

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

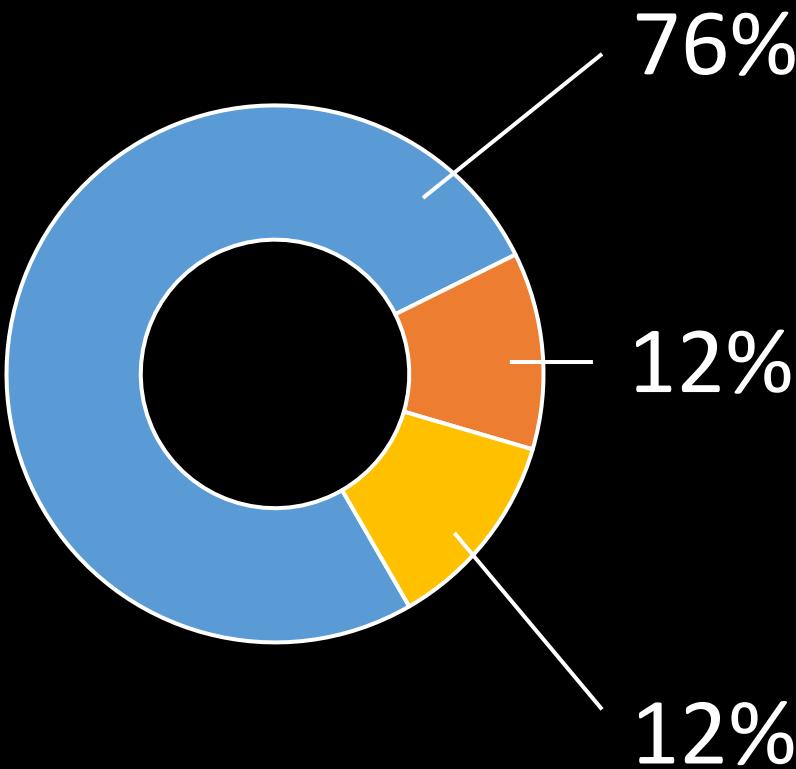


MAKE MICHIGAN
A GREAT PLACE TO
GROW A BUSINESS



MICHIGAN SECTORS

ACTIVE WORKFORCE



SECTORS

BUSINESS

NONPROFIT

