



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

Procter&Gamble
Professional™

Cleaning Industry's Perceptions and Usage of Technology and Social Media

Results of a Study Among Managers of Cleaning Operations



November 2012

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Objectives

- Procter & Gamble Professional commissioned Ipsos Public Affairs to conduct a national survey among managers of cleaning operations from several industries with the objective of exploring their perceptions, attitudes and behaviors about technology and social media usage and how these relate to several aspects of their job, such as training, purchasing decisions, and communication.

Methodology

- This study was conducted online August 20-27, 2012.
- The sample consists of 405 managers of cleaning operations based in the United States from the following industries:
 - Food Service (n=100)
 - Hospitality/Lodging (n=100)
 - Commercial (n=104)
 - Healthcare (n=101)
- Margins of sampling error at a 95 percent confidence level would be +/- 5 percentage points for respondents from all industries combined if conducted using a probabilistic sample; the margin of error would be larger within sub-groupings of the survey population.
- Throughout this document total percentages may not add up to 100% due to rounding.

Executive Summary

- Across sectors, almost all managers of cleaning operations report using some sort of technology for either personal or professional purposes.
- The majority of cleaning operations managers report using social media, including Facebook and Linked-In, for professional reasons. Among the managers who use social media, most say they would like to see company information on these sites, followed by brand or product information or specs.
- In-person training is both the most frequently-cited and the preferred method of receiving training from vendors/suppliers. Webinars, while less frequently used, are the second most preferred method of receiving training.
- Most cleaning operations managers have used training videos; fewer, however, have used product demonstration videos. Those who have used either type of videos have generally positive views regarding their use.
- For cleaning operations managers overall, phone, email, and in person are among the most-often used and the most preferred methods of communication with vendors, suppliers, and sales people.

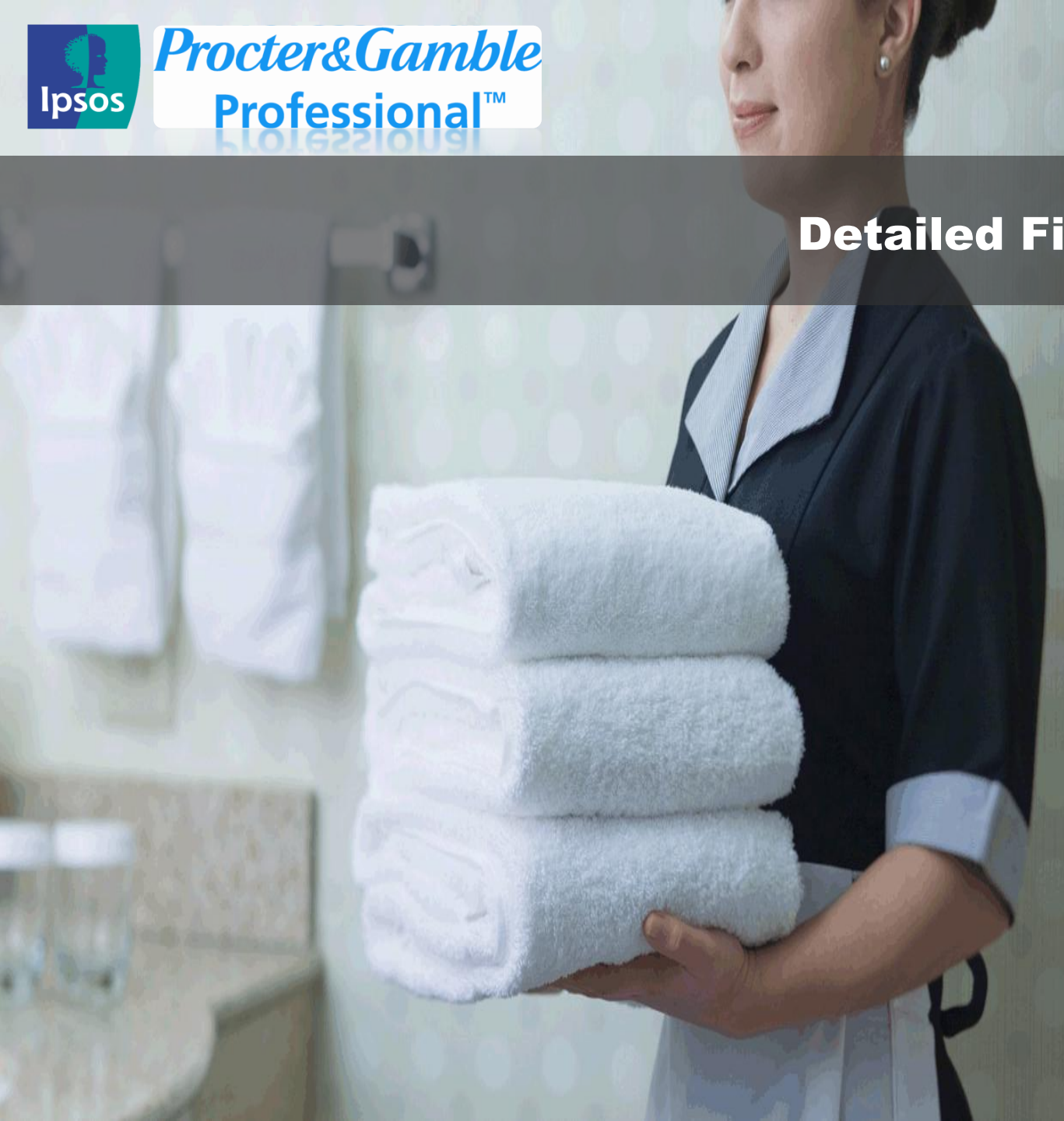
Executive Summary

- The vast majority of cleaning operations managers report receiving direct emails from vendors, suppliers, or professional service providers.
- The majority of managers who do receive such emails say that they prefer to receive email from vendors or suppliers, as opposed to certain other forms of communication.
- Most cleaning operations managers agree that it is more efficient for them to communicate with vendors, suppliers and professional sales people online.
- Word of mouth, user reviews, and sales reps are the top three sources of information that cleaning operations managers consider to be most important when making decisions about purchasing cleaning products for their business.
- Most cleaning operations managers expect to see an increased use of digital communication in many aspects of their business life over the next three to five years.



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Detailed Findings



Online and Social Media Usage

Technology Usage – Personal vs. Professional

- Almost all managers of cleaning operations report using some sort of technology for either personal or professional purposes.
- While usage of desktop computers is more commonly used for work, other devices such as laptops, Smartphones and tablets are more commonly used for personal reasons.

Personal

Professional

■ Desktop computer
 ■ Notebook/Laptop computer
 ■ Internet enabled Smartphone
 ■ Tablet with internet capability
 ■ None of the Above

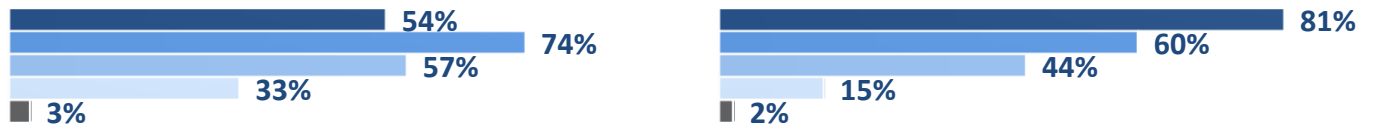
Total



Food Service



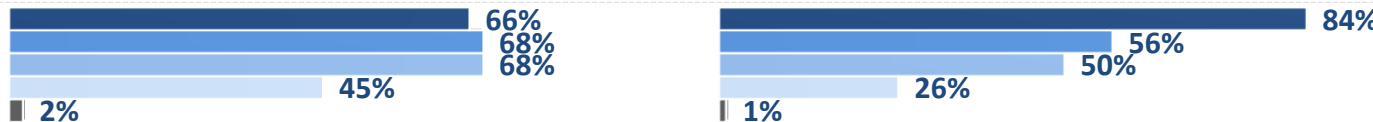
Hospitality



Commercial



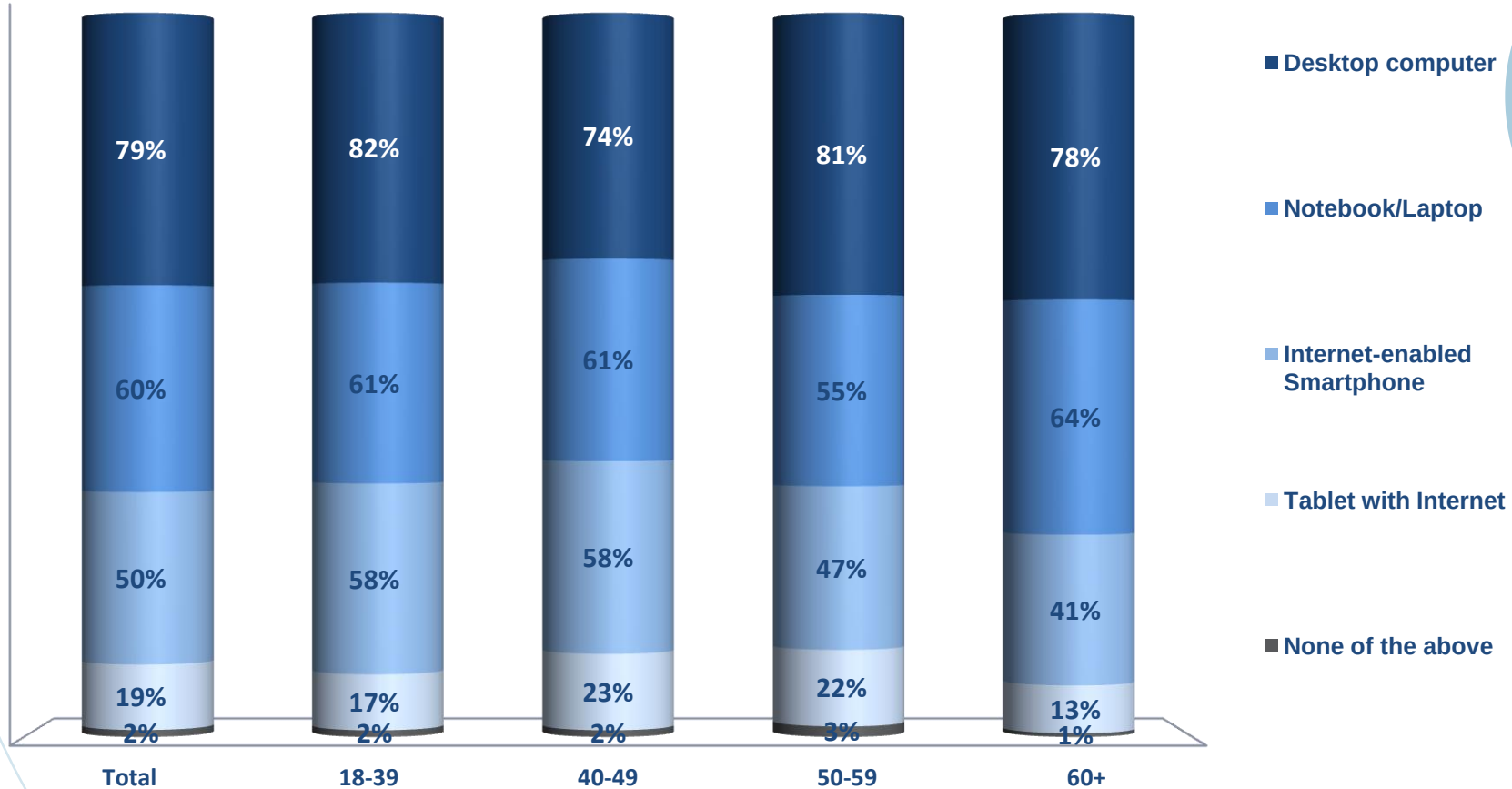
Healthcare



Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q5: Which of the following do you use for...? (Select all that apply for each type of usage)

Technology Usage – Professional Use by Age

- Usage of technology devices for professional purposes has little variation depending on the respondents' age.
- One of the few differences is that those under the age of 50 are more likely to use Smartphones than those over 50.



Base: All Respondents: 18-39 (n=85); 40-49 (n=84); 50-59 (n=145); 60+ (n=91)
Q5: Which of the following do you use...? (Select all that apply for each type of usage)

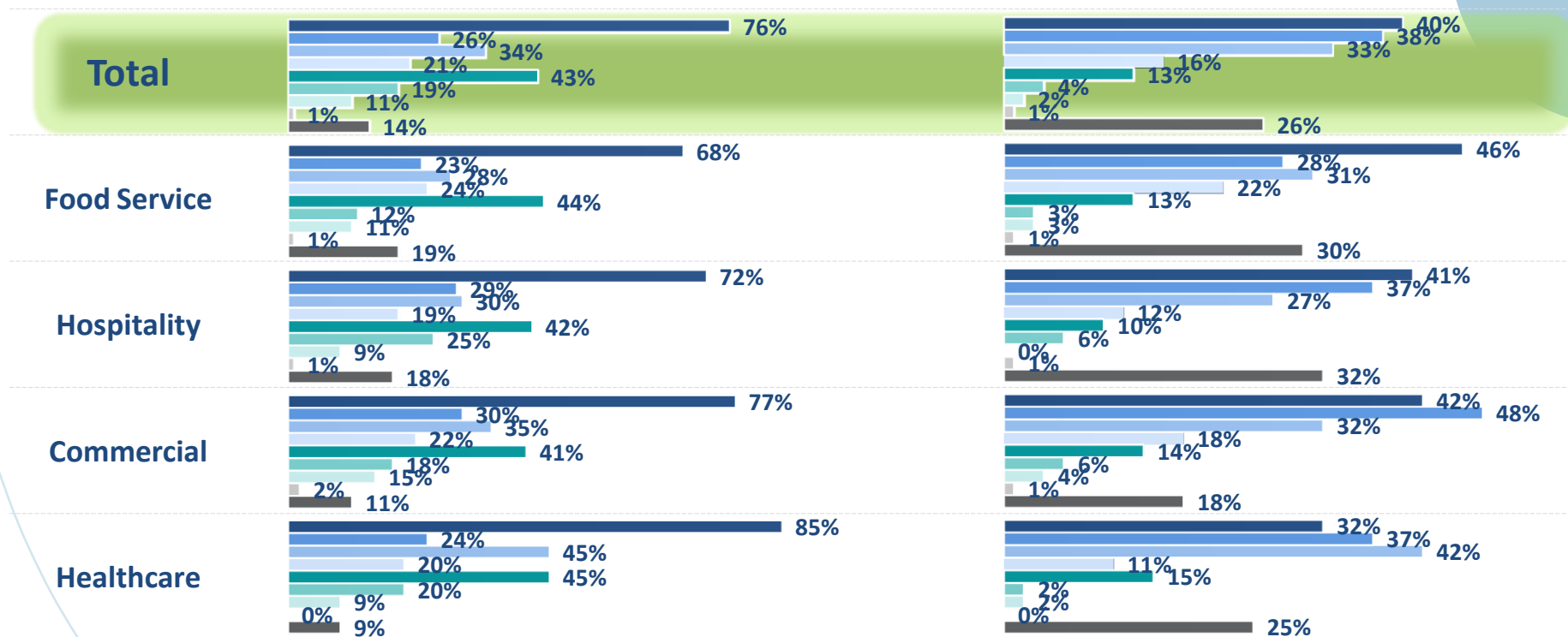
Social Media Usage – Personal vs. Professional

- Three-quarters of cleaning operations managers report using social media for professional reasons, including Facebook, Linked-In and Google+*
 - However, Facebook and YouTube are social media channels used more often for personal than professional reasons.
- Cleaning operations managers from the Commercial sector are somewhat, but not significantly, more likely to use some sort of social media channel for professional reasons than are their counterparts from other industries.

