

USDA'S PROPOSED REDUCTION OF WIC BENEFITS

International Dairy Foods Association

DECEMBER 2022

KEY FINDINGS

1. WIC beneficiaries **rely on the WIC program** to purchase milk and dairy products. Four-in-five WIC beneficiaries purchase dairy foods (78%) through the WIC program.
 - One-third of WIC beneficiaries prefer *whole milk* (34%) the most while one-quarter prefer *2% milk* (28%) the most.
2. USDA's recent proposal to reduce the WIC benefit used to purchase milk and dairy products **concerns WIC beneficiaries**.
 - Three-in-four WIC beneficiaries (76%) are **very concerned** or **somewhat concerned** with the proposed reduction in benefits.
3. The proposed reduction to the WIC benefit used to purchase milk and dairy products by USDA will be a **burden on WIC beneficiaries**.
 - One-third of WIC beneficiaries (35%) say they will **need to use non-WIC funds** to purchase milk and dairy products and one-quarter (26%) express the reduction will make their **shopping for milk and dairy products harder**.
4. A significant portion of WIC beneficiaries will choose to **opt-out of the program** if USDA decides to reduce the WIC benefit used to purchase milk and dairy products.
 - One-fifth of WIC beneficiaries (20%) say they **will not re-enroll in WIC** and one-third (34%) say they are **unsure if they will re-enroll in WIC** if USDA reduces the benefit used to purchase milk and dairy products.



METHODOLOGY

This poll was conducted between December 14-December 16, 2022 among a sample of 534 WIC beneficiaries. The interviews were conducted online and the data were weighted to approximate a target sample of WIC beneficiaries based on gender, age, educational attainment, race, ethnicity, and gender by age. Results from the full survey have a margin of error of plus or minus 4 percentage points.

CONTENTS

WIC PURCHASES

PROPOSED WIC BENEFIT REDUCTION

RE-ENROLLING IN WIC PROGRAM



WIC PURCHASES

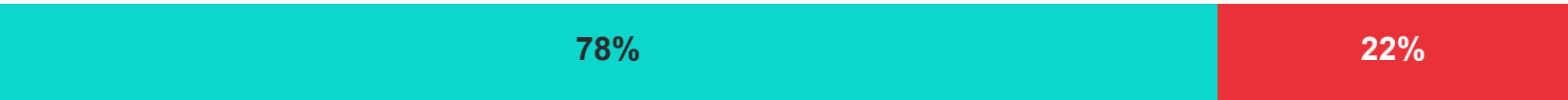
Four-in-five WIC beneficiaries purchase *dairy products* (78%) through the WIC program.

Which of the following foods do you or your family purchase through the WIC program? Please select all that apply.

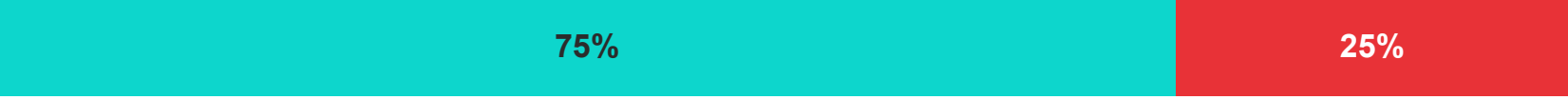
Selected Not Selected

Dairy is the most purchased item among WIC beneficiaries who completed the survey.

