

**Arizona Department of  
Health Services (ADHS) /  
Arizona Nutrition Network (AzNN)**

**Social Media  
&  
Technology Research**



**October 31, 2017**



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# I. Background & Methodology

## Background

The Arizona Department of Health Services (ADHS), Bureau of Nutrition and Physical Activity (BNPA) with the Arizona Department of Economic Security (DES), Family Assistance Administration (FAA), provides a program called the Supplemental Nutrition Assistance Program Education (SNAP-Ed) – also known as the Arizona Nutrition Network (AzNN). The purpose of the AzNN is to provide nutrition education and obesity prevention programs to Arizona's Supplemental Nutrition Assistance Program (SNAP) participants and those who are eligible (eligibles). AzNN utilizes policy, systems, and environmental change (PSE) strategies along with direct education and social marketing to improve healthy lifestyle choices and reduce the risk of chronic disease.

The AzNN completed a media usability study in 2010 to assess SNAP participants' access to and use of technology. The purpose of the 2017 Social Media & Technology Study was to obtain more current information about social media and technology access and use among the SNAP-Ed target audience. The information from this study will be used to tailor communications methods for both social marketing and program implementation.

## Methodology

Intercept interviews were conducted with **801** women in four major markets: Metropolitan Phoenix, Tucson, Yuma, and Northern Arizona (Flagstaff, Prescott, Prescott Valley, and Cottonwood). Professional, bilingual intercept interviewers from WestGroup Research conducted all interviews. Participants had the option of completing the interview in English or Spanish and were given a \$5 grocery or retail store gift card as a "thank you." Approximately 10% of each interviewer's intercepts were validated by phone.

The answers to all questions were reviewed among several characteristics, including age, ethnicity, language spoken at home, community, and WIC participation. Statistically significant differences in age and ethnicity are noted in this report.

## Respondent Qualifications

- Females, between 18 and 49 years of age
- Must have at least one child 0-11 years of age
- Income-eligible women (185% of federal poverty guidelines)
- Statewide

# in Household	Weekly Income	Biweekly Income	Monthly Income	Yearly Income
2	\$ 578	\$1,156	\$2,504	\$30,044
3	\$ 727	\$1,453	\$3,149	\$37,777
4	\$ 876	\$1,751	\$3,793	\$45,510
5	\$1,024	\$2,048	\$4,437	\$53,243
6	\$1,173	\$2,346	\$5,082	\$60,976
7	\$1,322	\$2,643	\$5,726	\$68,709
8	\$1,471	\$2,941	\$6,371	\$76,442

Include:

- Mix of ethnicities
- Mix of experience with various assistance programs

The table below lists the specific locations of the intercepts, the number of interviews completed in each market, and interview dates.

<b>City</b>	<b>Location/Address</b>	<b>Sample Size</b>	<b>Interview Dates</b>
<b>Phoenix Area</b>	<b>WIC Clinics</b> Adelante Mesa Goodyear Mountain Park Maryvale <b>DES</b> 4635 S. Central Ave <b>Ranch Markets</b> 16 <sup>th</sup> St. & Roosevelt 67 <sup>th</sup> Ave. & Camelback 33 <sup>rd</sup> Ave. & Indian School 35 <sup>th</sup> Ave. & Glendale 1118 E. Southern Ave. 5833 S. Central Ave	301	July 24 – August 26
<b>Tucson</b>	<b>WIC Clinics</b> 3950 S. Country Club Rd 6920 E. Broadway Blvd. 175 S. Irvington <b>DES</b> Ft. Lowell - 316 W Fort Lowell Rd <b>Retail Locations</b> El Super - 3372 S. 6th Ave Farmers Market - Mercado San Agustin, 100 S. Avenida del Convento	300	August 17 - 20
<b>Yuma</b>	<b>WIC Clinic</b> 2200 W. 28th St. <b>Retail Locations</b> Del Sol Grocery - 280 S. 4th St. Yuma Swap Meet - 4000 S. 4th Ave.	100	August 10 - 13
<b>Northern Arizona</b>	<b>WIC Clinics</b> Prescott Prescott Valley <b>Retail Location</b> Flagstaff Mall	100	July 27-30

## II. Respondent Profile

	Total n=801	Phoenix n=301 (A)	Tucson n=300 (B)	N. AZ n=100 (C)	Yuma n=100 (D)
<b>Age:</b>					
18 – 25	23%	20%	25%	21%	23%
26 – 35	47%	49%	43%	56%B	44%
36 – 45	26%	28%	26%	23%	21%
46 – 49	5%	3%	5%	-	12%A
<b>Race/Ethnicity:</b>					
Caucasian/White	37%	26%	40%A	49%A	49%A
Native American	9%	8%	5%	32%ABD	5%
African American	6%	11%BCD	4%	1%	3%
Asian	*	1%	*	-	-
Native Hawaiian	*	1%	-	1%	-
Refused	50%	58%CD	53%C	18%	45%C
Hispanic	77%	80%C	82%C	37%	89%AC
Non-Hispanic	23%	20%D	18%D	61%ABD	10%
<b># in HH:</b>					
2	5%	3%	6%	11%A	4%
3	17%	15%	16%	15%	24%
4	26%	21%	31%A	27%	22%
5	24%	22%	28%CD	19%	18%
6+	29%	39%BC	18%	28%B	31%B
<b>Education:</b>					
Attended HS or less	28%	35%C	28%C	10%	27%C
HS Grad / GED	30%	30%	32%	26%	26%
Some college	27%	27%	22%	40%AB	29%
College Grad/Post Grad	15%	9%	17%A	23%A	18%
<b>Primary HH language:</b>					
English	38%	34%D	35%D	75%ABD	18%
Spanish	28%	30%C	32%C	6%	30%C
Both	34%	36%C	33%C	16%	50%ABC
Other	*	-	*	2%	1%
<b>Food Assistance Program: % Yes, any</b>	<u>70%</u>	<u>75%C</u>	<u>74%C</u>	<u>37%</u>	<u>73%C</u>
Participate in:					
SNAP	65%	63%	65%	81%ABD	60%
WIC	62%	66%B	57%	57%	70%B
School Lunch	52%	60%BC	50%C	22%	52%C
Summer Food	3%	3%	2%	11%	-

\* <.5%

ABCD Significantly higher than other group(s)

### III. Executive Summary

- **The vast majority of moms – 92% of those meeting the requirements of this study - own a smartphone.** This is true across all demographic groups. In contrast, just one in ten study participants have a landline, with those 18 to 25 least likely to have such a phone (5%).
  - Laptop and tablet ownership are similar - four in ten own these devices. The youngest group of moms was least likely to own a laptop / desktop computer.
  - Hispanic moms are more likely than non-Hispanics to own a smart TV (37% vs. 27%).
- **Samsung is the cell phone of choice for four in ten moms.** One-quarter report owning an iPhone.
- **Moms are most likely to access the Internet using their cell phones, regardless of age and ethnicity.** Those 18 to 25 were even more likely to access the Internet with a smartphone than their older counterparts – 93% compared to 84% among those between 46 and 49 years.
- **Once online, study participants are most likely to go to social media sites (83%).** This is followed by emailing family and friends (63%) and getting recipes (54%). Moms 46 to 49 are more likely than those 45 and younger to get recipes online – 76% and 53%, respectively.
- **Facebook is the most frequently visited website among all age groups, with two-thirds of study participants naming this site.** Google follows, with just over half naming this search engine.
  - Facebook was also the most frequently downloaded app, with over eight in ten smartphone owners saying they have this app on their phone.
  - When asked about social media sites, again, Facebook surfaces as the most popular, with two-thirds using this site on a daily basis.
- **When asked about their favorite site for recipes, Google was named most often (17%).** Food Network, the most frequently mentioned recipe website, was named by just 5% of moms.
  - One in five moms indicated they have visited the Eat Well Be Well website - 3% report doing so on an unaided basis plus 16% when prompted.
- **Half of study participants are *not very* (25%) or *not at all likely* (25%) to follow a government entity or program on social media.** In contrast, 46% maintain they are *very* (14%) or *somewhat likely* (32%) to do so. Four percent (4%) are unsure.
- **Most (9 in 10) moms watch TV on a regular or smart TV.** One-quarter watch TV on their smartphone. This increases to one-third among those 18 to 25 who report watching TV on their smartphone.

- **Netflix is the most popular video type**, with over half saying they have watched these programs. Younger moms (<35) are more likely than those 35+ to watch Netflix.
- **Three-quarters of moms recall Internet advertising, with one-quarter having clicked on a particular ad.** Approximately half agree they are more likely to notice Internet advertising than ads on radio and TV.
- **Pandora appears as the most popular way to listen to music**, with half of those interviewed choosing to listen to this format. One-third named radio, and one in six have listened to music on Spotify. This increases to one in four among moms ages 18 to 25.
- **Television leads as the source of news and information with nearly six in ten preferring this source.** The Internet follows at 52%. Four in ten get their news and information from social media, with just one in ten saying they get their news and information from a newspaper.
- **Communications preferences are mixed.** Text and email are each mentioned by one-third of all respondents, with one-quarter naming telephone. This is fairly consistent among all demographic categories.
- **Just one in ten own a health-related device**, with Fitbit leading in this category (6% ownership).
- **Interest in new technology concepts is limited.** Three of the four concepts (Snapchat glasses, virtual reality, Google glasses) were of interest to about one in five moms.

Following is a question-by-question review of the results.

