

Americans Continue to View Job Market in Very Negative Light

Less than one-quarter believe job market will get better over the next six months

NEW YORK, N.Y. – September 1, 2010 – One of the larger parts of the current economic crisis has been unemployment. In fact, when economists were speaking about economic recovery, they often stated it could be a jobless recovery. Americans feel the employment woes, as two-thirds of them (66%) say the current job market of their region is bad, 22% say it is neither good nor bad and only 12% say it is good.

Looking at it by region, those in the Midwest and West are feeling these employment problems the most. Seven in ten Westerners (71%) and Midwesterners (70%) say the current job market is bad. The job market in the East seems the “best” as almost one in five Easterners (17%) say it is good while three in five (60%) say it is bad.

These are some of the results of ***The Harris Poll*** of 2,775 adults surveyed online between August 9 and 16, 2010 by [Harris Interactive](#).

Job market in six months

Looking ahead for the job market, there does not seem to be much optimism. When asked how they think the job market in their region will change in the next six months, over one-quarter of U.S. adults (27%) say it will get worse, half (49%) believe it will remain the same and under one-quarter (23%) believe it will get better. Americans were a little more optimistic at the beginning of the summer. In June, just over one-quarter of U.S. adults (26%) said they thought the job market in their region would be better, over half (53%) thought it would remain the same and one in five (21%) believed it would get worse.

Concerns about being unemployed

While they may not think the job market in their area is good, there are mixed concerns among Americans about the main income earner becoming unemployed. Two in five U.S. adults (38%) say they are concerned, with 16% saying they are very concerned and 22% saying they are somewhat concerned that the main income earner in their household will be unemployed in the next six months. However, three in five (62%) are not concerned, with one-third of Americans (32%) saying they are not at all concerned that the income earner in their household will lose their job in the next six months.

So what?

Regardless of any positive indicators for the overall economy, if jobs are always something on people’s minds, Americans will not believe those positive indicators. The high unemployment numbers are something people can see on a regular basis and, while they may not have large concerns about losing their jobs, they know the job market is not good.

TABLE 1
RATING OF CURRENT JOB MARKET - TREND

“How would you rate the current job market of your region of the nation?”

Base: All adults

	2008		2009							
	June	July	Jan	April	June	Aug	Sept	Oct	Nov	Dec
	%	%	%	%	%	%	%	%	%	%
GOOD (NET)	28	30	6	12	9	8	10	10	8	9
Neither good nor bad	18	19	18	20	19	21	22	20	18	19
BAD (NET)	53	51	76	68	72	71	68	70	73	72

	2010					
	Jan	Mar.	April	May	June	Aug
	%	%	%	%	%	%
GOOD (NET)	10	8	10	12	10	12
Neither good nor bad	20	18	21	20	25	22
BAD (NET)	70	73	70	68	66	66

Note: Percentages may not add to 100% due to rounding

TABLE 2
RATING OF CURRENT JOB MARKET IN YOUR REGION – BY REGION

“How would you rate the current job market of your region of the nation?”

Base: All adults

	Total	Region			
		East	Midwest	South	West
	%	%	%	%	%
GOOD (NET)	12	17	9	14	8
Very good	2	7	1	1	*
Somewhat good	10	10	8	13	8
Neither good nor bad	22	23	21	23	21
BAD (NET)	66	60	70	63	71
Somewhat bad	38	41	41	36	36
Very bad	28	19	29	27	35

Note: Percentages may not add to 100% due to rounding; * indicates less than 0.5%

TABLE 3
EXPECTATIONS FOR JOB MARKET IN SIX MONTHS – TREND

“How do you think that the job market in your region of the nation will change over the next 6 months?”

Base: All adults

	Jan. 2009	April 2009	June 2009	August 2009	June 2010	Aug 2010
	%	%	%	%	%	%
BETTER (NET)	15	23	21	28	26	23
Will be much better	1	3	2	2	1	2
Will be somewhat better	14	20	19	26	25	21
Will remain the same	36	42	47	47	53	49
WORSE (NET)	49	36	32	25	21	27
Will be somewhat worse	36	29	24	19	15	22
Will be much worse	14	7	8	6	6	5

Note: Percentages may not add to 100% due to rounding;

TABLE 4
EXPECTATIONS FOR JOB MARKET IN YOUR REGION IN SIX MONTHS

“How do you think that the job market in your region of the nation will change over the next 6 months?”

Base: All adults

	Total	Region			
		East	Midwest	South	West
	%	%	%	%	%
BETTER (NET)	23	29	22	21	22
Will be much better	2	6	1	1	1
Will be somewhat better	21	23	21	20	21
Will remain the same	49	47	52	47	53
WORSE (NET)	27	24	26	32	25
Will be somewhat worse	22	20	22	25	21
Will be much worse	5	4	5	7	4

Note: Percentages may not add to 100% due to rounding;

**TABLE 5
CONCERN OVER BECOMING UNEMPLOYED**

“How concerned are you that the main income earner in your household might become unemployed in the next 6 months?”

Base: All adults

	April 2009	June 2009	Aug 2009	Aug 2010
	%	%	%	%
CONCERNED (NET)	43	42	39	38
Very concerned	17	16	14	16
Somewhat concerned	26	27	25	22
NOT CONCERNED (NET)	57	58	61	62
Not very concerned	26	27	28	29
Not at all concerned	31	31	32	32

Note: Percentages may not add to 100% due to rounding

Methodology

This **Harris Poll** was conducted online within the United States between August 9 to 16, 2010 among 2,775 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents’ propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

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