

Procter&Gamble Professional®

“Cleaning in a Down Economy” Survey Fact Sheet 2010

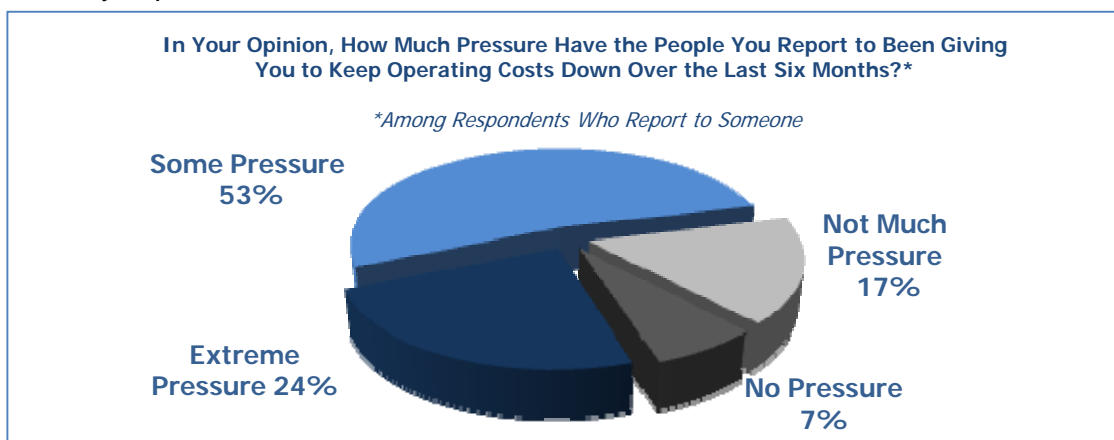
Procter & Gamble Professional®, the away-from-home division of Procter & Gamble, surveyed professionals in the cleaning industry comprised of decision makers who manage in-house or contract cleaning services. These included the health care, education, retail, commercial, foodservice and hospitality industries, with the objective to gauge how they have reacted, and adapted, to recent business conditions.

The following are highlights from the survey, “Cleaning in a Down Economy,” conducted Dec. 11-21, 2009. The survey has a confidence level of plus or minus 5.6 percent.

Adapting to the Economic Downturn

The economic decline of the past year, coupled with the H1N1 outbreak, forced cleaning professionals to reevaluate their operations. The survey revealed that 85 percent have adopted a “doing more with less” approach in response to current economic conditions. Other results include:

- Seventy-six percent of decision makers surveyed reported being under pressure from upper management to keep operating costs down over the last six months.
- To address demands, nearly nine in ten (85 percent) respondents made cut backs, including staff reductions, supplies and inventory.
- Many managers have been forced to streamline operations, something 67 percent feel is an absolute necessity, not a choice.
- Eighty-five percent of respondents who have done more with less often had to tackle the same amount of labor with fewer employees, placing increased demands on staff productivity and cleaning efficiency.
- While cut backs have not been easy, 97 percent of the decision makers surveyed feel they have been able to effectively keep expenditures down while still meeting customer demands.
- More than nine in ten (91 percent) decision makers who have adopted a “doing more with less” mindset said they are likely to continue with this approach even after the economy improves.

