

# The 2023 Carpet and Floor Cleaning Benchmarking Survey

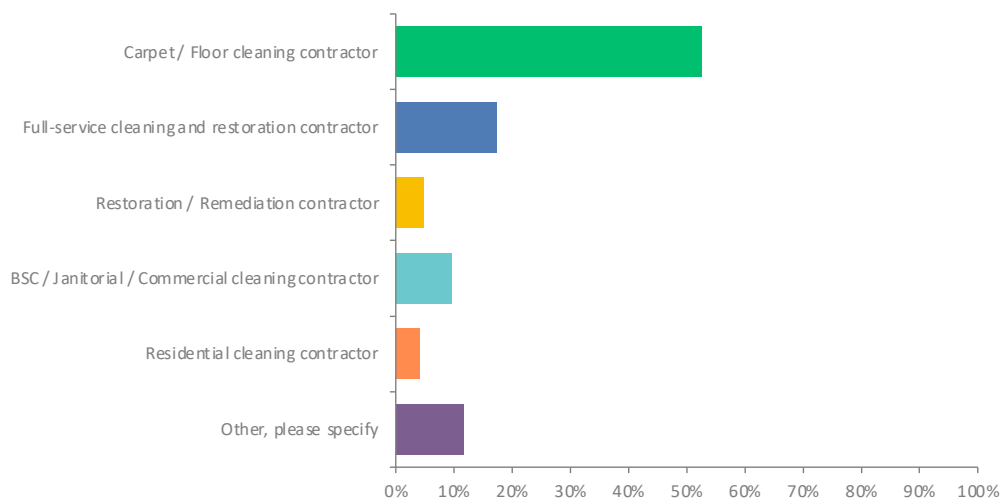


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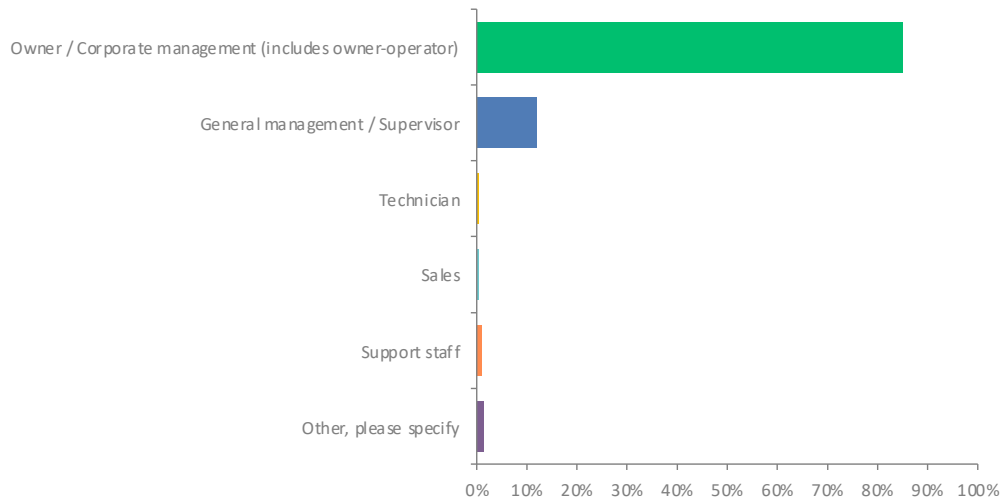


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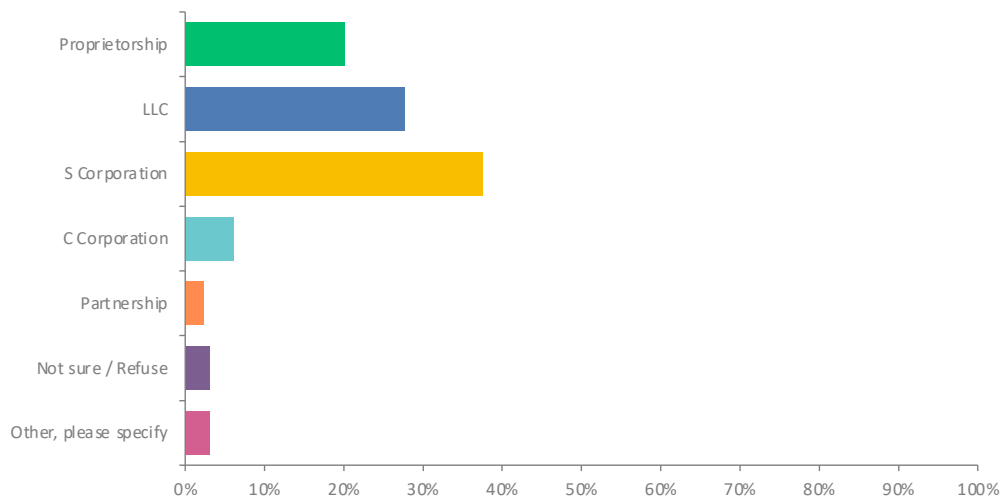
## Q1: Which of the following best describes your PRIMARY business?



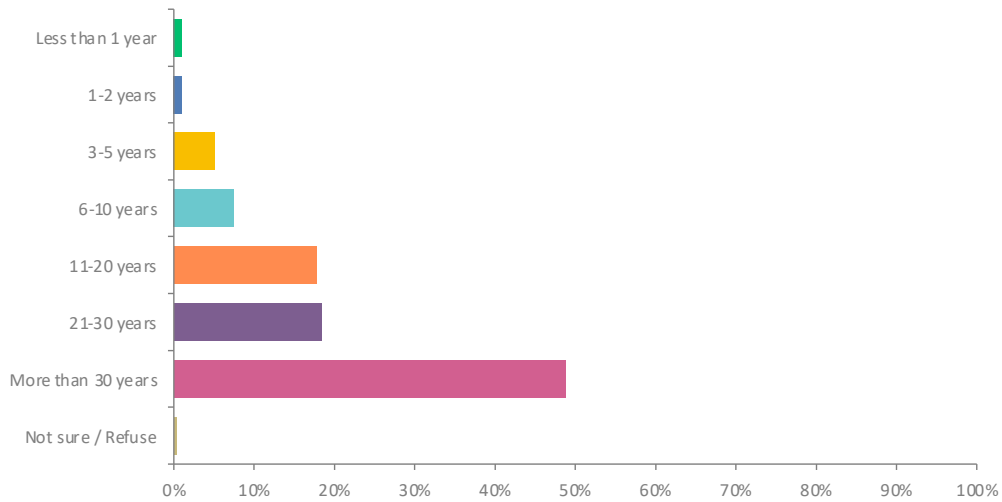
## Q2: What is your role in the business?



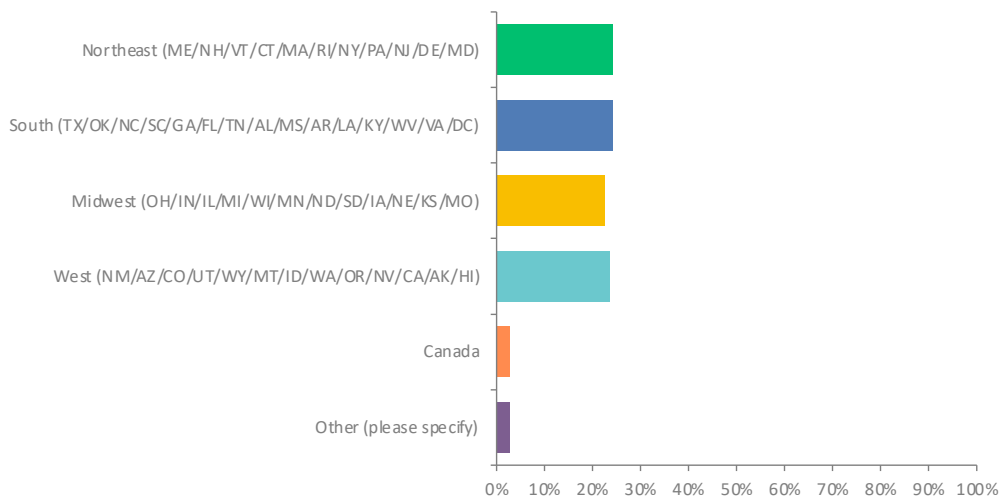
## Q3: What is the current structure of your business?



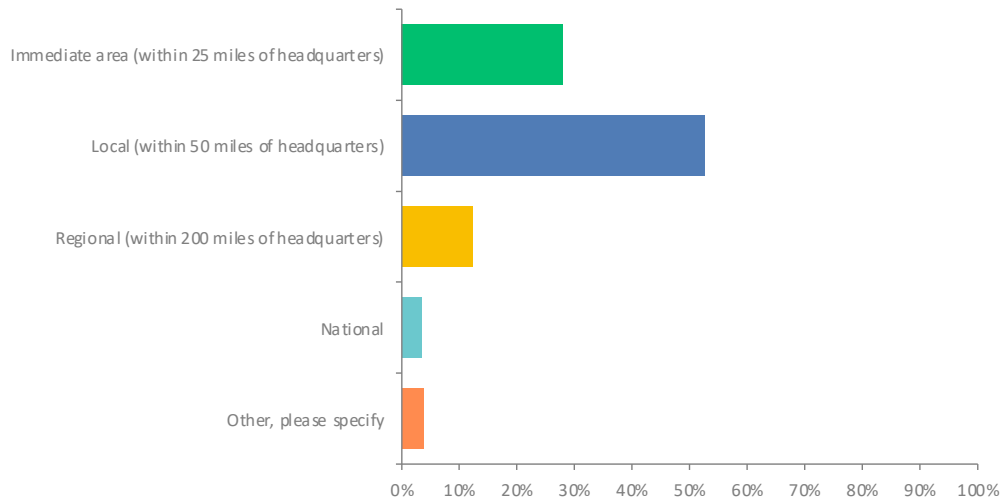
**Q4: How many years has the business been in the carpet and floor cleaning industry?**



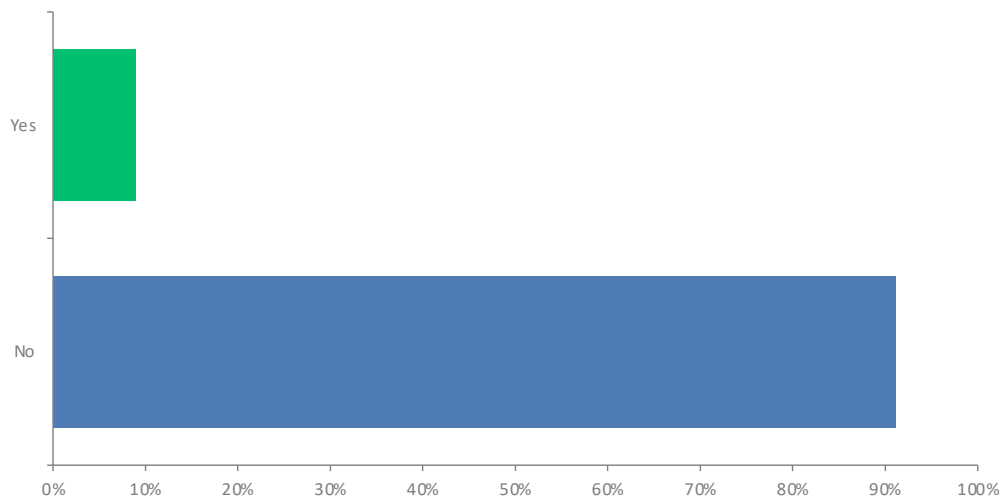
**Q5: In which geographical region is your business based?**



