



Proposed USDA WIC Benefit Reduction

Polling by **Morning Consult** on behalf of the **International Dairy
Foods Association**

— APRIL 2024



Methodology

This poll was conducted from March 28 to March 30, 2024 among a sample of 815 WIC household members – defined as adults who participate in the federal government’s Supplemental Nutrition Program for Women, Infants, and Children (WIC) and/or have an immediate family member who does so. The interviews were conducted online and the data were weighted to approximate a target sample of WIC household members 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.

Key Takeaways

1

WIC household members use their program benefits to purchase dairy products at higher rates than other types of groceries.

Eighty-three percent of respondents purchase milk and dairy products using WIC benefits.

2

Four-in-five WIC household members express concern regarding the USDA's proposed cuts to WIC milk and dairy benefits, most of whom are *very concerned*.

The proposed change elicits similar levels of concern regardless of respondents' age or gender.

3

One-third of WIC household members expect the proposed cuts to WIC-eligible milk and dairy products to make grocery shopping more difficult.

Nearly one-fourth will simply have to buy fewer of these products.

4

Seventeen percent of respondents would not re-enroll in WIC if USDA rolls back benefits for purchasing dairy products.

Nearly one-third of respondents (30%) are unsure if they would re-enroll or not in this case.



Contents

1 WIC Usage

2 Concern Among Beneficiaries

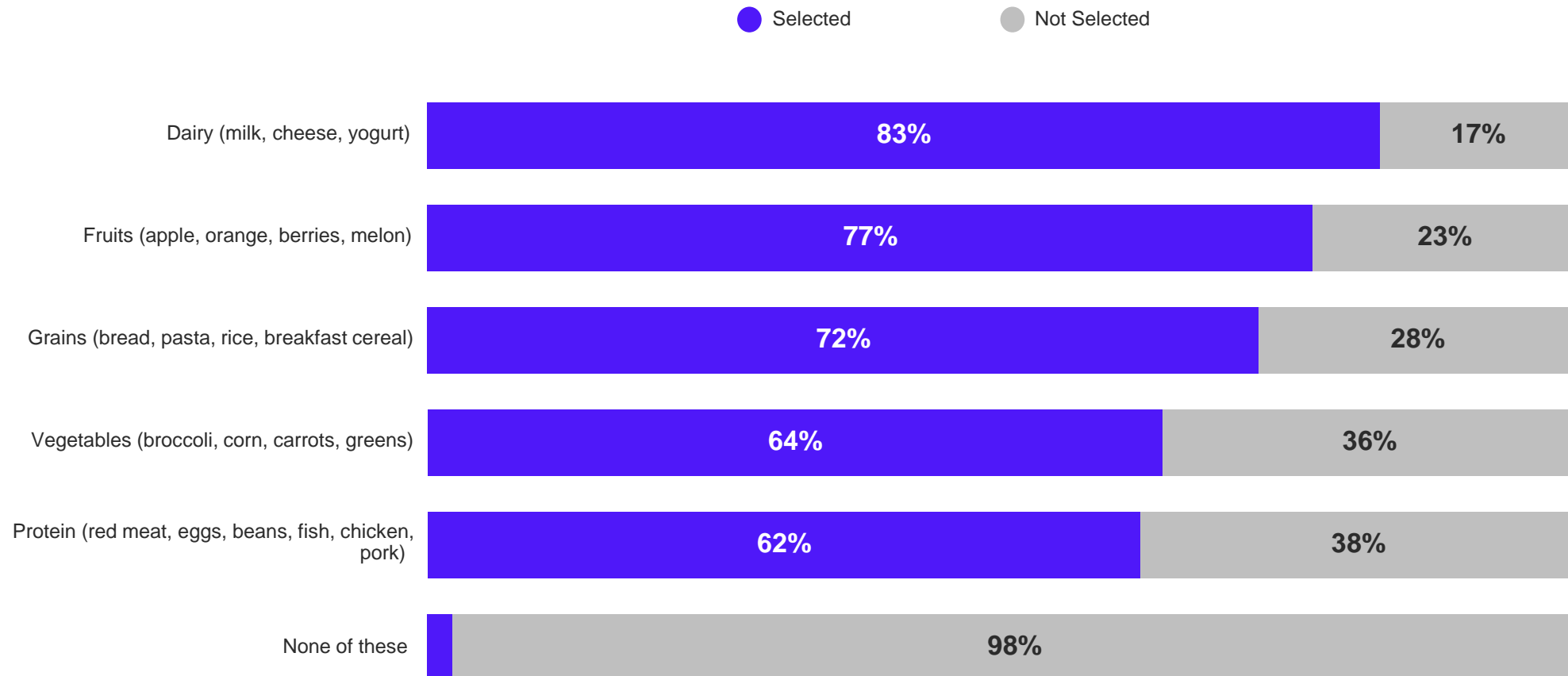
3 Expected Impacts of Policy Change

4 Enrollment Implications

WIC USAGE

Four-in-five WIC beneficiaries use their program benefits to purchase dairy products – more than any other grocery category.

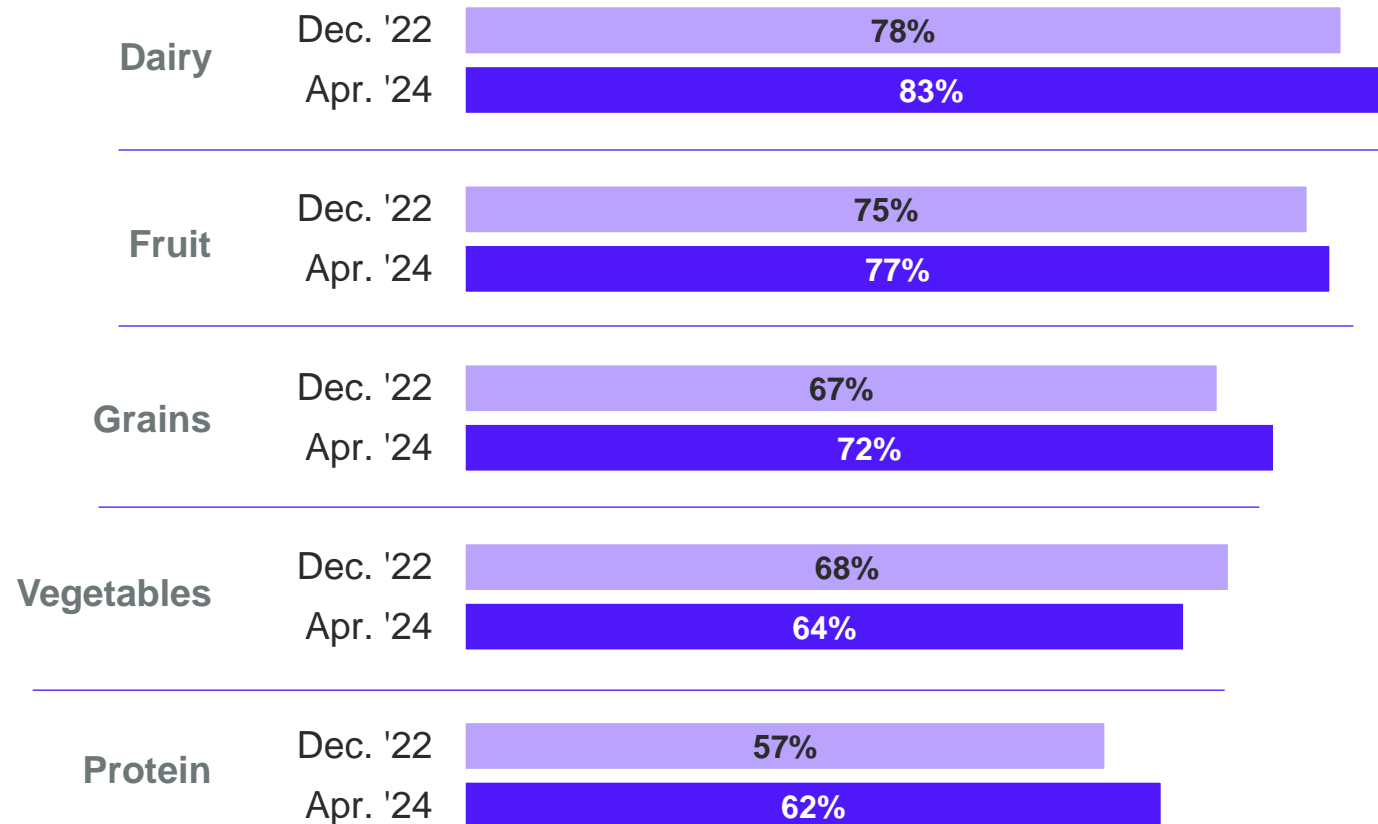
Which of the following foods do you or your family purchase through the WIC program? *Please select all that apply.*



