

## MICHIGAN FUTURE BUSINESS INDEX • JUNE 2019 AGGREGATE REPORT

### Q1. What is your title or position with your company?

	Number	Percent
OWNER/PROPRIETOR	200	48.7 %
PRESIDENT	55	13.4 %
VICE PRESIDENT	7	1.7 %
CHAIRPERSON	3	0.7 %
CEO	14	3.4 %
PARTNER	7	1.7 %
MANAGER	99	24.1 %
DIRECTOR	13	3.2 %
ADMINISTRATOR	7	1.7 %
EXECUTIVE	3	0.7 %
ADMINISTRATIVE ASSISTANT	1	0.2 %
CONTROLLER	0	0.0 %
FINANCIAL OFFICER	0	0.0 %
SECRETARY	0	0.0 %
TREASURER	2	0.5 %
Total	411	100.0 %

### Q2. How many employees does your company have?

	Number	Percent
1 to 2	110	26.8 %
3 to 4	47	11.4 %
5 to 10	92	22.4 %
11 to 20	48	11.7 %
21 to 50	62	15.1 %
51 to 100	15	3.6 %
101 to 250	25	6.1 %
251 to 500	12	2.9 %
Total	411	100.0 %

Employees	Number	Percent
1-4	157	38.2 %
5-20	140	34.1 %
21+	114	27.7 %
Total	411	100.0 %

<b>Media Market Code</b>	<b>Number</b>	<b>Percent</b>
Saginaw/Flint/Bay	51	12.4 %
GR/KZoo/West	103	25.1 %
Cad/TC/Soo	35	8.5 %
Mid MI/Lansing	46	11.2 %
Metro Detroit	150	36.5 %
Misc./UP	26	6.3 %
Total	411	100.0 %

**Q4 Thinking about the economy as it affects your business, are you:**

	<b>Number</b>	<b>Percent</b>
Very dissatisfied	23	5.6 %
Somewhat dissatisfied	55	13.4 %
Somewhat satisfied	218	53.2 %
Very satisfied	114	27.8 %
Total	410	100.0 %

**Q5 How would you rate Michigan as a market for your goods or services?**

	<b>Number</b>	<b>Percent</b>
Poor	19	4.6 %
Only fair	76	18.5 %
Pretty good	231	56.3 %
Excellent	84	20.5 %
Total	410	100.0 %

**Q6 How would you rate Michigan's tax system as it affects your business?**

	<b>Number</b>	<b>Percent</b>
Very unfair	27	6.8 %
Mostly unfair	84	21.1 %
Mostly fair	255	63.9 %
Very fair	33	8.3 %
Total	399	100.0 %

**Q7 Please select the top three greatest challenges to your business over the next year.**

	<b>Number</b>	<b>Percent</b>
Acquiring talent	187	45.5 %
Retaining talent	104	25.3 %
Cost of health insurance	165	40.1 %
Access to capital	37	9.0 %
Finding customers	114	27.7 %
Retaining customers	67	16.3 %
Wage inflation	76	18.5 %
Taxes	94	22.9 %
Poor infrastructure (roads, bridges, etc)	82	20.0 %
Broadband availability	23	5.6 %
Other	42	10.2 %
Total	991	

**Q8 What are you most optimistic about when it comes to your business?**

	<b>Number</b>	<b>Percent</b>
Growing/ Expanding our business/ The future	54	14.1 %
The economy/ People have jobs	30	7.9 %
My staff/ Ability to find staff	16	4.2 %
I have a good product/ Service/ Niche	15	3.9 %
Increased/stable demand for services/product	23	6.0 %
Business is good/ Continuing as usual	22	5.8 %
Profits/ Sales/ Income	14	3.7 %
More opportunities/ Collaborations	11	2.9 %
Customers old and new	41	10.7 %
Politics/ Hope for reforms	23	6.0 %
Strong/ New/ Advanced technology	6	1.6 %
Our location/ Community	7	1.8 %
Improving business climate/market	13	3.4 %
People will always need my service/product	9	2.4 %
I love my work/ We help people	13	3.4 %
Trade and Growth outside of Michigan	8	2.1 %
Flexible/ Being adaptable/ Innovation	12	3.1 %
Awareness/ Reputation/ Established	13	3.4 %
Weather/ Tourism	4	1.0 %
Retirement/ Selling it	9	2.4 %
Misc	1	0.3 %
Don't know/ Refused/ Nothing	38	9.9 %
<b>Total</b>	<b>382</b>	<b>100.0 %</b>

