

# Beloit Quality of Life Survey

**March 1 – 13, 2022**

*Conducted by Mason-Dixon Polling & Strategy*

# The following help communities reach their full potential

- Solid Measurement
- Creating the Burning Platform
- Building the Critical mass
- Moving Through Turbulence
- Maximizing and Connecting the Wins

**This is a baseline.**

**There are 4 reasons why communities do not maximize the Quality of Life data:**

- Denial
- Rationalization
- Blame
- Jumping to conclusions too quickly

# Background and Research Objective

- This survey was commissioned by Quint and Rishy Studer.
- The survey creates the opportunity for community dialogue, outreach and information sharing with the public, community leaders, business, and public policy makers.
- The objective of the survey is to gain an understanding of the public's awareness and attitude towards the items that relate to Quality of Life.

# Methodology

- This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Washington, D.C. from **March 1 – 13, 2022**. A total of **625** adult residents, each of whom resides in the 53511 Zip code, which more appropriately defines the Beloit area in relation to the goals and objectives of the survey. Residents were interviewed by telephone.
- Those interviewed were selected randomly from a commercially available file of residential landline and cellular phones. The resulting sample fairly reflects the demographic profile of 53511 Zip Code.
- The margin for error, according to standards customarily used by statisticians, is no more than plus or minus **4.0 percentage points**. This means that there is a **95 percent probability** that the "true" figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as a gender, income or race.

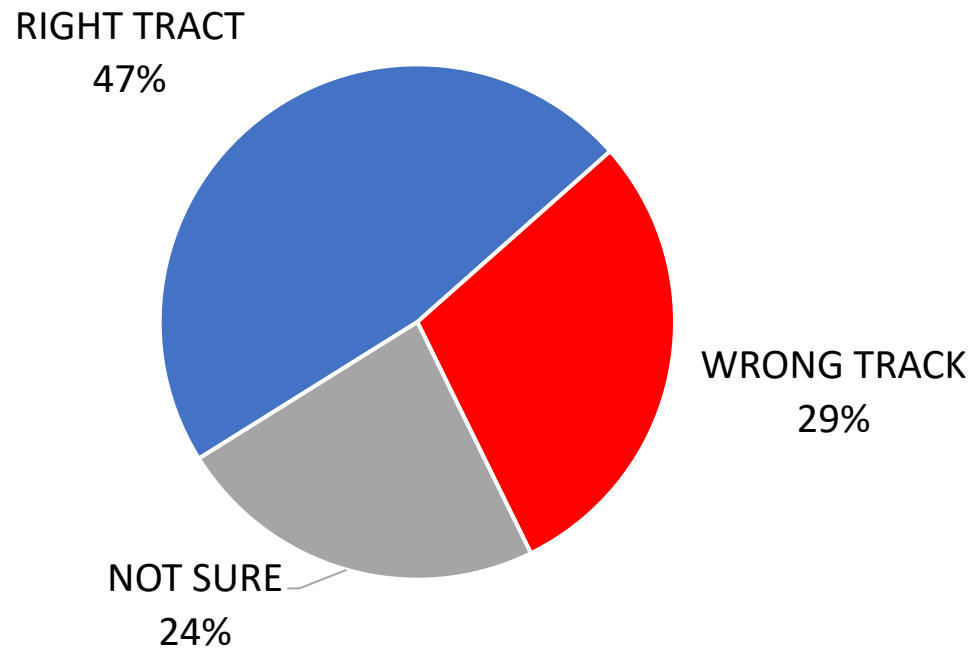
# Demographics

## Demographic Breakdown of the 625 QOL Survey Respondents

RESIDENCE		EMPLOYMENT		CHILD IN HOUSEHOLD		
CITY OF БЕЛОIT	68%	FULL-TIME	51%	YES	36%	
TOWN OF БЕЛОIT	19%	PART-TIME	10%	NO	64%	
TURTLE	5%	RETIRED	25%			
OTHER	7%	HOMEMAKER	9%	RACE		
		STUDENT	2%	WHITE	73%	
<th colspan="2">EDUCATION</th>	EDUCATION		UNEMPLOYED	3%	BLACK	9%
HIGH SCHOOL	21%	OTHER	1%	HISPANIC	15%	
SOME COLLEGE	29%	REFUSED	1%	ASIAN	1%	
COLLEGE GRAD	30%			MIXED RACE	1%	
GRAD DEGREE	19%	LENGTH OF RESIDENCE		OTHER	0%	
REFUSED	1%	<5 YEARS	13%	REFUSED	1%	
		5-9 YEARS	14%			
<th colspan="2">AGE</th>	AGE		10-19 YEARS	20%	INCOME	
18-34	17%	20+ YEARS	54%	<\$25,000	11%	
				\$25,000-		
35-49	30%			\$39,999	18%	
		GENDER ID		\$40,000-		
50-64	29%	MALE	48%	\$74,999	27%	
65+	24%	FEMALE	52%	\$75,000+	27%	
REFUSED	1%			REFUSED	17%	

