



ISSUES RESEARCH  
COMMUNICATIONS COUNSEL  
LITIGATION SUPPORT

## EXECUTIVE SUMMARY

On behalf of the Department of Health and Human Resources and thembcgroup, RMS Strategies conducted six focus group sessions in three geographical regions in West Virginia – Charleston (central-urban), Beckley (southern), and Clarksburg (northern).

The objectives of this research effort were 1) to assess and evaluate advertising concepts in order to increase WIC enrollment; 2) to determine the most effective messages, messengers, and communication methods to use in educating WIC eligibles about program specifics; and 3) to understand public attitudes and opinions toward the WIC program among households enrolled in, or eligible for, WIC.

The audience for this research effort included adult heads-of-household who are currently enrolled in West Virginia's WIC program and adult heads-of-household who are eligible but not currently participating.

RMS used the following breakout for the focus groups:

- April 10, 2003 – Clarksburg, West Virginia
  - Group 1: Eligible, but not currently participating
  - Group 2: WIC Enrollees
- April 28, 2003 – Beckley, West Virginia
  - Group 3: Eligible, but not currently participating
  - Group 4: Eligible, but not currently participating
- April 30, 2003 – Charleston, West Virginia
  - Group 5: WIC Enrollees
  - Group 6: Eligible, but not currently participating

A total of 60 individuals participated in these sessions – 39 adult heads-of-household who are eligible but not currently participating and 21 adult heads-of-household who are currently enrolled in West Virginia's WIC program. The individuals classified as eligible are previous WIC members who discontinued enrollment.

Topics of discussion included:

- Importance of nutrition issues for pregnant women and children age 4 and under;
- Awareness & attitudes of the West Virginia WIC program;
- Determining knowledge of program and experience of WIC;
- The image of WIC in West Virginia;
- Examining WIC customer service & vouchers usage;
- Determining benefits & concerns of WIC program;
- Identifying effective messages & messengers; and
- Determining the most effective advertising concept.

In addition to conversing with enrollees and eligibles, on April 15, RMS Strategies sat down with WIC Directors to discuss program limitations and how to increase enrollment.

The results of this study will be used to direct the implementation of marketing and communication efforts (advertising campaign) designed to inform and educate enrolled and eligible populations regarding the qualifications for, and benefits of, the West Virginia WIC program.

Focus groups are a form of qualitative research used to evaluate general attitudes, opinions, and reactions to concepts. The key findings of the research are summarized herein based on the study objectives. Annotated questionnaires are attached to this report.



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## KEY FINDINGS

- A majority of women know and realize the importance of nutrition during pregnancy and for young children.
  - ⇒ Both eligible and enrollees agree, it is “extremely important” for pregnant women and young children to eat healthy. The healthier foods a pregnant woman consumes, the likelihood of having a healthy child increases significantly. Several mentioned the fact that a pregnant women needs to consume more iron and calcium than she normally would in order to satisfy nutrition requirements of both mother and child.
  - ⇒ While most participants acknowledge the way young children eat later on in life is determined when they are young, many have encountered the difficulty of getting children to eat properly. Some of the nutritional challenges include children who are picky eaters and/or overweight.
  - ⇒ A majority of participants heard about the benefits of eating healthy from their doctor and through the local WIC office. Participants are most likely to have significant trust and confidence in these two sources.

### Quotes

- “Especially when you nurse. When I had my first baby I was tired and it was hard to fix something to eat. When I ate well, he was satisfied.”
- “I think there is more information in the WIC program. They taught me a lot. I wouldn’t have paid attention if no one would have told me.”
- “There program is wonderful. I’ve talked to the nutrition counselor one-on-one about how to get my little girl to eat.”
- “Nutrition is very important – my doctor says so.”
- “You have to eat good so that the baby is healthy.”
- “I don’t think I have gotten any of the food I have eaten since I was pregnant – I think the baby got it all.”
- “It is very important for the unborn baby – it’s their health.”
- “Very important – you have to have good nutrition in order to have a healthy baby.”
- “If you don’t eat enough calcium in your diet, the baby will pull it right out of you.”
- “It is better to eat healthy while pregnant, not to take any chances.”

- **Most women first learn about the WIC program through either the local DHHR office, their doctor's office, or friends and relatives.**

- ⇒ When asked where they first learned about the WIC program, most said either from their local Department of Health and Human Resources office, the doctor's office, or word-of-mouth (friends and family).
- ⇒ Virtually all of the focus group participants learned about the WIC program while pregnant. Many mentioned the WIC brochure being included in the packet of information given out at their initial OB/GYN doctor visit.
- ⇒ Most of the women have already recommended the WIC program to family, friends, and other pregnant women in their area.

Quotes

- "I didn't know anything about it but a good friend of mine told me about it. I sat in a nutrition class with my friend. I thought WOW this is really good; they talked about how to get your picky eaters to eat. I've told people about it."
- "While you are pregnant, you receive a lot of literature from the doctor's office."
- "My doctor signed me up with them when I was pregnant."
- "I almost lived only on WIC when I was pregnant. I will never forget waiting for the next month to get WIC vouchers. I was so relieved that someone had thought of this for people who don't have families to help. It saved me. But I didn't know about it until my doctor told me."
- "The welfare office will advise you – if you are eligible for welfare you are eligible for WIC. You can't sign up in the same place."
- "I heard about it through my sister. I knew you got free milk and other stuff. I know this is a good way to get better nutrition into your body."
- "I was told to ask your doctor about it if they don't tell you about it. My sister told me."
- "My best friend went and signed up after I told her. She said it helps her a great deal."

- **Overall, both eligibles and enrollees realize the benefits of the WIC program and are grateful for their assistance.**

- ⇒ Overall, most of the enrollees and eligibles have had a good experience with WIC and describe it as a "good program." WIC components praised by the women include breast feeding assistance, nutrition classes, check ups for children, help with nutrition, and immunizations. However, some of the participants think the WIC staff can be "pushy" regarding breast feeding and sometimes get "contradicting" information from their OB/GYN.
- ⇒ When asked to grade WIC, enrollees give WIC a higher grade than eligible women. WIC enrollees give WIC a B+/A- while eligibles give WIC a B-/C+.

- ⇒ Many of the women have mixed emotions when it comes to completing the food diaries or journals. Some said they are beneficial; however, most fail to see the need and admit to falsifying their diaries. Many complete their food diary the day of their appointment.

#### Quotes

- "It bothers me how much they push breastfeeding. I mean it isn't for everybody. I knew they were going to question why I wasn't breastfeeding. How can I make a baby on a ventilator breast feed?"
- "They told me if you could breastfeed for one week, that it makes a big difference with the child's health. I felt they were pushing you – really pushing you."
- "The breastfeeding courses were excellent. They were very detailed and gave you all the info you needed to do it.
- "I usually put what the typical things my son will eat on those sheets. I don't actually think of it and write it down for that day."
- "I tell them what they want to hear so I can get in and out quicker. These people at WIC – if I fed my kids like they wanted me too, they would be obese."
- B – I think they discourage some people from coming back – they have given me a hard time – sometimes I don't want to go back."
- "They really pushed breastfeeding. I couldn't produce enough formula for my daughter – they really gave me a hard time because I needed formula. My body just couldn't keep up with my daughter."
- "The paperwork is bad – keeping the logs – I always just make them up."
- "Now my kid is turning 2 and I give it more of a C after the baby stage. When they are babies it is an A or A plus."
- "They let you know if your child is at the right weight and height for their age."
- "Normally you wait until the night before to fill them out."
- "They met my needs when I needed them too."
- "They will help you out when your doctor won't."
- "I enjoy WIC."
- "I had a sick daughter and they screamed at me because I wasn't feeding her right. I told them I was going by what my doctor said not what they said."

