

The Weekly Digest

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

June 9, 2021

In the U.S., COVID-19 vaccination rates have slowed with providers administering about 1.07M doses per day on average, a 68% decrease from the peak of 3.38M reported on April 13. New trend data shows that the Biden administration's decision to relax mask usage recommendations for those who have been fully vaccinated has been highly influential in getting people back to their regular routine. Since this May 13 guidance, we've seen a considerable increase in comfort levels of those who have been vaccinated in engaging in a range of activities. This has led the comfort gap between vaccinated and unvaccinated folks to diminish to one of its smallest yet (see Chart of the Day: Comfort Gap Between

Vaccinated and Unvaccinated Americans Winnows in Wake of CDC's Revised Guidance on Masks).

However, with President Biden's goal of vaccinating 70% of U.S. adults by July 4 and rates slowing down, state governments are resorting to incentives. Corporations have joined states in this fight, developing creative ways to boost vaccination for both consumers and employees. In giving away freebies and helping people get vaccinated, companies are not only looking to get their businesses off and running again, but also looking to build deeper brand connections (see Spotlight On: Corporate America's Push for Vaccination)

Number of Daily New Diagnoses in the U.S.

14,954

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

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

33,393,813

As of 9:27am
Source: [Johns Hopkins](#)

7 day average of newly vaccinated people in US

1.07M/day

As of 6/8/21
Source: [NYT](#)

Percentage of US population vaccinated:

Given at least one shot:

52%

Estimated herd immunity range: 70%-90%

Fully vaccinated:

42%

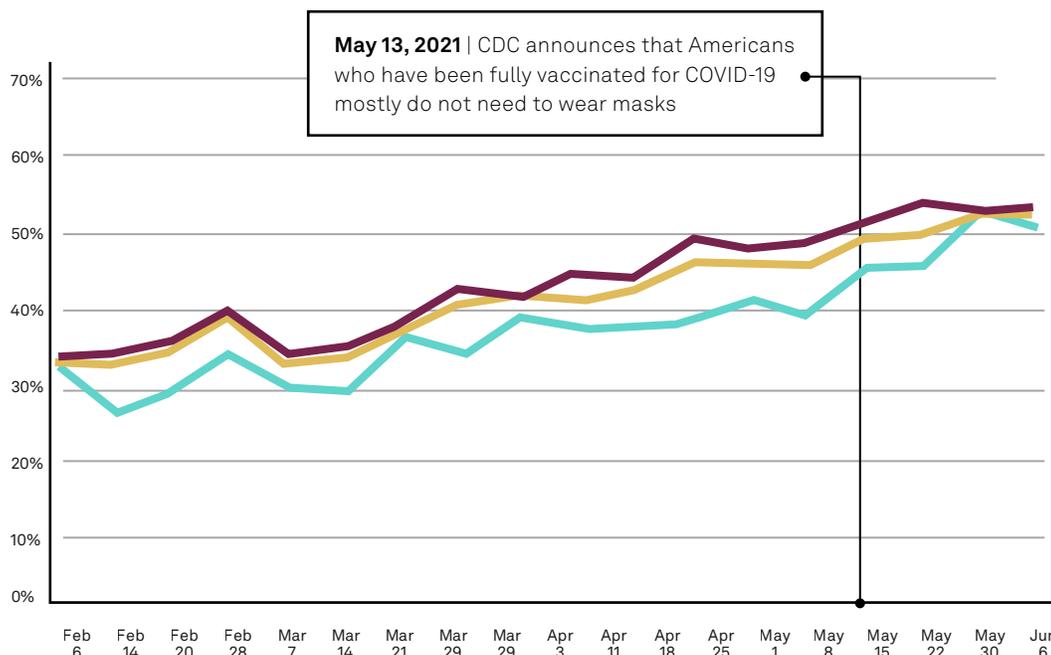
As of 6/8/21
Source: [NYT](#)

Trajectory of New Diagnoses:

Decreasing

Comfort gap between vaccinated and unvaccinated Americans winnows in wake of CDC's revised guidance on masks

Average share of **vaccinated,* unvaccinated** and **all U.S. adults** who said they would be at least "somewhat comfortable" doing a range of activities right now given the state of the COVID-19 pandemic

