



Detroit  
Regional  
Partnership

[DetroitRegionalPartnership.com](http://DetroitRegionalPartnership.com)



# A Guide to Growing Your Business in The Detroit Region

DRP: Regional Overview

April 2026

# The Detroit Regional Partnership

**The Detroit Regional Partnership (DRP) is the lead economic development agency for the 11-county Detroit Region. DRP offers confidential, no-cost assistance to site location decision-makers around the world.**

DRP provides timely and targeted analysis on local markets for talent, site, and supply chain. The goal is to align the right opportunities for the most successful outcome for prospects and communities.

## SERVICES:

- Single Point of Contact
- Regional Data & Business Intelligence
- Real Estate & Industrial Site Readiness
- Incentives & Talent Solutions
- Private Service Connections

## GUIDING PRINCIPLES:

- Robust Growth
- Jobs for All
- Deep Prosperity
- Regional Impact
- Collaborative Ecosystem

**11**

COUNTIES

**348**

COMMUNITIES

**5.5M**

POPULATION

**2.6M**

WORKFORCE

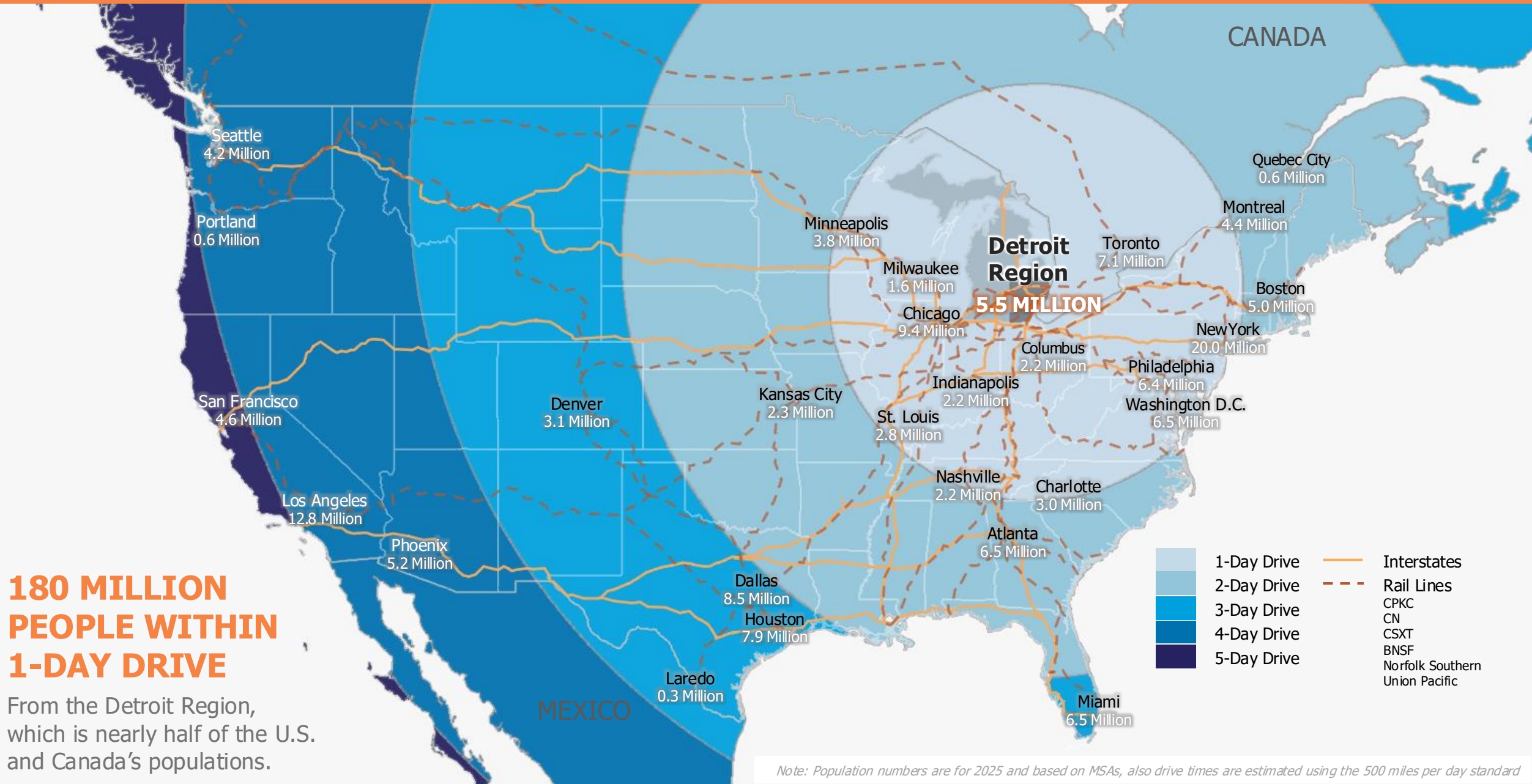


The background of the slide is a solid orange color with a faint, light-colored silhouette of the Detroit skyline. The skyline includes several prominent skyscrapers, with the most recognizable being the Renaissance Center. The buildings are rendered in a simple, wireframe-like style, creating a subtle pattern across the entire page.

# Detroit Region Highlights

Location Advantage, Economic Ecosystem, and Demographics

# North American's Most Connected Market Hub





## **\$391 Billion GDP**

Detroit ranked the fifteenth largest U.S. metro for total gross domestic product (GDP) in 2025.

## **+20,000 Residents**

Population increased in the Detroit Region the past five years to 5.5 Million people in 2025.

## **\$3.4 Billion FDI**

The region leads foreign direct investments (FDI), with an avg. \$58 million per project in 2025.

## **2.6 Million Workers**

Workers in 2025 - an increase of 8.3% over the past five years for the Detroit Region.

## **\$41 Billion Exports**

One of largest export markets (#9) in 2024 and increased by nearly 30% in the past five-years.

## **Wage Affordability**

Wages have increased notably - 18% in the past five years while cost of living remains low.

# Built For Business: Scale, Talent, and Industry Depth

**134,000 businesses employ more than 2.6 million workers across the 11-County Detroit Region.**



Top Regional Employers, 2025:	City	County	Industry	Employees
Ford Motor Company	Dearborn	Wayne	Automobiles	47,750
Henry Ford Health	Detroit	Wayne	Health care	44,561
General Motors	Detroit	Wayne	Automobiles	36,203
Stellantis	Auburn Hills	Oakland	Automobiles	33,327
Trinity Health Michigan	Livonia	Wayne	Health care	14,335
Amazon	Multiple	Multiple	Logistics	14,500
Magna International	Troy	Oakland	Automobiles	12,100
Rocket Companies	Detroit	Wayne	Financial services	9,920
UWM Holdings	Pontiac	Oakland	Real estate	9,100
Blue Cross Blue Shield (MI)	Detroit	Wayne	Insurance	7,477
Detroit Medical Center	Detroit	Wayne	Health care	6,766
DTE Energy	Detroit	Wayne	Utilities	6,215
Comerica Bank	Detroit	Wayne	Financial services	4,041
Hurley Medical Center	Flint	Genesee	Health care	2,904
Universal Logistics Holdings	Warren	Macomb	Logistics	2,438
General Dynamics Land Systems	Sterling Heights	Macomb	Manufacturing	2,304
Forvia North America	Auburn Hills	Oakland	Automobiles	2,142
Adient	Plymouth	Wayne	Automobiles	1,977
U.S. Farathane	Auburn Hills	Oakland	Manufacturing	1,826
JPMorgan Chase Bank	Detroit	Wayne	Financial services	1,578
Deloitte	Detroit	Wayne	Financial services	1,511
Denso International America	Southfield	Oakland	Automobiles	1,485
Plante Moran	Southfield	Oakland	Financial services	1,452
EWIE Group Inc	Ann Arbor	Washtenaw	Wholesale	1,315
Detroit Manufacturing Systems	Detroit	Wayne	Manufacturing	1,300
Barton Malow	Southfield	Oakland	Construction	1,101
Yazaki North America Inc.	Canton Township	Wayne	Automobiles	1,063
Huntington Bank	Detroit	Wayne	Financial services	1,048

Source: Crain's Detroit, Book of Lists.

