

Fox, Eleanor S

From: Fox, Eleanor S
Sent: Saturday, November 21, 2009 3:09 PM
To: Reif, Steven J; Stanbrough, Beverly J; Mathews, David L; Crews, Lloyd C
Cc: Showers, Nancy C; Wang, Zheng
Subject: Royal Oak 10-Mile Radius Projections

Hello All,

As promised, attached are the new and improved projections that are referencing only RO 10-mile radius. I referenced 3rd Quarter 2009 data (as recent as Sept 2009 employment stats) for these projections. Please print these off and insert them in your RO Expansion Binders we provided you in May 2009.

Attachments:

- RO Campus 10-Mile Radius Map (Buffer)
- Projected Demographics
- Industry Projections
 - Industry Unemployment (could only get down to county detail)
 - Industry Overview
 - Highest Ranked / Fastest Growing Industries
- Occupation Projections
 - Occupation Unemployment (could only get down to county detail)
 - Occupation Overview
 - Highest Ranked / Fastest Growing Occupations



RoyalOak_10mile_b
uffer_11.16.09...



RO_Demographics_
Report_esf11.21.09...



RO_IndustryReport
s_11.21.09.pdf...



RO_OccupationRep
orts_11.21.09....

Let me know if you have any questions!

Regards,
Eleanor

Eleanor Swanke Fox

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Auburn Hills Campus
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Institutional Research: Progress Through Knowledge

Check out IR's websites:

Public: www.oaklandcc.edu/IR
InfoMart: <http://infomart/ir/>



OAKLAND COMMUNITY COLLEGE®

Oakland Community College
Royal Oak Expansion – Support Documents
2009

Requested by
Steven Reif, Royal Oak Campus President
Oakland Community College

Prepared by
Eleanor Fox, Research Analyst
Mark Woods, Ph.D., Research Analyst
The Office of Institutional Research

May 2009

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ROYAL OAK CAMPUS STUDENT RESIDENCY MAP

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| HIGHEST RANKED INDUSTRIES REPORT | 1 |
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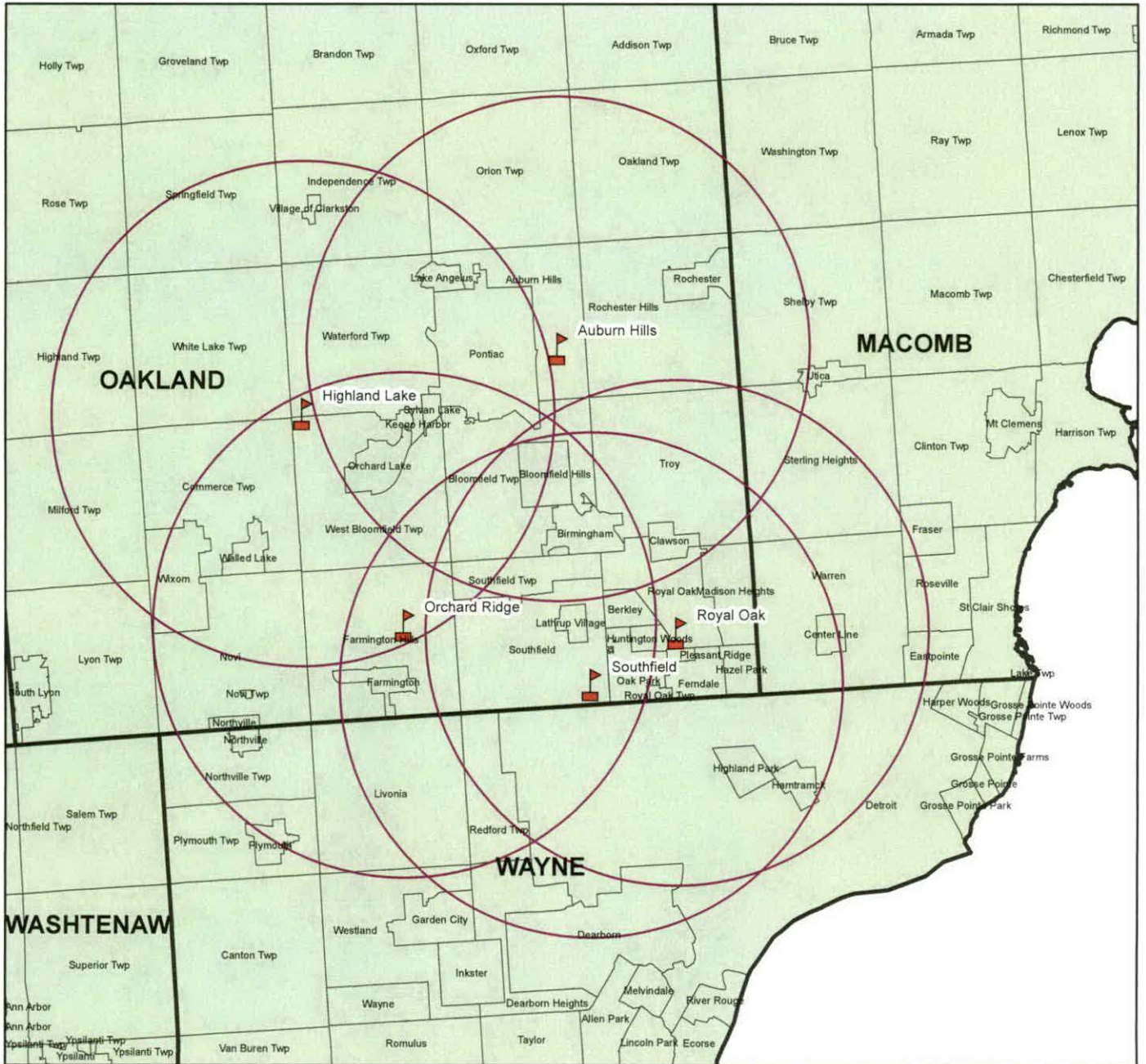
ROYAL OAK/SOUTHFIELD OCCUPATION PROJECTIONS

| | |
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| UNEMPLOYMENT BY OCCUPATION REPORT | 1 |
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| OCCUPATION OVERVIEW REPORT | 1 |
| OCCUPATION SIZE AND GROWTH (2009 – 2019) | 1 |
| 2009 OCCUPATIONAL MAKEUP | 2 |
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OCC Campuses 10 Mile Radius

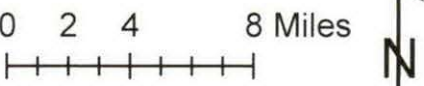


A ten (10) mile radius was applied to a map of OCC's five (5) county-wide campuses. According to this map, counties that would be studied within the ten (10) mile radius are: Macomb, Oakland, and Wayne Counties.

Legend

-  Campuses
-  Campuses 10 Mile Buffer
-  Counties

0 2 4 8 Miles



Research Project Proposal (RPP)

Project Name: Royal Oak Employer Survey
Requestor: Royal Oak Expansion Committee
Research Staff: Zheng Wang and Eleanor Swanke Fox
Supervisor: Nancy Showers
Date: 11/25/2009

Project Summary

In a meeting held in September 2009 with Nancy Showers and Dr. Steve Reif of the Royal Oak Expansion Committee, this project was requested to be conducted through the Office of Institutional Research to gather current and future hiring information from employers in the Royal Oak vicinity.

This project is a supplement to the Royal Oak expansion project. The survey result will be included in a Board of Trustees presentation about plans for the RO expansion project in Fall 2010.

Research goals

- Project the fastest growing occupations in the next 10 year in the Royal Oak area.
- Gauge the hiring/employment growth of the area employers that have the fastest growing occupations.
- Use the research results to adjust the Royal Oak expansion plan.

Proposed Research Method(s)

Economic forecasting, and a combination of web-based and phone questionnaire will be used as the research methods in this project.

- Project the fastest growing occupations within Royal Oak 10-mile radius using EMSI.
- Select companies within Royal Oak 10-mile radius that have the fastest growing occupations.
- Obtain contact information of selected companies.
- Create a SNAP employer survey.
- Conduct the employer survey.

Project Deliverables (check all that apply)

- Research Findings Report
- PowerPoint Presentation
- MS Access Database
- SPSS Output only
- Other (please specify)

Proposed Project Timing

Final deliverable date: March 19, 2010

The following is the preliminary timeline:

1. Draft the survey in early December 2009.
2. Conduct occupation and industry projection and compile a list of companies in December 2009.
3. Finalize the survey by January 12th, 2010.
4. Administrate the survey in late January and early February 2010.
5. Complete the final report by March 2010.

Please signify your agreement or request for additional discussion with this research proposal by checking the appropriate box below, completing the requested information, and e-mail to Nancy Showers: ncshower@oaklandcc.edu.

- I agree with this research proposal as outlined above.
- I would like to discuss this proposal further.

Please fill in you name here
Requestor Name

11/25/2009
Date

RO Expansion - RO 10 mile Radius

| Reports | Queried data | Modified report + PDF | Sent to Nancy or committee |
|--|---------------|-----------------------|----------------------------|
| RO Demographic Report | ✓ 11/20/09 | ✓ | e-mailed 11/21 |
| RO Industry Unemployment | ✓ 11/20/09 | ✓ 11/21 | e-mailed 11/21 |
| RO Ind Overview | ✓ 11/20/09 | ✓ 11/21 | e-mailed 11/21 |
| RO High Ranked Industries | ✓ 11/20/09 | ✓ 11/21 | e-mailed 11/21 |
| RO Occupations Unemployment | ✓ 11/20/09 | ✓ 11/21 | e-mailed 11/21 |
| RO Occupations Overview (Corrected) | ✓ 11/20/09 | ✓ 11/21 | e-mailed 11/21 |
| RO Occupations High ranked | ✓ 11/20/09 | ✓ 11/21 | e-mailed 11/21 |
| RO Find programs report | | | |

Office of Institutional Research
Project Summary:

MI AIR Presentation 2009

Project ID Number: 3397

| | | | |
|-----------------------------|--------------|----------------------|-----------------------|
| Requester: | Fox, Eleanor | IR Category: | Supportive & Misc. St |
| Date Requested: | 01-Jul-09 | Project Type: | Ad Hoc |
| Expected Completion: | 11-Nov-09 | Status: | Completed |
| Actual Completion: | 09-Nov-09 | Assigned To: | Fox, E. |

I Drive Location: I:\Ad Hoc Studies\Ad Hoc Active & Pending\Economic Crisis Data Team\MI AIR Conference 2009

Description: Create MI AIR presentation re Job Watcher event and other ways EMSI projection tool can support OCC's administrators.

Exploring Employment Opportunities in Michigan's Shrinking Economy:
In these trying times, how do college administrators know where to focus their program offerings? How do displaced workers know where to focus their jobs searches? Learn how OCC's Office of Institutional Research supports their administrators and the local community during this era of economic uncertainty.

Methodology: Provide EMSI Projections along with other websites and resources that could be helpful to institutional researchers.

Major Findings: Supporting College Administrators: Current status of institution; program offering analysis; and projects for Workforce Development (EWDS).

Supporting Displaced Workers: Job Watcher Information - fastest growing jobs; jobs to avoid; green sector; and future research tools.

Friday, November 20, 2009

Economic Modeling Specialists, Inc. (formerly CC Benefits)

www.economicmodeling.com

- ✓ Complete vs Covered data
- ✓ Data versions (3rd Quarter 2009, available 9/23/09) – includes Employment stats through June 2009
- ✓ Royal Oak 10-Mile Radius Region
- ✓ Projection Limitations: The further out you project, the less accurate the data could be. Does not take into account any current events that might impact data (ex. future stockmarket crashes; future stimulus money, future legislation, drought)

Selecting databases
- isolate RO 10 mile
talk to Jim

- add Street address
for PO Box add

Demographic Projection Report:

- How detailed of a region?
- What years to project (2009 – 2019)
 - Population
 - Age
 - Gender
- Download data into Word document for easiest modifications (header, footer, format edits)

Zheng wants to search
by occupation, then
look at industry for those
occupations.

Industry Projections:

Industry Unemployment

- Industry → Unemployment → Lowest Unemployment → All Industries
- 2009 – 2019
- Growth (6-digit, which will correspond with Selectory database)
- Top 20 list

Industry Overview

- Economic Overview → Industry Overview
- 2009 – 2019

Highest Ranked / Fastest Growing Industries

- Industry → Highest Ranked
- 2009 – 2019
- Growth (6-digit, which will correspond with Selectory database)
- Top 20 list

Zheng will let
me know how
I should sort
data before
I run queries

622110

Executive Summary

The following report contains demographic and geographic information regarding the Royal Oak campus, including 2006-07 through 2008-09. Trend analyses for enrollment (headcount), gender, reported race, educational goals, and city of residence are contained within the report. Among the key findings include:

- A 12.7% increase in enrollment from Fall 1999 to Fall 2008
- A mostly female population (59.4%)
- Caucasians and African Americans make up 78.4% of the student body
- Most Royal Oak students overall intend to transfer without obtaining an OCC degree or certificate (29.1%), though Fall One-tenth data show that most Royal Oak students intend to obtain a degree from OCC
- Top programs of study include Liberal Arts, General Studies, and Business Administration, though most students are Undecided
- Royal Oak, Southfield, and Troy are the top cities of residence

Charts, tables, and analyses follow.

Demographic Analysis

Data for Royal Oak students were collected from July 1, 2006 through May 4, 2009. The following charts provide unduplicated counts for that time period. That is, there have been 33,788 unduplicated students who've attended courses at the Royal Oak campus in this time period.

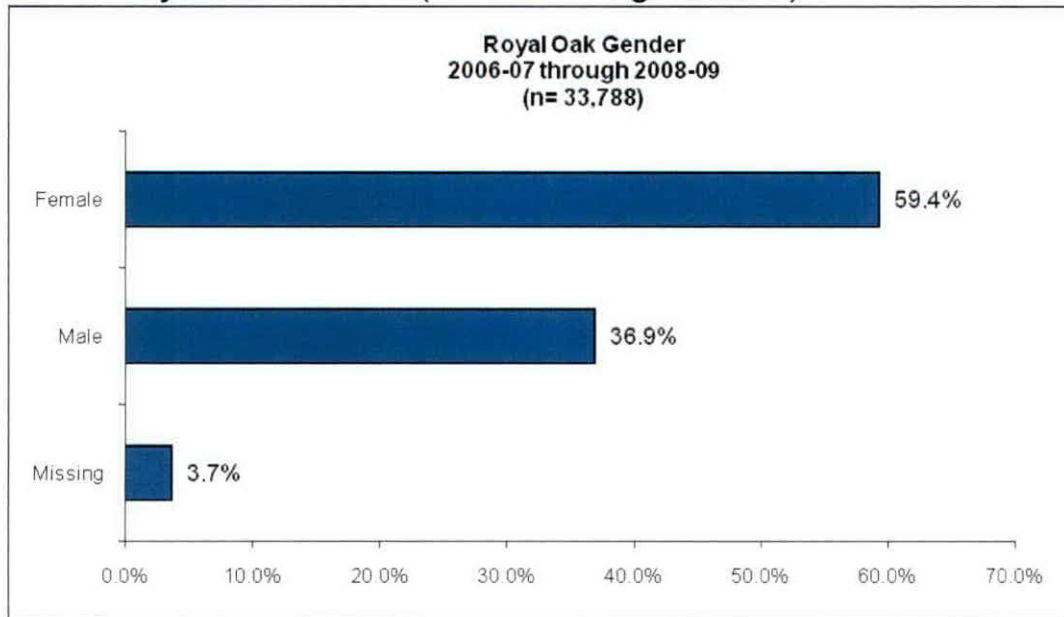
In addition, Fast Facts data are provided for trend analysis. Note the differences between Fast Facts and 2006-09 data collected may be due to data collection method. Fast facts only looks at Fall term data from the One-Tenth Day of Session, while queried data represents all terms from July 2006 through May 2009.

Chart 1: Student Headcount Ten-Year Trend



The chart above shows the Fall One-Tenth Day student headcount for the Royal Oak campus. After a low of 5,778 students in 2000, there has been a steady increase in enrollment at the Royal Oak campus, with a high of 6,813 students in 2007. From 1999 to 2008, there's an increase of 12.7% in headcount.