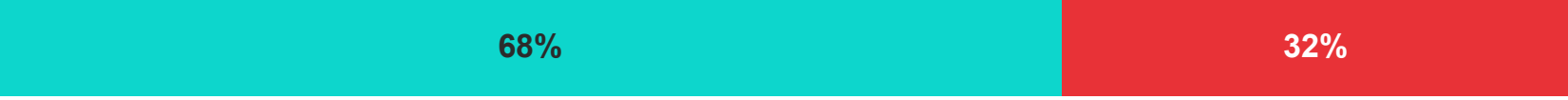
Dairy (milk, cheese, yogurt)



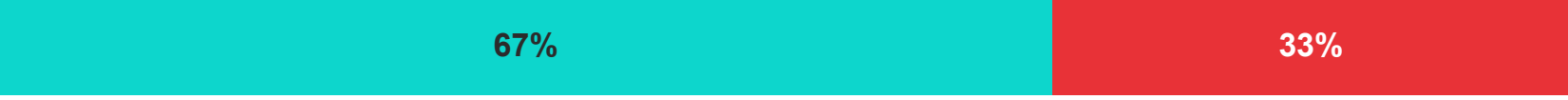
Fruits (apple, orange, berries, melon)



Vegetables (broccoli, corn, carrots, greens)



Grains (bread, pasta, rice, breakfast cereal)



Protein (red meat, eggs, beans, fish, chicken, pork)



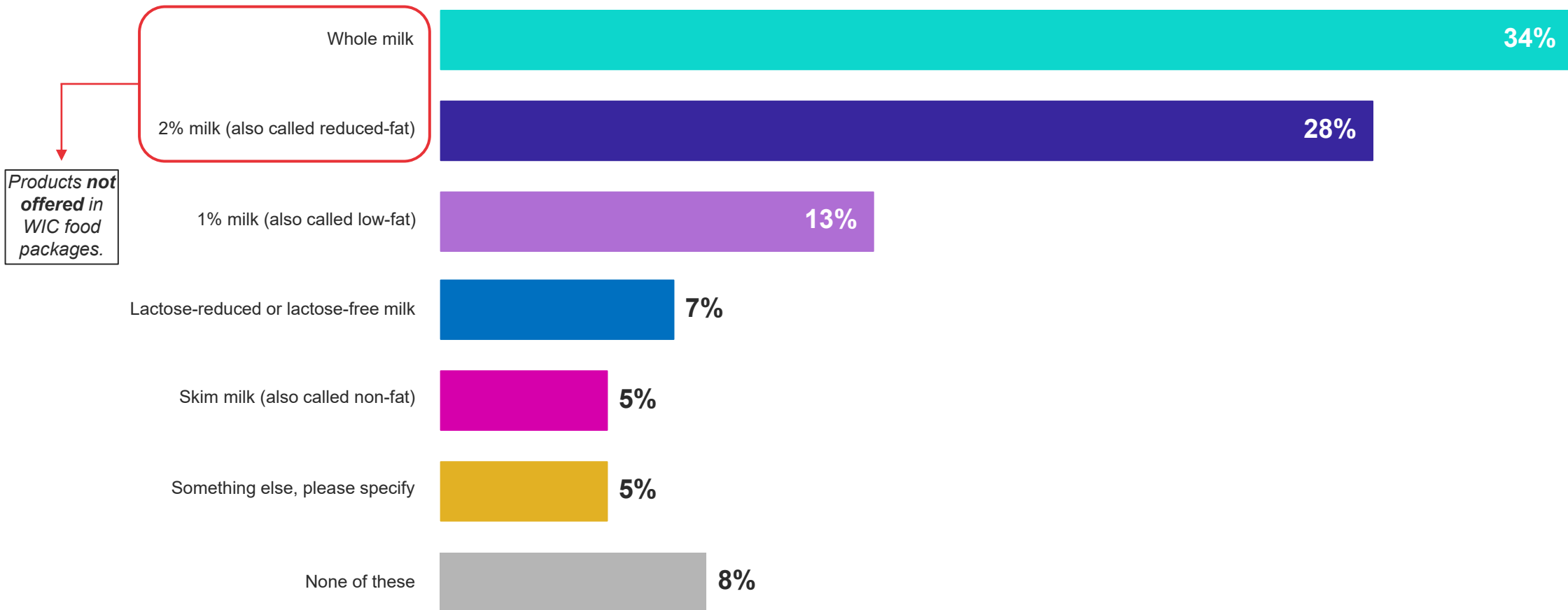
None of these



WIC PURCHASES

One-third of WIC beneficiaries prefer *whole milk* (34%) the most and one-quarter prefer *2% milk* (28%) the most.