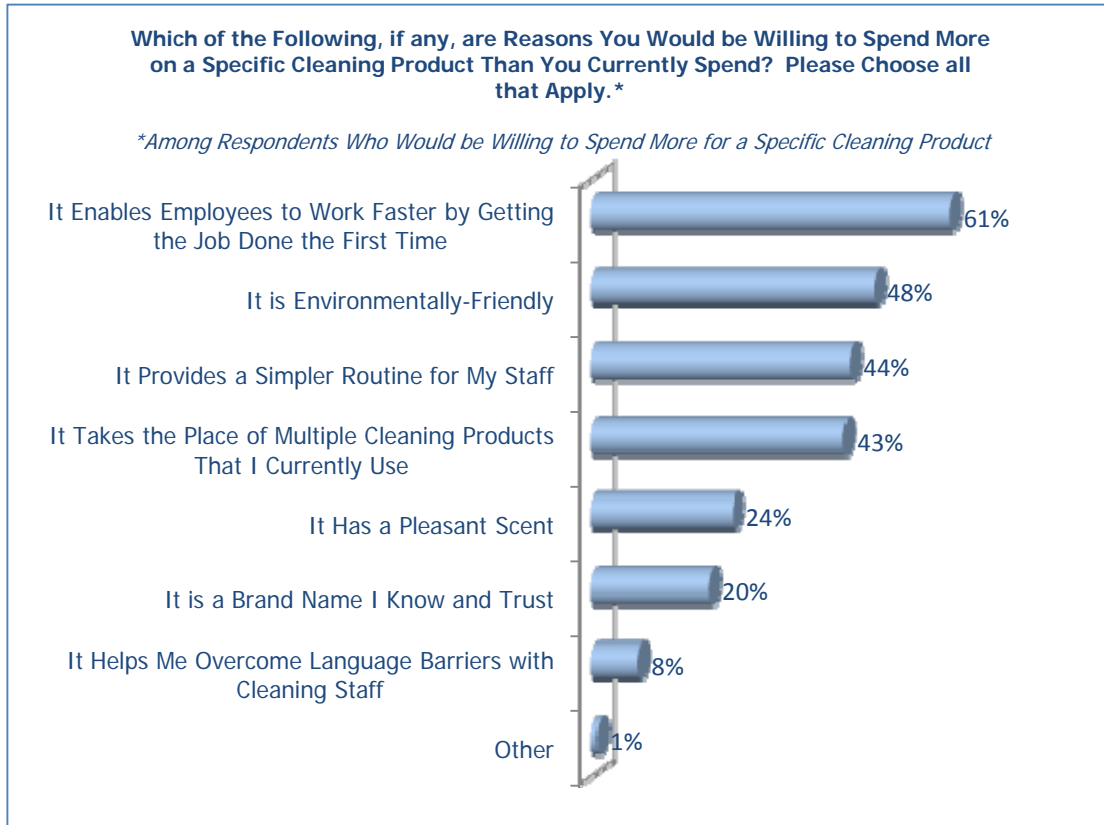


***Percentages may not add up to 100% due to rounding*

Getting the Job Done Right

Decision makers in the cleaning industry maximized efficiencies across the board, including getting more out of their staff and the products they purchased. The importance of product selection was particularly noted, with 22 percent of respondents highlighting “products that get the job done right the first time” as most helpful when it comes to performing their cleaning services. Other findings include:

- In spite of constrained resources, cleaning professionals primarily judge the value of a product based on its quality and effectiveness (56 percent) and versatility of use (36 percent) rather than its price point (5 percent).
- Eighty-one percent of respondents do not think having more cleaning products in their arsenal will lead to getting the job done right.
- More than six in ten (61 percent) of those willing to spend more money on a product would do so if it enabled employees to work faster by getting the job done the first time. Additionally, 43 percent would spend more if the purchased product could replace multiple cleaning products they currently use.



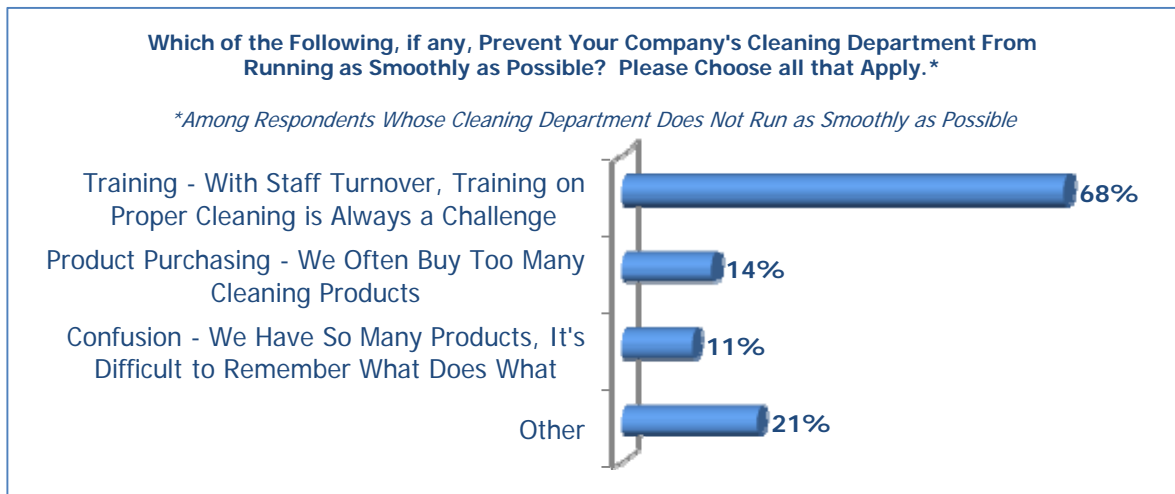
Immediate Business Goals

Even in the midst of industry pressures, most decision makers in the cleaning trade still believe the customer comes first. Nine in 10 (90 percent) would rather find ways to perform their services more efficiently than raise prices for their customers or clients. Additional findings include:

- Being resourceful and satisfying customers is more important than turning a profit for most decision makers. More than two in five (41 percent) respondents feel being as efficient as possible with current resources is what is most vital to their business right now.



- Thirty-five percent think keeping customers happy is more critical than other fiscal matters like growing the business (10 percent), keeping all staff members employed (6 percent) or making a profit (3 percent).
- Staffing issues are keeping companies from reaching peak performance. Nearly three in four (73 percent) of survey respondents admit their cleaning department does not run as smoothly as it could.
- The biggest hurdle keeping these companies from performing their best is training staff on how to properly clean (68 percent). And with a high turnover during tough economic times, this is likely to get even more difficult.



About P&G Professional

Procter & Gamble Professional[®] is the away-from-home division of Procter & Gamble, serving the foodservice, building cleaning and maintenance, hospitality and convenience stores industries. P&G Professional offers complete solutions utilizing its parent company's scale, trusted brands and strengths in market and consumer understanding. P&G Professional features such brands as Tide[®], Dawn[®], Mr. Clean[®], Febreze[®], Swiffer[®] and its own brand, P&G Pro Line[®]. Please visit www.pgpro.com for the latest information about P&G Professional's solutions.

About Procter & Gamble

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