

## Texas WIC Nutrition Education Survey – Statewide Report (May 2014)

### Who answered the survey?

3,405 clients answered the survey (95% response rate)

### Local Agency Participation\* (as of May 16, 2014)

Local Agency	# of Clients	Percent
1	100	2.9%
3	100	2.9%
4	20	0.6%
5	32	0.9%
7	299	8.8%
10	20	0.6%
11	24	0.7%
12	250	7.3%
13	100	2.9%
17	98	2.9%
19	20	0.6%
20	23	0.7%
21	20	0.6%
22	30	0.9%
26	248	7.3%
27	61	1.8%
28	20	0.6%
29	20	0.6%
30	20	0.6%
31	70	2.1%
32	31	0.9%
33	147	4.3%
34	20	0.6%
35	48	1.4%

Local Agency	# of Clients	Percent
36	34	1.0%
37	20	0.6%
38	20	0.6%
39	100	2.9%
40	20	0.6%
41	112	3.3%
42	28	0.8%
43	20	0.6%
44	20	0.6%
45	20	0.6%
46	25	0.7%
48	177	5.2%
51	11	0.3%
53	19	0.6%
54	200	5.9%
56	20	0.6%
58	20	0.6%
59	20	0.6%
60	20	0.6%
61	20	0.6%
62	20	0.6%
63	20	0.6%
64	20	0.6%
65	20	0.6%

Local Agency	# of Clients	Percent
67	20	0.6%
69	20	0.6%
71	42	1.2%
73	50	1.5%
74	20	0.6%
76 (area 1)	16	0.5%
76 (area 2)	20	0.6%
76 (area 3)	20	0.6%
76 (area 4)	20	0.6%
76 (area 5)	20	0.6%
76 (area 6)	20	0.6%
76 (area 7)	20	0.6%
77	99	2.9%
89	20	0.6%
90	20	0.6%
95	20	0.6%
100	31	0.9%
105	20	0.6%
107	20	0.6%
108	20	0.6%
110	20	0.6%
126	20	0.6%

\*Total number of surveys completed by local agencies varies based on their WIC participation rate

Data represents valid percentages out of the total number of respondents (N=3,405). Percentages are presented for the (1) total (entire sample), (2) subsample of English speaking clients (n=1,471), and (3) subsample of Spanish speaking clients (n=1,650). Percentages that do not total 100 percent are either due to missing responses, or when respondents were able to select more than one response for that question.

### Information about the Clients Who Answered the Survey

#### Q16. How old are you?

Age	Total	English	Spanish
Younger than 15	2.2%	0.8%	3.7%
15-19	9.4%	12.5%	6.7%
20-24	<b>23.9%</b>	<b>31.7%</b>	17.0%
25-29	22.8%	23.3%	23.4%
30-34	19.0%	15.8%	22.6%
35 or older	20.1%	15.1%	<b>24.3%</b>

#### Q23. What is the highest level of school you have finished?

Highest level of school completed	Total	English	Spanish
1 <sup>st</sup> to 5 <sup>th</sup> grade	5.1%	0.2%	9.3%
6 <sup>th</sup> to 8 <sup>th</sup> grade	14.6%	2.3%	26.4%
9 <sup>th</sup> to 12 <sup>th</sup> grade, no diploma	25.7%	19.9%	<b>30.7%</b>
High school graduate or GED	<b>28.4%</b>	<b>37.1%</b>	20.2%
Some college, no degree	18.2%	29.2%	8.9%
Associate degree	4.0%	6.1%	2.1%
Bachelor's degree	2.5%	2.9%	1.9%
Graduate or professional degree	1.4%	2.3%	0.5%

#### Q24. Are you Hispanic or Latino?

Hispanic or Latino	Total	English	Spanish
Yes	<b>75.8%</b>	49.3%	<b>99.1%</b>
No	24.2%	<b>50.7%</b>	0.9%

**Q25. What is your race?\***

Race	Total	English	Spanish
American Indian or Alaska Native	2.5%	1.9%	3.2%
White	<b>63.2%</b>	<b>60.6%</b>	<b>68.7%</b>
Black or African American	10.9%	19.9%	0.4%
Asian	1.6%	1.5%	0.0%
Native Hawaiian or Other Pacific Islander	0.3%	0.1%	0.3%
Mixed race	4.3%	5.4%	3.0%
Other*	17.3%	10.5%	24.3%

**\*This question remains confusing for some. Hispanic participants frequently marked "other" and wrote in "Hispanic."**

**Q26. What is the main language spoken in your home?**

Main language spoken	# of clients	Percent
English	1471	46.4%
Spanish	1650	<b>52.1%</b>
Other	48	1.5%

**(Q26 was missing data for 236 clients)**

**Clients' Parental Status**

**Q17.** 15% of clients who answered the survey were pregnant.  
(17.8% of English; 12.9% of Spanish)

**Q18.** 15.6% of clients who answered the survey were breastfeeding.  
(12.7% of English; 18.3% of Spanish)

**Q19.** 51.8% of clients who answered the survey were the parent/caretaker of a baby under 12 months.  
(51.5% of English; 51.6% of Spanish)

