

2017 Texas WIC Nutrition Education Survey

Public Health Service Region 11 Report

(PHR 11 includes LA 003, 004, 005, 012, 013, 038, 051, and parts of LA 069)

June 2017

Summary

Purpose

The Texas WIC Nutrition Education Participant Survey, administered every two years, provides the state and local agencies with information about their clients to help agencies plan their nutrition offerings and assess client satisfaction with the WIC program services. The Participant Survey also provides support for WIC initiatives at the state level and descriptive data that is used to inform subsequent quantitative surveys and qualitative interviews. This report summarizes the data collected from Public Health Service Region (PHR 11) in Texas. PHR 11 includes LA 003, 004, 005, 012, 013, 038, 051, and parts of LA 069.

Methods

Data were collected from a convenience sample of current WIC participants across the state of Texas. Surveys were available in English or in Spanish during the month of February 2017. Clients could take the survey online for class credit or in the clinic on paper. PHR 11 data represent viewpoints of 319 clients who completed the online survey and 534 clients who answered the paper Scantron survey while at their WIC clinic. The survey contained five sections: opinions about WIC services, family meals and activities, WIC shopping experience, technology usage, and demographics.

Results

Demographics

The majority of PHR 11 respondents were mothers, were Hispanic ethnicity, and reported their race as white. Online respondents were more likely to speak Spanish, to have been on WIC less than one year, and to have less than a high school diploma; while in clinic respondents were more likely to speak English, to have been on WIC three or more years, and to have a high school diploma or GED. Over 67 percent of respondents had a child over 1 year old.

Opinions about WIC

The three most important WIC services as rated by WIC participants were food benefits, followed by nutrition information, and support received from WIC staff. Internet (web lessons), nutrition or health fairs, and physical activity sessions were rated as most valuable to participants; family-based classes and self-paced education at the clinic were next in preference.

Among the state agency's newly proposed ideas for nutrition education, fitness class and child-friendly playtime came in at the top of the list. The majority of participants (97 percent or more) agreed WIC offered classes in their language; however, only 91 percent of respondents reported that the "WIC clinic offered classes at times when I can attend," and only 83 to 90 percent felt that that the clinic "provided a choice of class topics."

Respondents gave the WIC clinic and the staff high marks (97% or greater in favor) for being friendly, welcoming, clean, relevant, and able to answer questions. Ninety-nine percent or more responded they would come back to WIC in the future and would recommend WIC to a friend.

The top challenges in the WIC process as rated by WIC participants were shopping for WIC foods, customer service at the grocery store, and wait time at the clinic.

Activities and Family Behaviors

Participants were asked to mark how often the following behaviors were true for them or for their family. The percentage selecting "almost always" is indicated below.

- Mealtime with my family is enjoyable. (93 to 95 percent)
- I prepare meals at home. (87 to 90 percent)
- My family sits down to eat meals together. (81 to 85 percent)
- I serve a fruit or vegetable at each meal. (59 to 69 percent)
- My child sees me as being physically active. (58 to 61 percent)
- I participate in physical activities with my child. (48 to 62 percent)
- My child helps prepare meals at home. (20 to 39 percent)

WIC participants ranked online recipes with WIC foods, short cooking videos showing how to prepare WIC foods, and online menu planning tools as online tools they would use if made available by WIC. They were also in

support (“very likely” to use) online health/nutrition videos from child nutrition experts and videos of moms sharing healthy tips.

WIC Shopping Experience

WIC participants reported that they would prefer to learn about changes in WIC foods (1) in the WIC approved foods guide, (2) to have staff go over the changes with them at the clinic, or (3) to learn about the changes via an online class. Take home DVD and store tour were rated in the bottom six methods of hearing about new foods.

Respondents also rated their main reasons for choosing one store over another to shop for WIC foods and the top challenges faced when shopping for WIC foods. Of most importance in deciding where to shop for WIC foods were: (1) the store has WIC foods clearly labeled and easy to find, (2) the store has better quality fruits and vegetables, and (3) the store has a good variety of food choices available for WIC. The most common reason participants have decided not to purchase a WIC food was confusion about brands or what foods are allowed. In addition, while shopping for WIC foods, 59 to 61 percent of WIC participants stated that they “selected the wrong item and were sent back for a different one at the checkout line” or “needed a WIC item that was not there or not available” (53 to 54 percent).

