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# CaRDI Reports

ISSUE NUMBER 10/SEPTEMBER 2009

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## Rural New York State in Perspective: A Chartbook from the Empire State Poll, 2009





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## Rural New York State in Perspective: A Chartbook from the Empire State Poll, 2009

by **Robin M. Blakely**\* and **Andrea Elmore**\*\* Cornell University

\* Robin M. Blakely is an Extension Associate in the Community & Rural Development Institute (CaRDI) and the Department of Development Sociology at Cornell University.

\*\* Andrea C. Elmore served as an intern for CaRDI during her undergraduate work at Cornell University. She has since completed her Bachelor of Science degree (May 2009) from Cornell's College of Human Ecology.



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## Introduction

In this report, we examine perceptions and opinions of New York State residents regarding a variety of current issues. The report highlights 2009 survey data from the Empire State Poll and the Community & Rural Development Institute's (CaRDI – [www.cardi.cornell.edu](http://www.cardi.cornell.edu)) rural survey. In particular, we focus on how rural New Yorkers' perceptions and opinions compare to upstate and downstate urban respondents, and to New York State residents' in general. The topics we present cover a wide range of current issues facing New York State residents and communities.<sup>1</sup>

The Empire State Poll, with the corresponding rural survey, represents a significant program focal area for CaRDI. CaRDI uses the Empire State Poll and rural surveys as a vehicle to support Cornell researchers interested in conducting research on rural people and communities. The surveys have also become a valuable tool in helping CaRDI connect with key stakeholder groups around the state who are interested in the policy-relevant issues addressed by the survey questions. CaRDI publishes two regular publication series, the *Rural New York Minute*, and the *Research & Policy Brief Series* – both of which frequently highlight research based on data from the Empire State Poll and rural surveys. To view all of CaRDI's publications, including an electronic version of this report, please visit our website at [www.cardi.cornell.edu](http://www.cardi.cornell.edu) and click on the "publications" link.

## What are the Empire State Poll and Rural Surveys?

The Empire State Poll is an annual telephone survey conducted by Cornell University's Survey Research Institute (<http://sri.cornell.edu>) in February of each year. The core survey interviews 800 New York State residents, 400 upstate, and 400 downstate, on a broad range of topics and issues. In addition, CaRDI commissions a similarly constructed survey which interviews just *rural* residents of New York State. In 2009, our rural survey was completed by 200 rural New Yorkers. These 200 interviews, when combined with the interviews from the core ESP survey, allow researchers to more reliably evaluate responses of rural New Yorkers.

All interviews are conducted using a Computer Assisted Telephone Interviewing (CATI) software system. The survey sample for the core 800 ESP interviews consists of randomly selected households within New York State. The sample selection procedures ensure that every household within New York State has an equal chance to be included in the survey. With 800 respondents, in no more than one time in twenty (representing a 95 percent confidence interval) should chance variations in the sample cause the overall ESP results to vary by more than 3.5 percentage points from the answers that would be obtained

if all New York State residents were interviewed. Furthermore, the sampling frame is proportionally split between Upstate and Downstate residents, allowing comparisons between the overall state and these geographic regions with a one in twenty chance of sampling error greater than 4.9 percentage points.

The survey sample for the 200 additional rural interviews (the survey commissioned by CaRDI) consists of randomly selected households within New York State living in rural areas. Rural areas for the purposes of this sample were defined as census tracts with a population density of less than 500 persons per square mile. The rural survey has a general confidence interval of plus or minus 5.66% (at the 95% confidence level).

All observations in the data set have been properly weighted to allow us to present general results for the state as a whole.

## How is the report organized?

The purpose of this chartbook is to give the reader a glimpse into varying perceptions and opinions of New Yorkers across the state. We do not attempt to interpret any differences we see between geographical categories, nor do we try to explain any trends that may have emerged since previous surveys. We limit our supporting text to a brief description of the main findings of each table and graph. Many of our CaRDI publications highlight data from the Empire State Poll and rural surveys, and in those topic-based publications there is more detailed analysis and interpretation of these issues.

For each graph and table we present data in percent format. We provide data for the average New York State respondent (1000 cases in 2009), downstate urban respondents (N=396), upstate urban respondents (N=214), and rural respondents (N=390). In many cases the responses will not add up to exactly 100% due to rounding error, or the exclusion of response categories such as "do not know", "refused to respond", etc. In these cases, the percentage of respondents who answered in this manner was minimal.

For questions or comments regarding this report, please contact Robin M. Blakely at the Community & Rural Development Institute at [rmb18@cornell.edu](mailto:rmb18@cornell.edu).

For more information on the Empire State Poll, poll objectives, sampling design, etc, please refer to the Survey Research Institute's website at [sri.cornell.edu](http://sri.cornell.edu).

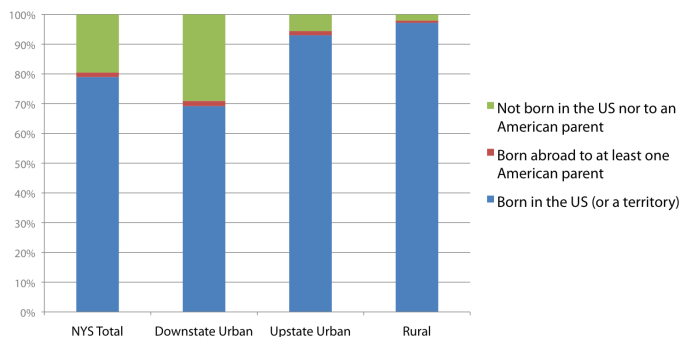
<sup>1</sup>To view the Chartbook report from last year (2007 and 2008 data) visit: <http://devsoc.cals.cornell.edu/cals/devsoc/outreach/cardi/publications/upload/12-2009-Reports.pdf>

# Demographics of Survey Respondents

## Question:

Were you born in the United States, in one of its territories (Puerto Rico, Guam, the Virgin Islands), or abroad to an American parent? (BornUS)

**Figure 1: Were you born in the United States? 2009**



**Table 1: Were you born in the United States? 2009**

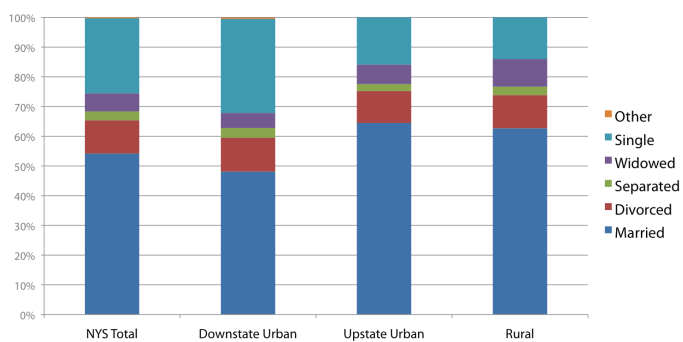
	NY State	Downstate Urban	Upstate Urban	Rural
Born in the US (or a territory)	79.0%	69.2%	93.0%	97.2%
Born abroad to at least one American parent	1.5%	1.8%	1.4%	0.8%
Not born in the US nor to an American parent	19.5%	29.1%	5.6%	2.1%

Most upstate urban and rural respondents were born in the United States or one of its territories (93 percent upstate urban and 97.2 percent rural). Downstate urban respondents were least likely to have been born in the United States (69.2 percent), with 29.1 percent born abroad to non-American parents.

## Question:

Are you married, divorced, separated, widowed, or single? (married)

**Figure 2: Marital status, 2009**



**Table 2: Marital status, 2009**

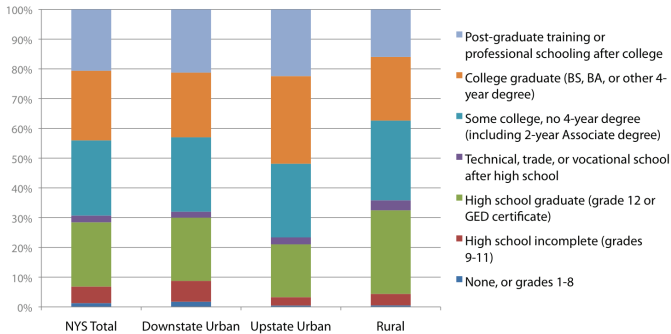
	NY State	Downstate Urban	Upstate Urban	Rural
Married	54.2%	48.1%	64.5%	62.7%
Divorced	11.2%	11.4%	10.7%	11.1%
Separated	3.0%	3.3%	2.3%	2.8%
Widowed	6.1%	5.1%	6.5%	9.3%
Single	25.2%	31.6%	15.9%	14.0%
Other	0.3%	0.5%	0.0%	0.0%

The Upstate urban sample had the largest proportion of its respondents self-identified as married (64.5 percent). Slightly less than half (48.1 percent) of downstate urban respondents were married, having by far the greatest proportion of singles (31.6 percent). Rural respondents were also quite likely to be married (62.7 percent), they were the least likely to be single (14 percent).

## Question:

What is the last grade or class that you completed in school? (educ)

**Figure 3: Education level, 2009**



**Table 3: Education level, 2009**

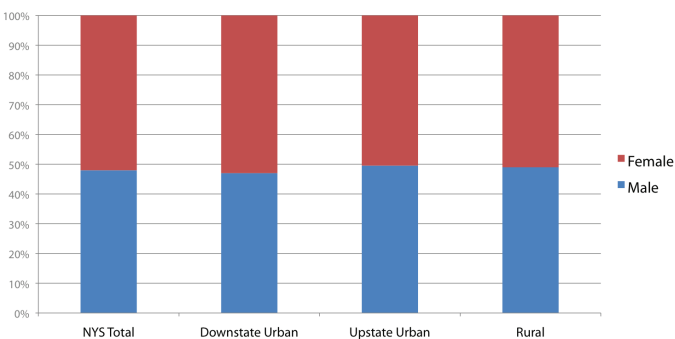
	NY State	Downstate Urban	Upstate Urban	Rural
None, or grades 1-8	1.3%	1.8%	0.5%	0.5%
High school incomplete (grades 9-11)	5.6%	7.0%	2.8%	3.9%
High school graduate (grade 12 or GED certificate)	21.6%	21.3%	17.8%	28.1%
Technical, trade, or vocational school after high school	2.3%	2.0%	2.3%	3.4%
Some college, no 4-year degree (including 2-year Associate degree)	25.3%	25.0%	24.8%	26.8%
College graduate (BS, BA, or other 4-year degree)	23.4%	21.8%	29.4%	21.4%
Post-graduate training or professional schooling after college	20.6%	21.3%	22.4%	16.0%

Upstate urban respondents had the highest rates of college completion and post-graduate training. About a quarter of respondents from all geographic regions responded that they had attended some college, but did not receive a four-year degree (25 percent downstate urban, 24.8 percent upstate urban and 26.8% rural). Less than 2 percent of respondents in all groups reported less than an eighth grade education. However, downstate urban respondents reported the highest levels of high-school non-completion (7 percent). Upstate urban respondents had the lowest levels of high-school non-completion (2.8 percent).

