



2014 MULTIFAMILY INDUSTRY INSIGHTS

APARTMENT RENTER ATTITUDES TOWARDS PESTS AND PEST CONTROL



PEST CONTROL DOWN TO A SCIENCE.™



40%

OF APARTMENT PEST SIGHTINGS



RECURRING PEST ISSUES

CAUSE 60%

OF APARTMENT RENTERS



TO LOOK FOR
A NEW PLACE
TO LIVE



94%

OF APARTMENT RENTERS

WANT TO BE NOTIFIED WHEN

THERE IS A PEST ISSUE

IN THE BUILDING





**BED BUGS GENERATE
THE MOST ANGST
AMONG APARTMENT RENTERS**

39% SAY IT IS THE PEST
THEY WOULD "LEAST"
LIKE TO SEE IN THEIR APARTMENT

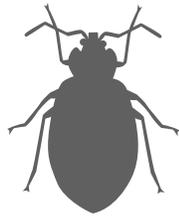
85% OF APARTMENT
RENTERS

HAVE ENCOUNTERED

A PEST

IN THEIR APARTMENT

THE PAST **12** MONTHS



MORE THAN **6** IN **10** APARTMENT
RENTERS

TELL SOMEONE 

WHEN THEY SEE **A PEST** 

51% OF APARTMENT
RENTERS

 **ARE RARELY OR
NEVER NOTIFIED**

OF UPCOMING VISITS FROM THEIR
PEST CONTROL
TECHNICIAN  

6 OUT OF 10 APARTMENT RENTERS HAVE DEALT WITH FLIES IN THE PAST 12 MONTHS ... MORE THAN ANY OTHER PEST

Just under half of all apartment renters have had to deal with ants and one-third with cockroaches. 5% of renters experienced a bed bug issue in the past 12 months.

PEST ENCOUNTERS (PAST 12m) (n=300)	1 OR MORE TIMES	ONCE	2-3x	4-5x	6x +	NONE
Flies	61%	16%	26%	8%	11%	39%
Ants	42%	21%	12%	3%	6%	58%
Cockroaches	34%	12%	12%	2%	8%	66%
Rodents	12%	8%	3%	0%	1%	88%
Bed Bugs	5%	3%	< 1%	1%	1%	95%
Other	--	12%	46%	16%	27%	--

Multiple mentions allowed
 Individual data points do not add up to "1 or more times" due to rounding
 SUMS TO +/- 100% DUE TO ROUNDING

PEST ENCOUNTERS (PAST 12m) • OTHER	N=83
Spiders	36%
Stink bugs	10%
Silver fish	8%
Moths	7%
Beetles	6%

Mentions less than 6% not included
 Multiple mentions allowed

APARTMENT RENTERS IN THE NORTHEAST & SOUTH ENCOUNTER MORE PESTS

Flies are the most common pest and are experienced by about 60% of apartment renters, regardless of region. Apartment renters in the South are the most likely to have had a recent experience with ants and with cockroaches. Apartment renters in the Northeast are most likely to have had a rodent issue.

PEST ENCOUNTERS (PAST 12m) SAW 1 OR MORE TIMES BY REGION	NORTHEAST (n=64) A	MIDWEST (n=60) B	SOUTH (n=101) C	WEST (n=75) D
Flies	64%	57%	61%	63%
Ants	30%	37%	55% ABD	40%
Cockroaches	28% B	12%	58% ABD	24%
Rodents	22% BD	8%	11%	8%
Bed Bugs	6%	2%	4%	8%

Multiple mentions allowed

APARTMENT RENTERS WOULD LIKE TO HAVE MORE INFO ON KEEPING PESTS OUT

Only 25% of apartment renters indicate they are currently receiving information and tips on keeping pests out; yet, 66% are interested in getting these kinds of tips from management.

