



**California WIC Participant Food Shopping
and Consumption Habits Survey**

Purpose of the Participant Survey

- Obtain information about food shopping and consumption habits, preferences, and likely choices if some new foods are offered through WIC checks
- Help determine food package policy, food package designs, and preparation of education materials to use upon implementation
- Provide baseline information for future assessment of change in participant habits and preferences



Factors Considered

Location

- Rural
- Micropolitan
- Metropolitan

Language spoken at home

- Spanish
- English
- Vietnamese
- Chinese

Families with infants and children 1-5 years

Ethnicity

Available time frame



Definitions

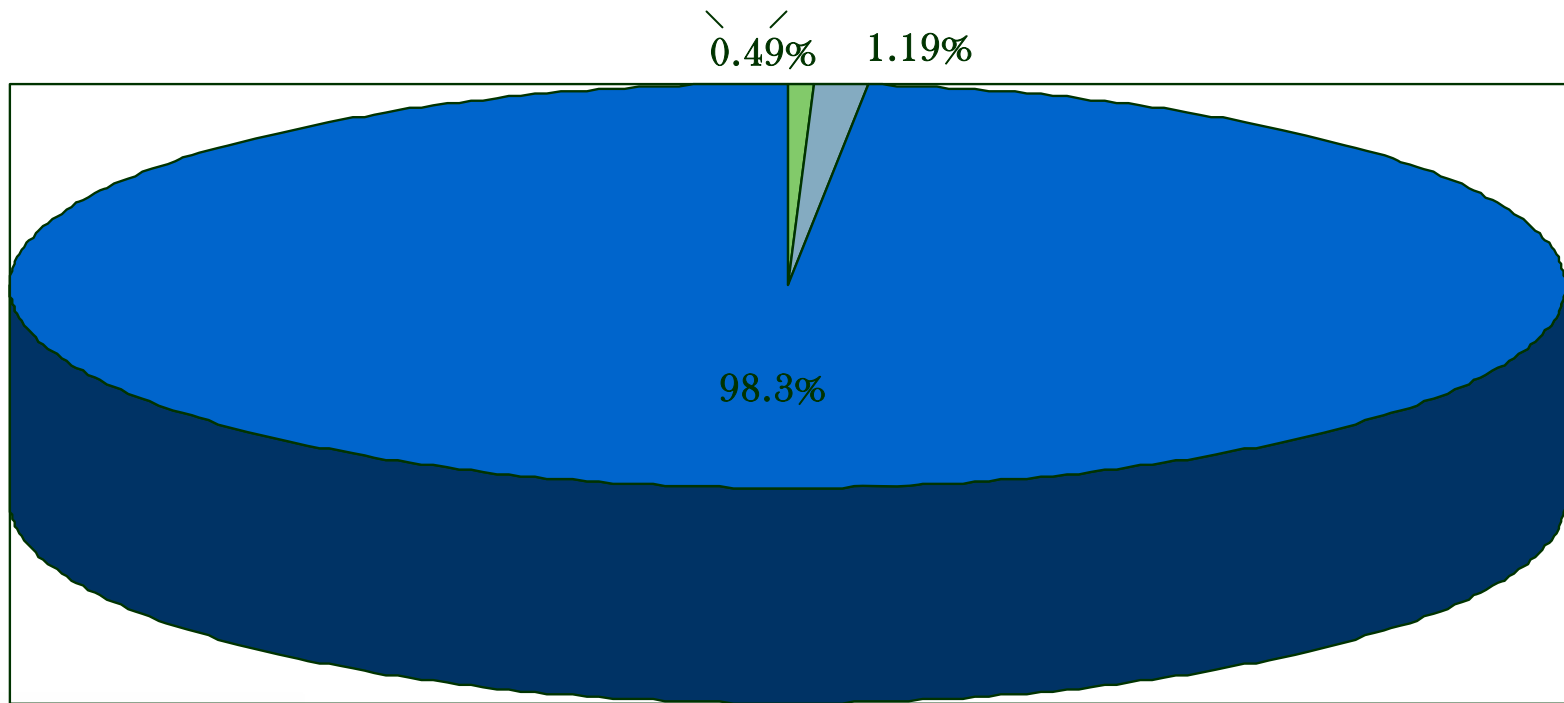
Rural - no urban cluster $> 10,000$

Micropolitan - at least one urban cluster $> 10,000$
and none $> 50,000$

Metropolitan - at least one urban cluster $> 50,000$



Local Agency Locations



Sampling Scheme

- We wanted a large enough sample of each target group that we could later make comparisons between sub-components of the group
- Example: Compare the percentage of whole milk consumption among the English surveys in the rural clinics to the consumption among the English surveys in the Metropolitan clinics



The Solution

Over sample all target groups with small relative percentages

- Rural sites
- Micropolitan sites
- Chinese language
- Vietnamese language
- Black/African Americans
- Caucasians



Selecting Sites

- Reviewed WIC agency and site census data
- Examined target group characteristics of each site
- Selected sites with largest populations of each target group
- Considered broad geographical range to account for regional variation in responses



Metropolitan Agency Recruitment

Agency (# clinics)	Total Participants
PHFE (17)	1275
Sacramento County DHHS (3)	291
Fresno County EOC (3)	207
American Red Cross (5)	167
Santa Clara County DPH (1)	122
Alameda County Health Care Service (2)	112
Ventura County Health Care Agency (1)	110
Monterey County WIC (2)	105
City/County San Francisco DPH (3)	103



Metropolitan Agency Recruitment (Continued)

Agency (# clinics)	Total Participants
San Diego State University (2)	101
Gardner Family Care Corp (1)	72
San Bernardino County DPH (1)	61
Community Resource Project (1)	44
Antelope Valley Hospital (1)	24
Orange/San Bernardino Co (1)	18
County of Orange Health Care Agency (1)	18
Northeast Valley Health Corp (1)	7

Micropolitan Agency Recruitment

Agency (# clinics)	Total Participants
Glenn County Health Services (2)	35
Del Norte (1)	34
Human Resources Council, Inc (1)	34

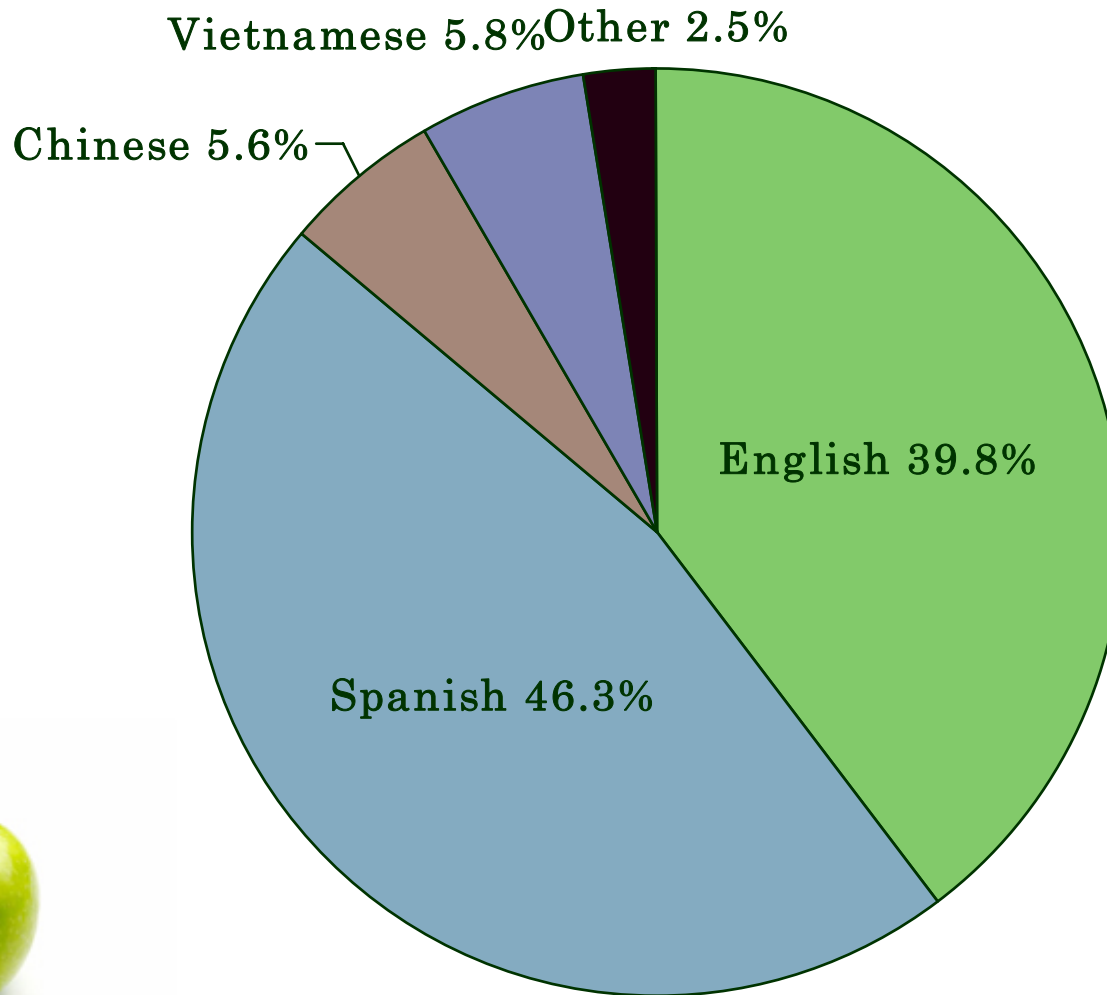


Rural Agency Recruitment

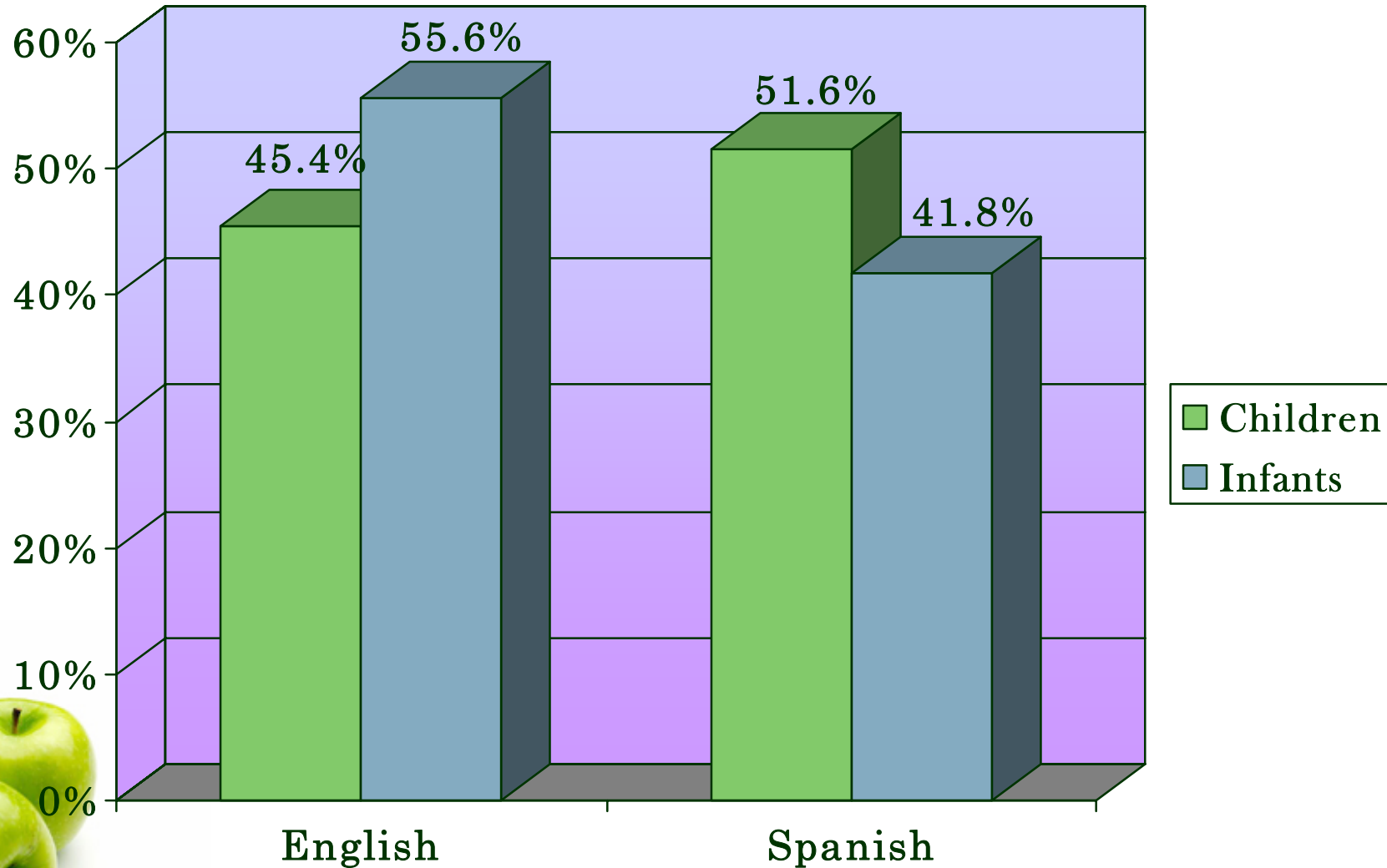
Agency (# clinics)	Total Participants
Tehama County Health Services (2)	58
Humboldt Co DPH (1)	29
County of Mendocino (2)	20



