



MULTI-STATE WIC PARTICIPANT SATISFACTION SURVEY

RESULTS FOR ALL PARTICIPATING STATES:
ARKANSAS, COLORADO, COMMONWEALTH OF THE NORTHERN MARIANA ISLANDS, CONNECTICUT, IDAHO, LOUISIANA, MAINE, MARYLAND, MINNESOTA, MONTANA, NEBRASKA, NEVADA, NEW HAMPSHIRE, NEW MEXICO, NORTH CAROLINA, OHIO, UTAH, VIRGINIA, WEST VIRGINIA, WYOMING, AND WICHITA, CADDO & DELAWARE

DATE: February 2024

AUTHORS: Danielle L. Lee, Celeste Felix, Lorrene D. Ritchie (Nutrition Policy Institute), Loan Kim (Pepperdine University), Shannon E. Whaley (Public Health Foundation Enterprises-WIC), Georgia Machell (National WIC Association).

ACKNOWLEDGEMENTS: Christina Chauvenet (formerly with the National WIC Association) supported state recruitment and participation, Reka Vasicsek provided Spanish-language translation support (NPI), Hannah Thompson guided statistical analysis (NPI), Angel Ruiz (NWA student intern) conducted state recruitment surveys and compiled state-level program statistics, Theresa Tran (Pepperdine student) developed data table shells, and Victoria Micalizzi formatted the text and designed the visual elements of the report.

FUNDER: Robert Wood Johnson Foundation



TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	3
INTRODUCTION	5
METHODS	6
SURVEY RESPONDENTS.....	17
WIC ENROLLEMENT OR RECERTIFICATION DOCUMENTATION.....	18
NUTRITION EDUCATION AND OTHER WIC INTERACTIONS.....	19
PERCEPTIONS OF WIC'S EFFORTS TO SUPPORT DIVERSITY,EQUITY, AND INCLUSION.....	22
SHOPPING FOR WIC FOODS.....	22
USE OF WIC CARD AND WIC APP.....	25
ADEQUACY OF THE CASH VALUE BENEFIT FORFRUITS AND VEGETABLES	27
PERCEPTIONS OF PROPOSED WIC FOOD PACKAGE CHANGES.....	27
STRENGTHENS AND LIMITATIONS	28
APPENDIX A. SURVEY QUESTIONS.....	29
APPENDIX B. SAMPLE RECRUITMENT MATERIAL.....	46
APPENDIX C. DATA TABLES.....	48
APPENDIX D. DATA CLEANING SUMMARY.....	73

EXECUTIVE SUMMARY

WHY SURVEY WIC PARTICIPANTS

Studies show that the Special Supplemental Nutrition Assistance Program for Women, Infants, and Children (WIC) is cost effective in protecting or improving the health, food security, and nutritional status of women, infants, and children in families with low income. However, WIC is underutilized—only half of those eligible for WIC participate and participation has been declining over the last decade.¹

Prior to the COVID-19 public health emergency, WIC was working to improve program participation and retention through the transition from paper checks and booklets to Electronic Benefit Transfer (EBT) cards, the development and adoption of smartphone apps, and the exploration of online grocery options. The COVID-19 public health emergency accelerated additional program changes in alignment with the goal of providing more accessible services, most notably hastening a shift from primarily in-person services to a hybrid model integrating in-person and remote services. The Cash Value Benefit (CVB) for purchasing fruits and vegetables also increased to values of \$25 for children, \$44 for pregnant and postpartum women, and \$49 for breastfeeding women in place when this survey was administered.

The National WIC Association (NWA), Nutrition Policy Institute (NPI), and Pepperdine University conducted the first multi-state survey of WIC participants in 2021. Completed by over 22,000 participants across 12 states and one Indian Tribal Organization, the survey provided valuable insights into the pandemic's impact on WIC participants and their experience with program disruptions and adjustments granted by US Department of Agriculture waivers.² With the end of the federal COVID-19 public health emergency on May 11, 2023, and the resumption of in-person

operations, NWA aimed to repeat the survey in 2023 to evaluate post-pandemic experiences and inform efforts to enhance program participation, satisfaction, and retention.

WHAT WAS DONE?

Nineteen states, one Indian Tribal Organization (Wichita, Caddo & Delaware), and one territory (Commonwealth of the Northern Mariana Islands), hereinafter referred to as “states,” volunteered to participate in the 2023 WIC participant survey. The other states included: Arkansas, Colorado, Connecticut, Idaho, Louisiana, Maine, Maryland, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Carolina, Ohio, Utah, Virginia, West Virginia, and Wyoming.

States recruited WIC participants to complete an online survey in English or Spanish between July and September 2023. Respondents were asked about their experiences with appointments, enrollment, and recertification; shopping for WIC foods and using the WIC Card and App; perceptions of the CVB; and proposed changes to the WIC food packages. Descriptive statistics were generated by language and in total by first averaging responses in each state and then averaging across the 21 states. Summary data were included from respondents (31,225 in English, 7,396 in Spanish) who were current WIC participants and completed select sociodemographic questions (age, race/ethnicity, education, current employment/school status).

WHAT WAS LEARNED?

Survey respondent characteristics. Most survey respondents were between the ages of 25 and 39 years old; were white or Hispanic or Latino; had completed a minimum of some college education; and had participated in WIC for 3 or more years. Nearly half were employed or going to school either part- or full-time. Additionally, 79% were enrolled in Medicaid.

More WIC participants are food insecure now than two years ago during the height of the pan-

1 Data source: US Department of Agriculture, Food and Nutrition Services. National and State Level Estimate of WIC Eligibility and Program Reach in 2021. Available online: <https://www.fns.usda.gov/research/wic/eligibility-and-program-reach-estimates-2021>

2 The National WIC Association. Multi-state WIC Participants Satisfaction Survey: Learning from Program Adaptations During COVID. 2021. Available online: <https://thewichub.org/multi-state-wic-participant-satisfaction-survey-learning-from-program-adaptations-during-covid/>

demographic. Survey respondents living in households experiencing food insecurity increased from 57% during the first year of the pandemic to 67% during the last year of the pandemic.

WIC participants use a hybrid of in-person and remote options for engaging with WIC. Most respondents have resumed providing enrollment and recertification documents in person, but more than half are continuing to also use remote options for reenrollment and recertification, with email, online websites, portals and applications, and text messages being the most common methods for safe document transfer. Nearly all respondents attended some WIC appointments and nutrition education in person; three quarters also met with WIC staff remotely via telephone calls, online nutrition education, and two-way texting.

Most WIC participants are satisfied with in-person and remote WIC services. Most respondents reported being comfortable providing documents to enroll or recertify in WIC both in person and remotely. They found it easy to schedule WIC appointments and were very satisfied receiving nutrition education and other WIC services both in person and remotely.

WIC participants want to engage with WIC generally every 3-6 months. WIC participants generally desired WIC appointments and nutrition education between every three and six months for both in-person and remote services. Desired frequency also varied depending on the type of interaction, from every month for two-way text messaging with WIC staff to every year for group classes at the WIC site, with Spanish respondents preferring both in-person and remote services more frequently than English respondents.

Most (three in four) WIC participants report no challenges with WIC services. One-quarter of respondents said they experienced one or more challenges with WIC services. The top reported challenges were difficulty fitting appointments into their schedules; WIC site locations were hard to get to; having limited access to technology; and WIC using a technology that is not easy for them. Only 7% of English and 17% of Spanish respon-

dents said the information WIC provides is not in their preferred language.

Fruits, vegetables, and other foods provided by WIC are the top reason for participation.

Respondents said the top two reasons for participating in WIC were the fruits and vegetables they received, followed by other foods in the WIC food package. Three-quarters said they participated for the education, information, and support provided by WIC staff; half for breastfeeding support; and two-thirds for the WIC classes and group sessions. Most (85%) respondents reported changing their eating or feeding practices because of something they learned from WIC.

Participants rate WICs efforts to support diversity, equity, and inclusion highly. Respondents generally agreed that staff at their WIC site make them feel respected, valued, and welcomed, that they can communicate in their own language, relate to their culture, and look like them. Agreement varied across respondents by racial or ethnic group. Asian, Native Hawaiian Pacific Islander and Black or African American respondents had somewhat lower agreement than white and Hispanic respondents for WIC staff relating to their culture and looking like them.

The most common reason participants do not buy all their WIC foods is because the benefits expire before they can use them. Other common reasons for not buying all their WIC foods included not liking some of them and not being able to find them where they shop.

Nearly all WIC participants experience challenges shopping for WIC foods. Respondents said the most common reasons were that WIC foods were hard to find, the food brands liked were not always available, and they either didn't have the right foods at the register or that WIC-approved foods would not go through the register.

WIC participants want to expand shopping options for WIC foods. Respondents' top requests were to shop for fruits and vegetables at a farmers market, use a self-checkout aisle in the store, and preorder foods online for pick up at the store or curbside. English-speaking respondents

desired the latter two options more than Spanish-speaking respondents.

WIC participants are very satisfied with the WIC card and app. Nearly all respondents were somewhat or very satisfied with the WIC card and app. For the few that had not yet used the WIC app, the top reasons were not knowing about it or not needing it. The top requested changes to the app were to allow it to schedule and show upcoming WIC appointments and remind participants when their food benefits would expire. Non-white respondents requested the app be made available in Spanish and other languages besides English.

Most participants say the \$25 Cash Value Benefit for fruits and vegetables is not adequate for children. Two in three respondents said the \$25 per month CVB for children was not enough. Most respondents in states that don't allow canned and/or frozen in addition to fresh fruits and vegetables desire these options. Three-quarters of respondents found it easy to find fruits and vegetables they wanted to purchase with their WIC benefits.

Participants are agreeable to the proposed WIC food package modifications for cereal, dairy, and breastfeeding participants. While nearly all are satisfied with the current amount of cereal they get from WIC, less than 2% said they would leave the program if WIC did not provide the cereal they wanted. Most respondents said they buy all or almost all the dairy products they receive from WIC, and the top two reasons for not doing so were not being able to eat or drink the amount of dairy products provided or preferring plant-based beverages. Less than 2% said they would leave WIC if fewer dairy products were provided. Most women respondents said they would be more likely to try or continue breastfeeding if they were provided more food benefits.

INTRODUCTION

The federal Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides nutrition assistance to income-eligible pregnant, breastfeeding, and postpartum women, infants, and children up to 5 years old who are at nutritional risk. WIC provides nutrition education, breastfeeding support, supplemental nutritious foods, and referrals to other health and social services. In January 2022, WIC served 6.17 million participants nationally; this increased to 6.46 million in January 2023 of which 5 million were infants and children.³ In each state, Indian Tribal Organization, or U.S. Territory, a WIC Agency administers the program through local agencies and sites, following regulations and guidance from the US Department of Agriculture (USDA) (see **Table A** for more details).

The WIC program is cost effective in protecting or improving the health and nutritional status of women, infants, and children in families with low income. WIC supports improved birth outcomes, savings in health care costs, improved diet and diet-related outcomes, improved infant feeding practices, increased immunization rates and regular sources of medical care, and improved cognitive development.⁴ Despite these benefits, WIC is underutilized—only half of those eligible for WIC participate.⁵ Coverage rates of those eligible who are enrolled in WIC dropped from 54% in 2016 to 51% in 2021.⁴ Coverage rates in 2021 were highest for infants (78%) and postpartum non-breastfeeding women (77%), and lower for children ages 1 year (64%), 2 years (44%), 3 years (41%) and 4 years old (25%) with decreasing coverage as children get older.⁴ Coverage rates were also lower for pregnant (43.7%) and postpartum breastfeeding women (61%).⁴

Prior to the COVID-19 pandemic, most WIC services were provided to participants attending in-person appointments at local WIC sites. In the spring of 2020, the USDA granted states various

³ WIC Data Tables. United States Department of Agriculture, Food and Nutrition Service. Accessed 12/7/23. Available online: <https://www.fns.usda.gov/pd/wic-program>

⁴ Data source: US Department of Agriculture, Food and Nutrition Services. About WIC: How WIC Helps. Available online: <https://www.fns.usda.gov/wic/about-wic-how-wic-helps>

⁵ Data source: US Department of Agriculture, Food and Nutrition Services. National and State Level Estimate of WIC Eligibility and Program Reach in 2021. Available online: <https://www.fns.usda.gov/research/wic/eligibility-and-program-reach-estimates-2021>

waivers to adjust WIC operations to ensure the safety of participants and staff during the pandemic. States variously adapted WIC services by not requiring participants to be physically present at WIC sites to enroll and re-certify (required semi-annually or annually), and by implementing flexible options for obtaining food benefits and nutrition education. During the pandemic, the USDA also increased the Cash Value Benefit (CVB) for WIC participants to purchase fruits and vegetables to align the food package with values recommended by the National Academies of Science, Engineering, and Medicine in 2017 to support approximately half of the intake of fruits and vegetables as recommended by the Dietary Guidelines for Americans.^{6,7} Amounts raised from \$9 per child and \$11 for women to \$25 for children, \$44 for pregnant and postpartum women, and \$49 for breastfeeding women during the time the survey was conducted. As of October 1, 2023, amounts changed to \$26 for children, \$47 for pregnant and postpartum women and \$52 for breastfeeding women.⁸

Additionally, by 2021 nearly all WIC participants in the US transitioned from using paper WIC checks to using an Electronic Benefit Transfer (EBT) Card (WIC Card) to redeem WIC food benefits. Using the WIC Card, WIC participants redeem monthly benefits similar to the EBT card used by federal Supplemental Nutrition Assistance Program participants, except that only specific healthy WIC foods can be purchased. States had the option of implementing systems that either upload food benefits in-person only (offline systems that require the WIC Card to be loaded by WIC staff in-person) or have the capacity to load benefits remotely or in-person (online systems that can load the WIC Card without it being physically present). To help WIC participants know what and when benefits are available, many states also implemented a smartphone application (WIC App) that allows participants to monitor their remain-

ing WIC food benefit levels.

The purpose of this project was to survey WIC participants in multiple states on their experiences and satisfaction with interactions with WIC, shopping for WIC foods, and using the WIC Card and App after the conclusion of the COVID-19 public health emergency. To inform future policy and operational decisions, questions were also asked about perceptions of the CVB and proposed changes to the WIC food packages.⁹ Findings from this project are particularly timely given Congress' reauthorization of the federal child nutrition programs, including WIC, as well as the anticipated release of a revised WIC Food Package rule in 2024. This report summarizes survey responses from WIC participants from all 21 states that participated in the project.

METHODS

In February 2023, the National WIC Association, which spearheaded this project, sent an email to all directors of state WIC agencies (n=89 which includes 50 state health departments, 33 Indian Tribal Organizations, the District of Columbia, and five territories) in the U.S. to invite them to participate in a WIC participant satisfaction survey. The goal was to recruit 15 state agencies representing different regions of the country, utilizing different methods to provide services, and serving a diversity of WIC participants with respect to the total number, urbanicity, and racial-ethnic group. States had to be willing to recruit at least 500 WIC participants to complete the survey in the summer of 2023. Nineteen states (Arkansas, Colorado, Connecticut, Idaho, Louisiana, Maine, Maryland, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Carolina, Ohio, Utah, Virginia, West Virginia, and Wyoming), one Indian Tribal Organization (Wichita, Caddo & Delaware) and one territory (Commonwealth of the Northern Mariana Islands) volunteered to

6 Improving balance and choice: final report. Review of WIC food packages. National Academies of Sciences, Engineering, and Medicine, 2017. Available from: <https://nap.nationalacademies.org/catalog/23655/review-of-wic-food-packages-improving-balance-and-choice-final>

7 US Department of Health and Human Services. US Department of Agriculture, Dietary Guidelines Advisory Committee, Dietary guidelines for Americans. 7th ed. US Government Printing Office, Washington, DC2010: 1-95 (2010)

8 US Department of Agriculture, Food and Nutrition Services. WIC Policy Memo #2024-1: FY 2024 Cash-Value Voucher/Benefit Amounts, 2023. Available online: <https://www.fns.usda.gov/wic/2024-cash-value-voucher-benefit-amounts>

9 US Department of Agriculture, Food and Nutrition Services. WIC: Revisions in the WIC Food Packages, 2022. Available online: <https://www.fns.usda.gov/wic/fr-112122>

participate in the 2023 survey (**Table A**). States had varying methods of interacting with WIC participants for appointments, nutrition education, enrollment, and recertification (**Table B**).

A group of WIC experts and researchers drafted the participant survey, which was adapted from a multi-state WIC participant survey administered in 2021.¹⁰ Modifications to the 2021 survey included removing questions that were no longer relevant following the end of the public health emergency and adding new questions related to diversity, equity and inclusion, and perceptions of the CVB and proposed WIC food package modifications. A final question was added to recruit participants to participate in follow-up interviews to gather qualitative information to contextualize the quantitated survey responses. After researchers pilot-tested the survey, participating states provided input on the overall survey design as well as individualization of questions and responses relevant to each state's operations. The final survey included 45 questions and was designed to be completed in 20 minutes or less depending on skip patterns (See **Appendix A** for full survey topics and questions). The topics included:

1. Eligibility determination—2 questions
2. WIC participation and enrollment—4 questions
3. WIC appointments and nutrition education—9 questions
4. Diversity, equity, and inclusion at WIC—2 questions
5. Shopping for WIC foods—5 questions
6. Use of the WIC Card and App—4 questions
7. Sociodemographic characteristics—8 questions
8. Perceptions of the WIC Cash Value Benefit to purchase fruits and vegetables—4 questions
9. Perceptions of the proposed WIC food package modifications—6 questions

Respondents had to be at least 18 years of age and be on WIC or have family members currently on WIC to be eligible to complete the survey. No personal identifying information (such as respondent name or other protected health information)

¹⁰ The National WIC Association. Multi-state WIC Participants Satisfaction Survey: Learning from Program Adaptations During COVID. 2021. Available online: <https://thewichub.org/multi-state-wic-participant-satisfaction-survey-learning-from-program-adaptations-during-covid/>

¹¹ WIC participants in Arkansas were not invited to participate in the gift card drawing.

was collected from WIC participants who volunteered to complete the survey, except for those who opted in to be contacted for qualitative interviews. Upon the end of the survey, participants were invited to submit their email addresses in a separate survey to opt into a drawing for one of fifty \$20 electronic gift cards.¹¹ The project was reviewed and deemed exempt by the Institutional Review Board (IRB) at the University of California, Davis. Two states (OH, VA) required their state IRB also review the project protocol; in both cases, the state IRB made the same determination.

The survey and sample recruitment materials (flyer and text or social media post; **Appendix B**) were translated into Spanish by a Spanish-speaking research assistant and reviewed and revised as needed by a second Spanish speaker. The survey for each state was programmed into survey software (Qualtrics) to enable WIC participants to complete it on a smartphone, tablet, or computer. The Qualtrics reCAPTCHA feature was enabled for all surveys to identify possible bot responses. Each state received two unique survey links (English and Spanish versions of the survey) to share with participants through methods available to their state or local agencies. These included text messages, emails, flyers (handed out or mailed), WIC App, websites/social media, or verbal messaging during a WIC appointment or interaction (**Table C**). State agencies selected the recruitment strategies, including determining if local agencies/sites participated in providing the survey information to participants instead of or in addition to the state agency.

Most states began recruiting WIC participants on July 5, 2023, and continued through September 6, 2023. Several states delayed their survey recruitment until the second (CO, UT, WY, WCD) or third (NC) week of July, and their surveys were closed on September 20, 2023. Some states (CO, ME, MD, MN) opted to translate their surveys into multiple languages, including Amharic, Arabic, Dari, French, Haitian Creole, Lingala, Nepali, Somali, and Ukrainian. These surveys were conducted and analyzed separately from the NWA

survey, and those results are not included in this report.

Researchers tabulated survey responses, generated descriptive statistics, and prepared a summary of findings for each state and across all participating states by respondent language (English or Spanish) and overall for the 21 participating state agencies. Summary data were included only from respondents who opted to take the survey, were current WIC participants, answered select sociodemographic questions (age, race/ethnicity, education, current employment/school status) even if they did not complete all other survey questions, entered zip codes that were located within the state the survey was administered by, did not have duplicate responses (identified using contact information from respondents who opted into qualitative interviews; the most complete response was retained), and were non-bot responses (Qualtrics reCAPTCHA score >0.5, responses came from a normal IP address, and did not have duplicate open-ended comments that over 8 words in length); hence respondent numbers vary slightly by topic. Data were first averaged for respondents in each state and then averaged across the 21 state agency averages. This method was used because of different numbers of survey respondents per state (Table D); averaging across all respondents regardless of state would have weighted the data in favor of those states with larger numbers of responses.

Participant household food security was assessed using two questions from the US Department of Agriculture's Food Security Module.¹² The questions asked about the prior 12 months from the time of the survey. Participant urbanicity—rural or non-rural—was assessed by matching the zip code provided by respondents to the 2010 US Department of Agriculture Rural-Urban Commuting Area codes. This method was informed by guidelines from the Washington State Department of Health.¹³

The following sections of the report provide

¹² US Department of Agriculture, Economic Research Service. Food Security in the U.S. Survey Tools. Available online: <https://www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-u-s/survey-tools/>

¹³ Hailu A, Wasserman C. Guidelines for Using Rural-Urban Classification Systems for Community Health Assessments. Washington State Department of Health. 2016. Available online: <https://doh.wa.gov/sites/default/files/legacy/Documents/1500/RUCAGuide.pdf>

cumulative data collected from survey respondents in total (n=38,621) and by survey language (n=31,225 in English and n=7,396 in Spanish). Participants could choose not to answer all questions and the survey was individualized for each state. Therefore, sample sizes are indicated in tables whenever different from 38,621. Additional information on the survey questions can be found in **Appendix A**. **Appendix C** contains the full data tables for each of the survey questions by survey language (Spanish and English). Corresponding survey questions are included in red font and variables names in blue font.

