

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

# MICHIGAN ECONOMIC OUTLOOK SURVEY

# 2023

# 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



**MARTIN MUGABA**  
Director



**LATAYA GRAY**  
Administration



**MATT BROWN, PhD**  
Author



**LARRY EILER**  
Author and Speaker



## CENTRAL THEME

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MAKE MICHIGAN  
A GREAT PLACE TO  
GROW A BUSINESS



# MICHIGAN BY THE NUMBERS



|                      |          |       |
|----------------------|----------|-------|
| Population           | JUL 2022 | 10.0M |
| Civilian Labor Force | NOV 2022 | 4.85M |
| Employed             | NOV 2022 | 4.65M |
| Unemployment         | NOV 2022 | 4.3%  |

GDP (MINGSP)

\$572B

GDP Per Capita

\$57,200

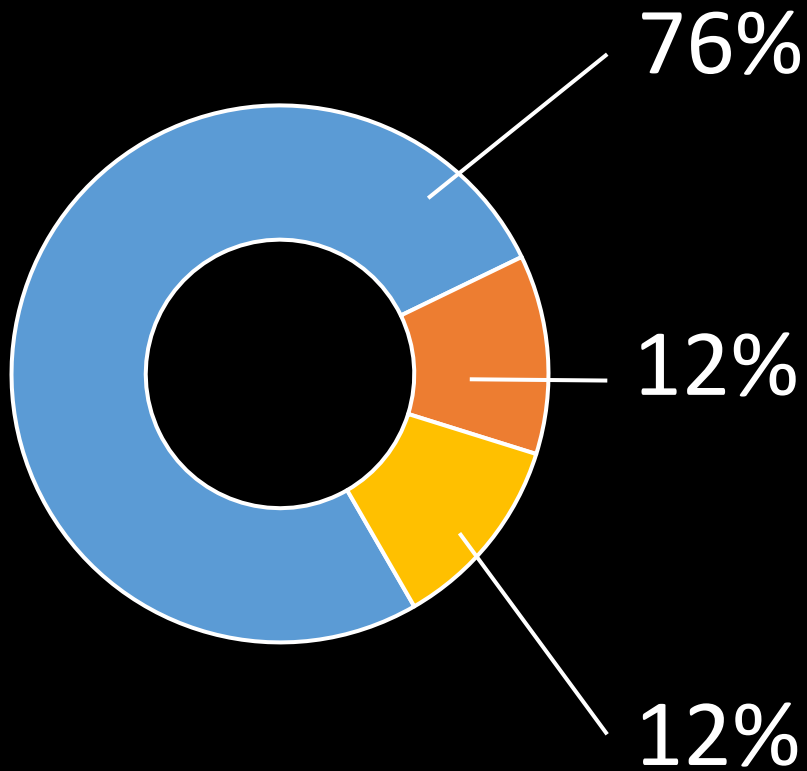


# MICHIGAN SECTORS

ACTIVE WORKFORCE

SECTORS

SURVEY RESPONSES



BUSINESS

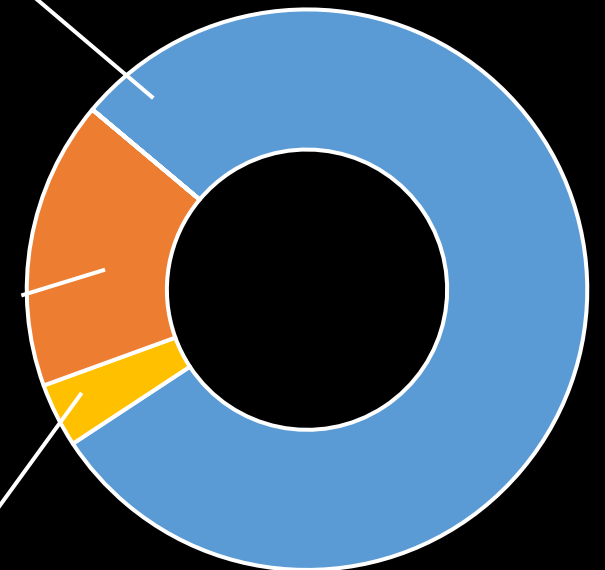
NONPROFIT

GOVERNMENT

79%


17%

4%



# SURVEY TIMING

 Election Day  
11/08/22

 Survey Dates  
11/09/22 – 12/16/22

 Results Released  
01/12/23

|          | 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  |     |     |     |
|          |     |     |     |     |     |     |     |

|          | 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  |
|          |     |     |     |     |     |     |     |

|         | 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  | 19  | 20  | 21  |
|         | 22  | 23  | 24  | 25  | 26  | 27  | 28  |
|         | 29  | 30  | 31  |     |     |     |     |
|         |     |     |     |     |     |     |     |



