



# 2022 SURVEY RESULTS

First, we were seriously struggling to meet our needs at the beginning of the COVID-19 pandemic and WSCP helped us a lot.

Then on June 20th tornado hit our house really bad... we were devastated.

WSCP has really help us so much. Just the fact to know that there is help in the community, **we know now that we are not alone.**

It is an awesome experience. Thank you very much from the bottom of our hearts!

- FEMALE | HISPANIC | 18-65 | NO KIDS | ZIP: 60517

As a single mom of 2 kids I'm grateful for a place like this.

Since raising kids on my own brings many challenges **at least the worry what my kids may eat is not the one.**

As a person with health problems I also watch what I eat and that is even harder to manage but because of this food pantry I was able to find many healthy foods.

Every person there is so nice. Their smiles bring me **hope and encouragement** to go another day and work harder. Thank you WSCP.

- FEMALE | WHITE | 18-65 | KID + TODDLER | ZIP: 60187

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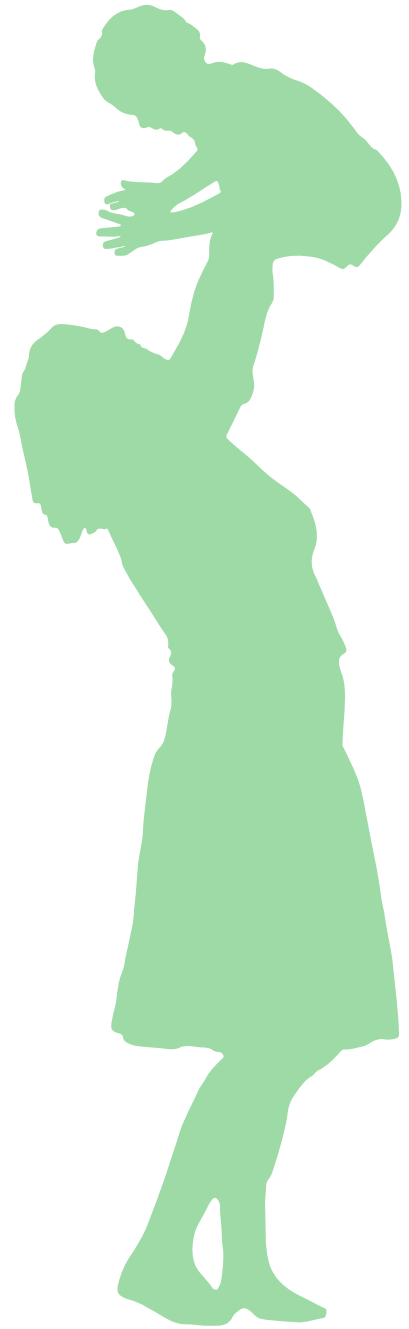
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# RESPONDENT PROFILES

