

2023

BUSINESS PROFILE STUDY

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About this survey...

The survey sample of 11,671 was selected in systematic, stratified fashion by the National Pest Management Association (NPMA), Pest Control Technology (PCT), and Readex Research from the following populations:

- Entire list of emailable NPMA members in the United States or Canada at unique company locations and with title classifications of "owner" or "operator."
- Entire list of emailable PCT subscribers in the United States or Canada at unique company locations and with title classifications of "owner" or "president" who are not members of NPMA and whose company location did not match the company location of any record in the NPMA sample.

Data was collected from September 18 to October 2, 2023. The survey was closed for tabulation with 596 usable responses—a 5% response rate.

The margin of error for percentages based on 596 usable responses is ± 3.9 percentage points at the 95% confidence level.

Readex Research conducts hundreds of mail and web-based surveys every year for publishers, advertisers, agencies, association executives, and corporate researchers.

NPMA/PCT 2023 Business Profile Study

- ◆ The typical company's total gross revenue was \$310,000 in its most recently completed fiscal year. The typical company's average gross revenue per technician was \$125,000 in that same time period.
- ◆ 85% of the typical company's total gross revenue in its most recently completed fiscal year came from general pest control (including mosquito control, bed bug control, rodents, etc.), 5% from termite control, and 0% from other ancillary services.
- ◆ About a third (32%) of a typical company's expenses go towards wages/salaries/bonuses. No more than 15% of expenses is distributed in any other category.
- ◆ The typical company experienced an overall 13% revenue growth rate in its most recently completed fiscal year compared to the previous year and reported a 19% profit margin.
- ◆ 75% of companies increased prices for services in the most recently completed fiscal year, with a typical average price increase of 10%.
- ◆ The typical company indicates 70% of their business accounts for residential: single family homes, 15% for commercial clients, and 5% for residential or commercial multi-family housing.
- ◆ The typical company's average customer retention rate for all services in the recently completed fiscal year is 93%.
- ◆ The typical company's average callback rate for all services performed in its most recently completed fiscal year is 3%.
- ◆ The typical company's callback or reservice (including the combined costs of labor, fuel, products, etc.) in its most recently completed fiscal year costs \$57.
- ◆ The typical company's average cost of a customer acquisition in the most recently completed fiscal year is \$63.

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- ◆ General pest control is a lucrative business for many.
 - ◆ The typical company employs 4 full-time employees dedicated to general pest control and 93% of companies report they received revenue from general pest control in the company's most recently completed fiscal year.
 - ◆ Over a third (36%) of companies indicate that general pest control: interior and exterior is the one service offering at their company that offers the greatest opportunity for growth over the next three years. No other offering was indicated by more than 11%.
 - ◆ Of those whose company currently employs at least one general pest control full-time employee, over half (56%) indicate that their general pest control business was more profitable this fiscal year compared to the prior year.
 - ◆ The typical company that employs at least one general pest control full-time employee experienced a 17% growth rate for its general pest control business during its most recently completed fiscal year, and only 2% reported a negative growth.
- ◆ The termite control business produces a great deal of profit for some companies as well.
 - ◆ The typical company employs 1 full-time employee dedicated to termite control and 58% of companies report they received revenue from termite control in the company's most recently completed fiscal year.
 - ◆ Of those whose company currently employs at least one termite control full-time employee, one in three (32%) indicate that their termite control business was more profitable this fiscal year compared to the prior year.
 - ◆ The typical company that employs at least one termite control full-time employee experienced a 12% growth rate for its termite business during its most recently completed fiscal year, but 7% reported a negative growth.

NPMA/PCT

2023 Business Profile Study



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PURPOSE AND METHOD

The findings cited in this report are based on a survey sponsored by National Pest Management Association (NPMA) and Pest Control Technology (PCT). The purpose of this research project was to update the 2014 Business Profile Study.

The survey sample of 11,671 was selected in systematic, stratified fashion by NPMA, PCT, and Readex Research from the following populations:

- Entire list of emailable NPMA members in the United States or Canada at unique company locations and with title classifications of “owner” or “operator.”
- Entire list of emailable PCT subscribers in the United States or Canada at unique company locations and with title classifications of “owner” or “president” who are not members of NPMA and whose company location did not match the company location of any record in the NPMA sample.

Data was collected from September 18 to October 2, 2023. The survey was closed for tabulation with 596 usable responses—a 5% response rate. As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond. In general, the higher the response rate, the lower the probability of estimation errors due to non-response and thus, the more stable the results.

The margin of error for percentages based on 596 usable responses is ± 3.9 percentage points at the 95% confidence level. The margin of error for percentages based on smaller sample sizes will be larger.

Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. Its roots are in survey research for the magazine publishing industry, but specialization in conducting high-quality survey research (by mail and/or the Internet) has brought clients from many other markets, including associations, corporate marketers and communicators, and government agencies. Since its founding in 1947, Readex has completed thousands of surveys for hundreds of different clients.

As a full-service survey research supplier, Readex offers professional services, and in-house processing of all phases of each project (traditional mailing, broadcast emailing, and data processing) to ensure complete control over project quality and schedule. Analytical capabilities include a range of multivariate statistics and modeling techniques in addition to the more traditional stub-and-banner tabulations.

This survey was conducted and this report was prepared by Readex in accordance with accepted research standards and practices.

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HOW TO READ THE TABLES

The first column ("TOTAL") shows results for all respondents. Each column to the right represents a specific segment of respondents – for example, those with a job title/function of director.

The circled result in the example below may be paraphrased as

"Among those with a job title/function of director, 57% are current members of XYZ association."

Are you currently a member of XYZ association?					
	TOTAL	-----JOB TITLE/FUNCTION-----			
		C-suite	director	manager	other
base: all respondents	985 100%	29 100%	501 100%	300 100%	150 100%
yes	536 54%	20 69%	286 57%	197 66%	30 20%
no	442 45%	9 31%	213 43%	98 33%	120 80%
no answer	7 1%	0 0%	2 0%	5 2%	0 0%

Use caution when interpreting a column with a base value less than 30 ("C-suite" in the example above). Results based on fewer than 30 responses are not statistically sound, and should not be used to make inferences about that group.

In addition to percentages, three common summary statistics may be presented in this report for numeric variables.

A **mean** is the arithmetic average of a distribution (i.e., a set of values). Because it is arithmetically calculated, it can be multiplied by the population represented to present a total volume estimate. For example, if 100 survey respondents (representing 10,000 people in the population) reported mean expenditures of \$100 each, total expenditures for that population are estimated as $10,000 \times \$100 = \$1,000,000$. Means are very much influenced by extremely large or extremely small values in the distribution (e.g., one millionaire can substantially raise an estimate of average income). Means for grouped data are calculated using the midpoint of each range. The lowest-valued group is represented by its largest value; the highest-valued group by its lowest.

The **standard error** measures the variability associated with the survey's estimate of a population mean. The standard error is analogous to the margin of error associated with percentages: that is, 95% of the time we expect the true (unknown) population mean to be within plus-or-minus two standard errors of the mean calculated from the sample. A standard error that is large in proportion to the mean indicates a high level of statistical instability; trending and projections against such estimates should be undertaken cautiously.

A **median** is the value that lies at the middle of a distribution: that is, 50% of the values are above it and 50% are below. It represents the "typical" response, and is not influenced by extreme values. For most distributions, the median will be either roughly equal to, or significantly smaller than the mean. Medians for grouped data are calculated by locating the group which contains the 50th percentile, then interpolating between the lower and upper bounds to estimate the precise value. Only the values listed above the statistics on a data table are used in the calculations.

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Key to Tables

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents (multiple answers)	596	109	98	229	109	50	111	226	116	87
margin of error at 95% confidence (percentage points):	±3.9	±9.1	±9.6	±6.3	±9.1	±13.5	±9.1	±6.4	±8.9	±10.2

*The margin of error for results based on fewer than 30 responses cannot be meaningfully calculated and the results are considered statistically unstable.

Segment	Description
TOTAL	all respondents
GEOGRAPHIC REGION	those defined in the list as being located in the following states/provinces:
Northeast	CT, ME, MA, NH, RI, NJ, NY, PA, VT
Midwest	IA, IL, IN, KS, MI, MN, MO, NE, ND, OH, SD, WI
South	AL, AR, DE, DC, FL, GA, KY, LA, MD, MS, NC, OK, PR/VI, SC, TN, TX, VA, WV
West	AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY
Canada	AB, BC, MB, NB, NL, NS, PE, ON, SK, QC
TOTAL GROSS REVENUE	those who indicated their company's total gross revenue in its most recently completed fiscal year as:
<\$100K	less than \$100,000
\$100K - \$499K	\$100,000 - \$499,999
\$500K - \$1.9M	\$500,000 - \$1,999,999
\$2M+	\$2M or more

TABLE 001 page 1

Location of Company Operation

1. In which U.S. region(s) does your company operate?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents (multiple answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
Southeast: AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV	175 29%	5 5%	5 5%	160 70%	4 4%	1 2%	28 25%	65 29%	33 28%	36 41%
Great Lakes & Plains: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	110 18%	3 3%	94 96%	11 5%	2 2%	0 0%	26 23%	38 17%	22 19%	17 20%
Southwest: AZ, NM, OK, TX	102 17%	4 4%	1 1%	72 31%	25 23%	0 0%	17 15%	28 12%	23 20%	27 31%
Mideast: DE, DC, MD, NJ, NY, PA	90 15%	67 61%	2 2%	19 8%	2 2%	0 0%	18 16%	29 13%	13 11%	16 18%
Far West: AK, CA, HI, NV, OR, WA	89 15%	3 3%	2 2%	12 5%	72 66%	0 0%	8 7%	28 12%	18 16%	27 31%
New England: CT, ME, MA, NH, RI, VT	53 9%	45 41%	1 1%	6 3%	1 1%	0 0%	3 3%	16 7%	10 9%	19 22%
Rocky Mountain: CO, ID, MT, UT, WY	33 6%	4 4%	1 1%	10 4%	18 17%	0 0%	5 5%	8 4%	7 6%	12 14%
Canada	56 9%	1 1%	1 1%	3 1%	0 0%	50 100%	11 10%	21 9%	8 7%	8 9%
indicated at least one	590 99%	109 100%	95 97%	227 99%	108 99%	50 100%	109 98%	225 100%	116 100%	87 100%
no answer	6 1%	0 0%	3 3%	2 1%	1 1%	0 0%	2 2%	1 0%	0 0%	0 0%

TABLE 002 page 1

Proportion of Client Types: Mean Summary

2. What percentage of your business accounts for the following types of clients?

		-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
	TOTAL	North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
MEAN SUMMARY										
base: those answering (fill-in answers)										
residential: single family homes	58.3%	53.2%	53.9%	66.9%	58.9%	38.4%	66.8%	58.2%	57.3%	55.9%
commercial	22.4%	24.6%	24.3%	19.5%	21.2%	28.6%	15.9%	20.5%	25.3%	28.0%
residential or commercial: multi-family housing	13.4%	18.1%	16.7%	8.5%	11.1%	24.7%	12.6%	14.5%	13.1%	11.2%
government / institutional	3.9%	2.5%	2.4%	3.8%	6.0%	5.1%	2.4%	4.2%	2.9%	4.6%
other	2.0%	1.6%	2.7%	1.3%	2.8%	3.2%	2.4%	2.7%	1.4%	0.4%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 003 page 1

Proportion of Client Types: Residential: Single Family Homes

2. What percentage of your business accounts for the following types of clients?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
RESIDENTIAL: SINGLE FAMILY HOMES										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
HAS RESIDENTIAL: SINGLE FAMILY HOMES CLIENTS:	546 92%	100 92%	93 95%	208 91%	100 92%	44 88%	103 93%	210 93%	108 93%	77 89%
100%	13 2%	2 2%	2 2%	8 3%	0 0%	1 2%	7 6%	3 1%	1 1%	0 0%
75% - 99%	235 39%	38 35%	31 32%	111 48%	49 45%	6 12%	57 51%	92 41%	42 36%	27 31%
50% - 74%	149 25%	22 20%	26 27%	62 27%	25 23%	14 28%	20 18%	60 27%	31 27%	29 33%
25% - 49%	82 14%	20 18%	20 20%	15 7%	12 11%	14 28%	8 7%	28 12%	19 16%	13 15%
1% - 24%	67 11%	18 17%	14 14%	12 5%	14 13%	9 18%	11 10%	27 12%	15 13%	8 9%
none	43 7%	8 7%	5 5%	16 7%	9 8%	5 10%	7 6%	14 6%	6 5%	8 9%
mean:	58.3%	53.2%	53.9%	66.9%	58.9%	38.4%	66.8%	58.2%	57.3%	55.9%
standard error:	1.30%	3.11%	3.10%	1.95%	3.07%	3.99%	3.01%	2.04%	2.87%	3.42%
median:	70%	60%	60%	75%	70%	30%	80%	70%	60%	65%
no answer	7 1%	1 1%	0 0%	5 2%	0 0%	1 2%	1 1%	2 1%	2 2%	2 2%

TABLE 004 page 1

Proportion of Client Types: Residential or Commercial: Multi-Family Housing

2. What percentage of your business accounts for the following types of clients?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
RESIDENTIAL OR COMMERCIAL: MULTI-FAMILY HOUSING										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
HAS RESIDENTIAL OR COMMERCIAL: MULTI-FAMILY HOUSING CLIENTS:	371 62%	74 68%	67 68%	126 55%	68 62%	36 72%	56 50%	143 63%	84 72%	56 64%
100%	6 1%	1 1%	2 2%	2 1%	0 0%	1 2%	2 2%	2 1%	0 0%	0 0%
75% - 99%	22 4%	7 6%	5 5%	3 1%	2 2%	5 10%	5 5%	10 4%	4 3%	1 1%
50% - 74%	21 4%	7 6%	5 5%	3 1%	3 3%	3 6%	3 3%	8 4%	4 3%	3 3%
25% - 49%	52 9%	10 9%	9 9%	13 6%	11 10%	9 18%	7 6%	21 9%	13 11%	8 9%
1% - 24%	270 45%	49 45%	46 47%	105 46%	52 48%	18 36%	39 35%	102 45%	63 54%	44 51%
none	218 37%	34 31%	31 32%	98 43%	41 38%	13 26%	54 49%	81 36%	30 26%	29 33%
mean:	13.4%	18.1%	16.7%	8.5%	11.1%	24.7%	12.6%	14.5%	13.1%	11.2%
standard error:	0.89%	2.43%	2.47%	1.08%	1.68%	4.15%	2.20%	1.50%	1.82%	1.85%
median:	5%	10%	8%	2%	5%	11%	1%	5%	5%	5%
no answer	7 1%	1 1%	0 0%	5 2%	0 0%	1 2%	1 1%	2 1%	2 2%	2 2%

TABLE 005 page 1

Proportion of Client Types: Commercial

2. What percentage of your business accounts for the following types of clients?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
COMMERCIAL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
HAS COMMERCIAL CLIENTS:	511 86%	90 83%	87 89%	196 86%	96 88%	41 82%	86 77%	196 87%	108 93%	79 91%
100%	12 2%	2 2%	0 0%	6 3%	4 4%	0 0%	1 1%	2 1%	1 1%	5 6%
75% - 99%	22 4%	4 4%	5 5%	6 3%	3 3%	4 8%	3 3%	6 3%	6 5%	5 6%
50% - 74%	44 7%	11 10%	11 11%	7 3%	5 5%	9 18%	9 8%	11 5%	10 9%	3 3%
25% - 49%	124 21%	28 26%	23 23%	43 19%	19 17%	11 22%	12 11%	54 24%	31 27%	21 24%
1% - 24%	309 52%	45 41%	48 49%	134 59%	65 60%	17 34%	61 55%	123 54%	60 52%	45 52%
none	78 13%	18 17%	11 11%	28 12%	13 12%	8 16%	24 22%	28 12%	6 5%	6 7%
mean:	22.4%	24.6%	24.3%	19.5%	21.2%	28.6%	15.9%	20.5%	25.3%	28.0%
standard error:	0.99%	2.35%	2.29%	1.54%	2.35%	3.75%	1.99%	1.36%	2.22%	3.12%
median:	15%	20%	20%	13%	12%	20%	10%	15%	20%	20%
no answer	7 1%	1 1%	0 0%	5 2%	0 0%	1 2%	1 1%	2 1%	2 2%	2 2%

TABLE 006 page 1

Proportion of Client Types: Government / Institutional

2. What percentage of your business accounts for the following types of clients?

		LOCATION BY REGION					TOTAL GROSS REVENUE			
	TOTAL	North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
GOVERNMENT / INSTITUTIONAL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
HAS GOVERNMENT / INSTITUTIONAL CLIENTS:	175 29%	27 25%	32 33%	64 28%	38 35%	13 26%	19 17%	55 24%	47 41%	37 43%
100%	3 1%	0 0%	0 0%	3 1%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
75% - 99%	2 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	2 1%	0 0%	0 0%
50% - 74%	7 1%	1 1%	0 0%	2 1%	3 3%	1 2%	2 2%	3 1%	0 0%	2 2%
25% - 49%	10 2%	0 0%	2 2%	1 0%	4 4%	3 6%	1 1%	4 2%	0 0%	3 3%
1% - 24%	153 26%	26 24%	30 31%	57 25%	30 28%	9 18%	16 14%	45 20%	47 41%	32 37%
none	414 69%	81 74%	66 67%	160 70%	71 65%	36 72%	91 82%	169 75%	67 58%	48 55%
mean:	3.9%	2.5%	2.4%	3.8%	6.0%	5.1%	2.4%	4.2%	2.9%	4.6%
standard error:	0.49%	0.75%	0.52%	0.93%	1.42%	1.69%	0.73%	0.93%	0.47%	1.16%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
no answer	7 1%	1 1%	0 0%	5 2%	0 0%	1 2%	1 1%	2 1%	2 2%	2 2%

TABLE 007 page 1

Proportion of Client Types: Other

2. What percentage of your business accounts for the following types of clients?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
OTHER										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
HAS OTHER CLIENTS:	58 10%	7 6%	11 11%	20 9%	13 12%	7 14%	10 9%	22 10%	16 14%	4 5%
100%	5 1%	1 1%	0 0%	1 0%	2 2%	1 2%	2 2%	2 1%	0 0%	0 0%
75% - 99%	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
50% - 74%	2 0%	0 0%	1 1%	1 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%
25% - 49%	2 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 0%	1 1%	0 0%
1% - 24%	48 8%	6 6%	8 8%	18 8%	10 9%	6 12%	8 7%	16 7%	15 13%	4 5%
none	531 89%	101 93%	87 89%	204 89%	96 88%	42 84%	100 90%	202 89%	98 84%	81 93%
mean:	2.0%	1.6%	2.7%	1.3%	2.8%	3.2%	2.4%	2.7%	1.4%	0.4%
standard error:	0.45%	0.97%	1.24%	0.54%	1.33%	2.08%	1.29%	0.88%	0.42%	0.25%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
no answer	7 1%	1 1%	0 0%	5 2%	0 0%	1 2%	1 1%	2 1%	2 2%	2 2%

TABLE 008 page 1

Service Area Proportion of Total Gross Revenue: Mean Summary

3. In your company's most recently complete fiscal year, what percentage of its total gross revenue came from each service area?

