

A nighttime photograph of a city skyline, likely Detroit, Michigan, with numerous skyscrapers illuminated and their lights reflected in a body of water in the foreground. The scene is dark, with the city lights providing the primary illumination.

# MICHIGAN ECONOMIC OUTLOOK SURVEY

# 2022

## CENTRAL THEME

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MAKE MICHIGAN  
A GREAT PLACE TO  
GROW A BUSINESS



# SPECIAL THANKS



**STEVE GRIGORIAN**  
President & CEO



**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.**  
Author



**LARRY EILER**  
Author and Speaker



# MICHIGAN BY THE NUMBERS



Population	JUL 2021	10.0M
Civilian Labor Force	NOV 2021	4.8M
Employed	NOV 2021	4.5M
Unemployment	NOV 2021	5.9%

GDP (MINQGSP)

\$567B

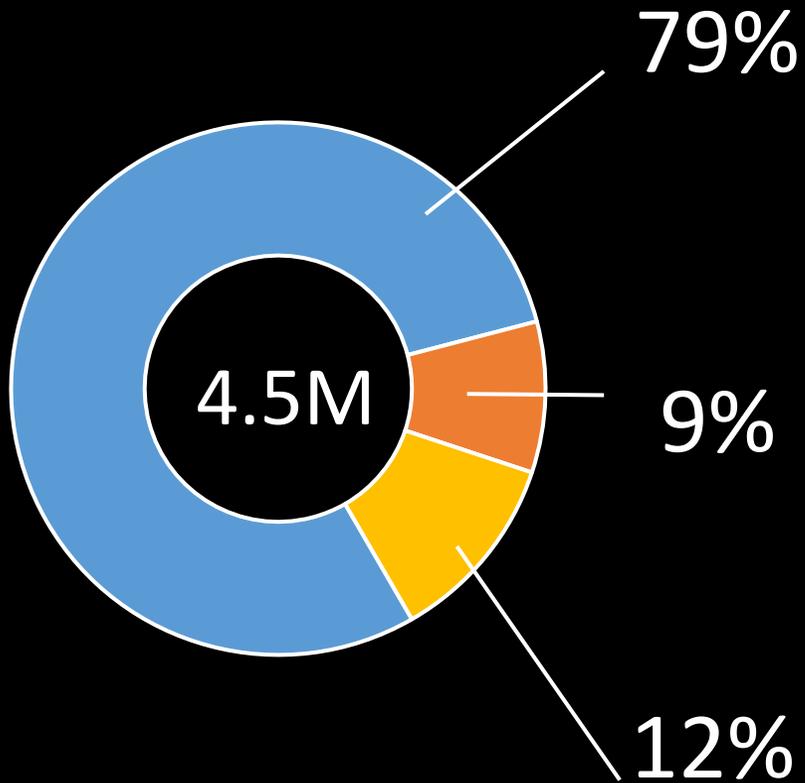
GDP Per Capita

\$56,700



# MICHIGAN SECTORS

ACTIVE WORKFORCE



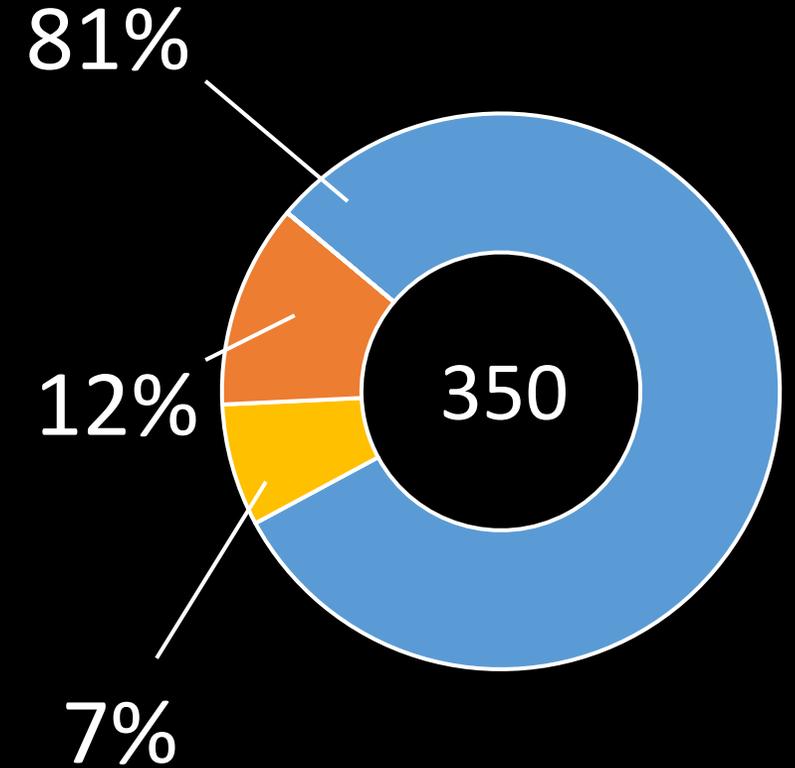
SECTORS

BUSINESS

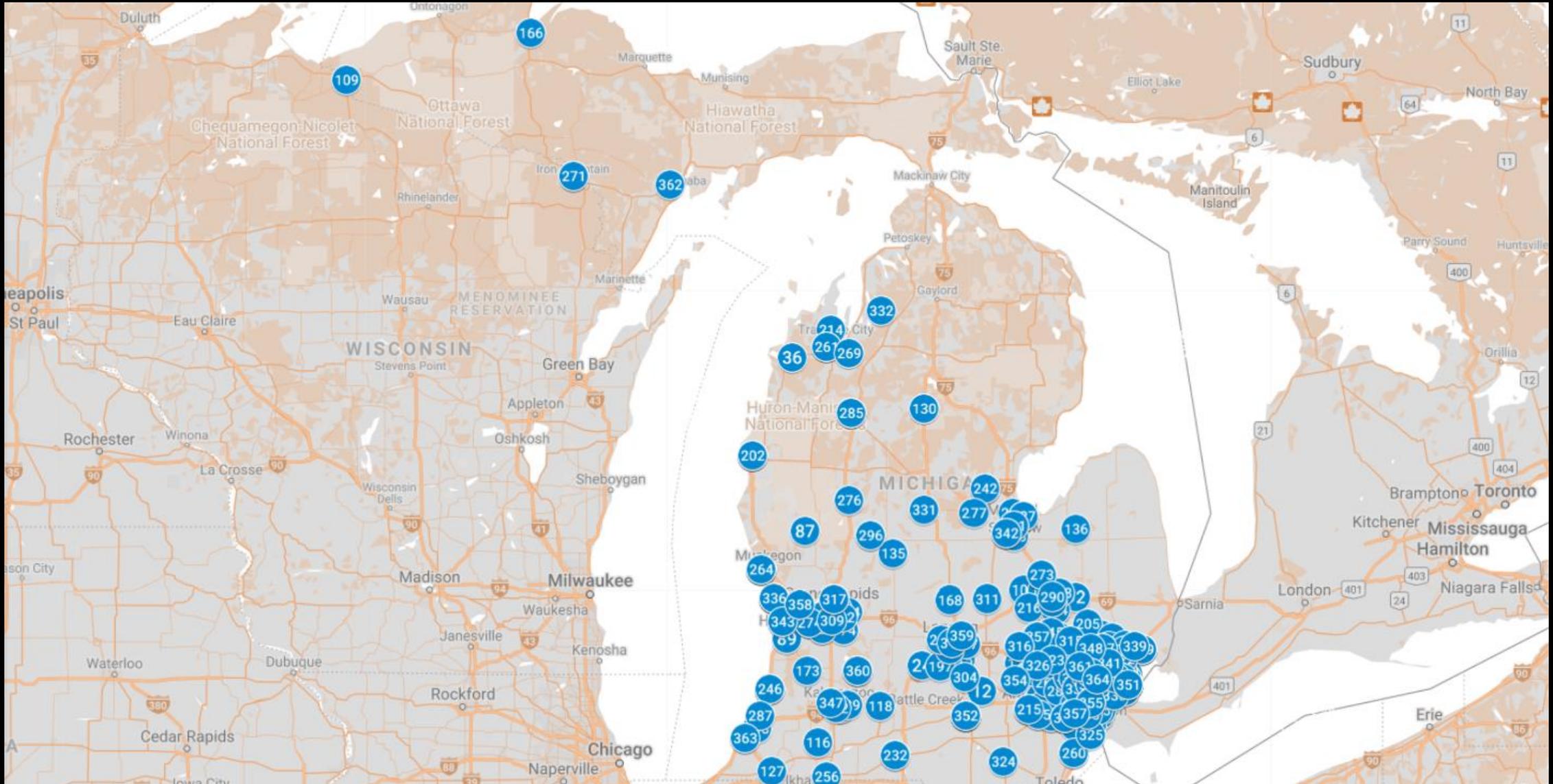
NONPROFIT

GOVERNMENT

SURVEY RESPONSES



# 350 MICHIGAN RESPONSES



# SURVEY TIMING

**Election Day**  
11/02/21