WIC USAGE

While dairy was *also* the top category when WIC beneficiaries were polled in December 2022, the share who use their benefits to purchase milk, butter, and other dairy products has grown since.

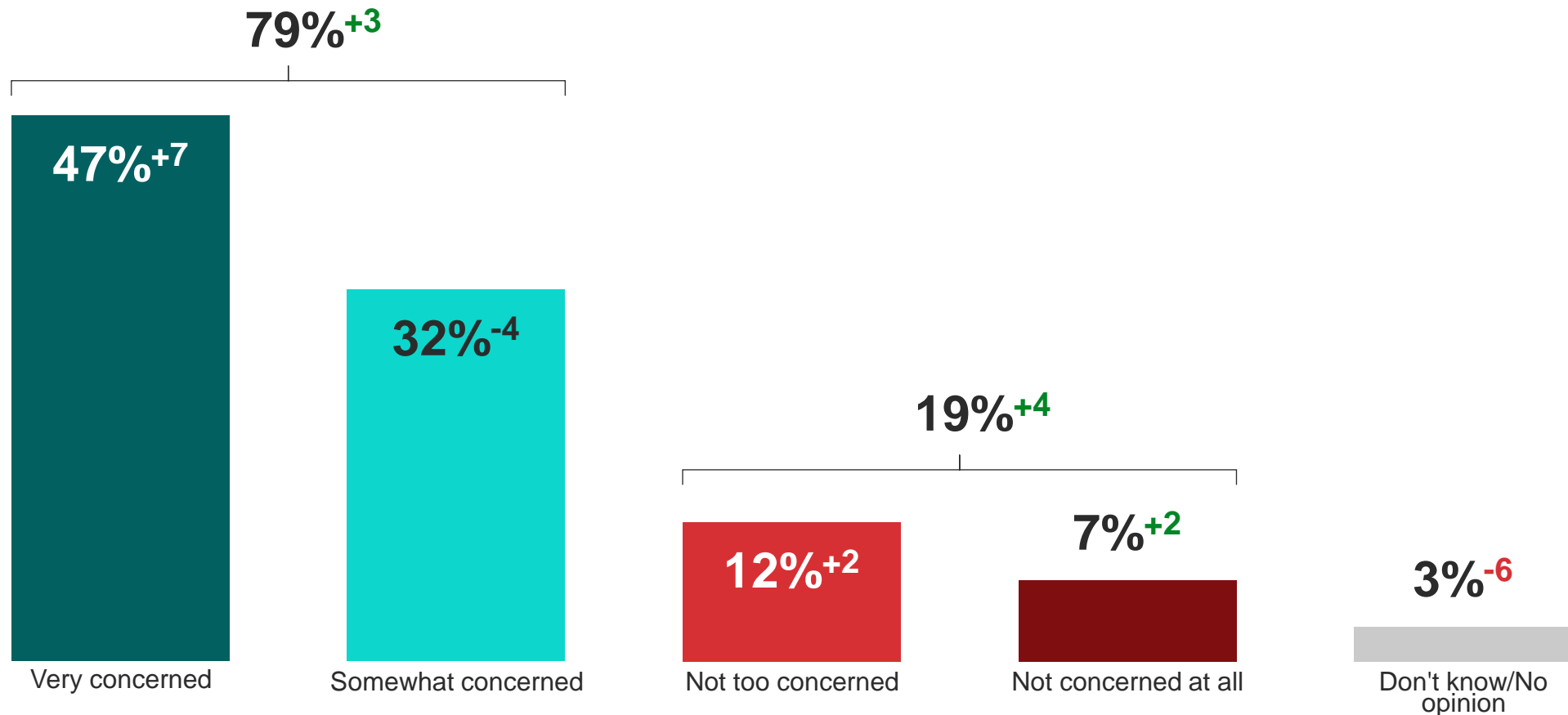
Which of the following foods do you or your family purchase through the WIC program? *Please select all that apply.*



