

**IDFA**  
International  
Dairy Foods Association

**POLLING PRESENTATION**

DECEMBER 2020



## METHODOLOGY

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This poll was conducted from December 04-07, 2020, among a national sample of 2200 Adults. The interviews were conducted online, and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



## KEY POINTS

- 1 More than four and five adults agree that grocery store workers (89%), farm workers (85%), and agricultural and food production (86%) workers are essential workers.
- 2 More than four in five adults believe grocery store workers (90%), agriculture and food production workers (85%), and farm workers (82%) should be made a priority when it comes to being among the first to receive the coronavirus vaccine
- 3 Seven in ten adults (71%) support companies and employers partnering with public health agencies at local and state levels to aid in the distribution of the coronavirus vaccine to employees.
- 4 Two-thirds of adults (65%) report they are likely to get the coronavirus vaccine while a third (35%) report they are unlikely to.
- 5 Forty-three percent of adults who are likely to get the vaccine report they are likely to get a coronavirus vaccine at their grocery store.



AGENDA

ESSENTIAL WORKERS STATUS

COVID-19 VACCINE PRIORITY

COVID-19 VACCINE DISTRIBUTION

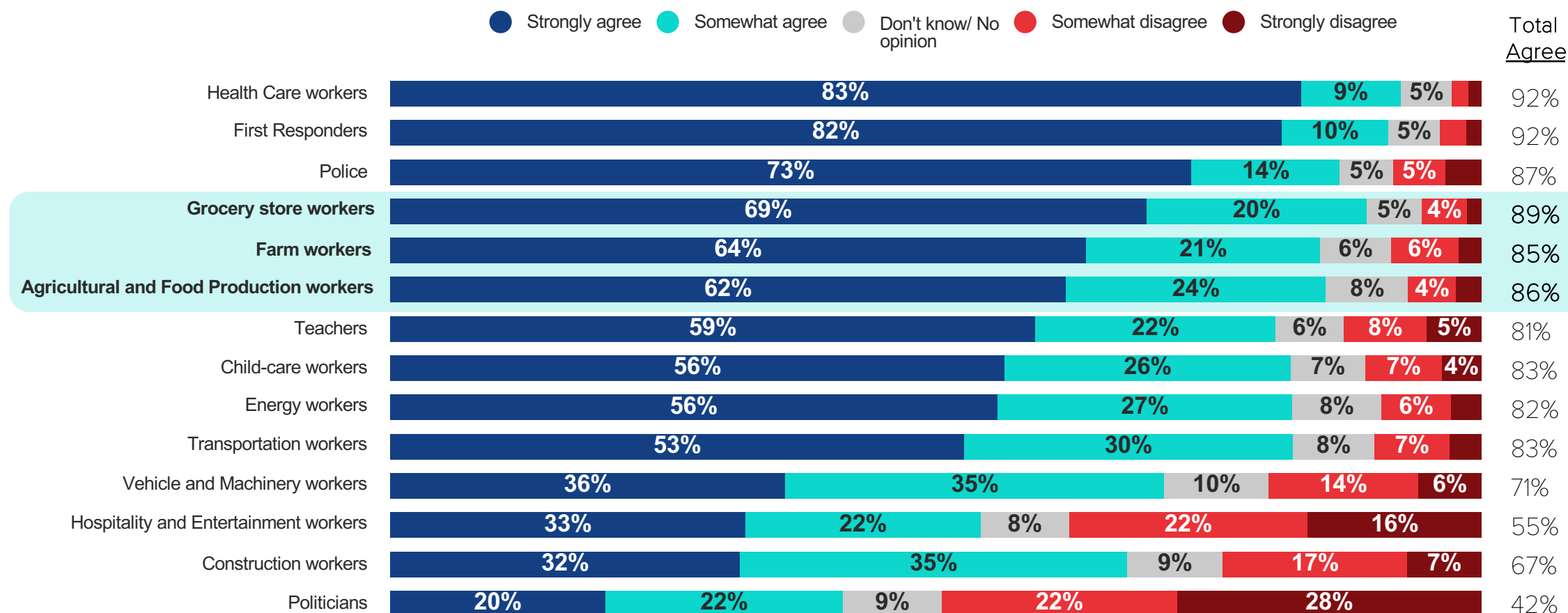




## ESSENTIAL WORKER STATUS

More than four and five adults agree that grocery store workers (89%), farm workers (85%), and agricultural and food production (86%) workers are essential workers.

Based on what you know, do you agree or disagree the following groups of workers are essential workers amidst the coronavirus (COVID-19) pandemic?