Personal

Professional

■ Facebook ■ LinkedIn ■ Google+ ■ Twitter ■ YouTube ■ Pinterest ■ Instagram ■ Other ■ None of the above



* Google+ might be over-represented due to respondents' confusion between the social media channel and the search engine.

Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q6: Please indicate which of the following social media channels you use for... (Select all that apply for each type of usage)

Sought-After Information on Social Media Sites - Total

- Among those who do use social media sites for work-related purposes, most say they would like to see company information followed by brand or product information or specs.
- Half of respondents would also like to see industry tips/information and employment opportunities, and almost as many would also be interested in peer-to-peer sharing.

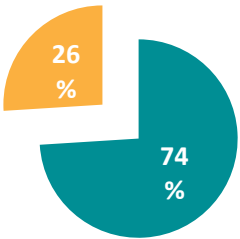


Base: Did not select "None of the above" for "Work-related purposes" in Q6 (n=299)
Q9: What types of information about companies/ brands would you most like to see on social media sites for work-related purposes? (Please select all that apply)

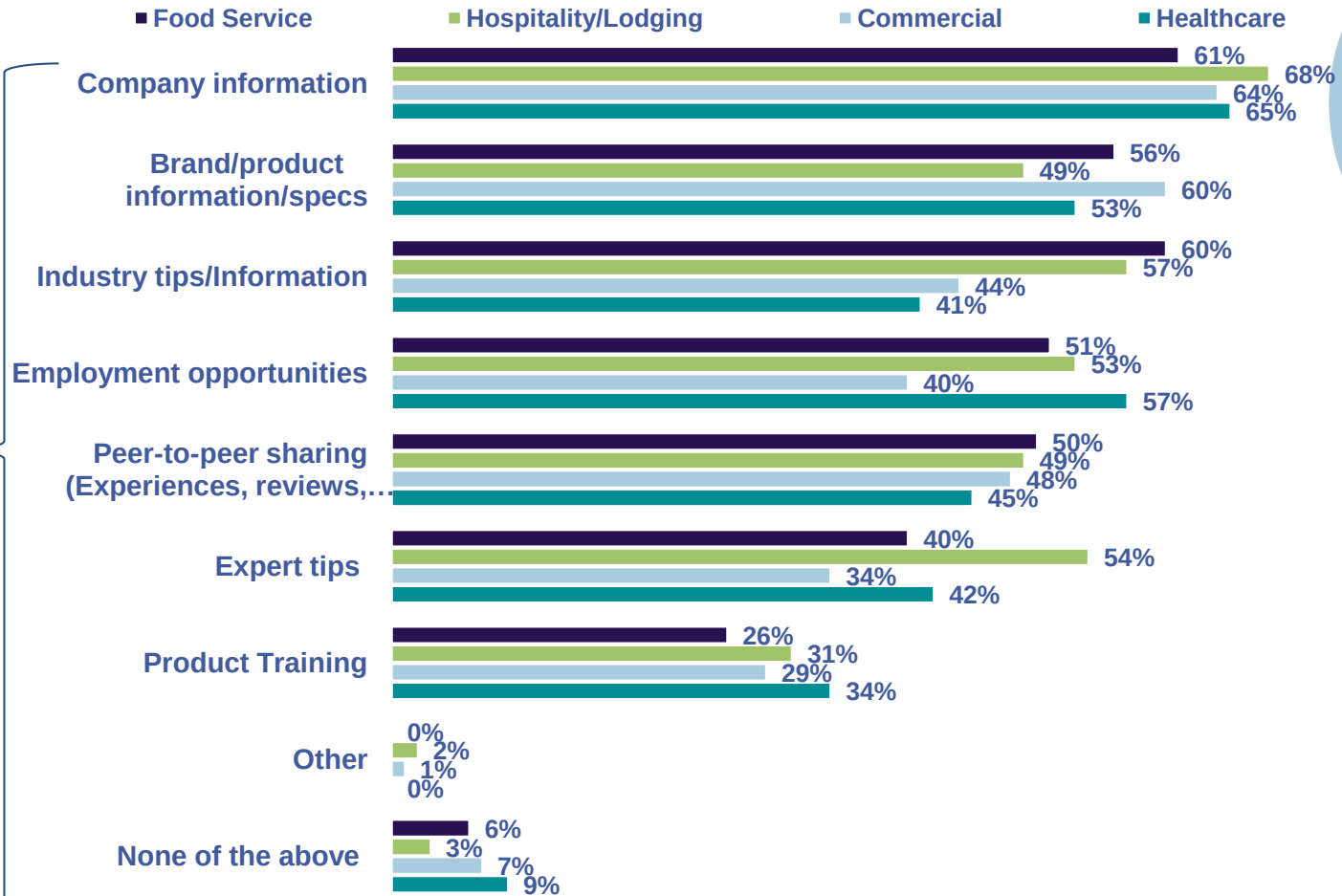
Sought-After Information on Social Media Sites - by Sector

- Some slight differences among sectors are evident, in particular the interest in industry tips and information among those in the Food Service and Hospitality/Lodging sectors, compared to those in the Healthcare sector.

Use social media sites for work-related purposes



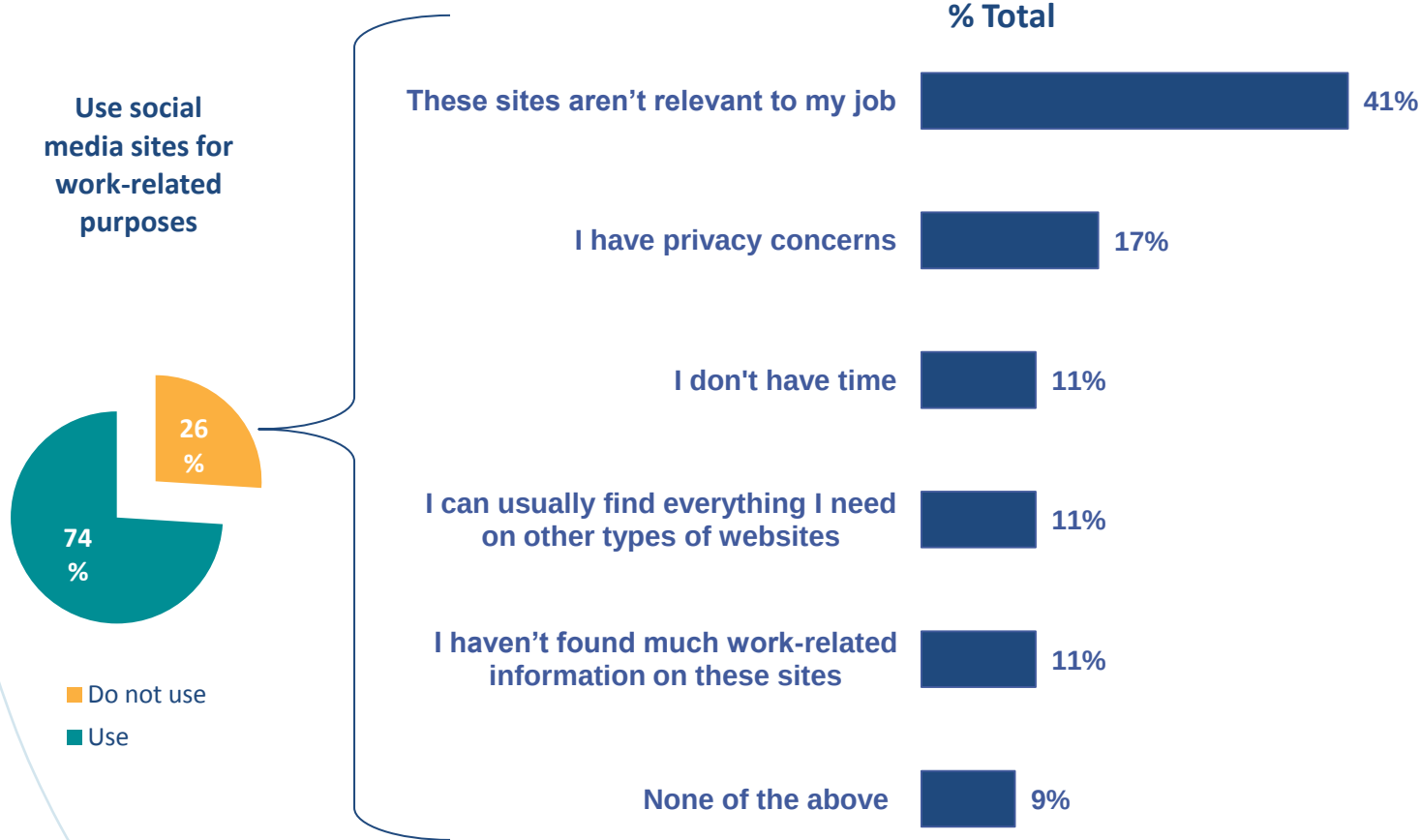
■ Use
■ Do not use



Base: Did not select "None of the above" for "Work-related purposes" in Q6 (n=299)
Q9: What types of information about companies/ brands would you most like to see on social media sites for work-related purposes? (Please select all that apply)

Reasons for Not Using Social Media for Professional Purposes - Total

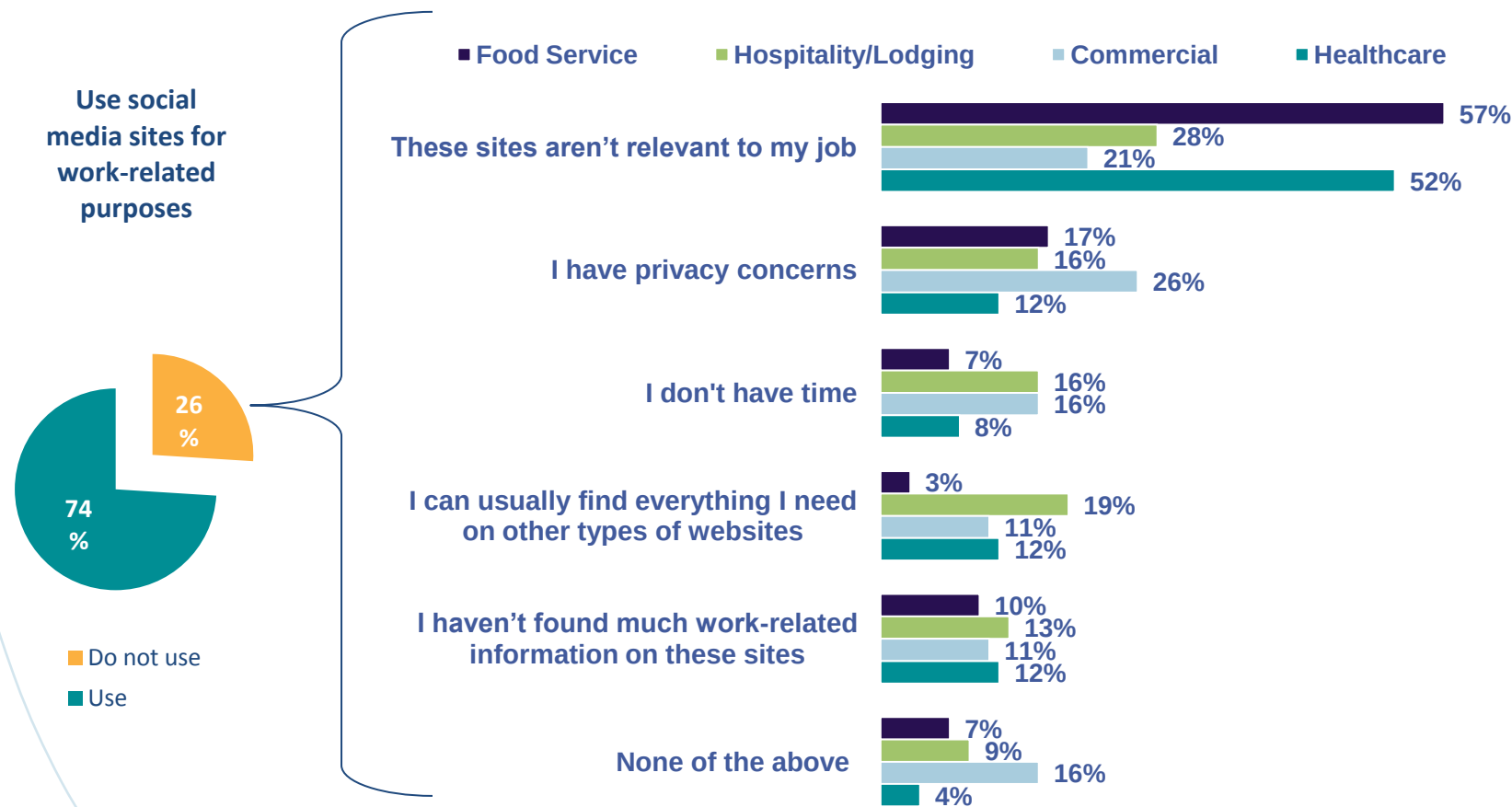
- Among the one in four cleaning operations managers who do not use social media for their job, the most common reason for not doing so is lack of relevance.



Base: Selected "None of the above" for "Work-related purposes" in Q6 (n=106)
 Q7: Which of the following is the main reason that you do not use social media sites for work-related purposes? Please select ONE response.