# Beloit: Right Track/Wrong Track

***Do you think that things in the Beloit area are on the right track or are they on the wrong track?***



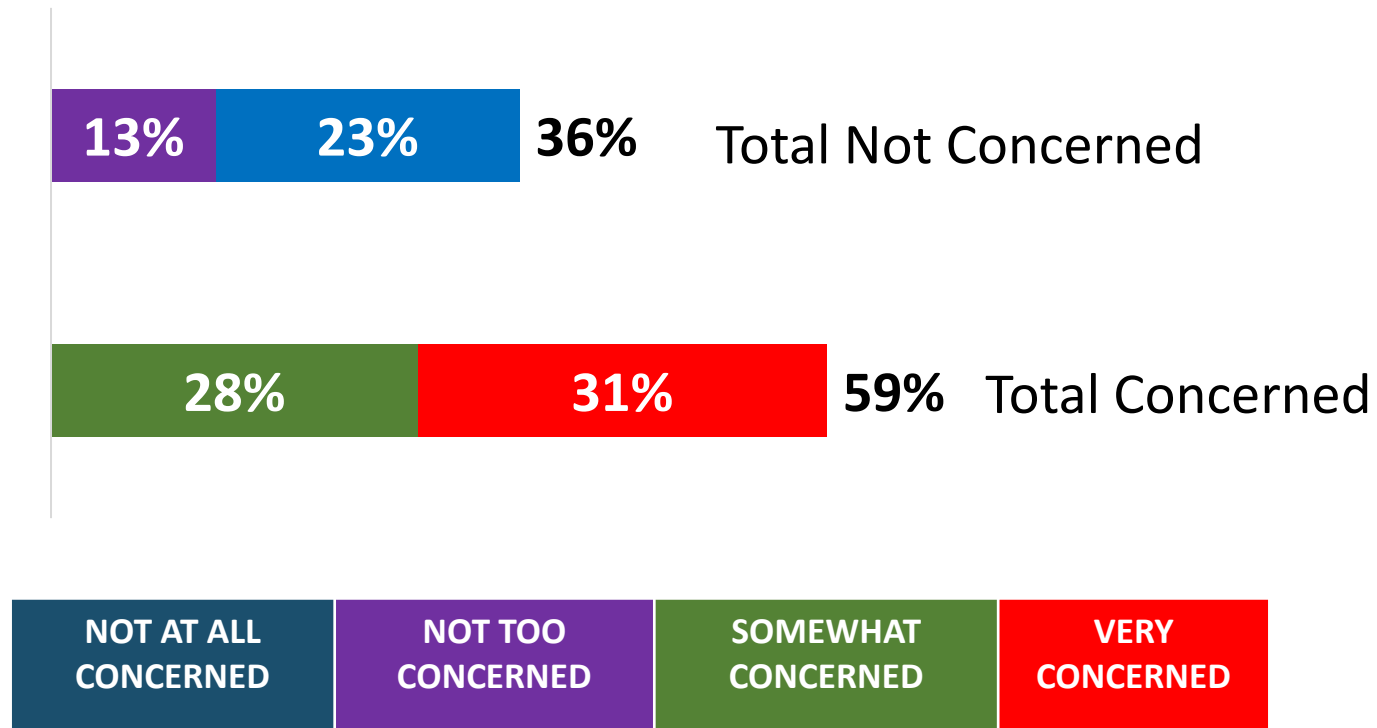
# Most Important Issue Facing the the Beloit area

CRIME/PUBLIC SAFETY	40%
EDUCATION ISSUES	16%
ECONOMIC ISSUES	12%
HIGH COST OF LIVING	6%
POVERTY/HOMELESS	5%
HIGH TAXES	4%
DRUGS/OPIODS	3%
DOWNTOWN	2%
HEALTHCARE	1%
HOUSING	1%
SOCIAL ISSUES	1%
TRAFFIC/ROADS	1%
RACE RELATIONS	1%
OTHER	4%
NOT SURE	2%



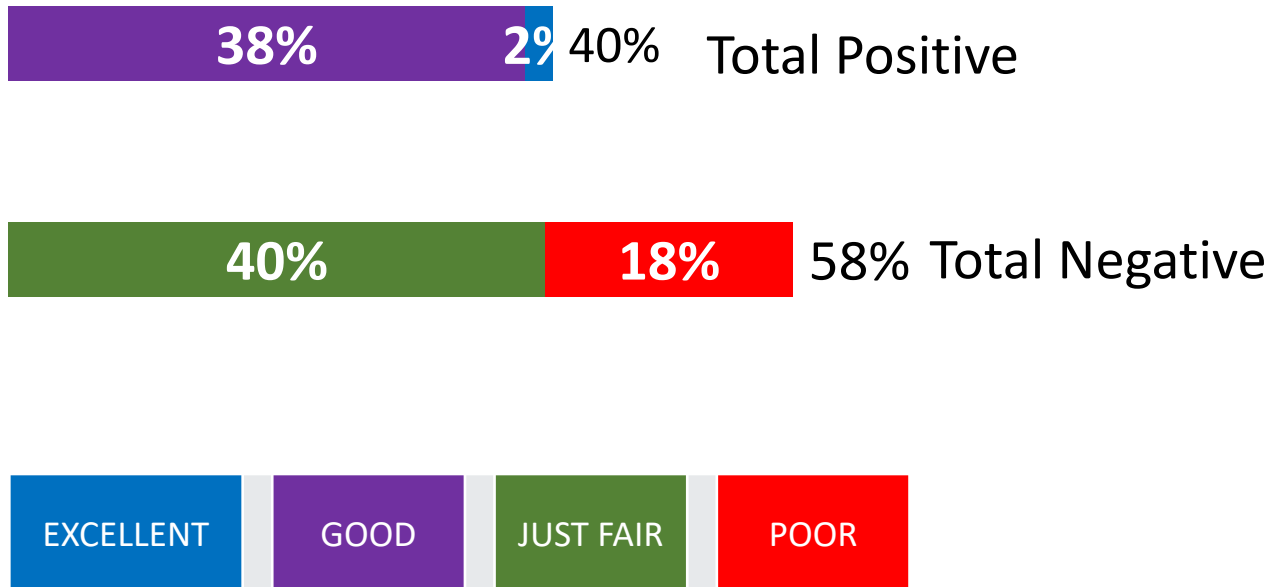
# Level of Concern about Personal Job Security

