



# Topline Findings

## P&G Professional – Consumer Survey

November 2017

Washington, DC, November 2, 2017

1. How often would you say that you visit/support small businesses? Please think of small businesses as stores, restaurants, salons, bakeries, medical offices, daycares, etc., that are locally owned and operated.

	All Respondents (n=1,008)
Never	3%
Monthly	28%
2-4 times a month	35%
2-3 times a week	14%
4 or more times a week	8%
I don't know/don't pay attention	11%

2. Looking at the list of items below, which of the following would you notice right away if you encountered them upon walking into a business (e.g., restaurant, hotel, salon, medical office, etc.)? Please select the top three.

	All Respondents (n=1,008)
Unpleasant/bad odor	58%
Cleanliness of public area	43%
Appearance of customer service staff	37%
Dirty or sticky floors/carpets	34%
Good/fresh/clean aroma	33%
Trash/litter	31%
Noise levels	29%
Clutter	19%

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## Topline – continued –

	<b>All Respondents</b>
	(n=1,008)
Smudges/marks on windows or walls	6%
None of these	3%

3. If you were to use a public restroom that was not clean (e.g., in a restaurant, hotel, salon, medical office, etc.), which of the following actions would you take? Select all that apply.

	<b>All Respondents</b>
	(n=1,008)
Mention it to a staff member so they can clean it right away	54%
Tell friends/family about your experience	36%
Leave the facility immediately	31%
Request to speak with the supervisor/manager	22%
Post a negative rating online	10%
Take pictures to show family/friends	6%
Say nothing, but leave a negative review on social media	5%
Other	3%
None of these	11%

4. As a customer, is the cleanliness of a business an important factor for you when deciding whether you will be a repeat customer or not?

	<b>All Respondents</b>
	(n=1,008)
Yes	92%
No	3%
Don't know/Not sure	5%



## Topline – continued –

5. Thinking about small businesses, to what extent do you agree or disagree with the following statements? By small business, we are referring to organizations that are locally owned and operated.

% AGREE	All Respondents
	(n=1,008)
To me, cleanliness can elevate a good business into a great business	95%
I am more likely to have an overall negative opinion of a small business if their public spaces (lounges, restroom, or lobby) are not clean	91%
If the restroom at a small business I use isn't clean, it makes me wonder about the quality of their product or service	87%
I would leave a business immediately and not return if the business had a bad odor	83%
I am more willing to overlook slow service if the business is noticeably clean	74%
I would not return to a business if the restrooms had a bad odor	73%

6. Thinking of your next visit to a small business, how likely are you to do any of the following? Please select those that apply.

	All Respondents
	(n=1,008)
Check ratings/reviews, specifically looking for feedback about cleaning, before I book a hotel stay	38%
Leave a review for a business when I have a positive experience	31%
Check ratings/reviews, specifically looking for feedback about cleaning, before I visit a new restaurant	30%
Visit a company website after reading positive reviews	28%
Leave a review for a business when I have a negative experience	24%
Check Better Business Bureau (BBB) ratings/business profiles or other rating and review sites to get a sense of a business's reliability or performance	14%
None of these	31%

7. Would you ever write/post a review on a business rating site or social media regarding a positive or negative cleanliness experience you have had with a business?

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	<b>All Respondents</b>
	(n=1,008)
Yes (Net)	60%
Yes, I would write about a positive experience	51%
Yes, I would write about a negative experience	38%
No, I wouldn't leave a review	40%

8. Thinking of your next stay in a hotel/motel, how important would each of the following be to you?

<b>% IMPORTANT</b>	<b>All Respondents</b>
	(n=1,008)
The lobby staff is friendly	96%
They offer free breakfast	85%
The TV has a lot of variety and channels to choose from	70%
They provide high-quality toilet tissue.	69%
They give me free snacks and drinks	61%
They have brand name toiletries that are free for me to use	54%
The toilet and/or facial tissue is the same brand I like using at home or a brand I recognize	38%

9. When it comes to dining out at a restaurant, to what extent to you agree or disagree with the following statements?

<b>% AGREE</b>	<b>All Respondents</b>
	(n=1,008)
If I notice spotted or unclean dishes, it makes me wonder what else isn't clean	92%
If the restaurant is noticeably clean I am more likely to recommend it to my friends	92%
If a restaurant's restroom isn't clean, it makes me wonder about the safety of the food they are serving	88%
A smelly restroom is worse than receiving the wrong food order	73%
If I notice that the floor is sticky I am less inclined to stay for a meal	68%



## Topline – continued –

% AGREE	All Respondents
	(n=1,008)
A clean table that is not sticky or does not have evidence of the last guest is more important than the quality of the food	57%
If the restaurant is really clean I am more likely to overlook poor service	51%
A clean restaurant is more important than the quality of the food	49%

10. Below are 10 hygiene/cleaning issues that can sometimes affect businesses. Please rate these items using the scale below in terms of how disturbing/not disturbing these are to you personally if you were to encounter them on a visit to a business.

