

2025 Multi-State WIC Participant Satisfaction Survey

Appendix D. State Survey Responses and Data Cleaning



National WIC Association



Nutrition Policy Institute
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Table 1. Survey Responses and Data Cleaning Steps to Create Analytical Sample

State	Total Responses Received (Raw n)	Step 1. reCAPTCHA ¹	Step 2. Status ²	Step 3. Consent to Participate ³	Step 4. Demographic Questions ⁴	Step 5. Zip Codes ⁵	Step 6. Remove Duplicate Identifiers ⁶	Analytical Sample (Final n)	Final Sample % of Raw n
CO	5397	5304	5303	5215	3403	3391	3384	3384	62.7%
CT	2346	2198	2198	2034	886	884	858	858	36.6%
HI	548	548	548	506	297	297	296	296	54.0%
ID	2120	2099	2098	2010	1346	1328	1289	1289	60.8%
IL	3367	3287	3287	3211	2003	1987	1973	1973	58.6%
KS	1745	1743	1743	1612	929	920	916	916	52.5%
KY	2258	2251	2250	2172	1195	1184	1182	1182	52.3%
LA	14434	13995	13995	13805	7288	7246	6980	6980	48.4%
MD	11697	11685	11685	11527	5624	5603	5571	5571	47.6%
ME	1054	1036	1036	949	521	520	493	493	46.8%
MI	3305	3242	3242	3035	1810	1802	1799	1799	54.4%
MN	5902	5854	5854	5596	3495	3482	3379	3379	57.3%
MT	1090	1088	1088	1014	604	587	571	571	52.4%
NC	10405	9596	9594	8929	3795	3761	3621	3621	34.8%
NE	2890	2846	2846	2659	1154	1140	1092	1092	37.8%
NH	1022	986	986	893	578	574	552	552	54.0%
NM	3757	3721	3721	3433	1910	1898	1865	1865	49.6%
NV	3866	3810	3810	3469	1714	1714	1648	1648	42.6%
NY	6213	5891	5891	5543	2425	2419	2410	2410	38.8%
OH	2732	2696	2696	2569	1358	1350	1329	1329	48.6%
PI	111	111	111	111	79	79	78	78	70.3%
SD	1359	1354	1352	1280	757	753	731	731	53.8%
UT	7333	7273	7271	6533	3510	3479	3296	3296	44.9%
VA	4104	3877	3876	3827	2487	2469	2462	2462	60.0%
WCD	329	326	326	308	204	203	192	192	58.4%
WI	9753	9610	9610	8891	4630	4600	4447	4447	45.6%
WV	7417	7095	7094	6391	3910	3860	3668	3668	49.5%
Total	116554	113522	113511	107522	57912	57530	56082	56082	48.1%

1. Removed entries with reCAPTCHA scores < 0.5 (Qualtrics variable). Qualtrics uses Google's [invisible reCaptcha](#) technology to indicate whether a survey response is more likely a bot or a human. A score ≥ 0.5 indicates the respondent is likely human. A score < 0.5 means the respondent is likely a bot.
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. Removed entries if zip code did not fall within the state (retained those with missing zip codes).
6. Remove duplicates using, PHONE, TEXT, and EMAIL variables provided by participants who opted-in to participate in interviews.