*How concerned are you about the security and future of your own job, or the jobs of any close family members in Beloit area?*

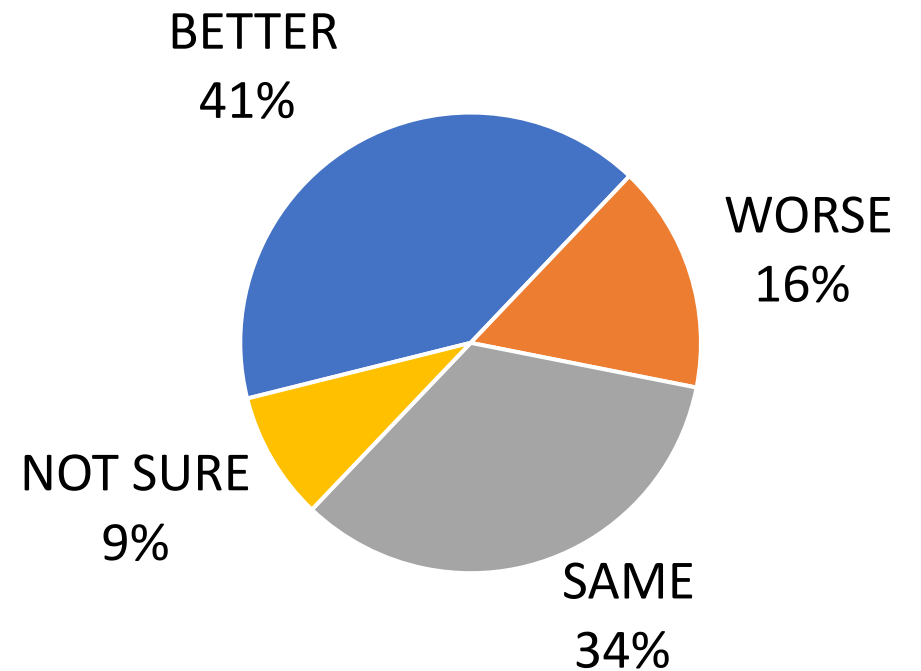


# Rating Economic Conditions in Beloit

*How would you rate economic conditions in the Beloit area?*



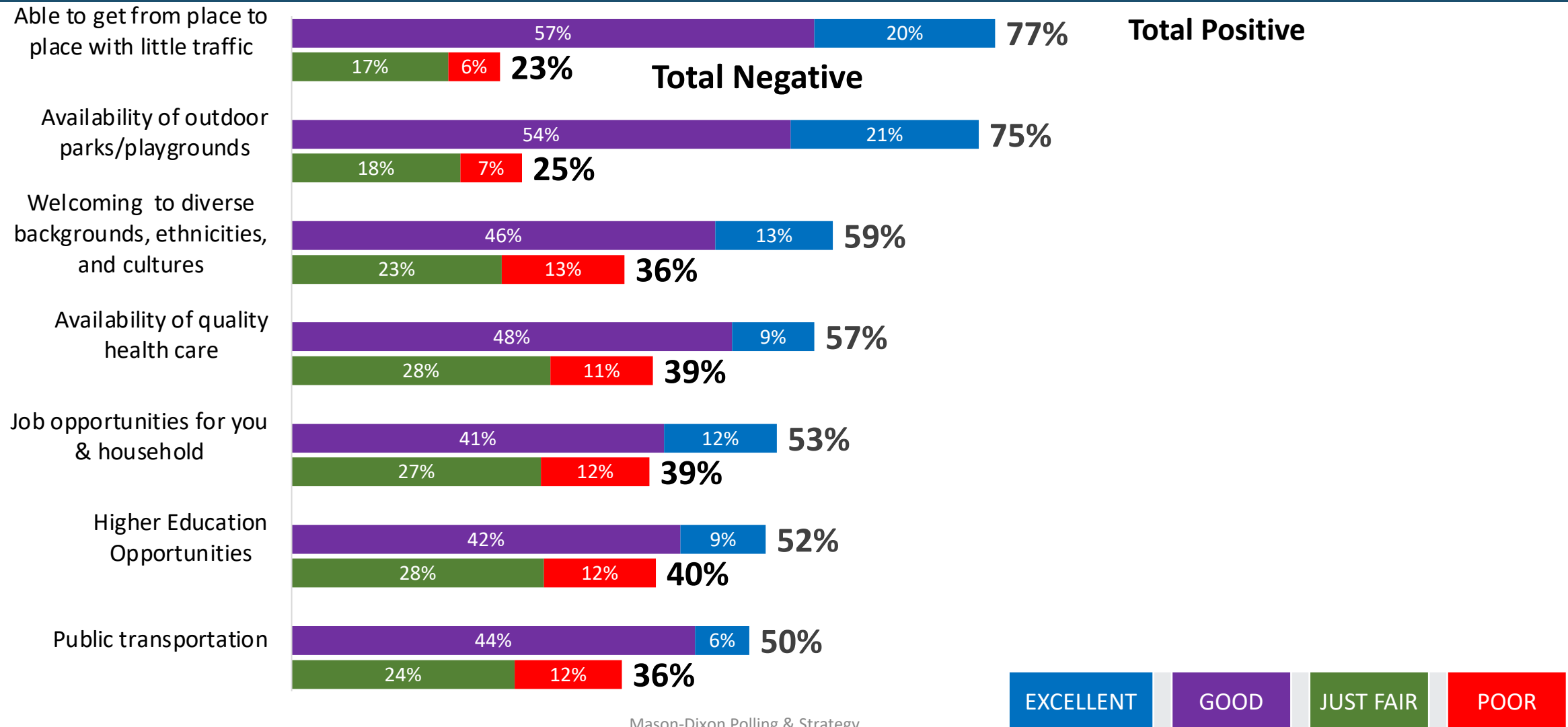
*Five years from now, do you think that the economy in the Beloit area will be better off, worse off, or about the same as it is today?*



