

The Weekly Digest

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

March 31, 2021

This week, as the vaccination rate continues to tick up, we're seeing signs that consumers are eager to return to their pre-pandemic routines (see: Chart of the Day). In fact, a recent McKinsey study shows a direct link between vaccinations and out-of-home activities, with those who have been vaccinated being 50% more likely to engage in activities such as dining out, going to the movies, and traveling. The airline industry has significantly benefited from this trend, with TSA screening more than 1 million passengers for 17 days in a row, a significant milestone for the industry.

Vaccine and inoculation talk are quickly becoming a focal point in

our social conversations. Asking a friend "Which one did you get?" is seemingly more common than asking "how's it going?"; and some vaccination sites even have designed photo areas for capturing the latest social media flex: the vaccine-selfie. Brands, too, are quickly trying to partake in the vaccine buzz. While most consumers support brands disseminating factual information about how and where to get a COVID-19 vaccine, partnering with trusted sources such as government or medical agencies can increase the chances that a brand's messaging will be successful (see Spotlight On: Brands Encouraging COVID-19 Vaccinations).

Number of Daily New Diagnoses in the U.S. **62,049**

Trajectory of New Diagnoses: **Decreasing**

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

Number of COVID-19 Cases in the U.S. **30,394,810**

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

7 day average of newly vaccinated people in US **2.77M/day**

As of 3/30/21 Source: [NYT](#)

Percentage of US population vaccinated: **29%**

Given at least one shot:

29%

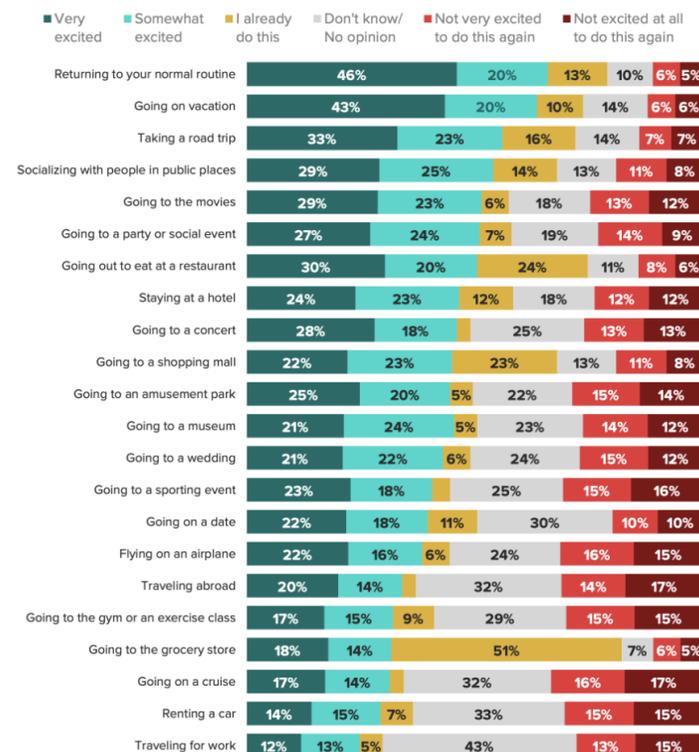
Fully vaccinated:

16%

As of 3/30/21 Source: [NYT](#)

Estimated herd immunity range: 70%-90%

Respondents were asked to consider when the pandemic is under control and the economy has fully reopened. They were then asked how excited they were about the opportunity to do the following:

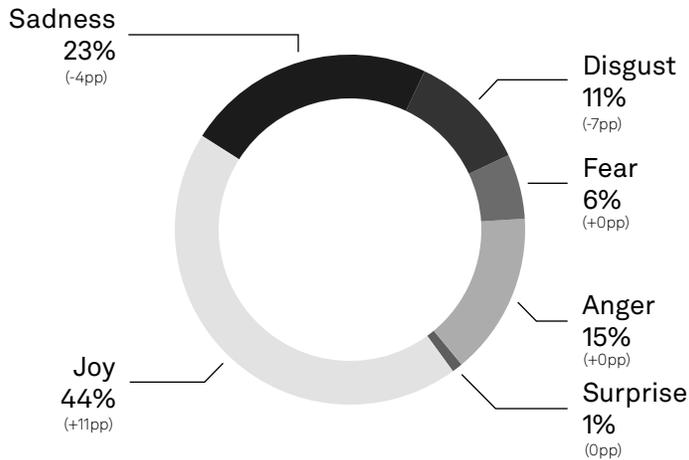


MORNING CONSULT

Poll conducted March 18-21, 2021, among 2,200 U.S. adults with a margin of error of +/-2%. Figures may not add up to 100% due to rounding.

