

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

US
330M

GDP (MINQGSP)

Civilian Labor Force

NOV 2020

4.9M

\$525B

US
\$21.2T

Employed

NOV 2020

4.6M

GDP Per Capita

Unemployment

NOV 2020

6.9%

US
6.7%

\$52,500

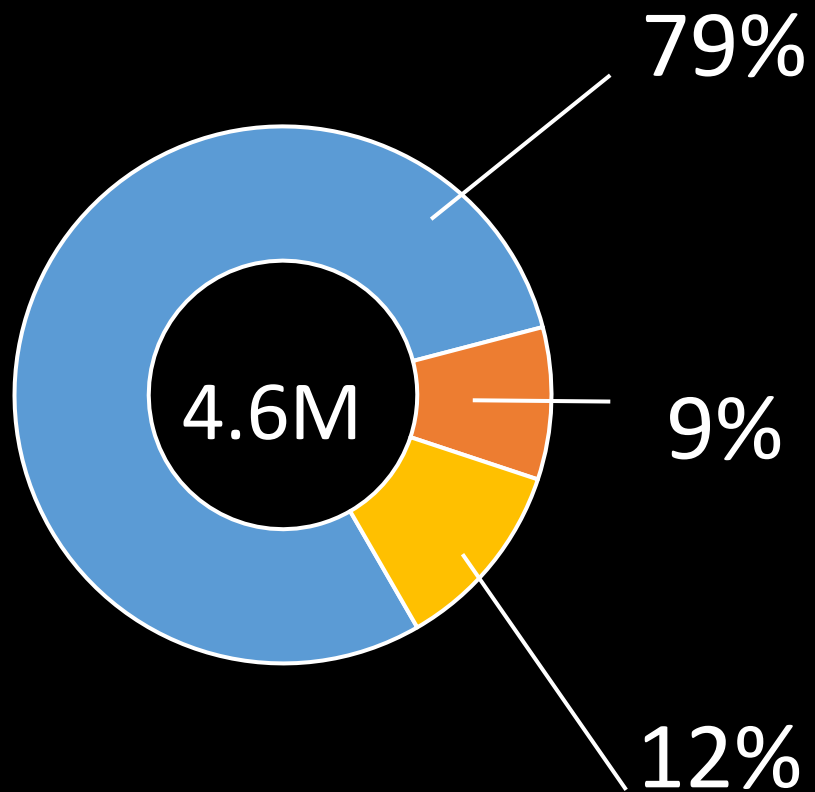
US
\$56,290

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



MICHIGAN

WORKFORCE



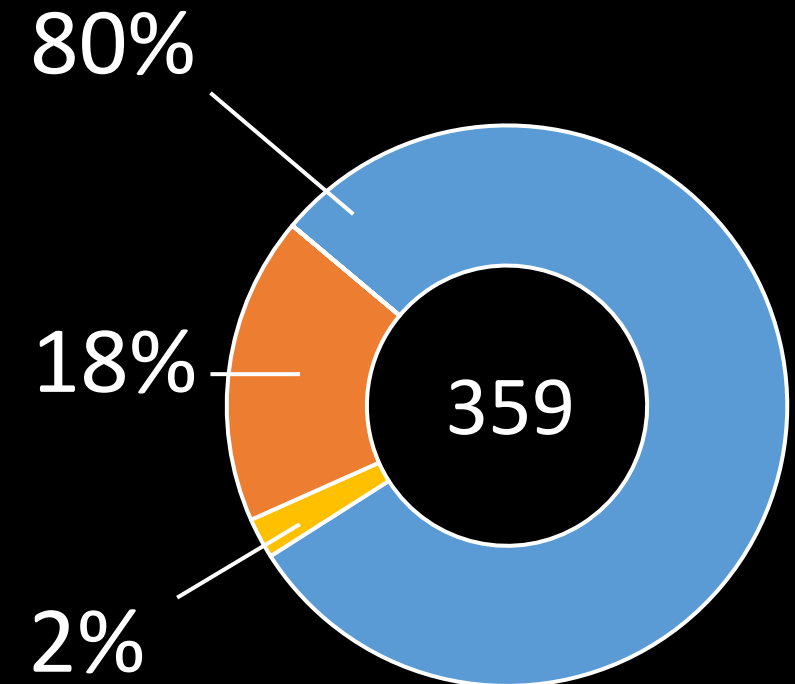
SECTORS

BUSINESS


NONPROFIT


GOVERNMENT

SURVEY RESPONSES



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			

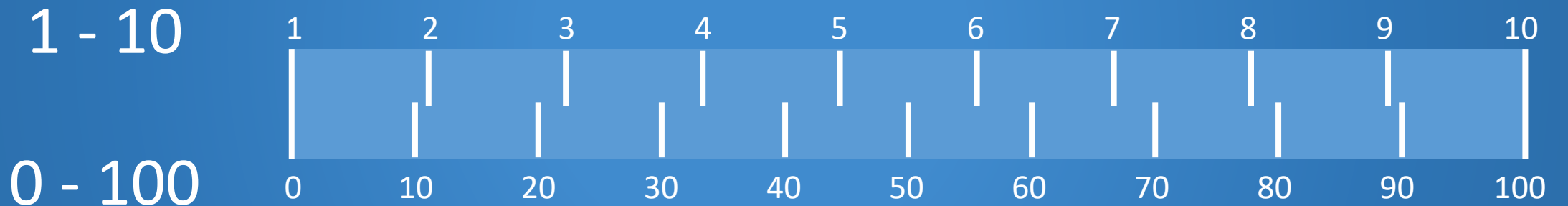
JANUARY	Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28		



