how much would each of the following factors influence your decision about which one to use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
MEAN SUMMARY (5 = influence very much; 1 = not influence at all)					
base: regular customers or users rating each					
having enough machines available when you need them	4.3	4.3	4.3	4.6 a	
your feeling of safety and security	4.3	4.3	4.2	4.5 a	
the laundromat's cleanliness	4.3	4.3	4.4	4.5 a	
price	4.2	4.3	4.0 b	4.4 a	
the distance from your home	4.2	4.2	4.0	4.3	
the hours it's open	4.2	4.2	4.1	4.4 a	
having big machines	4.1	4.1	4.0	4.3 a	
having available parking	4.0	4.1	3.8	4.3 a	
having an attendant on duty	3.5	3.5	3.5	3.6	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 061 page 1

### Factors Influencing Decision About Which Laundromat to Use: Having An Attendant on Duty

16. If you moved and needed to choose a new self-service laundromat, how much would each of the following factors influence your decision about which one to use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
HAVING AN ATTENDANT ON DUTY					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - influence very much	128 32%	80 27%	45 45% b	92 31%	
4	91 23%	84 28%	14 14% b	81 27%	
3	80 20%	75 25%	11 11% b	78 26%	
2	35 9%	22 7%	8 8%	18 6%	
1 - not influence at all	58 15%	37 12%	21 21% b	28 9% a	
mean:	3.5	3.5	3.5	3.6	
standard error:	0.07	0.08	0.16	0.07	
no answer	2 0%	1 0%	0 0%	3 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 062 page 1

### Factors Influencing Decision About Which Laundromat to Use: Having Available Parking

16. If you moved and needed to choose a new self-service laundromat, how much would each of the following factors influence your decision about which one to use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
HAVING AVAILABLE PARKING					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - influence very much	187 48%	133 44%	57 58% b	162 54%	
4	100 25%	95 32%	8 8% b	94 31%	
3	51 13%	42 14%	10 10%	27 9%	
2	12 3%	14 5%	2 2%	9 3%	
1 - not influence at all	42 11%	15 5%	21 21% b	6 2% a	
mean:	4.0	4.1	3.8	4.3 a	
standard error:	0.06	0.06	0.17	0.05	
no answer	1 0%	0 0%	1 1%	2 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 063 page 1

### Factors Influencing Decision About Which Laundromat to Use: Having Enough Machines Available When You Need Them

16. If you moved and needed to choose a new self-service laundromat, how much would each of the following factors influence your decision about which one to use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
HAVING ENOUGH MACHINES AVAILABLE WHEN YOU NEED THEM					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - influence very much	251 64%	177 59%	71 72% b	195 65%	
4	72 18%	66 22%	9 9% b	80 27% a	
3	36 9%	36 12%	5 5% b	18 6%	
2	9 2%	10 3%	1 1%	2 1%	
1 - not influence at all	26 7%	10 3%	13 13% b	3 1% a	
mean:	4.3	4.3	4.3	4.6 a	
standard error:	0.06	0.06	0.14	0.04	
no answer	0 0%	0 0%	0 0%	2 1%	



# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 064 page 1

### Factors Influencing Decision About Which Laundromat to Use: Having Big Machines

16. If you moved and needed to choose a new self-service laundromat, how much would each of the following factors influence your decision about which one to use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
HAVING BIG MACHINES					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - influence very much	207 53%	138 46%	61 62% b	164 55%	
4	97 25%	88 29%	10 10% b	85 28%	
3	51 13%	54 18%	9 9% b	38 13%	
2	9 2%	8 3%	2 2%	6 2%	
1 - not influence at all	28 7%	10 3%	17 17% b	4 1% a	
mean:	4.1	4.1	4.0	4.3 a	
standard error:	0.06	0.06	0.15	0.05	
no answer	1 0%	1 0%	0 0%	3 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 065 page 1

### Factors Influencing Decision About Which Laundromat to Use: The Distance from Your Home

16. If you moved and needed to choose a new self-service laundromat, how much would each of the following factors influence your decision about which one to use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
THE DISTANCE FROM YOUR HOME					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - influence very much	227 58%	161 54%	63 64%	161 54%	
4	80 20%	76 25%	11 11% b	95 32% a	
3	42 11%	37 12%	6 6%	32 11%	
2	17 4%	16 5%	3 3%	5 2% a	
1 - not influence at all	26 7%	7 2%	16 16% b	5 2% a	
mean:	4.2	4.2	4.0	4.3	
standard error:	0.06	0.06	0.15	0.05	
no answer	1 0%	2 1%	0 0%	2 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 066 page 1

