

A nighttime photograph of a city skyline, likely Detroit, with numerous skyscrapers and buildings illuminated with various lights. The lights are reflected in a body of water in the foreground. The text "MICHIGAN ECONOMIC OUTLOOK SURVEY" is overlaid in large, white, bold, sans-serif capital letters across the upper half of the image.

MICHIGAN ECONOMIC OUTLOOK SURVEY

2020

CENTRAL THEME

MAKE MICHIGAN
A GREAT PLACE TO
START AND GROW
A BUSINESS



SPECIAL THANKS



STEVE GRIGORIAN
President & CEO



SHERI PETRAS
CEO and Partner



DON HART
President



DIANE KELLER
President & CEO



DAVID HAM
Program Director



JIMMY HSIAO
CEO and Founder



MATT BROWN, PH. D.
Assistant Professor



LARRY EILER
President & CEO



2020

111

ASSOCIATIONS

1,153

RESPONSES

472

CITIES

59

STATES & PROVINCES

2013-2020

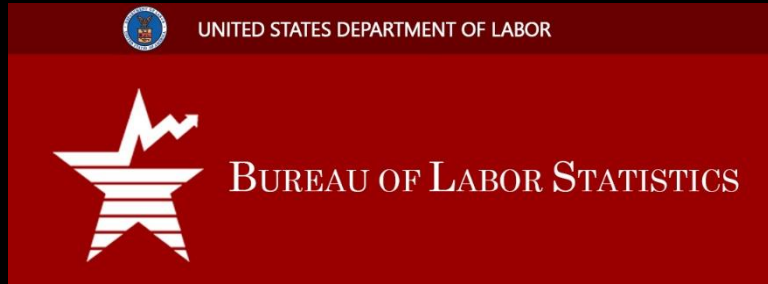
589

ASSOCIATIONS

18,044

RESPONSES

MICHIGAN BY THE NUMBERS



Population

10.0 Million

Civilian Labor Force

5.0 Million

Employed

4.8 Million

Unemployment

4.0%

GDP (MINQGSP)

