



PUBLIC POLL FINDINGS AND METHODOLOGY

Differences emerge between U.S. and Great Britain priority groups for COVID-19 vaccinations

Emergency service and teachers are top priority groups in both countries

Topline Findings

Washington, DC, January 29, 2021 – As health care workers and the elderly line up to get their COVID-19 vaccinations in both the United States and Great Britain, the two countries don't agree fully on who should be next in line to receive the vaccines.

Detailed Findings

1. In Great Britain, people believe the next highest priority groups should be teachers and nursery workers (46%), emergency services staff (42%), police officers (35%), and supermarket workers (33%).
 - Britons are more likely than Americans to list supermarket workers as a primary vaccination priority (33% in Great Britain vs. 24% in U.S.). But, around a quarter of Britons and Americans both say the group is a secondary priority.
 - Front-line or retail workers are higher on Great Britain's priority list as well, with respondents listing them as a relatively high primary and secondary vaccination priority (27% and 28%, respectively). Americans are less likely to list this group as a primary or secondary vaccination priority (7% and 14%, respectively).
2. In the United States, police (44%) and K-12 teachers (35%) are also high on the vaccination list, but Americans are more likely to prioritize caregivers (52%) than Britons (30%).
 - Americans are also more likely than Britons to list food and agriculture workers as a secondary priority group (20% in the U.S. vs. 8% in Great Britain) for the COVID-19 vaccine.

These are the U.S. findings of an Ipsos poll conducted between January 21-22, 2021. For this survey, a sample of 1,004 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.

These are the Great Britain findings of an Ipsos MORI poll conducted between January 22-25, 2021. The sample includes 1,083 Britons aged 18-75. Data are weighted to match the profile of the population. All polls are subject to a wide range of potential sources of error.

For full results, please refer to the following annotated questionnaire:



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Full Annotated Questionnaire

1. G.B. Question Wording: Which three or four, if any, of the following groups do you think should be the next highest priority to receive the COVID-19 vaccination?

U.S. Question Wording: Below is a list of the types of people who may be eligible for the COVID-19 vaccine. Of this list, please indicate which three you think should be the priority to receive the vaccine, following health care workers and the elderly?

Great Britain Items	U.S. Items	G.B. (N=1084)	U.S. (N=1004)
Teachers and nursery workers	K-12 teachers	46%	35%
	Daycare or early childhood teachers		17%
Other staff working in emergency services such as fire and rescue officers and 999/111 service workers	Firefighters	42%	24%
Police officers	Police and law enforcement	35%	44%
Staff working in supermarkets and food shops	Grocery store clerks and employees	33%	24%
People aged 60 to 69	-	31%	-
People who care for vulnerable friends or relatives (such as the elderly or disabled) – not professional carers	People who act as caregivers for sick or elderly family members	30%	52%
-	People under age 16-64 with high risk conditions	-	29%
Other frontline public sector workers (not in the health or emergency services) who deal with the public as part of their job	Retail employees	27%	7%
Public transport workers	Public transit workers	19%	15%
Postal workers and delivery drivers	U.S. Postal Service employees	11%	7%
Social workers	-	9%	-
Armed forces	-	9%	-
People aged 50 to 59	-	8%	-
Civil servants working on the response to the pandemic	-	7%	-
-	Corrections workers	-	5%
People aged 18 to 49	-	4%	-
Waste disposal workers	-	4%	-
Food, farm and agricultural workers	Food and agriculture workers	2%	8%
People working in the entertainment industry (e.g. film crews, actors, etc.)	-	2%	-
Young people aged under 18	-	2%	-
-	Rideshare or taxi drivers	-	2%
Prisoners	Inmates or incarcerated people	1%	7%

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1. G.B. Question Wording: Which three or four, if any, of the following groups do you think should be the next highest priority to receive the COVID-19 vaccination?

U.S. Question Wording: Below is a list of the types of people who may be eligible for the COVID-19 vaccine. Of this list, please indicate which three you think should be the priority to receive the vaccine, following health care workers and the elderly? *(Continued)*

Great Britain Items	U.S. Items	G.B. (N=1084)	U.S. (N=1004)
Bank and building society workers	-	1%	-
Journalists	-	1%	-
Professional sports people	-	1%	-
-	Other	-	7%
None of the above	-	3%	-
Don't know	-	5%	-

2. G.B. Question Wording: And which three or four of the remaining groups, if any, do you think should be the next priority to receive the COVID-19 vaccination?

