

# MICHIGAN ECONOMIC OUTLOOK SURVEY

# 2021

## CENTRAL THEME

---

MAKE MICHIGAN  
A GREAT PLACE TO  
GROW A BUSINESS



# SPECIAL THANKS



**STEVE GRIGORIAN**  
President & CEO



**NATALIA KOVICAK**  
President



**DIANE KELLER**  
President & CEO



**SHERI PETRAS**  
CEO and Partner



**DAVID HAM**  
Program Director



**DON HART**  
President



**JIMMY HSIAO**  
CEO and Founder



**MATT BROWN, PH. D.**  
Visiting Professor



**LARRY EILER**  
Author and Speaker



# 2021

107

ASSOCIATIONS

1,435

RESPONSES

361

CITIES

40

STATES & PROVINCES

**2013-2021**

**618**

**ASSOCIATIONS**

**19,479**

**RESPONSES**

# MICHIGAN BY THE NUMBERS



Population DEC 2020 10.0M

Civilian Labor Force NOV 2020 4.9M

Employed NOV 2020 4.6M

Unemployment NOV 2020 6.9%

US  
330M

GDP (MINQGSP)

\$525B

US  
\$21.2T

GDP Per Capita

\$52,500

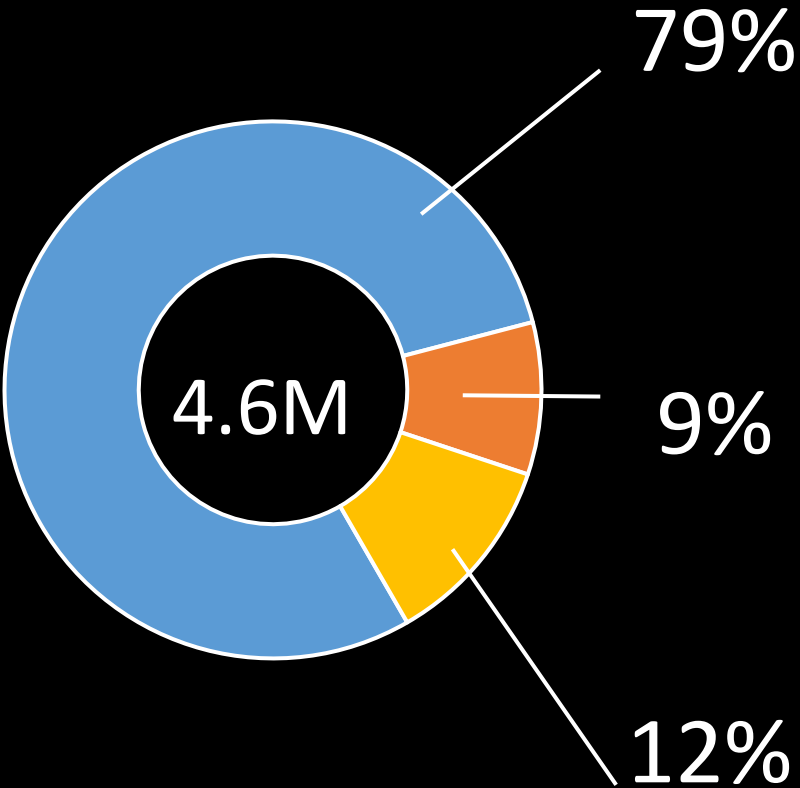
US  
\$56,290

Source: [census.gov](https://www.census.gov), [bls.gov](https://www.bls.gov), [fred.stlouisfed.org](https://fred.stlouisfed.org) Q3 2020 GDP at seasonally adjusted annual rate



# MICHIGAN

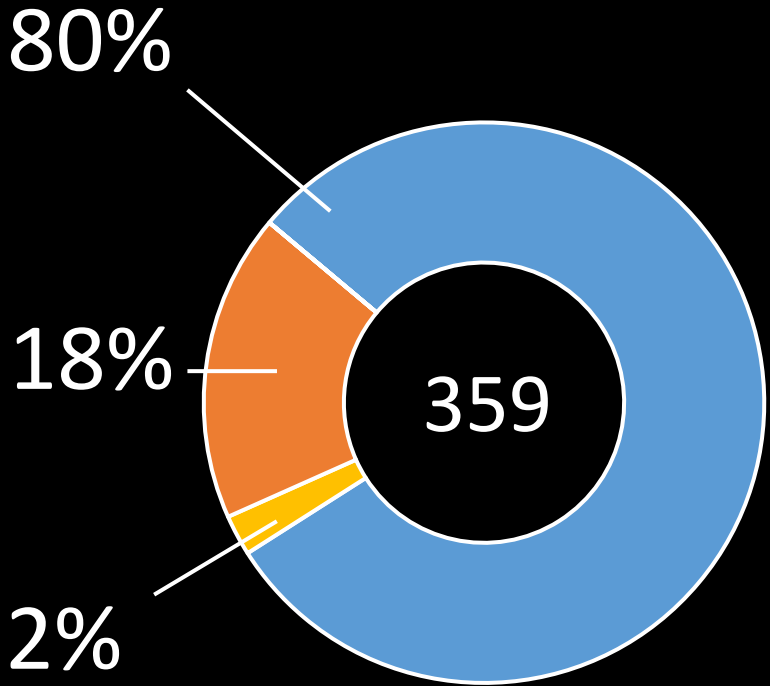
## WORKFORCE



## SECTORS



## SURVEY RESPONSES



Source: [bls.gov](https://www.bls.gov), [mnaonline.org](https://mnaonline.org)



# SURVEY TIMING

 Election Day  
11/03/20

 Survey Dates  
11/10/20 – 12/18/20

 Results Released  
01/12/21

NOVEMBER	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30					

DECEMBER	Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30			

JANUARY	Sun	Mon	Tue	Wed	Thu	Fri	Sat	
							1	2
	3	4	5	6	7	8	9	
	10	11	12	13	14	15	16	
	17	18	19	20	21	22	23	
	24	25	26	27	28			

