



## Rethink Water Joliet Survey Analysis

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### Overview

The Rethink Water Joliet Survey was made available to the public on May 13, 2019. The survey was provided in English and Spanish. It was distributed at local events, through the project website and social media.

This survey analysis report is based on responses received through September 3, 2019. The survey remains open for participation and is advertised in the project newsletter. Future responses will be monitored for any shifts in the findings presented here.

The survey consisted of six questions. These questions focused on the location, age and general knowledge each respondent has of the depletion of the Joliet water source. The survey also asked respondents whether or not they conserve water.

The survey closed with gaining knowledge about how the respondents generally prefer to receive their information and requested an email address to stay connected.

A total of 462 survey responses have been received, 448 in English and 14 in Spanish. Key themes from the survey response data include:

- Most who responded live in Joliet
- 45% have been aware of the water situation for a long time
- Knowledge of water depletion increases with age
- 80% of respondents say they conserve water
- Email is the preferred format for communication

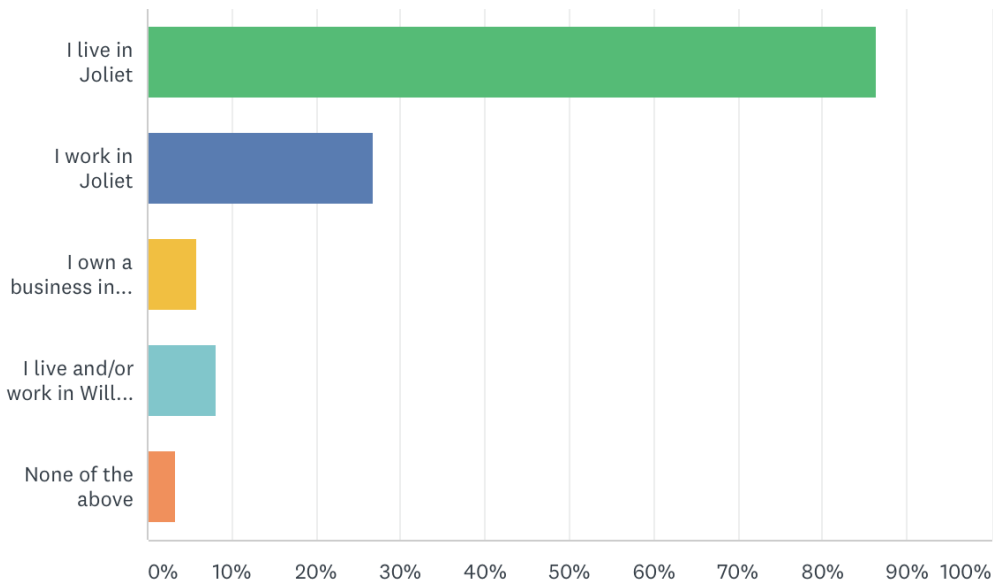


**Question 1:**

**Check all that apply.**

- I live in Joliet*
- I work in Joliet*
- I own a business in Joliet*
- I live and/or work in Will County but not in Joliet*
- None of the above*

*Respondents: 459*



Question one was designed to gain a general sense of if the respondents reside and/or work in the city. Knowing whether respondents live and/or work in Joliet informs us if we are reaching the intended audience.

**ANSWER CHOICES**

- I live in Joliet
- I work in Joliet
- I own a business in Joliet
- I live and/or work in Will County but not in Joliet
- None of the above

