

2014

Business Profile Survey



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### PURPOSE AND METHOD

Through the use of an online survey representing select National Pest Management Association (NPMA) members and select *Pest Control Technology* (PCT) subscribers, the purpose of this research project was to update the 2009 Business Development Survey.

The survey sample of 8,889 was selected in systematic, stratified fashion by NPMA, GIE Media Inc., and Readex Research from the following populations:

- Entire list of emailable NPMA members at unique company locations and with title classifications of “owner” or “operator.”
- Random sample of emailable PCT subscribers 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.

The sample was stratified by list origin to optimize statistical precision for anticipated segment-level analyses. Responses have been weighted in tabulation to accurately reflect true population proportions.

Data was collected from November 11 to 24, 2014. The survey was closed for tabulation with 573 usable responses—a 6.4% 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 573 usable responses is  $\pm 4.0$  percentage points at the 95% confidence level. The margin of error for percentages based on smaller sample sizes will be larger.

*(Please refer to the Appendix for details of the survey method.)*

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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### DATA TABLES

#### Data Interpretation

In addition to percentages, three 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.

### DATA TABLES

#### Data Interpretation

Tables may have **statistical significance testing** enabled, comparing means and proportions between selected columns. Z-scores for differences are calculated where both tabulation bases are  $\geq 30$ , assuming the statistics are derived from sufficiently large unweighted probability samples drawn from much larger independent populations. Differences found significant at the 95% confidence level are reported by appearance of one or more letters under the result, indicating from which tested column(s) to the left that statistic differs (if any).

When assumptions are met, significance testing accounts for the effect of sampling error on comparisons; if all assumptions are not met, the reader is advised to use test results cautiously. If results have been unit weighted, the statistical testing should be viewed only as a general guideline to highlighting potential differences. Effects of other potential sources of imprecision (nonresponse bias, item reliability, respondent error, etc.) are not similarly quantifiable, and may be of greater magnitude than sampling error.

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 000 page 1

### Key to Tables

	TOTAL	----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573	33	42	47	40	138	159	134	116	83	78	65	35	22
margin of error at 95% confidence (percentage points):	±4.0	±15.6	±13.4	±13.6	±14.7	±8.3	±7.7	±8.5	±9.0	±10.3	±10.7	±11.6	±16.3	*

\*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
TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE	those indicating their company's approximate revenue in its most recently completed fiscal year for its termite/general pest control business as:
\$2M+	\$2 million or more
\$1M - \$1.9M	\$1 - \$1.9 million
\$500k - \$999k	\$500,000 - \$999,999
\$300k - \$499k	\$300,000 - \$499,999
\$100k - \$299k	\$100,000 - \$299,999
\$0 - \$99k	\$0 - \$99,999
REGION OF OPERATION	those indicating their company operates in the following U.S. region only:
Southeast	Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)
Great Lakes & Plains	Great Lakes & Plains (IL, IN, IA, KS, MA, MN, MO, NE, ND, OH, SD, WI)
Mid-east	Mid-east (DE, DC, MD, NJ, NY, PA)
Southwest	Southwest (AZ, NM, OK, TX)
Far West	Far West (AK, CA, HI, NV, OR, WA)
New England	New England (CT, ME, MA, NH, RI, VT)
Rocky Mountain	Rocky Mountain (CO, ID, MT, UT, WY)

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 001 page 1

### Proportion Who Are Members of NPMA

1. Are you a member of the National Pest Management Association (NPMA)?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
yes	314 55%	27 84%	38 92%	31 66% c	22 55% bc	65 47% bcd	69 43% bcd	60 45%	58 50%	47 57%	38 48%	41 64% h	21 59%	15 67%
no	251 44%	5 16%	3 8%	15 31% c	17 44% bc	74 53% bcd	89 56% bcd	72 54%	55 47%	34 41%	41 52%	23 36% h	13 37%	7 33%
no answer	8 1%	0 0%	0 0%	1 3%	1 2%	0 0% d	1 1%	2 2%	3 2%	1 2%	0 0%	0 0%	1 4%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 002 page 1

### Organization of Company

2. How is your company organized?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
corporation (S Corp, C Corp)	360 63%	28 87%	40 96%	43 92%	31 79%	83 60%	59 37%	97 73%	61 53%	51 62%	43 55%	46 71%	16 47%	11 50%
proprietorship	126 22%	2 6%	0 0%	1 2%	4 9%	31 23%	58 36%	16 12%	34 29%	19 23%	19 24%	12 19%	15 42%	7 31%
partnership	17 3%	0 0%	0 0%	1 3%	1 2%	7 5%	4 3%	2 2%	8 7%	2 3%	1 2%	1 1%	1 4%	0 0%
other	64 11%	2 6%	2 4%	2 3%	4 10%	15 11%	34 21%	15 12%	14 12%	9 10%	13 16%	5 9%	3 7%	4 19%
no answer	6 1%	0 0%	0 0%	0 0%	0 0%	1 1%	4 3%	3 2%	0 0%	1 2%	2 2%	0 0%	0 0%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 003 page 1

### Number of States Doing Business In

3. In how many states do you do business?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
11 or more	11 2%	2 5%	1 3%	0 0%	0 0%	1 1%	2 1%	1 1%	0 0%	0 0%	1 1%	1 1%	1 4% i	0 0%
2 - 10	137 24%	16 50%	17 41%	18 37%	11 28%	21 15% bcd	24 15% bcde	34 25%	31 27%	26 32%	5 7% hij	4 6% hij	8 23% kl	6 28%
1	419 73%	15 45%	22 54%	29 63%	27 68% b	115 83% bcde	134 84% bcde	98 74%	83 72%	55 67%	72 92% hij	60 93% hij	26 73% kl	16 72%
mean:	2.4	4.0	3.4	2.9	2.5 b	1.8 bcd	1.9 bcd	2.4	2.4	2.6	1.4 hij	1.4 hij	2.5 kl	2.4
standard error:	0.10	0.49	0.39	0.34	0.36	0.17	0.17	0.20	0.21	0.25	0.19	0.21	0.46	0.49
median:	1	3	1	1	1	1	1	1	1	1	1	1	1	1
no answer	6 1%	0 0%	1 2%	0 0%	2 4%	1 1%	0 0% e	0 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 004 page 1

### Regions of Operation: Multiple

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents (multiple answers)	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
Southeast: AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV	153 27%	10 32%	8 20%	16 35%	15 37%	35 25%	33 21%	134 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Great Lakes & Plains: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	130 23%	5 17%	5 11%	8 17%	8 20%	30 21%	48 30%	0 0%	116 100%	0 0%	0 0%	0 0%	0 0%	0 0%
Mideast: DE, DC, MD, NJ, NY, PA	95 17%	8 24%	6 14%	6 12%	4 11%	22 16%	26 16%	0 0%	0 0%	83 100%	0 0%	0 0%	0 0%	0 0%
Southwest: AZ, NM, OK, TX	89 16%	2 7%	5 13%	8 17%	8 20%	24 18%	29 18%	0 0%	0 0%	0 0%	78 100%	0 0%	0 0%	0 0%
Far West: AK, CA, HI, NV, OR, WA	73 13%	8 26%	9 22%	7 15%	1 2%	20 15%	13 8%	0 0%	0 0%	0 0%	0 0%	65 100%	0 0%	0 0%
New England: CT, ME, MA, NH, RI, VT	43 8%	2 6%	6 14%	2 5%	2 5%	10 7%	7 4%	0 0%	0 0%	0 0%	0 0%	0 0%	35 100%	0 0%
Rocky Mountain: CO, ID, MT, UT, WY	32 6%	2 7%	4 9%	2 3%	0 0%	8 6%	7 5%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	22 100%
indicated at least one	561 98%	33 100%	41 98%	46 98%	37 94%	136 98%	157 99%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	12 2%	0 0%	1 2%	1 2%	2 6%	2 2%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 005 page 1

Region of Operation: Single

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
Southeast: AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV	134 23%	7 22%	7 16%	14 30%	14 35%	32 23%	32 20% e	134 100%	0 0% h	0 0% h	0 0% h	0 0% h	0 0% h	0 0% h
Great Lakes & Plains: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI	116 20%	3 10%	4 9%	7 16%	7 18%	26 19%	47 29% bcf	0 0%	116 100% h	0 0% i	0 0% i	0 0% i	0 0% i	0 0%
Mideast: DE, DC, MD, NJ, NY, PA	83 14%	6 19%	6 14%	4 9%	4 11%	20 14%	25 16%	0 0%	0 0%	83 100% hi	0 0% j	0 0% j	0 0% j	0 0%
Southwest: AZ, NM, OK, TX	78 14%	2 5%	4 9%	7 15%	8 20%	20 15%	28 17%	0 0%	0 0%	0 0%	78 100% hij	0 0% k	0 0% k	0 0%
Far West: AK, CA, HI, NV, OR, WA	65 11%	8 23%	9 22%	7 15%	1 2% bcd	18 13% e	12 8% bc	0 0%	0 0%	0 0%	0 0%	65 100% hijk	0 0% l	0 0%
New England: CT, ME, MA, NH, RI, VT	35 6%	1 4%	6 14%	2 5%	2 5%	8 6%	6 4% c	0 0%	0 0%	0 0%	0 0%	0 0%	35 100% hijkl	0 0%
Rocky Mountain: CO, ID, MT, UT, WY	22 4%	1 2%	3 7%	1 2%	0 0%	6 5%	6 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	22 100%
answered multiple	28 5%	5 14%	2 6%	3 6%	1 2% b	5 4% b	2 1% b	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
no answer	12 2%	0 0%	1 2%	1 2%	2 6%	2 2%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 006 page 1

### Number of Branch Offices

5. How many branch offices does your company have?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
20 or more	2 0%	1 2%	0 0%	0 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
15 - 19	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
10 - 14	3 1%	2 5%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
5 - 9	7 1%	5 14%	1 2%	0 0%	0 0%	0 0%	0 0%	2 2%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%
2 - 4	54 9%	9 27%	7 16%	7 16%	4 11%	4 3%	7 4%	14 10%	2 2%	8 9%	9 11%	5 7%	3 8%	0 0%
1	502 88%	17 51%	34 82%	38 82%	36 89%	134 97%	150 94%	116 87%	112 96%	73 88%	70 89%	58 89%	32 92%	22 100%
mean:	1.4	3.4	1.4	1.3	1.2	1.1	1.2	1.5	1.1	1.2	1.2	1.6	1.2	1.0
standard error:	0.08	0.67	0.15	0.11	0.09	0.03	0.13	0.19	0.06	0.06	0.07	0.34	0.10	0.00
median:	1	1	1	1	1	1	1	1	1	1	1	1	1	1
no answer	5 1%	0 0%	0 0%	1 3%	0 0%	0 0%	1 1%	0 0%	1 1%	2 3%	0 0%	0 0%	0 0%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 007 page 1

**Percentage of Revenue: Mean Summary**

6. In your company's most recently completed fiscal year, what percent of its total gross revenue came from each area?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>MEAN SUMMARY</b>														
base: those answering (fill-in answers)														
general pest control (including mosquito control, bed bug control, rodents, etc.)	71.4%	72.0%	73.6%	66.6%	73.0%	75.4%	82.5%	66.5%	76.1%	78.7%	73.7%	63.0%	69.0%	71.4%
termite control	15.3%	17.5%	17.5%	26.4%	19.9%	17.4%	11.8%	22.0%	10.9%	10.1%	18.1%	24.0%	7.9%	2.0%
other ancillary services (wildlife control, fumigation, lawn & ornamental, handyman services, deck/pool cleaning, insulation, Christmas lights, etc.)	13.3%	10.5%	8.9%	7.0%	7.1%	7.2%	5.7%	11.4%	13.0%	11.1%	8.2%	13.0%	23.1%	26.6%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 008 page 1

### Percentage of Revenue: Termite Control

6. In your company's most recently completed fiscal year, what percent of its total gross revenue came from each area?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
TERMITE CONTROL														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents (fill-in answers)	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
100%	4 1%	1 2%	0 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	4 6% hijk	0 0%	0 0%
75% - 99%	16 3%	1 2%	2 4%	4 9%	0 0%	7 5%	1 1% df	5 4%	1 1%	0 0%	2 3%	8 12% hijk	0 0% l	0 0%
50% - 74%	28 5%	2 5%	2 4%	2 4%	5 13%	5 4% e	9 6%	12 9%	4 3%	1 2% h	5 6%	3 4%	1 4%	0 0%
25% - 49%	105 18%	5 15%	7 17%	16 34%	10 26%	35 25%	19 12% def	42 32%	17 14% h	11 13% h	16 21%	8 13% h	3 8% h	1 6%
20% - 24%	47 8%	4 14%	7 16%	6 12%	4 10%	12 8%	10 7% c	15 12%	6 5%	10 12%	10 13% i	1 1% hjk	2 6%	0 0%
15% - 19%	28 5%	2 7%	3 7%	3 7%	1 3%	6 4%	8 5%	8 6%	7 6%	5 7%	5 7%	1 1%	1 2%	0 0%
10% - 14%	42 7%	2 5%	3 7%	3 7%	5 13%	9 7%	15 10%	5 4%	10 9%	8 9%	10 13% h	2 4% k	4 10%	0 0%
5% - 9%	42 7%	5 16%	7 16%	5 11%	2 5%	7 5% bc	11 7%	4 3%	8 7%	8 10% h	8 10% h	7 10% h	3 8%	1 6%
1% - 4%	28 5%	4 11%	3 7%	0 0% b	2 4%	3 2% b	12 8% f	4 3%	5 5%	6 7%	2 3%	2 4%	2 6%	4 16%
none	235 41%	7 22%	9 21%	7 16%	11 27%	55 39% cd	72 45% bcde	39 29%	58 50% h	33 40%	20 25% ij	29 45% hk	19 55% hk	16 72%
mean:	15.3%	17.5%	17.5%	26.4%	19.9%	17.4% d	11.8% def	22.0%	10.9% h	10.1% h	18.1% ij	24.0% ij	7.9% hkl	2.0%
standard error:	0.87%	3.72%	3.02%	3.34%	3.12%	1.84%	1.43%	1.83%	1.61%	1.35%	2.15%	4.20%	2.27%	1.14%
median:	5%	9%	11%	21%	15%	10%	2%	20%	0%	5%	11%	5%	0%	0%
no answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 009 page 1

### Percentage of Revenue: General Pest Control

6. In your company's most recently completed fiscal year, what percent of its total gross revenue came from each area?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
GENERAL PEST CONTROL (INCLUDING MOSQUITO CONTROL, BED BUG CONTROL, RODENTS, ETC.)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents (fill-in answers)	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
100%	119 21%	2 6%	7 16%	4 8%	6 15%	35 25% bd	49 31% bcde	27 20%	31 27%	16 20%	10 12% i	19 30% k	8 22%	2 9%
75% - 99%	212 37%	16 50%	20 47%	15 31%	16 41%	47 34%	69 43%	31 23%	46 40% h	44 53% h	33 42% h	14 22% ijk	15 43% hl	12 55%
50% - 74%	135 24%	8 26%	9 22%	19 40%	9 24%	43 31% df	32 20% df	41 31%	23 20%	14 17% h	27 34% ij	11 17% hk	4 10% hk	4 19%
25% - 49%	56 10%	4 13%	4 11%	7 14%	8 20%	8 6% e	7 4% de	27 20%	7 6% h	5 6% h	6 8% h	5 7% h	1 4% h	1 6%
20% - 24%	8 1%	1 2%	0 0%	0 0%	0 0%	2 2%	0 0%	3 2%	2 2%	0 0%	1 1%	1 1%	0 0%	1 6%
15% - 19%	6 1%	0 0%	1 2%	0 0%	0 0%	3 2%	0 0%	0 0%	0 0%	1 2%	1 2%	2 3% h	1 4% hi	0 0%
10% - 14%	8 1%	0 0%	0 0%	1 3%	0 0%	0 0% d	1 1%	3 2%	2 1%	0 0%	0 0%	1 2%	3 7% jk	0 0%
5% - 9%	5 1%	0 0%	0 0%	1 3%	0 0%	1 1% d	0 0% d	1 1%	1 1%	0 0%	0 0%	2 3%	0 0%	0 0%
1% - 4%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%
none	23 4%	1 2%	1 2%	1 2%	0 0%	0 0%	1 0% d	1 1%	4 4%	1 2%	0 0%	9 14% hijk	3 10% hjk	1 6%
mean:	71.4%	72.0%	73.6%	66.6%	73.0%	75.4% d	82.5% bcdef	66.5%	76.1% h	78.7% h	73.7% h	63.0% ijk	69.0%	71.4%
standard error:	1.16%	3.79%	3.41%	3.57%	3.71%	1.96%	1.63%	2.32%	2.59%	2.38%	2.34%	4.60%	5.78%	6.07%
median:	80%	75%	79%	70%	80%	75%	90%	65%	85%	85%	79%	75%	81%	81%
no answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 010 page 1

### Percentage of Revenue: Other Ancillary Services

6. In your company's most recently completed fiscal year, what percent of its total gross revenue came from each area?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OTHER ANCILLARY SERVICES (WILDLIFE CONTROL, FUMIGATION, LAWN & ORNAMENTAL, HANDYMAN SERVICES, DECK/POOL CLEANING, INSULATION, CHRISTMAS LIGHTS, ETC.)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents (fill-in answers)	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
100%	18 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	4 4%	1 2%	0 0%	4 6% hk	3 10% hjk	1 6%
75% - 99%	16 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 2%	4 3%	2 3%	0 0%	0 0%	4 11% hkl	3 12%
50% - 74%	19 3%	0 0%	1 3%	0 0%	0 0%	3 2%	3 2%	5 4%	3 2%	3 3%	4 5%	1 1%	0 0%	0 0%
25% - 49%	37 6%	5 15%	3 7%	3 6%	4 9%	11 8%	5 3% b	13 10%	8 7%	1 1% hi	1 1% h	5 8% jk	2 6%	4 19%
20% - 24%	30 5%	2 5%	2 4%	4 8%	3 7%	7 5%	10 7%	6 5%	6 5%	8 9%	4 5%	3 4%	0 0%	2 9%
15% - 19%	23 4%	2 6%	3 7%	3 7%	0 0%	8 5%	4 3%	5 4%	4 4%	5 6%	1 1%	4 7%	0 0%	1 3%
10% - 14%	76 13%	7 21%	6 15%	7 15%	9 22%	14 10%	21 13%	14 11%	10 8%	11 13%	20 25% hij	7 11% k	6 18%	3 13%
5% - 9%	63 11%	8 23%	9 22%	8 17%	2 6% bc	14 10% bc	13 8% bc	13 10%	11 9%	15 18%	9 12%	5 8%	2 6%	2 7%
1% - 4%	32 6%	5 14%	2 4%	5 11%	2 6%	5 4% b	8 5%	8 6%	6 5%	4 5%	7 9%	2 2%	2 4%	1 3%
none	259 45%	5 15%	16 38% b	18 37% b	20 51% b	77 56% bcd	94 59% bcd	64 48%	61 53%	33 40%	32 40%	33 51%	16 45%	6 28%
mean:	13.3%	10.5%	8.9%	7.0%	7.1%	7.2%	5.7% b	11.4%	13.0%	11.1%	8.2%	13.0%	23.1% k	26.6%
standard error: median:	0.96% 3%	1.62% 9%	1.66% 5%	1.28% 5%	1.63% 0%	1.08% 0%	0.81% 0%	1.75% 1%	2.40% 0%	2.12% 5%	1.58% 5%	2.76% 0%	6.02% 5%	6.24% 14%
no answer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
> 50%	46 8%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	7 5%	11 9%	5 6%	2 3%	5 7%	7 21% hijkl	4 17%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 011 page 1

**Percentage of Termite Control Revenue: Mean Summary**

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
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	53.7%	56.5%	55.4%	51.1%	53.4%	53.6%	54.3%	50.4%	53.1%	52.7%	60.6% h	50.8%	61.3%	41.4%
termite/wood destroying organism (WDO) inspections	17.9%	11.0%	13.7%	17.4%	18.4%	17.9%	21.6%	10.3%	24.7% h	25.5% h	14.4% ij	26.4% h	15.7%	21.9%
termite/wood destroying organism (WDO) renewals	15.1%	23.7%	15.9%	21.4%	11.9%	19.0%	4.8% cdf	25.7%	9.9% h	13.5% h	9.1% h	8.5% h	13.2%	1.0%
termite control - pre-construction	8.3%	5.6%	7.6%	5.3%	12.5%	4.6%	13.0% f	9.7%	8.8%	3.7%	11.4% j	0.6% hik	1.8%	33.4%
other termite control	5.1%	3.2%	7.4%	4.8%	3.8%	4.9%	6.3%	3.9%	3.5%	4.6%	4.5%	13.6% hi	8.0%	2.2%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 012 page 1

### Percentage of Termite Control Revenue: Termite Control - Pre-Construction

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
TERMITE CONTROL - PRE-CONSTRUCTION														
tabulated responses	345	29	40	41	29	78	84	92	56	53	60	39	16	6
weighted base: those whose company received revenue from termite control in its most recently completed fiscal year (fill-in answers)	338 100%	25 100%	33 100%	39 100%	29 100%	84 100%	87 100%	95 100%	58 100%	50 100%	59 100%	35 100%	16 100%	6 100%
100%	3 1%	0 0%	0 0%	0 0%	1 5%	0 0%	1 1%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	4 1%	0 0%	0 0%	0 0%	0 0%	0 0%	4 5% f	1 1%	1 1%	1 3%	1 1%	0 0%	0 0%	0 0%
50% - 74%	11 3%	2 6%	3 9%	0 0%	0 0%	1 2%	2 2%	1 1%	1 1%	0 0%	4 7% h	0 0%	0 0%	4 58%
25% - 49%	17 5%	1 3%	2 5%	2 4%	5 17%	2 2%	5 6%	8 8%	2 4%	0 0% h	5 9% j	0 0%	0 0%	0 0%
20% - 24%	9 3%	0 0%	0 0%	1 2%	0 0%	3 3%	4 5%	2 2%	2 4%	1 2%	2 4%	0 0%	0 0%	0 0%
15% - 19%	9 3%	1 3%	0 0%	3 7%	0 0%	5 6%	0 0% df	2 2%	4 7%	0 0%	1 2%	0 0%	0 0%	0 0%
10% - 14%	25 7%	0 0%	1 2%	5 13%	5 19%	5 6%	5 6%	9 10%	4 7%	1 3%	7 11%	0 0% k	2 13%	0 0%
5% - 9%	38 11%	2 6%	5 14%	4 11%	5 16%	13 16%	5 6% f	13 14%	8 15%	3 6%	8 13%	2 7%	1 5%	1 21%
1% - 4%	43 13%	9 36%	5 14%	7 17%	2 8%	10 12%	5 6%	19 20%	5 9%	4 9%	7 11%	5 16%	0 0%	0 0%
none	155 46%	11 42%	17 51%	18 46%	10 35%	42 50%	40 46%	29 30%	26 45%	35 71% hi	20 34% j	25 70% hik	11 72%	1 21%
mean:	8.3%	5.6%	7.6%	5.3%	12.5%	4.6%	13.0% f	9.7%	8.8%	3.7%	11.4% j	0.6% hik	1.8%	33.4%
standard error:	0.94%	2.55%	2.48%	1.42%	3.81%	0.96%	3.01% f	1.96%	2.50%	1.88%	2.37% j	0.25% hik	1.00%	11.67%
median:	1%	1%	0%	1%	5%	0%	0%	2%	1%	0%	5%	0%	0%	50%
no answer	24 7%	1 3%	2 5%	0 0%	0 0%	3 3%	14 16% df	9 9%	3 5%	4 7%	4 7%	3 8%	2 10%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 013 page 1

### Percentage of Termite Control Revenue: Termite Control - Post-Construction

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

	TOTAL	----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
TERMITE CONTROL - POST-CONSTRUCTION														
tabulated responses	345	29	40	41	29	78	84	92	56	53	60	39	16	6
weighted base: those whose company received revenue from termite control in its most recently completed fiscal year (fill-in answers)	338 100%	25 100%	33 100%	39 100%	29 100%	84 100%	87 100%	95 100%	58 100%	50 100%	59 100%	35 100%	16 100%	6 100%
100%	17 5%	2 8%	2 5%	2 5%	3 10%	0 0%	6 7%	5 6%	3 6%	2 4%	5 8%	1 2%	0 0%	0 0%
75% - 99%	97 29%	7 29%	11 34%	14 36%	7 24%	26 32%	21 24%	22 23%	17 29%	15 30%	18 30%	13 37%	7 47%	1 21%
50% - 74%	73 22%	5 21%	8 23%	3 7%	8 27%	25 30%	16 19%	18 19%	11 19%	11 22%	15 26%	5 15%	4 25%	2 33%
25% - 49%	65 19%	5 22%	5 17%	13 32%	6 20%	16 19%	14 16%	22 23%	14 24%	7 15%	10 17%	3 9%	2 10%	2 25%
20% - 24%	12 4%	2 6%	1 2%	1 3%	1 3%	3 3%	1 1%	6 6%	1 2%	2 4%	1 2%	1 2%	0 0%	0 0%
15% - 19%	2 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
10% - 14%	8 2%	1 3%	0 0%	1 3%	0 0%	3 3%	2 3%	3 3%	2 4%	0 0%	2 3%	0 0%	1 8%	0 0%
5% - 9%	5 1%	0 0%	0 0%	1 3%	0 0%	1 2%	2 2%	3 3%	0 0%	0 0%	2 4%	0 0%	0 0%	0 0%
1% - 4%	4 1%	1 3%	1 2%	0 0%	0 0%	1 2%	0 0%	1 1%	0 0%	0 0%	0 0%	2 7%	0 0%	0 0%
none	32 9%	1 5%	4 12%	3 7%	5 16%	5 7%	10 11%	6 6%	6 10%	9 17%	2 4%	7 20%	0 0%	1 21%
mean:	53.7%	56.5%	55.4%	51.1%	53.4%	53.6%	54.3%	50.4%	53.1%	52.7%	60.6%	50.8%	61.3%	41.4%
standard error:	1.74%	5.93%	5.26%	4.83%	5.71%	3.27%	4.00%	3.34%	4.25%	4.69%	3.97%	6.14%	6.94%	10.11%
median:	60%	60%	64%	47%	50%	60%	59%	50%	50%	60%	64%	64%	69%	48%
no answer	24 7%	1 3%	2 5%	0 0%	0 0%	3 3%	14 16%	9 9%	3 5%	4 7%	4 7%	3 8%	2 10%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

TABLE 014 page 1

**Percentage of Termite Control Revenue: Termite/Wood Destroying Organism Inspections**

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>TERMITE/WOOD DESTROYING ORGANISM (WDO) INSPECTIONS</b>														
tabulated responses	345	29	40	41	29	78	84	92	56	53	60	39	16	6
weighted base: those whose company received revenue from termite control in its most recently completed fiscal year (fill-in answers)	338 100%	25 100%	33 100%	39 100%	29 100%	84 100%	87 100%	95 100%	58 100%	50 100%	59 100%	35 100%	16 100%	6 100%
100%	12 3%	1 5%	0 0%	1 2%	1 5%	3 3%	3 4%	1 1%	3 5%	3 7%	0 0%	3 10%	0 0%	1 21%
75% - 99%	7 2%	0 0%	2 5%	1 3%	0 0%	0 0%	4 4%	0 0%	3 5%	1 3%	1 2%	2 4%	0 0%	0 0%
50% - 74%	16 5%	0 0%	0 0%	3 7%	1 5%	6 7%	3 4%	1 1%	5 8%	4 7%	5 9%	1 4%	0 0%	0 0%
25% - 49%	47 14%	2 6%	5 14%	4 11%	4 13%	14 17%	12 14%	11 11%	11 19%	8 17%	3 5%	6 17%	5 30%	0 0%
20% - 24%	17 5%	2 6%	2 5%	0 0%	1 3%	5 7%	4 5%	3 4%	2 4%	4 8%	3 6%	2 7%	0 0%	0 0%
15% - 19%	11 3%	0 0%	1 2%	4 11%	4 15%	2 2%	0 0%	4 4%	1 1%	1 2%	2 3%	1 2%	1 5%	0 0%
10% - 14%	52 15%	3 12%	4 14%	7 17%	7 24%	13 16%	13 15%	10 11%	7 11%	15 30%	13 21%	4 10%	2 15%	0 0%
5% - 9%	61 18%	5 20%	6 19%	8 21%	4 13%	18 21%	14 16%	24 25%	13 23%	5 10%	4 6%	5 14%	3 18%	1 21%
1% - 4%	43 13%	6 25%	7 21%	9 22%	1 5%	12 15%	1 1%	15 16%	3 5%	3 6%	12 20%	5 15%	2 13%	0 0%
none	50 15%	6 23%	5 16%	3 7%	5 19%	8 9%	17 20%	17 18%	8 15%	2 4%	12 20%	3 9%	1 8%	4 58%
mean:	17.9%	11.0%	13.7%	17.4%	18.4%	17.9%	21.6%	10.3%	24.7%	25.5%	14.4%	26.4%	15.7%	21.9%
standard error:	1.31%	3.65%	3.67%	3.85%	4.17%	2.42%	3.18%	1.77%	3.70%	3.75%	2.61%	5.43%	3.81%	16.52%
median:	10%	5%	5%	9%	10%	10%	10%	5%	10%	10%	8%	10%	10%	0%
no answer	24 7%	1 3%	2 5%	0 0%	0 0%	3 3%	14 16%	9 9%	3 5%	4 7%	4 7%	3 8%	2 10%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 015 page 1

### Percentage of Termite Control Revenue: Termite/Wood Destroying Organism Renewals

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
TERMITE/WOOD DESTROYING ORGANISM (WDO) RENEWALS														
tabulated responses	345	29	40	41	29	78	84	92	56	53	60	39	16	6
weighted base: those whose company received revenue from termite control in its most recently completed fiscal year (fill-in answers)	338 100%	25 100%	33 100%	39 100%	29 100%	84 100%	87 100%	95 100%	58 100%	50 100%	59 100%	35 100%	16 100%	6 100%
100%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	7 2%	2 6%	0 0%	2 5%	0 0%	3 3%	0 0%	5 6%	1 1%	0 0%	0 0%	1 2%	0 0%	0 0%
50% - 74%	25 7%	3 12%	2 7%	4 11%	1 5%	10 12%	2 2%	13 14%	2 4%	4 8%	3 5%	0 0%	1 5%	0 0%
25% - 49%	38 11%	5 19%	6 19%	8 19%	3 10%	10 12%	2 3%	16 17%	5 10%	6 12%	2 4%	4 10%	0 0%	0 0%
20% - 24%	12 4%	0 0%	2 7%	3 9%	2 5%	3 4%	2 2%	2 2%	4 7%	2 3%	4 6%	1 2%	0 0%	0 0%
15% - 19%	22 6%	4 17%	3 9%	0 0%	3 10%	8 10%	1 1%	8 9%	3 5%	5 11%	1 2%	1 2%	3 18%	0 0%
10% - 14%	46 14%	2 6%	4 11%	4 11%	9 32%	14 17%	8 10%	15 16%	4 6%	8 17%	10 17%	1 2%	8 48%	0 0%
5% - 9%	32 9%	2 8%	2 7%	5 13%	1 3%	8 10%	9 10%	4 4%	5 8%	4 9%	5 9%	6 16%	2 13%	1 21%
1% - 4%	10 3%	1 3%	0 0%	0 0%	1 3%	3 3%	4 4%	1 1%	2 4%	0 0%	4 6%	1 2%	0 0%	0 0%
none	121 36%	7 26%	11 35%	13 32%	9 32%	21 26%	45 52%	20 21%	29 50%	16 33%	26 44%	19 54%	1 5%	5 79%
mean:	15.1%	23.7%	15.9%	21.4%	11.9%	19.0%	4.8%	25.7%	9.9%	13.5%	9.1%	8.5%	13.2%	1.0%
standard error:	1.19%	5.22%	2.92%	3.88%	2.51%	2.56%	1.28%	2.78%	2.38%	2.43%	2.13%	3.19%	4.46%	0.83%
median:	7%	15%	10%	10%	10%	10%	0%	15%	0%	10%	1%	0%	10%	0%
no answer	24 7%	1 3%	2 5%	0 0%	0 0%	3 3%	14 16%	9 9%	3 5%	4 7%	4 7%	3 8%	2 10%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 016 page 1

### Percentage of Termite Control Revenue: Other Termite Control

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OTHER TERMITE CONTROL														
tabulated responses	345	29	40	41	29	78	84	92	56	53	60	39	16	6
weighted base: those whose company received revenue from termite control in its most recently completed fiscal year (fill-in answers)	338 100%	25 100%	33 100%	39 100%	29 100%	84 100%	87 100%	95 100%	58 100%	50 100%	59 100%	35 100%	16 100%	6 100%
100%	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	1 1%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%
75% - 99%	3 1%	0 0%	1 2%	0 0%	1 3%	1 2%	0 0%	0 0%	0 0%	0 0%	1 1%	1 2%	1 8%	0 0%
50% - 74%	11 3%	0 0%	2 5%	1 3%	0 0%	4 5%	3 3%	1 1%	3 5%	2 3%	2 4%	2 6%	0 0%	0 0%
25% - 49%	7 2%	1 3%	2 5%	1 2%	0 0%	0 0%	2 2%	2 2%	0 0%	2 3%	0 0%	3 9%	0 0%	0 0%
20% - 24%	3 1%	0 0%	1 2%	0 0%	1 5%	0 0%	1 1%	1 1%	1 2%	1 3%	0 0%	0 0%	0 0%	0 0%
15% - 19%	4 1%	0 0%	0 0%	3 7%	0 0%	1 1%	0 0%	2 2%	0 0%	0 0%	1 1%	2 6%	0 0%	0 0%
10% - 14%	8 2%	1 5%	0 0%	2 5%	0 0%	4 5%	1 1%	2 2%	0 0%	3 7%	1 1%	0 0%	1 5%	1 21%
5% - 9%	16 5%	5 21%	2 5%	2 5%	1 3%	0 0%	3 4%	5 6%	2 4%	2 5%	1 2%	4 13%	0 0%	0 0%
1% - 4%	16 5%	2 6%	2 5%	3 7%	2 5%	3 3%	3 3%	8 9%	2 4%	1 2%	1 1%	2 4%	0 0%	1 12%
none	244 72%	16 62%	23 71%	28 70%	25 85%	68 81%	58 66%	64 67%	47 81%	35 71%	48 82%	18 50%	12 77%	4 67%
mean:	5.1%	3.2%	7.4%	4.8%	3.8%	4.9%	6.3%	3.9%	3.5%	4.6%	4.5%	13.6%	8.0%	2.2%
standard error:	0.91%	1.48%	3.23%	1.82%	3.32%	1.81%	2.47%	1.53%	1.73%	1.80%	2.37%	4.42%	5.70%	1.64%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
no answer	24 7%	1 3%	2 5%	0 0%	0 0%	3 3%	14 16%	9 9%	3 5%	4 7%	4 7%	3 8%	2 10%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 017 page 1

**Percentage of General Pest Control Revenue: Mean Summary**

8. In your company's most recently completed fiscal year, what percent of its general pest control gross revenue came from each area?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>MEAN SUMMARY</b>														
base: those whose company received revenue from general pest control in its most recently completed fiscal year answering (fill-in answers)														
rodent control	19.4%	14.3%	19.6%	18.3%	16.2%	18.8% b	18.4%	13.5%	17.5% h	22.5% h	15.1% j	26.3% hik	26.6% hik	23.2%
bed bug control	13.2%	10.9%	13.9%	13.2%	11.1%	11.6%	14.7%	10.1%	15.4% h	18.1% h	8.4% ij	7.9% ij	19.4% hkl	14.5%
mosquito control	3.3%	5.7%	5.1%	4.9%	6.2%	1.9%	1.6%	3.9%	1.4% h	4.9%	4.5% i	0.2% hijk	5.1%	1.8%
other general pest control	64.1%	69.1%	61.4%	63.5%	66.4%	67.8%	65.3%	72.5%	65.7%	54.5% hi	72.0% j	65.5% j	48.9% hikl	60.5%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 018 page 1

### Percentage of General Pest Control Revenue: Mosquito Control

8. In your company's most recently completed fiscal year, what percent of its general pest control gross revenue came from each area?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
MOSQUITO CONTROL														
tabulated responses	552	36	49	48	42	131	152	126	109	84	79	58	31	21
weighted base: those whose company received revenue from general pest control in its most recently completed fiscal year (fill-in answers)	550 100%	32 100%	41 100%	46 100%	40 100%	138 100%	159 100%	132 100%	112 100%	82 100%	78 100%	55 100%	32 100%	21 100%
100%	2 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%
75% - 99%	3 1%	0 0%	0 0%	0 0%	1 2%	0 0%	1 0%	1 1%	0 0%	2 3%	0 0%	0 0%	0 0%	0 0%
50% - 74%	7 1%	1 4%	2 5%	3 6%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	3 4%	0 0%	1 4%	0 0%
25% - 49%	3 0%	0 0%	0 0%	0 0%	3 7%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
20% - 24%	6 1%	0 0%	1 2%	0 0%	3 7%	1 1%	2 1%	3 2%	0 0%	0 0%	2 2%	0 0%	1 4%	0 0%
15% - 19%	7 1%	3 9%	1 2%	0 0%	0 0%	1 1%	0 0%	1 1%	3 3%	0 0%	1 2%	0 0%	2 7%	0 0%
10% - 14%	29 5%	2 7%	0 0%	5 11%	2 5%	7 5%	5 3%	9 7%	2 2%	5 6%	5 7%	0 0%	0 0%	3 14%
5% - 9%	44 8%	2 5%	4 9%	8 16%	4 11%	10 7%	13 8%	9 7%	7 6%	11 14%	9 12%	2 4%	2 5%	0 0%
1% - 4%	64 12%	9 28%	8 20%	6 13%	5 14%	20 14%	6 4%	19 14%	15 13%	8 10%	7 9%	2 4%	4 12%	4 17%
none	366 66%	13 40%	25 60%	25 55%	22 55%	98 71%	124 78%	77 59%	81 73%	50 61%	48 61%	50 91%	22 69%	13 63%
mean:	3.3%	5.7%	5.1%	4.9%	6.2%	1.9%	1.6%	3.9%	1.4%	4.9%	4.5%	0.2%	5.1%	1.8%
standard error:	0.50%	1.86%	2.00%	1.47%	2.42%	0.82%	0.72%	1.14%	0.37%	1.96%	1.28%	0.12%	2.37%	0.81%
median:	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
no answer	21 4%	2 7%	1 2%	0 0%	0 0%	2 2%	9 5%	10 8%	3 2%	4 5%	2 3%	1 1%	0 0%	1 6%

Columns tested at 95% significance level: bcdefg hijklmn

TABLE 019 page 1

**Percentage of General Pest Control Revenue: Bed Bug Control**

8. In your company's most recently completed fiscal year, what percent of its general pest control gross revenue came from each area?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>BED BUG CONTROL</b>														
tabulated responses	552	36	49	48	42	131	152	126	109	84	79	58	31	21
weighted base: those whose company received revenue from general pest control in its most recently completed fiscal year (fill-in answers)	550 100%	32 100%	41 100%	46 100%	40 100%	138 100%	159 100%	132 100%	112 100%	82 100%	78 100%	55 100%	32 100%	21 100%
100%	4 1%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%	2 2%	0 0%	1 1%	1 1%	1 1%	0 0%	0 0%
75% - 99%	6 1%	0 0%	0 0%	1 3%	0 0%	2 1%	3 2%	1 1%	3 2%	1 1%	0 0%	0 0%	1 2%	0 0%
50% - 74%	23 4%	0 0%	2 4%	2 3%	3 7%	2 1%	9 6%	2 2%	7 6%	5 7%	2 3%	0 0%	4 13%	1 4%
25% - 49%	60 11%	4 13%	7 18%	4 9%	4 11%	17 12%	14 9%	7 5%	11 10%	16 20%	4 5%	3 6%	6 20%	4 20%
20% - 24%	42 8%	1 4%	2 4%	3 7%	2 4%	17 12%	14 9%	8 6%	12 11%	10 13%	2 3%	3 5%	1 2%	2 10%
15% - 19%	34 6%	5 15%	4 11%	1 3%	2 5%	7 5%	13 8%	5 4%	13 12%	4 4%	5 7%	2 3%	0 0%	1 6%
10% - 14%	81 15%	4 12%	6 15%	11 23%	4 11%	24 17%	18 11%	17 13%	14 12%	12 15%	12 15%	7 12%	8 26%	3 14%
5% - 9%	87 16%	9 29%	13 32%	11 24%	7 18%	21 16%	15 10%	20 15%	16 14%	10 12%	11 14%	15 28%	3 11%	4 21%
1% - 4%	45 8%	4 14%	3 8%	5 11%	6 15%	12 9%	9 6%	11 8%	7 6%	4 5%	12 16%	6 11%	1 2%	2 7%
none	147 27%	2 7%	3 7%	8 16%	11 28%	35 26%	53 33%	48 36%	27 24%	14 17%	26 33%	18 33%	7 22%	3 12%
mean:	13.2%	10.9%	13.9%	13.2%	11.1%	11.6%	14.7%	10.1%	15.4%	18.1%	8.4%	7.9%	19.4%	14.5%
standard error:	0.80%	1.54%	1.89%	2.73%	2.52%	1.33%	1.83%	1.70%	1.82%	2.17%	1.76%	1.96%	4.17%	3.11%
median:	6%	8%	10%	9%	5%	8%	5%	5%	10%	12%	4%	5%	10%	10%
no answer	21 4%	2 7%	1 2%	0 0%	0 0%	2 2%	9 5%	10 8%	3 2%	4 5%	2 3%	1 1%	0 0%	1 6%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 020 page 1

