

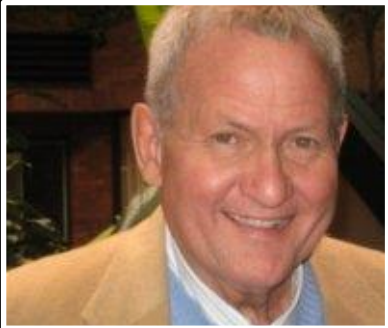
A nighttime photograph of a city skyline, likely Detroit, Michigan, with numerous skyscrapers illuminated and their lights reflected in a body of water in the foreground. The scene is dark, with the city lights providing the primary illumination.

**MICHIGAN ECONOMIC**

**OUTLOOK SURVEY**

**2018**

# PROGRAM ADVISORS



LARRY EILER



STEVE GRIGORIAN



SHERI PETRAS



RODRICK MILLER



JIMMY HSIAO



DAVID HAM



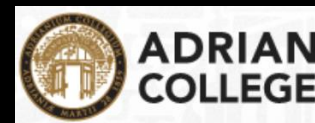
DON HART



DAVID BAKER



MATT BROWN, PHD



JASON CAMPBELL



*“A key component of our reinvention of Michigan is the setting of clear, measurable goals that serve as a catalyst for positive change . . . . That’s why independent barometers such as the Economic Outlook survey are valuable tools.”*

