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Demographic Analysis & Site Selection for Self- Service Laundries

A closer look at demographic data and other
site-selection criteria

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Determining the right location for a new laundry is a crucial—and very complicated—challenge for laundry owners. And while demographic analysis is not a silver-bullet approach to site selection, it can play a critical and indispensable role in the process when used in conjunction with other research.

To help examine this issue for our members, the Coin Laundry Association spoke with the laundry professionals around the country who are the most versed in the site-selection process—equipment distributors.

We spoke with them about the pros and cons of demographic data, the advantages of using the data wisely and the pitfalls of overreliance on it for decision-making, and how the significance of the data may vary greatly depending on a range of other factors.

What quickly became clear from these discussions is that a demographic analysis can be a valuable tool in determining a site for a new laundry—as long as the user remembers that statistics are only numbers, and that they do not reveal everything about a given population or site.

Demographics can uncover only a limited number of things about a group of prospective customers. Populations—and the areas in which they live, work and shop—also are defined by a countless range of other characteristics, the most significant of which we also explore in the following pages.

The following white paper examines the key demographic factors to consider in the site selection process, explores how those demographics should be used as part of a total decision-making process, and reviews some of the most important non-demographic and non-data factors that can affect the viability of a potential site.

As our experts emphasized repeatedly, every neighborhood is different, each with its own unique set of defining characteristics. We hope that this brief paper leaves the reader with a better understanding of how to use demographics in the site-selection process, which questions to ask, and what other characteristics to look for to affirm—or deny—a potential laundry site.