



Findings From A National Survey Of 1000 Likely November 2012 Voters

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Key Findings

- **Like Social Security, Medicare And Defense, WIC Is Highly Regarded**
- **Support Grows When People Learn More About WIC**
- **Voters Across The Political Spectrum View WIC As Effective**
- **Nearly Two-Thirds Of Likely Voters Oppose Cutting WIC Funding**
- **After Hearing Arguments From Both Sides, Opposition To WIC Cuts Remains Strong**



Methodology

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- 1000 Likely November 2012 Voters Nationwide

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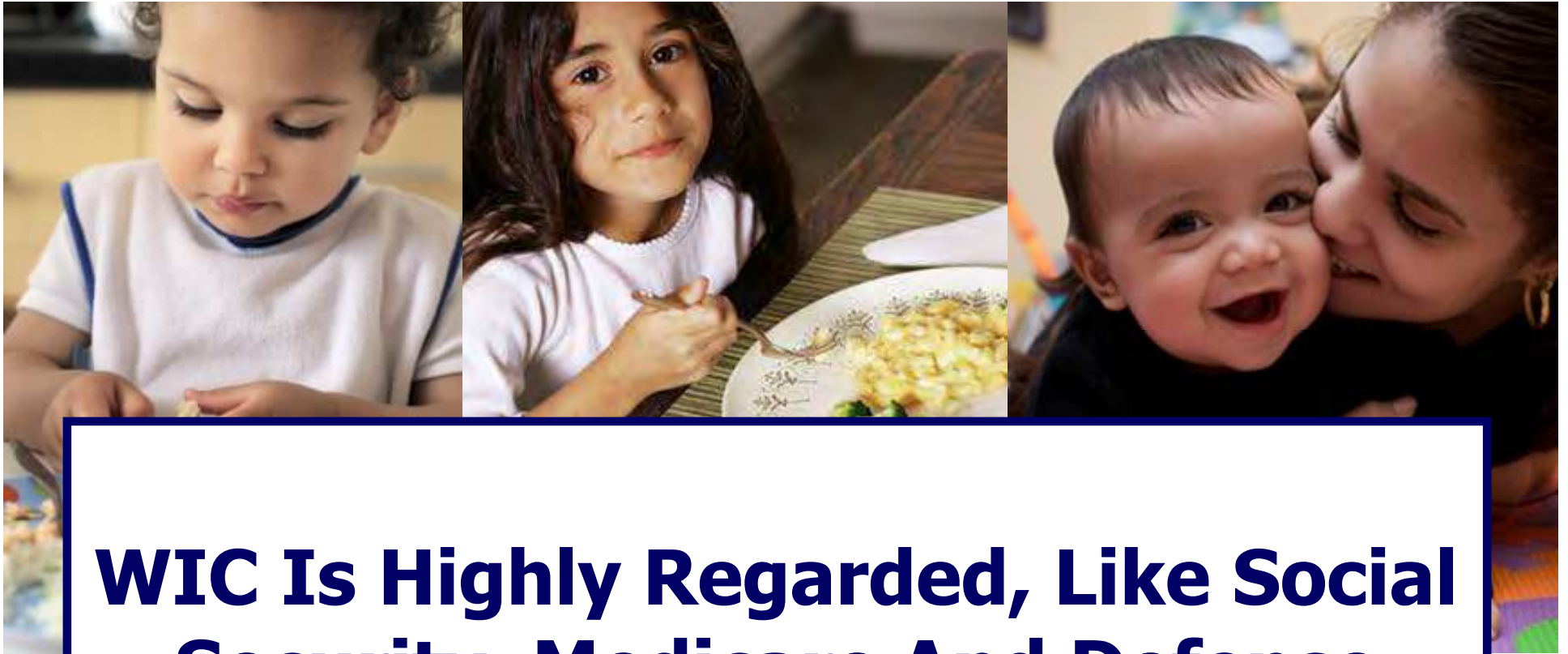
- Interviews Conducted November, 2011

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- Margin Of Error +/- 3.1% Overall, Higher For Subgroups



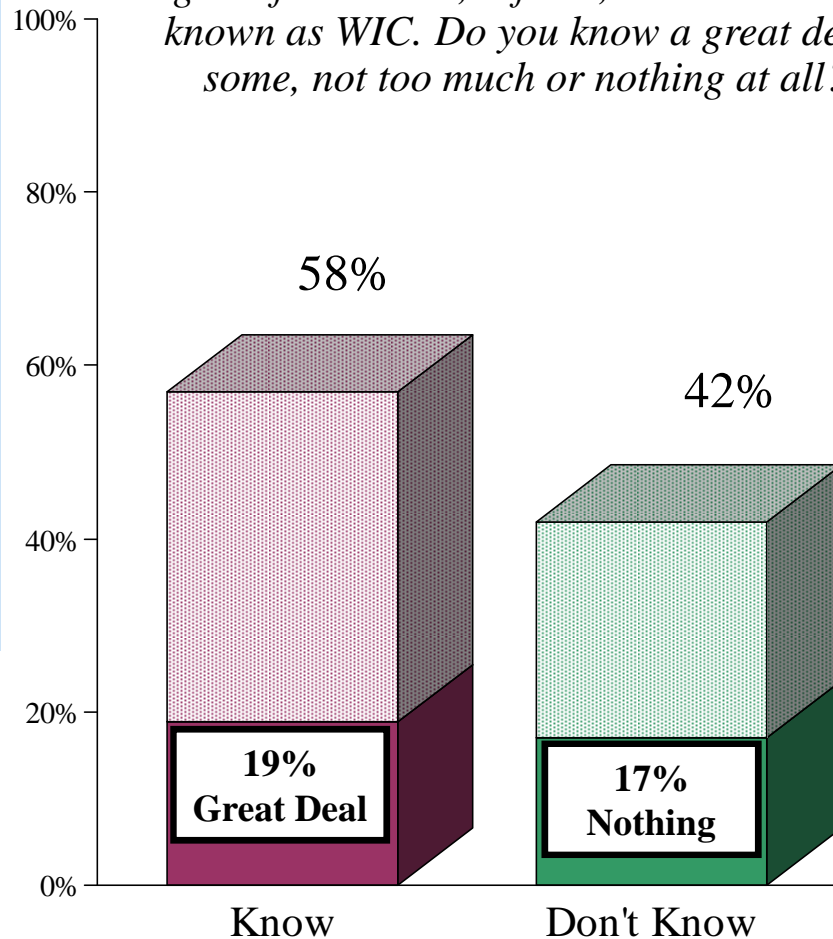


WIC Is Highly Regarded, Like Social Security, Medicare And Defense



A Majority Of Voters Claim At Least Some Knowledge Of WIC

How much, if anything, do you happen to know about the Special Supplemental Nutrition Program for Women, Infants, and Children, also known as WIC. Do you know a great deal, some, not too much or nothing at all?

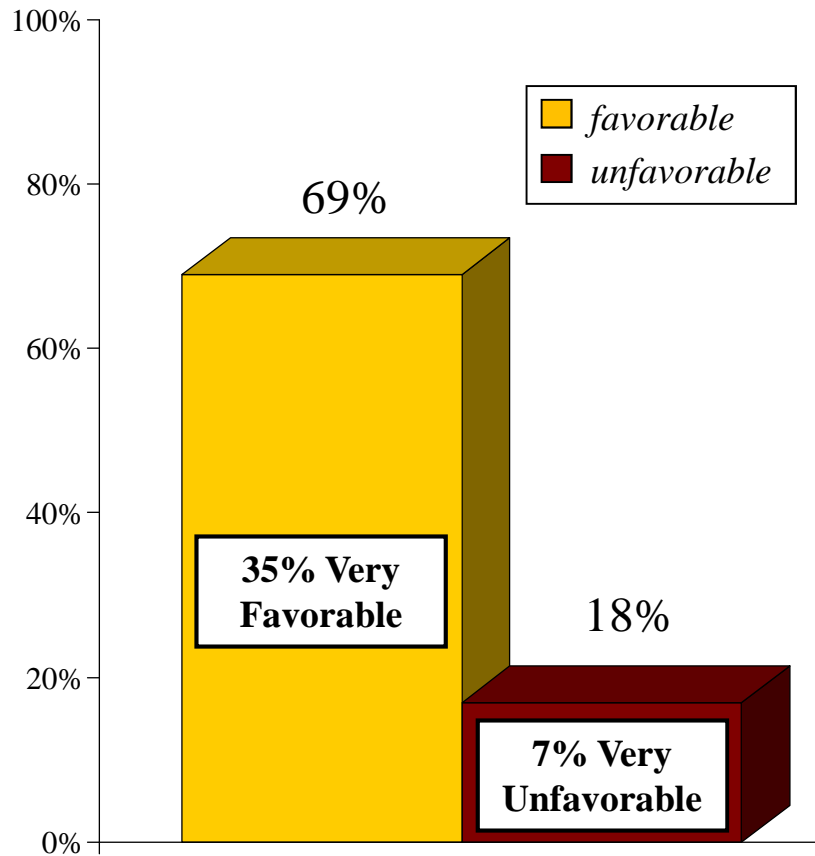


	Know	Don't
Strong Dem	62%	38%
Weak Dem	58%	40%
Independent	58%	42%
Strong GOP	54%	44%
Weak GOP	54%	46%
Liberal	62%	38%
Moderate	55%	44%
Conservative	57%	42%
White	55%	44%
Black	72%	28%
Hispanic	63%	37%
Upper	58%	42%
Coll Middle	57%	43%
Non-Coll Middle	54%	44%
Working/Lower	63%	37%
Moms	78%	20%
Dads	65%	35%
Not Moms	57%	43%
Not Dads	44%	55%

