

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

2022

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

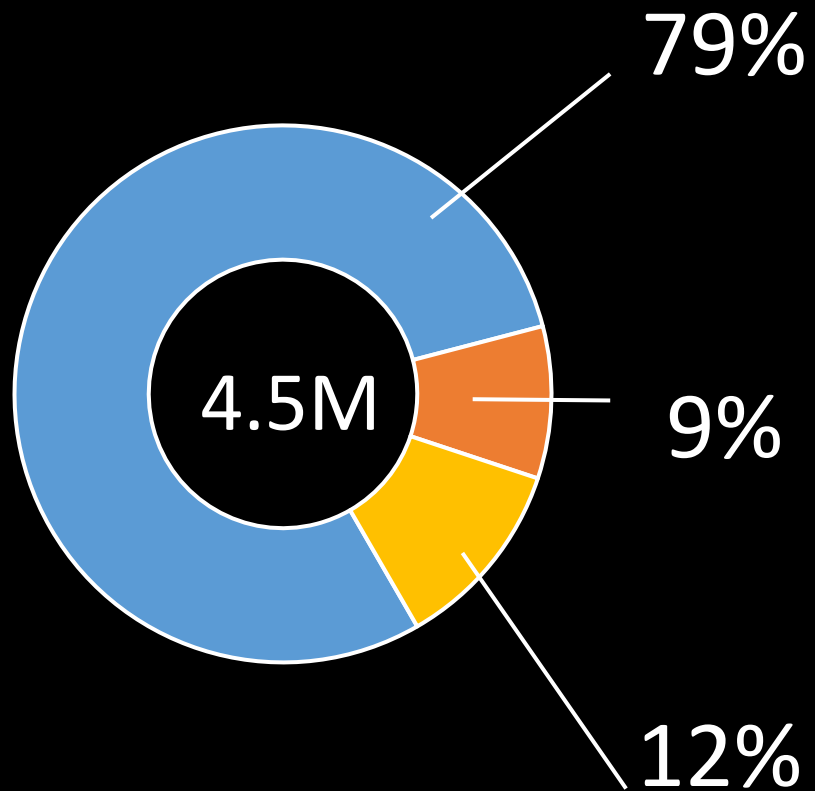
GDP Per Capita

\$56,700



MICHIGAN SECTORS

ACTIVE WORKFORCE



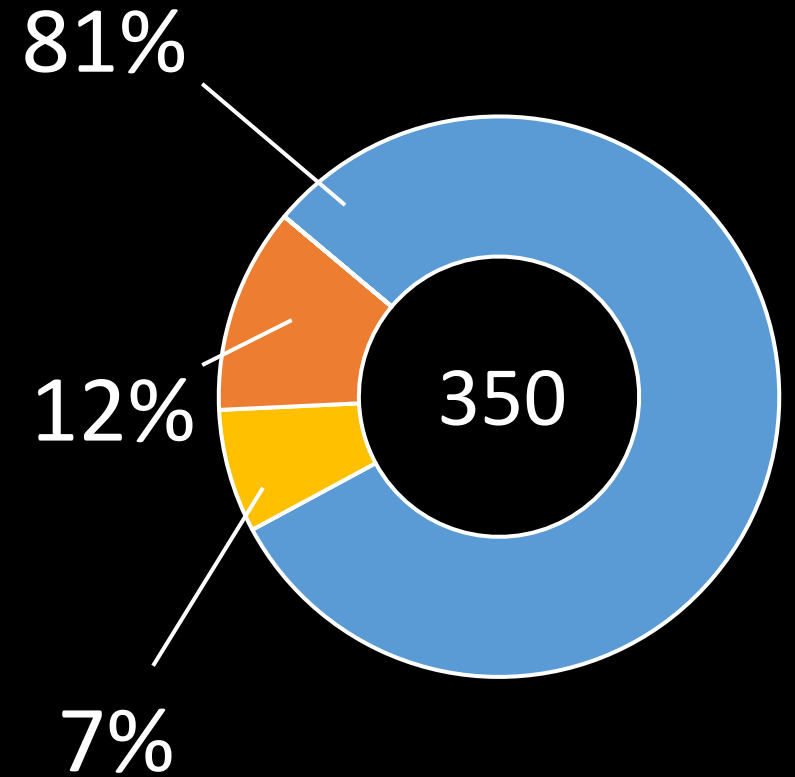
SECTORS

BUSINESS

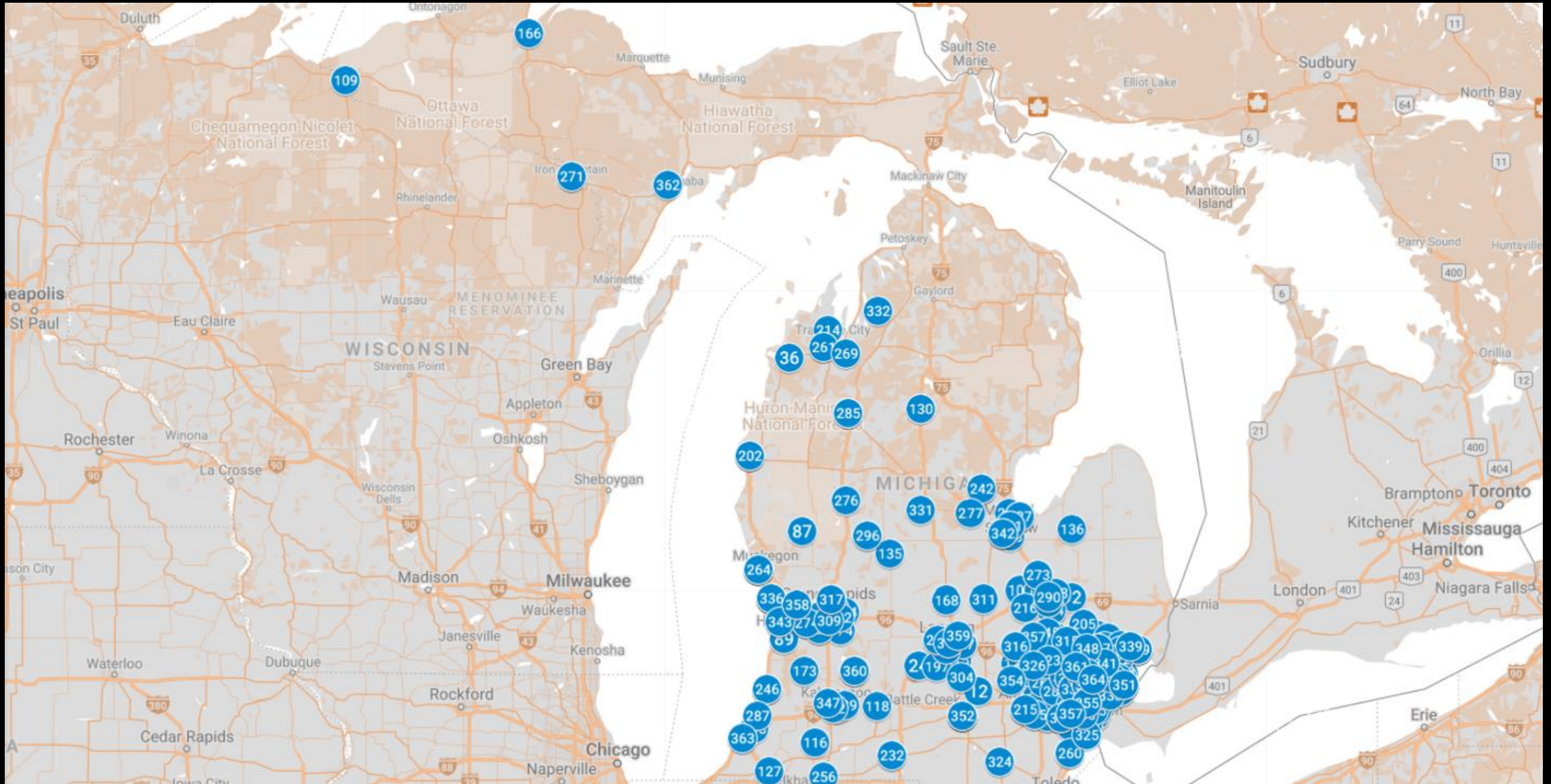
NONPROFIT

GOVERNMENT


SURVEY RESPONSES




