

The Weekly Digest

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

January 20, 2021

SPECIAL INAUGURATION EDITION

This week, President-elect Joe Biden will be inaugurated as the 46th president of the United States, and he will immediately be challenged with uniting a polarized nation. The insurrection at the Capitol earlier this month is a stark reminder that while many people welcome the change in the Oval Office, many Americans feel quite differently. While the events of the last ten months have been some of the most trying in our nation's collective history, they've unfortunately divided us more than they've united us.

The current state of consumers' wellbeing and attitudes runs deeper than political lines. Americans' mental health and personal finances suffered the most in 2020, but demographic factors like income and education levels have caused certain groups to be disproportionately impacted (See: Chart of The Day—A Divided America). And

despite surpassing 400,000 COVID-19 related deaths, just over 1 in 2 Americans say they would get the coronavirus vaccine today (See: Chart of The Day—Willingness to Get Vaccine).

At a time when Americans can't agree on appropriate government interventions, businesses are put in a unique position to help bridge the divide. According to the Edelman Trust Barometer, 70% of people expect corporate leaders to step in when government does not fix societal problems. However, businesses must be thoughtful in how they tackle addressing these issues. Looking beyond partisan ideals and tapping into core values that are shared among all Americans is a critical first step for businesses looking to speak up and take action (See Spotlight On: How Your Business Can Bridge the Divide).

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

24,255,934

Number of Daily New Diagnoses in the U.S.

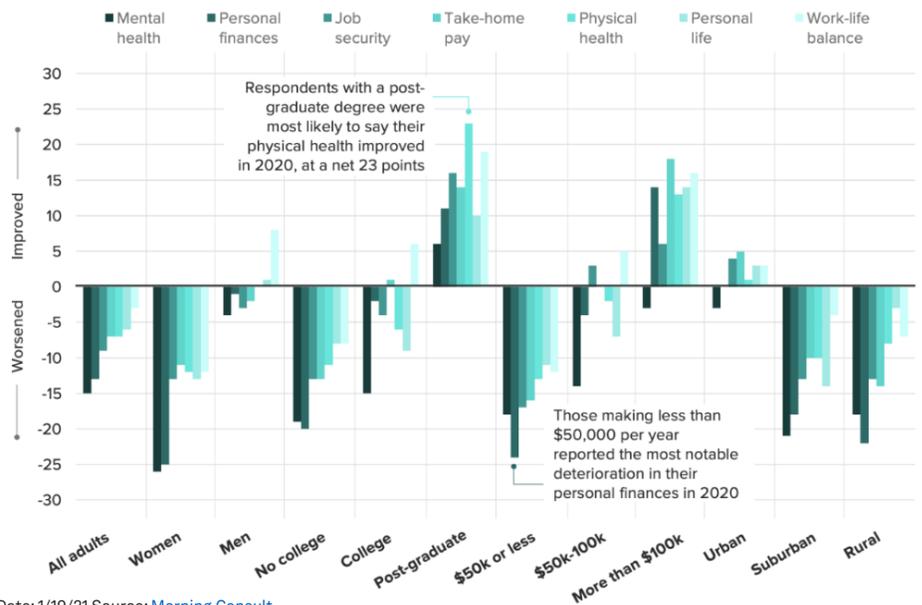
185,070

Trajectory of New Diagnoses:

Decreasing

As of 10:31am Source: [Johns Hopkins](#)

A Divided America: Share Who Said the Following Factors Improved for Them in 2020 Minus the Share Who Said Those Factors Have Worsened



Date: 1/19/21 Source: [Morning Consult](#)

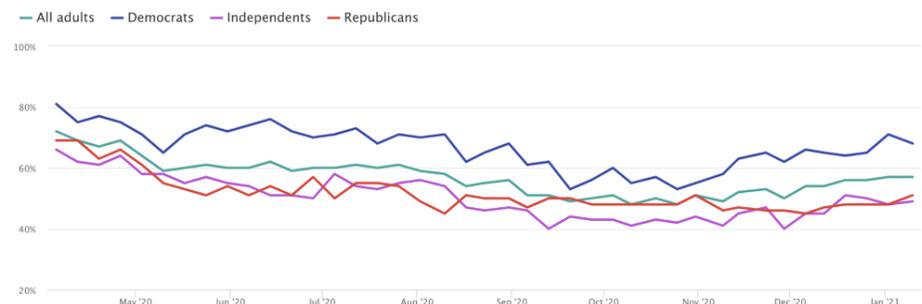
Consumer Discussions



Date: 12/30/20-1/5/21 Source: [Brandwatch](#)