# CUSTOMER A



Female | White | Children under 18

Lives close to WSCP

1/2 have had to skip a meal recently

26-50% of their household's food is supplemented by WSCP

1/3 have used the Virtual Pantry



# CUSTOMER B

Male | Hispanic or White | Children under 18

Lives close to WSCP

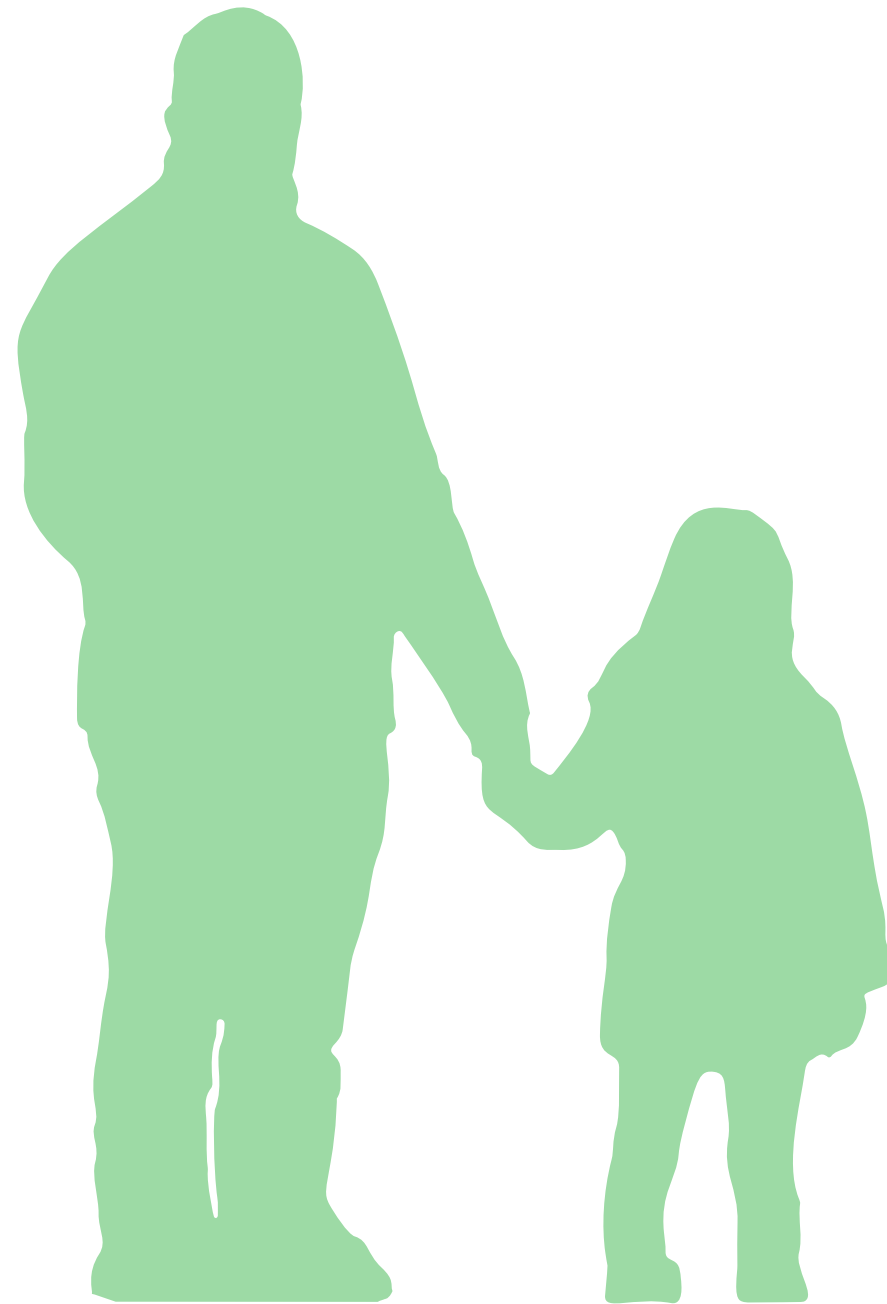
Likely to live in a multi-generational household

1-25% of their household's food is supplemented by WSCP

>1/2 shop in person. 1/3 have used the Virtual Pantry.



# THE NON-SHOPPER



Male | Hispanic or White

Children under 18 | 50% have toddlers

Lives 3 - 7 miles from WSCP

1/3 have had to skip a meal recently

Needs help with basic needs, housing,  
and financial issues

Has visited other community organizations like  
Goodwill, Loaves & Fishes, or Catholic Charities



## Getting Back on My Feet

Until recently I have never received any community assistance but I found myself having a mountain of trouble post divorce and I didn't know where to turn.

I Googled food pantries and then I cried, got it together and made the call.

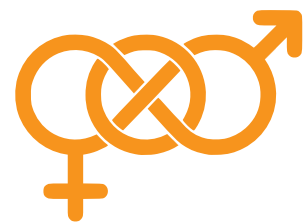
I thought it would be humiliating and instead I **found kindness and compassion and mostly non-judgmental support that made me want to help my fellow community members as well.**

I plan to volunteer at a food pantry once I am back on my feet. Thank you all. Blessings.

- FEMALE | WHITE | 18-65 | NO KIDS | ZIP: 60563

# DEMOGRAPHICS

# HEAD OF HOUSEHOLD



**55% Female | 39% Male**



**76% Ages 18 - 64**




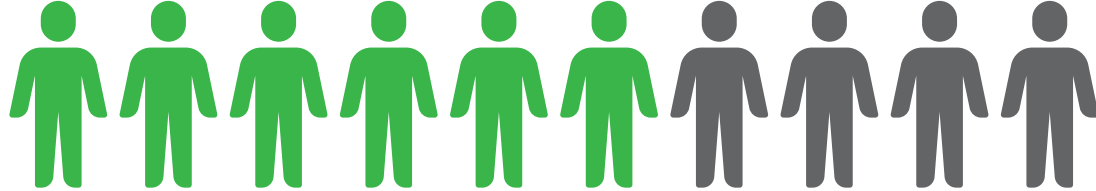
**36% White | 25% Hispanic | 22% Black | 12% Other**

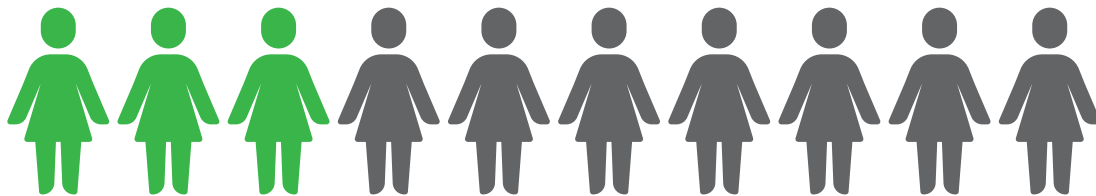


**29% 60440 | 17% 60517 | 7% 60532**

# HOUSEHOLD DEMOGRAPHICS

**14%** Toddlers 

**66%** Kids < 18 

**30%** Seniors 

**12%** Veterans 

**21%** Disabled 

**2.2** Children per household with kids.

**100** % of households with toddlers also have older children.

# MEASURES OF NEED

Female | Kids | Customers

49%

26-50% Food

Toddlers

Female | Kids | Customers

41%

Skipped a Meal

Male | Kids | Customers

23%

1-25% Food

Toddlers | Veterans

Kids | Customers

12%

51-75%

Black | Toddlers

Female | Kids | Customers

12%

>75%

Veterans

% = group percent of total respondents

1 Standard Deviation Above Average | 1 Standard Deviation Below Average

Phlox Partners | WSCP | Q1 2022

## Meeting Needs

I 100% rely on food that comes from food pantries as I cannot shop for my needs or wants as I cannot afford it.