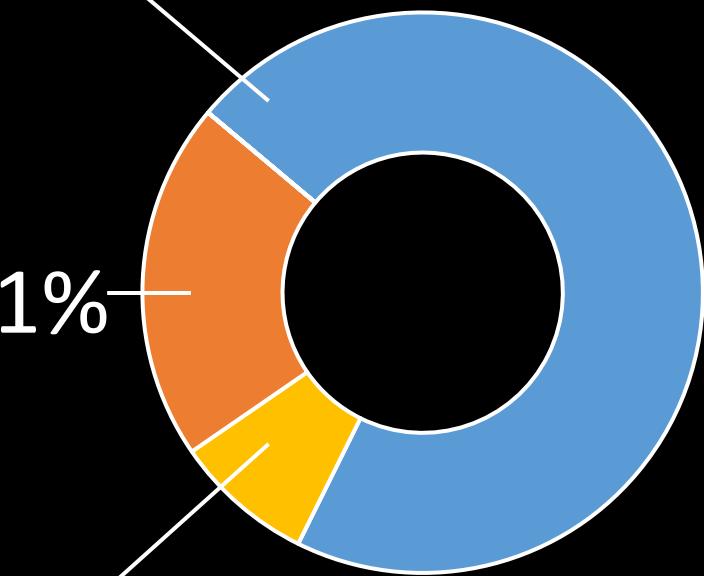
GOVERNMENT

SURVEY RESPONSES

71%

21%

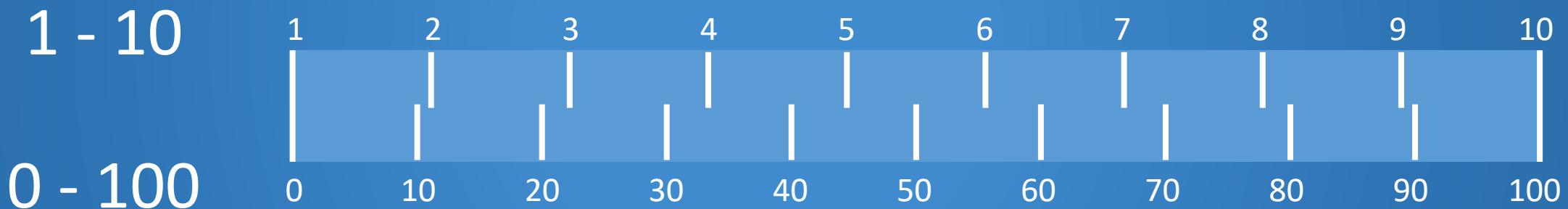
8%



TRACKING MEASURES METHODOLOGY

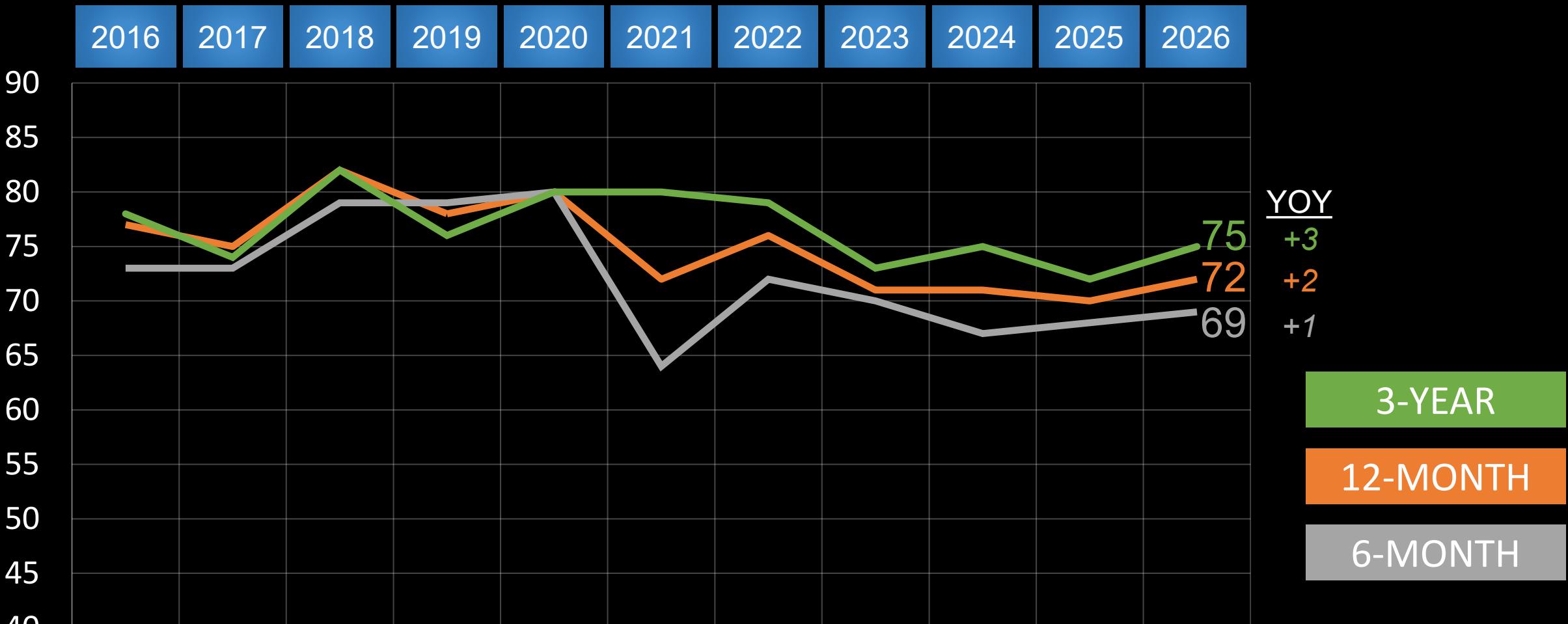


