

# **Nine out of Ten Business Decision Makers Believe Sustainability and Environmental Responsibility is Important for Their Business**

**However, Less than One out of Four Report Having Sustainability Guidelines in Their Business**



Ipsos Public Affairs

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## **Nine out of Ten Business Decision Makers Believe Sustainability and Environmental Responsibility is Important for Their Business**

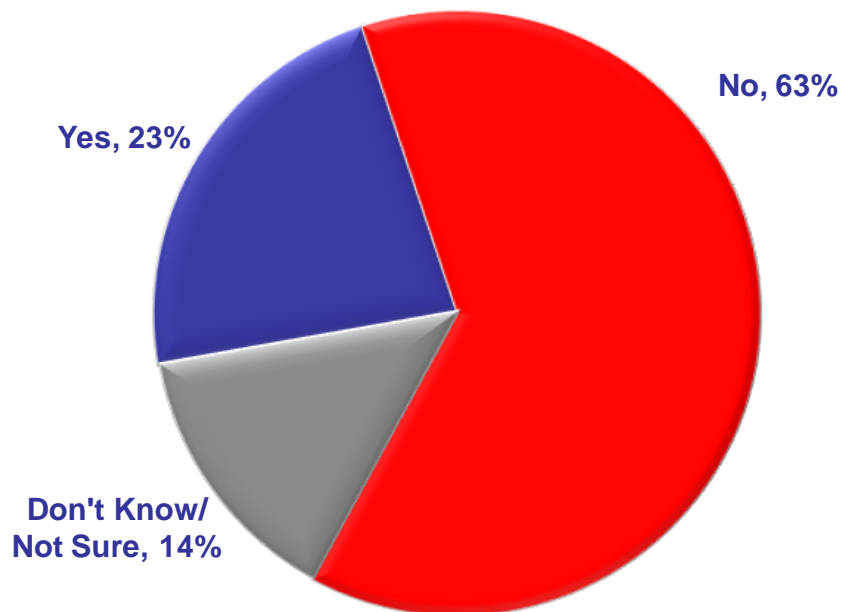
### **However, Less than One out of Four Report Having Sustainability Guidelines in Their Business**

**New York, NY** – A new poll conducted by Ipsos Public Affairs on behalf of Procter & Gamble Professional shows that nine out of 10 (90 percent) business decision makers surveyed, consider that the issue of sustainability and environmental responsibility is at least somewhat important to their business – including more than half who report it is *extremely* important (23 percent) or *very* important (33 percent).

The “Business Cleaning Sustainability Study” was conducted by Ipsos Public Affairs among 438 cleaning products decision makers from the following industries: foodservice (n=101), lodging (n=100), health care (n=125), and commercial cleaning – including office buildings, retail, building contractors, etc. (n=102).

The study also shows that while sustainability and environmental responsibility may be important for decision makers, less than one out of four (23 percent) have sustainability guidelines in their business. More than six out of 10 (63 percent) report their business does not have such guidelines, and 14 percent are not sure.

