



AMERICAN VOTERS AGREE ON SUPPORTING WIC: RESULTS FROM A NATIONAL POLL

ON BEHALF OF THE NATIONAL WIC ASSOCIATION (NWA) AND THE ALLIANCE TO END HUNGER, MCLAUGHLIN & ASSOCIATES AND ALG RESEARCH CONDUCTED AN ONLINE NATIONWIDE SURVEY OF LIKELY 2022 VOTERS IN SEPTEMBER 2021 TO ASSESS VOTER PREFERENCES ON WIC.

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a public health nutrition program that bridges the gap between medicine, food, and nutrition better than almost any program. WIC provides nearly 6.3 million women, infants, and children with enhanced access to healthy food, quality nutrition and breastfeeding services, health screenings, and referrals.

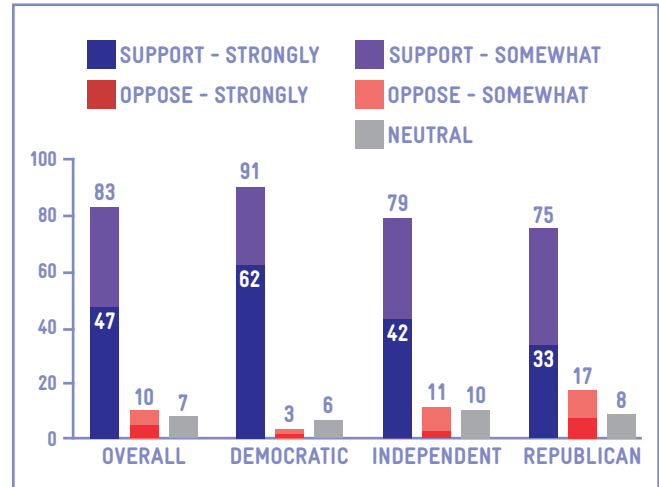
KEY FINDINGS

Consistent with prior national polls, WIC maintains broad-based popularity with voters across ideological and party lines. **About 8-in-10 voters nationwide support WIC** after hearing a short description of the services provided by WIC.

WIC's documented maternal and child health outcomes are well received by 2022 voters. **Strong majorities of voters - including a majority of Democrats, independents, and Republicans - favor increased investment in WIC** and policy reforms that enhance WIC's reach and proven public health results.

83% OF VOTERS SUPPORT THE WIC PROGRAM, INCLUDING 75% OF REPUBLICANS, 79% OF INDEPENDENTS, AND 91% OF DEMOCRATS.

MORE THAN THREE-QUARTERS OF VOTERS NATIONWIDE AGREE THAT COVID-19 HAS MADE IT EVEN MORE IMPORTANT TO SUPPORT WIC.



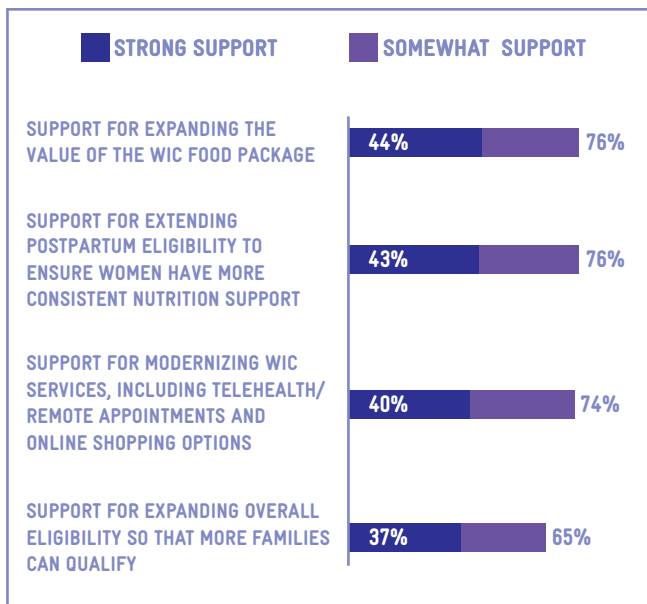
MAJORITIES OF VOTERS FAVOR INCREASED WIC INVESTMENTS

76% VOTER SUPPORT FOR EXPANDING THE VALUE OF THE WIC FOOD PACKAGE: 62% OF REPUBLICANS, 76% OF INDEPENDENTS, AND 90% OF DEMOCRATS.

76% VOTER SUPPORT FOR EXTENDING ELIGIBILITY FOR POSTPARTUM WOMEN: 62% OF REPUBLICANS, 72% OF INDEPENDENTS, AND 91% OF DEMOCRATS.