TABLE A. CHARACTERISTICS OF STATE WIC AGENCIES

STATE AGENCY ¹	REGION ²	NUMBER OF PARTICIPANTS (FY 2023) ³	TREND IN PARTICIPANTS (FY 2022 TO FY 2023) ³	FOOD BENEFIT ISSUANCE ⁴	DATE WIC CARD USE STATEWIDE ⁴	SELECTED WAIVERS APPROVED AND IMPLEMENTED ⁵				ALLOW CVB PURCHASE OF CANNED OR FROZEN FV IN ADDITION TO FRESH ⁸
						FOOD PACKAGE MODIFICATION ⁶	PHYSICAL PRESENCE (EXPIRES 9/30/26) ⁷	REMOTE BENEFIT ISSUANCE (EXPIRES 9/30/26) ⁷	EXTENDED CERTIFICATION PERIOD FOR CHILDREN (EXPIRED 6/10/23)	
Arkansas	SW	62,157	+11.0%	Offline EBT	7/2018	X	X	X	X	X
Colorado	MP	84,967	+8.8%	Online EBT	11/2016	X	X	X		X
Commonwealth of the Northern Mariana Islands	W	2,652	-5.2%	Online EBT	4/2018		X	X	X	
Connecticut	NE	47,522	+1.6%	Online EBT	6/2016	X	X	X		X
Idaho	W	30,607	+5.4%	Online EBT	10/2019	X	X	X	X	
Louisiana	SW	91,668	+8.6%	Offline EBT	12/2019	X	X ⁹			X
Maine	NE	17,935	+6.0%	Online EBT	6/2021	X	X	X		X
Maryland	MA	122,099	+2.8%	Online EBT	8/2019	X	X	X	X	X
Minnesota	MW	106,108	+6.4%	Online EBT	8/2019	X	X	X	X	X
Montana	MP	13,965	+2.0%	Online EBT	9/2017	X	X	X	X	X
Nebraska	MP	36,352	+2.2%	Online EBT	11/2018	X	X	X		X
Nevada	W	52,830	+0.5%	Online EBT	8/2009	X	X	X		X
New Hampshire	NE	13,373	-2.0%	Online EBT	10/2018	X	X	X	X	X
New Mexico	SW	37,650	+10.9%	Offline EBT	12/2007	X	X	X		X
North Carolina	SE	261,150	+0.9%	Online EBT	5/2018	X	X	X	X	X
Ohio	MW	174,372	+8.9%	Offline EBT	8/2015	X	X	X		X
Utah	SW	40,731	+8.7%	Offline EBT	11/2020	X	X	X		X

TABLE A. CHARACTERISTICS OF STATE WIC AGENCIES CONTINUED

STATE AGENCY ¹	REGION ²	NUMBER OF PARTICIPANTS (FY 2023) ³	TREND IN PARTICIPANTS (FY 2022 TO FY 2023) ³	FOOD BENEFIT ISSUANCE ⁴	DATE WIC CARD USE STATEWIDE ⁴	SELECTED WAIVERS APPROVED AND IMPLEMENTED ⁵				ALLOW CVB PURCHASE OF CANNED OR FROZEN FV IN ADDITION TO FRESH ⁶
						FOOD PACKAGE MODIFICATION ⁶	PHYSICAL PRESENCE (EXPIRES 9/30/26) ⁷	REMOTE BENEFIT ISSUANCE (EXPIRES 9/30/26) ⁷	EXTENDED CERTIFICATION PERIOD FOR CHILDREN (EXPIRED 6/10/23)	
Virginia	MA	123,107	+1.6%	Online EBT	5/2014	X	X	X		X
West Virginia	MA	37,048	+9.1%	Online EBT	10/2013	X	X	X	X	X
Wyoming	MP	7,296	+8.7%	Offline EBT	1/2002	X	X	X		X
Wichita, Caddo & Delaware	SW	4,242	+5.6%	Online EBT	10/2017		X	X		X

1. The Commonwealth of the Northern Mariana Islands is a territory and Wichita, Caddo & Delaware is an Indian Tribal Organization; the rest are state health departments. We are referring to all as state agencies.
2. USDA Food and Nutrition Service regions include West (W), Southwest (SW), Southeast (SE), Mid-Atlantic (MA), Northeast (NE), Midwest (MW), and Mountain Plains (MP).
3. Data source: WIC Data Tables: Annual State Level Data, preliminary data for FY 2023 <https://www.fns.usda.gov/pd/wic-program>.
4. Data source: WIC EBT Activities, December 2022 Status Report, <https://www.fns.usda.gov/wic/wic-ebt-activities>; offline EBT means that WIC participants must physically bring their WIC Cards to a WIC site every 3-4 months to have food benefits added, while states that have adopted online EBT can
5. Waivers were authorized in March 2020 through the Families First Coronavirus Response Act (PL 116-127) due to the COVID-19 pandemic. Some state agencies decided to not implement all waivers approved by the USDA due to the short-term nature of food shortages or complex technology changes required for implementation. Most waivers expired 90 days after the end of the nationally declared public health emergency, however several waivers were continued by the USDA beyond the public health emergency. Data source: USDA Food and Nutrition Services, WIC: COVID-19 Waivers by State, available online: <https://www.fns.usda.gov/disaster/pandemic/covid-19/wic-waivers-flexibilities>. USDA, The Use and Impact of Federal Waivers During the COVID-19 Pandemic: Summary Findings From Surveys of WIC State and Local Agencies, available
6. As of September 2023, state agencies were able to seek food package modification waivers that were no longer tied to the COVID-19 pandemic public health emergency. Data source: USDA Food and Nutrition Services, WIC - Food Package Substitution Waiver, available online: <https://www.fns.usda.gov/wic/food-package-substitution-waiver>.
7. Waiver extensions were authorized February 2023 through September 30, 2026, to support state agency efforts—including American Rescue Plan Act of 2021 (PL 117-2; ARPA) funded outreach, innovation, and modernization efforts—to develop and test remote service delivery options to determine what models work best for participants. Data sources: USDA Food and Nutrition Services, Additional WIC

Flexibilities to Support Outreach, Innovation, and Modernization Efforts through ARPA Nationwide Waivers, available online: <https://www.fns.usda.gov/wic/flexibilities-support-outreach-innovation-and-modernization-efforts-through>. USDA Food and Nutrition Services, Extension for Certain Approved COVID-19 Waivers, available online: <https://www.fns.usda.gov/wic/extension-certain-approved-COVID-19-waivers>

8. Data sources: National WIC Association State Agency Food Package Surveys (Apr. 2021, Feb. 2023), available upon request. New Hampshire WIC Foods, July 2023, available online: <https://www.dhhs.nh.gov/sites/g/files/ehbemt476/files/documents/2021-11/wic-approved-foods.pdf>. Utah WIC Program Shopping Guide, October 2023, available online: <https://wic.utah.gov/wp-content/uploads/sites/30/2023/09/Utah-WIC-Program-Shopping-Guide-2023-2024.pdf>.

9. Only for children.

TABLE B. STATE WIC AGENCY METHODS AVAILABLE FOR WIC APPOINTMENTS AND ELIGIBILITY DOCUMENTATION DURING SURVEY PERIOD

STATE AGENCY ¹	METHODS FOR APPOINTMENTS								METHODS FOR PROVIDING ELIGIBILITY DOCUMENTS									
	PHONE	ONE-ON-ONE VIDEO	CURBSIDE	ON-LINE EDUCATION	ONE-ON-ONE ON-SITE	GROUP CLASS ON-SITE	GROUP CLASS ON VIDEO	TWO-WAY	TEXT	EMAIL	UP-LOAD	FAX	SHOW ON VIDEO	MAIL	IN-	DROP BOX OR	WIC STAFF	AFFIDAVIT ²
Arkansas	X	X	X	X	X	X			X	X		X		X	X	X	X	
Colorado	X	X		X	X	X	X		X	X		X	X	X	X			
Commonwealth of the Northern Mariana Islands	X	X			X				X	X					X			
Connecticut	X	X		X	X	X	X	X	X	X		X	X	X	X	X		X
Idaho	X	X	³	X	X	X	X	³	X	X	X ⁴	X	X	X	X	X ⁴		
Louisiana	X		X	X	X	X		X	X	X		X	X	X	X		X	
Maine	X	X	X	X	X			X	X	X		X ⁴	X	X	X	X	X	X
Maryland	X	X	X	X	X	X	X		X	X	X	X	X	X	X		X	X
Minnesota	X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X
Montana	X		X	X	X	X	X		X	X	X	X	³	X	X		X	X
Nebraska	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X
Nevada	X	X		X	X	X	X	X	X	X	X	X	X	X	X		X	X
New Hampshire	X			X	X		X	X	X	X		X		X	X			

TABLE B. STATE WIC AGENCY METHODS AVAILABLE FOR WIC APPOINTMENTS AND ELIGIBILITY DOCUMENTATION DURING SURVEY PERIOD

STATE AGENCY ¹	METHODS FOR APPOINTMENTS								METHODS FOR PROVIDING ELIGIBILITY DOCUMENTS									
	PHONE	ONE-ONE ONE VIDEO	CURBSIDE	ON-LINE EDUCATION	ONE-ONE ON-SITE	GROUP CLASS ON-SITE	GROUP CLASS ON VIDEO	TWO-WAY	TEXT	EMAIL	UP-LOAD	FAX	SHOW ON VIDEO	MAIL	IN-	DROP BOX OR	WIC STAFF	A F F I D A V I T ²
New Mexico	X		X	X	X	X			X ⁵		X	X			X	X		X
North Carolina	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X		X
Ohio	X	X	X	X	X	X	X	X	X	X		X	X	X	X	³		
Utah	X	X	X	X	X	X	X	X	X	X	X		X		X	X		X
Virginia	X	X	X	X	X	X	X	X	X	X		X		X	X	X	X	X
West Virginia	X	X	³	X	X				X	X		X		X	X	X		X
Wyoming	X	X	X	X	X	X	X		X	X		X		X	X	X		X
Wichita, Caddo & Delaware	X		X	X	X			X	X	X	X	X		X	X			X

1. The Commonwealth of the Northern Mariana Islands is a territory and Wichita, Caddo & Delaware is an Indian Tribal Organization; the rest are state health departments. We are referring to all as state agencies.
2. An affidavit is a written statement made by a person which may be used as evidence in a court of law. This is as a field in WIC clinic's Management Information Systems that must be completed when required documentation for certification is missing with an indication for why it is missing. This can be done both in person or not in person at the WIC site.
3. State included this response option in their individual state survey but did not offer this option at the time of the survey.
4. State offered this option at the time of the survey but did not include this option in their individual state survey.
5. This option was listed as 'Teletask' in the New Mexico WIC survey. Teletask is a text-messaging platform.

TABLE C. METHODS USED BY STATE WIC AGENCIES TO RECRUIT 2023 SURVEY RESPONDENTS

STATE AGENCY	TEXT MESSAGE ²		EMAIL ³		WEBSITES AND SOCIAL MEDIA ⁴		WIC APP ⁵	FLYER ⁶	VERBAL ⁷	ESTIMATED PARTICIPANTS REACHED		SURVEY RECRUITMENT DATES
	STATE	LOCAL	STATE	LOCAL	STATE	LOCAL	STATE	LOCAL	STATE	NUMBER	PERCENT OF STATE	
Arkansas	X				X		X	X	X	38,750	62%	7/5/23 – 9/6/23
Colorado	X									76,000	89%	7/13/23 – 9/20/23
Commonwealth of the Northern Mariana Islands		X			X	X		X	X	2,652	100%	7/5/23 – 9/6/23
Connecticut	X						X			30,000	63%	7/5/23 – 9/6/23
Idaho		X				X	X			22,000	72%	7/5/23 – 9/6/23
Louisiana	X		X							27,500	30%	7/5/23 – 9/6/23
Maine	X	X					X			17,935	100%	7/5/23 – 9/6/23
Maryland					X	X	X	X	X	23,000	19%	7/5/23 – 9/6/23
Minnesota					X		X			30,000	28%	7/5/23 – 9/6/23
Montana	X						X	X		13,965	100%	7/5/23 – 9/6/23
Nebraska	X				X	X	X	X	X	30,000	83%	7/5/23 – 9/6/23
Nevada	X									15,000	28%	7/5/23 – 9/6/23
New Hampshire	X			X	X		X	X	X	10,010	75%	7/5/23 – 9/6/23
New Mexico		X			X			X	X	17,000	45%	7/5/23 – 9/6/23
North Carolina	X				X	X		X	X	56,250	22%	7/28/23 – 9/20/23
Ohio		X			X	X	X		X	90,000	52%	7/5/23 – 9/6/23
Utah	X				X		X			40,731	100%	7/11/23 – 9/20/23

TABLE C. METHODS USED BY STATE WIC AGENCIES TO RECRUIT 2023 SURVEY RESPONDENTS CONTINUED

STATE AGENCY	TEXT MESSAGE ²		EMAIL ³		WEBSITES AND SOCIAL MEDIA ⁴		WIC APP ⁵	FLYER ⁶	VERBAL ⁷	ESTIMATED PARTICIPANTS REACHED		SURVEY RECRUITMENT DATES
	STATE	LOCAL	STATE	LOCAL	STATE	LOCAL	STATE	LOCAL	STATE	NUMBER	PERCENT OF STATE	
Virginia			X	X	X	X			X	48,750	40%	7/5/23 – 9/6/23
West Virginia						X	X			1,750	5%	7/5/23 – 9/6/23
Wyoming	X				X			X	X	4,500	62%	7/19/23 – 9/20/23
Wichita, Caddo & Delaware					X		X	X	X	4,000	94%	7/18/23 – 9/20/23
ALL STATES										599,793	44%	

1. The Commonwealth of the Northern Mariana Islands is a territory and Wichita, Caddo & Delaware is an Indian Tribal Organization; the rest are state health departments. We are referring to all as state agencies.
2. Text messages were sent to participants once (CO, ID, OH, WY), twice (initial and one reminder, CNMI, CT, LA, MT, NE, NV, NM, NC, UT, VA) or three times (initial and two reminders, ME, NH).
3. Email messages were sent to participants once (NH, VA, WY) or twice (initial and one reminder, LA).
4. Survey links were posted to websites (MN, NC, NM, OH, WCD, VA), Facebook (CNMI, ID, MD, MN, NH, NM, OH, UT, VA), Instagram (CNMI, MD, UT, VA), Twitter (VA) and as a digital flyer via a group chat (CNMI).
5. WIC App notifications were sent to participants once (CT, ME, MD, MT, NE, NH, NC, OH, UT,), twice (AR, LA), three (ID, MN, WV) and four or more (WCD) times. Notifications were sent out by adding it to the App as a banner or notice seen by all App users (CT, ME, MT, NE, NH, OH, UT) pushed out as a message to all participants/caregivers that use the App (MD, MN, OK, WV), as a push notification sent out to specific groups of participants/caregivers that use the App (LA), both as a banner and push notification (ID) or other (AR, NC).
6. Flyers handed out at local agencies during in-person or curbside appointments (AR, CNMI, MT, NC, NH, NM, WCD, WY), mailed by local agencies/clinic to participants along with other program materials (WCD) or posted around local sites (AR, CNMI).
7. Verbal information shared during appointments and/or interactions with participants by all local agencies/clinics and participants were told they would receive a follow-up text message or email with the survey link after the appointment (CNMI, NC, NH, NM, VA, WY), tell them where to find the survey link (AR, CNMI, MD, NC, NH, NM, OH, WCD, VA), given a survey flyer if in person or received via postal if not in person (AR, MD, NC, NH, WCD), told to look for a text or email from the state or local agency during July-August 2023 (CNMI, NC, NH, NM, VA), or staff conducted the survey during all in-person interactions, time permitting (CNMI, NM).
8. This is the percent of total WIC participants for FY2023 as listed in Table A. (ID, MN, WV) and four or more (WCD) times. Notifications were sent out by adding it to the App as a banner or notice seen by all App users (CT, ME, MT, NE, NH, OH, UT) pushed

TABLE D. ANY SURVEY RESPONSES AND RESPONSES INCLUDED IN THE ANALYTICAL SAMPLE AFTER DATA CLEANING, BY STATE WIC AGENCY

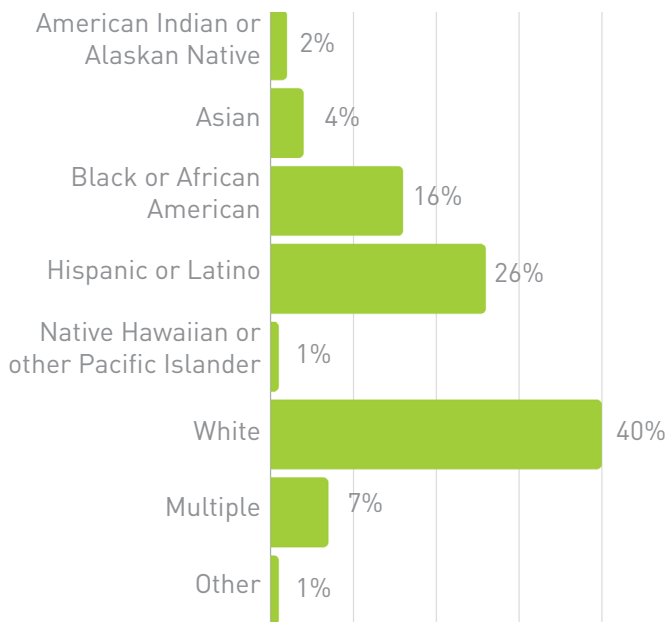
STATE AGENCY ¹	SAMPLE SIZES						% ANY SURVEY DATA
	ANY SURVEY DATA			ANALYTICAL SURVEY DATA ²			
	TOTAL	ENGLISH	SPANISH	TOTAL	ENGLISH	SPANISH	
Arkansas	170	153	17	96	87	9	57%
Colorado	8405	6690	1715	3758	2826	932	45%
Commonwealth of the Northern Mariana Islands	1043	1043	0	580	580	0	56%
Connecticut	3966	1699	1897	1697	786	911	43%
Idaho	2537	2018	460	1583	1367	216	62%
Louisiana	7646	5792	1854	4000	3241	759	52%
Maine	1052	951	50	578	570	8	55%
Maryland	10047	8150	1897	5025	3873	1152	50%
Minnesota	4413	3999	244	2625	2503	122	60%
Montana	1106	1008	24	682	670	12	62%
Nebraska	7824	7143	681	1831	1587	244	23%
Nevada	2134	1299	835	990	617	373	46%
New Hampshire	1138	1003	135	631	589	42	56%
New Mexico	819	681	138	537	455	82	66%
North Carolina	7516	5319	2196	2853	2193	660	38%
Ohio	4137	3742	395	1890	1730	160	46%
Utah	6696	4307	2389	3235	2282	953	48%
Virginia	7358	681	138	4821	4088	733	66%
West Virginia	2037	1992	45	983	970	13	48%
Wyoming	312	275	37	182	168	14	58%
Wichita, Caddo & Delaware	63	62	1	44	43	1	70%
All States	80419	58007	15148	38621	31225	7396	48%

1. The Commonwealth of the Northern Mariana Islands is a territory and Wichita, Caddo & Delaware is an Indian Tribal Organization. We are referring to all as state agencies.
2. This includes all survey responses, including those that selected 'no' to the question, "Would you like to participate in the survey?" and potential bot responses.
3. Surveys used in the analyses included only respondents who opted to take the survey (selected 'yes' to the question, "Would you like to participate in the survey?"), were currently on WIC and answered a minimum of 4 sociodemographic questions (age, race/ethnicity, education, current employment/school status), even if they did not respond to all other survey questions or selected 'prefer not to answer' on any of the 4 sociodemographic question. Most respondents were excluded due to not completing the 4 sociodemographic questions. Responses were also removed if they were possible bot responses (reCAPTCHA scores < 0.5 [Qualtrics variable], IP status was not normal [Qualtrics variable], duplicate write-in open-ended comment responses over 8 words long), were duplicates (identified using phone number, text message phone number, and email address responses provided by participants who opted-in to participate in interviews), or if the zip code entered by the respondent did not fall within the state (retained those with missing zip codes).

SURVEY RESPONDENTS

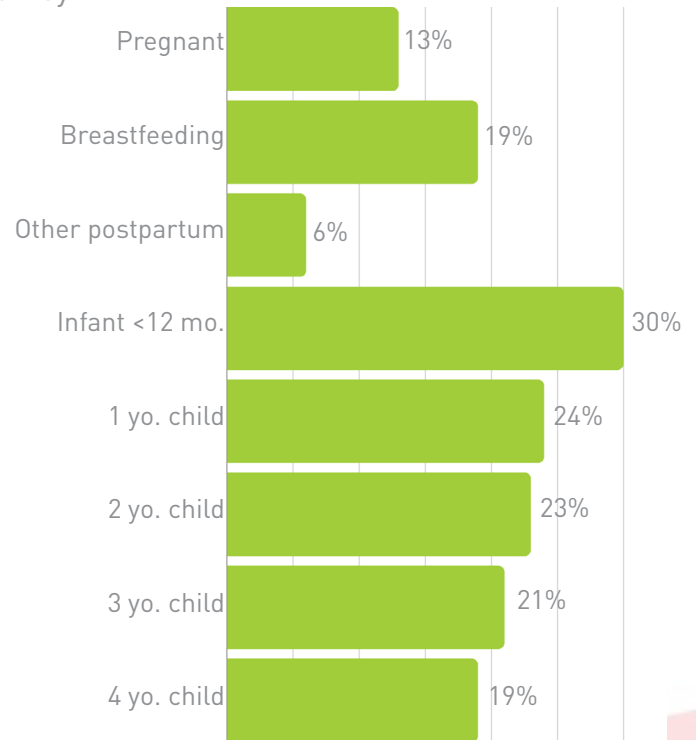
Survey respondents (n=38,621) were asked questions about their age, race/ethnicity, education, employment and/or school status, family members on WIC, duration of family on WIC, household food security, receipt of Medicaid, and zip code. (See **Appendix C, Table 1**). Most respondents (70%) were between the ages of 25-39 years old. The largest racial/ethnic groups were white (40%) or Hispanic or Latino (26%) (**Figure 1**). Most of the total sample had completed high school (31%) or had a minimum of some college education (33%). Nearly half (45%) of all respondents were employed or going to school either part- or full-time while the other half were not. All respondents in the analytical sample were currently on WIC as WIC participation was one of the inclusion criteria for analysis. Nearly half (44%) had participated in WIC for 3 or more years. In terms of family members currently on WIC, over a third of respondents included a mother, nearly a third included an infant and nearly a quarter had one or more children 1-4 years old (**Figure 2**).

Figure 1. Respondent’s race/ethnicity.



Respondents could select all that apply. Those selecting more than one category were recoded as multiple. Respondents marking Hispanic or Latino were included in that category only, regardless of whether they marked other racial groups.

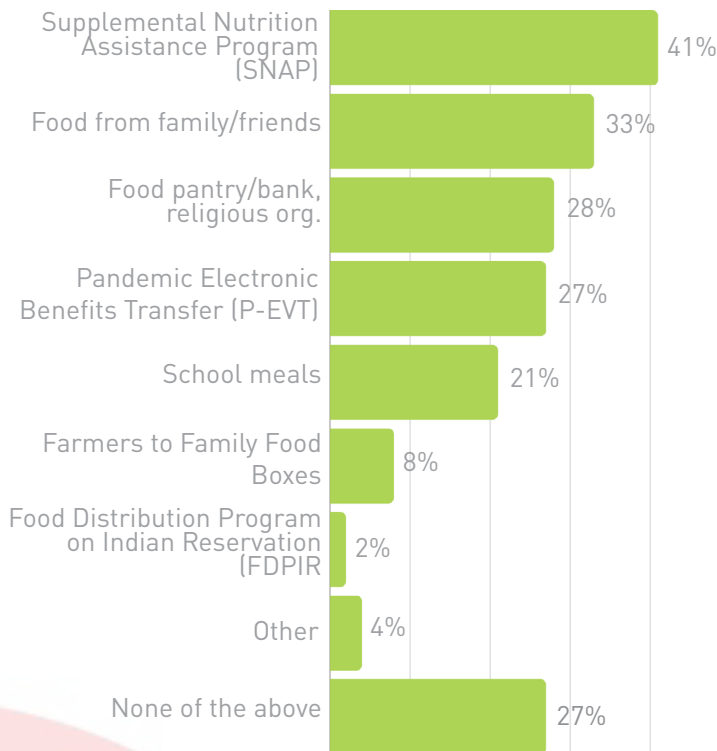
Figure 2. Family member(s) on WIC at the time of survey.



Respondents could select all that apply.

Two-thirds of respondents (67%) reported experiencing household food insecurity in the past 12 months. In the prior month, nearly three-quarters (73%) reported using additional sources of free food (besides WIC). The Supplemental Nutrition Assistance Program (SNAP) was used by the largest proportion of families (41%), followed by food from family or friends (33%) and a local food pantry or food bank (28%). Just over a quarter (27%) used Pandemic-EBT and 21% used school meals (**Figure 3**). Most respondents received Medicaid, and 22% were in a rural community (determined using the zip code they provided in the survey.)

Figure 3. Sources of free food besides WIC in prior month.



Respondents could select all that apply. The P-EVT response was not available to CT, ID, MT, and NH WIC participants (n=34,028). The Farmers to Family Food Boxes response was only available to ID, MN, MT, NM, UT, WCD, WV, and WY WIC participants (n=9,871). The Food Distribution Program on Indian Reservations response was only available to NM, WV, and WY WIC participants (n=1,702).

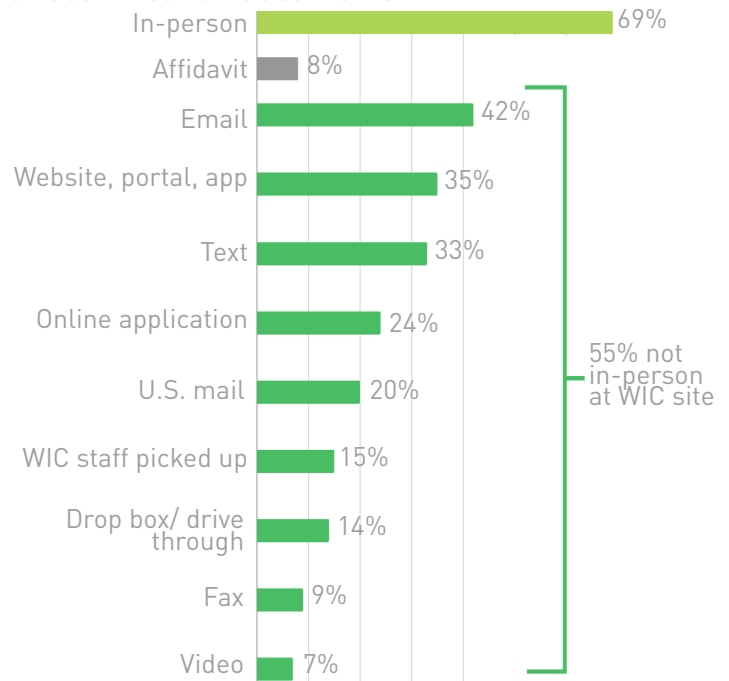
WIC ENROLLMENT OR RECERTIFICATION DOCUMENTATION

If respondents had enrolled or recertified in WIC in the 12 months before the time of the survey, they were asked which methods they had used to provide the required documentation (e.g., income, address, identification) to determine WIC eligibility (See **Appendix C, Table 2**). Two-thirds (69%) of respondents provided documents in person at the WIC site and just over half (55%) provided documents not in person at the WIC site. The most common method used to provide documents was in person at the WIC site (69%), followed by email (42%) and text message (33%). Relatively few respondents had used U.S. mail (20%), a drop box

or drive-through at the WIC site (14%), fax (9%), affidavit (8%), or video (7%).

