

The Weekly Digest

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

WEEKLY DIGEST
November 04, 2020



This week, the nation's focus is on one thing and one thing only—the presidential election. After months of divisive rhetoric that split the country on monumental issues like the pandemic and systemic racism, Americans' emotions heading into election night continued to follow partisan trends. Democrats were more likely to feel anxious, nervous and angry, while Republicans were more likely to feel a sense of pride and happiness. But both Trump and Biden voters shared in one feeling—the desire for just wanting this to be over (see: Chart of the Day). However, a swift resolution does not appear imminent as votes in key swing states are still being counted and may continue to be counted through the rest of the week.

Patience will be necessary to maintain sanity over the next few days (today coincidentally is “National Stress Awareness Day”) and Americans will need to have faith in the electoral process to fairly determine the winner. The emotional unrest of this election has also provided an opportunity for brands to interject themselves in the election coverage. The Calm App sponsored CNN's 'Key Race Alert' feature last night, generating buzz on social media while providing viewers with a brief moment of ironic levity. The high demand for election night ad space has spilled over into Wednesday morning and, depending on how long we have to wait for final results, could carry over for the next few days (see Spotlight On: Advertisers Flock to Election Night).

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

9,405,705

Number of Daily New Diagnoses in the U.S.

96,407

Trajectory of New Diagnoses: Increasing

As of 12:46pm Source: [Johns Hopkins](#)

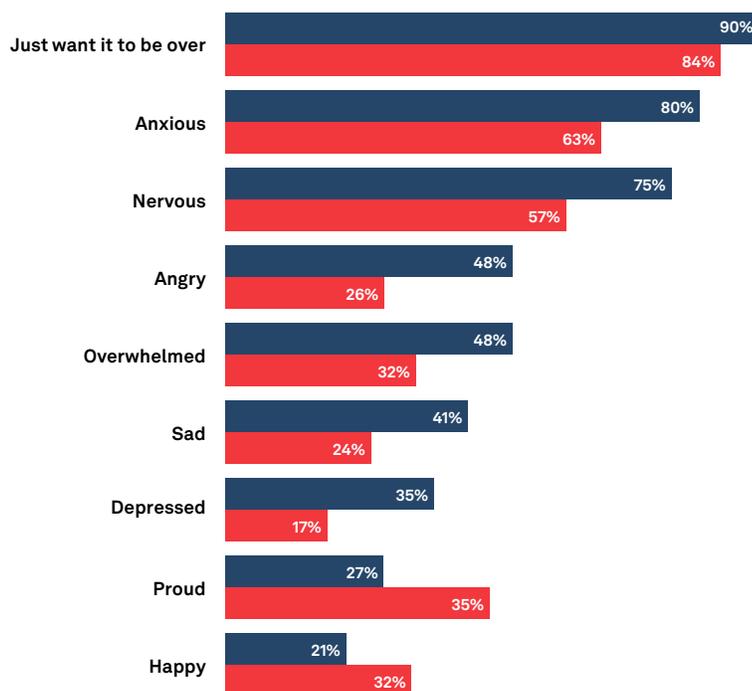
Consumer Discussions



Date: 10/28/20-11/3/20 Source: Brandwatch

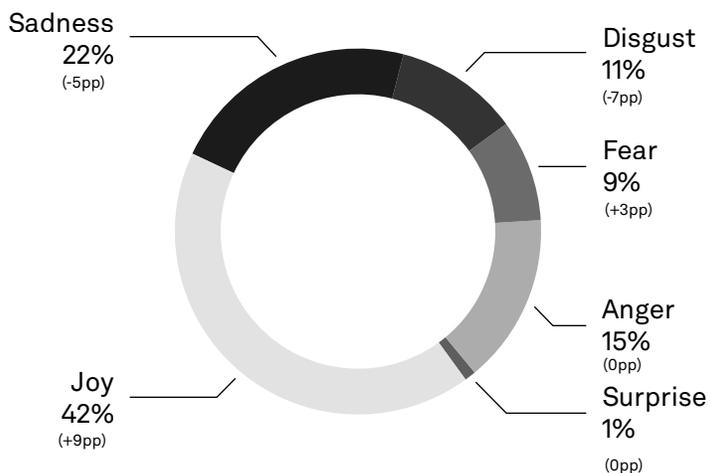
Biden and Trump voters both want this to end