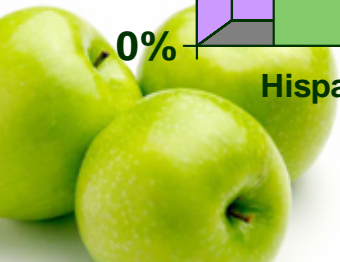
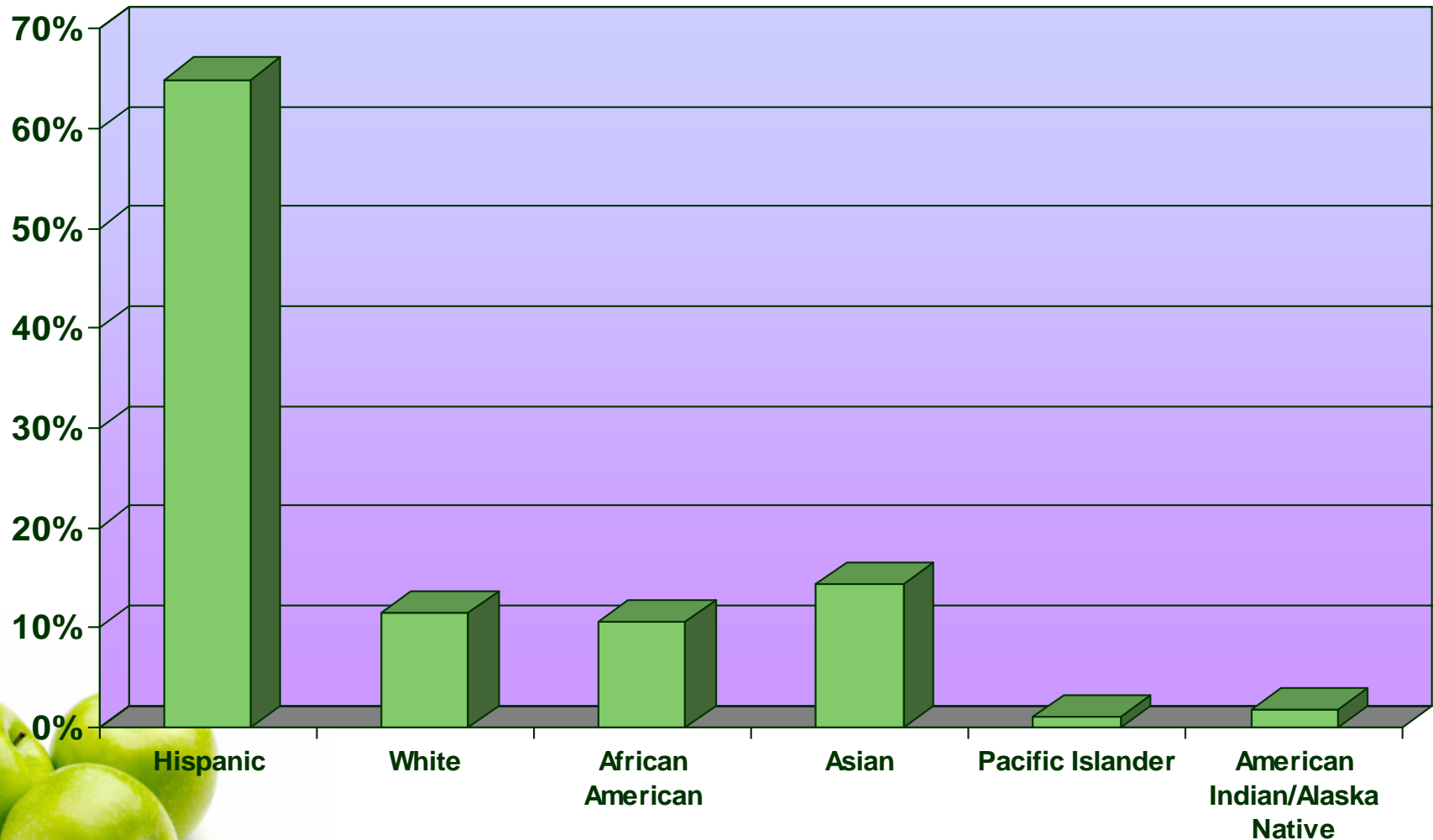
Language Spoken At Home



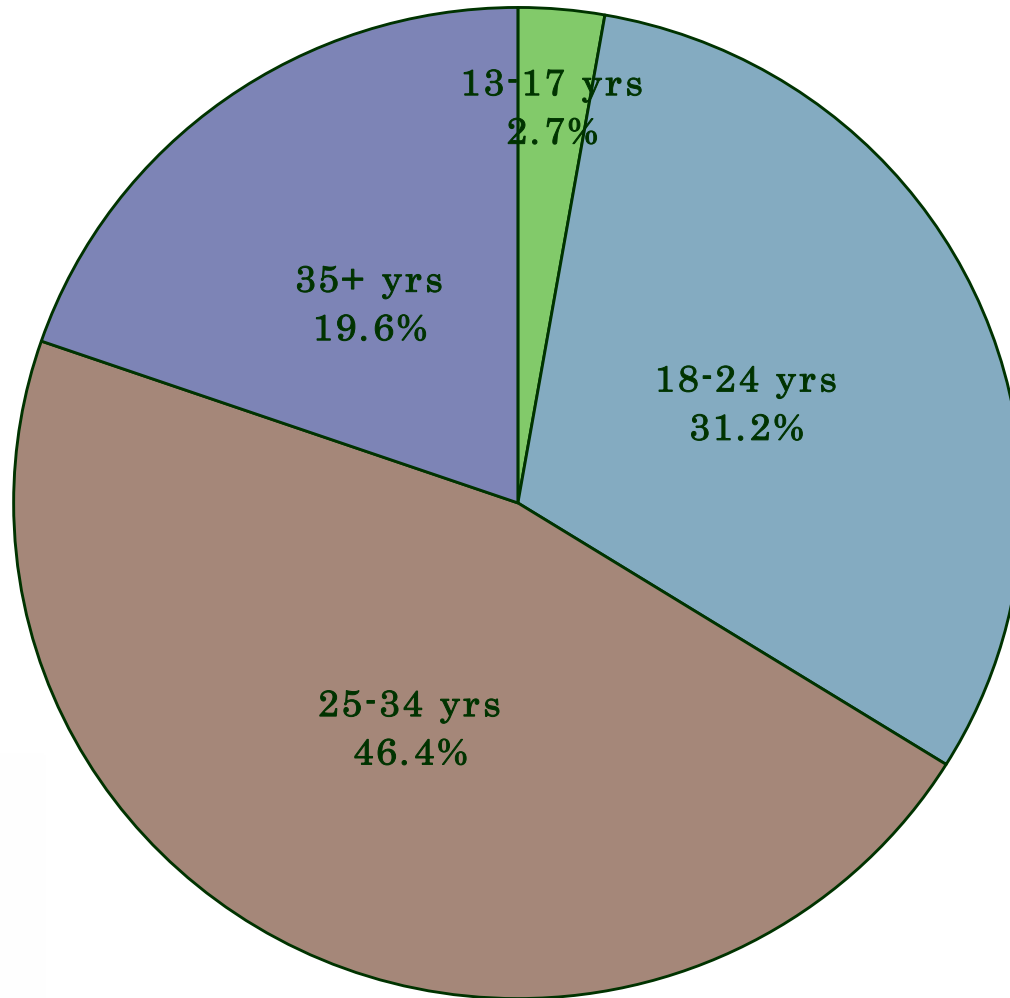
Preferred Language of Families with Infants



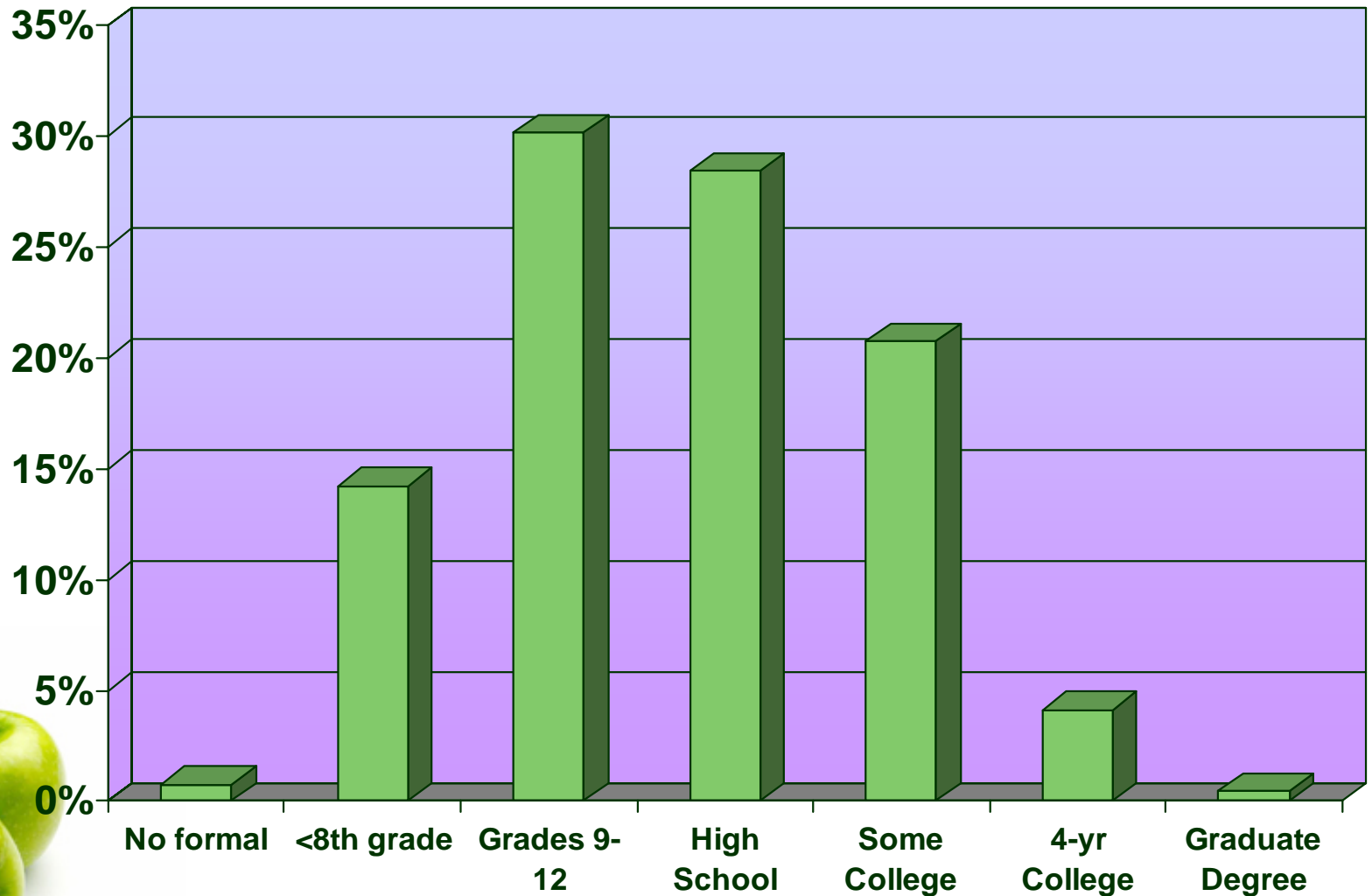
Race and Ethnicity Reported by Participants



Age of Survey Participants



Education Level of Participants



Household Characteristics

- Average household size: 4.5 individuals
 - ◆ Range: 1-20 people
- Average of 2 adults in each household
 - ◆ Less than 25% reported only 1 adult
 - ◆ 25% reported 3 or more adults in the household
- Average of 1.35 kids under 6 years per household
 - ◆ Range: 0-17 kids
- Average of 1 child ages 6-18 per household
 - ◆ 50% of households did not have any children ages 6-18
- The average interviewee buys groceries for 4 people
 - ◆ Range: 0-20 people



Persons Interviewed

- Moms (95.7%)
- Fathers (2.8%)
- Other (1.5%)- mostly grandmothers



The Survey Tool

Vanguard Vista (www.vanguardsw.com)



- English and Spanish on-line
- Skip patterns
- Database is updated after each survey is submitted
- Remote access to survey results
- Laptops with air cards-wireless internet
- Simple reports easy to generate



The Survey

Consisted of 74 questions

Lasted 10-20 minutes depending on family makeup
and food habits

Conducted by 16 bi-lingual university students in July
and August, 2007

Main topics included:

- Baby foods
- Cow's milk, soy milk, cheese, tofu
- Fruits and vegetables
- Whole grains
- Canned beans



Additional Questions

- Organic food
- Child juice consumption
- Eggs
- Makeup of household
- Language spoken at home
- Preferred method of education
- Internet access





Welcome - Survey Introduction

1) Ask questions below.

Family ID

Including yourself, how many people currently live in your household?

How many are adults age 18 and older?

How many are children between the ages of 6 and 18 years?

How many are children under six years of age?

2) When you shop for groceries, how many people do you shop for?

3) Please tell me how many people are currently on WIC in your household? (Enter a number. If no individuals in category, you must enter 0.)

Pregnant woman

Breastfeeding woman

Non-breastfeeding PP woman

Infant or baby (0-12 mo)

Child (1-2yr)

Child (2-5yr)



Click "next" when finished with each section of questions. Requirements for each question are built into the survey.

Transition: The next few questions will ask about the fruits and vegetables you buy for your family.

← Transitions

35) How often do you buy

(Read the options and select one for every form):

	Every week	Every month	Rarely	Never	Don't know	Refused
Fresh fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canned fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frozen fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36) If WIC offered you fruit, would you use your WIC checks to buy

(Select one answer for each form):

← Special Instructions

	Yes	No	Don't know	Refused
Fresh fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canned fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frozen fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not interested in WIC checks for fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If Other, please specify:

[Page Break](#)

iii) Transition: First I would like to ask you some questions about what you feed your baby (NAME).

5)* How old is your baby (NAME)?

Number of Months

- 0-3
 4-6
 7-11

6)* Does your baby (NAME) eat or drink anything other than breastmilk, formula or water?

- Yes (go to Q7)
 No (go to Q17)
 Refused

[Page Break](#)

7)* Do you buy infant cereal for your baby?

Ask if Q6 is Yes (go to Q7)

- Yes
 No
 Refused

8)* Do you buy baby foods for your baby (NAME)?

Ask if Q6 is Yes (go to Q7)

- Yes (go to Q10)
 No (go to Q9)
 Refused

[Page Break](#)

9)* Why don't you buy baby foods?

Ask if Q8 is No (go to Q9)

(Do not read the options. Select all that apply)

- my baby is too young
 too expensive
 not healthy
 not fresh
 my baby does not like them
 my baby won't eat them
 make my own food for the baby
 don't know
 refused
 other

If Other, please specify:

[Page Break](#)

10)* If WIC offered baby foods as part of the food package, which of the following baby foods would you like to buy with the WIC checks?

Ask if Q8 is Yes (go to Q10)

(Read the options and select all that apply.)

- I would not buy ready made baby foods
 Fruits
 Vegetables
 Meats
 Dinners

Survey Tool Design

Skip Pattern

Write-in boxes

Back

Gallery

Cancel

Click on the question that most closely resembles the type you want to insert. Items in gray are probably not suitable for this position in your questionnaire.

