

Profile '86

Handwritten mark

**A compilation of economic data
on Oakland County, Michigan.**

R-OCDOC
HC
107
.M52
O255
1986



**OAKLAND COUNTY
REFERENCE LIBRARY
1200 NORTH TELEGRAPH ROAD
PONTIAC MICHIGAN 48053**

REFERENCE BOOK

For Room Use Only

COUNTY OF OAKLAND
Daniel T. Murphy, County Executive
ECONOMIC DEVELOPMENT GROUP
Joseph D. Joachim, Director
(Executive Office Building, Suite 110)
1200 North Telegraph Road
Pontiac, Michigan 48053
(313) 858-0732
TELEX 5101004602 OAKLAND ECON

Business Development
Jeffrey A. Kaczmarek, Manager
Marianne Kure, Loan Officer
Daniel P. Hunter, Business Development Rep.
Samuel F. Minnitte, Business Development Rep.
Ronald J. Fusilier, Entrepreneurial Specialist
Pat Doyon, Secretary



Marketing and Research
George N. Skrubb, Manager
Jack Driker, Marketing Coordinator
Marlys Vickers, Research Coordinator
Fran Ariff, Secretary

TABLE OF CONTENTS

Chapter 1	INTRODUCTION
Chapter 2	PEOPLE
Chapter 3	EMPLOYMENT
Chapter 4	ECONOMY
Chapter 5	INDUSTRIAL HIGHLIGHTS
Chapter 6	TAXES AND EQUALIZED VALUE
Chapter 7	LAND USE
Chapter 8	HOUSING
Chapter 9	UTILITIES
Chapter 10	EDUCATION
Chapter 11	COST OF LIVING

Introduction

1984 SHOWED STRONG IMPROVEMENT

The recovery which began in early 1983 moved strongly through 1984. Automobile manufacturing was the bellwether; 1984 model year motor vehicle production in Oakland County surpassed the 1983 model year by a whopping 84%. Resumption of production at the Pontiac Motor Division in Pontiac, and stepped up production at the new GM plant in Orion Township and the Ford Wixom plant contributed to this resurgence. Office construction made strong gains with several major projects started in Southfield, Farmington Hills, Troy, and Birmingham. As 1984 drew to a close, about four million square feet of new office space was under construction and another two million square feet was in the planning stage. The recovery in residential construction, which started in 1983, continued this year. Oakland County led all southeastern Michigan counties in 1984 residential construction. In the first six months of 1984, permits were issued for 2,947 residential units, a 73% improvement over the like period in 1983. Avon Township was the most active area, with 538 permits issued; other leading areas were Farmington Hills, Novi, Troy, Waterford and Wixom.

The 1,800 acre Oakland Technology Park, adjoining Oakland University and Oakland Community College, is in the development stage and the \$45 million Comerica Operations Center is nearing completion. Schostak Brothers & Company is building a four story office building, and EDS plans to build a 78,400 square foot computer data center in the park.

Nippondenso Co., a leading Japanese automotive component manufacturer partially owned by Toyota, announced plans to build a Research and Development Center in Oakland County. The Center, the first full-scale overseas research facility for the Japanese automotive parts industry, will be housed in an 81,700 square foot building located on 11 acres of land in Southfield.

Electronic Data Systems Corporation (EDS) of Dallas, recently acquired by General Motors, has a major hiring push under way to accommodate the merger. 1,000 EDS employees have been assigned to this area and General Motors has said it could make up to 10,000 of its employees available to EDS. EDS currently employs 14,000 people and expects to add another 4,000 in the next year, many of whom will be hired from the Detroit region. EDS has leased a large part of Travelers Tower Two in Southfield, 70,000 square feet in Bloomfield Township, and will build a new center in Oakland Technology Park.

Ameritech Publishing Company, serving a five state region, located its headquarters in Troy. GMF Robotics, the nations largest robotics manufacturer, now based in Oakland County, narrowed its search to Oakland County for a new and expanded facility.

Ex-Cell-O Corporation of Troy has signed an agreement in principle to acquire Smith-Morris Corporation, a manufacturer of precision fabrications and assemblies for both commercial and military aircraft engines. Ex-Cell-O said it expected 1985 sales for the privately held firm to exceed \$10 million. Smith-Morris is located in Ferndale.

DioLight Technology, Inc., a high-tech lighting company based in Bloomfield Hills, now manufacturers light bulbs which last up to 80 times longer than conventional light bulbs. Chrysler Corporation announced plans to relocate the headquarters of Chrysler Financial Corporation and three other corporate staff operations to Troy. The move, scheduled to begin early in 1986, will involve nearly 12,384 salaried personnel in Chrysler Financial Corporation, Chrysler Fleet Operations, Chrysler Corporate Credit Department and the Chrysler Service Contract Company. General Motors has leased a large part of the 389,000 square foot National Twist Drill plant on Rochester Road for engineering offices of the Pontiac Motor Division.

Magna International plans to build a \$10,000,000 plant in Rochester Hills for manufacturing of sunroof components.

Physical Setting

Oakland County is in southeastern lower Michigan directly northwest of the City of Detroit and abutting the city's northern boundary. Nine hundred and five square miles in area, the County is the second largest in the lower peninsula, and contains over 41 square miles in 450 lakes. The County's topography ranges from flat in the south and east to gently rolling in the north and west with elevations ranging from 630' to 1,220' above sea level. Certain areas of the County contain slopes in excess of 12%. The County has large sand and gravel deposits (ranking first in the state in value of sand and gravel extracted) as well as peat, and some oil and natural gas. Recent discoveries of extensive natural gas supplies in northern lower Michigan has intensified exploration in Oakland County. There are over 100,000 acres of organic soils in the County, making it one of the most fertile farming areas in southeastern Michigan. While much of this land has been built upon, Oakland continues to produce cash grains, horticultural specialties, livestock, dairy products and animal specialties. The average value of farms in Oakland is over \$200,000, the highest in the State.

Five river basins drain Oakland County and its lakes. The ground water supply is generally excellent in both quantity and quality. The County's varied vegetation contains groupings of forest, swamps and marshes, bogs, lakeshores, streamsides, meadows, and abandoned fields. Some beach and maple forest areas and stands of evergreens remain, reminders of an area that was once completely covered by forests. The lakes environment, small streams, birch and tamarack swamps, cattail marshes and rolling meadowlands provide a rural flavor to much of the County. The climate of the region is moderate with fewer than 12 days a year over 90 degrees, and fewer than seven days a year below 0 degrees. Average monthly temperatures range from 24 degrees in January to 72 degrees in July. Annual precipitation averages 25 inches. Weather variations produce a full four season climate with corresponding changes in vegetation.

Early History

The Michigan territory was selected during the presidency of James Madison as one of three areas to be divided up into free tracts of land for veterans of the War of 1812. Despite incorrect reports that it was unsuitable for development, the Michigan Territory was mapped and began to be settled. On January 12, 1819, Governor Lewis Cass established Oakland as a county. It was more than twice its present size, and was under the jurisdiction of Macomb County until March 28, 1820 when it's own county government was organized, with Pontiac as the county seat. By 1836, with the laying out of surrounding counties, Oakland became defined in its present area. Streams were dammed and mills erected to provide power to operate machinery. The Erie Canal brought settlers to the area and by 1838 The Detroit & Pontiac Railroad reached from the river banks in Detroit to the tavern stop at Royal Oak in southeastern Oakland County. By 1843 the line reached mid-county to Pontiac. Still a rural economy by 1870, with most of its 40,000 residents living on farms, Oakland seemed bypassed by the industrialization taking place in Detroit to the south and Flint to the north. The county actually lost population immediately after the Civil War and again between 1880 and 1890. The financial panic of 1873 stretched into a depression that lasted until the end of the decade, a legacy of the Civil War and postwar inflation.

The Buggy Business

A significant economic development was establishment of the carriage building industry in Pontiac in the 1890's and early 1900's. At the turn of the century, Michigan was the fourth largest carriage producing state and Pontiac was the buggy capital of Michigan. But this was also a passing growth period, much like the erratic boom and bust cycles which had preceded it. By 1911, the last carriage factory had closed, a mere thirty years from the time the first carriage was manufactured. However, a pool of capital, facilities and skilled labor remained which would provide transition into the automobile era. By 1903 Henry Ford had demonstrated

his successful gas buggy in Detroit. Fledgling projects of Ford and other pioneers became the foundation of Ford Motor, Buick, Packard, Cadillac and Olds. In Oakland County, the first automobile factory was established by the Welch Brothers in 1904. Others included Rapid Motor Co., Cartercar, and the Oakland Motor Co. Beginning in 1908, William Crapo Durant began acquiring these independent automakers to add to the nucleus of his General Motors Company, which became Pontiac's dominant industry. Development was further spurred by the interurban system of electric trolleys which closely linked Oakland County communities with Detroit. The interurban fostered resort developments in Clarkston and Lake Orion, and won Pontiac the hosting of the Michigan State Fair from 1901-1904. More importantly, the interurban extended commuting distances from Detroit factories and permitted residential development to take place in southern Oakland County. "Urban rest" was the first major subdivision plat (in Royal Oak Township) to capitalize on this trend. Birmingham, Royal Oak, and Ferndale's populations swelled as they became the bedroom communities of Detroit workers. Paving of portions of major roads such as Woodward Avenue also added impetus to the County's development in the early 1900's.

The Automotive Beginnings

Pontiac, the county seat, maintained its role as a manufacturing center with employment of over 3,000 by 1914, mostly in the General Motors car and truck plants. Henry Ford's Highland Park plant, attracted a mass work force only two miles south of the Oakland County line. Highland Park and neighboring Hamtramck could not accommodate the burgeoning population, which spilled into southern Oakland County. Cities rapidly incorporated to provide services to their new residents.

The production efforts required by the American economy's shift in 1917 to a war footing caused even greater growth, and the lack of housing was critical. This expansion ended with Armistice Day in 1918. Road building efforts, both publicly and privately financed, intensified after the war, even though the car was not yet affordable by the average commuter who relied on the inter-urban. Road construction was haphazard and did little to alleviate the congestion.

The auto industry, which had produced 1.9 million cars in 1919, finally saturated market demand, and sales fell 20% in 1920. The auto had suddenly become subject to the cyclical fluctuations of the American economy. Oakland County, strongly dominated by General Motors employment, was badly affected. General Motors faced a financial crisis at the time. Billy Durant was ousted from control, and Alfred P. Sloan Jr. was sent by the newly controlling Dupont interests to reorganize the firm. He succeeded just as the economy rebounded in 1922, and by 1926 General Motors had passed Ford Motor as the industry's production leader. General Motors truck and bus production began in a new Pontiac plant in 1928, and soon assumed a dominant market position. General Motors also began producing the Pontiac in 1926, which became an enormous success. A controlling interest in Fisher Body was bought by General Motors in the late 1920's.

Urbanization

Industries subsidiary to the auto industry began flourishing in Oakland. Rubber, chemical, steel and related firms located near the auto plants. The resulting work force moved Oakland's population from about 50,000 in 1910 (a figure almost constant since 1870), to over 90,000 in 1920 and to 211,000 by 1930. The 135% growth rate between 1920 and 1930 was the largest in the County's history. Developers platted lots at a furious rate to accommodate these new workers and their families, subdividing almost 40,000 acres (63 square miles) between 1920 and 1930, double all the land platted prior to 1920. More municipalities were incorporated and Pontiac's 1930 population of almost 65,000 was the sixth largest in Michigan. Essential services such as paved streets, storm drains, water supply and police and fire protection lagged behind this explosive growth.

Michigan embarked on a crash program of road building in 1921 and Woodward Avenue, the main thoroughfare leading northwest out of Detroit to Pontiac, was widened from 66' to 200' right-of-way and repaved for a distance of 23 miles from downtown Detroit through Royal Oak and Birmingham to downtown Pontiac. A 1924 Detroit Rapid Transit Commission report included a number of road construction proposals including 49 miles of 200' wide highways that were intended to traverse the County. Although much of this system was never constructed, the plan did form the outline of the system of major roads that serves southern Oakland today. The Pontiac Municipal Airport was constructed in rural Waterford Township in 1928, providing another component to the growing transport network.

During the 1920's, the first chain stores located in Oakland County: A & P; Kresge's; Sears, Roebuck; and Montgomery Ward. The first office "skyscrapers" were built: an eight story and a sixteen story building in Pontiac. Consolidated schools began replacing the independent one room school houses. Land valuation rose from \$60 million in 1920 to \$450 million by 1930. Despite this enormous population growth and land development, Oakland County in 1930 was still primarily rural, especially north and west of Pontiac, and a recreational escape for Detroit's 1.6 million people.

Depression Era

The depression that gripped the nation affected Michigan and Oakland County even more drastically. By the time of the national bank holiday in March, 1933 eighteen Oakland County based banks had failed. The problems uncovered in the banking industry during this time led to a long overdue financial restructuring and resulted in a number of new banks being organized in Oakland County in 1933 including Community National Bank, Wabeek State Bank, Birmingham National Bank, Rochester National Bank and Farmington State Bank.

Automobile production plummeted from 5.4 million cars, trucks and buses in 1929 to only 1.3 million in 1932, a drop of 76% in three years. Only the largest auto companies survived the depression—General Motors, Ford, Chrysler, Packard, Hudson, and Studebaker. Once familiar nameplates were gone forever—Stutz, Franklin, Marmon, Jordan, Essex, Star, Durant, Locomobile, Erskine, and others. By 1935, the "Big Three", General Motors, Ford and Chrysler, were making 90% of all cars produced in the U.S. With most of its workers employed in auto or related industries at the beginning of the depression, Oakland County communities suffered very high unemployment levels—20% in Pontiac, 25% in Clawson, Berkley and Rochester. There were no unemployment compensation benefits. CCC, CWA, and WPA activities provided some job opportunities and the construction of a number of public facilities.

Establishment of the Federal Housing Authority in 1934 permitted a more stable housing situation by insuring mortgages and preventing previous speculative abuses. Nevertheless, the population growth in Oakland during the 1930's was only one-seventh that of the 1920's and tax foreclosures were enormous, with some 65% of all vacant subdivided lots in Oakland going on the auction block in 1938. Many families left the cities and returned to farms to make a living and ride out this dark period.

Recovery began in 1934, and Oakland County's turnaround was led by General Motors. The demise of the interurban electric trolley system in 1934 signalled the need for more roads, and more cars. The beginning of recovery in the auto industry, and passage of federal legislation such as the Wagner Act stimulated the rise of labor unionism, an early focus of which was the auto workers. After a series of strikes in late 1936, the first collective bargaining agreement between the new United Auto Workers and General Motors Corporation was reached in March, 1937. A third member was added to the previous dominant institutions of business and government, and the American economic system was forever changed. The cyclical recession of 1938 was curtailed by the onset of World War II and the need to again put the economy on a war footing.

World War II & The “Arsenal of Democracy”

The Detroit area became the “Arsenal of Democracy” during the war, producing transport vehicles, warplanes, guns, bombs, aircraft, diesel engines, and tanks. The automotive manufacturers contributed more products to the armed forces than any other single industry. Some 350 small industries sprang up in Oakland County during the early war years, mostly in Royal Oak, Southfield, Troy and Bloomfield Townships.

Southern and rural people were recruited by Michigan industries to fill gaps left by the military draft. New plants, plus the high production output of existing ones, added to the population and housing pressures on Oakland. These pressures, combined with war time rationing of gas and rubber caused workers to seek housing close to their plants which were increasingly locating in the countryside, away from the larger, older towns such as Pontiac. This caused a spreading of development beyond the limits of the “Woodward Corridor” from Detroit to Pontiac. In 1939 only 2,000 manufacturing workers were employed in plants outside Pontiac. By the end of the war, this figure had jumped to 21,000, and by the end of the Korean conflict, almost half the factory workers of Oakland worked outside of Pontiac. Income saved during the war years, and the G.I. Bill’s housing provisions both interacted to allow more families than ever before to own their own home. Oakland County offered the land, amenities, and job opportunities to serve this demand. Growth spread from the Woodward and Grand River corridors.

Suburban Explosion

The most dramatic period of Oakland’s growth, began in the immediate post-war years and accelerated during the 1950’s and 1960’s. Five major events triggered the growth of the County during the period from 1950-1970: the returning population of servicemen and the resulting “baby boom”; shifting of production from armaments to personal consumption goods by Oakland’s manufacturers; construction of the major interstate highways (I-75 and I-696) through the County and rapid extension of sanitary sewer and water systems to previously unserved areas; development of the first regional shopping center (Northland) outside of Detroit; and migration of people from the Detroit to the new residential developments and employment centers of Oakland. These events, when combined with the general expansion taking place throughout the national economy, fueled a period of growth in Oakland County which may never again be matched.

Motor vehicle production, the economic base of this expansion, passed the 9 million mark in 1955 and the 11 million mark in 1965.

During these twenty years, the County’s population increased by over one-half million people. The number of housing units more than doubled. Assessed valuation rose from less than \$600 million in 1950 to \$4.7 billion in 1970, an eight-fold increase in a time of low inflation. Employment jumped from approximately 150,000 to almost 350,000 and Oakland’s percentage of the region’s employment went from 12% to 22%. The number of office buildings, retail centers and manufacturing establishments grew at a rate even greater than the general regional growth taking place at the time.

Over 40,000 acres of land were platted in Oakland in this two decade period, more than a third of them in the western and northern townships which had not witnessed this sort of land development before. The number of farms in the County shrank from over 3,000 in 1950 to less than 900 in 1970. Fifteen new municipalities were created during this time including Madison Heights, Troy, Novi, Wixom and Southfield. The opening of I-696 in 1957 provided interstate access to the County, and I-75’s opening in 1962 connected the county north and south.

Improved access to markets and jobs afforded by the new freeways was a major stimulus to the emergence of Oakland County as an economic force. Northland Shopping Center, the first regional suburban center mall in the U.S. opened in 1954 adjacent to I-696. Immediately

abutting the northern boundary of Detroit, Northland was able to capture existing retail markets in Detroit as well as previously unserved markets in rapidly growing Oakland. The immediate and immense success of Northland, and its duplication in other "close in" suburban regional malls around Detroit, signalled two significant trends to business people: Oakland County was capable of supporting many more service and retail establishments; its accessibility provided significant locational advantages to manufacturing firms needing modern plants on large sites. As for the population in general, Oakland began to be seen as having city-type amenities such as comparison retail shopping and full services, in a setting perceived as more attractive than in-city locations. Availability of vacant land at initially reasonable cost resulted in the development of a major regional office corridor: Northwestern Highway in Southfield. Within 2-3 miles of Northland, land which sold for \$400-\$500 an acre before 1954, was selling for \$40,000-\$50,000 per acre only ten years later.

The number of manufacturing establishments in Oakland increased 60% from 1,000 to 1,600 between 1956 and 1970, and the number of manufacturing employees more than doubled in this period. Retail employment doubled and service employment almost quadrupled during this time. There continued to be a decrease in the percentage of County residents working in Detroit, from 26% in 1960 to 17% in 1970. Conversely, the percentage of residents working within the County rose from 59% to 65%. Major firms such as Reynolds Aluminum, IBM, Michigan Bell, Eaton, Federal Mogul, Bendix, and Ex-Cell-O moved either corporate or regional headquarters to Oakland between 1950 and 1970.

Two major institutions of higher education moved into the County during this period. Lawrence Institute of Technology moved to Southfield from its Highland Park building in 1955. Oakland University began in 1957 as a branch university of Michigan State University, and, later became an independent state university. Another important accomplishment was the creation of a community college system by a vote of the people in 1964.

Because of the need for a coordinated program of sanitary sewers, water lines, and drains to service new development, the County of Oakland greatly expanded its services and created a public works department which constructed badly needed utility infrastructure. This, plus expanding police, judicial, social service and other functions resulted in an increase in County government employment from about 1,500 in 1950 to 4,500 in 1965.

Median family income in the County rose from \$4,031 in 1949, to \$7,576 in 1959, and \$13,826 in 1969. This lucrative market fostered the creation of a number of small independent banks located in affluent and growing communities. Larger Detroit banks absorbed some small Oakland based banks. The largest County headquartered banks, Pontiac State Bank, Community National Bank, and Wayne—Oakland Bank, experienced a period of unprecedented growth. The majority of Oakland's residents and businesses were enjoying prosperity during these years of rapid growth.

Transition

With growth comes change, and at times change is disturbing and problem laden. Such was the case in the late 1960's and early 1970's in the metropolitan region, as in the nation as a whole. The civil rights struggles of this period were felt strongly in the region. The Detroit riot of 1967 and racial tensions accelerated the movement of white population to Macomb, Livingston and Oakland Counties. Despite the huge increase in the County's total population, the 1970 census showed for the first time, several Oakland communities losing population, all but one of them in the oldest southeast sector of the County. Although the aggregate loss was small and mostly reflected a decrease in family size, a trend of leveling off became apparent. A number of non-automotive manufacturing establishments had moved out of Pontiac during the 1960's and few new industrial firms moved into the County's southeast communities during this time. Yet, Oakland County as a whole was continuing its economic gains, albeit at a slower pace than

during the 1950-1970 period. The automobile market recovered from the 1969-70 slump to post three consecutive years of record sales. Building permits rose steadily from 1970 and the recovery year of 1971 was the highest ever recorded in Oakland, heavily bolstered by apartment building which accounted for over half the units authorized. Assessed valuation of property in Oakland was the second highest in the state. In 1973 construction began on the Pontiac Silverdome, and it was completed two years later. Overall employment continued to increase. Clearly, Oakland County was continuing to increase its economic and political power in southeast Michigan.

Present Challenge

The deep national recession of 1974-75, triggered by OPEC price and embargo actions in 1973, dampened economic growth from the national to the local level. Oakland County, with its automobile centered employment, was struck hard. Unemployment went to 14.4% as auto production fell to 9 million units and inflation climbed to 12% in 1975. The severity of this recession, escalation of energy costs, and increased foreign competition caused the U.S. automakers to launch a massive campaign to make their cars smaller, more fuel efficient and more "European" in their driving characteristics and aesthetics. This drastic shift in design and engineering led to a massive multi-billion dollar capital investment program which is still underway. The auto industry recognized that market preferences were rapidly changing and that structural shifts were taking place.