MEASUREMENT METHODOLOGY

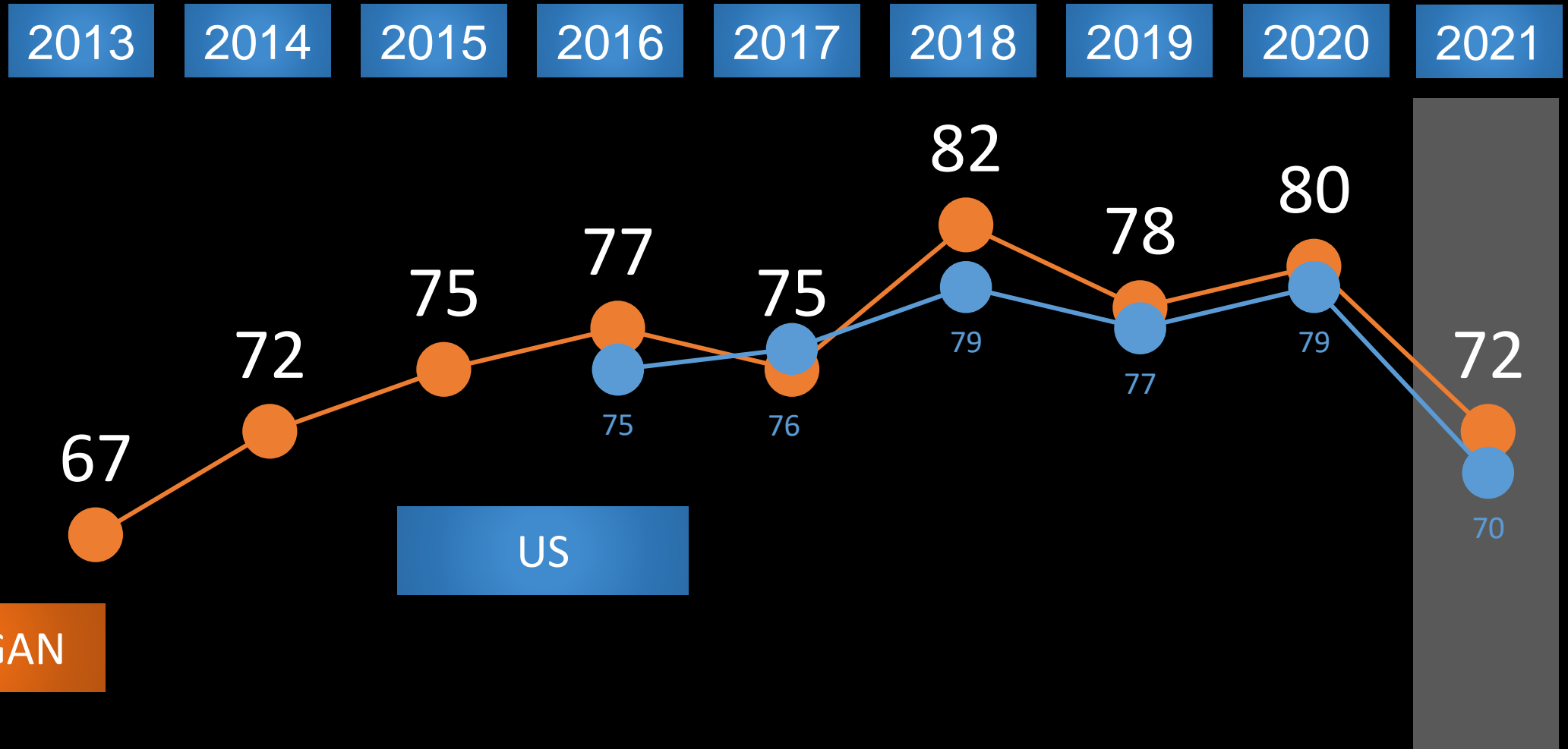


Questions are asked on a 1-10 scale,
then translated to a 0-100 scale



12-MONTH OUTLOOK

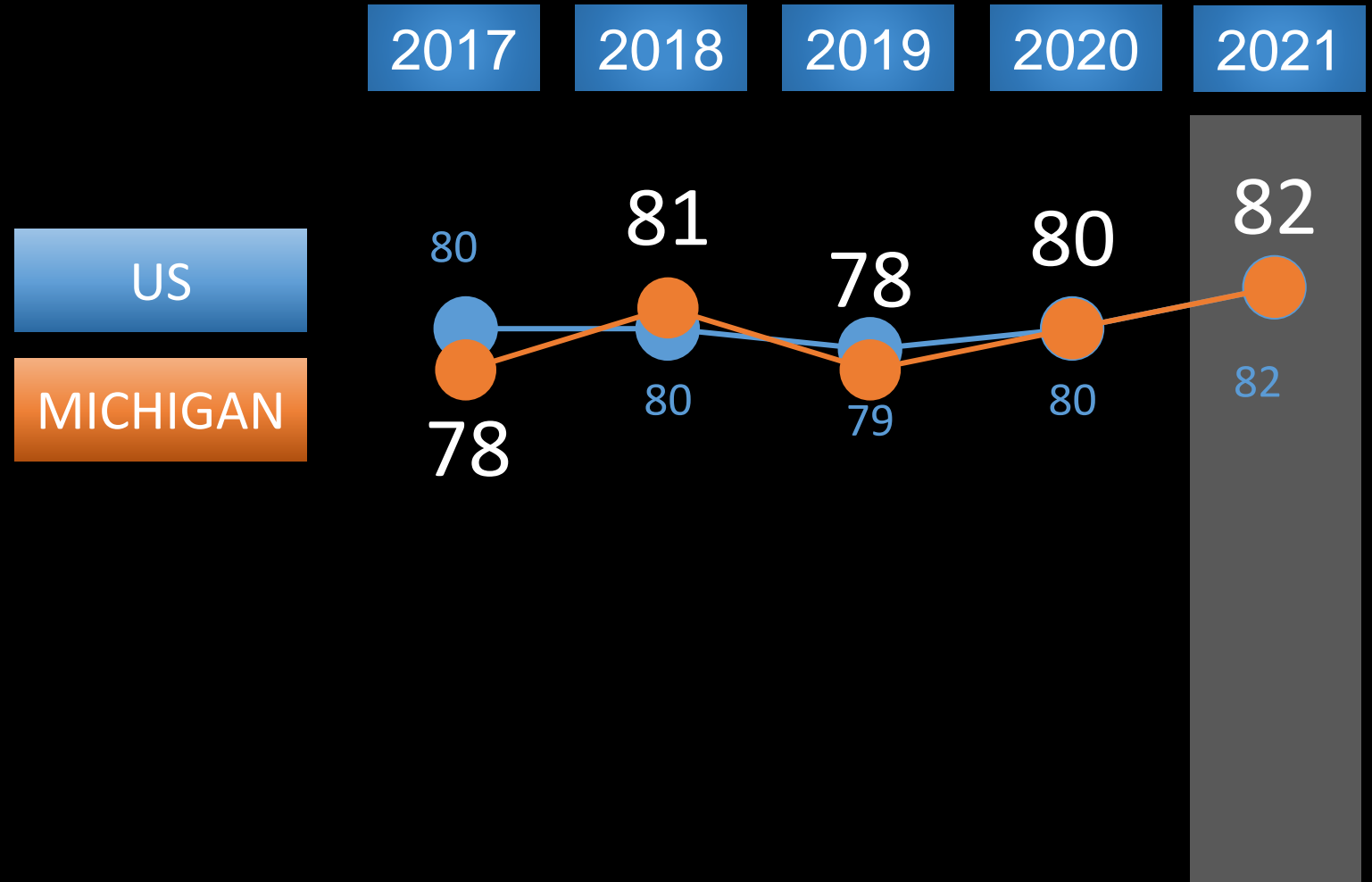
Rate your organization's 12-month outlook:
(10 = excellent, 1 = poor)



