

MICHIGAN ECONOMIC OUTLOOK SURVEY

2026

SPECIAL THANKS



STEVE GRIGORIAN
President & CEO



DIANE KELLER
President & CEO



SHERI PETRAS
CEO and Partner



DAVID HAM
Director, Corp Strategy



DON HART
President



JIMMY HSIAO
CEO and Founder



BRAD SMITH
Vice President



VICKY AMONGIN
Administration



CENTRAL THEME

MAKE MICHIGAN
A GREAT PLACE TO
GROW A BUSINESS

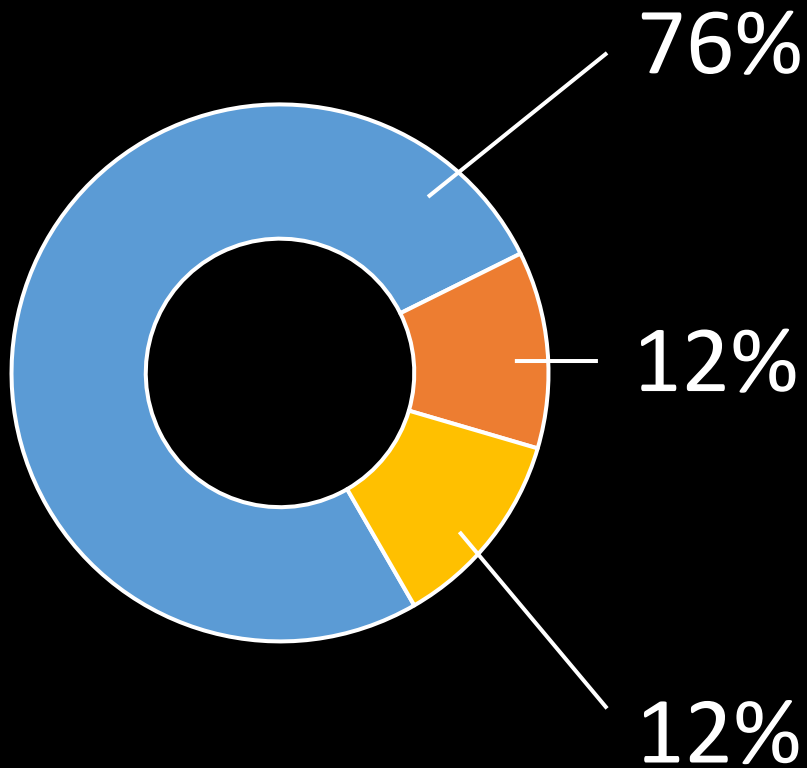


MICHIGAN SECTORS

ACTIVE WORKFORCE

SECTORS

SURVEY RESPONSES



BUSINESS

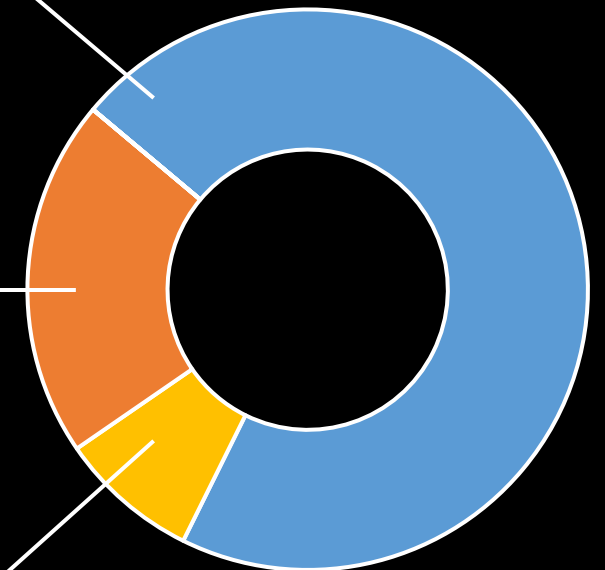
NONPROFIT

GOVERNMENT

71%

21%

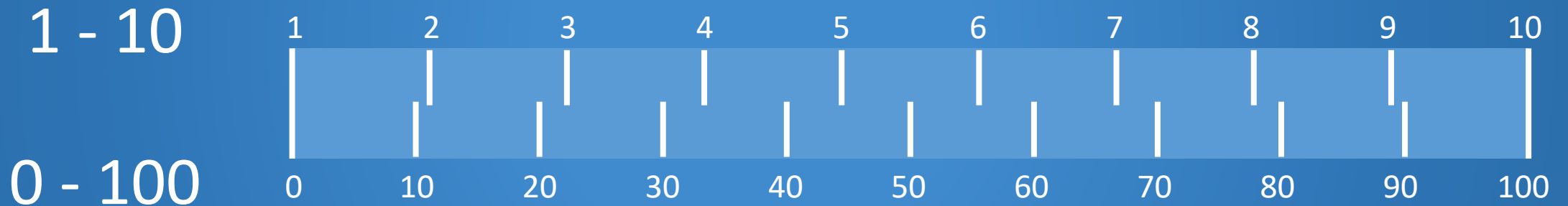
8%



TRACKING MEASURES METHODOLOGY



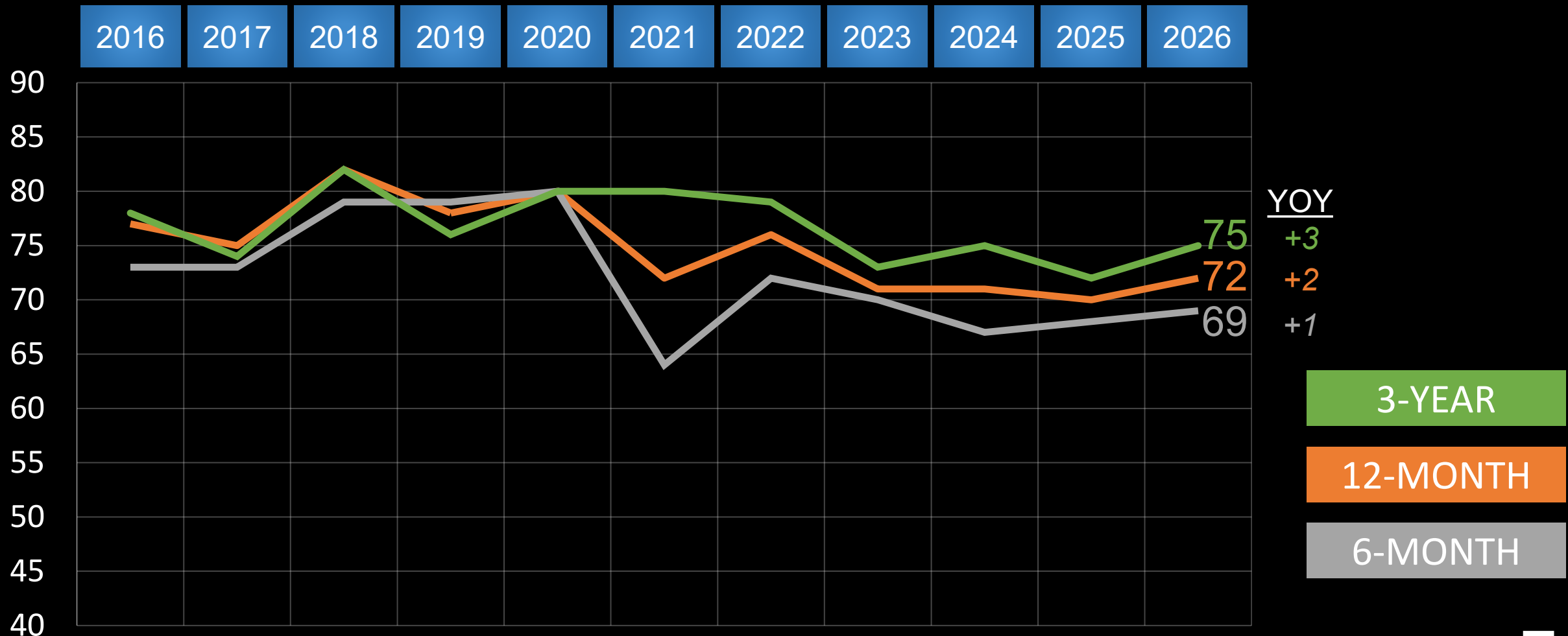
Questions are asked on a 1-10 scale,
then translated to a 0-100 scale