WIC Enjoys A Strongly Favorable Image, Across Party And Ideology

WIC Favorability

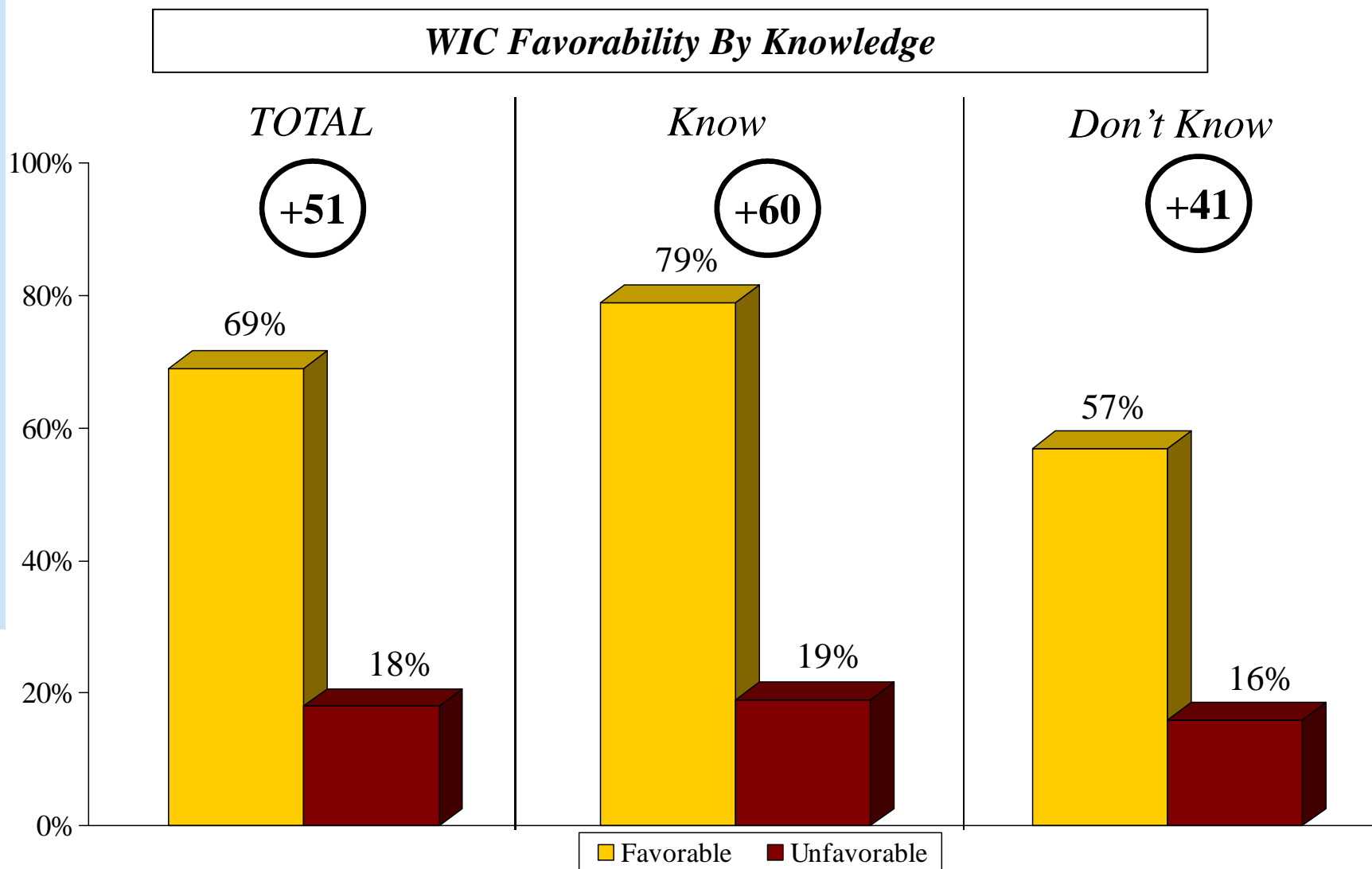
Mean	Ratio	Hard ID
3.12	3.83	87%



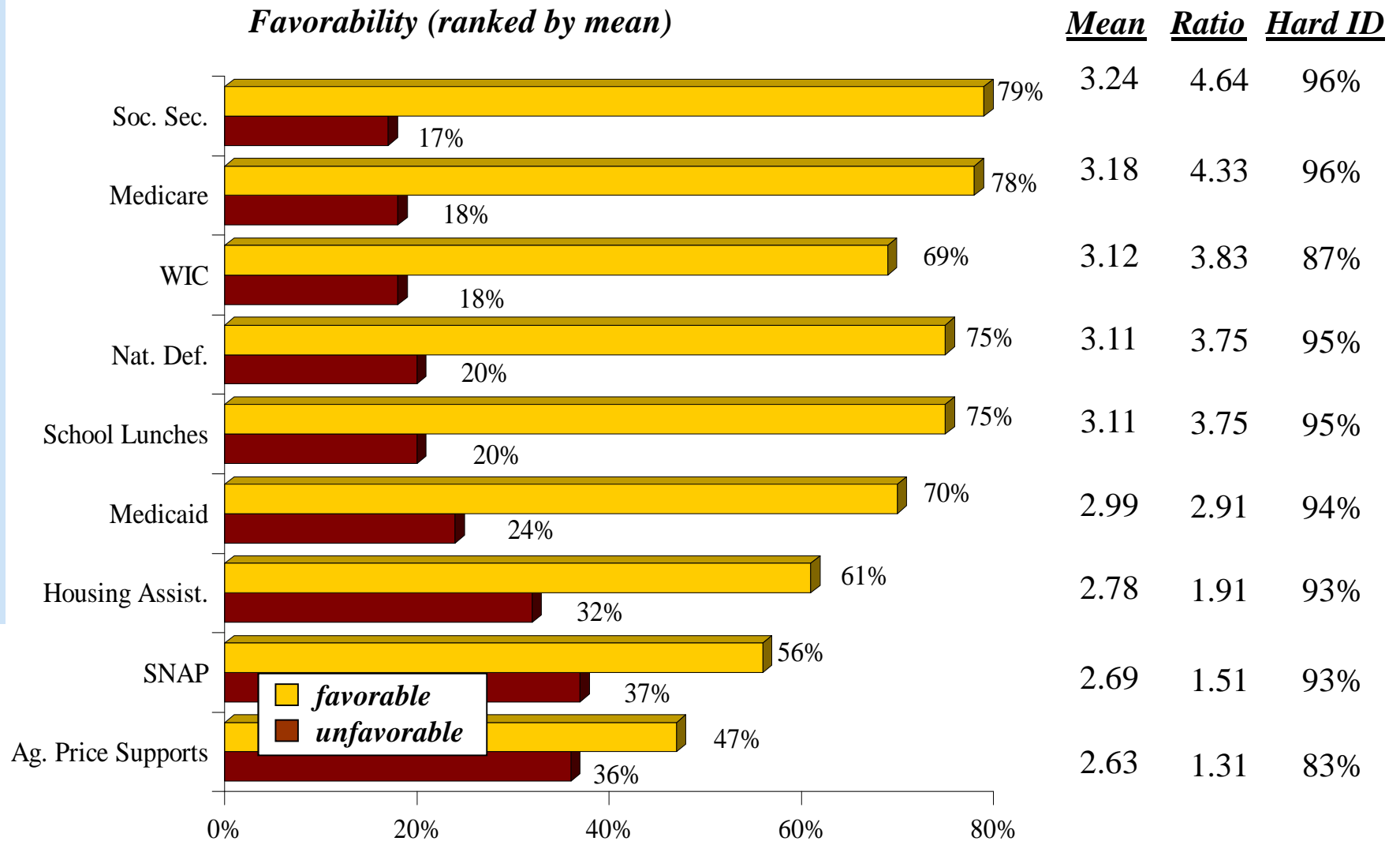
	Fav	Unfav
Strong Dem	87%	5%
Weak Dem	81%	6%
Independent	66%	22%
Strong GOP	55%	30%
Weak GOP	56%	25%
Liberal	85%	4%
Moderate	75%	14%
Conservative	53%	31%
White	66%	20%
Black	93%	3%
Hispanic	72%	18%
Upper	73%	16%
Coll Middle	71%	17%
Non-Coll Middle	65%	20%
Working/Lower	71%	18%
Moms	81%	14%
Dads	71%	18%
Not Moms	76%	13%
Not Dads	57%	24%