Willingness to Get Vaccine: Over 1 in 2 Americans Say They Would Get a Coronavirus Vaccine

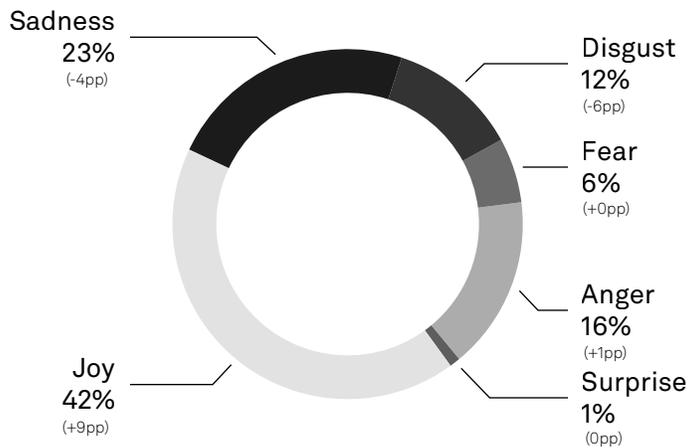
The share of U.S. adults who say that they would get vaccinated if a vaccine that protects from the coronavirus became available:



This data comes from Morning Consult's weekly coronavirus survey tracker, based on surveys of 2,200 U.S. adults each. The latest survey was conducted Jan. 8-10, 2021.

Date: 1/10/21 Source: [Morning Consult](#)

Emotional sentiment



Date: 12/30/20-1/5/21

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

- The latest on the coronavirus pandemic and vaccines (1/19/21) [CNN](#)
- Fact check: Scientists do not yet know whether the COVID-19 vaccine reduces transmission of the virus (1/19/21) [Reuters](#)
- The government cannot afford to lose its best pandemic data (1/18/21) [The Atlantic](#)

Racial-Justice-Related Resources

- A Martin Luther King Day reading list about race in the workplace (1/18/21) [Quartz](#)
- Can You Bank: Show your MLK pride by shopping these 5 Black-owned brands (1/18/21) [HelloBeautiful](#)
- A racial equity monument to honor Dr. Martin Luther King Jr. And Coretta Scott King is set for Boston (1/14/21) [NYTimes](#)
- Is it bad to shop fashion brands that go against your values? (1/14/21) [PopSugar](#)

Joy

@jmbreen_ (Jenn) @jmbreen_ 14 Jan
 My mom got both doses of the covid vaccine. So happy that she has a little less stress at work seeing covid patients. 🥰

@ariannaortizz (arianna) @ariannaortizz 15 Jan
 RT @michaelbonsurj That first COVID / Lockdown free summer I swear I'm living that shit like Phineas and Ferb

Anger

@ashbash5280 (Ash) @ashbash5280 15 Jan
 RT @_jadesabelle covid-19 is killing 1 person every 6 minutes in LA county and the malls are open

@JLynnNCT (AllLivesCantMatterUntilBLM) @JLynnNCT 1h
 RT @BerniceKing Honor him by passing the #JohnLewisesVotingRightsAct, @senatemajldr. Let's strengthen our democracy and prevent voter suppression. Millions of Black and Brown people should never be in danger of being disenfranchised. #MLK #MLKDay #RestoreTheVRA

Fear

@astste (Speedy) @astste 15 Jan
 RT @jaketapper The elderly father of a friend of mine was just diagnosed with COVID -- any prayers or good wishes are welcome on his behalf -- thanks

@pinklemonadeliz (pinklemonadeliz) @pinklemonadeliz 19m
 @producergirl Agreed! I've had to have conversations with my mom about her not having guests stay at her house right now 🤔. Covid scares me 😬

Sadness

@ksl4151 (K-Luv) @ksl4151 13h
 RT @BerniceKing Please don't act like everyone loved my father. He was assassinated. A 1967 poll reflected that he was one of the most hated men in America. Most hated. Many who quote him now and evoke him to deter justice today would likely hate, and may already hate, the authentic King. #MLK <https://t.co/yGdQXL5MJ3>

@gc2peak0074 (25th45th Invoke the 25th NOW!) @gc2peak0074 30m
 RT @RepAdamSchiff 400,000 lives lost to COVID-19. The death toll is staggering. For some, incomprehensible. Unless you're one of the families in mourning. Or have one of the 400,000 empty seats at your dinner table. My heart goes out to everyone in pain. We will get through this, together.

