MORNING CONSULT

National Tracking Poll #2212124
December 14-16, 2022

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

Table IDFA1_1NET: *Which of the following foods do you or your family purchase through the WIC program? Please select all that apply. Dairy (milk, cheese, yogurt)*

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	78%	(414)	22%	(120)	534
Frequent Grocery Shoppers	79%	(338)	21%	(91)	428
Gender: Male	74%	(160)	26%	(57)	217
Gender: Female	80%	(254)	20%	(63)	317
Age: 18-34	78%	(246)	22%	(69)	315
Age: 35-44	82%	(110)	18%	(24)	134
Age: 45-64	70%	(49)	30%	(21)	69
GenZers: 1997-2012	77%	(94)	23%	(27)	121
Millennials: 1981-1996	79%	(236)	21%	(61)	297
GenXers: 1965-1980	75%	(55)	25%	(18)	73
Ethnicity: White	78%	(235)	22%	(68)	303
Ethnicity: Hispanic	74%	(150)	26%	(52)	201
Ethnicity: Black	74%	(99)	26%	(35)	135
Ethnicity: Other	83%	(80)	17%	(17)	96
Community: Urban	82%	(165)	18%	(37)	201
Community: Suburban	73%	(129)	27%	(47)	175
Community: Rural	77%	(121)	23%	(36)	157
4-Region: Northeast	77%	(63)	23%	(19)	82
4-Region: Midwest	80%	(83)	20%	(21)	104
4-Region: South	79%	(186)	21%	(50)	236
4-Region: West	74%	(83)	26%	(30)	113
PID: Dem (no lean)	83%	(187)	17%	(39)	225
PID: Ind (no lean)	73%	(122)	27%	(45)	167
PID: Rep (no lean)	74%	(105)	26%	(36)	141
Ideo: Liberal (1-3)	77%	(135)	23%	(40)	174
Ideo: Moderate (4)	80%	(140)	20%	(35)	176
Ideo: Conservative (5-7)	77%	(86)	23%	(26)	113
Educ: < College	78%	(352)	22%	(102)	453

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Table IDFA1_1NET: *Which of the following foods do you or your family purchase through the WIC program? Please select all that apply.*
Dairy (milk, cheese, yogurt)

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	78%	(414)	22%	(120)	534
Income: Under 50k	76%	(290)	24%	(91)	381
Income: 50k-100k	84%	(102)	16%	(20)	122
All Christian	77%	(136)	23%	(41)	177
Agnostic/Nothing in particular	79%	(131)	21%	(36)	166
Something Else	77%	(107)	23%	(32)	139
Evangelical	73%	(125)	27%	(47)	171
Non-Evangelical	82%	(110)	18%	(24)	134
Employ: Private Sector	83%	(148)	17%	(30)	178
Employ: Self-Employed	73%	(65)	27%	(24)	88
Employ: Homemaker	78%	(56)	22%	(16)	73
Employ: Unemployed	68%	(47)	32%	(22)	69
Military HH: Yes	61%	(56)	39%	(35)	90
Military HH: No	81%	(359)	19%	(85)	444
RD/WT: Right Direction	75%	(124)	25%	(42)	166
RD/WT: Wrong Track	79%	(290)	21%	(78)	368
Biden Job Approve	77%	(188)	23%	(55)	244
Biden Job Disapprove	78%	(200)	22%	(56)	255
Biden Job Strongly Approve	77%	(73)	23%	(22)	95
Biden Job Somewhat Approve	78%	(115)	22%	(33)	148
Biden Job Somewhat Disapprove	82%	(75)	18%	(16)	91
Biden Job Strongly Disapprove	76%	(125)	24%	(40)	165
Favorable of Biden	78%	(185)	22%	(52)	237
Unfavorable of Biden	78%	(193)	22%	(55)	249
Very Favorable of Biden	81%	(85)	19%	(20)	105
Somewhat Favorable of Biden	76%	(100)	24%	(32)	132
Somewhat Unfavorable of Biden	79%	(65)	21%	(18)	83
Very Unfavorable of Biden	77%	(128)	23%	(38)	166
#1 Issue: Economy	80%	(173)	20%	(43)	216
#1 Issue: Health Care	82%	(61)	18%	(14)	75
#1 Issue: Women's Issues	80%	(66)	20%	(16)	82

Table IDFA1_1NET: *Which of the following foods do you or your family purchase through the WIC program? Please select all that apply.* *Dairy (milk, cheese, yogurt)*

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	78%	(414)	22%	(120)	534
2022 House Vote: Democrat	81%	(158)	19%	(38)	196
2022 House Vote: Republican	78%	(103)	22%	(29)	132
2022 House Vote: Didnt Vote	75%	(141)	25%	(47)	188
2020 Vote: Joe Biden	84%	(175)	16%	(35)	210
2020 Vote: Donald Trump	74%	(104)	26%	(37)	141
2020 Vote: Didn't Vote	76%	(108)	24%	(34)	142
2018 House Vote: Democrat	81%	(143)	19%	(33)	177
2018 House Vote: Republican	75%	(95)	25%	(31)	125
2018 House Vote: Didnt Vote	78%	(167)	22%	(48)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA1_2NET: *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)

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	75%	(400)	25%	(134)	534
Frequent Grocery Shoppers	77%	(329)	23%	(99)	428
Gender: Male	70%	(152)	30%	(65)	217
Gender: Female	78%	(248)	22%	(69)	317
Age: 18-34	77%	(244)	23%	(71)	315
Age: 35-44	78%	(104)	22%	(29)	134
Age: 45-64	62%	(43)	38%	(26)	69
GenZers: 1997-2012	70%	(85)	30%	(36)	121
Millennials: 1981-1996	80%	(238)	20%	(59)	297
GenXers: 1965-1980	72%	(52)	28%	(21)	73
Ethnicity: White	73%	(221)	27%	(82)	303
Ethnicity: Hispanic	74%	(149)	26%	(53)	201
Ethnicity: Black	78%	(105)	22%	(30)	135
Ethnicity: Other	77%	(74)	23%	(22)	96
Community: Urban	77%	(155)	23%	(47)	201
Community: Suburban	73%	(128)	27%	(47)	175
Community: Rural	75%	(117)	25%	(40)	157
4-Region: Northeast	77%	(63)	23%	(19)	82
4-Region: Midwest	80%	(83)	20%	(21)	104
4-Region: South	76%	(180)	24%	(56)	236
4-Region: West	66%	(74)	34%	(38)	113
PID: Dem (no lean)	78%	(175)	22%	(50)	225
PID: Ind (no lean)	72%	(120)	28%	(48)	167
PID: Rep (no lean)	74%	(105)	26%	(36)	141
Ideo: Liberal (1-3)	74%	(129)	26%	(46)	174
Ideo: Moderate (4)	77%	(135)	23%	(41)	176
Ideo: Conservative (5-7)	76%	(86)	24%	(27)	113
Educ: < College	74%	(333)	26%	(120)	453
Income: Under 50k	75%	(286)	25%	(95)	381
Income: 50k-100k	77%	(93)	23%	(29)	122

Table IDFA1_2NET: *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)

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	75%	(400)	25%	(134)	534
All Christian	76%	(134)	24%	(43)	177
Agnostic/Nothing in particular	73%	(122)	27%	(44)	166
Something Else	75%	(104)	25%	(35)	139
Evangelical	74%	(127)	26%	(44)	171
Non-Evangelical	77%	(104)	23%	(31)	134
Employ: Private Sector	78%	(139)	22%	(39)	178
Employ: Self-Employed	71%	(62)	29%	(26)	88
Employ: Homemaker	82%	(60)	18%	(13)	73
Employ: Unemployed	61%	(42)	39%	(27)	69
Military HH: Yes	72%	(66)	28%	(25)	90
Military HH: No	75%	(334)	25%	(109)	444
RD/WT: Right Direction	75%	(125)	25%	(42)	166
RD/WT: Wrong Track	75%	(275)	25%	(92)	368
Biden Job Approve	76%	(185)	24%	(59)	244
Biden Job Disapprove	75%	(192)	25%	(64)	255
Biden Job Strongly Approve	69%	(66)	31%	(29)	95
Biden Job Somewhat Approve	80%	(119)	20%	(29)	148
Biden Job Somewhat Disapprove	79%	(72)	21%	(19)	91
Biden Job Strongly Disapprove	73%	(120)	27%	(45)	165
Favorable of Biden	74%	(175)	26%	(62)	237
Unfavorable of Biden	78%	(193)	22%	(55)	249
Very Favorable of Biden	68%	(71)	32%	(33)	105
Somewhat Favorable of Biden	78%	(103)	22%	(29)	132
Somewhat Unfavorable of Biden	89%	(73)	11%	(10)	83
Very Unfavorable of Biden	72%	(120)	28%	(46)	166
#1 Issue: Economy	77%	(167)	23%	(49)	216
#1 Issue: Health Care	76%	(57)	24%	(18)	75
#1 Issue: Women's Issues	72%	(59)	28%	(23)	82
2022 House Vote: Democrat	75%	(147)	25%	(49)	196
2022 House Vote: Republican	82%	(108)	18%	(24)	132
2022 House Vote: Didnt Vote	70%	(131)	30%	(57)	188

Table IDFA1_2NET: *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)

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	75%	(400)	25%	(134)	534
2020 Vote: Joe Biden	78%	(163)	22%	(46)	210
2020 Vote: Donald Trump	78%	(110)	22%	(31)	141
2020 Vote: Didn't Vote	70%	(99)	30%	(43)	142
2018 House Vote: Democrat	78%	(138)	22%	(39)	177
2018 House Vote: Republican	80%	(101)	20%	(25)	125
2018 House Vote: Didnt Vote	69%	(147)	31%	(67)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA1_3NET: *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)

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	67%	(358)	33%	(176)	534
Frequent Grocery Shoppers	69%	(297)	31%	(131)	428
Gender: Male	59%	(128)	41%	(89)	217
Gender: Female	73%	(230)	27%	(87)	317
Age: 18-34	71%	(223)	29%	(92)	315
Age: 35-44	65%	(86)	35%	(47)	134
Age: 45-64	56%	(39)	44%	(30)	69
GenZers: 1997-2012	68%	(82)	32%	(39)	121
Millennials: 1981-1996	70%	(209)	30%	(88)	297
GenXers: 1965-1980	57%	(42)	43%	(31)	73
Ethnicity: White	67%	(204)	33%	(99)	303
Ethnicity: Hispanic	66%	(134)	34%	(68)	201
Ethnicity: Black	64%	(86)	36%	(48)	135
Ethnicity: Other	70%	(68)	30%	(29)	96
Community: Urban	70%	(140)	30%	(61)	201
Community: Suburban	65%	(114)	35%	(62)	175
Community: Rural	67%	(105)	33%	(53)	157
4-Region: Northeast	70%	(57)	30%	(25)	82
4-Region: Midwest	71%	(74)	29%	(30)	104
4-Region: South	69%	(162)	31%	(74)	236
4-Region: West	58%	(65)	42%	(47)	113
PID: Dem (no lean)	67%	(151)	33%	(75)	225
PID: Ind (no lean)	63%	(106)	37%	(62)	167
PID: Rep (no lean)	72%	(102)	28%	(39)	141
Ideo: Liberal (1-3)	67%	(117)	33%	(57)	174
Ideo: Moderate (4)	71%	(124)	29%	(51)	176
Ideo: Conservative (5-7)	67%	(76)	33%	(37)	113
Educ: < College	67%	(304)	33%	(149)	453
Income: Under 50k	69%	(263)	31%	(118)	381
Income: 50k-100k	66%	(80)	34%	(42)	122

Table IDFA1_3NET: *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)