People Familiar With WIC View It Even More Favorably



The Vast Majority Of Voters Have A Favorable Opinion Of WIC



Among Independents And Democrats, WIC Is As Popular As Medicare And Defense

Among Republicans Its Popularity Exceeds Most Other Assistance Programs

Favorability By Mean	Total	Strong Dem	Weak Dem	Indep/ Other	Weak GOP	Strong GOP
Social Security	3.24	3.56	3.31	3.13	3.01	3.09
Medicare	3.18	3.53	3.26	3.05	3.01	2.99
WIC, or the special supplemental nutrition program for women, infants, and children	3.12	3.55	3.31	3.02	2.78	2.78
National Defense	3.11	3.11	2.89	3.01	3.15	3.40
School Lunches and Breakfasts	3.11	3.48	3.26	2.99	2.82	2.88
Medicaid	2.99	3.42	3.18	2.82	2.79	2.72
Housing Assistance for Low-Income People	2.78	3.27	2.99	2.64	2.50	2.43
Food Stamp Program, Also Known As Snap	2.69	3.21	2.95	2.55	2.35	2.33
Agricultural Price Supports for American Farmers	2.63	2.83	2.68	2.50	2.57	2.62



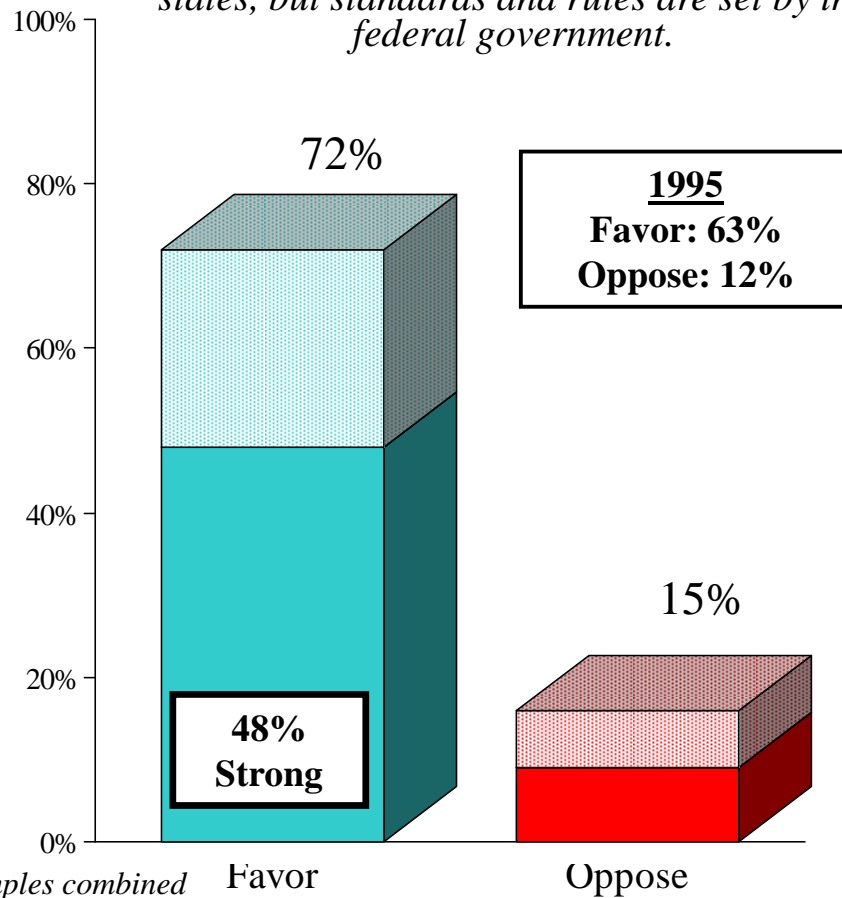


Support Grows When People Learn More About WIC



A Broad Description Of WIC Garnerers Significant And Widespread Support Which Has Grown Over The Last 16 Years

WIC provides nutrition assistance and counseling, as well as health care referrals, to low income pregnant women and children under five, who health professionals certify as being nutritionally at risk. WIC is administered by the states, but standards and rules are set by the federal government.



Split samples combined Favor

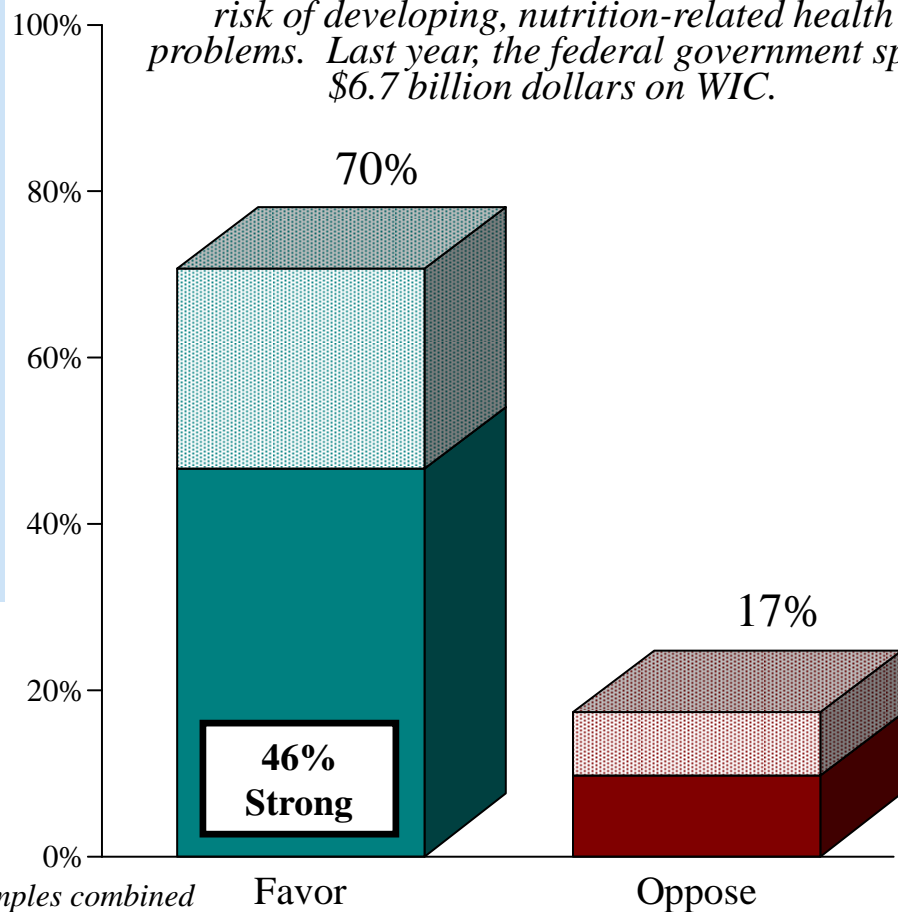
Oppose

	Fav	Oppose
Strong Dem	89%	2%
Weak Dem	83%	9%
Independent	69%	21%
Strong GOP	60%	25%
Weak GOP	61%	20%
Liberal	86%	7%
Moderate	78%	10%
Conservative	59%	26%
White	70%	18%
Black	89%	4%
Hispanic	79%	9%
Upper	78%	14%
Coll Middle	72%	15%
Non-Coll Middle	70%	18%
Working/Lower	74%	14%
Moms	83%	7%
Dads	74%	15%
Not Moms	77%	12%
Not Dads	63%	22%



A Description That Discusses Nutrition And Includes The Cost Of WIC Generates Similarly Strong And Widespread Support

Begun in 1972, WIC is a short-term preventative public health nutrition program that provides nutrition and breastfeeding education, nutritious foods and improved health care access for low and moderate income women and children with, or at risk of developing, nutrition-related health problems. Last year, the federal government spent \$6.7 billion dollars on WIC.