U.S. Question Wording: And after those three selected in the previous question, which three would you say are the next priority to receive the vaccine?

Great Britain Items	U.S. Items	G.B.	U.S.
Other frontline public sector workers (not in the health or emergency services) who deal with the public as part of their job	Retail employees	28%	14%
Staff working in supermarkets and food shops	Grocery store clerks and employees	26%	27%
People who care for vulnerable friends or relatives (such as the elderly or disabled) – not professional carers	People who act as caregivers for sick or elderly family members	26%	23%
Public transport workers	Public transit workers	24%	22%
Police officers	Police and law enforcement	22%	25%
Other staff working in emergency services such as fire and rescue officers and 999/111 service workers	Firefighters	22%	28%
-	People under age 16-64 with high risk conditions	-	23%
Teachers and nursery workers	K-12 teachers	21%	24%
	Daycare or early childhood teachers		29%
People aged 60 to 69	-	21%	-
Postal workers and delivery drivers	U.S. Postal Service employees	20%	19%
People aged 50 to 59	-	19%	-
Social workers	-	15%	-

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2. G.B. Question Wording: And which three or four of the remaining groups, if any, do you think should be the next priority to receive the COVID-19 vaccination?

U.S. Question Wording: And after those three selected in the previous question, which three would you say are the next priority to receive the vaccine? *(Continued)*

Great Britain Items	U.S. Items	G.B.	U.S.
Armed forces	-	13%	-
-	Corrections workers	-	13%
Civil servants working on the response to the pandemic	-	11%	-
Waste disposal workers	-	10%	-
Food, farm and agricultural workers	Food and agriculture workers	8%	20%
-	Rideshare or taxi drivers	-	8%
People aged 18 to 49	-	5%	-
Prisoners	Inmates or incarcerated people	3%	7%
Bank and building society workers	-	3%	-
People working in the entertainment industry (e.g. film crews, actors, etc.)	-	2%	-
Young people aged under 18	-	2%	-
Journalists	-	1%	-
Professional sports people	-	1%	-
-	Other	-	4%
None of the above	-	1%	-
Don't know	-	2%	-



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About the Study

Great Britain Sample:

Ipsos MORI interviewed a representative sample of 1,083 Britons aged 18-75. Interviews were conducted online from 22nd – 25th January 2021. Data are weighted to match the profile of the population. All polls are subject to a wide range of potential sources of error.

Full question wording is below:

Q6a. Which three or four, if any, of the following groups do you think should be the next highest priority to receive the COVID-19 vaccination?

Q6b. And which three or four of the remaining groups, if any, do you think should be the next priority to receive the COVID-19 vaccination?

1. People aged 60 to 69
2. People aged 50 to 59
3. People aged 18 to 49
4. Young people aged under 18
5. Public transport workers
6. Teachers and nursery workers
7. Police officers
8. Other frontline public sector workers (not in the health or emergency services) who deal with the public as part of their job
9. Other staff working in emergency services such as fire and rescue officers and 999/111 service workers
10. Postal workers and delivery drivers
11. Staff working in supermarkets and food shops
12. Journalists
13. Civil servants working on the response to the pandemic
14. Armed forces
15. Waste disposal workers
16. Bank and building society workers
17. Social workers
18. Prisoners
19. Food, farm and agricultural workers
20. People working in the entertainment industry (e.g. film crews, actors, etc.)
21. People who care for vulnerable friends or relatives (such as the elderly or disabled) – not professional carers
22. Professional sports people
23. None of the above
24. Don't know

U.S. Sample:

These are the U.S. findings of an Ipsos poll conducted between January 21-22, 2021. For this survey, a sample of 1,004 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a





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sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,004, DEFF=1.5, adjusted Confidence Interval=+/- 5.0 percentage points).

This work was carried out in accordance with the requirements of the international quality standard for market research.

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Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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