**I work 2 jobs and I go to college, and I have no extra penny left to even buy a sandwich.**

So during this difficult time, I wanted to say "thank you" for your amazing generosity and kindness. I am thankful for the volunteers of WSCP. **Without them, getting food on the table would not be possible for me.**

**- FEMALE | HISPANIC | 18-65 | 3 KID + 1 TODDLER | ZIP: 60440**

What are the differences between respondents who have used the pantry and those who have not?

NON-CUSTOMER RESPONDENTS ARE...

- 5.7X** more likely to live in **60521\***
- 3X** more likely to have **toddlers**
- 2.9X** more likely to live in **60440\***
- 1.5X** more likely to be **Hispanic**
- 1.4X** more likely to be **male**
- 0.3X** less likely to be **disabled**

\*May be a function of which partners did the best survey outreach distribution. Demographic group comparisons show multiplier compared to group average.



# MAIN PANTRY OPERATIONS



# HOURS OF OPERATION: CURRENT

Veterans | Disabled | 26-50% Food

51-75% Food | 1-25% Food

>75% | Other Race | Toddlers

51-75% Food | Skipped Meal

Veterans | Skipped Meal | 51-75%

**42%** Tuesday AM

**31%** Saturday AM

**22%** Thursday PM

**17%** Thursday AM

**15%** Monday AM

Hispanic | Toddlers

Veterans | Disabled

Seniors | Disabled

Hispanic | >75% Food

Toddlers | Other Race | Disabled

% = group percent of total respondents

1 Standard Deviation Above Average | 1 Standard Deviation Below Average

Phlox Partners | WSCP | Q1 2022

# HOURS OF OPERATION: CURRENT USE VS PREFERRED

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Morning	✓	✓ ✓		✓		✓ ✓	✗
Lunch					✗		✗
Afternoon		✓					
Evening				✓ ✓			✗

# HOURS OF OPERATION: PREFERENCE BY GROUP

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Morning	V   SK	ALL		S	V	ALL	V   W
Lunch		S   V D   W		V	K   B	B   H	B   W   SK
Afternoon	W	T   V   B W   SK	H	T   V   B W   SK	T	D   SK	V   D   SK
Evening	V   H	W	V   D   W	T   K   B   H	S	V   D W   SK	T   K   V   D H   W   SK

T = Toddler | K= Kids | S = Seniors | V = Veterans | D = Disabled | B = Black  
H = Hispanic | W = White | SK = Skipped Meal

1 Standard Deviation Above Average | 1 Standard Deviation Below Average

Phlox Partners | WSCP | Q1 2022

# FOOD CHOICES

# CURRENT FOOD ORDERS

>25% Food

**70%**

Fresh Fruit & Veg

Hispanic | White | Disabled

1-25% Food | >50% Food

**59%**

Cereal

25-50% Food

**57%**

Healthy Snacks

Hispanic | Seniors

>50% Food

**47%**

Ready-To-Eat-Food

Hispanic

25-75% Food

**47%**

Baking Items

1-25% Food

Disabled | 51-75% Food

**45%**

Canned Fruits & Veg

Hispanic | Seniors

Black | Veterans | 25-75% Food

**44%**

Condiments

White | Skipped Meal | >75% Food

>50% Food

**21%**

Low Sodium

White | Seniors

Veterans | >50% Food

**18%**

Low Sugar

Black | White

>75% Food

**12%**

Gluten Free

Veterans

Hispanic | > 75% Food

**5%**

Baby Food/Formula

Veterans

% = group percent of total respondents

1 Standard Deviation Above Average | 1 Standard Deviation Below Average

Phlox Partners | WSCP | Q1 2022

# PREFERRED FOOD OPTIONS

Toddlers   >75% Food	54%	Frozen vegetables	1-25% Food   Other Race
Toddlers   Hispanic   >75% Food	48%	Frozen fruit	Black   Other Race   51-75% Food
>75% Food	43%	Lean protein	Black   1-25% Food
White   26-50% Food	40%	Ready-to-eat meals	Hispanic   51-75% Food
>75%   Hispanic	28%	Whole grains	Black   Disabled
>75%   Veterans	23%	Low sugar	1-25%   Toddlers   Other Race
Toddlers	22%	Dairy alternatives	Veterans   Other Race   51-75% Food
Toddlers   Hispanic   26-50%	21%	Plant-based proteins	51-75% Food   >75% Food
Veterans   >75%   Hispanic	19%	Low sodium	Black   Other Race
Hispanic	19%	Low fat dairy	51-75%   Other Race   Disabled   Black