Split samples combined

	Fav	Oppose
Strong Dem	87%	4%
Weak Dem	84%	10%
Independent	65%	21%
Strong GOP	57%	28%
Weak GOP	59%	25%
Liberal	86%	7%
Moderate	74%	10%
Conservative	56%	29%
White	68%	19%
Black	85%	7%
Hispanic	81%	10%
Upper	78%	12%
Coll Middle	71%	17%
Non-Coll Middle	66%	18%
Working/Lower	71%	17%
Moms	82%	9%
Dads	73%	15%
Not Moms	74%	16%
Not Dads	61%	23%



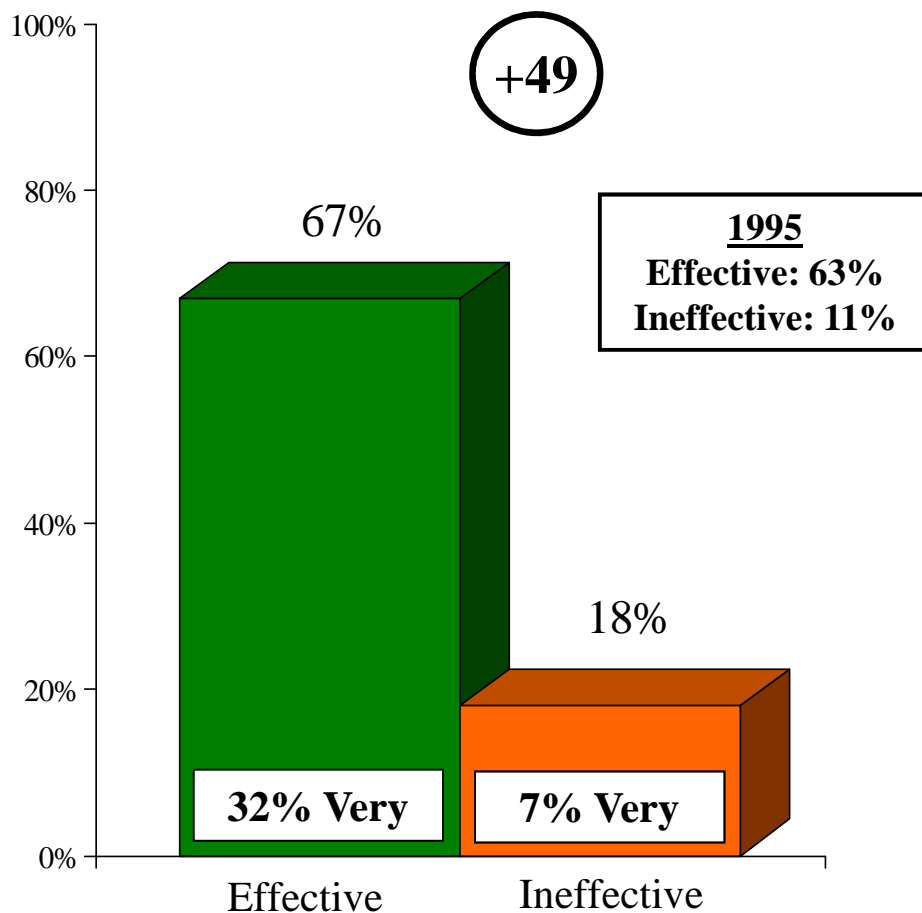


Voters Across The Political Spectrum View WIC As Effective



Two-Thirds View WIC As Effective, Including A Majority Of Republicans

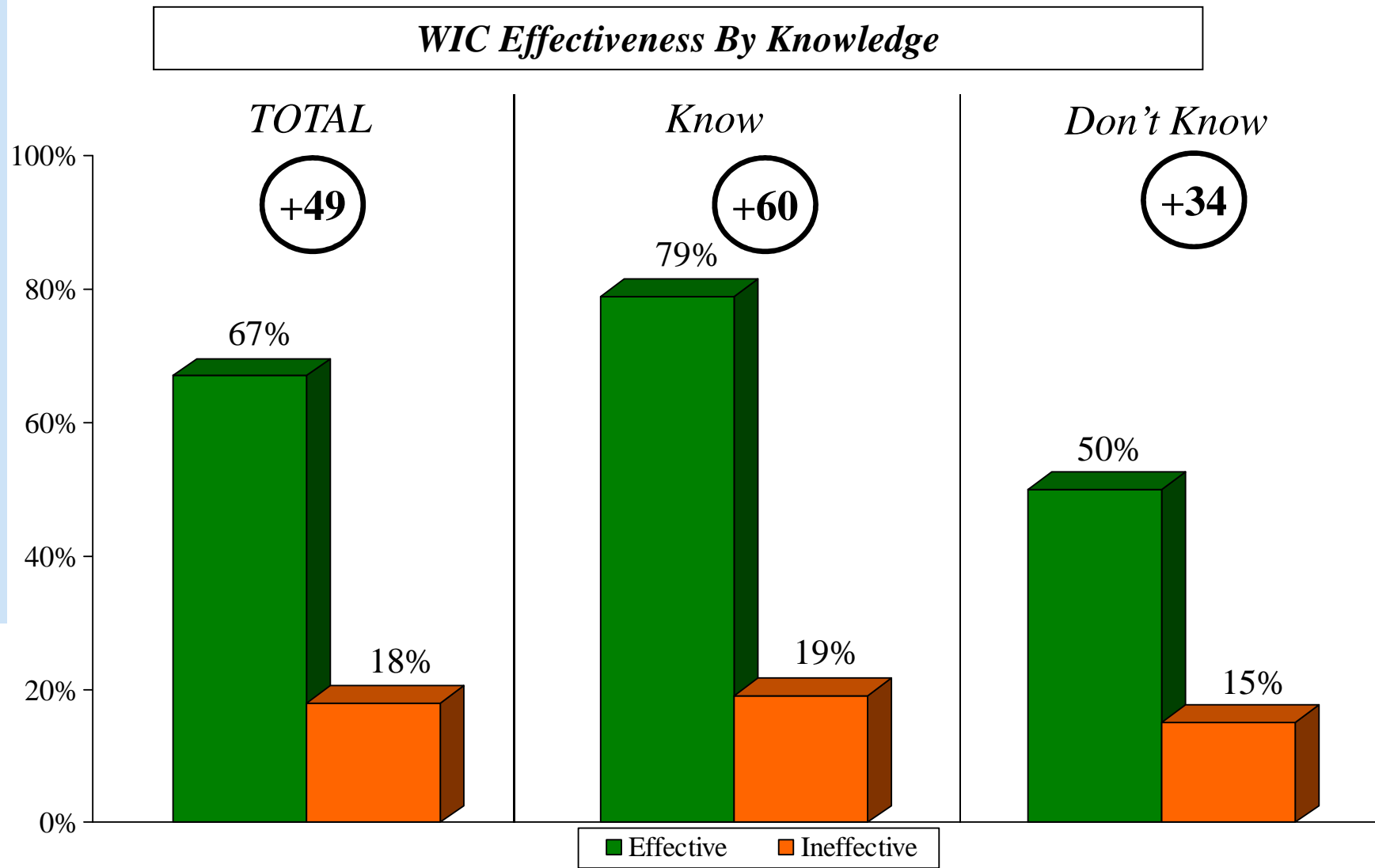
WIC Effectiveness



	Effective	Ineffective
Strong Dem	83%	6%
Weak Dem	80%	7%
Independent	61%	20%
Strong GOP	53%	22%
Weak GOP	58%	30%
Liberal	77%	8%
Moderate	71%	13%
Conservative	56%	27%
White	63%	19%
Black	90%	3%
Hispanic	79%	12%
Upper	66%	19%
Coll Middle	66%	18%
Non-Coll Middle	65%	16%
Working/Lower	70%	17%
Moms	77%	16%
Dads	69%	19%
Not Moms	73%	12%
Not Dads	55%	22%



