

2017 Texas WIC Nutrition Education Survey

Public Health Service Region 4 Report

(PHR 4 includes LA 039, 062, 065, and 108)

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 4) in Texas. PHR 4 includes LA 039, 062, 065, and 108.

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 4 data represent viewpoints of 22 clients who completed the online survey and 159 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

Online survey respondents most frequently reported being on WIC less than one year, were more likely to speak English, were older mothers, and had slightly higher education levels than in clinic survey respondents. In clinic survey respondents were more likely to be on the program three or more years. Over 77 percent of respondents had a child over 1 year old and 3 or more total children.

For both online and in clinic survey respondents the majority of WIC participants were mothers, were of non-Hispanic ethnicity, and had completed high school with a diploma or GED. Fifty-seven to 64 percent selected “White” and 18 to 25 percent selected “Black or African American” for their race.

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), physical activity sessions, self-paced education at the clinic, and family-based classes or nutrition/health fairs were the most valued forms of nutrition education reported by WIC participants. 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 (>93 percent) of participants agreed WIC offered classes in their language; however, only 88 to 90 percent of respondents reported the “WIC clinic offered classes at times when I can attend,” and only 79 percent of in clinic respondents agreed that the clinic “provides a choice of class topics.”

Respondents gave the WIC clinic and the staff high marks (95% or greater in favor) for being friendly, welcoming, clean, and able to answer questions. Ninety-six percent or more responded they would come back to WIC in the future and would recommend WIC to a friend.

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

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. (90 to 96 percent)
- I prepare meals at home. (89 to 96 percent)
- My family sits down to eat meals together. (79 to 91 percent)
- I serve a fruit or vegetable at each meal. (68 to 71 percent)
- My child sees me as being physically active. (55 to 59 percent)
- I participate in physical activities with my child. (55 to 63 percent)
- My child helps prepare meals at home. (18 to 38 percent)

WIC participants ranked short cooking videos, online recipes with 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 credible moms.

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. Over 91 percent of WIC participants stated it was “very important” to them that the store they shop at has WIC foods clearly labeled and easy to find and that the store has better quality fruits and vegetables. The number one reason participants have decided not to purchase a WIC food was confusion about brands or what foods are allowed (over 54% of WIC participants have experienced this issue). In addition, while shopping for WIC foods, 73 percent of WIC participants stated that they selected the wrong item and were sent back for a different one at the checkout line at least once in the last 3 months.

Technology Usage

WIC participants are using their cell phones more than any other device (i.e. computers, tablets, etc) to access the Internet; 88-96 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.

YourTexasBenefits.com, TexasWIC.org, 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	20	90.9%	116	78.4%
Spanish	2	9.1%	32	21.6%
Other	0	0.0%	0	0.0%

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	10	45.5%	36	23.1%
1 to 2 years	8	36.4%	55	35.3%
3 or more years	4	18.2%	65	41.7%

How old are you?

Age	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Younger than 15	0	0.0%	0	0.0%
15-19	1	4.5%	13	8.4%
20-24	6	27.3%	44	28.6%
25-29	2	9.1%	39	25.3%
30-34	4	18.2%	38	24.7%
35 or older	9	40.9%	20	13.0%

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	0	0.0%	32	20.8%
High school diploma or GED	14	63.6%	54	35.1%
Some college, no degree	6	27.3%	49	31.8%
Associate, Bachelors, or Graduate or Professional degree	2	9.1%	19	12.3%

Are you Hispanic or Latino?

Hispanic or Latino	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Yes	4	18.2%	47	34.1%
No	18	81.8%	91	65.9%

What is your race?

Race	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
White	14	63.6%	83	56.8%
Black or African American	4	18.2%	36	24.7%
Mixed race	2	9.1%	3	2.1%
Other	2	9.1%	24	16.4%

*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	2	10.0%	26	16.6%
Breastfeeding	2	9.5%	23	14.8%
Caretaker of baby < 12 months old	11	52.4%	78	50.3%
Caretaker of child over 1 year old	18	85.7%	116	76.8%

How many children do you have?