350 MICHIGAN RESPONSES



SURVEY TIMING

 Election Day
11/02/21

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				

 Survey Dates
11/09/21 – 12/17/21

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	

 Results Released
01/13/22

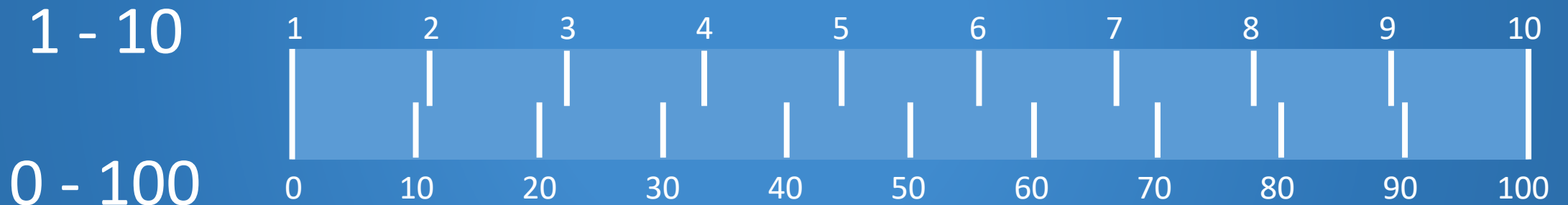
JANUARY	Sun	Mon	Tue	Wed	Thu	Fri	Sat
							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27		



