



PROSPERITY
PULSE

INSIGHT FROM OHIO BUSINESS LEADERS



Research
Foundation

"PROMOTING A HEALTHY ECONOMY IN OHIO BY EXPLORING STRATEGIES AND DELIVERING COMPREHENSIVE OBJECTIVE RESEARCH AND INFORMATION."
Mission Statement

Thank you, Ohio business leaders, for participating in our 2nd Quarter 2018 Prosperity Pulse survey. We received 404 responses from all corners of the state.

We saw a very slight down tick in the Prosperity Pulse measurement (1st Quarter) 116.28 to 115.56. However, 64% of our companies reported their current business outlook to be good to excellent and 91% are optimistic about the future of their operations.

21% reported higher profits in the second quarter and 39% are anticipating higher profits for the third quarter.

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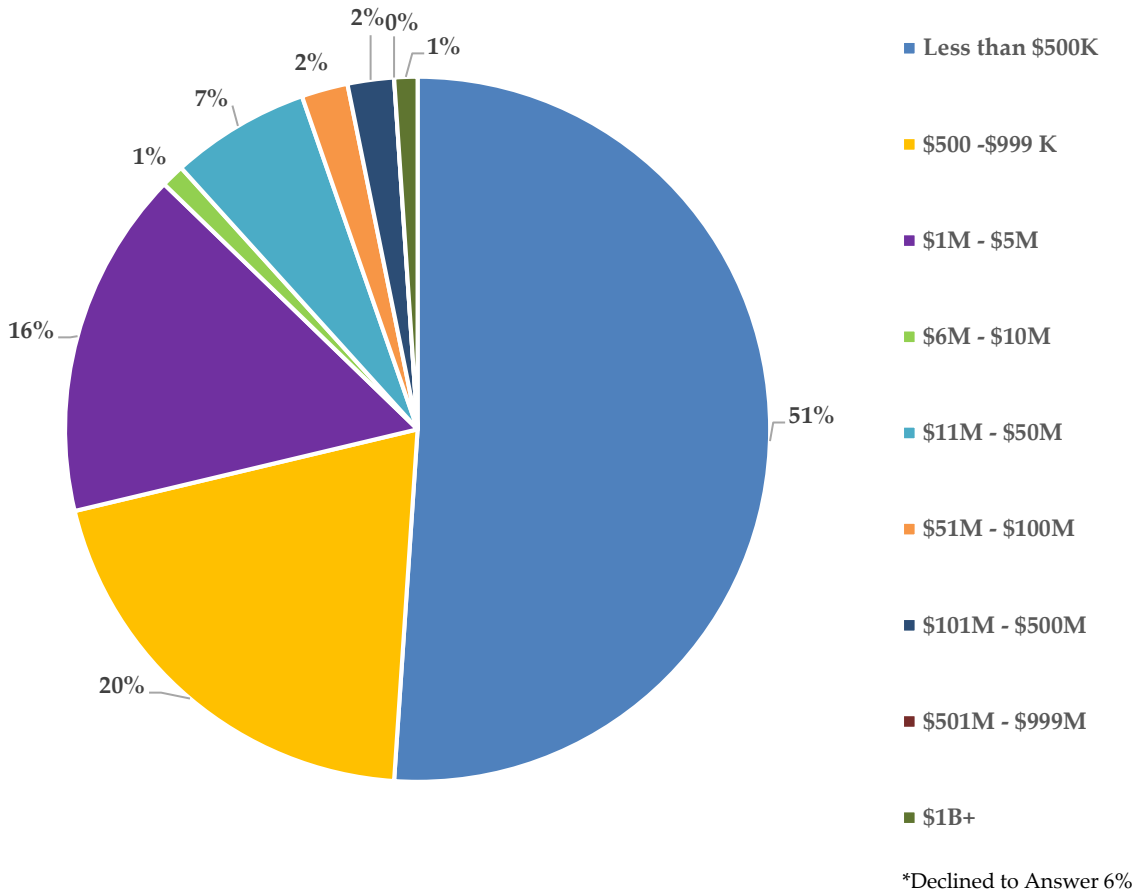
#ProsperityPulse
@OCCResearch

The Ohio Chamber Research Foundation partnered with Clout Research for the Prosperity Pulse. We surveyed 404 Ohio business leaders between 6/30/2018 and 7/18/2018. The survey was completed via an online survey tool and by telephone. It carries a confidence interval of 95% and a margin of error of +/- 4.87 percentage points. Full survey results, questions and additional crosstabs can be downloaded at www.ohiochamberfoundation.com/projects