Reasons for Not Using Social Media for Professional Purposes – by Sector

- Lack of relevance is mentioned more frequently by those in the Food Service and Healthcare sectors, although the gap is not statistically significant.
- Those in the Commercial sector are more likely than their counterparts from other sectors to report privacy concerns for not using social media for their job; however, this gap is also not statistically significant.

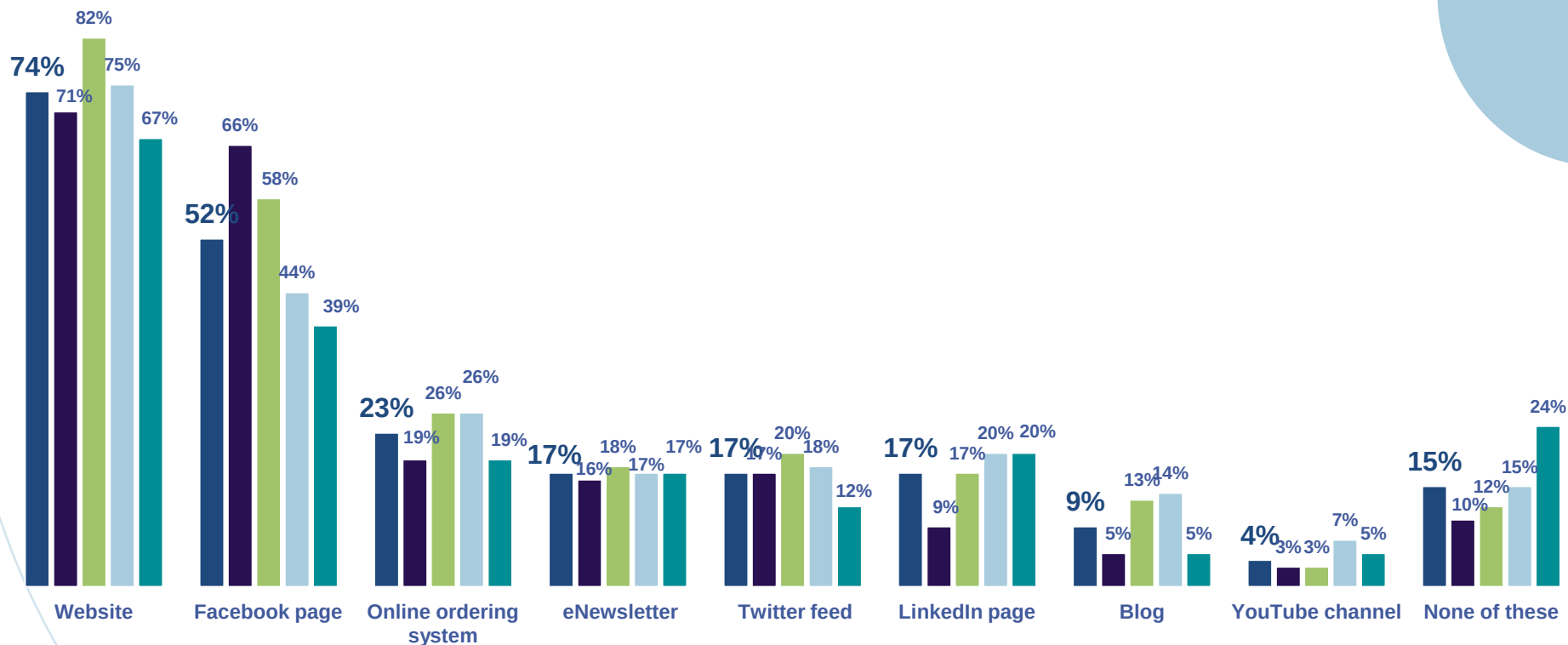


Base: Selected "None of the above" for "Work-related purposes" in Q6 (n=106)
 Q7: Which of the following is the main reason that you do not use social media sites for work-related purposes? Please select ONE response.

Company's Online and Social Media Sites

- Three-quarters of cleaning operations managers report that their companies have a website; half report that they have a Facebook page.
- Other types of internet or social media sites are less common overall.

■ Total ■ Food Service ■ Hospitality/Lodging ■ Commercial ■ Healthcare

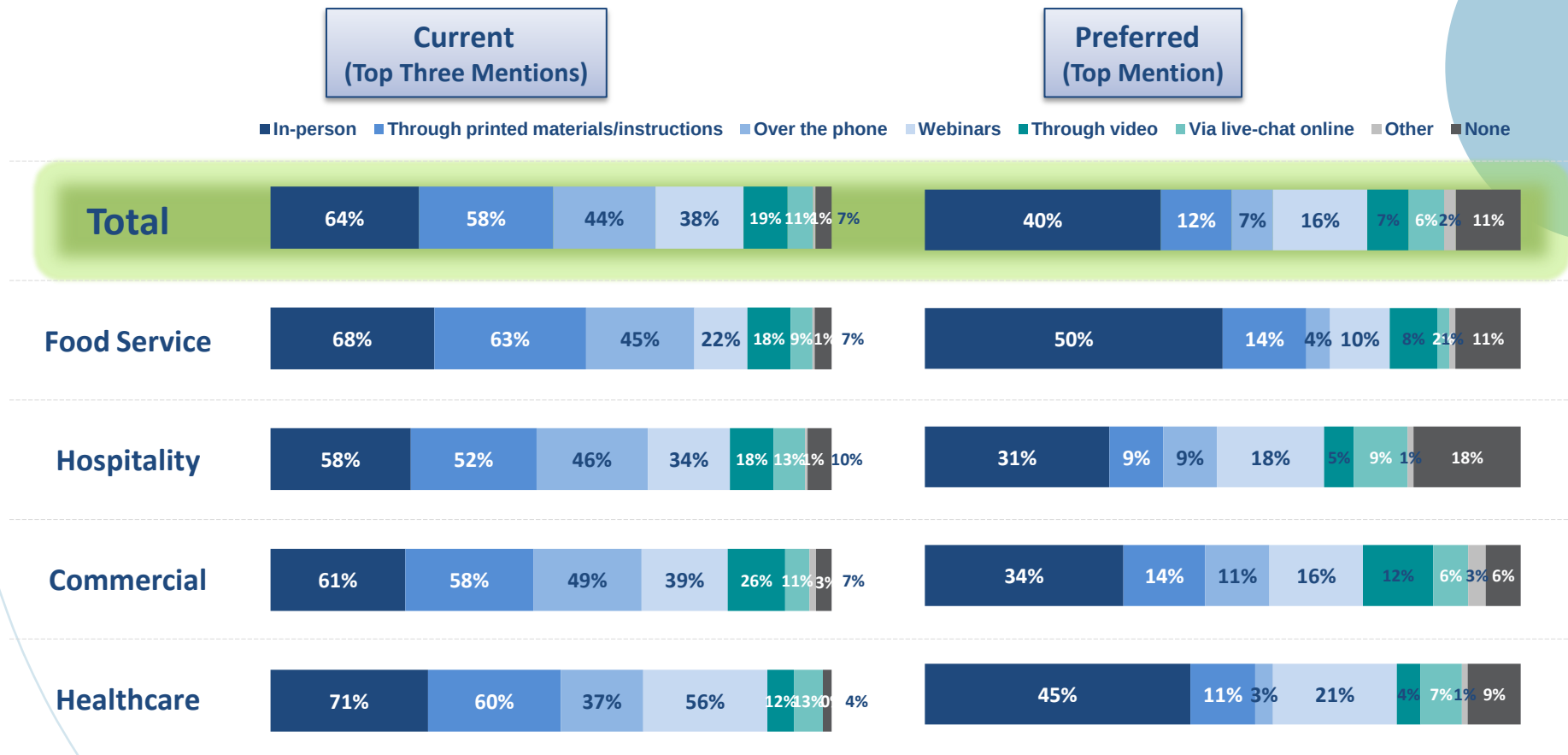


Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q8: Does your company have any of the following? Please select all that apply

Training

Training Methods – Current vs. Preferred

- Overall, in-person training is both the most frequently cited method by which respondents currently receive training, and the most preferred, the latter by a considerable margin over the others.
 - While over half cite printed materials as a way they currently get training, only about one in ten say that it is their preferred method.
 - While webinars are currently less frequently used, they rank as the second most preferred method overall.



Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q10: When it comes to receiving training from vendors/suppliers, which of the following methods do you...? Currently use (please select up to three) / Prefer to use (please select one)

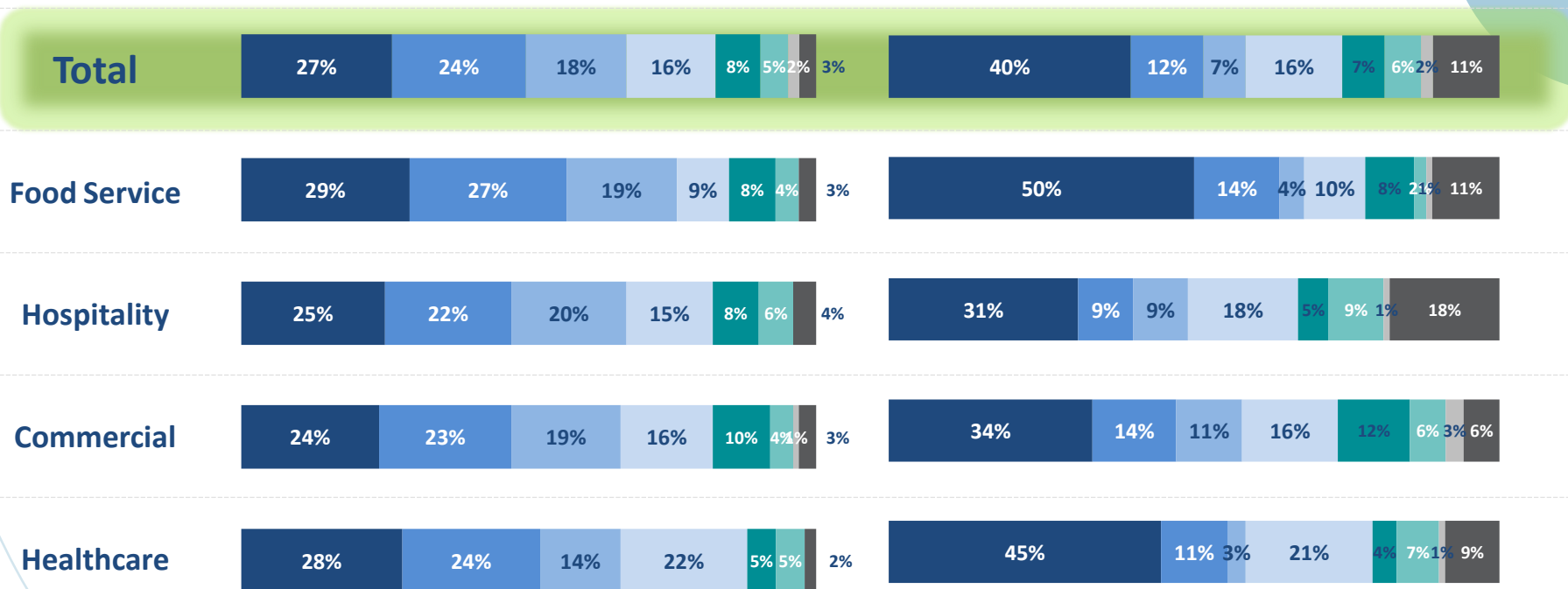
Training Methods – Current vs. Preferred, by Total Mentions

- While respondents most frequently cite in-person training and printed materials as the training methods that they currently use, in-person training is their preferred method, by a significant margin.
 - This is particularly true for respondents in the Food Service and Healthcare sectors.
- Both printed materials and telephone training mentions comprise a greater proportion of total mentions of current use, compared to the proportion of respondents who choose them as the preferred methods of training. However, other types of training such as webinars, video, or online chats have similar proportions in terms of usage and as preferred methods.

Current (as a percentage of total mentions)*

Preferred (as a percentage of total mentions)*

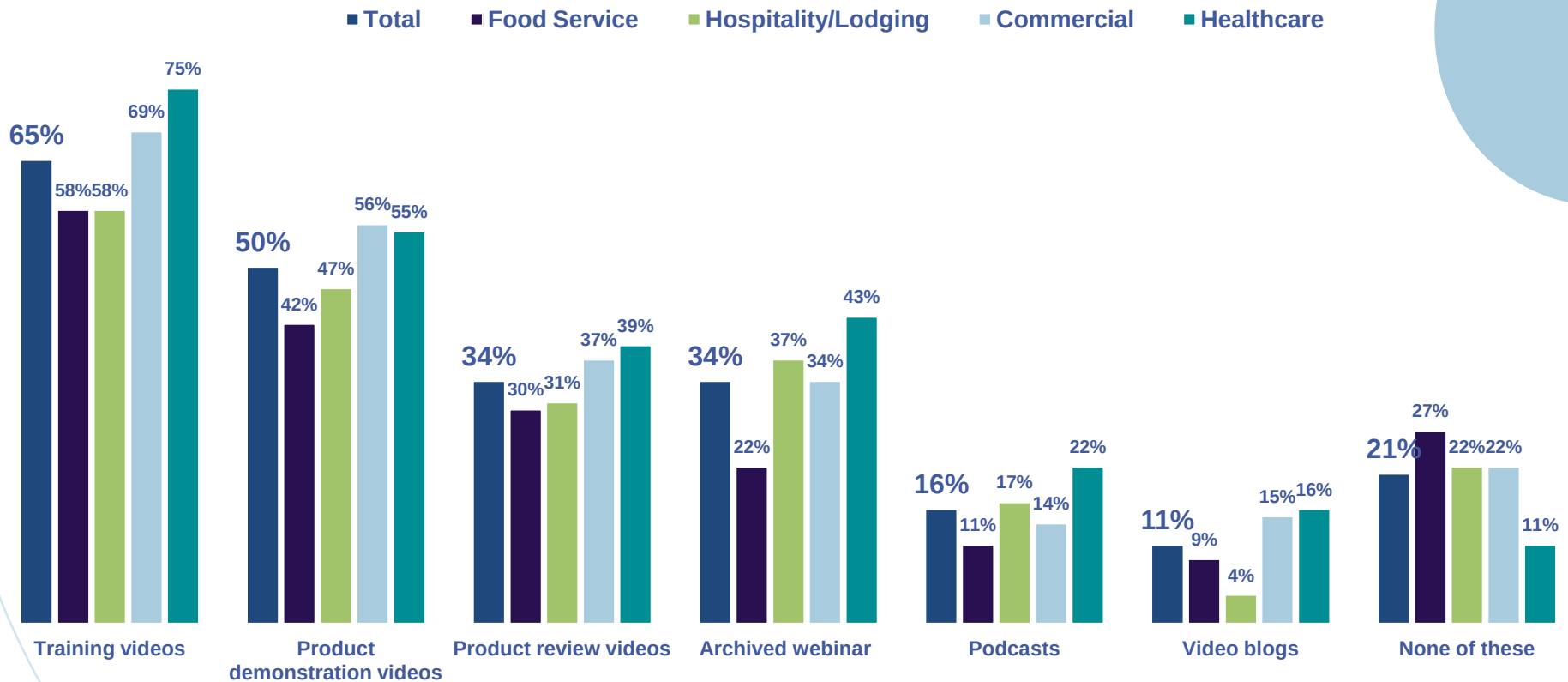
■ In-person ■ Through printed materials/instructions ■ Over the phone ■ Webinars ■ Through video ■ Via live-chat online ■ Other ■ None



Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q10: When it comes to receiving training from vendors/suppliers, which of the following methods do you...? Currently use (please select up to three) / Prefer to use (please select one)
 *Rebased to show results as a percentage of total mentions

Use of Types of Media for Work-Related Reasons

- Two-thirds of all interviewed cleaning operations managers report to have used training videos.
 - Those in the Healthcare sector are more likely than those in the Food Service and Hospitality/Lodging sectors to have used them.
- Across sectors, half report to have used product demonstration videos, while one-third report having used product review videos and archived webinars.
- Podcasts and video blogs are less popular, mentioned by 16% and 11% respectively.



Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q11: Which of the following have you ever used for work-related reasons? (Please select all that apply)

Opinions Regarding Training Videos Among Those Who Use Them – Total

- Those who use training videos have generally positive views regarding their use.
 - Seven in ten report that such training is well-received in their organization and that they have shared the content of such videos with their colleagues.
 - A similar proportion wish that a greater variety of vendor/supplier videos were available, and that more vendors/suppliers provided training videos.
 - Close to two-thirds report that the use of video is an important part of the employee training in their company, and that they prefer working with vendors who provide training videos.

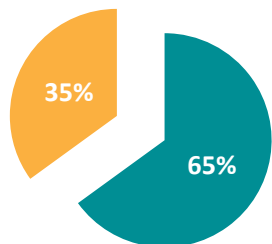


Base: Respondents who use Training videos (n=264) Food Service (n=58); Hospitality/Lodging (n=58); Commercial (n=72); Healthcare (n=76)
Q13: Please indicate the extent to which you agree or disagree with the following statements about the use of training videos.

Opinions Regarding Training Videos Among Those Who Use Them – By Sector

- While some sectors differ on their opinions of training videos, no significant differences emerge when the responses by sector are compared.

Use training video for work-related reasons



■ Use
■ Do not use

■ Food Service ■ Hospitality/Lodging ■ Commercial ■ Healthcare
% Strongly/ somewhat agree

I wish that more vendors/suppliers provided training videos.



I have shared the content of training videos with my colleagues.



Video training is well received in my organization/my company



I wish that a greater variety of vendor/supplier training videos were available.



The use of video is important in training employees in our company on cleaning processes and procedures.



I prefer working with vendors or suppliers who provide training videos.

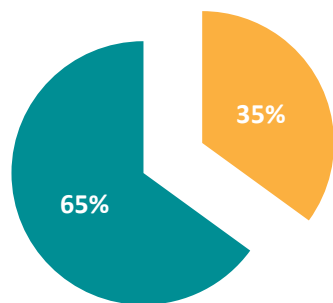


Base: Respondents who use Training videos (n=264) Food Service (n=58); Hospitality/Lodging (n=58); Commercial (n=72); Healthcare (n=76)
Q13: Please indicate the extent to which you agree or disagree with the following statements about the use of training videos.

Consideration of Using Training Videos – Among Those Who Do Not Use Them

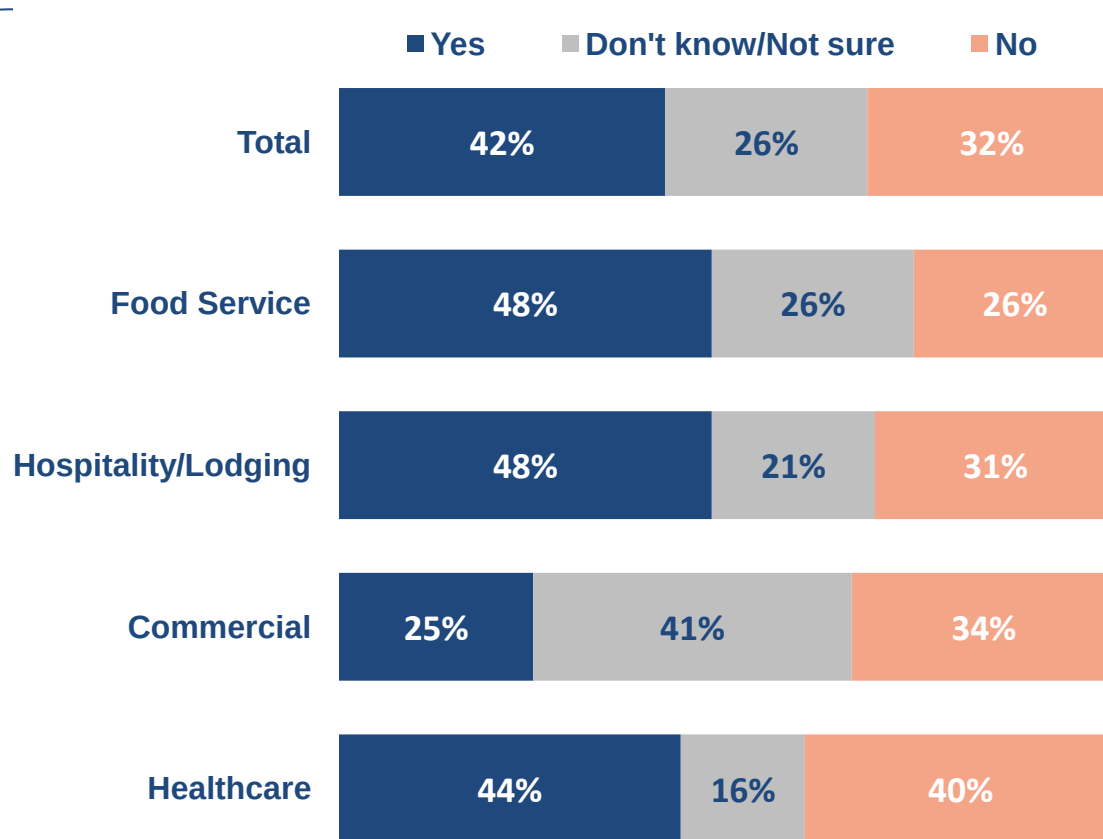
- Four in ten cleaning operations managers who do not use training videos report they would consider using them as part of employee training on cleaning processes and procedures.
- Comparatively, three in ten report they wouldn't consider training videos, and one-quarter are not sure.

Use training video for
work-related reasons



Do not use

Use

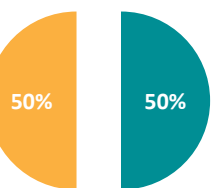


Base: Respondents who do not use Training videos (n= 141) : Food Service (n=42); Hospitality/Lodging (n=42); Commercial (n=32); Healthcare (n=25)
Q12: Would you consider using a video as part of employee training on cleaning processes and procedures?

Opinions Regarding Product Demonstration Videos Among Those Who Use Them – Total

- Product demonstration videos are viewed in a positive light among those who currently use them.
 - In particular, over three quarters feel that their use is important in learning about different products or services offered by vendors.
 - About six in ten agree that: they have shared the content of demonstration videos with colleagues (66%); they have looked for more information about a product or vendor as a consequence of watching a demonstration video (65%); that product demonstration videos are influential when making purchasing decisions (62%); that vendors should be offering more product demonstration videos (60%); and that they prefer working with suppliers who provide shareable videos about their products and services (57%) .
 - Half (53%) even agree that they are more likely to purchase or recommend products that are accompanied of product demonstration videos.

Use product demonstration video for work-related reasons



■ Use
■ Do not Use

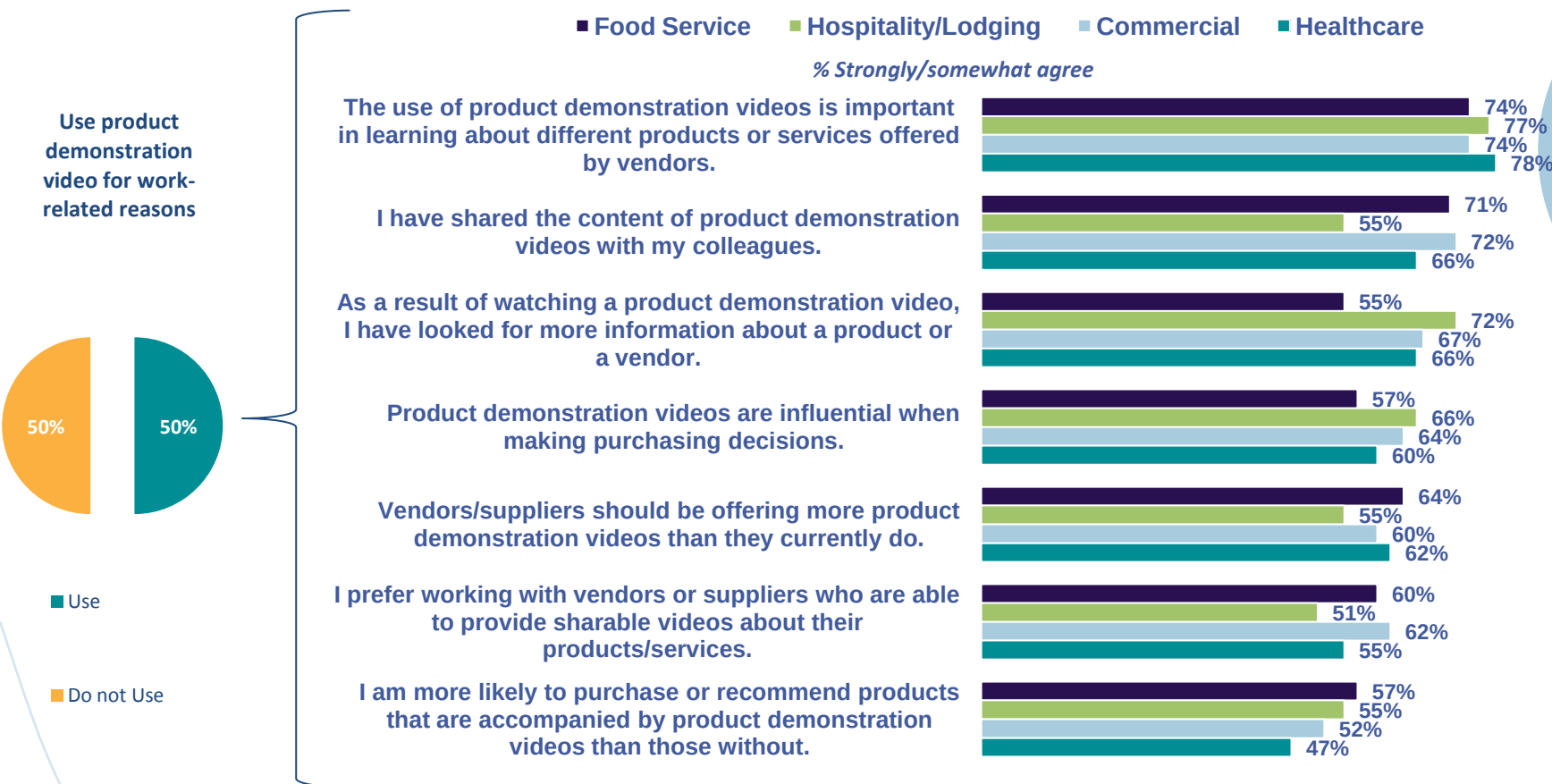
% Total
% Strongly/somewhat agree



Base: Respondents who use product demonstration videos (n= 202): Food Service (n=42); Hospitality/Lodging (n=47); Commercial (n=58); Healthcare (n=55)
Q14: Please indicate the extent to which you agree or disagree with the following statements about the use of product demonstration videos for work-related purposes.

Opinions Regarding Product Demonstration Videos Among Those Who Use Them – By Sector

- While there appear to be some slight differences emerge when comparing the responses by sector, these differences are not significant, and no discernible pattern of responses is evident.

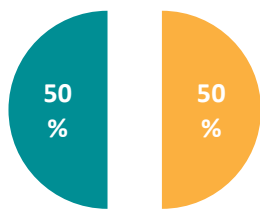


Base: Respondents who use product demonstration videos (n= 202): Food Service (n=42); Hospitality/Lodging (n=47); Commercial (n=58); Healthcare (n=55)
Q14: Please indicate the extent to which you agree or disagree with the following statements about the use of product demonstration videos for work-related purposes.

