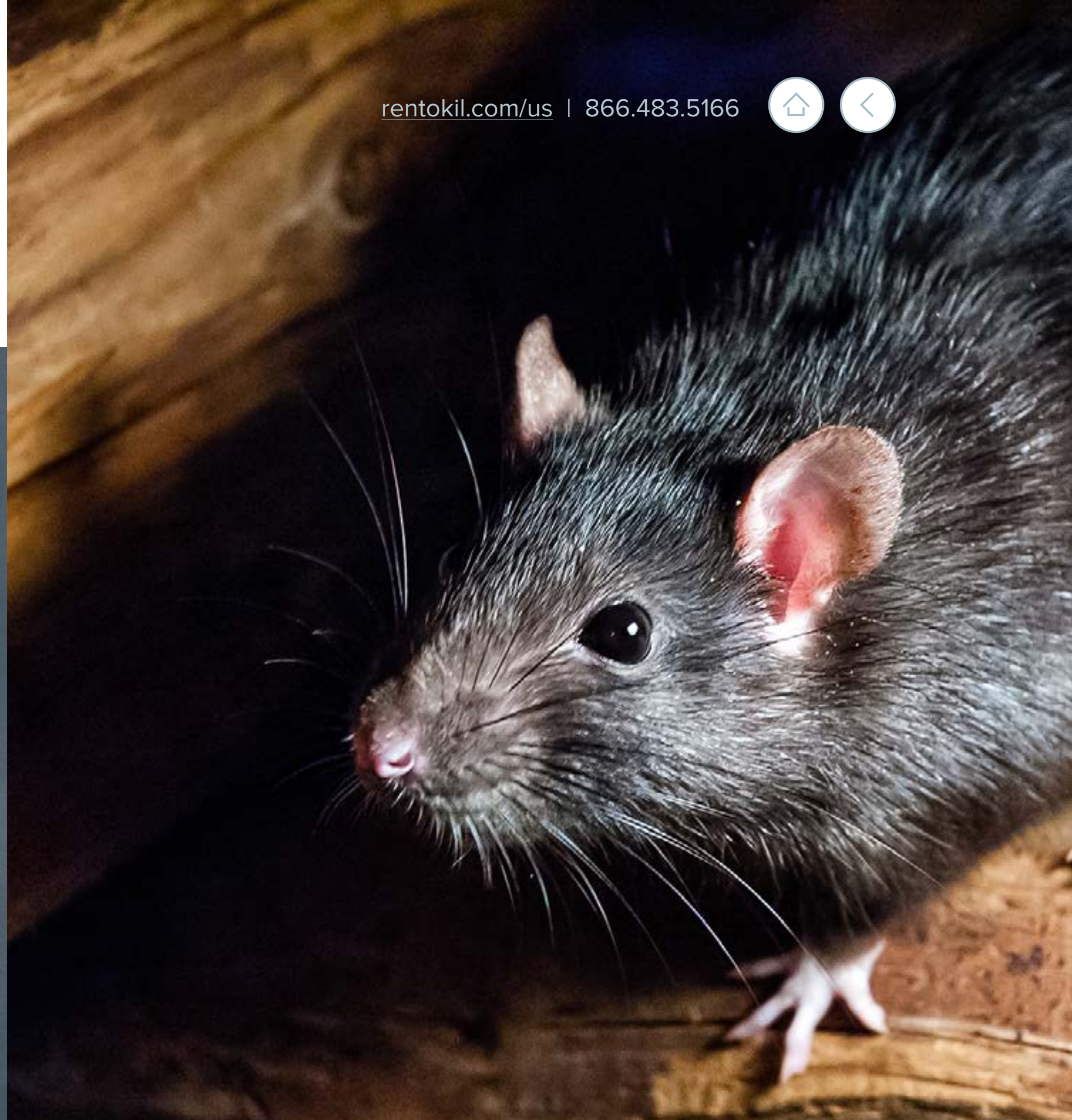




2024 State of the Rodent Report: U.S. Regions at Risk



2024 RODENT REPORT ANALYSIS

Rodent activity is on the rise. Warmer temperatures mean longer breeding seasons, increased food availability, and expanded habitats. And an increase in construction is also creating new harborage. So it's no surprise that reported rodent activity increased by 8.28% throughout the U.S. compared to 2023.¹

ABOUT THE DATA

To compile the Rodent Report, we gathered data from more than 500,000 commercial pest control services across the U.S. in 2024. We divided the country into five regions. In the following pages, you'll find region-specific info about potential hotspots, prevalent rodent species, and factors that contribute to rodent populations. You'll also read tips to help you prevent pest issues in your business.

As the world's largest pest control company, our team of experts stays one step ahead of pest trends. You can rely on us to share innovative solutions and proven strategies to meet your pest management needs.

¹ Results based on completed U.S. rodent service visit counts for Rentokil customers from January to July of 2023 and January to July of 2024.



rentokil.com/us | 866.483.5166



KEY INSIGHTS

→ **ROOF RAT POPULATIONS ARE ON THE RISE**

These rodents are commensal—they live close to humans and depend on us for food, water, and shelter. So urban population growth often corresponds with roof rat population growth.