– Governor Rick Snyder, 2013

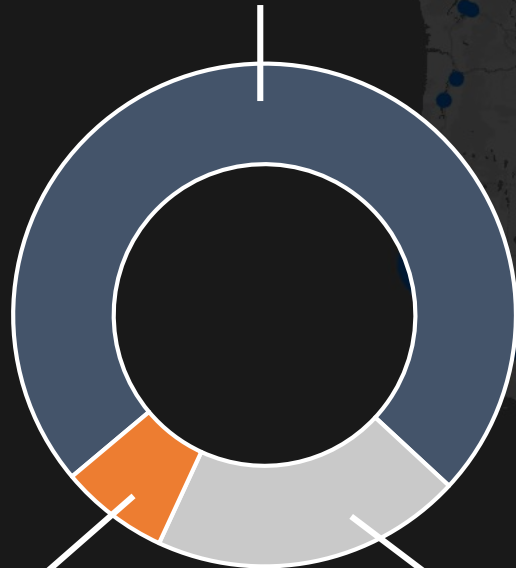


# 231 RESPONSES – MICHIGAN

## SECTOR

BUSINESS

73%



GOVERNMENT

7%

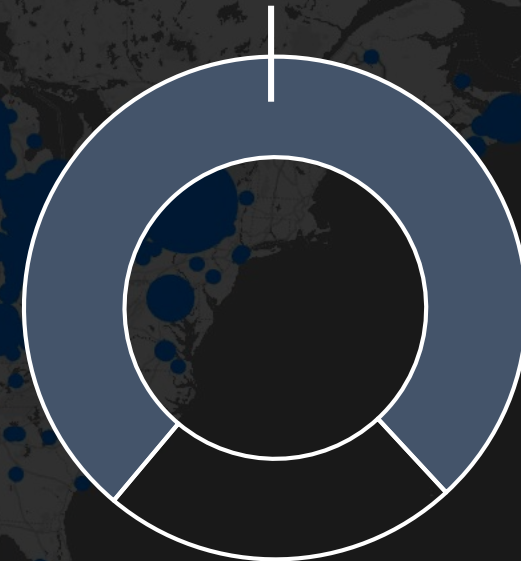
NONPROFIT

20%

## ROLE

EXECUTIVES

77%



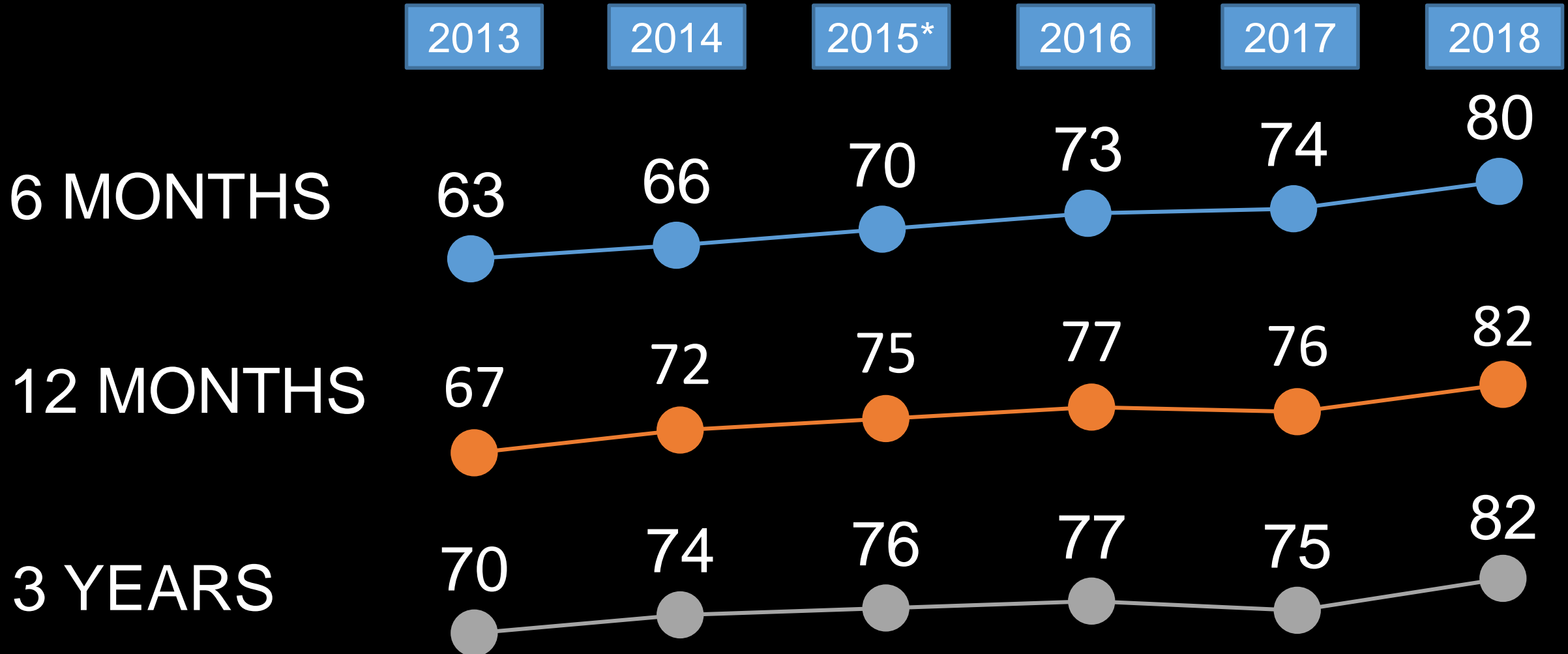
1

**THE MICHIGAN ECONOMIC  
OUTLOOK IS AT A 6-YEAR HIGH**

1

# THE MICHIGAN OUTLOOK IS AT A 6-YEAR HIGH FOR EXECUTIVES

*Rate your organization's outlook for the following time frames:*