#### • **While the enrollees enjoy the nutritional classes, many of the eligibles would like to see the classes enhanced including more practical and everyday situations.**

- ⇒ Most of the enrollees appreciate the nutrition classes and describe them as beneficial, while the eligibles describe them as long and disorganized. The enrollees enjoy the recipes distributed, topics discussed, and the shared ideas. Eligibles, on the other hand, think the sessions are boring and do not enjoy taking their children with them.
- ⇒ Although many enjoy the one-on-one interaction in the WIC office, they like the option of taking the nutrition course via the Internet, on their own time. Many admitted they would not go to the course if it was not required to receive their vouchers.

### Quotes

- "If they [nutrition courses] weren't required, we wouldn't take them."
- "In order to pick up your voucher, you have to go to the nutrition class."
- "The classes are first come first serve. If the class sizes were smaller, it would be better. Don't schedule 15 people for one class."
- "They have a little computer right now that is a little TV screen. You can do the nutritional thing right there; you don't have to sign up for a class. You can do it during your lunch hour."
- "They try different food groups and squeeze you into a little room. Everyone has kids and it is awful. There are all kinds of rules for your kids."
- "One of my classes she showed us how to hide carrots in a pizza and the other one was about how a regular potato was better than a french fry. They really are awful thinking you are at home feeding your kids skittles and potato chips."
- "You have to go to get your vouchers."
- "I went to a few classes. I didn't go to many because they were boring and I think they were kind of pushy."
- "If you could do it on your own time while your kids weren't hanging around."
- "I thought it was a pretty good thing – neither one of my babies took my breast so the classes on milk and formula were helpful."

### • **Although all the food vouchers are beneficial, the vouchers for formula are valued more than the vouchers they receive when their child is two-years old.**

- ⇒ Unanimously, enrollees and eligibles think the WIC vouchers they receive for formula are extremely helpful and valuable. However, they are split regarding the benefit of the vouchers they receive once the child turns one year old, where the eligibles sometimes fail to perceive the value of the vouchers.
- ⇒ The participants were equally divided on whether or not the vouchers meet their child's needs. Many want to see the vouchers reflect the needs of the child, not what the WIC counselors feel the needs are. Some of the women mentioned stock piling juice, peanut butter, and cheese in their food pantry. Several of the women give leftovers to neighbors and friends.
- ⇒ In addition to the WIC vouchers better meeting the needs, many would like the food to be better distributed throughout the month and would like a wider variety of food. The enrollees with more than one child in the program mentioned receiving multiple gallons of milk for each and lacking space in the refrigerator to store it.
- ⇒ When asked about cashiers and the grocery stores, WIC enrollees are more tolerable of new cashiers and the embarrassing moments than eligibles. Eligibles cite the embarrassing moments in the grocery store as a reason for leaving the WIC program.

- ⇒ Enrollees mentioned that when new products are added to the WIC program, they would like the store informed prior to adding the product(s) to the vouchers. They often encounter problems when a new product has not yet been keyed into the system.
- ⇒ WIC stores and debit cards are two items many of the participants would like to see implemented in West Virginia.
- ⇒ While WIC Directors perceive themselves as meeting the needs of women and children in their areas, most know this is not the case. Many of the clients needs fall outside the realm of WIC.

#### Quotes

- "You get a lot with the vouchers. My daughter was a good eater and I couldn't provide everything she needed. I think the formula is extremely helpful along with the peanut butter."
- "Now they have a WIC store. They carry everything you need."
- "You don't have to stand in the cereal aisle for an hour, everything is WIC approved. In the grocery store you have to stand there and figure out which items are WIC approved."
- "The voucher is set to your child's needs. It says what you need. I have a picky child and they won't drink milk. They try to work with you and your child."
- "The new clerks take longer. I've run in the problem when the food hasn't been in the grocery store system."
- "I was buying shredded cheese every week and the manager had to come over and enter the correct code. The store hadn't put it into their system yet."
- "WIC changes stuff but they should let the store know before they let us know."
- "You don't have to get everything on the list. I don't always otherwise I would have 30 cans of Juicy Juice."
- "The clerks will send you back if you get a brand they don't accept."
- "The first week you have three gallons of milk in your fridge and at the end of the month you only have one. You can't drink up all that milk that quick and then when you need it you can't get it."
- "I have thrown out so much milk because we can't drink it all."
- "We couldn't drink it so I was giving it away. They give you all kinds of milk but they don't give you enough juice."
- "I love WIC for the formula."
- "After they turn 2, it's not really worth it."
- "Why couldn't they give you a debit card like they do with food stamps?"

#### ● **Eligibles are less likely to enroll in WIC because: 1) They perceive vouchers as less valuable and useful after children reach the age of one; and 2) They have transportation constraints.**

- ⇒ When asked why so many families drop out of the WIC program, most eligibles reply the value of the vouchers is not worth the trip to the WIC office once their child reaches the age of one. Formula is expensive and the need for assistance is great during the early years. Most of the eligibles say they can afford the twenty dollars a week to purchase milk and cheese.

- ⇒ Another primary barrier is transportation. Many families only have one car, thus getting to the WIC office for the appointment or a nutrition class is difficult. Some participants are unaware of WIC's proxy policy. Several of the enrollees admit that laziness also plays a role.
- ⇒ Most WIC Directors recognize these barriers and are trying to narrow the gap through outreach to families in their areas. A couple of WIC offices offer transportation to enrollees.
- ⇒ Additional reasons for leaving the program include embarrassment at the grocery store, having to take all your children into the WIC office, too much food, undressing your kids, and the feeling that they do not need the program any longer.

#### Quotes

- "I have people around me who are too lazy to go to the WIC office. I feel sorry for their babies. I give some of my stuff to those people when I have extra."
- "Milk and cheese are so expensive. I felt it was easier to go out to the classes than pay all that money for milk and cheese."
- "I have friends who have dropped out because they don't have transportation to get to the office."
- "Cashiers hate to see you with WIC vouchers."
- "You have to take your kids and it's hard to concentrate. When I go for my little girl I have to go right after that for my son. I have two kids and both are on it."
- "I wouldn't go back to WIC – it's too much of a hassle with the classes and dragging my kids along."
- "I spend as much in gas money now to go up there and get voucher for milk."
- "I recently got out because I didn't think I needed to be in it. They said if you stay you are going to help our grant. The only reason I didn't go back is you have to take both of your kids there and wait for the doctor. The last time my daughter freaked out with the blood test."
- "After my daughter got off the formula, it didn't help out much. I can afford to buy milk."
- "I think they help but I also think a lot more people would be on WIC if their offices were closer or there was transportation. There needs to be more than one office in each county."
- "They make them undress the kids and I don't like that."

#### ● **Most admit WIC does have a stigma among the general public. However, the enrollees "get over it" while the eligibles say it is embarrassing.**

- ⇒ Both the enrollees and the eligibles admit WIC does have a stigma attached to the program, not among them but among the general public. The stigma stems from the fact that most people do not understand the eligibility requirements and view WIC as a welfare program instead of a nutrition assistance program.
- ⇒ WIC enrollees are quick to point out that their own tax dollars help fund WIC. Eligibles perceive the general public as having an unfavorable or negative perception of WIC and its enrollees.

- ⇒ WIC Directors are trying to eliminate the stigma surrounding WIC through improving customer service, increasing accessibility, and offering a WIC store.
- ⇒ The general public needs to be educated on WIC's higher income guidelines. WIC is not considered welfare because the income guidelines are higher than those required for most entitlement programs. Several of the participants mentioned that mothers think they will not qualify for WIC because they do not qualify for food stamps.

#### Quotes

- "I think it is kind of like someone on food stamps and lower income but that isn't true in this case. They are on WIC because they can't afford to buy the milk."
- "The people who stand in line behind you can be a problem. We have been on food stamps. We were both working and trying; we just needed help at the time. You shouldn't look down on them; some people just need help."
- "A friend told me sometimes we need help and need to get some of our tax dollars back. She made me feel like it wasn't bad to be in WIC."
- "Inform people that the guidelines are different with WIC than for welfare or something."
- "Yes we do when it comes to the general public."
- "I guess people have experience with welfare."
- "People behind you in the store stare and sigh."
- "I tell people they might qualify too."
- "I'm not going to get out of WIC just because people think it is welfare. I don't care what people think."
- "When I was WIC I felt bad, ashamed. Now that I have three little ones you get over it. You grow up."
- "People probably don't realize the income level is higher than welfare."