Consideration of Watching Product Demonstration Videos to Help with Purchasing Decisions

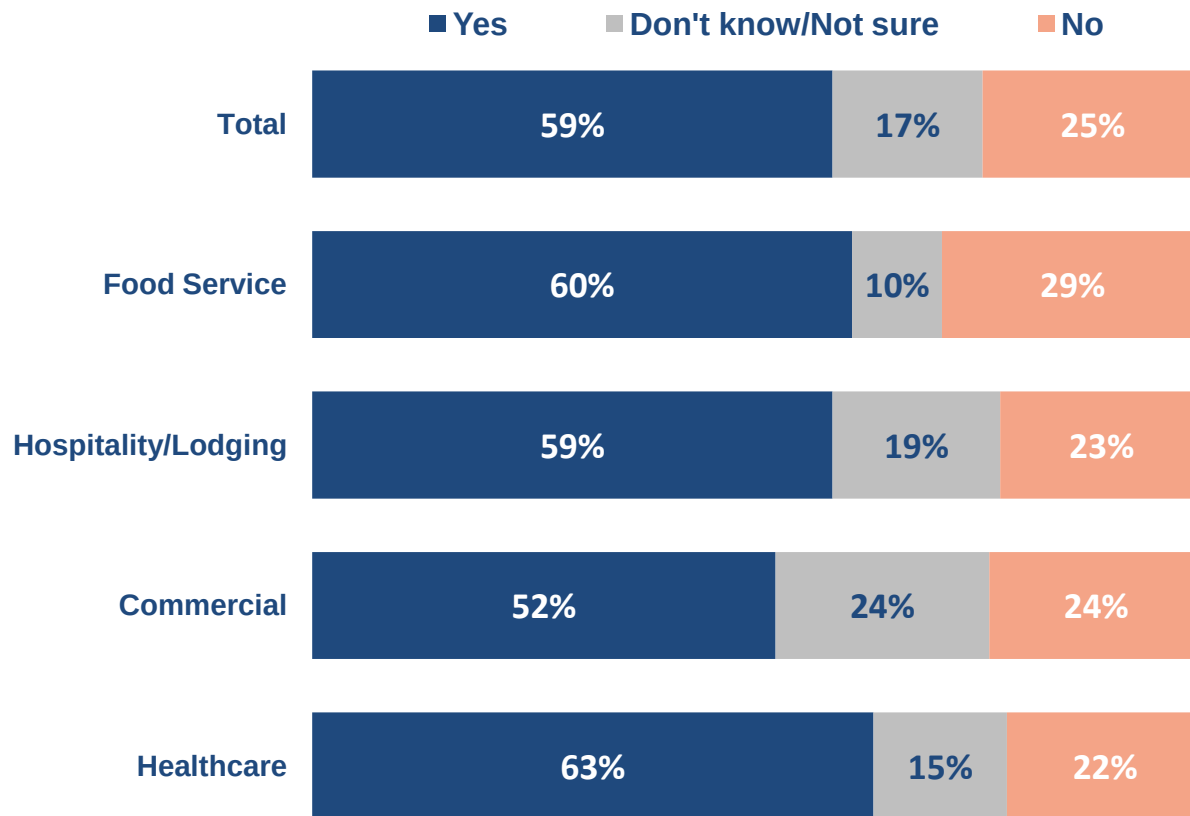
- Six in ten cleaning operations managers who do not currently use product demonstration videos would consider watching them to help with their purchasing decisions.
- One-quarter would not, and about one in six are not sure.

Use product demonstration video for work-related reasons



Do not use

Use



Base: Respondents who do not use Product demonstration videos (n=203)
Q15: Would you consider watching product demonstration videos to help with your purchasing decisions?
 Food Service (n=58); Hospitality/Lodging (n=53); Commercial (n=46); Healthcare (n=46)

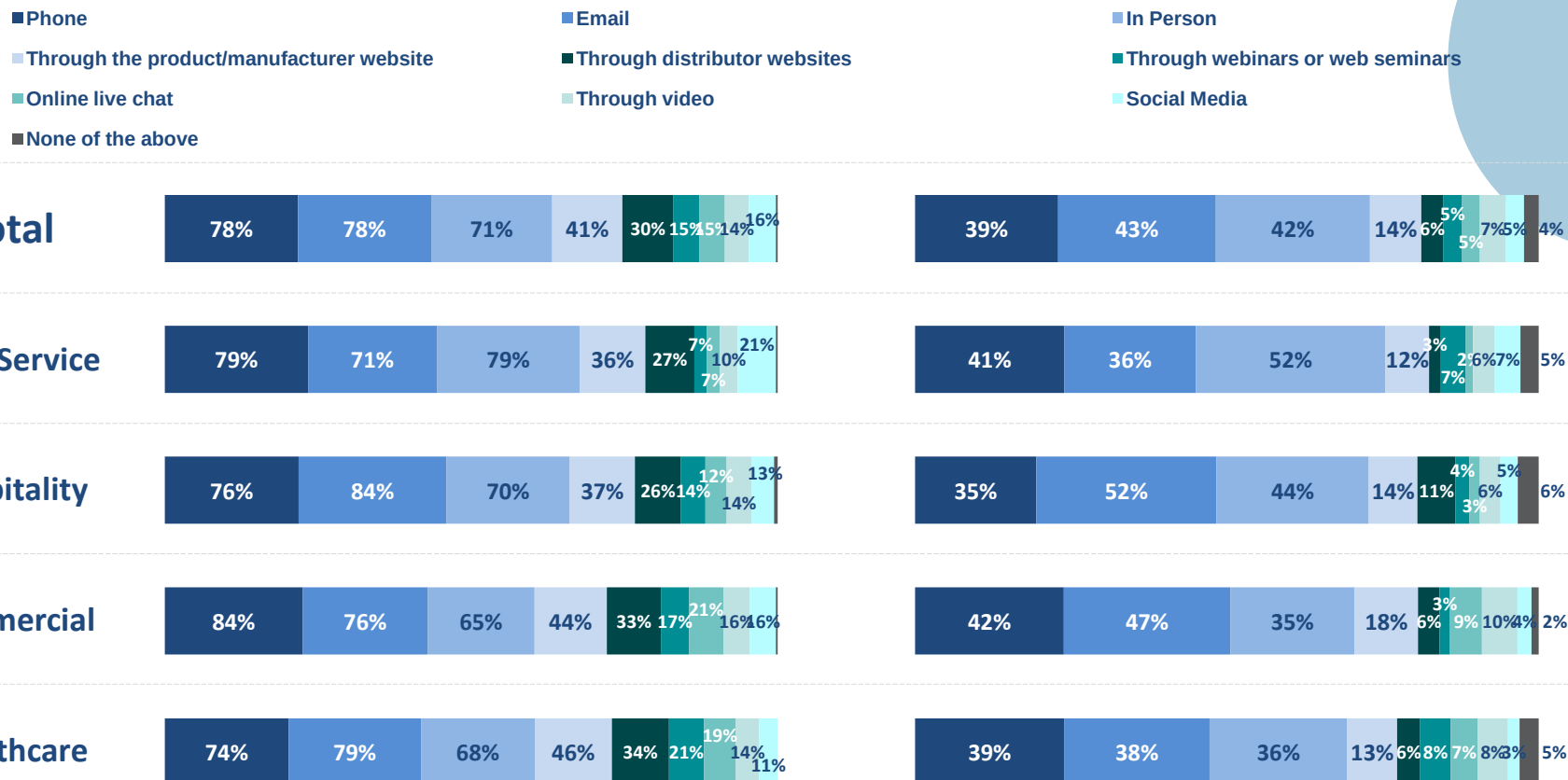
Means of Communication with Vendors, Suppliers, and Sales People

Methods of Communication with Vendors, Suppliers, or Sales People –Most Often Used vs. Preferred

- Communication by phone, email, and in person are among the most-often used and the most preferred methods of communication with vendors, suppliers, or sales people, according to cleaning operations managers overall.

Most often used (Top five mentions)

Preferred (Top two mentions)



Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q16: When it comes to communicating with vendors, suppliers, or professional sales people, which of the following methods do you...? Use most often (please select up to five) / Prefer to use (please select up to two)

Methods of Communication with Vendors, Suppliers, or Sales People – Most Often Used vs. Preferred, by Total Mentions

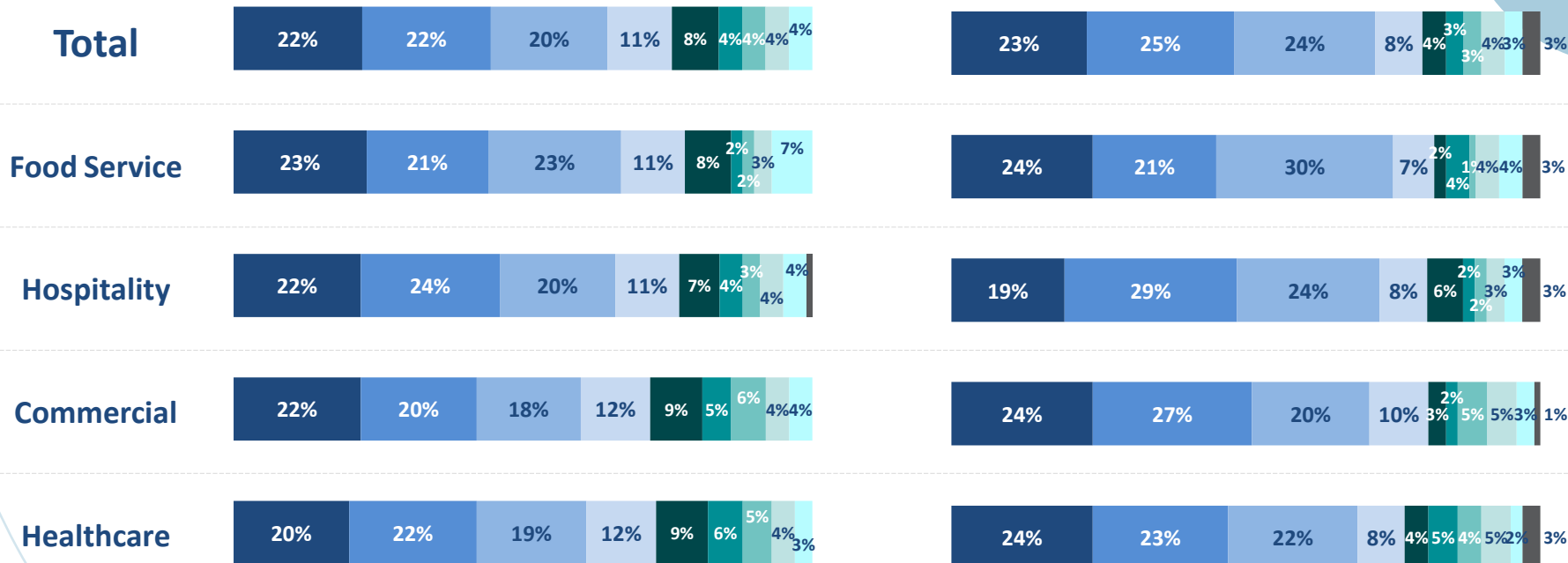
- Communication by phone, email, and in person are found to share nearly equal proportions of current usage, in terms of overall mentions by respondents; together, they account for nearly two-thirds of all mentions. They are also the most preferred methods of communication with vendors, suppliers, or sales people. accounting for nearly three-quarters of all mentions.

Most often used (as a percentage of total mentions)*

■ Phone
 ■ In Person
 ■ Through distributor websites
 ■ Online live chat
 ■ Social Media

■ Email
 ■ Through the product/manufacture website
 ■ Through webinars or web seminars
 ■ Through video
 ■ None of the above

Preferred (as a percentage of total mentions)*



Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q16: When it comes to communicating with vendors, suppliers, or professional sales people, which of the following methods do you...? Use most often (please select up to five) / Prefer to use (please select up to two) *Rebased to show results as a percentage of total mentions

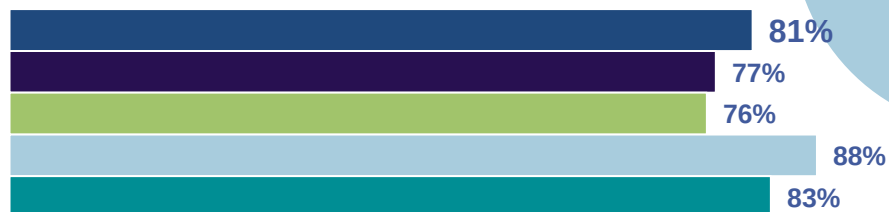
Attitudes About Digital Communication with Vendors, Suppliers, or Professional Sales People

- Eight in ten cleaning operations managers report they would be open to receiving electronic copies of documents from vendors, suppliers and professional sales people.
- About two-thirds agree that it is more efficient for them to communicate with vendors, suppliers and professional sales people online.
 - Those from both the Commercial and Healthcare sectors would be more open to online/digital communications than their counterparts from the Food Service sector. Those in the Commercial and Hospitality/Lodging sectors are also more likely to agree that communicating online is more efficient than are those in the Food Service sector.

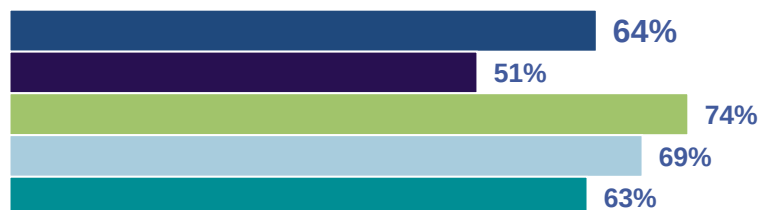
■ Total ■ Food Service ■ Hospitality/Lodging ■ Commercial ■ Healthcare

% Strongly/somewhat agree

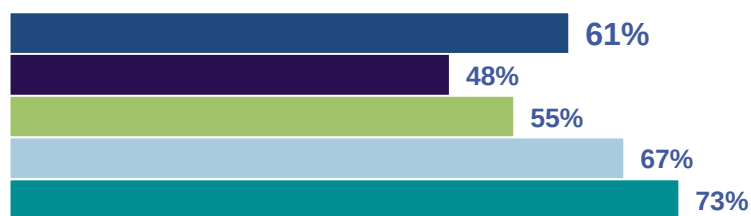
I would be open to receiving electronic copies (i.e. PDF, email attachments, etc.) of documents and materials from vendors, suppliers, or professional sales people.



It is more efficient for me to communicate with vendors, suppliers, or professional sales people online.