Note: Includes employers with more than 1,000 full-time local workers.

# Regional Population is Larger than Half of All U.S. States

## More than 5.4 Million Regional Population

The number of residents who live in the 11-County Detroit Region is larger than 28 other states' total populations in 2025.

## Michigan is the 10<sup>th</sup> Most Populous State

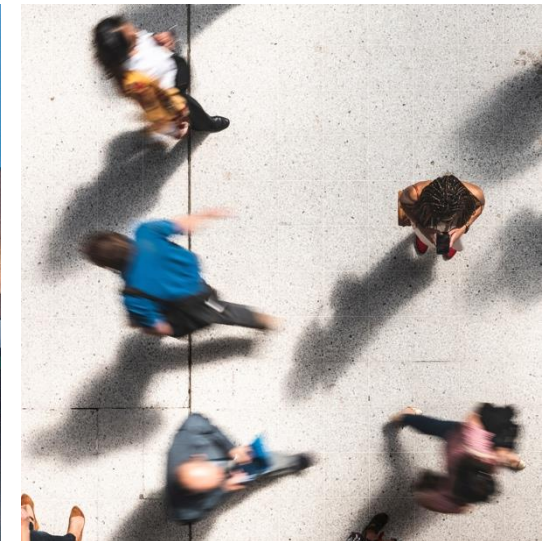
There are more than 10 million residents as of 2025, and most of the state's population resides within the Detroit Region.

## +80,000 Five-Year Population Growth

Throughout Michigan, with a majority (71,000) of the new residents are within the working age of 30-44 years old.

## +100,000 Projected Population Growth

Over the next five years in Michigan, with nearly half of the projected growth being in the Detroit Region.



## 2.1 Million “Working Age” Residents

Population in the 11-County Detroit Region aged between 25-54 years old (working age) in 2025.

## 4.5 Million Residents Age 16+

Including more than 2.7 million residents in the labor force throughout the Detroit Region in 2025.

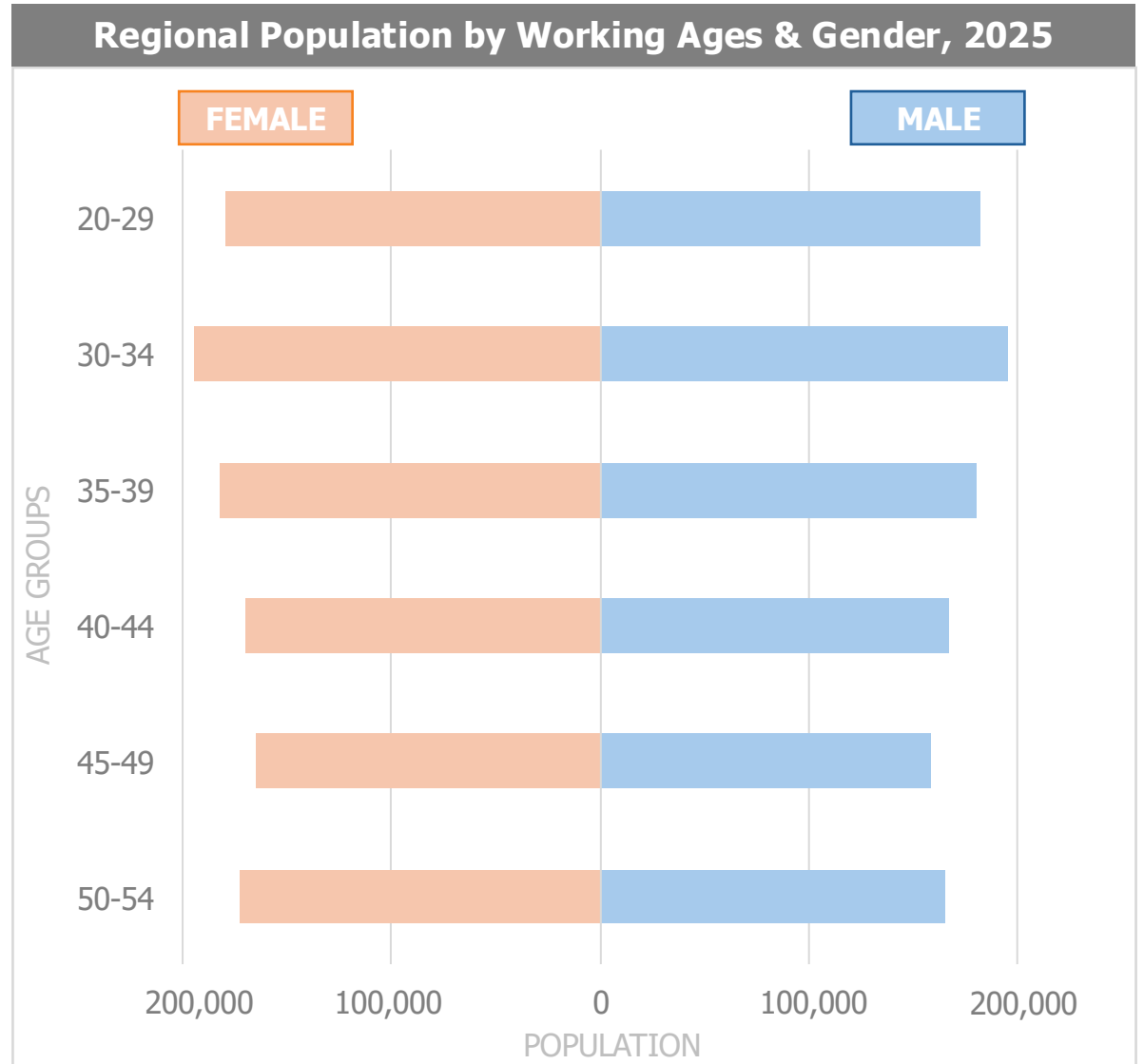
## Larger than Avg. Millennial Population

More than 1.1 Million residents are between the ages of 25-39 (millennials) in the Detroit Region in 2025.

## Nearly Equal Gender Split Overall

50.9% of the population are female and 49.1% are male. Younger age groups have slightly more male percentage compared to older trending with more females.

