

A nighttime photograph of a city skyline, likely Detroit, Michigan, with numerous skyscrapers and buildings illuminated with various lights. The lights 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**

**2020**

## CENTRAL THEME

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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

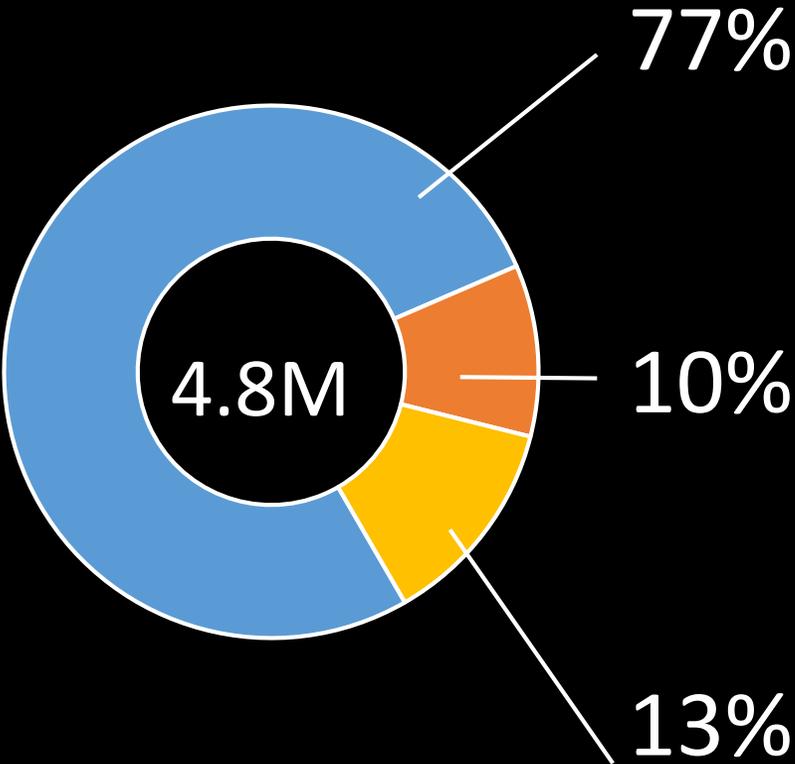
GDP Per Capita