\* Estimate used for 2015

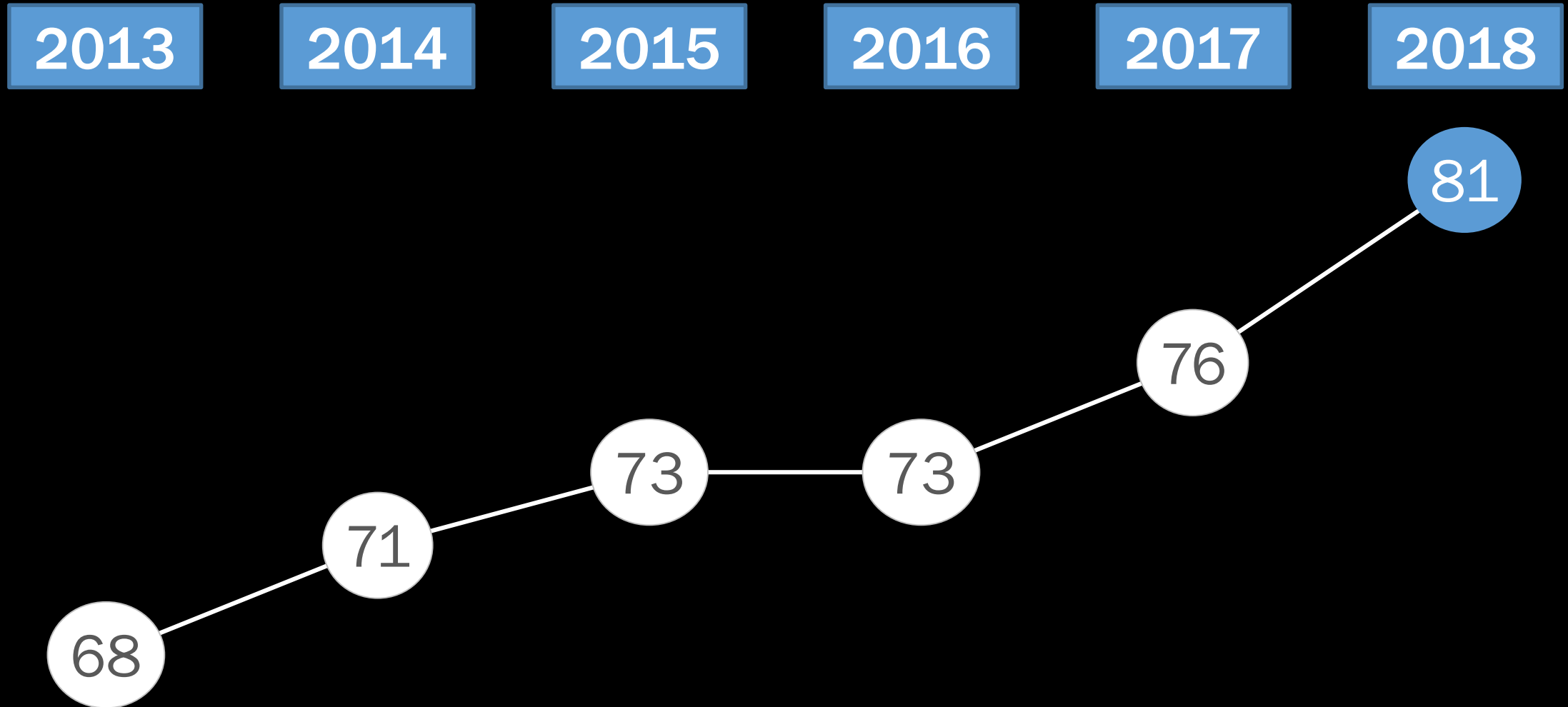
Executives: Owner/Proprietor/Founder, President/CEO/Chief Elected Official, Other C-Suite/Top-Level Management, Partner, or Manager/Director

2

**EXECUTIVES RECOMMEND  
MICHIGAN FOR BUSINESS**

## 2 EXECUTIVES INCREASINGLY RECOMMEND MICHIGAN

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



Note: All scores translated from a 1-10 scale survey question to a 0-100 scale score.