ORGANIZATION PERFORMANCE

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

(10 = strongly agree, 1 = strongly disagree)



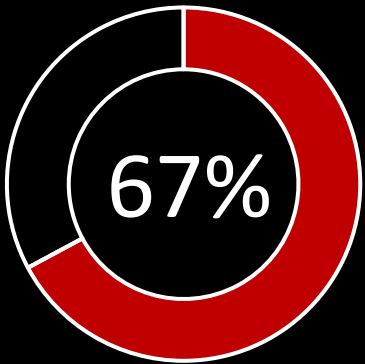
IMPACT OF CORONAVIRUS

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

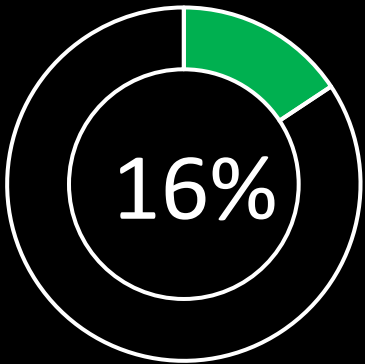
MICHIGAN

PERCENT IMPACTED

NEGATIVE

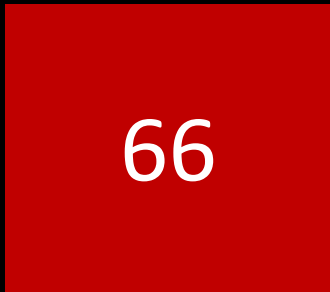


POSITIVE

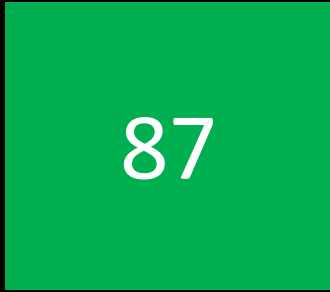


12-MONTH OUTLOOK SCORE

NEGATIVE



POSITIVE



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

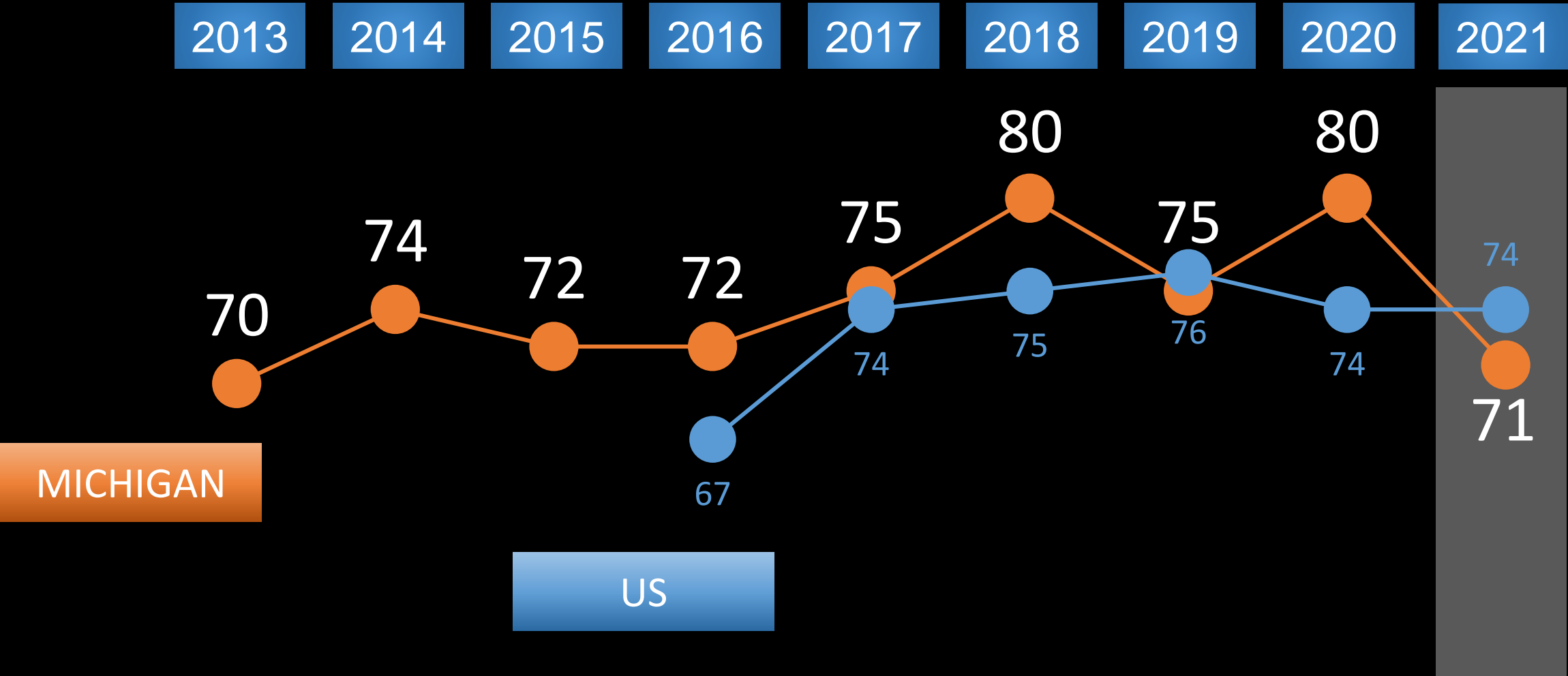
Source: [bls.gov](https://www.bls.gov), mnaonline.org



