

# DuPage Township Community Survey

## Summary of Key Findings

# Summary of Key Findings

## Familiarity & Satisfaction with Services

- Approximately half of the residents report being at least somewhat familiar with the services offered by the Township, indicating that nearly half of the population may be unaware of the available resources.
  - Familiarity with Township services is primarily driven by awareness of the Food Pantry and senior services at the Levy Center, both of which receive high levels of satisfaction from residents.
  - Length of residency also plays a significant role in awareness. Those who have lived in the community for more than 10 years are significantly more aware of the services the Township offers.
  - Older residents, particularly those aged 65 and above, as well as senior women, are the most familiar with the Township's services.
- While residents are generally unfamiliar with many services, those who are aware of specific offerings tend to express moderate to high levels of satisfaction.
  - To improve overall awareness, the Township should consider more aggressively promoting its services, particularly the lesser-known offerings such as school supplies assistance, transportation services, and financial aid programs.

# Summary of Key Findings

## Food Pantry Ballot Question

- Residents overwhelmingly support the proposed new food pantry, with 77% expressing Total Support, including a strong intensity of backing (52% Strongly Support). Opposition is minimal, with only 13% opposing the initiative, and just 6% of those strongly opposed.
  - Accessibility for the disabled and handicapped is a universally persuasive reason to support the new pantry location, particularly among those who were initially weaker supporters. See the message section for detailed guidance.
  - Residents in Naperville should be informed that the greatest need for the food pantry, along with job training and related services, is in Bolingbrook, as they are the least familiar with the current facility and less familiar with people experiencing food insecurity (a driver of support intensity).
  - Residents of Romeoville might benefit from understanding that the new pantry will be accessible to the handicapped and disabled. These residents are as aware, if not more, of food insecurity in their community compared to the rest of the Township, and they may not fully understand why the facility is moving to Bolingbrook.
- Opposition is likely minimal because the ballot question addresses concerns about cost by stating that it will not raise taxes, leaving little to oppose *based on the information provided*. The message that reinforces the point about not having to raise taxes should be included in all messaging in support of the new location.
- In a real-world scenario with active opposition, overall support is likely to be lower than projected in this survey.