#### **Do you have sustainability guidelines for your business?**

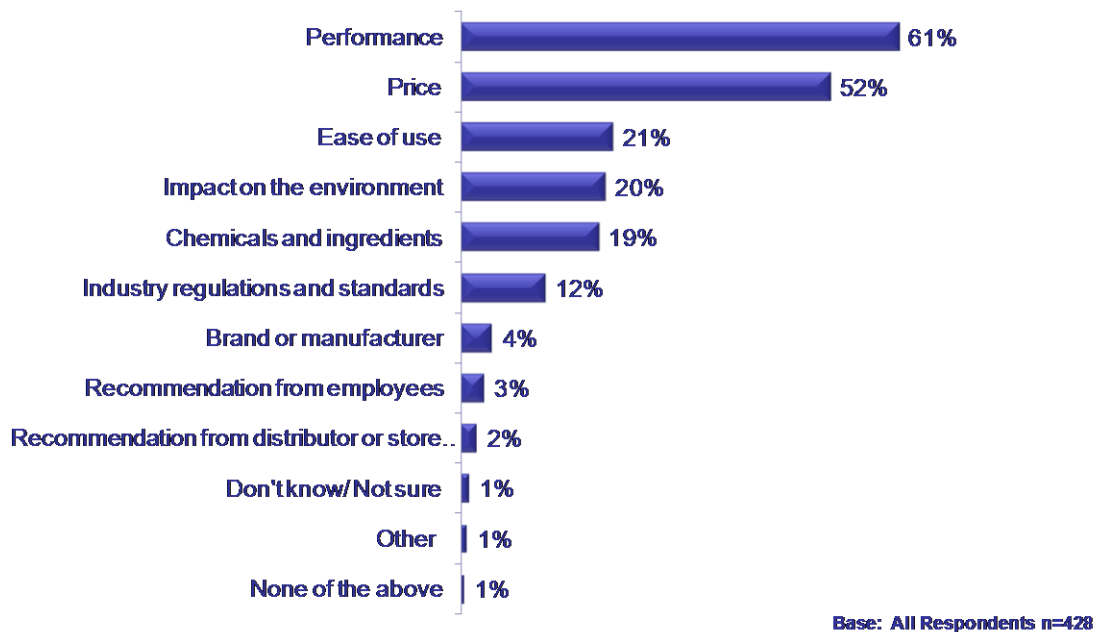


Base: All Respondents n=428

### Performance and Price Rule When Purchasing Cleaning Products

Despite the importance of the environment, when it comes to purchasing cleaning products, more than half of business decision makers cite *performance* (61 percent) and *price* (52 percent) as the two most important factors; followed by *ease of use* (21 percent) and *impact on the environment* (20 percent).

#### Which among these factors are the two (2) most important to you and your business when purchasing cleaning products?



Notably, *impact on the environment* is more important for the commercial industry (31 percent) than it is for the foodservice (16 percent) or the health care (13 percent) industries.

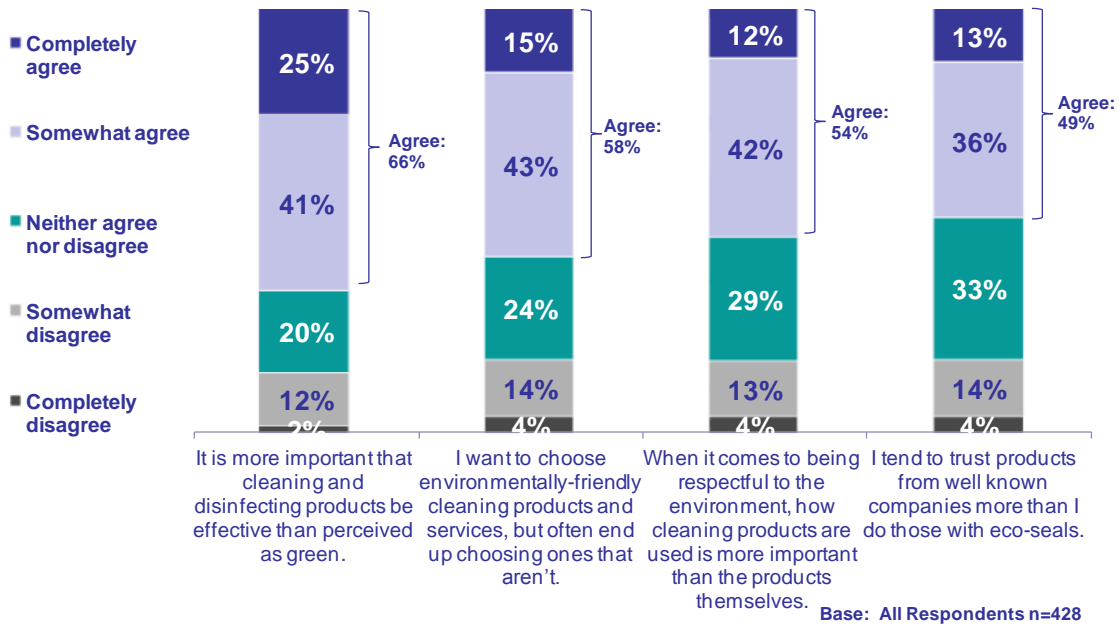
### Holistic Green Approach

Decision makers are aware that when it comes to being green, there are many variables that must be taken into account. More than half of them (54 percent) agree that when it comes to being respectful of the environment, how cleaning products are used is more important than the products themselves. In addition, two thirds (66 percent) agree – including 25 percent who *completely* agree – that, for their business, it is more important that cleaning and disinfecting products be effective than perceived as green.

In fact, half (48 percent) report that they tend to trust products from well known companies more than they do products with eco-seals.

More than half (58 percent) of decision makers also report that while they want to choose environmentally-friendly cleaning products and services for their business, they often end up choosing ones that aren't.

**To what extent do you agree or disagree with each of the following statements?**



**Decision Makers Want to Do Their Part**

When asked what are the main motivators to purchase “green” cleaning products, close to seven out of 10 (69 percent) decision makers cite their personal sense of responsibility as the main motivator to do so. Half of them (49 percent) also mention employee health and safety concerns as a motivator for purchasing green products. Other motivators such as client preference (13 percent), corporate guidelines (13 percent) or State regulations (12 percent), were mentioned by significantly fewer respondents.



### What motivates you/your business to purchase “green” cleaning products?



*These are some of the findings of an Ipsos poll conducted May 14 -22, 2010. For the full report of the survey, visit: <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=4857>.*

*For the survey, a national sample of 428 business cleaning products decision makers based in the United States were interviewed online. Margins of sampling error at a 95 percent confidence level would be +/- 4.7 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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