Consumer Research Findings

UNIFORMS

Uniforms Convey Trust

Customers prefer uniformed employees in workplace settings:

% Total Prefer for each workplace setting	
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