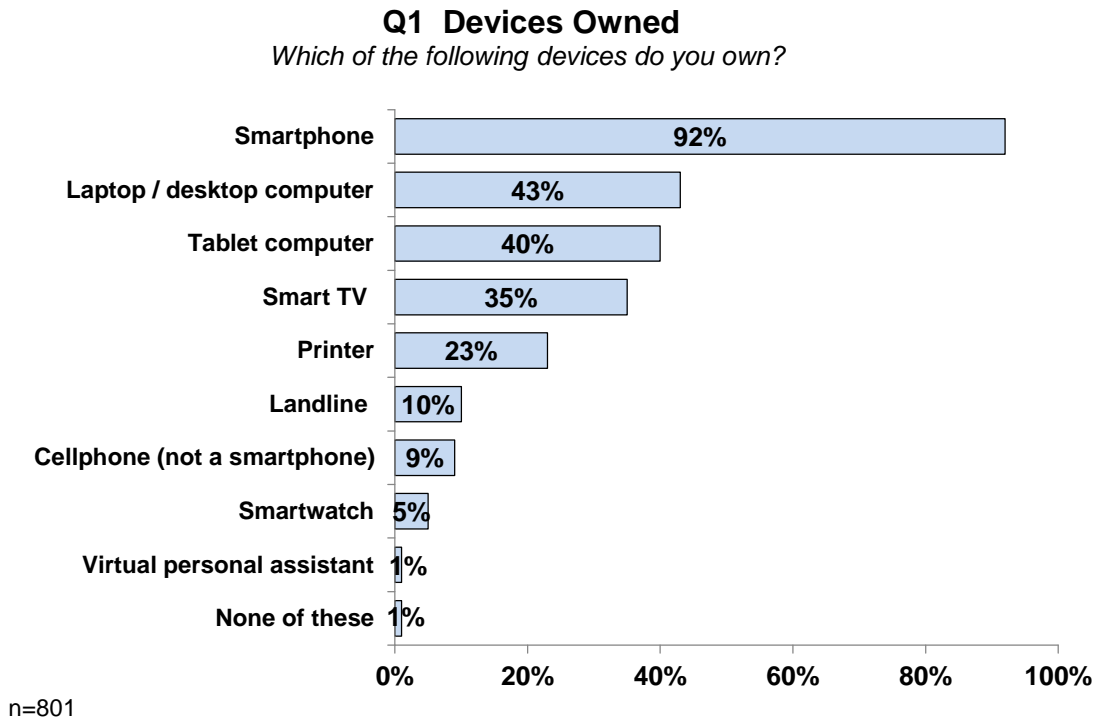


## IV. Summary of Findings

### A. Device Ownership & Use

Nine out of ten moms own a smartphone, more than twice as many as the second most owned technology-related device (laptop / desktop computer, 43%). Four in ten own a tablet, and one-third report owning a smart TV.

Among those with a cellphone that is not a smartphone (just 9% of all moms), 48% have a prepaid plan, and 52% have a regular plan.



The youngest group of moms (18-25) was less likely to own a laptop / desktop computer than 36-45 year olds (37% vs. 48%). They were also less likely than 26-45 year olds to own a landline (5% vs. 12%) or a cellphone that's not a smartphone (4% vs. 10%, respectively).

Compared with Non-Hispanics, Hispanic moms have higher ownership of Smart TVs (37% vs. 27%), and a lower level of ownership of desktop / laptop computers (40% vs. 54%) and printers (20% vs. 31%).

## Demographic Differences

Devices Owned	18-25 n=181 (A)	26-35 n=375 (B)	36-45 n=208 (C)	46-49 n=37 (D)	Hispanic n=613 (E)	Non- Hispanic n=183 (F)
Smartphone	95%	92%	90%	87%	92%	90%
Laptop / desktop computer	37%	43%	48%A	43%	40%	54%E
Tablet computer	35%	44%	38%	38%	40%	39%
Smart TV	32%	38%	33%	30%	37%F	27%
Printer	18%	25%	24%	16%	20%	31%E
Landline	5%	12%A	13%A	11%	10%	12%
Cellphone (not smartphone)	4%	10%A	11%A	14%	8%	13%
Smartwatch	4%	6%	6%	-	4%	8%
Virtual personal assistant	-	2%	1%	-	1%	2%

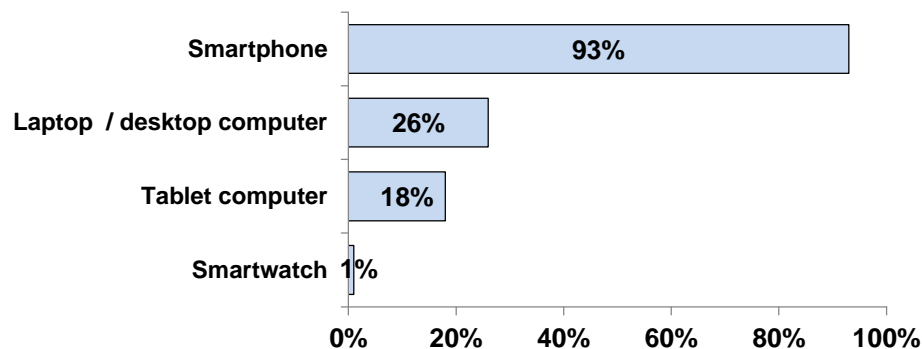
ABCDEF Significantly higher than other group(s)

Accessing the Internet in the past week was accomplished primarily with a Smartphone (93%) regardless of age or ethnicity. Moms 18-25 were even more likely to access the Internet with a Smartphone (96%) than moms 36-45 (90%) or 46-49 (84%).

More Non-Hispanic moms accessed the Internet using a laptop or desktop computer (38%) than Hispanic moms (22%).

### Q2 Device Used to Access Internet

Which have you used to access the Internet in the past week?



n=801

## B. Internet Use

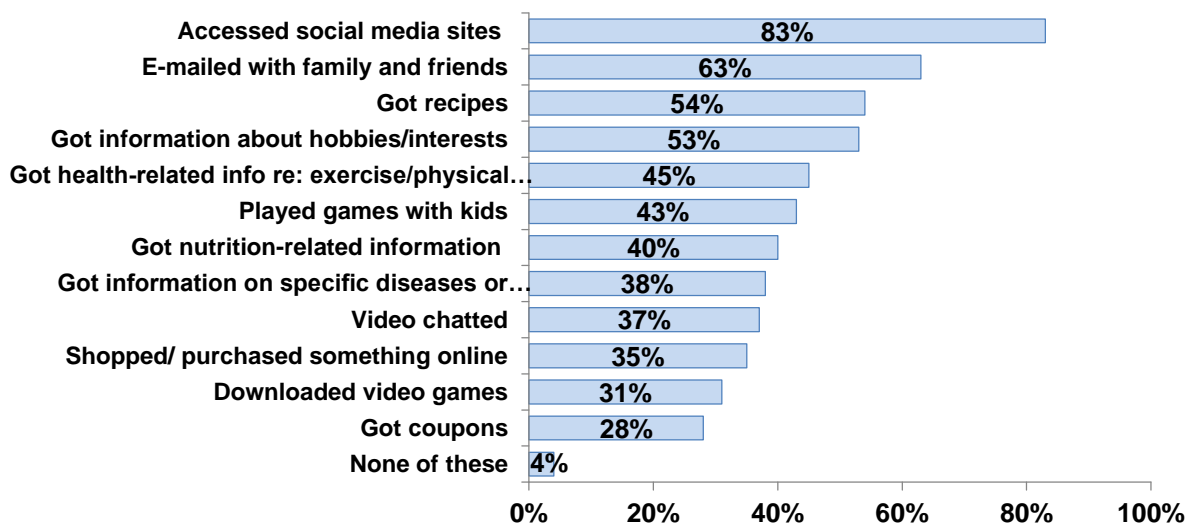
### 1. Sites Visited

Eight of ten moms visited social media sites in the past week, the most frequently mentioned Internet activity. This was followed by emailing family and friends (63%), getting recipes (54%), and getting information about hobbies / interests (53%).

Moms 18 to 25 are more likely to access social media sites and play games with their kids than moms over 26, while those in the 26 to 35 year range are more likely to get health and nutrition-related information than their younger counterparts. Moms between 46 and 49 are more likely than others to get recipes information about specific diseases.

### Q3 Internet Activities in Past Week

Which of the following have you done in the past week?



### Demographic Differences

Internet Activities in the Past Week	18-25 n=181 (A)	26-35 n=375 (B)	36-45 n=208 (C)	46-49 n=37 (D)	Hispanic n=613 (E)	Non-Hispanic n=183 (F)
Social media sites	89% <sup>BC</sup>	83%	77%	87%	85% <sup>F</sup>	78%
Emailed family / friends	65%	65%	60%	62%	60%	75% <sup>E</sup>
Got recipes	45%	58% <sup>AC</sup>	49%	76% <sup>ABC</sup>	56%	48%
Got info about hobbies / interests	47%	58% <sup>A</sup>	50%	46%	55% <sup>F</sup>	45%
Got health-related info	38%	50% <sup>A</sup>	44%	35%	47%	39%
Played games with kids	44% <sup>C</sup>	48% <sup>C</sup>	32%	43%	44%	41%
Got nutrition-related info	31%	42% <sup>A</sup>	42% <sup>A</sup>	41%	41%	34%
Got info about specific diseases	27%	38% <sup>A</sup>	45% <sup>A</sup>	60% <sup>AB</sup>	41% <sup>F</sup>	26%
Video chatted	37%	35%	38%	43%	38%	32%
Shopped / purchased online	34%	36%	33%	35%	34%	37%
Downloaded video games	30%	33%	26%	41%	33% <sup>F</sup>	25%
Got coupons	24%	29%	27%	30%	26%	33%

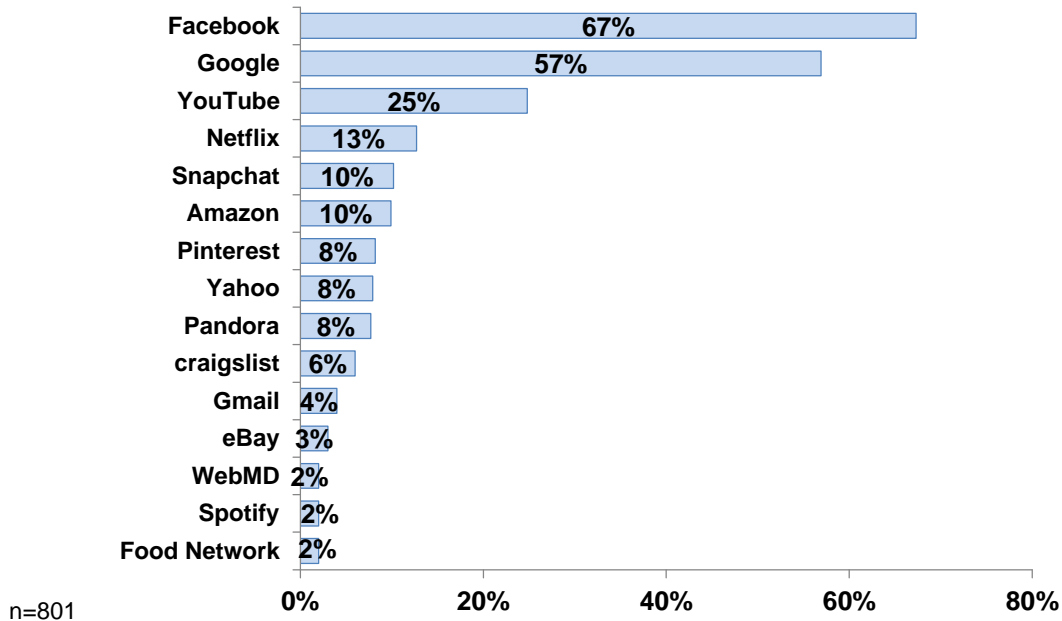
ABCDEF Significantly higher than other group(s)

Two-thirds of respondents visited Facebook in the past week, the most of any site mentioned. Google was second at 57%, with YouTube a distant third at 25%.

