



National Tracking Poll #2403157
March 28-30, 2024

Crosstabulation Results

Methodology:

This poll was conducted between March 28-March 30, 2024 among a sample of 815 WIC Households. The interviews were conducted online and the data were weighted to approximate a target sample of WIC Households based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 3 percentage points.

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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 Households	83%	(676)	17%	(139)	815
Gender: Male	75%	(249)	25%	(82)	331
Gender: Female	88%	(427)	12%	(57)	484
Age: 18-34	82%	(395)	18%	(86)	481
Age: 35-44	85%	(173)	15%	(31)	204
Age: 45-64	85%	(90)	15%	(16)	106
GenZers: 1997-2012	81%	(203)	19%	(46)	250
Millennials: 1981-1996	84%	(351)	16%	(66)	417
GenXers: 1965-1980	84%	(91)	16%	(17)	108
PID: Dem (no lean)	85%	(315)	15%	(53)	368
PID: Ind (no lean)	83%	(184)	17%	(38)	222
PID: Rep (no lean)	79%	(177)	21%	(47)	224
PID/Gender: Dem Men	76%	(116)	24%	(38)	154
PID/Gender: Dem Women	93%	(198)	7%	(16)	214
PID/Gender: Ind Men	81%	(42)	19%	(10)	52
PID/Gender: Ind Women	83%	(142)	17%	(28)	170
PID/Gender: Rep Men	73%	(91)	27%	(34)	125
PID/Gender: Rep Women	87%	(87)	13%	(13)	100
Ideo: Liberal (1-3)	81%	(215)	19%	(49)	264
Ideo: Moderate (4)	89%	(262)	11%	(33)	295
Ideo: Conservative (5-7)	77%	(139)	23%	(42)	181
Educ: < College	85%	(587)	15%	(105)	692
Educ: Bachelors degree	79%	(71)	21%	(19)	89
Income: Under 50k	85%	(470)	15%	(82)	551
Income: 50k-100k	87%	(151)	13%	(24)	175
Income: 100k+	62%	(55)	38%	(34)	89
Ethnicity: White	82%	(465)	18%	(101)	566
Ethnicity: Hispanic	84%	(258)	16%	(50)	307
Ethnicity: Black	85%	(144)	15%	(26)	170

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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 Households	83% (676)	17% (139)	815
Ethnicity: Other	86% (67)	14% (11)	78
All Christian	84% (246)	16% (46)	292
All Non-Christian	74% (46)	26% (16)	62
Agnostic/Nothing in particular	85% (178)	15% (31)	209
Something Else	81% (180)	19% (43)	224
Religious Non-Protestant/Catholic	74% (50)	26% (17)	67
Evangelical	84% (241)	16% (46)	288
Non-Evangelical	81% (175)	19% (42)	216
Community: Urban	85% (323)	15% (55)	378
Community: Suburban	85% (216)	15% (39)	255
Community: Rural	75% (138)	25% (45)	183
Employ: Private Sector	83% (221)	17% (44)	264
Employ: Government	74% (82)	26% (28)	110
Employ: Self-Employed	81% (100)	19% (23)	123
Employ: Homemaker	88% (58)	12% (8)	66
Employ: Retired	78% (41)	22% (11)	52
Employ: Unemployed	91% (97)	9% (10)	107
Employ: Other	80% (43)	20% (11)	54
Military HH: Yes	70% (66)	30% (28)	94
Military HH: No	85% (610)	15% (111)	721
2022 House Vote: Democrat	83% (266)	17% (53)	320
2022 House Vote: Republican	77% (156)	23% (45)	201
2022 House Vote: Didnt Vote	86% (247)	14% (39)	286
2020 Vote: Joe Biden	85% (268)	15% (48)	317
2020 Vote: Donald Trump	78% (170)	22% (47)	217
2020 Vote: Didn't Vote	84% (218)	16% (41)	259
2018 House Vote: Democrat	85% (242)	15% (42)	283
2018 House Vote: Republican	75% (115)	25% (38)	153
2018 House Vote: Didnt Vote	84% (313)	16% (59)	372

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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 Households	83% (676)	17% (139)	815
4-Region: Northeast	79% (110)	21% (30)	140
4-Region: Midwest	84% (119)	16% (22)	141
4-Region: South	85% (309)	15% (56)	366
4-Region: West	82% (138)	18% (30)	169
2403147	81% (367)	19% (86)	453
2403157	85% (310)	15% (53)	362
WIC Participant	86% (312)	14% (53)	365
Family of WIC Part.	81% (413)	19% (97)	510
Groc. Shopping: Almost all	90% (453)	10% (51)	503
Groc. Shopping: Most	69% (89)	31% (40)	129
Groc. Shopping: About Half	79% (75)	21% (20)	95
Groc. Shopping: Some	73% (54)	27% (20)	74
Groc. Shopping: >half	86% (542)	14% (90)	632
Groc. Shopping: <half	67% (59)	33% (29)	88

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 Households	77% (629)	23% (186)	815
Gender: Male	71% (236)	29% (95)	331
Gender: Female	81% (393)	19% (91)	484
Age: 18-34	80% (385)	20% (96)	481
Age: 35-44	79% (161)	21% (43)	204
Age: 45-64	65% (69)	35% (37)	106
GenZers: 1997-2012	78% (195)	22% (55)	250
Millennials: 1981-1996	81% (338)	19% (79)	417
GenXers: 1965-1980	68% (73)	32% (35)	108
PID: Dem (no lean)	78% (286)	22% (82)	368
PID: Ind (no lean)	76% (170)	24% (52)	222
PID: Rep (no lean)	77% (172)	23% (52)	224
PID/Gender: Dem Men	72% (110)	28% (44)	154
PID/Gender: Dem Women	82% (176)	18% (38)	214
PID/Gender: Ind Men	66% (34)	34% (18)	52
PID/Gender: Ind Women	80% (136)	20% (34)	170
PID/Gender: Rep Men	73% (91)	27% (34)	125
PID/Gender: Rep Women	82% (81)	18% (18)	100
Ideo: Liberal (1-3)	73% (192)	27% (72)	264
Ideo: Moderate (4)	84% (247)	16% (48)	295
Ideo: Conservative (5-7)	74% (134)	26% (47)	181
Educ: < College	78% (543)	22% (149)	692
Educ: Bachelors degree	71% (63)	29% (26)	89
Income: Under 50k	78% (428)	22% (123)	551
Income: 50k-100k	75% (131)	25% (44)	175
Income: 100k+	78% (69)	22% (19)	89
Ethnicity: White	76% (428)	24% (139)	566
Ethnicity: Hispanic	75% (232)	25% (76)	307
Ethnicity: Black	77% (132)	23% (38)	170
Ethnicity: Other	88% (69)	12% (9)	78

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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 Households	77% (629)	23% (186)	815
All Christian	74% (216)	26% (76)	292
All Non-Christian	75% (47)	25% (16)	62
Agnostic/Nothing in particular	78% (163)	22% (47)	209
Something Else	80% (178)	20% (46)	224
Religious Non-Protestant/Catholic	75% (51)	25% (17)	67
Evangelical	80% (230)	20% (57)	288
Non-Evangelical	71% (154)	29% (62)	216
Community: Urban	82% (309)	18% (69)	378
Community: Suburban	77% (197)	23% (58)	255
Community: Rural	67% (122)	33% (60)	183
Employ: Private Sector	76% (202)	24% (62)	264
Employ: Government	73% (80)	27% (30)	110
Employ: Self-Employed	76% (94)	24% (30)	123
Employ: Homemaker	81% (53)	19% (13)	66
Employ: Retired	62% (32)	38% (20)	52
Employ: Unemployed	83% (89)	17% (18)	107
Employ: Other	79% (43)	21% (11)	54
Military HH: Yes	74% (70)	26% (24)	94
Military HH: No	78% (559)	22% (162)	721
2022 House Vote: Democrat	75% (241)	25% (79)	320
2022 House Vote: Republican	73% (147)	27% (54)	201
2022 House Vote: Didnt Vote	81% (233)	19% (53)	286
2020 Vote: Joe Biden	77% (244)	23% (73)	317
2020 Vote: Donald Trump	73% (158)	27% (59)	217
2020 Vote: Didn't Vote	80% (208)	20% (51)	259
2018 House Vote: Democrat	77% (217)	23% (66)	283
2018 House Vote: Republican	77% (117)	23% (36)	153
2018 House Vote: Didnt Vote	78% (289)	22% (83)	372

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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 Households	77% (629)	23% (186)	815
4-Region: Northeast	82% (114)	18% (26)	140
4-Region: Midwest	72% (101)	28% (40)	141
4-Region: South	80% (292)	20% (74)	366
4-Region: West	72% (122)	28% (47)	169
2403147	78% (352)	22% (100)	453
2403157	76% (276)	24% (86)	362
WIC Participant	84% (306)	16% (58)	365
Family of WIC Part.	74% (376)	26% (134)	510
Groc. Shopping: Almost all	82% (411)	18% (92)	503
Groc. Shopping: Most	72% (93)	28% (37)	129
Groc. Shopping: About Half	68% (64)	32% (30)	95
Groc. Shopping: Some	71% (53)	29% (21)	74
Groc. Shopping: >half	80% (504)	20% (128)	632
Groc. Shopping: <half	68% (60)	32% (28)	88

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 Households	72% (590)	28% (225)	815
Gender: Male	68% (226)	32% (105)	331
Gender: Female	75% (364)	25% (120)	484
Age: 18-34	74% (358)	26% (123)	481
Age: 35-44	71% (145)	29% (59)	204
Age: 45-64	69% (73)	31% (33)	106
GenZers: 1997-2012	73% (183)	27% (67)	250
Millennials: 1981-1996	74% (308)	26% (109)	417
GenXers: 1965-1980	71% (76)	29% (32)	108
PID: Dem (no lean)	72% (265)	28% (104)	368
PID: Ind (no lean)	75% (168)	25% (54)	222
PID: Rep (no lean)	70% (158)	30% (67)	224
PID/Gender: Dem Men	65% (100)	35% (55)	154
PID/Gender: Dem Women	77% (165)	23% (49)	214
PID/Gender: Ind Men	73% (38)	27% (14)	52
PID/Gender: Ind Women	76% (129)	24% (41)	170
PID/Gender: Rep Men	71% (89)	29% (36)	125
PID/Gender: Rep Women	69% (69)	31% (31)	100
Ideo: Liberal (1-3)	69% (183)	31% (81)	264
Ideo: Moderate (4)	77% (226)	23% (68)	295
Ideo: Conservative (5-7)	72% (130)	28% (51)	181
Educ: < College	74% (514)	26% (178)	692
Educ: Bachelors degree	69% (62)	31% (27)	89
Income: Under 50k	74% (408)	26% (143)	551
Income: 50k-100k	71% (124)	29% (51)	175
Income: 100k+	65% (58)	35% (31)	89
Ethnicity: White	72% (407)	28% (159)	566
Ethnicity: Hispanic	75% (230)	25% (78)	307
Ethnicity: Black	71% (121)	29% (49)	170
Ethnicity: Other	80% (62)	20% (16)	78

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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 Households	72%	(590)	28%	(225)	815
All Christian	73%	(214)	27%	(78)	292
All Non-Christian	55%	(34)	45%	(28)	62
Agnostic/Nothing in particular	72%	(150)	28%	(59)	209
Something Else	75%	(169)	25%	(55)	224
Religious Non-Protestant/Catholic	57%	(38)	43%	(29)	67
Evangelical	75%	(215)	25%	(73)	288
Non-Evangelical	73%	(158)	27%	(58)	216
Community: Urban	74%	(279)	26%	(99)	378
Community: Suburban	72%	(184)	28%	(70)	255
Community: Rural	70%	(127)	30%	(55)	183
Employ: Private Sector	71%	(188)	29%	(76)	264
Employ: Government	69%	(76)	31%	(34)	110
Employ: Self-Employed	70%	(86)	30%	(37)	123
Employ: Homemaker	89%	(58)	11%	(7)	66
Employ: Retired	51%	(26)	49%	(26)	52
Employ: Unemployed	76%	(82)	24%	(25)	107
Employ: Other	75%	(41)	25%	(13)	54
Military HH: Yes	77%	(73)	23%	(21)	94
Military HH: No	72%	(518)	28%	(203)	721
2022 House Vote: Democrat	70%	(222)	30%	(97)	320
2022 House Vote: Republican	79%	(158)	21%	(43)	201
2022 House Vote: Didnt Vote	71%	(202)	29%	(84)	286
2020 Vote: Joe Biden	71%	(225)	29%	(92)	317
2020 Vote: Donald Trump	74%	(161)	26%	(55)	217
2020 Vote: Didn't Vote	71%	(185)	29%	(74)	259
2018 House Vote: Democrat	73%	(206)	27%	(78)	283
2018 House Vote: Republican	76%	(116)	24%	(37)	153
2018 House Vote: Didnt Vote	70%	(262)	30%	(110)	372