<p>Text Message</p> <p>Welcome Please take a moment to answer a few questions about your experience with our company.</p>	<p>Query Start</p> <p>Will you please take a moment to participate in our survey?</p> <p style="text-align: center;"> <input type="button" value="Yes"/> <input type="button" value="No"/> </p>	<p>Form Header (use with questions below)</p> <p>Please enter your contact information:</p> <p>Name: <input type="text" value="John Doe"/></p> <p>Company: <input type="text" value="Vanguard Software"/></p>
<p>Yes / No (vertical)</p> <p>Have you ever called for technical support?</p> <p> <input checked="" type="radio"/> Yes <input type="radio"/> No </p>	<p>Yes / No (horizontal)</p> <p>Have you ever called for technical support?</p> <p> <input checked="" type="radio"/> Yes <input type="radio"/> No </p>	<p>Yes / No (use with Form Header)</p> <p>Current user: <input checked="" type="radio"/> Yes <input type="radio"/> No</p>
<p>Multiple Choice (vertical)</p> <p>How satisfied are you with your purchase?</p> <p> <input type="radio"/> Very satisfied <input type="radio"/> Satisfied <input type="radio"/> Neutral <input type="radio"/> Dissatisfied <input type="radio"/> Very dissatisfied </p>	<p>Multiple Choice (horizontal)</p> <p>How satisfied are you with your purchase (1=very dissatisfied, 5=very satisfied):</p> <p> <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 </p>	<p>Multiple Choice (use with Form Header)</p> <p>Sex: <input type="radio"/> Male <input checked="" type="radio"/> Female</p>
<p>Select Many (vertical)</p> <p>Select all features that are important to you:</p> <p> <input type="checkbox"/> Price <input checked="" type="checkbox"/> Functionality <input checked="" type="checkbox"/> Ease-of-use </p>	<p>Select Many (horizontal)</p> <p>What pets do you own:</p> <p> <input checked="" type="checkbox"/> Dog <input checked="" type="checkbox"/> Cat <input type="checkbox"/> Other </p>	<p>Select Many (use with Form Header)</p> <p>Pets: <input checked="" type="checkbox"/> Dog <input checked="" type="checkbox"/> Cat <input type="checkbox"/> Other</p>
<p>"Other" Text Box</p> <p>Select the feature that is most important:</p> <p> <input type="radio"/> Price <input type="radio"/> Functionality <input type="radio"/> Other </p> <p>If Other, please specify: <input type="text"/></p>	<p>Text Box</p> <p>Please enter your e-mail address:</p> <p><input type="text" value="john.dow@vanguardsw.com"/></p>	<p>Text Box (use with Form Header)</p> <p>Name: <input type="text" value="John Doe"/></p>
<p>Password</p> <p>Please enter your password:</p> <p><input type="password" value="*****"/></p>	<p>Text Area</p> <p>Comments:</p> <p><input type="text"/></p>	<p>Text Area (use with Form Header)</p> <p>Address: <input type="text" value="1100 Crescent Green Cary NC 27511"/></p>
<p>Validation Message</p> <p>There is an error in your answer to the previous question:</p> <p><i>Values must add to 100</i></p> <p>Please click Back and check your answer.</p>	<p>Number Box</p> <p>What is your approximate income?</p> <p><input type="text" value="48000"/></p>	<p>Number Box (use with Form Header)</p> <p>Income: <input type="text" value="48000"/></p>
<p>Rank Items</p>	<p>Drop-Down Menu</p>	<p>Drop-Down Menu</p>



Multiple Choice

Use this type when the respondent is to choose one option from a list of choices.

Sample:

How satisfied are you with your purchase?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

Question:

Question Tips

Edit Source

Possible answers:

•

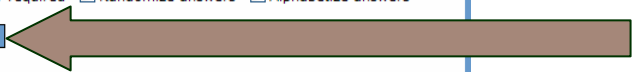
Edit Source

Default value:

- Answer required Randomize answers Alphabetize answers

Ask if...

OK Cancel



Skip Patterns



- Save
- Save As
- Preview
- Test Logic
- Sample Report
- Print
- Return to Survey Manager

Results

Close

1577 people have responded to this survey.

Task: Choose the task you want to perform:

- Generate an analysis report
- Examine each completed questionnaire
- Download raw data *(Change Settings)*

Dates: Include questionnaires completed in the date range:

- All dates
- Only dates between:
06/21/2007
and
06/21/2007
(inclusive)

Filter:

Include all respondent's answers.

Report Properties

Select all items you want to include in the results analysis report.

- Introduction
- Results Analysis
 - Confidence intervals
 - Correlation analysis
 - Answers to open-ended questions
- Questionnaire
- Notes

Getting Results

Back

Survey Results & Analysis

for

Spanish WiC Participant Survey July 11, 2007 1033amKT

Account: mpunia

Friday, September 21, 2007 12:52:10 PM

Vista™ Survey System

Results Analysis

Survey name: Spanish WiC Participant Survey July 11, 2007 1033amKT
Start date: Thursday, June 21, 2007
End date: Thursday, June 21, 2007
Number of respondents: 1046

Filter:
Include all respondent's answers.

i) Welcome - Survey Introduction

1) Ask questions below.

44) How many times a day does your child (NAME) drink the kind of juice you get from WIC?



Confidence: +/-2.9%

This question is asked if the answer to question 41 is *Yes*.

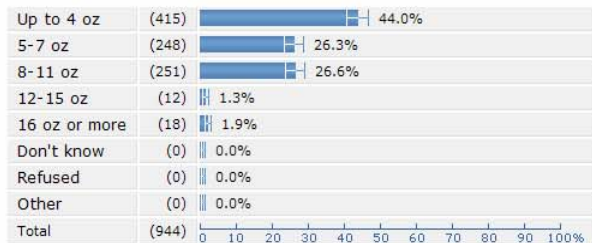
44a) If Other, please specify:

- 1/2 water 1/2 juice

An answer to this question is not required and 979 of 980 respondents chose not to answer.

45) Each time your child (NAME) drinks juice, what is the typical amount?

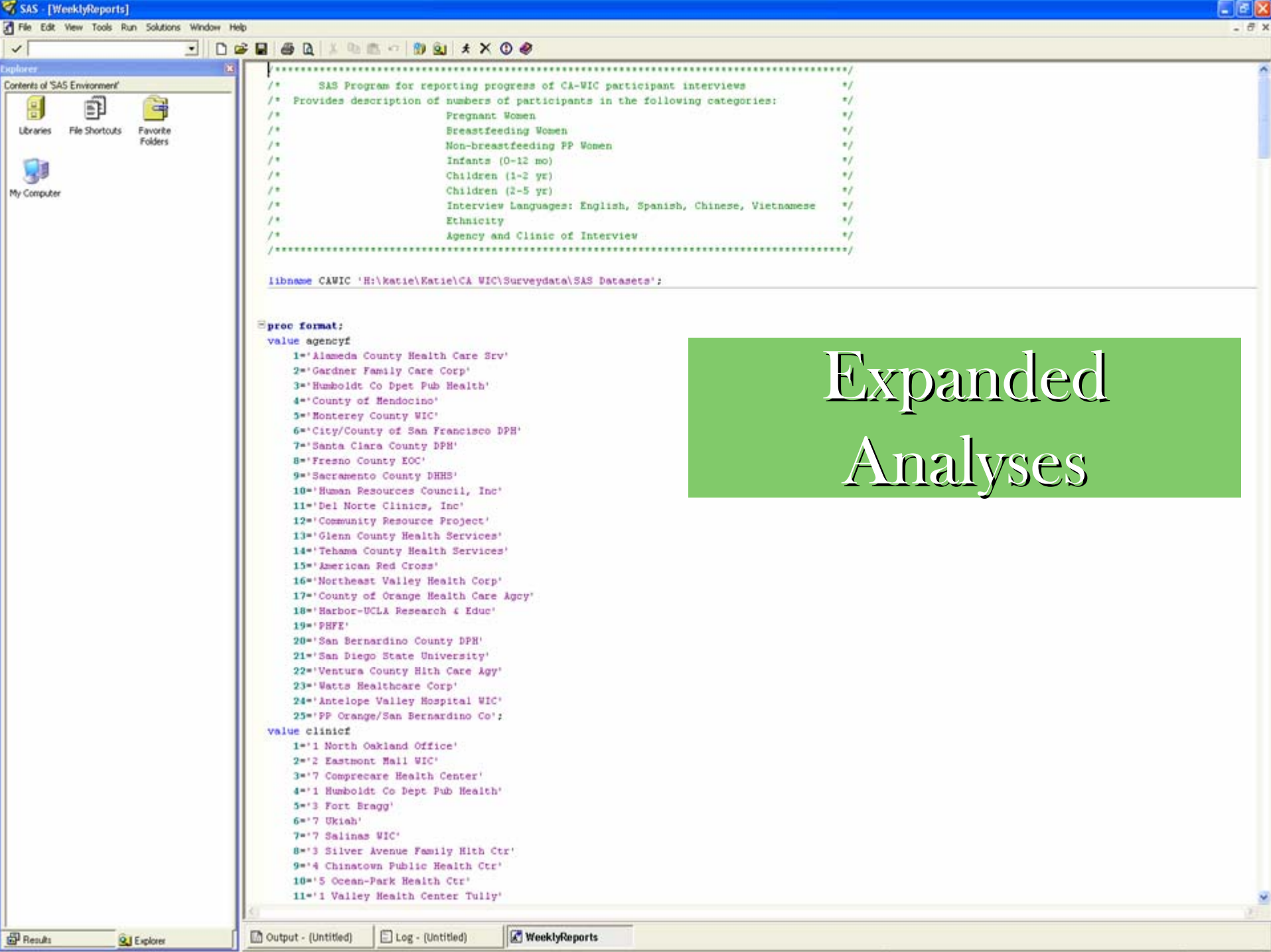
SHOW PROPS



Confidence: +/-3.2%

This question is asked if the answer to question 44 is *1* or *2* or *3* or *4* or *5* or *6* or *7* or *8* or *9* or *10*.

45a) If Other, please specify:



Expanded Analyses

Clipboard Font Alignment

Font: Arial, 10

General

Normal Bad Good Neutral Calculation Check Cell

Conditional Formatting as Table

Insert Delete Format

AutoSum Fill Clear

Sort & Find & Filter Select

E69 fx 2

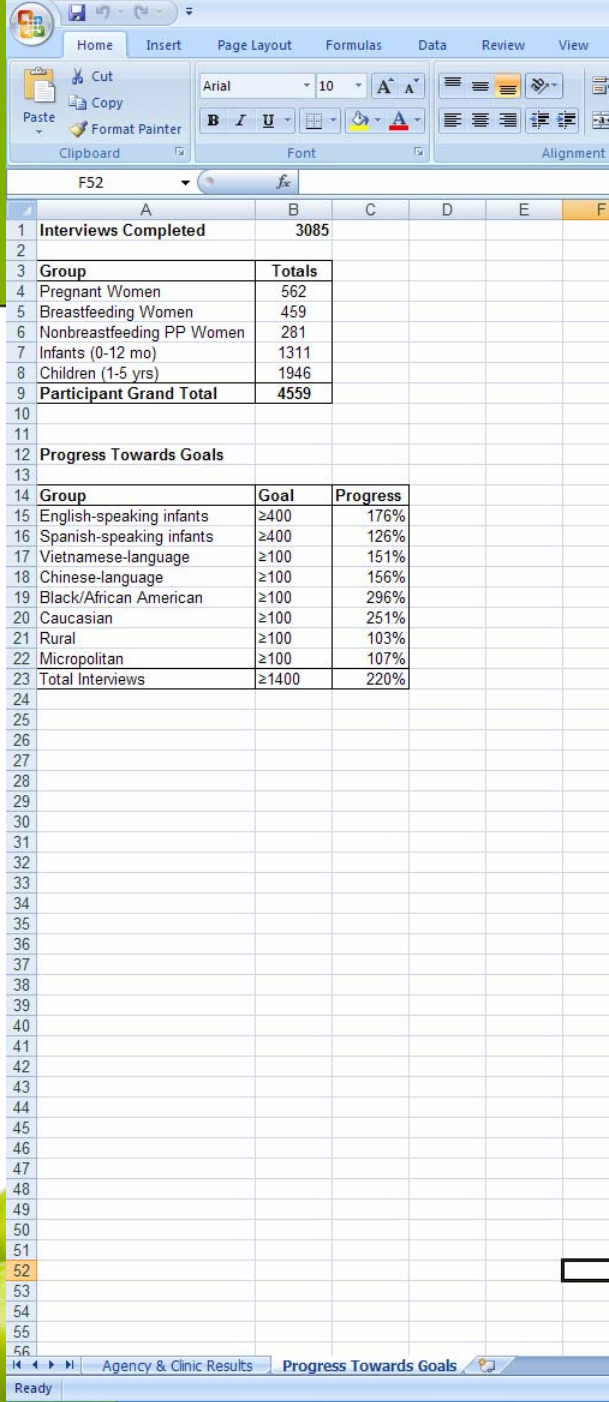
California WIC Food Package Survey
Final Numbers
8/31/2007