**RESPONSES**

67%	398
20%	122
4%	26
6%	37
3%	16

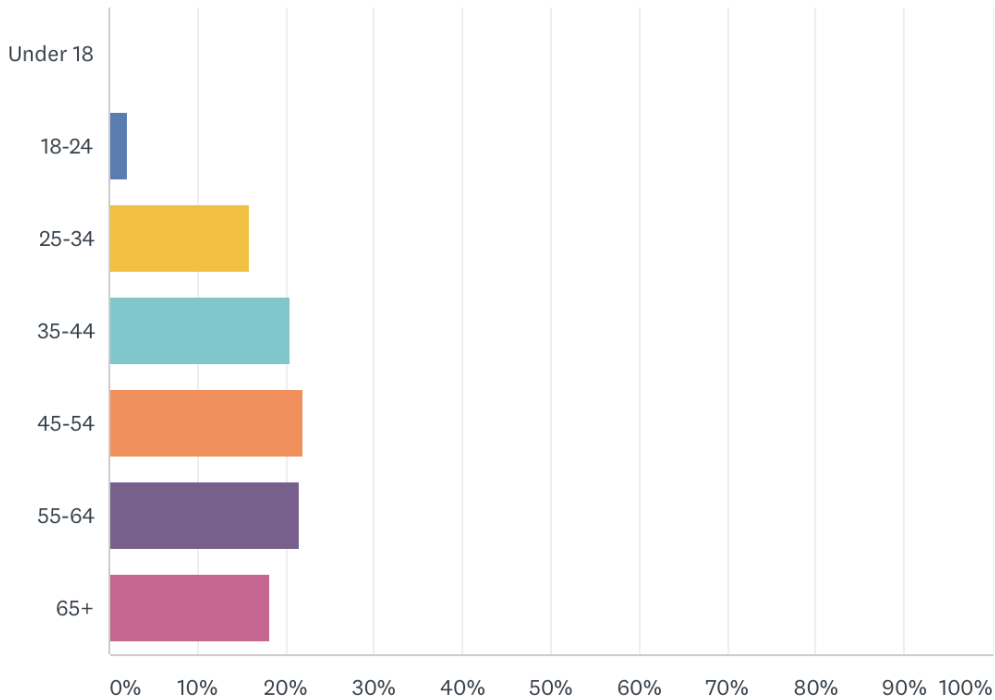


**Question 2:**

**How old are you?**

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

*Respondents: 456*



Knowing the age of respondents will help us target future messages and educational campaign.

**ANSWER CHOICES**

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

**RESPONSES**

0%	0
2%	9
16%	73
22%	100
22%	99
20%	95
18%	80

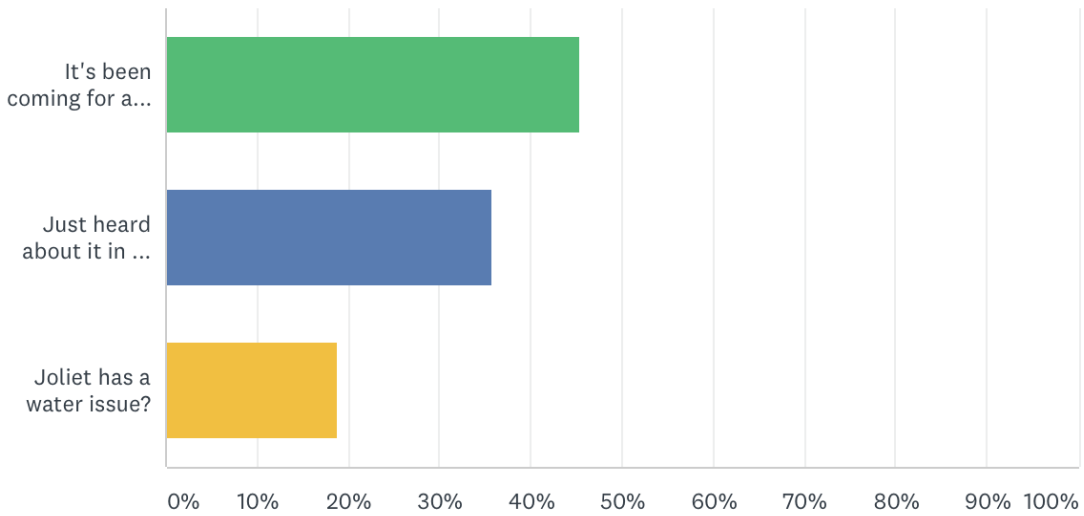


**Question 3:**

**How long have you been aware the City of Joliet’s water source is being depleted?**

- It’s been coming for a long time.*
- Just heard about it in the last few months.*
- Joliet has a water issue?*

*Respondents: 461*



Understanding respondents’ level of knowledge regarding the depletion of the aquifer is important to gauge how much of the community is aware of Joliet’s current water situation.

**ANSWER CHOICES**

- It’s been coming for a long time.
- Just heard about it in the last few months.
- Joliet has a water issue?

**RESPONSES**

45%	205
36%	167
19%	89



**Question 2 and 3 Analysis:**

	It's been coming for a long time.	Just heard about it in the last few months.	Joliet has a water issue?
Under 18	–	–	–
18-24	<b>1</b>	<b>4</b>	<b>4</b>
25-34	<b>15</b>	<b>33</b>	<b>23</b>
35-44	<b>29</b>	<b>45</b>	<b>25</b>
45-54	<b>41</b>	<b>40</b>	<b>18</b>
55-64	<b>64</b>	<b>22</b>	<b>9</b>
65+	<b>49</b>	<b>20</b>	<b>10</b>

Understanding the age and amount of knowledge each respondent has of the current water situation in Joliet is important.