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	67%	(358)	33%	(176)	534
All Christian	66%	(117)	34%	(60)	177
Agnostic/Nothing in particular	69%	(115)	31%	(52)	166
Something Else	63%	(88)	37%	(51)	139
Evangelical	64%	(110)	36%	(61)	171
Non-Evangelical	65%	(87)	35%	(47)	134
Employ: Private Sector	72%	(128)	28%	(50)	178
Employ: Self-Employed	62%	(55)	38%	(34)	88
Employ: Homemaker	72%	(52)	28%	(20)	73
Employ: Unemployed	64%	(44)	36%	(24)	69
Military HH: Yes	64%	(58)	36%	(32)	90
Military HH: No	68%	(300)	32%	(143)	444
RD/WT: Right Direction	63%	(104)	37%	(62)	166
RD/WT: Wrong Track	69%	(254)	31%	(113)	368
Biden Job Approve	67%	(163)	33%	(81)	244
Biden Job Disapprove	69%	(177)	31%	(79)	255
Biden Job Strongly Approve	65%	(62)	35%	(33)	95
Biden Job Somewhat Approve	68%	(101)	32%	(47)	148
Biden Job Somewhat Disapprove	71%	(65)	29%	(26)	91
Biden Job Strongly Disapprove	68%	(112)	32%	(53)	165
Favorable of Biden	66%	(156)	34%	(80)	237
Unfavorable of Biden	69%	(172)	31%	(76)	249
Very Favorable of Biden	65%	(68)	35%	(37)	105
Somewhat Favorable of Biden	67%	(88)	33%	(44)	132
Somewhat Unfavorable of Biden	73%	(60)	27%	(23)	83
Very Unfavorable of Biden	68%	(112)	32%	(54)	166
#1 Issue: Economy	67%	(144)	33%	(72)	216
#1 Issue: Health Care	72%	(54)	28%	(21)	75
#1 Issue: Women's Issues	68%	(56)	32%	(26)	82
2022 House Vote: Democrat	66%	(130)	34%	(66)	196
2022 House Vote: Republican	76%	(101)	24%	(32)	132
2022 House Vote: Didnt Vote	63%	(119)	37%	(70)	188

Table IDFA1_3NET: *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)

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	67%	(358)	33%	(176)	534
2020 Vote: Joe Biden	66%	(139)	34%	(71)	210
2020 Vote: Donald Trump	73%	(103)	27%	(38)	141
2020 Vote: Didn't Vote	63%	(89)	37%	(53)	142
2018 House Vote: Democrat	69%	(121)	31%	(56)	177
2018 House Vote: Republican	72%	(90)	28%	(35)	125
2018 House Vote: Didnt Vote	65%	(140)	35%	(75)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA1_4NET: *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)

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	57%	(304)	43%	(230)	534
Frequent Grocery Shoppers	59%	(251)	41%	(177)	428
Gender: Male	59%	(129)	41%	(88)	217
Gender: Female	55%	(175)	45%	(142)	317
Age: 18-34	54%	(170)	46%	(145)	315
Age: 35-44	64%	(86)	36%	(48)	134
Age: 45-64	56%	(39)	44%	(30)	69
GenZers: 1997-2012	57%	(69)	43%	(52)	121
Millennials: 1981-1996	55%	(163)	45%	(134)	297
GenXers: 1965-1980	66%	(49)	34%	(25)	73
Ethnicity: White	60%	(183)	40%	(120)	303
Ethnicity: Hispanic	57%	(114)	43%	(88)	201
Ethnicity: Black	56%	(75)	44%	(59)	135
Ethnicity: Other	47%	(46)	53%	(51)	96
Community: Urban	60%	(120)	40%	(81)	201
Community: Suburban	60%	(105)	40%	(71)	175
Community: Rural	50%	(79)	50%	(78)	157
4-Region: Northeast	55%	(45)	45%	(37)	82
4-Region: Midwest	55%	(57)	45%	(47)	104
4-Region: South	62%	(146)	38%	(90)	236
4-Region: West	50%	(57)	50%	(56)	113
PID: Dem (no lean)	59%	(132)	41%	(93)	225
PID: Ind (no lean)	54%	(90)	46%	(77)	167
PID: Rep (no lean)	58%	(82)	42%	(59)	141
Ideo: Liberal (1-3)	60%	(105)	40%	(69)	174
Ideo: Moderate (4)	61%	(106)	39%	(69)	176
Ideo: Conservative (5-7)	49%	(55)	51%	(58)	113
Educ: < College	55%	(248)	45%	(205)	453
Income: Under 50k	55%	(210)	45%	(171)	381
Income: 50k-100k	64%	(78)	36%	(43)	122

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Table IDFA1_4NET: *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)*

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	57%	(304)	43%	(230)	534
All Christian	60%	(106)	40%	(72)	177
Agnostic/Nothing in particular	59%	(98)	41%	(69)	166
Something Else	49%	(68)	51%	(71)	139
Evangelical	55%	(94)	45%	(77)	171
Non-Evangelical	56%	(75)	44%	(59)	134
Employ: Private Sector	60%	(107)	40%	(71)	178
Employ: Self-Employed	59%	(52)	41%	(36)	88
Employ: Homemaker	49%	(36)	51%	(37)	73
Employ: Unemployed	51%	(35)	49%	(33)	69
Military HH: Yes	50%	(46)	50%	(45)	90
Military HH: No	58%	(258)	42%	(185)	444
RD/WT: Right Direction	64%	(107)	36%	(59)	166
RD/WT: Wrong Track	54%	(197)	46%	(170)	368
Biden Job Approve	62%	(151)	38%	(93)	244
Biden Job Disapprove	52%	(132)	48%	(124)	255
Biden Job Strongly Approve	67%	(64)	33%	(31)	95
Biden Job Somewhat Approve	59%	(87)	41%	(62)	148
Biden Job Somewhat Disapprove	47%	(43)	53%	(48)	91
Biden Job Strongly Disapprove	54%	(89)	46%	(76)	165
Favorable of Biden	60%	(142)	40%	(95)	237
Unfavorable of Biden	53%	(132)	47%	(117)	249
Very Favorable of Biden	68%	(71)	32%	(34)	105
Somewhat Favorable of Biden	54%	(71)	46%	(61)	132
Somewhat Unfavorable of Biden	47%	(39)	53%	(44)	83
Very Unfavorable of Biden	56%	(93)	44%	(73)	166
#1 Issue: Economy	54%	(116)	46%	(100)	216
#1 Issue: Health Care	76%	(57)	24%	(18)	75
#1 Issue: Women's Issues	46%	(38)	54%	(45)	82
2022 House Vote: Democrat	61%	(119)	39%	(76)	196
2022 House Vote: Republican	65%	(87)	35%	(46)	132
2022 House Vote: Didnt Vote	50%	(94)	50%	(94)	188

Table IDFA1_4NET: *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)

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	57%	(304)	43%	(230)	534
2020 Vote: Joe Biden	61%	(128)	39%	(81)	210
2020 Vote: Donald Trump	57%	(80)	43%	(60)	141
2020 Vote: Didn't Vote	54%	(76)	46%	(66)	142
2018 House Vote: Democrat	60%	(107)	40%	(70)	177
2018 House Vote: Republican	57%	(72)	43%	(54)	125
2018 House Vote: Didnt Vote	56%	(121)	44%	(94)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA1_5NET: *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)

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	68%	(361)	32%	(173)	534
Frequent Grocery Shoppers	70%	(298)	30%	(130)	428
Gender: Male	63%	(138)	37%	(79)	217
Gender: Female	71%	(224)	29%	(93)	317
Age: 18-34	69%	(217)	31%	(99)	315
Age: 35-44	70%	(94)	30%	(39)	134
Age: 45-64	62%	(43)	38%	(26)	69
GenZers: 1997-2012	53%	(64)	47%	(57)	121
Millennials: 1981-1996	77%	(228)	23%	(70)	297
GenXers: 1965-1980	61%	(44)	39%	(29)	73
Ethnicity: White	69%	(208)	31%	(95)	303
Ethnicity: Hispanic	64%	(129)	36%	(72)	201
Ethnicity: Black	65%	(87)	35%	(47)	135
Ethnicity: Other	69%	(66)	31%	(30)	96
Community: Urban	67%	(134)	33%	(67)	201
Community: Suburban	68%	(120)	32%	(55)	175
Community: Rural	68%	(107)	32%	(50)	157
4-Region: Northeast	71%	(58)	29%	(23)	82
4-Region: Midwest	67%	(69)	33%	(34)	104
4-Region: South	70%	(165)	30%	(70)	236
4-Region: West	61%	(68)	39%	(44)	113
PID: Dem (no lean)	72%	(161)	28%	(64)	225
PID: Ind (no lean)	65%	(109)	35%	(59)	167
PID: Rep (no lean)	65%	(91)	35%	(50)	141
Ideo: Liberal (1-3)	69%	(121)	31%	(54)	174
Ideo: Moderate (4)	69%	(121)	31%	(54)	176
Ideo: Conservative (5-7)	66%	(74)	34%	(38)	113
Educ: < College	66%	(300)	34%	(153)	453
Income: Under 50k	68%	(259)	32%	(122)	381
Income: 50k-100k	67%	(81)	33%	(41)	122

Table IDFA1_5NET: *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)

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	68%	(361)	32%	(173)	534
All Christian	66%	(117)	34%	(61)	177
Agnostic/Nothing in particular	70%	(116)	30%	(51)	166
Something Else	68%	(95)	32%	(45)	139
Evangelical	64%	(109)	36%	(62)	171
Non-Evangelical	71%	(95)	29%	(39)	134
Employ: Private Sector	71%	(126)	29%	(52)	178
Employ: Self-Employed	62%	(55)	38%	(34)	88
Employ: Homemaker	84%	(61)	16%	(11)	73
Employ: Unemployed	53%	(36)	47%	(32)	69
Military HH: Yes	56%	(51)	44%	(39)	90
Military HH: No	70%	(310)	30%	(133)	444
RD/WT: Right Direction	68%	(114)	32%	(52)	166
RD/WT: Wrong Track	67%	(248)	33%	(120)	368
Biden Job Approve	69%	(167)	31%	(76)	244
Biden Job Disapprove	67%	(171)	33%	(85)	255
Biden Job Strongly Approve	64%	(61)	36%	(34)	95
Biden Job Somewhat Approve	72%	(106)	28%	(42)	148
Biden Job Somewhat Disapprove	68%	(62)	32%	(29)	91
Biden Job Strongly Disapprove	66%	(109)	34%	(56)	165
Favorable of Biden	69%	(162)	31%	(74)	237
Unfavorable of Biden	68%	(169)	32%	(80)	249
Very Favorable of Biden	70%	(73)	30%	(32)	105
Somewhat Favorable of Biden	68%	(89)	32%	(43)	132
Somewhat Unfavorable of Biden	69%	(57)	31%	(25)	83
Very Unfavorable of Biden	67%	(112)	33%	(54)	166
#1 Issue: Economy	70%	(151)	30%	(65)	216
#1 Issue: Health Care	74%	(56)	26%	(19)	75
#1 Issue: Women's Issues	59%	(49)	41%	(33)	82
2022 House Vote: Democrat	70%	(136)	30%	(60)	196
2022 House Vote: Republican	69%	(91)	31%	(41)	132
2022 House Vote: Didnt Vote	66%	(124)	34%	(64)	188

Table IDFA1_5NET: *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)

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	68%	(361)	32%	(173)	534
2020 Vote: Joe Biden	72%	(151)	28%	(59)	210
2020 Vote: Donald Trump	66%	(93)	34%	(47)	141
2020 Vote: Didn't Vote	64%	(91)	36%	(51)	142
2018 House Vote: Democrat	72%	(128)	28%	(49)	177
2018 House Vote: Republican	64%	(81)	36%	(45)	125
2018 House Vote: Didnt Vote	68%	(145)	32%	(70)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA1_6NET: *Which of the following foods do you or your family purchase through the WIC program? Please select all that apply.*
None of these

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	11%	(60)	89%	(474)	534
Frequent Grocery Shoppers	11%	(47)	89%	(381)	428
Gender: Male	12%	(25)	88%	(192)	217
Gender: Female	11%	(35)	89%	(282)	317
Age: 18-34	10%	(31)	90%	(284)	315
Age: 35-44	6%	(8)	94%	(126)	134
Age: 45-64	23%	(16)	77%	(53)	69
GenZers: 1997-2012	8%	(9)	92%	(112)	121
Millennials: 1981-1996	9%	(28)	91%	(269)	297
GenXers: 1965-1980	17%	(13)	83%	(61)	73
Ethnicity: White	12%	(35)	88%	(268)	303
Ethnicity: Hispanic	11%	(23)	89%	(178)	201
Ethnicity: Black	8%	(11)	92%	(124)	135
Ethnicity: Other	15%	(14)	85%	(82)	96
Community: Urban	8%	(17)	92%	(185)	201
Community: Suburban	13%	(23)	87%	(152)	175
Community: Rural	13%	(20)	87%	(137)	157
4-Region: Northeast	8%	(6)	92%	(76)	82
4-Region: Midwest	11%	(11)	89%	(93)	104
4-Region: South	11%	(25)	89%	(210)	236
4-Region: West	15%	(17)	85%	(95)	113
PID: Dem (no lean)	9%	(21)	91%	(205)	225
PID: Ind (no lean)	12%	(21)	88%	(147)	167
PID: Rep (no lean)	13%	(19)	87%	(122)	141
Ideo: Liberal (1-3)	10%	(17)	90%	(158)	174
Ideo: Moderate (4)	11%	(20)	89%	(156)	176
Ideo: Conservative (5-7)	15%	(17)	85%	(96)	113
Educ: < College	12%	(54)	88%	(399)	453
Income: Under 50k	13%	(49)	87%	(332)	381
Income: 50k-100k	5%	(6)	95%	(116)	122