% = group percent of total respondents

1 Standard Deviation Above Average | 1 Standard Deviation Below Average

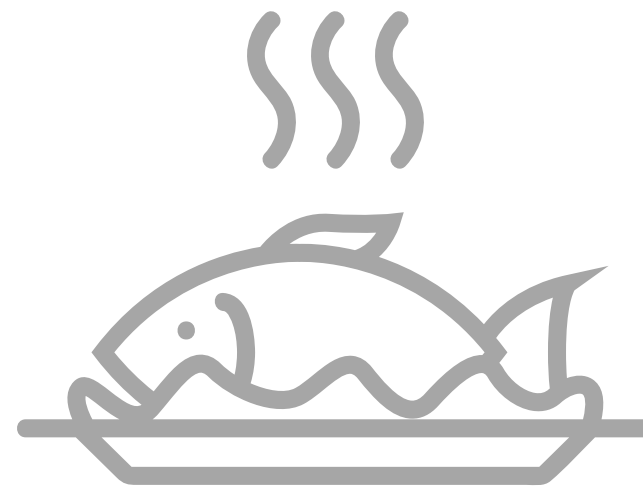
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# REQUESTED CULTURAL FOODS



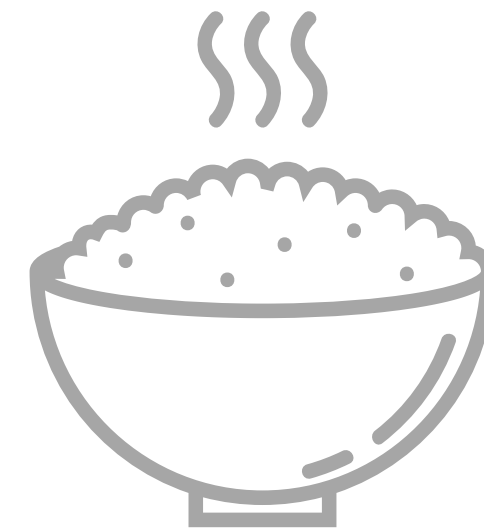
## HISPANIC / LATIN

Tortillas, dried chiles, dried beans, green bananas, corn flour (masa).



## AFRICAN / CARIBBEAN

Plantains, greens (fresh and canned), catfish, lamb.



## ASIAN / MIDDLE EASTERN

Long grain rice, kimchi, seaweed, curry, coconut milk, lentils, ginger, spices, noodles, halal meats.

# DIETARY NEEDS

Veterans   51-75%	48%	None	Disabled   >75%
Disabled   Veterans   >75% Food	20%	Low sugar	Toddlers   Kids   51-75%
Disabled	14%	Low sodium	Black   Toddlers
Disabled	11%	Low cholesterol	Black   Toddlers
Black   >51% Food	8%	Milk allergy	Hispanic
Hispanic   >75% Food	8%	Gluten-free	Veterans   51-75% Food
51-75% Food	5%	Vegetarian	Black   Veterans

Dietary needs noted by 5% or fewer respondents include:

Allergies to: Shellfish, peanuts, wheat, eggs, fish, and tree nuts. Specialized diets: Vegan, Halal, Kosher

% = group percent of total respondents

1 Standard Deviation Above Average | 1 Standard Deviation Below Average

Phlox Partners | WSCP | Q1 2022



## First Time Shopper

Getting the food this month - my first time, really helped me and I didn't feel so unworthy.

I don't have any friends or family so it did let me talk to people who were not my cat... LOL..

It was a lot easier than I thought and I received a nice variety of food and supplies and that made me feel good.

I am going to be cooking my first whole chicken that I received when I was there in a couple days. I have never prepared a whole chicken or turkey in my life and I am 53.

- FEMALE | WHITE | 18-65 | NO KIDS

# VIRTUAL PANTRY OPERATIONS

# VIRTUAL PANTRY | OVERVIEW

**65%**

**AWARENESS**

Veterans 1.3X  
Have toddlers 0.7X

**28%**

**USAGE**

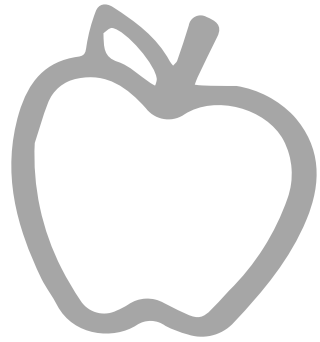
1-25% Food 1.4X  
White households 1.4X  
>75% Food 0.6X  
Have toddlers 0.5X  
Black households 0.25X

Demographic group comparisons show multiplier compared to group average.