\$540 Billion

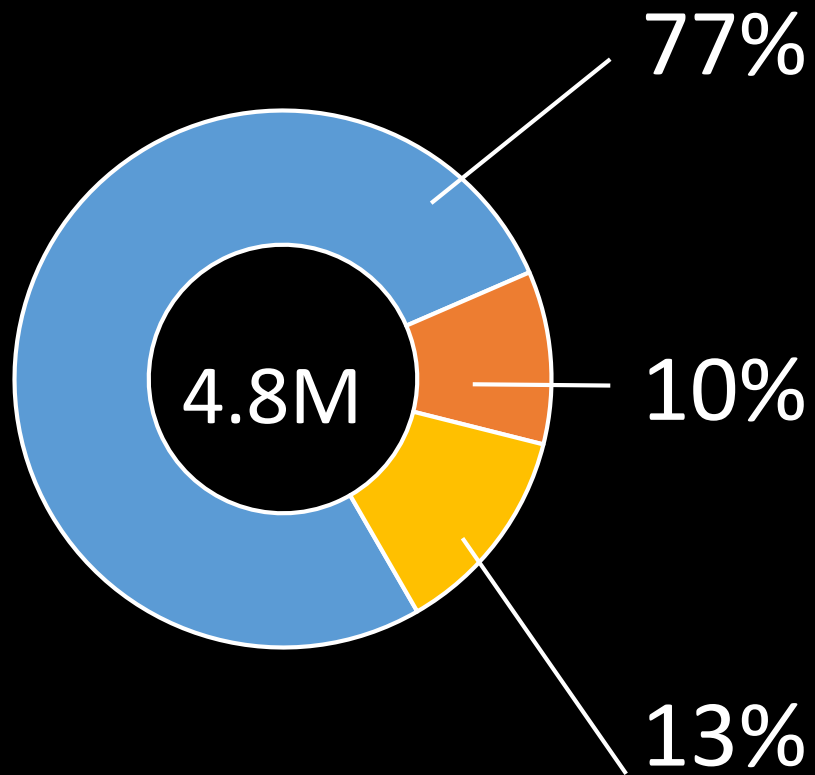
GDP Per Capita

\$54,000



MICHIGAN

WORKFORCE



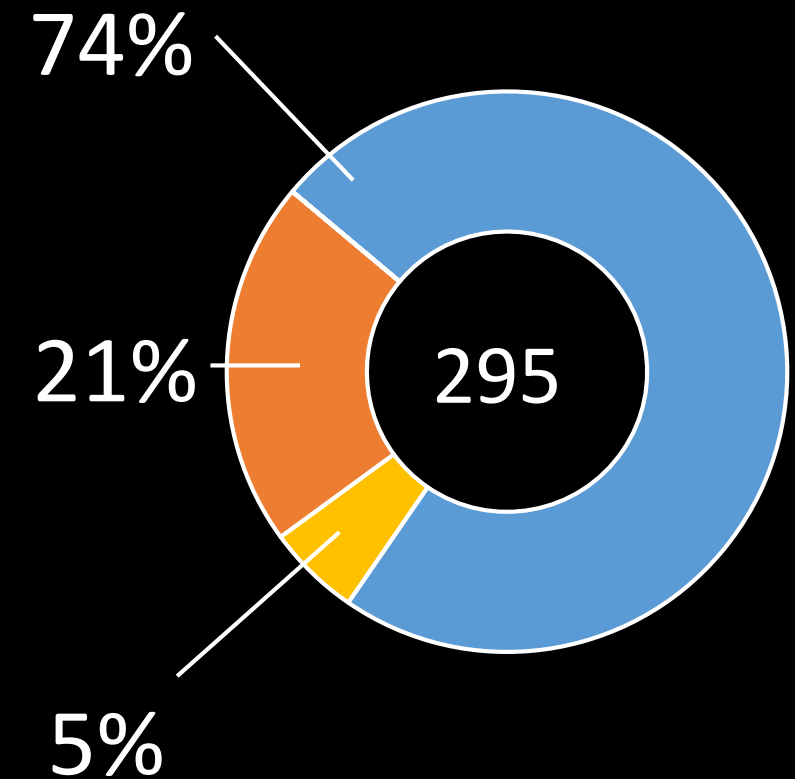
SECTORS

BUSINESS

NONPROFIT


GOVERNMENT

SURVEY RESPONSES



SURVEY TIMING

 Election Day
11/5/19

 Survey Dates
11/12/19 – 12/20/19

 Results Released
1/7/19

2019	Sun	Mon	Tue	Wed	Thu	Fri	Sat
NOVEMBER						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

2019	Sun	Mon	Tue	Wed	Thu	Fri	Sat
DECEMBER	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	31				

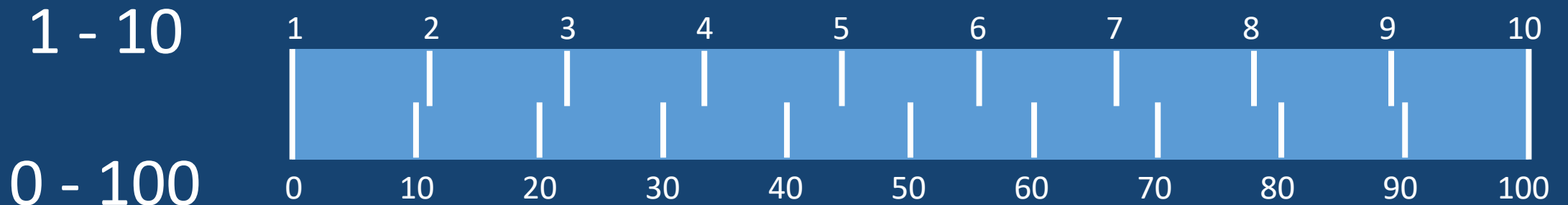
2020	Sun	Mon	Tue	Wed	Thu	Fri	Sat
JANUARY				1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	20	21	22	23	24	25	26
	27	28	29	30	31		