### Percentage of General Pest Control Revenue: Rodent Control

8. In your company's most recently completed fiscal year, what percent of its general pest control gross revenue came from each area?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
RODENT CONTROL														
tabulated responses	552	36	49	48	42	131	152	126	109	84	79	58	31	21
weighted base: those whose company received revenue from general pest control in its most recently completed fiscal year (fill-in answers)	550 100%	32 100%	41 100%	46 100%	40 100%	138 100%	159 100%	132 100%	112 100%	82 100%	78 100%	55 100%	32 100%	21 100%
100%	4 1%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%
75% - 99%	5 1%	0 0%	1 2%	0 0%	0 0%	0 0%	1 0%	0 0%	2 1%	1 1%	1 2%	0 0%	1 2%	0 0%
50% - 74%	31 6%	1 4%	2 6%	2 3%	2 6%	4 3%	9 5%	2 2%	4 3%	4 5%	3 4%	9 16% hijk	5 17% hijk	1 4%
25% - 49%	122 22%	3 10%	11 26%	11 23%	8 20%	42 30% b	30 19% f	22 17%	25 23%	21 26%	13 17%	12 21%	10 33% h	6 27%
20% - 24%	76 14%	4 11%	5 13%	9 19%	4 9%	23 17%	21 13%	13 10%	15 14%	19 23% h	7 9% j	8 14%	2 5% j	6 30%
15% - 19%	48 9%	5 15%	4 9%	6 13%	4 11%	11 8%	11 7%	12 9%	10 9%	8 10%	5 6%	5 9%	2 7%	2 10%
10% - 14%	109 20%	6 19%	7 17%	9 20%	8 20%	23 17%	38 24%	25 19%	27 24%	11 13%	22 28% j	12 21%	5 16%	4 17%
5% - 9%	62 11%	7 22%	4 10%	6 13%	8 21%	15 11%	18 11%	29 22%	8 7% h	4 5% h	11 14%	4 8% h	4 12%	0 0%
1% - 4%	24 4%	1 2%	4 10%	3 6%	4 11%	9 6%	1 1% cdef	8 6%	6 5%	1 1%	5 7%	3 5%	0 0%	0 0%
none	48 9%	3 10%	3 6%	1 3%	1 2%	10 7%	19 12%	10 8%	12 11%	7 9%	9 12%	2 4%	3 8%	1 6%
mean:	19.4%	14.3%	19.6%	18.3%	16.2%	18.8% b	18.4%	13.5%	17.5% h	22.5% h	15.1% j	26.3% hik	26.6% hik	23.2%
standard error:	0.78%	2.09%	2.49%	2.07%	2.32%	1.24%	1.53%	1.11%	1.49%	2.06%	1.72%	2.98%	3.79%	3.21%
median:	15%	10%	15%	15%	10%	20%	10%	10%	15%	20%	10%	20%	25%	20%
no answer	21 4%	2 7%	1 2%	0 0%	0 0%	2 2%	9 5%	10 8%	3 2%	4 5%	2 3%	1 1%	0 0%	1 6%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 021 page 1

### Percentage of General Pest Control Revenue: Other General Pest Control

8. In your company's most recently completed fiscal year, what percent of its general pest control gross revenue came from each area?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OTHER GENERAL PEST CONTROL														
tabulated responses	552	36	49	48	42	131	152	126	109	84	79	58	31	21
weighted base: those whose company received revenue from general pest control in its most recently completed fiscal year (fill-in answers)	550 100%	32 100%	41 100%	46 100%	40 100%	138 100%	159 100%	132 100%	112 100%	82 100%	78 100%	55 100%	32 100%	21 100%
100%	18 3%	0 0%	0 0%	0 0%	0 0%	5 3%	9 5%	4 3%	7 6%	1 2%	2 3%	1 2%	0 0%	1 6%
75% - 99%	212 38%	17 52%	14 35%	18 39%	19 47%	55 40%	59 37%	70 53%	37 33% h	19 23% h	39 50% ij	25 45% j	9 29% hk	4 17%
50% - 74%	179 33%	10 30%	17 43%	17 38%	11 28%	57 41%	48 30%	32 24%	41 37% h	31 37% h	26 34%	16 29%	8 26%	10 49%
25% - 49%	76 14%	2 7%	5 11%	7 15%	8 20%	14 10%	22 14%	9 7%	18 16% h	16 19% h	6 7% j	9 17% h	8 25% hk	4 17%
20% - 24%	13 2%	0 0%	0 0%	2 3%	0 0%	2 2%	2 1%	2 2%	2 1%	3 4%	1 2%	2 3%	1 2%	0 0%
15% - 19%	4 1%	0 0%	2 4%	0 0%	0 0%	0 0% c	1 0%	0 0%	0 0%	2 2%	0 0%	0 0%	1 2%	1 4%
10% - 14%	8 1%	1 4%	0 0%	0 0%	0 0%	2 2%	3 2%	0 0%	3 2%	2 3%	0 0%	0 0%	1 4% h	0 0%
5% - 9%	3 1%	0 0%	0 0%	0 0%	1 2%	0 0%	2 1%	0 0%	1 1%	1 1%	0 0%	0 0%	1 2%	0 0%
1% - 4%	2 0%	0 0%	1 2%	0 0%	0 0%	0 0%	1 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%
none	16 3%	0 0%	1 3%	2 5%	1 3%	2 1%	3 2%	4 3%	0 0%	3 4% i	1 1%	2 3%	3 8% ik	0 0%
mean:	64.1%	69.1%	61.4%	63.5%	66.4%	67.8%	65.3%	72.5%	65.7%	54.5% hi	72.0% j	65.5% j	48.9% hikl	60.5%
standard error:	1.11%	3.46%	3.38%	3.51%	3.76%	1.96%	2.24%	2.21%	2.20%	2.90% 60%	2.57% 77%	3.32% 70%	4.92% 50%	4.60% 60%
median:	70%	75%	65%	70%	70%	70%	70%	80%	70%	60%	77%	70%	50%	60%
no answer	21 4%	2 7%	1 2%	0 0%	0 0%	2 2%	9 5%	10 8%	3 2%	4 5%	2 3%	1 1%	0 0%	1 6%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 022 page 1

### Percentage of Other Ancillary Services Revenue: Mean Summary

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>MEAN SUMMARY</b>														
base: those whose company received revenue from other ancillary services in its most recently completed fiscal year answering (fill-in answers)														
wildlife control	35.1%	17.7%	32.4%	32.1%	35.5%	36.8%	31.7%	19.9%	47.3% h	43.5% h	37.5% h	16.0% ijk	49.4%	41.9%
lawn & ornamental	21.2%	20.9%	25.5%	16.9%	23.2%	24.8%	19.6%	26.2%	14.7%	19.8%	31.6%	20.8%	21.1%	14.3%
additional service offerings (deck/pool cleaning, insulation, Christmas lights, etc.)	9.1%	13.2%	10.7%	6.0%	7.9%	10.7%	8.3%	16.2%	8.2%	8.3%	6.1%	9.2%	4.6%	6.1%
handyman services	8.3%	5.5%	9.6%	8.8%	9.7%	11.7%	9.1%	9.2%	6.2%	10.5%	3.9%	11.3%	6.7%	10.2%
fumigation	6.4%	19.1%	11.4%	7.7%	2.0%	5.5%	4.4%	7.5%	7.7%	0.1% hi	1.3%	19.8% jk	0.9%	6.4%
other	19.9%	23.6%	10.4%	28.5%	21.7%	10.4%	26.9%	21.1%	15.8%	17.8%	19.7%	22.8%	17.3%	21.1%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 023 page 1

### Percentage of Other Ancillary Services Revenue: Wildlife Control

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
WILDLIFE CONTROL														
tabulated responses	318	32	32	30	21	57	64	68	54	49	48	34	18	16
weighted base: those whose company received revenue from other ancillary services in its most recently completed fiscal year (fill-in answers)	314 100%	28 100%	26 100%	29 100%	20 100%	61 100%	65 100%	70 100%	55 100%	49 100%	47 100%	31 100%	19 100%	16 100%
100%	43 14%	1 3%	2 9%	2 7%	4 21%	12 20%	6 9%	5 7%	10 19%	6 12%	9 19%	3 8%	5 28%	1 8%
75% - 99%	36 11%	1 3%	3 12%	4 13%	2 8%	6 9%	6 10%	4 6%	11 20% h	9 19% h	4 8%	0 0% ij	2 11%	3 18%
50% - 74%	13 4%	2 6%	2 9%	2 7%	0 0%	2 3%	2 3%	1 1%	3 6%	3 6%	2 4%	2 5%	1 4%	1 5%
25% - 49%	15 5%	3 12%	2 6%	3 9%	0 0%	1 2%	3 5%	1 1%	1 2%	3 7%	1 3%	1 2%	1 7%	2 13%
20% - 24%	15 5%	3 10%	2 6%	0 0%	1 4%	2 4%	3 5%	3 4%	2 4%	2 4%	1 2%	2 5%	1 7%	3 18%
15% - 19%	6 2%	1 3%	1 3%	1 3%	1 7%	0 0%	1 1%	1 1%	0 0%	2 4%	2 4%	0 0%	0 0%	0 0%
10% - 14%	15 5%	2 6%	1 3%	1 3%	2 8%	5 9%	4 7%	4 6%	0 0%	1 3%	2 5%	3 9% i	0 0%	1 8%
5% - 9%	13 4%	2 8%	1 3%	1 4%	0 0%	4 7%	2 3%	3 5%	0 0%	1 3%	3 6%	2 5%	2 11%	0 0%
1% - 4%	13 4%	5 19%	1 3%	0 0%	1 4%	1 1%	2 3%	4 6%	3 6%	1 3%	1 2%	3 10%	0 0%	0 0%
none	96 31%	5 20%	10 37%	10 35%	7 36%	21 34%	16 25%	29 41%	16 30%	11 23% h	14 31%	14 44% j	4 22%	3 16%
mean:	35.1%	17.7%	32.4%	32.1%	35.5%	36.8%	31.7%	19.9%	47.3% h	43.5% h	37.5% h	16.0% ijk	49.4%	41.9%
standard error:	2.51%	4.84%	7.55%	7.88%	10.70%	6.10%	5.85%	4.87%	6.51%	6.52%	6.74%	5.00%	11.37%	10.73%
median:	10%	5%	12%	11%	10%	10%	10%	0%	50%	28%	10%	0%	36%	26%
no answer	51 16%	3 10%	2 9%	5 19%	2 12%	7 11%	19 29% f	15 21%	7 13%	8 17%	7 16%	3 11%	2 11%	2 14%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 024 page 1

### Percentage of Other Ancillary Services Revenue: Fumigation

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
FUMIGATION														
tabulated responses	318	32	32	30	21	57	64	68	54	49	48	34	18	16
weighted base: those whose company received revenue from other ancillary services in its most recently completed fiscal year (fill-in answers)	314 100%	28 100%	26 100%	29 100%	20 100%	61 100%	65 100%	70 100%	55 100%	49 100%	47 100%	31 100%	19 100%	16 100%
100%	4 1%	0 0%	1 3%	1 3%	0 0%	1 2%	0 0%	1 2%	1 2%	0 0%	0 0%	2 5%	0 0%	0 0%
75% - 99%	8 3%	5 17%	2 6%	0 0%	0 0%	1 2%	1 1%	1 1%	3 5%	0 0%	0 0%	3 10% hjk	0 0%	0 0%
50% - 74%	5 2%	0 0%	0 0%	1 4%	0 0%	1 2%	1 2%	2 3%	0 0%	0 0%	0 0%	1 4%	0 0%	1 8%
25% - 49%	4 1%	2 6%	1 3%	0 0%	1 7%	0 0%	1 1%	2 3%	0 0%	0 0%	1 2%	1 2%	0 0%	1 5%
20% - 24%	2 0%	0 0%	2 6%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	1 4%	0 0%
15% - 19%	1 0%	0 0%	0 0%	1 3%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
10% - 14%	4 1%	1 3%	0 0%	1 3%	0 0%	0 0%	2 3%	2 3%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%
5% - 9%	6 2%	1 3%	1 3%	0 0%	0 0%	1 1%	3 4%	0 0%	1 2%	1 2%	2 5%	1 2%	0 0%	0 0%
1% - 4%	3 1%	2 6%	0 0%	0 0%	1 4%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%
none	225 72%	15 56%	18 70%	20 69%	15 77%	50 82%	39 59% f	44 63%	42 76%	40 81% h	35 76%	19 60% j	16 85%	12 73%
mean:	6.4%	19.1%	11.4%	7.7%	2.0%	5.5%	4.4%	7.5%	7.7%	0.1% hi	1.3%	19.8% jk	0.9%	6.4%
standard error:	1.31%	6.59%	5.24%	4.67%	1.39%	2.54%	2.36%	2.73%	3.42%	0.12%	1.03%	6.73%	1.25%	4.32%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
no answer	51 16%	3 10%	2 9%	5 19%	2 12%	7 11%	19 29% f	15 21%	7 13%	8 17%	7 16%	3 11%	2 11%	2 14%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 025 page 1

**Percentage of Other Ancillary Services Revenue: Lawn & Ornamental**

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
LAWN & ORNAMENTAL														
tabulated responses	318	32	32	30	21	57	64	68	54	49	48	34	18	16
weighted base: those whose company received revenue from other ancillary services in its most recently completed fiscal year (fill-in answers)	314 100%	28 100%	26 100%	29 100%	20 100%	61 100%	65 100%	70 100%	55 100%	49 100%	47 100%	31 100%	19 100%	16 100%
100%	24 8%	1 3%	4 16%	2 7%	1 7%	4 6%	6 10%	5 8%	2 4%	7 14%	8 16%	1 2%	1 7%	0 0%
75% - 99%	23 7%	2 8%	1 3%	1 3%	3 13%	9 15%	1 1%	7 10%	4 7%	1 3%	4 9%	5 16%	1 7%	0 0%
50% - 74%	12 4%	4 13%	1 3%	0 0%	1 4%	3 6%	2 3%	3 4%	2 4%	0 0%	1 2%	1 2%	1 7%	2 13%
25% - 49%	10 3%	0 0%	2 6%	3 12%	0 0%	1 1%	1 2%	2 3%	2 4%	1 2%	1 3%	0 0%	1 4%	1 8%
20% - 24%	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	2 3%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%
15% - 19%	3 1%	1 3%	0 0%	1 4%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 3%	0 0%	0 0%	0 0%
10% - 14%	9 3%	1 3%	2 6%	1 3%	0 0%	1 1%	0 0%	2 2%	1 1%	0 0%	3 6%	1 2%	0 0%	3 16%
5% - 9%	7 2%	1 3%	1 3%	0 0%	1 4%	1 1%	2 3%	0 0%	1 1%	0 0%	2 4%	2 7%	1 7%	0 0%
1% - 4%	2 0%	1 3%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
none	171 54%	15 54%	14 54%	15 53%	12 60%	36 59%	32 49%	33 47%	36 66%	32 65%	19 41%	18 58%	11 58%	7 44%
mean:	21.2%	20.9%	25.5%	16.9%	23.2%	24.8%	19.6%	26.2%	14.7%	19.8%	31.6%	20.8%	21.1%	14.3%
standard error:	2.19%	6.28%	7.08%	6.30%	8.39%	5.35%	5.31%	5.14%	4.62%	5.80%	6.86%	6.59%	8.73%	5.72%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	4%
no answer	51 16%	3 10%	2 9%	5 19%	2 12%	7 11%	19 29%	15 21%	7 13%	8 17%	7 16%	3 11%	2 11%	2 14%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 026 page 1

### Percentage of Other Ancillary Services Revenue: Handyman Services

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
HANDYMAN SERVICES														
tabulated responses	318	32	32	30	21	57	64	68	54	49	48	34	18	16
weighted base: those whose company received revenue from other ancillary services in its most recently completed fiscal year (fill-in answers)	314 100%	28 100%	26 100%	29 100%	20 100%	61 100%	65 100%	70 100%	55 100%	49 100%	47 100%	31 100%	19 100%	16 100%
100%	4 1%	0 0%	1 3%	0 0%	1 4%	2 3%	1 1%	1 1%	2 4%	0 0%	0 0%	1 2%	0 0%	0 0%
75% - 99%	6 2%	1 3%	2 6%	2 5%	0 0%	2 3%	0 0%	2 2%	0 0%	2 3%	1 2%	1 2%	1 4%	0 0%
50% - 74%	9 3%	1 3%	0 0%	1 3%	1 7%	3 4%	2 3%	3 4%	0 0%	4 8%	0 j	2 7%	0 0%	0 0%
25% - 49%	7 2%	0 0%	0 0%	1 3%	0 0%	2 3%	2 3%	0 0%	1 1%	1 2%	0 0%	0 0%	1 7%	2 14%
20% - 24%	10 3%	1 3%	1 3%	0 0%	0 0%	1 2%	2 3%	4 5%	1 1%	0 0%	2 4%	1 2%	0 0%	3 16%
15% - 19%	4 1%	0 0%	0 0%	0 0%	0 0%	2 3%	2 2%	1 2%	0 0%	0 0%	1 2%	1 2%	0 0%	0 0%
10% - 14%	15 5%	1 3%	1 3%	2 7%	0 0%	3 5%	6 10%	1 1%	4 8%	5 10%	2 4%	3 9%	0 0%	0 0%
5% - 9%	9 3%	0 0%	1 3%	0 0%	1 4%	3 5%	2 3%	2 3%	2 4%	0 0%	2 4%	1 2%	0 0%	2 13%
1% - 4%	10 3%	1 3%	1 3%	1 4%	1 4%	3 6%	0 0%	5 7%	1 1%	1 3%	0 0%	1 2%	1 7%	0 0%
none	190 60%	21 75%	18 70%	17 59%	14 69%	34 56%	30 45%	37 53%	37 67%	28 57%	31 67%	18 58%	14 72%	7 42%
mean:	8.3%	5.5%	9.6%	8.8%	9.7%	11.7%	9.1%	9.2%	6.2%	10.5%	3.9%	11.3%	6.7%	10.2%
standard error:	1.34%	3.55%	4.91%	4.87%	6.43%	3.76%	2.94%	3.10%	3.01%	3.54%	2.23%	4.68%	6.10%	4.02%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%
no answer	51 16%	3 10%	2 9%	5 19%	2 12%	7 11%	19 29%	15 21%	7 13%	8 17%	7 16%	3 11%	2 11%	2 14%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 027 page 1

### Percentage of Other Ancillary Services Revenue: Additional Service Offerings

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

	TOTAL	----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
ADDITIONAL SERVICE OFFERINGS (DECK/POOL CLEANING, INSULATION, CHRISTMAS LIGHTS, ETC.)														
tabulated responses	318	32	32	30	21	57	64	68	54	49	48	34	18	16
weighted base: those whose company received revenue from other ancillary services in its most recently completed fiscal year (fill-in answers)	314 100%	28 100%	26 100%	29 100%	20 100%	61 100%	65 100%	70 100%	55 100%	49 100%	47 100%	31 100%	19 100%	16 100%
100%	5 2%	0 0%	1 3%	0 0%	0 0%	2 3%	1 1%	3 4%	1 1%	1 2%	0 0%	1 2%	0 0%	0 0%
75% - 99%	8 2%	1 5%	2 6%	0 0%	1 4%	3 5%	0 0%	3 4%	2 4%	1 2%	1 2%	2 5%	0 0%	0 0%
50% - 74%	9 3%	2 8%	0 0%	1 4%	0 0%	0 0%	5 7%	2 3%	1 2%	1 3%	1 3%	0 0%	1 7%	0 0%
25% - 49%	9 3%	2 6%	1 3%	2 7%	1 7%	1 2%	0 0%	4 6%	1 1%	1 3%	1 3%	0 0%	0 0%	1 5%
20% - 24%	13 4%	1 3%	0 0%	0 0%	1 4%	1 2%	2 2%	5 8%	1 1%	1 3%	1 3%	2 5%	0 0%	2 13%
15% - 19%	2 0%	0 0%	1 3%	0 0%	1 4%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	1 2%	0 0%	0 0%
10% - 14%	7 2%	0 0%	0 0%	2 5%	0 0%	2 3%	1 1%	1 1%	2 4%	1 3%	1 2%	0 0%	1 4%	1 5%
5% - 9%	4 1%	1 3%	0 0%	0 0%	0 0%	1 1%	2 3%	1 2%	0 0%	2 5%	0 0%	0 0%	0 0%	0 0%
1% - 4%	7 2%	2 8%	1 3%	1 3%	0 0%	1 2%	1 1%	2 3%	0 0%	0 0%	0 0%	0 0%	3 14%	1 5%
none	201 64%	16 58%	19 73%	18 62%	14 69%	43 70%	36 55%	33 48%	40 73%	32 65%	33 71%	23 74%	13 65%	9 58%
mean:	9.1%	13.2%	10.7%	6.0%	7.9%	10.7%	8.3%	16.2%	8.2%	8.3%	6.1%	9.2%	4.6%	6.1%
standard error:	1.38%	4.26%	5.32%	2.44%	4.78%	3.95%	3.11%	3.70%	3.52%	3.58%	2.88%	4.97%	3.13%	3.43%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
no answer	51 16%	3 10%	2 9%	5 19%	2 12%	7 11%	19 29%	15 21%	7 13%	8 17%	7 16%	3 11%	2 11%	2 14%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 028 page 1

### Percentage of Other Ancillary Services Revenue: Other

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OTHER														
tabulated responses	318	32	32	30	21	57	64	68	54	49	48	34	18	16
weighted base: those whose company received revenue from other ancillary services in its most recently completed fiscal year (fill-in answers)	314 100%	28 100%	26 100%	29 100%	20 100%	61 100%	65 100%	70 100%	55 100%	49 100%	47 100%	31 100%	19 100%	16 100%
100%	21 7%	2 6%	0 0%	2 8%	2 8%	3 5%	4 6%	3 4%	3 5%	2 5%	3 7%	4 13%	3 15%	0 0%
75% - 99%	24 8%	3 10%	2 6%	3 12%	2 8%	1 2%	8 13% f	5 8%	3 6%	5 11%	4 8%	1 2%	0 0%	3 16%
50% - 74%	9 3%	2 8%	2 6%	2 7%	1 4%	1 1%	1 2%	3 4%	1 2%	1 2%	1 2%	2 5%	0 0%	0 0%
25% - 49%	6 2%	0 0%	0 0%	0 0%	1 4%	2 3%	1 2%	2 2%	2 4%	0 0%	1 2%	0 0%	0 0%	1 8%
20% - 24%	5 2%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	1 2%	1 1%	0 0%	2 4%	1 2%	0 0%	0 0%
15% - 19%	2 0%	1 3%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
10% - 14%	6 2%	0 0%	0 0%	1 3%	0 0%	1 2%	0 0%	3 4%	0 0%	0 0%	0 0%	2 7%	0 0%	1 8%
5% - 9%	7 2%	1 5%	1 3%	0 0%	0 0%	3 5%	1 1%	2 2%	1 2%	1 2%	1 2%	1 2%	1 7%	1 5%
1% - 4%	7 2%	1 3%	1 3%	1 3%	1 4%	1 2%	0 0%	4 5%	0 0%	1 3%	0 0%	1 2%	0 0%	0 0%
none	177 56%	15 55%	19 73%	14 49%	12 60%	41 67%	30 46% f	31 44%	36 66% h	31 62%	28 60%	17 54%	13 68%	8 48%
mean:	19.9%	23.6%	10.4%	28.5%	21.7%	10.4%	26.9%	21.1%	15.8%	17.8%	19.7%	22.8%	17.3%	21.1%
standard error:	2.21%	7.10%	5.09%	8.46%	9.79%	3.81%	5.94%	4.83%	4.76%	5.56%	5.65%	6.86%	10.03%	9.24%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
no answer	51 16%	3 10%	2 9%	5 19%	2 12%	7 11%	19 29% f	15 21%	7 13%	8 17%	7 16%	3 11%	2 11%	2 14%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 029 page 1

**Termite/General Pest Control Business: Number of Full-Time Employees: Mean Summary**

10. 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	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>MEAN SUMMARY</b>														
base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year answering (fill-in answers)														
technicians	5.8	42.7	8.3 b	4.3 bc	3.4 bcd	1.7 bcde	0.7 bcdef	5.8	4.4	4.7	2.7	9.0	2.5	2.6
owners	1.2	1.6	1.4	1.2 b	1.3	1.2 b	1.1 bcdef	1.3	1.2	1.2	1.2	1.2	1.2	1.3
administration	1.2	7.0	2.3 b	1.1 bc	0.8 bc	0.5 bcde	0.2 bcdef	1.2	0.8	1.0	0.7	1.8 ik	0.8	0.8
sales/marketing	0.7	5.2	1.0 b	0.7 b	0.3 bcd	0.2 bcd	0.1 bcd	0.6	0.3	0.8	0.3	0.9	0.3	0.4
supervisory	0.6	3.7	1.0 b	0.6 bc	0.4 bc	0.2 bcd	0.2 bcde	0.7	0.3	0.4	0.4	0.8	0.6	0.6
management	0.6	3.5	1.0 b	0.4 bc	0.4 bc	0.3 bc	0.1 bcde	0.6	0.3	0.4	0.3	0.9 ik	0.4	0.2
corporate staff	0.4	3.3	0.6 b	0.3 b	0.2 b	0.2 bc	0.1 bcd	0.5	0.3	0.4	0.2	0.5	0.2	0.0
TOTAL	10.5	67.0	15.7 b	8.7 bc	6.9 bcd	4.3 bcde	2.5 bcdef	10.7	7.7	8.8	5.8	15.1	5.9	5.9

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 030 page 1

### Termite/General Pest Control Business: Number of Full-Time Employees: Owners

10. 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	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OWNERS														
tabulated responses	531	37	50	49	42	131	153	120	102	81	77	63	28	19
weighted base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year (fill-in answers)	527 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	127 100%	105 100%	78 100%	76 100%	60 100%	28 100%	19 100%
10 or more	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
5 - 9	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
4	2 0%	1 2%	2 4%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
3	5 1%	5 14%	0 0%	0 0%	1 2%	0 0%	0 0%	2 2%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%
2	115 22%	12 36%	13 31%	13 28%	10 26%	28 20%	20 12%	28 22%	22 21%	13 17%	14 18%	12 20%	7 25%	7 38%
1	364 69%	12 38%	25 60%	32 69%	28 70%	106 76%	129 81%	83 65%	74 70%	59 75%	61 80%	43 72%	18 65%	11 58%
none	15 3%	3 10%	2 5%	2 3%	0 0%	2 2%	4 3%	2 2%	3 3%	2 2%	1 1%	3 5%	1 5%	1 4%
mean:	1.2	1.6	1.4	1.2 b	1.3	1.2 b	1.1 bcdef	1.3	1.2	1.2	1.2	1.2	1.2	1.3
standard error:	0.03	0.16	0.11	0.07	0.08	0.04	0.03	0.06	0.05	0.05	0.05	0.07	0.10	0.13
median:	1	2	1	1	1	1	1	1	1	1	1	1	1	1
no answer	25 5%	0 0%	0 0%	0 0%	1 2%	2 2%	6 4%	9 7%	4 4%	5 6%	1 1%	2 3%	1 5%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 031 page 1

### Termite/General Pest Control Business: Number of Full-Time Employees: Supervisory

10. 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	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>SUPERVISORY</b>														
tabulated responses	531	37	50	49	42	131	153	120	102	81	77	63	28	19
weighted base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year (fill-in answers)	527 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	127 100%	105 100%	78 100%	76 100%	60 100%	28 100%	19 100%
10 or more	5 1%	2 7%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
5 - 9	7 1%	7 22%	0 b	0 b	0 b	0 b	0 b	3 2%	2 1%	1 1%	0 0%	1 1%	0 0%	0 0%
4	1 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%
3	10 2%	6 18%	2 6%	0 b	1 2%	0 b	0 bc	4 3%	0 0%	1 1%	1 1%	2 3%	0 0%	0 0%
2	23 4%	2 7%	9 22%	2 4%	2 4%	2 1%	4 3%	3 2%	2 2%	4 5%	5 7%	2 4%	2 8%	3 15%
1	113 22%	9 26%	18 43%	24 51%	11 27%	26 19%	15 10%	27 22%	19 18%	14 17%	16 21%	15 25%	10 38%	5 25%
none	343 65%	6 18%	12 29%	21 44%	26 65%	109 78%	133 84%	79 62%	78 74%	54 70%	53 69%	37 62%	14 49%	11 59%
mean:	0.6	3.7	1.0 b	0.6 bc	0.4 bc	0.2 bcd	0.2 bcde	0.7	0.3	0.4	0.4	0.8	0.6	0.6
standard error:	0.10	0.80	0.12	0.08	0.11	0.04	0.04	0.18	0.10	0.11	0.09	0.39	0.13	0.18
median:	0	2	1	1	0	0	0	0	0	0	0	0	0	0
no answer	25 5%	0 0%	0 0%	0 0%	1 2%	2 2%	6 4%	9 7%	4 4%	5 6%	1 1%	2 3%	1 5%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 032 page 1

### Termite/General Pest Control Business: Number of Full-Time Employees: Management

10. 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	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
MANAGEMENT														
tabulated responses	531	37	50	49	42	131	153	120	102	81	77	63	28	19
weighted base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year (fill-in answers)	527 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	127 100%	105 100%	78 100%	76 100%	60 100%	28 100%	19 100%
10 or more	4 1%	2 7%	0 0%	0 0%	0 0%	1 b 1%	0 b 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
5 - 9	7 1%	6 18%	0 b 0%	0 b 0%	0 b 0%	0 b 0%	0 b 0%	2 1%	1 1%	1 2%	0 0%	1 1%	0 0%	0 0%
4	7 1%	4 14%	2 6%	0 b 0%	0 b 0%	0 bc 0%	0 bc 0%	0 0%	1 1%	1 1%	1 1%	3 h 5%	0 0%	0 0%
3	8 2%	4 13%	2 6%	0 b 0%	0 b 0%	1 bc 1%	0 bc 0%	2 1%	1 1%	3 3%	0 0%	2 3%	0 0%	1 4%
2	22 4%	4 14%	5 11%	1 b 2%	2 4%	4 bc 3%	4 bc 3%	8 6%	2 2%	4 5%	3 4%	3 5%	1 5%	0 0%
1	92 17%	5 16%	18 43%	15 33%	13 32%	19 cde 14%	14 cde 9%	30 23%	15 15%	7 h 9%	13 16%	12 20%	9 33%	2 8%
none	363 69%	6 18%	15 35%	31 65%	25 bc 62%	111 bcde 81%	135 bcde 85%	76 60%	81 h 77%	57 73%	59 h 77%	37 i 62%	16 58%	16 87%
mean:	0.6	3.5	1.0 b	0.4 bc	0.4 bc	0.3 bc	0.1 bcde	0.6	0.3	0.4	0.3	0.9 ik	0.4	0.2
standard error:	0.07	0.62	0.16	0.07	0.09	0.09	0.04	0.14	0.10	0.11	0.08	0.30	0.11	0.17
median:	0	3	1	0	0	0	0	0	0	0	0	0	0	0
no answer	25 5%	0 0%	0 0%	0 0%	1 2%	2 2%	6 4%	9 7%	4 4%	5 6%	1 h 1%	2 3%	1 5%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 033 page 1

### Termite/General Pest Control Business: Number of Full-Time Employees: Corporate Staff

10. 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	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>CORPORATE STAFF</b>														
tabulated responses	531	37	50	49	42	131	153	120	102	81	77	63	28	19
weighted base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year (fill-in answers)	527 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	127 100%	105 100%	78 100%	76 100%	60 100%	28 100%	19 100%
10 or more	2 0%	2 7%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
5 - 9	9 2%	8 23%	0 b	0 b	0 b	0 b	1 b	3 2%	1 1%	2 3%	1 1%	0 0%	0 0%	0 0%
4	3 1%	2 7%	0 0%	0 0%	0 0%	0 b	0 b	1 1%	0 0%	2 2%	0 0%	1 1%	0 0%	0 0%
3	11 2%	2 6%	2 6%	1 2%	1 2%	3 2%	1 bc	5 4%	2 2%	0 0%	2 2%	1 1%	1 3%	0 0%
2	13 2%	1 2%	5 11%	3 6%	1 2%	3 c	1 cd	2 1%	4 3%	2 2%	1 1%	4 6%	1 3%	0 0%
1	42 8%	5 14%	7 18%	7 15%	5 14%	7 cd	8 bcde	13 10%	8 7%	5 6%	8 10%	6 10%	1 5%	1 4%
none	423 80%	13 39%	27 66%	36 77%	32 80%	123 89%	143 89%	94 74%	87 83%	63 81%	65 85%	46 77%	24 85%	18 96%
mean:	0.4	3.3	0.6 b	0.3 b	0.2 b	0.2 bc	0.1 bcd	0.5	0.3	0.4	0.2	0.5	0.2	0.0
standard error:	0.07	0.72	0.13	0.10	0.10	0.05	0.04	0.13	0.09	0.15	0.09	0.26	0.13	0.05
median:	0	1	0	0	0	0	0	0	0	0	0	0	0	0
no answer	25 5%	0 0%	0 0%	0 0%	1 2%	2 2%	6 4%	9 7%	4 4%	5 6%	1 h	2 3%	1 5%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 034 page 1

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

10. 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	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
SALES/MARKETING														
tabulated responses	531	37	50	49	42	131	153	120	102	81	77	63	28	19
weighted base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year (fill-in answers)	527 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	127 100%	105 100%	78 100%	76 100%	60 100%	28 100%	19 100%
10 or more	6 1%	5 17%	0 0% b	0 0% b	0 0% b	0 0% b	0 0% b	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
5 - 9	10 2%	7 21%	2 5% b	1 2% b	1 2% b	0 0% bc	0 0% bc	2 2%	2 2%	4 5%	1 1%	1 1%	0 0%	0 0%
4	4 1%	2 7%	1 2%	0 0%	0 0%	1 1% b	0 0% b	1 1%	0 0%	1 1%	1 1%	1 1%	0 0%	1 4%
3	9 2%	3 10%	2 6%	1 3%	0 0% b	0 0% bcd	0 0% bcd	2 2%	1 1%	3 4%	0 0%	2 3%	0 0%	0 0%
2	21 4%	3 10%	3 7%	3 6%	1 2%	5 4%	3 2% b	5 4%	1 1%	4 6% i	2 3%	5 9% i	1 5%	0 0%
1	82 16%	5 17%	14 34%	21 45% b	5 13% cd	17 12% cd	12 8% cd	25 20%	11 10% h	7 9% h	14 18%	13 22% ij	4 15%	4 20%
none	370 70%	6 18%	19 46% b	21 44% b	32 82% bcd	114 82% bcd	138 87% bcd	81 64%	86 81% h	54 69%	58 76%	36 60% ik	21 75%	14 76%
mean:	0.7	5.2	1.0 b	0.7 b	0.3 bcd	0.2 bcd	0.1 bcd	0.6	0.3	0.8	0.3	0.9	0.3	0.4
standard error:	0.12	1.11	0.19	0.13	0.14	0.05	0.03	0.17	0.12	0.21	0.11	0.42	0.10	0.22
median:	0	3	1	1	0	0	0	0	0	0	0	0	0	0
no answer	25 5%	0 0%	0 0%	0 0%	1 2%	2 2%	6 4%	9 7%	4 4%	5 6%	1 1% h	2 3%	1 5%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 035 page 1

### Termite/General Pest Control Business: Number of Full-Time Employees: Technicians

10. 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	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
TECHNICIANS														
tabulated responses	531	37	50	49	42	131	153	120	102	81	77	63	28	19
weighted base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year (fill-in answers)	527 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	127 100%	105 100%	78 100%	76 100%	60 100%	28 100%	19 100%
10 or more	54 10%	28 87%	19 44% b	0 0% bc	1 3% bc	1 1% bc	0 0% bce	13 10%	5 4%	11 14% i	5 7%	11 19% ik	1 3%	1 4%
5 - 9	60 11%	1 4%	17 42% b	23 49% b	6 16% cd	4 3% cde	3 2% cde	21 16%	12 11%	4 6% h	8 11%	6 10%	4 16%	2 11%
4	37 7%	0 0%	1 2%	9 19% bc	9 22% bc	11 8% de	2 1% def	11 9%	5 5%	9 12%	4 6%	4 6%	1 5%	0 0%
3	42 8%	3 9%	1 2%	5 11%	10 25% c	12 8% e	4 2% def	7 6%	7 7%	3 4%	3 4%	7 11%	3 12%	5 30%
2	75 14%	0 0%	2 5%	6 13% b	9 24% bc	37 27% bcd	14 9% ef	17 13%	11 11%	10 13%	19 24% hi	5 8% k	6 21%	1 4%
1	100 19%	0 0%	1 2%	4 8%	2 6%	43 31% bcde	41 26% bcde	19 15%	30 28% h	18 23%	16 22%	10 17%	2 8%	2 8%
none	135 26%	0 0%	1 3%	0 0%	1 2%	29 21% bcde	88 55% bcdef	31 24%	32 30%	17 21%	19 25%	15 24%	9 31%	8 42%
mean:	5.8	42.7	8.3 b	4.3 bc	3.4 bcd	1.7 bcde	0.7 bcdef	5.8	4.4	4.7	2.7	9.0	2.5	2.6
standard error:	0.96	8.70	0.51	0.28	0.29	0.15	0.10	1.97	2.52	0.94	0.42	3.67	0.55	0.88
median:	2	21	9	4	3	1	0	2	1	2	2	2	2	1
no answer	25 5%	0 0%	0 0%	0 0%	1 2%	2 2%	6 4%	9 7%	4 4%	5 6%	1 1% h	2 3%	1 5%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 036 page 1

### Termite/General Pest Control Business: Number of Full-Time Employees: Administration

10. 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	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
ADMINISTRATION														
tabulated responses	531	37	50	49	42	131	153	120	102	81	77	63	28	19
weighted base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year (fill-in answers)	527 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	127 100%	105 100%	78 100%	76 100%	60 100%	28 100%	19 100%
10 or more	10 2%	9 26%	0 0%	0 0%	0 0%	0 0%	0 0%	3 2%	2 1%	1 1%	0 0%	2 3%	0 0%	0 0%
5 - 9	10 2%	8 26%	2 4%	0 0%	0 0%	0 0%	0 0%	2 1%	1 1%	1 1%	0 0%	4 6%	0 0%	1 4%
4	13 2%	2 6%	10 24%	0 0%	0 0%	1 1%	0 0%	3 2%	2 1%	4 5%	1 1%	3 5%	1 3%	0 0%
3	15 3%	4 13%	5 13%	2 3%	0 0%	0 0%	0 0%	5 4%	2 1%	2 3%	2 2%	4 6%	0 0%	1 4%
2	54 10%	2 6%	13 32%	13 27%	6 16%	10 8%	2 1%	10 8%	5 5%	9 11%	10 13%	7 11%	5 20%	3 14%
1	140 27%	5 16%	5 13%	20 42%	20 51%	47 34%	24 15%	34 26%	27 26%	18 23%	24 31%	18 30%	6 21%	3 17%
none	260 49%	2 6%	6 14%	13 27%	12 31%	78 56%	127 80%	62 49%	63 60%	39 50%	39 52%	22 36%	14 52%	11 61%
mean:	1.2	7.0	2.3	1.1	0.8	0.5	0.2	1.2	0.8	1.0	0.7	1.8	0.8	0.8
standard error:	0.14	1.17	0.20	0.12	0.11	0.06	0.04	0.34	0.30	0.21	0.10	0.43	0.20	0.31
median:	0	5	2	1	1	0	0	0	0	0	0	1	0	0
no answer	25 5%	0 0%	0 0%	0 0%	1 2%	2 2%	6 4%	9 7%	4 4%	5 6%	1 1%	2 3%	1 5%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 037 page 1

**Termite/General Pest Control Business: Number of Full-Time Employees: Total**

10. 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	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
TOTAL														
tabulated responses	531	37	50	49	42	131	153	120	102	81	77	63	28	19
weighted base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year (fill-in answers)	527 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	127 100%	105 100%	78 100%	76 100%	60 100%	28 100%	19 100%
20 or more	43 8%	30 91%	10 24% b	0 0% bc	0 0% bc	1 1% bc	0 0% bc	11 9%	5 4%	8 11%	2 2% j	9 15% ik	0 0%	1 4%
10 - 19	78 15%	1 4%	26 62% b	19 41% bc	6 16% cd	9 7% cd	7 4% cde	22 17%	8 8% h	11 14%	12 16%	12 20% i	8 28%	2 11%
5 - 9	113 21%	2 5%	3 7%	22 47% bc	24 60% bc	33 24% bcde	15 10% def	27 21%	23 22%	14 18%	19 25%	8 14%	4 15%	7 38%
4	46 9%	0 0%	2 5%	5 12% b	6 14% b	20 15% b	8 5% ef	8 6%	9 8%	3 4%	10 13%	8 14%	3 12%	0 0%
3	47 9%	0 0%	0 0%	0 0%	2 6%	30 21% bcde	10 7% f	13 11%	8 7%	9 11%	7 9%	5 9%	5 18%	0 0%
2	72 14%	0 0%	0 0%	0 0%	1 2%	27 20% bcde	38 24% bcde	11 8%	22 21% h	15 19% h	12 16%	5 8% i	2 8%	1 4%
1	103 19%	0 0%	1 2%	0 0%	0 0%	17 12% bde	75 47% bcdef	25 20%	27 26%	13 17%	14 18%	10 17%	4 13%	8 42%
mean:	10.5	67.0	15.7 b	8.7 bc	6.9 bcd	4.3 bcde	2.5 bcdef	10.7	7.7	8.8	5.8	15.1	5.9	5.9
standard error:	1.37	11.82	0.82 36	0.45 16	0.51 9	0.31 6	0.22 3	2.78 5	3.05 3	1.54 4	0.72 4	5.22 5	0.95 4	1.73 5
no answer	25 5%	0 0%	0 0%	0 0%	1 2%	2 2%	6 4%	9 7%	4 4%	5 6%	1 1% h	2 3%	1 5%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 038 page 1

