

# What Ohioans Think about Current and Future Economic Conditions



The Health  
of Foundation  
of Greater Cincinnati

The year 2010 will be remembered by most of the country as a difficult economic year, and Ohio is no exception. Unemployment in Ohio exceeded 11% in 2010 and was consistently higher than the national average. Some economists have reported signs that the economy is recovering. Are Ohioans hopeful that the economy is getting better? To find out, the *Ohio Health Issues Poll* asked Ohio adults about their perspective on economic conditions in Ohio and the U.S.

## Ohioans Are Pessimistic about Current Economic Conditions

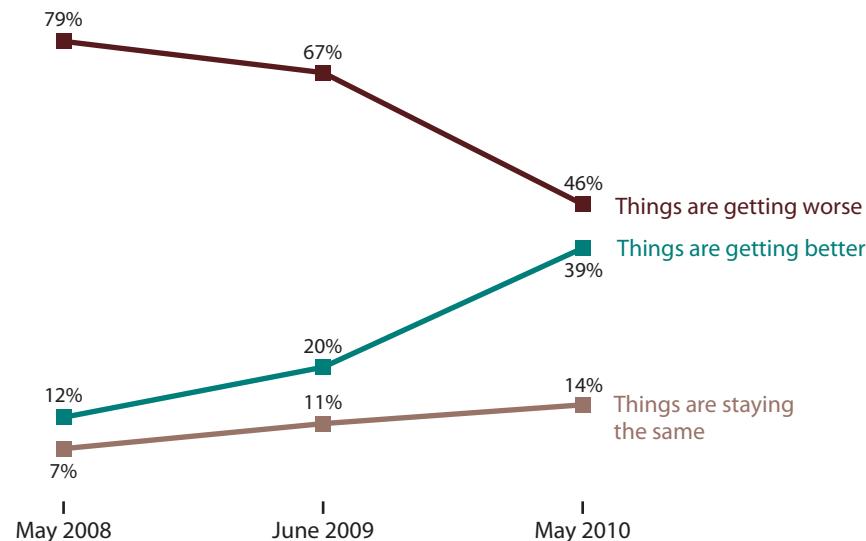
Over 80% of Ohio adults have rated economic conditions in the U.S. and Ohio as fair or poor since early 2008.<sup>1</sup> In 2010, 93% of Ohio adults said economic conditions in the U.S. were fair or poor, and 91% said economic conditions in Ohio were fair or poor.

## Ohioans Split on the State's Economic Future

Just under half of Ohioans thought that economic conditions in Ohio are getting worse (46%), 39% thought they are getting

<sup>1</sup> Data from 2008 and 2009 are from the Ohio Poll, the parent survey of the Ohio Health Issues Poll. Information about the Ohio Poll can be found at [www.ipr.uc.edu/OhioPoll/OhioPoll.html](http://www.ipr.uc.edu/OhioPoll/OhioPoll.html).

**Right now, do you think that economic conditions in Ohio are getting better or getting worse?** (Percentages for any given year will not add up to 100% because the percent who responded "don't know" is not included.)



Source: Data from 2008 and 2009 are from the Ohio Poll, parent survey of the Ohio Health Issues Poll, available at [www.ipr.uc.edu/OhioPoll/OhioPoll.html](http://www.ipr.uc.edu/OhioPoll/OhioPoll.html). Data from 2010 are from the Ohio Health Issues Poll, available at [www.healthfoundation.org/ohip.html](http://www.healthfoundation.org/ohip.html). The Consumer Confidence Index's Expectations Index data came from the web archives at CNNMoney, available at <http://money.cnn.com>.

better, and 14% thought that things are staying about the same. Since 2008, Ohioans have gotten slightly more positive about economic conditions: only 12% of Ohioans thought conditions were getting better in 2008, compared to 39% in 2010.

The upward trend in Ohio is similar to the upward trend in the national Consumer Confidence Index's Expectations Index, a measure of how Americans feel about what economic

conditions will be for the next six months.<sup>2</sup> Higher scores on the Index indicate people feel more positively. The Expectations Index was 45.7 in May 2008, 65.5 in June 2009, and 85.3 in May

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<sup>2</sup> The Consumer Confidence Index is based on survey of 5,000 U.S. households conducted for The Conference Board since 1967. The index uses 1985 as the benchmark year when the index stood at 100. For more information about the Consumer Confidence Index, please see [www.conference-board.org/data/consumerdata.cfm](http://www.conference-board.org/data/consumerdata.cfm).

2010, showing that Americans in general feel that conditions are improving.<sup>3</sup>

## Most Think their Finances Will Stay the Same

When asked what they thought about financial conditions closer to home, most Ohio adults (54%) think that their family will be about the same financially next year. The remaining Ohioans are split, with 24% stating that they'll be financially better off next year and 22% worse off. Some demographic groups are more hopeful than others that they'll be financially better off, including African Americans (41%) and the uninsured (48%).

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<sup>3</sup> Data for the Expectations Index came from:

- May 2008: [http://money.cnn.com/2008/05/27/news/economy/consumer\\_confidence/?postversion=2008052713](http://money.cnn.com/2008/05/27/news/economy/consumer_confidence/?postversion=2008052713)
- June 2009: [http://money.cnn.com/2009/06/30/news/economy/consumer\\_confidence.reut/index.htm](http://money.cnn.com/2009/06/30/news/economy/consumer_confidence.reut/index.htm)
- May 2010: [http://money.cnn.com/2010/05/25/news/economy/consumer\\_confidence/index.htm](http://money.cnn.com/2010/05/25/news/economy/consumer_confidence/index.htm)