#### ● **Although most do not view the WIC logo favorably, they believe it to be irrelevant to families joining the program.**

- ⇒ When asked about the WIC logo a majority of the participants think it doesn't say what WIC is and does not provide any additional information to individuals. Many say that the logo is irrelevant (not important) to the families already in the program. Several offered suggestions to improve the logo such as including a food pyramid and adding a pregnant woman.

#### Quotes

- "A lot of people don't know what WIC stands for."
- "I think they could come up with something better. I would put milk or bottles or something in it – guys don't realize what WIC is."
- "I was thinking the food pyramid would get peoples attention."
- "It needs more emphasis on what WIC does for mom and the babies."
- "It says family of four. It doesn't show a pregnant lady."
- "Put the 1-800 number at the bottom."
- "The logo doesn't really catch you. I don't think it is important."
- "Reminds me of YMCA."
- "I wouldn't worry too much about the logo."

- According to eligibles the most effective important messages are “WIC helps you help your family” and “WIC Works. Let us help.” While enrollees believe “WIC is more than free food” is the most important message.

⇒ Most agree WIC is more than free food. They would like the message to focus on WIC being a beneficial and helpful program for West Virginia families.

MESSAGES	Best describes WIC?	Get mothers to enroll?	Favorite?	Least Favorite?
1. WIC IS GROWING A HEALTHY FAMILY Eligible Enrollee	0% 11%	10% 22%	0% 11%	0% 0%
2. WIC BRINGS A LOT TO THE TABLE Eligible Enrollee	0% 0%	10% 0%	0% 11%	20% 11%
3. WIC IS WORTH THE TRIP Eligible Enrollee	0% 11%	0% 0%	0% 11%	10% <b>33%</b>
4. WIC IS MORE THAN FREE FOOD Eligible Enrollee	0% <b>56%</b>	0% 22%	0% <b>22%</b>	<b>50%</b> 11%
5. WIC WORKS. LET US HELP. Eligible Enrollee	<b>30%</b> 0%	20% 11%	<b>40%</b> 0%	0% 22%
6. MAKE HEALTHY MEALS Eligible Enrollee	10% 22%	20% 0%	10% 11%	10% 0%
7. GOOD NUTRITION STARTS HERE Eligible Enrollee	20% 0%	0% 11%	0% <b>22%</b>	0% 0%
<b>8. WIC HELPS YOU HELP YOUR FAMILY</b> Eligible Enrollee	<b>40%</b> 0%	<b>40%</b> <b>33%</b>	<b>50%</b> 11%	10% 11%

- Advertising Concept 2, “WIC gives you food and so much more,” which features WIC program benefits, is most likely to increase awareness among women in West Virginia about the WIC program.

- ⇒ Overall, both eligibles and enrollees like Advertising Concept 2, “WIC gives you food and so much more.” This concept shows a woman in the dairy section of a grocery store surrounded by photos and short descriptions of the programs offered by WIC.
- ⇒ Although the participants like the second concept best, most offered suggestions such as changing the background color to red to putting a picture of a pregnant woman from West Virginia in the center. Additional suggestions include shorter tag lines under each photo, the mention of higher income guidelines, and a 1-800 number women can telephone.
- ⇒ Advertising Concept 3, “Fit more food in your budget,” which features a grocery bag with WIC products is the least favorite ad among both audiences. However the enrollees believe it contains an effective messenger and would be an effective poster.

ADVERTISEMENT CONCEPTS	Increase awareness?	Get mothers to enroll?	Best message?	Most effective messenger?	Favorite?	Least Favorite?	Effective Poster?
1. AD 1 Eligible Enrollee	22% 18%	19% 18%	26% 9%	26% 9%	33% 18%	19% 27%	22% 9%
<b>2. AD 2 Eligible Enrollee</b>	<b>52% 45%</b>	<b>63% 64%</b>	<b>48% 73%</b>	<b>37% 45%</b>	<b>41% 45%</b>	22% 9%	<b>52% 45%</b>
3. AD 3 Eligible Enrollee	19% 36%	11% 18%	19% 18%	30% <b>45%</b>	19% 36%	<b>44% 55%</b>	19% <b>45%</b>

- ⇒ Most women think the best messenger to convey the benefits of the WIC program to families around West Virginia is a pregnant woman who is currently enrolled in WIC or a child who realizes the benefits of receiving WIC products.
- ⇒ When the advertising campaign is launched, all WIC offices should be involved to ensure consistency in messages and that the office staff will be able to handle an increase in their caseload.

• **The best way to communicate to pregnant women who are eligible for WIC is to advertise and get information inside the doctor's office.**

- ⇒ The best way to communicate to pregnant women who are eligible for WIC is inside the doctor's office. Some mentioned putting information (poster and brochures) in waiting area as well as in the patient rooms. Other ways to communicate with eligible women include billboard ads, brochures distributed through day care centers, newspaper ads, ads on grocery carts, radio ads, and ads in/on buses.
- ⇒ According to focus group participants, the best way to increase enrollment is through advertising and promotion. The advertisements need to promote the benefits of the WIC program and be inclusive. Most agree that the ad also needs to let woman know WIC is not a welfare program but has higher income guidelines.
- ⇒ Additionally, a fact sheet letting potential enrollees know what WIC has to offer would be helpful since many participants were unsure.

Quotes

- "They need to portray WIC mothers as not living on the streets. We have homes."
- "The OB/GYN doctors should have posters on their walls."
- "After you have a baby, most hospitals give you a welcome package – put some of that stuff in there."
- "Send fliers out in the mail."
- "Send stuff home with the kids."
- "When you get pregnant you go to the doctor a lot."
- "WIC isn't welfare, give us a call."
- "Radio."
- "Grocery stores."
- "Posters and brochures. Something you can put in your purse and look at later."
- "Buggies have ads on them."
- "Doctor's office, since that is where you spend most of your time."
- "Day care centers would be good."

• **Dental courses for children, child care, and fruits and vegetables are among the wish list for enrollees and eligibles.**

- ⇒ When asked what they would like to see included in the WIC program, both enrollees and eligibles were quick to come up with a list. Among the more popular items are dental courses for children, child care at the WIC office, and the addition of fruits and vegetables.

- ⇒ Wish list items include:
  - Baby food in jars
  - Exercise courses for moms
  - Information for emotional eaters
  - Yogurt
  - Cottage cheese
  - Vitamins
  - Bigger WIC offices
  - Later hours
  - Traveling WIC office and counselor

◆ **Looking at the demographics and media habits of eligibles and enrollees...**

- ⇒ Six in ten participants pay attention to television the most while one in ten pay attention to radio and newspaper.
- ⇒ Looking at the other media mediums, eight in ten women read their mail daily and six in ten read posters and brochures in the doctor's office. Less than half said they pay attention to billboards along the streets and highways as they drive.
- ⇒ The main areas where women are most likely to read and pay attention to posters are in stores/shopping malls and doctor's offices (both waiting rooms and patient rooms). Additional suggestions for poster locations include gas stations, grocery carts, and buses.
- ⇒ Six in ten listen to the radio in the morning and afternoon on a daily basis.
- ⇒ Half only read the Sunday newspaper while a fourth read the newspaper daily.
- ⇒ Two-thirds have access to the Internet either at work, home, or both.
- ⇒ A majority of enrollees and eligibles are age 34 or younger, married, and have four kids.
- ⇒ Half of the enrollees live in a household which earns less than \$15,000 annually while four in ten eligibles earn \$16,000 to \$30,000.
- ⇒ Four in ten are house persons while less than half work outside the home.
- ⇒ More than half only have a high school diploma.

