

2025 Multi-State WIC Participant Satisfaction Survey

Appendix B. Survey Questions and Recruitment Materials

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National WIC Association



Nutrition Policy Institute
University of California
Agriculture & Natural Resources



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Survey Questions

Purpose: Survey WIC participants in multiple states to inform future policy and operational decisions:

- Participant experiences and satisfaction with interactions with WIC, shopping for WIC foods, and using the WIC card and app.
- Determine perceptions of the Cash Value Benefit.
- Explore participant perceptions of newly implemented changes to the WIC food package.
- Understand perceptions of in-person versus remote services.
- Explore participant immigration concerns.
- Understand perceptions of Black, Indigenous, and People of Color (BIPOC) participants.

Goal: Survey that 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 embedded within them. Questions included in the [2021 survey](#) and [2023 survey](#) are indicated with an X in the '2021' and '2023' columns. **Questions or response options that may require tailoring to be agency-specific are indicated with a black asterisk.** **Blue bolded text in [brackets]** indicates survey programming and skip- or display-logic.

Domain	2021 Survey Questions	2023 Survey Questions	2025 Survey Questions
A. Eligibility	-	2	2
B. Participation & Enrollment	6 (5 core, 1 optional)	4	4
C. Appointments & Nutrition Education	7 (6 core, 1 optional)	9	12
D. Fairness and Belonging	-	2	4
E. Shopping	5 (3 core, 2 optional)	5	4
F. WIC Card & App	4 (0 core, 4 optional)	4	4
G. Sociodemographic Characteristics	8 (6 core, 2 optional)	7	7
Wellbeing	3 (0 core, 3 optional)	-	-
H. Cash Value Benefit	14 (0 core, 14 optional)	4	3
I. Perceptions of WIC Food Package Changes	-	6	3
J. Immigration	-	-	1
K. Open Ended Question	1	1	1
L. Recruitment for Interview	-	1	1
TOTAL	48 (21 core, 27 optional)	45 (all core)	46 (all core)

Approximate time to self-complete: 15-20 minutes

Opening text to survey:

[Agency] WIC is inviting you to participate in research to improve the program. If you agree, you will complete a survey about your experiences 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 and can stop taking the survey at any time.

We will not ask for your name or any other contact information unless you wish to do a follow-up interview. We will not share any private information about you with others. Your survey responses, but not your private information, may be placed in one or more external scientific databases for access and use by researchers.

As a thank you for your time, you can sign up for a drawing to receive one of fifteen \$20 gift cards in your **[state/agency/territory]** by sharing your email address at the end of the survey. Your email address will not be connected to your survey answers. If you are selected, the Nutrition Policy Institute will email you the gift card. Everyone can enter the drawing. If you don't want to do the survey, but want to be included in the drawing, please email XXX@ucanr.edu.

If you have questions, please contact **[WIC Agency contact name]** at **[XXXX@wicagency.gov]** or **[XXX-XXX-XXXX]**, or Lorrene Ritchie at **[XXX@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

Question	Answer Options	2021	2023	Notes
1. How old are you?	Under 18 [not eligible, go to end of survey] 18-24 25-29 30-39 40 or over Prefer not to answer	X	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	X	Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey

B. Participation & Enrollment – 4 questions

Question	Answer Options	2021	2023	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	X	X	Source: WIC Services During COVID

Question	Answer Options	2021	2023	Notes
	Prefer not to answer			
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	X	Source: 2020 WIC Parents Survey
3. In the past year (12 months), what way(s) did you provide documents to WIC? A. Text* B. Fax* C. Email* D. U.S. mail* E. Video* F. Uploaded to WIC website, portal, app or online application* G. Provided in-person at the WIC site* H. WIC staff picked up from me* I. Drop box or drive through at the WIC site* J. Affidavit* *Agencies should tailor this list to include the options they are making available.	Yes No Don't know/not sure	X	X	Source: Nutrition Policy Institute California WIC COVID survey
4. How easy or difficult was it to share documents with WIC by [pipe in each answer selected from Q3] ?	Very easy Somewhat easy Somewhat difficult Very difficult Don't know/not sure			Source: Modified from the USDA WIC & FMNP Outreach, Innovation, and Modernization Evaluation WIC Participant Experience Survey

C. Appointments & Nutrition Education – 12 questions

Question	Answer Options	2021	2023	Notes
1. In the past year, what method(s) did you use to schedule your WIC appointments? A. In-person* B. Telephone* C. Text* D. Email* E. Website/Portal* F. WIC app* *Agencies should tailor this list to include the options they are making	Yes No Don't know/not sure			Source: Newly developed for this survey.