GENERAL MAINTENANCE TIPS (n=300)	CURRENTLY RECEIVING TIPS ON ...	INTEREST IN RECEIVING				
		NOT AT ALL INTERESTED	NOT VERY INTERESTED	NEUTRAL INTERESTED	SOMEWHAT INTERESTED	VERY INTERESTED
Apartment maintenance and sanitation	37%	14%	8%	22%	34%	23%
Recycling	29%	12%	9%	27%	30%	22%
Keeping pests out	25%	10%	4%	20%	32%	34%
Cutting down on utility costs	18%	11%	6%	21%	28%	34%
None of the above	45%					

SUMS TO + / - 100% DUE TO ROUNDING

78% OF APARTMENT RENTERS WANT ENVIRONMENTALLY FRIENDLY PRODUCTS

When it comes to environmentally friendly products, the only distinction among age groups is among 55+...their “very important / concerned” rating is significantly higher than the 18-34 age group. Top 2 Box rating, however, is not significantly different.

PEST CONTROL PRODUCTS (n=300)	TOP 2 BOX	VERY IMPORTANT / CONCERNED	SOMEWHAT IMPORTANT / CONCERNED	NEUTRAL	NOT VERY IMPORTANT / CONCERNED	NOT AT ALL IMPORTANT / CONCERNED
IMPORTANCE OF ... ENVIRONMENTALLY FRIENDLY PRODUCTS	78%	36%	42%	17%	3%	2%
CONCERN FOR ... CHEMICALS IN PEST CONTROL PRODUCTS	61%	21%	40%	25%	11%	3%

SUMS TO +/- 100% DUE TO ROUNDING

ENVIRONMENTALLY FRIENDLY PRODUCTS	18-34 (n=80) A	35-54 (n=102) B	55+ (n=118) C
TOP 2 BOX	75%	75%	82%
Very Important	26%	36%	42% A
Somewhat Important	49%	38%	40%

84% OF APARTMENT RENTERS WITH AN OPINION ON PEST CONTROL COMPANIES PREFER A RECOGNIZED BRAND

PEST CONTROL BRAND (n=300)	TOP 2 BOX	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT
<u>IMPORTANCE OF...</u> A NATIONAL BRAND	84%	26%	58%	12%	5%

SUMS TO +/- 100% DUE TO ROUNDING

85% OF APARTMENT RENTERS HAVE ENCOUNTERED SOME SORT OF PEST IN THEIR APARTMENT THE PAST 12 MONTHS

**SAW A PEST
INCLUDING FLIES**

85%

PAST 12 MONTHS
(n=300)

**SAW A PEST
EXCLUDING FLIES**

73%

PAST 12 MONTHS
(n=300)

MORE THAN 6 IN 10 APARTMENT RENTERS TELL SOMEONE WHEN THEY SEE A PEST

DID YOU TELL ANYONE ABOUT THE PESTS?	n=255
Yes, I told someone	65%
I told 1 person	28%
I told 2-5 people	33%
I told 6-10 people	2%
I told more than 10 people	3%

18-34 (n=74) A	35-54 (n=79) B	55+ (n=102) C
85% ^{BC}	61%	54%

HOW DID YOU TELL THEM?	n=166
Mentioned it in person / on the phone	95%
Emailed about it	8%
Posted on social media	7%
Blogged about it	1%
Other	3%

1 IN 4 APARTMENT RENTERS WOULD REPORT PESTS AFTER THE VERY FIRST SIGHTING

APARTMENT RENTERS REPORT A PEST SIGHTING...	n=300
After seeing pests on more than one occasion	42%
After trying to rectify the situation myself unsuccessfully	27%
After seeing a single pest	26%
After talking to others in my building who have had a similar pest experience	3%
After someone else in my building also saw a pest	< 1%
Other (Depends on the pest, I would immediately move)	2%

SUMS TO + / - 100% DUE TO ROUNDING

RECURRING PEST ISSUES CAUSE 60% OF APARTMENT RENTERS TO LOOK FOR A NEW PLACE TO LIVE

APARTMENT RENTERS BEGIN SEARCHING FOR A NEW APARTMENT ...	n=300			
After experiencing recurring pest issues	60%			
After one week of no response from management	19%			
After a day or two of no response from management	16%			
At the first signs of an infestation	13%			
After trying to resolve the problem myself unsuccessfully	7%			
At the first sight of a pest	3%			
Other (depends on type of pest, if manager ignored it)	2%			
A pest problem wouldn't cause me to look for a new apartment	13%	→	3%	9%
			18-34 (n=80) A	35-54 (n=102) B
				55+ (n=118) C
				23% ^{AB}

