

2017 Texas WIC Nutrition Education Survey

Public Health Service Region 8 Report

(PHR 8 includes LA 019, 024, 037, 041, 043, 044, 049, 053, 059, 064, 073, 089 and parts of LA 036, 069, 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 8) in Texas. PHR 8 includes PHR 8 includes LA 019, 024, 037, 041, 043, 044, 049, 053, 059, 064, 073, 089 and parts of LA 036, 069, 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 8 data represent viewpoints of 201 clients who completed the online survey and 442 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 8 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 survey respondents more frequently reported being

on WIC for three or more years. Over 66 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 84 percent of respondents reported that the "WIC clinic offered classes at times when I can attend," and only 77 to 83 percent felt that the clinic "provided a choice of class topics."

Respondents gave the WIC clinic and the staff high marks (94% 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. Eleven percent of participants did not feel the clinic had things for their child to do while waiting.

The top two challenges in the WIC process as rated by WIC participants were shopping for WIC foods and total 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. (87 to 92 percent)
- I prepare meals at home. (82 to 89 percent)
- My family sits down to eat meals together. (74 to 82 percent)
- I serve a fruit or vegetable at each meal. (66 to 73 percent)
- My child sees me as being physically active. (56 to 62 percent)
- I participate in physical activities with my child. (53 to 63 percent)
- I let my child help prepare foods. (23 to 43 percent)

WIC participants ranked online recipes with WIC foods, online menu planning tools, 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) videos of moms sharing healthy tips and videos of experts talking about common child nutrition concerns.

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, 54 to 55 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; 86-92 percent have smartphones. The majority reported using text messaging and social media every day. While the majority of WIC participants do not currently use videos of moms sharing healthy tips, videos of experts talking about child nutrition, 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	158	78.6%	313	78.8%
Spanish	37	18.4%	82	20.7%
Other	6	3.0%	2	0.5%

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	87	43.3%	135	34.0%
1 to 2 years	53	26.4%	115	29.0%
3 or more years	61	30.3%	147	37.0%

How old are you?

Age	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Younger than 15	3	1.5%	1	0.2%
15-19	20	10.0%	35	8.5%
20-24	46	22.9%	119	28.7%
25-29	51	25.4%	113	27.3%
30-34	35	17.4%	92	22.2%
35 or older	46	22.9%	54	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	52	25.9%	92	22.5%
High school diploma or GED	72	35.8%	177	43.3%
Some college, no degree	53	26.4%	97	23.7%
Associate, Bachelors, or Graduate or Professional degree	24	11.9%	43	10.5%

Are you Hispanic or Latino?

Hispanic or Latino	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
Yes	164	81.6%	323	84.8%
No	37	18.4%	58	15.2%

What is your race?

Race	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
White	139	69.2%	267	69.4%
Black or African American	11	5.5%	16	4.2%
Mixed race	14	7.0%	28	7.3%
Other	37	18.4%	74	19.2%

*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	33	16.9%	97	23.2%
Breastfeeding	36	17.9%	67	16.3%
Caretaker of baby < 12 months old	109	55.6%	193	47.0%
Caretaker of child over 1 year old	133	66.2%	287	71.4%

How many children do you have?

Number of children	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
0	5	2.5%	18	4.4%
1	75	37.3%	139	33.7%
2	44	21.9%	109	26.5%
3 or more	77	38.3%	146	35.4%

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	183	91.0%	368	92.0%
Father	6	0.5%	6	1.5%
Grandparent	3	2.0%	3	0.8%
Foster parent	1	1.0%	1	0.3%
Self, pregnant	14	5.0%	14	3.5%
Other	8	0.5%	8	2.0%

How many people live in your household?