Sources: U.S. Bureau of the Census, and Lightcast



## 34.0% Identify as Racially Diverse

Nearly 1.9 million people in the Detroit Region identify as a race other than white and/or Hispanic in 2025.

## +92,000 Diverse Population Growth

Diverse residents had the largest population growth in the past five-years; Asian (+60,000) and Hispanic (+36,000).

## One-Tenth of the Pop. is Foreign Born

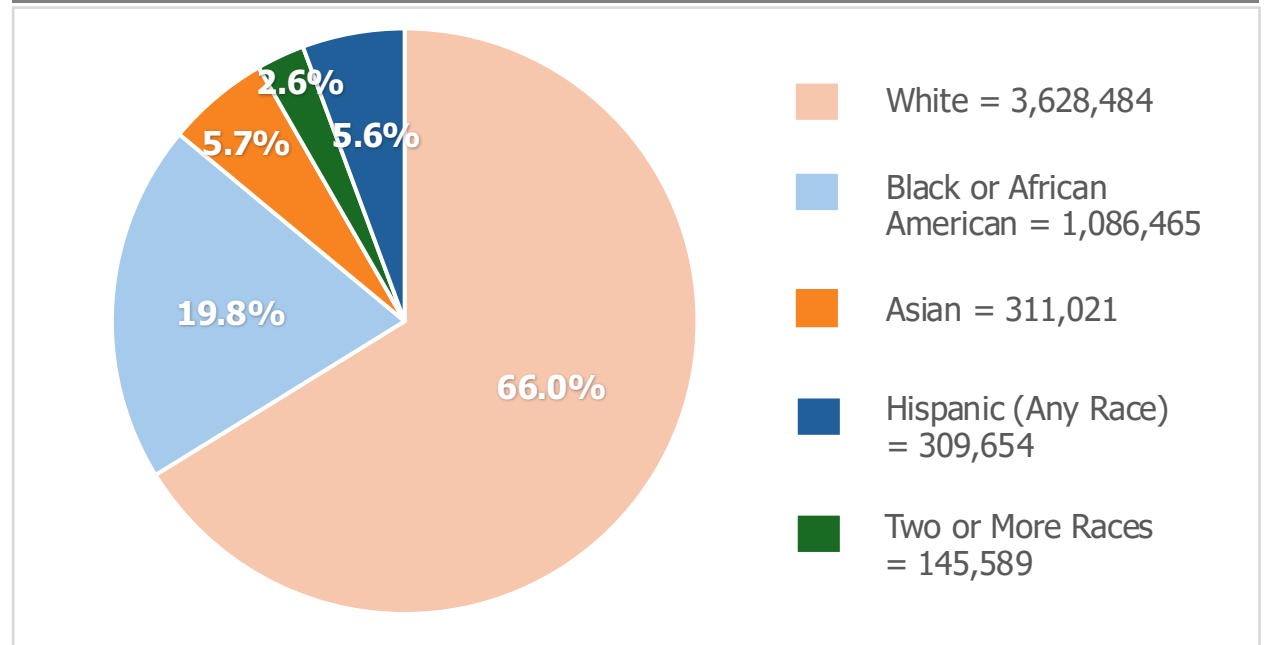
Most foreign-born residents in the Detroit Region hail from Mexico, India, Iraq, Yemen, and Lebanon.

## Enclaves of Diverse Communities

Dearborn has the largest Arab-American population in the nation, while Detroit and Flint are among the top cities for the most Black or African American population.



Regional Population by Race / Ethnicity Percentage & Total, 2025



Sources: U.S. Bureau of the Census and Lightcast.  
Note: Chart does not include racial groups under 1.0% of the pop. total (Pacific Islander and American Indian).

# Workforce & Higher Education

High-level Regional Workforce and Talent Pipeline / Colleges & Universities

# The Detroit Region's Talent Scale Advantage is Massive

## Outpaces Benchmark Projections

It would take even fast-growing regions like Denver or Austin multiple decades of growth to catch up to the region's 2.6 million workers.

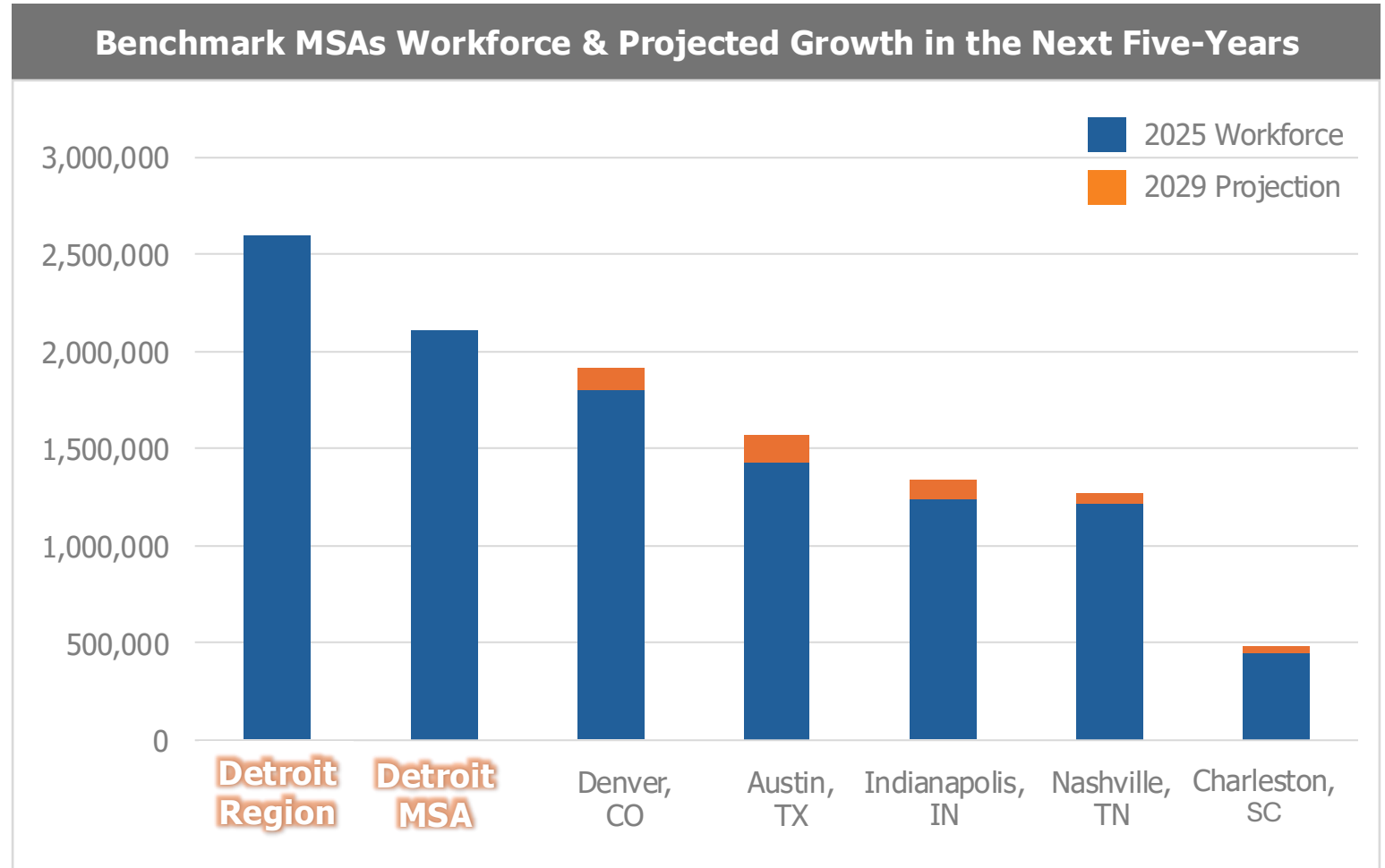
## Years Ahead of Other Locations

The average benchmark location would need to continue its current growth rate for 10+ years to outpace the region's current workforce.