CONCERN AMONG BENEFICIARIES

Four-in-five WIC household members express concern regarding the USDA's proposed cuts to WIC milk and dairy benefits. Nearly half are *very concerned*.

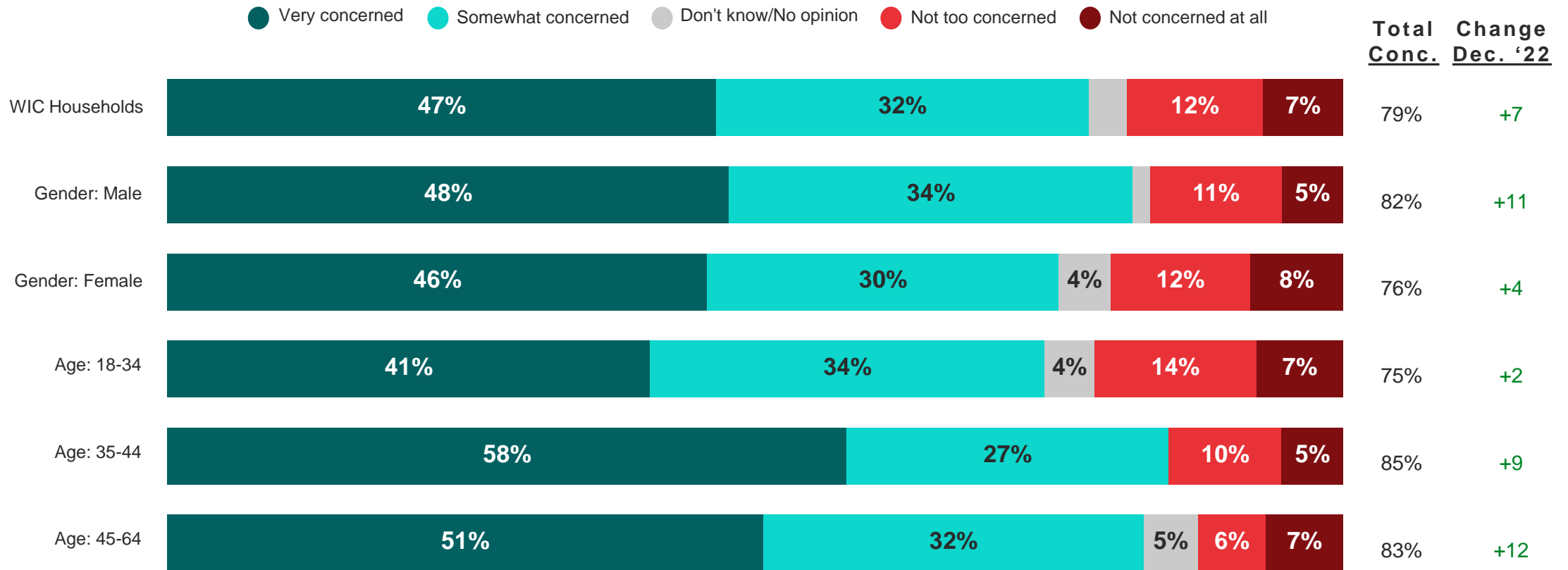
As you may know, the USDA recently proposed changes that would reduce the WIC benefit for purchasing milk and dairy products. How concerned are you, if at all, with USDA's recent proposal to reduce the WIC benefit used to purchase milk and dairy products?