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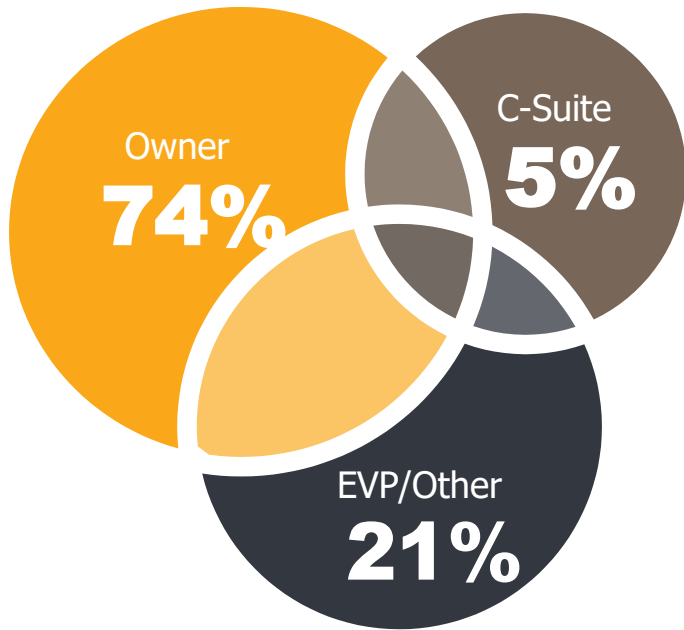
BY COMPANY GROSS REVENUE



