

PRESS RELEASE

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For Immediate Release

Eastern North Carolina Homeowners Rate Pest Services

Charlotte, NC– Research Associates, a Charlotte-based research firm, has announced the results of an extensive survey conducted for the pest services industry. The survey was distributed to 1000 resident in eastern North Carolina and comparatively analyzed the number of homeowners utilizing pest services by kinds of services utilized and the companies providing the services.

The survey experienced a 26% return rate or 260 completed returns out of 1000 distributed. Respondents indicated that the vast majority of homes are serviced annually or quarterly, with a minority of homes opting for one-time services. Services receiving the highest requests were termite and pest control; mixed use ranked for both commercial and residential property.

Length of service was also reported with results indicating a strong customer loyalty base.

48% of customers indicated a 7+ year contractual relationship, followed by 26% for one to three years. 19% for four to seven years. Only 7% indicated a relationship of less than one year.

When responding to “Why did you choose your current pest control company?” participants overwhelming indicated reputation– 32%, followed by services offered 21% with 18% swayed by a referral. Price fell a distant fourth at 14%.

From an aided recall question, the top five pest control companies in eastern North

Carolina ranked as follows: Rid-A-Pest, Inc. 23.3%, Clegg's at 18.2%, Terminix with 17%, Orkin following at 6.3% and All-American Pest Control falling at fifth with 5.6%.

The survey has a margin of error of 4-6%. Results will be used to monitor current services and indicate future pest control needs in eastern North Carolina.

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