

## About this survey...

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 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.

The margin of error for percentages based on 573 usable responses is  $\pm 4.0$  percentage points at the 95% confidence level.

## NPMA and PCT 2014 Business Profile Survey

- ◆ 71.4% of the average company's total gross revenue in its most recently completed fiscal year came from general pest control (including mosquito control, bed bug control, rodents, etc.), 15.3% from termite control, and 13.3% from other ancillary services.
  - ◆ To best represent the audience of interest, the analysis in this summary is based on the 531 companies that received at least 50% of their revenue from termite control and/or general pest control in their most recently completed fiscal year (referred to as "key companies").
- ◆ Termite/general pest control is a lucrative business for many.
  - ◆ The average key company's termite/general pest control revenue in its most recently completed fiscal year was \$860,000. This value is significantly larger than the median value of \$180,000 due to a handful of key companies indicating large revenues of \$2.0 million or more.
  - ◆ Half (55%) of key companies' termite/general pest control businesses were more profitable in their most recently completed fiscal year compared with one year prior. Another 32% were equally profitable; only 11% less profitable.
  - ◆ The average key company experienced a positive 16.8% growth rate in total revenue for its termite/general pest control business during its most recently completed fiscal year.
- ◆ The average key company's total termite/general pest control expenses for its most recently completed fiscal year was \$622,000. This value is significantly higher than the median value of \$96,000 due to a handful indicating expenses of \$2.0 million or more.
  - ◆ The average key company spent \$301,000 on termite/general pest control technician and field supervisor wages in total (including subcontractor expenses). This value is significantly larger than the median value of \$45,000 due to a handful of key companies indicating values of \$2.0 million or more.



- ◆ On average, key companies' wages/salaries/bonuses made up about a third of their overall expenses in their most recently completed fiscal year.

Expense Category	
wages/salaries/bonuses	33.9%
material/supply expenses	15.8%
vehicle expenses	14.5%
operating expenses	9.4%
marketing/advertising expenses	7.2%
employee expenses (other than wages/salaries)	5.3%
building expenses	4.8%
administrative expenses	4.0%
technology expenses	3.4%
other	1.8%

- ◆ For a detailed breakdown of how expenses were distributed within each of the above categories, refer to Tables 043-116 in the Data Tables section.
- ◆ Company demographics:
  - ◆ Key companies are most commonly organized as corporations (63%); fewer are proprietorships (22%), partnerships (3%), or some other type of organization (12%).
  - ◆ Key companies operate in all regions of the U.S. - the Southeast (27%), Great Lakes & Plains (22%), Mideast (16%), Southwest (16%), Far West (13%), New England (6%), and Rocky Mountain (5%) regions. A majority of key companies do business in only one state (73%) and have only one branch office (88%).
  - ◆ The average key company currently employs 10.5 full-time employees for its termite/general pest control business (5.8 technicians, 1.2 owners, 1.2 administration, 0.7 sales/marketing, 0.6 supervisory, 0.6 management, and 0.4 corporate staff).

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



**ReadexResearch**

Experienced. Trusted. Insightful.

2251 Tower Drive West, Stillwater, MN 55082

tel 651.439.1554 fax 651.439.1564

[www.readexresearch.com](http://www.readexresearch.com)

### **Table Title**

---

Data Interpretation

000	Key to Tables
001	Overall Expenses: Mean Summary
002	Wages/Salaries/Bonuses: Mean Summary
003	Employee Expenses: Mean Summary
004	Material/Supply Expenses: Mean Summary
005	Building Expenses: Mean Summary
006	Vehicle Expenses: Mean Summary
007	Marketing/Advertising Expenses: Mean Summary
008	Technology Expenses: Mean Summary
009	Operating Expenses: Mean Summary
010	Administrative Expenses: Mean Summary

© 2014 Readex Research

## **DATA TABLES**

Index to Tables

# 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

\*Results based on fewer than 30 responses are considered statistically unstable.