Facebook was the most visited site for all age groups and ethnicities. Netflix was visited by more moms in the two younger age groups than the two older groups (17%/14% vs. 9%/5%). Netflix and Amazon were visited by more Non-Hispanic women than Hispanic women.

#### Q4 Frequently Visited Websites

Which 3 websites would you say you visit most often?



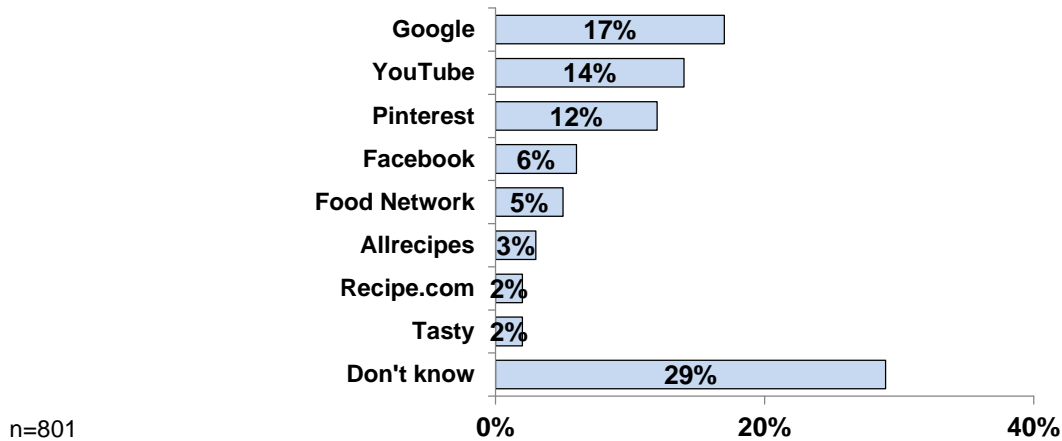
#### Demographic Differences

Most Often Visited Websites	18-25 n=181 (A)	26-35 n=375 (B)	36-45 n=208 (C)	46-49 n=37 (D)	Hispanic n=613 (E)	Non-Hispanic n=183 (F)
Facebook	74% <sup>BC</sup>	65%	65%	73%	68%	66%
Google	61%	54%	61%	49%	57%	56%
YouTube	23%	25%	27%	19%	23%	30%
Netflix	17% <sup>CD</sup>	14% <sup>CD</sup>	9%	5%	10%	20% <sup>E</sup>
Snapchat	14% <sup>C</sup>	11% <sup>C</sup>	5%	11%	10%	11%
Amazon	9%	11%	10%	5%	7%	19% <sup>E</sup>
Pinterest	7%	10%	7%	5%	8%	9%
Yahoo	7%	5%	11% <sup>B</sup>	22% <sup>AB</sup>	8%	9%
Pandora	8%	9%	6%	11%	8%	8%
Craigslist	5%	6%	6%	8%	5%	8%
Gmail	6%	3%	3%	5%	3%	7%
eBay	2%	3%	2%	5%	3%	3%

ABCDEF Significantly higher than other group(s)

When asked about their favorite recipe website, the majority of respondents didn't mention a site devoted to recipes. Google was most often mentioned (17%), indicating that when they are searching for a recipe, they're not loyal to a specific recipe site. Food Network was the most frequently mentioned recipe website at just 5%. Almost one-third didn't have any favorite site for recipes.

**Q5 Favorite Recipe Website**  
*What is your favorite site for recipes?*



**Demographic Differences**

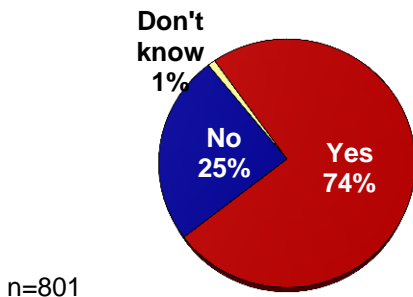
Favorite Recipe Website	18-25 n=181 (A)	26-35 n=375 (B)	36-45 n=208 (C)	46-49 n=37 (D)	Hispanic n=613 (E)	Non-Hispanic n=183 (F)
Google	22%	16%	17%	11%	18%	15%
YouTube	6%	16%A	17%A	19%	18%F	2%
Pinterest	13%	14%	9%	-	11%	15%
Facebook	2%	6%A	7%A	19%A	6%	6%
Food Network	5%	6%	4%	3%	4%	10%E
Allrecipes	3%	3%	2%	-	2%	6%E
Recipe.com	2%	2%	-	5%	2%	2%
Tasty	2%	3%C	1%	-	2%	1%
Don't know	33%B	24%	33%B	35%	29%	28%

*ABCDEF Significantly higher than other group(s)*

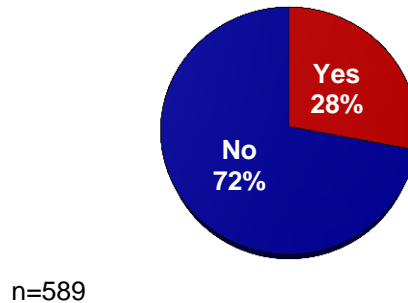
## 2. Internet Advertising

Three-fourths of moms said they recall Internet advertising, with those 35 and under significantly more likely to recall such advertising than women 36 or older – 78% and 64%, respectively. Approximately one in four (28%) maintain they have ever clicked on an Internet ad, with women ages 26 to 35 most likely to have done so (31%).

**Q6 Recall any Internet Advertising?**



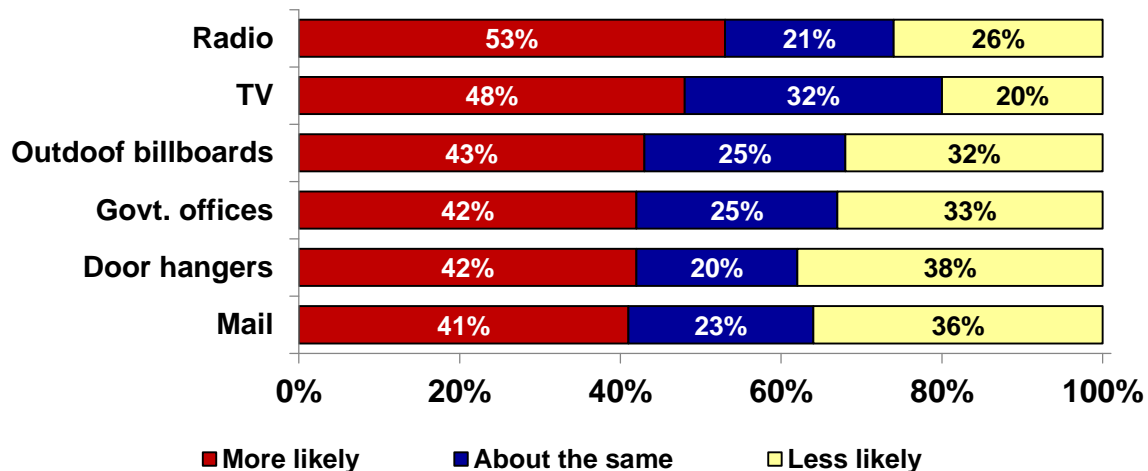
**Q7 Ever Clicked on any Internet Advertising?**



Among those who have noticed and clicked on Internet ads (n=163) about half said they're more likely to notice Internet ads than radio ads (53%) or TV ads (48%). *Note: while there were no statistically significant differences by age group in likelihood of noticing advertising on various media, it is important to keep in mind that those under 35 were more likely to recall Internet ads. As a result, they make up 75% of the respondents who were asked the questions below.*

**Q8 Likelihood to Notice Internet Ads vs. other Media**

*Are more likely, less likely, or about the same, to notice online ads compared to advertising you see or hear on/in:*



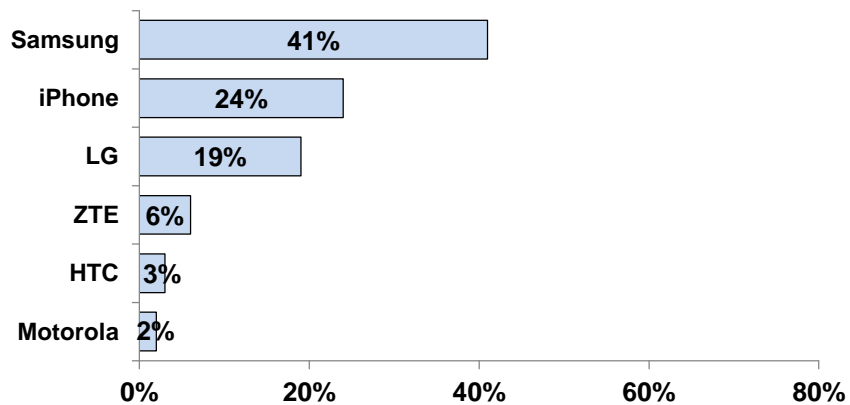
Base: Recall seeing internet advertising and ever clicked on ad n=163

### C. Cell Phone Use

Four in ten cellphone / Smartphone owners have a Samsung, the most frequently used brand across all age and ethnicity categories. One-fourth has an iPhone. The two younger age groups are more likely to have an iPhone than the two older groups (32%/26% vs. 15%/14%)

#### Q9 Cellphone Brand

*What brand of cellphone or Smartphone do you have?*

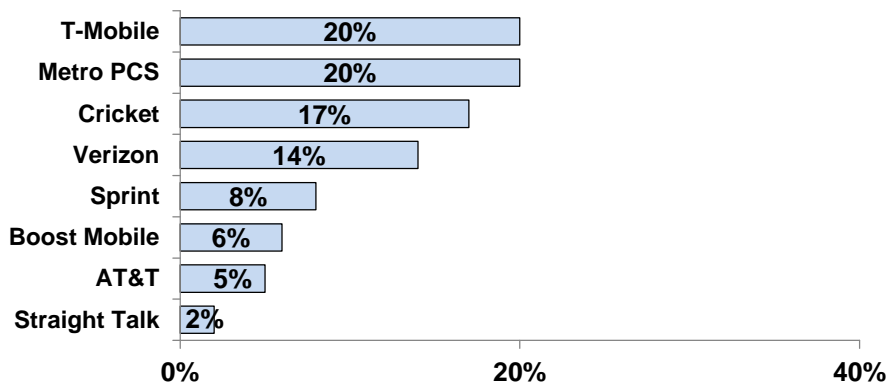


Base: Have cellphone or Smartphone n=784

T-Mobile and Metro PCS are the top two providers of cellphone service (20% each). Cricket (17%) and Verizon (14%) are the next two most frequently used providers.