## Question:

Gender (gender)

**Figure 4: Gender, 2009**



**Table 4: Gender, 2009**

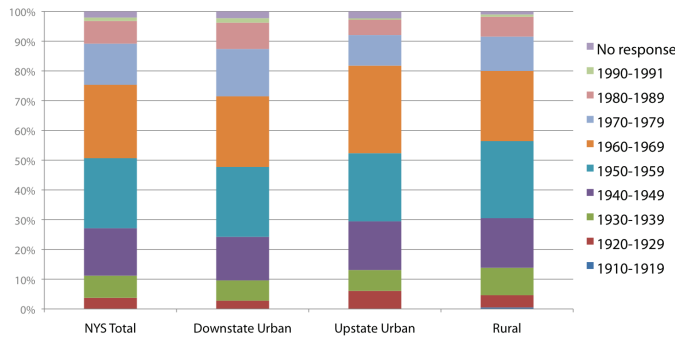
	NY State	Downstate Urban	Upstate Urban	Rural
Male	48.0%	47.0%	49.5%	49.0%
Female	52.0%	53.0%	50.5%	51.0%

Female respondents to the Empire State Poll outnumbered males in all geographic regions in 2009. Downstate urban respondents had the largest split between male and female, with 53 percent female and 47 percent male respondents.

## Question:

What year were you born? (age)

**Figure 5: What year were you born? 2009**



**Figure 5: What year were you born? 2009**

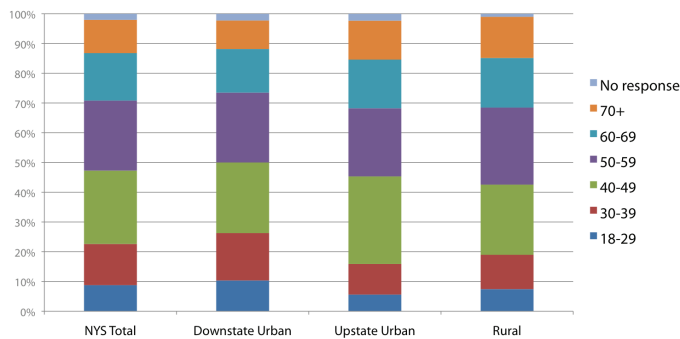
	NY State	Downstate Urban	Upstate Urban	Rural
1910-1919	0.1%	0.0%	0.0%	0.5%
1920-1929	3.7%	2.8%	6.1%	4.1%
1930-1939	7.4%	6.8%	7.0%	9.2%
1940-1949	15.9%	14.6%	16.4%	16.7%
1950-1959	23.5%	23.5%	22.9%	25.9%
1960-1969	24.7%	23.7%	29.4%	23.6%
1970-1979	13.8%	15.9%	10.3%	11.5%
1980-1989	7.6%	8.8%	5.1%	6.7%
1990-1991	1.2%	1.5%	0.5%	0.8%
No response	2.1%	2.3%	2.3%	1.0%

Almost half of the respondents to the Empire State Poll were born between 1950 and 1969. There was a slightly higher proportion of downstate urban respondents born in more recent decades, compared to their upstate urban and rural counterparts. And, a slightly higher proportion of rural respondents were born between 1920 and 1939, compared to their urban counterparts, particularly downstate.

## Question:

Age of respondents (inferred from question, "What year were you born?")

**Figure 6: Age of respondents, 2009**



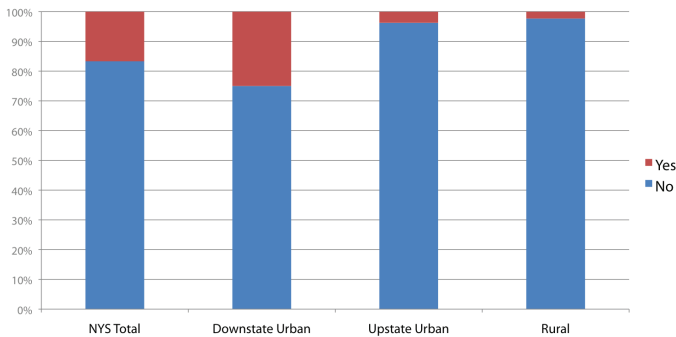
**Figure 6: Age of respondents, 2009**

	NY State	Downstate Urban	Upstate Urban	Rural
18-29	8.8%	10.4%	5.6%	7.4%
30-39	13.8%	15.9%	10.3%	11.5%
40-49	24.7%	23.7%	29.4%	23.6%
50-59	23.5%	23.5%	22.9%	25.9%
60-69	15.9%	14.6%	16.4%	16.7%
70+	11.2%	9.6%	13.1%	13.8%
No response	2.1%	2.3%	2.3%	1.0%

The downstate urban region possessed the youngest respondents, with 10.4 percent between the age of 18-29, compared to 5.6 percent of upstate urban and 7.4 percent of rural respondents. Rural and upstate urban respondents were more likely than downstate urban respondents to be 70 years of age or older (13.8 percent).

**Question:**

Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background? (hisp)

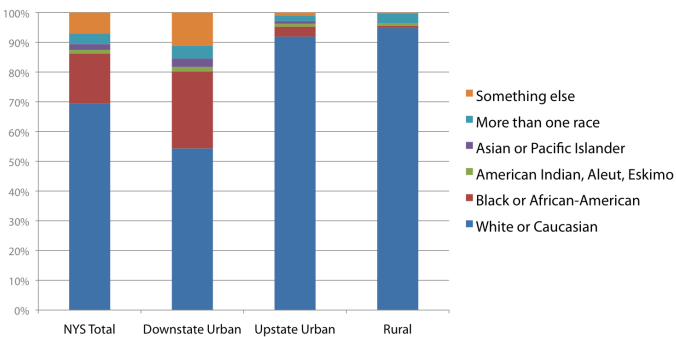
**Figure 7: Hispanic origin or descent, 2009****Table 7: Hispanic origin or descent, 2009**

	NY State	Downstate Urban	Upstate Urban	Rural
No	83.3%	75.0%	96.2%	97.7%
Yes	16.7%	25.0%	3.8%	2.3%

More downstate urban respondents were of Hispanic origin or descent (25 percent) than upstate urban (3.8 percent) or rural respondents (2.3 percent).

**Question:**

What best describes your race? (race)

**Figure 8: Race, 2009****Table 8: Race, 2009**

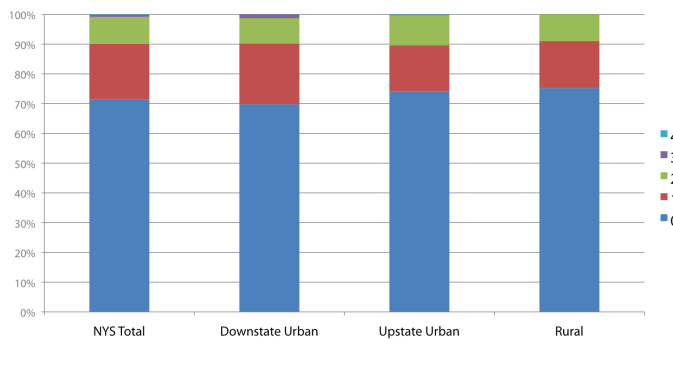
	NY State	Downstate Urban	Upstate Urban	Rural
White or Caucasian	69.5%	54.5%	91.9%	94.8%
Black or African-American	16.8%	26.0%	3.3%	0.8%
American Indian, Aleut, Eskimo	1.3%	1.5%	0.9%	0.8%
Asian or Pacific Islander	1.9%	2.8%	0.9%	0.0%
More than one race	3.5%	4.3%	1.9%	3.4%
Something else	7.1%	11.2%	0.9%	0.3%

Downstate urban respondents had the most racial diversity among all geographic groups. Among downstate urban respondents, 54.4 percent identified themselves as “White or Caucasian”, 26 percent identified themselves as “Black or African-American”, and the remaining 19.8 percent identified themselves as belonging to one of the other racial categories. Among rural respondents, 94.8 percent identified themselves as “White or Caucasian”, as did 91.9 percent of upstate urban respondents.

## Question:

How many total people (including yourself) aged 65+ are in your household? (hhsiz@a)

**Figure 9: Number of adults 65+ in your household, 2009**



**Table 9: Number of adults 65+ in your household, 2009**

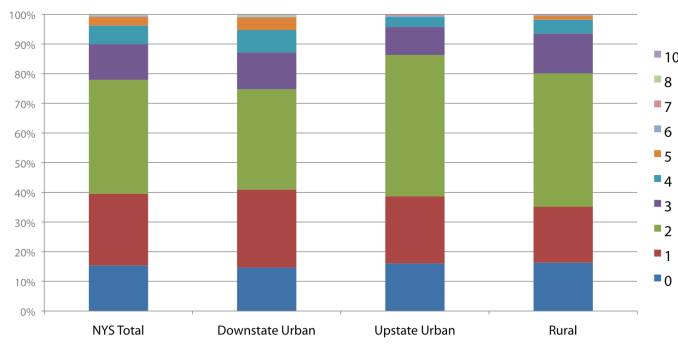
	NY State	Downstate Urban	Upstate Urban	Rural
0	71.5%	69.8%	74.2%	75.3%
1	18.5%	20.4%	15.5%	15.7%
2	9.1%	8.6%	9.9%	9.0%
3	0.8%	1.3%	0.0%	0.0%
4	0.1%	0.0%	0.5%	0.0%

Downstate urban respondents reported a slightly higher percentage of households with adults 65 and older than upstate urban or rural households. Downstate urban households with at least one adult over 65 accounted for 30.2 percent of such respondents, compared to 25.8 percent in upstate urban and 24.7 percent in rural households. Downstate households were also more likely to have three or more older adults (1.3 percent of downstate urban, versus 0.5 percent of upstate urban and 0 percent of rural).

## Question:

How many total people (including yourself) ages 18-64 are in your household? (hhsiz@b)

**Figure 10: Number of adults 18-64 in your household, 2009**



**Table 10: Number of adults 18-64 in your household, 2009**

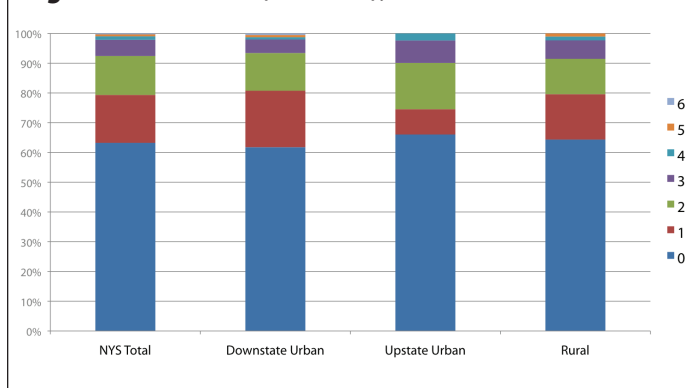
	NY State	Downstate Urban	Upstate Urban	Rural
0	15.3%	14.6%	16.0%	16.3%
1	24.2%	26.3%	22.6%	18.9%
2	38.5%	33.8%	47.6%	45.0%
3	12.0%	12.4%	9.4%	13.4%
4	6.3%	7.6%	3.3%	4.7%
5	2.9%	4.3%	0.0%	1.3%
6	0.3%	0.3%	0.5%	0.3%
7	0.1%	0.0%	0.5%	0.3%
8	0.3%	0.5%	0.0%	0.0%
10	0.2%	0.3%	0.0%	0.0%

The most common number of adults age 18-64 in a respondent's household was two for all geographic groups, followed by one. Upstate urban and rural respondents most commonly had two adults age 18-64 in their household (47.6 percent for upstate urban and 45 percent for rural). Downstate urban respondents followed with 33.8 percent. Respondent households with one adult age 18-64 were slightly more common among downstate urban respondents than among the other groups (26.3 percent downstate urban, 22.6 percent upstate urban and 18.9 percent rural). Downstate urban households were also the most likely to have three or more adults age 18-64 (25.3 percent).