## Recommendations

1. The WIC office staff should consider following up on visits through a post card or telephone call to make sure the WIC office visit went well and schedule the next appointment.
2. WIC should consider developing a fact sheet with vital program information and distributing throughout their areas in doctor offices and local Department of Health and Human Resource offices. Additionally, the fact sheet can be mailed along with an invitation to previous WIC members letting them know the new income guidelines and about program benefits.
3. WIC counselors should considering working more with enrolled families one-on-one to ensure the items on the vouchers meet their needs and they are not accumulating mass quantities.
4. In order to increase enrollment WIC should consider advertising statewide using posters, radio ads, newspaper ads, billboard ads, and direct mail pieces to previous WIC members.



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# Annotated Questionnaires



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**QUESTIONNAIRE #1:  
MEDIA HABITS**

1. In your opinion, is it important for pregnant women to receive good nutrition?

<b>Eligible</b>	<b>Enrollee</b>	
<b>n=36</b>	<b>n=21</b>	
[100%]	[100%]	Yes
[0%]	[0%]	No
[0%]	[0%]	Maybe

2. Is it important is it for a child under the age of 5 to receive good nutrition?

<b>Eligible</b>	<b>Enrollee</b>	
[100%]	[100%]	Yes
[0%]	[0%]	No
[0%]	[0%]	Maybe

3. Based on what you know, what state programs are available to assist pregnant women and mothers with children under the age of 5?

<b>Eligible</b>	<b>Enrollee</b>	
[25%]	[29%]	Department of Health and Human Resources
[94%]	[100%]	WIC
[6%]	[0%]	Harrison County Health Department
[14%]	[0%]	Medicare
[11%]	[0%]	CHIP
[3%]	[0%]	Birthright
[0%]	[0%]	I am not aware of any state programs

4. Which one of the following types of media: television, radio, newspaper, billboard, direct mail, or poster do you tend to pay attention to the most? (CHECK ONE RESPONSE)

<b>Eligible</b>	<b>Enrollee</b>	
[61%]	[62%]	Television
[14%]	[10%]	Radio
[14%]	[10%]	Newspaper
[6%]	[5%]	Billboard
[0%]	[0%]	Poster
[6%]	[14%]	Direct mail

5. How often do you read and pay attention to **all of the mail** you receive at home?

Eligible	Enrollee	
[42%]	[43%]	All the time
[36%]	[29%]	Most of the time
[22%]	[29%]	Sometimes
[0%]	[0%]	Not at all

6. Now, how often do you read and pay attention to **billboards** along the streets and highways as you drive?

Eligible	Enrollee	
[14%]	[5%]	All the time
[31%]	[43%]	Most of the time
[56%]	[52%]	Sometimes
[0%]	[0%]	Not at all

7. Where are you more likely to pay attention and read a **billboard**? (Specific locations)

Eligible	Enrollee	
[27%]	[17%]	Hometown
[58%]	[50%]	Interstate/Highway
[30%]	[17%]	At a red light
[3%]	[6%]	I-79
[3%]	[0%]	Rt. 50
[0%]	[6%]	Rt. 19
[0%]	[6%]	Baseball parks
[3%]	[6%]	In large cities
[0%]	[6%]	Doctor's office

8. Now, thinking about posters, where are you more likely to read and pay attention to a **poster**? (Specific locations)

Eligible	Enrollee	
[0%]	[11%]	Gas Station
[0%]	[5%]	Library/parks
[0%]	[0%]	Bathroom
[47%]	[32%]	In the doctor's office
[3%]	[16%]	DHHR or WIC office
[10%]	[11%]	Waiting rooms
[7%]	[0%]	Hospitals
[57%]	[63%]	Stores/Malls/Shopping centers
[7%]	[5%]	State facilities (DMV, etc)
[0%]	[5%]	Laundromat

9. How often do you read and pay attention to **posters in grocery stores**?

Eligible	Enrollee	
[3%]	[19%]	All the time
[56%]	[48%]	Most of the time
[33%]	[24%]	Sometimes
[8%]	[10%]	Not at all

10. How much do you read and pay attention to **posters and brochures in doctor's offices**?

Eligible	Enrollee	
[17%]	[29%]	All the time
[69%]	[52%]	Most of the time
[11%]	[19%]	Sometimes
[3%]	[0%]	Not at all

11. How many hours do you personally spend watching television during an **average week**? (CHECK ONE RESPONSE)

Eligible	Enrollee	
[31%]	[33%]	1-5 hours
[36%]	[38%]	6-10 hours
[17%]	[14%]	11-15 hours
[8%]	[5%]	16-20 hours
[3%]	[10%]	21 hours or more
[6%]	[0%]	Don't watch television (SKIP TO Q. 16)

12. Do you typically watch **more** cable or satellite television or more local network television, like ABC, CBS, and NBC? (CHECK ONE RESPONSE)

Eligible	Enrollee	
[53%]	[43%]	Cable or Satellite Television
[22%]	[38%]	Network Television
[22%]	[19%]	Watch both the same
[3%]	[0%]	No Response

13. During which of the following time periods do you typically watch television on a **regular basis**? (CHECK 3 RESPONSES)

Eligible	Enrollee	
[11%]	[14%]	6:00 am to 9:00 am
[28%]	[24%]	9:00 am to 3:00 pm
[19%]	[14%]	3:00 pm to 6:00 pm
[11%]	[14%]	6:00 pm to 6:30 pm
[6%]	[5%]	6:30 pm to 7:00 pm
[61%]	[57%]	7 pm to 10:00 pm
[25%]	[5%]	10 pm to 10:30 pm
[42%]	[24%]	10:30 pm to midnight
[6%]	[5%]	After midnight
[3%]	[0%]	No Response

14. Thinking about the time periods just mentioned, what networks or cable stations do you tend to watch **most often**? (CHECK 3 RESPONSES)

Eligible	Enrollee		[0%]	[0%]	Home Shopping
[6%]	[0%]	A&E	[0%]	[0%]	
[19%]	[29%]	ABC	[3%]	[0%]	Inspirational Channel
[3%]	[0%]	AMC	[33%]	[19%]	Lifetime
[8%]	[14%]	Animal Planet	[19%]	[5%]	Lifetime Movie Network
[8%]	[10%]	BET	[3%]	[0%]	MSNBC
[6%]	[0%]	Biography	[3%]	[0%]	MTV
[0%]	[0%]	Bloomberg	[0%]	[0%]	National Geographic
[0%]	[0%]	Bravo	[8%]	[24%]	NBC
[25%]	[24%]	Cartoon Network	[6%]	[5%]	Nickelodeon – West
[17%]	[29%]	CBS	[0%]	[0%]	Outdoor Channel
[6%]	[5%]	Cinemax	[0%]	[0%]	Outdoor Life Channel
[11%]	[5%]	CMT	[0%]	[0%]	Oxygen
[3%]	[0%]	CNBC	[3%]	[0%]	PAX
[6%]	[10%]	CNN	[0%]	[5%]	Public Access (PBS)
[11%]	[10%]	CNN Headline News	[0%]	[0%]	QVC
[0%]	[0%]	CNN/SI	[0%]	[0%]	Sci-Fi
[0%]	[0%]	Comedy Channel	[3%]	[5%]	Soap Net
[3%]	[5%]	Court TV	[0%]	[10%]	StarZ
[0%]	[0%]	CSPAN	[0%]	[0%]	Style
[0%]	[0%]	CSPAN2	[3%]	[0%]	The Discovery Channel
[6%]	[0%]	Discovery Health	[0%]	[5%]	The Disney Channel
[3%]	[0%]	Discovery Home & Leisure	[6%]	[5%]	The Learning Channel
[6%]	[5%]	Discovery Kids	[0%]	[0%]	The Movie Channel
[0%]	[0%]	Discovery Science	[0%]	[0%]	The National Network
[0%]	[0%]	Discovery Wings	[3%]	[0%]	The Travel Channel
[0%]	[0%]	Do It Yourself	[0%]	[0%]	The Weather Channel
[0%]	[5%]	E!	[0%]	[10%]	TMC Xtra
[0%]	[0%]	Encore	[3%]	[0%]	TNT
[0%]	[0%]	ESPN	[3%]	[5%]	Toon Disney
[0%]	[0%]	ESPN2	[3%]	[0%]	Turner Classic Movies
[0%]	[0%]	ESPNNews	[3%]	[10%]	TV Land
[0%]	[0%]	Flix	[0%]	[0%]	USA
[0%]	[0%]	Food Network	[0%]	[0%]	VH-1
[14%]	[19%]	FOX Family	[3%]	[0%]	WGN
[0%]	[0%]	Fox Sports Net Pittsburgh	(Romance)	[0%]	Women's Entertainment
[11%]	[5%]	Fx	[3%]	[0%]	WTBS
[3%]	[10%]	HBO	[0%]	[10%]	Other
[0%]	[0%]	History	[3%]	[0%]	No Response
[3%]	[0%]	Home and Garden			