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



CONTENTS

WIC PURCHASES

PROPOSED WIC BENEFIT REDUCTION

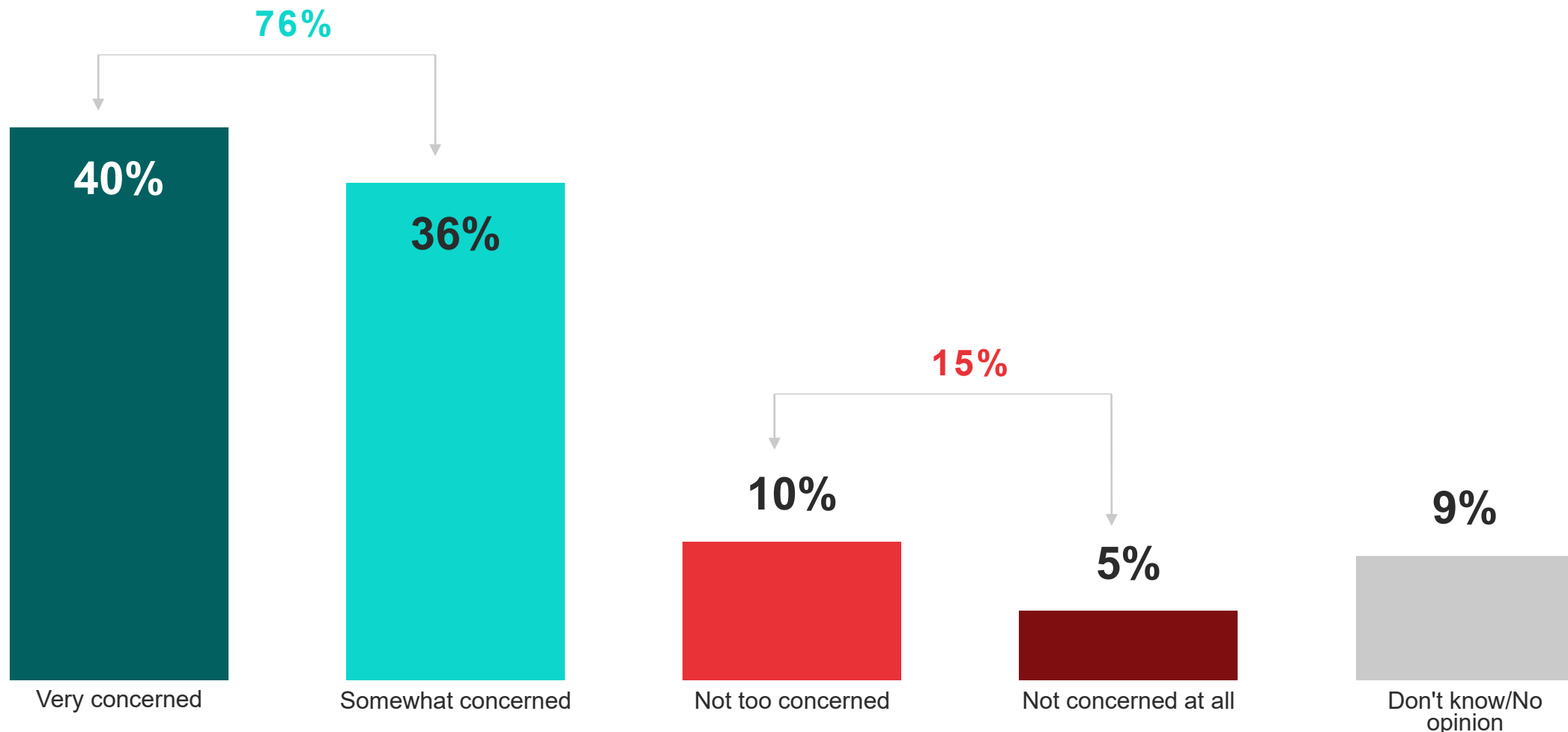
RE-ENROLLING IN WIC PROGRAM



PROPOSED WIC REDUCTION

Three-in-four WIC beneficiaries (76%) are *very concerned* or *somewhat concerned* with USDA's recent proposal to reduce the WIC benefit used to purchase milk and dairy products.