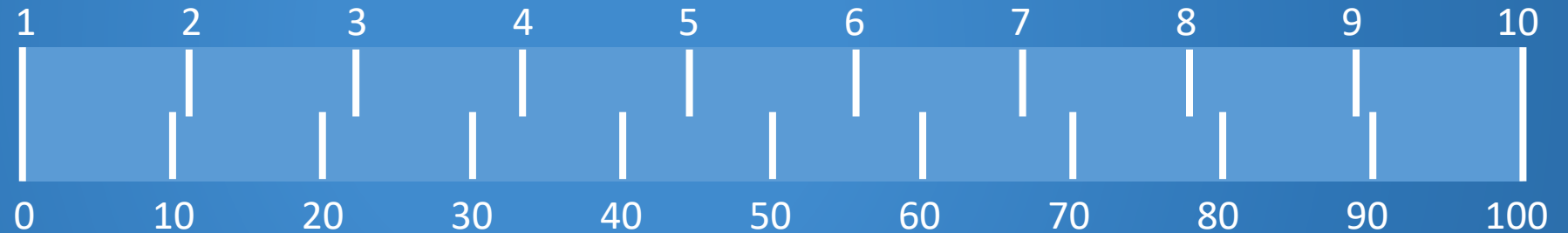
# MEASUREMENT METHODOLOGY



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

1 - 10

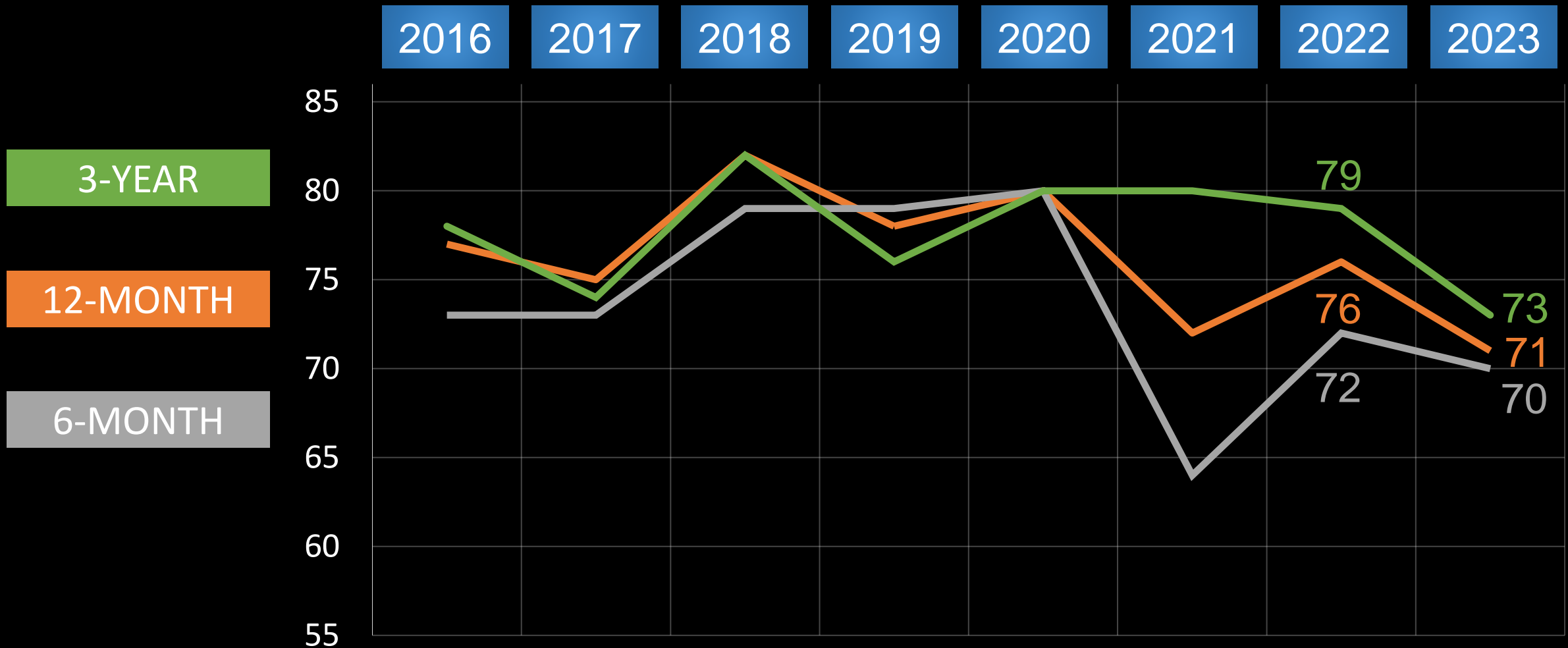
0 - 100



# ORGANIZATION OUTLOOK

