Grow That Local

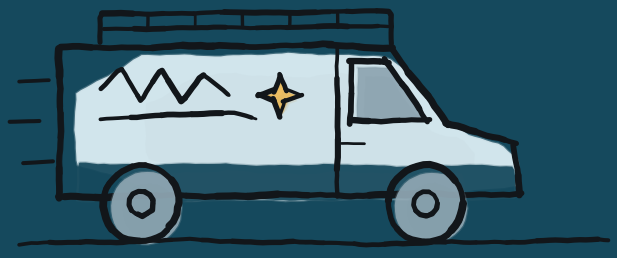
*a free guide*

# Is house cleaning growing? The 2026 numbers for house cleaners

**How many cleaning companies and one-person cleaners the US has, how fast that has grown, where the competition is thickest, and what more cleaners mean for how you win and keep regular clients.**

For cleaning business owners planning ahead.

- 13 short sections in 6 parts
- 39 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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# Contents

**Before you start: how this report works** 3

*Part 1* **How big cleaning is** 4

1 How many cleaning businesses and workers there are 4

2 Ten years of growth, year by year 5

*Part 2* **Where cleaning is growing** 6

3 The fastest and slowest growing states 6

4 How crowded your state is 7

5 The 10 Southeast metro areas 8

*Part 3* **Solo cleaners and crews** 10

6 Small cleaning companies are growing fastest 10

7 One-person cleaners 10

*Part 4* **The next ten years** 12

8 What the government projects for house cleaners 12

9 Demand: when and how much people search 12

*Part 5* **What it means for your business** 14

10 More cleaners: what to change in your marketing 14

11 Fast-growing or crowded: two plans 14

12 Check your own county 15

*Part 6* **How we did it** 16

13 What we counted, and the limits 16

**Your first 24 hours, in one list** 17

**Where to go next** 18

**If you'd rather hand it off** 19

**Sources** 20

**GTL estimates** 20

# Before you start

Every cleaner has seen it: a new cleaning business on Nextdoor every week, and clients who say "someone offered to do it cheaper". We wanted to know how many more cleaners there really are. So we went to the government's own counts.

We used three free public sources:

- **Census County Business Patterns** counts every cleaning business location with paid employees, and how many people work there, every year. The newest year is 2023 (Census Bureau, census.gov).
- **Census Nonemployer Statistics** counts businesses with no paid employees: most solo cleaners. The newest year is 2024 (Census Bureau, census.gov).
- **Bureau of Labor Statistics Employment Projections** says how many house cleaner jobs the government expects in 2035 (BLS, bls.gov).

We pulled the US, all 50 states and DC, and 10 Southeast metro areas. We also added our own Google search data to show demand.

**One thing to know first.** The Census has no house-cleaning-only count. House cleaning sits inside one bigger industry: 561720, Janitorial Services. That group also includes office and commercial cleaners, which make up much of its payroll. So treat the business counts as "cleaning businesses", homes and offices together. The BLS outlook in section 8 is for maids and housekeeping cleaners, which includes hotel housekeepers.

The headline findings:

- The US had 67,799 cleaning businesses with paid employees in 2023, up 10% in five years. All businesses grew 6%.
- Their payroll barely moved: 1,088,193 people, up less than 1% in five years. The new businesses are small.
- Firms with fewer than 5 employees grew 15%. Firms with 20 to 49 shrank.
- There were 1,173,265 one-person cleaning businesses in 2024, up 12% in two years. That's about 16 for every cleaning business with staff.
- The government projects house cleaner jobs will barely grow, 0.6%, from 2025 to 2035. That's a projection, not a fact.

The limits, in plain words:

- **Census counts lag.** The newest business counts are for 2023, and one-person counts for 2024. Nothing here shows 2025 or 2026.
- **Homes and offices together,** as above. People hired directly by a household, not through a business, aren't in these counts at all.
- **Two kinds of business.** County Business Patterns counts locations with paid employees. One-person businesses are counted separately (section 7).
- **Small cities have small numbers.** Montgomery had 64 cleaning businesses with staff in 2023.