One-third (35%) of respondents had used a WIC website, portal, or app for document sharing in the minority of states (MD, MN, MT, NE, NM, NV, UT, WCD) that had this option available. Nearly one-quarter (24%) of respondents uploaded to an online application or via a link shared with them by WIC staff in the minority of states (MN, MT, NM, NV, UT, WCD) that had this option available. Among states where local agencies offered an option for WIC staff to pick up documents from WIC participants (AR, LA, MD, ME, MN, MT, NV, VA), 15% of respondents reported using this option. (**Figure 4.**)

Figure 4. Methods for providing WIC enrollment and recertification documents.



Respondents could select all that apply. Text and email responses were not available to NM WIC participants (n=38,084); response option for 'Text' was modified to 'WhatsApp or Signal' instead of text messages for CNMI WIC participants. The fax response was not available to CNMI, ME, and UT WIC participants and inadvertently not available to NM WIC participants (n=34,228). The U.S. mail response was not available to CNMI, NM, and UT WIC participants (n=34,269). The video response was not available to AR, CNMI, NH, NM, VA, WCD, WV, and WY WIC participants (n=30,747). The uploaded to WIC website, portal or app re-

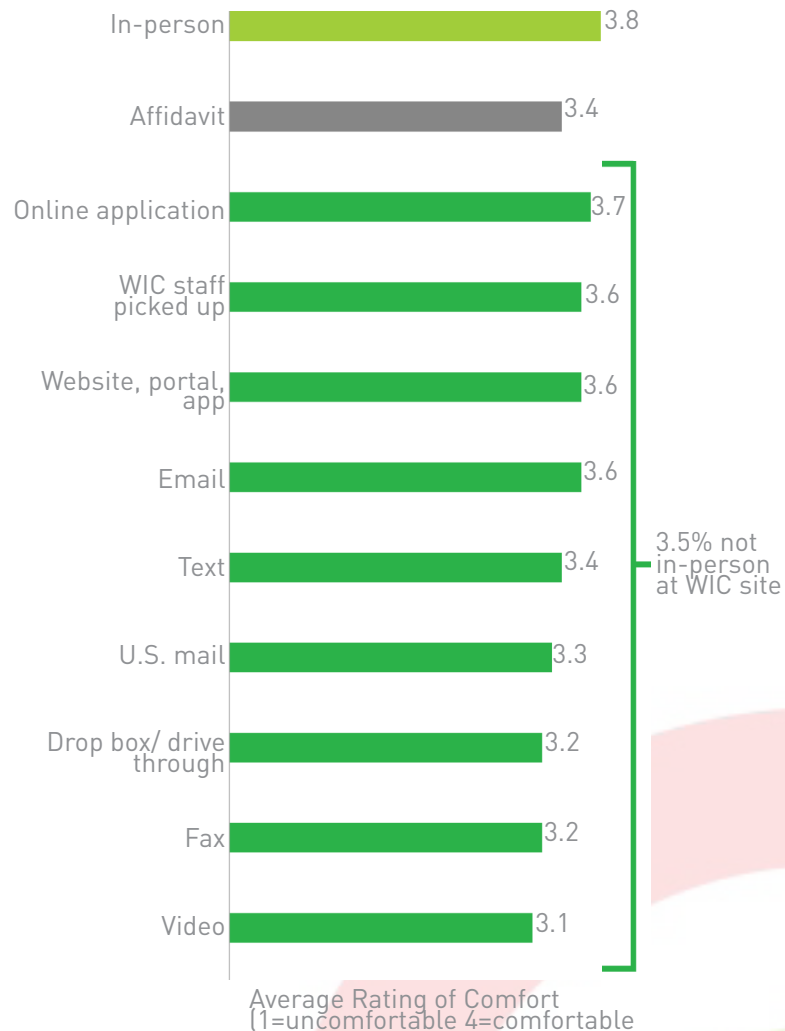
sponse was only available to MD, MN, MT, NE, NM, NV, UT, WCD (n=14,969). The uploaded to online application response was only available to MN, MT, NM, NV, UT, and WCD WIC participants (n=8,113); for NM, NV, and UT WIC participants, the response option read “Uploaded to link sent by WIC staff.” The picked up by WIC staff response was only available to AR, LA, MD, ME, MN, MT, NV, and VA WIC participants (n=18,817). The drop box or drive-through at WIC siter response was not available to CNMI, CO, CT, ID, LA, MD, MT, NH, NV, OH, and WCD WIC participants (n=19,438). The affidavit response was not available to AR, CNMI, CO, ID, LA, NH, and OH WIC participants (n=26,083).

Respondents were also asked to rate their comfort (on a scale of 1=uncomfortable to 4=comfortable) with the method(s) they had used to share their personal information with WIC. Respondents were comfortable providing their documents in person and not in person at the WIC site, resulting in an average rating of 3.8 and 3.5, respectively (See **Figure 5** and **Appendix C, Table 2**). Most respondents (95%) said they were comfortable or somewhat comfortable providing documents in person at the WIC site. For providing documents not in person, many respondents said they were comfortable or somewhat comfortable providing documents by uploading email (91%), text message (85%), U.S. mail (82%), drop box or drive-through at the WIC site (84%), fax (80%), or video (72%).

For the minority of states offering other methods, respondents also said they were comfortable or somewhat comfortable using a WIC website, portal, or app (93%), uploading to an online application or via a link shared with them by WIC staff (92%), and having WIC staff pick up their documents from them (94%). Providing enrollment documents by affidavit (a written statement that may be used as evidence in a court of law) can be done both in person or not in person, and respondents said they were either comfortable or somewhat comfortable with this method (81%).

Figure 5. Comfort with methods for providing WIC enrollment & recertification documents.

Figure 5. Comfort with methods for providing WIC enrollment & recertification documents.

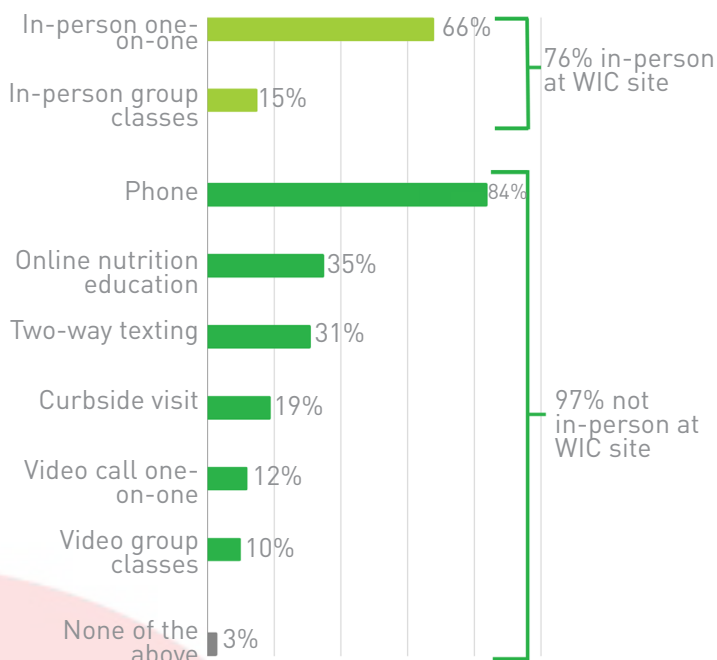


NUTRITION EDUCATION AND OTHER WIC INTERACTIONS

Most respondents (91%) found scheduling WIC appointments somewhat or very easy. When asked about how they had received nutrition education and other interactions with WIC over the 12 months before the time of the survey, three-quarters had interacted with WIC staff in person at the WIC site (76%) and nearly all had interacted with WIC staff not in person at the WIC site (97%). Most respondents indicated their interactions were by phone (84%) or in person at the WIC site one-on-one with WIC staff (66%) (See **Appendix C, Table 3**). Other methods used by a third or less of respondents were self-paced nutrition education through an online platform (35%), two-way texting with WIC staff, (31%), curbside visits at the WIC site (19%), group classes at the WIC site

[15%], video call (e.g., Zoom) one-on-one with WIC staff (12%) and group classes through a video call (10%) (Figure 6).

Figure 6. Methods for interacting with WIC services.

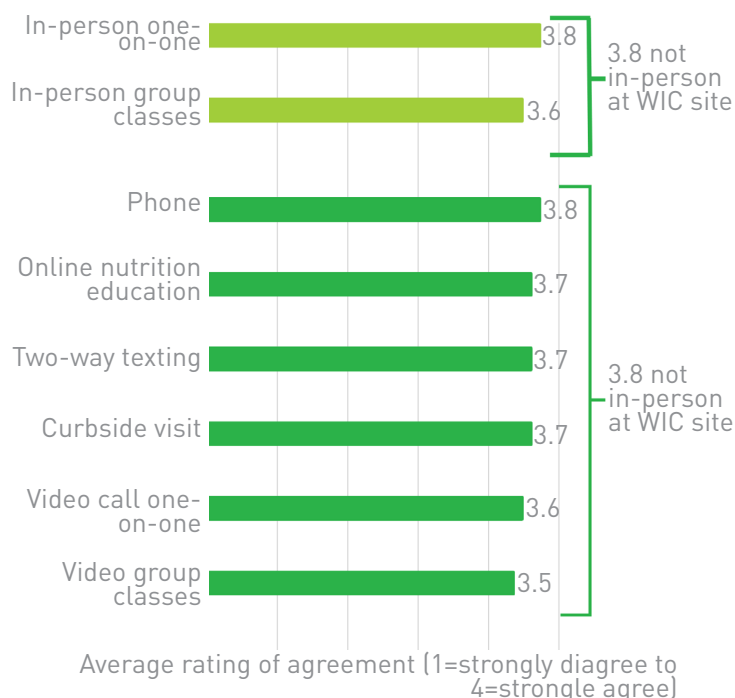


Respondents could select all that apply. The group classes at the WIC site response was not available to CNMI, ME, MN, NH, WCD, WV, and WCD WIC participants (n=33,180). The curbside visit to the WIC site response was not available to CNMI, CO, CT, NH, and NV WIC participants (n=30,965). The video call (e.g., Zoom) one-on-one with WIC staff response was not available to LA, MT, NH, NM, and WCD WIC participants (n=32,727). The group classes through a video call response were not available to AR, CNMI, LA, ME, MN, NM, WCD, and WV WIC participants (n=29,178). The self-paced nutrition education through an online platform response was not available to CNMI WIC participants (n=38,041). The two-way texting response was not available to AR, CNMI, CO, MD, MT, NM, WV, and WY WIC participants (n=26,778).

Respondents were asked to rate their level of satisfaction (on a scale of 1=very unsatisfied to 4=very satisfied) with each method used for interacting with WIC services. Most respondents were generally satisfied with all methods and satisfaction ratings were similar between in-person methods (3.7) and those that were not in-person

at the WIC site (3.7). Methods ranked from highest to lowest based on average satisfaction ratings were one-on-one with WIC staff at the WIC site (3.8), over the phone with WIC staff (3.8), two-way texting (3.7), curbside visits to the WIC site (3.7), self-paced nutrition education through an online platform (3.7), video call one-on-one with WIC staff (3.6), group classes at the WIC site (3.6) and group classes through a video call (3.5) (Figure 7).

Figure 7. Satisfaction with methods for interacting with WIC services.

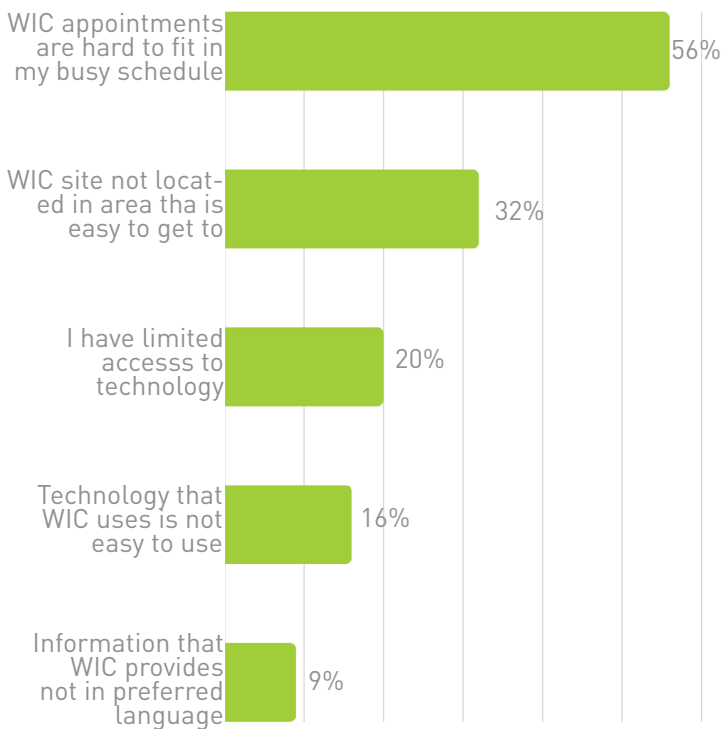


Respondents were also asked about their desired frequency of WIC services: every month, every 3 months, every 6 months, every year, and never. On average, respondents desired WIC services both in person and not in person on a frequency of every 3-6 months (using a scale of 4=every month, 3=every 3 months, 2=every 6 months, 1=every year, 0=never, average scores were 2.7 and 2.8, respectively.) Desired frequencies varied between respondents' survey language, with Spanish survey respondents preferring services more frequently than English respondents both in person (average score of 3.1 vs. 2.6, respectively) and remotely (3.0 vs. 2.7, respectively). Desired frequencies also varied between methods of interacting with WIC service, ranging from every month for two-way text messaging with WIC staff (36%), every 3 months for talking over the

phone with WIC staff (41%), every 6 months for self-paced nutrition education through an online platform (18%), every year for group classes at the WIC site (11%) and never for group classes through a video call (8%) (see **Appendix C, Table 3**).

Nearly three-quarters (73%) of WIC participants said they experienced no challenges with WIC services, however, there were small differences between respondents who completed the survey in English (75%) and Spanish (65%). Of the 8,721 respondents (22% of the sample) who reported experiencing a challenge with WIC services, they reported experiencing one or more of the following: WIC appointments were hard to fit into their schedules (56%); WIC sites were not located in an area that was easy for them to get to (32%); they have limited access to technology (20%); the technology that WIC uses is not easy for them to use (16%); and the information that WIC provides is not in their preferred language (9% for all respondents, 7% in Spanish, and 17% in English) (**Figure 8**). There were only slight differences between racial/ethnic groups for respondents reporting that the information that WIC provides is not in their preferred language (see **Appendix C, Table 3a**).

Figure 8. Challenges with WIC services.

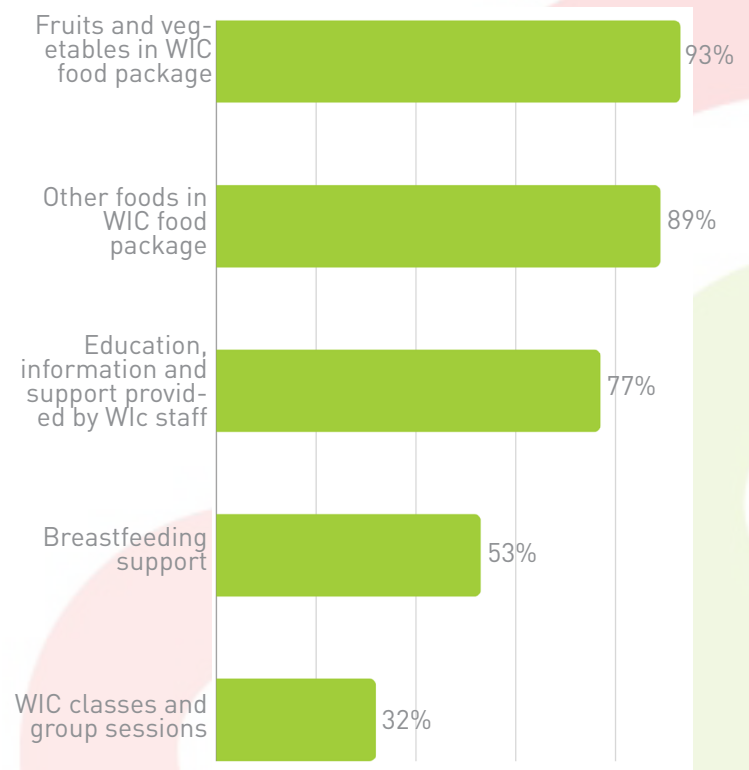


Respondents could select all that apply. Data is presented for respondents who reported having a challenge with WIC services (n=8,417, 22%).

Respondents were asked to rate their overall level of satisfaction with WIC nutrition education and with WIC customer service (on a scale of 1=very unsatisfied to 4=very satisfied). Average ratings showed that WIC participants were satisfied with both the nutrition education (3.7) and the customer service they received from WIC (3.7).

Respondents were also asked to select from a list the reasons they were participating in WIC. The top reason was the fruits and vegetables they received in the WIC food package (93%), followed by other foods in the WIC food package (89%); education, information, and support provided by WIC staff (77%); breastfeeding support (53%); and WIC classes and group sessions (32%) (**Figure 9**).

Figure 9. Reasons for participating in WIC.



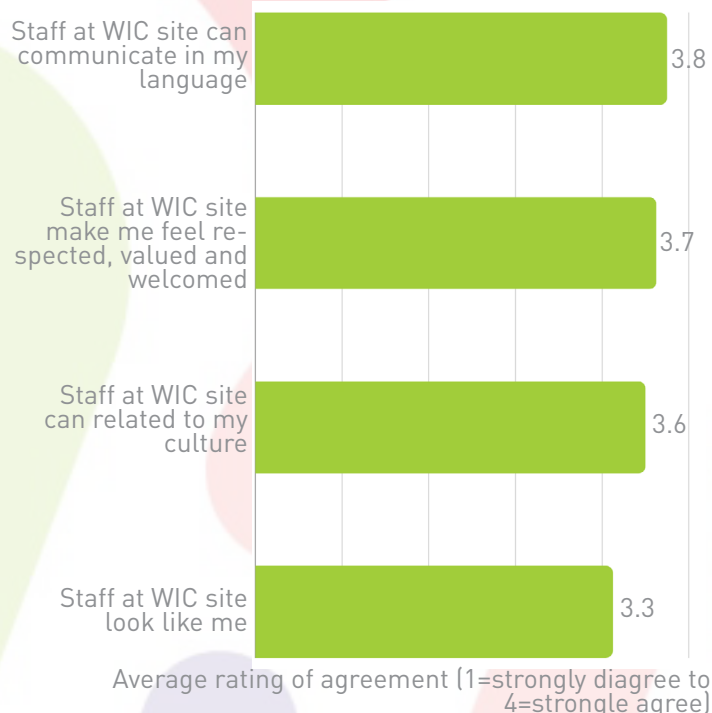
Finally, respondents were asked about the extent to which they changed how they feed themselves and their families because of something they learned from WIC. Response options were “a lot,” “a little,” “not at all,” or “don’t know/not sure.” Nearly half (46%) of respondents changed their feeding style because of something they

learned from WIC “a lot,” followed by 39% saying “a little” and 10% saying “not at all.” Respondents who completed the survey in Spanish more often selected “a lot” and “a little” compared to those who completed the survey in English (see **Appendix C, Table 3**).

PERCEPTIONS OF WIC’S EFFORTS TO SUPPORT DIVERSITY, EQUITY, AND INCLUSION

Efforts to support diversity, equity, and inclusion were assessed by asking respondents the extent to which they agreed to four statements about their interactions with and perceptions of WIC staff. Responses were scored on a scale of strongly disagree=1 to strongly agree=4. Respondents generally agreed with all the following statements: staff at WIC site make me feel respected, valued, and welcomed (3.7); staff at WIC site can communicate in my language (3.8); staff at WIC site can relate to my culture (3.6); and staff at WIC site look like me (3.3) (see **Appendix C, Table 4, and Figure 10**).

Figure 10. Perceptions of WIC’s efforts to support diversity, equity, and inclusion.



There were slight differences in scores for each statement between respondents in various racial/ethnic groups (see **Appendix C, Table 4a**). Scores

ranged from 3.6 for Native Hawaiian or other Pacific Islander respondents to 3.8 for Asian respondents for the statement “Staff at my WIC site make me feel respected, valued and welcomed.” Scores ranged from 3.4 for Asian respondents to 3.9 for respondents from multiple racial/ethnic groups for the statement “Staff at WIC site can communicate in my language.” Scores ranged from 2.9 for Native Hawaiian or other Pacific Islander respondents to 3.7 for white respondents to the statement “Staff at WIC site can relate to my culture.” Finally, scores ranged from 2.8 for Black or African American respondents to 3.3 for white respondents to the statement “Staff at WIC site look like me.”

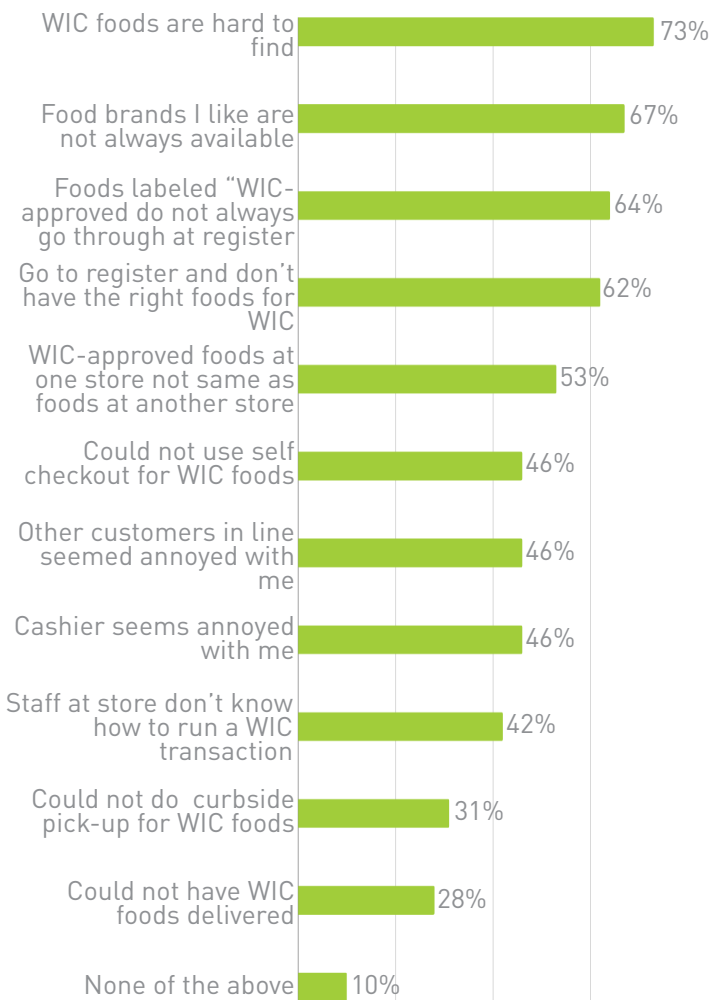


SHOPPING FOR WIC FOODS

Respondents were asked how often they experienced certain challenges while shopping for WIC foods (on a scale of 1=often a problem to 3=never a problem). Nine out of 10 respondents said they experienced one or more problems sometimes or often. The most cited problem by nearly three-quarters of respondents (73%) was that WIC foods are hard to find (**Figure 11**.) Other common problems were that the food brands respondents liked were not always available (67%), foods labeled ‘WIC-approved’ did not always go through at the register (64%) and respondents got to the register and didn’t have WIC-approved foods (62%.) Approximately half of the participants experienced that WIC-approved foods at one store were not the same at another store (53%), that the cashier seemed annoyed with them (46%), that other customers in line seemed annoyed with them (46%) and that they could not use the self-checkout for WIC foods (46%). Less common problems when shopping for WIC foods were that staff at the store didn’t know how to

run a WIC transaction (42%) and they could not do curbside pick-up (31%) or have their WIC foods delivered (28%).

Figure 11. Problems when shopping for WIC foods.