		-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
	TOTAL	North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
MEAN SUMMARY										
base: those answering (fill-in answers)										
general pest control (including mosquito control, bed bug control, rodents, etc.)	75.8%	78.9%	79.8%	69.4%	77.5%	87.0%	81.6%	76.6%	70.9%	72.2%
termite control	13.2%	11.5%	11.8%	18.9%	9.4%	1.4%	10.9%	11.1%	18.2%	15.1%
other ancillary services (wildlife control, fumigation, lawn & ornamental, handyman services, deck/pool cleaning, insulation, Christmas lights, etc.)	11.0%	9.6%	8.4%	11.7%	13.1%	11.6%	7.4%	12.3%	10.9%	12.8%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 009 page 1

Service Area Proportion of Total Gross Revenue: Termite Control

3. In your company's most recently complete fiscal year, what percentage of its total gross revenue came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
TERMITE CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
RECEIVE REVENUE FROM TERMITE CONTROL:	346 58%	72 66%	53 54%	165 72%	49 45%	7 14%	47 42%	126 56%	83 72%	65 75%
100%	7 1%	1 1%	2 2%	2 1%	2 2%	0 0%	4 4%	0 0%	1 1%	0 0%
75% - 99%	2 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	1 0%	0 0%	1 1%
50% - 74%	22 4%	2 2%	1 1%	18 8%	1 1%	0 0%	3 3%	5 2%	11 9%	3 3%
25% - 49%	94 16%	11 10%	17 17%	54 24%	11 10%	1 2%	9 8%	34 15%	25 22%	20 23%
1% - 24%	221 37%	58 53%	33 34%	90 39%	34 31%	6 12%	31 28%	86 38%	46 40%	41 47%
none	229 38%	31 28%	40 41%	58 25%	58 53%	41 82%	59 53%	95 42%	30 26%	19 22%
mean:	13.2%	11.5%	11.8%	18.9%	9.4%	1.4%	10.9%	11.1%	18.2%	15.1%
standard error:	0.78%	1.53%	1.92%	1.35%	1.76%	0.72%	2.13%	1.01%	1.92%	1.92%
median:	5%	7%	5%	15%	0%	0%	0%	5%	10%	9%
no answer	21 4%	6 6%	5 5%	6 3%	2 2%	2 4%	5 5%	5 2%	3 3%	3 3%

TABLE 010 page 1

Service Area Proportion of Total Gross Revenue: General Pest Control

3. In your company's most recently complete fiscal year, what percentage of its total gross revenue came from each service area?

		-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
	TOTAL	North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
GENERAL PEST CONTROL (INCLUDING MOSQUITO CONTROL, BED BUG CONTROL, RODENTS, ETC.)										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
RECEIVE REVENUE FROM GENERAL PEST CONTROL:	556 93%	99 91%	90 92%	218 95%	101 93%	47 94%	101 91%	213 94%	111 96%	84 97%
100%	126 21%	20 18%	22 22%	33 14%	34 31%	16 32%	35 32%	54 24%	17 15%	5 6%
75% - 99%	243 41%	56 51%	43 44%	81 35%	36 33%	27 54%	45 41%	97 43%	41 35%	41 47%
50% - 74%	132 22%	18 17%	22 22%	66 29%	24 22%	2 4%	16 14%	42 19%	35 30%	27 31%
25% - 49%	35 6%	3 3%	1 1%	27 12%	4 4%	0 0%	4 4%	9 4%	13 11%	8 9%
1% - 24%	20 3%	2 2%	2 2%	11 5%	3 3%	2 4%	1 1%	11 5%	5 4%	3 3%
none	19 3%	4 4%	3 3%	5 2%	6 6%	1 2%	5 5%	8 4%	2 2%	0 0%
mean:	75.8%	78.9%	79.8%	69.4%	77.5%	87.0%	81.6%	76.6%	70.9%	72.2%
standard error:	1.09%	2.41%	2.49%	1.76%	2.77%	3.07%	2.51%	1.81%	2.39%	2.55%
median:	85%	85%	90%	75%	90%	95%	90%	85%	75%	75%
no answer	21 4%	6 6%	5 5%	6 3%	2 2%	2 4%	5 5%	5 2%	3 3%	3 3%

TABLE 011 page 1

Service Area Proportion of Total Gross Revenue: Other Ancillary Services

3. In your company's most recently complete fiscal year, what percentage of its total gross revenue came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
OTHER ANCILLARY SERVICES (WILDLIFE CONTROL, FUMIGATION, LAWN & ORNAMENTAL, HANDYMAN SERVICES, DECK/POOL CLEANING, INSULATION, CHRISTMAS LIGHTS, ETC.)										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
RECEIVE REVENUE FROM OTHER ANCILLARY SERVICES:	264 44%	38 35%	37 38%	108 47%	53 49%	28 56%	36 32%	97 43%	54 47%	56 64%
100%	12 2%	3 3%	1 1%	3 1%	4 4%	1 2%	1 1%	8 4%	1 1%	0 0%
75% - 99%	14 2%	2 2%	2 2%	6 3%	3 3%	1 2%	1 1%	7 3%	4 3%	2 2%
50% - 74%	15 3%	1 1%	1 1%	9 4%	3 3%	1 2%	2 2%	4 2%	1 1%	5 6%
25% - 49%	41 7%	5 5%	8 8%	17 7%	8 7%	3 6%	8 7%	14 6%	12 10%	7 8%
1% - 24%	182 31%	27 25%	25 26%	73 32%	35 32%	22 44%	24 22%	64 28%	36 31%	42 48%
none	311 52%	65 60%	56 57%	115 50%	54 50%	20 40%	70 63%	124 55%	59 51%	28 32%
mean:	11.0%	9.6%	8.4%	11.7%	13.1%	11.6%	7.4%	12.3%	10.9%	12.8%
standard error:	0.91%	2.20%	1.94%	1.44%	2.41%	2.83%	1.68%	1.69%	1.93%	1.97%
median:	0%	0%	0%	0%	0%	5%	0%	0%	0%	9%
no answer	21 4%	6 6%	5 5%	6 3%	2 2%	2 4%	5 5%	5 2%	3 3%	3 3%

TABLE 012 page 1

Service Area Proportion of Termite Control Gross Revenue: Mean Summary

4. In your company's most recently completed fiscal year, what percentage of its termite control gross revenue came from each service area?

		-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
	TOTAL	North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
MEAN SUMMARY										
base: those whose company received revenue from termite control in its most recently completed fiscal year answering (fill-in answers)										
termite control - post-construction	52.3%	53.1%	49.6%	53.5%	51.1%	45.7%	50.9%	48.7%	54.5%	59.1%
termite/wood destroying Organism (WDO) inspections	16.2%	19.2%	28.3%	8.4%	24.5%	14.3%	26.7%	17.4%	11.9%	8.9%
termite/wood destroying organism (WDO) renewals	14.8%	14.2%	11.9%	18.2%	8.1%	11.4%	12.7%	12.8%	15.8%	17.3%
termite control - pre-construction	10.4%	5.2%	7.4%	14.1%	8.4%	14.3%	7.4%	12.5%	10.0%	10.5%
other termite control	6.4%	8.2%	2.8%	5.9%	7.9%	14.3%	2.3%	8.6%	7.9%	4.2%
TOTAL TERMITE CONTROL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 013 page 1

Service Area Proportion of Termite Control Gross Revenue: Termite Control - Pre-Construction

4. In your company's most recently completed fiscal year, what percentage of its termite control gross revenue came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
TERMITE CONTROL - PRE-CONSTRUCTION										
base: those whose company received revenue from termite control in its most recently completed fiscal year (fill-in answers)	346 100%	72 100%	53 100%	165 100%	49 100%	7 100%	47 100%	126 100%	83 100%	65 100%
RECEIVE REVENUE FROM TERMITE CONTROL – PRE-CONSTRUCTION:	147 42%	16 22%	16 30%	93 56%	21 43%	1 14%	11 23%	47 37%	43 52%	37 57%
100%	2 1%	0 0%	0 0%	1 1%	0 0%	1 14%	1 2%	1 1%	0 0%	0 0%
75% - 99%	14 4%	2 3%	2 4%	8 5%	2 4%	0 0%	1 2%	7 6%	2 2%	4 6%
50% - 74%	9 3%	0 0%	0 0%	9 5%	0 0%	0 0%	0 0%	6 5%	3 4%	0 0%
25% - 49%	20 6%	2 3%	4 8%	10 6%	4 8%	0 0%	2 4%	9 7%	5 6%	3 5%
1% - 24%	102 29%	12 17%	10 19%	65 39%	15 31%	0 0%	7 15%	24 19%	33 40%	30 46%
none	189 55%	55 76%	35 66%	65 39%	28 57%	6 86%	34 72%	74 59%	39 47%	28 43%
mean:	10.4%	5.2%	7.4%	14.1%	8.4%	14.3%	7.4%	12.5%	10.0%	10.5%
standard error:	1.14%	1.82%	2.64%	1.81%	2.68%	14.29%	2.98%	2.16%	2.06%	2.64%
median:	0%	0%	0%	5%	0%	0%	0%	0%	1%	2%
no answer	10 3%	1 1%	2 4%	7 4%	0 0%	0 0%	2 4%	5 4%	1 1%	0 0%

TABLE 014 page 1

Service Area Proportion of Termite Control Gross Revenue: Termite Control - Post-Construction

4. In your company's most recently completed fiscal year, what percentage of its termite control gross revenue came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
TERMITE CONTROL - POST-CONSTRUCTION										
base: those whose company received revenue from termite control in its most recently completed fiscal year (fill-in answers)	346 100%	72 100%	53 100%	165 100%	49 100%	7 100%	47 100%	126 100%	83 100%	65 100%
RECEIVE REVENUE FROM TERMITE CONTROL – POST-CONSTRUCTION:	283 82%	54 75%	40 75%	146 88%	39 80%	4 57%	35 74%	96 76%	73 88%	60 92%
100%	45 13%	7 10%	6 11%	21 13%	8 16%	3 43%	10 21%	13 10%	7 8%	12 18%
75% - 99%	86 25%	27 38%	13 25%	35 21%	11 22%	0 0%	7 15%	33 26%	24 29%	18 28%
50% - 74%	55 16%	9 13%	6 11%	31 19%	9 18%	0 0%	7 15%	17 13%	18 22%	9 14%
25% - 49%	50 14%	4 6%	11 21%	31 19%	4 8%	0 0%	6 13%	14 11%	14 17%	14 22%
1% - 24%	47 14%	7 10%	4 8%	28 17%	7 14%	1 14%	5 11%	19 15%	10 12%	7 11%
none	53 15%	17 24%	11 21%	12 7%	10 20%	3 43%	10 21%	25 20%	9 11%	5 8%
mean:	52.3%	53.1%	49.6%	53.5%	51.1%	45.7%	50.9%	48.7%	54.5%	59.1%
standard error:	2.02%	4.58%	5.36%	2.75%	5.69%	19.38%	5.99%	3.48%	3.81%	4.27%
median:	57%	70%	43%	50%	60%	20%	50%	50%	60%	70%
no answer	10 3%	1 1%	2 4%	7 4%	0 0%	0 0%	2 4%	5 4%	1 1%	0 0%

TABLE 015 page 1

Service Area Proportion of Termite Control Gross Revenue: Termite/Wood Destroying Organism Inspections

4. In your company's most recently completed fiscal year, what percentage of its termite control gross revenue came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
TERMITE/WOOD DESTROYING ORGANISM (WDO) INSPECTIONS										
base: those whose company received revenue from termite control in its most recently completed fiscal year (fill-in answers)	346 100%	72 100%	53 100%	165 100%	49 100%	7 100%	47 100%	126 100%	83 100%	65 100%
RECEIVE REVENUE FROM TERMITE/ WOOD DESTROYING ORGANISM INSPECTIONS:	238 69%	54 75%	43 81%	104 63%	36 73%	1 14%	29 62%	85 67%	63 76%	43 66%
100%	13 4%	3 4%	5 9%	1 1%	3 6%	1 14%	5 11%	5 4%	1 1%	0 0%
75% - 99%	11 3%	3 4%	3 6%	0 0%	5 10%	0 0%	4 9%	4 3%	2 2%	1 2%
50% - 74%	18 5%	5 7%	6 11%	4 2%	3 6%	0 0%	3 6%	8 6%	1 1%	2 3%
25% - 49%	19 5%	4 6%	4 8%	8 5%	3 6%	0 0%	3 6%	6 5%	6 7%	1 2%
1% - 24%	177 51%	39 54%	25 47%	91 55%	22 45%	0 0%	14 30%	62 49%	53 64%	39 60%
none	98 28%	17 24%	8 15%	54 33%	13 27%	6 86%	16 34%	36 29%	19 23%	22 34%
mean:	16.2%	19.2%	28.3%	8.4%	24.5%	14.3%	26.7%	17.4%	11.9%	8.9%
standard error:	1.40%	3.29%	4.62%	1.11%	4.73%	14.29%	5.28%	2.47%	2.03%	2.05%
median:	5%	10%	11%	4%	5%	0%	10%	5%	5%	3%
no answer	10 3%	1 1%	2 4%	7 4%	0 0%	0 0%	2 4%	5 4%	1 1%	0 0%

TABLE 016 page 1

Service Area Proportion of Termite Control Gross Revenue: Termite/Wood Destroying Organism Renewals

4. In your company's most recently completed fiscal year, what percentage of its termite control gross revenue came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
TERMITE/WOOD DESTROYING ORGANISM (WDO) RENEWALS										
base: those whose company received revenue from termite control in its most recently completed fiscal year (fill-in answers)	346 100%	72 100%	53 100%	165 100%	49 100%	7 100%	47 100%	126 100%	83 100%	65 100%
RECEIVE REVENUE FROM TERMITE/ WOOD DESTROYING ORGANISM RENEWALS:	183 53%	39 54%	25 47%	100 61%	18 37%	1 14%	16 34%	65 52%	51 61%	38 58%
100%	4 1%	1 1%	0 0%	2 1%	1 2%	0 0%	0 0%	3 2%	0 0%	1 2%
75% - 99%	14 4%	4 6%	0 0%	9 5%	0 0%	1 14%	4 9%	2 2%	3 4%	4 6%
50% - 74%	15 4%	2 3%	3 6%	10 6%	0 0%	0 0%	0 0%	5 4%	6 7%	2 3%
25% - 49%	42 12%	7 10%	8 15%	20 12%	7 14%	0 0%	4 9%	12 10%	11 13%	10 15%
1% - 24%	108 31%	25 35%	14 26%	59 36%	10 20%	0 0%	8 17%	43 34%	31 37%	21 32%
none	153 44%	32 44%	26 49%	58 35%	31 63%	6 86%	29 62%	56 44%	31 37%	27 42%
mean:	14.8%	14.2%	11.9%	18.2%	8.1%	11.4%	12.7%	12.8%	15.8%	17.3%
standard error:	1.24%	2.75%	2.42%	1.96%	2.44%	11.43%	3.51%	1.97%	2.35%	3.07%
median:	5%	5%	0%	10%	0%	0%	0%	5%	6%	8%
no answer	10 3%	1 1%	2 4%	7 4%	0 0%	0 0%	2 4%	5 4%	1 1%	0 0%

TABLE 017 page 1

Service Area Proportion of Termite Control Gross Revenue: Other Termite Control

4. In your company's most recently completed fiscal year, what percentage of its termite control gross revenue came from each service area?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
OTHER TERMITE CONTROL										
base: those whose company received revenue from termite control in its most recently completed fiscal year (fill-in answers)	346 100%	72 100%	53 100%	165 100%	49 100%	7 100%	47 100%	126 100%	83 100%	65 100%
RECEIVE REVENUE FROM OTHER TERMITE CONTROL:	71 21%	16 22%	8 15%	34 21%	12 24%	1 14%	6 13%	33 26%	17 20%	12 18%
100%	5 1%	1 1%	0 0%	2 1%	1 2%	1 14%	0 0%	3 2%	2 2%	0 0%
75% - 99%	6 2%	2 3%	0 0%	3 2%	1 2%	0 0%	0 0%	2 2%	3 4%	1 2%
50% - 74%	8 2%	3 4%	0 0%	3 2%	2 4%	0 0%	0 0%	4 3%	1 1%	2 3%
25% - 49%	8 2%	2 3%	2 4%	4 2%	0 0%	0 0%	2 4%	4 3%	1 1%	1 2%
1% - 24%	44 13%	8 11%	6 11%	22 13%	8 16%	0 0%	4 9%	20 16%	10 12%	8 12%
none	265 77%	55 76%	43 81%	124 75%	37 76%	6 86%	39 83%	88 70%	65 78%	53 82%
mean:	6.4%	8.2%	2.8%	5.9%	7.9%	14.3%	2.3%	8.6%	7.9%	4.2%
standard error:	1.05%	2.62%	1.20%	1.50%	3.04%	14.29%	1.13%	2.02%	2.62%	1.80%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
no answer	10 3%	1 1%	2 4%	7 4%	0 0%	0 0%	2 4%	5 4%	1 1%	0 0%

TABLE 018 page 1

Service Area Proportion of General Pest Control Gross Revenue: Mean Summary

5. In your company's most recently completed fiscal year, what percentage of its general pest control gross revenue (excluding termite control) came from each service area?