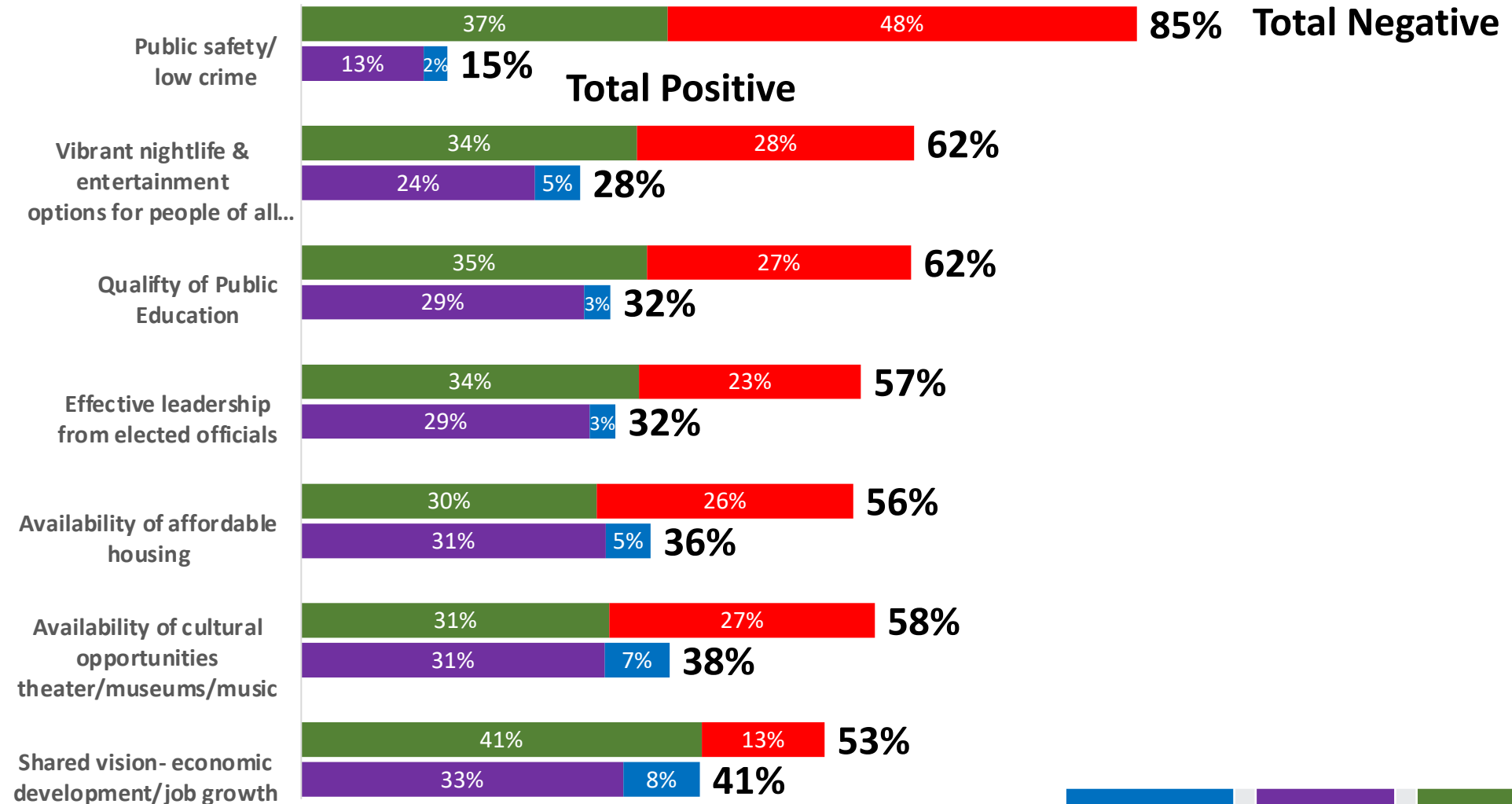
# Rating Quality of Life Factors

*“I’m going to read a list qualities and characteristics that contribute to the quality of life in a community. Please tell me how you rate each in the Beloit area, excellent, good, only fair, or poor.”*