Question	Answer Options	2021	2023	Notes
available, and include name of online platform				
2. How easy or difficult was it to schedule a WIC appointment by [pipe in each answer selected from Q1] ?	Very easy Somewhat easy Somewhat difficult Very difficult Don't know/not sure		X	Source: 2023 CA WIC Survey; modified from 2023 WIC MSPS survey.
3. WIC offers services in different ways. What type(s) of WIC contact have you had in the past year (12 months)? 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/webinar* G. Self-paced nutrition education through an online platform (not live with WIC staff)* H. Two-way texting (where you and a WIC staff person text with each other)* *Agencies should tailor this list to include the options they are making available, and include name of online platform	Yes No Don't know/not sure		X	Source: 2023 CA WIC Survey, with modification
4. How satisfied are you with WIC services? [ASK OF EVERY CONTACT TYPE THEY SAID YES TO IN Q3] 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* H. Two-way texting (where you and a WIC staff person text with each other)*	Very satisfied Somewhat satisfied Somewhat unsatisfied Very unsatisfied Don't know/not sure		X	Source: 2023 CA WIC Survey

Question	Answer Options	2021	2023	Notes
<p>*This list will be updated to include only response options Agencies selected for Q2.</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 smartphone The technology that WIC uses is not easy for me to use The information that WIC provides is not in the language I prefer Other [write-in] None of these [exclusive] Prefer not to answer [exclusive]</p>		X	<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>		X	<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>		X	<p>Source: CA WIC Survey 2019 (Au)</p>
<p>[DISPLAY if AQ2 'pregnant woman', 'Breastfeeding woman', 'Non-breastfeeding woman whose pregnancy ended in the last 6 months,' or 'Infant under 12 months of age' is selected]</p> <p>8. Did WIC talk to you or offer you information about breastfeeding?</p>	<p>Yes No Does not apply</p>			<p>Source: Modified from 2019 CO WIC Participant Survey</p>

Question	Answer Options	2021	2023	Notes
<p>[DISPLAY if QC8 = yes]</p> <p>9. Which of the following did you get from WIC about breastfeeding?</p> <ul style="list-style-type: none"> A. Provided me breastfeeding help during my WIC appointment* B. Provided me breastfeeding help at the hospital* C. Provided me breastfeeding help at my home* D. Offered me a chance to call, text or video chat with someone about breastfeeding (peer counseling program)* E. Offered me a chance to attend a baby feeding or breastfeeding class* F. Gave me written or electronic information about breastfeeding* G. Offered me a breast pump* H. Offered me other breastfeeding aids or accessories (e.g., at-breast supplementers, nursing bras or pads, nipple shields, breast shells, pump parts)* I. Gave me information on other breastfeeding resources in my community* J. Other (please describe): _____ <p>*Agencies should tailor this list to include the options available in their Agencies.</p>	<p>Yes</p> <p>No</p> <p>Don't know/not sure</p>			<p>Source: Modified from 2019 CO WIC Participant Survey with additional response options developed from USDA WIC BF Policy II report.</p>
<p>[DISPLAY if QC8, = yes]</p> <p>10. Overall, how satisfied are you with the breastfeeding support you get from WIC?</p>	<p>Very satisfied</p> <p>Somewhat satisfied</p> <p>Somewhat unsatisfied</p> <p>Very unsatisfied</p> <p>Don't know/not sure</p>			<p>Source: Newly developed for this survey.</p>
<p>11. Here are some reasons why parents often say they participate in WIC. For each, is this a reason why you are participating in WIC?</p> <ul style="list-style-type: none"> 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 	<p>Yes</p> <p>No</p> <p>Not applicable or not sure</p>		X	<p>Source: LA WIC 2017 with modification</p>

Question	Answer Options	2021	2023	Notes
12. 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		X	Source: WIC ITFPS-2 30 month, with modification