Share of **Biden Voters** and **Trump voters** who said the following to describe how they feel about the 2020 presidential election



Date: 11/4/20 Source: Morning Consult

Emotional sentiment



Date: 11/02/20-11/3/20

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:

- In a stressful time, knitting for calm and connection (11/2/20) [NYTimes](#)
- Welcome home! Now go straight to quarantine (or not) (10/28/20) [NYTimes](#)

Election-Related Resources:

- Freaking out? Here are 5 ways to ward off election anxiety (11/3/20) [NYTimes](#)
- How to talk about the election with your kids (10/30/20) [NYTimes](#)
- News, democracy and how meaningful media could save it all (10/27/20) [Broadcasting + Cable](#)

Joy

 **VanLeVazz (Vannessa)** @VanLeVazz 28m
RT @TheShortest_1 been COVID free this whole pandemic ! thank you god for keeping me covered.

 **Freddy_EPTX (Freddy Klayel-Avalos, M.PA)** @Freddy_EPTX 23h
Sunday community spotlight Thank you to all the healthcare workers from El Paso, and those who have come from other places to assist us with our Covid response. You are our heroes! <https://t.co/41aDkzP3m4>

Anger

 **GypsyMegan6 (The Sassy House Wife)** @GypsyMegan6 2h
RT @bklynmike3 subtle racism is still racism

 **j_anderson_17 (Jordan Anderson)** @j_anderson_17 5h
RT @alayakiser due to is being covid season & all of us are stressed to the point of no return, maybe we can have a couple "snow days" that aren't caused by weather :)

Fear

 **Marge_ly (Taino Warrior)** @Marge_ly 8m
Anyone else scared for tomorrow's outcome? This race has me on edge.

 **theRati (Rati Gupta)** @theRati 20m
Stress management tip for #ElectionDay: Stay away from the news until at least 7pmET when first polls close. Instead watch season 4 of The West Wing, the reelection plotline. It's comforting to watch a less absurd election cycle.

Sadness

 **dandworkin (dandworkin)** @dandworkin 1h
RT @FacesOfCOVID IDAHO -- SAMANTHA HICKEY, 45, a nurse practitioner at a Boise hospital & beloved mother of four died of COVID-19. Her family wanted her death "to serve as a stark reminder that people must do whatever they can to...take this pandemic seriously." <https://t.co/AnriLXb94zo>

 **MonicaPFlash (Monica Palacios)** @MonicaPFlash 9h
COVID-19 has made this the saddest Day of the Dead in Los Angeles <https://t.co/SMvCftz6w5>

Disgust

 **Richard7312495 (Richard C Keane)** @Richard7312495 30 Oct
How can any American, that participates in voter suppression, call themselves a patriot??

 **RockenRuby (Rhonda Ruby)** @RockenRuby 31 Oct
RT @PrincConBoston @UnpopularOpini1 @MilesTaylorUSA Sounds like racism and White Supremacy to me. It's despicable.

Spotlight On: Advertisers Flock to Election Night

Many companies last night saw the rare opportunity to catch a large audience all at once during the live coverage of election results. In a media landscape dominated by streaming and hurt by the pandemic's cancellation of live shows and events, advertisers took advantage of these few hours where live TV broadcasts were being watched by tens of millions of people. Many of the major networks like Fox News and CBS reported filled commercial time for its Tuesday night coverage and said demand for 2020 Election Day ads was greater than it was during the 2016 election. While demand from advertisers usually extends into the Wednesday morning after the election, this year, it is stretching into additional nights as the final votes are still being counted.