→ **FASTER, CHEAPER NEW CONSTRUCTION PRESENTS NEW CHALLENGES**

Structures that are built fast with cheaper materials and often sub-standard building practices are more vulnerable to rodent infestations. Gaps in building exteriors provide easy entry. Foam insulation is soft and easy to gnaw through. Rodents will exploit these and any other weaknesses they can find.

→ **RODENTS MOVE WITH PEOPLE**

As people move from region to region and into new structures, they can bring rodents with them. They can even introduce new species to previously unaffected areas. And as urban areas continue to grow, so will rodent populations.

→ **WARMER TEMPERATURES ARE CONTRIBUTING TO THE RISE IN RODENT POPULATIONS**

Warmer temperatures and milder winters are providing the perfect environment for longer life spans and reproductive seasons. And that means a booming rodent population.

To account for these new challenges, be proactive and have a rodent prevention program in place.

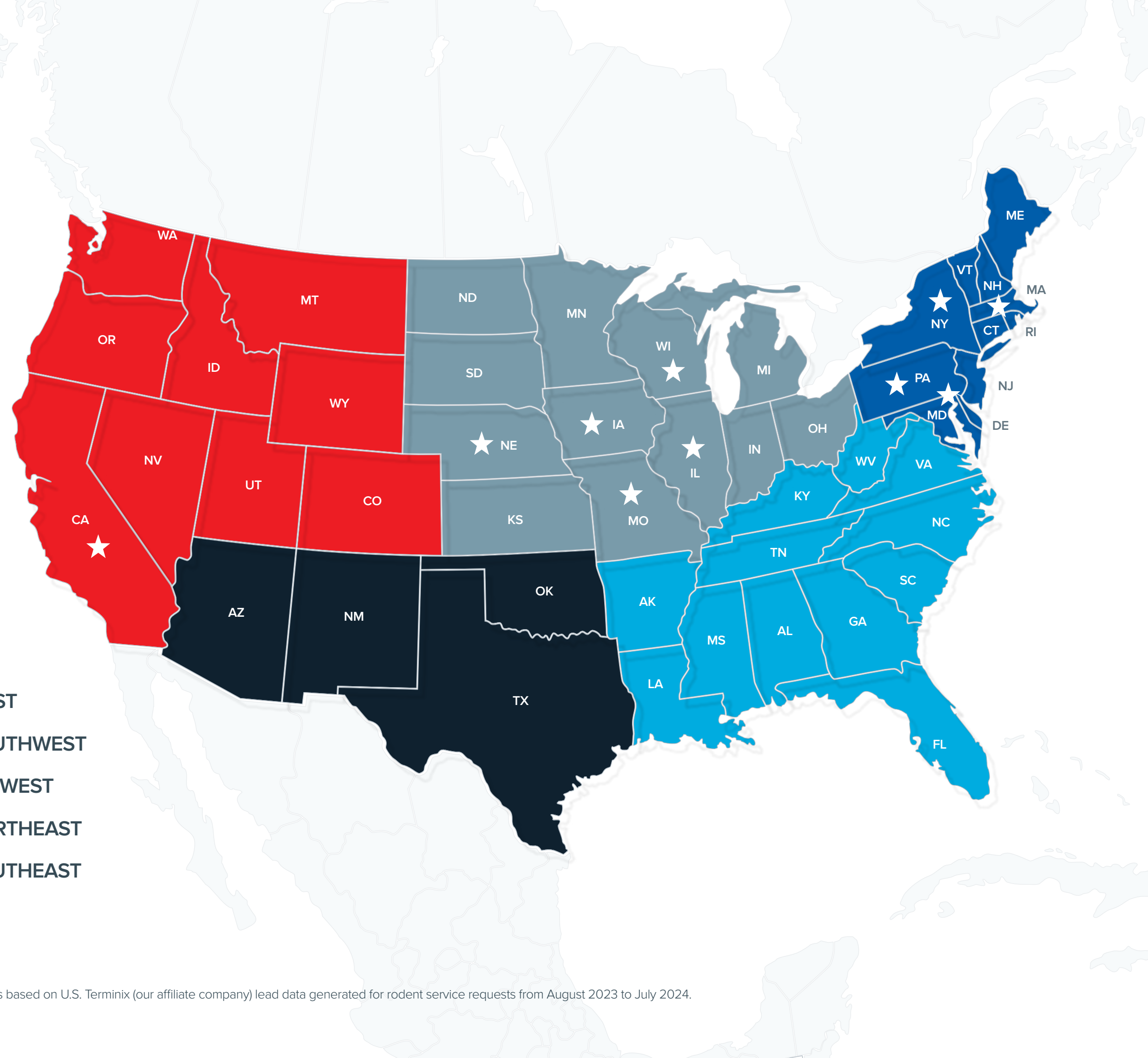
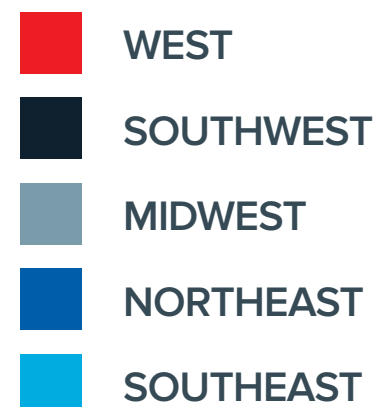
Experiencing rodent issues? Reach out.