Date: 3/24/21 Source: [Morning Consult](#)

Emotional sentiment



Date: 3/24/21-3/30/21 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

- U.S. COVID cases rising again as restrictions ease despite benefits from increased vaccinations (3/29/21) [CNBC](#)
- This biotech start-up is working overtime to develop a second-wave, mutation-resistant COVID-19 vaccine (3/29/21) [CNBC](#)
- COVID-19 and rural communities: Protecting rural lives and health (3/10/21) [McKinsey](#)
- Is indoor dining safe now that I'm vaccinated? (3/15/21) [Eater](#)
- Why people keep asking which vaccine you got (3/29/21) [The Atlantic](#)

Racial-Justice-Related Resources

- How a shared goal to dismantle white supremacy is fueling Black-Asian solidarity (3/26/21) [TIME](#)
- On anti-Asian hate crimes: Who is our real enemy? (2/10/21) [Awaken](#)
- 'Am I Asian Enough?' Adoptees struggle to make sense of spike in anti-Asian violence (3/27/21) [NPR](#)
- 'This affects all of us': Marches, rallies against Asian hate crimes see widespread participation (3/27/21) [USAToday](#)
- Asian American activists are demanding equal civil rights, better education in schools after Asian hate attacks (3/26/21) [USAToday](#)

Joy

JoyceHutchens3 (Joyce Hutchens) @JoyceHutchens3 27 Mar
Illinois sees second most productive COVID-19 vaccination day yet, as cases continue to rise (LIVE UPDATES) <https://t.co/BM0vXRDIv> via @SunTimes

LFCsaveslives (Loudoun Free Clinic) @LFCsaveslives 27 Mar
Happy Passover, friends! Wishing you love & many blessings during this holiday, however you are able to celebrate this year during COVID-19. Chag sameach! <https://t.co/XHxgAD26Sz> <https://t.co/6AFdQhAJqu>

Anger

Suzecat52 (Sue) @Suzecat52 27 Mar
RT @DrTomFrieden 3 big gaps in US vaccine program. 1. Equity. Black and Latinx people still about twice as likely to be killed by Covid but half as likely to be vaccinated. We mocked up a data visualization [DATA NOT REAL]; every place should publish to track as they implement programs to fix.5/ <https://t.co/tNslEp4qkY>

00Lilac_Sky00 (Lilac Sky) @00Lilac_Sky00 24 Mar
@CTZebra @Kanlungan2 ❤️🔴 My sister is an RN who takes care of Covid patients. Her husband has a collapsed lung due to Covid. I'm so angry at the SELFISH people who endanger health-care workers by refusing to wear a mask or get vaccinated. Info has been around long enough. No excuse!

Fear

Buckysmiles (Social Distance Ninja) @Buckysmiles 1h
RT @mkenemoli CDC Director Rochelle Walensky using today's WH COVID briefing to deliver a more urgent and emotional call for Americans not to let guard down on pandemic. She said she was tossing her script to plead with Americans to "just hold on a little while longer"

_clairems (claire) @_clairems 24 Mar
taking a pregnancy test and a covid test in the same week guess how my life is going

Sadness

jenime (Jeni Mc) @jenime 14h
More South Dakotans died today from the continued Covid deaths that plague our state. In addition we have many here struggling under the weight of utilities bills from Feb, costs of funerals, and lack of rent support. My fellow South Dakotans share their GoFundMe links daily.

yuulixg (Yuli) @yuulixg 25 Mar
RT @HesStar_ I miss the part of Covid when there was no traffic

Disgust

Kuro1Ryu (H a k u w e i (温い)) @Kuro1Ryu 13h
RT @ludi_in Stop stereotyping us. Stop erasing us. Stop hurting us. Speak up. Amplify our stories. Listen to our voices. Learn our history. Stop Asian hate. Show Asian love. #StopAAPHate #ShowAsianLove <https://t.co/VGSSXtPwFf>

Gerardparman92 (Gerardparman) @Gerardparman92 4h
RT @KodakBlack1k Let's stop Anti-Asian racism