Weekly Updates

Metropolitan Clinics

Agency ID	Agency Name	Clinic ID	Clinic Name	English-language			Spanish-language			Chinese	Vietnamese	Black/African American	Caucasian	Hispanic	Clinic Total
				Infants	Children	Total	Infants	Children	Total						
314	PHFE	60	Rosemead WIC	16	26	42	0	0	0	43		4	0	22	82
314	PHFE	35	Garvey WIC	31	51	82	59	114	173	64		0	4	245	324
314	PHFE	104	Santa Ana West	2	2	4	0	0	0		79	0	0	0	83
314	PHFE	53	El Sereno	7	34	41	0	0	0	12		0	2	39	54
314	PHFE	107	Santa Ana East WIC Center	36	12	48	78	61	139		3	4		156	169
314	PHFE	71	Rodeo WIC	11	43	54	6	12	18			43	0	34	80
314	PHFE	48	Western	34	25	59	31	38	69			29	1	81	113
314	PHFE	74	St Andrew's Place	13	27	40	6	21	27			23	0	47	70
314	PHFE	76	Covina WIC	86	116	202	33	42	75			7	34	167	227
314	PHFE	19	Inglewood WIC	14	26	40	7	27	34			20	0	52	73
313	Harbor-UCLA Research & Educ	5	Compton WIC			0			0						
325	PP Orange/San Bernardino Co	3	Stanton WIC	0	1	1	0	0	0		17	0	0	0	18
323	Antelope Valley Hospital WIC	1	Palmdale WIC Office	5	10	15	5	7	12			3	1	19	24
311	County of Orange Hlth Care Agy	10	Westminister Beach	1	3	4	0	0	0		19	0	0	0	18
22	101 Alameda County Health Care Srv	1	North Oakland Office	10	24	34	1	6	7	4		20	1	8	40
23	101 Alameda County Health Care Srv	2	Eastmont Mall WIC	12	17	29	15	14	29			17	0	54	72
24	107 Gardner Family Care Corp	7	Comprecare Health Center	25	19	44	14	21	35		1	1	2	60	72
121	City/County San Francisco DPH	4	Chinatown Public Health Center	1	2	3	0	0	0	16		0	2	0	19
121	City/County San Francisco DPH	5	Ocean-Park Health Center	1	0	1	1	0	1	5		0	0	1	7
121	City/County San Francisco DPH	3	Silver Avenue Family Hlth Ctr	17	23	40	11	10	21	8		12	1	43	77
124	Santa Clara County DPH	1	Valley Health Center Tully	18	25	43	30	24	54		32	3	0	70	122
205	Fresno County E.O.C.	7	Enrollment/Flower	8	17	25	4	4	8			0	3	27	34
205	Fresno County E.O.C.	6	Distribution/Star	51	67	118	7	10	17			13	8	87	134
205	Fresno County E.O.C.	5	Executive Plaza/Heart	16	10	26	5	9	14			2	1	30	39
213	Sacramento County DHHS	3	Grand Ave Office	24	30	54	11	24	35			17	17	44	88
213	Sacramento County DHHS	4	Rancho Cordova Neighborhood Ctr	46	54	100	18	19	37			15	32	51	119
213	Sacramento County DHHS	5	Florin Road WIC Office	16	34	50	14	23	37	4		16	5	49	84
234	Community Resource Project	4	North Highlands WIC	21	17	38	4	6	10			8	11	20	44
116	Monterey County WIC	4	Seaside	0	2	2	0	7	7			1	1	14	16
116	Monterey County WIC	7	Salinas WIC	8	12	20	28	50	78			2	0	85	89
305	Northeast Valley Health Corp	2	Glendale WIC			0			0						
305	Northeast Valley Health Corp	8	Panorama City	0	0	0	7	1	8			0	0	7	7
321	Ventura County Hlth Care Agy	1	Oxnard Public Health	17	11	28	42	49	91			0	1	105	110
317	San Bernardino County DPH	12	Victor Valley Health Center	20	20	40	8	17	25			6	12	40	61
317	San Bernardino County DPH	5	Ontario Health Center	8	7	15	2	4	6			3	0	16	19
317	San Bernardino County DPH	25	Fontana	9	8	17	1	10	11			1	3	28	33
322	Watts Healthcare Corporation	1	Watts site WIC			0			0						
318	San Diego State University	8	Chula Vista WIC	11	19	30	6	6	12			1	2	34	39
318	San Diego State University	30	East Valley Parkway WIC	6	10	16	16	37	53			1	4	57	62
302	American Red Cross	6	El Cajon WIC	12	10	22	3	4	7			0	7	18	34
302	American Red Cross	2	Arc Oceanside	3	15	18	3	11	14			2	6	22	33
302	American Red Cross	3	Euclid Ave WIC	9	17	26	4	5	9			12	1	18	34
302	American Red Cross	1	WIC Clinic	10	25	35	0	2	2			7	5	18	32
302	American Red Cross	8	Linda Vista WIC	12	12	24	1	5	6			1	8	12	34
Totals				647	883	1530	481	700	1181	156	151	294	175	1880	2889

Progress Towards Goals



The screenshot shows an Excel spreadsheet with the following data:

	A	B	C	D	E	F
1	Interviews Completed	3085				
2						
3	Group	Totals				
4	Pregnant Women	562				
5	Breastfeeding Women	459				
6	Nonbreastfeeding PP Women	281				
7	Infants (0-12 mo)	1311				
8	Children (1-5 yrs)	1946				
9	Participant Grand Total	4559				
10						
11						
12	Progress Towards Goals					
13						
14	Group	Goal	Progress			
15	English-speaking infants	≥400	176%			
16	Spanish-speaking infants	≥400	126%			
17	Vietnamese-language	≥100	151%			
18	Chinese-language	≥100	156%			
19	Black/African American	≥100	296%			
20	Caucasian	≥100	251%			
21	Rural	≥100	103%			
22	Micro-politan	≥100	107%			
23	Total Interviews	≥1400	220%			
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The spreadsheet is titled "Agency & Clinic Results" and "Progress Towards Goals". The status bar at the bottom indicates "Ready".

Survey Progression: 7/12/07 (~ 1 week)

Target Group	Percent of Goal
English Infants	28%
Spanish Infants	13%
Vietnamese	35%
Chinese	36%
Black/African American	51%
Caucasian	47%
Rural	1%
Micropolitan	0%
Total Interviews	33%



Survey Progression:

7/19/07 (~ 2 weeks)

Target Group	Percent of Goal
English Infants	56%
Spanish Infants	28%
Vietnamese	79%
Chinese	59%
Black/African American	128%
Caucasian	114%
Rural	65%
Micropolitan	49%
Total Interviews	76%



Survey Progression: 7/27/07 (~ 3 weeks)

Target Group	Percent of Goal
English Infants	85%
Spanish Infants	33%
Vietnamese	115%
Chinese	70%
Black/African American	169%
Caucasian	135%
Rural	65%
Micropolitan	49%
Total Interviews	154%



Survey Progression:

8/2/07 (~ 4 weeks)

Target Group	Percent of Goal
English Infants	96%
Spanish Infants	37%
Vietnamese	116%
Chinese	89%
Black/African American	189%
Caucasian	154%
Rural	79%
Micropolitan	57%
Total Interviews	172%



Survey Progression: 8/31/07 (~ 8 weeks)

Target Group	Final Numbers	Percent of Goal
English Infants	731	176%
Spanish Infants	502	126%
Vietnamese	151	151%
Chinese	156	156%
Black/African American	296	296%
Caucasian	251	251%
Rural	105	103%
Micropolitan	107	107%
Total Interviews	3085	220%



Interviews Completed

- Total interviews completed: 3,085
- Represented 4,559 participants
 - Pregnant women 562
 - Breastfeeding women 459
 - Postpartum women 281
 - Infants (0-12 months) 1,311
 - Children (1-5 years) 1,946



Quality Control

The Students:

- practiced interviewing each other and local agency employees
- were periodically observed and evaluated

The Epidemiologist:

- ran weekly summary reports
- checked data for consistency
- obtained clarification on questionable responses
- created reports of interviewer responses and appropriate coding choice



In-Depth Analyses

Decided what to do with write-in responses

Looked for trends

- Language groups
- Family type (i.e. infant vs. child)
- Education level

Analyzed for associations between question items

- Preferences and Type of product purchased
- Cow's milk and soy products
- Consumption of multiple products (i.e. rice and whole wheat tortillas)



Digging Deeper Into the Data

Other things we would like to know:

- Is there a difference between participants in rural, micropolitan and metropolitan in the form (fresh or processed) of fruits and vegetables they purchase?
- Who is currently buying brown rice?
- Are organic foods more popular in certain counties?
- Who is making their own baby foods?



Survey Results

Main topics included:

- Baby foods
- Cow's milk, soy milk, cheese, tofu
- Fruits and vegetables
- Whole grains
- Canned beans

Main topics considered:

- Food shopping trends
- Consumption habits
- Food preferences
- Choices of new foods if offered by WIC



Families with Infants

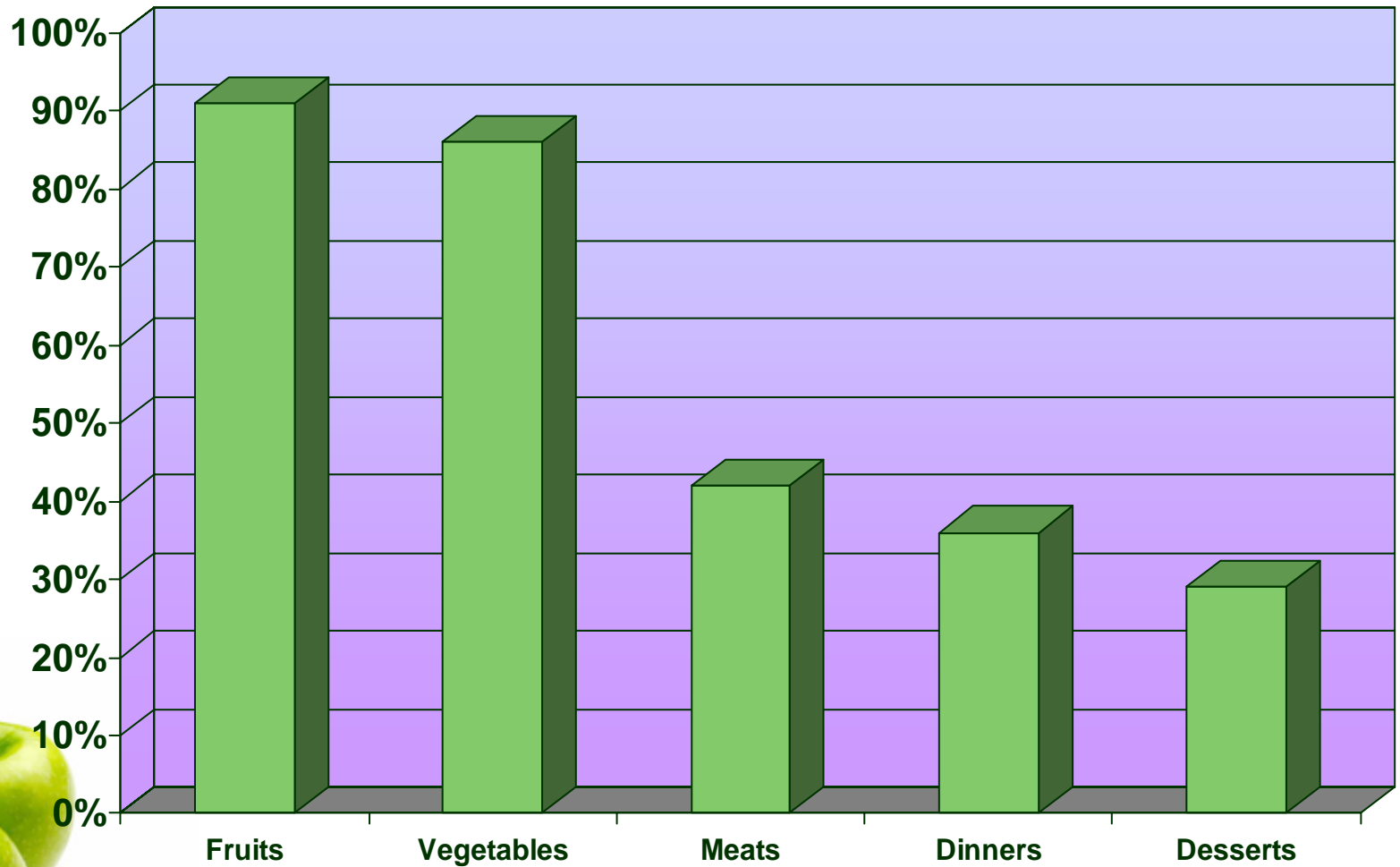
79% of families with infants purchase baby foods

Those who don't purchase baby foods reported that...

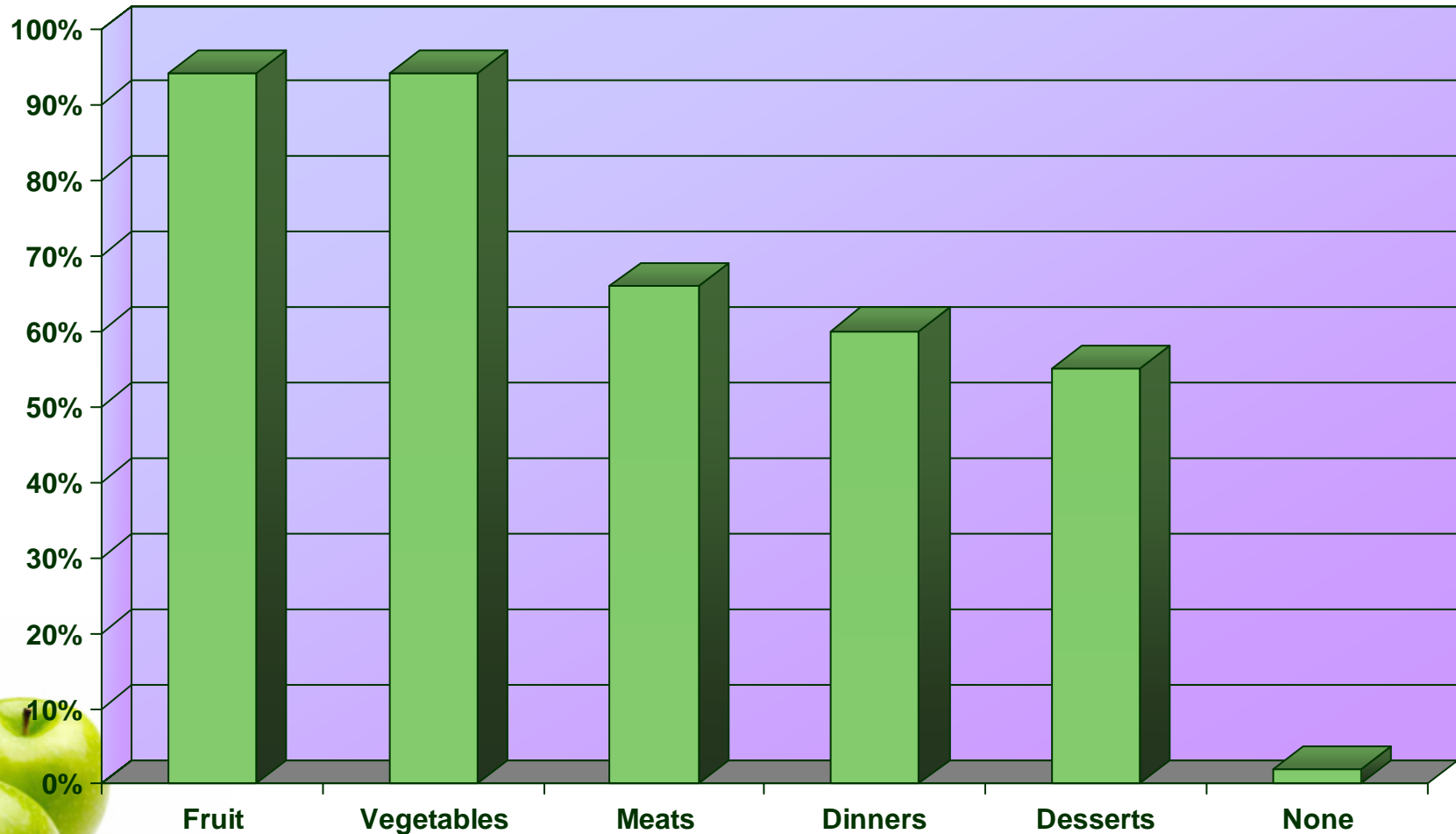
- Baby too young: 57%
- Make their own: 28%
- Baby does not like: 20%
- Baby will not eat baby food: 9%
- Too expensive: 4%
- Baby food is not healthy: 3%



