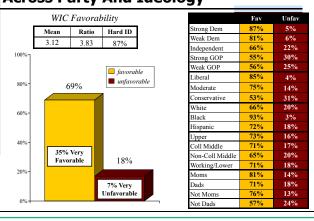
America Supports WIC: Results from a National Public Opinion Survey about WIC

METHODOLOGY

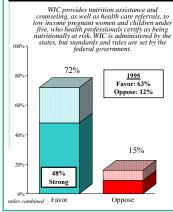
- Bi-partisan poll conducted by The Mellman Group and American Viewpoint
- 1000 likely November 2012 voters surveyed
- Interviews were conducted in November 2011
- Margin of error +/- 3.1% overall; higher for subgroups

KEY FINDINGS

WIC Enjoys A Strongly Favorable Image, Across Party And Ideology

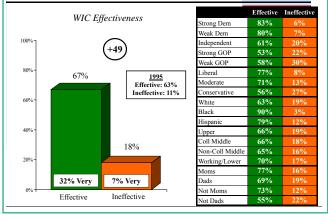


A Broad Description Of WIC Garners Significant And Widespread Support Which Has Grown Over The Last 16 Years



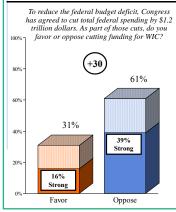
	Fav	Oppose	
Strong Dem	89%	2%	
Weak Dem	83%	9%	
Independent	69%	21%	
Strong GOP	60%	25%	
Weak GOP	61%	20%	
Liberal	86%	7%	
Moderate	78%	10%	
Conservative	59%	26%	
White	70%	18%	
Black	89%	4%	
Hispanic	79%	9%	
Upper	78%	14%	
Coll Middle	72%	15%	
Non-Coll Middle	70%	18%	
Working/Lower	74%	14%	
Moms	83%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

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



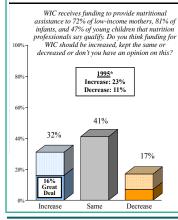
By Two To One Voters Oppose Cutting WIC To Reduce The Deficit

A Majority Of Republican Women Oppose Cutting 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%

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



	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%

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 Likely

No Effect

48%

25%

50%

	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%

February 2012 National WIC Association