D. Fairness and Belonging – 4 questions

Question	Answer Options	2021	2023	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 can communicate with me in my own language. C. 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		X	Source: AHEAD WIC Survey, with modification
[DISPLAY if Q1, 'Strongly Disagree' or 'Somewhat Disagree' is selected] 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.		X	Source: 2023 NWA WIC Multi-State Participant Satisfaction Survey
3. How often do you: A. Interact with WIC staff that speak your preferred language B. Receive written materials from WIC in your preferred language	Always Very Often Sometimes Rarely Never Don't know/not sure			Source: Newly developed for this survey.
[DISPLAY if Q3, 'Never' is NOT selected] 4. How easy was it to understand the: A. WIC staff you interacted with who spoke your preferred language B. The written materials you received from WIC in your preferred language	Very easy Somewhat easy Somewhat difficult Very difficult Don't know/not sure			Source: Modified from Pathak 2021 (non-WIC population; Mandarin, Cantonese, Spanish-speaking healthcare patients with limited English proficiency visiting a large urban, academic primary care practice.)

E. Shopping – 4 questions

Question	Answer Options	2021	2023	Notes
1. How satisfied are you with each of the following options for shopping for WIC foods?	Very satisfied Somewhat satisfied Somewhat unsatisfied Very unsatisfied	X (1A only)	X (1A only)	Source: 2021 NWA WIC Multi-State Participant Satisfaction

<p>A. Shopping for WIC foods in-person B. WIC shopping home delivery program* C. Shopping for WIC foods online** D. Shopping for WIC foods at a farmers market***</p> <p>*Agencies should only include this question if they are doing home delivery. ** Agencies should only include this question if they allow online shopping ***Agencies should only include this question if they are implementing the Farmers Market Nutrition Program.</p>	<p>I did not shop for WIC foods this way Don't know/not sure</p>			<p>Survey, question originally developed for NV only; modified from the USDA WIC & FMNP Outreach, Innovation, and Modernization Evaluation WIC Participant Experience Survey</p>
<p>2. If the following options were available, would you use them to purchase WIC foods?</p> <p>A. Preordering online for pick up at the store or curbside.* B. Preordering online for at home delivery for an additional fee that I would have to pay.* C. Preordering online for at home delivery if there was no additional cost for delivery.* D. Using a self-checkout aisle in the store.* E. Using a drive through window to pick up.* F. Going to a special WIC foods section in the store.* G. Going to a special WIC-only store that only sells WIC foods.* H. Shopping for fruits and vegetables at a farmers market using my WIC benefits.*</p> <p>*Agencies should tailor this list to include the options of interest in their Agencies.</p>	<p>Yes, I am interested in this option No, I am not interested in this option Don't know/not sure</p>	<p>X</p>	<p>X</p>	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>
<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? <i>This question does not include formula but includes all other WIC foods that your family receives.</i> (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.* I was able to buy enough food with Summer-EBT (also called SUN Bucks) and didn't need my WIC foods as much.* I was able to get food from food pantries or meal distribution sites and didn't need my WIC foods as much.* I didn't have transportation to the store. I/my children do not like some of the WIC food choices.</p>	<p>X</p>	<p>X</p>	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>

	<p>WIC foods are not appropriate for my or my family's food allergies. Farmers Markets that accept WIC are not easy for me to get to.* I ran out of time to buy all my WIC foods before my benefits expire. I didn't receive my WIC card in time to buy all my WIC foods.* I could not find my WIC foods where I shop. I forgot to use all my WIC benefits. I always buy all of my WIC foods. [exclusive] None of these. [exclusive] *Agencies should tailor this list to include the options available or relevant in their Agencies. Agencies can include the name of SNAP if it is something different and include the name of their WIC card.</p>			
<p>4. Below is a list of problems some WIC participants have reported when they shop for WIC foods. For each one, has this ever been a problem for you? <i>This question does not include formula but includes all other WIC foods that your family receives.</i></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. Staff at the store don't know how to run a WIC transaction. <p>*Agencies should tailor this list to include the options available or relevant in their Agencies.</p>	<p>Often a problem Sometimes a problem Never a problem Don't know/not sure</p>		X	Source: WIC 2016 purchasing decisions, with modification