# Rating Quality of Life Factors: Net Positive Ratings:



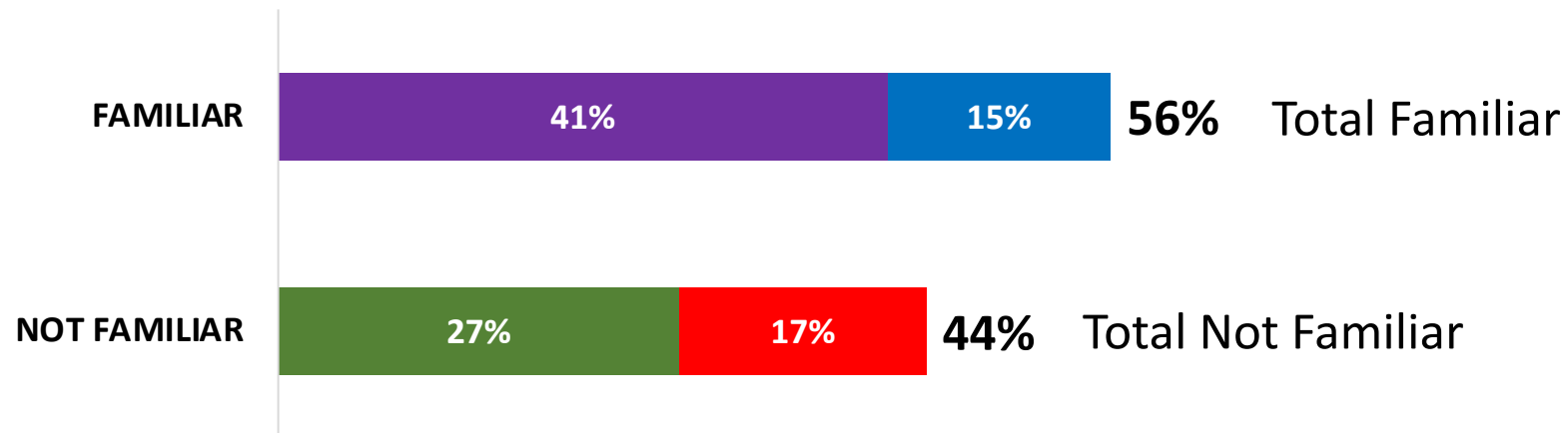
# Rating Quality of Life Factors: Net Negative Ratings



# Familiarity with Vision, Plans, and leadership for Economic Development

Statement read to respondent: *“Economic Development generates investment, wealth, tax base and jobs from which many community benefits are created.”*

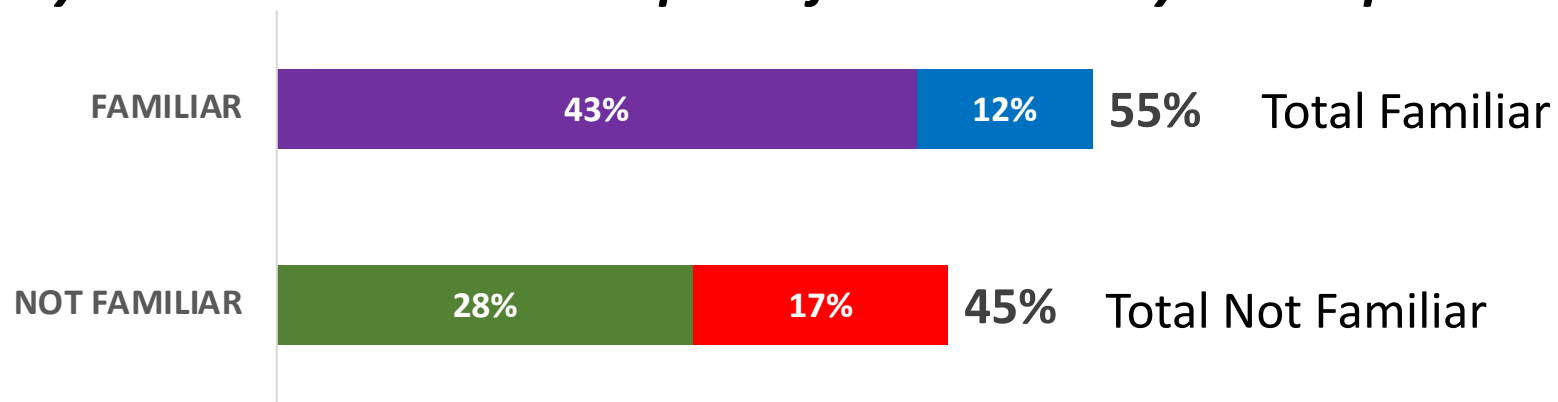
*How familiar are you with the vision and plans for economic development in the Beloit area?*



