



# PROSPERITY PULSE

*INSIGHT FROM OHIO BUSINESS LEADERS*



**Research  
Foundation**

Thank you for participating in the Ohio Chamber Research Foundation's 3rd Quarter 2018 *Prosperity Pulse* survey. The mission of the Research Foundation is to provide non-partisan, educational resources on public policy issues that impact Ohio's economy, job creation, and long-term competitiveness. In order to provide such resources, we need to understand the current conditions and future expectations of Ohio's business leaders. We could not do this without your participation.

This quarter saw our primary indicator, the *Prosperity Pulse*, improve substantially in 3Q, to its highest point ever in the brief history of our survey, 139.9. This is a significant 24-point jump – more than 21 percent higher – than in 2Q.

Not surprisingly, then, given this result, other responses were positive, as well. Business leaders' overall optimism about the strength of both their businesses and Ohio's economy remains strong. A majority anticipate their company's profits will be higher in the coming quarter and that they'll be making capital expenditures. Similarly, hiring is expected to increase.

There are, of course, some trouble spots: the cost of health care remains the top concern, as it has dating back to the first *Prosperity Pulse* survey in 1Q 2017. Overall, however, it is clear Ohio business leaders generally believe Ohio is on the right track.

Please enjoy the highlights of the latest *Prosperity Pulse*, and thank you for your insight!

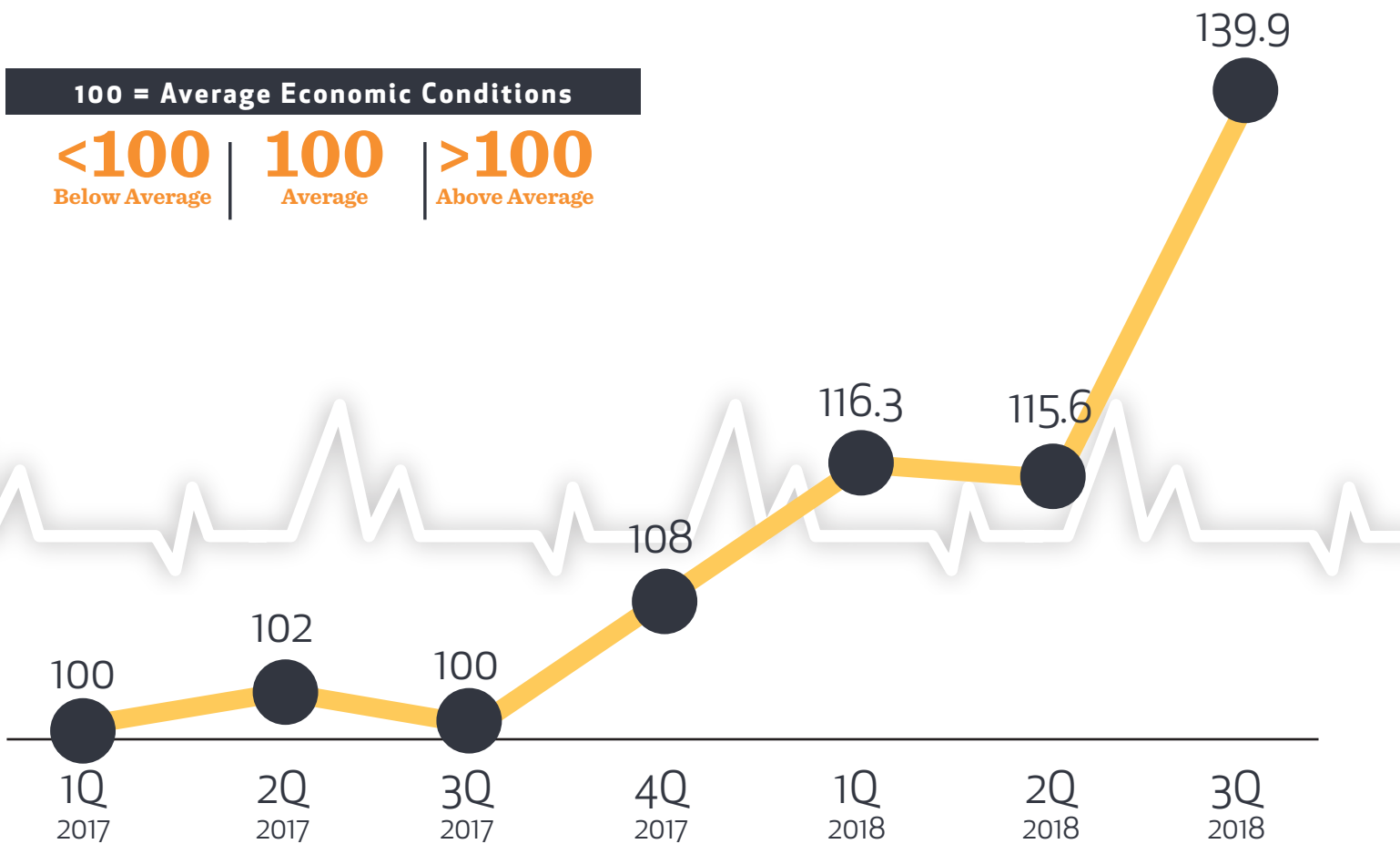
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#### ABOUT THE OHIO CHAMBER OF COMMERCE RESEARCH FOUNDATION