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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 Households	72% (590)	28% (225)	815
4-Region: Northeast	73% (102)	27% (37)	140
4-Region: Midwest	70% (98)	30% (43)	141
4-Region: South	72% (265)	28% (101)	366
4-Region: West	74% (125)	26% (44)	169
2403147	70% (317)	30% (136)	453
2403157	75% (273)	25% (89)	362
WIC Participant	78% (283)	22% (81)	365
Family of WIC Part.	70% (354)	30% (155)	510
Groc. Shopping: Almost all	82% (412)	18% (91)	503
Groc. Shopping: Most	56% (73)	44% (56)	129
Groc. Shopping: About Half	65% (61)	35% (33)	95
Groc. Shopping: Some	57% (42)	43% (32)	74
Groc. Shopping: >half	77% (485)	23% (147)	632
Groc. Shopping: <half	50% (44)	50% (44)	88

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 Households	62%	(506)	38%	(309)	815
Gender: Male	63%	(210)	37%	(121)	331
Gender: Female	61%	(296)	39%	(187)	484
Age: 18-34	63%	(304)	37%	(177)	481
Age: 35-44	64%	(130)	36%	(74)	204
Age: 45-64	56%	(59)	44%	(47)	106
GenZers: 1997-2012	63%	(158)	37%	(91)	250
Millennials: 1981-1996	63%	(263)	37%	(154)	417
GenXers: 1965-1980	59%	(64)	41%	(44)	108
PID: Dem (no lean)	62%	(230)	38%	(138)	368
PID: Ind (no lean)	60%	(133)	40%	(89)	222
PID: Rep (no lean)	64%	(143)	36%	(81)	224
PID/Gender: Dem Men	64%	(98)	36%	(56)	154
PID/Gender: Dem Women	61%	(132)	39%	(82)	214
PID/Gender: Ind Men	57%	(30)	43%	(22)	52
PID/Gender: Ind Women	61%	(103)	39%	(67)	170
PID/Gender: Rep Men	66%	(82)	34%	(43)	125
PID/Gender: Rep Women	62%	(61)	38%	(38)	100
Ideo: Liberal (1-3)	63%	(166)	37%	(98)	264
Ideo: Moderate (4)	62%	(184)	38%	(111)	295
Ideo: Conservative (5-7)	61%	(110)	39%	(71)	181
Educ: < College	62%	(426)	38%	(266)	692
Educ: Bachelors degree	70%	(62)	30%	(27)	89
Income: Under 50k	61%	(335)	39%	(216)	551
Income: 50k-100k	68%	(119)	32%	(56)	175
Income: 100k+	59%	(53)	41%	(36)	89
Ethnicity: White	62%	(352)	38%	(214)	566
Ethnicity: Hispanic	62%	(192)	38%	(116)	307
Ethnicity: Black	58%	(99)	42%	(72)	170
Ethnicity: Other	71%	(55)	29%	(23)	78

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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 Households	62%	(506)	38%	(309)	815
All Christian	64%	(187)	36%	(105)	292
All Non-Christian	60%	(38)	40%	(25)	62
Agnostic/Nothing in particular	56%	(118)	44%	(91)	209
Something Else	63%	(141)	37%	(83)	224
Religious Non-Protestant/Catholic	61%	(41)	39%	(26)	67
Evangelical	69%	(198)	31%	(90)	288
Non-Evangelical	56%	(122)	44%	(95)	216
Community: Urban	67%	(253)	33%	(125)	378
Community: Suburban	58%	(149)	42%	(106)	255
Community: Rural	57%	(104)	43%	(78)	183
Employ: Private Sector	62%	(164)	38%	(101)	264
Employ: Government	78%	(87)	22%	(24)	110
Employ: Self-Employed	55%	(68)	45%	(55)	123
Employ: Homemaker	57%	(37)	43%	(28)	66
Employ: Retired	59%	(31)	41%	(21)	52
Employ: Unemployed	57%	(61)	43%	(46)	107
Employ: Other	59%	(32)	41%	(22)	54
Military HH: Yes	54%	(51)	46%	(43)	94
Military HH: No	63%	(455)	37%	(266)	721
2022 House Vote: Democrat	62%	(197)	38%	(122)	320
2022 House Vote: Republican	66%	(133)	34%	(68)	201
2022 House Vote: Didnt Vote	60%	(171)	40%	(115)	286
2020 Vote: Joe Biden	63%	(200)	37%	(117)	317
2020 Vote: Donald Trump	63%	(138)	37%	(79)	217
2020 Vote: Didn't Vote	60%	(155)	40%	(104)	259
2018 House Vote: Democrat	64%	(182)	36%	(102)	283
2018 House Vote: Republican	65%	(100)	35%	(53)	153
2018 House Vote: Didnt Vote	59%	(220)	41%	(152)	372

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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 Households	62%	(506)	38%	(309)	815
4-Region: Northeast	63%	(88)	37%	(52)	140
4-Region: Midwest	55%	(78)	45%	(63)	141
4-Region: South	68%	(250)	32%	(115)	366
4-Region: West	54%	(90)	46%	(78)	169
2403147	62%	(280)	38%	(173)	453
2403157	62%	(226)	38%	(136)	362
WIC Participant	68%	(246)	32%	(118)	365
Family of WIC Part.	59%	(303)	41%	(207)	510
Groc. Shopping: Almost all	68%	(341)	32%	(162)	503
Groc. Shopping: Most	54%	(70)	46%	(59)	129
Groc. Shopping: About Half	56%	(53)	44%	(42)	95
Groc. Shopping: Some	53%	(39)	47%	(34)	74
Groc. Shopping: >half	65%	(411)	35%	(221)	632
Groc. Shopping: <half	48%	(42)	52%	(46)	88

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 Households	64% (522)	36% (293)	815
Gender: Male	60% (198)	40% (133)	331
Gender: Female	67% (324)	33% (160)	484
Age: 18-34	64% (306)	36% (175)	481
Age: 35-44	70% (143)	30% (61)	204
Age: 45-64	58% (62)	42% (44)	106
GenZers: 1997-2012	65% (161)	35% (89)	250
Millennials: 1981-1996	66% (276)	34% (141)	417
GenXers: 1965-1980	58% (62)	42% (46)	108
PID: Dem (no lean)	58% (213)	42% (156)	368
PID: Ind (no lean)	70% (155)	30% (67)	222
PID: Rep (no lean)	69% (154)	31% (70)	224
PID/Gender: Dem Men	54% (84)	46% (71)	154
PID/Gender: Dem Women	60% (129)	40% (85)	214
PID/Gender: Ind Men	54% (28)	46% (24)	52
PID/Gender: Ind Women	75% (127)	25% (43)	170
PID/Gender: Rep Men	69% (86)	31% (39)	125
PID/Gender: Rep Women	68% (68)	32% (32)	100
Ideo: Liberal (1-3)	61% (160)	39% (104)	264
Ideo: Moderate (4)	69% (202)	31% (92)	295
Ideo: Conservative (5-7)	67% (121)	33% (60)	181
Educ: < College	63% (436)	37% (256)	692
Educ: Bachelors degree	73% (66)	27% (24)	89
Income: Under 50k	62% (344)	38% (207)	551
Income: 50k-100k	66% (116)	34% (59)	175
Income: 100k+	70% (62)	30% (27)	89
Ethnicity: White	61% (343)	39% (224)	566
Ethnicity: Hispanic	55% (169)	45% (138)	307
Ethnicity: Black	69% (118)	31% (53)	170
Ethnicity: Other	79% (62)	21% (17)	78

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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 Households	64%	(522)	36%	(293)	815
All Christian	65%	(190)	35%	(102)	292
All Non-Christian	73%	(46)	27%	(17)	62
Agnostic/Nothing in particular	63%	(131)	37%	(78)	209
Something Else	63%	(140)	37%	(83)	224
Religious Non-Protestant/Catholic	72%	(49)	28%	(19)	67
Evangelical	62%	(177)	38%	(110)	288
Non-Evangelical	67%	(144)	33%	(72)	216
Community: Urban	68%	(257)	32%	(121)	378
Community: Suburban	63%	(159)	37%	(95)	255
Community: Rural	58%	(105)	42%	(77)	183
Employ: Private Sector	75%	(197)	25%	(67)	264
Employ: Government	45%	(49)	55%	(61)	110
Employ: Self-Employed	57%	(70)	43%	(53)	123
Employ: Homemaker	76%	(50)	24%	(16)	66
Employ: Retired	51%	(27)	49%	(25)	52
Employ: Unemployed	59%	(62)	41%	(44)	107
Employ: Other	66%	(36)	34%	(18)	54
Military HH: Yes	59%	(55)	41%	(39)	94
Military HH: No	65%	(467)	35%	(254)	721
2022 House Vote: Democrat	59%	(188)	41%	(131)	320
2022 House Vote: Republican	69%	(140)	31%	(61)	201
2022 House Vote: Didnt Vote	65%	(187)	35%	(99)	286
2020 Vote: Joe Biden	56%	(177)	44%	(140)	317
2020 Vote: Donald Trump	72%	(155)	28%	(62)	217
2020 Vote: Didn't Vote	65%	(170)	35%	(89)	259
2018 House Vote: Democrat	57%	(162)	43%	(122)	283
2018 House Vote: Republican	75%	(114)	25%	(39)	153
2018 House Vote: Didnt Vote	65%	(240)	35%	(132)	372

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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 Households	64%	(522)	36%	(293)	815
4-Region: Northeast	77%	(107)	23%	(32)	140
4-Region: Midwest	60%	(84)	40%	(57)	141
4-Region: South	63%	(231)	37%	(135)	366
4-Region: West	59%	(100)	41%	(69)	169
2403147	65%	(294)	35%	(159)	453
2403157	63%	(228)	37%	(134)	362
WIC Participant	72%	(261)	28%	(103)	365
Family of WIC Part.	61%	(309)	39%	(201)	510
Groc. Shopping: Almost all	70%	(354)	30%	(149)	503
Groc. Shopping: Most	60%	(77)	40%	(52)	129
Groc. Shopping: About Half	60%	(57)	40%	(38)	95
Groc. Shopping: Some	44%	(33)	56%	(41)	74
Groc. Shopping: >half	68%	(431)	32%	(201)	632
Groc. Shopping: <half	39%	(34)	61%	(54)	88

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 Households	2%	(18)	98%	(797)	815
Gender: Male	2%	(6)	98%	(325)	331
Gender: Female	2%	(12)	98%	(472)	484
Age: 18-34	2%	(8)	98%	(473)	481
Age: 35-44	2%	(3)	98%	(201)	204
Age: 45-64	4%	(4)	96%	(102)	106
GenZers: 1997-2012	2%	(4)	98%	(245)	250
Millennials: 1981-1996	2%	(6)	98%	(411)	417
GenXers: 1965-1980	3%	(3)	97%	(104)	108
PID: Dem (no lean)	2%	(7)	98%	(361)	368
PID: Ind (no lean)	2%	(6)	98%	(217)	222
PID: Rep (no lean)	2%	(5)	98%	(219)	224
PID/Gender: Dem Men	2%	(3)	98%	(152)	154
PID/Gender: Dem Women	2%	(5)	98%	(210)	214
PID/Gender: Ind Men	3%	(1)	97%	(51)	52
PID/Gender: Ind Women	2%	(4)	98%	(166)	170
PID/Gender: Rep Men	2%	(2)	98%	(122)	125
PID/Gender: Rep Women	3%	(3)	97%	(97)	100
Ideo: Liberal (1-3)	2%	(6)	98%	(258)	264
Ideo: Moderate (4)	1%	(4)	99%	(291)	295
Ideo: Conservative (5-7)	3%	(6)	97%	(175)	181
Educ: < College	2%	(17)	98%	(675)	692
Educ: Bachelors degree	2%	(1)	98%	(88)	89
Income: Under 50k	2%	(10)	98%	(541)	551
Income: 50k-100k	3%	(6)	97%	(169)	175
Income: 100k+	2%	(2)	98%	(86)	89
Ethnicity: White	2%	(11)	98%	(555)	566
Ethnicity: Hispanic	1%	(3)	99%	(304)	307
Ethnicity: Black	2%	(4)	98%	(166)	170
Ethnicity: Other	4%	(3)	96%	(75)	78