CONCERN AMONG BENEFICIARIES

Regardless of age or gender, WIC household members express concern across the board regarding the proposed USDA change. Concern is even more widely held than in Dec. '22.

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?



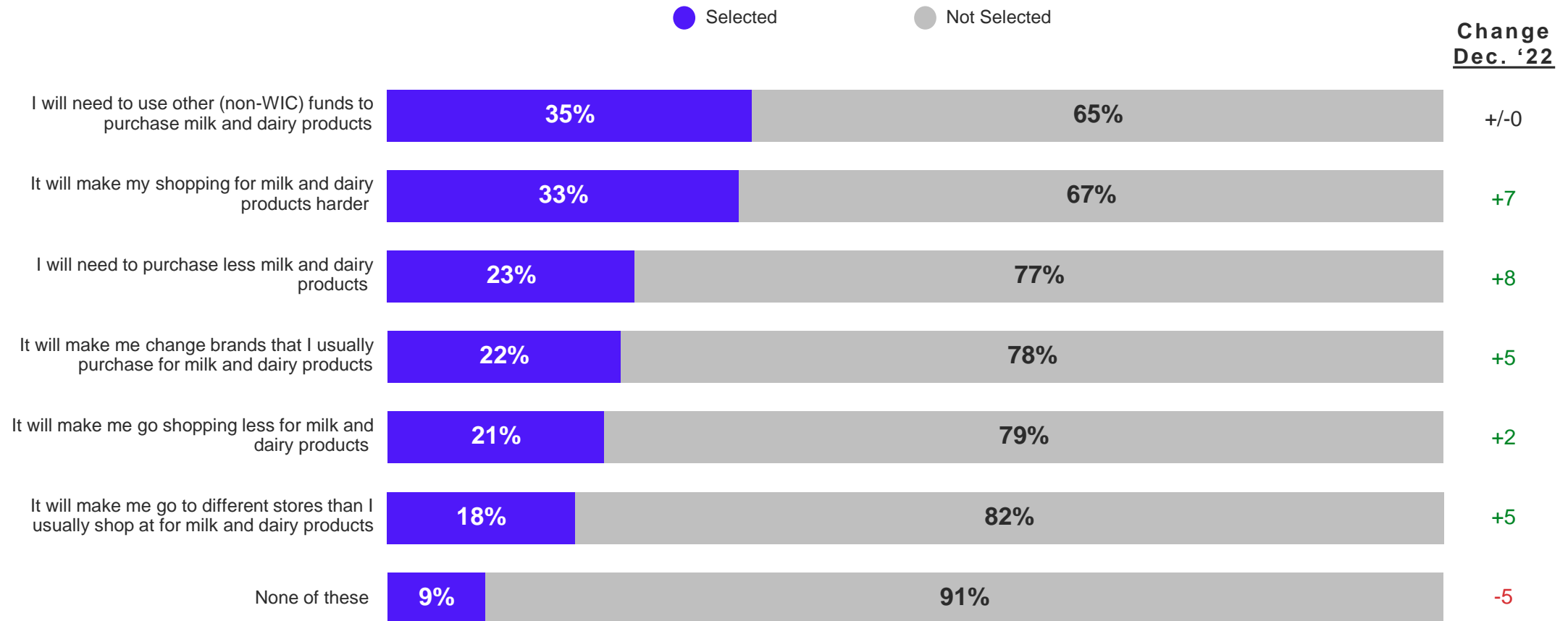
Total concerned = % Very concerned + % Somewhat concerned | Change = Total Concerned April 2024 – Total Concerned Dec. 2022

Number of age 65+ WIC household members surveyed insufficient to display subgroup results.

EXPECTED IMPACTS OF POLICY CHANGE

One-third of WIC household members would expect cuts to program-eligible dairy products to make grocery shopping more difficult and/or cause them to have to spend non-WIC funds.

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.*



Change = % Selected April 2024 – % Selected Dec. 2022

ENROLLMENT IMPLICATIONS

Only about half of WIC household members surveyed would be certain to re-enroll in the program despite USDA's proposed cutbacks. Nearly one-fifth are confident they would not re-enroll.

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