### Termite/General Pest Control Business: Change in Profitability

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

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
tabulated responses	531	37	50	49	42	131	153	120	102	81	77	63	28	19
weighted base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year	527 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	127 100%	105 100%	78 100%	76 100%	60 100%	28 100%	19 100%
more profitable	288 55%	19 59%	24 58%	32 68%	30 75%	80 58% e	80 50% de	65 51%	61 58%	34 44%	47 62% j	36 59%	15 55%	14 73%
equally profitable	170 32%	10 31%	13 31%	12 26%	9 23%	45 32%	56 35%	42 33%	33 31%	31 40%	19 25% j	20 33%	9 31%	3 18%
less profitable	58 11%	3 10%	4 11%	3 6%	1 2%	14 10%	23 14% e	16 13%	9 8%	11 14%	8 11%	4 6%	4 14%	2 8%
no answer	12 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	4 3%	2 2%	1 2%	2 2%	1 1%	0 0%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 039 page 1

### Termite/General Pest Control Business: Revenue

12. Approximately what was your company's revenue in its most recently completed fiscal year for its termite/general pest control business?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
tabulated responses	531	37	50	49	42	131	153	120	102	81	77	63	28	19
weighted base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year (fill-in answers)	527 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	127 100%	105 100%	78 100%	76 100%	60 100%	28 100%	19 100%
\$2.0 million or more	33 6%	33 100%	0 0%	0 0%	0 0%	0 0%	0 0%	7 6%	3 3%	6 8%	2 2%	8 13%	1 5%	1 4%
\$1.0 - \$1.9 million	42 8%	0 0%	42 100%	0 0%	0 0%	0 0%	0 0%	7 5%	4 4%	6 8%	4 5%	9 16%	6 21%	3 15%
\$500,000 - \$999,999	47 9%	0 0%	0 0%	47 100%	0 0%	0 0%	0 0%	14 11%	7 7%	4 6%	7 9%	7 12%	2 8%	1 4%
\$300,000 - \$499,999	40 8%	0 0%	0 0%	0 0%	40 100%	0 0%	0 0%	14 11%	7 7%	4 6%	8 11%	1 1%	2 8%	0 0%
\$200,000 - \$299,999	63 12%	0 0%	0 0%	0 0%	0 0%	63 46%	0 0%	14 11%	13 12%	8 10%	11 15%	9 16%	2 8%	3 18%
\$100,000 - \$199,999	75 14%	0 0%	0 0%	0 0%	0 0%	75 54%	0 0%	19 15%	14 13%	12 15%	9 12%	8 14%	6 21%	3 15%
\$50,000 - \$99,999	63 12%	0 0%	0 0%	0 0%	0 0%	0 0%	63 40%	7 5%	26 24%	11 14%	11 15%	3 6%	1 3%	2 11%
less than \$50,000	84 16%	0 0%	0 0%	0 0%	0 0%	0 0%	84 53%	20 15%	20 19%	12 15%	16 21%	6 10%	5 18%	3 15%
nothing	12 2%	0 0%	0 0%	0 0%	0 0%	0 0%	12 8%	5 4%	1 1%	2 2%	1 1%	2 4%	0 0%	1 4%
mean (thousands):	\$860	\$7,880	\$1,390	\$710	\$370	\$180	\$40	\$640	\$620	\$870	\$320	\$1,660	\$510	\$540
standard error:	\$154	\$1,431	\$37	\$23	\$8	\$5	\$2	\$200	\$394	\$300	\$63	\$627	\$109	\$201
median:	\$180	\$3,905	\$1,462	\$700	\$350	\$177	\$35	\$200	\$100	\$137	\$147	\$250	\$209	\$158
no answer	69 13%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	21 16%	10 10%	13 16%	7 10%	5 9%	3 9%	2 11%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 040 page 1

### Termite/General Pest Control Business: Rate of Growth

13. Approximately what was your company's rate of growth in total revenue during its most recently completed fiscal year for its termite/general pest control business?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
tabulated responses	531	37	50	49	42	131	153	120	102	81	77	63	28	19
weighted base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year (fill-in answers)	527 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	127 100%	105 100%	78 100%	76 100%	60 100%	28 100%	19 100%
100% or more	20 4%	1 2%	1 2%	1 2%	1 2%	2 2%	15 10% f	7 5%	4 4%	3 4%	3 4%	0 0%	0 0%	3 15%
50% - 99%	25 5%	2 5%	0 0%	1 2%	2 4%	7 5%	14 9% c	5 4%	9 8%	1 1% i	3 4%	5 8% j	1 3%	0 0%
25% - 49%	43 8%	0 0%	4 9%	3 6%	3 7%	15 11% b	15 10%	6 5%	12 12% h	4 5%	8 10%	9 15% h	2 8%	2 11%
20% - 24%	25 5%	1 4%	1 3%	4 9%	4 9%	10 7%	3 2% def	5 4%	5 4%	5 6%	4 6%	2 3%	2 6%	0 0%
15% - 19%	39 7%	2 6%	3 7%	5 11%	3 7%	14 10%	9 6%	5 4%	10 10%	5 6%	9 12% h	1 1% ik	3 12%	3 18%
10% - 14%	96 18%	5 14%	12 28%	14 30%	8 20%	29 21%	27 17% d	26 20%	13 13%	10 13%	14 19%	17 29% ij	6 21%	2 13%
5% - 9%	111 21%	15 46%	11 26%	12 25% b	10 26%	25 18% b	25 16% b	25 20%	19 18%	24 30% i	14 19%	12 20%	6 21%	4 20%
1% - 4%	65 12%	6 19%	6 14%	3 7%	8 19%	18 13%	19 12%	21 17%	12 11%	7 9%	10 13%	5 8%	3 10%	1 7%
none	58 11%	0 0%	4 9%	2 4%	2 5%	14 10%	29 18% bdef	14 11%	13 13%	12 15%	6 8%	6 10%	3 12%	3 15%
negative	7 1%	0 0%	1 2%	0 0%	0 0%	4 3%	1 1%	2 1%	0 0%	3 4% i	1 2%	0 0%	1 3%	0 0%
mean:	16.8%	14.5%	12.0%	14.3%	17.4%	13.6%	23.8% cdf	16.8%	19.9%	14.4%	16.4%	16.1%	10.3%	24.2%
standard error:	1.40%	5.59%	2.24%	2.80%	7.10%	1.53%	3.41% cdf	3.48%	3.02%	4.64%	2.82%	2.26%	2.29%	7.94%
median:	10%	6%	9%	10%	8%	10%	10%	7%	10%	5%	10%	10%	10%	10%
no answer	38 7%	1 2%	0 0%	1 3%	0 0%	1 1%	1 0%	12 9%	8 7%	4 5%	3 4%	3 5%	1 5%	0 0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 041 page 1

### Termite/General Pest Control Business: Expenses

14. Approximately what were your company's total expenses during its most recently completed fiscal year for its termite/general pest control business?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
tabulated responses	531	37	50	49	42	131	153	120	102	81	77	63	28	19
weighted base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year (fill-in answers)	527 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	127 100%	105 100%	78 100%	76 100%	60 100%	28 100%	19 100%
\$2.0 million or more	22 4%	20 62%	1 2% b	0 0% b	0 0% b	0 0% b	0 0% b	4 3%	2 1%	5 6%	2 2%	4 7%	1 3%	1 4%
\$1.0 - \$1.9 million	21 4%	3 9%	18 42% b	0 0% bc	0 0% c	1 1% bc	0 0% bc	4 3%	2 2%	2 3%	2 2%	6 10% ik	0 0%	2 11%
\$500,000 - \$999,999	37 7%	1 4%	13 31% b	22 46% b	0 0% cd	0 0% bcd	1 0% cd	10 8%	2 2%	5 7%	4 6%	7 11% i	6 23%	1 4%
\$300,000 - \$499,999	32 6%	2 5%	2 6%	15 32% bc	13 34% bc	0 0% bcde	0 0% bcde	7 5%	9 8%	3 4%	7 9%	4 6%	2 8%	0 0%
\$200,000 - \$299,999	34 6%	0 0%	0 0%	2 3%	17 42% bcd	15 11% ce	1 0% ef	9 7%	6 6%	4 5%	4 5%	1 1%	2 8%	3 18%
\$100,000 - \$199,999	65 12%	0 0%	0 0%	1 3%	6 15% bcd	56 40% bcde	2 1% ef	24 19%	9 8% h	9 11%	14 18% i	6 10%	0 0%	1 4%
\$50,000 - \$99,999	56 11%	0 0%	1 2%	1 2%	0 0%	30 22% bcde	25 15% bcde	12 9%	17 16%	10 13%	7 9%	3 5% i	4 13%	2 11%
less than \$50,000	146 28%	1 2%	0 0%	2 4%	0 0%	29 21% bcde	111 70% bcdef	21 16%	42 40% h	21 27%	27 35% h	14 24% i	8 30%	8 42%
nothing	15 3%	0 0%	1 3%	0 0%	1 2%	0 0% c	11 7% f	8 6%	3 2%	1 1%	1 1%	2 4%	0 0%	0 0%
mean (thousands):	\$622	\$6,602	\$1,023 b	\$486 bc	\$258 bcd	\$120 bcde	\$28 bcdef	\$454	\$500	\$695	\$226	\$1,160	\$332	\$365
standard error:	\$140	\$1,548	\$61	\$31	\$15	\$13	\$6	\$183	\$391	\$289	\$55	\$606	\$97	\$153
median:	\$96	\$2,547	\$1,023	\$506	\$275	\$100	\$17	\$125	\$50	\$72	\$80	\$147	\$113	\$80
no answer	99 19%	6 18%	6 14%	4 9%	3 7%	8 6% b	9 6% b	28 22%	13 13%	18 22%	10 13%	13 22%	4 15%	1 4%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 042 page 1

### Termite/General Pest Control Business: Amount Spent on Technician/Field Supervisor Wages

15. Approximately what did your company spend on technician and field supervisor wages (including subcontractor expenses), in total, in its most recently completed fiscal year for its termite/general pest control business?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
tabulated responses	531	37	50	49	42	131	153	120	102	81	77	63	28	19
weighted base: those whose company received at least 50% of its revenue from termite control and/or general pest control in its most recently completed fiscal year (fill-in answers)	527 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	127 100%	105 100%	78 100%	76 100%	60 100%	28 100%	19 100%
\$2.0 million or more	8 1%	7 22%	0 0% b	0 0% b	0 0% b	0 0% b	0 0% b	2 1%	2 1%	0 0%	0 0%	2 3%	0 0%	0 0%
\$1.0 - \$1.9 million	7 1%	7 20%	1 2% b	0 0% b	0 0% b	0 0% b	0 0% b	3 2%	1 1%	2 3%	0 0%	2 3%	0 0%	0 0%
\$500,000 - \$999,999	30 6%	10 30%	16 39%	2 4% bc	0 0% bc	1 1% bc	0 0% bcd	5 4%	2 1%	4 6%	4 5%	7 11% i	1 3%	3 15%
\$300,000 - \$499,999	23 4%	0 0%	11 26% b	11 23% b	0 0% cd	1 1% cd	0 0% cd	6 5%	2 2%	4 5%	2 2%	5 8%	2 8%	1 4%
\$200,000 - \$299,999	26 5%	2 6%	6 14%	17 36% bc	1 2% cd	0 0% bcd	0 0% bcd	6 5%	7 6%	2 3%	4 6%	3 5%	3 9%	1 4%
\$100,000 - \$199,999	50 9%	0 0%	1 2%	8 16% bc	19 48% bcd	18 13% bce	2 1% def	12 10%	11 10%	5 6%	9 12%	3 5%	2 6%	2 11%
\$50,000 - \$99,999	71 14%	0 0%	0 0%	3 6%	13 34% bcd	49 35% bcd	5 3% ef	18 14%	12 11%	8 11%	13 17%	9 16%	4 13%	1 7%
less than \$50,000	122 23%	0 0%	2 4%	2 4%	2 5%	49 36% bcde	64 40% bcde	18 14%	30 29% h	25 32% h	24 32% h	7 12% ijk	7 25%	5 30%
nothing	102 19%	0 0%	3 6%	0 0%	2 4%	13 9% d	79 50% bcdef	28 22%	26 25%	13 17%	13 17%	9 15%	6 21%	4 24%
mean (thousands):	\$301	\$2,858	\$426 b	\$245 bc	\$105 bcd	\$56 bcde	\$10 bcdef	\$356	\$302	\$163	\$96	\$560	\$106	\$135
standard error:	\$89.3	\$953.3	\$34.2	\$17.9	\$9.0	\$5.9	\$1.8	\$261.5	\$270.0	\$41.1	\$20.6	\$327.4	\$34.3	\$46.8
median:	\$45.0	\$1,016.4	\$403.1	\$246.3	\$100.0	\$50.0	\$0.0	\$50.0	\$25.0	\$39.8	\$39.9	\$80.0	\$26.3	\$45.0
no answer	89 17%	7 22%	3 7%	4 9%	3 7%	8 5% b	9 5% b	29 23%	13 13% h	13 17%	7 9% h	13 22% k	4 15%	1 4%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 043 page 1

### Wages/Salaries/Bonuses: Mean Summary

16. In your company's most recently completed fiscal year, how were wages/salaries/bonuses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>MEAN SUMMARY</b>														
base: those answering (fill-in answers)														
general pest control service wages/salaries (including mosquitos, bed bugs, rodents, etc.)	51.7%	47.2%	46.8%	44.2%	53.8%	53.9%	64.8%	46.3%	60.5%	53.4%	53.9%	48.2%	42.4%	50.0%
management/administrative/office wages/salaries	16.3%	16.0%	25.5%	18.3%	20.5%	16.3%	11.2%	18.8%	14.2%	14.2%	15.0%	17.8%	25.4%	13.1%
termite control service wages/salaries	10.3%	9.0%	10.4%	17.2%	14.8%	11.8%	9.3%	13.2%	7.0%	9.0%	15.1%	13.5%	8.3%	2.3%
other ancillary service wages/salaries (wildlife control, fumigation, lawn & ornamental, handyman services, deck/pool cleaning, insulation, Christmas lights, etc.)	6.9%	6.9%	5.7%	3.0%	3.5%	3.9%	3.0%	5.0%	6.7%	7.8%	6.4%	5.3%	2.5%	14.6%
sales wages/salaries	4.6%	11.0%	4.8%	9.3%	2.0%	4.2%	2.3%	3.5%	1.7%	8.6%	5.6%	3.1%	4.2%	6.6%
other service wages/salaries	3.6%	3.6%	1.6%	2.0%	1.7%	2.5%	2.6%	4.0%	4.3%	1.6%	1.4%	3.7%	6.8%	6.5%
other wages/salaries	3.1%	0.7%	1.6%	2.2%	0.7%	3.3%	4.3%	4.7%	3.3%	1.8%	0.9%	4.6%	4.3%	2.3%
sub-contractors wages/salaries	2.0%	1.4%	1.0%	2.1%	1.6%	2.4%	2.0%	3.5%	1.2%	1.2%	1.3%	1.5%	4.1%	3.1%
bonuses	1.4%	4.1%	2.7%	1.7%	1.4%	1.8%	0.5%	1.1%	1.0%	2.3%	0.5%	2.2%	2.0%	1.5%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Columns tested at 95% significance level: bcdefg hijklmn

TABLE 044 page 1

**Wages/Salaries/Bonuses: Termite Control Service Wages/Salaries**

16. In your company's most recently completed fiscal year, how were wages/salaries/bonuses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>TERMITE CONTROL SERVICE WAGES/SALARIES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	142 25%	7 20%	7 16%	7 14%	6 16%	19 14%	42 26%	42 32%	23 19%	17 20%	20 25%	17 27%	6 16%	5 21%
tabulated responses	436	30	43	42	36	114	112	88	93	69	59	49	28	18
weighted base: those answering (fill-in answers)	431 100%	26 100%	35 100%	40 100%	33 100%	119 100%	117 100%	92 100%	93 100%	66 100%	58 100%	47 100%	29 100%	18 100%
100%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	5 1%	0 0%	0 0%	1 2%	0 0%	1 1%	2 2%	1 1%	0 0%	0 0%	2 4%	2 3%	0 0%	0 0%
50% - 74%	11 3%	1 3%	0 0%	1 3%	1 2%	5 4%	3 3%	1 1%	1 1%	1 1%	1 2%	4 9%	3 9%	0 0%
25% - 49%	54 13%	2 6%	5 15%	8 21%	8 23%	19 16%	11 9%	15 16%	10 11%	10 15%	10 18%	5 11%	1 3%	1 7%
20% - 24%	23 5%	2 9%	3 8%	5 13%	3 9%	2 2%	7 6%	4 5%	6 7%	2 4%	3 5%	2 5%	2 7%	0 0%
15% - 19%	18 4%	2 6%	2 4%	1 3%	4 11%	7 6%	3 2%	4 5%	3 3%	0 0%	8 14%	0 0%	0 0%	0 0%
10% - 14%	50 12%	2 8%	9 24%	8 20%	4 13%	12 10%	13 11%	19 20%	6 7%	13 20%	5 8%	2 5%	3 10%	1 4%
5% - 9%	29 7%	5 19%	5 13%	6 14%	2 5%	6 5%	3 2%	7 7%	4 4%	7 10%	3 5%	4 8%	2 7%	0 0%
1% - 4%	16 4%	4 17%	1 2%	1 3%	0 0%	5 4%	3 2%	3 3%	2 2%	4 6%	1 1%	2 3%	1 3%	2 12%
none	224 52%	8 32%	11 33%	8 20%	13 38%	61 52%	72 62%	37 40%	60 65%	29 44%	25 43%	27 56%	18 62%	14 76%
mean:	10.3%	9.0%	10.4%	17.2%	14.8%	11.8%	9.3%	13.2%	7.0%	9.0%	15.1%	13.5%	8.3%	2.3%
standard error:	0.78%	2.33%	1.68%	2.81%	2.69%	1.69%	1.64%	1.93%	1.24%	1.52%	2.59%	3.30%	2.82%	1.46%
median:	0%	5%	10%	10%	10%	0%	0%	10%	0%	4%	10%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 045 page 1

### Wages/Salaries/Bonuses: General Pest Control Service Wages/Salaries

16. In your company's most recently completed fiscal year, how were wages/salaries/bonuses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
GENERAL PEST CONTROL SERVICE WAGES/SALARIES (INCLUDING MOSQUITOS, BED BUGS, RODENTS, ETC.)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	142 25%	7 20%	7 16%	7 14%	6 16%	19 14%	42 26% f	42 32%	23 19% h	17 20%	20 25%	17 27%	6 16%	5 21%
tabulated responses	436	30	43	42	36	114	112	88	93	69	59	49	28	18
weighted base: those answering (fill-in answers)	431 100%	26 100%	35 100%	40 100%	33 100%	119 100%	117 100%	92 100%	93 100%	66 100%	58 100%	47 100%	29 100%	18 100%
100%	66 15%	0 0%	0 0%	2 5%	2 7%	15 12% c	40 34% cdef	13 15%	20 21%	7 11%	12 20%	10 20%	3 9%	2 9%
75% - 99%	70 16%	2 9%	3 9%	6 16%	5 15%	22 19%	23 20%	7 7%	21 22% h	14 22% h	9 16%	6 12%	4 15%	2 12%
50% - 74%	101 23%	9 34%	15 41%	8 20% c	12 34%	36 30%	19 16% cef	23 25%	20 21%	17 25%	12 21%	8 18%	8 27%	5 28%
25% - 49%	94 22%	13 49%	11 33%	16 40%	12 37%	23 19% de	12 10% cdef	23 25%	17 18%	15 22%	13 22%	8 17%	4 14%	7 40%
20% - 24%	14 3%	1 5%	2 7%	2 4%	0 0%	2 2%	2 2%	3 3%	3 3%	1 1%	0 0%	2 5%	2 7%	0 0%
15% - 19%	6 1%	0 0%	1 2%	0 0%	0 0%	3 2%	0 0%	2 2%	1 1%	0 0%	2 4%	0 0%	0 0%	0 0%
10% - 14%	17 4%	0 0%	1 2%	5 12%	2 5%	1 1% d	4 4%	5 6%	2 2%	3 4%	4 6%	3 6%	0 0%	0 0%
5% - 9%	6 1%	0 0%	0 0%	0 0%	0 0%	3 2%	0 0%	0 0%	1 1%	2 3%	3 4% h	0 0%	0 0%	0 0%
1% - 4%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
none	58 14%	1 3%	2 6%	2 4%	1 2%	13 11%	17 15%	14 15%	10 10%	8 12%	4 7%	10 22% k	8 28%	2 12%
mean:	51.7%	47.2%	46.8%	44.2%	53.8%	53.9%	64.8% cdef	46.3%	60.5% h	53.4%	53.9%	48.2%	42.4%	50.0%
standard error:	1.58%	3.31%	3.32%	4.17%	4.44%	2.96%	3.51% cdef	3.48%	3.43% h	3.87%	4.46%	5.23% k	6.41%	6.73%
median:	50%	47%	49%	38%	54%	56%	80%	45%	61%	55%	52%	48%	48%	46%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 046 page 1

### Wages/Salaries/Bonuses: Other Ancillary Service Wages/Salaries

16. In your company's most recently completed fiscal year, how were wages/salaries/bonuses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OTHER ANCILLARY SERVICE WAGES/ SALARIES (WILDLIFE CONTROL, FUMIGATION, LAWN & ORNAMENTAL, HANDYMAN SERVICES, DECK/POOL CLEANING, INSULATION, CHRISTMAS LIGHTS, ETC.)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	142 25%	7 20%	7 16%	7 14%	6 16%	19 14%	42 26%	42 32%	23 19%	17 20%	20 25%	17 27%	6 16%	5 21%
tabulated responses	436	30	43	42	36	114	112	88	93	69	59	49	28	18
weighted base: those answering (fill-in answers)	431 100%	26 100%	35 100%	40 100%	33 100%	119 100%	117 100%	92 100%	93 100%	66 100%	58 100%	47 100%	29 100%	18 100%
100%	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%
75% - 99%	8 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	2 2%	3 4%	0 0%	0 0%	0 0%	0 0%
50% - 74%	12 3%	0 0%	0 0%	0 0%	0 0%	1 1%	2 2%	2 2%	2 2%	0 0%	1 2%	2 4%	0 0%	2 12%
25% - 49%	17 4%	2 8%	2 4%	0 0%	1 2%	4 4%	4 4%	1 1%	4 5%	2 3%	4 6%	2 3%	1 4%	2 12%
20% - 24%	10 2%	0 0%	2 4%	2 5%	3 8%	1 1%	2 2%	3 3%	1 1%	1 1%	3 4%	2 3%	0 0%	0 0%
15% - 19%	8 2%	3 13%	2 4%	1 3%	0 0%	0 0%	0 0%	3 4%	0 0%	0 0%	2 4%	0 0%	0 0%	1 7%
10% - 14%	31 7%	2 9%	3 9%	4 9%	3 8%	15 12%	3 2%	6 7%	4 4%	7 10%	3 6%	4 8%	2 7%	2 13%
5% - 9%	39 9%	4 17%	7 20%	3 8%	2 7%	13 11%	7 6%	7 8%	11 12%	7 10%	5 8%	4 8%	3 10%	2 12%
1% - 4%	20 5%	6 23%	4 13%	1 3%	1 2%	6 5%	0 0%	3 3%	6 7%	5 8%	2 3%	2 3%	1 4%	0 0%
none	286 66%	8 30%	16 45%	29 71%	24 73%	80 67%	99 84%	65 71%	62 66%	42 63%	39 67%	33 70%	22 74%	8 44%
mean:	6.9%	6.9%	5.7%	3.0%	3.5%	3.9%	3.0%	5.0%	6.7%	7.8%	6.4%	5.3%	2.5%	14.6%
standard error:	0.79%	1.36%	1.40%	0.86%	1.25%	0.85%	0.95%	1.41%	1.90%	2.30%	1.71%	1.77%	1.01%	4.82%
median:	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 047 page 1

### Wages/Salaries/Bonuses: Other Service Wages/Salaries

16. In your company's most recently completed fiscal year, how were wages/salaries/bonuses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>OTHER SERVICE WAGES/SALARIES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	142 25%	7 20%	7 16%	7 14%	6 16%	19 14%	42 26% f	42 32%	23 19% h	17 20%	20 25%	17 27%	6 16%	5 21%
tabulated responses	436	30	43	42	36	114	112	88	93	69	59	49	28	18
weighted base: those answering (fill-in answers)	431 100%	26 100%	35 100%	40 100%	33 100%	119 100%	117 100%	92 100%	93 100%	66 100%	58 100%	47 100%	29 100%	18 100%
100%	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 3%	1 4%	0 0%
75% - 99%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	4 1%	0 0%	0 0%	0 0%	0 0%	0 0%	3 2%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	1 7%
25% - 49%	16 4%	1 3%	1 2%	1 3%	1 2%	6 5%	3 2%	7 7%	2 2%	3 5%	1 2%	0 0%	1 4%	0 0%
20% - 24%	4 1%	0 0%	1 2%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	1 2%	1 4%	1 7%
15% - 19%	3 1%	1 3%	0 0%	1 3%	0 0%	0 0% d	0 0% d	0 0%	0 0%	0 0%	1 1%	1 3%	0 0%	0 0%
10% - 14%	17 4%	2 8%	2 4%	1 3%	2 7%	5 5%	4 4%	4 5%	5 6%	1 1%	2 4%	0 0%	0 0%	0 0%
5% - 9%	16 4%	5 19%	1 2%	1 2%	2 5%	8 6%	0 0% ef	4 4%	4 4%	1 2%	1 1%	2 4%	2 7%	1 4%
1% - 4%	4 1%	1 5%	1 2%	1 2%	0 0%	1 1%	0 0%	1 1%	0 0%	2 3%	2 3%	0 0%	0 0%	0 0%
none	362 84%	16 62%	31 87%	35 86%	29 86%	98 82%	107 91% f	75 82%	78 84%	59 89%	52 89%	42 88%	23 79%	14 81%
mean:	3.6%	3.6%	1.6%	2.0%	1.7%	2.5%	2.6%	4.0%	4.3%	1.6%	1.4% h	3.7%	6.8%	6.5%
standard error:	0.57%	1.39%	0.79%	0.82%	0.85%	0.60%	0.90%	1.15%	1.57%	0.68%	0.56%	2.09%	3.68%	3.70%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 048 page 1

### Wages/Salaries/Bonuses: Management/Administrative/Office Wages/Salaries

16. In your company's most recently completed fiscal year, how were wages/salaries/bonuses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
MANAGEMENT/ADMINISTRATIVE/OFFICE WAGES/SALARIES														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	142 25%	7 20%	7 16%	7 14%	6 16%	19 14%	42 26%	42 32%	23 19%	17 20%	20 25%	17 27%	6 16%	5 21%
tabulated responses	436	30	43	42	36	114	112	88	93	69	59	49	28	18
weighted base: those answering (fill-in answers)	431 100%	26 100%	35 100%	40 100%	33 100%	119 100%	117 100%	92 100%	93 100%	66 100%	58 100%	47 100%	29 100%	18 100%
100%	17 4%	0 0%	0 0%	0 0%	0 0%	5 4%	7 6%	5 6%	3 4%	1 1%	2 4%	3 6%	2 7%	0 0%
75% - 99%	4 1%	0 0%	1 4%	0 0%	1 2%	1 1%	1 1%	1 1%	0 0%	1 1%	1 1%	0 0%	1 4%	0 0%
50% - 74%	20 5%	1 3%	1 2%	2 6%	3 9%	8 6%	3 2%	4 5%	4 5%	4 6%	1 2%	2 3%	3 10%	2 12%
25% - 49%	71 16%	7 26%	14 39%	10 25%	10 31%	19 16%	7 6%	16 17%	15 16%	11 17%	8 13%	10 21%	5 18%	2 9%
20% - 24%	34 8%	3 11%	5 13%	6 15%	5 15%	6 5%	2 2%	8 9%	6 7%	3 5%	5 8%	3 7%	2 7%	1 4%
15% - 19%	23 5%	3 12%	6 18%	6 14%	2 6%	3 3%	0 0%	7 7%	3 3%	5 8%	2 4%	4 9%	0 0%	0 0%
10% - 14%	41 10%	4 14%	6 18%	5 14%	2 5%	9 8%	8 7%	4 4%	6 7%	8 12%	8 14%	3 6%	2 5%	5 31%
5% - 9%	19 4%	6 22%	0 0%	5 14%	2 6%	5 4%	1 1%	5 5%	4 4%	2 2%	2 4%	3 6%	1 4%	0 0%
1% - 4%	5 1%	1 3%	0 0%	1 3%	0 0%	1 1%	3 2%	1 1%	3 4%	0 0%	0 0%	1 2%	0 0%	0 0%
none	196 45%	2 9%	2 6%	4 9%	9 26%	63 52%	86 73%	40 44%	48 51%	32 48%	29 50%	19 40%	13 44%	8 44%
mean:	16.3%	16.0%	25.5%	18.3%	20.5%	16.3%	11.2%	18.8%	14.2%	14.2%	15.0%	17.8%	25.4%	13.1%
standard error:	1.13%	2.16%	2.44%	2.22%	3.12%	2.40%	2.59%	2.80%	2.40%	2.53%	3.36%	3.24%	6.06%	4.12%
median:	8%	15%	20%	17%	20%	0%	0%	9%	0%	6%	5%	10%	10%	10%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 049 page 1

### Wages/Salaries/Bonuses: Sales Wages/Salaries

16. In your company's most recently completed fiscal year, how were wages/salaries/bonuses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>SALES WAGES/SALARIES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	142 25%	7 20%	7 16%	7 14%	6 16%	19 14%	42 26%	42 32%	23 19%	17 20%	20 25%	17 27%	6 16%	5 21%
tabulated responses	436	30	43	42	36	114	112	88	93	69	59	49	28	18
weighted base: those answering (fill-in answers)	431 100%	26 100%	35 100%	40 100%	33 100%	119 100%	117 100%	92 100%	93 100%	66 100%	58 100%	47 100%	29 100%	18 100%
100%	3 1%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	2 2%	1 1%	0 0%	1 3%	0 0%
75% - 99%	4 1%	0 0%	0 0%	1 2%	0 0%	0 0%	2 2%	0 0%	0 0%	2 3%	1 1%	0 0%	0 0%	1 4%
50% - 74%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%
25% - 49%	9 2%	2 9%	1 2%	1 3%	0 0%	1 1%	1 1%	1 1%	1 1%	3 4%	1 1%	0 0%	0 0%	0 0%
20% - 24%	14 3%	2 6%	2 4%	5 14%	1 2%	3 2%	1 1%	4 4%	3 3%	2 2%	2 3%	2 3%	1 4%	1 4%
15% - 19%	13 3%	5 19%	2 4%	4 10%	1 2%	0 0%	0 0%	4 4%	1 1%	2 3%	2 4%	3 6%	0 0%	0 0%
10% - 14%	33 8%	4 14%	5 16%	6 14%	3 9%	10 8%	2 2%	8 9%	2 2%	6 9%	2 4%	7 14%	2 5%	3 15%
5% - 9%	25 6%	5 20%	3 9%	7 18%	2 5%	3 2%	4 4%	9 10%	8 9%	3 5%	0 0%	1 2%	1 3%	1 4%
1% - 4%	8 2%	2 6%	4 11%	1 3%	0 0%	1 1%	0 0%	2 3%	3 4%	0 0%	0 0%	2 3%	0 0%	0 0%
none	321 74%	7 26%	19 53%	14 36%	27 81%	98 82%	107 91%	63 69%	76 81%	47 71%	49 83%	34 72%	25 85%	13 72%
mean:	4.6%	11.0%	4.8%	9.3%	2.0%	4.2%	2.3%	3.5%	1.7%	8.6%	5.6%	3.1%	4.2%	6.6%
standard error:	0.67%	2.07%	1.09%	2.31%	0.87%	1.59%	1.16%	0.69%	0.48%	2.70%	2.39%	0.84%	3.61%	5.04%
median:	0%	9%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 050 page 1

### Wages/Salaries/Bonuses: Sub-Contractors Wages/Salaries

16. In your company's most recently completed fiscal year, how were wages/salaries/bonuses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>SUB-CONTRACTORS WAGES/SALARIES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	142 25%	7 20%	7 16%	7 14%	6 16%	19 14%	42 26% f	42 32%	23 19% h	17 20%	20 25%	17 27%	6 16%	5 21%
tabulated responses	436	30	43	42	36	114	112	88	93	69	59	49	28	18
weighted base: those answering (fill-in answers)	431 100%	26 100%	35 100%	40 100%	33 100%	119 100%	117 100%	92 100%	93 100%	66 100%	58 100%	47 100%	29 100%	18 100%
100%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	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%	0 0%	0 0%	0 0%	0 0%
50% - 74%	4 1%	0 0%	0 0%	0 0%	1 2%	1 1%	1 1%	1 1%	0 0%	0 0%	1 1%	0 0%	1 4%	1 4%
25% - 49%	8 2%	0 0%	0 0%	2 5%	0 0%	4 4%	1 1%	2 3%	3 3%	1 2%	0 0%	0 0%	1 4%	0 0%
20% - 24%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
15% - 19%	1 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%
10% - 14%	11 2%	2 8%	2 4%	1 2%	0 0%	4 3%	1 1%	3 3%	0 0%	2 3%	1 1%	2 5% i	0 0%	1 7%
5% - 9%	18 4%	2 6%	2 4%	3 7%	1 2%	8 7%	2 2%	3 3%	1 1%	1 1%	4 6%	6 12% hij	3 10%	0 0%
1% - 4%	18 4%	6 23%	2 4%	1 2%	1 2%	7 6%	1 1% f	8 8%	1 1% h	2 4%	0 0% h	2 5%	0 0%	2 9%
none	370 86%	16 63%	30 84%	34 84%	31 93%	95 80%	110 94% f	74 81%	87 94% h	60 90%	53 91%	36 76% ijk	24 81%	14 79%
mean:	2.0%	1.4%	1.0%	2.1%	1.6%	2.4%	2.0%	3.5%	1.2%	1.2%	1.3%	1.5%	4.1%	3.1%
standard error:	0.41%	0.49%	0.49%	0.96%	1.75%	0.78%	1.09%	1.49%	0.51%	0.61%	1.08%	0.50%	2.04%	2.79%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 051 page 1

### Wages/Salaries/Bonuses: Other Wages/Salaries

16. In your company's most recently completed fiscal year, how were wages/salaries/bonuses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>OTHER WAGES/SALARIES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	142 25%	7 20%	7 16%	7 14%	6 16%	19 14%	42 26%	42 32%	23 19%	17 20%	20 25%	17 27%	6 16%	5 21%
tabulated responses	436	30	43	42	36	114	112	88	93	69	59	49	28	18
weighted base: those answering (fill-in answers)	431 100%	26 100%	35 100%	40 100%	33 100%	119 100%	117 100%	92 100%	93 100%	66 100%	58 100%	47 100%	29 100%	18 100%
100%	6 1%	0 0%	0 0%	0 0%	0 0%	2 2%	4 3%	3 4%	1 1%	0 0%	0 0%	1 3%	0 0%	0 0%
75% - 99%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	4 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 2%	0 0%	1 3%	1 4%	0 0%
25% - 49%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
20% - 24%	9 2%	0 0%	1 2%	1 2%	0 0%	3 2%	3 3%	1 1%	3 3%	2 2%	1 1%	0 0%	1 4%	1 7%
15% - 19%	2 0%	0 0%	0 0%	1 3%	1 2%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%
10% - 14%	12 3%	1 3%	3 8%	2 4%	1 2%	1 1%	3 3%	2 2%	2 2%	0 0%	2 3%	0 0%	1 4%	1 7%
5% - 9%	14 3%	1 3%	1 2%	4 10%	1 2%	6 5%	1 1%	4 4%	1 1%	1 1%	1 2%	3 6%	3 10%	0 0%
1% - 4%	8 2%	2 8%	1 2%	1 3%	0 0%	2 2%	1 1%	2 2%	3 4%	0 0%	0 0%	1 2%	1 4%	1 4%
none	375 87%	22 86%	30 85%	31 77%	31 93%	104 87%	105 90%	79 86%	82 87%	62 94%	54 92%	41 87%	21 72%	14 81%
mean:	3.1%	0.7%	1.6%	2.2%	0.7%	3.3%	4.3%	4.7%	3.3%	1.8%	0.9%	4.6%	4.3%	2.3%
standard error:	0.61%	0.40%	0.69%	0.75%	0.51%	1.36%	1.56%	1.96%	1.50%	0.97%	0.51%	2.26%	1.91%	1.21%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 052 page 1

### Wages/Salaries/Bonuses: Bonuses

16. In your company's most recently completed fiscal year, how were wages/salaries/bonuses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>BONUSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	142 25%	7 20%	7 16%	7 14%	6 16%	19 14%	42 26%	42 32%	23 19%	17 20%	20 25%	17 27%	6 16%	5 21%
tabulated responses	436	30	43	42	36	114	112	88	93	69	59	49	28	18
weighted base: those answering (fill-in answers)	431 100%	26 100%	35 100%	40 100%	33 100%	119 100%	117 100%	92 100%	93 100%	66 100%	58 100%	47 100%	29 100%	18 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	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%	0 0%	0 0%	0 0%	0 0%
25% - 49%	4 1%	0 0%	0 0%	0 0%	0 0%	3 3%	1 1%	0 0%	0 0%	2 3%	0 0%	1 2%	1 4%	0 0%
20% - 24%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
15% - 19%	3 1%	2 8%	0 0%	0 0%	1 2%	0 0%	0 0%	1 1%	0 0%	2 2%	0 0%	0 0%	0 0%	0 0%
10% - 14%	13 3%	2 6%	4 11%	2 4%	2 5%	3 3%	1 1%	1 1%	4 4%	2 2%	0 0%	3 7%	0 0%	2 9%
5% - 9%	40 9%	7 26%	8 24%	7 18%	3 8%	6 5%	4 3%	10 11%	5 5%	4 6%	3 6%	6 13%	3 10%	2 12%
1% - 4%	33 8%	7 28%	5 13%	7 18%	2 6%	10 8%	1 1%	7 8%	10 11%	3 5%	6 10%	2 3%	2 7%	1 4%
none	339 79%	8 32%	18 52%	24 60%	26 79%	96 81%	111 95%	72 79%	74 80%	53 81%	49 84%	36 76%	23 79%	13 75%
mean:	1.4%	4.1%	2.7%	1.7%	1.4%	1.8%	0.5%	1.1%	1.0%	2.3%	0.5%	2.2%	2.0%	1.5%
standard error:	0.21%	0.91%	0.55%	0.45%	0.58%	0.59%	0.29%	0.28%	0.26%	0.81%	0.17%	0.93%	1.09%	0.80%
median:	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 053 page 1

### Employee Expenses: Mean Summary

17. In your company's most recently completed fiscal year, how were employee expenses (other than wages/salaries/bonuses) distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
MEAN SUMMARY														
base: those answering (fill-in answers)														
payroll taxes	35.0%	29.5%	23.2%	36.6% c	39.8% c	42.3% bc	27.0% def	34.4%	31.1%	33.6%	47.9% hi	32.5% k	26.1%	41.0%
workers' compensation	12.8%	14.3%	14.5%	12.4%	13.6%	15.3%	8.1% bcdef	9.1%	15.6%	16.2% h	10.3%	10.7%	12.5%	10.5%
health insurance	12.7%	29.9%	24.4%	9.1% bc	10.3% bc	11.0% bc	8.5% bc	11.4%	8.2%	15.9% i	6.5% j	17.1%	22.3% k	16.9%
other employee benefits	6.4%	5.3%	6.8%	5.2%	10.3%	6.1%	4.0% ce	8.9%	4.4%	4.5%	4.4%	7.2%	12.9%	8.0%
uniform costs	6.0%	2.9%	4.0%	5.2% b	6.0% b	6.9% bc	7.3%	6.1%	8.3%	6.9%	4.3%	4.7%	3.3%	5.8%
retirement contributions	4.1%	6.8%	5.0%	4.3%	1.8%	2.5%	5.6%	4.0%	3.4%	5.0%	4.4%	3.9%	4.4%	2.6%
other employee expenses	23.0%	11.3%	22.2%	27.2% b	18.2%	16.0%	39.4% b	26.0%	29.1%	18.0%	22.1%	23.9%	18.6%	15.2%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 054 page 1

