



PEST CONTROL SURVEY RESULTS

RESULTS OF A SURVEY COMMISSIONED BY ORKIN AND CONDUCTED BY RUSSELL
RESEARCH GROUP SHOWS CONSUMERS' REACTIONS TO COMMON PESTS.



PEST CONTROL DOWN TO A SCIENCE.™



46% OF PEOPLE ARE MOST

CONCERNED ABOUT

ROACHES

TWENTY-EIGHT PERCENT SAY

ANTS



TWENTY PERCENT SAY

FLEAS

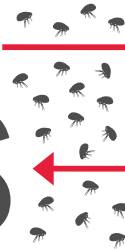


PET OWNERS

ONLY 65% OF THEM




PROTECT PETS FROM FLEAS



WHY ARE WE AFRAID

OF COCKROACHES?









42% 
SAY BECAUSE
THEY CAN SPREAD
DISEASE

24% SAY
BECAUSE THEY
CONTAMINATE
 **FOOD**

WHAT DO WE DO

WHEN WE SEE A ROACH AT HOME?

- 47%**  **STEP ON IT**
- 36%**  **USE A SPRAY**
- 32%**  **CLEAN UP**
- 25%**  **SET A TRAP**
- 24%**  **CALL A PRO**
- 17%**  **SCREAM**

TO GET RID OF ANTS, RESPONDENTS WOULD LIKELY TRY THE FOLLOWING:

ANSWERS	%
Bait	44%
Crush the visible ants	38%
Get rid of food and water sources in the home	35%
Call a professional	26%
A line of spices (salt, cinnamon or cayenne pepper) where they're entering the house	20%
Borax soap	19%
Vinegar	16%
Drown the ants with water	13%
None of these	7%

TO GET RID OF COCKROACHES, RESPONDENTS WOULD LIKELY TRY THE FOLLOWING:

ANSWERS	%
Over the counter spray	52%
Kill them as I see them	50%
Clean the house	45%
Bait or trap	45%
Call a professional	43%
Get rid of food and water sources in the home	33%
Use soap and water to kill them	7%
None of these	1%

TO GET RID OF FLEAS, RESPONDENTS WOULD LIKELY TRY THE FOLLOWING:

ANSWERS	%
Bathe pets	53%
Wash the bedding	49%
Vacuum	43%
Call a professional	38%
Seal cracks, gaps and holes to keep out flea hosts, like rodents	21%
Spray vinegar on fleas	15%
Spray lemon water on fleas	12%
None of these	10%