**Survey Dates**  
11/09/21 – 12/17/21

**Results Released**  
01/13/22

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	31

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			



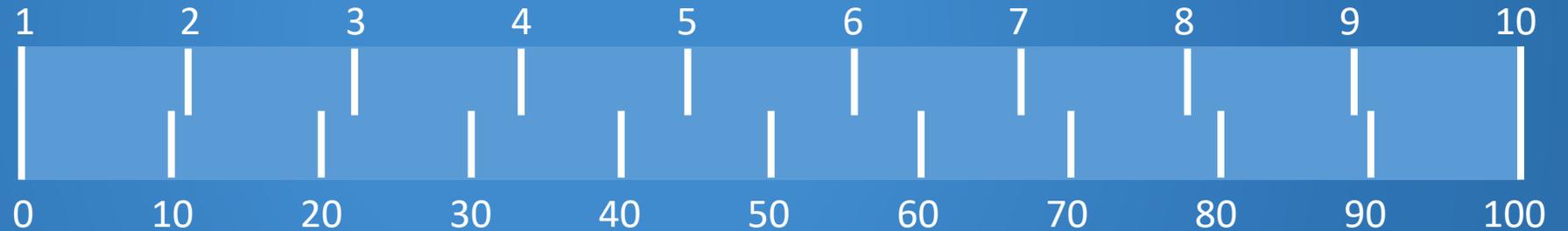
# MEASUREMENT METHODOLOGY



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

1 - 10

0 - 100



## FOUR LEVELS MEASURED

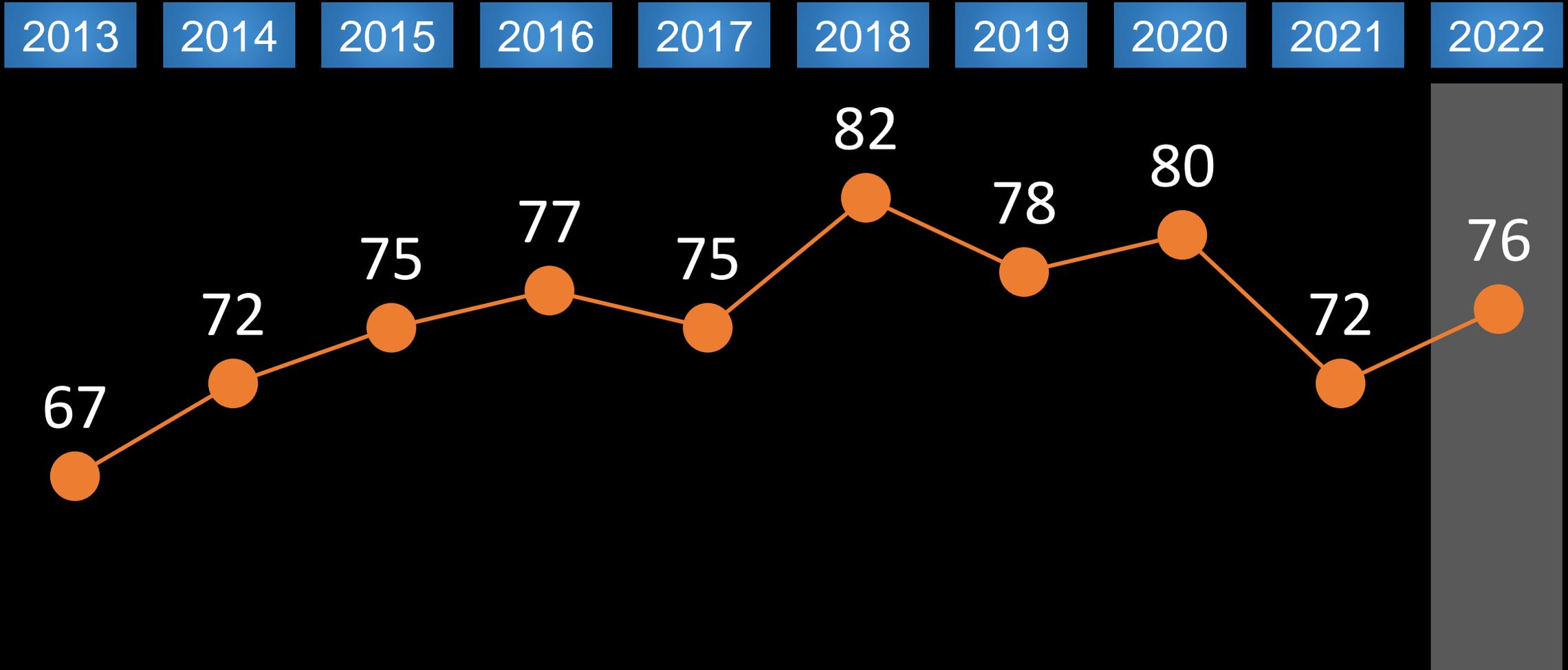
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1. ORGANIZATION PERFORMANCE
2. LOCAL COMMUNITY
3. REGIONAL ECONOMY
4. MICHIGAN OVERALL