## Two-Times More Talent Here

There are nearly one-million more workers in the Detroit Region in 2025 than the majority of benchmark locations.

*Source: Lightcast. Note: Benchmark locations are at the MSAs level, and the Detroit MSA is 6-Counties within the 11-County Detroit Region.*



# One of the Largest Workforces and Proven Talent Pipeline

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## #10 Largest U.S. Talent Hub

Detroit Region ranks 10<sup>th</sup> out of all U.S. metros for total employed at 2.6 million workers.

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## 2.7 Million Regional Labor Force

There's a large hub of workers employed or looking for employment throughout the region.

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## +215,000 Workforce Growth

8% increase over past five years in the region, which was nearly equal to the national rate.

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## 66,000 Annual Completions

Program completions from the Detroit Region's 34 universities and community colleges, 2024.

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Source: Lightcast. Note: Completions include degrees and certificates.



## +18.6% Regional Wage Growth

Increased over the past five years to an avg hourly rate of \$32.05, which is nearly equal to the national rate in 2025.

## Mgmt. & Business Fastest Growing

Management (+40,000) and business / finance workers (+19,000) had the largest growth in the past five years.

## 16% of Talent in Production & Logistics

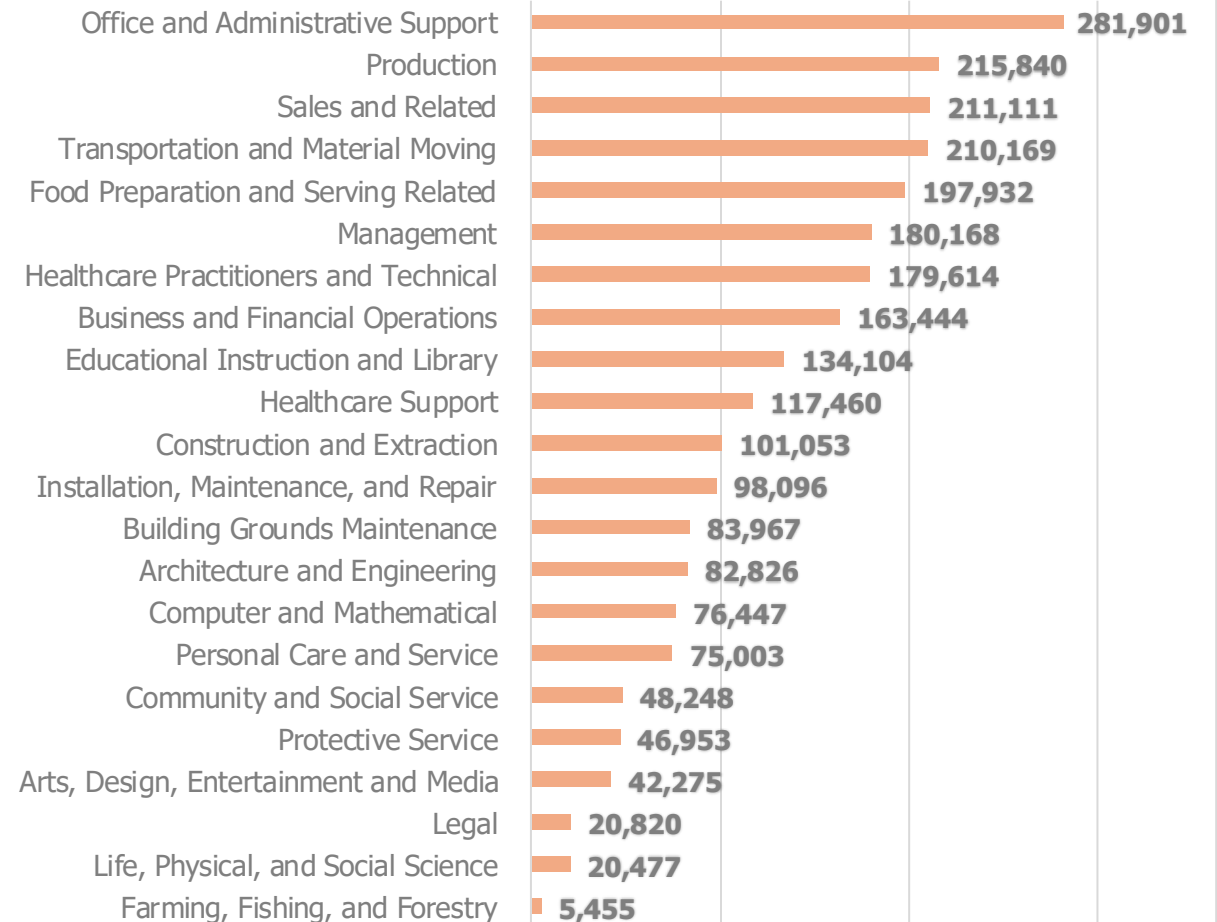
In the Detroit Region, there's more than 416,000 production and transportation (logistics) workers in 2025.

## Three-Times More Engineering Talent

There's nearly 83,000 architecture and engineering occupation talent in the Detroit Region in 2025.

Sources: Lightcast. Note: Talent based on the two-digit standard occupation classifications).

### Workforce by Two-Digit Occupations in the Detroit Region, 2025



# One of the Largest Economies Lead By Mfg. and Tech. Services

## \$391.8 Billion Detroit Region GDP

Detroit has one of the largest GDPs in the nation and represents 60% of Michigan's total in 2025.

## 20% Workers in Mfg. & Tech. Services

More than 510,000 workers are in manufacturing and professional, scientific, and technical services industries.

