



Research Foundation

Delivering research that will drive and promote the economic well-being of Ohio.

Prosperity Pulse - Frequently Asked Questions

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Q1 – What is prosperity?

A1 - Prosperity is a successful, flourishing or thriving condition, especially in economic respects. The Ohio Chamber Research Foundation exists to ensure that Ohio is a state where businesses thrive, our communities are safe and strong, and public policy supports economic freedom. In an economic free environment, the government allows labor, money and goods to move freely beyond the extent necessary to protect certain unalienable rights that we have been endowed with – life, liberty and the pursuit of happiness.

Q2 – How do you measure the Prosperity Pulse?

A2 – We measure the prosperity pulse based on 4 quantitative factors and 2 qualitative factors. Each of the four quantitative factors and the optimistic outlook for the next quarter is scored on a scale of 1 to 10. The survey carries a confidence interval of 95% and a margin of error of +/- 4.85 percentage points.

Quantitative Factors:

Profits, Workforce, Capital Investments and Expenses

Qualitative Factors:

Personal belief of economic health based on the quantitative factors and personal optimism of the next quarter.

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Each factor is measured by multiplying the frequency by the scale number (they are told to choose a number between 1 and 10), tallying them together, and then dividing that sum by the total number of responses.

We then take the final figures – add them together, and divide by the total number of factors to have an accurate *Prosperity Pulse* cumulative reading.

For example: Quantitative Factor 1

Number on Scale	Frequency	Total
3	79	$(3 \times 79) = 237$
6	220	$(6 \times 220) = 1320$
10	18	$(10 \times 18) = 180$
Subtotals	317	$(237 + 1320 + 180) = 1737$
	Factor Total	$(1737/317) = 5.47$

The *Prosperity Pulse* scale reads this way:

1-2 = Weak

2.1-4.9 = Struggling

5.0 = Steady

5.1-8.9 = Strengthening

9.0-10.0 = Robust

Q3 – Are any of the factors more important than the others when determining the Prosperity Pulse?

A3 – The Prosperity Pulse considers every factor equally important in achieving the positive benefits of prosperity. We have also included in our study a list of issues of potential concern to business leaders. Even though the issues are not formulated into the Prosperity Pulse, these issues may indicate significant opportunities to expand or threats that may be binding or constraining growth.

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Q4 – What are the issues of potential concern that you cover in the prosperity pulse survey?

A4 –

1. Regulations or Interference from the Federal Government
2. Regulations or Interference from the State Government
3. Economic Uncertainty
4. Attracting/Hiring Qualified Workforce
5. Cost of Energy
6. Competition
7. Employee Productivity
8. Data Security
9. Global Trade/Markets
10. Rising Salaries and Wages
11. Political Environment in Ohio
12. Technology Changes
13. Cost of Healthcare
14. Cost of All Employee Benefits
15. State/Local Taxes

Each of the 15 issues are scored on a scale from 1 to 10. When reporting on our findings, we total the percentage of respondents that chose a 6 or higher to label them as “concerned” about a particular issue.

1 = Not Concerned at All

2 – 4 = Very little concern

5 = Indifferent; neither concerned nor unconcerned

6 – 9 = uncomfortably concerned

10 = Very Much Concerned, Keeps me up at Night!

Q5 – What is the period of your study, who do you survey, and how is it distributed?

A5 – Our study covers the current calendar year. We survey on a quarterly basis. The first quarter or Q1 is (Jan. /Feb. /Mar.). We conduct the survey in April. The second quarter or Q2 is (Apr. /May/Jun.). We conduct the survey in July. The third quarter or Q3 is (Jul. /Aug. /Sep.). We conduct the survey in October. The fourth and final quarter or Q4 is (Oct. /Nov. /Dec.). We conduct the survey in January of the following year.

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Results in a typical year are available in May, August, November and December. There are non-typical years that may cause a delay in result delivery.

We survey business leaders with the titles Owner, President, CEO, CFO, COO, CIO, EVP or a designee. Our survey size is no less than 400. As a starting point we utilize the membership base of the Ohio Chamber of Commerce and the network of local chambers of commerce and other trade organizations in the State of Ohio. We supplement the respondents with direct phone surveys to ensure a representative sample based on industry, size and geographic location.

We distribute the survey via email, social media platforms and via telephone calls (utilizing a third party polling firm).

Q6 – How can I access the data?

A6– All of the Prosperity Pulse data is available and can be easily explored and downloaded on the Ohio Chamber Research Foundation [website](#). If you would like hard copies of the reports and are unable to download & print them, you may request a copy by calling our office 614.629.0921. A small processing surcharge may apply. You can download or request any or all of the following:

Prosperity Pulse Summary Reports per quarter

Raw Survey Data with Questions per quarter

Cross Tab Data per quarter

Annual Report

Q7 – How can I use the Prosperity Pulse data and results?

A7– The Prosperity Pulse and the information gathered through the survey process is a helpful tool for a variety of audiences including educational institutions, students, policy makers, journalists, teachers, those in business, and those who simply wish to understand the economic health of Ohio – through the lenses of our business leaders.

Q8 – How can I support this project?

A8 – We welcome support through many avenues. If you are a business leader in Ohio and would like to be included in the quarterly survey please request to be added to our list [here](#). If you would like to financially support this project or the Ohio Chamber Research Foundation as a whole [donate here](#). You can also connect with us on twitter @OCCResearch or find us on LinkedIn – Ohio Chamber Research Foundation.

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