Number of people living in household	Online Survey		In Clinic Paper Survey	
	Number	Percent	Number	Percent
1	3	1.5%	8	2.0%
2 – 4	120	59.7%	242	61.1%
5 – 7	72	35.8%	132	33.3%
8 or more	6	3.0%	14	3.5%

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	97.0%	97.0%	2.5%	2.8%	0.5%	0.2%
Nutrition information	88.6%	89.9%	10.9%	8.9%	0.5%	1.2%
Support received from WIC staff	85.9%	91.6%	13.6%	7.5%	0.5%	1.0%
Learning about community resources (referrals)	68.0%	72.6%	29.9%	24.7%	2.0%	2.7%
Talking to other caregivers	55.0%	62.5%	36.1%	30.8%	8.9%	6.7%
Breastfeeding information*	65.5%	65.7%	23.2%	17.0%	11.3%	17.3%

*For 29.4% 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)	81.6%	64.9%	16.9%	29.8%	1.5%	5.3%
Nutrition/health fair	69.7%	72.4%	25.9%	24.2%	4.5%	3.3%
Physical activity session	62.7%	70.3%	28.4%	23.2%	9.0%	6.5%
Self-paced at clinic	68.2%	68.0%	29.4%	28.2%	2.5%	3.9%
Family-based class (story time, music, play)	61.7%	67.9%	31.3%	26.6%	7.0%	5.5%
Cooking demonstration	59.7%	61.6%	30.3%	28.3%	10.0%	10.1%
Group session at WIC	49.3%	52.2%	30.3%	34.4%	20.4%	13.4%
Gardening session	40.3%	38.8%	32.3%	37.2%	27.4%	24.0%

Online Survey Respondents Only

- **Have you recently taken a class on TexasWIC.org? 50.2% yes**
- **I would recommend the online WIC nutrition classes to a friend if she was on WIC. 100% agree to strongly agree**
- **95 percent said the content covered in the online nutrition class was “just right.”**
- **After taking the online class:**
 - **I learned something new (37%)**
 - **I feel inspired to make a change for myself and/or my family (22%)**
 - **Both (40%)**

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	66.2%	60.9%	23.9%	29.1%	10.0%	10.0%
Child-friendly play time	60.2%	63.5%	28.9%	28.5%	10.9%	8.0%
Clothing or toy swap	46.3%	41.8%	35.3%	38.1%	18.4%	20.1%
Story time at the WIC clinic	41.3%	44.1%	40.8%	39.1%	17.9%	16.8%
Mommy meet-up groups	36.8%	47.1%	44.8%	35.8%	18.4%	17.1%

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	85.0%	86.5%	15.0%	12.6%	0.0%	1.0%
Learning how to feed my family	79.9%	82.0%	20.1%	16.8%	0.0%	1.2%
Learning how to shop for WIC foods	73.6%	82.2%	23.9%	15.6%	2.5%	2.2%
Learning how to prepare/cook WIC foods	64.3%	67.6%	33.2%	28.5%	2.5%	3.9%
Learning how to breastfeed my baby*	72.1%	70.1%	26.4%	20.7%	1.6%	***
Providing support to breastfeed my baby longer**	68.8%	68.2%	27.3%	22.3%	3.9%	***
Helping me connect and share ideas with other parents	45.1%	45.0%	45.0%	43.0%	9.9%	12.0%

*For 35.8% of participants, "learning how to breastfeed my baby" was "not applicable."

**For 36.3% 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	96.9%	94.4%	1.5%	3.9%	1.5%	1.7%
At times when I can attend	84.9%	84.1%	12.9%	13.4%	2.2%	2.4%
With a choice of topics I can choose from	83.1%	77.3%	12.2%	18.2%	4.8%	1.5%

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.	99.5%	99.3%
I would recommend WIC to a friend.	99.0%	98.5%
WIC staff were friendly.	95.9%	98.8%
WIC clinic was clean.	94.5%	98.5%
WIC appointment was offered at a good time of day.	95.5%	97.8%
WIC staff provided relevant and helpful information	95.9%	97.6%
When I had a question about nutrition, WIC staff could answer it.	94.8%	97.3%
WIC clinic atmosphere was welcoming.	93.5%	98.3%
When I left WIC, I felt like a great mom.	93.7%	97.0%
When I had a question about breastfeeding, WIC staff could answer it.*	93.6%	92.6%
WIC clinic had things for my child to do while waiting.	89.1%	88.7%

