

NEWS ALERT – IMMEDIATE RELEASE

Britain's Infestation Crisis: 8.2 Million Homes Plagued by Mice

1 in 10 ignore the problem in the hope it resolves itself

LONDON, AUGUST 2013 - Research released today from RatedPeople.com has revealed that **71%** of British homes are plagued by pests. The research from the online tradesmen recommendation service found that as many as **8.2 million¹** homes have a problem with mice, and **6.9 million** homes have issues with wasps. In total, **18.7 million** UK households suffer from a pest problem.

The research found that the most common way homeowners become aware of unwanted house guests is through the discovery of animal droppings in their home (33%) and nearly a fifth (19%) said they were alerted by mysterious noises. Disturbingly 9% of homeowners were only alerted to the problem once bites and lumps started appearing on their family members and 1 in 10 only became aware of an infestation when their clothing had been damaged.

Even more alarmingly, 1 in 10 homeowners said they tried to ignore the problem in the hope it would resolve itself. 50% said they have bought poison or traps to kill the pests themselves in a bid to solve the problem and 33% called in a professional.

However, the impact of pests is more than just unsanitary droppings around the home; 72% of people said they suffer emotional distress due to a pest problem. What's more, over half of homeowners said they would be embarrassed about their home if it had a problem; even going as far as avoiding inviting over visitors (53%), seemingly with good reason as 35% of respondents would not be happy to visit a home that had a pest problem.

Chris Burke, Director of Research at RatedPeople.com, added:

"Mice and other pests aren't new to British homes, but the research highlighted that a surprising amount of UK homes have pests that homeowners have not done anything about. We know that many of homeowners are leading busy lives, and it's easy to try and ignore a pest problem and hope it will go away. By addressing the issue early it needn't be a big ordeal to fix the problem and it will save you money that you would have to spend rectifying the damage that many pests can cause, if left untreated. Our top tips for dealing with pest problems are

- Identify the type of pest causing the problem, call in a professional if you are not sure
- Treat the symptoms by eradicating the pests. Use more than one treatment method at once to maximise the chances of completely exterminating the infestation. Follow any product instructions very carefully, if in any doubt call in a professional
- Address the root of the problem, for example mice are attracted by uncovered food items and poor storage

¹ Based on ONS figures of 26.4 million homes in the UK

- Take the opportunity to have a general clean-up and de-clutter as a tidier, cleaner home is generally less attractive to pests as there are fewer food sources and nooks and crannies to hide in
- ENDS -

NOTES TO EDITORS

About RatedPeople.com

RatedPeople.com is the UK's largest trade recommendation service that connects homeowners with over 30,000 quality, local tradesmen nationwide.

Homeowners who are in need of a tradesman can post jobs for free on RatedPeople.com and receive quotes from up to three interested tradesmen.

Only homeowners who have found their tradesman through RatedPeople.com can leave ratings, so they are always based on genuine experiences from previous customers. These ratings, based on quality, value and reliability, allow other homeowners to confidently hire a tradesman they can trust.

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