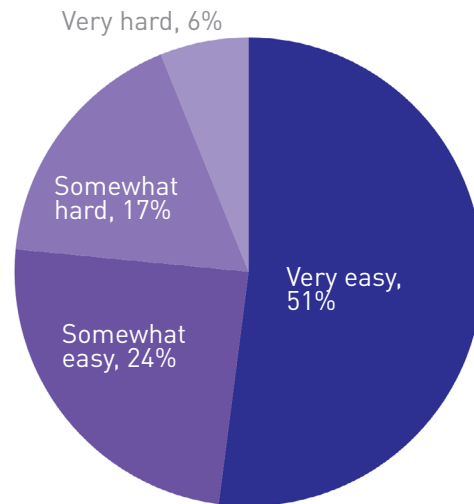


Data is the percent of those that selected 'often a problem' or 'sometimes a problem'. The foods labeled 'WIC-approved' do not always go through at register response was not available to CO WIC participants (n=34,863). The WIC foods approved at one store are not same as foods approved at another store response was not available to AR and CO WIC participants (n=34,767). They could not use self-checkout for WIC foods response was not available to CNMI WIC participants (n=38,041). The I could not do curbside pick-up for WIC foods response was only available to AR, CNMI, ME, MN, MT, NC, NH, and UT WIC participants (n=11,280). The I could not have WIC foods delivered response was only available to AR, CT, ME, MN, MT, NC, NH, and UT WIC participants

(n=12,397).

Finally, respondents were asked how difficult it was for them to find fruits and vegetables they wanted to purchase with their WIC benefits. Three-quarters of respondents said it was somewhat or very easy (see **Figure 12**).

Figure 12. Difficulty finding fruits and vegetables with WIC benefits.

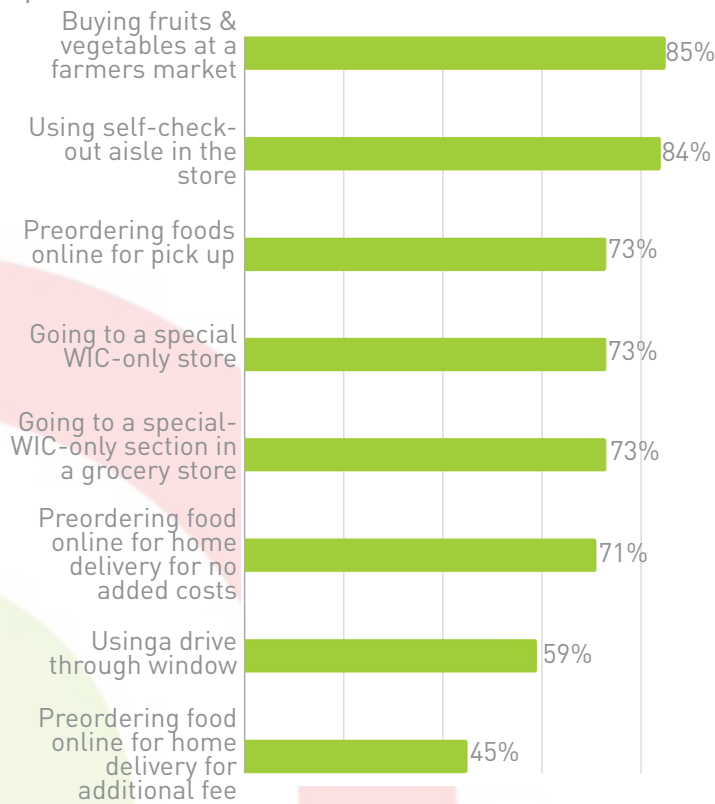


During the time of the survey, Maryland was piloting a WIC home food delivery program. Only respondents in Maryland were asked a question about their satisfaction with the program. Of the 5,025 respondents from Maryland, 73% said they had not participated in the program. Of the 1,014 respondents who participated in the home delivery program, 94% said they were somewhat or very satisfied with the program.

Respondents in all states were asked about their interest in expanding options for shopping for WIC foods that were potentially or currently available in their states. States selected which options they included in their surveys. The highest combined percentage of respondents who had either already used or expressed an interest in using an expanded option was for shopping for fruits and vegetables at a farmers market (85%), using a self-checkout aisle in the store (84%), pre-ordering foods online for pick up at the store or curbside (73%), going to a special WIC-only store that only sells WIC approved foods (73%), going to a special section in the store to find WIC foods (73%), and preordering food online for at-home delivery if there was no additional cost for deliv-

ery (71%). The options that were of the least interest were using a drive-through window to pick up food (59%) and preordering food online for at-home delivery for an additional fee that participants would have to pay (45%) (Figure 13). There were notable differences between respondents' survey language for using a self-checkout aisle in the store to purchase WIC foods (58% Spanish, 90% English) and preordering WIC food online for at-home delivery if there was no additional cost for delivery (54% Spanish, 75% English).

Figure 13. Interest in expanded WIC shopping options.

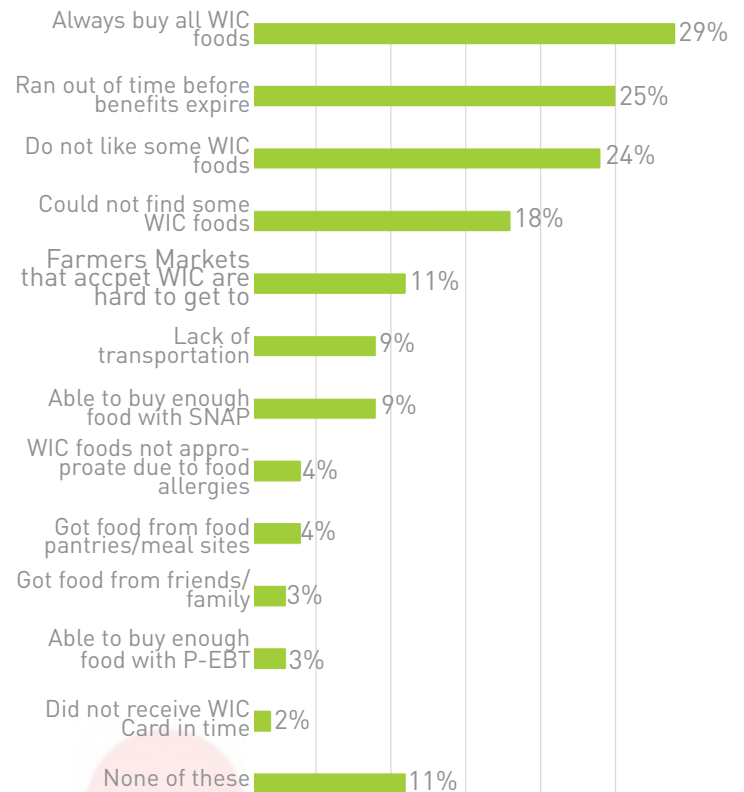


The buying fruits and vegetables at a farmers market response was not available to CO, NE, and WY WIC participants (n=32850). The using a self-checkout aisle in the store response was not available to CNMI and CO WIC participants (n=34,283). The going to a special WIC-only store response was not available to CNMI, MT, NE, and WY WIC participants (n=34,715). The going to a special section in the store response was not available to NM and WV WIC participants (n=37,101). The preordering WIC food online for home delivery at no additional cost response was not available to WY WIC participants (n=38,439). The preordering food online for home delivery

for an additional fee response was not available to AR WIC participants (n= 38,525). The using a drive-through window response was not available to ID, NH, NM, VA, and WV WIC participants (n=30,066).

Respondents also were asked to select reasons why they did not buy all their WIC foods. Just over one-quarter (29%) said they buy all their WIC foods (Figure 14). The top reasons for not buying all their WIC foods were running out of time before their benefits expired (25%), not liking some WIC foods (24%) and not being able to find WIC foods (18%). Less common reasons were that farmers markets that accept WIC were hard to get to (11%), they lacked transportation to shop for WIC foods (9%) and they were able to buy enough food with SNAP (9%). Very few participants said it was because WIC foods were not appropriate due to food allergies (4%), they were getting enough food from food pantries/meal sites (4%) or from friends and family (3%), they were able to buy enough food with Pandemic-EBT (3%) or that they didn't receive their WIC Card in time (2%).

Figure 14. Reasons respondents do not buy all their WIC foods.



Respondents could select all that apply. The farmers markets that accept WIC are difficult to get to response was not available to AR, CNMI, NE, NH, UT and WCD WIC participants (n= 32,204). The able to buy enough food with Pandemic EBT response was not available to CT, ID, MT, and NH WIC participants (n= 34,028).

USE OF WIC CARD AND WIC APP

All states asked respondents about their experience with the WIC Card and all states except Virginia asked about the WIC App. Satisfaction (rated on a scale of 1=very unsatisfied to 4=very satisfied) was high for both the WIC Card (see **Figure 15**) and WIC App (see **Figure 16**), with a minority of respondents being somewhat or very unsatisfied with the WIC Card (5%) or WIC App (6%). Very few respondents had not yet used the WIC Card (1%) or the WIC App (5%).

Figure 15. Satisfaction with the WIC Card.

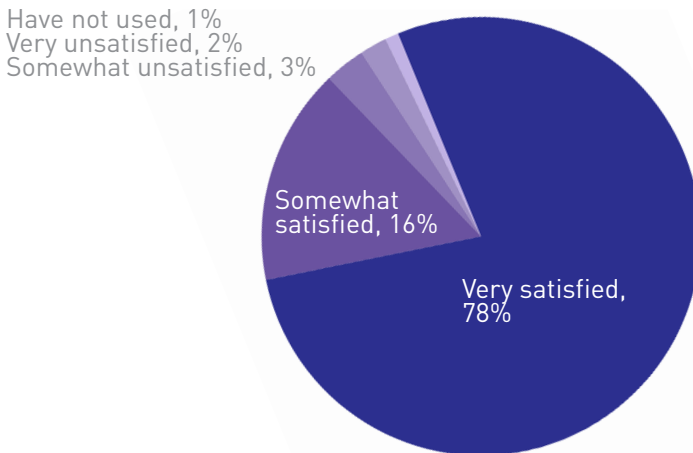
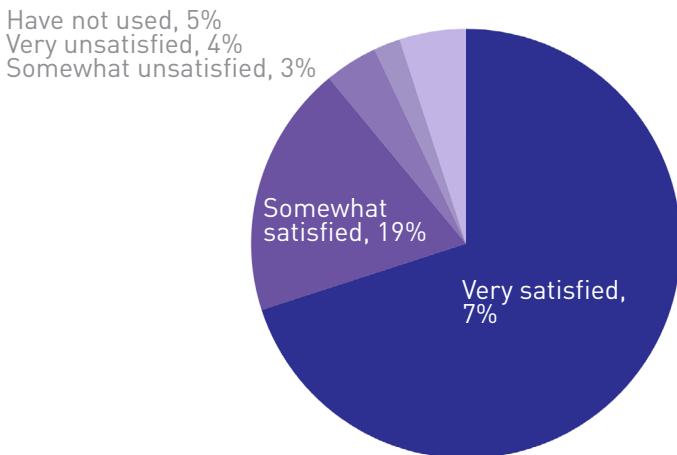
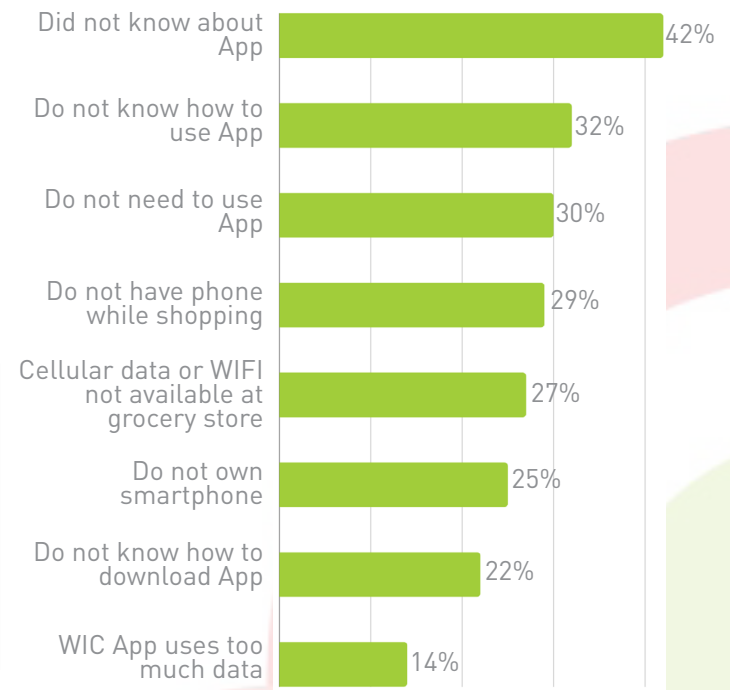


Figure 16. Satisfaction with the WIC App.



Of the 1,508 respondents who said they had not used the WIC App, the most common reason for not using it was not knowing about it. Other frequently cited reasons included: not knowing how to use the App (32%), not needing to use the App (30%), not having their smartphone while shopping (29%), inadequate cellular data or Wi-Fi when at the grocery store (27%), not owning a smartphone (25%), not knowing how to download the App (22%). The least common barrier was the App using too much data (14%) (**Figure 17**). More Spanish survey respondents compared to English survey respondents said they did not own a smartphone (41% vs. 17%) and did not have their phone with them while shopping (44% vs. 21%).

Figure 17. Reasons for not using the WIC App.



This question was not asked of VA WIC participants and only asked of those who said they have not used the WIC app, n=1,508, 5% of sample.

Additional questions were asked of all respondents except those in VA and LA about preferences for changes to the WIC App and 93% of respondents had a suggestion to offer (**Figure 18**). The most frequent requests by respondents in states where the WIC App did not already include these options were for it to show upcoming WIC appointments (76%), to schedule appointments (72%), and to remind them of when their food benefits expired (71%). A majority of respon-

dents also requested the WIC App allow them to: find stores with online/phone ordering and/or curbside pick-up (64%), scan foods to identify WIC eligibility (63%), chat with WIC staff (62%), send paperwork to determine WIC eligibility (61%), show their WIC food balance (61%), find stores that offer self-checkout (59%), and access online nutrition education (56%). Nearly half of respondents requested preventing the App from crashing or making it run faster (45%). Fewer respondents requested making registration or log-in easier (29%), making it available in Spanish (29%), or making it available in languages besides English/Spanish (21%).

Figure 18. Desired changes in WIC App.



Questions about the WIC App were not asked of LA and VA WIC participants (n=29,800). The show next WIC appointment response was not available to CT, MD, NH, NM and OH WIC participants (n=20,020). The schedule WIC appointments response was not available to NM WIC participants (n=29,263). The food benefits expiration reminder response was not available to CO, CT, ID, NH, OH and UT WIC participants (n=17,006). The scan foods to identify WIC eligibility and show WIC food balance responses were only available to AR, ME, MN, MT, NE, NC, WCD and WV WIC participants (n=9,692). The find stores that offer online/phone ordering and/or curbside pick-up response was only available to AR, CNMI, CT, ME, MN, MT, NC, NM, NV, WV and WCD WIC participants (n=12,918). The allow to send paperwork response was not available to MD and NM WIC participants (n=24,238). The find stores that offer self-checkout response was not available to CNMI, ID, ME and OH WIC participants (n=25,169). The access online nutrition education response was not available to CNMI, CO, ID, MD, ME, NM, UT, and WY WIC participants (n=14,322). The make available in Spanish response was only available to AR, MN, MT, NE, NV, NM, NC, WCD, WV and WY WIC participants (n=10,823). The make available in other languages besides English or Spanish response was not available to CO, CT, ID, ME, NH, OH and UT WIC participants (n=16,428).

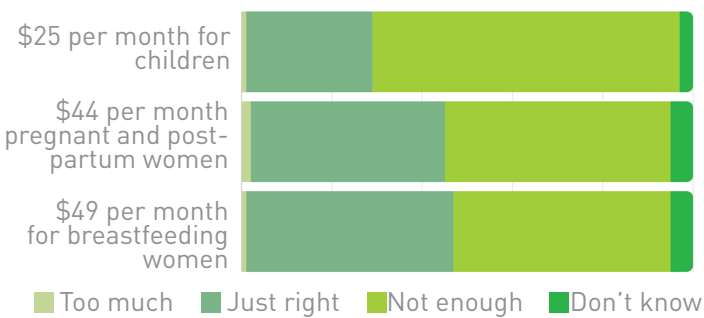
More Spanish survey respondents compared to English survey respondents requested allowing the App to show their WIC food balance (81% vs. 59%) and having it available in Spanish (87% vs. 20%) or languages other than English or Spanish (38% vs. 18%). Additionally, there were differences between respondent race/ethnicity categories for requests to make the App available in languages other than English and Spanish: this was requested more often by those selecting the categories Asian (38%), Hispanic or Latino (33%), Black or African American (24%), other (22%) or multiple (19%) compared to American Indian or Alaska Native (16%) and white (10%).

ADEQUACY OF THE CASH VALUE BENEFIT FOR FRUITS AND VEGETABLES

In May 2021, the US Department of Agriculture to increase the monthly Cash Value Benefit (CVB) for WIC participants to purchase fruits and vegetables from \$9 for children and \$11 for women to \$25 for children, \$44 for pregnant and postpartum women and \$49 for breastfeeding women at the time of survey administration in 2023. This change was made to align CVB amounts with proposed revisions to the WIC food package as recommended in the 2017 report from the National Academies of Science, Engineering, and Medicine, or NASEM, entitled “Review of WIC Food Packages: Improving Balance and Choice”.¹⁴ On October 1, 2023 benefit levels increased to \$26 for children, \$47 for pregnant and postpartum women, and \$52 for breastfeeding women.¹⁵

Respondents were asked to rate their perception of the adequacy of the current CVB amounts for children and women as “too much,” “not enough,” or “just right.” Most respondents said the \$25 per month CVB for children was not enough (68%), and about half said the \$44 per month for pregnant and postpartum women and \$49 per month for breastfeeding women was not enough (50% and 48%, respectively) (Figure 19) (See Appendix C, Table 7).

Figure 19. Adequacy of the Cash Value Benefit to purchase fruits and vegetables for children and women.



14 National Academies of Sciences, Engineering, and Medicine; Health and Medicine Division; Food and Nutrition Board; Committee to Review WIC Food Packages. Review of WIC Food Packages: Improving Balance and Choice: Final Report. Washington (DC): National Academies Press (US); 2017. Available online: <https://www.ncbi.nlm.nih.gov/books/NBK435902/> .

15 US Department of Agriculture, Food and Nutrition Services. WIC: Revisions in the WIC Food Packages, 2022. Available online: <https://www.fns.usda.gov/wic/fr-112122>

16 US Department of Agriculture and US Department of Health and Human Services. Dietary Guidelines for Americans, 2020-2025. 9th Edition. December 2020. Available online at <https://www.dietaryguidelines.gov/>

Respondents were also asked a question about their desire to purchase alternative forms of fruits and vegetables (e.g., frozen and/or canned) if their state was not already authorized to provide these options. Most respondents (76%) in CNMI, ID, MD, and WV expressed interest in purchasing frozen or canned in addition to fresh fruits and vegetables with the CVB. Similarly, many respondents (68%) in NE, MN, UT, and WY expressed interest in purchasing canned in addition to fresh and frozen fruits and vegetables with the CVB. (See Appendix C, Table 7).

PERCEPTIONS OF PROPOSED WIC FOOD PACKAGE CHANGES

The U.S. Department of Agriculture is required to update the WIC food package to align with current nutrition science and the latest dietary guidance. The last updates to the WIC food packages were in 2014. The 2017 NASEM report recommended updating the WIC food packages. USDA Food and Nutrition Services also published the Dietary Guidelines for Americans, 2020-2025, or DGA, which included specific recommendations for women who are pregnant, infants, and children under age 2 years.¹⁶ Revisions to the WIC food package were proposed by the USDA in November 2022 which include a permanent increase to the CVB for fruits and vegetables, expanding whole grain options to ensure all cereals provided through WIC meet the whole grain criteria (i.e., whole grain as the first ingredient), providing more non-dairy substitution options, requiring lactose-free milk to be offered and adding more flexibility in the amount of formula provided to partially breastfed infants to support individual breastfeeding goals.

Respondents were asked to rate their perception of proposed changes related to cereal and dairy products they receive from WIC. When asked about the amount of cereal they receive from WIC, a majority said it was just the right amount

[63%, with Spanish respondents saying this more often than English respondents (74% vs. 60%). Respondents said they would most likely buy cereal with their own money (41%) or buy a different cereal (49%) if WIC did not provide the cereal they wanted. Very few respondents said they would leave the program if WIC did not provide the cereal they wanted (2%).

Most participants (85%) said they buy all or almost all the dairy products they receive from WIC. For those that did not (n=4,193), the top reason for not buying all the dairy products they received from WIC was because they could not eat or drink the amount of dairy products provided (31%). Other reasons included preferring plant-based beverages (30%), lactose-free dairy options (19%), or soy-based dairy alternatives (12%). Nearly one quarter said it was because the dairy products provided by WIC were not always available where they shop (22%) or other reasons (29%). When asked what they would do if WIC offered fewer dairy products, respondents said they were most likely to buy additional dairy products with their own money (59%) or do nothing as it wouldn't bother them (27%); very few said they would leave the WIC program (2%). There were slight differences in reasons between Spanish and English survey respondents (**Appendix A, Table 8**).

Finally, pregnant, and non-breastfeeding postpartum respondents were asked if they would be more likely to try or continue breastfeeding if WIC offered additional benefits for breastfeeding participants (compared to non-breastfeeding participants), including more money for fruits and vegetables and more canned fish. Most respondents said they would be more likely to try or continue breastfeeding with these added benefits (64%), with Spanish respondents slightly more likely compared to English respondents (69% vs. 63%).

STRENGTHS AND LIMITATIONS

There are many strengths of this project. This project is novel in that it is a survey of program satisfaction among WIC participants across multiple states conducted during the same months during a period when WIC services had been

modified. While many state WIC agencies conduct participant satisfaction surveys, the questions asked and the survey timeframes vary, limiting aggregation of data or comparison of results across states. This project includes state WIC agencies in 19 geographic states, one Indian Tribal Organization, and one Commonwealth, with at least one state agency from each of the USDA's administrative regions—Mid-Atlantic, Midwest, Mountain Plains, Northeast, Southeast, Southwest, and Western. While not nationally representative, the state agencies taking part in the project serve diverse populations and use a range of practices for delivering services and utilize various USDA waivers. The survey also employed novel online software and data cleaning methods to ensure responses from possible bots were removed prior to analysis (see **Appendix D**). The survey provides timely information to inform policy changes in the WIC program when the federal child nutrition programs are reauthorized. It also provides insights for conducting future participant satisfaction surveys within or across states.

Despite these strengths, this project has several limitations. Although the survey participants are from states that represent all USDA administrative regions, the data were collected from a convenience sample and are not generalizable to all State WIC Agencies and Tribal Organizations as the data were not weighted to be geographically or demographically representative of WIC participants across the nation nor within each state surveyed. Further, the data only include survey responses collected in English or Spanish, therefore it does not include WIC participants that only speak languages other than English or Spanish. Finally, all survey responses were collected from online or mobile devices. Therefore, this survey did not include WIC participants without access to online or mobile devices or with limited internet service.

APPENDIX A. SURVEY QUESTIONS

Purpose: Survey WIC participants in multiple states in July-September 2023 to inform future policy and operational decisions:

- Participant experiences and satisfaction with WIC interactions, shopping for WIC foods and using the WIC Card and App
- Determine perceptions of the Cash Value Benefit
- Explore participant perceptions of upcoming changes to the WIC food package.

Goal: Survey that State/local WIC agencies can disseminate to participants and that can be answered online (on a smartphone, tablet, or computer) in 20 minutes or less.

Content: Note that some marked as a single question, have multiple questions imbedded within them. Questions included in the 2021 survey are indicated with an X in the '2021' column. Questions or response options that may require tailoring to be State-specific are indicated with an asterisk. State's unique response options included in the 2021 survey are indicated with italics and a subscript.