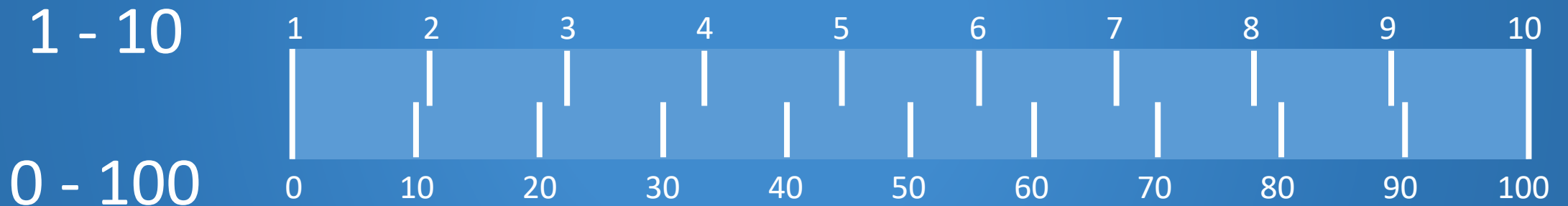




# MEASUREMENT METHODOLOGY



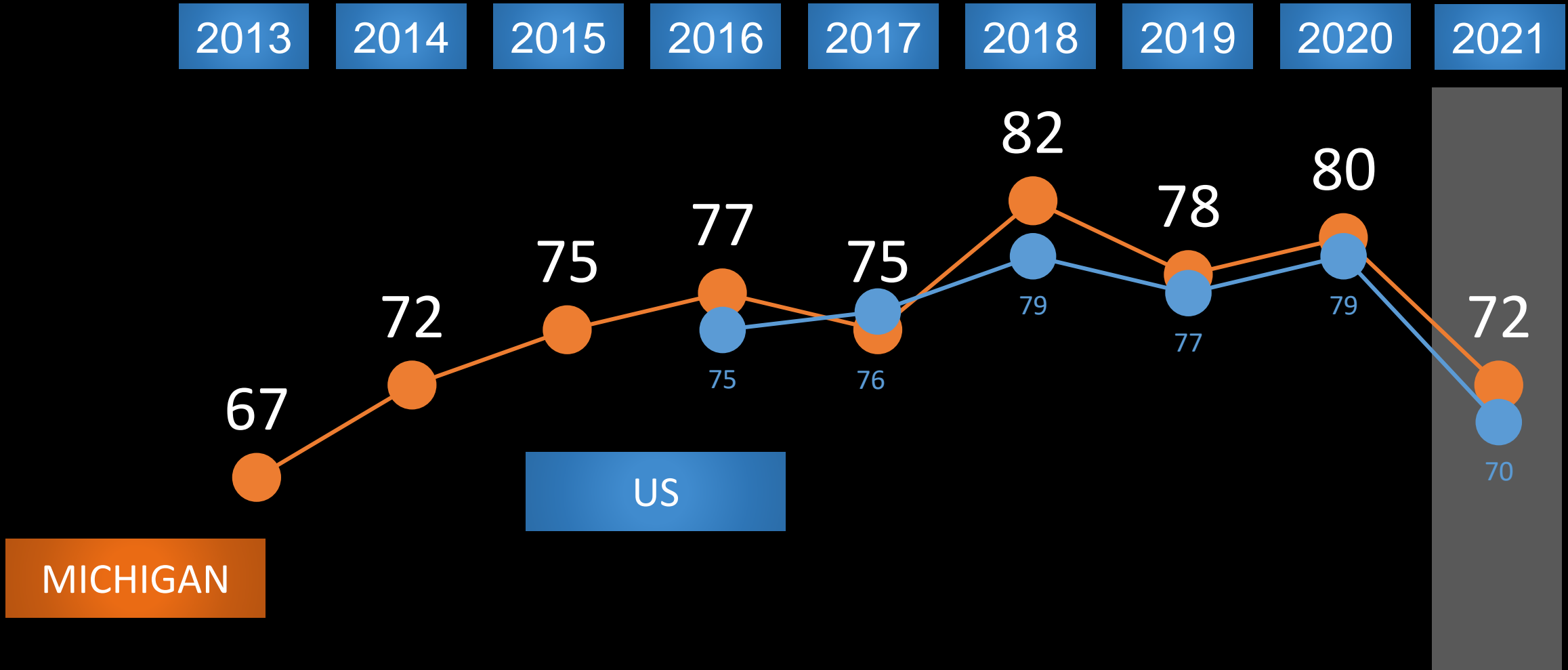
Questions are asked on a 1-10 scale,  
then translated to a 0-100 scale