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Table IDFA1_6NET: *Which of the following foods do you or your family purchase through the WIC program? Please select all that apply.*
None of these

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	11%	(60)	89%	(474)	534
All Christian	11%	(20)	89%	(157)	177
Agnostic/Nothing in particular	8%	(13)	92%	(153)	166
Something Else	17%	(24)	83%	(115)	139
Evangelical	16%	(27)	84%	(145)	171
Non-Evangelical	13%	(18)	87%	(117)	134
Employ: Private Sector	7%	(12)	93%	(165)	178
Employ: Self-Employed	11%	(10)	89%	(79)	88
Employ: Homemaker	13%	(10)	87%	(63)	73
Employ: Unemployed	22%	(15)	78%	(54)	69
Military HH: Yes	13%	(11)	87%	(79)	90
Military HH: No	11%	(49)	89%	(395)	444
RD/WT: Right Direction	7%	(12)	93%	(155)	166
RD/WT: Wrong Track	13%	(49)	87%	(319)	368
Biden Job Approve	9%	(21)	91%	(223)	244
Biden Job Disapprove	13%	(34)	87%	(221)	255
Biden Job Strongly Approve	7%	(6)	93%	(89)	95
Biden Job Somewhat Approve	10%	(15)	90%	(134)	148
Biden Job Somewhat Disapprove	9%	(8)	91%	(83)	91
Biden Job Strongly Disapprove	16%	(26)	84%	(139)	165
Favorable of Biden	10%	(23)	90%	(214)	237
Unfavorable of Biden	12%	(29)	88%	(220)	249
Very Favorable of Biden	10%	(10)	90%	(94)	105
Somewhat Favorable of Biden	9%	(12)	91%	(120)	132
Somewhat Unfavorable of Biden	5%	(4)	95%	(79)	83
Very Unfavorable of Biden	15%	(25)	85%	(141)	166
#1 Issue: Economy	11%	(23)	89%	(193)	216
#1 Issue: Health Care	6%	(4)	94%	(71)	75
#1 Issue: Women's Issues	8%	(7)	92%	(76)	82
2022 House Vote: Democrat	11%	(21)	89%	(175)	196
2022 House Vote: Republican	8%	(11)	92%	(122)	132
2022 House Vote: Didnt Vote	15%	(28)	85%	(161)	188

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Table IDFA1_6NET: *Which of the following foods do you or your family purchase through the WIC program? Please select all that apply.*
None of these

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	11%	(60)	89%	(474)	534
2020 Vote: Joe Biden	10%	(20)	90%	(189)	210
2020 Vote: Donald Trump	13%	(18)	87%	(122)	141
2020 Vote: Didn't Vote	10%	(15)	90%	(127)	142
2018 House Vote: Democrat	11%	(19)	89%	(158)	177
2018 House Vote: Republican	11%	(13)	89%	(112)	125
2018 House Vote: Didnt Vote	12%	(25)	88%	(189)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2: *If you or your family purchase milk through the WIC program, which type of milk do you most prefer? Please select just one.*

Demographic	Whole milk	2 % milk (also called reduced-fat)	1 % milk (also called low-fat)	Skim milk (also called non-fat)	Lactose-reduced or lactose-free milk	Something else, please specify	None of these	Total N
WIC beneficiaries	34% (181)	28% (151)	13% (67)	5% (25)	7% (40)	5% (29)	8% (41)	534
Frequent Grocery Shoppers	34% (144)	26% (112)	14% (61)	4% (18)	8% (32)	6% (27)	8% (33)	428
Gender: Male	32% (69)	34% (74)	9% (20)	7% (14)	8% (18)	2% (5)	8% (17)	217
Gender: Female	35% (112)	24% (77)	15% (48)	3% (10)	7% (22)	8% (24)	8% (24)	317
Age: 18-34	32% (101)	25% (79)	15% (47)	7% (21)	8% (24)	7% (21)	7% (22)	315
Age: 35-44	41% (55)	32% (43)	10% (13)	1% (1)	8% (10)	4% (5)	4% (6)	134
Age: 45-64	29% (20)	35% (24)	10% (7)	4% (3)	8% (6)	1% (1)	12% (9)	69
GenZers: 1997-2012	29% (35)	29% (35)	16% (20)	9% (10)	9% (11)	2% (2)	6% (7)	121
Millennials: 1981-1996	36% (106)	27% (82)	12% (36)	3% (10)	6% (19)	8% (23)	7% (21)	297
GenXers: 1965-1980	37% (27)	24% (18)	11% (8)	4% (3)	12% (9)	2% (2)	9% (7)	73
Ethnicity: White	35% (106)	27% (83)	13% (40)	4% (12)	9% (28)	4% (13)	7% (21)	303
Ethnicity: Hispanic	37% (75)	26% (53)	9% (17)	6% (13)	8% (16)	7% (14)	6% (12)	201
Ethnicity: Black	30% (40)	27% (36)	16% (21)	7% (10)	6% (8)	6% (9)	8% (11)	135
Ethnicity: Other	35% (34)	33% (31)	7% (7)	4% (3)	4% (4)	8% (7)	10% (10)	96
Community: Urban	31% (63)	30% (59)	11% (22)	7% (13)	10% (21)	5% (10)	7% (14)	201
Community: Suburban	32% (56)	31% (54)	16% (27)	2% (4)	5% (9)	6% (10)	8% (15)	175
Community: Rural	39% (62)	23% (37)	12% (19)	5% (8)	6% (10)	6% (10)	8% (12)	157
4-Region: Northeast	39% (32)	22% (18)	11% (9)	8% (7)	9% (7)	5% (4)	5% (4)	82
4-Region: Midwest	37% (38)	27% (28)	13% (13)	3% (3)	7% (8)	3% (3)	10% (10)	104
4-Region: South	36% (84)	29% (68)	12% (28)	4% (9)	8% (19)	4% (9)	8% (18)	236
4-Region: West	23% (26)	32% (36)	15% (17)	5% (6)	5% (6)	12% (13)	7% (8)	113
PID: Dem (no lean)	32% (72)	29% (66)	14% (32)	5% (11)	5% (12)	8% (17)	7% (15)	225
PID: Ind (no lean)	34% (56)	30% (51)	12% (20)	2% (3)	9% (15)	5% (9)	8% (14)	167
PID: Rep (no lean)	37% (53)	24% (34)	11% (15)	8% (11)	10% (14)	2% (3)	8% (12)	141
Ideo: Liberal (1-3)	35% (61)	24% (42)	14% (24)	6% (10)	8% (14)	6% (10)	8% (14)	174
Ideo: Moderate (4)	32% (56)	30% (53)	15% (27)	1% (2)	7% (13)	6% (10)	8% (15)	176
Ideo: Conservative (5-7)	31% (35)	32% (36)	9% (10)	7% (8)	9% (10)	6% (7)	7% (8)	113
Educ: < College	35% (158)	28% (128)	13% (58)	4% (17)	7% (32)	6% (26)	7% (34)	453
Income: Under 50k	36% (138)	26% (97)	11% (43)	5% (20)	8% (30)	6% (23)	8% (30)	381
Income: 50k-100k	30% (37)	35% (43)	16% (19)	2% (3)	6% (7)	5% (6)	5% (7)	122

Table IDFA2: *If you or your family purchase milk through the WIC program, which type of milk do you most prefer? Please select just one.*

Demographic	Whole milk		2 % milk (also called reduced-fat)		1 % milk (also called low-fat)		Skim milk (also called non-fat)		Lactose-reduced or lactose-free milk		Something else, please specify		None of these		Total N
WIC beneficiaries	34%	(181)	28%	(151)	13%	(67)	5%	(25)	7%	(40)	5%	(29)	8%	(41)	534
All Christian	32%	(57)	29%	(52)	10%	(17)	5%	(10)	10%	(18)	5%	(8)	9%	(16)	177
Agnostic/Nothing in particular	34%	(56)	30%	(50)	16%	(26)	6%	(10)	6%	(10)	2%	(4)	6%	(10)	166
Something Else	36%	(50)	27%	(38)	12%	(17)	2%	(3)	7%	(10)	8%	(11)	8%	(11)	139
Evangelical	34%	(58)	26%	(45)	14%	(24)	5%	(8)	9%	(15)	4%	(6)	8%	(14)	171
Non-Evangelical	33%	(45)	31%	(41)	5%	(6)	3%	(5)	9%	(12)	10%	(13)	9%	(12)	134
Employ: Private Sector	30%	(54)	32%	(57)	15%	(27)	5%	(10)	7%	(13)	4%	(7)	5%	(9)	178
Employ: Self-Employed	36%	(32)	33%	(29)	7%	(6)	4%	(3)	8%	(7)	3%	(2)	10%	(9)	88
Employ: Homemaker	49%	(36)	9%	(7)	24%	(18)	1%	(1)	2%	(2)	7%	(5)	7%	(5)	73
Employ: Unemployed	33%	(23)	34%	(23)	3%	(2)	1%	(1)	3%	(2)	13%	(9)	12%	(8)	69
Military HH: Yes	50%	(45)	20%	(18)	9%	(9)	5%	(5)	7%	(6)	—	(0)	9%	(8)	90
Military HH: No	31%	(136)	30%	(133)	13%	(59)	5%	(20)	8%	(34)	7%	(29)	7%	(33)	444
RD/WT: Right Direction	35%	(59)	28%	(47)	17%	(29)	5%	(9)	5%	(9)	4%	(6)	4%	(7)	166
RD/WT: Wrong Track	33%	(122)	28%	(103)	10%	(38)	4%	(16)	8%	(31)	6%	(23)	9%	(34)	368
Biden Job Approve	32%	(79)	25%	(61)	17%	(41)	7%	(16)	7%	(17)	8%	(18)	5%	(11)	244
Biden Job Disapprove	34%	(86)	33%	(83)	9%	(23)	3%	(8)	8%	(20)	4%	(11)	10%	(25)	255
Biden Job Strongly Approve	34%	(32)	29%	(27)	18%	(17)	9%	(8)	5%	(5)	2%	(2)	4%	(4)	95
Biden Job Somewhat Approve	31%	(46)	23%	(34)	16%	(24)	6%	(8)	8%	(12)	11%	(16)	5%	(8)	148
Biden Job Somewhat Disapprove	27%	(24)	37%	(34)	9%	(8)	6%	(5)	3%	(3)	9%	(8)	9%	(8)	91
Biden Job Strongly Disapprove	37%	(62)	30%	(49)	9%	(14)	2%	(3)	10%	(17)	2%	(3)	10%	(16)	165
Favorable of Biden	30%	(72)	25%	(58)	16%	(37)	6%	(14)	8%	(18)	9%	(21)	7%	(16)	237
Unfavorable of Biden	37%	(93)	32%	(81)	10%	(26)	4%	(10)	6%	(15)	2%	(5)	8%	(19)	249
Very Favorable of Biden	31%	(33)	31%	(32)	11%	(11)	4%	(4)	9%	(9)	10%	(10)	5%	(5)	105
Somewhat Favorable of Biden	30%	(39)	20%	(27)	20%	(26)	8%	(10)	6%	(8)	8%	(11)	8%	(10)	132
Somewhat Unfavorable of Biden	40%	(33)	37%	(30)	10%	(8)	7%	(6)	2%	(2)	2%	(2)	2%	(2)	83
Very Unfavorable of Biden	36%	(60)	30%	(50)	10%	(17)	3%	(4)	8%	(13)	2%	(3)	11%	(18)	166
#1 Issue: Economy	36%	(79)	30%	(64)	13%	(28)	2%	(4)	8%	(17)	5%	(11)	6%	(12)	216
#1 Issue: Health Care	37%	(28)	34%	(26)	11%	(8)	3%	(2)	4%	(3)	4%	(3)	5%	(4)	75
#1 Issue: Women's Issues	37%	(31)	28%	(23)	18%	(15)	4%	(4)	5%	(4)	2%	(1)	5%	(4)	82