\$54,000



# MICHIGAN

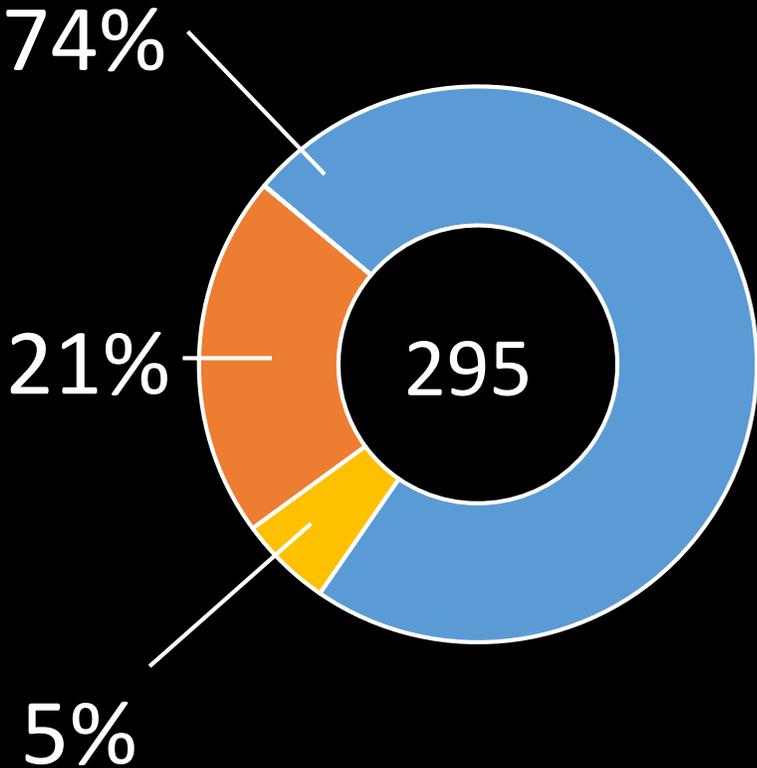
## WORKFORCE



## SECTORS



## SURVEY RESPONSES



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



# 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

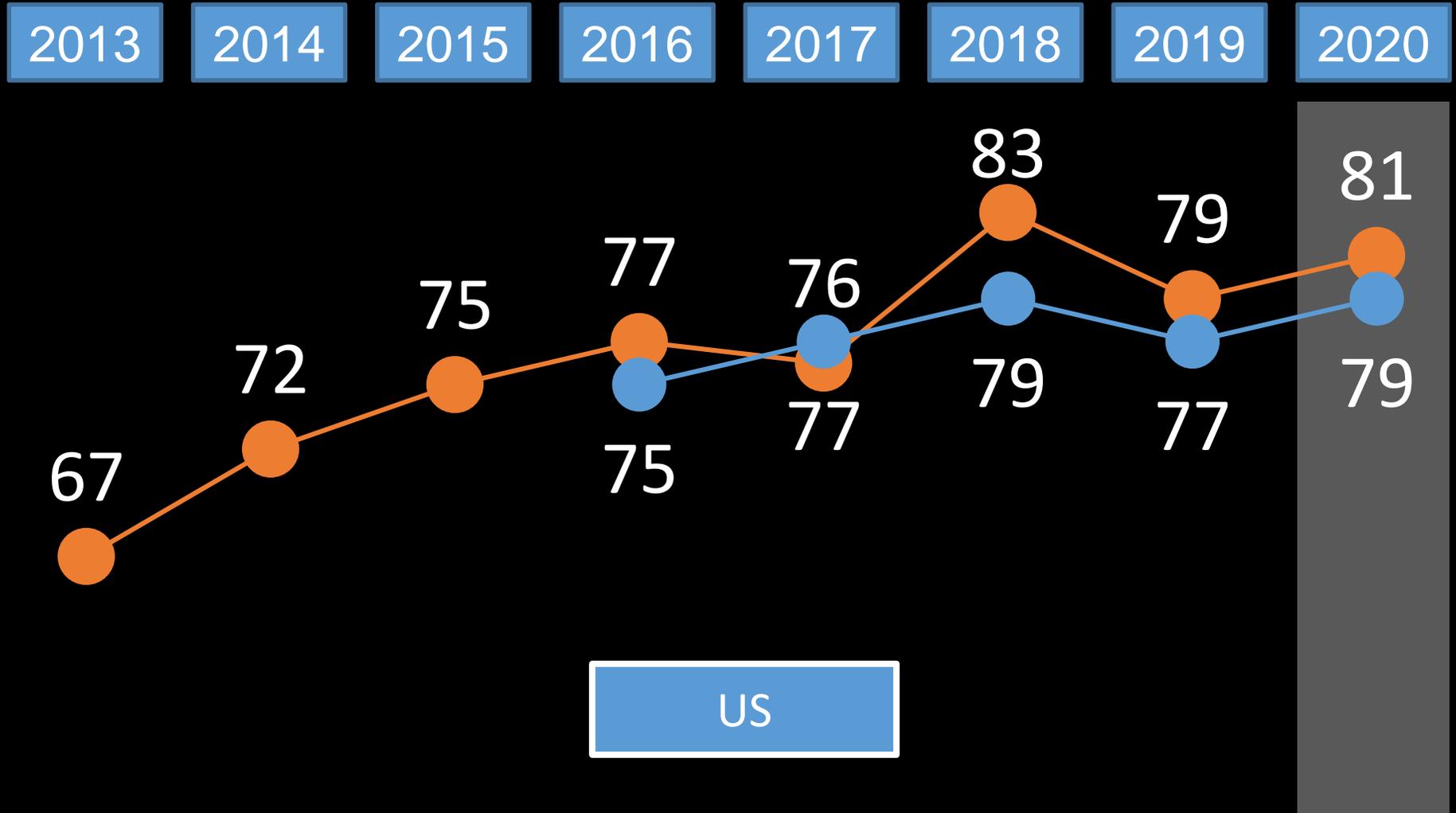


Questions are asked on a 1-10 scale,  
then translated to a 0-100 scale



# 12-MONTH OUTLOOK

Rate your organization's 12-month outlook:



MICHIGAN

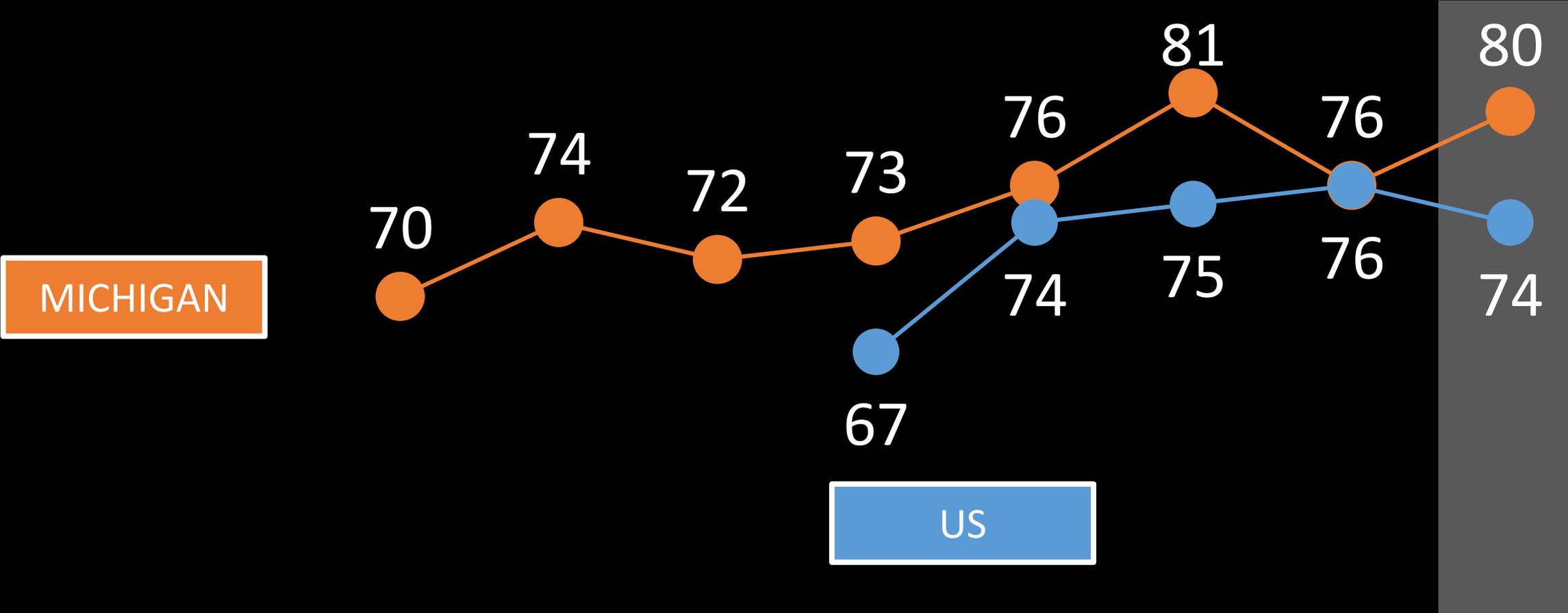
US



# RECOMMEND - STATE

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

2013 2014 2015 2016 2017 2018 2019 2020