# 12-MONTH OUTLOOK

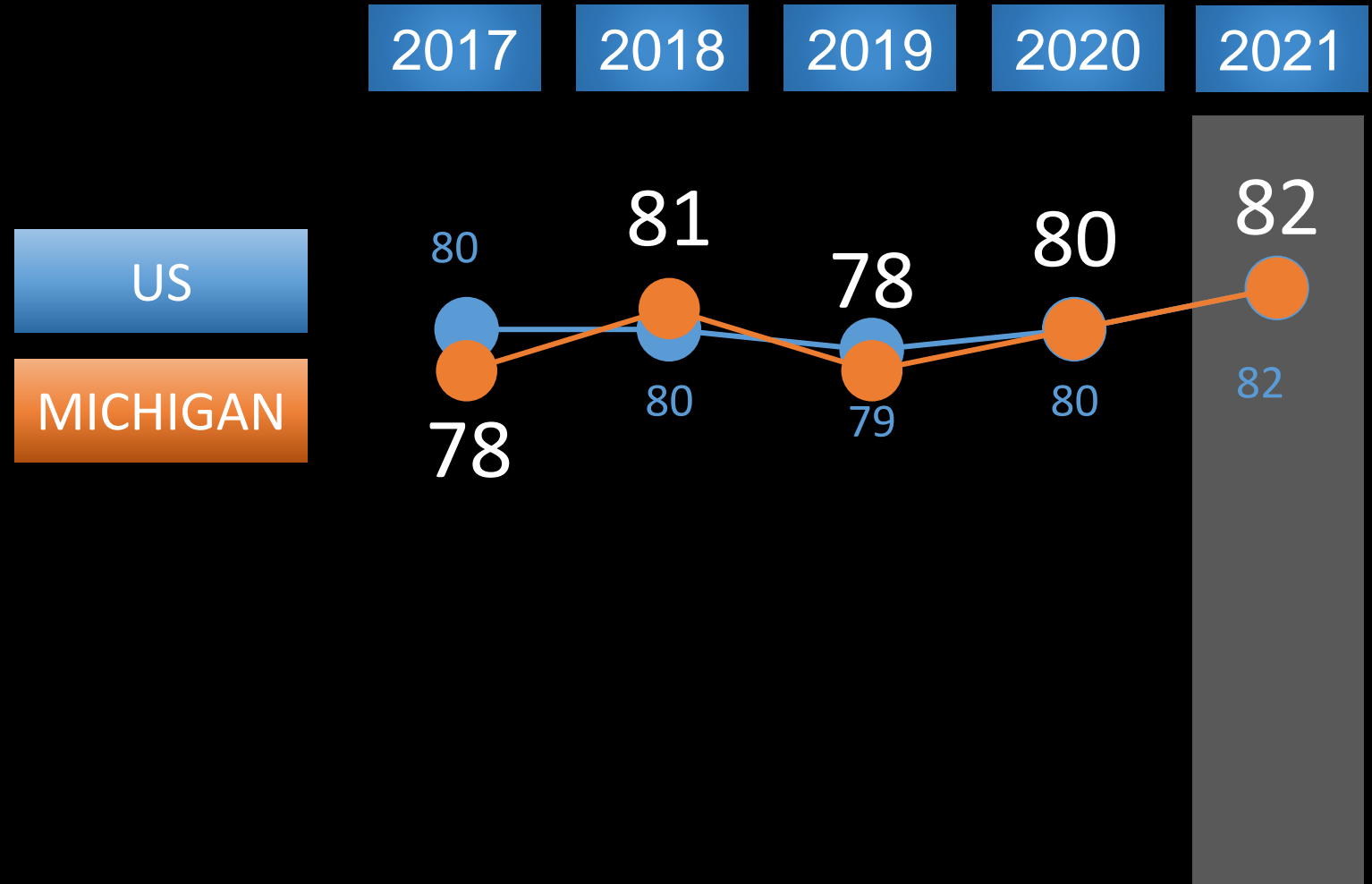
Rate your organization's 12-month outlook:  
(10 = excellent, 1 = poor)



# ORGANIZATION PERFORMANCE

*My company/organization overall has the right culture to execute strategy.*

(10 = strongly agree, 1 = strongly disagree)



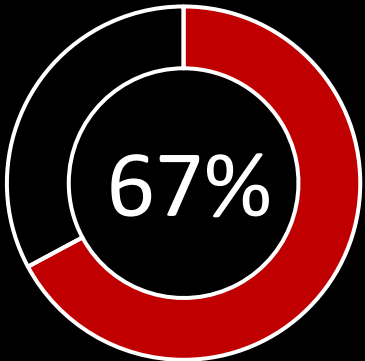
# IMPACT OF CORONAVIRUS

What impact has the Coronavirus pandemic had on your company/organization 2021 outlook?

