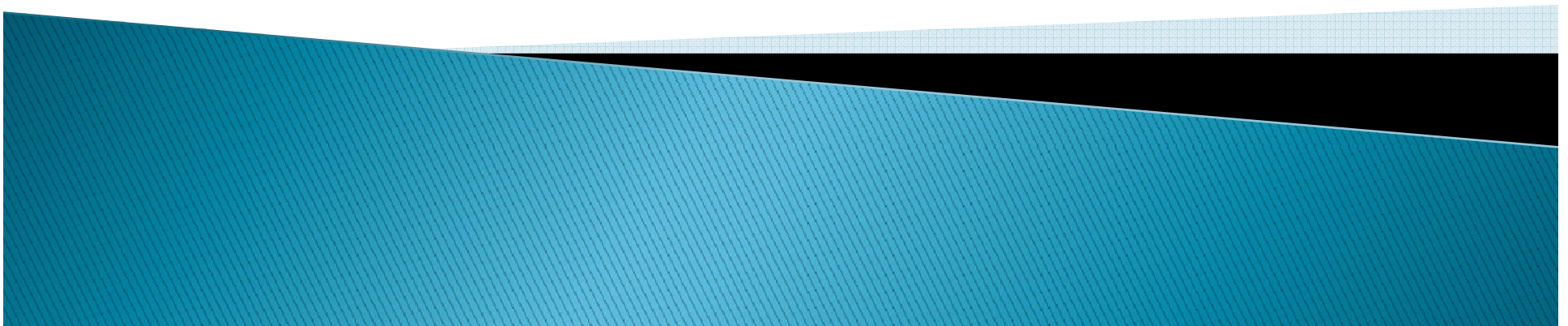


# Marketplace 2009 Trends and Strategies

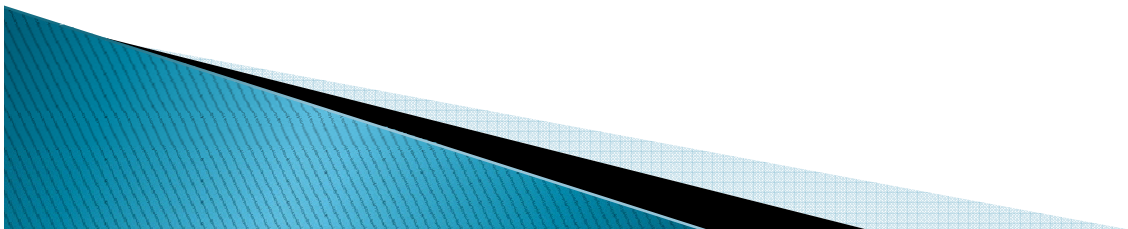
David Wall, PolyJohn Enterprises



What we'll cover today

# Trends and Strategies in Portable Sanitation

- ▶ decision-makers and influencers
- ▶ end-customer preferences
- ▶ opportunities and strategies

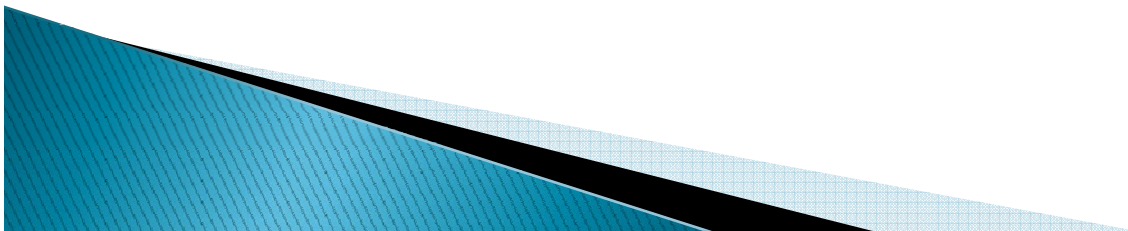


# Surveys and focus groups

3years of data gathering

“The World It’s a Changing”