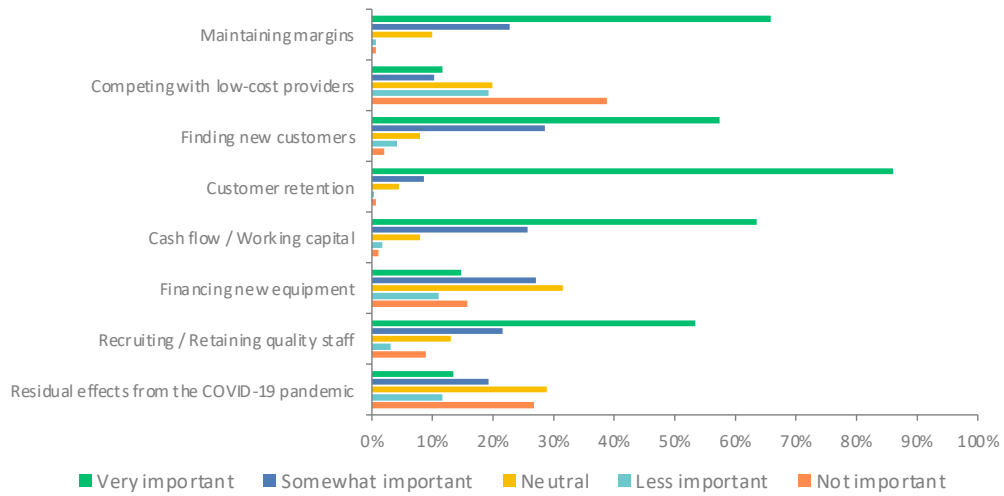
### Q6: What geographical area does the business service?



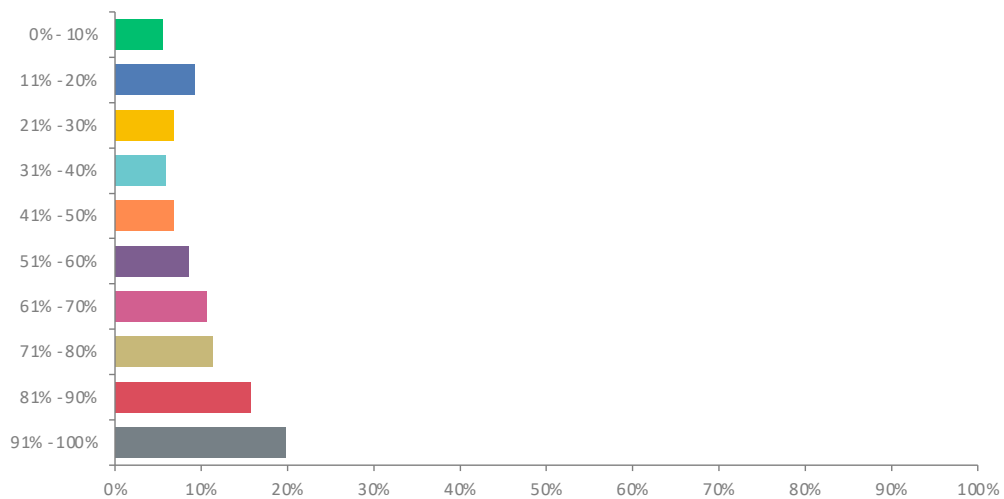
### Q7: Is your business part of a franchise system?



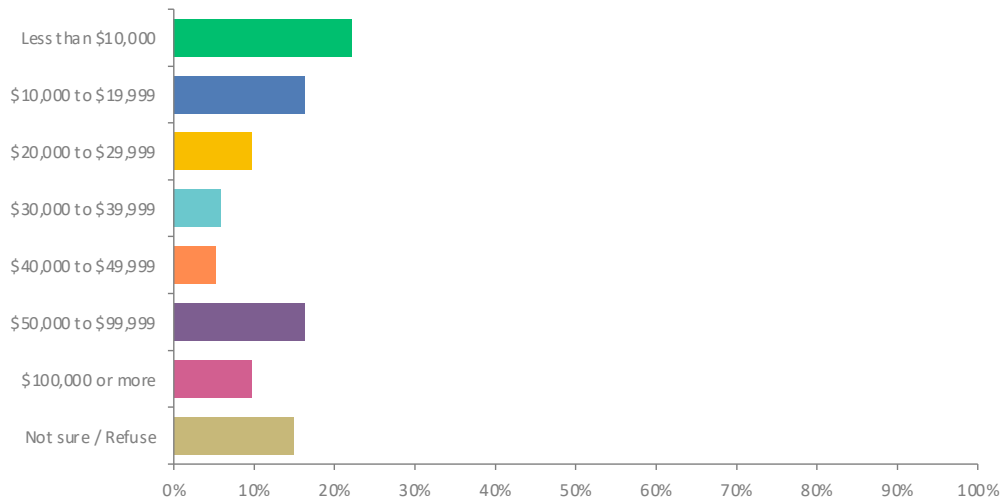
**Q8: Rate the importance of the following challenges as they pertain to your business. Please answer each option.**



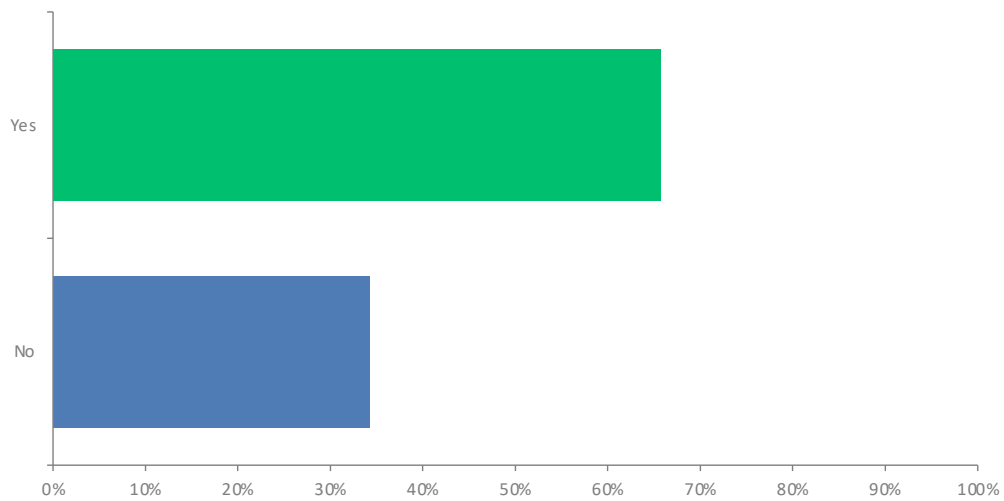
**Q9: What percentage of your total revenue is associated with carpet and floor cleaning services?**



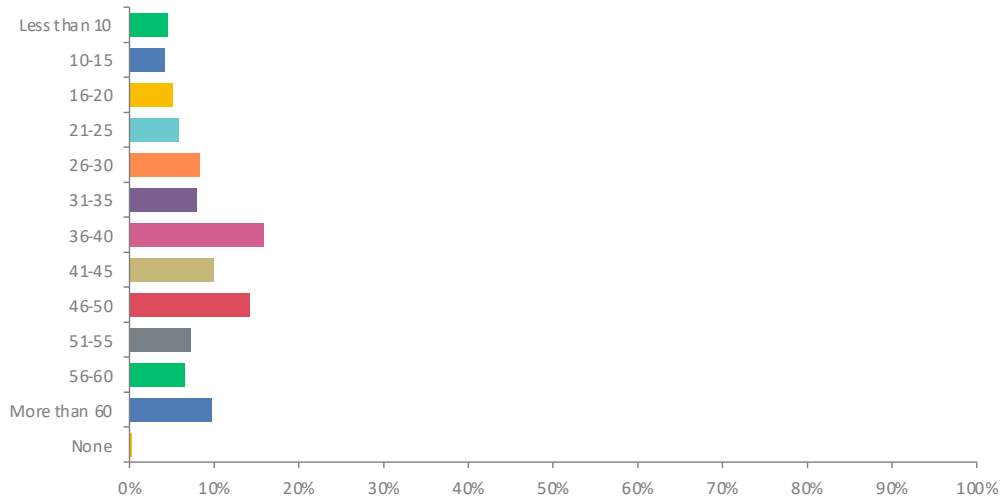
**Q10: What were the approximate start-up costs for your carpet and floor cleaning business (or for this portion of your broader business)?**



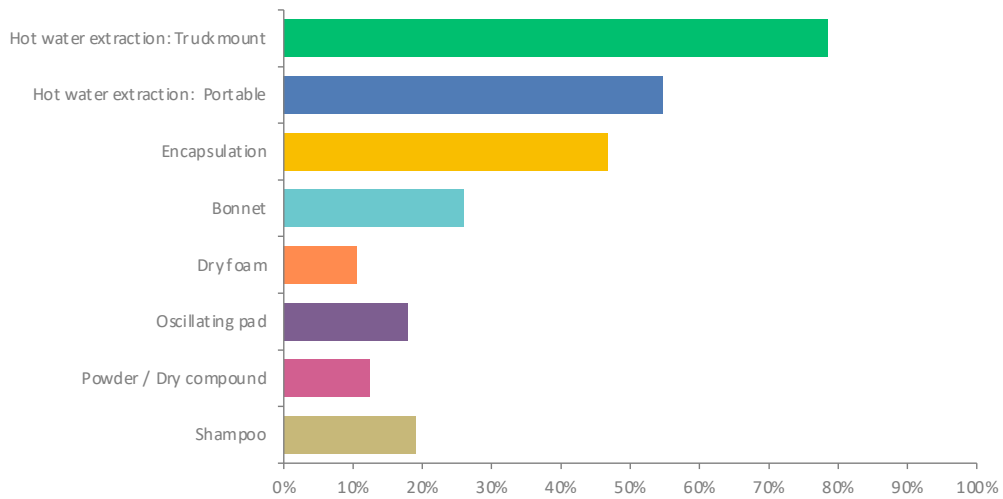
**Q11: Are you actively involved in the physical labor of cleaning?**



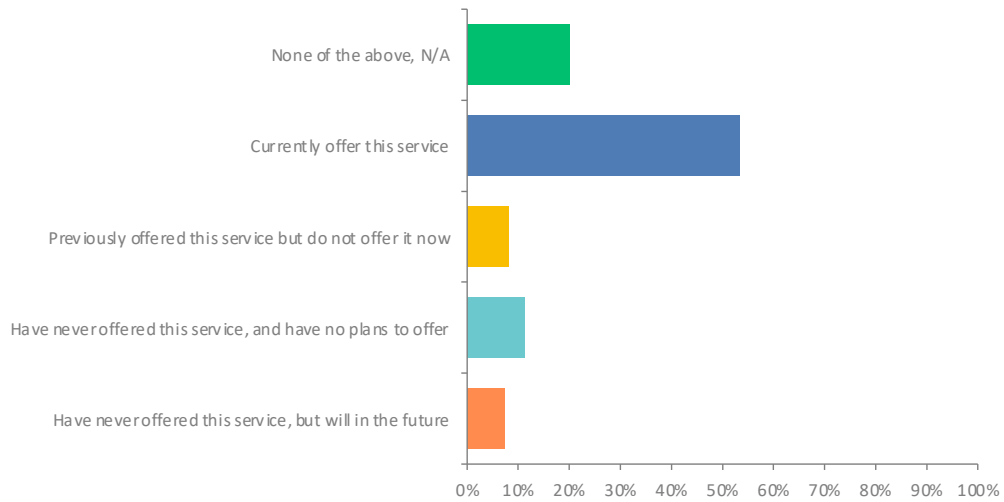
**Q12: On average, how many hours per week do you work in/on the business?**