People Familiar With WIC Are Even More Convinced Of Its Effectiveness





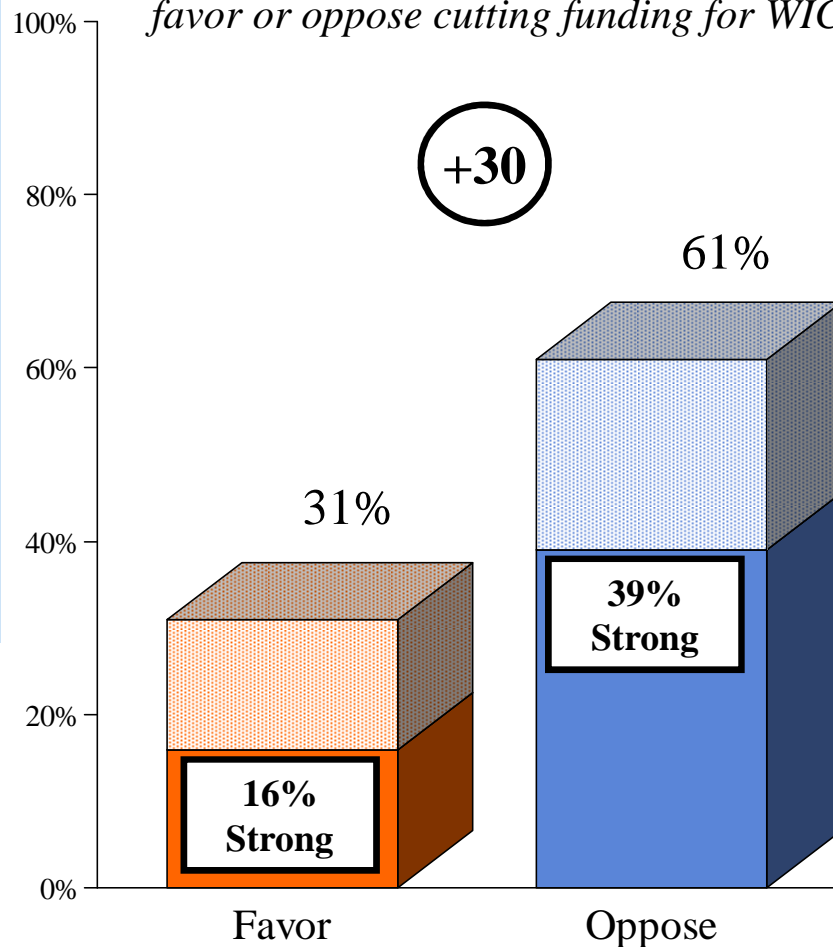
Voters Overwhelmingly Oppose Cutting WIC Funding



By Two To One Voters Oppose Cutting WIC To Reduce The Deficit

A Majority Of Republican Women Oppose Cutting WIC

To reduce the federal budget deficit, Congress has agreed to cut total federal spending by \$1.2 trillion dollars. As part of those cuts, do you favor or oppose cutting funding for WIC?



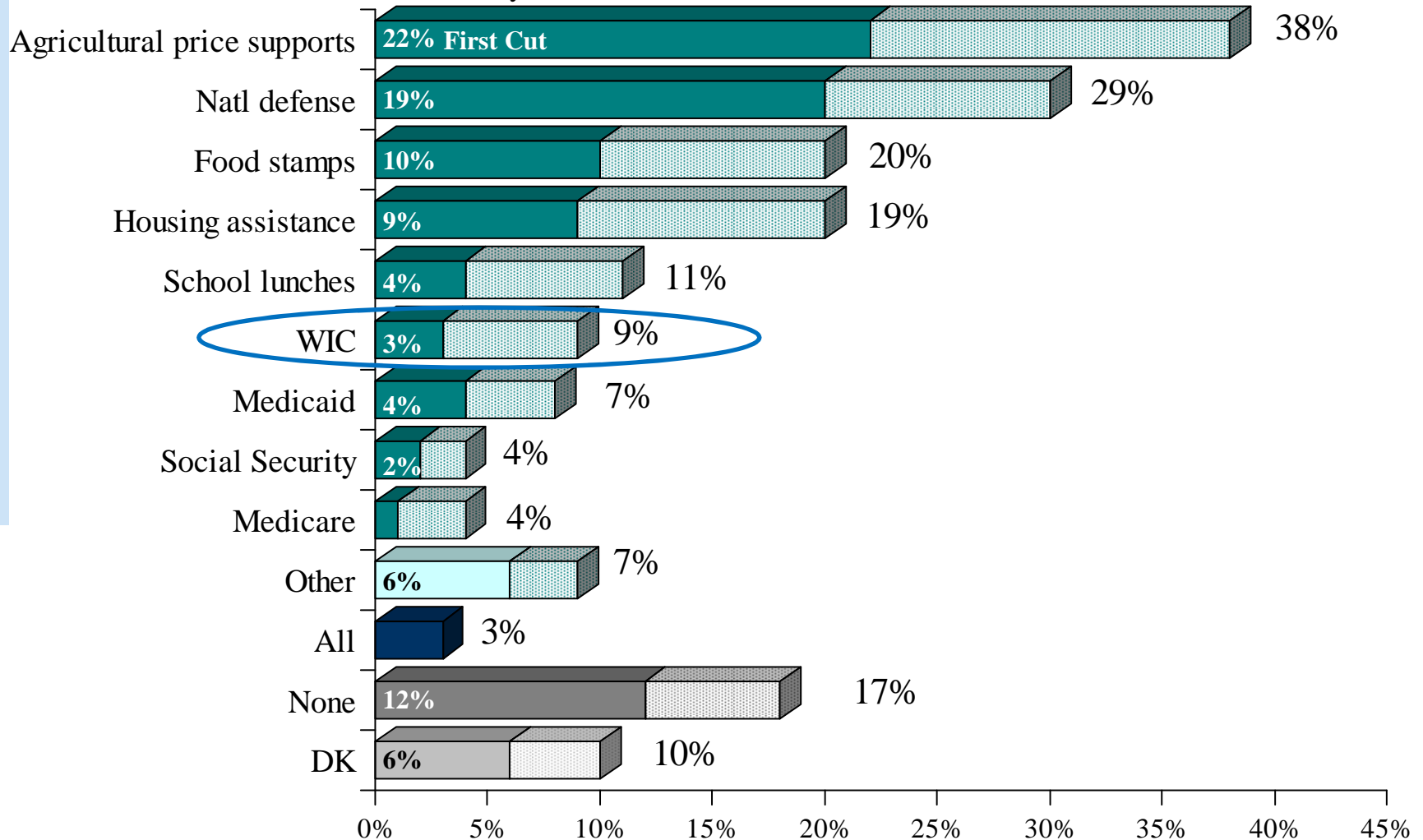
	Favor	Oppose
Strong Dem	15%	81%
Weak Dem	17%	77%
Independent	35%	55%
Strong GOP	48%	42%
Weak GOP	42%	48%
GOP Women	38%	54%
GOP Men	52%	37%
Liberal	16%	80%
Moderate	27%	62%
Conservative	46%	45%
White	34%	57%
Black	21%	76%
Hispanic	23%	73%
Upper	33%	61%
Coll Middle	31%	61%
Non-Coll Middle	37%	55%
Working/Lower	26%	66%
Moms	24%	70%
Dads	30%	63%
Not Moms	29%	63%
Not Dads	37%	53%