The 1974-75 recession was a milestone in the economic history of the area. As more communities showed population loss and as birth rates declined, demographers revised their earlier optimistic population projections. As double-digit inflation persisted, consumers realized that their enormous gains in income were in fact quite modest when adjusted for the cost of living. The price of a single family home in Oakland rose from \$25,600 in 1970, to \$39,100 in 1975, and to \$63,100 in 1979. This rapid escalation in housing costs caused a decline in sales beginning in 1978, after having recovered from the 1974-75 recession. Employment growth continued, but, as with the growth in population, this increase was more modest than in previous years. The number of business establishments in Oakland increased 60% between 1970 and 1975, but only 23% between 1975 and 1979.

Oakland had changed: from a farming area sparsely populated by pioneers and homesteaders; to the buggy capital of Michigan dotted with railroad towns; to a bedroom community for the industrial workers of Detroit; to one of the fastest growing and wealthiest areas in the U.S., a major economic force in its own right. Oakland at the end of the 1970's had become a mature urban county with an economic base and a population more like that of a small state rather than a county. The changes triggered by the 1974-75 recession were the most recent of many transitions experienced by Oakland during its 160 year history.

The Eighties and Beyond

In this last quarter of the twentieth century Oakland County finds itself with new problems and challenges. Its population in excess of 1 million; labor force of 477,000; average family income of more than \$30,000; housing stock of 373,000 units; 28,000 business establishments and \$26 billion property value gives Oakland enormous physical, economic, social and human resources. Its highway and utility systems are virtually complete and its centers of commerce and industry are well established. With excellent schools and colleges, numerous recreational and cultural opportunities, and a vast network of social and institutional agencies, Oakland is a major part of the Detroit metropolitan region.

The 1980's and 1990's will pose problems and offer challenges as all of the other eras have. The national and international economies, federal urban policy, trends in population composition, and technological advances will have enormous impact on this country and region. The new challenge is to make the County's growth qualitatively better, to capitalize on its assets and make the future as promising as it appeared to those first settlers in the 1800's.

Manufacturing

Oakland County employment in the manufacturing sector has gained in percent share of manufacturing employment in the six county Detroit SMSA since 1967. Proportionately more manufacturing employment is in Oakland County now than at any time even though manufacturing employment has declined 25% in the region since reaching its peak in 1973. Employment in transportation equipment dominates manufacturing employment with over 40% of all manufacturing employment. Since the 1979 peak, employment has declined steadily from 47% to 40% of manufacturing employment.

Labor Force

Our resident labor force numbered 453,300 at the end of 1984. Approximately 410,000 persons are privately employed in Oakland County. Approximately one-third of the labor force is employed in professional and managerial occupations, one-third as technicians sales and administrative occupations and the remainder in service, skilled, operative and laborer occupations.

About one-third of the resident labor force is employed outside the county and about one-third of those working in Oakland County live outside the county.

Population

Oakland County's one million plus population exceeds that of 12 states. Our 1970-1980 population growth of 104,000 was greater than that of 99% of all counties in the U.S. Between 1975 and 1980 net in-migration of 129,000 surpassed any other Michigan county. Growth since 1980 has slowed with approximately 54,000 people added to the 1980 population base.

Six million people live within 50 miles of Oakland County. The Detroit metropolitan area has a population over 4.3 million. Modest population growth is forecast for the county through the year 2005.

Employment Profile

Oakland County's employment composition is more diversified than any other county in the metropolitan area. 1984 employment by industrial division excluding government was:

Service	33.2%	Agriculture & Mining	1.0%
Manufacturing	23.5%	Finance, Insurance, Real Estate	6.4%
Retail Trade	22.2%	Construction	3.1%
Wholesale Trade	6.9%	Transportation & Utilities	3.7%

Our fastest growing employment sectors since 1980 have been agriculture (35.6%); services (15.6%); mining (13.7%) and retail trade (9.1%). Sectors showing decline in employment from 1980 to 1984 include construction (-29.0%); finance, insurance and real estate (-8.1%); and transportation and utilities (-6.8%).

Occupations

The number of jobs in Oakland County rose from 430,000 in 1980 to 455,000 in 1983 and are projected to increase to 521,950 in 1986. Professional, technology, managerial and proprietor occupations comprise 27% of county jobs. Sales, clerical, crafts and kindred occupations comprise 37% of county jobs. Finally, operatives, service and laborers comprise 35% of county jobs.

The profile of occupations and jobs in Oakland County does not match the occupational profile of the resident labor force. This is to be expected in the context of the southeast Michigan region. More professionals and managers live in the county than there are jobs in the county for these occupations. On the other hand there are fewer workers residing in the county who are employed in the other occupations and there are proportionately more jobs in those occupations.

Income

Oakland County has the highest income levels in Michigan and is one of the wealthiest counties in the U.S. The 1983 income data for Oakland shows the following:

Average Household Income	\$36,028
Median Family Income	\$28,807
Median Household Income	\$25,325
Per Capital Income	\$15,814
Aggregate Household Income	\$13.3 billion

Financial Institutions

There are 26 state and national banks headquartered in Oakland County, with assets of about \$4 billion. Comerica Bank is constructing its corporate operations center here, and all Detroit-headquartered banks have branches located in the County. Savings and loan associations in Oakland have assets in excess of \$7 billion. Insurance companies based here include Macabees and Alexander Hamilton. Manufacturers Hanover Trust Company is a major mortgage banker in Oakland.

Transportation

Oakland County is centrally located to southeastern Michigan's population and industry. The Grand Trunk and the C & O railroads furnish rail freight service through extensive areas of the county. The principal freeways, I-75, I-96, I-275, and I-696, are supplemented by several federal primary highways and state trunklines. Current extension of I-696 will further improve east-west travel. The Oakland County Road Commission maintains 799 miles of county primary roads and 1,757 miles of local roads.

Oakland-Pontiac Airport, Michigan's busiest aviation airport, has four runways to handle a variety of aircraft needs. The main runway is 6,200 feet long and accommodates DC9 and 727 aircraft. The FAA tower has the most modern equipment. An extensive line of support businesses and services are located at the airport including a newly opened executive flight terminal and operations. Oakland-Troy Airport serves single-engine and small twin-engine aircraft for corporate and individual traffic in southeastern Oakland County. Detroit Metropolitan Airport is within 45 minutes of most of the population and business in Oakland County and handles all major passenger and freight carriers for national and international air transport.

Utilities And Energy

Utility infrastructure in the county is fully developed and serves many vacant industrial and commercial sites. Most of Oakland County's population, and industrial and commercial districts are served by public water supply and sanitary sewer. The County's Department of Public Works operates and maintains several major sewer interceptors, water transmission and distribution systems and lateral sanitary sewer systems for local municipalities. Much of Oakland County is tied in with the Metropolitan Detroit Water and Sewer System. Electric power is supplied by Detroit Edison, with natural gas supplied by Consumers Power and both are available in abundant supply throughout the county.

Taxes

The total property tax rate in Oakland County's cities ranges from about \$45 to \$79 per \$1,000 assessed valuation (which is 50% of true cash value). The total property tax rate in Oakland County's townships generally range from about \$40 to \$60. A property tax credit is available to homeowners and renters whose home property taxes, or 17% of rent paid, is more than 3.5% of household income. The credit, up to \$1,200, is applied to the state income tax, or refunded by the state, and reduces the net cost of property taxes for many homeowners and renters.

Business property tax rates are the same as for residential, and likewise are applied to 50% of true cash value. Personal property used in a trade or business is similarly taxed, but the original cost is discounted to reflect depreciation. Of importance is the exemption of inventory and certain tools, dies, and jigs from taxation. Companies can obtain property tax abatements of from 50%-100% on improvements for up to 12 years in many communities in Oakland.

Most municipalities in Oakland County levy no income tax on either personal or business income. The principal state tax levied on entities doing business in Michigan is the Single Business Tax (SBT), which is assessed in lieu of any other state business tax such as income or franchise. The SBT most closely resembles a value-added tax and only applies to the company's operations in Michigan. Oakland has maintained solid growth and prudent management, as verified by its A1 general obligation bond rating.

Major Commercial Areas

Birmingham, Ferndale, Pontiac, Rochester and Royal Oak are representative of the traditional small "downtown" shopping areas scattered throughout the county. In addition to these revitalized central business districts, Oakland has over 15.5 million square feet of retail floor area in 57 local and regional centers ranging from 4,000 s.f. to over 2 million s.f. Specialty centers focused on fashion, foods, or discount brands also abound. Oakland County has emerged over the last twenty years as the premier shopping area of southeast Michigan.

Major Office Concentrations

Oakland County has hosted spectacular office construction over the past 15 years. Today, we have over 36 million square feet of office space, over half the leaseable floor area in southeast Michigan. Major office districts are found in Southfield and Troy, which together exceed the office floor area of any large city within a 250 miles radius. Farmington Hills, Pontiac and Birmingham are emerging as major centers of new office construction. These office concentrations are in turn generating growth in supporting businesses and services such as restaurants, catering, office supply, reproduction, computer services, telecommunications and legal, accounting and management services.

Industrial Parks

Fifty-eight industrial parks with 4,863 total acres are distributed in 18 communities of the county. Three thousand two hundred ninety-two acres are immediately available in these parks. Several parks specialize in high-tech. Almost all parks are fully improved with all utilities. Most parks are near freeways.

In addition to the 3,292 acres currently available within our industrial parks, Oakland contains 12,000 acres of vacant industrially zoned land, and 6,700 acres of vacant commercially zoned land.

Business Climate

Business and industry has always found a welcome home in Oakland County. Our spectacular growth in the last three decades is no accident and we are continuing that tradition. Oakland has become the advanced services and technology center for southeast Michigan. Both big corporations and small entrepreneurs have found this an ideal area to start, grow and multiply a company.

Actions talk in terms of business investment, and a sample of some of our largest companies gives an indication of Oakland's economic size and diversity:

General Motors Corporation; Ford Motor Company; American Motors; Volkswagon of America; Federal-Mogul; Budd Company; Ex-Cell-O; Rockwell International; Allied Automotive; Valeron Corporation; DeVlieg Machine; Sperry-Vickers; Lear-Siegler; Babcock & Wilcox; Jervis Webb; Williams International; Westinghouse; Dana; Eaton Corporation; Xerox; IBM; and Burroughs Corporation.

A number of Fortune 1000 and other large companies have their headquarters in Oakland County. These include:

American Motors; Ex-Cell-O; Federal Mogul; Frederick & Herrod; Guardian Industries; Cross & Trecker; Handleman; R. P. Scherer; Core Industries; Simpson Industries; Kuhlman Corp.; Douglas & Lemasen; Budd Co.; Valeron Corp.; Barton-Malow Co.; Darin & Armstrong; Kelly Services; PerryDrug Stores and Michigan National Corporation.

As technological innovation continue to transform the automobile industry and its related businesses, many advanced technology companies have found Oakland County an ideal location. Some of our high-technology firms include:

GMF Robotics; ASEA; Copperweld Steel; Perceptron Machine Vision, Autoflex-MIS; General Dynamics; Control Data; IBM; Texas Instruments; Centronics Data Computer; Computer Dynamics; Ina Corp; LDJ Electronics & Computers; Michigan Scientific; Digital Equipment Co., Storage Technology Corp.; Intra Corp.; Applied Control Technologies; Techni-disc; Structural/Kinematics; Laser Lab; Mosaic Systems; Energy Conversion Devices; Lexitel; Schlumberger; Parke-Davis Division of Warner Lambert and Immuno.

Oakland County has over 20,000 business establishments and 85% of them have fewer than 10 employees. Of our largest 100 employers, 18% are manufacturing establishments. More than half the foreign firms in southeast Michigan are located in Oakland County and they employ over 8,000 people. Oakland County ranks first in the U.S. in the manufacturing of machine tool accessories and truck and bus bodies manufacturing. We are also very strong in engineering, health services and business services. In recent years, Oakland County has experienced exceptional growth in: advertising agencies; computer programming and software; R & D labs; management & public relations services; commercial testing labs and legal services.

INC. magazine, in its 1983 Report on the States, ranked Michigan 28th based on, capital resources, labor, taxes, state support and business activity; and 3rd in terms of state support of small business. Our commitment to maintain a healthy economic climate in Oakland County has never been stronger, and the companies that call Oakland home in increasing numbers are proof that business is welcome here.

MINORITY BUSINESS PROFILED

Oakland County has a substantial and growing number of minority owned businesses. In Pontiac, there are more than 250 black-owned businesses including restaurants, automotive repair, carpenters, electrical contractors, consultants, janitorial services, roofing, credit unions, and many other types. Nearly 100 black-owned businesses are located in Southfield, such as industrial sales, personnel agencies, data processing, financial planners, business consultants, and building maintenance. We profile four black-owned businesses that have recently achieved important growth.

United Motors Corporation (UMC), a limousine design and manufacturing company employing 13 personnel, was incorporated in February, 1983 but did not open its doors until mid-1984 after extensive marketing and engineering research was completed. Joseph Wright is the president and James Bardia is managing director of the company. UMC is the only minority-owned business of this type in the nation. The company is located in Pontiac and has a representative office in New York.

The company designs and manufactures a line of customized luxury class stretch limousines to meet the needs of a rapidly growing limousine market. The limousines sell for \$35,000 to \$50,000 depending upon custom orders. The d'Bardia Cadillac and Lincoln models, featuring a 46" stretch, are available with technological innovations such as cellular telephones and computer acceptability in addition to audio, video and communications equipment.

The 1983 national production of limousines was approximately 4,000. It is estimated that the market has grown 4-6% per year for the past four years and is projected to increase from 5-10% per year during the next five years. UMC expects to build 125 limousines in 1985, with a 3% market penetration. Growing penetration is expected in future years, with the prospect of increased employment.

Ludot Personnel Services, Inc. is a fifteen year old professional recruiting and executive search firm located in Southfield's Prudential Town Center. The firm specializes in identification and placement of well qualified minority and female professionals for corporate clients by means of direct recruiting. Its clients are predominately large multinational manufacturing concerns from the "Fortune 500."

Since its founding in Detroit in 1969, the firm has been successful in placing over 5,000 professionals on a nation-wide basis in positions ranging from entry level to \$100,000 per annum positions. According to Michael J. Morton, one of the principal owners of the firm, "We have now been in business a sufficient period of time to see some of the people we placed at entry level become Vice Presidents in sizeable corporations, heading entire functional areas of responsibility. Our data base of minority professionals (active and inactive) now exceeds 250,000 persons."

Young Industrial Sales Corporation, started in 1972 as a warehouse distributor of fasteners primarily to the automobile industry, has now grown to become a multi-national strategic raw material distribution business with eight divisions nation-wide as well as distribution capabilities in the areas of: fuel products, fasteners, metals, railroad products, and steel fabrication. This black owned and operated business is based in Birmingham. It employs more than 87 persons nation-wide and, as a multi-million dollar corporation has become a major military and private sector supplier. The President, Carl Young stated his goal is "to become the very best conglomerate in America." **Louis Cunningham and Associates, Inc.** is a registered investment advisory firm established in 1978, specializing in creative planning techniques with emphasis in the areas of tax and investment planning. The firm analyzes individual financial profiles and develops tax investment and financial strategies and alternatives; investigates risks parameters and individual investments, thus implementing financial goals; and specializes in long-range retirement and pension planning.

The company advises middle to upper-scale management executives. Examples of the clients are Ford engineers and Proctor and Gamble and General Electric executives. The firm also provides seminars to small companies with employees of 50 or more. Louis Cunningham, CFP, is the corporation's president. The company is located in Southfield.

Education

There are 28 local public school districts in charge of K-12 education in the County. Oakland Schools, the area-wide 'intermediate' district, finances four modern vocational centers which are operated by local districts. Oakland Schools also furnishes other area wide services in procurement, computer services, library and media services, teaching for home bound and hospitalized pupils, etc. Local school districts in Oakland County consistently rank at or near the top of the state in math and reading proficiency testing.

There are 14 institutions of higher education in Oakland County, the largest of which are Oakland University with 11,600 students, and Oakland Community College, a multi-campus system with 24,000 students. Lawrence Institute of Technology, Cranbrook Academy, and Walsh College are among the several private institutions. Our educational resources also include 73 private and parochial schools, and 34 public libraries. Oakland University, Oakland Community College - Auburn Hills, and Lawrence Institute of Technology are especially strong in engineering and advanced technology programs. Michigan State University's Management Education Center is also located here.

Housing

Oakland County offers a tremendous variety of housing. Twenty-six percent of all housing units are rental units. The average selling price of an Oakland County residence is \$70,400. Many of the region's most desirable and attractive residential areas are concentrated in the County. Housing types range from "neat as a pin" bungalows costing \$30,000 to executive colonials to splendid mansions worth in excess of \$3 million.

Sports/Entertainment/Culture

The Silverdome, one of the largest all weather stadiums in the U.S. with 80,000 seats is home for: Detroit Lions NFL football, Michigan Panthers USFL football, Detroit Express soccer and Detroit Pistons basketball. We have the largest horse population in Michigan. Hazel Park Race Track is located here. The Detroit Zoological Park is here, its beautiful gardens enhancing a renowned zoo with more than 5,000 animals. Oakland County has over 78 square miles of recreational/conservation lands, which in addition to the nine County parks, include eight state parks and three metro parks. There are five alpine ski areas, 19 crosscountry ski areas, and 40 golf courses. Hundreds of lakes accommodate sailing, boating, water sports and fishing. The Detroit Symphony Orchestra performs its summer season at Meadowbrook in Oakland County. Meadowbrook Theatre offers top-drawer productions and the big name acts go on at Pine Knob Music Theatre, Royal Oak Music Theatre, and the Birmingham Theatre. Local symphony and chamber music groups, and many community theater companies compliment the professional entertainment.

Health Care

We have over 42,000 employees in health care. At the two digit SIC classification level, health care (SIC 80) is the largest industry in Oakland, exceeding transportation equipment. There are 16 hospitals in Oakland County with 4,590 beds and 18,000 workers. There is one short stay bed per 242 residents. A number of the County's hospitals are teaching hospitals affiliated with medical schools at Wayne State University and The University of Michigan.

Government

In 1974, Oakland's citizens voted to create the first unified form of government in Michigan. Less than 60 such governments exist across the nation. The government is headed by an elected County Executive, whose responsibilities are similar to those of a governor or the mayor of a large city. The County Executive administers the County on a day to day basis, proposes programs and policies, and represents the interests of Oakland's citizens.

The Board of Commissioners' role is similar to a state legislative or city council. It acts on proposals submitted by the County Executive and makes proposals of its own. Policy is set by the Board of Commissioners and implemented by the County Executive.

The County of Oakland has never had a fiscal year deficit; has in the last four years reduced its millage rate and is operating substantially below authorized rates; and has won numerous awards for efficiency and effectiveness in operations. The same progressive, business-like approach to government operations holds true in the 27 cities, 22 townships and 12 villages that comprise the local communities of Oakland.

The County of Oakland, as well as most of its larger communities, are actively engaged in promoting economic development, including the use of job training, financial incentives, marketing assistance and site and building location services. The numbers tell the story: from 1971 to 1981, the number of business establishments in the county doubled, and employment increased by 75%.

Climate

Oakland County enjoys a four-seasons climate tempered by the Great Lakes. Average high and low temperatures are 32 and 19 degrees in January and 83 and 63 degrees in July. Generally, we experience fewer than 12 days per year over 90 degrees, and fewer than 7 days below zero. Average annual precipitation is 32 inches.

Geography & Land Use

Nine hundred square miles in area, Oakland County ranks thirteenth in size of Michigan's 83 counties. Although highly urbanized, Oakland is still 52% undeveloped and open space. 1981 land use in the County was classified as follows:

Residential	32%
Commercial	4%
Industrial	3%
Public, Utility, Institutional	17%
Agricultural	12%
Vacant	28%
Water	4%
	100%

We have 450 lakes with 41 square miles of surface area, and numerous rivers, streams and hilly areas that add to the land's variety and beauty. 620 farms comprising 71,000 acres are still active and much of the County is characterized by wooded areas, rolling fields, golf courses, parks and recreation in close proximity to residential, commercial and industrial development.

People

PEOPLE - TABLE OF CONTENTS

Table	1	- Population Detroit SMSA and Constituent Counties, 1950-1982	2
Table	2	- SEMCOG's Household and Population Projections, 1980-2005	3
Chart	1	- Population Projections by County, Oakland, Wayne and Macomb Counties 1980-2005	4
Chart	2	- Oakland County Actual and Projected Population 1960-2005	5
Table	3	- Population Projections 1980-2005	6
Table	4	- County Household Forecast 1980-2005	6
Table	5	- Population by Race, Oakland County 1980	7
Table	6	- Education Achievement of Oakland County's Population, 1980	7
Table	7	- Marital Status of Oakland County's Population, 1980	8
Chart	3	- Oakland County Population Age Profiles 1980 and 1985	9
Table	8	- Population of Oakland County Communities, 1930-2980	10
Table	9	- Rank of Largest Communities by Population	12
Table	10	- Top Ten Community Population Growth Rates 1940-1980	13
Table	11	- Ranked Population of 10 Largest Communities in Oakland County 1930-1980	14
Table	12	- Social Characteristics, 1980	15
Table	13	- General Population and Household Characteristics, 1980	16
Table	14	- Per Capita Income as a Percent of National Average for Counties in the Detroit SMSA 1978-1983	17
Table	15	- Per Capita Personal Income for Counties in the Detroit SMSA 1978-1983 ..	18
Table	16	- Personal Income - Annual Growth Rate for Counties in the Detroit SMSA	18
Chart	4	- Effective Buying Income - Oakland County	19
Table	17	- Effective Buying Income - Oakland County	20
Table	18	- Effective Buying Income	20
Table	19	- Income Characteristics, 1980	21
Table	20	- Oakland County Residents by Place of Work, 1970 and 1980	22
Table	21	- Principal Means of Transportation to Work Selected Counties and Metropolitan Areas: 1980	23
Table	22	- Inter-County Travel Patterns in Southeast Michigan	24

Detroit SMSA Compared to Other Michigan SMSAs

The Detroit Standard Metropolitan Statistical Area (SMSA) includes the counties of Oakland, Macomb, Wayne, Lapeer, Livingston and St. Clair. It is by far the largest metropolitan area in the state. Until 1970, it was the only Michigan SMSA with a population in excess of 500,000. In 1970 it contained 50% of the state's population, while the next largest SMSA, Grand Rapids contained 6% of the state's population. The Detroit SMSA's net population loss from 1970 to 1980 of 81,638 decreased the area's percentage of state population to 47%, with a total 1980 population of 4,353,413. After an estimated increase in 1982 population the 1983 U.S. Census Bureau estimates showed a further decline of 6,000 people in the SMSA. Nonetheless, in 1980 the Detroit SMSA was seven times greater in population than the next largest SMSA, Grand Rapids, and 16 times greater than the Ann Arbor SMSA. The Detroit Metro area contained 1.9% of the U.S. population.