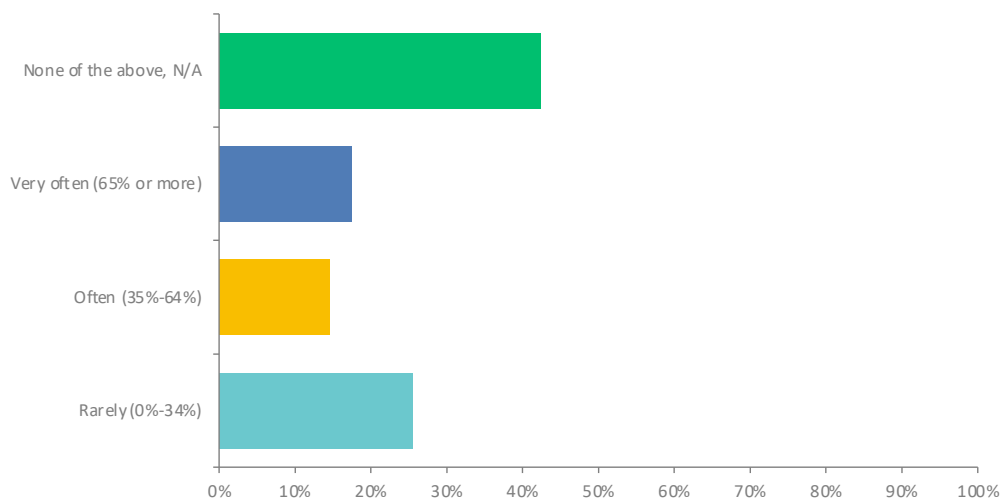
**Q13: Which carpet cleaning method(s) does the company use? Choose all that apply.**



**Q14: For low-moisture encapsulation carpet cleaning, which of the following do you do? Choose one.**

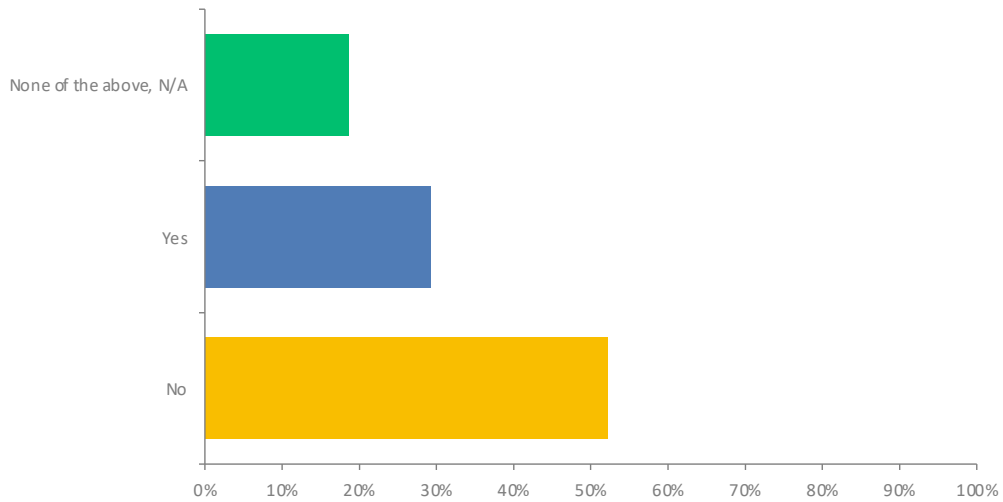


**Q15: If you offer low-moisture encapsulation cleaning, how often is this performed on commercial jobs? Choose one.**

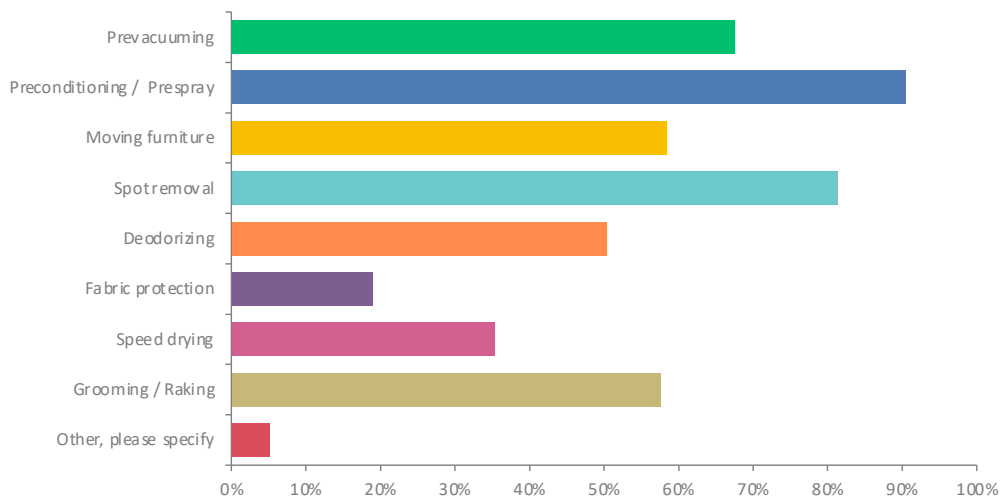




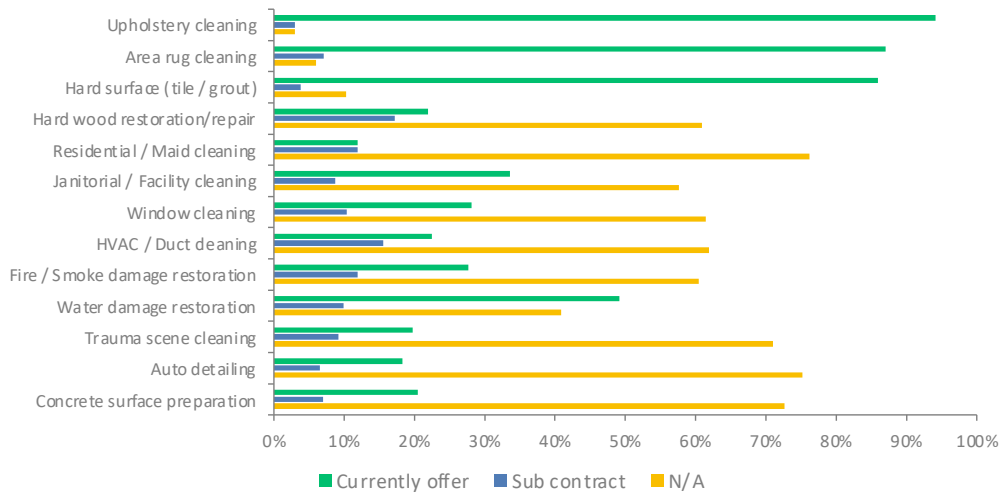
**Q16: Do you plan to purchase specialized equipment for commercial low-moisture cleaning in the next two years?**



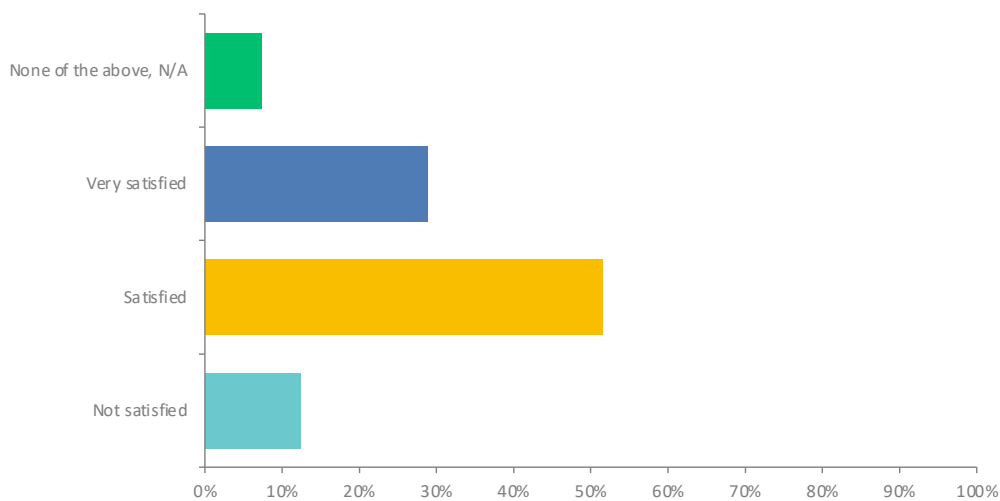
**Q17: Which of the following services are included in the base price of a typical carpet cleaning? Choose all that apply.**



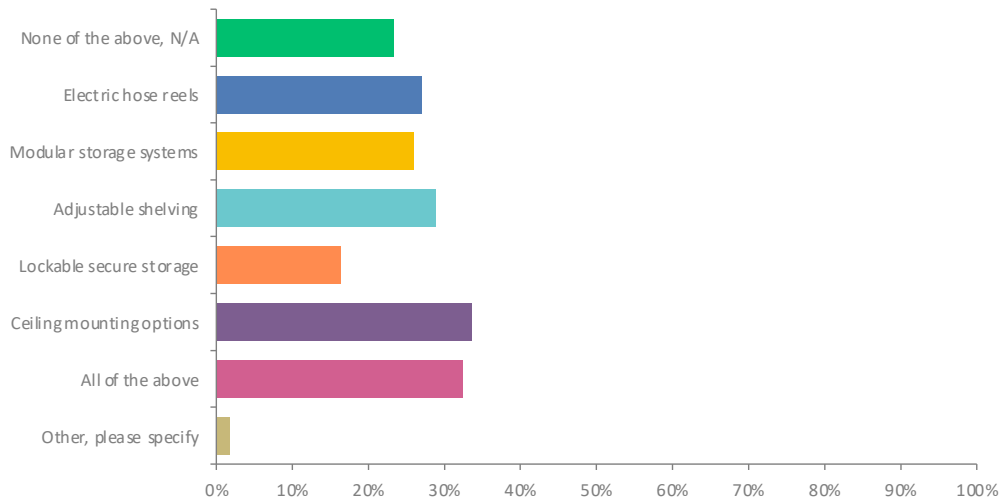
**Q18: Which of the following services do you offer in addition to carpet cleaning services, and which do you sub-contract? Please answer all questions.**