Technology Usage

WIC participants are using their cell phones more than any other device (i.e. computers, tablets, etc) to access the Internet; 86-87 percent have smartphones. The majority reported using text messaging and social media every day. While the majority of WIC participants do not use nutrition and health videos or online menu planning tools weekly, a much larger percentage stated they use online recipes and short cooking videos weekly.

TexasWIC.org, YourTexasBenefits.com, and BabyCenter.com were among the most popular websites visited by WIC participants.

Text message WIC appointment reminders, a phone app to help them locate WIC-approved foods, and scheduling WIC appointments online were the top three service enhancements of interest to that WIC participants, followed by text or e-mailing nutrition and infant feeding tips or text or e-mail dialogue with a WIC nutritionist or peer counselor.

For more detailed information on the survey responses, please proceed through the summary tables in this report.

Local Agency (LA) and Corresponding Public Health Service Region (PHR)

LA	PHR	# (%) of in clinic surveys per LA	LA	PHR	# (%) of in clinic surveys per LA
1	7	92 (2.8%)	44	8	20 (0.6%)
3	11	95 (2.9%)	46	6	20 (0.6%)
4	11	20 (0.6%)	48	6	194 (5.8%)
5	11	30 (0.9%)	49	8	20 (0.6%)
7	3	280 (8.4%)	51	11	20 (0.6%)
10	6	18 (0.5%)	53	8	20 (0.6%)
11	6	20 (0.6%)	54	3	150 (4.5%)
12	11	241 (7.2%)	56	2, 9	20 (0.6%)
13	11	90 (2.7%)	58	5	20 (0.6%)
17	6	81 (2.4%)	59	8	19 (0.6%)
19	8	20 (0.6%)	60	6	19 (0.6%)
20	1	20 (0.6%)	61	5	20 (0.6%)
21	2	20 (0.6%)	62	4	20 (0.6%)
22	2	25 (0.8%)	63	5	20 (0.6%)
24	8	20 (0.6%)	64	8	20 (0.6%)
26	6	239 (7.2%)	65	4	20 (0.6%)
27	1, 9, 10	95 (2.9%)	67	3	20 (0.6%)
28	10	19 (0.6%)	69	8, 11	20 (0.6%)
29	6	49 (1.5%)	70	6	6 (0.2%)
30	5	20 (0.6%)	71	3	32 (1.0%)
31	7	60 (1.8%)	73	8	44 (1.3%)
32	7	30 (0.9%)	74	2	20 (0.6%)
33	10	128 (3.8%)	76	1, 2, 3, 7	113 (3.7%)
34	2	20 (0.6%)	77	5, 6	139 (4.2%)
35	3	33 (1.0%)	89	8	20 (0.6%)
36	7, 8	30 (0.9%)	90	3	20 (0.6%)
37	8	11 (0.3%)	95	7, 8	20 (0.6%)
38	11	18 (0.5%)	100	1	25 (0.8%)
39	4	99 (3.0%)	105	7	20 (0.6%)
40	5	20 (0.6%)	107	7	20 (0.6%)
41	8	138 (4.2%)	108	4	20 (0.6%)
42	7	24 (0.7%)	110	7	20 (0.6%)
43	8	20 (0.6%)	126	7	19 (0.6%)

Number and Percent of Surveys by Public Health Service Region

PHR	Number of Surveys Online	Percent of Surveys Online	Number of Surveys In Clinic	Percent of Surveys In Clinic
1	35	2.1%	253	6.2%
2	20	1.2%	218	5.3%
3	246	14.7%	648	15.8%
4	22	1.3%	159	3.9%
5	56	3.3%	239	5.8%
6	486	29%	813	19.8%
7	142	8.5%	448	10.9%
8	201	12.0%	442	10.8%
9	62	3.7%	115	2.8%
10	88	5.2%	242	5.9%
11	319	19.0%	534	13.0%
Total	1677	100.0%	4111	100.0%

Information about the Clients Who Answered the Survey

What is the main language spoken in your home?

