

2025 Multi-State WIC Participant Satisfaction Survey

Appendix A. Participating State Agency Characteristics

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National WIC Association



Nutrition Policy Institute
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Table 1. Characteristics of State WIC Agencies

Table summary: Table 1 provides the characteristics of State WIC Agencies that participated in the 2025 Multi-State WIC Participant Satisfaction Survey project. The first column identifies the State Agency, the second the USDA region including West (W), Southwest (SW), Southeast (SE), Mid-Atlantic (MA), Northeast (NE), Midwest (MW), and Mountain Plains (MP), the third column the total number of WIC participants in fiscal year (FY) 2025, followed by trends in WIC participation from FY24 to FY25, EBT food benefit issuance (online or offline), the date the WIC EBT card was used statewide, if the State Agency had WIC smartphone apps available for participants as well as online shopping and the Farmers' Market Nutrition Program indicated by an 'X', if WIC food package changes were implemented by the time of the survey (full or partial), and if the agency participated in the 2021 and 2023 NWA Multi-State Surveys and had physical presence and remote benefit issuance waivers approved and implemented as indicated by an 'X'.

State Agency ¹	Region ²	Number of Participants (FY25) ³	Trend in Participants (FY24 to FY25)	EBT Food Benefit Issuance ⁴	Date WIC card Use Statewide ⁴	WIC Smartphone app(s) ⁵	Online Shopping Available ⁶	Farmers' Markets Nutrition Program ⁶	WIC Food Package Changes Implemented ⁶	2021 NWA Multi-State Survey	2023 NWA Multi-State Survey	Physical Presence Wavier Approved & Implemented ⁷	Remote Benefit Issuance Waiver Approved & Implemented ⁷
Colorado	MP	96,311	+3%	Online	11/2016	X			Full	X	X	X	X
Connecticut	NE	51,786	+4%	Online	6/2016	X		X ⁸	Partial	X	X	X	X
Hawaii	W	24,827	+<1%	Online	6/2020	X						X	X
Idaho	W	32,300	+3%	Online	10/2019	X					X	X	X
Illinois	MW	174,700	+4%	Online	9/2020			X	Partial				
Kansas	MP	49,221	+2%	Online	5/2018	X			Partial			X ⁹	X ⁹
Kentucky	SE	107,910	+2%	Online	10/2011	X		X				X	X
Louisiana	SW	103,247	+4%	Offline	12/2019	X		X	Partial		X		
Maine	NE	18,956	+4%	Online	6/2021	X		X ¹⁰	Full	X	X	X	X ⁹
Maryland	MA	122,727	+1%	Online	8/2019	X		X ¹⁰			X		
Michigan	MW	186,434	-1%	Online	3/2009	X		X ^{10,11}	Partial			X	X
Minnesota	MW	102,660	+1%	Online	8/2019	X	X	X		X	X	X	X
Montana	MP	13,495	-2%	Online	9/2017	X		X ¹⁰	Full		X	X	X
Nebraska	MP	260,229	+2%	Online	11/2018	X	X				X		X
Nevada	W	36,712	+1%	Online	8/2009		X ¹²	X		X	X	X ⁹	X ⁹
New Hampshire	NE	12,105	-2%	Online	10/2018	X			Partial	X	X	X ⁹	X
New Mexico	SW	44,174	+12%	Offline	12/2007	X	X ¹²	X	Full	X	X	X ⁹	
New York	NE	55,245	+4%	Online	5/2019	X		X				X	X
North Carolina	SE	456,495	+9%	Online	5/2018	X		X		X	X	X	X
Ohio	MW	181,066	+1%	Offline	8/2015	X		X		X	X	X ⁹	
Pueblo of Isleta	SW	916	-8%	Offline	9/2009	X		X	Partial			X	X
South Dakota	MP	13,735	+2%	Online	9/2017	X	X ¹²					X	X
Utah	SW	48,993	+5%	Online	11/2020	X					X	X ⁹	X
Virginia	MA	104,338	-2%	Online	5/2014						X	X ⁹	X