## Healthcare & Mfg. Fastest Growing

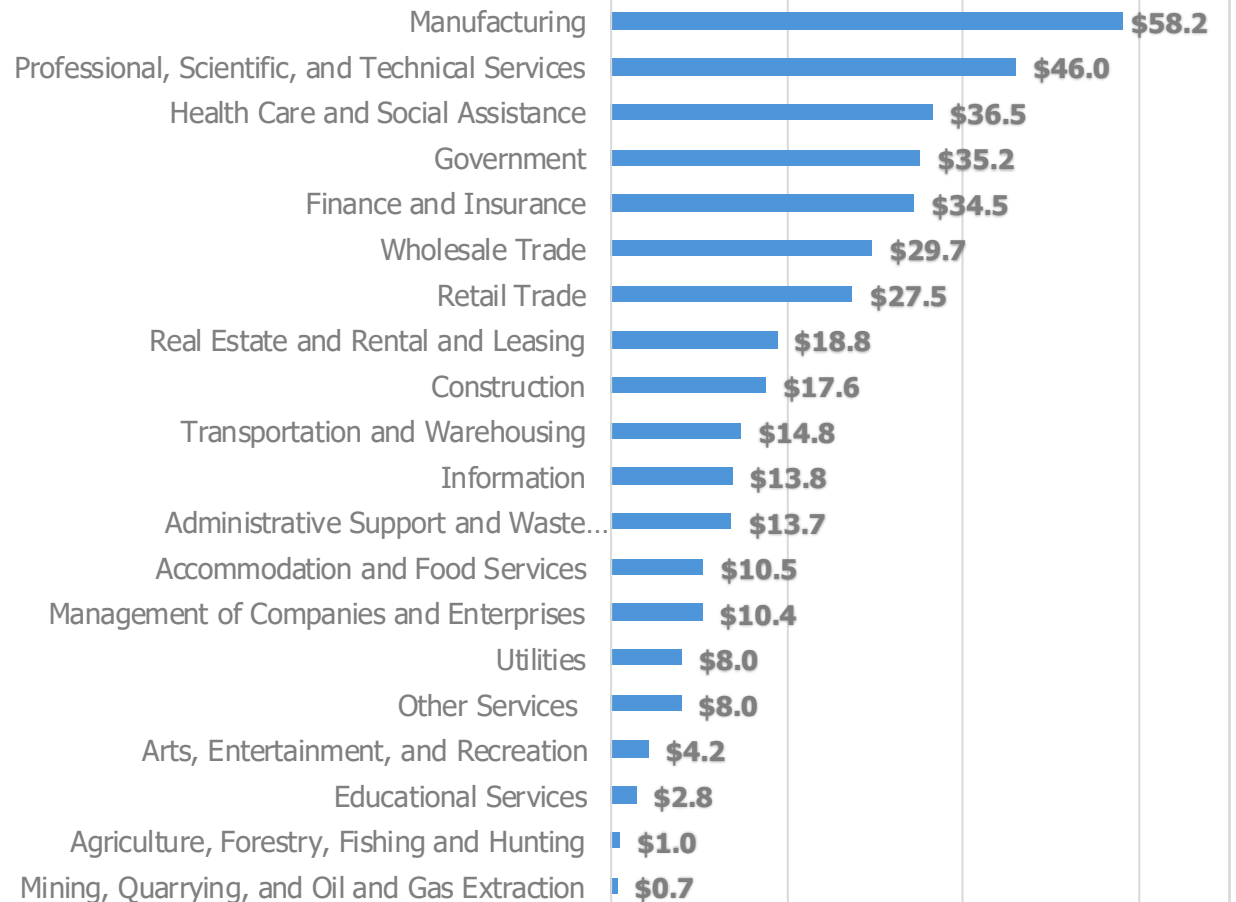
Healthcare (+42,000) and manufacturing (+20,000) workers increased the most over the past five years.

## 134,000 Payrolled Business Locations

Throughout the 11-County Detroit Region in 2025, with the majority meeting their demand and sales in-region.

Sources: Lightcast. Note: Based on the two-digit NAICS (North American Industry Classification System)

## Regional Gross Domestic Product by Two-Digit Industry, 2025



Note: GDP currency in billions and USD.

## 2.3 Million Regional Job-Seeker Profiles

Profiles / resumes which were updated from January 2024 through March 2026 in the 11-County Detroit Region.

## 100+ Specialized & Soft Skills Highlighted

Customer Service, Management, Sales, Leadership, Marketing & Data Analysis were among the top overall skills

## Nearly 38% of Profiles Have a Degree

Majority of profiles have a bachelor's degree or higher (35%) and 15% have a master's degree or doctorate.

## Manufacturing & Healthcare Top Industries

The following represent the leading industries for total profiles: Manufacturing (293,000), Healthcare (177,000), Professional & Technical Services (146,000), and Finance & Insurance (97,000).

*Source: Lightcast. Note: Table includes skills with more than 40,000 regional profiles updated from 2024-2026.*

TOP SPECIALIZED SKILLS:	REGIONAL PROFILES
Project Management	188,353
Marketing	165,645
Process Improvement	86,804
Data Analysis	85,557
Event Planning	82,563
Continuous Improvement Process	79,474
New Product Development	77,848
Sales Management	70,675
Auditing	68,766
Accounting	68,571
Business Development	68,518
Operations Management	64,038
Purchasing	63,608
Customer Relationship Management	58,871
Account Management	58,372
Finance	57,615
Social Media	55,826
Lean Manufacturing	55,361
Marketing Strategies	53,618
Inventory Management	52,707
Data Entry	51,125
Community Outreach	47,180
New Business Development	46,636
Social Media Marketing	45,194
Cross-Functional Team Leadership	44,781
Adobe Photoshop	42,478
Fundraising	41,547
Financial Analysis	41,104
Six Sigma Methodology	40,365
SQL (Programming Language)	40,286

# Cultivating an Excellent Talent Pipeline in the Detroit Region

## More than 66,000 Degrees Awarded Annually

Majority (60%) are from public four-year institutions and bachelor's degrees accounted for 40% in 2024.

## 1.7 Million Regional Residents have a Degree

In 2025, below is the breakdown of the higher education degrees.

- Associate's Degree = 364,000+
- Bachelor's Degree = 811,000+
- Graduate Degree = 586,000+

## More than 238,000 Students Enrolled Annually

The following were the top regional institutions for enrollment: University of Michigan (56,000), Wayne State (24,000), Macomb Community College (16,000), Oakland University (16,000), Oakland Community College (14,000), Eastern Michigan University (13,000).

## Majority of the Workforce is Highly Educated

52% of working-age adults in Michigan have a skill certificate or college degree with state initiatives to grow to 60% by 2030.

Sources: Lightcast. Note: Completions include degrees and certificates.

### 34 Regional Universities and Community Colleges



The grid displays the following logos:

- University of Michigan
- Wayne State University
- Eastern Michigan University
- Oakland University
- University of Detroit Mercy
- Baker College
- Kettering University
- Sienna Heights University
- Adrian College
- Lawrence Technological University
- College for Creative Studies
- Cranbrook
- Oakland Community College
- Macomb Community College
- Wayne County Community College District
- Washtenaw Community College
- Mott Community College
- St. Clair County Community College
- Henry Ford College
- Schoolcraft College
- Monroe County Community College

Note: Not a comprehensive list of regional institutions logos.

# A Third of the National Talent Pipeline is Near the Region

## One-Third of All U.S. Completions Nearby

Nearly 30% of the total national completions occur from institutions within a five-hour drive from Detroit in 2024.

## 200 Universities and Colleges Nearby

The Detroit Region can attract talent from some of the nation's top institutions within an average four-hour drive.

## More than 420,000 Annual Completions

Within the drive-time radius, which the Detroit Region makes up nearly 20% of total completions in this area.