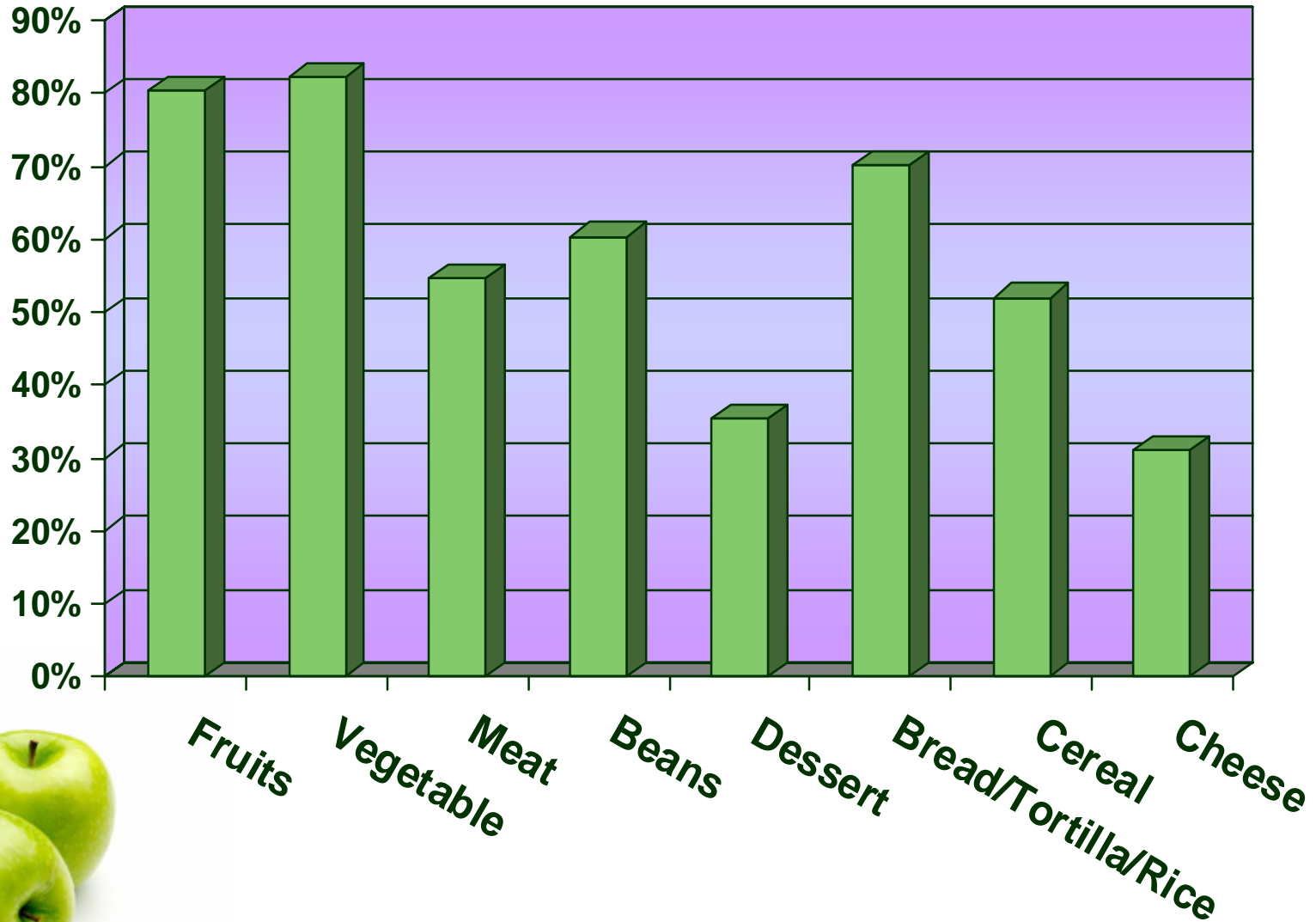
Baby Foods Currently Purchased



If WIC checks included baby food, participants would purchase...