**Q20.** 72.9% of clients who answered the survey were the parent/caretaker of a child over 1 year old.  
(66.3% of English; 78.7% of Spanish)

**Q21. How many children do you have?**

Number of children in household	Total	English	Spanish
0	4.6%	6.3%	3.4%
1	32.2%	<b>38.8%</b>	25.2%
2	27.0%	27.2%	27.0%
3 or more	<b>36.1%</b>	27.7%	<b>44.3%</b>

**Q22. What is your relationship to the child(ren) in WIC?**

Relationship to child(ren) in WIC	Total	English	Spanish
Mother	<b>92.5%</b>	<b>90.5%</b>	<b>94.2%</b>
Father	0.9%	1.3%	0.3%
Grandparent	1.6%	2.1%	1.1%
Foster parent	0.4%	0.5%	0.2%
Self, pregnant	4.3%	5.0%	3.9%
Other	0.4%	0.6%	0.3%

**Q15. During the past 5 years I have participated in WIC:**

Length of participation in WIC	Total	English	Spanish
Less than 1 year	33.0%	<b>39.4%</b>	27.5%
1 to 2 years	27.1%	28.1%	24.8%
3 or more years	<b>39.9%</b>	32.5%	<b>47.7%</b>

**Q27. In the last 12 months, were you ever concerned you wouldn't be able to buy enough food to feed your family?**

Reported food insecurity	Total	English	Spanish
Yes	37.8%	31.5%	44.0%
No	<b>62.2%</b>	<b>68.5%</b>	<b>56.0%</b>

**SECTION 1** describes participants' preferences for nutrition education, Farmers' Market, and referrals. It also gathers opinions about WIC and self-confidence among participants for select healthy behaviors. The section included nine questions.

**Q1. Is this the first class you have been to at WIC?**

First class	Total	English	Spanish
Yes	24.6%	26.5%	22.4%
No	75.4%	73.5%	77.6%

**Q2. If it were up to you, what kind of WIC classes would you like to take?**

(Purple font indicates values for Spanish-speaking clients. **Highlights\*** indicate where Spanish-speaking clients had different class preferences.)

WIC classes you like	Would like a lot (%)			Would like a little (%)			Would not like (%)			Not sure (%)		
	All	Eng	Spn	All	Eng	Spn	All	Eng	Spn	All	Eng	Spn
Cooking class	62.2	52.8	71.7	22.3	26.1	18.9	9.5	14.2	4.9	6.0	7.0	4.5
Nutrition or health fair	59.6	47.8	71.1	27.2	32.4	21.8	6.8	10.4	3.9	6.3	9.4	3.2
Lessons I take home	51.0	48.1	54.8	28.9	27.6	29.6	13.7	17.6	10.0	6.3	6.6	5.6
Group classes at my WIC clinic	45.2*	26.8*	61.2*	34.4	41.4	28.2	11.4	20.2	4.5	8.9	11.6	6.1
On the Internet (web lesson)	42.4*	53.2*	31.3*	23.0	22.1	24.1	22.6	17.4	28.3	12.1	7.3	16.3
Grocery store tour	29.2	19.5	37.6	30.0	28.3	32.5	27.9	38.1	18.1	12.9	14.1	11.8
Lessons I do on my own at my WIC clinic, including bulletin board lessons	27.2	24.9	28.2	38.1	37.7	39.6	20.3	24.0	17.7	14.3	13.4	14.5

**Q3. In general, how do you like to get new information?**

How you like to get new information	Total	English	Spanish
Printed handout, flyer, or brochure that I can take home	92.4%	91.2%	93.8%
Download or read online	50.8%	60.2%	40.9%
I prefer to talk to someone without reading on my own	50.4%	41.7%	57.9%

**Q4. Please mark how much you agree or disagree with the following statements.**

Agreement or disagreement with statements	Strongly agree	Agree	Disagree	Strongly disagree
WIC classes are offered at a good time of day	57.4%	39.7%	2.4%	0.5%
WIC classes are too long	6.5%	16.6%	64.8%	12.1%
WIC classes cover topics I am interested in	51.8%	43.6%	3.8%	0.8%
I like learning in a group in WIC classes	39.5%	43.3%	14.1%	3.2%
I have a hard time finding transportation to get to classes at WIC	8.3%	14.2%	48.3%	29.3%
It is worth my time and effort to come to classes at WIC	53.0%	40.8%	4.9%	1.3%

**Q5. Have you ever shopped at a Farmers' Market for fruits and vegetables?**

Shopped at a Farmers' Market for fruits and vegetables	Total	English	Spanish
Yes	30.6%	37.4%	23.6%
No	69.4%	62.6%	76.4%

**Q6. If you could use your WIC card to buy fruits and vegetables at your local Farmers' Market, would you?**

Would use WIC card at Farmers' Market for fruits and vegetables	Total	English	Spanish
Yes	87.5%	89.7%	85.4%
No	12.5%	10.3%	14.6%