MEASUREMENT METHODOLOGY



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



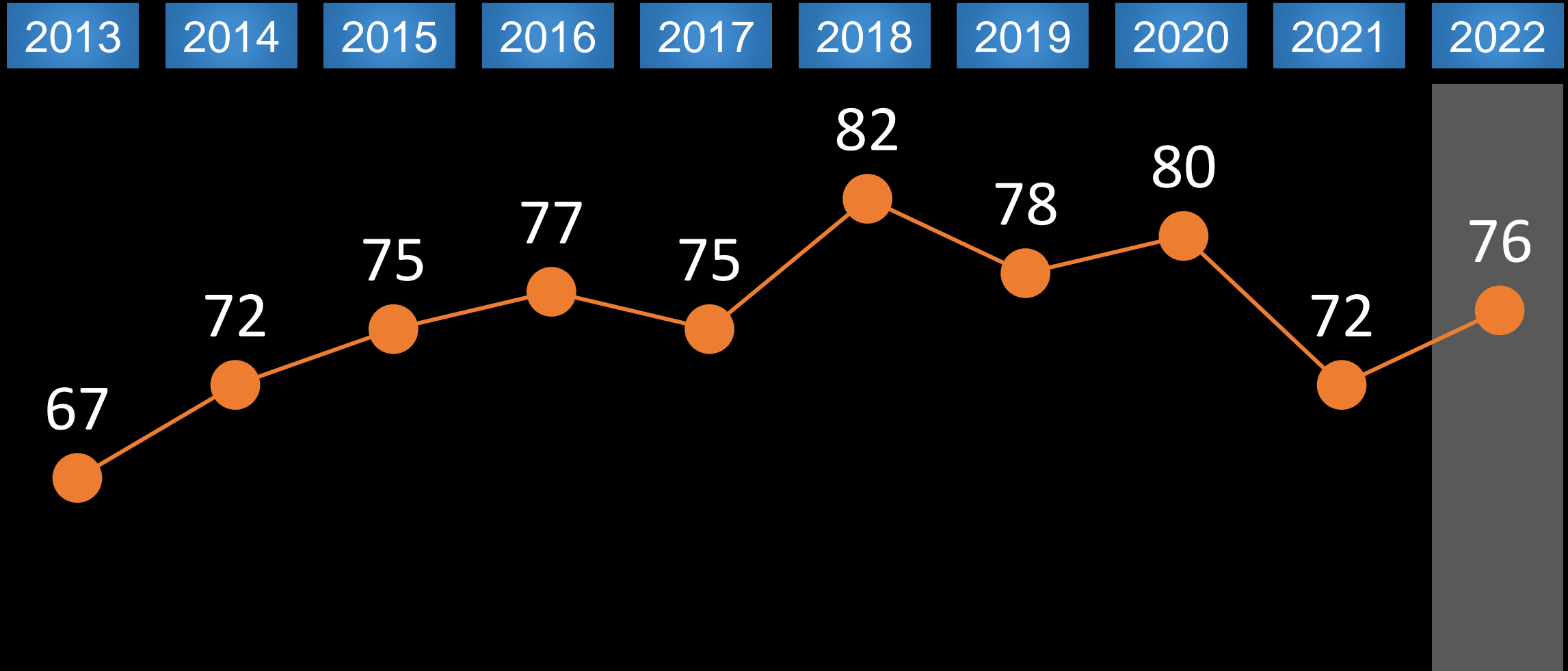
FOUR LEVELS MEASURED

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



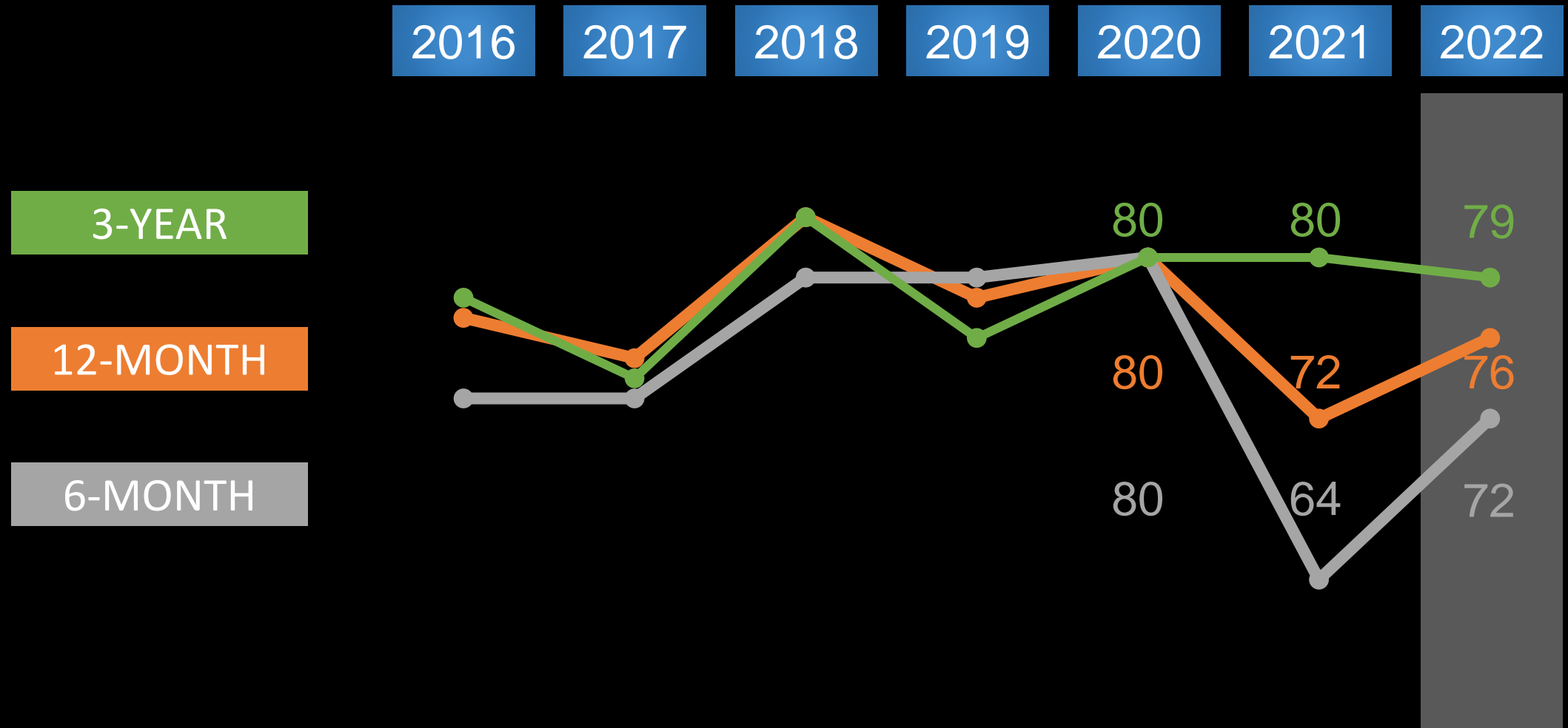
12-MONTH OUTLOOK

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