State Agency ¹	Region ²	Number of Participants (FY25) ³	Trend in Participants (FY24 to FY25)	EBT Food Benefit Issuance ⁴	Date WIC card Use Statewide ⁴	WIC Smartphone app(s) ⁵	Online Shopping Available ⁶	Farmers' Markets Nutrition Program ⁶	WIC Food Package Changes Implemented ⁶	2021 NWA Multi-State Survey	2023 NWA Multi-State Survey	Physical Presence Waiver Approved & Implemented ⁷	Remote Benefit Issuance Waiver Approved & Implemented ⁷
Wichita, Caddo, & Delaware	SW	3,952	<-1%	Online	10/2017	X			Partial		X	X	X
West Virginia	MA	93,895	-5%	Online	10/2013	X		X ¹⁰	Full	X	X		X
Wisconsin	MW	35,365	+3%	Online	9/2015	X		X				X	X

1. Wichita, Caddo & Delaware and Pueblo of Isleta are Indian Tribal Organizations; the rest are state health departments. We are referring to all as State Agencies.
2. USDA Food and Nutrition Service's 7 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 2025.
4. Data source: [WIC EBT Activities, December 2022 Status Report](#). Offline means that WIC participants must physically bring their WIC card to a WIC site every 3-4 months to have food benefits added, while states that have adopted Online can receive benefits without having to visit a WIC clinic. Utah's information is based on direct correspondence with State Agency contacts, as the update is not reflected in the 2022 status report.
5. Colorado, Connecticut, Idaho, Kansas, Kentucky, Nebraska, Nevada, New Hampshire, Ohio, and Utah use the WICShopper app; New Mexico, Pueblo of Isleta, WCD, and Wisconsin use MyWIC app; Hawaii uses the eWIC app; Maryland uses the WIC app and WIC mobile app; Montana uses WIC app; Louisiana uses the myWIC, WIC Shopper, and Pacify apps; Maine uses WICShopper and BNFT apps; Michigan uses WIC Connect Mobile app; Minnesota uses My MN WIC app; New York uses the WIC2Go app; North Carolina uses the ebtEDGE app; South Dakota uses SD WIC app; West Virginia uses the WICSmart and WIC Shoppers apps.
6. Available or implemented by date of survey launch, June 30, 2025.
7. Waivers expire on 9/30/26 or after USDA completes its WIC modernization evaluation.
8. Not evaluated in this survey.
9. Some but not all Local Agencies.
10. WIC Cash Value Benefit for fruits and vegetables allowable at farmers' markets.
11. Only a subset of WIC clients received WIC Farmers' Market Nutrition Program (FMNP) benefits and were able to redeem FMNP and Cash Value Benefits (CVB) for fruits and vegetables. Michigan switched to eFMNP in 2024, and in 2025 were working on authorizing growers across the state.
12. In pilot-testing by June 30, 2025.

Table 2. State WIC Agency Methods Available for WIC Appointments and Eligibility Documents During Survey Period

Table summary: Table 2 describes the methods available to WIC participants for scheduling and attending their appointments and for providing eligibility documentation. The first column indicates the State Agency. The next set of six columns indicates with an 'X' if the following methods were available to WIC participants for scheduling WIC appointments: in-person, phone, text, email, website/portal, or the WIC smartphone app. The following set of eight columns indicates with an 'X' if the following methods were available to WIC participants for attending appointments: phone, one-on-one video, curbside, online education, one-on-one on-site, group classes onsite, group classes on video, and two-way texting. The final set of 10 columns indicates with an 'X' if the following methods were available to WIC participants for providing eligibility documents: text, email, upload to website/portal/app, fax, show on video, mail, in-person, drop box or drive through, WIC staff pick-up, or affidavit.

State Agency ¹	Scheduling - In-person	Scheduling - Phone	Scheduling - Text ²	Scheduling - Email	Scheduling - Website/portal ³	Scheduling - WIC app ⁴	Appointment - Phone	Appointment - One-on-one	Appointment - Curbside	Appointment - Online	Appointment - One-on-one on-site	Appointment - Group classes	Appointment - Group classes	Appointment - Two-way texting	Documents - Text	Documents - Email	Documents - Website/portal/a	Documents - Fax	Documents - Show on video	Documents - Mail	Documents - In-person	Documents - Drop box/drive	Documents - WIC staff pick	Documents - Affidavit ⁷
Colorado	X	X					X	X		X	X	X	X		X	X		X	X	X	X			
Connecticut	X	X	X	X	X		X	X		X	X	X	X		X	X		X		X	X			
Hawaii	X	X	X	X	X	⁻⁸	X	X		X	X				X	X	X				X			
Idaho	X	X	X				X	X	X	X	X	X	X	X	X	X	X	X			X	X		
Illinois	X	X	X	X			X	X		X	X	X			X	X		X	X	X	X			
Kansas	X	X		X			X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Kentucky	X	X	X	X			X	X		X	X	X			X	X		X			X			X ⁹
Louisiana	X	X		X	X	X	X			X	X	X	X			X	X				X			
Maine	X	X	X	X	X		X				X			X							X			
Maryland	X	X		X	X		X	X		X	X	X	X	X		X	X	X		X	X			X
Michigan	X	X	⁻¹⁰		X	X	X	⁻¹⁰		X	X	X	⁻¹⁰			X					X	X		X
Minnesota	X	X	X	X	X	X	X	X		X	X			X	X	X	X	X		X	X			

