







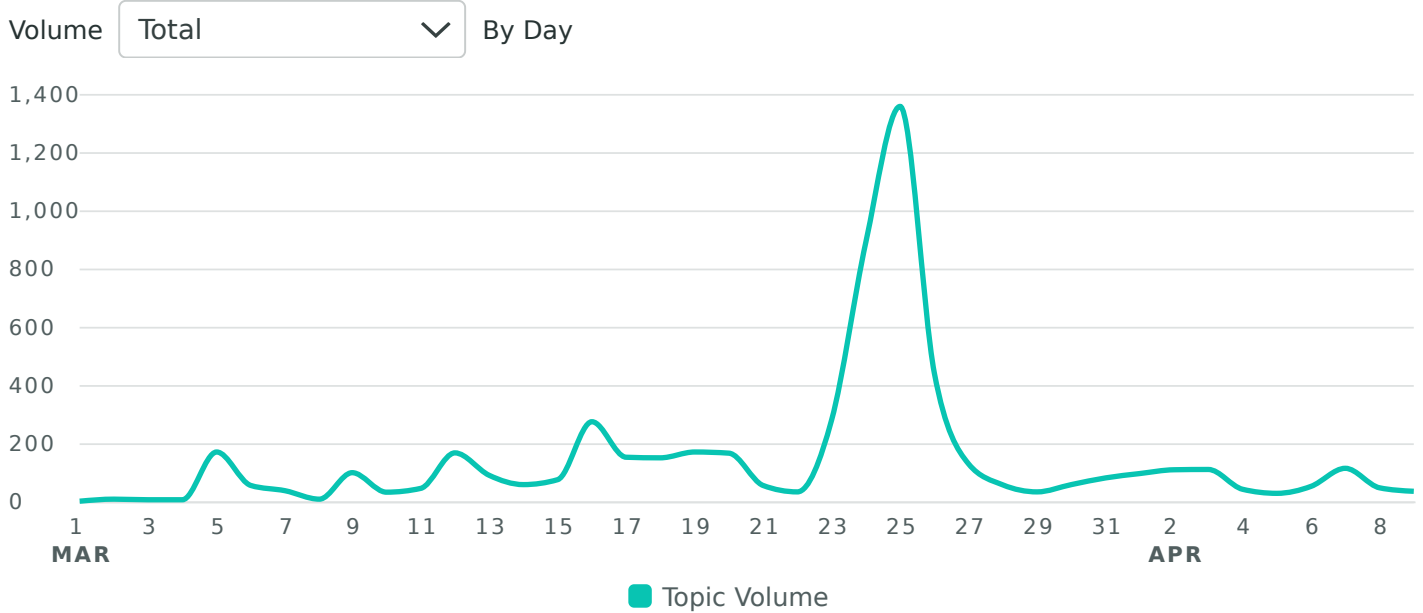


# Listening Insights for **Coronavirus**

March 1, 2020 - April 9, 2020

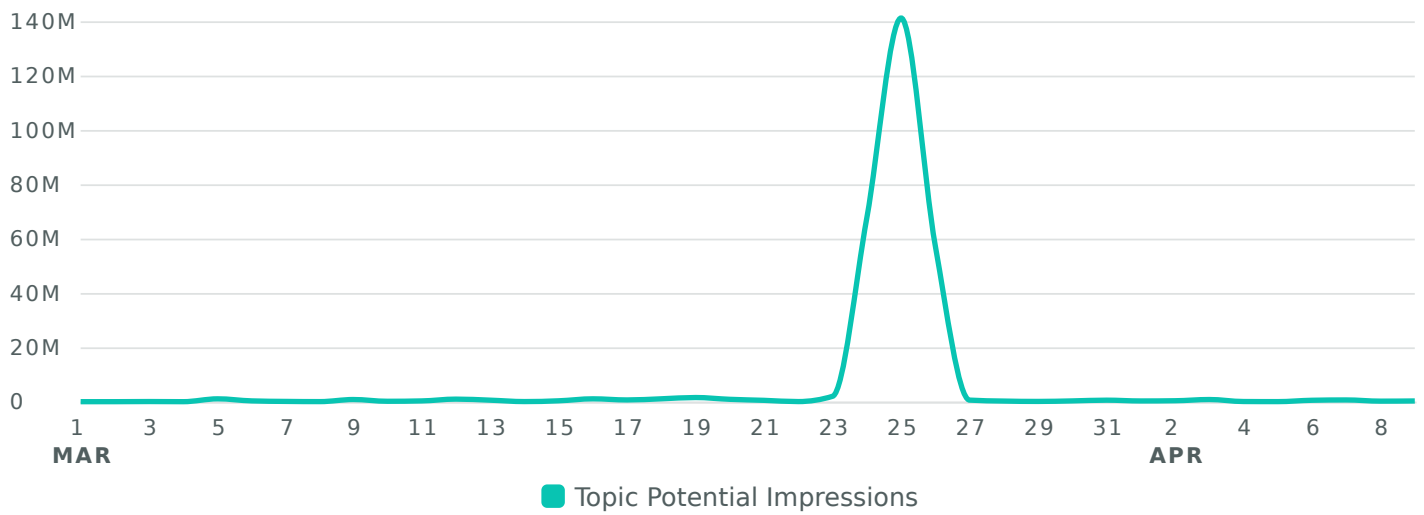
Analyze messages, sentiment, keyword affinity and geolocation data.