### Factors Influencing Decision About Which Laundromat to Use: Price

16. If you moved and needed to choose a new self-service laundromat, how much would each of the following factors influence your decision about which one to use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
PRICE					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - influence very much	224 57%	169 57%	57 58%	171 57%	
4	92 23%	79 26%	17 17%	84 28%	
3	37 9%	33 11%	6 6%	36 12%	
2	11 3%	10 3%	3 3%	5 2%	
1 - not influence at all	27 7%	8 3%	14 14% b	2 1% a	
mean:	4.2	4.3	4.0 b	4.4 a	
standard error:	0.06	0.06	0.15	0.05	
no answer	3 1%	0 0%	2 2% b	2 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 067 page 1

### Factors Influencing Decision About Which Laundromat to Use: The Hours It's Open

16. If you moved and needed to choose a new self-service laundromat, how much would each of the following factors influence your decision about which one to use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
THE HOURS IT'S OPEN					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - influence very much	217 55%	158 53%	60 61%	157 52%	
4	89 23%	77 26%	15 15% b	99 33% a	
3	48 12%	45 15%	7 7% b	37 12%	
2	12 3%	8 3%	3 3%	4 1%	
1 - not influence at all	25 6%	11 4%	12 12% b	2 1% a	
mean:	4.2	4.2	4.1	4.4 a	
standard error:	0.06	0.06	0.14	0.05	
no answer	3 1%	0 0%	2 2% b	1 0%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 068 page 1

### Factors Influencing Decision About Which Laundromat to Use: The Laundromat's Cleanliness

16. If you moved and needed to choose a new self-service laundromat, how much would each of the following factors influence your decision about which one to use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
THE LAUNDROMAT'S CLEANLINESS					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - influence very much	239 61%	159 53%	77 78% b	184 61%	
4	85 22%	84 28%	4 4% b	78 26%	
3	34 9%	35 12%	5 5%	29 10%	
2	11 3%	11 4%	3 3%	4 1%	
1 - not influence at all	23 6%	9 3%	10 10% b	3 1% a	
mean:	4.3	4.3	4.4	4.5 a	
standard error:	0.06	0.06	0.13	0.05	
no answer	1 0%	1 0%	0 0%	2 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 069 page 1

### Factors Influencing Decision About Which Laundromat to Use: Your Feeling of Safety and Security

16. If you moved and needed to choose a new self-service laundromat, how much would each of the following factors influence your decision about which one to use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
YOUR FEELING OF SAFETY AND SECURITY					
tabulated responses	393	299	99	300	
weighted base: regular customers or users	393 100%	299 100%	99 100%	300 100%	
5 - influence very much	253 64%	177 59%	72 73% b	204 68%	
4	73 19%	74 25%	5 5% b	61 20%	
3	27 7%	29 10%	4 4%	28 9%	
2	9 2%	8 3%	2 2%	2 1%	
1 - not influence at all	30 8%	10 3%	16 16% b	3 1% a	
mean:	4.3	4.3	4.2	4.5 a	
standard error:	0.06	0.06	0.15	0.04	
no answer	0 0%	1 0%	0 0%	2 1%	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 070 page 1

### Primary Reason Homeowners Use a Laundromat

17. Which of these best describes the primary reason your household uses a self-service laundromat?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	149	147	2	189	
weighted base: regular customers or users who are homeowners	134 100%	147 100%	2 100%	189 100%	
you need to use a large capacity washer or dryer for bigger items	64 48%	70 48%	0 0%	145 77% a	
the laundry machines at home are not working	27 20%	28 19%	0 0%	28 15%	
you can get laundry done faster at the laundromat	20 15%	26 18%	0 0%	7 4% a	
you do not have laundry machines at home	11 8%	12 8%	2 100%	4 2% a	
other	3 2%	2 1%	0 0%	4 2%	
no answer	10 7%	9 6%	0 0%	1 1% a	

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 071 page 1

### Awareness of Wash-Dry-Fold Services: Drop-Off

18. Did you know that many laundromats have wash-dry-fold services where you can drop off your laundry and they will do it for you?

	-----REGULAR CUSTOMERS-----			USERS	NON- USERS
	Weighted Total	online	phone		
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393	299	99	300	301
	100%	100%	100%	100%	100%
yes	270	198	71	167	151
	69%	66%	72%	56%	50%
				a	a
no	122	99	28	128	149
	31%	33%	28%	43%	50%
				a	a
no answer	1	2	0	5	1
	0%	1%	0%	2%	0%
				a	



# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 072 page 1

### Awareness of Wash-Dry-Fold Services: Pick-up and Delivery

19. Did you know that some laundromats will pick up your laundry from your home, wash, dry, and fold it, then deliver it back to you?

