

PROFILE FOR

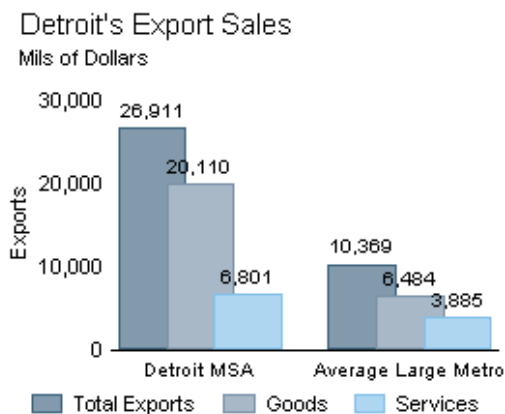
## Detroit-Warren-Livonia, MI MSA

### Why Exports Matter to the Country, And Why Metros Matter to Exports

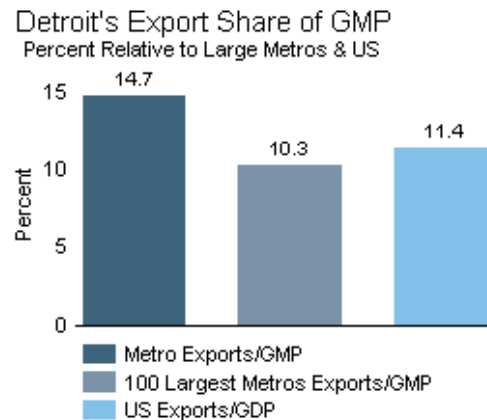
Even before the devastation wrought by the Great Recession, the U.S. economy was struggling against substantial structural weakness. Despite periods of rising prosperity, the last three decades have been characterized by middle- and lower-income wage stagnation; a lack of job opportunities for those without college degrees; and a speculative bubble-inducing trade deficit. A significant increase in U.S. exports could dramatically improve each of these conditions. Because metro areas are where over 83 percent of U.S. exports are produced, strategies to enhance their unique concentrations of industry clusters and specific competitive advantages would greatly strengthen national export performance.

### Detroit's Unique Export Profile

Detroit produces \$26.9 billion in total exports. As a share of its total economy, 14.7 percent of what it produces was exported in 2008, supporting 239,910 jobs. Recent export growth in Detroit has been negative, contracting 0.0 percent. Average wages in its largest export industry were \$76,706, much higher than U.S. average. The metro has 6 export industry clusters. Finally, its major export industries are Transportation Equipment Manufacturing, Machinery Manufacturing, Business, Professional, and Technical Services, Tourism, and Royalties from Intellectual Property.



Brookings Institution analysis of various data for Detroit-Warren-Livonia, MI MSA



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AT A GLANCE

EXPORTS ANNUALLY

**\$26.9 billion**  
(Rank 9)

EXPORT SHARE OF GMP

**14.7%**  
(Rank 12)

EXPORT JOBS

**239,910**  
(Rank 5)

## Detroit's Key Export Indicators For 2008

	Metro	Metro Rank <sup>1</sup>	100 Largest Metro Areas	United States <sup>2</sup>
Exports (in blns USD)	26.9	9	1,037	1,609
Exports as a share of GMP	14.7	12	10.3	11.4
Number of export-related jobs	239,910	5	7,688,744	11,854,390
Percent annual growth rate of exports, 2003-2008 (inflation adjusted)	0.0	99	8.7	9.2
Average wages in leading export industry <sup>3</sup>	\$76,706	32	\$66,449	\$45,563*
Number of export clusters <sup>4</sup>	6	49	6.7	N/A
Percentage of exports sold to Brazil, India and China	8.2	84	8.6	8.8

Source: Brookings analysis of Moody's Economy.com, the Institute of International Education (IIE), the Internal Revenue Service (IRS), the United States Bureau of Economic Analysis (BEA), the United States Bureau of Labor Statistics (BLS), Quarterly Census of Employment and Wage (QCEW) and Integrated Public Use Microdata Series (IPUMS) (for metro industry wages), and the United States International Trade Commission (USITC) data. GMP refers to Gross Metropolitan Product. 1. A rank of 1 signifies the highest value among the 100 largest metropolitan areas. 2. The export values for the United States refer to U.S. domestic private exports, excluding scrap materials and used merchandise. 3. Data for individual metros refer to the leading exporting industry by value; data for the largest 100 metros refer to the average large metro's wage in its leading export-industry (using QCEW and IPUMS); \*data for the US refer to all industries as reported by the QCEW. 4. An export industry is defined as clustered in a metropolitan area if its export value is at least 50 percent larger as a share of the metro economy than the industry's exports are relative to the U.S. economy.

## Detroit's Export Markets For 2008

Largest Export Markets Based on Metro Industry Composition	Value of Metro Exports (in mils USD)
Canada	5,440
Mexico	2,236
UK	1,654
Germany	1,544
Japan	1,524
Largest U.S. Export Markets for Top Metro Export Industry—Transportation Equipment Manufacturing	Value of Metro Exports (in mils USD)
Canada	3,392
Mexico	1,055
Germany	940
Japan	629
UK	554

## Example Export Companies

Ford  
GM  
Chrysler  
Mazda  
BASF

Sources: ITA Foreign Trade Zones, Journal of Commerce, local chambers of commerce

**BROOKINGS**

1775 Massachusetts Avenue, NW  
Washington D.C. 20036-2188  
telephone 202.797.6139  
fax 202.797.2965  
web site [www.brookings.edu/metro](http://www.brookings.edu/metro)