|  |  |  |
|--|--|--|
| Total Volume<br> <b>5,817</b>           | Total Engagements<br> <b>172.2k</b> | Engagements Per Message<br> <b>29.6</b> |
| Potential Impressions<br> <b>283.3m</b> | Unique Authors<br> <b>4,088</b>     | Positive Sentiment<br> <b>74%</b>       |



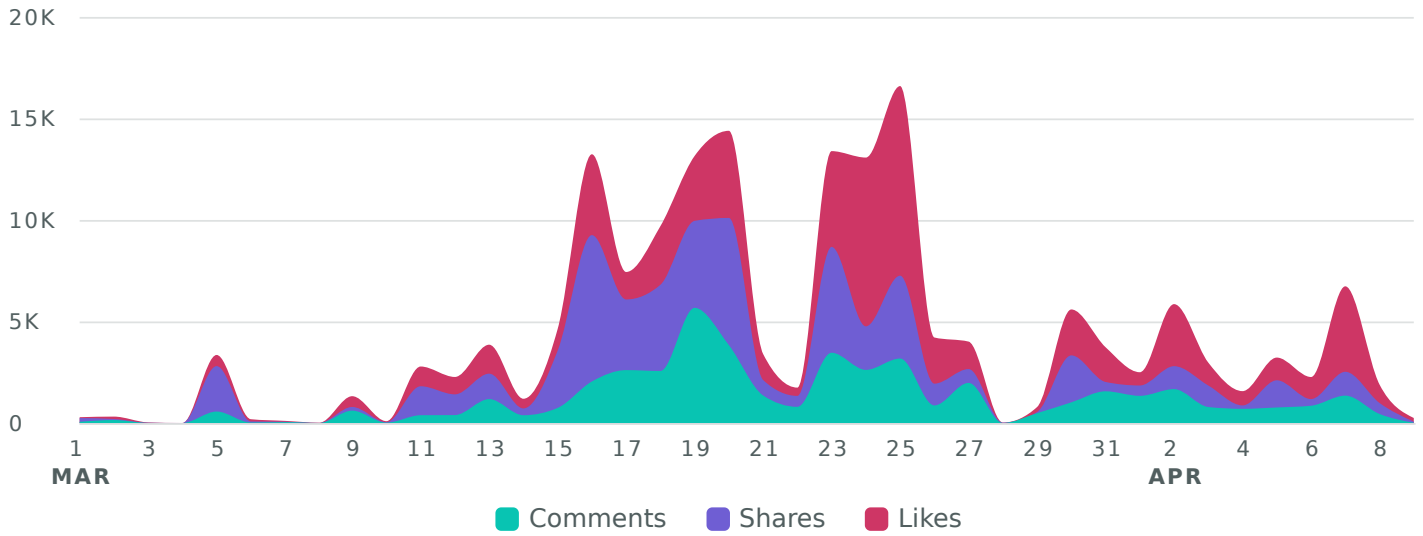
| Volume Metrics        | Totals       | Trend |
|-----------------------|--------------|-------|
| Total Topic Volume    | <b>5,817</b> | -     |
| Avg. Messages Per Day | <b>145</b>   | -     |