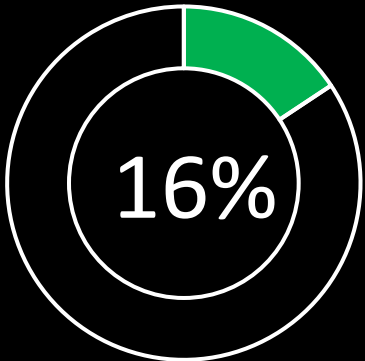
## MICHIGAN

### PERCENT IMPACTED

NEGATIVE

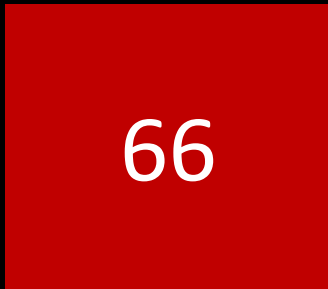


POSITIVE

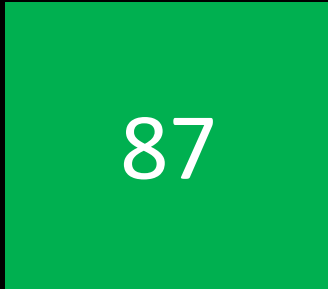


### 12-MONTH OUTLOOK SCORE

NEGATIVE



POSITIVE



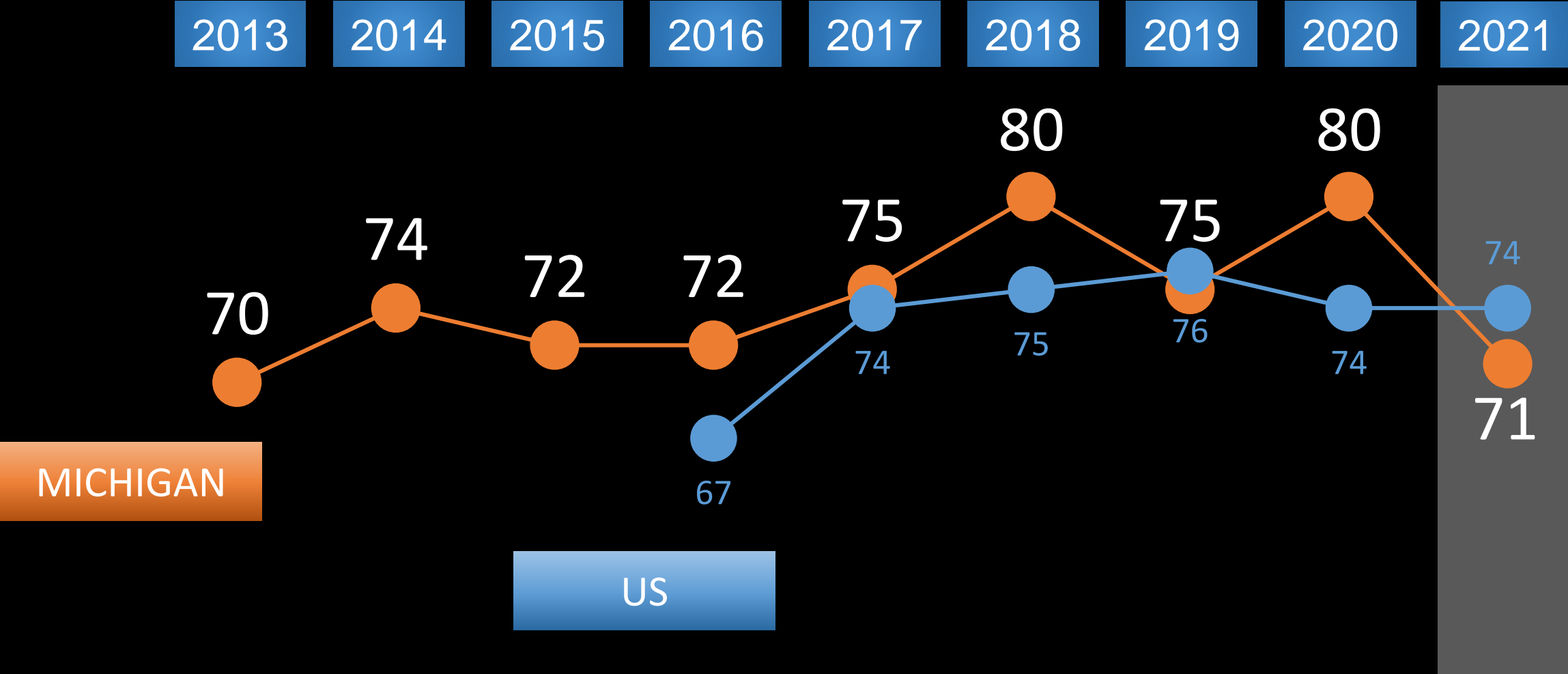
Note: This question was asked on five-point scale: extremely negative, somewhat negative, no clear impact, somewhat positive, and extremely positive.

Source: [bls.gov](https://www.bls.gov), [mnaonline.org](https://mnaonline.org)



# RECOMMEND - STATE

How likely are you to recommend your state as a great place to grow a business?  
(10 = extremely likely, 1 = not at all likely)

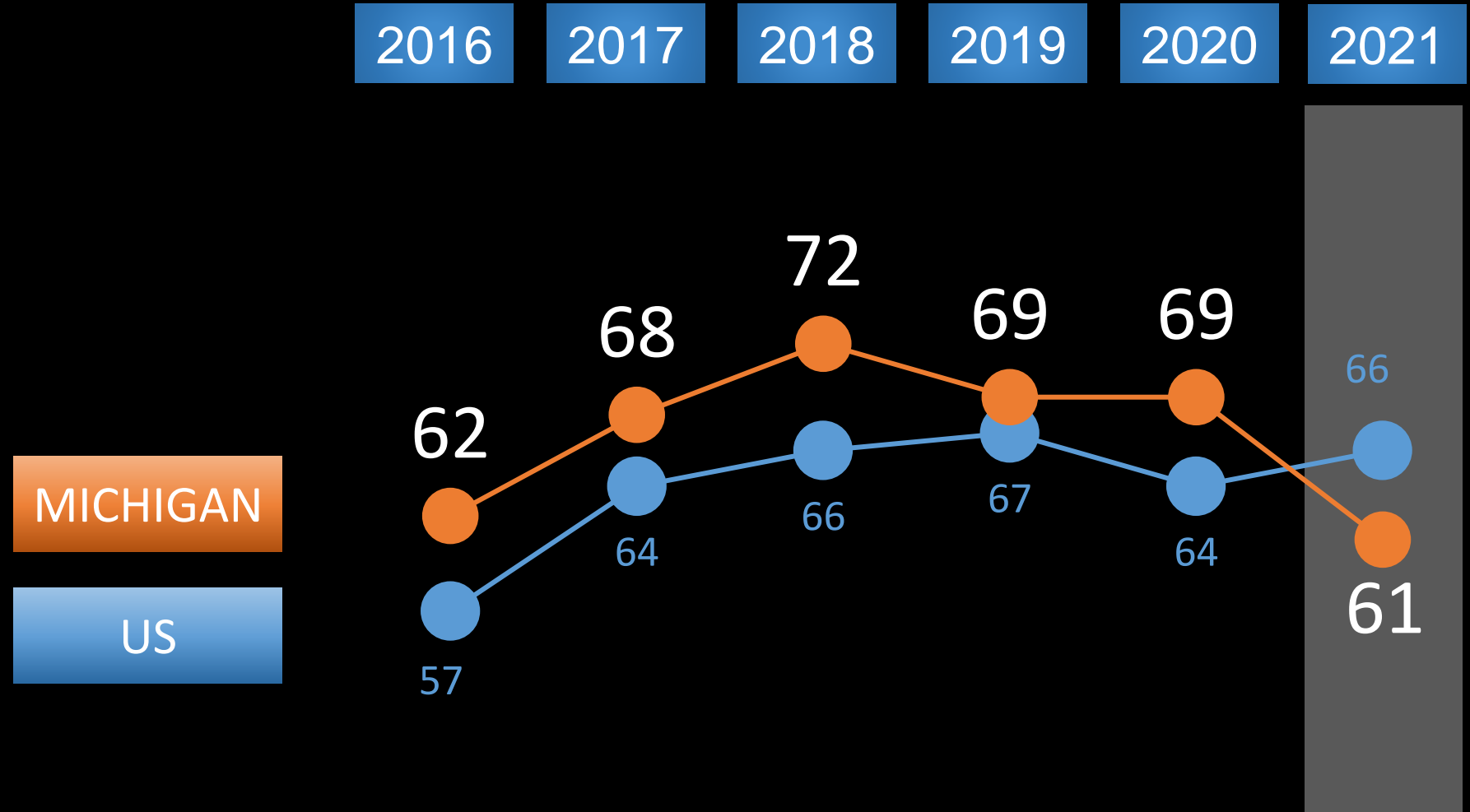


Scores shown are 0-10 respondent ratings translated to 0-100 scale. Methodology by CFI Group ([www.cfigroup.com](http://www.cfigroup.com)).



