



Take Another Look at Today's Laundromat Survey Comes Clean on Laundry Habits, Pet Peeves and More

Downers Grove, IL (August 1, 2005) – According to a nationwide laundry habits survey conducted by the Coin Laundry Association (CLA), Americans are spending way too much time on laundry. The survey found that those who have washers and dryers at home spend **50 percent more time on laundry per week** than those who don't.

Procter & Gamble (P&G) also has data that says American women are spending a majority of the week wringing and washing. P&G states that the **average American woman spends seven to nine hours on laundry per week**. On the other side of the coin, CLA estimates that the average retail self-service laundry customer spends **only one-and-a-half to two hours a week on laundry – a time savings of five to seven hours**.

Bigger is Faster

How does a coin laundry save time? With bigger machines!

"A typical home-style washer can handle one basket or up to 12 pounds of laundry whereas a 25-pound commercial-grade coin laundry machine can handle twice that, **slashing the time coin laundry customers spend on the weekly wash in half**," says Brian Wallace, chief executive officer for CLA.

Several coin laundries also feature **50- and 75- pound machines that can wash up to eight baskets of laundry per cycle**, making laundry day a **laundry hour**.

Wash-Dry-Fold

Today's coin laundries feature several ancillary services, such as wash-dry-fold, a laundry drop-off service that allows customers to drop the laundry off and pick it up all washed, dried and folded – just like mom used to do.

"Wash-dry-fold cuts the weekly laundry chore down to five minutes," says Wallace. "It's perfect for people crunched on time."

- more -

Laundry Pet Peeves

Folding and putting away laundry takes just as much time as washing and drying it. According to CLA's survey, **folding clothes is America's least favorite laundry task** with 20 percent of respondents saying they disliked this ubiquitous chore most. Respondents also said the following were high on their list of laundry pet peeves:

- carrying it up and down the stairs
- when the washer is finished before the dryer
- matching and folding socks

Still a Woman's Chore

In CLA's laundry habits survey, **70 percent of respondents** who said they were solely responsible for the household laundry chore **were women**. Only **eight percent said they shared the job equally**.

Hollywood Hangout

Even the rich and famous have to do laundry! In May, **Tyne Daly** was spotted at a coin laundry in Wyoming and **Eric Clapton** has been known to frequent coin laundries while on tour. When asked which celebrity's laundry they would most like to do, the majority of CLA's female survey respondents said **Brad Pitt**. The male respondents would prefer **Britney Spears'** laundry.

Progressive self-service laundry stores are not what you'd expect. Many feature anywhere from **1,000 to 9,000 square feet of space** and have several amenities, such as **flat-screen televisions, child-friendly playrooms and Internet access**. Some stores even offer **smart cards**. According to CLA, **nearly 1,500 of today's coin laundries use card technology**.

###

Established in 1960, the Coin Laundry Association (CLA) is a not-for-profit trade organization. From store owners to washer and dryer manufacturers and distributors, CLA boasts membership in all segments of the coin laundry business. Its mission is to provide education and service to the industry's entrepreneurs, protect their business interests and promote public awareness of the industry's exemplary services.