

# The Weekly Digest

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

April 14, 2021

This week, the U.S. vaccination rollout hit its first real speedbump with the announcement that J&J would be temporarily pausing deployment of its vaccine while authorities investigated a rare blood-clotting disorder that emerged in six recipients. While J&J cites this pause as a positive, showing that the checks and balances in place are indeed working, it has caused intense debate among public health officials about whether halting vaccines for such a rare disorder was worth the cost. President Biden downplayed the setback, citing that even without the J&J shipments, there would still be enough vaccine for every American who wanted it by the end of next month.

It is becoming quite clear that speed in which the U.S. economy recovers will be

closely tied to the momentum around vaccination deployment (many travel stocks saw a decline yesterday based on the J&J news), but how we track and prove vaccination status remains unclear. A recent study shows most Americans say they want digital proof that they've been vaccinated but that they don't want to have to prove their status to access businesses or services (see: Chart of the Day). While vaccine passports will surely become a hotly contested issue over the next few months, businesses, particularly those in the travel industry, will be laser focused on capturing consumers' dollars as they seek to return to pre-pandemic life (see Spotlight On: The travel industry's rebound).

Number of Daily New Diagnoses in the U.S. **77,946**

Trajectory of New Diagnoses: **Increasing**

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

Number of COVID-19 Cases in the U.S. **31,347,470**

As of 9:32am Source: [Johns Hopkins](#)

7 day average of newly vaccinated people in US **3.38M/day**

As of 4/14/21 Source: [NYT](#)

Percentage of US population vaccinated:

Given at least one shot: **37%**

Fully vaccinated: **23%**

As of 4/14/21 Source: [NYT](#)

Estimated herd immunity range: 70%-90%

## Most of the Public Favors Digital Vaccine Passports —but Only if They're Not Mandatory

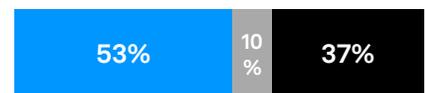
U.S. adults were asked whether they support or oppose the following

Support Don't know / No opinion Oppose

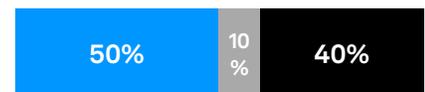
Giving people digital proof that they have been vaccinated



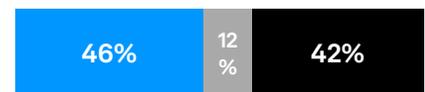
Requiring people who have been vaccinated to carry proof



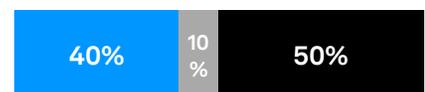
Allowing employers to require that employees show proof of vaccination before working



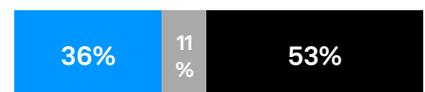
Requiring people who have been vaccinated to carry digital proof



Allowing businesses to require proof of vaccination for anyone who enters their store

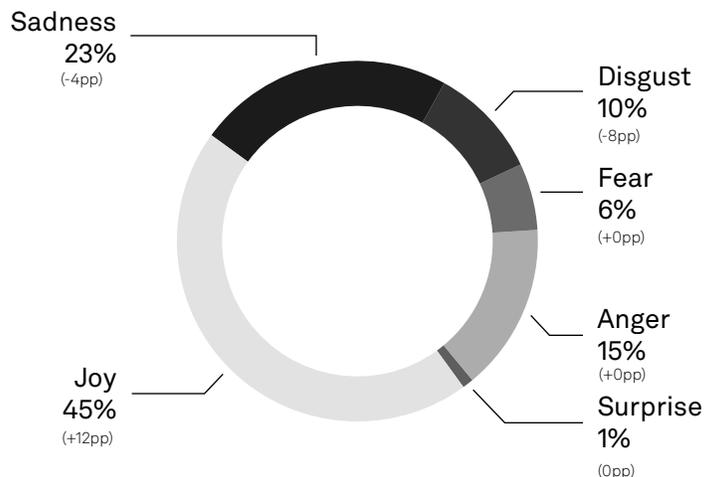


Allowing businesses to ban unvaccinated customers from entering their stores



Date: 4/7/21 Source: [Morning Consult](#)

## Emotional sentiment



Date: 4/7/21-4/13/21 Source: Brandwatch

Note: Change in emotional sentiment is reflective of changes since 6/10, 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

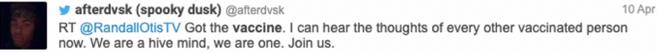
- Vaccine refusal will come at a cost—for all of us (4/10/21) [The Atlantic](#)
- A mystery under study: How, why and when COVID vaccines aren't fully protective (4/13/21) [NPR](#)
- Unvaccinated folks' are driving coronavirus surges as American society slowly reopens (4/12/21) [Yahoo! Finance](#)