TOP 10 STATES THAT REPORTED THE MOST RODENT ACTIVITY IN 2024

The Midwest and Southeast regions were affected the most. But two of the three cities reporting the most rodent activity were in the West—San Francisco and Los Angeles.¹

- 1 Pennsylvania
- 2 California
- 3 Wisconsin
- 4 Illinois
- 5 New York
- 6 Massachusetts
- 7 Nebraska
- 8 Missouri
- 9 Iowa
- 10 Maryland



■ WEST

RODENT ACTIVITY INSIGHT

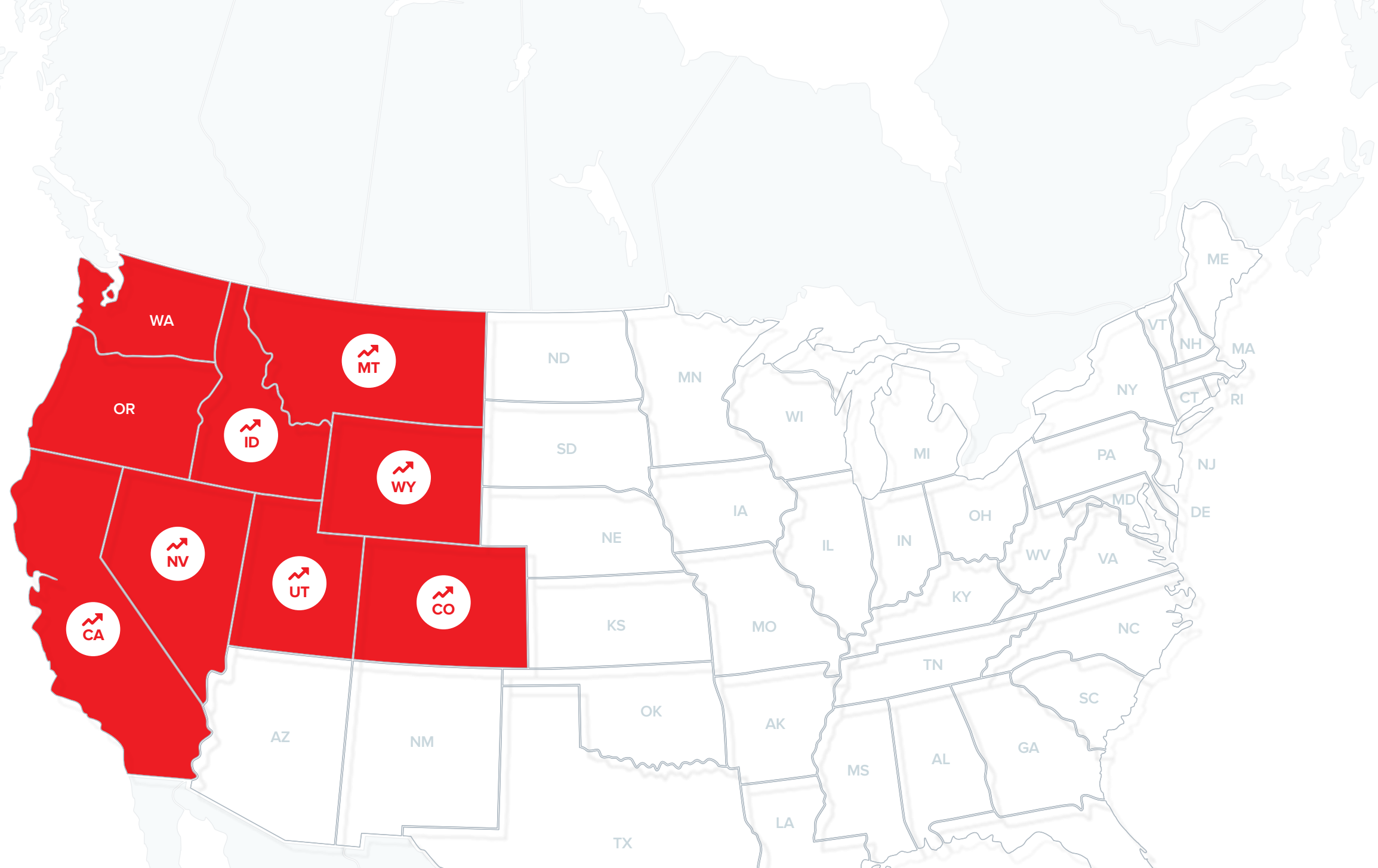
Like last year, prolonged drought conditions caused rodents to search for available food and water sources to survive. They often found those resources in densely populated areas.

