

D E T R O I T
RADIO ADVERTISING
G R O U P

DETROIT

More than Motown

A Market Overview

Detroit: More than Motown

Of course Detroit is home to “The Big Three” and the city does thrive on the success of General Motors, Ford and Daimler Chrysler. But the economic landscape is made up of many other businesses...all of whom are important to the city’s growth. The following is a list of the top ten public and private companies with headquarters in the Detroit metro area:

Top 10 Public Companies

1. General Motors
2. Ford Motor Company
3. Kmart Corporation
4. Delphi Automotive Systems Corp.
5. Visteon Corp. (automotive supplier)
6. Lear Corporation (automotive supplier)
7. CMS Energy Corp. (electrical and natural gas utility holding company)
8. Masco, Inc (furniture and fixtures)
9. DTE Energy (electric and natural gas utility holding company)
10. Arvin Meritor Inc. (automotive supplier)

Top 10 Private Companies

1. Penske Corp. (transportation services/auto sales and services)
2. Guardian Industries (automotive and construction supplier)
3. Metaldyne (industrial components manufacturer)
4. Venture Holdings Co (automotive supplier)
5. Aquestor Management Co (investment group)
6. Flint Ink Corp (printing inks and colored pigments)
7. Domino’s Pizza
8. Meridian Automotive Systems (automotive supplier)
9. Barton Malow Co (program/construction management)
10. Don Massey Cadillac Group (auto dealership group)

Source: *Crain’s Detroit Business*, 2003 Book of Lists; HQ’s in Wayne, Oakland, Macomb, Livingston or Washtenaw Counties

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The People:

- The median age in Detroit is 44.5 years old
- The average family size in Detroit is 3 people
- The average household income in Detroit is \$60,100.00
- The highest ranking Arbitron “Prizm” category is “The Affluentials-upwardly mobile, young singles and couples and white collar suburban families”

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Other companies claiming Detroit-area headquarters:

- Volkswagen (US headquarters are in Auburn Hills, Michigan)
- Comp-U-Ware
- Comerica Bank
- The Budd Company
- American National Resources
- Federal Mogul Corporation
- Kelly Temporary Services
- Weight Watchers
- Detroit Diesel Corporation
- Saga Communications (named in *Forbes Magazine* as one of the 200 Best Small Companies in the US)
- Syntel, Inc (named in *Forbes Magazine* as one of the 200 Best Small Companies in the US)
- Lotus International
- Valassis Communications
- Republic Bancorp Inc.
- Independent Bank Corporation
- Caraco Pharmaceutical Laboratories Ltd.
- Clarion Technologies
- Henry Ford Health Systems

Detroit is also well-known for many of its' home-based brands:

- Faygo Beverages
- Better Made Potato Chips
- Sanders Candy Company
- Stroh's Brewing company
- Vernor's Soft Drinks
- Kawalski (meats and sausages)
- Morley Candy Makers
- The Coney Dog (invented in Detroit by Greek immigrant, Gus Keros)

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Everyone knows that Stevie Wonder and Aretha Franklin claim Detroit as their hometown, but they aren't the only natives to the Detroit metro area. The following people call Motown "home" as well:

- Robin Williams
- Robert Wagner
- Blair Underwood
- Tom Selleck
- Diana Ross
- Smokey Robinson
- Ed McMahon
- Madonna
- Joe Louis
- Thomas Hearn
- The Lone Ranger (from radio, Brace Beemer)
- Charles Lindbergh
- Elmore Leonard
- Henry Ford
- Martha Reeves
- Derrick May
- Ernie Harwell
- Bob Seger
- Ted Nugent
- Soupy Sales
- Casey Kasem
- Francis Ford Coppola
- Tim Allen
- Anita Baker
- Aaliyah
- Jeff Daniels
- Juan Atkins
- Robert Richie (aka: Kid Rock)
- Marshall Mathers (aka: Eminem)
- Tom Skerrit
- Gilda Radner
- James Earl Jones
- Alice Cooper
- Iggy Pop
- Lily Tomlin
- Sonny Bono
- George C. Scott
- George Peppard
- Glenn Frey
- Dave Coulier

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It's a *Great Time in Detroit!* Here are some of the many things that the city and the area have to offer:

Sports Teams:

- The Detroit Lions
- The Detroit Tigers
- The Detroit Red Wings
- The Detroit Pistons
- The Detroit Shock
- The Detroit Rockers (soccer)
- The Detroit Fury (arena football)
- The Plymouth Whalers (junior A hockey)

Sporting Events:

- Detroit Thunderfest (Hydroplane racing)
- Buick Open (golf)
- Ford Senior Players Championship (golf)
- 2004 Ryder Cup (golf)
- Super Bowl XL (to be held at Detroit's Ford Field in January 2006)
- Campbell Soup Champions on Ice (every year at Joe Louis Arena)
- Supercross and Motocross events (at the Pontiac Silverdome)
- World Wrestling Entertainment events (minimum 2 per year at Joe Louis Arena)
- CCHA, GLI and regular season college hockey games at Joe Louis Arena