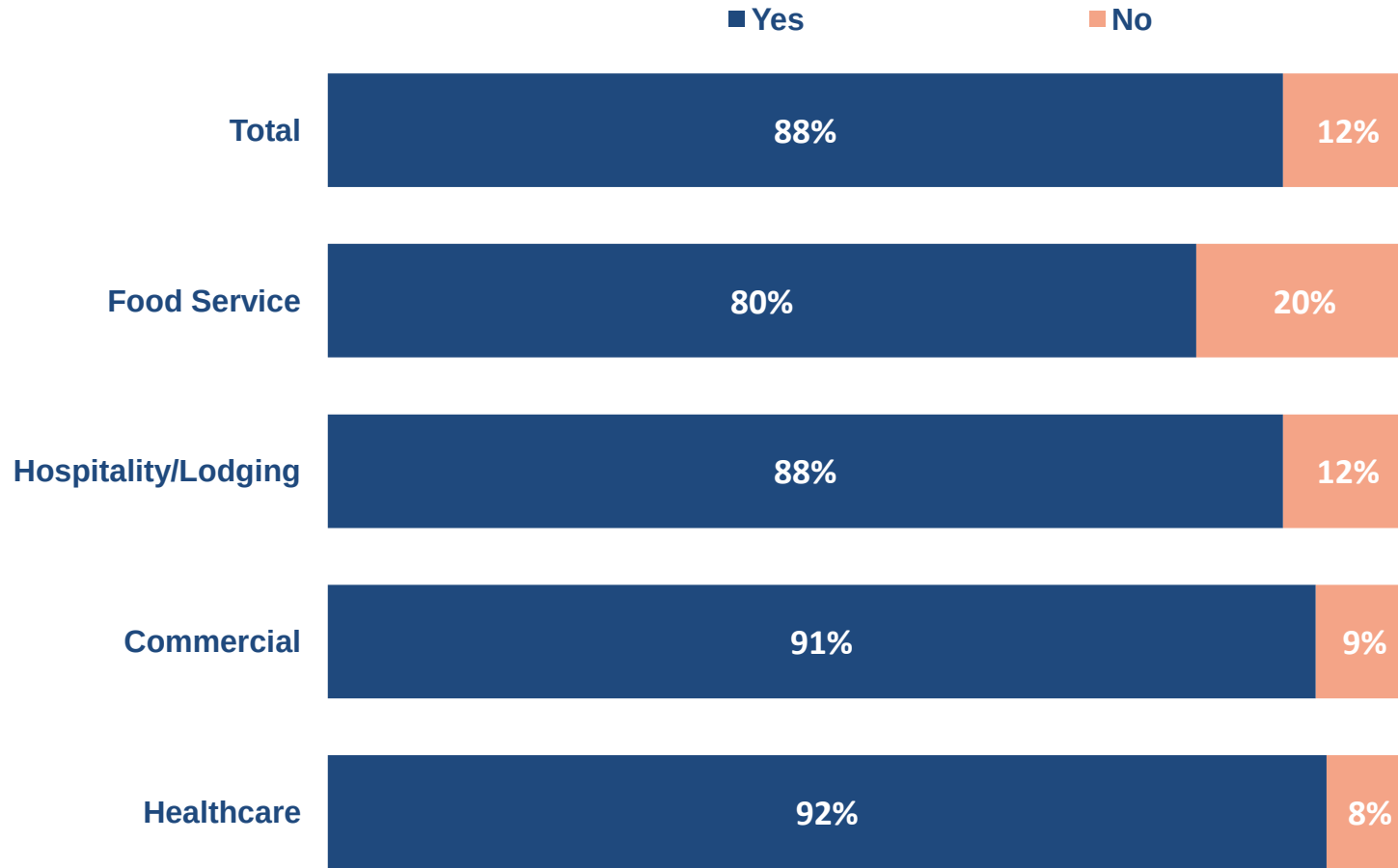


I'd be open to more online/digital communication options (email, live chat, video chat, social media interaction, etc.) from vendors, suppliers, or professional sales people.



Receiving Direct Emails from Vendors, Suppliers, or Professional Service Providers

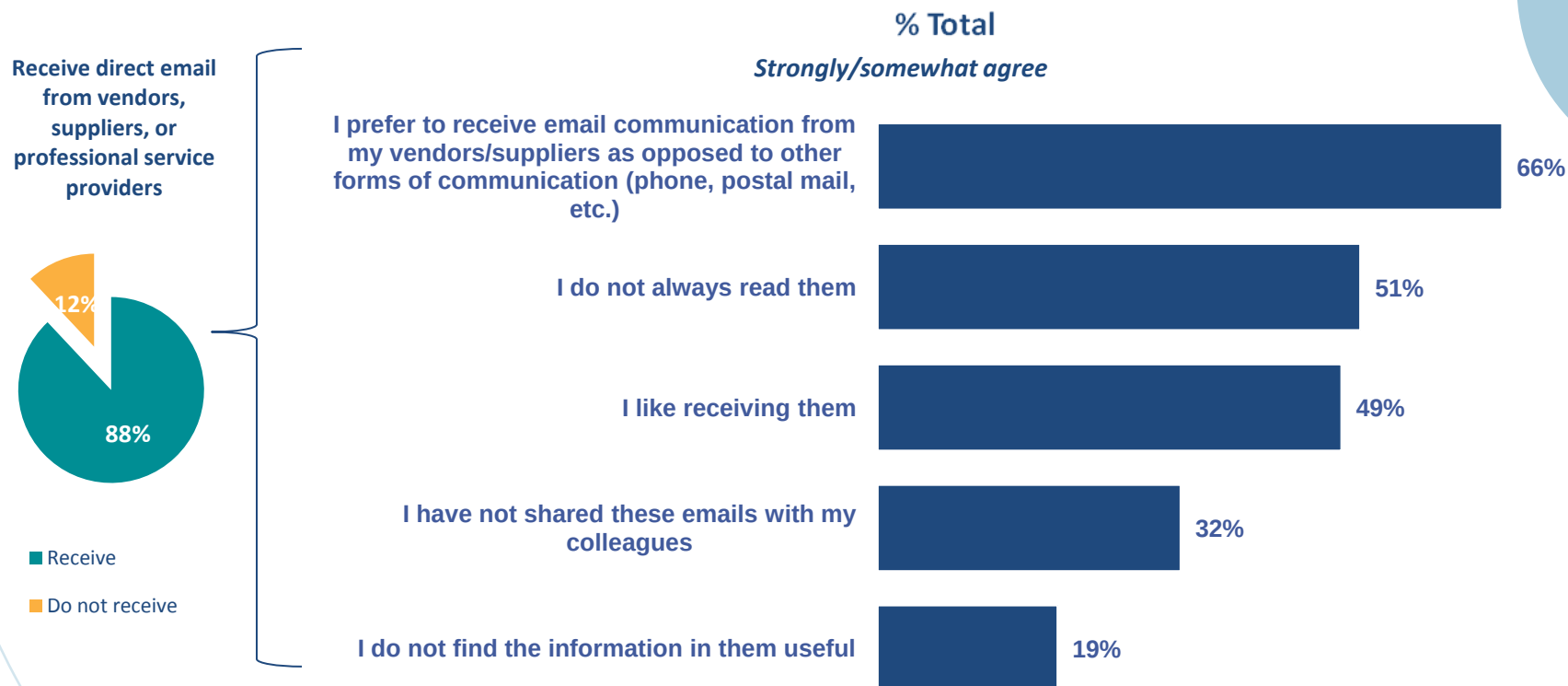
- Nine in ten cleaning operations managers report receiving direct emails from vendors, suppliers, or professional service providers.
 - Those in the Food Service sector are less likely to receive emails from vendors, suppliers and providers than are those in the Commercial and Healthcare sectors.



Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q18: Do you receive direct emails from vendors/suppliers/professional service providers?

Attitudes About Direct Emails from Vendors, Suppliers, or Professional Sales People – Total

- Among those who receive direct emails from vendors, suppliers and providers, two thirds agree they prefer email to other forms of communication.
- Although half say they do not always read emails from vendors and suppliers, about the same proportion say they enjoy receiving them.
- Only a minority say that they have not shared them with their colleagues, and even fewer say that they do not find the information in such emails useful.

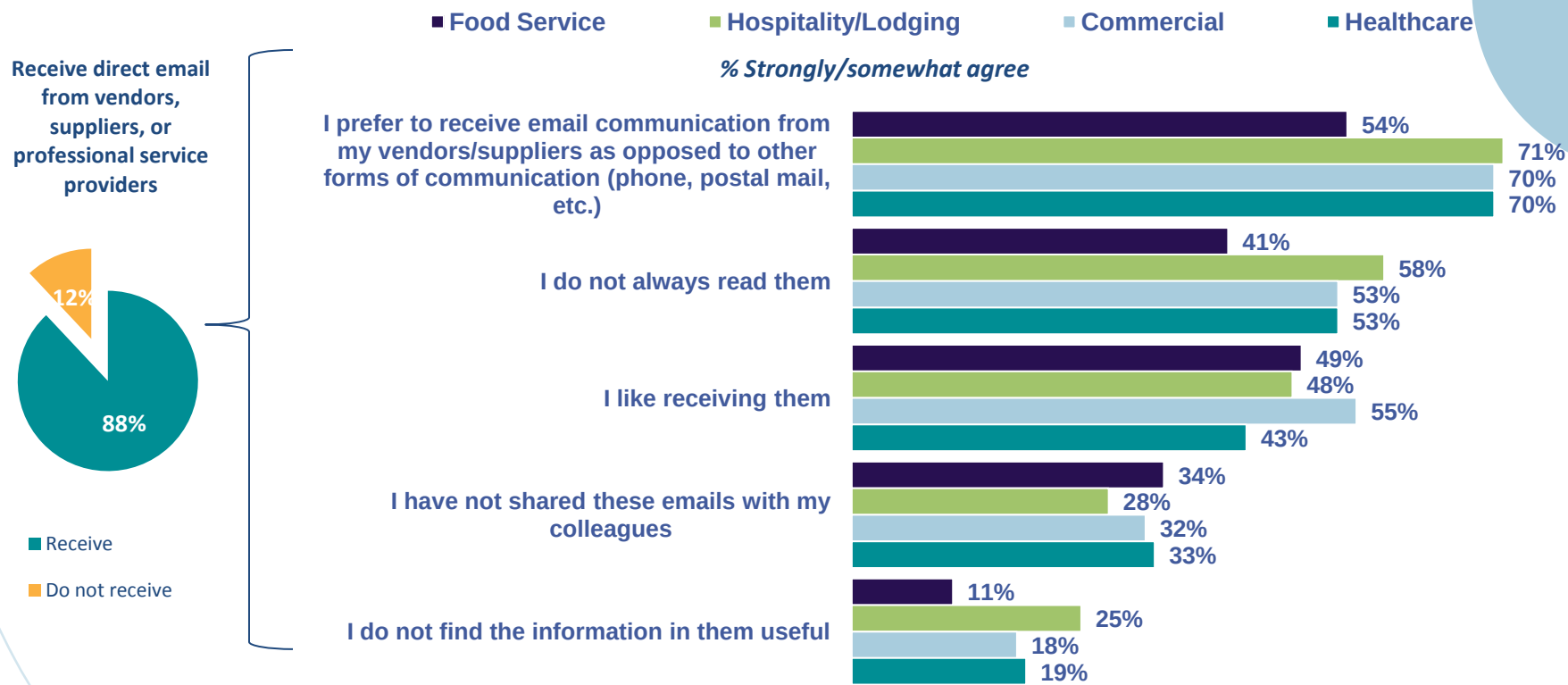


Base: Respondents who report to receive direct emails from vendors/suppliers/professional service providers (n=356): Food Service (n=80); Hospitality/Lodging (n=88); Commercial (n=95); Healthcare (n=93)

Q19: Please indicate the extent to which you agree or disagree with the following statements:

Attitudes About Direct Emails from Vendors, Suppliers, or Professional Sales People – By Sector

- Among those who receive direct emails from vendors, suppliers and providers, those in the Food sector are less likely than those in any other sector to agree they prefer email to other forms of communication.
- However, those in the Hospitality/Lodging sectors are more likely than those in the Food Service sector to say that they do not always read the emails, and that they do not find the information in them useful.



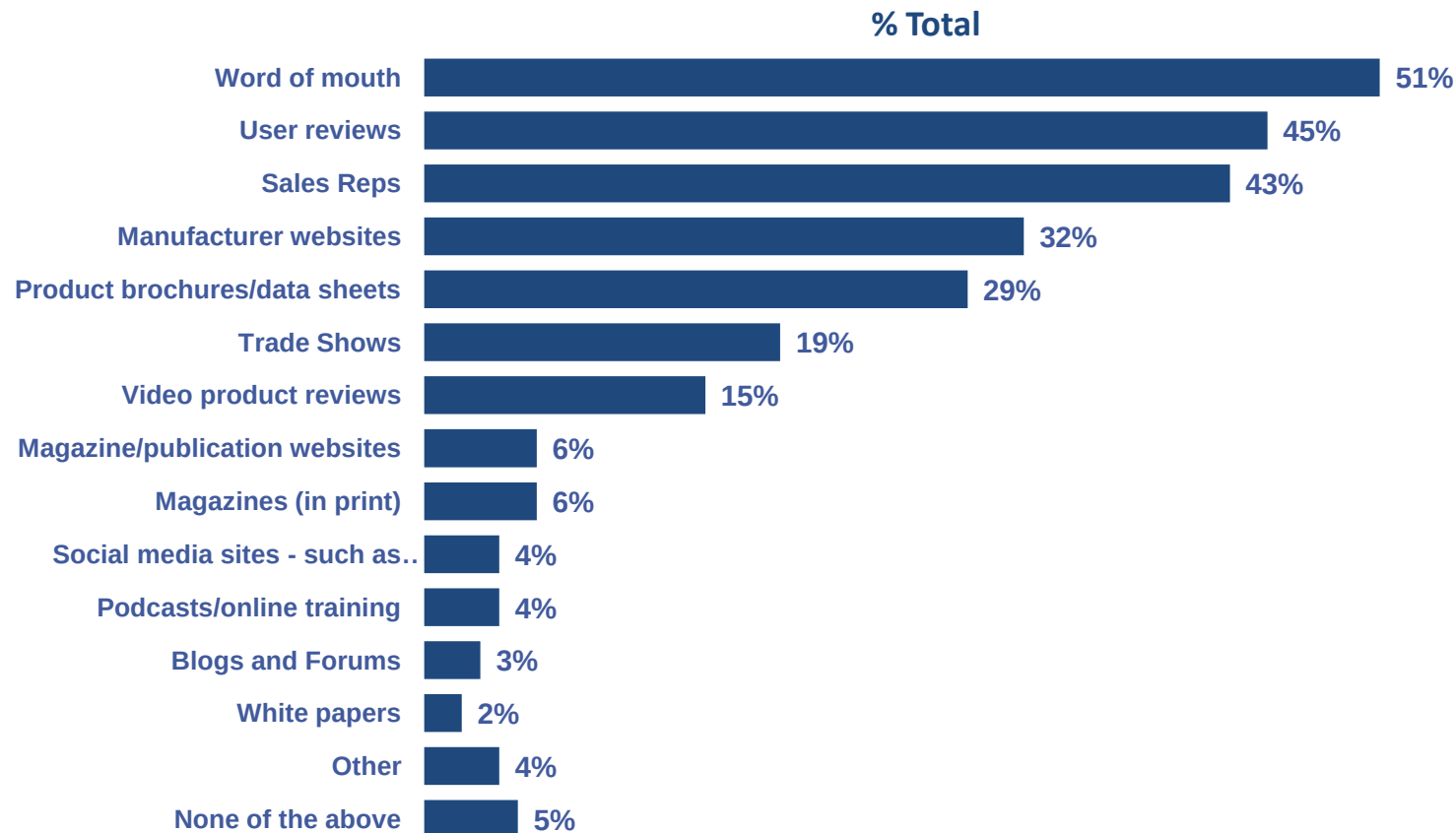
Base: Respondents who report to receive direct emails from vendors/suppliers/professional service providers (n=356): Food Service (n=80); Hospitality/Lodging (n=88); Commercial (n=95); Healthcare (n=93)