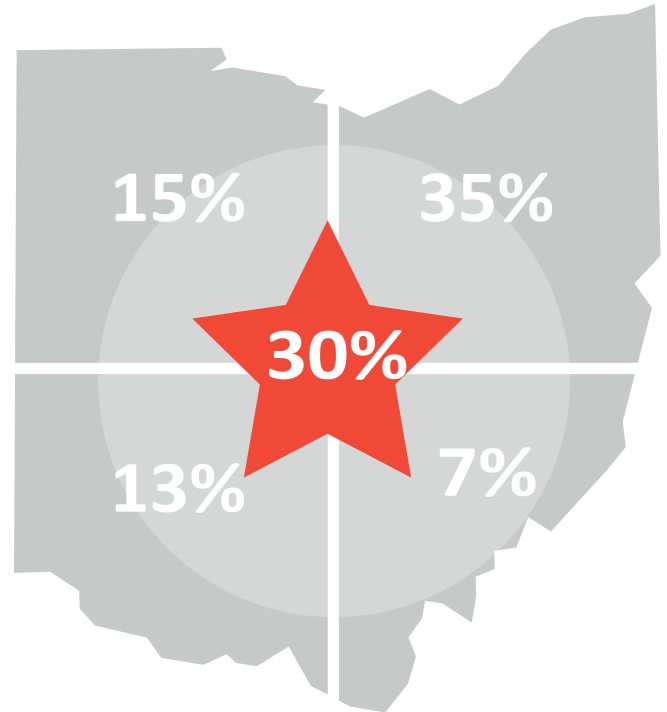
BY NUMBER of EMPLOYEES



BY TITLE



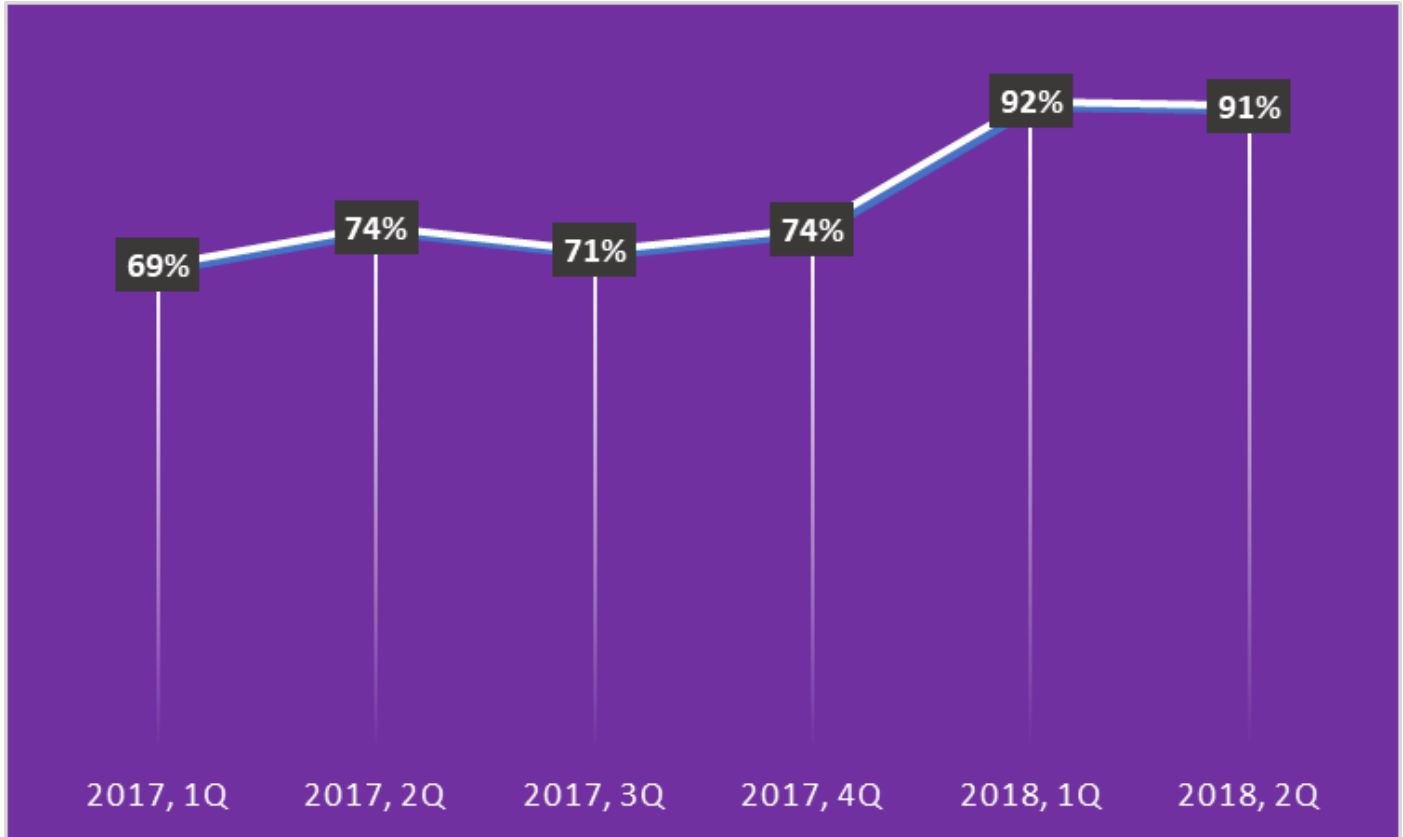
BY REGION



BY INDUSTRY



Percentage of business leaders **OPTIMISTIC** about the future economic health of their company:



The **Prosperity Pulse** is an index measurement of the economic health of Ohio companies according to their leaders. The index takes into