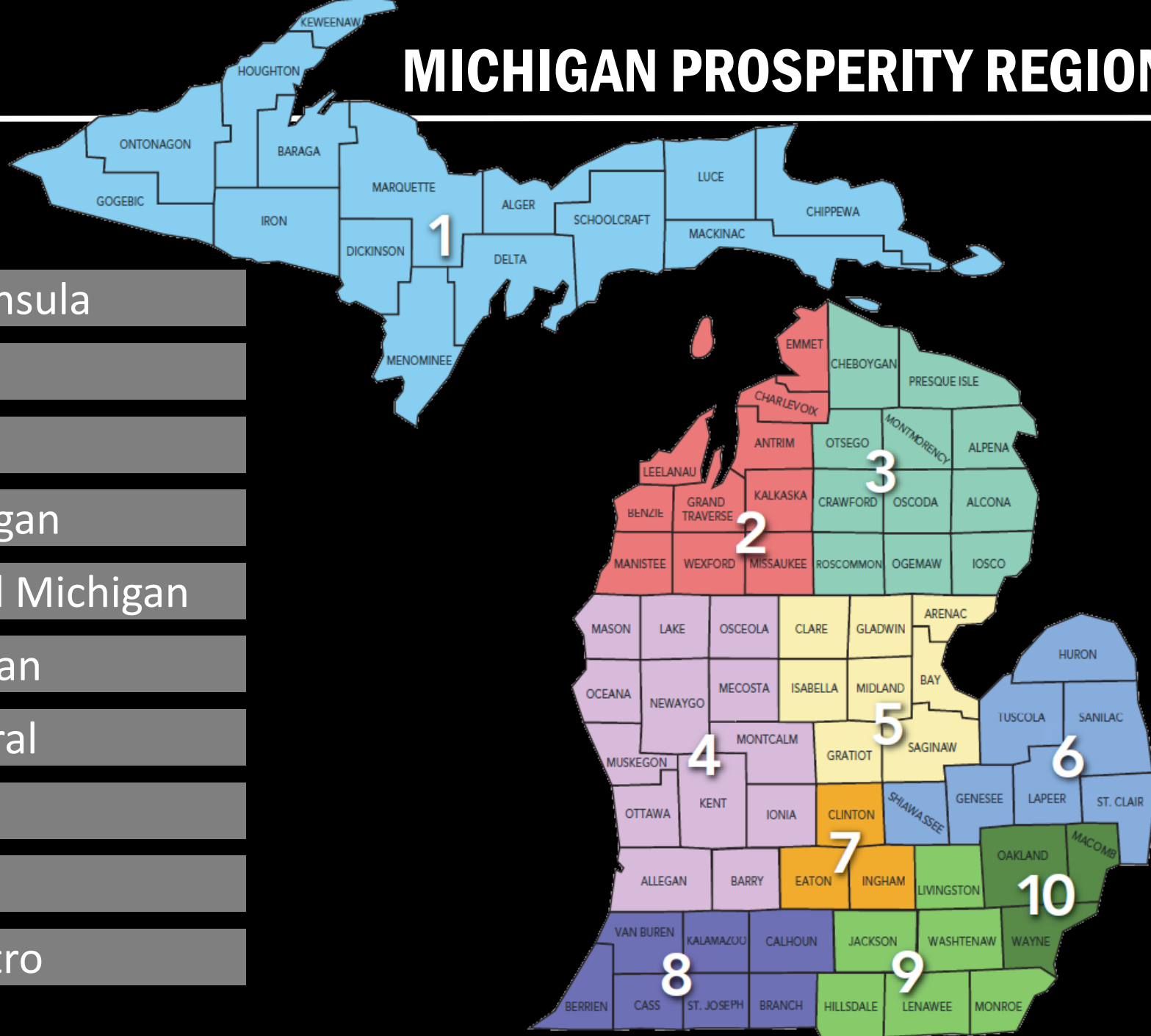
# BUSINESS FRIENDLY

*My state is business friendly.*  
(10 = strongly agree, 1 = strongly disagree)



