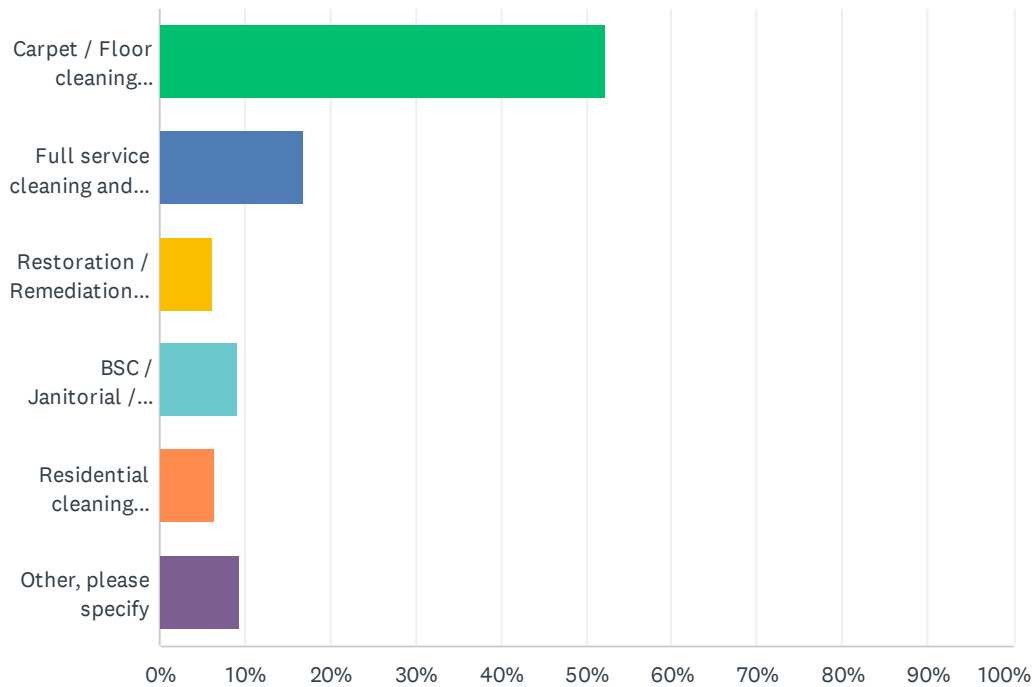


Q1 Which of the following best describes your PRIMARY business?

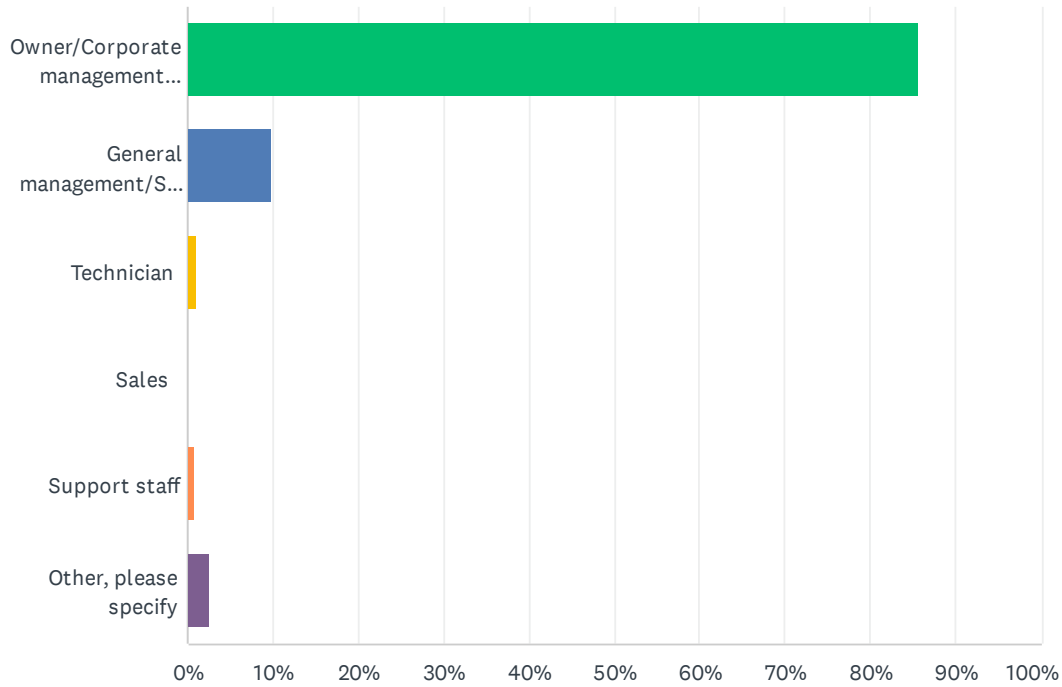
Answered: 459 Skipped: 0



ANSWER CHOICES	RESPONSES	
Carpet / Floor cleaning contractor	52.29%	240
Full service cleaning and restoration contractor	16.78%	77
Restoration / Remediation contractor	6.10%	28
BSC / Janitorial / Commercial cleaning contractor	9.15%	42
Residential cleaning contractor	6.32%	29
Other, please specify	9.37%	43
TOTAL		459

Q2 What is your role in the business?

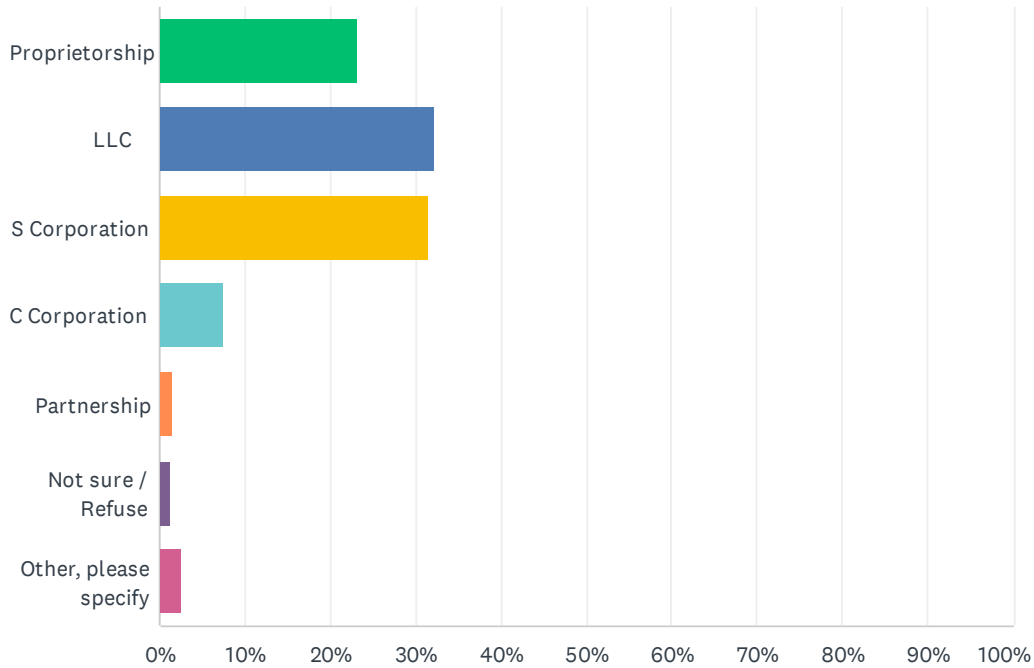
Answered: 459 Skipped: 0



ANSWER CHOICES	RESPONSES	
Owner/Corporate management (includes owner-operator)	85.62%	393
General management/Supervisor	9.80%	45
Technician	1.09%	5
Sales	0.00%	0
Support staff	0.87%	4
Other, please specify	2.61%	12
TOTAL		459

Q3 What is the current structure of your business?

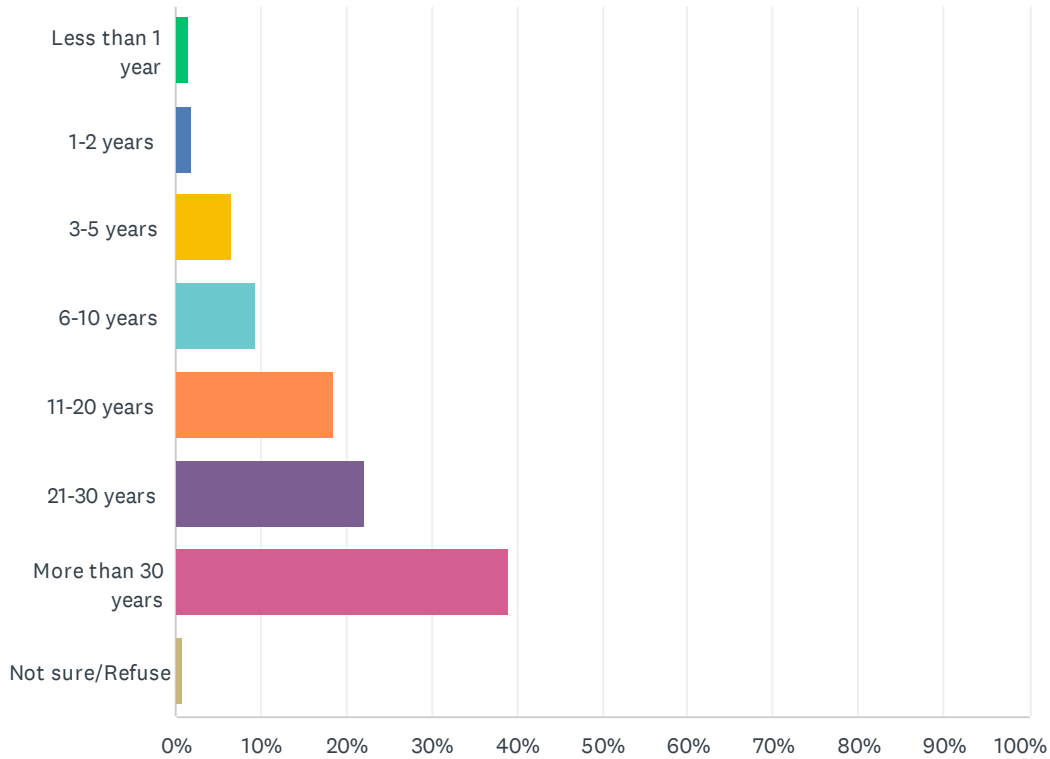
Answered: 459 Skipped: 0



ANSWER CHOICES	RESPONSES	
Proprietorship	23.31%	107
LLC	32.24%	148
S Corporation	31.59%	145
C Corporation	7.41%	34
Partnership	1.53%	7
Not sure / Refuse	1.31%	6
Other, please specify	2.61%	12
TOTAL		459

Q4 How many years has the business been in the carpet cleaning industry?

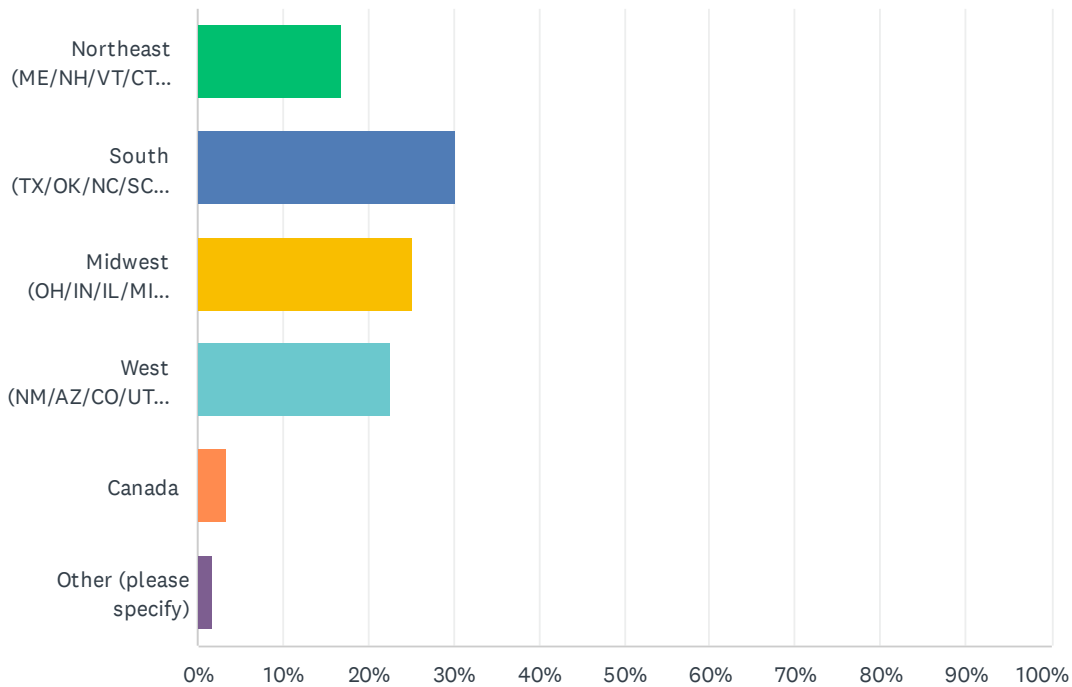
Answered: 459 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 1 year	1.53%	7
1-2 years	1.96%	9
3-5 years	6.54%	30
6-10 years	9.37%	43
11-20 years	18.52%	85
21-30 years	22.22%	102
More than 30 years	39.00%	179
Not sure/Refuse	0.87%	4
TOTAL		459

Q5 In which geographical region is your business based?

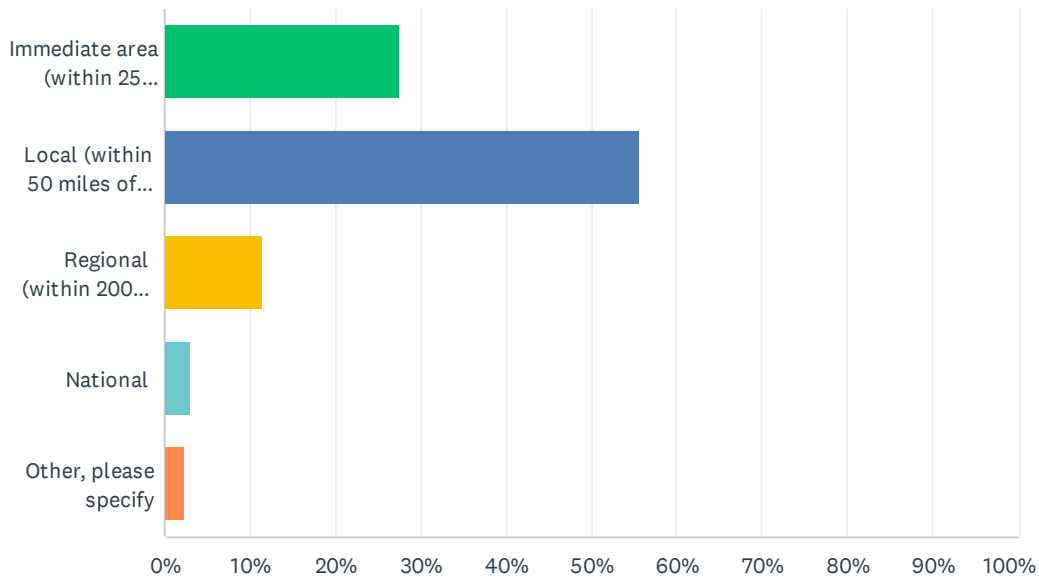
Answered: 459 Skipped: 0



ANSWER CHOICES	RESPONSES	
Northeast (ME/NH/VT/CT/MA/RI/NY/PA/NJ/DE/MD)	16.78%	77
South (TX/OK/NC/SC/GA/FL/TN/AL/MS/AR/LA/KY/WV/VA/DC)	30.28%	139
Midwest (OH/IN/IL/MI/WI/MN/ND/SD/IA/NE/KS/MO)	25.05%	115
West (NM/AZ/CO/UT/WY/MT/ID/WA/OR/NV/CA/AK/HI)	22.66%	104
Canada	3.49%	16
Other (please specify)	1.74%	8
TOTAL		459

Q6 What geographical area does the business service?

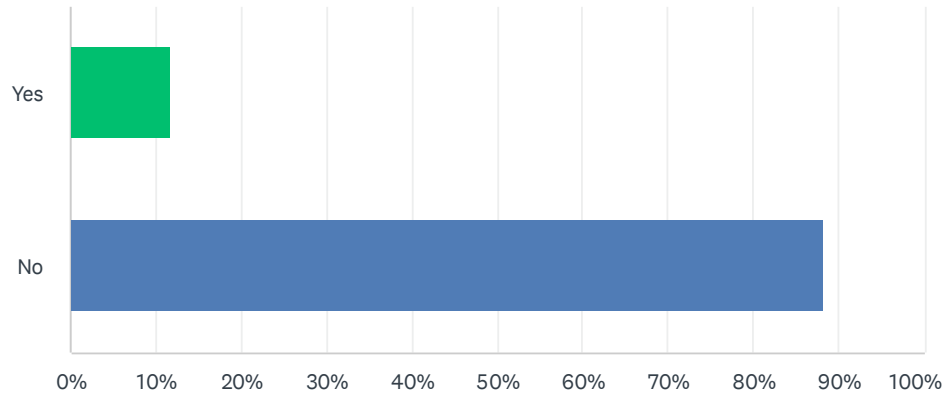
Answered: 459 Skipped: 0



ANSWER CHOICES	RESPONSES	
Immediate area (within 25 miles of headquarters)	27.45%	126
Local (within 50 miles of headquarters)	55.56%	255
Regional (within 200 miles of headquarters)	11.55%	53
National	3.05%	14
Other, please specify	2.40%	11
TOTAL		459

Q7 Is your business part of a franchise system?

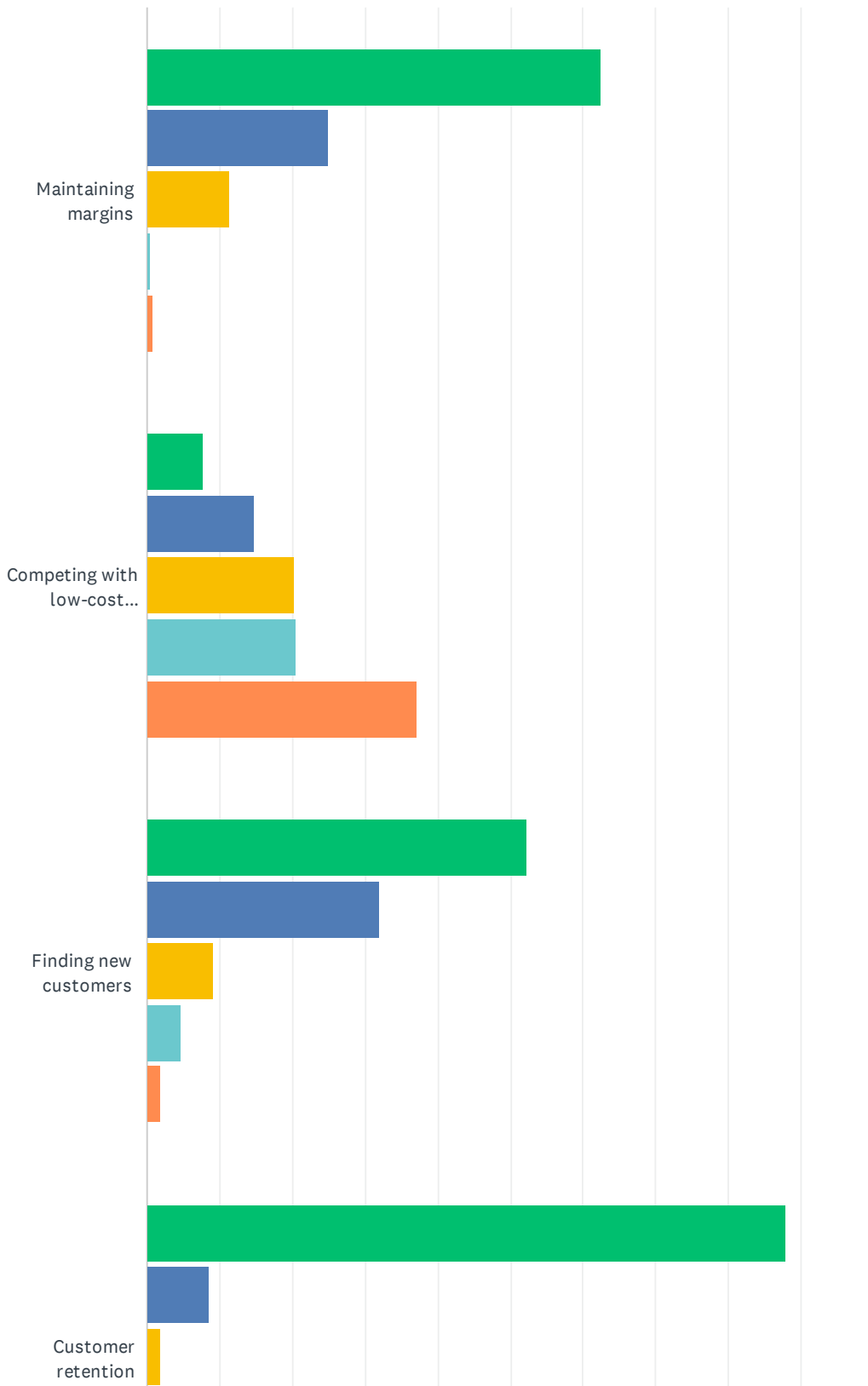
Answered: 459 Skipped: 0



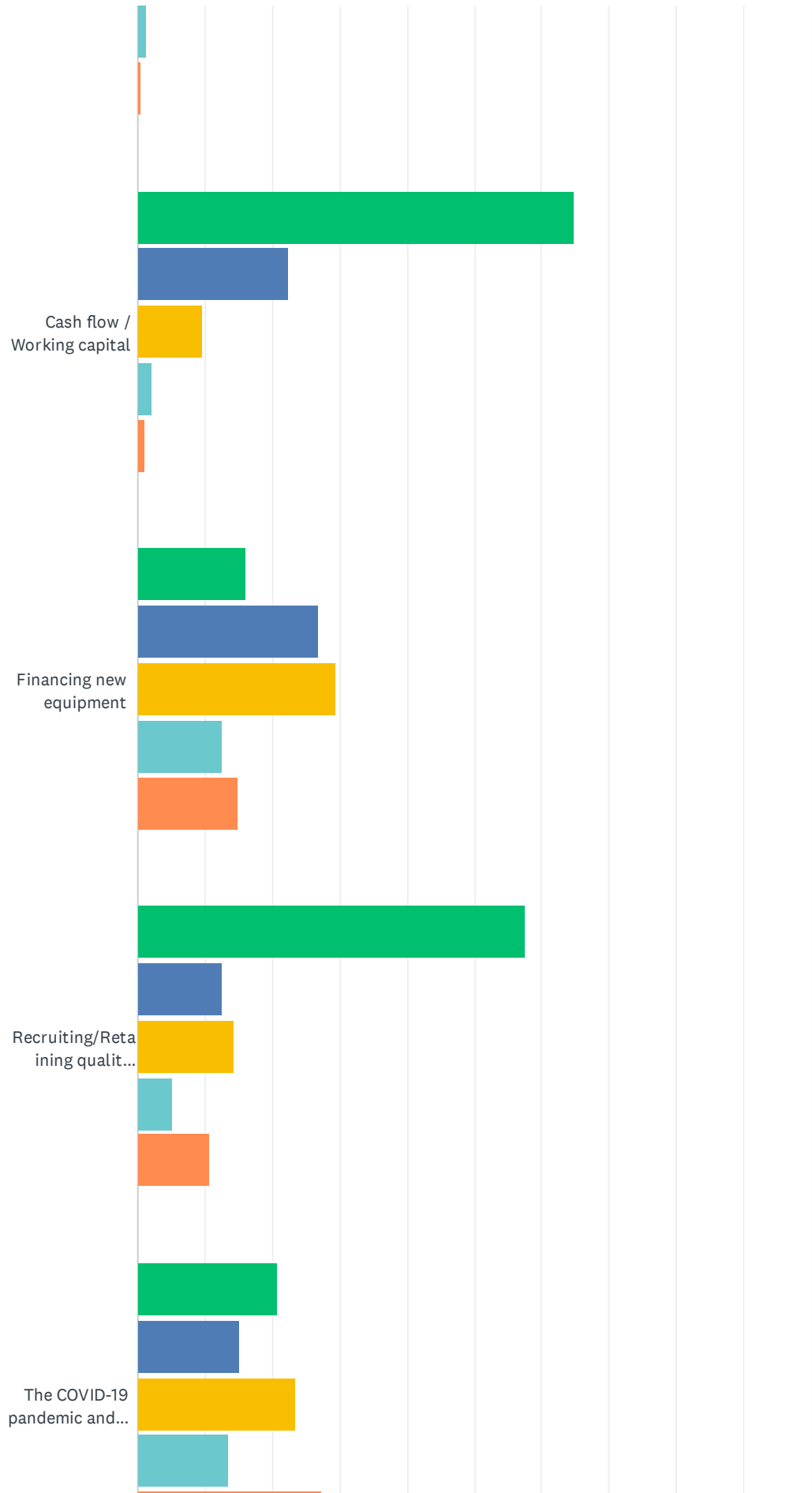
ANSWER CHOICES	RESPONSES	
Yes	11.76%	54
No	88.24%	405
TOTAL		459

Q8 Rate the importance of the following challenges as they pertain to your business. Please answer each option.