	-----REGULAR CUSTOMERS-----				
	Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
yes	113 29%	89 30%	33 33%	57 19% a	46 15% a
no	275 70%	206 69%	65 66%	236 79% a	253 84% a
no answer	5 1%	4 1%	1 1%	7 2%	2 1%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 073 page 1

### Likelihood of Using Service: Likely Summary

20. Assuming it were available for a reasonable price near your home, how likely would your household be to use each of the following at least occasionally?

	-----REGULAR CUSTOMERS-----				
	Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
<b>LIKELY SUMMARY</b> (rated 4 or 5 on a 5-point scale where 5 = very likely and 1 = not at all likely)					
tabulated responses	393	299	99	300	301
weighted base: all respondents (multiple answers)	393 100%	299 100%	99 100%	300 100%	301 100%
wash-dry-fold laundry drop off service	172 44%	145 48%	40 40%	95 32% a	48 16% ad
pick up and delivery laundry service	167 43%	139 46%	41 41%	92 31% a	51 17% ad
indicated at least one	195 50%	167 56%	45 45%	117 39% a	59 20% ad
indicated none	198 50%	132 44%	54 55%	183 61% a	242 80% ad

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 074 page 1

### Likelihood of Using Service: Not Likely Summary

20. Assuming it were available for a reasonable price near your home, how likely would your household be to use each of the following at least occasionally?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
NOT LIKELY SUMMARY (rated 1 or 2 on a 5-point scale where 5 = very likely and 1 = not at all likely)					
tabulated responses	393	299	99	300	301
weighted base: all respondents (multiple answers)	393 100%	299 100%	99 100%	300 100%	301 100%
pick up and delivery laundry service	159 41%	101 34%	44 44%	128 43%	196 65% ad
wash-dry-fold laundry drop off service	146 37%	94 31%	42 42% b	120 40%	192 64% ad
indicated at least one	173 44%	114 38%	47 47%	143 48%	203 67% ad
indicated none	220 56%	185 62%	52 53%	157 52%	98 33% ad

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 075 page 1

### Likelihood of Using Service: Mean Summary

20. Assuming it were available for a reasonable price near your home, how likely would your household be to use each of the following at least occasionally?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
MEAN SUMMARY (5 = very likely; 1 = not at all likely)					
base: those rating each					
wash-dry-fold laundry drop off service	3.1	3.3	3.0	2.8 a	2.1 ad
pick up and delivery laundry service	3.0	3.2	2.9	2.8 a	2.1 ad

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 076 page 1

### Likelihood of Using Service: Wash-Dry-Fold Laundry Drop Off Service

20. Assuming it were available for a reasonable price near your home, how likely would your household be to use each of the following at least occasionally?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
WASH-DRY-FOLD LAUNDRY DROP OFF SERVICE					
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
5 - very likely	116 30%	85 28%	35 35%	44 15% a	21 7% ad
4	56 14%	60 20%	5 5% b	51 17%	27 9% ad
3	75 19%	60 20%	17 17%	79 26% a	60 20%
2	42 11%	35 12%	5 5%	51 17% a	38 13%
1 - not at all likely	104 26%	59 20%	37 37% b	69 23%	154 51% ad
mean:	3.1	3.3	3.0	2.8 a	2.1 ad
standard error:	0.08	0.09	0.18	0.08	0.08
no answer	0 0%	0 0%	0 0%	6 2% a	1 0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 077 page 1

### Likelihood of Using Service: Pick Up and Delivery Laundry Service

20. Assuming it were available for a reasonable price near your home, how likely would your household be to use each of the following at least occasionally?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
PICK UP AND DELIVERY LAUNDRY SERVICE					
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
5 - very likely	108 28%	79 26%	32 32%	50 17% a	25 8% ad
4	59 15%	60 20%	9 9% b	42 14%	26 9% ad
3	66 17%	58 19%	14 14%	78 26% a	53 18% d
2	53 14%	39 13%	8 8%	52 17%	39 13%
1 - not at all likely	106 27%	62 21%	36 36% b	76 25%	157 52% ad
mean:	3.0	3.2	2.9	2.8 a	2.1 ad
standard error:	0.08	0.09	0.17	0.08	0.08
no answer	0 0%	1 0%	0 0%	2 1%	1 0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 078 page 1