- **Projections are not facts.** We say "projected" every time.

Every example is made up to show the idea. Where a checklist says to text clients, text only people who've agreed to hear from you by text, and stop when they ask. Our free texting rules guide has the details.



*Part 1*

# How big cleaning is

## 1 How many cleaning businesses and workers there are

**The idea.** In 2023, the US had 67,799 cleaning business locations with paid employees, homes and offices together. They had 1,088,193 people on the payroll in March (Census County Business Patterns 2023, census.gov). That's about 20 cleaning businesses with staff for every 100,000 people.

| Measure | 2013 | 2018 | 2023 |
|---|---|---|---|
| Cleaning businesses with paid employees | 54,353 | 61,591 | 67,799 |
| People on their payroll | 965,304 | 1,080,453 | 1,088,193 |
| Employees per business | 17.8 | 17.5 | 16.1 |
| People in the US per cleaning business | 5,815 | 5,307 | 4,968 |

Source: Census County Business Patterns, 2013, 2018 and 2023; population from Census population estimates.

Read the last two rows together. There are more businesses for every person, and each business is a little smaller. That's the shape of a trade where new owners start small.

**Example (sample numbers).** A made-up cleaner in a town of 50,000 does the sum. At the national rate, that's about 10 cleaning businesses with staff. But they know of at least 30 people cleaning homes in town. Most of their competition isn't in this table at all: it's in section 7.

**Do it in 24 hours**

- [ ] Write down your town's population.
- [ ] Divide it by 4,968. That's how many cleaning businesses with staff an average US town that size has.
- [ ] Search "house cleaning near me" on your phone and count the businesses you see.

## 2 Ten years of growth, year by year

**The idea.** Cleaning businesses grew every year from 2013 to 2023: 25% in ten years, against 12% for all businesses (Census County Business Patterns, census.gov). Payroll grew only 13%.

| Year | Cleaning businesses | People on payroll |
|---|---|---|
| 2013 | 54,353 | 965,304 |
| 2014 | 54,663 | 994,333 |
| 2015 | 55,998 | 1,011,589 |
| 2016 | 57,898 | 1,030,885 |
| 2017 | 60,280 | 1,063,638 |
| 2018 | 61,591 | 1,080,453 |
| 2019 | 62,592 | 1,096,144 |
| 2020 | 63,678 | 1,112,610 |
| 2021 | 66,471 | 1,029,648 |
| 2022 | 67,295 | 1,067,762 |
| 2023 | 67,799 | 1,088,193 |

Source: Census County Business Patterns, 2013 to 2023. Industry code 561720 means the same thing in every year shown.

2021 stands out. Businesses kept growing, +4%, but payroll fell 7%. Cleaning crews shrank, probably because offices closed and people were wary of visitors. Payroll had nearly recovered by 2023. The number of businesses never stopped growing.

**Example (sample numbers).** A made-up cleaning company lost a third of its regulars in 2020 and 2021. Many came back. But by then, new solo cleaners had picked up some of them. The owner now treats every regular as someone a competitor is calling.

**Do it in 24 hours**

- [ ] Find the year you started in the table. Note how many more cleaning businesses there are now.
- [ ] List the regulars you lost in the last year and why, if you know.
- [ ] Pick one to call or text this week.



*Part 2*

# Where cleaning is growing

## 3 The fastest and slowest growing states

**The idea.** The Mountain West grew fastest. A few states in the East and Midwest shrank. Of the 50 states with at least 100 cleaning businesses in 2018, 5 had fewer in 2023 (Census County Business Patterns, 2018 and 2023, census.gov).

| | State | Change, 2018 to 2023 | Cleaning businesses, 2023 |
|---|---|---|---|
| Fastest | Montana | +35% | 509 |
| | Idaho | +34% | 659 |
| | South Dakota | +27% | 270 |
| | Utah | +26% | 1,032 |
| | California | +21% | 6,956 |
| Slowest | Virginia | -4% | 2,136 |
| | New Mexico | -3% | 312 |
| | Connecticut | -2% | 663 |
| | Illinois | -1% | 2,520 |
| | Maryland | -1% | 1,436 |

Source: Census County Business Patterns, 2018 and 2023, industry 561720 (home and office cleaning together). Only states with at least 100 businesses in 2018 are ranked.