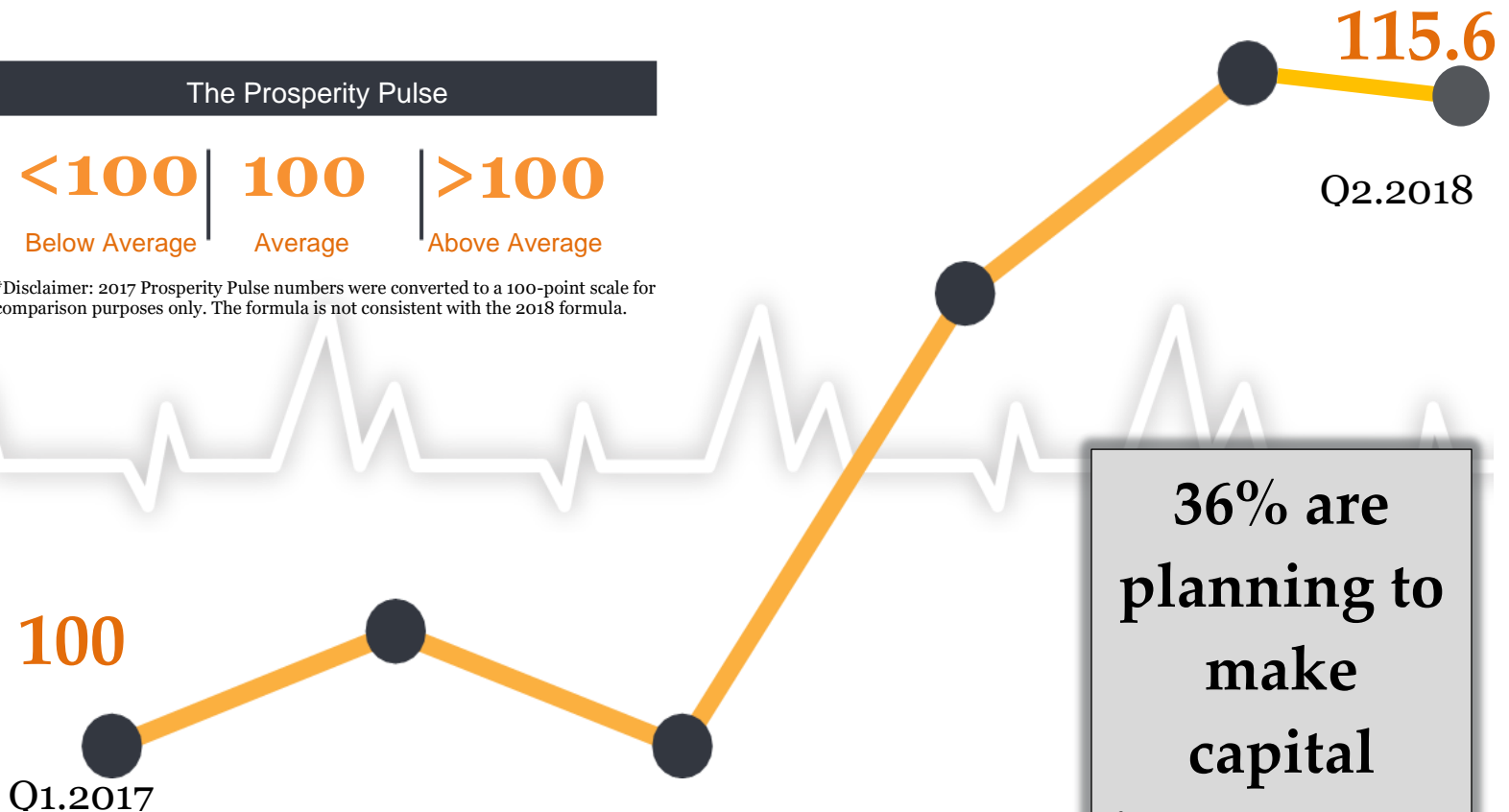
account 5 forward looking factors: **PROFITS**, **WORKFORCE**, **OPEN JOBS**, **CAPITAL INVESTMENTS** and **ECONOMIC OUTLOOK**.

Prosperity Pulse Component	2 nd Quarter	Change from 1 st Quarter
Anticipate Higher Profits	39%	-1
Plans to Increase Employees	95%	+20
Current Job Openings	22%	-7
Plans to make Capital Investments	36%	-1
Expect Economy to Improve	43%	-1

The Prosperity Pulse

<100 | **100** | **>100**
 Below Average | Average | Above Average

*Disclaimer: 2017 Prosperity Pulse numbers were converted to a 100-point scale for comparison purposes only. The formula is not consistent with the 2018 formula.



36% are planning to make capital investments in the third quarter

21%



Reported Higher Profits in the 2nd Quarter

39%

Anticipate Higher Profits in the 3rd Quarter

73%

Added Employees in the 2nd Quarter



95%

Anticipate Adding Employees in the 3rd Quarter

OHIO compared to the NATION

Most Important Issue?