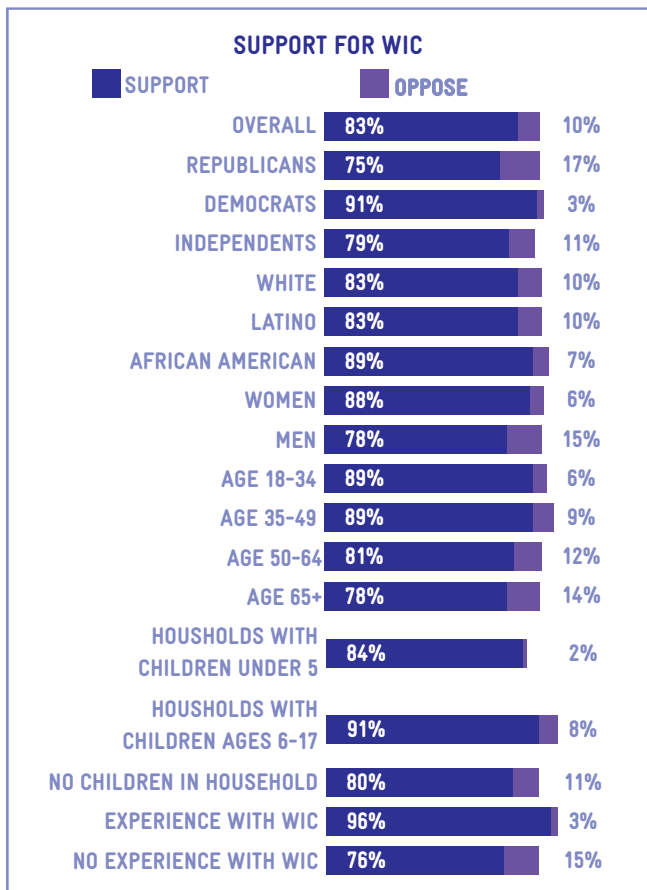
74% VOTER SUPPORT FOR MODERN WIC SERVICES, INCLUDING TELEHEALTH/REMOTE APPOINTMENTS AND ONLINE SHOPPING OPTIONS: 60% OF REPUBLICANS, 68% OF INDEPENDENTS, AND 89% OF DEMOCRATS.

65% VOTER SUPPORT FOR EXPANDED ELIGIBILITY SO THAT MORE FAMILIES CAN QUALIFY FOR WIC: 48% OF REPUBLICANS, 56% OF INDEPENDENTS, AND 83% OF DEMOCRATS.



Cross-party support for proposed WIC investments is especially critical as Congress considers bipartisan efforts to improve WIC in the annual appropriations process and Child Nutrition Reauthorization.

Support for WIC transcends demographics, and the number of voters who strongly support WIC outpaces the total opposition.



WIC'S RESULTS INFORM BROAD AND ENDURING POPULARITY

WIC's positive outcomes lead to support: Voters across the electorate supported increased funding because of WIC's documented record in improving prenatal and child health outcomes.

WIC is seen as a strong investment. 7-in-10 voters - including majorities of Republicans, Democrats, and independents - view WIC as a strong investment. WIC is seen as important for moms and children and a top priority. Voters reject the notion that WIC is too costly.

METHODOLOGY

- » 2,052 likely voters were interviewed nationwide with oversamples in key states: Arkansas, Indiana, South Carolina, and Wisconsin.
- » Interviews were conducted in September 2021.
- » The results are not assigned a statistical margin of error.¹

WIC'S SERVICES ARE AN INVESTMENT IN THE HEALTH AND FUTURE LIFE SUCCESS OF THE NEXT GENERATION. LIKELY VOTERS VALUE WIC'S STRONG RECORD OF DELIVERING IMPROVED HEALTH OUTCOMES FOR MOMS, BABIES, AND YOUNG CHILDREN, BUILDING BIPARTISAN SUPPORT FOR INCREASED INVESTMENT AND EXPANDED SERVICES.

NWA is the non-profit voice of the 12,000 public health nutrition service provider agencies and the millions of mothers, babies, and young children participating in WIC. NWA joined the Alliance to End Hunger in spring 2021 to bring valuable insight to maternal and child nutrition. The Alliance to End Hunger engages diverse institutions to build the public and political will to end hunger at home and abroad.

¹ By definition, a probability-based survey must be sampled randomly. Given that online survey respondents all have internet access, they do not qualify as a random sample of the true population and therefore not assigned a statistical margin of error.