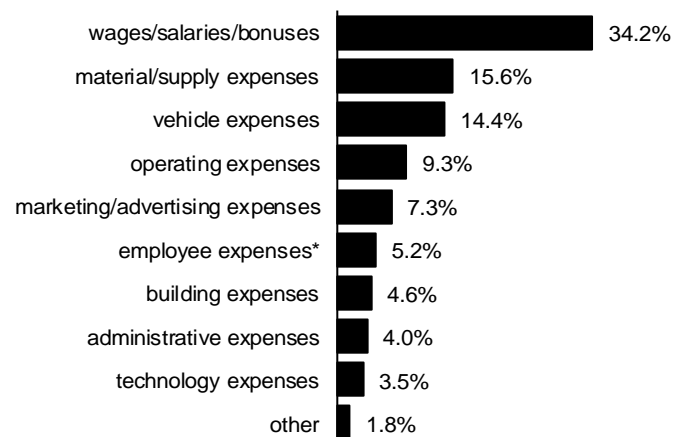
Segment	Description
TOTAL	all respondents
TERMITE/GENERAL PEST CONTROL BUSINESS REVENUE	those indicating their company's approximate revenue in its most recently completed fiscal year for its termite/general pest control business as:
\$2M+	\$2 million or more
\$1M - \$1.9M	\$1 - \$1.9 million
\$500k - \$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)

TABLE 001 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
<b>MEAN SUMMARY</b>														
base: those answering (fill-in answers)														
wages/salaries/bonuses	34.2%	39.8%	42.0%	36.1%	34.2%	35.6%	26.0%	35.4%	30.6%	31.2%	36.8%	43.3%	31.8%	35.5%
material/supply expenses	15.6%	9.6%	10.9%	13.3%	18.7%	15.5%	19.5%	15.3%	18.2%	15.9%	16.0%	11.9%	12.2%	16.2%
vehicle expenses	14.4%	10.4%	10.6%	11.7%	13.9%	13.9%	18.7%	13.0%	16.8%	14.7%	15.2%	10.3%	14.0%	14.5%
operating expenses	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	7.3%	7.1%	6.5%	7.5%	7.9%	6.7%	8.0%	4.9%	8.4%	8.6%	7.4%	5.8%	9.0%	6.5%
employee expenses (other than wages/salaries)	5.2%	8.2%	6.4%	5.7%	6.3%	5.8%	3.6%	5.4%	5.3%	5.3%	4.2%	6.0%	7.4%	4.6%
building expenses	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	4.0%	6.8%	5.9%	6.9%	4.0%	3.7%	2.1%	4.0%	3.1%	4.6%	3.4%	4.5%	4.8%	3.4%
technology expenses	3.5%	3.2%	3.1%	3.1%	2.8%	3.8%	3.2%	4.2%	2.9%	4.2%	2.3%	3.5%	3.6%	2.1%
other	1.8%	1.6%	1.0%	3.1%	0.2%	1.5%	2.3%	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%



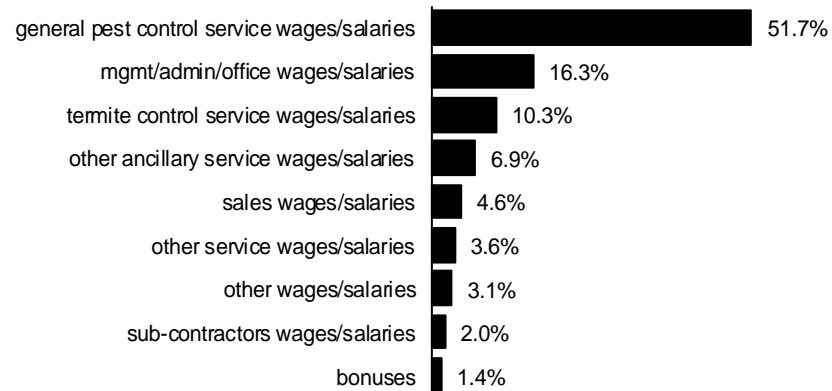
\*other than wages/salaries

TABLE 002 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
<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%