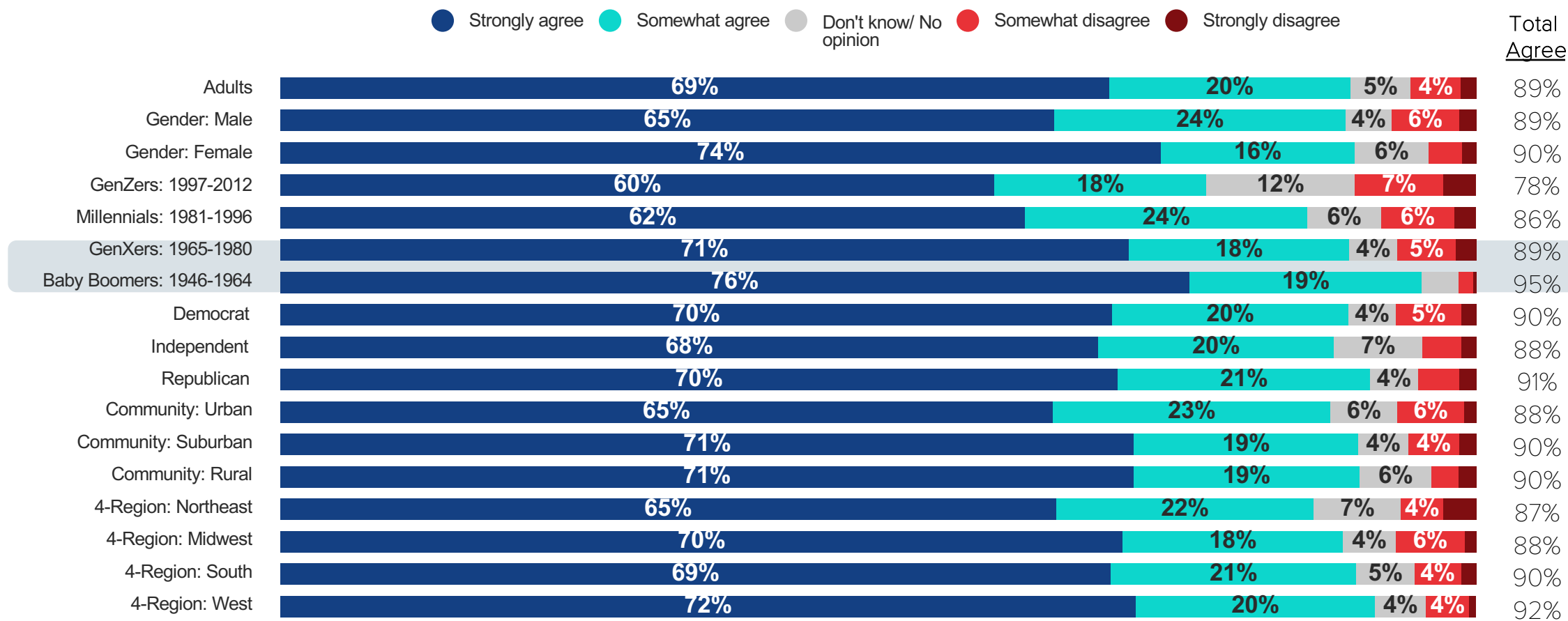
Total Agree= Strongly + Somewhat Agree



## ESSENTIAL WORKER STATUS

More than three-quarters of adults across all key demographics agree grocery store workers are essential workers, particularly among older adults.

Based on what you know, do you agree or disagree the following groups of workers are essential workers amidst the coronavirus (COVID-19) pandemic? *Grocery store workers*



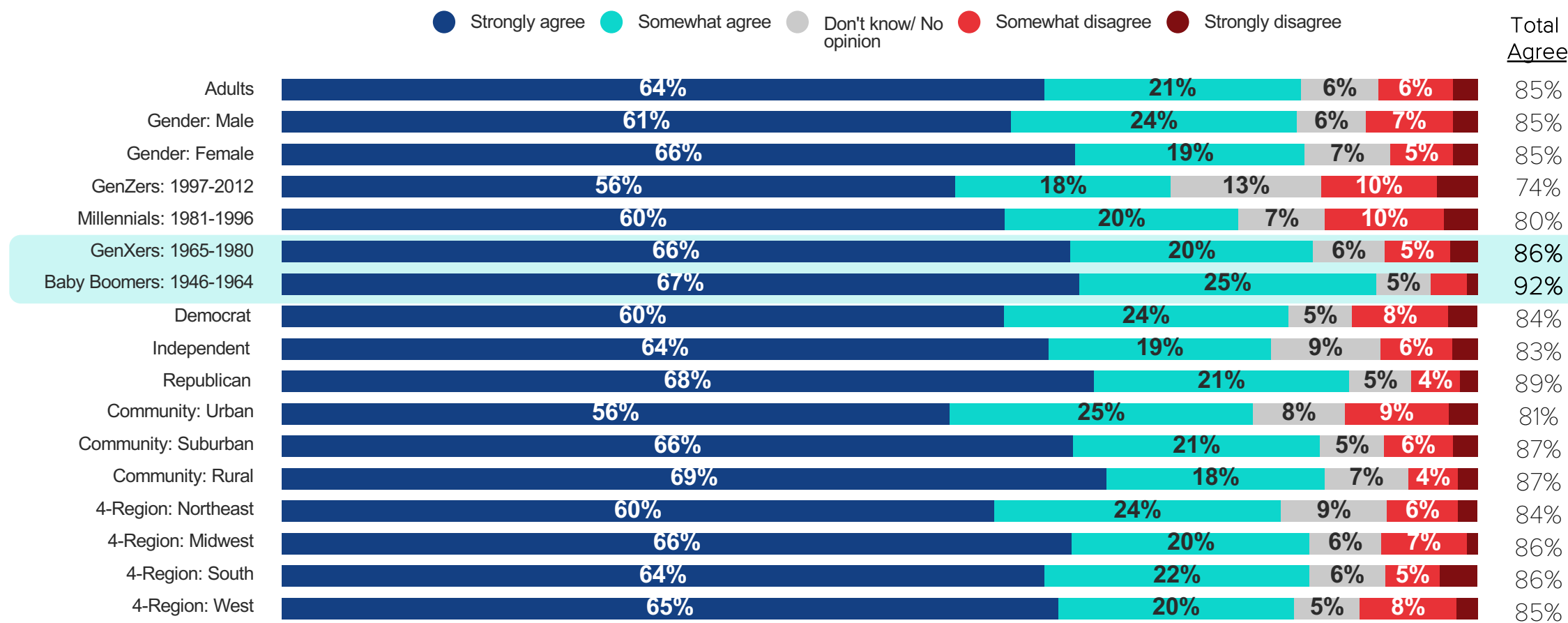
Total Agree= Strongly + Somewhat Agree



## ESSENTIAL WORKER STATUS

Similarly, more than three-quarters of adults across all demographics agree farm workers are essential workers, particularly among older adults.

Based on what you know, do you agree or disagree the following groups of workers are essential workers amidst the coronavirus (COVID-19) pandemic? *Farm workers*