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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 Households	2%	(18)	98%	(797)	815
All Christian	2%	(5)	98%	(287)	292
All Non-Christian	—	(0)	100%	(62)	62
Agnostic/Nothing in particular	3%	(7)	97%	(202)	209
Something Else	2%	(5)	98%	(219)	224
Religious Non-Protestant/Catholic	1%	(1)	99%	(67)	67
Evangelical	1%	(3)	99%	(284)	288
Non-Evangelical	3%	(6)	97%	(210)	216
Community: Urban	2%	(6)	98%	(372)	378
Community: Suburban	3%	(8)	97%	(246)	255
Community: Rural	2%	(4)	98%	(179)	183
Employ: Private Sector	1%	(2)	99%	(263)	264
Employ: Government	—	(0)	100%	(110)	110
Employ: Self-Employed	2%	(2)	98%	(121)	123
Employ: Homemaker	5%	(4)	95%	(62)	66
Employ: Retired	5%	(2)	95%	(49)	52
Employ: Unemployed	2%	(2)	98%	(104)	107
Employ: Other	8%	(5)	92%	(49)	54
Military HH: Yes	3%	(3)	97%	(91)	94
Military HH: No	2%	(15)	98%	(706)	721
2022 House Vote: Democrat	2%	(8)	98%	(312)	320
2022 House Vote: Republican	2%	(4)	98%	(197)	201
2022 House Vote: Didnt Vote	2%	(6)	98%	(280)	286
2020 Vote: Joe Biden	3%	(9)	97%	(308)	317
2020 Vote: Donald Trump	2%	(4)	98%	(213)	217
2020 Vote: Didn't Vote	2%	(5)	98%	(254)	259
2018 House Vote: Democrat	2%	(5)	98%	(279)	283
2018 House Vote: Republican	1%	(2)	99%	(151)	153
2018 House Vote: Didnt Vote	3%	(12)	97%	(360)	372

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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 Households	2%	(18)	98%	(797)	815
4-Region: Northeast	1%	(2)	99%	(138)	140
4-Region: Midwest	6%	(9)	94%	(132)	141
4-Region: South	1%	(3)	99%	(363)	366
4-Region: West	3%	(4)	97%	(164)	169
2403147	2%	(9)	98%	(444)	453
2403157	3%	(9)	97%	(353)	362
WIC Participant	1%	(3)	99%	(361)	365
Family of WIC Part.	3%	(15)	97%	(494)	510
Groc. Shopping: Almost all	2%	(9)	98%	(494)	503
Groc. Shopping: Most	2%	(3)	98%	(127)	129
Groc. Shopping: About Half	1%	(1)	99%	(93)	95
Groc. Shopping: Some	3%	(3)	97%	(71)	74
Groc. Shopping: >half	2%	(12)	98%	(620)	632
Groc. Shopping: <half	6%	(5)	94%	(83)	88

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

Table IDFA2: 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 Households	47% (380)	32% (258)	12% (95)	7% (55)	3% (26)	815
Gender: Male	48% (158)	34% (114)	11% (37)	5% (17)	1% (5)	331
Gender: Female	46% (222)	30% (144)	12% (58)	8% (38)	4% (21)	484
Age: 18-34	41% (197)	34% (162)	14% (66)	7% (35)	4% (20)	481
Age: 35-44	58% (118)	27% (56)	10% (20)	5% (11)	— (0)	204
Age: 45-64	51% (54)	32% (34)	6% (6)	7% (7)	5% (5)	106
GenZers: 1997-2012	29% (73)	39% (98)	17% (43)	9% (23)	5% (13)	250
Millennials: 1981-1996	58% (240)	27% (113)	8% (34)	6% (23)	2% (7)	417
GenXers: 1965-1980	45% (49)	34% (36)	13% (14)	4% (5)	5% (5)	108
PID: Dem (no lean)	53% (196)	31% (114)	8% (31)	6% (21)	2% (6)	368
PID: Ind (no lean)	35% (77)	34% (76)	14% (31)	9% (21)	8% (17)	222
PID: Rep (no lean)	48% (107)	30% (68)	14% (32)	6% (14)	1% (3)	224
PID/Gender: Dem Men	55% (85)	32% (50)	5% (7)	6% (10)	1% (2)	154
PID/Gender: Dem Women	52% (112)	30% (64)	11% (24)	5% (11)	2% (4)	214
PID/Gender: Ind Men	32% (17)	41% (22)	18% (9)	4% (2)	5% (2)	52
PID/Gender: Ind Women	35% (60)	32% (54)	13% (22)	11% (18)	9% (15)	170
PID/Gender: Rep Men	45% (57)	34% (42)	16% (20)	4% (5)	— (0)	125
PID/Gender: Rep Women	51% (50)	26% (26)	12% (12)	9% (9)	2% (2)	100
Ideo: Liberal (1-3)	55% (145)	32% (85)	8% (21)	4% (10)	1% (3)	264
Ideo: Moderate (4)	46% (136)	29% (84)	13% (39)	8% (25)	4% (11)	295
Ideo: Conservative (5-7)	44% (79)	33% (59)	15% (27)	6% (11)	3% (5)	181
Educ: < College	44% (305)	32% (221)	13% (89)	7% (52)	4% (26)	692
Educ: Bachelors degree	62% (55)	30% (27)	5% (4)	3% (3)	1% (1)	89
Income: Under 50k	42% (231)	33% (181)	14% (74)	8% (42)	4% (23)	551
Income: 50k-100k	52% (92)	35% (60)	7% (12)	5% (8)	2% (3)	175
Income: 100k+	66% (58)	19% (17)	9% (8)	6% (5)	— (0)	89
Ethnicity: White	48% (274)	31% (175)	12% (66)	6% (35)	3% (16)	566
Ethnicity: Hispanic	49% (150)	31% (95)	10% (31)	7% (20)	4% (11)	307
Ethnicity: Black	47% (81)	28% (48)	12% (20)	7% (12)	6% (10)	170
Ethnicity: Other	32% (25)	45% (35)	11% (8)	11% (9)	1% (1)	78

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Table IDFA2: 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 Households	47% (380)	32% (258)	12% (95)	7% (55)	3% (26)	815
All Christian	54% (157)	31% (89)	10% (29)	4% (13)	1% (4)	292
All Non-Christian	56% (35)	30% (19)	10% (6)	4% (3)	— (0)	62
Agnostic/Nothing in particular	37% (78)	35% (73)	12% (25)	11% (24)	4% (9)	209
Something Else	42% (94)	33% (74)	13% (28)	6% (14)	6% (13)	224
Religious Non-Protestant/Catholic	55% (37)	31% (21)	10% (6)	4% (3)	— (0)	67
Evangelical	50% (143)	33% (95)	9% (25)	5% (13)	4% (11)	288
Non-Evangelical	47% (101)	30% (64)	15% (32)	6% (14)	3% (6)	216
Community: Urban	46% (174)	35% (131)	11% (40)	5% (17)	4% (16)	378
Community: Suburban	45% (114)	32% (82)	14% (35)	7% (19)	2% (5)	255
Community: Rural	51% (93)	25% (46)	11% (19)	11% (19)	3% (6)	183
Employ: Private Sector	52% (138)	34% (91)	10% (25)	4% (10)	— (1)	264
Employ: Government	36% (40)	37% (41)	10% (12)	16% (18)	— (0)	110
Employ: Self-Employed	37% (46)	36% (45)	18% (22)	6% (8)	2% (2)	123
Employ: Homemaker	57% (38)	14% (9)	16% (10)	8% (6)	4% (3)	66
Employ: Retired	52% (27)	26% (13)	8% (4)	5% (3)	9% (5)	52
Employ: Unemployed	39% (42)	33% (35)	6% (6)	8% (9)	14% (15)	107
Employ: Other	48% (26)	30% (16)	19% (10)	4% (2)	— (0)	54
Military HH: Yes	56% (53)	22% (21)	13% (12)	8% (7)	1% (1)	94
Military HH: No	45% (328)	33% (237)	11% (82)	7% (48)	4% (26)	721
2022 House Vote: Democrat	56% (178)	30% (97)	10% (32)	3% (9)	1% (4)	320
2022 House Vote: Republican	42% (84)	40% (79)	11% (23)	7% (14)	— (1)	201
2022 House Vote: Didnt Vote	40% (114)	28% (79)	13% (39)	11% (32)	8% (22)	286
2020 Vote: Joe Biden	56% (176)	31% (100)	7% (21)	5% (16)	1% (4)	317
2020 Vote: Donald Trump	44% (95)	34% (75)	16% (34)	6% (13)	— (0)	217
2020 Vote: Didn't Vote	39% (102)	28% (72)	15% (38)	10% (26)	9% (22)	259
2018 House Vote: Democrat	57% (161)	33% (93)	7% (20)	3% (8)	1% (2)	283
2018 House Vote: Republican	49% (75)	29% (44)	13% (21)	8% (12)	1% (2)	153
2018 House Vote: Didnt Vote	38% (141)	33% (121)	14% (53)	9% (35)	6% (22)	372

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Table IDFA2: 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 Households	47%	(380)	32%	(258)	12%	(95)	7%	(55)	3%	(26)	815
4-Region: Northeast	56%	(78)	27%	(38)	13%	(18)	2%	(2)	2%	(3)	140
4-Region: Midwest	40%	(57)	43%	(61)	7%	(10)	6%	(9)	3%	(5)	141
4-Region: South	44%	(160)	32%	(117)	12%	(44)	9%	(35)	3%	(11)	366
4-Region: West	50%	(85)	25%	(43)	14%	(24)	6%	(10)	5%	(8)	169
2403147	44%	(200)	33%	(151)	12%	(55)	7%	(31)	3%	(15)	453
2403157	50%	(180)	30%	(107)	11%	(40)	7%	(24)	3%	(11)	362
WIC Participant	51%	(187)	30%	(108)	7%	(25)	8%	(29)	4%	(16)	365
Family of WIC Part.	43%	(219)	34%	(172)	14%	(73)	6%	(30)	3%	(16)	510
Groc. Shopping: Almost all	54%	(272)	27%	(138)	12%	(58)	5%	(25)	2%	(10)	503
Groc. Shopping: Most	52%	(67)	31%	(40)	8%	(11)	7%	(10)	1%	(2)	129
Groc. Shopping: About Half	21%	(20)	54%	(51)	11%	(10)	7%	(7)	7%	(7)	95
Groc. Shopping: Some	21%	(15)	33%	(24)	17%	(13)	19%	(14)	10%	(7)	74
Groc. Shopping: >half	54%	(339)	28%	(178)	11%	(69)	5%	(34)	2%	(12)	632
Groc. Shopping: <half	24%	(22)	34%	(30)	17%	(15)	16%	(14)	8%	(7)	88

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

Table IDFA3_1NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	33% (272)	67% (543)	815
Gender: Male	35% (116)	65% (216)	331
Gender: Female	32% (156)	68% (328)	484
Age: 18-34	35% (166)	65% (315)	481
Age: 35-44	31% (63)	69% (140)	204
Age: 45-64	36% (38)	64% (68)	106
GenZers: 1997-2012	35% (87)	65% (163)	250
Millennials: 1981-1996	32% (135)	68% (282)	417
GenXers: 1965-1980	37% (40)	63% (68)	108
PID: Dem (no lean)	36% (133)	64% (236)	368
PID: Ind (no lean)	30% (66)	70% (156)	222
PID: Rep (no lean)	32% (73)	68% (152)	224
PID/Gender: Dem Men	43% (66)	57% (88)	154
PID/Gender: Dem Women	31% (67)	69% (147)	214
PID/Gender: Ind Men	20% (11)	80% (42)	52
PID/Gender: Ind Women	33% (56)	67% (114)	170
PID/Gender: Rep Men	31% (39)	69% (86)	125
PID/Gender: Rep Women	33% (33)	67% (66)	100
Ideo: Liberal (1-3)	41% (109)	59% (154)	264
Ideo: Moderate (4)	32% (93)	68% (202)	295
Ideo: Conservative (5-7)	25% (46)	75% (136)	181
Educ: < College	33% (229)	67% (463)	692
Educ: Bachelors degree	34% (30)	66% (59)	89
Income: Under 50k	33% (180)	67% (372)	551
Income: 50k-100k	39% (68)	61% (107)	175
Income: 100k+	27% (24)	73% (65)	89
Ethnicity: White	35% (198)	65% (369)	566
Ethnicity: Hispanic	39% (120)	61% (188)	307
Ethnicity: Black	29% (49)	71% (121)	170
Ethnicity: Other	31% (24)	69% (54)	78