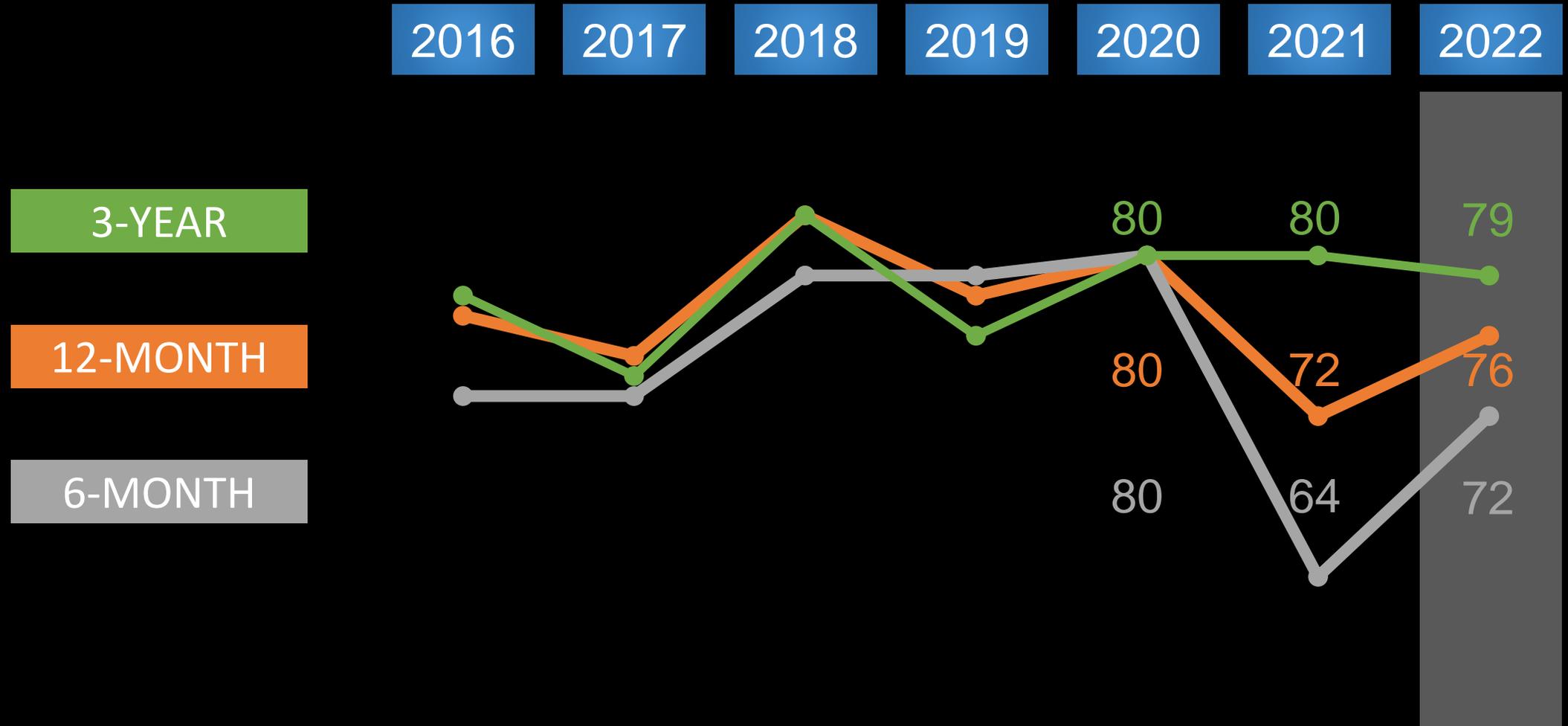
# 12-MONTH OUTLOOK

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



# ORGANIZATION OUTLOOK

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



# IMPACT OF COVID

What impact has the Coronavirus pandemic had on your company/organization 12-month outlook?

## PERCENT IMPACTED

## 12-MONTH OUTLOOK SCORE

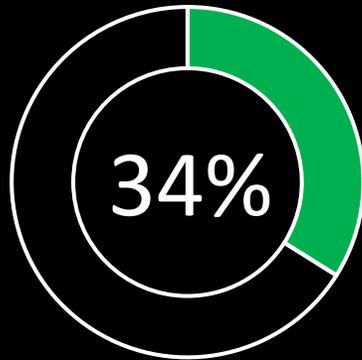
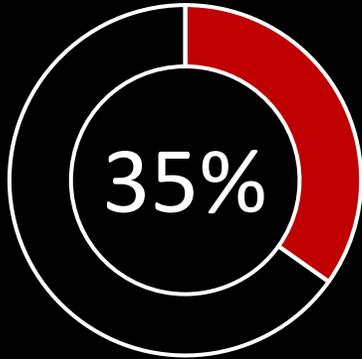
NEGATIVE