Oakland County in Relation to the Detroit SMSA

Wayne County, with its concentration of population in Detroit, has historically contained the largest percentage of population in the Detroit SMSA. Between 1950 and 1980 it has decreased from 76% to 54% of the region's population and by 1982 the population was down to 51% of the SMSA. This trend of decreasing concentration in central cities is similar to that experienced in older large metropolitan areas throughout the country. This trend is also reflected in the percent of population increase in the contiguous counties of Macomb and Oakland. Further decentralization is evident in the growing percentages of the area's population in the outlying counties of Livingston, Lapeer and St. Clair. From 1970-1980 Wayne County experienced a population decrease of 12.5%. Oakland and Macomb Counties grew in population but at a slower rate than the previous decade (11.4% and 11.1% respectively). The counties with the largest percentage growth rates in the 1970-80 decade were Livingston and Lapeer with 70.1% and 33.8% respectively. Oakland County's population is projected to grow modestly as the century progresses; household growth is, however, projected at higher rates). although estimates of the 1982 population show a small decline in Oakland County population, they are based on an estimated drop in general SMSA population that has been spread over almost all of the counties. Population estimates for 1983 prepared inhouse indicate an increase of 44,000 people in Oakland County since 1980 which translates to 24% of the estimated SMSA's population residing in the county.

Table 1

POPULATION - DETROIT SMSA AND CONSTITUENT COUNTIES, 1950-1982

	DETROIT SMSA ¹	OAKLAND		MACOMB		WAYNE		LAPEER		LIVINGSTON		ST. CLAIR	
	total	total	% of area	total	% of area	total	% of area	total	% of area	total	% of area	total	% of area
1950	3,170,315	396,001	12	184,961	5	2,435,235	76	35,794	1	26,725	.8	91,599	3
1960	3,949,720	690,259	17	405,804	10	2,666,297	68	41,926	1	38,233	.9	107,201	3
1970	4,435,051	907,871	20	625,309	14	2,670,368	60	52,361	1	58,967	1	120,175	3
1980	4,353,413	1,011,793	23	694,600	16	2,337,891	54	70,038	2	100,289	2	138,802	3
1982	4,369,300 ^A	999,967	23	688,173	16	2,241,392	51	69,716	2	100,487	2	137,704	3
1983	4,347,400 ^A												

¹as defined by 1980 census to include Wayne, Oakland, Macomb, Lapeer, Livingston and St. Clair Counties.

Source: City and County Data Book, 1952, Table 3.
 1960-1980; Number of Inhabitants, Michigan 1980, Table 11.
 1982; U.S. Dept. of Commerce Bureau of the Census.
 A = U.S. Bureau of Census Estimates for the Detroit PMSA.

Oakland County Growth

In its most recent population and household forecasts, the Southeast Michigan Council of Governments has projected Oakland County's household and population growth over the 25 year period from 1980 to 2005 to lead the seven county region. Oakland's households (occupied housing units) are projected to increase 48%; population will increase 26%. Almost half the seven county region's population increase is forecasted in Oakland County.

Table 2

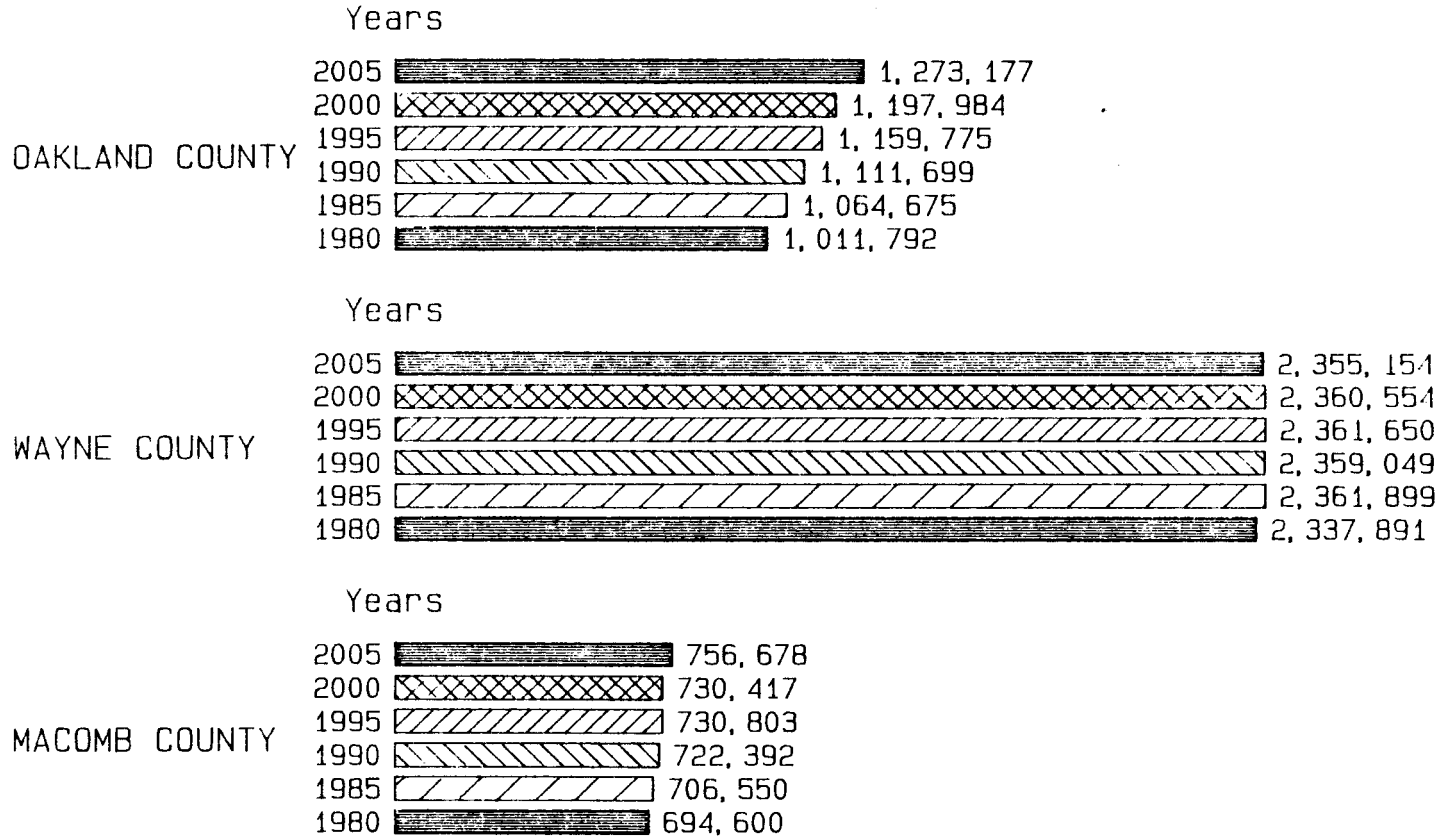
SEMCOG'S HOUSEHOLD AND POPULATION PROJECTIONS, 1980-2005

	HOUSEHOLDS		POPULATION	
	1980	2005	1980	2005
Detroit	433,488	475,940	1,203,339	1,103,279
Out Wayne Co.	390,681	515,825	1,134,552	1,233,704
Oakland Co.	355,187	526,334	1,011,792	1,273,177
Macomb Co.	229,820	309,764	694,600	756,678
Washtenaw Co.	78,937	142,339	264,748	344,147
Monroe Co.	43,110	73,676	134,659	188,378
Saint Clair Co.	47,308	66,995	138,802	163,577
Livingston Co.	31,344	67,776	100,289	174,298
Regional Total	1,609,875	2,178,649	4,682,781	5,237,238

Source: SEMCOG, Small Area Forecast Version '84.

The SEMCOG forecast also includes projections for individual municipalities. Oakland County communities with projected household growth exceeded 10,000 units include: Rochester Hills, Farmington Hills, Southfield, Troy, and West Bloomfield.

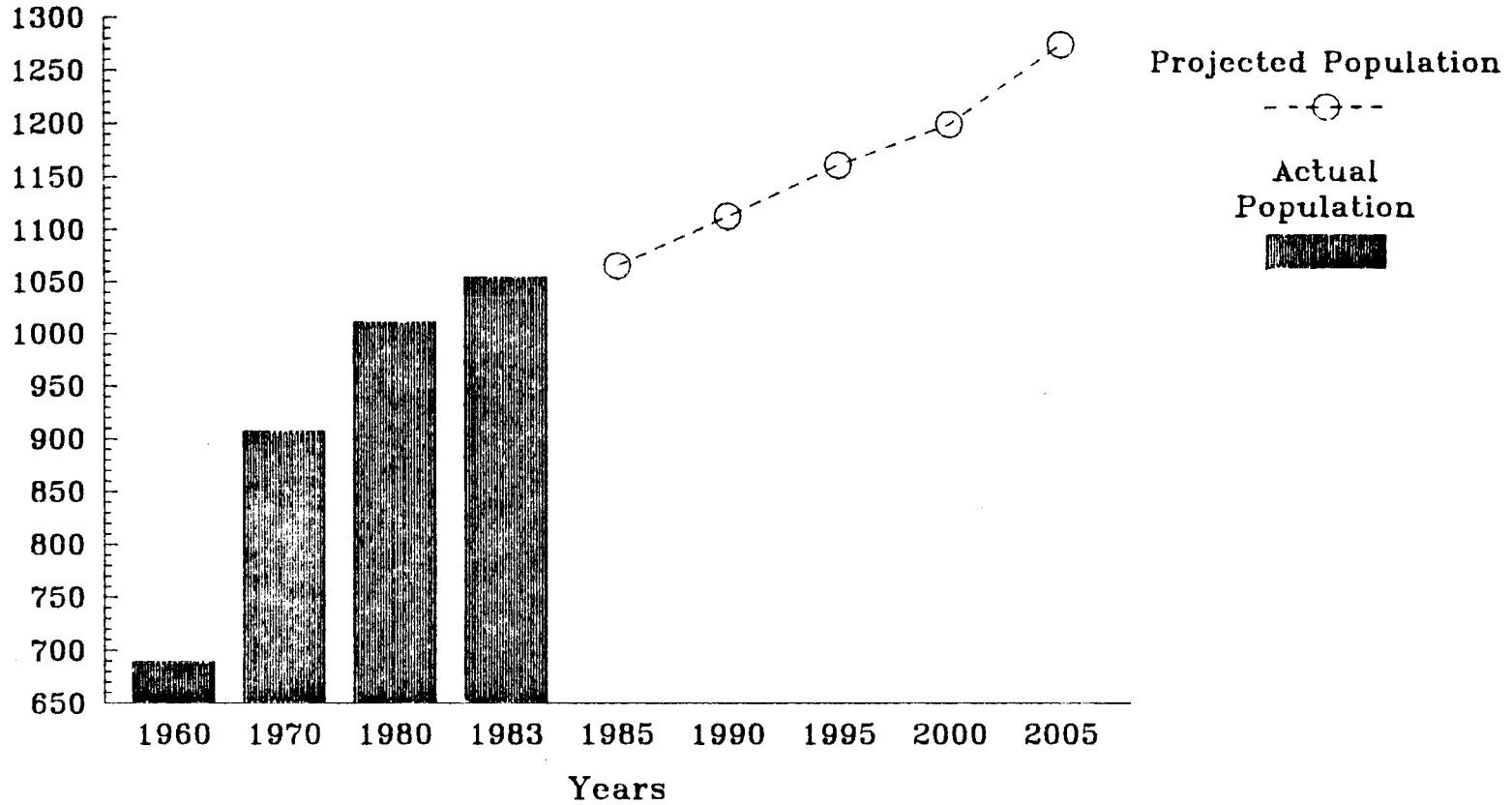
POPULATION PROJECTIONS BY COUNTY
 Oakland, Wayne and Macomb Counties
 Years: 1980 - 2005



* 1980: U.S. Bureau of the Census
 Source: Southeast Michigan Council of
 Governments - Small Area Forecasts: Version '84.

OAKLAND COUNTY Actual and Projected Population Years: 1960 - 2005

Population in Thousands



Source: Actual—U.S. Bureau of the Census
 Projections—O.C. Planning Div. 1983 Estimate
 1985—2005 SEMCOG Small Area Forecasts—Vers.'84.

Table 3

POPULATION PROJECTIONS 1980-2005

	OAKLAND	WAYNE	MACOMB	LIVINGSTON	ST. CLAIR
1980 ^A	1,011,792	2,337,891	694,600	100,289	138,802
1985	1,064,675	2,361,899	706,550	104,314	145,932
1990	1,111,699	2,359,049	722,392	117,386	148,636
1995	1,159,775	2,361,650	730,803	131,501	152,250
2000	1,197,984	2,360,554	730,417	147,425	155,978
2005	1,273,177	2,355,154	756,678	174,298	163,577

A: 1980 U.S. Bureau of Census actual counts.

Source: SEMCOG Small Area Forecasts Version '84.

Table 4

COUNTY HOUSEHOLDS FORECAST

1980-2005

<u>County</u>	<u>Household</u>	<u>% Increase From 1980</u>
<u>Oakland</u>		
1980	355,187	
1985	373,592	5.2%
1990	412,786	16.2%
1995	451,048	27.0%
2000	489,938	37.9%
2005	526,334	48.2%
<u>Wayne</u>		
1980	823,971	
1985	832,056	1.0%
1990	875,283	6.2%
1995	914,050	10.9%
2000	957,496	16.2%
2005	991,624	20.3%
<u>Macomb</u>		
1980	229,820	
1985	240,787	4.8%
1990	261,928	14.0%
1995	279,298	21.5%
2000	295,560	28.65%
2005	309,764	34.8%

Source: U.S. 1980 Census and SEMCOG Small Area Forecast "Version '84."

Table 5
POPULATION BY RACE, OAKLAND COUNTY, 1980

	NUMBER	PERCENT
White	942,067	93.1%
Black	47,962	4.7
Indian	2,737	0.3
Asian	11,720	1.2
Other	7,307	0.7
TOTAL	1,011,793	100.0

Source: U.S. 1980 Census

Table 6
EDUCATION ACHIEVEMENT OF OAKLAND COUNTY'S POPULATION, 1980

Highest Level Achieved:	Number	% of State
4 years high school	268,610	10.4%
College 1-3 years	141,081	12.4%
4 years	80,157	18.5%
5 years or more	73,792	19.2%
County population as % of state		10.9%

Source: U.S. 1980 Census

Table 7
MARITAL STATUS OF OAKLAND COUNTY'S POPULATION, 1980

STATUS	TOTAL	FEMALE	MALE
Single	197,065	90,231	106,834
Married (excluding separated)	469,694	234,775	237,919
Separated	9,925	5,807	4,118
Widowed	49,291	41,855	7,436
Divorced	54,662	32,497	22,165
TOTAL	780,637	405,165	375,472

*over 14 years of age

Source: 1980 Oakland County Census of Population and Housing.

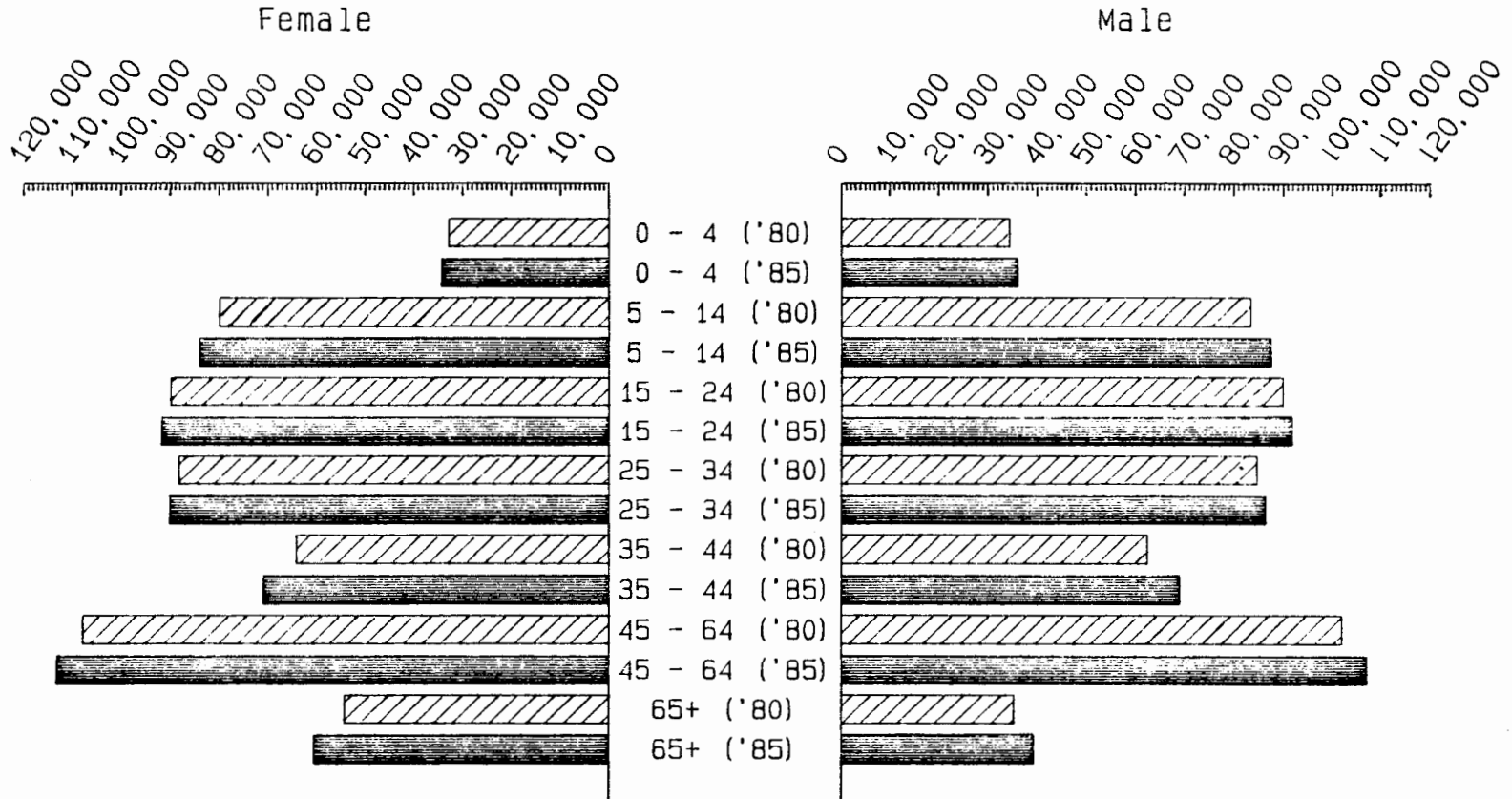
Population Profile (1980 Census)

Oakland County's population in the 15-34 years of age cohort reflects the "baby boom" years after World War II. The largest age cohort is 15-24, while the smallest is that of 0-4 years. The median age of the county is 30.3 years, up from the 1970 median age of 29 years. Thus, a large segment of the population continues to be of child-bearing age. Ninety-three percent of the population over 14 years of age is married (60%) and 25% are single.

The birth rate of the county fell from a high in 1956 of 31.4 live births per 1,000 people to a low in 1976 of 12.8 births per 1,000 people. Since 1976 the rate rose to 18.5 births per 1,000 people in 1982 and declined slightly to 17.2 births per 1,000 people in 1984. The birth rate is expected to remain close to that level in the near future.

The death rate in Oakland County remained between six and 7.1 deaths per 1,000 people from 1950 until 1981. Since 1982 the death rate has been rising slightly from 8.0 to 8.8 in 1984. This range is expected to continue into the foreseeable future.

OAKLAND COUNTY Population Age Profiles 1980 and 1985



Source: 1980-O.C.Census of Population & Housing
 1985-Estimate from SEMCOG Small Area
 Forecast-Version '84.

Table 8

POPULATION OF OAKLAND COUNTY COMMUNITIES, 1930-80

	1930	1940	1950	1960	1970	1980
Addison Township	674	739	900	1,332	2,431	4,184
Avon Township	3,407	5,017	8,903	15,946	24,513	40,779
Berkley City	5,571	6,406	17,931	23,275	21,879	18,637
Beverly Hills Village				8,633	13,598	11,598
Bingham Farms Village				394	566	529
Birmingham City	9,539	11,196	15,467	25,525	26,170	21,689
Blmfld. Hills City	1,127	1,281	1,468	2,378	3,672	3,985
Bloomfield Twp.	1,352	1,771	3,851	22,530	42,788	42,876
Brandon Twp.	794	999	1,447	2,416	3,830	8,336
Clarkston Village	639	653	722	769	1,034	968
Clawson City	3,377	4,006	5,196	14,795	17,617	15,103
Commerce Twp.	1,789	2,957	7,421	9,608	14,556	18,789
Farmington Hs. City						58,056
Farmington Twp.	3,512	5,695	11,224	25,526	46,767	
Farmington Citv	1,243	1,510	2,325	6,881	10,329	11,022
Ferndale City	20,855	22,523	29,675	31,347	30,850	26,227
Franklin Village				2,262	3,311	2,864
Groveland Twp.	674	930	981	1,306	2,570	4,114
Hazel Park City			17,770	25,631	23,784	20,914
Highland Twp.	1,206	1,726	2,944	4,855	8,372	16,958
Holly Twp.	918	1,036	1,367	3,269	3,041	3,612
Holly Village	2,252	2,343	2,663	2,282	4,355	4,874
Huntington Woods City	655	1,705	4,949	8,746	8,536	6,937
Independence Twp.	1,164	1,627	3,448	10,121	16,327	20,569
Keego Harbor				2,761	3,092	3,083
Lake Angelus Village	27	139	123	231	573	397
Lake Orion Village	1,369	1,933	2,385	2,698	2,921	2,907
Lathrup Village City				3,556	4,676	4,639
Leonard Village	280	276	391	359	378	423
Lyon Township	1,030	1,324	1,647	2,880	4,500	7,078
Madison Heights City				33,343	38,599	35,375

Table 8 Continued...