DOMAIN	2021 SURVEY QUESTIONS	2023 SURVEY QUESTIONS
Eligibility	-	2
Participation & Enrollment	6 (5 core, 1 optional)	4
Appointments & Nutrition Education	7 (6 core, 1 optional)	9
Diversity, Equity, and Inclusion	-	2
Shopping	5 (3 core, 2 optional)	5
WIC Card & App	4 (0 core, 4 optional)	4
Sociodemographic Characteristics	9 (7 core, 2 optional)	8
Wellbeing	3 (0 core, 3 optional)	-
Cash Value Benefit	14 (0 core, 14 optional)	4
Perceptions of Proposed WIC Food Package Changes	-	6
Recruitment for Interview	-	1
TOTAL	48 (21 CORE, 27 OPTIONAL)	45 (ALL CORE)

Approximate time to self-complete: 15-20 minutes

Opening text to survey:

[State] WIC is inviting you to complete a survey about your experience with WIC. The survey will take less than 20 minutes. Completing this survey is voluntary and will not affect your eligibility for WIC. You do not have to take the survey if you do not want to. You can stop taking the survey at any time. We will not be asking for your name or any other contact information unless you wish to be contacted for a follow-up interview. We will not be sharing any private information about you with others.

As a thank you for your time, you can sign up for a drawing to receive one of fifty \$20 gift cards by sharing your email address at the end of the survey. Your email address will not be connected to your survey

answers in any way. If you are selected, your email address will be shared with the National WIC Association who will email you the gift card. Everyone can enter the drawing. If you do not want to take the survey but want to be in the drawing, please email [XXXX@ucanr.edu]. If you have questions, please contact [WIC State Agency contact name] at [XXXX@wicagency.gov] or [XXX-XXX-XXXX], or Lorrene Ritchie at [XXXX@ucanr.edu]. or XXX-XXX-XXXX.

Would you like to participate in the survey? Yes/No

[If yes, proceed to block A. If no, proceed to end of survey]

A. ELIGIBILITY – 2 QUESTIONS

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
1. How old are you?	Under 18 [not eligible, go to end of survey] 18-24 25-29 30-34 35-39 40-50 Over 50 Prefer not to answer	X	Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey
2. Who in your family, including foster children, currently participates in WIC? (Select all that apply.)	Pregnant woman Breastfeeding woman Non-breastfeeding woman whose pregnancy ended in the last 6 months- Infant under 12 months of age 1 year old child 2 year old child 3 year old child 4 year old child No one in my family is currently on WIC [exclusive, not eligible, go to end of survey] Prefer not to answer [exclusive]	X	Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey

B. PARTICIPATION & ENROLLMENT – 4 QUESTIONS

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
1. Overall, how long has your family participated in WIC? (Please count all pregnancies and children.)	Less than 1 year 1 - 2 years 3 years or more Prefer not to answer	X	Source: WIC Services During COVID
2. Over the past year (12 months) did you have to provide WIC with documentation of your income, address and/or identification?	Yes [go to Q3] No [skip Q3 and Q4] Don't know/not sure [skip Q3 and Q4]	X	Source: 2020 WIC Parents Survey

<p>3. For each of the following ways of providing documents, please indicate if you have provided documents in this way in the past year (12 months).</p> <ul style="list-style-type: none"> a. Text* b. Fax* c. Email* d. U.S. mail* e. Video* f. Uploaded to WIC website, portal or app* g. Uploaded to online application* h. Provided in-person at the WIC site* i. WIC staff picked up from me* j. Drop box or drive through at the WIC site* k. Affidavit* <p>*States should tailor this list to include the options they are making available.</p>	<p>Yes No Don't know/not sure</p>	<p>X</p>	<p>Source: Nutrition Policy Institute California WIC COVID survey</p>
<p>4. How comfortable were you sharing documents with WIC by [pipe in each answer selected from Q3]?</p>	<p>Uncomfortable Somewhat uncomfortable Somewhat comfortable Comfortable Don't know/not sure</p>	<p>X</p>	<p>Source: NPI CA WIC COVID survey, 2020 WIC Parents Survey</p> <p>Ask for each response option for Q3 that was marked 'yes'.</p>

C. APPOINTMENTS & NUTRITION EDUCATION – 9 QUESTIONS

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
<p>1. How would you describe your experience with scheduling WIC appointments?</p>	<p>Very easy Somewhat easy Somewhat difficult Very difficult Don't know/not sure</p>	<p>X</p>	<p>Source: Newly developed for 2023 CA WIC Survey</p>

QUESTION	ANSWER OPTIONS	2021 SURVEY	NOTES
<p>2. In the past year, WIC has offered services in different ways. For each of the following services, please indicate if you have had this type of WIC contact in the past year (12 months):</p> <ul style="list-style-type: none"> a. At the WIC site one-on-one with WIC staff* b. Group classes at the WIC site* c. Curbside visit to the WIC site* d. Over the phone with WIC staff* e. Through a video call (e.g., Zoom) one-on-one with WIC staff* f. Group classes through a video call* g. Self-paced nutrition education through an online platform* h. Two-way texting (where you and a WIC staff person text with each other)* <p>*States should tailor this list to include the options they are making available, and include name of online platform</p>	<p>Yes No Don't know/not sure</p>		<p>Source: Newly developed for 2023 CA WIC Survey, with modification</p>
<p>3. How satisfied are you with WIC services? [ASK OF EVERY CONTACT TYPE THEY SAID YES TO IN Q2]</p> <ul style="list-style-type: none"> a. At the WIC site one-on-one with WIC staff* b. Group classes at the WIC site* c. Over the phone with WIC staff* d. Curbside visit to the WIC site* e. Through a video call (e.g. Zoom) one-on-one with WIC staff* f. Group classes through a video call* g. Self-paced nutrition education through an online platform* f. Two-way texting (where you and a WIC staff person text with each other)* <p>*This list will be updated to include only response options States selected for Q2.</p>	<p>Very satisfied Somewhat satisfied Somewhat unsatisfied Very unsatisfied Don't know/not sure</p>		<p>Source: Newly developed for 2023 CA WIC Survey</p>

QUESTION	ANSWER OPTIONS	2021 SURVEY	NOTES
<p>4. How often would you like to receive WIC services? [ASK OF EVERY CONTACT TYPE THEY SAID YES TO IN Q2]</p> <ul style="list-style-type: none"> a. At the WIC site one-on-one with WIC staff* b. Group classes at the WIC site* c. Curbside visit to the WIC site* d. Over the phone with WIC staff* e. Through a video call (e.g. Zoom) one-on-one with WIC staff* f. Group classes through a video call* g. Self-paced nutrition education through an online platform* h. Two-way texting (where you and a WIC staff person text with each other)* <p>*This list will be updated to include only response options States selected for Q2.</p>	<p>Every month Every 3 months Every 6 months Every year Never Don't know/not sure</p>		<p>Source: Newly developed for 2023 CA WIC Survey</p>
<p>5. Have you experienced any of the following challenges with getting WIC services? (Select all that apply.)</p>	<p>WIC appointments are hard for me to fit in my busy schedule The WIC site is not located in area that is easy for me to get to I have limited access to technology, such as computer, email, and or a smart phone The technology that WIC uses is not easy for me to use The information that WIC provides is not in the language I prefer None of these (exclusive) Prefer not to answer (exclusive)</p>		<p>Source: AHEAD WIC Survey, with modification</p>
<p>6. Overall, how satisfied are you with the nutrition education you get from WIC?</p>	<p>Very satisfied Somewhat satisfied Somewhat unsatisfied Very unsatisfied Don't know/not sure</p>		<p>Source: CA WIC Survey 2019</p>
<p>7. Overall, how satisfied are you with the customer service you get from WIC?</p>	<p>Very satisfied Somewhat satisfied Somewhat unsatisfied Very unsatisfied Don't know/not sure</p>		<p>Source: CA WIC Survey 2019 (Au)</p>

QUESTION	ANSWER OPTIONS	2021 SURVEY	NOTES
8. Here are some reasons why parents often say they participate in WIC. For each, please tell me if this is a reason why you are participating in WIC. a. Fruits and vegetables in the WIC food package b. Other foods in the WIC package c. Health and nutrition education, information and support provided by WIC staff d. WIC classes and group sessions e. Breastfeeding support	Yes No Not applicable or not sure		Source: LA WIC 2017 with modification
9. To what extent have you changed how you feed yourself or your family because of something you learned at WIC?	Not at all A little A lot Don't know/not sure		Source: WIC ITFPS-2 30 month, with modification

D. DIVERSITY, EQUITY AND INCLUSION – 2 QUESTIONS

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
1. How much do you agree or disagree with the following: a. The staff at my WIC site make me feel respected, valued, and welcomed. b. The staff at my WIC site look like me. c. The staff at my WIC site can communicate with me in my own language. d. The staff at my WIC site can relate to me in my own culture.	Strongly agree Somewhat agree Somewhat disagree Strongly disagree Don't know/not sure		Source: AHEAD WIC Survey, with modification
2. You reported that you somewhat or strongly disagreed that the staff at your WIC site made you feel respected, valued, and welcome. Please describe why you disagreed with that statement.	Open ended; only display if answer to #1 was somewhat or strongly disagreed.		Source: Newly developed for this survey.

E. SHOPPING – 5 QUESTIONS

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
1. If you participated in the WIC shopping home delivery program, how satisfied were you with the program?*	Very satisfied Somewhat satisfied Somewhat unsatisfied Very unsatisfied I did not participate in the home delivery program Don't know/not sure	X	Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey, question originally developed for NV only

*States should only include this question if they are doing home delivery.

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
<p>2. If the following options were available, would you use them?</p> <ul style="list-style-type: none"> a. Preordering WIC foods online for pick up at the store or curbside.* b. Preordering WIC food online for at home delivery for an additional fee that I would have to pay.* c. Preordering WIC food online for at home delivery if there was no additional cost for delivery* d. Using a self-checkout aisle in the store to purchase WIC foods.* e. Using a drive through window to pick up WIC foods.* f. Going to a special section in the store to find WIC foods.* g. Going to a special WIC-only store that only sells WIC approved foods.* h. Shopping for fruits and vegetables at a farmers market using my WIC benefits * <p>*States should tailor this list to include the options of interest in their states.</p>	<p>Yes, I have already used this option Yes, I am interested but I have not used this option yet No, I am not interested in this option Don't know/not sure</p>	<p>X</p>	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
<p>3. There are different reasons families may not buy all of their WIC foods. Thinking about shopping during the last month (30 days), what are some reasons you may not have bought all your WIC foods? This question does not include formula but includes all other WIC foods that your family receives. (Select all that apply)</p>	<p>I was able to buy enough food with Supplemental Nutrition Assistance Program (SNAP, commonly known as food stamps or EBT) and didn't need my WIC foods as much.*</p> <p>I was able to buy enough food with Pandemic-EBT (P-EBT) and didn't need my WIC foods as much. <small>AR, CO, CNMI, LA, MD, MN, NE, NV, NM, NC, OH, UT, VA, WCD, WV, WY</small></p> <p>I was able to get food from food pantries or meal distribution sites and didn't need my WIC foods as much.*</p> <p>I didn't have transportation to the store.</p> <p>I/my children do not like some of the WIC food choices.</p> <p>WIC foods are not appropriate for my or my family's food allergies.</p> <p>Farmers Markets that accept WIC are not easy for me to get to.</p> <p>I ran out of time to buy all my WIC foods before my benefits expire.</p> <p>I didn't receive my WIC card in time to buy all my WIC foods.*</p> <p>I could not find my WIC foods where I shop.</p> <p>I always buy all of my WIC foods (exclusive)</p> <p>None of these (exclusive)</p> <p>*States should tailor this list to include the options available or relevant in their states. States can include the name of SNAP if it is something different and include the name of their WIC card.</p>	<p>X</p>	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
<p>4. Below is a list of problems some WIC participants have reported when they shop for WIC foods. For each one, please tell me if this has ever been a problem for you. This question does not include formula but includes all other WIC foods that your family receives.</p> <ul style="list-style-type: none"> a. WIC foods are hard to find b. I get to the register and don't have the right foods for WIC c. The cashier seems annoyed with me d. Other customers in line seem annoyed with me e. The food brands I like are not always available f. The WIC foods approved at one store are not the same as the foods approved at another store g. I could not use self-checkout for WIC foods h. I could not have my WIC foods delivered.* i. I could not do curbside pick-up for WIC foods.* j. Foods labeled 'WIC-approved' don't always go through at the register.* k. Staff at the store don't know how to run a WIC transaction. <p>*States should tailor this list to include the options available or relevant in their states.</p>	<p>Often a problem Sometimes a problem Never a problem Don't know/not sure</p>		<p>Source: WIC 2016 purchasing decisions, with modification</p>
<p>5. How hard or easy is it for you to find the fruits and vegetables you want to buy with your WIC benefits?</p>	<p>Very hard Somewhat hard Somewhat easy Very easy Don't know/not sure</p>		<p>Source: WIC 2016 purchasing decisions, with modification</p>

F. WIC CARD & APP – 4 QUESTIONS

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
<p>1. How satisfied are you with the WIC Card?*</p> <p>*Change 'WIC Card' to specific way state refers to EBT card</p>	<p>Very satisfied Somewhat satisfied Somewhat unsatisfied Very unsatisfied Have not used</p>	X	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>

<p>2. How satisfied are you with the WIC App(s)?* *Only ask if state has an app and change 'WIC App' if has a specific name</p>	<p>Very satisfied Somewhat satisfied Somewhat unsatisfied Very unsatisfied I do not use the WIC App [skip to Q4]</p>	<p>X</p>	<p>Source: Nutrition Policy Institute California WIC COVID survey</p>
<p>3. Which changes do you need in order to make the WIC App work for you?*</p> <ul style="list-style-type: none"> a. Make it easier to log in. b. Prevent the app from crashing or make the app run faster. c. Allow me to scan foods to see if they are WIC eligible. d. Show my WIC food balance. e. Show my next WIC appointment. f. Allow me to schedule a WIC appointment. g. Help me find stores near me that offer online/phone ordering and/or curbside pick up. h. Help me find stores near me that offer self-checkout. i. Allow me to access online nutrition education. j. Allow me to send my paperwork. Add a chat feature. k. Remind me before my food benefits expire. l. Make it available in Spanish. m. Make it available in other languages besides English and Spanish. <p>*Only ask if state has an app and is interested in exploring additions AND/OR app is not already doing these things. Remove items that are already available or the state doesn't want to include. Change 'WIC App' if has a specific name.</p>	<p>Yes No Don't know/not sure</p>	<p>X</p>	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>

<p>[DISPLAY if Q2 'I do not use the WIC App' is SELECTED]</p> <p>4. There are different reasons for not using the WIC App(s). Please choose an answer for each statement about reasons you do not use it.*</p> <p>a. I didn't know about the app.</p> <p>b. I don't have a smartphone.</p> <p>c. I don't usually have a phone with me when I shop.</p> <p>d. Cellular data or WIFI is not available at the grocery store.</p> <p>e. I don't know how to download the App on my phone.</p> <p>f. I don't know how to use the App.</p> <p>g. The WIC App uses too much data.</p> <p>h. I don't use the App.</p> <p>*Change 'WIC App' if has a specific name.</p>	<p>Yes</p> <p>No</p> <p>Not applicable or not sure</p>	<p>X</p>	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>
--	--	----------	---

6. SOCIODEMOGRAPHIC CHARACTERISTICS – 8 QUESTIONS

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
<p>1. How would you describe yourself? (Select all that apply.)</p>	<p>American Indian or Alaskan Native</p> <p>Asian</p> <p>Black or African American</p> <p>Hispanic or Latinx</p> <p>Native Hawaiian or other Pacific Islander</p> <p>White</p> <p>Other (write in: _____)</p> <p>Prefer not to answer (exclusive)</p>	<p>X</p>	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>
<p>[DISPLAY if Q2 'Asian' is selected]</p> <p>1a. Which of the following best describes your Asian ancestry or ethnic origin? (Select all that apply.)</p>	<p>Bangladeshi</p> <p>Chinese</p> <p>Japanese</p> <p>Filipino</p> <p>Korean</p> <p>Indonesian</p> <p>Nepalese</p> <p>Vietnamese</p> <p>Thai</p> <p>Asian Indian</p> <p>Laotian</p> <p>Cambodian</p> <p>Other Asian (write-in:_____)</p> <p>Prefer not to answer (exclusive)</p>		<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey, originally developed for NM only; 2023 CA WIC Survey</p>

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
<p>[DISPLAY if Q2 'Native Hawaiian or other Pacific Islander' is selected]</p> <p>1b. Which of the following best describes your Native Hawaiian or other Pacific Islander ancestry or ethnic origin? (Select all that apply.)</p>	<p>Chamorro Carolinian Hawaiian Guamanian Marshallese Palauan Samoan Tongan Other Pacific Islander (write-in:____) Prefer not to answer (exclusive)</p>		<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey, originally developed for NM only; 2023 CA WIC Survey</p>
<p>2. What is the highest level of school you have completed or the highest degree you have received?</p>	<p>No formal schooling 8th grade or less Grade 9-12, but not a high school graduate High school graduate/GED Some college/trade school/associate degree 4-year college graduate Post graduate degree Prefer not to answer</p>	X	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>
<p>3. Are you currently working and/or going to school full-time, part-time, or not at all?</p>	<p>Not currently working and/or going to school Full-time (at least 35 hours or more each week) Part-time Prefer not to answer</p>	X	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
<p>4. In the last 30 days, have you used any of the following to help feed your family?</p> <ul style="list-style-type: none"> a. Local food pantry, food bank or religious organization.* b. School meals or school meal distribution site.* c. Food from friends, family or neighbors. d. Supplemental Nutrition Assistance Program (SNAP, commonly known as food stamps or EBT)* e. Pandemic EBT <small>AR, CO, CNMI, LA, MD, MN, NE, NV, NM, NC, OH, UT, VA, WCD, WV, WY</small> f. FDIPIR (Food Distribution Program on Indian Reservations) g. Food Boxes / Farmers to Family Food Boxes h. Other (write-in) <p>* States to modify list according to what participants may access. States can include the name of SNAP or various other programs if it is something different.</p>	<p>Yes No Don't know/not sure Prefer not to answer</p>	<p>X</p>	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>
<p>5. Here are some statements that people have made about their food situation. Please choose whether the statement was often true, sometimes true or never true for your household in the last 12 months:</p> <ul style="list-style-type: none"> i. We worried whether our food would run out before we got money to buy more. j. The food that we bought just didn't last, and we didn't have money to get more. 	<p>Often true Sometimes true Never true Prefer not to answer</p>	<p>X</p>	<p>Source: Question modified from USDA Food Insecurity Module.</p>
<p>6. Are you or your family currently receiving Medicaid?*</p> <p>*States should customize this to whatever Medicaid is called in their state.</p>	<p>Yes No Don't know/not sure</p>		<p>Source: 2023 CA WIC Survey</p>
<p>7. What is the zip code where you live?*</p> <p>*This can be made optional based on State's feedback.</p>	<p>Enter zip code: [text entry box validated to US zip code] Prefer not to answer</p>	<p>X</p>	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>
<p>8. Please share anything else about WIC that you would like us to know.</p>	<p>(Write in up to 200 characters)</p>	<p>X</p>	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>

H. CASH VALUE BENEFIT – 4 QUESTIONS

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
<p>[DISPLAY if QA2 '1 year old child', '2 year old child', '3 year old child', or '4 year old child' is selected]</p> <p>1. Families with a child ages 1 through 4 years old receive \$25 per month from WIC to purchase fruits and vegetables for that child. What do you think about the \$25 amount given for fruits and vegetables? Would you say it is:</p>	<p>Too much Not enough Just right Don't know</p>	X	Source: Modified from 2021 NWA WIC Multi-State Participant Satisfaction Survey
<p>[DISPLAY if QA2 'pregnant' or 'non-breastfeeding woman whose pregnancy ended in the last 6 months' is selected]</p> <p>2. Pregnant and postpartum women receive \$44 per month from WIC to purchase fruits and vegetables. What do you think about the \$44 amount given for fruits and vegetables? Would you say it is:</p>	<p>Too much Not enough Just right Don't know</p>		Source: Modified from 2021 NWA WIC Multi-State Participant Satisfaction Survey
<p>[DISPLAY if QA2 'breastfeeding woman' is selected]</p> <p>3. Breastfeeding women receive \$49 per month from WIC to purchase fruits and vegetables. What do you think about the \$49 amount given for fruits and vegetables? Would you say it is:</p>	<p>Too much Not enough Just right Don't know</p>		Source: Modified from 2021 NWA WIC Multi-State Participant Satisfaction Survey
<p>4. Would you like to be able to purchase frozen or canned fruits and vegetables in addition to fresh fruits and vegetables with the benefits you receive from WIC?*</p> <p>*Only ask if state does not already authorize participants to purchase other forms of fruits and vegetables. States to tailor this question to include frozen only or canned only, based on what is authorized in their state.</p>	<p>Yes No Don't know/not sure</p>		Source: Newly developed for this survey.

I. PERCEPTIONS OF PROPOSED WIC FOOD PACKAGE CHANGES – 6 QUESTIONS

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
<p>[DO NOT display if ONLY QA2 'infant under 12 months of age' is selected]</p> <p>1. What do you think about the amount of cereal you now get from WIC?</p>	<p>Too much Just right Not enough I don't buy cereal Don't know/not sure</p>		Source: WIC 2016 Purchasing Decisions, with modification
<p>[DO NOT display if ONLY QA2 'infant under 12 months of age' is selected]</p> <p>2. If you cannot buy your/your family's favorite cereal with your WIC benefits, what would you do??</p>	<p>Buy the cereal with my own money Buy a different WIC cereal Leave the WIC program Don't know/not sure</p>		Source: Newly developed for this survey.

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
<p>[DO NOT display if ONLY QA2 'infant under 12 months of age' is selected]</p> <p>3. Do you always buy all or almost all of the dairy products (such as milk and/or yogurt, cheese) you receive from WIC currently?</p>	<p>Yes</p> <p>No</p> <p>Don't know/not sure</p>		Source: Newly developed for this survey.
<p>[DISPLAY if Q3 'no is selected]</p> <p>4. Why don't you buy all the dairy products (such as milk and/or yogurt, cheese) you receive from WIC? (Select all that apply.)</p>	<p>I can't eat/drink that much</p> <p>I prefer to have lactose-free dairy options</p> <p>I prefer to have soy-based dairy alternatives (like soy milk, soy cheese, soy yogurt)</p> <p>I prefer to have other plant-based (like oat, almond, hemp, pea) beverages</p> <p>It is not always available</p> <p>Other (write-in)</p>		Source: Newly developed for this survey.
<p>[DO NOT display if ONLY QA2 'infant under 12 months of age' is selected]</p> <p>5. If WIC offered less dairy products (about 1 gallon less milk a month) in the food package, what would you do?</p>	<p>Buy additional dairy products with my own money</p> <p>Nothing; it would not bother me</p> <p>Leave the WIC program</p> <p>Don't know/not sure</p>		Source: Newly developed for this survey.
<p>[DISPLAY if QA2 'pregnant' or 'non-breastfeeding woman whose pregnancy ended in the last 6 months' is selected]</p> <p>6. If WIC offered additional benefits for mothers who breastfeed (compared to non-breastfeeding participants), including more money for fruits and vegetables and more canned fish, would this make you more likely to try or continue breastfeeding?</p>	<p>Yes</p> <p>No</p> <p>Not applicable/not sure</p>		Source: Newly developed for this survey.

J. RECRUITMENT FOR INTERVIEWS – 1 QUESTION

QUESTIONS	ANSWER OPTIONS	2021 SURVEY	NOTES
Are you interested in participating in a brief follow-up interview to help us understand your survey responses? (If you are eligible and selected for this interview, you can receive a \$20 electronic gift card. This is not the same as entering the drawing for one of fifty \$20 electronic gift cards; you can do that at the end of this survey.)	Yes No Don't know/not sure		Source: Newly developed for this survey.
[DISPLAY if Q1 YES is selected] 1a. What is your name?	Write in		Source: Newly developed for this survey.
[DISPLAY if Q1 YES is selected] 1b. How would you like us to contact you to schedule the interview? (Select all that apply.)	Phone call Text message E-mail		Source: Newly developed for this survey.
[DISPLAY if Q3 'phone call' is selected] 1c. What is the phone number you want us to call you at?	Write-in [validated US phone number, enter in twice]		Source: Newly developed for this survey.
[DISPLAY if Q3 'text message' is selected] 1d. What is the phone number you want us to text you at?	Write-in [validated US phone number, enter in twice]		Source: Newly developed for this survey.
[DISPLAY if Q3 'email address' is selected] 1e. What is your email address?	Write-in [validated email address, enter in twice]		Source: Newly developed for this survey.

Separate survey: Gift Card Drawing

Thank you for taking your time to complete this survey.

You can enter a drawing to receive one of fifty \$20 electronic gift cards by providing your email address. If you are selected, your email address will be shared with the National WIC Association, who will send the electronic gift card to your email.