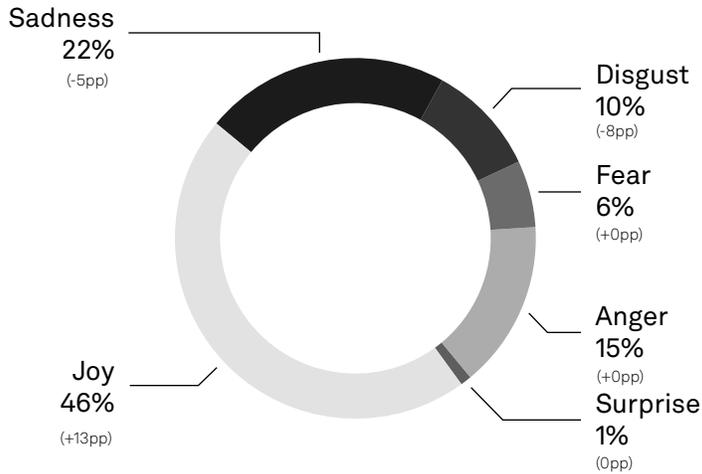


Date: 6/9/21

Source: [Morning Consult](#)

* U.S. adults who said they have received at least one dose of the COVID-19 vaccine.

Emotional sentiment



Date: 6/2/21-6/8/21 – 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

- What it's like to be a teenage mom during the pandemic (6/4/21) [NYTimes](#)
- Why leaving the nest is harder the second time around (6/4/21) [NYTimes](#)
- The cult of busyness: Now, bragging about busyness is how people indicate their status. Could a pandemic change the way busyness is glorified? (6/7/21) [Vice](#)

Racial-Justice-Related Resources

- Protest is the origin story for Pride and Black Lives Matter movements: 5 Things podcast (6/6/21) [USA Today](#)
- Op-Ed: Fights for LGBTQ and racial justice have to go hand in hand (6/1/21) [LA Times](#)
- Chicago's "Boystown" changed its name. Can it change its racist history? (6/3/21) [Them](#)
- The cost of being an 'interchangeable Asian' (6/6/21) [NYTimes](#)
- Shop these BIPOC-owned brands to stock up on everything you need for summer (6/4/21) [Thrillist](#)
- 100+ AAPI-owned businesses to support in 2021 (5/29/21) [NBC News](#)

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

Joy

RT @jeremyfaust That's my third straight shift without a single Covid patient. I ❤️ vaccines.

RT @QueenKay__ God I honestly just want to thank you for protecting me and mine from Covid this whole time 🙏❤️

Anger

Somehow covid made it difficult for me to sleep during the day after night shifts. Used to fall asleep easy & sleep for at least 6 hrs. Not anymore. Now 3-4 hrs of interrupted sleep at most. What are your tips & tricks to sleep during the day?

Production slowed down, but not stopped completely. Covid has slowed down costume delivery but I should be going full speed this week. #INSCMNAC <https://t.co/RNpVXmBSN>

Fear

the state opening back up on the 15th is so wild to me. just finished a difficult, sleepless year in fear of losing one of my parents to covid. and now everything's just 'back to normal' if you will. will need some time to readjust lol

Covid had such an impact on our lives fr, it's scary. I don't think we'll ever not talk about 2020.

Sadness

Kind of sad that it takes incentives for people to realize the importance of vaccination. Forget that you can protect your elders and vulnerable groups like your transplant patients. California launches largest US Covid vaccine lottery yet with \$1.5m prize <https://t.co/sLRy739bKX>

@socialiststeve6 Covid really done effed me up. My anxiety and panic attacks have spiked. But I have a loving fiancé who takes care of me when I need it most. So my mental health has really taken a toll but I'm not alone. ❤️❤️

Disgust

Why is there zero compassion in the ER? I understand covid restrictions but my anxiety is skyrocketing and would be a bit less if I had my mom with me. They refused to let her in even tho she literally works for this exact hospital

RT @LinaHidalgoTX If you're not vaccinated yet, and you haven't had COVID, you're not a superhero, you've just been lucky. Don't push it. Get vaccinated.

