

ILLINOIS EXODUS

Topic Analysis on Illinois
Population Loss

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EXECUTIVE SUMMARY

LEADERSHIP

FIRM LEADERSHIP WITH ACTIONABLE PLAN IS TABLESTAKE TO RETAIN RESIDENTS AND BUSINESS

- As Illinoisans look for its lawmakers to address social and economical issues, from racial inequity to the state's budget gap, policy makers need to make addressing taxpayers' urgent questions a priority. Clear, actional plans in closing the racial earning gap, as well as future steps in bringing IL out of debts without raising tax that affect residents' daily life are the most fundamental step in boosting residents and business's confidence in the State's future.

TAXING POLICY

METROPOLITAN APPEAL AND HIGHER EDUCATION ARE KEY TO ATTRACT WORKING ADULTS AND NEW BUSINESSES

- Chicago's attraction as one of the biggest metropolitan center in the Midwest, as well as the home to many world-class higher education institutions brings unique opportunity for the city and state. With increased government subsidies for in-state tuition, there is high hope for the State to continue to attract and retain young adults who will likely stay and become major tax contributor in the metropolitan area.



METHODOLOGY



01

DATA SOURCE

371k+ news articles related to Illinois/Chicago

02

DATA CLEANING

3k+ news articles related to population negative growth in Illinois/Chicago

03

TOPIC MODELING

Identifying key topics and entities within the relevant conversation

04

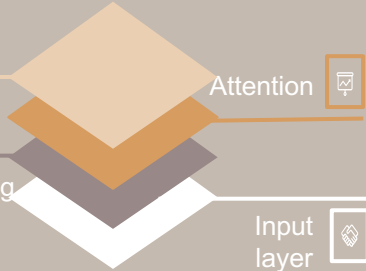
SENTIMENT ANALYSIS



Dense layer



Embedding layers



Attention



Input layer



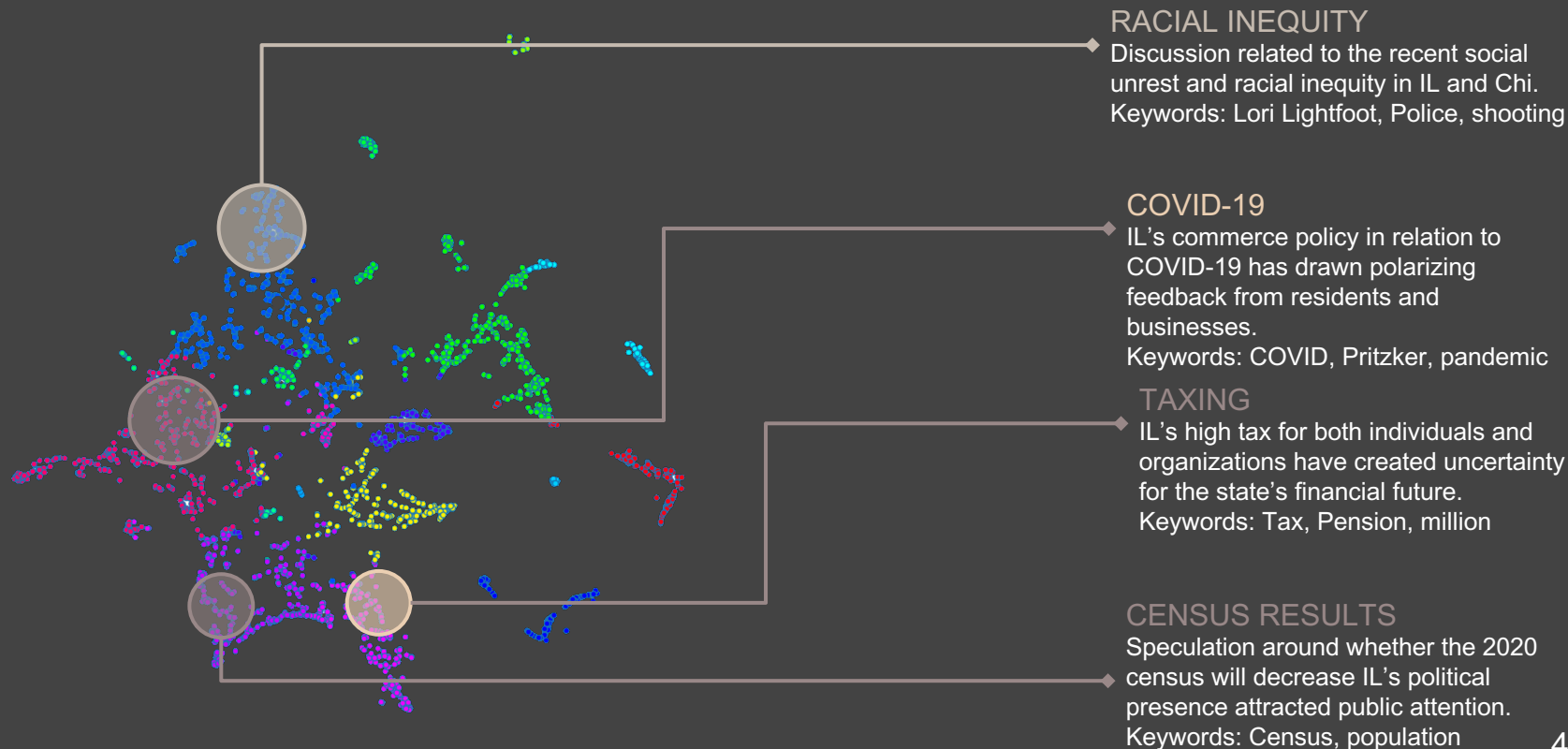
05

DATA ANALYSIS

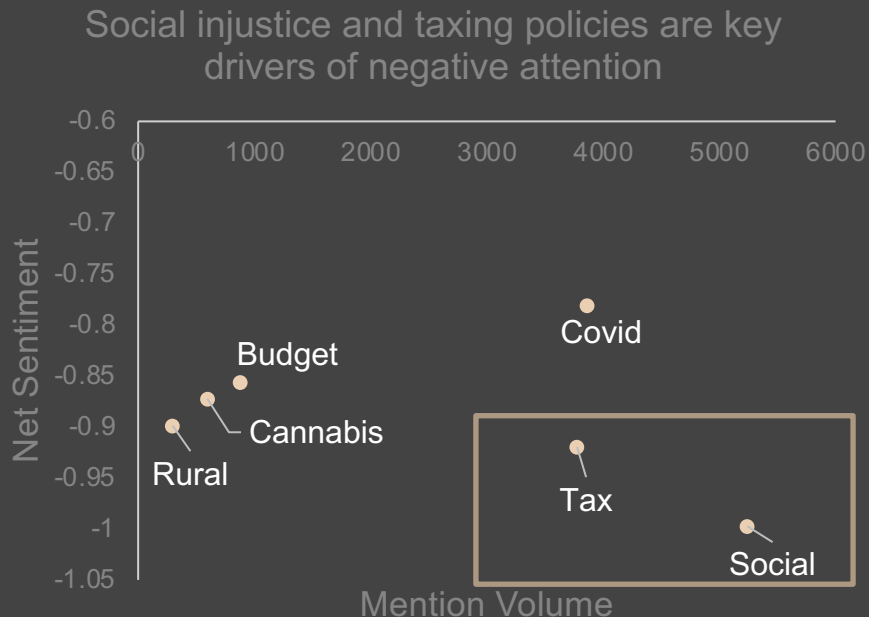
Analyze entities and topics based on key metrics:

- Volume Driver: # of mentions, which helps us identify the spotlight of public attention
- Net Sentiment: % of positive sentiment - % of negative sentiment, which points us to drivers of public opinions

TOPIC EXPLORATION



TOPIC DEEPDIVE



TAXING POLICY AND STATE FINANCE DAMPENS PUBLIC CONFIDENCE

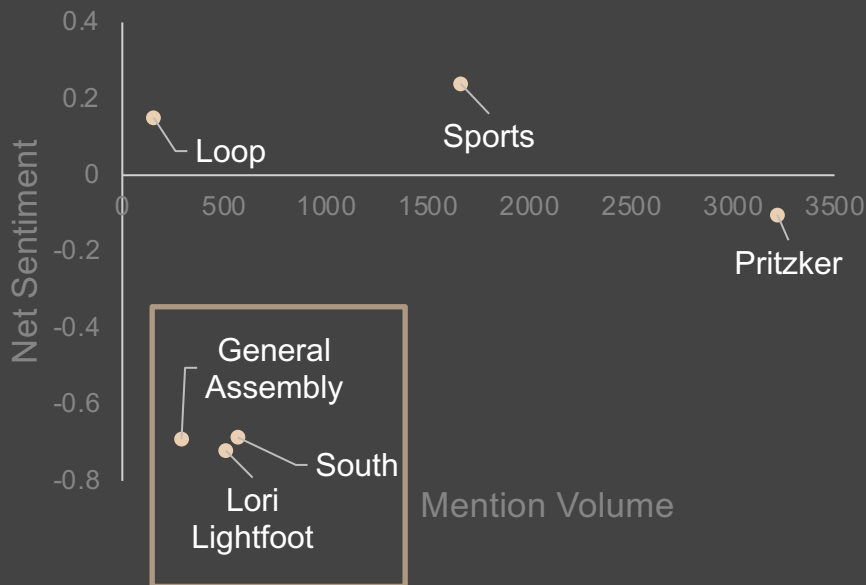
- From income and mortgagee to sales and insurance, IL's high tax for both residents and businesses are major drivers of negative sentiment. The high tax conversation is compounded by the increasing concerns over the uncertain state finance, especially as it relates to the pension funds.