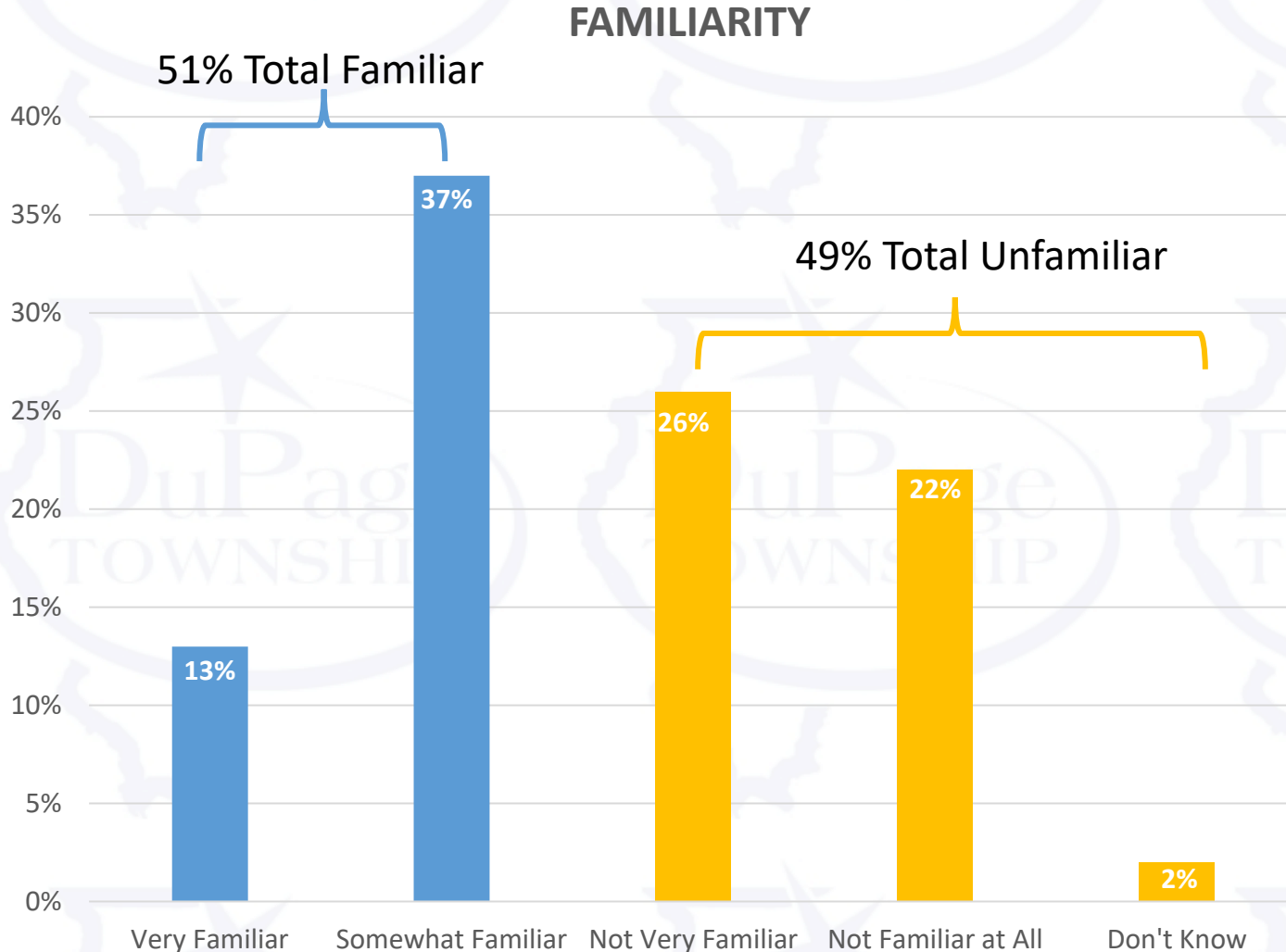


**Detailed Findings**

---

# Familiarity with Township Services

Q2. How familiar are you with the services provided by DuPage Township, your township in Will County?



- A narrow majority of residents (51% Total Familiar) state they are familiar with the services offered by DuPage Township, though most are not “very familiar” (13%).
- Residents with greater levels of familiarity tend to be aged 65-74 (67% Total Familiar).
- White residents are more familiar with services provided by the Township (57%) than other racial groups, particularly white women (63%).

