

Tornado survey release

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Chicago, IL – More than half (54 percent) of the facility service providers (FSPs) who responded to a recent “social media” survey report that the current economy has had “no change whatsoever” on the demand for floorcare maintenance services.

The survey was posted by and conducted by Tornado Industries, manufacturers of professional cleaning equipment.

The company, which conducts e-polls on a regular basis, normally invites cleaning professionals to take the survey via e-mail invitations.

This time, however, invitations and links to the survey were posted on a variety of industry-related social media Web sites as well as Twitter, LinkedIn and Facebook.

The survey found that virtually all — 96 percent — of the respondents own their own floor machines.

As to specific types:

- Thirty-nine percent own conventional “buffer-type” machines
- Thirty-six percent own automatic scrubbers
- The remaining 25 percent use walk-behind, ride-on, or multitasking machines.

The FSPs were also asked to describe where they use the equipment. The following were the most common answers:

- Industrial locations, 27 percent
- Schools and universities, 24 percent
- Large offices, 22 percent
- Small offices, 20 percent.

Of those who have purchased a floor machine in the past year, the key reasons for their selection were:

- The right features, 35 percent
- Trusted brand, 20 percent
- Best price, 15 percent
- Recommended by the distributor, 15 percent
- Easiest to use, about 15 percent.

Of those who have purchased a floor machine in the past year, equipment features that are most appreciated include:

- Easy to use, 36 percent
- Great results, 32 percent
- Few maintenance problems, 21 percent.

“We also asked what their biggest challenge was to actually performing floorcare maintenance,” says Jolynn Kennedy, marketing manager for Tornado. “Interestingly, almost 60 percent said it was dealing with obstructions in the work area. As a manufacturer, this tells us a lot about where we must focus our design efforts.”