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

(10 = excellent, 1 = poor)

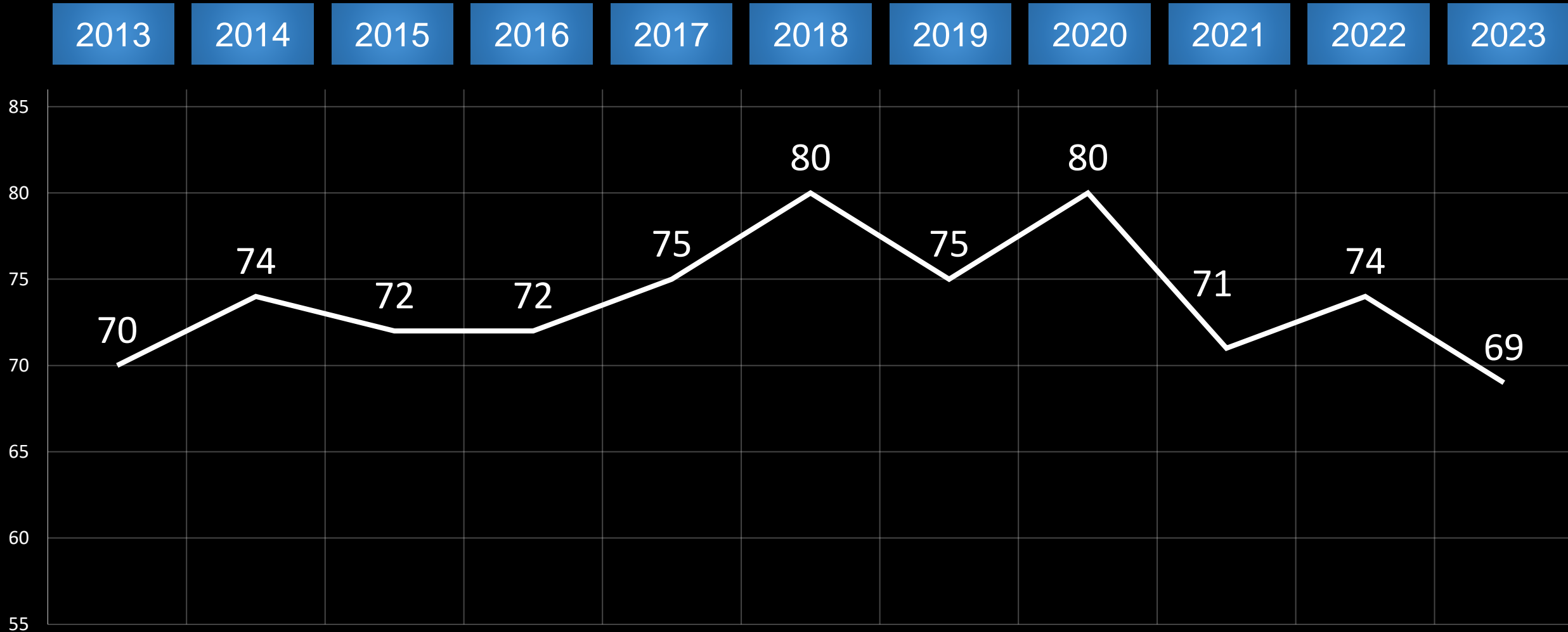




# RECOMMEND MICHIGAN

*“How likely are you to recommend Michigan as a great place to grow a business?”*