**Total Familiar** = Very Familiar + Somewhat Familiar

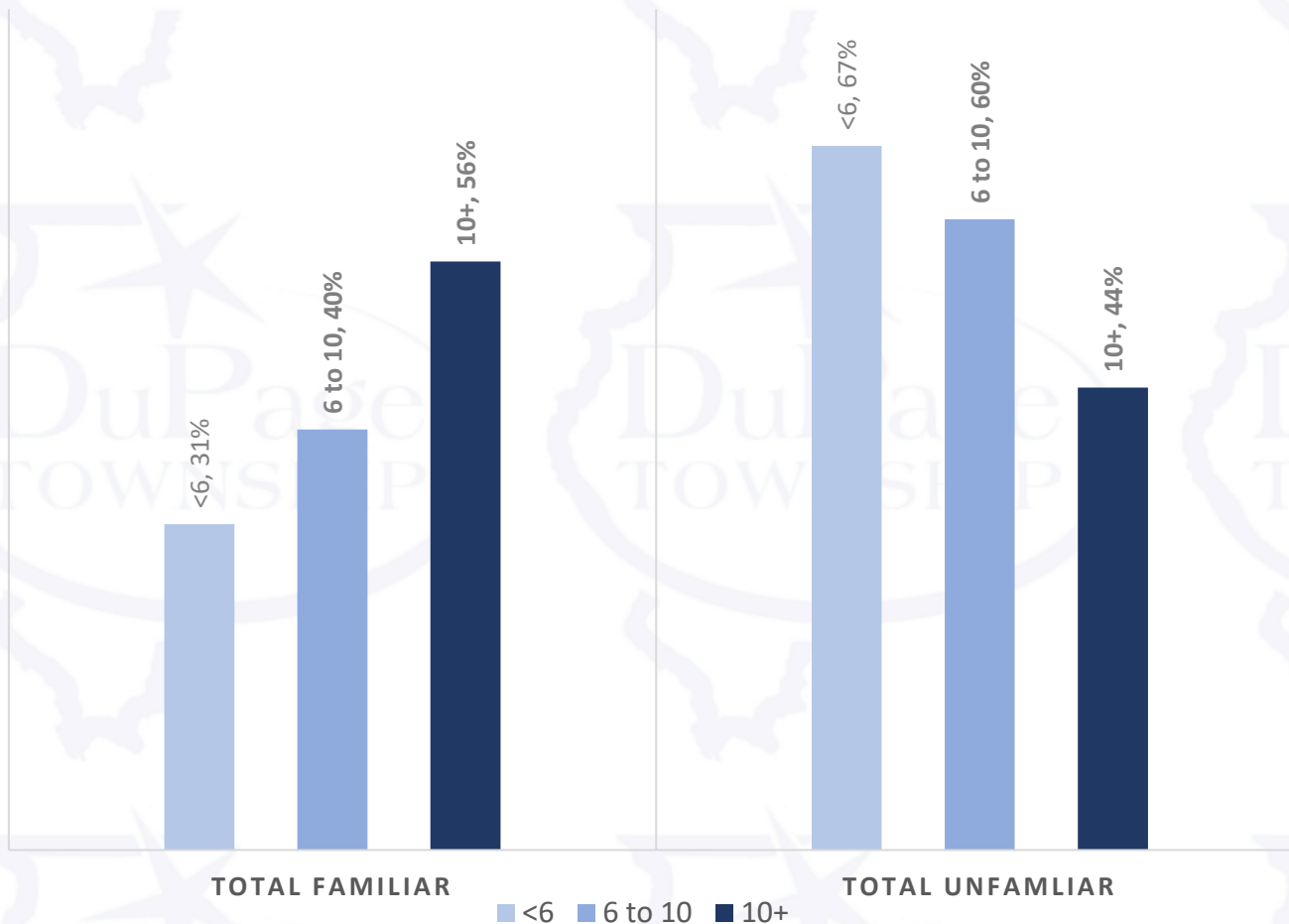
**Total Unfamiliar** = Not Very Familiar + Not Familiar at All + Don't Know



# Familiarity with Township Services

Q2. How familiar are you with the services provided by DuPage Township, your township in Will County?

## FAMILIARITY BY LENGTH OF RESIDENCY



- Length of residency, age, and, to a lesser extent, gender are the primary drivers of familiarity with Township services.
- Among the services tested, awareness is primarily driven by familiarity with the Food Pantry and senior services at the Levy Center.



# Township Services Detail

Q3. Now, I would like you to rate your level of satisfaction with each of the following services offered by DuPage Township..