F. WIC Card & App – 4 questions

Question	Answer Options	2021	2023	Notes
<p>1. How satisfied are you with the WIC Card?*</p> <p>*Change 'WIC Card' to specific way Agency refers to EBT card</p>	<p>Very satisfied</p> <p>Somewhat satisfied</p> <p>Somewhat unsatisfied</p> <p>Very unsatisfied</p> <p>Have not used</p>	X	X	Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey
<p>2. How satisfied are you with the WIC app(s)?*</p> <p>*Only ask if agency has an app and change 'WIC app' if it has a specific name</p>	<p>Very satisfied</p> <p>Somewhat satisfied</p> <p>Somewhat unsatisfied</p> <p>Very unsatisfied</p> <p>I do not use the WIC app [skip to Q4]</p>	X	X	Source: Nutrition Policy Institute California WIC COVID survey
<p>3. Which changes do you need in order to make the WIC app work for you?*</p> <ol style="list-style-type: none"> 1. Make it easier to log in. 2. Prevent it from crashing or make it run faster. 3. Allow me to scan foods to see if they are WIC eligible.* 4. Show my WIC food balance.* 5. Show my next WIC appointment.* 6. Allow me to schedule a WIC appointment.* 7. Help me find stores near me that offer online/phone ordering and/or curbside pick up.* 8. Help me find stores near me that offer self-checkout.* 9. Allow me to access online nutrition education.* 10. Allow me to send my paperwork.* 11. Add a chat feature.* 12. Remind me before my food benefits expire.* 13. Make it available in my preferred language.** <p>*Only ask if the agency 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 agency doesn't want to include. Change 'WIC app' if it has a specific name.</p>	<p>Yes</p> <p>No</p> <p>Don't know/not sure</p>	X	X	Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey
<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> <ol style="list-style-type: none"> 1. I didn't know about it. 	<p>Yes</p> <p>No</p> <p>Not applicable or not sure</p>	X	X	Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey

Question	Answer Options	2021	2023	Notes
2. I don't have a smartphone 3. I don't usually have a phone with me when I shop. 4. Cellular data or WIFI is not available at the grocery store. 5. I don't know how to download it on my phone. 6. I don't know how to use it. 7. It uses too much data. 8. I don't need to use it. *Change 'WIC app' if it has a specific name.				

G. Sociodemographic Characteristics – 7 questions

Question	Answer Options	2021	2023	Notes
1. What is the highest level of school you have completed or the highest degree you have received?	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 (exclusive)	X	X	Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey
2. Are you currently working and/or going to school full-time, part-time, or not at all?	Not currently working and/or going to school Full-time (at least 35 hours or more each week) Part-time Prefer not to answer (exclusive)	X	X	Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey
3. In the last 30 days, have you used any of the following to help feed your family? 1. Local food pantry, food bank or religious organization.* 2. School meals or school meal distribution site.* 3. Food from friends, family or neighbors. 4. Supplemental Nutrition Assistance Program (SNAP, commonly known as food stamps or EBT)* 5. Summer-EBT (SUN Bucks)* 6. FDPIR (Food Distribution Program on Indian Reservations) 7. Other (write-in) * Agencies to modify list according to what participants may access. Agencies can include the name of	Yes No Don't know/not sure Prefer not to answer (exclusive)	X	X	Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey

Question	Answer Options	2021	2023	Notes
<p>SNAP or various other programs if it is something different.</p>				
<p>4. 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> <p>1. We worried whether our food would run out before we got money to buy more.</p> <p>2. The food that we bought just didn't last, and we didn't have money to get more.</p>	<p>Often true Sometimes true Never true Prefer not to answer</p>	X	X	<p>Source: Question modified from USDA Food Insecurity Module.</p>
<p>5. Are you or your family currently receiving Medicaid?*</p> <p>*Agencies should customize this to whatever Medicaid is called in their agency.</p>	<p>Yes No Don't know/not sure Prefer not to answer</p>		X	<p>Source: 2023 CA WIC Survey</p>
<p>6. What is the zip code where you live?*</p> <p>*This can be made optional based on Agency's feedback.</p>	<p>Enter zip code: [text entry box validated to US zip code] Prefer not to answer</p>	X	X	<p>Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey</p>
<p>7. How would you describe yourself? (Select all that apply.)</p> <p>This question is asked for statistical purposes. Your response is voluntary, and selecting an option will not impact your participation in this survey. All responses will be kept confidential. If you prefer not to answer, please select the 'Prefer not to answer' option.</p>	<p>American Indian or Alaska Native <i>(For example, Navajo Nation, Blackfeet Tribe of the Blackfeet Indian Reservation of Montana, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, Aztec, Maya, etc.)</i></p> <p>Asian <i>(For example, Chinese, Asian Indian, Filipino, Vietnamese, Korean, Japanese, etc.)</i></p>	<p>X <small>(except Middle Eastern/ or North African, and example subcategories)</small></p>	<p>X <small>(except Middle Eastern/ or North African, and example subcategories)</small></p>	<p>Source: Revised from the US Office of Management and Budget</p>

