

The Weekly Digest

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

July 14, 2021

As the country continues to reopen, COVID-19 cases are rising again after months of decline. New cases have been driven by the rapidly spreading delta variant, slowing vaccination rates, and gatherings from last week's Fourth of July holiday. In efforts to achieve the national vaccination target of reaching 70% of adults, President Biden has enlisted eighteen-year-old actress and singer-songwriter Olivia Rodrigo to help get young people vaccinated.

While people of all generations are becoming more and

more comfortable returning to their normal routine (See Chart of the Day: Comfort for Returning to Normal Routine Steady Across Generations) and doing things like travel and go to amusement parks, COVID-19 continues to have varying impacts across the population, especially when comparing lower- vs. higher-income individuals (see Spotlight:). Brands must keep these various audiences in mind as they look to spread messages that resonate.

Number of Daily New Diagnoses in the U.S.

26,022

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

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

33,916,927

As of 9:26am
Source: [Johns Hopkins](#)

7 day average of newly vaccinated people in US

0.53M/day

As of 7/13/21
Source: [NYT](#)

percentage of total US population vaccinated

Given at least one shot:

56%

Estimated herd immunity range: 70%-90%

Fully vaccinated:

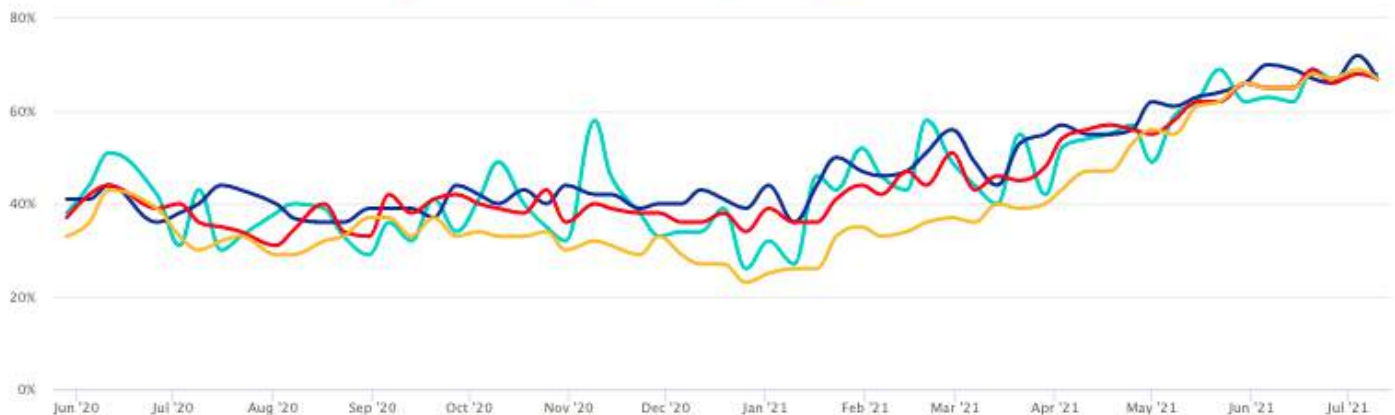
48%

As of 7/13/21
Source: [NYT](#)

Trajectory of New Diagnoses: **Increasing**

Chart of the Day: Comfort for Returning to Normal Routine Steady Across Generations

Share of adults who say they would be "very comfortable" or "somewhat comfortable" returning to their normal routine

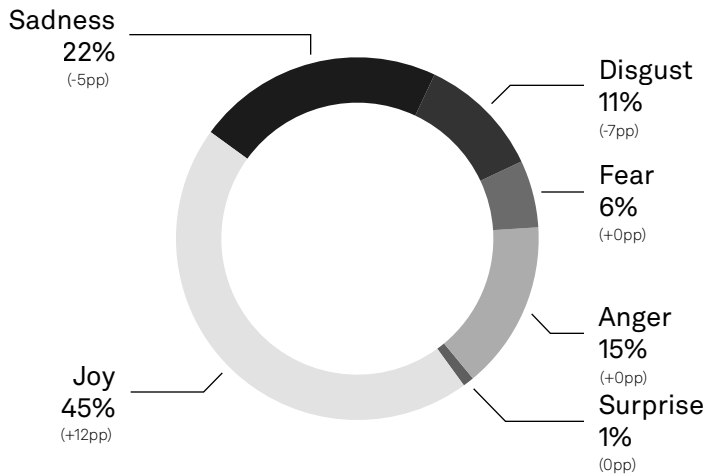


Date: 7/14/21

Source: [Morning Consult](#)

— Gen Z adults — Millenials — Gen X — Baby Boomers

Emotional sentiment



Date: 7/7/21-7/14/21 – 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

- Post-vaccination infections come in 2 different flavors (7/13/21) [The Atlantic](#)
- Back to the office: What businesses should know about employees' views on the return to in-person work (7/7/21) [Morning Consult](#)
- A 4-day workweek appeals to 40% of U.S. workers. But a 5-Day workweek is almost as popular (7/13/21) [Morning Consult](#)
- In much of the west, public places most trust in WHO for COVID-19 origin information (6/25/21) [Morning Consult](#)

