

2017 Texas WIC Nutrition Education Survey

Public Health Service Region 7 Report

(PHR 7 includes LA 001, 031, 042, 105, 107, 110, 126, 132 and parts of LA 036, 076, and 095)

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 7) in Texas. PHR 7 includes LA 001, 031, 042, 105, 107, 110, 126, 132 and parts of LA 036, 076, and 095.

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 7 data represent viewpoints of 142 clients who completed the online survey and 448 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 7 respondents were mothers, who spoke English as their main language, were of Hispanic ethnicity, and reported their race as white. The most frequent education level completed was a high school diploma or GED (in clinic) and less than high school (online). In clinic survey respondents more frequently reported being on WIC for three or more years; online respondents were most likely to report being on the program

for less than one year. Over 69 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; 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, only 74 to 86 percent of respondents reported that the "WIC clinic offered classes at times when I can attend" and only 78 to 84 percent reported that the clinic "provided a choice of class topics."

Respondents gave the WIC clinic and the staff high marks (93% or greater in favor) for being friendly, 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 area most in need of improvement was, "the clinic had 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. (93 to 94 percent)
- I prepare meals at home. (89 to 90 percent)
- My family sits down to eat meals together. (79 percent)
- I serve a fruit or vegetable at each meal. (70 to 72 percent)
- My child sees me as being physically active. (60 to 61 percent)
- I participate in physical activities with my child. (53 to 63 percent)
- I let my child help prepare foods. (30 to 38 percent)

WIC participants ranked online recipes with WIC foods and short cooking videos showing how to prepare WIC foods as online tools they would use if made available by WIC. They were also in support (“very likely” to use) online menu planning tools and short videos of experts talking about common child nutrition concerns or 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, 56 to 63 percent of WIC participants stated that they “selected the wrong item and were sent back for a different one at the checkout line.”

Technology Usage

WIC participants are using their cell phones more than any other device (i.e. computers, tablets, etc) to access the Internet; 87 to 92 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 greater 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%)	46	6	20 (0.6%)
3	11	95 (2.9%)	48	6	194 (5.8%)
4	11	20 (0.6%)	49	8	20 (0.6%)
5	11	30 (0.9%)	51	11	20 (0.6%)
7	3	280 (8.4%)	53	8	20 (0.6%)
10	6	18 (0.5%)	54	3	150 (4.5%)
11	6	20 (0.6%)	56	2, 9	20 (0.6%)
12	11	241 (7.2%)	58	5	20 (0.6%)
13	11	90 (2.7%)	59	8	19 (0.6%)
17	6	81 (2.4%)	60	6	19 (0.6%)
19	8	20 (0.6%)	61	5	20 (0.6%)
20	1	20 (0.6%)	62	4	20 (0.6%)
21	2	20 (0.6%)	63	5	20 (0.6%)
22	2	25 (0.8%)	64	8	20 (0.6%)
24	8	20 (0.6%)	65	4	20 (0.6%)
26	6	239 (7.2%)	67	3	20 (0.6%)
27	1, 9, 10	95 (2.9%)	69	8, 11	20 (0.6%)
28	10	19 (0.6%)	70	6	6 (0.2%)
29	6	49 (1.5%)	71	3	32 (1.0%)
30	5	20 (0.6%)	73	8	44 (1.3%)
31	7	60 (1.8%)	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%)
44	8	20 (0.6%)	132	7	30 (0.9%)

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	88	62.0%	279	66.7%
Spanish	45	31.7%	134	32.1%
Other	9	6.3%	5	1.2%

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	62	43.7%	121	28.6%
1 to 2 years	35	24.6%	141	33.3%
3 or more years	45	31.7%	161	38.1%

How old are you?

Age	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Younger than 15	4	2.8%	1	0.2%
15-19	15	10.6%	25	5.6%
20-24	29	20.4%	114	26.8%
25-29	27	19.0%	120	28.2%
30-34	35	24.6%	103	24.2%
35 or older	32	22.5%	62	14.6%

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	44	31.0%	101	24.3%
High school diploma or GED	39	27.5%	162	39.0%
Some college, no degree	33	23.2%	105	25.3%
Associate, Bachelors, or Graduate or Professional degree	26	18.3%	47	11.3%

Are you Hispanic or Latino?

Hispanic or Latino	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Yes	92	64.8%	250	61.1%
No	50	35.2%	159	38.9%

What is your race?