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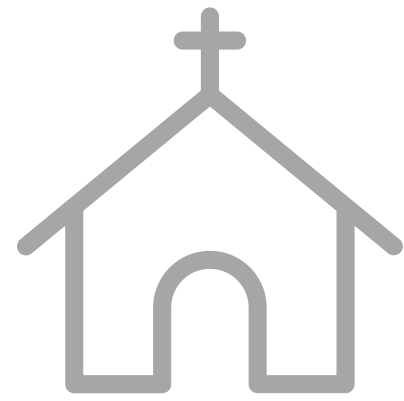
# VIRTUAL PANTRY USAGE

## Most Visited:



### BJ Ward Elementary

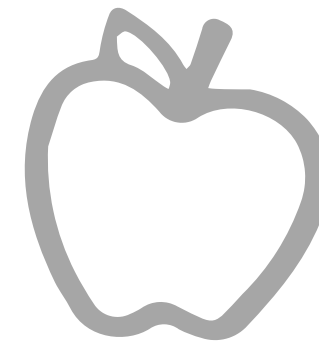
Have children 5X  
Hispanic households 3X  
Veterans 0.2X



### New Hope Baptist

Have children 4.8X  
Skipped Meal 3X  
>51% Food 1.2X

## Least Visited:



### Irene King Elementary



### White Oak Library

Data sets too small for sub-group analysis.

# PREFERRED HOURS BY LOCATION

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Morning	BJW	BJW   NHB		NHB	NHB	BJW	NHB
Lunch		NHB	NHB	NHB		BJW	BJW   NHB
Afternoon	BJW			NHB	NHB	NHB	
Evening							BJW   NHB

BJW = BJ Ward Elementary | NHB = New Hope Baptist

1 Standard Deviation Above Average | 1 Standard Deviation Below Average

Data sets for Irene King and White Oak are too small for sub-group analysis.

"Fast, easy, friendly and helpful!"

"Pictures, easy to use, and always updated."

"No one made me feel bad for needing to use the pantry."

"I have irregular employment as a caregiver & receiving food/nonfood items for free is a BIG HELP in augmenting our basic needs & coping with other needs."

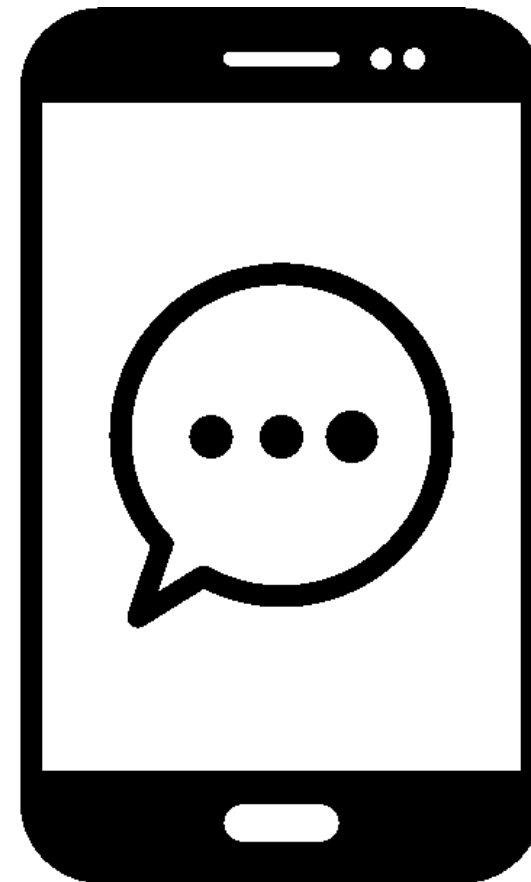
"Grateful I can order online and don't need to go in - I am very agoraphobic anywhere outside my home. Having to go has stopped me from going before."

"I'm disabled. I can choose and they kindly place it in my car."

# VIRTUAL PANTRY FEEDBACK

## What did you like best?

- 66%** Convenience
- 17%** Food Choices
- 10%** General Help
- 4%** Welcoming
- 2%** Customer Experience



## How can we improve?

- 67%** Food Choices
- 18%** Ordering
- 7%** Miscellaneous
- 4%** Locations
- 4%** Unknown

