

## National Tracking Poll

Project: 2403157  
 N Size: 815 Adults  
 Margin of Error:  $\pm 3\%$   
 March 28-30, 2024

### Topline Report

Question	Response	Frequency	Percentage
IDFA1_1NET	<i>Which of the following foods do you or your family purchase through the WIC program? Please select all that apply. — Dairy (milk, cheese, yogurt)</i>		
	Selected	676	83%
	Not Selected	139	17%
IDFA1_2NET	<i>Which of the following foods do you or your family purchase through the WIC program? Please select all that apply. — Fruits (apple, orange, berries, melon)</i>		
	Selected	629	77%
	Not Selected	186	23%
IDFA1_3NET	<i>Which of the following foods do you or your family purchase through the WIC program? Please select all that apply. — Grains (bread, pasta, rice, breakfast cereal)</i>		
	Selected	590	72%
	Not Selected	225	28%
IDFA1_4NET	<i>Which of the following foods do you or your family purchase through the WIC program? Please select all that apply. — Protein (red meat, eggs, beans, fish, chicken, pork)</i>		
	Selected	506	62%
	Not Selected	309	38%
IDFA1_5NET	<i>Which of the following foods do you or your family purchase through the WIC program? Please select all that apply. — Vegetables (broccoli, corn, carrots, greens)</i>		
	Selected	522	64%
	Not Selected	293	36%
IDFA1_6NET	<i>Which of the following foods do you or your family purchase through the WIC program? Please select all that apply. — None of these</i>		
	Selected	18	2%
	Not Selected	797	98%

Question	Response	Frequency	Percentage
IDFA2	<i>As you may know, the USDA recently proposed changes that would reduce the WIC benefit for purchasing milk and dairy products. How concerned are you, if at all, with USDA's recent proposal to reduce the WIC benefit used to purchase milk and dairy products?</i>		
	Very concerned	380	47%
	Somewhat concerned	258	32%
	Not too concerned	95	12%
	Not concerned at all	55	7%
	Don't know/No opinion	26	3%
IDFA3_1NET	<i>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</i>		
	Selected	272	33%
	Not Selected	543	67%
IDFA3_2NET	<i>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</i>		
	Selected	191	23%
	Not Selected	624	77%
IDFA3_3NET	<i>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</i>		
	Selected	282	35%
	Not Selected	533	65%
IDFA3_4NET	<i>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</i>		
	Selected	168	21%
	Not Selected	647	79%
IDFA3_5NET	<i>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</i>		
	Selected	145	18%
	Not Selected	670	82%

Question	Response	Frequency	Percentage
IDFA3_6NET	<i>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</i>		
	Selected	180	22%
	Not Selected	635	78%
IDFA3_7NET	<i>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</i>		
	Selected	76	9%
	Not Selected	739	91%
IDFA4	<i>If USDA decides to reduce the WIC benefit used to purchase milk and dairy products, will YOU re-enroll in WIC?</i>		
	No, I will not re-enroll in WIC	140	17%
	Yes, I will re-enroll in WIC	428	52%
	I am not sure if I will re-enroll in WIC	247	30%
IDFAdem1_1NET	<i>Do you personally (or do members of your immediate family) participate in the federal nutrition program known as WIC, or the Supplemental Nutrition Program for Women, Infants, and Children? Select all that apply. — Yes, I participate in WIC myself</i>		
	Selected	365	45%
	Not Selected	450	55%
IDFAdem1_2NET	<i>Do you personally (or do members of your immediate family) participate in the federal nutrition program known as WIC, or the Supplemental Nutrition Program for Women, Infants, and Children? Select all that apply. — Yes, someone in my immediate family participates in WIC</i>		
	Selected	510	63%
	Not Selected	305	37%
IDFAdem1_3NET	<i>Do you personally (or do members of your immediate family) participate in the federal nutrition program known as WIC, or the Supplemental Nutrition Program for Women, Infants, and Children? Select all that apply. — No, neither I nor anyone in my immediate family participates in WIC</i>		
	Not Selected	815	100%
IDFAdem2	<i>Within your household, how much of the grocery shopping do you personally do?</i>		
	Almost all of the grocery shopping	503	62%
	Most of the grocery shopping	129	16%
	About half of the grocery shopping	95	12%
	Some of the grocery shopping	74	9%
	None of the grocery shopping	15	2%

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	WIC 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	

Continued on next page

### 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	

Continued on next page

**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.



**MORNING CONSULT**