Overall, this region saw a 27% increase in rodent activity in 2024 compared to 2023.¹ And it's worth noting that San Francisco and Los Angeles ranked number two and three respectively for cities in the U.S. with the most reported rodent activity.²



THESE STATES SAW AN INCREASE IN RODENT ACTIVITY 2024 VS 2023¹

+186% Wyoming	+69% Montana
+150% Utah	+62% Colorado
+149% Nevada	+33% California
+72% Idaho	



REMOVE RODENT HIGHWAYS

“Mice and rats will scale walls, climb ladders, walk across wires, and swim through sewers to get inside a building. Even outdoor landscaping poses a problem. Trim overhanging trees near roofs and gutters, as these create a route for rodents to make it in from the outside world.”

Jim Brixius, Associate Certified Entomologist and Technical Service Manager

■ SOUTHWEST

RODENT ACTIVITY INSIGHT

Areas with higher populations tend to generate more resources for rodents: food, water, shelter. Population growth also reduces natural habitats, replacing them with homes and commercial buildings.

Reports of rodent activity in this region increased by 25% in 2024 compared to 2023.¹



THESE STATES SAW AN INCREASE IN RODENT ACTIVITY 2024 VS 2023¹

+96%	Arizona	+23%	Texas
+65%	Oklahoma		

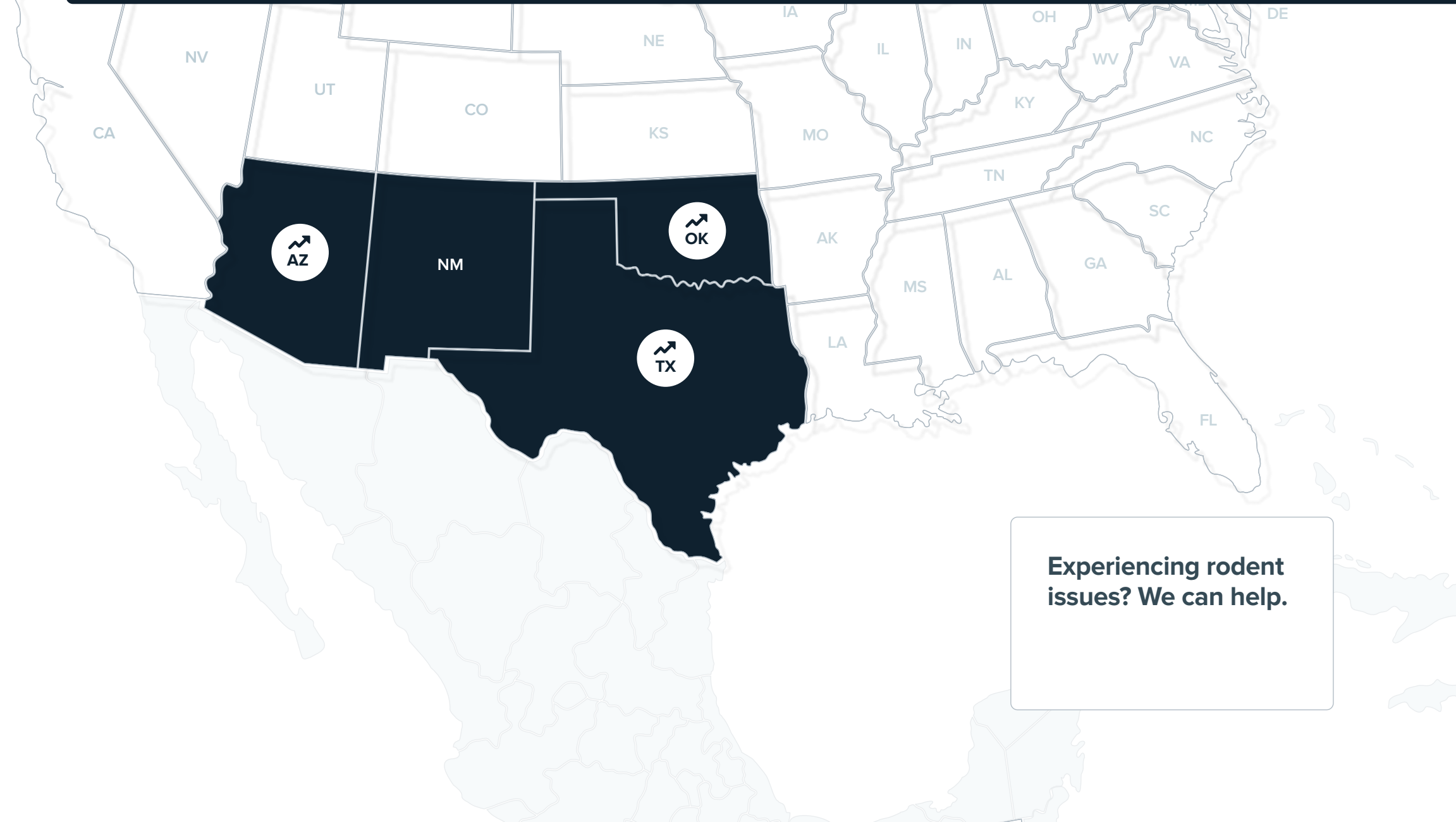
¹Results based on completed U.S. rodent service visit counts for Rentokil customers from January to July of 2023 and January to July of 2024.



LOOK FOR SIGNS OF RODENTS

“Rodents seek quiet, undisturbed areas such as closets, storage areas, wall voids, and sheds to build their nests, hiding from humans during the day.”