In the six states around our metro areas: Alabama +15%, Mississippi +11%, Arkansas +8%, Oklahoma +7%, Tennessee +7% and Kentucky +5%. The US grew 10%.

**Example (sample numbers).** A made-up cleaner in Alabama sees +15%. More cleaning companies, and more solo cleaners on top. They decide that being "available" isn't enough any more. They need to be the cleaner people recommend by name.

**Do it in 24 hours**

- [ ] Find your state in the table, or in the full list in our data report.
- [ ] If your state grew more than 10%, plan for more competition next year.
- [ ] Write down why your best client chose you. That's your marketing line.

## 4 How crowded your state is

**The idea.** We counted cleaning businesses per 100,000 people, and Google searches per business, to see where demand is spread thinnest.

Most cleaning businesses with staff per 100,000 people: Montana (45), Wyoming (44), Alaska (35), Idaho (33) and Vermont (33). Fewest: West Virginia (11), Texas (13), Mississippi (13), Alabama (14) and Louisiana (14). The US average is 20 (Census County Business Patterns 2023, census.gov and Census population estimates (census.gov)).

Now demand. Across the US, people make about 559,449 house cleaning searches a month on the searches we track, like "house cleaning" and "maid service near me". That's about 8 a month for every cleaning business with staff.

| State | Cleaning searches a month per business |
|---|---|
| US | 8.3 |
| Alabama | 9.3 |
| Tennessee | 7.7 |
| Oklahoma | 7.4 |
| Arkansas | 7.0 |
| Mississippi | 6.9 |
| Kentucky | 6.7 |

Source: GTL analysis of Google Ads search estimates, November 2022 to September 2026, divided by Census County Business Patterns 2023 cleaning businesses. Searches aren't jobs, and solo cleaners share them too.

The most searches per business are in Texas (13.5), Arizona (10.3), Georgia (10.3) and Illinois (10.3). The fewest are in Montana (2.0), Wyoming (2.4) and Alaska (2.6).

**Example (sample numbers).** A made-up cleaner in Kentucky sees under 7 searches a month per business. Google alone won't fill their calendar. They put more into referrals: a free clean for every client who sends a friend who books every other week.

**Do it in 24 hours**

- [ ] Find your state in the table or the lists above.
- [ ] If it's below 8.3, build a referral offer for your regulars.
- [ ] If it's above, make sure every quote request gets a reply within the hour.

## 5 The 10 Southeast metro areas

**The idea.** Cleaning businesses grew in 8 of the 10 metro areas we checked. Huntsville grew fastest, +35%. Tulsa stayed flat and Little Rock shrank. In Nashville, Louisville and Tulsa, cleaning grew slower than businesses overall.

These are Census metro areas: the city plus the counties around it, using the same counties in both years.

| Metro area | Cleaning businesses, 2018 to 2023 | Change | People on payroll, 2023 | Per 100,000 people | All businesses, change |
|---|---|---|---|---|---|
| Huntsville | 78 to 105 | +35% | 953 | 20 | +11% |
| Lexington | 96 to 116 | +21% | 1,708 | 22 | +8% |
| Jackson, MS | 79 to 95 | +20% | 1,597 | 16 | +3% |
| Memphis | 191 to 221 | +16% | 6,812 | 17 | +2% |
| Montgomery | 58 to 64 | +10% | 1,391 | 17 | +4% |
| Birmingham | 156 to 168 | +8% | 4,194 | 14 | +5% |
| Nashville | 396 to 417 | +5% | 4,725 | 20 | +15% |
| Louisville | 252 to 261 | +4% | 4,720 | 19 | +4% |
| Tulsa | 165 to 165 | 0% | 2,015 | 16 | +4% |
| Little Rock | 120 to 107 | -11% | 2,271 | 14 | +5% |

Source: Census County Business Patterns, 2018 and 2023, summed by county using the July 2023 Census metro area county lists. People on payroll is from the Census 2023 metro file. Per 100,000 people uses Census population estimates for 2023.