Spotlight On: Corporate America's Push for Vaccination

In the past few weeks, vaccine demand has fallen amidst widespread vaccine availability. While many more people are currently vaccinated than were just a few months ago, the U.S. has yet to reach a high enough level of vaccination to achieve "herd immunity." In response, corporate America has taken it upon itself to get more people vaccinated—both consumers and employees. Companies are joining state governments, which have offered everything from [money](#) to [events](#) to [food](#) to [drinks](#) to [cannabis](#), in creating incentives to raise vaccination rates. A Morning Consult survey found that men, Democrats, and Millennials are the most likely to say that freebies would motivate them to get vaccinated. Here's what brands have been doing:

Incentives for consumers:

- Drop, a rewards app, gave new customers up to \$50 in credit for getting vaccinated and proving it. The app has seen 15,000 users redeem COVID codes, 75% of which have been new users. This has given Drop invaluable first-party data to build relationships with these folks. [DigiDay](#)
- Anheuser-Busch announced its biggest beer giveaway ever. It plans to give adults 21 and older a \$5 virtual debit card that can be used to buy one of its products if the U.S. hits Biden's July 4 vaccination goal. [Washington Post](#)
- Shake Shack joined forces with NYC Mayor Bill de Blasio to offer vaccinated New Yorkers free Crinkle Cut Fries with a purchase until June 12. Residents can also earn a voucher when they get vaccinated at one of the city's mobile vaccine buses. [People](#)
- Every day in June, United Airlines will give away a pair of roundtrip tickets for two, in any class of service, to anywhere in the world United flies. [NPR](#)
- Uber's has committed 10M free or discounted rides to vaccination centers through its Vaccinate the Block campaign.
- In March, Krispy Kreme offered a free doughnut to any adult with a vaccination card. Since then, the company has given away more than 1.5M doughnuts. [CNBC](#)

Incentives for employees:

- Amazon set up on-site vaccination clinics; employees who show proof of vaccination receive an \$80 bonus and new hires receive \$100 if they're vaccinated
- Albertsons, the grocery chain, pays \$100 to employees who receive the vaccine
- Target offers its employees free Lyft rides (up to \$15 one way) to vaccine appointments
- Raytheon counts the COVID-19 vaccine as part of its employee wellness program, which provides up to \$200 in annual rewards
- AT&T set up 21 on-site vaccination clinics for its employees and their family members

Source: [TIME](#), [Vox](#)

Marketing/Media News Related to Racial Injustice

- One year after #BlackoutTuesday, what have companies really done for racial justice? (6/2/21) [Vox](#)
- 11 brand campaigns that blend pride with purpose (6/1/21) [AdAge](#)
- Naomi Osaka's French Open withdrawal illustrates why Sweetgreen considers her its ideal marketing match (6/1/21) [Adweek](#)
- Entrepreneur launches initiative supporting Black-owned sneaker retailers (6/6/21) [Yahoo! News](#)
- Lindsay Peoples Wagner and Sandrine Charles are on a mission to help Black creatives through the Black In Fashion Council (6/4/21) [Forbes](#)

Marketing/Media News Related to COVID-19

- The U.S. has failed to persuade Americans to get vaccines. Here's how it should course-correct (6/3/21) [TIME](#)
- How brands can play a role in today's COVID-19 vaccine conversation: closing the COVID-19 conversation exposure gap (6/7/21) [AdAge](#)
- For small gyms, handling the pandemic meant expanding (6/7/21) [NYTimes](#)
- Americans are buying lipstick and condoms. Here's how bars are prepping for a big summer (6/4/21) [CNN](#)
- Washington State allows for free marijuana joints with Covid-19 vaccine (6/8/21) [NYT](#)
- How Zoom beat Google in a classic David vs. Goliath matchup (6/8/21) [NPR](#)
- AB InBev erects billboards tracking nation's vaccination progress (6/8/21) [ADAGE](#)
- A new study of U.S. shoppers signals a return of confidence (6/8/21) [ADAGE](#)
- Young Creators Are Burning Out and Breaking Down (6/8/21) [NYT](#)

Economic News

- Economic inequality inches up as stimulus checks' impact unwinds (5/26/21) [Morning Consult](#)
- Latest jobs report reveals post-Covid economy's long climb (6/6/21) [NBC](#)

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