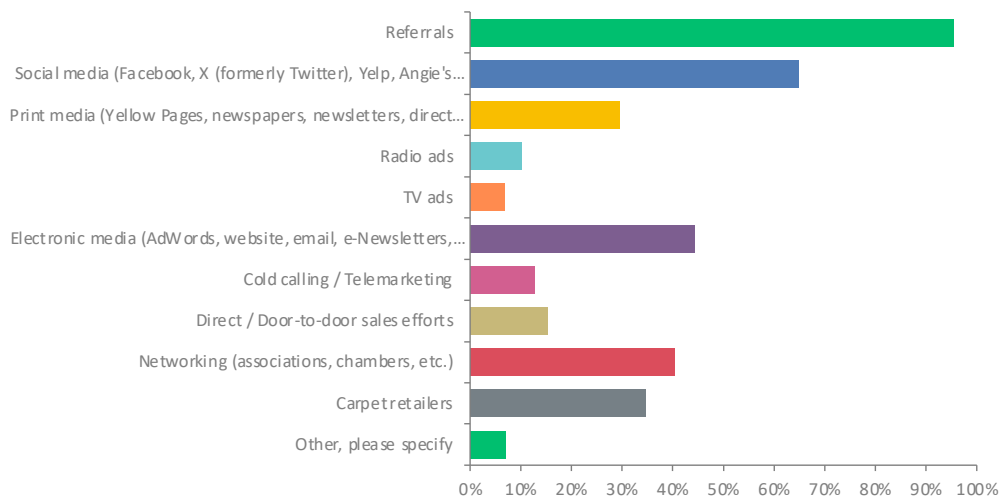
**Q19: How satisfied are you with your current organizational tools (reels, shelves, hangers, holders, etc.) available for your van(s)?**



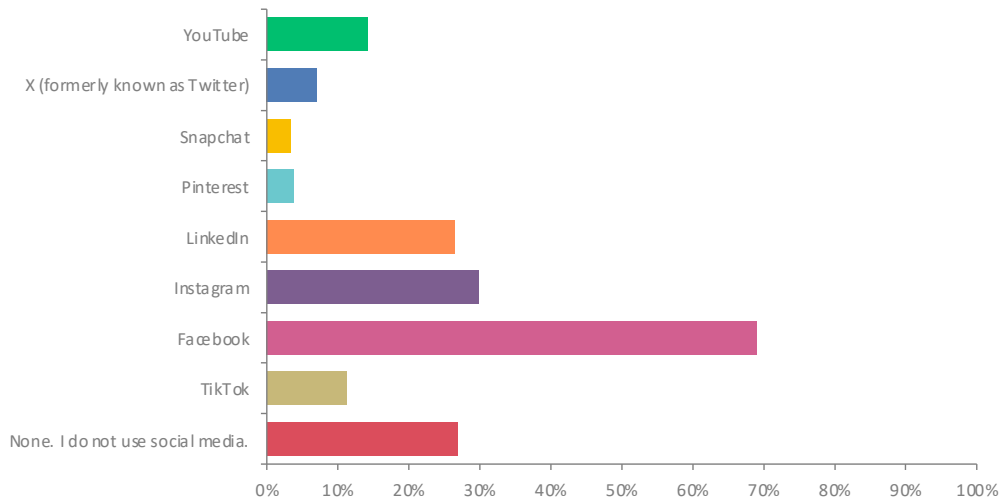
**Q20: What type of organizational accessories would you like to have available for your van(s)? Choose all that apply.**



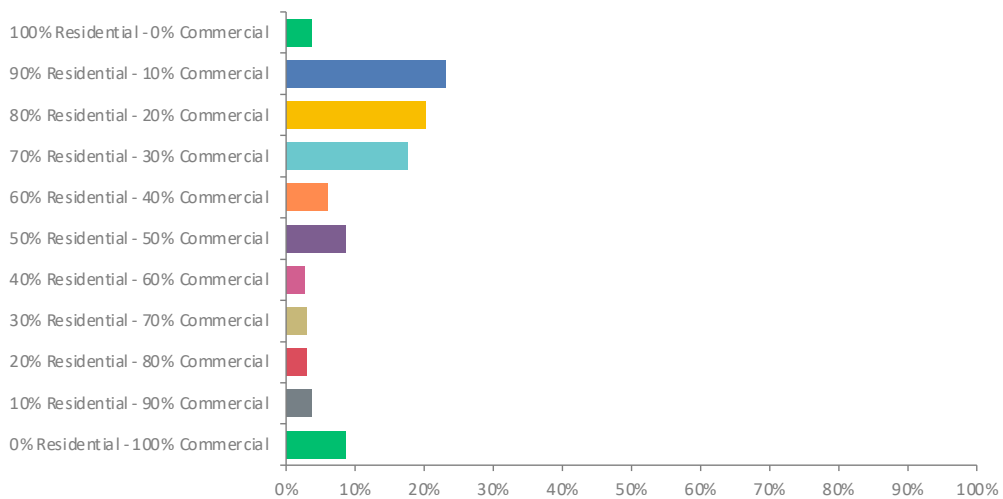
**Q21: Which of the following methods are used to generate new customer leads? Choose all that apply.**



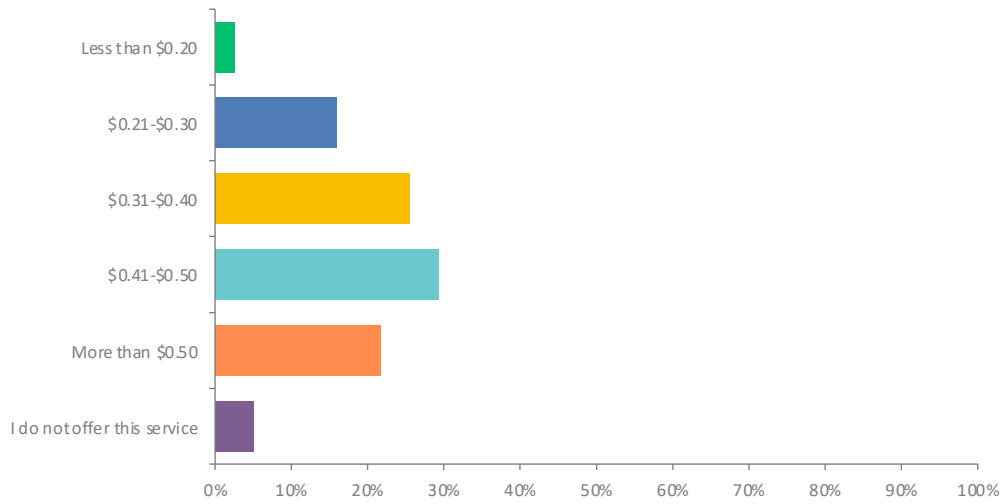
**Q22: Which social media platforms do you regularly use for business growth purposes? Choose all that apply.**



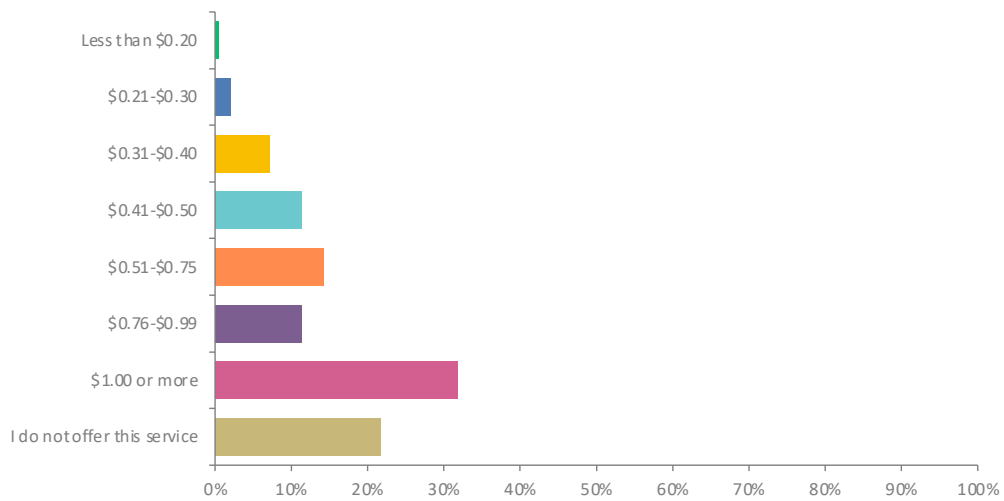
**Q23: What percentage of your business is residential vs. commercial? Select the option that best represents your business.**



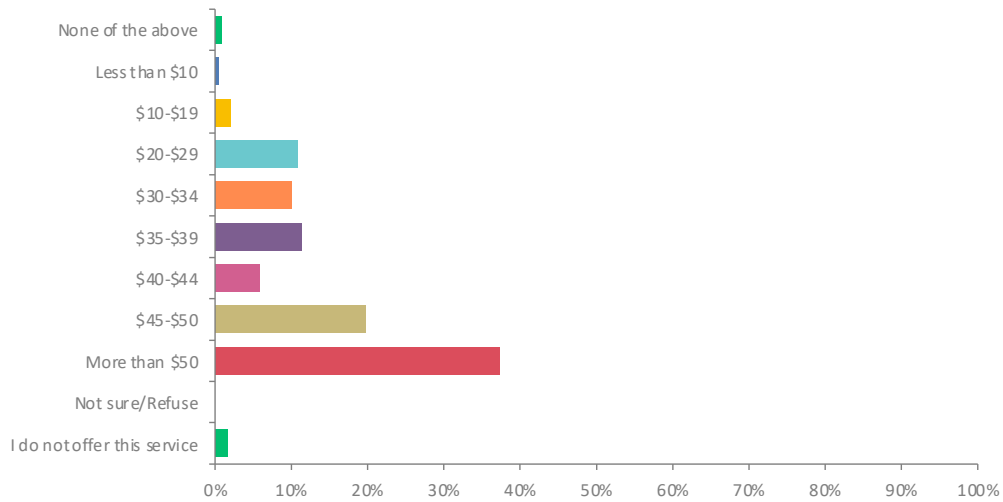
### Q24: Average price per square foot for carpet cleaning?



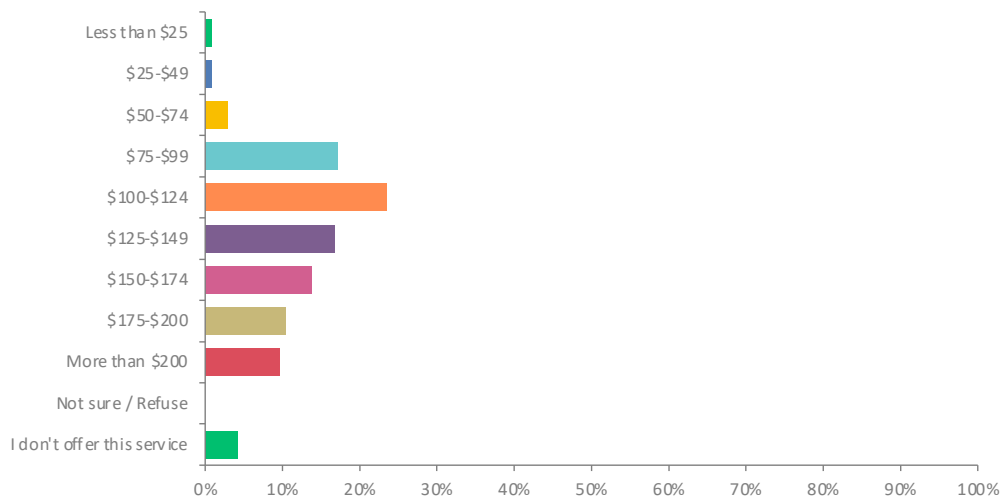
### Q25: Average price per square foot for hard floor cleaning?