#### Q10 Cellphone Service Provider

*Who is your service provider?*



Base: Have cellphone or Smartphone n=784

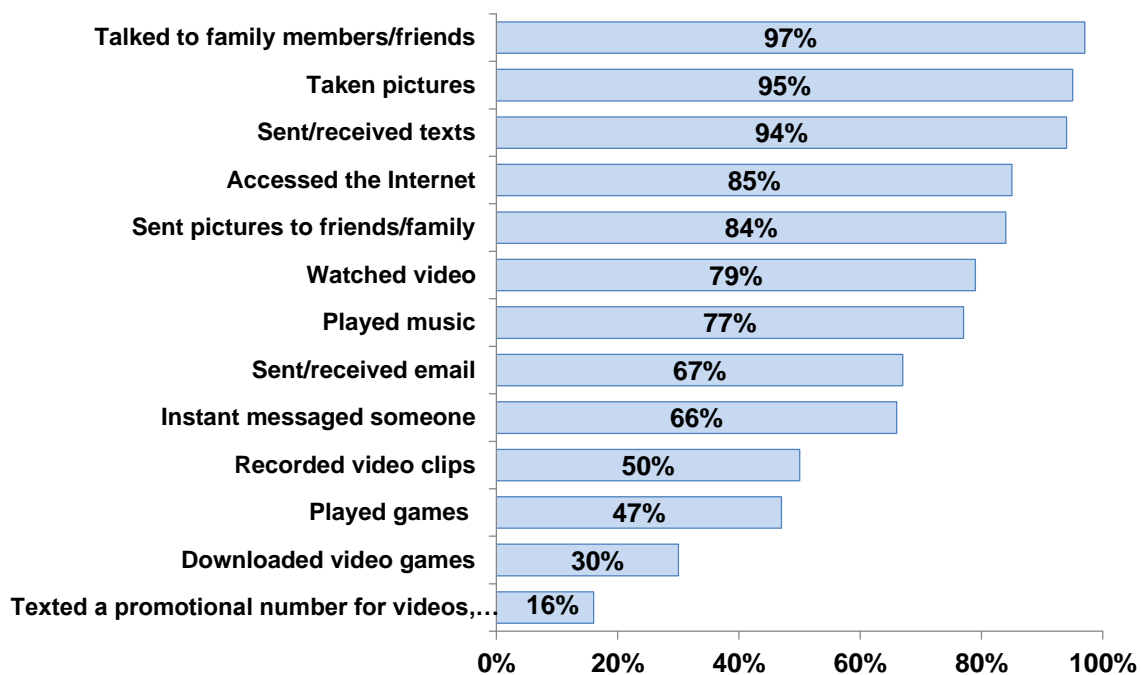
Thirteen possible uses were presented to cell phone owners. Each was asked which activities they had used on their cellphone in the past week.

Two-thirds or more of the owners had performed nine of the activities in the past week. *Talking to family / friends* topped the list (97%), followed by *taking pictures* (95%), and *texting* (94%). The most notable demographic difference was that moms 18 to 25 were significantly more likely than moms in other age groups to record video clips.

The top games gamers played in the past week were Candy Crush (29%), Solitaire (4%), Kids games (4%), and Minecraft (3%).

### Q11 Cellphone Uses in Past Week - % Yes

*Tell me if you have used your cell phone for this in the past week.*



Base: Have cellphone or Smartphone n=784

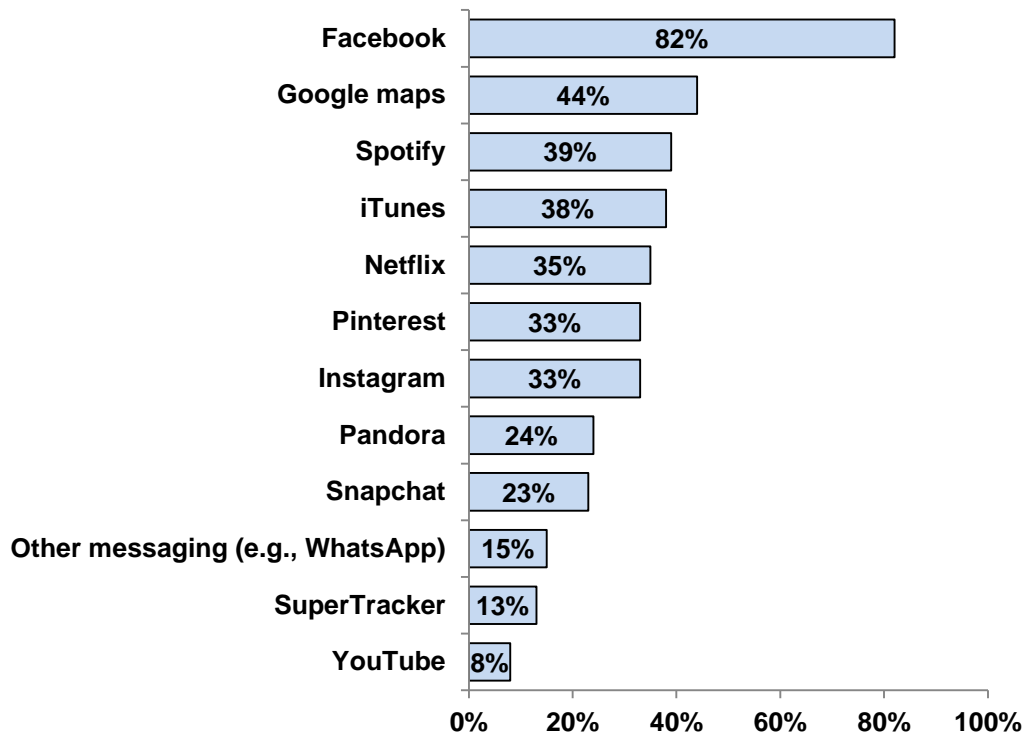
Eight of ten moms (82%) said they have the Facebook app on their phones, almost twice as many as the second place app, Google Maps (44%). Spotify and iTunes were the third and fourth most prevalent apps on their cellphones. This was driven by moms in the two younger age groups. More than half of 18-25 year olds have Spotify (58%) and iTunes (54%) on their cellphones.

More than two-thirds said they don't have any health related apps on their phone (71%). The top health related apps mentioned were My Fitness Pal (3%), Samsung Health (3%), Health (3%), WebMD (2%), and Fitbit (2%). *Note: while 12% of moms said they have the SuperTracker app on their phone, not one mentioned SuperTracker when asked what health-related apps they have.*



## Q12 Apps on Cell Phone

Which apps do you have on your cellphone??



Base: Have Smartphone n=734

### Demographic Differences

Apps on Cellphone p45	18-25 n=172 (A)	26-35 n=343 (B)	36-45 n=187 (C)	46-49 n=32 (D)	Hispanic n=566 (E)	Non- Hispanic n=165 (F)
Facebook	87% <sup>C</sup>	83%	76%	88%	83%	79%
Google maps	42%	45%	40%	66% <sup>ABC</sup>	43%	47%
Spotify	58% <sup>BCD</sup>	38% <sup>C</sup>	25%	25%	39%	40%
iTunes	54% <sup>BCD</sup>	37% <sup>C</sup>	27%	28%	37%	39%
Netflix	35%	34%	39%	34%	41% <sup>F</sup>	18%
Pinterest	38% <sup>C</sup>	35% <sup>C</sup>	26%	34%	33%	36%
Instagram	35%	34%	27%	44%	31%	39%
Pandora	32% <sup>C</sup>	25% <sup>C</sup>	16%	19%	22%	32% <sup>E</sup>
Snapchat	24%	27% <sup>C</sup>	17%	16%	22%	27%
Other messaging	12%	17%	11%	22%	12%	23% <sup>E</sup>
SuperTracker	19% <sup>BC</sup>	12%	9%	9%	12%	16%
YouTube	10%	6%	8%	13%	7%	8%
Don't have apps on cellphone	31%	40% <sup>A</sup>	37%	34%	35%	42%

*ABCDEF Significantly higher than other group(s)*

## D. Television Viewing Habits

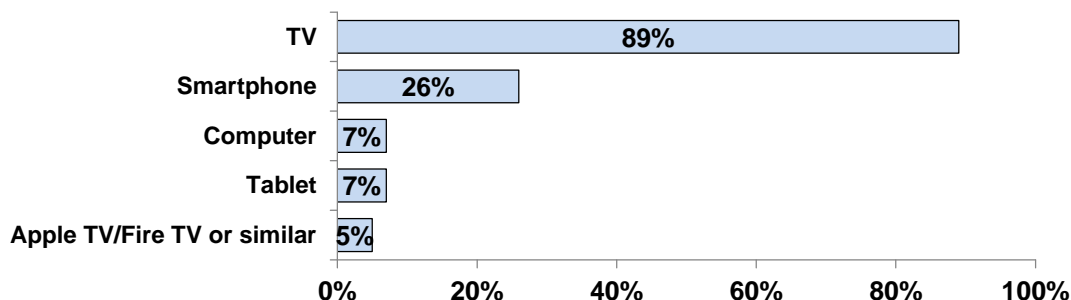
Nine in ten respondents indicated that in the past 30 days they watched television on a regular TV. Much smaller numbers watched television on other devices. One-fourth said they watched television on a smartphone (26%), while less than one in ten said they had watched television on a computer (7%), tablet (7%), or Apple TV/Fire TV or similar (5%).

Moms in the two younger age groups are more likely to watch television on their smartphone than moms in the older groups (33%/28% vs. 20%/8%).