% = group percent of total respondents

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# NON-FOOD OPERATIONS



# NON-FOOD | ORDERS

Veterans | > 51% Food

51%

Toilet Paper

Toddlers | 1 - 25% Food

> 51% Food

49%

Cleaning Supplies

Skipped Meal

> 51% Food

39%

Soap & Hair Care

Toddler

> 51% Food

36%

Oral Hygiene

1 - 25% Food

51 - 75% Food

19%

Female Hygiene

Toddlers | White

Veterans | 51 - 75% Food

18%

Pet Food

> 51% Food

16%

Shaving Tools

Disabled | Black

Skipped Meal | Toddlers

6%

Diapers

Skipped Meal | Seniors

6%

Adult Incontinence

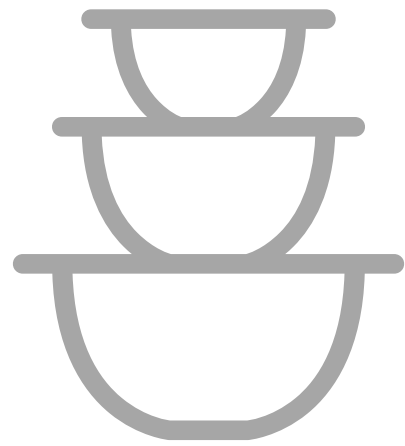
Toddlers | Kids | Hispanic

% = group percent of total respondents

1 Standard Deviation Above Average | 1 Standard Deviation Below Average

Phlox Partners | WSCP | Q1 2022

# NON-FOOD | MOST REQUESTED



## STORAGE CONTAINERS

Ziploc bags, reusable food storage, plastic wrap, aluminum foil



## PAPER PRODUCTS

Paper plates, plastic utensils, paper towels, wet wipes, Kleenex



## HONORABLE MENTIONS

Cooking utensils, ethnic hair care, over-the-counter medication, deodorant, hairbrushes

# PROGRAMMING

## Taking Care

My husband is **recovering from open heart surgery with no short term disability** and had to leave his job, WSCP has been our lifeline.

I have so much to worry about being main provider and caregiver... it is a godsend. Thank you!

**I am a single grandmother** caring for my grandson; during the holiday's, WSCP assisted me with age appropriate gifts to give him.

They also helped me with a **gas card to get to work** and **refer me to Hopes Front Door for assistance** when the food pantry doesn't have what we need since both my grandson and I have food allergies.

# PROGRAMS | OVERVIEW

71%

## AWARENESS

Black households 1.6X  
Veterans 1.3X  
Hispanic households 0.7X

45%

## PARTICIPATION

Black households 1.7X  
Toddler households 1.2X  
Veterans 1.2X  
Disabled 1.2X  
Hispanic households 0.7X

89%

## INTEREST

Toddler households 1.3X  
Hispanic households 1.2X  
Disabled 1.1X  
Seniors 0.9X  
Veterans 0.8X

Demographic group comparisons show multiplier compared to group average.

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# PROGRAMS | INTEREST

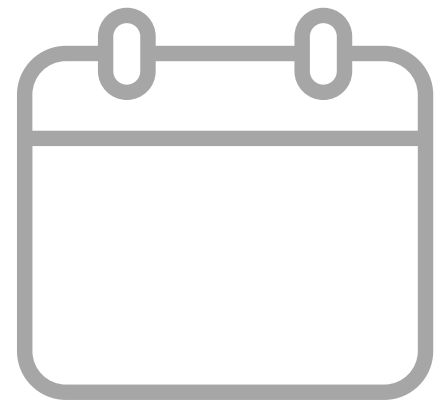
Hispanic   Toddler	64%	Gas Cards	Black
Hispanic   Skipped Meal   > 75% Food	27%	Energy Assistance	1 - 25% Food
Hispanic   Toddler   > 75% Food	25%	SNAP	Black   1 - 25% Food
Toddler   51-75% Food	21%	Home Delivery	
> 75% Food	18%	Healthy Lifestyles	Veterans   Toddlers
Disabled   51 - 75% Food	16%	Nutrition + Mental Health	Veterans
Skipped Meal   1-25% Food	8%	Job Readiness	Toddlers   Veterans   26-50% Food
White   Skipped Meal   1-25% Food	6%	Case Management	Toddlers   Veterans

% = group percent of total respondents

1 Standard Deviation Above Average | 1 Standard Deviation Below Average

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# PROGRAMS | BARRIERS



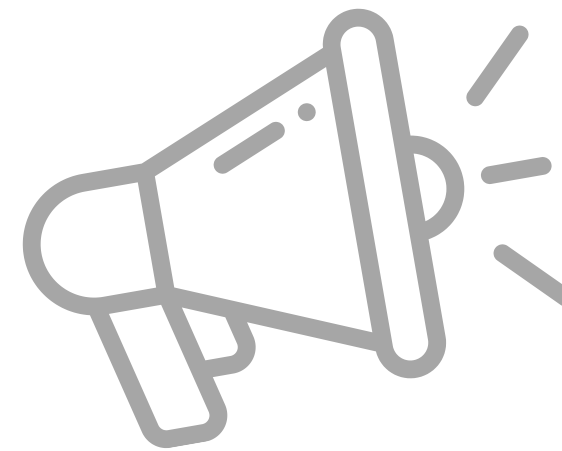
## SCHEDULING

**The date and time does not work for:**

39% of all respondents

47% of 26-50% food respondents

49% of Black respondents



## AWARENESS

29% of respondents weren't aware of any program offerings.

Free response answers indicate respondents don't know when programs are offered.

# How did respondents prioritize our non-food offerings?

## Top Programming of Interest:

Gas Cards | Energy Assistance | SNAP | Home Delivery

Driven by:

Hispanics | Households w/ Toddlers | Greater Food Insecurity

## Top Non-Food Items:

Toilet Paper | Cleaning Supplies | Soap & Hair Care | Oral Hygiene

Driven by:

Greater Food Insecurity | Veterans





What supportive services do customers need, that we do not currently offer?

