

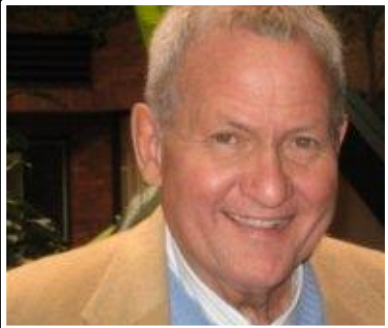
A nighttime photograph of a city skyline, likely Detroit, Michigan, with numerous skyscrapers illuminated and their lights reflected in a body of water in the foreground. The scene is dark, with the city lights providing the primary illumination.

MICHIGAN ECONOMIC

OUTLOOK SURVEY

2018

PROGRAM ADVISORS



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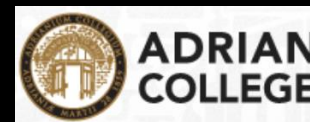
DON HART



DAVID BAKER



MATT BROWN, PHD



JASON CAMPBELL



“A key component of our reinvention of Michigan is the setting of clear, measurable goals that serve as a catalyst for positive change That’s why independent barometers such as the Economic Outlook survey are valuable tools.”

– Governor Rick Snyder, 2013

231 RESPONSES – MICHIGAN

SECTOR

BUSINESS

73%



GOVERNMENT

7%

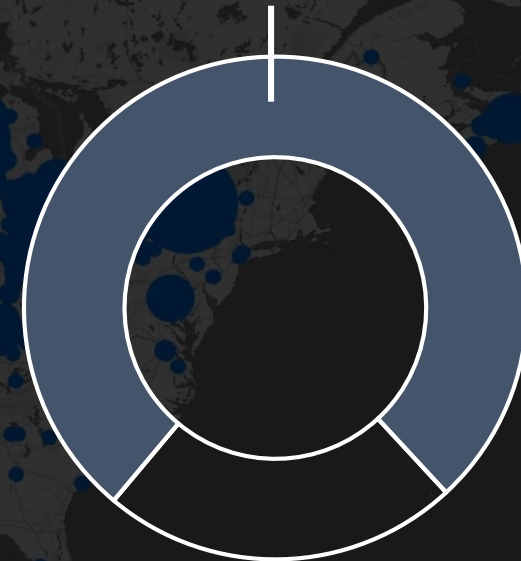
NONPROFIT

20%

ROLE

EXECUTIVES

77%



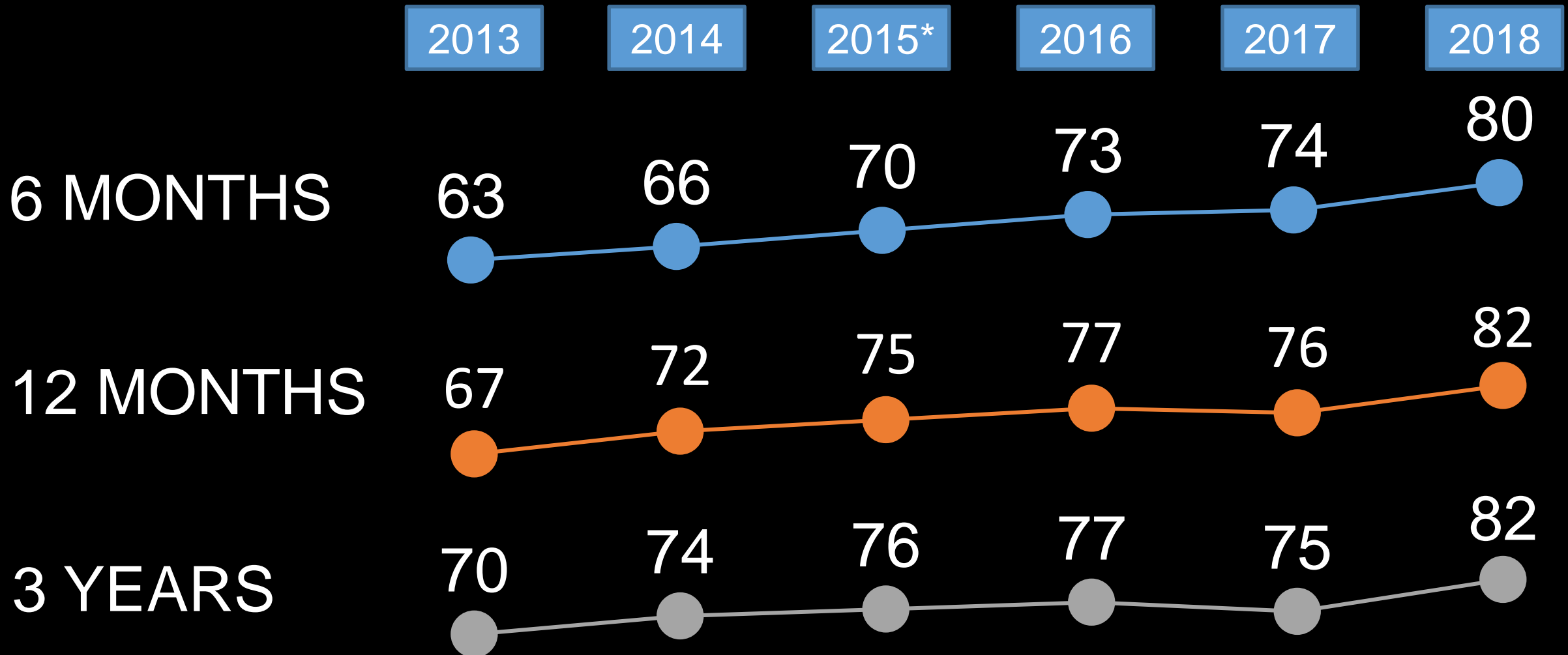
1

**THE MICHIGAN ECONOMIC
OUTLOOK IS AT A 6-YEAR HIGH**

1

THE MICHIGAN OUTLOOK IS AT A 6-YEAR HIGH FOR EXECUTIVES

Rate your organization's outlook for the following time frames:



* Estimate used for 2015

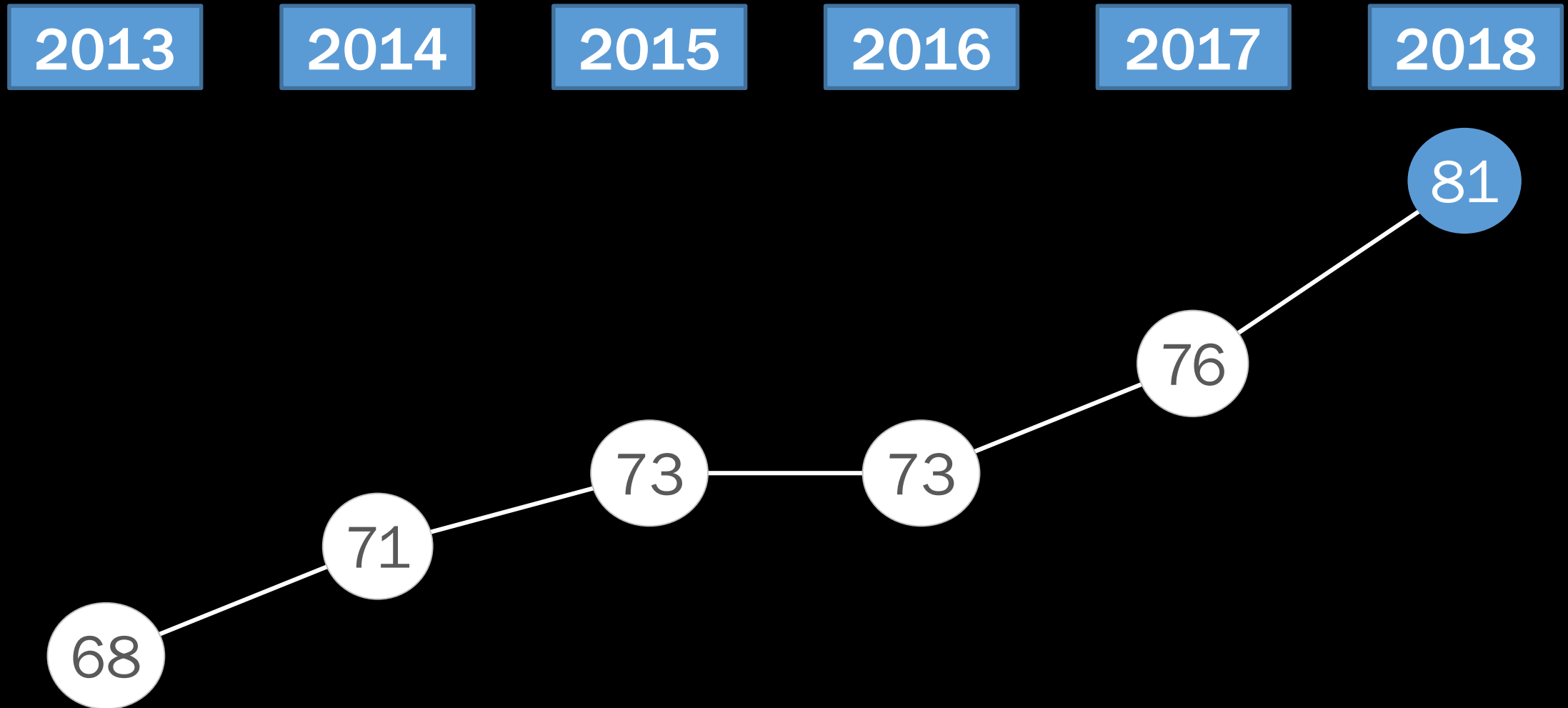
Executives: Owner/Proprietor/Founder, President/CEO/Chief Elected Official, Other C-Suite/Top-Level Management, Partner, or Manager/Director