Emory Matts, Board Certified Entomologist and Technical Service Manager



Experiencing rodent issues? We can help.

MIDWEST

RODENT ACTIVITY INSIGHT

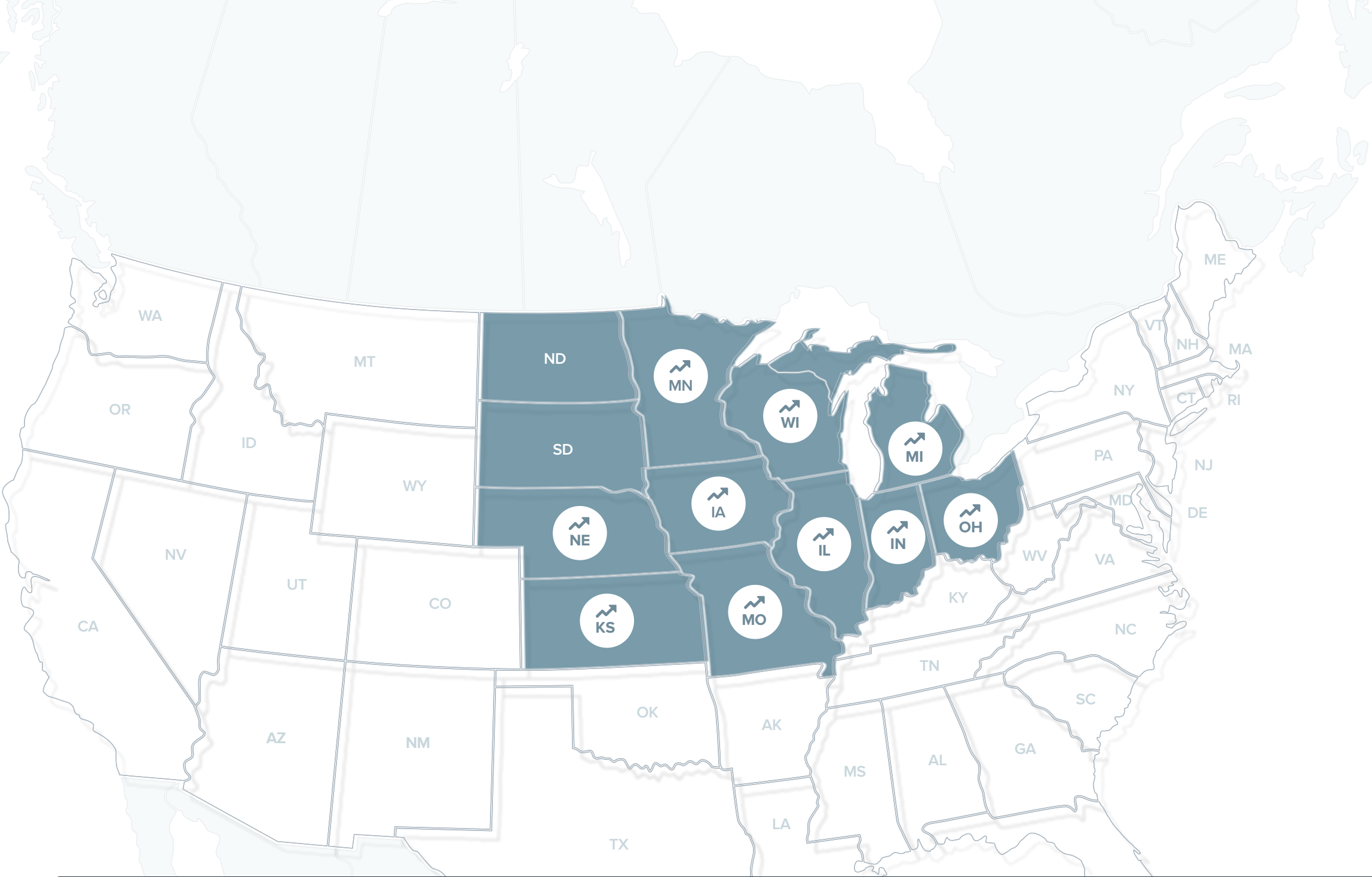
Milder winters in the Midwest allow for a longer reproductive season for rodents. And when temperatures drop, rodents seek shelter inside. More rodents moving inside leads to more reports of rodent activity.

This region saw a 76% increase in rodent activity in 2024 compared to 2023.¹



THESE STATES SAW AN INCREASE IN RODENT ACTIVITY 2024 VS 2023¹

+275% Ohio	+64% Michigan
+242% Indiana	+42% Missouri
+191% Wisconsin	+37% Nebraska
+72% Minnesota	+08% Iowa
+71% Illinois	+04% Kansas



RODENTS TAKE UP RESIDENCY

“Mice are on a relentless search for food, warmth, and shelter. Especially in the fall and winter, mice are trying to find a way inside.”

Jim Brixius, Associate Certified Entomologist and Technical Service Manager

¹ Results based on completed U.S. rodent service visit counts for Rentokil customers from January to July of 2023 and January to July of 2024.