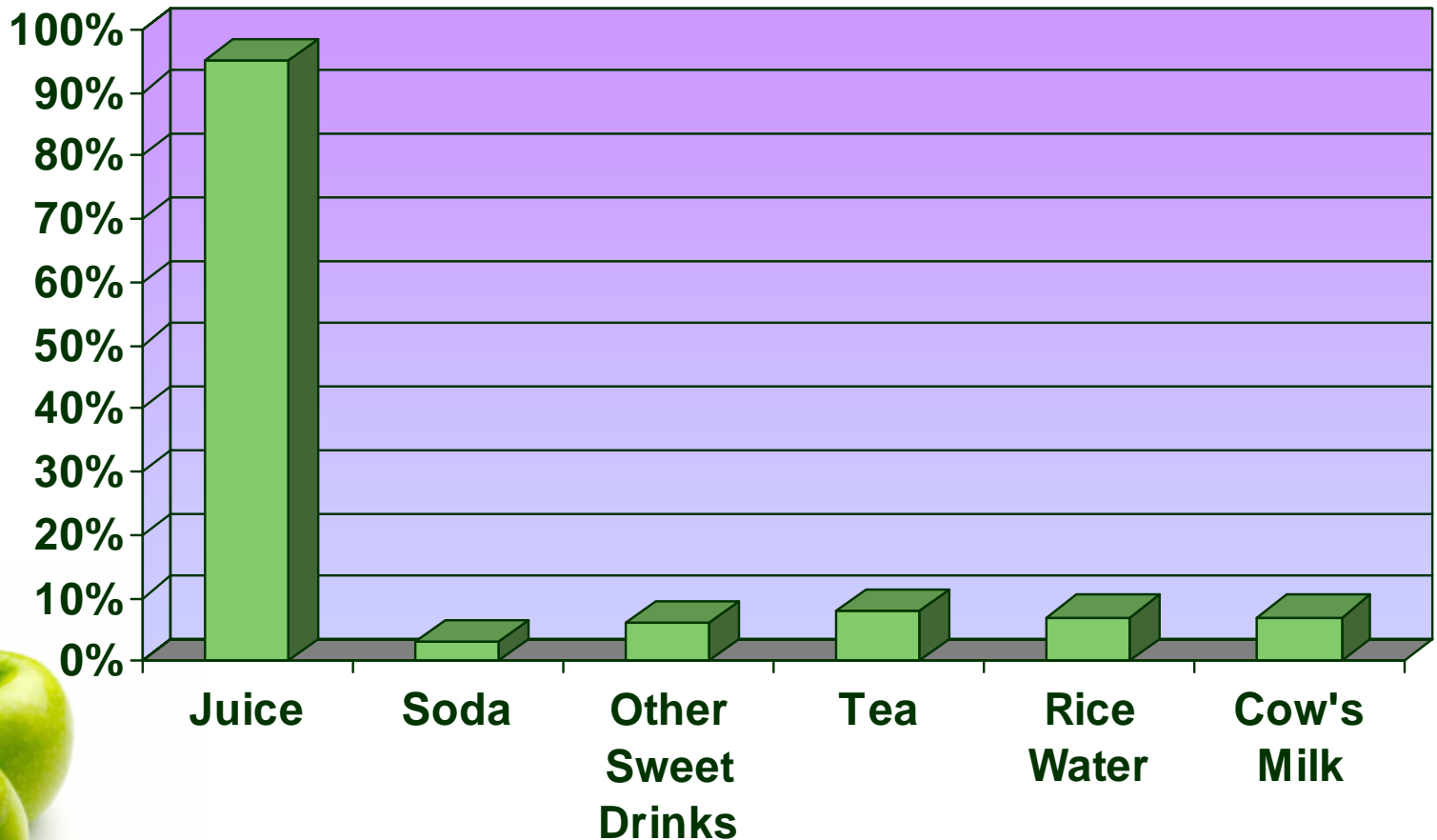


Infants Consuming Table Foods

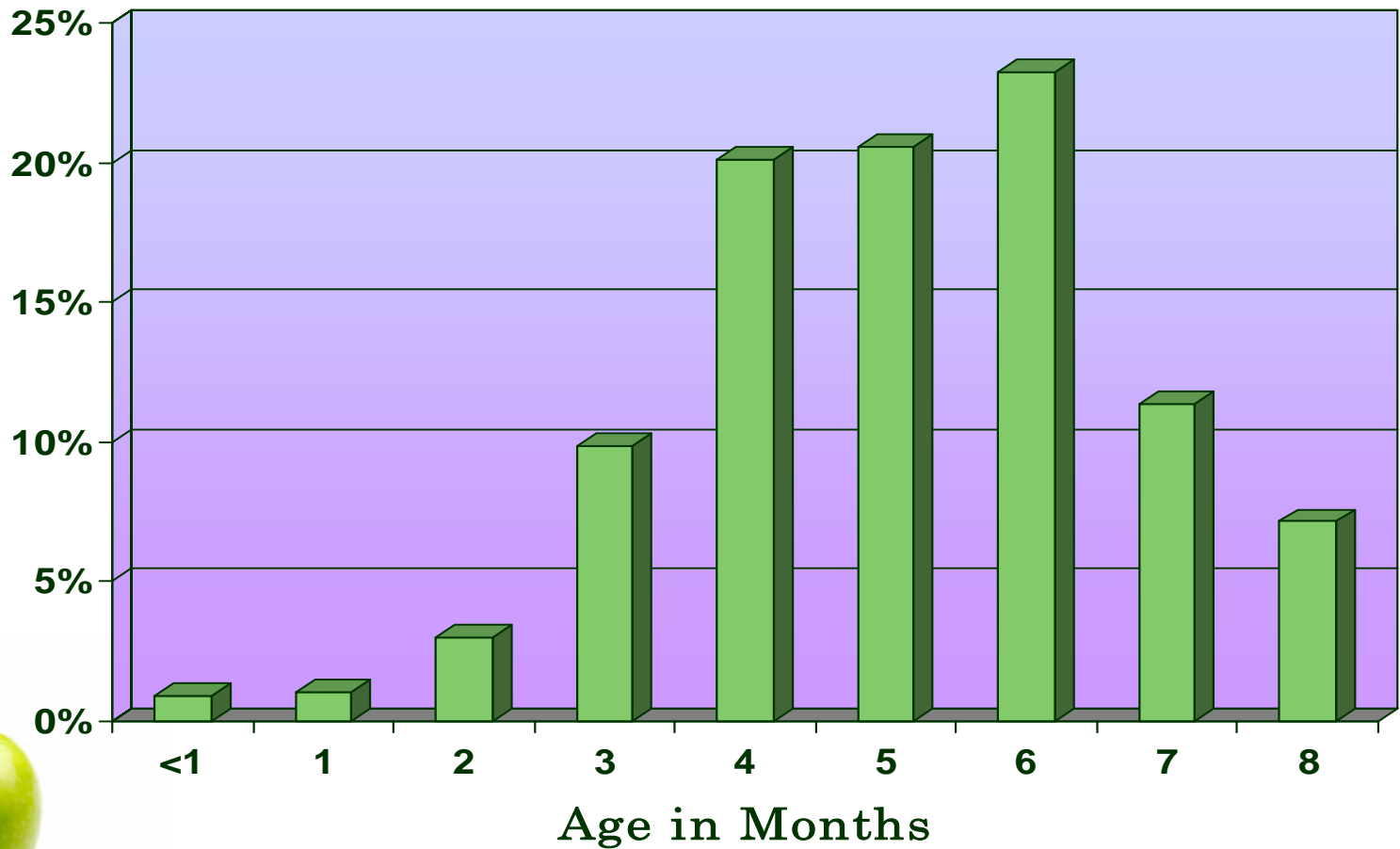


Infant Beverages

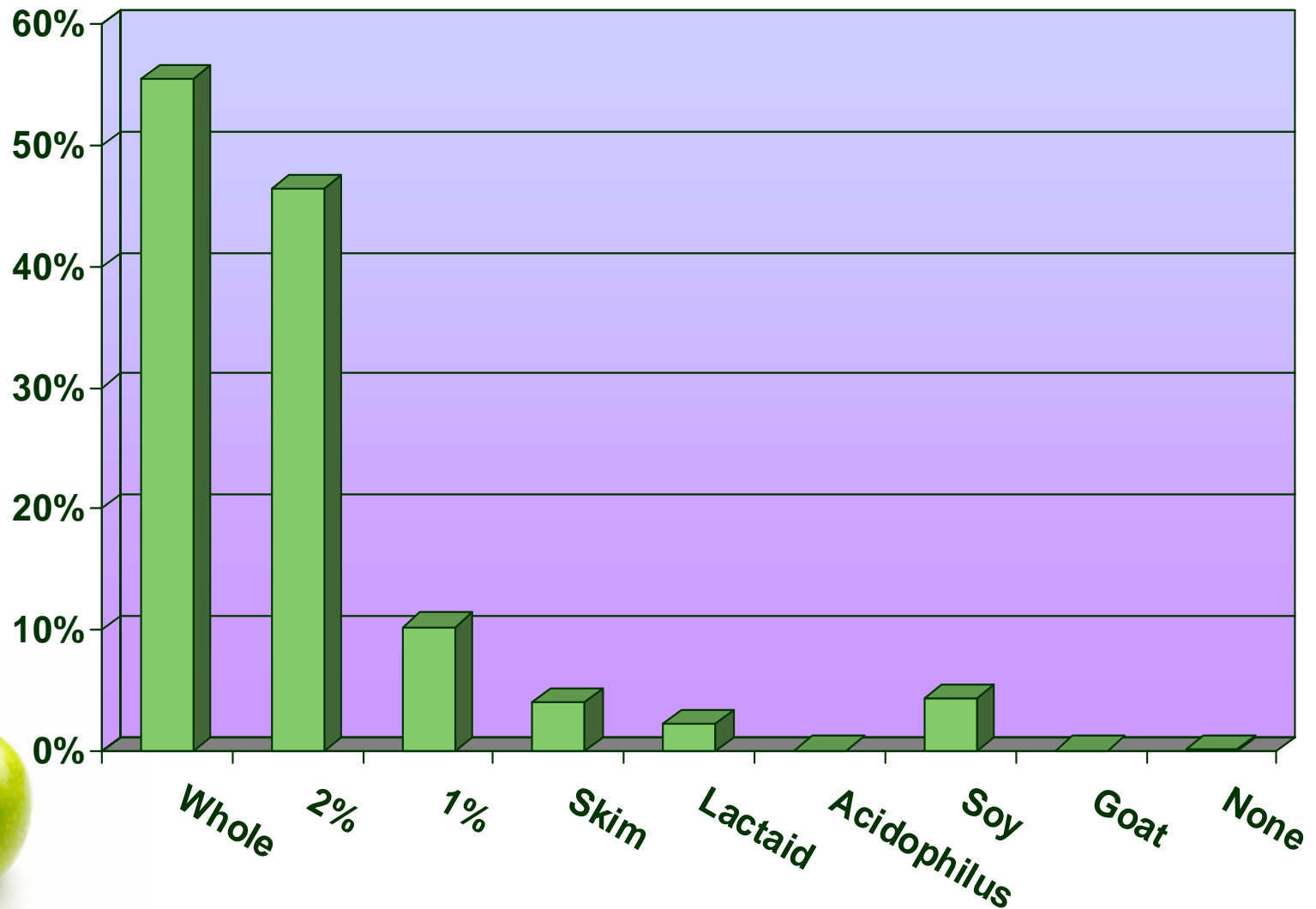
78% of infants are consuming beverages other than water, breastmilk, or formula



Age infants first consumed anything other than water, breastmilk, or formula



Family Milk Purchasing Trends



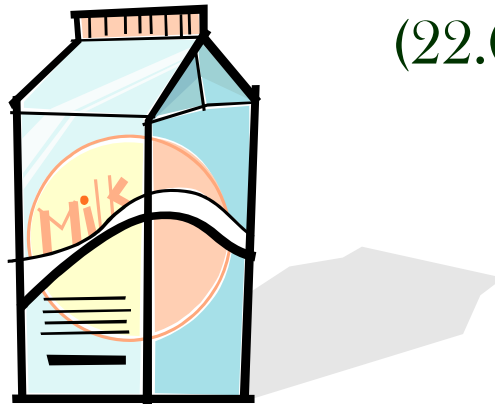
Adult Milk Consumption Trends

Type of milk

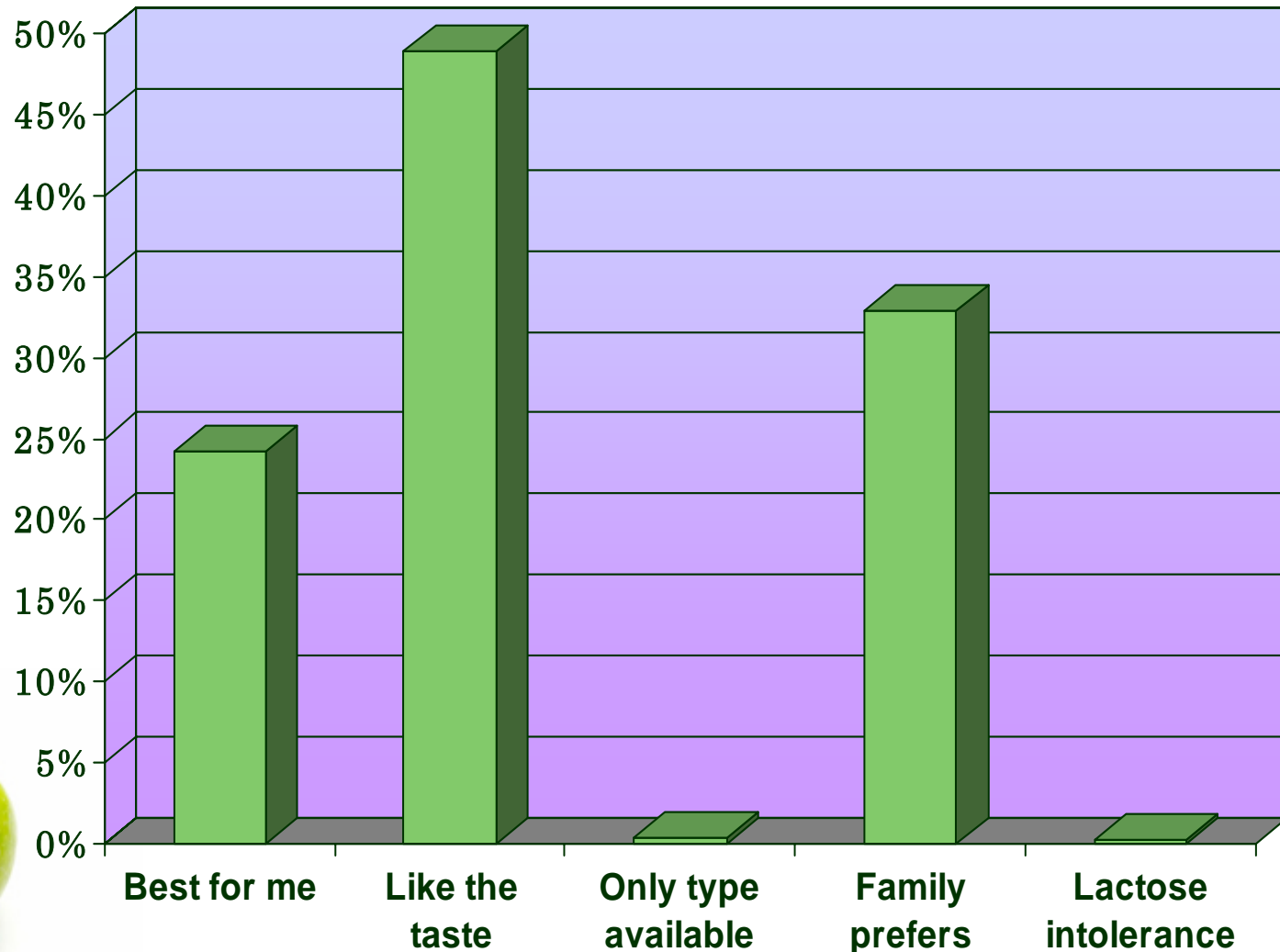
- Whole milk (41.1%)
- 2% (39.3%)
- 1% (7.5%)
- Skim (3.5%)
- Lactaid (1.8%)
- Soy (2.2%)

Choose this type because...

- Best for me (healthier) (50.1%)
- Like the taste (31.4%)
- My family prefers it (22.0%)



Reason for Choosing Whole Milk - Adult



Child Milk Consumption Trends

Type of milk

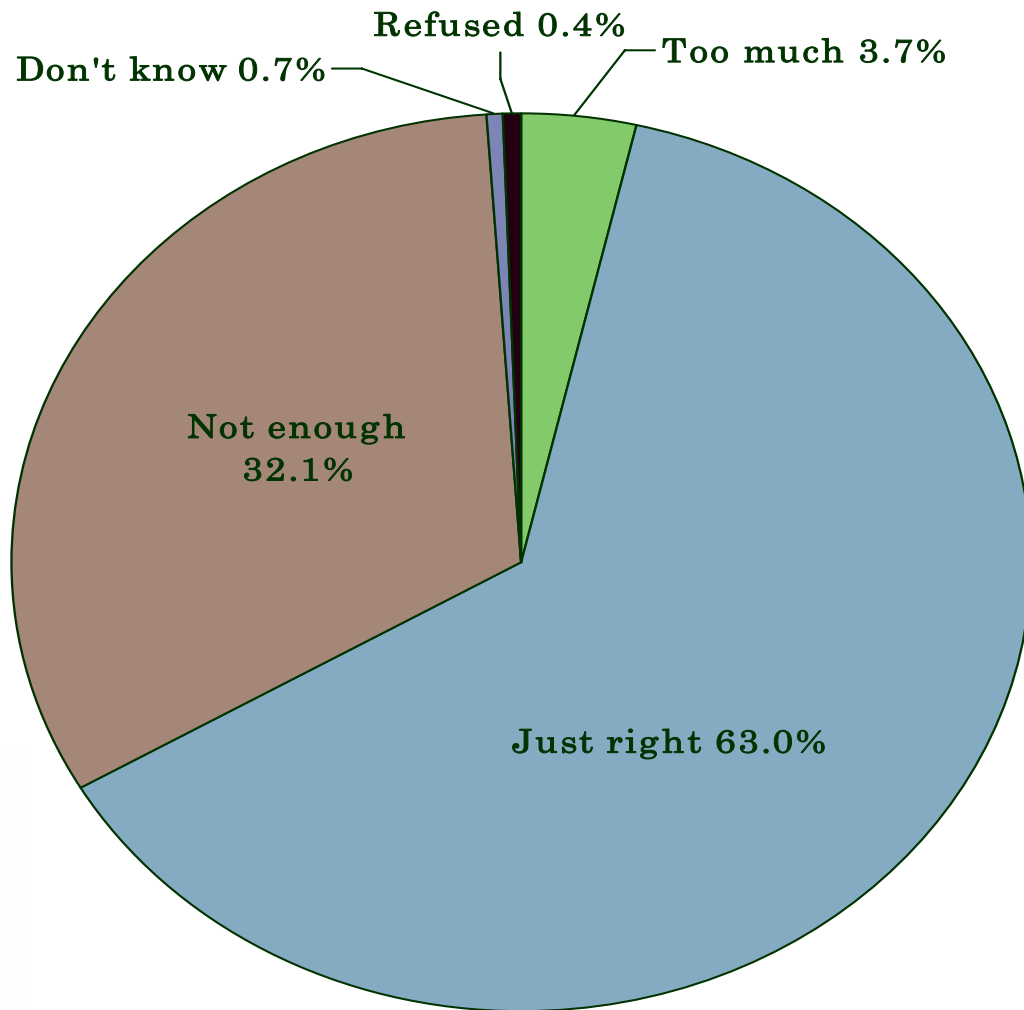
- Whole milk (52.1%)
- 2% (36.6%)
- 1% (5.5%)
- Skim (1.4%)
- Lactaid (1.6%)
- Soy (1.5%)

Choose this type because...

- Best for child (healthier) (64.4%)
- Child likes the taste (20.3%)
- My family prefers it (21.4%)



Opinion on Milk Quantity



Milk Preference Trends

When asked what they would do if they could only purchase lower fat milk with WIC checks, they responded that they would buy:

- 2% milk (77.7%)
- 1% milk (15.5%)
- Skim milk (5.6%)
- Whole milk with own money (7.4%)



Soy Milk Trends

Of those who ever purchase soy milk, they buy it:

- Only occasionally: 19%
- 1 qt/week: 8%
- ½ gal/week: 29%
- 1 gal/week: 21%
- 1-2 gal/week: 18%
- More than 2 gal/week: 5%

Type of soy milk purchased:

- Refrigerated soy milk: 86%
- Shelf-stable soy milk: 20%



Flavors of Soy Milk Purchased

Survey Language	Plain	Vanilla	Chocolate
English	55%	72%	18%
Spanish	60%	40%	20%
Chinese	86%	7%	3%
Vietnamese	92%	11%	0%



Reasons for Drinking Soy Milk

Adult

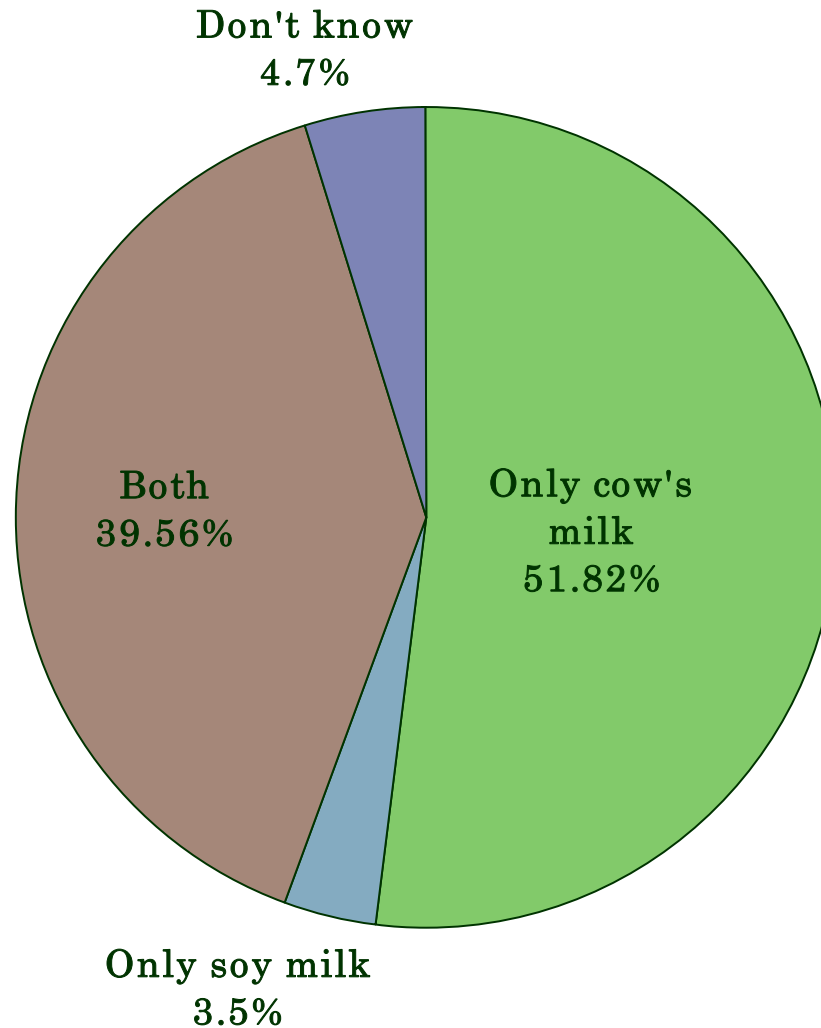
- Like the taste of soy milk: 53%
- Lactose intolerance: 30%
- It's good for health: 26%
- Doesn't like regular milk: 12%

