



2014

RESTAURANT INDUSTRY INSIGHTS

PATRON ATTITUDES TOWARD PESTS & PEST CONTROL



PEST CONTROL DOWN TO A SCIENCE.™



**FLIES
ARE THE**

**MOST FREQUENTLY
ENCOUNTERED PESTS
IN RESTAURANTS**

    **HALF OF
PATRONS**

**SAW A PEST
AT A RESTAURANT VISIT**

**IN THE PAST 12 MONTHS &
95% OF THOSE SIGHTINGS
INCLUDED FLIES** 

43% **OF PATRONS
WHO SAW** **A PEST**



TOLD SOMEONE ABOUT IT

**AND HALF OF
THOSE PATRONS**



TOLD MORE THAN ONE PERSON



**MORE THAN HALF
OF PATRONS**

EXPECT A DISCOUNT ON THEIR CHECK



OR AT THEIR NEXT VISIT



WHEN SEEING A PEST IN A



BUFFET



DINING FLOOR



KITCHEN



BAR AREA



**81% OF PATRONS
WILL NEVER**

**RETURN TO A RESTAURANT
IF THEY SEE A PEST ON
THEIR PLATE OF FOOD**



**76% OF PATRONS
WILL NEVER**

**RETURN TO A RESTAURANT
IF THEY SEE MULTIPLE PESTS
ANYWHERE IN THE RESTAURANT**



**HALF SAW A PEST DURING A RESTAURANT VISIT
IN THE PAST 12 MONTHS, AND 95% OF THOSE
SIGHTINGS INCLUDED FLIES**



FLIES ARE PATRONS' MOST FREQUENTLY ENCOUNTERED PEST

PEST ENCOUNTERS (PAST 12m) (n=300)	1 OR MORE TIMES	ONCE	2-3x	4-5x	6x +
Flies	48%	20%	23%	4%	1%
Ants	9%	6%	2%	1%	--
Cockroaches	7%	5%	1%	< 1%	--
Rodents	1%	1%	1%	--	--
Other	6%	1%	3%	1%	< 1%

SUMS TO +/- 100% DUE TO ROUNDING

Individual data points do not add up to "1 or more times" due to rounding

↓
Stink Bug, Gnats, Mosquitoes, Bees, Birds, Ticks, Geckos, Silverfish, Fruit Flies

**THE DINING ROOM IS THE PLACE PATRONS MOST FREQUENTLY SEE PESTS,
AND FLIES ARE BY FAR THE MOST COMMON DINING ROOM OFFENDER**

LOCATION OF PEST	n=153
In the dining room	53%
On the patio	20%
In the bar area	11%
In the bathroom	11%

TYPE OF PEST	DINING RM FLOOR (n=81)
Flies	78%
Cockroaches	16%
Ants	14%
Rodents	1%
Other (Beetles, Fruit Flies)	6%

NOTE: Sample size for all other restaurant locations too small to report

75% OF FLY SIGHTINGS GO UNREPORTED, MOSTLY BECAUSE PATRONS DON'T CONSIDER FLIES TO BE A BIG ISSUE

FLY SIGHTINGS		n=153		
Reported it		25%	→	
Did not report it		75%		
			REASON FOR NOT REPORTING	
				n=115
			It was "just a fly"	44%
			Not a big deal/ I didn't care	17%
			There were people going in and out/the door was open	9%
			Decided to leave/already leaving	5%
			Didn't think restaurant care/would make a difference	4%
			Don't know	4%

Mentions less than 6% not included

43% OF PATRONS WHO SAW A PEST TOLD SOMEONE ABOUT IT, AND HALF OF THOSE PATRONS TOLD MORE THAN ONE PERSON

DID YOU TELL ANYONE ABOUT THE PESTS?	n=153
Yes, I told someone	43%
I told 1 person	22%
I told 2-5 people	18%
I told 6-10 people	2%
I told more than 10 people	1%

SUMS TO + / - 100% DUE TO ROUNDING

BY A WIDE MARGIN, PATRONS WOULD LEAST LIKE TO SEE RODENTS IN

Cockroaches rank a distant second but are the only other pest with a measurable presence when it comes to pests patrons would least like to see.