		-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
	TOTAL	North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: those whose company received revenue from general pest control in its most recently completed fiscal year answering (fill-in answers)										
other general pest control	60.6%	56.5%	56.4%	66.2%	62.0%	48.1%	66.1%	59.6%	58.9%	62.9%
rodent control	21.4%	25.1%	22.7%	14.6%	25.2%	33.7%	18.2%	23.1%	20.8%	19.6%
bed bug control	9.6%	10.5%	13.8%	7.2%	7.4%	15.7%	8.0%	9.7%	8.8%	9.5%
mosquito control	8.4%	7.9%	7.1%	11.9%	5.4%	2.5%	7.8%	7.6%	11.6%	8.0%
TOTAL GENERAL PEST CONTROL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 019 page 1

Service Area Proportion of General Pest Control Gross Revenue: Mosquito Control

5. In your company's most recently completed fiscal year, what percentage of its general pest control gross revenue (excluding termite control) came from each service area?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
MOSQUITO CONTROL										
base: those whose company received revenue from general pest control in its most recently completed fiscal year (fill-in answers)	556 100%	99 100%	90 100%	218 100%	101 100%	47 100%	101 100%	213 100%	111 100%	84 100%
RECEIVE REVENUE FROM MOSQUITO CONTROL:	305 55%	48 48%	42 47%	161 74%	44 44%	10 21%	41 41%	103 48%	76 68%	70 83%
100%	3 1%	0 0%	0 0%	3 1%	0 0%	0 0%	0 0%	1 0%	2 2%	0 0%
75% - 99%	11 2%	2 2%	1 1%	6 3%	2 2%	0 0%	3 3%	3 1%	4 4%	1 1%
50% - 74%	6 1%	1 1%	3 3%	1 0%	1 1%	0 0%	1 1%	2 1%	1 1%	0 0%
25% - 49%	23 4%	4 4%	3 3%	15 7%	1 1%	0 0%	5 5%	10 5%	5 5%	2 2%
1% - 24%	262 47%	41 41%	35 39%	136 62%	40 40%	10 21%	32 32%	87 41%	64 58%	67 80%
none	235 42%	45 45%	45 50%	54 25%	55 54%	35 74%	58 57%	108 51%	33 30%	14 17%
mean:	8.4%	7.9%	7.1%	11.9%	5.4%	2.5%	7.8%	7.6%	11.6%	8.0%
standard error:	0.73%	1.65%	1.78%	1.33%	1.37%	0.89%	1.75%	1.09%	2.08%	1.31%
median:	2%	1%	0%	5%	0%	0%	0%	0%	5%	5%
no answer	16 3%	6 6%	3 3%	3 1%	2 2%	2 4%	2 2%	2 1%	2 2%	0 0%

TABLE 020 page 1

Service Area Proportion of General Pest Control Gross Revenue: Bed Bug Control

5. In your company's most recently completed fiscal year, what percentage of its general pest control gross revenue (excluding termite control) came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
BED BUG CONTROL										
base: those whose company received revenue from general pest control in its most recently completed fiscal year (fill-in answers)	556 100%	99 100%	90 100%	218 100%	101 100%	47 100%	101 100%	213 100%	111 100%	84 100%
RECEIVE REVENUE FROM BED BUG CONTROL:	358 64%	68 69%	66 73%	127 58%	59 58%	37 79%	48 48%	135 63%	77 69%	69 82%
100%	2 0%	1 1%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%
75% - 99%	4 1%	0 0%	4 4%	0 0%	0 0%	0 0%	0 0%	4 2%	0 0%	0 0%
50% - 74%	9 2%	1 1%	0 0%	2 1%	3 3%	3 6%	3 3%	2 1%	1 1%	2 2%
25% - 49%	49 9%	11 11%	11 12%	16 7%	5 5%	6 13%	7 7%	21 10%	6 5%	7 8%
1% - 24%	294 53%	55 56%	51 57%	108 50%	51 50%	28 60%	38 38%	108 51%	69 62%	60 71%
none	182 33%	25 25%	21 23%	88 40%	40 40%	8 17%	51 50%	76 36%	32 29%	15 18%
mean:	9.6%	10.5%	13.8%	7.2%	7.4%	15.7%	8.0%	9.7%	8.8%	9.5%
standard error:	0.63%	1.49%	2.10%	0.84%	1.17%	2.47%	1.31%	1.07%	1.24%	1.37%
median:	5%	5%	9%	3%	2%	10%	0%	5%	5%	5%
no answer	16 3%	6 6%	3 3%	3 1%	2 2%	2 4%	2 2%	2 1%	2 2%	0 0%

TABLE 021 page 1

Service Area Proportion of General Pest Control Gross Revenue: Rodent Control

5. In your company's most recently completed fiscal year, what percentage of its general pest control gross revenue (excluding termite control) came from each service area?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
RODENT CONTROL										
base: those whose company received revenue from general pest control in its most recently completed fiscal year (fill-in answers)	556 100%	99 100%	90 100%	218 100%	101 100%	47 100%	101 100%	213 100%	111 100%	84 100%
RECEIVE REVENUE FROM RODENT CONTROL:	476 86%	80 81%	78 87%	181 83%	92 91%	44 94%	85 84%	196 92%	95 86%	69 82%
100%	1 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 0%	0 0%	0 0%
75% - 99%	13 2%	2 2%	3 3%	2 1%	2 2%	3 6%	2 2%	2 1%	3 3%	3 4%
50% - 74%	41 7%	9 9%	7 8%	9 4%	9 9%	7 15%	3 3%	24 11%	5 5%	5 6%
25% - 49%	154 28%	39 39%	24 27%	34 16%	38 38%	19 40%	24 24%	65 31%	34 31%	20 24%
1% - 24%	267 48%	30 30%	44 49%	136 62%	42 42%	15 32%	56 55%	104 49%	53 48%	41 49%
none	64 12%	13 13%	9 10%	34 16%	7 7%	1 2%	14 14%	15 7%	14 13%	15 18%
mean:	21.4%	25.1%	22.7%	14.6%	25.2%	33.7%	18.2%	23.1%	20.8%	19.6%
standard error:	0.82%	1.87%	2.16%	1.02%	2.04%	3.14%	1.68%	1.26%	1.91%	2.13%
median:	20%	25%	20%	10%	25%	30%	15%	20%	16%	15%
no answer	16 3%	6 6%	3 3%	3 1%	2 2%	2 4%	2 2%	2 1%	2 2%	0 0%

TABLE 022 page 1

Service Area Proportion of General Pest Control Gross Revenue: Other General Pest Control

5. In your company's most recently completed fiscal year, what percentage of its general pest control gross revenue (excluding termite control) came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
OTHER GENERAL PEST CONTROL										
base: those whose company received revenue from general pest control in its most recently completed fiscal year (fill-in answers)	556 100%	99 100%	90 100%	218 100%	101 100%	47 100%	101 100%	213 100%	111 100%	84 100%
RECEIVE REVENUE FROM OTHER GENERAL PEST CONTROL:	529 95%	91 92%	86 96%	209 96%	97 96%	45 96%	98 97%	207 97%	105 95%	84 100%
100%	19 3%	1 1%	3 3%	10 5%	5 5%	0 0%	7 7%	3 1%	3 3%	3 4%
75% - 99%	180 32%	25 25%	26 29%	93 43%	32 32%	4 9%	39 39%	67 31%	36 32%	32 38%
50% - 74%	204 37%	37 37%	31 34%	77 35%	39 39%	20 43%	35 35%	84 39%	43 39%	27 32%
25% - 49%	83 15%	22 22%	15 17%	16 7%	15 15%	15 32%	9 9%	38 18%	14 13%	16 19%
1% - 24%	43 8%	6 6%	11 12%	13 6%	6 6%	6 13%	8 8%	15 7%	9 8%	6 7%
none	11 2%	2 2%	1 1%	6 3%	2 2%	0 0%	1 1%	4 2%	4 4%	0 0%
mean:	60.6%	56.5%	56.4%	66.2%	62.0%	48.1%	66.1%	59.6%	58.9%	62.9%
standard error:	1.10%	2.46%	2.88%	1.72%	2.48%	3.25%	2.52%	1.68%	2.56%	2.64%
median:	65%	60%	60%	70%	60%	50%	70%	60%	60%	65%
no answer	16 3%	6 6%	3 3%	3 1%	2 2%	2 4%	2 2%	2 1%	2 2%	0 0%

TABLE 023 page 1

Service Area Proportion of Ancillary Services Gross Revenue: Mean Summary

6. In your company's most recently completed fiscal year, what percentage of its ancillary services gross revenue (excluding termite control and general pest control) came from each service area?

		-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
	TOTAL	North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
MEAN SUMMARY										
base: those whose company received revenue from ancillary services in its most recently completed fiscal year answering (fill-in answers)										
wildlife control	36.9%	52.3%	52.6%	32.1%	16.9%	56.1%	33.7%	34.1%	55.8%	25.8%
lawn & ornamental	23.2%	18.2%	6.4%	27.8%	36.0%	8.1%	23.8%	26.7%	17.0%	26.2%
handyman services	8.6%	4.0%	9.2%	7.5%	10.8%	12.6%	12.2%	9.9%	7.8%	6.8%
additional service offerings (deck/pool cleaning, insulation, Christmas lights, etc.)	7.5%	1.0%	6.6%	10.2%	8.2%	4.5%	7.5%	4.4%	4.4%	16.3%
fumigation	5.6%	1.4%	3.8%	5.1%	11.3%	3.6%	4.0%	5.5%	1.8%	9.2%
other	18.2%	23.1%	21.4%	17.4%	16.7%	15.1%	18.8%	19.4%	13.3%	15.8%
TOTAL ANCILLARY SERVICES =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 024 page 1

Service Area Proportion of Ancillary Services Gross Revenue: Wildlife Control

6. In your company's most recently completed fiscal year, what percentage of its ancillary services gross revenue (excluding termite control and general pest control) came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
WILDLIFE CONTROL										
base: those whose company received revenue from ancillary services in its most recently completed fiscal year (fill-in answers)	264 100%	38 100%	37 100%	108 100%	53 100%	28 100%	36 100%	97 100%	54 100%	56 100%
RECEIVE REVENUE FROM WILDLIFE CONTROL:	153 58%	20 53%	21 57%	60 56%	27 51%	25 89%	15 42%	57 59%	40 74%	32 57%
100%	42 16%	9 24%	9 24%	14 13%	2 4%	8 29%	4 11%	15 15%	14 26%	7 13%
75% - 99%	25 9%	4 11%	6 16%	9 8%	2 4%	4 14%	2 6%	10 10%	9 17%	2 4%
50% - 74%	14 5%	3 8%	0 0%	6 6%	3 6%	2 7%	4 11%	3 3%	2 4%	3 5%
25% - 49%	17 6%	1 3%	0 0%	9 8%	4 8%	3 11%	2 6%	5 5%	4 7%	5 9%
1% - 24%	55 21%	3 8%	6 16%	22 20%	16 30%	8 29%	3 8%	24 25%	11 20%	15 27%
none	68 26%	8 21%	7 19%	33 31%	19 36%	1 4%	11 31%	29 30%	5 9%	19 34%
mean:	36.9%	52.3%	52.6%	32.1%	16.9%	56.1%	33.7%	34.1%	55.8%	25.8%
standard error:	2.79%	8.43%	8.90%	4.08%	4.25%	7.92%	7.81%	4.46%	6.34%	5.25%
median:	10%	63%	83%	10%	5%	66%	10%	10%	75%	5%
no answer	43 16%	10 26%	9 24%	15 14%	7 13%	2 7%	10 28%	11 11%	9 17%	5 9%

TABLE 025 page 1

Service Area Proportion of Ancillary Services Gross Revenue: Fumigation

6. In your company's most recently completed fiscal year, what percentage of its ancillary services gross revenue (excluding termite control and general pest control) came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
FUMIGATION										
base: those whose company received revenue from ancillary services in its most recently completed fiscal year (fill-in answers)	264 100%	38 100%	37 100%	108 100%	53 100%	28 100%	36 100%	97 100%	54 100%	56 100%
RECEIVE REVENUE FROM FUMIGATION:	31 12%	1 3%	2 5%	11 10%	14 26%	3 11%	2 6%	11 11%	3 6%	12 21%
100%	4 2%	0 0%	1 3%	2 2%	1 2%	0 0%	0 0%	2 2%	0 0%	1 2%
75% - 99%	4 2%	0 0%	0 0%	2 2%	1 2%	1 4%	1 3%	2 2%	0 0%	1 2%
50% - 74%	3 1%	0 0%	0 0%	0 0%	3 6%	0 0%	0 0%	0 0%	0 0%	3 5%
25% - 49%	8 3%	1 3%	0 0%	3 3%	4 8%	0 0%	1 3%	2 2%	2 4%	3 5%
1% - 24%	12 5%	0 0%	1 3%	4 4%	5 9%	2 7%	0 0%	5 5%	1 2%	4 7%
none	190 72%	27 71%	26 70%	82 76%	32 60%	23 82%	24 67%	75 77%	42 78%	39 70%
mean:	5.6%	1.4%	3.8%	5.1%	11.3%	3.6%	4.0%	5.5%	1.8%	9.2%
standard error:	1.26%	1.43%	3.57%	1.95%	3.49%	3.08%	3.19%	2.16%	1.10%	3.03%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
no answer	43 16%	10 26%	9 24%	15 14%	7 13%	2 7%	10 28%	11 11%	9 17%	5 9%

TABLE 026 page 1

Service Area Proportion of Ancillary Services Gross Revenue: Lawn & Ornamental

6. In your company's most recently completed fiscal year, what percentage of its ancillary services gross revenue (excluding termite control and general pest control) came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
LAWN & ORNAMENTAL										
base: those whose company received revenue from ancillary services in its most recently completed fiscal year (fill-in answers)	264 100%	38 100%	37 100%	108 100%	53 100%	28 100%	36 100%	97 100%	54 100%	56 100%
RECEIVE REVENUE FROM LAWN & ORNAMENTAL:	85 32%	8 21%	4 11%	41 38%	25 47%	7 25%	11 31%	33 34%	14 26%	22 39%
100%	12 5%	0 0%	0 0%	6 6%	6 11%	0 0%	2 6%	6 6%	3 6%	1 2%
75% - 99%	33 13%	5 13%	1 3%	18 17%	8 15%	1 4%	3 8%	17 18%	4 7%	9 16%
50% - 74%	9 3%	0 0%	0 0%	3 3%	5 9%	1 4%	1 3%	2 2%	1 2%	5 9%
25% - 49%	10 4%	1 3%	2 5%	5 5%	1 2%	1 4%	2 6%	2 2%	1 2%	3 5%
1% - 24%	21 8%	2 5%	1 3%	9 8%	5 9%	4 14%	3 8%	6 6%	5 9%	4 7%
none	136 52%	20 53%	24 65%	52 48%	21 40%	19 68%	15 42%	53 55%	31 57%	29 52%
mean:	23.2%	18.2%	6.4%	27.8%	36.0%	8.1%	23.8%	26.7%	17.0%	26.2%
standard error:	2.49%	6.58%	3.80%	4.10%	6.21%	4.03%	7.42%	4.33%	5.04%	5.25%
median:	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%
no answer	43 16%	10 26%	9 24%	15 14%	7 13%	2 7%	10 28%	11 11%	9 17%	5 9%