Number of children	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
0	1	4.5%	4	2.6%
1	6	27.3%	49	32.2%
2	7	31.8%	45	29.6%
3 or more	8	36.4%	54	35.5%

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	17	77.3%	148	96.1%
Father	0	0.0%	0	0.0%
Grandparent	2	9.1%	2	1.3%
Foster parent	1	4.5%	1	0.6%
Self, pregnant	1	4.5%	1	0.6%
Other	1	4.5%	2	1.3%

How many people live in your household?

Number of people living in household	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
1	0	0.0%	2	1.4%
2 – 4	14	63.6%	91	61.5%
5 – 7	6	27.3%	48	32.4%
8 or more	2	9.1%	7	4.7%

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	100.0%	97.5%	0.0%	1.9%	0.0%	0.6%
Nutrition information	77.3%	88.6%	13.6%	10.1%	9.1%	1.3%
Support received from WIC staff	76.2%	85.2%	19.0%	14.2%	4.8%	0.6%
Learning about community resources (referrals)	57.1%	60.1%	33.3%	35.3%	9.5%	4.6%
Talking to other caregivers	55.0%	60.8%	30.0%	30.4%	15.0%	8.9%
Breastfeeding information*	30.8%	54.1%	53.8%	20.4%	15.4%	25.5%

*For 40.9% 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)	77.3%	54.5%	18.2%	31.4%	4.5%	14.1%
Physical activity session	54.5%	65.6%	36.4%	24.0%	9.1%	10.4%
Self-paced at clinic	54.5%	59.4%	31.8%	33.5%	13.6%	7.1%
Family-based class (story time, music, play)	54.5%	53.2%	36.4%	34.0%	9.1%	12.8%
Nutrition/health fair	54.5%	52.9%	31.8%	35.7%	13.6%	11.5%
Cooking demonstration	50.0%	50.6%	36.4%	30.4%	13.6%	19.0%
Gardening session	40.9%	31.6%	31.8%	41.3%	27.3%	27.1%
Group session at WIC	31.8%	33.3%	31.8%	46.5%	36.4%	20.1%

Online Survey Respondents Only

- **Have you recently taken a class on TexasWIC.org? 50% yes**
- **I would recommend the online WIC nutrition classes to a friend if she was on WIC. 90.9% agree to strongly agree**
- **100 percent said the content covered in the online nutrition class was “just right.”**
- **After taking the online class:**
 - **I learned something new (36.4%)**
 - **I feel inspired to make a change for myself and/or my family (18.2%)**
 - **Both (45.5%)**

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	45.5%	64.3%	36.4%	27.3%	18.2%	8.4%
Child-friendly play time	40.9%	61.7%	45.5%	28.6%	13.6%	9.7%
Clothing or toy swap	45.5%	47.7%	36.4%	35.3%	18.2%	17.0%
Story time at the WIC clinic	27.3%	36.3%	50.0%	38.2%	22.7%	25.5%
Mommy meet-up groups	31.8%	37.4%	40.9%	39.4%	27.3%	23.2%

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	81.8%	87.8%	18.2%	12.2%	0.0%	0.0%
Learning how to feed my family	68.2%	84.0%	27.3%	12.8%	4.5%	3.2%
Learning how to shop for WIC foods	72.7%	83.3%	22.7%	14.7%	4.5%	1.9%
Learning how to prepare/cook WIC foods	70.0%	67.5%	20.0%	27.4%	10.0%	5.1%
Learning how to breastfeed my baby*	72.7%	61.7%	27.3%	26.6%	0.0%	***
Providing support to breastfeed my baby longer**	66.6%	61.0%	33.3%	25.3%	0.0%	***
Helping me connect and share ideas with other parents	33.3%	46.2%	44.4%	37.2%	22.2%	16.7%

*For 50% of participants, "learning how to breastfeed my baby" was "not applicable."