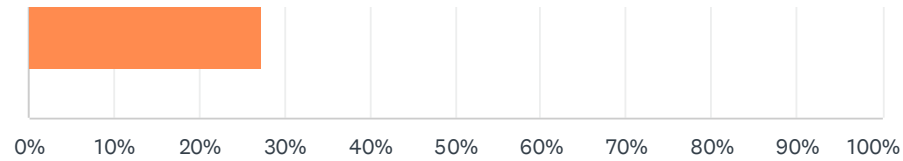
Answered: 457 Skipped: 2



2022 Cleanfax Carpet Cleaning Benchmarking Survey



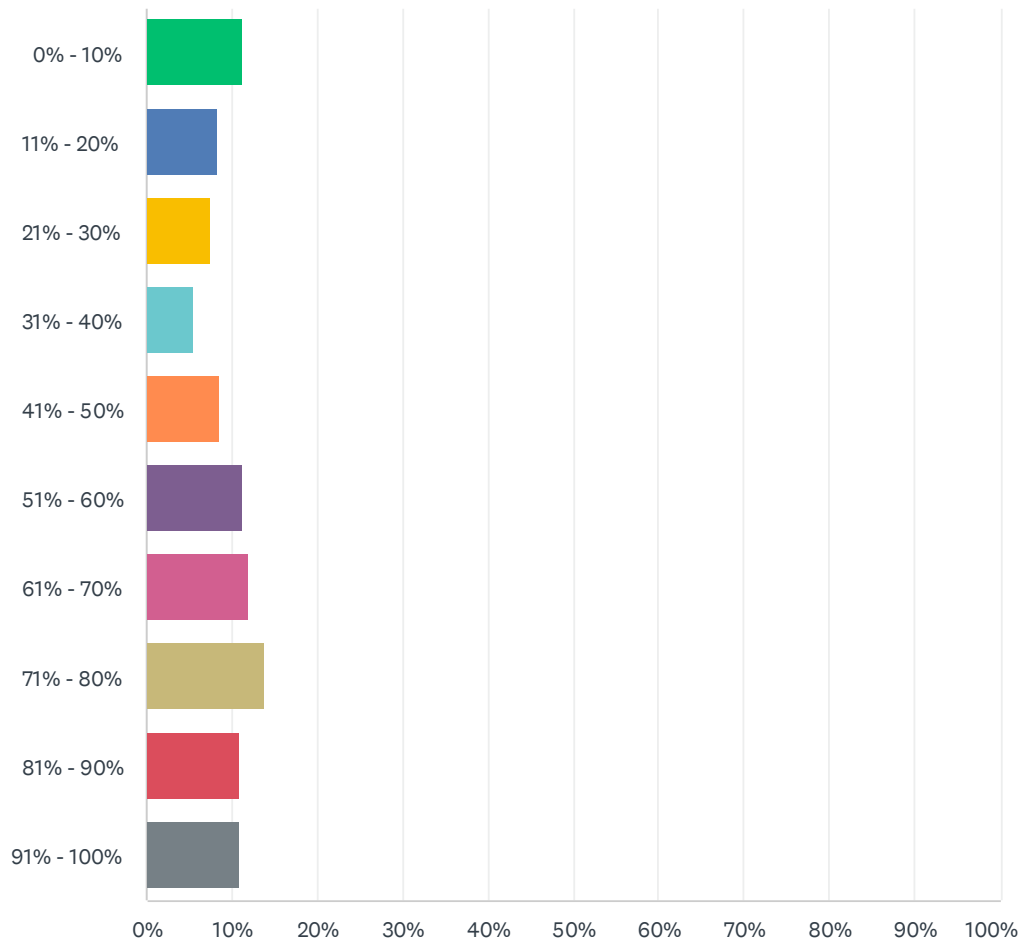
2022 Cleanfax Carpet Cleaning Benchmarking Survey



	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEUTRAL	LESS IMPORTANT	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
Maintaining margins	62.56% 284	24.89% 113	11.23% 51	0.44% 2	0.88% 4	454	4.48
Competing with low-cost providers	7.76% 35	14.63% 66	20.18% 91	20.40% 92	37.03% 167	451	2.36
Finding new customers	52.20% 237	31.94% 145	9.25% 42	4.63% 21	1.98% 9	454	4.28
Customer retention	87.75% 394	8.46% 38	2.00% 9	1.34% 6	0.45% 2	449	4.82
Cash flow / Working capital	64.90% 294	22.30% 101	9.49% 43	2.21% 10	1.10% 5	453	4.48
Financing new equipment	16.08% 73	26.87% 122	29.52% 134	12.56% 57	14.98% 68	454	3.17
Recruiting/Retaining quality staff	57.49% 261	12.56% 57	14.32% 65	5.07% 23	10.57% 48	454	4.01
The COVID-19 pandemic and its mandates	20.70% 94	15.20% 69	23.35% 106	13.44% 61	27.31% 124	454	2.89

Q9 What percentage of your total revenue is associated with carpet cleaning services?

Answered: 459 Skipped: 0

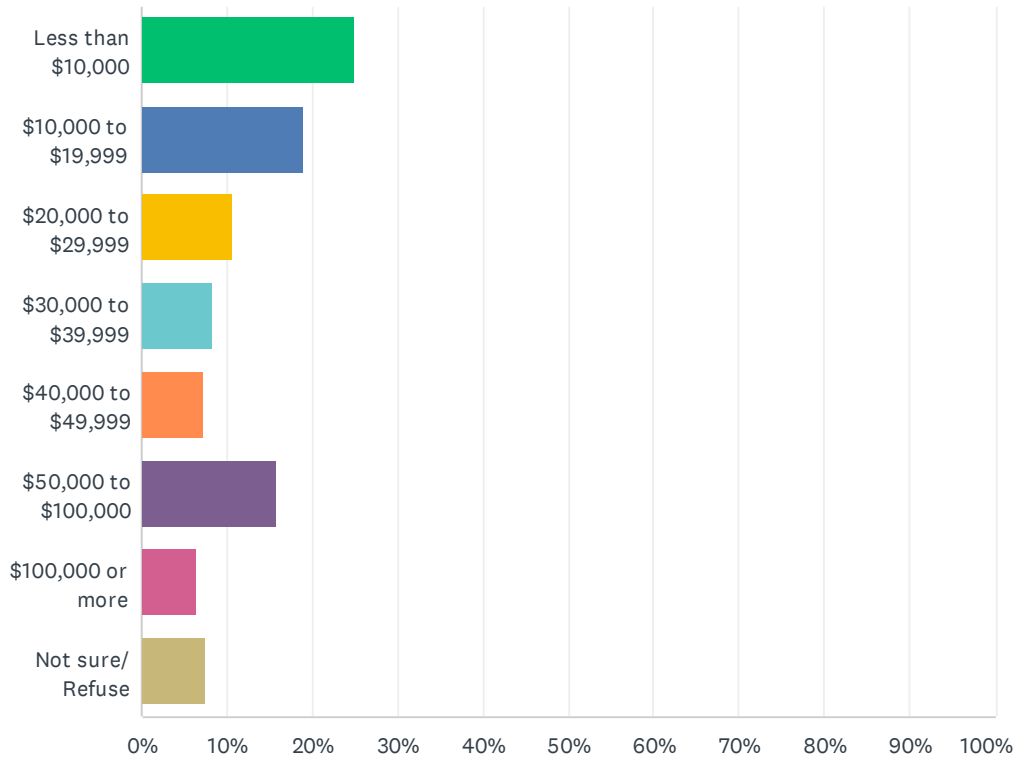


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
0% - 10%	11.33%	52
11% - 20%	8.28%	38
21% - 30%	7.41%	34
31% - 40%	5.45%	25
41% - 50%	8.50%	39
51% - 60%	11.33%	52
61% - 70%	11.98%	55
71% - 80%	13.94%	64
81% - 90%	10.89%	50
91% - 100%	10.89%	50
TOTAL		459

Q10 What were the approximate start-up costs for your carpet cleaning business (or for this portion of your broader business)?

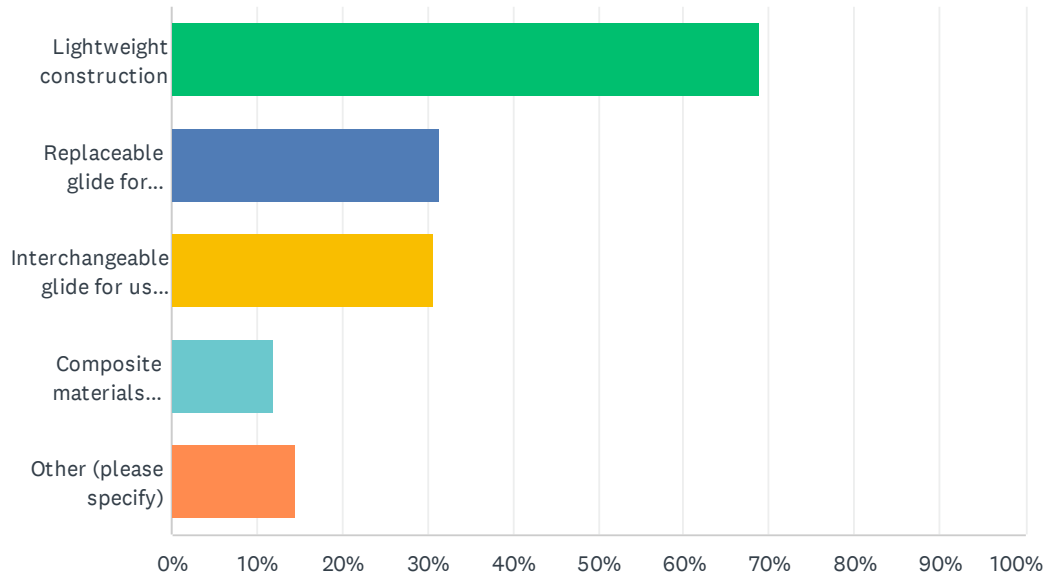
Answered: 441 Skipped: 18



ANSWER CHOICES	RESPONSES	
Less than \$10,000	24.94%	110
\$10,000 to \$19,999	19.05%	84
\$20,000 to \$29,999	10.66%	47
\$30,000 to \$39,999	8.39%	37
\$40,000 to \$49,999	7.26%	32
\$50,000 to \$100,000	15.87%	70
\$100,000 or more	6.35%	28
Not sure/ Refuse	7.48%	33
TOTAL		441

Q11 If you upgraded your carpet cleaning wand, which two features would be MOST important to you? (Check top 2)

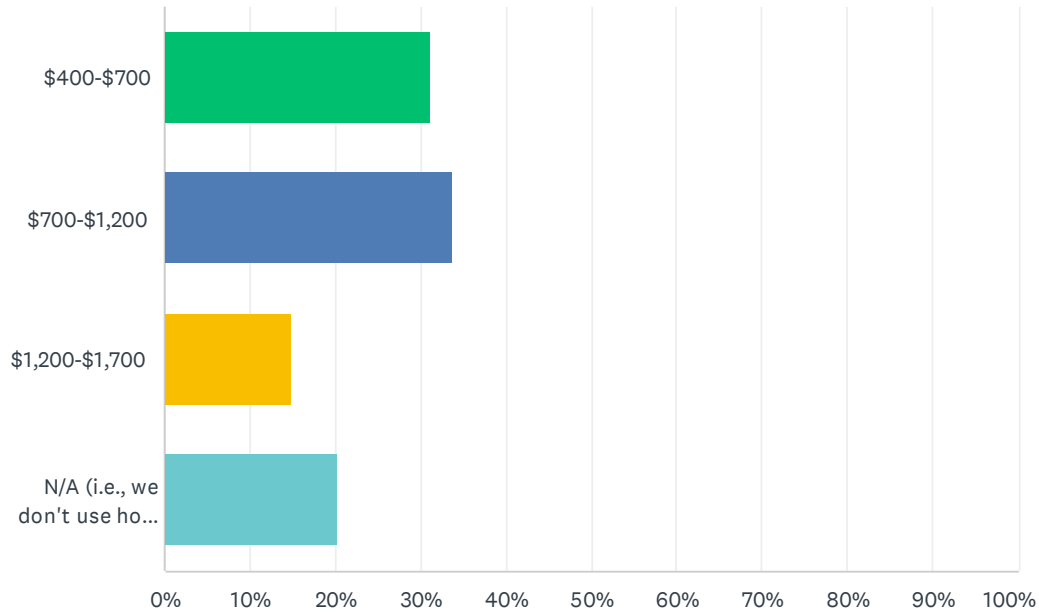
Answered: 441 Skipped: 18



ANSWER CHOICES	RESPONSES	
Lightweight construction	68.93%	304
Replaceable glide for carpet	31.29%	138
Interchangeable glide for use on hard surfaces	30.61%	135
Composite materials (versus traditional metal construction)	12.02%	53
Other (please specify)	14.51%	64
Total Respondents: 441		

Q12 What would you be willing to pay for a high-quality vacuum hose reel? (Check one)

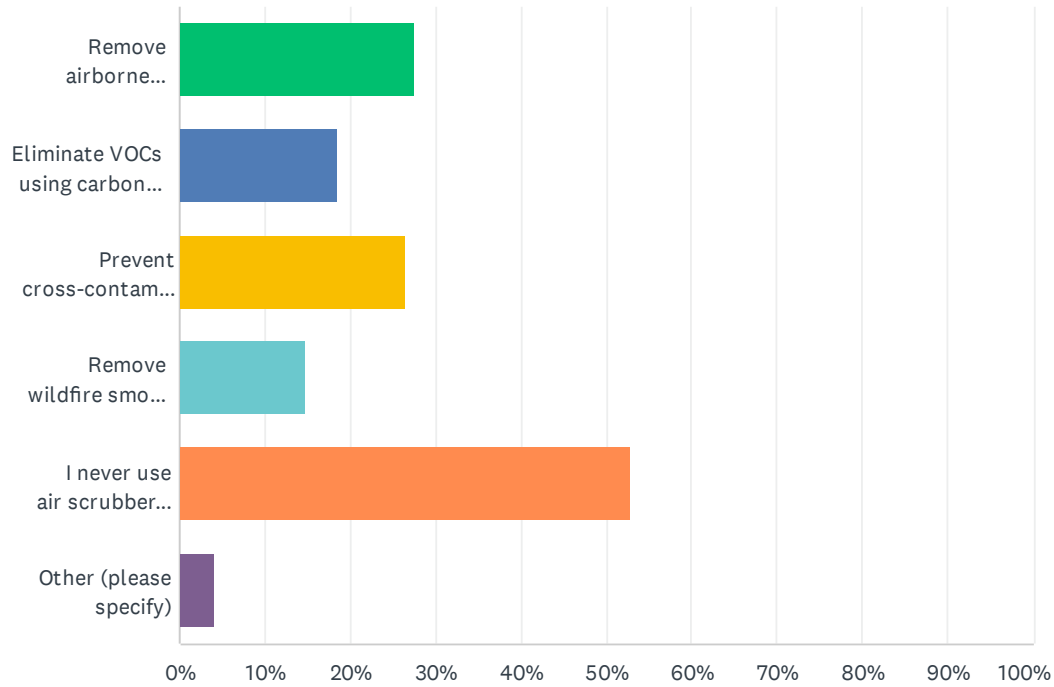
Answered: 441 Skipped: 18



ANSWER CHOICES	RESPONSES	
\$400-\$700	31.07%	137
\$700-\$1,200	33.79%	149
\$1,200-\$1,700	14.97%	66
N/A (i.e., we don't use hose reels)	20.18%	89
TOTAL		441

Q13 For which applications do you use HEPA air scrubbers when cleaning homes or facilities? (Check all that apply)

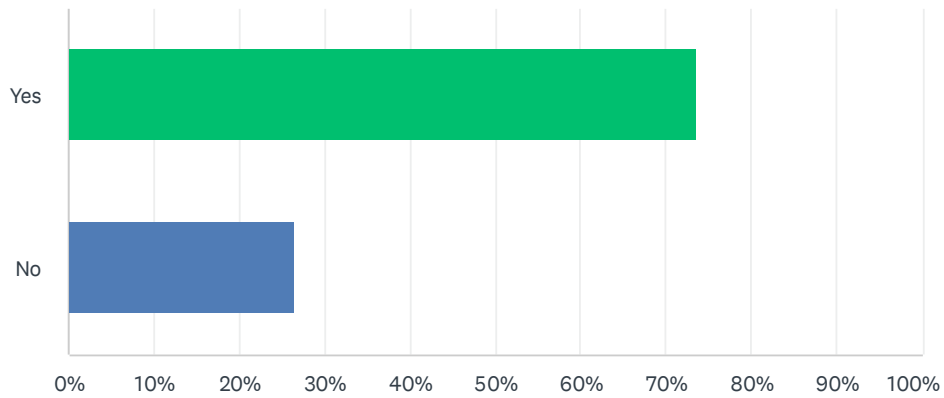
Answered: 441 Skipped: 18



ANSWER CHOICES	RESPONSES	
Remove airborne particulates while drying carpet	27.44%	121
Eliminate VOCs using carbon filter	18.59%	82
Prevent cross-contamination (eg, from viruses or bacteria)	26.53%	117
Remove wildfire smoke particulate and odors	14.74%	65
I never use air scrubbers on cleaning jobs	52.83%	233
Other (please specify)	4.08%	18
Total Respondents: 441		

Q14 Are you actively involved in the physical labor of cleaning?

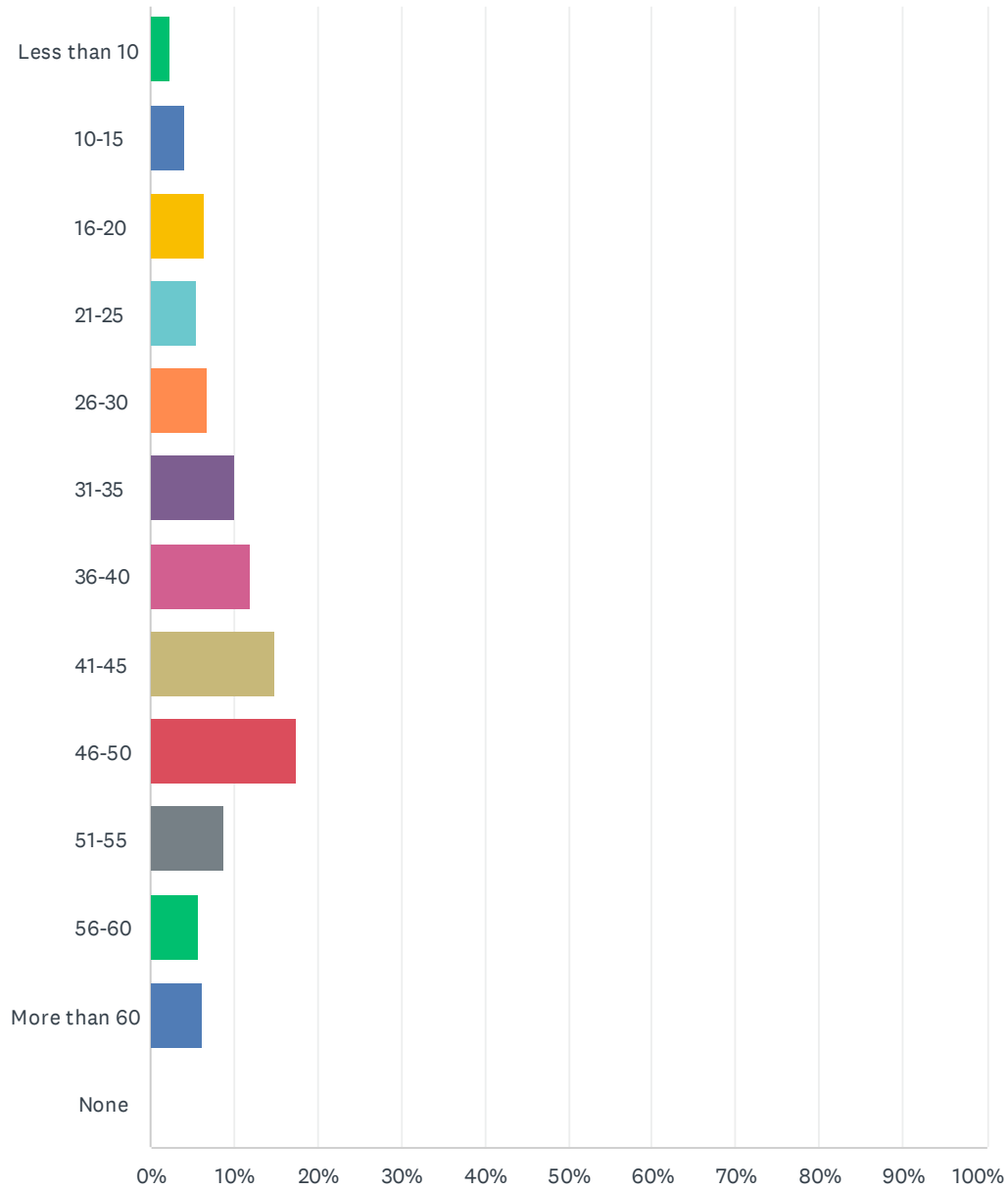
Answered: 441 Skipped: 18



ANSWER CHOICES	RESPONSES	
Yes	73.47%	324
No	26.53%	117
TOTAL		441

Q15 On average, how many hours per week do you work in/on the business?