TABLE 027 page 1

Service Area Proportion of Ancillary Services Gross Revenue: Handyman Services

6. In your company's most recently completed fiscal year, what percentage of its ancillary services gross revenue (excluding termite control and general pest control) came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
HANDYMAN SERVICES										
base: those whose company received revenue from ancillary services in its most recently completed fiscal year (fill-in answers)	264 100%	38 100%	37 100%	108 100%	53 100%	28 100%	36 100%	97 100%	54 100%	56 100%
RECEIVE REVENUE FROM HANDYMAN SERVICES:	66 25%	5 13%	9 24%	23 21%	19 36%	10 36%	10 28%	22 23%	15 28%	15 27%
100%	2 1%	0 0%	1 3%	1 1%	0 0%	0 0%	2 6%	0 0%	0 0%	0 0%
75% - 99%	6 2%	1 3%	1 3%	2 2%	1 2%	1 4%	0 0%	5 5%	1 2%	0 0%
50% - 74%	10 4%	0 0%	0 0%	4 4%	4 8%	2 7%	0 0%	4 4%	3 6%	3 5%
25% - 49%	7 3%	0 0%	1 3%	2 2%	4 8%	0 0%	1 3%	2 2%	1 2%	3 5%
1% - 24%	41 16%	4 11%	6 16%	14 13%	10 19%	7 25%	7 19%	11 11%	10 19%	9 16%
none	155 59%	23 61%	19 51%	70 65%	27 51%	16 57%	16 44%	64 66%	30 56%	36 64%
mean:	8.6%	4.0%	9.2%	7.5%	10.8%	12.6%	12.2%	9.9%	7.8%	6.8%
standard error:	1.39%	3.21%	4.62%	2.01%	2.93%	5.04%	5.33%	2.56%	2.81%	2.03%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
no answer	43 16%	10 26%	9 24%	15 14%	7 13%	2 7%	10 28%	11 11%	9 17%	5 9%

TABLE 028 page 1

Service Area Proportion of Ancillary Services Gross Revenue: Additional Service Offerings

6. In your company's most recently completed fiscal year, what percentage of its ancillary services gross revenue (excluding termite control and general pest control) came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
ADDITIONAL SERVICE OFFERINGS (DECK/POOL CLEANING, INSULATION, CHRISTMAS LIGHTS, ETC.)										
base: those whose company received revenue from ancillary services in its most recently completed fiscal year (fill-in answers)	264 100%	38 100%	37 100%	108 100%	53 100%	28 100%	36 100%	97 100%	54 100%	56 100%
RECEIVE REVENUE FROM ADDITIONAL SERVICE OFFERINGS:	44 17%	3 8%	6 16%	21 19%	8 15%	6 21%	5 14%	12 12%	9 17%	16 29%
100%	6 2%	0 0%	1 3%	4 4%	1 2%	0 0%	0 0%	1 1%	1 2%	4 7%
75% - 99%	5 2%	0 0%	0 0%	3 3%	2 4%	0 0%	1 3%	1 1%	0 0%	3 5%
50% - 74%	3 1%	0 0%	0 0%	2 2%	1 2%	0 0%	1 3%	1 1%	0 0%	1 2%
25% - 49%	6 2%	0 0%	1 3%	3 3%	0 0%	2 7%	0 0%	2 2%	1 2%	2 4%
1% - 24%	24 9%	3 8%	4 11%	9 8%	4 8%	4 14%	3 8%	7 7%	7 13%	6 11%
none	177 67%	25 66%	22 59%	72 67%	38 72%	20 71%	21 58%	74 76%	36 67%	35 63%
mean:	7.5%	1.0%	6.6%	10.2%	8.2%	4.5%	7.5%	4.4%	4.4%	16.3%
standard error:	1.48%	0.73%	3.88%	2.73%	3.60%	1.76%	4.13%	1.75%	2.33%	4.64%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
no answer	43 16%	10 26%	9 24%	15 14%	7 13%	2 7%	10 28%	11 11%	9 17%	5 9%

TABLE 029 page 1

Service Area Proportion of Ancillary Services Gross Revenue: Other

6. In your company's most recently completed fiscal year, what percentage of its ancillary services gross revenue (excluding termite control and general pest control) came from each service area?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
OTHER										
base: those whose company received revenue from ancillary services in its most recently completed fiscal year (fill-in answers)	264 100%	38 100%	37 100%	108 100%	53 100%	28 100%	36 100%	97 100%	54 100%	56 100%
RECEIVE REVENUE FROM OTHER:	75 28%	14 37%	9 24%	30 28%	14 26%	8 29%	8 22%	32 33%	12 22%	14 25%
100%	13 5%	4 11%	3 8%	4 4%	2 4%	0 0%	2 6%	7 7%	0 0%	2 4%
75% - 99%	21 8%	1 3%	3 8%	10 9%	4 8%	3 11%	2 6%	7 7%	6 11%	5 9%
50% - 74%	6 2%	1 3%	0 0%	3 3%	1 2%	1 4%	1 3%	3 3%	0 0%	1 2%
25% - 49%	7 3%	1 3%	0 0%	2 2%	3 6%	1 4%	0 0%	1 1%	1 2%	3 5%
1% - 24%	28 11%	7 18%	3 8%	11 10%	4 8%	3 11%	3 8%	14 14%	5 9%	3 5%
none	146 55%	14 37%	19 51%	63 58%	32 60%	18 64%	18 50%	54 56%	33 61%	37 66%
mean:	18.2%	23.1%	21.4%	17.4%	16.7%	15.1%	18.8%	19.4%	13.3%	15.8%
standard error:	2.25%	7.12%	7.44%	3.35%	4.67%	5.88%	6.87%	3.75%	4.34%	4.45%
median:	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%
no answer	43 16%	10 26%	9 24%	15 14%	7 13%	2 7%	10 28%	11 11%	9 17%	5 9%

TABLE 030 page 1

Average Callback Rate for All Services

7. What was the average callback rate at your company for all services performed in its most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
20% or more	16 3%	5 5%	2 2%	2 1%	4 4%	3 6%	3 3%	5 2%	1 1%	3 3%
16% - 19%	5 1%	1 1%	0 0%	2 1%	0 0%	2 4%	1 1%	2 1%	0 0%	2 2%
13% - 15%	12 2%	4 4%	0 0%	4 2%	3 3%	1 2%	1 1%	6 3%	1 1%	4 5%
10% - 12%	40 7%	9 8%	5 5%	14 6%	7 6%	5 10%	6 5%	13 6%	8 7%	12 14%
7% - 9%	51 9%	8 7%	5 5%	24 10%	12 11%	2 4%	4 4%	21 9%	9 8%	16 18%
4% - 6%	120 20%	22 20%	22 22%	45 20%	18 17%	13 26%	17 15%	46 20%	29 25%	24 28%
1% - 3%	177 30%	31 28%	30 31%	78 34%	26 24%	11 22%	30 27%	70 31%	45 39%	17 20%
less than 1%	112 19%	15 14%	23 23%	43 19%	24 22%	7 14%	35 32%	45 20%	16 14%	3 3%
none	28 5%	6 6%	4 4%	7 3%	9 8%	2 4%	11 10%	9 4%	0 0%	0 0%
mean:	4.7%	5.5%	3.8%	4.4%	4.7%	6.2%	3.5%	4.6%	4.4%	7.5%
standard error:	0.19%	0.52%	0.41%	0.27%	0.49%	0.86%	0.43%	0.31%	0.34%	0.52%
median:	3%	4%	3%	3%	3%	5%	2%	3%	4%	7%
don't know	25 4%	3 3%	7 7%	7 3%	4 4%	4 8%	3 3%	7 3%	6 5%	5 6%
no answer	10 2%	5 5%	0 0%	3 1%	2 2%	0 0%	0 0%	2 1%	1 1%	1 1%

TABLE 031 page 1

Average Cost of Callback/Reservice

8. On average, what has a callback or reservice cost your company (e.g., the combined costs of labor, fuel, products, etc.) in its most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
\$200 or more	29 5%	4 4%	4 4%	16 7%	2 2%	3 6%	4 4%	12 5%	7 6%	2 2%
\$150 - \$199	31 5%	7 6%	2 2%	14 6%	5 5%	3 6%	5 5%	14 6%	6 5%	4 5%
\$100 - \$149	65 11%	20 18%	11 11%	15 7%	13 12%	6 12%	10 9%	25 11%	11 9%	16 18%
\$75 - \$99	74 12%	17 16%	20 20%	16 7%	13 12%	8 16%	13 12%	23 10%	13 11%	19 22%
\$50 - \$74	89 15%	13 12%	17 17%	36 16%	16 15%	7 14%	9 8%	38 17%	23 20%	15 17%
\$25 - \$49	111 19%	12 11%	16 16%	56 24%	16 15%	10 20%	21 19%	47 21%	24 21%	12 14%
\$10 - \$24	65 11%	6 6%	8 8%	33 14%	15 14%	3 6%	22 20%	24 11%	13 11%	5 6%
less than \$10	23 4%	4 4%	1 1%	11 5%	6 6%	1 2%	7 6%	10 4%	4 3%	1 1%
\$0	38 6%	5 5%	5 5%	12 5%	12 11%	4 8%	14 13%	13 6%	3 3%	1 1%
mean:	\$70.10	****	\$72.41	\$66.54	\$60.51	\$76.55	\$55.54	\$70.85	\$72.57	\$83.23
standard error:	\$2.44	\$5.88	\$5.32	\$4.10	\$5.30	\$8.57	\$5.38	\$3.96	\$5.42	\$5.29
median:	\$57	\$80	\$68	\$47	\$50	\$67	\$36	\$56	\$59	\$79
don't know	54 9%	18 17%	11 11%	11 5%	9 8%	5 10%	3 3%	16 7%	9 8%	11 13%
no answer	17 3%	3 3%	3 3%	9 4%	2 2%	0 0%	3 3%	4 2%	3 3%	1 1%

TABLE 032 page 1

Average Cost of Customer Acquisition

9. What was the average cost of a customer acquisition at your company in the most recently completed fiscal year?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
\$100 or more	133 22%	32 29%	16 16%	47 21%	18 17%	19 38%	16 14%	48 21%	26 22%	30 34%
\$75 - \$99	67 11%	11 10%	13 13%	22 10%	19 17%	2 4%	12 11%	22 10%	16 14%	13 15%
\$50 - \$74	69 12%	9 8%	13 13%	27 12%	17 16%	3 6%	12 11%	21 9%	18 16%	18 21%
\$25 - \$49	58 10%	9 8%	7 7%	24 10%	12 11%	6 12%	11 10%	21 9%	15 13%	7 8%
\$10 - \$24	51 9%	8 7%	10 10%	23 10%	7 6%	3 6%	12 11%	23 10%	12 10%	2 2%
less than \$10	43 7%	6 6%	9 9%	13 6%	8 7%	7 14%	12 11%	23 10%	6 5%	2 2%
\$0	46 8%	4 4%	10 10%	20 9%	12 11%	0 0%	15 14%	23 10%	4 3%	1 1%
mean:*	\$57.29	*****	\$51.70	\$55.00	\$55.24	\$64.37	\$45.36	\$51.61	\$61.11	\$76.30
standard error:	\$1.76	\$4.19	\$4.38	\$2.86	\$3.86	\$6.24	\$4.07	\$2.96	\$3.52	\$3.25
median:	\$63	\$82	\$55	\$57	\$61	\$87	\$39	\$50	\$66	\$87
don't know	114 19%	26 24%	19 19%	46 20%	14 13%	9 18%	20 18%	41 18%	18 16%	12 14%
no answer	15 3%	4 4%	1 1%	7 3%	2 2%	1 2%	1 1%	4 2%	1 1%	2 2%

*Due to the significant proportion of respondents answering in the top category, the sample statistic may understate the true population mean.

TABLE 033 page 1

Average Customer Retention Rate for All Services

10. What was the average customer retention rate at your company for all services in the recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
100%	57 10%	13 12%	4 4%	20 9%	13 12%	6 12%	21 19%	19 8%	4 3%	3 3%
90% - 99%	309 52%	52 48%	54 55%	118 52%	61 56%	24 48%	52 47%	135 60%	63 54%	38 44%
80% - 89%	121 20%	19 17%	14 14%	54 24%	24 22%	10 20%	13 12%	37 16%	31 27%	36 41%
70% - 79%	38 6%	9 8%	10 10%	12 5%	3 3%	4 8%	5 5%	17 8%	8 7%	6 7%
60% - 69%	4 1%	2 2%	0 0%	1 0%	0 0%	1 2%	1 1%	1 0%	1 1%	0 0%
50% - 59%	8 1%	0 0%	4 4%	3 1%	0 0%	1 2%	2 2%	4 2%	2 2%	0 0%
less than 50%	5 1%	0 0%	2 2%	1 0%	1 1%	1 2%	1 1%	3 1%	0 0%	0 0%
mean:	90.7%	91.2%	88.5%	90.8%	92.3%	89.4%	92.0%	90.6%	89.9%	89.4%
standard error:	0.39%	0.83%	1.27%	0.58%	0.71%	1.64%	1.01%	0.66%	0.80%	0.71%
median:	93%	93%	93%	93%	94%	93%	95%	93%	92%	90%
don't know	38 6%	8 7%	9 9%	13 6%	5 5%	3 6%	14 13%	7 3%	6 5%	1 1%
no answer	16 3%	6 6%	1 1%	7 3%	2 2%	0 0%	2 2%	3 1%	1 1%	3 3%

TABLE 034 page 1

Proportion That Increased Prices for Services in Most Recently Completed Fiscal Year

11. Did your company increase prices for services in the most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
yes	446 75%	86 79%	76 78%	163 71%	83 76%	37 74%	69 62%	168 74%	102 88%	74 85%
no	142 24%	21 19%	22 22%	63 28%	24 22%	12 24%	42 38%	56 25%	13 11%	13 15%
no answer	8 1%	2 2%	0 0%	3 1%	2 2%	1 2%	0 0%	2 1%	1 1%	0 0%

TABLE 035 page 1

Average Price Increase for Services

12. What was the average price increase for services at your company in the most recently completed fiscal year?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: those whose company increased prices for services in its most recently completed fiscal year	446 100%	86 100%	76 100%	163 100%	83 100%	37 100%	69 100%	168 100%	102 100%	74 100%
25% or more	20 4%	3 3%	2 3%	7 4%	7 8%	0 0%	3 4%	10 6%	3 3%	1 1%
20% - 24%	24 5%	9 10%	2 3%	7 4%	3 4%	3 8%	5 7%	11 7%	3 3%	3 4%
15% - 19%	47 11%	9 10%	8 11%	15 9%	10 12%	5 14%	10 14%	12 7%	13 13%	7 9%
10% - 14%	122 27%	25 29%	24 32%	50 31%	20 24%	3 8%	14 20%	50 30%	29 28%	21 28%
5% - 9%	180 40%	31 36%	32 42%	63 39%	36 43%	18 49%	26 38%	65 39%	42 41%	35 47%
1% - 4%	52 12%	9 10%	8 11%	20 12%	7 8%	8 22%	11 16%	20 12%	12 12%	6 8%
less than 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
mean:	11.0%	11.7%	10.5%	10.8%	11.5%	9.5%	11.1%	11.2%	10.6%	10.4%
standard error:	0.27%	0.65%	0.58%	0.44%	0.68%	0.97%	0.76%	0.47%	0.53%	0.57%
median:	10%	11%	10%	10%	10%	8%	10%	10%	10%	9%
no answer	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%

TABLE 036 page 1

Overall Expense Distribution: Mean Summary

13. Approximately how were your company's overall expenses distributed within each of the following categories in its most recently completed fiscal year?