The Ohio Chamber of Commerce Research Foundation, Inc. is a 501(c)(3) nonprofit organization whose mission is to provide non-partisan, educational resources on public policy issues that may impact Ohio's economy, job creation, and long-term competitiveness.

## THE *PROSPERITY PULSE* INDEX

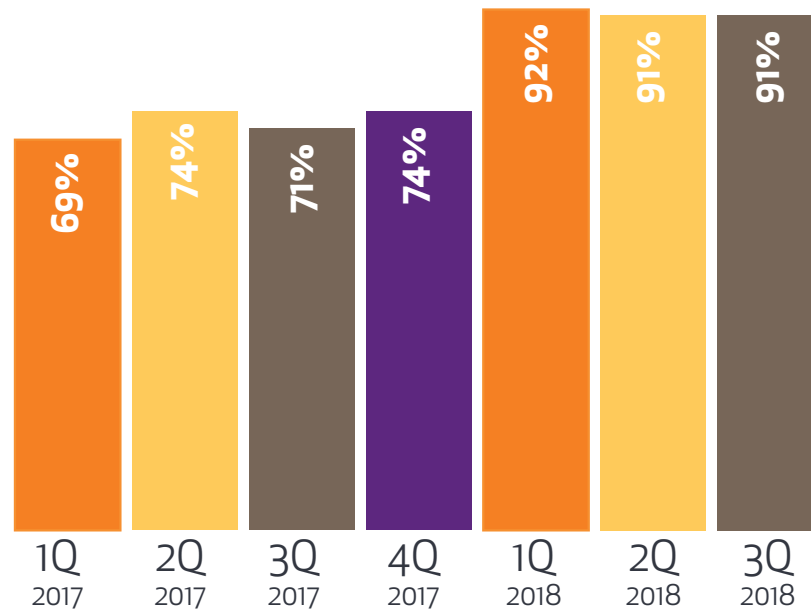
The *Prosperity Pulse* is an index measurement of the economic health of Ohio companies, taking into consideration the future outlook of five key indicators: profits, employment levels, unfilled openings, capital expenditures, and overall economic optimism.



Prosperity Pulse Components	3Q Positive	Change from 2Q
Anticipated Profits	58%	+11 ↑
Plans to Add Jobs	98%	+3 ↑
Unfilled Jobs	35%	+13 ↑
Planned Capital Expenditures	72%	+36 ↑
Overall Economic Outlook	49%	+6 ↑