Main language spoken	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
English	145	45.5%	269	54.9%
Spanish	169	53.0%	220	44.9%
Other	5	1.6%	1	0.2%

During the past 5 years I have participated in WIC:

Length of participation in WIC	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Less than 1 year	123	38.6%	113	22.5%
1 to 2 years	85	26.6%	136	27.0%
3 or more years	111	34.8%	254	50.5%

How old are you?

Age	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Younger than 15	2	0.6%	4	0.8%
15-19	39	12.2%	28	5.5%
20-24	71	22.3%	145	28.5%
25-29	64	20.1%	145	28.5%
30-34	65	20.4%	99	19.4%
35 or older	78	24.5%	88	17.3%

What is the highest level of school you have finished?

Highest level of school completed	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Less than high school diploma	122	38.2%	151	29.8%
High school diploma or GED	88	27.6%	179	35.3%
Some college, no degree	62	19.4%	111	21.9%
Associate, Bachelors, or Graduate or Professional degree	47	14.7%	66	13.0%

Are you Hispanic or Latino?

Hispanic or Latino	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Yes	300	94.0%	450	94.3%
No	19	6.0%	27	5.7%

What is your race?

Race	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
White	229	71.8%	363	74.8%
Black or African American	2	0.6%	3	0.6%
Mixed race	35	11.0%	23	4.7%
Other	53	16.6%	96	19.8%

*A significant number of Hispanic, Latino, and Mexican-American participants chose the response option "other."

What is your parental status?

Parental status	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Pregnant	70	22.8%	80	15.4%
Breastfeeding	43	14.1%	71	13.8%
Caretaker of baby < 12 months old	126	39.9%	206	40.3%
Caretaker of child over 1 year old	210	67.7%	388	76.2%

How many children do you have?

Number of children	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
0	25	7.8%	12	2.3%
1	88	27.6%	155	30.1%
2	81	25.4%	147	28.5%
3 or more	125	39.2%	201	39.0%

What is your relationship to the child(ren) in WIC?

Relationship to child(ren) in WIC	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Mother	289	90.6%	488	95.1%
Father	3	0.9%	2	0.4%
Grandparent	2	0.6%	10	1.9%
Foster parent	1	0.3%	1	0.2%
Self, pregnant	22	6.9%	9	1.8%
Other	2	0.6%	3	0.6%

How many people live in your household?

Number of people living in household	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
1	4	1.3%	4	0.8%
2 – 4	177	55.5%	263	53.7%
5 – 7	128	40.1%	202	41.2%
8 or more	10	3.1%	21	4.3%

SECTION 1 describes participants' opinions about WIC and the services it offers.

How important are these WIC services to you?

Importance of this WIC service	Very important		Somewhat important		Not important	
	Online Survey	In clinic Survey	Online Survey	In clinic Survey	Online Survey	In clinic Survey
Food benefits	98.1%	97.1%	1.6%	2.9%	0.3%	0.0%
Nutrition information	95.3%	95.2%	4.7%	4.6%	0.0%	0.2%
Support received from WIC staff	90.0%	91.5%	10.0%	7.9%	0.0%	0.6%
Learning about community resources (referrals)	75.7%	74.3%	24.3%	24.4%	0.0%	1.4%
Talking to other caregivers	64.7%	65.6%	32.0%	29.6%	3.3%	4.8%
Breastfeeding information*	78.4%	73.5%	16.8%	16.3%	4.9%	10.2%

*For 16% of participants, breastfeeding information was "not applicable."

What kind of nutrition education would you find valuable?