Hispanic moms were more likely than Non-Hispanic moms to watch television on a TV (91% vs. 84%). Non-Hispanic moms were more likely to watch television on a non-TV device, including smartphone, tablet, and computer. The higher incidence of watching television on a computer can be linked to availability, since fewer Hispanic moms have a laptop / desktop computer in their home.

### Q14 Devices Used to Watch TV

*In which of the following ways have you watched television in the past 30 days?*



n=801

### Demographic Differences

Devices used to watch TV	18-25 n=181 (A)	26-35 n=375 (B)	36-45 n=208 (C)	46-49 n=37 (D)	Hispanic n=613 (E)	Non-Hispanic n=183 (F)
TV	87%	89%	90%	95%	91%F	84%
Smartphone	33%CD	28%CD	20%D	8%	22%	39%E
Tablet	4%	9%A	6%	-	6%	11%E
Computer	8%	6%	9%	3%	4%	16%E
Apple TV/Fire TV/or similar	3%	5%	4%	3%	4%	6%

*ABCDEF Significantly higher than other group(s)*

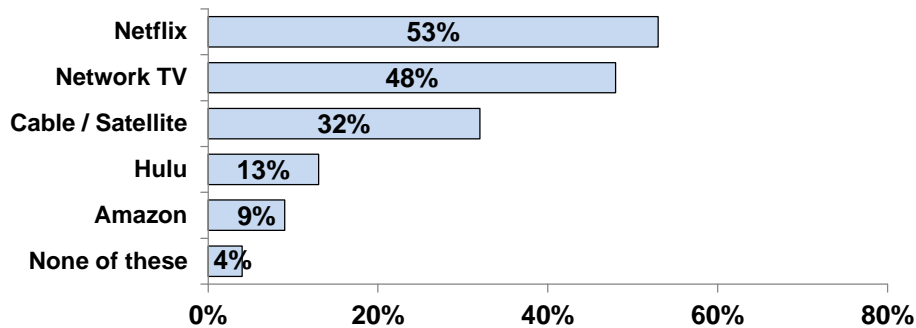
When presented with types of video they might have watched in the past month, Netflix was most frequently mentioned (53%). Network TV was watched by almost half the respondents, while cable / satellite was watched by one-third of the respondents.

Moms in the two younger age groups were more likely to watch Netflix than moms in the two older age groups (68%/54% vs. 44%/30%).

Non-Hispanic moms were more likely than Hispanic moms to indicate they watched programs from a streaming service. This was true for Netflix (65% vs. 50%), Hulu (25% vs. 10%), and Amazon (16% vs. 7%).

### Q15 Source of Video Content

Which of the following have you watched in the past month?



n=801

### Demographic Differences

Source of Video Content	18-25 n=181 (A)	26-35 n=375 (B)	36-45 n=208 (C)	46-49 n=37 (D)	Hispanic n=613 (E)	Non-Hispanic n=183 (F)
Netflix	68%BCD	54%CD	44%	30%	50%	65%A
Network TV	39%	45%	61%AB	54%	50%	44%
Cable / Satellite	33%	30%	33%	41%	31%	38%
Hulu	15%D	13%	14%	5%	10%	25%A
Amazon	6%	10%A	9%	14%	7%	16%A

ABCDEF Significantly higher than other group(s)

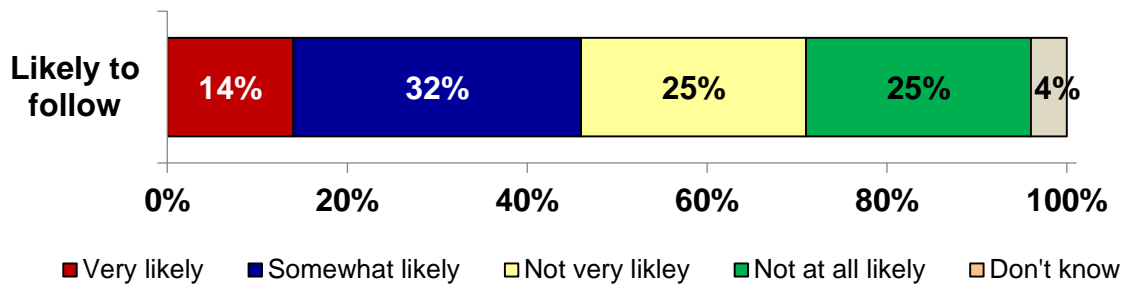
### E. Social Media Use

Half of study participants are *not very* (25%) or *not at all likely* (25%) to follow a government entity or program on social media. In contrast, 46% maintain they are *very* (14%) or *somewhat likely* (32%) to do so. Four percent (4%) are unsure.

There was no pattern of difference by age segment or ethnicity regarding their likelihood to follow on social media.

## Q16 Likelihood to Follow on Social Media

How likely would you be to follow a government entity or program on social media?



Base: n=801

Of the social media sites evaluated, Facebook had the highest level of visits. Two-thirds of moms said they visited daily. YouTube was second, with 43% visiting daily.

Facebook and YouTube are the only two sites used by almost everyone. Just one in ten respondents said they don't visit Facebook or YouTube (11% each). At least half of the respondents don't visit the other sites, with don't visit ranging from 54% - 93%.

Following is the age and ethnicity comparisons by social media site. As illustrated, moms 35 and younger are significantly more likely to visit SnapChat and Instagram every day than are those 36 and over.

	18-25 n=181 (A)	26-35 n=375 (B)	36-45 n=208 (C)	46-49 n=37 (D)	Hispanic n=613 (E)	Non- Hispanic n=183 (F)
<b>Visit every day</b>						
Facebook	70%	64%	66%	60%	66%	65%
YouTube	51%	44%	37%	35%	46%F	37%
SnapChat	44%BCD	28%CD	15%	11%	28%	25%
Instagram	32%BCD	22%D	17%	11%	22%	23%
Pinterest	8%	13%AC	6%	5%	10%	11%

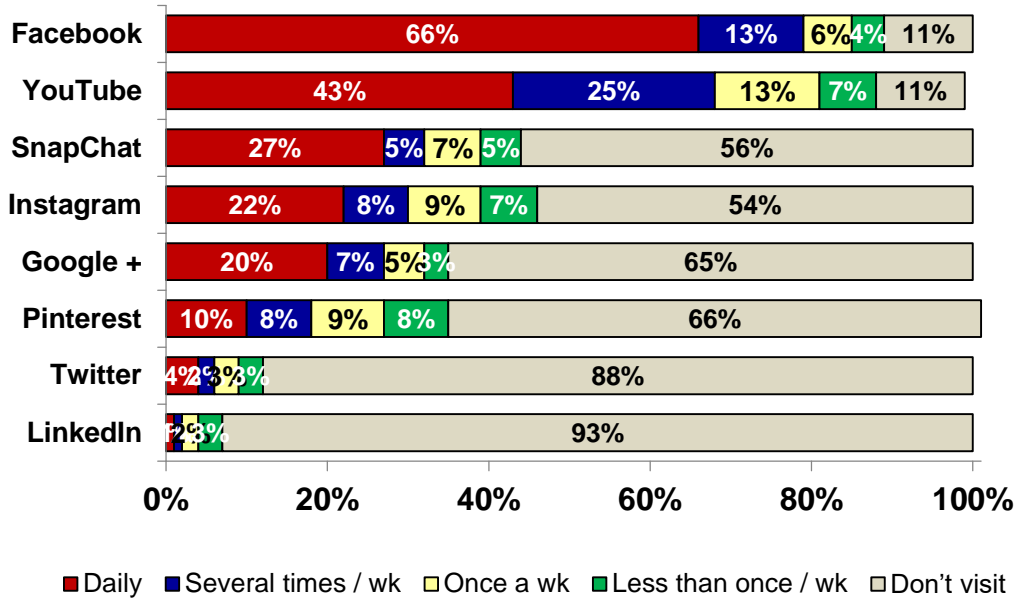
ABCDEF Significantly higher than other group

	18-25 n=181 (A)	26-35 n=375 (B)	36-45 n=208 (C)	46-49 n=37 (D)	Hispanic n=613 (E)	Non- Hispanic n=183 (F)
<b>Do not go on this site</b>						
Facebook	8%	10%	12%	14%	10%	10%
YouTube	7%	11%	14%A	27%AB	10%	13%
SnapChat	38%	55%A	71%AB	73%AB	57%	53%
Instagram	36%	55%A	64%AB	73%AB	53%	56%
Pinterest	60%	62%	74%AB	84%AB	69%F	56%

ABCDEF Significantly higher than other group(s)

### Q17 Frequency of Visiting Social Media

How often do you go on the following social media sites or apps?

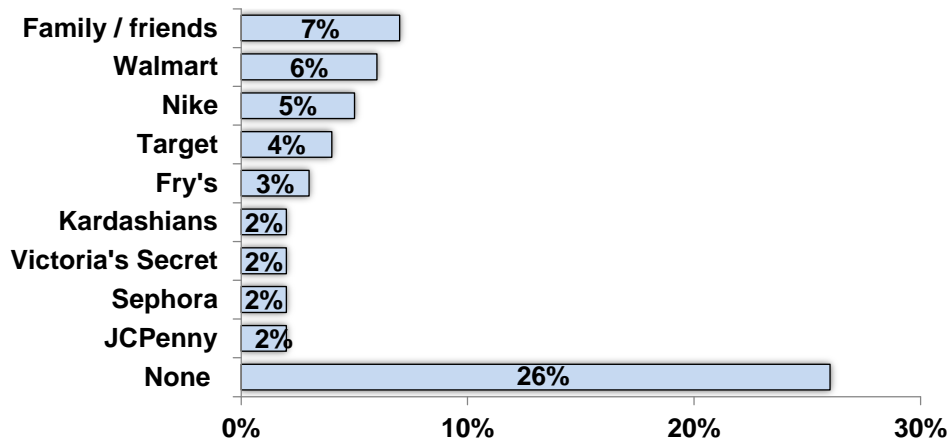


n=801

The majority of respondents (74%) indicated they follow brands or people on social media. However, the most mentioned brand, Walmart, is followed by just 6% of the respondents. The long list of brands / people followed were mostly mentioned by 1% or fewer of the respondents. (See Appendix A for complete list of brand / people followed.)

### Q18 Follow on Social Media

What brand or people do you follow on social media?