Chart 2: Royal Oak's Gender (2006-07 through 2008-09)



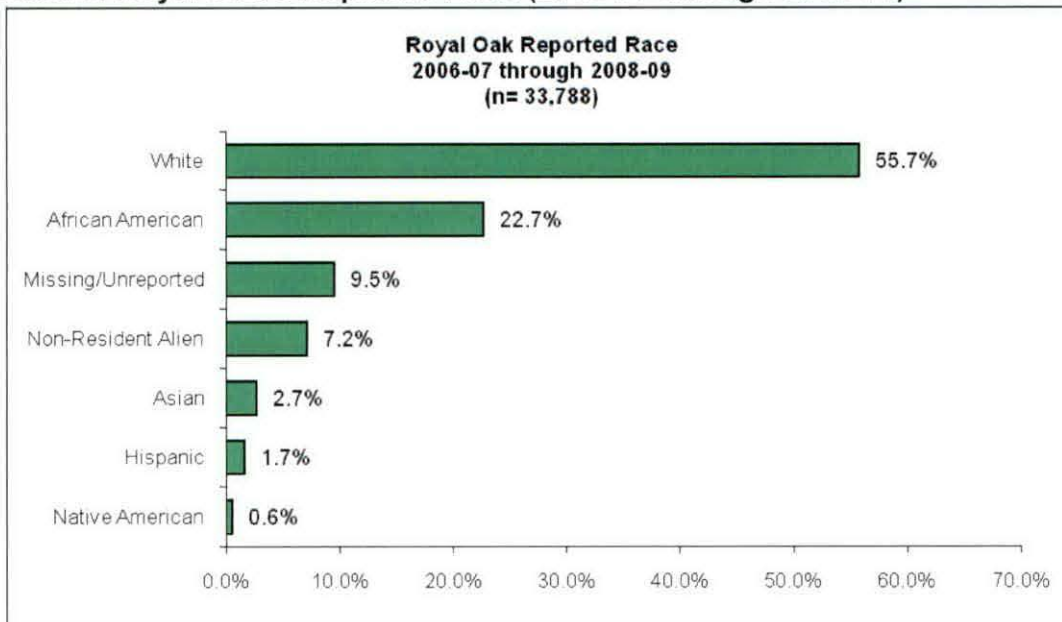
Of these students, Royal Oak has nearly a 60% female population. This number might be slightly higher, as there are 3.7% of students whose gender was unreported/ missing.

Table A: Gender by One-Tenth Day Fall Term

| Gender - Royal Oak | 2006 (N= 6,326) | 2007 (N= 6,813) | 2008 (N= 6,757) |
|--------------------|--------------------|--------------------|--------------------|
| Female | 57.7% | 58.2% | 57.9% |
| Male | 38.8% | 38.1% | 38.0% |
| Unreported | 3.4% | 3.7% | 4.1% |

Looking at the Fast Facts report for the fall terms, Royal Oak has remained stable in terms of gender, with about 58% female students at the Fall one-tenth day.

Chart 3: Royal Oak's Reported Race (2006-07 through 2008-09)

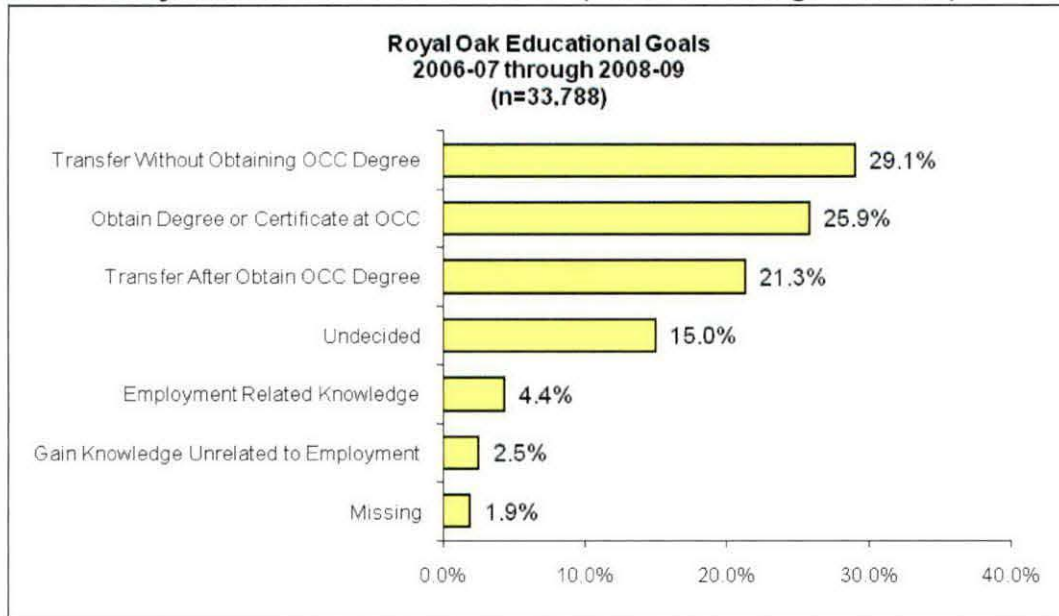


A clear majority (55.7%) of Royal Oak students are Caucasian, followed by African Americans (22.7%), and Missing/unreported (9.5%), fairly consistent with Fall One-tenth day data.

Table B: Reported Race by One-Tenth Day Fall Term

| | 2006 (N= 6,326) | 2007 (N= 6,813) | 2008 (N= 6,757) |
|--------------------|--------------------|--------------------|--------------------|
| White | 60.7% | 59.9% | 59.1% |
| African American | 16.8% | 18.0% | 18.6% |
| Missing/Unreported | 9.1% | 9.5% | 9.7% |
| Asian | 2.5% | 2.5% | 2.6% |
| Hispanic | 1.7% | 1.6% | 1.9% |
| Native American | 0.7% | 0.6% | 0.7% |
| Non-Resident Alien | 8.5% | 8.0% | 7.4% |

Chart 4: Royal Oak's Educational Goals (2006-07 through 2008-09)



Most students wish to transfer to another college (50.4%), though 29.1% stated that they do not intend to get a degree before transferring. Just over a fourth (25.9%) intend solely to obtain a degree from OCC.

Table C: Educational Goal by One-Tenth Day Fall Term

| Educational Goals - Royal Oak | 2006 (N= 6,326) | 2007 (N= 6,813) | 2008 (N= 6,757) |
|--|--------------------|--------------------|--------------------|
| Obtain Degree or Certificate at OCC | 24.9% | 26.4% | 28.3% |
| Transfer After Obtain OCC Degree | 26.1% | 26.7% | 27.5% |
| Transfer Without Obtaining OCC Degree | 24.1% | 23.9% | 21.8% |
| Employment Related Knowledge | 3.6% | 3.2% | 2.9% |
| Gain Knowledge Unrelated to Employment | 2.2% | 2.3% | 1.9% |
| Undecided | 15.3% | 14.8% | 15.3% |
| Missing | 3.8% | 2.6% | 2.4% |

In 2008, Royal Oak students who intended to get a degree or certificate (28.3%) outnumbered those who intended to transfer after obtaining a degree and shows a steady climb since 2006 (24.9%). It is interesting to note that overall (see Chart 4), most Royal Oak students intend to transfer without obtaining a degree (29.1%), conflicting with the results of Table C. A possible explanation includes an increase in students who intend to transfer without a degree in Winter and Summer terms.

Table D: Top Programs Enrolled (2006-07 through 2008-09)

| Top 5 Programs - Royal Oak (N = 33,788) | Frequency | per cent |
|--|-----------|----------|
| Undecided | 6,835 | 20.2% |
| Liberal Arts | 2,998 | 8.9% |
| Guest Student | 2,792 | 8.3% |
| General Studies | 2,754 | 8.2% |
| Business Administration | 2,362 | 7.0% |

Most students were Undecided (20.2%), followed by Liberal Arts (8.9%). Guest Students make up 8.3% of Royal Oak students.

Table E: Top Credit Programs & Non-Degree Programs by One-Tenth Day

| Top Credit Programs | 2006 (N= 6,326) | 2007 (N= 6,813) | 2008 (N= 6,757) |
|-----------------------------------|--------------------|--------------------|--------------------|
| General Studies (GEN.AGS) | 447 | 432 | 771 |
| Liberal Arts (ALA.ALA) | 464 | 634 | 643 |
| Business Administration (BUS.ABA) | 548 | 566 | 541 |
| Undecided (UND.NON) | 1,784 | 1,791 | 1,377 |
| Non-Degree Seeking (NDS.NON) | 201 | 175 | 135 |
| Guest Students (GUE) | 178 | 163 | 188 |

General Studies seems to be the most prevalent program of study, with enrollment nearly doubling from 432 in the Fall of 2007 to 771 in 2008 (78.5% increase).

Geographic Analysis

Table F: Top Ten Cities of Residence 2006-07 through 2008-09

| Top Cities - Royal Oak (N = 33,788) | Frequency | Per Cent |
|--|------------------|-----------------|
| Royal Oak | 3296 | 9.8% |
| Southfield | 2871 | 8.5% |
| Troy | 2869 | 8.5% |
| Detroit | 2433 | 7.2% |
| Oak Park | 1713 | 5.1% |
| Rochester Hills | 1649 | 4.9% |
| Madison Heights | 1571 | 4.6% |
| Ferndale | 1299 | 3.8% |
| Farmington Hills | 1292 | 3.8% |
| West Bloomfield | 903 | 2.7% |

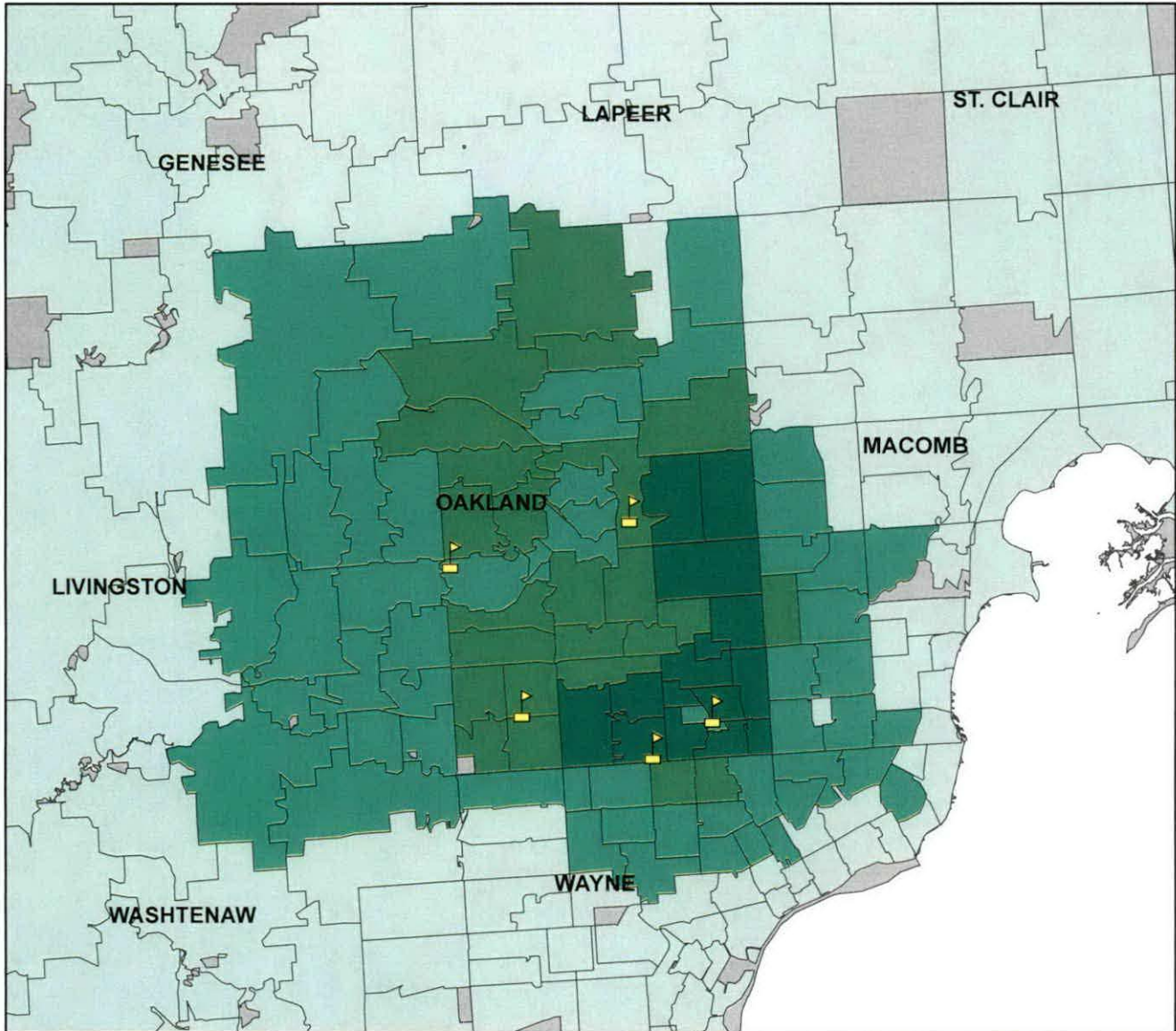
Students attending Royal Oak's campus are largely concentrated around the campus (see Royal Oak Student Residency Map). Most Royal Oak campus students hail from Royal Oak (9.8%), Southfield (8.5%), and Troy (8.5%).

Table G: Residence by One-Tenth Day Fall Term


| Top 5 Cities of Residence | 2006 (N= 6,326) | 2007 (N= 6,813) | 2008 (N= 6,757) |
|----------------------------------|----------------------------|----------------------------|----------------------------|
| Royal Oak | 886 | 851 | 869 |
| Troy | 659 | 725 | 683 |
| Southfield | 457 | 516 | 545 |
| Madison Heights | 427 | 487 | 482 |
| Oak Park | 391 | 408 | 391 |

Fall One-tenth day numbers reveal similar information: Royal Oak, Troy, and Southfield are the top three cities of residence, with Southfield showing an increase in each of the three terms from 2006 to 2008.

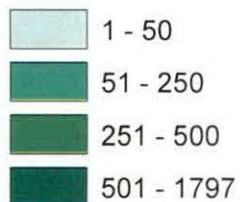
Oakland Community College Royal Oak Student Residency Map 2006-07 through 2008-09



Legend

 Campuses

Royal Oak Students 2006-09



A total of 33,788 students were enrolled at OCC from Summer II 2006 through Winter 2009.

Due to data and software limitations, 31,758 of 33,614 valid cases or 94.5% are represented on this map.

**Oakland Community College
Credit Hours and Headcount Predictions (Royal Oak)
Summer I 2009 – Winter 2010**

Table 1: Credit Hours Predictions for Summer I 2008 – Winter 2009 for Royal Oak

| Term | Predicted | Observed | Difference | Per Cent Error |
|----------------|-----------------|------------------|-----------------|----------------|
| Summer I 2008 | 17,150.5 | 17,130.0 | 20.5 | 0.1% |
| Summer II 2008 | 4,191.7 | 5,382.0 | -1,190.3 | -22.1% |
| Fall 2008 | 38,919.6 | 39,588.0 | -668.4 | -1.7% |
| Winter 2009 | 37,576.6 | 42,376.0 | -4,799.4 | -11.3% |
| Overall | 97,838.4 | 104,476.0 | -6,637.6 | -6.4% |

Data going back to Summer II 1995 to Winter 2008 were used to predict credit hours for Summer I 2008 through Winter 2009 for the Royal Oak campus. The mathematical models used to derive the predictions were determined by Decision Pro's proprietary software (here Log Theta).

Table 1 shows the predicted credit hours and the actual credit hours (observed). Differences (Predicted from Observed) ranged from as many as -4,799.4 (-11.3%) short to 20.5 (0.1%) credit hours over. Predictions for Summer II 2008 were short 22.1%, or 1,190.3 credit hours. Overall, the forecast was off by 6,637.6 credit hours.

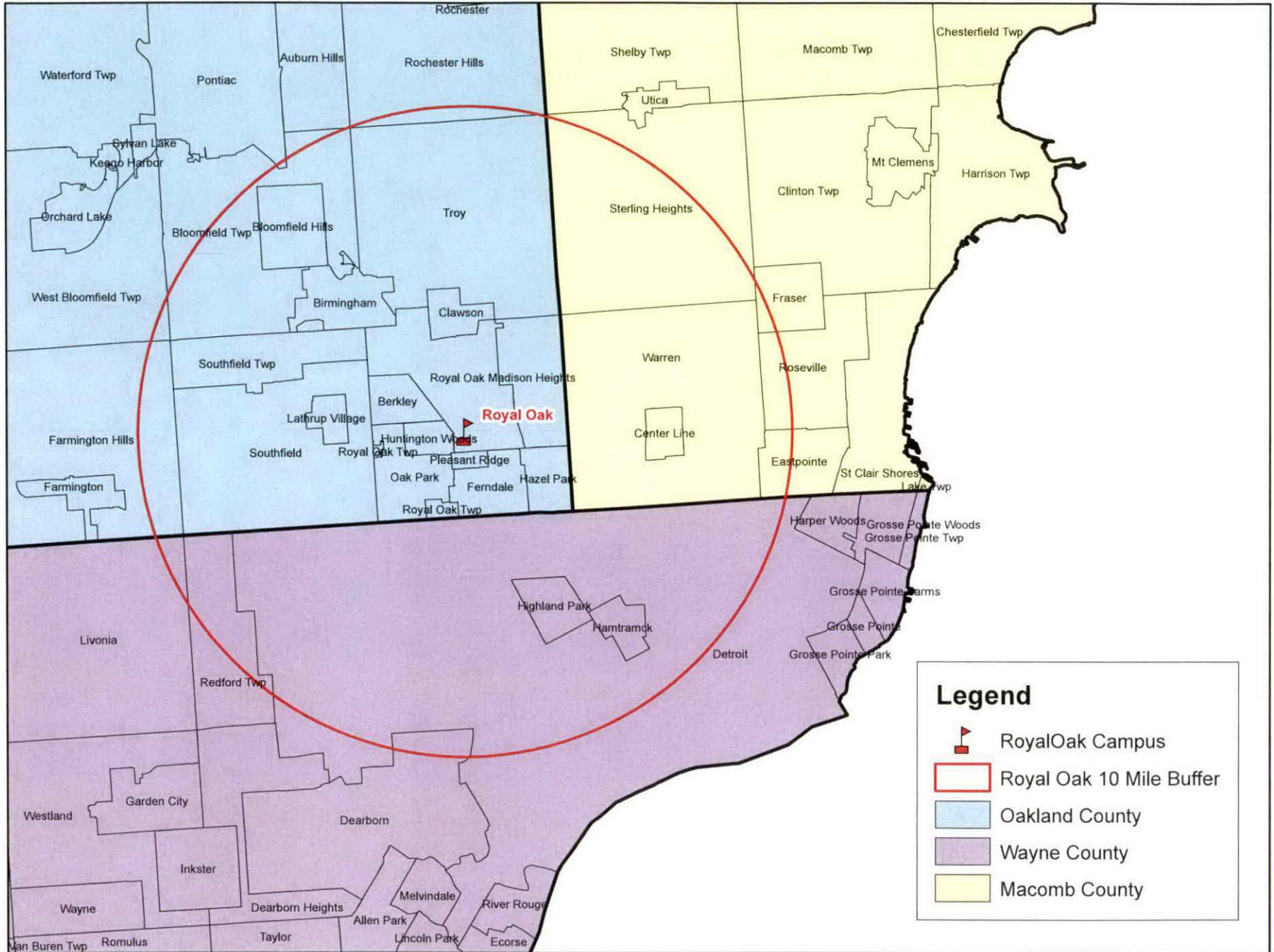
Given the historical data going back to 1995, the expectation was for 6.4% fewer credit hours overall than was registered for in that time period.