Table IDFA2: *If you or your family purchase milk through the WIC program, which type of milk do you most prefer? Please select just one.*

Demographic	Whole milk		2 % milk (also called reduced-fat)		1 % milk (also called low-fat)		Skim milk (also called non-fat)		Lactose-reduced or lactose-free milk		Something else, please specify		None of these		Total N
WIC beneficiaries	34%	(181)	28%	(151)	13%	(67)	5%	(25)	7%	(40)	5%	(29)	8%	(41)	534
2022 House Vote: Democrat	28%	(55)	30%	(59)	17%	(33)	4%	(7)	5%	(11)	9%	(18)	7%	(13)	196
2022 House Vote: Republican	38%	(51)	28%	(38)	6%	(8)	8%	(10)	12%	(15)	2%	(2)	6%	(8)	132
2022 House Vote: Didnt Vote	37%	(69)	27%	(51)	12%	(24)	3%	(6)	7%	(13)	5%	(9)	9%	(17)	188
2020 Vote: Joe Biden	28%	(59)	29%	(61)	16%	(35)	4%	(7)	6%	(12)	10%	(21)	7%	(15)	210
2020 Vote: Donald Trump	42%	(59)	27%	(38)	8%	(12)	3%	(4)	10%	(13)	2%	(3)	9%	(12)	141
2020 Vote: Didn't Vote	35%	(50)	29%	(41)	10%	(14)	8%	(12)	10%	(14)	1%	(2)	6%	(9)	142
2018 House Vote: Democrat	30%	(53)	28%	(49)	16%	(28)	5%	(8)	4%	(7)	10%	(17)	8%	(14)	177
2018 House Vote: Republican	38%	(47)	30%	(38)	8%	(10)	4%	(6)	13%	(16)	4%	(5)	3%	(3)	125
2018 House Vote: Didnt Vote	36%	(78)	28%	(59)	13%	(28)	5%	(10)	7%	(14)	3%	(7)	9%	(18)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA3: *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?*

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Don't know/No opinion		Total N
WIC beneficiaries	40%	(215)	36%	(192)	10%	(51)	5%	(27)	9%	(48)	534
Frequent Grocery Shoppers	41%	(177)	35%	(150)	10%	(41)	5%	(22)	9%	(38)	428
Gender: Male	41%	(88)	37%	(79)	11%	(24)	3%	(8)	8%	(17)	217
Gender: Female	40%	(127)	36%	(113)	8%	(27)	6%	(20)	10%	(31)	317
Age: 18-34	39%	(124)	35%	(112)	12%	(38)	4%	(12)	9%	(30)	315
Age: 35-44	38%	(50)	40%	(54)	5%	(6)	8%	(11)	9%	(12)	134
Age: 45-64	48%	(33)	33%	(23)	6%	(4)	5%	(4)	8%	(5)	69
GenZers: 1997-2012	32%	(39)	38%	(47)	15%	(18)	4%	(5)	11%	(13)	121
Millennials: 1981-1996	42%	(124)	34%	(102)	9%	(25)	6%	(17)	10%	(29)	297
GenXers: 1965-1980	46%	(34)	39%	(29)	4%	(3)	5%	(4)	5%	(4)	73
Ethnicity: White	39%	(119)	34%	(104)	10%	(32)	8%	(24)	8%	(26)	303
Ethnicity: Hispanic	37%	(74)	42%	(84)	8%	(16)	5%	(11)	9%	(17)	201
Ethnicity: Black	45%	(61)	35%	(47)	11%	(14)	1%	(1)	8%	(11)	135
Ethnicity: Other	37%	(36)	44%	(42)	6%	(5)	2%	(2)	12%	(11)	96
Community: Urban	45%	(90)	31%	(63)	12%	(23)	5%	(9)	8%	(16)	201
Community: Suburban	39%	(68)	37%	(65)	8%	(15)	4%	(8)	11%	(19)	175
Community: Rural	36%	(57)	41%	(64)	8%	(13)	7%	(10)	8%	(13)	157
4-Region: Northeast	46%	(38)	27%	(22)	13%	(11)	12%	(10)	2%	(2)	82
4-Region: Midwest	40%	(42)	33%	(34)	9%	(9)	4%	(4)	14%	(14)	104
4-Region: South	37%	(87)	42%	(98)	8%	(20)	4%	(11)	9%	(21)	236
4-Region: West	43%	(49)	34%	(38)	11%	(12)	3%	(3)	10%	(11)	113
PID: Dem (no lean)	46%	(103)	38%	(86)	7%	(15)	5%	(11)	4%	(10)	225
PID: Ind (no lean)	37%	(62)	36%	(60)	9%	(16)	4%	(7)	14%	(24)	167
PID: Rep (no lean)	36%	(51)	33%	(47)	14%	(20)	7%	(10)	10%	(14)	141
Ideo: Liberal (1-3)	41%	(72)	35%	(61)	12%	(21)	7%	(12)	5%	(9)	174
Ideo: Moderate (4)	39%	(69)	41%	(72)	7%	(13)	3%	(4)	10%	(18)	176
Ideo: Conservative (5-7)	44%	(49)	32%	(36)	9%	(11)	6%	(7)	8%	(9)	113
Educ: < College	41%	(184)	36%	(165)	9%	(42)	4%	(20)	9%	(42)	453
Income: Under 50k	39%	(150)	36%	(139)	9%	(36)	5%	(19)	10%	(38)	381
Income: 50k-100k	44%	(53)	36%	(44)	10%	(12)	6%	(7)	5%	(6)	122

Table IDFA3: *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?*

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Don't know/No opinion		Total N
WIC beneficiaries	40%	(215)	36%	(192)	10%	(51)	5%	(27)	9%	(48)	534
All Christian	38%	(68)	34%	(60)	12%	(21)	8%	(14)	8%	(15)	177
Agnostic/Nothing in particular	39%	(66)	35%	(59)	10%	(17)	5%	(8)	10%	(17)	166
Something Else	45%	(62)	36%	(49)	8%	(11)	2%	(3)	10%	(14)	139
Evangelical	43%	(74)	34%	(58)	11%	(18)	3%	(6)	9%	(16)	171
Non-Evangelical	40%	(53)	34%	(46)	9%	(13)	7%	(10)	9%	(13)	134
Employ: Private Sector	40%	(71)	39%	(70)	10%	(17)	6%	(11)	5%	(8)	178
Employ: Self-Employed	38%	(34)	33%	(29)	11%	(10)	6%	(5)	12%	(10)	88
Employ: Homemaker	35%	(26)	34%	(24)	12%	(9)	5%	(3)	14%	(10)	73
Employ: Unemployed	43%	(30)	28%	(19)	7%	(5)	6%	(4)	16%	(11)	69
Military HH: Yes	25%	(23)	46%	(42)	11%	(10)	9%	(8)	8%	(8)	90
Military HH: No	43%	(193)	34%	(151)	9%	(41)	4%	(19)	9%	(40)	444
RD/WT: Right Direction	42%	(71)	39%	(64)	12%	(20)	3%	(5)	4%	(6)	166
RD/WT: Wrong Track	39%	(145)	35%	(128)	8%	(31)	6%	(22)	11%	(42)	368
Biden Job Approve	42%	(103)	43%	(105)	9%	(23)	2%	(6)	3%	(7)	244
Biden Job Disapprove	42%	(106)	29%	(74)	11%	(28)	7%	(18)	12%	(30)	255
Biden Job Strongly Approve	55%	(53)	29%	(28)	12%	(12)	4%	(4)	—	(0)	95
Biden Job Somewhat Approve	34%	(50)	52%	(78)	8%	(11)	1%	(2)	5%	(7)	148
Biden Job Somewhat Disapprove	45%	(41)	30%	(27)	8%	(7)	7%	(6)	10%	(10)	91
Biden Job Strongly Disapprove	40%	(65)	29%	(47)	12%	(21)	7%	(12)	12%	(20)	165
Favorable of Biden	46%	(108)	40%	(95)	8%	(20)	2%	(5)	4%	(8)	237
Unfavorable of Biden	40%	(100)	34%	(84)	10%	(26)	5%	(13)	10%	(26)	249
Very Favorable of Biden	55%	(57)	36%	(38)	7%	(7)	2%	(2)	1%	(1)	105
Somewhat Favorable of Biden	38%	(51)	43%	(57)	10%	(13)	3%	(4)	6%	(8)	132
Somewhat Unfavorable of Biden	38%	(32)	46%	(38)	9%	(7)	1%	(1)	6%	(5)	83
Very Unfavorable of Biden	41%	(68)	28%	(46)	11%	(19)	8%	(13)	12%	(21)	166
#1 Issue: Economy	37%	(80)	36%	(77)	11%	(24)	6%	(12)	10%	(22)	216
#1 Issue: Health Care	49%	(36)	25%	(19)	16%	(12)	4%	(3)	6%	(5)	75
#1 Issue: Women's Issues	31%	(25)	50%	(41)	3%	(3)	9%	(7)	8%	(6)	82

Table IDFA3: *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?*

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Don't know/No opinion		Total N
WIC beneficiaries	40%	(215)	36%	(192)	10%	(51)	5%	(27)	9%	(48)	534
2022 House Vote: Democrat	45%	(87)	38%	(74)	9%	(17)	4%	(8)	5%	(9)	196
2022 House Vote: Republican	42%	(56)	35%	(46)	9%	(12)	6%	(8)	8%	(11)	132
2022 House Vote: Didnt Vote	33%	(62)	36%	(68)	11%	(21)	6%	(11)	14%	(26)	188
2020 Vote: Joe Biden	42%	(88)	41%	(85)	8%	(16)	4%	(7)	6%	(13)	210
2020 Vote: Donald Trump	39%	(54)	35%	(49)	10%	(14)	6%	(9)	9%	(13)	141
2020 Vote: Didn't Vote	38%	(54)	33%	(47)	13%	(18)	4%	(6)	12%	(17)	142
2018 House Vote: Democrat	47%	(84)	35%	(62)	9%	(15)	5%	(9)	4%	(7)	177
2018 House Vote: Republican	38%	(48)	36%	(45)	16%	(20)	5%	(6)	6%	(7)	125
2018 House Vote: Didnt Vote	35%	(76)	38%	(81)	7%	(15)	6%	(12)	14%	(31)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA4_1NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	26%	(138)	74%	(396)	534
Frequent Grocery Shoppers	25%	(107)	75%	(322)	428
Gender: Male	26%	(56)	74%	(161)	217
Gender: Female	26%	(82)	74%	(235)	317
Age: 18-34	26%	(83)	74%	(232)	315
Age: 35-44	22%	(30)	78%	(104)	134
Age: 45-64	31%	(21)	69%	(48)	69
GenZers: 1997-2012	28%	(33)	72%	(88)	121
Millennials: 1981-1996	24%	(70)	76%	(227)	297
GenXers: 1965-1980	34%	(25)	66%	(49)	73
Ethnicity: White	23%	(69)	77%	(234)	303
Ethnicity: Hispanic	28%	(57)	72%	(145)	201
Ethnicity: Black	27%	(36)	73%	(99)	135
Ethnicity: Other	34%	(33)	66%	(64)	96
Community: Urban	28%	(56)	72%	(145)	201
Community: Suburban	27%	(47)	73%	(129)	175
Community: Rural	22%	(35)	78%	(123)	157
4-Region: Northeast	31%	(26)	69%	(56)	82
4-Region: Midwest	33%	(35)	67%	(69)	104
4-Region: South	21%	(50)	79%	(186)	236
4-Region: West	24%	(27)	76%	(86)	113
PID: Dem (no lean)	27%	(61)	73%	(164)	225
PID: Ind (no lean)	25%	(41)	75%	(126)	167
PID: Rep (no lean)	25%	(35)	75%	(106)	141
Ideo: Liberal (1-3)	26%	(46)	74%	(128)	174
Ideo: Moderate (4)	24%	(42)	76%	(133)	176
Ideo: Conservative (5-7)	29%	(32)	71%	(80)	113
Educ: < College	27%	(120)	73%	(333)	453
Income: Under 50k	25%	(95)	75%	(286)	381
Income: 50k-100k	26%	(32)	74%	(90)	122