### Employee Expenses: Health Insurance

17. In your company's most recently completed fiscal year, how were employee expenses (other than wages/salaries/bonuses) distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>HEALTH INSURANCE</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	225 39%	10 32%	13 30%	11 24%	10 25%	28 20%	79 50% cdef	57 43%	47 41%	29 35%	29 37%	27 41%	10 30%	11 50%
tabulated responses	354	25	36	38	32	105	77	75	68	57	50	39	24	11
weighted base: those answering (fill-in answers)	348 100%	22 100%	29 100%	36 100%	30 100%	110 100%	80 100%	77 100%	69 100%	54 100%	49 100%	38 100%	25 100%	11 100%
100%	2 1%	0 0%	0 0%	0 0%	0 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	2 9%	0 0%
75% - 99%	9 3%	2 7%	2 7%	1 4%	0 0%	1 1%	2 3%	1 2%	0 0%	1 2%	1 2%	3 8% i	1 5%	1 7%
50% - 74%	18 5%	4 19%	1 3%	1 2%	1 4%	6 5%	4 5%	4 5%	3 4%	5 9%	1 2%	1 2%	2 9%	1 7%
25% - 49%	36 10%	7 31%	8 29%	2 4%	2 8%	9 8%	2 2%	8 11%	6 9%	9 16%	2 5%	7 19% k	1 5%	0 0%
20% - 24%	30 8%	1 4%	5 19%	1 2%	2 7%	11 10%	3 4%	4 5%	6 8%	4 8%	3 6%	3 8%	2 10%	3 30%
15% - 19%	15 4%	2 11%	1 3%	2 6%	3 11%	4 4%	0 0% d	6 8%	1 1%	3 5%	1 2%	1 2%	1 5%	0 0%
10% - 14%	26 7%	2 7%	3 11%	5 15%	4 15%	5 5% d	5 6%	7 10%	3 4%	3 6%	6 13%	3 8%	1 3%	1 7%
5% - 9%	19 5%	2 9%	4 13%	4 12%	1 3%	5 4%	2 3% d	8 10%	2 2%	3 5%	0 0% h	6 16% ik	1 3%	0 0%
1% - 4%	6 2%	1 4%	0 0%	3 8%	0 0%	0 0% d	2 3%	2 3%	2 3%	0 0%	0 0%	0 0%	0 0%	0 0%
none	188 54%	2 9%	5 16%	16 46%	15 52%	69 62%	60 74% d	37 48%	46 68% h	26 48% i	35 72% hj	15 39% ik	13 51%	5 49%
mean:	12.7%	29.9%	24.4%	9.1%	10.3%	11.0%	8.5%	11.4%	8.2%	15.9% i	6.5% j	17.1% ik	22.3%	16.9%
standard error:	1.10%	4.43%	3.77%	2.63%	2.57%	2.01%	2.40%	1.99%	2.02%	2.77% i	2.23% j	3.97% ik	6.57%	8.39%
median:	0%	30%	20%	2%	0%	0%	0%	2%	0%	5%	0%	7%	2%	8%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 055 page 1

### Employee Expenses: Workers' Compensation

17. In your company's most recently completed fiscal year, how were employee expenses (other than wages/salaries/bonuses) distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>WORKERS' COMPENSATION</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	225 39%	10 32%	13 30%	11 24%	10 25%	28 20%	79 50% cdef	57 43%	47 41%	29 35%	29 37%	27 41%	10 30%	11 50%
tabulated responses	354	25	36	38	32	105	77	75	68	57	50	39	24	11
weighted base: those answering (fill-in answers)	348 100%	22 100%	29 100%	36 100%	30 100%	110 100%	80 100%	77 100%	69 100%	54 100%	49 100%	38 100%	25 100%	11 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	8 2%	0 0%	0 0%	0 0%	0 0%	4 4%	3 4%	1 1%	3 5%	2 4%	1 3%	0 0%	0 0%	0 0%
50% - 74%	15 4%	1 4%	2 5%	0 0%	2 5%	5 5%	2 3%	1 2%	4 6%	2 3%	1 2%	1 3%	3 12%	0 0%
25% - 49%	38 11%	2 11%	4 13%	6 17%	6 19%	15 13%	2 3% df	4 5%	6 9%	11 20% h	5 11%	4 10%	2 6%	2 19%
20% - 24%	29 8%	2 7%	2 5%	3 9%	1 3%	14 13%	3 3% f	6 8%	7 10%	3 5%	3 6%	4 12%	0 0%	1 12%
15% - 19%	22 6%	5 25%	4 13%	2 6%	2 7%	4 3%	2 2%	6 8%	1 1%	6 12% i	2 3%	2 6%	3 12%	0 0%
10% - 14%	51 15%	3 12%	6 21%	10 29%	6 20%	16 14% d	4 5% df	13 17%	10 14%	5 10%	7 13%	7 18%	3 14%	3 26%
5% - 9%	37 11%	4 20%	8 26%	6 17%	5 17%	7 6% d	4 5% d	10 13%	8 11%	7 12%	5 11%	2 6%	2 9%	1 7%
1% - 4%	28 8%	5 22%	4 13%	5 14%	4 13%	6 6%	3 4%	6 8%	3 4%	3 5%	5 10%	5 14%	3 14%	0 0%
none	120 34%	0 0%	1 3%	3 8%	5 16%	40 36% d	57 71% df	30 39%	27 39%	16 29%	21 42%	12 31%	8 34%	4 37%
mean:	12.8%	14.3%	14.5%	12.4%	13.6%	15.3%	8.1% f	9.1%	15.6% h	16.2% h	10.3%	10.7%	12.5%	10.5%
standard error:	0.93%	2.57%	2.20%	1.79%	2.75%	1.98%	2.29% 0%	1.62%	2.71% 7%	2.59% 10%	2.31% 3%	1.96% 7%	3.74% 5%	3.05% 10%
median:	7%	13%	10%	10%	10%	10%	0%	5%	7%	10%	3%	7%	5%	10%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 056 page 1

### Employee Expenses: Other Employee Benefits

17. In your company's most recently completed fiscal year, how were employee expenses (other than wages/salaries/bonuses) distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>OTHER EMPLOYEE BENEFITS</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	225 39%	10 32%	13 30%	11 24%	10 25%	28 20%	79 50% cdef	57 43%	47 41%	29 35%	29 37%	27 41%	10 30%	11 50%
tabulated responses	354	25	36	38	32	105	77	75	68	57	50	39	24	11
weighted base: those answering (fill-in answers)	348 100%	22 100%	29 100%	36 100%	30 100%	110 100%	80 100%	77 100%	69 100%	54 100%	49 100%	38 100%	25 100%	11 100%
100%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 5%	0 0%
75% - 99%	2 1%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	2 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	5 1%	0 0%	0 0%	0 0%	1 4%	1 1%	1 1%	1 2%	1 1%	0 0%	0 0%	0 0%	1 5%	1 12%
25% - 49%	14 4%	1 4%	0 0%	1 2%	4 15%	3 3%	5 6%	3 3%	2 3%	2 4%	3 7%	3 8%	0 0%	0 0%
20% - 24%	14 4%	0 0%	3 11%	1 4%	1 3%	5 5%	2 3%	5 7%	2 3%	0 0%	1 3%	4 10% j	1 5%	0 0%
15% - 19%	13 4%	0 0%	2 5%	1 2%	0 0%	4 4%	2 3%	2 3%	3 5%	2 3%	2 3%	1 3%	2 9%	0 0%
10% - 14%	42 12%	5 24%	5 18%	9 24%	6 19%	10 10% d	3 4% d	18 24%	4 6% h	3 6% h	2 3% h	4 11%	4 18%	2 19%
5% - 9%	30 9%	4 18%	7 23%	4 11%	5 17%	7 6%	1 1% d	2 3%	8 12% h	7 13% h	4 9%	3 8%	3 11%	1 7%
1% - 4%	18 5%	5 22%	5 16%	6 16%	1 3%	1 1% d	0 0% d	5 6%	3 5%	1 2%	1 2%	4 12% k	2 9%	0 0%
none	209 60%	7 33%	8 27%	14 40%	12 39%	75 68% d	66 82% df	38 49%	45 66% h	38 71% h	36 73% h	18 48% jk	9 38%	7 63%
mean:	6.4%	5.3%	6.8%	5.2%	10.3%	6.1%	4.0%	8.9%	4.4% h	4.5%	4.4% h	7.2%	12.9%	8.0%
standard error:	0.70%	1.24%	1.13%	1.16%	2.44%	1.32%	1.23%	1.74%	1.23% h	1.91%	1.37% h	1.71%	4.47%	4.49%
median:	0%	3%	5%	2%	7%	0%	0%	2%	0%	0%	0%	1%	5%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 057 page 1

### Employee Expenses: Payroll Taxes

17. In your company's most recently completed fiscal year, how were employee expenses (other than wages/salaries/bonuses) distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>PAYROLL TAXES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	225 39%	10 32%	13 30%	11 24%	10 25%	28 20%	79 50% cdef	57 43%	47 41%	29 35%	29 37%	27 41%	10 30%	11 50%
tabulated responses	354	25	36	38	32	105	77	75	68	57	50	39	24	11
weighted base: those answering (fill-in answers)	348 100%	22 100%	29 100%	36 100%	30 100%	110 100%	80 100%	77 100%	69 100%	54 100%	49 100%	38 100%	25 100%	11 100%
100%	17 5%	0 0%	0 0%	1 2%	0 0%	7 6%	7 8%	2 3%	3 5%	2 4%	5 11%	1 3%	1 5%	1 12%
75% - 99%	34 10%	1 6%	0 0%	3 8%	2 7%	18 16%	7 8%	10 13%	7 10%	3 5%	5 11%	5 13%	2 9%	1 7%
50% - 74%	50 14%	2 9%	2 5%	5 15%	10 32%	19 17%	5 6% f	8 11%	5 7%	11 20% i	13 27% hi	1 2% jk	2 10%	2 19%
25% - 49%	90 26%	7 31%	10 35%	18 50%	8 28%	24 22% d	15 19% d	21 28%	21 31%	14 26%	9 19%	14 36%	2 6%	2 14%
20% - 24%	42 12%	5 24%	5 16%	2 4%	4 14%	12 11%	5 6%	8 11%	7 10%	8 15%	4 9%	5 14%	2 9%	3 30%
15% - 19%	21 6%	2 7%	2 5%	3 9%	1 4%	7 6%	4 5%	6 8%	5 8%	2 4%	3 7%	1 3%	2 9%	0 0%
10% - 14%	29 8%	2 9%	9 30%	2 4%	3 11%	10 9%	2 3%	6 8%	3 4%	4 8%	2 4%	2 6%	7 28%	1 7%
5% - 9%	11 3%	2 11%	1 3%	3 7%	0 0%	3 3%	1 2%	3 4%	2 3%	1 1%	1 2%	3 9%	0 0%	0 0%
1% - 4%	4 1%	1 4%	1 3%	0 0%	0 0%	2 2%	1 1%	0 0%	1 2%	1 1%	0 0%	2 4%	1 3%	0 0%
none	50 14%	0 0%	1 3%	0 0%	1 3%	9 8%	34 42% df	11 14%	14 21%	8 14%	5 11%	3 9%	5 22%	1 12%
mean:	35.0%	29.5%	23.2%	36.6%	39.8%	42.3%	27.0% f	34.4%	31.1%	33.6%	47.9% hij	32.5% k	26.1%	41.0%
standard error:	1.56%	3.87%	2.51%	3.66%	4.39%	3.13%	3.89% f	3.30%	3.56%	3.78%	4.61% hij	4.48% k	6.26%	10.03%
median:	29%	23%	20%	30%	30%	30%	15%	28%	25%	30%	49%	25%	12%	27%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 058 page 1

### Employee Expenses: Uniform Costs

17. In your company's most recently completed fiscal year, how were employee expenses (other than wages/salaries/bonuses) distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>UNIFORM COSTS</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	225 39%	10 32%	13 30%	11 24%	10 25%	28 20%	79 50% cdef	57 43%	47 41%	29 35%	29 37%	27 41%	10 30%	11 50%
tabulated responses	354	25	36	38	32	105	77	75	68	57	50	39	24	11
weighted base: those answering (fill-in answers)	348 100%	22 100%	29 100%	36 100%	30 100%	110 100%	80 100%	77 100%	69 100%	54 100%	49 100%	38 100%	25 100%	11 100%
100%	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%
75% - 99%	3 1%	0 0%	0 0%	0 0%	0 0%	3 2%	0 0%	1 2%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	2 3%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%
25% - 49%	7 2%	0 0%	0 0%	0 0%	2 5%	3 3%	2 3%	1 2%	2 2%	2 3%	2 3%	0 0%	0 0%	1 7%
20% - 24%	13 4%	0 0%	1 3%	0 0%	2 5%	4 4%	4 5%	1 1%	4 6%	2 4%	2 3%	4 10% h	0 0%	0 0%
15% - 19%	9 3%	0 0%	0 0%	2 6%	1 3%	3 3%	3 3%	2 3%	4 6%	1 1%	1 3%	0 0%	0 0%	0 0%
10% - 14%	47 14%	0 0%	2 8%	7 21%	4 15%	15 13%	9 11%	9 12%	3 5%	10 19% i	6 12%	4 11%	6 23%	3 30%
5% - 9%	70 20%	7 31%	10 34%	12 35%	7 25%	24 22%	6 8% df	19 25%	10 15%	11 21%	8 16%	9 23%	3 14%	1 7%
1% - 4%	84 24%	12 55%	13 43%	8 24%	9 31%	21 19%	13 17%	18 24%	19 27%	13 25%	14 28%	10 28%	4 17%	2 21%
none	112 32%	3 14%	4 13%	5 15%	5 17%	37 34% d	39 49% df	24 31%	24 34%	14 25%	17 35%	11 29%	11 46%	4 35%
mean:	6.0%	2.9%	4.0%	5.2%	6.0%	6.9%	7.3%	6.1%	8.3%	6.9%	4.3%	4.7%	3.3%	5.8%
standard error:	0.62%	0.48%	0.64%	0.69%	1.29%	1.27%	2.07%	1.37%	2.11%	1.88%	0.92%	0.97%	0.87%	2.68%
median:	2%	2%	4%	5%	5%	3%	1%	3%	2%	5%	2%	2%	1%	3%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 059 page 1

### Employee Expenses: Retirement Contributions

17. In your company's most recently completed fiscal year, how were employee expenses (other than wages/salaries/bonuses) distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>RETIREMENT CONTRIBUTIONS</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	225 39%	10 32%	13 30%	11 24%	10 25%	28 20%	79 50% cdef	57 43%	47 41%	29 35%	29 37%	27 41%	10 30%	11 50%
tabulated responses	354	25	36	38	32	105	77	75	68	57	50	39	24	11
weighted base: those answering (fill-in answers)	348 100%	22 100%	29 100%	36 100%	30 100%	110 100%	80 100%	77 100%	69 100%	54 100%	49 100%	38 100%	25 100%	11 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	3 1%	0 0%	0 0%	0 0%	0 0%	1 1%	3 3%	1 2%	0 0%	0 0%	1 3%	0 0%	0 0%	0 0%
50% - 74%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%
25% - 49%	10 3%	2 7%	1 3%	2 4%	1 3%	2 1%	1 1%	2 2%	2 3%	2 4%	1 2%	2 6%	1 3%	0 0%
20% - 24%	12 3%	2 11%	1 3%	2 6%	1 3%	2 2%	3 3%	1 1%	3 5%	2 3%	3 6%	1 2%	1 5%	0 0%
15% - 19%	7 2%	0 0%	1 3%	1 2%	0 0%	1 1%	2 2%	2 2%	0 0%	3 5%	0 0%	1 2%	2 9%	0 0%
10% - 14%	23 7%	1 4%	5 16%	3 9%	1 4%	4 4%	6 8%	3 4%	7 10%	5 10%	1 3%	2 4%	2 6%	3 26%
5% - 9%	28 8%	7 31%	5 18%	3 8%	0 0%	7 6%	2 3%	9 12%	3 4%	5 9%	3 6%	5 13%	1 5%	0 0%
1% - 4%	12 3%	2 9%	2 5%	3 8%	1 3%	2 2%	1 1% d	2 3%	2 2%	3 6%	0 0%	3 8% k	1 3%	0 0%
none	253 73%	9 39%	15 53%	22 63%	26 88%	92 83% d	63 78%	57 75%	52 76%	33 62%	40 81% j	25 66%	17 68%	8 74%
mean:	4.1%	6.8%	5.0%	4.3%	1.8%	2.5%	5.6%	4.0%	3.4%	5.0%	4.4%	3.9%	4.4%	2.6%
standard error:	0.59%	1.88%	1.44%	1.28%	1.14%	1.08%	1.81%	1.41%	1.01%	1.28%	1.86%	1.33%	1.65%	1.41%
median:	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 060 page 1

### Employee Expenses: Other Employee Expenses

17. In your company's most recently completed fiscal year, how were employee expenses (other than wages/salaries/bonuses) distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>OTHER EMPLOYEE EXPENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	225 39%	10 32%	13 30%	11 24%	10 25%	28 20%	79 50% cdef	57 43%	47 41%	29 35%	29 37%	27 41%	10 30%	11 50%
tabulated responses	354	25	36	38	32	105	77	75	68	57	50	39	24	11
weighted base: those answering (fill-in answers)	348 100%	22 100%	29 100%	36 100%	30 100%	110 100%	80 100%	77 100%	69 100%	54 100%	49 100%	38 100%	25 100%	11 100%
100%	19 5%	0 0%	1 3%	0 0%	0 0%	1 1%	15 19% df	6 8%	7 10%	1 2%	3 7%	1 2%	1 3%	0 0%
75% - 99%	15 4%	0 0%	1 3%	1 2%	1 3%	6 5%	6 7%	4 5%	2 3%	2 4%	2 3%	1 3%	2 9%	0 0%
50% - 74%	40 11%	3 13%	3 11%	8 21%	4 14%	8 8% d	11 14%	9 12%	12 18%	4 8%	4 9%	8 22% j	0 0%	1 12%
25% - 49%	43 12%	0 0%	5 18%	8 24%	4 14%	10 10% d	9 11%	9 12%	8 12%	7 13%	6 13%	2 6%	4 17%	2 19%
20% - 24%	12 3%	1 4%	1 3%	2 4%	1 3%	4 3%	2 3%	3 4%	1 1%	2 4%	2 3%	2 6%	0 0%	1 12%
15% - 19%	17 5%	1 4%	2 8%	2 7%	0 0%	4 4%	4 5%	2 3%	3 4%	2 4%	2 4%	2 6%	3 12%	0 0%
10% - 14%	19 5%	1 4%	2 8%	3 10%	6 20%	4 3%	1 2% d	4 5%	3 4%	4 7%	3 6%	0 0%	2 9%	2 14%
5% - 9%	31 9%	5 22%	6 21%	4 11%	3 10%	12 10%	0 0% df	10 13%	7 10%	5 10%	4 7%	3 8%	1 5%	0 0%
1% - 4%	17 5%	4 19%	2 5%	4 10%	0 0%	5 5%	1 1% d	5 6%	1 1%	3 5%	2 4%	2 6%	2 9%	1 7%
none	136 39%	8 35%	6 21%	4 11%	11 37%	56 51% d	30 37% d	25 32%	25 37%	23 43%	21 44%	15 41%	9 37%	4 37%
mean:	23.0%	11.3%	22.2%	27.2%	18.2%	16.0% d	39.4% df	26.0%	29.1%	18.0%	22.1%	23.9%	18.6%	15.2%
standard error:	1.59%	3.81%	4.43%	4.02%	4.34%	2.44% d	4.52% df	3.67%	4.05%	3.52% i	4.43%	4.72%	5.89%	5.07%
median:	7%	3%	10%	21%	10%	0%	25%	9%	10%	5%	5%	7%	6%	10%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 061 page 1

### Material/Supply Expenses: Mean Summary

18. In your company's most recently completed fiscal year, how were material/supply expenses distributed within the following categories?

	TOTAL	----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>MEAN SUMMARY</b>														
base: those answering (fill-in answers)														
other pest control material supplies	46.7%	41.1%	39.1%	36.4%	47.9%	50.4% bcd	55.8% cd	47.5%	50.0% h	48.1% h	49.1%	44.0% ij	34.4% ij	48.8%
rodent control material supplies	14.7%	16.5%	19.3%	16.5%	13.6%	15.0%	15.3%	9.0%	14.6% h	18.1% h	9.4% ij	17.8% hk	21.3% hk	18.3%
equipment	12.5%	9.3%	9.5%	11.6%	11.1%	12.3%	13.0%	10.5%	14.5% h	12.8%	14.5%	12.7%	7.5% ij	12.1%
termite post-construction material supplies	11.8%	14.2%	18.4%	20.0%	15.5%	12.7%	8.4% cdf	19.5%	9.1% h	8.7% h	16.4%	8.5% h	9.6%	2.1%
termite pre-treat material supplies	2.6%	4.1%	2.8%	5.3%	3.8%	2.7%	2.1%	3.7%	2.5%	1.0% h	3.4%	2.4%	2.3%	2.1%
mosquito control material supplies	2.3%	4.5%	4.9%	3.2%	3.6%	2.1%	0.8% bd	2.4%	1.7%	3.7%	2.6%	0.2% hj	4.4%	2.1%
material expenses for other services (including wildlife control, insulation, handyman services, etc.)	9.3%	10.3%	6.0%	6.9%	4.5%	4.8%	4.6%	7.5%	7.7%	7.4%	4.7%	14.3%	20.5% k	14.6%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 062 page 1

### Material/Supply Expenses: Termite Post-Construction Material Supplies

18. In your company's most recently completed fiscal year, how were material/supply expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>TERMITE POST-CONSTRUCTION MATERIAL SUPPLIES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	156 27%	8 25%	10 24%	9 19%	9 24%	19 14%	46 29%	46 34%	26 22%	13 16%	25 32%	22 34%	8 24%	6 28%
tabulated responses	424	28	39	41	34	113	110	86	89	72	55	44	26	16
weighted base: those answering (fill-in answers)	417 100%	25 100%	32 100%	38 100%	30 100%	120 100%	113 100%	88 100%	90 100%	70 100%	53 100%	43 100%	27 100%	16 100%
100%	1 0%	1 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%
75% - 99%	2 0%	0 0%	2 5%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 2%	0 0%	0 0%
50% - 74%	15 4%	1 5%	2 5%	2 6%	3 9%	6 5%	0 0%	9 10%	1 1%	1 1%	2 4%	1 3%	1 3%	0 0%
25% - 49%	67 16%	2 10%	8 24%	12 30%	5 16%	21 18%	17 15%	27 31%	11 12%	7 9%	12 23%	1 2%	3 13%	0 0%
20% - 24%	31 7%	1 5%	3 10%	4 12%	2 7%	12 10%	5 4%	6 7%	6 7%	6 8%	8 15%	2 4%	1 5%	1 8%
15% - 19%	23 6%	2 9%	2 5%	4 12%	3 10%	5 4%	5 4%	5 6%	2 3%	6 8%	2 4%	3 7%	2 8%	0 0%
10% - 14%	42 10%	3 13%	2 5%	4 12%	2 7%	12 10%	16 14%	4 4%	11 12%	12 17%	8 15%	2 4%	4 16%	0 0%
5% - 9%	23 5%	2 10%	3 10%	4 10%	3 9%	5 4%	5 5%	2 2%	4 5%	4 6%	7 13%	2 5%	1 3%	1 5%
1% - 4%	19 4%	6 24%	1 2%	1 3%	0 0%	4 3%	5 4%	4 5%	5 6%	4 6%	0 0%	3 7%	0 0%	0 0%
none	195 47%	5 21%	11 34%	6 16%	12 40%	55 46%	60 53%	30 34%	48 53%	31 45%	14 26%	28 65%	14 53%	14 87%
mean:	11.8%	14.2%	18.4%	20.0%	15.5%	12.7%	8.4%	19.5%	9.1%	8.7%	16.4%	8.5%	9.6%	2.1%
standard error:	0.81%	4.18%	3.56%	2.60%	3.42%	1.48%	1.15%	2.19%	1.57%	1.41%	2.08%	3.30%	2.83%	1.34%
median:	3%	5%	11%	16%	8%	5%	0%	18%	0%	4%	11%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 063 page 1

### Material/Supply Expenses: Termite Pre-Treat Material Supplies

18. In your company's most recently completed fiscal year, how were material/supply expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
TERMITE PRE-TREAT MATERIAL SUPPLIES														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	156 27%	8 25%	10 24%	9 19%	9 24%	19 14%	46 29%	46 34%	26 22%	13 16%	25 32%	22 34%	8 24%	6 28%
tabulated responses	424	28	39	41	34	113	110	86	89	72	55	44	26	16
weighted base: those answering (fill-in answers)	417 100%	25 100%	32 100%	38 100%	30 100%	120 100%	113 100%	88 100%	90 100%	70 100%	53 100%	43 100%	27 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	1 0%	1 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	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%	0 0%	0 0%	0 0%	0 0%
25% - 49%	6 1%	0 0%	0 0%	3 8%	0 0%	1 1%	2 1%	1 1%	2 2%	0 0%	1 2%	0 0%	1 3%	0 0%
20% - 24%	13 3%	1 3%	2 7%	1 2%	1 3%	5 4%	3 2%	3 4%	3 4%	1 1%	3 5%	0 0%	0 0%	1 8%
15% - 19%	8 2%	0 0%	1 2%	1 2%	2 7%	2 2%	2 2%	3 3%	1 1%	1 1%	1 2%	0 0%	0 0%	0 0%
10% - 14%	24 6%	0 0%	0 0%	1 2%	4 12%	11 9%	9 8%	8 9%	3 4%	3 4%	4 8%	2 5%	3 10%	0 0%
5% - 9%	33 8%	0 0%	3 10%	11 28%	5 18%	6 5%	4 3%	12 14%	9 10%	1 1%	5 9%	2 4%	2 8%	1 5%
1% - 4%	24 6%	6 24%	5 15%	1 2%	2 5%	4 4%	5 4%	3 4%	9 10%	4 6%	2 4%	2 4%	1 3%	1 5%
none	309 74%	17 69%	21 65%	21 56%	17 55%	90 75%	89 79%	58 66%	63 69%	60 86%	36 68%	37 85%	20 76%	13 82%
mean:	2.6%	4.1%	2.8%	5.3%	3.8%	2.7%	2.1%	3.7%	2.5%	1.0%	3.4%	2.4%	2.3%	2.1%
standard error:	0.35%	3.25%	0.97%	1.50%	0.94%	0.53%	0.50%	0.76%	0.59%	0.42%	0.80%	2.06%	1.25%	1.33%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 064 page 1

### Material/Supply Expenses: Other Pest Control Material Supplies

18. In your company's most recently completed fiscal year, how were material/supply expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OTHER PEST CONTROL MATERIAL SUPPLIES														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	156 27%	8 25%	10 24%	9 19%	9 24%	19 14%	46 29%	46 34%	26 22%	13 16%	25 32%	22 34%	8 24%	6 28%
tabulated responses	424	28	39	41	34	113	110	86	89	72	55	44	26	16
weighted base: those answering (fill-in answers)	417 100%	25 100%	32 100%	38 100%	30 100%	120 100%	113 100%	88 100%	90 100%	70 100%	53 100%	43 100%	27 100%	16 100%
100%	12 3%	0 0%	0 0%	1 2%	0 0%	3 3%	6 6%	3 3%	3 4%	0 0%	0 0%	4 10%	0 0%	0 0%
75% - 99%	70 17%	2 10%	2 5%	3 8%	8 28%	20 17%	26 23%	19 22%	18 20%	9 13%	13 25%	6 13%	0 0%	2 13%
50% - 74%	123 29%	7 30%	9 29%	9 23%	7 22%	41 34%	38 34%	17 20%	27 30%	31 44%	14 26%	11 25%	9 32%	8 47%
25% - 49%	126 30%	8 33%	15 46%	11 30%	10 34%	40 34%	31 27%	32 36%	24 26%	21 30%	15 28%	10 23%	8 31%	3 19%
20% - 24%	18 4%	3 13%	2 7%	3 8%	1 3%	3 3%	2 2%	3 3%	4 5%	2 3%	2 3%	1 2%	2 8%	1 8%
15% - 19%	8 2%	0 0%	0 0%	2 4%	1 3%	3 2%	1 1%	0 0%	2 2%	0 0%	2 4%	0 0%	2 8%	1 8%
10% - 14%	22 5%	1 3%	2 5%	5 12%	2 5%	6 5%	5 5%	3 4%	6 7%	2 3%	4 7%	3 7%	2 8%	1 5%
5% - 9%	12 3%	2 9%	2 7%	3 8%	0 0%	1 1%	0 0%	4 4%	1 1%	1 1%	4 8%	2 4%	0 0%	0 0%
1% - 4%	2 1%	0 0%	0 0%	0 0%	1 3%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
none	24 6%	1 3%	0 0%	2 6%	1 4%	1 1%	3 2%	5 6%	3 4%	3 5%	0 0%	7 16%	3 13%	0 0%
mean:	46.7%	41.1%	39.1%	36.4%	47.9%	50.4%	55.8%	47.5%	50.0%	48.1%	49.1%	44.0%	34.4%	48.8%
standard error:	1.29%	4.45%	3.01%	4.15%	4.74%	2.28%	2.42%	3.12%	2.81%	2.61%	3.64%	4.94%	4.38%	5.50%
median:	45%	45%	40%	33%	46%	50%	60%	45%	50%	50%	50%	45%	40%	50%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 065 page 1

### Material/Supply Expenses: Rodent Control Material Supplies

18. In your company's most recently completed fiscal year, how were material/supply expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>RODENT CONTROL MATERIAL SUPPLIES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	156 27%	8 25%	10 24%	9 19%	9 24%	19 14%	46 29%	46 34%	26 h	13 h	25 j	22 j	8 24%	6 28%
tabulated responses	424	28	39	41	34	113	110	86	89	72	55	44	26	16
weighted base: those answering (fill-in answers)	417 100%	25 100%	32 100%	38 100%	30 100%	120 100%	113 100%	88 100%	90 100%	70 100%	53 100%	43 100%	27 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	0 0%	0 0%	0 0%	0 0%
50% - 74%	18 4%	0 0%	3 10%	0 0%	1 3%	4 4%	8 7%	1 1%	4 5%	2 2%	1 1%	4 h	2 8%	1 5%
25% - 49%	73 18%	7 28%	6 20%	9 25%	6 19%	24 20%	16 14%	3 3%	13 h	23 hi	3 j	9 hk	34 9%	5 32%
20% - 24%	49 12%	2 10%	5 17%	6 17%	3 10%	17 14%	11 10%	11 13%	10 11%	8 12%	3 6%	4 10%	5 21%	2 13%
15% - 19%	34 8%	5 22%	5 15%	3 8%	1 3%	9 8%	6 6%	8 10%	7 7%	4 6%	4 8%	4 9%	4 17%	0 0%
10% - 14%	83 20%	2 6%	2 7%	8 22%	8 25%	20 17%	29 26%	16 18%	26 29%	15 21%	14 26%	4 i	1 3%	3 21%
5% - 9%	67 16%	4 15%	4 12%	5 13%	8 28%	24 20%	20 18%	23 26%	13 h	7 h	15 j	5 12%	0 0%	2 13%
1% - 4%	23 6%	2 10%	3 10%	2 6%	2 5%	8 7%	4 4%	12 14%	4 h	1 h	4 j	2 4%	0 0%	0 0%
none	70 17%	2 10%	3 9%	4 10%	2 8%	13 11%	17 15%	14 16%	14 15%	10 15%	9 18%	10 24%	5 18%	3 16%
mean:	14.7%	16.5%	19.3%	16.5%	13.6%	15.0%	15.3%	9.0%	14.6%	18.1%	9.4%	17.8%	21.3%	18.3%
standard error:	0.69%	2.45%	2.78%	2.01%	2.09%	1.23%	1.48%	0.98%	1.48%	1.70%	1.37%	2.78%	2.92%	3.63%
median:	10%	15%	15%	13%	10%	10%	10%	5%	10%	15%	9%	14%	20%	15%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 066 page 1

### Material/Supply Expenses: Mosquito Control Material Supplies

18. In your company's most recently completed fiscal year, how were material/supply expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
MOSQUITO CONTROL MATERIAL SUPPLIES														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	156 27%	8 25%	10 24%	9 19%	9 24%	19 14%	46 29%	46 34%	26 22%	13 16%	25 32%	22 34%	8 24%	6 28%
tabulated responses	424	28	39	41	34	113	110	86	89	72	55	44	26	16
weighted base: those answering (fill-in answers)	417 100%	25 100%	32 100%	38 100%	30 100%	120 100%	113 100%	88 100%	90 100%	70 100%	53 100%	43 100%	27 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	2 0%	0 0%	0 0%	0 0%	1 3%	1 1%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	0 0%
50% - 74%	3 1%	0 0%	1 4%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 5%	0 0%
25% - 49%	4 1%	1 5%	1 2%	1 3%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	2 4%	0 0%	0 0%	0 0%
20% - 24%	3 1%	0 0%	0 0%	0 0%	0 0%	3 2%	0 0%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%
15% - 19%	1 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 3%	0 0%
10% - 14%	20 5%	4 15%	2 5%	2 6%	2 5%	7 5%	1 1%	3 3%	1 1%	7 9%	2 3%	0 0%	1 5%	2 13%
5% - 9%	45 11%	2 10%	3 10%	9 23%	5 18%	10 8%	11 9%	13 15%	11 12%	7 10%	4 7%	1 3%	4 16%	2 10%
1% - 4%	40 10%	8 33%	8 26%	3 8%	2 8%	7 6%	6 5%	11 13%	9 10%	5 8%	4 8%	3 7%	3 11%	2 10%
none	301 72%	9 37%	16 50%	22 59%	20 66%	92 77%	95 84%	58 66%	68 75%	48 69%	41 76%	38 90%	16 61%	11 68%
mean:	2.3%	4.5%	4.9%	3.2%	3.6%	2.1%	0.8%	2.4%	1.7%	3.7%	2.6%	0.2%	4.4%	2.1%
standard error:	0.39%	1.32%	1.71%	0.96%	2.36%	0.87%	0.20%	0.59%	0.59%	1.68%	1.09%	0.12%	1.98%	0.98%
median:	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 067 page 1

### Material/Supply Expenses: Equipment

18. In your company's most recently completed fiscal year, how were material/supply expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>EQUIPMENT</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	156 27%	8 25%	10 24%	9 19%	9 24%	19 14%	46 29%	46 34%	26 22%	13 16%	25 32%	22 34%	8 24%	6 28%
tabulated responses	424	28	39	41	34	113	110	86	89	72	55	44	26	16
weighted base: those answering (fill-in answers)	417 100%	25 100%	32 100%	38 100%	30 100%	120 100%	113 100%	88 100%	90 100%	70 100%	53 100%	43 100%	27 100%	16 100%
100%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	3 1%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%
50% - 74%	8 2%	0 0%	0 0%	0 0%	0 0%	2 2%	3 3%	0 0%	3 4%	4 5%	0 0%	0 0%	0 0%	0 0%
25% - 49%	48 11%	2 6%	2 7%	4 11%	6 20%	15 12%	11 10%	5 6%	9 10%	8 11%	10 19%	7 15%	3 11%	2 13%
20% - 24%	45 11%	2 6%	3 10%	5 15%	0 0%	8 7%	18 16%	5 6%	12 14%	3 5%	5 10%	10 24%	1 5%	2 13%
15% - 19%	29 7%	2 6%	2 5%	4 10%	3 9%	8 7%	9 8%	7 8%	10 11%	4 6%	2 4%	2 4%	1 5%	1 8%
10% - 14%	100 24%	7 27%	8 25%	10 28%	7 22%	33 28%	24 22%	17 19%	20 22%	27 39%	13 25%	4 10%	4 15%	5 32%
5% - 9%	75 18%	7 27%	8 26%	7 17%	8 27%	22 18%	14 12%	20 23%	14 15%	11 16%	15 29%	5 12%	6 24%	2 10%
1% - 4%	22 5%	2 10%	4 12%	2 4%	2 5%	7 6%	4 3%	6 7%	4 5%	2 3%	3 5%	3 7%	0 0%	3 16%
none	86 21%	4 18%	4 14%	6 16%	5 16%	23 19%	29 26%	25 29%	16 17%	10 14%	4 7%	12 28%	11 41%	1 8%
mean:	12.5%	9.3%	9.5%	11.6%	11.1%	12.3%	13.0%	10.5%	14.5%	12.8%	14.5%	12.7%	7.5%	12.1%
standard error:	0.67%	1.61%	1.50%	1.49%	1.82%	1.34%	1.35%	1.72%	1.52%	1.45%	2.15%	2.01%	1.96%	2.21%
median:	10%	9%	7%	10%	10%	10%	10%	5%	10%	10%	10%	10%	5%	10%

Columns tested at 95% significance level: bcdefg hijklmn

TABLE 068 page 1

### Material/Supply Expenses: Material Expenses for Other Services

18. In your company's most recently completed fiscal year, how were material/supply expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
MATERIAL EXPENSES FOR OTHER SERVICES (INCLUDING WILDLIFE CONTROL, INSULATION, HANDYMAN SERVICES, ETC.)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	156 27%	8 25%	10 24%	9 19%	9 24%	19 14%	46 29%	46 34%	26 22%	13 16%	25 32%	22 34%	8 24%	6 28%
tabulated responses	424	28	39	41	34	113	110	86	89	72	55	44	26	16
weighted base: those answering (fill-in answers)	417 100%	25 100%	32 100%	38 100%	30 100%	120 100%	113 100%	88 100%	90 100%	70 100%	53 100%	43 100%	27 100%	16 100%
100%	9 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	1 1%	0 0%	0 0%	3 6%	3 13%	0 0%
75% - 99%	7 2%	0 0%	0 0%	0 0%	1 3%	1 1%	0 0%	1 1%	2 2%	2 3%	0 0%	1 3%	0 0%	0 0%
50% - 74%	15 4%	1 3%	0 0%	2 4%	0 0%	0 0%	2 2%	2 2%	4 5%	1 2%	2 4%	1 2%	1 5%	3 16%
25% - 49%	17 4%	3 13%	2 5%	3 8%	0 0%	5 5%	3 3%	4 5%	3 4%	2 3%	1 1%	2 5%	2 8%	1 5%
20% - 24%	5 1%	0 0%	1 2%	2 4%	1 3%	2 1%	0 0%	0 0%	0 0%	1 1%	1 1%	1 2%	0 0%	1 5%
15% - 19%	12 3%	0 0%	2 7%	1 2%	0 0%	2 2%	3 3%	2 3%	2 2%	2 3%	0 0%	3 7%	1 5%	0 0%
10% - 14%	40 10%	4 17%	5 15%	2 6%	4 15%	14 12%	8 7%	5 6%	4 5%	12 17%	4 8%	4 10%	4 15%	3 18%
5% - 9%	44 11%	7 27%	5 15%	4 11%	3 9%	16 14%	7 6%	10 12%	11 12%	7 9%	5 9%	2 5%	3 13%	2 14%
1% - 4%	29 7%	5 19%	5 15%	4 10%	2 8%	5 5%	6 5%	4 5%	4 5%	4 6%	7 14%	3 7%	0 0%	1 8%
none	239 57%	5 21%	13 41%	21 56%	19 63%	73 61%	83 73%	57 65%	58 65%	39 56%	33 62%	22 52%	11 42%	5 34%
mean:	9.3%	10.3%	6.0%	6.9%	4.5%	4.8%	4.6%	7.5%	7.7%	7.4%	4.7%	14.3%	20.5%	14.6%
standard error:	0.97%	3.27%	1.29%	2.20%	2.31%	0.94%	1.24%	2.03%	2.02%	1.92%	1.62%	3.81%	6.34%	4.65%
median:	0%	5%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	9%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 069 page 1

### Building Expenses: Mean Summary

19. In your company's most recently completed fiscal year, how were building expenses distributed within the following categories?

