



## **EXECUTIVE SUMMARY**

### **Introduction**

Through the use of advanced data analytics and the leveraging of its technological tools, the UFW Foundation continues its mission to serve as the voice for a population that goes largely unheard. The UFW Foundation has gathered data through a limited contact based research approach, thus limiting the potential danger to both employees, and the community that it serves. The purpose of this study is to collect data directly from community members within the UFW Foundation's subscription platform and exhibiting the results through a non-filtered, unbiased approach.

### **Background:**

The UFW Foundation currently utilizes a text messaging software for SMS as a method of communication and engagement with their subscribers. Constituents that desire to receive information from the UFW Foundation or get further involved have the ability to opt-into the texting program at any time and become an active subscriber. On a weekly basis, broadcasts are sent out in an effort to continuously inform constituents of legislative efforts, resource availability, and advocacy campaigns currently being employed.

As the UFW Foundation's platform has continued to grow, voluntary surveys have been used to gather data on active subscribers to better tailor emergency resource distribution efforts, identify unique demographics, and further strengthen advocacy efforts. The UFW Foundation sent out a survey via its text messaging software to active subscribers on Wednesday, February 3rd, 2021. The survey contained 11 questions.

### **Methodology**

This survey was designed specifically to gather data on how agriculture workers felt towards the COVID-19 Vaccine as well as other COVID-19 related information. This included gathering information regarding testing, news source, and general demographics.

By sending the survey to the entire active subscriber base it insured that multiple states could be represented in the results as well as give an accurate representation of agriculture workers. All those who completed the survey were included in a raffle with the chance of winning one of five cash cards that contained \$100.

## **Results and Analysis**

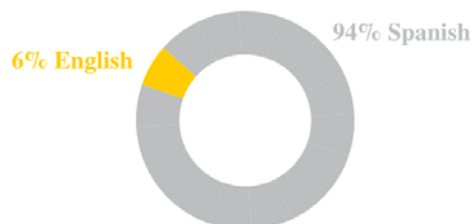
Ten thousand one hundred and forty-nine (10,149) self-identified agriculture workers responded to the survey. Our findings suggest that social media platforms are an important factor in how accessible accurate and reliable COVID-19 information is to agriculture workers. The data also suggests that agriculture workers are more likely to be in favor of receiving the vaccine than not and that location of distribution could affect how successful vaccine efforts would be within the surveyed communities.

- The majority of agriculture workers are between the age of 25-54 (90%, N=9101)
- Of the 10,149 respondents, 46% (N=4649) reported working in agriculture but not having started work yet.
- 45% (N=4628) of respondents received news and information relating to COVID-19 from social media.
- The overall majority of respondents, 80% (N=8113) use Facebook as their primary social media platform.
- Of the 47% (N=4812) of respondents who reported being tested for COVID-19, 48% (N=2214) received a positive COVID-19 result.
- In contrast to reports of community hesitancy, 73% (N=7474) of agriculture workers expressed willingness to receive the COVID-19 Vaccine, while only 5% (N=446) expressed not wanting to get the vaccine.
- 51% (N=5202) of respondents expressed a preference of receiving their vaccination at a hospital or clinic, while 19% (N=1940) chose “at work” and 23% (N=2297) chose a community venue.

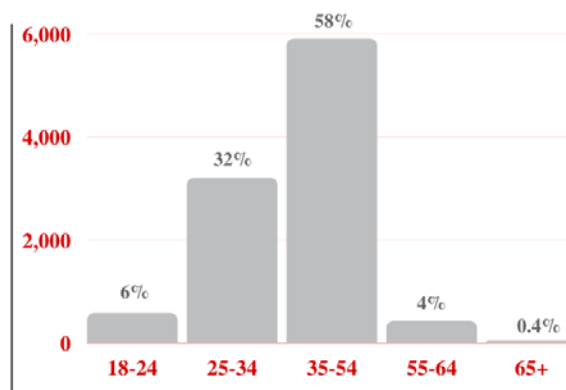
## **Respondents by state**

OXNARD: 9%  
BAKERSFIELD: 7%  
SALINAS: 7%  
FRESNO: 6%  
MADERA: 4%  
DELANO: 3%  
SANTA MARIA: 3%  
PASCO: 2%  
YAKIMA: 2%