*For 22.4% of participants, the response to this question was "not applicable." 93.6% 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	17.4%	5.3%	42.3%	20.1%	40.3%	74.5%
Total wait time at the clinic	19.4%	6.3%	51.7%	35.9%	28.9%	57.8%
Customer service at the grocery store	16.4%	7.6%	39.8%	32.4%	43.8%	60.0%
Customer service at the WIC clinic	7.5%	0.2%	33.3%	11.6%	59.2%	88.1%
Options available for nutrition education	4.5%	1.0%	53.2%	25.1%	42.3%	73.9%
Application process	4.5%	1.5%	51.2%	23.7%	44.3%	74.8%

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.	87.1%	91.8%	12.4%	7.7%	0.5%	0.5%
I prepare meals at home.	82.1%	88.8%	17.4%	10.4%	0.5%	0.7%
My family sits down to eat meals together.	73.6%	82.1%	22.4%	16.7%	4.0%	1.2%
I serve a fruit or vegetable at each meal.	65.7%	72.5%	33.3%	26.1%	1.0%	1.4%
My child sees me being physically active.	56.2%	61.7%	39.3%	34.9%	4.5%	3.4%
I participate in physical activities with my child.	52.7%	63.3%	43.3%	33.0%	4.0%	3.7%
I let my child help prepare foods.	23.4%	43.2%	51.2%	37.6%	25.4%	19.2%

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
Online recipes made with WIC foods	72.6%	67.4%	24.9%	28.1%	2.5%	4.4%
Online menu planning tools	66.2%	63.9%	30.2%	29.3%	3.6%	6.8%
Short cooking videos showing how to prepare WIC foods	66.3%	63.7%	31.1%	30.4%	2.6%	5.9%
Videos of moms sharing healthy tips	65.7%	60.3%	29.3%	33.0%	5.0%	6.8%
Videos with experts talking about common child nutrition concerns	64.1%	61.4%	30.8%	31.6%	5.0%	7.0%

(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	61.7%	65.2%
Have staff go over the changes with me at the clinic	50.7%	51.4%
Online class (computer or mobile device)	56.7%	45.0%
Online video	29.9%	30.1%
Take home DVD	10.4%	23.3%
Go on a store tour	14.4%	20.4%

(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
HEB	92.5%	88.0%
Walmart	53.7%	48.4%
WIC Only Stores	35.8%	21.5%
Fiesta Mart	6.0%	4.8%
Grocery Services	4.5%	0.9%
Kroger's	1.5%	0.0%
Brookshire	1.5%	0.9%
Lowe's	1.5%	6.6%
None of the above	1.0%	0.9%
United	0.5%	0.9%
Albertsons	0.0%	0.0%

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.	93.5%	91.0%	5.5%	7.5%	1.0%	1.5%
The store has better quality fruits and vegetables.	88.6%	90.5%	11.4%	9.3%	0.0%	0.2%
The store has a good variety of food choices available for WIC.	92.0%	90.7%	7.5%	7.8%	0.5%	1.5%
The store's distance from home or work.	84.1%	74.3%	14.9%	22.6%	1.0%	3.1%
The store has staff available to help me find WIC foods if I need help.	81.1%	77.1%	16.4%	19.5%	2.5%	3.4%
The store has a good selection of the non-WIC items I need.	73.6%	74.8%	20.4%	22.0%	6.0%	3.1%
The store is easy to get in and out of (parking, aisles, checkout, etc).	76.1%	73.1%	20.4%	22.5%	3.5%	4.4%
The store has a kiosk or place where I can check my WIC shopping list.	71.6%	68.7%	22.9%	24.5%	5.5%	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	54.7%	40.0%
Confusion about signs and labels	40.0%	30.5%
Store didn't have a WIC food I needed	30.8%	22.2%
None of the above	29.4%	30.5%