Table 2: Credit Hours Predictions for Summer I 2009 – Winter 2010 for Royal Oak

| Term | Predicted |
|----------------|------------------|
| Summer I 2009 | 18,226.5 |
| Summer II 2009 | 4,554.6 |
| Fall 2009 | 41,626.9 |
| Winter 2010 | 40,623.3 |
| Overall | 105,031.2 |

Additional data help to increase the accuracy of predictions. Given the observed credit hours for Summer I 2008 through Winter 2009, new predictions can be made for Summer I 2009 through Winter 2010 (Table 2, using the Vanguard Dampened Trend model). The overall expectation is for 105,031.2 credit hours for the given time period.

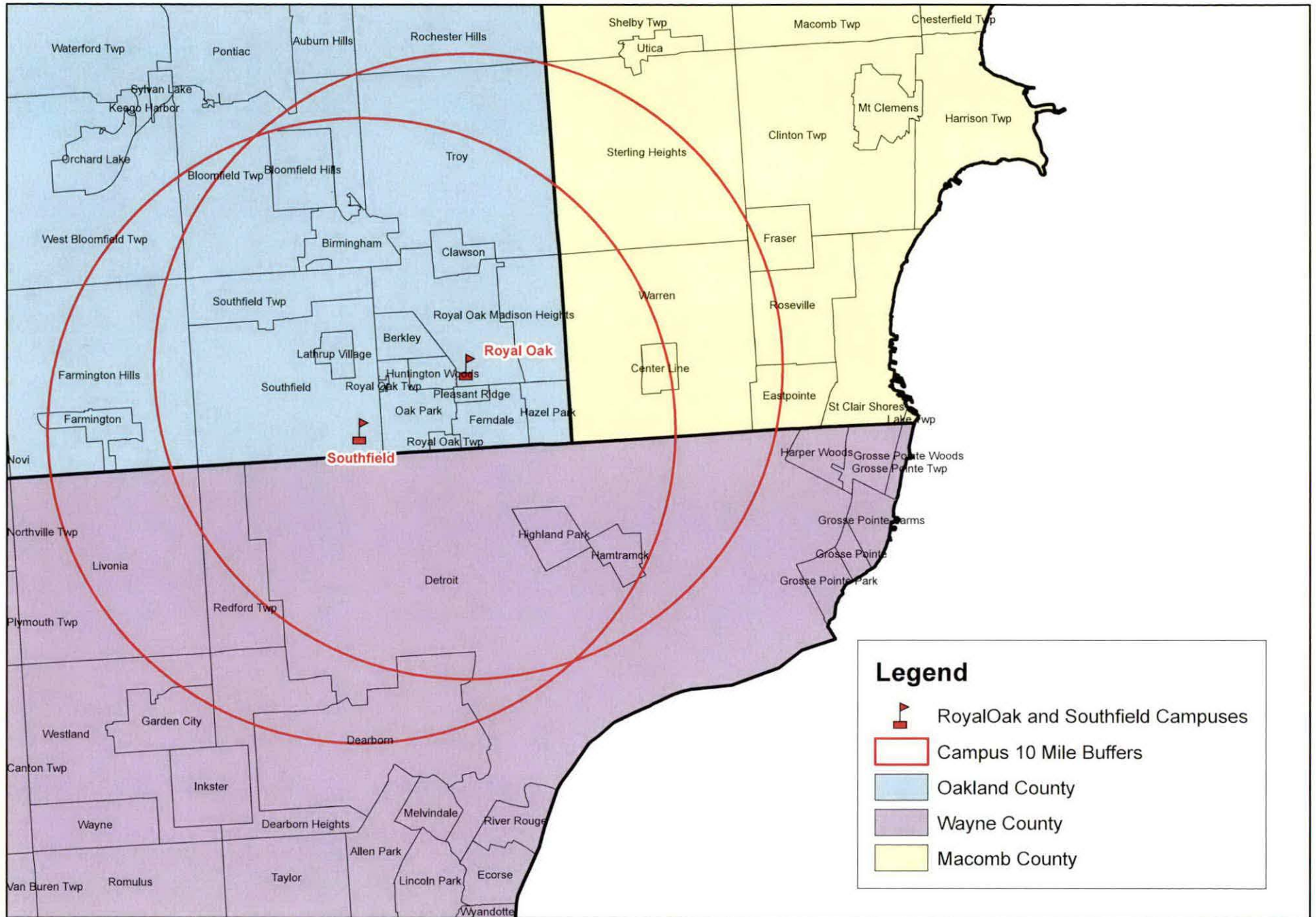
Royal Oak Campus - Ten Mile Buffer



Zip Codes within Royal Oak Campus 10 Mile Radius

| Campus 10 Mile Radius | City / Cities | Zip Code |
|-----------------------|---|---|
| RO | Berkley | 48072 |
| RO | Birmingham | 48009 |
| RO | Bloomfield, Bloomfield Hills, Bloomfield Township, Bloomfield Village | 48301, 48302, 48304 |
| RO | Clawson | 48017 |
| RO | Dearborn | 48126 |
| RO | Detroit | 48201, 48202, 48204, 48205, 48206, 48207, 48208, 48210, 48213, 48219, 48221, 48223, 48227, 48228, 48234, 48235, 48238 |
| RO | Hamtramck, Detroit | 48211, 48212 |
| RO | Farmington, Farmingtn Hls, Farmington Hills, Farmington Hls | 48334, 48336 |
| RO | Ferndale, Detroit | 48220 |
| RO | Franklin, Beverly Hills, Bingham Farms | 48025 |
| RO | Fraser | 48026 |
| RO | Highland Park, Detroit | 48203 |
| RO | Huntington Woods, Huntington Wds | 48070 |
| RO | Livonia | 48152 |
| RO | Madison Heights, Madison Hts | 48071 |
| RO | Oak Park, Detroit | 48237 |
| RO | Pleasant Ridge, Pleasant Rdg | 48069 |
| RO | Redford, Detroit | 48239, 48240 |
| RO | Rochester, Rochester Hills, Rochester Hls | 48309 |
| RO | Roseville | 48066 |
| RO | Royal Oak | 48067, 48073 |
| RO | Southfield | 48034, 48037, 48075 |
| RO | Southfield, Lathrup Village, Lathrup Vlg | 48076 |
| RO | Sterling Heights, Sterling Hts | 48310, 48312, 48313, 48314 |
| RO | Troy | 48083, 48084, 48098 |
| RO | Warren | 48089, 48091, 48092, 48093 |
| RO | West Bloomfield, W. Bloomfield | 48322 |

Royal Oak and Southfield Campuses - Ten Mile Buffer



Zip Codes within Southfield Campus 10 Mile Radius

| Campus 10 Mile Radius | City / Cities | Zip Code |
|--------------------------|---|---|
| SF | Berkley | 48072 |
| SF | Birmingham | 48009 |
| SF | Bloomfield, Bloomfield Hills, Bloomfield Township, Bloomfield Village | 48301; 48302; 48304 |
| SF | Centerline | 48015 |
| SF | Clawson | 48017 |
| SF | Dearborn | 48126, 48128 |
| SF | Dearborn Heights, Dearborn Hts | 48124, 48127, 48128 |
| SF | Detroit | 48202, 48204, 48208, 48210, 48219, 48221, 48227, 48228, 48234, 48235, 48238 |
| SF | Detroit, Hamtramck | 48211, 48212 |
| SF | Farmington, Farmingtn Hls, Farmington Hills, Farmington Hls | 48331, 48334, 48335, 48336 |
| SF | Ferndale, Detroit | 48220 |
| SF | Franklin, Beverly Hills, Bingham Farms | 48025 |
| SF | Fraser | 48026 |
| SF | Hazel Park | 48030 |
| SF | Highland Park, Detroit | 48203 |
| SF | Huntington Woods, Huntingtn Wds | 48070 |
| SF | Livonia | 48150, 48152, 48154 |
| SF | Madison Heights, Madison Hts | 48071 |
| SF | Oak Park, Detroit | 48237 |
| SF | Pleasant Ridge, Pleasant Rdg | 48069 |
| SF | Redford, Detroit | 48239, 48240 |
| SF | Royal Oak | 48067, 48073 |
| SF | Southfield, Lathrup Village, Lathrup Vlg | 48034, 48075, 48076 |
| SF | Sterling Heights, Sterling Hts | 48310 |
| SF | Troy | 48083, 48084, 48098 |
| SF | Warren | 48091, 48092 |
| SF | West Bloomfield, Orchard Lake, W Bloomfield | 48322, 48323 |
| SF | Westland | 48185 |

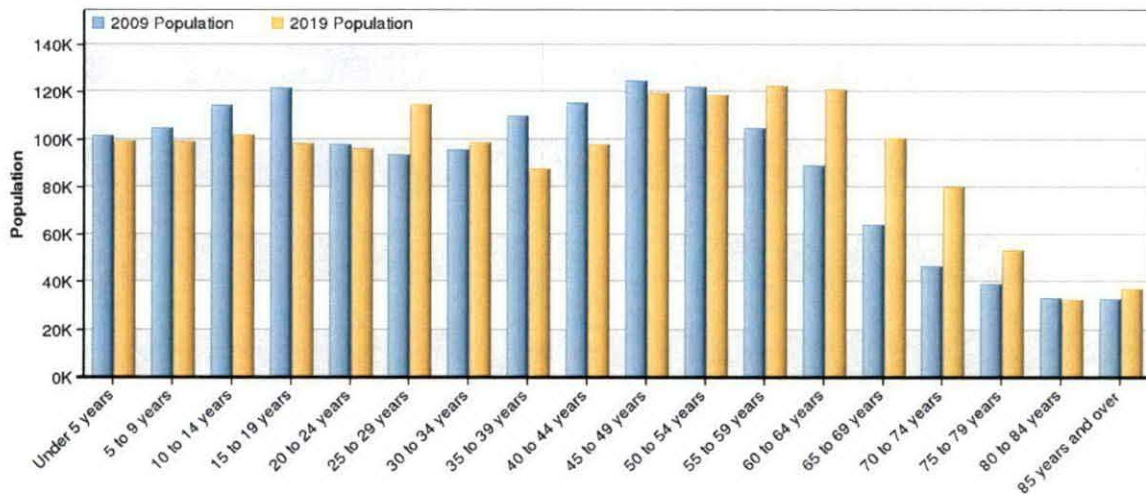
Demographic Report

Region: RO Campus – 10 Mile Radius

Cohort Totals

| Area | 2009 Population | 2019 Population | Change | % Change |
|----------------------------|-----------------|-----------------|------------|----------|
| RO – 10 Mile Radius Region | 1,608,937 | 1,675,529 | 66,592 | 4% |
| State | 10,058,598 | 10,493,777 | 435,179 | 4% |
| Nation | 307,142,743 | 338,205,387 | 31,062,644 | 10% |

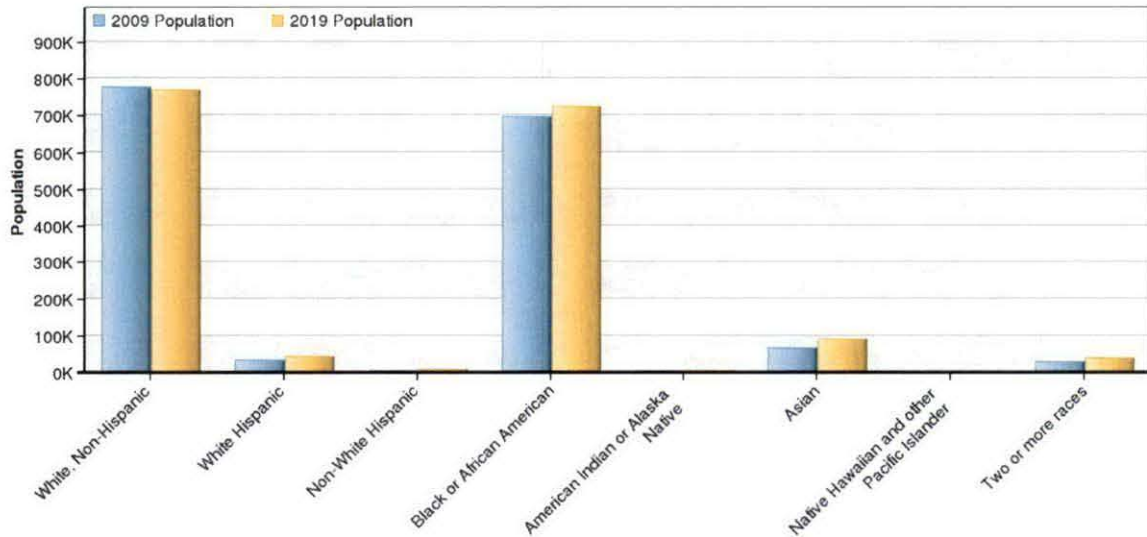
Age Breakdown



| Age | 2009 Population | 2019 Population | Change | % Change | 2009 % of Cohort |
|-------------------|------------------|------------------|---------------|-----------|------------------|
| Under 5 years | 101,470 | 99,104 | -2,366 | -2% | 6.31% |
| 5 to 9 years | 104,722 | 98,582 | -6,140 | -6% | 6.51% |
| 10 to 14 years | 114,369 | 101,659 | -12,710 | -11% | 7.11% |
| 15 to 19 years | 121,648 | 98,102 | -23,546 | -19% | 7.56% |
| 20 to 24 years | 97,646 | 95,961 | -1,685 | -2% | 6.07% |
| 25 to 29 years | 93,267 | 114,722 | 21,455 | 23% | 5.8% |
| 30 to 34 years | 95,519 | 98,513 | 2,994 | 3% | 5.94% |
| 35 to 39 years | 109,763 | 87,475 | -22,288 | -20% | 6.82% |
| 40 to 44 years | 115,230 | 97,495 | -17,735 | -15% | 7.16% |
| 45 to 49 years | 124,448 | 119,535 | -4,913 | -4% | 7.73% |
| 50 to 54 years | 121,945 | 118,743 | -3,202 | -3% | 7.58% |
| 55 to 59 years | 104,787 | 122,333 | 17,546 | 17% | 6.51% |
| 60 to 64 years | 88,887 | 120,826 | 31,939 | 36% | 5.52% |
| 65 to 69 years | 64,046 | 100,353 | 36,307 | 57% | 3.98% |
| 70 to 74 years | 46,414 | 80,130 | 33,716 | 73% | 2.88% |
| 75 to 79 years | 38,965 | 52,998 | 14,033 | 36% | 2.42% |
| 80 to 84 years | 33,053 | 32,335 | -718 | -2% | 2.05% |
| 85 years and over | 32,756 | 36,662 | 3,906 | 12% | 2.04% |
| | 1,608,937 | 1,675,529 | 66,593 | 4% | 100% |

Source: EMSI Complete Employment - 3rd Quarter 2009

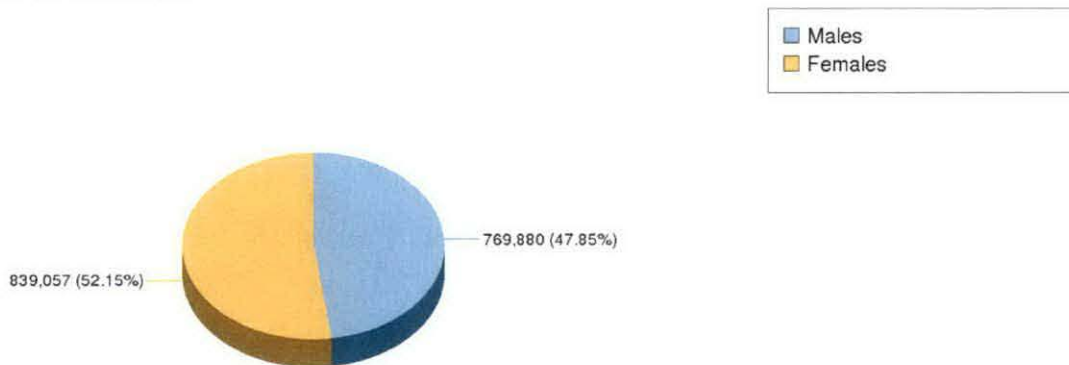
Race/Ethnicity Breakdown



| Race/Ethnicity | 2009 Population | 2019 Population | Change | % Change | 2009 % of Cohort |
|--|------------------|------------------|---------------|-----------|------------------|
| White, Non-Hispanic | 776,656 | 769,159 | -7,497 | -1% | 48.27% |
| White Hispanic | 32,434 | 43,783 | 11,349 | 35% | 2.02% |
| Non-White Hispanic | 4,599 | 6,117 | 1,518 | 33% | 0.29% |
| Black or African American | 696,205 | 724,179 | 27,974 | 4% | 43.27% |
| American Indian or Alaska Native | 3,710 | 3,917 | 207 | 6% | 0.23% |
| Asian | 65,591 | 89,983 | 24,392 | 37% | 4.08% |
| Native Hawaiian and other Pacific Islander | 528 | 678 | 150 | 28% | 0.03% |
| Two or more races | 29,213 | 37,714 | 8,501 | 29% | 1.82% |
| | 1,608,937 | 1,675,529 | 66,594 | 4% | 100% |

Source: EMSI Complete Employment - 3rd Quarter 2009

Gender Breakdown



| Gender | 2009 Population | 2019 Population | Change | % Change | 2009 % of Cohort |
|---------|------------------|------------------|---------------|-----------|------------------|
| Males | 769,880 | 804,334 | 34,454 | 4% | 47.85% |
| Females | 839,057 | 871,195 | 32,138 | 4% | 52.15% |
| | 1,608,937 | 1,675,529 | 66,592 | 4% | 100% |

Source: EMSI Complete Employment - 3rd Quarter 2009

Data Sources and Calculations

Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include US Census Bureau annual estimates, birth and mortality rates from the US Health Department, and projected regional job growth.