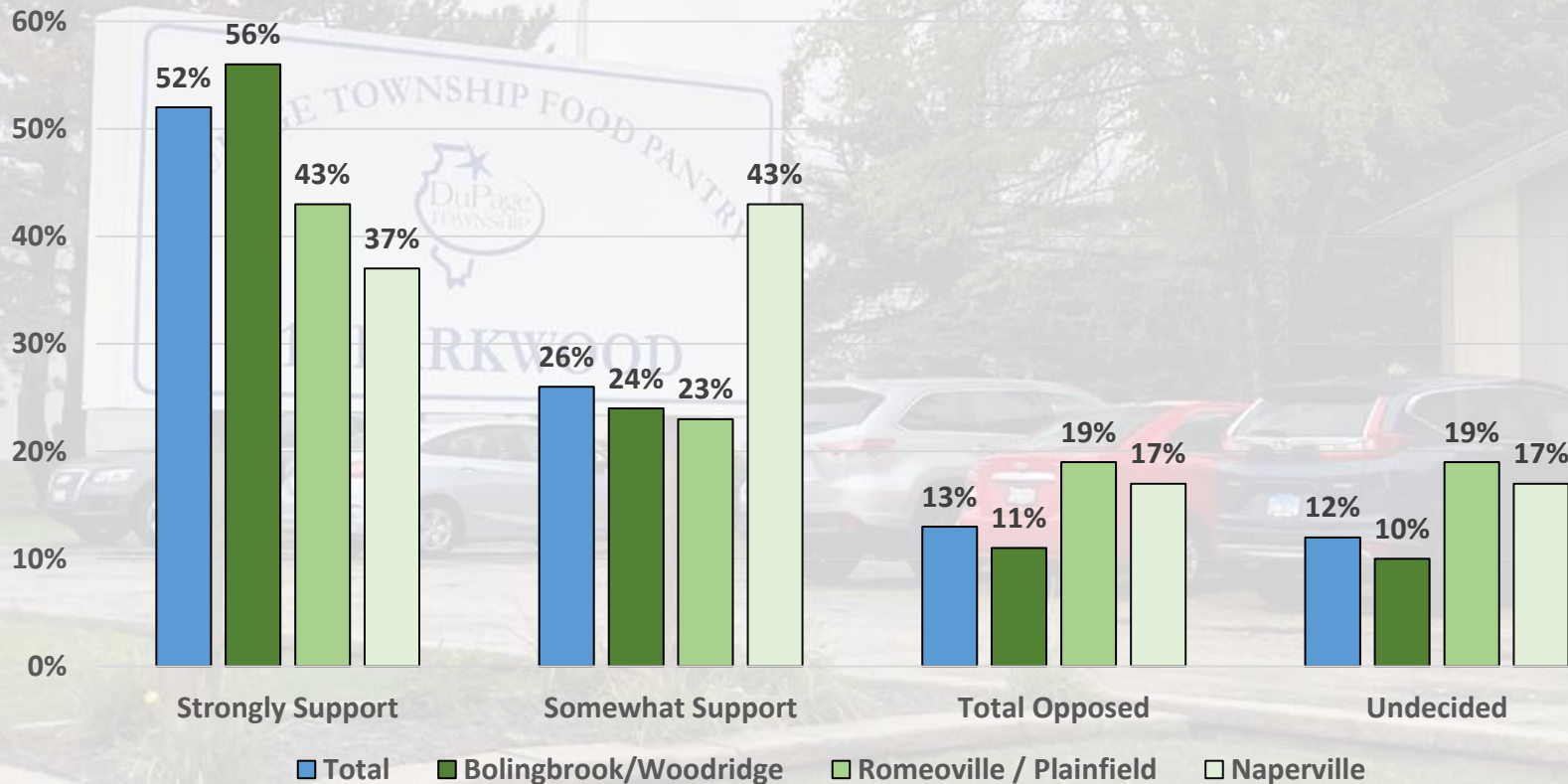
Service	Satisfied	Dissatisfied	Not Familiar	Significantly Satisfied
The Food Pantry for families experiencing food insecurity.	45%	3%	36%	Women (56%) Know Food Insecure (57%)
Wellness and Activity Programs for Seniors at the Levy Center	32%	1%	49%	Ages 65-74 (52%) Ages 75+ (42%) Women 50+ (49%) White women (45%)
Financial assistance such as paying utility bills to avoid shut offs.	22%	1%	60%	Women 50+ (31%) Bolingbrook/Woodridge (25%) White Women (31%) Minority Women (27%)
Transportation services for seniors to get to medical appointments, grocery stores, and other necessary locations.	21%	2%	61%	Women 50+ (31%) White Women (29%)
School supplies for families in need.	17%	3%	56%	Women (22%) Women <50 (37%) White women (35%)