Q19: Please indicate the extent to which you agree or disagree with the following statements:

Purchasing Habits and Decision-Making

Top Sources of Information in Purchasing Consideration

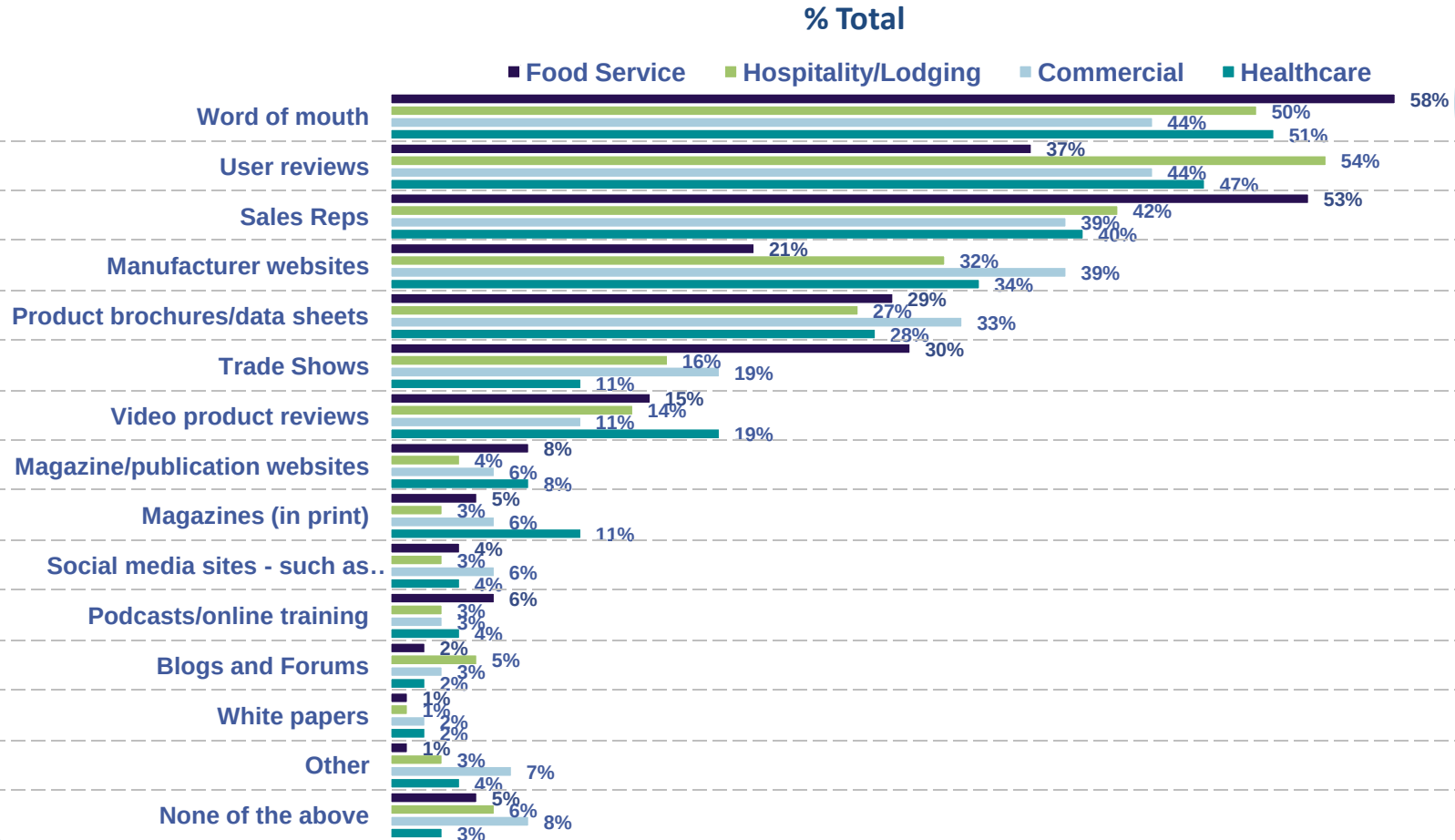
- Word of mouth (51%), user reviews (45%), and sales reps (43%), are the top three sources of information that cleaning operations managers consider the most important when making decisions about purchasing cleaning products for their business.



Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q20: Looking at the sources of information listed below, please select the three that you consider most important when making decisions about purchasing cleaning products for your business. [Select up to three]

Top Sources of Information in Purchasing Consideration

- Several differences are found among the sectors: those in the Commercial or Healthcare are more likely to choose “manufacturer websites” as a source of information than are those in Food Service, who in turn are more likely to select “trade shows” than are those in the Health Care or Hospitality/Lodging sectors.



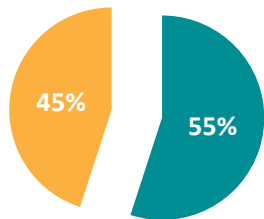
Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q20: Looking at the sources of information listed below, please select the three that you consider most important when making decisions about purchasing cleaning products for your business. [Select up to three]

Usage of Apps and Perceptions about the Cleaning Industry in the Near Future

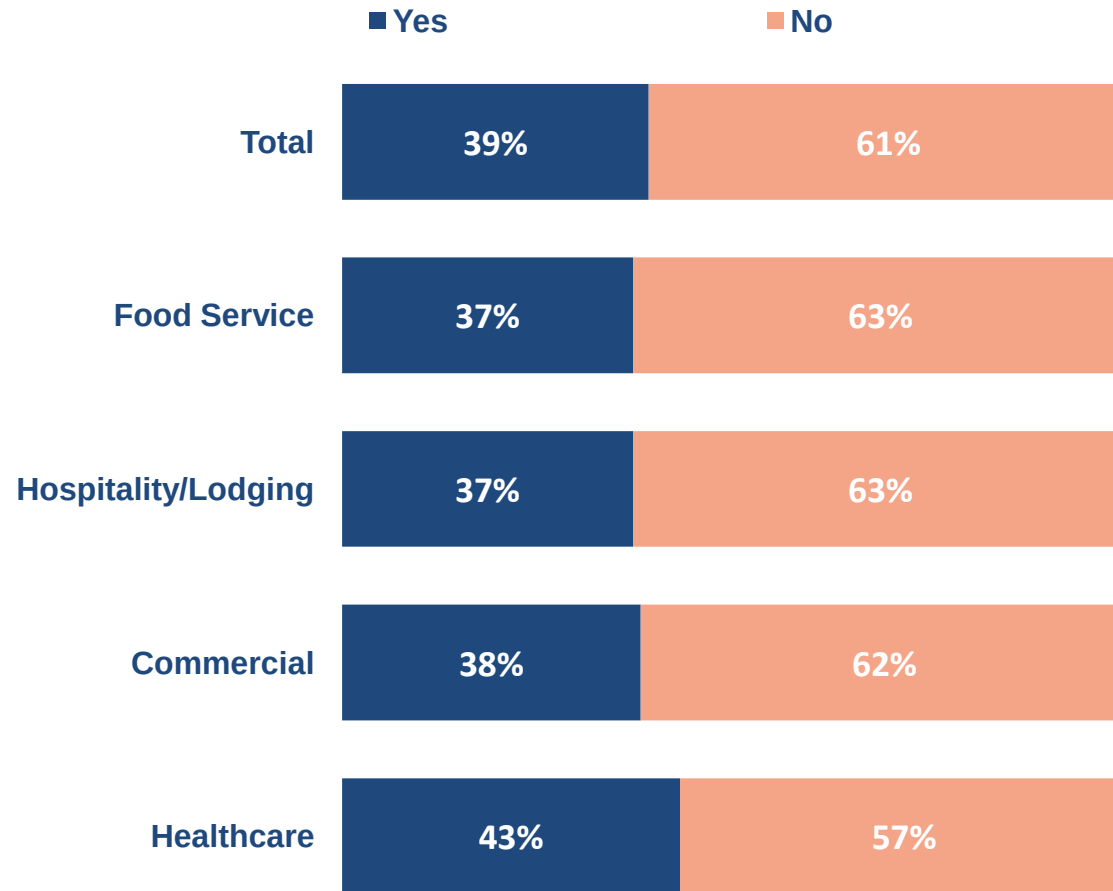
Usage of Business-sponsored Mobile Apps

- Among those who have used a Smartphone or tablet with Internet for professional purposes, only about four in ten report having used a business-sponsored app to help them do their job better or more efficiently.
 - Those in the Healthcare sector are more likely to have used business-sponsored apps than their counterparts, although not significantly so.

Use Smartphone or Tablet with Internet for professional purposes



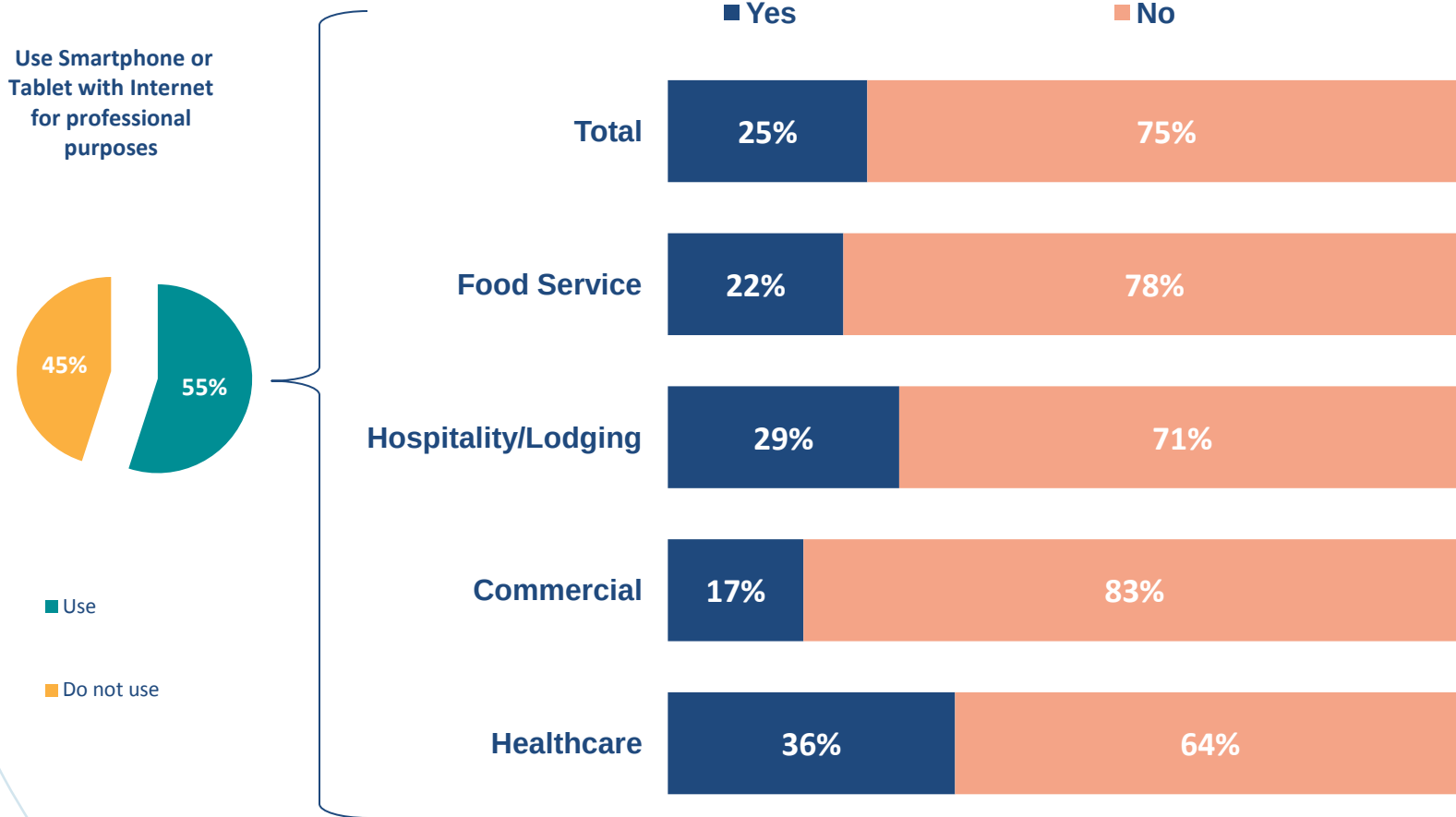
■ Use
■ Do not use



Base: Respondents who Use Smartphone or Tablet with Internet for professional purposes (n=222): Food Service (n=51); Hospitality/Lodging (n=49); Commercial (n=66); Healthcare (n=56)
Q21: Have you ever used a business-sponsored mobile app on your tablet or Smartphone to help you do your job better or more efficiently?