Answered: 441 Skipped: 18

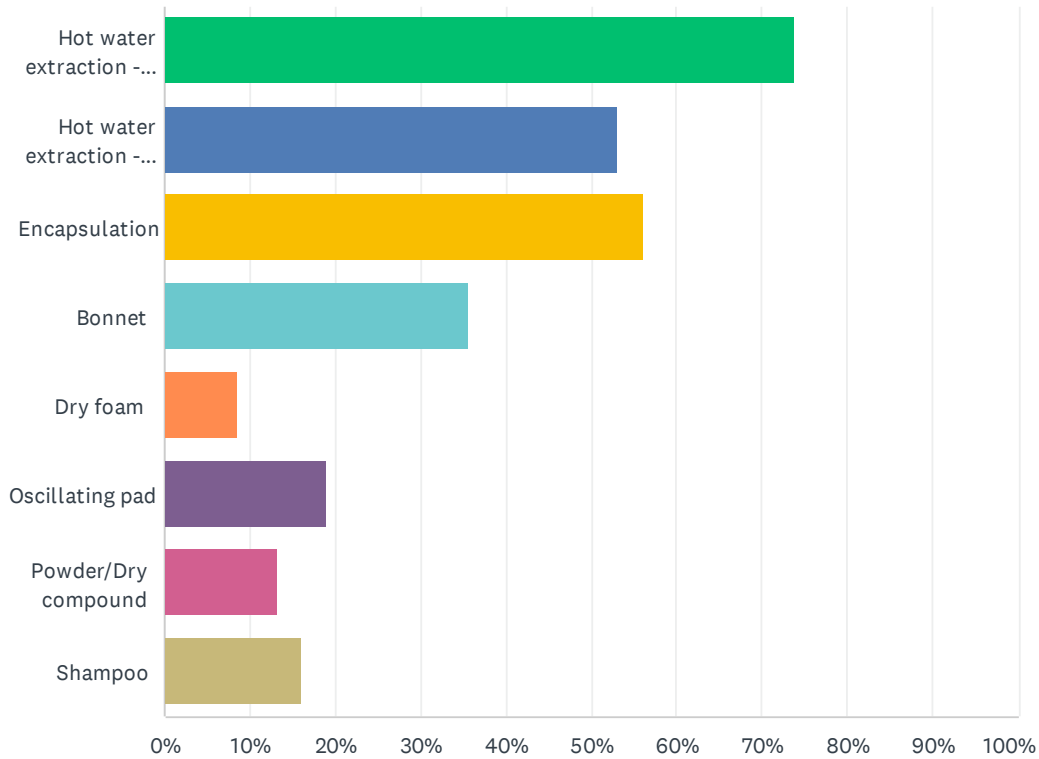


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Less than 10	2.27%	10
10-15	4.08%	18
16-20	6.35%	28
21-25	5.44%	24
26-30	6.80%	30
31-35	9.98%	44
36-40	12.02%	53
41-45	14.97%	66
46-50	17.46%	77
51-55	8.84%	39
56-60	5.67%	25
More than 60	6.12%	27
None	0.00%	0
TOTAL		441

Q16 Which ADDITIONAL carpet cleaning method(s) does the company use? (Choose all that apply)

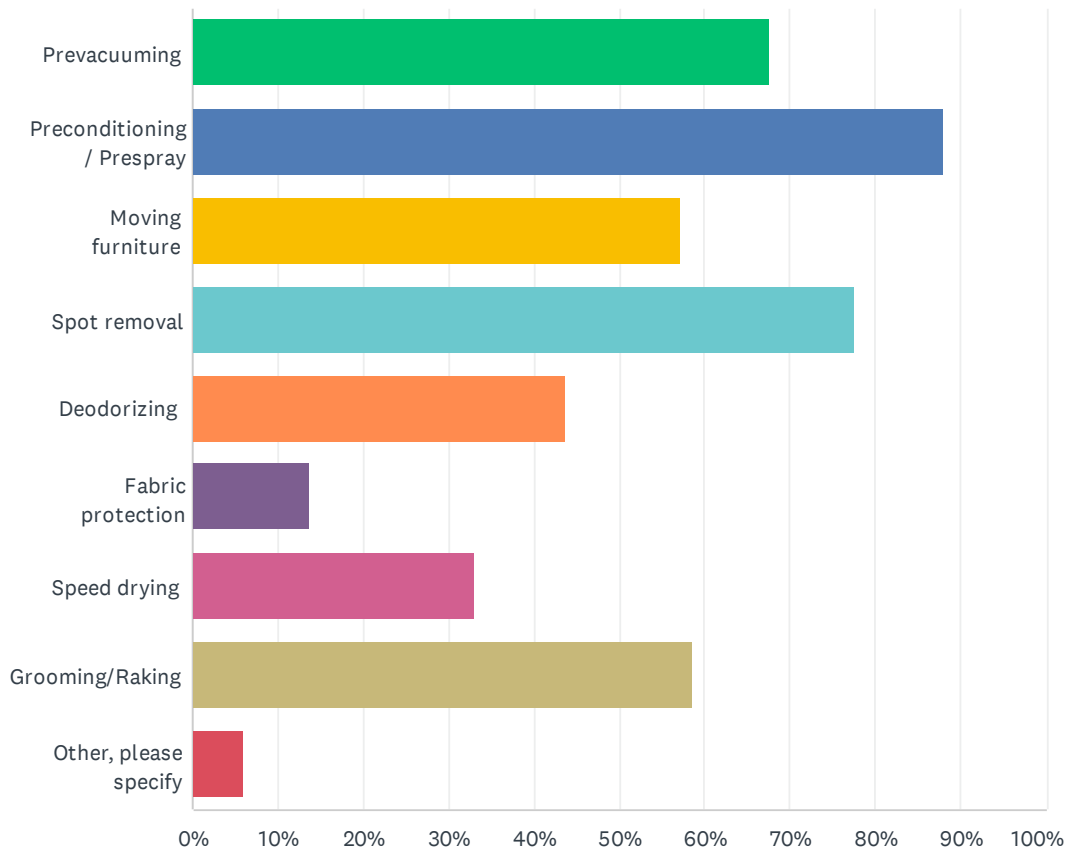
Answered: 433 Skipped: 26



ANSWER CHOICES	RESPONSES	
Hot water extraction - Truckmount	73.67%	319
Hot water extraction - Portable	53.12%	230
Encapsulation	56.12%	243
Bonnet	35.57%	154
Dry foam	8.55%	37
Oscillating pad	18.94%	82
Powder/Dry compound	13.16%	57
Shampoo	15.94%	69
Total Respondents: 433		

Q17 Which of the following services are included in the base price of a typical carpet cleaning? (Choose all that apply)

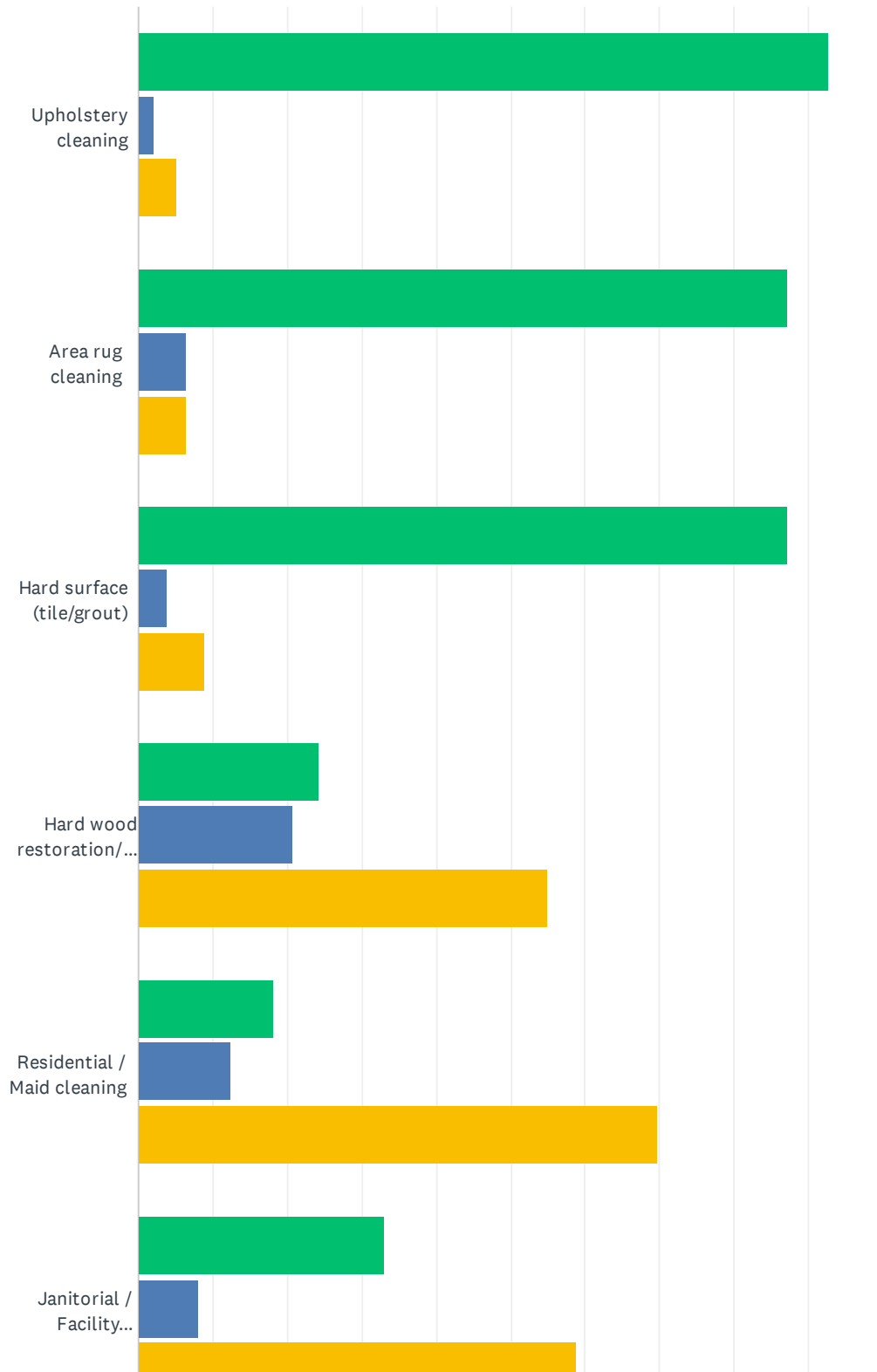
Answered: 433 Skipped: 26



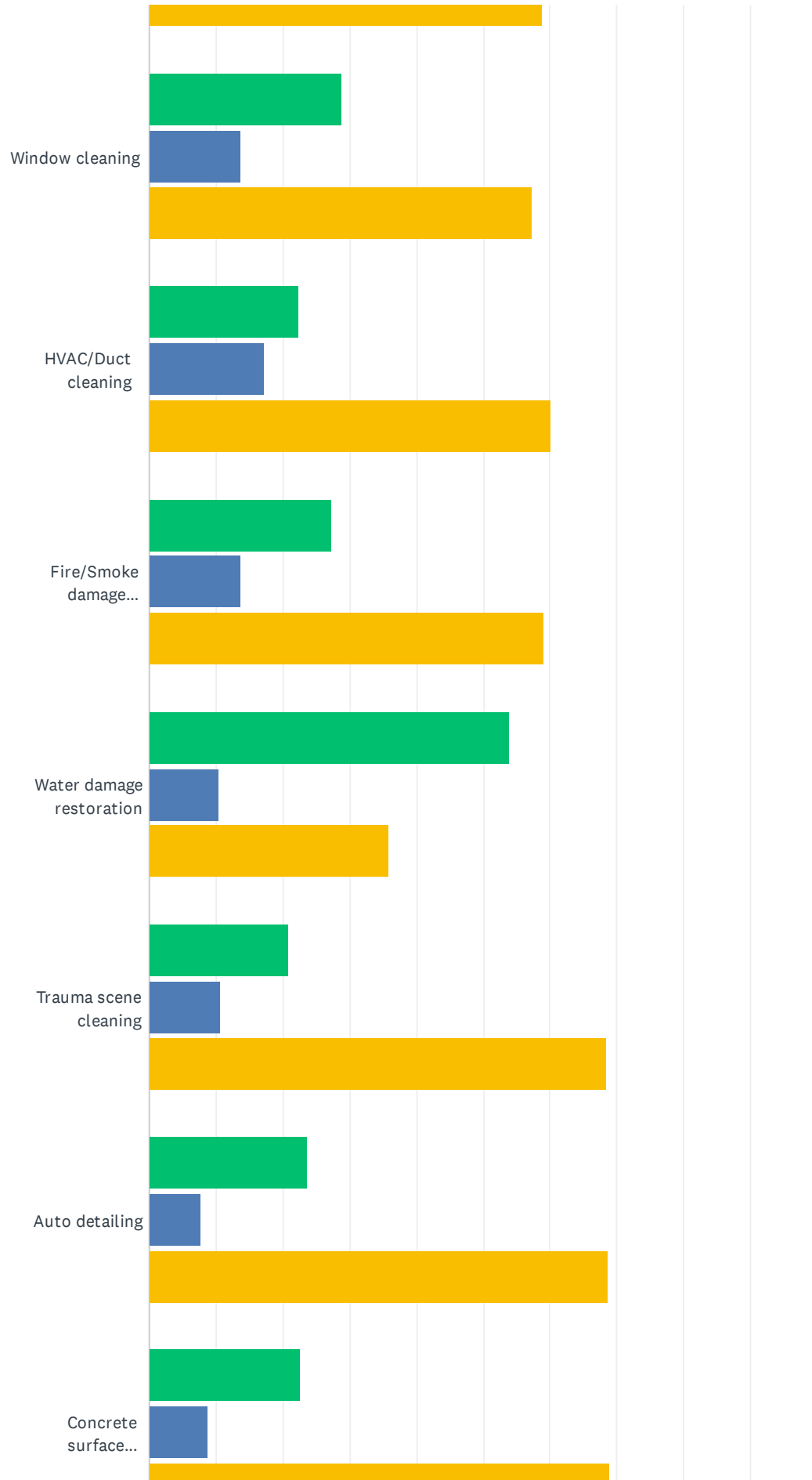
ANSWER CHOICES	RESPONSES
Prevacuuming	67.67% 293
Preconditioning/ Prespray	87.99% 381
Moving furniture	57.04% 247
Spot removal	77.60% 336
Deodorizing	43.65% 189
Fabric protection	13.63% 59
Speed drying	33.03% 143
Grooming/Raking	58.66% 254
Other, please specify	6.00% 26
Total Respondents: 433	

Q18 Which of the following services do you offer in addition to carpet cleaning services, and which do you sub contract? Please answer all questions.

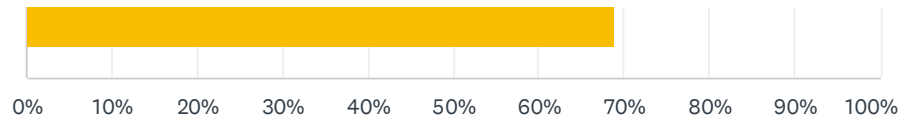
Answered: 432 Skipped: 27



2022 Cleanfax Carpet Cleaning Benchmarking Survey



2022 Cleanfax Carpet Cleaning Benchmarking Survey

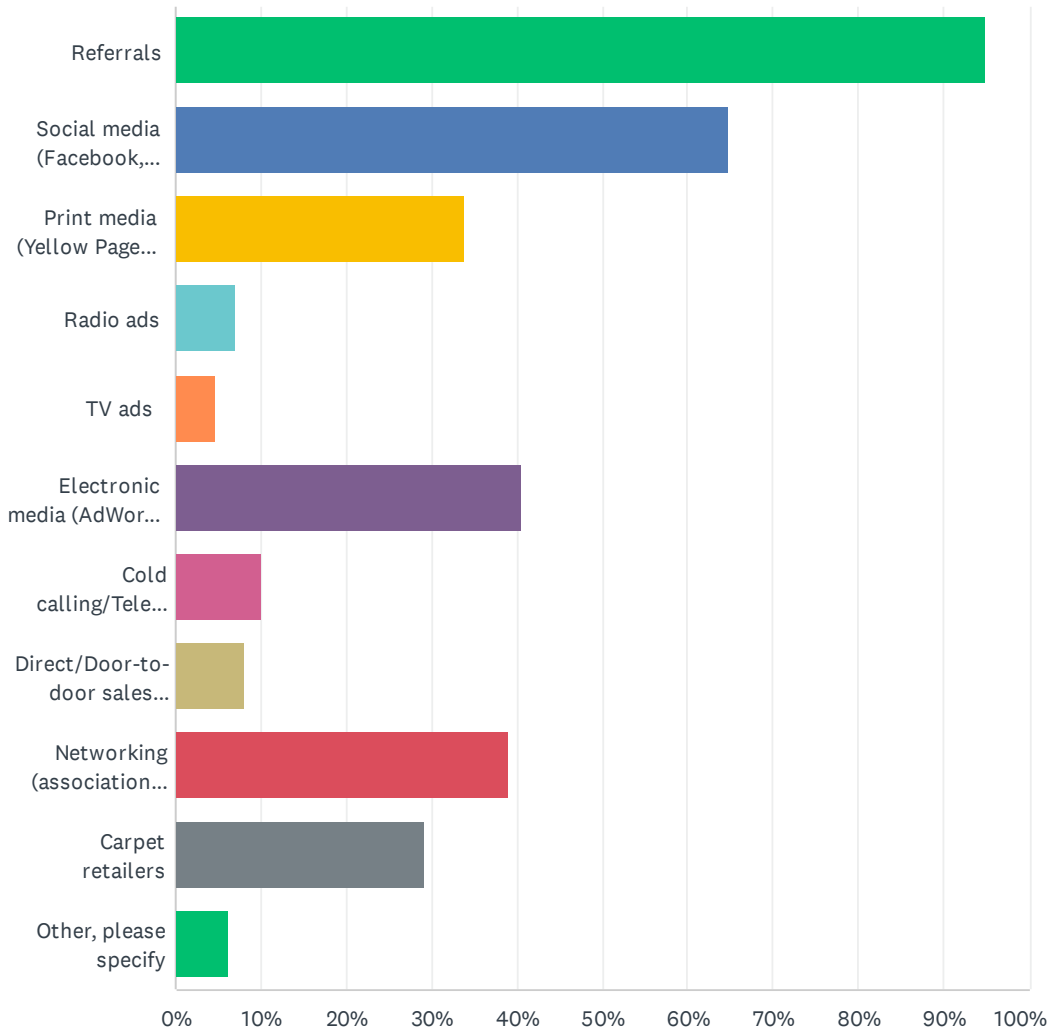


■ Currently o...
 ■ Sub contract
 ■ N/A

	CURRENTLY OFFER	SUB CONTRACT	N/A	TOTAL
Upholstery cleaning	92.74% 396	2.11% 9	5.15% 22	427
Area rug cleaning	87.26% 370	6.37% 27	6.37% 27	424
Hard surface (tile/grout)	87.17% 360	3.87% 16	8.96% 37	413
Hard wood restoration/repair	24.24% 88	20.66% 75	55.10% 200	363
Residential / Maid cleaning	18.05% 63	12.32% 43	69.63% 243	349
Janitorial / Facility cleaning	32.96% 118	8.10% 29	58.94% 211	358
Window cleaning	28.86% 101	13.71% 48	57.43% 201	350
HVAC/Duct cleaning	22.44% 79	17.33% 61	60.23% 212	352
Fire/Smoke damage restoration	27.35% 96	13.68% 48	58.97% 207	351
Water damage restoration	53.85% 203	10.34% 39	35.81% 135	377
Trauma scene cleaning	20.92% 73	10.60% 37	68.48% 239	349
Auto detailing	23.56% 82	7.76% 27	68.68% 239	348
Concrete surface preparation	22.54% 78	8.67% 30	68.79% 238	346

Q19 Which of the following methods are used to generate new customer leads? (Choose all that apply)

Answered: 430 Skipped: 29

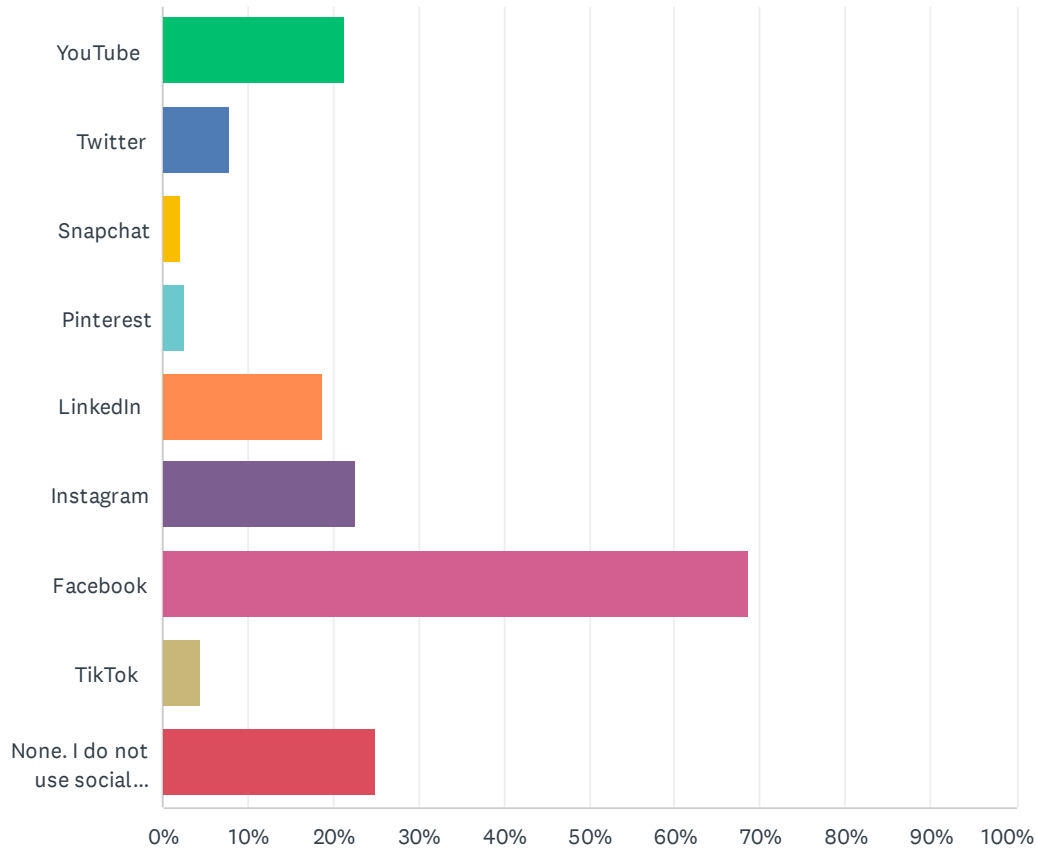


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Referrals	94.88%	408
Social media (Facebook, Twitter, Yelp, Angie's List, etc.)	64.88%	279
Print media (Yellow Pages, newspapers, newsletters, direct mail, etc.)	33.95%	146
Radio ads	6.98%	30
TV ads	4.65%	20
Electronic media (AdWords, website, email, e-Newsletters, etc.)	40.47%	174
Cold calling/Telemarketing	10.00%	43
Direct/Door-to-door sales efforts	8.14%	35
Networking (associations, chambers, etc.)	39.07%	168
Carpet retailers	29.30%	126
Other, please specify	6.28%	27
Total Respondents: 430		

Q20 Which social media platforms do you regularly use related to work? (Check all that apply.)