■ **NORTHEAST**

RODENT ACTIVITY INSIGHT

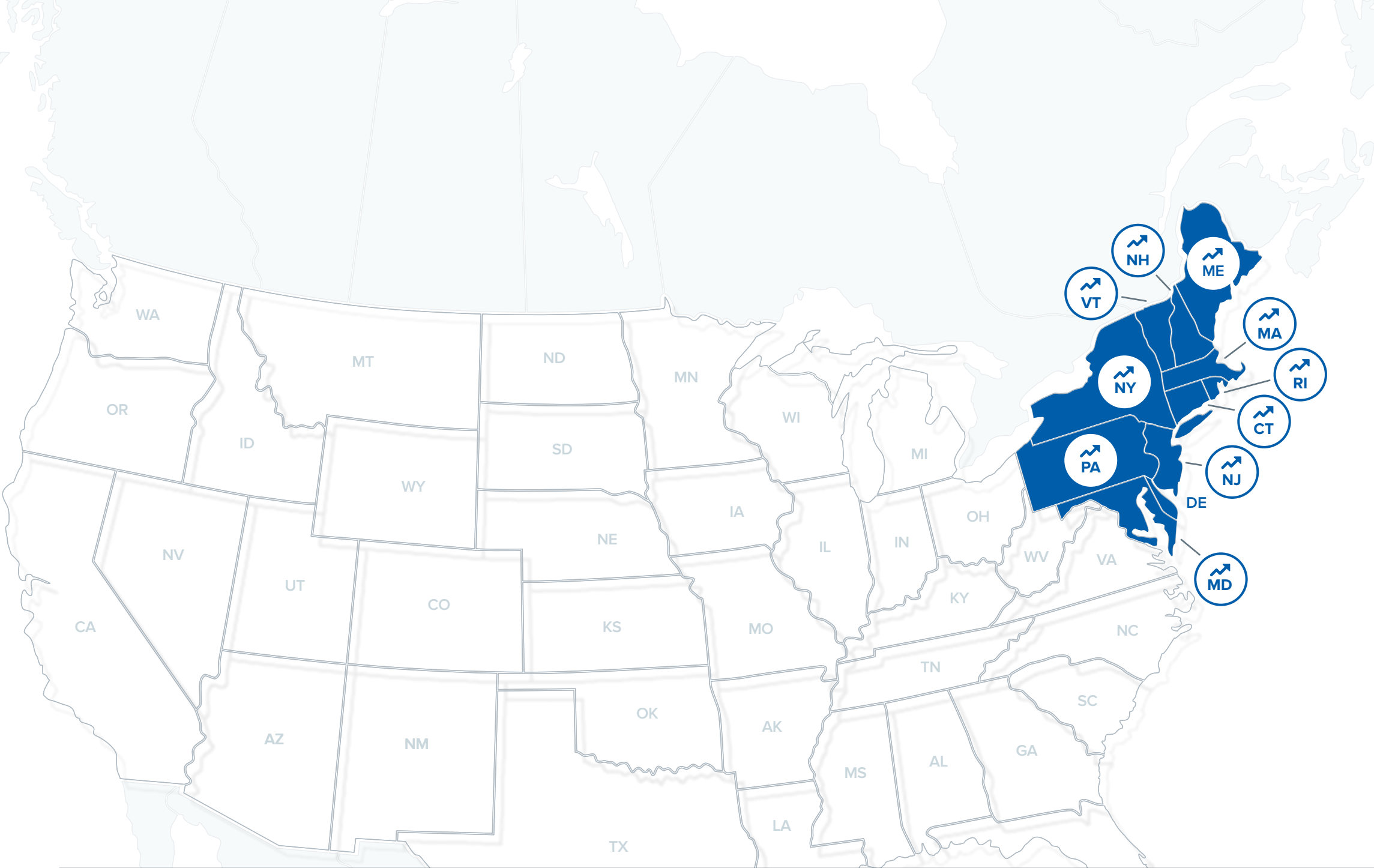
Densely populated cities provide resources for rodents—and this region has denser populations than any other in the U.S. Plus, cold Northeast winters drive rodents inside—which leads to more sightings and reports.

This region saw a 36% increase in rodent activity in 2024 compared to 2023.¹



THESE STATES SAW AN INCREASE IN RODENT ACTIVITY 2024 VS 2023¹

+212% Rhode Island	+45% New York
+105% Maine	+40% Maryland
+70% New Jersey	+33% New Hampshire
+66% Connecticut	+31% Pennsylvania
+49% Vermont	+22% Massachusetts



“We’re seeing a significant increase in both mouse and rat populations across most areas of North America. This increase is driven primarily by readily available food sources from human waste and inadequate sanitation practices. That leads to increased sightings as rodents forage. Warmer winters are also allowing rodents to breed for longer periods.”

Cody James Pace, A.C.E, Market Technical Directors

¹ Results based on completed U.S. rodent service visit counts for Rentokil customers from January to July of 2023 and January to July of 2024.

SOUTHEAST

RODENT ACTIVITY INSIGHT

Climate change is leading to more extreme weather conditions, including more hurricanes and extreme flooding, especially in this region. This can displace rodents, causing them to seek shelter elsewhere. And damaged buildings can also give rodents easy access, harborage, and food sources.