Race	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
White	92	64.8%	244	61.3%
Black or African American	19	13.4%	39	9.8%
Mixed race	9	6.3%	34	8.5%
Other	22	15.5%	81	20.4%

*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	17	12.6%	64	14.6%
Breastfeeding	33	24.4%	84	19.4%
Caretaker of baby < 12 months old	73	52.9%	189	44.8%
Caretaker of child over 1 year old	94	69.1%	325	75.6%

How many children do you have?

Number of children	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
0	8	5.6%	7	1.6%
1	48	33.8%	132	30.7%
2	40	28.2%	132	30.7%
3 or more	46	32.4%	159	37.0%

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	136	95.8%	400	94.8%
Father	1	0.7%	5	1.2%
Grandparent	0	0.0%	6	1.4%
Foster parent	0	0.0%	2	0.5%
Self, pregnant	5	3.5%	6	1.4%
Other	0	0.0%	3	0.7%

How many people live in your household?

Number of people living in household	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
1	6	4.2%	6	1.5%
2 – 4	87	61.3%	262	63.6%
5 – 7	45	31.7%	123	29.9%
8 or more	4	2.8%	21	5.1%

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	97.9%	97.7%	2.1%	2.3%	0.0%	0.0%
Nutrition information	85.2%	91.2%	14.8%	7.6%	0.0%	1.2%
Support received from WIC staff	83.6%	88.6%	15.7%	10.9%	0.7%	0.5%
Learning about community resources (referrals)	75.9%	68.4%	19.7%	27.4%	4.4%	4.2%
Talking to other caregivers	63.4%	61.2%	29.9%	31.8%	6.7%	7.0%
Breastfeeding information*	74.8%	64.8%	20.0%	18.1%	5.2%	17.1%

*For 19% 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)	86.6%	59.7%	11.3%	30.2%	2.1%	10.1%
Nutrition/health fair	71.1%	64.3%	23.2%	29.0%	5.6%	6.8%
Physical activity session	71.8%	66.3%	18.3%	23.9%	9.9%	9.8%
Self-paced at clinic	64.1%	62.1%	28.2%	32.2%	7.7%	5.6%
Family-based class (story time, music, play)	66.2%	60.9%	25.4%	30.6%	8.5%	8.5%
Cooking demonstration	62.7%	57.3%	25.4%	28.7%	12.0%	14.0%
Gardening session	43.7%	36.7%	37.3%	38.3%	19.0%	25.0%
Group session at WIC	50.0%	44.8%	33.1%	35.9%	16.9%	19.3%

Online Survey Respondents Only

- **Have you recently taken a class on TexasWIC.org? 59.2% yes**
- **I would recommend the online WIC nutrition classes to a friend if she was on WIC. 98.8% agree to strongly agree**
- **83 percent said the content covered in the online nutrition class was “just right.”**
- **After taking the online class:**
 - **I learned something new (47.0%)**
 - **I feel inspired to make a change for myself and/or my family (15.7%)**
 - **Both (37.3%)**

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	69.0%	62.9%	21.8%	24.5%	9.2%	12.6%
Child-friendly play time	59.9%	62.0%	26.8%	28.2%	13.4%	9.9%
Clothing or toy swap	54.9%	44.5%	27.5%	36.7%	17.6%	18.7%
Story time at the WIC clinic	43.7%	41.1%	38.7%	39.0%	17.6%	19.9%
Mommy meet-up groups	43.0%	42.3%	38.7%	36.8%	18.3%	20.8%

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	82.3%	90.9%	16.3%	8.6%	1.4%	0.5%
Learning how to feed my family	81.7%	86.3%	16.2%	12.6%	2.1%	1.2%
Learning how to shop for WIC foods	72.3%	83.3%	24.1%	15.5%	3.5%	1.2%
Learning how to prepare/cook WIC foods	63.0%	71.4%	32.6%	25.5%	4.3%	3.0%
Learning how to breastfeed my baby*	80.2%	68.1%	17.0%	21.1%	2.8%	***
Providing support to breastfeed my baby longer**	77.4%	64.6%	19.8%	26.1%	2.8%	***
Helping me connect and share ideas with other parents	50.4%	42.8%	38.0%	43.8%	11.6%	13.4%

*For 25.4% of participants, "learning how to breastfeed my baby" was "not applicable."