15. Which of the following types of television programming do you watch **most often**? (CHECK 3 RESPONSES)

Eligible	Enrollee	
[33%]	[24%]	Daytime soaps
[11%]	[10%]	Nighttime soaps
[8%]	[24%]	Game shows
[14%]	[14%]	Talk shows
[22%]	[33%]	Comedy series
[22%]	[19%]	Drama series
[6%]	[24%]	Morning news shows
[14%]	[19%]	News magazines, such as Dateline or 20/20
[6%]	[5%]	Late night talk shows, such as Jay Leno or David Letterman
[19%]	[19%]	News shows, such as CNN or MSNBC
[31%]	[33%]	Local news
[17%]	[29%]	TV movies
[0%]	[0%]	Sports
[25%]	[10%]	Educational programming such as PBS or Discovery
[42%]	[29%]	Police, Detective/Crime stories
[3%]	[5%]	Reality TV
[6%]	[0%]	Other
[3%]	[0%]	No Response

16. During which days do you typically listen to the radio **most often**? (CHECK 3 RESPONSES)

Eligible	Enrollee	
[58%]	[67%]	Everyday
[11%]	[14%]	Monday
[11%]	[24%]	Tuesday
[14%]	[24%]	Wednesday
[6%]	[5%]	Thursday
[17%]	[10%]	Friday
[11%]	[19%]	Saturday
[11%]	[19%]	Sunday
[11%]	[5%]	Don't listen to the radio (SKIP TO Q. 19)
[0%]	[0%]	No Response

17. During which of the following time periods do you personally, typically listen to the radio **most often**? (CHECK 3 RESPONSES)

Eligible	Enrollee	
[58%]	[50%]	6:00 am to 10:00 am
[47%]	[60%]	10:00 am to 3:00 pm
[53%]	[65%]	3:00 pm to 7:00 pm
[28%]	[20%]	7 pm to midnight
[8%]	[0%]	After midnight
[11%]	[0%]	No Response

18. Which of the following types of radio formats do you listen to **most often**? (CHECK 3 RESPONSES)

Eligible	Enrollee	
[31%]	[20%]	News/talk radio programming
[33%]	[70%]	Easy rock/pop music/contemporary
[8%]	[10%]	Hard rock
[17%]	[25%]	Classic rock
[3%]	[10%]	Fifties and sixties oldies
[3%]	[0%]	Big band/golden oldies
[0%]	[10%]	Classical music
[53%]	[40%]	Country & Western
[17%]	[0%]	Rhythm & Blues
[22%]	[10%]	Gospel
[3%]	[0%]	Sports
[22%]	[35%]	RAP
[6%]	[20%]	Alternative
[3%]	[5%]	Other
[11%]	[0%]	No Response

19. Which days of the week do you typically read the newspaper? (CHECK 3 RESPONSES)

Eligible	Enrollee	
[25%]	[24%]	Everyday
[3%]	[14%]	Monday
[6%]	[5%]	Tuesday
[11%]	[5%]	Wednesday
[6%]	[5%]	Thursday
[3%]	[29%]	Friday
[14%]	[10%]	Saturday
[50%]	[62%]	Sunday
[25%]	[14%]	Don't read the newspaper (SKIP TO Q. 21)
[0%]	[0%]	No Response

20. Which sections of the newspaper do you read on a regular basis? (CHECK 3 RESPONSES)

Eligible	Enrollee	
[29%]	[30%]	Entire Newspaper
[14%]	[20%]	National/world news
[34%]	[50%]	Local news
[3%]	[5%]	Sports news
[0%]	[0%]	Food
[11%]	[20%]	Arts/entertainment
[26%]	[35%]	Classified
[0%]	[10%]	Business/finance
[6%]	[10%]	Comics
[20%]	[25%]	Horoscope
[29%]	[10%]	Obituaries
[6%]	[10%]	Editorial
[0%]	[0%]	Other
[20%]	[10%]	No Response

21. Do you have access to the Internet either at home or work?

<b>Eligible</b>	<b>Enrollee</b>	
[56%]	[52%]	Yes, at home
[3%]	[0%]	Yes, at work
[8%]	[24%]	Yes, at both
[22%]	[14%]	No (SKIP TO Q. 23)
[11%]	[10%]	I don't own a computer (SKIP TO Q. 23)
[0%]	[0%]	No Response

22. How many hours do you personally spend accessing the Internet during an average week?

<b>Eligible</b>	<b>Enrollee</b>	
[38%]	[53%]	1 – 5 hours
[25%]	[11%]	6 – 10 hours
[6%]	[11%]	11 – 15 hours
[0%]	[11%]	16 – 20 hours
[13%]	[0%]	21 hours or more
[19%]	[16%]	No Response

23. Into which of the following categories does your age happen to fall?

<b>Eligible</b>	<b>Enrollee</b>	
[28%]	[29%]	18 – 24
[44%]	[52%]	25 – 34
[28%]	[14%]	35 – 44
[0%]	[5%]	45 – 54
[0%]	[0%]	55 – 64
[0%]	[0%]	65 – 74
[0%]	[0%]	75 – 84
[0%]	[0%]	85 - or over

24. What is the highest level of education you have had an opportunity to complete?

<b>Eligible</b>	<b>Enrollee</b>	
[11%]	[24%]	Some high school or less
[44%]	[33%]	Graduated high school
[36%]	[29%]	Some college or technical school
[8%]	[10%]	Graduated college
[0%]	[5%]	Post graduate

25. We want to classify people into broad income groups for statistical purposes only. What would you say is your total household income before taxes?

<b>Eligible</b>	<b>Enrollee</b>	
[22%]	[43%]	Under \$10,000
[11%]	[10%]	\$10,000 - \$15,000
[19%]	[5%]	\$16,000 - \$20,000
[6%]	[10%]	\$21,000 - \$25,000
[19%]	[0%]	\$26,000 - \$30,000
[8%]	[19%]	\$31,000 - \$35,000
[8%]	[5%]	\$36,000 - \$40,000
[3%]	[5%]	\$41,000 - \$45,000
[3%]	[0%]	\$46,000 - \$50,000
[0%]	[0%]	\$51,000 - \$55,000
[0%]	[0%]	\$56,000 - \$60,000
[0%]	[5%]	\$61,000 - \$65,000
[0%]	[0%]	\$66,000 - \$70,000
[0%]	[0%]	\$71,000 - \$75,000
[0%]	[0%]	More than \$75,000

26. Including yourself and any babies, how many people are currently living in your household?

<b>Eligible</b>	<b>Enrollee</b>
[4.06]	[4.10]

27. Are you:

<b>Eligible</b>	<b>Enrollee</b>	
[69%]	[62%]	Married
[22%]	[33%]	Single
[0%]	[0%]	Widowed
[8%]	[5%]	Divorced/Separated
[0%]	[0%]	No Response