## OPTIMISM

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



## ECONOMIC CLIMATE

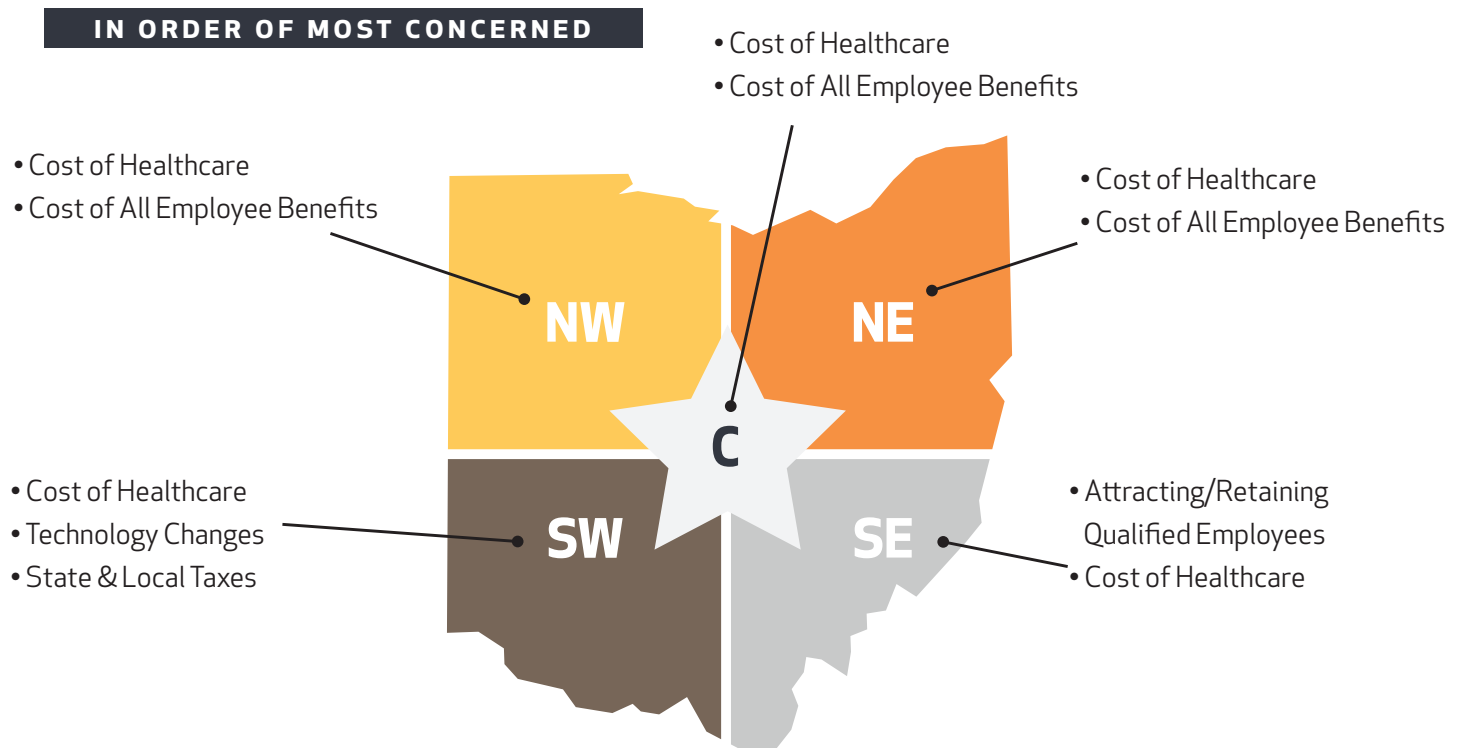
Percentage of business leaders that say the economic climate is...



## TOP 5 CONCERNS *of* OHIO BUSINESS LEADERS



## TOP CONCERNS *by* REGION:



## OHIO COMPARED TO THE NATION

Most Important Issue Is...

ISSUE	NATION	OHIO
Quality of Labor	23%	11% (4th most important)
Taxes	16%	6% (8th)
Government Regulations	14%	10% (5th)

*National Comparison: NFIB Research Foundation Small Business Optimism Index, October 2018*

## FINDINGS *of* NOTE

Even though more than half of **MANUFACTURING** businesses saw their employee headcounts go up during 3Q, **67.5%** project an increase in 4Q, as well!



In SE Ohio **52%** of employers have jobs they are unable to fill **more than any other region of the state.**



Businesses in NE Ohio are most bullish about the future, with **54.7%** expecting the economy to be even better next quarter.

