

Consumer Research Findings

TRSA[®]**100+**
est. 1912

Uniforms Convey Trust

Customers prefer uniformed employees in workplace settings:

<i>% Total Prefer for each workplace setting</i>	
Utilities (gas, electric, cable, phone, etc.)	90%
Delivery service (mail, packages, flowers, etc.)	87%
Restaurant staff	84%
Home service (plumber, cable/satellite, landscaper, appliance repair, moving company, etc.)	82%
Automotive repair or service (brake work, oil change, tire rotation, etc.)	80%
Retail salespeople	60%

When an employee is in uniform...

64%

Think the company's product or service will be higher quality

64%

Feel safer

61%

Have an increased confidence in their ability to do the job

55%

Would be more likely to choose that company

Uniforms (cont.)

A majority of those who wear a uniform for work wash it themselves

<i>Personal experience with uniforms</i>	
OWN OR WEAR A UNIFORM TOTAL	31%
I own a uniform that I wear for work that I wash myself	18%
My company provides a uniform that I wear for work and wash myself	10%
I own a uniform that I wear for work that my company washes for me	5%
My company provides a uniform that I wear for work that my company washes for me	5%
I own a uniform that I wear for fashion reasons, not for work	5%
I own/collect uniforms, but I don't really wear them	3%
None of the above	69%

90%

Of those that wear a uniform for work
launder it themselves

50%

Think uniforms are not purely functional,
but also have **fashion appeal**