Value of this type of nutrition education	Very valuable		Somewhat valuable		Not of value to me	
	Online Survey	In clinic Survey	Online Survey	In clinic Survey	Online Survey	In clinic Survey
Internet (web lesson)	89.7%	70.4%	9.4%	22.9%	0.9%	6.7%
Nutrition/health fair	78.7%	78.5%	18.8%	19.4%	2.5%	2.1%
Physical activity session	73.7%	77.6%	20.7%	18.7%	5.6%	3.7%
Family-based class (story time, music, play)	71.2%	73.3%	23.5%	22.3%	5.3%	4.5%
Self-paced at clinic	70.5%	72.9%	25.4%	24.2%	4.1%	2.9%
Cooking demonstration	69.0%	69.9%	24.5%	24.1%	6.6%	6.0%
Group session at WIC	57.4%	61.1%	29.5%	30.9%	13.2%	7.9%
Gardening session	43.3%	44.1%	36.4%	35.0%	20.4%	20.9%

Online Survey Respondents Only

- **Have you recently taken a class on TexasWIC.org? 57% yes**
- **I would recommend the online WIC nutrition classes to a friend if she was on WIC. 98% agree to strongly agree**
- **87 percent said the content covered in the online nutrition class was “just right.”**
- **After taking the online class:**
 - **I learned something new (44%)**
 - **I feel inspired to make a change for myself and/or my family (17%)**
 - **Both (39%)**

If WIC could provide more opportunities to meet with other moms at your clinic visit, how interested would you be in the following?

Level of interest	Very interested		Somewhat interested		Not interested	
	Online Survey	In clinic Survey	Online Survey	In clinic Survey	Online Survey	In clinic Survey
Fitness class	70.8%	71.8%	22.3%	22.0%	6.9%	6.2%
Child-friendly play time	64.3%	74.3%	30.7%	20.5%	5.0%	5.2%
Story time at the WIC clinic	46.1%	52.0%	39.8%	37.5%	14.1%	10.5%
Mommy meet-up groups	44.2%	54.4%	36.7%	34.6%	19.1%	11.1%
Clothing or toy swap	45.8%	46.7%	37.0%	37.2%	17.2%	16.1%

How well does WIC meet your needs on the following?

How well does WIC meet your needs	Great		Okay		Not so great	
	Online Survey	In clinic Survey	Online Survey	In clinic Survey	Online Survey	In clinic Survey
Teaching me about healthy food choices	88.3%	90.2%	11.7%	9.7%	0.0%	0.2%
Learning how to feed my family	86.5%	88.2%	13.5%	11.6%	0.0%	0.2%
Learning how to shop for WIC foods	81.1%	87.1%	18.3%	12.1%	0.6%	0.8%
Learning how to prepare/cook WIC foods	73.8%	82.0%	24.9%	15.7%	1.3%	2.3%
Learning how to breastfeed my baby*	73.4%	73.3%	24.2%	20.4%	2.3%	***
Providing support to breastfeed my baby longer**	70.4%	71.6%	26.1%	22.4%	3.6%	***
Helping me connect and share ideas with other parents	50.0%	55.3%	44.7%	36.4%	5.2%	8.3%

*For 19.7% of participants, "learning how to breastfeed my baby" was "not applicable."

**For 20.7% of participants, "providing support to breastfeed my baby longer" was "not applicable."

***Data for this response is unavailable.

My WIC clinic offers nutrition education...

Offering nutrition education in my language, at times I can attend, and with a choice of topics*	Yes		Sometimes		No	
	Online Survey	In clinic Survey	Online Survey	In clinic Survey	Online Survey	In clinic Survey
In my language	99.0%	97.7%	0.3%	1.7%	0.6%	0.6%
At times when I can attend	91.2%	90.9%	7.2%	7.8%	1.6%	1.4%
With a choice of topics I can choose from	90.3%	82.6%	7.1%	13.5%	2.6%	3.9%

Think about the WIC sessions you have attended, and answer the questions below based on your experiences.