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Table IDFA3_1NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	33%	(272)	67%	(543)	815
All Christian	34%	(98)	66%	(194)	292
All Non-Christian	37%	(23)	63%	(39)	62
Agnostic/Nothing in particular	30%	(62)	70%	(147)	209
Something Else	35%	(77)	65%	(146)	224
Religious Non-Protestant/Catholic	36%	(24)	64%	(43)	67
Evangelical	35%	(100)	65%	(188)	288
Non-Evangelical	34%	(74)	66%	(142)	216
Community: Urban	30%	(114)	70%	(264)	378
Community: Suburban	38%	(97)	62%	(157)	255
Community: Rural	33%	(60)	67%	(123)	183
Employ: Private Sector	31%	(82)	69%	(182)	264
Employ: Government	46%	(51)	54%	(60)	110
Employ: Self-Employed	27%	(33)	73%	(90)	123
Employ: Homemaker	30%	(20)	70%	(46)	66
Employ: Retired	34%	(18)	66%	(34)	52
Employ: Unemployed	33%	(36)	67%	(71)	107
Employ: Other	37%	(20)	63%	(34)	54
Military HH: Yes	39%	(36)	61%	(57)	94
Military HH: No	33%	(235)	67%	(486)	721
2022 House Vote: Democrat	38%	(121)	62%	(199)	320
2022 House Vote: Republican	30%	(59)	70%	(142)	201
2022 House Vote: Didnt Vote	31%	(88)	69%	(198)	286
2020 Vote: Joe Biden	36%	(115)	64%	(202)	317
2020 Vote: Donald Trump	27%	(59)	73%	(157)	217
2020 Vote: Didn't Vote	36%	(93)	64%	(166)	259
2018 House Vote: Democrat	38%	(108)	62%	(175)	283
2018 House Vote: Republican	25%	(38)	75%	(115)	153
2018 House Vote: Didnt Vote	33%	(124)	67%	(248)	372

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Table IDFA3_1NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	33%	(272)	67%	(543)	815
4-Region: Northeast	30%	(42)	70%	(98)	140
4-Region: Midwest	30%	(43)	70%	(98)	141
4-Region: South	35%	(128)	65%	(238)	366
4-Region: West	35%	(59)	65%	(109)	169
2403147	31%	(139)	69%	(314)	453
2403157	37%	(133)	63%	(229)	362
WIC Participant	38%	(140)	62%	(225)	365
Family of WIC Part.	28%	(142)	72%	(368)	510
Groc. Shopping: Almost all	33%	(164)	67%	(339)	503
Groc. Shopping: Most	36%	(47)	64%	(82)	129
Groc. Shopping: About Half	29%	(27)	71%	(67)	95
Groc. Shopping: Some	35%	(26)	65%	(48)	74
Groc. Shopping: >half	33%	(211)	67%	(421)	632
Groc. Shopping: <half	37%	(33)	63%	(55)	88

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

Table IDFA3_2NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	23%	(191)	77%	(624)	815
Gender: Male	26%	(85)	74%	(246)	331
Gender: Female	22%	(106)	78%	(378)	484
Age: 18-34	22%	(104)	78%	(377)	481
Age: 35-44	29%	(60)	71%	(144)	204
Age: 45-64	22%	(23)	78%	(83)	106
GenZers: 1997-2012	18%	(46)	82%	(204)	250
Millennials: 1981-1996	27%	(113)	73%	(304)	417
GenXers: 1965-1980	24%	(26)	76%	(82)	108
PID: Dem (no lean)	24%	(90)	76%	(278)	368
PID: Ind (no lean)	20%	(45)	80%	(177)	222
PID: Rep (no lean)	25%	(56)	75%	(169)	224
PID/Gender: Dem Men	24%	(36)	76%	(118)	154
PID/Gender: Dem Women	25%	(54)	75%	(160)	214
PID/Gender: Ind Men	29%	(15)	71%	(37)	52
PID/Gender: Ind Women	18%	(30)	82%	(140)	170
PID/Gender: Rep Men	27%	(33)	73%	(92)	125
PID/Gender: Rep Women	22%	(22)	78%	(77)	100
Ideo: Liberal (1-3)	23%	(61)	77%	(203)	264
Ideo: Moderate (4)	24%	(70)	76%	(225)	295
Ideo: Conservative (5-7)	25%	(46)	75%	(135)	181
Educ: < College	23%	(158)	77%	(534)	692
Educ: Bachelors degree	28%	(25)	72%	(65)	89
Income: Under 50k	21%	(118)	79%	(434)	551
Income: 50k-100k	30%	(53)	70%	(122)	175
Income: 100k+	23%	(21)	77%	(68)	89
Ethnicity: White	25%	(140)	75%	(426)	566
Ethnicity: Hispanic	27%	(84)	73%	(223)	307
Ethnicity: Black	18%	(30)	82%	(140)	170
Ethnicity: Other	26%	(20)	74%	(58)	78

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Table IDFA3_2NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	23%	(191)	77%	(624)	815
All Christian	32%	(94)	68%	(198)	292
All Non-Christian	27%	(17)	73%	(46)	62
Agnostic/Nothing in particular	17%	(35)	83%	(174)	209
Something Else	13%	(30)	87%	(194)	224
Religious Non-Protestant/Catholic	29%	(19)	71%	(48)	67
Evangelical	21%	(59)	79%	(228)	288
Non-Evangelical	28%	(60)	72%	(156)	216
Community: Urban	24%	(91)	76%	(287)	378
Community: Suburban	25%	(63)	75%	(192)	255
Community: Rural	20%	(37)	80%	(145)	183
Employ: Private Sector	24%	(64)	76%	(200)	264
Employ: Government	25%	(28)	75%	(83)	110
Employ: Self-Employed	39%	(48)	61%	(75)	123
Employ: Homemaker	20%	(13)	80%	(53)	66
Employ: Retired	29%	(15)	71%	(37)	52
Employ: Unemployed	9%	(10)	91%	(97)	107
Employ: Other	15%	(8)	85%	(46)	54
Military HH: Yes	20%	(19)	80%	(75)	94
Military HH: No	24%	(173)	76%	(549)	721
2022 House Vote: Democrat	28%	(89)	72%	(230)	320
2022 House Vote: Republican	31%	(62)	69%	(139)	201
2022 House Vote: Didnt Vote	14%	(40)	86%	(246)	286
2020 Vote: Joe Biden	32%	(100)	68%	(217)	317
2020 Vote: Donald Trump	29%	(62)	71%	(155)	217
2020 Vote: Didn't Vote	9%	(24)	91%	(235)	259
2018 House Vote: Democrat	31%	(88)	69%	(196)	283
2018 House Vote: Republican	29%	(45)	71%	(108)	153
2018 House Vote: Didnt Vote	16%	(59)	84%	(313)	372

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Table IDFA3_2NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	23%	(191)	77%	(624)	815
4-Region: Northeast	15%	(21)	85%	(118)	140
4-Region: Midwest	30%	(43)	70%	(98)	141
4-Region: South	21%	(77)	79%	(288)	366
4-Region: West	29%	(50)	71%	(119)	169
2403147	24%	(110)	76%	(343)	453
2403157	23%	(82)	77%	(280)	362
WIC Participant	26%	(96)	74%	(269)	365
Family of WIC Part.	20%	(102)	80%	(407)	510
Groc. Shopping: Almost all	24%	(122)	76%	(381)	503
Groc. Shopping: Most	28%	(36)	72%	(93)	129
Groc. Shopping: About Half	18%	(17)	82%	(78)	95
Groc. Shopping: Some	20%	(15)	80%	(59)	74
Groc. Shopping: >half	25%	(158)	75%	(475)	632
Groc. Shopping: <half	19%	(17)	81%	(71)	88

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

Table IDFA3_3NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	35% (282)	65% (533)	815
Gender: Male	32% (106)	68% (225)	331
Gender: Female	36% (176)	64% (308)	484
Age: 18-34	33% (161)	67% (320)	481
Age: 35-44	38% (77)	62% (127)	204
Age: 45-64	33% (35)	67% (71)	106
GenZers: 1997-2012	31% (78)	69% (172)	250
Millennials: 1981-1996	38% (158)	62% (259)	417
GenXers: 1965-1980	31% (33)	69% (75)	108
PID: Dem (no lean)	37% (136)	63% (232)	368
PID: Ind (no lean)	30% (67)	70% (155)	222
PID: Rep (no lean)	35% (78)	65% (146)	224
PID/Gender: Dem Men	34% (53)	66% (102)	154
PID/Gender: Dem Women	39% (84)	61% (130)	214
PID/Gender: Ind Men	22% (12)	78% (41)	52
PID/Gender: Ind Women	33% (56)	67% (114)	170
PID/Gender: Rep Men	33% (42)	67% (83)	125
PID/Gender: Rep Women	36% (36)	64% (63)	100
Ideo: Liberal (1-3)	35% (93)	65% (170)	264
Ideo: Moderate (4)	39% (114)	61% (181)	295
Ideo: Conservative (5-7)	30% (55)	70% (126)	181
Educ: < College	35% (243)	65% (449)	692
Educ: Bachelors degree	34% (30)	66% (59)	89
Income: Under 50k	33% (181)	67% (370)	551
Income: 50k-100k	36% (63)	64% (112)	175
Income: 100k+	43% (38)	57% (51)	89
Ethnicity: White	36% (205)	64% (361)	566
Ethnicity: Hispanic	39% (121)	61% (187)	307
Ethnicity: Black	28% (48)	72% (123)	170
Ethnicity: Other	37% (29)	63% (49)	78

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Table IDFA3_3NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	35% (282)	65% (533)	815
All Christian	43% (124)	57% (168)	292
All Non-Christian	36% (23)	64% (40)	62
Agnostic/Nothing in particular	29% (60)	71% (149)	209
Something Else	31% (69)	69% (155)	224
Religious Non-Protestant/Catholic	35% (24)	65% (43)	67
Evangelical	38% (109)	62% (179)	288
Non-Evangelical	37% (79)	63% (137)	216
Community: Urban	37% (141)	63% (237)	378
Community: Suburban	27% (69)	73% (186)	255
Community: Rural	39% (72)	61% (111)	183
Employ: Private Sector	37% (97)	63% (168)	264
Employ: Government	18% (20)	82% (90)	110
Employ: Self-Employed	36% (44)	64% (79)	123
Employ: Homemaker	47% (31)	53% (35)	66
Employ: Retired	32% (17)	68% (35)	52
Employ: Unemployed	27% (29)	73% (78)	107
Employ: Other	42% (22)	58% (31)	54
Military HH: Yes	42% (40)	58% (54)	94
Military HH: No	34% (242)	66% (479)	721
2022 House Vote: Democrat	36% (114)	64% (205)	320
2022 House Vote: Republican	33% (66)	67% (135)	201
2022 House Vote: Didnt Vote	34% (97)	66% (189)	286
2020 Vote: Joe Biden	35% (112)	65% (204)	317
2020 Vote: Donald Trump	37% (80)	63% (136)	217
2020 Vote: Didn't Vote	31% (80)	69% (179)	259
2018 House Vote: Democrat	37% (105)	63% (178)	283
2018 House Vote: Republican	33% (51)	67% (102)	153
2018 House Vote: Didnt Vote	33% (123)	67% (249)	372

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Table IDFA3_3NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	35% (282)	65% (533)	815
4-Region: Northeast	44% (61)	56% (79)	140
4-Region: Midwest	26% (36)	74% (105)	141
4-Region: South	34% (124)	66% (241)	366
4-Region: West	36% (60)	64% (109)	169
2403147	32% (144)	68% (309)	453
2403157	38% (138)	62% (224)	362
WIC Participant	36% (131)	64% (234)	365
Family of WIC Part.	35% (177)	65% (332)	510
Groc. Shopping: Almost all	40% (200)	60% (303)	503
Groc. Shopping: Most	32% (41)	68% (88)	129
Groc. Shopping: About Half	27% (25)	73% (69)	95
Groc. Shopping: Some	20% (14)	80% (59)	74
Groc. Shopping: >half	38% (241)	62% (391)	632
Groc. Shopping: <half	18% (15)	82% (73)	88

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

Table IDFA3_4NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would affect your shopping for milk and dairy products? Please select all that apply. — It will make me go shopping less for milk and dairy products*

Demographic	Selected		Not Selected		Total N
WIC Households	21%	(168)	79%	(647)	815
Gender: Male	29%	(95)	71%	(236)	331
Gender: Female	15%	(72)	85%	(411)	484
Age: 18-34	21%	(101)	79%	(380)	481
Age: 35-44	20%	(42)	80%	(162)	204
Age: 45-64	17%	(18)	83%	(88)	106
GenZers: 1997-2012	23%	(58)	77%	(192)	250
Millennials: 1981-1996	20%	(84)	80%	(333)	417
GenXers: 1965-1980	16%	(17)	84%	(90)	108
PID: Dem (no lean)	19%	(71)	81%	(297)	368
PID: Ind (no lean)	14%	(32)	86%	(191)	222
PID: Rep (no lean)	29%	(65)	71%	(160)	224
PID/Gender: Dem Men	27%	(42)	73%	(112)	154
PID/Gender: Dem Women	14%	(29)	86%	(185)	214
PID/Gender: Ind Men	15%	(8)	85%	(45)	52
PID/Gender: Ind Women	14%	(24)	86%	(146)	170
PID/Gender: Rep Men	37%	(46)	63%	(79)	125
PID/Gender: Rep Women	19%	(19)	81%	(80)	100
Ideo: Liberal (1-3)	24%	(63)	76%	(201)	264
Ideo: Moderate (4)	19%	(55)	81%	(239)	295
Ideo: Conservative (5-7)	19%	(34)	81%	(147)	181
Educ: < College	19%	(129)	81%	(563)	692
Educ: Bachelors degree	34%	(30)	66%	(59)	89
Income: Under 50k	17%	(94)	83%	(457)	551
Income: 50k-100k	30%	(52)	70%	(123)	175
Income: 100k+	24%	(21)	76%	(67)	89
Ethnicity: White	19%	(110)	81%	(456)	566
Ethnicity: Hispanic	19%	(59)	81%	(249)	307
Ethnicity: Black	23%	(39)	77%	(131)	170
Ethnicity: Other	24%	(19)	76%	(60)	78