State Data Sources

This report uses state data from the following agencies: Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives.

Data Sources and Calculations

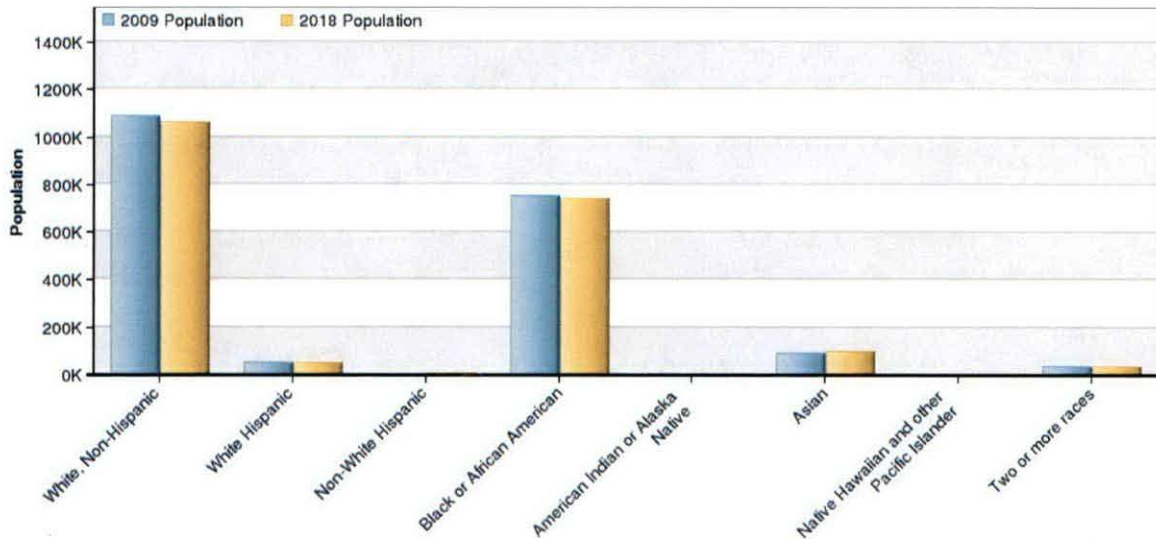
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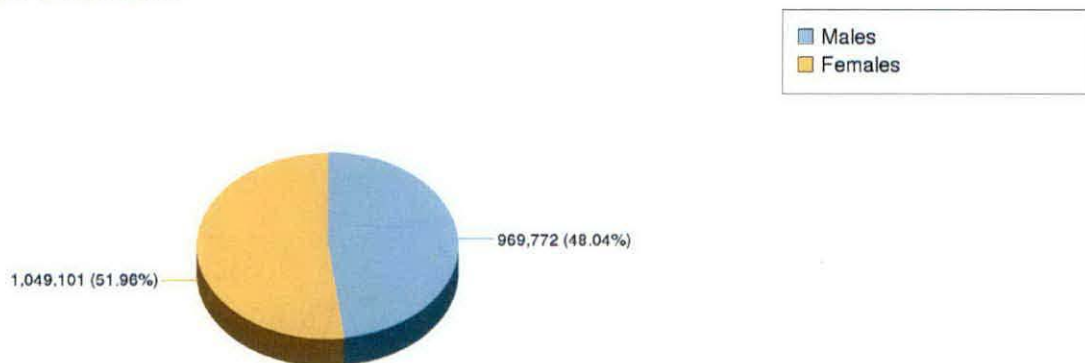
Race/Ethnicity Breakdown



| Race/Ethnicity | 2009 Population | 2018 Population | Change | % Change | 2009 % of Cohort |
|--|-----------------|-----------------|---------|----------|------------------|
| White, Non-Hispanic | 1,088,071 | 1,065,727 | -22,344 | -2% | 53.89% |
| White Hispanic | 46,577 | 52,662 | 6,085 | 13% | 2.31% |
| Non-White Hispanic | 5,181 | 5,638 | 457 | 9% | 0.26% |
| Black or African American | 751,119 | 742,758 | -8,361 | -1% | 37.2% |
| American Indian or Alaska Native | 4,882 | 4,950 | 68 | 1% | 0.24% |
| Asian | 87,458 | 100,476 | 13,018 | 15% | 4.33% |
| Native Hawaiian and other Pacific Islander | 602 | 661 | 59 | 10% | 0.03% |
| Two or more races | 34,981 | 37,448 | 2,467 | 7% | 1.73% |
| | 2,018,873 | 2,010,320 | -8,551 | 0% | 100.00% |

Source: EMSI Complete Employment - Spring 2009

Gender Breakdown



| Gender | 2009 Population | 2018 Population | Change | % Change | 2009 % of Cohort |
|---------|-----------------|-----------------|--------|----------|------------------|
| Males | 969,772 | 968,667 | -1,105 | -0% | 48.04% |
| Females | 1,049,101 | 1,041,654 | -7,447 | -1% | 51.96% |
| | 2,018,873 | 2,010,320 | -8,552 | 0% | 100.00% |

Source: EMSI Complete Employment - Spring 2009

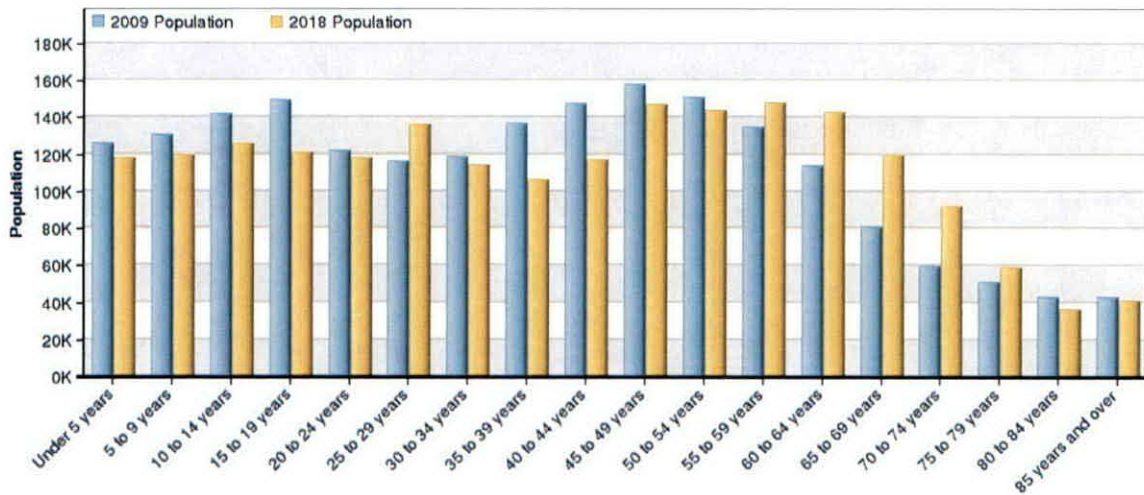
Demographics Report

Region: RO & SF Campuses - 10 Mile Radius

Cohort Totals

| Area | 2009 Population | 2018 Population | Change | % Change |
|---------------------------------|-----------------|-----------------|------------|----------|
| RO / SF – 10 Mile Radius Region | 2,018,873 | 2,010,320 | -8,553 | -0% |
| State of Michigan | 10,150,788 | 10,237,386 | 86,598 | 1% |
| Nation | 307,435,913 | 320,951,153 | 13,515,240 | 4% |

Age Breakdown



| Age | 2009 Population | 2018 Population | Change | % Change | 2009 % of Cohort |
|-------------------|-----------------|-----------------|---------|----------|------------------|
| Under 5 years | 125,679 | 118,447 | -7,232 | -6% | 6.23% |
| 5 to 9 years | 130,438 | 119,678 | -10,760 | -8% | 6.46% |
| 10 to 14 years | 141,657 | 125,900 | -15,757 | -11% | 7.02% |
| 15 to 19 years | 149,092 | 121,099 | -27,993 | -19% | 7.38% |
| 20 to 24 years | 121,664 | 118,490 | -3,174 | -3% | 6.03% |
| 25 to 29 years | 116,085 | 136,220 | 20,135 | 17% | 5.75% |
| 30 to 34 years | 118,643 | 114,638 | -4,005 | -3% | 5.88% |
| 35 to 39 years | 136,310 | 106,637 | -29,673 | -22% | 6.75% |
| 40 to 44 years | 147,314 | 117,309 | -30,005 | -20% | 7.3% |
| 45 to 49 years | 157,554 | 147,096 | -10,458 | -7% | 7.8% |
| 50 to 54 years | 150,795 | 143,856 | -6,939 | -5% | 7.47% |
| 55 to 59 years | 134,368 | 148,136 | 13,768 | 10% | 6.66% |
| 60 to 64 years | 113,640 | 143,104 | 29,464 | 26% | 5.63% |
| 65 to 69 years | 80,665 | 120,044 | 39,379 | 49% | 4% |
| 70 to 74 years | 59,292 | 92,528 | 33,236 | 56% | 2.94% |
| 75 to 79 years | 50,487 | 59,315 | 8,828 | 17% | 2.5% |
| 80 to 84 years | 42,700 | 36,468 | -6,232 | -15% | 2.12% |
| 85 years and over | 42,490 | 41,354 | -1,136 | -3% | 2.1% |
| | 2,018,873 | 2,010,320 | -8,554 | 0% | 100.00% |

Source: EMSI Complete Employment - Spring 2009

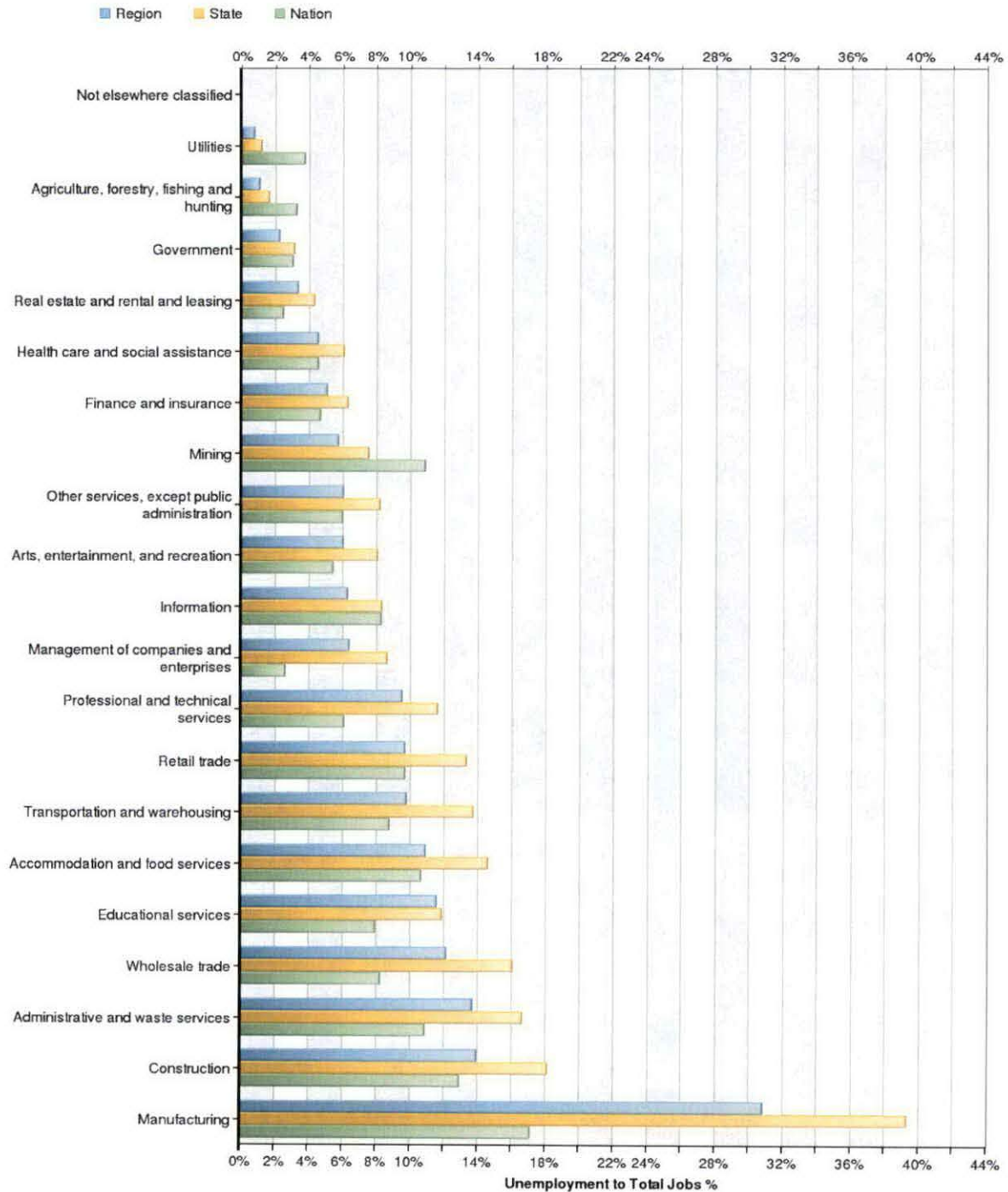
Regional Industry Projections (2009 – 2019)

- Industry Unemployment
- Industry Overview
- Highest Ranked / Fastest Growing Industries

Unemployment by Industry Report

Region: Oakland County

Unemployment Summary



| NAICS Code | Description | 2009 Jobs | July Unemp | % Total Jobs | State % | National % |
|------------|--|-----------|------------|--------------|---------|------------|
| 99 | Not elsewhere classified | 0 | 0 | 0% | 0% | 0% |
| 22 | Utilities | 1,469 | 11 | 0.7% | 1.2% | 3.7% |
| 11 | Agriculture, forestry, fishing and hunting | 1,301 | 14 | 1.1% | 1.6% | 3.3% |
| 90 | Government | 53,328 | 1,203 | 2.3% | 3.1% | 3% |
| 53 | Real estate and rental and leasing | 43,818 | 1,471 | 3.4% | 4.3% | 2.5% |
| 62 | Health care and social assistance | 109,476 | 4,941 | 4.5% | 6.1% | 4.5% |
| 52 | Finance and insurance | 53,088 | 2,680 | 5% | 6.3% | 4.6% |
| 21 | Mining | 1,176 | 67 | 5.7% | 7.5% | 10.8% |
| 81 | Other services, except public administration | 36,478 | 2,194 | 6% | 8.2% | 6% |
| 71 | Arts, entertainment, and recreation | 16,469 | 991 | 6% | 8.1% | 5.4% |
| 51 | Information | 18,128 | 1,138 | 6.3% | 8.3% | 8.3% |
| 55 | Management of companies and enterprises | 11,602 | 737 | 6.4% | 8.6% | 2.6% |
| 54 | Professional and technical services | 106,168 | 10,064 | 9.5% | 11.6% | 6.1% |
| 44-45 | Retail trade | 86,418 | 8,353 | 9.7% | 13.3% | 9.7% |
| 48-49 | Transportation and warehousing | 12,682 | 1,234 | 9.7% | 13.7% | 8.8% |
| 72 | Accommodation and food services | 50,223 | 5,479 | 10.9% | 14.6% | 10.6% |
| 61 | Educational services | 16,238 | 1,877 | 11.6% | 11.9% | 7.9% |
| 42 | Wholesale trade | 41,561 | 5,033 | 12.1% | 16% | 8.2% |
| 56 | Administrative and waste services | 62,678 | 8,548 | 13.6% | 16.6% | 10.8% |
| 23 | Construction | 33,411 | 4,644 | 13.9% | 18.1% | 12.9% |
| 31-33 | Manufacturing | 52,324 | 16,139 | 30.8% | 39.3% | 17.1% |
| | | 808,036 | 88,109 | 10.9% | | |

Source: EMSI Complete Employment - 3rd Quarter 2009

*Note: Industries with fewer than ten unemployed workers are not shown.