Child

- Lactose intolerance: 45%
- It's good for health: 31%
- Likes the taste of soy milk: 24%
- Doesn't like regular milk: 7%
- Another person in the family drinks it: 3%



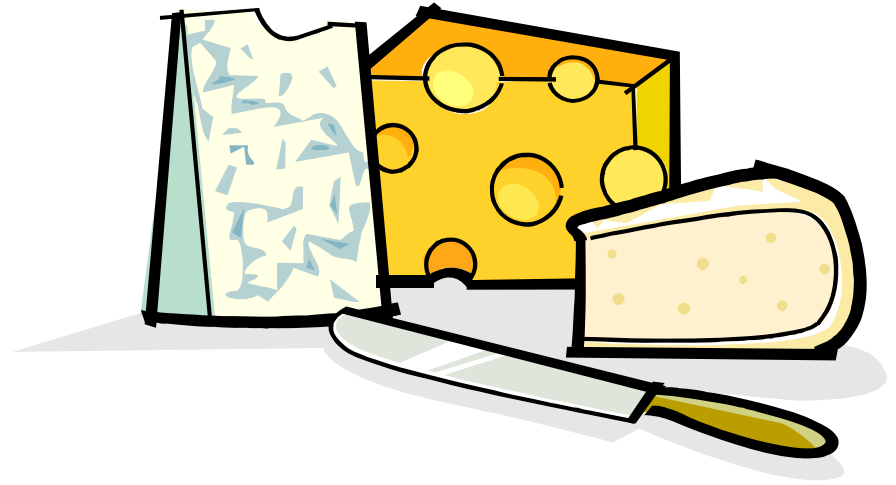
If WIC offered soy milk in place of all or some cow's milk they would buy...



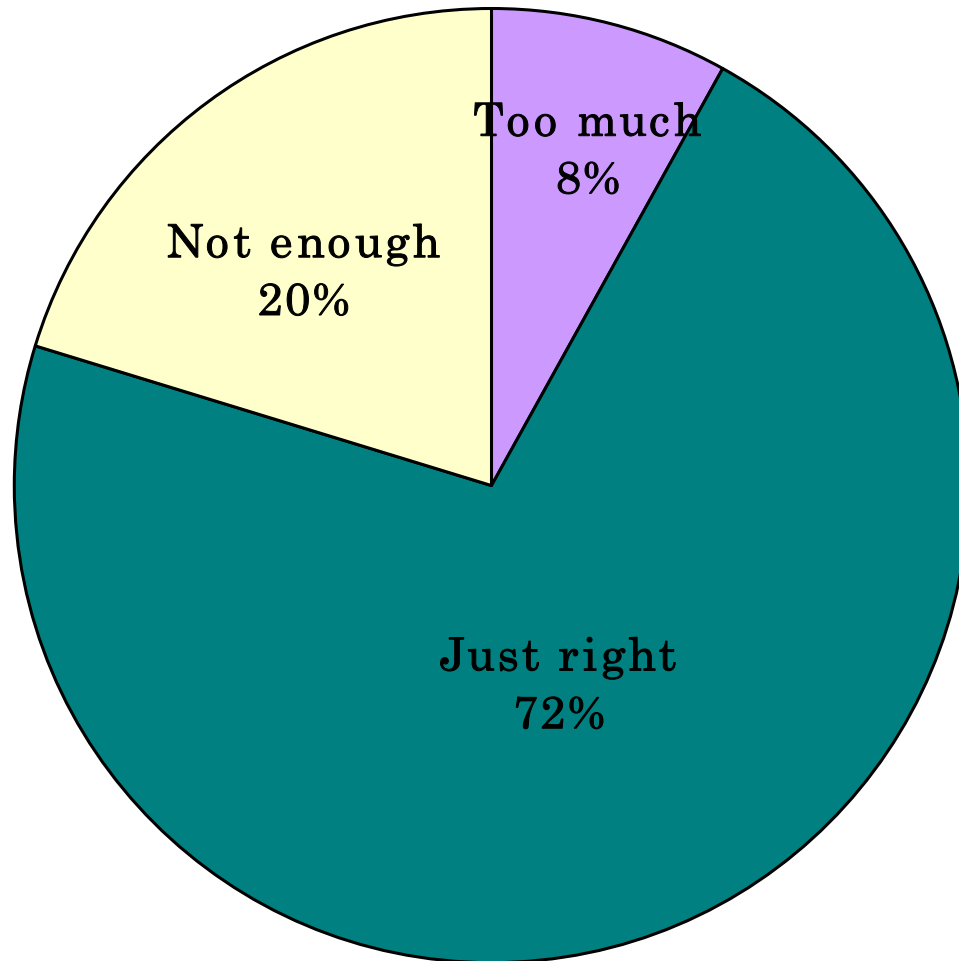
Cheese Trends

95% of participants ever eat cheese

- Spanish (99%)
- English (98%)
- Chinese (75%)
- Vietnamese (43%)



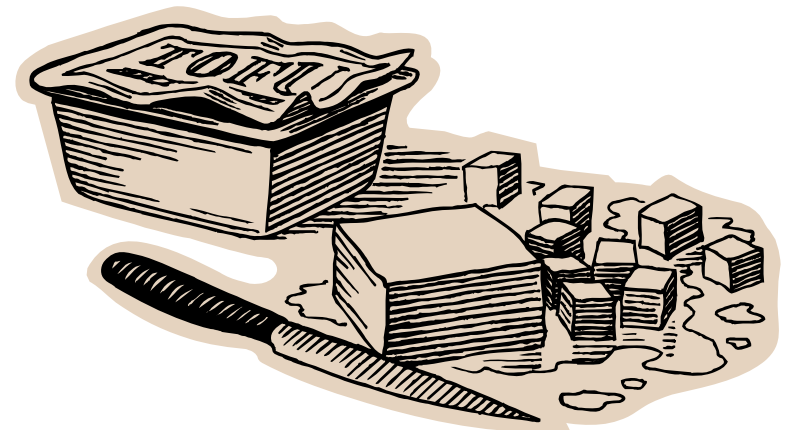
Opinion on Cheese Quantity



Tofu Trends

21% of participants ever buy tofu

- English (16%)
- Spanish (8%)
- Chinese (99%)
- Vietnamese (100%)



New Combo Check Opinions

Mostly cow's milk (73%) with...

- Cheese (49%)
- Soy milk and cheese (21%)
- Tofu, soymilk, and cheese (21%)
- Tofu and soy milk (5%)
- Tofu and cheese (4%)
- Soy milk (1%)

All cow's milk (15%)



New Combo Check Opinions cont.

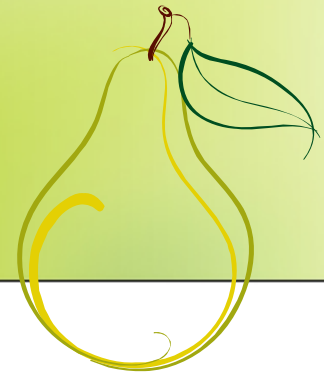
Mostly soy milk (10%) with...

- Cheese and cow's milk (22%)
- Tofu, cow's milk, and cheese (22%)
- Tofu and cow's milk (18%)
- Cheese (16%)
- Tofu and cheese (6%)
- Cow's milk (6%)

All soy milk (2%)



Fruit Purchasing Trends



- Most families buy fresh fruit weekly (88%)
- Most families rarely or never buy frozen fruit (86%)
- Most families rarely or never buy canned fruit (65%)
- Nearly 100% of families would use WIC checks to buy fresh fruits
- 60% of families would use WIC checks to buy canned fruits
- 47% of families would use WIC checks to buy frozen fruits



Vegetable Purchasing Trends

Most families buy fresh vegetables weekly (87%)

They buy canned vegetables

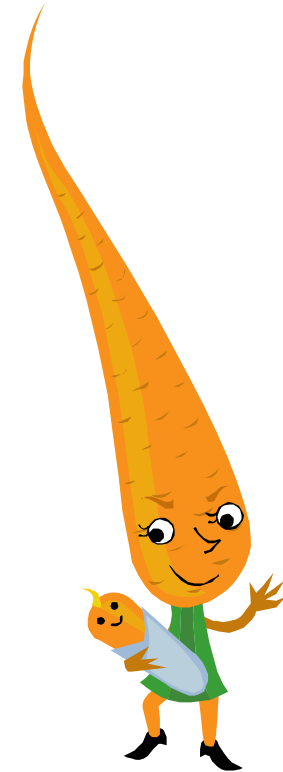
- Never (31%)
- Monthly (29%)
- Weekly (23%)
- Rarely (15%)

They buy frozen vegetables

- Never (44%)
- Monthly (24%)
- Weekly (17%)
- Rarely (15%)

They would use WIC checks to buy

- Fresh (99%)
- Canned (64%)
- Frozen (61%)



Children's Juice Consumption

- No juice 2%
- 1x per day 17%
- 2-3x per day 58%
- 4x per day 13%
- 5x per day 6%

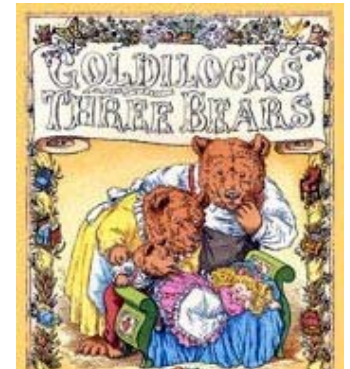
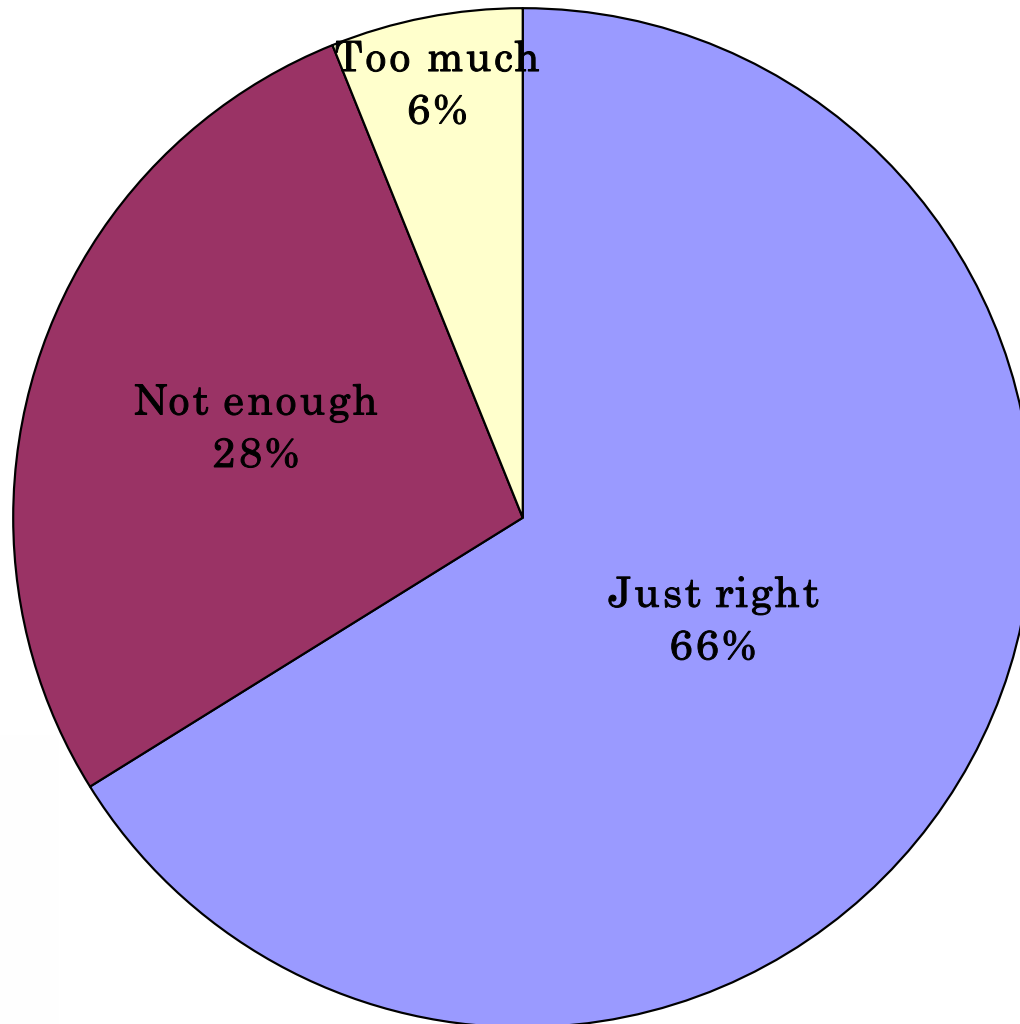