**For 25.4% 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	97.1%	94.4%	0.7%	3.5%	2.1%	2.1%
At times when I can attend	74.1%	85.7%	21.6%	11.7%	4.3%	2.6%
With a choice of topics I can choose from	83.9%	78.0%	10.9%	17.3%	5.1%	4.7%

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.	100.0%	100.0%
I would recommend WIC to a friend.	100.0%	99.3%
WIC staff were friendly.	97.9%	99.1%
WIC clinic was clean.	93.7%	99.3%
WIC appointment was offered at a good time of day.	92.9%	97.9%
WIC staff provided relevant and helpful information	93.6%	98.1%
When I had a question about nutrition, WIC staff could answer it.	95.7%	97.2%
WIC clinic atmosphere was welcoming.	91.5%	99.3%
When I left WIC, I felt like a great mom.	92.0%	96.3%
When I had a question about breastfeeding, WIC staff could answer it.*	98.3%	90.5%
WIC clinic had things for my child to do while waiting.	88.7%	91.8%

*For 16.9% of participants, the response to this question was "not applicable." 98.3% 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	23.2%	8.9%	35.2%	24.5%	41.5%	66.7%
Customer service at the grocery store	18.3%	11.0%	38.0%	32.2%	43.7%	56.8%
Total wait time at the clinic	16.9%	3.3%	50.0%	30.0%	33.1%	66.7%
Customer service at the WIC clinic	7.7%	0.7%	34.5%	6.8%	57.7%	92.5%
Options available for nutrition education	7.0%	0.9%	42.3%	23.6%	50.7%	75.5%
Application process	7.0%	1.4%	45.8%	20.4%	47.2%	78.2%

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.	94.4%	92.7%	4.9%	6.8%	0.7%	0.5%
I prepare meals at home.	88.7%	90.0%	10.6%	9.3%	0.7%	0.7%
My family sits down to eat meals together.	78.9%	79.8%	19.7%	18.6%	1.4%	1.6%
I serve a fruit or vegetable at each meal.	71.8%	69.7%	24.6%	29.1%	3.5%	1.2%
My child sees me being physically active.	61.3%	59.8%	34.5%	37.9%	4.2%	2.3%
I participate in physical activities with my child.	52.8%	62.5%	42.3%	34.4%	4.9%	3.0%
I let my child help prepare foods.	30.3%	38.4%	43.7%	40.6%	26.1%	21.0%

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	71.7%	64.4%	21.7%	24.9%	2.9%	3.4%
Short cooking videos showing how to prepare WIC foods	71.7%	64.4%	23.2%	30.6%	5.1%	4.9%
Online menu planning tools	67.2%	64.6%	26.3%	28.3%	6.6%	7.1%
Videos with experts talking about common child nutrition concerns	65.5%	60.7%	28.8%	31.6%	5.8%	7.7%
Videos of moms sharing healthy tips	59.3%	62.4%	32.1%	29.7%	8.6%	7.9%

(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	58.5%	68.1%
Have staff go over the changes with me at the clinic	52.1%	57.4%
Online class (computer or mobile device)	53.5%	34.6%
Online video	31.0%	27.2%
Take home DVD	11.3%	25.7%
Go on a store tour	16.9%	22.3%

(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	48.6%	61.6%
HEB	85.9%	65.6%
Kroger's	4.9%	2.9%
Brookshire	0.0%	16.7%
Fiesta Mart	11.3%	4.9%
WIC Only Stores	38.7%	14.7%
None of the above	0.0%	0.7%
Grocery Services	2.1%	1.3%
Albertsons	0.7%	1.6%
United	0.0%	5.4%
Lowe's	0.0%	4.2%

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.	96.5%	91.2%	3.5%	7.9%	0.0%	0.9%
The store has better quality fruits and vegetables.	93.0%	92.0%	7.0%	7.0%	0.0%	0.9%
The store has a good variety of food choices available for WIC.	93.0%	89.6%	6.3%	8.8%	0.7%	1.6%
The store's distance from home or work.	81.7%	71.9%	14.8%	22.3%	3.5%	5.8%
The store has staff available to help me find WIC foods if I need help.	79.6%	77.8%	14.8%	16.2%	5.6%	6.0%
The store has a good selection of the non-WIC items I need.	76.8%	75.3%	20.4%	20.7%	2.8%	4.0%
The store is easy to get in and out of (parking, aisles, checkout, etc).	77.5%	71.6%	18.3%	21.5%	4.2%	6.9%
The store has a kiosk or place where I can check my WIC shopping list.	69.7%	63.8%	16.2%	25.0%	14.1%	11.2%