Data Sources and Calculations

Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

State Data Sources

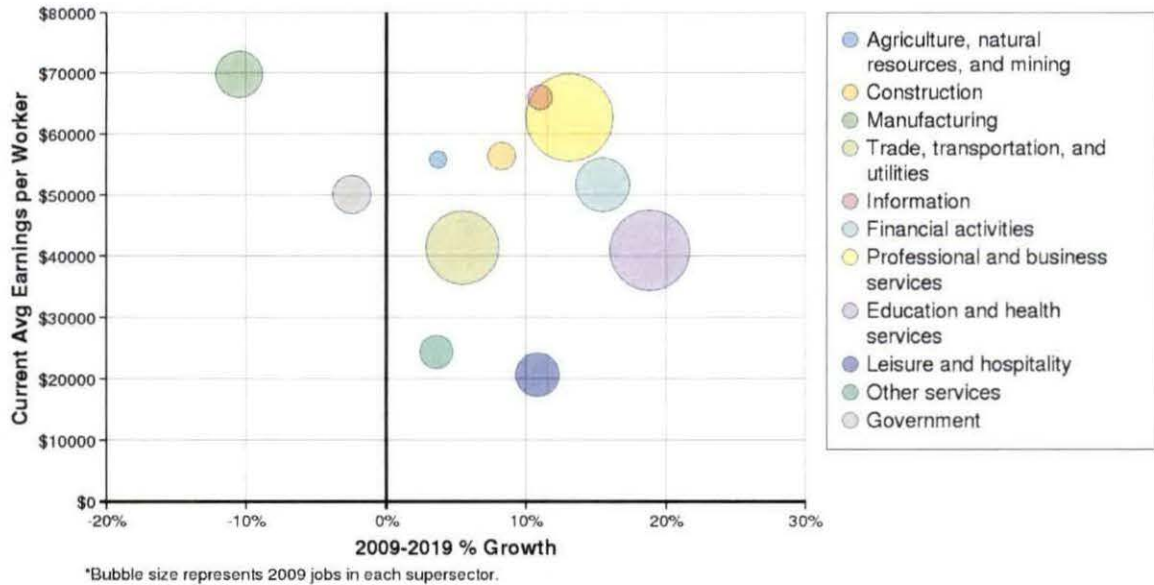
This report uses state data from the following agencies: Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives.

Industry Overview Report

Region Info: Royal Oak Campus – 10 Mile Radius

Industry Size and Growth

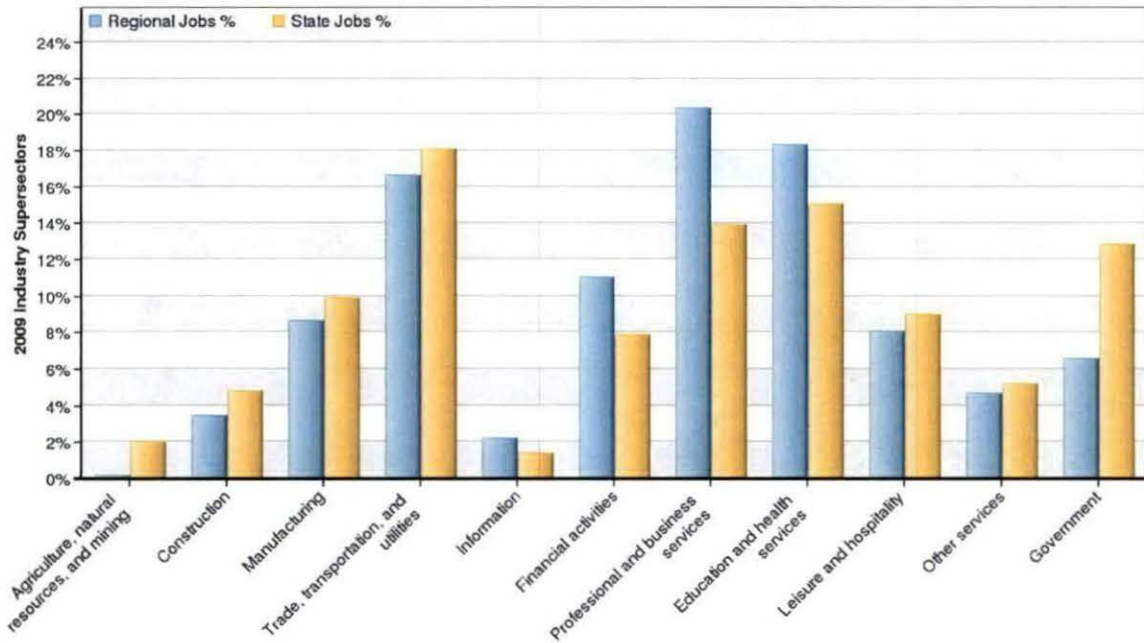
2009 - 2019 Size and Growth



| Description | 2009 Jobs | 2019 Jobs | Growth | % Growth | Current EPW |
|--|-----------|-----------|--------|----------|-------------|
| Agriculture, natural resources, and mining | 1,117 | 1,158 | 42 | 4% | \$55,850 |
| Construction | 30,066 | 32,539 | 2,473 | 8% | \$56,464 |
| Manufacturing | 75,323 | 67,420 | -7,904 | -10% | \$69,885 |
| Trade, transportation, and utilities | 145,052 | 152,946 | 7,893 | 5% | \$41,468 |
| Information | 19,496 | 21,637 | 2,141 | 11% | \$66,006 |
| Financial activities | 96,326 | 111,219 | 14,893 | 15% | \$51,656 |
| Professional and business services | 177,854 | 201,195 | 23,342 | 13% | \$62,734 |
| Education and health services | 160,352 | 190,607 | 30,255 | 19% | \$40,970 |
| Leisure and hospitality | 70,397 | 78,020 | 7,623 | 11% | \$20,747 |
| Other services | 40,565 | 42,004 | 1,438 | 4% | \$24,411 |
| Government | 57,359 | 55,926 | -1,433 | -2% | \$50,085 |
| | 873,908 | 954,671 | 80,763 | 9% | |

Source: EMSI Complete Employment - 3rd Quarter 2009

2009 Industrial Makeup



| Description | 2009 Regional Jobs | % Regional Jobs | 2009 State Jobs | % State Jobs |
|--|--------------------|-----------------|-----------------|--------------|
| Agriculture, natural resources, and mining | 1,117 | 0.1% | 100,256 | 2% |
| Construction | 30,066 | 3.4% | 237,948 | 4.8% |
| Manufacturing | 75,323 | 8.6% | 488,068 | 9.9% |
| Trade, transportation, and utilities | 145,052 | 16.6% | 893,440 | 18.1% |
| Information | 19,496 | 2.2% | 69,030 | 1.4% |
| Financial activities | 96,326 | 11% | 389,748 | 7.9% |
| Professional and business services | 177,854 | 20.4% | 686,850 | 13.9% |
| Education and health services | 160,352 | 18.3% | 744,088 | 15.1% |
| Leisure and hospitality | 70,397 | 8.1% | 442,428 | 9% |
| Other services | 40,565 | 4.6% | 256,207 | 5.2% |
| Government | 57,359 | 6.6% | 632,690 | 12.8% |

Source: EMSI Complete Employment - 3rd Quarter 2009

Data Sources and Calculations

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

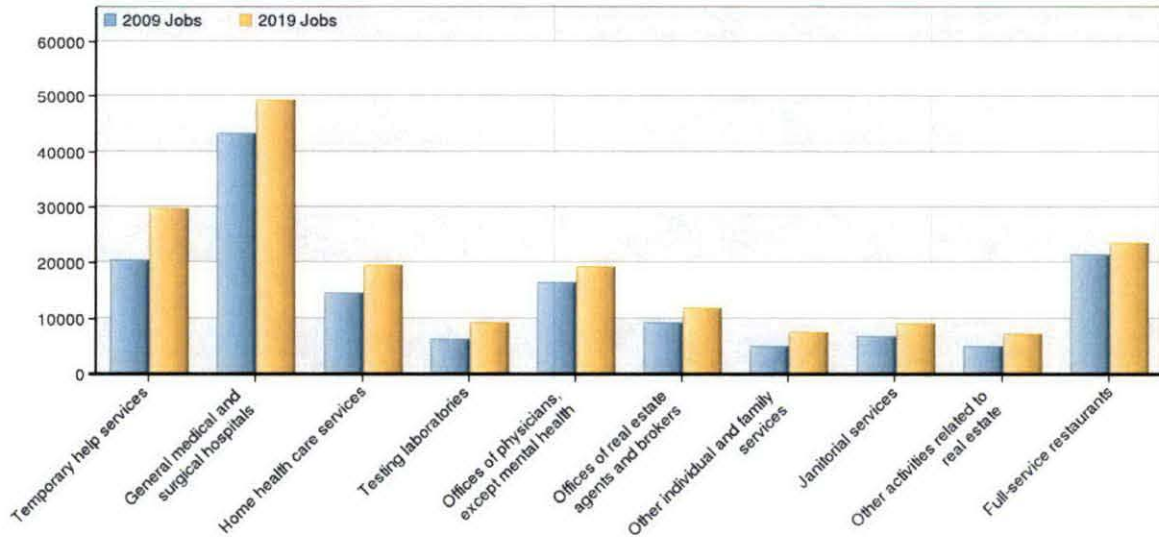
State Data Sources

This report uses state data from the following agencies: Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives.

Highest Ranked Industries Report

Region Info: Royal Oak Campus – 10 Mile Radius

Fastest Growing Industries



| NAICS Code | Description | 2009 Jobs | 2019 Jobs | Change | Change % | Current EPW |
|------------|---|-----------|-----------|--------|----------|-------------|
| 561320 | Temporary help services | 20,349 | 29,750 | 9,401 | 46% | \$31,948 |
| 622110 | General medical and surgical hospitals | 43,188 | 49,260 | 6,072 | 14% | \$51,932 |
| 621610 | Home health care services | 14,549 | 19,626 | 5,077 | 35% | \$29,221 |
| 541380 | Testing laboratories | 6,083 | 9,121 | 3,038 | 50% | \$109,808 |
| 621111 | Offices of physicians, except mental health | 16,458 | 19,197 | 2,739 | 17% | \$75,962 |
| 531210 | Offices of real estate agents and brokers | 9,120 | 11,824 | 2,704 | 30% | \$18,526 |
| 624190 | Other individual and family services | 4,850 | 7,383 | 2,533 | 52% | \$25,589 |
| 561720 | Janitorial services | 6,603 | 8,997 | 2,394 | 36% | \$16,469 |
| 531390 | Other activities related to real estate | 4,904 | 7,174 | 2,270 | 46% | \$29,353 |
| 722110 | Full-service restaurants | 21,466 | 23,560 | 2,094 | 10% | \$15,126 |
| 611110 | Elementary and secondary schools | 8,123 | 10,214 | 2,091 | 26% | \$24,089 |
| 523930 | Investment advice | 6,441 | 8,523 | 2,082 | 32% | \$48,909 |
| 541611 | Administrative management consulting services | 3,743 | 5,737 | 1,994 | 53% | \$101,854 |
| 311812 | Commercial bakeries | 2,329 | 4,091 | 1,762 | 76% | \$18,144 |
| 624410 | Child day care services | 10,168 | 11,909 | 1,741 | 17% | \$9,607 |
| 713210 | Casinos, except casino hotels | 2,782 | 4,213 | 1,431 | 51% | \$42,456 |
| 484121 | General freight trucking, long-distance TL | 2,246 | 3,658 | 1,412 | 63% | \$40,774 |
| 531311 | Residential property managers | 4,596 | 5,904 | 1,308 | 28% | \$27,354 |
| 623110 | Nursing care facilities | 8,542 | 9,845 | 1,303 | 15% | \$29,879 |
| 541511 | Custom computer programming services | 4,868 | 6,129 | 1,261 | 26% | \$75,316 |

Source: EMSI Complete Employment - 3rd Quarter 2009

Data Sources and Calculations

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

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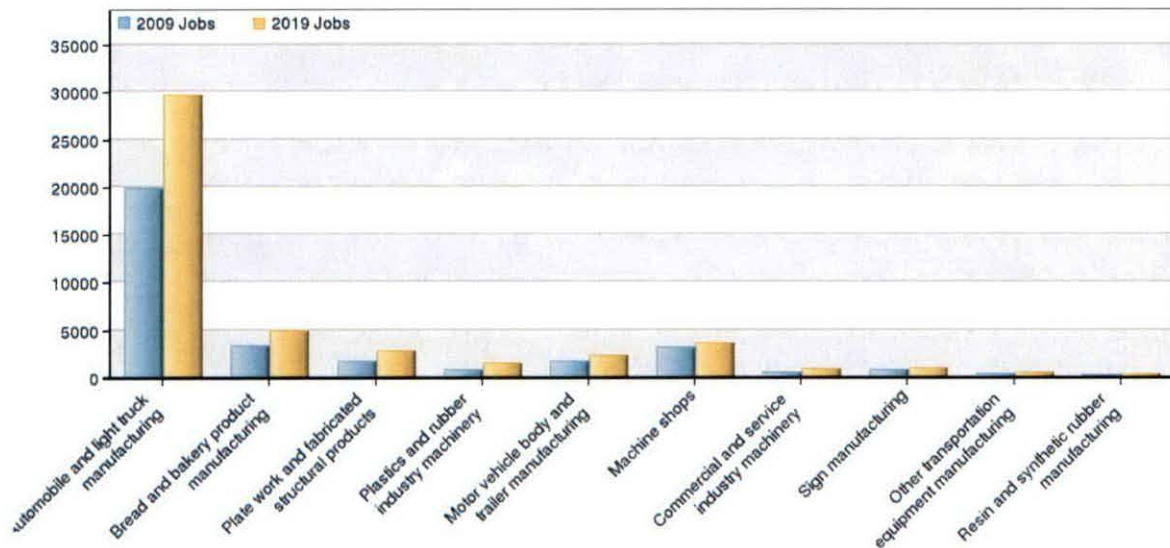
State Data Sources

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Highest Ranked Industries Report

Region: RO & SF Campuses - 10 Mile Radius

Fastest Growing Industries



| NAICS Code | Description | 2009 Jobs | 2019 Jobs | Change | Change % | 2009 Earnings per Worker |
|------------|---|-----------|-----------|--------|----------|--------------------------|
| 33611 | Automobile and light truck manufacturing | 19,768 | 29,750 | 9,982 | 50% | \$101,387 |
| 31181 | Bread and bakery product manufacturing | 3,355 | 5,004 | 1,649 | 49% | \$20,019 |
| 33231 | Plate work and fabricated structural products | 1,688 | 2,864 | 1,176 | 70% | \$50,101 |
| 33322 | Plastics and rubber industry machinery | 736 | 1,574 | 838 | 114% | \$64,228 |
| 33621 | Motor vehicle body and trailer manufacturing | 1,655 | 2,405 | 750 | 45% | \$89,832 |
| 33271 | Machine shops | 3,171 | 3,703 | 532 | 17% | \$50,901 |
| 33331 | Commercial and service industry machinery | 506 | 904 | 398 | 79% | \$71,214 |
| 33995 | Sign manufacturing | 696 | 1,052 | 356 | 51% | \$60,226 |
| 33699 | Other transportation equipment manufacturing | 258 | 585 | 327 | 127% | \$133,259 |
| 32521 | Resin and synthetic rubber manufacturing | 157 | 362 | 205 | 131% | \$98,421 |
| 33911 | Medical equipment and supplies manufacturing | 1,568 | 1,751 | 183 | 12% | \$48,686 |
| 33599 | Other electrical equipment and component mfg. | 339 | 504 | 165 | 49% | \$56,444 |
| 33392 | Material handling equipment manufacturing | 670 | 810 | 140 | 21% | \$54,948 |
| 33251 | Hardware manufacturing | 316 | 445 | 129 | 41% | \$84,993 |
| 33291 | Metal valve manufacturing | 576 | 697 | 121 | 21% | \$57,283 |
| 33149 | Nonferrous metal, except CU and AL, shaping | 167 | 281 | 114 | 68% | \$38,311 |
| 33461 | Magnetic media manufacturing and reproducing | 1,530 | 1,643 | 113 | 7% | \$35,398 |
| 33721 | Office furniture and fixtures manufacturing | 593 | 701 | 108 | 18% | \$59,494 |
| 32222 | Paper bag and coated and treated paper mfg. | 107 | 201 | 94 | 88% | \$55,642 |
| 32799 | All other nonmetallic mineral products mfg. | 120 | 209 | 89 | 74% | \$33,706 |
| 33261 | Spring and wire product manufacturing | 291 | 379 | 88 | 30% | \$50,182 |
| 33311 | Agricultural implement manufacturing | 126 | 213 | 87 | 69% | \$56,407 |
| 32616 | Plastics bottle manufacturing | 279 | 358 | 79 | 28% | \$79,959 |
| 32615 | Urethane and other foam product manufacturing | 144 | 217 | 73 | 51% | \$39,186 |
| 31511 | Hosiery and sock mills | 25 | 94 | 69 | 278% | \$6,728 |
| 32721 | Glass and glass product manufacturing | 71 | 139 | 68 | 96% | \$59,260 |
| 31141 | Frozen food manufacturing | 122 | 187 | 65 | 53% | \$42,185 |
| 33341 | HVAC and commercial refrigeration equipment | 232 | 293 | 61 | 26% | \$44,963 |
| 32192 | Wood container and pallet manufacturing | 75 | 134 | 59 | 79% | \$43,405 |
| 31192 | Coffee and tea manufacturing | 116 | 173 | 57 | 49% | \$32,296 |