		LOCATION BY REGION					TOTAL GROSS REVENUE			
	TOTAL	North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
MEAN SUMMARY										
base: those answering (fill-in answers)										
wages/salaries/bonuses	32.4%	29.1%	32.2%	33.7%	33.3%	31.0%	22.2%	33.2%	38.5%	37.2%
material/supply expenses (chemical, equipment, etc.)	19.0%	18.8%	18.4%	19.6%	17.8%	20.4%	26.9%	19.8%	13.9%	11.4%
vehicle expenses (fuel, maintenance/repairs, insurance, purchases/leases, etc.)	14.0%	13.0%	14.3%	13.7%	14.4%	16.7%	17.1%	15.4%	11.8%	9.5%
operating expenses (training, travel, acquisitions, overhead, liability insurance, etc.)	7.8%	7.0%	9.1%	7.9%	8.0%	6.3%	10.5%	7.5%	7.1%	7.6%
marketing/advertising expenses (digital and traditional ads, website, etc.)	5.7%	7.2%	5.9%	5.2%	5.3%	5.6%	5.8%	5.2%	6.3%	6.4%
building expenses (rent, taxes, repairs/maintenance, property insurance, etc.)	4.8%	4.4%	5.5%	4.7%	3.9%	6.1%	3.9%	5.1%	5.1%	5.1%
other employee expenses (benefits, worker's comp, etc., but NOT training)	4.4%	5.1%	3.8%	4.2%	4.7%	4.7%	2.0%	3.2%	5.9%	9.5%
technology expenses (software, hardware, computers, tablets, cellphones, etc.)	3.8%	3.9%	4.1%	3.7%	3.6%	3.6%	4.2%	3.8%	3.2%	3.9%
administrative expenses (office supplies, bankcard fees, professional services, etc.)	4.9%	4.5%	4.6%	5.4%	4.6%	4.4%	4.9%	4.4%	5.8%	4.8%
other	3.2%	7.0%	2.1%	2.0%	4.3%	1.2%	2.6%	2.3%	2.4%	4.6%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 037 page 1

Overall Expense Distribution: Wages/Salaries/Bonuses

13. Approximately how were your company's overall expenses distributed within each of the following categories in its most recently completed fiscal year?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
WAGES/SALARIES/BONUSES										
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
100%	5 1%	1 1%	2 2%	1 0%	1 1%	0 0%	1 1%	2 1%	0 0%	0 0%
75% - 99%	10 2%	0 0%	2 2%	4 2%	4 4%	0 0%	4 4%	3 1%	2 2%	0 0%
50% - 74%	105 18%	15 14%	15 15%	42 18%	18 17%	14 28%	10 9%	48 21%	23 20%	16 18%
25% - 49%	236 40%	44 40%	37 38%	96 42%	44 40%	15 30%	28 25%	84 37%	65 56%	52 60%
1% - 24%	95 16%	15 14%	17 17%	38 17%	15 14%	10 20%	23 21%	41 18%	12 10%	11 13%
none	67 11%	17 16%	12 12%	19 8%	13 12%	6 12%	35 32%	19 8%	1 1%	1 1%
mean:	32.4%	29.1%	32.2%	33.7%	33.3%	31.0%	22.2%	33.2%	38.5%	37.2%
standard error:	0.90%	2.09%	2.53%	1.32%	2.19%	3.01%	2.40%	1.40%	1.46%	1.45%
median:	32%	30%	30%	35%	34%	32%	20%	30%	35%	40%
no answer	78 13%	17 16%	13 13%	29 13%	14 13%	5 10%	10 9%	29 13%	13 11%	7 8%

TABLE 038 page 1

Overall Expense Distribution: Other Employee Expenses

13. Approximately how were your company's overall expenses distributed within each of the following categories in its most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
OTHER EMPLOYEE EXPENSES (BENEFITS, WORKER'S COMP, ETC., BUT NOT TRAINING)										
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	1 0%	0 0%	0 0%	0 0%	0 0%	1 2%	1 1%	0 0%	0 0%	0 0%
25% - 49%	3 1%	1 1%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	3 3%
1% - 24%	271 45%	49 45%	43 44%	108 47%	49 45%	22 44%	16 14%	89 39%	82 71%	72 83%
none	243 41%	42 39%	42 43%	90 39%	46 42%	22 44%	84 76%	108 48%	21 18%	5 6%
mean:	4.4%	5.1%	3.8%	4.2%	4.7%	4.7%	2.0%	3.2%	5.9%	9.5%
standard error:	0.27%	0.65%	0.52%	0.37%	0.60%	1.59%	0.76%	0.31%	0.48%	0.73%
median:	2%	3%	1%	2%	2%	3%	0%	0%	5%	9%
no answer	78 13%	17 16%	13 13%	29 13%	14 13%	5 10%	10 9%	29 13%	13 11%	7 8%

TABLE 039 page 1

Overall Expense Distribution: Material/Supply Expenses

13. Approximately how were your company's overall expenses distributed within each of the following categories in its most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
MATERIAL/SUPPLY EXPENSES (CHEMICAL, EQUIPMENT, ETC.)										
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
100%	1 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%
75% - 99%	7 1%	2 2%	1 1%	3 1%	1 1%	0 0%	5 5%	0 0%	0 0%	0 0%
50% - 74%	25 4%	5 5%	3 3%	9 4%	6 6%	2 4%	15 14%	5 2%	0 0%	0 0%
25% - 49%	111 19%	19 17%	18 18%	45 20%	15 14%	14 28%	24 22%	64 28%	13 11%	2 2%
1% - 24%	342 57%	57 52%	58 59%	134 59%	64 59%	29 58%	48 43%	118 52%	86 74%	76 87%
none	32 5%	9 8%	5 5%	9 4%	8 7%	0 0%	8 7%	10 4%	4 3%	2 2%
mean:	19.0%	18.8%	18.4%	19.6%	17.8%	20.4%	26.9%	19.8%	13.9%	11.4%
standard error:	0.67%	1.73%	1.56%	1.05%	1.70%	1.80%	2.22%	0.80%	0.88%	0.69%
median:	15%	15%	15%	18%	15%	16%	20%	20%	10%	10%
no answer	78 13%	17 16%	13 13%	29 13%	14 13%	5 10%	10 9%	29 13%	13 11%	7 8%

TABLE 040 page 1

Overall Expense Distribution: Building Expenses

13. Approximately how were your company's overall expenses distributed within each of the following categories in its most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
BUILDING EXPENSES (RENT, TAXES, REPAIRS/MAINTENANCE, PROPERTY INSURANCE, ETC.)										
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
25% - 49%	4 1%	1 1%	0 0%	3 1%	0 0%	0 0%	1 1%	1 0%	1 1%	0 0%
1% - 24%	327 55%	53 49%	57 58%	124 54%	56 51%	36 72%	37 33%	123 54%	83 72%	73 84%
none	187 31%	38 35%	28 29%	73 32%	39 36%	9 18%	63 57%	73 32%	19 16%	7 8%
mean:	4.8%	4.4%	5.5%	4.7%	3.9%	6.1%	3.9%	5.1%	5.1%	5.1%
standard error:	0.24%	0.62%	0.61%	0.40%	0.49%	0.67%	0.66%	0.39%	0.44%	0.45%
median:	4%	3%	5%	3%	3%	5%	0%	5%	5%	5%
no answer	78 13%	17 16%	13 13%	29 13%	14 13%	5 10%	10 9%	29 13%	13 11%	7 8%

TABLE 041 page 1

Overall Expense Distribution: Vehicle Expenses

13. Approximately how were your company's overall expenses distributed within each of the following categories in its most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
VEHICLE EXPENSES (FUEL, MAINTENANCE/REPAIRS, INSURANCE, PURCHASES/LEASES, ETC.)										
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	12 2%	3 3%	0 0%	1 0%	6 6%	2 4%	3 3%	6 3%	1 1%	0 0%
25% - 49%	60 10%	9 8%	13 13%	24 10%	9 8%	5 10%	24 22%	25 11%	4 3%	0 0%
1% - 24%	405 68%	69 63%	65 66%	162 71%	72 66%	37 74%	64 58%	152 67%	93 80%	76 87%
none	41 7%	11 10%	7 7%	13 6%	8 7%	1 2%	10 9%	14 6%	5 4%	4 5%
mean:	14.0%	13.0%	14.3%	13.7%	14.4%	16.7%	17.1%	15.4%	11.8%	9.5%
standard error:	0.46%	1.21%	0.93%	0.63%	1.32%	1.77%	1.12%	0.80%	0.78%	0.55%
median:	10%	10%	15%	10%	10%	15%	15%	14%	10%	10%
no answer	78 13%	17 16%	13 13%	29 13%	14 13%	5 10%	10 9%	29 13%	13 11%	7 8%

TABLE 042 page 1

Overall Expense Distribution: Marketing/Advertising Expenses

13. Approximately how were your company's overall expenses distributed within each of the following categories in its most recently completed fiscal year?

		LOCATION BY REGION					TOTAL GROSS REVENUE			
	TOTAL	North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
MARKETING/ADVERTISING EXPENSES (DIGITAL AND TRADITIONAL ADS, WEBSITE, ETC.)										
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
25% - 49%	11 2%	5 5%	1 1%	2 1%	2 2%	1 2%	5 5%	2 1%	2 2%	1 1%
1% - 24%	343 58%	57 52%	54 55%	135 59%	64 59%	32 64%	45 41%	131 58%	82 71%	71 82%
none	163 27%	29 27%	30 31%	63 28%	29 27%	12 24%	51 46%	64 28%	19 16%	8 9%
mean:	5.7%	7.2%	5.9%	5.2%	5.3%	5.6%	5.8%	5.2%	6.3%	6.4%
standard error:	0.30%	0.94%	0.78%	0.40%	0.66%	0.98%	0.87%	0.44%	0.58%	0.55%
median:	5%	5%	5%	4%	5%	3%	0%	5%	5%	5%
no answer	78 13%	17 16%	13 13%	29 13%	14 13%	5 10%	10 9%	29 13%	13 11%	7 8%

TABLE 043 page 1

Overall Expense Distribution: Technology Expenses

13. Approximately how were your company's overall expenses distributed within each of the following categories in its most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
TECHNOLOGY EXPENSES (SOFTWARE, HARDWARE, COMPUTERS, TABLETS, CELLPHONES, ETC.)										
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
25% - 49%	4 1%	2 2%	0 0%	1 0%	1 1%	0 0%	3 3%	1 0%	0 0%	0 0%
1% - 24%	352 59%	61 56%	61 62%	134 59%	67 61%	29 58%	53 48%	130 58%	84 72%	70 80%
none	162 27%	29 27%	24 24%	65 28%	27 25%	16 32%	45 41%	66 29%	19 16%	10 11%
mean:	3.8%	3.9%	4.1%	3.7%	3.6%	3.6%	4.2%	3.8%	3.2%	3.9%
standard error:	0.20%	0.57%	0.42%	0.32%	0.46%	0.60%	0.63%	0.33%	0.25%	0.39%
median:	3%	3%	5%	3%	2%	2%	2%	3%	3%	3%
no answer	78 13%	17 16%	13 13%	29 13%	14 13%	5 10%	10 9%	29 13%	13 11%	7 8%

TABLE 044 page 1

Overall Expense Distribution: Operating Expenses

13. Approximately how were your company's overall expenses distributed within each of the following categories in its most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
OPERATING EXPENSES (TRAINING, TRAVEL, ACQUISITIONS, OVERHEAD, LIABILITY INSURANCE, ETC.)										
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
100%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%
75% - 99%	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%
50% - 74%	2 0%	0 0%	1 1%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%
25% - 49%	30 5%	4 4%	6 6%	9 4%	10 9%	1 2%	11 10%	13 6%	1 1%	5 6%
1% - 24%	383 64%	67 61%	60 61%	153 67%	65 60%	38 76%	61 55%	149 66%	91 78%	67 77%
none	101 17%	21 19%	17 17%	36 16%	20 18%	6 12%	27 24%	35 15%	10 9%	8 9%
mean:	7.8%	7.0%	9.1%	7.9%	8.0%	6.3%	10.5%	7.5%	7.1%	7.6%
standard error:	0.43%	0.78%	1.36%	0.70%	0.96%	1.01%	1.41%	0.53%	0.95%	0.80%
median:	5%	5%	5%	5%	5%	5%	8%	5%	5%	5%
no answer	78 13%	17 16%	13 13%	29 13%	14 13%	5 10%	10 9%	29 13%	13 11%	7 8%

TABLE 045 page 1

Overall Expense Distribution: Administrative Expenses

13. Approximately how were your company's overall expenses distributed within each of the following categories in its most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
ADMINISTRATIVE EXPENSES (OFFICE SUPPLIES, BANKCARD FEES, PROFESSIONAL SERVICES, ETC.)										
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
25% - 49%	6 1%	1 1%	1 1%	4 2%	0 0%	0 0%	2 2%	1 0%	2 2%	0 0%
1% - 24%	384 64%	66 61%	60 61%	149 65%	73 67%	36 72%	59 53%	147 65%	89 77%	71 82%
none	128 21%	25 23%	24 24%	47 21%	22 20%	9 18%	40 36%	49 22%	12 10%	9 10%
mean:	4.9%	4.5%	4.6%	5.4%	4.6%	4.4%	4.9%	4.4%	5.8%	4.8%
standard error:	0.24%	0.55%	0.55%	0.44%	0.45%	0.49%	0.64%	0.33%	0.57%	0.40%
median:	5%	5%	5%	5%	4%	5%	3%	5%	5%	5%
no answer	78 13%	17 16%	13 13%	29 13%	14 13%	5 10%	10 9%	29 13%	13 11%	7 8%

TABLE 046 page 1

Overall Expense Distribution: Other

13. Approximately how were your company's overall expenses distributed within each of the following categories in its most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
OTHER										
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
100%	5 1%	4 4%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	1 1%
75% - 99%	1 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 0%	0 0%	0 0%
50% - 74%	1 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 0%	0 0%	0 0%
25% - 49%	8 1%	3 3%	2 2%	2 1%	1 1%	0 0%	2 2%	2 1%	1 1%	3 3%
1% - 24%	103 17%	16 15%	17 17%	44 19%	19 17%	7 14%	14 13%	28 12%	29 25%	27 31%
none	400 67%	69 63%	66 67%	154 67%	72 66%	38 76%	84 76%	165 73%	73 63%	49 56%
mean:	3.2%	7.0%	2.1%	2.0%	4.3%	1.2%	2.6%	2.3%	2.4%	4.6%
standard error:	0.52%	2.20%	0.57%	0.36%	1.59%	0.56%	1.09%	0.64%	0.54%	1.45%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
no answer	78 13%	17 16%	13 13%	29 13%	14 13%	5 10%	10 9%	29 13%	13 11%	7 8%

TABLE 047 page 1

Service Offering With Greatest Opportunity for Growth Over Next Three Years

14. In your opinion, what ONE service offering at your company offers the greatest opportunity for growth over the next three years?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
general pest control: interior and exterior	213 36%	38 35%	38 39%	89 39%	31 28%	16 32%	49 44%	86 38%	34 29%	27 31%
general pest control: exterior perimeter only	63 11%	13 12%	6 6%	24 10%	12 11%	8 16%	12 11%	20 9%	14 12%	14 16%
termite control	61 10%	9 8%	11 11%	27 12%	11 10%	3 6%	16 14%	15 7%	17 15%	8 9%
mosquito control	58 10%	12 11%	8 8%	26 11%	10 9%	2 4%	12 11%	26 12%	11 9%	7 8%
rodent control	52 9%	12 11%	4 4%	12 5%	15 14%	9 18%	5 5%	19 8%	16 14%	7 8%
bed bug control	40 7%	6 6%	13 13%	12 5%	6 6%	3 6%	3 3%	21 9%	7 6%	3 3%
wildlife control	25 4%	3 3%	6 6%	9 4%	4 4%	3 6%	4 4%	10 4%	7 6%	3 3%
lawn and ornamental	20 3%	4 4%	3 3%	9 4%	4 4%	0 0%	1 1%	11 5%	3 3%	3 3%
handyman services	8 1%	2 2%	2 2%	1 0%	1 1%	2 4%	3 3%	3 1%	1 1%	1 1%
insulation	6 1%	1 1%	1 1%	3 1%	1 1%	0 0%	0 0%	1 0%	0 0%	4 5%
retail store / product sales	5 1%	1 1%	1 1%	2 1%	0 0%	1 2%	0 0%	1 0%	1 1%	1 1%
crawlspace encapsulation	3 1%	0 0%	0 0%	3 1%	0 0%	0 0%	0 0%	0 0%	1 1%	2 2%
moisture control	3 1%	0 0%	0 0%	3 1%	0 0%	0 0%	0 0%	0 0%	1 1%	2 2%
holiday / Christmas lights	2 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	0 0%	1 1%	1 1%
fumigation	1 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%
pool service	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%
electrical	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
plumbing	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

TABLE 047 page 2

Service Offering With Greatest Opportunity for Growth Over Next Three Years

14. In your opinion, what ONE service offering at your company offers the greatest opportunity for growth over the next three years?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
other	26 4%	5 5%	4 4%	5 2%	9 8%	3 6%	5 5%	12 5%	1 1%	3 3%
GENERAL PEST CONTROL	276 46%	51 47%	44 45%	113 49%	43 39%	24 48%	61 55%	106 47%	48 41%	41 47%
no answer	9 2%	3 3%	1 1%	2 1%	3 3%	0 0%	0 0%	1 0%	1 1%	0 0%

