

The Weekly Digest

A single source for consumer sentiment, news, and resources related to what's happening in the country today

June 23, 2021

Number of Daily New Diagnoses in the U.S.

10,851

Source: Analysis based on [Johns Hopkins data](#)

Number of COVID-19 Cases in the U.S.

33,566,075

As of 9:48am
Source: [Johns Hopkins](#)

Trajectory of New Diagnoses: **Decreasing**

% who intend to continue consuming the same amount, even after the pandemic

Top 3 responses

This week, the White House announced that the US will not meet President Biden's goal of having 70% of American adults receiving at least one dose of the COVID-19 vaccine by July 4th. The reason for the miss is being attributed to lower-than expected inoculation levels among the 18–26-year-old population, but, encouragingly, the 27 and older population is on track for 70% having received at least one dose by the 4th. However, Dr. Fauci reiterated that the 4th was never intended to be the goal-line, and that the vaccination process will extend well into the summer and beyond.

Despite the miss on the overall 4th of July vaccination goal, consumers continue to return to pre-pandemic life. Nearly 48M Americans are expected to travel for the upcoming holiday weekend,

a 40% increase over last year, and the highest travel volume since the pandemic began. However, while some consumer behaviors are quick to bounce back, we're seeing signs that behaviors born during the pandemic like an increased focus on health, family, and the environment are likely to linger post-pandemic, forcing brands to rethink how they connect with consumers going forward (see Spotlight On: Consumer Needs Post-Pandemic). Media consumption habits picked up during the pandemic are likely to remain, too. The ways in which younger and older Americans consume media continue to move in opposite directions, necessitating that brands have a clear understanding of their target audiences in order to successfully reach them (See Chart of the Day: Continuation of Media Consumption by Channel Post-Pandemic).

percentage of total US population vaccinated

Given at least one shot:

53%

Fully vaccinated:

45%

Estimated herd immunity range: 70%-90%

As of 6/22/21
Source: [NYT](#)

Gen Z



40.9%

Online videos (Youtube/TikTok etc.)



32.7%

Video Games



23.3%

Online TV/Streaming films

Millennial



29.5%

Online videos (Youtube/TikTok etc.)



27.6%

Online TV/Streaming films



22.3%

Music Streaming

Gen X



20.8%

Online TV/Streaming films



20.2%

Broadcast TV



18.8%

Books/literature

Boomer



29.6%

Broadcast TV



16.0%

Online TV/Streaming films



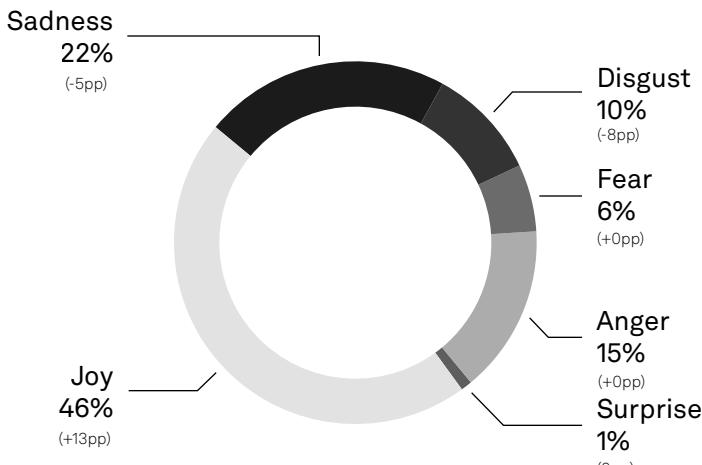
16.0%

Music Streaming

Date: 6/22/21

Source: [Visual Capitalist](#)

Emotional sentiment



Date: 6/16/21-6/22/21 – Source: Brandwatch

Note: Change in emotional sentiment is reflective of changes since 6/10/20, when we shifted how social listening is being pulled to be reflective of all social conversations, rather than COVID-19-specific conversations.

COVID-Related Resources

- 3 in 5 voters back White House plan to ship 500 million COVID-19 shots overseas (6/16/21) [Morning Consult](#)
- Western countries view COVID-19 and the spread of infectious diseases as major threats (6/10/21) [Morning Consult](#)
- The C.E.O. of UPS on voting rights and vaccine delivery (6/17/21) [NYT](#)
- Desperate for COVID care, undocumented immigrants resort to unproven drugs (6/20/21) [NYT](#)

Racial-Justice-Related Resources

- Just because Juneteenth now a federal holiday doesn't mean we stop pushing for racial justice (6/21/21) [The Seattle Times](#)
- Why the next part of the sustainable fashion conversation will be about racial justice (6/11/21) [Vanity Fair](#)
- TikTok creator, Drea Okeke is using her platform to inspire the next generation of Black content creators (6/4/21) [Forbes](#)

For a regularly updated blog tracking brands' responses to racial injustice, visit AdAge [here](#)

Joy

littlermanuell (Manuelito 🇵🇷) @littlermanuell
No more COVID restrictions for NYC LETSGOOOOO

jokesdriscoll (Jimmy Driscoll) @jokesdriscoll
We're very close to being able to say we're not feeling well without having to add, "not Covid though!"