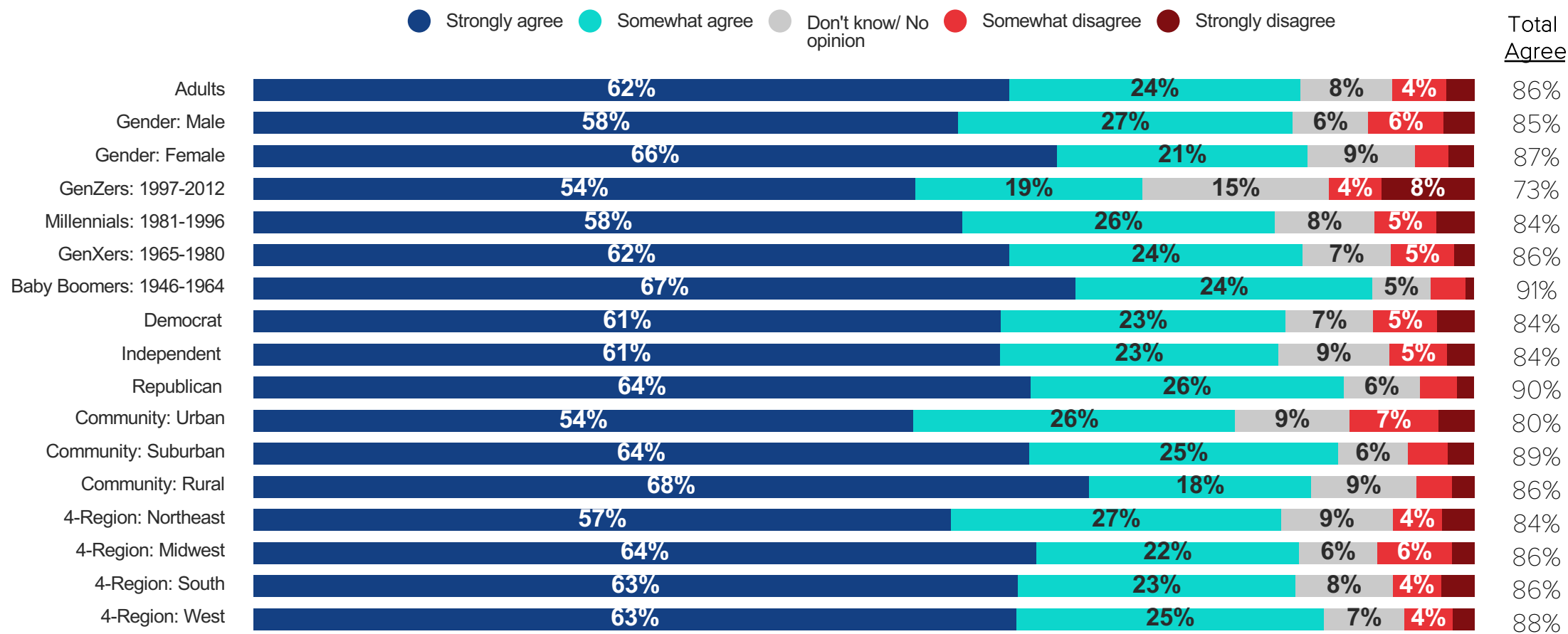
Total Agree= Strongly + Somewhat Agree



## ESSENTIAL WORKER STATUS

# More than half of adults across key demographics strongly agree agricultural and food production workers are essential workers.

Based on what you know, do you agree or disagree the following groups of workers are essential workers amidst the coronavirus (COVID-19) pandemic? *Agricultural and Food Production workers*



Total Agree= Strongly + Somewhat Agree



AGENDA

ESSENTIAL WORKERS STATUS

COVID-19 VACCINE PRIORITY

COVID-19 VACCINE DISTRIBUTION

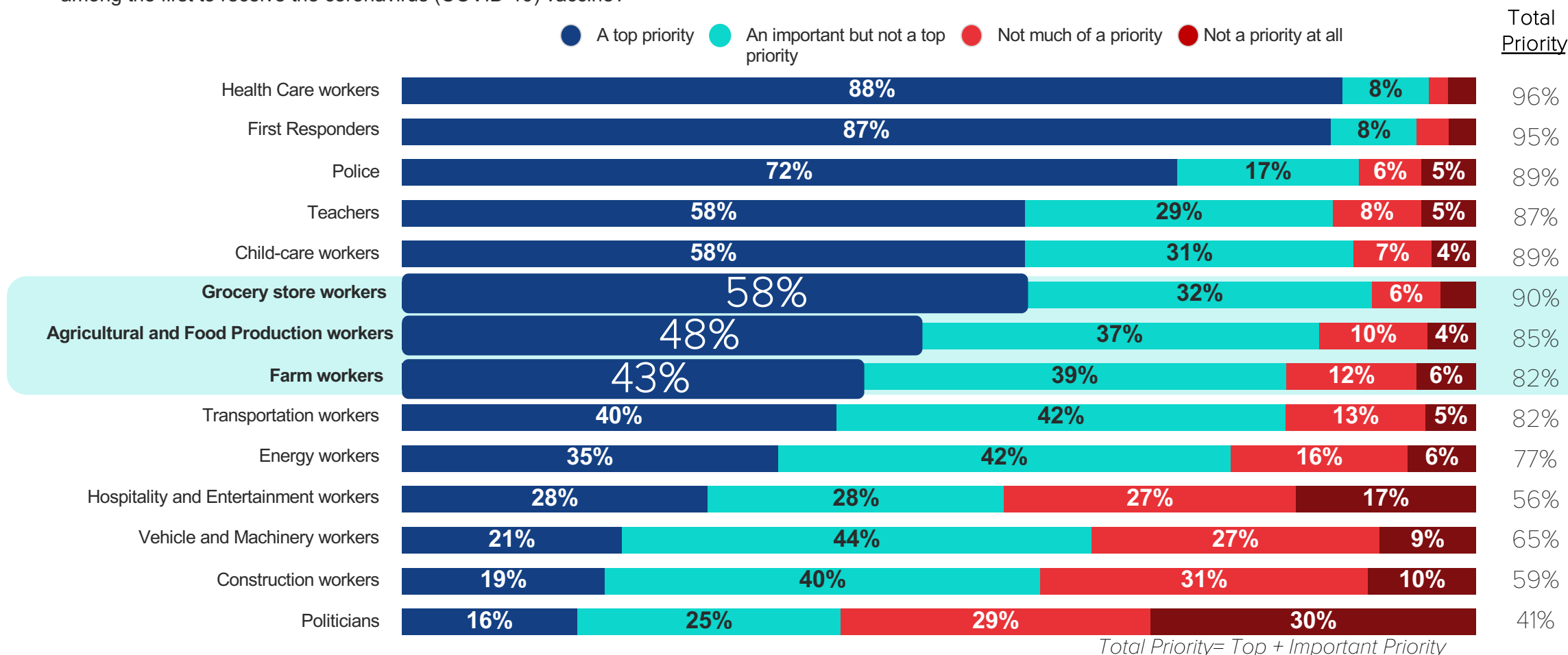




## COVID-19 VACCINE PRIORITY

More than four in five adults believe grocery store workers (90%), agriculture and food production workers (85%), and farm workers (82%) should be made a priority when it comes to being among the first to receive the coronavirus vaccine.

As you may know, the Center for Disease Control has stated that when the coronavirus vaccine becomes available, that it will be given to certain groups of people first, including essential workers. When thinking about the following types of workers, how much of a priority should each of the following be made when it comes to being among the first to receive the coronavirus (COVID-19) vaccine?