The business counts don't tell the whole story here. In every one of these metro areas, solo cleaners far outnumber companies with staff (section 7).

**Example (sample numbers).** A made-up cleaning company in Nashville sees businesses with staff up only 5%, while all businesses grew 15%. Good news? Not quite: Nashville also had about 7,800 one-person cleaning businesses in 2023. Their real competition is the solo cleaner down the street.

**Do it in 24 hours**

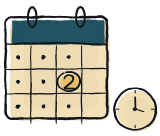
- [ ] Find your metro area in the table, or the nearest one.
- [ ] Then find it in the solo cleaner table in section 7.
- [ ] Look up your own county in section 12 for an exact count.

*or we can do it for you*

**Free sample: A preview of your new site**

With how you price and a booking form that works on a phone, so you can see how you'd stand out before you pay anything. Websites start at $1 a month, with a 7-day full refund.

**Websites: growthatlocal.com/services/websites**



*Part 3*

# Solo cleaners and crews

## 6 Small cleaning companies are growing fastest

**The idea.** Of the 67,799 cleaning businesses with staff in 2023, 41,548 (61%) had fewer than 5 employees (Census County Business Patterns 2023, census.gov). And that's where the growth is.

| Employees | Cleaning businesses, 2023 | Share | Change since 2018 |
|---|---|---|---|
| Fewer than 5 | 41,548 | 61% | +15% |
| 5 to 9 | 10,522 | 16% | +5% |
| 10 to 19 | 7,308 | 11% | +4% |
| 20 to 49 | 5,125 | 8% | -1% |
| 50 or more | 3,296 | 5% | +2% |

Source: Census County Business Patterns, 2018 and 2023, industry 561720 (home and office cleaning together).

This is the opposite of trades like plumbing, where big shops grew fastest. In cleaning, the newcomers are small: an owner who used to clean alone hires one or two helpers. They're your most direct competition for home clients.

**Example (sample numbers).** A made-up cleaning company with 8 cleaners keeps losing quotes to 2- and 3-person outfits that charge a little less. They don't drop price. They show what a bigger team gives: a backup cleaner when someone is sick, a team lead who checks every home, and insurance.

**Do it in 24 hours**

- [ ] Find your row in the size table.
- [ ] Write down what happens when your cleaner is sick. If you have a good answer, put it on your website.
- [ ] Write one line about your team that a solo cleaner can't say.

## 7 One-person cleaners

**The idea.** Most cleaning businesses have no employees at all. In 2024, the US had 1,173,265 cleaning businesses with no paid employees, up 12% from 2022 (Census Nonemployer Statistics 2022 and 2024, census.gov). In 2023 there were 16 of them for every cleaning business with staff. The average one took

in $21,483 in 2024, per the same source. Many are part-time or side work.

This count is also homes and offices together, under the same janitorial code.

| Metro area | One-person cleaning businesses, 2023 | Per business with staff |
|---|---|---|
| Memphis | 7,257 | 32.4 |
| Jackson, MS | 2,812 | 28.1 |
| Birmingham | 3,937 | 23.0 |
| Montgomery | 1,447 | 22.6 |
| Little Rock | 2,405 | 22.3 |
| Nashville | 7,829 | 18.6 |
| Tulsa | 3,123 | 18.5 |
| Louisville | 4,693 | 17.7 |
| Huntsville | 1,553 | 14.8 |
| Lexington | 1,413 | 12.2 |

Source: Census Nonemployer Statistics 2023 and County Business Patterns 2023, Census metro areas.

The fastest growth in one-person cleaners from 2022 to 2024 was in Florida (+25%), Utah (+24%) and Colorado (+19%). The BLS says about 14% of maids and housekeeping cleaners are self-employed (BLS Employment Projections 2025-35, bls.gov).