RECOMMEND - STATE

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

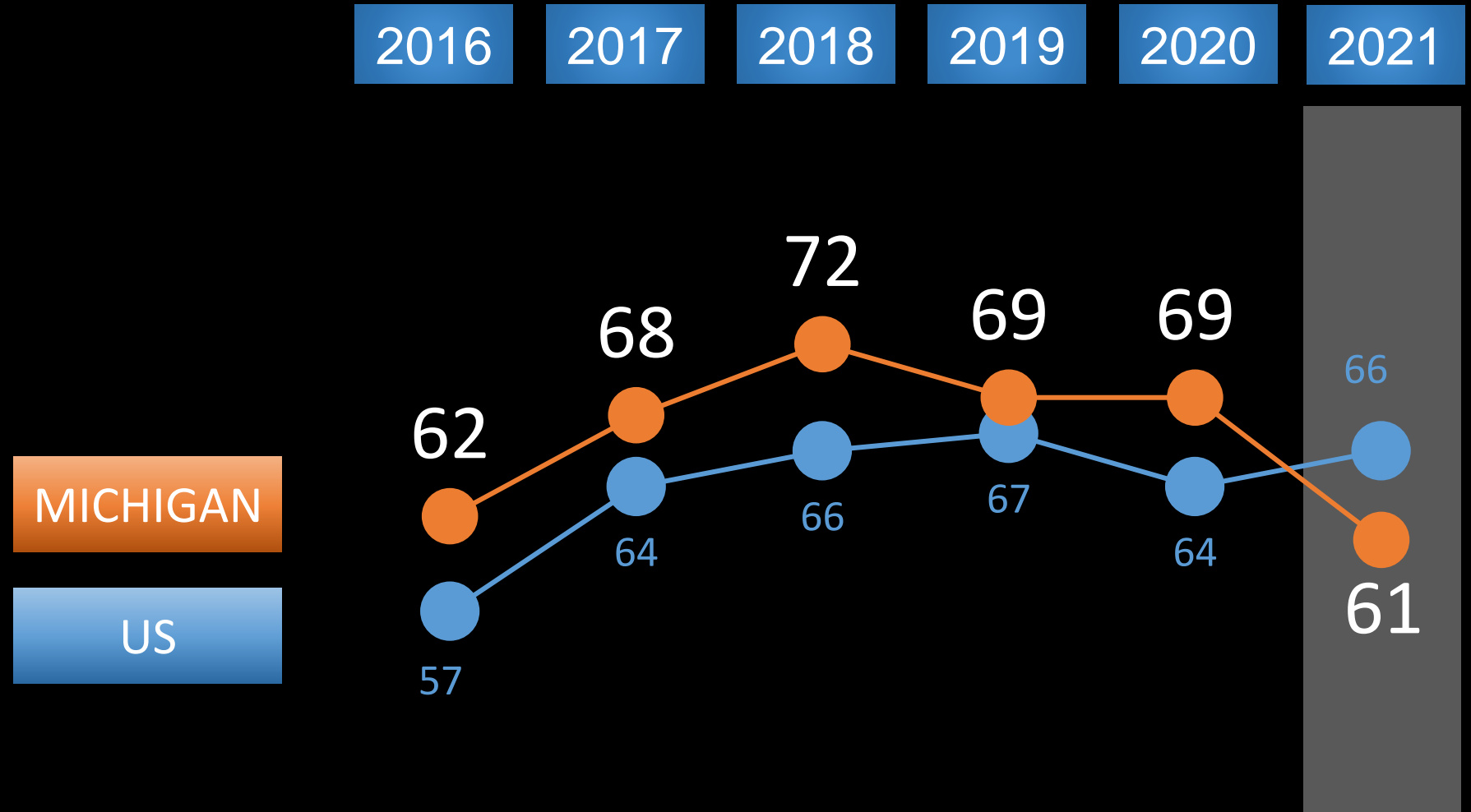
(10 = extremely likely, 1 = not at all likely)