NEGATIVE

POSITIVE

2022

35%

34%

2021

67%

16%

12-MONTH OUTLOOK SCORE

NEGATIVE

POSITIVE

71

+15
→

86

+5
↑

66

+21
→

87

-1
↑

A CULTURE OF ORGANIZATION PERFORMANCE



My organization . . .

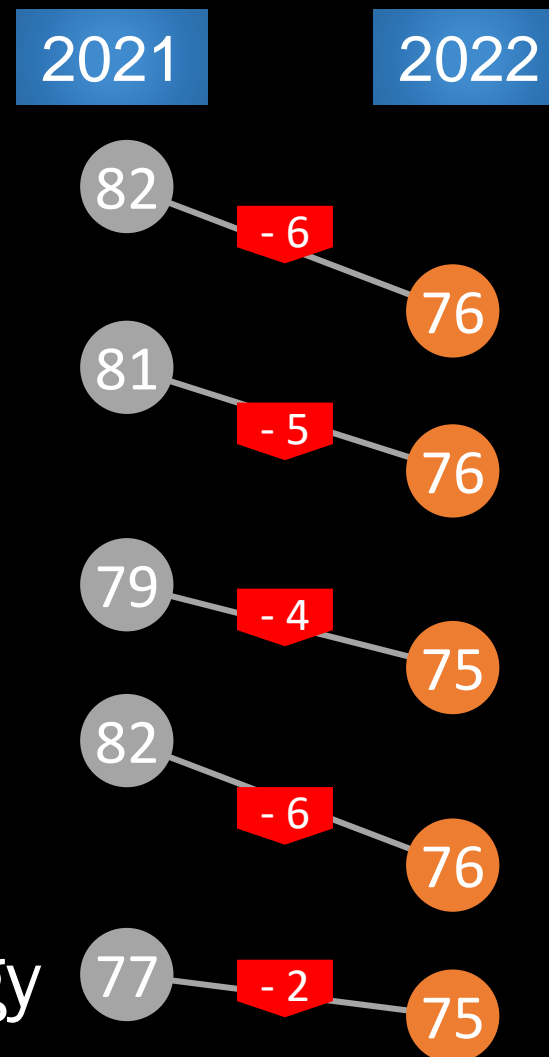
👉 Adapts well to changes in the marketplace