POSITIVE

NEGATIVE

POSITIVE

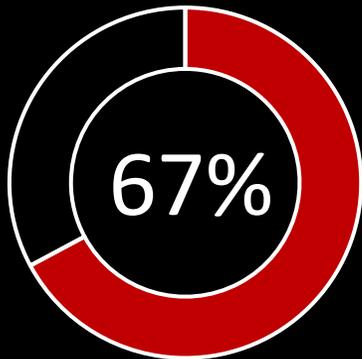
2022



+15  
→



2021



+21  
→



+5  
↑

-1  
↑



# A CULTURE OF ORGANIZATION PERFORMANCE



*My organization . . .*

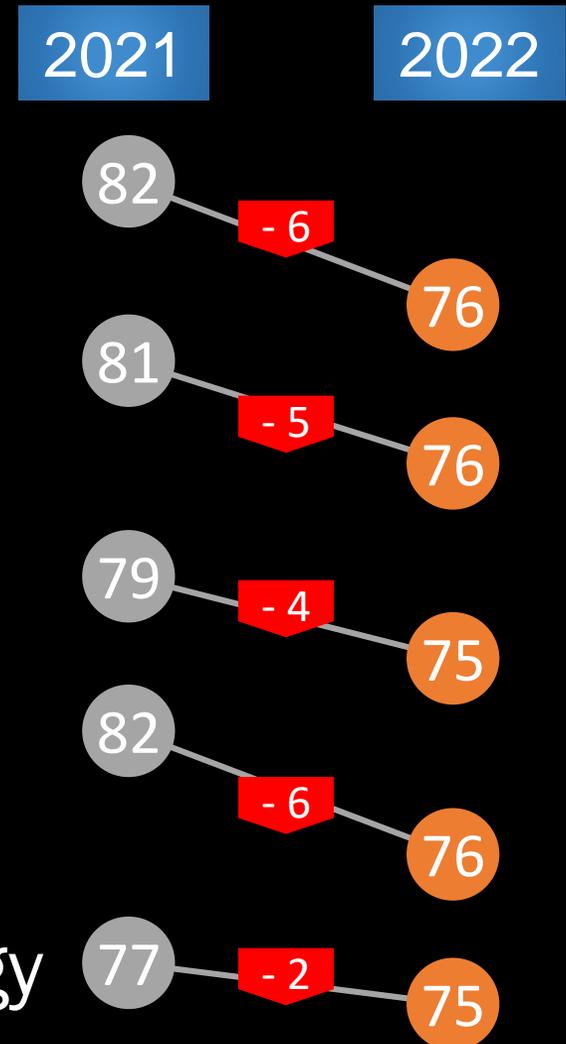
👉 Adapts well to changes in the marketplace

Has a highly engaged workforce

Has efficient systems and processes

👉 Has a clear direction for the future

Overall has the right culture to execute strategy



## FOUR LEVELS MEASURED

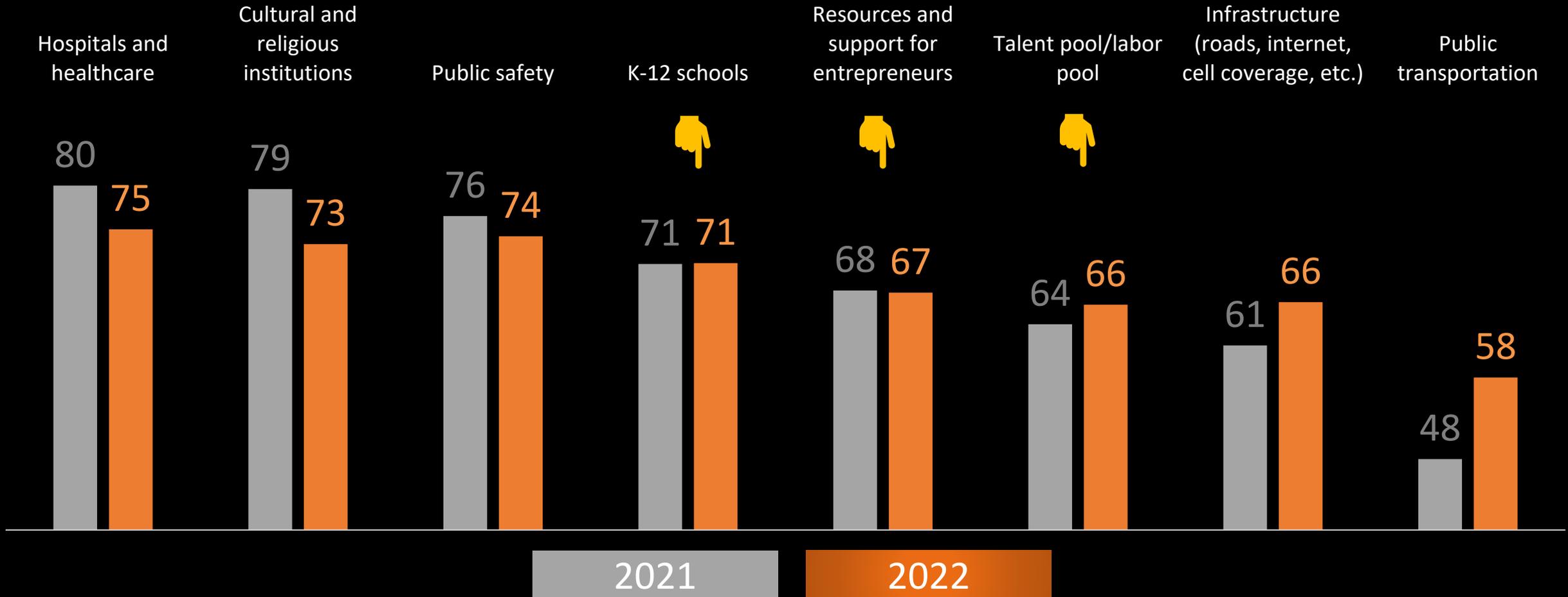
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1. ORGANIZATION PERFORMANCE
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# LOCAL COMMUNITIES