ORGANIZATION OUTLOOK

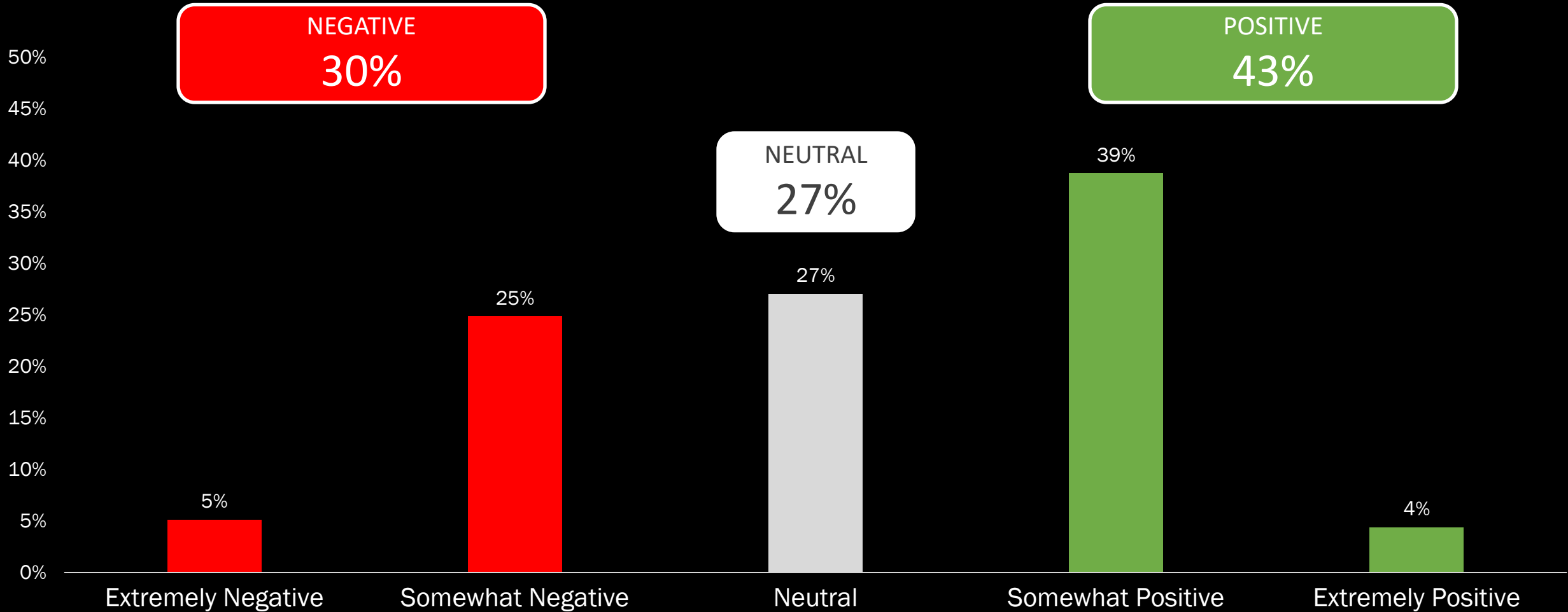
“Rate your organization’s outlook for the following timeframes:”

(10 = excellent, 1 = poor)



2025 MICHIGAN ECONOMY

“What is your view of Michigan's 2025 economy?”



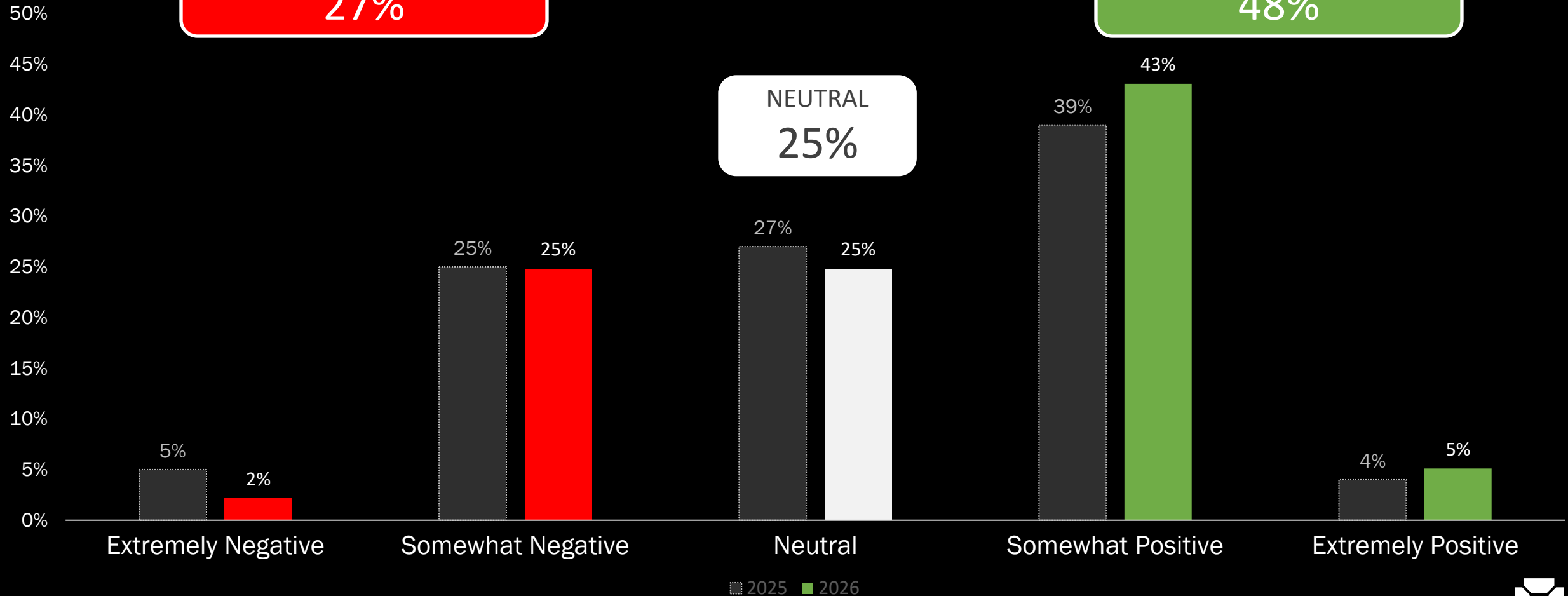
2026 MICHIGAN ECONOMY

“Looking ahead, what is your outlook for Michigan's 2026 economy?”