Source: EMSI Complete Employment - Spring 2009

Data Sources and Calculations

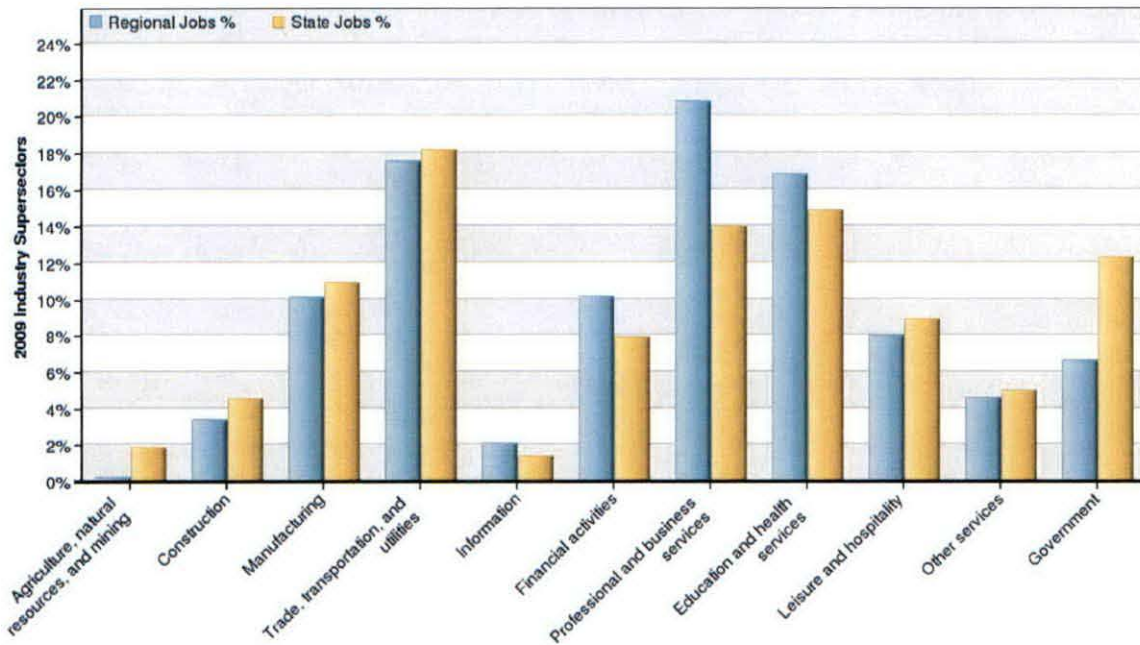
Industry Data

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State Data Sources

This report uses state data from the following agencies: Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives.

2009 Industrial Makeup



| Description | 2009 Regional Jobs | % Regional Jobs | 2009 State Jobs | % State Jobs |
|--|--------------------|-----------------|-----------------|--------------|
| Agriculture, natural resources, and mining | 2,176 | 0.2% | 94,749 | 1.9% |
| Construction | 36,315 | 3.3% | 230,323 | 4.5% |
| Manufacturing | 109,581 | 10.1% | 553,019 | 10.9% |
| Trade, transportation, and utilities | 190,620 | 17.5% | 921,087 | 18.2% |
| Information | 22,498 | 2.1% | 71,143 | 1.4% |
| Financial activities | 110,373 | 10.1% | 401,075 | 7.9% |
| Professional and business services | 226,100 | 20.8% | 709,485 | 14% |
| Education and health services | 182,830 | 16.8% | 753,028 | 14.9% |
| Leisure and hospitality | 86,621 | 8% | 451,250 | 8.9% |
| Other services | 49,404 | 4.5% | 253,521 | 5% |
| Government | 71,933 | 6.6% | 625,411 | 12.3% |

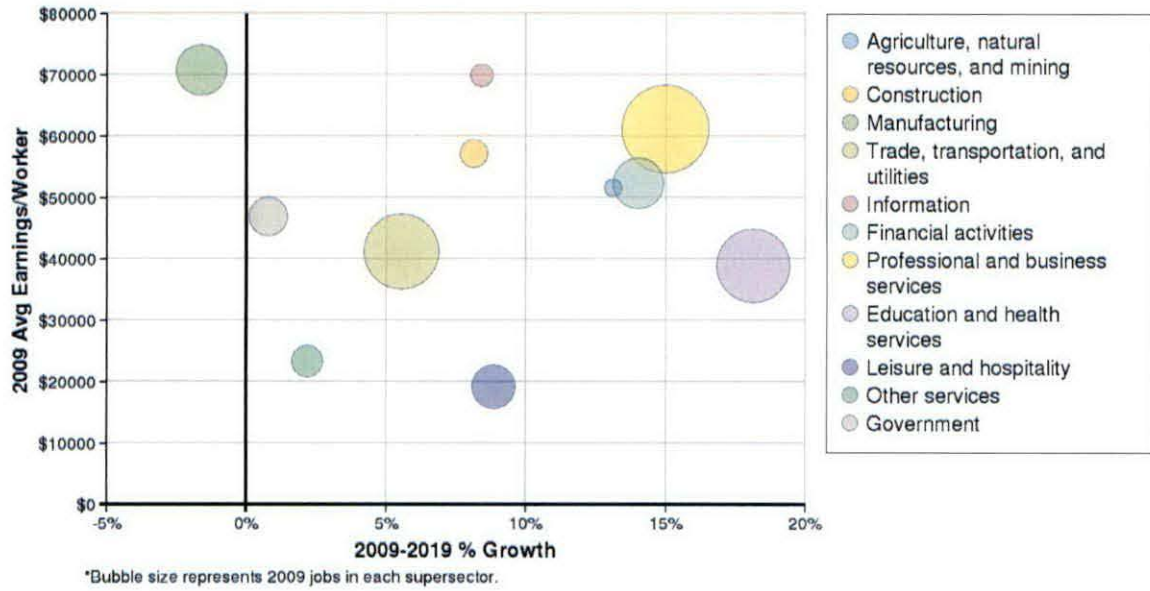
Source: EMSI Complete Employment - Spring 2009

Industry Overview Report

Region Info: Royal Oak and Southfield Campuses – 10 Mile Radius

Industry Size and Growth

2009 - 2019 Size and Growth



| Description | 2009 Jobs | 2019 Jobs | Growth | % Growth | 2009 Avg Earnings per Worker |
|--|-----------|-----------|---------|----------|------------------------------|
| Agriculture, natural resources, and mining | 2,176 | 2,462 | 285 | 13% | \$51,508 |
| Construction | 36,315 | 39,263 | 2,948 | 8% | \$57,163 |
| Manufacturing | 109,581 | 107,800 | -1,781 | -2% | \$70,665 |
| Trade, transportation, and utilities | 190,620 | 201,191 | 10,571 | 6% | \$41,122 |
| Information | 22,498 | 24,386 | 1,888 | 8% | \$69,866 |
| Financial activities | 110,373 | 125,856 | 15,483 | 14% | \$52,225 |
| Professional and business services | 226,100 | 260,001 | 33,901 | 15% | \$61,167 |
| Education and health services | 182,830 | 215,950 | 33,119 | 18% | \$38,924 |
| Leisure and hospitality | 86,621 | 94,291 | 7,671 | 9% | \$19,079 |
| Other services | 49,404 | 50,472 | 1,068 | 2% | \$23,274 |
| Government | 71,933 | 72,491 | 557 | 1% | \$46,899 |
| | 1,088,451 | 1,194,163 | 105,712 | 10% | |

Source: EMSI Complete Employment - Spring 2009

| NAICS Code | Description | 2009 Jobs | February Unemp | % Total Jobs | State % | National % |
|------------|--|-----------|----------------|--------------|---------|------------|
| 99 | Not elsewhere classified | 0 | 6,890 | 0% | 0% | 0% |
| 22 | Utilities | 1,480 | 11 | 0.7% | 1.4% | 3.4% |
| 90 | Government | 54,065 | 1,057 | 2% | 3.2% | 2.6% |
| 62 | Health care and social assistance | 110,060 | 2,276 | 2.1% | 3.2% | 3.1% |
| 53 | Real estate and rental and leasing | 45,870 | 1,025 | 2.2% | 3.2% | 2.4% |
| 11 | Agriculture, forestry, fishing and hunting | 1,235 | 28 | 2.3% | 4.2% | 5.5% |
| 52 | Finance and insurance | 52,332 | 1,561 | 3% | 4.2% | 4.2% |
| 81 | Other services, except public administration | 36,421 | 1,325 | 3.6% | 5.8% | 4.7% |
| 61 | Educational services | 15,082 | 583 | 3.9% | 4.2% | 3.5% |
| 51 | Information | 18,544 | 719 | 3.9% | 5.8% | 7.3% |
| 54 | Professional and technical services | 111,316 | 6,144 | 5.5% | 7.7% | 4.8% |
| 44-45 | Retail trade | 92,230 | 5,540 | 6% | 9.9% | 9.1% |
| 72 | Accommodation and food services | 51,889 | 3,465 | 6.7% | 10.5% | 9% |
| 48-49 | Transportation and warehousing | 13,854 | 1,089 | 7.9% | 12.9% | 7.1% |
| 42 | Wholesale trade | 43,195 | 3,640 | 8.4% | 12.4% | 7.4% |
| 21 | Mining | 1,282 | 137 | 10.7% | 17.4% | 8.8% |
| 71 | Arts, entertainment, and recreation | 16,022 | 1,727 | 10.8% | 15.7% | 7.1% |
| 56 | Administrative and waste services | 70,910 | 9,549 | 13.5% | 19.3% | 11.8% |
| 55 | Management of companies and enterprises | 13,197 | 1,864 | 14.1% | 21% | 3% |
| 31-33 | Manufacturing | 62,697 | 12,650 | 20.2% | 30.7% | 15.5% |
| 23 | Construction | 32,744 | 7,133 | 21.8% | 33.2% | 18.4% |
| | | 844,424 | 68,412 | 8.1% | | |

Source: EMSI Complete Employment - Spring 2009

*Note: Industries with fewer than ten unemployed workers are not shown.

Data Sources and Calculations

Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

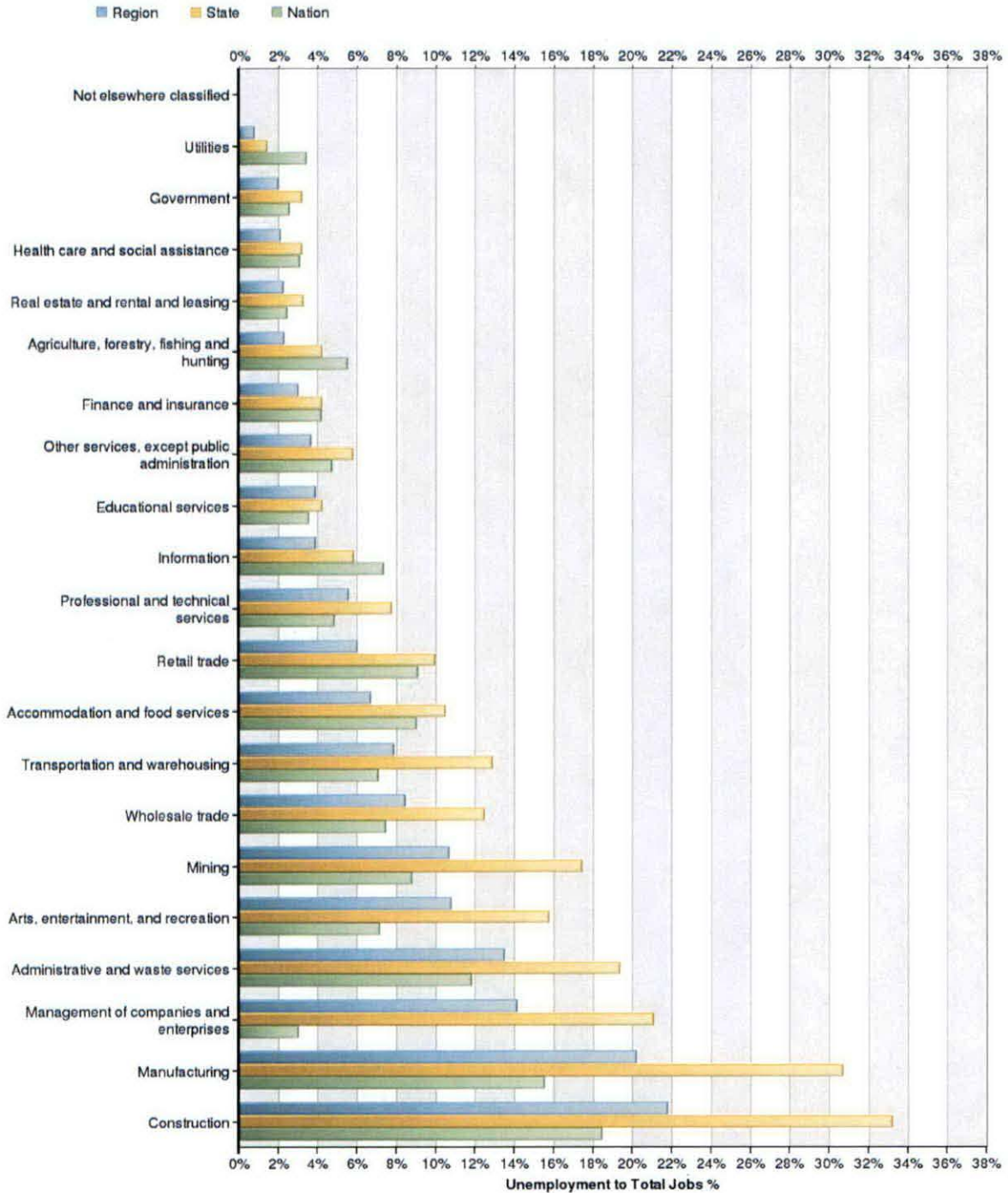
State Data Sources

This report uses state data from the following agencies: Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives.