19 Jun

Anger

SoNataMD (Natalia Solenkova, MD PhD) @SoNataMD
Somehow covid made it difficult for me to sleep during the day after night shifts. Used to fall asleep easy & sleep for at least 6 hrs. Not anymore. Now 3-4 hrs of interrupted sleep at most. What are your tips & tricks to sleep during the day?

dpalles (David P Allee) @dpalles
Production slowed down, but not stopped completely. Covid has slowed down costume delivery but I should be going full speed this week. #INSOMNIAC
<https://t.co/RNpVXmSSN>

6 Jun

Fear

TaiBuilds (Tai Huynh) @TaiBuilds
RT @NC_Governor The Delta Variant is a more contagious and dangerous form of COVID-19 and it is spreading rapidly across our country mostly through unvaccinated people. The best way to protect yourself and your family is to get a shot now! - RC

KBarton28 (Karlee Barton) @KBarton28
first in person exam since covid tomorrow & a very important one at that, positive manifestations my way pls

17 Jun

Sadness

Malia (Malia C.) @_Malia
RT @vidavanessa Hi everyone, my cousins daughter is currently in the hospital with liver failure due to covid. Her mom gave me permission to share and post. I know what Twitter can do and I'm just asking everyone to please find it in their hearts to donate or RT. <https://t.co/VHVC1TTy>

Jonsei93 (Jonsei93) @Jonsei93
I had to drop out of college due to COVID and my art income is supporting my sister and I. I'm looking for work to help sustain us! 🌟 Thanks!
<https://t.co/u6QPhbz8n> <https://t.co/bP80j53nI5> <https://t.co/fcqSzbozV> <https://t.co/YezWnbPs>

17 Jun

Disgust

DMarie_SC (Dawn) @DMarie_SC
Well, because I barely drove for the past year with working from home, my vehicle doesn't qualify for an extra high mileage discount on my taxes. Thanks covid. Also, annual vehicle taxes in South Carolina are stupid.

FlyoutChase (Red Bull Racing F1 Fan Account) @FlyoutChase
i lost 15 and i only managed to get 10 back by force....i think post COVID fucked up my appetite in general

17 Jun

18 Jun

Spotlight On:

Consumer Needs Post-Pandemic

As more and more folks get vaccinated, consumer behaviors are shifting once again and new trends are emerging. Marketers must keep up—they must identify their audiences' new needs and find opportunities to meet those needs. Pinterest's latest research report looks at key habitual shifts during this time of transition based on on-platform search trends. Pinterest found that while people are bracing for the changes ahead as they reenter the world, they're also trying to maintain positive inward changes they've already made. These new positive habits include new rituals, the reorientation of values, and the reprioritization of time, all of which people are anxious about losing as their lives get busier again. Pinterest identified five new personas coming out of COVID, all based in values, that can help brands support the internal changes their consumers want to preserve in the coming months:

- **The Routine Ritualist**

Routines helped these people feel healthier and more grounded. They're looking for tips to keep new rituals going. (34x increase in searches for workout routine at home in 2021 vs. 2019).

- **The Prioritized Parent**

People re-connected deeply with their immediate family members this past year. These folks are looking for ways to keep their bonds strong as life picks back up and kids return to school in-person. (34x increase in searches for family dinner meals in 2021 vs. 2019).

- **The New Nomad**

Many reconnected with nature and the outdoors this past year. Some upgraded their home garden, while others went camping or road tripping for the first time. (39x increase in searches for small backyard ponds in 2021 vs. 2019).

- **The Eco Evangelist**

Many became more aware of their consumption habits. These consumers took on new sustainability behaviors during the pandemic and plan to prioritize these practices moving forward. (10x increase in searches for sustainability lifestyle in 2021 vs. 2019).

- **The Emerging Entrepreneur**

Lockdowns allowed many to reevaluate their careers in relation to their values and to plan their pivot to better work lives. (98x increase in searches for small business packaging ideas in 2021 vs. 2019).

Source: [Pinterest Business](#) (6/22/21)

Marketing/Media News Related to Racial Injustice

- Performative Juneteenth pieties are not enough. We want real change | Opinion (6/18/21) [Newsweek](#)
- Juneteenth: How 9 Brands are celebrating the new federal holiday in 2021 (6/17/21) [Inc](#)
- From Twitter to Best Buy, brands are tapped into Juneteenth. Companies look to the holiday to advance racial justice (6/18/21) [Insider](#)
- One year into pull up for change, has the beauty industry really progressed? (6/17/21) [Refinery29](#)
- General Mills, Mars, Target among brands committed to GroupM's Black-owned media initiative (6/14/21) [Marketing Dive](#)
- Investors want proof that companies are making progress on diversity (6/18/21) [Footwear News](#)
- Unilever expands initiative combating stereotypes as brands contend with 'cancel culture' (6/15/21) [Marketing Dive](#)
- Instacart takes another big stand against systemic racism (6/10/21) [Progressive Grocer](#)
- 80% of employees say racial justice and equity issues should be on corporate agendas (6/17/21) [Forbes](#)

Marketing/Media News Related to COVID-19

- Oyster farmers who feared going broke brace for a 'bonkers' summer (6/12/21) [NYT](#)
- Royal Caribbean sails first trial cruise in US after industry's 15-month pause (6/21/21) [Fox News](#)
- Peloton sees the office as a new way to grow subscribers as people head back to their desks (6/22/21) [CNBC](#)
- Lumber prices are finally dropping after they soared during the pandemic (6/21/21) [NPR](#)
- Delta plans to hire more than 1,000 pilots by next summer as travel demand returns (6/21/21) [CNBC](#)
- DoorDash and Albertsons partner on same-day grocery delivery from nearly 2,000 stores (6/21/21) [CNBC](#)

Economic News

- U.S. economy is bouncing back from COVID-19. Now foreign investors are rushing in. (6/21/21) [WSJ](#)
- The improving economy is great news for banks (6/21/21) [CNN](#)
- This is when the labor shortage will end (6/21/21) [Yahoo! Finance](#)

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