	1930	1940	1950	1960	1970	1980
Milford Township	654	913	1,065	1,548	2,557	5,146
Milford Village	1,364	1,637	1,924	4,323	4,699	5,041
Northville City (pt.)		112	259	985	2,367	2,785
Novi Township	1,571	2,316	3,827	64	182	150
Novi City				6,390	9,668	22,525
Oakland Township	792	966	1,343	2,469	4,793	7,628
Oak Park City	1,079	1,169	5,267	36,632	36,762	31,357
Orchard Lake Village	178	295	696	1,127	1,487	1,798
Orion Township	1,373	2,400	4,780	9,146	14,189	19,566
Ortonville Village	553	622	702	771	983	1,190
Oxford Township	923	1,213	1,837	3,204	5,953	7,823
Oxford Village	2,052	2,144	2,305	2,357	2,536	2,746
Pleasant Ridge City	2,885	3,391	3,594	3,807	3,989	3,217
Pontiac Township	2,669	3,465	6,210	8,950	12,646	15,388
Pontiac City	64,928	66,626	73,681	82,233	85,279	76,715
Quakertown Village				482	837	
Rochester City	3,554	3,759	4,279	5,431	7,054	7,203
Rose Township	661	797	1,105	1,482	2,502	4,465
Royal Oak Township	17,472	22,040	20,966	8,147	6,326	5,784
Royal Oak City	22,904	25,087	46,898	80,612	86,238	70,893
Southfield Township	3,174	8,486	18,499	30	46	40
Southfield City				31,501	69,285	75,568
South Lyon City	844	1,017	1,312	1,753	2,675	5,214
Springfield Township	923	1,273	1,825	2,664	4,388	8,295
Sylvan Lake City	799	1,041	1,165	2,004	2,219	1,949
Troy Township	3,867	6,248	10,087			
Troy City				19,402	39,419	67,102
Walled Lake City				3,550	3,759	4,748
Waterford Township	7,942	12,019	24,275	47,008	59,123	64,250

Table 8 Continued...

	1930	1940	1950	1960	1970	1980
West Bloomfield Township	3,522	5,597	8,720	13,867	28,563	41,962
White Lake Township	1,114	1,643	4,182	8,381	14,311	21,870
Wixom City				1,531	2,010	6,705
Wolverine Lake Village				2,404	4,301	4,968
Wood Creek Farms Village				684	1,090	
Total	211,251	254,068	396,001	690,603	907,871	1,011,793

Source: Statistical Profile of Oakland County, Michigan, 1974.

Population by Census Tract for Oakland County, 1980.

Table 9

RANK OF LARGEST COMMUNITIES BY POPULATION

COMMUNITY	RANK				
	1980 ¹⁾	1983 ²⁾	1985 ³⁾	1990 ³⁾	1995 ³⁾
Pontiac	1	2	2	3	3
Southfield	2	1	1	1	1
Royal Oak	3	3	3	4	5
Troy	4	4	4	2	2
Waterford Twp.	5	5	5	5	6
Farmington Hills	6	6	6	6	4
Bloomfield Twp.	7	9	9	9	9
West Bloomfield	8	8	8	8	8
Rochester Hills	9	7	7	7	7
Madison Heights	10	10	10	10	10

Sources:

1) U.S. 1980 Census

2) Oakland County Division of Planning Estimates

3) SEMCOG Small Area Forecasts Version 1984

Table 10

TOP TEN COMMUNITY POPULATION GROWTH RATES, 1940-80

RANK	1940-1950		1950-1960		1960-1970		1970-1980	
	COMMUNITY	GROWTH RATE	COMMUNITY	GROWTH RATE	COMMUNITY	GROWTH RATE	COMMUNITY	GROWTH RATE
1.	Oak Park City	350.5	Oak Park City	595.5	Novi Twp.	184.3	Wixom City	233.6
2.	Huntington Woods City	190.3	Bloomfield Twp.	485.0	Lake Angeles Vill.	148.1	Novi City	132.9
3.	Berkley City	179.9	Northville City	280.3	Northville City	140.3	Brandon Twp.	117.7
4.	Commerce Twp.	160.0	Farmington City	195.9	Southfield City	119.9	Highland Twp.	102.6
5.	White Lake Twp.	154.5	Independence Twp.	193.5	West Bloomfield Twp.	106.0	Milford Twp.	101.3
6.	Orchard Lake Village	135.9	Clawson City	184.7	Troy City	103.1	South Lyon City	94.9
7.	Northville City	131.2	Holly Twp.	139.1	Groveland Twp.	96.8	Springfield Twp.	89.0
8.	Southfield Twp.	118.0	Farmington Twp.	127.4	Oakland Twp.	94.1	Rose Township	78.5
9.	Bloomfield Twp.	117.4	Milford Village	124.7	Holly Village	90.8	Addison Twp.	72.1
10.	Independence Twp.	111.9	White Lake Twp.	100.4	Bloomfield Twp.	89.9	Troy City	70.2
	County Growth Rate:	55.9		74.4		31.5		11.4

Source: Statistical Profile of Oakland County, Population Table 4

Table 12

SOCIAL CHARACTERISTICS, 1980

	MACOMB COUNTY	OAKLAND COUNTY	WAYNE COUNTY
PLACE OF BIRTH (%):			
Michigan	76	68	64
Other United States	16	25	30
Foreign born	8	7	6
LANGUAGE OTHER THAN ENGLISH SPOKEN IN HOME (% YES):			
Population 5-17	5	5	5
Population 18 & over	12	8	10
RESIDENCE IN 1975 (%):			
Same house	60	53	61
Elsewhere in Michigan	36	40	34
Outside Michigan	4	7	5
YEARS OF SCHOOL COMPLETED (% OF PERSONS 25 AND OVER):			
Eight or less	14	9	18
Nine to eleven	17	13	20
H.S. graduate or GED	42	35	35
1-3 years of college	16	19	15
College graduate	11	24	11
% OF K-12 STUDENTS IN NON-PUBLIC SCHOOL:			
	9	11	15

Source: U.S 1980 Census

Table 13

GENERAL POPULATION AND HOUSEHOLD CHARACTERISTICS, 1980

	MACOMB COUNTY	OAKLAND COUNTY	WAYNE COUNTY
TOTAL POPULATION	694,600	1,011,793	2,337,891
RACE/SPANISH ORIGIN:			
White, not Spanish	670,091	932,805	1,433,148
Black, not Spanish	9,061	47,629	824,892
Other, not Spanish	8,810	16,881	33,533
Spanish origin	6,638	14,478	46,318
% Black	1%	5%	36%
% Spanish origin	1%	1%	2%
AGE CHARACTERISTICS:			
Median Age	29	30	30
% 65 and older	8%	9%	10%
% 60 and older	12%	13%	15%
% 17 and younger	30%	29%	29%
CHILDREN (0-17) BY HOUSEHOLD TYPE (%):			
In two parent household	83%	80%	61%
In one parent household	12	14	28
Other household type	5	6	10
TOTAL HOUSEHOLDS:	229,820	355,187	824,169
TOTAL FAMILIES:	183,714	269,380	591,902
% Female headed household	20	23	32
% household with head 55+	14	16	19
% Population in group quarters	1	1	1
PERCENT OF HOUSEHOLDS THAT INCLUDE ONE OR MORE PERSONS:			
65 or older	17%	18%	22%
60 or older	25%	26%	30%
Under 18	46%	42%	41%
HOUSEHOLD TYPE (%):			
Family, married couple with children	39%	34%	27%
No children	30%	30%	25%
Family, unmarried			
female householder			
with children	6%	6%	12%
Other household with			
2 or more person	5%	6%	7%
One person household	17%	20%	24%

Source: U.S. 1980 Census

Table 14

**PER CAPITA PERSONAL INCOME AS A PERCENT OF NATIONAL AVERAGE
FOR COUNTIES IN THE DETROIT SMSA 1978-1983**

County	1978	1979	1980	1981	1982	1983
Oakland	153	152	144	137	133	135
Macomb	123	121	114	110	107	108
Wayne	111	108	105	98	96	97
Livingston	116	115	106	101	98	99
St. Clair	103	102	97	94	91	92
Monroe	99	98	94	91	90	91
Washtenaw	120	120	119	114	113	115
Detroit PMSA	121	119	115	109	106	107
Detroit-Ann Arbor Consolidated MSA	121	119	115	109	106	108

PMSA = Primary Metropolitan Statistical Area

MSA = Metropolitan Statistical Area

Source: Regional Economic Information System
Bureau of Economic Analysis

Table 15

**PER CAPITA PERSONAL INCOME FOR COUNTIES IN THE
DETROIT SMSA 1978-1983**

County	1978	1979	1980	1981	1982	1983
Oakland	\$11,874	\$13,119	\$	14,497	\$14,825	\$15,814
Macomb	9,566	10,445	10,846	11,595	11,885	12,667
Wayne	8,606	9,330	9,993	10,380	10,679	11,368
Livingston	9,018	9,986	10,067	10,626	10,893	11,572
St. Clair	8,025	8,783	9,207	9,872	10,138	10,771
Monroe	7,717	8,520	8,953	9,621	10,055	10,677
Washtenaw	9,335	10,376	11,261	11,973	12,548	13,414
Detroit PMSA	9,430	10,315	10,880	11,454	11,766	12,357
Detroit-Ann Arbor Consolidated	9,425	10,318	10,901	11,483	11,810	12,586

Source: Regional Economic Information System
Bureau of Economic Analysis

Table 16

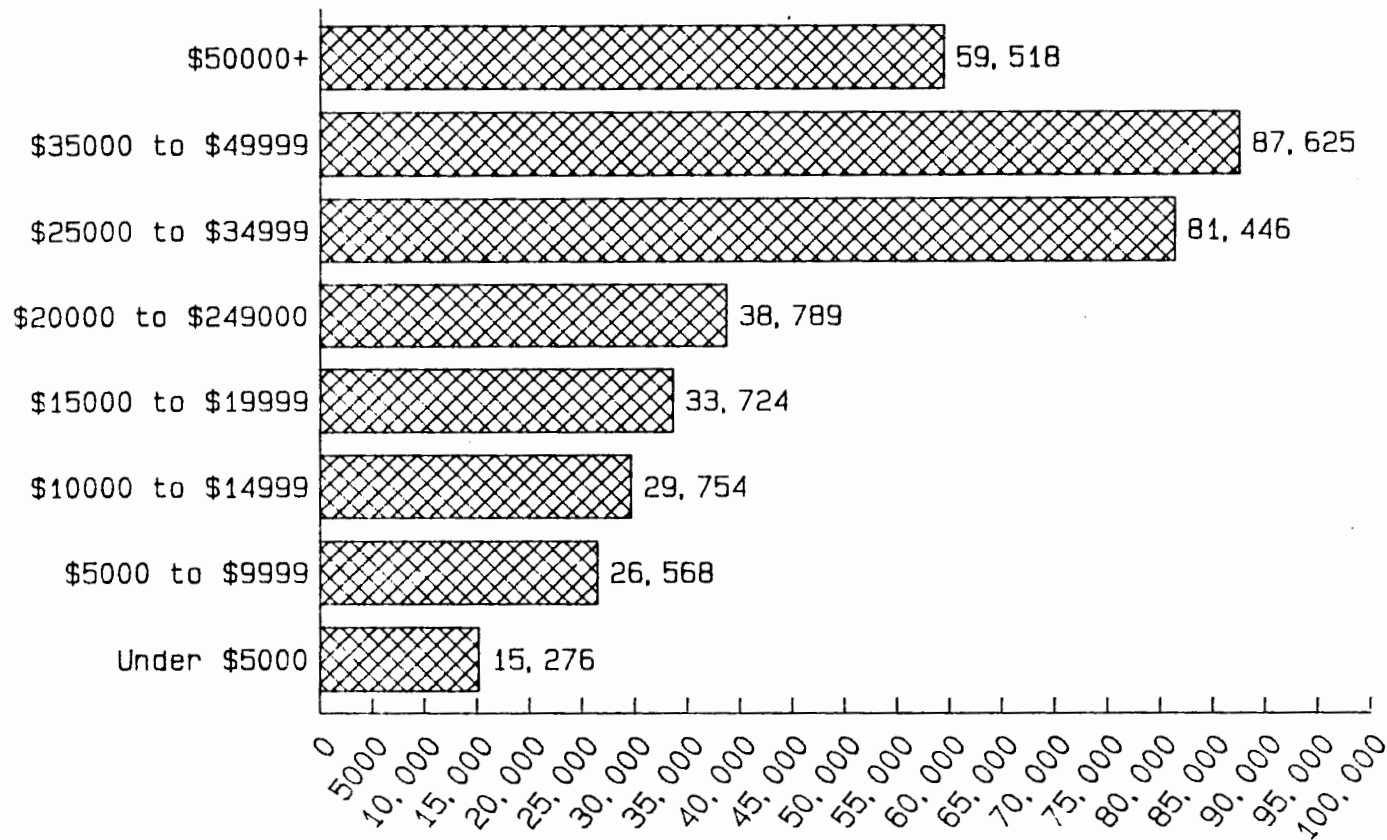
**PERSONAL INCOME - ANNUAL GROWTH RATE
FOR COUNTIES IN THE DETROIT SMSA**

County	1978-79	1979-80	1980-81	1981-82	1982-83
Oakland	12	4	6	2	7
Macomb	11	5	6	2	7
Wayne	7	6	3	--	6
Livingston	13	6	5	2	6
St. Clair	11	5	7	2	6
Monroe	12	5	6	3	7
Washtenaw	12	9	5	4	6

Source: Regional Economic Information System
Bureau of Economic Analysis

EFFECTIVE BUYING INCOME - OAKLAND COUNTY 1983 Survey of Buying Power

Effective Buying Income Groups



Source: Sales & Marketing Management 1983 Households
Survey of Buying Power

Table 17

**EFFECTIVE BUYING INCOME - OAKLAND COUNTY
ESTIMATES BY SALES MARKETING MANAGEMENT**

	12/31/83	12/31/86	% Change
Population (000)	1,014.0	1,016.5	+0.2%
Households (000)	368.6	381.8	+3.6%
Effective Buying Income (000)	\$13,280,048	\$20,638,498	+55.4%
Average Household	\$ 36,028	\$ 54,056	+50.0%
Retail Sales (000)	\$ 6,647,396	\$10,050,950	+51.2%
Per Household	\$ 18,034	\$ 26,325	+45.9%
Buying Power Index*	.5393	.5194	-3.6%

*A weighted index expressing the market's ability to buy as a percentage of the U.S. potential.

Source: SM&M 1983 Survey of Buying Power, Part II.

Table 18

EFFECTIVE BUYING INCOME

	RETAIL SALES	
	Average Household	Per Household
1979 ¹⁾	\$ 31,157	\$17,807
1980 ²⁾	32,855	16 456
1981 ³⁾	35,528	17.367
1982 ⁴⁾	33,101	17,678
1983 ⁵⁾	36,028	18,034

Sources:

- 1) S&MM 1980 Survey of Buying Power Part II, October 27, 1980.
- 2) S&MM 1981 Survey of Buying Power Part II, October 27, 1981.
- 3) S&MM 1982 Survey of Buying Power Part II, October 25, 1982.
- 4) S&MM 1983 Survey of Buying Power Part II, October 31, 1983.
- 5) S&MM 1984 Survey of Buying Power Part II, October 29, 1984.

Table 19

INCOME CHARACTERISTICS, 1980

	MACOMB COUNTY	OAKLAND COUNTY	WAYNE COUNTY
MEDIAN HOUSEHOLD INCOME:	\$24,220	\$25,325	\$18,627
MEDIAN FAMILY INCOME:	\$26,792	\$28,800	\$22,335
INCOME TYPE: % OF HOUSEHOLDS WITH			
Earnings	87	87	77
Social Security	21	21	26
Public Assistance	5	5	14
PERCENT IN POVERTY POPULATION:			
Total	5	5	14
Persons 65 & over	8	7	13
Children 17 & under	6	7	21
HOUSEHOLDS:			
Total	6	6	15
Householder 65 or over	11	9	16
Female head with child	26	27	46
FAMILIES: TOTAL	4	4	12

Source: U.S Bureau of the Census, 1980

OAKLAND COUNTY HAS SUCH INTERESTING PEOPLE

In proportion to its labor force, Oakland County has:

- 204% the Engineers in the U.S. labor force;
- 172% the Mathematical and Computer Scientists in the U.S. labor force;
- 251% the Physicians in the U.S. labor force;
- 197% the Designers in the U.S. labor force;
- 115% the Musicians and Composers in the U.S. labor force;
- 118% the Technicians in the U.S. labor force;
- 400% the Tool and Die Makers and apprentices in the U.S. labor force;
- 133% the Painters, Sculptors, Craft Artists, and Printmakers in the U.S. labor force;
- 160% the Architects in the U.S. labor force.

Source: U.S. 1980 Census, Resident Civilian Labor Force, 16 years and over.

Oakland County's adult population has a much higher educational attainment than the national average. 24.1% of its adult population have 4 or more years of college, compared with 16.3% for the nation; Oakland County's ratio is 1.48 times the national ratio.

Table 20

**OAKLAND COUNTY RESIDENTS BY
PLACE OF WORK, 1970 AND 1980**

	1970		1980	
	Number	%	Number	%
Within Oakland County	205,736	64.7	293,128	68.3
Outside Oakland County	112,375	35.3	136,054	31.7
Detroit	54,807	17.2	59,136	13.8
Other Wayne	25,511	8.0	37,929	8.8
Macomb	24,085	7.6	28,681	6.7
Washtenaw	2,417	0.8	2,296	0.5
Livingston	430	0.1	1,207	0.3
Other	5,125	1.6	6,805	1.6
Total Reported	318,111	100.0	429,182	100.0
Not Reported	17,850	--	25,225	--
Total At Work	335,961	--	454,407	--

Source: 1970 Census of Population, File C, Table 35; 1980 Census of Population, STF 4A.

THE TRIP TO WORK

The percentage of Oakland County's resident workers which commute outside of the county declined somewhat from 1970 to 1980 but on a numerical basis increased by 23,679. The average travel time to work in 180 was 23 minutes. Thirty four percent of the county's workers spend over 30 minutes travelling to work. The aggregate daily time travelling to and from work by the county's population is 347,473 hours, equivalent to 43,434 eight hour days and 8,686 forty hour weeks.

There is a total of about 1,160,000 daily trips within Oakland County of people going to and from work:

Oakland County residents	454,407
Non-residents working in Oakland County	<u>126,291</u>
	580,698 × 2 =
	1,161,396 to and from

This results in about 1,000,000 trips by private vehicles on the county's roads, after taking into account car pooling, public transportation, etc. Seventy nine percent of Oakland County's residents work outside their community of residence. Of persons who carpool, only 20% are in carpools of more than two persons. Almost twice as many Oakland County residents walk to work as use public transportation!

Table 21

**PRINCIPAL MEANS OF TRANSPORTATION TO WORK
SELECTED COUNTIES AND METROPOLITAN AREAS: 1980**

AREA	PERCENT USING			
	CAR, TRUCK OR VAN		PUBLIC TRANS.	OTHER MEANS*
	DRIVE ALONE	CAR POOL		
SMSA:				
Boston	55.3	17.6	15.8	11.3
Chicago	57.8	16.8	17.6	7.7
Dallas-Fort Worth	71.2	20.2	3.6	5.0
Detroit	74.8	16.9	3.5	4.8
Los Angeles-Long Beach	68.7	17.5	6.3	7.5
New York	31.0	11.8	43.5	13.8
Philadelphia	59.2	17.7	14.4	8.8
San Francisco-Oakland	56.9	16.0	17.1	10.0
Washington D.C.	52.6	23.3	15.9	8.1
COUNTY:				
Oakland	79.7	15.0	1.2	3.9
Macomb	78.5	17.0	1.3	3.3
Wayne	71.8	17.2	6.4	4.6
Washtenaw	64.2	17.0	3.9	14.9

Source: U.S. 1980 Census

*Includes motorcycle, bicycle, walked only, worked at home, and all other modes.

INTERCOUNTY TRAVEL PATTERNS IN SOUTHEAST MICHIGAN

According to a 1985 analysis by the SEMCOG forecasting model using 1980 Census population and household data as well as MESC employment data, most trips from county to county within the Southeast Michigan area are non-work related. The equivalent of one out of every two adults in the region travel daily between counties in the region, comprising more than 20 percent of all travel in southeast Michigan. At the regional level, only 17 percent of intercounty trips are people going to or from work.

Thirty percent more Wayne County residents travel to Oakland County than Oakland County residents who travel to Wayne County and 65% more Macomb residents travel to Oakland County than the reverse. Only in the Washtenaw/Oakland travel pattern do more Oakland County residents travel to Washtenaw County than the reverse.

Within this seven county area Wayne, Oakland and Washtenaw Counties are the destination of more trips than they generate to other counties. There are almost three times as many trips to Washtenaw County as from it and about 30 percent more trips to Oakland than from Oakland County while only 12 percent more trips into Wayne County than from Wayne County. (See table.) Wayne County exceeds Oakland County by seven percent in total trips to the county. Oakland County is clearly the destination for the majority of non-work related trips in this seven county southeast Michigan region.

