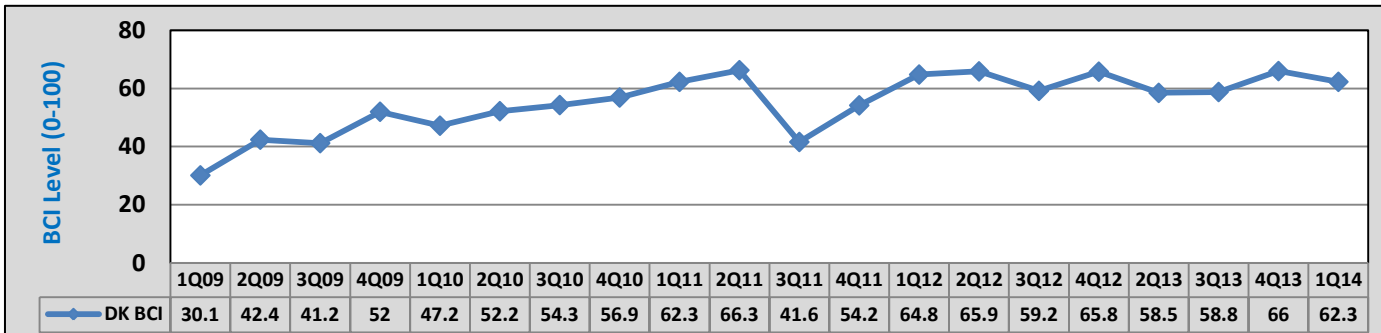




# Westchester Business Confidence Index

The Westchester Business Confidence Index is sponsored by the Business Council of Westchester and designed / conducted by DataKey Consulting®. The Index focuses on key business metrics, such as trends in staffing levels, top line revenues, bottom line profits, capital spending budgets, and other industry performance data. Critical data was captured and analyzed against comparison points of first quarter of previous years.



The 1Q-2014 Westchester Business Confidence Index reading of 62.3 (on a scale of 1 to 100) indicates that local businesses are cautiously optimistic about the business climate. As a business owner stated, *“Though our overall business rating has declined in the past year, we are still stronger than other counties, and business continues to come to Westchester.”*

The Westchester unemployment rate of 5.8% in January continues to consistently run below the national (6.6%, per Bloomberg) and state (6.8%, per NYS Department of Labor) rates of unemployment, but businesses continue to be cautious about the near future. A Business Council of Westchester member suggested, *“We need to increase the large and medium sized company/business presence in Westchester.”* And another claimed, *“There has been a paradigm shift in our industry. Competition is stiffer than ever as the barrier to entry has become lower and nonprofessionals have entered the field.”*

## Highlights: ACA’s Impact on Businesses

- About 40% of companies with 50 or fewer employees state that they currently *do not* provide health care coverage to their employees. Of those stated, **a large majority of 77%** claim their company is planning to remain under 50 employees, providing them with the option to use the coverage exemption in the future.
- Interestingly, the study also revealed that **about half** of the companies with 50 or fewer employees and currently providing health care coverage to their employees, *plan to remain under 50 employees as well*, providing them with the option to use the coverage exemption if required.
- **More than 50%** of all respondents affirm that media coverage of the ACA website problems and the repeated extensions from Washington have negatively impacted their impression of the program.

A participant commented, *“For such a critical component of the Administrations objectives / legacy to have been launched in such a non well thought out and poorly executed manner – yes, of course this has imprinted a negative impression...”*

## Hyper-Growth Company of the Quarter



In the past year, **InspiriaMedia Corp.** has increased revenue by more than 100% and has added employees in key roles and support positions.

**The Company:** InspiriaMedia specializes in outdoor advertising, inbound marketing & lead generation, strategic media buying & planning, and creative design.

**We attribute our rapid growth to:** *An intense focus to deliver top quality in the areas of our core services.*

**Advice for companies wanting to grow:** *Decide who you are & what you do best. Then do only that until you establish market share. Don't be everything to everyone!*

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