TABLE 048 page 1

Number of Full-Time Employees: Mean Summary

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

		LOCATION BY REGION					TOTAL GROSS REVENUE			
	TOTAL	North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
MEAN SUMMARY										
base: those answering* (fill-in answers)										
OWNERS:	1.6	1.6	1.6	1.8	1.5	1.3	1.4	1.7	1.5	1.9
Termite Control	0.5	0.5	0.5	0.6	0.4	0.2	0.4	0.5	0.5	0.4
General Pest Control	1.2	1.1	1.1	1.2	1.1	1.1	1.0	1.2	1.0	1.5
SUPERVISORY:	3.5	2.0	0.7	6.9	1.5	0.5	0.2	0.5	1.0	19.0
Termite Control	0.6	0.6	0.2	1.0	0.3	0.1	0.1	0.2	0.4	2.7
General Pest Control	2.9	1.4	0.5	5.9	1.2	0.5	0.1	0.3	0.7	16.3
MANAGEMENT:	1.8	2.2	0.7	2.6	1.2	0.7	0.2	0.5	1.0	8.3
Termite Control	0.5	0.8	0.2	0.8	0.2	0.0	0.1	0.2	0.3	2.2
General Pest Control	1.3	1.4	0.5	1.8	1.0	0.7	0.2	0.3	0.6	6.0
CORPORATE STAFF:	2.2	2.4	0.4	3.9	0.6	0.5	0.1	0.3	0.4	12.2
Termite Control	0.5	1.0	0.1	0.8	0.1	0.0	0.0	0.1	0.1	2.6
General Pest Control	1.6	1.4	0.3	3.1	0.5	0.5	0.0	0.1	0.2	9.6
SALES/MARKETING:	1.8	2.6	0.4	2.8	1.1	0.3	0.1	0.3	0.6	10.0
Termite Control	0.6	1.0	0.1	0.9	0.3	0.0	0.0	0.1	0.2	3.3
General Pest Control	1.2	1.5	0.3	1.9	0.8	0.3	0.1	0.1	0.4	6.7
TECHNICIANS:	22.7	25.1	4.9	38.1	10.5	7.5	0.5	2.7	6.5	125.2
Termite Control	5.9	8.9	0.9	10.1	1.2	0.5	0.2	0.6	1.5	33.1
General Pest Control	16.8	16.3	4.0	28.0	9.3	7.1	0.4	2.1	5.1	92.1
ADMINISTRATION:	5.4	3.9	1.1	10.5	1.9	1.1	0.2	0.7	1.6	29.4
Termite Control	1.0	1.6	0.3	1.6	0.3	0.2	0.1	0.2	0.4	5.1
General Pest Control	4.4	2.3	0.8	8.9	1.5	0.9	0.2	0.5	1.2	24.3
TOTAL FTEs:	39.1	39.8	9.8	66.7	18.1	12.0	2.7	6.7	12.6	206.1
Termite Control	9.7	14.4	2.4	15.9	2.7	1.0	0.8	2.0	3.4	49.6
General Pest Control	29.5	25.4	7.5	50.8	15.4	10.9	1.9	4.7	9.2	156.5

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 049 page 1

Number of Full-Time Employees: Owners

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

		LOCATION BY REGION					TOTAL GROSS REVENUE			
	TOTAL	North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
OWNERS										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	2 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 0%	0 0%	1 1%
5 - 9	9 2%	2 2%	2 2%	4 2%	1 1%	0 0%	0 0%	6 3%	1 1%	1 1%
4	26 4%	3 3%	7 7%	12 5%	4 4%	0 0%	3 3%	7 3%	7 6%	4 5%
3	15 3%	5 5%	1 1%	4 2%	3 3%	2 4%	1 1%	3 1%	4 3%	7 8%
2	184 31%	33 30%	29 30%	83 36%	30 28%	9 18%	29 26%	74 33%	37 32%	35 40%
1	261 44%	42 39%	43 44%	87 38%	55 50%	33 66%	62 56%	102 45%	50 43%	26 30%
none	35 6%	3 3%	5 5%	20 9%	7 6%	0 0%	1 1%	9 4%	12 10%	11 13%
mean:*	1.6	1.6	1.6	1.8	1.5	1.3	1.4	1.7	1.5	1.9
standard error:	0.08	0.10	0.12	0.17	0.11	0.08	0.07	0.14	0.11	0.30
median:	1	1	1	1	1	1	1	1	1	2
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 050 page 1

Number of Full-Time Employees: Owners: Termite Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
OWNERS										
TERMITE CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
5 - 9	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
4	1 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%
3	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
2	34 6%	4 4%	7 7%	18 8%	4 4%	1 2%	2 2%	13 6%	7 6%	6 7%
1	186 31%	40 37%	26 27%	89 39%	23 21%	8 16%	35 32%	80 35%	40 34%	22 25%
none	309 52%	44 40%	53 54%	104 45%	72 66%	35 70%	59 53%	108 48%	63 54%	56 64%
mean:*	0.5	0.5	0.5	0.6	0.4	0.2	0.4	0.5	0.5	0.4
standard error:	0.03	0.06	0.07	0.05	0.07	0.07	0.05	0.05	0.07	0.07
median:	0	0	0	1	0	0	0	0	0	0
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 051 page 1

Number of Full-Time Employees: Owners: General Pest Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
OWNERS										
GENERAL PEST CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	2 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	1 0%	0 0%	1 1%
5 - 9	1 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%
4	5 1%	0 0%	0 0%	2 1%	3 3%	0 0%	1 1%	1 0%	2 2%	1 1%
3	14 2%	2 2%	4 4%	5 2%	1 1%	2 4%	0 0%	5 2%	1 1%	7 8%
2	72 12%	15 14%	15 15%	23 10%	16 15%	3 6%	8 7%	18 8%	21 18%	18 21%
1	353 59%	57 52%	58 59%	135 59%	66 61%	36 72%	77 69%	148 65%	61 53%	41 47%
none	85 14%	13 12%	10 10%	45 20%	14 13%	3 6%	10 9%	28 12%	26 22%	17 20%
mean:*	1.2	1.1	1.1	1.2	1.1	1.1	1.0	1.2	1.0	1.5
standard error:	0.07	0.08	0.07	0.17	0.08	0.09	0.05	0.13	0.08	0.30
median:	1	1	1	1	1	1	1	1	1	1
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 052 page 1

Number of Full-Time Employees: Supervisory

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
SUPERVISORY										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	13 2%	2 2%	0 0%	9 4%	2 2%	0 0%	0 0%	1 0%	0 0%	12 14%
5 - 9	20 3%	5 5%	1 1%	10 4%	3 3%	1 2%	0 0%	1 0%	1 1%	16 18%
4	14 2%	3 3%	3 3%	3 1%	4 4%	1 2%	0 0%	2 1%	5 4%	6 7%
3	18 3%	7 6%	1 1%	8 3%	0 0%	2 4%	0 0%	2 1%	6 5%	10 11%
2	63 11%	14 13%	11 11%	21 9%	15 14%	2 4%	3 3%	23 10%	20 17%	15 17%
1	81 14%	14 13%	13 13%	34 15%	16 15%	4 8%	11 10%	22 10%	31 27%	13 15%
none	323 54%	43 39%	58 59%	127 55%	60 55%	34 68%	82 74%	151 67%	48 41%	13 15%
mean:*	3.5	2.0	0.7	6.9	1.5	0.5	0.2	0.5	1.0	19.0
standard error:	1.23	0.62	0.14	3.06	0.48	0.18	0.05	0.09	0.12	7.53
median:	0	1	0	0	0	0	0	0	1	3
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 053 page 1

Number of Full-Time Employees: Supervisory: Termite Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
SUPERVISORY TERMITE CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	5 1%	1 1%	0 0%	4 2%	0 0%	0 0%	0 0%	0 0%	0 0%	5 6%
5 - 9	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
4	3 1%	0 0%	1 1%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	3 3%
3	8 1%	3 3%	0 0%	3 1%	2 2%	0 0%	0 0%	0 0%	1 1%	7 8%
2	17 3%	2 2%	2 2%	9 4%	3 3%	1 2%	0 0%	6 3%	7 6%	2 2%
1	67 11%	17 16%	9 9%	27 12%	13 12%	1 2%	5 5%	23 10%	24 21%	14 16%
none	432 72%	65 60%	75 77%	167 73%	82 75%	42 84%	91 82%	173 77%	79 68%	54 62%
mean:*	0.6	0.6	0.2	1.0	0.3	0.1	0.1	0.2	0.4	2.7
standard error:	0.18	0.26	0.06	0.42	0.06	0.05	0.02	0.03	0.06	1.07
median:	0	0	0	0	0	0	0	0	0	0
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 054 page 1

Number of Full-Time Employees: Supervisory: General Pest Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
SUPERVISORY GENERAL PEST CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	13 2%	2 2%	0 0%	9 4%	2 2%	0 0%	0 0%	1 0%	0 0%	12 14%
5 - 9	11 2%	3 3%	0 0%	5 2%	2 2%	1 2%	0 0%	0 0%	0 0%	10 11%
4	7 1%	2 2%	2 2%	1 0%	2 2%	0 0%	0 0%	0 0%	2 2%	5 6%
3	11 2%	5 5%	0 0%	4 2%	0 0%	2 4%	0 0%	1 0%	1 1%	8 9%
2	31 5%	6 6%	6 6%	10 4%	7 6%	2 4%	0 0%	6 3%	10 9%	13 15%
1	118 20%	23 21%	21 21%	45 20%	24 22%	5 10%	12 11%	37 16%	44 38%	20 23%
none	341 57%	47 43%	58 59%	138 60%	63 58%	34 68%	84 76%	157 69%	54 47%	17 20%
mean:*	2.9	1.4	0.5	5.9	1.2	0.5	0.1	0.3	0.7	16.3
standard error:	1.09	0.40	0.09	2.70	0.46	0.16	0.03	0.08	0.08	6.64
median:	0	0	0	0	0	0	0	0	1	2
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 055 page 1

Number of Full-Time Employees: Management

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
MANAGEMENT										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	13 2%	1 1%	0 0%	9 4%	3 3%	0 0%	0 0%	0 0%	0 0%	13 15%
5 - 9	18 3%	7 6%	2 2%	4 2%	2 2%	3 6%	0 0%	2 1%	1 1%	12 14%
4	18 3%	6 6%	2 2%	7 3%	3 3%	0 0%	0 0%	4 2%	4 3%	9 10%
3	13 2%	3 3%	1 1%	5 2%	3 3%	1 2%	0 0%	2 1%	1 1%	9 10%
2	76 13%	11 10%	12 12%	34 15%	14 13%	5 10%	6 5%	22 10%	26 22%	22 25%
1	78 13%	10 9%	15 15%	32 14%	20 18%	1 2%	10 9%	25 11%	28 24%	10 11%
none	316 53%	50 46%	55 56%	121 53%	55 50%	34 68%	80 72%	147 65%	51 44%	10 11%
mean:*	1.8	2.2	0.7	2.6	1.2	0.7	0.2	0.5	1.0	8.3
standard error:	0.34	0.92	0.13	0.74	0.25	0.24	0.06	0.07	0.12	1.95
median:	0	0	0	0	0	0	0	0	1	3
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 056 page 1

Number of Full-Time Employees: Management: Termite Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
MANAGEMENT TERMITE CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	7 1%	1 1%	0 0%	6 3%	0 0%	0 0%	0 0%	0 0%	0 0%	7 8%
5 - 9	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
4	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
3	5 1%	3 3%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	1 1%	3 3%
2	24 4%	7 6%	3 3%	13 6%	1 1%	0 0%	0 0%	8 4%	8 7%	5 6%
1	62 10%	7 6%	10 10%	31 14%	13 12%	1 2%	5 5%	22 10%	20 17%	15 17%
none	434 73%	70 64%	74 76%	162 71%	84 77%	43 86%	91 82%	172 76%	82 71%	55 63%
mean:*	0.5	0.8	0.2	0.8	0.2	0.0	0.1	0.2	0.3	2.2
standard error:	0.14	0.46	0.05	0.29	0.06	0.02	0.02	0.03	0.06	0.85
median:	0	0	0	0	0	0	0	0	0	0
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 057 page 1

Number of Full-Time Employees: Management: General Pest Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
MANAGEMENT GENERAL PEST CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	12 2%	1 1%	0 0%	8 3%	3 3%	0 0%	0 0%	0 0%	0 0%	12 14%
5 - 9	13 2%	5 5%	0 0%	3 1%	2 2%	3 6%	0 0%	1 0%	1 1%	10 11%
4	8 1%	1 1%	2 2%	4 2%	1 1%	0 0%	0 0%	1 0%	0 0%	7 8%
3	10 2%	4 4%	1 1%	3 1%	1 1%	1 2%	0 0%	0 0%	0 0%	7 8%
2	42 7%	10 9%	5 5%	13 6%	10 9%	4 8%	1 1%	9 4%	14 12%	17 20%
1	112 19%	15 14%	24 24%	46 20%	25 23%	2 4%	15 14%	37 16%	36 31%	19 22%
none	335 56%	52 48%	55 56%	135 59%	58 53%	34 68%	80 72%	154 68%	60 52%	13 15%
mean:*	1.3	1.4	0.5	1.8	1.0	0.7	0.2	0.3	0.6	6.0
standard error:	0.22	0.48	0.09	0.50	0.23	0.23	0.04	0.05	0.08	1.26
median:	0	0	0	0	0	0	0	0	0	2
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 058 page 1

Number of Full-Time Employees: Corporate Staff

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

		LOCATION BY REGION					TOTAL GROSS REVENUE			
	TOTAL	North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
CORPORATE STAFF										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	15 3%	2 2%	1 1%	9 4%	2 2%	1 2%	0 0%	0 0%	0 0%	15 17%
5 - 9	6 1%	3 3%	1 1%	1 0%	1 1%	0 0%	0 0%	2 1%	0 0%	3 3%
4	10 2%	0 0%	1 1%	7 3%	2 2%	0 0%	0 0%	2 1%	3 3%	5 6%
3	4 1%	1 1%	0 0%	2 1%	0 0%	1 2%	0 0%	1 0%	1 1%	2 2%
2	31 5%	7 6%	3 3%	12 5%	8 7%	1 2%	1 1%	10 4%	7 6%	12 14%
1	28 5%	4 4%	2 2%	12 5%	8 7%	2 4%	3 3%	10 4%	10 9%	4 5%
none	438 73%	71 65%	79 81%	169 74%	79 72%	39 78%	92 83%	177 78%	90 78%	44 51%
mean:*	2.2	2.4	0.4	3.9	0.6	0.5	0.1	0.3	0.4	12.2
standard error:	0.76	1.82	0.19	1.75	0.16	0.35	0.03	0.07	0.08	4.64
median:	0	0	0	0	0	0	0	0	0	0
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 059 page 1

Number of Full-Time Employees: Corporate Staff: Termite Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
CORPORATE STAFF TERMITE CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	4 1%	1 1%	0 0%	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	4 5%
5 - 9	4 1%	0 0%	1 1%	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	4 5%
4	3 1%	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	2 1%	0 0%	1 1%
3	3 1%	2 2%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%
2	8 1%	1 1%	0 0%	6 3%	1 1%	0 0%	0 0%	5 2%	2 2%	1 1%
1	22 4%	5 5%	1 1%	13 6%	3 3%	0 0%	2 2%	9 4%	7 6%	4 5%
none	488 82%	78 72%	84 86%	186 81%	95 87%	44 88%	94 85%	186 82%	101 87%	70 80%
mean:*	0.5	1.0	0.1	0.8	0.1	0.0	0.0	0.1	0.1	2.6
standard error:	0.23	0.80	0.09	0.47	0.05	0.00	0.01	0.04	0.04	1.41
median:	0	0	0	0	0	0	0	0	0	0
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 060 page 1

Number of Full-Time Employees: Corporate Staff: General Pest Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
GENERAL PEST CONTROL CORPORATE STAFF										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	13 2%	2 2%	0 0%	8 3%	2 2%	1 2%	0 0%	0 0%	0 0%	13 15%
5 - 9	4 1%	0 0%	1 1%	2 1%	1 1%	0 0%	0 0%	0 0%	0 0%	4 5%
4	6 1%	1 1%	2 2%	3 1%	0 0%	0 0%	0 0%	2 1%	1 1%	3 3%
3	3 1%	2 2%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	2 2%
2	22 4%	4 4%	2 2%	9 4%	6 6%	1 2%	0 0%	5 2%	5 4%	11 13%
1	34 6%	6 6%	3 3%	12 5%	11 10%	2 4%	3 3%	12 5%	11 9%	7 8%
none	450 76%	73 67%	79 81%	178 78%	80 73%	39 78%	93 84%	183 81%	94 81%	45 52%
mean:*	1.6	1.4	0.3	3.1	0.5	0.5	0.0	0.1	0.2	9.6
standard error:	0.58	1.03	0.11	1.38	0.15	0.35	0.02	0.04	0.06	3.51
median:	0	0	0	0	0	0	0	0	0	0
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 061 page 1

Number of Full-Time Employees: Sales/Marketing

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
SALES/MARKETING										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	13 2%	2 2%	0 0%	9 4%	2 2%	0 0%	0 0%	0 0%	0 0%	13 15%
5 - 9	18 3%	5 5%	2 2%	8 3%	2 2%	1 2%	0 0%	2 1%	0 0%	16 18%
4	9 2%	2 2%	0 0%	4 2%	3 3%	0 0%	0 0%	2 1%	3 3%	4 5%
3	7 1%	2 2%	0 0%	3 1%	1 1%	1 2%	0 0%	0 0%	3 3%	3 3%
2	37 6%	7 6%	7 7%	14 6%	8 7%	1 2%	2 2%	12 5%	11 9%	9 10%
1	54 9%	9 8%	6 6%	23 10%	13 12%	3 6%	3 3%	11 5%	19 16%	19 22%
none	394 66%	61 56%	72 73%	151 66%	71 65%	38 76%	91 82%	175 77%	75 65%	21 24%
mean:*	1.8	2.6	0.4	2.8	1.1	0.3	0.1	0.3	0.6	10.0
standard error:	0.55	1.71	0.14	1.16	0.37	0.14	0.03	0.06	0.09	3.30
median:	0	0	0	0	0	0	0	0	0	2
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 062 page 1