Usage of Apps Provided by a Vendors/Suppliers

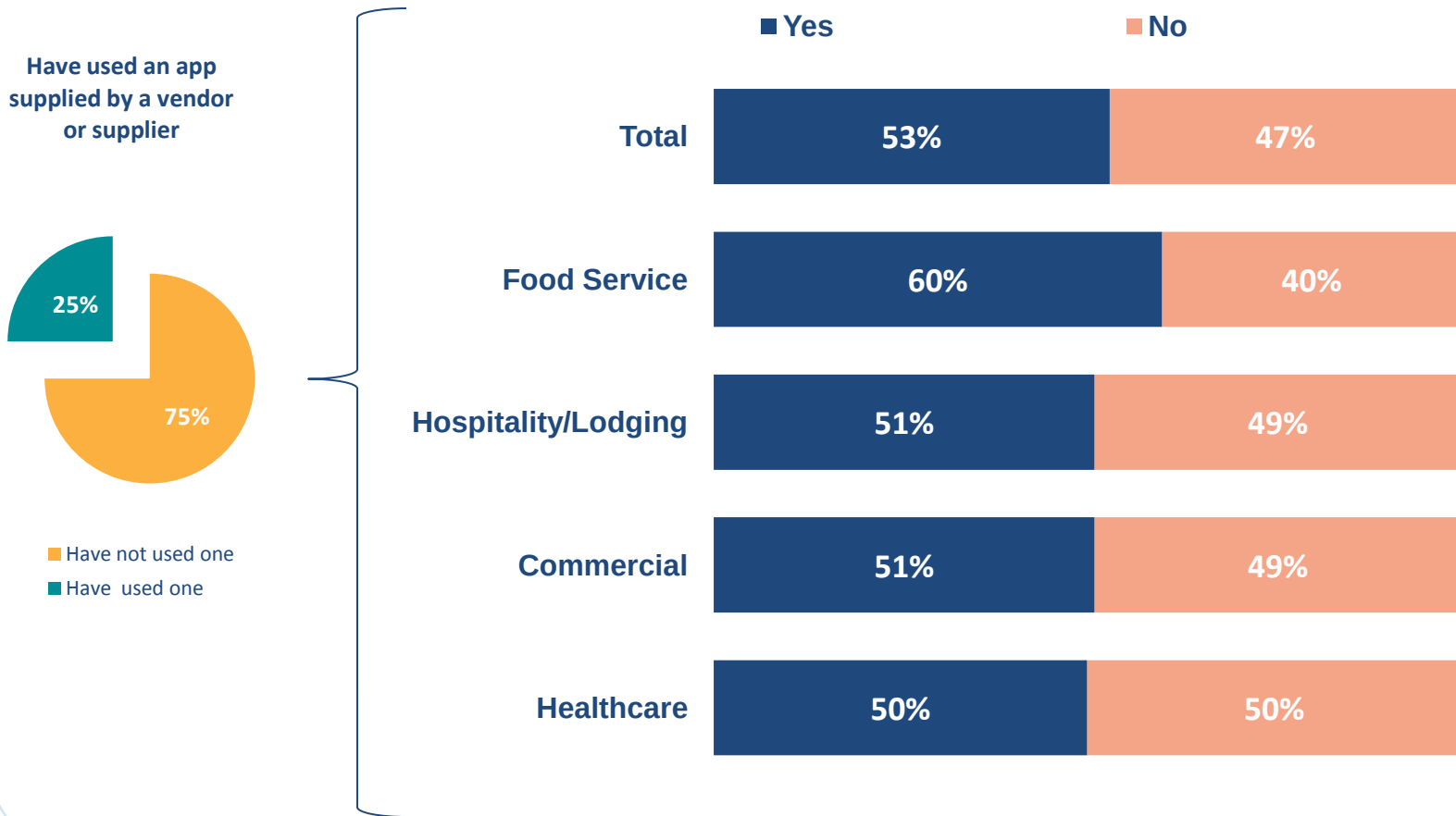
- Among those who have used a Smartphone or tablet with Internet for professional purposes, only one-quarter of all respondents have ever used an app provided by a vendor/supplier to receive customer service, troubleshoot a problem, or to receive product information or training.
 - Those in the Healthcare sector are more likely to have used an app provided by a vendor than are those in the Commercial sector.



Base: Respondents who Use Smartphone or Tablet with Internet for professional purposes (n=222); Food Service (n=51); Hospitality/Lodging (n=49); Commercial (n=66); Healthcare (n=56)
Q22: Have you ever used an app provided by a vendor/supplier to receive customer service, troubleshoot a problem, or to receive product information or training?

Interest in Using an App for Job-related Reasons

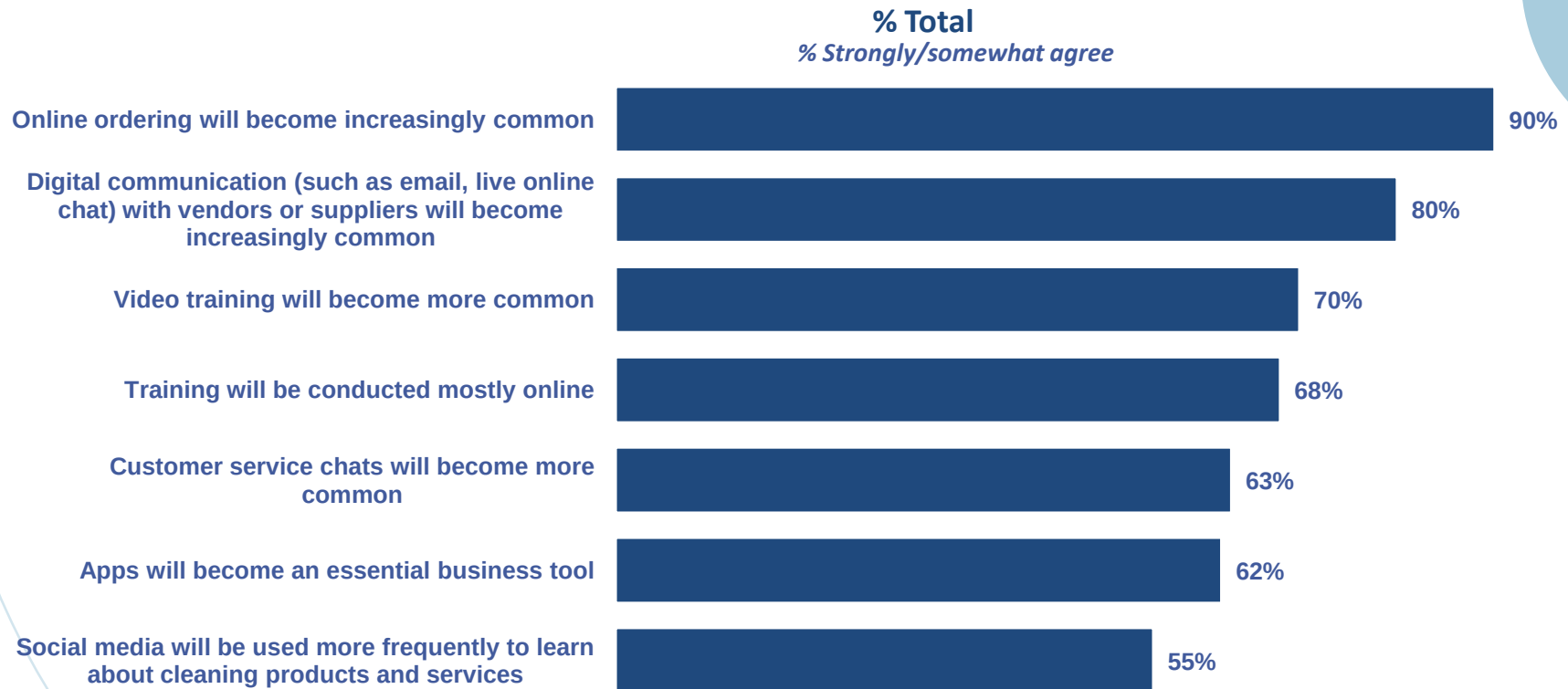
- Half of cleaning operations managers who have not used an app provided by a vendor/supplier to receive customer service, troubleshoot a problem, or receive product information or training, would be interested in such an app.
 - Level of interest is slightly but not significantly higher among those in the Food Service sector.



Base: Respondents who have not used an app supplied by a vendor or supplier (n=166) : Food Service (n=40); Hospitality/Lodging (n=35); Commercial (n=55); Healthcare (n=36)
Q23: Would you be interested in an app to receive customer service or troubleshoot a problem with a vendor, supplier, or professional services provider?

Perceptions of the Cleaning Industry in the Near Future – Total

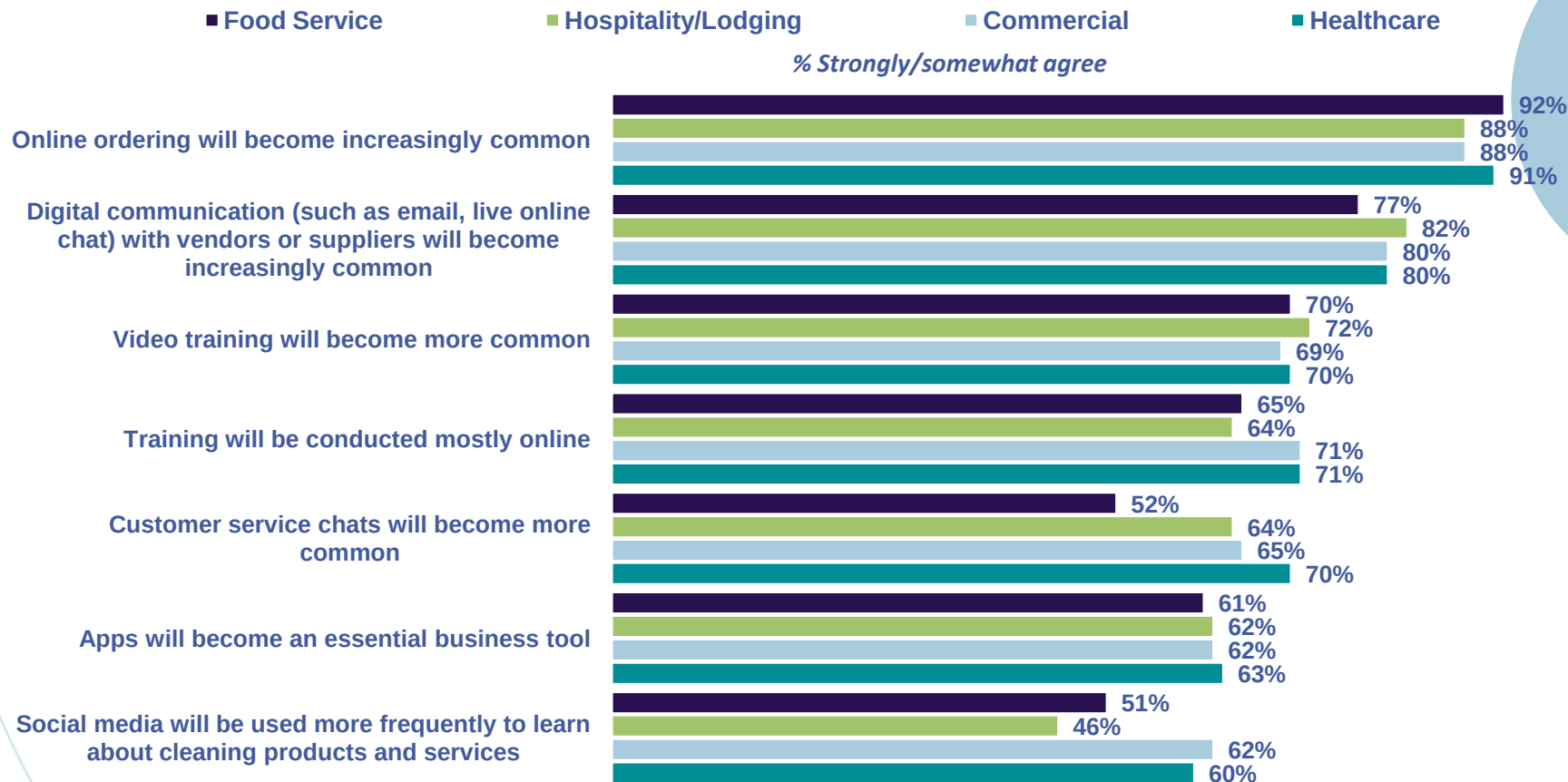
- The majority of cleaning operations managers expect to see an increased use of “digital communications” in many aspects of their business life over the next three to five years:
 - Nine in ten agree that online ordering will be increasingly common, while eight in ten believe digital communications with vendors or suppliers will do so too.
 - Seven in ten believe that training will be conducted mostly online and that video training will become more common.
 - Over six in ten believe customer service chats will also become more common and that apps will become an essential tool.
 - Just over half agree that social media will be used more frequently to learn about cleaning products and services.
 - Those aged 40-49 are more likely than those 50 and over to agree that apps will become an essential business tool, and that social media will be used more frequently to learn about cleaning products and services.



Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q24: Thinking about the future of the cleaning industry over the next three to five years, please indicate to what extent you agree or disagree with the following statements:

Perceptions of the Cleaning Industry in the Near Future – By Sector

- Very few differences emerge when comparing perceptions of the cleaning industry in the near future by sector.
 - Compared to the Hospitality/Lodging sector, both the Commercial and Healthcare sectors are more likely to agree that social media will be used more frequently to learn about cleaning products and services.



Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q24: Thinking about the future of the cleaning industry over the next three to five years, please indicate to what extent you agree or disagree with the following statements:



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Demographics



Job title/Function

	Total	Food Service	Hospitality/ Lodging	Commercial	Healthcare
General Manager /President	33%	40%	35%	26%	31%
Owner/operator/proprietor	33%	33%	29%	41%	28%
Purchasing manager	9%	7%	9%	10%	11%
Building/ facility manager	6%	5%	6%	7%	7%
Maintenance/operations/housekeeping manager	6%	6%	8%	5%	4%
Office Manager	4%	-	2%	6%	8%
Administration/ Administration Assistant	3%	-	2%	2%	7%
Assistant Manager/ Vice President	1%	-	3%	-	1%
Controller	1%	1%	2%	1%	-
Executive Assistant/ Secretary	1%	-	-	-	3%
CFO	1%	1%	-	-	1%
Director	1%	-	1%	-	1%
HR/ HR Director	1%	1%	1%	-	-
Maintenance/operations/housekeeping director	1%	1%	1%	-	-
Regional Manager	1%	1%	-	-	1%
Sales Manager	1%	1%	-	1%	-
Other mentions	2%	3%	1%	2%	-
None	-	-	-	-	-

Base: All Respondents: Food Service (n=100); Hospitality/Lodging (n=100); Commercial (n=104); Healthcare (n=101)
Q25: What is your job title or function? (Select one)

Respondents by Number of Employees in Company, Age, and Region

	Total	Food Service	Hospitality/ Lodging	Commercial	Healthcare
Number of Employees Currently in Company					
1 - 10	41%	33%	39%	54%	39%
11 - 50	22%	18%	20%	18%	31%
51 - 100	8%	15%	7%	4%	5%
101 - 1,000	15%	13%	13%	16%	16%
1,001 - 10,000	8%	14%	9%	4%	5%
Over 10,000	7%	7%	12%	4%	5%
Age					
18-29	5%	7%	6%	5%	4%
30-39	16%	13%	20%	16%	13%
40-49	21%	23%	21%	17%	22%
50-59	36%	36%	32%	39%	37%
60-69	21%	19%	21%	20%	22%
70 or over	2%	2%	-	3%	3%
Region					
Northeast	21%	19%	12%	25%	29%
South	32%	32%	41%	32%	25%
Midwest	24%	21%	23%	24%	28%
West	23%	28%	24%	19%	19%

Q26: About how many employees does your company currently have, taking all locations into account? Your best estimation is fine.
 Q27: In which of the following age groups are you?
 Q28: In which of the following states do you live?



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