MEASUREMENT METHODOLOGY

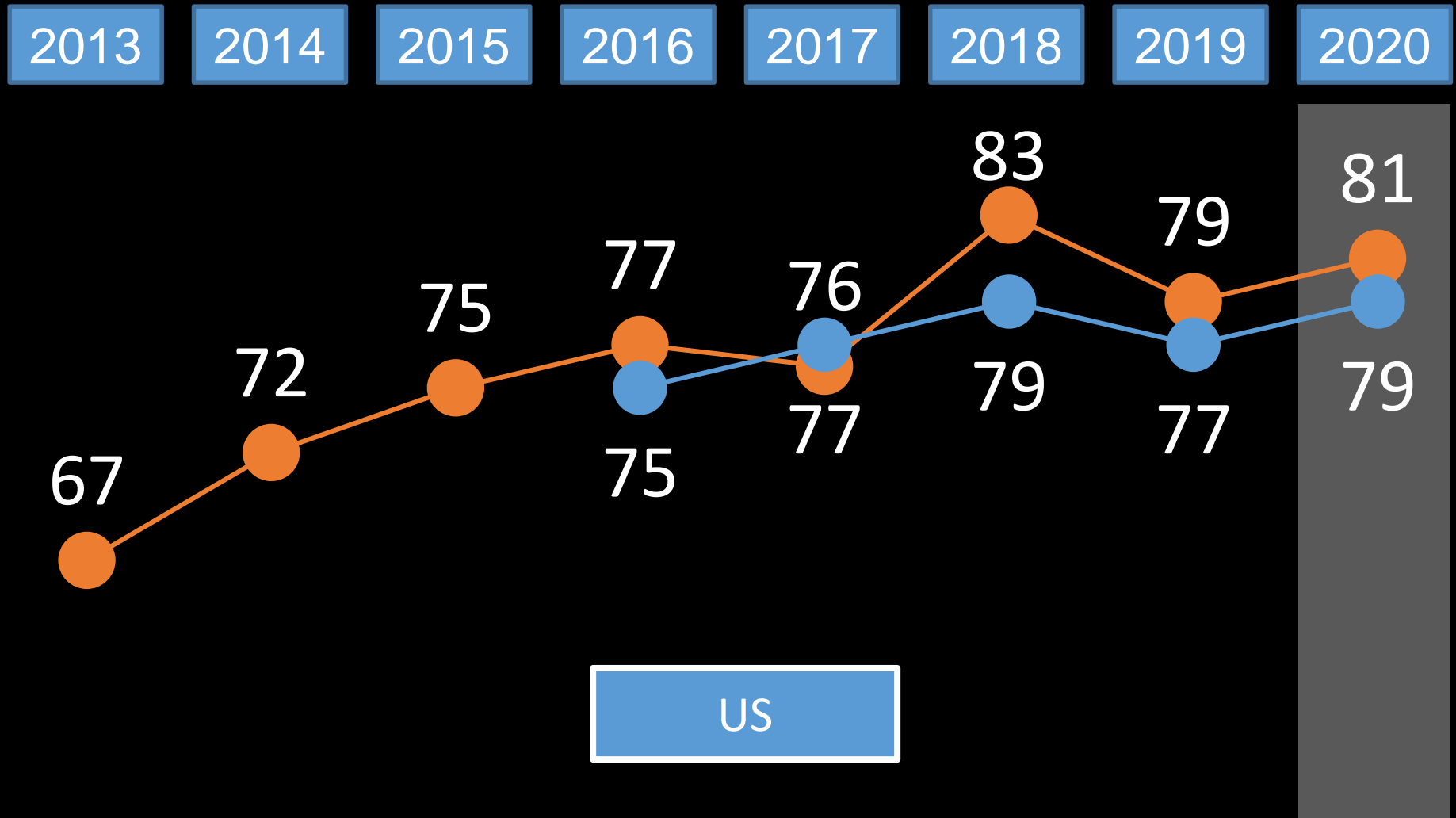


Questions are asked on a 1-10 scale,
then translated to a 0-100 scale



12-MONTH OUTLOOK

Rate your organization's 12-month outlook:



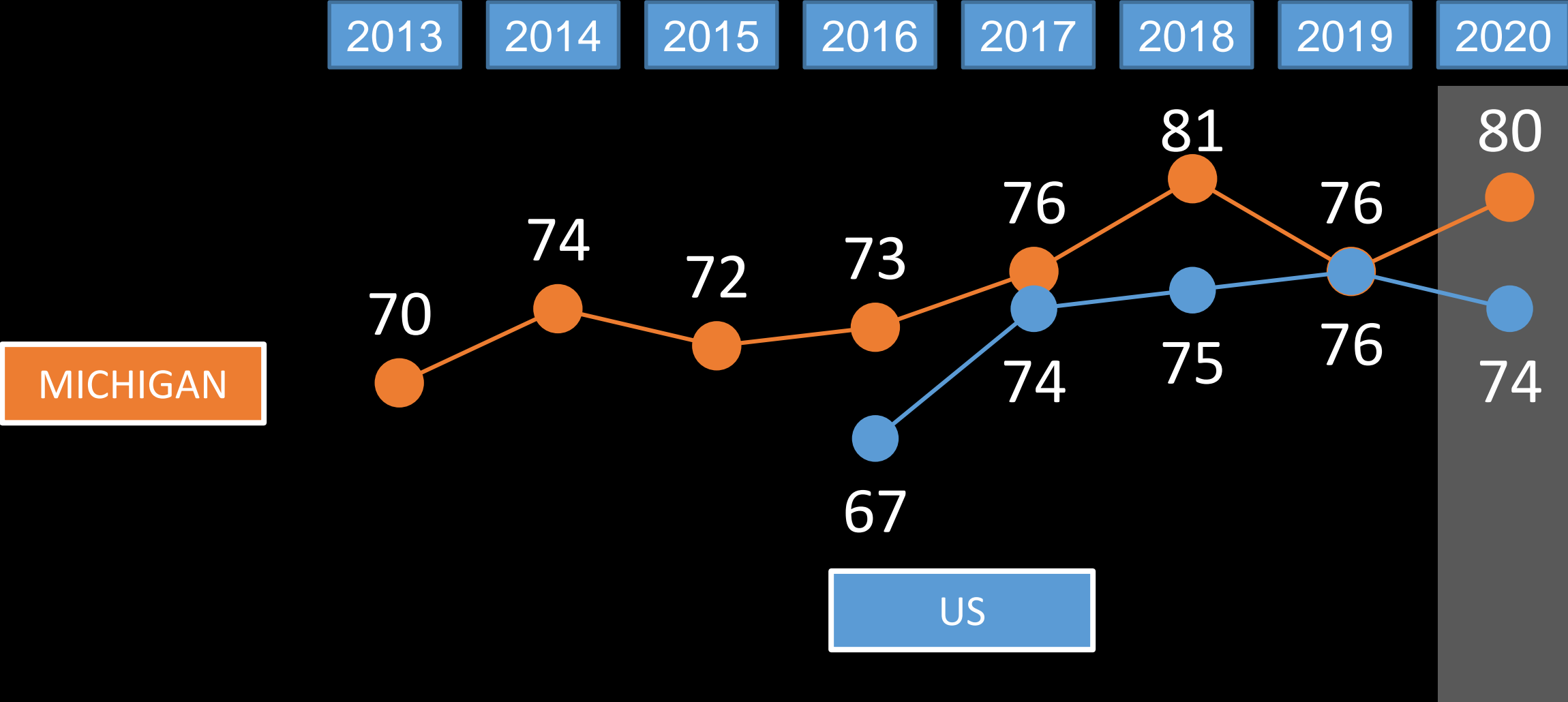
MICHIGAN

US



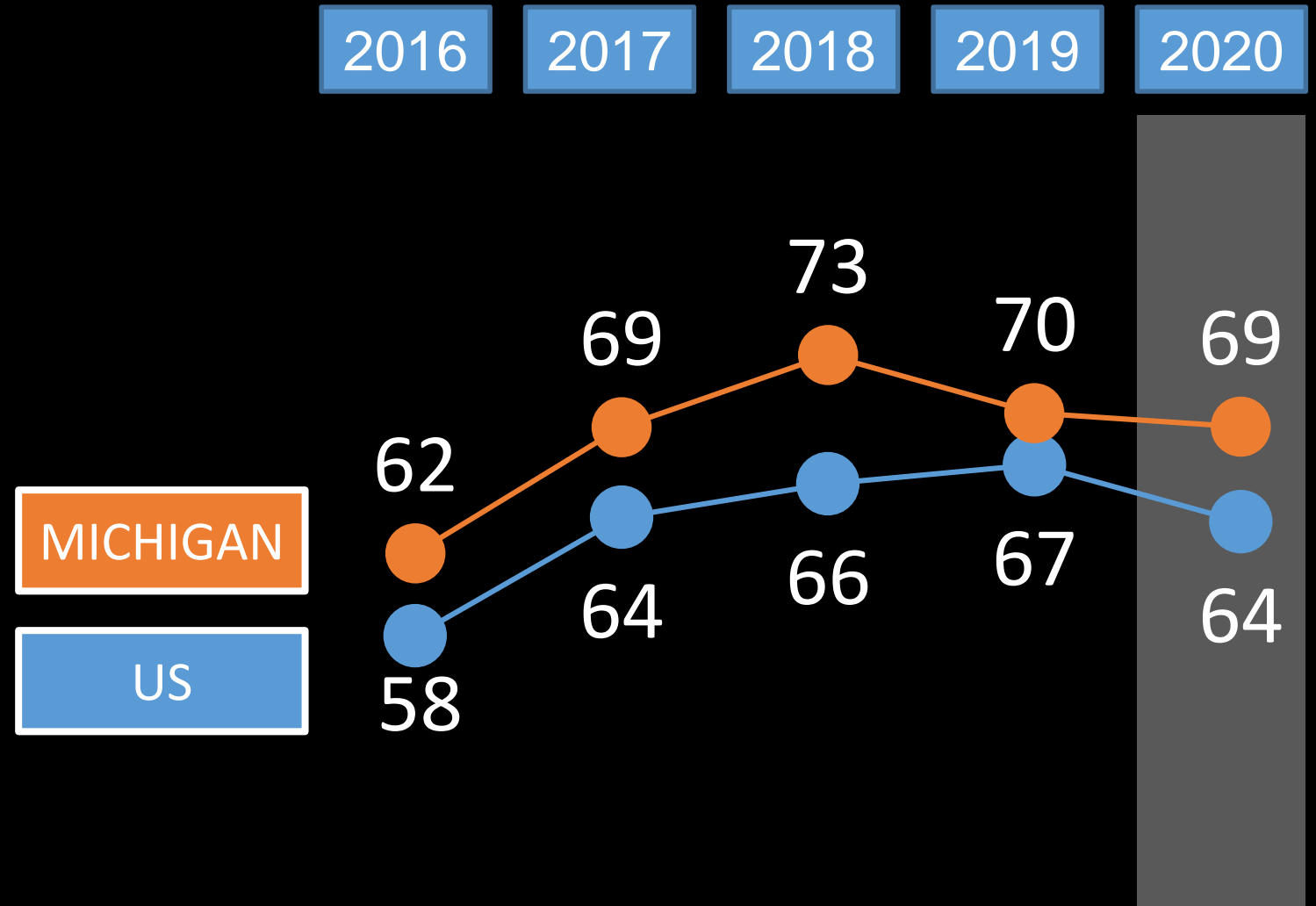
RECOMMEND - STATE