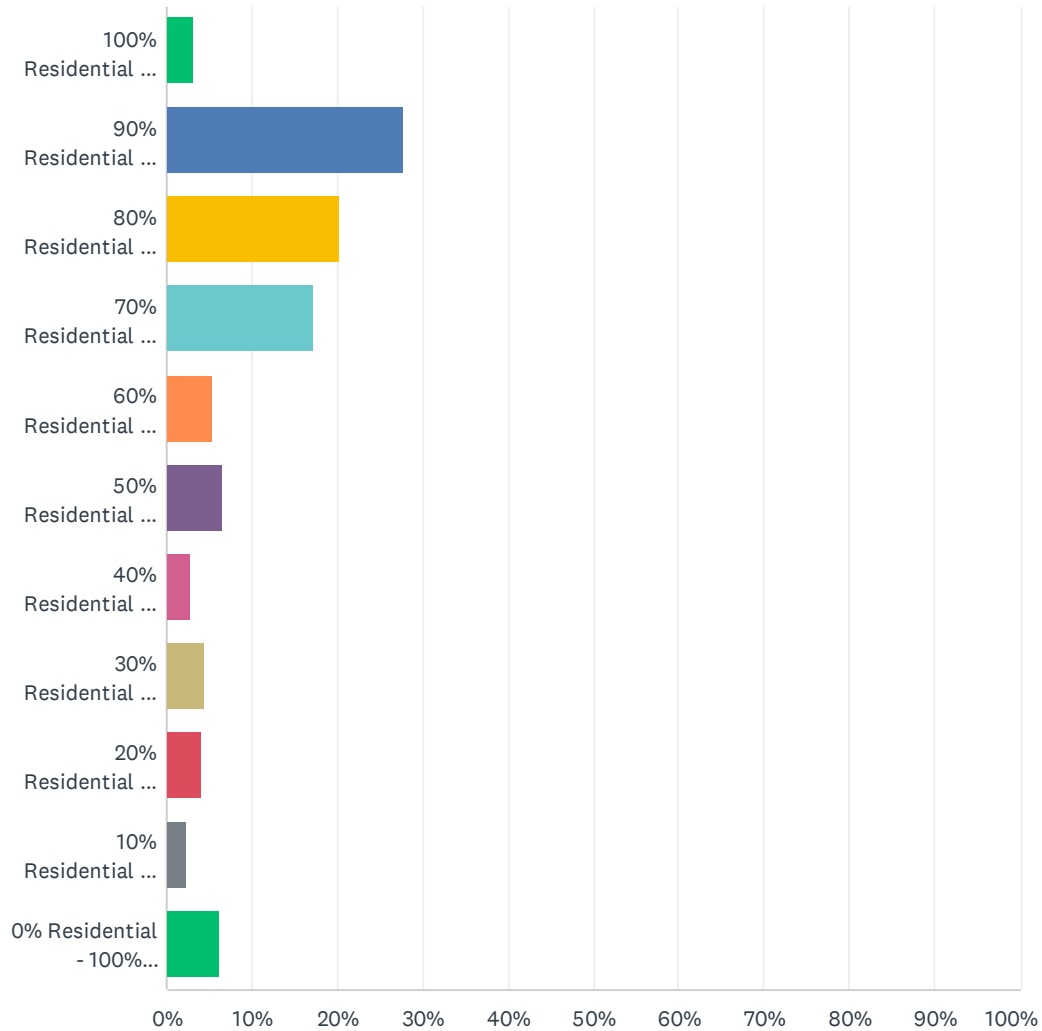
Answered: 430 Skipped: 29



ANSWER CHOICES	RESPONSES	
YouTube	21.40%	92
Twitter	7.91%	34
Snapchat	2.09%	9
Pinterest	2.56%	11
LinkedIn	18.84%	81
Instagram	22.56%	97
Facebook	68.60%	295
TikTok	4.42%	19
None. I do not use social media	24.88%	107
Total Respondents: 430		

Q21 What percentage of your business is residential vs. commercial? Select the option that best represents your business.

Answered: 430 Skipped: 29

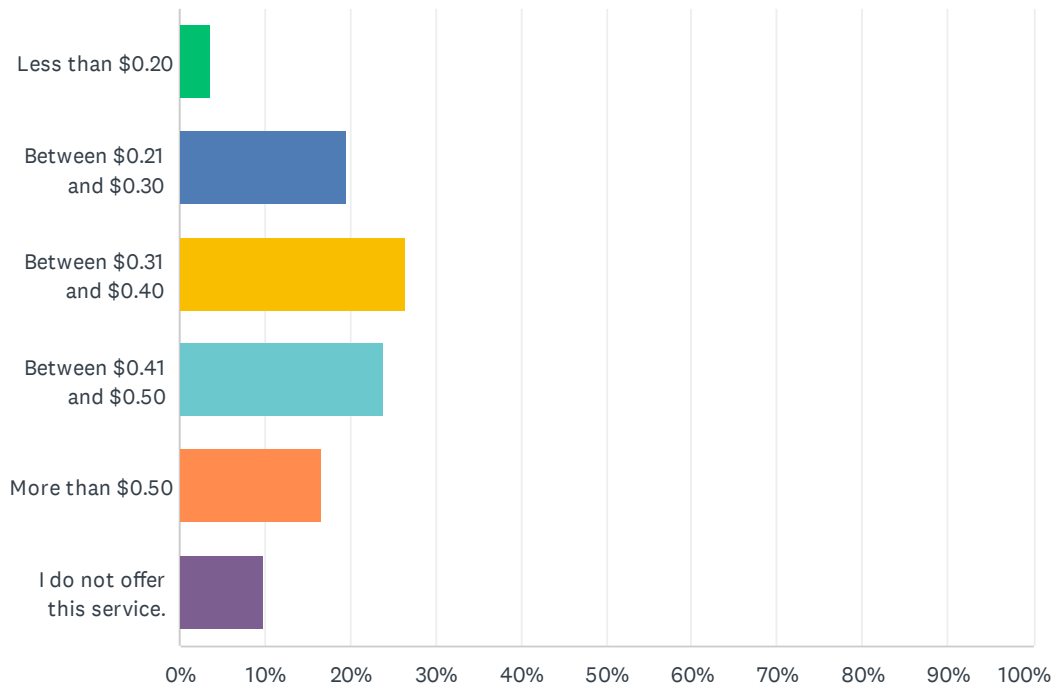


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
100% Residential - 0% Commercial	3.26%	14
90% Residential - 10% Commercial	27.67%	119
80% Residential - 20% Commercial	20.23%	87
70% Residential - 30% Commercial	17.21%	74
60% Residential - 40% Commercial	5.35%	23
50% Residential - 50% Commercial	6.51%	28
40% Residential - 60% Commercial	2.79%	12
30% Residential - 70% Commercial	4.42%	19
20% Residential - 80% Commercial	3.95%	17
10% Residential - 90% Commercial	2.33%	10
0% Residential - 100% Commercial	6.28%	27
TOTAL		430

Q22 Average price per square foot? (Residential)

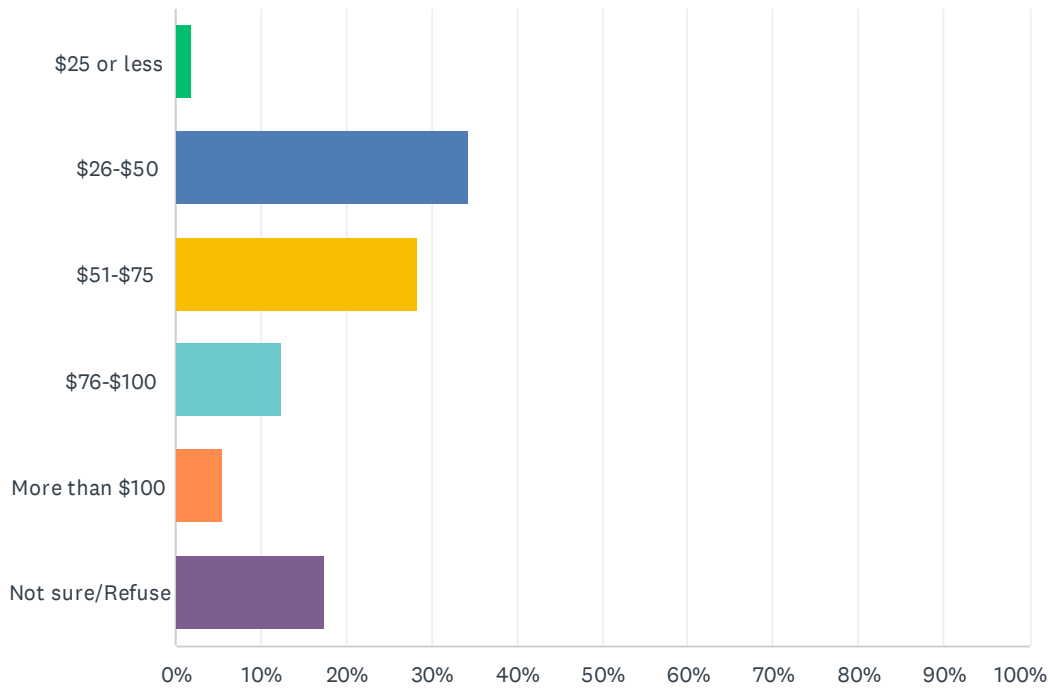
Answered: 397 Skipped: 62



ANSWER CHOICES	RESPONSES	
Less than \$0.20	3.53%	14
Between \$0.21 and \$0.30	19.65%	78
Between \$0.31 and \$0.40	26.45%	105
Between \$0.41 and \$0.50	23.93%	95
More than \$0.50	16.62%	66
I do not offer this service.	9.82%	39
TOTAL		397

Q23 Average price per room?

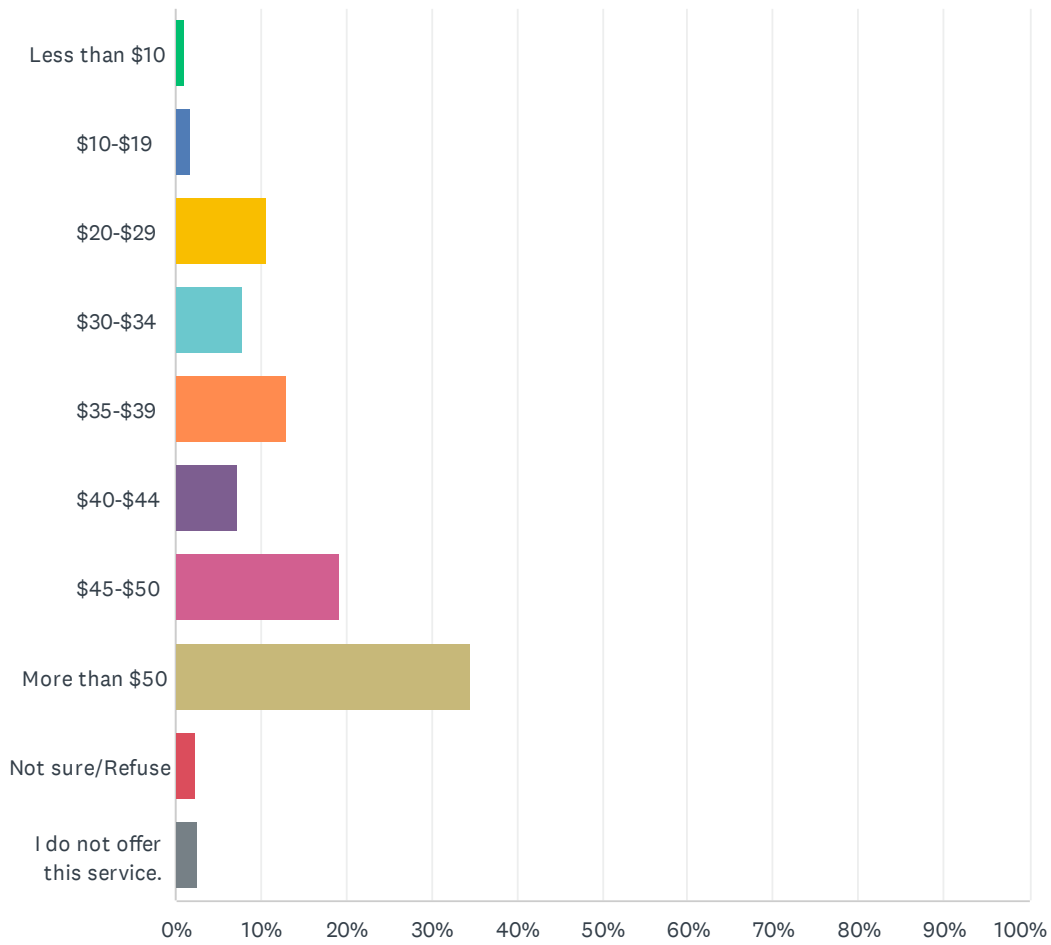
Answered: 397 Skipped: 62



ANSWER CHOICES	RESPONSES	
\$25 or less	2.02%	8
\$26-\$50	34.26%	136
\$51-\$75	28.46%	113
\$76-\$100	12.34%	49
More than \$100	5.54%	22
Not sure/Refuse	17.38%	69
TOTAL		397

Q24 Price per standard flight of stairs (approximately 12 steps)?

Answered: 397 Skipped: 62

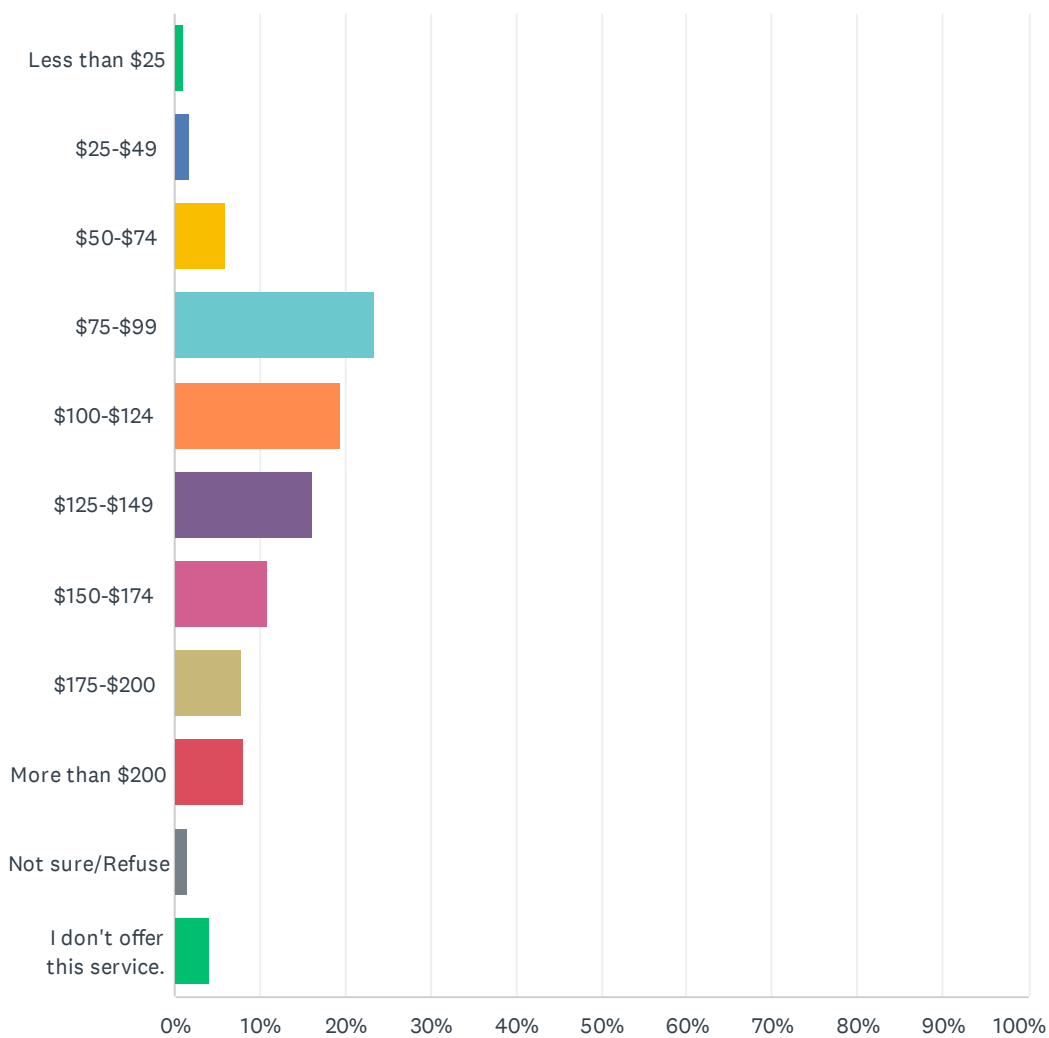


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Less than \$10	1.01%	4
\$10-\$19	1.76%	7
\$20-\$29	10.58%	42
\$30-\$34	7.81%	31
\$35-\$39	13.10%	52
\$40-\$44	7.30%	29
\$45-\$50	19.14%	76
More than \$50	34.51%	137
Not sure/Refuse	2.27%	9
I do not offer this service.	2.52%	10
TOTAL		397

Q25 Average price for a standard sofa/couch?

Answered: 397 Skipped: 62

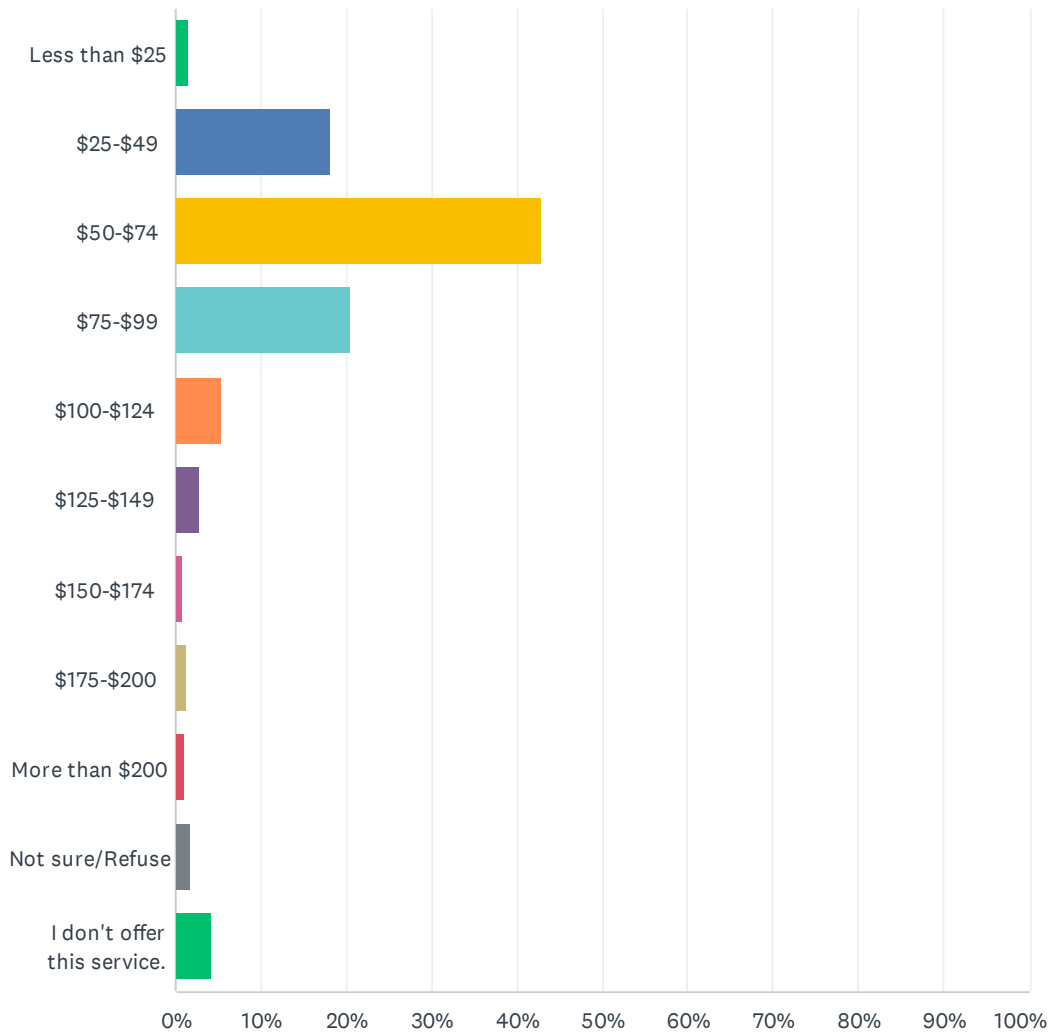


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Less than \$25	1.01%	4
\$25-\$49	1.76%	7
\$50-\$74	6.05%	24
\$75-\$99	23.43%	93
\$100-\$124	19.40%	77
\$125-\$149	16.12%	64
\$150-\$174	10.83%	43
\$175-\$200	7.81%	31
More than \$200	8.06%	32
Not sure/Refuse	1.51%	6
I don't offer this service.	4.03%	16
TOTAL		397

Q26 Price for an arm chair (recliner)?