	TOTAL	----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>MEAN SUMMARY</b>														
base: those answering (fill-in answers)														
rent	28.1%	47.6%	45.0%	35.6%	37.8%	24.8% bc	18.8% bcdef	28.2%	22.5%	30.7%	29.9%	26.8% j	32.7%	33.6%
telephone	19.6%	10.3%	10.5%	13.4%	14.3%	23.0% bcde	25.4% bc	16.6%	23.4% h	20.2%	21.2%	18.0% i	13.7% i	16.4%
utilities	10.4%	7.8%	7.3%	9.3%	10.1%	13.1% bc	10.1% f	9.3%	10.6%	11.8% h	10.1%	11.0%	9.5%	9.6%
office repairs & maintenance (including cleaning)	7.2%	8.5%	7.0%	9.7%	9.3%	7.4%	6.0% de	6.8%	7.4%	9.8% h	4.9% j	8.4%	3.7% ij	6.5%
property insurance	7.1%	5.3%	7.6%	6.3%	8.0%	7.4%	8.0%	6.9%	6.9%	6.8%	8.2%	7.9%	5.8%	9.7%
property taxes	5.6%	6.6%	4.2%	6.4%	4.3%	5.1%	5.9%	5.1%	7.5% h	4.9%	4.7%	5.9%	2.9% i	7.3%
depreciation - office/leasehold improvements	4.3%	4.5%	6.9%	4.3%	5.2%	3.4%	3.7%	6.2%	4.5%	2.7%	2.9%	5.0%	3.8%	2.4%
other building expenses (mortgage payments, etc.)	17.6%	9.4%	11.4%	14.9%	10.9%	15.7%	22.1% b	20.9%	17.2%	13.1%	18.1%	17.0%	27.9%	14.5%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 070 page 1

### Building Expenses: Rent

19. In your company's most recently completed fiscal year, how were building expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
RENT														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	188 33%	9 27%	11 26%	9 19%	8 20%	26 19%	57 36% df	54 40%	32 27% h	19 23% h	22 28%	29 45% ijk	12 34%	7 30%
tabulated responses	391	27	38	41	34	107	98	78	84	67	56	37	23	16
weighted base: those answering (fill-in answers)	385 100%	24 100%	31 100%	38 100%	32 100%	113 100%	103 100%	80 100%	84 100%	64 100%	56 100%	36 100%	23 100%	16 100%
100%	6 1%	0 0%	0 0%	0 0%	1 2%	0 0%	3 3%	1 1%	2 2%	0 0%	3 5%	0 0%	0 0%	0 0%
75% - 99%	38 10%	3 12%	5 17%	6 16%	7 21%	11 10%	4 4% cde	8 10%	9 11%	7 10%	6 11%	1 2%	3 15%	2 10%
50% - 74%	73 19%	11 46%	11 37%	9 23%	5 15% c	18 16% c	13 12% c	15 19%	7 8% h	18 27% i	9 16%	8 23% i	6 27%	4 28%
25% - 49%	59 15%	6 25%	6 20%	8 21%	5 16%	17 15%	10 9%	12 14%	12 15%	6 10%	7 12%	10 28% j	2 7%	3 18%
20% - 24%	14 4%	0 0%	1 3%	1 2%	2 5%	4 4%	3 3%	1 1%	2 2%	6 9% h	2 3%	1 4%	2 9%	0 0%
15% - 19%	11 3%	1 3%	2 5%	1 2%	4 11%	2 2% e	2 2% e	4 5%	1 1%	3 5%	2 3%	2 4%	0 0%	0 0%
10% - 14%	22 6%	1 3%	0 0%	2 6%	1 4%	8 7%	6 6%	3 3%	6 7%	7 11%	2 4%	2 4%	1 6%	1 8%
5% - 9%	10 3%	1 3%	0 0%	2 6%	1 2%	4 4%	1 1%	3 4%	1 1%	2 2%	1 1%	1 2%	2 9%	0 0%
1% - 4%	6 1%	0 0%	2 5%	0 0%	0 0%	0 0% c	3 3%	1 1%	2 2%	0 0%	1 1%	1 2%	1 6%	0 0%
none	146 38%	2 7%	4 13%	9 24%	7 23%	48 42% cde	57 56% cde	32 41%	42 50%	16 25% i	25 44% j	11 31%	5 22%	5 35%
mean:	28.1%	47.6%	45.0%	35.6%	37.8%	24.8% cde	18.8% cde	28.2%	22.5%	30.7%	29.9%	26.8%	32.7%	33.6%
standard error:	1.53%	4.81%	4.52%	4.58%	5.61%	2.80% cde	2.92% cde	3.60%	3.29%	3.41%	4.56%	4.11%	6.55%	8.45%
median:	15%	50%	50%	37%	25%	10%	0%	15%	1%	20%	14%	25%	21%	30%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 071 page 1

### Building Expenses: Office Repairs & Maintenance

19. In your company's most recently completed fiscal year, how were building expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OFFICE REPAIRS & MAINTENANCE (INCLUDING CLEANING)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	188 33%	9 27%	11 26%	9 19%	8 20%	26 19%	57 36% df	54 40%	32 27% h	19 23% h	22 28%	29 45% ijk	12 34%	7 30%
tabulated responses	391	27	38	41	34	107	98	78	84	67	56	37	23	16
weighted base: those answering (fill-in answers)	385 100%	24 100%	31 100%	38 100%	32 100%	113 100%	103 100%	80 100%	84 100%	64 100%	56 100%	36 100%	23 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	1 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%
50% - 74%	5 1%	0 0%	0 0%	0 0%	0 0%	3 3%	1 1%	0 0%	1 1%	2 2%	0 0%	1 4%	0 0%	0 0%
25% - 49%	15 4%	0 0%	1 3%	2 6%	3 9%	3 3%	5 5%	2 3%	3 3%	4 7%	3 6%	3 8%	0 0%	0 0%
20% - 24%	18 5%	3 11%	0 0%	3 8%	3 9%	5 4%	3 3%	5 6%	5 7%	4 7%	0 0%	0 0%	2 7%	1 8%
15% - 19%	15 4%	2 7%	2 8%	2 6%	2 7%	4 3%	3 3%	4 6%	4 5%	3 5%	0 0%	1 2%	0 0%	1 5%
10% - 14%	81 21%	5 23%	6 20%	9 23%	6 19%	29 26%	17 17%	21 26%	20 24%	10 15%	10 17%	9 24%	1 3%	3 22%
5% - 9%	92 24%	10 44%	14 45%	11 29%	12 39%	14 13% cde	19 19% ce	16 20%	19 22%	18 28%	8 14%	9 24%	9 38%	5 33%
1% - 4%	31 8%	4 15%	3 10%	5 14%	2 7%	9 8%	4 4% d	10 12%	6 7%	2 4%	8 15% j	1 4%	2 7%	1 5%
none	127 33%	0 0%	4 14%	5 12%	4 11%	45 40% cde	50 49% cde	22 28%	27 32%	20 32%	26 47% h	12 34%	10 45%	4 27%
mean:	7.2%	8.5%	7.0%	9.7%	9.3%	7.4%	6.0%	6.8%	7.4%	9.8%	4.9%	8.4%	3.7%	6.5%
standard error:	0.49%	1.02%	1.02%	1.99%	1.25%	1.02%	1.01% e	0.75%	1.04%	1.77%	1.03% j	1.77%	1.20%	1.43%
median:	5%	6%	5%	5%	7%	5%	2%	5%	5%	5%	2%	5%	1%	5%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 072 page 1

### Building Expenses: Telephone

19. In your company's most recently completed fiscal year, how were building expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
TELEPHONE														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	188 33%	9 27%	11 26%	9 19%	8 20%	26 19%	57 36% df	54 40%	32 27% h	19 23% h	22 28%	29 45% ijk	12 34%	7 30%
tabulated responses	391	27	38	41	34	107	98	78	84	67	56	37	23	16
weighted base: those answering (fill-in answers)	385 100%	24 100%	31 100%	38 100%	32 100%	113 100%	103 100%	80 100%	84 100%	64 100%	56 100%	36 100%	23 100%	16 100%
100%	15 4%	0 0%	0 0%	0 0%	1 2%	5 5%	7 7%	2 2%	6 7%	2 3%	4 7%	0 0%	0 0%	0 0%
75% - 99%	8 2%	0 0%	0 0%	0 0%	0 0%	3 2%	4 4%	3 3%	2 2%	1 1%	1 2%	0 0%	1 3%	1 5%
50% - 74%	21 5%	0 0%	0 0%	1 3%	0 0%	11 10%	7 7%	2 3%	8 9%	3 4%	1 2%	3 10%	0 0%	0 0%
25% - 49%	51 13%	2 7%	4 12%	5 12%	4 12%	16 14%	17 17%	5 7%	9 11%	13 20% h	10 17% h	7 20% h	3 12%	2 13%
20% - 24%	33 9%	2 7%	2 8%	3 8%	4 11%	9 8%	10 10%	10 12%	7 8%	5 8%	5 8%	4 10%	1 3%	0 0%
15% - 19%	25 7%	2 7%	3 10%	2 4%	4 13%	9 8%	2 2% cef	8 9%	5 6%	4 7%	2 3%	3 8%	0 0%	3 18%
10% - 14%	108 28%	7 30%	5 15%	12 32%	9 30%	31 28%	27 27%	22 27%	18 22%	22 35%	14 24%	8 23%	8 36%	6 38%
5% - 9%	79 21%	8 32%	11 35%	15 39%	5 17% d	22 19% d	12 12% cd	17 22%	16 19%	12 18%	10 17%	8 23%	10 42%	2 15%
1% - 4%	28 7%	4 19%	5 18%	1 2% c	4 11%	4 4% c	6 6% c	6 7%	9 10%	1 1% i	6 10% j	2 6%	0 0%	2 10%
none	18 5%	0 0%	1 3%	0 0%	1 2%	3 3%	9 9% f	6 8%	5 7%	1 2%	4 7%	0 0%	1 3%	0 0%
mean:	19.6%	10.3%	10.5%	13.4%	14.3%	23.0% cde	25.4% cde	16.6%	23.4%	20.2%	21.2%	18.0%	13.7%	16.4%
standard error:	1.18%	1.77%	1.40%	1.79%	2.92%	2.29%	3.05%	2.43%	3.15%	2.62%	3.49%	2.27%	4.05%	5.60%
median:	10%	9%	6%	10%	10%	10%	10%	10%	10%	10%	10%	11%	10%	10%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 073 page 1

### Building Expenses: Utilities

19. In your company's most recently completed fiscal year, how were building expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>UTILITIES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573	33	42	47	40	138	159	134	116	83	78	65	35	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
no answer	188	9	11	9	8	26	57	54	32	19	22	29	12	7
	33%	27%	26%	19%	20%	19%	36% df	40%	27% h	23% h	28%	45% ijk	34%	30%
tabulated responses	391	27	38	41	34	107	98	78	84	67	56	37	23	16
weighted base: those answering (fill-in answers)	385	24	31	38	32	113	103	80	84	64	56	36	23	16
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
100%	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
75% - 99%	1	0	0	0	0	1	0	0	1	0	0	0	0	0
	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%
50% - 74%	3	0	0	0	0	3	1	1	0	2	0	0	0	0
	1%	0%	0%	0%	0%	2%	1%	2%	0%	3%	0%	0%	0%	0%
25% - 49%	36	1	0	4	2	14	11	5	7	5	8	7	1	1
	9%	3%	0%	12% c	7%	13% c	11%	6%	8%	8%	14%	19% h	3%	5%
20% - 24%	37	1	1	2	4	17	10	7	8	6	5	2	4	1
	10%	3%	3%	6%	11%	15%	10%	9%	10%	10%	10%	6%	19%	8%
15% - 19%	33	0	3	1	7	12	7	7	9	8	5	1	1	0
	9%	0%	10%	2%	20% d	11%	7% e	9%	11%	12%	9%	2%	3%	0%
10% - 14%	100	8	9	10	4	23	25	17	19	18	13	10	8	9
	26%	34%	30%	26%	14%	21%	24%	21%	22%	27%	22%	28%	33%	58%
5% - 9%	69	8	9	12	8	14	14	18	18	13	4	8	3	2
	18%	32%	30%	32%	25%	12% cd	14% cd	23%	21%	20%	8% hi	21%	11%	10%
1% - 4%	22	6	6	4	0	3	3	7	4	2	2	2	2	1
	6%	24%	20%	10%	0% c	3% cd	3% c	9%	4%	3%	4%	4%	9%	5%
none	84	1	2	5	7	26	31	17	19	11	18	7	5	2
	22%	3%	8%	12%	22%	23%	30% cd	22%	22%	17%	32%	19%	21%	13%
mean:	10.4%	7.8%	7.3%	9.3%	10.1%	13.1%	10.1% c	9.3%	10.6%	11.8%	10.1%	11.0%	9.5%	9.6%
standard error:	0.52%	1.08%	0.83%	1.28%	1.38%	1.29% cd	1.11% c	1.07%	1.40%	1.34%	1.27%	1.50%	1.82%	1.63%
median:	10%	7%	5%	8%	10%	10%	10%	7%	10%	10%	10%	10%	10%	10%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 074 page 1

### Building Expenses: Property Taxes

19. In your company's most recently completed fiscal year, how were building expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>PROPERTY TAXES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	188 33%	9 27%	11 26%	9 19%	8 20%	26 19%	57 36% df	54 40%	32 27% h	19 23% h	22 28%	29 45% ijk	12 34%	7 30%
tabulated responses	391	27	38	41	34	107	98	78	84	67	56	37	23	16
weighted base: those answering (fill-in answers)	385 100%	24 100%	31 100%	38 100%	32 100%	113 100%	103 100%	80 100%	84 100%	64 100%	56 100%	36 100%	23 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	0 0%	0 0%	0 0%	0 0%
50% - 74%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
25% - 49%	12 3%	0 0%	0 0%	1 3%	1 2%	3 3%	3 3%	2 2%	5 6%	1 2%	1 2%	1 4%	0 0%	1 8%
20% - 24%	21 5%	2 7%	1 3%	2 6%	0 0%	4 4%	9 9%	0 0%	9 11% h	5 9% h	3 5%	2 7% h	0 0%	1 5%
15% - 19%	22 6%	1 3%	2 8%	4 10%	1 4%	7 6%	6 6%	4 5%	7 9%	2 2%	4 7%	3 8%	1 3%	0 0%
10% - 14%	55 14%	5 22%	4 13%	4 12%	4 14%	20 18%	8 8% f	9 11%	10 12%	9 13%	4 7%	6 18%	3 15%	5 35%
5% - 9%	62 16%	8 32%	4 13%	8 21%	8 24%	13 12%	13 13%	21 26%	9 10% h	9 14%	12 21%	3 9% h	4 18%	1 5%
1% - 4%	27 7%	4 16%	8 25%	1 3% c	2 7% c	7 6% c	2 2% c	6 7%	7 8%	2 2%	6 11%	4 12% j	1 3%	0 0%
none	186 48%	5 20%	12 39%	17 45%	16 49%	58 52%	60 58%	38 48%	38 45%	37 57%	26 47%	15 43%	14 61%	7 47%
mean:	5.6%	6.6%	4.2%	6.4%	4.3%	5.1%	5.9%	5.1%	7.5%	4.9%	4.7%	5.9%	2.9%	7.3%
standard error:	0.39%	1.13%	0.91%	1.22%	1.29%	0.73%	0.95%	0.97%	1.04%	0.86%	0.86%	1.20%	0.93%	2.18%
median:	1%	5%	1%	5%	0%	0%	0%	2%	2%	0%	1%	2%	0%	6%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 075 page 1

### Building Expenses: Depreciation - Office/Leasehold Improvements

19. In your company's most recently completed fiscal year, how were building expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>DEPRECIATION - OFFICE/LEASEHOLD IMPROVEMENTS</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	188 33%	9 27%	11 26%	9 19%	8 20%	26 19%	57 36% df	54 40%	32 27% h	19 23% h	22 28%	29 45% ijk	12 34%	7 30%
tabulated responses	391	27	38	41	34	107	98	78	84	67	56	37	23	16
weighted base: those answering (fill-in answers)	385 100%	24 100%	31 100%	38 100%	32 100%	113 100%	103 100%	80 100%	84 100%	64 100%	56 100%	36 100%	23 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 2%	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 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%
25% - 49%	10 3%	0 0%	3 10%	0 0% c	2 5%	1 1% c	3 3%	3 4%	4 4%	0 0%	1 1%	2 4%	0 0%	0 0%
20% - 24%	9 2%	0 0%	0 0%	1 3%	0 0%	4 4%	0 0% f	3 3%	1 1%	2 3%	1 2%	0 0%	1 6%	0 0%
15% - 19%	10 3%	2 10%	1 3%	0 0%	4 11% d	1 1% e	0 0% e	2 3%	4 5%	2 2%	0 0%	0 0%	0 0%	0 0%
10% - 14%	55 14%	2 10%	8 25%	10 26%	3 11%	16 14%	10 10% cd	12 14%	12 15%	7 10%	9 16%	4 12%	5 24%	3 18%
5% - 9%	44 11%	6 25%	4 13%	5 13%	4 11%	9 8%	12 11%	12 15%	10 11%	7 11%	2 3% h	7 19% k	1 3%	2 10%
1% - 4%	21 6%	4 15%	4 14%	3 9%	2 5%	4 4% c	2 2% cd	6 7%	4 5%	3 4%	6 11%	0 0% k	2 9%	0 0%
none	233 61%	9 40%	11 36%	19 49%	18 57%	77 68% cd	75 73% cd	42 53%	49 59%	44 69% h	37 66%	22 62%	14 58%	11 72%
mean:	4.3%	4.5%	6.9%	4.3%	5.2%	3.4% c	3.7%	6.2%	4.5%	2.7% h	2.9% h	5.0%	3.8%	2.4%
standard error:	0.42%	0.99%	1.55%	0.81%	1.53%	0.69%	1.08%	1.38%	0.83%	0.62%	0.72%	1.83%	1.15%	1.05%
median:	0%	4%	3%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 076 page 1

### Building Expenses: Property Insurance

19. In your company's most recently completed fiscal year, how were building expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>PROPERTY INSURANCE</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	188 33%	9 27%	11 26%	9 19%	8 20%	26 19%	57 36% df	54 40%	32 27% h	19 23% h	22 28%	29 45% ijk	12 34%	7 30%
tabulated responses	391	27	38	41	34	107	98	78	84	67	56	37	23	16
weighted base: those answering (fill-in answers)	385 100%	24 100%	31 100%	38 100%	32 100%	113 100%	103 100%	80 100%	84 100%	64 100%	56 100%	36 100%	23 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	0 0%	0 0%	0 0%	0 0%
50% - 74%	5 1%	0 0%	0 0%	0 0%	0 0%	1 1%	4 4%	1 2%	0 0%	0 0%	1 2%	1 4%	0 0%	1 8%
25% - 49%	12 3%	0 0%	2 5%	0 0%	2 5%	6 5%	3 3%	2 3%	4 4%	3 4%	1 2%	0 0%	1 3%	0 0%
20% - 24%	24 6%	0 0%	1 3%	2 6%	1 4%	8 7%	10 10%	5 6%	6 7%	6 10%	3 5%	3 10%	0 0%	1 5%
15% - 19%	24 6%	2 7%	2 5%	3 8%	4 14%	3 3% e	8 8%	4 5%	4 5%	2 4%	8 14% j	2 6%	1 6%	0 0%
10% - 14%	78 20%	5 20%	8 25%	8 21%	9 30%	25 22%	11 11% cef	15 19%	18 21%	11 17%	8 15%	8 21%	7 31%	6 38%
5% - 9%	70 18%	7 29%	8 25%	10 27%	2 7% cd	20 18%	14 14%	15 18%	15 18%	13 20%	10 18%	4 11%	2 9%	2 10%
1% - 4%	30 8%	7 27%	8 25%	3 8%	2 7% c	6 6% c	2 2% c	9 11%	3 3%	2 3%	6 11%	6 16% ij	3 12%	1 5%
none	142 37%	4 18%	4 13%	12 31%	11 34% c	43 38% c	50 48% c	29 36%	34 40%	26 41%	18 33%	12 33%	9 38%	5 33%
mean:	7.1%	5.3%	7.6%	6.3%	8.0%	7.4%	8.0%	6.9%	6.9%	6.8%	8.2%	7.9%	5.8%	9.7%
standard error:	0.44%	0.97%	1.21%	0.97%	1.53%	0.88%	1.12%	0.97%	0.88%	0.99%	1.32%	1.59%	1.66%	3.13%
median:	5%	5%	5%	5%	10%	5%	4%	5%	5%	5%	5%	5%	4%	9%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 077 page 1

### Building Expenses: Other Building Expenses

19. In your company's most recently completed fiscal year, how were building expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OTHER BUILDING EXPENSES (MORTGAGE PAYMENTS, ETC.)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	188 33%	9 27%	11 26%	9 19%	8 20%	26 19%	57 36% df	54 40%	32 27% h	19 23% h	22 28%	29 45% ijk	12 34%	7 30%
tabulated responses	391	27	38	41	34	107	98	78	84	67	56	37	23	16
weighted base: those answering (fill-in answers)	385 100%	24 100%	31 100%	38 100%	32 100%	113 100%	103 100%	80 100%	84 100%	64 100%	56 100%	36 100%	23 100%	16 100%
100%	9 2%	0 0%	1 3%	0 0%	0 0%	1 1%	5 5%	5 7%	1 2%	0 0% h	1 2%	0 0%	1 3%	0 0%
75% - 99%	12 3%	0 0%	1 3%	0 0%	0 0%	3 2%	5 5%	3 4%	4 5%	0 0%	1 1%	3 7% j	1 6%	0 0%
50% - 74%	33 8%	2 7%	0 0%	1 3%	2 7%	10 9%	12 12% c	3 3%	5 6%	5 9%	9 16% h	2 7%	5 24%	1 8%
25% - 49%	55 14%	1 3%	2 8%	9 25%	4 13%	15 13%	14 13%	15 19%	14 17%	10 16%	4 8%	4 12%	2 9%	3 17%
20% - 24%	24 6%	2 7%	3 10%	4 11%	0 0%	6 5%	5 5%	1 2%	8 9% h	5 8%	6 10% h	1 2%	0 0%	0 0%
15% - 19%	18 5%	2 9%	1 3%	1 3%	5 15%	7 6%	1 1% ef	7 9%	1 1% h	1 1% h	4 7% i	1 4%	3 15%	0 0%
10% - 14%	23 6%	3 12%	2 8%	2 4%	1 2%	9 8%	5 5%	5 6%	2 2%	4 6%	1 1%	4 10% i	0 0%	4 28%
5% - 9%	18 5%	2 7%	2 5%	3 8%	1 2%	3 3%	5 5%	3 4%	6 7%	2 2%	1 1%	2 4%	1 3%	0 0%
1% - 4%	9 2%	1 3%	2 8%	1 2%	0 0%	2 1%	1 1% c	4 5%	2 3%	1 1%	2 3%	0 0%	0 0%	0 0%
none	186 48%	13 53%	17 54%	16 43%	19 60%	58 52%	50 49%	33 41%	42 50%	37 58%	27 49%	19 54%	9 40%	7 47%
mean:	17.6%	9.4%	11.4%	14.9%	10.9%	15.7%	22.1% cs	20.9%	17.2%	13.1%	18.1%	17.0%	27.9%	14.5%
standard error:	1.24%	3.10%	3.61%	2.72%	3.15%	2.20%	2.96% cs	3.37%	2.57%	2.32%	3.26%	4.06%	6.72%	4.58%
median:	4%	0%	0%	5%	0%	0%	5%	9%	1%	0%	2%	0%	15%	10%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 078 page 1

### Vehicle Expenses: Mean Summary

20. In your company's most recently completed fiscal year, how were vehicle expenses distributed within the following categories?

	TOTAL	----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South- east	Great Lakes & Plains	Mid- east	South- west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
MEAN SUMMARY														
base: those answering (fill-in answers)														
vehicle fuel costs	44.8%	35.2%	42.8%	38.1%	39.9%	46.7% bcde	48.2% b	44.7%	45.6% h	44.1% h	46.0% h	40.6% ijk	40.7% ik	51.3%
vehicle maintenance/repairs (including oil changes and routine maintenance)	15.3%	14.0%	13.3%	14.8%	16.9%	14.7%	16.2%	15.5%	13.6%	16.1% h	15.2%	15.3%	14.9%	17.4%
vehicle insurance	15.0%	13.7%	14.3%	16.2%	16.2%	15.4%	15.0%	15.2%	13.4%	17.0% h	15.6%	16.4%	14.2% j	12.1%
vehicle purchases/leases	12.9%	29.3%	21.0%	18.8%	18.3%	10.2% bcd	8.6% bcde	11.1%	16.2% h	12.9%	12.0%	11.6% i	15.5%	8.1%
vehicle licenses	4.4%	3.6%	3.8%	4.5%	5.1%	4.1%	4.7%	4.2%	4.8% h	3.5% i	4.6%	4.4%	4.7%	5.6%
other vehicle expenses	7.5%	4.2%	4.7%	7.7%	3.7%	8.9% bce	7.4%	9.4%	6.4%	6.4%	6.7%	11.6%	10.0%	5.4%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 079 page 1

### Vehicle Expenses: Vehicle Fuel Costs

20. In your company's most recently completed fiscal year, how were vehicle expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>VEHICLE FUEL COSTS</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	155 27%	8 25%	10 24%	6 13%	9 23%	21 16%	40 25%	48 36%	21 18%	18 22%	17 21%	23 36%	10 30%	7 30%
tabulated responses	421	28	39	43	33	111	113	82	94	68	61	42	24	16
weighted base: those answering (fill-in answers)	418 100%	25 100%	32 100%	41 100%	31 100%	117 100%	119 100%	85 100%	95 100%	65 100%	61 100%	41 100%	25 100%	16 100%
100%	3 1%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	2 2%	1 1%	0 0%	0 0%	0 0%	0 0%
75% - 99%	38 9%	1 3%	0 0%	1 2%	0 0%	14 12%	20 16%	9 10%	14 15%	3 5%	4 7%	5 11%	0 0%	1 5%
50% - 74%	160 38%	5 20%	14 44%	9 23%	12 38%	48 41%	48 40%	33 39%	29 30%	29 45%	26 42%	11 26%	9 38%	10 62%
25% - 49%	158 38%	11 47%	15 49%	21 52%	14 47%	43 36%	35 29%	31 36%	35 37%	20 31%	26 43%	20 49%	11 45%	4 28%
20% - 24%	21 5%	4 15%	2 5%	2 5%	3 9%	4 4%	5 4%	7 8%	5 6%	5 8%	0 0%	1 2%	2 6%	0 0%
15% - 19%	13 3%	2 6%	0 0%	4 9%	0 0%	3 3%	3 2%	2 2%	1 1%	3 4%	3 4%	2 6%	1 5%	1 5%
10% - 14%	14 3%	0 0%	1 2%	3 8%	1 3%	1 1%	5 4%	1 2%	5 6%	4 6%	1 1%	1 3%	1 5%	0 0%
5% - 9%	4 1%	2 9%	0 0%	0 0%	1 3%	1 1%	0 0%	1 2%	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%
1% - 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
none	6 1%	0 0%	0 0%	0 0%	0 0%	1 1%	3 3%	1 2%	1 1%	0 0%	2 3%	1 3%	0 0%	0 0%
mean:	44.8%	35.2%	42.8%	38.1%	39.9%	46.7%	48.2%	44.7%	45.6%	44.1%	46.0%	40.6%	40.7%	51.3%
standard error:	0.96%	3.27%	2.38%	2.74%	2.73%	1.85%	2.05%	2.19%	2.37%	2.32%	2.21%	3.00%	3.42%	4.27%
median:	46%	33%	40%	40%	40%	50%	50%	48%	44%	50%	46%	35%	40%	55%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 080 page 1

### Vehicle Expenses: Vehicle Maintenance/Repairs

20. In your company's most recently completed fiscal year, how were vehicle expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
VEHICLE MAINTENANCE/REPAIRS (INCLUDING OIL CHANGES AND ROUTINE MAINTENANCE)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	155 27%	8 25%	10 24%	6 13%	9 23%	21 16%	40 25%	48 36%	21 18%	18 22%	17 21%	23 36%	10 30%	7 30%
tabulated responses	421	28	39	43	33	111	113	82	94	68	61	42	24	16
weighted base: those answering (fill-in answers)	418 100%	25 100%	32 100%	41 100%	31 100%	117 100%	119 100%	85 100%	95 100%	65 100%	61 100%	41 100%	25 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	0 0%	0 0%	0 0%	0 0%
50% - 74%	4 1%	0 0%	0 0%	0 0%	0 0%	0 0%	4 3%	1 2%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%
25% - 49%	73 17%	2 10%	3 10%	7 17%	7 23%	17 15%	24 20%	17 20%	11 12%	14 21%	7 11%	9 23%	3 12%	3 22%
20% - 24%	80 19%	2 10%	6 20%	2 6%	7 21%	31 26%	21 18%	13 16%	16 17%	9 15%	13 21%	8 18%	7 30%	4 28%
15% - 19%	56 13%	6 23%	4 14%	9 23%	4 15%	14 12%	9 8%	9 10%	13 13%	12 19%	9 15%	6 15%	3 12%	1 8%
10% - 14%	118 28%	9 37%	10 32%	15 36%	9 31%	24 20%	37 31%	27 31%	26 28%	22 33%	18 29%	9 23%	8 33%	4 27%
5% - 9%	48 11%	4 15%	5 15%	6 15%	2 8%	12 10%	16 13%	9 11%	13 14%	6 9%	9 14%	4 10%	2 9%	2 10%
1% - 4%	20 5%	1 5%	2 5%	1 2%	1 3%	12 11%	3 2%	7 8%	8 8%	1 2%	2 3%	2 5%	0 0%	1 5%
none	18 4%	0 0%	1 4%	0 0%	0 0%	7 6%	5 4%	2 2%	7 7%	1 1%	3 5%	3 6%	1 5%	0 0%
mean:	15.3%	14.0%	13.3%	14.8%	16.9%	14.7%	16.2%	15.5%	13.6%	16.1%	15.2%	15.3%	14.9%	17.4%
standard error:	0.45%	1.31%	1.27%	1.13%	1.51%	0.95%	0.99%	1.05%	0.99%	1.13%	1.25%	1.43%	1.44%	2.27%
median:	15%	13%	10%	13%	15%	15%	12%	14%	10%	15%	13%	15%	15%	18%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 081 page 1

### Vehicle Expenses: Vehicle Insurance

20. In your company's most recently completed fiscal year, how were vehicle expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>VEHICLE INSURANCE</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	155 27%	8 25%	10 24%	6 13%	9 23%	21 16%	40 25% f	48 36%	21 18% h	18 22% h	17 21% h	23 36% i	10 30%	7 30%
tabulated responses	421	28	39	43	33	111	113	82	94	68	61	42	24	16
weighted base: those answering (fill-in answers)	418 100%	25 100%	32 100%	41 100%	31 100%	117 100%	119 100%	85 100%	95 100%	65 100%	61 100%	41 100%	25 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	1 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%
50% - 74%	5 1%	0 0%	0 0%	0 0%	0 0%	4 3%	1 1%	1 2%	1 1%	0 0%	1 1%	1 3%	0 0%	0 0%
25% - 49%	59 14%	3 12%	2 7%	5 14%	8 27% c	12 10% e	22 19%	16 19%	13 13%	10 15%	8 13%	6 15%	1 3%	1 5%
20% - 24%	81 19%	2 10%	10 31%	9 22%	3 11%	22 19%	25 21%	14 17%	17 18%	14 22%	9 15%	9 22%	9 36%	1 5%
15% - 19%	54 13%	3 14%	3 10%	2 6%	5 18%	20 17%	9 8% f	8 9%	8 9%	13 20% i	9 15%	6 14%	4 15%	3 22%
10% - 14%	135 32%	7 29%	10 32%	18 45%	8 26%	39 34%	36 30%	26 31%	26 28%	22 35%	26 43% i	11 27%	8 32%	7 45%
5% - 9%	55 13%	7 27%	5 17%	4 9%	5 17%	12 10%	15 12%	12 14%	17 18%	4 6% i	7 11%	5 13%	2 9%	4 23%
1% - 4%	14 3%	2 10%	1 2%	1 3%	0 0%	4 3%	5 5%	6 7%	5 6%	0 0% hi	0 0% h	1 2%	0 0%	0 0%
none	14 3%	0 0%	0 0%	0 0%	0 0%	4 4%	6 5%	1 2%	7 7%	1 1%	1 1%	1 3%	1 5%	0 0%
mean:	15.0%	13.7%	14.3%	16.2%	16.2%	15.4%	15.0%	15.2%	13.4%	17.0% i	15.6%	16.4%	14.2%	12.1%
standard error:	0.46%	1.64%	1.15%	1.85%	1.26%	0.98%	0.93%	1.06%	0.97%	1.37% i	1.15%	1.59%	1.22%	1.74%
median:	12%	10%	14%	12%	15%	14%	12%	12%	10%	15%	13%	15%	15%	10%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 082 page 1

### Vehicle Expenses: Vehicle Purchases/Leases

20. In your company's most recently completed fiscal year, how were vehicle expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>VEHICLE PURCHASES/LEASES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	155 27%	8 25%	10 24%	6 13%	9 23%	21 16%	40 25%	48 36%	21 18%	18 22%	17 21%	23 36%	10 30%	7 30%
tabulated responses	421	28	39	43	33	111	113	82	94	68	61	42	24	16
weighted base: those answering (fill-in answers)	418 100%	25 100%	32 100%	41 100%	31 100%	117 100%	119 100%	85 100%	95 100%	65 100%	61 100%	41 100%	25 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	3 1%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	3 3%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	22 5%	4 16%	2 7%	2 6%	3 10%	6 5%	3 2%	3 3%	9 9%	4 6%	2 4%	2 6%	1 3%	1 5%
25% - 49%	79 19%	12 48%	11 34%	13 32%	9 28%	13 11%	16 14%	17 20%	19 20%	9 14%	12 19%	8 20%	6 24%	2 10%
20% - 24%	25 6%	2 10%	4 12%	1 2%	2 5%	7 6%	4 4%	4 4%	7 8%	5 8%	2 3%	2 4%	3 12%	0 0%
15% - 19%	12 3%	3 12%	2 5%	2 6%	2 5%	1 1%	2 1%	2 3%	0 0%	4 6%	2 3%	2 4%	2 9%	0 0%
10% - 14%	45 11%	1 5%	4 12%	10 24%	3 9%	19 16%	6 5%	8 9%	5 5%	13 20%	10 16%	2 5%	3 11%	2 13%
5% - 9%	13 3%	1 3%	5 15%	3 7%	1 3%	3 3%	1 1%	3 4%	2 2%	1 1%	3 5%	2 4%	0 0%	1 5%
1% - 4%	3 1%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	3 3%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
none	216 52%	2 6%	5 15%	10 24%	12 39%	67 57%	86 73%	46 54%	51 54%	29 45%	31 51%	24 58%	10 42%	10 67%
mean:	12.9%	29.3%	21.0%	18.8%	18.3%	10.2%	8.6%	11.1%	16.2%	12.9%	12.0%	11.6%	15.5%	8.1%
standard error:	0.88%	3.38%	2.72%	2.73%	3.68%	1.56%	1.52%	1.80%	2.17%	2.10%	2.22%	2.76%	3.47%	4.58%
median:	0%	28%	20%	10%	11%	0%	0%	0%	0%	10%	1%	0%	13%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 083 page 1

### Vehicle Expenses: Vehicle Licenses

20. In your company's most recently completed fiscal year, how were vehicle expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>VEHICLE LICENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	155 27%	8 25%	10 24%	6 13%	9 23%	21 16%	40 25%	48 36%	21 18%	18 22%	17 21%	23 36%	10 30%	7 30%
tabulated responses	421	28	39	43	33	111	113	82	94	68	61	42	24	16
weighted base: those answering (fill-in answers)	418 100%	25 100%	32 100%	41 100%	31 100%	117 100%	119 100%	85 100%	95 100%	65 100%	61 100%	41 100%	25 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	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%	0 0%	0 0%	0 0%	0 0%
25% - 49%	3 1%	0 0%	0 0%	0 0%	1 4%	0 0%	0 0%	1 2%	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%
20% - 24%	4 1%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	1 3%	0 0%	0 0%
15% - 19%	9 2%	1 3%	1 2%	0 0%	1 3%	3 2%	2 2%	2 2%	2 2%	1 2%	2 3%	1 2%	1 5%	0 0%
10% - 14%	61 15%	2 9%	3 10%	9 23%	2 7%	17 14%	22 19%	10 11%	10 11%	7 10%	12 19%	6 15%	6 26%	5 35%
5% - 9%	136 33%	7 27%	9 27%	12 29%	13 43%	36 31%	47 40%	26 31%	41 43%	23 35%	16 26%	13 32%	3 12%	4 27%
1% - 4%	113 27%	12 49%	14 44%	12 30%	9 30%	31 27%	20 17%	28 33%	23 24%	14 21%	23 37%	8 20%	6 26%	6 38%
none	92 22%	3 13%	5 17%	8 19%	4 14%	29 25%	26 22%	18 21%	16 17%	21 32%	9 15%	12 29%	8 32%	0 0%
mean:	4.4%	3.6%	3.8%	4.5%	5.1%	4.1%	4.7%	4.2%	4.8%	3.5%	4.6%	4.4%	4.7%	5.6%
standard error:	0.21%	0.71%	0.55%	0.55%	0.86%	0.39%	0.37%	0.49%	0.49%	0.42%	0.50%	0.69%	0.95%	0.93%
median:	5%	3%	3%	5%	5%	4%	5%	3%	5%	2%	5%	5%	4%	5%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 084 page 1

### Vehicle Expenses: Other Vehicle Expenses

20. In your company's most recently completed fiscal year, how were vehicle expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>OTHER VEHICLE EXPENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	155 27%	8 25%	10 24%	6 13%	9 23%	21 16%	40 25%	48 36%	21 18%	18 22%	17 21%	23 36%	10 30%	7 30%
tabulated responses	421	28	39	43	33	111	113	82	94	68	61	42	24	16
weighted base: those answering (fill-in answers)	418 100%	25 100%	32 100%	41 100%	31 100%	117 100%	119 100%	85 100%	95 100%	65 100%	61 100%	41 100%	25 100%	16 100%
100%	4 1%	0 0%	0 0%	0 0%	0 0%	1 1%	1 1%	1 2%	1 1%	0 0%	0 0%	1 3%	0 0%	0 0%
75% - 99%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%
50% - 74%	7 2%	0 0%	0 0%	0 0%	0 0%	2 2%	2 2%	1 1%	0 0%	3 5%	0 0%	1 3%	1 5%	0 0%
25% - 49%	25 6%	2 6%	2 5%	4 10%	1 3%	9 8%	5 4%	8 10%	4 4%	2 2%	3 6%	5 12%	2 10%	0 0%
20% - 24%	15 4%	0 0%	1 2%	1 2%	1 4%	5 4%	6 5%	3 3%	4 4%	2 2%	2 3%	1 3%	2 9%	1 5%
15% - 19%	17 4%	1 3%	1 2%	3 8%	1 3%	7 6%	2 2%	3 3%	1 1%	2 3%	4 6%	3 7%	3 11%	1 8%
10% - 14%	48 11%	2 6%	2 7%	4 11%	2 7%	18 15%	13 11%	13 16%	11 12%	10 15%	4 7%	2 6%	1 5%	3 17%
5% - 9%	58 14%	2 9%	6 20%	7 17%	4 15%	16 14%	19 16%	9 10%	19 19%	4 7%	13 22%	4 11%	2 10%	2 15%
1% - 4%	36 9%	7 27%	4 12%	2 5%	2 5%	7 6%	7 6%	7 9%	5 6%	6 9%	7 11%	1 2%	2 9%	3 18%
none	208 50%	12 49%	16 50%	19 46%	20 64%	52 45%	64 54%	41 48%	50 52%	36 56%	27 45%	22 53%	10 43%	6 37%
mean:	7.5%	4.2%	4.7%	7.7%	3.7%	8.9%	7.4%	9.4%	6.4%	6.4%	6.7%	11.6%	10.0%	5.4%
standard error:	0.67%	1.65%	1.30%	1.68%	1.14%	1.37%	1.46%	1.76%	1.32%	1.42%	1.72%	2.93%	2.79%	1.51%
median:	1%	0%	0%	1%	0%	4%	0%	2%	0%	0%	1%	0%	3%	5%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 085 page 1

### Marketing/Advertising Expenses: Mean Summary

21. In your company's most recently completed fiscal year, how were marketing/advertising expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>MEAN SUMMARY</b>														
base: those answering (fill-in answers)														
yellow pages	21.9%	24.2%	22.4%	14.4%	31.3% d	25.7%	18.5% ef	17.9%	26.0% h	9.0% i	24.4% j	18.7%	30.1% j	44.3%
website	21.1%	11.9%	20.6%	21.5% b	12.9%	24.3% be	22.6%	21.3%	17.5%	23.8%	20.3%	25.2%	20.3%	21.8%
internet advertising (pay per click, banner ads, social media, blogs, etc.)	20.0%	25.0%	28.9%	24.2%	20.1%	17.8%	18.5% c	16.8%	15.8%	26.1% hi	18.8%	28.0%	22.3%	16.5%
direct mail (print materials, brochures, etc.)	9.3%	6.8%	5.9%	10.6%	9.9%	7.5%	10.2%	9.5%	7.1%	17.2% hi	9.6%	7.1% j	5.6% j	2.4%
broadcast media (TV, radio, billboard, etc.)	4.7%	10.7%	8.5%	11.7%	4.9%	3.8% d	1.3% bcd	7.2%	4.5%	3.5%	5.1%	2.0%	4.3%	2.1%
other marketing/advertising expenses	22.9%	21.4%	13.8%	17.6%	20.9%	20.8%	28.9% c	27.3%	29.1%	20.5%	21.7%	19.0% i	17.3% i	12.9%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 086 page 1

### Marketing/Advertising Expenses: Yellow Pages

21. In your company's most recently completed fiscal year, how were marketing/advertising expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>YELLOW PAGES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	166 29%	7 20%	9 21%	5 12%	8 19%	25 18%	52 33% df	54 40%	24 21% h	16 19% h	20 25% h	24 36% ij	10 28%	7 30%
tabulated responses	414	30	40	44	35	108	103	78	91	71	58	43	25	16
weighted base: those answering (fill-in answers)	407 100%	26 100%	33 100%	41 100%	32 100%	114 100%	108 100%	80 100%	92 100%	67 100%	59 100%	41 100%	25 100%	16 100%
100%	18 4%	1 3%	0 0%	0 0%	0 0%	5 5%	9 9% d	1 2%	4 4%	1 1%	7 12% hj	1 2%	3 10%	2 13%
75% - 99%	33 8%	1 3%	2 5%	1 3%	7 22% cd	15 14%	3 3% ef	8 10%	9 10%	2 2%	1 2%	3 8%	1 5%	2 13%
50% - 74%	36 9%	3 11%	5 17%	4 11%	3 9%	8 7%	6 5% c	3 4%	10 11%	2 3%	5 9%	4 10%	3 13%	5 32%
25% - 49%	49 12%	7 28%	8 23%	5 13%	3 9%	9 8% c	13 12%	12 15%	10 11%	4 6%	7 12%	4 9%	5 20%	1 5%
20% - 24%	15 4%	2 9%	1 2%	1 3%	4 11%	5 4%	2 2% e	3 4%	8 9%	1 1% i	1 1%	1 2%	0 0%	0 0%
15% - 19%	12 3%	1 3%	0 0%	1 2%	3 9%	6 5%	1 1% e	2 3%	3 4%	5 7%	1 2%	0 0%	0 0%	0 0%
10% - 14%	19 5%	2 6%	4 11%	2 6%	1 2%	5 5%	3 3%	2 2%	8 8%	4 5%	4 6%	1 2%	1 3%	0 0%
5% - 9%	11 3%	1 3%	2 7%	2 6%	2 5%	2 2%	0 0% cde	1 1%	1 1%	1 2%	2 4%	5 13% hij	1 3%	0 0%
1% - 4%	9 2%	0 0%	2 5%	4 10%	1 2%	1 1% d	0 0% cd	5 6%	0 0% h	2 2%	1 2%	0 0%	1 3%	1 5%
none	206 50%	9 34%	10 30%	19 47%	10 30%	55 49%	70 65% cdef	43 54%	38 42%	46 68% i	29 49% j	22 54%	11 42%	5 32%
mean:	21.9%	24.2%	22.4%	14.4%	31.3% d	25.7% d	18.5%	17.9%	26.0%	9.0% hi	24.4% j	18.7%	30.1%	44.3%
standard error:	1.51%	4.91%	3.90%	3.27%	5.52% d	3.38% d	3.06%	3.08%	3.34% d	2.48% 0%	4.44% 2%	4.56% 0%	6.73% 12%	9.49% 59%
median:	0%	20%	10%	1%	20%	3%	0%	0%	10%	0%	2%	0%	12%	59%