**Q9 Do you think state government should be doing more to help your business be more successful?**

	<b>Number</b>	<b>Percent</b>
Definitely yes	97	23.7 %
Probably yes	87	21.3 %
Neither yes nor no	95	23.2 %
Probably not	60	14.7 %
Definitely not	70	17.1 %
<b>Total</b>	<b>409</b>	<b>100.0 %</b>

**Q10 What can state government do to help your business?**

	<b>Number</b>	<b>Percent</b>
Improve the infrastructure (roads, streets, bridges, etc)	116	38.5 %
Assistance in acquiring talent	74	24.6 %
Reduce/simplify business taxes & codes	194	64.5 %
Invest in broadband expansion	73	24.3 %
Supply more meaningful marketing data	53	17.6 %
Reduce/simplify business regulations	141	46.8 %
Assistance in finding new clients	64	21.3 %
Assistance in finding new markets abroad	38	12.6 %
Other	57	18.9 %
<b>Total</b>	<b>810</b>	

**Q11 Did your sales decrease, remain the same or increase?**

	<b>Number</b>	<b>Percent</b>
Decrease	75	18.3 %
Remain the same	142	34.6 %
Increase	179	43.7 %
Does not apply to my business	14	3.4 %
Total	410	100.0 %

**Q12 Did your number of employees decrease, remain the same or increase?**

	<b>Number</b>	<b>Percent</b>
Decrease	50	12.2 %
Remain the same	241	58.6 %
Increase	104	25.3 %
Does not apply to my business	16	3.9 %
Total	411	100.0 %

**Q13 Did the average wage level of your employees decrease, remain the same or increase?**

	<b>Number</b>	<b>Percent</b>
Decrease	19	4.6 %
Remain the same	145	35.4 %
Increase	217	52.9 %
Does not apply to my business	29	7.1 %
Total	410	100.0 %

**Q14 Did the profitability of your business decrease, remain the same or increase?**

	<b>Number</b>	<b>Percent</b>
Decrease	105	25.7 %
Remain the same	171	41.9 %
Increase	125	30.6 %
Does not apply to my business	7	1.7 %
Total	408	100.0 %

**Q15 Did your major investments in plants or equipment decrease, remain the same or increase?**

	<b>Number</b>	<b>Percent</b>
Decrease	38	9.3 %
Remain the same	191	46.7 %
Increase	111	27.1 %
Does not apply to my business	69	16.9 %
Total	409	100.0 %

**Q16 How would you rate your access to qualified personnel for your business?**

	<b>Number</b>	<b>Percent</b>
Poor	70	17.1 %
Only fair	134	32.8 %
Pretty good	127	31.1 %
Excellent	25	6.1 %
Does not apply to my business	53	13.0 %
Total	409	100.0 %

**Q17 Over the past year, did you have difficulty finding qualified candidates with the right skills and talent to fill full time positions?**

	Number	Percent
Yes, had difficulties	207	50.4 %
No, did not have difficulties	97	23.6 %
Did not have to fill positions	59	14.4 %
Does not apply to my business	48	11.7 %
Total	411	100.0 %

**Q18 Why did you have difficulty filling those positions?**

	Number	Percent
Not enough people were interested or applied for the positions	56	27.1 %
Not enough of the applicants were qualified for the positions	122	58.9 %
Other	29	14.0 %
Total	207	100.0 %