1. Would you like to enter the drawing? Yes/No (if no, skip to end)

2. What is your email address: _____

3. Please verify your email address: _____

Thank you, your response has been submitted

APPENDIX B. SAMPLE RECRUITMENT MATERIAL

ENGLISH

Recruitment text/SMS/App or email notification:

We would like to hear from you about your recent experiences with WIC. Please complete a brief survey on your phone, tablet, or computer by going to: [\[short link\]](#)

Recruitment email:

We would like to hear from you about your recent experiences with WIC. If you are interested in completing a brief survey, please use your phone, tablet, or computer to go to: [\[short link\]](#)

Telephone, video or in-person appointment script:

We would like to hear your opinions about your WIC appointment today and about shopping for WIC foods. Please complete a brief survey using your phone, tablet, or computer by going to [\[state or local agencies add where the survey link is accessible, e.g., on WIC app, state or local WIC website, WIC portal, via QR code on flyer, etc.\]](#)

Flyer, social media graphic, Internet advertisement: [\[See images below\]](#)

SPANISH

Recruitment text/SMS/App push notification:

Nos gustaría saber de usted sobre sus experiencias recientes con WIC. Si está interesado en completar una breve encuesta, use su teléfono, tableta o computadora para ir a: [\[short link\]](#)

Recruitment email:

Nos gustaría saber de usted sobre sus experiencias recientes con WIC. Si está interesado en completar una breve encuesta, use su teléfono, tableta o computadora para ir a: [\[short link\]](#)

Telephone video or in-person appointment script:

Nos gustaría saber de usted sobre sus experiencias recientes con WIC. Si está interesado en completar una breve encuesta, use su teléfono, tableta o computadora para ir a: [\[short link\]](#)

Flyer, social media graphic, Internet advertisement: [\[See images below\]](#)



We would like to hear from you about your recent experiences with WIC.

If you are interested in completing a brief survey, please use your phone, tablet, or computer to go to: [\[short link\]](#)

[\[QR CODE\]](#) [\[STATE/TRIBE WIC AGENCY LOGO\]](#)



Nos gustaría saber de usted sobre sus experiencias recientes con WIC.

Si está interesado en completar una breve encuesta, use su teléfono, tableta o computadora para ir a: [\[short link\]](#)

[\[QR CODE\]](#) [\[STATE/TRIBE WIC AGENCY LOGO\]](#)

APPENDIX C. DATA TABLES

TABLE 1. SURVEY PARTICIPANT CHARACTERISTICS.¹

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
Age in years, n (%) [A1] [AGE]			
18-24	4923 (15.8)	986 (13.3)	5909 (15.3)
25-29	7249 (23.2)	1682 (22.7)	8931 (23.1)
30-34	8395 (26.9)	2147 (29.0)	10542 (27.3)
35-39	5996 (19.2)	1742 (23.6)	7738 (20.0)
40-50	3569 (11.4)	774 (10.5)	4343 (11.2)
Over 50	989 (3.2)	23 (0.3)	1012 (2.6)
Race/Ethnicity, n (%) [G1] [RACE]			
American Indian/Alaska Native	586 (1.9)	24 (0.3)	610 (1.6)
Asian	1478 (4.7)	9 (0.1)	1487 (3.9)
Black or African American	6245 (20.0)	37 (0.5)	6282 (16.3)
Hispanic or Latino	3512 (11.2)	6377 (86.2)	9889 (25.6)
Native Hawaiian/other Pacific Islander	422 (1.4)	7 (0.1)	429 (1.1)
White	15055 (48.2)	415 (5.6)	15470 (40.1)
Multiple	2387 (7.6)	256 (3.5)	2643 (6.8)
Other	418 (1.3)	26 (0.4)	444 (1.1)
Asian ancestry/ethnic origin,² n (%) [G1a] [RACEASIAN]			
Asian Indian	118 (6.9)	0 (0.0)	118 (6.6)
Bangladeshi	52 (3.0)	0 (0.0)	52 (2.9)
Cambodian	24 (1.4)	0 (0.0)	24 (1.4)
Chinese	118 (6.9)	1 (1.6)	119 (6.7)
Filipino	449 (26.2)	1 (1.6)	450 (25.3)
Indonesian	13 (0.8)	1 (1.6)	14 (0.8)
Japanese	51 (3.0)	1 (1.6)	52 (2.9)
Korean	53 (3.1)	1 (1.6)	54 (3.0)
Laotian	20 (1.2)	0 (0.0)	20 (1.1)
Nepalese	100 (5.8)	0 (0.0)	100 (5.6)
Thai	30 (1.7)	0 (0.0)	30 (1.7)



	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
Vietnamese	56 (3.3)	1 (1.6)	57 (3.2)
Multiple	53 (3.1)	46 (75.4)	99 (5.6)
Other	484 (28.2)	0 (0.0)	484 (27.3)
Native Hawaiian or other Pacific Islander ancestry/ethnic origin,³ n (%) [G1b] [RACENHOPI]			
	(n=422)	(n=7)	(n=429)
Carolinian	26 (4.6)	1 (3.8)	27 (4.6)
Chamorro	193 (34.2)	1 (3.8)	194 (32.8)
Hawaiian	69 (12.2)	4 (15.4)	73 (12.4)
Marshallese	13 (2.3)	1 (3.8)	14 (2.4)
Palauan	8 (1.4)	1 (3.8)	9 (1.5)
Samoan	53 (9.4)	2 (7.7)	55 (9.3)
Tongan	19 (3.4)	1 (3.8)	20 (3.4)
Multiple	91 (16.1)	0 (0.0)	91 (15.4)
Other	70 (12.4)	0 (0.0)	70 (11.8)
Education level, n (%) [G2] [EDU]			
No formal schooling	125 (0.4)	237 (3.2)	362 (0.9)
8 th grade or less	291 (0.9)	926 (12.5)	1217 (3.2)
Some high school	2172 (7.0)	1439 (19.5)	3611 (9.3)
High school	10049 (32.2)	2027 (27.4)	12076 (31.3)
Some college	11883 (38.1)	925 (12.5)	12808 (33.2)
College graduate	4412 (14.1)	840 (11.4)	5252 (13.6)
Post graduate degree	1338 (4.3)	176 (2.4)	1514 (3.9)
Employment or school, n (%) [G3] [WORK]			
Not currently	13384 (42.9)	3855 (52.1)	17239 (44.6)
Full-time	9845 (31.5)	734 (9.9)	10579 (27.4)
Part-time	5669 (18.2)	1030 (13.9)	6699 (17.3)
Family member(s) on WIC, n (%) [A2] [WICPPT]			
Pregnant woman [WICPPT_1]	4198 (13.4)	937 (12.7)	5135 (13.3)
Breastfeeding woman [WICPPT_2]	5911 (18.9)	1598 (21.6)	7509 (19.4)
Other postpartum woman [WICPPT_3]	2160 (6.9)	209 (2.8)	2369 (6.1)
Infant <12 months old [WICPPT_4]	9589 (30.7)	2081 (28.1)	11670 (30.2)
1 year old child [WICPPT_5]	7775 (24.9)	1558 (21.1)	9333 (24.2)
2 year old child [WICPPT_6]	7276 (23.3)	1549 (20.9)	8825 (22.9)
3 year old child [WICPPT_7]	6694 (21.4)	1350 (18.3)	8044 (20.8)
4 year old child [WICPPT_8]	5968 (19.1)	1240 (16.8)	7208 (18.7)
Duration of family on WIC,⁴ n (%) [B1] [WICTIME]			
Less than 1 year	8111 (26.0)	2365 (32.0)	10476 (27.1)
1-2 years	8616 (27.6)	2038 (27.6)	10654 (27.6)

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
3 or more years	14146 (45.3)	2681 (36.3)	16827 (43.6)
Used for food in past 30 days, n (%) [G4] [FOODSUP]			
Local food pantry/food bank/religious organization [FOODSUP_1]	8393 (26.9)	2486 (33.7)	10879 (28.2)
School meals/school meal distribution site [FOODSUP_2]	6569 (21.1)	1529 (20.9)	8098 (21.1)
Food from family/friends [FOODSUP_3]	11405 (36.7)	1302 (17.9)	12707 (33.1)
SNAP [FOODSUP_4]	14030 (45.1)	1867 (25.6)	15897 (41.4)
Pandemic EBT ⁵ [FOODSUP_5] (n=34028)	7806 (28.2)	1413 (23.2)	9219 (27.3)
Food Distribution Program on Indian Reservations ⁶ [FOODSUP_6] (n=9871)	138 (1.6)	11 (0.8)	149 (1.5)
Food Boxes / Farmers to Family Food Boxes ⁷ [FOODSUP_7] (n=1702)	133 (8.4)	9 (8.3)	142 (8.4)
Other [FOODSUP_8]	1115 (3.7)	466 (6.8)	1581 (4.3)
Any one of the above	23692 (75.9)	4543 (61.4)	28235 (73.1)
None of the above⁸	7533 (24.1)	2853 (38.6)	10386 (26.9)
Household food insecure in past 12 months, ⁹ n (%) [G5] [HHFS]	20563 (66.3)	5110 (69.9)	25673 (67.0)
Receiving Medicaid, n (%) [G6] [MEDICAID]	25806 (82.8)	4523 (61.5)	30329 (78.7)
Urbanicity,¹⁰ n (%) [RUCA2] (n=37051)			
Rural	6846 (25.0)	663 (10.9)	7509 (22.4)
Non-rural	20518 (75.0)	5424 (89.1)	25942 (77.6)

1. Sample size may vary due to incomplete surveys. Data presented is the average of each state and Tribal Organization's average. Percentages may not add up to 100% as participants were able to select 'prefer not to answer' or 'don't know/not sure' as a response option. Averages for the total sample are weighted by state size; averages for English and Spanish-speaking samples are not. Respondents marking Hispanic or Latino were included in that category only, regardless of whether they marked other racial groups. Abbreviations: EBT, Electronic Benefits Transfer; SNAP, Supplemental Nutrition Assistance Program.
2. Only asked of those that selected "Asian" to the question, "How would you describe yourself?"
3. Only asked of those that selected "Native Hawaiian or other Pacific Islander" to the question, "How would you describe yourself?"
4. Respondents were asked about overall duration on WIC, including all pregnancies and children.
5. Response option not available to CT, ID, MT, and NH WIC participants.
6. Response option only available to ID, MN, MT, NM, UT, WCD, WV, and WY WIC participants.
7. Response option only available to NM, WV, and WY WIC participants.
8. Respondents marked 'no' to all response options.
9. Based on 2 questions from the USDA Food Security Module, asked about the prior 12 months from the time of the survey.
10. Determined based on respondent zip code [G7]; CNMI and NV WIC participants were not asked to provide zip code. Rural status was determined by matching the zip codes to the 2010 USDA Rural-Urban Commuting Area codes. This method was informed by: Hailu A, Wasserman C, 2016, *Guidelines for Using Rural-Urban Classification System for Community Health Assessment*.

TABLE 2. EXPERIENCES WITH WIC ENROLLMENT OR RECERTIFICATION DOCUMENTATION.¹

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
Method(s) of providing documents,² n (%) [B3] [WICDOC2]			
Text ³ [WICDOC2_1] (n=38084)	7990 (30.3)	2478 (48.2)	10468 (33.3)
Fax ⁴ [WICDOC2_2] (n=34228)	1838 (8.0)	514 (13.1)	2352 (8.8)
Email ³ [WICDOC2_3] (n=38084)	10640 (41.4)	2073 (43.7)	12713 (41.7)
U.S. mail ⁵ [WICDOC2_4] (n=34269)	4297 (18.8)	944 (24.4)	5241 (19.6)
Video ⁶ [WICDOC2_5] (n=30747)	1346 (6.6)	354 (8.6)	1700 (7.0)
Uploaded to WIC website, portal or app ⁷ [WICDOC2_6] (n=14969)	3529 (34.2)	768 (35.7)	4297 (34.5)
Uploaded to online application ⁸ [WICDOC2_7] (n=8113)	1155 (21.2)	386 (35.4)	1541 (23.6)
Provided in person at WIC site [WICDOC2_8]	18692 (70.7)	2905 (58.3)	21597 (68.7)
Picked up by WIC staff ⁹ [WICDOC2_10] (n=18817)	1284 (10.1)	949 (44.6)	2233 (15.1)
Drop box or drive through at WIC site ¹⁰ [WICDOC2_9] (n=19438)	1459 (11.6)	611 (26.4)	2070 (13.9)
Affidavit ¹¹ [WICDOC2_11] (n=26083)	915 (5.4)	669 (19.2)	1584 (7.7)
Providing documents in person ¹² [WICDOC2_8]	18692 (70.7)	2905 (58.3)	21597 (68.7)
Providing documents not in person ¹³ [Not_inperson]	16921 (54.2)	4250 (57.5)	21171 (54.8)
Comfort providing documents by:			
Text, ^{3,14} Mean (SD) [B4] [WICDOC3_1] (n=38084)	3.33 (0.23)	3.70 (0.19)	3.40 (0.18)
Comfortable, n (%)	4289 (53.7)	1918 (77.8)	6207 (59.4)
Somewhat comfortable, n (%)	2338 (29.3)	364 (14.8)	2702 (25.9)
Somewhat uncomfortable, n (%)	948 (11.9)	115 (4.7)	1063 (10.2)
Uncomfortable, n (%)	405 (5.1)	68 (2.8)	473 (4.5)
Fax, ^{4,14} Mean (SD) [B4] [WICDOC3_2] (n=33691)	3.16 (0.30)	3.48 (0.78)	3.22 (0.27)
Comfortable, n (%)	624 (48.3)	248 (72.9)	872 (53.4)
Somewhat comfortable, n (%)	386 (29.9)	48 (14.1)	434 (26.6)
Somewhat uncomfortable, n (%)	163 (12.6)	24 (7.1)	187 (11.5)
Uncomfortable, n (%)	120 (9.3)	20 (5.9)	140 (8.6)
Email, ^{3,14} Mean (SD) [B4] [WICDOC3_3] (n=38084)	3.54 (0.14)	3.70 (0.24)	3.55 (0.12)
Comfortable, n (%)	6883 (64.8)	1614 (78.3)	8497 (67.0)
Somewhat comfortable, n (%)	2763 (26.0)	308 (14.9)	3071 (24.2)
Somewhat uncomfortable, n (%)	688 (6.5)	88 (4.3)	776 (6.1)
Uncomfortable, n (%)	292 (2.7)	52 (2.5)	344 (2.7)
US mail, ^{5,14} Mean (SD) [B4] [WICDOC3_4] (n=34269)	3.31 (0.18)	3.55 (0.30)	3.34 (0.15)
Comfortable, n (%)	2293 (53.4)	636 (68.7)	2929 (56.1)
Somewhat comfortable, n (%)	1191 (27.7)	172 (18.6)	1363 (26.1)
Somewhat uncomfortable, n (%)	483 (11.3)	71 (7.7)	554 (10.6)
Uncomfortable, n (%)	326 (7.6)	47 (5.1)	373 (7.1)

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
Somewhat comfortable, n (%)	391 (29.1)	56 (16.1)	447 (26.4)
Somewhat uncomfortable, n (%)	231 (17.2)	28 (8.0)	259 (15.3)
Uncomfortable, n (%)	174 (13.0)	28 (8.0)	202 (12.0)
Uploading to WIC website, portal, or app, ^{7,14} Mean (SD) [B4] [WIC-DOC3_6] (n=14969)	3.58 (0.27)	3.70 (0.16)	3.59 (0.26)
Comfortable, n (%)	2478 (70.3)	617 (80.8)	3095 (72.2)
Somewhat comfortable, n (%)	775 (22.0)	102 (13.4)	877 (20.4)
Somewhat uncomfortable, n (%)	200 (5.7)	26 (3.4)	226 (5.3)
Uncomfortable, n (%)	72 (2.0)	19 (2.5)	91 (2.1)
Uploading to online application, ^{8,14} Mean (SD) [B4] [WICDOC3_7] (n=8113)	3.64 (0.20)	3.70 (0.07)	3.65 (0.15)
Comfortable, n (%)	812 (70.4)	285 (74.6)	1097 (71.5)
Somewhat comfortable, n (%)	251 (21.8)	70 (18.3)	321 (20.9)
Somewhat uncomfortable, n (%)	70 (6.1)	20 (5.2)	90 (5.9)
Uncomfortable, n (%)	20 (1.7)	7 (1.8)	27 (1.8)
In person at WIC site, ¹⁴ Mean (SD) [B4] [WICDOC3_8]	3.79 (0.10)	3.70 (0.44)	3.79 (0.09)
Comfortable, n (%)	15563 (83.3)	2412 (83.1)	17975 (83.3)
Somewhat comfortable, n (%)	2204 (11.8)	353 (12.2)	2557 (11.8)
Somewhat uncomfortable, n (%)	672 (3.6)	100 (3.4)	772 (3.6)
Uncomfortable, n (%)	244 (1.3)	36 (1.2)	280 (1.3)
Having WIC staff pick them up, ^{9,14} Mean (SD) [B4] [WICDOC3_10] (n=19438)	3.56 (0.22)	3.78 (0.09)	3.64 (0.20)
Comfortable, n (%)	1004 (78.4)	799 (85.1)	1803 (81.3)
Somewhat comfortable, n (%)	181 (14.1)	106 (11.3)	287 (12.9)
Somewhat uncomfortable, n (%)	59 (4.6)	30 (3.2)	89 (4.0)
Uncomfortable, n (%)	36 (2.8)	4 (0.4)	40 (1.8)
Dropbox or drive through at WIC site, ^{10,14} Mean (SD) [B4] [WICDOC3_9] (n=19438)	3.21 (0.46)	3.46 (0.57)	3.24 (0.44)
Comfortable, n (%)	767 (52.8)	409 (67.9)	1176 (57.2)
Somewhat comfortable, n (%)	435 (29.9)	116 (19.3)	551 (26.8)
Somewhat uncomfortable, n (%)	152 (10.5)	50 (8.3)	202 (9.8)
Uncomfortable, n (%)	99 (6.8)	27 (4.5)	126 (6.1)
Affidavit, ^{11,14} Mean (SD) [B4] [WICDOC3_11] (n=26083)	3.33 (0.25)	3.65 (0.39)	3.41 (0.27)
Comfortable, n (%)	446 (49.0)	468 (70.9)	914 (58.2)
Somewhat comfortable, n (%)	268 (29.4)	97 (14.7)	365 (23.2)
Somewhat uncomfortable, n (%)	121 (13.3)	62 (9.4)	183 (11.6)
Uncomfortable, n (%)	76 (8.3)	33 (5.0)	109 (6.9)
Providing documents in person, ^{12,14} Mean (SD) [WICDOC3_8]	3.79 (0.10)	3.70 (0.44)	3.79 (0.09)
Providing documents not in person, ^{13,14} Mean (SD)	3.41 (0.24)	3.61 (0.12)	3.45 (0.21)

1. Sample size may vary due to incomplete surveys. Data presented is the average of each state's and anization's average. Averages for the total sample are weighted by state size; averages for English and Spanish-speaking samples are not.
2. Respondents could select all that apply.
3. Response option not available to NM WIC participants. Response option for 'Text' was modified to 'WhatsApp or Signal' instead of text messages for CNMI WIC participants and to 'Teletask' for NM WIC participants.
4. Response option not available to CNMI, ME, and UT WIC participants; response option inadvertently not available to NM WIC participants.
5. Response option not available to CNMI, NM, and UT WIC participants.
6. Response option not available to AR, CNMI, NH, NM, VA, WCD, WV, and WY WIC participants.
7. Response option only available to MD, MN, MT, NE, NM, NV, UT, WCD.
8. Response option only available to MN, MT, NM, NV, UT, and WCD WIC participants. For NM, NV, and UT WIC participants, the response option read: "Uploaded to link sent by WIC staff."
9. Response option only available to AR, LA, MD, ME, MN, MT, NV, and VA WIC participants.
10. Response option not available to CNMI, CO, CT, ID, LA, MD, MT, NH, NV, OH, and WCD WIC participants.
11. Response option not available to AR, CNMI, CO, ID, LA, NH, and OH WIC participants. An affidavit is a written statement made by a person which may be used as evidence in a court of law. This is as a field in WIC clinic's Management Information Systems that must be completed when required documentation for certification is missing, with an indication for why it is missing. This can be done both in person or not in person at the WIC site.
12. This included providing in person at WIC site only.
13. This included text, fax, email, U.S. mail, uploaded to website, portal, app, or online application, picked up by WIC staff, drop-box or drive through at WIC site.
14. Scored as follows: Comfortable=4, Somewhat comfortable=3, Somewhat uncomfortable=2, Uncomfortable=1.

TABLE 3. EXPERIENCES WITH APPOINTMENTS AND NUTRITION EDUCATION.¹

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
Experience scheduling WIC appointments,² Mean (SD) [C1] [WICSCH]	3.67 (0.14)	3.56 (0.21)	3.66 (0.15)
Very easy, n (%)	22660 (72.6)	4714 (63.8)	27374 (70.9)
Somewhat easy, n (%)	5774 (18.5)	1791 (24.2)	7565 (19.6)
Somewhat difficult, n (%)	1774 (5.7)	471 (6.4)	2245 (5.8)
Very difficult, n (%)	707 (2.3)	218 (3.0)	925 (2.4)
Method(s) of interaction in past 12 months, n (%) [C2] [WICSERV2]			
At the WIC site one-on-one with WIC staff [WICSERV2_site]	20722 (66.7)	4509 (61.9)	25231 (65.8)
Group classes at the WIC site ³ [WICSERV2_group] (n=33180)	3409 (13.3)	1312 (19.0)	4721 (14.5)
Curbside visit to the WIC site ⁴ [WICSERV2_curb] (n=30965)	4420 (17.3)	1393 (28.6)	5813 (19.1)
Over the phone with WIC staff [WICSERV2_phone]	26050 (83.9)	6089 (84.4)	32139 (84.0)
Video call (e.g., Zoom) one-on-one with WIC staff ⁵ [WICSERV2_vid- eo] (n=32727)	2677 (10.3)	1051 (16.8)	3728 (11.6)
Group classes through a video call ⁶ [WICSERV2_gvideo] (n=29178)	1933 (8.6)	814 (13.3)	2747 (9.6)
Self-paced nutrition education through an online platform ⁷ [WICSERV2_online] (n=38041)	10405 (34.3)	2643 (37.3)	13048 (34.9)
Two-way texting ⁸ [WICSERV2_text] (n=26778)	5689 (26.6)	2324 (47.0)	8013 (30.5)
None of the above ⁹	764 (2.4)	322 (4.4)	1086 (2.8)
In person ¹⁰	21391 (76.6)	4786 (71.9)	26177 (75.7)
Not in person ¹¹	28521 (97.0)	6778 (98.3)	35299 (97.3)
Satisfaction with WIC services (average score and distribution)¹² [C3] [WICSERV3]			
At the WIC site one-on-one with WIC staff, Mean (SD) [WICSERV3_ site]	3.76 (0.11)	3.83 (0.17)	3.77 (0.11)
Very satisfied, n (%)	16637 (80.3)	3911 (86.9)	20548 (81.5)
Somewhat satisfied, n (%)	2879 (13.9)	422 (9.4)	3301 (13.1)
Somewhat unsatisfied, n (%)	670 (3.2)	75 (1.7)	745 (3.0)
Very unsatisfied, n (%)	354 (1.7)	45 (1.0)	399 (1.6)
Group classes at the WIC site, ³ Mean (SD) [WICSERV3_group] (n=33180)	3.62 (0.30)	3.70 (0.38)	3.57 (0.31)
Very satisfied, n (%)	2077 (61.1)	901 (69.6)	2978 (63.5)
Somewhat satisfied, n (%)	672 (19.8)	159 (12.3)	831 (17.7)
Somewhat unsatisfied, n (%)	225 (6.6)	54 (4.2)	279 (5.9)
Very unsatisfied, n (%)	90 (2.6)	33 (2.5)	123 (2.6)
Curbside visit to the WIC site, ^{4,13} Mean (SD) [WICSERV3_curb] (n=29075)	3.70 (0.26)	3.85 (0.13)	3.73 (0.22)
Very satisfied, n (%)	3031 (75.6)	1116 (84.3)	4147 (77.8)