% DISTURBING	All Respondents
	(n=1,008)
Foul smells/odor	97%
Filthy public restrooms	96%
Employees look dirty or unkempt	95%
Sticky tables, chairs or counter tops	94%
Trash overflowing from the cans	92%
Messy drink station	85%
Hair on floor	82%
Stains on the floor or carpet	77%
Litter in the parking lot	60%
Fingerprints on windows/mirrors	53%

11. Now, please rank these same hygiene/cleaning issues from 1 to 10, with 1 being the least disturbing to you, and 10 being the most disturbing to you.

RATED 10, 9, 8 – MOST DISTURBING	All Respondents
	(n=1,008)
Foul smells/odor	44%
Filthy public restrooms	42%
Fingerprints on windows/mirrors	35%
Employees look dirty or unkempt	33%
Litter in the parking lot	31%



## Topline – continued –

RATED 10, 9, 8 – MOST DISTURBING	All Respondents
	(n=1,008)
Sticky tables, chairs or counter tops	29%
Hair on floor	26%
Messy drink station	21%
Trash overflowing from the cans	20%
Stains on the floor or carpet	19%

12. And which of the following cleaning/hygiene issues is most likely to make you want to leave a business immediately if you were to encounter these during a visit? Please select one response only.

	All Respondents
	(n=1,008)
Foul smells/odor	47%
Employees look dirty or unkempt	19%
Filthy public restrooms	12%
Sticky tables, chairs or counter tops	8%
Hair on floor	4%
Trash overflowing from the cans	3%
Stains on the floor or carpet	2%
Litter in the parking lot	1%
Messy drink station	1%
Fingerprints on windows/mirrors	*
None of these would make me want to leave	3%

13. Please indicate to what extent you agree or disagree with the following statements:

% AGREE	All Respondents
	(n=1,008)
I would ask to be moved to a new hotel room if the bedding was not clean	96%
I would ask to be moved to a different table at a restaurant due to cleanliness issues	93%
Hearing or reading stories in the news about food borne illnesses, dirty hotels, etc., concerns me	91%



## Topline – continued –

% AGREE	All Respondents
	(n=1,008)
I would consider switching to a new doctor/healthcare provider if the waiting room was consistently dirty	90%
If I read a negative review about the cleanliness of a business I would seriously consider not going there/using their services	90%
When a business' restroom has a bad odor, I am likely to leave immediately	75%
When a business' restroom has a bad odor, or is visibly unclean, I am inclined to leave a bad review	73%

14. When thinking of the times you have stayed in a hotel/motel, to what extent to you agree or disagree with the following statements?

% AGREE	All Respondents
	(n=1,008)
It's a pleasant surprise when I find a quality toilet tissue in my hotel room, as this doesn't happen often	77%
I look forward to coming back to a hotel when they give me a quality toilet tissue in my room	66%
The facial tissue in hotels/motels is so bad, I have considered bringing my own	36%
The toilet tissue in hotels/motels is so bad I have considered bringing my own	35%
I have had a vacation or business trip negatively influenced by the toilet tissue in my hotel room	28%

15. Have you recently decided NOT to do any of the following activities because you were concerned about the lack of hygiene and cleanliness?

	All Respondents
	(n=1,008)
Use a business' toilet	37%
Order takeout from a restaurant that is visibly dirty on the inside	30%
Stay in a hotel/motel	23%
Shower at a local gym	21%
Visit café/pub/restaurant	19%

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## Topline – continued –

	<b>All Respondents</b>
	(n=1,008)
Visit a loved one in a long-term care facility	9%
None of these	36%

### About the Study

These are the findings from an Ipsos poll conducted June 13-14, 2017 on behalf of P&G Professional™. For the survey, a sample of 1,008 adults over the age of 18 from the continental U.S., Alaska and Hawaii was interviewed online, in English. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents surveyed.

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents (see link below for more info on Ipsos online polling “Credibility Intervals”). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,008, DEFF=1.5, adjusted Confidence Interval=5.0).

For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

#### For more information on this news release, please contact:

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### About Ipsos Public Affairs

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Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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### GAME CHANGERS

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