### Online Tools Used: Summary

21. Which of these online tools do you use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
SUMMARY					
tabulated responses	393	299	99		
weighted base: regular customers (multiple answers)	393 100%	299 100%	99 100%		
email	322 82%	291 97%	40 40% b		
Facebook	269 68%	245 82%	33 33% b		
Twitter	142 36%	146 49%	5 5% b		
Foursquare	29 7%	35 12%	3 3% b		
indicated at least one	331 84%	296 99%	44 44% b		
indicated none	62 16%	3 1%	55 56% b		

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 079 page 1

Online Tools Used: Email

21. Which of these online tools do you use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
EMAIL					
tabulated responses	393	299	99		
weighted base: regular customers	393 100%	299 100%	99 100%		
use	322 82%	291 97%	40 40% b		
do not use	68 17%	7 2%	57 58% b		
no answer	3 1%	1 0%	2 2%		



# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 080 page 1

Online Tools Used: Facebook

21. Which of these online tools do you use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
FACEBOOK					
tabulated responses	393	299	99		
weighted base: regular customers	393 100%	299 100%	99 100%		
use	269 68%	245 82%	33 33% b		
do not use	122 31%	54 18%	63 64% b		
no answer	3 1%	0 0%	3 3% b		

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 081 page 1

Online Tools Used: Foursquare

21. Which of these online tools do you use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
FOURSQUARE					
tabulated responses	393	299	99		
weighted base: regular customers	393 100%	299 100%	99 100%		
use	29 7%	35 12%	3 3% b		
do not use	341 87%	253 85%	82 83%		
no answer	23 6%	11 4%	14 14% b		

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 082 page 1

Online Tools Used: Twitter

21. Which of these online tools do you use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
TWITTER					
tabulated responses	393	299	99		
weighted base: regular customers	393 100%	299 100%	99 100%		
use	142 36%	146 49%	5 5% b		
do not use	246 63%	149 50%	91 92% b		
no answer	5 1%	4 1%	3 3%		

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 083 page 1

### Electronic Devices Owned/Used: Summary

22. Which of the following electronic devices do you have or use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
SUMMARY					
tabulated responses	393	299	99		
weighted base: regular customers (multiple answers)	393 100%	299 100%	99 100%		
desktop computer	262 67%	237 79%	42 42% b		
laptop	261 66%	242 81%	29 29% b		
smart phone	217 55%	211 71%	22 22% b		
tablet	158 40%	165 55%	13 13% b		
indicated at least one	346 88%	298 100%	55 56% b		
indicated none	47 12%	1 0%	44 44% b		

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 084 page 1

### Electronic Devices Owned/Used: Desktop Computer

22. Which of the following electronic devices do you have or use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
DESKTOP COMPUTER					
tabulated responses	393	299	99		
weighted base: regular customers	393 100%	299 100%	99 100%		
have/use	262 67%	237 79%	42 42% b		
do not have/use	130 33%	61 20%	57 58% b		
no answer	1 0%	1 0%	0 0%		

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 085 page 1

### Electronic Devices Owned/Used: Laptop

22. Which of the following electronic devices do you have or use?

	-----REGULAR CUSTOMERS-----			USERS	NON- USERS
	Weighted Total	online	phone		
	a	b	c	d	e
LAPTOP					
tabulated responses	393	299	99		
weighted base: regular customers	393 100%	299 100%	99 100%		
have/use	261 66%	242 81%	29 29% b		
do not have/use	128 33%	54 18%	69 70% b		
no answer	4 1%	3 1%	1 1%		

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 086 page 1

### Electronic Devices Owned/Used: Tablet

22. Which of the following electronic devices do you have or use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
TABLET					
tabulated responses	393	299	99		
weighted base: regular customers	393 100%	299 100%	99 100%		
have/use	158 40%	165 55%	13 13% b		
do not have/use	232 59%	130 43%	85 86% b		
no answer	3 1%	4 1%	1 1%		

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 087 page 1

### Electronic Devices Owned/Used: Smart Phone

22. Which of the following electronic devices do you have or use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
SMART PHONE					
tabulated responses	393	299	99		
weighted base: regular customers	393 100%	299 100%	99 100%		
have/use	217 55%	211 71%	22 22% b		
do not have/use	170 43%	82 27%	75 76% b		
no answer	7 2%	6 2%	2 2%		



# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 088 page 1

### Search Method Most Likely to Use to Find a New Laundromat

23. If you moved and needed to find a new laundromat, what search method would you be most likely to use?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	393	299	99		
weighted base: regular customers	393 100%	299 100%	99 100%		
an online search engine or directory like Google, Yahoo, Yelp, or Merchant Circle	153 39%	136 45%	20 20% b		
yellow pages	66 17%	34 11%	27 27% b		
asking someone in person	60 15%	38 13%	25 25% b		
driving around until you find one	46 12%	33 11%	12 12%		
a GPS on a smart phone or in-car device	42 11%	39 13%	7 7%		
asking on social media	12 3%	14 5%	1 1%		
other	8 2%	2 1%	3 3%		
no answer	7 2%	3 1%	4 4% b		