*My local community has excellent:*  
 (100 = strongly agree, 0 = strongly disagree)



## FOUR LEVELS MEASURED

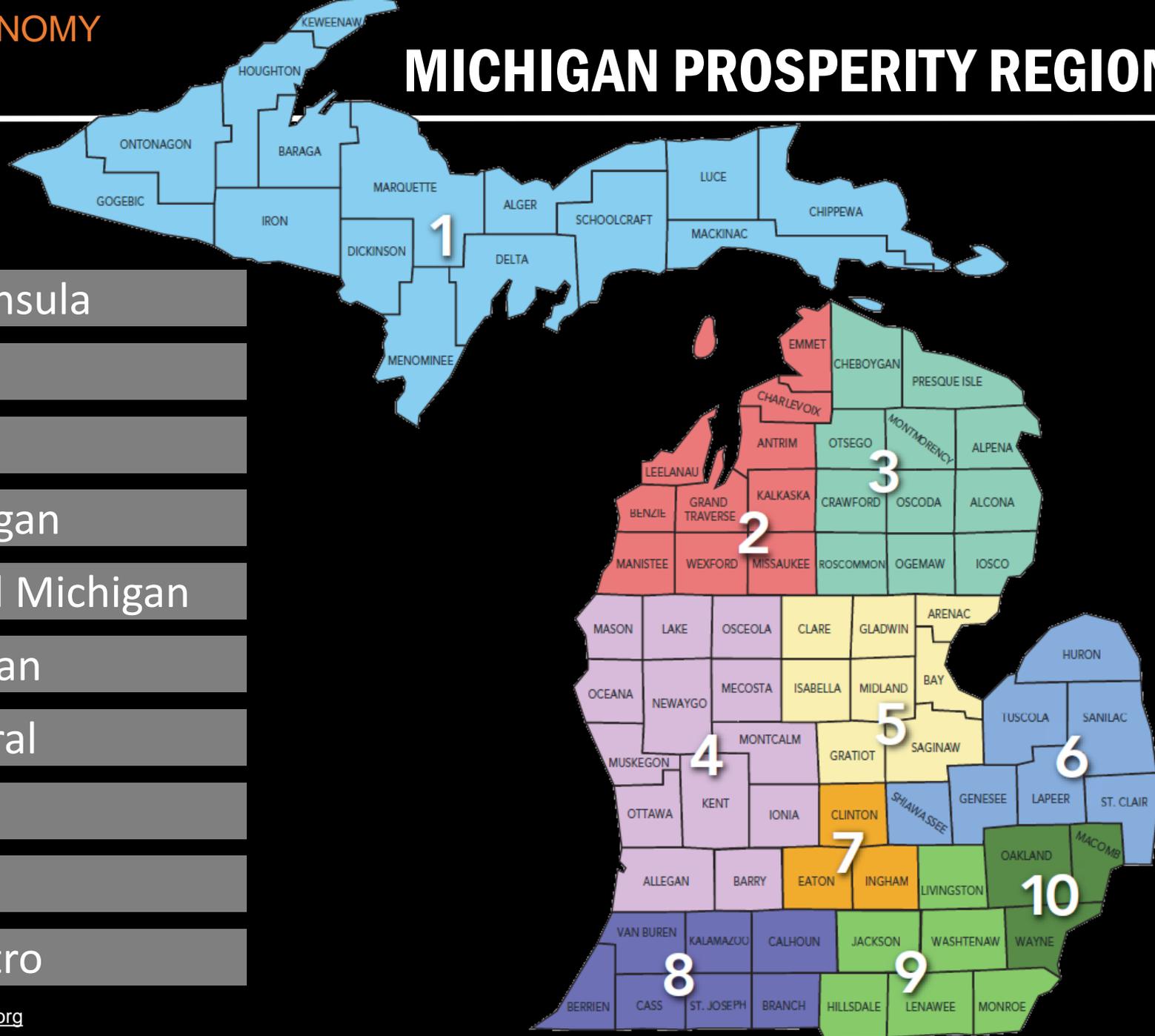
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# MICHIGAN PROSPERITY REGIONS