THE PEST RESTAURANT USERS LEAST LIKE TO SEE	n=300
Rodents	60%
Cockroaches	31%
Flies	4%
Ants	2%
Other (Snakes, Rats, Geckos)	2%

SUMS TO + / - 100% DUE TO ROUNDING

56% OF PATRONS ARE LIKELY TO TAKE TO THE INTERNET AFTER A PEST SIGHTING TO WRITE A NEGATIVE REVIEW, POST ON SOCIAL MEDIA OR BLOG ABOUT IT

PATRONS THAT TAKE TO THE INTERNET

56%

(n=300)

64% OF PATRONS ARE LIKELY TO MENTION A PEST SIGHTING TO SOMEONE

1 in 4 are very likely to write a negative review or email about a pest sighting. 15% are very likely to post about it on social media. 8% of say they would contact the Board of Health after seeing a pest in a restaurant.

LIKELIHOOD TO COMMUNICATE A PEST SIGHTING (n=300)	VERY LIKELY	SOMEWHAT LIKELY	NEITHER LIKELY NOR UNLIKELY	NOT VERY LIKELY	NOT AT ALL LIKELY
Mention it to someone in person or by phone	45%	19%	10%	4%	8%
Email about it	24%	13%	15%	15%	28%
Write a negative review*	23%	18%	17%	13%	24%
Post on social media*	15%	16%	15%	16%	37%
Blog about it*	6%	5%	14%	17%	58%
What other actions would you take? 28% (n=85)					

	Tell the manager/owner	51%	ANSWER CHOICE : "I have done this" not included
	Contact the Board of Health	28% (OF "OTHER" & 8% OF ALL DINERS)	
	Tell the waitress/waiter	9%	
	Notify corporate/parent company	5%	
	I would not return	5%	

PATRONS AGED 35-54 ARE SIGNIFICANTLY MORE LIKELY THAN PATRONS AGED 55+ TO POST TO SOCIAL MEDIA OR WRITE A NEGATIVE REVIEW/EMAIL REGARDING PESTS IN RESTAURANTS

LIKELIHOOD TO COMMUNICATE A PEST SIGHTING	n=300	18-34 yrs (n=61) A	35-54 yrs (n=95) B	55+ yrs (n=144) C
Mention it to someone in person or by phone	64%	56%	71%	63%
Write a negative review	41%	39%	51% C	35%
Email about it	37%	38%	46% C	31%
Post on social media	31%	43% C	42% C	19%
Blog about it	11%	16%	11%	9%

PATRONS ARE MOST LIKELY TO LEAVE BEFORE THE END OF A MEAL WHEN PESTS ARE SPOTTED ON OR AROUND FOOD (e.g. kitchen, buffet, plate/food)

Patrons are most likely to do nothing when pests are seen in the parking area, followed by the patio. For each of the non-patio/parking area locations, more than half of patrons indicate they would report pests to a staff member or manager if they were to see a pest in that area.

REACTION TO A PEST SIGHTING (n=300)	HOSTESS AREA	DINING RM FLOOR	BAR AREA	PATIO	KITCHEN	BATHROOM	BUFFET	PLATE / FOOD	PARKING AREA
Report it to staff / a manager	58%	63%	64%	43%	57%	59%	60%	55%	22%
Mention it to my dinner party	14%	10%	10%	14%	5%	11%	5%	3%	13%
Leave before the end of my meal	13%	13%	11%	4%	28%	7%	29%	37%	4%
Nothing	13%	8%	12%	28%	7%	10%	4%	2%	51%
Kill it	3%	7%	3%	11%	2%	14%	2%	2%	11%

SUMS TO + / - 100% DUE TO ROUNDING

PATRONS WILL NEVER RETURN TO A RESTAURANT IF THEY SEE A PEST ON THEIR PLATE/FOOD (81%) OR IF THEY SEE MULTIPLE PESTS IN ANY LOCATION OF THE RESTAURANT (76%)

97% of patrons mention at least one type of pest encounter that would make them never return to a restaurant.