Potential Impressions Total By Day

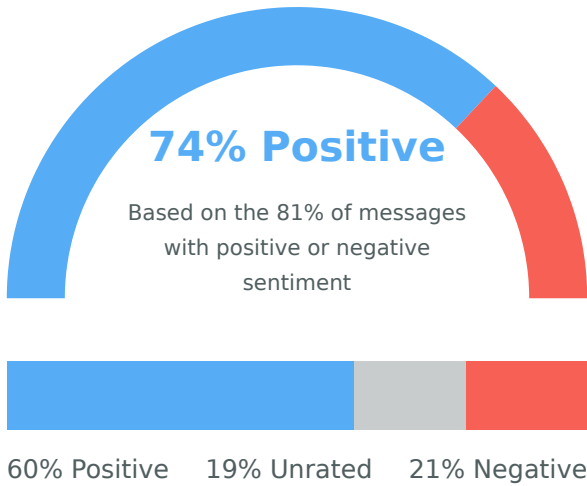


| Potential Impressions Metrics      | Totals             | Trend |
|------------------------------------|--------------------|-------|
| Topic Potential Impressions        | <b>283,316,375</b> | -     |
| Avg. Potential Impressions Per Day | <b>7,082,909</b>   | -     |

Engagements by Engagement Type By Day



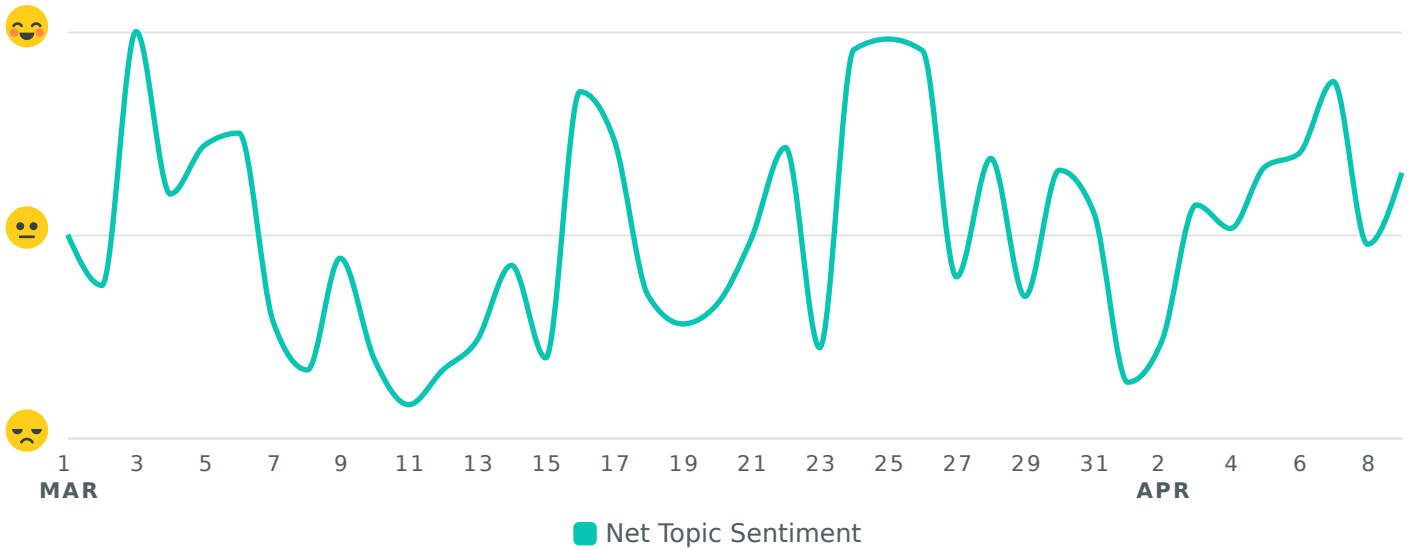
| Total Engagement, by Engagement Type |  | Totals         | Trend |
|--------------------------------------|--|----------------|-------|
| <b>Total Engagements</b>             |  | <b>172,177</b> | -     |
| Comments                             | <div style="width: 27%; background-color: #00c09d;"></div> | <b>46,493</b>  | -     |
| Shares                               | <div style="width: 34%; background-color: #6a3d9a;"></div> | <b>58,761</b>  | -     |
| Likes                                | <div style="width: 39%; background-color: #c0392b;"></div> | <b>66,923</b>  | -     |
| <b>Avg. Engagements Per Day</b>      |  | <b>4,304</b>   | -     |