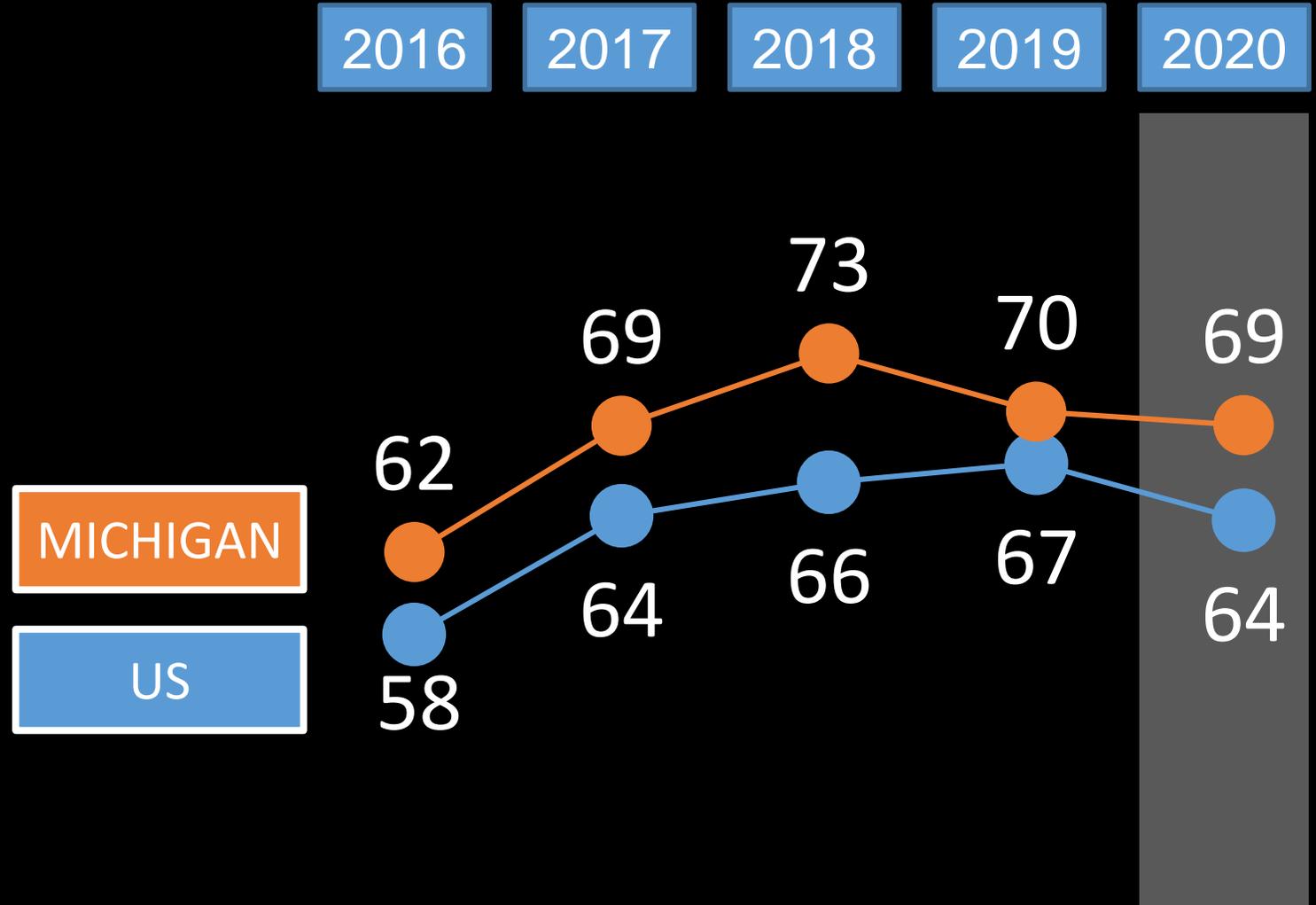


Scores shown are 0-10 respondent ratings translated to 0-100 scale. Methodology by CFI Group ([www.cfigroup.com](http://www.cfigroup.com)).



