COVID-19 BY THE NUMBERS

What Artificial Intelligence can tell us about its impact on the pest control industry through online conversations

**TOPIC ENGAGEMENT**

Increases from February 2020 to March 2020 on the topic of working with pest control professionals amid COVID-19 by keyword

- **RODENTS**: 984%
- **MOSQUITOES**: 885%
- **RATS**: 569%

Increases from February 2020 to March 2020 on the ability to transmit COVID-19 by keyword

- **RODENTS**: 984%
- **MOSQUITOES**: 885%
- **RATS**: 569%

**CONVERSATIONS**

In the month of March in relation to the ability to transmit COVID-19

- 32.3% of all conversations about RODENTS
- 20% of all conversations about MOSQUITOES
- 10.4% of all conversations about PESTS

**TOP PEST CONCERN**

In relation to the transmission of COVID-19 amongst Americans by keyword

1. Rodents
2. Mosquitoes
3. Rats

**AVERAGE MONTHLY ENGAGEMENT**

The following heat map represents the increase in average monthly engagement of pest-related conversations due to the topic of COVID-19

- **MAR**: 4 Million engagements in March
- **FEB**: 528,922 engagements in February
- **JAN**: 261,699 engagements in January

- **PEST CONTROL PROFESSIONALS**: 1,433% increase in conversations around the topic of pests and whether or not they can transmit COVID-19

- **PEST ENGAGEMENT**: Increases from February 2020 to March 2020 on the ability to transmit COVID-19

- **TOPICS ENGAGEMENT**: Increases from February to March 2020 on the ability to transmit COVID-19

- **TOPICS ENGAGEMENT**: Increases from February to March 2020 on the topic of working with pest control professionals amid COVID-19