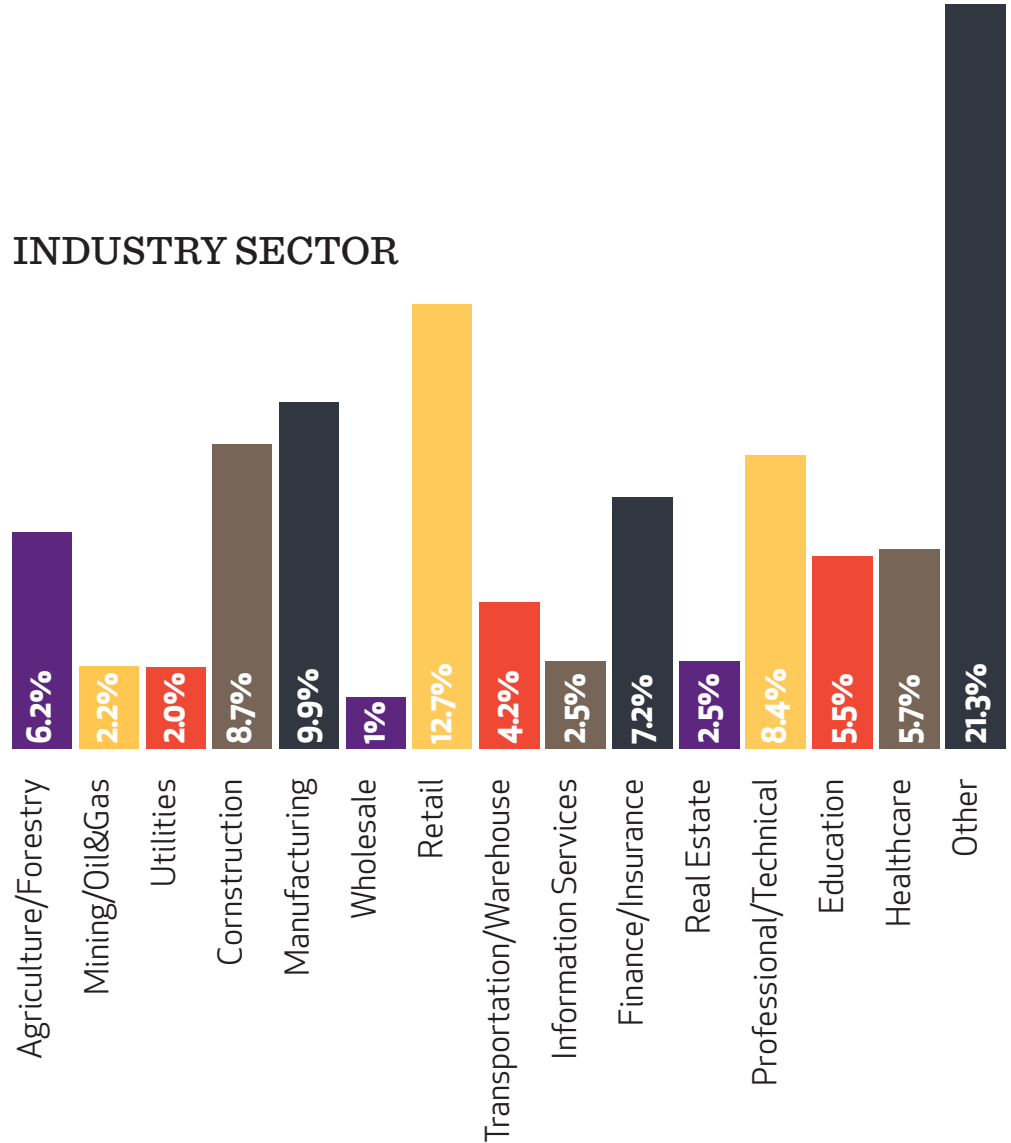
Among SMALL EMPLOYERS (1-400 employees), **69%** reported increased employee headcounts in 3Q.

## SURVEY PROFILE

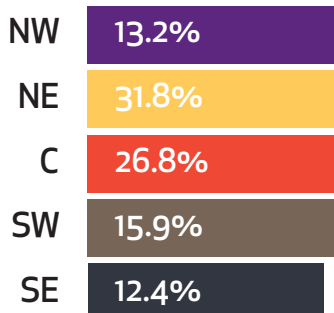
The Ohio Chamber of Commerce Research Foundation partnered with Clout Research to conduct the *Prosperity Pulse*, a quarterly survey of business leaders in various sectors across the State of Ohio regarding the strength of their companies and the state economy.

The survey included 403 respondents who completed survey interviews online and on the telephone with live agent interviewers between October 5-27, 2018. It carries a confidence interval of 95% and a margin of error of +/- 4.86 percentage points.

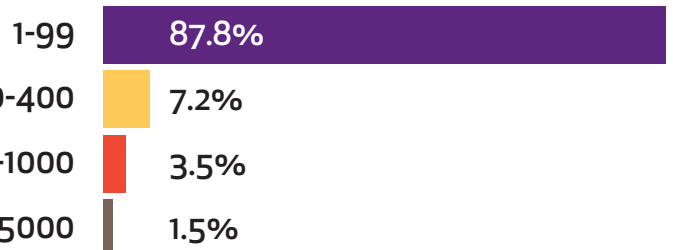
### INDUSTRY SECTOR



### REGION



### NUMBER OF EMPLOYEES



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