Table IDFA4_1NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	26%	(138)	74%	(396)	534
All Christian	24%	(43)	76%	(134)	177
Agnostic/Nothing in particular	26%	(44)	74%	(123)	166
Something Else	27%	(37)	73%	(102)	139
Evangelical	32%	(54)	68%	(117)	171
Non-Evangelical	17%	(23)	83%	(112)	134
Employ: Private Sector	32%	(57)	68%	(121)	178
Employ: Self-Employed	22%	(19)	78%	(69)	88
Employ: Homemaker	17%	(12)	83%	(60)	73
Employ: Unemployed	18%	(12)	82%	(57)	69
Military HH: Yes	31%	(28)	69%	(62)	90
Military HH: No	25%	(109)	75%	(334)	444
RD/WT: Right Direction	30%	(50)	70%	(116)	166
RD/WT: Wrong Track	24%	(87)	76%	(280)	368
Biden Job Approve	32%	(78)	68%	(165)	244
Biden Job Disapprove	21%	(55)	79%	(201)	255
Biden Job Strongly Approve	39%	(37)	61%	(58)	95
Biden Job Somewhat Approve	28%	(41)	72%	(107)	148
Biden Job Somewhat Disapprove	18%	(17)	82%	(74)	91
Biden Job Strongly Disapprove	23%	(38)	77%	(126)	165
Favorable of Biden	27%	(65)	73%	(172)	237
Unfavorable of Biden	27%	(67)	73%	(182)	249
Very Favorable of Biden	31%	(32)	69%	(73)	105
Somewhat Favorable of Biden	25%	(33)	75%	(99)	132
Somewhat Unfavorable of Biden	33%	(27)	67%	(56)	83
Very Unfavorable of Biden	24%	(40)	76%	(126)	166
#1 Issue: Economy	24%	(53)	76%	(163)	216
#1 Issue: Health Care	21%	(16)	79%	(59)	75
#1 Issue: Women's Issues	15%	(13)	85%	(70)	82

Table IDFA4_1NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	26%	(138)	74%	(396)	534
2022 House Vote: Democrat	28%	(54)	72%	(142)	196
2022 House Vote: Republican	23%	(31)	77%	(101)	132
2022 House Vote: Didnt Vote	25%	(47)	75%	(141)	188
2020 Vote: Joe Biden	28%	(59)	72%	(151)	210
2020 Vote: Donald Trump	24%	(34)	76%	(107)	141
2020 Vote: Didn't Vote	23%	(32)	77%	(110)	142
2018 House Vote: Democrat	30%	(53)	70%	(124)	177
2018 House Vote: Republican	32%	(40)	68%	(86)	125
2018 House Vote: Didnt Vote	21%	(44)	79%	(170)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA4_2NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	15%	(81)	85%	(453)	534
Frequent Grocery Shoppers	16%	(69)	84%	(359)	428
Gender: Male	17%	(36)	83%	(181)	217
Gender: Female	14%	(45)	86%	(272)	317
Age: 18-34	14%	(43)	86%	(273)	315
Age: 35-44	16%	(22)	84%	(112)	134
Age: 45-64	16%	(11)	84%	(58)	69
GenZers: 1997-2012	12%	(15)	88%	(106)	121
Millennials: 1981-1996	15%	(44)	85%	(253)	297
GenXers: 1965-1980	15%	(11)	85%	(62)	73
Ethnicity: White	15%	(46)	85%	(257)	303
Ethnicity: Hispanic	12%	(24)	88%	(177)	201
Ethnicity: Black	14%	(19)	86%	(115)	135
Ethnicity: Other	15%	(15)	85%	(82)	96
Community: Urban	15%	(30)	85%	(172)	201
Community: Suburban	13%	(23)	87%	(152)	175
Community: Rural	18%	(28)	82%	(130)	157
4-Region: Northeast	10%	(8)	90%	(74)	82
4-Region: Midwest	17%	(17)	83%	(86)	104
4-Region: South	14%	(34)	86%	(202)	236
4-Region: West	19%	(22)	81%	(91)	113
PID: Dem (no lean)	18%	(41)	82%	(184)	225
PID: Ind (no lean)	16%	(27)	84%	(141)	167
PID: Rep (no lean)	9%	(13)	91%	(128)	141
Ideo: Liberal (1-3)	18%	(31)	82%	(143)	174
Ideo: Moderate (4)	13%	(23)	87%	(153)	176
Ideo: Conservative (5-7)	12%	(14)	88%	(99)	113
Educ: < College	13%	(60)	87%	(393)	453
Income: Under 50k	15%	(58)	85%	(323)	381
Income: 50k-100k	15%	(19)	85%	(103)	122

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Table IDFA4_2NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	15%	(81)	85%	(453)	534
All Christian	15%	(26)	85%	(151)	177
Agnostic/Nothing in particular	18%	(30)	82%	(136)	166
Something Else	12%	(16)	88%	(123)	139
Evangelical	10%	(17)	90%	(154)	171
Non-Evangelical	17%	(22)	83%	(112)	134
Employ: Private Sector	15%	(27)	85%	(150)	178
Employ: Self-Employed	14%	(13)	86%	(75)	88
Employ: Homemaker	14%	(10)	86%	(63)	73
Employ: Unemployed	14%	(10)	86%	(59)	69
Military HH: Yes	11%	(10)	89%	(80)	90
Military HH: No	16%	(71)	84%	(373)	444
RD/WT: Right Direction	20%	(33)	80%	(133)	166
RD/WT: Wrong Track	13%	(47)	87%	(320)	368
Biden Job Approve	20%	(49)	80%	(195)	244
Biden Job Disapprove	11%	(29)	89%	(226)	255
Biden Job Strongly Approve	22%	(21)	78%	(75)	95
Biden Job Somewhat Approve	19%	(28)	81%	(120)	148
Biden Job Somewhat Disapprove	9%	(8)	91%	(83)	91
Biden Job Strongly Disapprove	13%	(21)	87%	(143)	165
Favorable of Biden	20%	(48)	80%	(188)	237
Unfavorable of Biden	11%	(28)	89%	(221)	249
Very Favorable of Biden	21%	(22)	79%	(83)	105
Somewhat Favorable of Biden	20%	(26)	80%	(106)	132
Somewhat Unfavorable of Biden	11%	(9)	89%	(74)	83
Very Unfavorable of Biden	11%	(19)	89%	(147)	166
#1 Issue: Economy	13%	(29)	87%	(187)	216
#1 Issue: Health Care	22%	(17)	78%	(58)	75
#1 Issue: Women's Issues	9%	(7)	91%	(75)	82

Table IDFA4_2NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	15%	(81)	85%	(453)	534
2022 House Vote: Democrat	19%	(36)	81%	(159)	196
2022 House Vote: Republican	14%	(18)	86%	(114)	132
2022 House Vote: Didnt Vote	12%	(23)	88%	(165)	188
2020 Vote: Joe Biden	19%	(40)	81%	(169)	210
2020 Vote: Donald Trump	11%	(16)	89%	(125)	141
2020 Vote: Didn't Vote	11%	(15)	89%	(127)	142
2018 House Vote: Democrat	22%	(38)	78%	(139)	177
2018 House Vote: Republican	9%	(11)	91%	(114)	125
2018 House Vote: Didnt Vote	13%	(28)	87%	(186)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA4_3NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	35%	(190)	65%	(344)	534
Frequent Grocery Shoppers	38%	(162)	62%	(267)	428
Gender: Male	34%	(73)	66%	(144)	217
Gender: Female	37%	(116)	63%	(201)	317
Age: 18-34	38%	(121)	62%	(194)	315
Age: 35-44	36%	(48)	64%	(85)	134
Age: 45-64	22%	(16)	78%	(54)	69
GenZers: 1997-2012	27%	(33)	73%	(88)	121
Millennials: 1981-1996	43%	(129)	57%	(169)	297
GenXers: 1965-1980	25%	(18)	75%	(55)	73
Ethnicity: White	34%	(103)	66%	(201)	303
Ethnicity: Hispanic	36%	(72)	64%	(130)	201
Ethnicity: Black	29%	(39)	71%	(95)	135
Ethnicity: Other	50%	(48)	50%	(49)	96
Community: Urban	34%	(68)	66%	(133)	201
Community: Suburban	37%	(64)	63%	(111)	175
Community: Rural	36%	(57)	64%	(100)	157
4-Region: Northeast	30%	(25)	70%	(57)	82
4-Region: Midwest	40%	(42)	60%	(62)	104
4-Region: South	37%	(87)	63%	(148)	236
4-Region: West	31%	(35)	69%	(77)	113
PID: Dem (no lean)	38%	(85)	62%	(140)	225
PID: Ind (no lean)	31%	(52)	69%	(116)	167
PID: Rep (no lean)	37%	(53)	63%	(89)	141
Ideo: Liberal (1-3)	41%	(71)	59%	(103)	174
Ideo: Moderate (4)	32%	(56)	68%	(119)	176
Ideo: Conservative (5-7)	37%	(42)	63%	(71)	113
Educ: < College	35%	(161)	65%	(292)	453
Income: Under 50k	37%	(139)	63%	(242)	381
Income: 50k-100k	35%	(43)	65%	(79)	122

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Table IDFA4_3NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	35%	(190)	65%	(344)	534
All Christian	30%	(53)	70%	(124)	177
Agnostic/Nothing in particular	35%	(58)	65%	(109)	166
Something Else	45%	(62)	55%	(77)	139
Evangelical	37%	(64)	63%	(107)	171
Non-Evangelical	36%	(48)	64%	(86)	134
Employ: Private Sector	38%	(67)	62%	(110)	178
Employ: Self-Employed	29%	(25)	71%	(63)	88
Employ: Homemaker	40%	(29)	60%	(44)	73
Employ: Unemployed	24%	(17)	76%	(52)	69
Military HH: Yes	28%	(26)	72%	(65)	90
Military HH: No	37%	(164)	63%	(280)	444
RD/WT: Right Direction	32%	(53)	68%	(113)	166
RD/WT: Wrong Track	37%	(137)	63%	(231)	368
Biden Job Approve	36%	(89)	64%	(155)	244
Biden Job Disapprove	37%	(95)	63%	(161)	255
Biden Job Strongly Approve	36%	(34)	64%	(61)	95
Biden Job Somewhat Approve	37%	(55)	63%	(94)	148
Biden Job Somewhat Disapprove	30%	(27)	70%	(63)	91
Biden Job Strongly Disapprove	41%	(67)	59%	(97)	165
Favorable of Biden	38%	(89)	62%	(147)	237
Unfavorable of Biden	34%	(84)	66%	(165)	249
Very Favorable of Biden	37%	(39)	63%	(66)	105
Somewhat Favorable of Biden	38%	(51)	62%	(81)	132
Somewhat Unfavorable of Biden	33%	(27)	67%	(55)	83
Very Unfavorable of Biden	34%	(57)	66%	(109)	166
#1 Issue: Economy	40%	(87)	60%	(129)	216
#1 Issue: Health Care	28%	(21)	72%	(54)	75
#1 Issue: Women's Issues	46%	(38)	54%	(44)	82