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



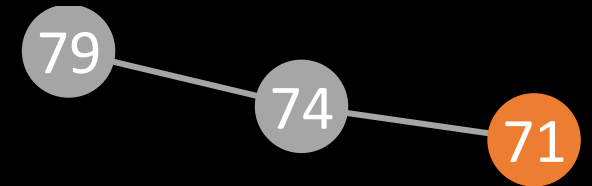
# MICHIGAN OVERALL

*“How much do you agree with the following? Michigan . . .”*

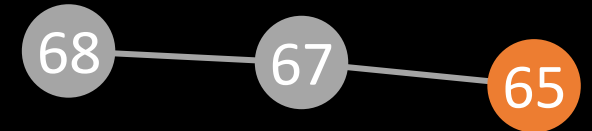
*(10 = strongly agree, 1 = strongly disagree)*

2021 2022 2023

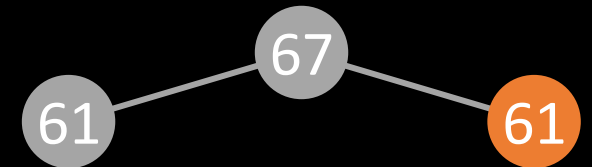
Is a great state for raising a family



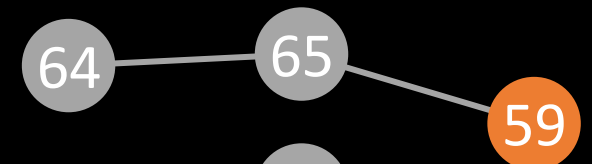
Is a great state for young professionals