Columns tested at 95% significance level: bcdefg hijklmn

TABLE 087 page 1

**Marketing/Advertising Expenses: Internet Advertising**

21. In your company's most recently completed fiscal year, how were marketing/advertising expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
INTERNET ADVERTISING (PAY PER CLICK, BANNER ADS, SOCIAL MEDIA, BLOGS, ETC.)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	166 29%	7 20%	9 21%	5 12%	8 19%	25 18%	52 33% df	54 40%	24 21% h	16 19% h	20 25% h	24 36% ij	10 28%	7 30%
tabulated responses	414	30	40	44	35	108	103	78	91	71	58	43	25	16
weighted base: those answering (fill-in answers)	407 100%	26 100%	33 100%	41 100%	32 100%	114 100%	108 100%	80 100%	92 100%	67 100%	59 100%	41 100%	25 100%	16 100%
100%	10 2%	0 0%	0 0%	3 7%	0 0%	3 3%	3 3%	1 1%	1 1%	4 5%	0 0%	3 6% k	0 0%	1 8%
75% - 99%	27 7%	1 5%	4 14%	2 4%	2 5%	8 7%	7 7%	5 6%	3 3%	7 10%	5 8%	3 8%	2 9%	0 0%
50% - 74%	33 8%	2 9%	3 10%	3 8%	6 18%	5 5% e	8 8%	5 6%	10 11%	5 8%	4 7%	5 13%	3 11%	0 0%
25% - 49%	52 13%	10 37%	7 21%	4 9%	2 7%	9 8% c	12 11%	10 13%	7 7%	9 14%	9 16%	5 13%	4 14%	2 15%
20% - 24%	19 5%	2 6%	3 10%	5 13%	0 0% d	6 5%	2 2% cd	2 3%	5 5%	1 1%	1 2%	3 7%	3 11%	1 5%
15% - 19%	17 4%	2 6%	2 6%	2 5%	3 9%	4 3%	3 2%	5 6%	4 4%	3 5%	2 4%	1 2%	1 5%	0 0%
10% - 14%	30 7%	1 3%	2 5%	6 14%	4 13%	9 8%	5 5% d	6 7%	6 7%	5 7%	5 8%	3 8%	1 5%	2 10%
5% - 9%	31 8%	2 9%	2 7%	6 15%	5 15%	9 8%	3 3% de	8 10%	5 5%	5 7%	3 6%	4 10%	0 0%	1 8%
1% - 4%	8 2%	2 8%	0 0%	1 3%	0 0%	1 1%	2 1%	2 3%	0 0%	2 2%	0 0%	0 0%	1 5%	1 8%
none	181 44%	4 17%	9 28%	9 22%	11 33%	58 51% cd	63 58% cde	36 45%	52 56%	27 40% i	29 49%	14 34% i	10 38%	7 45%
mean:	20.0%	25.0%	28.9%	24.2%	20.1%	17.8%	18.5%	16.8%	15.8%	26.1% i	18.8%	28.0% i	22.3%	16.5%
standard error:	1.40%	3.99%	4.58%	4.69%	4.38%	2.85%	3.03%	2.99%	2.73%	4.03% i	3.49% 5%	5.02% 10%	5.82% 14%	6.58% 3%
median:	5%	24%	20%	10%	10%	0%	0%	5%	0%	10%	5%	10%	14%	3%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 088 page 1

### Marketing/Advertising Expenses: Website

21. In your company's most recently completed fiscal year, how were marketing/advertising expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>WEBSITE</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	166 29%	7 20%	9 21%	5 12%	8 19%	25 18%	52 33% df	54 40%	24 21% h	16 19% h	20 25% h	24 36% ij	10 28%	7 30%
tabulated responses	414	30	40	44	35	108	103	78	91	71	58	43	25	16
weighted base: those answering (fill-in answers)	407 100%	26 100%	33 100%	41 100%	32 100%	114 100%	108 100%	80 100%	92 100%	67 100%	59 100%	41 100%	25 100%	16 100%
100%	15 4%	0 0%	1 2%	1 2%	0 0%	7 6%	6 5%	3 4%	2 2%	2 3%	2 4%	3 6%	2 6%	0 0%
75% - 99%	25 6%	0 0%	0 0%	4 9%	0 0%	10 9%	7 7%	5 6%	5 5%	5 8%	3 4%	4 9%	1 5%	1 5%
50% - 74%	28 7%	0 0%	4 11%	1 2%	2 5%	9 8%	9 8%	7 8%	6 6%	5 8%	5 8%	2 4%	1 5%	3 18%
25% - 49%	53 13%	5 18%	7 21%	5 12%	4 12%	13 11%	15 14%	10 13%	10 11%	12 17%	7 11%	7 16%	2 6%	2 10%
20% - 24%	29 7%	2 8%	2 7%	5 12%	2 5%	4 3% d	8 8%	5 7%	9 9%	2 3%	4 7%	2 5%	3 11%	1 8%
15% - 19%	27 7%	1 3%	5 14%	2 6%	5 15%	7 6%	4 4% ce	4 5%	3 3%	7 11%	5 8%	2 6%	1 3%	2 15%
10% - 14%	47 12%	7 28%	5 14%	6 15%	5 16%	11 10%	2 1% cdef	8 10%	10 11%	7 10%	7 12%	5 11%	6 23%	1 8%
5% - 9%	43 11%	6 23%	3 9%	11 27%	7 23%	8 7% de	5 5% de	10 12%	9 9%	5 7%	9 15%	3 8%	1 5%	1 5%
1% - 4%	18 4%	3 11%	2 7%	3 7%	0 0%	3 3%	3 3%	3 4%	5 6%	2 2%	3 5%	2 4%	3 11%	0 0%
none	123 30%	2 9%	4 14%	4 9%	8 24%	42 37% cd	49 45% cde	25 31%	33 36%	20 30%	15 25%	13 31%	6 24%	5 30%
mean:	21.1%	11.9%	20.6%	21.5%	12.9%	24.3% e	22.6% e	21.3%	17.5%	23.8%	20.3%	25.2%	20.3%	21.8%
standard error:	1.34%	2.02%	3.19%	4.19%	2.63%	2.98%	3.10%	3.19%	2.68%	3.29%	3.32%	4.73%	5.98%	6.13%
median:	10%	10%	15%	10%	10%	10%	5%	10%	5%	15%	10%	10%	10%	15%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 089 page 1

### Marketing/Advertising Expenses: Broadcast Media

21. In your company's most recently completed fiscal year, how were marketing/advertising expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
BROADCAST MEDIA (TV, RADIO, BILLBOARD, ETC.)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	166 29%	7 20%	9 21%	5 12%	8 19%	25 18%	52 33% df	54 40%	24 21% h	16 19% h	20 25% h	24 36% ij	10 28%	7 30%
tabulated responses	414	30	40	44	35	108	103	78	91	71	58	43	25	16
weighted base: those answering (fill-in answers)	407 100%	26 100%	33 100%	41 100%	32 100%	114 100%	108 100%	80 100%	92 100%	67 100%	59 100%	41 100%	25 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	2 1%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	1 2%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%
50% - 74%	12 3%	2 6%	2 7%	4 10%	1 2%	3 2% d	0 0% cd	4 5%	4 4%	2 2%	1 2%	0 0%	0 0%	0 0%
25% - 49%	14 3%	2 9%	2 6%	4 9%	1 2%	1 1% cd	3 3%	3 4%	3 4%	1 1%	4 6%	1 2%	2 8%	0 0%
20% - 24%	8 2%	2 9%	2 5%	2 4%	1 2%	1 1%	0 0% cd	1 1%	1 1%	0 0%	2 3%	1 2%	1 3%	1 8%
15% - 19%	10 3%	1 5%	2 5%	3 8%	2 7%	0 0% cde	1 1% de	4 5%	1 1%	3 4%	1 2%	1 2%	0 0%	0 0%
10% - 14%	16 4%	2 8%	0 0%	1 3%	3 8%	6 5%	1 1% e	3 4%	6 7%	1 2%	1 2%	1 3%	1 5%	0 0%
5% - 9%	11 3%	2 6%	2 7%	3 8%	2 7%	1 1% cde	1 1% d	2 3%	1 1%	2 2%	3 6%	2 4%	0 0%	1 5%
1% - 4%	5 1%	2 9%	1 2%	1 2%	0 0%	0 0%	0 0%	1 1%	2 2%	1 1%	0 0%	1 2%	0 0%	1 5%
none	328 81%	13 48%	22 67%	23 56%	23 72%	100 88% cde	101 94% cde	60 76%	75 81%	58 86%	46 79%	35 85%	21 84%	13 82%
mean:	4.7%	10.7%	8.5%	11.7%	4.9%	3.8% d	1.3% cd	7.2%	4.5%	3.5%	5.1%	2.0% h	4.3%	2.1%
standard error:	0.66%	3.09%	2.58%	2.73%	2.06%	1.33%	0.54%	2.01%	1.39%	1.59%	1.59%	1.05%	2.33%	1.27%
median:	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 090 page 1

### Marketing/Advertising Expenses: Direct Mail

21. In your company's most recently completed fiscal year, how were marketing/advertising expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
DIRECT MAIL (PRINT MATERIALS, BROCHURES, ETC.)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	166 29%	7 20%	9 21%	5 12%	8 19%	25 18%	52 33% df	54 40%	24 21% h	16 19% h	20 25% h	24 36% ij	10 28%	7 30%
tabulated responses	414	30	40	44	35	108	103	78	91	71	58	43	25	16
weighted base: those answering (fill-in answers)	407 100%	26 100%	33 100%	41 100%	32 100%	114 100%	108 100%	80 100%	92 100%	67 100%	59 100%	41 100%	25 100%	16 100%
100%	5 1%	0 0%	0 0%	0 0%	0 0%	2 2%	2 2%	0 0%	1 1%	3 4%	0 0%	1 3%	0 0%	0 0%
75% - 99%	12 3%	0 0%	0 0%	2 4%	1 2%	2 2%	4 4%	3 4%	2 2%	3 5%	3 5%	0 0%	0 0%	0 0%
50% - 74%	10 3%	0 0%	0 0%	1 2%	0 0%	4 3%	3 3%	1 1%	1 1%	4 5%	2 3%	1 3%	1 3%	0 0%
25% - 49%	22 5%	1 3%	2 5%	3 6%	6 18%	2 2% e	7 6% e	9 11%	5 6%	4 6%	2 4%	0 0% h	1 5%	0 0%
20% - 24%	17 4%	3 12%	3 9%	2 5%	2 5%	1 1% c	4 3%	2 3%	4 4%	6 9%	1 1%	1 2%	1 5%	1 5%
15% - 19%	13 3%	2 6%	2 5%	0 0%	1 2%	4 4%	3 2%	1 1%	1 1%	5 8% hi	2 3%	1 2%	1 3%	1 5%
10% - 14%	36 9%	3 12%	3 9%	10 23%	2 7%	9 8% d	6 6% d	6 8%	6 7%	7 10%	5 9%	4 9%	2 8%	0 0%
5% - 9%	27 7%	6 22%	6 19%	4 9%	1 2% c	8 7% c	2 2% cd	8 10%	4 4%	2 3%	4 8%	5 13%	1 3%	1 8%
1% - 4%	12 3%	3 11%	1 2%	2 5%	2 7%	1 1%	1 1% e	4 5%	2 2%	1 1%	2 4%	2 4%	1 5%	0 0%
none	254 62%	9 34%	17 52%	19 45%	18 56%	80 71% cd	76 71% cd	46 57%	66 72% h	33 49% i	38 64%	26 64%	17 67%	13 82%
mean:	9.3%	6.8%	5.9%	10.6%	9.9%	7.5%	10.2%	9.5%	7.1%	17.2% j	9.6%	7.1% j	5.6%	2.4%
standard error:	1.01%	1.46%	1.36%	3.18%	2.93%	1.92%	2.31%	2.17%	1.89%	3.39% 2%	3.03% 0%	2.59% 0%	2.40% 0%	1.58% 0%
median:	0%	5%	0%	3%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 091 page 1

### Marketing/Advertising Expenses: Other Marketing/Advertising Expenses

21. In your company's most recently completed fiscal year, how were marketing/advertising expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>OTHER MARKETING/ADVERTISING EXPENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	166 29%	7 20%	9 21%	5 12%	8 19%	25 18%	52 33%	54 40%	24 21%	16 19%	20 25%	24 36%	10 28%	7 30%
tabulated responses	414	30	40	44	35	108	103	78	91	71	58	43	25	16
weighted base: those answering (fill-in answers)	407 100%	26 100%	33 100%	41 100%	32 100%	114 100%	108 100%	80 100%	92 100%	67 100%	59 100%	41 100%	25 100%	16 100%
100%	35 9%	0 0%	0 0%	0 0%	3 9%	9 8%	18 17%	10 13%	15 17%	3 5%	3 6%	1 3%	0 0%	0 0%
75% - 99%	15 4%	3 11%	1 2%	0 0%	0 0%	5 4%	3 2%	2 3%	2 2%	3 4%	4 8%	1 3%	2 8%	0 0%
50% - 74%	29 7%	2 6%	0 0%	4 10%	3 9%	5 5%	10 9%	2 3%	8 9%	8 12%	4 7%	4 10%	1 3%	0 0%
25% - 49%	48 12%	4 14%	6 18%	10 24%	2 7%	15 13%	8 8%	14 17%	8 9%	5 7%	5 8%	6 15%	4 15%	5 32%
20% - 24%	21 5%	0 0%	2 7%	2 5%	2 7%	3 3%	8 7%	5 7%	3 3%	4 5%	1 2%	2 6%	3 11%	1 8%
15% - 19%	12 3%	2 6%	2 5%	1 2%	2 7%	4 3%	1 1%	4 6%	2 2%	1 1%	3 5%	0 0%	0 0%	1 5%
10% - 14%	59 14%	3 12%	4 11%	8 20%	6 19%	16 14%	12 11%	14 17%	13 15%	6 9%	10 17%	2 6%	4 16%	2 10%
5% - 9%	31 8%	2 6%	5 17%	3 8%	4 11%	8 7%	7 6%	7 9%	6 7%	6 9%	5 9%	3 8%	1 3%	0 0%
1% - 4%	12 3%	3 13%	3 10%	0 0%	0 0%	1 1%	0 0%	3 4%	2 2%	4 5%	0 0%	2 4%	1 3%	0 0%
none	147 36%	8 32%	10 30%	13 30%	10 32%	47 42%	42 39%	17 22%	32 35%	28 42%	22 37%	19 46%	10 39%	7 45%
mean:	22.9%	21.4%	13.8%	17.6%	20.9%	20.8%	28.9%	27.3%	29.1%	20.5%	21.7%	19.0%	17.3%	12.9%
standard error:	1.50%	5.52%	3.07%	2.82%	4.92%	2.92%	3.58%	3.81%	3.74%	3.32%	4.12%	3.92%	4.91%	3.28%
median:	10%	8%	7%	10%	10%	6%	10%	12%	10%	5%	10%	4%	10%	13%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 092 page 1

### Technology Expenses: Mean Summary

22. In your company's most recently completed fiscal year, how were technology expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
MEAN SUMMARY														
base: those answering (fill-in answers)														
computers/hardware	42.3%	38.7%	38.6%	33.1%	44.8%	40.6%	46.4%	34.7%	47.1% h	44.4% h	43.1% h	34.0% ijk	53.3% hl	46.4%
technology maintenance/repairs	23.0%	32.0%	30.6%	26.7%	18.8%	24.6%	18.7% bcdf	26.6%	15.3%	20.4%	23.4%	42.3% hij	15.9% l	9.8%
software	20.3%	23.1%	24.7%	26.1%	24.4%	20.5%	15.1% cdef	18.2%	21.2%	22.3%	23.2%	11.6% ijk	18.4%	32.3%
other technology expenses	14.5%	6.2%	6.2%	14.1% bc	11.9%	14.4% bc	19.9% bc	20.5%	16.4%	12.9%	10.2%	12.1%	12.3%	11.4%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 093 page 1

### Technology Expenses: Technology Maintenance/Repairs

22. In your company's most recently completed fiscal year, how were technology expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>TECHNOLOGY MAINTENANCE/REPAIRS</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	182 32%	9 27%	9 23%	7 15%	10 24%	25 18%	55 34% df	53 39%	34 30%	22 27%	19 24% h	24 38%	9 25%	8 37%
tabulated responses	397	27	40	42	33	108	100	78	82	65	58	42	26	14
weighted base: those answering (fill-in answers)	391 100%	24 100%	32 100%	40 100%	30 100%	114 100%	105 100%	81 100%	82 100%	61 100%	59 100%	40 100%	26 100%	14 100%
100%	14 4%	0 0%	0 0%	0 0%	0 0%	8 7%	5 5%	2 3%	1 2%	1 2%	3 4%	5 14% hij	0 0%	0 0%
75% - 99%	20 5%	2 10%	2 7%	5 13%	1 3%	7 6%	2 1% d	6 8%	4 4%	2 4%	1 2%	5 13% k	0 0%	0 0%
50% - 74%	42 11%	6 24%	5 17%	3 9%	4 12%	11 10%	9 9%	13 16%	4 4% h	6 10%	8 13%	8 19% i	2 6%	0 0%
25% - 49%	54 14%	4 19%	8 24%	7 16%	5 17%	10 9% c	11 10% c	7 9%	9 11%	10 16%	8 13%	5 13%	8 30%	2 15%
20% - 24%	42 11%	1 3%	5 16%	3 9%	2 5%	13 11%	15 14%	15 18%	6 8% h	6 10%	3 6% h	4 9%	2 8%	2 15%
15% - 19%	15 4%	3 13%	1 2%	3 7%	1 4%	2 1%	3 3%	2 3%	3 4%	1 2%	4 7%	2 5%	0 0%	1 6%
10% - 14%	69 18%	4 18%	6 19%	8 20%	8 27%	18 16%	15 15%	12 14%	13 16%	14 23%	10 18%	3 7% j	5 18%	3 20%
5% - 9%	26 7%	1 3%	2 7%	3 9%	2 7%	9 8%	4 4%	5 6%	7 9%	3 5%	5 8%	3 7%	2 6%	1 6%
1% - 4%	9 2%	0 0%	0 0%	2 4%	2 5%	5 4%	0 0% def	3 4%	1 2%	2 3%	2 3%	0 0%	1 3%	0 0%
none	101 26%	2 10%	2 7%	5 14%	6 19%	31 27% c	41 39% cde	16 20%	34 41% h	15 25% i	15 25% i	5 13% i	8 29%	5 39%
mean:	23.0%	32.0%	30.6%	26.7%	18.8% c	24.6%	18.7% c	26.6%	15.3% h	20.4%	23.4%	42.3% hijk	15.9%	9.8%
standard error:	1.34%	5.21%	4.00%	4.28%	3.86%	2.83%	2.83%	3.21%	2.67%	2.90%	3.46%	5.35%	3.40%	2.57%
median:	10%	25%	20%	16%	10%	10%	10%	20%	5%	10%	10%	35%	10%	10%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 094 page 1

### Technology Expenses: Computers/Hardware

22. In your company's most recently completed fiscal year, how were technology expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
COMPUTERS/HARDWARE														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	182 32%	9 27%	9 23%	7 15%	10 24%	25 18%	55 34% df	53 39%	34 30%	22 27%	19 24% h	24 38%	9 25%	8 37%
tabulated responses	397	27	40	42	33	108	100	78	82	65	58	42	26	14
weighted base: those answering (fill-in answers)	391 100%	24 100%	32 100%	40 100%	30 100%	114 100%	105 100%	81 100%	82 100%	61 100%	59 100%	40 100%	26 100%	14 100%
100%	27 7%	1 3%	0 0%	2 6%	4 14% c	6 6%	10 9%	5 7%	8 10%	5 9%	3 6%	2 5%	3 13%	0 0%
75% - 99%	72 18%	2 7%	4 12%	2 6%	4 12%	25 22% d	27 26% d	8 10%	23 28% h	11 18%	14 23% h	4 11% i	5 19%	3 24%
50% - 74%	66 17%	5 21%	9 27%	5 13%	5 17%	17 15%	14 14%	12 14%	6 7%	8 13%	9 15%	8 21% i	8 32%	4 30%
25% - 49%	90 23%	11 47%	9 29%	12 29%	6 20%	23 20%	17 16%	18 23%	19 23%	19 31%	9 16%	9 22%	4 17%	3 19%
20% - 24%	30 8%	1 3%	2 7%	3 9%	3 10%	7 6%	10 10%	9 12%	4 5%	2 4%	7 12%	4 9%	2 8%	0 0%
15% - 19%	14 3%	1 6%	2 5%	3 9%	1 4%	4 4%	0 0% cdef	8 10%	2 3%	2 3%	1 2%	0 0% h	0 0%	1 6%
10% - 14%	26 7%	2 10%	4 12%	5 13%	4 15%	5 4% e	3 3% de	6 7%	6 7%	6 10%	7 11%	1 2%	1 3%	0 0%
5% - 9%	7 2%	0 0%	1 2%	2 4%	1 4%	2 2%	1 1%	1 1%	2 3%	0 0%	1 2%	2 4%	0 0%	1 6%
1% - 4%	3 1%	1 3%	0 0%	0 0%	0 0%	3 2%	0 0%	1 2%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%
none	55 14%	0 0%	2 5%	5 13%	1 3%	21 19% e	22 21% ce	12 15%	12 15%	6 10%	8 13%	10 26% j	2 8%	2 17%
mean:	42.3%	38.7%	38.6%	33.1%	44.8%	40.6%	46.4% d	34.7%	47.1% h	44.4%	43.1%	34.0% i	53.3%	46.4%
standard error:	1.60%	4.68%	3.91%	4.76%	5.67%	3.18%	3.54%	3.34%	3.95%	3.90%	4.31%	4.64%	6.07%	9.03%
median:	40%	32%	40%	25%	38%	30%	43%	25%	40%	40%	36%	30%	50%	50%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 095 page 1

### Technology Expenses: Software

22. In your company's most recently completed fiscal year, how were technology expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>SOFTWARE</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	182 32%	9 27%	9 23%	7 15%	10 24%	25 18%	55 34% df	53 39%	34 30%	22 27%	19 24% h	24 38%	9 25%	8 37%
tabulated responses	397	27	40	42	33	108	100	78	82	65	58	42	26	14
weighted base: those answering (fill-in answers)	391 100%	24 100%	32 100%	40 100%	30 100%	114 100%	105 100%	81 100%	82 100%	61 100%	59 100%	40 100%	26 100%	14 100%
100%	6 2%	0 0%	0 0%	2 4%	1 3%	3 3%	1 1%	0 0%	2 3%	1 1%	1 1%	0 0%	1 3%	1 6%
75% - 99%	16 4%	1 3%	2 5%	2 6%	1 3%	8 7%	2 1% f	1 2%	3 4%	4 6%	4 6%	1 2%	0 0%	3 22%
50% - 74%	35 9%	2 10%	3 10%	2 5%	5 17%	8 7%	10 9%	6 7%	10 12%	7 11%	7 12%	2 4%	2 6%	0 0%
25% - 49%	71 18%	7 29%	10 31%	12 30%	7 22%	14 12% cd	10 9% cd	21 26%	10 12% h	9 14%	10 18%	5 12%	7 26%	2 15%
20% - 24%	41 10%	3 12%	3 9%	4 11%	2 8%	12 11%	10 9%	8 10%	6 8%	7 12%	5 9%	2 5%	3 13%	1 9%
15% - 19%	14 3%	0 0%	2 5%	1 2%	1 3%	4 4%	3 3%	1 1%	3 4%	3 4%	3 5%	3 8% h	0 0%	1 6%
10% - 14%	60 15%	5 20%	7 22%	5 13%	4 14%	13 12%	19 18%	11 14%	14 18%	12 20%	5 8%	7 16%	6 22%	2 15%
5% - 9%	38 10%	5 20%	4 12%	4 11%	2 8%	15 13%	7 7%	12 14%	9 11%	5 8%	5 8%	6 15%	1 3%	0 0%
1% - 4%	6 1%	1 3%	1 2%	2 4%	0 0%	3 2%	0 0% d	1 2%	2 3%	0 0%	0 0%	1 2%	1 3%	0 0%
none	105 27%	1 3%	2 5%	6 14%	7 24% c	34 30% c	44 42% cd	20 25%	22 27%	15 24%	19 32%	14 36%	6 24%	4 28%
mean:	20.3%	23.1%	24.7%	26.1%	24.4%	20.5%	15.1% cd	18.2%	21.2%	22.3%	23.2%	11.6% hijk	18.4%	32.3%
standard error:	1.22%	4.01%	3.40%	4.30%	4.49%	2.66%	2.21% hijk	2.04%	2.92%	3.20%	3.60%	2.69% 5%	4.41%	10.13%
median:	10%	20%	20%	20%	19%	10%	10%	10%	10%	12%	15%	5%	10%	19%

Columns tested at 95% significance level: bcdefg hijklmn

TABLE 096 page 1

### Technology Expenses: Other Technology Expenses

22. In your company's most recently completed fiscal year, how were technology expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OTHER TECHNOLOGY EXPENSES														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	182 32%	9 27%	9 23%	7 15%	10 24%	25 18%	55 34% df	53 39%	34 30%	22 27%	19 24% h	24 38%	9 25%	8 37%
tabulated responses	397	27	40	42	33	108	100	78	82	65	58	42	26	14
weighted base: those answering (fill-in answers)	391 100%	24 100%	32 100%	40 100%	30 100%	114 100%	105 100%	81 100%	82 100%	61 100%	59 100%	40 100%	26 100%	14 100%
100%	16 4%	0 0%	0 0%	0 0%	0 0%	3 3%	12 11% cdf	5 7%	5 7%	1 2%	2 4%	0 0%	1 5%	0 0%
75% - 99%	4 1%	0 0%	0 0%	0 0%	0 0%	2 2%	1 1%	0 0%	1 2%	1 1%	0 0%	2 4%	0 0%	0 0%
50% - 74%	21 5%	0 0%	0 0%	4 10%	3 10%	7 6%	6 5%	7 9%	3 4%	6 10%	2 3%	2 5%	1 3%	0 0%
25% - 49%	45 12%	2 10%	2 5%	6 14%	4 12%	14 13%	9 9%	18 22%	9 11%	2 4% h	4 7% h	4 10%	2 8%	3 19%
20% - 24%	22 6%	1 3%	2 5%	2 5%	3 10%	8 7%	5 5%	3 4%	3 4%	5 8%	2 4%	0 0%	3 11%	2 15%
15% - 19%	9 2%	0 0%	2 7%	4 9%	0 0%	1 1% d	0 0% cd	1 1%	2 2%	0 0%	1 2%	2 5%	0 0%	0 0%
10% - 14%	47 12%	5 21%	7 21%	4 11%	2 8%	9 8% c	11 11%	5 6%	10 13%	6 9%	7 12%	6 14%	3 13%	3 19%
5% - 9%	31 8%	2 10%	5 15%	4 9%	1 3%	8 7%	8 7%	4 5%	7 9%	4 7%	8 13%	5 13%	1 3%	0 0%
1% - 4%	7 2%	2 9%	1 2%	1 2%	0 0%	2 2%	0 0%	2 3%	1 1%	2 3%	0 0%	1 2%	0 0%	1 6%
none	191 49%	11 47%	15 45%	16 39%	17 57%	59 52%	54 51%	35 44%	40 49%	33 54%	33 55%	19 46%	15 57%	6 43%
mean:	14.5%	6.2%	6.2%	14.1% c	11.9%	14.4% c	19.9% c	20.5%	16.4%	12.9%	10.2% h	12.1%	12.3%	11.4%
standard error:	1.17%	1.73%	1.18%	2.47% c	3.11%	2.29% c	3.19% c	3.15%	3.00%	2.68%	2.81% h	3.20%	4.35%	3.52%
median:	4%	2%	5%	8%	0%	0%	0%	5%	5%	0%	0%	5%	0%	8%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 097 page 1

### Operating Expenses: Mean Summary

23. In your company's most recently completed fiscal year, how were operating expenses distributed within the following categories?

	TOTAL	----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>MEAN SUMMARY</b>														
base: those answering (fill-in answers)														
general liability insurance expenses	25.4%	23.4%	22.1%	23.3%	23.4%	27.3%	26.1% f	23.3%	31.4% h	24.2% h	24.7%	25.4% i	15.5% ijk	32.6%
taxes & licenses	16.5%	7.3%	13.4% b	15.6% b	13.2% b	18.3% bce	19.6% b	16.1%	15.9%	17.7% h	16.0%	19.6%	13.9%	16.9%
training & personal development	13.2%	16.6%	17.5%	15.9%	17.5%	11.3%	12.2%	14.0%	11.3%	13.4%	14.4%	12.6%	12.8%	11.1%
corporate overhead (management fees, sponsorships, etc.)	10.8%	15.7%	12.6%	14.4%	10.4%	12.2%	5.4% bcdf	8.4%	9.3%	12.0%	12.9%	8.4%	20.1% hl	8.4%
travel expenses	10.2%	8.9%	7.7%	5.8%	6.8%	8.4%	14.3% cde	11.1%	11.0%	10.8%	7.2%	7.7%	10.7%	6.6%
dues & subscriptions	6.8%	4.1%	6.1%	6.1%	6.9% b	7.7% b	7.1% b	6.8%	7.1%	7.2%	6.6%	7.0%	5.9%	5.2%
interest	3.1%	3.9%	4.6%	4.7%	5.4%	3.3%	1.4% cdef	3.1%	2.0%	3.3%	3.0%	3.6%	4.1%	3.3%
amortization	1.9%	4.4%	2.8%	4.8%	3.0%	1.5% d	0.5% bcdf	2.4%	2.4%	0.8%	1.1%	3.0%	2.3%	1.8%
acquisitions	1.0%	1.4%	1.4%	1.3%	0.8%	1.1%	0.3%	0.9%	0.1%	1.0%	0.7%	2.2%	1.2%	3.7%
other operating expenses/ overhead (charitable donations, etc.)	11.1%	14.3%	11.9%	8.1%	12.6%	9.0%	13.0%	13.9%	9.5%	9.6%	13.3%	10.7%	13.5%	10.5%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 098 page 1

### Operating Expenses: Training & Personal Development

23. In your company's most recently completed fiscal year, how were operating expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>TRAINING &amp; PERSONAL DEVELOPMENT</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	174 30%	10 30%	10 24%	7 15%	10 25%	22 16%	50 32% df	54 40%	30 26% h	17 20% h	18 23% h	26 40% jk	10 28%	7 30%
tabulated responses	402	26	39	43	32	110	104	76	84	69	59	41	25	16
weighted base: those answering (fill-in answers)	399 100%	23 100%	32 100%	40 100%	30 100%	116 100%	109 100%	80 100%	86 100%	66 100%	60 100%	39 100%	25 100%	16 100%
100%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%
75% - 99%	5 1%	0 0%	0 0%	2 5%	1 4%	0 0% d	1 1%	1 2%	1 2%	1 1%	1 2%	0 0%	1 3%	0 0%
50% - 74%	12 3%	2 9%	2 7%	0 0%	2 5%	2 2%	4 3%	3 4%	1 2%	2 4%	1 1%	2 4%	0 0%	0 0%
25% - 49%	40 10%	4 17%	5 15%	2 4%	4 15%	12 10%	8 8%	7 8%	7 9%	7 10%	7 11%	4 11%	3 11%	1 5%
20% - 24%	44 11%	3 11%	5 17%	9 22%	2 8%	9 8% d	14 13%	13 16%	8 10%	7 10%	8 14%	5 13%	1 3%	1 5%
15% - 19%	35 9%	4 16%	3 10%	4 9%	3 10%	11 9%	6 6%	7 9%	7 8%	5 7%	3 6%	5 13%	3 11%	2 15%
10% - 14%	105 26%	2 10%	8 24%	15 37%	7 25%	31 27%	27 25%	18 22%	20 23%	25 38% h	11 19% j	5 13% j	12 47%	5 35%
5% - 9%	57 14%	2 10%	4 12%	5 13%	6 21%	26 23%	6 6% f	13 16%	12 13%	6 9%	13 22% j	4 9%	1 5%	4 27%
1% - 4%	31 8%	5 23%	2 7%	3 7%	2 7%	12 10%	4 4%	8 10%	10 12%	3 4%	5 9%	4 9%	1 5%	0 0%
none	69 17%	1 3%	2 7%	1 3%	2 5%	13 11%	37 34% cdf	10 13%	19 23%	12 17%	9 15%	10 27%	3 13%	2 13%
mean:	13.2%	16.6%	17.5%	15.9%	17.5%	11.3%	12.2%	14.0%	11.3%	13.4%	14.4%	12.6%	12.8%	11.1%
standard error:	0.74%	2.78%	2.37%	2.51%	3.23%	1.04% c	1.66%	1.68%	1.43%	1.80%	2.43%	2.28%	3.13%	2.32%
median:	10%	15%	14%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 099 page 1

### Operating Expenses: Travel Expenses

23. In your company's most recently completed fiscal year, how were operating expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>TRAVEL EXPENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	174 30%	10 30%	10 24%	7 15%	10 25%	22 16%	50 32% df	54 40%	30 26% h	17 20% h	18 23% h	26 40% jk	10 28%	7 30%
tabulated responses	402	26	39	43	32	110	104	76	84	69	59	41	25	16
weighted base: those answering (fill-in answers)	399 100%	23 100%	32 100%	40 100%	30 100%	116 100%	109 100%	80 100%	86 100%	66 100%	60 100%	39 100%	25 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	3 1%	0 0%	0 0%	0 0%	0 0%	1 1%	2 2%	2 3%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%
50% - 74%	17 4%	0 0%	0 0%	0 0%	0 0%	3 2%	9 8% f	4 5%	4 5%	6 9%	0 0% j	1 3%	0 0%	0 0%
25% - 49%	23 6%	2 7%	2 7%	0 0%	1 3%	3 2%	10 9% f	5 6%	8 9%	2 2%	3 4%	1 2%	0 0%	0 0%
20% - 24%	25 6%	0 0%	2 5%	2 4%	1 3%	7 6%	12 11%	2 2%	6 7%	4 6%	5 8%	2 6%	0 0%	1 5%
15% - 19%	24 6%	4 19%	2 5%	3 7%	1 4%	11 9%	2 2% f	4 5%	5 6%	4 7%	4 7%	2 5%	1 5%	2 10%
10% - 14%	79 20%	5 24%	6 19%	10 25%	8 25%	17 15%	20 19%	9 11%	17 20%	10 16%	12 20%	9 24%	12 45%	3 18%
5% - 9%	69 17%	5 22%	9 27%	8 19%	11 38%	24 20%	9 8% cf	22 27%	8 9% h	10 15%	10 17%	6 15%	5 20%	4 27%
1% - 4%	38 10%	4 19%	5 17%	8 20%	4 12%	9 7%	5 5% d	11 14%	7 9%	6 9%	7 12%	2 4%	1 5%	1 8%
none	121 30%	2 9%	6 19%	10 25%	4 15%	42 36%	40 37% cd	21 27%	30 34%	24 36%	19 31%	15 40%	5 20%	5 32%
mean:	10.2%	8.9%	7.7%	5.8%	6.8%	8.4%	14.3% cdf	11.1%	11.0%	10.8%	7.2% i	7.7%	10.7%	6.6%
standard error:	0.70%	1.46%	1.21%	0.86%	1.22%	1.19%	1.94%	2.13%	1.58%	1.87%	1.01%	1.59%	3.06%	1.60%
median:	5%	8%	5%	5%	5%	5%	10%	5%	7%	5%	5%	5%	10%	5%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 100 page 1

### Operating Expenses: Interest

23. In your company's most recently completed fiscal year, how were operating expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
INTEREST														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	174 30%	10 30%	10 24%	7 15%	10 25%	22 16%	50 32% df	54 40%	30 26% h	17 20% h	18 23% h	26 40% jk	10 28%	7 30%
tabulated responses	402	26	39	43	32	110	104	76	84	69	59	41	25	16
weighted base: those answering (fill-in answers)	399 100%	23 100%	32 100%	40 100%	30 100%	116 100%	109 100%	80 100%	86 100%	66 100%	60 100%	39 100%	25 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	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%	0 0%	0 0%	0 0%	0 0%
25% - 49%	4 1%	0 0%	1 2%	0 0%	0 0%	2 2%	1 1%	0 0%	1 1%	3 4%	0 0%	0 0%	0 0%	0 0%
20% - 24%	6 1%	0 0%	0 0%	2 5%	1 3%	2 1%	1 1%	2 2%	0 0%	1 1%	2 3%	1 3%	0 0%	0 0%
15% - 19%	14 3%	2 7%	2 7%	3 7%	3 11%	4 4%	0 0% cdf	1 1%	3 3%	1 1%	3 6%	3 7%	1 5%	1 5%
10% - 14%	32 8%	2 7%	3 10%	4 11%	6 19%	10 8%	4 4%	7 9%	3 4%	3 5%	5 8%	2 5%	5 20%	1 8%
5% - 9%	70 17%	5 22%	11 35%	9 23%	7 25%	20 17% c	9 8% cdf	19 24%	12 14%	11 17%	5 9% h	8 21%	5 22%	3 22%
1% - 4%	31 8%	10 42%	3 10%	4 11%	0 0%	7 6%	1 1% cdf	6 8%	4 5%	7 11%	4 7%	3 8%	2 8%	2 13%
none	242 61%	5 23%	11 36%	17 43%	13 43%	71 61% cd	92 85% cdf	46 57%	63 73% h	41 61%	40 67%	21 54% i	12 45%	8 52%
mean:	3.1%	3.9%	4.6%	4.7%	5.4%	3.3%	1.4% cdf	3.1%	2.0%	3.3%	3.0%	3.6%	4.1%	3.3%
standard error:	0.26%	0.98%	0.86%	0.85%	1.07%	0.56%	0.38% cdf	0.57%	0.49%	0.72%	0.71%	0.80%	0.94%	1.16%
median:	0%	2%	5%	2%	5%	0%	0%	0%	0%	0%	0%	0%	2%	0%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 101 page 1

### Operating Expenses: Amortization

23. In your company's most recently completed fiscal year, how were operating expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
AMORTIZATION														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	174 30%	10 30%	10 24%	7 15%	10 25%	22 16%	50 32% df	54 40%	30 26% h	17 20% h	18 23% h	26 40% jk	10 28%	7 30%
tabulated responses	402	26	39	43	32	110	104	76	84	69	59	41	25	16
weighted base: those answering (fill-in answers)	399 100%	23 100%	32 100%	40 100%	30 100%	116 100%	109 100%	80 100%	86 100%	66 100%	60 100%	39 100%	25 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	0 0%	0 0%	0 0%	0 0%
50% - 74%	1 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
25% - 49%	3 1%	1 6%	0 0%	0 0%	1 3%	0 0%	1 1%	1 2%	2 2%	0 0%	0 0%	0 0%	0 0%	0 0%
20% - 24%	3 1%	1 3%	0 0%	2 5%	0 0%	0 0%	0 0% d	0 0%	0 0%	0 0%	0 0%	3 7% hijk	0 0%	0 0%
15% - 19%	9 2%	1 3%	0 0%	2 5%	3 10%	3 2%	0 0% d	3 4%	2 2%	0 0%	0 0%	3 7% jk	0 0%	0 0%
10% - 14%	22 5%	0 0%	4 14%	3 7%	2 5%	7 6%	2 2% c	5 7%	5 6%	2 2%	3 6%	0 0%	4 15%	1 8%
5% - 9%	32 8%	3 13%	8 25%	7 18%	2 5%	8 7% cd	2 2% cd	9 11%	5 6%	4 7%	4 7%	2 4%	3 11%	1 8%
1% - 4%	19 5%	10 45%	2 5%	2 4%	1 3%	3 3%	0 0% cd	2 3%	1 1%	3 4%	2 4%	4 9% i	2 8%	1 8%
none	311 78%	7 30%	18 56%	23 58%	22 75%	95 82% cd	104 95% cdf	59 73%	70 82%	57 87% h	50 84%	28 72%	16 65%	12 75%
mean:	1.9%	4.4%	2.8%	4.8%	3.0%	1.5% d	0.5% cd	2.4%	2.4%	0.8% h	1.1% h	3.0% j	2.3%	1.8%
standard error:	0.27%	1.27%	0.59%	1.58%	1.12%	0.33%	0.37%	0.56%	0.92%	0.28%	0.37%	1.02%	0.74%	0.81%
median:	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 102 page 1