Table IDFA4_3NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	35%	(190)	65%	(344)	534
2022 House Vote: Democrat	34%	(67)	66%	(129)	196
2022 House Vote: Republican	38%	(50)	62%	(82)	132
2022 House Vote: Didnt Vote	37%	(71)	63%	(118)	188
2020 Vote: Joe Biden	38%	(80)	62%	(130)	210
2020 Vote: Donald Trump	38%	(53)	62%	(88)	141
2020 Vote: Didn't Vote	34%	(48)	66%	(94)	142
2018 House Vote: Democrat	38%	(66)	62%	(110)	177
2018 House Vote: Republican	33%	(41)	67%	(84)	125
2018 House Vote: Didnt Vote	37%	(80)	63%	(135)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA4_4NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	19%	(101)	81%	(433)	534
Frequent Grocery Shoppers	21%	(89)	79%	(339)	428
Gender: Male	20%	(44)	80%	(173)	217
Gender: Female	18%	(57)	82%	(260)	317
Age: 18-34	18%	(57)	82%	(258)	315
Age: 35-44	19%	(25)	81%	(108)	134
Age: 45-64	23%	(16)	77%	(53)	69
GenZers: 1997-2012	11%	(13)	89%	(108)	121
Millennials: 1981-1996	21%	(62)	79%	(235)	297
GenXers: 1965-1980	22%	(16)	78%	(57)	73
Ethnicity: White	17%	(53)	83%	(250)	303
Ethnicity: Hispanic	17%	(35)	83%	(167)	201
Ethnicity: Black	24%	(33)	76%	(102)	135
Ethnicity: Other	16%	(16)	84%	(81)	96
Community: Urban	18%	(37)	82%	(165)	201
Community: Suburban	16%	(29)	84%	(147)	175
Community: Rural	23%	(36)	77%	(121)	157
4-Region: Northeast	16%	(13)	84%	(69)	82
4-Region: Midwest	20%	(21)	80%	(83)	104
4-Region: South	20%	(48)	80%	(188)	236
4-Region: West	18%	(20)	82%	(92)	113
PID: Dem (no lean)	21%	(48)	79%	(177)	225
PID: Ind (no lean)	18%	(30)	82%	(138)	167
PID: Rep (no lean)	17%	(24)	83%	(117)	141
Ideo: Liberal (1-3)	14%	(25)	86%	(150)	174
Ideo: Moderate (4)	21%	(36)	79%	(139)	176
Ideo: Conservative (5-7)	25%	(29)	75%	(84)	113
Educ: < College	18%	(83)	82%	(371)	453
Income: Under 50k	20%	(75)	80%	(306)	381
Income: 50k-100k	19%	(23)	81%	(99)	122

Table IDFA4_4NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	19%	(101)	81%	(433)	534
All Christian	19%	(34)	81%	(144)	177
Agnostic/Nothing in particular	19%	(31)	81%	(135)	166
Something Else	20%	(27)	80%	(112)	139
Evangelical	23%	(39)	77%	(133)	171
Non-Evangelical	16%	(21)	84%	(113)	134
Employ: Private Sector	21%	(38)	79%	(140)	178
Employ: Self-Employed	23%	(21)	77%	(68)	88
Employ: Homemaker	17%	(12)	83%	(60)	73
Employ: Unemployed	14%	(10)	86%	(59)	69
Military HH: Yes	22%	(20)	78%	(71)	90
Military HH: No	18%	(82)	82%	(362)	444
RD/WT: Right Direction	24%	(40)	76%	(126)	166
RD/WT: Wrong Track	17%	(61)	83%	(306)	368
Biden Job Approve	18%	(44)	82%	(199)	244
Biden Job Disapprove	20%	(52)	80%	(204)	255
Biden Job Strongly Approve	20%	(19)	80%	(76)	95
Biden Job Somewhat Approve	17%	(25)	83%	(123)	148
Biden Job Somewhat Disapprove	22%	(20)	78%	(71)	91
Biden Job Strongly Disapprove	19%	(32)	81%	(133)	165
Favorable of Biden	20%	(48)	80%	(189)	237
Unfavorable of Biden	21%	(51)	79%	(197)	249
Very Favorable of Biden	22%	(23)	78%	(81)	105
Somewhat Favorable of Biden	19%	(25)	81%	(107)	132
Somewhat Unfavorable of Biden	11%	(9)	89%	(74)	83
Very Unfavorable of Biden	25%	(42)	75%	(124)	166
#1 Issue: Economy	18%	(39)	82%	(177)	216
#1 Issue: Health Care	28%	(21)	72%	(54)	75
#1 Issue: Women's Issues	17%	(14)	83%	(68)	82

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Table IDFA4_4NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	19%	(101)	81%	(433)	534
2022 House Vote: Democrat	21%	(42)	79%	(154)	196
2022 House Vote: Republican	23%	(30)	77%	(102)	132
2022 House Vote: Didnt Vote	13%	(24)	87%	(164)	188
2020 Vote: Joe Biden	20%	(42)	80%	(167)	210
2020 Vote: Donald Trump	20%	(28)	80%	(113)	141
2020 Vote: Didn't Vote	19%	(26)	81%	(116)	142
2018 House Vote: Democrat	23%	(40)	77%	(137)	177
2018 House Vote: Republican	23%	(29)	77%	(97)	125
2018 House Vote: Didnt Vote	14%	(30)	86%	(184)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA4_5NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	13%	(71)	87%	(463)	534
Frequent Grocery Shoppers	13%	(57)	87%	(371)	428
Gender: Male	16%	(36)	84%	(182)	217
Gender: Female	11%	(35)	89%	(282)	317
Age: 18-34	12%	(38)	88%	(277)	315
Age: 35-44	21%	(29)	79%	(105)	134
Age: 45-64	5%	(4)	95%	(66)	69
GenZers: 1997-2012	9%	(11)	91%	(110)	121
Millennials: 1981-1996	14%	(43)	86%	(254)	297
GenXers: 1965-1980	22%	(16)	78%	(57)	73
Ethnicity: White	11%	(35)	89%	(268)	303
Ethnicity: Hispanic	13%	(26)	87%	(175)	201
Ethnicity: Black	14%	(18)	86%	(116)	135
Ethnicity: Other	18%	(18)	82%	(79)	96
Community: Urban	15%	(31)	85%	(171)	201
Community: Suburban	10%	(18)	90%	(157)	175
Community: Rural	14%	(22)	86%	(135)	157
4-Region: Northeast	16%	(13)	84%	(69)	82
4-Region: Midwest	16%	(17)	84%	(87)	104
4-Region: South	13%	(30)	87%	(206)	236
4-Region: West	10%	(11)	90%	(102)	113
PID: Dem (no lean)	16%	(36)	84%	(190)	225
PID: Ind (no lean)	12%	(21)	88%	(147)	167
PID: Rep (no lean)	10%	(14)	90%	(127)	141
Ideo: Liberal (1-3)	11%	(19)	89%	(155)	174
Ideo: Moderate (4)	13%	(22)	87%	(153)	176
Ideo: Conservative (5-7)	14%	(16)	86%	(97)	113
Educ: < College	12%	(56)	88%	(398)	453
Income: Under 50k	12%	(47)	88%	(334)	381
Income: 50k-100k	15%	(19)	85%	(103)	122

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Table IDFA4_5NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	13%	(71)	87%	(463)	534
All Christian	19%	(33)	81%	(144)	177
Agnostic/Nothing in particular	14%	(24)	86%	(143)	166
Something Else	6%	(9)	94%	(131)	139
Evangelical	11%	(19)	89%	(152)	171
Non-Evangelical	14%	(19)	86%	(116)	134
Employ: Private Sector	15%	(26)	85%	(152)	178
Employ: Self-Employed	12%	(11)	88%	(77)	88
Employ: Homemaker	17%	(13)	83%	(60)	73
Employ: Unemployed	13%	(9)	87%	(60)	69
Military HH: Yes	14%	(13)	86%	(78)	90
Military HH: No	13%	(58)	87%	(385)	444
RD/WT: Right Direction	14%	(23)	86%	(144)	166
RD/WT: Wrong Track	13%	(48)	87%	(320)	368
Biden Job Approve	13%	(32)	87%	(212)	244
Biden Job Disapprove	12%	(32)	88%	(224)	255
Biden Job Strongly Approve	14%	(14)	86%	(82)	95
Biden Job Somewhat Approve	12%	(18)	88%	(130)	148
Biden Job Somewhat Disapprove	19%	(17)	81%	(74)	91
Biden Job Strongly Disapprove	9%	(15)	91%	(150)	165
Favorable of Biden	13%	(32)	87%	(205)	237
Unfavorable of Biden	12%	(31)	88%	(218)	249
Very Favorable of Biden	10%	(10)	90%	(94)	105
Somewhat Favorable of Biden	16%	(21)	84%	(111)	132
Somewhat Unfavorable of Biden	13%	(11)	87%	(72)	83
Very Unfavorable of Biden	12%	(20)	88%	(146)	166
#1 Issue: Economy	15%	(33)	85%	(183)	216
#1 Issue: Health Care	16%	(12)	84%	(63)	75
#1 Issue: Women's Issues	10%	(8)	90%	(74)	82

Table IDFA4_5NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	13%	(71)	87%	(463)	534
2022 House Vote: Democrat	19%	(38)	81%	(158)	196
2022 House Vote: Republican	11%	(14)	89%	(118)	132
2022 House Vote: Didnt Vote	9%	(18)	91%	(171)	188
2020 Vote: Joe Biden	19%	(39)	81%	(171)	210
2020 Vote: Donald Trump	11%	(16)	89%	(125)	141
2020 Vote: Didn't Vote	10%	(14)	90%	(128)	142
2018 House Vote: Democrat	18%	(33)	82%	(144)	177
2018 House Vote: Republican	13%	(16)	87%	(109)	125
2018 House Vote: Didnt Vote	10%	(21)	90%	(194)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA4_6NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	17%	(91)	83%	(443)	534
Frequent Grocery Shoppers	17%	(72)	83%	(356)	428
Gender: Male	18%	(39)	82%	(178)	217
Gender: Female	16%	(51)	84%	(266)	317
Age: 18-34	20%	(62)	80%	(253)	315
Age: 35-44	14%	(19)	86%	(115)	134
Age: 45-64	14%	(9)	86%	(60)	69
GenZers: 1997-2012	21%	(25)	79%	(95)	121
Millennials: 1981-1996	17%	(52)	83%	(245)	297
GenXers: 1965-1980	10%	(8)	90%	(66)	73
Ethnicity: White	12%	(37)	88%	(266)	303
Ethnicity: Hispanic	14%	(28)	86%	(174)	201
Ethnicity: Black	23%	(31)	77%	(103)	135
Ethnicity: Other	23%	(22)	77%	(74)	96
Community: Urban	14%	(29)	86%	(173)	201
Community: Suburban	18%	(31)	82%	(145)	175
Community: Rural	20%	(31)	80%	(126)	157
4-Region: Northeast	18%	(15)	82%	(67)	82
4-Region: Midwest	23%	(24)	77%	(79)	104
4-Region: South	17%	(41)	83%	(195)	236
4-Region: West	9%	(10)	91%	(102)	113
PID: Dem (no lean)	18%	(42)	82%	(184)	225
PID: Ind (no lean)	11%	(19)	89%	(149)	167
PID: Rep (no lean)	22%	(31)	78%	(111)	141
Ideo: Liberal (1-3)	17%	(30)	83%	(145)	174
Ideo: Moderate (4)	17%	(31)	83%	(145)	176
Ideo: Conservative (5-7)	17%	(19)	83%	(93)	113
Educ: < College	16%	(73)	84%	(380)	453
Income: Under 50k	16%	(62)	84%	(319)	381
Income: 50k-100k	16%	(20)	84%	(102)	122

Table IDFA4_6NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	17%	(91)	83%	(443)	534
All Christian	21%	(37)	79%	(141)	177
Agnostic/Nothing in particular	15%	(25)	85%	(142)	166
Something Else	16%	(22)	84%	(117)	139
Evangelical	24%	(42)	76%	(130)	171
Non-Evangelical	13%	(17)	87%	(117)	134
Employ: Private Sector	21%	(37)	79%	(141)	178
Employ: Self-Employed	17%	(15)	83%	(74)	88
Employ: Homemaker	12%	(9)	88%	(64)	73
Employ: Unemployed	24%	(17)	76%	(52)	69
Military HH: Yes	18%	(16)	82%	(74)	90
Military HH: No	17%	(74)	83%	(369)	444
RD/WT: Right Direction	25%	(42)	75%	(124)	166
RD/WT: Wrong Track	13%	(48)	87%	(319)	368
Biden Job Approve	23%	(57)	77%	(187)	244
Biden Job Disapprove	13%	(32)	87%	(223)	255
Biden Job Strongly Approve	30%	(29)	70%	(67)	95
Biden Job Somewhat Approve	19%	(28)	81%	(120)	148
Biden Job Somewhat Disapprove	12%	(10)	88%	(80)	91
Biden Job Strongly Disapprove	13%	(22)	87%	(143)	165
Favorable of Biden	22%	(51)	78%	(185)	237
Unfavorable of Biden	15%	(38)	85%	(211)	249
Very Favorable of Biden	26%	(28)	74%	(77)	105
Somewhat Favorable of Biden	18%	(24)	82%	(108)	132
Somewhat Unfavorable of Biden	22%	(18)	78%	(64)	83
Very Unfavorable of Biden	12%	(20)	88%	(146)	166
#1 Issue: Economy	16%	(36)	84%	(180)	216
#1 Issue: Health Care	17%	(13)	83%	(62)	75
#1 Issue: Women's Issues	19%	(15)	81%	(67)	82