Question	Answer Options	2021	2023	Notes
	Black or African American <i>(For example African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.)</i> Hispanic or Latino <i>(For example, Mexican, Puerto Rican, Salvadoran, Cuban, Dominican, Guatemalan, etc.)</i> Middle Eastern or North African <i>(For example, Lebanese, Iranian, Egyptian, Syrian, Iraqi, Israeli, Palestinian, etc.)</i> Native Hawaiian or Pacific Islander <i>(For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.)</i> White <i>(For example, English, German, Irish, Italian, Polish, Scottish, etc.)</i> Prefer not to answer (exclusive)			
[DISPLAY if Q1 'Asian' is selected] 7a. Which of the following best describes your Asian ancestry or ethnic origin? (Select all that apply.)* *This question is optional. Agencies can add additional subcategories relevant to their agency, but current subcategories should not be removed or modified.	Chinese Asian Indian Filipino Vietnamese Korean Japanese Another group. Enter, for example, Pakistani, Hmong, Afghan, etc. : _____ Prefer not to answer (exclusive)			Source: Revised from the US Office of Management and Budget
[DISPLAY if Q1 'Black or African American' is selected] 7b. Which of the following best describes your Black or African American ancestry or ethnic origin? (Select all that apply.)* *This question is optional. Agencies can add additional subcategories relevant to their agency, but current subcategories should not be removed or modified.	African American Jamaican Haitian Nigerian Ethiopian Somali Another group. Enter, for example, Trinidadian and Tobagonian, Ghanaian, Congolese, etc: _____ Prefer not to answer (exclusive)			Source: Revised from the US Office of Management and Budget
[DISPLAY if Q1 'Hispanic or Latino' is selected] 7c. Which of the following best describes your Hispanic or Latino ancestry or ethnic origin? (Select all that apply.)* *This question is optional. Agencies can add additional subcategories relevant to their agency, but current subcategories should not be removed or modified.	Mexican Puerto Rican Salvadoran Cuban Dominican Guatemalan Another group. Enter, for example, Colombian, Honduran, Spaniard, etc.: _____ Prefer not to answer (exclusive)			Source: Revised from the US Office of Management and Budget

Question	Answer Options	2021	2023	Notes
<p>[DISPLAY if Q1 'Middle Eastern or North African' is selected]</p> <p>7d. Which of the following best describes your Middle Eastern or North African ancestry or ethnic origin? (Select all that apply.)*</p> <p>*This question is optional. Agencies can add additional subcategories relevant to their agency, but current subcategories should not be removed or modified.</p>	<p>Lebanese</p> <p>Iranian</p> <p>Egyptian</p> <p>Syrian</p> <p>Iraqi</p> <p>Israeli</p> <p>Palestinian</p> <p>Another group. Enter, for example, Moroccan, Yemeni, Kurdish, etc. : _____</p> <p>Prefer not to answer (exclusive)</p>			Source: Revised from the US Office of Management and Budget
<p>[DISPLAY if Q1 'Native Hawaiian or Pacific Islander' is selected]</p> <p>7e. Which of the following best describes your Native Hawaiian or Pacific Islander ancestry or ethnic origin? (Select all that apply.)*</p> <p>*This question is optional. Agencies can add additional subcategories relevant to their agency, but current subcategories should not be removed or modified.</p>	<p>Native Hawaiian</p> <p>Samoaan</p> <p>Chamorro</p> <p>Tongan</p> <p>Fijian</p> <p>Marshallese</p> <p>Another group. Enter, for example, Chuukese, Palauan, Tahitian, etc. : _____</p> <p>Prefer not to answer (exclusive)</p>			Source: Revised from the US Office of Management and Budget
<p>[DISPLAY if Q1 'White' is selected]</p> <p>7f. Which of the following best describes your White ancestry or ethnic origin? (Select all that apply.)*</p> <p>*This question is optional. Agencies can add additional subcategories relevant to their agency, but current subcategories should not be removed or modified.</p>	<p>English</p> <p>German</p> <p>Irish</p> <p>Italian</p> <p>Polish</p> <p>Scottish</p> <p>Another group. Enter, for example, French, Swedish, Norwegian, etc. : _____</p> <p>Prefer not to answer (exclusive)</p>			Source: Revised from the US Office of Management and Budget