Answered: 397 Skipped: 62

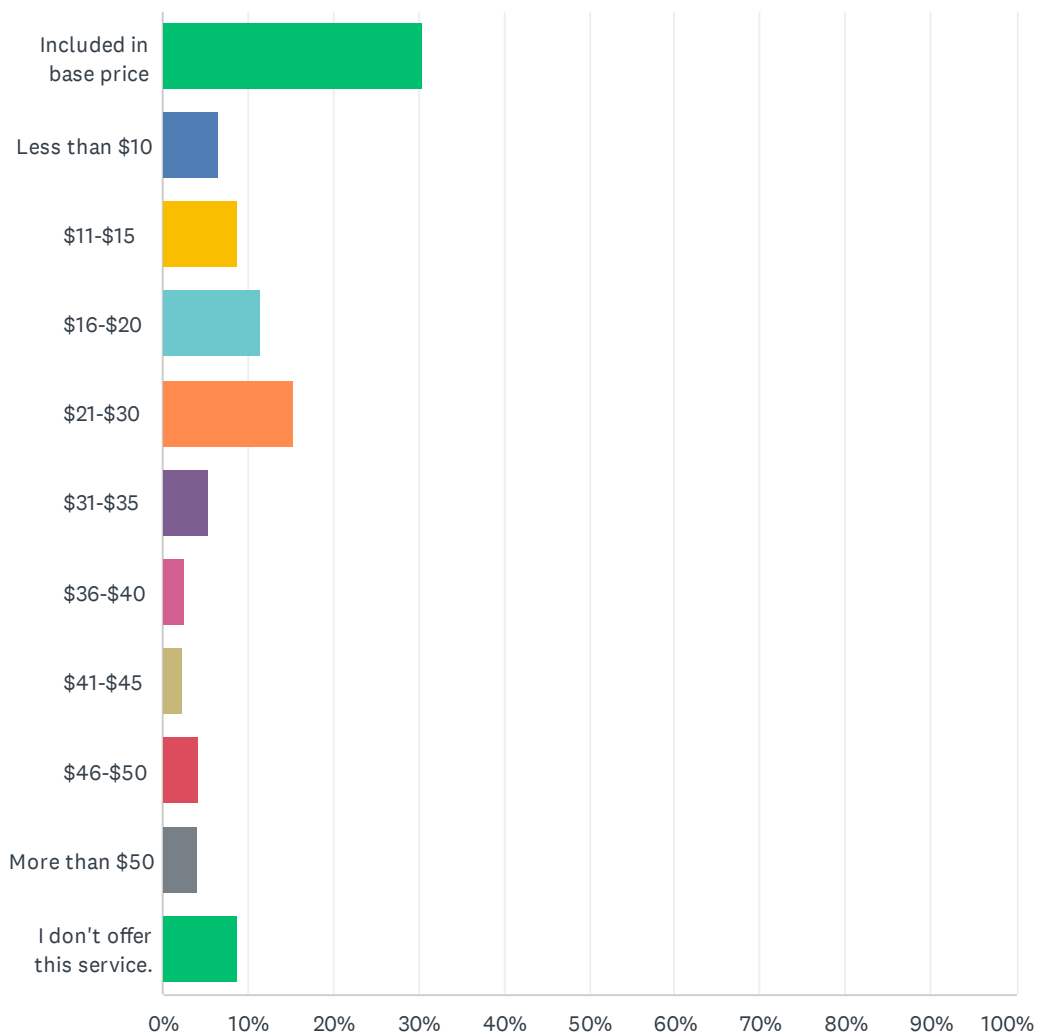


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Less than \$25	1.51%	6
\$25-\$49	18.14%	72
\$50-\$74	42.82%	170
\$75-\$99	20.40%	81
\$100-\$124	5.29%	21
\$125-\$149	2.77%	11
\$150-\$174	0.76%	3
\$175-\$200	1.26%	5
More than \$200	1.01%	4
Not sure/Refuse	1.76%	7
I don't offer this service.	4.28%	17
TOTAL		397

Q27 General deodorizing per average sized room?

Answered: 397 Skipped: 62

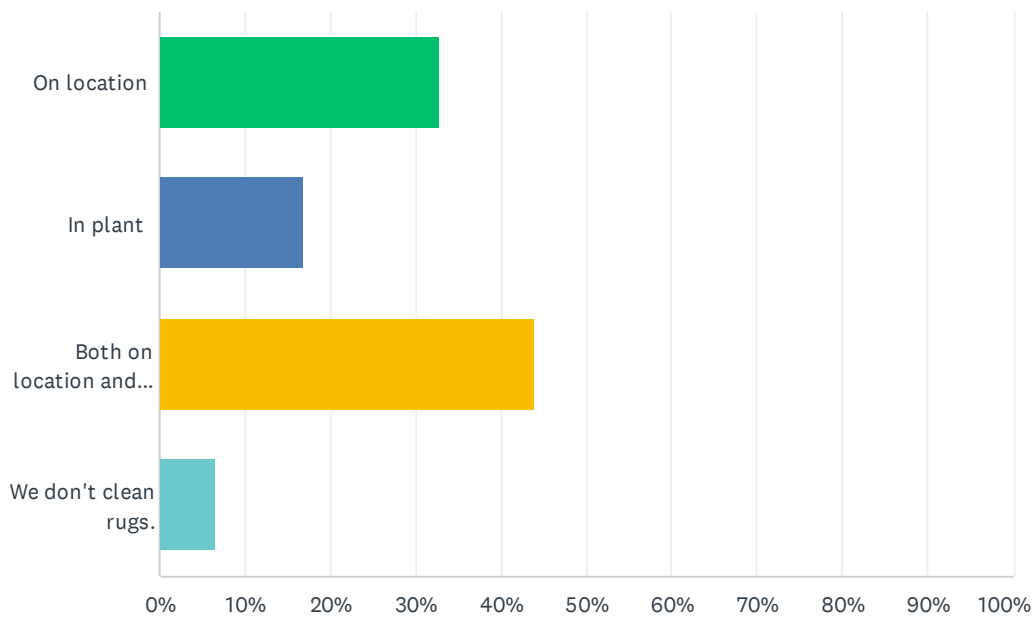


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Included in base price	30.48%	121
Less than \$10	6.55%	26
\$11-\$15	8.82%	35
\$16-\$20	11.59%	46
\$21-\$30	15.37%	61
\$31-\$35	5.29%	21
\$36-\$40	2.52%	10
\$41-\$45	2.27%	9
\$46-\$50	4.28%	17
More than \$50	4.03%	16
I don't offer this service.	8.82%	35
TOTAL		397

Q28 If you clean area rugs, where do you clean them?

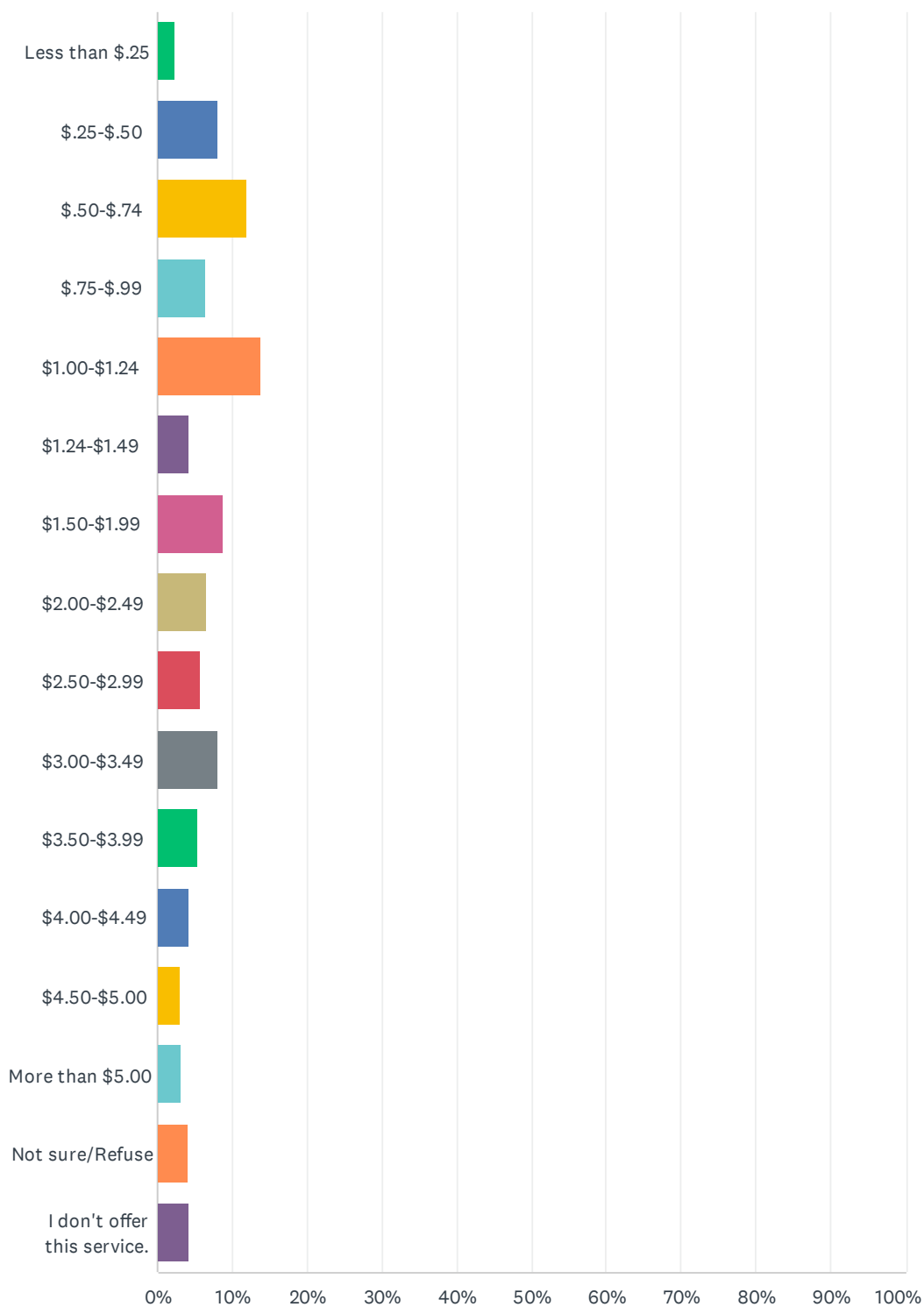
Answered: 397 Skipped: 62



ANSWER CHOICES	RESPONSES	
On location	32.75%	130
In plant	16.88%	67
Both on location and in plant	43.83%	174
We don't clean rugs.	6.55%	26
TOTAL		397

Q29 Area rug cleaning per square foot?

Answered: 397 Skipped: 62

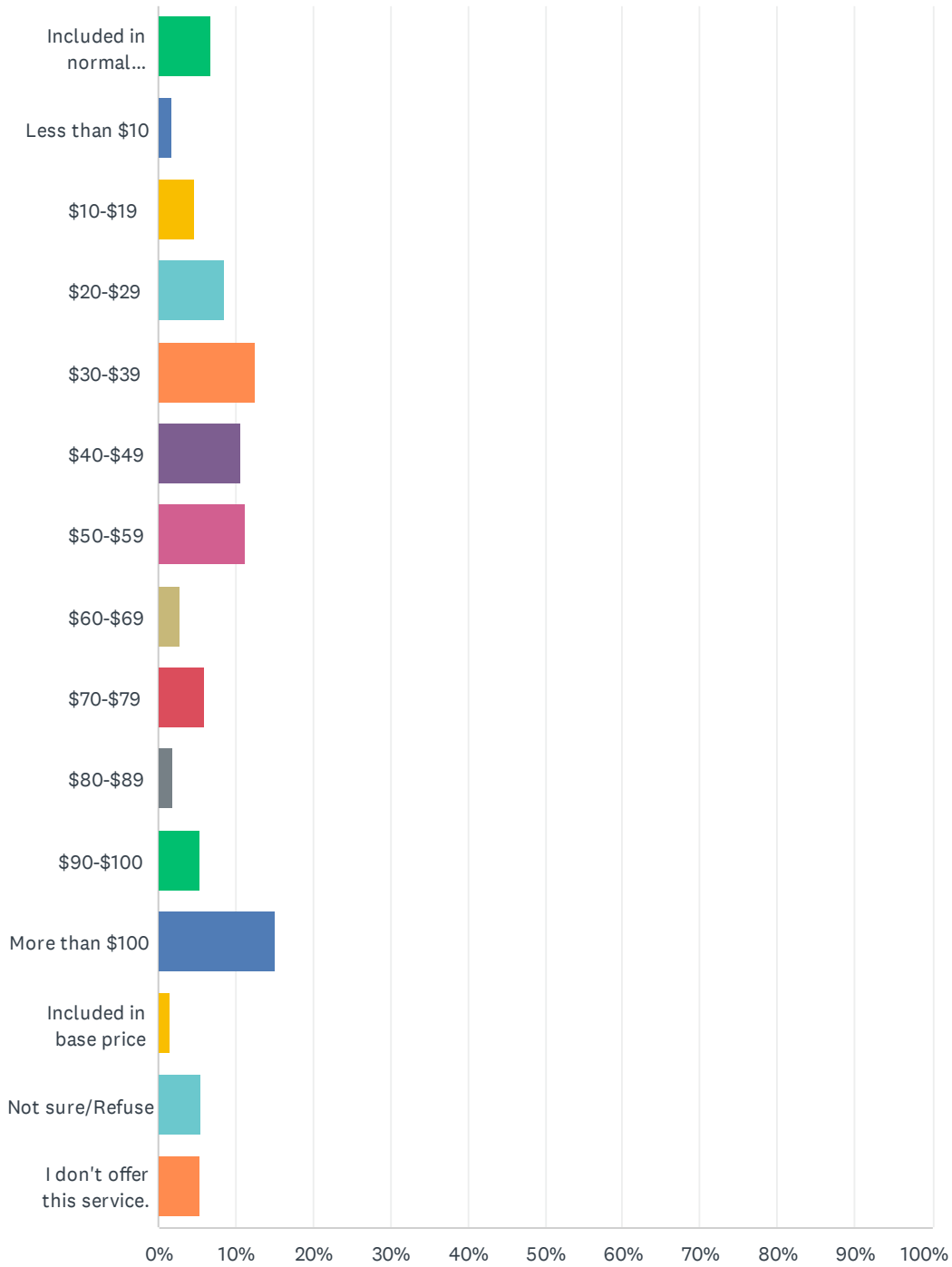


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Less than \$.25	2.27%	9
\$.25-\$.50	8.06%	32
\$.50-\$.74	11.84%	47
\$.75-\$.99	6.30%	25
\$1.00-\$1.24	13.85%	55
\$1.24-\$1.49	4.28%	17
\$1.50-\$1.99	8.82%	35
\$2.00-\$2.49	6.55%	26
\$2.50-\$2.99	5.79%	23
\$3.00-\$3.49	8.06%	32
\$3.50-\$3.99	5.29%	21
\$4.00-\$4.49	4.28%	17
\$4.50-\$5.00	3.02%	12
More than \$5.00	3.27%	13
Not sure/Refuse	4.03%	16
I don't offer this service.	4.28%	17
TOTAL		397

Q30 Extensive odor removal/ pet odor removal, per average size room?

Answered: 397 Skipped: 62

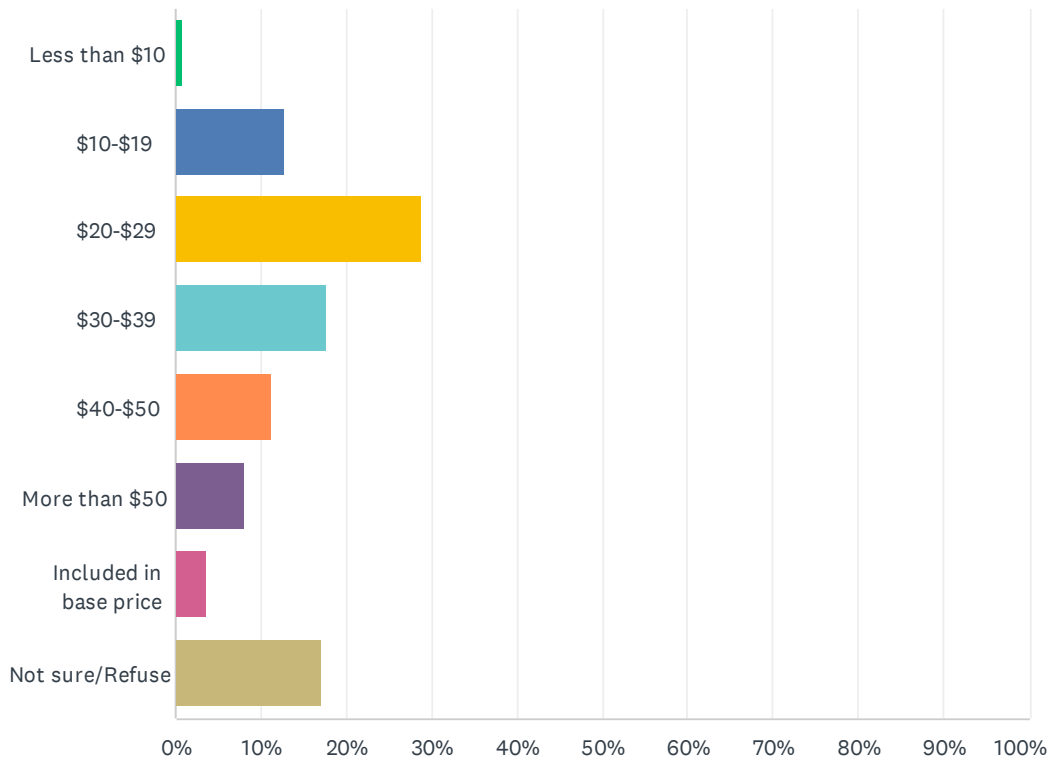


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Included in normal cleaning, no extra charge	6.80%	27
Less than \$10	1.76%	7
\$10-\$19	4.79%	19
\$20-\$29	8.56%	34
\$30-\$39	12.59%	50
\$40-\$49	10.58%	42
\$50-\$59	11.34%	45
\$60-\$69	2.77%	11
\$70-\$79	6.05%	24
\$80-\$89	2.02%	8
\$90-\$100	5.29%	21
More than \$100	15.11%	60
Included in base price	1.51%	6
Not sure/Refuse	5.54%	22
I don't offer this service.	5.29%	21
TOTAL		397

Q31 Fabric protection per average-sized room?

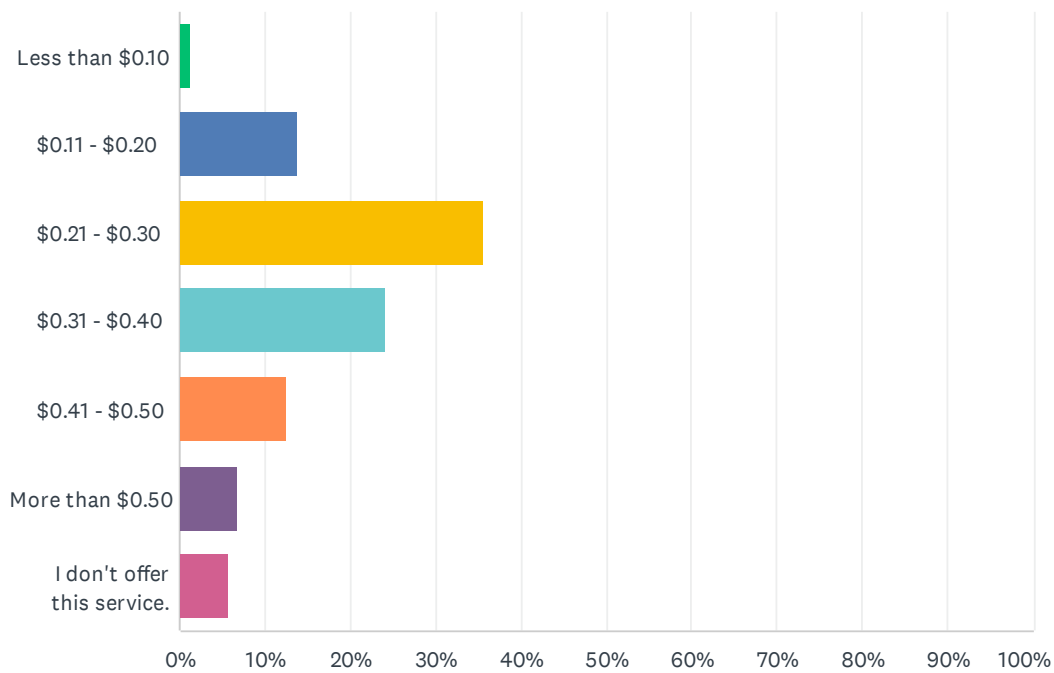
Answered: 397 Skipped: 62



ANSWER CHOICES	RESPONSES	
Less than \$10	0.76%	3
\$10-\$19	12.85%	51
\$20-\$29	28.72%	114
\$30-\$39	17.63%	70
\$40-\$50	11.34%	45
More than \$50	8.06%	32
Included in base price	3.53%	14
Not sure/Refuse	17.13%	68
TOTAL		397

Q32 Price per square foot of commercial carpet cleaning?