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Table IDFA4_6NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	17%	(91)	83%	(443)	534
2022 House Vote: Democrat	21%	(41)	79%	(154)	196
2022 House Vote: Republican	18%	(24)	82%	(109)	132
2022 House Vote: Didnt Vote	13%	(24)	87%	(165)	188
2020 Vote: Joe Biden	20%	(42)	80%	(167)	210
2020 Vote: Donald Trump	18%	(25)	82%	(116)	141
2020 Vote: Didn't Vote	15%	(21)	85%	(121)	142
2018 House Vote: Democrat	18%	(32)	82%	(145)	177
2018 House Vote: Republican	18%	(23)	82%	(103)	125
2018 House Vote: Didnt Vote	16%	(34)	84%	(180)	215

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Table IDFA4_7NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	14%	(75)	86%	(459)	534
Frequent Grocery Shoppers	13%	(55)	87%	(373)	428
Gender: Male	11%	(23)	89%	(194)	217
Gender: Female	16%	(52)	84%	(265)	317
Age: 18-34	12%	(37)	88%	(278)	315
Age: 35-44	13%	(18)	87%	(116)	134
Age: 45-64	23%	(16)	77%	(53)	69
GenZers: 1997-2012	12%	(15)	88%	(106)	121
Millennials: 1981-1996	13%	(39)	87%	(258)	297
GenXers: 1965-1980	15%	(11)	85%	(62)	73
Ethnicity: White	16%	(47)	84%	(256)	303
Ethnicity: Hispanic	11%	(23)	89%	(178)	201
Ethnicity: Black	10%	(14)	90%	(121)	135
Ethnicity: Other	15%	(14)	85%	(82)	96
Community: Urban	11%	(22)	89%	(180)	201
Community: Suburban	17%	(30)	83%	(145)	175
Community: Rural	15%	(23)	85%	(134)	157
4-Region: Northeast	8%	(7)	92%	(75)	82
4-Region: Midwest	16%	(17)	84%	(87)	104
4-Region: South	15%	(35)	85%	(201)	236
4-Region: West	15%	(17)	85%	(96)	113
PID: Dem (no lean)	9%	(20)	91%	(205)	225
PID: Ind (no lean)	21%	(36)	79%	(132)	167
PID: Rep (no lean)	14%	(19)	86%	(122)	141
Ideo: Liberal (1-3)	12%	(21)	88%	(153)	174
Ideo: Moderate (4)	14%	(25)	86%	(151)	176
Ideo: Conservative (5-7)	13%	(14)	87%	(99)	113
Educ: < College	14%	(63)	86%	(390)	453
Income: Under 50k	16%	(61)	84%	(320)	381
Income: 50k-100k	8%	(10)	92%	(112)	122

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Table IDFA4_7NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	14%	(75)	86%	(459)	534
All Christian	11%	(19)	89%	(158)	177
Agnostic/Nothing in particular	15%	(24)	85%	(142)	166
Something Else	19%	(26)	81%	(113)	139
Evangelical	14%	(23)	86%	(148)	171
Non-Evangelical	16%	(21)	84%	(113)	134
Employ: Private Sector	11%	(19)	89%	(158)	178
Employ: Self-Employed	15%	(13)	85%	(75)	88
Employ: Homemaker	16%	(12)	84%	(61)	73
Employ: Unemployed	26%	(18)	74%	(51)	69
Military HH: Yes	13%	(12)	87%	(79)	90
Military HH: No	14%	(63)	86%	(380)	444
RD/WT: Right Direction	7%	(12)	93%	(155)	166
RD/WT: Wrong Track	17%	(63)	83%	(305)	368
Biden Job Approve	9%	(21)	91%	(223)	244
Biden Job Disapprove	16%	(42)	84%	(214)	255
Biden Job Strongly Approve	5%	(4)	95%	(91)	95
Biden Job Somewhat Approve	11%	(17)	89%	(132)	148
Biden Job Somewhat Disapprove	16%	(14)	84%	(76)	91
Biden Job Strongly Disapprove	17%	(27)	83%	(137)	165
Favorable of Biden	10%	(23)	90%	(214)	237
Unfavorable of Biden	16%	(39)	84%	(210)	249
Very Favorable of Biden	9%	(9)	91%	(95)	105
Somewhat Favorable of Biden	10%	(13)	90%	(119)	132
Somewhat Unfavorable of Biden	13%	(11)	87%	(72)	83
Very Unfavorable of Biden	17%	(28)	83%	(138)	166
#1 Issue: Economy	15%	(31)	85%	(185)	216
#1 Issue: Health Care	7%	(5)	93%	(70)	75
#1 Issue: Women's Issues	15%	(12)	85%	(70)	82

Table IDFA4_7NET: *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

Demographic	Selected		Not Selected		Total N
WIC beneficiaries	14%	(75)	86%	(459)	534
2022 House Vote: Democrat	11%	(22)	89%	(173)	196
2022 House Vote: Republican	10%	(14)	90%	(119)	132
2022 House Vote: Didnt Vote	19%	(36)	81%	(153)	188
2020 Vote: Joe Biden	10%	(21)	90%	(188)	210
2020 Vote: Donald Trump	12%	(17)	88%	(123)	141
2020 Vote: Didn't Vote	17%	(24)	83%	(118)	142
2018 House Vote: Democrat	8%	(14)	92%	(163)	177
2018 House Vote: Republican	14%	(17)	86%	(108)	125
2018 House Vote: Didnt Vote	17%	(36)	83%	(179)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, will you re-enroll in WIC?*

Demographic	No, I will not re-enroll in WIC		Yes, I will re-enroll in WIC		I am not sure if I will re-enroll in WIC		Total N
WIC beneficiaries	20%	(108)	46%	(246)	34%	(180)	534
Frequent Grocery Shoppers	20%	(86)	48%	(204)	32%	(139)	428
Gender: Male	18%	(38)	52%	(113)	30%	(65)	217
Gender: Female	22%	(69)	42%	(133)	36%	(115)	317
Age: 18-34	16%	(50)	47%	(149)	37%	(116)	315
Age: 35-44	25%	(34)	45%	(60)	30%	(40)	134
Age: 45-64	28%	(19)	42%	(29)	30%	(21)	69
GenZers: 1997-2012	17%	(21)	35%	(43)	48%	(57)	121
Millennials: 1981-1996	19%	(56)	51%	(151)	30%	(90)	297
GenXers: 1965-1980	30%	(22)	44%	(32)	27%	(20)	73
Ethnicity: White	23%	(70)	44%	(133)	33%	(100)	303
Ethnicity: Hispanic	17%	(34)	44%	(88)	39%	(79)	201
Ethnicity: Black	16%	(22)	52%	(70)	32%	(43)	135
Ethnicity: Other	16%	(16)	46%	(44)	38%	(37)	96
Community: Urban	16%	(31)	52%	(105)	32%	(65)	201
Community: Suburban	24%	(43)	43%	(76)	32%	(57)	175
Community: Rural	22%	(34)	41%	(65)	37%	(58)	157
4-Region: Northeast	16%	(13)	55%	(45)	29%	(24)	82
4-Region: Midwest	22%	(23)	40%	(41)	38%	(39)	104
4-Region: South	22%	(53)	48%	(114)	29%	(69)	236
4-Region: West	17%	(20)	41%	(46)	42%	(47)	113
PID: Dem (no lean)	13%	(28)	54%	(121)	34%	(76)	225
PID: Ind (no lean)	20%	(34)	42%	(71)	37%	(63)	167
PID: Rep (no lean)	32%	(46)	39%	(54)	29%	(41)	141
Ideo: Liberal (1-3)	15%	(26)	59%	(103)	26%	(46)	174
Ideo: Moderate (4)	21%	(37)	41%	(72)	37%	(66)	176
Ideo: Conservative (5-7)	26%	(30)	48%	(54)	26%	(29)	113
Educ: < College	20%	(93)	46%	(208)	34%	(153)	453
Income: Under 50k	21%	(80)	46%	(174)	33%	(127)	381
Income: 50k-100k	19%	(23)	44%	(54)	37%	(45)	122

Table IDFA5: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, will you re-enroll in WIC?*

Demographic	No, I will not re-enroll in WIC		Yes, I will re-enroll in WIC		I am not sure if I will re-enroll in WIC		Total N
WIC beneficiaries	20%	(108)	46%	(246)	34%	(180)	534
All Christian	20%	(36)	52%	(93)	28%	(49)	177
Agnostic/Nothing in particular	16%	(27)	38%	(63)	46%	(76)	166
Something Else	27%	(37)	46%	(64)	28%	(39)	139
Evangelical	19%	(32)	49%	(84)	33%	(56)	171
Non-Evangelical	27%	(37)	51%	(68)	22%	(30)	134
Employ: Private Sector	17%	(30)	53%	(94)	30%	(53)	178
Employ: Self-Employed	24%	(21)	39%	(35)	37%	(32)	88
Employ: Homemaker	11%	(8)	51%	(37)	38%	(28)	73
Employ: Unemployed	24%	(16)	37%	(25)	39%	(27)	69
Military HH: Yes	15%	(14)	47%	(42)	38%	(34)	90
Military HH: No	21%	(94)	46%	(204)	33%	(146)	444
RD/WT: Right Direction	17%	(29)	56%	(93)	27%	(45)	166
RD/WT: Wrong Track	21%	(79)	42%	(154)	37%	(135)	368
Biden Job Approve	16%	(38)	54%	(132)	30%	(73)	244
Biden Job Disapprove	24%	(62)	41%	(104)	35%	(90)	255
Biden Job Strongly Approve	16%	(15)	57%	(54)	27%	(26)	95
Biden Job Somewhat Approve	16%	(23)	53%	(78)	32%	(47)	148
Biden Job Somewhat Disapprove	19%	(17)	43%	(39)	39%	(35)	91
Biden Job Strongly Disapprove	27%	(45)	39%	(65)	33%	(55)	165
Favorable of Biden	12%	(29)	53%	(126)	35%	(82)	237
Unfavorable of Biden	27%	(66)	41%	(102)	32%	(80)	249
Very Favorable of Biden	18%	(18)	58%	(61)	24%	(25)	105
Somewhat Favorable of Biden	8%	(10)	50%	(65)	43%	(56)	132
Somewhat Unfavorable of Biden	21%	(17)	45%	(38)	34%	(28)	83
Very Unfavorable of Biden	29%	(49)	39%	(64)	32%	(53)	166
#1 Issue: Economy	20%	(43)	48%	(105)	32%	(68)	216
#1 Issue: Health Care	9%	(7)	46%	(34)	45%	(34)	75
#1 Issue: Women's Issues	18%	(15)	39%	(32)	43%	(36)	82
2022 House Vote: Democrat	13%	(26)	54%	(106)	33%	(64)	196
2022 House Vote: Republican	26%	(34)	45%	(59)	29%	(39)	132
2022 House Vote: Didnt Vote	23%	(44)	40%	(75)	37%	(69)	188

Table IDFA5: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, will you re-enroll in WIC?*

Demographic	No, I will not re-enroll in WIC		Yes, I will re-enroll in WIC		I am not sure if I will re-enroll in WIC		Total N
WIC beneficiaries	20%	(108)	46%	(246)	34%	(180)	534
2020 Vote: Joe Biden	9%	(19)	56%	(117)	35%	(73)	210
2020 Vote: Donald Trump	27%	(37)	46%	(65)	27%	(38)	141
2020 Vote: Didn't Vote	28%	(39)	34%	(49)	38%	(54)	142
2018 House Vote: Democrat	12%	(22)	59%	(104)	29%	(51)	177
2018 House Vote: Republican	27%	(33)	49%	(61)	25%	(31)	125
2018 House Vote: Didnt Vote	21%	(44)	37%	(79)	43%	(91)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFAdem1: *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?*