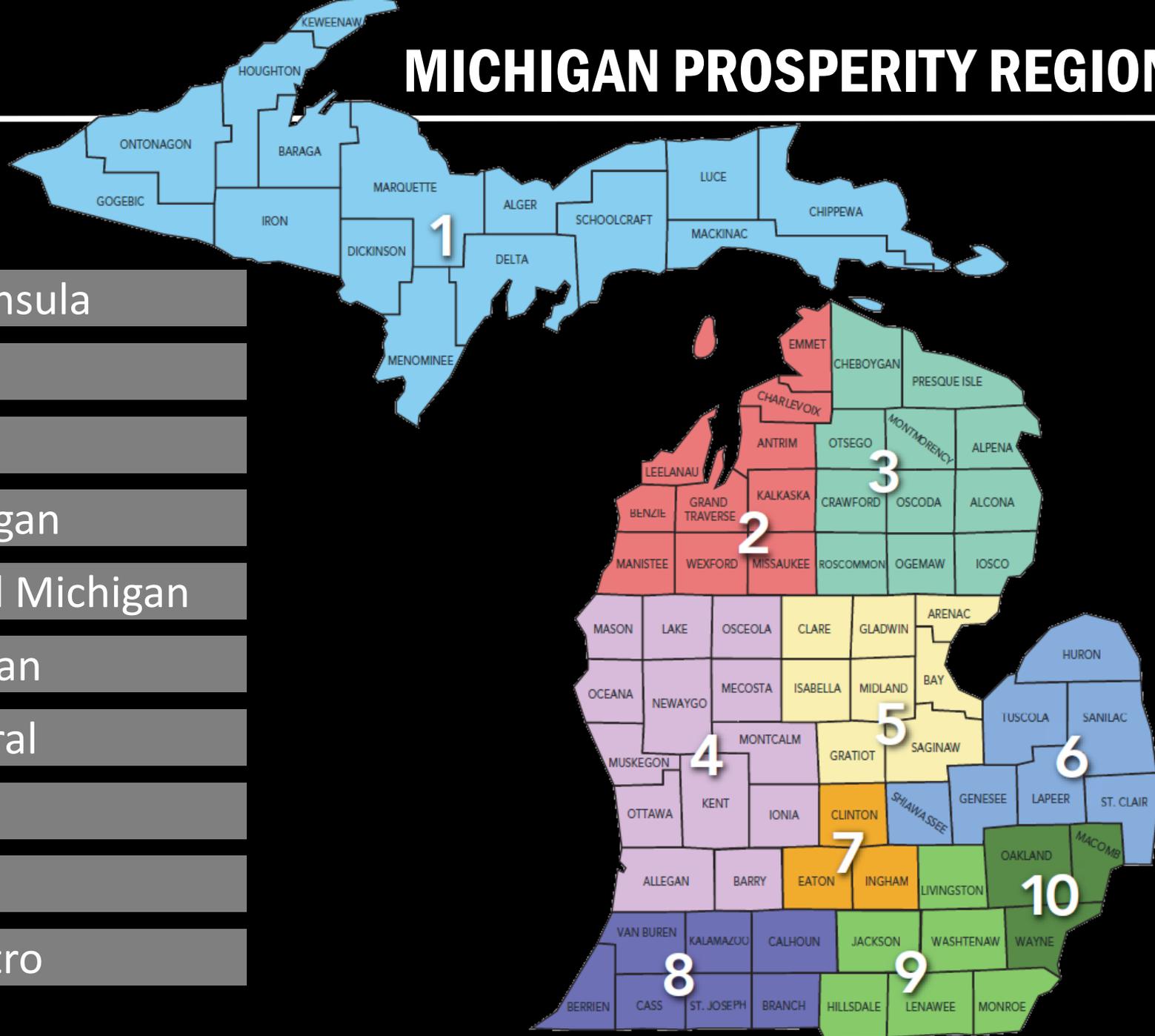
# BUSINESS FRIENDLY

*My state is business friendly:*



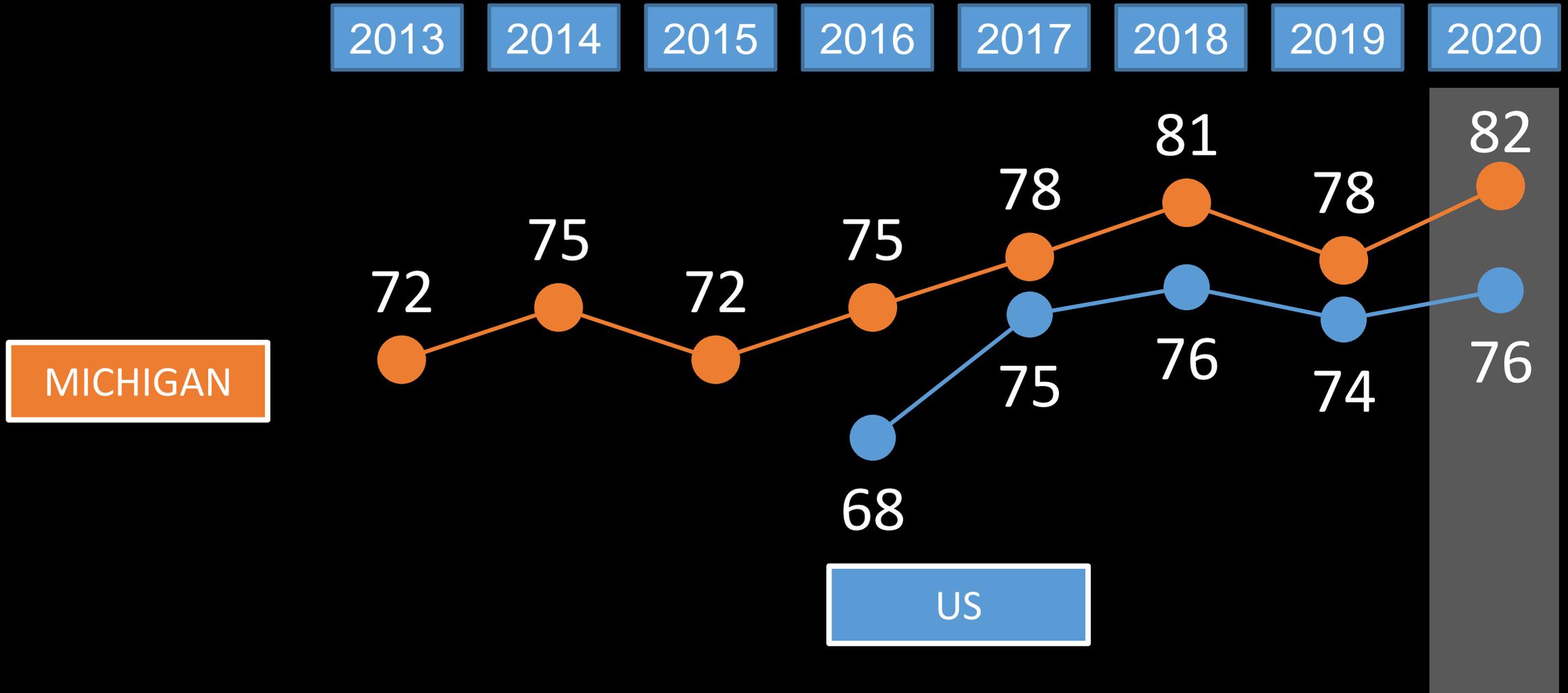