2

**EXECUTIVES RECOMMEND
MICHIGAN FOR BUSINESS**

2 EXECUTIVES INCREASINGLY RECOMMEND MICHIGAN

How likely are you to recommend Michigan as a great place to grow a business?



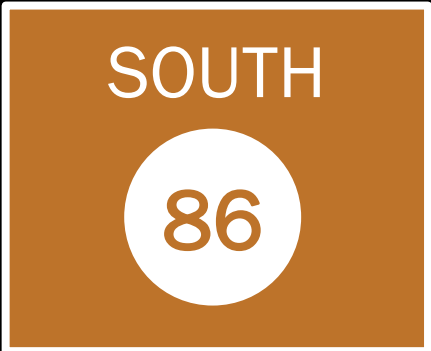
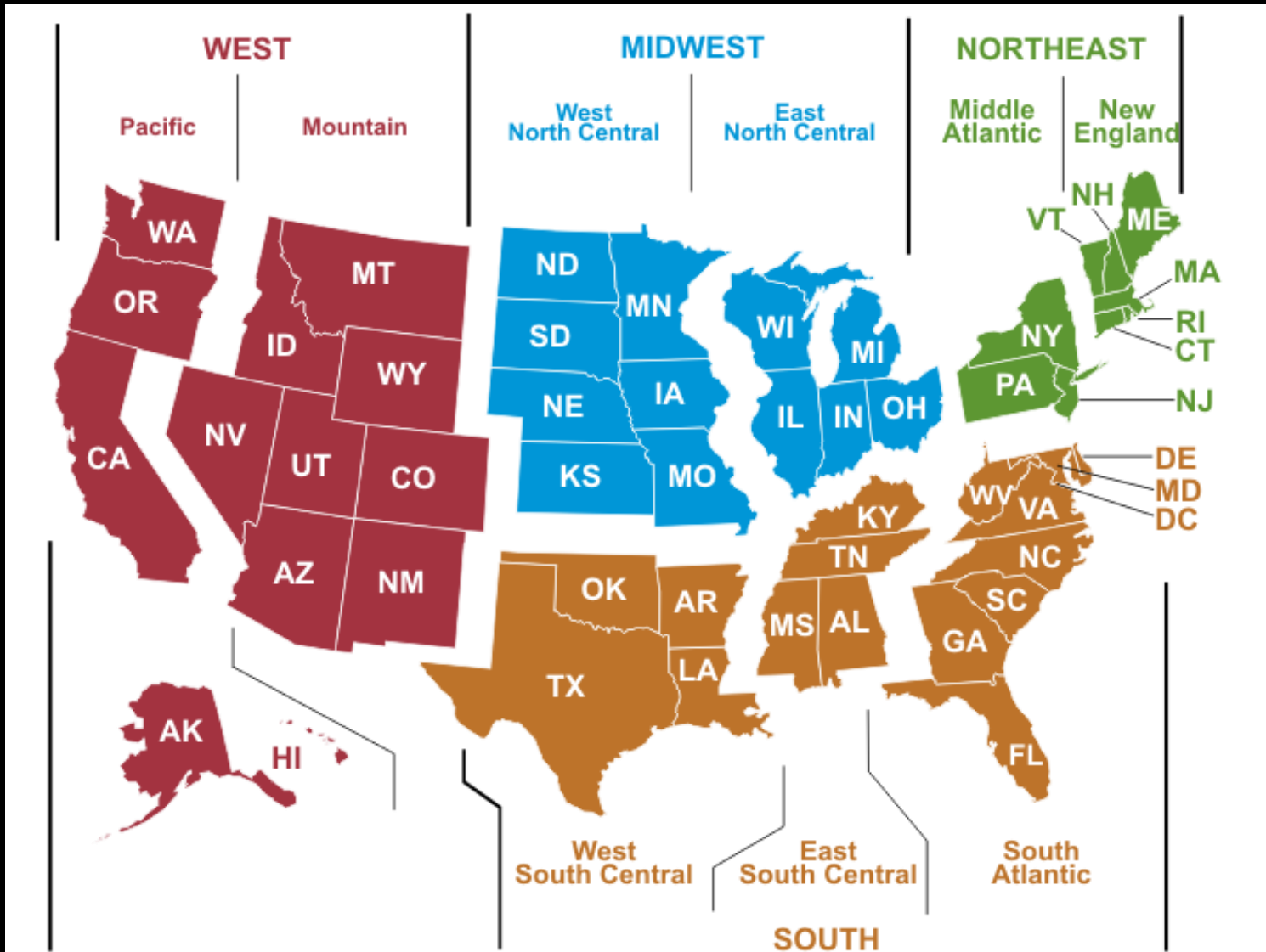
Note: All scores translated from a 1-10 scale survey question to a 0-100 scale score.