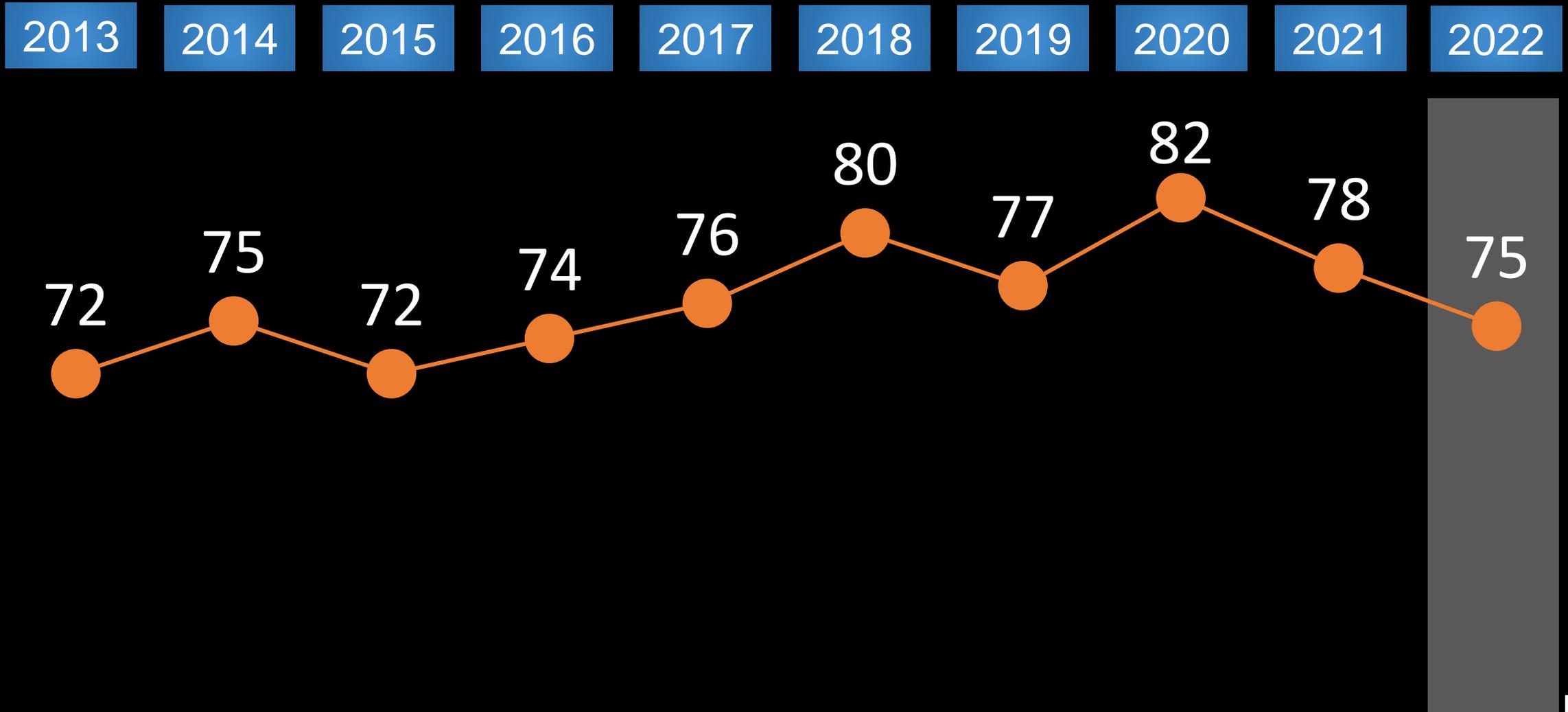
1	Upper Peninsula
2	Northwest
3	Northeast
4	West Michigan
5	East Central Michigan
6	East Michigan
7	South Central
8	Southwest
9	Southeast
10	Detroit Metro