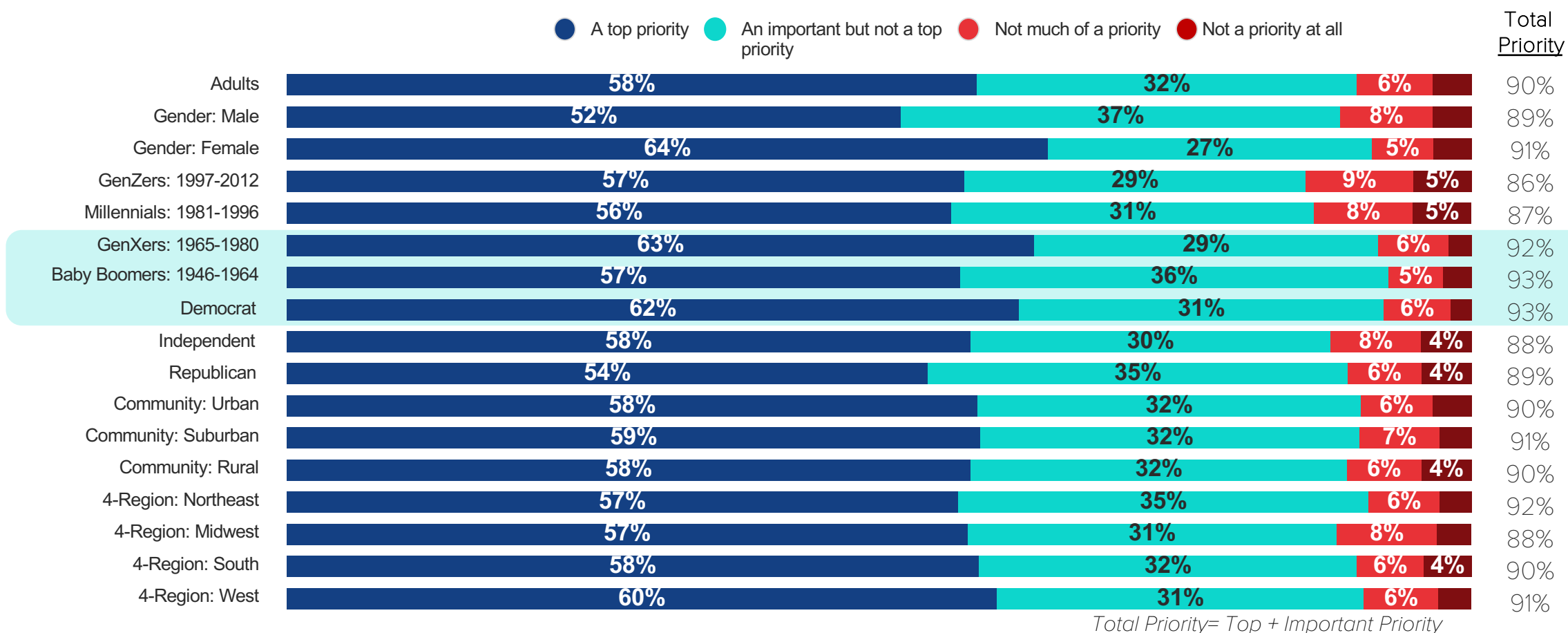




## COVID-19 VACCINE PRIORITY

Nine in ten adults across key demographics believe grocery store workers should be made a priority when to being among the first to receive the coronavirus vaccine, particularly among Democrats and older adults.

When thinking about the following types of workers, how much of a priority should each of the following be made when it comes to being among the first to receive the coronavirus (COVID-19) vaccine? *Grocery store workers*

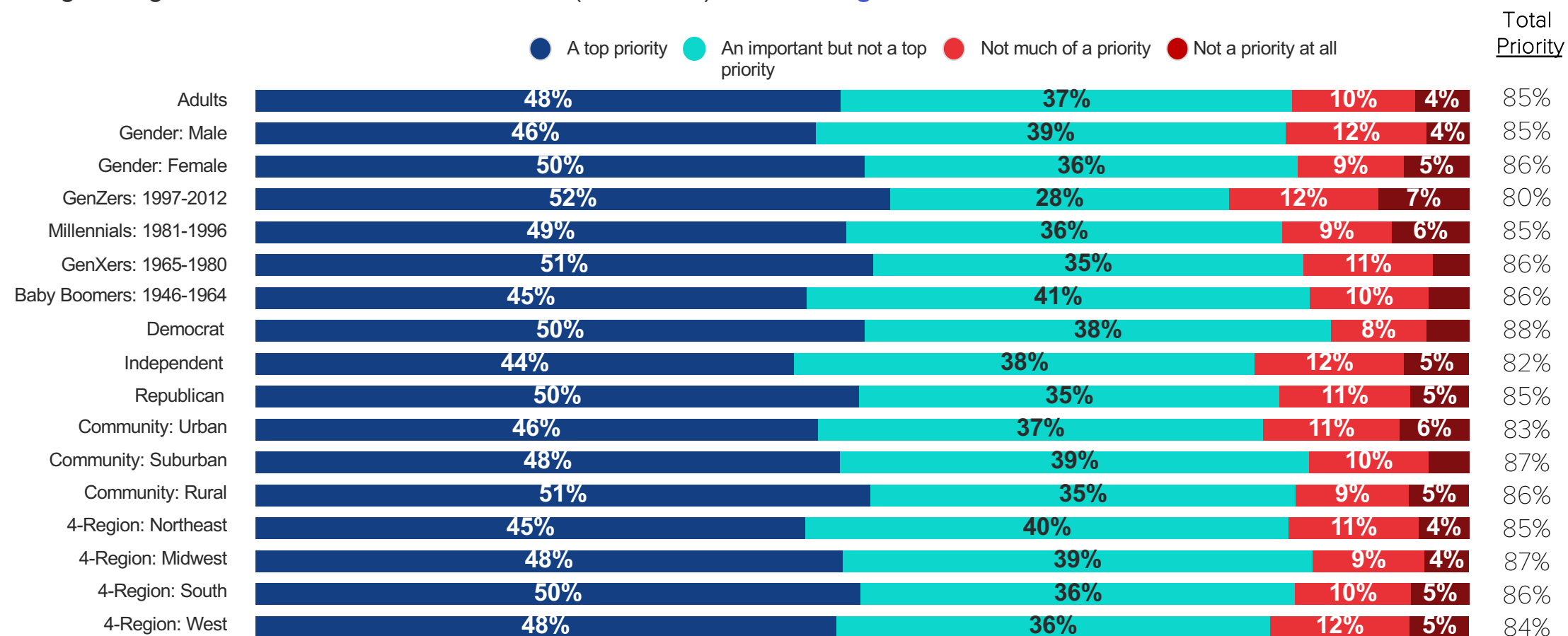




## COVID-19 VACCINE PRIORITY

More than four in five Democrats, independents, and Republicans demographics believe food and agriculture production workers should be made a priority when it comes to being among the first to receive the COVID-19 vaccine.