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 089 page 1

### Proportion With a Credit/Debit Card

24. Do you have a credit or debit card?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	393	299	99		
weighted base: regular customers	393 100%	299 100%	99 100%		
yes	332 84%	277 93%	62 63% b		
no	59 15%	19 6%	36 36% b		
no answer	2 1%	3 1%	1 1%		

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 090 page 1

### Proportion Who Would Use Credit/Debit Card at Laundromat

25. If the option were available, would you use a credit or debit card to pay at the laundromat?

	-----REGULAR CUSTOMERS----- Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	393	299	99		
weighted base: regular customers	393 100%	299 100%	99 100%		
yes	240 61%	222 74%	30 30% b		
no	92 23%	57 19%	31 31% b		
do not have a credit or debit card	59 15%	19 6%	36 36% b		
no answer	2 1%	1 0%	2 2%		

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 091 page 1

### Number of People in Household

26. How many people live in your household, including yourself?

	-----REGULAR CUSTOMERS-----			USERS	NON- USERS
	Weighted Total	online	phone		
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393	299	99	300	301
	100%	100%	100%	100%	100%
5 or more	39	27	6	44	32
	10%	9%	6%	15%	11%
4	43	42	5	44	65
	11%	14%	5%	15%	22%
			b		ad
3	60	59	8	55	55
	15%	20%	8%	18%	18%
			b		
2	104	84	17	107	99
	27%	28%	17%	36%	33%
			b	a	
1	145	87	60	45	50
	37%	29%	61%	15%	17%
			b	a	a
mean:	2.3	2.5	1.8	2.8	2.8
			b	a	a
standard error:	0.07	0.07	0.12	0.08	0.07
median:	2	2	1	2	3
no answer	1	0	3	5	0
	0%	0%	3%	2%	0%
			b		d

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 092 page 1

### Age

27. Into which category does your age fall?

	-----REGULAR CUSTOMERS-----				
	Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
85 or older	7 2%	1 0%	7 7% b	0 0% a	1 0%
75 to 84	14 4%	2 1%	13 13% b	3 1% a	3 1% a
65 to 74	34 9%	8 3%	23 23% b	25 8%	20 7%
55 to 64	60 15%	22 7%	14 14% b	74 25% a	61 20%
45 to 54	68 17%	57 19%	15 15%	67 22%	69 23%
35 to 44	60 15%	55 18%	11 11%	41 14%	55 18%
25 to 34	85 22%	104 35%	7 7% b	60 20%	67 22%
18 to 24	64 16%	50 17%	4 4% b	29 10% a	25 8% a
under 18	0 0%	0 0%	0 0%	0 0%	0 0%
mean:	44.5	38.0	59.3 b	46.3	45.1
standard error:	0.87	0.77	1.85	0.87	0.84
median:	43	35	62	48	45
no answer	0 0%	0 0%	5 5% b	1 0%	0 0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 093 page 1

### Household Income

28. Considering all sources, approximately what was your household's total 2012 income before taxes?

	-----REGULAR CUSTOMERS-----				NON- USERS
	Weighted Total	online	phone	USERS	
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
\$100,000 or more	23 6%	19 6%	5 5%	35 12% a	30 10% a
\$75,000 to less than \$100,000	32 8%	32 11%	3 3% b	34 11%	45 15% a
\$50,000 to less than \$75,000	51 13%	54 18%	5 5% b	58 19% a	73 24% a
\$40,000 to less than \$50,000	40 10%	33 11%	5 5%	29 10%	31 10%
\$30,000 to less than \$40,000	41 11%	43 14%	6 6% b	50 17% a	44 15%
\$20,000 to less than \$30,000	60 15%	53 18%	7 7% b	47 16%	38 13%
\$10,000 to less than \$20,000	57 14%	37 12%	14 14%	25 8% a	22 7% a
less than \$10,000	60 15%	26 9%	26 26% b	20 7% a	17 6% a
mean (thousands):	\$39.7	\$44.5	\$30.4 b	\$50.0 a	\$52.9 a
standard error:	\$1.46	\$1.59	\$3.32	\$1.68	\$1.62
median:	\$31.0	\$37.6	\$16.9	\$42.3	\$49.5
no answer	29 7%	2 1%	28 28% b	2 1% a	1 0% a