Spotlight On: Brands Encouraging COVID-19 Vaccinations

Several brands have entered the COVID-19 vaccination conversation, raising awareness of, educating on, and promoting vaccination efforts. But should they? Most consumers want brands to speak up. A recent Adweek and Harris Poll survey found that 70% of U.S. adults support brands disseminating factual information about how and where to get a COVID-19 vaccine. Baby boomers were the most supportive at 75%. Additionally, 42% of consumers overall said sharing vaccine information would bolster their view of the brand. However, most people trust government agencies and news media over social media or brands for vaccination information. Thus, partnerships with trusted sources are key to brands' success in sharing information. Here are some examples of brands chiming in on the conversation:

- Krispy Kreme announced it would give away free donuts to newly vaccinated customers. Ensuing controversy led the company to later add that if someone chose not to get vaccinated for personal reasons, they can still get a donut.
- Facebook partnered with Boston Children's Hospital on a tool called VaccineFinder to help U.S. users learn where they can get vaccinated. Facebook also adds labels to posts about COVID-19 vaccines to provide additional information from the WHO and it continues to provide free ads to health-focused organizations so they can share their own guidance.
- YouTube plans to use a 3-pronged approach to vaccination education efforts consisting of continuing to share information from local health authorities and community-based health organizations, launching a global campaign to address vaccine hesitancy, and connecting creators with trusted health experts to reimagine the dissemination of vaccine information.
- Pinterest has partnered with Association for Healthcare Social Media, an organization of healthcare professionals who engage with and provide information to online audiences, and medical organizations serving underrepresented groups. It will also provide paid media to the Ad Council's "It's Up to You" vaccine awareness campaign.

Source: [AdWeek](#) (3/29/21), [Insider Intelligence](#) (3/29/21), [AdWeek](#) (3/15/21), [AdWeek](#) (3/18/21), [AdWeek](#) (3/11/21)

Marketing/Media News Related to Racial Injustice

- P&G is putting more money behind Black creators and media through its Widen the Screen initiative (3/29/21) [AdAge](#)
- How marketers are responding to surging AAPI hate crimes: A live blog (3/26/21) [AdAge](#)
- Coca-Cola pledges nearly \$2 million to AAPI organizations (3/25/21) [Coca-Cola](#)
- AT&T and WarnerMedia announce \$7M commitment to combat and confront anti-Asian hate (3/26/21) [PR Newsire](#)
- Direct Agents directs NFT-generated funds toward stamping out hate (3/22/21) [AdAge](#), [Direct Agents](#)
- Denim brands take to social media to show support for AAPI community (3/24/21) [Rivet](#)
- Häagen-Dazs and Lena Waithe are redefining luxury while supporting marginalized creators (3/26/21) [AdWeek](#)
- Hurting but still hopeful: What it's like for Asian American family-owned businesses right now (3/29/21) [Vox](#)
- Beauty brands can't fight racism if they continue working with problematic influencers (3/26/21) [Insider](#)
- Study: Brand activism sways buying behavior, brand impression for 58% of consumers (3/25/21) [Marketing Dive](#)
- Corporate brands stepped up during 2020's racial reckoning — now comes 'the hard work' of real equity and inclusion (3/15/21) [MarketWatch](#)

Marketing/Media News Related to COVID-19

- Krispy Kreme defends its free doughnuts to vaccinated people offer (3/29/21) [Fox News](#)
- Millions of Americans return to air travel as vaccines and spring break fever kick in (3/29/21) [CBS News](#)
- How marketers are reimagining the consumer journey in a post-COVID world (3/24/21) [ADAGE](#)
- 'What are we going to do?': Towns reel as banks close branches at record pace (3/29/21) [NPR](#)
- The gambling company that had the best pandemic ever (3/27/21) [NYT](#)
- Here come hot desks and Zoom rooms. And holograms? (3/30/21) [NYT](#)
- Stitch Fix relied on flexibility to ride out the pandemic. CEO Katrina Lake says those changes are here to stay (3/30/21) [Fortune](#)
- Retail media strategies evolve as ecommerce surges (3/29/21) [AdExchanger](#)
- How Lowe's, Home Depot plan to keep momentum as consumers' thoughts turn to travel (3/29/21) [ADAGE](#)

Economic News

- Are you spending or saving your third stimulus check? It could determine the strength of the COVID-19 recovery (3/29/21) [USAToday](#)
- Charted: The Gen Z unemployment rate, compared to older generations (3/23/21) [Visual Capitalist](#)
- Equal Pay Day highlights a \$1 million salary shortfall for some women amid COVID (3/24/21) [CNBC](#)
- Essential, unemployed, overstretched: How the COVID economy crashed on women (3/22/21) [WSKG](#)

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