

Cleaning Industry's Perceptions and Usage of Technology and Social Media: Results of a Study Among Managers of Cleaning Operations

An Ipsos Public Affairs poll conducted on behalf of Procter and Gamble Professional among managers of cleaning operations based in the United States shows that:

- 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.
- 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.

These are some of the findings of an Ipsos poll conducted August 20-27, 2012. For the survey, a sample of 405 managers of cleaning operations based in the United States was interviewed online. 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.

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