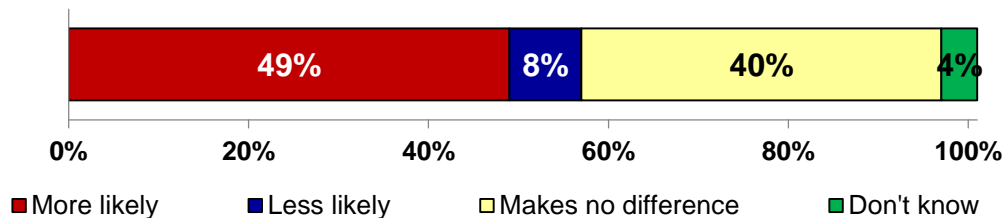
n=801

Half of the respondents (49%) indicated they were more likely to follow a brand if they have a loyalty program. Four in ten said a loyalty program would not make a difference.

There was no difference by age or ethnicity.

### Q19 Likelihood of Following if Loyalty Program Exists

Are you more or less likely to follow a particular brand if they have a loyalty program?



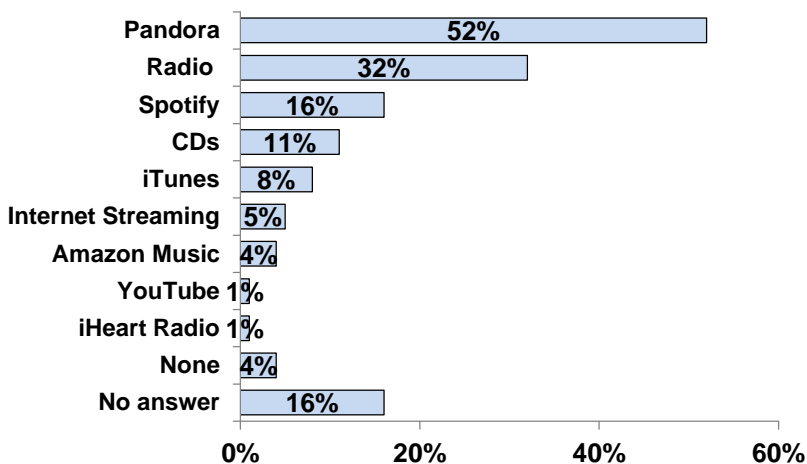
Base: n=801

### F. Music Preferences

In the past month, half of moms listened to music via Pandora (52%), the source with the highest incidence of listening. Radio was the source of music for one-third (32%) of the moms, with Spotify coming in third at 16%. Just one in ten listened to music on CDs.

### Q20 How Listen to Music

In which of the following ways have you listened to music in the past month?



n=801

Other than Spotify listeners skewing toward the 18-25 year olds, there weren't consistent differences in listening behavior by age. Radio tended to skew older, but other than 36-45 years olds being slightly less likely than 18-25 year olds to listen to music, the differences weren't statistically significant.

Non-Hispanic moms were more likely than Hispanic moms to listen to music on radio, CDs, iTunes, Internet streaming, and Amazon Music.

**Demographic Differences**

How Listen to Music	18-25 n=181 (A)	26-35 n=375 (B)	36-45 n=208 (C)	46-49 n=37 (D)	Hispanic n=613 (E)	Non-Hispanic n=183 (F)
Pandora	58% <sup>C</sup>	54% <sup>C</sup>	42%	49%	51%	56%
Radio	26%	31%	37% <sup>A</sup>	41%	29%	40% <sup>E</sup>
Spotify	24% <sup>BCD</sup>	16% <sup>D</sup>	11%	5%	15%	20%
CDs	8%	14% <sup>AD</sup>	9%	5%	9%	16% <sup>E</sup>
iTunes	10%	8%	6%	5%	6%	15% <sup>E</sup>
Internet Streaming	7%	5%	5%	3%	4%	9% <sup>E</sup>
Amazon Music	2%	6% <sup>AC</sup>	1%	3%	3%	7% <sup>E</sup>

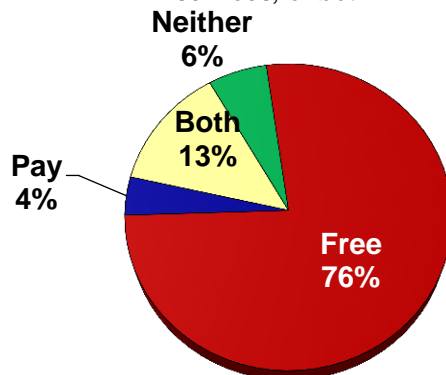
*ABCDEF Significantly higher than other group*

Fewer than one in five respondents (17%) pay to listen to music online. Three-fourths listen to free music only.

Respondents who are 46-49 were more likely to listen to free music online than the other three age groups (89% vs. a range of 73-78%).

Overall, 13% of women said they pay to listen to music online and use free services. Non-Hispanic respondents were more likely to do both (25%) compared with Hispanic moms (9%).

**Q21 Listening Online: Free or Pay**  
Do you pay to listen to music online, or use free services, or both?



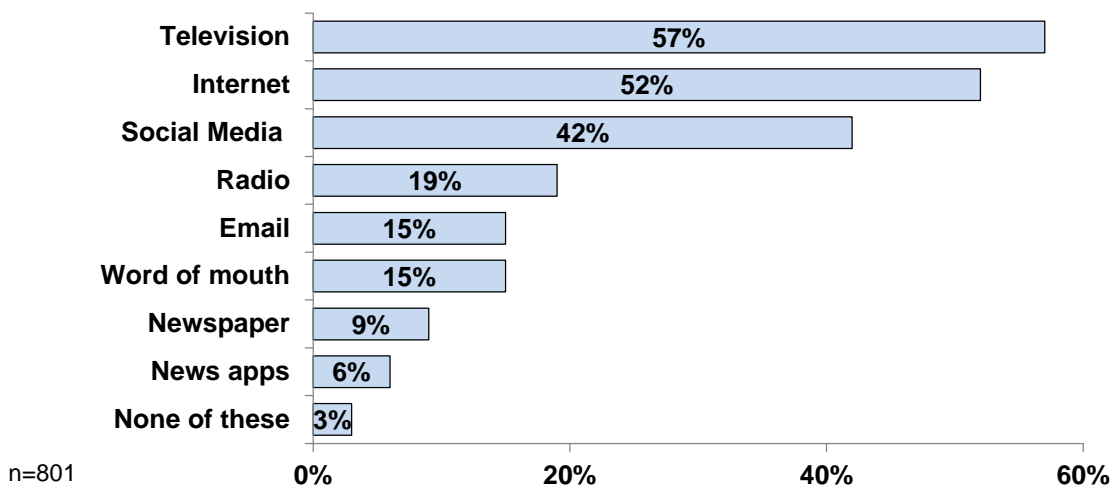
n=801

## G. Information and Communications Preferences

Television leads as the source of news and information (57%), with the Internet just behind at 52%. Four in ten got news and information from social media (42%). Only one in ten got news and information from a newspaper (9%).

### Q22 Sources of News and Information

*In which of the following ways have you gotten news and information in the past week?*



Respondents 18-25 were less likely than the other age groups to get their news and information from television (48% vs. a range of 57%-68%). Social media was a source used more by the two younger age groups than the two older groups (51%/43% vs. 33%/27%).

Non-Hispanic moms were more likely than Hispanic moms to get their news and information from the Internet, social media, radio, word of mouth, and a newspaper.

### Demographic Differences

Sources of News and Information	18-25 n=181 (A)	26-35 n=375 (B)	36-45 n=208 (C)	46-49 n=37 (D)	Hispanic n=613 (E)	Non-Hispanic n=183 (F)
Television	48%	57%A	63%A	68%A	59%	51%
Internet	58%	52%	50%	43%	48%	66%E
Social media	51%CD	43%CD	33%	27%	38%	56%E
Radio	22%	20%	17%	14%	16%	29%E
Email	22%C	16%	11%	11%	14%	20%
Word of mouth	16%	15%	17%	-	10%	30%E
Newspaper	7%	11%	9%	5%	7%	18%E
News apps	6%	6%	7%	5%	5%	9%
None of these	1%	4%A	2%	-	2%	2%

ABCDEF Significantly higher than other group

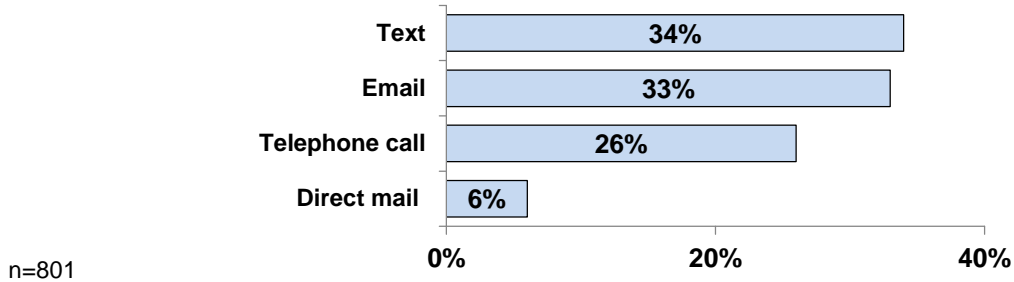


Preferences were mixed when moms were asked how they prefer companies communicate with them. One-third each preferred text or email, and one-fourth preferred a phone call. There was little interest in direct mail (6%).

Preference for email was stronger among the two younger age groups (39%/34% vs. 26%/19%). It was also stronger among Non-Hispanic moms (41% vs. 30%).

### Q23 Preferred Communication Method

*How would you prefer companies communicate with you?*



### Demographic Differences

How Listen to Music	18-25 n=181 (A)	26-35 n=375 (B)	36-45 n=208 (C)	46-49 n=37 (D)	Hispanic n=613 (E)	Non- Hispanic n=183 (F)
Text	33%	33%	36%	41%	35%	32%
Email	39% <sup>CD</sup>	34% <sup>CD</sup>	26%	19%	30%	41% <sup>E</sup>
Phone call	24%	24%	28%	32%	27%	21%
Direct mail	4%	7%	7%	8%	7%	4%

*ABCDEF Significantly higher than other group*

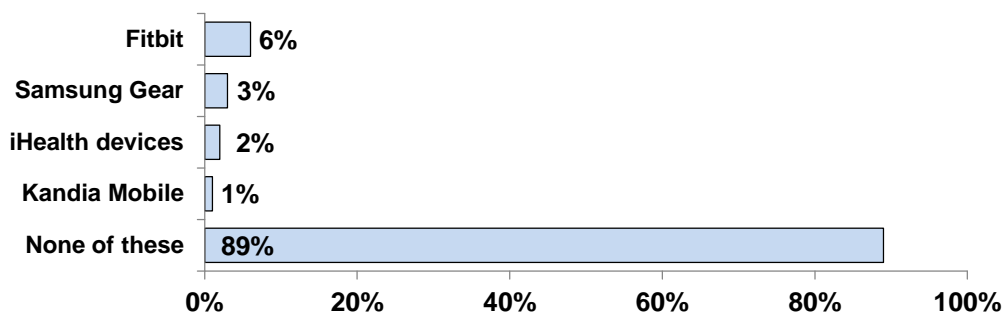
### H. Health Related Device Ownership

Only one in ten moms own a health-related device, with Fitbit leading the way (6%).