Typical Amount Per Serving

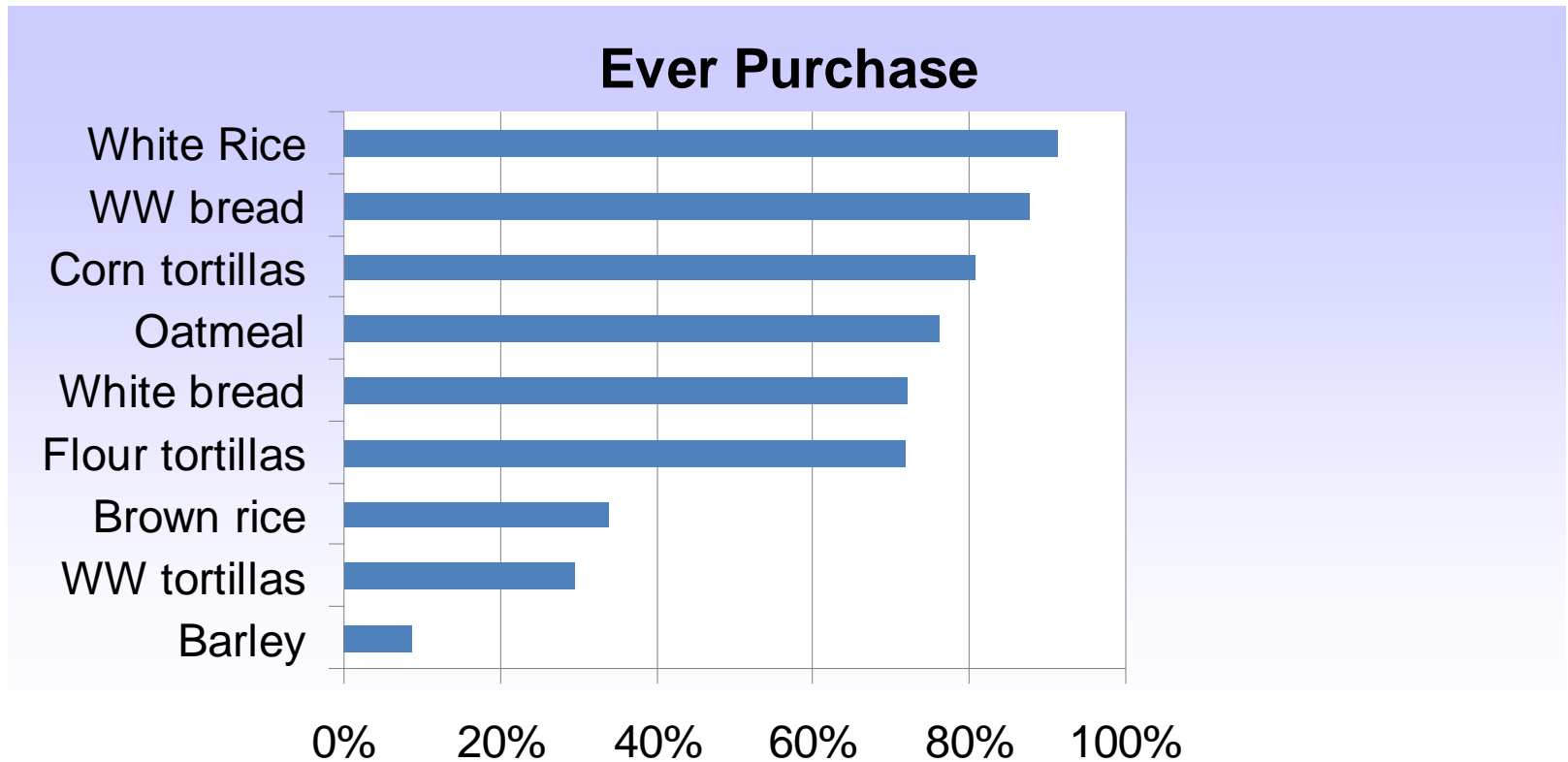
- Up to 4 oz. 43%
- 5-7 ozs. 27%
- 8-11 ozs. 26%



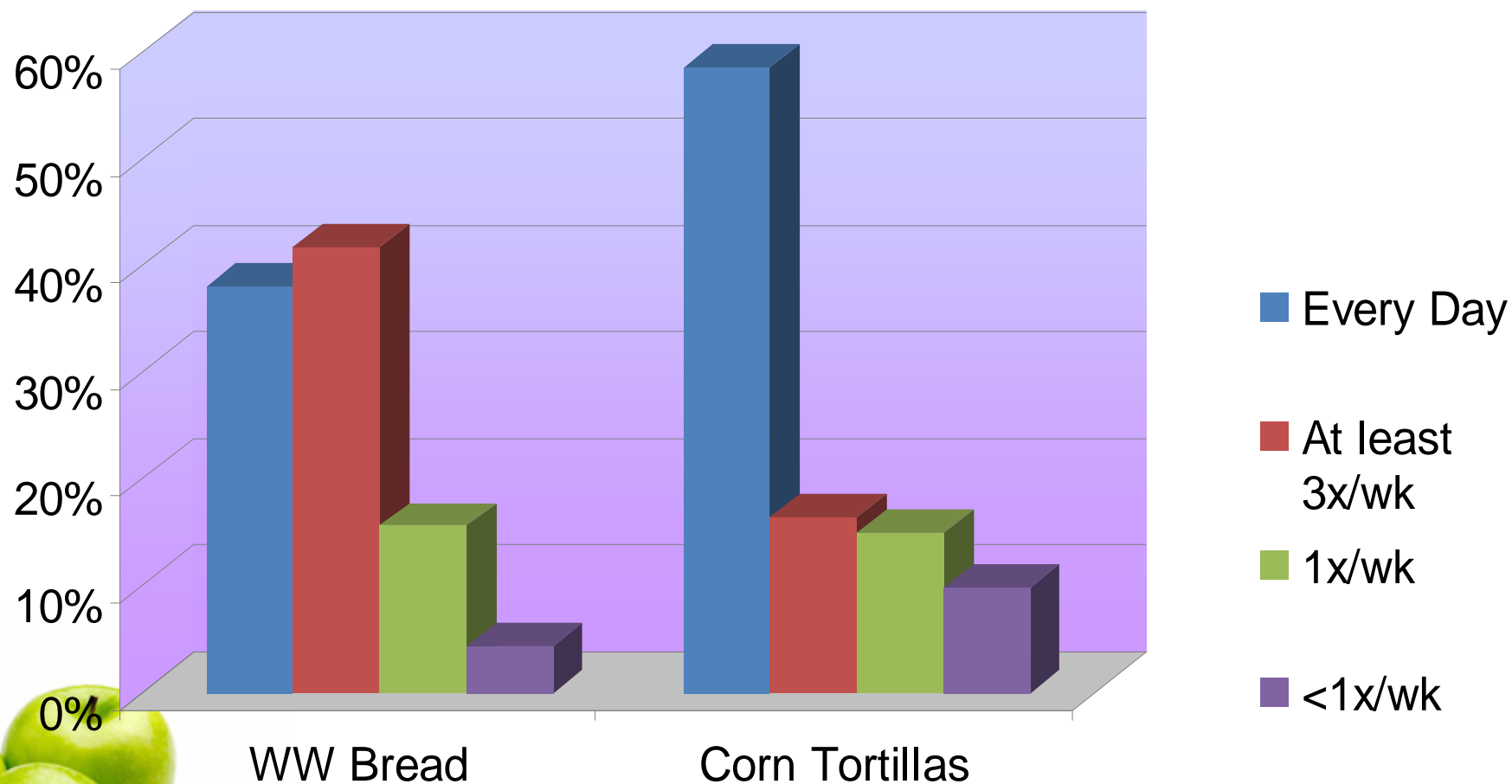
Opinion on Juice Quantity



Grain Purchasing Trends



Whole Grain Consumption Trends



Reasons Whole Grain Items Aren't Chosen

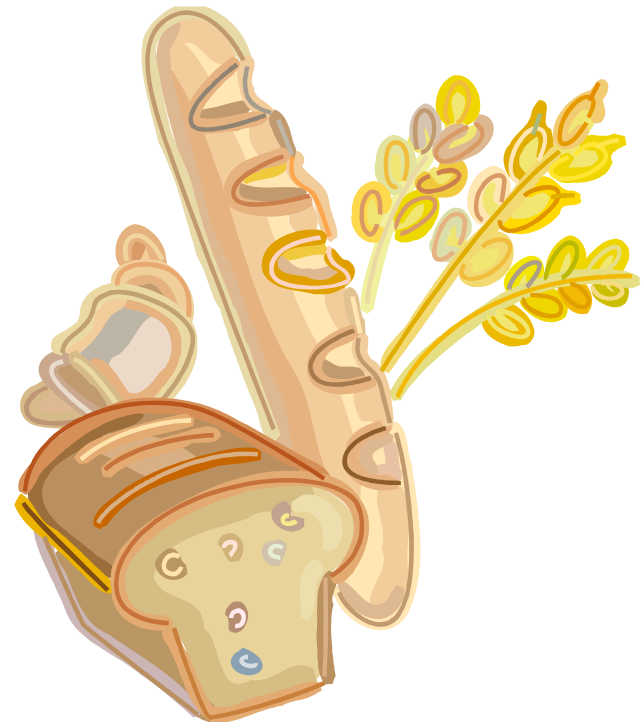
Reason	WW Bread	Corn Tortillas	WW Tortillas	Brown Rice
Don't know what they are	4.5%	18.5%	8.8%	3.6%
Never tasted	12.9%	14.4%	38.9%	39.7%
Don't like the taste	45.9%	34.6%	21.3%	19.8%
Family doesn't like it	28.5%	19.3%	16.3%	13.7%
No specific reason	10.8%	16.1%	13.6%	14.5%
Don't know how to cook it	-	-	-	6.0%
Make my own	-	0.5%	0.6%	



Whole Grains and WIC Checks

If WIC offered whole grain products, participants would use their checks to buy...

- Whole wheat bread (94.6%)
- Oatmeal (87.1%)
- Corn tortillas (83.8%)
- Brown rice (63.0%)
- Barley (22.4%)



Canned Beans Trends

Participants and their families reported consuming beans:

- Never (56.8%)
- Occasionally (15.2%)
- Often (15.5%)
- Rarely (12.4%)



Those who never consume canned beans don't because...

- They purchase dried (72.3%)
- Their family doesn't like them (33.8%)



Canned Beans and Brand Loyalty

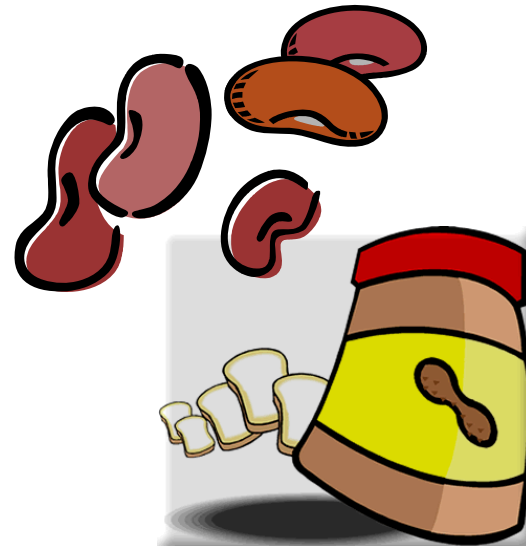
- 33.4% of participants have a favorite brand of canned beans.
- 83.6% of those individuals would purchase another brand if offered by WIC checks.



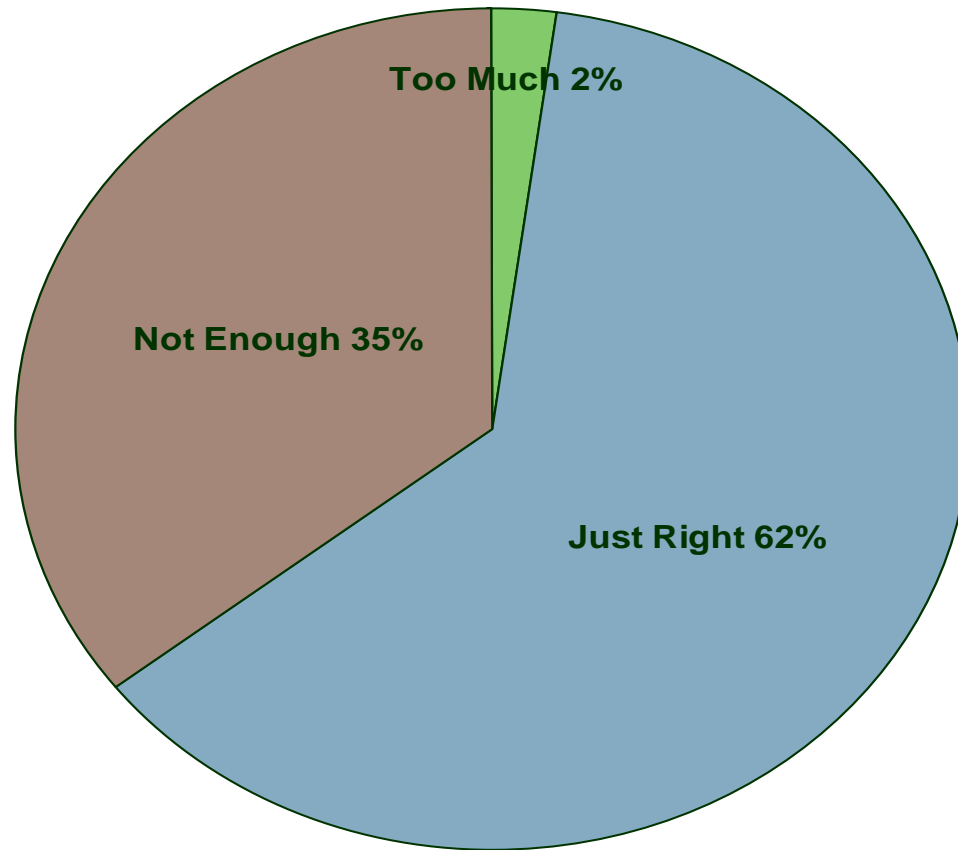
Beans and WIC Checks

If participants could create their own WIC checks with a combination of canned beans, dried beans, and peanut butter, they would choose:

- Dried beans (73.7%)
- Peanut butter (72.1%)
- Canned beans (37.2%)
- None (0.8%)
- Don't know (0.1%)



Opinions On Egg Quantity



Organic Foods Trends



33.7% ever buy organic foods

Opinions about organic foods

- 34.6% feel organic is better for them
- 27.8% don't know anything about organic foods
- 24.2% have no strong opinion about organic foods
- 12.5% feel organic foods are too expensive
- 6.2% feel organic is no different from regular
- Only 2.0% stated that WIC should offer organic foods



Education Trends

Preferred information format

- Handouts (53.5%)
- One-on-one contact (35.9%)
- Classes (35.6%)
- E-mail (12.3%)
- Internet (10.1%)
- Video (10.6%)
- Interactive computer programs (2.5%)



44.7% regularly access the internet outside of work



Access to Our Findings

- You can contact Erika.Trainer@cdph.ca.gov or Laurie.Green@cdph.ca.gov if you have any questions or to request more information about survey procedures or our findings.