The group that is most aware of the issue is between the age of 55 and 64 (67%) followed closely by those over 65 (62%). The respondents between the age of 35 and 44 are the age range with the highest percentage (45%) of respondents that just became aware of the issue. Out of those who took the survey, respondents between the age of 18 and 24 are most unaware of the issue at 44%.

By narrowing down the level of knowledge by age, it will be determined how to target future education to the public.

There were no respondents below the age of 18 that answered the survey.

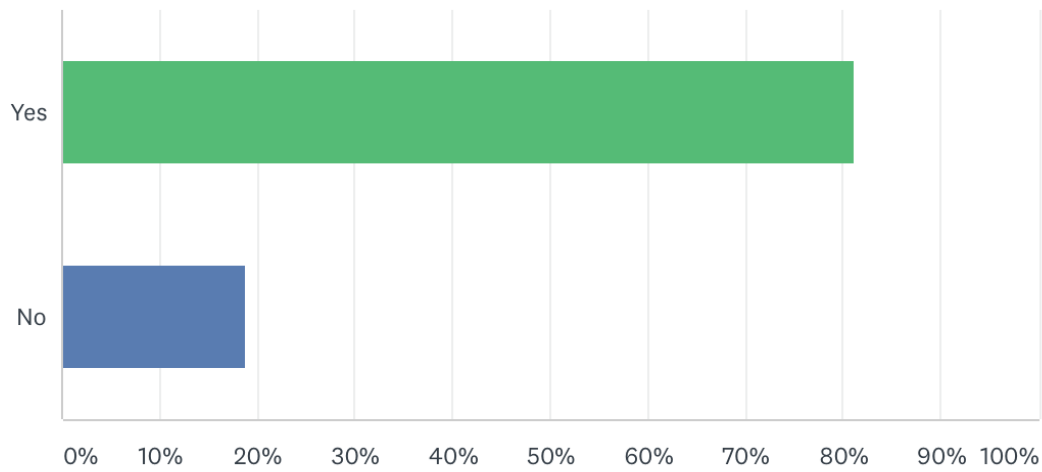


**Question 4:**

**Do you conserve water?**

- Yes
- No

*Respondents: 460*



With an 80% response rate for conserving water, it appears those who responded to the survey care about conservation.

**ANSWER CHOICES**

Yes.  
No.

**RESPONSES**

80%            369  
20%            91

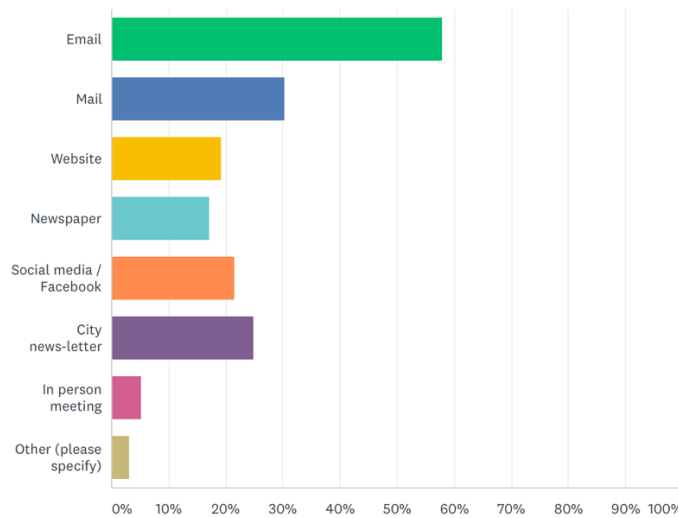


**Question 5:**

**How do you prefer to receive information? Check all that apply.**

- Email
- Mail
- Website
- Newspaper
- Social Media/Facebook
- City Newsletter
- In Person Meeting
- Other (please specify)

Respondents: 461



Knowing how respondents prefer to receive their information will help us utilize the most popular formats in the future.

**ANSWER CHOICES**

**RESPONSES**

Email	33%	268
Mail	16%	137
Website	11%	87
Newspaper	9%	77
Social Media/Facebook	13%	104
City Newsletter	14%	114
In Person Meeting	3%	24
Other (please specify)	1%	9

*Other answers include: Council, I don't, texting, bill insert, TV, podcast, neighborhood meetings, printed on the water bill, no, and text.*



**Question 6:**

**Please provide your email address to be part of the Rethink Water Joliet mailing list.**

*Respondents: 343*

Out of the 462 people who took the survey, 343 respondents left their email address on Question 6. Eleven of the 343 who provided their email address came from the Spanish version of the survey.