BUSINESS FRIENDLY

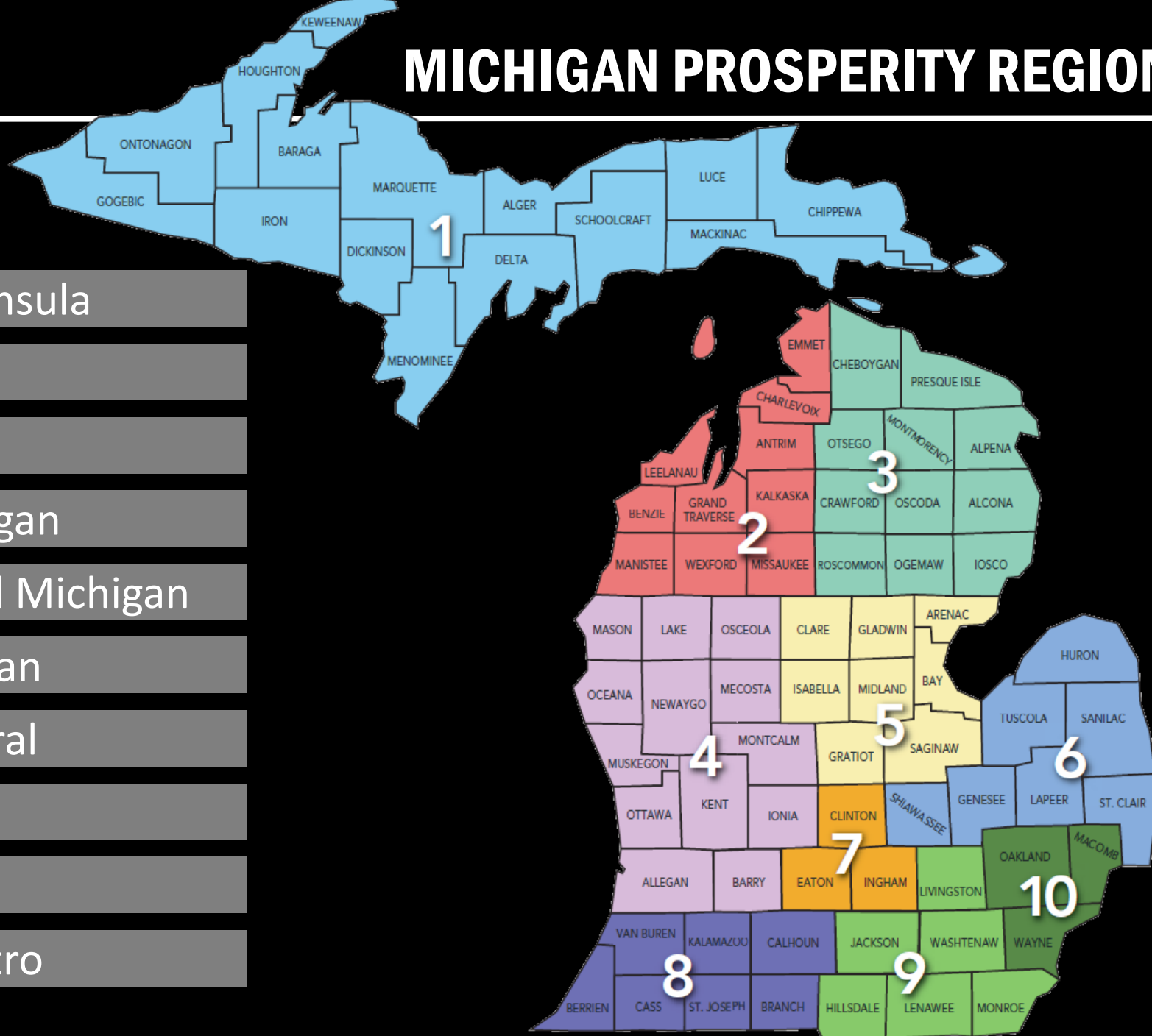
My state is business friendly.

(10 = strongly agree, 1 = strongly disagree)