# MICHIGAN PROSPERITY REGIONS

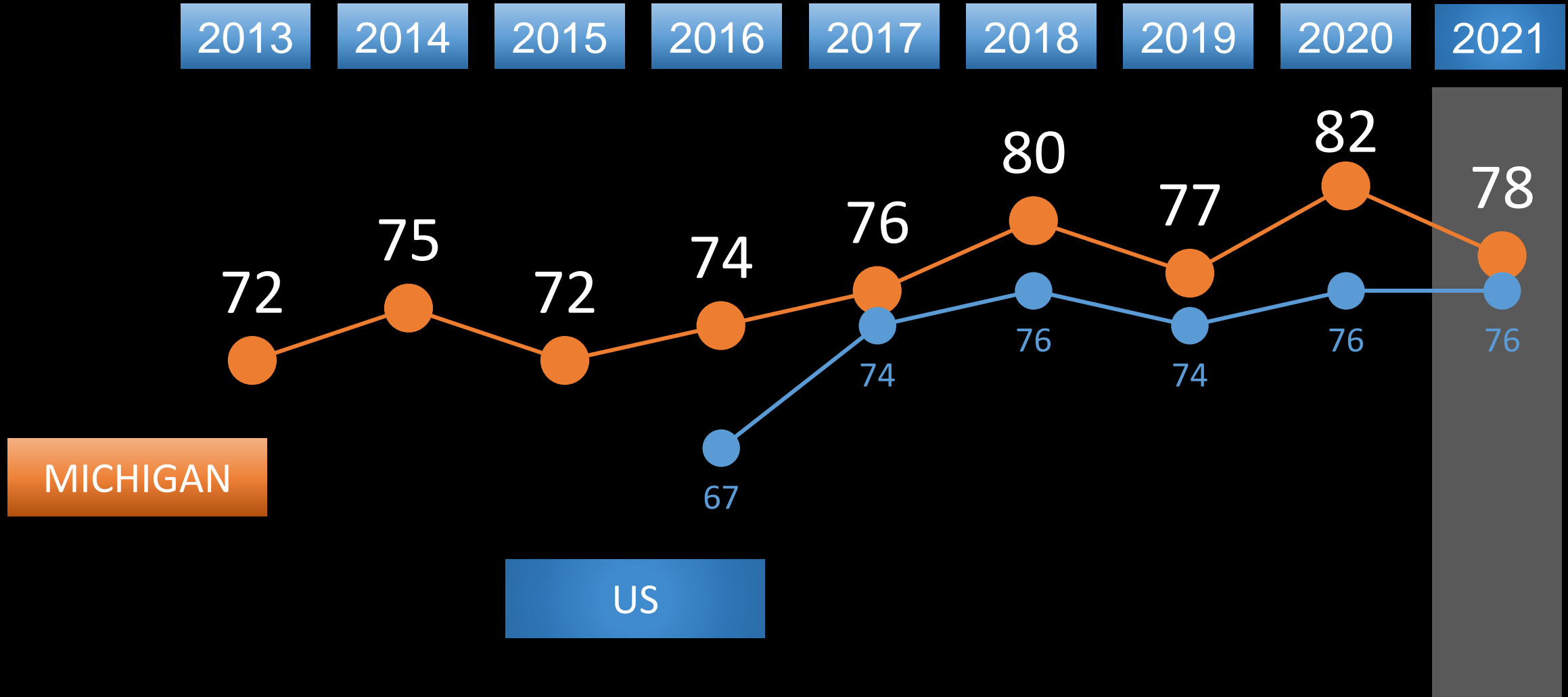
1	Upper Peninsula
2	Northwest
3	Northeast
4	West Michigan
5	East Central Michigan
6	East Michigan
7	South Central
8	Southwest
9	Southeast
10	Detroit Metro



# RECOMMEND – REGION

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

(10 = extremely likely, 1 = not at all likely)

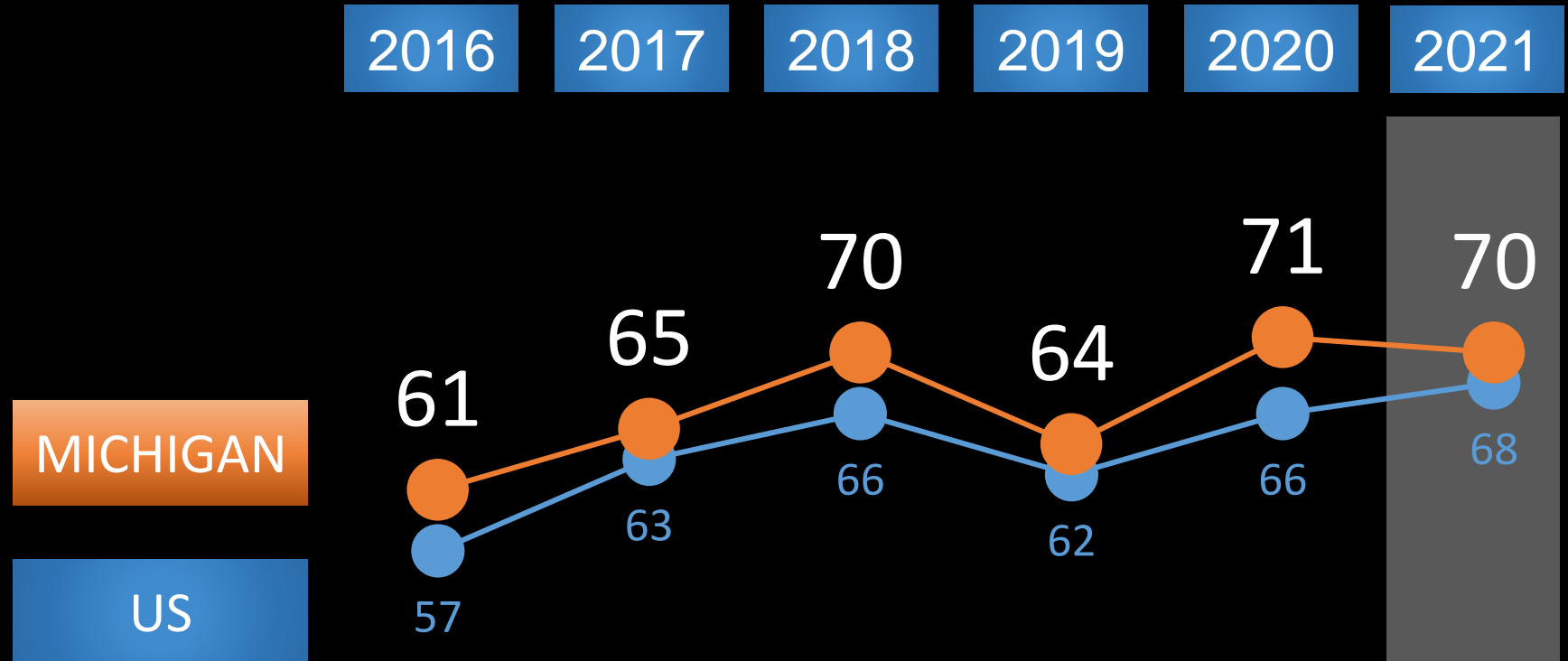




# ENTREPRENEURIAL CULTURE

*My economic region has a forward-looking culture that embraces entrepreneurialism.*