### Operating Expenses: Acquisitions

23. In your company's most recently completed fiscal year, how were operating expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
ACQUISITIONS														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	174 30%	10 30%	10 24%	7 15%	10 25%	22 16%	50 32% df	54 40%	30 26% h	17 20% h	18 23% h	26 40% jk	10 28%	7 30%
tabulated responses	402	26	39	43	32	110	104	76	84	69	59	41	25	16
weighted base: those answering (fill-in answers)	399 100%	23 100%	32 100%	40 100%	30 100%	116 100%	109 100%	80 100%	86 100%	66 100%	60 100%	39 100%	25 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	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%	0 0%	0 0%	0 0%	0 0%
25% - 49%	3 1%	0 0%	0 0%	1 2%	0 0%	2 2%	0 0%	0 0%	0 0%	1 1%	1 1%	1 3%	0 0%	0 0%
20% - 24%	6 1%	0 0%	1 2%	0 0%	1 3%	1 1%	1 1%	1 1%	0 0%	1 1%	1 1%	0 0%	1 5%	2 13%
15% - 19%	2 0%	0 0%	1 2%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 2%	0 0%	0 0%
10% - 14%	6 2%	2 7%	1 2%	1 2%	1 3%	1 1%	1 1%	3 4%	1 1%	0 0%	0 0%	1 2%	0 0%	0 0%
5% - 9%	10 2%	2 7%	1 2%	2 4%	0 0%	2 2%	2 1%	4 5%	0 0% h	2 2%	0 0%	1 2%	1 3%	2 13%
1% - 4%	5 1%	2 9%	1 2%	1 3%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	2 3%	1 3%	1 5%	0 0%
none	367 92%	18 77%	28 88%	35 87%	28 95%	109 94%	105 97% cd	72 91%	84 98% h	62 94%	56 94%	34 87% i	22 87%	12 73%
mean:	1.0%	1.4%	1.4%	1.3%	0.8%	1.1%	0.3%	0.9%	0.1% h	1.0%	0.7%	2.2%	1.2%	3.7%
standard error:	0.22%	0.71%	0.69%	0.81%	0.69%	0.56%	0.22%	0.38%	0.13% h	0.63%	0.61%	1.17%	0.82%	1.74%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 103 page 1

### Operating Expenses: Corporate Overhead

23. In your company's most recently completed fiscal year, how were operating expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
CORPORATE OVERHEAD (MANAGEMENT FEES, SPONSORSHIPS, ETC.)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	174 30%	10 30%	10 24%	7 15%	10 25%	22 16%	50 32% df	54 40%	30 26% h	17 20% h	18 23% h	26 40% jk	10 28%	7 30%
tabulated responses	402	26	39	43	32	110	104	76	84	69	59	41	25	16
weighted base: those answering (fill-in answers)	399 100%	23 100%	32 100%	40 100%	30 100%	116 100%	109 100%	80 100%	86 100%	66 100%	60 100%	39 100%	25 100%	16 100%
100%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%
75% - 99%	4 1%	0 0%	1 2%	1 2%	0 0%	3 2%	0 0%	0 0%	2 2%	0 0%	2 3%	0 0%	0 0%	0 0%
50% - 74%	22 5%	2 7%	1 2%	4 9%	2 7%	8 7%	3 3%	3 4%	3 3%	3 5%	5 9%	2 4%	5 19%	0 0%
25% - 49%	34 9%	4 19%	4 12%	4 10%	1 3%	10 9%	7 7%	6 8%	9 11%	5 8%	3 5%	4 11%	5 20%	2 10%
20% - 24%	24 6%	2 10%	2 5%	3 7%	4 15%	4 4%	2 2%	4 5%	3 3%	4 7%	5 9%	1 2%	2 8%	0 0%
15% - 19%	18 5%	3 15%	1 2%	2 6%	0 0%	8 7%	1 1% f	4 5%	1 1%	5 8% i	1 1%	1 2%	2 8%	3 18%
10% - 14%	51 13%	2 10%	5 17%	8 21%	6 21%	13 11%	11 10%	12 15%	9 11%	7 10%	4 6%	8 21% k	1 3%	1 5%
5% - 9%	38 10%	1 3%	8 26%	5 14%	6 19%	11 9% c	5 5% c	10 13%	7 8%	4 7%	6 10%	4 9%	3 11%	2 13%
1% - 4%	15 4%	3 13%	5 15%	0 0% c	0 0%	5 5% c	1 1% c	5 6%	3 3%	1 1%	1 1%	2 5%	1 5%	2 13%
none	190 48%	5 23%	5 17%	13 31%	10 35%	53 45% c	78 72% cdf	36 45%	49 58%	35 52%	32 54%	18 45%	7 26%	6 40%
mean:	10.8%	15.7%	12.6%	14.4%	10.4%	12.2%	5.4% cdf	8.4%	9.3%	12.0%	12.9%	8.4%	20.1%	8.4%
standard error:	0.84%	3.50%	2.83%	2.79%	2.31%	1.72%	1.19%	1.45%	1.87%	2.20%	2.83%	2.00%	4.13%	3.10%
median:	3%	14%	6%	10%	5%	4%	0%	3%	0%	0%	0%	4%	16%	4%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 104 page 1

### Operating Expenses: Taxes & Licenses

23. In your company's most recently completed fiscal year, how were operating expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>TAXES &amp; LICENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	174 30%	10 30%	10 24%	7 15%	10 25%	22 16%	50 32% df	54 40%	30 26% h	17 20% h	18 23% h	26 40% jk	10 28%	7 30%
tabulated responses	402	26	39	43	32	110	104	76	84	69	59	41	25	16
weighted base: those answering (fill-in answers)	399 100%	23 100%	32 100%	40 100%	30 100%	116 100%	109 100%	80 100%	86 100%	66 100%	60 100%	39 100%	25 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	3 2%	0 0%	1 2%	1 2%	0 0%	0 0%	0 0%	0 0%
50% - 74%	14 3%	0 0%	1 2%	0 0%	0 0%	5 4%	8 7%	3 3%	2 2%	1 1%	3 6%	4 9% j	1 3%	0 0%
25% - 49%	75 19%	1 3%	4 14%	8 21%	5 17%	29 25%	20 18%	18 22%	16 18%	15 23%	9 15%	7 17%	4 16%	3 22%
20% - 24%	59 15%	0 0%	2 7%	7 16%	4 13%	16 14%	21 20%	12 15%	11 13%	6 9%	14 23% j	5 13%	3 12%	3 22%
15% - 19%	35 9%	3 15%	2 7%	4 10%	4 12%	10 9%	8 7%	5 6%	13 15%	8 13%	2 3% i	2 4%	0 0%	1 5%
10% - 14%	105 26%	4 17%	11 36%	12 31%	10 34%	25 21%	25 23%	21 27%	15 17%	20 31%	13 22%	14 36% i	9 37%	4 23%
5% - 9%	56 14%	5 20%	5 17%	4 9%	3 10%	19 17%	14 12%	9 11%	16 19%	9 13%	7 11%	3 9%	4 16%	4 23%
1% - 4%	26 7%	9 39%	3 10%	2 6%	1 3%	8 7%	3 3%	9 11%	4 5%	2 4%	5 8%	3 8%	1 5%	0 0%
none	25 6%	1 6%	2 5%	3 7%	3 11%	4 4%	7 6%	3 4%	7 8%	3 5%	7 11%	1 3%	2 9%	1 5%
mean:	16.5%	7.3%	13.4%	15.6%	13.2%	18.3% c	19.6% c	16.1%	15.9%	17.7%	16.0%	19.6%	13.9%	16.9%
standard error:	0.68%	1.36%	1.78%	1.67%	1.60%	1.39%	1.65%	1.37%	1.46%	1.82%	1.88%	2.64%	2.64%	2.69%
median:	10%	5%	10%	10%	10%	15%	15%	12%	14%	10%	10%	10%	10%	15%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 105 page 1

### Operating Expenses: Dues & Subscriptions

23. In your company's most recently completed fiscal year, how were operating expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>DUES &amp; SUBSCRIPTIONS</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	174 30%	10 30%	10 24%	7 15%	10 25%	22 16%	50 32% df	54 40%	30 26% h	17 20% h	18 23% h	26 40% jk	10 28%	7 30%
tabulated responses	402	26	39	43	32	110	104	76	84	69	59	41	25	16
weighted base: those answering (fill-in answers)	399 100%	23 100%	32 100%	40 100%	30 100%	116 100%	109 100%	80 100%	86 100%	66 100%	60 100%	39 100%	25 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	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%	0 0%	0 0%	0 0%	0 0%
25% - 49%	13 3%	0 0%	0 0%	1 3%	1 3%	5 4%	5 5%	3 4%	3 3%	1 2%	3 4%	1 2%	0 0%	1 5%
20% - 24%	22 5%	0 0%	2 5%	1 2%	1 3%	5 4%	10 9%	4 5%	6 7%	5 8%	2 3%	2 4%	1 3%	0 0%
15% - 19%	15 4%	0 0%	2 5%	1 2%	2 7%	5 5%	4 4%	3 4%	4 5%	3 4%	2 3%	1 2%	1 5%	1 5%
10% - 14%	89 22%	3 14%	5 15%	8 20%	9 30%	31 26%	20 18%	16 20%	22 26%	16 25%	13 21%	11 29%	6 23%	2 15%
5% - 9%	116 29%	7 31%	14 43%	14 34%	8 27%	36 31%	24 22% c	26 32%	17 20%	18 26%	14 23%	14 36%	10 38%	4 23%
1% - 4%	60 15%	12 50%	9 27%	9 22%	2 8%	17 15%	5 5% cdf	14 17%	13 15%	12 18%	9 14%	6 15%	3 11%	1 5%
none	84 21%	1 6%	2 5%	7 17%	7 23%	17 15%	39 36% cdf	15 18%	21 24%	11 17%	19 31%	5 12% k	5 20%	7 47%
mean:	6.8%	4.1%	6.1%	6.1%	6.9%	7.7%	7.1%	6.8%	7.1%	7.2%	6.6%	7.0%	5.9%	5.2%
standard error:	0.35%	0.66%	0.79%	1.05%	1.09%	0.71%	0.82%	0.76%	0.81%	0.77%	1.10%	1.11%	1.04%	1.73%
median:	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 106 page 1

### Operating Expenses: General Liability Insurance Expenses

23. In your company's most recently completed fiscal year, how were operating expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>GENERAL LIABILITY INSURANCE EXPENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	174 30%	10 30%	10 24%	7 15%	10 25%	22 16%	50 32%	54 40%	30 26%	17 20%	18 23%	26 40%	10 28%	7 30%
tabulated responses	402	26	39	43	32	110	104	76	84	69	59	41	25	16
weighted base: those answering (fill-in answers)	399 100%	23 100%	32 100%	40 100%	30 100%	116 100%	109 100%	80 100%	86 100%	66 100%	60 100%	39 100%	25 100%	16 100%
100%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	19 5%	1 3%	0 0%	1 3%	1 4%	8 7%	5 5%	1 2%	8 9%	3 4%	4 6%	3 7%	0 0%	1 5%
50% - 74%	44 11%	3 14%	2 7%	4 9%	2 7%	14 12%	14 13%	9 11%	13 15%	4 7%	7 12%	4 9%	1 3%	4 27%
25% - 49%	98 24%	6 26%	8 26%	7 18%	7 23%	27 24%	32 30%	18 23%	22 26%	17 26%	12 20%	9 23%	6 23%	4 27%
20% - 24%	60 15%	1 3%	5 15%	6 14%	4 12%	17 15%	21 19%	13 17%	18 21%	12 19%	8 13%	4 9%	1 5%	2 10%
15% - 19%	39 10%	2 7%	5 15%	6 15%	7 24%	12 10%	3 3%	14 17%	4 4%	4 6%	7 11%	4 11%	1 3%	2 13%
10% - 14%	70 18%	4 16%	4 14%	9 24%	5 18%	20 18%	16 15%	11 14%	8 9%	18 27%	13 22%	7 18%	8 30%	0 0%
5% - 9%	39 10%	4 18%	5 15%	5 12%	2 5%	11 9%	7 6%	7 9%	8 10%	4 6%	4 6%	6 15%	5 22%	3 18%
1% - 4%	11 3%	3 13%	2 5%	2 4%	2 7%	3 2%	0 0%	3 4%	2 2%	0 0%	3 5%	1 2%	3 11%	0 0%
none	18 5%	0 0%	1 2%	0 0%	0 0%	3 3%	10 9%	4 5%	3 3%	3 5%	3 6%	2 5%	1 3%	0 0%
mean:	25.4%	23.4%	22.1%	23.3%	23.4%	27.3%	26.1%	23.3%	31.4%	24.2%	24.7%	25.4%	15.5%	32.6%
standard error:	1.03%	4.01%	2.72%	2.96%	3.22%	2.11%	2.05%	1.94%	2.61%	2.32%	2.98%	3.49%	2.85%	5.85%
median:	20%	18%	18%	16%	15%	20%	20%	20%	25%	20%	19%	15%	10%	28%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 107 page 1

### Operating Expenses: Other Operating Expenses/Overhead

23. In your company's most recently completed fiscal year, how were operating expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OTHER OPERATING EXPENSES/ OVERHEAD (CHARITABLE DONATIONS, ETC.)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	174 30%	10 30%	10 24%	7 15%	10 25%	22 16%	50 32%	54 40%	30 26%	17 20%	18 23%	26 40%	10 28%	7 30%
tabulated responses	402	26	39	43	32	110	104	76	84	69	59	41	25	16
weighted base: those answering (fill-in answers)	399 100%	23 100%	32 100%	40 100%	30 100%	116 100%	109 100%	80 100%	86 100%	66 100%	60 100%	39 100%	25 100%	16 100%
100%	3 1%	0 0%	1 2%	0 0%	0 0%	0 0%	2 2%	0 0%	1 1%	0 0%	1 2%	0 0%	1 3%	0 0%
75% - 99%	6 1%	2 9%	0 0%	1 2%	0 0%	0 0%	2 2%	1 1%	0 0%	2 2%	0 0%	2 5%	1 5%	0 0%
50% - 74%	14 4%	0 0%	1 2%	0 0%	2 7%	5 5%	3 3%	5 6%	3 4%	1 2%	4 6%	1 2%	0 0%	0 0%
25% - 49%	19 5%	1 3%	2 7%	0 0%	2 7%	4 4%	9 8%	8 10%	3 4%	2 2%	3 5%	0 0%	1 3%	1 8%
20% - 24%	23 6%	3 11%	2 5%	0 0%	2 7%	8 7%	6 6%	8 9%	5 6%	3 5%	3 6%	2 5%	1 5%	0 0%
15% - 19%	30 8%	2 7%	1 2%	4 10%	1 4%	5 4%	12 11%	5 7%	5 5%	6 9%	7 11%	4 11%	0 0%	3 17%
10% - 14%	75 19%	0 0%	7 21%	9 23%	6 21%	17 15%	22 21%	13 16%	19 22%	10 16%	12 20%	4 11%	6 23%	5 33%
5% - 9%	73 18%	3 14%	10 32%	15 37%	4 15%	27 23%	11 10%	16 20%	12 14%	15 23%	9 15%	8 19%	3 12%	2 10%
1% - 4%	30 7%	8 35%	5 15%	2 4%	0 0%	10 8%	2 1%	8 10%	1 1%	3 4%	4 7%	6 15%	2 8%	2 10%
none	127 32%	5 20%	4 12%	10 24%	12 39%	40 34%	40 37%	15 19%	37 43%	24 37%	17 29%	12 32%	10 40%	3 22%
mean:	11.1%	14.3%	11.9%	8.1%	12.6%	9.0%	13.0%	13.9%	9.5%	9.6%	13.3%	10.7%	13.5%	10.5%
standard error:	0.88%	4.76%	2.93%	2.19%	3.16%	1.25%	1.98%	2.11%	1.74%	1.95%	2.52%	3.11%	5.27%	2.44%
median:	5%	4%	5%	5%	5%	5%	10%	9%	5%	5%	9%	5%	5%	10%

Columns tested at 95% significance level: bcdefg hijklmn

TABLE 108 page 1

### Administrative Expenses: Mean Summary

24. In your company's most recently completed fiscal year, how were administrative expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>MEAN SUMMARY</b>														
base: those answering (fill-in answers)														
office printing supplies	19.1%	15.4%	17.4%	19.3% b	22.0%	18.2% b	22.2%	18.7%	20.0%	20.5%	17.6%	18.5%	17.0%	22.2%
other office supplies	16.7%	14.4%	16.8%	14.8%	14.9%	17.6% be	17.8%	16.1%	16.5%	15.1%	17.6%	20.9%	17.3%	14.8%
office equipment (rental, maintenance, phone system, etc.)	13.9%	16.2%	15.0%	13.7%	13.0%	14.3%	13.6%	13.6%	15.6%	14.8%	12.2%	10.6% ij	13.0%	16.0%
shipping/postage/courier	13.7%	11.9%	13.7%	13.7%	16.3%	14.0%	13.2%	11.8%	15.0% h	14.8%	13.8%	13.3%	9.2% i	10.5%
professional legal/consulting	10.3%	12.7%	12.7%	12.1%	10.5%	8.9%	8.8%	9.9%	10.0%	9.3%	11.1%	9.3%	12.1%	13.7%
bank/credit card fees	8.5%	9.6%	7.7%	10.3%	9.1%	9.7%	6.0% df	8.1%	6.2%	8.8%	10.6%	9.5%	8.8%	11.8%
bad debt	4.4%	6.5%	4.2%	5.0%	4.9%	4.3%	3.6%	4.8%	3.4%	6.1%	2.9%	4.5%	6.5%	5.0%
other administrative expenses (P-Card expenses, etc.)	13.4%	13.1%	12.4%	11.2%	9.3%	13.1%	14.8%	16.9%	13.3%	10.7%	14.3%	13.3%	16.1%	5.8%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 109 page 1

### Administrative Expenses: Shipping/Postage/Courier

24. In your company's most recently completed fiscal year, how were administrative expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>SHIPPING/POSTAGE/COURIER</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573	33	42	47	40	138	159	134	116	83	78	65	35	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
no answer	189	10	10	9	11	22	56	52	33	24	19	28	12	7
	33%	32%	24%	18%	27%	16%	35%	39%	29%	29%	24%	43%	34%	30%
						b	df				h	k		
tabulated responses	385	25	39	40	31	110	98	77	81	61	58	38	23	16
weighted base: those answering (fill-in answers)	384	22	32	38	29	116	104	81	82	59	59	37	23	16
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
100%	3	0	0	0	0	1	1	0	0	1	1	0	0	0
	1%	0%	0%	0%	0%	1%	1%	0%	0%	2%	2%	0%	0%	0%
75% - 99%	1	0	0	0	0	1	0	0	0	1	0	0	0	0
	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
50% - 74%	10	0	1	1	0	3	5	1	2	2	1	3	0	0
	3%	0%	2%	2%	0%	2%	5%	1%	3%	4%	2%	7%	0%	0%
25% - 49%	46	3	5	6	6	12	10	11	15	4	4	2	2	1
	12%	13%	17%	16%	20%	10%	9%	14%	18%	7%	7%	6%	7%	5%
20% - 24%	39	2	2	4	5	14	8	5	10	5	6	5	3	1
	10%	11%	5%	10%	16%	12%	7%	6%	12%	9%	10%	15%	15%	5%
15% - 19%	47	2	3	3	6	13	9	14	8	10	5	4	0	1
	12%	11%	10%	9%	21%	11%	9%	17%	10%	16%	9%	11%	0%	8%
10% - 14%	92	4	8	13	5	28	26	17	20	14	17	4	7	8
	24%	20%	26%	34%	19%	24%	25%	21%	24%	23%	28%	10%	30%	50%
												k		
5% - 9%	72	7	8	8	5	21	17	15	9	10	14	12	5	4
	19%	33%	24%	22%	17%	18%	17%	19%	11%	16%	23%	32%	20%	27%
												i		
1% - 4%	28	2	3	1	0	10	6	7	6	2	4	4	2	0
	7%	9%	10%	2%	0%	8%	6%	8%	8%	4%	7%	12%	9%	0%
none	46	1	2	2	2	14	22	12	11	10	6	2	4	1
	12%	4%	5%	5%	7%	12%	21%	14%	14%	17%	11%	6%	19%	5%
							cd							
mean:	13.7%	11.9%	13.7%	13.7%	16.3%	14.0%	13.2%	11.8%	15.0%	14.8%	13.8%	13.3%	9.2%	10.5%
standard error:	0.71%	1.76%	2.05%	1.68%	2.07%	1.50%	1.63%	1.23%	1.58%	2.26%	2.12%	2.13%	1.92%	1.95%
median:	10%	10%	10%	10%	15%	10%	10%	10%	10%	10%	10%	8%	9%	10%

Columns tested at 95% significance level: bcdefg hijklmn

TABLE 110 page 1

### Administrative Expenses: Office Printing Supplies

24. In your company's most recently completed fiscal year, how were administrative expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>OFFICE PRINTING SUPPLIES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	189 33%	10 32%	10 24%	9 18%	11 27%	22 16% b	56 35% df	52 39%	33 29%	24 29%	19 24% h	28 43% k	12 34%	7 30%
tabulated responses	385	25	39	40	31	110	98	77	81	61	58	38	23	16
weighted base: those answering (fill-in answers)	384 100%	22 100%	32 100%	38 100%	29 100%	116 100%	104 100%	81 100%	82 100%	59 100%	59 100%	37 100%	23 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	5 1%	0 0%	0 0%	0 0%	1 5%	0 0%	4 4% f	1 1%	2 3%	1 1%	1 2%	0 0%	0 0%	0 0%
50% - 74%	23 6%	0 0%	1 2%	2 4%	0 0%	6 5%	13 13%	5 7%	6 8%	3 6%	2 3%	3 7%	2 7%	2 13%
25% - 49%	82 21%	4 20%	8 24%	10 27%	8 28%	23 20%	18 18%	15 19%	17 20%	16 27%	9 15%	7 18%	4 19%	4 23%
20% - 24%	68 18%	3 14%	4 14%	11 29%	4 14%	23 20%	19 18%	13 15%	14 17%	9 15%	14 23%	10 26%	3 11%	2 13%
15% - 19%	54 14%	4 20%	5 15%	4 11%	10 35%	14 12%	12 12%	15 18%	13 16%	12 20%	8 13%	2 6%	2 9%	2 13%
10% - 14%	77 20%	4 16%	7 22%	4 11%	2 8%	31 27% d	15 14% f	16 20%	13 16%	11 19%	14 23%	5 14%	8 35%	2 10%
5% - 9%	33 9%	4 20%	5 15%	5 12%	2 5%	10 8%	4 4% cd	7 9%	8 10%	2 4%	3 5%	6 16% j	2 9%	2 13%
1% - 4%	16 4%	1 6%	2 5%	2 6%	1 3%	5 4%	2 2%	3 4%	3 4%	2 3%	3 5%	3 8%	1 3%	0 0%
none	26 7%	1 4%	1 2%	0 0%	1 3%	4 3%	17 17% cdf	5 7%	6 8%	3 6%	6 10%	1 4%	2 7%	2 13%
mean:	19.1%	15.4%	17.4%	19.3%	22.0%	18.2%	22.2%	18.7%	20.0%	20.5%	17.6%	18.5%	17.0%	22.2%
standard error:	0.78%	1.99%	2.02%	1.88%	2.81%	1.26%	2.12%	1.78%	1.95%	1.86%	1.96%	2.29%	3.20%	4.86%
median:	15%	15%	15%	20%	15%	15%	20%	15%	15%	18%	15%	20%	10%	18%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 111 page 1

### Administrative Expenses: Other Office Supplies

24. In your company's most recently completed fiscal year, how were administrative expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>OTHER OFFICE SUPPLIES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	189 33%	10 32%	10 24%	9 18%	11 27%	22 16% b	56 35% df	52 39%	33 29%	24 29%	19 24% h	28 43% k	12 34%	7 30%
tabulated responses	385	25	39	40	31	110	98	77	81	61	58	38	23	16
weighted base: those answering (fill-in answers)	384 100%	22 100%	32 100%	38 100%	29 100%	116 100%	104 100%	81 100%	82 100%	59 100%	59 100%	37 100%	23 100%	16 100%
100%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	17 4%	0 0%	2 7%	0 0%	0 0%	4 4%	9 9%	2 2%	3 4%	1 1%	5 8%	3 9%	3 12%	0 0%
25% - 49%	58 15%	2 11%	3 10%	9 23%	2 5%	22 19%	15 14%	10 12%	13 16%	9 15%	11 18%	9 25%	1 3%	2 13%
20% - 24%	63 16%	3 14%	7 21%	4 10%	10 33%	22 19%	12 11%	13 16%	16 20%	11 18%	7 11%	4 12%	3 15%	2 13%
15% - 19%	52 13%	6 27%	2 7%	3 8%	5 18%	15 13%	11 11%	9 12%	13 16%	10 16%	5 9%	4 11%	1 6%	3 17%
10% - 14%	91 24%	4 20%	9 29%	11 29%	9 31%	25 22%	21 20%	22 27%	11 13% h	16 27% i	16 28% i	4 12%	10 45%	4 28%
5% - 9%	55 14%	3 15%	4 12%	8 21%	3 10%	15 13%	16 15%	13 16%	18 22%	4 8% i	8 13%	4 11%	3 12%	4 23%
1% - 4%	12 3%	2 7%	2 7%	2 4%	0 0%	5 4%	1 1% c	4 5%	2 3%	1 1%	2 3%	2 6%	1 3%	0 0%
none	33 9%	1 6%	2 5%	2 5%	1 3%	5 5%	18 17% f	6 7%	6 7%	8 13%	6 10%	5 13%	1 3%	1 5%
mean:	16.7%	14.4%	16.8%	14.8%	14.9%	17.6%	17.8%	16.1%	16.5%	15.1%	17.6%	20.9%	17.3%	14.8%
standard error:	0.74%	1.98%	2.37%	1.89%	1.35%	1.32%	1.92%	1.89%	1.47%	1.44%	2.03%	3.00%	3.68%	2.86%
median:	15%	15%	13%	10%	15%	15%	10%	10%	15%	15%	10%	15%	10%	11%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 112 page 1

### Administrative Expenses: Office Equipment

24. In your company's most recently completed fiscal year, how were administrative expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OFFICE EQUIPMENT (RENTAL, MAINTENANCE, PHONE SYSTEM, ETC.)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	189 33%	10 32%	10 24%	9 18%	11 27%	22 16% b	56 35% df	52 39%	33 29%	24 29%	19 24% h	28 43% k	12 34%	7 30%
tabulated responses	385	25	39	40	31	110	98	77	81	61	58	38	23	16
weighted base: those answering (fill-in answers)	384 100%	22 100%	32 100%	38 100%	29 100%	116 100%	104 100%	81 100%	82 100%	59 100%	59 100%	37 100%	23 100%	16 100%
100%	2 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	1 1%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	1 2%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	9 2%	1 4%	1 2%	0 0%	0 0%	3 3%	4 4%	1 1%	3 4%	1 1%	0 0%	1 2%	1 6%	1 5%
25% - 49%	56 15%	4 19%	4 14%	6 15%	2 8%	22 19%	12 12%	9 11%	15 18%	13 22%	8 14%	2 6% j	4 16%	3 17%
20% - 24%	46 12%	2 7%	5 15%	8 21%	8 26%	11 9%	6 6% d	10 12%	9 11%	3 5%	8 14%	6 17% j	3 15%	3 18%
15% - 19%	48 12%	7 29%	4 12%	3 8%	7 24%	16 14%	8 8%	12 15%	5 7%	10 17% i	7 12%	3 9%	1 6%	1 8%
10% - 14%	81 21%	3 14%	9 29%	8 22%	4 13%	20 17%	22 21%	10 13%	18 22%	19 33% h	13 21%	8 21%	4 18%	3 22%
5% - 9%	40 10%	1 6%	5 15%	9 23%	3 12%	13 11%	5 5% d	12 15%	7 8%	2 3% h	4 8%	6 16% j	1 6%	2 15%
1% - 4%	13 3%	4 18%	2 5%	2 5%	0 0%	3 3%	0 0% cd	5 6%	0 0% h	3 5% i	0 0% h	3 8% ik	0 0%	2 10%
none	87 23%	1 4%	2 7%	2 6%	5 16%	27 23% cd	42 41% cdf	20 24%	23 28%	8 14%	18 31% j	8 21%	8 35%	1 5%
mean:	13.9%	16.2%	15.0%	13.7%	13.0%	14.3%	13.6%	13.6%	15.6%	14.8%	12.2%	10.6%	13.0%	16.0%
standard error:	0.73%	2.50%	1.90%	1.54%	1.41%	1.26%	2.09%	1.96%	2.00%	1.47%	1.47%	1.74%	2.82%	3.53%
median:	10%	15%	10%	10%	15%	10%	10%	10%	10%	10%	10%	10%	10%	11%

Columns tested at 95% significance level: bcdefg hijklmn

TABLE 113 page 1

**Administrative Expenses: Professional Legal/Consulting**

24. In your company's most recently completed fiscal year, how were administrative expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>PROFESSIONAL LEGAL/CONSULTING</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	189 33%	10 32%	10 24%	9 18%	11 27%	22 16% b	56 35% df	52 39%	33 29%	24 29%	19 24% h	28 43% k	12 34%	7 30%
tabulated responses	385	25	39	40	31	110	98	77	81	61	58	38	23	16
weighted base: those answering (fill-in answers)	384 100%	22 100%	32 100%	38 100%	29 100%	116 100%	104 100%	81 100%	82 100%	59 100%	59 100%	37 100%	23 100%	16 100%
100%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	2 2%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	1 5%
75% - 99%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
50% - 74%	8 2%	1 4%	1 2%	1 2%	0 0%	4 3%	1 1%	2 2%	3 3%	1 1%	1 1%	1 4%	1 3%	0 0%
25% - 49%	32 8%	2 7%	4 12%	4 10%	3 11%	8 7%	9 8%	4 5%	10 12%	2 4%	4 8%	4 10%	3 12%	1 8%
20% - 24%	37 10%	2 7%	3 10%	7 17%	4 13%	12 10%	6 6% d	7 9%	4 5%	7 12%	8 14%	4 10%	2 7%	2 10%
15% - 19%	30 8%	3 13%	2 7%	3 8%	4 14%	7 6%	4 4%	7 8%	5 6%	9 15%	3 5%	1 4%	3 15%	0 0%
10% - 14%	63 16%	7 33%	8 26%	8 22%	6 21%	13 11% c	15 15%	14 17%	12 15%	11 19%	9 15%	5 13%	5 20%	3 22%
5% - 9%	50 13%	3 13%	9 27%	6 16%	4 13%	17 15%	4 4% cdf	13 16%	9 11%	5 8%	7 11%	4 11%	1 6%	2 15%
1% - 4%	18 5%	4 20%	2 5%	4 10%	1 3%	4 4%	2 2% d	5 7%	1 2%	3 5%	0 0% h	2 6% k	1 6%	1 5%
none	143 37%	1 4%	3 10%	6 16%	8 26%	52 44% cd	60 58% cdf	27 33%	37 45%	20 35%	26 44%	15 42%	7 31%	5 35%
mean:	10.3%	12.7%	12.7%	12.1%	10.5%	8.9%	8.8%	9.9%	10.0%	9.3%	11.1%	9.3%	12.1%	13.7%
standard error:	0.74%	2.86%	1.84%	1.91%	1.68%	1.30%	1.73%	1.72%	1.60%	1.41%	2.25%	1.93%	2.92%	6.28%
median:	5%	10%	10%	10%	10%	5%	0%	5%	5%	10%	5%	5%	10%	7%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 114 page 1

### Administrative Expenses: Bank/Credit Card Fees

24. In your company's most recently completed fiscal year, how were administrative expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>BANK/CREDIT CARD FEES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	189 33%	10 32%	10 24%	9 18%	11 27%	22 16% b	56 35% df	52 39%	33 29%	24 29%	19 24% h	28 43% k	12 34%	7 30%
tabulated responses	385	25	39	40	31	110	98	77	81	61	58	38	23	16
weighted base: those answering (fill-in answers)	384 100%	22 100%	32 100%	38 100%	29 100%	116 100%	104 100%	81 100%	82 100%	59 100%	59 100%	37 100%	23 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%
50% - 74%	2 1%	0 0%	1 2%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 2%	1 2%	0 0%	0 0%
25% - 49%	25 6%	2 7%	1 2%	2 4%	2 7%	8 7%	4 4%	5 6%	2 2%	4 8%	3 6%	3 8%	2 10%	4 25%
20% - 24%	27 7%	1 4%	0 0%	3 9%	3 10%	10 9%	6 6%	3 4%	9 11%	3 5%	7 11%	3 7%	1 3%	0 0%
15% - 19%	25 6%	3 13%	3 10%	7 19%	2 5%	7 6% d	3 3% d	8 10%	4 5%	4 6%	3 5%	4 12%	0 0%	0 0%
10% - 14%	83 22%	3 13%	5 15%	12 32%	7 24%	32 27%	18 17%	21 25%	10 12% h	16 28% i	9 15%	6 16%	8 33%	5 35%
5% - 9%	78 20%	8 38%	9 29%	7 18%	8 29%	21 18%	13 13% c	15 19%	17 21%	14 24%	11 19%	4 10%	5 24%	2 15%
1% - 4%	36 9%	6 26%	10 31%	2 6% c	3 10%	8 7% c	3 3% c	10 13%	7 8%	2 4%	5 8%	2 6%	4 18%	2 10%
none	107 28%	0 0%	3 10%	5 13%	4 14%	29 25%	55 53% cdf	19 23%	33 40% h	15 26%	18 31%	14 38%	3 12%	2 15%
mean:	8.5%	9.6%	7.7%	10.3%	9.1%	9.7%	6.0% df	8.1%	6.2%	8.8%	10.6% i	9.5%	8.8%	11.8%
standard error:	0.50%	2.07%	1.61%	1.26%	1.49%	1.04%	0.97% df	0.92%	0.85%	1.27%	1.79% i	1.98%	2.22%	2.50%
median:	5%	5%	5%	10%	5%	8%	0%	5%	5%	6%	5%	5%	5%	10%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 115 page 1

### Administrative Expenses: Bad Debt

24. In your company's most recently completed fiscal year, how were administrative expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>BAD DEBT</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	189 33%	10 32%	10 24%	9 18%	11 27%	22 16% b	56 35% df	52 39%	33 29%	24 29%	19 24% h	28 43% k	12 34%	7 30%
tabulated responses	385	25	39	40	31	110	98	77	81	61	58	38	23	16
weighted base: those answering (fill-in answers)	384 100%	22 100%	32 100%	38 100%	29 100%	116 100%	104 100%	81 100%	82 100%	59 100%	59 100%	37 100%	23 100%	16 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	0 0%	0 0%	0 0%	0 0%
50% - 74%	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 2%	0 0%	0 0%	0 0%	1 6%	0 0%
25% - 49%	11 3%	2 7%	0 0%	0 0%	1 3%	5 4%	3 3%	2 3%	1 1%	3 6%	1 2%	1 4%	0 0%	1 5%
20% - 24%	9 2%	0 0%	2 5%	1 2%	0 0%	5 5%	1 1%	3 4%	2 3%	2 4%	1 1%	1 2%	0 0%	0 0%
15% - 19%	13 3%	0 0%	0 0%	2 4%	2 8%	4 3%	2 2%	4 5%	2 2%	3 6%	0 0%	1 4%	0 0%	0 0%
10% - 14%	35 9%	5 24%	2 7%	7 18%	3 10%	7 6% d	7 7%	9 11%	2 3% h	7 12% i	4 6%	4 12% i	4 18%	4 27%
5% - 9%	68 18%	5 24%	11 35%	12 32%	6 21%	16 14% cd	11 11% cd	9 12%	13 16%	14 24%	11 19%	6 17%	5 21%	1 5%
1% - 4%	62 16%	7 31%	10 31%	9 23%	6 21%	19 16%	6 6% cdf	18 22%	10 12%	4 8% h	10 17%	7 19%	4 16%	3 20%
none	183 48%	3 15%	7 21%	8 21%	11 38%	60 51% cd	72 70% cdf	35 43%	51 62% h	25 42% i	32 54%	16 43% i	9 39%	7 43%
mean:	4.4%	6.5%	4.2%	5.0%	4.9%	4.3%	3.6%	4.8%	3.4%	6.1%	2.9% j	4.5%	6.5%	5.0%
standard error:	0.39%	1.68%	0.77%	0.77%	1.45%	0.67%	0.88%	0.92%	0.90%	1.02%	0.70% 0%	1.06% 1%	2.58% 2%	1.93% 2%
median:	1%	5%	4%	5%	2%	0%	0%	1%	0%	5%	0%	1%	2%	2%

Columns tested at 95% significance level: bcdefg hijklmn

TABLE 116 page 1

**Administrative Expenses: Other Administrative Expenses**

24. In your company's most recently completed fiscal year, how were administrative expenses distributed within the following categories?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OTHER ADMINISTRATIVE EXPENSES (P-CARD EXPENSES, ETC.)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	189 33%	10 32%	10 24%	9 18%	11 27%	22 16% b	56 35% df	52 39%	33 29%	24 29%	19 24% h	28 43% k	12 34%	7 30%
tabulated responses	385	25	39	40	31	110	98	77	81	61	58	38	23	16
weighted base: those answering (fill-in answers)	384 100%	22 100%	32 100%	38 100%	29 100%	116 100%	104 100%	81 100%	82 100%	59 100%	59 100%	37 100%	23 100%	16 100%
100%	5 1%	0 0%	1 2%	0 0%	0 0%	0 0%	4 4% f	1 2%	2 3%	0 0%	1 1%	0 0%	1 3%	0 0%
75% - 99%	7 2%	0 0%	0 0%	1 2%	0 0%	4 3%	0 0%	3 3%	1 2%	0 0%	2 4%	1 2%	0 0%	0 0%
50% - 74%	18 5%	3 12%	0 0%	1 2%	0 0%	7 6%	5 5%	4 5%	4 5%	3 6%	3 4%	2 6%	1 6%	0 0%
25% - 49%	42 11%	2 7%	4 12%	3 9%	3 12%	8 7%	16 16% f	12 15%	7 8%	6 11%	8 13%	4 12%	3 11%	1 5%
20% - 24%	23 6%	1 4%	2 7%	3 8%	2 7%	10 8%	3 3%	5 6%	7 8%	4 6%	4 7%	1 2%	0 0%	1 5%
15% - 19%	29 8%	0 0%	3 10%	2 5%	3 11%	9 8%	8 7%	8 10%	2 3%	5 9%	2 4%	4 11% i	3 11%	1 5%
10% - 14%	33 9%	2 7%	2 5%	6 16%	4 13%	11 10%	4 4% d	5 6%	8 10%	2 4%	2 4%	4 11%	6 27%	2 10%
5% - 9%	50 13%	4 16%	8 26%	5 14%	4 13%	15 13%	11 11% c	13 16%	10 13%	8 13%	5 9%	3 8%	5 21%	2 13%
1% - 4%	17 4%	7 31%	2 5%	2 6%	0 0%	4 4%	1 1%	4 4%	4 5%	2 3%	4 7%	0 0%	0 0%	1 5%
none	159 41%	5 24%	10 32%	14 38%	13 45%	48 41%	51 49%	26 32%	37 44%	28 48%	28 47%	17 47%	5 20%	9 57%
mean:	13.4%	13.1%	12.4%	11.2%	9.3%	13.1%	14.8%	16.9%	13.3%	10.7%	14.3%	13.3%	16.1%	5.8%
standard error:	1.03%	3.65%	3.11%	3.00%	1.98%	1.81%	2.42%	2.53%	2.40%	1.95%	3.00%	3.41%	5.07%	2.93%
median:	5%	4%	5%	5%	5%	5%	4%	8%	5%	2%	2%	5%	10%	0%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 117 page 1

**Overall Expenses: Mean Summary**

25. Considering all the categories previously addressed, how were your company's overall expenses distributed within each in its most recently completed fiscal year?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>MEAN SUMMARY</b>														
base: those answering (fill-in answers)														
wages/salaries/bonuses (see Table 043 for category breakout)	34.2%	39.8%	42.0%	36.1%	34.2% cd	35.6%	26.0% bcdef	35.4%	30.6%	31.2%	36.8%	43.3%	31.8%	35.5%
material/supply expenses (see Table 061 for category breakout)	15.6%	9.6%	10.9%	13.3% b	18.7% bc	15.5% bc	19.5% bc	15.3%	18.2% h	15.9%	16.0%	11.9% hijk	12.2% ij	16.2%
vehicle expenses (see Table 078 for category breakout)	14.4%	10.4%	10.6%	11.7% b	13.9%	13.9% bc	18.7% bc	13.0%	16.8% h	14.7% h	15.2% h	10.3% ijk	14.0% l	14.5%
operating expenses (see Table 097 for category breakout)	9.3%	8.2%	7.5%	7.7%	7.6%	8.9%	11.8%	10.4%	8.3%	8.3%	8.7%	8.4%	11.7%	13.0%
marketing/advertising expenses (see Table 085 for category breakout)	7.3%	7.1%	6.5%	7.5%	7.9%	6.7%	8.0%	4.9%	8.4% h	8.6% h	7.4% h	5.8% ij	9.0%	6.5%
employee expenses (other than wages/salaries) (see Table 053 for category breakout)	5.2%	8.2%	6.4%	5.7%	6.3%	5.8%	3.6% bcdf	5.4%	5.3%	5.3%	4.2%	6.0%	7.4%	4.6%
building expenses (see Table 069 for category breakout)	4.6%	5.1%	6.2%	4.9%	4.5%	4.5%	4.9%	4.5%	5.3%	4.9%	4.5%	5.0%	3.7%	3.2%
administrative expenses (see Table 108 for category breakout)	4.0%	6.8%	5.9%	6.9%	4.0% d	3.7% cd	2.1% bcdf	4.0%	3.1%	4.6%	3.4%	4.5%	4.8%	3.4%
technology expenses (see Table 092 for category breakout)	3.5%	3.2%	3.1%	3.1%	2.8%	3.8%	3.2%	4.2%	2.9%	4.2%	2.3% j	3.5%	3.6%	2.1%
other	1.8%	1.6%	1.0%	3.1%	0.2% d	1.5% e	2.3% e	2.9%	1.1%	2.3%	1.5%	1.3%	1.8%	0.9%
TOTAL =	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 118 page 1