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



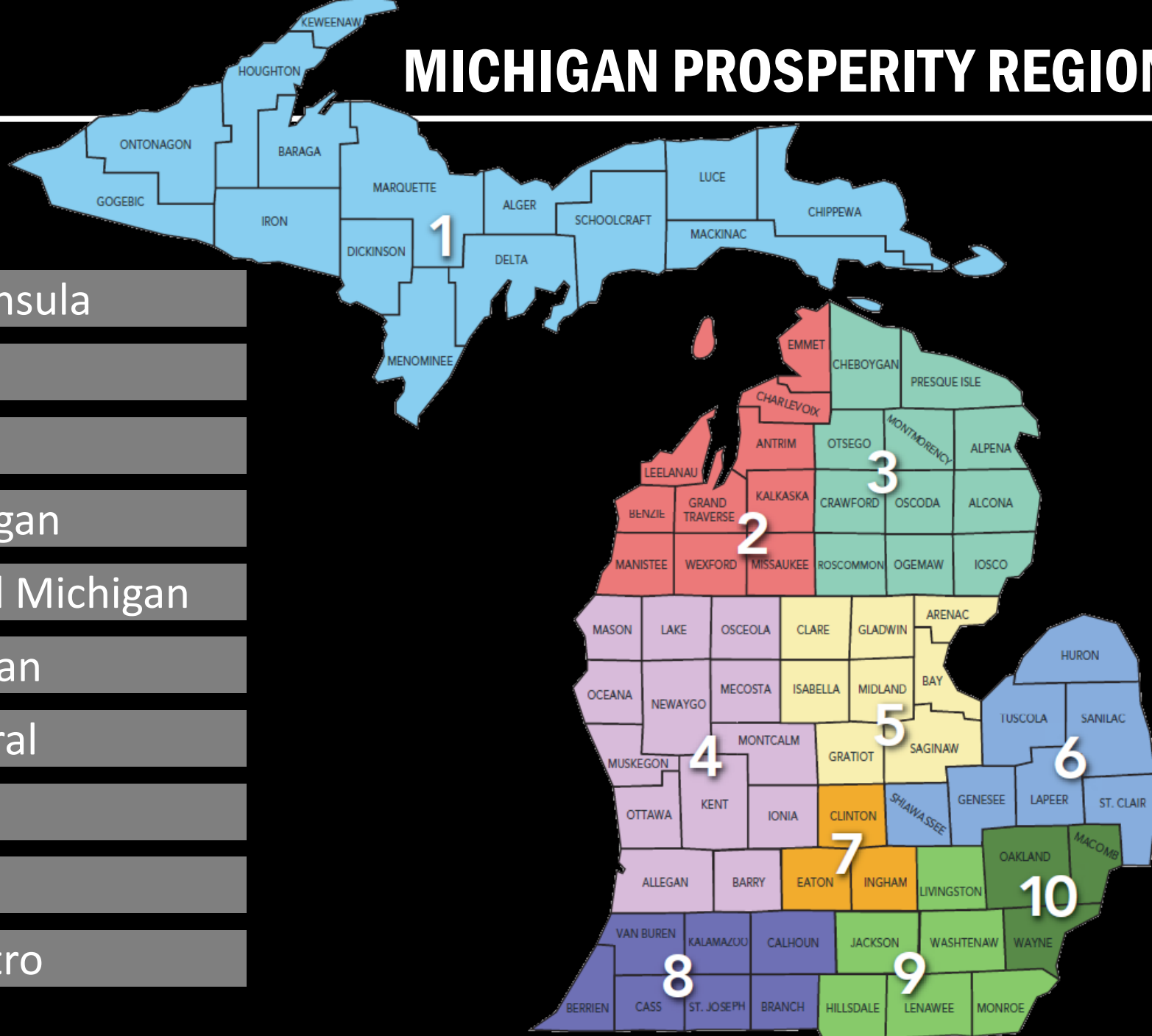
BUSINESS FRIENDLY

My state is business friendly:



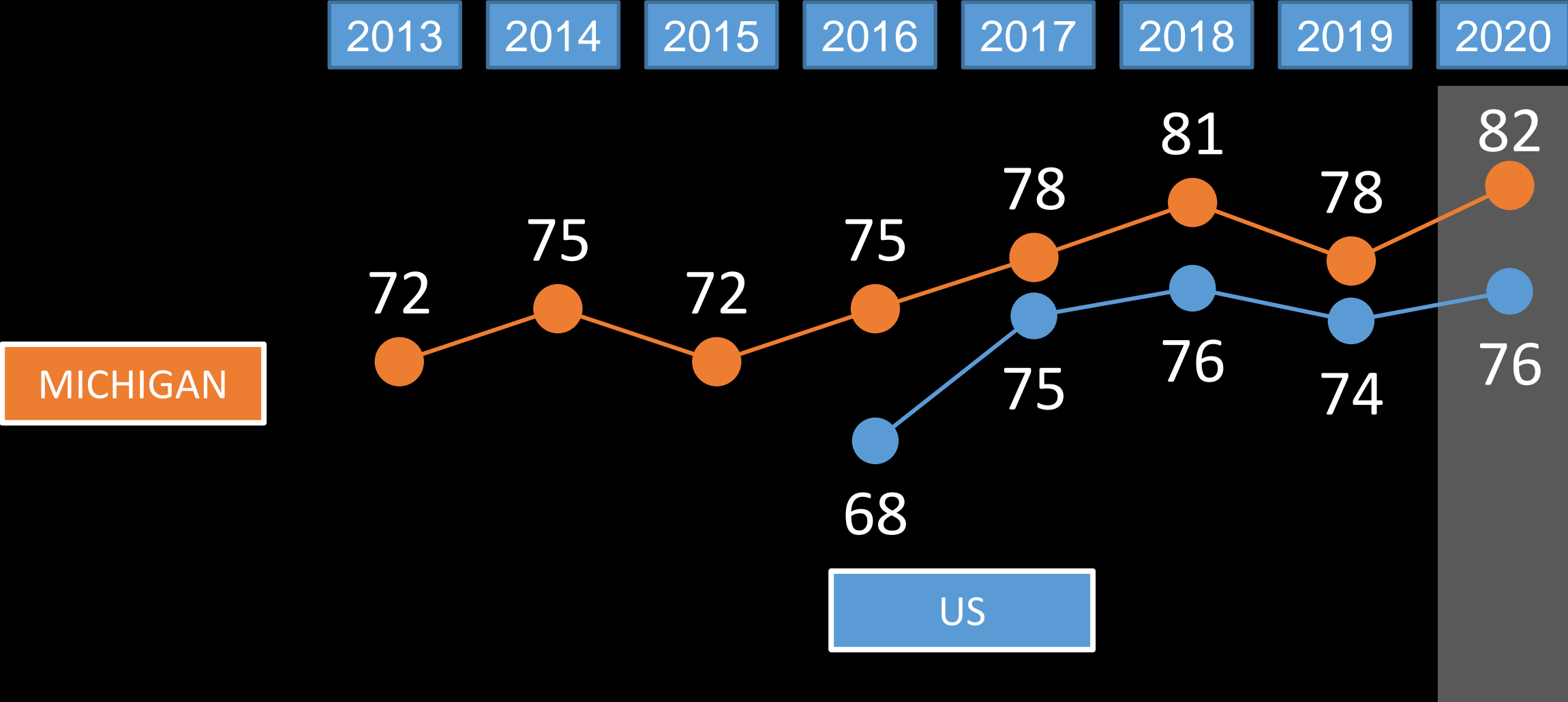
MICHIGAN PROSPERITY REGIONS

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



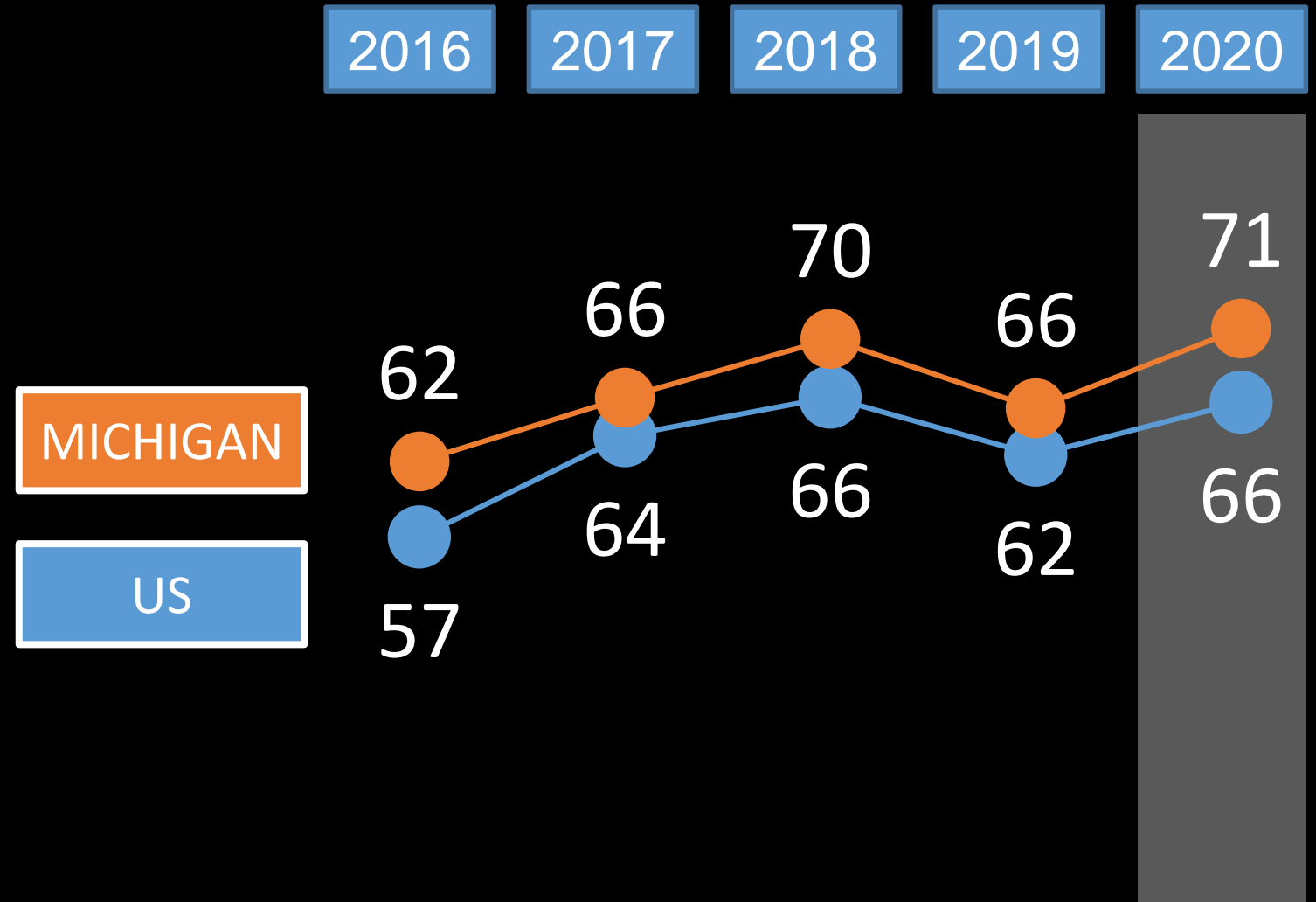
RECOMMEND - REGION

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



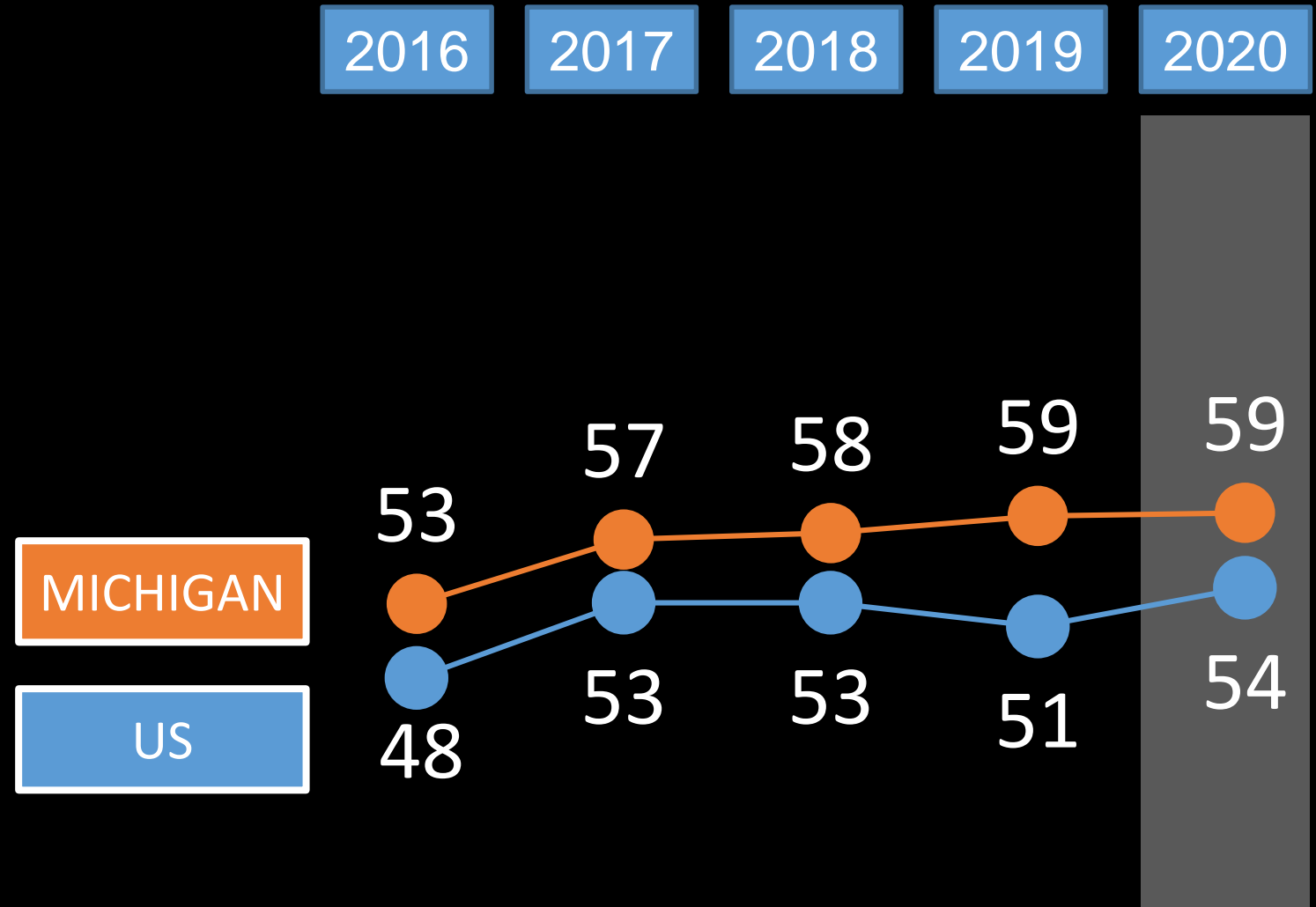