# 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)*



# ECONOMIC REGIONS

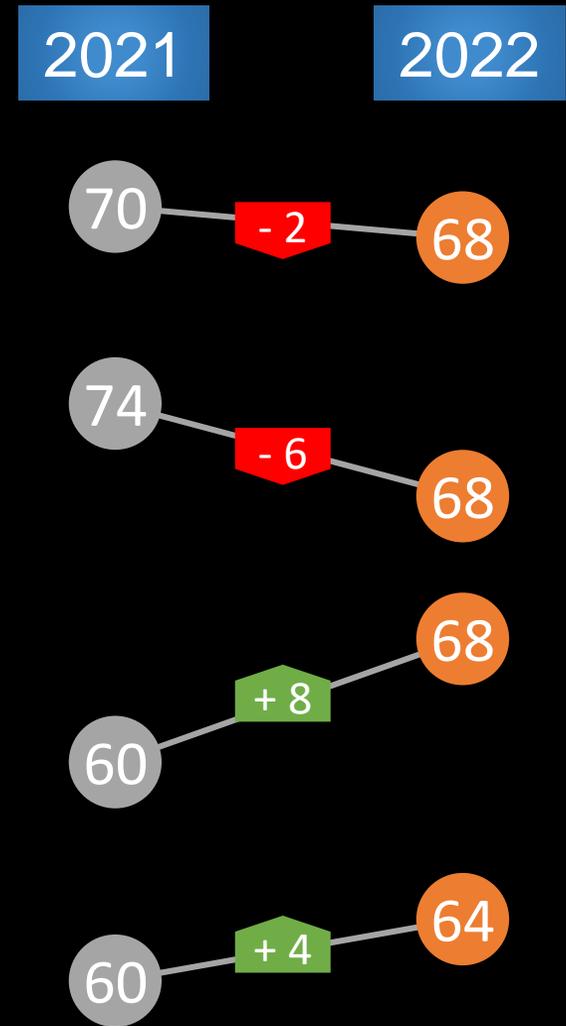
*My economic region has . . .*

A forward-looking culture that embraces entrepreneurialism

👉 An unparalleled quality of life

👉 A large pool of skilled, educated talent available for hire

An educational system that is second to none



## FOUR LEVELS MEASURED

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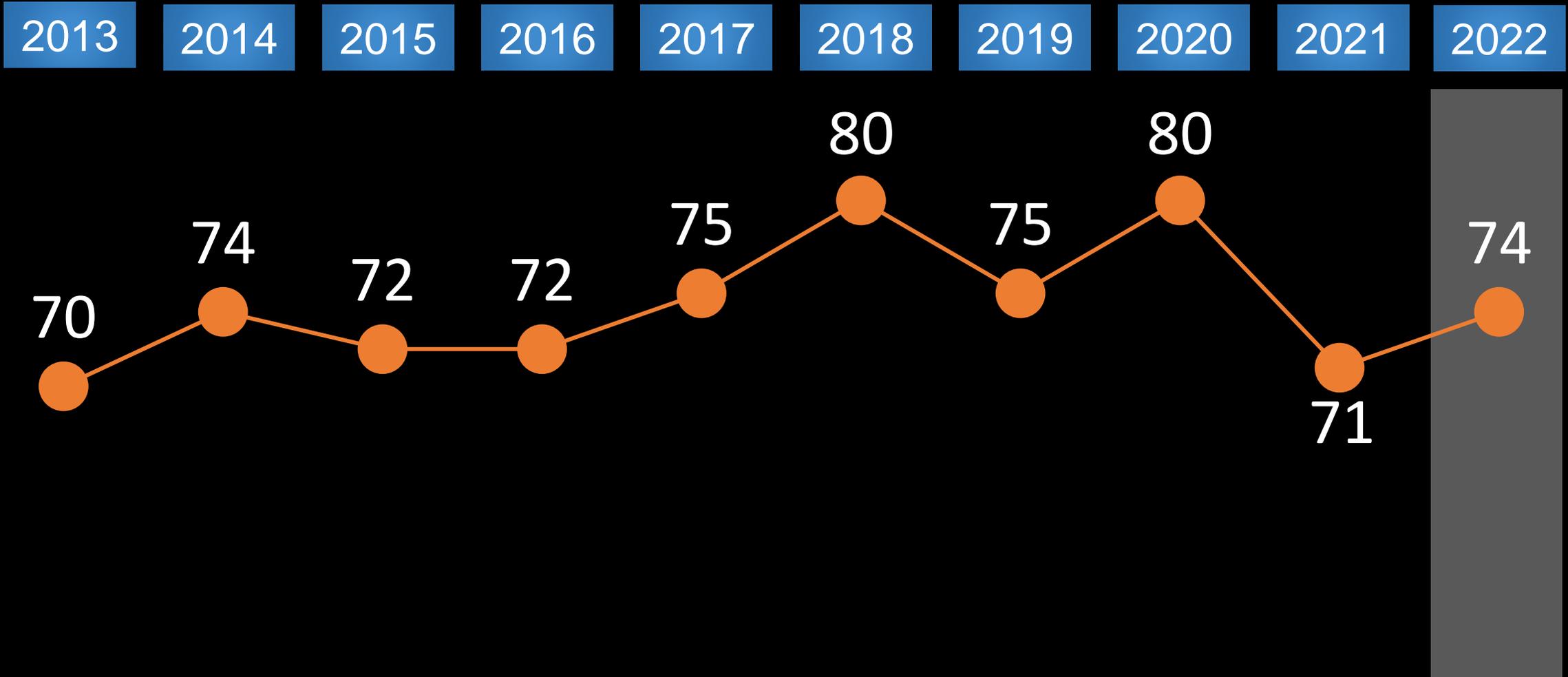
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# RECOMMEND - STATE

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

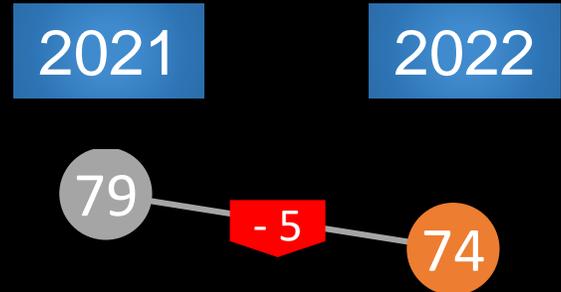
*(10 = extremely likely, 1 = not at all likely)*



# MICHIGAN

Michigan . . .  
(10 = strongly agree, 1 = strongly disagree)

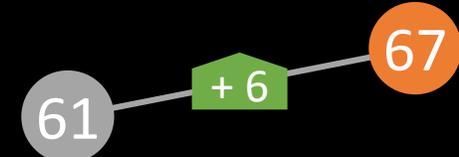
👉 Is a great state for raising a family



Is a great state for young professionals



👉 Is business-friendly



Has a strong, vibrant economy



👉 Is on the right track



# OUTLOOKSURVEY.COM