Only Social Security And Medicare Are Less Likely To Be Nominated For Cuts

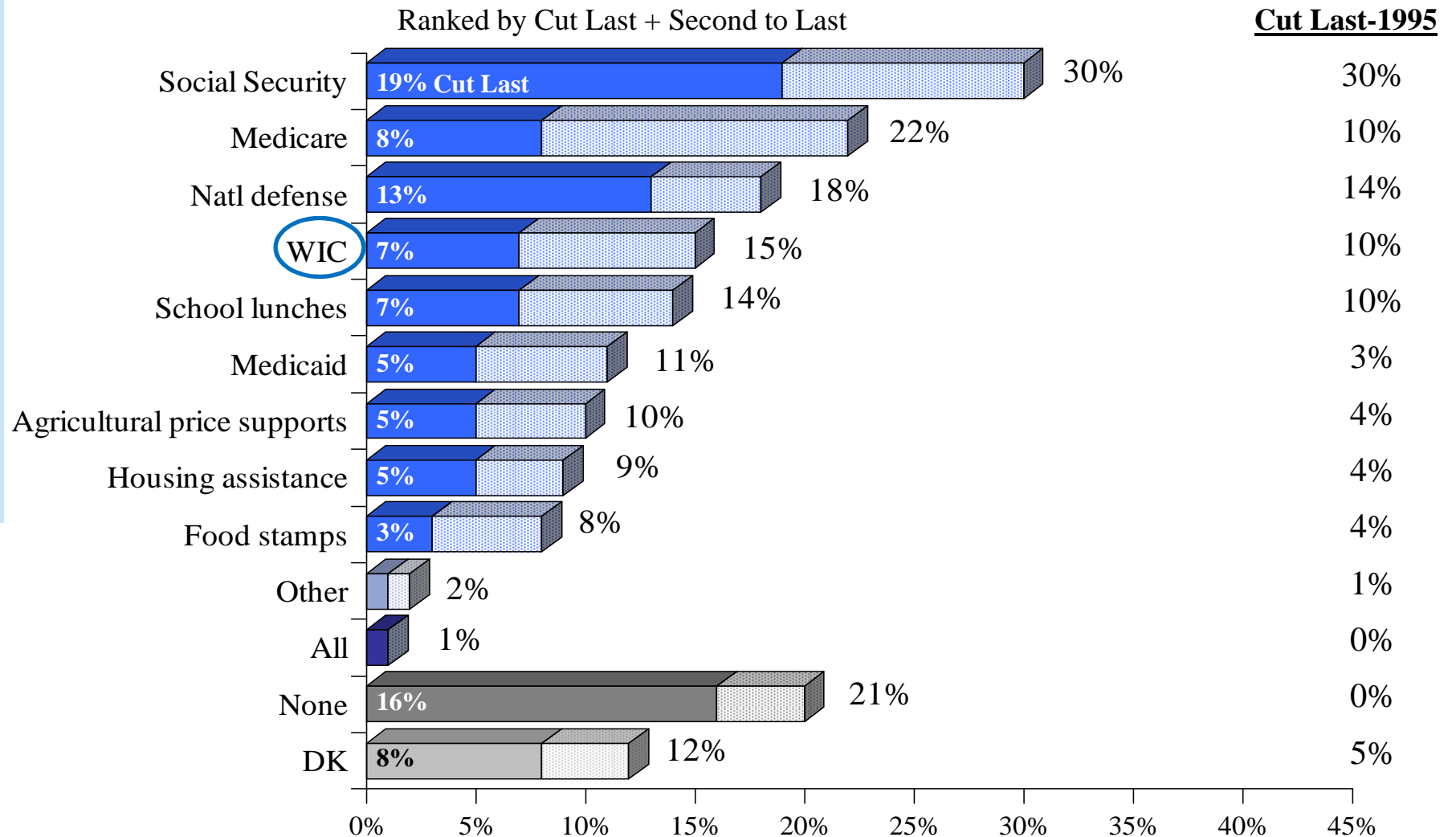
Which of the following would you cut first in order to help balance the federal deficit and reduce government spending? Second?

Ranked by Cut First + Second



Similarly, A Significant Number Would Cut WIC Last, With Social Security, Medicare And National Defense The Only Programs Less Likely To Be Chosen For Cuts

Which of the following would you cut last in order to help balance the federal deficit and reduce government spending? Second to Last?



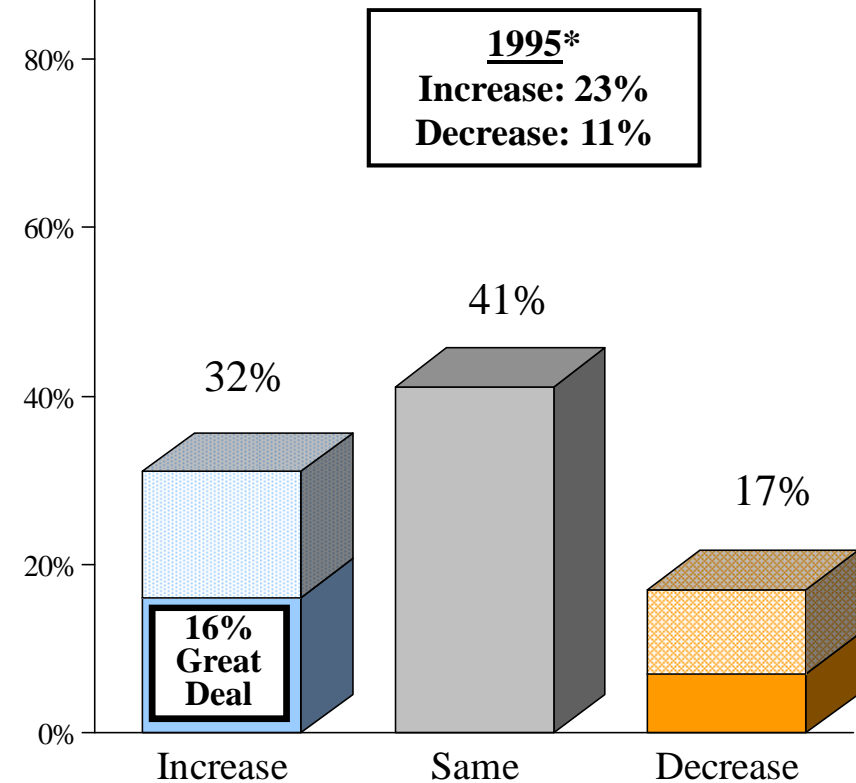
Relatively Few In Any Partisan Group Place WIC High On Their List For Cuts

Program To Cut First (% cut first+second)	Total	Strong Dem	Weak Dem	Indep/ Other	Weak GOP	Strong GOP
Agricultural price supports	38%	43%	38%	37%	39%	31%
Natl defense	29%	43%	53%	28%	17%	8%
Food stamps	20%	12%	15%	19%	23%	31%
Housing assistance	19%	14%	14%	20%	25%	25%
School lunches	11%	6%	10%	8%	16%	16%
WIC	9%	6%	7%	6%	14%	15%
Medicaid	7%	5%	3%	9%	4%	12%
Medicare	4%	3%	1%	4%	6%	8%
Social Security	4%	2%	2%	4%	5%	8%
Other	7%	5%	5%	9%	8%	7%
All	3%	1%	1%	6%	4%	3%
None	17%	26%	20%	17%	11%	9%



Few Want To Cut WIC, With Nearly Twice As Many Favoring An Increase As Wanting A Reduction

WIC receives funding to provide nutritional assistance to 72% of low-income mothers, 81% of infants, and 47% of young children that nutrition professionals say qualify. Do you think funding for WIC should be increased, kept the same or decreased or don't you have an opinion on this?

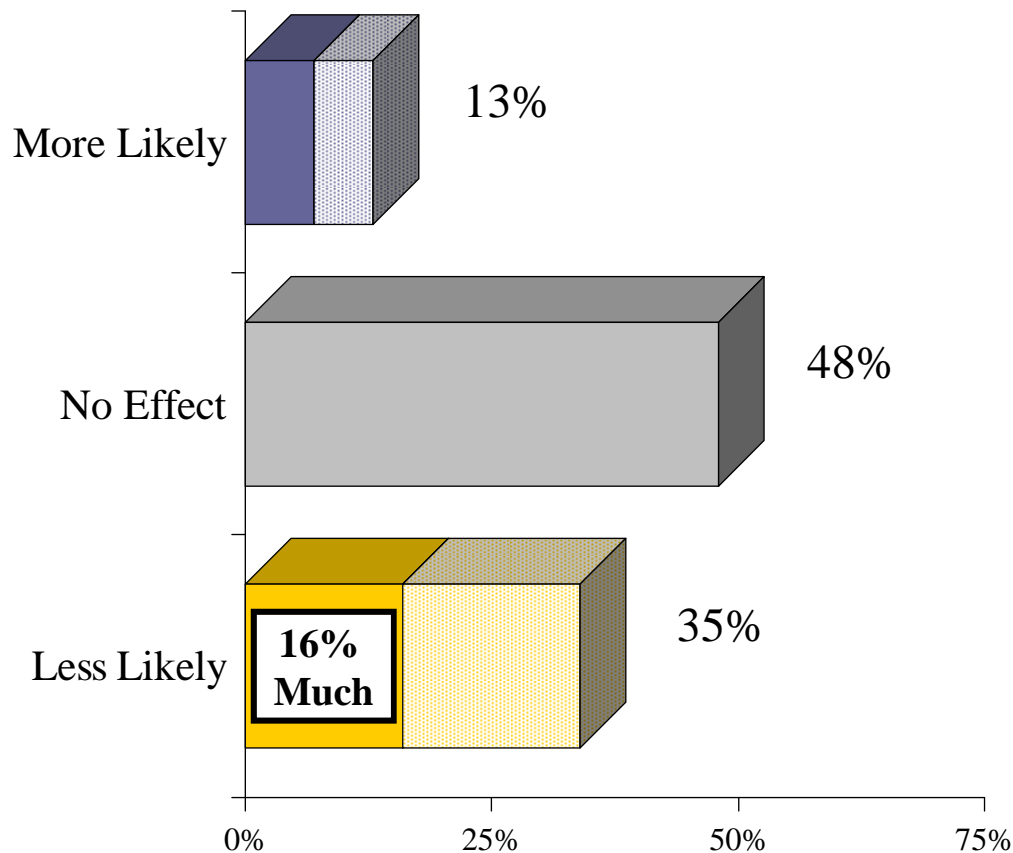


	Inc	Same	Dec
Strong Dem	44%	45%	3%
Weak Dem	43%	42%	7%
Independent	29%	40%	18%
Strong GOP	22%	41%	30%
Weak GOP	20%	36%	28%
Liberal	47%	42%	4%
Moderate	30%	46%	12%
Conservative	20%	39%	30%
White	30%	40%	19%
Black	51%	39%	3%
Hispanic	32%	49%	11%
Upper	31%	45%	13%
Coll Middle	36%	38%	16%
Non-Coll Middle	27%	41%	20%
Working/Lower	33%	42%	15%
Moms	33%	50%	10%
Dads	38%	39%	12%
Not Moms	34%	42%	10%
Not Dads	26%	37%	27%