- Across all services, a significant portion of residents are unfamiliar, which directly impacts their satisfaction levels. Enhancing communication and outreach efforts to inform residents about these services could greatly increase satisfaction and utilization.
- Satisfaction tends to be higher among certain demographics, particularly women, seniors, and specific racial groups. Tailoring promotional efforts to reach other demographic groups may help balance satisfaction across the community.
- A majority of Naperville residents are *unfamiliar* with the Food Pantry (51%).

# Food Pantry Ballot Question

Q4. In November there will be a referendum on your ballot asking if you support or oppose DuPage Township replacing its Romeoville food pantry with a larger, more consolidated facility to be located at the corner of Canterbury Lane and Lily Cache Lane in Bolingbrook. Construction of the building and subsequent services will be funded through existing dollars and outside grants with no increase in local property taxes.

**FOOD PANTRY BALLOT QUESTION SUPPORT BY REGION**



- Core supporters include women (60%), residents aged 75+ (63%), Latinos (61%), and minority women (66%).
- Weaker supporters are primarily men under 50 (36% Somewhat Support) and residents of Naperville (43%).
- Opposition is most concentrated among those aged 50-64 (19% Total Opposed) and those living in Romeoville (19%).
- The undecided group also tends to be aged 50-64 (19%) and located in Romeoville (19%).