Number of Full-Time Employees: Sales/Marketing: Termite Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
SALES/MARKETING TERMITE CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	6 1%	1 1%	0 0%	4 2%	1 1%	0 0%	0 0%	0 0%	0 0%	6 7%
5 - 9	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
4	5 1%	1 1%	2 2%	2 1%	0 0%	0 0%	0 0%	1 0%	0 0%	4 5%
3	7 1%	1 1%	0 0%	5 2%	1 1%	0 0%	0 0%	2 1%	1 1%	4 5%
2	7 1%	2 2%	0 0%	4 2%	1 1%	0 0%	0 0%	1 0%	3 3%	3 3%
1	41 7%	6 6%	4 4%	21 9%	9 8%	1 2%	2 2%	13 6%	13 11%	11 13%
none	466 78%	77 71%	81 83%	176 77%	88 81%	43 86%	94 85%	185 82%	94 81%	57 66%
mean:*	0.6	1.0	0.1	0.9	0.3	0.0	0.0	0.1	0.2	3.3
standard error:	0.25	0.85	0.07	0.51	0.16	0.02	0.01	0.03	0.05	1.53
median:	0	0	0	0	0	0	0	0	0	0
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 063 page 1

Number of Full-Time Employees: Sales/Marketing: General Pest Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
SALES/MARKETING GENERAL PEST CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	11 2%	2 2%	0 0%	7 3%	2 2%	0 0%	0 0%	0 0%	0 0%	11 13%
5 - 9	11 2%	3 3%	0 0%	6 3%	1 1%	1 2%	0 0%	0 0%	0 0%	11 13%
4	4 1%	1 1%	2 2%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	4 5%
3	10 2%	3 3%	0 0%	2 1%	4 4%	1 2%	0 0%	2 1%	1 1%	6 7%
2	16 3%	2 2%	3 3%	9 4%	2 2%	0 0%	0 0%	3 1%	6 5%	6 7%
1	73 12%	15 14%	10 10%	24 10%	20 18%	4 8%	5 5%	18 8%	25 22%	21 24%
none	407 68%	62 57%	72 73%	163 71%	71 65%	38 76%	91 82%	179 79%	79 68%	26 30%
mean:*	1.2	1.5	0.3	1.9	0.8	0.3	0.1	0.1	0.4	6.7
standard error:	0.33	0.86	0.08	0.73	0.26	0.14	0.02	0.03	0.06	1.96
median:	0	0	0	0	0	0	0	0	0	1
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 064 page 1

Number of Full-Time Employees: Technicians

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
TECHNICIANS										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	106 18%	18 17%	12 12%	47 21%	23 21%	6 12%	0 0%	8 4%	22 19%	73 84%
5 - 9	86 14%	17 16%	15 15%	32 14%	15 14%	7 14%	1 1%	16 7%	55 47%	10 11%
4	31 5%	4 4%	5 5%	14 6%	8 7%	0 0%	1 1%	11 5%	16 14%	2 2%
3	40 7%	8 7%	7 7%	18 8%	7 6%	0 0%	1 1%	27 12%	10 9%	0 0%
2	59 10%	6 6%	11 11%	27 12%	9 8%	6 12%	10 9%	44 19%	3 3%	0 0%
1	61 10%	11 10%	10 10%	24 10%	11 10%	5 10%	15 14%	38 17%	2 2%	0 0%
none	149 25%	24 22%	27 28%	50 22%	27 25%	20 40%	68 61%	58 26%	3 3%	0 0%
mean:*	22.7	25.1	4.9	38.1	10.5	7.5	0.5	2.7	6.5	125.2
standard error:	6.48	18.15	0.88	14.28	3.08	2.87	0.11	0.45	0.36	38.87
median:	2	3	2	3	3	1	0	2	6	25
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 065 page 1

Number of Full-Time Employees: Technicians: Termite Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
TECHNICIANS										
TERMITE CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	19 3%	2 2%	2 2%	12 5%	2 2%	1 2%	0 0%	0 0%	1 1%	18 21%
5 - 9	23 4%	2 2%	2 2%	16 7%	2 2%	1 2%	0 0%	5 2%	9 8%	8 9%
4	16 3%	3 3%	3 3%	7 3%	3 3%	0 0%	2 2%	3 1%	4 3%	5 6%
3	20 3%	1 1%	2 2%	14 6%	3 3%	0 0%	0 0%	7 3%	12 10%	0 0%
2	36 6%	6 6%	5 5%	17 7%	8 7%	0 0%	0 0%	17 8%	13 11%	6 7%
1	65 11%	20 18%	8 8%	33 14%	3 3%	1 2%	8 7%	31 14%	20 17%	4 5%
none	353 59%	54 50%	65 66%	113 49%	79 72%	41 82%	86 77%	139 62%	52 45%	44 51%
mean:*	5.9	8.9	0.9	10.1	1.2	0.5	0.2	0.6	1.5	33.1
standard error:	2.47	7.95	0.29	5.22	0.43	0.36	0.06	0.09	0.20	15.16
median:	0	0	0	0	0	0	0	0	1	0
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 066 page 1

Number of Full-Time Employees: Technicians: General Pest Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

		LOCATION BY REGION					TOTAL GROSS REVENUE			
	TOTAL	North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
GENERAL PEST CONTROL TECHNICIANS										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	82 14%	16 15%	9 9%	33 14%	18 17%	6 12%	0 0%	4 2%	9 8%	67 77%
5 - 9	69 12%	11 10%	12 12%	26 11%	14 13%	6 12%	0 0%	6 3%	49 42%	12 14%
4	30 5%	7 6%	5 5%	8 3%	10 9%	0 0%	1 1%	3 1%	21 18%	3 3%
3	45 8%	5 5%	10 10%	21 9%	9 8%	0 0%	0 0%	30 13%	13 11%	0 0%
2	59 10%	6 6%	11 11%	26 11%	11 10%	5 10%	5 5%	42 19%	8 7%	0 0%
1	79 13%	14 13%	12 12%	36 16%	11 10%	6 12%	20 18%	50 22%	4 3%	0 0%
none	168 28%	29 27%	28 29%	62 27%	27 25%	21 42%	70 63%	67 30%	7 6%	3 3%
mean:*	16.8	16.3	4.0	28.0	9.3	7.1	0.4	2.1	5.1	92.1
standard error:	4.26	10.24	0.73	9.67	2.88	2.83	0.07	0.43	0.29	25.25
median:	2	2	2	2	3	1	0	1	5	20
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 067 page 1

Number of Full-Time Employees: Administration

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
ADMINISTRATION										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	24 4%	4 4%	0 0%	15 7%	3 3%	2 4%	0 0%	1 0%	0 0%	22 25%
5 - 9	28 5%	6 6%	3 3%	10 4%	8 7%	1 2%	0 0%	2 1%	3 3%	22 25%
4	28 5%	5 5%	6 6%	10 4%	7 6%	0 0%	0 0%	3 1%	10 9%	11 13%
3	18 3%	2 2%	4 4%	5 2%	6 6%	1 2%	1 1%	3 1%	9 8%	5 6%
2	73 12%	13 12%	13 13%	34 15%	9 8%	4 8%	4 4%	27 12%	34 29%	6 7%
1	96 16%	14 13%	15 15%	36 16%	21 19%	10 20%	11 10%	46 20%	24 21%	10 11%
none	265 44%	44 40%	46 47%	102 45%	46 42%	26 52%	80 72%	120 53%	31 27%	9 10%
mean:*	5.4	3.9	1.1	10.5	1.9	1.1	0.2	0.7	1.6	29.4
standard error:	1.76	2.28	0.17	4.28	0.33	0.36	0.06	0.10	0.13	10.66
median:	0	0	0	1	1	0	0	0	2	5
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 068 page 1

Number of Full-Time Employees: Administration: Termite Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
ADMINISTRATION TERMITE CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	9 2%	2 2%	0 0%	6 3%	1 1%	0 0%	0 0%	0 0%	0 0%	9 10%
5 - 9	4 1%	1 1%	0 0%	2 1%	0 0%	1 2%	0 0%	0 0%	0 0%	4 5%
4	3 1%	0 0%	1 1%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	3 3%
3	5 1%	1 1%	1 1%	3 1%	0 0%	0 0%	0 0%	3 1%	0 0%	1 1%
2	27 5%	4 4%	5 5%	10 4%	7 6%	1 2%	0 0%	7 3%	9 8%	8 9%
1	62 10%	10 9%	7 7%	36 16%	8 7%	1 2%	5 5%	26 12%	24 21%	6 7%
none	422 71%	70 64%	73 74%	153 67%	84 77%	41 82%	91 82%	166 73%	78 67%	54 62%
mean:*	1.0	1.6	0.3	1.6	0.3	0.2	0.1	0.2	0.4	5.1
standard error:	0.35	1.14	0.08	0.72	0.13	0.14	0.02	0.04	0.06	2.12
median:	0	0	0	0	0	0	0	0	0	0
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 069 page 1

Number of Full-Time Employees: Administration: General Pest Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
GENERAL PEST CONTROL ADMINISTRATION										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
10 or more	19 3%	2 2%	0 0%	14 6%	2 2%	1 2%	0 0%	1 0%	0 0%	17 20%
5 - 9	21 4%	5 5%	1 1%	7 3%	6 6%	2 4%	0 0%	0 0%	2 2%	19 22%
4	10 2%	1 1%	2 2%	5 2%	2 2%	0 0%	0 0%	0 0%	2 2%	7 8%
3	27 5%	5 5%	5 5%	6 3%	10 9%	1 2%	1 1%	4 2%	10 9%	11 13%
2	45 8%	8 7%	11 11%	16 7%	8 7%	2 4%	0 0%	9 4%	24 21%	8 9%
1	124 21%	21 19%	22 22%	47 21%	23 21%	11 22%	14 13%	55 24%	37 32%	12 14%
none	286 48%	46 42%	46 47%	117 51%	49 45%	27 54%	81 73%	133 59%	36 31%	11 13%
mean:*	4.4	2.3	0.8	8.9	1.5	0.9	0.2	0.5	1.2	24.3
standard error:	1.51	1.16	0.12	3.74	0.29	0.29	0.05	0.09	0.12	9.19
median:	0	0	0	0	1	0	0	0	1	4
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 070 page 1

Number of Full-Time Employees: Total

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
TOTAL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
20 or more	104 17%	19 17%	11 11%	48 21%	20 18%	6 12%	0 0%	11 5%	18 16%	69 79%
10 - 19	93 16%	22 20%	17 17%	30 13%	19 17%	5 10%	3 3%	22 10%	52 45%	14 16%
5 - 9	97 16%	10 9%	16 16%	46 20%	21 19%	4 8%	10 9%	47 21%	35 30%	2 2%
4	49 8%	6 6%	8 8%	29 13%	3 3%	3 6%	8 7%	33 15%	4 3%	0 0%
3	36 6%	5 5%	6 6%	13 6%	7 6%	5 10%	7 6%	25 11%	1 1%	0 0%
2	73 12%	14 13%	15 15%	28 12%	10 9%	6 12%	29 26%	35 15%	0 0%	0 0%
1	80 13%	12 11%	14 14%	18 8%	20 18%	15 30%	39 35%	29 13%	1 1%	0 0%
none	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
mean:*	39.1	39.8	9.8	66.7	18.1	12.0	2.7	6.7	12.6	206.1
standard error:	10.78	25.45	1.46	24.72	4.45	3.73	0.27	0.75	0.61	64.80
median:	6	9	5	7	6	3	2	4	11	43
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 071 page 1

Number of Full-Time Employees: Total: Termite Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
TOTAL TERMITE CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
20 or more	17 3%	2 2%	2 2%	10 4%	2 2%	1 2%	0 0%	0 0%	0 0%	17 20%
10 - 19	36 6%	7 6%	4 4%	20 9%	5 5%	0 0%	0 0%	9 4%	11 9%	13 15%
5 - 9	57 10%	9 8%	7 7%	31 14%	8 7%	2 4%	4 4%	21 9%	25 22%	5 6%
4	25 4%	5 5%	1 1%	14 6%	5 5%	0 0%	1 1%	12 5%	11 9%	1 1%
3	20 3%	3 3%	1 1%	11 5%	5 5%	0 0%	0 0%	13 6%	6 5%	1 1%
2	38 6%	8 7%	9 9%	19 8%	1 1%	1 2%	9 8%	16 7%	7 6%	3 3%
1	82 14%	18 17%	16 16%	34 15%	9 8%	5 10%	25 23%	36 16%	6 5%	6 7%
none	257 43%	36 33%	47 48%	73 32%	65 60%	35 70%	57 51%	95 42%	45 39%	39 45%
mean:*	9.7	14.4	2.4	15.9	2.7	1.0	0.8	2.0	3.4	49.6
standard error:	3.53	11.45	0.58	7.47	0.75	0.58	0.15	0.23	0.38	21.70
median:	1	1	0	1	0	0	0	1	2	1
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 072 page 1

Number of Full-Time Employees: Total: General Pest Control

15. For each of the following categories, how many full-time employees (FTEs) are currently employed by your company for its termite/general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
TOTAL GENERAL PEST CONTROL										
base: all respondents (fill-in answers)	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
20 or more	69 12%	12 11%	6 6%	28 12%	17 16%	6 12%	0 0%	3 1%	5 4%	59 68%
10 - 19	83 14%	15 14%	16 16%	30 13%	18 17%	4 8%	0 0%	16 7%	43 37%	20 23%
5 - 9	95 16%	19 17%	19 19%	35 15%	19 17%	3 6%	10 9%	33 15%	45 39%	3 3%
4	35 6%	4 4%	4 4%	18 8%	5 5%	4 8%	3 3%	24 11%	5 4%	0 0%
3	48 8%	5 5%	9 9%	21 9%	8 7%	5 10%	6 5%	36 16%	4 3%	0 0%
2	63 11%	7 6%	10 10%	33 14%	10 9%	3 6%	19 17%	33 15%	4 3%	1 1%
1	112 19%	19 17%	19 19%	37 16%	20 18%	16 32%	49 44%	47 21%	1 1%	0 0%
none	27 5%	7 6%	4 4%	10 4%	3 3%	3 6%	9 8%	10 4%	4 3%	2 2%
mean:*	29.5	25.4	7.5	50.8	15.4	10.9	1.9	4.7	9.2	156.5
standard error:	7.69	14.08	1.07	18.18	4.11	3.67	0.19	0.68	0.47	45.87
median:	4	5	4	4	6	3	1	3	9	32
no answer	64 11%	21 19%	11 11%	17 7%	9 8%	6 12%	15 14%	24 11%	5 4%	2 2%

*At this question, Readex received responses from two companies that were outside the standard distribution of all other data received. These responses were retained, but the numeric values were reduced. By reducing the values, it keeps visibility on two companies having higher employee counts but brings stability to the mean and standard error calculations. This action was agreed upon by PCT and NPMA.

