

2017 Texas WIC Nutrition Education Survey

Public Health Service Region 6 Report

(PHR 6 includes LA 010, 011, 017, 026, 029, 046, 048, 060, 070 and parts of LA 077)

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 6) in Texas. PHR 6 includes LA 010, 011, 017, 026, 029, 046, 048, 060, 070 and parts of LA 077.

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 6 data represent viewpoints of 486 clients who completed the online survey and 813 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 6 respondents were mothers, who spoke English as their main language, were Hispanic ethnicity, and reported their race as white. The most frequent education level completed was a high school diploma or GED (in clinic) or less than high school (online). In clinic survey respondents more frequently reported being on WIC for three or more years; online respondents were most often on the program for less than 1

year. The majority (59 percent or more) 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; self-paced education at the clinic and family-based classes 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 (94 percent or more) agreed WIC offered classes in their language; however, slightly lower percentages of respondents reported that the "WIC clinic offered classes at times when I can attend" and that the clinic "provided 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, relevant, and able to answer questions. Ninety-eight percent or more responded they would come back to WIC in the future and would recommend WIC to a friend. The area in most need of improvement was "having things for my child to do while waiting."

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. (89 to 92 percent)
- I prepare meals at home. (89 percent)
- My family sits down to eat meals together. (75 to 76 percent)
- I serve a fruit or vegetable at each meal. (64 to 67 percent)
- My child sees me as being physically active. (64 percent)
- I participate in physical activities with my child. (53 to 59 percent)
- My child helps prepare meals at home. (19 to 37 percent)

Of the online tools proposed by WIC, participants ranked online recipes with WIC foods, online health/nutrition videos from child nutrition experts, and short cooking videos highest in likelihood to use.

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, 61 to 64 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 59 percent).

Technology Usage

WIC participants are using their cell phones more than any other device (i.e. computers, tablets, etc) to access the Internet; 85-87 percent have smartphones. The majority reported using text messaging and social media every day. While the majority of WIC participants do not use videos with experts or other moms sharing healthy nutrition tips 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	258	53.1%	424	58.2%
Spanish	205	42.2%	299	41.1%
Other	23	4.7%	5	0.7%

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	223	45.9%	196	26.4%
1 to 2 years	128	26.3%	237	31.9%
3 or more years	135	27.8%	310	41.7%

How old are you?

Age	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Younger than 15	8	1.6%	3	0.4%
15-19	42	8.6%	41	5.5%
20-24	111	22.8%	208	27.7%
25-29	131	27.0%	216	28.7%
30-34	92	18.9%	159	21.1%
35 or older	102	21.0%	125	16.6%

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	154	31.7%	211	28.4%
High school diploma or GED	132	27.2%	300	40.4%
Some college, no degree	133	27.4%	174	23.5%
Associate, Bachelors, or Graduate or Professional degree	67	13.8%	57	7.7%

Are you Hispanic or Latino?

Hispanic or Latino	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Yes	311	64.0%	498	71.1%
No	175	36.0%	202	28.9%

What is your race?

Race	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
White	248	51.0%	403	56.7%
Black or African American	109	22.4%	124	17.4%
Mixed race	47	9.7%	45	6.3%
Other	82	16.9%	139	19.5%

*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	14.9%	149	19.2%
Breastfeeding	120	25.7%	147	19.5%
Caretaker of baby < 12 months old	250	53.1%	371	49.8%
Caretaker of child over 1 year old	279	59.4%	541	73.4%

How many children do you have?

Number of children	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
0	19	3.9%	31	4.1%
1	189	38.9%	212	28.0%
2	121	24.9%	231	30.5%
3 or more	157	32.3%	284	37.5%

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	456	93.8%	724	95.3%
Father	4	0.8%	5	0.7%
Grandparent	5	1.0%	3	0.4%
Foster parent	0	0.0%	0	0.0%
Self, pregnant	18	3.7%	26	3.4%
Other	3	0.6%	2	0.3%

How many people live in your household?