RACIAL INEQUITY AND SOCIETAL UNREST CREATES FRUSTRATION IN THE COMMUNITY

- In addition to the long-standing history of socioeconomical racial inequity, the recent events in policing drove heightened public attention to the topic.
- The government's policies in reaction to the social unrest was met with criticism from both residents and business. Many feel that the government failed to protect the properties during the protests, while unable to provide concrete plans in addressing the structural inequity.

TOPIC DEEPDIVE

State finance, racial inequity drove negativity towards policy makers



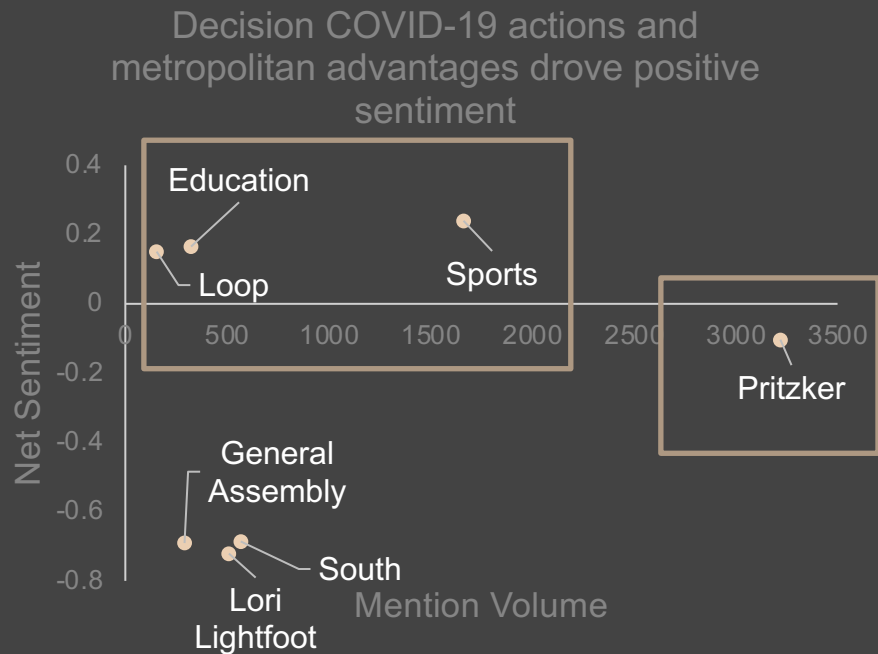
SHIFTING POLICY CREATED DISTRUST TOWARDS POLICY MAKER

- The social unrest in June, in addition to the existing socioeconomical divide between the southern and northern part of Chicago, brought skepticism towards the city's policy maker. The public perceived Lori Lightfoot's handling of the protest as sending mixed messages.

STATE BUDGETING AND INCOME BROUGHT UNCERTAINTY TOWARDS FUTURE

- With the General Assembly passing regulation to freeze inflation adjustment for policy-maker's compensation, skepticism towards the city and the state's financial future emerge. While public employees question the uncertain future of their retirement pension fund, residents of the states feel the threats of a potential retirement income tax as the state heads into deeper debt.

TOPIC DEEPDIVE




DECISIVE COVID-19 ACTIONS LED TO HOPE FOR FAST ECONOMICAL RECOVERY

- Illinois's decisive early actions to stop spread of COVID-19 led by Gov. Pritzker, including requiring facemasks, stopping in-door dining, and increasing testing availability, have received wide praise. Heading into 2021, the Pritzker's administration COVID-19 policies bolstered public confidence that IL can be one of the states that can expect a quick economical rebound.

METROPOLITAN AND CULTURAL APPEAL ARE KEY TO DRIVE WORKING-AGE ADULTS TO MIGRATE

- As one of the largest metropolitan area in the Midwest, Chicago's appeal as a diverse city full of opportunities and cultural momentum has attracted positive engagements, particularly for young and working age adults.

The background is a black and white photograph of a university campus. On the left, there are large, leafy trees. In the center and right, a large, historic building with a steep, gabled roof and multiple windows is visible. A path leads through the trees towards the building. The overall scene is peaceful and academic.

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Thank
you

CREDITS

- Presentation template by [Slidesgo](#)
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