## Question:

Children (under 18) (hhsiz@c)

**Figure 11: Children (under 18), 2009**



**Table 11: Children (under 18), 2009**

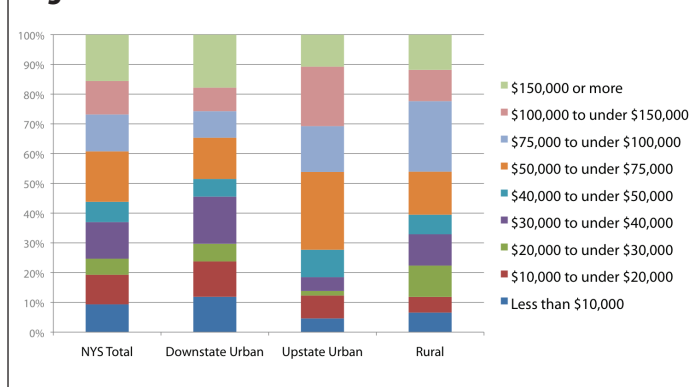
	NY State	Downstate Urban	Upstate Urban	Rural
0	63.2%	61.8%	66.0%	64.3%
1	16.1%	19.0%	8.5%	15.2%
2	13.1%	12.7%	15.6%	11.9%
3	5.4%	4.6%	7.5%	6.2%
4	1.2%	0.8%	2.4%	1.3%
5	0.6%	0.8%	0.0%	1.0%
6	0.3%	0.5%	0.0%	0.0%

The majority of respondents (63.2 percent) had no children living in their household at the time the survey was conducted. For households with children, having one or two children was the most common, for all geographic groups. Upstate urban households were more likely to have two (15.6 percent) than one child (8.5%), while this was the opposite for downstate and rural households. For downstate urban household, 19 percent reported having one child and 12.7 percent had two. 15.2 percent of rural respondent households had one child, and 11.9 percent had two. Upstate urban households were most likely to have three or more children (9.9 percent).

## Question:

Instead of providing me your exact household income, I'm going to read you a list of income categories. Please tell me which of them best describes your total household income in 2008 from all sources, before taxes. (hhincb)

**Figure 12: Total household income**



**Table 12: Total household income**

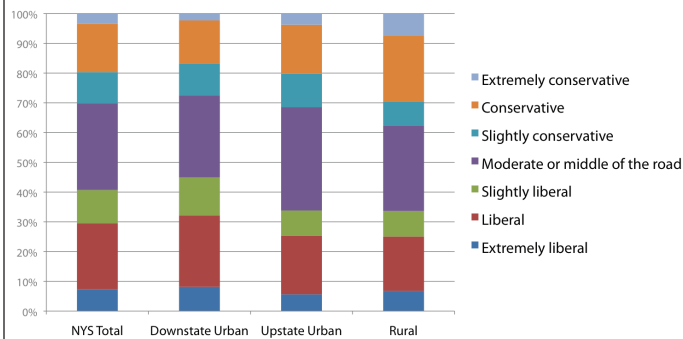
	NY State	Downstate Urban	Upstate Urban	Rural
Less than \$10,000	9.3%	11.9%	4.6%	6.6%
\$10,000 to under \$20,000	9.9%	11.9%	7.7%	5.3%
\$20,000 to under \$30,000	5.4%	5.9%	1.5%	10.5%
\$30,000 to under \$40,000	12.3%	15.8%	4.6%	10.5%
\$40,000 to under \$50,000	6.8%	5.9%	9.2%	6.6%
\$50,000 to under \$75,000	17.0%	13.9%	26.2%	14.5%
\$75,000 to under \$100,000	12.4%	8.9%	15.4%	23.7%
\$100,000 to under \$150,000	11.2%	7.9%	20.0%	10.5%
\$150,000 or more	15.6%	17.8%	10.8%	11.8%

Downstate urban respondents were the most likely to have a household income of \$150,000 or more (17.8 percent), yet were also the most likely to earn less than \$10,000 a year (11.9%). Upstate urban and rural respondents were almost equally likely to have a household income of \$75,000 or more (46.2 percent and 46.1 percent, respectively), although rural respondents were more clustered in the lower part of that range than were their upstate urban counterparts. While downstate urban respondents reportedly had the highest proportion of all respondents to earn above \$150,000, they also were significantly less likely to earn more middle-class incomes than were the upstate urban and rural respondents.

## Question:

When it comes to social issues, do you usually think of yourself as extremely liberal, liberal, slightly liberal, moderate or middle of the road, slightly conservative, conservative, or extremely conservative? (ideo)

**Figure 13: Social ideology, 2009**



**Table 13: Social ideology, 2009**

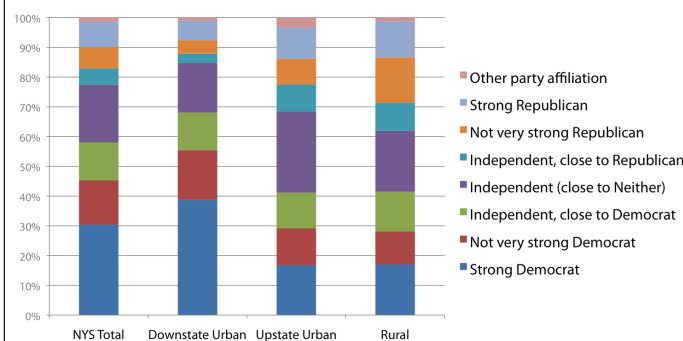
	NY State	Downstate Urban	Upstate Urban	Rural
Extremely liberal	7.4%	8.2%	5.6%	6.8%
Liberal	22.1%	24.0%	19.7%	18.3%
Slightly liberal	11.2%	12.8%	8.5%	8.6%
Moderate or middle of the road	29.2%	27.6%	34.7%	28.7%
Slightly conservative	10.4%	10.7%	11.3%	8.1%
Conservative	16.3%	14.5%	16.4%	22.2%
Extremely conservative	3.4%	2.3%	3.8%	7.3%

Rural respondents were most likely to reply that they are slightly to extremely conservative (37.6 percent), while downstate urban respondents were least likely to reply this way (27.5 percent). On the opposite end of the spectrum, downstate urban respondents were most likely to report themselves as anywhere from slightly to extremely liberal (45 percent), with rural respondents least likely to feel this way (33.7 percent). Upstate urban respondents were the most middle of the road, with 34.7 percent identifying themselves as moderate, yet were slightly more liberal than conservative, with 39.4 percent self-identifying as slightly to extremely liberal.

## Question:

Generally speaking, when it comes to political parties in the United States, how would you best describe yourself? (party)

**Figure 14: Political party affiliation, 2009**



**Table 14: Political party affiliation, 2009**

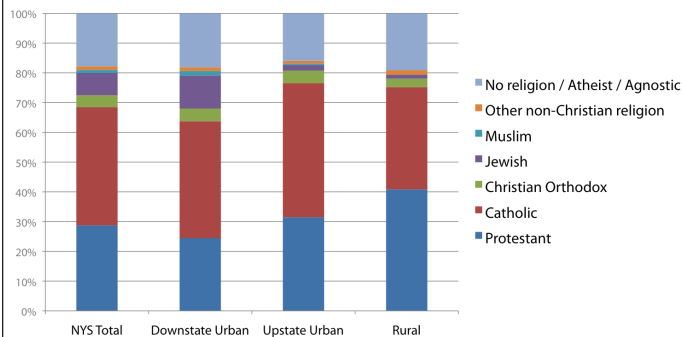
	NY State	Downstate Urban	Upstate Urban	Rural
Strong Democrat	30.4%	38.7%	16.7%	17.1%
Not very strong Democrat	14.9%	16.7%	12.4%	11.0%
Independent, close to Democrat	12.7%	12.7%	12.0%	13.4%
Independent (close to Neither)	19.5%	16.7%	27.3%	20.5%
Independent, close to Republican	5.4%	3.0%	9.1%	9.4%
Not very strong Republican	7.2%	4.6%	8.6%	15.2%
Strong Republican	8.4%	6.6%	10.5%	12.1%
Other party affiliation	1.5%	1.0%	3.3%	1.3%

More than a third of downstate urban respondents identified themselves as strong Democrats (38.7 percent), while upstate urban and rural respondents were more broadly scattered across the political spectrum. Rural and upstate respondents more often described themselves as truly independent than did downstate urbanites. Rural respondents were overall the most likely geographic group to identify with the Republican party on some level.

## Question:

What is your religious preference? Is it Protestant, Catholic, Christian Orthodox, Jewish, Muslim, some other religion, or no religion? (relig)

**Figure 15: Religious preference, 2009**



**Table 15: Religious preference, 2009**

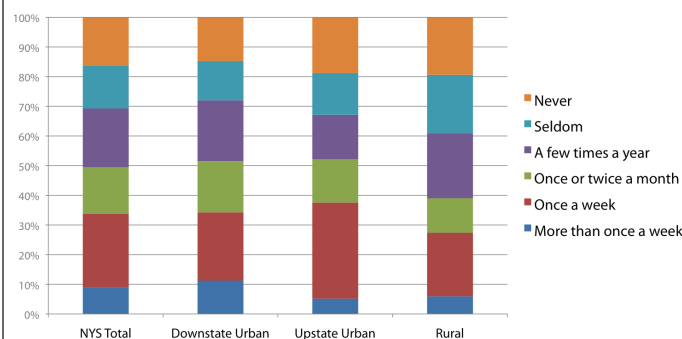
	NY State	Downstate Urban	Upstate Urban	Rural
Protestant	28.7%	24.4%	31.5%	40.8%
Catholic	39.7%	39.3%	45.1%	34.4%
Christian Orthodox	4.0%	4.3%	4.2%	2.8%
Jewish	7.5%	11.1%	1.9%	1.3%
Muslim	1.0%	1.5%	0.5%	0.0%
Other non-Christian religion	1.2%	1.3%	0.9%	1.6%
No religion / Atheist / Agnostic	17.8%	18.1%	16.0%	19.1%

A majority of respondents described themselves as Protestant or Catholic, with the two religions accounting for 63.7 percent of downstate urban respondents, 76.6 percent of upstate urban respondents and 75.2 percent of rural respondents. 18.1 percent of downstate urban, 16 percent of upstate urban and 19.1 percent of rural respondents said they did not identify with a religion or were atheist or agnostic. Downstate urban respondents were much more likely to self-identify as Jewish than were respondents from the other geographic groups.

## Question:

Aside from weddings and funerals, how often do you attend religious services? More than once a week, once a week, once or twice a month, a few times a year, seldom, or never? (church)

**Figure 16: How often do you attend religious services? 2009**



**Table 16: How often do you attend religious services? 2009**

	NY State	Downstate Urban	Upstate Urban	Rural
More than once a week	9.1%	11.3%	5.2%	5.9%
Once a week	24.7%	23.0%	32.4%	21.4%
Once or twice a month	15.7%	17.3%	14.6%	11.6%
A few times a year	19.8%	20.5%	15.0%	22.0%
Seldom	14.4%	13.3%	14.1%	19.6%
Never	16.3%	14.8%	18.8%	19.4%

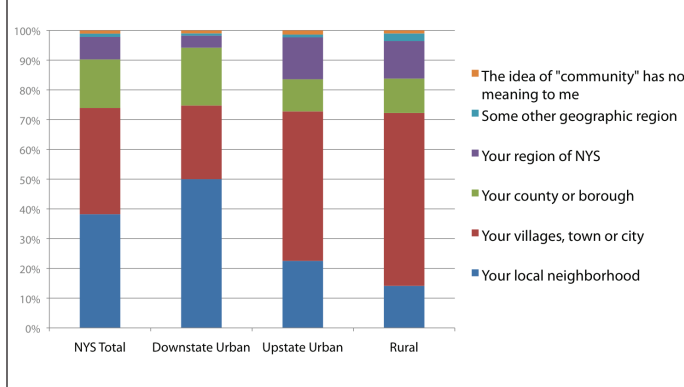
Upstate urban respondents were the most likely to attend religious services just once a week (32.4 percent), while downstate urban respondents were most likely to attend more than once a week (11.3 percent).