# MICHIGAN PROSPERITY REGIONS

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



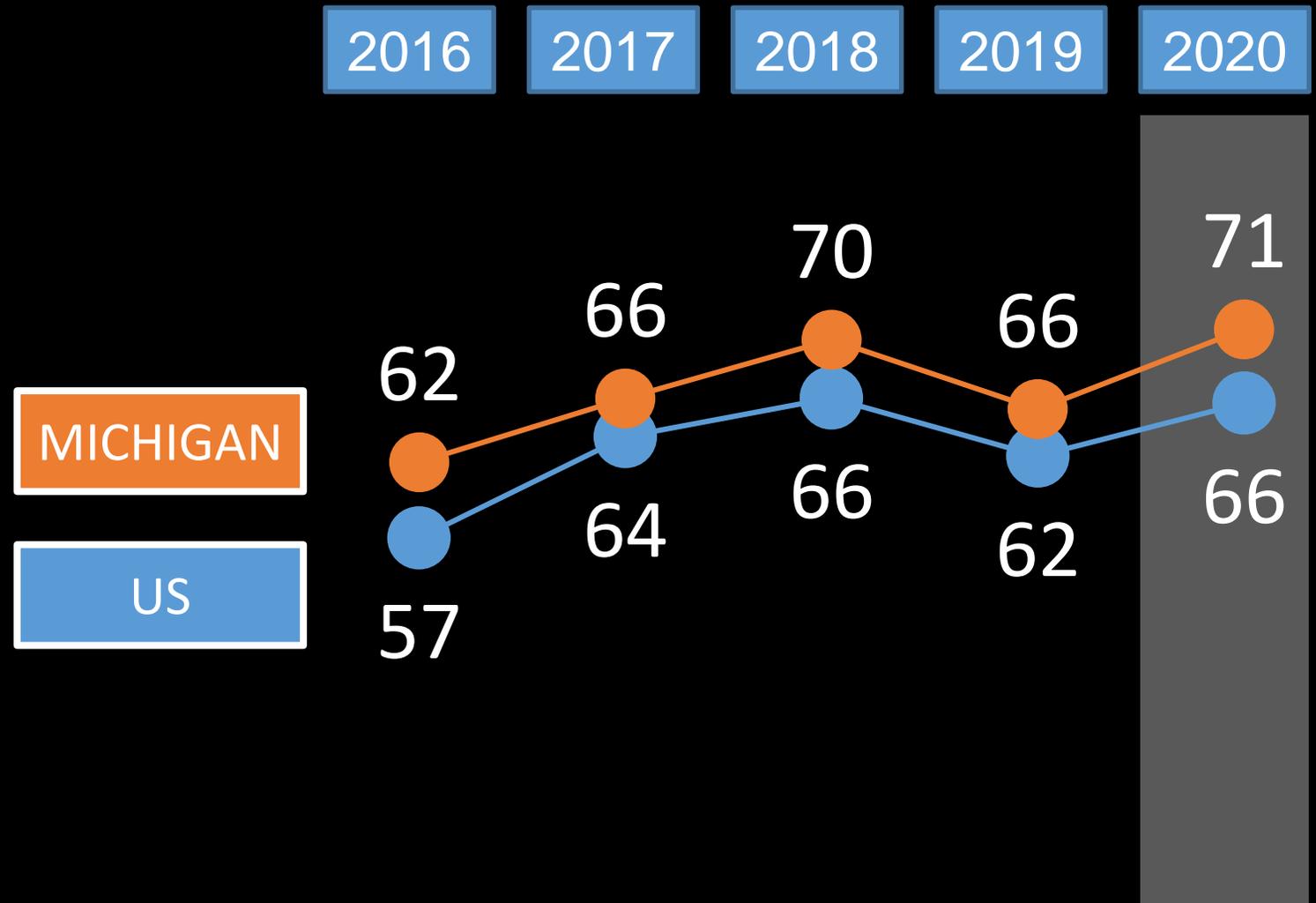
# RECOMMEND - REGION