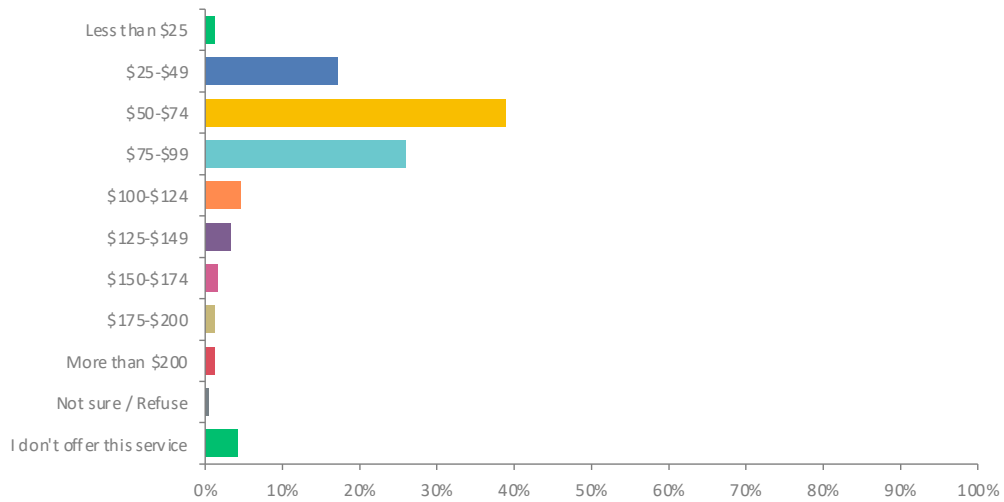
### Q26: Price per standard flight of stairs (approximately 12 steps)?



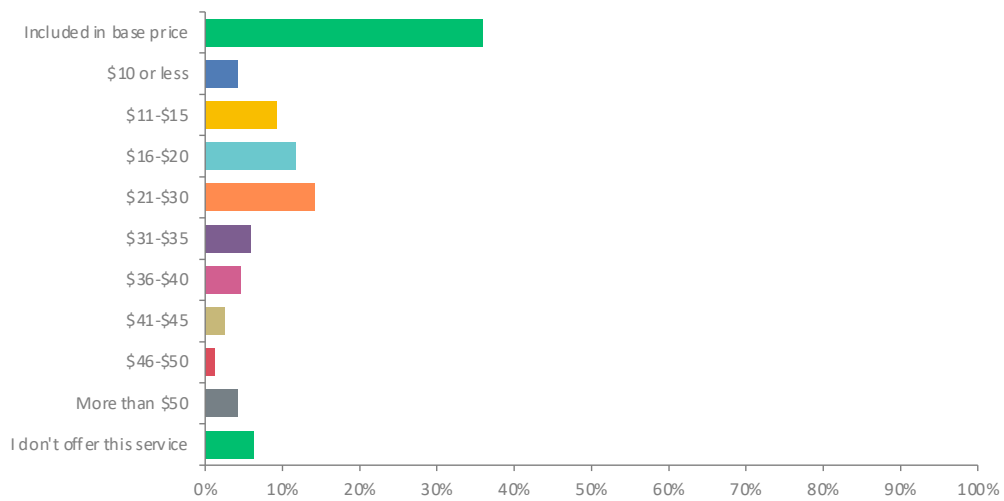
### Q27: Average price for a standard sofa/couch?



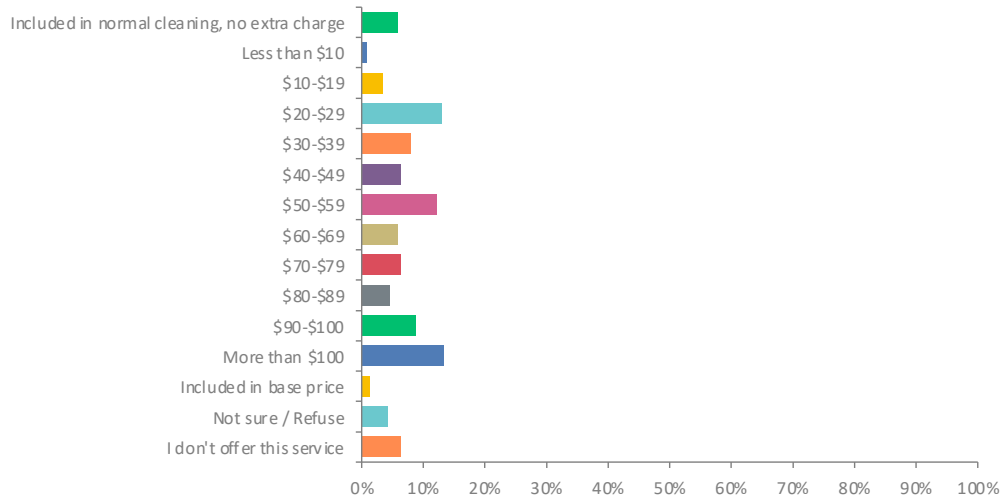
### Q28: Price for an arm chair (recliner)?



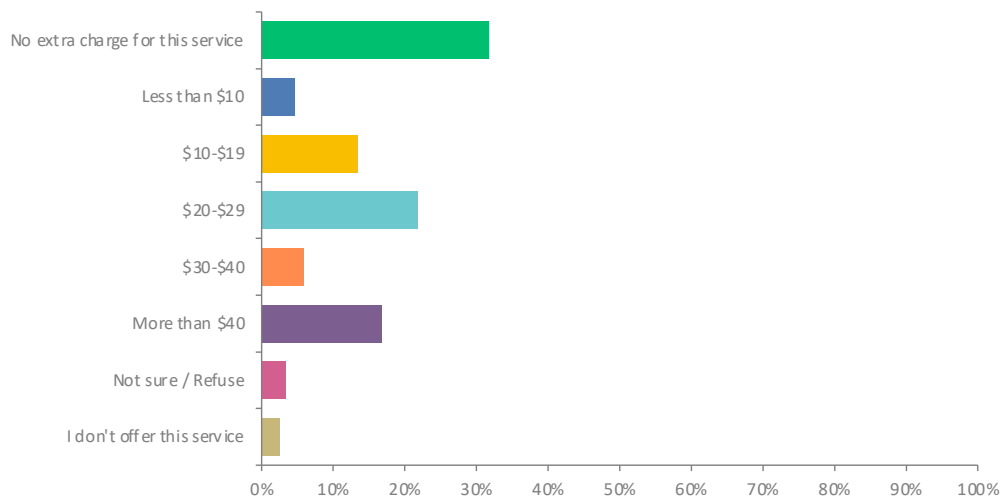
### Q29: General deodorizing per average-sized room?



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

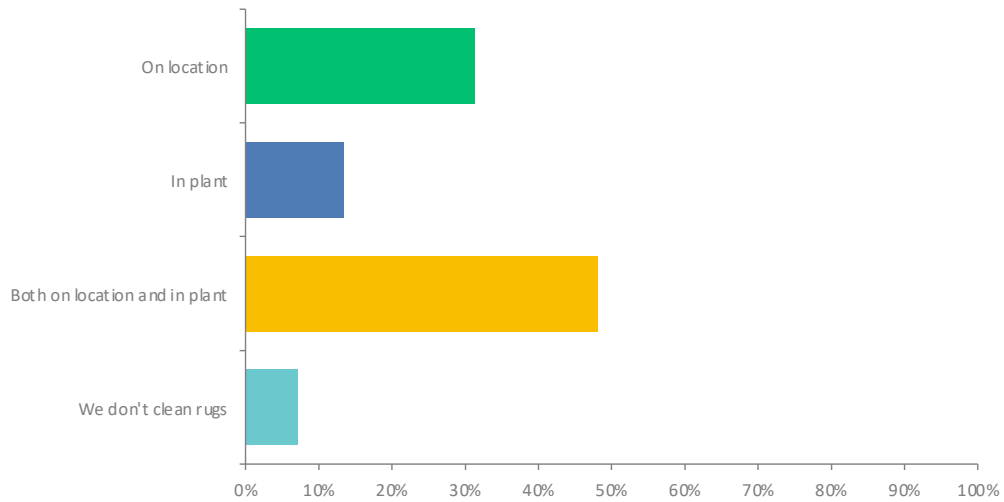


**Q31: How much extra do you charge for specialty carpet stain removal (per stain)?**

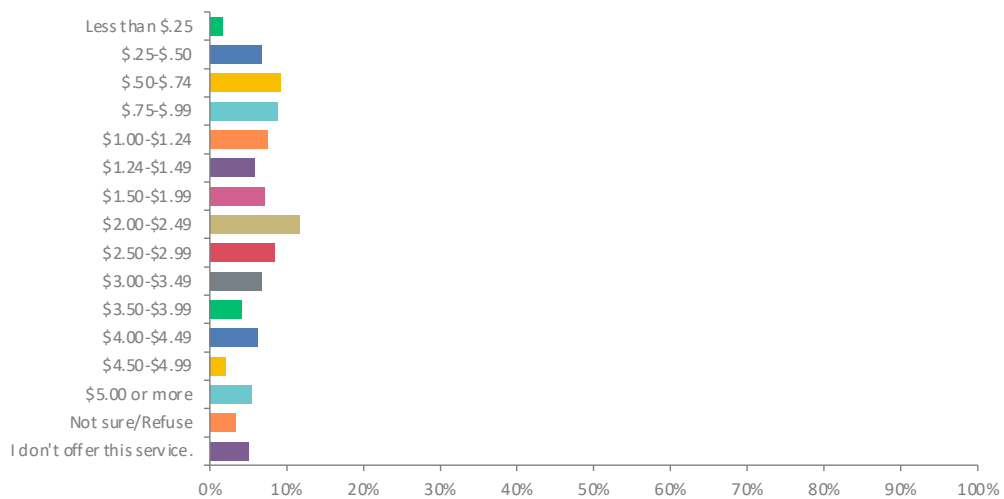




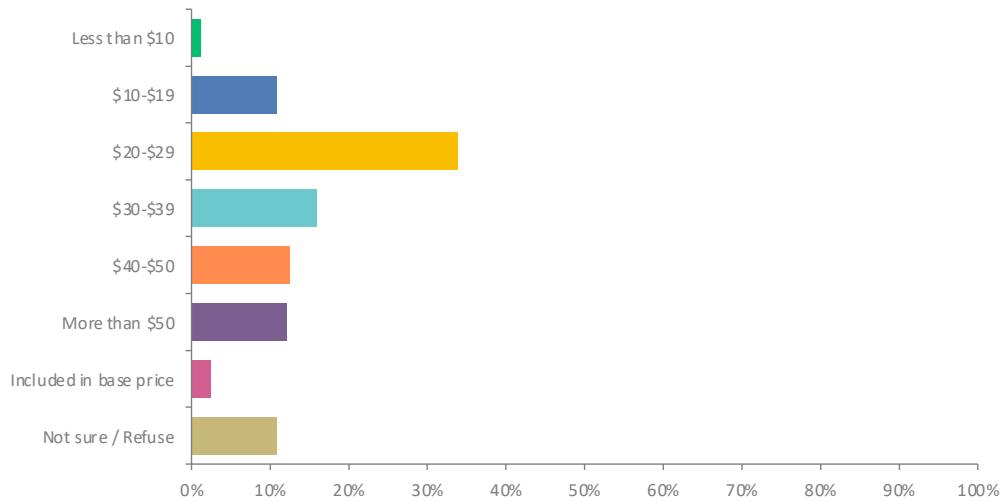
### Q32: If you clean area rugs, where do you clean them?