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
Somewhat satisfied, n (%)	582 (14.5)	151 (11.4)	733 (13.7)
Somewhat unsatisfied, n (%)	202 (5.0)	15 (1.1)	217 (4.1)
Very unsatisfied, n (%)	77 (1.9)	3 (0.2)	80 (1.5)
Over the phone with WIC staff, Mean (SD) [WICSERV3_phone]	3.77 (0.10)	3.82 (0.19)	3.78 (0.10)
Very satisfied, n (%)	20871 (80.2)	5222 (86.4)	26093 (81.4)
Somewhat satisfied, n (%)	3753 (14.4)	586 (9.7)	4339 (13.5)
Somewhat unsatisfied, n (%)	779 (3.0)	109 (1.8)	888 (2.8)
Very unsatisfied, n (%)	424 (1.6)	61 (1.0)	485 (1.5)
Video call (e.g., Zoom) one-on-one with WIC staff, ⁵ Mean (SD) [WICSERV3_video] (n=32727)	3.61 (0.30)	3.79 (0.28)	3.60 (0.30)
Very satisfied, n (%)	1632 (61.2)	747 (72.3)	2379 (64.3)
Somewhat satisfied, n (%)	548 (20.5)	93 (9.0)	641 (17.3)
Somewhat unsatisfied, n (%)	220 (8.2)	36 (3.5)	256 (6.9)
Very unsatisfied, n (%)	87 (3.3)	38 (3.7)	125 (3.4)
Group classes through a video call, ⁶ Mean (SD) [WICSERV3_gvideo] (n=29178)	3.54 (0.37)	3.77 (0.31)	3.52 (0.36)
Very satisfied, n (%)	1042 (54.1)	557 (69.8)	1599 (58.7)
Somewhat satisfied, n (%)	470 (24.4)	86 (10.8)	556 (20.4)
Somewhat unsatisfied, n (%)	209 (10.9)	38 (4.8)	247 (9.1)
Very unsatisfied, n (%)	81 (4.2)	27 (3.4)	108 (4.0)
Self-paced nutrition education through an online platform, ⁷ Mean (SD) [WICSERV3_online] (n=38041)	3.72 (0.18)	3.82 (0.21)	3.72 (0.18)
Very satisfied, n (%)	7942 (76.5)	2177 (83.4)	10119 (77.9)
Somewhat satisfied, n (%)	1690 (16.3)	256 (9.8)	1946 (15.0)
Somewhat unsatisfied, n (%)	326 (3.1)	41 (1.6)	367 (2.8)
Very unsatisfied, n (%)	129 (1.2)	33 (1.3)	162 (1.2)
Two-way texting, ⁸ Mean (SD) [WICSERV3_text] (n=26778)	3.74 (0.19)	3.75 (0.29)	3.74 (0.17)
Very satisfied, n (%)	4391 (77.4)	1843 (80.5)	6234 (78.3)
Somewhat satisfied, n (%)	855 (15.1)	279 (12.2)	1134 (14.2)
Somewhat unsatisfied, n (%)	211 (3.7)	49 (2.1)	260 (3.3)
Very unsatisfied, n (%)	97 (1.7)	32 (1.4)	129 (1.6)
Don't know/not sure, n (%)	118 (2.1)	87 (3.8)	205 (2.6)
In person ¹⁰ , Mean (SD)	3.65 (0.14)	3.76 (0.11)	3.67 (0.13)
Not in person ¹¹ , Mean (SD)	3.62 (0.15)	3.77 (0.08)	3.66 (0.13)
Desired frequency for WIC services [C4] n (%) [WICFREQ2]			
At the WIC site one-on-one with WIC staff [WICFREQ2_site]			
Every month	4749 (22.9)	2241 (49.9)	6990 (27.7)
Every 3 months	6966 (33.6)	1167 (26.0)	8133 (32.3)

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
Every 6 months	3933 (19.0)	545 (12.1)	4478 (17.8)
Every year	2178 (10.5)	236 (5.3)	2414 (9.6)
Never	595 (2.9)	51 (1.1)	646 (2.6)
Group classes at the WIC site³ [WICFREQ2_group] (n=33811)			
Every month	737 (21.8)	421 (32.5)	1158 (24.7)
Every 3 months	877 (25.9)	392 (30.3)	1269 (27.1)
Every 6 months	583 (17.2)	195 (15.1)	778 (16.6)
Every year	415 (12.3)	91 (7.0)	506 (10.8)
Never	276 (8.2)	53 (4.1)	329 (7.0)
Curbside visit to the WIC site⁴ [WICFREQ2_curb] (n=30965)			
Every month	868 (19.7)	480 (34.8)	1348 (23.3)
Every 3 months	1349 (30.6)	489 (35.5)	1838 (31.8)
Every 6 months	715 (16.2)	207 (15.0)	922 (15.9)
Every year	353 (8.0)	63 (4.6)	416 (7.2)
Never	315 (7.2)	25 (1.8)	340 (5.9)
Over the phone with WIC staff [WICFREQ2_phone]			
Every month	5704 (21.9)	2138 (35.4)	7842 (24.5)
Every 3 months	10601 (40.8)	2507 (41.5)	13108 (40.9)
Every 6 months	4396 (16.9)	645 (10.7)	5041 (15.7)
Every year	1577 (6.1)	164 (2.7)	1741 (5.4)
Never	372 (1.4)	110 (1.8)	482 (1.5)
Through a video call (e.g., Zoom) one-on-one with WIC staff⁵ [WICFREQ2_video] (n=32727)			
Every month	560 (21.1)	252 (24.3)	812 (22.0)
Every 3 months	771 (29.1)	310 (30.0)	1081 (29.3)
Every 6 months	461 (17.4)	137 (13.2)	598 (16.2)
Every year	275 (10.4)	65 (6.3)	340 (9.2)
Never	236 (8.9)	108 (10.4)	344 (9.3)
Group classes through a video call⁶ [WICFREQ2_gvideo] (n=29178)			
Every month	424 (22.1)	202 (25.1)	626 (23.0)
Every 3 months	490 (25.6)	231 (28.7)	721 (26.5)
Every 6 months	356 (18.6)	129 (16.0)	485 (17.8)
Every year	240 (12.5)	58 (7.2)	298 (11.0)
Never	150 (7.8)	68 (8.5)	218 (8.0)
Self-paced nutrition education through an online platform⁷ [WICFREQ2_online] (n=38041)			
Every month	2410 (23.3)	933 (35.7)	3343 (25.8)
Every 3 months	3100 (29.9)	900 (34.5)	4000 (30.8)
Every 6 months	1997 (19.3)	360 (13.8)	2357 (18.2)

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
Every year	1155 (11.1)	106 (4.1)	1261 (9.7)
Never	352 (3.4)	71 (2.7)	423 (3.3)
Two-way texting⁸ [WICFREQ2_text] (n=26778)			
Every month	1805 (31.9)	1063 (46.4)	2868 (36.1)
Every 3 months	1804 (31.8)	697 (30.4)	2501 (31.4)
Every 6 months	682 (12.0)	170 (7.4)	852 (10.7)
Every year	265 (4.7)	41 (1.8)	306 (3.8)
Never	166 (2.9)	79 (3.5)	245 (3.1)
In person, ¹⁰ Mean (SD)	2.59 (0.16)	3.08 (0.25)	2.70 (0.15)
Not in person, ¹¹ Mean (SD)	2.68 (0.22)	2.97 (0.28)	2.75 (0.22)
Challenges with WIC services, n (%) [C5] [WICDIF]			
WIC appointments are hard to fit in my busy schedule	4250 (13.6)	446 (6.0)	4696 (12.2)
WIC site not located in area that is easy to get to	2221 (7.1)	433 (5.9)	2654 (6.9)
I have limited access to technology	1123 (3.6)	538 (7.3)	1661 (4.3)
Technology that WIC uses not easy to use	996 (3.2)	387 (5.2)	1383 (3.6)
Information that WIC provides not in preferred language	467 (1.5)	293 (4.0)	760 (2.0)
None of these	23478 (75.2)	4817 (65.1)	28295 (73.3)
Satisfaction with nutrition education from WIC,¹² Mean (SD) [C6] [NUTSAT]			
	3.67 (0.12)	3.80 (0.18)	3.68 (0.13)
Very satisfied, n (%)	21441 (68.7)	5697 (77.1)	27138 (70.3)
Somewhat satisfied, n (%)	6779 (21.7)	1094 (14.8)	7873 (20.4)
Somewhat unsatisfied, n (%)	1304 (4.2)	173 (2.3)	1477 (3.8)
Very unsatisfied, n (%)	529 (1.7)	121 (1.6)	650 (1.7)
Satisfaction with customer service from WIC,¹² Mean (SD) [C7] [CUSTSAT]			
	3.73 (0.12)	3.79 (0.18)	3.74 (0.14)
Very satisfied, n (%)	24143 (77.3)	5893 (79.8)	30036 (77.8)
Somewhat satisfied, n (%)	4996 (16.0)	1027 (13.9)	6023 (15.6)
Somewhat unsatisfied, n (%)	1080 (3.5)	200 (2.7)	1280 (3.3)
Very unsatisfied, n (%)	674 (2.2)	126 (1.7)	800 (2.1)
Reason for participating in WIC, n (%) [C8] [WICPART]			
Fruits and vegetables in WIC food package	29144 (93.5)	6719 (91.5)	35863 (93.1)
Other foods in WIC package	27897 (89.7)	6233 (86.0)	34130 (89.0)
Education, information, and support provided by WIC staff	23494 (75.5)	6043 (83.5)	29537 (77.0)
WIC classes and group sessions	9263 (29.8)	2926 (40.8)	12189 (31.9)
Breastfeeding support	14924 (48.1)	5321 (73.8)	20245 (52.9)
Extent participant changed how they feed themselves/family because of something learned at WIC,¹⁴ Mean (SD) [C9] [CHANGE]			
	2.34 (0.13)	2.63 (0.22)	2.38 (0.13)
Not at all, n (%)	3502 (11.2)	379 (5.1)	3881 (10.1)

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
A little, n (%)	13060 (41.8)	2004 (27.2)	15064 (39.0)
A lot, n (%)	12987 (41.6)	4406 (59.8)	17393 (45.1)

1. Sample size may vary due to incomplete surveys or because not relevant to answer question. Data presented is the average of each state's and Tribal Organization's average. Percentages may not add up to 100% as participants were able to select 'prefer not to answer' or 'don't know/not sure' as a response option. Averages for the total sample are weighted by state size; averages for English and Spanish-speaking samples are not.
2. Scored as follows: Very easy=4, Somewhat easy=3, Somewhat difficult=2, Very difficult=1
3. Response option not available to CNMI, ME, MN, NH, WCD, WV, and WCD WIC participants.
4. Response option not available to CNMI, CO, CT, NH, and NV WIC participants
5. Response option not available to LA, MT, NH, NM, and WCD WIC participants.
6. Response option not available to AR, CNMI, LA, ME, MN, NM, WCD, and WV WIC participants.
7. Response option not available to CNMI WIC participants.
8. Response option not available to AR, CNMI, CO, MD, MT, NM, WV, and WY WIC participants.
9. Respondents marked 'no' to all response options.
10. This included one-on-one or group classes at WIC site. Scored as 4=every month, 3=every 3 months, 2=every 6 months, 1=every year, 0=never.
11. This included phone, one-on-one video call or group class, online nutrition education, texting, and curbside. Scored as 4=every month, 3=every 3 months, 2=every 6 months, 1=every year, 0=never.
12. Scored as follows: Very satisfied=4, Somewhat satisfied=3, Somewhat unsatisfied=2, Very unsatisfied=1.
13. Response option inadvertently left of out OH WIC survey.
14. Scored as follows: Not at all=1, A little=2, A lot=3.

TABLE 3A. CHALLENGES WITH WIC SERVICES, STRATIFIED BY RESPONDENT RACE/ETHNICITY CATEGORY.¹

	ALL STATES TOTAL (N=760)							
		ASIAN (N=1487)	BLACK OR AFRICAN	HISPANIC OR LATINO (N=9889)	NATIVE HAWAIIAN / OTHER PACIFIC ISLANDER (N=429)	WHITE (N=15470)	MULTIPLE (N=2643)	OTHER (N=444)
Challenges with WIC services, n (%) [C5] [WICDIF]								
Information that WIC provides not in preferred language, n (%)	19 (3.1)	31 (2.1)	59 (0.9)	183 (1.9)	4 (0.9)	369 (2.4)	64 (2.4)	7 (1.6)

1. Sample size may vary due to incomplete surveys or because not relevant to answer question. Data presented is the average of each state's and Tribal Organization's average. Averages for the total sample are weighted by state size; averages for English and Spanish-speaking samples are not.

TABLE 4. PERCEPTIONS OF WIC'S EFFORTS TO SUPPORT DIVERSITY, EQUITY AND INCLUSION.¹

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
Extent disagree/agree with the following, n (%),² [D1] [BELONG]			
Staff at WIC site make me feel respected, valued, and welcomed,² Mean (SD) [BELONG_1]	3.75 (0.10)	3.70 (0.18)	3.74 (0.12)
Strongly agree	23900 (76.6)	5105 (69.1)	29005 (75.2)
Somewhat agree	5362 (17.2)	1775 (24.0)	7137 (18.5)
Somewhat disagree	833 (2.7)	150 (2.0)	983 (2.5)
Strongly disagree	451 (1.4)	133 (1.8)	584 (1.5)
Staff at WIC site look like me,² Mean (SD) [BELONG_2]	3.29 (0.09)	3.36 (0.23)	3.29 (0.10)
Strongly agree	12324 (39.6)	2666 (36.4)	14990 (39.0)
Somewhat agree	7777 (25.0)	2784 (38.1)	10561 (27.5)
Somewhat disagree	2294 (7.4)	430 (5.9)	2724 (7.1)
Strongly disagree	1856 (6.0)	177 (2.4)	2033 (5.3)
Staff at WIC site can communicate in my language,² Mean (SD) [BELONG_3]	3.83 (0.11)	3.47 (0.31)	3.79 (0.13)
Strongly agree	25952 (83.3)	4949 (67.5)	30901 (80.3)
Somewhat agree	2788 (9.0)	1550 (21.1)	4338 (11.3)
Somewhat disagree	715 (2.3)	341 (4.7)	1056 (2.7)
Strongly disagree	564 (1.8)	218 (3.0)	782 (2.0)
Staff at WIC site can relate to my culture,² Mean (SD) [BELONG_4]	3.61 (0.15)	3.35 (0.23)	3.59 (0.16)
Strongly agree	18347 (59.0)	3640 (49.9)	21987 (57.2)
Somewhat agree	6164 (19.8)	2304 (31.6)	8468 (22.0)
Somewhat disagree	1495 (4.8)	385 (5.3)	1880 (4.9)
Strongly disagree	937 (3.0)	192 (2.6)	1129 (2.9)

1. Sample size may vary due to incomplete surveys. Percentages may not add up to 100% as participants were able to select 'don't know/not sure' as a response option. Data presented is the average of each state's and Tribal Organization's average.
2. Scored as follows: Strongly disagree=1, Somewhat disagree=2, somewhat agree=3, strongly agree=4.

TABLE 4A. PERCEPTIONS OF WIC'S EFFORTS TO SUPPORT DIVERSITY, EQUITY, AND INCLUSION, STRATIFIED BY RACE/ETHNICITY.¹

	ALL STATES TOTAL							
	AMERICAN INDIAN/ALASKA NATIVE (N=610)	ASIAN (N=1487)	BLACK OR AFRICAN AMERICAN (N=6282)	HISPANIC OR LATINO (N=9889)	NATIVE HAWAIIAN / OTHER PACIFIC ISLANDER (N=429)	WHITE (N=15470)	MULTIPLE (N=2643)	OTHER (N=444)
Extent disagree/agree with the following, n (%), ² [D1] [BELONG]								
Staff at WIC site make me feel respected, valued, and welcomed, ² Mean (SD) [BELONG_1]	3.70 (0.29)	3.79 (0.15)	3.79 (0.17)	3.75 (0.12)	3.64 (0.49)	3.67 (0.23)	3.69 (0.26)	3.72 (0.20)
Strongly agree	443 (72.6)	1156 (77.7)	5055 (80.5)	7437 (75.3)	345 (80.4)	11442 (74.0)	1929 (73.0)	319 (72.2)
Somewhat agree	106 (17.4)	265 (17.8)	893 (14.2)	2047 (20.7)	57 (13.3)	2915 (18.9)	458 (17.3)	78 (17.6)
Somewhat disagree	35 (5.7)	24 (1.6)	124 (2.0)	124 (1.3)	18 (4.2)	500 (3.2)	102 (3.9)	11 (2.5)
Strongly disagree	17 (2.8)	13 (0.9)	66 (1.1)	93 (0.9)	6 (1.4)	267 (1.7)	62 (2.3)	14 (3.2)
Staff at WIC site look like me, ² Mean (SD) [BELONG_2]	3.10 (0.43)	3.19 (0.57)	2.80 (0.72)	3.29 (0.23)	2.81 (0.67)	3.27 (0.20)	3.11 (0.23)	3.14 (0.45)
Strongly agree	208 (34.1)	656 (44.2)	2730 (43.7)	3872 (39.5)	143 (33.5)	5986 (38.8)	876 (33.2)	146 (33.3)
Somewhat agree	170 (27.9)	378 (25.5)	1380 (22.1)	3343 (34.1)	101 (23.7)	4035 (26.1)	724 (27.4)	101 (23.0)
Somewhat disagree	70 (11.5)	96 (6.5)	427 (6.8)	520 (5.3)	39 (9.1)	1182 (7.7)	257 (9.7)	34 (7.7)
Strongly disagree	55 (9.0)	67 (4.5)	600 (9.6)	254 (2.6)	48 (11.2)	688 (4.5)	180 (6.8)	31 (7.1)
Staff at WIC site can communicate in my language, ² Mean (SD) [BELONG_3]	3.68 (0.34)	3.36 (0.36)	3.72 (0.27)	3.62 (0.23)	3.63 (0.45)	3.79 (0.26)	3.85 (0.17)	3.73 (0.23)
Strongly agree	453 (74.3)	766 (51.5)	5108 (81.7)	7505 (76.4)	294 (68.9)	13218 (85.6)	2223 (84.2)	328 (74.4)
Somewhat agree	72 (11.8)	279 (18.8)	556 (8.9)	1639 (16.7)	61 (14.3)	1305 (8.5)	209 (7.9)	47 (10.7)
Somewhat disagree	39 (6.4)	97 (6.5)	111 (1.8)	283 (2.9)	19 (4.4)	384 (2.5)	70 (2.7)	16 (3.6)
Strongly disagree	26 (4.3)	128 (8.6)	172 (2.7)	169 (1.7)	15 (3.5)	170 (1.1)	47 (1.8)	13 (2.9)
Staff at WIC site can relate to my culture, ² Mean (SD) [BELONG_4]	3.36 (0.31)	3.25 (0.36)	3.25 (0.42)	3.41 (0.22)	2.90 (0.65)	3.66 (0.24)	3.46 (0.31)	3.43 (0.26)
Strongly agree	279 (45.7)	591 (39.9)	3451 (55.2)	5286 (54.0)	243 (56.9)	10096 (65.4)	1310 (49.7)	202 (46.0)
Somewhat agree	159 (26.1)	379 (25.6)	1269 (20.3)	2771 (28.3)	88 (20.6)	2777 (18.0)	618 (23.4)	89 (20.3)
Somewhat disagree	55 (9.0)	137 (9.3)	376 (6.0)	443 (4.5)	24 (5.6)	578 (3.7)	147 (5.6)	32 (7.3)
Strongly disagree	36 (5.9)	91 (6.1)	323 (5.2)	194 (2.0)	25 (5.9)	234 (1.5)	124 (4.7)	26 (5.9)

1. Sample size may vary due to incomplete surveys. Percentages may not add up to 100% as participants were able to select 'don't know/not sure' as a response option. Data presented is the average of each state's and Tribal Organization's average.
2. Scored as follows: Strongly disagree=1, Somewhat disagree=2, somewhat agree=3, strongly agree=4.

TABLE 5. EXPERIENCES SHOPPING FOR WIC FOODS.¹

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
Satisfaction with WIC shopping home delivery, ² Mean (SD) [E1] [WIC-DEL] (n=5025)	3.62 (0.73)	3.9 (0.30)	3.67 (0.68)
Very satisfied, n (%)	616 (15.9)	153 (13.3)	769 (15.3)
Somewhat satisfied, n (%)	162 (4.2)	17 (1.5)	179 (3.6)
Somewhat unsatisfied, n (%)	38 (1.0)	0 (0.0)	38 (0.8)
Very unsatisfied, n (%)	28 (0.7)	0 (0.0)	28 (0.6)
Did not participate in the home delivery program, n (%)	2742 (70.9)	907 (78.9)	3649 (72.7)
Interest in potentially and/or available options, n (%) [E2] [FOODREC]			
Preordering WIC foods online for pick up at the store or curbside [FOODREC_1]			
Yes, I have already used this option	2834 (9.1)	495 (6.7)	3329 (8.6)
Yes, I am interested but I have not used this option yet	20857 (66.9)	4014 (54.6)	24871 (64.6)
No, I am not interested in this option	4466 (14.3)	1307 (17.8)	5773 (15.0)
Preordering WIC food online for at home delivery for an additional fee that I would have to pay³ [FOODREC_2] (n= 38525)			
Yes, I have already used this option	1882 (6.1)	316 (4.3)	2198 (5.7)
Yes, I am interested but I have not used this option yet	12633 (40.7)	2455 (33.6)	15088 (39.3)
No, I am not interested in this option	13136 (42.3)	2842 (38.9)	15978 (41.7)
Preordering WIC food online for at home delivery if there was no additional cost for delivery⁴ [FOODREC_3] (n=38439)			
Yes, I have already used this option	2251 (7.3)	373 (5.1)	2624 (6.9)
Yes, I am interested but I have not used this option yet	20903 (67.5)	3548 (48.8)	24451 (64.0)
No, I am not interested in this option	5070 (16.4)	1820 (25.0)	6890 (18.0)
Using a self-checkout aisle in the store to purchase WIC foods⁵ [FOODREC_4] (n=34283)			
Yes, I have already used this option	14303 (51.6)	932 (14.7)	15235 (44.8)
Yes, I am interested but I have not used this option yet	10575 (38.2)	2756 (43.5)	13331 (39.2)
No, I am not interested in this option	1609 (5.8)	1185 (18.7)	2794 (8.2)
Using a drive through window to pick up WIC foods⁶ [FOODREC_5] (n=30066)			
Yes, I have already used this option	1611 (6.8)	394 (6.4)	2005 (6.7)
Yes, I am interested but I have not used this option yet	12533 (53.0)	3042 (49.1)	15575 (52.2)
No, I am not interested in this option	6618 (28.0)	1387 (22.4)	8005 (26.8)
Going to a special section in the store to find WIC foods⁷ [FOODREC_6] (n=37101)			
Yes, I have already used this option	5787 (19.5)	1243 (17.4)	7030 (19.1)
Yes, I am interested but I have not used this option yet	15580 (52.5)	4117 (57.6)	19697 (53.5)
No, I am not interested in this option	5256 (17.7)	721 (10.1)	5977 (16.2)
Going to a special WIC-only store that only sells WIC approved foods⁸ [FOODREC_7] (n=34715)			
Yes, I have already used this option	3239 (11.8)	923 (13.3)	4162 (12.1)
Yes, I am interested but I have not used this option yet	16514 (60.1)	4339 (62.7)	20853 (60.6)
No, I am not interested in this option	5010 (18.2)	699 (10.1)	5709 (16.6)