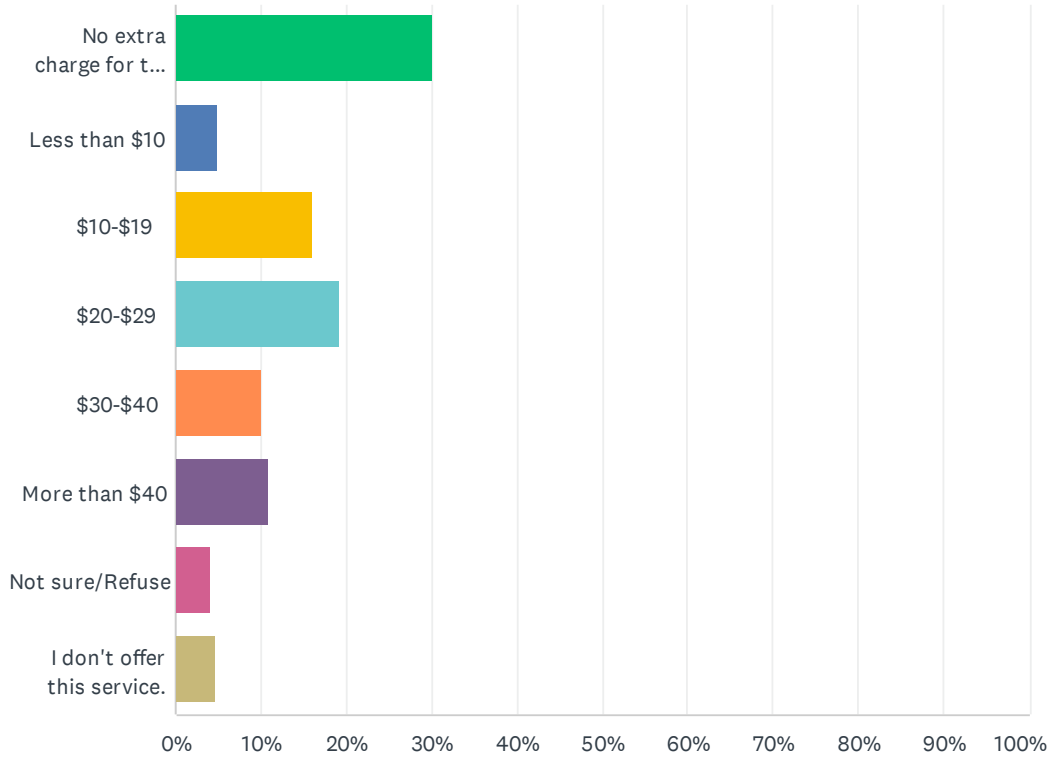
Answered: 420 Skipped: 39



ANSWER CHOICES	RESPONSES	
Less than \$0.10	1.19%	5
\$0.11 - \$0.20	13.81%	58
\$0.21 - \$0.30	35.71%	150
\$0.31 - \$0.40	24.05%	101
\$0.41 - \$0.50	12.62%	53
More than \$0.50	6.90%	29
I don't offer this service.	5.71%	24
TOTAL		420

Q33 How much extra do you charge for specialty stain removal (per stain)?

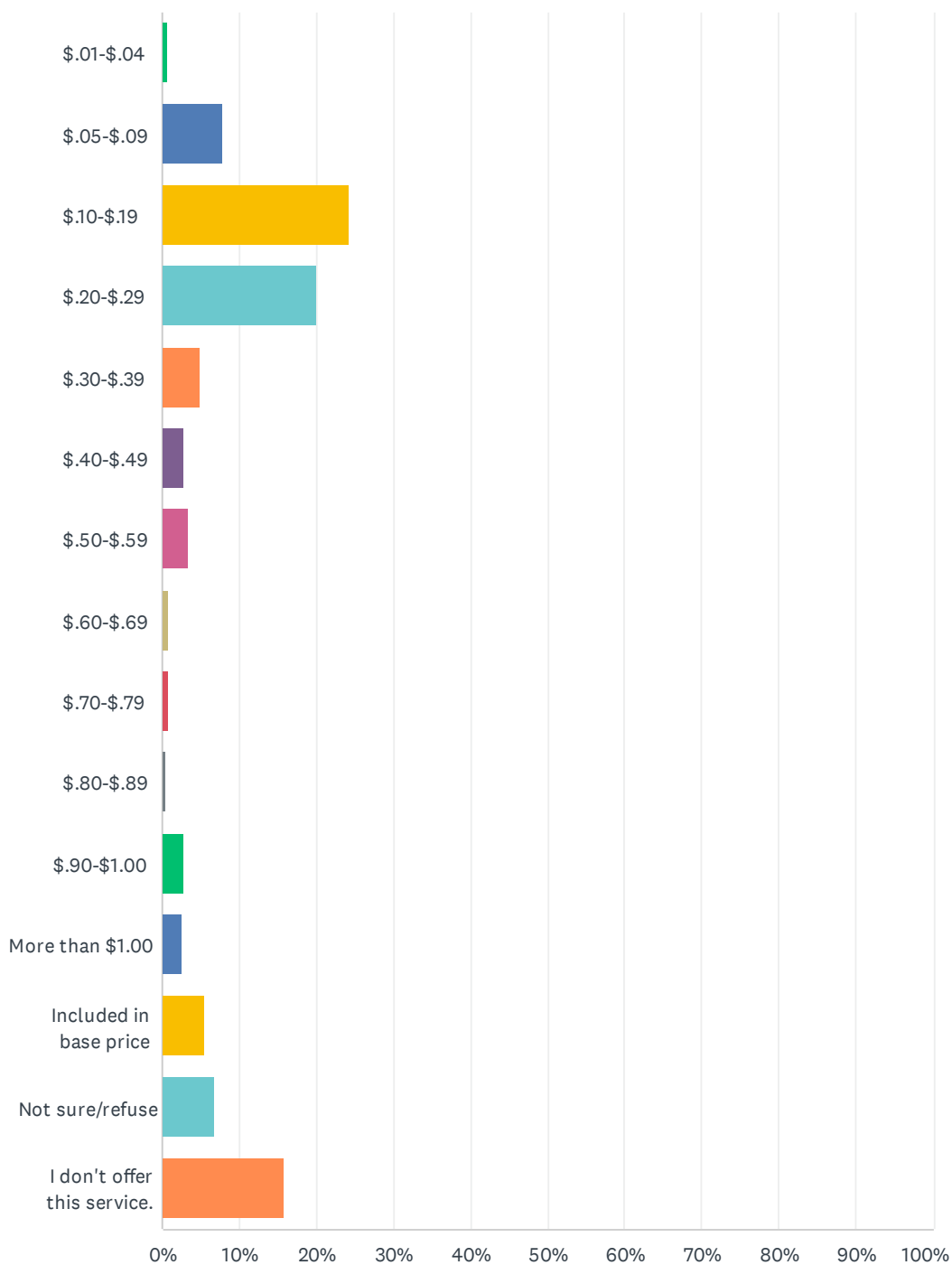
Answered: 420 Skipped: 39



ANSWER CHOICES	RESPONSES	
No extra charge for this service	30.00%	126
Less than \$10	5.00%	21
\$10-\$19	15.95%	67
\$20-\$29	19.29%	81
\$30-\$40	10.00%	42
More than \$40	10.95%	46
Not sure/Refuse	4.05%	17
I don't offer this service.	4.76%	20
TOTAL		420

Q34 Fabric protection, per square foot?

Answered: 420 Skipped: 39

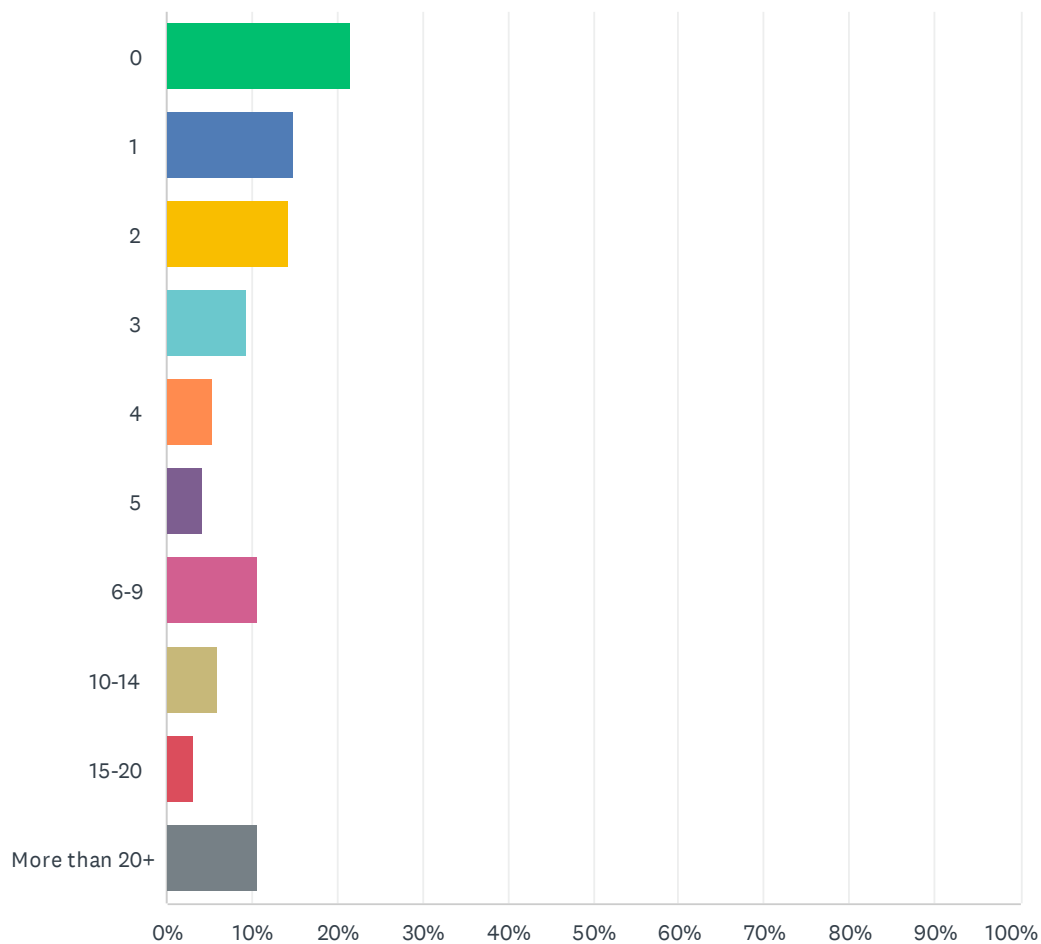


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
\$.01-\$.04	0.71%	3
\$.05-\$.09	7.86%	33
\$.10-\$.19	24.29%	102
\$.20-\$.29	20.00%	84
\$.30-\$.39	5.00%	21
\$.40-\$.49	2.86%	12
\$.50-\$.59	3.33%	14
\$.60-\$.69	0.95%	4
\$.70-\$.79	0.95%	4
\$.80-\$.89	0.48%	2
\$.90-\$1.00	2.86%	12
More than \$1.00	2.62%	11
Included in base price	5.48%	23
Not sure/refuse	6.90%	29
I don't offer this service.	15.71%	66
TOTAL		420

Q35 Other than the owner, how many employees work for the business?

Answered: 416 Skipped: 43

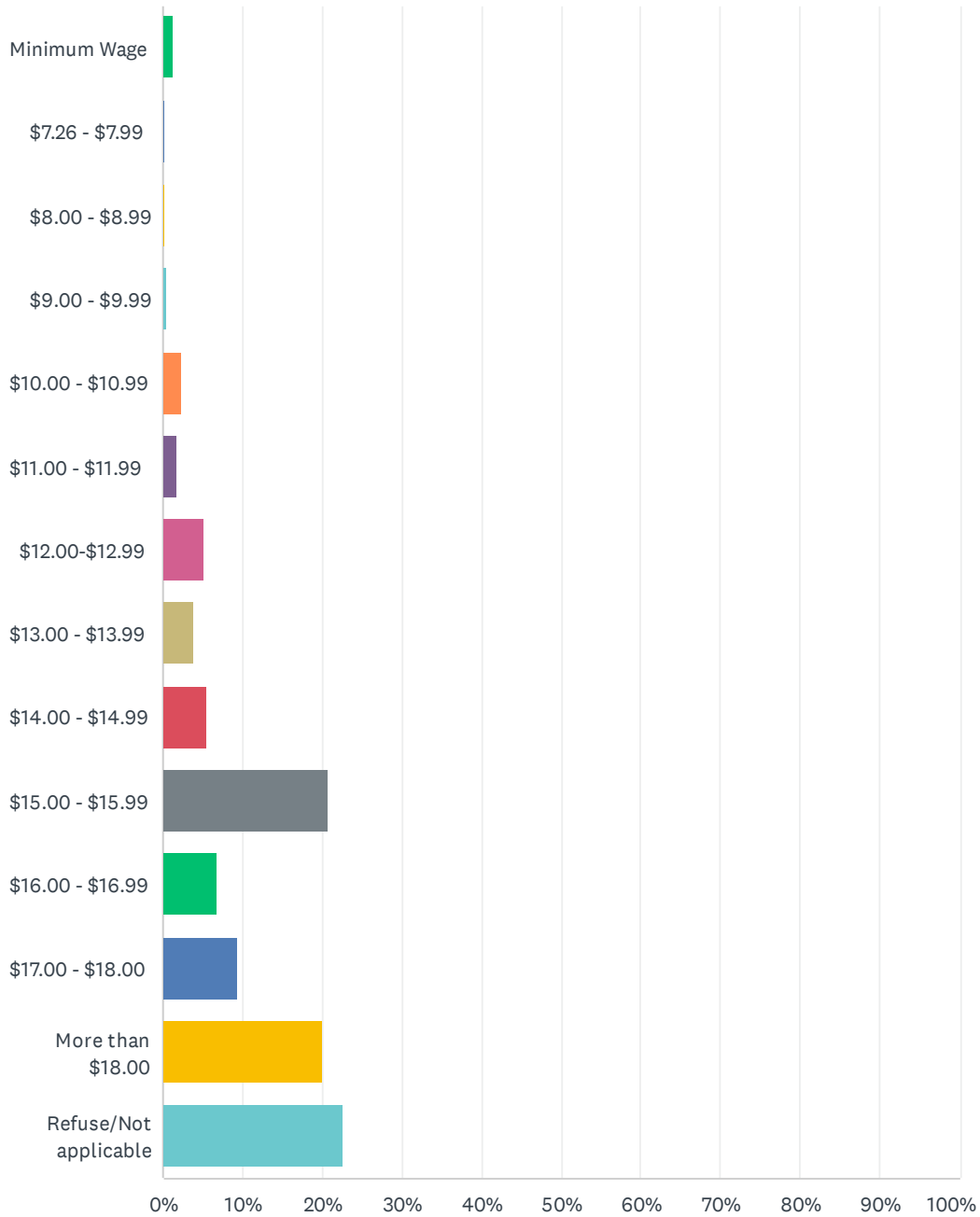


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
0	21.63%	90
1	14.90%	62
2	14.18%	59
3	9.38%	39
4	5.29%	22
5	4.33%	18
6-9	10.58%	44
10-14	6.01%	25
15-20	3.13%	13
More than 20+	10.58%	44
TOTAL		416

Q36 What STARTING wage (Under one year of employment) do you pay a carpet cleaning technician, per hour?

Answered: 416 Skipped: 43

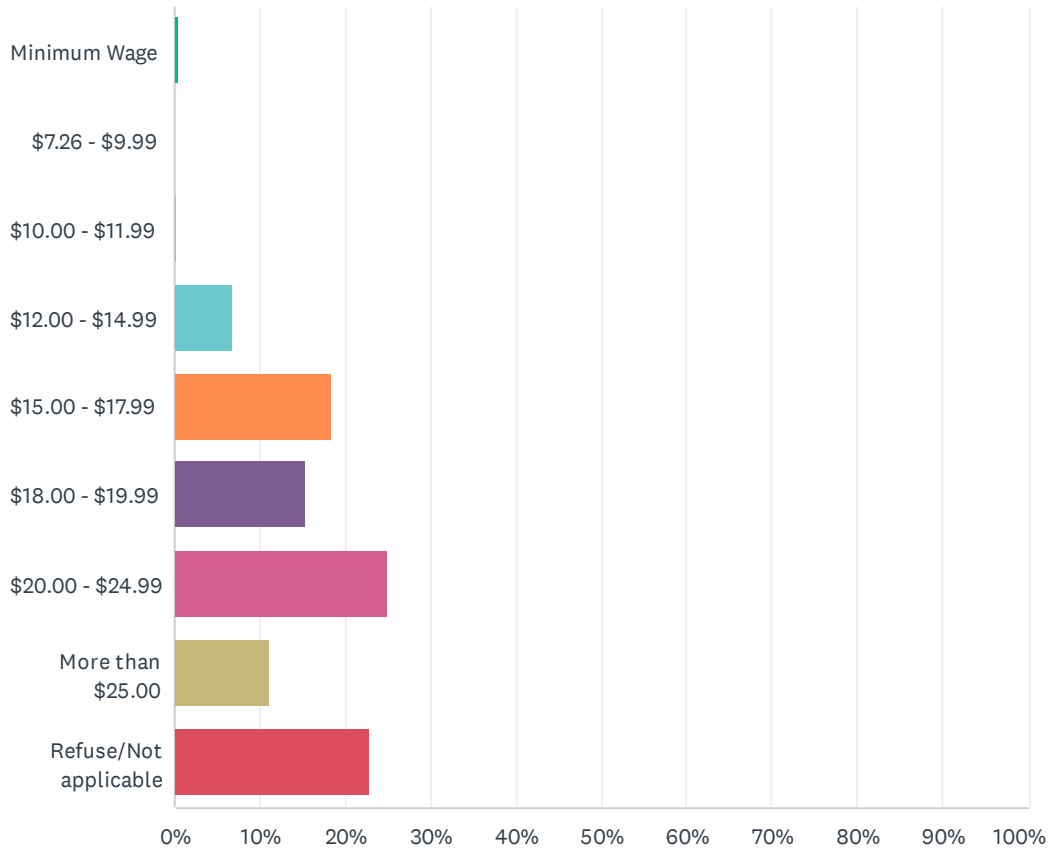


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Minimum Wage	1.20%	5
\$7.26 - \$7.99	0.24%	1
\$8.00 - \$8.99	0.24%	1
\$9.00 - \$9.99	0.48%	2
\$10.00 - \$10.99	2.40%	10
\$11.00 - \$11.99	1.68%	7
\$12.00-\$12.99	5.05%	21
\$13.00 - \$13.99	3.85%	16
\$14.00 - \$14.99	5.53%	23
\$15.00 - \$15.99	20.67%	86
\$16.00 - \$16.99	6.73%	28
\$17.00 - \$18.00	9.38%	39
More than \$18.00	19.95%	83
Refuse/Not applicable	22.60%	94
TOTAL		416

Q37 What AVERAGE wage (more than one year of employment) do you pay a carpet cleaning technician, per hour?

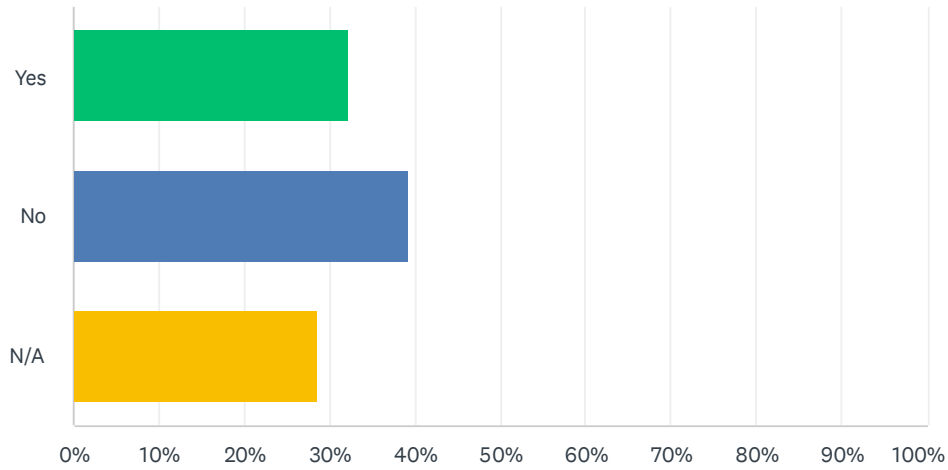
Answered: 416 Skipped: 43



ANSWER CHOICES	RESPONSES	
Minimum Wage	0.48%	2
\$7.26 - \$9.99	0.00%	0
\$10.00 - \$11.99	0.24%	1
\$12.00 - \$14.99	6.73%	28
\$15.00 - \$17.99	18.27%	76
\$18.00 - \$19.99	15.38%	64
\$20.00 - \$24.99	25.00%	104
More than \$25.00	11.06%	46
Refuse/Not applicable	22.84%	95
TOTAL		416

Q38 Do you offer technicians a mix of wage plus commission?