Table 22

INTER-COUNTY TRAVEL PATTERNS IN SOUTHEAST MICHIGAN

Travel To

	WAYNE	OAKLAND	MACOMB	WASHTENAW	MONROE	ST. CLAIR	LIVINGSTON
WAYNE	*	594	207	93	12	2	2
OAKLAND	442	*	145	35	2	2	7
MACOMB	354	239	*	12	1	8	1
WASHTENAW	53	19	4	*	4	1	3
MONROE	78	28	9	36	*	1	1
ST. CLAIR	35	25	27	11	1	*	1
LIVINGSTON	33	41	7	45	1	1	*

Source: SEMCOG Intercounty Travel Model
Run of Summer 1985

Employment

EMPLOYMENT - TABLE OF CONTENTS

Employment Profile	1
Chart 5 - Employment Composition - U.S./Oakland County	3
Table 23 - Employment Composition of U.S. and Oakland County, 1980 and 1982	4
Table 24 - Composition of U.S. and Oakland County 1980-1982	6
Chart 6 - Employment of Oakland County Residents	8
Table 25 - Employment by Industry Division, Detroit SMSA Counties, 1982 by Place of Employment	9
Table 26 - Detroit SMSA Employment Percentage Distribution by County and Division, 1981 and 1982 by Place of Employment	10
Table 27 - Percent Distribution of County Employment in Detroit SMSA, 1981 and 1982 by Place of Employment	11
Table 28 - Employment Distribution by Industry Division in Oakland County, 1971, 1981 and 1982 by Place of Employment	12
Table 29 - Employment by Industry Division in Oakland County 1971, 1981, and 1982 by Place of Employment	13
Table 30 - Employment of Oakland County Residents by Industry, 1970 and 1980	14
Table 31 - Oakland County Civilian Labor Force 1985	14
Table 32 - Labor Force Characteristics 1980	16
Table 33 - Labor Force and Wage and Salary Employment	16
Chart 7 - Oakland County Employment 1967-1984	17
Table 34 - Employment Change by Industry 1975-1984	18
Chart 8 - Oakland County Employment and Share of Detroit SMSA Services	19
Table 35 - Changes in Health Services Employment 1975-1984	20
Table 36 - Changes in Selected Services Employment 1975-1984	20
Chart 9 - Oakland County Service Employment as a Percent of the Detroit SMSA 1967-84	22
Chart 10 - Oakland County Employment and Share of Detroit SMSA - Retail Trade ...	22
Chart 11 - Oakland County Retail Employment as a Percent of the Detroit SMSA 1967-1984	23
Chart 12 - Oakland County Employment and Share of Detroit SMSA - Wholesale Trade	24
Chart 13 - Oakland County Wholesale Employment as a Percent of the Detroit SMSA 1967-84	25
Table 37 - Changes in Finance, Insurance and Real Estate Employment 1975-1984....	26
Chart 14 - Oakland County Employment and Share of Detroit SMSA - Finance, Insurance and Real Estate	27
Chart 15 - Oakland County Finance Employment as a Percent of the Detroit SMSA 1967-84	28
Chart 16 - Oakland County Employment and Share of Detroit SMSA - Manufacturing .	29
Table 38 - Changes in Manufacturing Sector Employment 1975-1984	30
Chart 17 - Oakland County Manufacturing Employment as a Percent of the Detroit SMSA 1967-1984	31
Chart 18 - Durable Manufacturing Employment in Oakland County as a Percent of the Detroit SMSA 1967-1984	32
Chart 19 - Nondurable Manufacturing Employment in Oakland County as a Percent of the Detroit SMSA 1967-1984	33
Table 39 - Changes in Construction Employment 1975-1984	34
Chart 20 - Oakland County Employment and Share of Detroit SMSA - Construction ..	35
Chart 21 - Oakland County Employment and Share of Detroit SMSA Mining	36
Chart 22 - Oakland County Employment and Share of Detroit SMSA - Transportation, Communication and Utilities	37
Chart 23 - Oakland County Employment and Share of Detroit SMSA Government	38

Employment Profile

Oakland County has a more diverse industry structure than Wayne County. Whereas over one-third of the private sector employment in Wayne County is in manufacturing, only 23 percent is devoted to goods-production in Oakland County. Within the manufacturing sector, however, the largest industries are the same in both counties. Transportation equipment and non-electrical machinery combined provide two-thirds of all manufacturing jobs in Oakland County.

Non-manufacturing jobs account for over three-quarters of the private sector employment in the County. Medical and other health fields comprise the largest single industry and provide more jobs than transportation equipment. Other service sector industries providing substantial numbers of jobs include eating and drinking places, business services, general merchandise stores and durables of wholesale trades.

Oakland County employment as a percent of the Detroit SMSA employment rose from 17.1% in 1967 to 28.1% in 1984. This rise exceeded the rise in proportion of population to the Detroit area by 5%; there being approximately 23% of the population of the Detroit Metro area living in Oakland County in 1984. The following series of graphics detail the industrial sectors of the County economy and their movement in terms of Oakland County as a percent of the Detroit SMSA.

Wholesale, retail, service and finance sectors are proportionately larger in their employment than the County. Employment in these sectors that is in excess of the County's employment as a percent of the Detroit SMSA represents export employment to the region. All figures are from annual average employment.

Since 1967, the beginning of this time series, Oakland County has had proportionately more retail employment. Over the years the difference between retail and County employment as a percent of the Detroit SMSA has widened from 3.3% in 1967 to 5.6% in 1984. Employment in the service sector has gone from 1.7% more than the County percentage to 6.4%. Both wholesale and finance sectors have risen faster and higher than the County. Wholesale rose 143.9% and finance rose 188.6% while the County rose 64.7%. Both financial and wholesale rose markedly in 1975 while retail and services continued their constant growth trend.

The gap between manufacturing employment and County employment widened between 1967 and 1984, going from 0.9% difference in 1967 to 6.3% difference in 1984. Proportionately less of the economy is manufacturing based and therefore the economy is more diversified than in 1967. Of particular note is the slow to no growth and decline of durables manufacturing to 1975. This dip in 1975 and then again in 1983 coincides with the recession.

The total employment increase of 88,830 would constitute an increase of 21.2% over 1980 non-governmental employment and 22.5% over 1982 non-governmental employment. SEMCOG projects a 15.7% household increase in Oakland County by 1990. In March 1980, Oakland County's unemployment rate was 9.4% and since then it has markedly increased. By 1982 it was 15% and has since fallen to 9.7% in 1984. To accommodate a substantial reduction in unemployment and the projected growth in the adult labor force, an employment increase of 18.8% is not an overly ambitious target. From 1970 to 1980, employment in Oakland County increased 72%. Between 1980 and 1982 it declined 4.7%. Since 1982 employment has risen an estimated 13.5%

Employment in Oakland County as a percent of the Detroit SMSA grew from 17% in 1967 to 28% in 1984, a 65% increase. Industry sectors gained in percent of Detroit SMSA employment between 1967 and 1984 as follows:

Mining	+ 17.9%
Construction	+ 5.9%
Total Manufacturing	+ 26.1%
Non-durable	+ 108.1%
Durable	+ 29.2%
Regulatory	+ 86.0%
Wholesale	+ 143.9%
Retail	+ 61.1%
FIRE	+ 188.6%
Service	+ 83.3%
Total Government	+ 25.4%
Total Oakland County Employment Growth	+ 64.7%

Between 1970 and 1982 the Oakland County population, as a percent of the Detroit SMSA grew 15%. For the same time period the county employment as a percent of the SMSA grew 46%.

EMPLOYMENT COMPOSITION—U.S./OAKLAND CO.

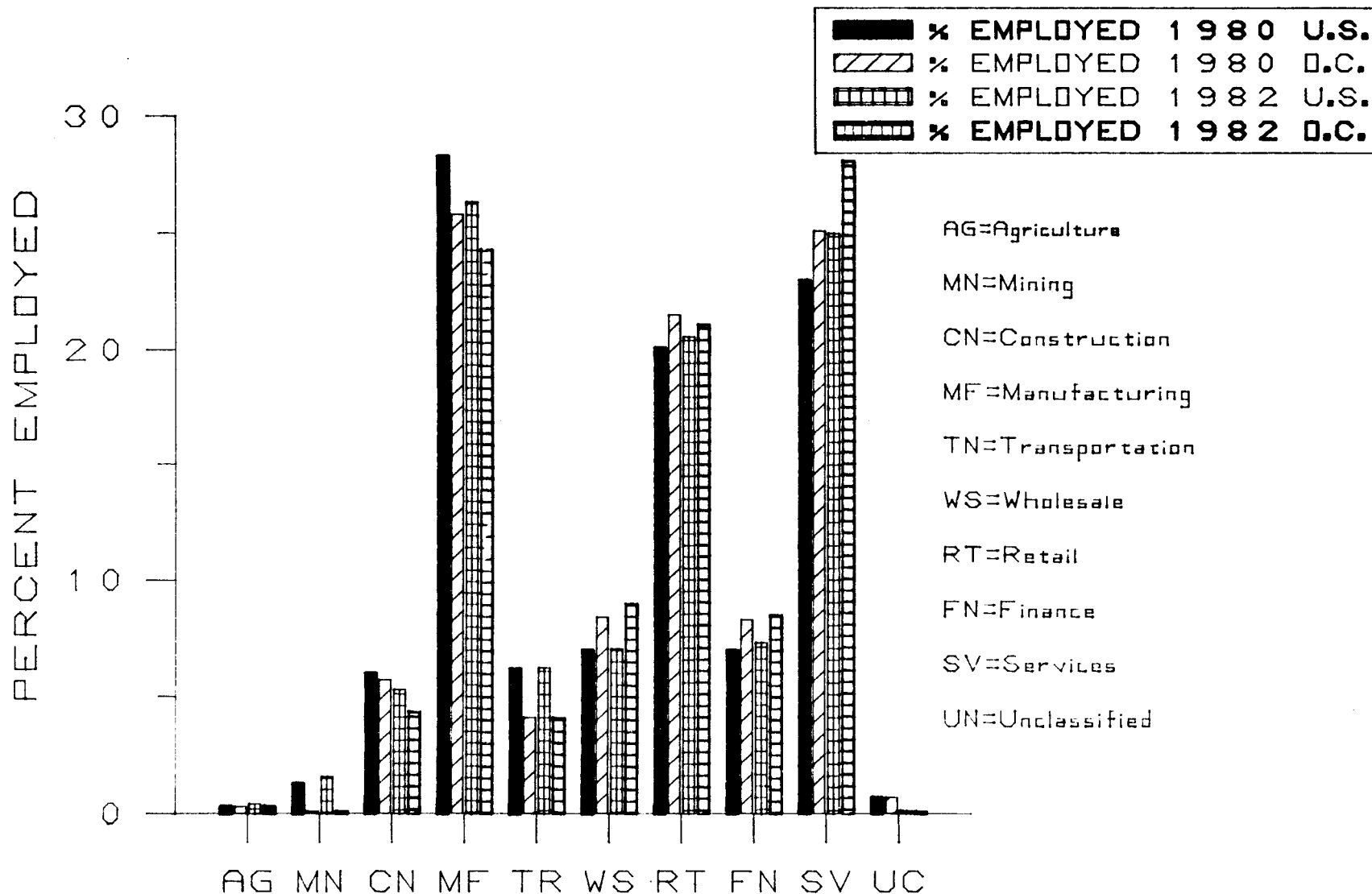


Table 23

**EMPLOYMENT COMPOSITION OF U.S. AND OAKLAND
COUNTY, 1980 AND 1982 (EXCLUDING GOVERNMENT)**

SIC CODE	INDUSTRY GROUP	PERCENT EMPLOYMENT					
		U.S.		OAKLAND COUNTY		DIFFERENCE*	
		1980	1982	1980	1982	1980	1982
	AGRICULTURE SERVICES FORESTRY & FISHERIES	0.38	0.43	0.29	0.34	(0.09)	(0.09)
07	Agricultural Services	0.34	0.39	0.29	0.34	(0.05)	(0.05)
	Other	0.04	0.04	--	--	(0.04)	(0.04)
	MINING	1.33	1.6	0.08	0.1	(1.25)	(1.5)
14	Nonmetallic Except Fuels	0.15	0.14	0.06	0.07	(0.09)	(0.07)
	Other	1.18	1.46	0.02	0.03	(1.16)	(1.43)
	CONTRACT CONSTRUCTIONS	5.98	5.3	5.73	4.37	(0.25)	(0.93)
	MANUFACTURING	28.26	26.3	25.77	24.32	(2.49)	(1.98)
20	Food and Kindred	2.03	2.0	0.24	0.24	(1.79)	(1.76)
23	Apparel and Other Textile	1.72	1.6	0.01	0.04	(1.71)	(1.56)
24	Lumber and Wood Products	0.95	0.77	0.10	0.10	(0.85)	(0.67)
25	Furniture and Fixtures	0.66	0.59	0.07	0.09	(0.59)	(0.50)
27	Printing and Publishing	1.60	1.75	0.58	0.62	(1.02)	(1.13)
28	Chemicals and Allied	1.24	1.2	0.40	0.47	(0.84)	(0.73)
30	Rubber and Miscellaneous Plastic	1.03	1.92	0.96	0.90	(0.07)	(0.02)
34	Fabricated Metal	2.24	2.0	2.68	2.88	0.44	0.88
35	Machinery Except Electrical	3.35	3.15	5.76	5.30	2.41	2.15
36	Electric and Electronic Equipment	2.75	2.65	1.14	1.23	(1.61)	(1.42)
37	Transportation Equipment	2.48	2.22	8.24	7.72	5.76	5.50

Table 23 Continued...

SIC CODE	INDUSTRY GROUP	PERCENT EMPLOYMENT					
		U.S.		OAKLAND COUNTY		DIFFERENCE*	
		1980	1982	1980	1982	1980	1982
38	Instruments and Related	0.86	0.85	0.28	0.40	(0.58)	(0.45)
	Other	7.35	6.6	5.31	4.62	(2.04)	(2.02)
	TRANSPORTATION AND OTHER PUBLIC UTILITIES	6.19	6.23	4.08	4.13	(2.11)	(2.10)
41	Local and Interurban Transit	0.36	0.35	0.15	0.09	(0.21)	(0.26)
42	Trucking and Warehousing	1.72	1.61	0.87	0.68	(0.85)	(0.93)
48	Communication	1.76	1.82	2.05	2.29	0.29	0.47
	Other	2.35	2.45	1.01	1.06	(1.34)	(1.39)
	WHOLESALE TRADE	6.97	7.04	8.44	8.98	1.47	1.94
	RETAIL TRADE	20.10	20.57	21.55	21.13	1.45	0.97
	FINANCE, INSURANCE, REAL ESTATE	7.05	7.33	8.32	8.47	1.27	1.14
	SERVICES	22.98	25.0	25.06	28.04	2.08	3.04
70	Hotels and Other Lodgings	1.45	1.5	0.93	0.53	(0.52)	(0.97)
73	Business Services	4.00	4.36	5.92	6.28	1.92	1.92
78	Motion Pictures	0.28	0.27	0.20E	0.26E	(0.08)	(0.01)
79	Amusement and Recreation	0.94	1.02	1.14	1.05	0.20	0.03
80	Health	7.03	7.8	7.80	9.54	0.77	1.74
81	Legal	0.67	0.78	0.92	1.15	0.25	0.37
82	Education (non-public)	1.66	1.79	0.77	0.89	(0.89)	(0.90)
	Other	6.95	7.48	7.38	8.30	0.43	0.82
	UNCLASSIFIED	0.75	0.14	0.68	0.10	(0.07)	(0.04)
TOTALS		100%		100%			

*The arithmetic difference of Oakland County minus U.S. (first two columns). A negative difference for Oakland County is indicated by (). E: Estimated

Source: 1980 and 1982 U.S. County Business Patterns

Table 24

COMPOSITION OF U.S. AND OAKLAND COUNTY 1980-1982

SIC CODE	INDUSTRY GROUP	NUMERICAL % CHANGE *		PERCENT % CHANGE *	
		U.S.	OAK. CO.	U.S.	OAK. CO.
	AGRICULTURAL SERVICES FORESTRY AND FISHERIES	0.05	0.05	13.16	17.24
07	Agricultural Services	0.05	0.05	14.71	17.24
	Other	--	--	--	--
	MINING	0.27	0.02	20.3	25.00
14	Nonmetallic Except Fuels	(0.01)	0.01	6.66	16.67
	Other	0.28	0.01	23.73	50.00
	CONTRACT CONSTRUCTION	(0.68)	(1.36)	11.37	23.73
	MANUFACTURING	(1.96)	(1.45)	6.93	5.63
20	Food and Kindred	(0.03)	--	1.48	--
23	Apparel and Other Textile	(0.12)	0.03	6.98	300.00
24	Lumber and Wood Products	(0.18)	--	18.95	--
25	Furniture and Fixtures	(0.07)	0.002	10.60	28.57
27	Printing and Publishing	0.15	0.04	9.37	6.90
28	Chemicals and Allied	(0.04)	0.07	3.22	17.50
30	Rubber and Misc.. lastic	(0.11)	(0.06)	10.68	6.25
34	Fabricated Metal	(0.24)	0.20	10.71	7.46
35	Machinery Except Electrical	(0.20)	(0.46)	5.7	7.99
36	Electrical & Electronic Equip.	(0.10)	0.09	3.64	7.89
37	Transportation Equipment	(0.26)	(0.52)	10.48	6.31
38	Instruments and Related	(0.01)	0.12	1.16	42.86

Table 24 Continued

SIC CODE	INDUSTRY GROUP	NUMERICAL % CHANGE *		PERCENT % CHANGE *	
		U.S.	OAK. CO.	U.S.	OAK. CO.
	Other	(0.759)	(0.69)	10.20	13.00
	TRANSPORTATION & OTHER PUBLIC UTILITIES	0.04	0.05	0.64	1.26
41	Local and Interurban Transit	(0.01)	(0.06)	(2.78)	(40.00)
42	Truck and Warehousing	(0.11)	(0.19)	(6.39)	(21.83)
48	Communication	0.06	0.24	3.41	11.71
	Other	0.10	0.05	4.26	4.95
	WHOLESALE TRADE	0.07	0.54	1.00	6.40
	RETAIL TRADE	0.47	(0.42)	2.34	(1.95)
	FINANCE, INSURANCE, REAL ESTATE	0.28	0.15	3.97	1.80
	SERVICES	2.02	2.98	8.79	11.89
70	Hotels and Other Lodgings	0.05	(0.40)	3.45	(43.01)
73	Business Services	0.36	0.36	9.00	6.08
78	Motion Pictures	(0.01)	0.06	(3.57)	30.00
79	Amusement and Recreation	0.08	(0.09)	8.51	(7.89)
80	Health	0.77	1.74	10.95	22.31
81	Legal	0.11	0.23	16.42	25.00
82	Education (non-public)	0.13	0.12	7.83	15.58
	Other	0.53	0.98	7.63	13.28
	UNCLASSIFIED	(0.61)	(0.58)	(81.33)	(85.29)

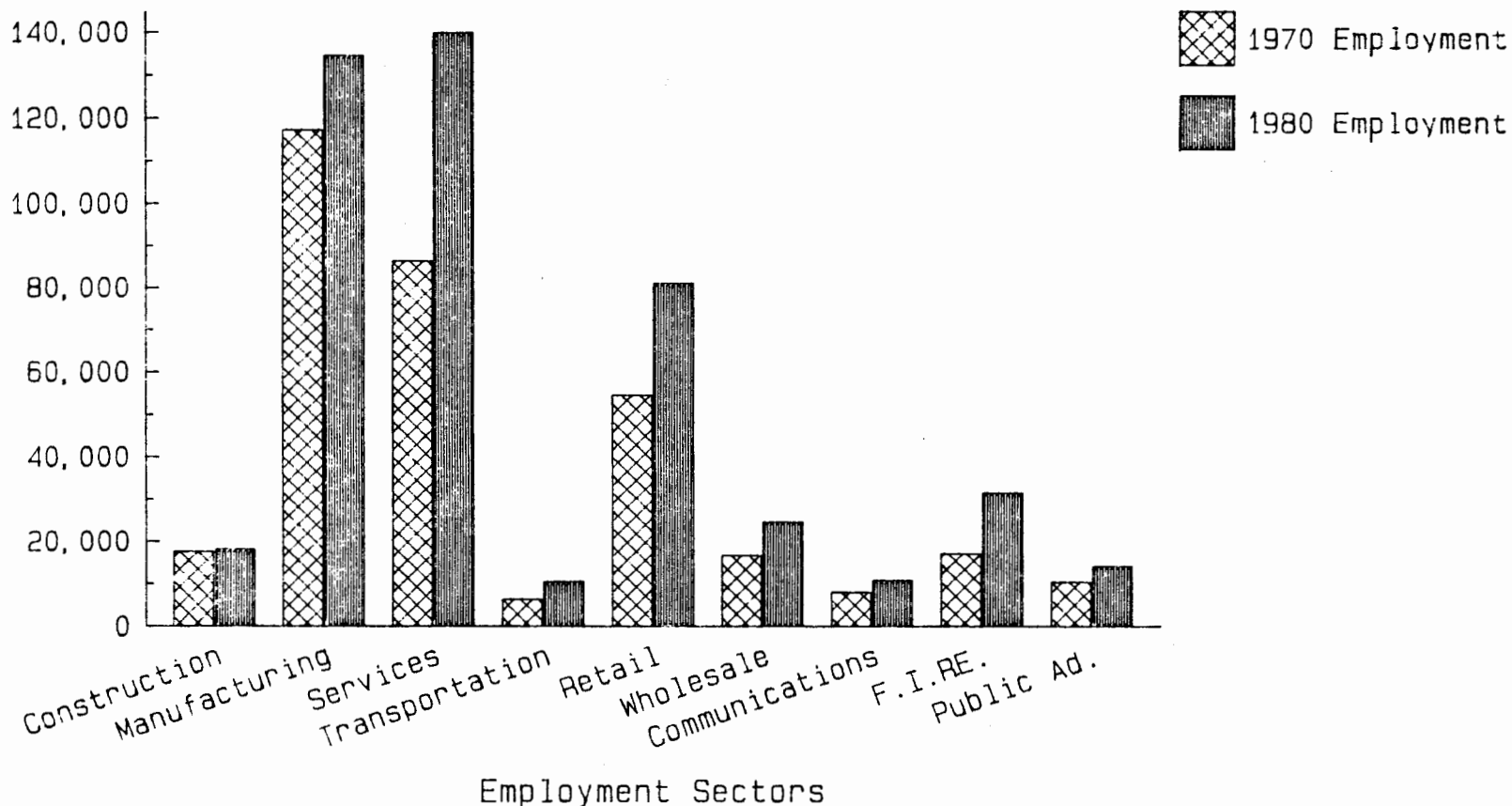
*A negative difference is indicated by ()

Source: 1980 and 1982 County and U.S. Business Patterns

Chart 6

EMPLOYMENT OF OAKLAND COUNTY RESIDENTS By Major Industry Sectors Years 1970 & 1980

Number of Residents



Source: 1970 - U.S. Bureau of the Census
1980 - U.S. Bureau of the Census

Table 25

**EMPLOYMENT BY INDUSTRY DIVISION, DETROIT SMSA
COUNTIES, 1982 BY PLACE OF EMPLOYMENT**

DIVISION	SMSA TOTAL 1982	OAKLAND 1982	MACOMB 1982	WAYNE 1982	LAPEER 1982	LIVINGSTON 1982	ST. CLAIR 1982
Agricultural Services Forestry, & Fisheries	2,978	1,372	610	840	58	48	50
Mining	1,313	424	51	447	28	52	311
Construction	39,990	17,421	5,492	15,605	212	576	684
Manufacturing	428,764	97,038	91,282	226,079	1,933	3,956	8,476
Transportation & Public Utilities	71,013	16,470	5,325	46,631	209	304	2,074
Wholesale Trade	87,714	35,837	8,397	41,095	485	744	1,156
Retail Trade	260,660	84,267	43,578	119,810	2,168	4,066	6,771
Finance, Insurance, Real Estate	89,244	33,799	6,443	45,931	470	1,220	1,381
Services	333,277	111,834	38,324	172,710	1,357	3,564	5,488
Non-classifiable	1,161	411	200	503	13	27	7
TOTAL	1,316,114	398,873	199,702	669,651	6,933	14,557	26,398

Source: County Business Patterns, Michigan, 1981 and 1982, Table 2

Excludes government and railroad employees, self employed persons.