Unemployment by Industry Report

Region: Oakland County

Unemployment Summary



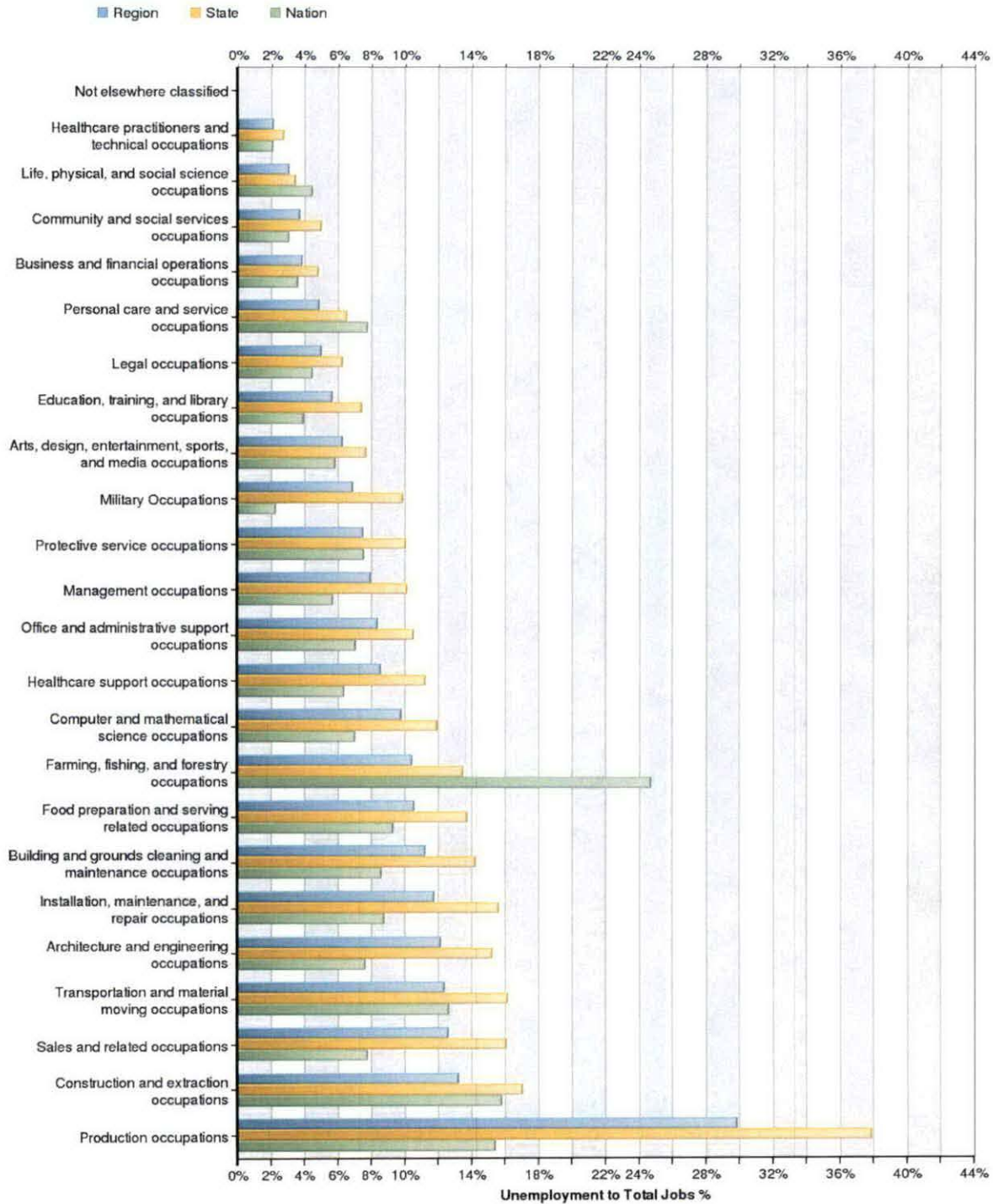
Regional Occupation Projections (2009 – 2019)

- Occupation Unemployment
- Occupation Overview
- Highest Ranked / Fastest Growing Occupations

Unemployment by Occupation Report

Region Info: *Oakland County*

Unemployment Summary



| SOC Code | Description | 2009 Jobs | July Unemp | % Total Jobs | State % | National % |
|----------|--|-----------|------------|--------------|---------|------------|
| 99-9999 | Not elsewhere classified | 0 | 0 | 0% | 0% | 0% |
| 29-0000 | Healthcare practitioners and technical occupations | 42,298 | 899 | 2.1% | 2.7% | 2.1% |
| 19-0000 | Life, physical, and social science occupations | 7,007 | 213 | 3% | 3.4% | 4.4% |
| 21-0000 | Community and social services occupations | 11,598 | 430 | 3.7% | 4.9% | 3% |
| 13-0000 | Business and financial operations occupations | 51,992 | 1,996 | 3.8% | 4.8% | 3.6% |
| 39-0000 | Personal care and service occupations | 28,545 | 1,384 | 4.8% | 6.5% | 7.7% |
| 23-0000 | Legal occupations | 10,025 | 498 | 5% | 6.2% | 4.5% |
| 25-0000 | Education, training, and library occupations | 33,206 | 1,867 | 5.6% | 7.4% | 3.9% |
| 27-0000 | Arts, design, entertainment, sports, and media occupations | 23,865 | 1,485 | 6.2% | 7.6% | 5.8% |
| 55-0000 | Military Occupations | 2,367 | 163 | 6.9% | 9.8% | 2.2% |
| 33-0000 | Protective service occupations | 11,656 | 868 | 7.4% | 10% | 7.5% |
| 11-0000 | Management occupations | 51,931 | 4,100 | 7.9% | 10.1% | 5.7% |
| 43-0000 | Office and administrative support occupations | 123,023 | 10,240 | 8.3% | 10.5% | 7% |
| 31-0000 | Healthcare support occupations | 24,105 | 2,059 | 8.5% | 11.2% | 6.3% |
| 15-0000 | Computer and mathematical science occupations | 30,727 | 2,993 | 9.7% | 11.9% | 7% |
| 45-0000 | Farming, fishing, and forestry occupations | 805 | 84 | 10.4% | 13.4% | 24.7% |
| 35-0000 | Food preparation and serving related occupations | 49,874 | 5,255 | 10.5% | 13.7% | 9.3% |
| 37-0000 | Building and grounds cleaning and maintenance occupations | 24,227 | 2,718 | 11.2% | 14.2% | 8.5% |
| 49-0000 | Installation, maintenance, and repair occupations | 25,374 | 2,972 | 11.7% | 15.6% | 8.8% |
| 17-0000 | Architecture and engineering occupations | 28,571 | 3,457 | 12.1% | 15.2% | 7.6% |
| 53-0000 | Transportation and material moving occupations | 35,673 | 4,400 | 12.3% | 16.1% | 12.6% |
| 41-0000 | Sales and related occupations | 119,401 | 14,990 | 12.6% | 16% | 7.7% |
| 47-0000 | Construction and extraction occupations | 26,865 | 3,544 | 13.2% | 17% | 15.8% |
| 51-0000 | Production occupations | 44,900 | 13,397 | 29.8% | 37.8% | 15.4% |
| | | 808,036 | 88,109 | 10.9% | | |

Source: EMSI Complete Employment - 3rd Quarter 2009

*Note: Occupations with fewer than ten unemployed workers are not shown.

Data Sources and Calculations

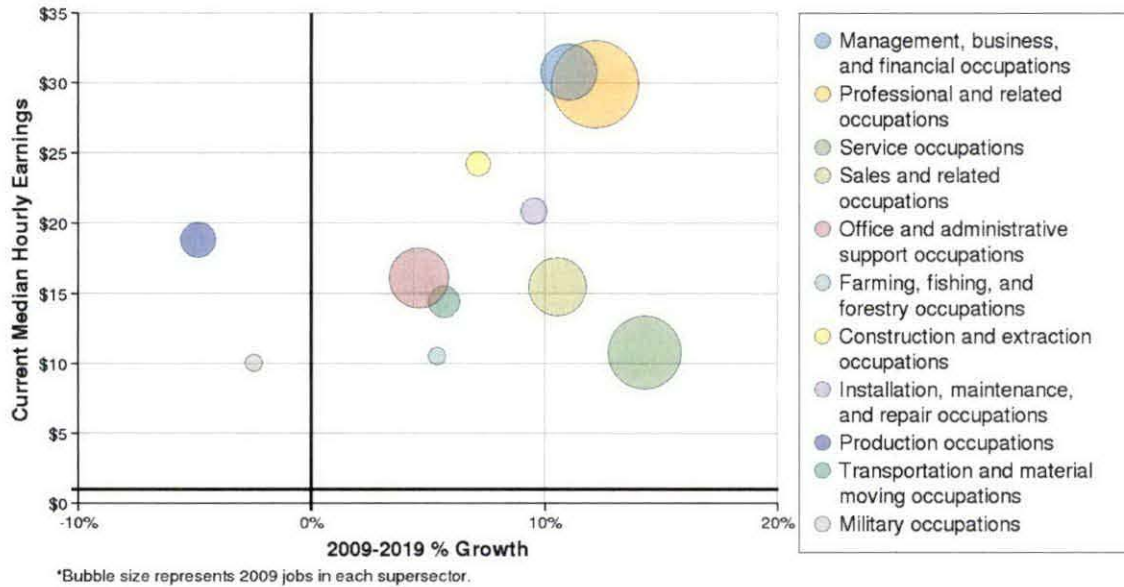
This report uses state data from the following agencies: Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives.

Occupation Overview Report

Region Info: Royal Oak Campus – 10 Mile Radius

Occupation Size and Growth

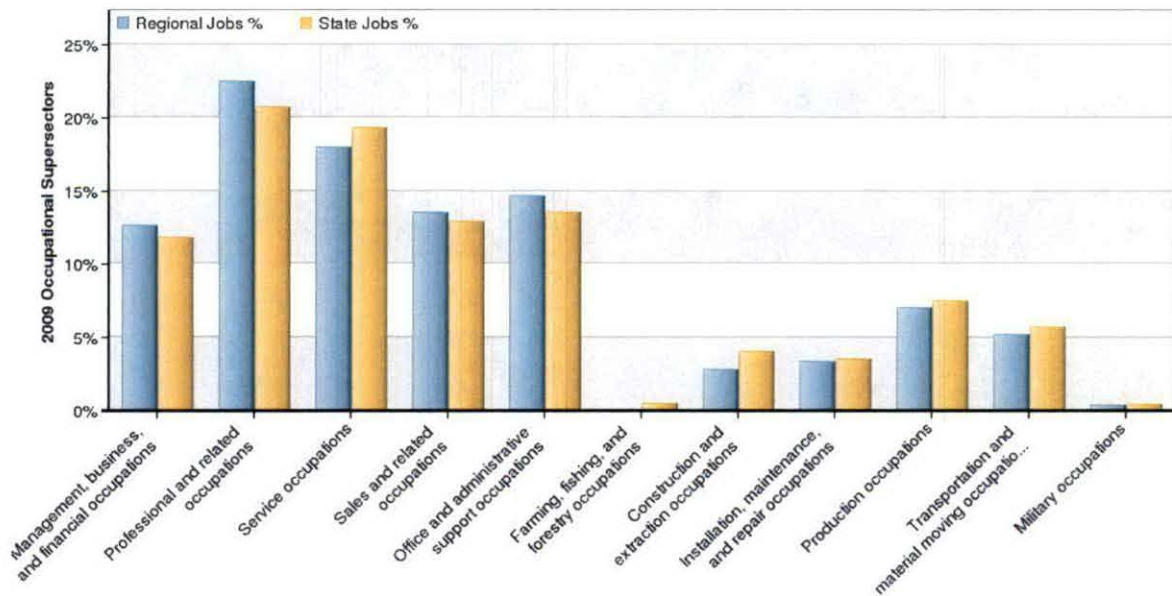
2009 - 2019 Size and Growth



| Description | 2009 Jobs | 2019 Jobs | Growth | % Growth | Current Median Hourly Earnings |
|---|-----------|-----------|--------|----------|--------------------------------|
| Management, business, and financial occupations | 110,020 | 122,133 | 12,113 | 11% | \$30.80 |
| Professional and related occupations | 196,121 | 219,965 | 23,844 | 12% | \$29.93 |
| Service occupations | 156,891 | 179,292 | 22,401 | 14% | \$10.81 |
| Sales and related occupations | 117,996 | 130,418 | 12,423 | 11% | \$15.53 |
| Office and administrative support occupations | 128,070 | 133,967 | 5,897 | 5% | \$16.11 |
| Farming, fishing, and forestry occupations | 670 | 706 | 36 | 5% | \$10.57 |
| Construction and extraction occupations | 24,655 | 26,410 | 1,755 | 7% | \$24.27 |
| Installation, maintenance, and repair occupations | 29,213 | 31,996 | 2,783 | 10% | \$20.86 |
| Production occupations | 61,614 | 58,619 | -2,995 | -5% | \$18.82 |
| Transportation and material moving occupations | 45,485 | 48,071 | 2,585 | 6% | \$14.41 |
| Military occupations | 3,173 | 3,094 | -79 | -2% | \$10.07 |
| | 873,908 | 954,671 | 80,763 | 9% | |

Source: EMSI Complete Employment - 3rd Quarter 2009

2009 Occupational Makeup



| Description | 2009 Regional Jobs | % Regional Jobs | 2009 State Jobs | % State Jobs |
|---|--------------------|-----------------|-----------------|--------------|
| Management, business, and financial occupations | 110,020 | 12.6% | 581,371 | 11.8% |
| Professional and related occupations | 196,121 | 22.4% | 1,024,492 | 20.7% |
| Service occupations | 156,891 | 18% | 956,184 | 19.4% |
| Sales and related occupations | 117,996 | 13.5% | 639,314 | 12.9% |
| Office and administrative support occupations | 128,070 | 14.7% | 670,021 | 13.6% |
| Farming, fishing, and forestry occupations | 670 | 0.1% | 23,604 | 0.5% |
| Construction and extraction occupations | 24,655 | 2.8% | 199,775 | 4% |
| Installation, maintenance, and repair occupations | 29,213 | 3.3% | 172,781 | 3.5% |
| Production occupations | 61,614 | 7.1% | 371,297 | 7.5% |
| Transportation and material moving occupations | 45,485 | 5.2% | 280,907 | 5.7% |
| Military occupations | 3,173 | 0.4% | 21,007 | 0.4% |

Source: EMSI Complete Employment - 3rd Quarter 2009

Data Sources and Calculations

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

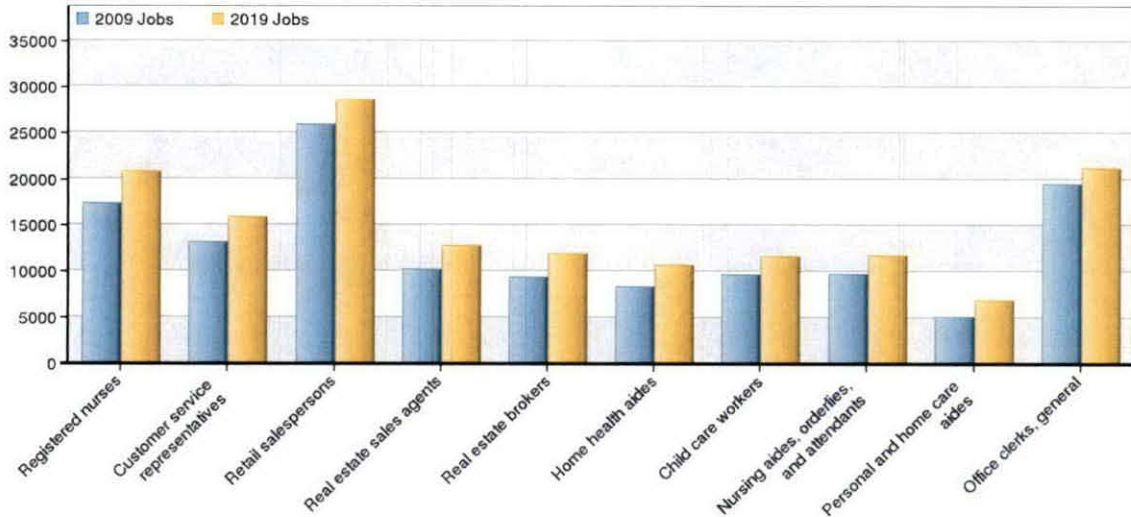
State Data Sources

This report uses state data from the following agencies: Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives.