**Example (sample numbers).** A made-up solo cleaner in Memphis is one of more than 7,000 in the area. Price alone won't set them apart. So they lead with what clients worry about most: the same person every visit, a written checklist, and how they handle keys and pets.

**Do it in 24 hours**

- [ ] Write down how you handle keys, alarm codes and pets, and put it on your website.
- [ ] Post your room-by-room checklist where clients can see it.
- [ ] If you're insured or bonded, say so on your Google profile.



*Part 4*

# The next ten years

## 8 What the government projects for house cleaners

**The idea.** The Bureau of Labor Statistics projects maid and housekeeping cleaner jobs will go from 1,332,100 in 2025 to 1,339,500 in 2035. That's 0.6%, almost flat: jobs overall are projected to grow 3.5% (BLS Employment Projections 2025-35, bls.gov). Even so, the BLS expects about 175,500 openings a year, because so many people leave the job. The median worker earned $35,510 in 2025, per the same table.

For office and building cleaners, the BLS projects 2% growth, slower than average (BLS Occupational Outlook Handbook, Janitors and Building Cleaners, bls.gov).

These are projections, not facts. The maid and housekeeping count includes hotel housekeepers, not only home cleaners.

**Example (sample numbers).** A made-up cleaning company owner reads "almost flat" and worries. Then they read the openings: 175,500 a year, nearly all from people leaving. Keeping good cleaners matters more than finding new demand. They give their two best cleaners a raise and a say in their schedule.

**Do it in 24 hours**

- [ ] Add a "Join our team" page to your website, with your pay range.
- [ ] Ask your best cleaner what would make them stay another year.
- [ ] Write down how many cleaners you'll need by spring cleaning season.

## 9 Demand: when and how much people search

**The idea.** Across the US, people make about 559,449 house cleaning searches a month on the searches we track. Cleaning is one of the steadier trades, with a swing of 1.36. Searches peak in April, March and July and are quietest in December, January and February.

We don't quote whether searches went up or down from one year to the next. Google's yearly totals fall for almost every trade. That reflects how Google reports searches, and searches moving to Maps and chat assistants, not fewer clients.

Source: GTL analysis of Google Ads search estimates, November 2022 to October 2026. Our house cleaner busy season calendar has your region and metro area.

**Example (sample numbers).** A made-up cleaner in Huntsville gets most new clients in spring. With more cleaners each year, they offer every spring deep-clean client a recurring spot before they leave the house.

**Do it in 24 hours**

- [ ] Circle your area's busiest search months.
- [ ] Write a short offer that turns a one-time deep clean into a regular spot.
- [ ] Compare with last year's bookings. Your own calendar is the final word for your town.



*Part 5*

# What it means for your business

## 10 More cleaners: what to change in your marketing

**The idea.** More than a million one-person cleaning businesses, growing 12% in two years, means clients have endless choice. They pick the cleaner they trust in their home, and they stay with the one who's reliable. Four things matter most.

- **Answer the safety questions first.** Background checks, insurance, keys, pets. Put the answers on your website before anyone asks.
- **Show how you price.** Even a range by home size beats "call for a quote".
- **Turn one-time cleans into regulars.** Book the next visit before you leave.
- **Get named in reviews and groups.** Many new clients ask neighbors. Be the name people give.

**Example (sample numbers).** A made-up cleaning company in Birmingham competes with about 23 solo cleaners for every company with staff. They add a "how we price" page with three home sizes, a safety page and a booking form. Quote requests that used to go quiet start turning into bookings.

**Do it in 24 hours**

- [ ] Write a "how we price" section with a range for three home sizes.
- [ ] Write a short safety section: who comes, background checks, insurance, keys.
- [ ] Turn on missed-call text-back on your business phone.
- [ ] Text your last five regulars asking for a review, if they've agreed to texts.