28. And, which of the following best describes your occupation:

<b>Eligible</b>	<b>Enrollee</b>	
[8%]	[14%]	Professional/technical
[0%]	[5%]	Administrative
[11%]	[10%]	Sales
[8%]	[0%]	Clerical
[8%]	[0%]	Service/Operator
[0%]	[0%]	Retired
[11%]	[14%]	Unemployed
[36%]	[38%]	House person
[8%]	[14%]	Student
[0%]	[0%]	Craftsperson
[6%]	[0%]	Self-employed
[0%]	[0%]	Disabled
[3%]	[5%]	Other



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**QUESTIONNAIRE #2:  
MESSAGES**

MESSAGE 1: **WIC is growing healthy families.**

1. Please rate this message in terms of its ability to describe the WIC program. Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible n=10	Enrollee n=9	
[10%]	[56%]	A – Excellent
[20%]	[33%]	B – Above average
[70%]	[11%]	C – Average
[0%]	[0%]	D – Below average
[0%]	[0%]	F – Failing
2.40	3.44	GPA

2. In your opinion, how effective will this message be in getting mothers to enroll in the WIC Program? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[10%]	[33%]	A – Excellent
[30%]	[33%]	B – Above average
[50%]	[22%]	C – Average
[10%]	[11%]	D – Below average
[0%]	[0%]	F – Failing
2.40	2.89	GPA

3. Thinking about this advertisement, would you say you liked it very much, liked it somewhat, neither liked nor disliked it, disliked it somewhat, or disliked it very much?

Eligible	Enrollee	
[0%]	[44%]	Liked it very much
[50%]	[56%]	Liked it somewhat
[50%]	[0%]	Neither liked nor disliked it
[0%]	[0%]	Disliked it somewhat
[0%]	[0%]	Disliked it very much



4. Overall, how would you rate this message? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

<b>Eligible</b>	<b>Enrollee</b>	
[0%]	[33%]	A – Excellent
[20%]	[44%]	B – Above average
[80%]	[22%]	C – Average
[0%]	[0%]	D – Below average
[0%]	[0%]	F – Failing
2.20	3.11	GPA

1. Please rate this message in terms of its ability **to describe the WIC program**. Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[22%]	A – Excellent
[30%]	[22%]	B – Above average
[50%]	[44%]	C – Average
[20%]	[11%]	D – Below average
[0%]	[0%]	F – Failing
2.10	2.56	GPA

2. In your opinion, how **effective** will this message be in **getting mothers to enroll in the WIC Program**? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[22%]	A – Excellent
[30%]	[0%]	B – Above average
[40%]	[56%]	C – Average
[30%]	[22%]	D – Below average
[0%]	[0%]	F – Failing
2.00	2.22	GPA

3. Thinking about this advertisement, would you say you liked it very much, liked it somewhat, neither liked nor disliked it, disliked it somewhat, or disliked it very much?

Eligible	Enrollee	
[0%]	[22%]	Liked it very much
[40%]	[33%]	Liked it somewhat
[20%]	[33%]	Neither liked nor disliked it
[40%]	[11%]	Disliked it somewhat
[0%]	[0%]	Disliked it very much

4. Overall, how would you rate this message? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[22%]	A – Excellent
[40%]	[11%]	B – Above average
[30%]	[44%]	C – Average
[30%]	[22%]	D – Below average
[0%]	[0%]	F – Failing
2.10	2.33	GPA

1. Please rate this message in terms of its ability **to describe the WIC program**. Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[44%]	A – Excellent
[20%]	[11%]	B – Above average
[30%]	[22%]	C – Average
[40%]	[22%]	D – Below average
[10%]	[0%]	F – Failing
1.60	2.78	GPA

2. In your opinion, how **effective** will this message be in **getting mothers to enroll in the WIC Program**? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[44%]	A – Excellent
[30%]	[22%]	B – Above average
[40%]	[11%]	C – Average
[20%]	[22%]	D – Below average
[10%]	[0%]	F – Failing
1.90	2.89	GPA

3. Thinking about this advertisement, would you say you liked it very much, liked it somewhat, neither liked nor disliked it, disliked it somewhat, or disliked it very much?

Eligible	Enrollee	
[0%]	[44%]	Liked it very much
[60%]	[22%]	Liked it somewhat
[0%]	[11%]	Neither liked nor disliked it
[30%]	[22%]	Disliked it somewhat
[10%]	[0%]	Disliked it very much

4. Overall, how would you rate this message? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[44%]	A – Excellent
[20%]	[22%]	B – Above average
[40%]	[11%]	C – Average
[30%]	[22%]	D – Below average
[10%]	[0%]	F – Failing
1.70	2.89	GPA

1. Please rate this message in terms of its ability **to describe the WIC program**. Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[67%]	A – Excellent
[30%]	[22%]	B – Above average
[40%]	[11%]	C – Average
[10%]	[0%]	D – Below average
[20%]	[0%]	F – Failing
1.80	3.56	GPA

2. In your opinion, how **effective** will this message be in **getting mothers to enroll in the WIC Program**? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[56%]	A – Excellent
[40%]	[33%]	B – Above average
[30%]	[11%]	C – Average
[10%]	[0%]	D – Below average
[20%]	[0%]	F – Failing
1.90	3.44	GPA

3. Thinking about this advertisement, would you say you liked it very much, liked it somewhat, neither liked nor disliked it, disliked it somewhat, or disliked it very much?

Eligible	Enrollee	
[10%]	[67%]	Liked it very much
[40%]	[22%]	Liked it somewhat
[10%]	[11%]	Neither liked nor disliked it
[20%]	[0%]	Disliked it somewhat
[20%]	[0%]	Disliked it very much

4. Overall, how would you rate this message? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[67%]	A – Excellent
[30%]	[11%]	B – Above average
[20%]	[22%]	C – Average
[30%]	[0%]	D – Below average
[20%]	[0%]	F – Failing
1.60	3.44	GPA

1. Please rate this message in terms of its ability **to describe the WIC program**. Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[10%]	[33%]	A – Excellent
[40%]	[33%]	B – Above average
[40%]	[33%]	C – Average
[0%]	[0%]	D – Below average
[10%]	[0%]	F – Failing
2.40	3.00	GPA

2. In your opinion, how **effective** will this message be in **getting mothers to enroll in the WIC Program**? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[10%]	[33%]	A – Excellent
[50%]	[33%]	B – Above average
[40%]	[22%]	C – Average
[0%]	[11%]	D – Below average
[0%]	[0%]	F – Failing
2.70	2.89	GPA

3. Thinking about this advertisement, would you say you liked it very much, liked it somewhat, neither liked nor disliked it, disliked it somewhat, or disliked it very much?

Eligible	Enrollee	
[20%]	[33%]	Liked it very much
[40%]	[33%]	Liked it somewhat
[30%]	[22%]	Neither liked nor disliked it
[10%]	[11%]	Disliked it somewhat
[0%]	[0%]	Disliked it very much

4. Overall, how would you rate this message? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[10%]	[33%]	A – Excellent
[50%]	[33%]	B – Above average
[30%]	[22%]	C – Average
[10%]	[11%]	D – Below average
[0%]	[0%]	F – Failing
2.60	2.89	GPA

1. Please rate this message in terms of its ability **to describe the WIC program**. Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[67%]	A – Excellent
[40%]	[33%]	B – Above average
[40%]	[0%]	C – Average
[10%]	[0%]	D – Below average
[0%]	[0%]	F – Failing
2.33	3.67	GPA

2. In your opinion, how **effective** will this message be in **getting mothers to enroll in the WIC Program**? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[56%]	A – Excellent
[40%]	[44%]	B – Above average
[50%]	[0%]	C – Average
[0%]	[0%]	D – Below average
[0%]	[0%]	F – Failing
2.44	3.56	GPA

3. Thinking about this advertisement, would you say you liked it very much, liked it somewhat, neither liked nor disliked it, disliked it somewhat, or disliked it very much?