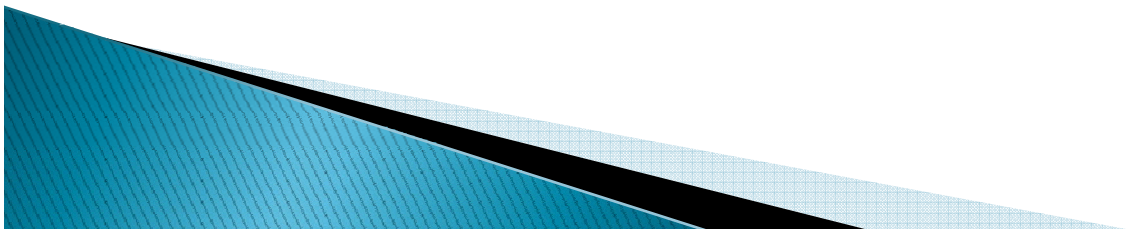
Bob Dylan



# Surveys and focus groups

## Decision-makers & Influencers

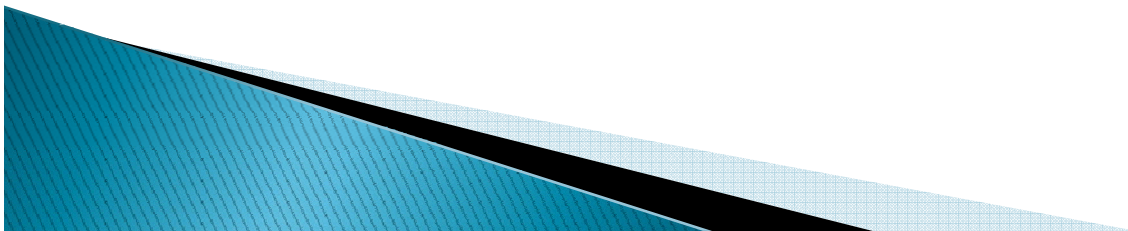
- ▶ Who makes the majority of buying decisions at Local Community Events?
  - Females – 83% of the time. Male – 17% of the time.
  - 97% of the decisions are committee decisions



# Surveys and focus groups

## Decision-makers & Influencers

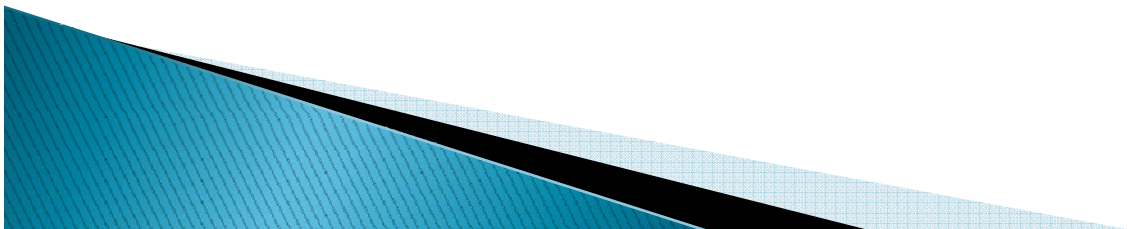
- ▶ When catered events are contemplated, who schedules the portable restrooms?
  - 65% of the time it, you guessed it, Females.
  - 61% of the decisions are committee decisions



# Surveys and focus groups

## Decision-makers & Influencers

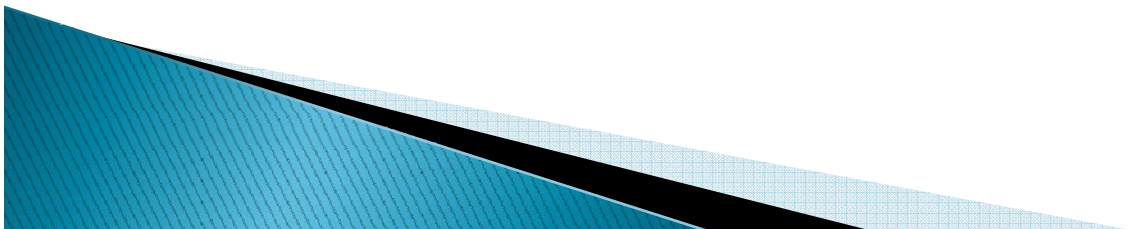
- ▶ The decision makers for backyard parties, weddings, family reunions and special events?
  - Females – 86% to the males at only 14%.



# Surveys and focus groups

## Decision-makers & Influencers

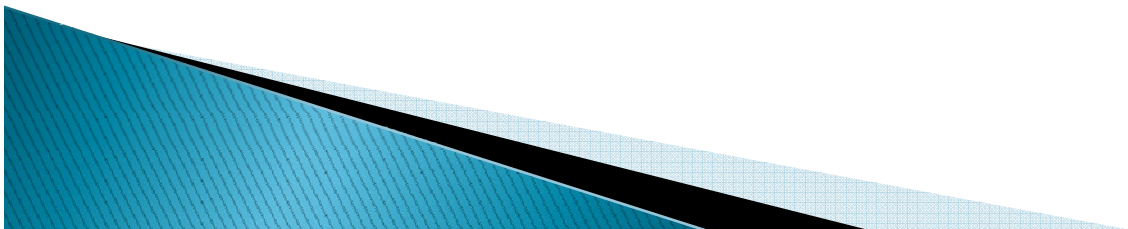
- ▶ Restroom trailer rentals?
  - Females again, with a commanding 81% compared to the men at only 19%.
  - 72% of the decisions are committee decisions