## 10 Michigan Colleges Nationally Ranked

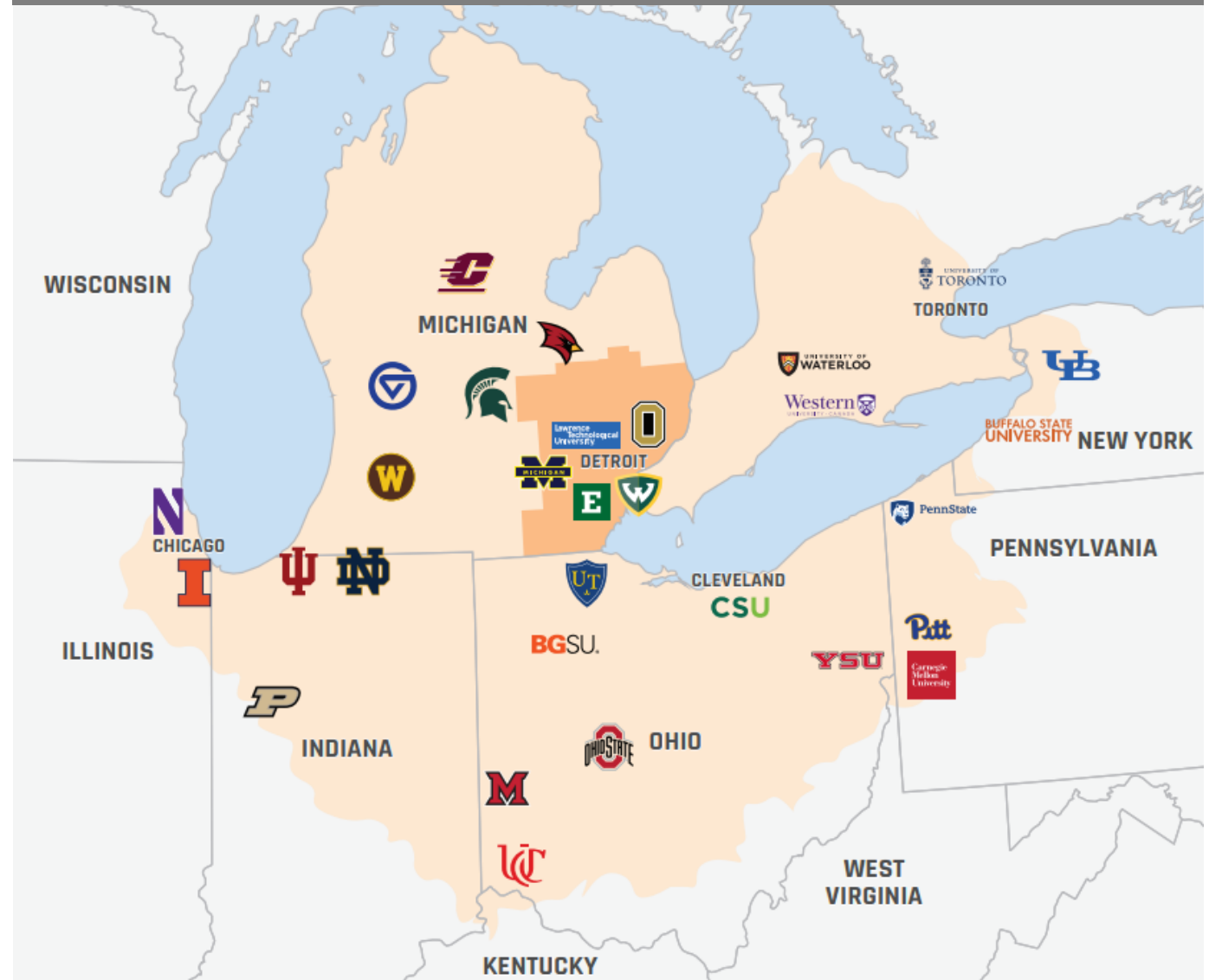
Michigan is home to two top-ranked public institutions in 2025, which is the University of Michigan (#3) and Michigan State University (#30).

## International Students Choose Michigan

Michigan ranked #8 nationally for total international students, with more than 40,000 enrolled in 2024/2025.

Source: Lightcast and Open Doors Note: Completions include certificates and degrees.

## Notable Universities & Colleges within a Five-Hour Drive from the Region



# Connected Infrastructure

Highways, Airports, Railways, Ports, and Energy / Power

## REGIONAL AIRPORTS

### 50 MILLION+ ANNUAL PASSENGERS

Travel through the Region's 15 Regional & Local Airports.

### DTW RANKS AS A TOP GLOBAL AIRPORT

Main Passenger Regional Airports: Detroit Metro (DTW), Flint Bishop, and Oakland International.

## HIGHWAY CONNECTIVITY

### 2,047 MILES OF HIGHWAYS & INTERSTATES

- I-94 travels through Chicago, IL to Seattle, WA and intentionally to Toronto, Canada.
- I-75 connects the upper peninsula of Michigan to Canada all the way to southern Florida.

### 5 INTERNATIONAL BORDER CROSSINGS

When the New Gordie Howe Bridge is Completed in 2026.



# Detroit Metro Airport (DTW) Connects the Region Globally

**DTW is a world-class international airport and Michigan’s busiest airport. DTW is in Romulus, a less than 30-minute drive from downtown Detroit, serving more than 33.4 million passengers annually with nearly 1,100 daily flights.**

- Second-largest Delta hub in the U.S. offering non-stop flights to key international and domestic destinations, enabling direct access to major business markets worldwide.
- Recognized for reliability / on-time flights and customer experience, featuring two modern terminals with premium amenities (multiple Delta Sky Clubs) and an on-site Westin Hotel.
- Operated by the Wayne County Airport Authority (WCAA), who also manages Willow Run Airport (YIP) a key facility for corporate aviation, air cargo, and advanced manufacturing logistics.



## NON-STOP DESTINATIONS

**114 Domestic & 30 International**

NON-STOP LOCATIONS	AVG. FLIGHT TIMES
<b>Domestic</b>	
Chicago, Illinois	1 hour
Pittsburgh, Pennsylvania	1 hour
Indianapolis, Indiana	1 hour
Washington D.C.	1.2 hours
New York City, New York	1.5 hours
Atlanta, Georgia	2 hours
Seattle, Washington	5 hours
<b>International</b>	
Toronto, Canada	1 hour
Mexico City, Mexico	4.5 hours
San Jose del Cabo, Mexico	5.5 hours
Amsterdam, Netherlands	7 hours
London, United Kingdom	7.5 hours
Paris, France	7.5 hours
Frankfurt, Germany	8 hours
Rome, Italy	9 hours
Beijing, China	13 hours
Seoul, South Korea	14 hours
Tokyo, Japan	15 hours

## BORDERS, TRADE & CARGO PORTS

### 5 INTERNATIONAL BORDERS

50% of the U.S.-Canadian Truck Trade Flows through Detroit and is the Busiest Northern Border Crossing.

### 7 REGIONAL CARGO PORTS

Detroit Ranked the #3 Largest Steel Handling Port, 2024.