**Right now WIC receives enough funding to provide nutritional assistance to 72% of the pregnant women and children that medical professionals say qualify*

A Vote To Cut Funding For WIC Offers More Risk Than Reward For Members Of Congress – Even Among Strong Republicans And Republican Women

If your Member of Congress voted to cut funding for WIC, would you be more likely to vote for your Member of Congress, less likely to vote for your Member of Congress, or would it have no effect on your vote for Congress?



	More	Less
Strong Dem	9%	52%
Weak Dem	7%	50%
Independent	12%	30%
Strong GOP	18%	24%
Weak GOP	18%	15%
GOP Women	16%	25%
GOP Men	20%	15%
Liberal	10%	54%
Moderate	9%	34%
Conservative	17%	19%
White	12%	32%
Black	10%	53%
Hispanic	18%	38%
Upper	13%	42%
Coll Middle	12%	34%
Non-Coll Middle	12%	32%
Working/Lower	14%	34%
Moms	9%	42%
Dads	9%	39%
Not Moms	14%	39%
Not Dads	15%	25%





**After Hearing Arguments From
Both Sides, Opposition To WIC
Cuts Remains Strong**



All Respondents Heard The Following Message In Favor Of Cuts

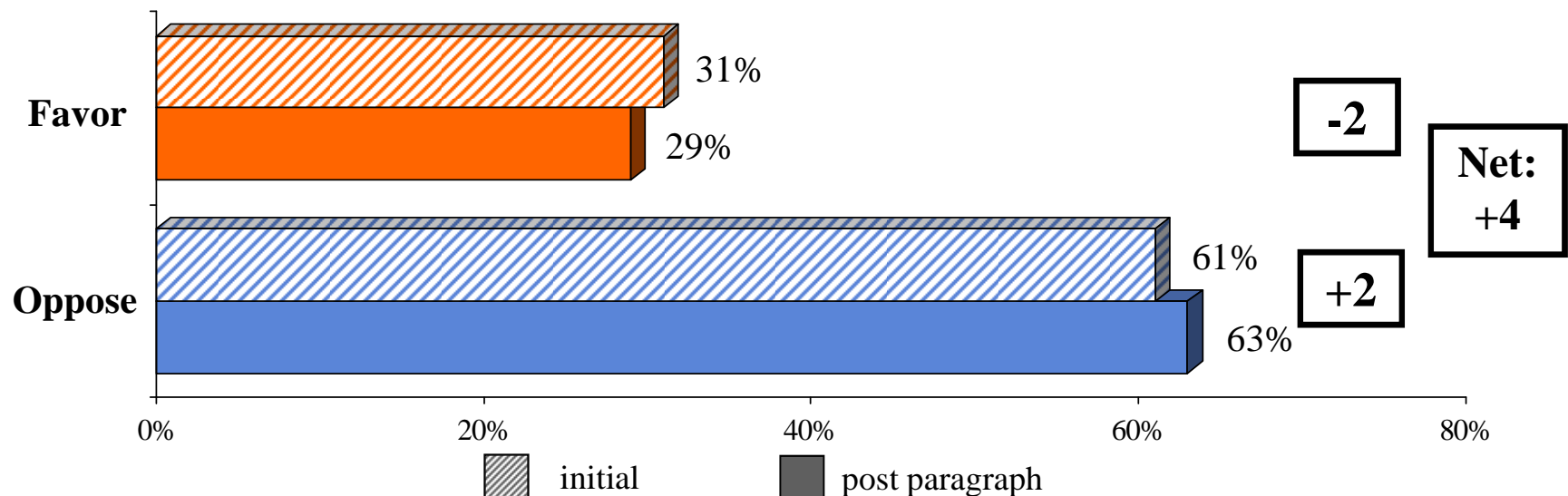
Those who say **WIC funding should be cut** say government spending is out of control. The deficit this year is \$1.3 trillion dollars. If something isn't done to reduce this reckless spending, the United States economy will continue to decline. WIC, which spends more than \$6.7 billion dollars a year on people who may also get Medicaid and food stamps, spends nearly \$650 million dollars, or about 9%, a year on administrative costs, and like all government programs there's waste fraud and abuse. All government programs, including WIC, have to share the pain and figure out how to do more with less, just like every American family must do in these tough economic times. To head off an economic crisis, Washington must get spending under control and start paying its own bills.



An Argument Centered On The Costs/Benefits Of WIC And The Harm Cuts Would Do Effectively Blunts An Argument In Favor Of Cutting WIC Funding

ONE THIRD OF THE SAMPLE WAS READ:

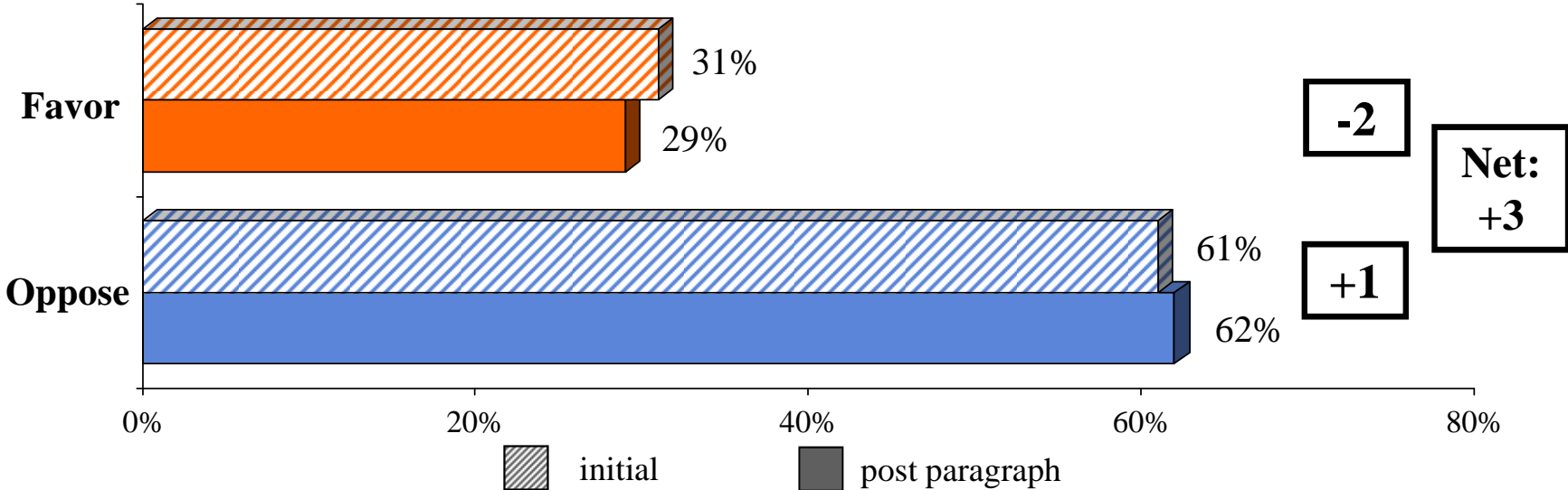
Those who oppose cutting funding for WIC say it is an effective program that saves taxpayers money. Premature births cost the U.S. over \$26 billion dollars a year and health care for a premature, low birth-weight baby for the first year averages over \$49 thousand dollars. The nutrition assistance provided by WIC, which helps prevent premature and low weight births, costs \$731 per person a year. By helping prevent low birth weight babies and supporting breastfeeding, WIC holds down health care costs. On average, every dollar spent on WIC saves up to \$4.21 on future Medicaid costs. And experts estimate that programs like WIC can save at least \$3.6 billion dollars per year if breastfeeding rates increased. Deficit reduction cuts to WIC would force 700,000 mothers and young children off of the program while food prices are rising. Cutting WIC will deprive thousands of women and children of nutrition assistance that makes a difference while costing taxpayers more money in the long run. We can either pay a little now to prevent low birth weight babies or pay much more later to care for them.