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



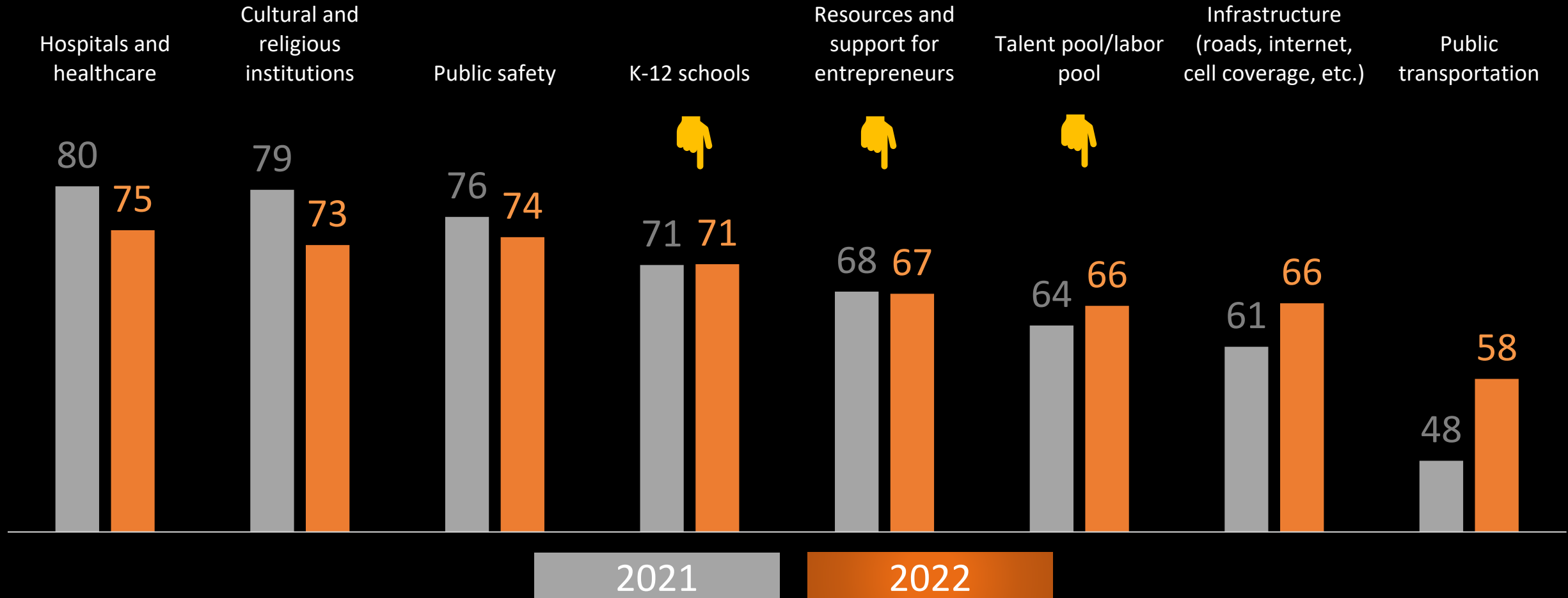
FOUR LEVELS MEASURED

1. ORGANIZATION PERFORMANCE
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LOCAL COMMUNITIES

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



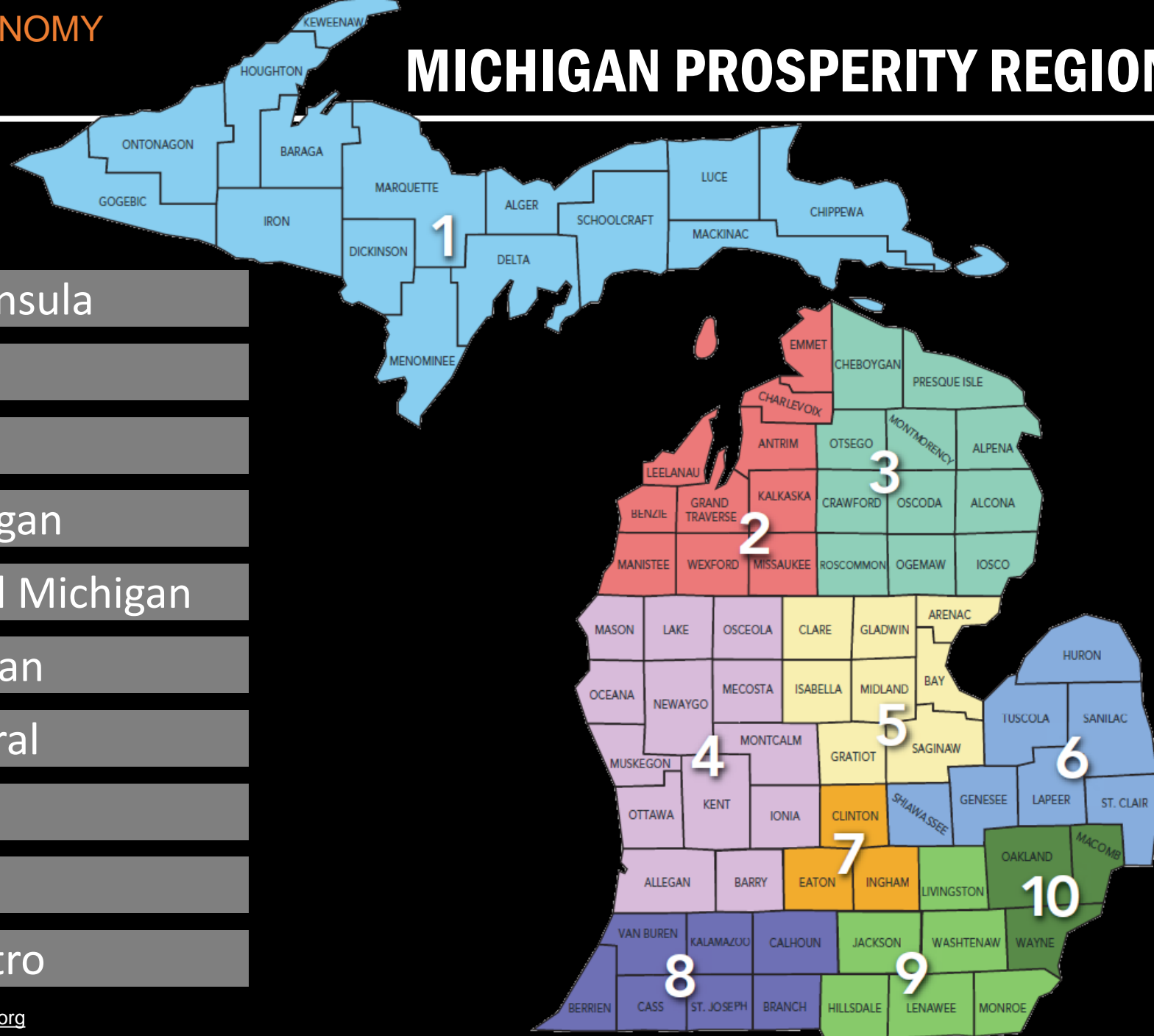