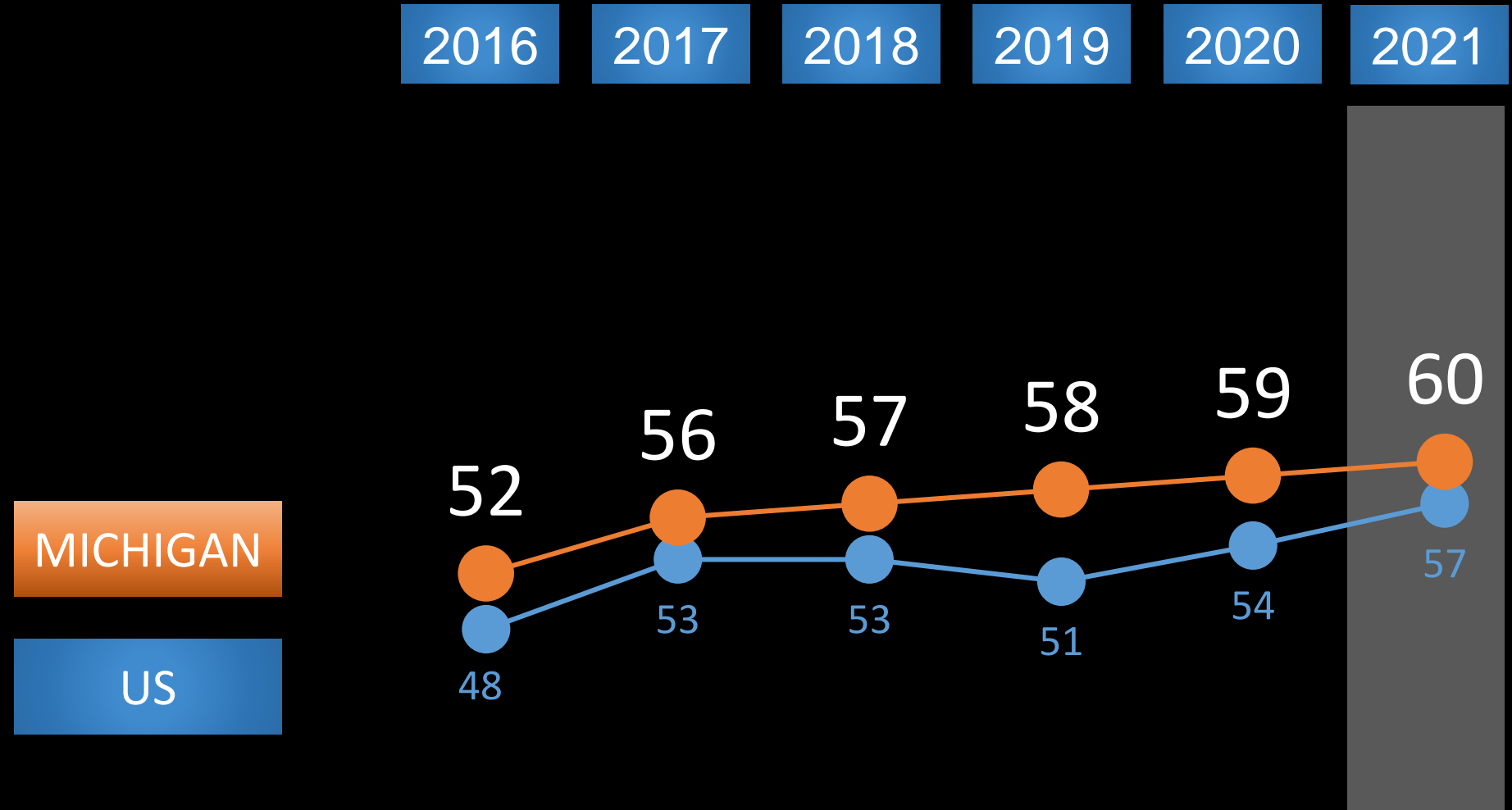
(10 = strongly agree, 1 = strongly disagree)



# AVAILABLE TALENT

*My economic region has a large pool of skilled, educated talent available for hire.*