Non-Hispanics are more likely than Hispanics to own some type of health-related device (20% vs. 8%) and more likely to own Fitbit (13% vs. 4%). Other than that, ownership is similar regardless of ethnicity and age.

## Q24 Ownership of Health-Related Devices - % Yes

Do you own any of the following health-related devices?

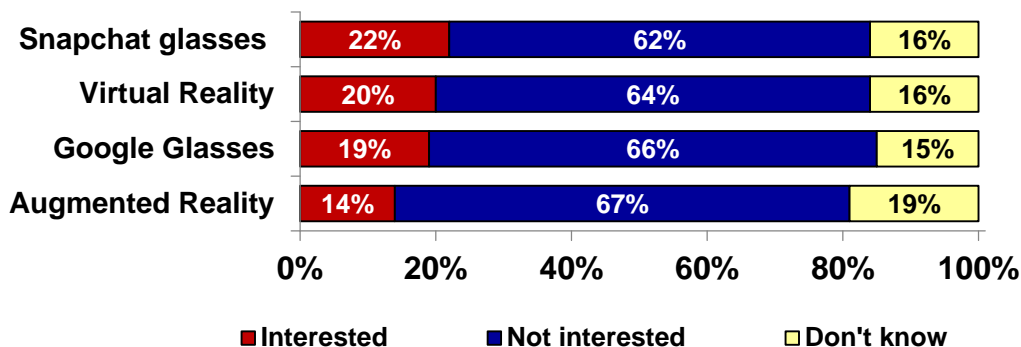


n=801

When presented with new technology concepts, there was limited interest. Three of the four concepts were of interest to about one in five respondents (Snapchat glasses, virtual reality, Google glasses), while just 14% expressed an interest in augmented reality.

## q25 Interest in New Technology Concepts

Please tell me whether or not each one interests you.



n=801

Interest in Snapchat glasses and virtual reality was higher among 18-25 year olds than some of the other age groups.

Non-Hispanic moms were more interested in virtual reality and augmented reality than Hispanic moms (32% vs. 17% and 20% vs. 12%, respectively).

### Demographic Differences

	18-25 n=181 (A)	26-35 n=375 (B)	36-45 n=208 (C)	46-49 n=37 (D)	Hispanic n=613 (E)	Non- Hispanic n=183 (F)
<b>Interested? % Yes</b>						
Snapchat glasses	28% <sup>CD</sup>	22% <sup>D</sup>	17%	11%	21%	24%
Virtual reality	28% <sup>BC</sup>	19%	17%	19%	17%	32% <sup>E</sup>
Google glasses	15%	20%	21%	22%	18%	24%
Augmented reality	17%	13%	14%	22%	12%	20% <sup>E</sup>

ABCDEF Significantly higher than other group

## I. Eat Well Be Well Website

WebMD was the nutrition-related website visited by the most moms (19%). Weight Watchers was visited by 7% of the moms.

In general, the nutrition-related websites visited were similar regardless of ethnicity or age. The notable exceptions were:

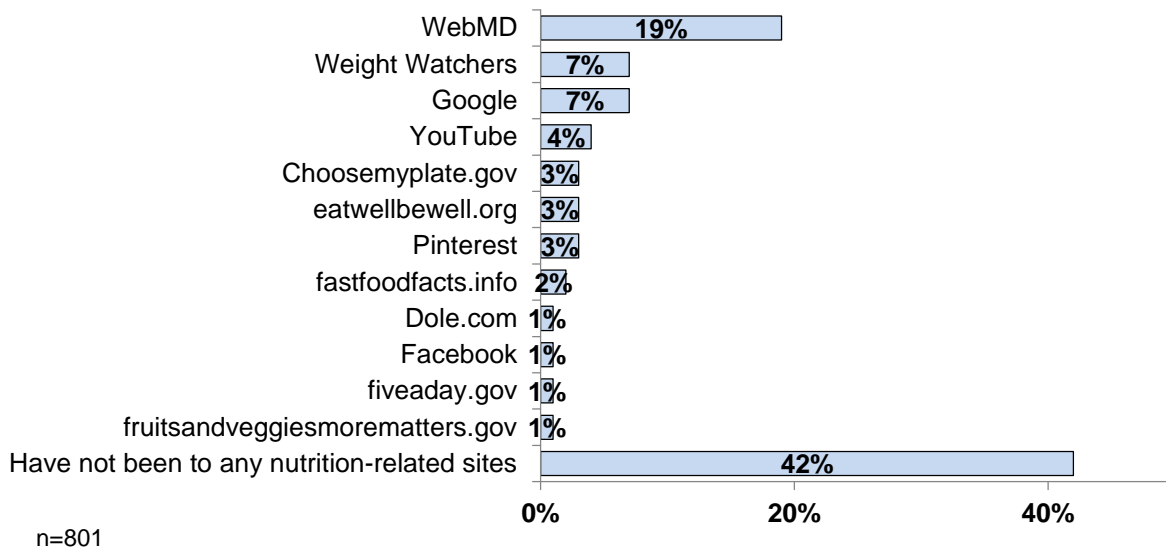
The two younger age groups were more likely to have visited choosemyplate.gov than the two older age groups (6%/4% vs. 1%/0%)

Non-Hispanic women were more likely than Hispanic women to have visited WebMD and Weight Watchers (31% vs. 15% for WebMD, 12% vs. 5% for Weight Watchers).

Hispanic women were more likely than Non-Hispanic women to have visited Google and YouTube (8% vs. 3% for Google; 5% vs. 1% for YouTube)

### Q26 Nutrition-related Websites

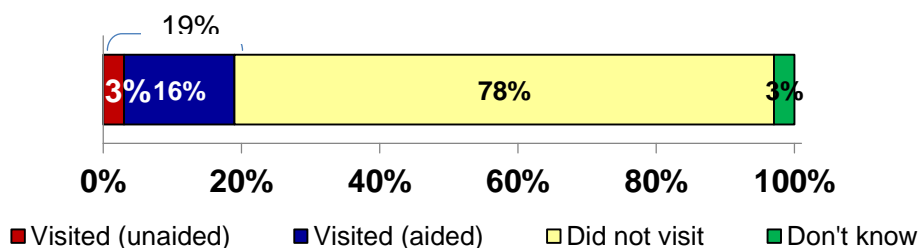
Which nutrition-related websites have you visited?



When prompted, 16% said they had been to the Eat Well Be Well website. In total, one in five moms indicated they have visited the Eat Well Be Well website (19%). Moms 18-45 were more likely to have visited eatwellbewell.com than moms 46-49. (17% vs. 6%, respectively).

### Q27 Eat Well Be Well website

Have you ever been to the Eat Well Be Well website?



Base: n=801

**Appendix A: Brands / People  
Followed on Social Media**

<b>Brand / Person</b>	<b>%</b>	<b>Brand / Person</b>	<b>%</b>	<b>Brand / Person</b>	<b>%</b>
Friends / family	7	Coupon groups	<1	Diamondbacks	<1
Walmart	6	Forever 21	<1	Thalia	<1
Nike	5	Univision	<1	Artists	<1
Target	4	Kat Von D	<1	Michael's	<1
Fry's	3	Justin Bieber	<1	El Komader / El Commander	<1
Kardashians	2	Kraft	<1	Albertson's	<1
Victoria's Secret	2	Puma	<1	Game of Thrones	<1
Sephora	2	Ranch Market	<1	News (unspecified)	<1
JC Penney	2	Crafts/DIY	<1	Under Armor	<1
Wish	1	Jordon's	<1	Clothing	<1
Amazon	1	Ross	<1	Fashion Nova	<1
Old Navy	1	Safeway	<1	12 News	<1
Tasty	1	Adidas	<1	T-Mobile	<1
Carter's	1	Walgreens	<1	Nordstrom	<1
Larry Hernandez	<1	Babies R Us	<1	Kohl's	<1
Kylie Jenner	<1	Vans	<1	eBay	<1
Children's Place	<1	Church	<1	Dollar General	<1
Food / cooking	<1	Hollister	<1	Maluma	<1
Ulta	<1	Makeup / hair / nail tutorials	<1	The Walking Dead	<1
Cardinals	<1	Fitness / exercise	<1	The Rock	<1
Guess	<1	IPSY	<1	Julion Alvarez	<1
Michael Kors	<1	Kids' school	<1	Baby Gap	<1
Pinterest	<1	Chiquis Rivera	<1	Avon	<1
Musicians	<1	ABC News	<1	University of Arizona	<1
Recipes	<1	Jennifer Lopez	<1	Sears	<1
Beyonce	<1	Shakira	<1	SpongeBob	<1
Telemundo	<1	Selina Gomez	<1	Food City	<1
Macy's	<1	Aeropostale	<1	Roberto Tapai	<1
Jenni Rivera	<1	Ariana Grande	<1	Vin Diesel	<1
Gap	<1	Cheyenne	<1	McDonald's	<1
MAC	<1	Tucson News	<1	IKEA	<1
President Trump	<1	Disney	<1	NFL	<1
				L'oreal	<1

## **Appendix B: Questionnaire**

**ADHS AzNN**  
**Social Media & Technology Research**  
**FINAL Date: July 18, 2017**

Hello. My name is \_\_\_\_\_ with WestGroup Research. We are conducting a survey with women like yourself regarding your use of computers, cell phones, and social media sites such as Facebook, Snapchat, and Pinterest. The survey should only take about 10 minutes. Do you have a few minutes to complete our survey?

S1. Do you have any children between the ages of 2 and 11?