Number of people living in household	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
1	9	1.9%	9	1.3%
2 – 4	288	59.3%	394	55.9%
5 – 7	170	35.0%	284	40.3%
8 or more	19	3.9%	18	2.6%

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	96.7%	96.5%	3.1%	3.3%	0.2%	0.3%
Nutrition information	91.8%	91.1%	7.4%	8.4%	0.8%	0.5%
Support received from WIC staff	88.4%	86.5%	10.3%	13.0%	1.2%	0.5%
Learning about community resources (referrals)	74.4%	67.7%	21.1%	27.3%	4.4%	5.0%
Talking to other caregivers	59.5%	59.8%	33.0%	33.5%	7.3%	6.7%
Breastfeeding information*	71.0%	69.9%	19.0%	18.3%	10.0%	11.8%

*For 19.8% 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)	85.4%	64.2%	12.8%	26.6%	1.9%	9.1%
Nutrition/health fair	70.6%	67.0%	25.1%	28.1%	4.3%	4.9%
Physical activity session	68.5%	66.9%	22.0%	26.8%	9.5%	6.3%
Self-paced at clinic	66.5%	64.0%	26.3%	30.5%	7.2%	5.5%
Family-based class (story time, music, play)	65.4%	62.4%	27.2%	30.9%	7.4%	6.8%
Cooking demonstration	64.2%	60.2%	24.5%	29.7%	11.3%	10.1%
Gardening session	39.9%	37.4%	33.5%	37.7%	26.5%	24.9%
Group session at WIC	47.9%	55.2%	34.6%	32.0%	17.5%	12.8%

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. 98.8% agree to strongly agree**
- **86 percent said the content covered in the online nutrition class was “just right.”**
- **After taking the online class:**
 - **I learned something new (37.7%)**
 - **I feel inspired to make a change for myself and/or my family (18.8%)**
 - **Both (40.6%)**

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	67.1%	65.2%	24.3%	26.3%	8.6%	8.5%
Child-friendly play time	60.5%	64.0%	27.2%	29.4%	12.3%	6.6%
Clothing or toy swap	42.2%	43.1%	34.0%	36.7%	23.9%	20.2%
Story time at the WIC clinic	39.9%	43.1%	41.8%	42.8%	18.3%	14.1%
Mommy meet-up groups	41.8%	48.6%	36.6%	36.2%	21.6%	15.2%

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	79.2%	88.4%	19.2%	10.6%	1.6%	1.0%
Learning how to feed my family	77.3%	86.7%	20.8%	12.8%	1.9%	0.5%
Learning how to shop for WIC foods	70.9%	80.6%	24.2%	17.4%	5.0%	2.0%
Learning how to prepare/cook WIC foods	64.8%	72.3%	28.4%	24.2%	6.8%	3.5%
Learning how to breastfeed my baby*	72.5%	72.8%	24.5%	20.1%	3.0%	***
Providing support to breastfeed my baby longer**	73.3%	70.0%	23.6%	21.9%	3.1%	***
Helping me connect and share ideas with other parents	47.5%	50.2%	40.4%	37.9%	12.1%	11.9%

*For 25.1% of participants, "learning how to breastfeed my baby" was "not applicable."

**For 25.9% 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	96.4%	93.9%	1.9%	4.3%	1.7%	1.8%
At times when I can attend	86.9%	85.6%	10.0%	12.6%	3.1%	1.9%
With a choice of topics I can choose from	88.4%	79.7%	7.9%	14.9%	3.7%	5.4%

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.	99.8%	98.7%
I would recommend WIC to a friend.	99.0%	97.9%
WIC staff were friendly.	95.6%	97.5%
WIC clinic was clean.	95.2%	97.2%
WIC appointment was offered at a good time of day.	94.8%	97.0%
WIC staff provided relevant and helpful information	97.0%	96.2%
When I had a question about nutrition, WIC staff could answer it.	96.8%	97.3%
WIC clinic atmosphere was welcoming.	92.0%	96.2%
When I left WIC, I felt like a great mom.	92.5%	94.9%
When I had a question about breastfeeding, WIC staff could answer it.*	94.5%	94.3%
WIC clinic had things for my child to do while waiting.	78.1%	83.5%