MICHIGAN PROSPERITY REGIONS

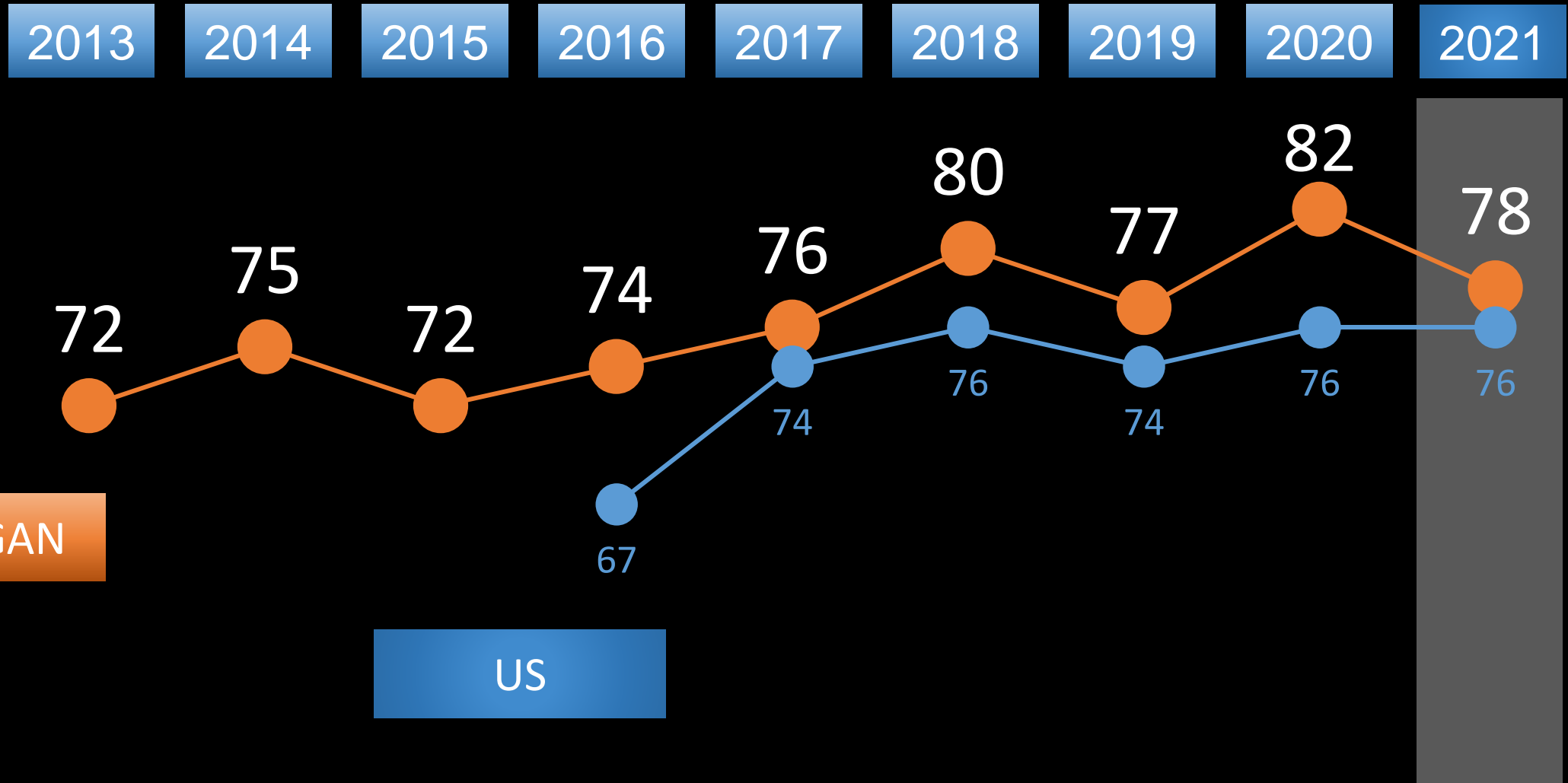
1	Upper Peninsula
2	Northwest
3	Northeast
4	West Michigan
5	East Central Michigan
6	East Michigan
7	South Central
8	Southwest
9	Southeast
10	Detroit Metro



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)