Disgust

@FightkidsCancer (Erin McCrone) @FightkidsCancer 2h
 RT @elizaorlins IT IS MLK DAY. This is unacceptable. Today and every day. When I'm Manhattan District Attorney, police officers who engage in misconduct and brutality will be held accountable.

@TheBrianest (Brian does not trust this '2021') @TheBrianest 13h
 RT @CaseyStockstill I have a dream that MLK quotes will not be used to uphold color-blind racism in still-segregated schools.

Spotlight On: How Your Business Can Bridge the Divide

Partisanship in the U.S. has deep implications not only for party politics, but for much deeper issues of systemic social, racial, and environmental justice as well. 2020 showed us what happens when the truth takes on several definitions by different groups, from discourse around wearing a mask to distrust over the vaccine. How can businesses help bridge this divide? According to the Edelman Trust Barometer, 70% of people expect corporate leaders to step in when government does not fix societal problems. Businesses are in a unique position to create a post-partisan community that empowers citizens to solve problems in a safe environment. Companies should remember, however, that they can't appeal to everyone and solve every problem; they should refer back to their fundamental values and act on what is most beneficial for their larger community. Here are five ways businesses can best get involved:

- **Don't see red or blue.** Work to find common ground in the issues that best reflect your company's values.
- **Choose wisely.** Take time to truly examine what matters to your company, employees, and consumers, rather than hopping on the next big issue. What unique role does your company have in making the world better?
- **Be accountable.** Make statements, and back them up with facts and action.
- **Wait to talk.** Listen first. Ensure diversity and inclusion of voices of all types of lived experiences.
- **Know where to draw the line.** Just because your company is committed to a more unified future does not mean you should overlook more extremist ideologies that better society for the sake of post-partisanship.

Source: [Fast Company](#) (1/19/21)

Economic News

- States have tried seizing unemployment benefits during the pandemic. Some fear new rules won't help (1/19/21) [CNBC](#)
- Outlook darkens for Wall Street as Biden's regulators take shape (1/19/21) [Reuters](#)
- Yellen urges Congress to 'act big' to prop up pandemic-scarred economy (1/19/21) [NPR](#)

Marketing/Media News Related to COVID-19

- British hospitals use blockchain to track COVID-19 vaccines (1/19/21) [Reuters](#)
- Supermarket chain Aldi to pay U.S. workers who get COVID-19 vaccination (1/19/21) [Reuters](#)
- Your smartwatch might detect signs of COVID-19 before you do (1/19/21) [Engadget](#)
- Norwegian Cruise Line Holdings Ltd. announces extension of suspension of voyages (1/19/21) [Yahoo Finance](#)
- MTA postpones planned 2021 fare hike "for several months" because "people are suffering" (1/18/21) [Gothamist](#)
- Blackstone's pre-COVID-19 portfolio shifts have turned out well (1/19/21) [WSJ](#)
- [RESTAURANTS](#)
- IHOP introduces burritos and bowls in push for more takeout customers (1/19/21) [CNBC](#)
- CES is a fantasyland of futuristic products. This year it was dominated by our bleak present (1/16/21) [CNN](#)
- Ski down and mask up — resorts try to stay safe in pandemic skiing boom (1/18/21) [NPR](#)

Marketing/Media News Related to Racial Injustice

- What brands can do for MLK Day and Black History Month (1/11/21) [NAACP](#)
- How Nordstrom, Patagonia, Kith and more retailers are honoring MLK Day (1/18/21) [Footwear News](#)
- NFL co-opts MLK's quote About 'injustice anywhere' after blacklisting Kaepernick for protesting police violence (1/18/21) [NewsOne](#)
- Jan 20 tweeting on Martin Luther King Jr. Day: The Good, the Bad and the Why?! (1/19/21) [Ignite Social Media](#)
- Brands need to embrace social change: Here's why (1/19/21) [Forbes](#)
- Ipsy to invest \$7M in Black-owned brands (1/19/21) [Retail Dive](#)
- Apple announces new projects for fighting against racial injustice (1/13/21) [Bustle](#)
- For brands responding to political violence, skip the snark and go formal on social media (1/19/21) [Morning Consult](#)
- Brands speak out against Capitol insurrection (1/8/21) [Campaign US](#)

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