

# Survey Asks BSCs What They Read First

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Hamilton, OH – March 15, 2010 - The February 2010 issue of Kai-Leidoscope, the monthly newsletter published by Kaivac, Inc. with approximately 4,000 subscribers, invited readers to take a survey asking a variety of cleaning-related questions.

Nearly 100 people completed the survey.

The first question was straightforward, says Matt Morrison, Communications Manager for Kaivac. “We asked them when selecting a cleaning chemical, which part of the label do they read first?”

According to Morrison, these were the results:

- What the product is used for, 47 percent
- Mixing directions, 32 percent
- Product ingredients, 12 percent
- Warnings, 9 percent

There were also two questions regarding the use of disinfectants:

- Nearly 70 percent knew that the main difference between a sanitizer and a disinfectant are the higher “kill capabilities” of the disinfectant.
- Forty-four percent knew that the term “microorganism efficacy” refers to the microorganisms the product can kill if used correctly; the remainder thought the term refers to the effectiveness of the product for cleaning and sanitizing or its overall disinfection strength.

Some of the other results included these:

- More than 65 percent of those surveyed said they believe the criteria used by the different Green-certification organizations “vary by organization and by product,” which is essentially correct.
- Asked about the benefits of the no-touch cleaning method, 72 percent were correct when they said “it decreases cleaning times.”
- As to using mops and buckets to clean floors, 3 percent said conventional string mops do a “good job”; however, 31 percent knew that they can spread as much soil as they collect.

**“Finally we asked if they know of the new studies that indicate a no-touch cleaning system can be as effective as a disinfectant,” said Morrison. “More than 73 percent said they were aware of these studies.”**

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