- \_\_\_\_\_ Yes  
 \_\_\_\_\_ No

S2. Which of the following categories best describes your age?

- \_\_\_\_\_ 18 to 25  
 \_\_\_\_\_ 26 to 35  
 \_\_\_\_\_ 36 to 45  
 \_\_\_\_\_ 46 to 49  
 \_\_\_\_\_ over 49 (THANK & TERMINATE)

s3. How many people are there living in your household including yourself?

- \_\_\_\_\_ 1  
 \_\_\_\_\_ 2  
 \_\_\_\_\_ 3  
 \_\_\_\_\_ 4  
 \_\_\_\_\_ 5  
 \_\_\_\_\_ 6 or more

S4. What is your income? You can give that to me as a weekly income, every two-week income, monthly, or yearly income. *(Must be under these to qualify.)*

# in Household	Weekly Income	Biweekly Income	Monthly Income	Yearly Income
2	\$ 578	\$1,156	\$2,504	\$30,044
3	\$ 727	\$1,453	\$3,149	\$37,777
4	\$ 876	\$1,751	\$3,793	\$45,510
5	\$1,024	\$2,048	\$4,437	\$53,243
6	\$1,173	\$2,346	\$5,082	\$60,976
7	\$1,322	\$2,643	\$5,726	\$68,709
8	\$1,471	\$2,941	\$6,371	\$76,442

## Device Ownership & Use

1. Which of the following devices do you own? (READ LIST)

Device	Own	Do Not Own
1. Landline		
2. Cellphone ( <i>that is not a smartphone</i> )		
3. (If cellphone, is your cellphone pre-paid?)		
4. Smartphone		
5. Tablet computer		
6. Laptop / desktop computer		
7. Smartwatch		
8. Printer		
9. Virtual personal assistant, such as Alexa		
10. Smart TV (has built-in Internet connectivity)		

2. Thinking about the past week, which of the following have you used to access the Internet? (READ LIST)

Device	Have used to access Internet	Have not
1. Smartphone		
2. Tablet computer		
3. Laptop / desktop computer		
4. Smartwatch		

## Internet Use

3. Following is a list of things people may do while on the Internet. Please tell me which of these you have done in the past week. (READ LIST)

	Done This	Have Not Done This
1. e-mailed/communicated with family and friends		
2. Accessed social media sites like Facebook or Snapchat		



3. Gotten information about hobbies/interests		
4. Video chatted (skype, Facetime)		
5. Played games with kids		
6. Downloaded video games		
7. Shopped/ purchased something online		
8. Gotten coupons		
9. Gotten health-related information regarding exercise/physical activities		
10. Gotten recipes		
11. Gotten nutrition-related information (e.g., calories, carbohydrates, sugar, sodium)		
12. Gotten information on specific diseases or conditions such as diabetes, obesity, heart disease, etc.		

4. **Which 3** websites would you say you visit most often? (DO NOT READ)

- |                 |                     |             |
|-----------------|---------------------|-------------|
| 1. ABC          | 10. Imevision.com   | 19. Yahoo   |
| 2. Amazon       | 11. Netflix         | 20. YouTube |
| 3. CNN          | 12. Parents.com     | 21. Other   |
| 4. craigslist   | 13. Pinterest       |             |
| 5. eBay         | 14. Snapchat        |             |
| 6. Facebook     | 15. Twitter         |             |
| 7. fastfood.com | 16. Univision       |             |
| 8. Food Network | 17. Weather Channel |             |
| 9. Google       | 18. WebMD           |             |

5. What is your favorite site for recipes?

\_\_\_\_\_

6. Do you recall seeing any advertising while on the Internet?

1. Yes
2. No (SKIP TO Q9)
3. Don't know/refused (SKIP TO Q9)

7. Have you ever clicked on one of these ads to get more information or see what they were offering?

1. Yes
2. No (SKIP TO Q9)
3. Don't know/refused (SKIP TO Q9)

8. Thinking about the advertising you see online, would you say you are more likely, less likely, or about the same, to notice these ads compared to advertising you see or hear on/in:

	More Likely	Less Likely	About the same
1. TV			
2. Radio			
3. Outdoor billboards			
4. Government offices (WIC, DES, clinic)			
5. Door hangers			
6. Something you receive in your mail			

### Cell Phone Use

9. What brand of cellphone or Smartphone do you have? (DO NOT READ)

1. Blackberry
2. HTC
3. iPhone
4. Motorola
5. Nokia
6. Samsung
7. Other (specify) \_\_\_\_\_

10. Who is your service provider? (DO NOT READ)

1. AT&T
2. Verizon
3. T-Mobile
4. Cricket
5. Metro PCS
6. Don't know
7. Other

11. Following is a list of things people may use their cell phones for. Please tell me if you have used your cell phone for this in the past week. (READ LIST)

	Yes	No
1. Talked to family members/friends		
2. Sent/received text messages		
3. Taken pictures		
4. Sent pictures to friends/family		
5. Played games		
What kind of games?		
6. Downloaded video games		
7. Accessed the Internet/Gone online		
8. Sent/received email messages		
9. Instant messaged someone		
10. Played music		
11. Recorded video clips		
12. Watched video		

13. Texted a promotional number to get videos, coupons, free stuff		
--	--	--

12. Which apps do you have **on your cellphone**? (DO NOT READ)

- |  |                                   |
|--|-----------------------------------|
| 1. Facebook                                | 9. Snapchat                       |
| 2. Google Maps                             | 10. Spotify                       |
| 3. Instagram                               | 11. SuperTracker                  |
| 4. iTunes                                  | 12. Twitter                       |
| 5. Other Messaging (e.g., WhatsApp, Viber) | 13. YouTube                       |
| 6. Netflix                                 | 14. Other (specify)               |
| 7. Pandora                                 | 15. Do not have any apps on phone |
| 8. Pinterest                               |                                   |

13. (If not mentioned) What health related apps do you have on your phone, if any?

**Television Viewing Habits**

14. In which of the following ways have you watched television in the past 30 days? (READ LIST)

- 1. TV
- 2. Computer (laptop or desktop)
- 3. Smartphone
- 4. Tablet
- 5. Apple TV/Fire TV/other similar device
- 6. Other

15. Which of the following have you watched in the past month? (READ LIST)

- 1. Network television (NBC, ABC, FOX)
- 2. Cable
- 3. Netflix
- 4. Hulu
- 5. Amazon
- 6. Other

**Social Media Use**

16. How likely would you be to follow a government entity or program on social media?

- 1. Very likely
- 2. Somewhat likely
- 3. Not very likely
- 4. Not at all likely
- 5. Don't know

17. How often do you go on the following social media sites or apps? Do you go on every day, several times a week, once a week, less than once a week, or you don't go on this site at all.

Social Media Site	Every Day	Several times a week	Once a week	Less than once a week	Do not go on this site
Facebook					
Instagram					
Twitter					
YouTube					
SnapChat					
LinkedIn					
Google +					
Pinterest					
Other					

18. What brands or people do you follow on social media?

---

19. Are you more or less likely to follow a particular brand if they have a loyalty program?

1. More likely
2. Less likely
3. Makes no difference
4. Don't know

### Music Preferences

20. In which of the following ways have you listened to music in the past month? (READ LIST)

- |                       |           |
|-----------------------|-----------|
| 1. Pandora            | 5. Radio  |
| 2. Spotify            | 6. iTunes |
| 3. Internet Streaming | 7. CD's   |
| 4. Amazon Music       | 8. Other  |

21. Do you pay to listen to music online or use free services?

1. Pay to listen online
2. Use free services
3. Both
4. Don't know / refused

### Information & Communication Preferences

22. In which of the following ways have you gotten news and information in the past week? (READ LIST)

1. Internet
2. Social Media (i.e. Facebook)
3. Email
4. Newspaper
5. Television
6. Word of mouth

7. Applications ( CNN, NPR, Buzzfeed)
8. Radio

23. How would you prefer companies communicate with you?

1. Text
2. Telephone call
3. Email
4. Direct mail
5. Other
6. Don't know

### Health Related Device Ownership

24. Do you own any of the following health-related devices?

Health-Related Device	Yes	No
Fitbit		
Samsung Gear		
Leaf		
Spire		
Kardia Mobile		
iHealth devices		

25. Following is a list of new technology concepts. Please tell me whether or not each one interests you?

New Technology	Yes	No	Don't know
• Virtual Reality			
• Augmented Reality			
• Google Glasses			
• Snapchat glasses			

### Eat Well Be Well Website ([www.eatwellbewell.org](http://www.eatwellbewell.org))

26. Which nutrition-related websites have you visited? This would include sites that give you information on nutrition, information related to healthy eating/a healthy diet, weight control, recipes for healthy eating, calorie and vitamin information, and so on. (DO NOT READ)

1. Dole.com
2. **eatwellbewell.org**
3. fastfoodfacts.info
4. fiveaday.gov
5. fruitsandveggiesmorematters.gov
6. Choosemyplate.gov
7. WebMD
8. Weight Watchers
9. Other (specify) \_\_\_\_\_

- 10. Don't know
- 11. Have not been to any nutrition-related sites
  
- 27. (If not mentioned in Q26) Have you ever been to the Eat Well Be Well website ([www.eatwellbewell.org](http://www.eatwellbewell.org))?
  - 1. Yes
  - 2. No
  - 3. Don't know

### Demographics

D1a. Do you consider yourself to be:

- 1. Hispanic
- 2. Non-Hispanic
- 3. Refused

D1b. And, do you consider yourself:

- 1. American Indian/Alaskan Native/Native American
- 2. Asian
- 3. Black or African American
- 4. Native Hawaiian or Other Pacific Islander
- 5. White
- 6. Don't know / Refused

D2. What is the highest level of education you have had the opportunity to complete?

- 1 Less than 8<sup>th</sup> grade
- 2 8<sup>th</sup> grade
- 3 Some high school
- 4 GED completed
- 5 High school graduate
- 6 Some college
- 7 College graduate
- 8 Masters Degree

D3. Do you or anyone in your family participate in food assistance programs?

- 1 Yes
- 2 No

D4. If Yes, which ones?

- 1 CSFP
- 2 Food Stamps/SNAP
- 3 WIC
- 4 Other
- 5 Summer Food Program
- 6 School Lunch/School Breakfast

D5. What is the primary language spoken in your household?

- 1 English
- 2 Spanish
- 3 Both English
- 4 Other

**Thank you very much!**