This region experienced a 39% increase in rodent activity in 2024 compared to 2023.¹



THESE STATES SAW AN INCREASE IN RODENT ACTIVITY 2024 VS 2023¹

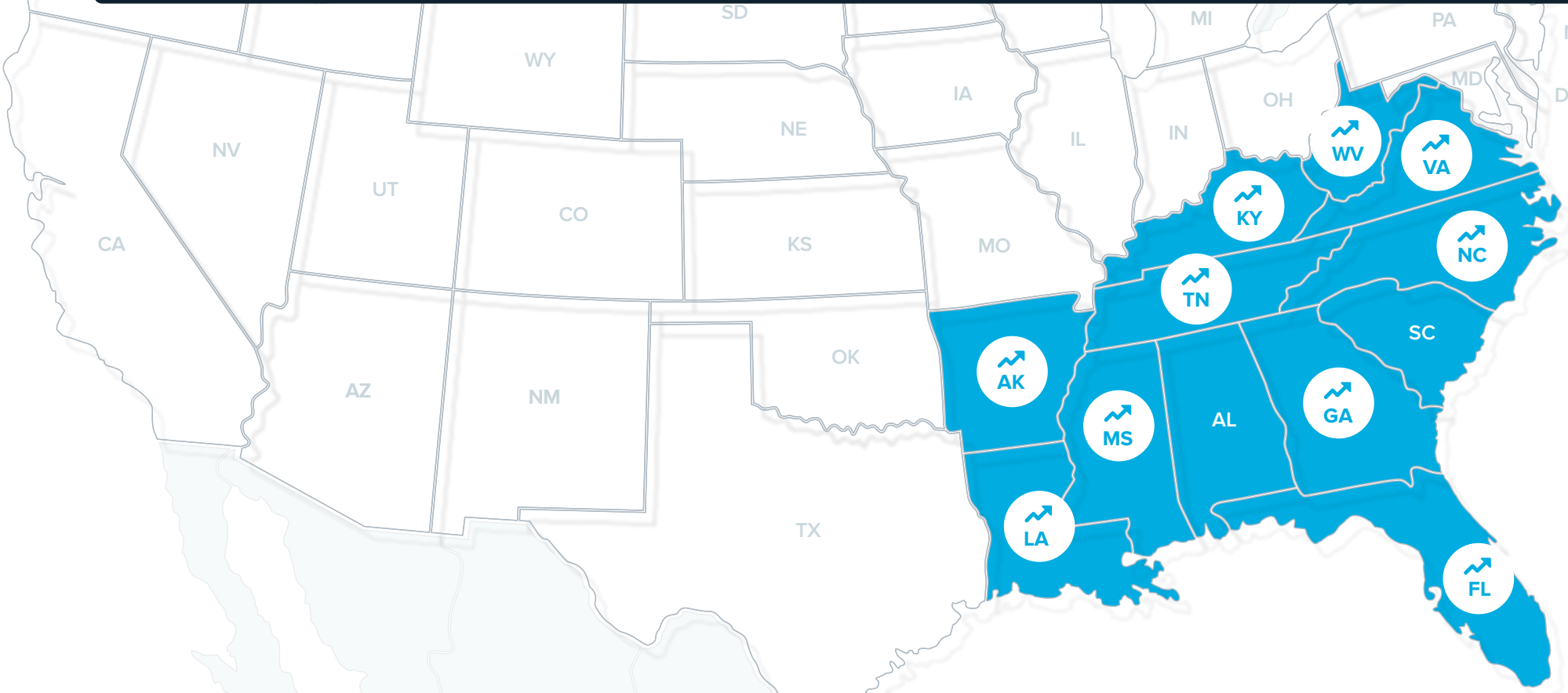
+160% Kentucky	+26% Georgia
+132% Mississippi	+20% Louisiana
+100% Florida	+19% Tennessee
+99% West Virginia	+16% North Carolina
+38% Virginia	+06% Arkansas



KEEP UNWANTED PESTS OUT

“Repair any gaps on the exterior of buildings and areas around windows, pipes, and doors. Rodents can squeeze through small holes, looking for warmth and food.”

Godfrey Nalyanya, Entomologist and Technical Services Manager



¹ Results based on completed U.S. rodent service visit counts for Rentokil customers from January to July of 2023 and January to July of 2024.

DON'T ROLL OUT THE RODENT WELCOME MAT

Keep an eye out for conditions that rodents find inviting—and fix them *fast*. The best cure when it comes to these pests is prevention.

YOUR 3-STEP CHECKLIST TO KEEP RODENTS OUT

STEP 1:

Use exclusion best practices

Inspect the exterior of your building to identify areas where rodents can enter. Fill any holes or cracks with waterproof caulk.

Use metal mesh or steel wool to fill larger gaps around plumbing, electrical wiring, or venting. Then secure it with waterproof caulk. You can also use vent covers.

Install rodent-proof door sweeps to eliminate any extra space.

STEP 2:

Make trash less accessible

Eliminate potential food sources for rodents by closing dumpster lids when not in use.

Dispose of food and food packaging in sealed bags and empty all garbage cans at the end of the day.