*For 21% of participants, the response to this question was "not applicable." 94.5% 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	27.6%	5.1%	39.3%	21.9%	33.1%	73.0%
Customer service at the grocery store	20.6%	10.8%	48.1%	34.4%	31.3%	54.8%
Total wait time at the clinic	24.5%	6.7%	45.5%	35.2%	30.0%	58.1%
Customer service at the WIC clinic	7.4%	1.3%	37.4%	13.8%	55.1%	84.9%
Options available for nutrition education	8.6%	1.5%	50.2%	22.8%	41.2%	75.8%
Application process	6.6%	3.1%	47.7%	25.2%	45.7%	71.7%

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.	91.6%	89.1%	8.0%	10.1%	0.4%	0.8%
I prepare meals at home.	88.7%	88.5%	10.9%	10.6%	0.4%	0.9%
My family sits down to eat meals together.	75.1%	76.3%	23.3%	21.8%	1.6%	1.8%
I serve a fruit or vegetable at each meal.	63.8%	67.2%	34.4%	31.9%	1.9%	0.9%
My child sees me being physically active.	63.6%	63.7%	33.1%	30.9%	3.3%	5.4%
I participate in physical activities with my child.	53.3%	58.7%	40.9%	35.8%	5.8%	5.5%
I let my child help prepare foods.	19.3%	36.9%	47.3%	40.5%	33.3%	22.6%

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	75.8%	70.4%	21.4%	26.6%	2.8%	3.0%
Videos with experts talking about common child nutrition concerns	72.2%	66.7%	23.3%	28.5%	4.5%	4.8%
Short cooking videos showing how to prepare WIC foods	70.9%	66.6%	30.4	29.3%	4.1%	3.5%
Online menu planning tools	70.4%	65.5%	24.9%	29.5%	4.6%	5.0%
Videos of moms sharing healthy tips	66.3%	63.3%	27.5%	30.8%	6.2%	5.1%

(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	60.3%	60.1%
Have staff go over the changes with me at the clinic	51.4%	45.3%
Online class (computer or mobile device)	50.4%	39.2%
Online video	24.3%	30.6%
Take home DVD	10.9%	27.1%
Go on a store tour	17.7%	25.2%

(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	57.8%	55.2%
Kroger's	43.4%	33.3%
HEB	42.0%	44.0%
WIC Only Stores	31.3%	27.2%
Fiesta Mart	30.7%	28.5%
Grocery Services	5.3%	3.7%
None of the above	3.9%	4.6%
Brookshire	2.5%	6.5%
Albertsons	0.4%	0.7%
United	0.4%	0.9%
Lowe's	0.2%	1.0%

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.	93.6%	91.5%	5.6%	7.7%	0.8%	0.8%
The store has better quality fruits and vegetables.	94.9%	92.2%	4.7%	7.0%	0.4%	0.8%
The store has a good variety of food choices available for WIC.	92.8%	91.1%	6.6%	7.7%	0.6%	1.2%
The store's distance from home or work.	82.9%	75.7%	13.6%	21.3%	3.5%	3.0%
The store has staff available to help me find WIC foods if I need help.	81.3%	82.3%	15.0%	14.8%	3.7%	2.9%
The store has a good selection of the non-WIC items I need.	77.0%	76.1%	18.3%	19.5%	4.7%	4.4%
The store is easy to get in and out of (parking, aisles, checkout, etc).	72.8%	77.6%	22.8%	18.2%	4.3%	4.2%
The store has a kiosk or place where I can check my WIC shopping list.	71.2%	70.9%	19.1%	21.5%	9.7%	7.6%