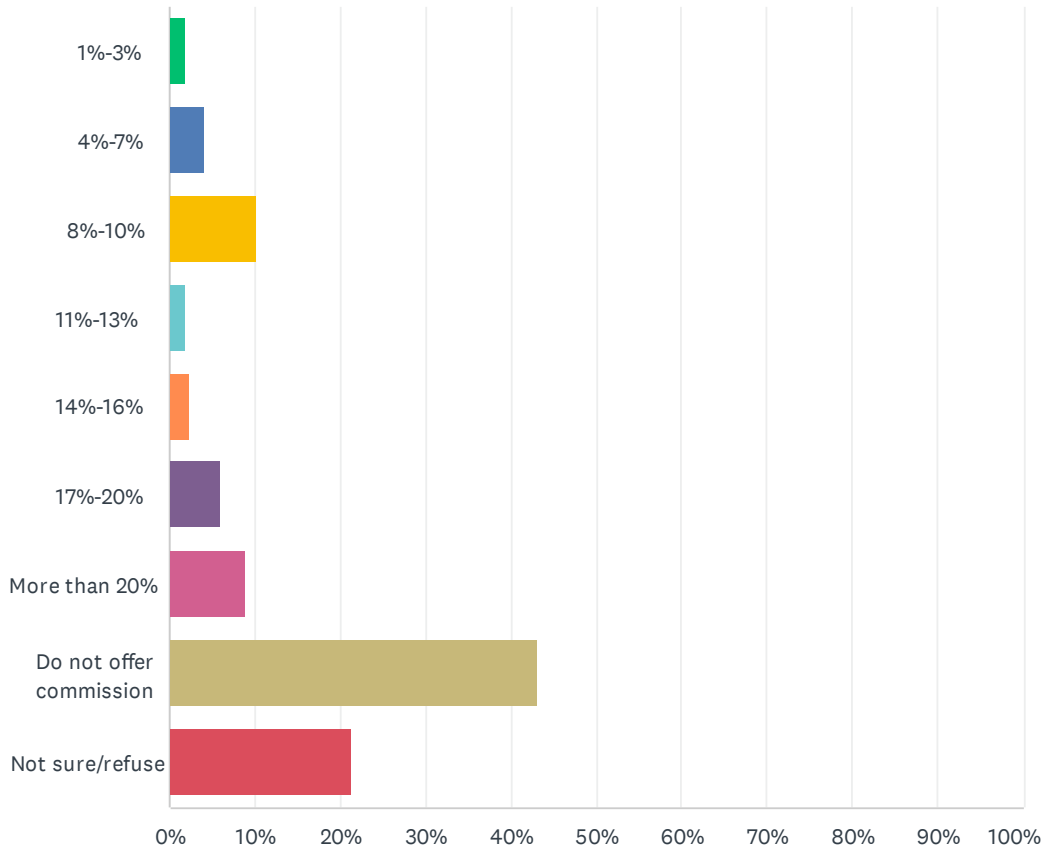
Answered: 416 Skipped: 43



ANSWER CHOICES	RESPONSES	
Yes	32.21%	134
No	39.18%	163
N/A	28.61%	119
TOTAL		416

Q39 What average commission do you pay a carpet cleaning technician?

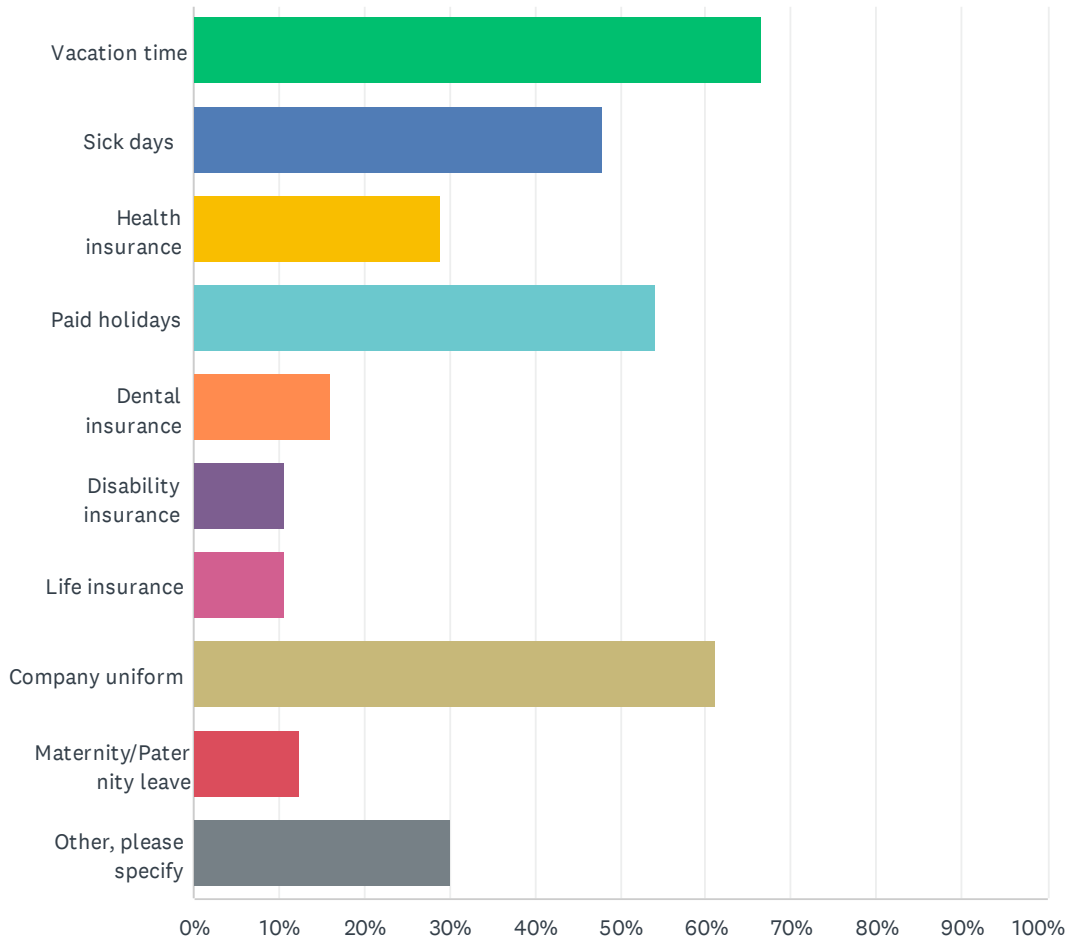
Answered: 416 Skipped: 43



ANSWER CHOICES	RESPONSES
1%-3%	1.92% 8
4%-7%	4.09% 17
8%-10%	10.34% 43
11%-13%	1.92% 8
14%-16%	2.40% 10
17%-20%	6.01% 25
More than 20%	8.89% 37
Do not offer commission	43.03% 179
Not sure/refuse	21.39% 89
TOTAL	416

Q40 Which of the following benefits do you provide your full-time employees? (Choose all that apply)

Answered: 355 Skipped: 104

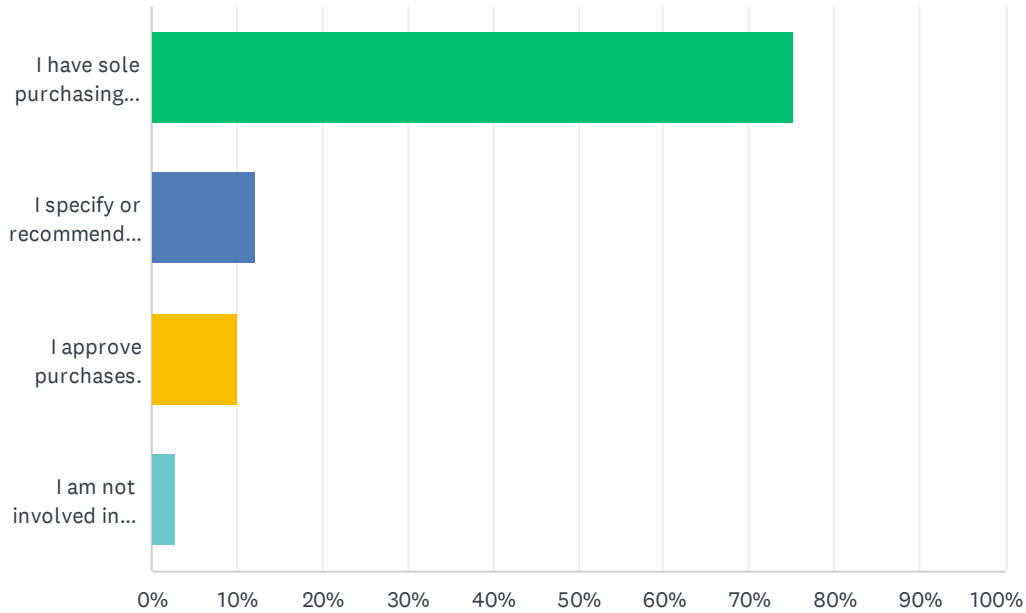


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Vacation time	66.48%	236
Sick days	47.89%	170
Health insurance	29.01%	103
Paid holidays	54.08%	192
Dental insurance	16.06%	57
Disability insurance	10.70%	38
Life insurance	10.70%	38
Company uniform	61.13%	217
Maternity/Paternity leave	12.39%	44
Other, please specify	30.14%	107
Total Respondents: 355		

Q41 Which of the following best describes your role in purchasing equipment and supplies?

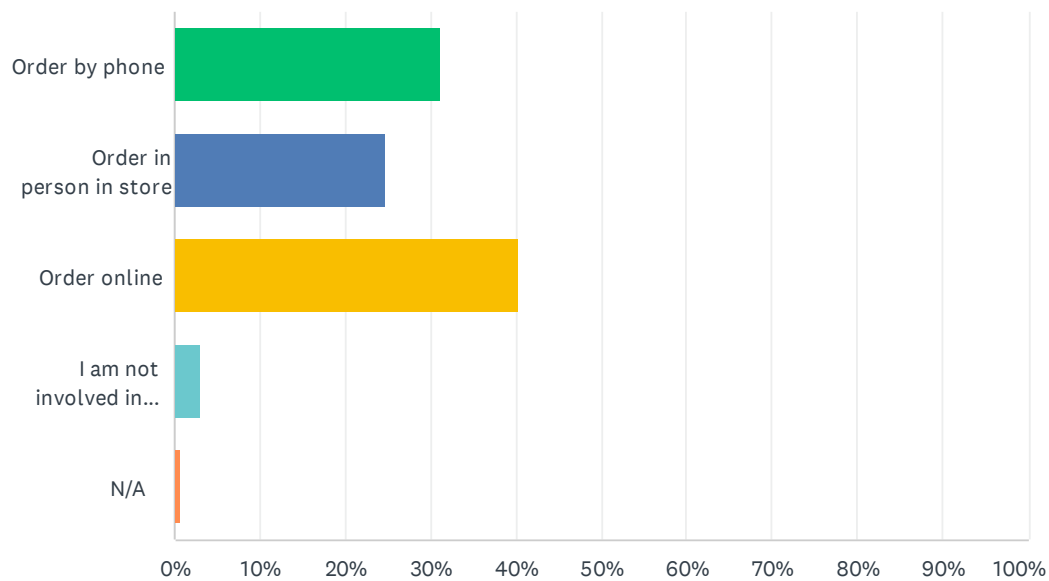
Answered: 403 Skipped: 56



ANSWER CHOICES	RESPONSES	
I have sole purchasing authority.	75.19%	303
I specify or recommend purchases.	12.16%	49
I approve purchases.	9.93%	40
I am not involved in purchasing of equipment and supplies.	2.73%	11
TOTAL		403

Q42 How do you most often purchase your cleaning chemicals?

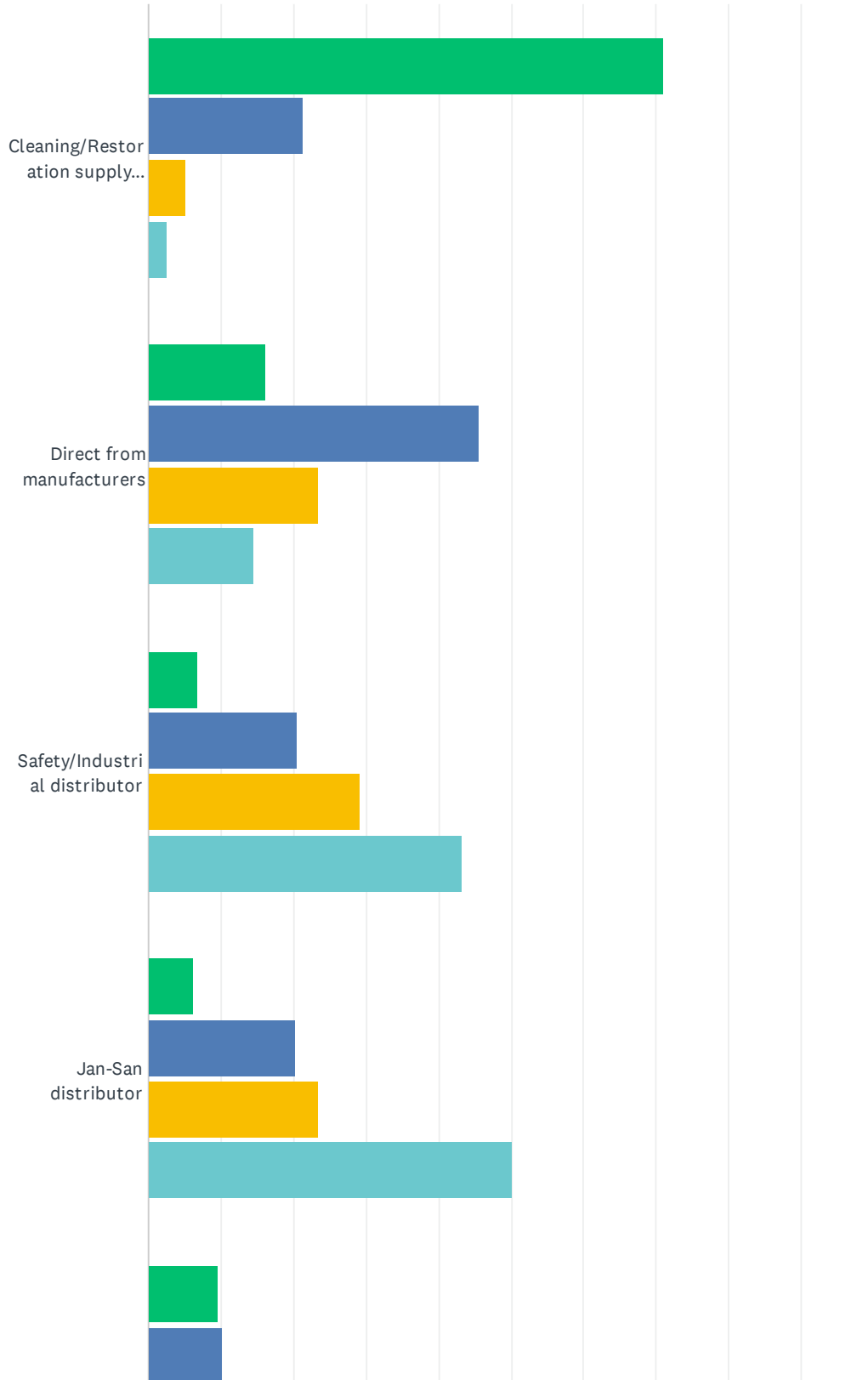
Answered: 404 Skipped: 55



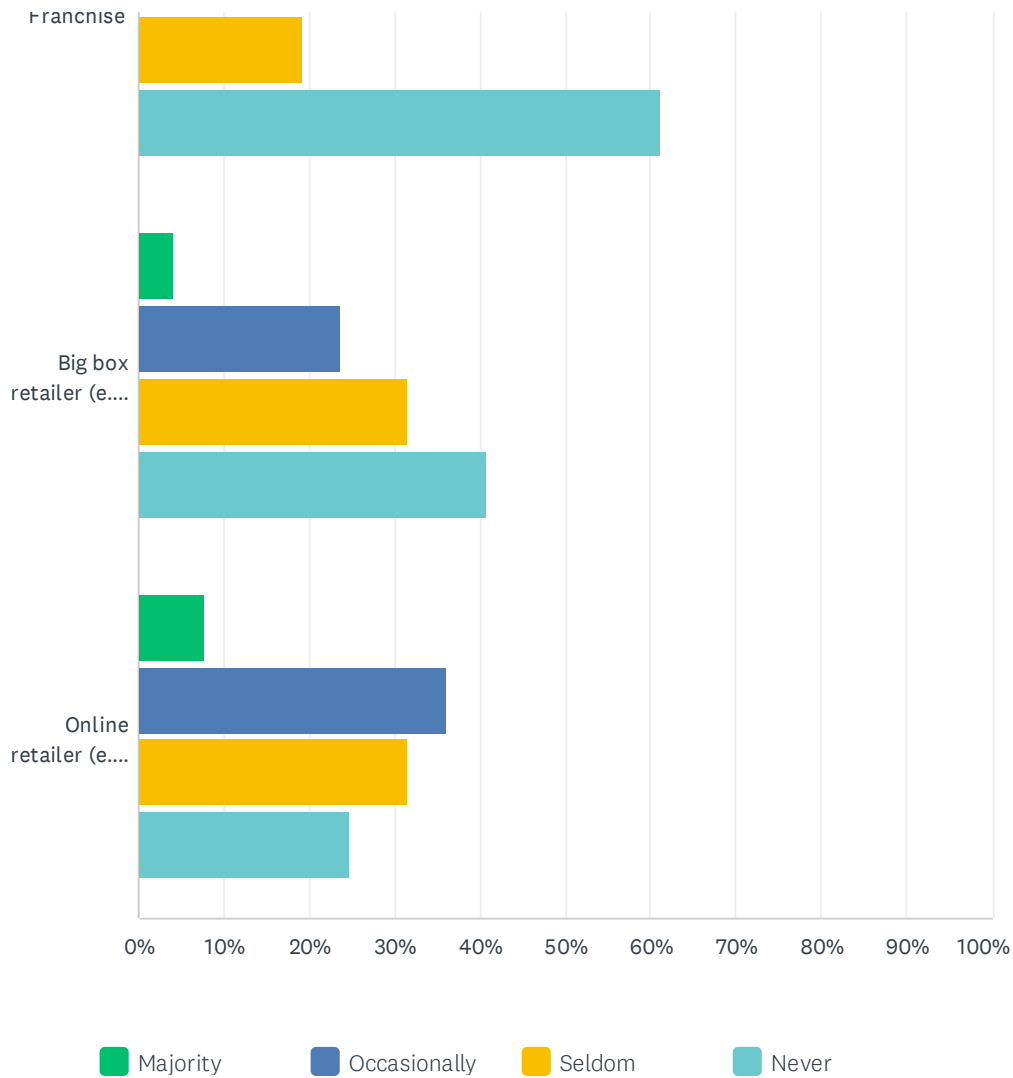
ANSWER CHOICES	RESPONSES	
Order by phone	31.19%	126
Order in person in store	24.75%	100
Order online	40.35%	163
I am not involved in purchasing	2.97%	12
N/A	0.74%	3
TOTAL		404

Q43 To what extent do you purchase equipment and supplies from the following sources? Please answer each option.

Answered: 401 Skipped: 58



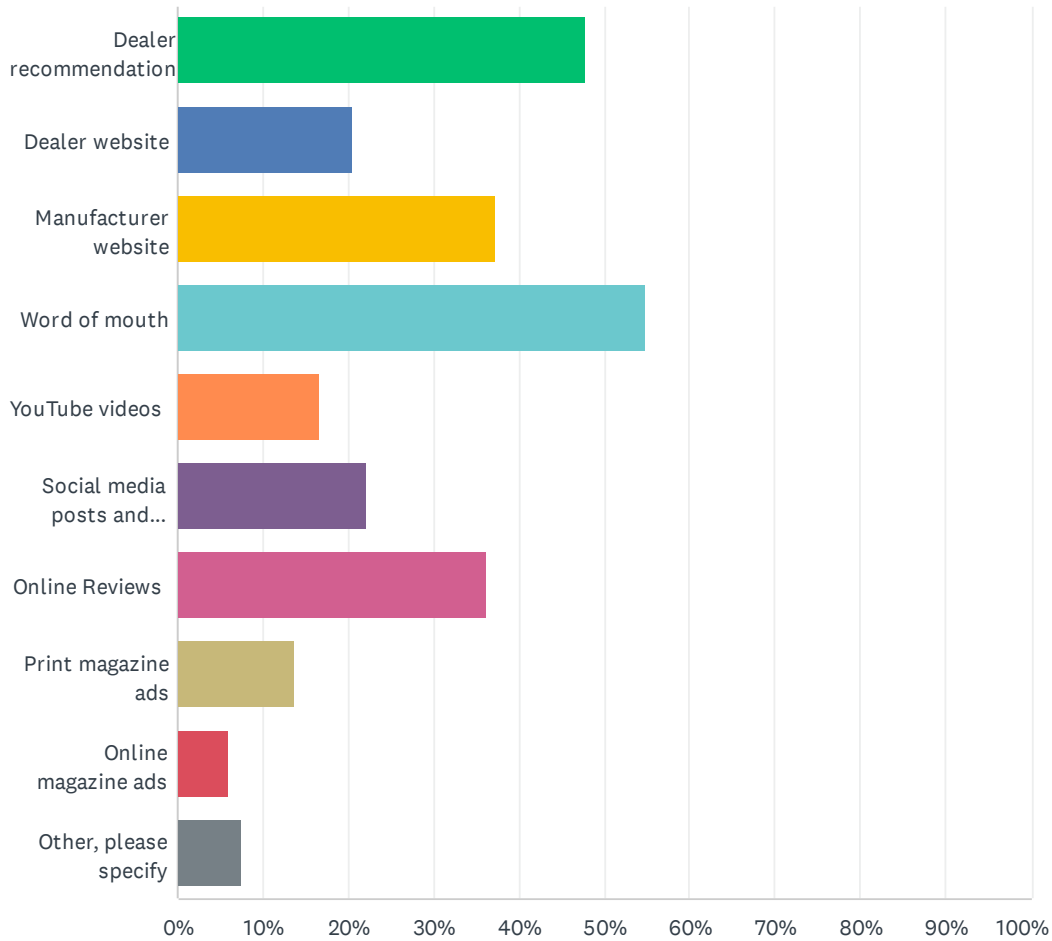
2022 Cleanfax Carpet Cleaning Benchmarking Survey



	MAJORITY	OCCASIONALLY	SELDOM	NEVER	TOTAL	WEIGHTED AVERAGE
Cleaning/Restoration supply distributor	71.07% 280	21.32% 84	5.08% 20	2.54% 10	394	3.61
Direct from manufacturers	16.31% 61	45.72% 171	23.53% 88	14.44% 54	374	2.64
Safety/Industrial distributor	6.91% 25	20.44% 74	29.28% 106	43.37% 157	362	1.91
Jan-San distributor	6.09% 22	20.22% 73	23.55% 85	50.14% 181	361	1.82
Franchise	9.58% 34	10.14% 36	19.15% 68	61.13% 217	355	1.68
Big box retailer (e.g., Costco/Sam's Club)	4.12% 15	23.63% 86	31.59% 115	40.66% 148	364	1.91
Online retailer (e.g., Amazon)	7.73% 29	36.00% 135	31.47% 118	24.80% 93	375	2.27