TABLE 073 page 1

Change in General Pest Control Profitability

16. Compared with the prior year, was your company's general pest control business more profitable, equally profitable, or less profitable in its most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: those whose company currently employs at least one general pest control FTE	505 100%	81 100%	83 100%	202 100%	97 100%	41 100%	87 100%	192 100%	107 100%	83 100%
more profitable	283 56%	41 51%	53 64%	106 52%	55 57%	28 68%	45 52%	107 56%	70 65%	44 53%
equally profitable	167 33%	27 33%	25 30%	75 37%	30 31%	9 22%	29 33%	69 36%	30 28%	27 33%
less profitable	54 11%	13 16%	4 5%	21 10%	12 12%	4 10%	13 15%	15 8%	7 7%	12 14%
no answer	1 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%

TABLE 074 page 1

General Pest Control Gross Revenue Growth Rate

17. Approximately what was your company's gross revenue growth rate during its most recently completed fiscal year for its general pest control business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: those whose company currently employs at least one general pest control FTE	505 100%	81 100%	83 100%	202 100%	97 100%	41 100%	87 100%	192 100%	107 100%	83 100%
100% or more	24 5%	4 5%	1 1%	9 4%	7 7%	3 7%	10 11%	7 4%	3 3%	2 2%
75% - 99%	18 4%	3 4%	2 2%	7 3%	4 4%	1 2%	6 7%	8 4%	2 2%	1 1%
50% - 74%	50 10%	10 12%	12 14%	16 8%	8 8%	4 10%	5 6%	23 12%	11 10%	8 10%
25% - 49%	71 14%	10 12%	11 13%	34 17%	9 9%	7 17%	8 9%	27 14%	23 21%	10 12%
20% - 24%	49 10%	11 14%	4 5%	21 10%	10 10%	3 7%	8 9%	24 13%	6 6%	6 7%
15% - 19%	57 11%	2 2%	11 13%	26 13%	12 12%	6 15%	8 9%	18 9%	16 15%	9 11%
10% - 14%	76 15%	11 14%	13 16%	28 14%	15 15%	9 22%	15 17%	27 14%	15 14%	18 22%
5% - 9%	86 17%	12 15%	16 19%	35 17%	16 16%	7 17%	12 14%	32 17%	19 18%	19 23%
1% - 4%	30 6%	5 6%	6 7%	10 5%	8 8%	1 2%	5 6%	11 6%	6 6%	7 8%
less than 1%	10 2%	7 9%	0 0%	0 0%	3 3%	0 0%	3 3%	3 2%	2 2%	1 1%
none	19 4%	4 5%	4 5%	9 4%	2 2%	0 0%	5 6%	6 3%	0 0%	1 1%
mean:	27.7%	27.7%	25.3%	27.5%	28.2%	30.3%	32.4%	28.6%	27.1%	22.5%
standard error:	1.22%	3.22%	2.67%	1.87%	3.05%	4.33%	3.69%	1.95%	2.32%	2.49%
median:	17%	15%	15%	18%	16%	18%	16%	19%	18%	14%
negative growth	12 2%	2 2%	3 4%	5 2%	2 2%	0 0%	2 2%	5 3%	4 4%	0 0%
no answer	3 1%	0 0%	0 0%	2 1%	1 1%	0 0%	0 0%	1 1%	0 0%	1 1%

TABLE 075 page 1

Termite Business Change in Profitability

18. Compared with the prior year, was your company's termite business more profitable, equally profitable, or less profitable in its most recently completed fiscal year?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: those whose company currently employs at least one termite control FTE	275 100%	52 100%	40 100%	139 100%	35 100%	9 100%	39 100%	107 100%	66 100%	46 100%
more profitable	89 32%	9 17%	14 35%	53 38%	13 37%	0 0%	9 23%	33 31%	30 45%	14 30%
equally profitable	124 45%	24 46%	19 48%	63 45%	11 31%	7 78%	19 49%	45 42%	30 45%	21 46%
less profitable	52 19%	15 29%	6 15%	21 15%	9 26%	1 11%	10 26%	23 21%	5 8%	10 22%
no answer	10 4%	4 8%	1 3%	2 1%	2 6%	1 11%	1 3%	6 6%	1 2%	1 2%

TABLE 076 page 1

Termite Business Gross Revenue Growth Rate

19. Approximately what was your company's gross revenue growth rate during its most recently completed fiscal year for its termite business?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: those whose company currently employs at least one termite control FTE	275 100%	52 100%	40 100%	139 100%	35 100%	9 100%	39 100%	107 100%	66 100%	46 100%
100% or more	10 4%	1 2%	0 0%	8 6%	1 3%	0 0%	4 10%	4 4%	2 3%	0 0%
75% - 99%	9 3%	0 0%	1 3%	5 4%	3 9%	0 0%	0 0%	6 6%	2 3%	1 2%
50% - 74%	14 5%	0 0%	1 3%	7 5%	6 17%	0 0%	0 0%	4 4%	7 11%	2 4%
25% - 49%	18 7%	3 6%	3 8%	10 7%	2 6%	0 0%	3 8%	6 6%	4 6%	4 9%
20% - 24%	28 10%	7 13%	5 13%	14 10%	2 6%	0 0%	3 8%	13 12%	6 9%	6 13%
15% - 19%	22 8%	3 6%	2 5%	14 10%	2 6%	1 11%	2 5%	6 6%	9 14%	2 4%
10% - 14%	39 14%	6 12%	4 10%	20 14%	8 23%	1 11%	3 8%	15 14%	12 18%	5 11%
5% - 9%	42 15%	10 19%	9 23%	20 14%	3 9%	0 0%	3 8%	16 15%	9 14%	12 26%
1% - 4%	30 11%	5 10%	6 15%	15 11%	2 6%	2 22%	6 15%	11 10%	6 9%	6 13%
less than 1%	8 3%	2 4%	1 3%	4 3%	1 3%	0 0%	1 3%	4 4%	2 3%	1 2%
none	32 12%	6 12%	4 10%	15 11%	2 6%	5 56%	10 26%	12 11%	5 8%	2 4%
mean:	20.8%	13.7%	15.2%	23.2%	31.9%	4.0%	19.8%	22.1%	23.3%	17.2%
standard error:	1.64%	2.60%	3.06%	2.46%	5.47%	2.16%	5.29%	2.83%	3.22%	2.94%
median:	12%	9%	9%	13%	15%	0%	5%	12%	14%	10%
negative growth	19 7%	7 13%	4 10%	7 5%	1 3%	0 0%	4 10%	8 7%	2 3%	3 7%
no answer	4 1%	2 4%	0 0%	0 0%	2 6%	0 0%	0 0%	2 2%	0 0%	2 4%

TABLE 077 page 1

Total Gross Revenue

20. What was your company's total gross revenue in its most recently completed fiscal year?

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North- east	Mid- west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
\$10M or more	27 5%	3 3%	1 1%	17 7%	5 5%	1 2%	0 0%	0 0%	0 0%	27 31%
\$2M - \$9,999,999	60 10%	15 14%	6 6%	19 8%	15 14%	5 10%	0 0%	0 0%	0 0%	60 69%
\$1M - \$1,999,999	59 10%	8 7%	13 13%	24 10%	10 9%	4 8%	0 0%	0 0%	59 51%	0 0%
\$500,000 - \$999,999	57 10%	10 9%	6 6%	24 10%	14 13%	3 6%	0 0%	0 0%	57 49%	0 0%
\$250,000 - \$499,999	89 15%	15 14%	13 13%	39 17%	17 16%	5 10%	0 0%	89 39%	0 0%	0 0%
\$100,000 - \$249,999	137 23%	24 22%	25 26%	46 20%	26 24%	16 32%	0 0%	137 61%	0 0%	0 0%
\$50,000 - \$99,999	62 10%	12 11%	13 13%	25 11%	6 6%	6 12%	62 56%	0 0%	0 0%	0 0%
less than \$50,000	49 8%	4 4%	13 13%	20 9%	8 7%	4 8%	49 44%	0 0%	0 0%	0 0%
mean (millions):	\$1.53	\$1.65	\$0.90	\$1.70	\$1.76	\$1.22	\$0.06	\$0.25	\$1.13	\$7.24
standard error:	\$0.11	\$0.27	\$0.19	\$0.20	\$0.27	\$0.35	\$0.00	\$0.01	\$0.03	\$0.20
median:	\$0.31	\$0.34	\$0.22	\$0.35	\$0.41	\$0.21	\$0.05	\$0.22	\$1.01	\$7.83
prefer not to answer	47 8%	16 15%	7 7%	13 6%	5 5%	5 10%	0 0%	0 0%	0 0%	0 0%
no answer	9 2%	2 2%	1 1%	2 1%	3 3%	1 2%	0 0%	0 0%	0 0%	0 0%

TABLE 078 page 1

Average Gross Revenue Per Technician

21. What was your average gross revenue per technician in the most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
\$275,000 or more	20 3%	5 5%	4 4%	6 3%	4 4%	1 2%	0 0%	3 1%	9 8%	8 9%
\$250,000 - \$274,999	20 3%	4 4%	0 0%	6 3%	6 6%	4 8%	0 0%	1 0%	4 3%	15 17%
\$225,000 - \$249,999	27 5%	4 4%	3 3%	13 6%	5 5%	2 4%	1 1%	5 2%	6 5%	15 17%
\$200,000 - \$224,999	34 6%	6 6%	4 4%	13 6%	7 6%	4 8%	0 0%	13 6%	10 9%	11 13%
\$175,000 - \$199,999	47 8%	5 5%	10 10%	17 7%	10 9%	5 10%	1 1%	10 4%	20 17%	15 17%
\$150,000 - \$174,999	39 7%	7 6%	4 4%	16 7%	9 8%	3 6%	0 0%	17 8%	17 15%	5 6%
\$125,000 - \$149,999	43 7%	12 11%	5 5%	15 7%	9 8%	2 4%	0 0%	28 12%	11 9%	4 5%
\$100,000 - \$124,999	55 9%	7 6%	14 14%	15 7%	14 13%	5 10%	1 1%	37 16%	14 12%	3 3%
\$75,000 - \$99,999	37 6%	5 5%	5 5%	18 8%	4 4%	5 10%	10 9%	20 9%	6 5%	1 1%
\$50,000 - \$74,999	65 11%	9 8%	12 12%	32 14%	7 6%	5 10%	22 20%	33 15%	6 5%	2 2%
less than \$50,000	72 12%	9 8%	16 16%	34 15%	8 7%	5 10%	45 41%	21 9%	2 2%	2 2%
mean (thousands):	\$136	\$145	\$123	\$129	\$153	\$144	\$63	\$120	\$168	\$208
standard error:	\$3.33	\$8.50	\$7.73	\$5.27	\$7.56	\$11.54	\$3.13	\$4.11	\$5.92	\$6.39
median:	\$125	\$139	\$110	\$114	\$150	\$125	\$50	\$114	\$170	\$220
prefer not to answer	116 19%	31 28%	19 19%	37 16%	20 18%	8 16%	27 24%	35 15%	9 8%	4 5%
no answer	21 4%	5 5%	2 2%	7 3%	6 6%	1 2%	4 4%	3 1%	2 2%	2 2%

TABLE 079 page 1

Overall Gross Revenue Growth Rate

22. What was your company's overall gross revenue growth rate in its most recently completed fiscal year compared to the previous fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
100% or more	15 3%	2 2%	2 2%	5 2%	5 5%	1 2%	5 5%	5 2%	3 3%	0 0%
75% - 99%	12 2%	2 2%	1 1%	6 3%	3 3%	0 0%	3 3%	6 3%	2 2%	1 1%
50% - 74%	24 4%	2 2%	7 7%	7 3%	7 6%	1 2%	7 6%	12 5%	4 3%	1 1%
25% - 49%	53 9%	11 10%	10 10%	21 9%	8 7%	3 6%	3 3%	21 9%	18 16%	9 10%
20% - 24%	54 9%	12 11%	7 7%	21 9%	9 8%	5 10%	5 5%	29 13%	11 9%	8 9%
15% - 19%	55 9%	5 5%	5 5%	31 14%	9 8%	5 10%	2 2%	22 10%	16 14%	12 14%
10% - 14%	96 16%	15 14%	14 14%	39 17%	17 16%	11 22%	18 16%	30 13%	24 21%	21 24%
5% - 9%	94 16%	20 18%	18 18%	34 15%	16 15%	6 12%	15 14%	42 19%	19 16%	17 20%
1% - 4%	67 11%	11 10%	14 14%	23 10%	10 9%	9 18%	16 14%	32 14%	8 7%	10 11%
less than 1%	18 3%	5 5%	2 2%	7 3%	4 4%	0 0%	9 8%	7 3%	2 2%	0 0%
0%	21 4%	2 2%	4 4%	9 4%	5 5%	1 2%	10 9%	6 3%	3 3%	1 1%
mean:	20.3%	18.9%	20.2%	20.1%	23.9%	16.3%	19.9%	20.7%	21.8%	16.2%
standard error:	1.01%	2.28%	2.49%	1.55%	2.85%	2.77%	2.95%	1.57%	2.03%	1.55%
median:	13%	12%	11%	14%	13%	12%	9%	13%	15%	13%
growth rate was negative	21 4%	3 3%	5 5%	7 3%	4 4%	2 4%	9 8%	4 2%	4 3%	2 2%
prefer not to answer	47 8%	15 14%	7 7%	14 6%	5 5%	5 10%	5 5%	7 3%	0 0%	3 3%
no answer	19 3%	4 4%	2 2%	5 2%	7 6%	1 2%	4 4%	3 1%	2 2%	2 2%

TABLE 080 page 1

Overall Profit Margin

23. What was your company's overall profit margin in its most recently completed fiscal year?

	TOTAL	LOCATION BY REGION					TOTAL GROSS REVENUE			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
30% or more	94 16%	12 11%	17 17%	29 13%	28 26%	8 16%	19 17%	46 20%	21 18%	7 8%
25% - 29%	51 9%	5 5%	6 6%	23 10%	12 11%	5 10%	9 8%	24 11%	7 6%	8 9%
20% - 24%	82 14%	13 12%	15 15%	34 15%	13 12%	7 14%	12 11%	38 17%	17 15%	13 15%
15% - 19%	69 12%	11 10%	13 13%	23 10%	14 13%	8 16%	6 5%	28 12%	21 18%	13 15%
10% - 14%	74 12%	17 16%	11 11%	30 13%	13 12%	3 6%	12 11%	21 9%	23 20%	18 21%
5% - 9%	63 11%	10 9%	9 9%	31 14%	6 6%	7 14%	12 11%	23 10%	13 11%	13 15%
1% - 4%	42 7%	10 9%	7 7%	19 8%	2 2%	4 8%	12 11%	18 8%	5 4%	5 6%
less than 1%	7 1%	1 1%	1 1%	2 1%	3 3%	0 0%	3 3%	2 1%	1 1%	1 1%
0%	11 2%	1 1%	2 2%	5 2%	2 2%	1 2%	6 5%	1 0%	1 1%	1 1%
mean:	17.9%	16.3%	18.1%	17.0%	20.7%	18.1%	16.2%	19.3%	18.1%	16.3%
standard error:	0.43%	1.03%	1.05%	0.68%	0.95%	1.46%	1.14%	0.66%	0.82%	0.95%
median:	19%	15%	19%	17%	22%	19%	15%	21%	18%	15%
profit margin was negative	12 2%	2 2%	0 0%	6 3%	2 2%	2 4%	4 4%	4 2%	1 1%	2 2%
prefer not to answer	74 12%	23 21%	13 13%	24 10%	9 8%	4 8%	15 14%	17 8%	4 3%	4 5%
no answer	17 3%	4 4%	4 4%	3 1%	5 5%	1 2%	1 1%	4 2%	2 2%	2 2%

NPMA and PCT

2023 Business Profile Survey

TABLE 081 page 1

Geographic Distribution [List Data]

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
NORTHEAST:										
New England (CT, MA, ME, NH, RI, VT)	41 7%	41 38%	0 0%	0 0%	0 0%	0 0%	2 2%	14 6%	8 7%	12 14%
Middle Atlantic (NJ, NY, PA)	68 11%	68 62%	0 0%	0 0%	0 0%	0 0%	14 13%	25 11%	10 9%	6 7%
MIDWEST:										
East North Central (IL, IN, MI, OH, WI)	64 11%	0 0%	64 65%	0 0%	0 0%	0 0%	18 16%	26 12%	10 9%	5 6%
West North Central (IA, KS, MN, MO, NE, ND, SD)	34 6%	0 0%	34 35%	0 0%	0 0%	0 0%	8 7%	12 5%	9 8%	2 2%
SOUTH:										
South Atlantic (DC, DE, FL, GA, MD, NC, PR/VI, SC, VA, WV)	125 21%	0 0%	0 0%	125 55%	0 0%	0 0%	26 23%	49 22%	21 18%	20 23%
East South Central (AL, KY, MS, TN)	29 5%	0 0%	0 0%	29 13%	0 0%	0 0%	4 4%	13 6%	6 5%	5 6%
West South Central (AR, LA, OK, TX)	75 13%	0 0%	0 0%	75 33%	0 0%	0 0%	15 14%	23 10%	21 18%	11 13%
WEST:										
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	43 7%	0 0%	0 0%	0 0%	43 39%	0 0%	8 7%	19 8%	9 8%	6 7%
Pacific (AK, CA, HI, OR, WA)	66 11%	0 0%	0 0%	0 0%	66 61%	0 0%	6 5%	24 11%	15 13%	14 16%
CANADA										
Atlantic Canada (NB, NL, NS, PE)	1 0%	0 0%	0 0%	0 0%	0 0%	1 2%	1 1%	0 0%	0 0%	0 0%
Central Canada (ON, QC)	27 5%	0 0%	0 0%	0 0%	0 0%	27 54%	7 6%	14 6%	3 3%	2 2%
Western Canada (AB, BC, MB, SK)	22 4%	0 0%	0 0%	0 0%	0 0%	22 44%	2 2%	7 3%	4 3%	4 5%
unknown	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

NPMA and PCT

2023 Business Profile Survey

TABLE 082 page 1

NPMA/PCT Status [List Data]

	TOTAL	-----LOCATION BY REGION-----					-----TOTAL GROSS REVENUE-----			
		North-east	Mid-west	South	West	Canada	<\$100K	\$100K - \$499K	\$500K - \$1.99M	\$2M+
base: all respondents	596 100%	109 100%	98 100%	229 100%	109 100%	50 100%	111 100%	226 100%	116 100%	87 100%
PCT	315 53%	56 51%	55 56%	132 58%	57 52%	15 30%	72 65%	124 55%	46 40%	40 46%
NPMA	281 47%	53 49%	43 44%	97 42%	52 48%	35 70%	39 35%	102 45%	70 60%	47 54%