**Q7. In your area, do you need help with finding...?**

<b>Need help with finding</b>	<b>Yes</b>
Information about early child development	26.6%
Affordable housing	26.1%
Childcare	21.9%
Clothing assistance	18.3%
Assistance with family planning (birth control)	18.2%
Food assistance	16.4%
A dentist	14.7%
Support for dealing with family problems	12.5%
A doctor	10.9%
Shots for your children	10.8%
Treatment for alcohol, tobacco, drug, or substance use/abuse	4.3%

**Q8. Please mark how much you agree or disagree with the following statements.**

<b>Agreement or disagreement with statements</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly disagree</b>
WIC 'gets' (understands) me	54.8%	43.2%	1.6%	0.4%
WIC staff respect me	67.2%	31.7%	0.8%	0.2%
WIC staff are friendly	69.3%	29.2%	1.3%	0.2%
WIC staff talk about what I want to talk about	61.7%	36.2%	1.8%	0.2%
When I have a question about nutrition, WIC staff can answer it	66.9%	32.5%	0.5%	0.2%
When I have a question about breastfeeding, WIC staff can answer it	64.7%	33.8%	0.9%	0.6%
The benefits of the WIC program are worth my time and effort	74.2%	24.9%	0.7%	0.2%

**Q9. Confidence is the belief that you can do something. In the next 3 months, how confident are you that you can take steps to:**

<b>Confidence you can take steps to:</b>	<b>Very confident</b>	<b>Somewhat confident</b>	<b>Not at all confident</b>
Sit down to eat meals together with my family	87.8%	11.3%	0.9%
Eat at least one fruit every day	87.6%	11.3%	1.1%
Eat at least one vegetable every day	83.7%	14.9%	1.4%
Prepare healthy meals at home on most days	76.3%	22.8%	1.0%
Be physically active for 30 minutes on most days of the week	70.1%	26.5%	3.3%

**SECTION 2** contains five questions about technology use.

**Q10. Where do you access the Internet (get online)? (mark all that apply)**

21.4% of clients reportedly do not use the Internet. (10% of English- and 32.6% of Spanish-speaking clients do not use the Internet)

Where you access the Internet	Total	English	Spanish
Home	58.8%	69.6%	49.8%
Work	8.7%	12.6%	5.3%
School	5.8%	7.5%	4.1%
Friend or family's house	17.7%	22.4%	14.5%
Public places (library or businesses with free WiFi)	28.2%	29.8%	27.9%

**Q11. Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone, such as an Android, iPhone, Blackberry, or Windows phone?**

Do you have a smartphone?	Total	English	Spanish
Yes	68.1%	82.3%	55.4%
No	19.7%	12.5%	26.0%
Don't know	7.0%	2.4%	11.0%
No cell phone	5.1%	2.8%	7.5%

**Q12. What type of device do you use to access the Internet? (mark all that apply)**

Device used to access the Internet	Total	English	Spanish
Desktop or laptop computer	42.1%	56.4%	29.3%
Cell phone (including smartphones)	66.1%	77.1%	58.7%
Tablet computer, such as an iPad, Google tablet, Kindle Fire	19.9%	25.0%	15.9%
Other Internet device (iPod, Xbox, smart TV)	5.1%	7.7%	3.2%
I don't access the Internet	15.6%	5.8%	24.6%

**Q13. How often do you use the following technology?**

Use of technology	Every day (%)			Sometimes (%)			Almost never (%)		
	All	Eng	Spn	All	Eng	Spn	All	Eng	Spn
Text messaging or texting	61.3	80.7	44.5	28.6	15.3	40.4	10.1	4.0	15.1
E-mail	27.5	43.1	11.9	31.5	33.2	28.9	41.1	23.8	59.2
Facebook	37.9	51.7	25.1	28.5	23.9	32.8	33.6	24.4	42.1
Twitter	3.5	5.2	1.7	6.1	7.6	4.4	90.4	87.2	93.9
YouTube or other online videos	13.5	17.3	8.7	44.2	46.0	42.5	42.3	36.7	48.8
Smartphone application (app)	27.3	44.8	9.9	24.7	27.4	22.1	48.0	27.8	68.0
Take WIC classes online	4.8	6.0	3.0	23.3	29.0	17.5	71.9	65.0	79.5
Webcam, Skype, or FaceTime	4.9	6.8	2.5	15.1	17.9	11.3	80.1	75.3	86.2
Xbox, PlayStation, Wii	4.9	8.2	1.5	13.9	20.3	7.3	81.2	71.4	91.2

**Q14. Would you be interested in:**

Would you be interested in:	Total	English	Spanish
Getting WIC appointment reminders or nutrition tips via text messages?	85.3%	87.7%	83.2%
Texting questions to WIC staff?	66.1%	67.4%	66.0%
Getting WIC appointment reminders or nutrition tips via email?	55.9%	66.1%	46.7%
Using a phone application (app) to shop for WIC foods?	51.9%	64.7%	40.3%
Connecting with WIC on Facebook?	52.3%	53.0%	52.4%
Scheduling your WIC appointments online?	47.0%	58.3%	37.3%
Emailing questions to WIC staff?	44.2%	56.2%	33.5%