Issue	Nation	Ohio
Taxes	16%	17%
Inflation	2%	5%
Poor Sales	8%	8%
Finance & Interest Rates	2%	4%
Labor Costs	7%	6%
Government Regulations	14%	12%
Competition	9%	8%
Quality of Labor	21%	11%
Cost/Availability of Insurance	11%	7%
Other	10%	22%

Data Source: NFIB, 7/2018

“Other” issues... *In Your Words:*

Lack of Customers

Succession of my Business

Condition of the Roads

WEATHER

KEY FINDINGS

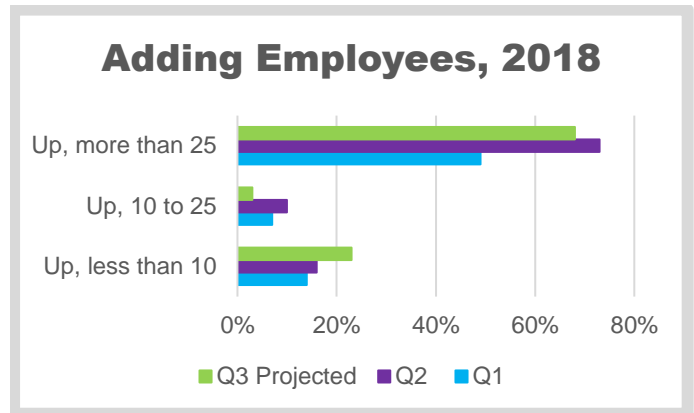
JOBS, JOBS, JOBS

The second quarter 2018 Prosperity Pulse findings are not too different from the first quarter.

64% of the businesses surveyed report current operations as good to excellent, and another 30% report them as fair. 94% are positive about the current position of their companies.

When asked about the next quarter, 43% are anticipating better results and 48% are expecting the quarter to remain steady.

The most significant finding is in the area of jobs! In the second quarter, 2018, 73% of our respondents added more than 25 employees. 98% added at least one new employee. Looking to the third quarter, 95% plan to hire even more people and of that 68% plan to hire more than 25 new employees.



Less than 25% of the companies surveyed have unfilled positions, so the majority of the growth will be in new positions.

Of the unfilled jobs, almost 50% are for skilled labor.

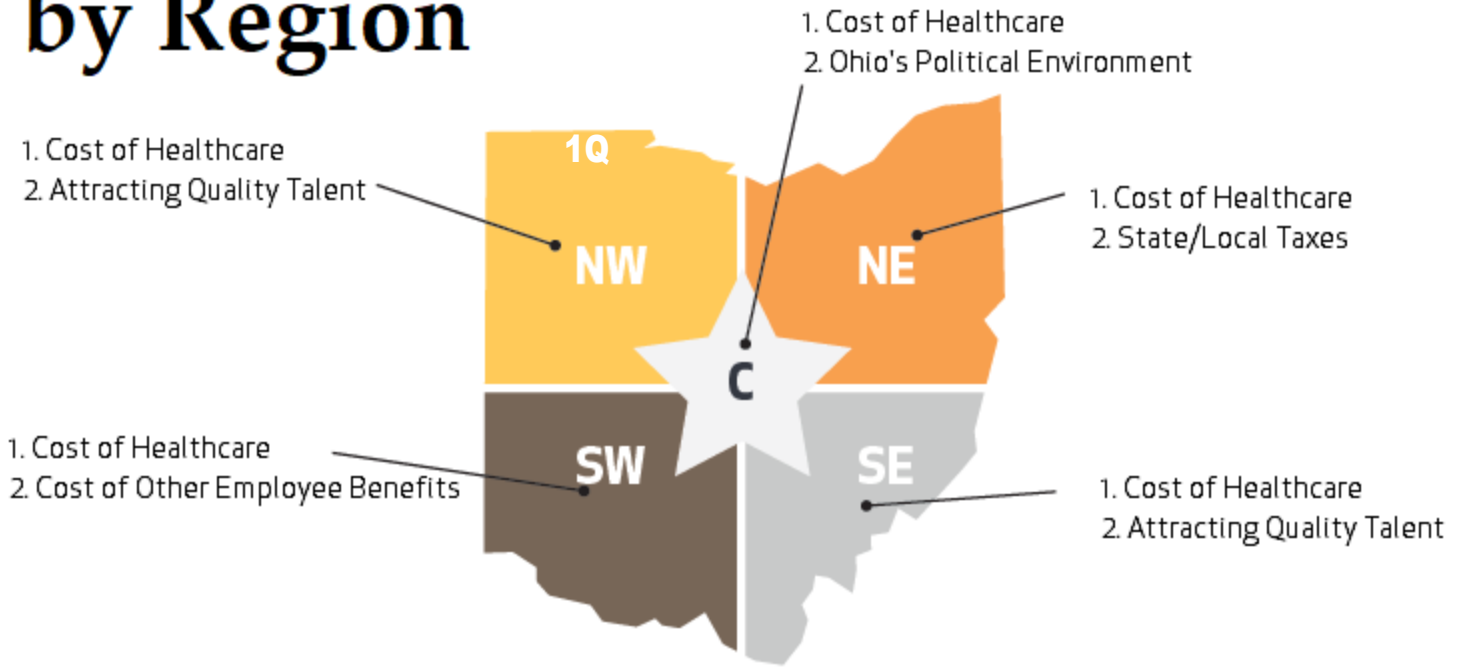
Due to the increase in employment, we also saw an increase in expenses. 98% anticipate higher expenses in the third quarter as well.