State Agency ¹	Scheduling - In-person	Scheduling - Phone	Scheduling - Text ²	Scheduling - Email	Scheduling - Website/portal ³	Scheduling - WIC app ⁴	Appointment - Phone	Appointment - One-on-one	Appointment - Curbside	Appointment - Online	Appointment - One-on-one on-	Appointment - Group classes	Appointment - Group classes	Appointment - Two-way texting	Documents - Text	Documents - Email	Documents - Website/portal/a	Documents - Fax	Documents - Show on video	Documents - Mail	Documents - In-person	Documents - Drop box/drive	Documents - WIC staff pick	Documents - Affidavit ⁷
Montana	X	X	X	X			X	X	X	X	X	X	X	X	X	X		X		X	X	X	X	
Nebraska	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			X
New Hampshire	X	X	X	X			X			X	X	-10	X	X	X	X		X		X	X			
New Mexico	X	X				X	X			X	X	X					X				X			
New York	X	X	X	X	X		X	X		X	X	X	X	X	X	X	X	X		X	X			
North Carolina	X	X	X	X	X		X	X		X	X	X	X	X		X	X	X ¹¹	X	X	X	X	X	X
Ohio	X	X	X	X			X	X		X	X	X	X			X					X			
Pueblo of Isleta	X	X		X	X	X	X		X	X	X	X			X		X				X		X	
South Dakota	X	X	X	X	X		X	X ¹²		X	X	X		X		X	X	X	X	X	X			X ¹¹
Utah	X	X ¹³	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
West Virginia	X	X					X	X		X	X					X		X		X	X			
Wichita, Caddo, & Delaware	X	X					X				X				X	X	X				X			
Wisconsin	X	X	X	X			X	X		X	X	X	X	X	X	X	X	X ¹¹			X			

1. Pueblo of Isleta and Wichita, Caddo, & Delaware are Indian Tribal Organizations; the rest are state health departments. We are referring to all as State Agencies.
2. This option was listed as 'Teletask' (a text-messaging platform) in the Hawaii WIC survey and as 'Text Message' in the Utah WIC survey.
3. This option was listed as 'myWIC website' for Louisiana, 'Website' for Maine, 'WIC Connect Web Portal' for Michigan, and 'Website/Online application' for Utah.
4. Agencies indicated the name of the WIC app in their survey: eWIC for Hawaii; MyWIC app for Louisiana, New Mexico, and Pueblo of Isleta; WIC Connect Mobile app for Michigan; MN WIC App for Minnesota.
5. Agencies indicated the name of the online platform in their survey: Wichealth.org for Colorado, Hawaii, Kentucky, Michigan, Nebraska, New York, South Dakota, and Utah is Wichealth.org; WICSmart for Connecticut.
6. This option was listed as 'Uploaded to MyWIC website or app' for Louisiana, 'Uploaded to the myWIC app, through a link from the clinic, or through the website' for New Mexico, 'Uploaded to website' for New York.

7. An affidavit is a written statement made by a person which may be used as evidence in a court of law. This is 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 in person or not in person at the WIC site.
8. HI included this as an option in their survey for scheduling; however HI WIC participants could view future appointments on the WIC ShopperApp but were not able to make/request appointments.
9. This option was listed as a 'Statement of No Proof' in the Kentucky WIC survey.
10. This option was not offered by the State Agency, but they included it in their survey.
11. This option was offered by the State Agency, but they did not include it in their survey.
12. This option was listed as 'Through video call (e.g. Doxy.me) one-on-one with WIC staff' in the South Dakota WIC survey.
13. This option was listed as 'Telephone call' in the Utah WIC survey.

