

National Tracking Poll

Project: 2212124

N Size: 534 WIC Beneficiaries

Margin of Error: $\pm 4\%$

December 14-16, 2022

Topline Report

Question	Response	Frequency	Percentage
IDFA1_1NET	<i>Which of the following foods do you or your family purchase through the WIC program? Please select all that apply. Dairy (milk, cheese, yogurt)</i>		
	Selected	414	78%
	Not Selected	120	22%
IDFA1_2NET	<i>Which of the following foods do you or your family purchase through the WIC program? Please select all that apply. Fruits (apple, orange, berries, melon)</i>		
	Selected	400	75%
	Not Selected	134	25%
IDFA1_3NET	<i>Which of the following foods do you or your family purchase through the WIC program? Please select all that apply. Grains (bread, pasta, rice, breakfast cereal)</i>		
	Selected	358	67%
	Not Selected	176	33%
IDFA1_4NET	<i>Which of the following foods do you or your family purchase through the WIC program? Please select all that apply. Protein (red meat, eggs, beans, fish, chicken, pork)</i>		
	Selected	304	57%
	Not Selected	230	43%
IDFA1_5NET	<i>Which of the following foods do you or your family purchase through the WIC program? Please select all that apply. Vegetables (broccoli, corn, carrots, greens)</i>		
	Selected	361	68%
	Not Selected	173	32%
IDFA1_6NET	<i>Which of the following foods do you or your family purchase through the WIC program? Please select all that apply. None of these</i>		
	Selected	60	11%
	Not Selected	474	89%

Question	Response	Frequency	Percentage	
IDFA2	<i>If you or your family purchase milk through the WIC program, which type of milk do you most prefer? Please select just one.</i>			
	Whole milk	181	34%	
	2% milk (also called reduced-fat)	151	28%	
	1% milk (also called low-fat)	67	13%	
	Skim milk (also called non-fat)	25	5%	
	Lactose-reduced or lactose-free milk	40	7%	
	Something else, please specify	29	5%	
	None of these	41	8%	
IDFA3	<i>As you may know, the USDA recently proposed changes that would reduce the WIC benefit for purchasing milk and dairy products. How concerned are you, if at all, with USDA's recent proposal to reduce the WIC benefit used to purchase milk and dairy products?</i>			
	Very concerned	215	40%	
	Somewhat concerned	192	36%	
	Not too concerned	51	10%	
	Not concerned at all	27	5%	
	Don't know/No opinion	48	9%	
IDFA4_1NET	<i>If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following describes how the proposed reduction will affect your shopping for milk and dairy products? Please select all that apply. It will make my shopping for milk and dairy products harder</i>			
		Selected	138	26%
		Not Selected	396	74%
IDFA4_2NET	<i>If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following describes how the proposed reduction will affect your shopping for milk and dairy products? Please select all that apply. I will need to purchase less milk and dairy products</i>			
		Selected	81	15%
		Not Selected	453	85%
IDFA4_3NET	<i>If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following describes how the proposed reduction will affect your shopping for milk and dairy products? Please select all that apply. I will need to use other non-WIC funds to purchase milk and dairy products</i>			
		Selected	190	35%
		Not Selected	344	65%