Highest Ranked Occupations Report

Region Info: Royal Oak Campus – 10 Mile Radius

Fastest Growing Occupations



| SOC Code | Description | 2009 Jobs | 2019 Jobs | Growth | Growth % | Current Median Hourly Earnings |
|----------|--|-----------|-----------|--------|----------|--------------------------------|
| 29-1111 | Registered nurses | 17,306 | 20,825 | 3,519 | 20% | \$31.86 |
| 43-4051 | Customer service representatives | 13,167 | 15,911 | 2,744 | 21% | \$17.06 |
| 41-2031 | Retail salespersons | 25,862 | 28,595 | 2,733 | 11% | \$9.81 |
| 41-9022 | Real estate sales agents | 10,197 | 12,737 | 2,540 | 25% | \$12.53 |
| 41-9021 | Real estate brokers | 9,371 | 11,890 | 2,519 | 27% | \$12.58 |
| 31-1011 | Home health aides | 8,326 | 10,718 | 2,392 | 29% | \$9.56 |
| 39-9011 | Child care workers | 9,659 | 11,669 | 2,010 | 21% | \$8.46 |
| 31-1012 | Nursing aides, orderlies, and attendants | 9,718 | 11,710 | 1,992 | 20% | \$12.65 |
| 39-9021 | Personal and home care aides | 5,098 | 6,928 | 1,830 | 36% | \$10.07 |
| 43-9061 | Office clerks, general | 19,521 | 21,234 | 1,713 | 9% | \$12.68 |
| 11-9141 | Property, real estate, and community association managers | 6,638 | 8,317 | 1,679 | 25% | \$13.74 |
| 13-1199 | Business operation specialists, all other | 9,983 | 11,660 | 1,677 | 17% | \$34.72 |
| 37-2011 | Janitors and cleaners, except maids and housekeeping cleaners | 10,716 | 12,279 | 1,563 | 15% | \$11.11 |
| 13-2052 | Personal financial advisors | 4,937 | 6,490 | 1,553 | 31% | \$18.88 |
| 35-3021 | Combined food preparation and serving workers, including fast food | 12,341 | 13,743 | 1,402 | 11% | \$8.00 |
| 31-9092 | Medical assistants | 4,848 | 6,097 | 1,249 | 26% | \$13.88 |
| 17-2199 | Engineers, all other | 5,826 | 6,965 | 1,139 | 20% | \$44.28 |
| 53-3032 | Truck drivers, heavy and tractor-trailer | 7,601 | 8,734 | 1,133 | 15% | \$18.58 |
| 13-2011 | Accountants and auditors | 9,777 | 10,904 | 1,127 | 12% | \$25.63 |
| 35-3031 | Waiters and waitresses | 11,179 | 12,274 | 1,095 | 10% | \$7.97 |

Source: EMSI Complete Employment - 3rd Quarter 2009

Data Sources and Calculations

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

State Data Sources

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Data Sources and Calculations

Occupation Data

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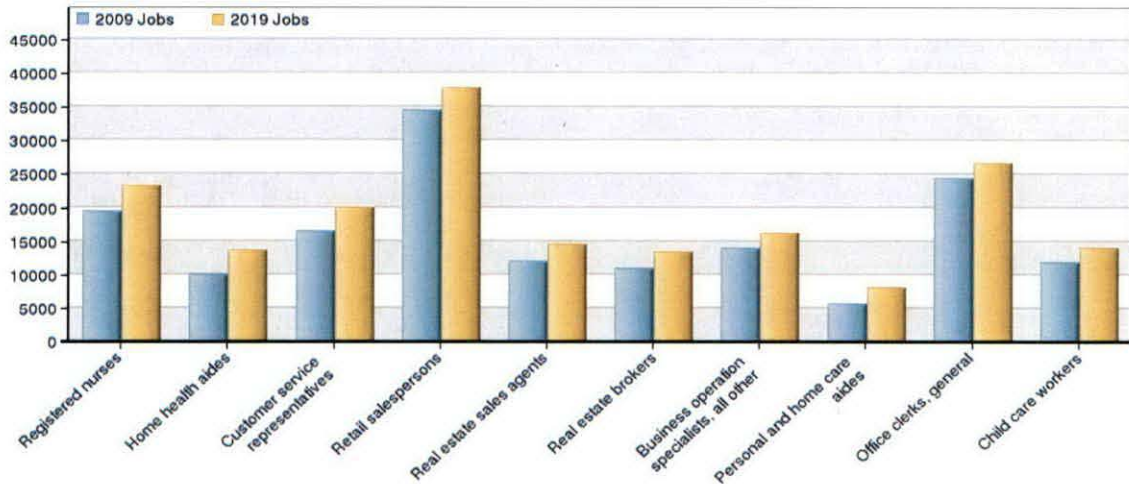
State Data Sources

This report uses state data from the following agencies: Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives.

Highest Ranked Occupations Report

Region: RO & SF Campuses - 10 Mile Radius

Fastest Growing Occupations



| SOC Code | Description | 2009 Jobs | 2019 Jobs | Growth | Growth % | 2009 Avg Hourly Earnings |
|----------|--|-----------|-----------|--------|----------|--------------------------|
| 29-1111 | Registered nurses | 19,387 | 23,346 | 3,959 | 20% | \$30.68 |
| 31-1011 | Home health aides | 9,948 | 13,683 | 3,735 | 38% | \$9.37 |
| 43-4051 | Customer service representatives | 16,408 | 20,127 | 3,719 | 23% | \$16.80 |
| 41-2031 | Retail salespersons | 34,466 | 37,920 | 3,454 | 10% | \$9.72 |
| 41-9022 | Real estate sales agents | 11,903 | 14,643 | 2,740 | 23% | \$13.97 |
| 41-9021 | Real estate brokers | 10,832 | 13,526 | 2,694 | 25% | \$13.71 |
| 13-1199 | Business operation specialists, all other | 13,834 | 16,342 | 2,508 | 18% | \$36.90 |
| 39-9021 | Personal and home care aides | 5,621 | 8,104 | 2,483 | 44% | \$9.86 |
| 43-9061 | Office clerks, general | 24,337 | 26,747 | 2,410 | 10% | \$12.24 |
| 39-9011 | Child care workers | 11,811 | 14,142 | 2,331 | 20% | \$8.19 |
| 31-1012 | Nursing aides, orderlies, and attendants | 11,250 | 13,439 | 2,189 | 19% | \$12.25 |
| 51-2092 | Team assemblers | 7,995 | 10,179 | 2,184 | 27% | \$13.06 |
| 15-1031 | Computer software engineers, applications | 5,011 | 7,049 | 2,038 | 41% | \$37.19 |
| 37-2011 | Janitors and cleaners, except maids and housekeeping cleaners | 13,381 | 15,379 | 1,998 | 15% | \$11.23 |
| 15-1051 | Computer systems analysts | 6,907 | 8,778 | 1,871 | 27% | \$37.91 |
| 11-9141 | Property, real estate, and community association managers | 7,308 | 9,082 | 1,774 | 24% | \$14.60 |
| 17-2112 | Industrial engineers | 5,790 | 7,522 | 1,732 | 30% | \$39.99 |
| 35-3021 | Combined food preparation and serving workers, including fast food | 16,933 | 18,608 | 1,675 | 10% | \$7.69 |
| 51-2099 | Assemblers and fabricators, all other | 8,005 | 9,595 | 1,590 | 20% | \$25.21 |
| 23-1011 | Lawyers | 8,621 | 10,199 | 1,578 | 18% | \$41.27 |
| 13-2052 | Personal financial advisors | 5,030 | 6,492 | 1,462 | 29% | \$18.98 |
| 35-3031 | Waiters and waitresses | 14,677 | 16,069 | 1,392 | 9% | \$7.69 |
| 25-1099 | Postsecondary teachers | 7,391 | 8,756 | 1,365 | 18% | \$33.77 |
| 13-2011 | Accountants and auditors | 10,229 | 11,558 | 1,329 | 13% | \$24.72 |
| 53-3032 | Truck drivers, heavy and tractor-trailer | 9,160 | 10,474 | 1,314 | 14% | \$18.75 |
| 43-3031 | Bookkeeping, accounting, and auditing clerks | 12,196 | 13,450 | 1,254 | 10% | \$16.63 |
| 31-9092 | Medical assistants | 5,172 | 6,339 | 1,167 | 23% | \$13.59 |
| 37-2012 | Maids and housekeeping cleaners | 6,753 | 7,888 | 1,135 | 17% | \$9.90 |
| 15-1081 | Network systems and data communications analysts | 2,855 | 3,975 | 1,120 | 39% | \$29.78 |
| 41-3099 | Sales representatives, services, all other | 4,752 | 5,777 | 1,025 | 22% | \$22.82 |

Source: EMSI Complete Employment - Spring 2009

Data Sources and Calculations

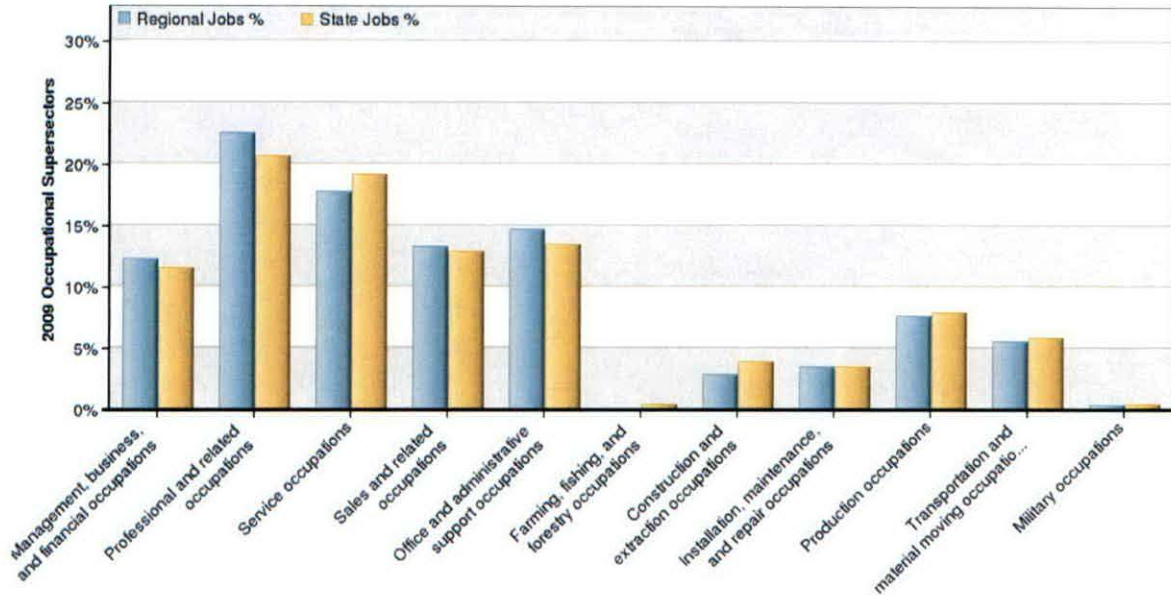
Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

State Data Sources

This report uses state data from the following agencies: Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives.

2009 Occupational Makeup



| Description | 2009 Regional Jobs | % Regional Jobs | 2009 State Jobs | % State Jobs |
|---|--------------------|-----------------|-----------------|--------------|
| Management, business, and financial occupations | 132,949 | 12.2% | 586,693 | 11.6% |
| Professional and related occupations | 245,287 | 22.5% | 1,048,905 | 20.7% |
| Service occupations | 192,838 | 17.7% | 974,650 | 19.2% |
| Sales and related occupations | 143,831 | 13.2% | 653,335 | 12.9% |
| Office and administrative support occupations | 159,029 | 14.6% | 684,705 | 13.5% |
| Farming, fishing, and forestry occupations | 990 | 0.1% | 23,405 | 0.5% |
| Construction and extraction occupations | 30,636 | 2.8% | 197,848 | 3.9% |
| Installation, maintenance, and repair occupations | 37,576 | 3.5% | 177,781 | 3.5% |
| Production occupations | 82,479 | 7.6% | 400,478 | 7.9% |
| Transportation and material moving occupations | 59,520 | 5.5% | 295,539 | 5.8% |
| Military occupations | 3,317 | 0.3% | 20,752 | 0.4% |

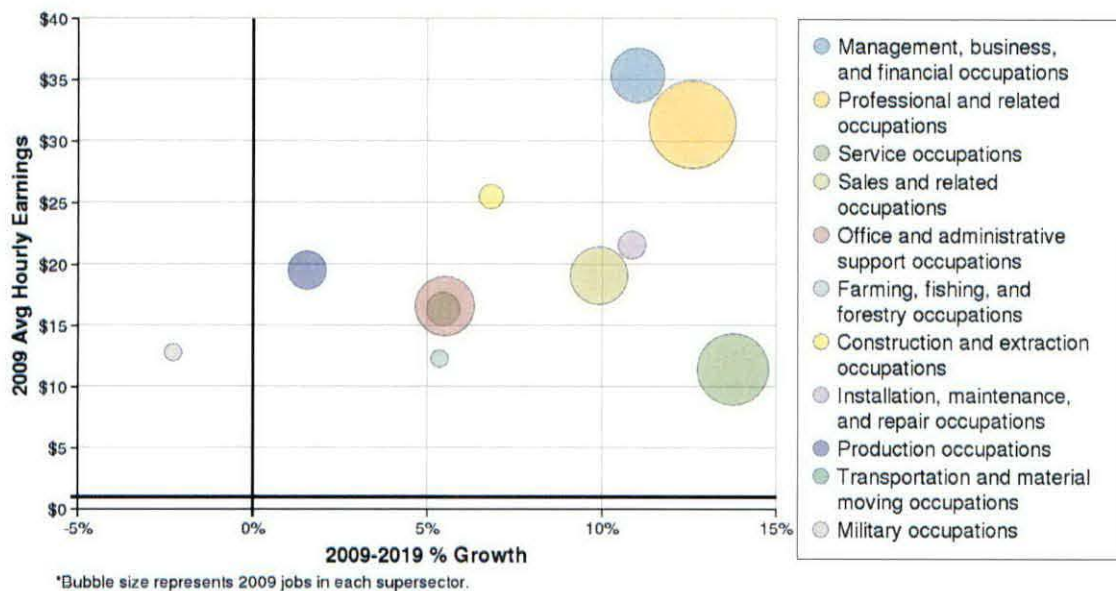
Source: EMSI Complete Employment - Spring 2009

Occupation Overview Report

Region Info: Royal Oak and Southfield Campuses – 10 Mile Radius

Occupation Size and Growth

2009 - 2019 Size and Growth



| Description | 2009 Jobs | 2019 Jobs | Growth | % Growth | 2009 Avg Hourly Earnings |
|---|-----------|-----------|---------|----------|--------------------------|
| Management, business, and financial occupations | 132,949 | 147,594 | 14,645 | 11% | \$35.37 |
| Professional and related occupations | 245,287 | 276,140 | 30,853 | 13% | \$31.38 |
| Service occupations | 192,838 | 219,352 | 26,514 | 14% | \$11.40 |
| Sales and related occupations | 143,831 | 158,100 | 14,268 | 10% | \$19.07 |
| Office and administrative support occupations | 159,029 | 167,774 | 8,745 | 5% | \$16.56 |
| Farming, fishing, and forestry occupations | 990 | 1,043 | 53 | 5% | \$12.29 |
| Construction and extraction occupations | 30,636 | 32,728 | 2,093 | 7% | \$25.47 |
| Installation, maintenance, and repair occupations | 37,576 | 41,660 | 4,084 | 11% | \$21.56 |
| Production occupations | 82,479 | 83,767 | 1,289 | 2% | \$19.52 |
| Transportation and material moving occupations | 59,520 | 62,763 | 3,243 | 5% | \$16.34 |
| Military occupations | 3,317 | 3,242 | -75 | -2% | \$12.77 |
| | 1,088,451 | 1,194,163 | 105,712 | 10% | |

Source: EMSI Complete Employment - Spring 2009

| SOC Code | Description | 2009 Jobs | February 2009 Unemployment | % Total Jobs | State % | National % |
|----------|--|-----------|----------------------------|--------------|---------|------------|
| 99-9999 | Not elsewhere classified | 0 | 4,970 | 0% | 0% | 0% |
| 29-0000 | Healthcare practitioners and technical occupations | 43,552 | 552 | 1.3% | 1.8% | 1.6% |
| 25-0000 | Education, training, and library occupations | 34,786 | 538 | 1.5% | 2.3% | 1.5% |
| 55-0000 | Military Occupations | 2,244 | 44 | 2% | 3.1% | 1.8% |
| 19-0000 | Life, physical, and social science occupations | 7,112 | 142 | 2% | 2.7% | 4.4% |
| 21-0000 | Community and social services occupations | 10,526 | 223 | 2.1% | 3.1% | 2.6% |
| 13-0000 | Business and financial operations occupations | 53,519 | 1,307 | 2.4% | 3.4% | 2.9% |
| 23-0000 | Legal occupations | 10,458 | 307 | 2.9% | 4.1% | 3.3% |
| 39-0000 | Personal care and service occupations | 28,282 | 897 | 3.2% | 4.8% | 5.5% |
| 27-0000 | Arts, design, entertainment, sports, and media occupations | 25,157 | 1,000 | 4% | 5.5% | 4.7% |
| 33-0000 | Protective service occupations | 11,905 | 546 | 4.6% | 7% | 5.9% |
| 31-0000 | Healthcare support occupations | 24,659 | 1,256 | 5.1% | 7.5% | 5.3% |
| 43-0000 | Office and administrative support occupations | 128,314 | 6,697 | 5.2% | 7.5% | 5.9% |
| 15-0000 | Computer and mathematical science occupations | 31,432 | 1,886 | 6% | 8.1% | 5.8% |
| 11-0000 | Management occupations | 52,356 | 3,155 | 6% | 8.9% | 5.2% |
| 35-0000 | Food preparation and serving related occupations | 53,686 | 3,846 | 7.2% | 10.6% | 7.1% |
| 17-0000 | Architecture and engineering occupations | 32,721 | 2,390 | 7.3% | 10.3% | 6.4% |
| 41-0000 | Sales and related occupations | 124,860 | 9,456 | 7.6% | 11.1% | 6.4% |
| 53-0000 | Transportation and material moving occupations | 37,606 | 4,051 | 10.8% | 16% | 11.3% |
| 49-0000 | Installation, maintenance, and repair occupations | 26,653 | 3,065 | 11.5% | 17.2% | 9.1% |
| 37-0000 | Building and grounds cleaning and maintenance occupations | 25,377 | 3,951 | 15.6% | 22.2% | 11.4% |
| 47-0000 | Construction and extraction occupations | 27,254 | 5,394 | 19.8% | 29.1% | 20.5% |
| 45-0000 | Farming, fishing, and forestry occupations | 1,126 | 240 | 21.3% | 32.6% | 37.8% |
| 51-0000 | Production occupations | 50,839 | 12,501 | 24.6% | 35.8% | 16.7% |
| | | 844,424 | 68,412 | 8.1% | | |

Source: EMSI Complete Employment - Spring 2009

*Note: Occupations with fewer than ten unemployed workers are not shown.

Data Sources and Calculations

State Data Sources

This report uses state data from the following agencies: Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives.

Unemployment by Occupation Report

Region: Oakland County

Unemployment Summary