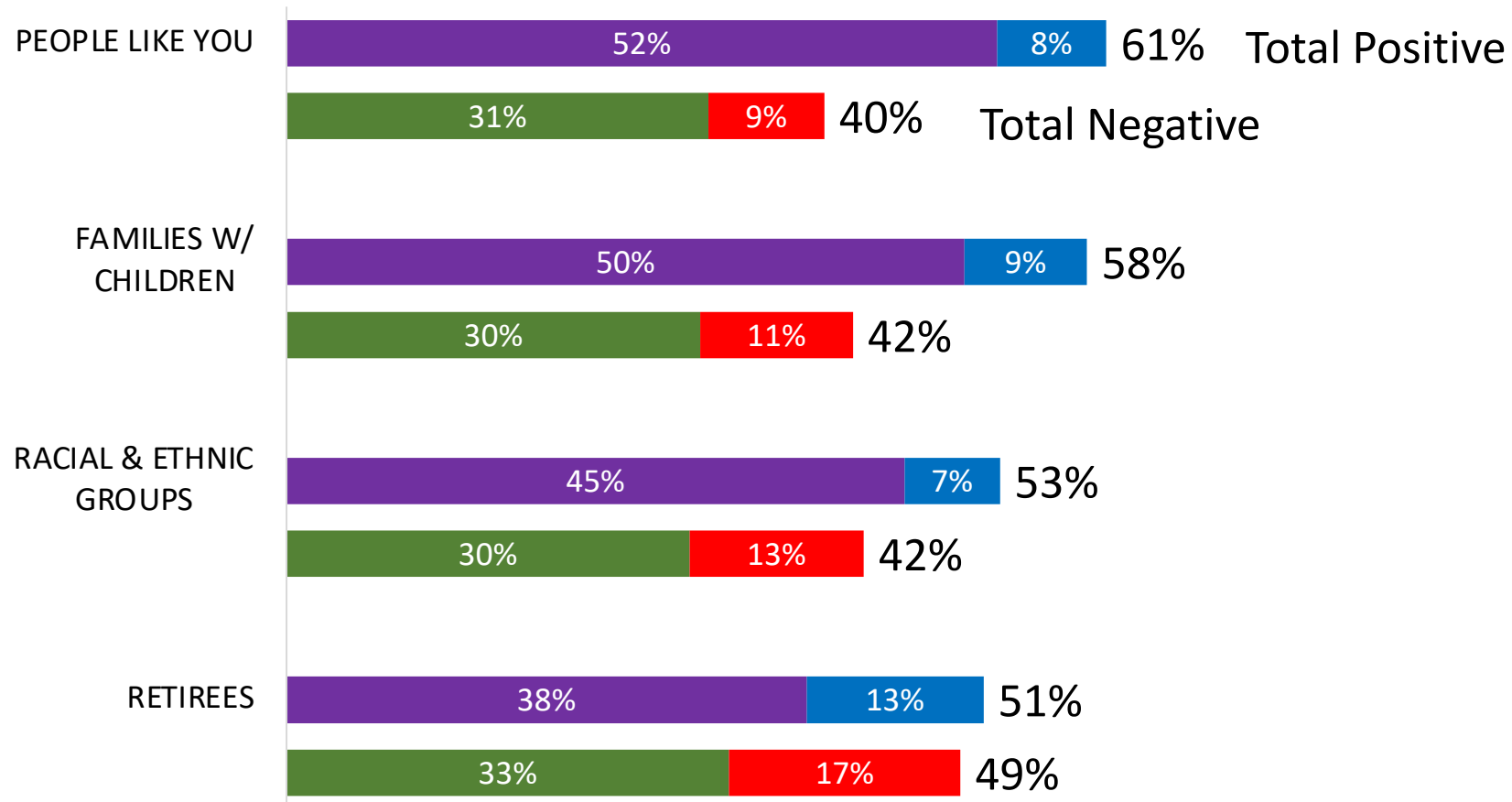
# Familiarity with Vision, Plans, and leadership for Community Development

Statement read to respondent: *“Community Development generates solutions to problems, like housing, education, transportation and neighborhood renewal, making the community a better place to live and work..”*

*How familiar are you with the vision and plans for community development in the Beloit area?*

