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Survey: Jan/San's Views of Upcoming Election

A new e-Poll provides some revealing information regarding the jan/san industry's attitudes toward the upcoming presidential election.

Thirty percent, according to the survey, believe the upcoming election will have "a lot" of impact on the cleaning industry and fully 64 percent expect the federal government to enact more laws and regulations that will affect the industry after the coming presidential election.

Also, the poll indicates that everyone taking the survey does plan to vote this year.

Some of the other key findings:

- Nearly 90 percent of the respondents believe the federal government has "a lot" or "some" impact on the jan/san industry; less than 9 percent believe it has "very little" impact.
- As to Green cleaning, more than 80 percent believe the federal government will play a larger role in implementing Green cleaning throughout the United States in coming years.

What It Means

"This was not a scientific survey," says Jolynn Kennedy, marketing director for Tornado. "But it provides a good

overview of some of the prevalent views about the upcoming election and its impact on the cleaning industry.”

Kennedy says she found it significant that everyone taking the survey indicated they plan to vote. “How many of them actually do vote, only time will tell,” she says. “However, there have been several reports that indicate more people voted in the primaries than ever before.”

According to Kennedy, the fact that so many respondents expect the federal government to enact more laws affecting our industry, especially dealing with Green cleaning, indicates they do feel the government will be looking more closely at the cleaning industry.

“This is not the result of [the jan/san industry] not meeting the needs of end customers,” says Kennedy. “It’s more an indication that the government and end customers are more aware of how important cleaning is to health and the environment. In many ways, it elevates the importance of our industry.”

AlturaSolutions Communications conducted the online survey for Tornado during the first week of June 2008. Approximately 800 building service contractors, jan/san distributors, and manufacturers of cleaning products and equipment were e-mailed invitations to take the survey. About 10 percent responded.