Eligible	Enrollee	
[0%]	[56%]	Liked it very much
[60%]	[33%]	Liked it somewhat
[20%]	[11%]	Neither liked nor disliked it
[10%]	[0%]	Disliked it somewhat
[0%]	[0%]	Disliked it very much

4. Overall, how would you rate this message? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[56%]	A – Excellent
[40%]	[33%]	B – Above average
[50%]	[11%]	C – Average
[0%]	[0%]	D – Below average
[0%]	[0%]	F – Failing
2.44	3.44	GPA

1. Please rate this message in terms of its ability to describe the WIC program. Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[33%]	A – Excellent
[50%]	[56%]	B – Above average
[50%]	[11%]	C – Average
[0%]	[0%]	D – Below average
[0%]	[0%]	F – Failing
2.50	3.22	GPA

2. In your opinion, how effective will this message be in getting mothers to enroll in the WIC Program? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[33%]	A – Excellent
[40%]	[44%]	B – Above average
[60%]	[22%]	C – Average
[0%]	[0%]	D – Below average
[0%]	[0%]	F – Failing
2.40	3.11	GPA

3. Thinking about this advertisement, would you say you liked it very much, liked it somewhat, neither liked nor disliked it, disliked it somewhat, or disliked it very much?

Eligible	Enrollee	
[10%]	[44%]	Liked it very much
[50%]	[56%]	Liked it somewhat
[40%]	[0%]	Neither liked nor disliked it
[0%]	[0%]	Disliked it somewhat
[0%]	[0%]	Disliked it very much

4. Overall, how would you rate this message? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[0%]	[44%]	A – Excellent
[50%]	[33%]	B – Above average
[50%]	[22%]	C – Average
[0%]	[0%]	D – Below average
[0%]	[0%]	F – Failing
2.50	3.22	GPA

1. Please rate this message in terms of its ability **to describe the WIC program**. Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[10%]	[44%]	A – Excellent
[30%]	[33%]	B – Above average
[50%]	[22%]	C – Average
[10%]	[0%]	D – Below average
[0%]	[0%]	F – Failing
2.40	3.22	GPA

2. In your opinion, how **effective** will this message be in **getting mothers to enroll in the WIC Program**? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[10%]	[44%]	A – Excellent
[30%]	[33%]	B – Above average
[50%]	[22%]	C – Average
[10%]	[0%]	D – Below average
[0%]	[0%]	F – Failing
2.40	3.22	GPA

3. Thinking about this advertisement, would you say you liked it very much, liked it somewhat, neither liked nor disliked it, disliked it somewhat, or disliked it very much?

Eligible	Enrollee	
[10%]	[44%]	Liked it very much
[50%]	[56%]	Liked it somewhat
[30%]	[0%]	Neither liked nor disliked it
[0%]	[0%]	Disliked it somewhat
[10%]	[0%]	Disliked it very much

4. Overall, how would you rate this message? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[10%]	[44%]	A – Excellent
[40%]	[33%]	B – Above average
[40%]	[22%]	C – Average
[0%]	[0%]	D – Below average
[10%]	[0%]	F – Failing
2.40	3.22	GPA



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**QUESTIONNAIRE #3  
 MESSAGES OVERALL**

1. Based on what you know, which message best **describes the WIC program?**

<b>Eligible</b>	<b>Enrollee</b>	
[0%]	[11%]	WIC is growing healthy families. (Message 1)
[0%]	[0%]	WIC brings a lot to the table. (Message 2)
[0%]	[11%]	WIC is worth the trip. (Message 3)
[0%]	[56%]	WIC is more than free food. (Message 4)
[30%]	[0%]	WIC Works. Let us help. (Message 5)
[10%]	[22%]	Make healthy meals. Grow healthy children. (Message 6)
[20%]	[0%]	Good nutrition starts here. (Message 7)
[40%]	[0%]	WIC helps you help your family. (Message 8)

2. In your opinion, which message will be most effective in **getting mothers to enroll in the WIC Program?**

<b>Eligible</b>	<b>Enrollee</b>	
[10%]	[22%]	WIC is growing healthy families. (Message 1)
[10%]	[0%]	WIC brings a lot to the table. (Message 2)
[0%]	[0%]	WIC is worth the trip. (Message 3)
[0%]	[22%]	WIC is more than free food. (Message 4)
[20%]	[11%]	WIC Works. Let us help. (Message 5)
[20%]	[0%]	Make healthy meals. Grow healthy children. (Message 6)
[0%]	[11%]	Good nutrition starts here. (Message 7)
[40%]	[33%]	WIC helps you help your family. (Message 8)

3. Overall, which message was your **favorite?**

<b>Eligible</b>	<b>Enrollee</b>	
[0%]	[11%]	WIC is growing healthy families. (Message 1)
[0%]	[11%]	WIC brings a lot to the table. (Message 2)
[0%]	[11%]	WIC is worth the trip. (Message 3)
[0%]	[22%]	WIC is more than free food. (Message 4)
[40%]	[0%]	WIC Works. Let us help. (Message 5)
[10%]	[11%]	Make healthy meals. Grow healthy children. (Message 6)
[0%]	[22%]	Good nutrition starts here. (Message 7)
[50%]	[11%]	WIC helps you help your family. (Message 8)

4. Thinking about the persons in this advertisement, in your opinion what **type** of person would do the **best job** of delivering this message/point

<b>Eligible</b>	<b>Enrollee</b>	
[10%]	[0%]	WIC Advocate
[10%]	[22%]	Doctors/Female Doctors
[10%]	[0%]	Well educated person
[10%]	[33%]	Pregnant mother
[10%]	[0%]	Working mother
[20%]	[11%]	Mothers of young children
[0%]	[11%]	Families
[0%]	[22%]	Child/children
[0%]	[11%]	Any average person
[30%]	[11%]	No response

5. Overall, which message was your **least favorite**?

<b>Eligible</b>	<b>Enrollee</b>	
[0%]	[0%]	WIC is growing healthy families. (Message 1)
[20%]	[11%]	WIC brings a lot to the table. (Message 2)
[10%]	[33%]	WIC is worth the trip. (Message 3)
[50%]	[11%]	WIC is more than free food. (Message 4)
[0%]	[22%]	WIC Works. Let us help. (Message 5)
[10%]	[0%]	Make healthy meals. Grow healthy children. (Message 6)
[0%]	[0%]	Good nutrition starts here. (Message 7)
[10%]	[11%]	WIC helps you help your family. (Message 8)



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**QUESTIONNAIRE #4:  
AD CONCEPTS**

**WIC helps you help  
your family.**

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XXX-XXX-XXXX  
X-XXX-XXX-XXXX

1. Did you learn anything new in this advertisement?

Eligible	Enrollee	
n=27	n=11	
[22%]	[36%]	Yes
[71%]	[64%]	No
[7%]	[0%]	No Response

2. Was there anything confusing or difficult to understand in the ad?

Eligible	Enrollee	
[44%]	[27%]	Yes
[56%]	[73%]	No
[0%]	[0%]	No Response

3. How much influence will this advertisement have in **increasing awareness of the WIC program among women and families.**

Eligible	Enrollee	
[11%]	[27%]	A great deal
[22%]	[9%]	A lot
[26%]	[45%]	Some
[26%]	[18%]	Very little
[15%]	[0%]	Not at all

4. In your opinion, how **effective** will this advertisement be in **getting mothers and families to enroll in the WIC Program?** Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[15%]	[18%]	A – Excellent
[30%]	[18%]	B – Above average
[30%]	[45%]	C – Average
[15%]	[18%]	D – Below average
[11%]	[0%]	F – Failing
2.22	2.36	GPA

5. How effective would this advertisement be, **if it were a poster?**

Eligible	Enrollee	
[11%]	[18%]	A great deal
[26%]	[18%]	A lot
[33%]	[45%]	Some
[19%]	[18%]	Very little
[11%]	[0%]	Not at all
[0%]	[0%]	No Response

6. Thinking about this advertisement, would you say you liked it very much, liked it somewhat, neither liked nor disliked it, disliked it somewhat, or disliked it very much?