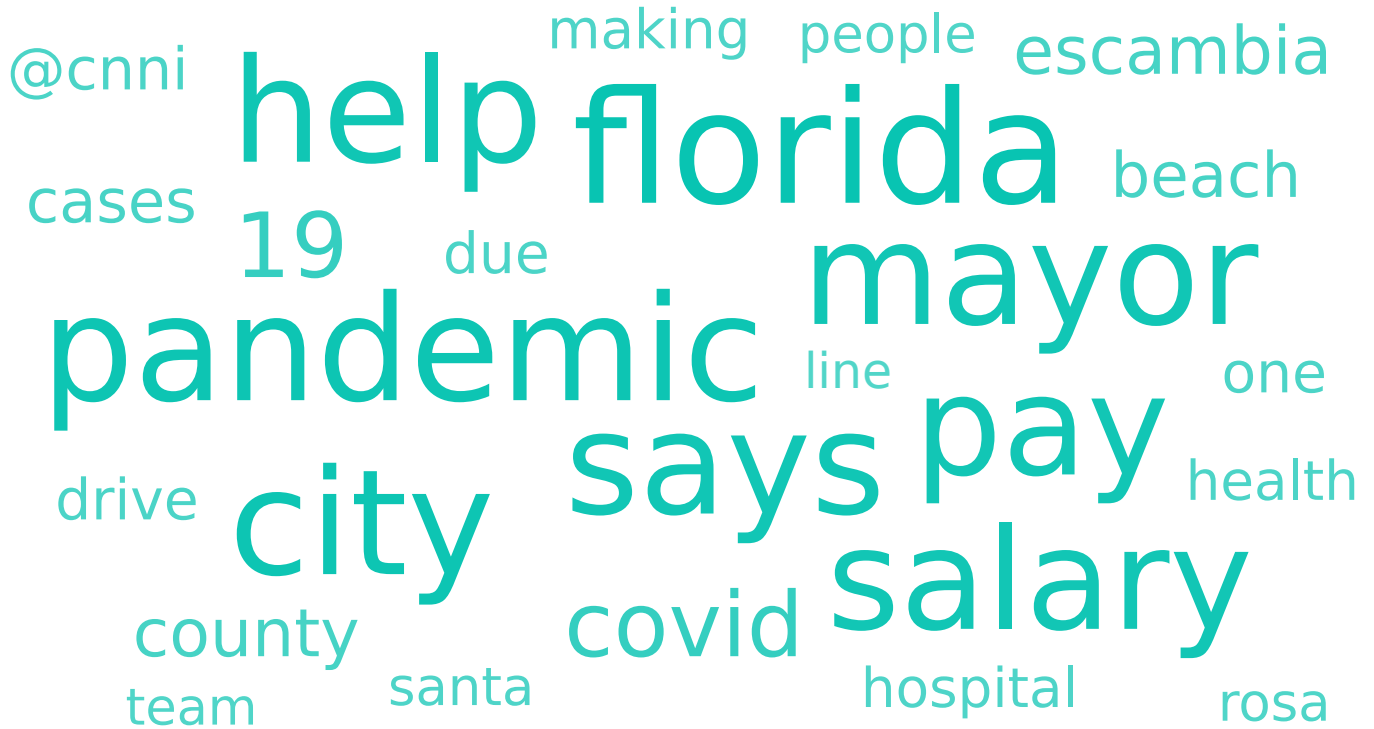
### Sentiment Trends

☹️ Sentiment trend is not available for the selected date range.

☹️ Sentiment trend is not available for the selected date range.



