

Home Pest Control Facts

Chief Home Invaders



50%

Ants

can carry objects 50x their own body weight



30%

Cockroaches

can submerge under water for 30 mins

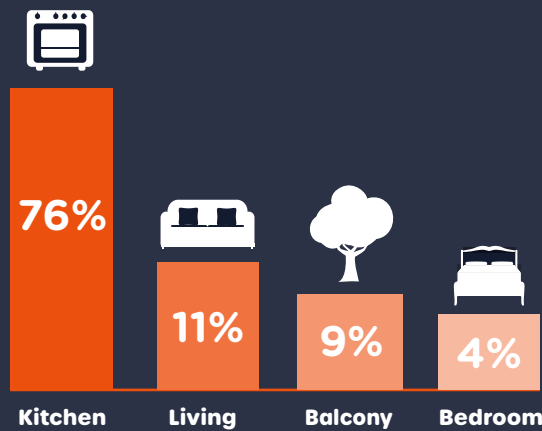


13%

Lizards

can regrow their tails after it drops off

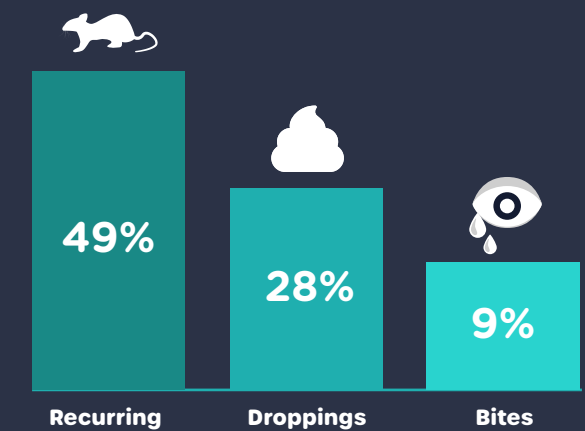
Hot Spots



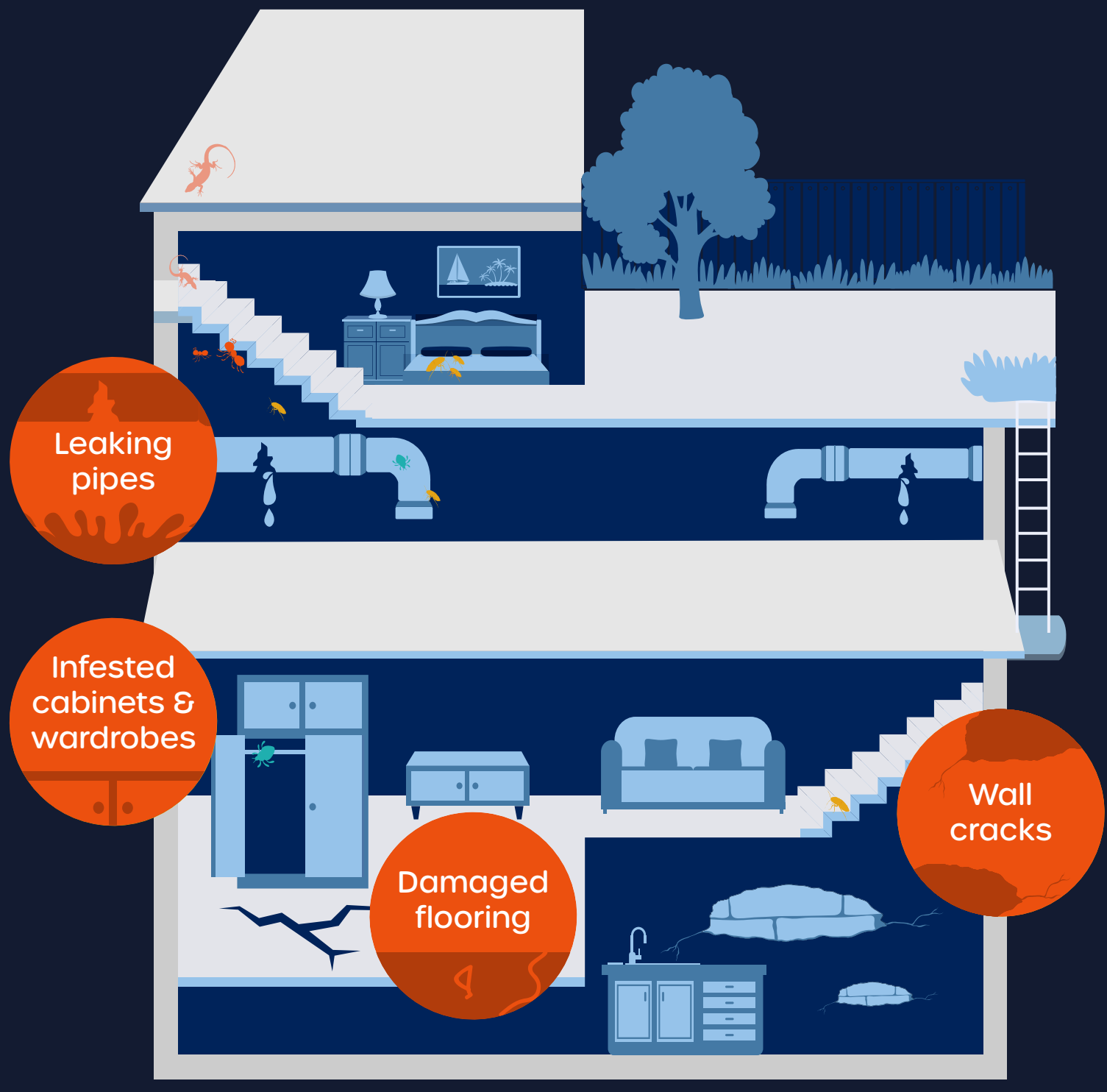
Kitchen:

The kitchen is the top hiding place for cockroaches, ants, rodents, termites & flies

Top 3 Challenges



Conditions that Attract Pests



Concerns in Engaging Pest Control



Cost



Perceived condition is trivial



Long-term commitment

Common Information Sources

Internet Social Media



Friends & Family

Top 3 Preferred Solutions to Keep Pests Away

1

Practise Good Housekeeping (70%)



Clean spills



Remove clutter



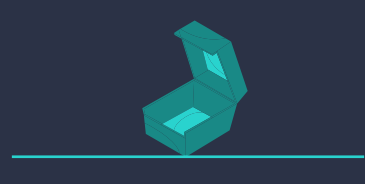
Use a bin with lid



Fix leakages



Empty trash regularly



Keep food in well-sealed containers

2

Tools Found in Supermarkets (69%)

3

DIY Solutions (42%)