Answer the questions based on your experiences at WIC sessions	Percent who marked "yes"	
	Online survey	In clinic survey
I would come back to WIC in the future.	99.7%	99.4%
I would recommend WIC to a friend.	99.7%	99.4%
WIC staff were friendly.	99.0%	99.2%
WIC clinic was clean.	99.4%	99.6%
WIC appointment was offered at a good time of day.	97.5%	99.0%
WIC staff provided relevant and helpful information	98.7%	98.4%
When I had a question about nutrition, WIC staff could answer it.	98.7%	98.5%
WIC clinic atmosphere was welcoming.	96.8%	98.7%
When I left WIC, I felt like a great mom.	96.4%	97.9%
When I had a question about breastfeeding, WIC staff could answer it.*	98.9%	94.4%
WIC clinic had things for my child to do while waiting.	89.1%	96.3%

*For 14.7% of participants, the response to this question was "not applicable." 98.9% reflects those who agreed and breastfeeding was applicable.

Please rate the following experiences:

Rate the following experiences	Needs improvement		Ok		Great	
	Online survey	In clinic survey	Online survey	In clinic survey	Online survey	In clinic survey
Shopping for WIC foods	16.6%	2.5%	39.8%	17.0%	43.6%	80.5%
Customer service at the grocery store	11.0%	5.2%	48.3%	29.1%	40.8%	65.7%
Total wait time at the clinic	12.5%	2.9%	51.4%	34.0%	36.1%	63.1%
Customer service at the WIC clinic	4.4%	0.6%	29.5%	9.7%	66.1%	89.7%
Options available for nutrition education	3.8%	0.8%	44.2%	17.0%	52.0%	82.2%
Application process	4.4%	1.2%	42.3%	20.0%	53.3%	78.9%

SECTION 2 asks about family meals and select healthy lifestyle activities.

Please mark how often these items are true for you.

Mark how often these items are true for you	Almost always		Sometimes		Almost never	
	Online Survey	In clinic Survey	Online Survey	In clinic Survey	Online Survey	In clinic Survey
Mealtimes with my family are enjoyable.	95.0%	92.6%	4.4%	6.8%	0.6%	0.6%
I prepare meals at home.	86.5%	90.2%	12.5%	9.4%	0.9%	0.4%
My family sits down to eat meals together.	81.2%	85.0%	18.2%	14.2%	0.6%	0.8%
I serve a fruit or vegetable at each meal.	58.9%	68.8%	39.8%	29.2%	1.3%	1.9%
My child sees me being physically active.	58.0%	61.4%	37.6%	35.7%	4.4%	2.9%
I participate in physical activities with my child.	48.0%	61.6%	46.4%	34.7%	5.6%	3.7%
I let my child help prepare foods.	20.4%	39.1%	49.2%	38.3%	30.4%	22.7%

How likely are you to use these online tools if they were made available?

Likelihood to use these online tools	Very likely		Somewhat likely		Not at all likely	
	Online Survey	In clinic Survey	Online Survey	In clinic Survey	Online Survey	In clinic Survey
Online recipes made with WIC foods	79.0%	72.4%	18.7%	24.1%	2.3%	3.6%
Short cooking videos showing how to prepare WIC foods	74.5%	68.4%	23.2%	28.0%	2.3%	3.5%
Online menu planning tools	72.8%	68.9%	24.9%	26.1%	2.3%	5.0%
Videos with experts talking about common child nutrition concerns	71.1%	68.5%	25.0%	27.2%	3.9%	4.3%
Videos of moms sharing healthy tips	68.5%	67.3%	26.7%	29.3%	4.8%	3.4%

(Excludes participants who stated they do not use online tools.)

SECTION 3 asks about the WIC shopping experience.

If WIC made changes to the WIC foods, how would you like to learn about them? (Select top 3 choices)

How would you like to learn about changes to WIC foods	Percent marking "yes" Online Survey	Percent marking "yes" In clinic Survey
WIC approved foods guide	61.1%	71.5%
Have staff go over the changes with me at the clinic	52.4%	58.6%
Online class (computer or mobile device)	47.0%	50.4%
Online video	27.0%	25.5%
Take home DVD	14.1%	21.5%
Go on a store tour	18.5%	24.0%

(The following four tables exclude participants who stated they have not shopped for WIC foods.)