H. Cash Value Benefit – 3 questions

Question	Answer Options	2021	2023	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 \$26 per month from WIC to purchase fruits and vegetables. What do you think about this amount? Would you say it is:</p>	<p>Too much</p> <p>Not enough</p> <p>Just right</p> <p>Don't know</p>	X	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 \$47 per month from WIC to purchase fruits and vegetables. What do</p>	<p>Too much</p> <p>Not enough</p> <p>Just right</p> <p>Don't know</p>		X	Source: Modified from 2021 NWA WIC Multi-State Participant Satisfaction Survey

Question	Answer Options	2021	2023	Notes
you think about this amount? Would you say it is:				
[DISPLAY if QA2 'breastfeeding woman' is selected] 3. Breastfeeding women receive \$52 per month from WIC to purchase fruits and vegetables. What do you think about this amount? Would you say it is:	Too much Not enough Just right Don't know		X	Source: Modified from 2021 NWA WIC Multi-State Participant Satisfaction Survey

I. Perceptions of WIC Food Package Changes – 2 questions

Question	Answer Options	2021	2023	Notes
[INTRO] Please answer these questions about your WIC food benefits. <i>Some options may be different depending on the state you live in. Keep in mind that WIC is a supplemental nutrition program and is not intended to provide all the foods and beverages needed for a complete diet.</i>				
1. What do you think about the amount of food you now get from WIC? <i>(Some options may be different depending on the state you live in.)</i> A. Juice* B. Milk and/or milk substitutes* C. Cheese* D. Yogurt* E. Infant formula** F. Infant jarred meats** G. Infant cereals** H. Infant jarred fruits and vegetables** I. Whole grain foods (bread, rice, tortillas, etc.)* J. Breakfast cereals* K. Canned fish* L. Beans/legumes* M. Peanut butter or other nut/seed butters* N. Eggs and/or tofu* * [Display if A.2. = pregnant woman, breastfeeding woman, or non-breastfeeding woman whose pregnancy ended in the last 6 months, or 1, 2, 3, or 4 year old child] ** [Display if A.2. = Infant under 12 months of age]	Not enough Just right Too much I do not buy this WIC food Don't know/not sure			Source: Newly developed for this survey.

Question	Answer Options	2021	2023	Notes
2. Thinking back on your experience with the WIC program [since 2022* / since your family started participating**], how have the foods you can purchase with WIC changed? Please consider your cultural, religious, and personal preferences when responding. * Display if Question B.1 = 3 years or more. * Display if Questions B.1 = <1 year, 1-2 years, prefer not to answer	Improved a lot Improved a little Stayed the same Gotten a little worse Gotten a lot worse Don't know/not sure			Source: USDA WIC & FMNP Outreach, Innovation, and Modernization Evaluation WIC Participant Experience Survey

J. Immigration – 1 question

Question	Answer Options	2021	2023	Notes
1. In the last 12 months, have you been concerned about coming to WIC because of anything you have heard about immigration and benefits?	Yes No Prefer not to answer			Source: Newly developed for this survey.

K. Open Ended Question – 1 question

Question	Answer Options	2021	2023	Notes
1. Please share anything else about WIC that you would like us to know.	(Write in up to 200 characters)	X	X	Source: 2021 NWA WIC Multi-State Participant Satisfaction Survey

L. Recruitment for Interviews – 1 question

Question	Answer Options	2021	2023	Notes
[DISPLAY if survey language is English or Spanish] 1. 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 \$50 electronic gift card. This is not the same as entering the drawing for one of fifteen \$20 electronic gift cards; you can do that at the end of this survey.)	Yes No Don't know/not sure		X	Source: Newly developed for this survey.
[DISPLAY if Q1 YES is selected] 1a. What is your name?	Write in		X	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		X	Source: Newly developed for this survey.