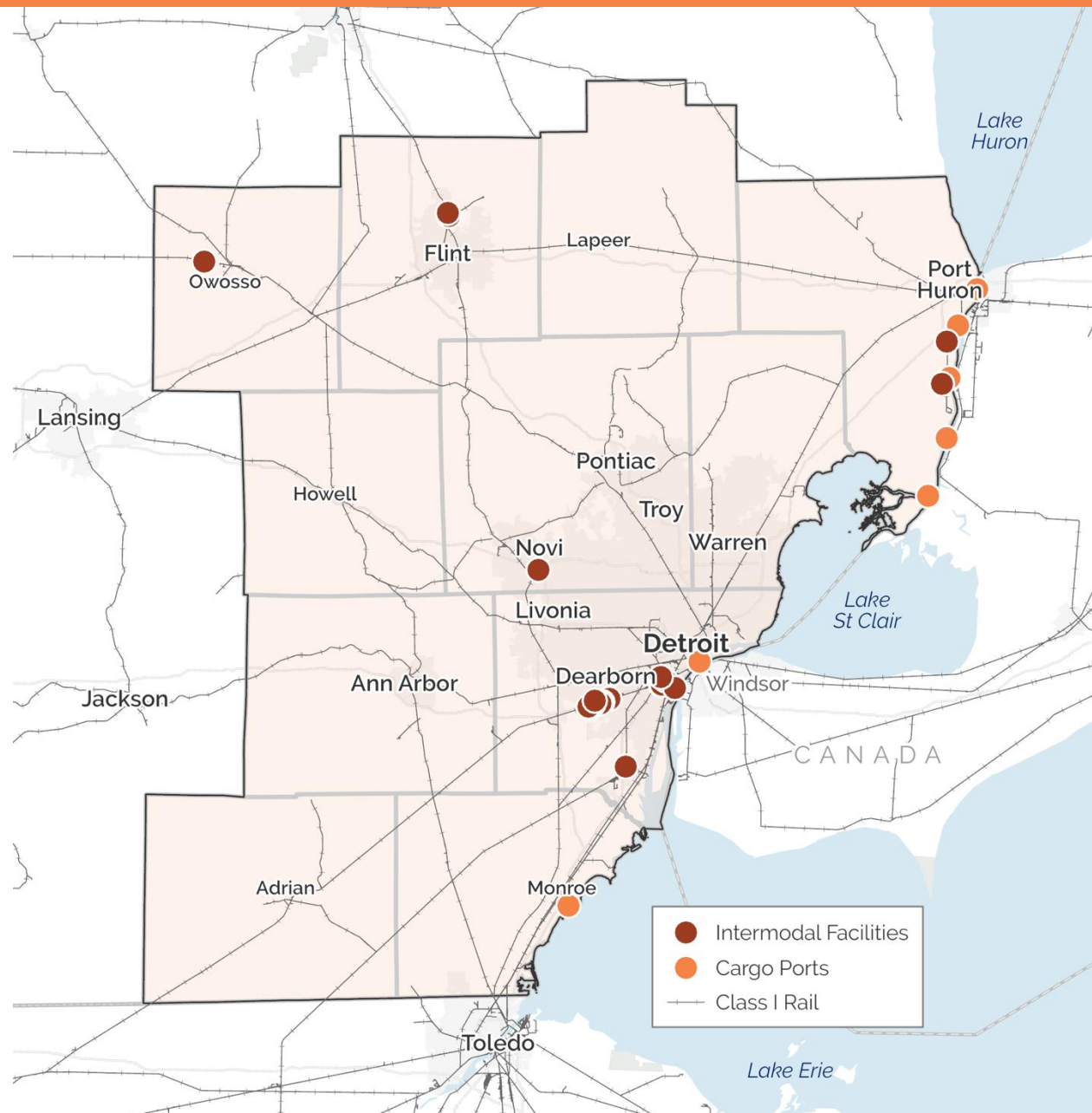
## RAILWAY & INTERMODAL

### 4 OF 7 CLASS-ONE RAILWAYS

Servicing 25 Intermodal Facilities in the Detroit Region, 2024.

### RAILWAY SHIPPING HUB

25% of the State's Tonnage is Shipped via Rail, 2024.



## #1 Spot for Clean Energy & Infrastructure

Michigan's ranking for securing federally funded (Inflation Reduction Act, IRA) investments by Climate Power in 2025.

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## More than 80,000 Clean Energy Jobs

The states ranks as one of the top locations (#6) for total related jobs, with nearly half being in EV/hybrid vehicles.

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## 99.9% Power Grid Reliability in State

Michigan has a large capacity of power with two separate power grids that are connected by fiber.

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## #12 State for Electricity Generated

Michigan sends excess electricity out of state via the regional grid because it generates more than it consumes.

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## One of the World's Largest Hydroelectric

The hydroelectric facility has 2,000 megawatts of capacity and Michigan is one of the largest wind energy producers.



# Where Natural Resources Create Competitive Advantage

## 20% of the World's Freshwater

Is held in the Great Lakes, or over 5,400 cubic miles of water.

## 11,000 Inland Lakes in Michigan

Never farther than six-miles from a body of water in the state.

## Only State with Access to Four Great Lakes

Michigan borders Lakes Superior, Michigan, Huron and Erie.

## Low Severity & Probability of Disasters

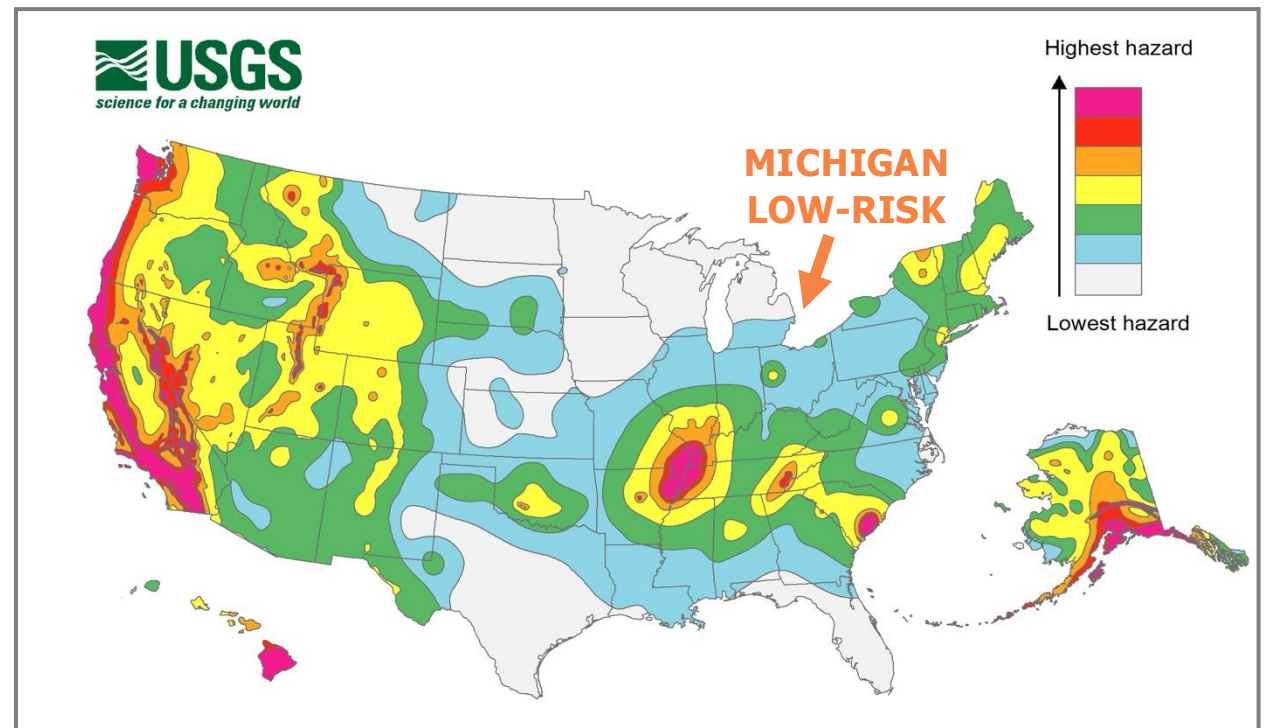
Extremely low risk of natural disasters in Michigan, and it is one of the safest states regarding natural disruptions.

