

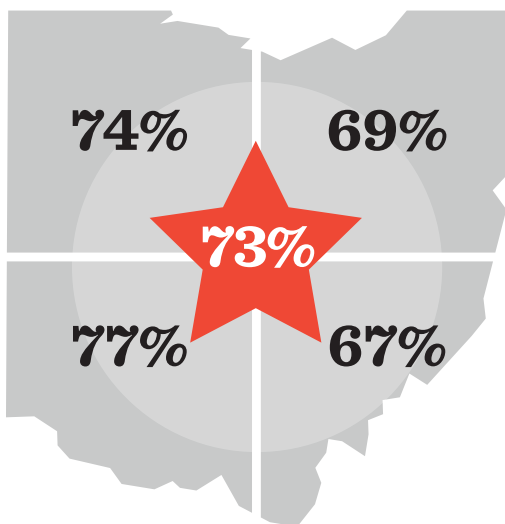
# OHIO BUSINESSES:

Making a good impression is very personal.  
Over 1,000 people shared their thoughts.



OHIO CHAMBER of COMMERCE  
**RESEARCH  
FOUNDATION**

## EXPRESSED A POSITIVE VIEW OF BUSINESSES



The Ohio Chamber of Commerce Research Foundation conducted polling of more than 1,000 average adults living and working in Ohio and conducted six focus group sessions in Akron, Cincinnati and Columbus to capture attitudes and opinions about businesses in their community. Their attitudes toward business are most often fueled by their personal economic situation. In fact, those with household incomes over \$150K had the most positive view while those with household incomes of less than \$20K had the most negative view. For most participants, they relied on their own personal experience and observations to form impressions. Most Ohioans agree that businesses have a goal of doing good and improving lives in their community. However, because their opinions are underdeveloped (based mainly on personal experience and not data), it is a vulnerable opinion. This suggests, one negative campaign that paints business as unsympathetic to the challenges facing people in their community could easily change that view.

### TOP 3 REASONS *for a* POSITIVE VIEW

1. They **CHOSE** to be in our community.
2. They create jobs.
3. They provide assistance to community needs.

### TOP 3 REASONS *for a* NEGATIVE VIEW

1. Corporate greed.
2. They are leaving our community.
3. Local people can't get hired.

## SUGGESTED STEPS TO **IMPROVE** or **CREATE** a POSITIVE IMPRESSION AMONG OHIOANS...

1. Show the community **HOW** you care for your employees. Let the "everyday" employee tell the story.
2. Be committed to keeping young people in Ohio by recruiting, hiring and retaining from within the state.
3. Use social media to engage with people on a personal level. The most used resource for news and information was the internet. The most popular platform was Facebook.