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Table IDFA3_4NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would affect your shopping for milk and dairy products? Please select all that apply. — It will make me go shopping less for milk and dairy products*

Demographic	Selected		Not Selected		Total N
WIC Households	21%	(168)	79%	(647)	815
All Christian	24%	(69)	76%	(223)	292
All Non-Christian	29%	(18)	71%	(44)	62
Agnostic/Nothing in particular	19%	(40)	81%	(169)	209
Something Else	12%	(26)	88%	(197)	224
Religious Non-Protestant/Catholic	28%	(19)	72%	(48)	67
Evangelical	20%	(59)	80%	(229)	288
Non-Evangelical	16%	(34)	84%	(182)	216
Community: Urban	22%	(82)	78%	(296)	378
Community: Suburban	20%	(52)	80%	(203)	255
Community: Rural	19%	(34)	81%	(149)	183
Employ: Private Sector	29%	(77)	71%	(187)	264
Employ: Government	19%	(20)	81%	(90)	110
Employ: Self-Employed	15%	(18)	85%	(105)	123
Employ: Homemaker	5%	(3)	95%	(63)	66
Employ: Retired	27%	(14)	73%	(38)	52
Employ: Unemployed	17%	(18)	83%	(89)	107
Employ: Other	14%	(7)	86%	(46)	54
Military HH: Yes	16%	(15)	84%	(79)	94
Military HH: No	21%	(153)	79%	(568)	721
2022 House Vote: Democrat	23%	(75)	77%	(245)	320
2022 House Vote: Republican	24%	(48)	76%	(153)	201
2022 House Vote: Didnt Vote	15%	(44)	85%	(242)	286
2020 Vote: Joe Biden	22%	(70)	78%	(247)	317
2020 Vote: Donald Trump	24%	(51)	76%	(165)	217
2020 Vote: Didn't Vote	17%	(44)	83%	(215)	259
2018 House Vote: Democrat	22%	(62)	78%	(221)	283
2018 House Vote: Republican	26%	(40)	74%	(113)	153
2018 House Vote: Didnt Vote	18%	(65)	82%	(306)	372

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Table IDFA3_4NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would affect your shopping for milk and dairy products? Please select all that apply. — It will make me go shopping less for milk and dairy products*

Demographic	Selected		Not Selected		Total N
WIC Households	21%	(168)	79%	(647)	815
4-Region: Northeast	31%	(43)	69%	(97)	140
4-Region: Midwest	13%	(19)	87%	(122)	141
4-Region: South	19%	(70)	81%	(295)	366
4-Region: West	21%	(36)	79%	(133)	169
2403147	24%	(106)	76%	(346)	453
2403157	17%	(61)	83%	(301)	362
WIC Participant	19%	(69)	81%	(296)	365
Family of WIC Part.	22%	(114)	78%	(396)	510
Groc. Shopping: Almost all	22%	(112)	78%	(391)	503
Groc. Shopping: Most	19%	(24)	81%	(105)	129
Groc. Shopping: About Half	16%	(15)	84%	(79)	95
Groc. Shopping: Some	16%	(12)	84%	(62)	74
Groc. Shopping: >half	22%	(137)	78%	(496)	632
Groc. Shopping: <half	18%	(16)	82%	(73)	88

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

Table IDFA3_5NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	18%	(145)	82%	(670)	815
Gender: Male	23%	(76)	77%	(255)	331
Gender: Female	14%	(69)	86%	(415)	484
Age: 18-34	20%	(94)	80%	(387)	481
Age: 35-44	14%	(28)	86%	(175)	204
Age: 45-64	20%	(21)	80%	(85)	106
GenZers: 1997-2012	19%	(47)	81%	(203)	250
Millennials: 1981-1996	18%	(74)	82%	(343)	417
GenXers: 1965-1980	19%	(20)	81%	(88)	108
PID: Dem (no lean)	18%	(67)	82%	(301)	368
PID: Ind (no lean)	15%	(33)	85%	(189)	222
PID: Rep (no lean)	20%	(45)	80%	(179)	224
PID/Gender: Dem Men	26%	(41)	74%	(113)	154
PID/Gender: Dem Women	12%	(26)	88%	(188)	214
PID/Gender: Ind Men	17%	(9)	83%	(43)	52
PID/Gender: Ind Women	14%	(24)	86%	(146)	170
PID/Gender: Rep Men	21%	(26)	79%	(98)	125
PID/Gender: Rep Women	19%	(19)	81%	(81)	100
Ideo: Liberal (1-3)	16%	(42)	84%	(222)	264
Ideo: Moderate (4)	19%	(57)	81%	(238)	295
Ideo: Conservative (5-7)	15%	(28)	85%	(153)	181
Educ: < College	16%	(111)	84%	(581)	692
Educ: Bachelors degree	25%	(23)	75%	(67)	89
Income: Under 50k	15%	(85)	85%	(466)	551
Income: 50k-100k	21%	(37)	79%	(138)	175
Income: 100k+	25%	(22)	75%	(67)	89
Ethnicity: White	16%	(89)	84%	(478)	566
Ethnicity: Hispanic	14%	(44)	86%	(264)	307
Ethnicity: Black	26%	(44)	74%	(126)	170
Ethnicity: Other	15%	(12)	85%	(67)	78

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Table IDFA3_5NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	18%	(145)	82%	(670)	815
All Christian	17%	(51)	83%	(241)	292
All Non-Christian	28%	(17)	72%	(45)	62
Agnostic/Nothing in particular	18%	(39)	82%	(171)	209
Something Else	15%	(35)	85%	(189)	224
Religious Non-Protestant/Catholic	27%	(18)	73%	(49)	67
Evangelical	17%	(49)	83%	(238)	288
Non-Evangelical	15%	(32)	85%	(184)	216
Community: Urban	16%	(61)	84%	(317)	378
Community: Suburban	21%	(52)	79%	(202)	255
Community: Rural	17%	(31)	83%	(151)	183
Employ: Private Sector	20%	(53)	80%	(211)	264
Employ: Government	20%	(22)	80%	(88)	110
Employ: Self-Employed	18%	(22)	82%	(101)	123
Employ: Homemaker	9%	(6)	91%	(60)	66
Employ: Retired	14%	(7)	86%	(44)	52
Employ: Unemployed	9%	(10)	91%	(97)	107
Employ: Other	31%	(17)	69%	(37)	54
Military HH: Yes	13%	(12)	87%	(82)	94
Military HH: No	18%	(133)	82%	(588)	721
2022 House Vote: Democrat	21%	(67)	79%	(252)	320
2022 House Vote: Republican	21%	(42)	79%	(159)	201
2022 House Vote: Didnt Vote	12%	(35)	88%	(251)	286
2020 Vote: Joe Biden	20%	(64)	80%	(253)	317
2020 Vote: Donald Trump	17%	(38)	83%	(179)	217
2020 Vote: Didn't Vote	15%	(40)	85%	(219)	259
2018 House Vote: Democrat	23%	(64)	77%	(219)	283
2018 House Vote: Republican	18%	(27)	82%	(125)	153
2018 House Vote: Didnt Vote	14%	(53)	86%	(319)	372

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Table IDFA3_5NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	18%	(145)	82%	(670)	815
4-Region: Northeast	18%	(26)	82%	(114)	140
4-Region: Midwest	13%	(18)	87%	(123)	141
4-Region: South	21%	(77)	79%	(289)	366
4-Region: West	14%	(24)	86%	(145)	169
2403147	18%	(82)	82%	(371)	453
2403157	17%	(63)	83%	(299)	362
WIC Participant	18%	(66)	82%	(298)	365
Family of WIC Part.	18%	(91)	82%	(419)	510
Groc. Shopping: Almost all	17%	(85)	83%	(418)	503
Groc. Shopping: Most	22%	(28)	78%	(101)	129
Groc. Shopping: About Half	23%	(22)	77%	(72)	95
Groc. Shopping: Some	9%	(6)	91%	(67)	74
Groc. Shopping: >half	18%	(113)	82%	(519)	632
Groc. Shopping: <half	11%	(9)	89%	(79)	88

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

Table IDFA3_6NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	22% (180)	78% (635)	815
Gender: Male	25% (82)	75% (250)	331
Gender: Female	20% (99)	80% (385)	484
Age: 18-34	21% (100)	79% (381)	481
Age: 35-44	28% (58)	72% (146)	204
Age: 45-64	20% (21)	80% (85)	106
GenZers: 1997-2012	24% (60)	76% (189)	250
Millennials: 1981-1996	22% (93)	78% (324)	417
GenXers: 1965-1980	22% (23)	78% (85)	108
PID: Dem (no lean)	23% (85)	77% (283)	368
PID: Ind (no lean)	19% (41)	81% (181)	222
PID: Rep (no lean)	24% (54)	76% (170)	224
PID/Gender: Dem Men	23% (35)	77% (119)	154
PID/Gender: Dem Women	23% (50)	77% (164)	214
PID/Gender: Ind Men	23% (12)	77% (40)	52
PID/Gender: Ind Women	17% (29)	83% (141)	170
PID/Gender: Rep Men	28% (34)	72% (90)	125
PID/Gender: Rep Women	20% (20)	80% (80)	100
Ideo: Liberal (1-3)	25% (67)	75% (197)	264
Ideo: Moderate (4)	19% (56)	81% (239)	295
Ideo: Conservative (5-7)	19% (34)	81% (147)	181
Educ: < College	20% (139)	80% (553)	692
Educ: Bachelors degree	33% (30)	67% (60)	89
Income: Under 50k	20% (108)	80% (443)	551
Income: 50k-100k	24% (43)	76% (132)	175
Income: 100k+	33% (29)	67% (59)	89
Ethnicity: White	22% (123)	78% (444)	566
Ethnicity: Hispanic	23% (70)	77% (238)	307
Ethnicity: Black	27% (47)	73% (123)	170
Ethnicity: Other	14% (11)	86% (67)	78

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Table IDFA3_6NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	22% (180)	78% (635)	815
All Christian	28% (80)	72% (212)	292
All Non-Christian	25% (15)	75% (47)	62
Agnostic/Nothing in particular	21% (43)	79% (166)	209
Something Else	15% (35)	85% (189)	224
Religious Non-Protestant/Catholic	25% (17)	75% (50)	67
Evangelical	24% (69)	76% (218)	288
Non-Evangelical	19% (41)	81% (176)	216
Community: Urban	21% (80)	79% (298)	378
Community: Suburban	24% (60)	76% (194)	255
Community: Rural	22% (40)	78% (143)	183
Employ: Private Sector	29% (76)	71% (188)	264
Employ: Government	31% (34)	69% (77)	110
Employ: Self-Employed	11% (14)	89% (109)	123
Employ: Homemaker	23% (15)	77% (50)	66
Employ: Retired	18% (9)	82% (42)	52
Employ: Unemployed	12% (13)	88% (94)	107
Employ: Other	18% (10)	82% (44)	54
Military HH: Yes	28% (26)	72% (68)	94
Military HH: No	21% (154)	79% (567)	721
2022 House Vote: Democrat	19% (61)	81% (259)	320
2022 House Vote: Republican	28% (56)	72% (145)	201
2022 House Vote: Didnt Vote	21% (61)	79% (225)	286
2020 Vote: Joe Biden	21% (68)	79% (249)	317
2020 Vote: Donald Trump	21% (44)	79% (172)	217
2020 Vote: Didn't Vote	24% (62)	76% (197)	259
2018 House Vote: Democrat	21% (59)	79% (225)	283
2018 House Vote: Republican	25% (39)	75% (114)	153
2018 House Vote: Didnt Vote	22% (81)	78% (291)	372

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Table IDFA3_6NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would 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 Households	22%	(180)	78%	(635)	815
4-Region: Northeast	24%	(34)	76%	(106)	140
4-Region: Midwest	12%	(17)	88%	(124)	141
4-Region: South	27%	(98)	73%	(268)	366
4-Region: West	19%	(32)	81%	(137)	169
2403147	23%	(106)	77%	(346)	453
2403157	20%	(74)	80%	(288)	362
WIC Participant	26%	(96)	74%	(269)	365
Family of WIC Part.	20%	(102)	80%	(408)	510
Groc. Shopping: Almost all	22%	(110)	78%	(393)	503
Groc. Shopping: Most	30%	(39)	70%	(90)	129
Groc. Shopping: About Half	17%	(16)	83%	(79)	95
Groc. Shopping: Some	16%	(12)	84%	(62)	74
Groc. Shopping: >half	24%	(149)	76%	(483)	632
Groc. Shopping: <half	18%	(16)	82%	(73)	88