<b>Eligible</b>	<b>Enrollee</b>	
[19%]	[36%]	Liked it very much
[37%]	[18%]	Liked it somewhat
[22%]	[36%]	Neither liked nor disliked it
[11%]	[9%]	Disliked it somewhat
[11%]	[0%]	Disliked it very much

7. Overall, how would you rate this advertisement? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

<b>Eligible</b>	<b>Enrollee</b>	
[7%]	[18%]	A – Excellent
[37%]	[27%]	B – Above average
[22%]	[27%]	C – Average
[19%]	[27%]	D – Below average
[15%]	[0%]	F – Failing
2.04	2.36	GPA

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**WIC gives you food...  
 and so much more.**

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**XXX-XXX-XXXX**  
**X-XXX-XXX-XXXX**

**ADVERTISEMENT 2: WIC GIVE YOU FOOD AND SO MUCH MORE.**

1. Did you learn anything new in this advertisement?

Eligible	Enrollee	
[38%]	[64%]	Yes
[63%]	[36%]	No
[0%]	[0%]	No Response

2. Was there anything confusing or difficult to understand in the ad?

Eligible	Enrollee	
[26%]	[18%]	Yes
[67%]	[82%]	No
[7%]	[0%]	No Response

3. How much influence will this advertisement have in **increasing awareness of the WIC program among women and families.**

Eligible	Enrollee	
[26%]	[27%]	A great deal
[19%]	[55%]	A lot
[30%]	[9%]	Some
[15%]	[9%]	Very little
[11%]	[0%]	Not at all
[0%]	[0%]	No Response

4. In your opinion, how **effective** will this advertisement be in **getting mothers and families to enroll in the WIC Program?** Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[22%]	[27%]	A – Excellent
[15%]	[55%]	B – Above average
[26%]	[9%]	C – Average
[22%]	[9%]	D – Below average
[15%]	[0%]	F – Failing
2.07	3.00	GPA

5. How effective would this advertisement be, **if it were a poster?**

Eligible	Enrollee	
[22%]	[64%]	A great deal
[22%]	[9%]	A lot
[22%]	[18%]	Some
[19%]	[9%]	Very little
[15%]	[0%]	Not at all
[0%]	[0%]	No Response

6. Thinking about this advertisement, would you say you liked it very much, liked it somewhat, neither liked nor disliked it, disliked it somewhat, or disliked it very much?

<b>Eligible</b>	<b>Enrollee</b>	
[26%]	[55%]	Liked it very much
[33%]	[36%]	Liked it somewhat
[7%]	[9%]	Neither liked nor disliked it
[22%]	[0%]	Disliked it somewhat
[11%]	[0%]	Disliked it very much

7. Overall, how would you rate this advertisement? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

<b>Eligible</b>	<b>Enrollee</b>	
[22%]	[36%]	A – Excellent
[22%]	[55%]	B – Above average
[19%]	[9%]	C – Average
[19%]	[0%]	D – Below average
[19%]	[0%]	F – Failing
2.11	3.27	GPA



### Fit more food in your budget.



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Consetetur adip j| j| kool iscing elit

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- aliquam erat volutpat.
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XXX-XXX-XXXX  
X-XXX-XXX-XXXX

without WIC



with WIC



1. Did you learn anything new in this advertisement?

Eligible	Enrollee	
[22%]	[9%]	Yes
[74%]	[91%]	No
[4%]	[0%]	No Response

2. Was there anything confusing or difficult to understand in the ad?

Eligible	Enrollee	
[33%]	[45%]	Yes
[63%]	[55%]	No
[4%]	[0%]	No Response

3. How much influence will this advertisement have in **increasing awareness of the WIC program among women and families.**

Eligible	Enrollee	
[7%]	[18%]	A great deal
[11%]	[18%]	A lot
[41%]	[9%]	Some
[30%]	[9%]	Very little
[11%]	[0%]	Not at all
[0%]	[0%]	No Response

4. In your opinion, how **effective** will this advertisement be in **getting mothers and families to enroll in the WIC Program?** Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[11%]	[27%]	A – Excellent
[7%]	[9%]	B – Above average
[41%]	[18%]	C – Average
[30%]	[36%]	D – Below average
[11%]	[9%]	F – Failing
1.78	2.09	GPA

5. How effective would this advertisement be, **if it were a poster?**

Eligible	Enrollee	
[11%]	[27%]	A great deal
[7%]	[9%]	A lot
[37%]	[0%]	Some
[33%]	[64%]	Very little
[11%]	[0%]	Not at all
[0%]	[0%]	No Response

6. Thinking about this advertisement, would you say you liked it very much, liked it somewhat, neither liked nor disliked it, disliked it somewhat, or disliked it very much?

Eligible	Enrollee	
[15%]	[36%]	Liked it very much
[22%]	[9%]	Liked it somewhat
[30%]	[9%]	Neither liked nor disliked it
[22%]	[27%]	Disliked it somewhat
[11%]	[18%]	Disliked it very much

7. Overall, how would you rate this advertisement? Use a scale where A = excellent, B = above average, C = average, D = below average, and F = failing.

Eligible	Enrollee	
[7%]	[18%]	A – Excellent
[19%]	[18%]	B – Above average
[30%]	[9%]	C – Average
[22%]	[55%]	D – Below average
[22%]	[0%]	F – Failing
1.67	2.00	GPA



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## QUESTIONNAIRE #5 AD CONCEPTS OVERALL

1. Based on what you know, which advertisement will best will best **increase awareness among women and families about the WIC program?**

Eligible	Enrollee	
[22%]	[18%]	WIC helps you help your family. (Advertisement 1)
[52%]	[45%]	WIC gives you food and so much more (Advertisement 2)
[19%]	[36%]	Fit more food in your budget (Advertisement 3)
[7%]	[0%]	No Response

2. In your opinion, which advertisement will be most effective in **getting mothers to enroll in the WIC Program?**

Eligible	Enrollee	
[19%]	[18%]	WIC helps you help your family. (Advertisement 1)
[63%]	[64%]	WIC gives you food and so much more (Advertisement 2)
[11%]	[18%]	Fit more food in your budget (Advertisement 3)
[7%]	[0%]	No Response

3. Overall, which advertisement do you believe **made the best point/message to you?**

Eligible	Enrollee	
[26%]	[9%]	WIC helps you help your family. (Advertisement 1)
[48%]	[73%]	WIC gives you food and so much more (Advertisement 2)
[19%]	[18%]	Fit more food in your budget (Advertisement 3)
[7%]	[0%]	No Response

4. In your opinion, which advertisement do you believe had the most **effective messenger.**

Eligible	Enrollee	
[26%]	[9%]	WIC helps you help your family. (Advertisement 1)
[37%]	[45%]	WIC gives you food and so much more (Advertisement 2)
[30%]	[45%]	Fit more food in your budget (Advertisement 3)
[7%]	[0%]	No Response

5. Overall, which advertisement was your **favorite**?

<b>Eligible</b>	<b>Enrollee</b>	
[33%]	[18%]	WIC helps you help your family. (Advertisement 1)
[41%]	[45%]	WIC gives you food and so much more (Advertisement 2)
[19%]	[36%]	Fit more food in your budget (Advertisement 3)
[7%]	[0%]	No Response

6. Overall, which advertisement was your **least favorite**?

<b>Eligible</b>	<b>Enrollee</b>	
[19%]	[27%]	WIC helps you help your family. (Advertisement 1)
[22%]	[9%]	WIC gives you food and so much more (Advertisement 2)
[44%]	[55%]	Fit more food in your budget (Advertisement 3)
[15%]	[9%]	No Response

7. Which advertisement would be most **effective as a poster**?

<b>Eligible</b>	<b>Enrollee</b>	
[22%]	[9%]	WIC helps you help your family. (Advertisement 1)
[52%]	[45%]	WIC gives you food and so much more (Advertisement 2)
[19%]	[45%]	Fit more food in your budget (Advertisement 3)
[7%]	[0%]	No Response