## Six-Times Less Declared Disasters

Michigan has declared disaster only 30 times, which is six times less than the avg. U.S. state from 1980-2026.

- For comparison, California had 359 declared disasters during this time. Texas 353, Florida 167, North Carolina 72, Georgia 62, Ohio 43, Indiana 43, and Georgia 62.

Sources: U.S. Federal Emergency management Agency and U.S. Geological Survey



# Business Climate & Incentives

Michigan and the Detroit Region's Business Environment

# Consistently Ranks as a Top Spot for Business Environment

## #4 State for Workforce Development

Michigan's ranking in 2026 by Site Selection Magazine.

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## #10 Top Location for Doing Business

The state ranking in 2025 by Area Development.

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## No Wealth or Inheritance State Tax

Michigan does not have a wealth tax, inheritance tax, or estate tax and maintains a flat income tax rate of 4.05%.

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## Below Average Household Tax Burden

Michigan's overall tax burden on residents is below the U.S. average, making it moderately tax-friendly to households.

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## Top 10 for Technology Startups & Innovation

Detroit (#7) and Ann Arbor (#5) rank among the best technology startup locations in the Midwest by M25 for 2025.



# Michigan is One of the Best States for Business and Tax Climate

## #4 Lowest Cost of Business

Michigan ranking from CNBC, 2025.

## Top 15 in Various Categories

One of the top states for the following:  
Workforce (13), Business Friendly (14),  
Quality of Life (14), and Infrastructure (15).

## #10 Lowest Sales Tax Ranking

Overall tax climate in Michigan ranks one of the lowest (16) by the Tax Foundation, 2025.

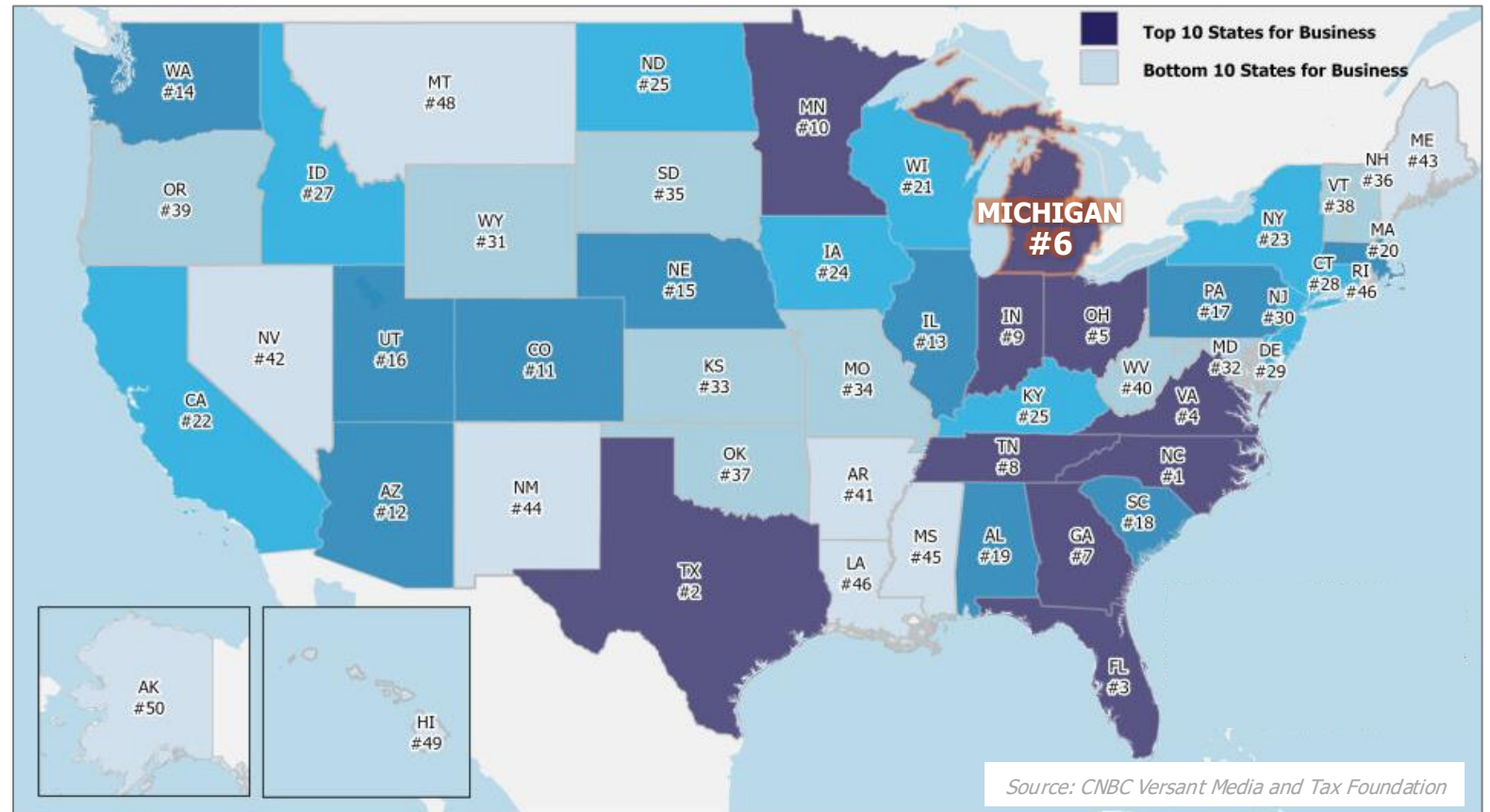
### MICHIGAN TAX RATES

Rates are highly competitive and made significant corporate tax reform that eliminated modified gross receipts tax with a standard corporate income tax.

- **6%** Corporate Income Tax
- **6%** Flat Sales Tax/Use Tax
- **4.25%** Individual Income Tax

## Michigan Ranks the #6 Best State for Overall Business, 2025

CNBC annual ranking based on 135 metrics in 10 broad categories of competitiveness.



# Contact the DRP

Invest in the Detroit Region and Contact the Detroit Regional Partnership

DRP is an economic development 501(C)(3) nonprofit that offers confidential, no-cost assistance to domestic and international companies seeking to explore and invest in the 11-county Detroit Region.

### **DRP SERVICES**

- Single Point of Contact
- Regional Data & Business Intelligence
- Real Estate & Industrial Site Readiness
- Incentives & Talent Solutions
- Private Service Connections

### **DRP CONTACT**

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