All Word Types



| All | Positive | Negative |
|-----|----------|----------|
|-----|----------|----------|

Related Keywords

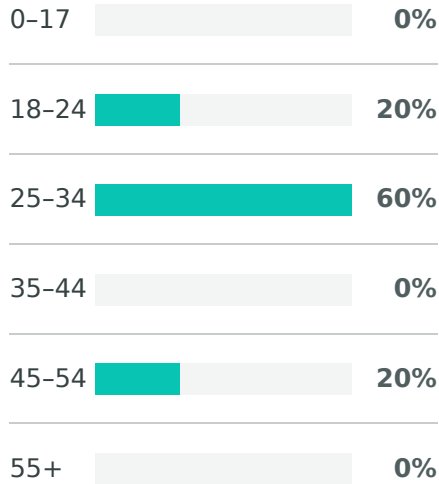
|   |              |
|---|--------------|
| <b>pensacola</b><br>coronavirus florida pandemic city help  | <b>5,273</b> |
| <b>coronavirus</b><br>pensacola florida city pandemic mayor | <b>4,020</b> |
| <b>florida</b><br>florida coronavirus city pandemic help    | <b>2,969</b> |
| <b>pandemic</b><br>pensacola coronavirus florida city help  | <b>2,647</b> |
| <b>city</b><br>city coronavirus florida mayor help          | <b>2,618</b> |

Related Hashtags

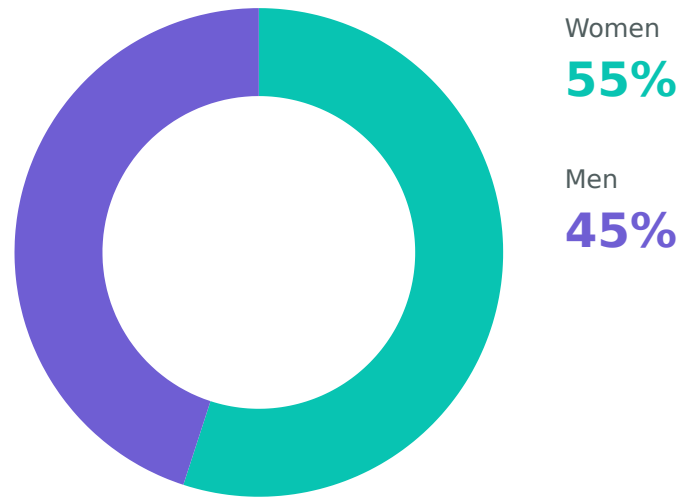
|  |            |
|--|------------|
| <b>#covid19</b><br>testing community thank drive caring    | <b>774</b> |
| <b>#coronavirus</b><br>florida du aider assure aucun       | <b>629</b> |
| <b>#pensacola</b><br>assure aucun cnn don du               | <b>507</b> |
| <b>#florida</b><br>pensacola dies cartoon citizen district | <b>165</b> |
| <b>#nwfl</b><br>pensacola cases escambia 14 breaking       | <b>123</b> |

### Authors by Age

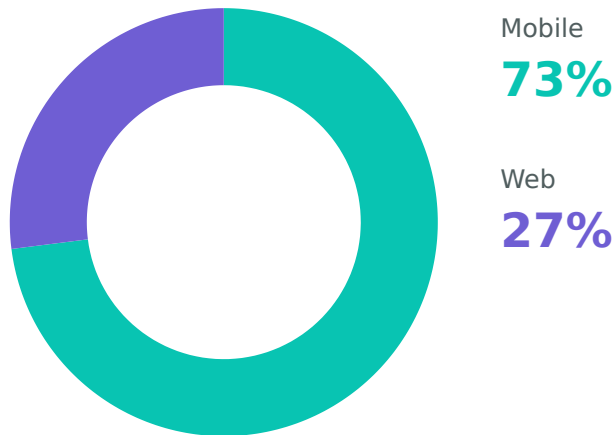
0.12% of authors (5 out of 4,088) specified their age.