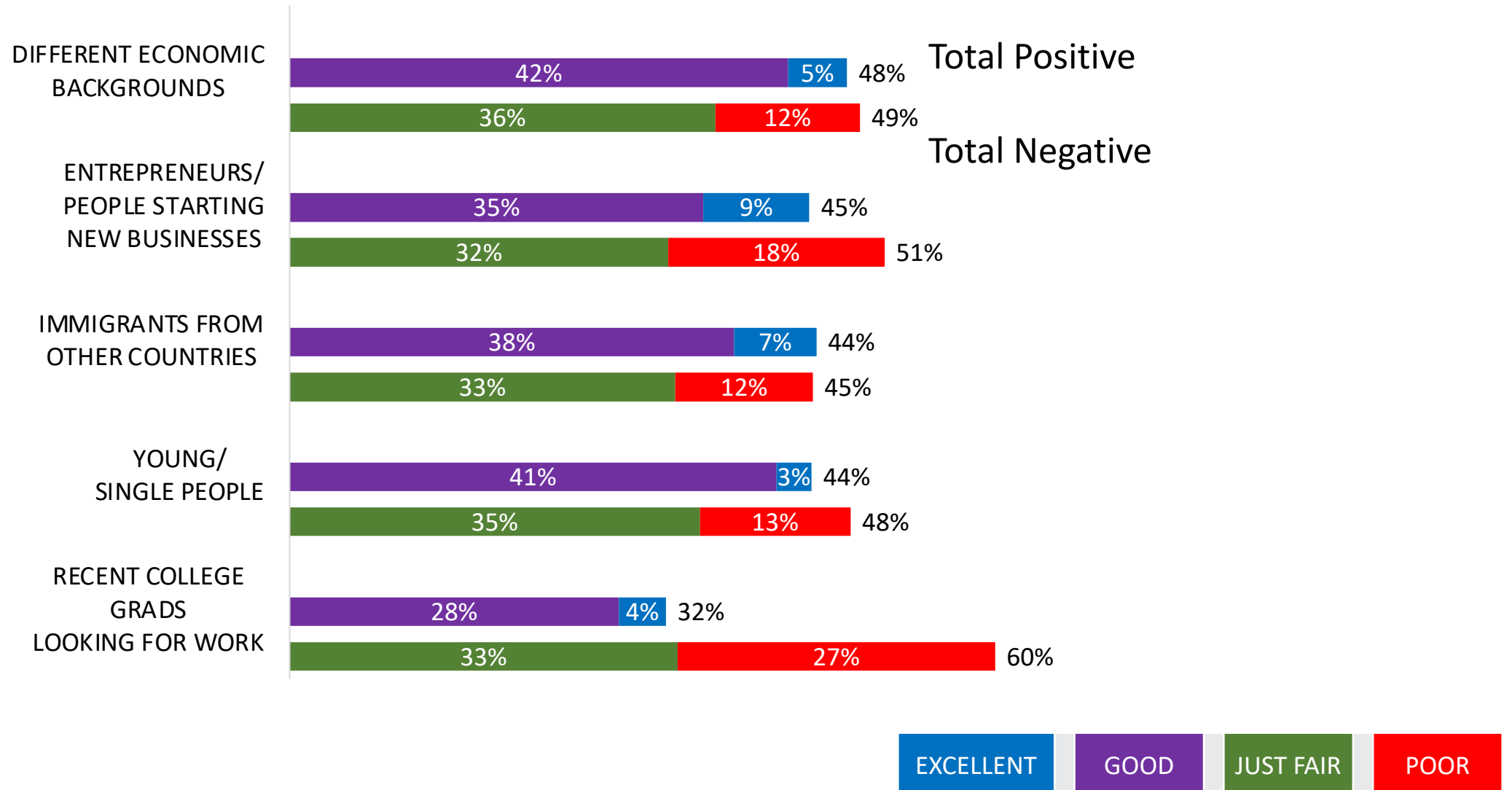


# “Now please rate the Beloit area as a place to live for the following types of people”



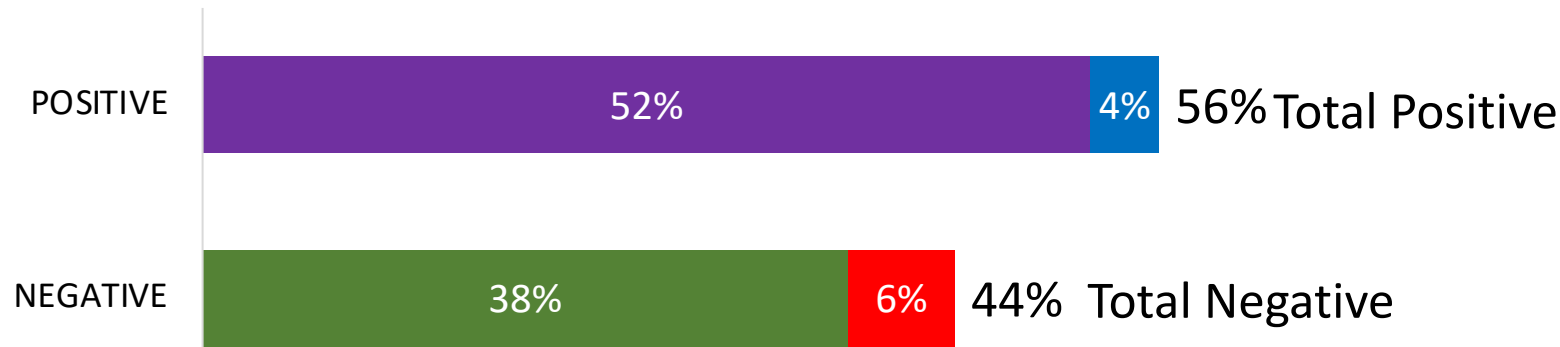
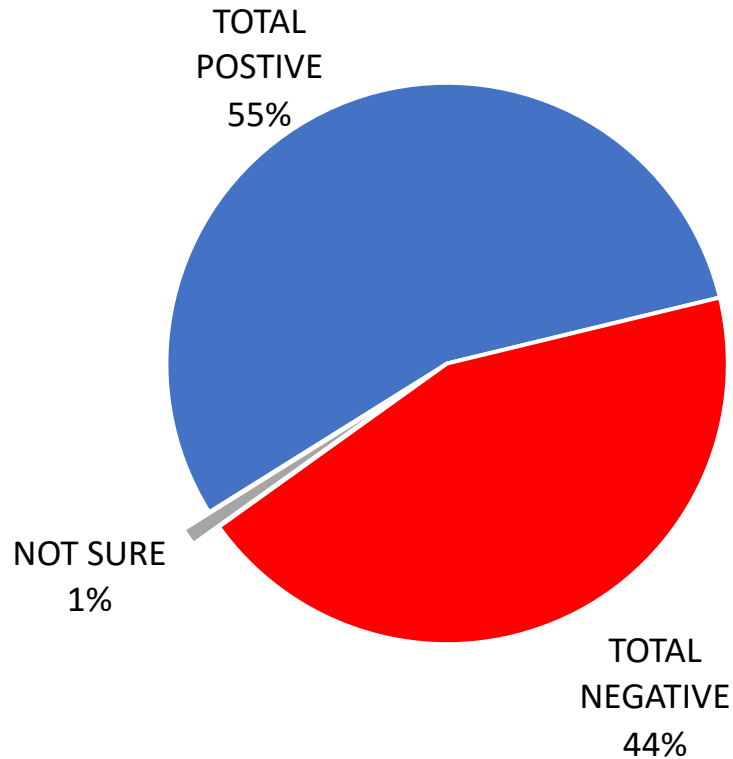