Table 3. Methods Used by State WIC Agencies to Recruit 2025 Survey Respondents

Table summary: Table 3 describes the languages and recruitment methods used by State Agencies for the 2025 Multi-State WIC Participant Satisfaction Survey project. The first column lists the State Agency, followed by four columns for recruitment languages used, indicated with an 'X': English, Spanish, Arabic, Haitian Creole. The next set of 6 columns list the recruitment methods used, indicated with an 'S' for efforts directed by the State WIC Agency and 'L' for efforts directed by Local WIC Agencies: text message, email, WIC app, flyer, verbal, in-person. It also describes the estimated number and percent of participants in the state reached by these recruitment periods and the survey recruitment dates in the final three columns.

State Agency ¹	Language - English	Language - Spanish	Language - Arabic	Language - Haitian Creole	Recruitment - Text ²	Recruitment - Email ³	Recruitment - WIC App ⁴	Recruitment - Flyer ⁵	Recruitment - Verbal ⁶	Recruitment - In-Person ⁷	Estimated Number of Participants Reached	Estimated % of Participants in State Reached ⁸	Survey Recruitment Dates
Colorado	X	X	X	X	S						94,000	93%	7/6/25 - 9/2/25
Connecticut	X	X	X	X	S		S		L		30,000	58%	6/30/25 - 9/2/25
Hawaii	X				S	S		L			3,000	12%	6/30/25 - 9/23/25
Idaho	X	X			L		S	L	L	L	15,000	46%	6/30/25 - 9/2/25
Illinois	X	X	X	X			S	L	L		10,001 ⁹	6%	6/30/25 - 9/2/25
Kansas	X	X	X	X		S, L	S	L	L		1,000	2%	6/30/25 - 9/2/25
Kentucky	X	X	X	X		S, L	S	L	L		100,000	93%	6/30/25 - 9/2/25
Louisiana	X	X	X	X	S	S					10,001 ⁹	10%	6/30/25 - 9/2/25
Maine	X	X	X		S		S		L		10,000	53%	7/14/25 - 9/16/25
Maryland	X	X		X	S, L		S	L	L	L	20,000	16%	6/30/25 - 9/2/25
Michigan	X	X	X		S			L			120,001 ⁹	100%	6/30/25 - 9/2/25
Minnesota	X	X					S		L		80,000	78%	6/30/25 - 9/2/25
Montana	X	X			S		S	L	L		600	4%	6/30/25 - 9/2/25
Nebraska	X	X	X		S		S	L	L	L	10,001 ⁹	27%	6/30/25 - 9/2/25
Nevada	X	X			S		S		L		25,000	45%	6/30/25 - 9/2/25
New Hampshire	X	X	X	X	L		S	L	L	L	6,000	50%	6/30/25 - 9/2/25
New Mexico	X	X			S			L	L		20,001 ⁹	45%	6/30/25 - 9/2/25
New York	X	X	X	X	L	L		L			400,000	88%	6/30/25 - 9/2/25
North Carolina	X	X			S	L		L	L		150,000	58%	6/30/25 - 9/2/25
Ohio	X	X	X	X	L		S	L	L	L	100,000	55%	6/30/25 - 9/2/25
Pueblo of Isleta	X	X							L		500	55%	6/30/25 - 9/2/25
South Dakota	X	X			S	S	S	L	L	L	7,500	55%	6/30/25 - 9/2/25
Utah	X	X			S		S	L			49,000	100%	6/30/25 - 9/2/25
Virginia	X	X	X	X		S		L	L		10,001 ⁹	10%	6/30/25 - 9/2/25
West Virginia	X	X			S		S				1,750 ¹⁰	5%	6/30/25 - 9/2/25
Wichita, Caddo, & Delaware	X	X					S	L	L		500	13%	6/30/25 - 9/2/25
Wisconsin	X	X	X		S		S	L			55,000	59%	6/30/25 - 9/2/25
ALL STATES											1,293,856	44%	