Question	Answer Options	2021	2023	Notes
[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]		X	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]		X	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]		X	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 fifteen \$20 electronic gift cards by providing your email address. If you are selected, the Nutrition Policy Institute 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 for your time. Your response has been submitted. This institution is an equal opportunity provider.

Recruitment Materials

English Recruitment Materials

Recruitment text/SMS/App:

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: [\[bitly link\]](#)

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: [\[bitly link\]](#)

Telephone, video or in-person appointment script:

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

Flyer: [\[See image below\]](#)



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: **[bitly link]**

[QR CODE] [STATE/TRIBE WIC AGENCY LOGO]

Spanish Recruitment Materials

Recruitment text/SMS/app push notification:

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

Recruitment email:

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

Telephone script:

Nos gustaría saber sobre sus experiencias recientes con WIC. Si está interesado en completar una breve encuesta, use su teléfono, tableta o computadora para ir a: [\[say where the survey link is accessible, e.g., on WIC app, WIC portal, via QR code on flyer, etc.\]](#)

Flyer: [\[See image below\]](#)



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: **[bitly link]**

[QR CODE] [STATE/TRIBE WIC AGENCY LOGO]

Arabic Recruitment Materials

نص التوظيف/الرسائل القصيرة/التطبيق

نود أن نسمع رأيك بشأن تجاربك الأخيرة مع برنامج WIC. يرجى إكمال استطلاع موجز على هاتفك أو جهازك اللوحي أو جهاز الحاسوب من خلال الذهاب إلى: [\[bitly link\]](#)

رسالة التوظيف:

نود أن نسمع رأيك بشأن تجاربك الأخيرة مع برنامج WIC. إذا كنت مهتمًا بإكمال استطلاع موجز، فيرجى استخدام هاتفك أو جهازك اللوحي أو جهاز الحاسوب للذهاب إلى: [\[bitly link\]](#)

الهاتف، مقطع فيديو أو نص لقاء شخصي:

نود أن نسمع آراءك بشأن موعدك في برنامج WIC وبشأن التسوق للحصول على أطعمة WIC. يرجى إكمال استطلاع موجز باستخدام هاتفك أو جهازك اللوحي أو جهاز الحاسوب من خلال الذهاب إلى: [\[say where the survey link is accessible, e.g., on WIC app, WIC portal, via QR code on flyer, etc.\]](#)

منشور إعلاني: [\[See image below\]](#)



نود أن نسمع رأيك بشأن تجاربك الأخيرة مع برنامج WIC.
إذا كنت مهتمًا باستكمال استطلاع موجز، فيرجى استخدام هاتفك أو
جهازك اللوحي أو جهاز الحاسوب للذهاب إلى: **[bitly link]**
[QR CODE] [STATE/TRIBE WIC AGENCY LOGO]

Haitian Creole Recruitment Materials

Tèks/SMS/aplikasyon pou rekritman:

Nou ta renmen gen opinyon ou konsènan eksperyans ou sot fè avèk WIC la. Tanpri patisipe nan yon ti sondaj sou telefòn, tablèt oswa òdinatè w, lè w monte sou: [\[bitly link\]](#)

Imèl pou rekritman:

Nou ta renmen gen opinyon ou konsènan eksperyans ou sot fè avèk WIC a. Si w enterese nan patisipe nan yon ti sondaj, tanpri itilize telefòn, tablèt oswa òdinatè w pou monte sou: [\[bitly link\]](#)

Senaryo randevou nan telefòn, apèl videyo oswa an pèsòn:

Nou ta renmen gen opinyon w konsènan randevou WIC ou a ak konsènan achte manje WIC. Tanpri patisipe nan yon ti sondaj sou telefòn, tablèt oswa òdinatè w, lè w ale sou: [\[say where the survey link is accessible, e.g., on WIC app, WIC portal, via QR code on flyer, etc.\]](#)

Afich: [\[See image below\]](#)



Nou ta renmen gen opinyon **ou** konsènan eksperyans ou sot fè avèk WIC a.

Si w enterese nan patisipe nan yon **ti sondaj**, tanpri itilize telefòn, tablèt oswa òdinatè w pou monte sou: **[bitly link]**

[QR CODE] [STATE/TRIBE WIC AGENCY LOGO]