

# Detroit City of Design Action Plan: **Fast Facts**

Detroit's design community is small but mighty.

Although Detroit's core design economy makes up only 1% of the industries and a little over 5 percent of all occupations, it provides fuels a design ecosystem that represents over 20% of the region's economy.

## KEY TERMS

**DESIGN CITY:** The economic output related to the combined 139 industries and 105 occupations of the core design economy and the Detroit design ecosystem, within the city limits of Detroit, Highland Park, and Hamtramck.

**DESIGN MSA:** The economic output related to the combined 139 industries and 105 occupations of the core design economy and the Detroit design ecosystem, within the geographic boundaries of Detroit-Warren-Dearborn Metropolitan Statistical Area.

**ALL CITY:** The economic output related to the combined 1,001 industries and 786 occupations of the overall economy, within the city limits of Detroit, Highland Park, and Hamtramck.

**ALL MSA:** The economic output related to the combined 1,001 industries and 786 occupations of the overall economy, within the geographic boundaries of Detroit-Warren-Dearborn Metropolitan Statistical Area.

Detroit's Core Design Economy*	NUMBER OF JOBS	NUMBER OF FIRMS	REVENUE
LANDSCAPE ARCHITECTURE	553	46	\$103.1M
INTERIOR DESIGN	1,069	665	\$148.6M
CUSTOM COMPUTER PROGRAMMING	11,866	658	\$1.83B
ENGINEERING	43,244	1,710	\$9.02B
INDUSTRIAL DESIGN	4,887	47	\$1.13B
ARCHITECTURE	2,281	432	\$489.6M
DRAFTING	130	12	\$30.4M
GRAPHIC DESIGN	1,279	599	\$150.8M
COMPUTER SYSTEMS DESIGN	16,262	1,210	\$2.71B
OTHER SPECIALIZED DESIGN	249	20	\$42.6M

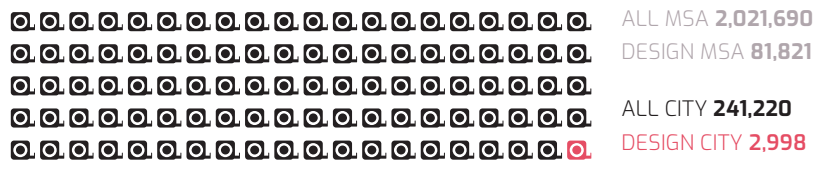
\*DESIGN MSA

NUMBER OF FIRMS

NUMBER OF EMPLOYEES	DETROIT CITY	DESIGN MSA
	1	114
2-5	137	2,034
6-10	31	483
11-50	31	588
50+	20	198
<b>TOTAL</b>	<b>364</b>	<b>5,399</b>

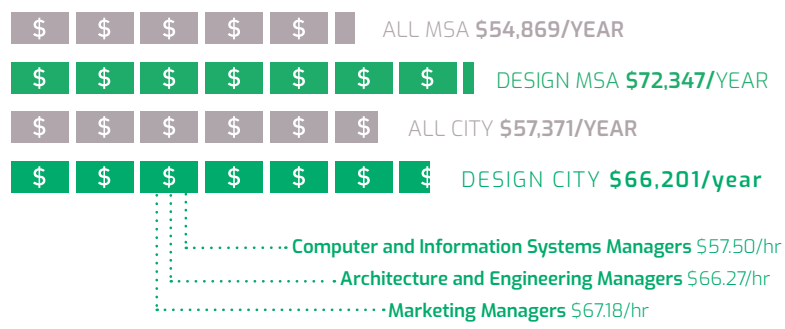
There are 5,399 core design businesses in the region and 364 in the city of Detroit. Of these businesses, 69% have fewer than 5 employees.

TOTAL INDUSTRY JOBS | 2016



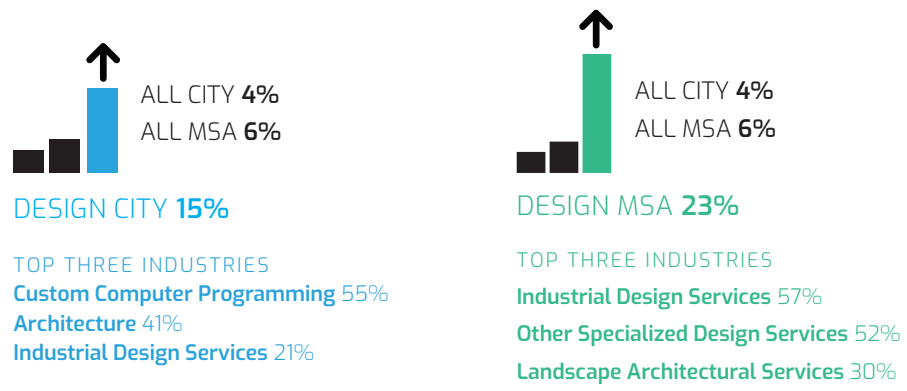
Core design industries employ about 80,000 people in the region and 3,000 people in the city of Detroit.

INDUSTRY WAGES | MEDIAN 2016



A job in a core design business pays better than the median industry wage - 15% more in the city and 31% more in the region.

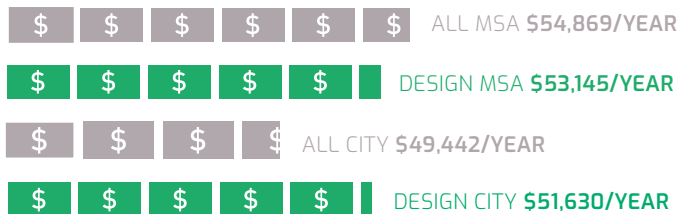
INDUSTRY JOB GROWTH | 2012-2016 | CORE DESIGN



The core design industries are growing almost 4 times faster than average industry growth in both the city and the region.