Executives: Owner/Proprietor/Founder, President/CEO/Chief Elected Official, Other C-Suite/Top-Level Management, Partner, or Manager/Director

2

RECOMMEND SCORE BY MI EXECUTIVES IS RELATIVELY HIGH

STATE RECOMMENDATION SCORES BY EXECUTIVES – MICHIGAN AND US REGIONS



3

**MICHIGAN IMPROVES AS A GREAT
PLACE TO GROW A BUSINESS**

3

ALL SCORES FOR MICHIGAN ARE UP

My state / province . . .

2016

2017

2018

Is business-friendly

61

69

72

Is a great place to start or grow a business

62

68

71

Is a great state for young professionals

61

67

71

Has a strong, vibrant economy

57

61

69

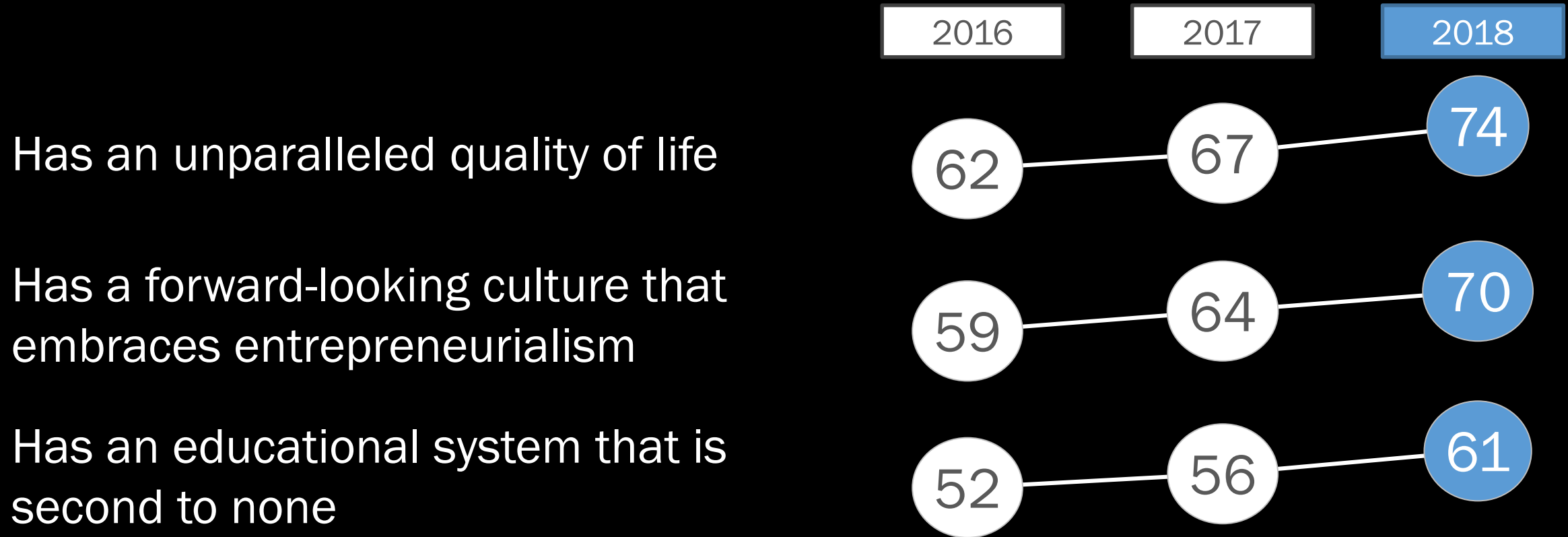
Note: All scores translated from a 1-10 scale survey question to a 0-100 scale score.