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

Table IDFA3_7NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would affect your shopping for milk and dairy products? Please select all that apply. — None of these*

Demographic	Selected		Not Selected		Total N
WIC Households	9%	(76)	91%	(739)	815
Gender: Male	5%	(16)	95%	(315)	331
Gender: Female	12%	(60)	88%	(424)	484
Age: 18-34	10%	(46)	90%	(435)	481
Age: 35-44	5%	(10)	95%	(194)	204
Age: 45-64	15%	(16)	85%	(90)	106
GenZers: 1997-2012	9%	(23)	91%	(227)	250
Millennials: 1981-1996	8%	(32)	92%	(386)	417
GenXers: 1965-1980	14%	(15)	86%	(93)	108
PID: Dem (no lean)	6%	(22)	94%	(347)	368
PID: Ind (no lean)	15%	(34)	85%	(189)	222
PID: Rep (no lean)	9%	(21)	91%	(204)	224
PID/Gender: Dem Men	3%	(5)	97%	(149)	154
PID/Gender: Dem Women	8%	(16)	92%	(198)	214
PID/Gender: Ind Men	7%	(4)	93%	(49)	52
PID/Gender: Ind Women	18%	(30)	82%	(140)	170
PID/Gender: Rep Men	5%	(7)	95%	(118)	125
PID/Gender: Rep Women	14%	(14)	86%	(86)	100
Ideo: Liberal (1-3)	6%	(15)	94%	(249)	264
Ideo: Moderate (4)	9%	(26)	91%	(268)	295
Ideo: Conservative (5-7)	13%	(23)	87%	(158)	181
Educ: < College	10%	(71)	90%	(621)	692
Educ: Bachelors degree	4%	(4)	96%	(86)	89
Income: Under 50k	10%	(56)	90%	(496)	551
Income: 50k-100k	7%	(13)	93%	(162)	175
Income: 100k+	8%	(7)	92%	(81)	89
Ethnicity: White	9%	(50)	91%	(516)	566
Ethnicity: Hispanic	4%	(13)	96%	(295)	307
Ethnicity: Black	11%	(18)	89%	(152)	170
Ethnicity: Other	10%	(8)	90%	(71)	78

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Table IDFA3_7NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would affect your shopping for milk and dairy products? Please select all that apply. — None of these*

Demographic	Selected		Not Selected		Total N
WIC Households	9%	(76)	91%	(739)	815
All Christian	3%	(7)	97%	(285)	292
All Non-Christian	5%	(3)	95%	(59)	62
Agnostic/Nothing in particular	14%	(29)	86%	(180)	209
Something Else	16%	(36)	84%	(188)	224
Religious Non-Protestant/Catholic	5%	(3)	95%	(64)	67
Evangelical	9%	(27)	91%	(260)	288
Non-Evangelical	7%	(16)	93%	(201)	216
Community: Urban	9%	(34)	91%	(344)	378
Community: Suburban	9%	(24)	91%	(231)	255
Community: Rural	10%	(18)	90%	(165)	183
Employ: Private Sector	5%	(13)	95%	(251)	264
Employ: Government	1%	(1)	99%	(109)	110
Employ: Self-Employed	6%	(7)	94%	(116)	123
Employ: Homemaker	18%	(12)	82%	(54)	66
Employ: Retired	17%	(9)	83%	(43)	52
Employ: Unemployed	23%	(25)	77%	(82)	107
Employ: Other	16%	(9)	84%	(45)	54
Military HH: Yes	4%	(4)	96%	(90)	94
Military HH: No	10%	(72)	90%	(649)	721
2022 House Vote: Democrat	5%	(15)	95%	(304)	320
2022 House Vote: Republican	8%	(16)	92%	(184)	201
2022 House Vote: Didnt Vote	15%	(44)	85%	(242)	286
2020 Vote: Joe Biden	5%	(17)	95%	(299)	317
2020 Vote: Donald Trump	9%	(19)	91%	(198)	217
2020 Vote: Didn't Vote	14%	(37)	86%	(222)	259
2018 House Vote: Democrat	4%	(10)	96%	(273)	283
2018 House Vote: Republican	10%	(15)	90%	(138)	153
2018 House Vote: Didnt Vote	13%	(50)	87%	(322)	372

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Table IDFA3_7NET: *If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, which of the following best describes how the proposed reduction would affect your shopping for milk and dairy products? Please select all that apply. — None of these*

Demographic	Selected		Not Selected		Total N
WIC Households	9%	(76)	91%	(739)	815
4-Region: Northeast	10%	(13)	90%	(126)	140
4-Region: Midwest	11%	(15)	89%	(126)	141
4-Region: South	8%	(29)	92%	(337)	366
4-Region: West	11%	(18)	89%	(151)	169
2403147	10%	(45)	90%	(408)	453
2403157	9%	(31)	91%	(331)	362
WIC Participant	8%	(29)	92%	(335)	365
Family of WIC Part.	10%	(53)	90%	(457)	510
Groc. Shopping: Almost all	9%	(45)	91%	(458)	503
Groc. Shopping: Most	5%	(7)	95%	(122)	129
Groc. Shopping: About Half	15%	(15)	85%	(80)	95
Groc. Shopping: Some	13%	(9)	87%	(64)	74
Groc. Shopping: >half	8%	(52)	92%	(580)	632
Groc. Shopping: <half	11%	(9)	89%	(79)	88

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

Table IDFA4: 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 Households	17%	(140)	52%	(428)	30%	(247)	815
Gender: Male	18%	(59)	60%	(199)	22%	(74)	331
Gender: Female	17%	(81)	47%	(229)	36%	(173)	484
Age: 18-34	15%	(72)	52%	(252)	32%	(156)	481
Age: 35-44	15%	(30)	57%	(117)	28%	(58)	204
Age: 45-64	27%	(28)	48%	(51)	25%	(27)	106
GenZers: 1997-2012	13%	(33)	45%	(113)	41%	(104)	250
Millennials: 1981-1996	15%	(62)	60%	(251)	25%	(104)	417
GenXers: 1965-1980	27%	(29)	46%	(49)	28%	(30)	108
PID: Dem (no lean)	16%	(61)	55%	(203)	28%	(105)	368
PID: Ind (no lean)	18%	(41)	47%	(105)	34%	(76)	222
PID: Rep (no lean)	17%	(39)	53%	(120)	29%	(66)	224
PID/Gender: Dem Men	22%	(34)	60%	(92)	18%	(28)	154
PID/Gender: Dem Women	12%	(27)	52%	(111)	36%	(77)	214
PID/Gender: Ind Men	19%	(10)	52%	(27)	29%	(15)	52
PID/Gender: Ind Women	18%	(30)	46%	(78)	36%	(61)	170
PID/Gender: Rep Men	12%	(15)	64%	(79)	25%	(31)	125
PID/Gender: Rep Women	24%	(24)	40%	(40)	35%	(35)	100
Ideo: Liberal (1-3)	15%	(38)	54%	(143)	31%	(82)	264
Ideo: Moderate (4)	20%	(59)	56%	(164)	24%	(71)	295
Ideo: Conservative (5-7)	18%	(33)	50%	(90)	32%	(58)	181
Educ: < College	18%	(124)	49%	(342)	33%	(226)	692
Educ: Bachelors degree	16%	(14)	68%	(61)	16%	(14)	89
Income: Under 50k	18%	(97)	46%	(253)	37%	(201)	551
Income: 50k-100k	19%	(34)	62%	(109)	19%	(33)	175
Income: 100k+	11%	(10)	74%	(66)	15%	(13)	89
Ethnicity: White	17%	(98)	54%	(306)	29%	(163)	566
Ethnicity: Hispanic	12%	(35)	53%	(163)	35%	(109)	307
Ethnicity: Black	18%	(31)	51%	(86)	31%	(53)	170
Ethnicity: Other	15%	(12)	45%	(35)	40%	(31)	78

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Table IDFA4: *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
	%	(N)	%	(N)	%	(N)	
WIC Households	17%	(140)	52%	(428)	30%	(247)	815
All Christian	11%	(32)	61%	(178)	28%	(82)	292
All Non-Christian	21%	(13)	58%	(36)	20%	(13)	62
Agnostic/Nothing in particular	25%	(53)	42%	(88)	33%	(68)	209
Something Else	17%	(38)	50%	(112)	33%	(74)	224
Religious Non-Protestant/Catholic	23%	(15)	57%	(38)	21%	(14)	67
Evangelical	15%	(44)	60%	(171)	25%	(72)	288
Non-Evangelical	11%	(23)	52%	(113)	37%	(81)	216
Community: Urban	14%	(54)	58%	(220)	27%	(104)	378
Community: Suburban	19%	(48)	46%	(116)	36%	(91)	255
Community: Rural	21%	(39)	50%	(91)	29%	(53)	183
Employ: Private Sector	14%	(38)	54%	(143)	31%	(83)	264
Employ: Government	20%	(22)	59%	(65)	21%	(23)	110
Employ: Self-Employed	10%	(13)	53%	(65)	37%	(46)	123
Employ: Homemaker	22%	(14)	64%	(42)	14%	(9)	66
Employ: Retired	18%	(9)	54%	(28)	28%	(14)	52
Employ: Unemployed	27%	(29)	38%	(41)	35%	(37)	107
Employ: Other	18%	(9)	53%	(29)	29%	(16)	54
Military HH: Yes	22%	(20)	50%	(47)	29%	(27)	94
Military HH: No	17%	(120)	53%	(381)	31%	(220)	721
2022 House Vote: Democrat	15%	(49)	59%	(189)	25%	(81)	320
2022 House Vote: Republican	18%	(36)	52%	(104)	31%	(61)	201
2022 House Vote: Didnt Vote	19%	(54)	45%	(129)	36%	(102)	286
2020 Vote: Joe Biden	19%	(61)	57%	(179)	24%	(77)	317
2020 Vote: Donald Trump	18%	(38)	53%	(115)	30%	(64)	217
2020 Vote: Didn't Vote	15%	(40)	45%	(116)	40%	(103)	259
2018 House Vote: Democrat	15%	(42)	59%	(168)	26%	(74)	283
2018 House Vote: Republican	22%	(33)	52%	(80)	26%	(40)	153
2018 House Vote: Didnt Vote	17%	(64)	47%	(176)	35%	(132)	372

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Table IDFA4: *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 Households	17%	(140)	52%	(428)	30%	(247)	815
4-Region: Northeast	13%	(18)	56%	(79)	31%	(43)	140
4-Region: Midwest	24%	(34)	48%	(68)	28%	(40)	141
4-Region: South	18%	(66)	52%	(189)	30%	(111)	366
4-Region: West	13%	(22)	55%	(92)	32%	(54)	169
2403147	15%	(70)	49%	(222)	36%	(161)	453
2403157	19%	(70)	57%	(205)	24%	(86)	362
WIC Participant	15%	(53)	64%	(235)	21%	(76)	365
Family of WIC Part.	18%	(92)	48%	(242)	34%	(176)	510
Groc. Shopping: Almost all	16%	(79)	54%	(272)	30%	(152)	503
Groc. Shopping: Most	12%	(16)	63%	(81)	25%	(32)	129
Groc. Shopping: About Half	23%	(22)	42%	(40)	35%	(33)	95
Groc. Shopping: Some	26%	(19)	37%	(27)	36%	(27)	74
Groc. Shopping: >half	15%	(94)	56%	(354)	29%	(184)	632
Groc. Shopping: <half	27%	(24)	39%	(34)	34%	(30)	88

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

Table IDFADEM1_INET: 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? Select all that apply. — Yes, I participate in WIC myself

Demographic	Selected		Not Selected		Total N
WIC Households	45%	(365)	55%	(450)	815
Gender: Male	45%	(150)	55%	(181)	331
Gender: Female	44%	(215)	56%	(269)	484
Age: 18-34	47%	(227)	53%	(255)	481
Age: 35-44	45%	(91)	55%	(112)	204
Age: 45-64	36%	(38)	64%	(68)	106
GenZers: 1997-2012	40%	(99)	60%	(150)	250
Millennials: 1981-1996	51%	(214)	49%	(204)	417
GenXers: 1965-1980	37%	(40)	63%	(68)	108
PID: Dem (no lean)	42%	(155)	58%	(213)	368
PID: Ind (no lean)	47%	(105)	53%	(117)	222
PID: Rep (no lean)	47%	(105)	53%	(120)	224
PID/Gender: Dem Men	46%	(71)	54%	(83)	154
PID/Gender: Dem Women	39%	(84)	61%	(130)	214
PID/Gender: Ind Men	28%	(15)	72%	(37)	52
PID/Gender: Ind Women	53%	(90)	47%	(80)	170
PID/Gender: Rep Men	51%	(64)	49%	(61)	125
PID/Gender: Rep Women	41%	(41)	59%	(59)	100
Ideo: Liberal (1-3)	42%	(112)	58%	(152)	264
Ideo: Moderate (4)	50%	(147)	50%	(148)	295
Ideo: Conservative (5-7)	39%	(70)	61%	(111)	181
Educ: < College	44%	(305)	56%	(387)	692
Educ: Bachelors degree	46%	(41)	54%	(48)	89
Income: Under 50k	43%	(236)	57%	(316)	551
Income: 50k-100k	47%	(81)	53%	(94)	175
Income: 100k+	53%	(47)	47%	(41)	89
Ethnicity: White	48%	(272)	52%	(294)	566
Ethnicity: Hispanic	49%	(152)	51%	(156)	307
Ethnicity: Black	39%	(66)	61%	(104)	170
Ethnicity: Other	33%	(26)	67%	(52)	78