Question	Response	Frequency	Percentage
IDFA4_4NET	<i>If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following describes how the proposed reduction will affect your shopping for milk and dairy products? Please select all that apply. It will make me go shopping less frequently for milk and dairy products</i>		
	Selected	101	19%
	Not Selected	433	81%
IDFA4_5NET	<i>If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following describes how the proposed reduction will affect your shopping for milk and dairy products? Please select all that apply. It will make me go to different stores than I usually shop at for milk and dairy products</i>		
	Selected	71	13%
	Not Selected	463	87%
IDFA4_6NET	<i>If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following describes how the proposed reduction will affect your shopping for milk and dairy products? Please select all that apply. It will make me change brands that I usually purchase for milk and dairy products</i>		
	Selected	91	17%
	Not Selected	443	83%
IDFA4_7NET	<i>If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following describes how the proposed reduction will affect your shopping for milk and dairy products? Please select all that apply. None of these</i>		
	Selected	75	14%
	Not Selected	459	86%
IDFA5	<i>If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, will you re-enroll in WIC?</i>		
	No, I will not re-enroll in WIC	108	20%
	Yes, I will re-enroll in WIC	246	46%
	I am not sure if I will re-enroll in WIC	180	34%
IDFAdem1	<i>Do you personally or do members of your immediate family participate in the federal nutrition program known as WIC, or the Supplemental Nutrition Program for Women, Infants, and Children?</i>		
	Yes, I and/or someone in my immediate family participates in the federal nutrition program WIC	534	100%
IDFAdem2	<i>Within your household, how much of the grocery shopping do you personally do?</i>		
	Almost all of the grocery shopping	307	57%
	Most of the grocery shopping	122	23%
	About half of the grocery shopping	76	14%
	Not too much of the grocery shopping	22	4%
	None of the grocery shopping	8	2%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	WIC beneficiaries	534	100%
IDFAXdem1	Frequent Grocery Shoppers	428	80%
xdemGender	Gender: Male	217	41%
	Gender: Female	317	59%
	N	534	
age	Age: 18-34	315	59%
	Age: 35-44	134	25%
	Age: 45-64	69	13%
	Age: 65+	16	3%
	N	534	
demAgeGeneration	GenZers: 1997-2012	121	23%
	Millennials: 1981-1996	297	56%
	GenXers: 1965-1980	73	14%
	Baby Boomers: 1946-1964	41	8%
	N	533	
xdemWhite	Ethnicity: White	303	57%
xdemHispBin	Ethnicity: Hispanic	201	38%
demBlackBin	Ethnicity: Black	135	25%
demRaceOther	Ethnicity: Other	96	18%
xdemUsr	Community: Urban	201	38%
	Community: Suburban	175	33%
	Community: Rural	157	29%
	N	534	
xreg4	4-Region: Northeast	82	15%
	4-Region: Midwest	104	19%
	4-Region: South	236	44%
	4-Region: West	113	21%
	N	534	
xpid3	PID: Dem (no lean)	225	42%
	PID: Ind (no lean)	167	31%
	PID: Rep (no lean)	141	26%
	N	534	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemIdeo3	Ideo: Liberal (1-3)	174	33%
	Ideo: Moderate (4)	176	33%
	Ideo: Conservative (5-7)	113	21%
	N	463	
xeduc3	Educ: < College	453	85%
	Educ: Bachelors degree	45	8%
	Educ: Post-grad	36	7%
	N	534	
xdemInc3	Income: Under 50k	381	71%
	Income: 50k-100k	122	23%
	Income: 100k+	31	6%
	N	534	
xdemReligion	All Christian	177	33%
	All Non-Christian	27	5%
	Atheist	24	5%
	Agnostic/Nothing in particular	166	31%
	Something Else	139	26%
	N	534	
xdemReligOther	Religious Non-Protestant/Catholic	34	6%
xdemEvang	Evangelical	171	32%
	Non-Evangelical	134	25%
	N	306	
xdemEmploy	Employ: Private Sector	178	33%
	Employ: Government	39	7%
	Employ: Self-Employed	88	17%
	Employ: Homemaker	73	14%
	Employ: Student	19	4%
	Employ: Retired	25	5%
	Employ: Unemployed	69	13%
	Employ: Other	43	8%
	N	534	
xdemMilHH1	Military HH: Yes	90	17%
	Military HH: No	444	83%
	N	534	
xnr1	RD/WT: Right Direction	166	31%
	RD/WT: Wrong Track	368	69%
	N	534	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemBidenApprove	Biden Job Approve	244	46%
	Biden Job Disapprove	255	48%
	N	499	
xdemBidenApprove2	Biden Job Strongly Approve	95	18%
	Biden Job Somewhat Approve	148	28%
	Biden Job Somewhat Disapprove	91	17%
	Biden Job Strongly Disapprove	165	31%
	N	499	
xdemBidenFav	Favorable of Biden	237	44%
	Unfavorable of Biden	249	47%
	N	485	
xdemBidenFavFull	Very Favorable of Biden	105	20%
	Somewhat Favorable of Biden	132	25%
	Somewhat Unfavorable of Biden	83	15%
	Very Unfavorable of Biden	166	31%
	N	485	
xnr3	#1 Issue: Economy	216	40%
	#1 Issue: Security	45	8%
	#1 Issue: Health Care	75	14%
	#1 Issue: Medicare / Social Security	26	5%
	#1 Issue: Women's Issues	82	15%
	#1 Issue: Education	33	6%
	#1 Issue: Energy	34	6%
	#1 Issue: Other	23	4%
	N	534	
xsubVote22O	2022 House Vote: Democrat	196	37%
	2022 House Vote: Republican	132	25%
	2022 House Vote: Someone else	17	3%
	2022 House Vote: Didnt Vote	188	35%
	N	534	
xsubVote20O	2020 Vote: Joe Biden	210	39%
	2020 Vote: Donald Trump	141	26%
	2020 Vote: Other	42	8%
	2020 Vote: Didn't Vote	142	27%
	N	534	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote18O	2018 House Vote: Democrat	177	33%
	2018 House Vote: Republican	125	23%
	2018 House Vote: Someone else	17	3%
	2018 House Vote: Didnt Vote	215	40%
	N	534	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