SUMS TO +/- 100% DUE TO ROUNDING
Multiple mentions allowed

APARTMENT RENTERS WANT TO KNOW IN ADVANCE WHEN THE TECH IS COMING

PREFERENCE FOR INVOLVEMENT IN PEST CONTROL ...	n=300
Prefer <u>face-to-face</u> involvement	30%
Just want to know <u>when</u> the tech is coming and <u>what</u> he did	55%
Prefer to be <u>uninvolved</u>	15%



WHICH IS MOST IMPORTANT REGARDING A PEST CONTROL TECH VISIT ...	n=165
WHEN: Knowing in advance the day and time	74%
WHAT: Knowing what the tech did during the visit	26%

HOWEVER, HALF OF APARTMENT RENTERS ARE EITHER RARELY OR NEVER NOTIFIED OF UPCOMING PEST CONTROL

APARTMENT RENTERS ARE NOTIFIED OF PEST CONTROL TECH VISITS ...	n=300
Never	32%
Rarely	19%
Sometimes	14%
Often	6%
Always	29%

40% OF APARTMENT PEST SIGHTINGS GO UNREPORTED

HISTORY WITH PESTS	n=300
Ever seen a pest	73%
Never seen a pest	27%

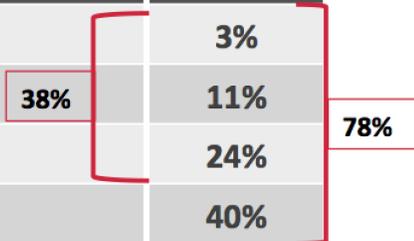
HISTORY REPORTING PESTS	n=220
Reported it	60%
Did not report it	40%

HOW RESPONSIVE WAS MANAGEMENT?	n=133
Very responsive	53%
Somewhat responsive	35%
Neither responsive nor unresponsive	6%
Not very responsive	6%
Not at all responsive	--

IF PEST ISSUES ARE NOT RESOLVED WITHIN 24 HOURS, YOU'VE FAILED TO MEET THE EXPECTATION OF 38% OF APARTMENT RENTERS...78% IF NOT RESOLVED WITHIN A FEW DAYS

EXPECTED <u>RESPONSE</u> TIME	n=300
Within minutes	4%
Within a few hours	10%
The same day	26%
Within 24 hours	38%
Within a few days	19%
Within a week	4%

EXPECTED <u>RESOLUTION</u> TIME	n=300
Within a few hours	3%
The same day	11%
Within 24 hours	24%
Within a few days	40%
Within a week	17%
Within a few weeks	6%



BED BUGS ARE THE MOST FEARED

THE PEST RENTERS LEAST LIKE TO SEE	n=300
Bed Bugs	39%
Rodents	28%
Cockroaches	26%
Ants	2%
Flies	1%
Other (Mice, Moths, Skunks, Spiders, Stink Bugs)	4%

**ONLY 17% OF APARTMENT RENTERS REPORT
HAVING A BED BUG POLICY**

YES
17%

NO
29%

**DON'T
KNOW**
54%

SUMS TO +/- 100% DUE TO ROUNDING

ETHNICITY	n=300
Caucasian / White	67%
African American / Black	17%
Asian	8%
Hispanic / Latino (of any race)	5%
Other	3%

GENDER	n=300
Male	50%
Female	50%

AGE	n=300
18 – 24	6%
25 – 34	20%
35 – 44	16%
45 – 54	18%
55 – 64	20%
65+	20%

REGION	n=300
Northeast	21%
Midwest	20%
South	34%
West	25%

HOUSEHOLD INCOME	n=300
< \$25,000	21%
\$25,000 - \$49,999	35%
\$50,000 - \$74,999	22%
\$75,000 - \$99,999	12%
\$100,000 or more	9%

CHILDREN < 18yrs IN HH	n=300
0	92%
1	5%
2	2%
3	< 1%
4	1%
5	0%
6 or more	0%

MARITAL STATUS	n=300
Single (never married)	43%
Married / Partnered	32%
Divorced / Separated / Widowed	26%