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?

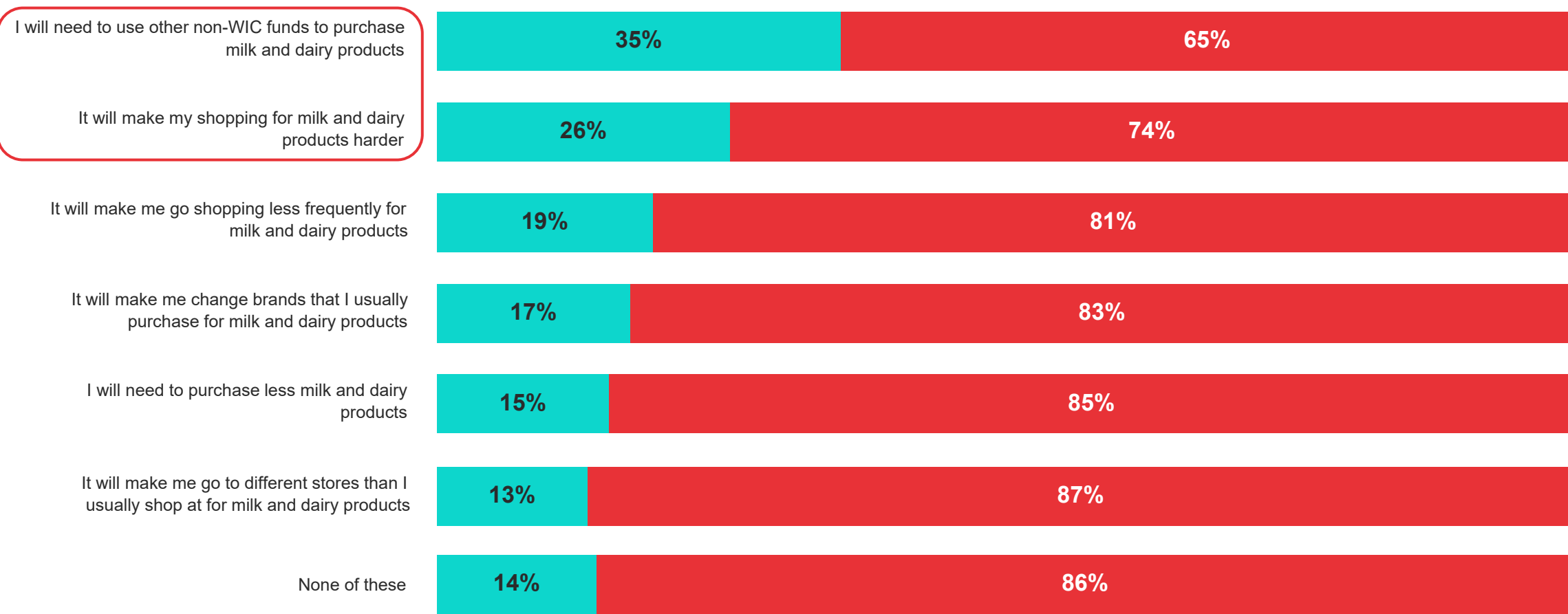


PROPOSED WIC REDUCTION

If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, one-third of WIC beneficiaries (35%) say they will *need to use non-WIC funds* to purchase milk and dairy products.