# NPMA and PCT

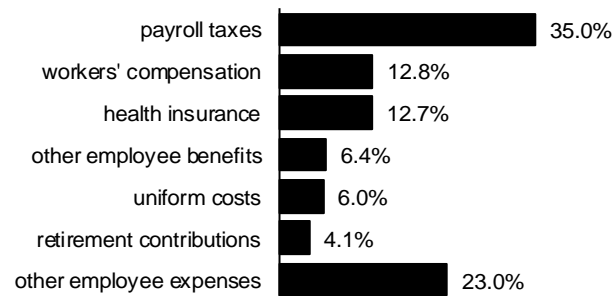
## 2014 Business Profile Survey

TABLE 003 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
MEAN SUMMARY														
base: those answering (fill-in answers)														
payroll taxes	35.0%	29.5%	23.2%	36.6%	39.8%	42.3%	27.0%	34.4%	31.1%	33.6%	47.9%	32.5%	26.1%	41.0%
workers' compensation	12.8%	14.3%	14.5%	12.4%	13.6%	15.3%	8.1%	9.1%	15.6%	16.2%	10.3%	10.7%	12.5%	10.5%
health insurance	12.7%	29.9%	24.4%	9.1%	10.3%	11.0%	8.5%	11.4%	8.2%	15.9%	6.5%	17.1%	22.3%	16.9%
other employee benefits	6.4%	5.3%	6.8%	5.2%	10.3%	6.1%	4.0%	8.9%	4.4%	4.5%	4.4%	7.2%	12.9%	8.0%
uniform costs	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%
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%	18.2%	16.0%	39.4%	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%



# NPMA and PCT

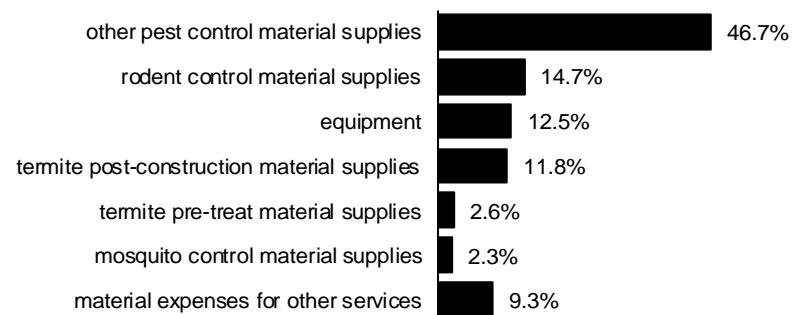
## 2014 Business Profile Survey

TABLE 004 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
<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%	55.8%	47.5%	50.0%	48.1%	49.1%	44.0%	34.4%	48.8%
rodent control material supplies	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%
equipment	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%
termite post-construction material supplies	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%
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%	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%	2.4%	1.7%	3.7%	2.6%	0.2%	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%	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%





# NPMA and PCT

## 2014 Business Profile Survey

TABLE 005 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
<b>MEAN SUMMARY</b>														
base: those answering (fill-in answers)														
rent	28.1%	47.6%	45.0%	35.6%	37.8%	24.8%	18.8%	28.2%	22.5%	30.7%	29.9%	26.8%	32.7%	33.6%
telephone	19.6%	10.3%	10.5%	13.4%	14.3%	23.0%	25.4%	16.6%	23.4%	20.2%	21.2%	18.0%	13.7%	16.4%
utilities	10.4%	7.8%	7.3%	9.3%	10.1%	13.1%	10.1%	9.3%	10.6%	11.8%	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%	6.8%	7.4%	9.8%	4.9%	8.4%	3.7%	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%	4.9%	4.7%	5.9%	2.9%	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%	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%

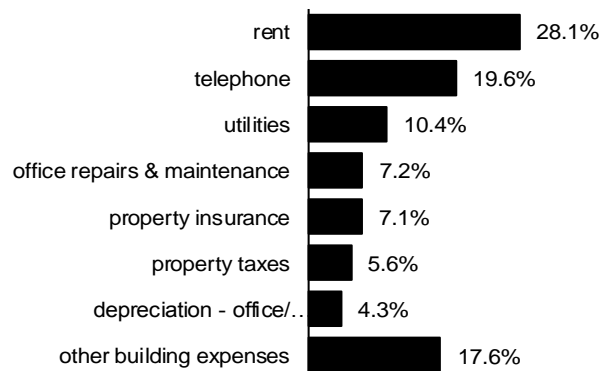


TABLE 006 page 1

### 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
<b>MEAN SUMMARY</b>														
base: those answering (fill-in answers)														
vehicle fuel costs	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%
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%	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%	15.6%	16.4%	14.2%	12.1%
vehicle purchases/leases	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%
vehicle licenses	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%
other vehicle expenses	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%
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%