## Community and State Issues

### Question:

First, people often refer to the community in which they live and work. However, the idea of community may mean different things to different people. When you refer to your community, what geographic area best describes what you mean? (comm)

**Figure 17: Meaning of community, 2009**



**Table 17: Meaning of community, 2009**

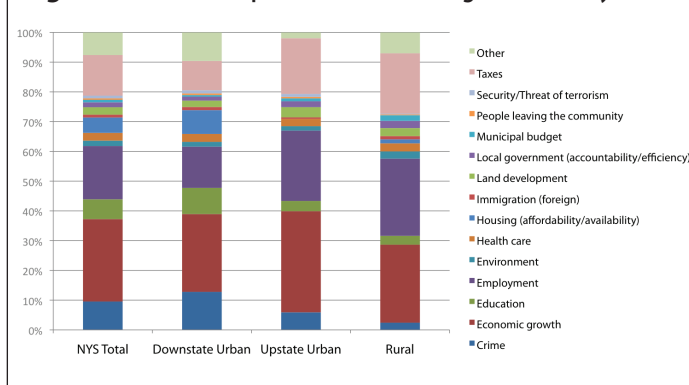
	NY State	Downstate Urban	Upstate Urban	Rural
Your local neighborhood	38.2%	50.0%	22.5%	14.1%
Your villages, town or city	35.7%	24.7%	50.2%	58.1%
Your county or borough	16.3%	19.4%	10.8%	11.6%
Your region of NYS	7.6%	4.0%	14.1%	12.6%
Some other geographic region	1.1%	0.8%	0.9%	2.6%
The idea of "community" has no meaning to me	1.1%	1.0%	1.4%	1.0%

In 2009, half of downstate urban respondents felt that their local neighborhood best described their community. Upstate urban and rural respondents, however, were more likely to view their village, town or city as their "community" (50.2 percent of upstate urban and 58.1 percent of rural).

### Question:

In your opinion, what do you think is the single most important issue facing your community as a whole? (comimp)

**Figure 18: Most important issue facing community? 2009**



**Table 18: Most important issue facing community? 2009**

	NY State	Downstate Urban	Upstate Urban	Rural
Crime	9.6%	12.8%	5.9%	2.4%
Economic growth	27.7%	26.1%	34.0%	26.2%
Education	6.7%	8.8%	3.4%	3.0%
Employment	17.9%	13.9%	23.6%	25.9%
Environment	1.8%	1.6%	1.5%	2.4%
Health care	2.6%	2.7%	2.5%	2.7%
Housing (affordability/availability)	5.2%	8.0%	0.0%	1.4%
Immigration (foreign)	0.9%	1.1%	0.5%	1.1%
Land development	2.5%	2.1%	3.4%	2.7%
Local government (accountability/efficiency)	1.6%	1.3%	2.0%	2.4%
Municipal budget	0.9%	0.5%	1.0%	1.9%
People leaving the community	0.5%	0.5%	0.5%	0.3%
Security/Threat of terrorism	0.9%	1.1%	1.0%	0.3%
Taxes	13.6%	9.9%	18.7%	20.3%
Other	7.6%	9.6%	2.0%	7.0%

Respondents from all geographic groups named economic growth as the single most important issue facing their community followed by employment. Employment was identified by about twice the proportion of rural and upstate urban respondents compared to downstate urbanites. Downstate urban respondents identified crime (12.8 percent) and taxes (9.9 percent) to be the next most important issues for their community. Upstate urban and rural respondents, on the other hand, were even more likely to identify taxes (18.7 percent upstate urban and 20.3 percent rural).\*

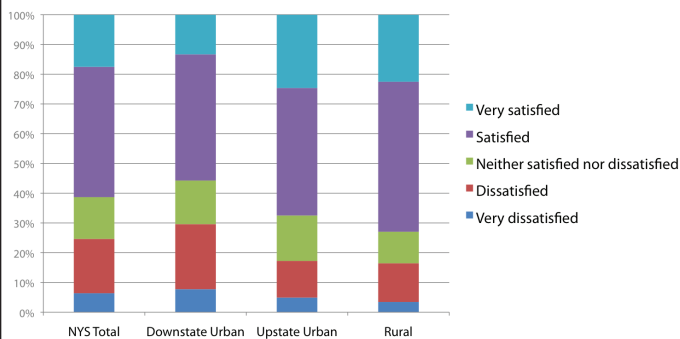
\*This indicates a change in trend from 2008, when taxes were found to be the most important issue for upstate urban and rural respondents, and crime was considered most important to downstate urban respondents. See <http://devsoc.cals.cornell.edu/cals/devsoc/outreach/cardi/publications/upload/12-2009-Reports.pdf> for last year's report featuring data from 2007 and 2008.

## Question:

Every community has good points and bad points about living within it. Thinking about availability, cost, quality, and any other considerations important to you, how satisfied or dissatisfied are you with the following aspects of your community?

Are you very dissatisfied, dissatisfied, neither satisfied nor dissatisfied, satisfied, or very satisfied with the quality of public education in your community? (comsts@a)

**Figure 19:** Satisfied with own community's quality of public education? 2009



**Table 19:** Satisfied with own community's quality of public education? 2009

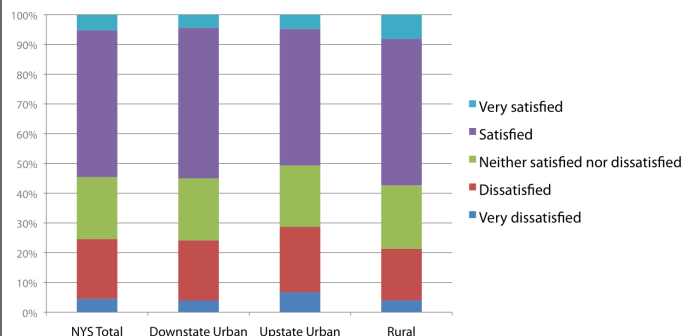
	NY State	Downstate Urban	Upstate Urban	Rural
Very dissatisfied	6.4%	7.7%	4.9%	3.4%
Dissatisfied	18.3%	21.9%	12.3%	13.0%
Neither satisfied nor dissatisfied	14.0%	14.7%	15.3%	10.6%
Satisfied	43.8%	42.4%	42.9%	50.4%
Very satisfied	17.5%	13.3%	24.6%	22.5%

Rural respondents were the most satisfied with the quality of public education in their community, with 72.9 percent of respondents satisfied or very satisfied. Upstate urban respondents were second, with 67.5 percent satisfied or very satisfied. Among downstate urban respondents, 55.7 percent said they were satisfied or very satisfied and 29.6 percent said they were dissatisfied or very dissatisfied.

## Question:

Are you very dissatisfied, dissatisfied, neither satisfied nor dissatisfied, satisfied, or very satisfied with your local city or town government? (comsts@b)

**Figure 20:** Satisfied with own local city or town government? 2009



**Table 20:** Satisfied with own local city or town government? 2009

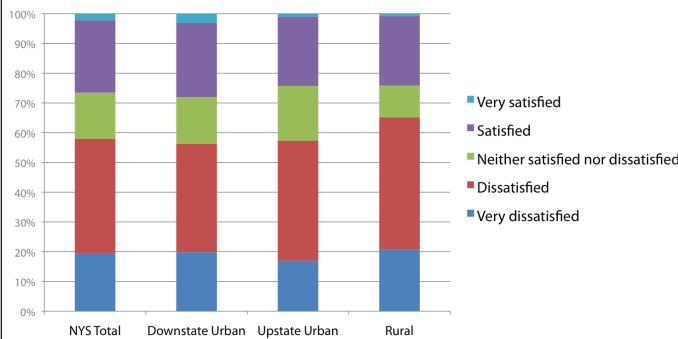
	NY State	Downstate Urban	Upstate Urban	Rural
Very dissatisfied	4.5%	3.9%	6.7%	3.9%
Dissatisfied	20.1%	20.2%	22.0%	17.4%
Neither satisfied nor dissatisfied	20.8%	20.9%	20.6%	21.3%
Satisfied	49.3%	50.5%	45.9%	49.2%
Very satisfied	5.2%	4.5%	4.8%	8.2%

Levels of satisfaction with respondent's local city or town government were relatively similar amongst all geographic groups. Many respondents felt satisfied or very satisfied with their local or town government (55 percent downstate urban, 50.7 percent upstate urban and 57.4 percent of rural), yet a portion of respondents also felt dissatisfied or very dissatisfied (24.1 percent downstate urban, 28.7 percent upstate urban and 21.3 percent of rural).

## Question:

Are you very dissatisfied, dissatisfied, neither satisfied nor dissatisfied, satisfied, or very satisfied with the quality and availability of Employment in your community? (comsts@a)

**Figure 21:** Satisfaction with employment (quality and availability of jobs) in the local community, 2009



**Table 21:** Satisfaction with employment (quality and availability of jobs) in the local community, 2009

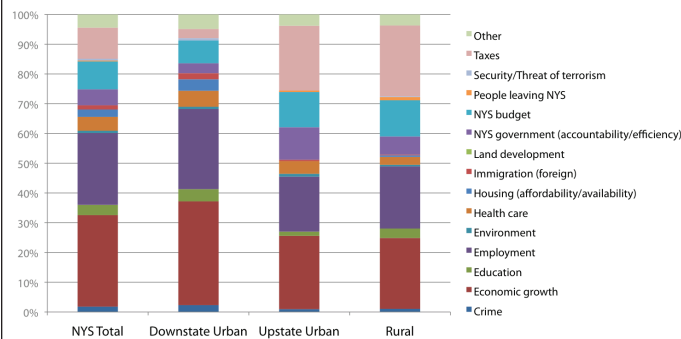
	NY State	Downstate Urban	Upstate Urban	Rural
Very dissatisfied	19.3%	19.8%	17.0%	20.7%
Dissatisfied	38.7%	36.4%	40.3%	44.4%
Neither satisfied nor dissatisfied	15.5%	15.8%	18.4%	10.6%
Satisfied	24.4%	25.0%	23.3%	23.4%
Very satisfied	2.2%	3.0%	1.0%	0.8%

Overall, respondents were more dissatisfied than satisfied with the quality and availability of employment in 2009. Rural respondents were the most dissatisfied with employment in their community (65.1 percent).\*

## Question:

In your opinion, what do you think is the single most important issue facing New York State as a whole? (nysimp)

**Figure 22:** The most important problem facing New York State, 2009



**Table 22:** The most important problem facing New York State, 2009

	NY State	Downstate Urban	Upstate Urban	Rural
Crime	1.8%	2.3%	0.9%	1.1%
Economic growth	30.7%	34.9%	24.6%	23.8%
Education	3.5%	4.1%	1.4%	3.2%
Employment	24.1%	26.9%	18.5%	20.9%
Environment	0.8%	0.8%	0.9%	0.5%
Health care	4.7%	5.4%	4.3%	2.6%
Housing (affordability/availability)	2.5%	3.8%	0.0%	0.5%
Immigration (foreign)	1.4%	2.1%	0.5%	0.3%
Land development	0.0%	0.0%	0.0%	0.0%
NYS government (accountability/efficiency)	5.4%	3.3%	10.9%	6.1%
NYS budget	9.4%	7.7%	11.8%	12.2%
People leaving NYS	0.3%	0.0%	0.5%	1.1%
Security/Threat of terrorism	0.6%	0.8%	0.0%	0.3%
Taxes	10.5%	3.1%	21.8%	23.8%
Other	4.4%	4.9%	3.8%	3.7%

When asked about issues facing the state, respondents from all geographic areas were most likely to name economic growth as the single most important issue facing the state as a whole (34.9 percent downstate urban, 24.6 percent upstate urban and 23.8 percent rural). Taxes were cited as the second most important issue for upstate urban and rural respondents (21.8 percent upstate urban and 23.8 percent rural) and employment as third most important (18.5 percent upstate urban and 20.9 percent rural). For downstate urban respondents, employment was second most important (26.9 percent) and taxes were listed as the third most important (10.5 percent).\*\*

\*This is a change in trend from 2007 and 2008, when more respondents overall were satisfied or very satisfied with employment quality and availability.