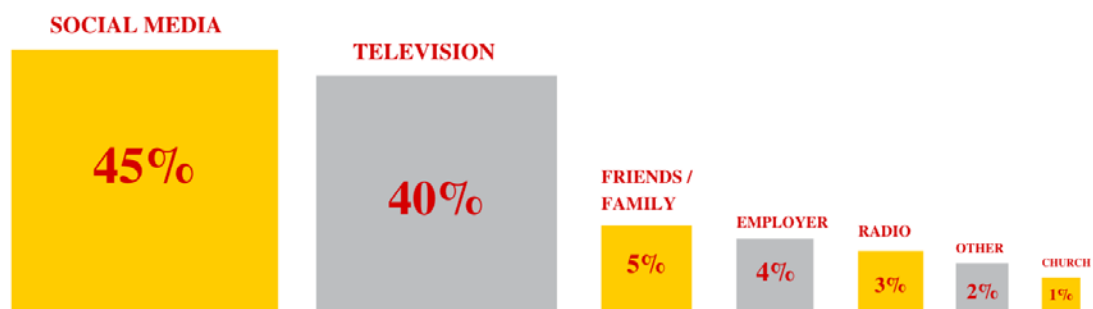
### Language Preference



### Age

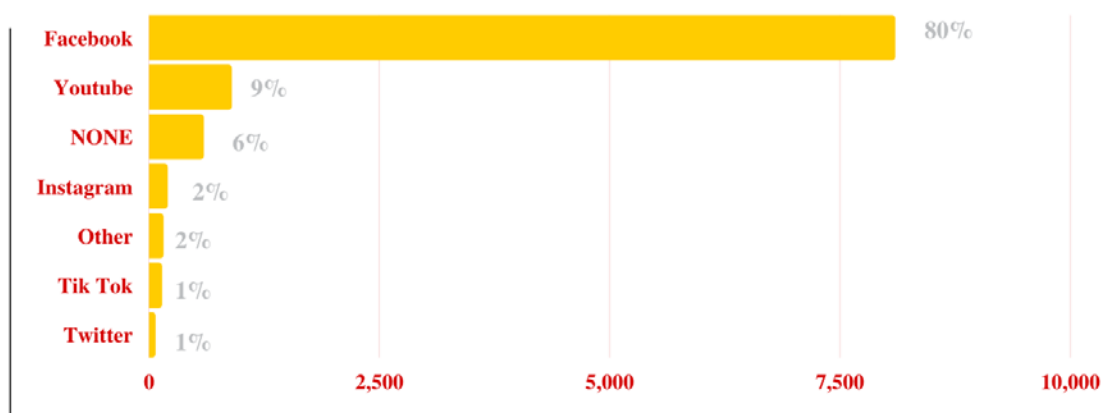


### News Source



The majority of respondents refer to social media & television for COVID-19 information.

### Preferred Social Media Platform



### Have Had A COVID-19 Test



**47% of respondents have been tested for COVID-19**

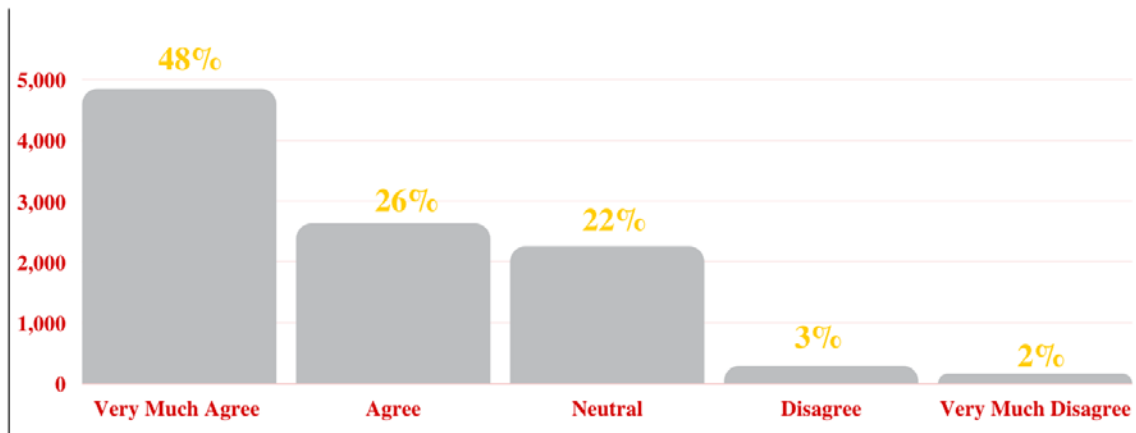


**48% of respondents who have been tested for COVID-19 have received a POSITIVE result.**

**\*\*According to national data provided by the CDC, 9% of all people tested in the U.S has received a POSITIVE result.**

### Vaccine Sentiment

In contrast to reports of community hesitancy, survey data shows that the majority of agriculture workers are willing to receive the COVID-19 Vaccine. This data was collected by asking agriculture workers how much they agreed with the following sentence... "As soon as it is available to me, I would do my best to get the vaccine."



**Preferred Location To Receive Vaccine**