THRESHOLD FOR NEVER RETURNING	n=300
Seeing a pest on my plate/in my food	81%
Seeing multiple pests in any location of the restaurant	76%
Seeing a pest at the buffet	68%
After reporting a pest to an unresponsive staff member/manager	68%
Seeing a pest in the kitchen	61%
Seeing a pest on the dining room floor	45%
Seeing a pest in the hostess area	30%
Seeing a pest in the bar area	30%
Seeing a pest in the bathroom	26%
Seeing a pest on the patio	11%
Seeing a pest in the parking area	6%
Other (Depends on the type of pest, seeing a pest anywhere)	4%
None of these would cause me not to return	3%

Multiple mentions allowed

MORE THAN HALF OF PATRONS EXPECT SOME SORT OF DISCOUNT ON THEIR CURRENT CHECK OR DURING THEIR NEXT VISIT WHEN THEY SEE A PEST IN THE BUFFET, KITCHEN, ON THE DINING ROOM FLOOR OR IN THE BAR AREA

HIGHEST LEVEL OF RESPONSE EXPECTED (n=300)	I EXPECT NO RESPONSE	MANAGER APOLOGY	DISCOUNT ON MY NEXT VISIT	DISCOUNT ON MY CURRENT CHECK	PAY FOR 100% OF MY CURRENT CHECK	PAY FOR 100% OF MY CURRENT CHECK AND OFFER A DISCOUNT ON MY NEXT VISIT
On my plate / In my food	1%	6%	1%	8%	32%	52%
At the buffet	1%	16%	4%	17%	35%	27%
In the kitchen	3%	20%	5%	19%	29%	25%
On the dining room floor	5%	33%	8%	23%	20%	11%
In the bar area	5%	38%	11%	20%	17%	10%
In the hostess area	8%	50%	7%	15%	14%	6%
In the bathroom	10%	53%	9%	12%	11%	5%
On the patio	24%	43%	5%	14%	9%	4%
In the parking area	57%	27%	4%	5%	4%	3%

SUMS TO + / - 100% DUE TO ROUNDING

NEARLY 3 IN 4 PATRONS FELT/WOULD FEEL DISGUSTED OR GROSSED OUT UPON SEEING A PEST

RESPONSE TO SEEING / THE THOUGHT OF SEEING A PEST IN A RESTAURANT	n=300
Disgusted / Grossed out	71%
Concerned	45%
Angry	22%
Scared	7%
Other (Sick, Disappointed, Depends on the type of pest)	5%
Did not / Would not bother me	3%

Multiple mentions allowed

SUMS TO + / - 100% DUE TO ROUNDING

PAST WEEK RESTAURANT USAGE	FULL SERVICE RESTAURANTS n=300	FAST FOOD RESTAURANTS n=300
AVERAGE	2	1.8
0 times	--	25%
1 time	47%	27%
2 times	30%	24%
3 times	14%	10%
4 times	3%	6%
5 times	4%	6%
6 times	< 1%	1%
7 times	1%	1%
8 times	< 1%	< 1%
9 times	--	--
10 times	--	--
11+ times	0.3%	1%

GENDER	n=300
Male	53%
Female	47%

AGE	n=300
18 – 24	6%
25 – 34	15%
35 – 44	15%
45 – 54	16%
55 – 64	21%
65+	27%

REGION	n=300
Northeast	17%
Midwest	23%
South	34%
West	26%

ETHNICITY	n=300
Caucasian / White	68%
African American / Black	10%
Asian	10%
Hispanic / Latino (of any race)	6%
Other	6%

MARITAL STATUS	n=300
Single (never married)	23%
Married / Partnered	64%
Divorced / Separated / Widowed	13%

HOUSEHOLD INCOME	n=300
< \$25,000	7%
\$25,000 - \$49,999	22%
\$50,000 - \$74,999	26%
\$75,000 - \$99,999	21%
\$100,000 or more	24%

CHILDREN < 18yrs IN HH	n=300
0	81%
1	10%
2	7%
3	1%
4	--
5 or more	0.3%



