

# The Weekly Digest



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

**WEEKLY DIGEST**  
July 8, 2020

The number of COVID-19 cases has reached over 3 million in the U.S., with daily new diagnoses at over 70,000 – a single day record. 23 states have seen their own single day records for new diagnoses in the past 2 weeks. Amid the surge in cases, consumers are beginning to pull back from activities that they began to engage in as lockdowns ended (see Chart of the Day). And there is a real question around what the current trajectory means for reopening schools in the fall (see Spotlight On: Reopening our schools).

In the midst of all of this, the fight for racial justice continues. Civil rights leaders met with Mark Zuckerberg and Sheryl Sandberg yesterday to discuss 10 demands that would help prevent hate speech from spreading on Facebook. However, only one of those points – hiring a civil rights position at Facebook – was resolved. Given that many advertisers have said that they will only pull ads from Facebook during the month of July, Zuckerberg has said privately that he believes ad revenue will return in short order. But, a variety of surveys have shown that the majority of consumers want brands to take a stand on social issues. The Facebook ad boycott can't be seen as a boycott of convenience. Brands need to take a stand on those issues that they believe in and demonstrate a commitment to those issues long term in order to maintain the trust of consumers and be seen as meaningful to their lives.

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

# 3,016,515

## Number of Daily New Diagnoses in the U.S.

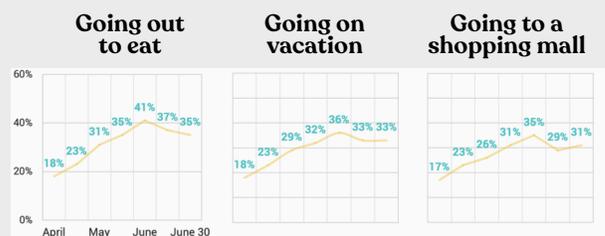
# 77,890

Trajectory of New Diagnoses:  
**Increasing**

As of 12:34pm Source: [Johns Hopkins](#)

## Consumers' comfort level with some leisure activities falls amid COVID-19 surge

Share of U.S. adults who said they feel comfortable doing the following activities right now. Activities are ordered by the share who said they'd feel comfortable doing them in the initial poll



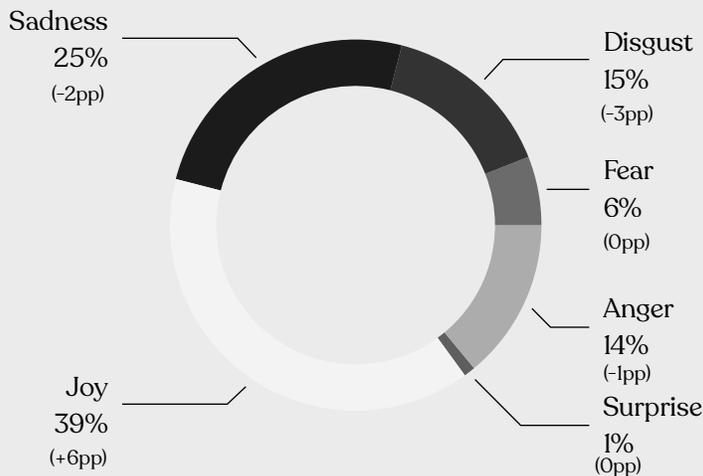
Date: 7/6/20 Source: [Morning Consult](#)

## Consumer Discussions



Data: BrandWatch, 7.1-7.7, US only.

## Emotional Response to Protests for Racial Justice



Date: 7/1/20-7/7/20 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.

## Economic News

- The Economy Is Not Going Back to Normal (7/6/20) [Slate](#)
- Dr. Fauci says the average age of U.S. coronavirus patients has dropped by 15 years as Sun Belt states gets hit (7/6/20) [CNBC](#)
- Trump says U.S. schools must reopen in fall amid pandemic (7/6/20) [Reuters](#)
- 13 million gig workers getting unemployment benefits, 41% of the total (7/6/20) [CNBC](#)

### Joy

### Anger

### Fear

### Sadness

### Disgust

## Spotlight On: Reopening Our Schools

With more people returning to work over the next few months, many parents are left wondering how they'll juggle returning to work while also caring for their children. The most obvious answer is to reopen the school systems, but the solution is anything but simple. With many states still seeing significant spikes in COVID cases, school reopening plans will need to center around limiting the number of students in the building at a given time in order to prevent disease spread. This of course means difficult decisions will need to be made as states must choose which children are able to get back to the classroom.

Data shows students who normally attend virtual school programs have lower test scores and are less likely to graduate high school—no evidence yet exists surrounding emergency online education, but many estimate the results could be far worse. For young children, and students with learning disabilities, in-person education is especially crucial. They're at a higher risk of learning loss during a key period of educational development and cannot stay home unsupervised. As such, they may be prioritized for in-person education, while older children remain in virtual-only curriculums.

This approach to schooling resembles anything but a return to normal and could carry significant developmental consequences down the road. Many states will need to drastically reduce the number of COVID cases if they wish to move anything more than a small fraction of students back into the classroom come fall. And without much time between now and September, hitting pause on some of the economic reopening in order to focus on virus mitigation may be the best course of action for our children.

Source: (07/07/20) [The Atlantic](#)

## COVID-Related Resources:

- Airborne Coronavirus: What You Should Do Now (7/6/20) [NYT](#)
- 'We'll be living with masks for years': COVID-19 through the eyes of a pandemic expert (7/6/20) [CNET](#)
- Covid-19 cases are rising, but deaths are falling. What's going on? (7/6/20) [VOX](#)

## Racial-Justice-Related Resources

- Black Americans On Celebrating July 4th Amid National Unrest Over Racial Injustice (7/4/20) [NPR](#)
- Where you bank can make a big difference for racial injustice (7/4/20) [CNBC](#)
- How to Talk About Antifa With People Who Are Freaked Out About It (7/2/20) [VICE](#)

## Marketing/Media News

### How Brands are Addressing COVID-19 :

- Uber Gobbles Up Postmates In \$2.65 Billion Bet On Food Delivery (7/6/20) [NPR](#)
- Rivals Royal Caribbean, Norwegian Cruise Line team up to plan restart (7/6/20) [Yahoo Finance](#)
- US online grocery sales hit record \$7.2 billion in June (7/6/20) [Tech Crunch](#)
- Colleges Plan to Reopen Campuses, but for Just Some Students at a Time (7/7/20) [NYT](#)
- Walmart Launches Virtual Summer Camps and Parking Lot Drive-In Movies for Summer of Social Distance (7/3/20) [AdAge](#)
- Airbnb Implements New Rules for Guests Under 25 in Hopes of Preventing House Parties (7/6/20) [Travel + Leisure](#)

### How Brands are Addressing Racial Injustice:

- Facebook prepares to dig in as advertising boycott continues (7/6/20) [NBC News](#)
- How Investors Are Addressing Racial Injustice (7/3/20) [NYT](#)
- Kaepernick teams with Disney for racial injustice programs (7/6/20) [Yahoo! Sports](#)
- The recession will scar Gen Z. And it could be even worse for Black youth (7/7/20) [CNN](#)
- GroupM And Havas Media Help Brands Push Spend To Minority-Owned Publishers (7/6/20) [AdExchanger](#)
- Brands want to replace racial stereotypes on packaging. Not all customers agree (7/6/20) [AdAge](#)
- Netflix Appoints Bozoma Saint John as Chief Marketing Officer (7/1/20) [Forbes](#)
- Conversation, not boycotts, is the way to fix social media says Unilever marketing boss (7/7/20) [The Drum](#)

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