**Top Non-Food Items Requests are:**

Storage Containers | Paper Products | Cooking Utensils  
Ethnic Hair Care

**Top Requests for Additional Support are:**

Financial Issues | Basic Needs (Food, Clothing)



# CUSTOMER EXPERIENCE

## Finding hope, and a little more!

I was standing by beverage isle and I asked a volunteer if there were any Coke or Pepsi left because the person in front of me took the last of it. That precious lady went to the back and brought Root Beer, and I **wanted to cry feeling like she went way out of her way to try and find item for me.** If it wasn't for COVID I would have hugged her. It was never about soda. I was amazed she was so kind to do that. Wish I could remember her name.

The first time I went to the New Hope pantry I asked a lady if they get much **gluten-free food.** She said “sometimes” and was so sweet that the next time I came there she brought me out a bag with all GF items. So sweet of her to remember.

# SATISFACTION



OVERALL  
SATISFACTION



VIRTUAL PANTRY  
SATISFACTION

81%

WOULD RECOMMEND  
TO A FRIEND

Lower overall rankings from households with toddlers and households who get >75% of their food from WSCP.

# SENTIMENT

Seniors | 26-50% Food

A+

Respectful

1-25% Food

26-50% Food | >75% Food

A+

Helpful

51-75% Food

Seniors | 26-50% Food

A

Caring

51-75% Food

Toddlers | Veterans

A

Organized

26-50% Food

26-50% Food

A

Comfortable

51-75% Food

Veterans | 1-25% Food

A

Knowledgeable

26-50% Food

White

A-

Flexible

1-25% Food

Black | 26-50% Food | >75% Food

A-

Easy To Find Items

1-25% Food

Veterans | White  
26-50% Food | >75% Food

B+

Meets My Needs

Skipped Meal  
1-25% Food | 51-75% Food

1 Standard Deviation Above Average | 1 Standard Deviation Below Average

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# THE WSCP DIFFERENCE

Veterans | > 75% Food

**B+** Food Needs Met

1-25% Food

26-50% Food | > 75% Food

**B+** Feel Supported

1-25% Food | 51-75% Food

> 75% Food

**C+** Improved Quality of Life

51-75% Food

Toddlers | Hispanic | > 75% Food

**C+** Improved Mental Health

Veterans | Black

Toddlers | > 75% Food

**C-** Improved Physical Health

1 Standard Deviation Above Average | 1 Standard Deviation Below Average

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## Story Highlights

The pantry is a social club with take home. Everyone is super friendly and on first name basis.

**Christmas, Thanksgiving and Easter are the most uplifting times at WSCP.**

WSCP is VERY generous to the clients and extremely helpful and friendly. As the cost of things rise, we have found our family is being blessed more and more knowing WSCP is here to meet our needs.

**I had a kidney transplant and then was terminated from my job so I'm on Social Security now. This really helps. Thank you.**