Table 26

**DETROIT SMSA EMPLOYMENT PERCENTAGE DISTRIBUTION
BY COUNTY AND DIVISION, 1981 and 1982, BY PLACE OF EMPLOYMENT**

DIVISION	OAKLAND		MACOMB		WAYNE		LAPEER		LIVINGSTON		ST. CLAIR	
	1982	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982	1981
Agricultural Services Forestry & Fisheries	46.1	46.1	20.5	18.2	28.2	30.2	1.9	2.1	1.6	2.2	1.7	1.2
Mining	32.3	32.7	3.9	3.6	34.0	37.6	2.1	11.0	4.0	4.8	23.7	10.4
Construction	43.6	40.1	13.7	13.0	39.0	43.0	0.5	0.7	1.4	1.4	1.7	1.8
Manufacturing	22.6	21.7	21.3	19.7	52.7	55.5	0.4	0.4	0.9	0.8	2.0	1.8
Transportation & Public Utilities	23.2	24.9	7.5	7.0	65.6	64.6	0.3	0.3	0.4	0.5	2.9	2.7
Wholesale Trade	40.8	39.2	9.6	9.7	46.8	48.3	0.5	0.5	0.8	0.8	1.3	1.1
Retail Trade	32.3	31.9	16.7	16.6	46.0	46.8	0.8	0.8	1.6	1.4	2.6	2.5
Finance, Insurance, Real Estate	37.9	37.9	7.2	7.3	51.5	51.4	0.5	0.6	1.4	1.4	1.5	1.4
Services	33.5	32.0	11.5	10.9	51.8	54.1	0.4	0.4	1.1	1.0	1.6	1.6
Non-classifiable	35.4	33.4	17.2	16.1	43.3	44.4	1.1	1.7	2.3	2.6	0.6	1.8
TOTAL	30.3%	29.3%	15.2%	14.6%	50.9%	52.8%	0.5%	0.5%	1.1%	1.0%	2.0%	1.8%

Source: County Business Patterns, Michigan, 1981 and 1982, Table 2

Excludes government and railroad employees, self employed persons. Data by place of employment.

Table 27

**PERCENT DISTRIBUTION OF COUNTY EMPLOYMENT IN
DETROIT SMSA, 1981 and 1982, BY PLACE OF EMPLOYMENT**

DIVISION	SMSA	TOTAL	OAKLAND		MACOMB		WAYNE		LAPEER		LIVINGSTON		ST. CLAIR	
	1982	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982	1981
Agri. Serv. Forest. & Fish.	0.2	0.2	0.3	0.3	0.3	0.3	0.1	0.1	0.8	0.9	0.3	0.5	0.2	0.2
Mining	0.1	0.1	0.1	0.1	0.02	0.1	0.01	0.1	0.4	1.8	0.3	0.4	1.2	0.5
Construction	3.0	3.5	4.4	4.8	2.7	3.1	2.3	2.8	3.1	4.9	3.9	4.8	2.6	3.4
Manufacturing	32.6	33.9	24.3	25.1	45.7	45.9	33.8	35.7	27.9	28.3	27.2	28.1	32.1	32.3
Transp. & Public Utilities	5.4	5.4	4.1	4.6	2.7	2.6	7.0	6.7	3.0	3.0	2.1	2.4	7.8	8.2
Wholesale Trade	6.7	6.5	9.0	8.8	4.2	4.3	6.1	6.0	7.0	5.8	5.1	5.3	4.4	3.9
Retail Trade	19.8	19.3	21.1	21.0	21.8	21.9	17.9	17.1	31.3	29.1	27.9	25.9	25.6	26.0
Finance, Ins., Real Estate	6.8	6.6	8.5	8.5	3.2	3.3	6.8	6.4	6.8	7.1	8.4	9.0	5.2	4.9
Services	25.3	23.9	28.0	26.1	19.2	17.9	25.8	24.5	19.6	17.4	24.5	22.2	20.8	20.3
Non-classifiable	0.1	0.5	0.1	0.6	0.1	0.6	0.1	0.5	0.2	1.8	0.2	1.4	0.0	0.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: County Business Patterns, Michigan, 1981 and 1982, Table 2

Excludes government and railroad employees, self employed persons. Data by place of employment.

Table 28

**EMPLOYMENT DISTRIBUTION BY INDUSTRY DIVISION IN OAKLAND COUNTY,
1971, 1981 and 1982 BY PLACE OF EMPLOYMENT**

	% DISTRIBUTION				
	1971	1981	1982	% Change	
				71-81	81-82
Agricultural Services, Forestry and Fisheries	0.25	0.35	0.34	+40%	-3%
Mining	0.18	0.09	0.11	-50%	+22%
Construction	5.76	4.75	4.37	-18%	-8%
Manufacturing	39.00	25.14	24.33	-35%	-3%
Transportation and Public Utilities	4.47	4.64	4.13	+4%	-11%
Wholesale Trade	5.81	8.75	8.98	+51%	+3%
Retail Trade	23.05	20.98	21.13	-9%	+1%
Finance, Insurance Real Estate	4.78	8.53	8.47	+78%	-1%
Services	16.31	26.13	28.04	+60%	+7%
Unclassified	0.38	0.62	0.10	+63%	-84%
TOTAL	100%	100%	100%		

Source: County Business Patterns, Michigan, 1971, 1981 & 1982. Excludes government, railroad, self-employed persons. Data is by place of work, not residence.

Table 29

**EMPLOYMENT BY INDUSTRY DIVISION IN OAKLAND COUNTY,
1971, 1981 and 1982 BY PLACE OF EMPLOYMENT**

	EMPLOYMENT				
	1971	1981	1982	% Change	
				71-81	81-82
Agricultural Services, Forestry and Fisheries	589	1,446	1,372	+145%	-5%
Mining	431	385	424	-11%	+10%
Construction	13,479	19,476	17,421	+44%	-11%
Manufacturing	91,280	103,046	97,038	+13%	-6%
Transportation and Public Utilities	10,461	19,043	16,470	+82%	-14%
Wholesale Trade	13,613	35,875	35,837	+164%	0%
Retail Trade	53,971	85,999	84,267	+59%	-2%
Finance, Insurance Real Estate	11,195	34,958	33,799	+212%	-3%
Services	38,194	107,097	111,834	+180%	+4%
Unclassified	901	2,559	411	+184%	-84%
TOTAL	234,114	409,884	398,873	+75%	-3%

Source: County Business Patterns, Michigan, 1971, 1981 & 1982. Excludes government, railroad, self-employed persons. Data is by place of work, not residence.

Table 30

**EMPLOYMENT OF OAKLAND COUNTY RESIDENTS
BY INDUSTRY, 1970 AND 1980**

INDUSTRY	1970	1980	% CHANGE
Construction	17,706	18,308	+3.4
Manufacturing	117,370	134,607	+14.7
Durable goods	(102,930)	(119,221)	+15.8
Non-durable goods	(14,440)	(15,386)	+6.6
Transportation	6,509	10,729	+64.8
Communications, utilities	8,323	11,045	+32.7
Wholesale trade	16,918	24,830	+46.8
Retail trade	57,168	81,264	+42.1
Finance, insurance, real estate	17,344	29,693	+71.2
Services	86,513	140,076	+61.9
Business and repair services	(12,057)	(22,390)	85.7
Personal and related services	(64,487)	(101,767)	+59.7
Professional and related services	(64,487)	(101,767)	+57.8
Health services	(19,428)	(38,113k)	+96.2
Educational services	(29,120)	(40,097)	+37.7
Other	(15,939)	(23,556)	+47.8
Public administration	10,658	14,442	+35.5
Other industries	5,811	2,712	-53.3

Source: 1970 & 1980 U.S. Census

Note: Above data is for Oakland County employed residents 16 years and older, not necessarily employed in Oakland County.

Table 31

OAKLAND COUNTY CIVILIAN LABOR FORCE 1985

	Civilian Labor Force	Total Employment	Unemployment Number	Unemployment Rate
County Total	469,825	423,075	46,750	11.05%
Age				
16-19	40,889	31,988	8,901	21.80%
20-21	25,895	20,863	5,032	19.40%
22-54	340,233	310,055	30,178	8.90%
55-64	50,601	48,407	2,194	4.30%
65+	12,207	11,762	445	3.60%
Male	268,093	243,526	24,567	9.20%
Female	201,732	179,549	22,183	11.00%
White	435,483	395,180	40,303	9.30%
Non-White	34,342	27,895	6,447	18.80%

Source: MESC Annual Planning Information Reports
FY 1985 - Pontiac Consortium and Oakland County

Table 32

LABOR FORCE CHARACTERISTICS, 1980

	MACOMB COUNTY	OAKLAND COUNTY	WAYNE COUNTY
PERSONS 16 AND OVER:			
Total	516,761	761,565	1,739,523
Civic Labor Force	338,744	505,258	1,027,869
Employed	305,242	467,706	880,690
Unemployed	33,502	37,552	147,179
Armed Forces	1,568	306	1,120
Not in Labor Force	176,449	256,001	710,534
APRIL 1980:			
UNEMPLOYMENT RATE	10	7	14
LABOR FORCE PARTICIPATION RATES (CIVILIAN ONLY)			
All persons 16+	66	66	59
Female: all 16+	50	52	47
With children	48	51	50
OCCUPATION (% OF EMPLOYMENT):			
Managers & professionals	20	31	19
Technicians, sales, and administrative support	33	32	31
Service	13	11	15
Farm, forest, fishing	1	0	0
Skilled workers	16	11	12
Operatives, laborers	18	14	22
INDUSTRY (% of EMPL.):			
Manufacturing	35	29	32
Transportation, communication, utilities	5	5	8
Wholesale & retail	23	23	19
Finance & real estate	5	6	5
Business, personal & entertainment services	7	8	8
Professional services	17	22	20
Public administration	4	3	5
Other	5	4	3
PERCENT OF WORKERS EMPLOYED IN PUBLIC SECTOR:			
	11	12	16
PLACE OF WORK (%):			
Central city	19	14	39
SMSA, outside of city	80	84	57
Outside SMSA	1	2	4
Workers reporting workplace	280,487	429,182	769,274

Source: U.S. Bureau of Census 1980

Table 33

LABOR FORCE AND WAGE AND SALARY EMPLOYMENT

Oakland County Except Pontiac Area			
	7/82-6/83	7/83-6/84	7/84-6/85
Labor Force	361,000	364,725	371,150
Employment	312,125	324,675	338,275
Unemployment	48,875	40,050	32,875
Rate (percent)	13.5	11.0	8.9
Pontiac Area			
Labor Force	98,775	98,250	98,675
Employment	78,425	81,575	85,000
Unemployment	20,350	16,675	13,675
Rate (percent)	20.6	17.0	13.9
Detroit SMSA			
Labor Force	1,992,700	1,975,700	1,974,300
Employment	1,672,200	1,717,900	1,768,400
Unemployment	320,500	257,800	205,900
Rate (percent)	16.1	13.0	10.4

Pontiac area includes the cities of Pontiac and Auburn Hills and the townships of Waterford, Orion, Independence and White Lake.

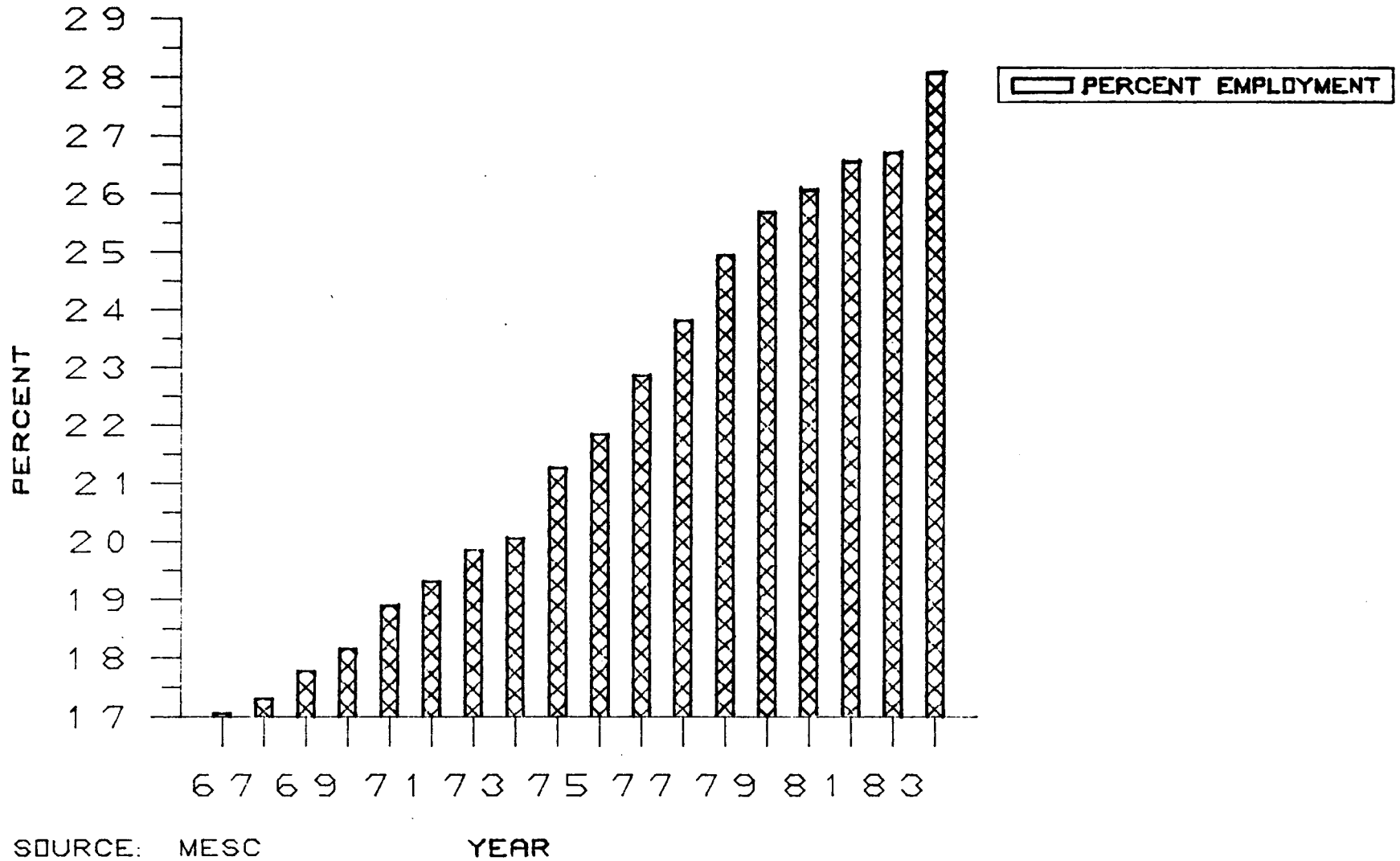
Source: 1985 Annual Planning Information Reports for Pontiac and Oakland County except Pontiac area. MESC.

The graphs detailing employment in Oakland County and the industry sectors as percent of the Detroit SMSA are based on data generated for the OCEDG by the Division of Research and statistics at the M.E.S.C. M.E.S.C. 202 data and B.E.A. data were merged to produce this data.

The Detroit SMSA includes the counties of Wayne, Oakland, Macomb, St. Clair, Lapeer and Livingston.

Projected increases in employment by place of work exceed projected population increases 32.0% to 25.8% respectively. If these projections hold there will be proportionately more jobs in Oakland County than residents in the year 2005 than there are at present.

OAKLAND COUNTY EMPLOYMENT 1967-1984 AS A PERCENTAGE OF DETROIT SMSA



SOURCE: MESC

YEAR

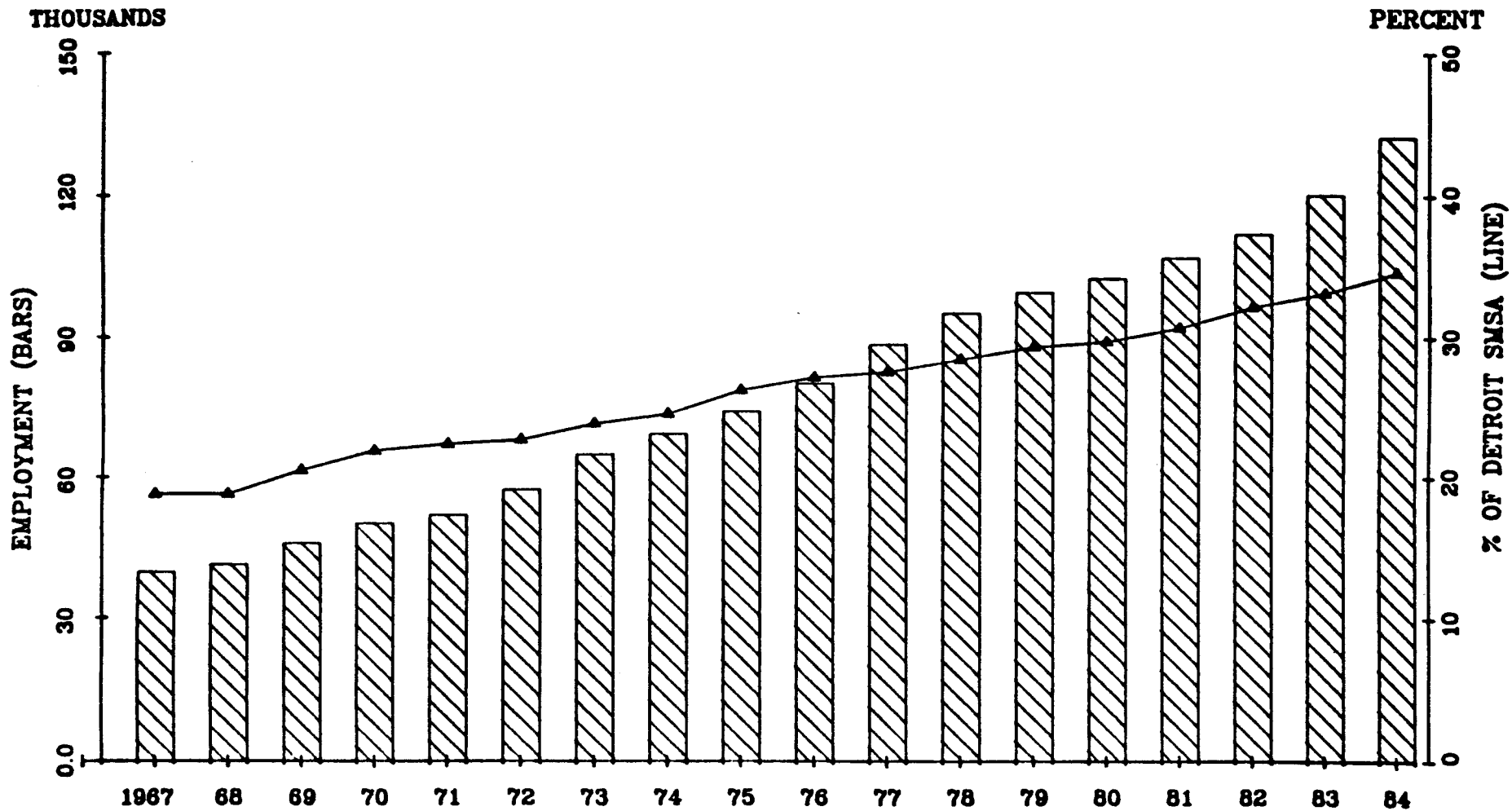
Table 34

**EMPLOYMENT CHANGE BY INDUSTRY 1975-1984
SECOND QUARTER AVERAGE**

Industry	2nd Qtr. 1975	2nd Qtr. 1984	Actual Change	% Change
Services	86,281	142,549	56,268	65.2%
Retail	69,997	95,453	25,456	36.4%
Finance	18,711	27,609	8,898	47.6%
Wholesale	18,586	29,473	10,887	58.6%
Manufacturing	77,162	100,855	23,693	30.7%
Transportation	14,175	17,836	3,661	25.8%
Agriculture	1,326	3,684	2,358	177.8%
Mining	291	381	90	30.9%
Construction	17,810	13,525	-4,285	-24.1%

Source: MESC 202 files

OAKLAND COUNTY EMPLOYMENT AND SHARE(%) OF DETROIT SMSA(6-COUNTY) SERVICES



SOURCE: M.E.S.C., BUREAU OF RESEARCH & STATISTICS

Table 35

CHANGES IN HEALTH SERVICES EMPLOYMENT 1975-1984
SECOND QUARTER AVERAGE

Industry	2nd Qtr. 1975	2nd Qtr. 1984	Actual Change	% Change
Physicians	4,011	6,521	2,510	62.6%
Dentists	1,928	3,285	1,357	70.4%
Other Practitioners	1,222	2,892	1,670	136.7%
Skilled Nursing	3,922	9,276	5,354	136.5%
Hospitals	9,234	18,751	9,517	103.1%
Outpatient	77	589	512	664.9