FOUR LEVELS MEASURED

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MICHIGAN PROSPERITY REGIONS

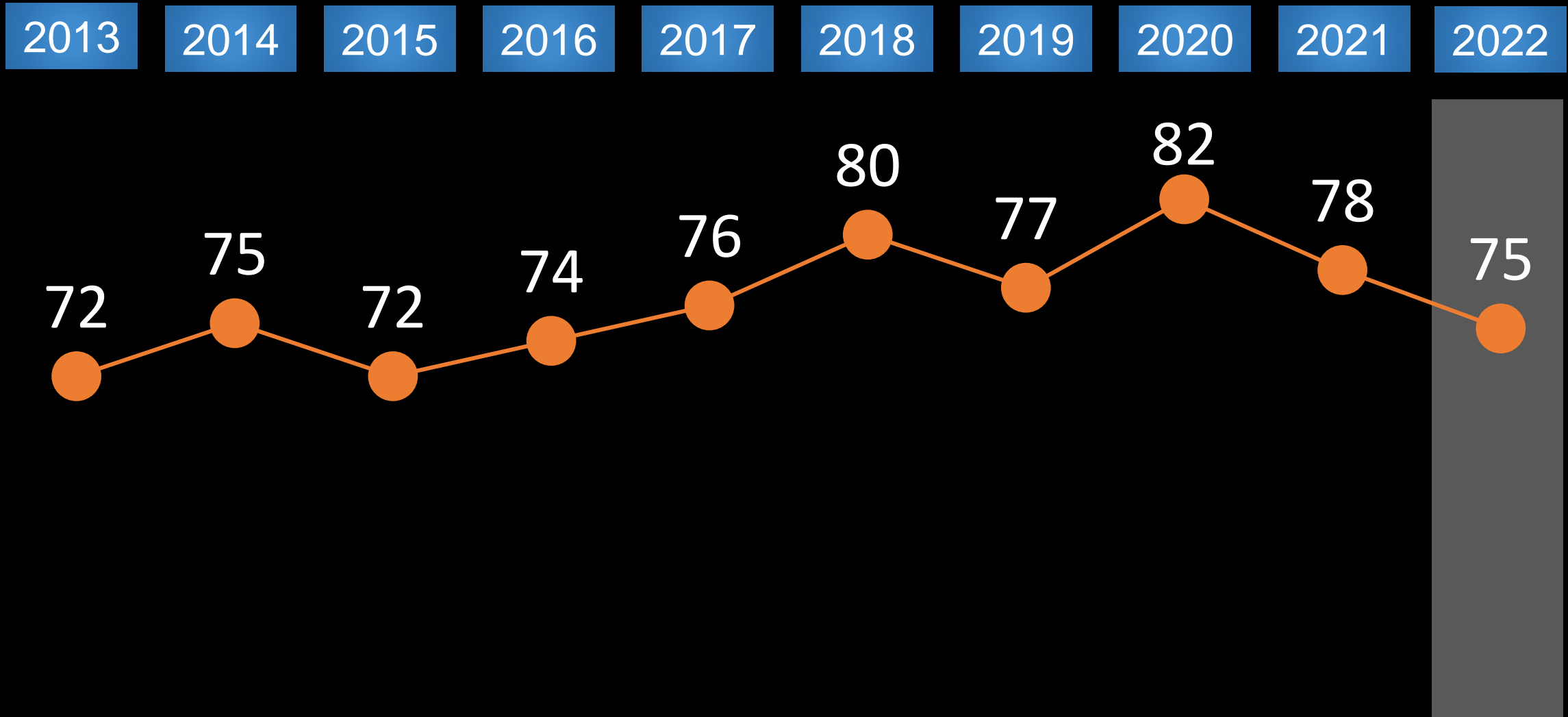
1	Upper Peninsula
2	Northwest
3	Northeast
4	West Michigan
5	East Central Michigan
6	East Michigan
7	South Central
8	Southwest
9	Southeast
10	Detroit Metro