Clean break areas daily to eliminate food debris and spilled drinks.

STEP 3:

Don't let your landscape get out of hand

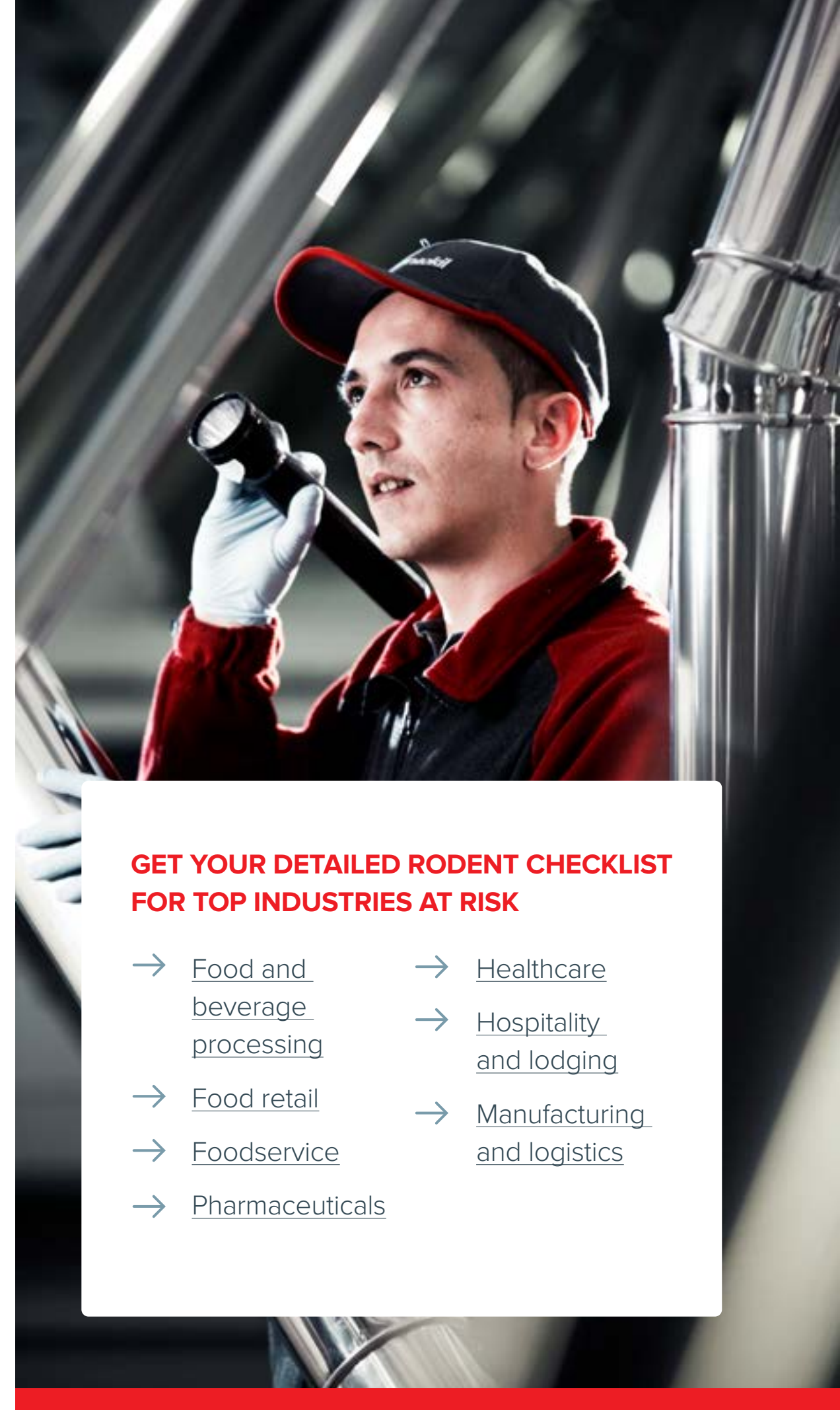
Keep landscaping maintained and trimmed back from buildings to eliminate rodent harborage areas.

Prevent trees and bushes from touching any part of your building. Rodents can climb across branches to gain access to upper floors and roofs.

Improve drainage to reduce standing water.

GET YOUR DETAILED RODENT CHECKLIST FOR TOP INDUSTRIES AT RISK

- [Food and beverage processing](#)
- [Food retail](#)
- [Foodservice](#)
- [Pharmaceuticals](#)
- [Healthcare](#)
- [Hospitality and lodging](#)
- [Manufacturing and logistics](#)





ABOUT RENTOKIL

Rentokil is the world's largest pest control company, operating in 90 countries around the globe. In North America, the company operates under the Rentokil banner, as well as a number of major regional brands in the United States, including Ehrlich Pest Control, Florida Pest Control, Presto-X Pest Control, and Western Exterminator. Our family of pest control brands offers a wide range of integrated pest management (IPM) services, along with other business services that protect and enhance lives, such as general pest control; mosquito, termite and bed bug inspections and service; vegetation management; bird management; and odor management.

Rentokil[®]
Ehrlich | Presto-X | Western

rentokil.com/us

866.483.5166