When thinking about the following types of workers, how much of a priority should each of the following be made when it comes to being among the first to receive the coronavirus (COVID-19) vaccine? *Agricultural and Food Production workers*



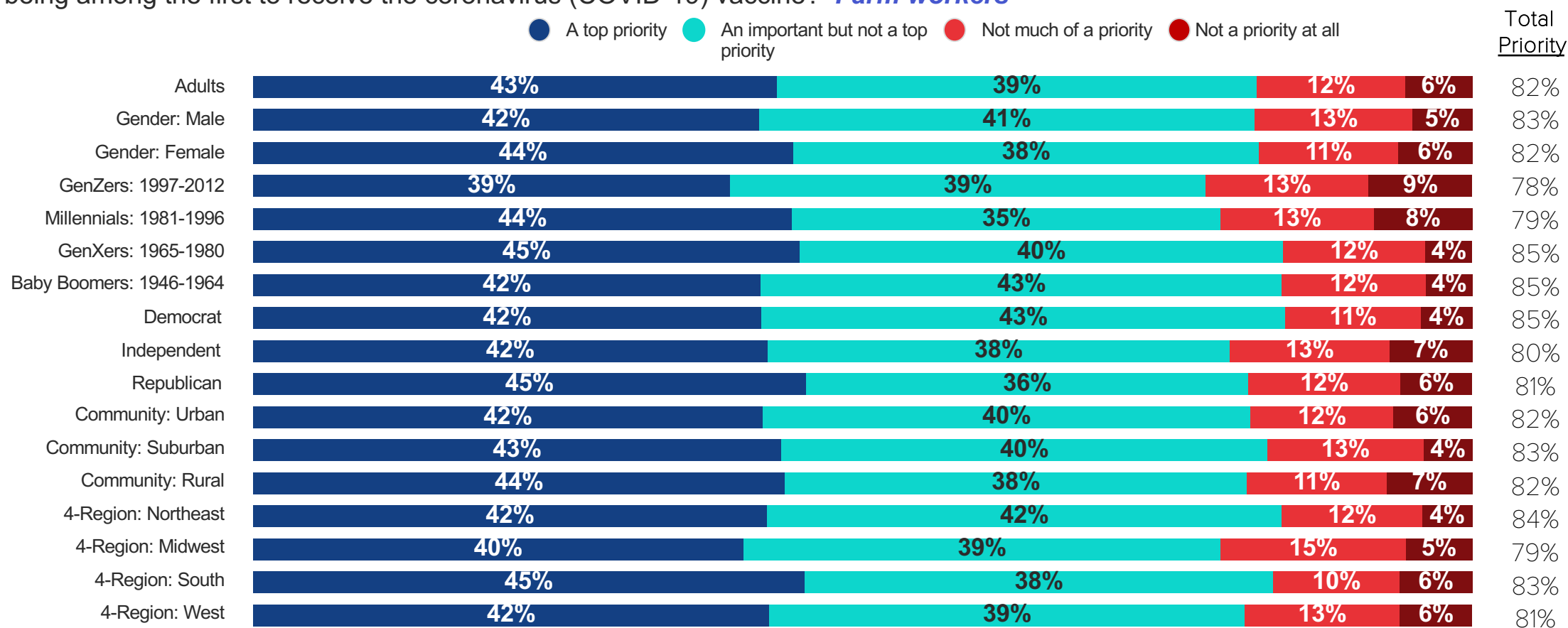
Total Priority= Top + Important Priority



## COVID-19 VACCINE PRIORITY

A strong majority of adults, particularly older, Democratic leaning, and rural adults believe farm workers should be made a priority when it comes to being among the first to receive the COVID-19 vaccine.

When thinking about the following types of workers, how much of a priority should each of the following be made when it comes to being among the first to receive the coronavirus (COVID-19) vaccine? **Farm workers**



Total Priority= Top + Important Priority



AGENDA

ESSENTIAL WORKERS STATUS

COVID-19 VACCINE PRIORITY

COVID-19 VACCINE DISTRIBUTION

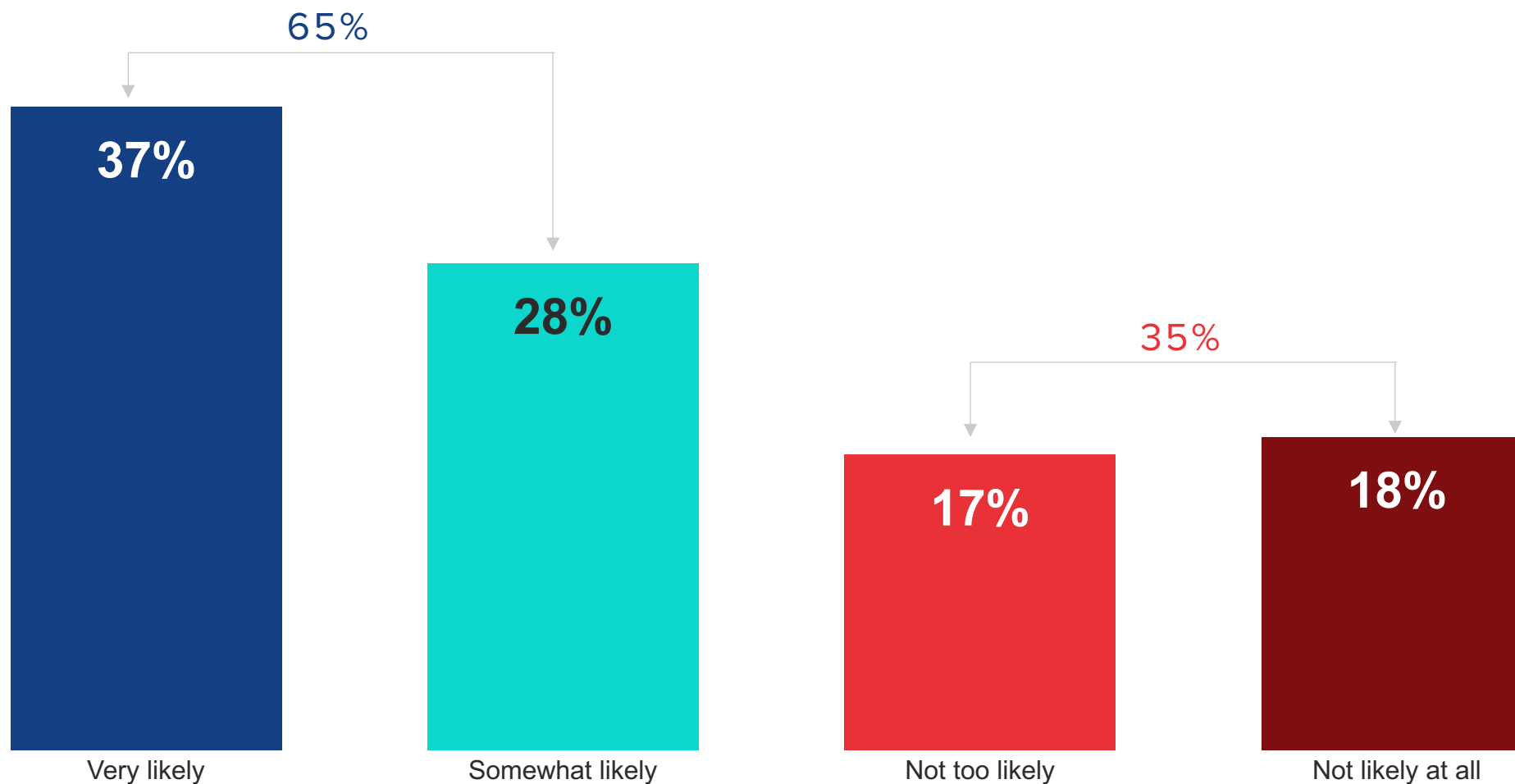




## COVID-19 VACCINE DISTRIBUTION

Two-thirds of adults (65%) report they are likely to get the coronavirus vaccine while a third (35%) report they are unlikely to.