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 094 page 1

### Gender

29. What is your gender?

	-----REGULAR CUSTOMERS-----			USERS	NON- USERS
	Weighted Total	online	phone		
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393	299	99	300	301
	100%	100%	100%	100%	100%
female	282	133	73	172	222
	72%	44%	74%	57%	74%
			b	a	d
male	111	166	26	127	78
	28%	56%	26%	42%	26%
			b	a	d
no answer	0	0	0	1	1
	0%	0%	0%	0%	0%

# Coin Laundry Association

## 2013 Laundry Customer Survey

TABLE 095 page 1

### Survey Method

	-----REGULAR CUSTOMERS-----				
	Weighted Total	online	phone	USERS	NON- USERS
	a	b	c	d	e
tabulated responses	393	299	99	300	301
weighted base: all respondents	393 100%	299 100%	99 100%	300 100%	301 100%
phone	107 27%	0 0%	99 100% b	0 0% a	0 0% a
online panel	286 73%	299 100%	0 0% b	300 100% a	301 100% a





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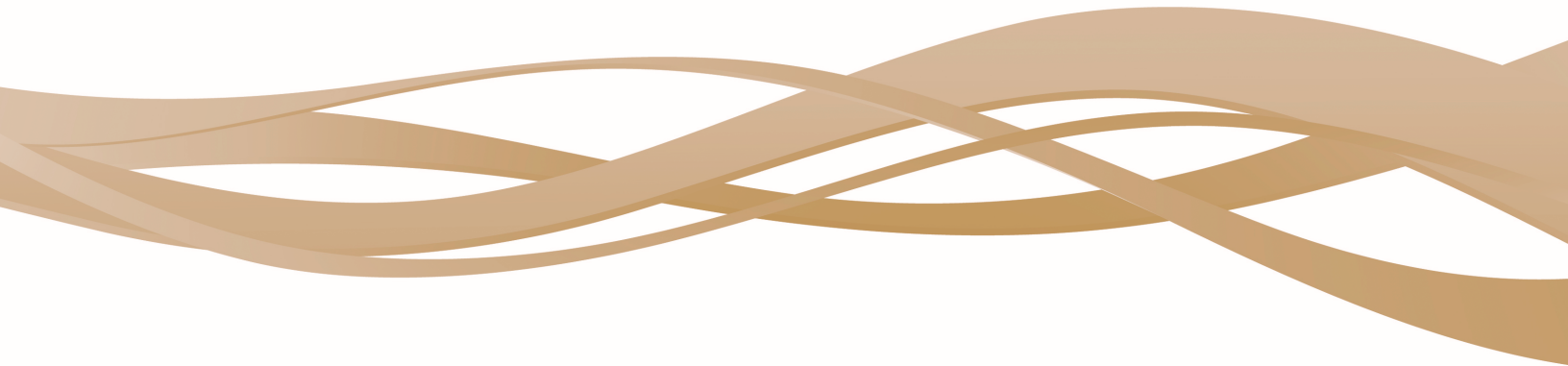
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# Renters Survey- Supplement



# Coin Laundry Association 2013 Renters Survey

**\*\*Topline Results\*\*** 10/24/13

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# Coin Laundry Association

## 2013 Renters Survey

This is a follow-up to a project executed by Readex for the Coin Laundry Association in the Spring of 2013 via web panel and phone survey. The primary purpose of this new effort was to quantify the percentage of renters who use self-service laundries.

The survey sample of 3,000 randomly-selected mailing addresses of single-family and multifamily rental households across the US was provided by InfoUSA. Readex divided the list into two randomly-selected samples: a test of 750 to judge the accuracy of the response rate estimate and the remaining 2,250.

The 1-page questionnaire (8.5" x 11" pages) with Spanish translation on the back was designed jointly by Coin Laundry Association and Readex. Materials production, addressing, mailing, and tabulation were all handled by Readex.

On August 23, 2013, Readex mailed survey kits to the 750 sample members in the test list. Each kit consisted of a personalized cover letter on Readex letterhead (with Spanish on back), signed by the research manager; the questionnaire; a \$1.00 incentive; and a business reply envelope addressed to Readex, all in an outgoing Readex envelope.

On September 17, the Coin Laundry Association approved distribution of the remaining 2,250 surveys, and on September 24, Readex mailed survey kits to that sample. These survey kits were similar to the test survey kits with the exception of an updated date on the cover letter.

The survey was closed for tabulation on October 21, 2013, with 363 responses combined between the test and main survey—a 12.1% response rate. Results are based on the 309 who indicated that their primary residence is rented. The margin of error for percentages based on 309 responses is  $\pm 5.6$  percentage points at the 95% confidence level.