Questions are asked on a 1-10 scale,
then translated to a 0-100 scale



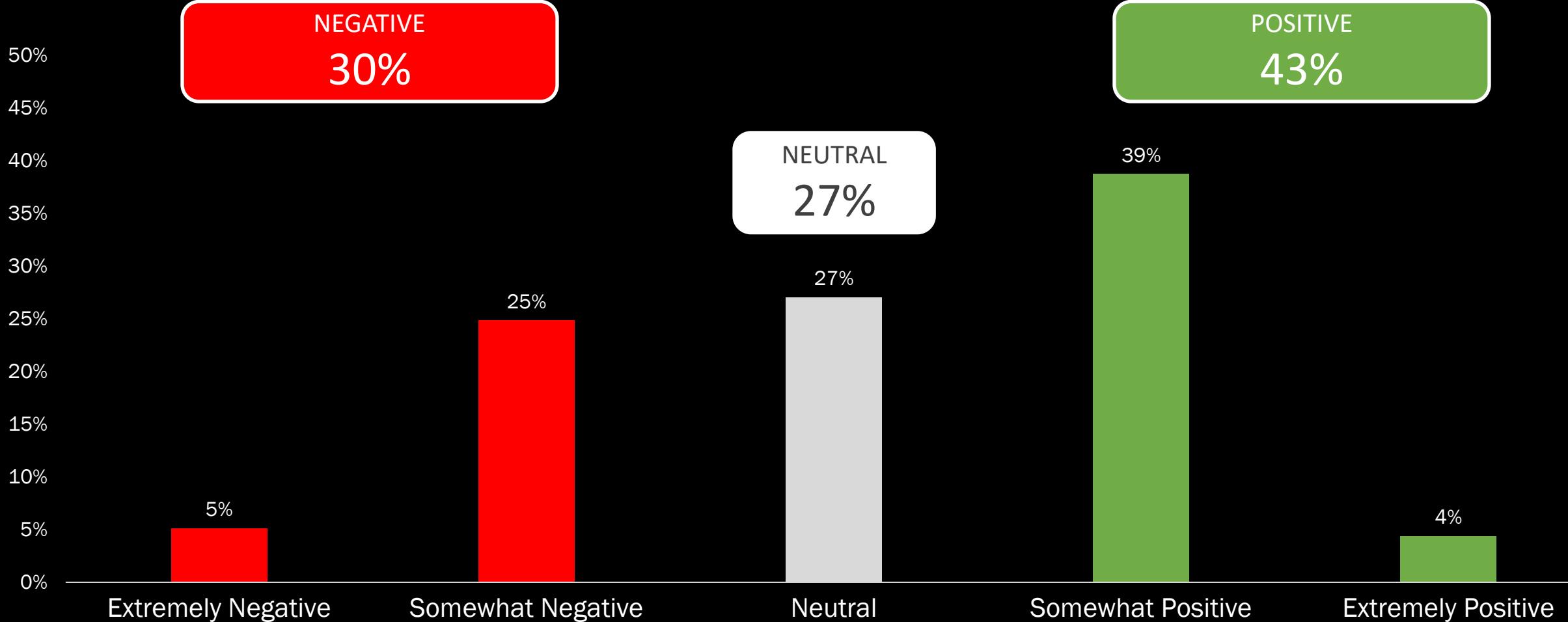
ORGANIZATION OUTLOOK

“Rate your organization’s outlook for the following timeframes:”
(10 = excellent, 1 = poor)