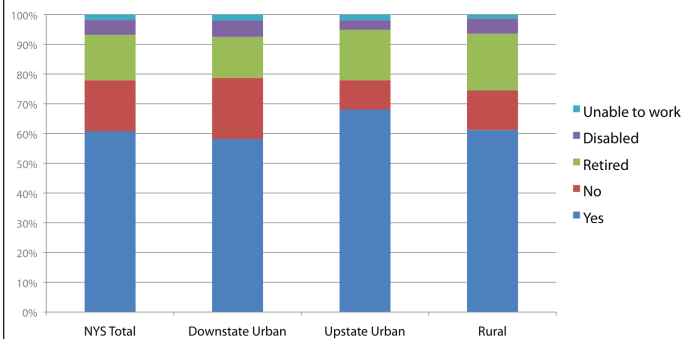
\*\*This trend has changed somewhat since 2008, when taxes were identified as the most important issue facing New York State by upstate urban and rural respondents, yet economic growth was still most important to downstate urban respondents.

## Employment, the Economy & Personal Finance

### Question:

Last week, did you do any work for either pay or profit? Include any job from which you were temporarily absent or on layoff. (employ)

**Figure 23:** Last week, did you do any work for either pay or profit? 2009



**Table 23:** Last week, did you do any work for either pay or profit? 2009

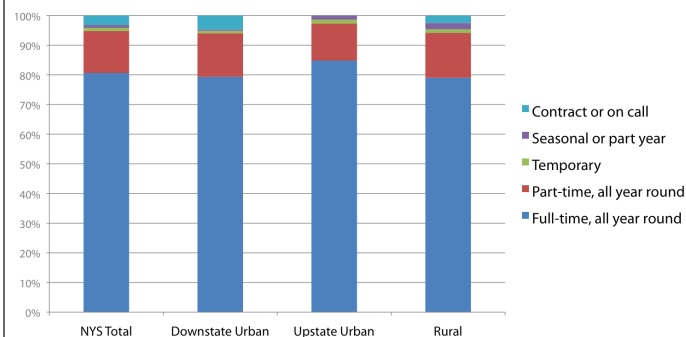
	NY State	Downstate Urban	Upstate Urban	Rural
Yes	60.8%	58.1%	68.1%	61.2%
No	17.1%	20.6%	9.9%	13.4%
Retired	15.3%	13.8%	16.9%	19.0%
Disabled	5.0%	5.5%	3.3%	5.1%
Unable to work	1.9%	2.0%	1.9%	1.3%

Across all groups, more than half of respondents said that they were employed in 2009. Upstate urban respondents were most likely to be employed, (68.1 percent). Rural respondents were more likely to be retired (19 percent) than other groups, while downstate urban respondents were more likely to be unemployed (20.6 percent) than respondents from other geographic groups.

### Question:

Which of the following best describes your main job? (By main job we mean the one at which you usually work the most hours) (jbtype)

**Figure 24:** Which best describes your main job? 2009



**Table 24:** Which best describes your main job? 2009

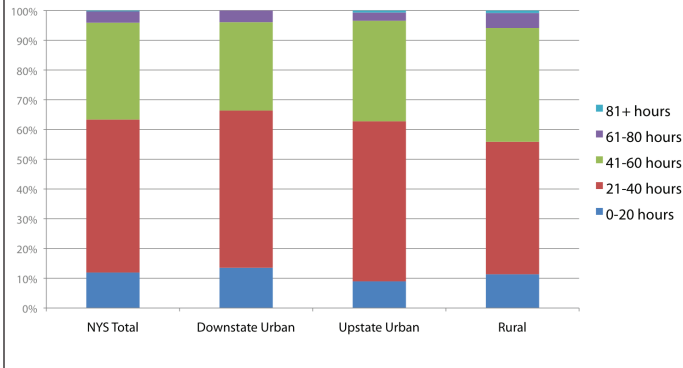
	NY State	Downstate Urban	Upstate Urban	Rural
Full-time, all year round	80.6%	79.3%	84.8%	79.0%
Part-time, all year round	14.1%	14.7%	12.4%	15.1%
Temporary	1.0%	0.9%	1.4%	1.3%
Seasonal or part year	0.9%	0.4%	1.4%	2.1%
Contract or on call	3.2%	4.7%	0.0%	2.5%

Across all geographic groups, most respondents who reported being employed in 2009 were working in full-time jobs, with only small percentage differences across groups (79.3 percent downstate urban, 84.8 percent upstate urban and 79 percent rural). Rural respondents were slightly more likely to work part-time (15.1 percent) or as seasonal or part year workers (2.1 percent) than were respondents from other geographic groups. Downstate urban respondents were most likely to have contract or on call jobs (4.7 percent).

## Question:

How many hours did you work last week, at all jobs? (hrswrk)

**Figure 25: Hours worked last week, at all jobs? 2009**



**Table 25: Hours worked last week, at all jobs? 2009**

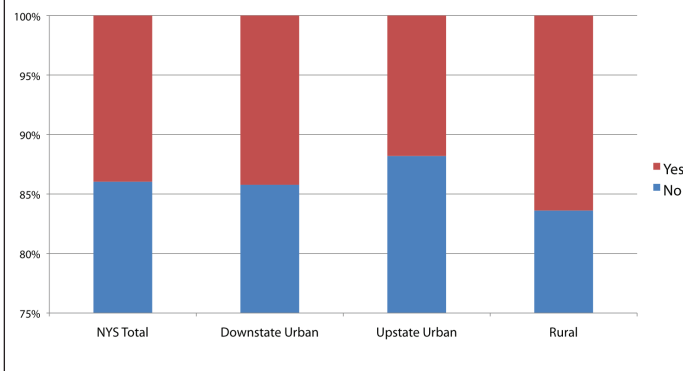
	NY State	Downstate Urban	Upstate Urban	Rural
0-20 hours	11.9%	13.5%	9.0%	11.3%
21-40 hours	51.4%	52.8%	53.8%	44.5%
41-60 hours	32.5%	29.7%	33.8%	38.2%
61-80 hours	3.8%	3.9%	2.8%	5.0%
81+ hours	0.3%	0.0%	0.7%	0.8%

Rural respondents were more likely to work more than 40 hours a week in 2009, with 44 percent reporting they worked more than 40 hours, compared to 33.6 percent of downstate urban and 37.3 percent of upstate urban respondents. Upstate urban respondents were most likely to report working 20-40 hours a week, followed closely by downstate urban respondents (53.8 percent upstate urban and 52.8 percent of downstate urban). Downstate urban respondents were most likely to work 20 or fewer hours a week (13.5 percent) and upstate urban respondents least likely (9 percent).

## Question:

Are you self-employed without employees (i.e. consultant, freelancer) on your main job? (slfempl)

**Figure 26: Self-employed? 2009**



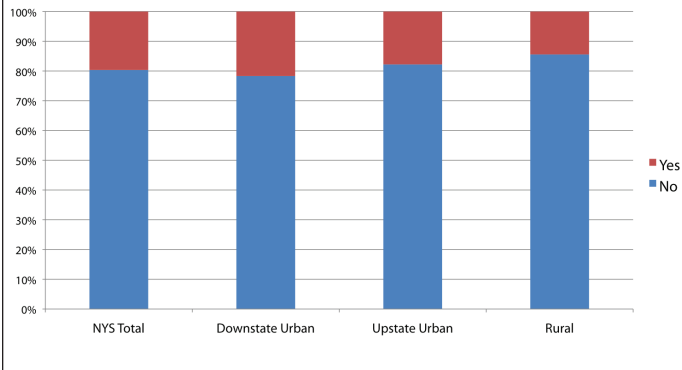
**Table 26: Self-employed? 2009**

	NY State	Downstate Urban	Upstate Urban	Rural
No	86.0%	85.8%	88.2%	83.6%
Yes	14.0%	14.2%	11.8%	16.4%

Rural respondents were more likely to be self-employed than respondents in other geographic areas (16.4 percent, compared to 14.2 percent of downstate urban and 11.8 percent of upstate urban respondents). Overall, though, the majority of employed respondents were not self-employed.

**Question:**

In the last four weeks have you looked for new work or a new job? (lkwork)

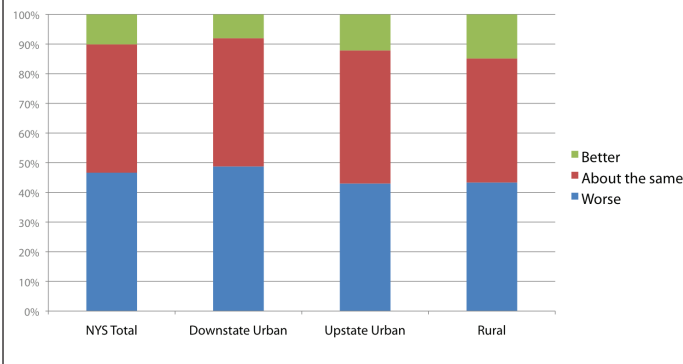
**Figure 27: Looking for new work? 2009****Table 27: Looking for new work? 2009**

	NY State	Downstate Urban	Upstate Urban	Rural
No	80.3%	78.3%	82.2%	85.6%
Yes	19.7%	21.7%	17.8%	14.4%

In 2009, of all New York State respondents, those living in downstate urban areas were most likely to be looking for new work (21.7 percent), followed by upstate urban respondents at 17.8 percent and rural respondents (14.4 percent).