**For 45.5% 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	95.5%	92.9%	0.0%	5.2%	4.5%	1.9%
At times when I can attend	89.5%	87.7%	5.3%	8.4%	5.3%	3.9%
With a choice of topics I can choose from	95.2%	78.7%	0.0%	14.8%	4.5%	6.5%

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.	95.5%	99.3%
I would recommend WIC to a friend.	95.5%	99.3%
WIC staff were friendly.	95.5%	98.7%
WIC clinic was clean.	95.5%	100.0%
WIC appointment was offered at a good time of day.	100.0%	98.1%
WIC staff provided relevant and helpful information	90.5%	97.4%
When I had a question about nutrition, WIC staff could answer it.	100.0%	98.7%
WIC clinic atmosphere was welcoming.	95.5%	97.4%
When I left WIC, I felt like a great mom.	86.4%	96.8%
When I had a question about breastfeeding, WIC staff could answer it.*	100.0%	90.2%
WIC clinic had things for my child to do while waiting.	94.7%	96.7%

*For 36.4% of participants, the response to this question was "not applicable." 100% 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	45.5%	9.1%	18.2%	27.3%	36.4%	63.6%
Customer service at the grocery store	22.7%	16.2%	54.5%	29.9%	22.7%	53.9%
Total wait time at the clinic	9.1%	3.9%	40.9%	32.5%	50.0%	63.6%
Customer service at the WIC clinic	0.0%	1.3%	31.8%	9.7%	68.2%	89.0%
Options available for nutrition education	4.5%	1.9%	45.5%	15.5%	50.0%	82.6%
Application process	0.0%	1.3%	36.4%	17.6%	63.6%	81.0%

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.	95.5%	89.7%	4.5%	10.3%	0.0%	0.0%
I prepare meals at home.	95.5%	88.5%	4.5%	11.5%	0.0%	0.0%
My family sits down to eat meals together.	90.9%	79.4%	9.1%	20.0%	0.0%	0.6%
I serve a fruit or vegetable at each meal.	68.2%	71.0%	31.8%	25.8%	0.0%	3.2%
My child sees me being physically active.	59.1%	55.3%	40.9%	44.7%	0.0%	0.0%
I participate in physical activities with my child.	54.5%	62.7%	45.5%	34.6%	0.0%	2.6%
I let my child help prepare foods.	18.2%	38.4%	50.0%	38.4%	31.8%	23.2%

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
Short cooking videos showing how to prepare WIC foods	81.0%	60.0%	9.5%	32.0%	9.5%	8.0%
Online recipes made with WIC foods	72.7%	70.0%	18.2%	25.3%	9.1%	4.7%
Online menu planning tools	68.2%	63.5%	22.7%	31.1%	9.1%	5.4%
Videos with experts talking about common child nutrition concerns	59.1%	58.1%	36.4%	33.1%	4.5%	8.8%
Videos of moms sharing healthy tips	68.2%	56.4%	22.7%	34.9%	9.1%	8.7%

(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	63.6%	70.4%
Have staff go over the changes with me at the clinic	63.6%	60.4%
Online class (computer or mobile device)	50.0%	35.8%
Online video	31.8%	30.8%
Take home DVD	13.6%	27.7%
Go on a store tour	4.5%	21.4%

(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
Walmart	100.0%	86.8%
Brookshire	54.5%	56.6%
Kroger's	27.3%	23.3%
Albertsons	18.2%	6.3%
United	0.0%	0.6%
Lowe's	0.0%	0.0%
Fiesta Mart	0.0%	0.0%
Grocery Services	0.0%	3.1%
HEB	0.0%	1.3%
WIC Only Stores	0.0%	1.3%
None of the above	0.0%	1.9%

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.	90.9%	92.3%	9.1%	5.8%	0.0%	1.9%
The store has better quality fruits and vegetables.	90.9%	90.3%	9.1%	9.0%	0.0%	0.6%
The store has a good variety of food choices available for WIC.	81.8%	89.7%	13.6%	8.4%	4.5%	1.9%
The store's distance from home or work.	63.6%	74.4%	36.4%	23.1%	0.0%	2.6%
The store has staff available to help me find WIC foods if I need help.	63.6%	77.3%	27.3%	18.8%	9.1%	3.9%
The store has a good selection of the non-WIC items I need.	72.7%	76.0%	27.3%	22.1%	0.0%	1.9%
The store is easy to get in and out of (parking, aisles, checkout, etc).	63.6%	74.8%	22.7%	20.0%	13.6%	5.2%
The store has a kiosk or place where I can check my WIC shopping list.	63.6%	71.2%	13.6%	17.3%	22.7%	11.5%