Source: MESC ES202 Files

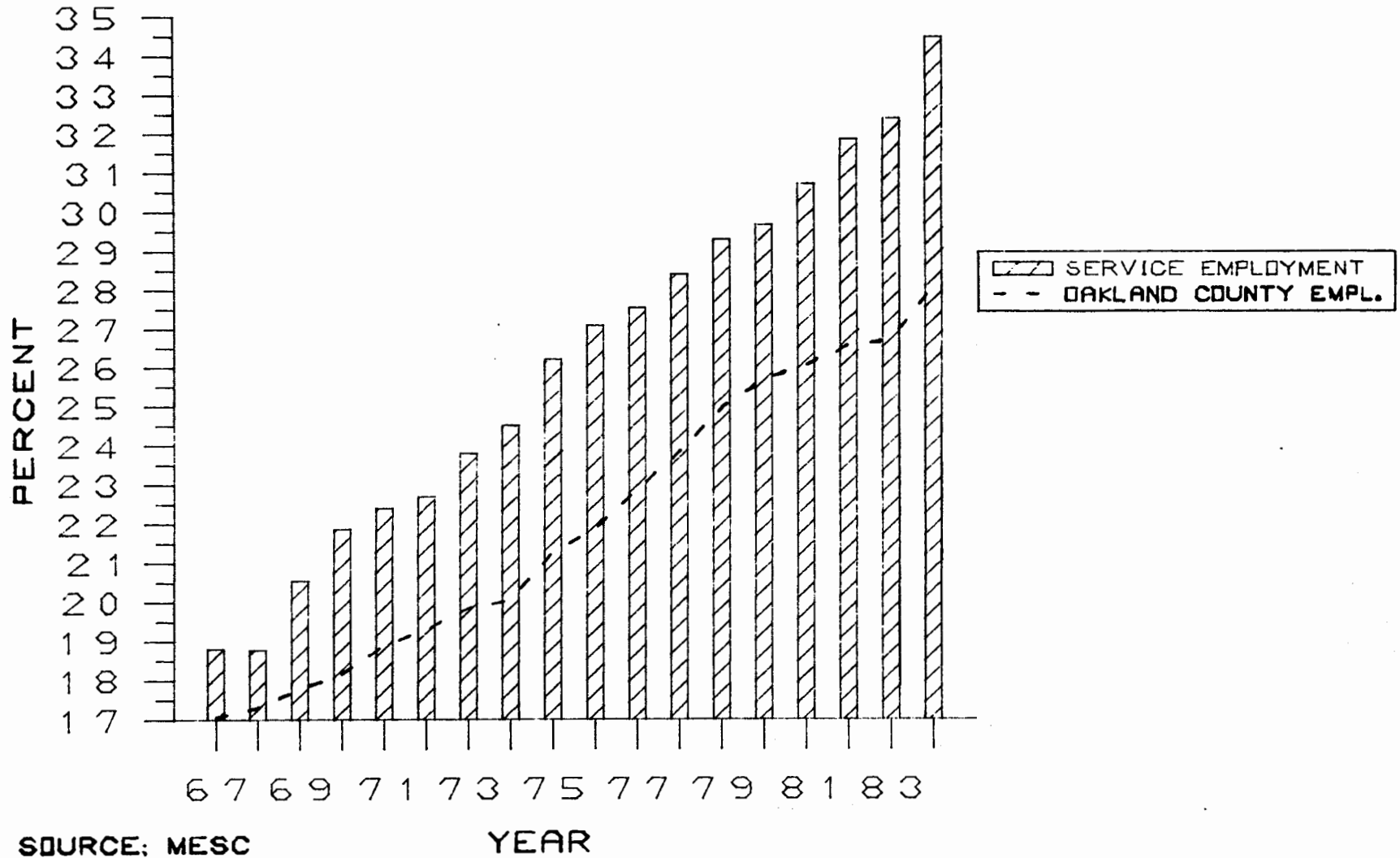
Table 36

CHANGES IN SELECTED SERVICES EMPLOYMENT 1975-1984
SECOND QUARTER AVERAGE

Industry	2nd Qtr. 1975	2nd Qtr. 1984	Actual Change	% Change
Legal	1,636	4,376	2,740	167.5%
Child Care	388	1,067	679	175.0%
Engin. & Arch.	3,502	9,210	5,708	163.0%
Private Household	9	720	711	790.0%
Resid. Care	356	1,303	947	266.0%

Source: MESC ES202 Files

OAKLAND COUNTY SERVICE EMPLOYMENT AS A PERCENT OF THE DETROIT SMSA 1967-1984

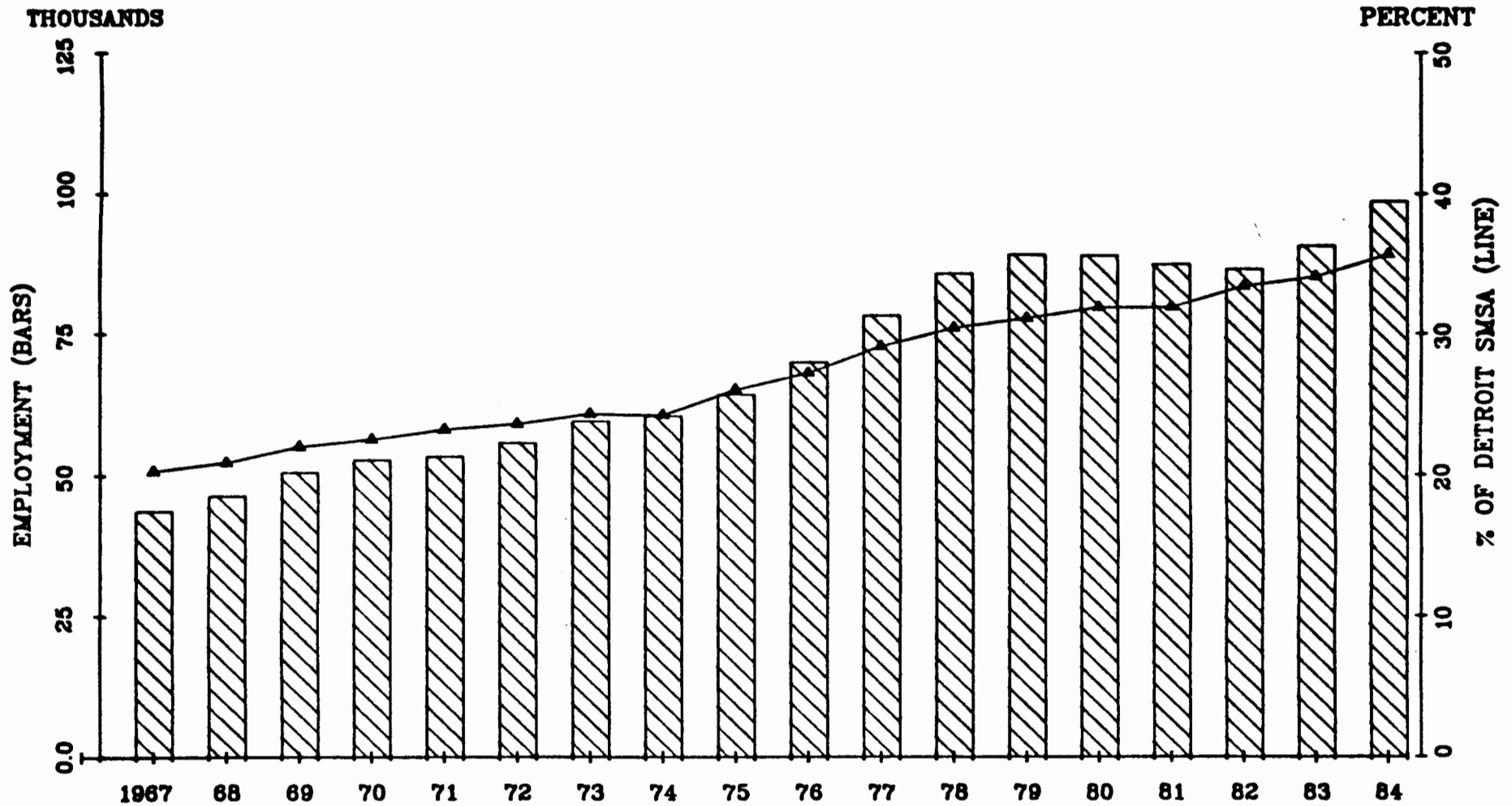


SOURCE: MESC

YEAR

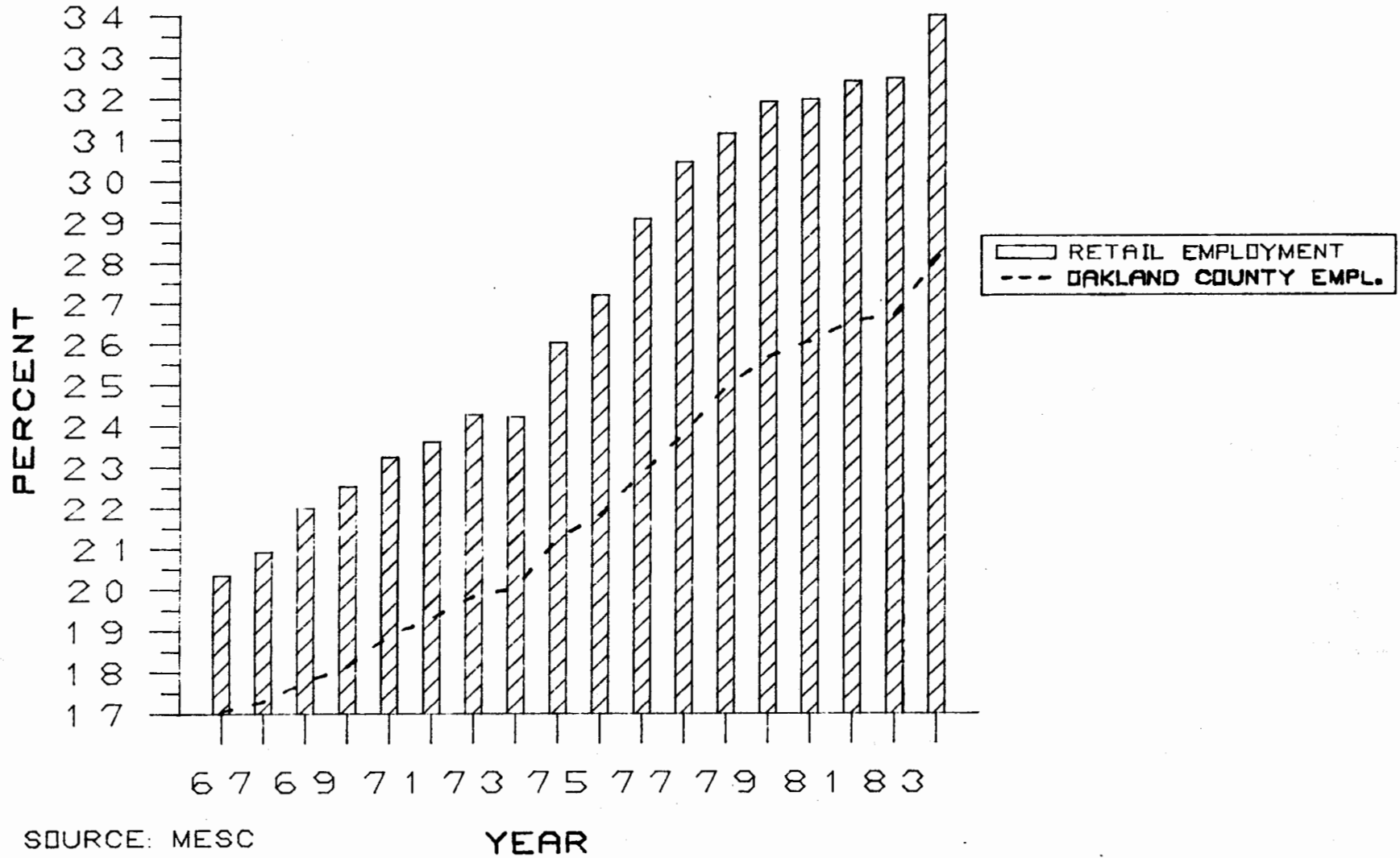
Chart 10

OAKLAND COUNTY EMPLOYMENT AND SHARE(%) OF DETROIT SMSA(6-COUNTY) RETAIL TRADE



SOURCE: M.E.S.C., BUREAU OF RESEARCH & STATISTICS

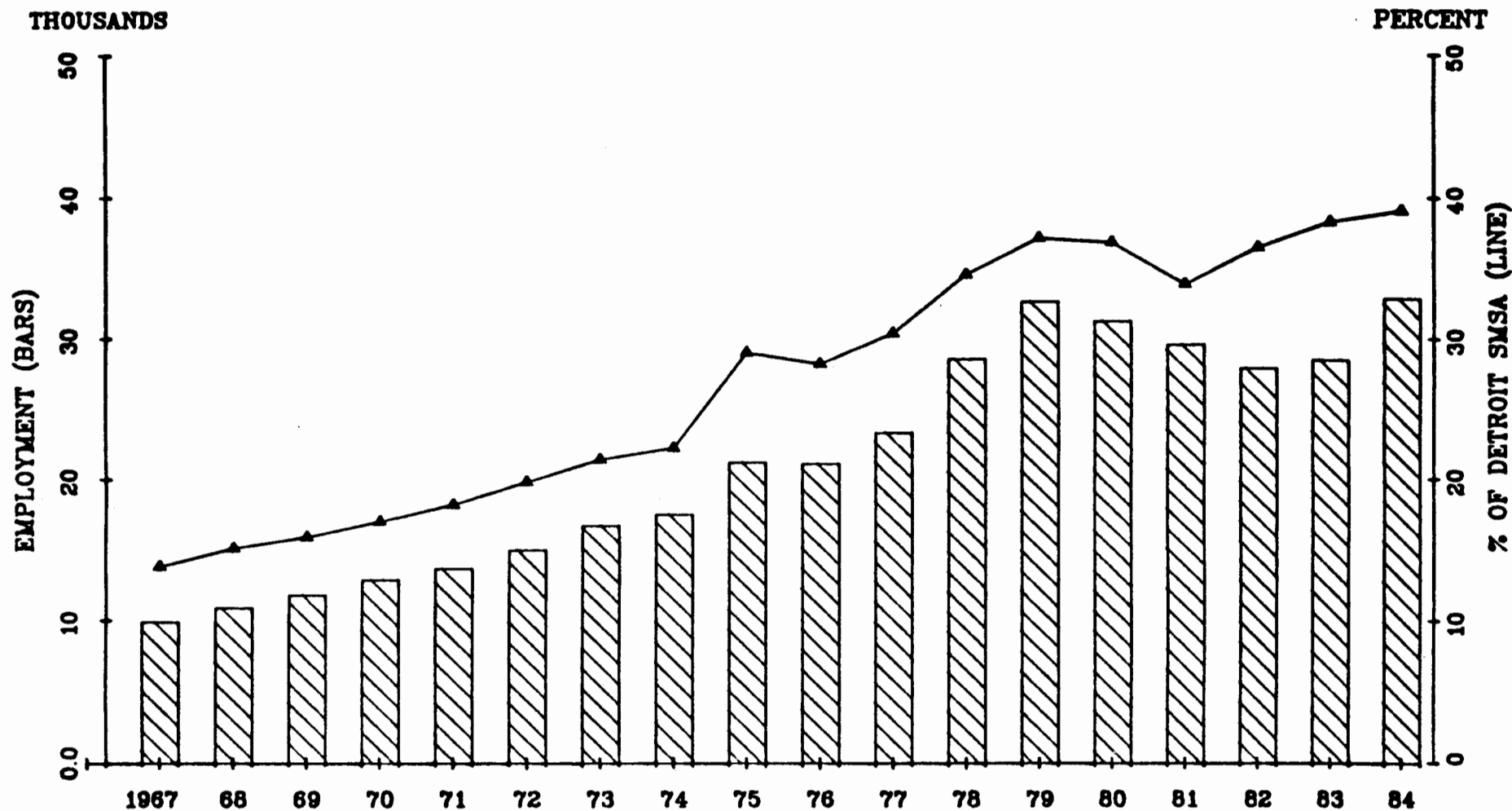
OAKLAND COUNTY RETAIL EMPLOYMENT AS A PERCENT OF THE DETROIT SMSA 1967-1984



SOURCE: MESC

Chart 12

OAKLAND COUNTY EMPLOYMENT AND SHARE(%) OF DETROIT SMSA(6-COUNTY) WHOLESALE TRADE



SOURCE: M.E.S.C., BUREAU OF RESEARCH & STATISTICS

OAKLAND COUNTY WHOLESAL EMPLOYMENT AS A PERCENT OF THE DETROIT SMSA 1 9 6 7 - 1 9 8 4

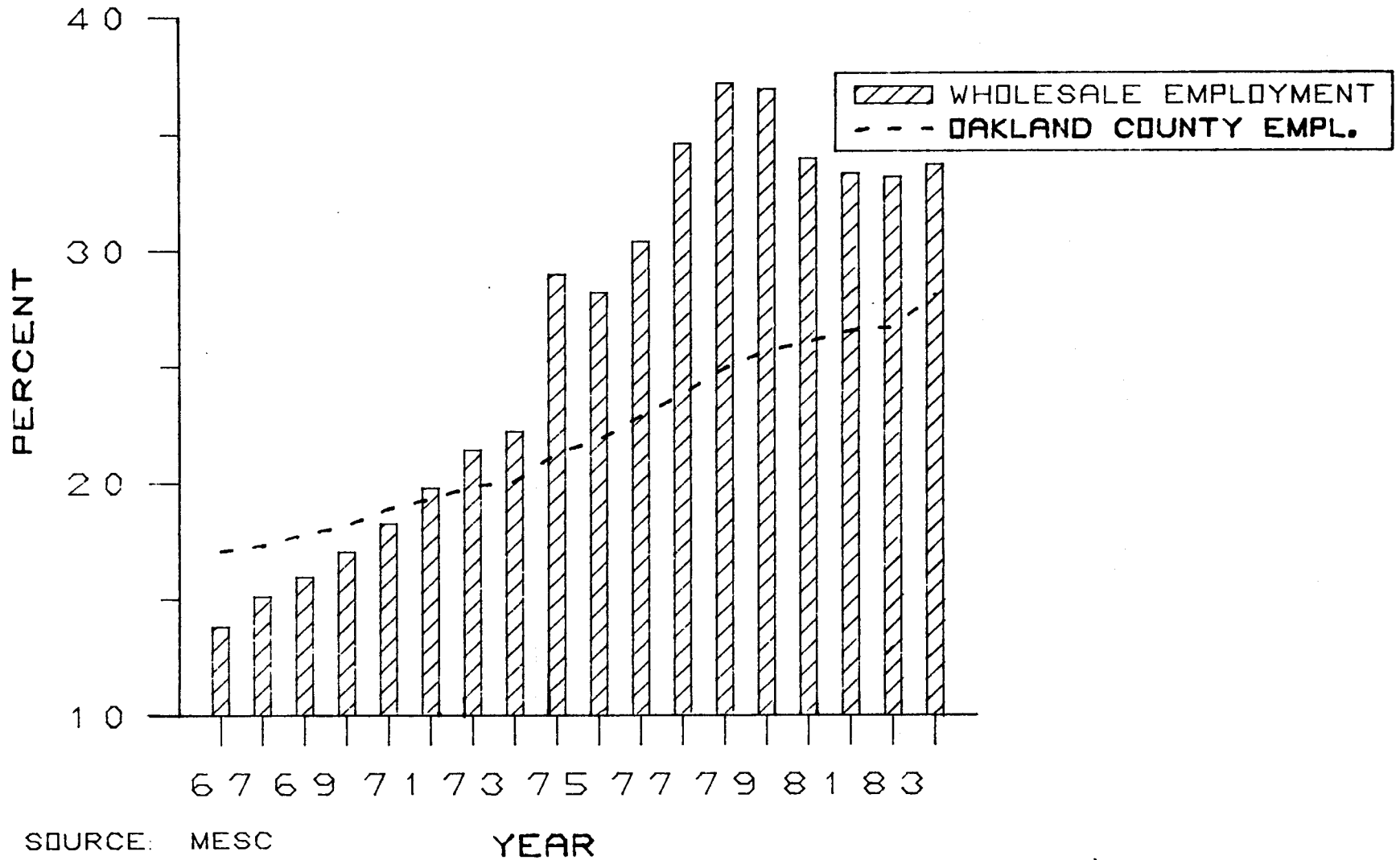


Table 37

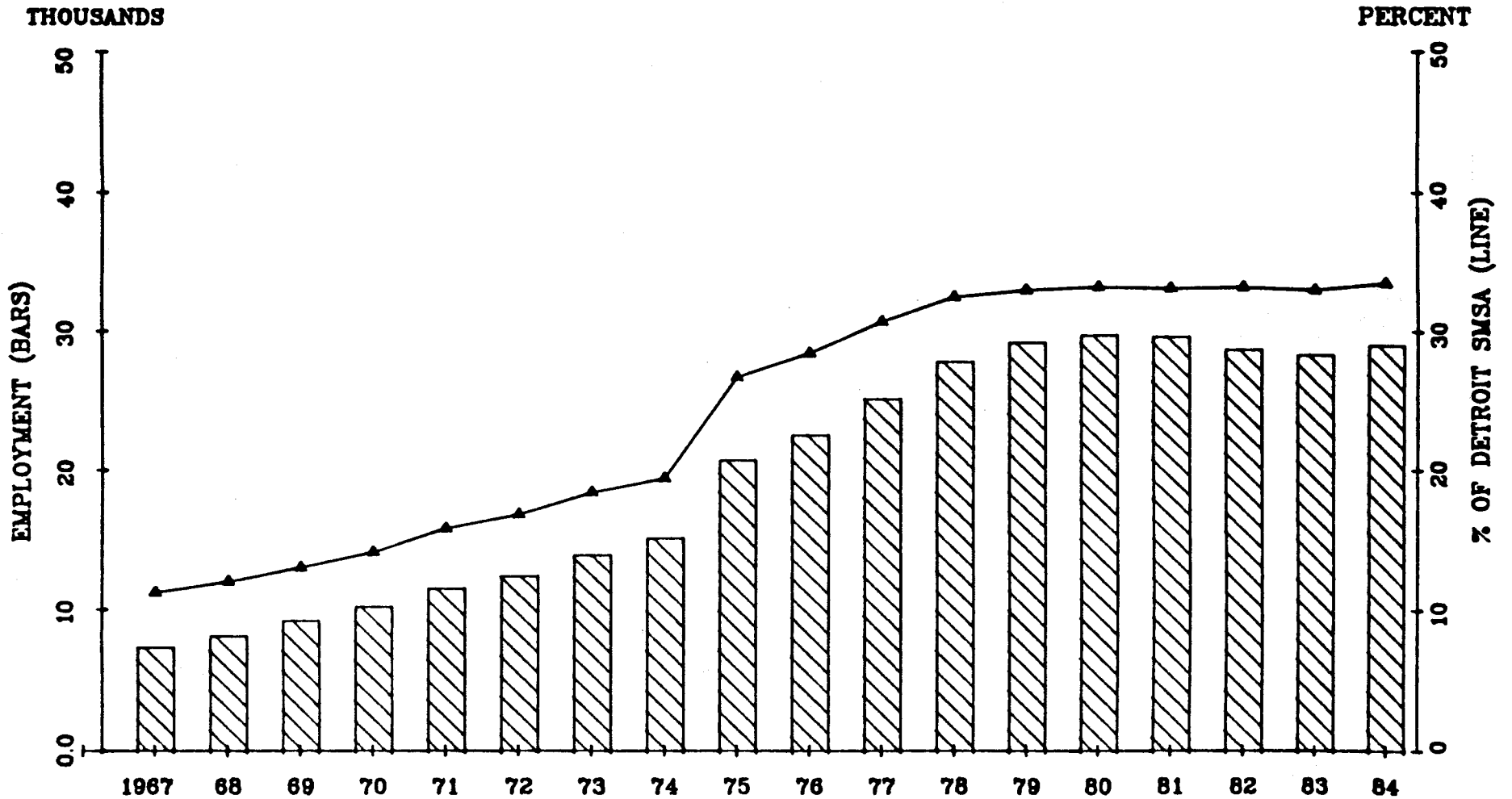
CHANGES IN FINANCE, INSURANCE & REAL ESTATE EMPLOYMENT
1975-1984 SECOND QUARTER AVERAGE