**Q19 How did you end up filling those positions?**

	Number	Percent
Didn't fill/ Still open/ Looking	59	29.4 %
Persistence/ Kept looking	30	14.9 %
Trained under qualified people/ Compromise	24	11.9 %
Temps/ Employment agency/ Contracted out	14	7.0 %
Trained current employees	4	2.0 %
Stretched out the work load/ Restructured to do without	10	5.0 %
Went out of area/state to find them	3	1.5 %
Head hunters/ Recruiters	9	4.5 %
Word of mouth/ Referrals/ Networking	18	9.0 %
Raised wages/incentives	3	1.5 %
Online ads/ Social media	16	8.0 %
With a student/ Apprentice	4	2.0 %
Part Time Labor	1	0.5 %
Re-hired a previous employee	2	1.0 %
With family	3	1.5 %
Misc	1	0.5 %
Don't know/ Refused	0	0.0 %
Total	201	100.0 %

**Q20 Do you expect your business' sales to decrease, remain the same or increase?**

	Number	Percent
Decrease	28	6.8 %
Remain the same	134	32.8 %
Increase	240	58.7 %
Does not apply to my business	7	1.7 %
Total	409	100.0 %

**Q21 Do you expect your business' profits to decrease, remain the same or increase?**

	Number	Percent
Decrease	42	10.3 %
Remain the same	159	38.9 %
Increase	202	49.4 %
Does not apply to my business	6	1.5 %
<b>Total</b>	<b>409</b>	<b>100.0 %</b>

**Q22 Are you planning to hire more employees, maintain the number of employees you currently have, or, do you expect that you might have to lay off some of your employees?**

	Number	Percent
Planning to hire more employees	141	34.3 %
Will maintain number of employees	246	59.9 %
May have to lay off employees	13	3.2 %
Other	11	2.7 %
<b>Total</b>	<b>411</b>	<b>100.0 %</b>

**Q23 Are you planning to decrease wages, keep wages the same, or increase wages for your employees?**

	Number	Percent
Decrease	6	1.5 %
Remain the same	231	56.6 %
Increase	144	35.3 %
Does not apply to my business	27	6.6 %
<b>Total</b>	<b>408</b>	<b>100.0 %</b>

**Q24 Regarding your employees' benefit packages, are you planning to ...**

	Number	Percent
Eliminate benefits	1	0.2 %
Decrease existing benefits	6	1.5 %
Keep benefits the same (no change)	226	55.0 %
Add new benefits	27	6.6 %
Increase existing benefits	10	2.4 %
Does not apply to my business	142	34.5 %
Other	3	0.7 %
<b>Total</b>	<b>415</b>	

**Q25 Thinking specifically about any expected increased healthcare costs for your business, are you considering to ...**

	Number	Percent
Decrease healthcare benefits	26	6.3 %
Increase employee premiums	57	13.9 %
Absorb the costs	89	21.7 %
I don't expect any healthcare cost increases	64	15.6 %
I don't offer healthcare benefits to employees/Does not apply to my business	190	46.2 %
Other	15	3.6 %
<b>Total</b>	<b>441</b>	

**Q26 How many locations does your business have?**

	<b>Number</b>	<b>Percent</b>
One	292	71.0 %
Two	55	13.4 %
Three or more	63	15.3 %
Other	1	0.2 %
Total	411	100.0 %

**Q27 Over the next six months, are you planning to close business locations, keep the same number of locations, or add new business locations?**

	<b>Number</b>	<b>Percent</b>
Close business locations	11	2.7 %
Keep the same number of locations	372	90.7 %
Add new business locations	27	6.6 %
Total	410	100.0 %

**Q28 Are you planning to expand your business with a new product line or a new service in that timeframe?**

	<b>Number</b>	<b>Percent</b>
Yes, a new product line	46	11.2 %
Yes, a new service	58	14.1 %
Yes, both	33	8.0 %
No, will not expand either	264	64.2 %
Other	10	2.4 %
Total	411	100.0 %

**Q29 Now, I'd like you to think about making the following investments in the next six months. Are you planning to invest in employee education or training?**

	<b>Number</b>	<b>Percent</b>
Yes	215	52.3 %
No	164	39.9 %
Unsure	32	7.8 %
Total	411	100.0 %

**Q30 Are you planning to purchase or lease any office equipment?**

	<b>Number</b>	<b>Percent</b>
Yes	80	19.5 %
No	302	73.5 %
Unsure	29	7.1 %
Total	411	100.0 %