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



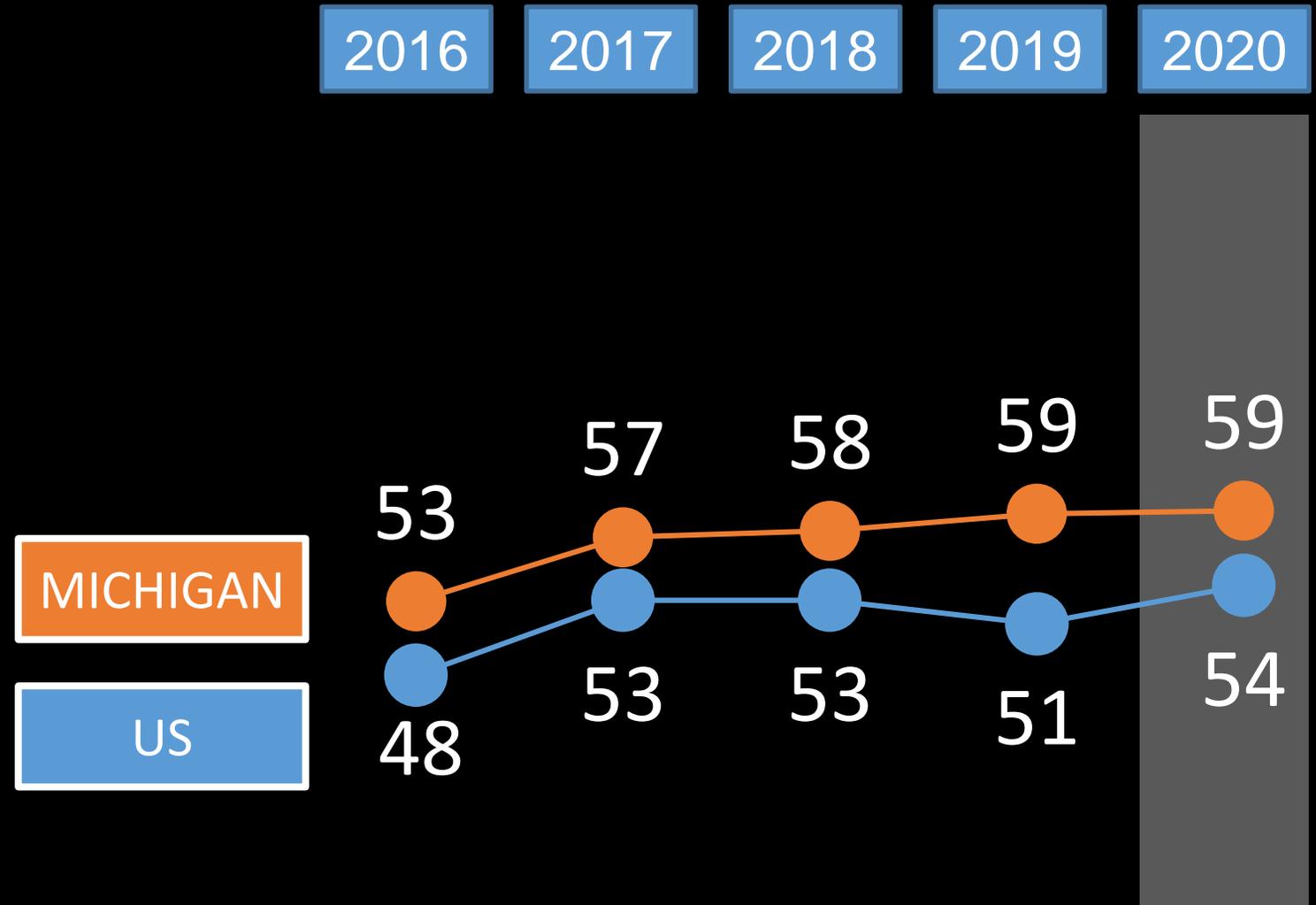
# ENTREPRENEURIAL CULTURE

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