How likely, if at all, are you to get the coronavirus (COVID-19) vaccine when it becomes available?

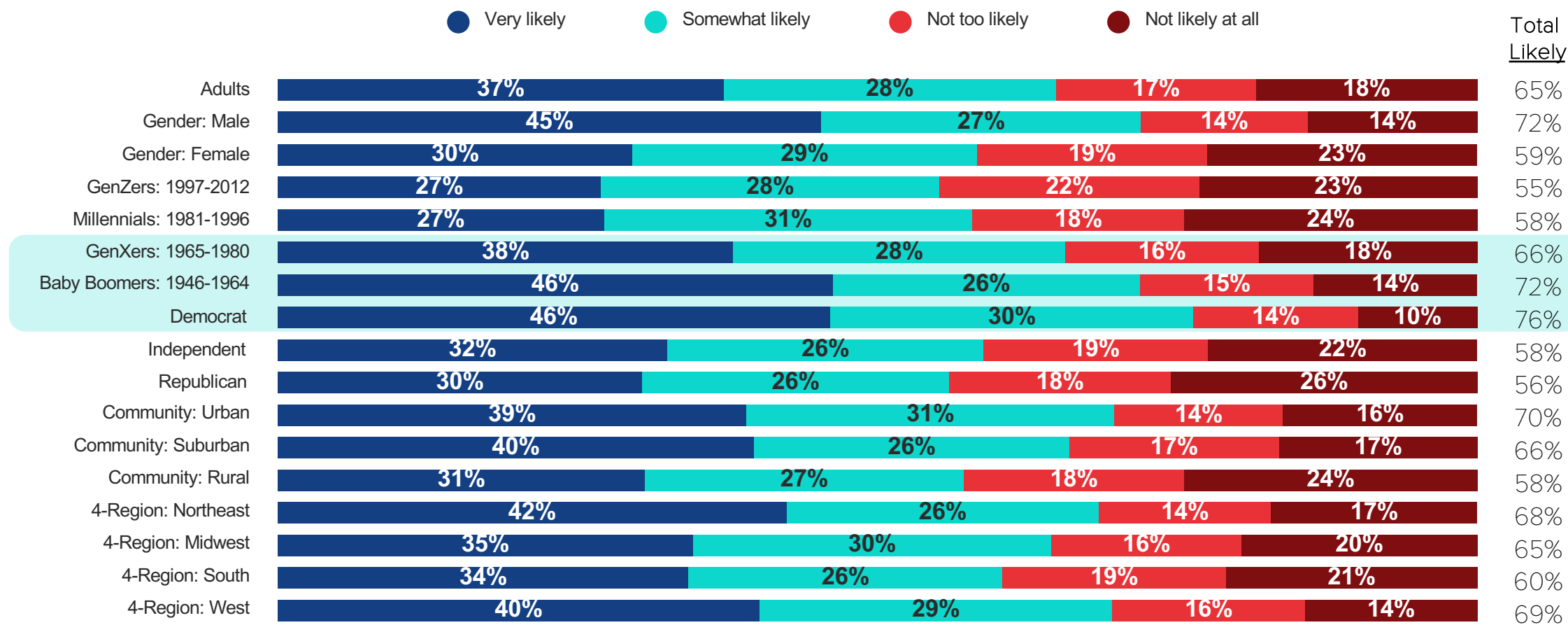




## COVID-19 VACCINE DISTRIBUTION

While a majority of adults report they are likely to get the COVID-19 vaccine when it becomes available, Democrats and older adults are the most likely to report they are likely to get the vaccine.

How likely, if at all, are you to get the coronavirus (COVID-19) vaccine when it becomes available?