**Question:**

We are interested in how people are getting along financially these days. Would you say that you (and your household) are better off, worse off, or just about the same financially as you were a year ago? (finpast)

**Figure 28: Personal or household financial situation vs. one year ago, 2009****Table 28: Personal or household financial situation vs. one year ago, 2009**

	NY State	Downstate Urban	Upstate Urban	Rural
Worse	46.6%	48.7%	43.0%	43.3%
About the same	43.3%	43.2%	44.9%	41.8%
Better	10.1%	8.0%	12.1%	14.9%

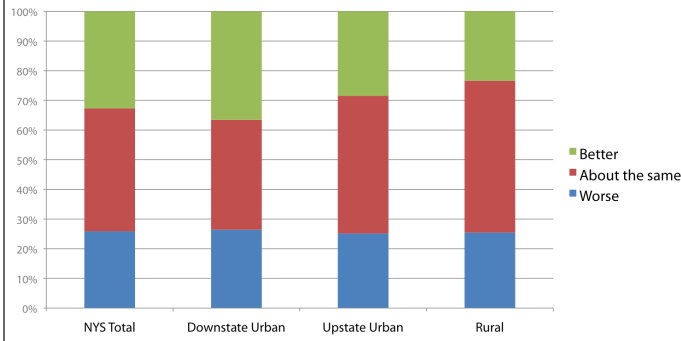
Many respondents did not feel positive about their financial situation compared to a year ago. 48.7 percent of downstate urban, 43 percent of upstate urban and 43.3 percent of rural respondents felt that they were worse off. A large portion of the respondents also felt that their financial situation was about the same as a year ago (43.2 percent of downstate urban, 44.9 percent of upstate urban and 41.8 percent of rural respondents). Only a small proportion of respondents reported that their financial situation was better than a year ago.\*

\*This result is markedly different from last year. In 2007 and 2008, a greater number of respondents felt better or about the same concerning their financial situation compared to one year earlier.

## Question:

Now looking ahead, do you think that a year from now you (and your household) will be better off financially, worse off, or just about the same as now? (finfut)

**Figure 29:** Expectation of personal or household financial situation one year from now, 2009



**Table 29:** Expectation of personal or household financial situation one year from now, 2009

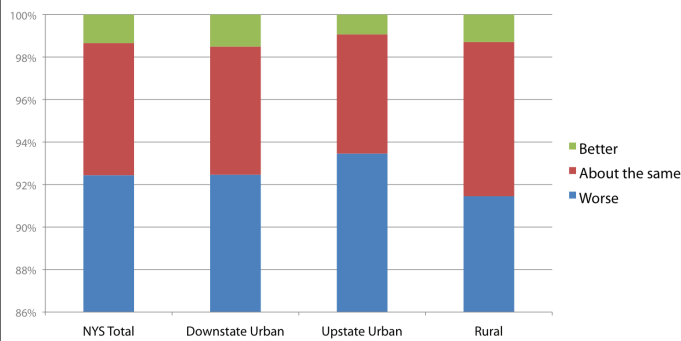
	NY State	Downstate Urban	Upstate Urban	Rural
Worse	25.9%	26.4%	25.1%	25.5%
About the same	41.4%	37.1%	46.4%	51.2%
Better	32.7%	36.5%	28.4%	23.4%

Survey respondents were more optimistic about their future financial situation. Downstate urban respondents were the most positive, with 36.5 percent expecting their financial situation to be better one year from now. Fewer upstate urban and rural respondents felt similarly (28.4 percent upstate urban and 23.4 percent of rural). About half of upstate urban (46.4 percent) and rural (51.2 percent) respondents felt that their financial situation would be about the same in one year.

## Question:

Thinking about the local economy as a whole, would you say that over the past year the economy of New York State has gotten better, stayed about the same, or gotten worse? (econpast)

**Figure 30:** New York State economy over the last year, 2009



**Table 30:** New York State economy over the last year, 2009

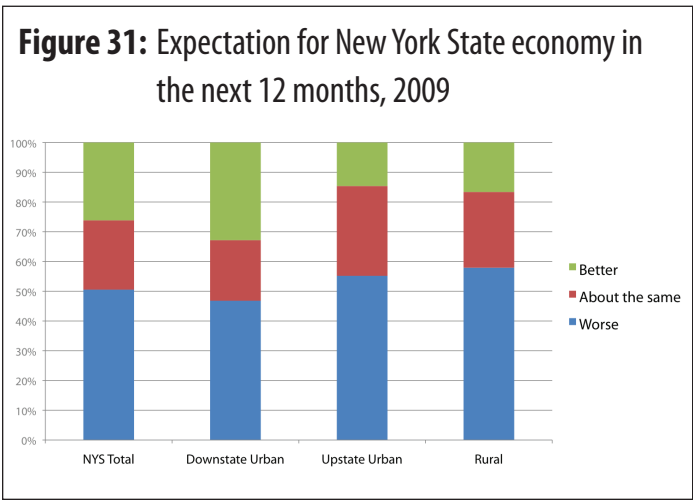
	NY State	Downstate Urban	Upstate Urban	Rural
Worse	92.5%	92.5%	93.5%	91.5%
About the same	6.1%	6.0%	5.6%	7.3%
Better	1.3%	1.5%	0.9%	1.3%

Overwhelmingly, respondents in all three geographic categories felt that the state's economy had worsened over the previous year (92.5 percent downstate urban, 93.5 percent upstate urban and 91.5 percent rural). Very few respondents said that the economy had improved\*

\*Although this trend is similar to the last two years, the gap between those who felt the economy has worsened and those who felt it has improved has widened with each successive year.

Question:

What about the next 12 months? Do you expect the economy in New York State as a whole to get better, stay about the same, or get worse? (econfut)



**Table 31:** Expectation for New York State economy in the next 12 months, 2009

	NY State	Downstate Urban	Upstate Urban	Rural
Worse	50.5%	46.8%	55.2%	57.9%
About the same	23.3%	20.4%	30.2%	25.5%
Better	26.2%	32.8%	14.6%	16.6%

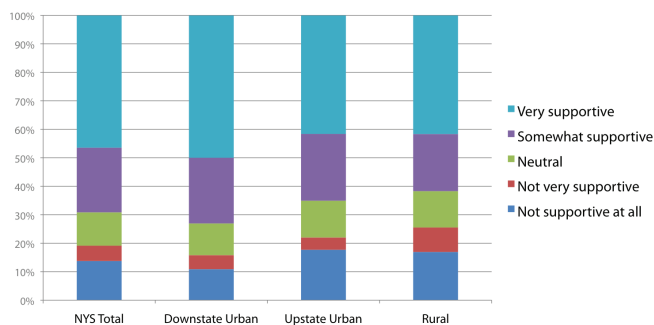
A significant proportion (in some case more than half) of respondents reported that they expected the state economy to worsen over the next year. Downstate urban residents were most optimistic however, with 32.8 percent expecting the economy to improve. Upstate urban and rural respondents were more likely to expect the economy to remain about the same (30.2 percent of upstate urban and 25.5 percent of rural).

## Schools, Government & Taxes \*

### Question:

On a scale of 1 to 5 with 1 being not supportive at all and 5 being very supportive, how much would you support the merging of your local school with that of a school in a neighboring town if it resulted in an increase in academic and after-school opportunities? (JSQ1)

**Figure 32: Support merging of neighboring schools?**  
2009

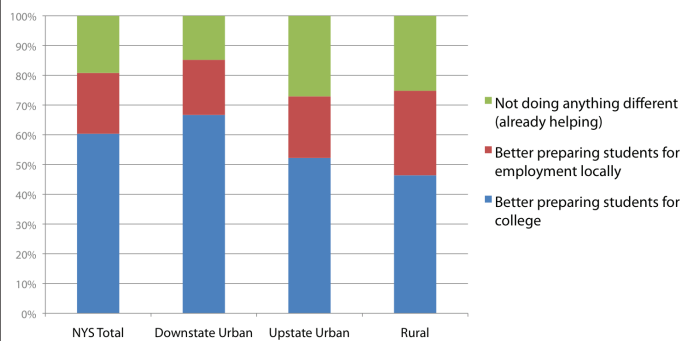


Half of downstate urban respondents were very supportive of merging their local school with a neighboring one if it would increase academic and after-school opportunities. Slightly fewer upstate urban and rural respondents felt the same (41.6 percent upstate urban and 41.7 percent rural). 17.7 percent of upstate urban and 16.9 percent of rural respondents were not supportive of this idea at all. Only 10.9 percent of downstate urban respondents indicated their total lack of support of this idea.

### Question:

Local communities can be helped/served/supported in many ways by their local school districts. How can your local school district best help your local community? Would you say it could do this by: (JSQ2)

**Figure 33: How can school district best help community?, 2009**



**Table 32: Support merging of neighboring schools? 2009**

	NY State	Downstate Urban	Upstate Urban	Rural
Not supportive at all	13.8%	10.9%	17.7%	16.9%
Not very supportive	5.4%	4.9%	4.3%	8.6%
Neutral	11.7%	11.1%	12.9%	12.8%
Somewhat supportive	22.7%	23.1%	23.4%	20.1%
Very supportive	46.5%	50.0%	41.6%	41.7%

**Table 33: How can school district best help community?**  
2009

	NY State	Downstate Urban	Upstate Urban	Rural
Better preparing students for college	60.3%	66.7%	52.2%	46.4%
Better preparing students for employment locally	20.4%	18.5%	20.7%	28.4%
Not doing anything different (already helping)	19.2%	14.8%	27.1%	25.2%

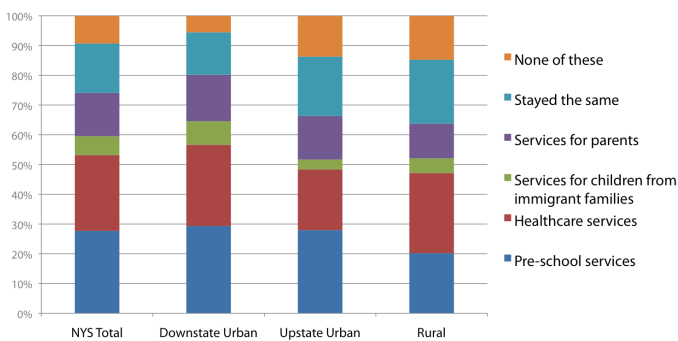
Respondents from all geographic groups felt that the best way a local school district can help the community is by better preparing students for college (66.7 percent downstate urban, 52.2 percent upstate urban and 46.4 percent rural). Upstate urban respondents felt that nothing should be changed about the school districts because they are already helping (27.1 percent). Rural respondents were the most inclined to think that the schools could better prepare students for local employment (28.4 percent).

\*Questions JSQ1-JSQ3 and RBQ3 were submitted to the Empire State Poll and the Rural Surveys by John Sipple, Associate Professor, Department of Education, Cornell University.

## Question:

Many local school districts offer additional services to their local community. Among the following choices that could be offered by your local school district, which one would best help your community? Would you say if they initiated or expanded: (JSQ3)

**Figure 34:** What service provided by a school district would best help your community? 2009



**Table 34:** What service provided by a school district would best help your community? 2009

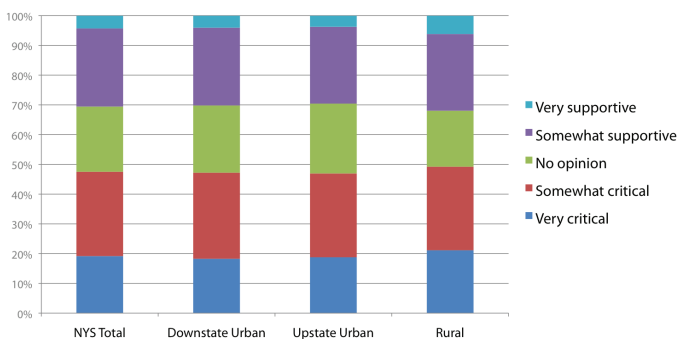
	NY State	Downstate Urban	Upstate Urban	Rural
Pre-school services	27.7%	29.4%	28.0%	20.2%
Healthcare services	25.5%	27.2%	20.4%	26.9%
Services for children from immigrant families	6.4%	7.9%	3.3%	4.9%
Services for parents	14.6%	15.6%	14.7%	11.7%
Stayed the same	16.6%	14.3%	19.9%	21.5%
None of these	9.3%	5.6%	13.7%	14.8%

When asked what additional services offered by the local school district would best help the community, the majority of respondents identified either pre-school or healthcare services. Rural respondents were more likely to suggest initiating or expanding healthcare services (26.9 percent), whereas upstate urban respondents were more likely to suggest pre-school services.

