



N★RTHERN
MICHIGAN
CHAMBER
ALLIANCE

Tariff & Trade Policy Survey Results

May 2025

Survey Overview

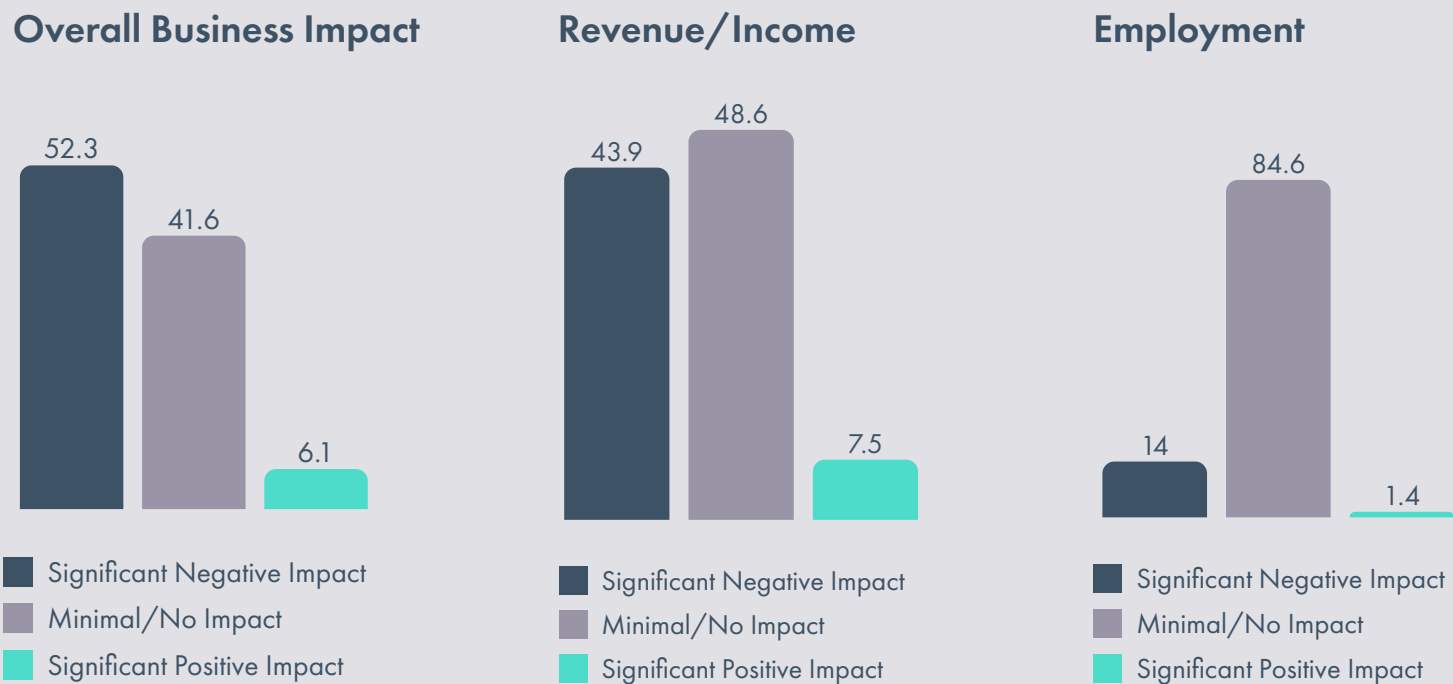
Total Respondents:
214 businesses across Northern Michigan

- Top Sectors Represented:**
- Retail (16.4%)
 - Manufacturing (14.5%)
 - Professional Services (13.1%)
 - Nonprofit (11.7%)
 - Construction (10.7%)

- Business Size:**
- 42.5% have 1–10 employees
 - 35% have 11–50 employees

- Top Counties:**
1. Emmet
 2. Grand Traverse
 3. Charlevoix

Business Outlook on Tariffs



Key Insights from Open-Ended Responses

- Rising Costs Across Sectors:**
- Businesses report price hikes on raw materials, consumer goods, and operational supplies, with some costs doubling.
- Uncertainty & Volatility:**
- Businesses continue to cite challenges in forecasting and planning due to shifting trade policies, making it difficult to manage projects or confidently invest.
- Sector-Specific Impacts:**
- Manufacturing: Companies cite significant supply chain issues, including raw material cost and supplier

challenges, customer hesitation, and retaliatory tariffs on exported finished products.

- Retail: Stores selling imported goods (e.g., tea, toys) are experiencing sharp cost increases, with some worried about remaining in business.
- Restaurants: Costs are climbing for essentials like to-go packaging, gloves, and ingredients (especially coffee and tea, which can't be sourced domestically).
- Nonprofits: Many expect donations to drop as living costs rise.
- Construction: Businesses note difficulty in predicting materials costs and longer project timelines.
- Agriculture: Expecting impact from higher costs of inputs needed to operate.

Mixed Political Sentiment:

Some respondents support tariffs for national security and reshoring manufacturing, while others strongly oppose them as detrimental to business growth and stability.

Conclusion

The majority of businesses across Northern Michigan, especially small to mid-sized companies, anticipate negative financial and operational impacts from tariffs. While a portion remain neutral or see potential benefits, more than half expect a negative overall impact, and many highlight risks to their financial stability and local

economies. Businesses are eager to engage in advocacy on tariffs. 77 regional business owners provided their contact information to connect with policymakers to connect directly to provide further information. The Northern Michigan Chamber Alliance stands ready to amplify their voices.

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