# OVERALL OBSERVATIONS



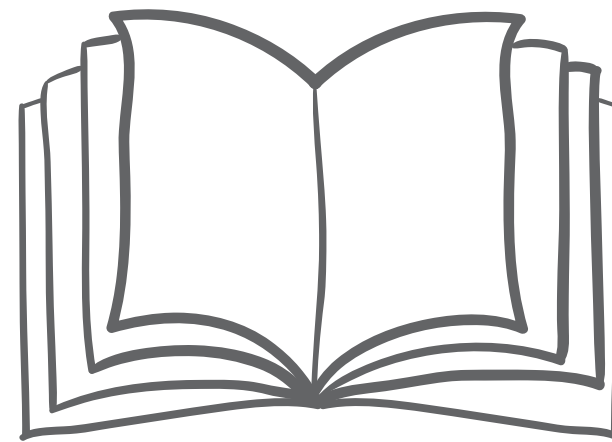
# HIGHLIGHTS



## OVERALL SATISFACTION

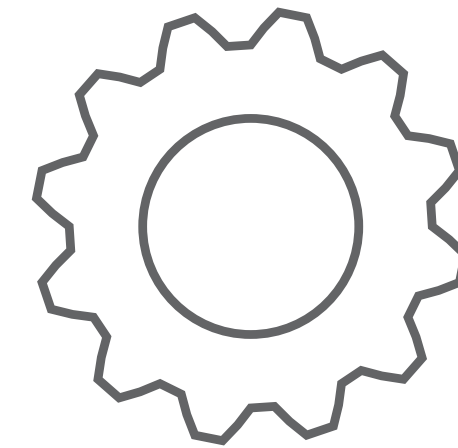
Convenient  
Respectful  
Helpful

Very high satisfaction rates



## PROGRAMMING

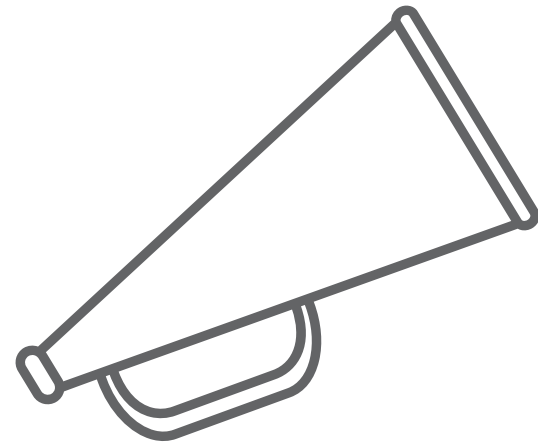
Very high interest in  
programming



## OPERATIONS

Virtual Pantry was very  
successful pandemic pivot

# OPPORTUNITIES



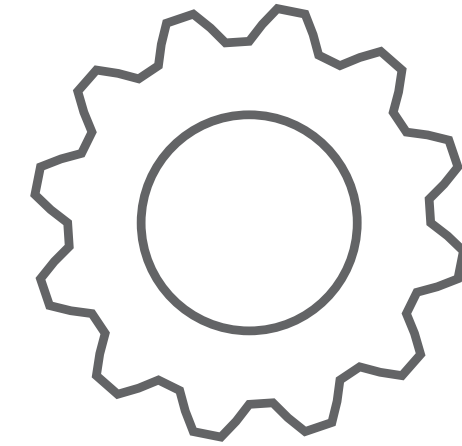
## COMMUNICATIONS

- Program Schedules
- Program Offerings
- Hours of Operation
- Spanish Language



## PROGRAMMING

- Reassess scheduling
- Improve communications, with focus on Hispanic households
- Close gap between interest and use for programming



## OPERATIONS

- Evaluate additional food & non-food options
- Assess Hours of Operation
- Close gap between awareness & use for Virtual Pantry

# POTENTIAL BENCHMARKS

## Food Insecurity

59% has not skipped a meal.

20% has skipped a meal due to a routine expense.

25% rely on WSCP for >50% of weekly food supplies.

## Satisfaction

98% rate WSCP with 4+ stars.

72% rate WSCP with 5 stars.



# 2022 SURVEY RESULTS

# APPENDIX

# Project Team

**Maggie McMahon**

Chief Growth Officer

**Becs Prager**

User Experience Researcher

**Laura Traut-Coyle**

Executive Director

**Cody Dubich**

Donor Database Coordinator

**Paul Matsushima**

Director of Pantry Operations

**Lisa Spaeth**

Director of Development

**Kristin Jachymiak**

Director of Supportive Services

**Tessa Krusinski**

Development Associate

**Yazmine Reyes**

Office Manager

# Project Timeline

## December

Initial interviews and goal setting to set scope of survey and understand WSCP mission, services, programs and existing customer data.

## January

Draft of online and paper surveys.  
Design marketing collateral for distribution.

## February

Approval and launch of survey from Feb 1 - 15.  
Final entry and review of data.

## March

Presentation of survey data findings and areas of opportunity to WSCP administrative team.

# Project Goals

## Demographics

Capture data on gender, race, ethnicity, age for head of household as well as presence of children, toddlers, seniors, veterans, and persons with disabilities.

## Pantry Usage

Explore which locations, hours of operation, programs, food and non-food items are most desired. Gather feedback on customer experience and satisfaction.

## Potential Customers

Identify gaps in customer basis and capt

## Impact

Assess how current offerings could best serve customers and identify areas of opportunity.



# Methods

## Survey

Online + Paper Versions provided in English and Spanish. Completed Feb 1-15, 2022

## Distribution

Online version launched via email, social media, and website. Follow up emails sent mid-way and prior to close. Paper copies distributed to in-person customers.

**183** respondents

# Methods

## Issues and Resolutions

Elimination of 15 participant-entered duplicates.

Error on paper survey question 14 was excluded from analysis.

## Analysis

Highlighted green and red statistics represent any subgroup that is more than +/- 1 standard deviation (SD) from the mean.

# Terms

In order to save space, the following terms have been truncated for presentation.

**Toddler.** Households with children under the age of 3.

**Kids.** Households with children under the age of 18.

**Seniors.** Households with adults over the age of 65.

**Veterans.** Households with a veteran.

**Disabled.** Households with a disabled person.

**Hispanic.** Households where the head of household identifies as Hispanic or Latinx.

**Black.** Households where the head of household is Black or African American.

**Other.** Households where the head of household is not Hispanic, Black, or White. This includes heads of households who report multiple races.

**White.** Households where the head of household identifies as white.

# Terms

In order to save space, the following terms have been truncated for presentation.

**Skipped Meals.** Households where the head of household reports skipping a meal in the past month for any reason.

**1-25% Food.** Households who report receiving 1-25% of their weekly food needs from WSCP.

**26-50% Food.** Households who report receiving 26-50% of their weekly food needs from WSCP.

**51-75% Food.** Households who report receiving 51-75% of their weekly food needs from WSCP.

**>75% Food.** Households who report receiving >75% of their weekly food needs from WSCP.