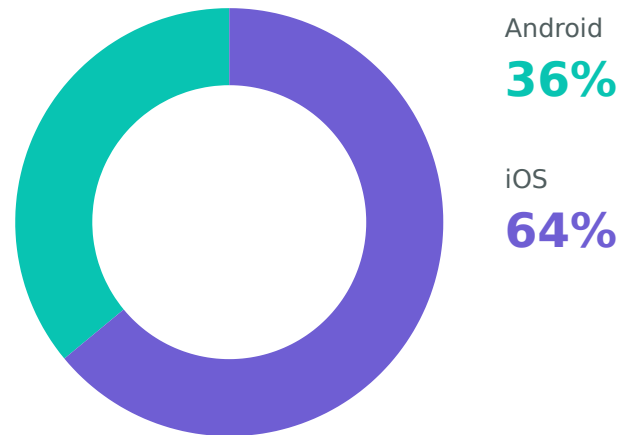
### Authors by Gender

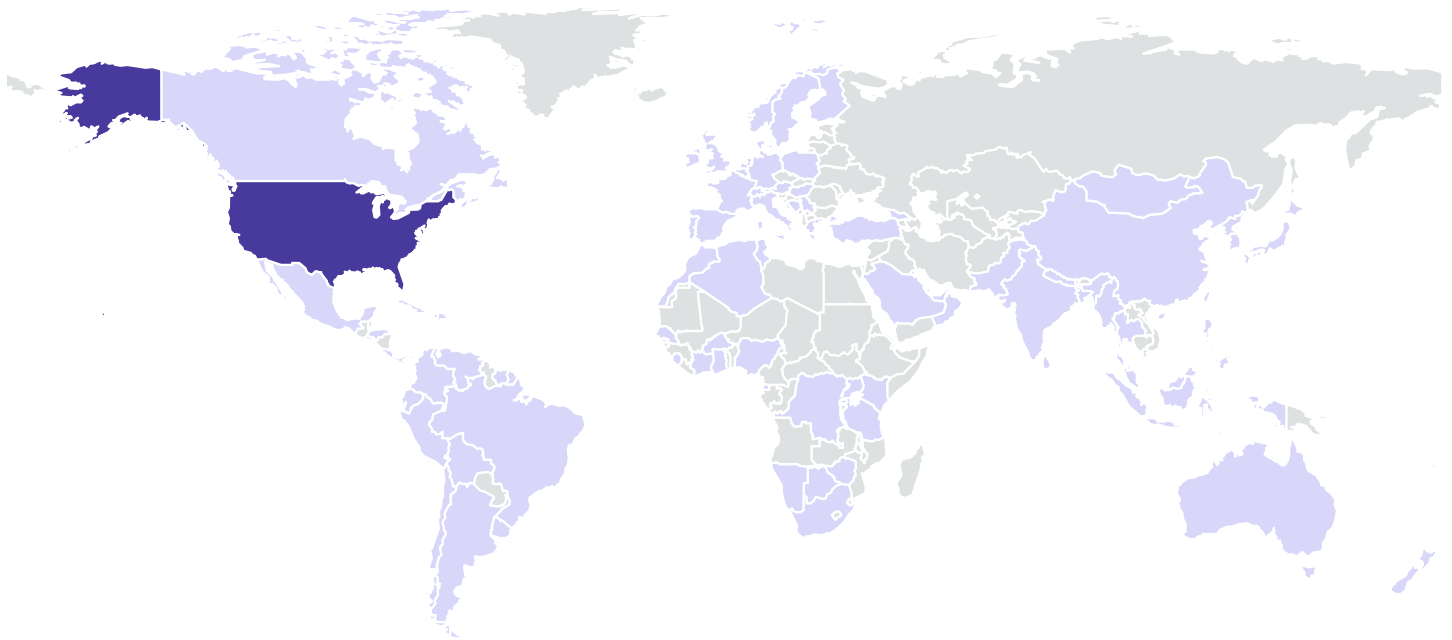


### Technology Breakdown



### Mobile Breakdown





Low Volume  High Volume

Top Countries

|                       |       |
|-----------------------|-------|
| <b>United States</b>  | 2,328 |
| <b>Nigeria</b>        | 57    |
| <b>Canada</b>         | 53    |
| <b>Philippines</b>    | 41    |
| <b>United Kingdom</b> | 36    |

Top Cities

|  |     |
|--|-----|
| <b>Goulding, Florida, United States</b>            | 483 |
| <b>Sugarmill Woods, Florida, United States</b>     | 258 |
| <b>Brooklyn, Illinois, United States</b>           | 47  |
| <b>Mobile, Alabama, United States</b>              | 46  |
| <b>Washington, Washington, D.C., United States</b> | 40  |