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

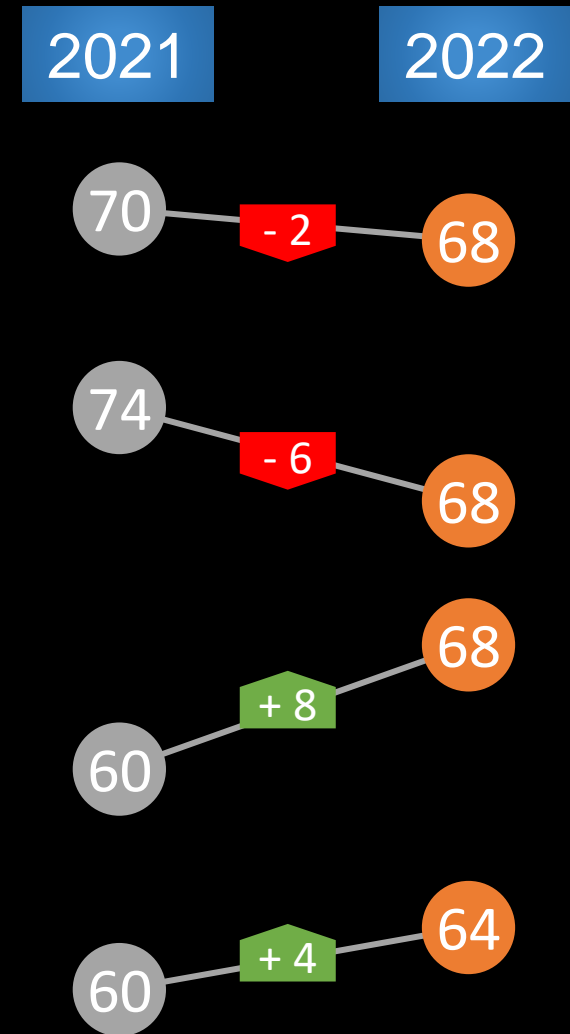
My economic region has . . .