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.

Selected Not Selected



CONTENTS

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PROPOSED WIC BENEFIT REDUCTION

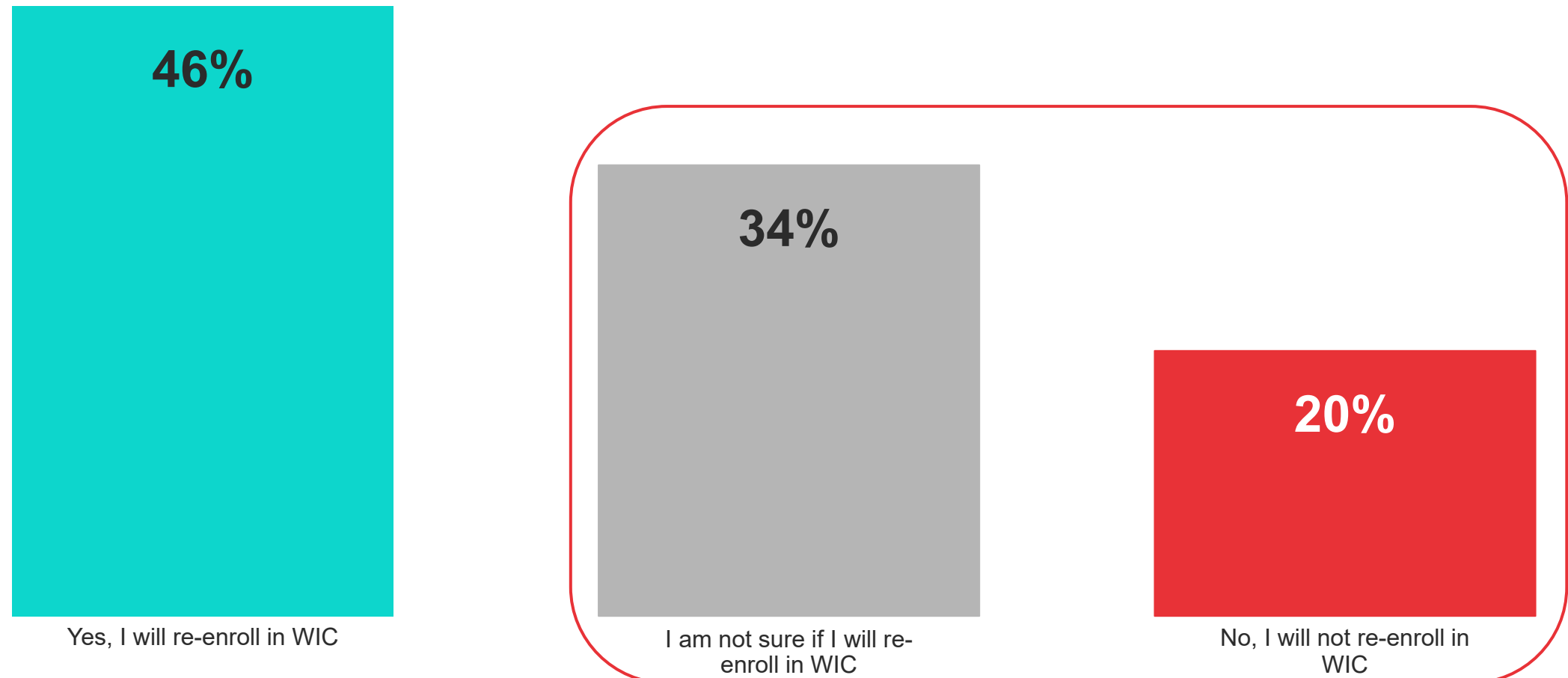
RE-ENROLLING IN WIC PROGRAM



RE-ENROLLING IN WIC PROGRAM

If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, one-fifth of WIC beneficiaries (20%) say they *will not re-enroll in WIC* and one-third (34%) say they are *unsure if they will re-enroll in WIC*.