ENTREPRENEURIAL CULTURE

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



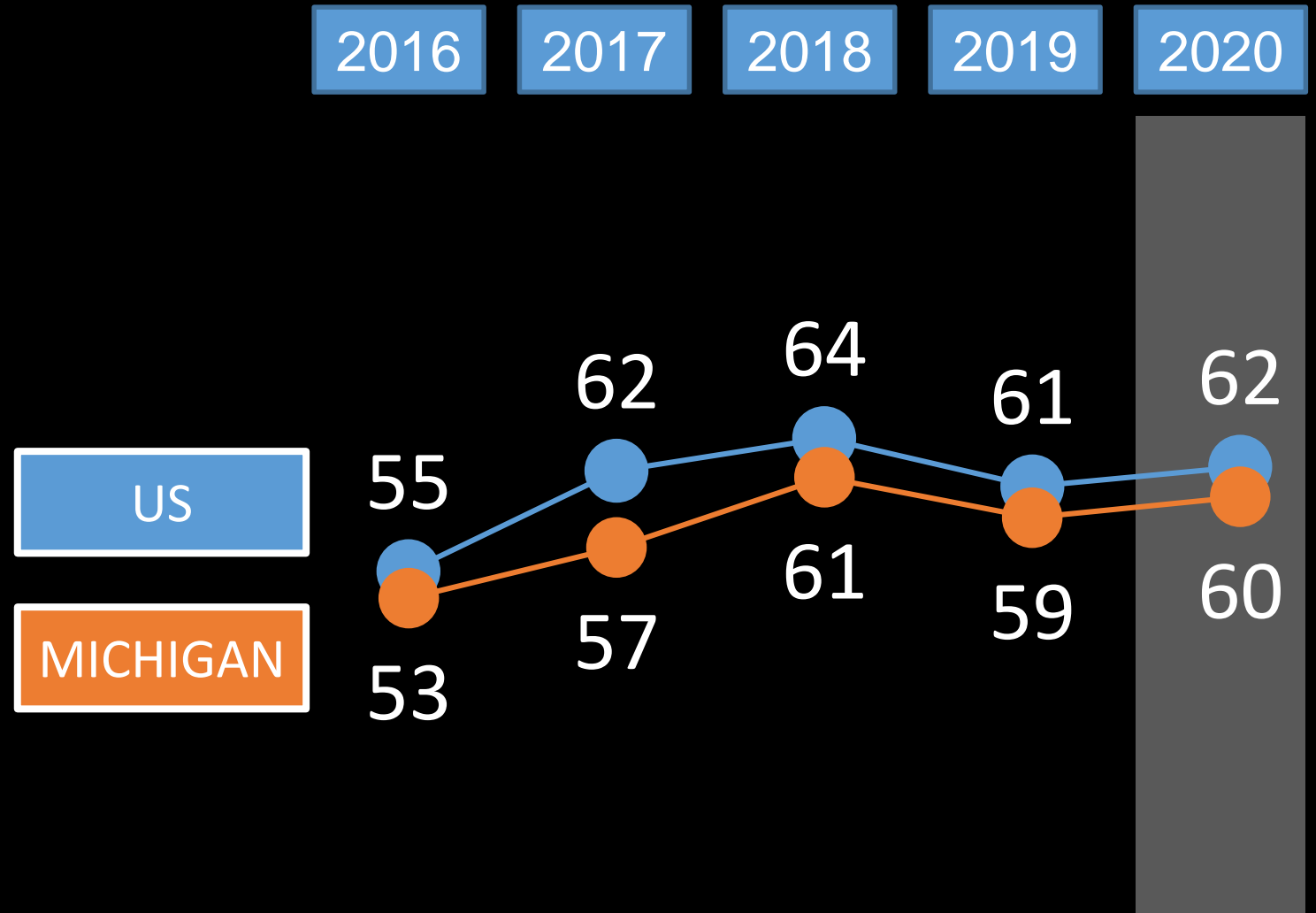
AVAILABLE TALENT

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



EDUCATION SYSTEM

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



MICHIGAN



IMPROVED ORGANIZATION OUTLOOK

LIKELY TO RECOMMEND MICHIGAN

GREAT STATE FOR GROWING A BUSINESS

GREAT STATE FOR FAMILY & PROFESSIONALS



EDUCATIONAL SYSTEM

AVAILABLE TALENT FOR HIRE

INFRASTRUCTURE (I.E., ROADS)



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