WIC's Record Of Results Is Equally Strong

ONE THIRD OF THE SAMPLE WAS READ:

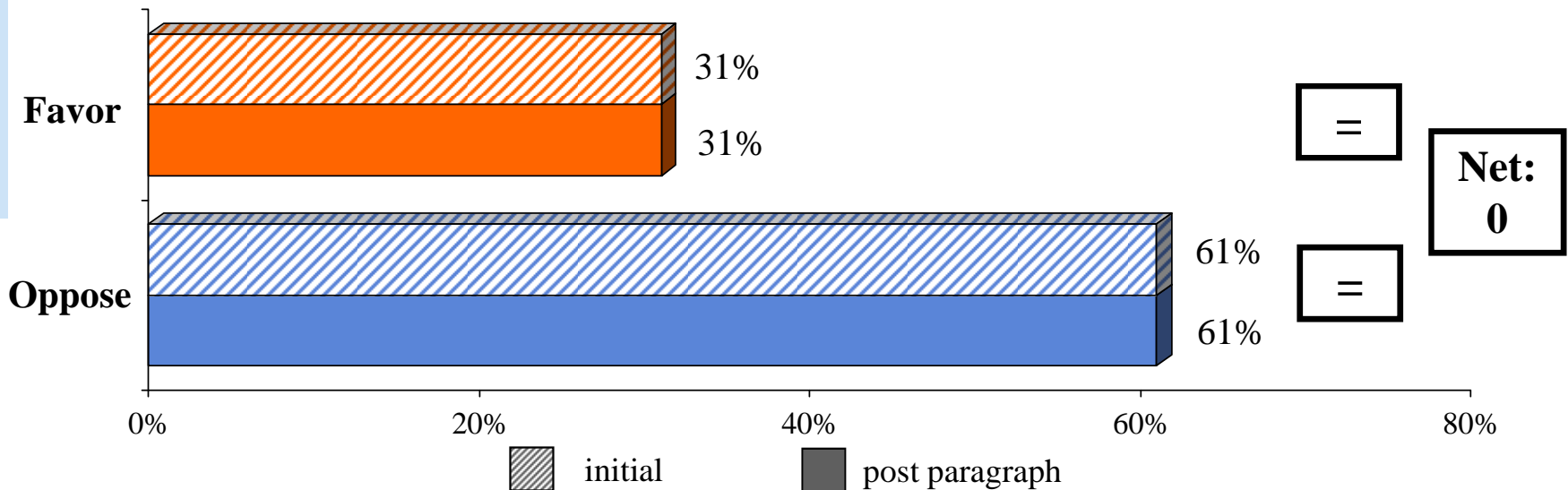
Those who oppose cutting funding for WIC say it is a proven program with proven results that are worth the cost. Dozens of scientific studies show WIC has significantly improved prenatal care, lowered infant mortality rates and reduced the number of low birth weight babies. WIC has reduced the rate of low birth-weight babies by 25% and very low birth-weight babies by 44%. WIC children get more of the important nutrients they need to help them succeed in school. In fact, four and five year olds whose mothers participated in WIC have better vocabulary test scores than children who qualify for WIC but do not participate. WIC costs just \$2.00 per child per day and represents just two-tenths of a percent of the federal budget. Instead of cutting WIC, where the benefits far outweigh its costs, Congress should cut from the billions we waste on other programs.



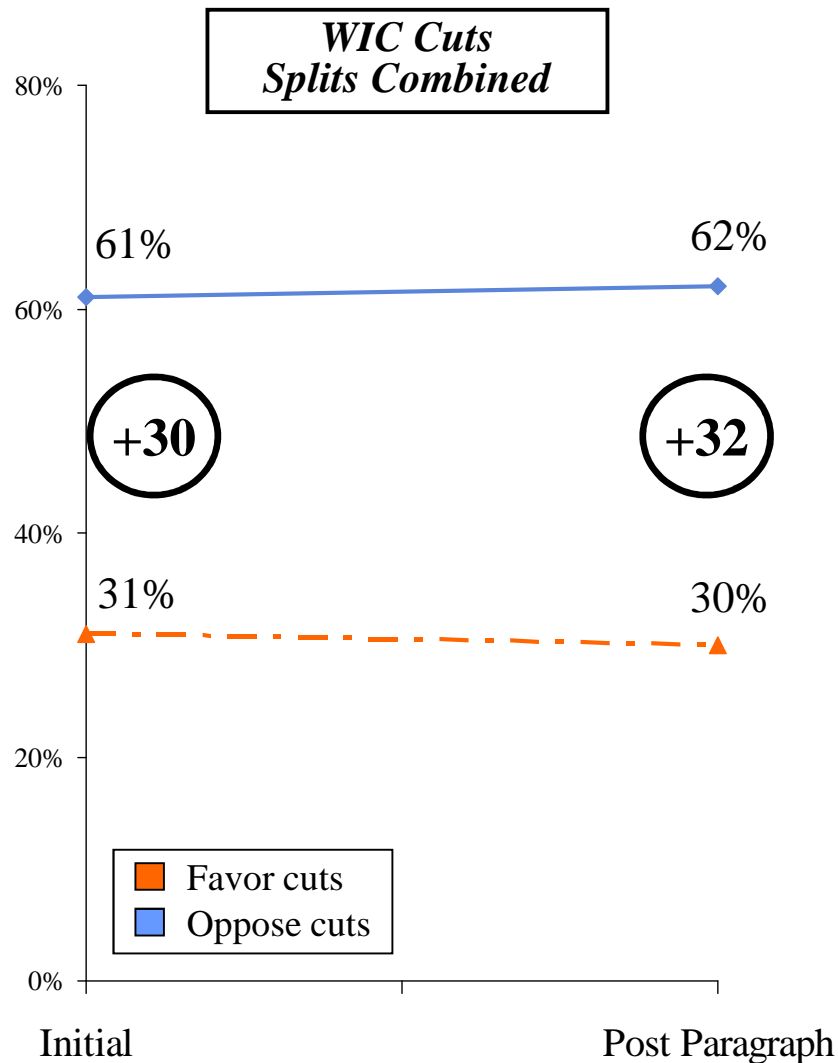
Real Life Instances Of WIC Making A Difference Are Also Effective

ONE THIRD OF THE SAMPLE WAS READ:

Those who oppose cutting funding for WIC say WIC makes a real difference in the lives of women and children, and saves lives. One mother said quote, “WIC saved my son's life with their iron screening test. The nutritionist referred our son for further testing and he was diagnosed with leukemia. He probably wouldn't have lasted one more day if we had missed our WIC appointment. WIC is a blessing of a lifetime. It saved my son's life.” Unquote. And recently, during a routine weight check, a WIC dietician, found a 4-month-old infant significantly underweight and in failing health. Further examination by clinic staff revealed he had a severe kidney problem. Because of WIC, the infant was treated and is now a healthy thriving 7-month-old—and there are tens of thousands of stories just like these. While we have to cut government spending, the budget shouldn't be balanced on the backs of pregnant women, their infants and young children.



Focusing On The Need For Deficit Reduction Does Nothing To Increase Support For Cutting WIC As Long As Pro-WIC Arguments Are Heard



POST PARAGRAPH SUPPORT FOR CUTS

	Favor	Oppose
Strong Dem	16%	81%
Weak Dem	17%	74%
Independent	28%	62%
Strong GOP	50%	41%
Weak GOP	40%	49%
Liberal	17%	78%
Moderate	23%	69%
Conservative	44%	46%
White	33%	58%
Black	10%	86%
Hispanic	26%	67%
Upper	27%	66%
Coll Middle	32%	62%
Non-Coll Middle	32%	63%
Working/Lower	28%	61%
Moms	23%	72%
Dads	26%	65%
Not Moms	28%	66%
Not Dads	37%	52%

Strategic Conclusions

- **Most voters oppose cutting funding for WIC**
 - WIC is well known and well liked across political, ideological, ethnic and socio-economic divisions
 - A large majority oppose cutting WIC, including independents, Hispanics, moms, and Republican women
 - Opposition to cuts remains strong after hearing strong arguments from both sides
 - The electoral risk of supporting cuts to WIC is greater than the reward





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