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	54.5%	61.6%
Confusion about signs and labels	40.9%	43.4%
Store didn't have a WIC food I needed	40.9%	30.2%
None of the above	27.3%	17.6%

Reason you decided NOT to purchase a WIC food	Percent Online Survey	Percent In clinic Survey
I did not want an item	22.7%	12.6%
Poor customer service at the store	13.6%	24.5%
Item did not scan	9.1%	17.0%
Time it took to shop for WIC foods was too long	0.0%	5.7%
I didn't know how to prepare the food	0.0%	2.5%

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.	72.7%	73.5%
Needed a WIC item that was not there or not available	68.2%	60.0%
Forgot to bring the WIC shopping guide to the store	45.5%	44.5%
Selected a fruit or vegetable that would not scan	36.4%	43.0%
Felt uncomfortable in the checkout line	18.2%	25.9%
Felt uncomfortable shopping for WIC items	13.6%	16.9%

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)	81.8%	87.1%	13.6%	11.0%	4.5%	1.9%
Desktop or laptop computer	45.5%	29.4%	36.4%	45.8%	18.2%	24.8%
Tablet computer (iPad, Google table, Kindle, Nook)	18.2%	34.9%	27.3%	31.6%	18.2%	33.6%
Other Internet device (iPod, Xbox, smart TV)	9.1%	23.5%	36.4%	27.5%	54.5%	49.0%

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	95.5%	87.8%
No	0.0%	9.5%
Don't know	4.5%	2.7%
No cell phone	0.0%	0.0%

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	86.4%	87.0%	13.6%	12.3%	0.0%	0.6%
Social media sites	63.6%	64.7%	31.8%	25.5%	4.5%	9.8%
E-mail	54.5%	51.0%	45.5%	38.3%	0.0%	10.7%
Smartphone app	45.5%	58.2%	36.4%	31.4%	18.2%	10.5%
YouTube or other online videos	22.7%	37.1%	63.6%	49.0%	13.6%	13.9%

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)	22.7%	28.1%	40.9%	24.2%	36.4%	47.7%
iTunes or other music storage site	13.6%	16.3%	40.9%	34.0%	45.5%	49.7%
Webcam, Skype, or Facetime	4.5%	19.0%	40.9%	34.6%	54.5%	46.4%

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	81.8%	57.9%
Short cooking videos	59.1%	40.3%
Videos of moms sharing healthy tips	31.8%	23.3%
Online menu planning tools	22.7%	8.8%
Videos with experts talking about child nutrition	9.1%	10.7%
None of the above	9.1%	*

*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
YourTexasBenefits.com	63.6%	53.5%
TexasWIC.org	68.2%	27.7%
BabyCenter.com	27.3%	30.2%
None of the above	22.7%	*
HealthyChildren.org	4.5%	9.4%
Breastmilkcounts.com	*	4.4%
Text4Baby.org	*	4.4%
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	95.5%	92.3%*
Using a phone app that would help you shop for WIC-approved foods	90.9%	82.5%
Scheduling your WIC appointments online	77.3%	62.3%
Receiving an e-mail message to remind me of my upcoming WIC appointment	72.7%	3.5%*
Receiving nutrition and infant feeding tips via text message	40.9%	47.3%**
Receiving nutrition and infant feeding tips via e-mail	54.5%	19.2%**
Emailing my questions to a WIC nutritionist or breastfeeding peer counselor	45.5%	20.4%***
Texting my questions to a WIC nutritionist or breastfeeding peer counselor	40.9%	47.9%***
Using a live chat box to talk to a WIC nutritionist or breastfeeding peer counselor	40.9%	46.1%
Connecting with WIC on Facebook	40.9%	53.6%
Connecting with WIC on other social media sites (Twitter, Pinterest, Snapchat, Instagram)	13.6%	32.6%
Using video chat (webcam, Skype, FaceTime) to talk to a WIC nutritionist or breastfeeding peer counselor	4.5%	30.7%

*, **, *** 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.