

PPMA's AI Research Findings

September 2021

• Termites

- Engagement around the topic of termites increased **655%** from August 2021 to September 2021, representing the highest increase out of any other core pest during that time.
 - New Jersey saw the highest engagement growth rate on the topic at **479%**.

Engagement around termites

For entire US	
Month	Engagement
September 2021	655% Increase
Termites had the highest increase this month.	

State	% increase in engagement from August
New Jersey	479%

Mice

- Engagement around the topic of mice increased 22% from August 2021 to September 2021, representing the second-highest increase out of any other core pest during that time.
 - North Carolina and New Hampshire saw the highest engagement growth rates on the topic at 7,743% and 2,179%, respectively

Engagement around mice

For entire US

Month	Engagement
September 2021	22% Increase

Mice had the 2nd highest increase this month.

State	% increase in engagement from August
North Carolina	7,743%
New Hampshire	2,179%
Florida	1,230%
Georgia	394%
Ohio	314%
California	296%

Other Core Pests

- Of the remaining core pests, the following states also experienced substantial spikes in engagement from August 2021 to September 2021.

September Engagement

Mosquitoes	
State	% increase in engagement from August
Michigan	13,799%
Nebraska	221%

Spiders	
State	% increase in engagement from August
North Carolina	8,375%
Virginia	2,072%

Ticks	
State	% increase in engagement from August
North Carolina	4,281%
Connecticut	407%

Wasps	
State	% increase in engagement from August
Illinois	3,465%
Colorado	477%

Most Problematic Pests by % of September Engagement

These are the pests that had the highest engagement in September overall and their percent of total September pest-related engagement.

Pest	% of total September engagement
Flies	36%
Mosquitoes	11%
Rats	10%

Health & Home Concerns

These pests were of most concern in September as they relate to potential health and home threats and how much engagement has increased from the previous month.

Pest	% increase from August
Rodents	10%
Mice	3%

Most Problematic Pests Since August

These are the pests that have had the highest increases in engagement since August. This **does not** take into consideration the pest's **overall** engagement for the month of September.

Pest	% increase from August
Termites	655%
Groundhog	385%
Centipede	142%
Bedbugs	38%
Mice	22%
Crickets	22%
Beetles	17%
Bats	10%

Where are people seeing Rats, Mice, and Rodents?

Location	% increase from August
Kitchen	24%
Bathroom	11%
Backyard	4%
Attic	-3%
Car	-26%
Living Room	-57%
Bedroom	-68%
Garage/Shed	-79%