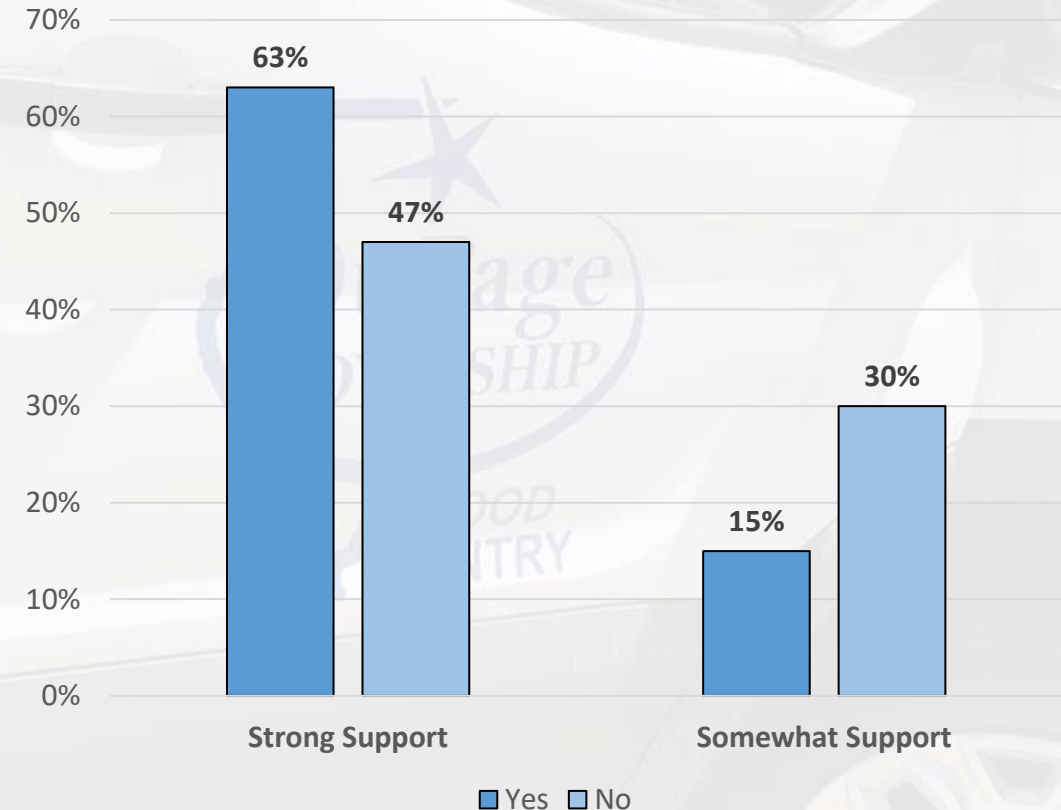


# Food Insecurity

Q6. In the past year, have you or anyone you know in your community experienced difficulty in obtaining enough food for themselves or their family?

- Residents who have experienced or are aware of food insecurity in the community are significantly more likely to strongly support the proposal for a new food pantry.
- Over a quarter of residents (27%) have experienced food insecurity or know someone who has.
  - This is more significant among those aged 50-64 (34%), minority women (33%), and strong supporters of the ballot question (33%).
- Seven in ten residents (71%) have not experienced food insecurity or know someone who has.
  - This is more significant among those aged 75 and older (83%), residents of Naperville (81%), and weak supporters of the ballot question (82%).

**Ballot Strength of Support by Awareness of Food Insecurity**



# Persuasive Value of Messages

Q5. Now I would like to provide you a few reasons some people have given as to why residents of DuPage Township should support the construction of a larger food pantry in Bolingbrook. For each one I read, please tell me if you feel it a Very Persuasive reason to support the larger food pantry, only a Somewhat Persuasive reason to support it, or Not a Persuasive reason to support constructing the larger food pantry.

Message	Very Persuasive	Somewhat Support	Undecided	Significant Subgroups
Unlike the current pantry, the new facility will be accessible to the handicapped and disabled.	74%	71%	49%	Women (79%) Ages <35 (82%) LOR <6 (81%) <b>Naperville (80%)</b> <b>Romeoville (72%)</b>
In addition to providing nutritional food to hungry families, the new facility will provide space for job training programs and to house organizations like Catholic Charities, Meal On Wheels, and Veteran's services to help extend service programs at no cost to taxpayers.	71%	46%	46%	Women 50+ (79%) Minority Women (81%) <b>Naperville (83%)</b> LOR <6 (85%)
The Township can build a food pantry to serve struggling residents without raising taxes at a time when the rising price of groceries has made it more difficult than ever for families to put food on the table.	68%	51%	49%	Women <50 (82%) Ages 75+ (80%) Ages 35-49 (74%) LOR <6 (78%) LOR 6-10 (73%)
Nearly 70% of current food pantry users live in Bolingbrook. The proposed location of the expanded center will be both in the center of the township and closer to those who need it and its services.	60%	47%	40%	<b>Naperville (70%)</b> Ages 75+ (67%) LOR <6 (70%)
In addition to a larger food pantry to meet increased needs, the new facility will help restore people's sense of dignity by offering laundry and showers for homeless families in the community.	58%	60%	48%	Ages <35 (77%) Men <50 (70%) African Americans (73%) LOR <6 (67%)

# Appendix

---

# Methodology

DuPage Township in Will County, Illinois, commissioned the survey, which was conducted by Margin of Era Research, LLC by telephone from August 12 to 15, 2024, using professional live interviewers. The survey sample consisted of 304 residents of DuPage Township. A screening process ensured that only Township residents were included in the survey. Live operator interviews lasted an average of 8 minutes.

Scientific sampling techniques, using listings of residents, were employed to provide all residents within a landline or cellular telephone-equipped household an equal chance of being interviewed. The majority of completed, weighted interviews were derived from cellular respondents.

Interviews were conducted in proportion to both gender and regional shares of the Township, based on known and derived demographics. Weighting was applied to age, race, region, and gender to align the sample more closely with known demographics. The survey has a margin of error of  $\pm 5.50$  at the 95% confidence level, with a greater margin of error for any given sub-group.