Reason you decided NOT to purchase a WIC food	Percent Online Survey	Percent In clinic Survey
Item did not scan	11.4%	12.9%
Poor customer service at the store	10.9%	10.9%
I did not want an item	16.9%	7.7%
Time it took to shop for WIC foods was too long	10.4%	5.2%
I didn't know how to prepare the food	2.0%	1.6%

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.	55.3%	54.0%
Needed a WIC item that was not there or not available	44.7%	50.8%
Forgot to bring the WIC shopping guide to the store	42.1%	33.5%
Selected a fruit or vegetable that would not scan	29.4%	32.2%
Felt uncomfortable in the checkout line	19.3%	17.0%
Felt uncomfortable shopping for WIC items	13.7%	13.3%

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)	78.6%	82.2%	17.9%	13.7%	3.5%	4.2%
Desktop or laptop computer	24.4%	30.4%	50.2%	42.5%	25.4%	27.2%
Tablet computer (iPad, Google table, Kindle, Nook)	28.4%	31.4%	38.8%	34.4%	32.8%	34.2%
Other Internet device (iPod, Xbox, smart TV)	11.9%	20.9%	35.3%	29.2%	52.7%	49.9%

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%	86.1%
No	6.5%	8.7%
Don't know	1.5%	2.7%
No cell phone	0.5%	2.5%

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	80.6%	83.3%	17.9%	14.5%	1.5%	2.2%
Social media sites	59.7%	56.7%	31.8%	32.2%	8.5%	11.1%
E-mail	51.2%	47.3%	39.3%	38.7%	9.5%	13.9%
Smartphone app	41.3%	45.9%	46.3%	34.3%	12.4%	19.8%
YouTube or other online videos	29.4%	33.0%	64.2%	53.9%	6.5%	13.1%

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)	21.4%	23.9%	45.3%	28.2%	33.3%	47.9%
iTunes or other music storage site	15.4%	17.7%	38.8%	33.9%	45.8%	48.4%
Webcam, Skype, or Facetime	10.4%	10.9%	44.8%	37.7%	44.8%	51.4%

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	58.7	51.6%
Short cooking videos	42.3	44.6%
Videos of moms sharing healthy tips	29.4	20.1%
Videos with experts talking about child nutrition	19.9	14.3%
Online menu planning tools	16.4	10.6%
None of the above	20.9	*

*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	63.7%	49.1%
TexasWIC.org	64.7%	36.0%
BabyCenter.com	40.8%	28.7%
None of the above	13.4%	*
HealthyChildren.org	10.9%	6.6%
Breastmilkcounts.com	*	5.7%
Text4Baby.org	*	2.0%
SomedayStartsNow.com	1.5%	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	90.0%	86.6%*
Using a phone app that would help you shop for WIC-approved foods	82.6%	72.1%
Scheduling your WIC appointments online	77.6%	59.5%
Receiving an e-mail message to remind me of my upcoming WIC appointment	73.6%	7.8%*
Receiving nutrition and infant feeding tips via text message	52.2%	41.8%**
Receiving nutrition and infant feeding tips via e-mail	66.7%	28.1%**
Texting my questions to a WIC nutritionist or breastfeeding peer counselor	57.7%	43.5%***
Emailing my questions to a WIC nutritionist or breastfeeding peer counselor	60.7%	25.3%***
Using a live chat box to talk to a WIC nutritionist or breastfeeding peer counselor	47.3%	38.8%
Connecting with WIC on Facebook	43.0%	46.0%
Connecting with WIC on other social media sites (Twitter, Pinterest, Snapchat, Instagram)	26.7%	27.1%
Using video chat (webcam, Skype, FaceTime) to talk to a WIC nutritionist or breastfeeding peer counselor	30.3%	25.2%

*, **, *** 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.