Yes, I have already used this option	5361 (20.2)	1030 (17.0)	6391 (19.6)
Yes, I am interested but I have not used this option yet	17436 (65.8)	3685 (60.9)	21121 (64.9)
No, I am not interested in this option	1782 (6.7)	487 (8.0)	2269 (7.0)
Reasons families did not buy all their WIC foods,¹⁰ n (%) [E3] [BUYREAS]			
Able to buy enough food with SNAP [BUYREAS_1]	2919 (9.4)	387 (5.3)	3306 (8.6)
Able to buy enough food with Pandemic EBT ¹¹ [BUYREAS_2] (n= 34028)	1025 (3.7)	72 (1.2)	1097 (3.2)
Did not need WIC as much due to food pantries/meal distribution sites [BUYREAS_3]	1055 (3.4)	286 (3.9)	1341 (3.5)
Did not need WIC as much due to getting food from friends/family [BUYREAS_4]	1052 (3.4)	233 (3.2)	1285 (3.3)
Lack of transportation [BUYREAS_5]	2627 (8.4)	758 (10.4)	3385 (8.8)
Do not like some WIC food choices [BUYREAS_6]	8323 (26.8)	765 (10.5)	9088 (23.7)
WIC foods not appropriate due to food allergies [BUYREAS_7]	1521 (4.9)	164 (2.3)	1685 (4.4)
Farmers Markets that accept WIC are difficult to get to ¹² [BUYREAS_8] (n= 32204)	2855 (11.6)	513 (8.8)	3368 (11.1)
Ran out of time to buy WIC foods before benefits expire [BUYREAS_9]	8290 (26.7)	1343 (18.5)	9633 (25.1)
Did not receive WIC Card in time [BUYREAS_10]	567 (1.8)	185 (2.5)	752 (2.0)
Could not find WIC foods where I shop [BUYREAS_11]	5751 (18.5)	1072 (14.7)	6823 (17.8)
Always buy all WIC foods [BUYREAS_12]	7940 (25.5)	3083 (42.4)	11023 (28.7)
None of these [BUYREAS_0]	3319 (10.7)	920 (12.6)	4239 (11.0)
Frequency of problems shopping for WIC foods, n (%) [E4] [FOODPROB]			
WIC foods are hard to find, ¹³ Mean (SD) [FOODPROB_1]	0.95 (0.08)	0.78 (0.10)	0.92 (0.07)
Often a problem	5756 (18.5)	920 (12.5)	6676 (17.3)
Sometimes a problem	17788 (57.1)	3534 (48.0)	21322 (55.3)
Never a problem	6989 (22.4)	2539 (34.5)	9528 (24.7)
I get to register and don't have the right foods for WIC, ¹³ Mean (SD) [FOODPROB_2]	0.82 (0.14)	0.67 (0.16)	0.79 (0.13)
Often a problem	5099 (16.4)	651 (8.9)	5750 (15.0)
Sometimes a problem	15269 (49.1)	2820 (38.6)	18089 (47.1)
Never a problem	9551 (30.7)	2958 (40.5)	12509 (32.6)
Cashier seems annoyed with me, ¹³ Mean (SD) [FOODPROB_3]	0.66 (0.10)	0.47 (0.19)	0.64 (0.10)
Often a problem	4938 (15.9)	731 (10.0)	5669 (14.8)
Sometimes a problem	9838 (31.6)	1965 (26.9)	11803 (30.7)
Never a problem	14251 (45.8)	3918 (53.7)	18169 (47.3)
Other customers in line seem annoyed with me, ¹³ Mean (SD) [FOODPROB_4]	0.67 (0.09)	0.46 (0.20)	0.65 (0.09)
Often a problem	4547 (14.6)	670 (9.2)	5217 (13.6)
Sometimes a problem	10361 (33.3)	2006 (27.6)	12367 (32.2)
Never a problem	13551 (43.6)	3816 (52.5)	17367 (45.3)
Food brands I like are not always available, ¹³ Mean (SD) [FOODPROB_5]	0.92 (0.09)	0.69 (0.20)	0.89 (0.08)

Often a problem	6552 (21.1)	1071 (14.7)	7623 (19.9)
Sometimes a problem	15123 (48.6)	2892 (39.8)	18015 (46.9)
Never a problem	8093 (26.0)	2749 (37.8)	10842 (28.2)
WIC foods approved at one store are not same as foods approved at another store, ^{13,14} Mean (SD) [FOODPROB_6] (n=34767)	0.87 (0.16)	0.11 (0.13)	0.77 (0.13)
Often a problem	6299 (22.3)	195 (3.1)	6494 (18.8)
Sometimes a problem	11234 (39.9)	425 (6.7)	11659 (33.8)
Never a problem	7842 (27.8)	4772 (75.8)	12614 (36.6)
I could not use self-checkout for WIC foods, ^{13,15} Mean (SD) [FOOD-PROB_7] (n= 38041)	0.81 (0.26)	0.35 (0.18)	0.75 (0.24)
Often a problem	7910 (25.9)	607 (8.4)	8517 (22.6)
Sometimes a problem	7727 (25.3)	1114 (15.4)	8841 (23.4)
Never a problem	11588 (38.0)	3893 (53.9)	15481 (41.0)
I could not have WIC foods delivered, ^{13,16} Mean (SD) [FOODPROB_8] (n=12397)	0.88 (0.08)	0.48 (0.26)	0.83 (0.06)
Often a problem	1924 (20.0)	331 (12.5)	2255 (18.4)
Sometimes a problem	937 (9.7)	270 (10.2)	1207 (9.8)
Never a problem	2550 (26.5)	874 (33.0)	3424 (27.9)
I could not do curbside pick-up for WIC foods, ^{13,17} Mean (SD) [FOOD-PROB_9] (n=11280)	0.92 (0.25)	0.33 (0.20)	0.86 (0.23)
Often a problem	2178 (23.1)	110 (6.3)	2288 (20.5)
Sometimes a problem	1036 (11.0)	120 (6.9)	1156 (10.4)
Never a problem	2203 (23.4)	677 (38.7)	2880 (25.8)
Foods labeled 'WIC-approved' do not always go through at register, ^{13,18} Mean (SD) [FOODPROB_10] (n=34863)	0.94 (0.19)	0.79 (0.18)	0.92 (0.19)
Often a problem	6538 (23.1)	1043 (16.6)	7581 (21.9)
Sometimes a problem	12126 (42.9)	2393 (38.0)	14519 (42.0)
Never a problem	7344 (26.0)	2246 (35.7)	9590 (27.8)
Staff at the store don't know how to run a WIC transaction, ¹³ Mean (SD) [FOODPROB_11]	0.56 (0.09)	0.37 (0.15)	0.54 (0.09)
Often a problem	2935 (9.5)	419 (5.8)	3354 (8.8)
Sometimes a problem	10789 (34.8)	1705 (23.7)	12494 (32.7)
Never a problem	14997 (48.3)	4300 (59.8)	19297 (50.5)
Any one of the above (often or sometimes a problem), n (%)	28849 (92.4)	6038 (81.6)	34887 (90.3)
None of the above (often or sometimes a problem), n (%)	2376 (7.6)	1358 (18.4)	3734 (9.7)
Difficulty finding fruits and vegetables wanted with WIC benefits, ¹⁹ Mean (SD) [E5] [FVEASE]	3.32 (0.13)	3.11 (0.28)	3.28 (0.15)
Very hard, n (%)	1326 (4.3)	955 (13.0)	2281 (5.9)
Somewhat hard, n (%)	5310 (17.0)	1233 (16.7)	6543 (17.0)
Somewhat easy, n (%)	7533 (24.1)	1533 (20.8)	9066 (23.5)
Very easy, n (%)	16305 (52.3)	3456 (46.9)	19761 (51.2)

1. Sample size may vary due to incomplete surveys. Data presented is the average of each state's and Tribal Organization's average. Percentages may not add up to 100% as participants were able to select 'don't know/not sure' or 'not applicable' as response options. Averages for the total sample are weighted by state size; averages for English and Spanish-speaking samples are not.
2. Scored as follows: Very satisfied=4, Somewhat satisfied=3, Somewhat unsatisfied=2, Very unsatisfied=1. Question only asked MD WIC participants.
3. Response option not available to AR WIC participants.
4. Response option not available to WY WIC participants.
5. Response option not available to CNMI and CO WIC participants.
6. Response option not available to ID, NH, NM, VA, and WV WIC participants.
7. Response option not available to NM and WV WIC participants.
8. Response option not available to CNMI, MT, NE, and WY WIC participants.
9. Response option not available to CO, NE, and WY WIC participants.
10. Respondents could select all that apply.
11. Response option not available to CT, ID, MT, and NH WIC participants.
12. Response option not available to AR, CNMI, NE, NH, UT and WCD WIC participants.
13. Scored as follows: Often a problem=1, sometimes a program=2, never a problem=3.
14. Response option not available to AR, CO WIC participants.
15. Response option not available to CNMI WIC participants.
16. Response option only available to AR, CT, ME, MN, MT, NC, NH, and UT WIC participants.
17. Response option only available to AR, CNMI, ME, MN, MT, NC, NH, and UT WIC participants.
18. Response option not available to CO WIC participants.
19. Scored as follows: Very hard=1, Somewhat hard=2, Somewhat easy=3, Very easy=4.

TABLE 6. USE OF WIC CARD AND WIC APP.¹

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
Satisfaction with WIC Card,² Mean (SD) [F1] [CARDSAT]	3.71 (0.12)	3.77 (0.26)	3.71 (0.16)
Very satisfied, n (%)	23956 (76.7)	6202 (83.9)	30158 (78.1)
Somewhat satisfied, n (%)	5523 (17.7)	745 (10.1)	6268 (16.2)
Somewhat unsatisfied, n (%)	964 (3.1)	168 (2.3)	1132 (2.9)
Very unsatisfied, n (%)	486 (1.6)	152 (2.1)	638 (1.7)
Have not used, n (%)	289 (0.9)	122 (1.7)	411 (1.1)
Satisfaction with WIC App,^{2,3} Mean (SD) [F2] [APPSAT] (n=33800)	3.50 (0.20)	3.56 (0.38)	3.49 (0.23)
Very satisfied, n (%)	18735 (69.1)	5032 (75.6)	23767 (70.4)
Somewhat satisfied, n (%)	5705 (21.0)	802 (12.1)	6507 (19.3)
Somewhat unsatisfied, n (%)	1156 (4.3)	160 (2.4)	1316 (3.9)
Very unsatisfied, n (%)	540 (2.0)	144 (2.2)	684 (2.0)
Have not used, n (%)	994 (3.7)	514 (7.7)	1508 (4.5)
Desired changes in WIC App,^{3,4} n (%) [F3] [APPCHANGE]			
Make log in easier ⁵ [APPCHANGE_1] (n=29800)	6425 (27.8)	1925 (35.1)	8350 (29.2)
Prevent from crashing or make run faster [APPCHANGE_2] (n=29800)	10503 (45.5)	2335 (42.7)	12838 (45.0)
Scan foods to identify WIC eligibility ⁶ [APPCHANGE_3] (n=9692)	5134 (61.5)	760 (77.1)	5894 (63.2)
Show WIC food balance ⁶ [APPCHANGE_4] (n=9692)	4920 (59.0)	800 (81.1)	5720 (61.4)
Show next WIC appointment ⁷ [APPCHANGE_5] (n=20020)	11789 (74.2)	2849 (86.3)	14638 (76.3)
Schedule WIC appointments ⁸ [APPCHANGE_6] (n=29263)	16260 (71.7)	3932 (72.9)	20192 (71.9)
Find stores that offer online/phone ordering and/or curbside pick up ⁹ [APPCHANGE_7] (n=12918)	6574 (65.8)	1255 (58.3)	7829 (64.4)
Find stores that offer self-checkout ¹⁰ [APPCHANGE_8] (n=25169)	11333 (59.8)	2920 (57.5)	14253 (59.3)
Access online nutrition education ¹¹ [APPCHANGE_9] (n=14322)	6306 (55.7)	1331 (58.8)	7637 (56.2)
Allow to send paperwork ¹² [APPCHANGE_10] (n=24238)	11339 (60.3)	2656 (62.8)	13995 (60.7)
Add chat feature [APPCHANGE_11] (n=29800)	14194 (61.8)	3261 (60.3)	17455 (61.5)
Food benefits expiration reminder ¹³ [APPCHANGE_12] (n=17006)	9508 (69.2)	1969 (78.0)	11477 (70.5)
Make available in Spanish ¹⁴ [APPCHANGE_13] (n=10823)	1770 (20.0)	1250 (87.2)	3020 (29.4)
Make available in other languages besides English or Spanish ¹⁵ [APPCHANGE_14] (n=16428)	2285 (17.5)	918 (37.1)	3203 (20.6)
Any one of the above	21568 (93.2)	5166 (93.6)	26734 (93.2)
None of the above ¹⁶	1584 (6.8)	355 (6.4)	1939 (6.8)
Reasons for not using WIC App,¹⁷ n (%) [F4] [APPUSE] (n=3800)	(n=994)	(n=514)	(n=1508)
Did not know about App [APPUSE_1]	490 (49.7)	130 (25.8)	620 (41.6)
Do not own smartphone [APPUSE_2]	165 (16.8)	206 (41.2)	371 (25.0)
Do not have phone while shopping [APPUSE_3]	205 (20.8)	218 (44.0)	423 (28.6)
Cellular data or WIFI not available at grocery store [APPUSE_10]	237 (24.0)	161 (32.3)	398 (26.8)
Do not know how to download App [APPUSE_4]	181 (18.4)	148 (30.0)	329 (22.2)

Do not know how to use App [APPUSE_5]	312 (31.7)	155 (31.1)	467 (31.5)
WIC App uses too much data [APPUSE_11]	144 (14.6)	63 (12.8)	207 (14.0)
Do not need to use App [APPUSE_9]	280 (28.5)	161 (32.7)	441 (29.9)
Any one of the above	836 (84.4)	424 (83.0)	1260 (83.9)
None of the above¹⁶	154 (15.6)	87 (17.0)	241 (16.1)

1. Sample size may vary due to incomplete surveys. Data presented is the average of each state's and Tribal Organization's average. Percentages may not add up to 100% as participants were able to select 'don't know/not sure' as a response option. Averages for the total sample are weighted by state size; averages for English and Spanish-speaking samples are not.
2. Scored as follows: Very satisfied=4, Somewhat satisfied=3, Somewhat unsatisfied=2, Very unsatisfied=1.
3. Question not asked of VA WIC participants.
4. Question not asked of LA WIC participants.
5. Response option for MN WIC was 'Make registration easier'.
6. Response option only available to AR, ME, MN, MT, NE, NC, WCD and WV WIC participants.
7. Response option not available to CT, MD, NH, NM and OH WIC participants.
8. Response option not available to NM WIC participants.
9. Response option only available to AR, CNMI, CT, ME, MN, MT, NC, NM, NV, WV and WCD WIC participants.
10. Response option not available to CNMI, ID, ME and OH WIC participants.
11. Response option not available to CNMI, CO, ID, MD, ME, NM, UT, and WY WIC participants.
12. Response option not available to MD and NM WIC participants.
13. Response option not available to CO, CT, ID, NH, OH and UT WIC participants.
14. Response option only available to AR, MN, MT, NE, NV, NM, NC, WCD, WV and WY WIC participants.
15. Response option not available to CO, CT, ID, ME, NH, OH and UT WIC participants.
16. Respondents marked 'no' to all response options.
17. Only asked of respondents that said they had not used the App when asked about satisfaction with the App. Not asked of VA WIC participants.

TABLE 6A. STRATIFICATION OF CHANGES TO APP FOR LANGUAGE BY RACE/ETHNICITY.¹

	ALL STATES TOTAL							
	AMERICAN INDIAN / ALASKA NATIVE (N=610)	ASIAN (N=1487)	BLACK OR AFRICAN	HISPANIC OR LATINO (N=9889)	NATIVE HAWAIIAN / OTHER PACIFIC ISLANDER (N=429)	WHITE (N=15470)	MULTIPLE (N=2643)	OTHER (N=444)
Desired changes in WIC App,^{2,3} n (%) [F3] [APPCHANGE]								
Make available in other languages besides English or Spanish⁴ [APPCHANGE_14] (n=16428)	53 (15.8)	335 (38.3)	647 (24.2)	1179 (32.8)	90 (31.4)	578 (9.5)	193 (18.8)	37 (21.9)

1. Sample size may vary due to incomplete surveys. Data presented is the average of each state's and Tribal Organization's average. Percentages may not add up to 100% as participants were able to select 'don't know/not sure' as a response option. Averages for the total sample are weighted by state size; averages for English and Spanish-speaking samples are not.
2. Question not asked of VA WIC participants.
3. Question not asked of LA WIC participants.
4. Response option not available to CO, CT, ID, ME, NH, OH, and UT WIC participants.

TABLE 7. PERCEPTIONS OF CASH VALUE BENEFIT (CVB) FOR FRUITS AND VEGETABLES.¹

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
Perception of \$25 per month CVB for children,² n (%) [H1] [CVBAMT_child]	(n=22582)	(n=4930)	(n=27512)
Too much	120 (0.5)	106 (2.2)	226 (0.8)
Not enough	15289 (68.0)	3285 (67.0)	18574 (67.8)
Just right	6518 (29.0)	1216 (24.8)	7734 (28.2)
Don't know	557 (2.5)	293 (6.0)	850 (3.1)
Perception of \$44 per month CVB for pregnant and postpartum women,³ n (%) [H2] [CVBAMT_woman]	(n=6219)	(n=1115)	(n=7334)
Too much	103 (1.7)	19 (1.7)	122 (1.7)
Not enough	3151 (50.9)	511 (46.0)	3662 (50.2)
Just right	2641 (42.7)	501 (45.1)	3142 (43.1)
Don't know	292 (4.7)	79 (7.1)	371 (5.1)
Perception of \$49 per month CVB for breastfeeding women,⁴ n (%) [H3] [CVBAMT_bf]	(n=5911)	(n=1598)	(n=7509)
Too much	75 (1.3)	18 (1.1)	93 (1.2)
Not enough	2803 (47.6)	751 (47.2)	3554 (47.5)
Just right	2766 (47.0)	702 (44.1)	3468 (46.4)
Don't know	244 (4.1)	121 (7.6)	365 (4.9)
Desire to purchase frozen or canned in addition to fresh fruits and vegetables with CVB,⁵ n (%) [H4] [FVFROZENCAN] (n=8171)	5386 (79.6)	783 (56.9)	6169 (75.8)
Desire to purchase canned in addition to fresh and frozen fruits and vegetables with CVB,⁶ n(%) [H4] [FVCAN] (n=7873)	4702 (72.3)	612 (46.2)	5314 (67.9)

1. Sample size may vary due to incomplete surveys. Data presented is the average of each state's and Tribal Organization's average. Percentages may not add up to 100% as participants were able to select 'don't know' as a response option. Averages for the total sample are weighted by state size; averages for English and Spanish-speaking samples are not.
2. Only asked of respondents if '1 year old child,' '2 year old child,' '3 year old child,' or '4 year old child' was selected.
3. Only asked of respondents if 'pregnant' or 'non-breastfeeding woman whose pregnancy ended in the last 6 months' was selected.
4. Only asked of respondents if 'breastfeeding woman' was selected.
5. Question only asked of CNMI, ID, MD, and WV WIC participants.
6. Question only asked of NE, MN, UT, and WY WIC participants.

TABLE 8. PERCEPTIONS OF PROPOSED WIC FOOD PACKAGE CHANGES.¹

	ALL STATES ENGLISH (N=31225)	ALL STATES SPANISH (N=7396)	ALL STATES TOTAL (N=38621)
Perception of amount of cereal received from WIC,² n (%) [I1] [CEREALAMT]	(n=28616)	(n=6630)	(n=35246)
Too much	3382 (11.9)	512 (7.8)	3894 (11.1)
Just right	17017 (60.0)	4853 (73.8)	21870 (62.6)
Not enough	5881 (20.7)	766 (11.7)	6647 (19.0)
I don't buy cereal	1114 (3.9)	230 (3.5)	1344 (3.8)
Don't know/not sure	988 (3.5)	211 (3.2)	1199 (3.4)
Actions following inability to buy favorite cereal,² n (%) [I2] [CEREALBUY]	(n=28616)	(n=6630)	(n=35246)
Buy the cereal with own money	12132 (42.8)	2041 (31.1)	14173 (40.6)
Buy a different WIC cereal	13678 (48.2)	3430 (52.2)	17108 (49.0)
Leave the WIC program	360 (1.3)	182 (2.8)	542 (1.6)
Don't know/not sure	2198 (7.7)	912 (13.9)	3110 (8.9)
Buy all/almost all dairy products currently received from WIC,² n (%) [I3] [DAIRYBUY]	(n=29427)	(n=6501)	(n=35928)
	24074 (84.9)	5679 (86.5)	29753 (85.2)
Reasons for not buying all/almost all dairy products currently received from WIC,^{3,4} n (%) [I4] [DAIRYREAS]	(n=4919)	(n=992)	(n=5911)
Can't eat/drink that much	1180 (33.3)	107 (18.3)	1287 (31.2)
Prefer lactose-free dairy options	672 (19.0)	112 (19.1)	784 (19.0)
Prefer soy-based dairy alternatives	384 (10.8)	106 (18.1)	490 (11.9)
Prefer other plant-based beverages	1090 (30.8)	132 (22.6)	1222 (29.6)
It is not always available	679 (19.2)	237 (40.5)	916 (22.2)
Other	1072 (30.2)	104 (17.8)	1176 (28.5)
Actions if WIC offered less dairy products² [I5] [DAIRY-LESS]	(n=28616)	(n=6630)	(n=35246)
Buy additional dairy products with own money	17099 (60.5)	3476 (53.1)	20575 (59.1)
Nothing; it would not bother me	7523 (26.6)	1929 (29.5)	9452 (27.1)
Leave the WIC program	572 (2.0)	172 (2.6)	744 (2.1)
Don't know/not sure	3092 (10.9)	963 (14.7)	4055 (11.6)
More likely try/continue breastfeeding if WIC offered additional benefits for mothers who breastfeed (compared to non-breastfeeding participants), including more money for fruits and vegetables and more canned fish^{5,6} n (%) [I6] [BFBENEFIT]	(n=5279)	(n=976)	(n=6255)
	3286 (63.1)	662 (68.8)	3948 (64.0)

1. Sample size may vary due to incomplete surveys. Data presented is the average of each state's and Tribal Organization's average. Percentages may not add up to 100% as participants were able to select 'don't know/not sure' as a response option. Averages for the total sample are weighted by state size; averages for English and Spanish-speaking samples are not.

2. Question not displayed for respondents if only 'infant under 12 months of age' was selected.
3. Respondents were able to select all that apply.
4. Only asked of respondents that said that they do not buy all or almost dairy products currently received from WIC.
5. Only asked of respondents if 'pregnant' or 'non-breastfeeding women whose pregnancy ended in the last 6 months' was selected.
6. Question not asked of LA WIC participants.

APPENDIX D. DATA CLEANING SUMMARY

TABLE A. SURVEY RESPONSES REMOVED DURING DATA CLEANING.

STATE AGENCY	SAMPLE SIZES									
	RAW	RECAPTCHA ¹	IP STATUS ²	OPT-IN ³	DEMOGRAPHIC QUESTIONS ⁴	DUPLICATE	ZIP CODE OUT OF STATE ⁶	DUPLICATE WRITE-IN COMMENTS ⁷	FINAL	% OF RAW
Arkansas	170	170	168	166	97	96	96	96	96	57%
Colorado	8405	6224	6172	6093	4219	4178	3863	3758	3758	45%
Commonwealth of the Northern Mariana Islands	1043	997	993	957	619	610	No zip	580	580	56%
Connecticut	3966	3869	3825	3596	1787	1764	1697	1697	1697	43%
Idaho	2537	2536	2529	2478	1672	1608	1583	1583	1583	62%
Louisiana	7646	7627	7579	7378	4055	4019	4000	4000	4000	52%
Maine	1052	1046	1037	1001	624	583	578	578	578	55%
Maryland	10047	8994	8961	8861	6255	6079	5360	5025	5025	50%
Minnesota	4413	4399	4377	4243	2733	2647	2625	2625	2625	60%
Montana	1106	1102	1100	1032	710	690	682	682	682	62%
Nebraska	7824	4573	4448	4206	2641	2586	2162	1831	1831	23%
Nevada	2134	2125	2091	1928	997	990	No zip	990	990	46%
New Hampshire	1138	1136	1128	1067	665	636	631	631	631	56%
New Mexico	819	818	812	800	546	544	537	537	537	66%
North Carolina	7516	6821	6758	6395	3193	3162	2888	2853	2853	38%
Ohio	4137	3423	3404	3263	2156	2135	1890	1890	1890	46%
Utah	6696	6623	6570	6031	3543	3349	3239	3235	3235	48%
Virginia	7358	7269	7179	7107	4920	4913	4828	4821	4821	66%
West Virginia	2037	2028	2019	1759	1049	1001	983	983	983	48%
Wyoming	312	312	311	292	198	186	182	182	182	58%
Wichita, Caddo & Delaware	63	63	63	62	45	44	44	44	44	70%
All States	80419	72155	71524	68715	42724	41820	37868	38621	38621	48%

1. Removed entries with reCAPTCHA scores < 0.5 (Qualtrics variable).
2. Removed entries if IP status was not normal (Qualtrics variable).
3. Removed if participants did not opt-in to take the survey (selected 'no' to the question, "Would you like to participate in the survey?")
4. Excluded participants who did not answer all the demographic questions (age, race/ethnicity, education, current employment/school status).
5. Remove duplicate using, phone number, text message phone number, and email address responses provided by participants who opted-in to participate in interviews.
6. Removed entries if zip codes did not fall within the state (retained those with missing zip codes).
7. Removed entries with duplicate write-in open-ended comment responses >8 words long.