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



|
CONTENTS

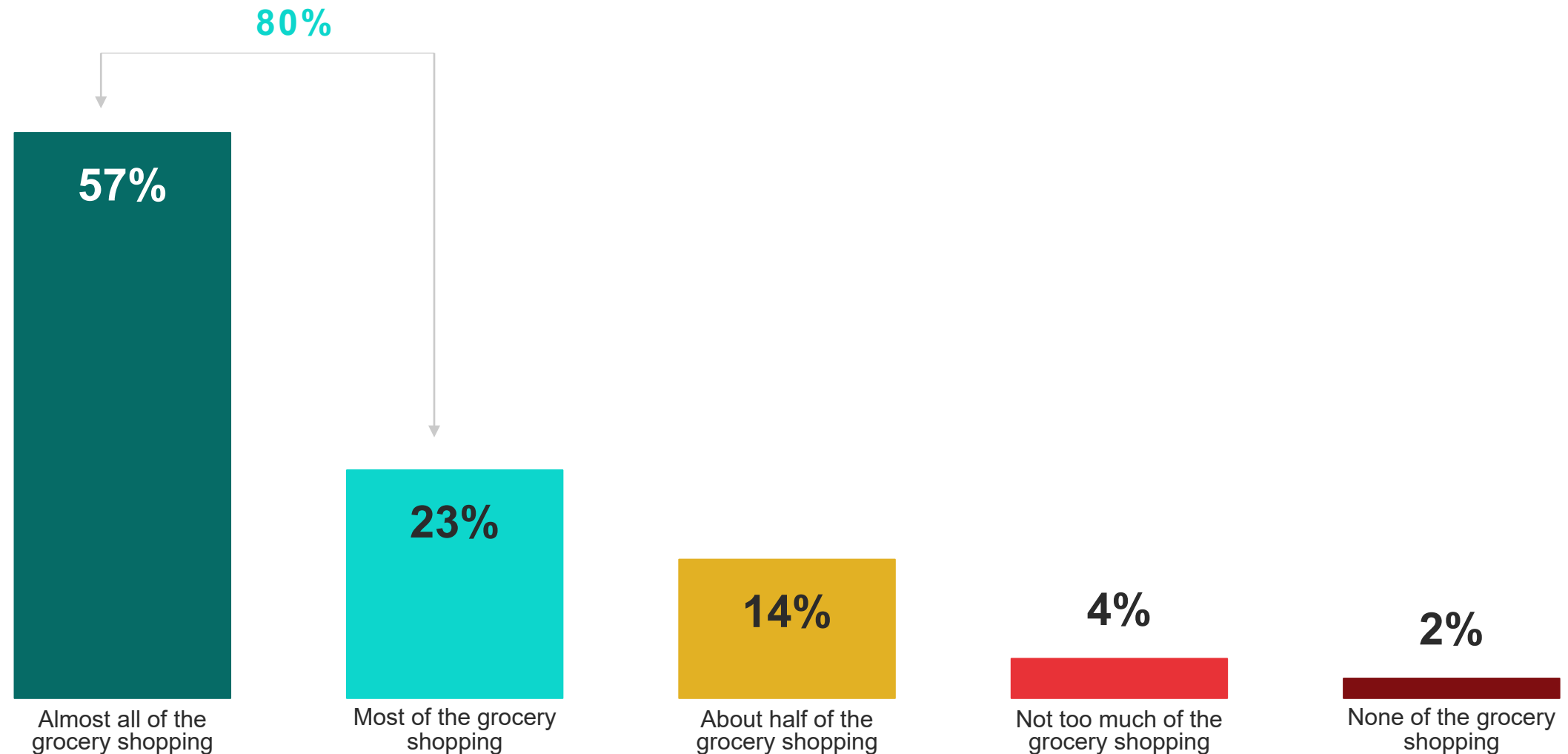
APPENDIX



APPENDIX

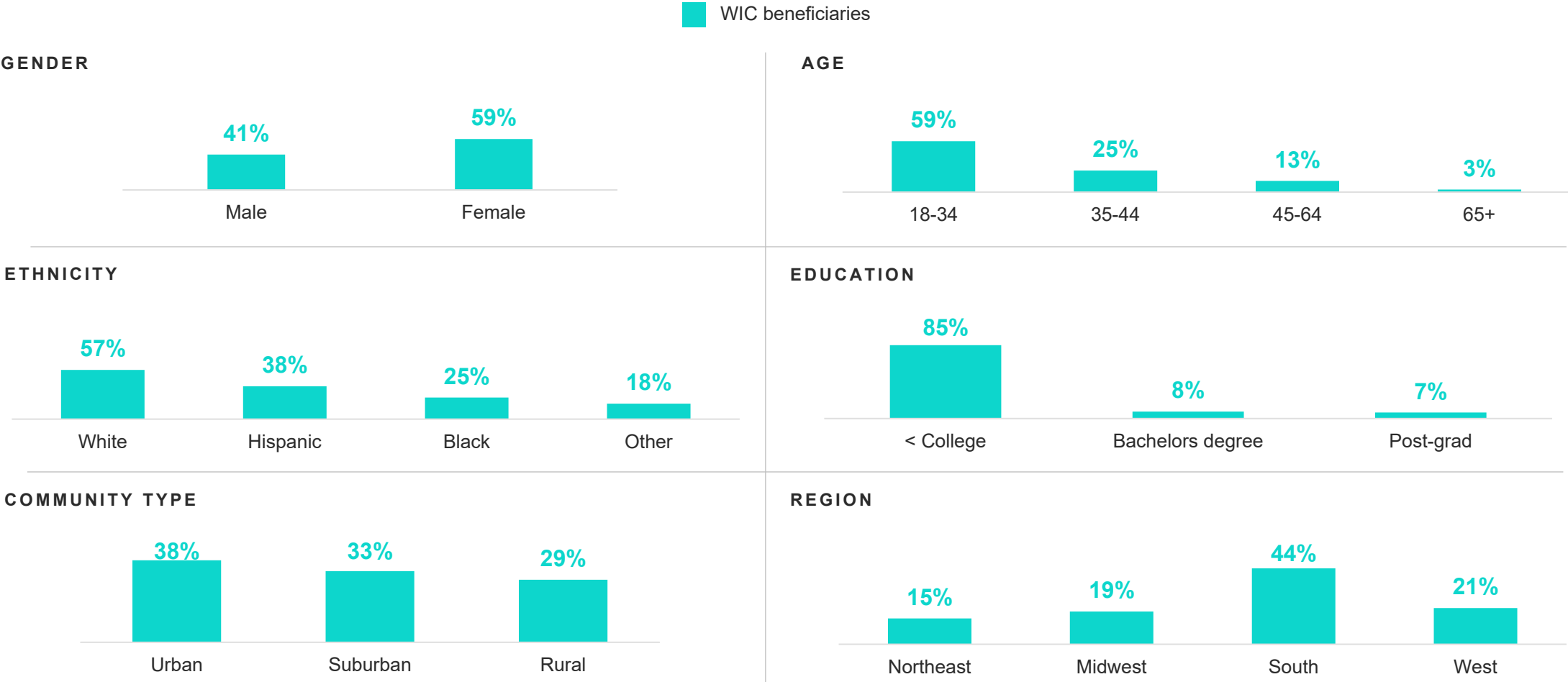
Four-in-five WIC beneficiaries (80%) personally do *almost all* or *most* of the grocery shopping.

Within your household, how much of the grocery shopping do you personally do?



APPENDIX

Breakdown of key demographics among WIC beneficiaries.



Percentages calculated as N size out of total respondents (N = 534).



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