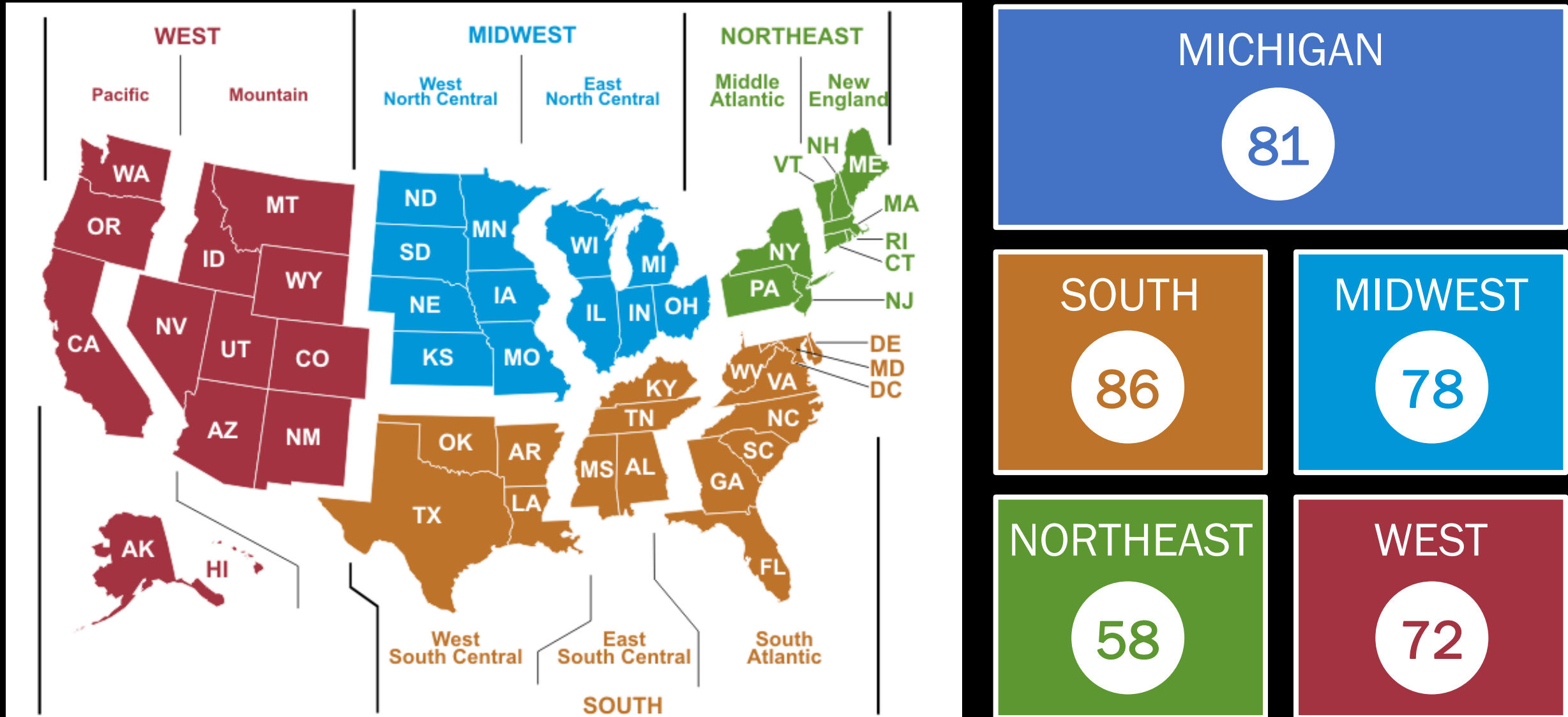
Executives: Owner/Proprietor/Founder, President/CEO/Chief Elected Official, Other C-Suite/Top-Level Management, Partner, or Manager/Director



2

# RECOMMEND SCORE BY MI EXECUTIVES IS RELATIVELY HIGH

STATE RECOMMENDATION SCORES BY EXECUTIVES – MICHIGAN AND US REGIONS



3

**MICHIGAN IMPROVES AS A GREAT  
PLACE TO GROW A BUSINESS**

3

# ALL SCORES FOR MICHIGAN ARE UP

*My state / province . . .*

2016

2017

2018

Is business-friendly

61

69

72

Is a great place to start or grow a business

62

68

71

Is a great state for young professionals

61

67

71

Has a strong, vibrant economy

57

61

69

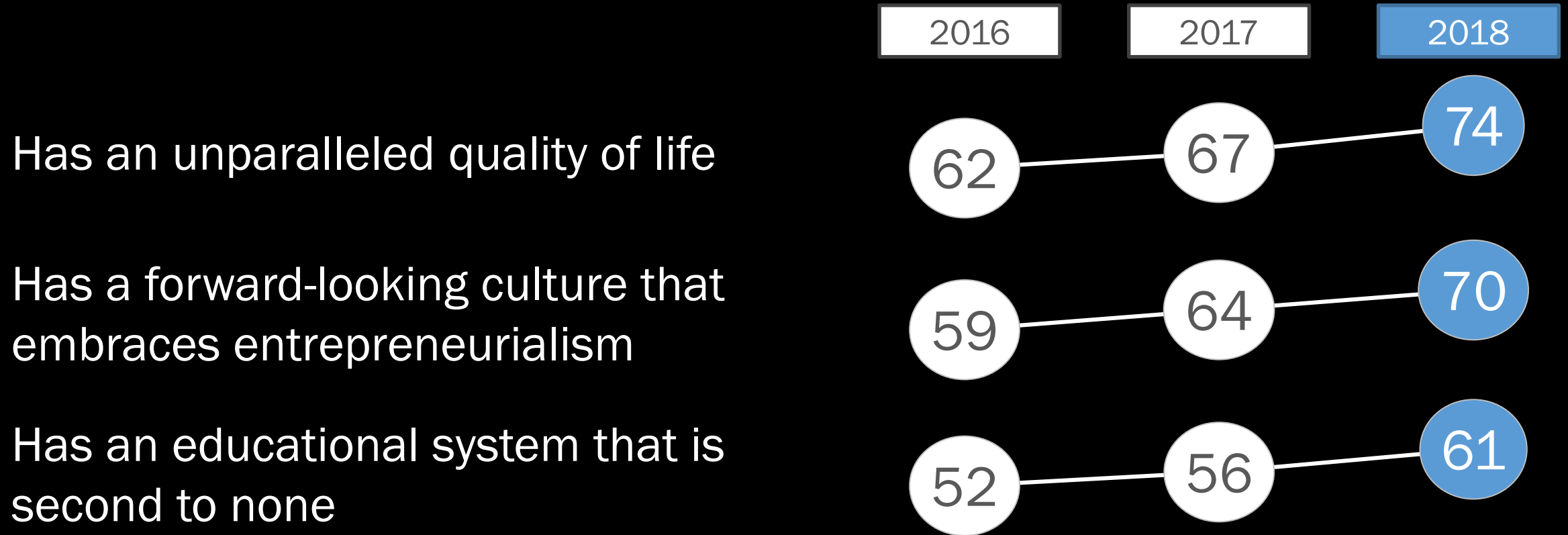
Note: All scores translated from a 1-10 scale survey question to a 0-100 scale score.