MICHIGAN

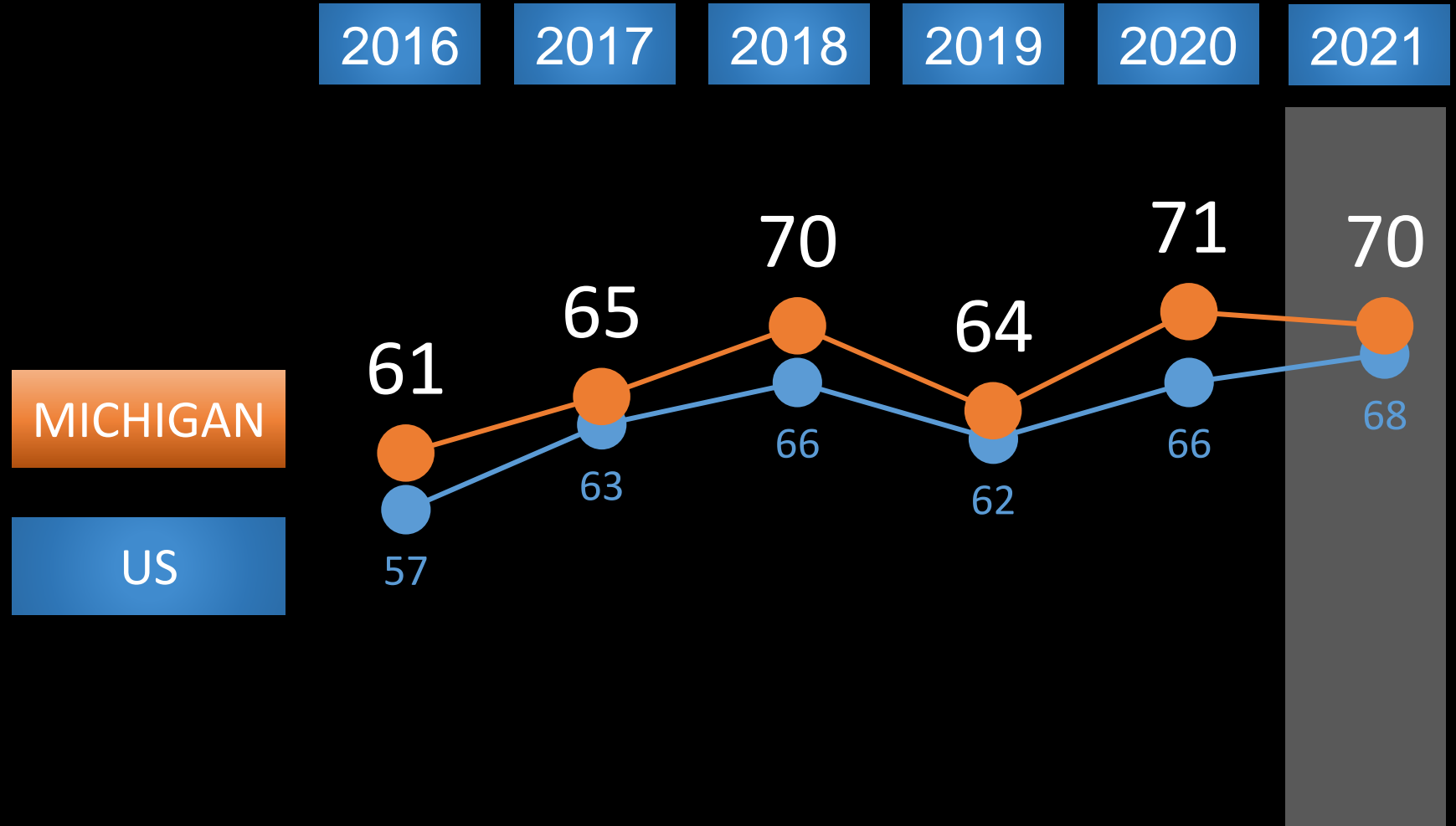
US



ENTREPRENEURIAL CULTURE

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

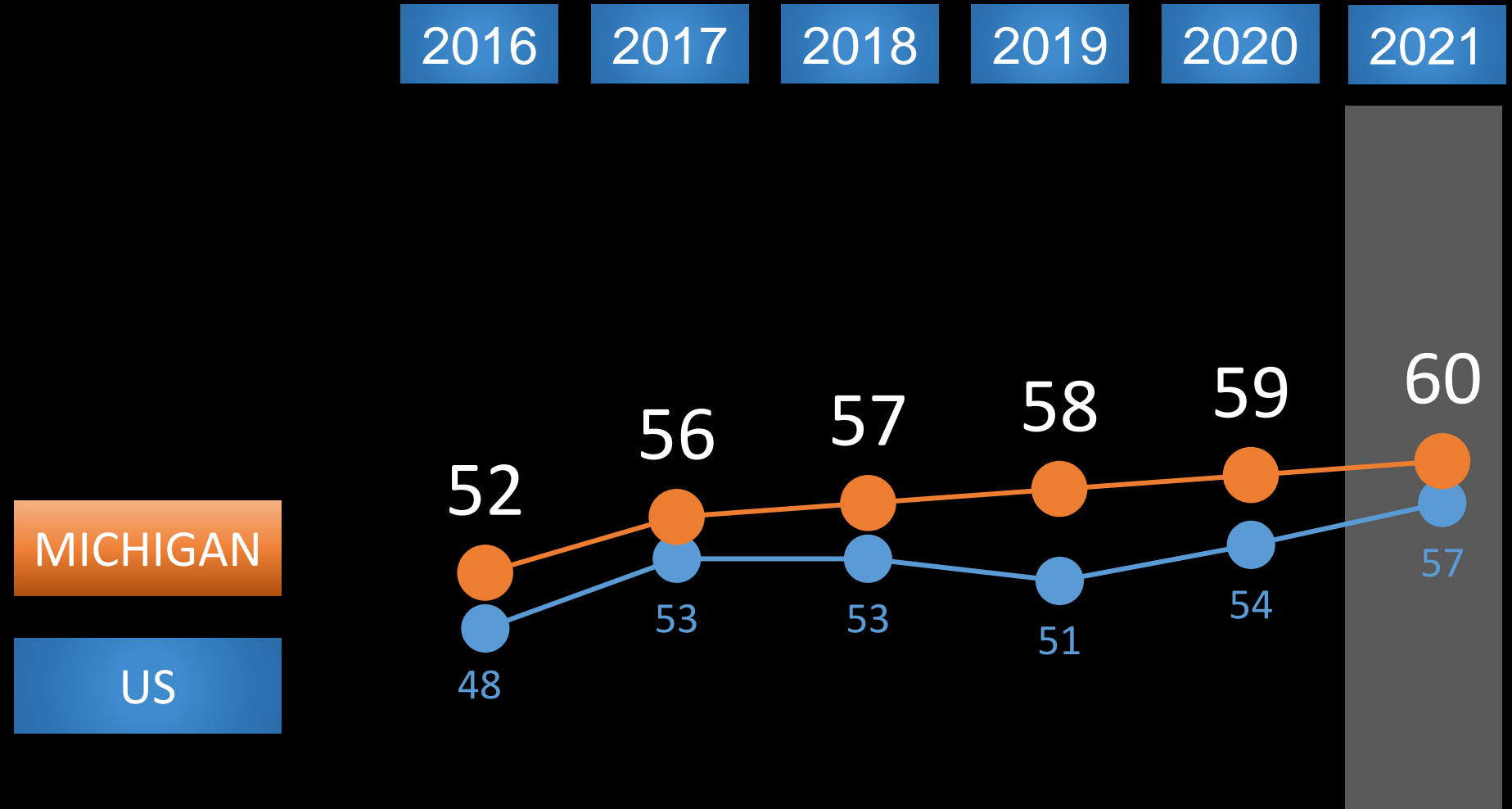
(10 = strongly agree, 1 = strongly disagree)



