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LightSource Poll – Empire State Edition by KJT Group Shows New Yorkers are United on Importance of Unemployment but Divided on Solution

HONEOYE FALLS, NY, Nov. 20, 2009—While New York State Residents, across Upstate, Downstate and New York City (NYC), agree that [Unemployment](#) (at its highest level since April 1983) is the most important issue facing the country, they disagree as to which industries present the greatest New York State growth potential.

Most striking was the relatively greater percentage of NYC residents (15.3%) – compared to Upstate (6.1%) and Downstate (6.2%) – identifying Education as the industry with the greatest potential New York State growth. In contrast, Upstaters identified Renewable Energy while Downstaters identified Healthcare.

[Table 1. Top 10 Growth Industries for Respondent's State \(US compared to National Aggregate\)](#)

Top 10 Industries Expected to Grow in Your State (Ranked by NYS Total)	Upstate	NYC	Downstate	NYS	US Average
Healthcare	8.8%	11.0%	19.2%	11.8%	10.8%
Renewable Energy	12.6%	8.6%	12.3%	11.2%	12.9%
Tourism	8.4%	12.4%	8.5%	9.8%	9.6%
Education	6.1%	15.3%	6.2%	9.3%	8.4%
Government	6.9%	7.7%	6.2%	7.0%	4.2%
Construction	9.2%	3.3%	7.7%	6.8%	5.3%
Technology	7.7%	6.2%	5.4%	6.7%	5.9%
Banking & Finance	3.1%	7.2%	5.4%	5.0%	3.0%
Information Technology	6.1%	3.3%	3.1%	4.5%	5.6%
Retail	3.1%	5.3%	6.2%	4.5%	2.8%

Similarly, when asked to rate their satisfaction with different systems, there was considerable agreement at the top of the list but significant differences elsewhere between the NYS regions and the Nation. Telecommunications, water and electricity consistently emerge as the top three systems for satisfaction. New Yorkers are noticeably less-satisfied with National Defense and Waste Management systems. Within New York State, Downstaters are much more satisfied with Law Enforcement than Upstaters and NYC residents. Relevant to the National debate on [Health Care Reform](#) is the fact that across NYS and the Nation, the Health Care system is viewed as the system with which people are least satisfied.

[Table 2. Systems Ranked by Level of Satisfaction](#)

Systems Examined	Upstate	NYC	Downstate	NYS	US Average
Telecommunications	13.5%	14.7%	13.9%	13.9%	14.2%
Water distribution	10.7%	11.2%	10.8%	10.9%	10.6%
Electricity distribution	9.6%	10.4%	9.8%	10.0%	10.6%
University	9.7%	9.6%	9.0%	9.5%	8.9%
Food distribution	9.3%	9.5%	9.4%	9.4%	10.0%
National defense	8.3%	7.7%	9.0%	8.3%	9.5%
Transportation	8.6%	8.3%	7.1%	8.1%	8.2%
Law enforcement	7.7%	6.8%	10.1%	8.0%	7.0%
Waste management	7.5%	6.2%	6.9%	6.9%	8.3%
Education (K-12)	7.0%	6.1%	6.4%	6.6%	5.3%
Justice	5.1%	5.1%	5.3%	5.2%	4.3%
Healthcare	2.9%	4.3%	2.2%	3.3%	3.1%

"I don't think it should be all that surprising that the clear top performing system, as far as satisfaction, is largely privately run, though regulated. By contrast, the very complicated Health Care System garners the least satisfaction

across the board. It is a mish-mash of private, public and not-for-profit objectives leaving few satisfied," said Dr. Kenneth Tomaszewski, President of KJT Group and Light Source Director. The results also reveal that only 10.0% of NYS residents were Very Satisfied (Extremely and Very Satisfied combined) with the US Health Care System, while 21.7% were Very Satisfied with their own health care plan, and 46.7% were Very Satisfied with their own physician.

This wave of the LightSource – Empire State Edition poll was conducted among 600 adults (18 years or older) who reside in New York State, between October 28 and November 10, 2009. This was a non-probability, stratified sample, and as such, a margin of error cannot be accurately estimated. Data were collected via web-based interviews. In addition to the results shown here, a nationally-representative sample of 900 residents was collected and is published separately. The results from the systems satisfaction comparison were calculated using a choice-based method known as MaxDiff. Respondents were presented with a series of comparison sets, and asked to identify the system with which they were most and least satisfied. For more information such as a detailed methodology, or additional results from this wave of the LightSource, go to www.kjtgroup.com/press.html.

About LightSource: The LightSource poll is a nationally representative, online public-opinion poll conducted quarterly. The LightSource focuses on three primary topics: the economy, the health care system, and care giving trends. The LightSource employs stratified sampling, focusing on key factors such as age, gender, household income and U.S. geographic region to help ensure national representation. The Empire State Edition is based on the same stratified methods but is an oversample of just New York State respondents.

About KJT Group: KJT Group (www.kjtgroup.com) is an innovative consulting and research company that provides data and insights into the evolving health care marketplace. KJT Group is a member of the [National Council on Public Polls](#) (NCPP), [Council of American Survey Research Organizations](#) (CASRO), [Academy Health](#), and the [International Society for Pharmoeconomics and Outcomes Research](#) (ISPOR).

About OTX Research: OTX (www.otxresearch.com) is a global research and consulting firm (18th largest U.S.) specializing a suite of multi-media research products to the marketing, entertainment and advertising communities. Its opt-in samples are obtained and managed through a number of sources to ensure a representative global population for online research.

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