Racial-Justice-Related Resources

- How renaming a Toronto street glosses over racism (7/13/21) [Bloomberg](#)
- A racial reckoning at nonprofits: Black women demand better pay, opportunities (7/11/21) [Washington Post](#)

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

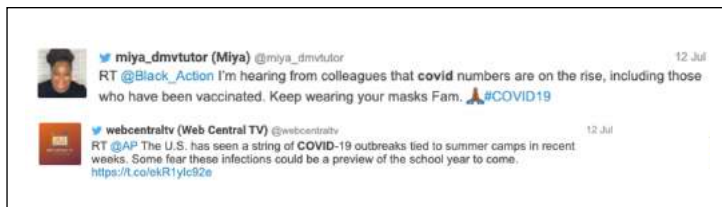
Joy



Anger



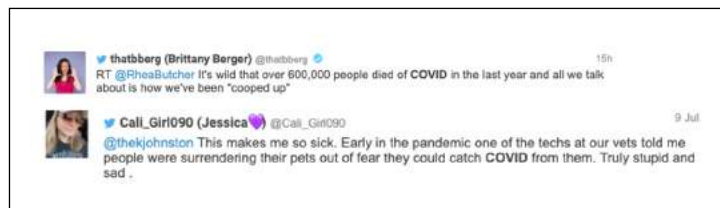
Fear



Sadness



Disgust



Spotlight On:

July's Economic Outlook: A Tale of Various Consumers

As businesses reopen and consumers return to some sense of normalcy, brands must take different consumer groups' experiences into account, especially those of differing socioeconomic status. Here are some things companies should stay mindful:

- **Employment:** June saw record high job openings, but it also saw layoffs persist. Employment churn is high as challenges around finding the right workers for the right jobs remain. A greater share of employed workers actively searched for other positions in June, especially low-income workers. Additionally, more students and retirees are now working or looking for work.
- **Consumer confidence:** Consumer sentiment stayed relatively stable in June. Looking to the future, high-income Americans are likely to use a greater share of their income to consume rather than save. Contrastingly, low-income consumers may be pushed back to work as unemployment benefits expire.
- **Share of wallet:** Americans are increasing their engagement in normal economic activities such as spending on trips and vacations rather than on cars and other durable goods. However, cars and suburban houses purchased during the pandemic will lead to increased car-related spending and staying outside of urban areas in years to come.
- **Personal finances:** The greater share of those unable to pay their bills in May left more consumers without enough savings in June. Low- and middle-income consumers will likely continue to take from their savings as unemployment benefits expire and they job search. On the flip end, high-income consumers will continue to rely on credit card debt to finance their spending.

Source: [Morning Consult](#)

Economic News

- Janet Yellen warns that coronavirus variants threaten global recovery (7/11/21) [NYT](#)
- Inflation is still high. Used car prices could help explain what happens next (7/13/21) [NPR](#)

Marketing/Media News Related to Racial Injustice

- Abercrombie & Fitch celebrates Black joy with artist-designed tees (7/13/21) [Rivet](#)
- Brands face new pressure on labour rights (7/13/21) [Business of Fashion](#)
- In one year, the 15% Pledge got 385 Black-owned brands on the shelves of Macy's, Gap, Sephora, and more (7/7/21) [Fast Company](#)
- How Black brands are finding success with major retailers (7/6/21) [City Metro](#)
- Attitudes toward brands evolve again, 1 year after a racial reckoning began (6/30/21) [Marketing Dive](#)
- A racial justice organization is using billboards to continue fighting against racism (6/25/21) [AdWeek](#)
- BET Awards hit record ad sales as brands look to connect with Black audiences (6/25/21) [AdAge](#)
- Best Buy to spend \$1.2 billion with diverse businesses by 2025 (6/24/21) [Bloomberg](#)
- Grounding your brand activism in the needs of marginalized communities (6/22/21) [AdWeek](#)

Marketing/Media News Related to COVID-19

- Burger King workers announce resignation with a sign outside restaurant: 'We all quit' (7/13/21) [Washington Post](#)
- Norwegian Cruise Line sues Florida surgeon general to end vaccine passport ban (7/13/21) [CNBC](#)
- PepsiCo reports stronger sales as consumers eat out more, but warns of rising prices (7/13/21) [NYT](#)
- Weber plans IPO after COVID ignited grilling enthusiasts (7/13/21) [Fox Business](#)
- Levi's shaking off pandemic with sales and profit gains (7/8/21) [Yahoo! Life](#)
- Chipotle recruits workers with TikTok's new resumé program (7/9/21) [ADAGE](#)
- U.S. hotels finally surpass pre-COVID levels as travel surges (7/8/21) [ADAGE](#)
- Procurement takes the lead post-pandemic (7/2/21) [Campaign Live](#)
- As consumers feel comfortable again, amusement parks could be in line for a busy summer (6/30/21) [Morning Consult](#)

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