S – sent by State WIC Agency, L – sent by Local WIC Agency

1. Wichita, Caddo, & Delaware and Pueblo of Isleta are Indian Tribal Organizations; the rest are state health departments. We are referring to all as State Agencies.
2. Text messages were sent to participants once (CO, ID, MI, NC, NY, WI), twice (initial and one reminder, CT, HI, MD, MT, NH, NM, NV, OH, UT), three times (initial and two reminders, LA, NE, SD, WV) or four times (initial and three reminders, ME). The messages were sent to all participants/caregivers whose records included a phone number regardless of when last food benefits were issued (CT, NV, NH, NM, NY, OH, SD, UT, WV, WI); to participants/caregivers whose records included a phone number and that received food benefits for at least one month during April-June 2025 (CO, LA, MD, MI, NC, WV); participants/caregivers that had an appointment during June 30-September 2, 2025 (LA, MD, WV); to participants/caregivers that received food benefits during June 30-September 2, 2025 (HI, LA, ME, MD, WV); to participants after their appointments by Local Agencies with text messaging (ID); to any participant with an active certification June 30, 2024-September 2, 2025 (MT); to all caregivers who had an appointment June 30, 2024-September 2, 2025 (NE).
3. Email messages were sent to participants once (HI, NC, NY), twice (initial and one reminder, KS, KY, SD, VA), or three times (initial and two reminders, LA). The messages were sent to all participants/caregivers regardless of when last food benefits were issued (KY, NY, SD, VA); to participants/caregivers whose records included an email address and had received food benefits for at least one month during April-June 2025 (LA, NC); to participants/caregivers that had an appointment during June 30-September 2, 2025 (LA); to participants/caregivers who received food benefits during June 30-September 2, 2025 (HI, LA).
4. WIC app notifications were sent to participants once (CT, KS, KY, NV, OH, SD, WI), twice (ID, MD, ME, MT, NH, UT), three (IL, NE, WV), and four or more (MN, WCD) times. Notifications were sent out by adding it to the app as a banner or notice seen by all app users (CT, ID, KS, KY, MD, MN, MT, NH, NE, OH, SD, UT, WV) or pushed out as a message to all participants/caregivers that use the app (ID, IL, KS, KY, MD, ME, MN, MT, NH, NV, UT, WCD, WI, WV).
5. Flyers handed out at Local Agencies during in-person or curbside appointments (HI, ID, IL, KS, KY, MD, NC, NE, NH, NY, OH, SD, VA, WCD), mailed by Local Agencies/clinics to participants along with other program materials (WCD, NY), or posted around local sites (ID, KS, MI, MT, NE, NH, NY, WI). The flyers were mailed (WCD) or handed out in-person (HI, IL, KS, KY, MD, NE, NH, NY, NC, OH) to participants/caregivers who had an appointment during June 30-September 2, 2025; or handed out in person to participants/caregivers who received food benefits during June 30-September 2, 2025 (MD); or State Agencies said “other” when asked which participants would receive the flyers (ID, MI, MT, NC, UT, VA, WI).
6. 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 (ID, KS, KY, ME, NE, NH, NM, NV, OH, PI, SD, VA), were told where to find the survey link (ID, IL, KS, KY, MD, ME, MN, MT, NE, NH, NM, OH, SD, WCD), were given a survey flyer if in person or sent a flyer via mail (ID, IL, KS, KY, MD, ME, MT, NC, NE, NH, NM, OH, VA, WCD), or were told to look for a text or email from the State or Local Agency during June 30 –September 2 2025 (ME, MT, NC, NE, NH, NM, SD, VA). All Local Agencies/clinics were asked to share the survey information with participants/caregivers based on their capacity to do so (ID, IL, KS, KY, LA, ME, MD, MT, NE, NV, NH, NM, NC, OH, PI, SD, VA, WCD); or State Agencies said “other” when asked which Local Agencies/clinics would share verbally (CT, MN).
7. All participants/caregivers (NE, OH) or a subset of participants/caregivers who had an appointment during June 30-September 2, 2025 (ID, MD, NH, SD) were able to access a computer or tablet in person at their WIC Clinic to take the survey. All (OH) or a subset of (MD, NH, SD) Local Agencies/clinics were asked to provide participants/caregivers access to a computer or tablet in-person at their WIC clinic to take the survey, based on their capacity to do so; or State Agencies said “other” when asked which Local Agencies/clinics would provide access (ID, NE). Participants/caregivers were told to access the computer or tablet in-person at their WIC clinic to take the survey by a Local Agency/clinic staff (ID, MD, NE, NH, OH, SD), or a sign above or near the computer/tablet encouraging them to take the survey (ID, NE, NH).
8. This is the percent of total WIC participants as of June 2025. Data source: [WIC Data Tables](#): Annual State Level Data, preliminary data for June 2025. CO made their own calculation for percent of state reached.

9. The State Agency reported a value expressed as “greater than.” To estimate the total number of participants, we added one to the reported value to calculate the estimated percentage of WIC participants reached. MI reported the total number of families enrolled in WIC at the time of the survey, so their estimated percent of state enrollment reach was 100%.
10. The State Agency reported an anticipated range of participants reached (e.g., 1,001–2,500). We used the midpoint of this range to estimate the percentage of WIC participants reached.