### Overall Expenses: Wages/Salaries/Bonuses

25. Considering all the categories previously addressed, how were your company's overall expenses distributed within each in its most recently completed fiscal year?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>WAGES/SALARIES/BONUSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	196 34%	10 30%	10 24%	7 15%	12 30%	29 21%	57 36% df	53 40%	36 31%	21 25% h	22 28%	30 46% jk	12 35%	8 34%
tabulated responses	382	26	39	42	30	105	98	78	79	65	56	36	23	15
weighted base: those answering (fill-in answers)	377 100%	23 100%	32 100%	40 100%	28 100%	110 100%	103 100%	81 100%	80 100%	62 100%	56 100%	35 100%	23 100%	15 100%
100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
75% - 99%	10 3%	0 0%	1 2%	0 0%	1 3%	2 2%	5 5%	4 5%	1 2%	0 0%	2 4%	1 4%	1 3%	0 0%
50% - 74%	79 21%	7 30%	9 30%	8 21%	2 8%	26 23%	14 14% c	15 18%	15 19%	11 17%	11 19%	15 42% hijk	3 13%	4 26%
25% - 49%	181 48%	13 58%	19 60%	24 60%	17 62%	54 50%	33 33% cdf	38 47%	33 42%	33 53%	28 50%	17 48%	12 51%	8 54%
20% - 24%	44 12%	3 13%	2 5%	5 14%	6 21%	13 12%	11 11%	9 11%	12 15%	7 11%	9 16%	1 2% ik	4 18%	1 5%
15% - 19%	9 2%	0 0%	0 0%	0 0%	1 3%	2 2%	3 3%	1 2%	3 4%	1 1%	1 1%	0 0%	1 6%	1 9%
10% - 14%	16 4%	0 0%	1 2%	2 5%	0 0%	10 9%	2 2% f	4 5%	1 2%	4 6%	2 4%	1 2%	1 6%	0 0%
5% - 9%	4 1%	0 0%	0 0%	0 0%	0 0%	1 1%	3 3%	0 0%	1 1%	3 4%	1 1%	0 0%	0 0%	0 0%
1% - 4%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
none	33 9%	0 0%	0 0%	0 0%	1 3%	1 1%	30 30% cdf	9 12%	12 15%	4 7%	3 5%	1 2% i	1 3%	1 5%
mean:	34.2%	39.8%	42.0%	36.1%	34.2%	35.6% c	26.0% cdf	35.4%	30.6%	31.2%	36.8%	43.3% hij	31.8%	35.5%
standard error:	0.95%	2.53%	2.14%	2.03%	3.03%	1.63%	2.33%	2.23%	2.22%	2.14%	2.57%	2.74% hij	3.47%	3.87%
median:	35%	41%	41%	35%	30%	35%	25%	38%	30%	30%	36%	43%	33%	34%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 119 page 1

### Overall Expenses: Employee Expenses

25. Considering all the categories previously addressed, how were your company's overall expenses distributed within each in its most recently completed fiscal year?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
EMPLOYEE EXPENSES (OTHER THAN WAGES/SALARIES)														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	196 34%	10 30%	10 24%	7 15%	12 30%	29 21%	57 36% df	53 40%	36 31%	21 25% h	22 28%	30 46% jk	12 35%	8 34%
tabulated responses	382	26	39	42	30	105	98	78	79	65	56	36	23	15
weighted base: those answering (fill-in answers)	377 100%	23 100%	32 100%	40 100%	28 100%	110 100%	103 100%	81 100%	80 100%	62 100%	56 100%	35 100%	23 100%	15 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	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%	0 0%	0 0%	0 0%	0 0%
25% - 49%	9 2%	0 0%	0 0%	0 0%	1 3%	2 2%	5 5%	1 2%	4 5%	3 5%	1 1%	0 0%	0 0%	0 0%
20% - 24%	7 2%	0 0%	0 0%	2 6%	1 3%	3 3%	0 0% d	2 3%	0 0%	0 0%	2 4%	1 2%	2 7%	0 0%
15% - 19%	19 5%	1 6%	2 7%	0 0%	2 8%	9 8%	2 2%	5 6%	3 4%	2 3%	0 0%	4 10% k	4 20%	0 0%
10% - 14%	62 17%	8 33%	7 23%	9 23%	5 19%	18 16%	9 9% cd	12 15%	12 14%	11 17%	9 17%	8 22%	4 17%	3 19%
5% - 9%	94 25%	12 51%	13 40%	13 32%	8 29%	26 24%	15 15% cd	22 27%	14 17%	17 27%	11 19%	9 25%	5 22%	6 42%
1% - 4%	39 10%	2 10%	7 22%	9 22%	4 13%	14 12%	2 2% cdf	11 13%	8 10%	4 6%	8 14%	2 7%	2 10%	2 10%
none	147 39%	0 0%	2 7%	7 18%	7 25%	38 35% cd	70 68% cdf	28 34%	39 49%	26 42%	25 44%	12 33%	5 24%	4 28%
mean:	5.2%	8.2%	6.4%	5.7%	6.3%	5.8%	3.6% cf	5.4%	5.3%	5.3%	4.2%	6.0%	7.4%	4.6%
standard error:	0.34%	0.71%	0.70%	0.87%	1.25%	0.70%	0.74% cf	0.66%	0.95%	0.86%	0.82%	0.97%	1.41%	1.01%
median:	5%	8%	5%	5%	5%	5%	0%	5%	1%	5%	2%	5%	5%	5%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 120 page 1

### Overall Expenses: Material/Supply Expenses

25. Considering all the categories previously addressed, how were your company's overall expenses distributed within each in its most recently completed fiscal year?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>MATERIAL/SUPPLY EXPENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	196 34%	10 30%	10 24%	7 15%	12 30%	29 21%	57 36% df	53 40%	36 31%	21 25% h	22 28%	30 46% jk	12 35%	8 34%
tabulated responses	382	26	39	42	30	105	98	78	79	65	56	36	23	15
weighted base: those answering (fill-in answers)	377 100%	23 100%	32 100%	40 100%	28 100%	110 100%	103 100%	81 100%	80 100%	62 100%	56 100%	35 100%	23 100%	15 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	0 0%	0 0%	0 0%	0 0%
50% - 74%	9 2%	0 0%	0 0%	1 3%	1 5%	0 0%	6 6% f	2 3%	3 4%	1 1%	1 2%	0 0%	0 0%	1 5%
25% - 49%	63 17%	1 3%	1 2%	2 6%	5 18%	23 21% cd	27 26% cd	12 15%	16 21%	13 21%	11 20%	3 10%	2 9%	2 10%
20% - 24%	58 15%	1 3%	3 10%	4 11%	8 28%	12 11%	24 23% f	13 16%	16 20%	8 13%	7 12%	5 14%	3 13%	4 25%
15% - 19%	58 15%	2 9%	5 15%	9 22%	5 18%	25 22%	7 7% df	13 16%	14 18%	9 14%	8 14%	5 14%	7 31%	1 5%
10% - 14%	92 24%	7 30%	10 32%	10 26%	5 20%	26 23%	18 18%	20 25%	12 15%	20 32% i	14 25%	8 24%	4 16%	3 23%
5% - 9%	64 17%	8 35%	10 31%	10 25%	2 8%	16 15% c	10 10% cd	13 17%	13 17%	8 14%	10 18%	9 25%	3 13%	3 23%
1% - 4%	18 5%	4 19%	2 7%	3 7%	1 3%	5 5%	3 3%	5 6%	3 4%	0 0%	5 9% j	2 7% j	1 6%	1 9%
none	14 4%	0 0%	1 2%	0 0%	0 0%	2 2%	8 7%	3 4%	2 3%	3 5%	0 0%	2 6%	3 13%	0 0%
mean:	15.6%	9.6%	10.9%	13.3%	18.7%	15.5% c	19.5% cdf	15.3%	18.2%	15.9%	16.0%	11.9% ijk	12.2%	16.2%
standard error:	0.56%	1.51%	0.97%	1.37%	1.84%	0.90%	1.37%	1.20%	1.38%	1.34%	1.41%	1.39%	1.55%	3.94%
median:	14%	8%	10%	11%	20%	15%	20%	13%	15%	13%	13%	10%	15%	10%

Columns tested at 95% significance level: bcdefg hijklmn

TABLE 121 page 1

**Overall Expenses: Building Expenses**

25. Considering all the categories previously addressed, how were your company's overall expenses distributed within each in its most recently completed fiscal year?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>BUILDING EXPENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	196 34%	10 30%	10 24%	7 15%	12 30%	29 21%	57 36% df	53 40%	36 31%	21 25% h	22 28%	30 46% jk	12 35%	8 34%
tabulated responses	382	26	39	42	30	105	98	78	79	65	56	36	23	15
weighted base: those answering (fill-in answers)	377 100%	23 100%	32 100%	40 100%	28 100%	110 100%	103 100%	81 100%	80 100%	62 100%	56 100%	35 100%	23 100%	15 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	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%	0 0%	0 0%	0 0%	0 0%
25% - 49%	4 1%	0 0%	0 0%	1 2%	0 0%	0 0%	3 3%	0 0%	2 3%	1 2%	0 0%	0 0%	1 3%	0 0%
20% - 24%	14 4%	0 0%	2 5%	0 0%	0 0%	5 5%	8 8%	3 3%	4 5%	2 4%	4 7%	1 2%	0 0%	0 0%
15% - 19%	16 4%	0 0%	1 2%	2 4%	2 8%	4 4%	6 6%	3 4%	8 10%	0 0% i	3 5%	1 4%	0 0%	0 0%
10% - 14%	43 12%	2 9%	7 21%	4 11%	4 13%	15 14%	7 7% c	10 12%	6 8%	11 17%	4 7%	8 23% ik	3 12%	2 10%
5% - 9%	96 26%	12 51%	9 30%	16 39%	11 39%	27 25%	14 14% cdf	25 31%	17 22%	14 23%	10 19%	9 27%	6 25%	4 26%
1% - 4%	56 15%	7 30%	10 32%	10 25%	2 6%	15 14% c	5 5% cdf	10 12%	12 14%	7 11%	12 21%	4 11%	2 10%	4 30%
none	146 39%	2 10%	3 9%	8 19%	10 35%	44 40% cd	60 58% cdf	30 38%	31 39%	26 42%	23 42%	12 33%	11 49%	5 33%
mean:	4.6%	5.1%	6.2%	4.9%	4.5%	4.5%	4.9%	4.5%	5.3%	4.9%	4.5%	5.0%	3.7%	3.2%
standard error:	0.30%	0.58%	0.81%	0.86%	0.82%	0.53%	0.78%	0.55%	0.75%	0.81%	0.79%	0.83%	1.37%	0.87%
median:	3%	5%	5%	5%	5%	3%	0%	5%	2%	4%	2%	5%	1%	3%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 122 page 1

### Overall Expenses: Vehicle Expenses

25. Considering all the categories previously addressed, how were your company's overall expenses distributed within each in its most recently completed fiscal year?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>VEHICLE EXPENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	196 34%	10 30%	10 24%	7 15%	12 30%	29 21%	57 36% df	53 40%	36 31%	21 25% h	22 28%	30 46% jk	12 35%	8 34%
tabulated responses	382	26	39	42	30	105	98	78	79	65	56	36	23	15
weighted base: those answering (fill-in answers)	377 100%	23 100%	32 100%	40 100%	28 100%	110 100%	103 100%	81 100%	80 100%	62 100%	56 100%	35 100%	23 100%	15 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	0 0%	0 0%	0 0%	0 0%
50% - 74%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%
25% - 49%	59 16%	0 0%	2 5%	2 4%	2 6%	13 12%	37 36% cdf	8 10%	21 26% h	10 16%	10 19%	1 2% ijk	4 18%	1 9%
20% - 24%	55 15%	2 7%	2 5%	6 15%	6 21%	17 15%	18 18%	11 14%	10 12%	10 17%	12 21%	2 4% k	1 6%	3 23%
15% - 19%	60 16%	4 18%	5 17%	5 13%	8 30%	21 19%	8 8% f	13 16%	15 19%	10 16%	8 14%	4 10%	6 28%	3 19%
10% - 14%	115 30%	8 34%	9 29%	16 40%	8 27%	39 36%	23 22% df	28 35%	21 27%	17 28%	16 28%	16 45%	7 29%	2 16%
5% - 9%	63 17%	9 37%	12 37%	8 21%	4 13%	14 13% c	7 7% cd	16 20%	9 11%	8 13%	7 12%	8 23%	4 20%	5 33%
1% - 4%	12 3%	1 3%	2 7%	3 7%	1 3%	3 3%	1 1% cd	1 2%	2 3%	3 5%	2 3%	3 9%	0 0%	0 0%
none	11 3%	0 0%	0 0%	0 0%	0 0%	2 2%	8 7%	3 3%	1 2%	3 5%	2 4%	1 4%	0 0%	0 0%
mean:	14.4%	10.4%	10.6%	11.7%	13.9%	13.9%	18.7% cdf	13.0%	16.8% h	14.7%	15.2%	10.3% ijk	14.0%	14.5%
standard error:	0.43%	0.87%	0.88%	0.92%	1.08%	0.71%	1.13% cdf	0.76%	1.03% h	1.18%	1.07%	1.42% ijk	1.52%	1.76%
median:	12%	10%	10%	10%	15%	13%	20%	10%	15%	11%	15%	10%	15%	14%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 123 page 1

### Overall Expenses: Marketing/Advertising Expenses

25. Considering all the categories previously addressed, how were your company's overall expenses distributed within each in its most recently completed fiscal year?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>MARKETING/ADVERTISING EXPENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	196 34%	10 30%	10 24%	7 15%	12 30%	29 21%	57 36% df	53 40%	36 31%	21 25% h	22 28%	30 46% jk	12 35%	8 34%
tabulated responses	382	26	39	42	30	105	98	78	79	65	56	36	23	15
weighted base: those answering (fill-in answers)	377 100%	23 100%	32 100%	40 100%	28 100%	110 100%	103 100%	81 100%	80 100%	62 100%	56 100%	35 100%	23 100%	15 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	0 0%	0 0%	0 0%	0 0%
50% - 74%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%
25% - 49%	16 4%	1 3%	1 2%	2 5%	1 3%	2 2%	7 7%	1 1%	5 6%	4 7%	4 7%	0 0%	2 7%	0 0%
20% - 24%	10 3%	0 0%	1 2%	0 0%	2 6%	4 4%	2 2%	0 0%	2 2%	3 5%	1 1%	2 4%	1 3%	0 0%
15% - 19%	22 6%	1 3%	0 0%	2 4%	2 8%	7 6%	7 6%	4 5%	9 11%	4 6%	2 4%	2 4%	0 0%	0 0%
10% - 14%	98 26%	4 16%	8 26%	12 29%	6 22%	29 26%	30 29%	15 18%	22 28%	14 23%	16 28%	9 27%	9 39%	6 42%
5% - 9%	100 27%	8 35%	10 31%	16 40%	12 42%	27 25%	16 16% d	22 28%	21 27%	16 27%	16 28%	7 21%	7 29%	4 25%
1% - 4%	55 15%	8 35%	10 32%	4 9% c	3 10%	20 19%	7 7% cf	18 22%	8 10% h	8 13%	6 10%	7 19%	2 9%	3 19%
none	75 20%	2 7%	2 5%	5 13%	3 9%	20 18%	33 32% cdf	21 26%	13 16%	12 19%	12 22%	9 25%	3 13%	2 14%
mean:	7.3%	7.1%	6.5%	7.5%	7.9%	6.7%	8.0%	4.9%	8.4% h	8.6% h	7.4% h	5.8% i	9.0%	6.5%
standard error:	0.39%	1.68%	0.82%	0.93%	1.21%	0.61%	1.03%	0.57%	0.83% h	1.22% h	1.00% h	0.94% i	2.09%	1.08%
median:	5%	5%	5%	6%	5%	5%	5%	5%	8%	5%	5%	5%	8%	7%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 124 page 1

### Overall Expenses: Technology Expenses

25. Considering all the categories previously addressed, how were your company's overall expenses distributed within each in its most recently completed fiscal year?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>TECHNOLOGY EXPENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	196 34%	10 30%	10 24%	7 15%	12 30%	29 21%	57 36% df	53 40%	36 31%	21 25% h	22 28%	30 46% jk	12 35%	8 34%
tabulated responses	382	26	39	42	30	105	98	78	79	65	56	36	23	15
weighted base: those answering (fill-in answers)	377 100%	23 100%	32 100%	40 100%	28 100%	110 100%	103 100%	81 100%	80 100%	62 100%	56 100%	35 100%	23 100%	15 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	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%	0 0%	0 0%	0 0%	0 0%
25% - 49%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
20% - 24%	9 2%	0 0%	0 0%	0 0%	0 0%	1 1%	5 5%	4 5%	2 3%	1 2%	0 0%	1 4%	0 0%	0 0%
15% - 19%	7 2%	0 0%	0 0%	0 0%	0 0%	4 4%	2 2%	2 3%	2 3%	1 1%	0 0%	1 2%	0 0%	0 0%
10% - 14%	32 8%	2 7%	0 0%	2 5%	2 6%	13 12% c	11 11%	5 6%	3 4%	11 18% hi	4 7%	2 4%	3 15%	1 5%
5% - 9%	97 26%	4 19%	12 39%	14 35%	9 34%	28 26%	17 16% cd	24 30%	19 24%	16 26%	9 15% h	9 27%	7 31%	3 19%
1% - 4%	93 25%	15 64%	15 46%	13 32%	8 27%	28 25% c	8 8% cdf	24 30%	15 19%	12 19%	18 32%	10 28%	5 22%	4 25%
none	139 37%	2 10%	5 15%	11 28%	9 33%	35 32%	60 59% cdf	21 27%	38 48% h	21 34%	25 45% h	12 35%	7 32%	8 51%
mean:	3.5%	3.2%	3.1%	3.1%	2.8%	3.8%	3.2%	4.2%	2.9%	4.2%	2.3% hj	3.5%	3.6%	2.1%
standard error:	0.21%	0.56%	0.35%	0.41%	0.51%	0.42%	0.52%	0.52%	0.50%	0.52%	0.39% hj	0.74%	0.75%	0.78%
median:	2%	2%	3%	3%	2%	3%	0%	3%	1%	4%	1%	2%	3%	0%

Columns tested at 95% significance level: bcdefg hijklmn



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 125 page 1

### Overall Expenses: Operating Expenses

25. Considering all the categories previously addressed, how were your company's overall expenses distributed within each in its most recently completed fiscal year?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>OPERATING EXPENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	196 34%	10 30%	10 24%	7 15%	12 30%	29 21%	57 36% df	53 40%	36 31%	21 25% h	22 28%	30 46% jk	12 35%	8 34%
tabulated responses	382	26	39	42	30	105	98	78	79	65	56	36	23	15
weighted base: those answering (fill-in answers)	377 100%	23 100%	32 100%	40 100%	28 100%	110 100%	103 100%	81 100%	80 100%	62 100%	56 100%	35 100%	23 100%	15 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	0 0%	0 0%	0 0%	0 0%
50% - 74%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
25% - 49%	24 6%	1 3%	2 5%	2 4%	0 0%	3 3%	16 16% f	7 8%	2 3%	6 9%	3 5%	2 4%	3 13%	0 0%
20% - 24%	35 9%	4 16%	0 0%	2 4%	4 16%	12 11%	12 11% c	8 10%	7 9%	4 7%	5 8%	3 7%	1 6%	5 32%
15% - 19%	32 8%	1 6%	3 10%	2 5%	2 8%	9 8%	8 8%	4 5%	9 11%	3 4%	7 12%	3 10%	1 6%	2 14%
10% - 14%	89 24%	2 7%	6 19%	11 27%	3 10%	33 30%	19 18% f	19 24%	19 24%	12 19%	11 20%	7 19%	8 37%	5 33%
5% - 9%	96 25%	7 30%	13 41%	14 34%	11 39%	26 23% c	16 16% cd	18 22%	23 29%	16 26%	12 22%	13 38%	7 29%	2 10%
1% - 4%	36 10%	7 28%	4 12%	7 16%	2 8%	8 7%	6 6% d	7 8%	4 5%	6 10%	8 14%	4 13%	2 7%	2 10%
none	63 17%	2 10%	4 12%	4 9%	5 19%	19 17%	25 24% d	16 20%	16 20%	15 24%	11 19%	3 8%	1 3%	0 0%
mean:	9.3%	8.2%	7.5%	7.7%	7.6%	8.9%	11.8% cdf	10.4%	8.3%	8.3%	8.7%	8.4%	11.7%	13.0%
standard error:	0.43%	1.50%	1.08%	0.97%	1.29%	0.66%	1.17%	1.18%	0.75%	1.01%	1.12%	1.07%	2.13%	1.56%
median:	9%	5%	5%	5%	5%	10%	10%	10%	6%	5%	8%	5%	10%	11%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 126 page 1

### Overall Expenses: Administrative Expenses

25. Considering all the categories previously addressed, how were your company's overall expenses distributed within each in its most recently completed fiscal year?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
<b>ADMINISTRATIVE EXPENSES</b>														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	196 34%	10 30%	10 24%	7 15%	12 30%	29 21%	57 36% df	53 40%	36 31%	21 25% h	22 28%	30 46% jk	12 35%	8 34%
tabulated responses	382	26	39	42	30	105	98	78	79	65	56	36	23	15
weighted base: those answering (fill-in answers)	377 100%	23 100%	32 100%	40 100%	28 100%	110 100%	103 100%	81 100%	80 100%	62 100%	56 100%	35 100%	23 100%	15 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	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%	0 0%	0 0%	0 0%	0 0%
25% - 49%	2 1%	0 0%	0 0%	1 3%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%	0 0%	1 4%	0 0%	0 0%
20% - 24%	7 2%	0 0%	0 0%	1 3%	1 5%	2 1%	3 3%	1 2%	1 2%	1 2%	1 2%	0 0%	0 0%	0 0%
15% - 19%	10 3%	4 17%	2 5%	1 3%	0 0%	2 2%	0 0% c	1 1%	4 5%	2 3%	0 0%	2 4%	1 3%	0 0%
10% - 14%	47 12%	2 7%	7 21%	8 21%	3 11%	15 14%	6 6% cdf	10 13%	7 8%	9 14%	9 15%	3 8%	5 21%	2 10%
5% - 9%	99 26%	10 46%	13 42%	13 34%	7 24%	28 26%	14 14% cdf	24 30%	14 18%	21 34% i	10 17% j	10 29%	8 37%	5 33%
1% - 4%	48 13%	5 24%	5 17%	7 17%	7 25%	12 11%	7 7%	14 18%	9 11%	4 7%	9 16%	2 7%	1 3%	2 14%
none	164 43%	2 7%	5 15%	7 18%	10 36%	50 46% cd	72 71% cdf	30 37%	45 56% h	24 38% i	27 49%	17 48%	8 36%	6 42%
mean:	4.0%	6.8%	5.9%	6.9%	4.0%	3.7% cd	2.1% cdf	4.0%	3.1%	4.6%	3.4%	4.5%	4.8%	3.4%
standard error:	0.25%	1.09%	0.68%	0.91%	0.82%	0.46%	0.46%	0.48%	0.53%	0.65%	0.59%	1.07%	1.03%	1.11%
median:	3%	5%	5%	5%	4%	2%	0%	3%	0%	5%	1%	3%	5%	2%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 127 page 1

### Overall Expenses: Other

25. Considering all the categories previously addressed, how were your company's overall expenses distributed within each in its most recently completed fiscal year?

	TOTAL	-----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE-----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
OTHER														
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
no answer	196 34%	10 30%	10 24%	7 15%	12 30%	29 21%	57 36% df	53 40%	36 31%	21 25% h	22 28%	30 46% jk	12 35%	8 34%
tabulated responses	382	26	39	42	30	105	98	78	79	65	56	36	23	15
weighted base: those answering (fill-in answers)	377 100%	23 100%	32 100%	40 100%	28 100%	110 100%	103 100%	81 100%	80 100%	62 100%	56 100%	35 100%	23 100%	15 100%
100%	0 0%	0 0%	0 0%	0 0%	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%	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%	0 0%	0 0%	0 0%	0 0%
25% - 49%	6 2%	0 0%	0 0%	2 4%	0 0%	0 0%	3 3% d	1 2%	1 1%	3 5%	0 0%	1 2%	0 0%	0 0%
20% - 24%	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 2%	0 0%	1 2%	0 0%	0 0%	0 0%
15% - 19%	3 1%	0 0%	0 0%	1 3%	0 0%	2 2%	0 0%	2 3%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%
10% - 14%	17 5%	2 9%	1 2%	1 3%	0 0%	5 5%	6 6%	7 8%	1 2% h	2 3%	3 6%	1 2%	3 15%	0 0%
5% - 9%	28 8%	0 0%	2 7%	6 14%	1 3%	12 11%	5 5%	9 11%	4 5%	5 8%	3 6%	2 4%	0 0%	2 14%
1% - 4%	23 6%	4 17%	5 15%	4 9%	1 3%	6 5%	2 2% c	9 11%	2 3% h	2 3%	2 4%	0 0% h	2 7%	2 10%
none	297 79%	17 74%	24 75%	26 66%	26 94%	84 77%	84 82% d	53 65%	70 88% h	49 79%	46 81% h	32 91% h	18 78%	11 75%
mean:	1.8%	1.6%	1.0%	3.1%	0.2%	1.5%	2.3%	2.9%	1.1% h	2.3%	1.5%	1.3%	1.8%	0.9%
standard error:	0.25%	0.67%	0.39%	1.10%	0.17%	0.33%	0.66%	0.71%	0.44% 0%	0.80% 0%	0.49% 0%	0.96% 0%	0.77% 0%	0.46% 0%
median:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 128 page 1

### Geographic Distribution

	TOTAL	----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
<b>NORTHEAST:</b>														
New England (CT, MA, ME, NH, RI, VT)	34 6%	1 4%	5 12%	2 3%	2 5%	7 5%	6 4% c	0 0%	0 0%	0 0%	0 0%	0 0%	33 93% hijkl	0 0%
Middle Atlantic (NJ, NY, PA)	72 13%	6 18%	4 11%	4 8%	3 7%	17 12%	24 15%	0 0%	1 1%	64 77% hi	0 0% j	0 0% j	2 7% hijkl	0 0%
<b>MIDWEST:</b>														
East North Central (IL, IN, MI, OH, WI)	64 11%	4 12%	3 7%	2 4%	4 9%	12 9%	24 15%	0 0%	59 51% h	0 0% i	0 0% i	0 0% i	0 0% i	0 0%
West North Central (IA, KS, MN, MO, NE, ND, SD)	57 10%	1 2%	2 4%	6 13%	4 11%	14 10%	23 14%	0 0%	54 47% h	1 2% i	0 0% i	0 0% i	0 0% i	0 0%
<b>SOUTH:</b>														
South Atlantic (DC, DE, FL, GA, MD, NC, PR/VI, SC, VA, WV)	119 21%	9 26%	7 16%	11 23%	8 20%	29 21%	28 18%	94 70% h	0 0% h	18 21% hi	0 0% hj	0 0% hj	0 0% hj	0 0%
East South Central (AL, KY, MS, TN)	33 6%	2 5%	2 6%	5 12%	6 16%	8 6% e	4 2% de	32 24% h	0 0% h	0 0% h	0 0% h	0 0% h	0 0% h	0 0%
West South Central (AR, LA, OK, TX)	54 9%	1 2%	3 7%	7 15%	7 18% b	11 8%	18 11%	8 6% h	0 0% h	0 0% h	45 57% hij	0 0% k	0 0% k	0 0%
<b>WEST:</b>														
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	68 12%	2 5%	4 11%	2 5%	2 6%	25 18% d	21 13%	0 0%	1 1%	0 0%	33 43% hij	8 12% hijk	0 0% kl	21 93%
Pacific (AK, CA, HI, OR, WA)	56 10%	8 23%	9 22%	6 13%	1 2% bc	12 9% bc	10 6% bc	0 0%	0 0%	0 0%	0 0%	55 86% hijk	0 0% l	0 0%
Canada	15 3%	1 2%	2 4%	2 3%	2 6%	3 2%	2 1%	0 0%	1 1%	0 0%	0 0%	2 2%	0 0%	2 7%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 129 page 1

Sample Segment: Weighted

	TOTAL	----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
tabulated responses	573	37	50	49	42	131	153	127	113	85	79	67	34	22
weighted base: all respondents	573 100%	33 100%	42 100%	47 100%	40 100%	138 100%	159 100%	134 100%	116 100%	83 100%	78 100%	65 100%	35 100%	22 100%
NPMA	264 46%	23 72%	35 84%	26 55% c	23 57% c	49 36% bcde	61 38% bcde	49 36%	48 41%	42 51% h	38 48%	34 53% h	14 40%	9 42%
PCT	309 54%	9 28%	7 16%	21 45% c	17 43% c	89 64% bcde	98 62% bcde	85 64%	68 59%	41 49% h	41 52%	30 47% h	21 60%	13 58%

Columns tested at 95% significance level: bcdefg hijklmn

# NPMA and PCT

## 2014 Business Profile Survey

TABLE 130 page 1

Sample Segment: Unweighted

	TOTAL	----TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE----						-----REGION OF OPERATION-----						
		\$2M+	\$1M - \$1.9M	\$500k - \$999k	\$300k - \$499k	\$100k - \$299k	\$0 - \$99k	South-east	Great Lakes & Plains	Mid-east	South-west	Far West	New England	Rocky Mountain
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
base: all respondents	573 100%	37 113%	50 120%	49 105%	42 106%	131 95%	153 96%	127 95%	113 98%	85 103%	79 101%	67 104%	34 97%	22 98%
NPMA	337 59%	30 92%	45 108%	33 71% b	29 73% b	63 46% bde	78 49% bde	62 46%	61 53%	54 65% h	48 61% h	44 68% hi	18 51%	12 53%
PCT	236 41%	7 21%	5 12%	16 34% c	13 33% c	68 49% bc	75 47% bc	65 49%	52 45%	31 37%	31 40%	23 36%	16 46%	10 44%

Columns tested at 95% significance level: bcdefg hijklmn

Method Details

Questionnaire

**APPENDIX**

### APPENDIX Method Details

The survey sample of 8,889 was selected in systematic, stratified fashion by the National Pest Management Association (NPMA), GIE Media Inc., and Readex Research from the following populations:

- Entire list of emailable NPMA members at unique company locations and with title classifications of “owner” or “operator.”
- Random sample of emailable *Pest Control Technology* (PCT) subscribers 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.

The sample was stratified by list origin to optimize statistical precision for anticipated segment-level analyses. Responses have been weighted in tabulation to accurately reflect true population proportions.

	population		sample size	response		weighted response	
NPMA segment	4,454	46%	4,454	337	7.6%	264	46%
PCT segment	5,224	54%	4,435	236	5.3%	309	54%
<b>TOTAL</b>	<b>9,678</b>	<b>100%</b>	<b>8,889</b>	<b>573</b>	<b>6.4%</b>	<b>573</b>	<b>100%</b>

*For example, the total response for the NPMA segment was counted as 264, or 46% of the total 573 response.*



The 25-question survey was designed jointly by NPMA, PCT, and Readex. Placement of the survey on a web page, distribution of the electronic survey invitations, and tabulation of the results were handled by Readex.

On November 11, 2014, Readex contacted all sample members via an email in the name of NPMA's CEO and PCT's publisher, which included a link to the survey, asking for their participation in the study. As an incentive to participate, respondents were able to enter into a drawing for a chance to win one of four \$50 Visa gift cards.

Reminder emails were sent on November 17 and 20 to those with deliverable email addresses who had not yet responded.

The survey was closed for tabulation on November 24 with 573 usable responses—a 6.4% 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 response was tabulated and this report was prepared by Readex in accordance with accepted research standards and practices.

## **APPENDIX** Method Details

### APPENDIX Questionnaire



NPMA and PCT  
2014 Business Profile Survey

Your survey link appears to be invalid. Please return to your original survey invitation and click the link to try again.

**Page 2**

**1. Are you a member of the National Pest Management Association (NPMA)?**

- yes
- no

**2. How is your company organized?**

- corporation (S Corp, C Corp)
- partnership
- proprietorship
- other

**3. In how many states do you do business?**

- 1
- 2 - 10
- 11 or more

**4. In which U.S. region(s) does your company operate? (please select all that apply)**

- New England: CT, ME, MA, NH, RI, VT
- Mideast: DE, DC, MD, NJ, NY, PA
- Great Lakes & Plains: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI
- Southeast: AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV
- Southwest: AZ, NM, OK, TX
- Rocky Mountain: CO, ID, MT, UT, WY
- Far West: AK, CA, HI, NV, OR, WA

**5. How many branch offices does your company have?**

- 1
- 2 - 4
- 5 - 9
- 10 - 14
- 15 - 19
- 20 or more

**Page 3**

**Please include ALL company locations when answering the remaining survey questions.**

**Page 4**

**6. In your company's most recently completed fiscal year, what percent of its total gross revenue came from each area? (please fill in a percent for each; if none, fill in 0; total should equal 100%)**

- % termite control
- % general pest control (including mosquito control, bed bug control, rodents, etc.)
- % other ancillary services (wildlife control, fumigation, lawn & ornamental, handyman services, deck/pool cleaning, insulation, Christmas lights, etc.)
- 0 % **TOTAL** (should equal 100%)

### APPENDIX Questionnaire

**Page 5**

7. In your company's most recently completed fiscal year, what percent of its **termite control** gross revenue came from each area? (please fill in a percent for each; if none, fill in 0; total should equal 100%)

- % termite control - pre-construction
- % termite control - post-construction
- % termite/wood destroying organism (WDO) inspections
- % termite/wood destroying organism (WDO) renewals
- % other termite control
- 0 % **TOTAL TERMITE CONTROL** (should equal 100%)

**Page 6**

8. In your company's most recently completed fiscal year, what percent of its **general pest control (excluding termite control)** gross revenue came from each area? (please fill in a percent for each; if none, fill in 0; total should equal 100%)

- % mosquito control
- % bed bug control
- % rodent control
- % other general pest control
- 0 % **TOTAL GENERAL PEST CONTROL** (should equal 100%)

**Page 7**

9. In your company's most recently completed fiscal year, what percent of its **other ancillary services** gross revenue (excluding termite control and general pest control) came from each area? (please fill in a percent for each; if none, fill in 0; total should equal 100%)

- % wildlife control
- % fumigation
- % lawn & ornamental
- % handyman services
- % additional service offerings (deck/pool cleaning, insulation, Christmas lights, etc.)
- % other
- 0 % **TOTAL OTHER ANCILLARY SERVICES** (should equal 100%)

**Page 8**

**For questions 10-15, please answer for your termite control and general pest control businesses only.**

**Do not consider other ancillary services you provide (wildlife control, fumigation, lawn & ornamental, handyman services, etc.) when answering these questions.**

**Page 9**

10. 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**? (please fill in a number for each; if none, fill in 0)

- # owners
- # supervisory
- # management
- # corporate staff
- # sales/marketing
- # technicians
- # administration

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

- more profitable
- equally profitable
- less profitable

### APPENDIX Questionnaire

12. Approximately what was your company's revenue in its most recently completed fiscal year for its **termite/general pest control business**?

\$

13. Approximately what was your company's rate of growth in total revenue during its most recently completed fiscal year for its **termite/general pest control business**?

%

14. Approximately what were your company's **total** expenses during its most recently completed fiscal year for its **termite/general pest control business**? *Include wages/salaries paid, other employee expenses, material expenses, building expenses, vehicle expenses, marketing/advertising expenses, technology expenses, operating expenses/overhead, administrative expenses, taxes, claims, office purchases, and all other expenses.*

\$

15. Approximately what did your company spend on technician and field supervisor wages (including subcontractor expenses), in total, in its most recently completed fiscal year for its **termite/general pest control business**?

\$

Page 10

*For the remaining survey questions, please answer for your **entire** company - termite/general pest control and other ancillary services.*

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16. In your company's most recently completed fiscal year, how were **wages/salaries/bonuses** distributed within the following categories? *(please fill in a percent for each; if none, fill in 0; total should equal 100%)*

**WAGES/SALARIES/BONUSES**

- % termite control service wages/salaries
- % general pest control service wages/salaries (including mosquitos, bed bugs, rodents, etc.)
- % other ancillary service wages/salaries (wildlife control, fumigation, lawn & ornamental, handyman services, deck/pool cleaning, insulation, Christmas lights, etc.)
- % other service wages/salaries
- % management/administrative/office wages/salaries
- % sales wages/salaries
- % sub-contractors wages/salaries
- % other wages/salaries
- % bonuses
- % **TOTAL** (should equal 100%)

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17. In your company's most recently completed fiscal year, how were **employee expenses (other than wages/salaries/bonuses)** distributed within the following categories? *(please fill in a percent for each; if none, fill in 0; total should equal 100%)*

**EMPLOYEE EXPENSES (OTHER THAN WAGES/SALARIES/BONUSES)**

- % health insurance
- % workers' compensation
- % other employee benefits
- % payroll taxes
- % uniform costs
- % retirement contributions
- % other employee expenses
- % **TOTAL** (should equal 100%)

### APPENDIX Questionnaire

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18. In your company's most recently completed fiscal year, how were material/supply expenses distributed within the following categories? (please fill in a percent for each; if none, fill in 0; total should equal 100%)

**MATERIAL/SUPPLY EXPENSES**

- % termite post-construction material supplies
- % termite pre-treat material supplies
- % other pest control material supplies
- % rodent control material supplies
- % mosquito control material supplies
- % equipment
- % material expenses for other services (including wildlife control, insulation, handyman services, etc.)
- 0 % **TOTAL** (should equal 100%)

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19. In your company's most recently completed fiscal year, how were building expenses distributed within the following categories? (please fill in a percent for each; if none, fill in 0; total should equal 100%)

**BUILDING EXPENSES**

- % rent
- % office repairs & maintenance (including cleaning)
- % telephone
- % utilities
- % property taxes
- % depreciation - office/leasehold improvements
- % property insurance
- % other building expenses (mortgage payments, etc.)
- 0 % **TOTAL** (should equal 100%)

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20. In your company's most recently completed fiscal year, how were vehicle expenses distributed within the following categories? (please fill in a percent for each; if none, fill in 0; total should equal 100%)

**VEHICLE EXPENSES**

- % vehicle fuel costs
- % vehicle maintenance/repairs (including oil changes and routine maintenance)
- % vehicle insurance
- % vehicle purchases/leases
- % vehicle licenses
- % other vehicle expenses
- 0 % **TOTAL** (should equal 100%)

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21. In your company's most recently completed fiscal year, how were marketing/advertising expenses distributed within the following categories? (please fill in a percent for each; if none, fill in 0; total should equal 100%)

**MARKETING/ADVERTISING EXPENSES**

- % yellow pages
- % internet advertising (pay per click, banner ads, social media, blogs, etc.)
- % website
- % broadcast media (TV, radio, billboard, etc.)
- % direct mail (print materials, brochures, etc.)
- % other marketing/advertising expenses
- 0 % **TOTAL** (should equal 100%)

### APPENDIX Questionnaire

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22. In your company's most recently completed fiscal year, how were **technology expenses** distributed within the following categories? (please fill in a percent for each; if none, fill in 0; total should equal 100%)

**TECHNOLOGY EXPENSES**

- % technology maintenance/repairs
- % computers/hardware
- % software
- % other technology expenses
- 0 % **TOTAL** (should equal 100%)

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23. In your company's most recently completed fiscal year, how were **operating expenses** distributed within the following categories? (please fill in a percent for each; if none, fill in 0; total should equal 100%)

**OPERATING EXPENSES**

- % training & personal development
- % travel expenses
- % interest
- % amortization
- % acquisitions
- % corporate overhead (management fees, sponsorships, etc.)
- % taxes & licenses
- % dues & subscriptions
- % general liability insurance expenses
- % other operating expenses/overhead (charitable donations, etc.)
- 0 % **TOTAL** (should equal 100%)

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24. In your company's most recently completed fiscal year, how were **administrative expenses** distributed within the following categories? (please fill in a percent for each; if none, fill in 0; total should equal 100%)

**ADMINISTRATIVE EXPENSES**

- % shipping/postage/courier
- % office printing supplies
- % other office supplies
- % office equipment (rental, maintenance, phone system, etc.)
- % professional legal/consulting
- % bank/credit card fees
- % bad debt
- % other administrative expenses (P-Card expenses, etc.)
- 0 % **TOTAL** (should equal 100%)

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25. Considering all the categories previously addressed, how were your company's **overall expenses** distributed within each in its most recently completed fiscal year? (please fill in a percent for each; if none, fill in 0; total should equal 100%)

- % wages/salaries/bonuses
- % employee expenses (other than wages/salaries)
- % material/supply expenses
- % building expenses
- % vehicle expenses
- % marketing/advertising expenses
- % technology expenses
- % operating expenses
- % administrative expenses
- % other
- 0 % **TOTAL** (should equal 100%)

### APPENDIX Questionnaire

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Any comments or suggestions about improving this online survey experience?

**Thank you for your participation!**

Please fill in your email address below if you wish to be entered into the drawing for a chance to win one of four **\$50 Visa gift cards**. Your email address will not be used for any other purpose or disclosed to others without your permission.

Your email address:

Please click **SUBMIT** to upload your response.



If you have any questions or technical difficulties while taking this online survey, please [click here to contact Readex Research](#), or use the following contact information:  
Scott Myers // Support Specialist  
[surveyhelp@readexresearch.com](mailto:surveyhelp@readexresearch.com) // 800.873.2339 x8207

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