## Racial-Justice-Related Resources

- Sign up for bystander intervention training to stop anti-Asian/American and xenophobic harassment [Hollaback!](#)
- Team USA athletes speak out about recent anti-Asian hate ahead of Tokyo Olympics (4/7/21) [Yahoo Sports](#)
- Roughly half of U.S. Asian adults have experienced more online harassment during pandemic (4/8/21) [Morning Consult](#)
- Nearly 3 in 5 U.S. Asian adults say reports of racism, violence have affected their mental health (4/8/21) [Morning Consult](#)
- U.S. Asians most likely to blame Trump, white America for rising tide of Anti-Asian discrimination (4/7/21) [Morning Consult](#)
- Why the trope of Black-Asian conflict in the face of anti-Asian violence dismisses solidarity (3/11/21) [Brookings](#)
- Derek Chauvin is on trial for George Floyd's death: Live updates [CNN](#)

### Joy



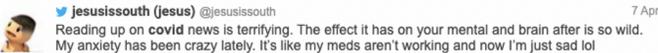


### Anger





### Fear





### Sadness





### Disgust





## Spotlight On: The travel industry's rebound

As Americans get vaccinated after a year of being cooped up indoors and pushing off their PTO days, the travel industry seems to be opening up again. Domestic travel bookings for the summer are going through the roof. On Kayak, searches for summer travel have been increasing as much as 27% every week since early March. Priceline has seen a 165% rise in bundled flight- and hotel-bookings compared with summer 2019, a trend that is most likely driven by workers looking for deals on extended stays during which they can vacation and work remotely.

But while people are planning their dream trips (76% are actively creating wish lists ahead of travel resuming and 61% plan to spend more than usual on a trip), they are also prioritizing time with friends and family in addition to safety. Before experiencing adventures around the world again, most people are simply looking to connect with loved ones on a relaxed and safe trip. Open space and sustainable travel are front of mind. Trip Advisor has reported a spike in searches for rural- and nature-focused trips.

With all this talk about new-found freedoms, it's important for businesses looking to take advantage of the uptick in travel to keep a few things in mind:

- Following CDC guidelines, prioritizing rigorous standards of hygiene, and understanding vaccine passports will be key to ensuring health and safety of customers.
- People will be looking for unique experiences and thrills so making your offer exceptional will help you stand out.
- Offering flexible cancellations will ease consumers' minds as we remain in uncertain times.
- Looking after your staff will be essential to offering the best possible service. This past year, how a company cares for its employees has grown in influence in customers' purchasing decisions.
- Incorporating more digital into the customer experience will fulfill peoples' growing desires for seamless interactions and experiences.
- While travel is rising, many low-wage workers, who have disproportionately borne the brunt of the COVID-19 pandemic when it comes to their physical and financial health, are not in positions to take advantage of this "summer vacca-cation boom." Many who have lost jobs cannot afford to go on vacation and many low-wage workers don't get any paid time off.

Source: [The Drum](#) (4/14/21), [The Drum](#) (4/12/21), [The Atlantic](#) (4/8/21)

## Marketing/Media News Related to Racial Injustice

- Target says it will spend more than \$2 billion with Black-owned businesses by 2025 (4/7/21) [CNBC](#)
- 'Not a marketing moment': Brands increase support for AAPI causes through donations and dialogue (4/6/21) [Forbes](#)
- Corporations are working with social media influencers to cancel-proof their racial justice initiatives (3/30/21) [Washington Post](#)
- Black executives call on corporations to fight restrictive voting laws (3/31/21) [NYTimes](#)
- Corporations, vocal about racial justice, go quiet on voting rights (3/29/21) [NYTimes](#)
- Racism has no geography—so why are UK brands staying silent during anti-Asian attacks? (4/1/21) [PRWeek](#)
- The Ad Council names Elise James-DeCruise Chief Equity Officer (4/5/21) [Cision PR Newswire](#)

## Marketing/Media News Related to COVID-19

- Budweiser & Ad Council target National Beer Day in COVID-19 vaccination drive (4/7/21) [AdWeek](#)
- "It's been really tough": Huawei discusses marketing through a pandemic and 5G controversy (4/6/21) [MobileMarketing](#)
- Heinz promises to catch up to Americans' demand amid ketchup packet shortage (4/10/21) [NPR](#)
- Uber posts record demand in March (4/12/21) [WSJ](#)
- Cruise industry spars with CDC over how to restart sailings (4/7/21) [WSJ](#)
- Americans have too much toilet paper. It is catching up to companies (4/13/21) [Fox Business](#)
- Social media ad costs are rising as consumer confidence returns (4/12/21) [ADAGE](#)
- Your cousin from Boston gets a shot in Sam Adams' COVID-19 vaccine ad (4/9/21) [ADAGE](#)
- CEO of Kayak's parent says vaccine passports would make it safer for people to travel (4/5/21) [CNBC](#)

## Economic News

- Beyond Pandemic's Upheaval, a Racial Wealth Gap Endures (4/9/21) [NYT](#)
- 'Invisibilized': Asian Americans lead in long-term unemployment amid COVID-19 pandemic and hate attacks (4/7/21) [USAToday](#)
- Inflation Accelerated in March Due to Strengthening Economy, Rising Energy Prices (4/13/21) [WSJ](#)

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