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Table IDFADEM1_1NET: 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? Select all that apply. — Yes, I participate in WIC myself

Demographic	Selected		Not Selected		Total N
WIC Households	45%	(365)	55%	(450)	815
All Christian	45%	(133)	55%	(160)	292
All Non-Christian	62%	(39)	38%	(24)	62
Agnostic/Nothing in particular	42%	(87)	58%	(122)	209
Something Else	42%	(94)	58%	(130)	224
Religious Non-Protestant/Catholic	62%	(42)	38%	(25)	67
Evangelical	48%	(137)	52%	(151)	288
Non-Evangelical	38%	(82)	62%	(134)	216
Community: Urban	47%	(177)	53%	(201)	378
Community: Suburban	44%	(111)	56%	(144)	255
Community: Rural	42%	(76)	58%	(106)	183
Employ: Private Sector	48%	(127)	52%	(138)	264
Employ: Government	50%	(55)	50%	(55)	110
Employ: Self-Employed	30%	(36)	70%	(87)	123
Employ: Homemaker	61%	(40)	39%	(26)	66
Employ: Retired	43%	(22)	57%	(30)	52
Employ: Unemployed	50%	(53)	50%	(54)	107
Employ: Other	29%	(16)	71%	(38)	54
Military HH: Yes	54%	(50)	46%	(44)	94
Military HH: No	44%	(314)	56%	(407)	721
2022 House Vote: Democrat	43%	(139)	57%	(181)	320
2022 House Vote: Republican	45%	(90)	55%	(111)	201
2022 House Vote: Didnt Vote	46%	(132)	54%	(154)	286
2020 Vote: Joe Biden	47%	(148)	53%	(169)	317
2020 Vote: Donald Trump	40%	(88)	60%	(129)	217
2020 Vote: Didn't Vote	44%	(115)	56%	(144)	259
2018 House Vote: Democrat	41%	(115)	59%	(168)	283
2018 House Vote: Republican	50%	(76)	50%	(77)	153
2018 House Vote: Didnt Vote	46%	(170)	54%	(202)	372

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Table IDFAdem1_1NET: 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? Select all that apply. — Yes, I participate in WIC myself

Demographic	Selected		Not Selected		Total N
WIC Households	45%	(365)	55%	(450)	815
4-Region: Northeast	53%	(73)	47%	(66)	140
4-Region: Midwest	32%	(45)	68%	(96)	141
4-Region: South	47%	(172)	53%	(194)	366
4-Region: West	44%	(74)	56%	(95)	169
2403147	39%	(179)	61%	(274)	453
2403157	51%	(186)	49%	(176)	362
WIC Participant	100%	(365)	—	(0)	365
Family of WIC Part.	12%	(59)	88%	(450)	510
Groc. Shopping: Almost all	48%	(242)	52%	(261)	503
Groc. Shopping: Most	45%	(58)	55%	(72)	129
Groc. Shopping: About Half	47%	(44)	53%	(50)	95
Groc. Shopping: Some	26%	(19)	74%	(55)	74
Groc. Shopping: >half	47%	(299)	53%	(333)	632
Groc. Shopping: <half	24%	(21)	76%	(67)	88

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

Table IDFADEM1_2NET: 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? Select all that apply. — Yes, someone in my immediate family participates in WIC

Demographic	Selected		Not Selected		Total N
WIC Households	63%	(510)	37%	(305)	815
Gender: Male	64%	(212)	36%	(119)	331
Gender: Female	62%	(298)	38%	(186)	484
Age: 18-34	61%	(295)	39%	(186)	481
Age: 35-44	61%	(125)	39%	(79)	204
Age: 45-64	70%	(74)	30%	(32)	106
GenZers: 1997-2012	69%	(172)	31%	(78)	250
Millennials: 1981-1996	56%	(235)	44%	(182)	417
GenXers: 1965-1980	69%	(74)	31%	(34)	108
PID: Dem (no lean)	61%	(225)	39%	(144)	368
PID: Ind (no lean)	61%	(135)	39%	(87)	222
PID: Rep (no lean)	67%	(150)	33%	(74)	224
PID/Gender: Dem Men	59%	(91)	41%	(64)	154
PID/Gender: Dem Women	63%	(134)	37%	(80)	214
PID/Gender: Ind Men	74%	(39)	26%	(14)	52
PID/Gender: Ind Women	57%	(96)	43%	(73)	170
PID/Gender: Rep Men	66%	(83)	34%	(42)	125
PID/Gender: Rep Women	68%	(67)	32%	(32)	100
Ideo: Liberal (1-3)	65%	(170)	35%	(94)	264
Ideo: Moderate (4)	59%	(174)	41%	(120)	295
Ideo: Conservative (5-7)	69%	(126)	31%	(55)	181
Educ: < College	63%	(435)	37%	(257)	692
Educ: Bachelors degree	64%	(58)	36%	(32)	89
Income: Under 50k	62%	(343)	38%	(209)	551
Income: 50k-100k	63%	(110)	37%	(65)	175
Income: 100k+	65%	(57)	35%	(31)	89
Ethnicity: White	60%	(341)	40%	(225)	566
Ethnicity: Hispanic	60%	(186)	40%	(122)	307
Ethnicity: Black	67%	(115)	33%	(56)	170
Ethnicity: Other	69%	(54)	31%	(24)	78

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Table IDFADEM1_2NET: 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? Select all that apply. — Yes, someone in my immediate family participates in WIC

Demographic	Selected		Not Selected		Total N
WIC Households	63%	(510)	37%	(305)	815
All Christian	63%	(184)	37%	(108)	292
All Non-Christian	47%	(30)	53%	(33)	62
Agnostic/Nothing in particular	64%	(133)	36%	(76)	209
Something Else	66%	(148)	34%	(76)	224
Religious Non-Protestant/Catholic	47%	(31)	53%	(36)	67
Evangelical	63%	(180)	37%	(107)	288
Non-Evangelical	67%	(145)	33%	(71)	216
Community: Urban	61%	(232)	39%	(146)	378
Community: Suburban	64%	(162)	36%	(92)	255
Community: Rural	63%	(116)	37%	(67)	183
Employ: Private Sector	62%	(165)	38%	(100)	264
Employ: Government	58%	(64)	42%	(46)	110
Employ: Self-Employed	76%	(94)	24%	(29)	123
Employ: Homemaker	42%	(28)	58%	(38)	66
Employ: Retired	68%	(35)	32%	(16)	52
Employ: Unemployed	53%	(56)	47%	(50)	107
Employ: Other	74%	(40)	26%	(14)	54
Military HH: Yes	55%	(52)	45%	(42)	94
Military HH: No	64%	(458)	36%	(263)	721
2022 House Vote: Democrat	61%	(196)	39%	(124)	320
2022 House Vote: Republican	67%	(135)	33%	(66)	201
2022 House Vote: Didnt Vote	61%	(174)	39%	(112)	286
2020 Vote: Joe Biden	57%	(181)	43%	(135)	317
2020 Vote: Donald Trump	71%	(154)	29%	(63)	217
2020 Vote: Didn't Vote	64%	(165)	36%	(94)	259
2018 House Vote: Democrat	64%	(180)	36%	(103)	283
2018 House Vote: Republican	65%	(100)	35%	(53)	153
2018 House Vote: Didnt Vote	61%	(226)	39%	(146)	372

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Table IDFADEM1_2NET: 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? Select all that apply. — Yes, someone in my immediate family participates in WIC

Demographic	Selected		Not Selected		Total N
WIC Households	63%	(510)	37%	(305)	815
4-Region: Northeast	67%	(93)	33%	(46)	140
4-Region: Midwest	72%	(101)	28%	(40)	141
4-Region: South	60%	(219)	40%	(147)	366
4-Region: West	57%	(97)	43%	(72)	169
2403147	68%	(307)	32%	(145)	453
2403157	56%	(202)	44%	(160)	362
WIC Participant	16%	(59)	84%	(305)	365
Family of WIC Part.	100%	(510)	—	(0)	510
Groc. Shopping: Almost all	57%	(289)	43%	(214)	503
Groc. Shopping: Most	69%	(90)	31%	(39)	129
Groc. Shopping: About Half	68%	(64)	32%	(31)	95
Groc. Shopping: Some	74%	(55)	26%	(19)	74
Groc. Shopping: >half	60%	(379)	40%	(254)	632
Groc. Shopping: <half	76%	(67)	24%	(21)	88

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

Table IDFADEM1_3NET: 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? Select all that apply. — No, neither I nor anyone in my immediate family participates in WIC

Demographic		Not Selected	Total N
WIC Households	100%	(815)	815
Gender: Male	100%	(331)	331
Gender: Female	100%	(484)	484
Age: 18-34	100%	(481)	481
Age: 35-44	100%	(204)	204
Age: 45-64	100%	(106)	106
GenZers: 1997-2012	100%	(250)	250
Millennials: 1981-1996	100%	(417)	417
GenXers: 1965-1980	100%	(108)	108
PID: Dem (no lean)	100%	(368)	368
PID: Ind (no lean)	100%	(222)	222
PID: Rep (no lean)	100%	(224)	224
PID/Gender: Dem Men	100%	(154)	154
PID/Gender: Dem Women	100%	(214)	214
PID/Gender: Ind Men	100%	(52)	52
PID/Gender: Ind Women	100%	(170)	170
PID/Gender: Rep Men	100%	(125)	125
PID/Gender: Rep Women	100%	(100)	100
Ideo: Liberal (1-3)	100%	(264)	264
Ideo: Moderate (4)	100%	(295)	295
Ideo: Conservative (5-7)	100%	(181)	181
Educ: < College	100%	(692)	692
Educ: Bachelors degree	100%	(89)	89
Income: Under 50k	100%	(551)	551
Income: 50k-100k	100%	(175)	175
Income: 100k+	100%	(89)	89
Ethnicity: White	100%	(566)	566
Ethnicity: Hispanic	100%	(307)	307
Ethnicity: Black	100%	(170)	170
Ethnicity: Other	100%	(78)	78

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Table IDFADEM1_3NET: 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? Select all that apply. — No, neither I nor anyone in my immediate family participates in WIC

Demographic		Not Selected	Total N
WIC Households	100%	(815)	815
All Christian	100%	(292)	292
All Non-Christian	100%	(62)	62
Agnostic/Nothing in particular	100%	(209)	209
Something Else	100%	(224)	224
Religious Non-Protestant/Catholic	100%	(67)	67
Evangelical	100%	(288)	288
Non-Evangelical	100%	(216)	216
Community: Urban	100%	(378)	378
Community: Suburban	100%	(255)	255
Community: Rural	100%	(183)	183
Employ: Private Sector	100%	(264)	264
Employ: Government	100%	(110)	110
Employ: Self-Employed	100%	(123)	123
Employ: Homemaker	100%	(66)	66
Employ: Retired	100%	(52)	52
Employ: Unemployed	100%	(107)	107
Employ: Other	100%	(54)	54
Military HH: Yes	100%	(94)	94
Military HH: No	100%	(721)	721
2022 House Vote: Democrat	100%	(320)	320
2022 House Vote: Republican	100%	(201)	201
2022 House Vote: Didnt Vote	100%	(286)	286
2020 Vote: Joe Biden	100%	(317)	317
2020 Vote: Donald Trump	100%	(217)	217
2020 Vote: Didn't Vote	100%	(259)	259
2018 House Vote: Democrat	100%	(283)	283
2018 House Vote: Republican	100%	(153)	153
2018 House Vote: Didnt Vote	100%	(372)	372

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Table IDFADEM1_3NET: 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? Select all that apply. — No, neither I nor anyone in my immediate family participates in WIC

Demographic		Not Selected	Total N
WIC Households	100%	(815)	815
4-Region: Northeast	100%	(140)	140
4-Region: Midwest	100%	(141)	141
4-Region: South	100%	(366)	366
4-Region: West	100%	(169)	169
2403147	100%	(453)	453
2403157	100%	(362)	362
WIC Participant	100%	(365)	365
Family of WIC Part.	100%	(510)	510
Groc. Shopping: Almost all	100%	(503)	503
Groc. Shopping: Most	100%	(129)	129
Groc. Shopping: About Half	100%	(95)	95
Groc. Shopping: Some	100%	(74)	74
Groc. Shopping: >half	100%	(632)	632
Groc. Shopping: <half	100%	(88)	88

