MARKET AT A GLANCE
Comscore directly measures more than 1-in-2 of the 1,665,402 TV households in the Detroit Comscore Market – the 11th largest market in the country. We also report on Detroit’s more than 4.2 million unique desktop visitors to sites across the internet every month.

TV AUDIENCE INSIGHTS
Comscore reports highly precise, stable and representative TV viewing information from all 210 markets. Pairing our massive scale measurement with data from best-in-class partners, we go beyond age/gender to find and reach high-value audiences based on behaviors, interests and lifestyles.

AVGAE AUDIENCE BY SEGMENT
FEBRUARY 2021

INCOME
0-$74k: 347,182
$75-$99k+: 86,399
+$100k: 194,425

HOUSEHOLDS W/ AGE RANGE
A25-54: 410,183
Men 35-64: 290,615
Women 18-34: 154,042

INTEND TO PURCHASE A CAR
New: 75,414
Used: 99,017

DIGITAL AUDIENCE INSIGHTS
Comscore local digital measurement provides insight into desktop digital audiences for all content types using local market definitions that are aligned with definitions in our Comscore TV audience insights.

TOP LOCAL NEWS SOURCES
DOMAINS RANKED BY TOTAL DESKTOP UNIQUE VISITORS
FEBRUARY 2021
1 Freep.com
2 ClickonDetroit.com
3 MLive.com
4 WXYZ.com
5 Fox2Detroit.com

LOCAL REACH BY CATEGORY
UNIQUE VISITORS PER MONTH – DESKTOP
Automotive: 0.8M
Financial Services: 2.0M
Food/Supermarket/Grocery: 0.5M
Health: 1.6M
Home Furnishings: 0.7M

COMSCORE LOCAL MARKET SNAPSHOT
Source: Comscore TV, U.S. and Comscore Media Metrix® Desktop, Comscore Markets, U.S.
LOCAL FOCUS
Comscore can help you identify areas of your local market to reach your key consumers so you can make the biggest impact with your ad dollars.

WHY COMSCORE?
Today’s media landscape is complex. We give you the local insights you need to advertise with precision.

- **Make smarter ad buys** using the most accurate and granular data on TV and digital audiences in your market
- **Confidently reach your target high value customers** on the channels, programming and times of day they are watching
- **Evaluate your success across platforms** to ensure you are making the most of your ad dollars
- **Comscore data** flows through TPPs

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@comscore.com.

Ready to learn more?

To help you better understand the local advertising landscape across platforms, we created market snapshots of 27 key markets to provide you with a sample of the TV and digital audience insights our clients have access to. Click here to access additional snapshots.

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