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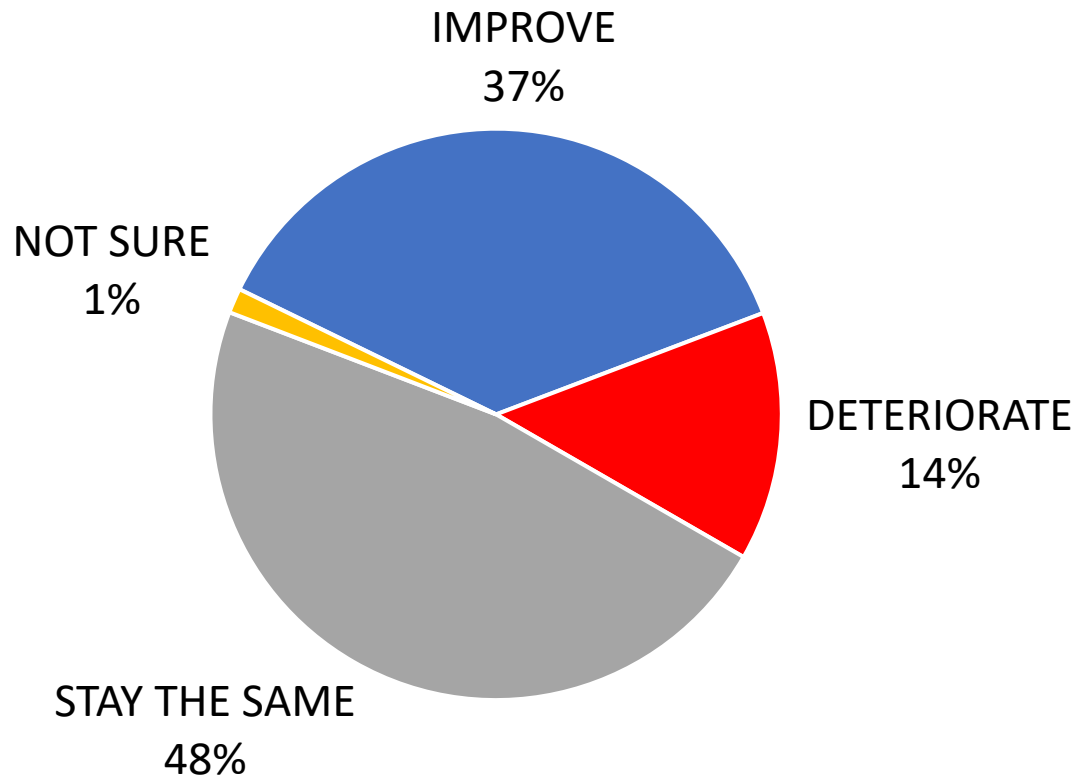


# Rating the Overall Quality of Life

*How would you rate the overall quality of life in the Beloit area?*



# Over the next 5 years do you think that the quality of life in the Beloit area will improve, deteriorate or stay about the same?

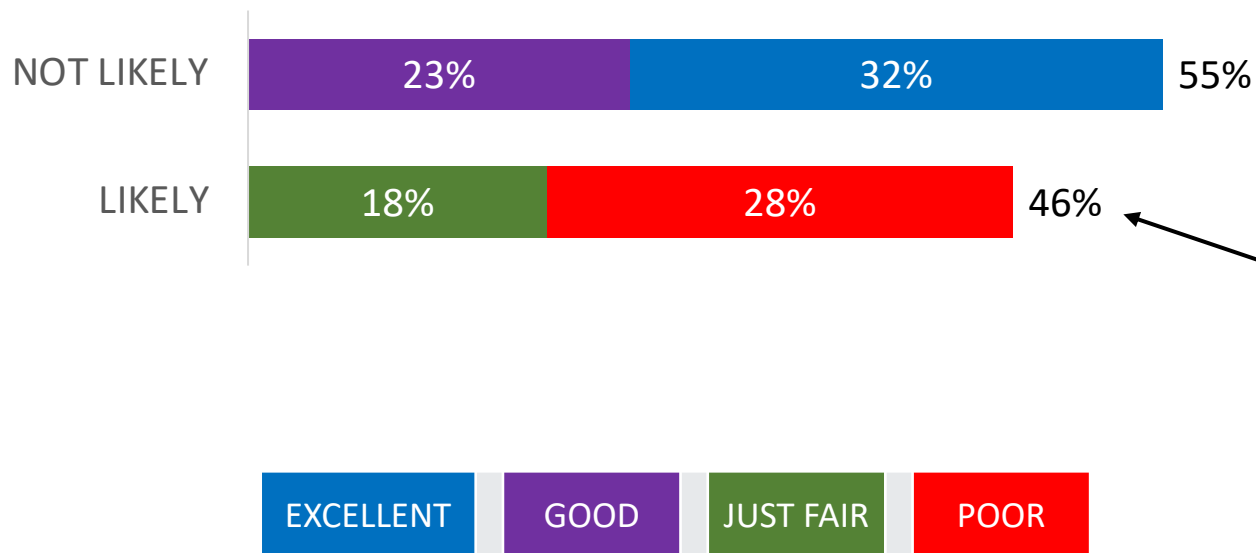


## REASONS GIVEN FOR DETERIORATION (of the 14% saying "deteriorate")

INCREASED CRIME	43%
ECONOMY/JOB	23%
COST OF LIVING	16%
POOR EDUCATION	11%
LACK OF LEADERSHIP	6%
NOT SURE	1%

# Out-Migration

***How likely are you or an immediate family member to move from the Beloit area in the next 5 years; very likely, somewhat likely, not very, or not at all likely?***



## REASONS GIVEN FOR MOVING FROM area (of the 46% saying they are likely to leave)

FAMILY REASONS	31%
INCREASING CRIME	23%
JOB/ECONOMY	15%
COST OF LIVING	14%
POOR EDUCATION	5%
LACK OF ENTERTAINMENT	5%
HIGHER TAXES	4%
LACK OF LEADERSHIP	3%
OTHER	2%