## 11 Fast-growing or crowded: two plans

**The idea.** Read your state and metro numbers from Parts 2 and 3, then pick a plan.

**If cleaning grew fast where you work** (like Huntsville, Lexington or Jackson): new companies are opening. Lock in your regulars now. Offer a set day and the same cleaner. Ask each regular for one friend.

**If solo cleaners are thick where you work** (like Memphis, Jackson or Birmingham, at more than 20 per company): you won't win on price. Win on what one person can't offer: backup cleaners, a team lead, insurance, and help with move-outs and big jobs. Partner with real estate agents and property managers who need move-out cleans fast.

**Example (sample numbers).** A made-up cleaning company in Jackson is in both groups. They split their effort: one afternoon a week following up one-time clients, and one call a week to a property manager about move-out cleans.

**Do it in 24 hours**

- [ ] Decide which plan fits your town, using sections 3 to 7.
- [ ] Pull a list of one-time clients from the last six months and text each one an offer, if they've agreed to texts.
- [ ] Call one real estate agent or property manager about move-out cleans.

## 12 Check your own county

**The idea.** Our metro areas are wide. Your county may differ. The Census publishes the same count for every county, free, on data.census.gov (data.census.gov).

1. Open the County Business Patterns 2023 table on data.census.gov.
2. Under Geography, choose your county.
3. Under Industry, search "561720" (Janitorial Services).
4. Read "Number of establishments". For an earlier year, change the table year to 2018 and repeat.

Remember: this count includes office cleaners and leaves out solo cleaners. Counties with very few businesses may be left out to protect privacy.

**Example (sample numbers).** A made-up cleaner finds 40 cleaning businesses with staff in their county and 8 in the fast-growing suburb county next door. They add that county's towns to their website and Google profile.

**Do it in 24 hours**

- [ ] Look up your county for 2023 and 2018.
- [ ] Do the same for the next county over.
- [ ] Add the less crowded towns to your service area and website.

*or we can do it for you*

**Free sample: A preview of your new site**

With your pricing, your safety answers and a booking form, ready before spring cleaning season. Websites start at $1 a month, with a 7-day full refund.

**Websites: growthatlocal.com/services/websites**



*Part 6*

# How we did it

## 13 What we counted, and the limits

**The idea.** These are the facts behind every number in this report.

- **Businesses with staff:** Census County Business Patterns, 2012 to 2023, industry code 561720 (Janitorial Services). House cleaning sits inside this code with office and commercial cleaning. A "business" is one location with paid employees. People on payroll are counted in the week of March 12.
- **Same code every year:** the Census code lists for 2012, 2017 and 2022 map 561720 one to one (Census NAICS concordances, census.gov), so 2013 and 2023 compare like for like.
- **Metro areas:** the counties in each Census metro area as of July 2023, used for every year. Since 2017, the Census leaves out county counts under 3 businesses, so our metro totals can run a few below the official metro figure.
- **One-person businesses:** Census Nonemployer Statistics, 2022 to 2024, industry 56172 (the same janitorial group). The Census changed its method in 2018 and its cutoffs in 2022, so we only compare 2022 onward.
- **The outlook:** BLS Employment Projections 2025-35, for the occupation "Maids and housekeeping cleaners", which includes hotel housekeepers.
- **Demand:** GTL analysis of Google Ads search estimates, November 2022 to October 2026. Searches, not jobs.

Limits: the Census counts lag one to two years. Small metro numbers swing a lot. Projections can be wrong.

**Example (sample numbers).** A made-up local reporter quotes: "The US had 1,173,265 one-person cleaning businesses in 2024, homes and offices together, according to Census Nonemployer Statistics, as analyzed by Grow That Local."

**Do it in 24 hours**

- [ ] If you quote a figure, say it covers home and office cleaning together, and name the source and year.
- [ ] If you're an owner, check your county (section 12). Your own count beats ours for your town.



# Your first 24 hours, in one list

If you do these today, you'll know how crowded your market is and what to do about it:

- [ ] Find your metro area in sections 5 and 7. Note how many solo cleaners you're up against.
- [ ] Look up your county on data.census.gov (section 12).
- [ ] Write a "how we price" section and a safety section for your website (section 10).
- [ ] Write down how you handle keys, alarm codes and pets (section 7).
- [ ] Text one-time clients from the last six months with a regular-spot offer, if they've agreed to texts (section 11).