As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond. In general, the higher the response rate, the lower the probability of estimation errors due to non-response and thus, the more stable the results.

## Coin Laundry Association 2013 Renters Survey

\*\*Topline Results\*\* 10/24/13

TABLE 001 page 1

### Usual Laundry Location/Method

1. How does your household usually do its laundry?

base: renters	309 100%
in your own living space (not a community/shared laundry room)	129 42%
in a community laundry room shared with others	122 39%
at a self-service laundromat	43 14%
using a drop-off laundry service	4 1%
other	2 1%
answered multiple	7 2%
no answer	2 1%

## Coin Laundry Association 2013 Renters Survey

\*\*Topline Results\*\* 10/24/13

TABLE 002 page 1

### Frequency of Self-Service Laundromat Use

2. About how often does your household use a self-service laundromat?

base: renters	309 100%
REGULAR CUSTOMERS:	157 51%
more than twice a week	12 4%
twice a week	26 8%
once a week	60 19%
once every 10 days	19 6%
once every 2 weeks	34 11%
once every 3 weeks	6 2%
USERS:	58 19%
once a month	9 3%
once every 2 - 3 months	6 2%
once every 4 - 5 months	3 1%
once every 6 months	13 4%
less often than once every 6 months	27 9%
NON-USERS: never	94 30%
no answer	0 0%

# Coin Laundry Association 2013 Renters Survey

\*\*Topline Results\*\* 10/24/13

TABLE 003 page 1

## Primary Residence

3. Which of the following best describes your primary residence?

base: renters	309 100%
rented: apartment, condo, etc.	284 92%
rented: single family home	25 8%
not rented (owned)	0 0%
other	0 0%
no answer	0 0%

## Coin Laundry Association 2013 Renters Survey

\*\*Topline Results\*\* 10/24/13

TABLE 004 page 1

### Number of People in Household

*4. How many people live in your household, including yourself?*

base: renters	309 100%
5 or more	13 4%
4	22 7%
3	40 13%
2	119 39%
1	112 36%
mean:	2.0
standard error:	0.06
median:	2
no answer	3 1%

## Coin Laundry Association 2013 Renters Survey

\*\*Topline Results\*\* 10/24/13

TABLE 005 page 1

### Amount Spent on Laundry Per Month

*5. About how much money would you estimate your household spends to do its laundry in a typical month, including detergent, water, utility costs, or laundromat charges, if applicable, but not including any money spent on dry cleaning?*

base: renters (fill-in answers)	309 100%
\$100 or more	25 8%
\$50 - \$99	63 20%
\$25 - \$49	89 29%
\$10 - \$24	98 32%
less than \$10	23 7%
mean:	\$39.3
standard error:	\$2.26
median:	\$30.0
no answer	11 4%



# Coin Laundry Association 2013 Renters Survey

\*\*Topline Results\*\* 10/24/13

TABLE 006 page 1

## Spanish Return

base: renters	309 100%
Spanish	16 5%
English	293 95%

## Coin Laundry Association 2013 Renters Survey

\*\*Topline Results\*\* 10/24/13

TABLE 007 page 1

### Geographic Distribution

base: renters	309 100%
NORTHEAST:	
New England (CT, MA, ME, NH, RI, VT)	16 5%
Middle Atlantic (NJ, NY, PA)	61 20%
MIDWEST:	
East North Central (IL, IN, MI, OH, WI)	43 14%
West North Central (IA, KS, MN, MO, NE, ND, SD)	22 7%
SOUTH:	
South Atlantic (DC, DE, FL, GA, MD, NC, PR/VI, SC, VA, WV)	45 15%
East South Central (AL, KY, MS, TN)	9 3%
West South Central (AR, LA, OK, TX)	27 9%
WEST:	
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	24 8%
Pacific (AK, CA, HI, OR, WA)	62 20%

## Coin Laundry Association 2013 Renters Survey

\*\*Topline Results\*\* 10/24/13

TABLE 008 page 1

### Household Income [Appended From List]

base: renters	309 100%
\$500,000 Plus	1 0%
\$400,000 - \$499,999	0 0%
\$300,000 - \$399,999	0 0%
\$250,000 - \$299,999	0 0%
\$200,000 - \$249,999	0 0%
\$175,000 - \$199,999	0 0%
\$150,000 - \$174,999	1 0%
\$125,000 - \$149,999	0 0%
\$100,000 - \$124,999	13 4%
\$90,000 - \$99,999	5 2%
\$80,000 - \$89,999	6 2%
\$70,000 - \$79,999	7 2%
\$60,000 - \$69,999	9 3%
\$50,000 - \$59,999	20 6%
\$40,000 - \$49,999	20 6%
\$30,000 - \$39,999	29 9%
\$20,000 - \$29,999	55 18%