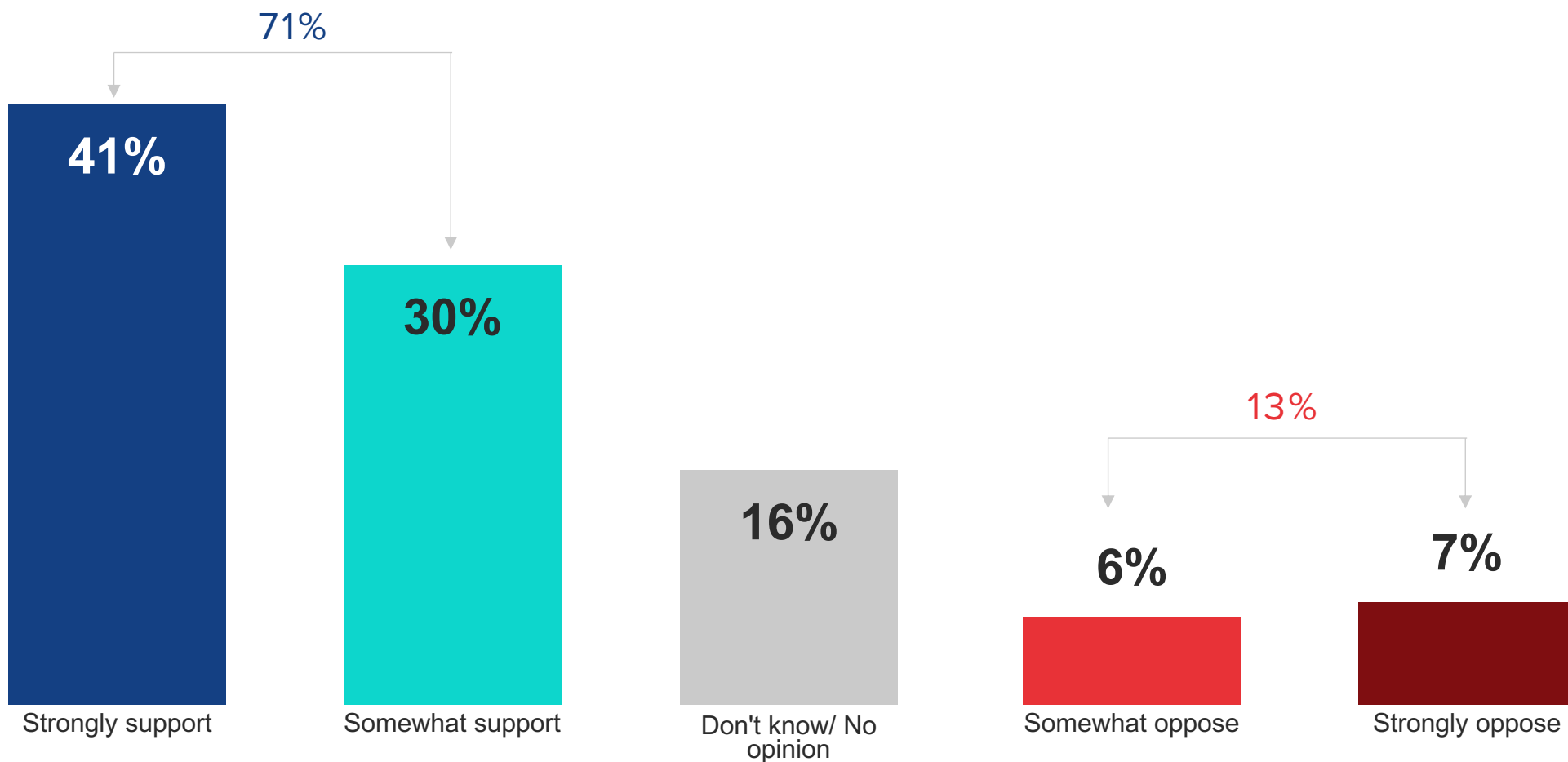
Total Likely= Very + Somewhat likely



## COVID-19 VACCINE DISTRIBUTION

Seven in ten adults (71%) support companies and employers partnering with public health agencies at local and state levels to aid in the distribution of the coronavirus vaccine to employees.

Do you support or oppose private companies and employers partnering with public health agencies at local and state levels to aid in the distribution of the coronavirus (COVID-19) vaccine to their employees?

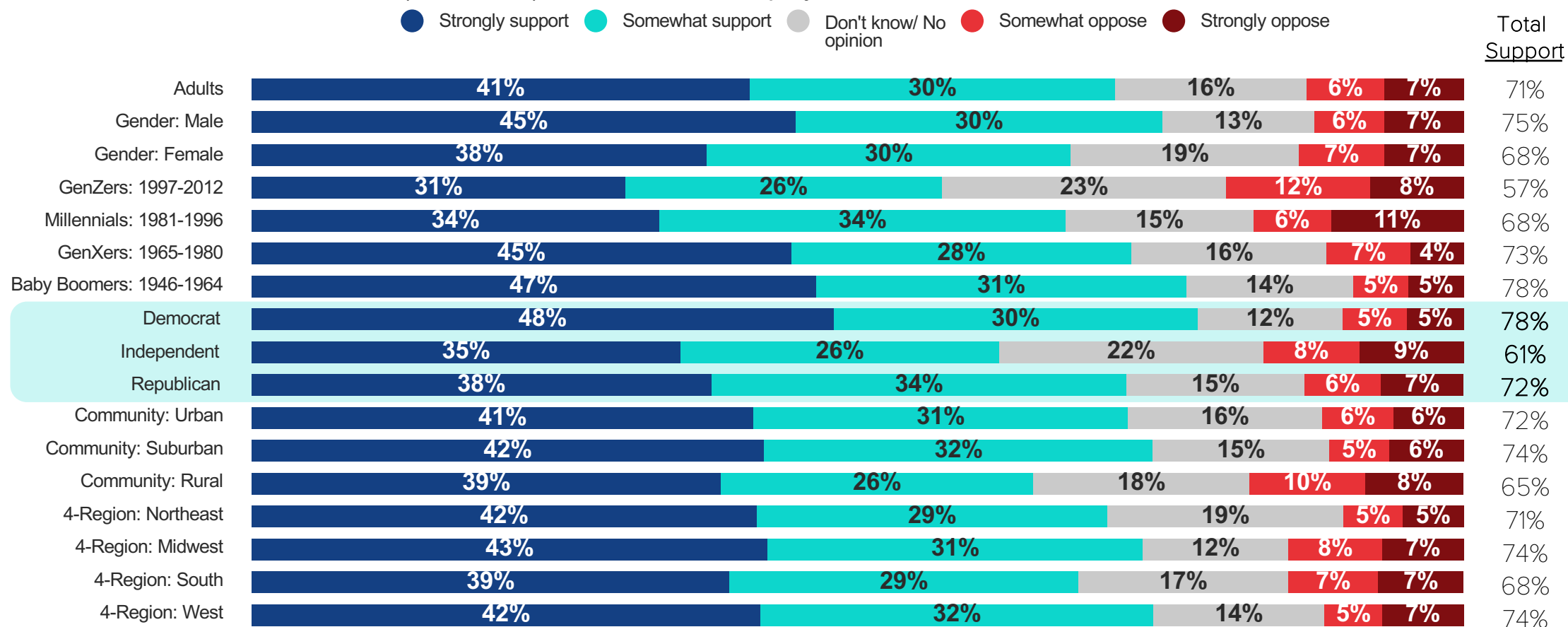




## COVID-19 VACCINE DISTRIBUTION

A bipartisan majority of adults support private companies and employers partnering with public health agencies at local and state levels to aid in the distribution of the coronavirus (COVID-19) vaccine to employees.

Do you support or oppose private companies and employers partnering with public health agencies at local and state levels to aid in the distribution of the coronavirus (COVID-19) vaccine to their employees?



Total Support= Strongly + Somewhat support



*Do you support or oppose private companies and employers partnering with public health agencies at local and state levels to aid in the distribution of the coronavirus (COVID-19) vaccine to their employees?*

78%



of **Democrats**, a majority, support private companies and employers partnering with public health agencies at local and state levels to aid in the distribution of the coronavirus (COVID-19) vaccine to employees.

61%



of **independents**, a majority, support private companies and employers partnering with public health agencies at local and state levels to aid in the distribution of the coronavirus (COVID-19) vaccine to employees.

72%



of **Republicans**, a majority, support private companies and employers partnering with public health agencies at local and state levels to aid in the distribution of the coronavirus (COVID-19) vaccine to employees.