# Surveys and focus groups

## Decision-makers & Influencers

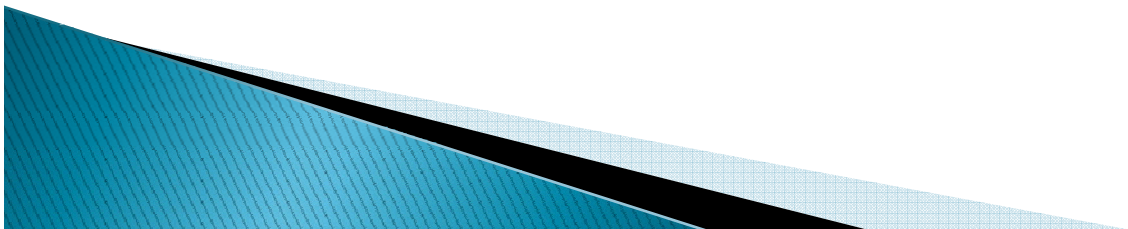
- ▶ Regional Community event level?
  - Females taking the lead 51% to 49% males.
  - 97% of the decisions are committee decisions.



# Surveys and focus groups

## Decision-makers & Influencers

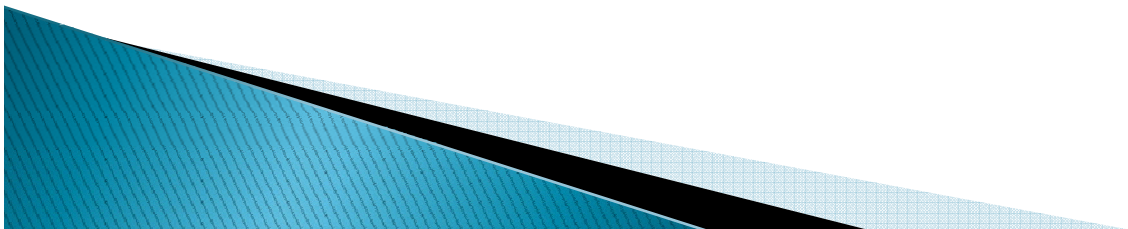
- ▶ Freshwater flushing/Concealed waste tanks
  - 98% females request once shown option
  - 36% males prefer once shown option



# Surveys and focus groups

## Decision-makers & Influencers

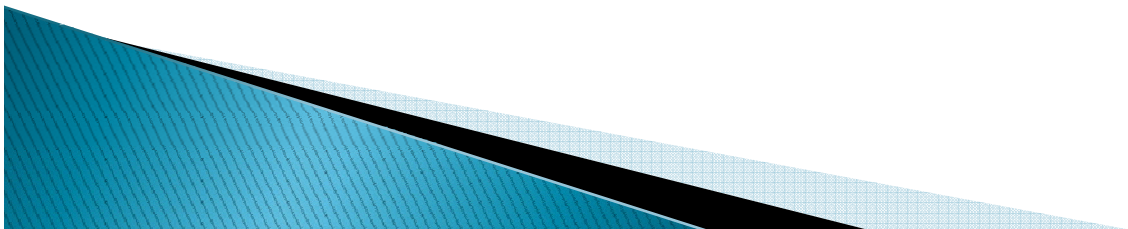
- ▶ E. coli – Hand washing & Hand Sanitizing
  - According to CDC estimates, E. coli causes 73,500 illnesses, 2,000 hospitalizations, and 60 deaths in the United States every year



# Surveys and focus groups

## Decision-makers & Influencers

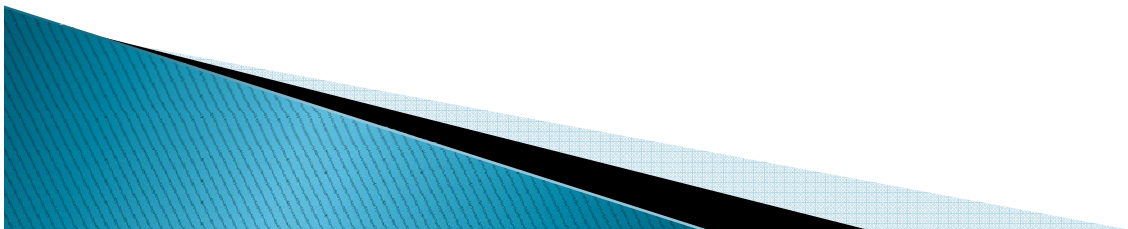
- ▶ E. coli – Hand washing & Hand Sanitizing
  - According to CDC estimates, E. coli causes 73,500 illnesses, 2,000 hospitalizations, and 60 deaths in the United States every year



# Surveys and focus groups

## Decision-makers & Influencers

- ▶ OSHA 1928.110(c)(2)(i)  
Field Sanitation Toilet and hand washing facilities.
  - One toilet facility and one hand washing facility shall be provided for each (20) employees or fraction thereof.





COMPETITION



OPPORTUNISTS

# Opportunities and Strategy