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

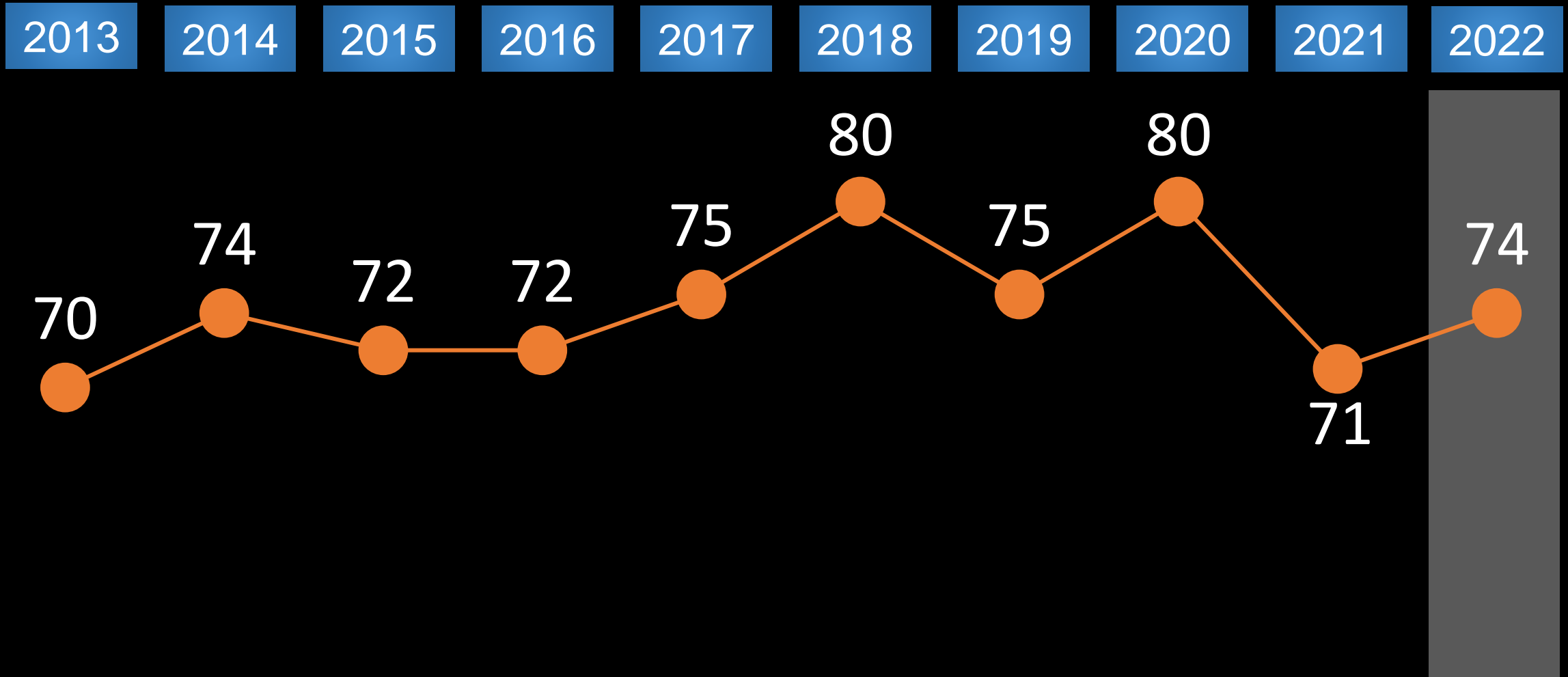
1. ORGANIZATION PERFORMANCE
2. LOCAL COMMUNITY
3. REGIONAL ECONOMY
4. MICHIGAN OVERALL



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)

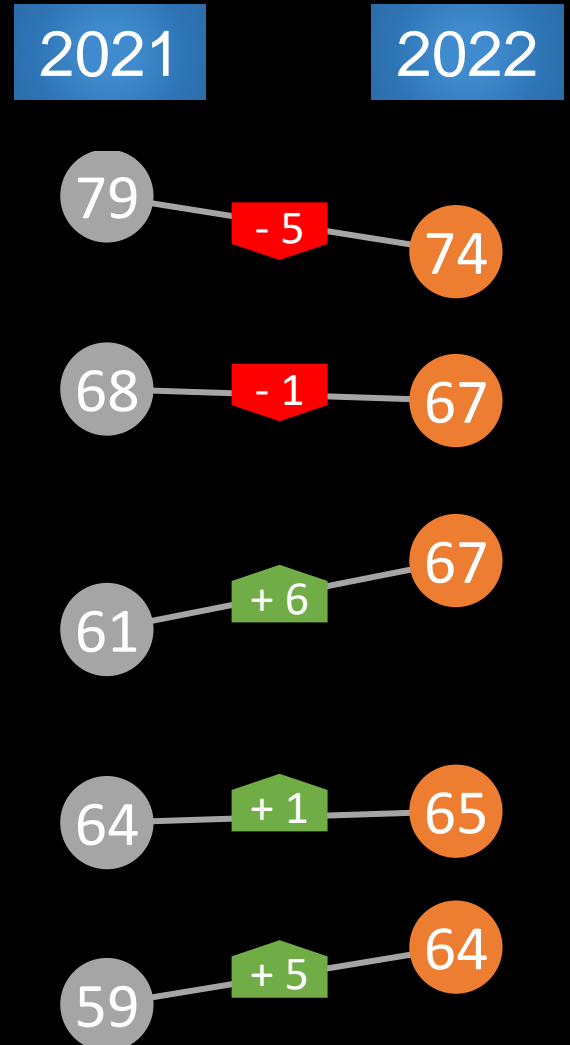
👉 Is a great state for raising a family

Is a great state for young professionals

👉 Is business-friendly

Has a strong, vibrant economy

👉 Is on the right track



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