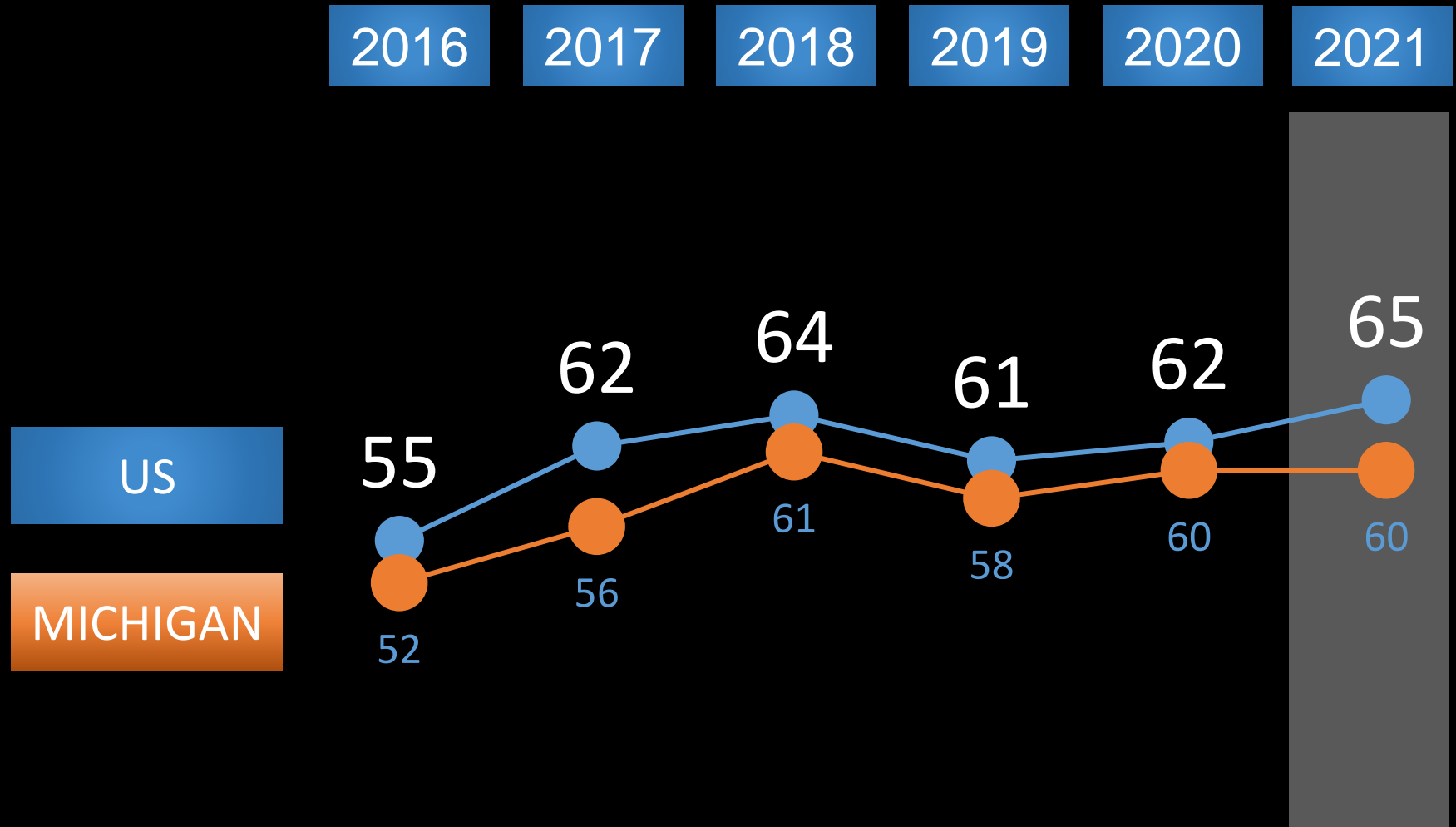
(10 = strongly agree, 1 = strongly disagree)



# EDUCATION SYSTEM

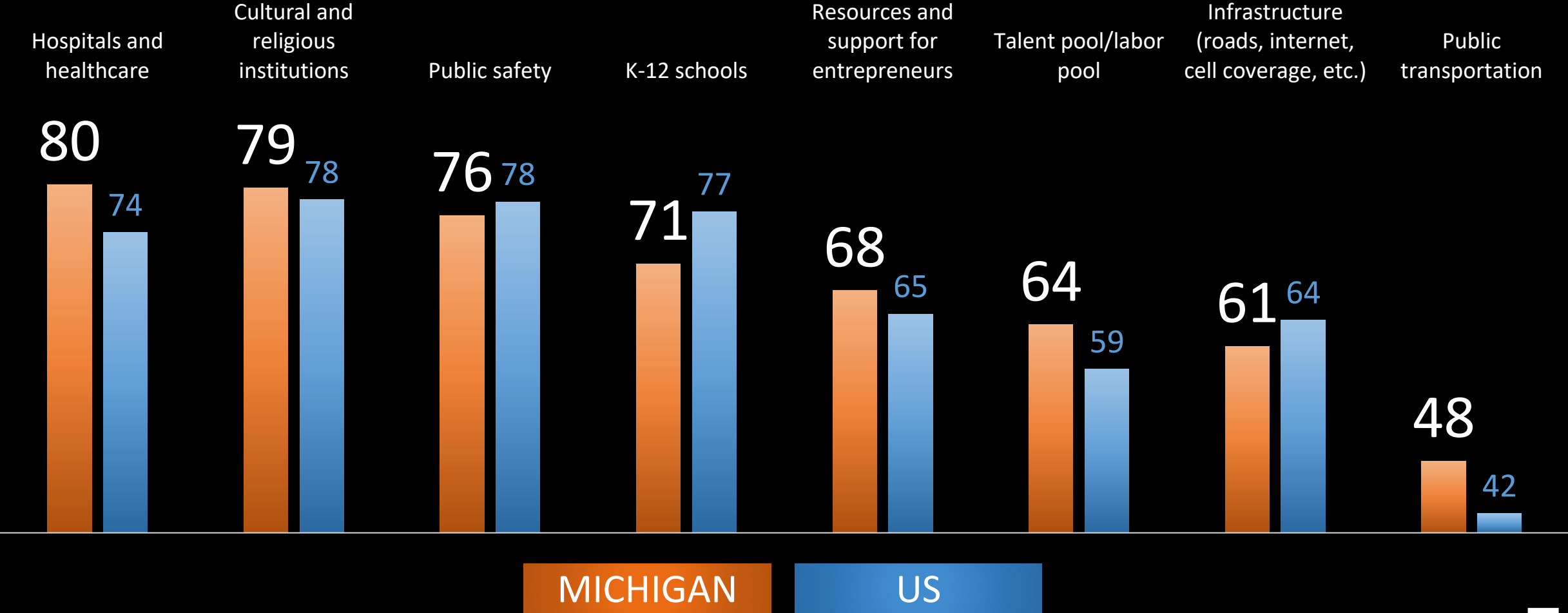
*My economic region has an educational system that is second to none.*

(10 = strongly agree, 1 = strongly disagree)



# LOCAL COMMUNITY

*My local community has excellent:*  
(10 = strongly agree, 1 = strongly disagree)



Scores shown are 0-10 respondent ratings translated to 0-100 scale. Methodology by CFI Group ([www.cfigroup.com](http://www.cfigroup.com)).



**OUTLOOKSURVEY.COM**