AVAILABLE TALENT

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

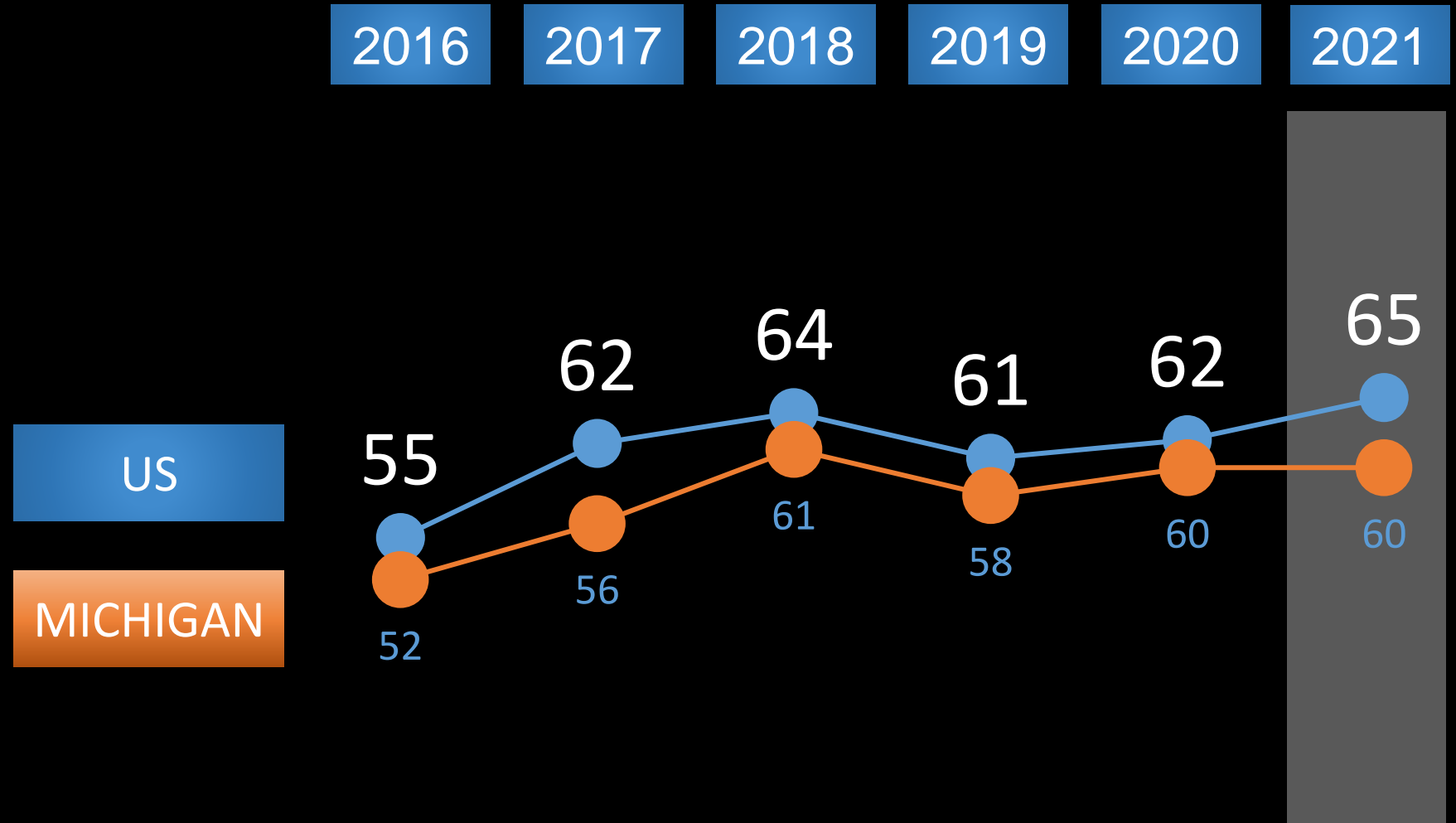
(10 = strongly agree, 1 = strongly disagree)



EDUCATION SYSTEM

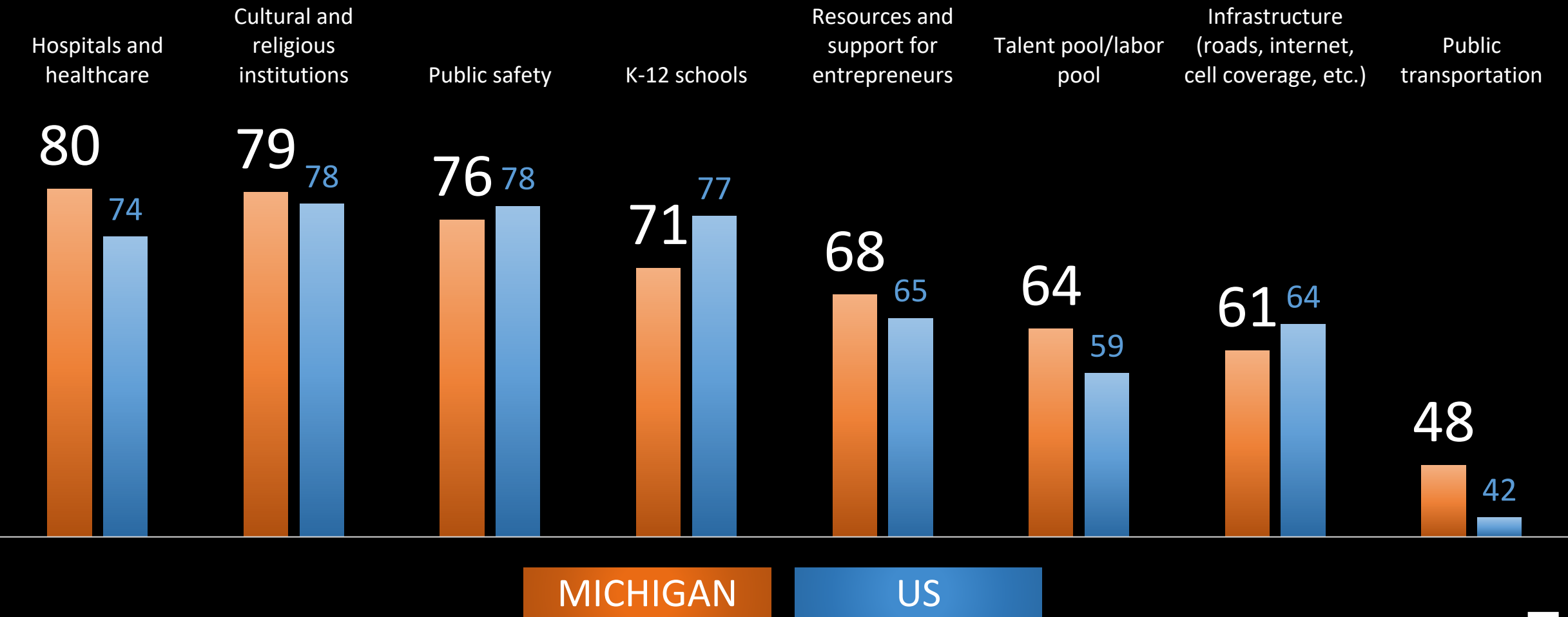
My economic region has an educational system that is second to none.

(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).



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