Executives: Owner/Proprietor/Founder, President/CEO/Chief Elected Official, Other C-Suite/Top-Level Management, Partner, or Manager/Director

3

MOST SCORES FOR MICHIGAN ECONOMIC REGIONS ARE UP

My economic region . . .



Note: All scores translated from a 1-10 scale survey question to a 0-100 scale score.

Executives: Owner/Proprietor/Founder, President/CEO/Chief Elected Official, Other C-Suite/Top-Level Management, Partner, or Manager/Director

4

**MICHIGAN COMPANIES ARE
IMPROVING THEIR CULTURES**

4

ALL SCORES FOR MICHIGAN ORGANIZATIONS ARE UP



My organization . . .

2017

2018

Has a clear direction for the future

MISSION

80

83

Has a highly engaged workforce

INVOLVEMENT

80

82

Adapts well to changes in the marketplace

ADAPTABILITY

76

80

Has efficient systems and processes for getting work done

CONSISTENCY

74

79

Note: All scores translated from a 1-10 scale survey question to a 0-100 scale score. Culture model was developed by Denison Consulting. Executives: Owner/Proprietor/Founder, President/CEO/Chief Elected Official, Other C-Suite/Top-Level Management, Partner, or Manager/Director

5

**LACK OF AVAILABLE TALENT
CONTINUES TO BE AN ISSUE**

5

EXECUTIVES SAY LACK OF AVAILABLE TALENT REMAINS AN ISSUE

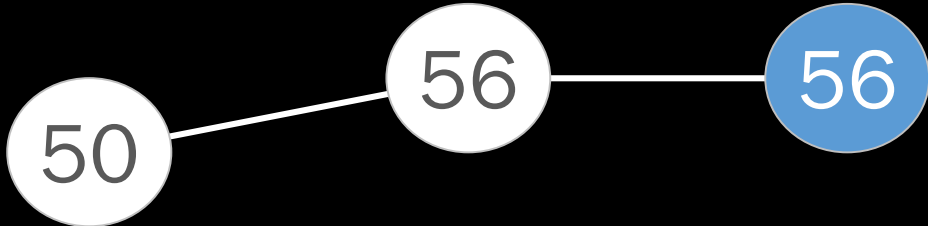
2016

2017

2018

My economic region . .

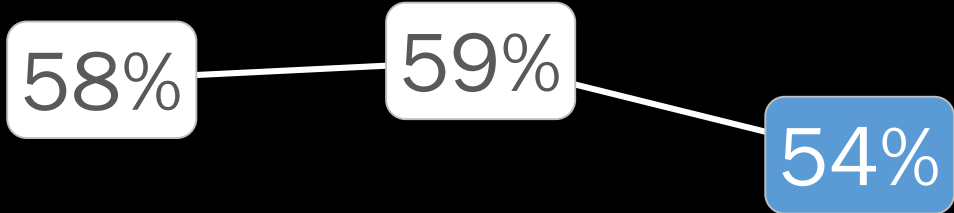
Has a large pool of skilled, educated talent available for hire



Note: scores translated from a 1-10 scale survey question to a 0-100 scale score.

Which of the following does your organization expect for 2018?

Hire more people



Executives: Owner/Proprietor/Founder, President/CEO/Chief Elected Official, Other C-Suite/Top-Level Management, Partner, or Manager/Director

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