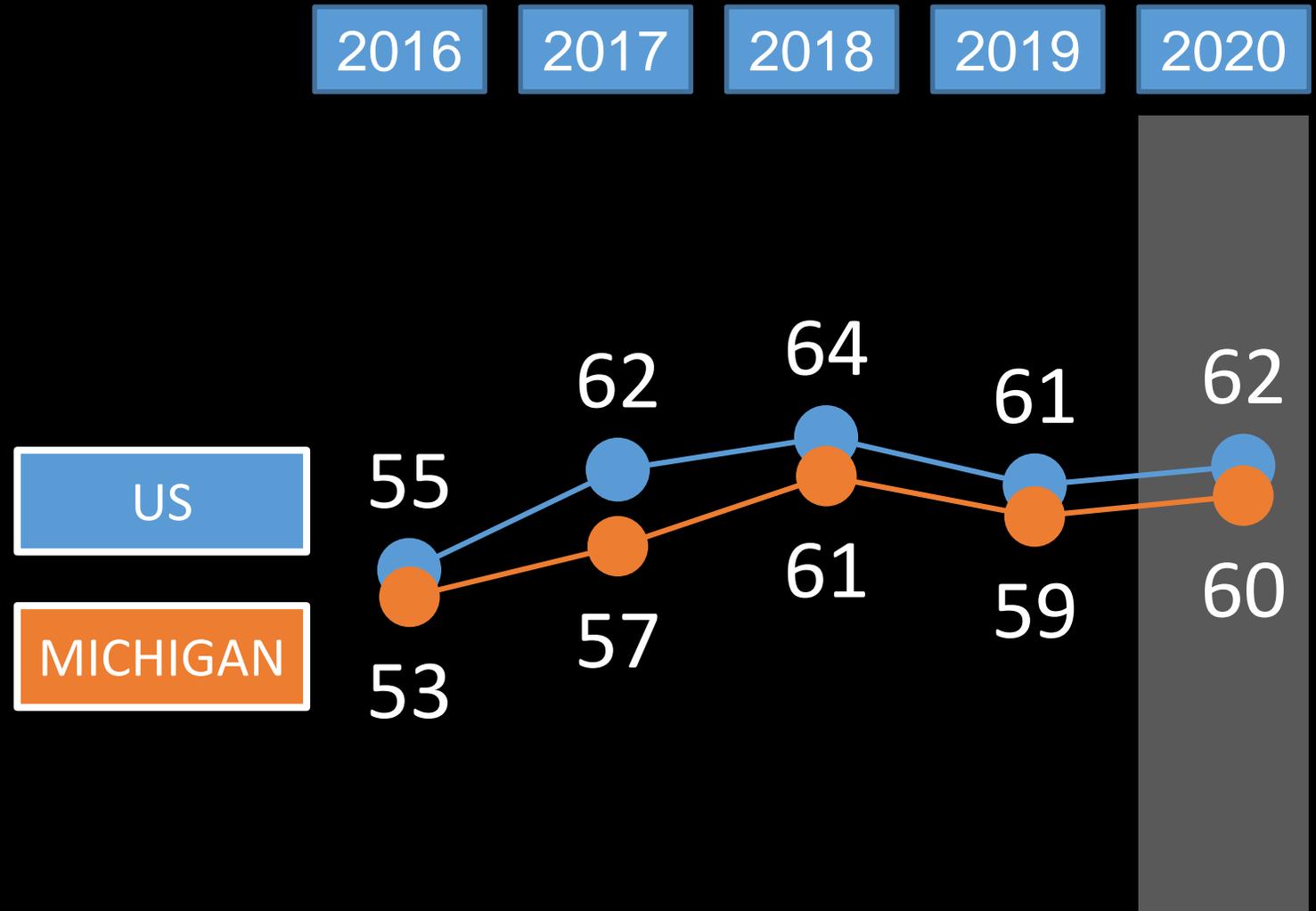
# AVAILABLE TALENT

*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)



# OUTLOOKSURVEY.COM