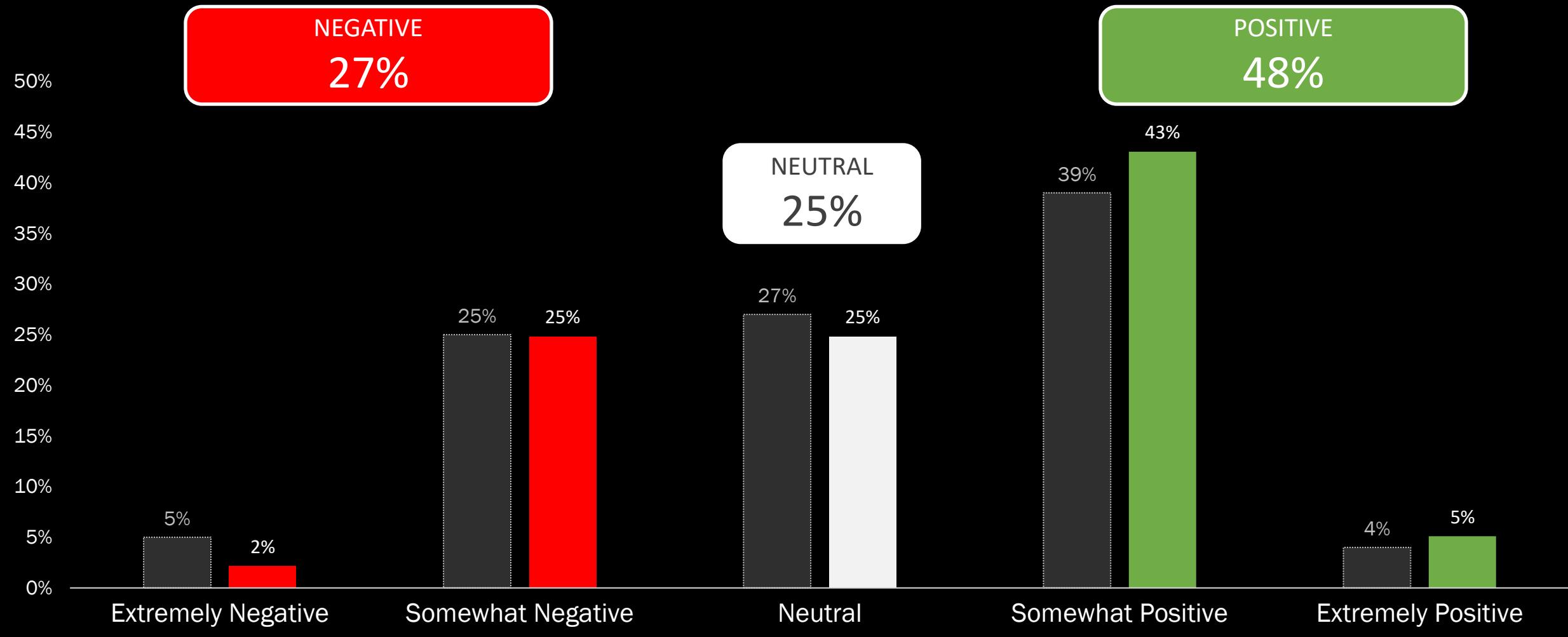
2025 MICHIGAN ECONOMY

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



2026 MICHIGAN ECONOMY

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

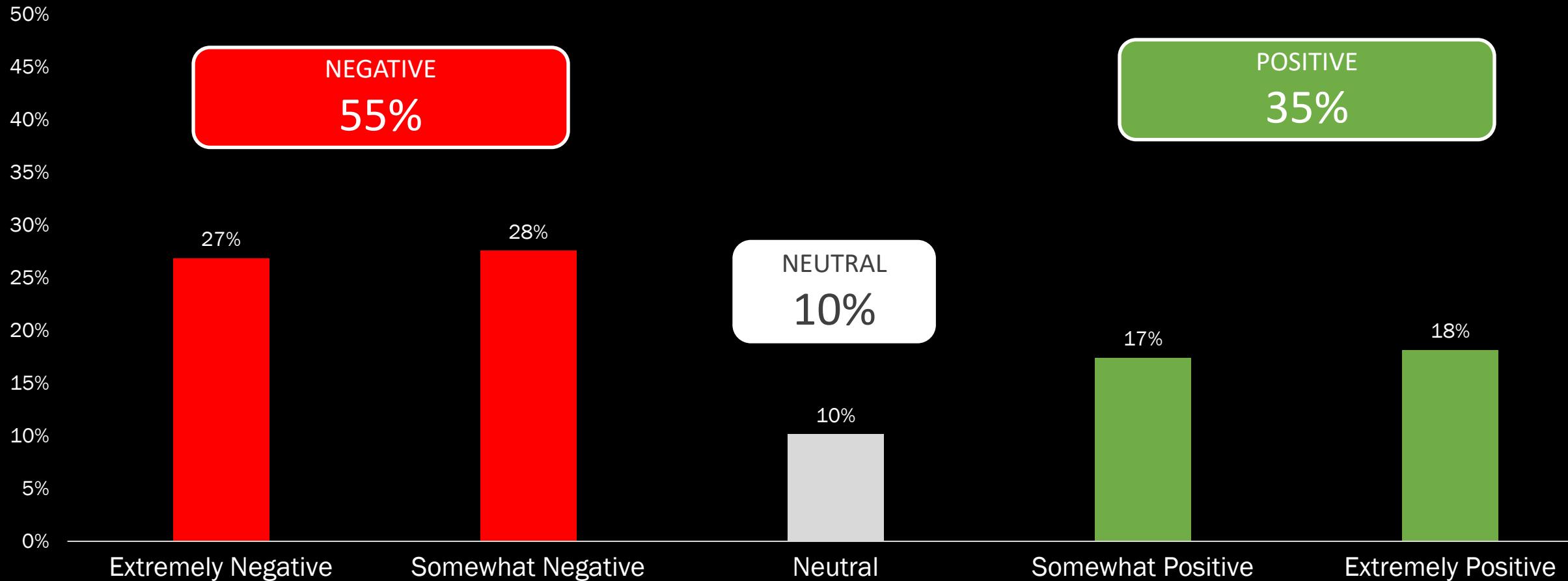


□ 2025 ■ 2026



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

73 71 75

Is a great state for young professionals

64 62 64

Is on the right track

61 62 63

Has a strong, vibrant economy

61 60 61

Is business friendly

62 64 62



WHAT AI SAYS ABOUT OUR PANEL



MARY BUCHZEIGER



QUENTIN MESSER, JR.



GABRIEL EHRLICH



DANIEL HOWES



WHAT AI SAYS ABOUT OUR PANEL



ChatGPT

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



Gemini

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



Grok

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



Claude

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



OUTLOOKSURVEY.COM