



**The
Business
Council**

2010 Members Survey Results

Listening to our members

July - 2010



Listening to our members

In 2008 and 2010 the Business Council asked our members via e-mail some basic economic questions

The Council polled approximately 3,000 members. The returns were broadly representative of the Council's membership in terms of size, type of business and location, and cross-tabulations found that the issue rankings were broadly consistent regardless of the size or type of company represented in responses.



Please rank each of the following cost-of-doing-business issues in terms of its importance to you and your business

- | | |
|---------------------------------------|---------------------------------------|
| ■ 2008 | ■ 2010 |
| 1. Health insurance for employees | 1. Health insurance for employees |
| 2. Energy costs | 2. NYS taxes on businesses |
| 3. NYS taxes on businesses | 3. Local property taxes on Businesses |
| 4. Local property taxes on Businesses | 4. Energy costs |
| 5. NYS taxes on Individuals | 5. NYS taxes on Individuals |

Now please rank each of the three issue areas in terms of its importance to you and your business

■ 2008

1. Cost of doing business
2. Economic development
3. Governmental reform

■ 2010

1. Economic development
2. Workforce development and training
3. Capital for startups and growing businesses



2010 Survey Highlights

The High cost of Health Care

- 40 percent said this was the most important area for The Business Council to concentrate
- 70 percent said it was one of the top two

2010 Survey Highlights

Economic development programs and incentives:

- One in four listed economic development programs and incentives as their top economic development priority
- More than half ranked economic development programs within their top four priorities in this category