*Design in Detroit is more than just the core design industries, but rather a design ecosystem consisting of the occupations and industries that move idea and concept into action. The design ecosystem includes industries and professions that are integral to the creation of a design product, process, or service, even if their description may not intuitively read as design-oriented. An architect needs a carpenter, a fashion designer needs a custom tailor or seamstress, a product designer needs a team assembler. In Detroit's case, this ecosystem offers good jobs for a wide range of people. A full list of these industries and professions can be found on page 117-120 of the Detroit City of Design Action Plan.*

## INDUSTRY WAGES | MEDIAN 2016 | DESIGN ECOSYSTEM



Industries in Detroit city's design ecosystem pay slightly higher than median, but they are growing almost 6 times faster. They currently employ over 25,000 people in the city.

## INDUSTRY JOB GROWTH | 2012-2016 | DESIGN ECOSYSTEM



### DESIGN CITY 23%

Computer Facilities Management Services 69%  
 Petroleum Lubricating Oil and Grease Manufacturing 47%  
 Motor Vehicle Gasoline Engine and Engine Parts Manufacturing 37%

### DESIGN MSA 13%

Household Furniture\* Manufacturing 77%  
 Computer Facilities Management Services 65%  
 Wood Window and Door Manufacturing 61%

\* except wood/metal

## INDUSTRY REVENUE | 2016 | DESIGN ECOSYSTEM



### DESIGN CITY \$9 BILLION

#### TOP THREE INDUSTRIES

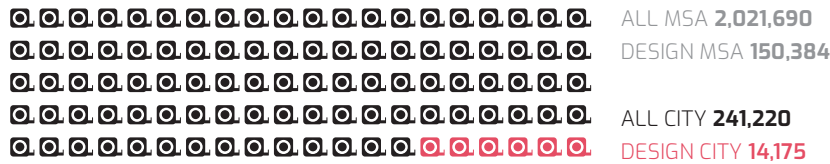
Household Furniture\* Manufacturing  
 \$260.2 million  
 Highway, Street, and Bridge Construction  
 \$259.9 million  
 Commercial Printing  
 \$199.9 million

\* except wood/metal

The regional design ecosystem is primarily focused on aspects of automotive manufacturing. However, the city's design ecosystem is more varied.

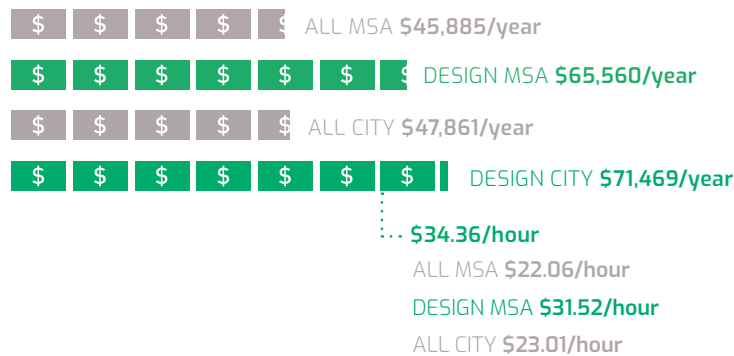
*Detroit City of Design considered 41 occupations to be core design occupations because of the nature of the work performed. Twenty-one of these occupations have concentrations in Michigan within the top 25% across the United States. Most notably, Michigan has the highest concentration of commercial and industrial designers, industrial engineers, and mechanical engineers.*

## TOTAL JOBS BY OCCUPATION | 2016



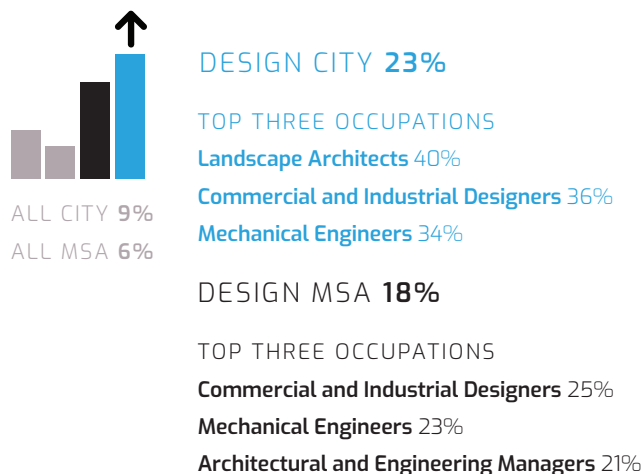
Designers work across Detroit's economy beyond the core design industries. There are about 14,000 designers in the city and 150,000 across the region.

## OCCUPATION WAGES | MEDIAN 2016 | CORE DESIGN



Core design occupations are good jobs that pay 40-50% more than the median occupation.

## OCCUPATION JOB GROWTH | 2012-2016 | CORE DESIGN



The number of people working in a design occupation grew almost 3 times faster than the average occupation.

Analysis completed for the Detroit City of Design Action Plan using EMSI 2018, US Bureau of Labor Statistics and Lexis-Nexis Business data.

To view the Action Plan, visit: [www.designcore.org](http://www.designcore.org)

For more information, email us at: [info@designcore.org](mailto:info@designcore.org)

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