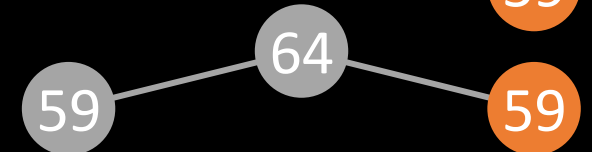
Is business-friendly



Has a strong, vibrant economy

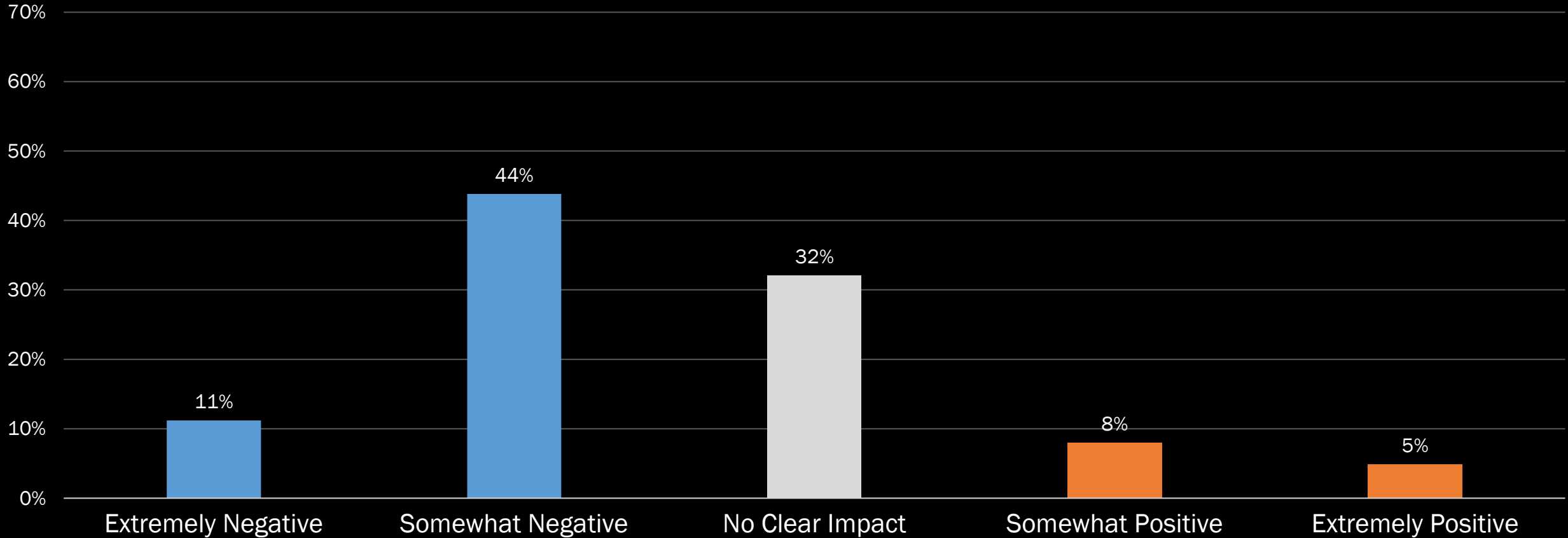


Is on the right track



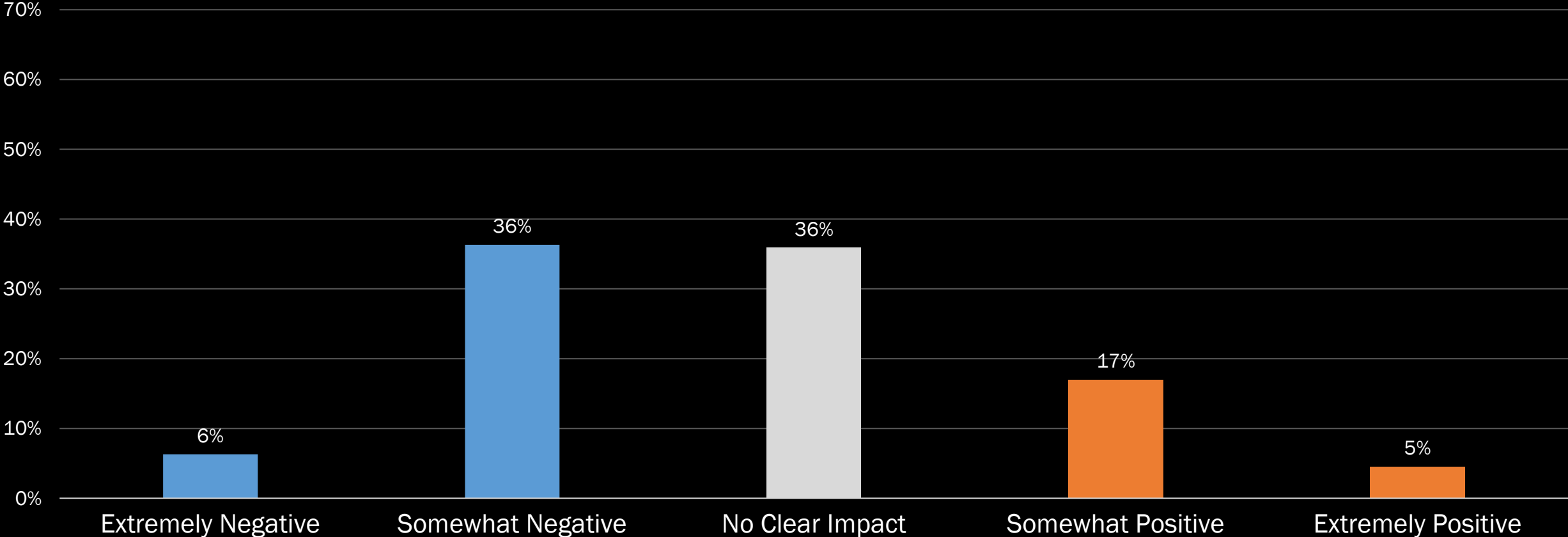
# IMPACT OF RECESSION

*“Many economists are predicting a recession in 2023. If a recession happens in 2023, what impact do you think the recession would have on your business in 2023?”*



# COMPETITION FOR TALENT

*“The competition for talent recruitment and retention has never been more competitive. What impact do you think the competition for talent would have on your business in 2023?”*



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