While many brands kept their ads away from coverage of a presidential race marked by polarization and misinformation, here are examples of brands that took advantage of the night:

- Calm, a meditation and sleep app designed to relieve stress, ironically sponsored CNN's 'Key Race Alert,' a feature many viewed as anxiety-inducing. Many took to Twitter, calling out the irony of the sponsorship. [Indy100](#), [Pop Culture](#)
- Johnnie Walker is back with another Election Day ad. Brittany Howard, Alabama Shakes' lead singer, performs a remake of "You'll Never Walk Alone," an unofficial anthem for tough times during COVID. While not as politically overt as its 2016 'Keep Walking America,' the ad carries progressive undertones. [AdAge](#)

Source: [NYTimes](#) (10/30/20)

Economic News

- Stock markets gripped by US election race – business live (11/4/20) [The Guardian](#)
- 'It's certainly going to get worse': Businesses plan more layoffs, hiring freezes in 2020 as COVID-19 escalates (11/2/20) [USAToday](#)
- U.S. recovery remains uneven on election eve amid virus surge (11/2/20) [Bloomberg](#)

Relevant Marketing/Media News Related to the Election

- How Big Tech is planning for election night (11/3/20) [Washington Post](#)
- Election Day freebies: Here's where voters or poll workers can get free or discounted food (11/2/20) [Fox Business](#)
- Thousands of companies give workers paid time off to vote on Election Day (11/2/20) [Fox Business](#)
- Businesses across nation board up windows ahead of potential Election Day unrest (11/1/20) [Fox Business](#)
- Brands are scrambling to sell you stuff before the election (10/29/20) [Vox](#)

Marketing/Media News Related to COVID-19

- How COVID-19 has accelerated the shift to emotional loyalty for CPR brands (11/02/20) [The Drum](#)
- The future of luxury, post-coronavirus (11/2/20) [Forbes](#)
- COVID-19 slammed rental-car firms, then business turned around (11/2/20) [WSJ](#)
- Lowe's hiring 20,000 seasonal employees for holidays (11/1/20) [Fox Business](#)
- Focus Brands President on how to transform the workplace during a crisis (11/1/20) [WSJ](#)
- COVID-19 claimed these cruise brands (10/31/20) [Cruise Industry News](#)
- Halloween and COVID-19: which brands are creeping the spirit alive? (10/30/20) [The Drum](#)
- Starbucks says nearly a quarter of all US retail orders are placed from a phone (10/30/20) [The Verge](#)
- COVID-19 slashes company valuations but brands can aid recovery (10/29/20) [The Drum](#)
- Twitter provides tips for brands looking to enhance their messaging amid COVID-19 (10/29/20) [SocialMediaToday](#)

Marketing/Media News Related to Racial Injustice

- Marketing that our collective future depends on (11/2/20) [Martech Today](#)
- Uncomfortable conversations: Fighting racism against Asian Americans in wake of COVID (11/3/20) [AdAge](#)
- VF names first-ever VP of Global Inclusion & Diversity (11/2/20) [Footwear News](#)
- McDonald's hires Reggie J. Miller as VP and Global Diversity, Equity, and Inclusion Officer (11/2/20) [QSR](#)
- Uber Eats accused of discrimination over free delivery for Black-owned restaurants (11/1/20) [Fox Business](#)
- Doing better on racial justice: A framework for brands and nonprofits (10/30/20) [Forbes](#)
- How corporations must learn new lessons about race (10/30/20) [Forbes](#)
- George Floyd's death leads to a surge of new Black board members (10/30/20) [Barron's](#)
- Macy's launching exclusive collections with Black fashion designers in March 2021 (10/30/20) [USAToday](#)
- Beauty brands were quick to tout diversity during summer protests, but the commitment was short-lived (10/29/20) [Fast Company](#)
- The Black In Fashion Council signs over 70 brands in less than 3 months (10/28/20) [Yahoo! Sports](#)
- Why fashion needs to understand the difference between inclusivity and diversity (10/28/20) [Harper's Bazaar](#)