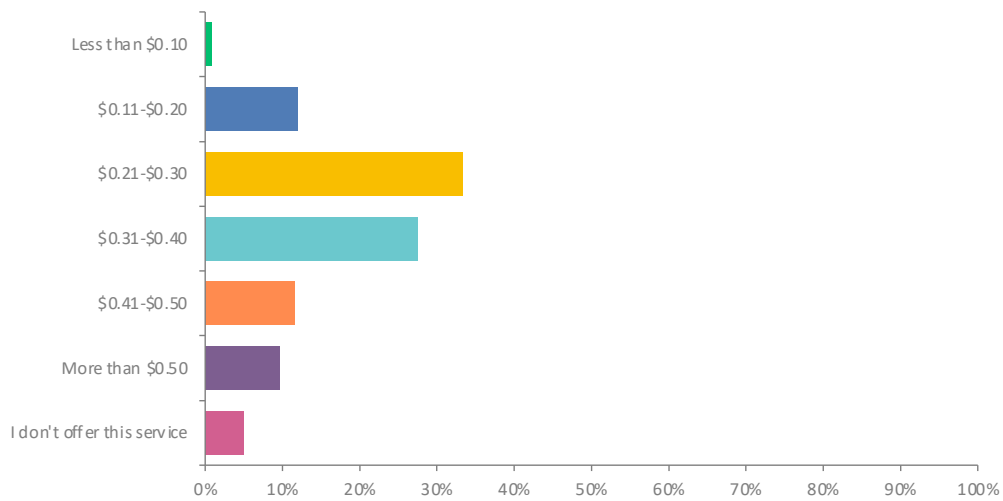
### Q33: Area rug cleaning per square foot?



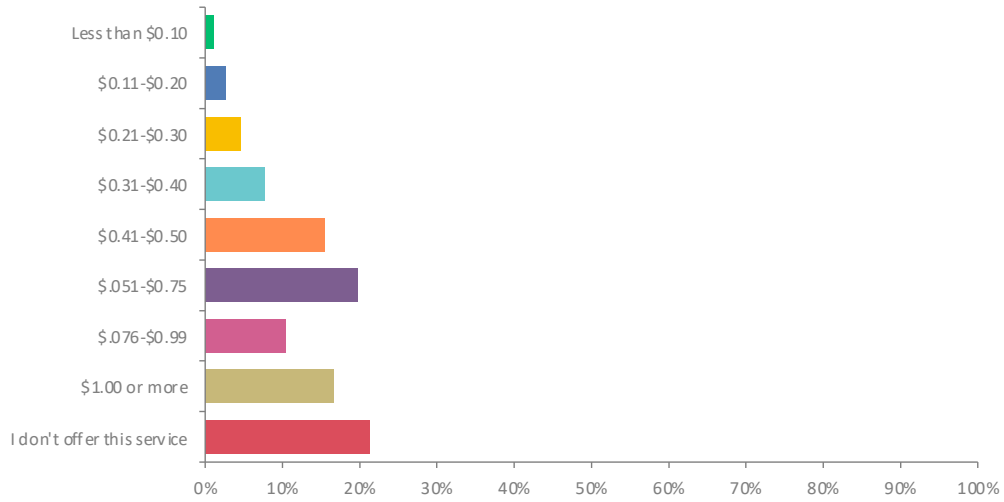
### Q34: Fabric protection per average-sized room?



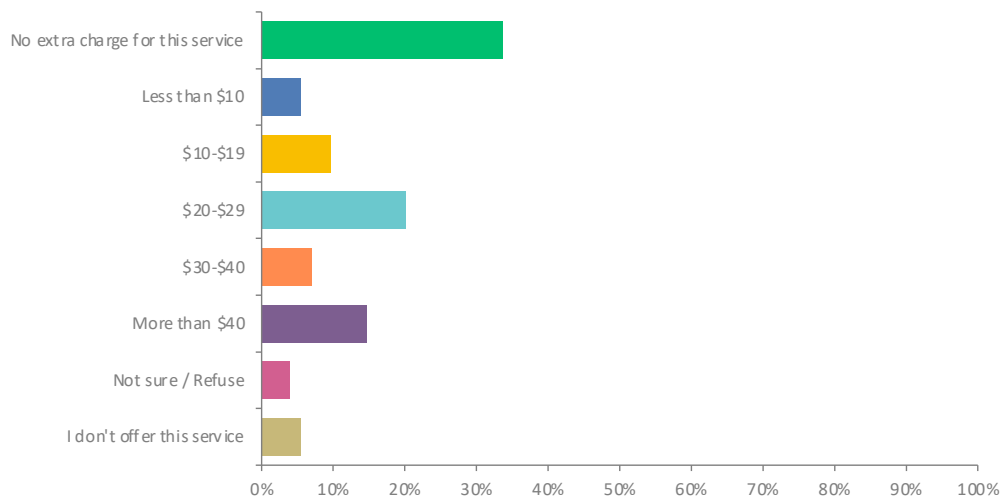
### Q35: Price per square foot of commercial carpet cleaning?



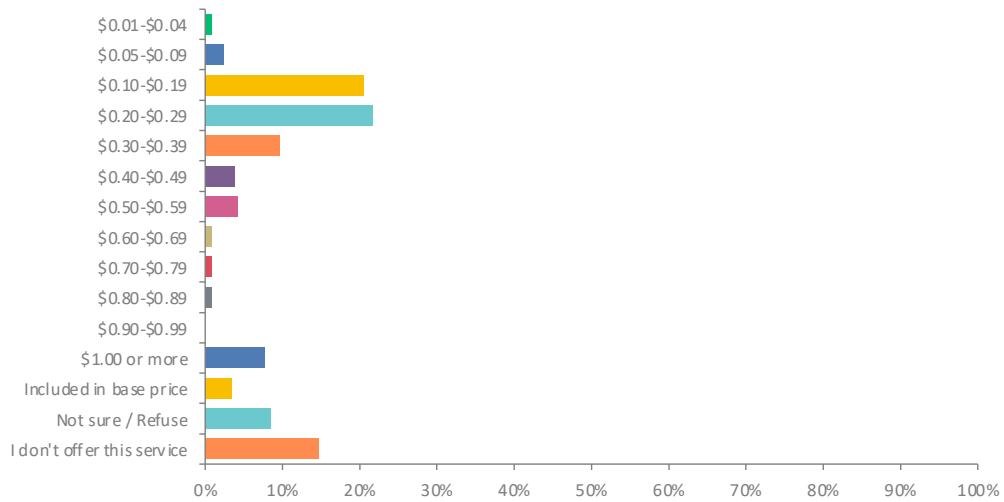
**Q36: Price per square foot of commercial hard floor cleaning?**



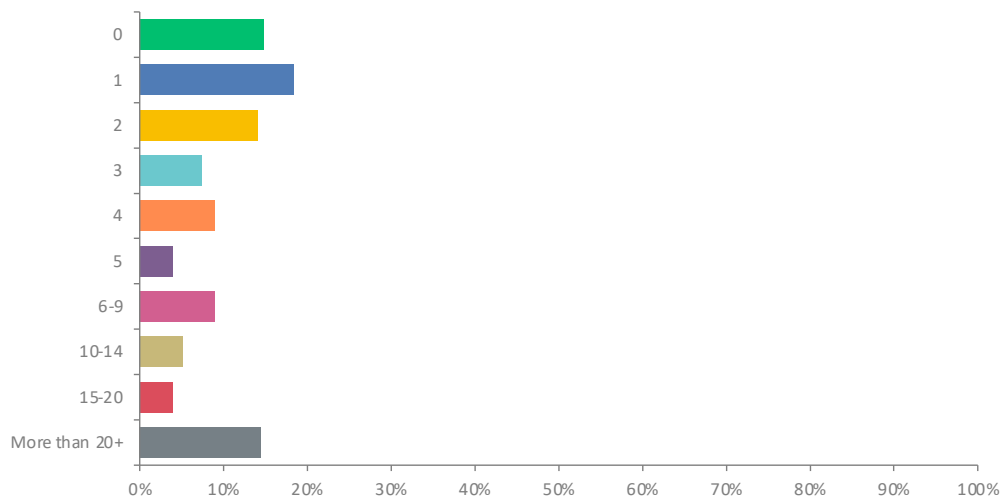
**Q37: How much extra do you charge for specialty carpet stain removal (per stain)?**



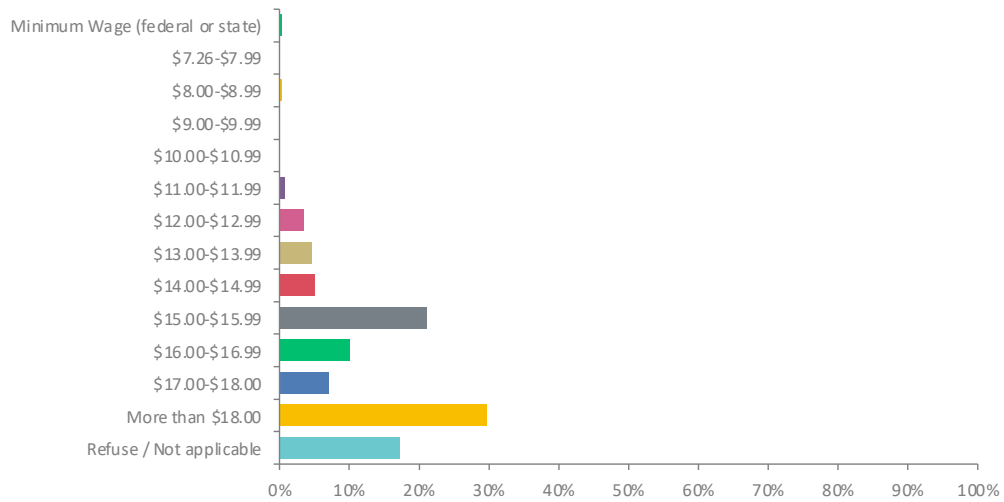
### Q38: Fabric protection, per square foot?



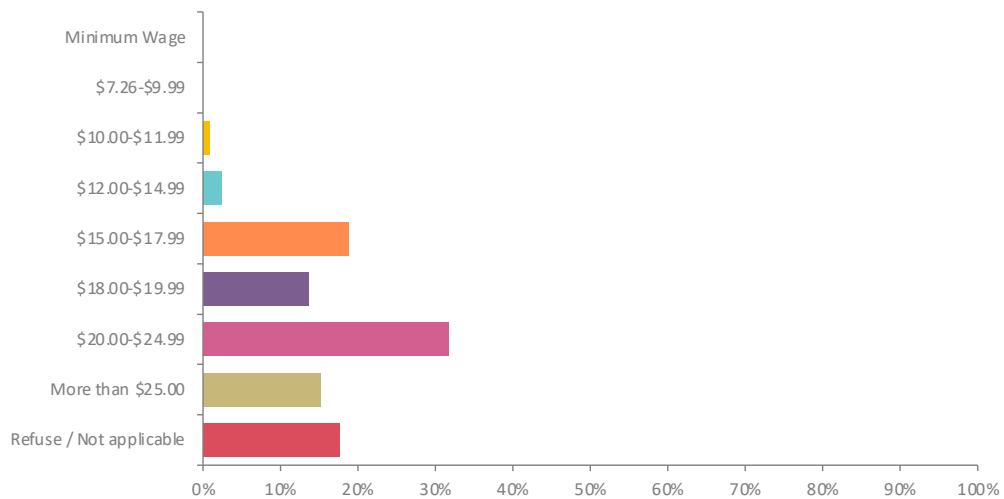
### Q39: Other than the owner, how many employees work for the business?