## Coin Laundry Association 2013 Renters Survey

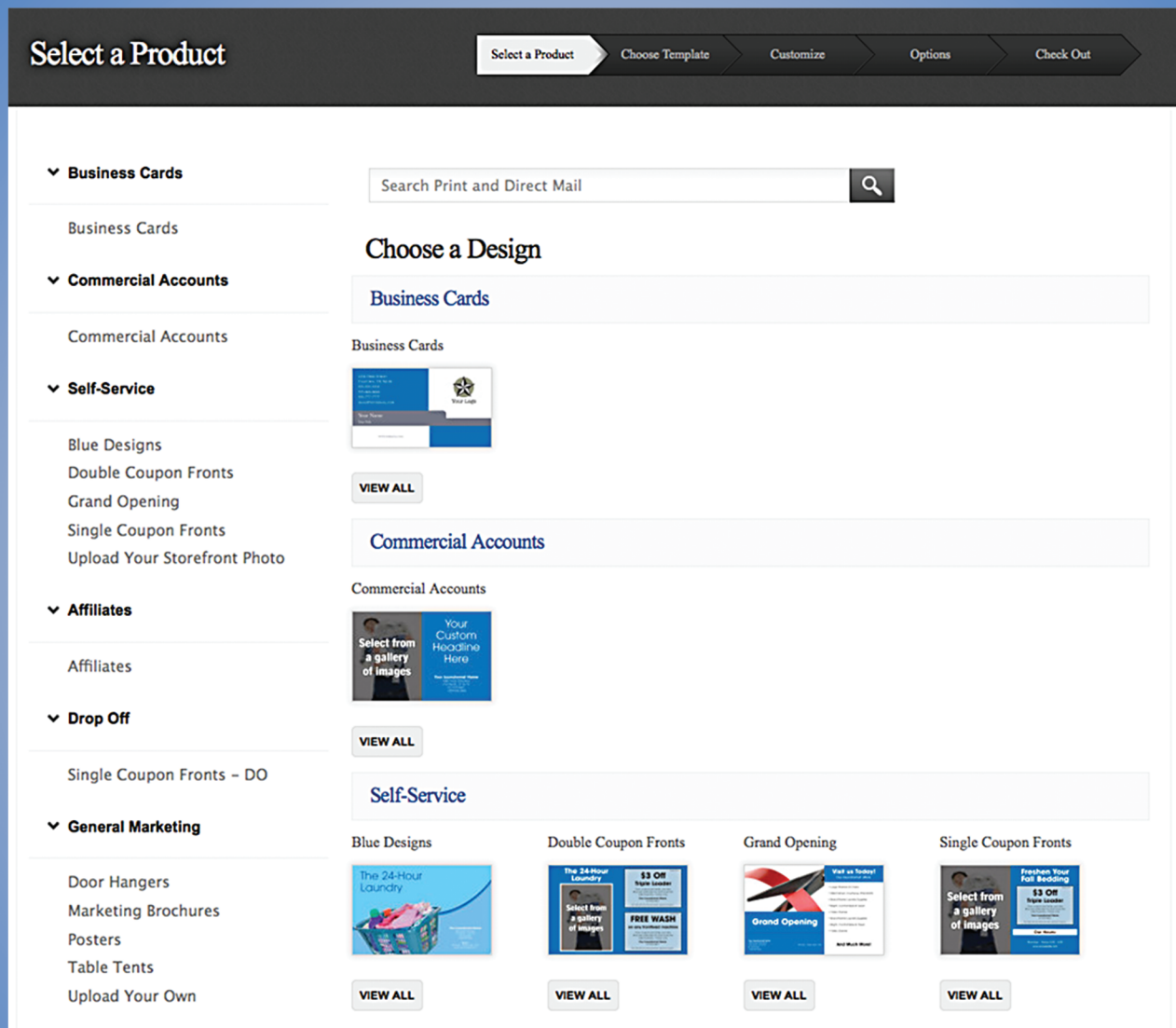
\*\*Topline Results\*\* 10/24/13

TABLE 008 page 2

### Household Income [Appended From List]

base: renters	309 100%
Under \$20,000	143 46%
mean (thousands):*	
standard error:*	
median:	\$22.0

\*Due to the high proportion of respondents answering in the bottom category, the sample mean and standard error cannot be meaningfully calculated.



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