Executives: Owner/Proprietor/Founder, President/CEO/Chief Elected Official, Other C-Suite/Top-Level Management, Partner, or Manager/Director

## 3

## MOST SCORES FOR MICHIGAN ECONOMIC REGIONS ARE UP

*My economic region . .*



Note: All scores translated from a 1-10 scale survey question to a 0-100 scale score.

Executives: Owner/Proprietor/Founder, President/CEO/Chief Elected Official, Other C-Suite/Top-Level Management, Partner, or Manager/Director

4

**MICHIGAN COMPANIES ARE  
IMPROVING THEIR CULTURES**

4

# ALL SCORES FOR MICHIGAN ORGANIZATIONS ARE UP



My organization . . .

2017

2018

Has a clear direction for the future

MISSION

80

83

Has a highly engaged workforce

INVOLVEMENT

80

82

Adapts well to changes in the marketplace

ADAPTABILITY

76

80

Has efficient systems and processes for getting work done

CONSISTENCY

74

79

Note: All scores translated from a 1-10 scale survey question to a 0-100 scale score. Culture model was developed by Denison Consulting. Executives: Owner/Proprietor/Founder, President/CEO/Chief Elected Official, Other C-Suite/Top-Level Management, Partner, or Manager/Director



5

**LACK OF AVAILABLE TALENT  
CONTINUES TO BE AN ISSUE**

5

# EXECUTIVES SAY LACK OF AVAILABLE TALENT REMAINS AN ISSUE

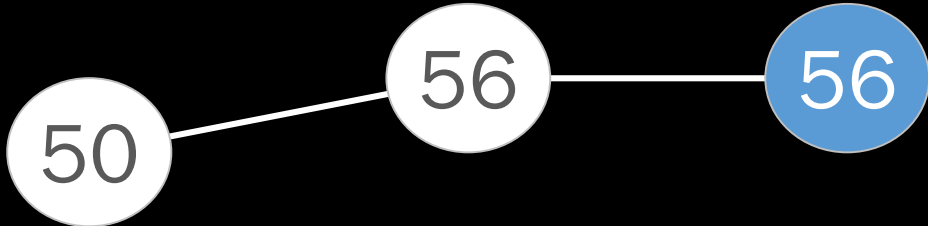
2016

2017

2018

*My economic region . .*

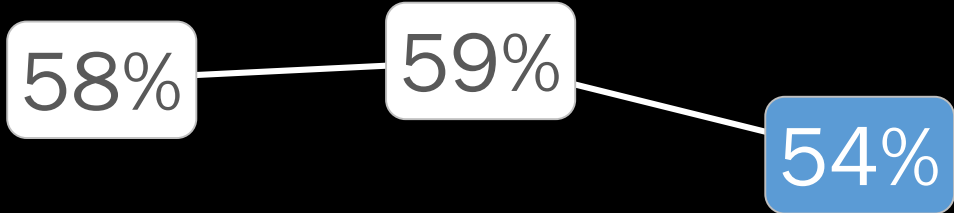
Has a large pool of skilled, educated talent available for hire



Note: scores translated from a 1-10 scale survey question to a 0-100 scale score.

*Which of the following does your organization expect for 2018?*

Hire more people



Executives: Owner/Proprietor/Founder, President/CEO/Chief Elected Official, Other C-Suite/Top-Level Management, Partner, or Manager/Director

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