## Question:

People have many opinions about local government taxes and the services local governments provide. How would you describe your own opinion regarding your local government's mix of taxes and services? (RBQ1)

**Figure 35:** Opinion of local government's mix of taxes and services 2009



**Table 35:** Opinion of local government's mix of taxes and services 2009

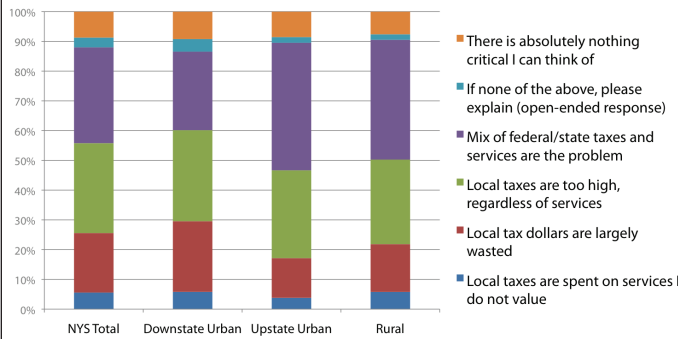
	NY State	Downstate Urban	Upstate Urban	Rural
Very critical	19.2%	18.3%	18.8%	21.1%
Somewhat critical	28.3%	28.9%	28.2%	28.1%
No opinion	21.9%	22.6%	23.5%	18.8%
Somewhat supportive	26.3%	26.1%	25.8%	25.8%
Very supportive	4.3%	4.1%	3.8%	6.2%

Overall, respondents were more critical than supportive of their local government's mix of taxes and services (47.5 percent versus 30.6 percent). There were no statistically significant differences in opinion between the geographic groups of respondents.

## Question:

If you have any criticism (even if you are supportive, we would still like to know of any criticism, no matter how small) about your local government's mix of taxes and services, please tell me which of the following statements most closely reflects your opinion. (RBQ2)

**Figure 36: If critical of local taxes & services, why?**  
2009



**Table 36: If critical of local taxes & services, why? 2009**

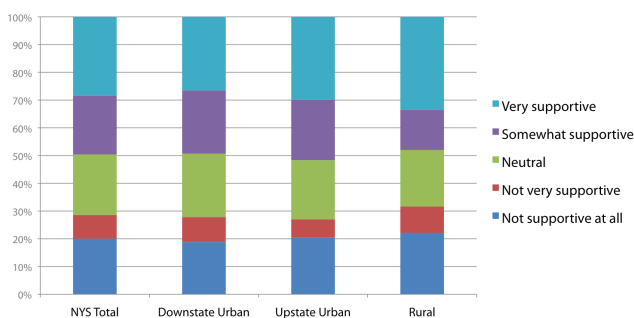
	NY State	Downstate Urban	Upstate Urban	Rural
Local taxes are spent on services I do not value	5.6%	5.8%	3.8%	5.8%
Local tax dollars are largely wasted	20.0%	23.7%	13.3%	16.1%
Local taxes are too high, regardless of services	30.2%	30.6%	29.5%	28.4%
Mix of federal/state taxes and services are the problem	32.2%	26.4%	42.9%	40.3%
If none of the above, please explain (open-ended response)	3.3%	4.2%	1.9%	1.8%
There is absolutely nothing critical I can think of	8.7%	9.2%	8.6%	7.6%

Upstate urban and rural respondents had similar criticism concerning their local government's mix of taxes and services. Both groups were most critical of the mix of federal and state taxes and services (42.9 percent upstate urban and 40.3 percent rural). They also felt strongly that local government taxes are too high (29.5 percent upstate urban and 28.4 percent rural). Downstate urban opinions ranged more widely. Local government taxes being too high was the biggest criticism (30.6 percent), followed by the mix of federal and state taxes and services (26.4 percent) and local government tax dollars being largely wasted (23.7 percent). Less than 10 percent of all geographic groups had no criticism of the local government's mix of taxes and services.

## Question:

If it resulted in a decrease in your local school property tax, how much would you support the merging of your local school with that of a school in a neighboring town? (RBQ3)

**Figure 37: Support merging of neighboring schools if taxes decrease? 2009**



**Table 37: Support merging of neighboring schools if taxes decrease? 2009**

	NY State	Downstate Urban	Upstate Urban	Rural
Not supportive at all	20.0%	18.8%	20.4%	22.2%
Not very supportive	8.5%	9.0%	6.6%	9.5%
Neutral	21.8%	22.8%	21.3%	20.3%
Somewhat supportive	21.2%	22.8%	21.8%	14.5%
Very supportive	28.4%	26.5%	29.9%	33.5%

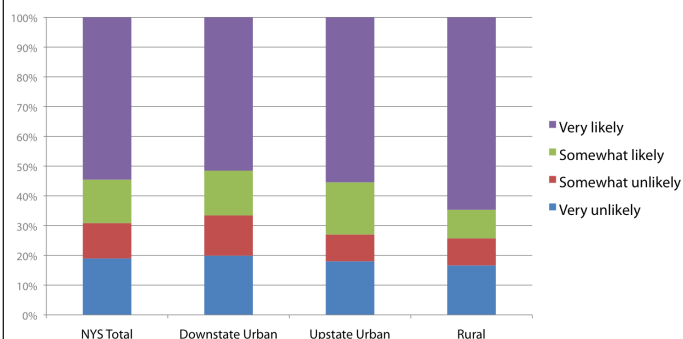
About half of respondents in all geographic groups were supportive or very supportive of merging their local school with another school if it resulted in a decrease in the local school property tax (49.3 percent downstate urban, 51.7 percent upstate urban and 48 percent rural). About 20 percent of respondents in all groups were not at all supportive of a school merge, and another 20 percent in all groups felt neutral about this issue.

## Residential Preference

### Question:

How likely is it that you will be living in your current residence five years from now? If unlikely to stay, why will you leave? (mvres)

**Figure 38:** Likelihood of being in the same residence five years from now? 2009



**Table 38:** Likelihood of being in the same residence five years from now? 2009

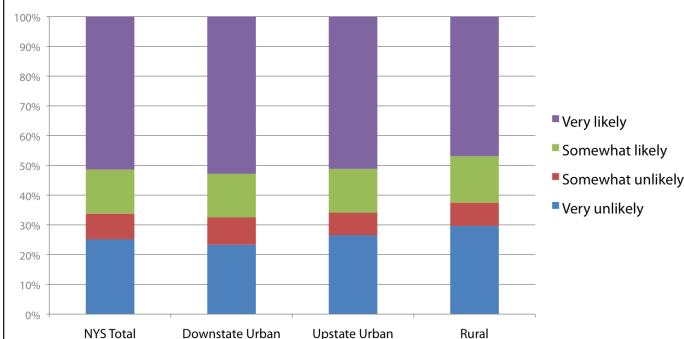
	NY State	Downstate Urban	Upstate Urban	Rural
Very unlikely	19.0%	19.9%	18.0%	16.6%
Somewhat unlikely	11.9%	13.5%	9.0%	9.1%
Somewhat likely	14.6%	15.1%	17.5%	9.6%
Very likely	54.6%	51.5%	55.5%	64.7%

The majority of respondents expect to be living in their current residence five years from now. Rural respondents expressed the strongest level of certainty (very likely - 64.7 percent). Upstate urban and downstate urban respondents also thought it “very likely” that they would stay in the same residence, but in smaller percentages (55.5 percent of upstate urban and 51.5 percent of downstate urban).

### Question:

If you leave your current residence, how likely are you to stay in New York State? (stynys)

**Figure 39:** Likelihood of staying in New York State, 2009



**Table 39:** Likelihood of staying in New York State, 2009

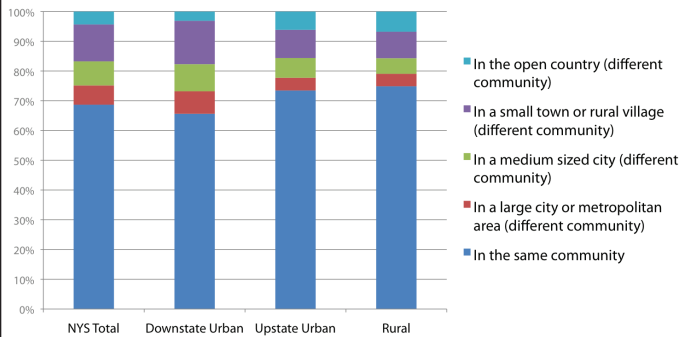
	NY State	Downstate Urban	Upstate Urban	Rural
Very unlikely	25.1%	23.3%	26.5%	29.6%
Somewhat unlikely	8.6%	9.2%	7.6%	7.8%
Somewhat likely	14.8%	14.6%	14.7%	15.6%
Very likely	51.4%	52.8%	51.2%	46.9%

Of those respondents who indicated in the previous question that they would likely move from their current residence in the next 5 years, about two-thirds feel that it is likely they will move away from NYS. Rural respondents were the least likely to feel this way, and downstate urban respondents the most likely.

## Question:

Five years from now I see myself living... (RBQ5)

**Figure 40:** Five years from now I see myself living... 2009



**Table 40:** Five years from now I see myself living... 2009

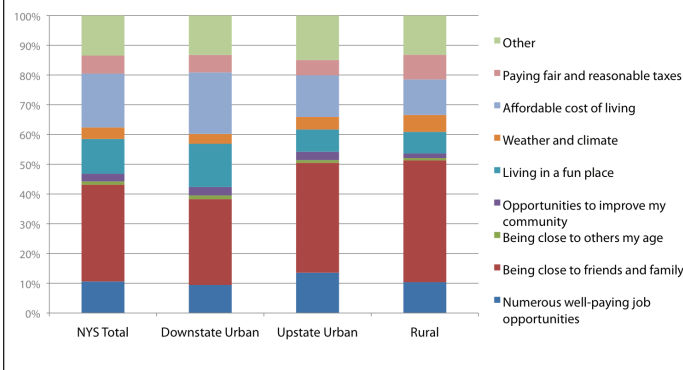
	NY State	Downstate Urban	Upstate Urban	Rural
In the same community	68.7%	65.6%	73.5%	74.9%
In a large city or metropolitan area (different community)	6.5%	7.6%	4.3%	4.2%
In a medium sized city (different community)	8.1%	9.1%	6.6%	5.2%
In a small town or rural village (different community)	12.4%	14.6%	9.5%	8.9%
In the open country (different community)	4.4%	3.1%	6.2%	6.8%

An overwhelming majority of respondents expect to be living in the same community five years from now, ranging from about two-thirds for downstate urbanites to about three-quarters for upstate urban and rural respondents. Respondents were quite evenly split about where they would live if they were to move outside of their current community. Many felt that they would live in a small town or rural village (14.6 percent downstate urban, 9.5 percent upstate urban and 8.9 percent rural). Downstate urban respondents also replied that they see themselves living in a medium sized city (9.1 percent). Rural respondents were more likely to see themselves living in the open country (6.8 percent).