Demographic	Yes, I and/or someone in my immediate family participates in the federal nutrition program WIC		Total N
WIC beneficiaries	100%	(534)	534
Frequent Grocery Shoppers	100%	(428)	428
Gender: Male	100%	(217)	217
Gender: Female	100%	(317)	317
Age: 18-34	100%	(315)	315
Age: 35-44	100%	(134)	134
Age: 45-64	100%	(69)	69
GenZers: 1997-2012	100%	(121)	121
Millennials: 1981-1996	100%	(297)	297
GenXers: 1965-1980	100%	(73)	73
Ethnicity: White	100%	(303)	303
Ethnicity: Hispanic	100%	(201)	201
Ethnicity: Black	100%	(135)	135
Ethnicity: Other	100%	(96)	96
Community: Urban	100%	(201)	201
Community: Suburban	100%	(175)	175
Community: Rural	100%	(157)	157
4-Region: Northeast	100%	(82)	82
4-Region: Midwest	100%	(104)	104
4-Region: South	100%	(236)	236
4-Region: West	100%	(113)	113
PID: Dem (no lean)	100%	(225)	225
PID: Ind (no lean)	100%	(167)	167
PID: Rep (no lean)	100%	(141)	141
Ideo: Liberal (1-3)	100%	(174)	174
Ideo: Moderate (4)	100%	(176)	176
Ideo: Conservative (5-7)	100%	(113)	113
Educ: < College	100%	(453)	453
Income: Under 50k	100%	(381)	381
Income: 50k-100k	100%	(122)	122

Table IDFAdem1: *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?*

Demographic	Yes, I and/or someone in my immediate family participates in the federal nutrition program WIC		Total N
WIC beneficiaries	100%	(534)	534
All Christian	100%	(177)	177
Agnostic/Nothing in particular	100%	(166)	166
Something Else	100%	(139)	139
Evangelical	100%	(171)	171
Non-Evangelical	100%	(134)	134
Employ: Private Sector	100%	(178)	178
Employ: Self-Employed	100%	(88)	88
Employ: Homemaker	100%	(73)	73
Employ: Unemployed	100%	(69)	69
Military HH: Yes	100%	(90)	90
Military HH: No	100%	(444)	444
RD/WT: Right Direction	100%	(166)	166
RD/WT: Wrong Track	100%	(368)	368
Biden Job Approve	100%	(244)	244
Biden Job Disapprove	100%	(255)	255
Biden Job Strongly Approve	100%	(95)	95
Biden Job Somewhat Approve	100%	(148)	148
Biden Job Somewhat Disapprove	100%	(91)	91
Biden Job Strongly Disapprove	100%	(165)	165
Favorable of Biden	100%	(237)	237
Unfavorable of Biden	100%	(249)	249
Very Favorable of Biden	100%	(105)	105
Somewhat Favorable of Biden	100%	(132)	132
Somewhat Unfavorable of Biden	100%	(83)	83
Very Unfavorable of Biden	100%	(166)	166
#1 Issue: Economy	100%	(216)	216
#1 Issue: Health Care	100%	(75)	75
#1 Issue: Women's Issues	100%	(82)	82

Table IDFAdem1: *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?*

Demographic	Yes, I and/or someone in my immediate family participates in the federal nutrition program WIC		Total N
WIC beneficiaries	100%	(534)	534
2022 House Vote: Democrat	100%	(196)	196
2022 House Vote: Republican	100%	(132)	132
2022 House Vote: Didnt Vote	100%	(188)	188
2020 Vote: Joe Biden	100%	(210)	210
2020 Vote: Donald Trump	100%	(141)	141
2020 Vote: Didn't Vote	100%	(142)	142
2018 House Vote: Democrat	100%	(177)	177
2018 House Vote: Republican	100%	(125)	125
2018 House Vote: Didnt Vote	100%	(215)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFAdem2: *Within your household, how much of the grocery shopping do you personally do?*

Demographic	Almost all of the grocery shopping		Most of the grocery shopping		About half of the grocery shopping		Not too much of the grocery shopping		None of the grocery shopping		Total N
WIC beneficiaries	57%	(307)	23%	(122)	14%	(76)	4%	(22)	2%	(8)	534
Frequent Grocery Shoppers	72%	(307)	28%	(122)	—	(0)	—	(0)	—	(0)	428
Gender: Male	55%	(119)	25%	(55)	15%	(32)	4%	(8)	1%	(3)	217
Gender: Female	59%	(187)	21%	(67)	14%	(44)	4%	(14)	2%	(6)	317
Age: 18-34	55%	(174)	24%	(76)	14%	(45)	4%	(13)	2%	(8)	315
Age: 35-44	60%	(80)	23%	(31)	13%	(18)	3%	(4)	—	(0)	134
Age: 45-64	62%	(43)	19%	(13)	13%	(9)	5%	(4)	1%	(1)	69
GenZers: 1997-2012	41%	(50)	26%	(32)	18%	(22)	9%	(11)	5%	(6)	121
Millennials: 1981-1996	63%	(186)	22%	(65)	13%	(40)	2%	(5)	—	(1)	297
GenXers: 1965-1980	62%	(46)	23%	(17)	11%	(8)	4%	(3)	1%	(0)	73
Ethnicity: White	57%	(171)	24%	(72)	14%	(42)	5%	(16)	1%	(3)	303
Ethnicity: Hispanic	50%	(100)	31%	(63)	12%	(25)	5%	(10)	2%	(3)	201
Ethnicity: Black	58%	(77)	20%	(27)	17%	(23)	2%	(2)	3%	(5)	135
Ethnicity: Other	60%	(58)	24%	(23)	11%	(11)	4%	(3)	1%	(1)	96
Community: Urban	61%	(123)	26%	(52)	11%	(22)	2%	(4)	1%	(1)	201
Community: Suburban	54%	(95)	23%	(40)	16%	(28)	6%	(10)	2%	(3)	175
Community: Rural	57%	(90)	19%	(30)	16%	(26)	5%	(8)	3%	(4)	157
4-Region: Northeast	62%	(50)	22%	(18)	13%	(11)	3%	(2)	—	(0)	82
4-Region: Midwest	57%	(59)	22%	(22)	16%	(17)	4%	(4)	1%	(1)	104
4-Region: South	56%	(133)	22%	(52)	14%	(34)	5%	(11)	3%	(7)	236
4-Region: West	57%	(65)	26%	(29)	13%	(14)	4%	(4)	1%	(1)	113
PID: Dem (no lean)	58%	(132)	24%	(55)	13%	(30)	4%	(8)	—	(1)	225
PID: Ind (no lean)	56%	(94)	21%	(35)	14%	(23)	6%	(10)	3%	(6)	167
PID: Rep (no lean)	57%	(81)	23%	(32)	16%	(23)	2%	(3)	1%	(2)	141
Ideo: Liberal (1-3)	60%	(104)	21%	(37)	13%	(22)	6%	(10)	1%	(1)	174
Ideo: Moderate (4)	64%	(112)	23%	(40)	10%	(17)	4%	(7)	—	(0)	176
Ideo: Conservative (5-7)	58%	(65)	19%	(21)	19%	(22)	2%	(2)	2%	(2)	113
Educ: < College	56%	(254)	23%	(106)	15%	(66)	4%	(18)	2%	(8)	453
Income: Under 50k	57%	(218)	23%	(87)	15%	(56)	3%	(12)	2%	(7)	381
Income: 50k-100k	60%	(73)	23%	(28)	12%	(15)	5%	(6)	—	(0)	122

Table IDFAdem2: *Within your household, how much of the grocery shopping do you personally do?*

Demographic	Almost all of the grocery shopping		Most of the grocery shopping		About half of the grocery shopping		Not too much of the grocery shopping		None of the grocery shopping		Total N
WIC beneficiaries	57%	(307)	23%	(122)	14%	(76)	4%	(22)	2%	(8)	534
All Christian	63%	(112)	22%	(39)	12%	(22)	3%	(5)	—	(0)	177
Agnostic/Nothing in particular	48%	(80)	30%	(49)	15%	(25)	4%	(7)	3%	(4)	166
Something Else	60%	(83)	16%	(23)	16%	(22)	5%	(7)	3%	(4)	139
Evangelical	63%	(108)	18%	(31)	15%	(26)	4%	(6)	—	(0)	171
Non-Evangelical	61%	(82)	22%	(29)	10%	(14)	4%	(6)	3%	(4)	134
Employ: Private Sector	65%	(116)	23%	(41)	9%	(16)	3%	(6)	—	(0)	178
Employ: Self-Employed	69%	(61)	15%	(14)	10%	(9)	5%	(5)	—	(0)	88
Employ: Homemaker	45%	(32)	37%	(27)	16%	(12)	3%	(2)	—	(0)	73
Employ: Unemployed	52%	(36)	15%	(10)	20%	(14)	3%	(2)	10%	(7)	69
Military HH: Yes	44%	(40)	27%	(25)	19%	(18)	5%	(4)	5%	(5)	90
Military HH: No	60%	(267)	22%	(97)	13%	(58)	4%	(17)	1%	(4)	444
RD/WT: Right Direction	57%	(95)	24%	(41)	16%	(26)	2%	(3)	—	(1)	166
RD/WT: Wrong Track	58%	(212)	22%	(81)	13%	(49)	5%	(18)	2%	(8)	368
Biden Job Approve	57%	(140)	25%	(61)	12%	(30)	4%	(9)	2%	(4)	244
Biden Job Disapprove	58%	(149)	20%	(50)	16%	(42)	4%	(10)	2%	(4)	255
Biden Job Strongly Approve	61%	(58)	18%	(17)	16%	(16)	2%	(2)	4%	(3)	95
Biden Job Somewhat Approve	55%	(82)	30%	(44)	10%	(14)	5%	(7)	1%	(1)	148
Biden Job Somewhat Disapprove	53%	(48)	22%	(20)	19%	(18)	4%	(4)	1%	(1)	91
Biden Job Strongly Disapprove	61%	(101)	18%	(30)	15%	(24)	4%	(7)	2%	(3)	165
Favorable of Biden	58%	(137)	24%	(57)	12%	(28)	5%	(11)	2%	(4)	237
Unfavorable of Biden	58%	(144)	21%	(51)	17%	(42)	4%	(9)	1%	(3)	249
Very Favorable of Biden	66%	(69)	16%	(17)	15%	(16)	2%	(2)	—	(0)	105
Somewhat Favorable of Biden	51%	(67)	30%	(40)	9%	(12)	6%	(8)	3%	(4)	132
Somewhat Unfavorable of Biden	46%	(38)	27%	(23)	23%	(19)	3%	(3)	—	(0)	83
Very Unfavorable of Biden	64%	(106)	17%	(28)	13%	(22)	4%	(7)	2%	(3)	166
#1 Issue: Economy	64%	(138)	22%	(47)	12%	(27)	2%	(4)	—	(0)	216
#1 Issue: Health Care	51%	(38)	32%	(24)	16%	(12)	1%	(1)	—	(0)	75
#1 Issue: Women's Issues	55%	(46)	16%	(13)	15%	(12)	8%	(6)	6%	(5)	82

Table IDFAdem2: *Within your household, how much of the grocery shopping do you personally do?*

Demographic	Almost all of the grocery shopping		Most of the grocery shopping		About half of the grocery shopping		Not too much of the grocery shopping		None of the grocery shopping		Total N
WIC beneficiaries	57%	(307)	23%	(122)	14%	(76)	4%	(22)	2%	(8)	534
2022 House Vote: Democrat	64%	(124)	24%	(47)	9%	(18)	3%	(5)	—	(1)	196
2022 House Vote: Republican	61%	(80)	24%	(31)	13%	(18)	2%	(3)	—	(0)	132
2022 House Vote: Didnt Vote	48%	(91)	23%	(43)	18%	(34)	7%	(14)	4%	(7)	188
2020 Vote: Joe Biden	63%	(131)	22%	(47)	11%	(22)	5%	(10)	—	(0)	210
2020 Vote: Donald Trump	61%	(85)	22%	(31)	15%	(21)	1%	(2)	1%	(1)	141
2020 Vote: Didn't Vote	47%	(66)	23%	(33)	19%	(27)	7%	(10)	4%	(6)	142
2018 House Vote: Democrat	63%	(112)	25%	(45)	9%	(16)	2%	(3)	—	(0)	177
2018 House Vote: Republican	58%	(72)	26%	(32)	13%	(17)	3%	(3)	1%	(1)	125
2018 House Vote: Didnt Vote	53%	(113)	19%	(41)	18%	(38)	7%	(15)	3%	(7)	215

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

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	

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	

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	

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.