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		Some of the grocery shopping		None of the grocery shopping		Total N
WIC Households	62%	(503)	16%	(129)	12%	(95)	9%	(74)	2%	(15)	815
Gender: Male	61%	(202)	18%	(60)	10%	(34)	8%	(26)	3%	(9)	331
Gender: Female	62%	(301)	14%	(69)	13%	(60)	10%	(48)	1%	(6)	484
Age: 18-34	59%	(285)	18%	(87)	11%	(55)	9%	(45)	2%	(9)	481
Age: 35-44	69%	(140)	12%	(24)	7%	(14)	11%	(22)	2%	(4)	204
Age: 45-64	59%	(62)	16%	(17)	19%	(20)	4%	(5)	2%	(2)	106
GenZers: 1997-2012	53%	(131)	16%	(40)	14%	(36)	15%	(36)	2%	(6)	250
Millennials: 1981-1996	68%	(284)	16%	(68)	7%	(31)	7%	(30)	1%	(5)	417
GenXers: 1965-1980	59%	(64)	16%	(17)	20%	(21)	2%	(3)	3%	(3)	108
PID: Dem (no lean)	65%	(240)	16%	(58)	6%	(23)	11%	(39)	2%	(8)	368
PID: Ind (no lean)	60%	(133)	10%	(21)	19%	(42)	11%	(23)	1%	(3)	222
PID: Rep (no lean)	58%	(130)	22%	(50)	13%	(29)	5%	(11)	2%	(4)	224
PID/Gender: Dem Men	64%	(99)	15%	(24)	7%	(11)	11%	(17)	2%	(4)	154
PID/Gender: Dem Women	66%	(141)	16%	(34)	6%	(12)	10%	(22)	2%	(5)	214
PID/Gender: Ind Men	63%	(33)	9%	(4)	20%	(10)	6%	(3)	3%	(2)	52
PID/Gender: Ind Women	59%	(100)	10%	(17)	19%	(31)	12%	(20)	1%	(1)	170
PID/Gender: Rep Men	57%	(71)	26%	(32)	10%	(12)	5%	(6)	3%	(4)	125
PID/Gender: Rep Women	60%	(60)	18%	(18)	17%	(17)	5%	(5)	—	(0)	100
Ideo: Liberal (1-3)	63%	(167)	17%	(46)	8%	(20)	9%	(25)	2%	(6)	264
Ideo: Moderate (4)	66%	(193)	13%	(38)	14%	(40)	6%	(17)	2%	(7)	295
Ideo: Conservative (5-7)	63%	(114)	18%	(32)	12%	(21)	6%	(12)	1%	(2)	181
Educ: < College	62%	(428)	14%	(99)	12%	(86)	10%	(66)	2%	(14)	692
Educ: Bachelors degree	66%	(59)	22%	(20)	8%	(7)	4%	(4)	—	(0)	89
Income: Under 50k	62%	(343)	13%	(71)	13%	(71)	11%	(59)	1%	(8)	551
Income: 50k-100k	57%	(100)	23%	(40)	12%	(21)	5%	(8)	3%	(6)	175
Income: 100k+	68%	(60)	21%	(18)	3%	(3)	8%	(7)	1%	(1)	89
Ethnicity: White	62%	(349)	17%	(94)	11%	(60)	9%	(53)	2%	(11)	566
Ethnicity: Hispanic	60%	(184)	17%	(53)	10%	(30)	12%	(36)	2%	(5)	307
Ethnicity: Black	70%	(118)	11%	(18)	14%	(23)	4%	(8)	2%	(3)	170
Ethnicity: Other	46%	(36)	21%	(17)	15%	(12)	17%	(13)	1%	(0)	78

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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		Some of the grocery shopping		None of the grocery shopping		Total N
WIC Households	62%	(503)	16%	(129)	12%	(95)	9%	(74)	2%	(15)	815
All Christian	60%	(176)	20%	(59)	12%	(34)	6%	(18)	2%	(5)	292
All Non-Christian	61%	(38)	29%	(18)	3%	(2)	5%	(3)	2%	(2)	62
Agnostic/Nothing in particular	61%	(128)	11%	(22)	14%	(29)	12%	(24)	3%	(6)	209
Something Else	63%	(141)	12%	(27)	13%	(28)	11%	(25)	1%	(2)	224
Religious Non-Protestant/Catholic	61%	(41)	27%	(18)	3%	(2)	5%	(3)	3%	(2)	67
Evangelical	63%	(181)	16%	(47)	12%	(34)	8%	(22)	1%	(3)	288
Non-Evangelical	60%	(129)	16%	(35)	13%	(28)	10%	(22)	1%	(3)	216
Community: Urban	69%	(261)	14%	(53)	8%	(32)	7%	(28)	1%	(4)	378
Community: Suburban	52%	(133)	18%	(47)	16%	(41)	11%	(28)	2%	(5)	255
Community: Rural	59%	(108)	16%	(29)	12%	(21)	10%	(18)	3%	(6)	183
Employ: Private Sector	68%	(179)	19%	(51)	7%	(18)	5%	(15)	1%	(2)	264
Employ: Government	50%	(55)	20%	(22)	15%	(16)	15%	(16)	—	(0)	110
Employ: Self-Employed	64%	(79)	12%	(15)	8%	(10)	10%	(12)	6%	(7)	123
Employ: Homemaker	66%	(44)	10%	(6)	16%	(10)	8%	(5)	—	(0)	66
Employ: Retired	62%	(32)	12%	(6)	22%	(11)	4%	(2)	—	(0)	52
Employ: Unemployed	49%	(52)	11%	(11)	22%	(23)	15%	(16)	4%	(4)	107
Employ: Other	67%	(36)	20%	(11)	9%	(5)	3%	(2)	1%	(1)	54
Military HH: Yes	45%	(42)	27%	(25)	13%	(12)	13%	(12)	2%	(2)	94
Military HH: No	64%	(461)	14%	(104)	11%	(82)	8%	(61)	2%	(13)	721
2022 House Vote: Democrat	68%	(218)	15%	(47)	7%	(22)	9%	(28)	1%	(4)	320
2022 House Vote: Republican	63%	(127)	19%	(37)	14%	(28)	3%	(7)	1%	(2)	201
2022 House Vote: Didnt Vote	53%	(152)	15%	(43)	16%	(45)	13%	(39)	3%	(8)	286
2020 Vote: Joe Biden	69%	(219)	14%	(46)	7%	(22)	8%	(26)	1%	(4)	317
2020 Vote: Donald Trump	69%	(149)	17%	(36)	10%	(22)	4%	(8)	1%	(2)	217
2020 Vote: Didn't Vote	47%	(121)	17%	(43)	19%	(49)	15%	(38)	3%	(7)	259
2018 House Vote: Democrat	70%	(200)	13%	(38)	6%	(18)	8%	(21)	2%	(6)	283
2018 House Vote: Republican	65%	(99)	23%	(35)	8%	(13)	4%	(6)	—	(0)	153
2018 House Vote: Didnt Vote	53%	(198)	15%	(55)	17%	(64)	13%	(47)	2%	(9)	372

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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		Some of the grocery shopping		None of the grocery shopping		Total N
WIC Households	62%	(503)	16%	(129)	12%	(95)	9%	(74)	2%	(15)	815
4-Region: Northeast	63%	(88)	20%	(29)	7%	(10)	8%	(11)	1%	(2)	140
4-Region: Midwest	71%	(101)	8%	(12)	8%	(11)	12%	(17)	—	(1)	141
4-Region: South	60%	(219)	16%	(59)	15%	(57)	7%	(24)	2%	(8)	366
4-Region: West	57%	(95)	18%	(30)	10%	(17)	13%	(21)	3%	(5)	169
2403147	60%	(270)	17%	(77)	11%	(48)	11%	(50)	2%	(8)	453
2403157	64%	(233)	14%	(52)	13%	(46)	7%	(24)	2%	(7)	362
WIC Participant	66%	(242)	16%	(58)	12%	(44)	5%	(19)	1%	(2)	365
Family of WIC Part.	57%	(289)	18%	(90)	13%	(64)	11%	(55)	2%	(13)	510
Groc. Shopping: Almost all	100%	(503)	—	(0)	—	(0)	—	(0)	—	(0)	503
Groc. Shopping: Most	—	(0)	100%	(129)	—	(0)	—	(0)	—	(0)	129
Groc. Shopping: About Half	—	(0)	—	(0)	100%	(95)	—	(0)	—	(0)	95
Groc. Shopping: Some	—	(0)	—	(0)	—	(0)	100%	(74)	—	(0)	74
Groc. Shopping: >half	80%	(503)	20%	(129)	—	(0)	—	(0)	—	(0)	632
Groc. Shopping: <half	—	(0)	—	(0)	—	(0)	83%	(74)	17%	(15)	88

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 Households	815	100%
xdemGender	Gender: Male	331	41%
	Gender: Female	484	59%
	N	815	
age	Age: 18-34	481	59%
	Age: 35-44	204	25%
	Age: 45-64	106	13%
	Age: 65+	24	3%
	N	815	
demAgeGeneration	GenZers: 1997-2012	250	31%
	Millennials: 1981-1996	417	51%
	GenXers: 1965-1980	108	13%
	Baby Boomers: 1946-1964	40	5%
	N	815	
xpid3	PID: Dem (no lean)	368	45%
	PID: Ind (no lean)	222	27%
	PID: Rep (no lean)	224	28%
	N	815	
xpidGender	PID/Gender: Dem Men	154	19%
	PID/Gender: Dem Women	214	26%
	PID/Gender: Ind Men	52	6%
	PID/Gender: Ind Women	170	21%
	PID/Gender: Rep Men	125	15%
	PID/Gender: Rep Women	100	12%
	N	815	
xdemIdeo3	Ideo: Liberal (1-3)	264	32%
	Ideo: Moderate (4)	295	36%
	Ideo: Conservative (5-7)	181	22%
	N	739	
xeduc3	Educ: < College	692	85%
	Educ: Bachelors degree	89	11%
	Educ: Post-grad	33	4%
	N	815	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	551	68%
	Income: 50k-100k	175	21%
	Income: 100k+	89	11%
	N	815	
xdemWhite	Ethnicity: White	566	69%
xdemHispBin	Ethnicity: Hispanic	307	38%
demBlackBin	Ethnicity: Black	170	21%
demRaceOther	Ethnicity: Other	78	10%
xdemReligion	All Christian	292	36%
	All Non-Christian	62	8%
	Atheist	28	3%
	Agnostic/Nothing in particular	209	26%
	Something Else	224	27%
	N	815	
xdemReligOther	Religious Non-Protestant/Catholic	67	8%
xdemEvang	Evangelical	288	35%
	Non-Evangelical	216	27%
	N	504	
xdemUsr	Community: Urban	378	46%
	Community: Suburban	255	31%
	Community: Rural	183	22%
	N	815	
xdemEmploy	Employ: Private Sector	264	32%
	Employ: Government	110	14%
	Employ: Self-Employed	123	15%
	Employ: Homemaker	66	8%
	Employ: Student	39	5%
	Employ: Retired	52	6%
	Employ: Unemployed	107	13%
	Employ: Other	54	7%
	N	815	
xdemMilHH1	Military HH: Yes	94	12%
	Military HH: No	721	88%
	N	815	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote22O	2022 House Vote: Democrat	320	39%
	2022 House Vote: Republican	201	25%
	2022 House Vote: Someone else	9	1%
	2022 House Vote: Didnt Vote	286	35%
	N	815	
xsubVote20O	2020 Vote: Joe Biden	317	39%
	2020 Vote: Donald Trump	217	27%
	2020 Vote: Other	22	3%
	2020 Vote: Didn't Vote	259	32%
	N	815	
xsubVote18O	2018 House Vote: Democrat	283	35%
	2018 House Vote: Republican	153	19%
	2018 House Vote: Someone else	7	1%
	2018 House Vote: Didnt Vote	372	46%
	N	815	
xreg4	4-Region: Northeast	140	17%
	4-Region: Midwest	141	17%
	4-Region: South	366	45%
	4-Region: West	169	21%
	N	815	
poll	2403147	453	56%
	2403157	362	44%
	N	815	
IDFAxdem1	WIC Participant	365	45%
IDFAxdem2	Family of WIC Part.	510	63%
IDFAxdem3	Groc. Shopping: Almost all	503	62%
	Groc. Shopping: Most	129	16%
	Groc. Shopping: About Half	95	12%
	Groc. Shopping: Some	74	9%
	Groc. Shopping: None	15	2%
	N	815	
IDFAxdem4	Groc. Shopping: >half	632	78%
	Groc. Shopping: <half	88	11%
	N	720	

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