Top 5 Concerns of Ohio Business Leaders

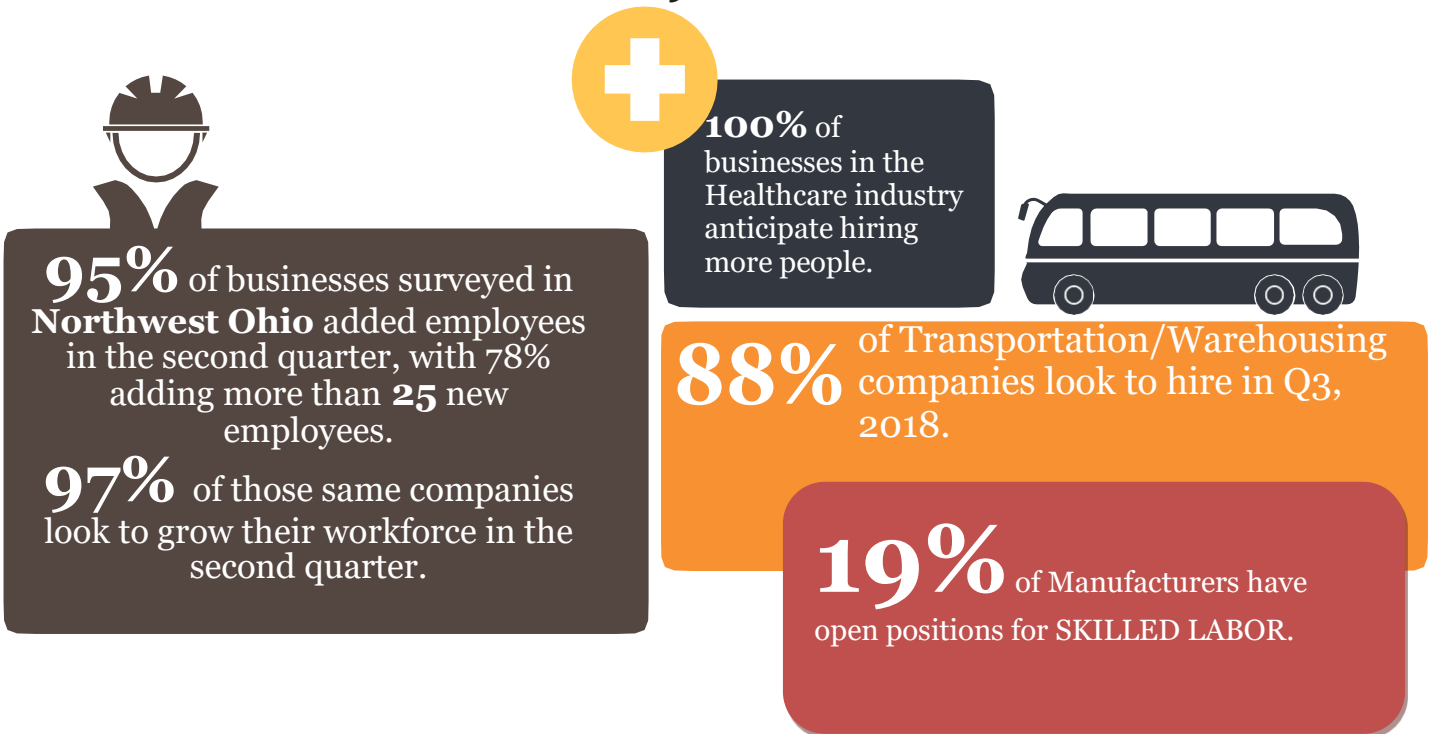
1. Cost of Healthcare
2. State/Local Taxes
3. Economic Uncertainty
4. Ohio's Political Environment
5. Federal Gov't Regulations



Issues of Top Concern by Region



HIRING & OPEN JOBS



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