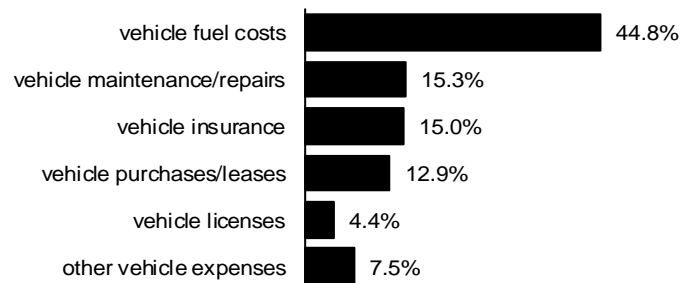
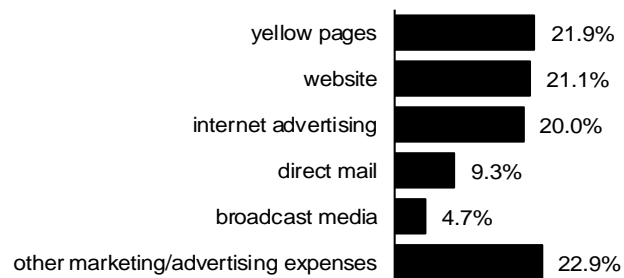


TABLE 007 page 1

### 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
MEAN SUMMARY														
base: those answering (fill-in answers)														
yellow pages	21.9%	24.2%	22.4%	14.4%	31.3%	25.7%	18.5%	17.9%	26.0%	9.0%	24.4%	18.7%	30.1%	44.3%
website	21.1%	11.9%	20.6%	21.5%	12.9%	24.3%	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%	16.8%	15.8%	26.1%	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%	9.6%	7.1%	5.6%	2.4%
broadcast media (TV, radio, billboard, etc.)	4.7%	10.7%	8.5%	11.7%	4.9%	3.8%	1.3%	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%	27.3%	29.1%	20.5%	21.7%	19.0%	17.3%	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%



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 008 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
<b>MEAN SUMMARY</b>														
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%	44.4%	43.1%	34.0%	53.3%	46.4%
technology maintenance/repairs	23.0%	32.0%	30.6%	26.7%	18.8%	24.6%	18.7%	26.6%	15.3%	20.4%	23.4%	42.3%	15.9%	9.8%
software	20.3%	23.1%	24.7%	26.1%	24.4%	20.5%	15.1%	18.2%	21.2%	22.3%	23.2%	11.6%	18.4%	32.3%
other technology expenses	14.5%	6.2%	6.2%	14.1%	11.9%	14.4%	19.9%	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%



# NPMA and PCT

## 2014 Business Profile Survey

TABLE 009 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
<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%	23.3%	31.4%	24.2%	24.7%	25.4%	15.5%	32.6%
taxes & licenses	16.5%	7.3%	13.4%	15.6%	13.2%	18.3%	19.6%	16.1%	15.9%	17.7%	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%	8.4%	9.3%	12.0%	12.9%	8.4%	20.1%	8.4%
travel expenses	10.2%	8.9%	7.7%	5.8%	6.8%	8.4%	14.3%	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%	7.7%	7.1%	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%	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%	0.5%	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%

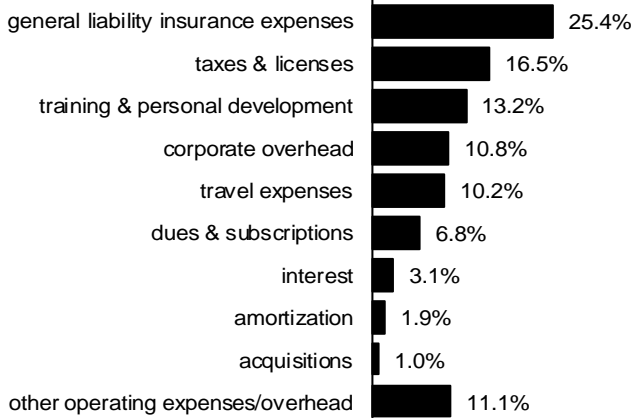


TABLE 010 page 1

### 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
<b>MEAN SUMMARY</b>														
base: those answering (fill-in answers)														
office printing supplies	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%
other office supplies	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%
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%	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%	14.8%	13.8%	13.3%	9.2%	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%	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%