Where do you shop for WIC foods? (Mark all that apply)

Where do you shop for WIC foods	Percent Online Survey	Percent In clinic Survey
HEB	89.0%	90.1%
Walmart	54.9%	56.0%
WIC Only Stores	36.4%	35.4%
Grocery Services	4.4%	3.2%
Fiesta Mart	1.9%	1.1%
Lowes	1.6%	2.6%
None of the above	1.3%	0.7%
Kroger's	0.6%	0.0%
Brookshire	0.6%	0.2%
Albertsons	0.6%	0.0%
United	0.9%	1.7%

If you have the option to shop at more than one grocery store, how important are the following when deciding where to shop for WIC foods?

Importance when deciding where to shop for WIC foods	Very important		Somewhat important		Not important	
	Online Survey	In clinic Survey	Online Survey	In clinic Survey	Online Survey	In clinic Survey
The store has WIC foods clearly labeled and easy to find.	94.7%	93.0%	4.7%	6.7%	0.6%	0.4%
The store has better quality fruits and vegetables.	94.0%	93.2%	5.0%	6.4%	0.9%	0.4%
The store has a good variety of food choices available for WIC.	94.0%	91.7%	5.0%	8.2%	0.9%	0.2%
The store's distance from home or work.	76.5%	75.1%	18.5%	19.3%	5.0%	5.6%
The store has staff available to help me find WIC foods if I need help.	79.0%	82.6%	18.2%	15.0%	2.8%	2.3%
The store has a good selection of the non-WIC items I need.	76.8%	75.1%	19.1%	21.2%	4.1%	3.7%
The store is easy to get in and out of (parking, aisles, checkout, etc).	71.8%	73.7%	24.5%	22.9%	3.8%	3.3%
The store has a kiosk or place where I can check my WIC shopping list.	73.4%	71.7%	19.4%	21.4%	7.2%	6.8%

Are any of the following reasons you have decided NOT to purchase a WIC food? (Mark all that apply)

Reason you decided NOT to purchase a WIC food	Percent Online Survey	Percent In clinic Survey
Confusion about brands or what foods are allowed	54.9%	49.8%
Confusion about signs and labels	37.9%	30.0%
Store didn't have a WIC food I needed	28.8%	30.7%
None of the above	29.5%	27.2%

Reason you decided NOT to purchase a WIC food	Percent Online Survey	Percent In clinic Survey
Item did not scan	12.2%	15.0%
Poor customer service at the store	7.8%	9.0%
I did not want an item	4.7%	6.2%
Time it took to shop for WIC foods was too long	9.7%	4.5%
I didn't know how to prepare the food	1.9%	1.3%

In the last 3 months, have any of the following things happened to you when shopping for your WIC foods?

Happened when shopping for WIC foods	Percent Online Survey	Percent In clinic Survey
Selected the wrong item and was sent back to get a different item once you reached the checkout lane.	58.8%	61.3%
Needed a WIC item that was not there or not available	53.8%	52.8%
Forgot to bring the WIC shopping guide to the store	34.0%	34.6%
Selected a fruit or vegetable that would not scan	33.3%	37.6%
Felt uncomfortable in the checkout line	13.7%	14.6%
Felt uncomfortable shopping for WIC items	6.3%	7.4%

SECTION 4 is about technology use.

How often do you use these devices to access the Internet?

Frequency of use of these devices to access the Internet	Most days		Occasionally		Never	
	Online survey	In clinic survey	Online survey	In clinic survey	Online survey	In clinic survey
Cell phone (including smartphones)	63.3%	77.2%	32.6%	18.3%	4.1%	4.5%
Desktop or laptop computer	19.1%	28.1%	48.3%	43.8%	32.6%	28.1%
Tablet computer (iPad, Google table, Kindle, Nook)	12.9%	31.7%	39.8%	31.7%	47.3%	36.6%
Other Internet device (iPod, Xbox, smart TV)	10.3%	18.6%	27.0%	25.9%	62.7%	55.5%

Some cell phones are called “smartphones” because of certain features they have, such as Internet access. Is your cell phone a smartphone, such as an Android, iPhone, Blackberry, or Windows phone?