# Where to go next

For the whole job of getting more cleaning clients, read The House Cleaner Marketing Playbook. To see when your town searches for a cleaner, read When Your Town Searches for a House Cleaner. To see what it takes to beat the cleaners around you on reviews, read How many reviews a house cleaner needs to win.

To see how cleaning compares with 24 other local trades, read Which Local Trades Are Growing: 2026.



# If you'd rather hand it off

Grow That Local does this work for house cleaners every month. Each service starts with a free sample, so you see the work before you pay.

**Best fit for this guide: Websites. Free sample: a preview of your new site. Websites start at $1 a month, with a 7-day full refund.**

**Websites** — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

**Google Business Profile** — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

**Review requests** — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

**Social media posts** — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

**Email newsletter** — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

**SEO** — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

**Win-back texts** — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

**Neighborhood postcard** — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

**Monthly report card** — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

**Text us at (423) 924-2014, or start at growthatlocal.com/start.**

# Sources

**Every statistic above, with where it comes from:**


1. US Census Bureau, County Business Patterns, 2013 to 2023, industry 561720 Janitorial Services, for the US, every state and the counties of 10 metro areas: census.gov (data files: census.gov). (sections 1 to 7, 10 to 13)
2. US Census Bureau, County Business Patterns, all industries, same years, for the "all businesses" comparisons. (sections 2, 5)
3. US Census Bureau, Nonemployer Statistics, 2022 to 2024, industry 56172 Janitorial Services, US, states and metro areas: census.gov (sections 5, 7, 10, 11)
4. US Bureau of Labor Statistics, Employment Projections 2025-35, occupational projections and worker characteristics, Maids and housekeeping cleaners (37-2012): bls.gov (sections 7, 8)
5. US Bureau of Labor Statistics, Occupational Outlook Handbook, Janitors and Building Cleaners: bls.gov (section 8)
6. US Census Bureau, population estimates for 2013, 2018 and 2023 (states, counties and the US): census.gov (sections 1, 4, 5)
7. US Census Bureau, metro area county lists, July 2023: census.gov (section 5)
8. US Census Bureau, NAICS concordances 2022 to 2017 and 2017 to 2012: census.gov (section 13)
9. GTL analysis of Google Ads search estimates, November 2022 to October 2026: 25 house cleaning searches, for the US and every state. (sections 4, 9)


**Tools cited (not statistics), checked on 2026-11-13:**


- data.census.gov, County Business Patterns 2023 table: data.census.gov (section 12)


# GTL estimates

**These are our own judgment, not measured facts:**

1. Much of the janitorial payroll is office and commercial cleaning (before you start, section 1). Reasoning: the average business in the group has 16 employees, far more than a typical home cleaning company, and big commercial contracts need big crews.
2. The 2021 payroll drop came from offices closing and people wary of visitors during the pandemic (section 2). Reasoning: businesses kept growing that year while payroll fell 7%, and payroll recovered as offices and homes reopened.
3. The newcomers with staff are mostly former solo cleaners hiring one or two helpers (section 6). Reasoning: firms with fewer than 5 employees grew 15% from 2018 to 2023, nearly three times as fast as any larger size.
4. Many one-person cleaners are part-time or side work (section 7). Reasoning: their average takings were about $21,000 in 2024 (Census Nonemployer Statistics, census.gov), well below the $35,510 median wage of an employed house cleaner (BLS, bls.gov).
5. Clients pick the cleaner they trust in their home and stay with the reliable one (sections 7, 10). Reasoning: cleaning means a stranger in the home, often alone, so safety answers, the same cleaner each visit and clear pricing matter more than a lower price.

6. Booking the next visit before you leave turns one-time cleans into regulars (sections 9, 10). Reasoning: the client is happiest when the house is freshly clean, and a set date removes the need to call anyone else.

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