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	51.4%	51.8%
Confusion about signs and labels	37.3%	38.8%
Store didn't have a WIC food I needed	31.7%	26.6%
None of the above	32.4%	21.2%

Reason you decided NOT to purchase a WIC food	Percent Online Survey	Percent In clinic Survey
Poor customer service at the store	11.3%	14.5%
Item did not scan	10.6%	17.4%
I did not want an item	16.2%	11.6%
Time it took to shop for WIC foods was too long	12.0%	7.4%
I didn't know how to prepare the food	7.7%	3.6%

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.	55.7%	62.5%
Needed a WIC item that was not there or not available	54.7%	47.0%
Forgot to bring the WIC shopping guide to the store	34.0%	39.3%
Selected a fruit or vegetable that would not scan	28.4%	35.1%
Felt uncomfortable in the checkout line	17.6%	20.8%
Felt uncomfortable shopping for WIC items	14.9%	12.6%

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)	71.1%	82.2%	25.4%	12.6%	3.5%	5.2%
Desktop or laptop computer	17.6%	30.1%	56.3%	41.5%	26.1%	28.4%
Tablet computer (iPad, Google table, Kindle, Nook)	11.3%	26.3%	43.0%	31.5%	45.8%	42.2%
Other Internet device (iPod, Xbox, smart TV)	11.3%	18.6%	33.1%	27.5%	55.6%	53.9%

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	91.5%	86.9%
No	3.5%	8.8%
Don't know	2.8%	3.3%
No cell phone	2.1%	1.0%

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	76.1%	81.4%	21.1%	16.3%	2.8%	2.4%
Social media sites	52.1%	54.5%	39.4%	34.4%	8.5%	11.0%
E-mail	44.4%	41.5%	48.6%	43.2%	7.0%	15.2%
Smartphone app	41.5%	44.7%	45.8%	35.2%	12.7%	20.1%
YouTube or other online videos	33.1%	30.5%	57.0%	54.3%	9.9%	15.2%

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)	16.9%	23.5%	43.0%	28.8%	40.1%	47.7%
iTunes or other music storage site	15.5%	14.1%	35.9%	38.2%	48.6%	47.8%
Webcam, Skype, or Facetime	7.0%	12.1%	39.4%	38.0%	53.5%	49.9%

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	54.2%	60.7%
Short cooking videos	45.1%	43.1%
Videos with experts talking about child nutrition	21.1%	15.2%
Videos of moms sharing healthy tips	20.4%	20.1%
Online menu planning tools	16.9%	10.5%
None of the above	24.6%	*

*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	57.7%	45.3%
TexasWIC.org	66.2%	34.8%
BabyCenter.com	35.9%	25.7%
None of the above	14.1%	*
HealthyChildren.org	7.7%	6.9%
Breastmilkcounts.com	*	5.6%
Text4Baby.org	*	3.1%
SomedayStartsNow.com	0.0%	0.4%

*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	85.2%	86.0%*
Using a phone app that would help you shop for WIC-approved foods	79.6%	78.4%
Scheduling your WIC appointments online	79.6%	59.2%
Receiving an e-mail message to remind me of my upcoming WIC appointment	69.7%	6.9%*
Receiving nutrition and infant feeding tips via text message	49.3%	35.9%**
Receiving nutrition and infant feeding tips via e-mail	52.8%	26.5%**
Texting my questions to a WIC nutritionist or breastfeeding peer counselor	51.4%	43.7%***
Emailing my questions to a WIC nutritionist or breastfeeding peer counselor	53.5%	21.9%***
Using a live chat box to talk to a WIC nutritionist or breastfeeding peer counselor	46.5%	40.1%
Connecting with WIC on Facebook	44.4%	55.5%
Connecting with WIC on other social media sites (Twitter, Pinterest, Snapchat, Instagram)	23.7%	24.0%
Using video chat (webcam, Skype, FaceTime) to talk to a WIC nutritionist or breastfeeding peer counselor	26.8%	24.3%

*, **, *** 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.