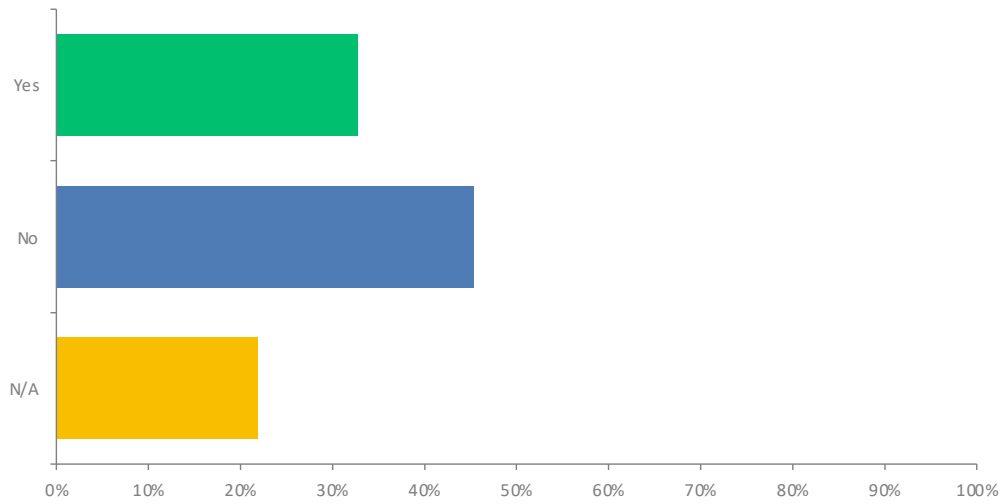
**Q40: What STARTING wage (under one year of employment) do you pay a cleaning technician, per hour?**



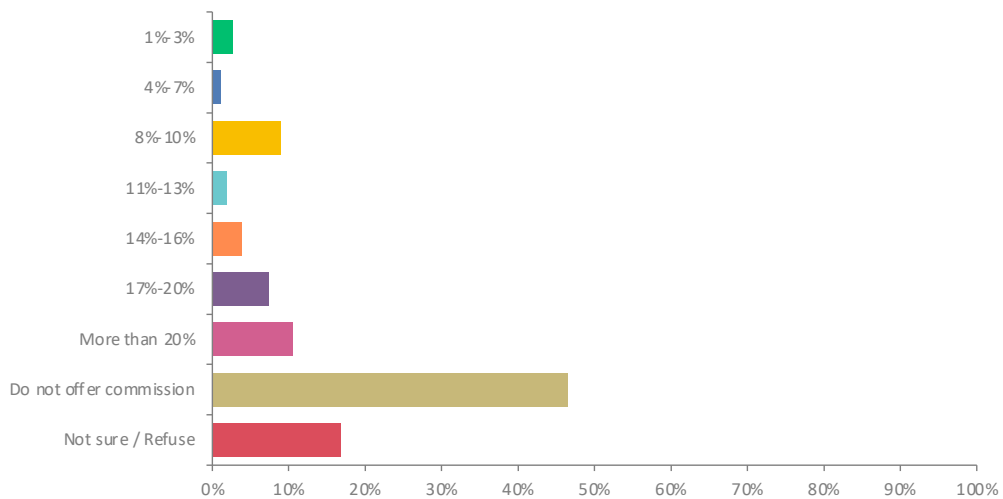
**Q41: What AVERAGE wage (more than one year of employment) do you pay a cleaning technician, per hour?**



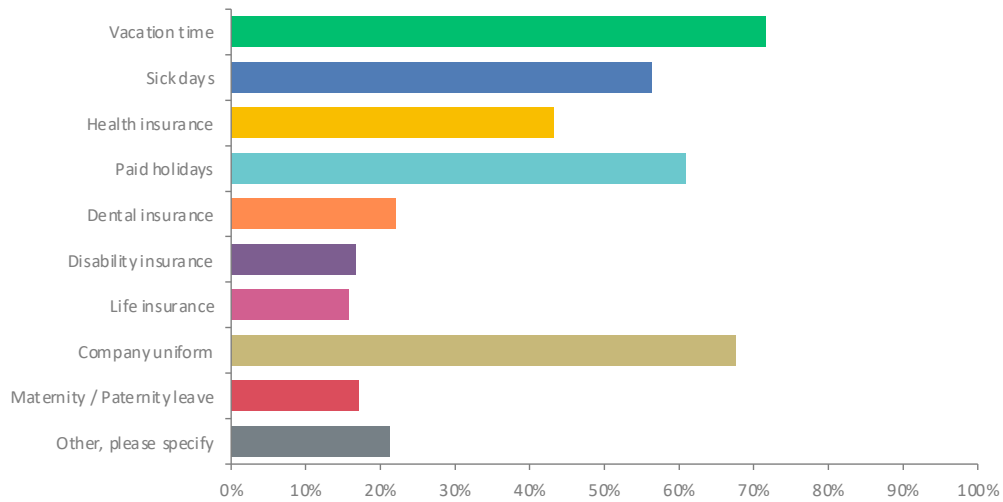
### Q42: Do you offer technicians a mix of wage plus commission?



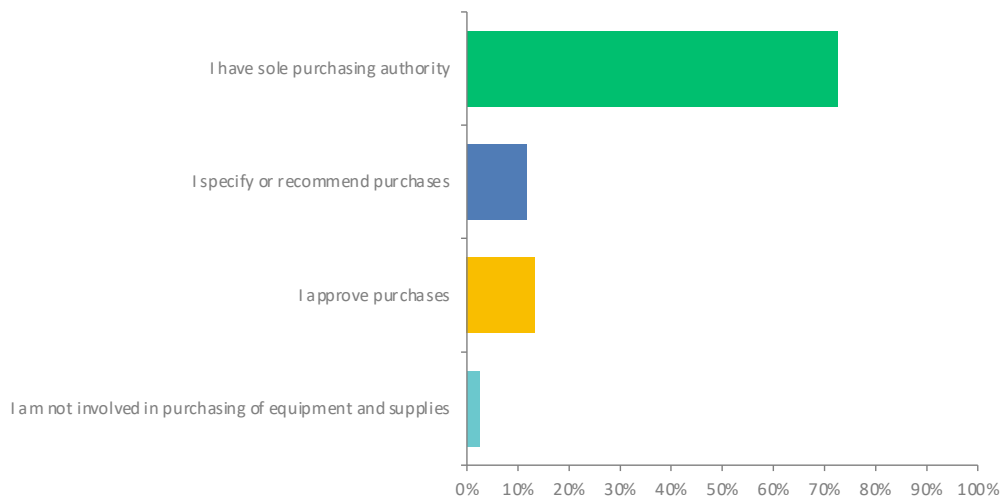
### Q43: What average commission do you pay a cleaning technician?



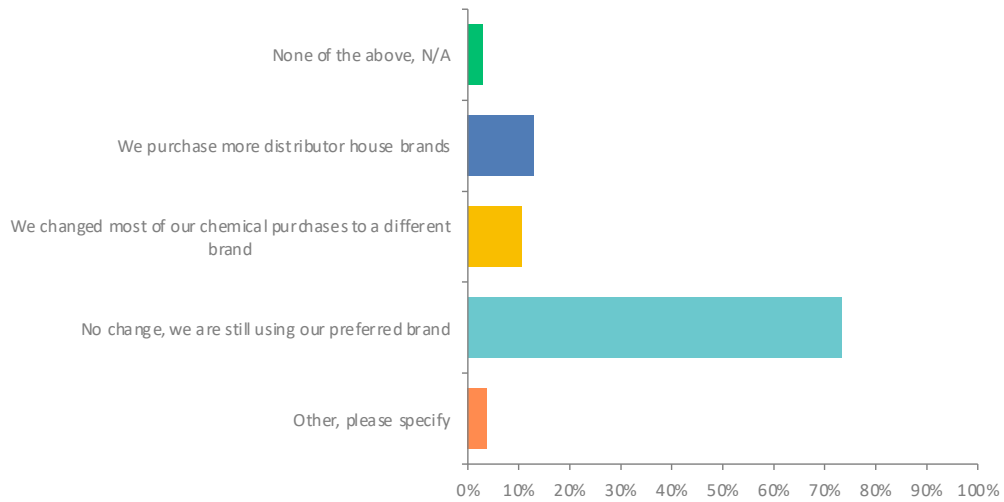
**Q44: Which of the following benefits do you provide your full-time employees?  
Choose all that apply.**



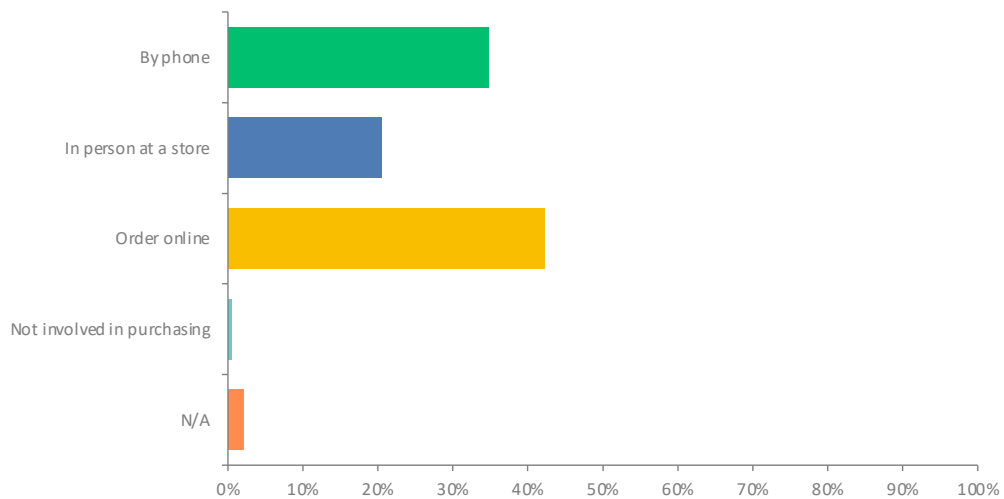
**Q45: Which of the following best describes your role in purchasing equipment and supplies?**