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	59.7%	48.6%
Confusion about signs and labels	46.1%	35.5%
Store didn't have a WIC food I needed	32.5%	29.0%
None of the above	23.5%	21.3%

Reason you decided NOT to purchase a WIC food	Percent Online Survey	Percent In clinic Survey
Poor customer service at the store	13.6%	15.1%
Item did not scan	11.7%	16.0%
I did not want an item	10.9%	9.5%
Time it took to shop for WIC foods was too long	11.7%	7.1%
I didn't know how to prepare the food	2.5%	2.2%

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.	63.5%	61.1%
Needed a WIC item that was not there or not available	58.5%	52.8%
Forgot to bring the WIC shopping guide to the store	36.9%	37.3%
Selected a fruit or vegetable that would not scan	36.7%	34.9%
Felt uncomfortable in the checkout line	23.4%	20.3%
Felt uncomfortable shopping for WIC items	16.9%	14.5%

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)	72.2%	77.8%	24.3%	16.2%	3.5%	6.0%
Desktop or laptop computer	26.3%	32.3%	46.9%	41.9%	26.7%	25.8%
Tablet computer (iPad, Google table, Kindle, Nook)	23.0%	34.3%	32.5%	31.9%	44.4%	33.8%
Other Internet device (iPod, Xbox, smart TV)	16.9%	25.2%	27.2%	28.0%	56.0%	46.8%

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	87.4%	84.5%
No	7.6%	11.7%
Don't know	3.9%	2.3%
No cell phone	1.0%	1.5%

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	75.3%	77.6%	22.6%	18.9%	2.1%	3.4%
Social media sites	52.9%	54.0%	35.0%	32.3%	12.1%	13.7%
E-mail	47.3%	47.2%	42.2%	37.0%	10.5%	15.8%
Smartphone app	35.0%	43.5%	46.1%	37.1%	18.9%	19.5%
YouTube or other online videos	29.2%	38.1%	60.9%	48.7%	9.9%	13.2%

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)	19.5%	24.1%	35.6%	30.5%	44.9%	45.4%
iTunes or other music storage site	10.5%	17.2%	36.4%	35.2%	53.1%	47.6%
Webcam, Skype, or Facetime	11.1%	17.6%	39.9%	36.9%	49.0%	45.5%

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	55.6%	48.8%
Short cooking videos	51.0%	40.0%
Videos with experts talking about child nutrition	24.1%	16.5%
Videos of moms sharing healthy tips	26.3%	21.3%
Online menu planning tools	15.0%	9.8%
None of the above	17.3%	*

*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	59.9%	43.4%
TexasWIC.org	64.6%	40.5%
BabyCenter.com	39.5%	25.1%
None of the above	12.3%	*
HealthyChildren.org	7.2%	5.2%
Breastmilkcounts.com	*	6.5%
Text4Baby.org	*	2.7%
SomedayStartsNow.com	0.2%	0.7%

*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	88.9%	86.2%*
Using a phone app that would help you shop for WIC-approved foods	81.5%	73.5%
Scheduling your WIC appointments online	74.7%	65.2%
Receiving an e-mail message to remind me of my upcoming WIC appointment	68.3%	6.7%*
Receiving nutrition and infant feeding tips via text message	58.6%	43.2%**
Receiving nutrition and infant feeding tips via e-mail	61.9%	26.8%**
Texting my questions to a WIC nutritionist or breastfeeding peer counselor	59.9%	45.1%***
Emailing my questions to a WIC nutritionist or breastfeeding peer counselor	57.2%	24.5%***
Using a live chat box to talk to a WIC nutritionist or breastfeeding peer counselor	44.9%	45.2%
Connecting with WIC on Facebook	38.4%	49.2%
Connecting with WIC on other social media sites (Twitter, Pinterest, Snapchat, Instagram)	19.5%	28.4%
Using video chat (webcam, Skype, FaceTime) to talk to a WIC nutritionist or breastfeeding peer counselor	26.1%	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.