Q44 Which 3 information sources most influence your product purchase decisions? (Check only 3 please)

Answered: 402 Skipped: 57

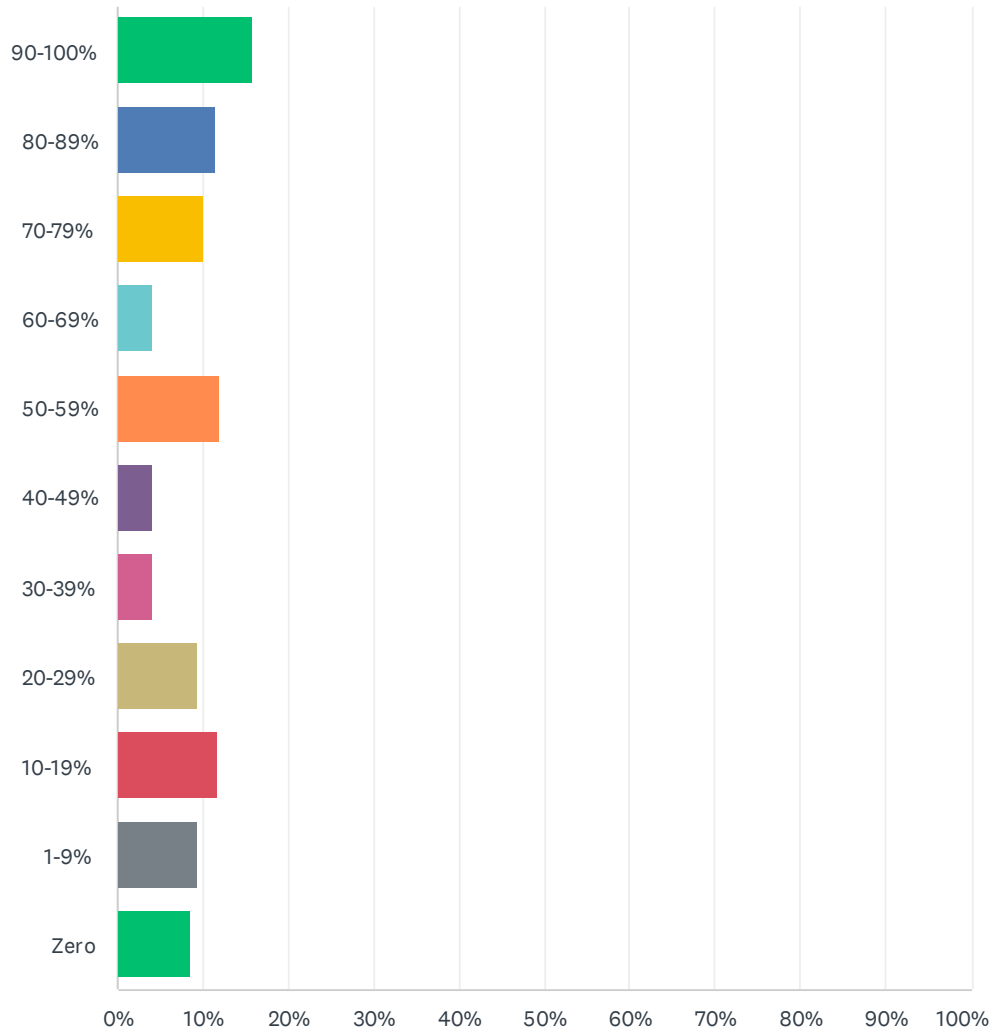


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Dealer recommendation	47.76%	192
Dealer website	20.40%	82
Manufacturer website	37.31%	150
Word of mouth	54.73%	220
YouTube videos	16.67%	67
Social media posts and comments	22.14%	89
Online Reviews	36.32%	146
Print magazine ads	13.68%	55
Online magazine ads	5.97%	24
Other, please specify	7.46%	30
Total Respondents: 402		

Q45 What percentage of your equipment/supplies are purchased ONLINE?

Answered: 403 Skipped: 56

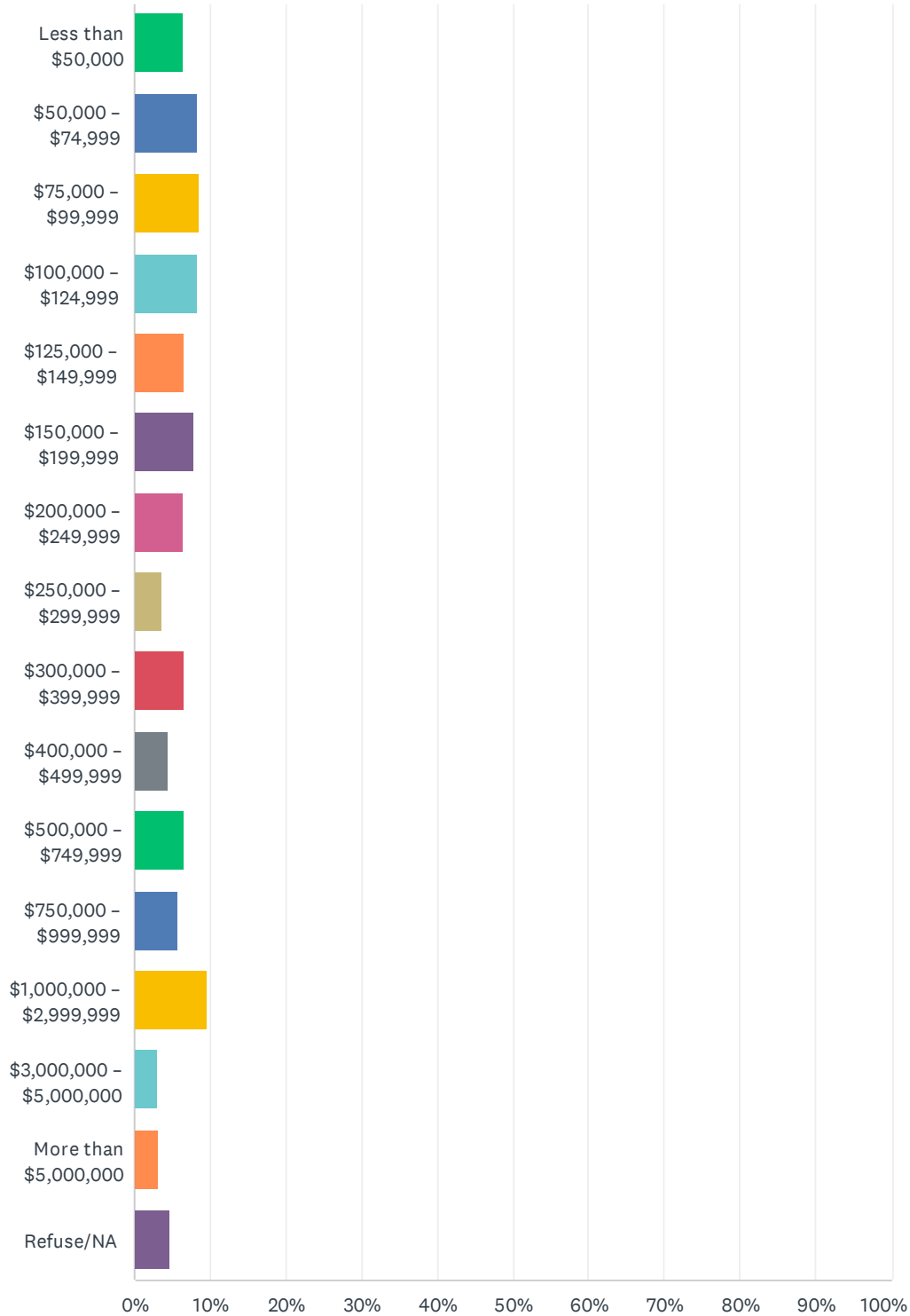


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
90-100%	15.88%	64
80-89%	11.41%	46
70-79%	9.93%	40
60-69%	3.97%	16
50-59%	11.91%	48
40-49%	3.97%	16
30-39%	3.97%	16
20-29%	9.43%	38
10-19%	11.66%	47
1-9%	9.43%	38
Zero	8.44%	34
TOTAL		403

Q46 Estimate what the company's total GROSS sales revenue for 2022 will be.

Answered: 377 Skipped: 82

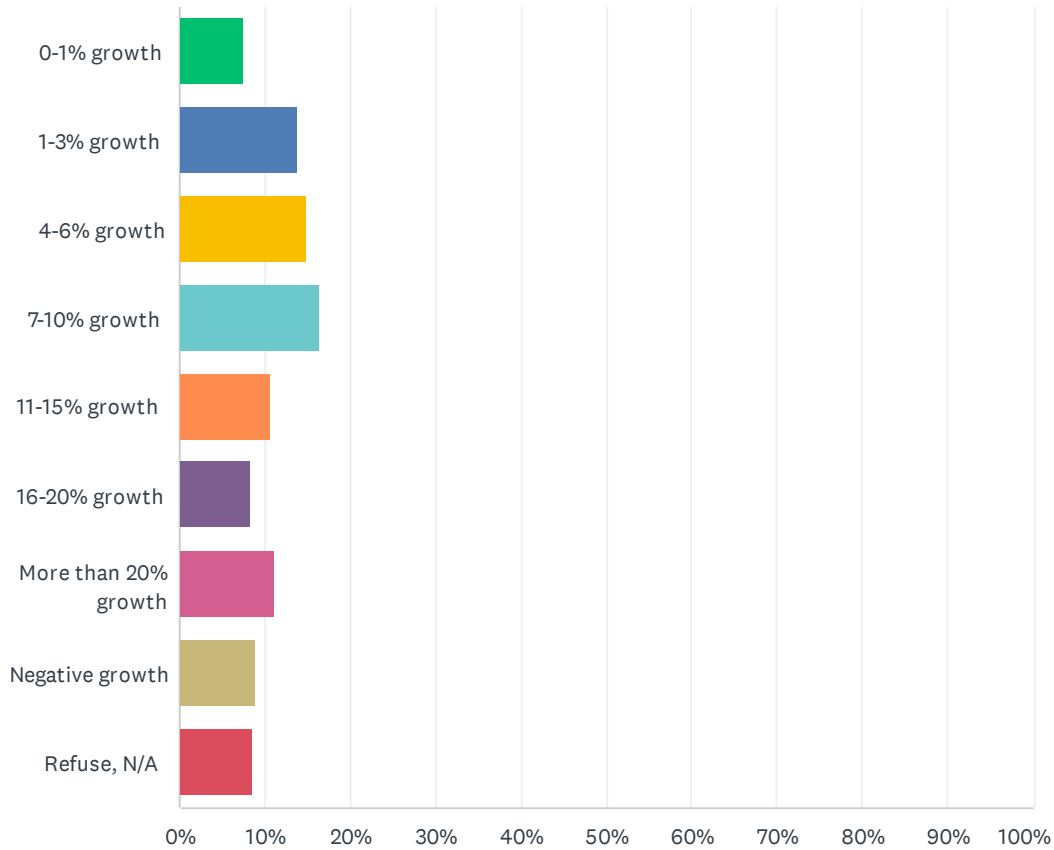


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Less than \$50,000	6.37%	24
\$50,000 – \$74,999	8.22%	31
\$75,000 – \$99,999	8.49%	32
\$100,000 – \$124,999	8.22%	31
\$125,000 – \$149,999	6.63%	25
\$150,000 – \$199,999	7.96%	30
\$200,000 – \$249,999	6.37%	24
\$250,000 – \$299,999	3.71%	14
\$300,000 – \$399,999	6.63%	25
\$400,000 – \$499,999	4.51%	17
\$500,000 – \$749,999	6.63%	25
\$750,000 – \$999,999	5.84%	22
\$1,000,000 – \$2,999,999	9.55%	36
\$3,000,000 – \$5,000,000	2.92%	11
More than \$5,000,000	3.18%	12
Refuse/NA	4.77%	18
TOTAL		377

Q47 What was your gross sales growth rate in 2021 compared to 2020?

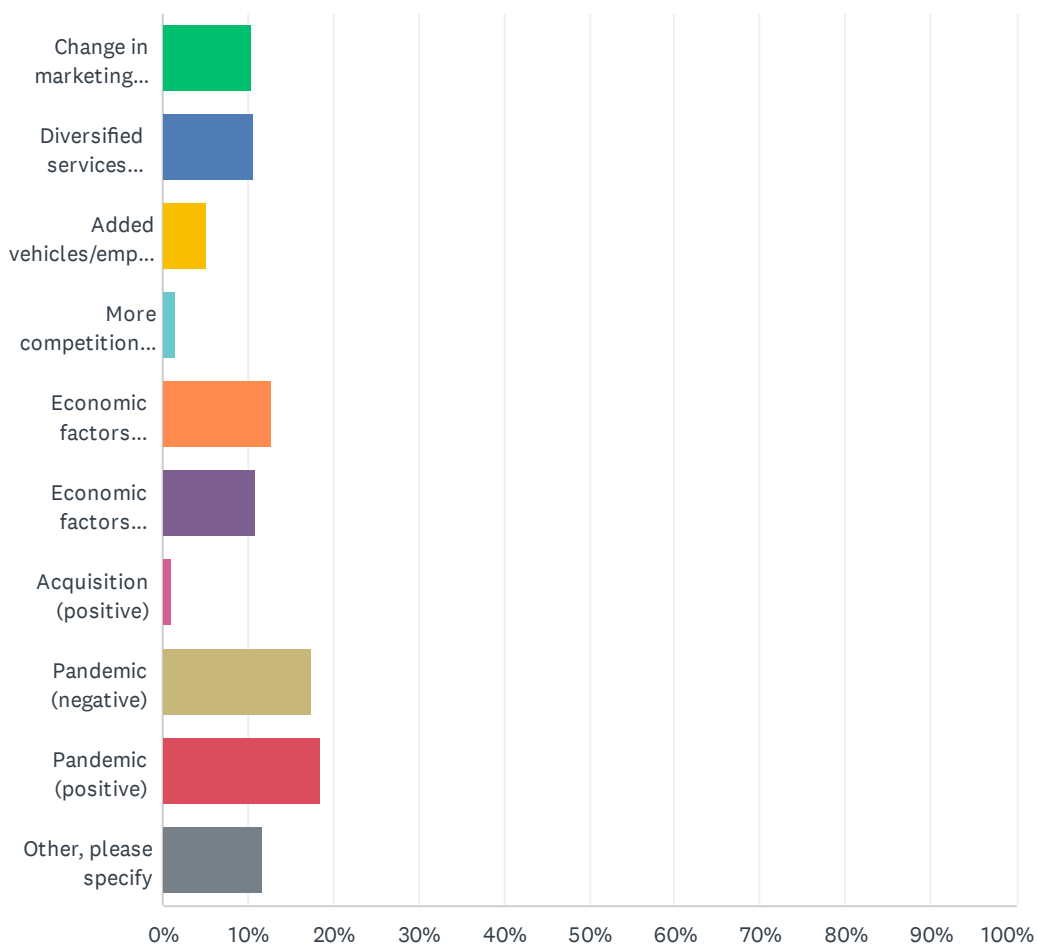
Answered: 377 Skipped: 82



ANSWER CHOICES	RESPONSES	
0-1% growth	7.43%	28
1-3% growth	13.79%	52
4-6% growth	14.85%	56
7-10% growth	16.45%	62
11-15% growth	10.61%	40
16-20% growth	8.22%	31
More than 20% growth	11.14%	42
Negative growth	9.02%	34
Refuse, N/A	8.49%	32
TOTAL		377

Q48 What was the biggest factor affecting revenues in the answer above?

Answered: 377 Skipped: 82

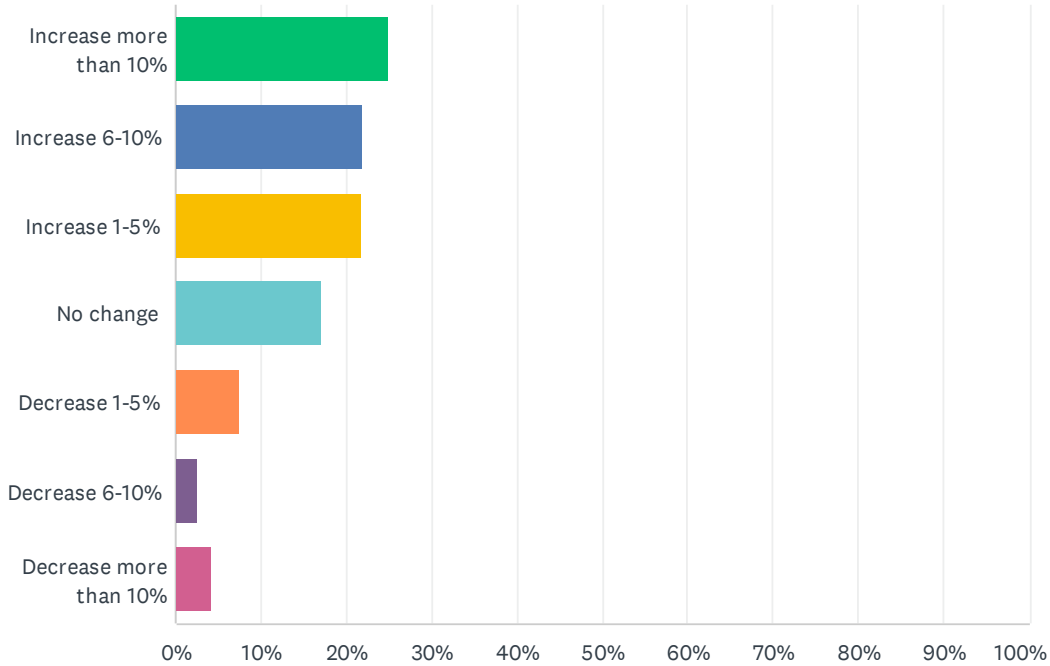


2022 Cleanfax Carpet Cleaning Benchmarking Survey

ANSWER CHOICES	RESPONSES	
Change in marketing strategy (positive)	10.34%	39
Diversified services offered (positive)	10.61%	40
Added vehicles/employees (positive)	5.04%	19
More competition (negative)	1.59%	6
Economic factors (positive)	12.73%	48
Economic factors (negative)	10.88%	41
Acquisition (positive)	1.06%	4
Pandemic (negative)	17.51%	66
Pandemic (positive)	18.57%	70
Other, please specify	11.67%	44
TOTAL		377

Q49 What is your projected increase/decrease in gross sales revenue for 2022?

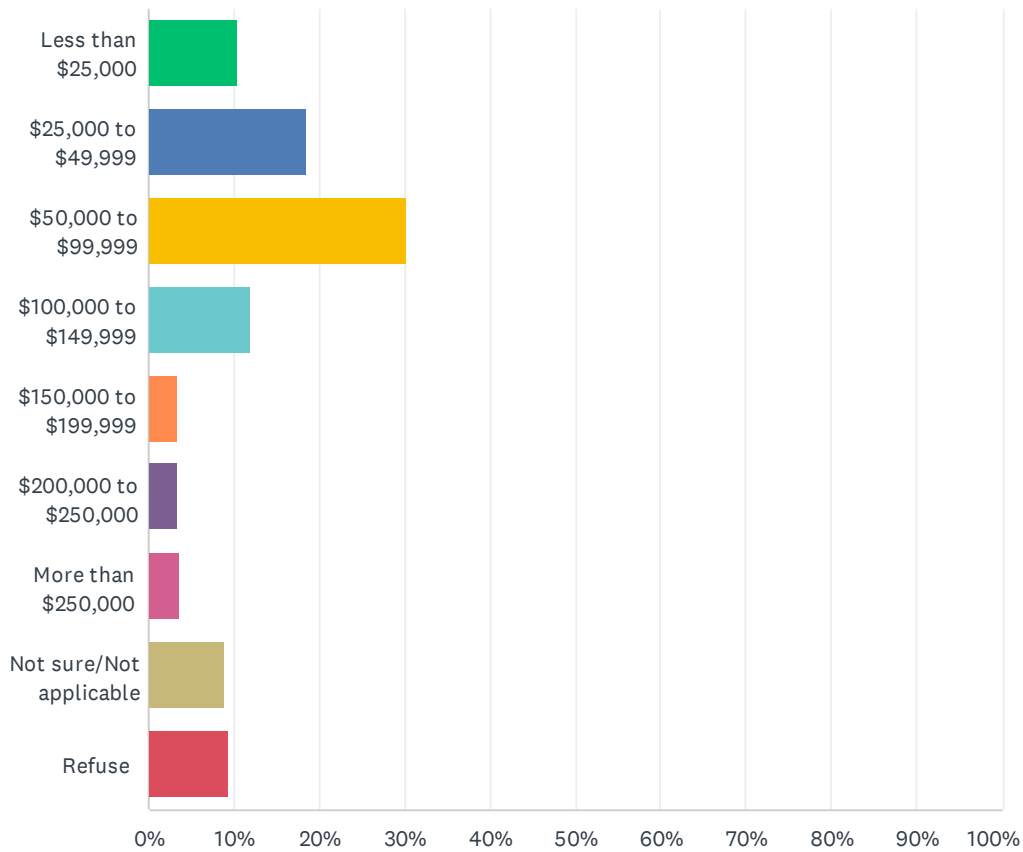
Answered: 377 Skipped: 82



ANSWER CHOICES	RESPONSES	
Increase more than 10%	24.93%	94
Increase 6-10%	22.02%	83
Increase 1-5%	21.75%	82
No change	16.98%	64
Decrease 1-5%	7.43%	28
Decrease 6-10%	2.65%	10
Decrease more than 10%	4.24%	16
TOTAL		377

Q50 Please estimate the owner's compensation in 2022.

Answered: 377 Skipped: 82



ANSWER CHOICES	RESPONSES	
Less than \$25,000	10.34%	39
\$25,000 to \$49,999	18.57%	70
\$50,000 to \$99,999	30.24%	114
\$100,000 to \$149,999	11.94%	45
\$150,000 to \$199,999	3.45%	13
\$200,000 to \$250,000	3.45%	13
More than \$250,000	3.71%	14
Not sure/Not applicable	9.02%	34
Refuse	9.28%	35
TOTAL		377