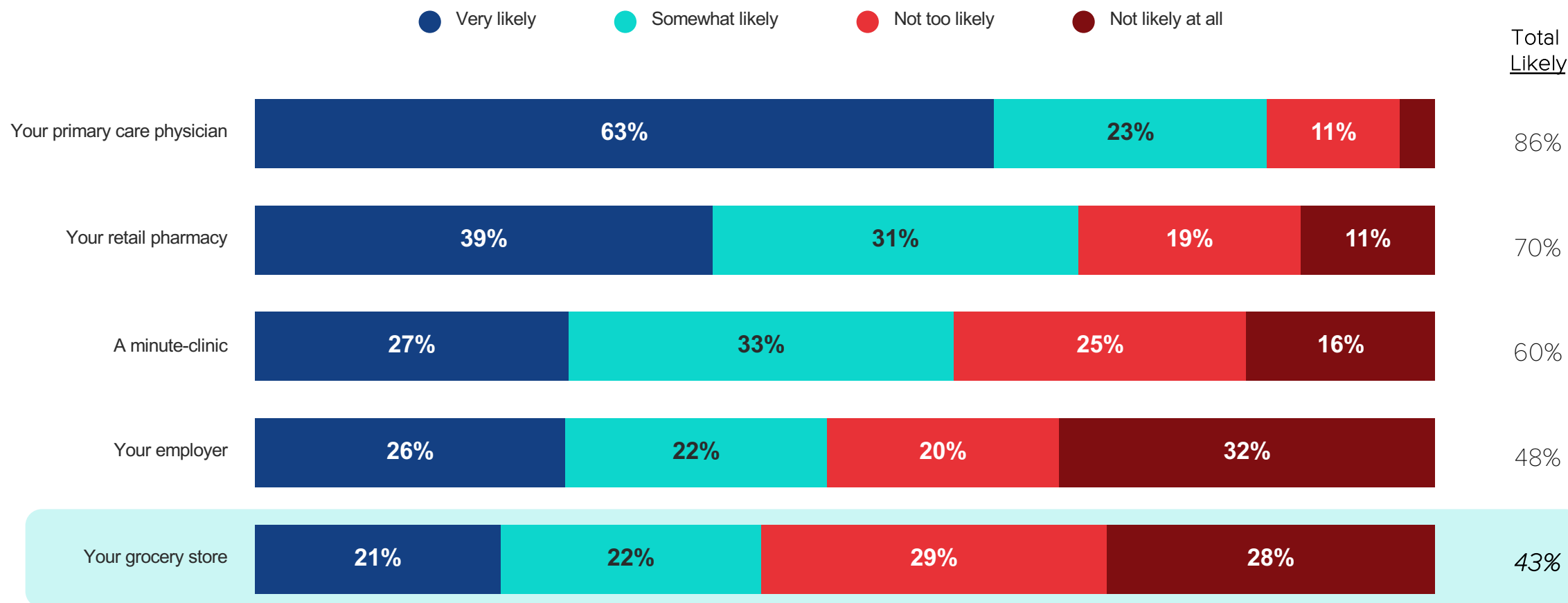


## COVID-19 VACCINE DISTRIBUTION

Forty-three percent of adults who are likely to get the vaccine report they are likely to get a coronavirus vaccine at their grocery store.

How likely, if at all, would you be to get a coronavirus (COVID-19) vaccine if they were to be offered at each of the following locations?

*N=1794 adults who report they are likely to get the COVID-19 vaccine*



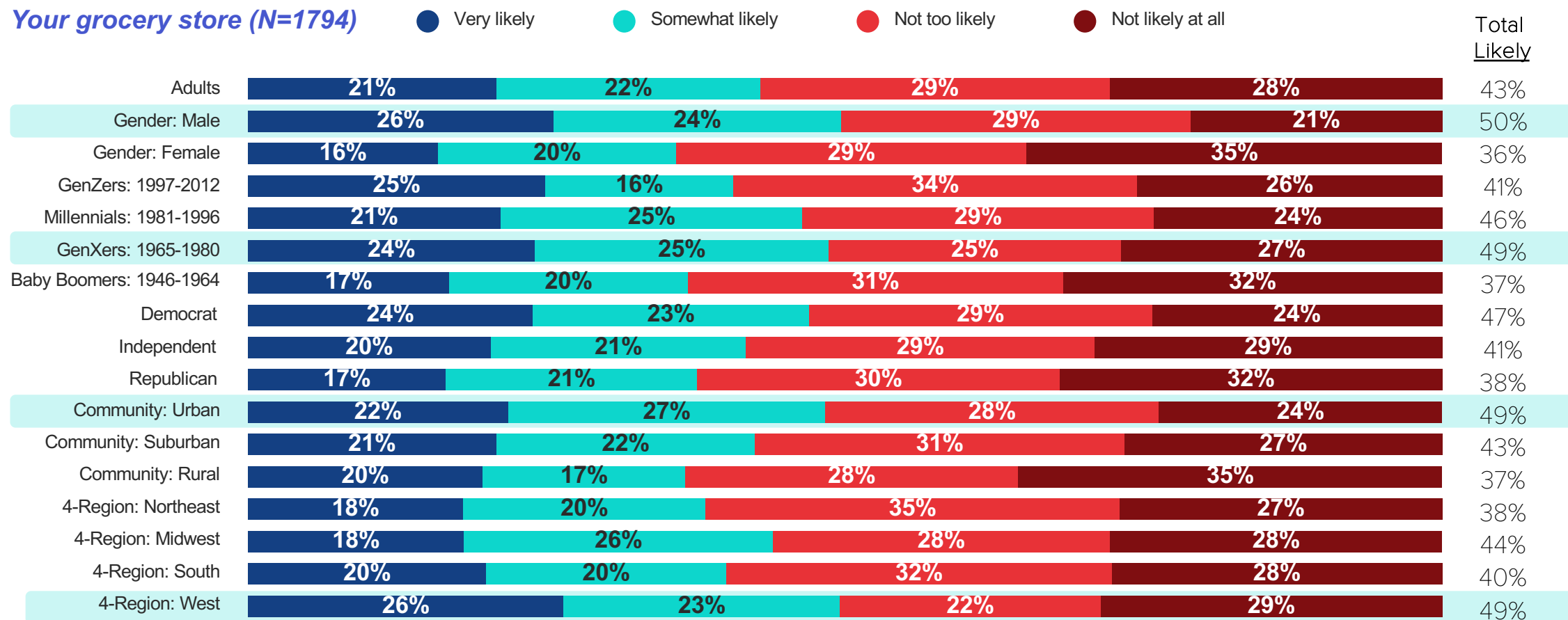
Total Likely= Very + Somewhat likely



## COVID-19 VACCINE DISTRIBUTION

When it comes to receiving a COVID-19 vaccine at a grocery store, urbanites, GenXers, males, and adults living in the West are report the highest likelihood of receiving the vaccine in a grocery store.

How likely, if at all, would you be to get a coronavirus (COVID-19) vaccine if they were to be offered at each of the following locations?



Total Likely= Very + Somewhat likely