## Question:

What is most important to you in determining where to live: (RBQ6)

**Figure 41:** What is most important to you in determining where to live? 2009



**Table 41:** What is most important to you in determining where to live? 2009

	NY State	Downstate Urban	Upstate Urban	Rural
Numerous well-paying job opportunities	10.6%	9.4%	13.6%	10.4%
Being close to friends and family	32.5%	28.8%	36.9%	40.9%
Being close to others my age	1.1%	1.3%	0.9%	0.8%
Opportunities to improve my community	2.6%	2.8%	2.8%	1.6%
Living in a fun place	11.7%	14.5%	7.5%	7.3%
Weather and climate	3.9%	3.3%	4.2%	5.7%
Affordable cost of living	18.1%	20.7%	14.0%	11.9%
Paying fair and reasonable taxes	6.1%	5.9%	5.1%	8.3%
Other	13.5%	13.3%	15.0%	13.2%

When asked what is most important in determining where to live, the most frequent response among respondents from all geographic groups was being close to friends and family (28.8 percent downstate urban, 36.9 percent upstate urban and 40.9 percent rural). Cost of living, followed by numerous well-paying job opportunities were also important factors cited. Downstate urban respondents also replied that living in a fun place was very important (14.5 percent). Upstate urban and rural respondents felt that numerous well-paying job opportunities was more important (13.6 percent upstate urban and 10.4 percent rural).

Question:

In general, thinking of young adults today, which three of the following factors do you think are most important in young people’s choices of where to live: (DB1) - this question was asked on the rural survey (n=200) only.

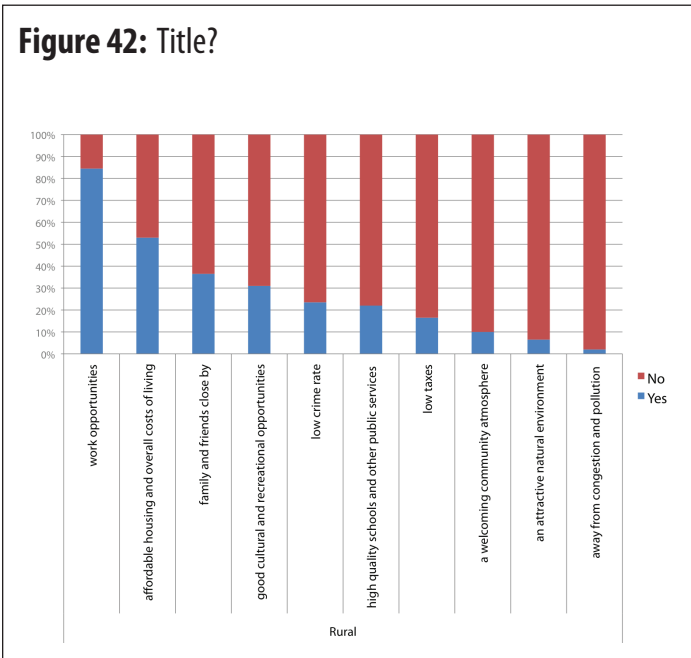


Table 42: Title

	Yes	No
Work opportunities	84.5%	15.5%
Affordable housing and overall costs of living	53.0%	47.0%
Family and friends close by	36.5%	63.5%
Good cultural and recreational opportunities	31.0%	69.0%
Low crime rate	23.5%	76.5%
High quality schools and other public services	22.0%	78.0%
Low taxes	16.5%	83.5%
A welcoming community atmosphere	10.0%	90.0%
An attractive natural environment	6.5%	93.5%
Away from congestion and pollution	2.0%	98.0%

Work opportunities was considered as the most important factor in young people’s choice of where to live. Respondents felt that affordable housing and overall costs of living was another important factor, followed by proximity to family and friends and having good cultural and recreational opportunities.

Question:

Do you think YOUR local community is having trouble retaining its better educated young adults? (DB2) - this question was asked on the rural survey (n=200) only.

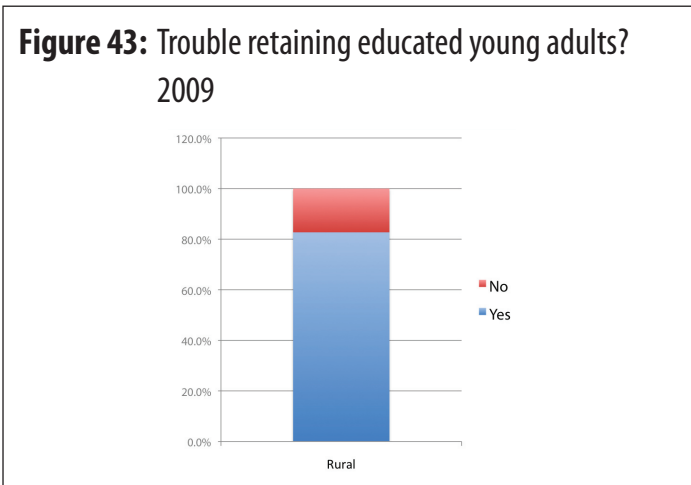


Table 43: Trouble retaining educated young adults? 2009

Yes	82.7%
No	17.3%

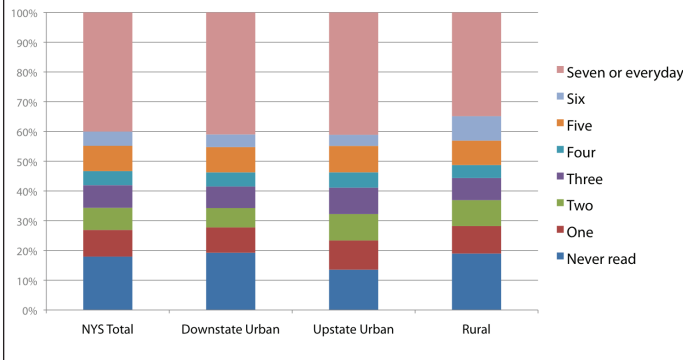
The majority of rural people surveyed (82.7 percent) felt that their local community is having trouble retaining its better educated young adults.

## Other topics (media use and energy information)

### Question:

On average, how many days per week do you read a local daily newspaper? (rdnews)

**Figure 44: Times per week you read local newspaper? 2009**



**Table 44: Times per week you read local newspaper? 2009**

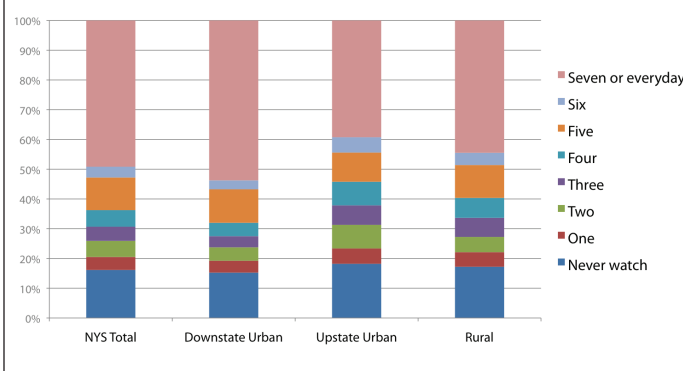
	NY State	Downstate Urban	Upstate Urban	Rural
Never read	17.9%	19.3%	13.6%	19.0%
One	9.0%	8.5%	9.8%	9.2%
Two	7.4%	6.5%	8.9%	8.7%
Three	7.6%	7.3%	8.9%	7.4%
Four	4.7%	4.8%	5.1%	4.4%
Five	8.5%	8.5%	8.9%	8.2%
Six	4.8%	4.3%	3.7%	8.2%
Seven or everyday	40.0%	41.0%	41.1%	34.9%

Slightly less than half of respondents read their local newspaper six or seven days a week. Urban respondents are more likely to report reading a local paper seven days a week, but in many rural areas, the local paper is not published everyday. About 18 percent of respondents state-wide report never reading a local newspaper.

### Question:

On average, how many days per week do you watch a local evening television news broadcast? (wtchnws)

**Figure 45: Days per week you watch local news? 2009**



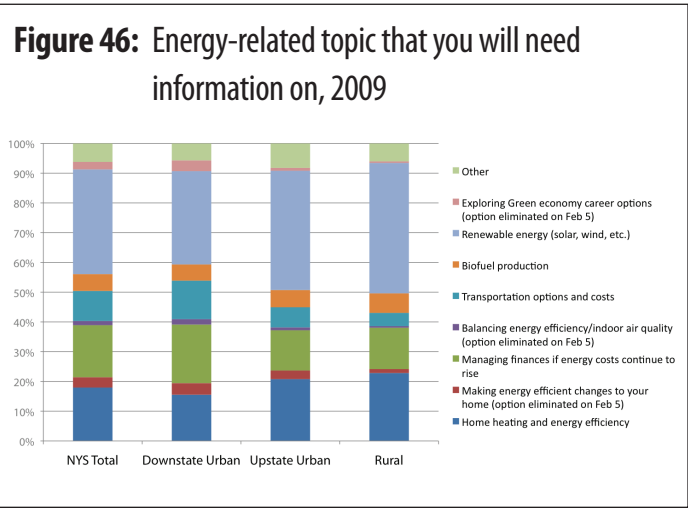
**Table 45: Days per week you watch local news? 2009**

	NY State	Downstate Urban	Upstate Urban	Rural
Never watch	16.1%	15.3%	18.2%	17.2%
One	4.4%	4.0%	5.1%	4.9%
Two	5.4%	4.5%	7.9%	5.1%
Three	4.8%	3.8%	6.5%	6.4%
Four	5.6%	4.5%	7.9%	6.7%
Five	11.0%	11.3%	9.8%	11.1%
Six	3.6%	3.0%	5.1%	4.1%
Seven or everyday	49.2%	53.8%	39.3%	44.5%

Almost half of respondents state-wide (49.2 percent) report watching a local evening television news broadcast every day. Downstate urban respondents are the most likely to watch on a daily basis (53.8 percent), while upstate urbanites are the least likely (39.3 percent).

Question:

Please choose one of the following energy-related topics or issues for which you will need the most information over the next year or two: (RBQ4)\*



The most commonly cited energy-related topic or issue for which survey respondents need information was renewable energy (35.2 percent). This number was highest among rural respondents (43.8 percent) and lowest among downstate urbanites (31.3 percent).19.7 percent of downstate urban respondents also felt that they would need information about managing finances if energy costs continue to rise. Upstate urban and rural respondents felt strongly about needing information concerning home heating and energy efficiency (20.8 percent upstate urban and 22.8 percent rural).

**Table 46:** Energy-related topic that you will need information on, 2009

	NY State	Downstate Urban	Upstate Urban	Rural
Home heating and energy efficiency	18.0%	15.5%	20.8%	22.8%
Making energy efficient changes to your home (option eliminated on Feb 5)	3.5%	3.9%	2.9%	1.3%
Managing finances if energy costs continue to rise	17.5%	19.7%	13.5%	13.9%
Balancing energy efficiency/indoor air quality (option eliminated on Feb 5)	1.4%	1.8%	1.0%	0.5%
Transportation options and costs	10.1%	13.0%	6.8%	4.5%
Biofuel production	5.6%	5.4%	5.8%	6.6%
Renewable energy (solar, wind, etc.)	35.2%	31.3%	40.1%	43.8%
Exploring Green economy career options (option eliminated on Feb 5)	2.5%	3.6%	1.0%	0.5%
Other	6.2%	5.7%	8.2%	6.0%

\*Question RBQ4 was submitted in collaboration with the REEC (Renewable Energy - Energy Conservation) and Community and Economic Renewal PWTs (Program Work Teams), which are supported by CCE (Cornell Cooperative Extension).