**Q46: Have you changed your approach to purchasing cleaning chemicals in the last year?**

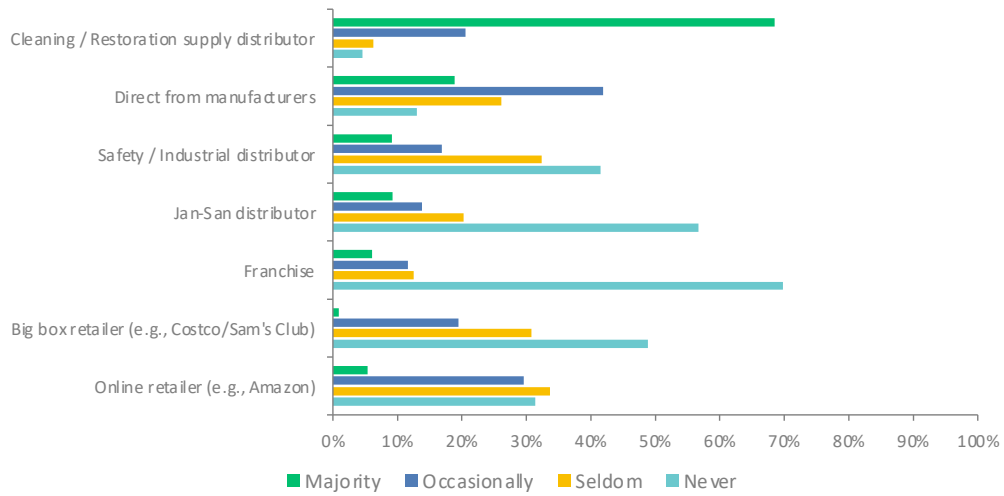


**Q49: How do you most often purchase your cleaning chemicals?**

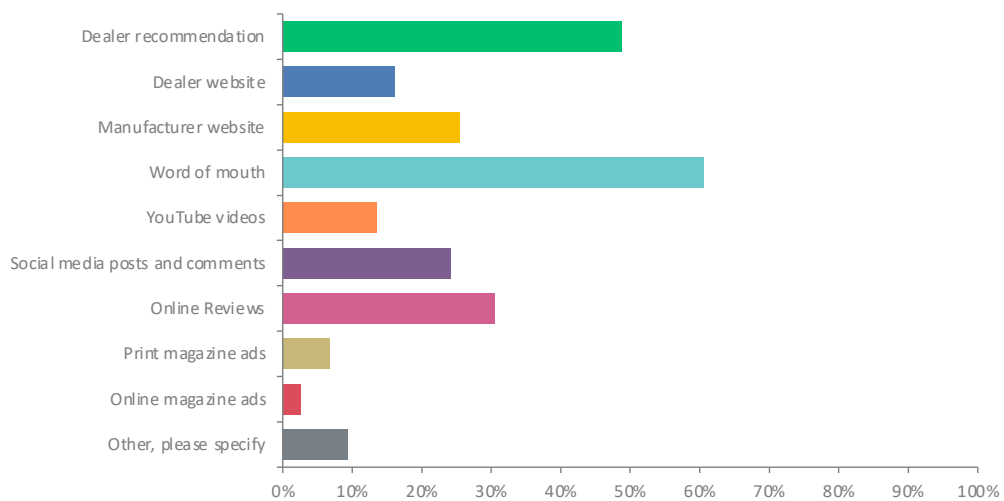




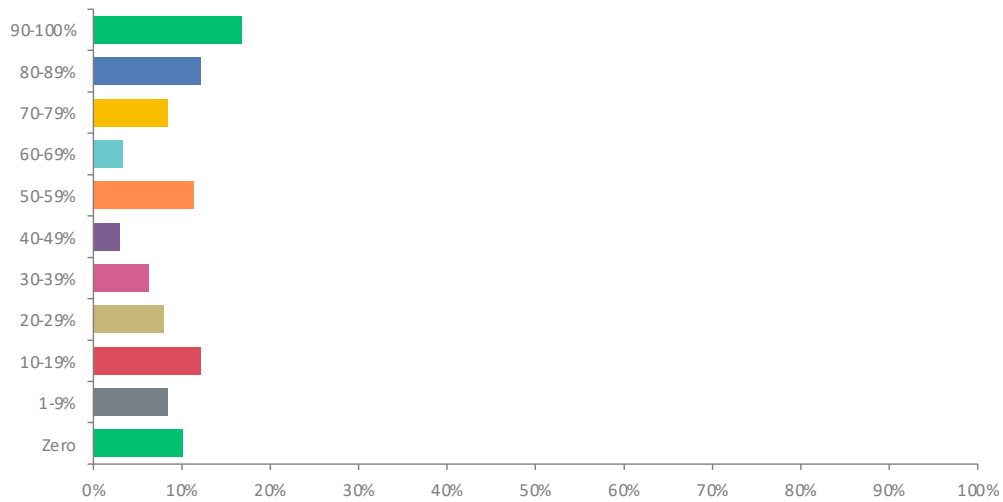
**Q50: To what extent do you purchase equipment and supplies from the following sources? Please answer each option.**



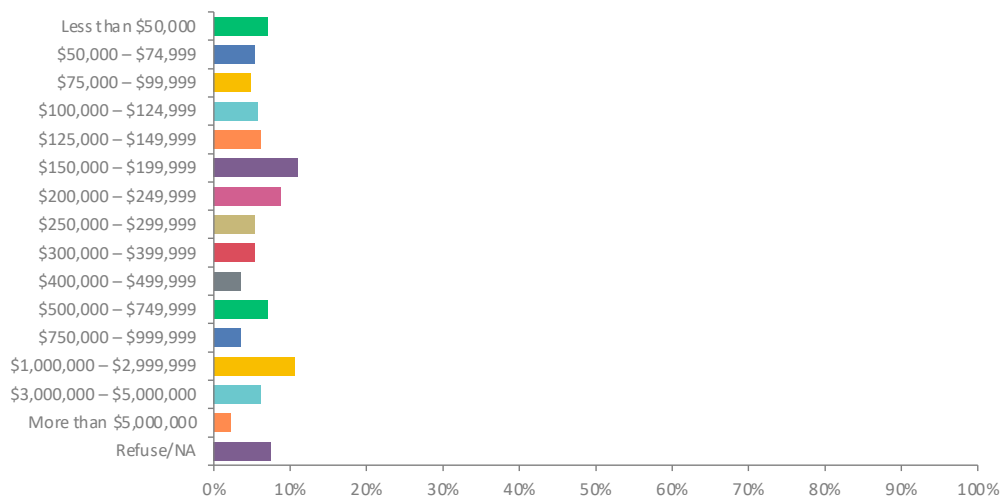
**Q51: Which three information sources most influence your product purchase decisions? Please choose only three.**



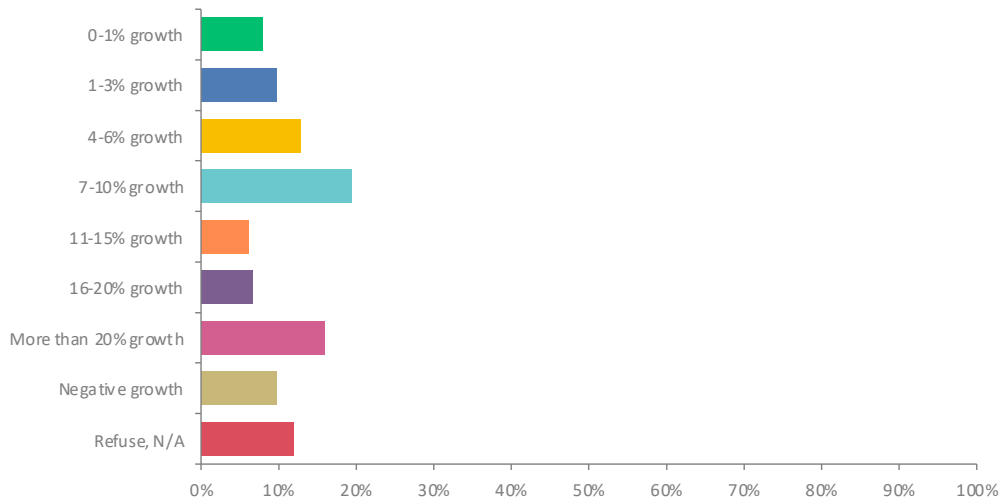
**Q52: What percentage of your equipment/supplies are purchased ONLINE?**



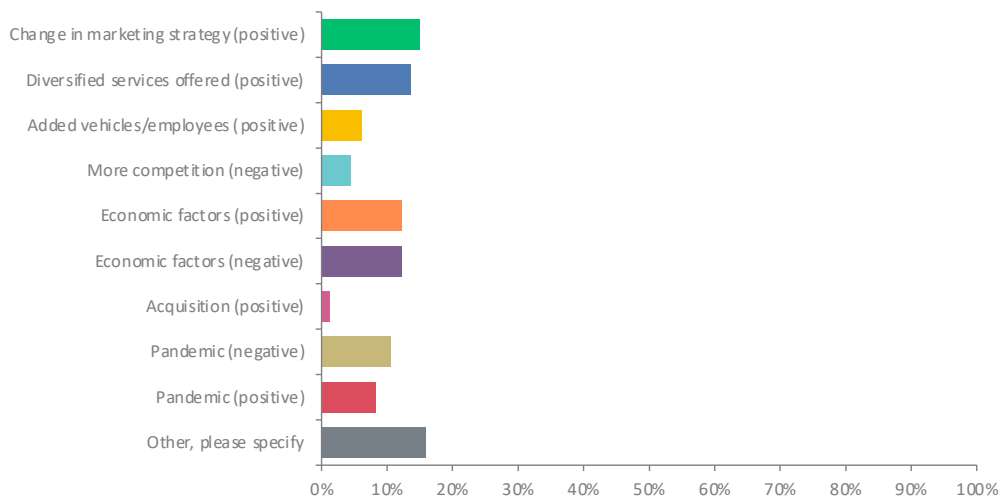
**Q53: Estimate the company's total GROSS sales revenue for 2023.**



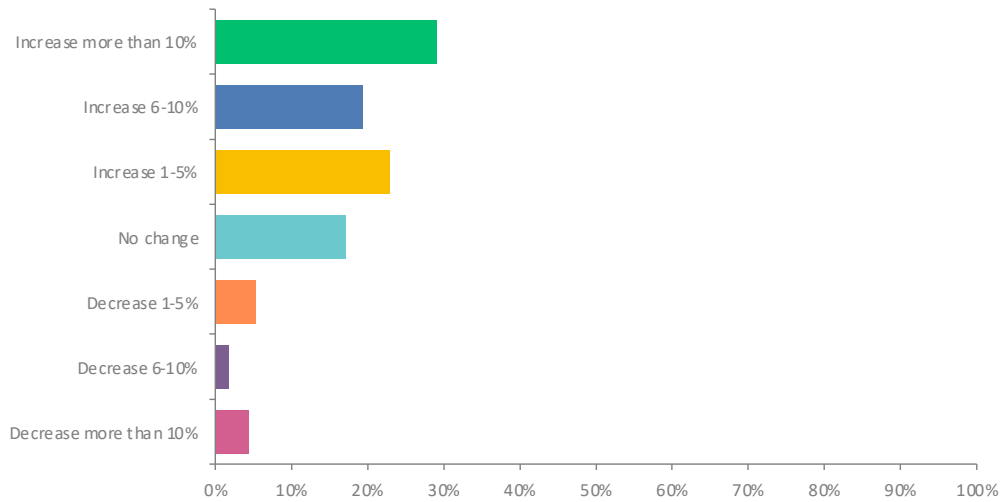
**Q54: What was your gross sales growth rate in 2022 compared to 2021?**



**Q55: What was the biggest factor affecting revenues in the answer above?**



**Q56: What is your projected increase/decrease in gross sales revenue for 2023?**



**Q57: Please estimate the owner's compensation in 2023.**

