



	<u>DMA</u>	<u>U.S. Rank</u>	<u>CBSA</u>	<u>U.S. Rank</u>
	#		#	
Households	1,951,200	#11	1,738,100	#10
Population	5,040,800	#11	4,483,300	#10
EBI	\$113.1 Billion	#11	\$100.6 Billion	#12
Retail Sales	\$77.5 Billion	#14	\$70.2 Billion	#12

Market Highlights

- Detroit, the largest city in Michigan, is located in the southeast part of the state on the Detroit River; 11th-largest DMA, with over \$78 billion in retail sales; 10th-largest U.S. metro in population and HHS
- The center of a tri-county industrial zone (including Oakland & Macomb counties), and is among the most significant city in the Midwest; because of its strategic location, the Detroit River is heavily used by Great Lakes shipping, and its port facilities handle large quantities of raw materials
- World center of automotive research & development, plastics and robotics, and the largest concentration of motor vehicle component manufacturing and assembly facilities in the world; Detroit is the world headquarters for General Motors Corp., LLC Chrysler Corp., and Ford Motors
- The Southeast Michigan area had 117 projects and invested \$4 billion during 2007, creating over 16,000 jobs and retaining another 9,500 (*Economic Development Coalition of Southeast Michigan, 5/08*)
- The Southeast Michigan region is projected to have a population of nearly 5.1 million by 2035, an increase of 165,000, or 3.4 percent, and households will increase nearly 3 times the rate of population, a 9.2% growth, to reach 2.1 million; during the same period time, the area is predicted to show a 7% increase to 2.9 million jobs (*SEMCOG, 4/08; U.S. Bureau of Census*)
- The Detroit DMA represents more than half (55%) of Michigan's total effective buying income, 52% of total retail sales, and 57% of automotive dealer sales
- Home to 4 Fortune 1000 corporate HQs in Detroit: General Motors, GMAC, DTE Energy, and American Axle & Mfg; other HQs in the Detroit DMA include: Ford, Delphi, Lear, TRW, Penske, Masco, Pulte Homes, ArvinMerior, Federal-Mogul, Autoliv, Kelly Services, BorgWarner, Borders Group, Cooper-Standard, Valassis Communications, Affinia Group, & Hayes Lemmerz (*Fortune, 4/08*)
- Downtown Detroit had \$1.3 billion in development and growth, including: The Detroit RiverFront Conservancy, 5½ miles of public waterfront; One Kennedy Square; MGM Grand Detroit, Motor City, and Greektown Casinos; Harbortown conversion/development, Book Cadillac renovation; \$90 million in development and improvements along Eight Mile Road and adjacent to the Michigan State Fairgrounds; Chene Park West Development; and Public Dock & Terminal Project
- Detroit Metropolitan Wayne County Airport (DTW) is the 12th- busiest U.S. airport, and hub for Northwest Airlines; in 2007, had over 36 million passengers, with over 1,200 non-stop flights per day to over 160 destinations worldwide (*Detroit Metro. Wayne Cnty Airport, 2/08*) other airports in the area: Detroit City Airport, Oakland County Int'l Airport, Selfridge Air Nat'l Guard Base, Willow Run, & Windsor (Canada)
- A major sports city, with 4 pro sports teams: Tigers (baseball); Pistons (basketball); Lions (football), winners of the 2006 NFL Super Bowl XL, with an economic impact of \$50 million; and Red Wings (hockey), Stanley Cup champs in 2008, 2nd-most wins in NHL history, with 11 (*Anderson Economic Group*)
- Detroit is ranked as:
 - #1 "Best sports city" (*Sporting News, 8/07*)
 - #1 "Top metro with best share of homes affordable for median income (HDI - 4th qtr, '07 of top U.S. 30 metros)
 - #4 "Top city in engineering services, & #4 in R&D & testing labs" for '06 employment (*AeA Cybercities, '08*)
 - #5 "Top US city in exports"- \$43.3 billion worth of goods in '06; up +7% from '05 (*US Dept of Commerce, 2/08*)
 - #9 "Best city for recent college graduates" with highest concentration of young adults; inventory of jobs requiring degree or less than 2 yrs experience; & average rent for 1-bdrm apt. (*apartments.com, 4/08*)
 - #9 "Top metro in number of projects," with population 1 million+ (*Conway Data, Inc.'s New Plant Database, 2007*)

Source: Demographics USA, 2007

The Detroit Free Press
& News Delivers The
Detroit Market

Newspapers First
THE LEADER IN MAJOR MARKETS



	<u>Circulation</u>			<u>Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	567,355	692,054	DMA	1,068,123	1,492,753
DMA	497,895	623,061	College Grad+	310,524	408,884
Metro	482,084	605,093	Prof/Mgr/Busn/Finc'l/Oper.	256,261	359,056
			Average HH Income	\$87,027	\$89,280
			DMA Reader Income	\$93.0 Billion	\$133.3 Billion

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Detroit DMA. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Detroit DMA:

	<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile</i>		<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>
Own 2+ new cars	163	84	104	Own 2 nd home/property	141	100	78
Post grad/degree+	145	80	61	Took a cruise	132	116	84
Visit Europe	145	77	75	Own CDs	130	92	97

- The largest newspaper in circulation in Michigan - 7th-largest daily and 9th-largest Sunday paper in the United States; 2nd-largest newspapers in the Midwest region, behind only The Chicago Tribune
- The Detroit Free Press & News accounts for nearly 3 out of 4 (Daily 74% and 73% Sunday) total newspaper circulation in the metro
- The daily Detroit Free Press & News circulation is over 7½ times greater than the next largest DMA newspaper, the Pontiac Oakland Press, and has nearly 8 times greater circulation on Sunday
- On an average weekday, the Detroit Free Press & News reaches over 482,000 metro households – over 4 times more households reached by Newsweek and Time weekly magazines combined
- Daily, the Detroit Free Press & News readers have a 6% higher household median than the average DMA adult -- a difference of nearly \$3,700; and on Sunday have a 8% higher household median (over \$5,000 more) than average DMA adults
- The Detroit Free Press & News provide far greater coverage of metro adults than A.M. drive-time radio, or even one prime time TV spot each from ABC, CBS, FOX, and NBC combined:

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Detroit Free Press & News	31%	A.M. Drive Time Radio (average ¼ hour, 47 stations)	19%
Sunday Detroit Free Press & News	43%	Prime Time TV: ABC, CBS, FOX, NBC	18%

- Over 3 out of 4 adults who read a newspaper in metro Detroit turn to the Sunday Free Press & News
- Compared to the average adult in the U.S., daily Detroit Free Press & News readers are:
70% more likely to use a financial planner
51% more likely to own/lease dom luxury vehicle
33% more likely to own bonds
33% more likely to own mutual funds
32% more likely to have HHI \$100,000+
21% more likely to be a college graduate+
- Compared to the average adult in the U.S., Sunday Detroit Free Press & News readers are:
252% more likely to visit Canada
42% more likely to have an internet provider
32% more likely to take any foreign pers/vac trips
25% more likely to have HHI \$75,000+
22% more likely to play golf
20% more likely to rent a car for pers/vacation
- www.freep.com and www.detnews.com websites for the Detroit Free Press & News are the area's most powerful medium for effective online advertising, with over 5 million unique visitors monthly (Omniure, 2008)