**Q31 And are you planning to invest in advertising for your business?**

	<b>Number</b>	<b>Percent</b>
Yes	229	55.7 %
No	150	36.5 %
Unsure	32	7.8 %
Total	411	100.0 %

**Q32 Do your customers or vendors require any of the following cybersecurity policies?**

	Number	Percent
Proof of Cybersecurity Insurance	11	2.7 %
Certification of Cyber Safety	16	3.9 %
Both	41	10.0 %
No (none of the above)	295	71.8 %
Unsure	48	11.7 %
<b>Total</b>	<b>411</b>	<b>100.0 %</b>

**Q33 When it comes to finding and retaining talent, which is the greatest challenge for your business?**

	Number	Percent
Competing for qualified talent in the marketplace	161	39.8 %
Retraining employees to fill open positions	89	22.0 %
Creating competitive benefits packages to attract qualified talent	53	13.1 %
Other	102	25.2 %
<b>Total</b>	<b>405</b>	<b>100.0 %</b>

**Q34 Using the rating scale below, how important is each attribute to you when hiring new employees?**

**Technical skills, educational certification (8)**

	Number	Percent
1	43	10.8 %
2	26	6.5 %
3	102	25.6 %
4	80	20.1 %
5	148	37.1 %
<b>Total</b>	<b>399</b>	<b>100.0 %</b>
Mean = 3.7		

**Adaptability (9)**

	Number	Percent
1	18	4.5 %
2	11	2.8 %
3	46	11.5 %
4	111	27.8 %
5	213	53.4 %
<b>Total</b>	<b>399</b>	<b>100.0 %</b>
Mean = 4.2		

**Interpersonal, communication skills (10)**

	Number	Percent
1	17	4.3 %
2	15	3.8 %
3	55	13.8 %
4	78	19.5 %
5	235	58.8 %
<b>Total</b>	<b>400</b>	<b>100.0 %</b>
Mean = 4.2		



<b>Work ethic, attitude (11)</b>	<b>Number</b>	<b>Percent</b>
1	10	2.5 %
2	1	0.3 %
3	13	3.3 %
4	37	9.3 %
5	339	84.8 %
Total	400	100.0 %
Mean = 4.7		

<b>Q35 How long has your company been in business?</b>	<b>Number</b>	<b>Percent</b>
1 to 5 years	20	4.9 %
6 to 10 years	27	6.6 %
11 to 15 years	43	10.5 %
16 to 20 years	59	14.4 %
21 to 25 years	55	13.4 %
26 to 30 years	44	10.8 %
31 to 50 years	92	22.5 %
More than 50 years	69	16.9 %
Total	409	100.0 %

<b>Q36 What type of business do you operate?</b>	<b>Number</b>	<b>Percent</b>
Business services	39	9.5 %
Professional services	84	20.4 %
Health care	27	6.6 %
Manufacturing or manufacturing supplier	57	13.9 %
Retail	47	11.4 %
Real estate	9	2.2 %
Insurance	14	3.4 %
Public service (Government)	6	1.5 %
Finance	6	1.5 %
Distribution/trucking	12	2.9 %
Food service	15	3.6 %
Non-profit	6	1.5 %
Telecommunications	7	1.7 %
Education	7	1.7 %
Construction	19	4.6 %
Recreation	8	1.9 %
Personal services	35	8.5 %
Childcare	0	0.0 %
Property management	6	1.5 %
Other	7	1.7 %
Total	411	100.0 %

**Q37 On average, what is the annual gross dollar amount generated by your business?**

	<b>Number</b>	<b>Percent</b>
Less than \$50,000	33	9.5 %
\$50,000 to \$99,999	21	6.1 %
\$100,000 to \$249,999	43	12.4 %
\$250,000 to \$499,999	53	15.3 %
\$500,000 to \$999,999	43	12.4 %
\$1 million to \$5 million	89	25.6 %
More than \$5 million	65	18.7 %
<b>Total</b>	<b>347</b>	<b>100.0 %</b>

**Q38 Are you male or female?**

	<b>Number</b>	<b>Percent</b>
Male	252	61.5 %
Female	157	38.3 %
Other	1	0.2 %
<b>Total</b>	<b>410</b>	<b>100.0 %</b>