Is your cell phone a smartphone	Percent Online Survey	Percent In clinic Survey
Yes	87.1%	86.1%
No	9.4%	10.0%
Don't know	2.2%	2.4%
No cell phone	1.3%	1.6%

How often do you use the following technology?

How often do you use the following technology	Every day		Occasionally		Never	
	Online survey	In clinic survey	Online survey	In clinic survey	Online survey	In clinic survey
Text messaging or texting	59.9%	73.0%	36.4%	24.3%	3.8%	2.7%
Social media sites	44.5%	53.7%	42.0%	34.8%	13.5%	11.4%
E-mail	27.0%	40.8%	53.0%	40.4%	20.1%	18.9%
Smartphone app	24.5%	43.6%	49.5%	34.0%	26.0%	22.4%
YouTube or other online videos	23.8%	35.2%	58.0%	49.9%	18.2%	14.9%

How often do you use the following technology	Every day		Occasionally		Never	
	Online survey	In clinic survey	Online survey	In clinic survey	Online survey	In clinic survey
Video streaming (Netflix, Hulu, Amazon Prime)	14.4%	24.4%	30.7%	31.3%	54.9%	44.3%
iTunes or other music storage site	6.6%	15.9%	36.1%	34.8%	57.4%	49.3%
Webcam, Skype, or Facetime	3.8%	17.6%	30.1%	36.9%	66.1%	45.6%

Which of these do you currently view or use at least once a week? (Mark all that apply)

Which of these do you currently use at least once a week	Percent Online Survey	Percent In clinic Survey
Online recipes	55.2%	54.7%
Short cooking videos	46.1%	47.8%
Videos of moms sharing healthy tips	22.9%	23.6%
Videos with experts talking about child nutrition	19.4%	16.9%
Online menu planning tools	16.9%	10.7%
None of the above	20.7%	*

*Data for this response is unavailable.

Have you visited any of the following website for information? (Mark all that apply)

Websites visited for information	Percent Online Survey	Percent In clinic Survey
TexasWIC.org	63.3%	51.7%
YourTexasBenefits.com	53.9%	49.4%
BabyCenter.com	30.1%	25.7%
None of the above	15.7%	*
HealthyChildren.org	4.4%	5.2%
Breastmilkcounts.com	*	6.4%
Text4Baby.org	*	3.4%
SomedayStartsNow.com	0.0%	0.0%

*Data for this response is unavailable.

I would be interested in:

I would be interested in:	Percent Online Survey	Percent In clinic Survey
Receiving a text message to remind me of my upcoming WIC appointment	87.1%	86.7%*
Using a phone app that would help you shop for WIC-approved foods	75.5%	77.9%
Scheduling your WIC appointments online	70.2%	70.0%
Receiving an e-mail message to remind me of my upcoming WIC appointment	63.6%	6.8%*
Receiving nutrition and infant feeding tips via text message	58.3%	44.8%**
Receiving nutrition and infant feeding tips via e-mail	55.5%	27.1%**
Texting my questions to a WIC nutritionist or breastfeeding peer counselor	55.5%	46.2%***
Emailing my questions to a WIC nutritionist or breastfeeding peer counselor	48.3%	24.2%***
Using a live chat box to talk to a WIC nutritionist or breastfeeding peer counselor	40.4%	45.1%
Connecting with WIC on Facebook	48.9%	51.1%
Connecting with WIC on other social media sites (Twitter, Pinterest, Snapchat, Instagram)	25.2%	29.8%
Using video chat (webcam, Skype, FaceTime) to talk to a WIC nutritionist or breastfeeding peer counselor	20.1%	28.6%

*, **, *** On the paper in clinic survey, participants chose either text, e-mail, or neither, but could not mark both text and e-mail. This was edited in the online survey where participants could select they wanted text, email, both, or neither for the items. When having to choose between either text or email, but not both, clients preferred text message over email for all three: appointment reminders, tips, and questions.