NEGATIVE
27%

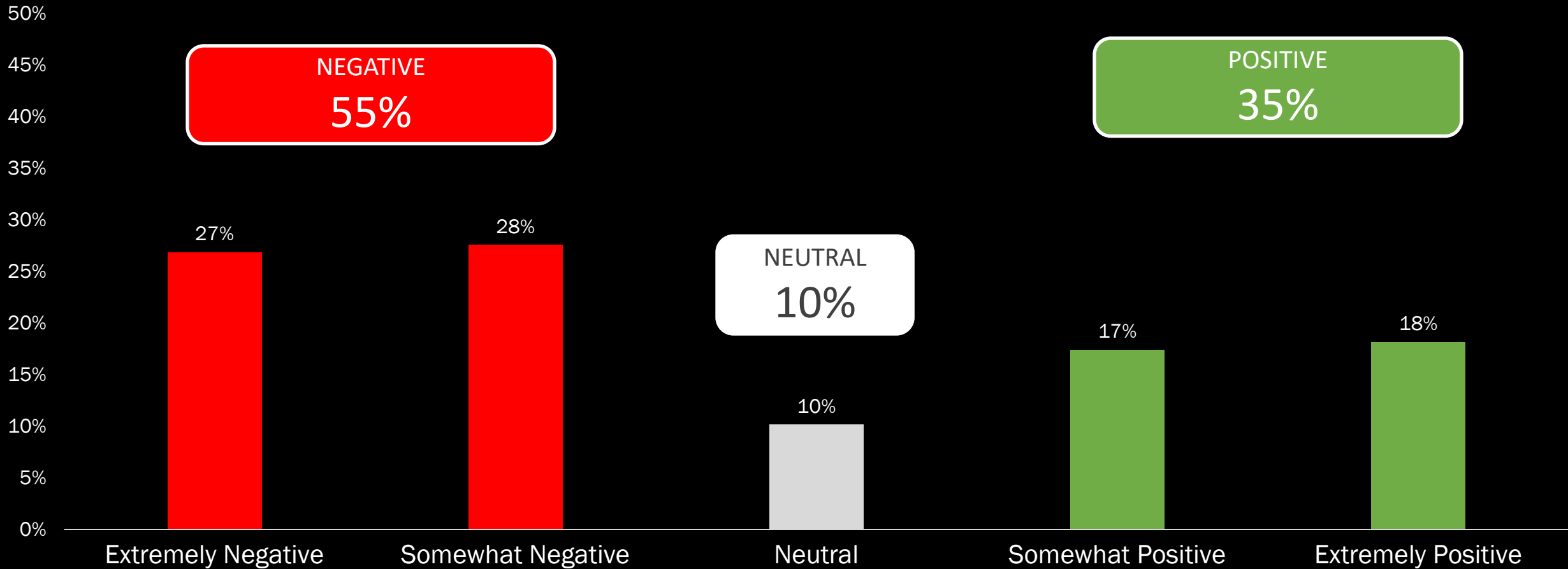
POSITIVE
48%

NEUTRAL
25%



2026 MICHIGAN ECONOMY

“What impact do you think President Trump's policies will have on Michigan's economy in 2026?”



MICHIGAN OVERALL

“How much do you agree with the following? Michigan . . .”
(10 = strongly agree, 1 = strongly disagree)

2024

2025

2026

Is a great state for raising a family



Is a great state for young professionals



Is on the right track



Has a strong, vibrant economy



Is business friendly



WHAT AI SAYS ABOUT OUR PANEL



MARY BUCHZEIGER



QUENTIN MESSER, JR.



GABRIEL EHRLICH



DANIEL HOWES



WHAT AI SAYS ABOUT OUR PANEL



“A top-tier, benchmark-quality panel . . . highly relevant to 2026 planning.”



“Exceptionally well-balanced . . . guided by a veteran journalist with deep automotive expertise.”



“A strong, balanced mix of expertise directly tied to Michigan's economic landscape.”



“Well-suited to provide substantive analysis of Michigan's 2026 economic outlook.”



OUTLOOKSURVEY.COM