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Museums/Attractions:

- The Henry Ford (museum and historic village)
- The Detroit Institute of Arts
- The Detroit Science Center
- The Detroit Zoo
- The Motown Recording Museum
- The Museum of African American History
- The Ambassador Bridge
- The Automotive Hall of Fame
- The Edsel and Eleanor Ford House
- Henry Ford Estate
- Meadow Brook Hall
- The Motorsports Hall of Fame
- Mexican Village
- Greektown
- The Renaissance Center
- Eastern Market
- IMAX Theater
- Cranbrook Museum of Art and Science
- The Detroit Historical Museum

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Sports Venues/Theaters/Nightlife:

- The Joe Louis Arena
- The Palace of Auburn Hills
- Comerica Park
- Ford Field
- Comp-U-Ware arena
- Cobo Arena
- Cobo Hall
- Meadow Brook Amphitheater
- The Pontiac Silverdome
- DTE Energy Amphitheater
(named the nation's busiest and top-grossing amphitheater with more than 850,000 concert-goers and 80 summer shows annually)
- Phoenix Plaza Amphitheater
- Freedom Hill Amphitheater
- Chene Park Amphitheater
- The Fox Theater
- The State Theater
- The Gem Theater
- The Fisher Theater
- Meadowbrook Theater
- Detroit Symphony Orchestra Hall
- The Detroit Opera House
- The Masonic Temple Theater
- MGM Grand Casino
- Greektown Casino
- Motor City Casino
- Hart Plaza
- Second City
- The Keyboard Lounge (the oldest Jazz Club in America)

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Annual Festivals:

- The North American International Auto Show
- The Detroit-Windsor Freedom Festival
- The Marshall Field's Thanksgiving Day Parade
- The Comerica Tastefest
- Chrysler Arts, Beats and Eats
- The Selfridge Air Show
- The Michigan Renaissance Festival
- The African World Festival
- Ford Detroit International Jazz Festival
- Concours D'Elegance (classic car show at Meadow Brook Hall)
- The Woodward Dream Cruise
- The Michigan State Fair

Universities:

- Wayne State University
- University of Detroit Mercy
- Oakland University
- Lawrence Technological University
- Rochester University
- The College for Creative Studies
- University of Michigan (a 45 minute drive from downtown Detroit)
- Eastern Michigan University (a 50 minute drive from downtown Detroit)

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Little Known Detroit Facts and Figures:

- Detroit rates among the Top 20 percent of the best places to live and work by *Money Magazine*
- The *Windsor Starr* (4/8/02) says that Detroit ranks as a leader in the production of paints, non-electrical machinery and automation equipment in pharmaceutical, rubber products, synthetic resins and garden seeds
- The 2002 North American International Auto Show charity preview was the world's largest annual single-night charity fundraising event
- The service sector has now surpassed the auto industry as the dominant industry in the Detroit region, accounting for 30% of the region's employment. Health services are now the region's largest employer, followed by business services
- The average commute to and from work each day in the Detroit metro is 23 minutes (each way) and 96% of the population drives or takes a carpool to work each day....most likely because Detroit is the largest metropolitan region in the country without light rail, subway or commuter rail service.
- Detroit hosts 17.6 million visitors each year, who spend \$5.1 billion
- The Detroit Metropolitan Airport is the fifth busiest airport in terms of operations and the 15th in the world in terms of passengers....Metro Airport serves more than 35 million passengers each year
- In 1992, the Ambassador Bridge surpassed the Peace Bridge (connecting New York and Fort Erie, Ontario) as the busiest border crossing in North America. It has been the top crossing ever since. (UDMercy.edu/detroit 300 facts)
- Metro Detroiters have strong buying power with a median household effective buying income (EBI) of \$43,295, outpacing the country by 13% (*Sales and Marketing Management*, 2002 Survey of Buying Power)
- Wayne County is the nation's 11th largest county and its 2 million residents make up almost half of the six-county Detroit metro
- Oakland County, the third wealthiest county in the nation, is home to 565 companies, representing 25 countries...but that's not all: Oakland County is also home to more than 89,000 acres of park land, 26 private and 60 public golf courses! (Oakland.mi.us)
- Macomb County is a premier boating capital in the state of Michigan, with nearly 30 miles of shoreline on Lake St. Clair, 430 square miles of open water and over 40,000 registered pleasure craft (not to mention nearly 100 public and private marinas!)
- The Detroit/Windsor International Freedom Festival claims the largest annual fireworks display in the United States
- Detroit was home to the first state fair in the nation –The Michigan State Fair in 1849
- Detroit was home to the first traffic light...at the corner of Woodward and Michigan Avenue in 1920
- The Davison Freeway in Detroit is the oldest Freeway in the United States
- Detroit was the first city in the country to assign telephone numbers (in 1879)