Industry	2nd Qtr. 1975	2nd Qtr. 1984	Actual Change	% Change
Banking	2,617	5,108	2,491	95.2%
Credit	3,358	4,772	1,414	42.1%
Brokers	200	1,439	1,239	619.5%
Insurance	3,378	6,230	2,852	84.4%
Ins. Agents	3,713	2,826	-887	-23.9%
Real Estate	5,255	6,971	1,716	32.7%
Combination	48	87	39	81.3%
Holding & Invest. Off.	142	176	34	23.9%

Source: MESC ES202 Files

Chart 14

OAKLAND COUNTY EMPLOYMENT AND SHARE(%) OF DETROIT SMSA(6-COUNTY) FINANCE, INSURANCE & REAL ESTATE



SOURCE: M.E.S.C., BUREAU OF RESEARCH & STATISTICS

Chart 15

OAKLAND COUNTY FINANCE EMPLOYMENT AS A PERCENT OF THE DETROIT SMSA 1967-1984

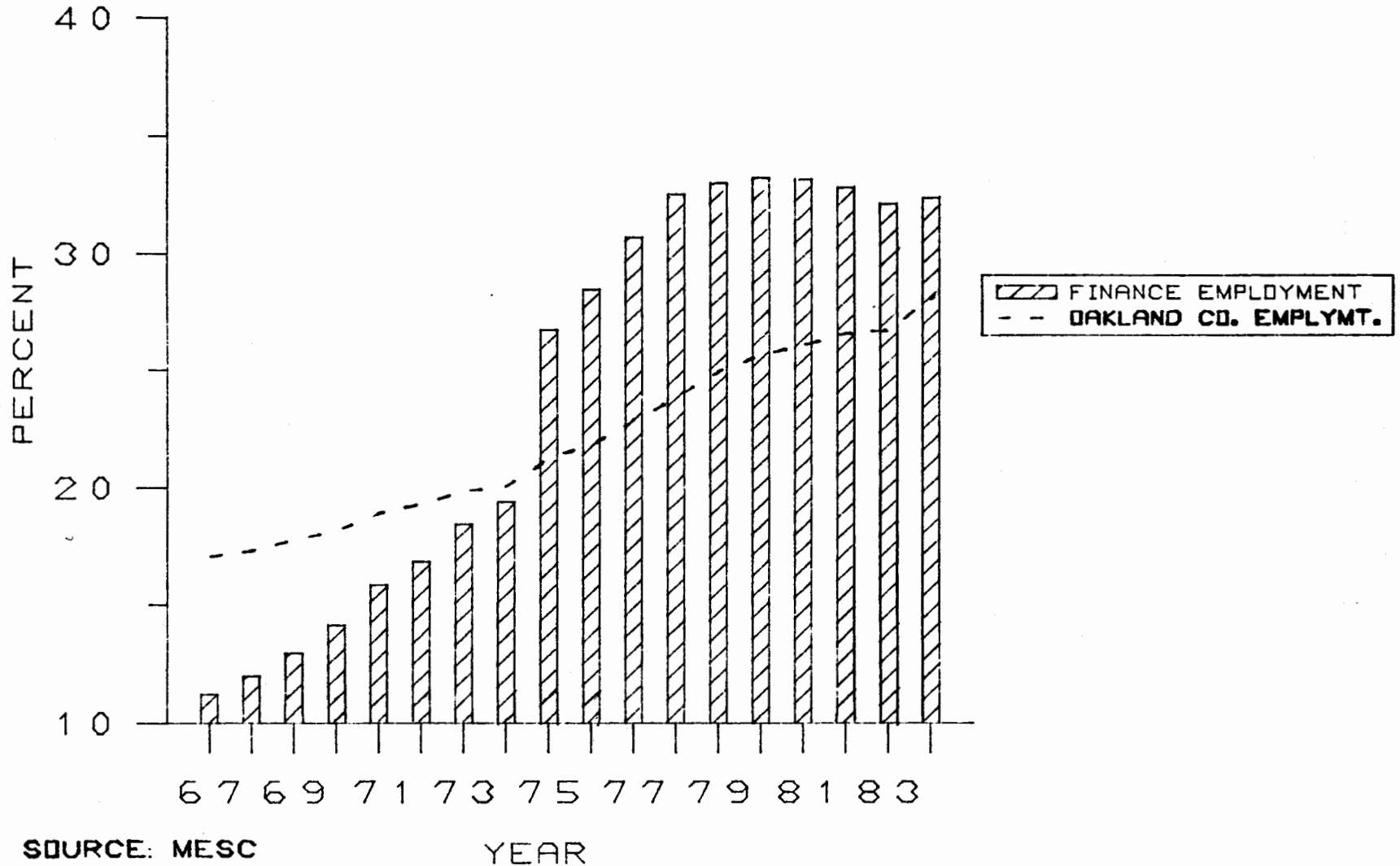
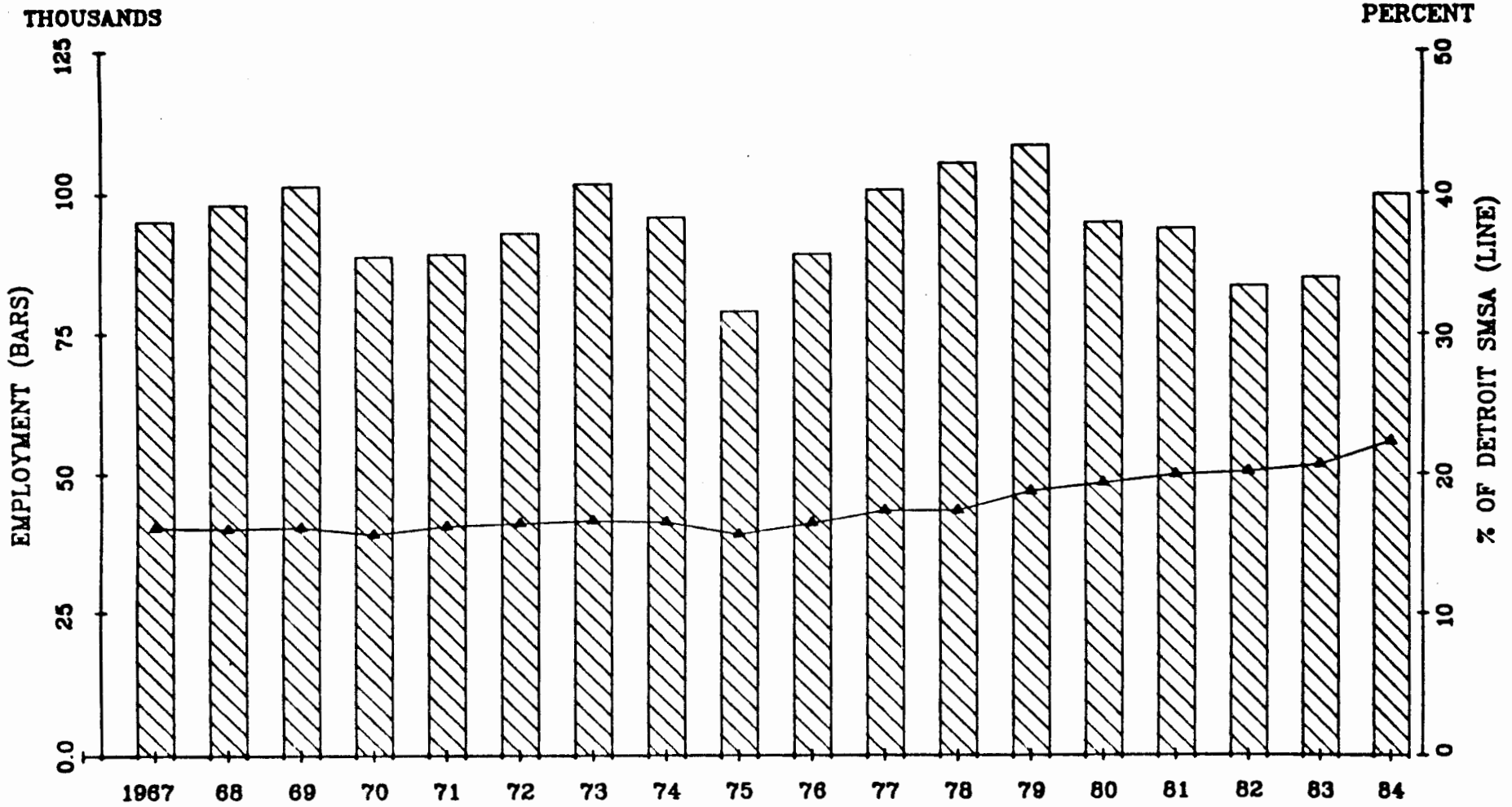


Chart 16

OAKLAND COUNTY EMPLOYMENT AND SHARE(%) OF DETROIT SMSA(6-COUNTY) MANUFACTURING



SOURCE: M.E.S.C., BUREAU OF RESEARCH & STATISTICS

Table 38

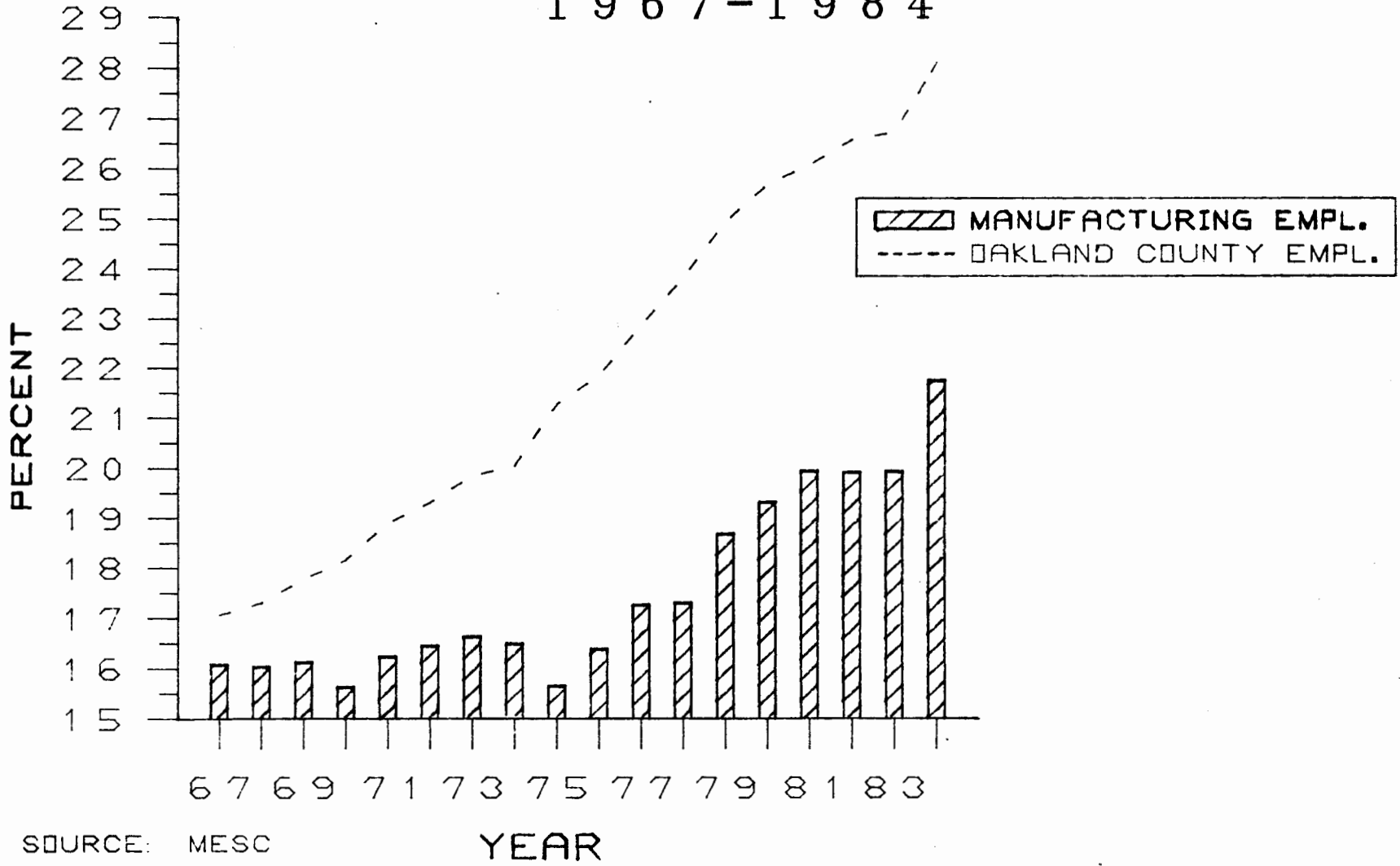
CHANGES IN MANUFACTURING SECTOR EMPLOYMENT 1975-1984
SECOND QUARTER AVERAGE

Industry	2nd Qtr. 1975	2nd Qtr. 1984	Actual Change	% Change
Textiles	50	242	192	390.0%
Lumber	490	502	12	2.4
Paper	696	344	-352	-50.6%
Print & Pub.	2,292	4,785	2,493	108.8%
Chemicals	1,445	1,944	499	34.5%
Rubber	1,892	4,859	2,967	156.8%
Primary Metals	2,577	2,367	-210	-8.1%
Fabricated Metals	8,521	10,594	2,073	24.3%
Machinery	18,485	23,124	4,639	25.1%
Electric Equip.	2,423	4,571	2,148	88.7%
Transportation	33,070	42,327	9,257	28.0%
Measuring	557	1,123	566	101.6%
Others	4,664	4,073	-591	-12.7%

Source: MESC ES202 Files

OAKLAND COUNTY MANUFACTURING EMPLOYMENT AS A PERCENT OF THE DETROIT SMSA

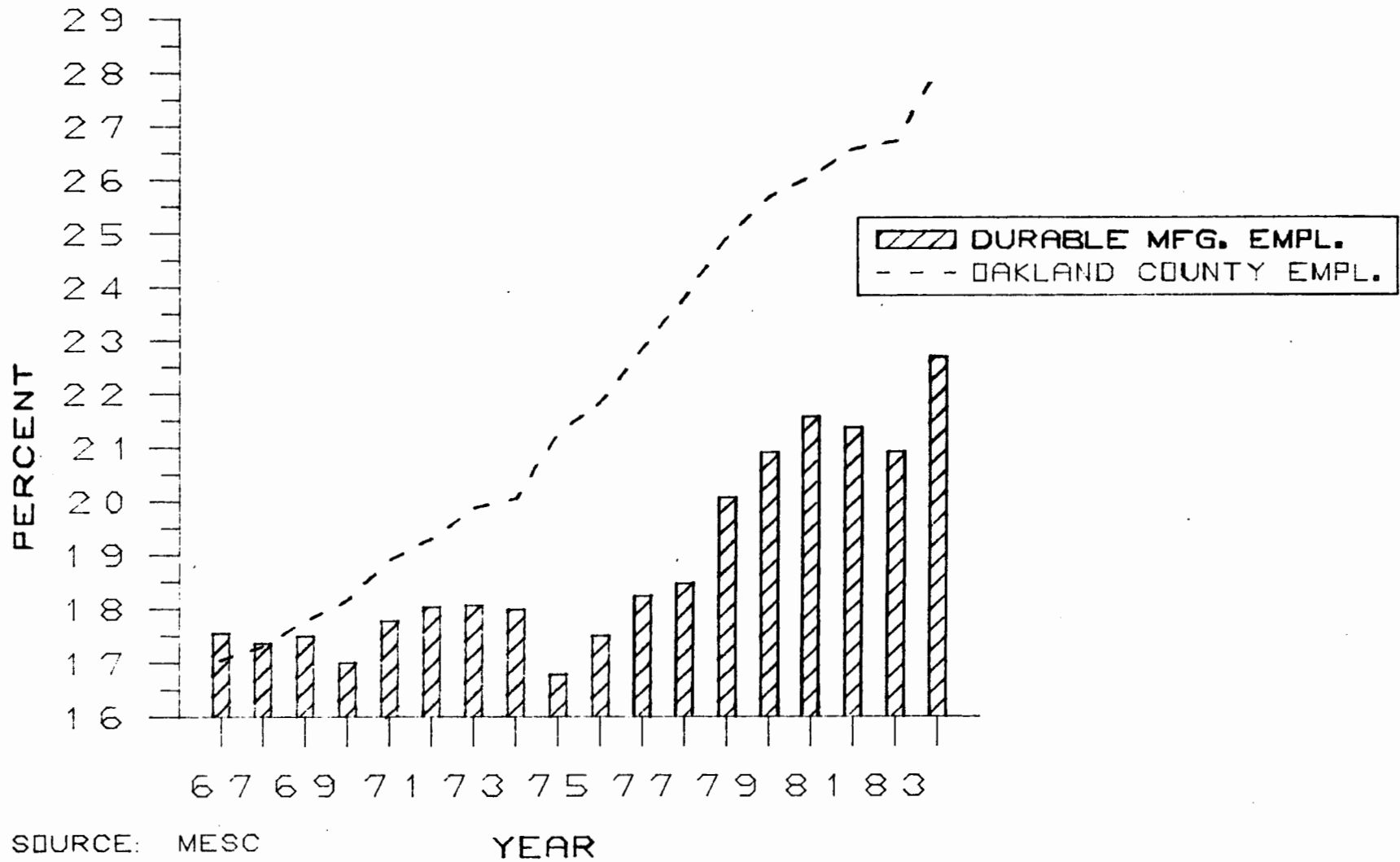
1967-1984



SOURCE: MESC

YEAR

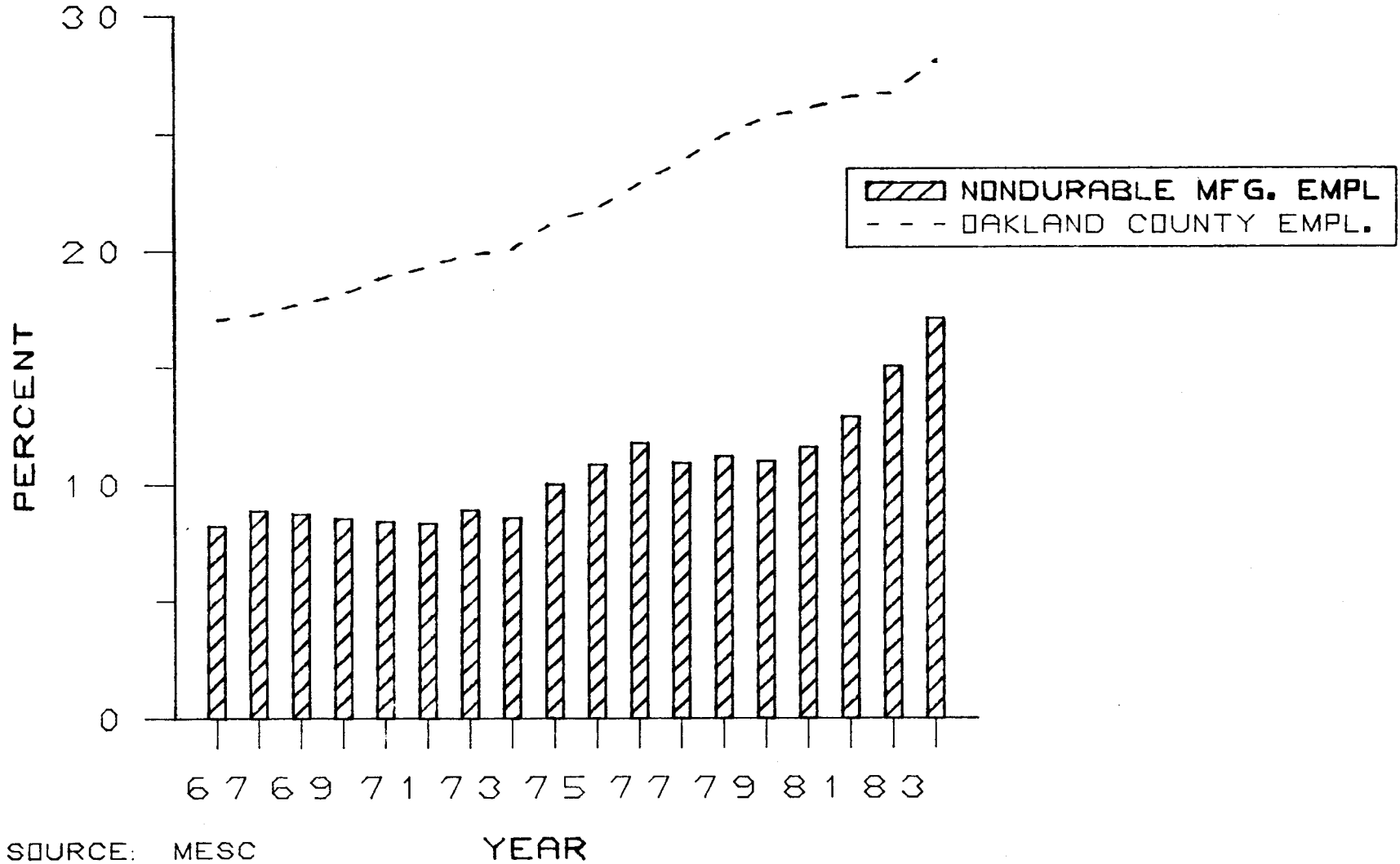
DURABLE MANUFACTURING EMPLOYMENT IN OAKLAND COUNTY AS A PERCENT OF THE DETROIT SMSA 1967-1984



SOURCE: MESC

YEAR

NONDURABLE MANUFACTURING EMPLOYMENT IN OAKLAND COUNTY AS A PERCENT OF THE DETROIT SMSA 1967-1984



SOURCE: MESC

YEAR

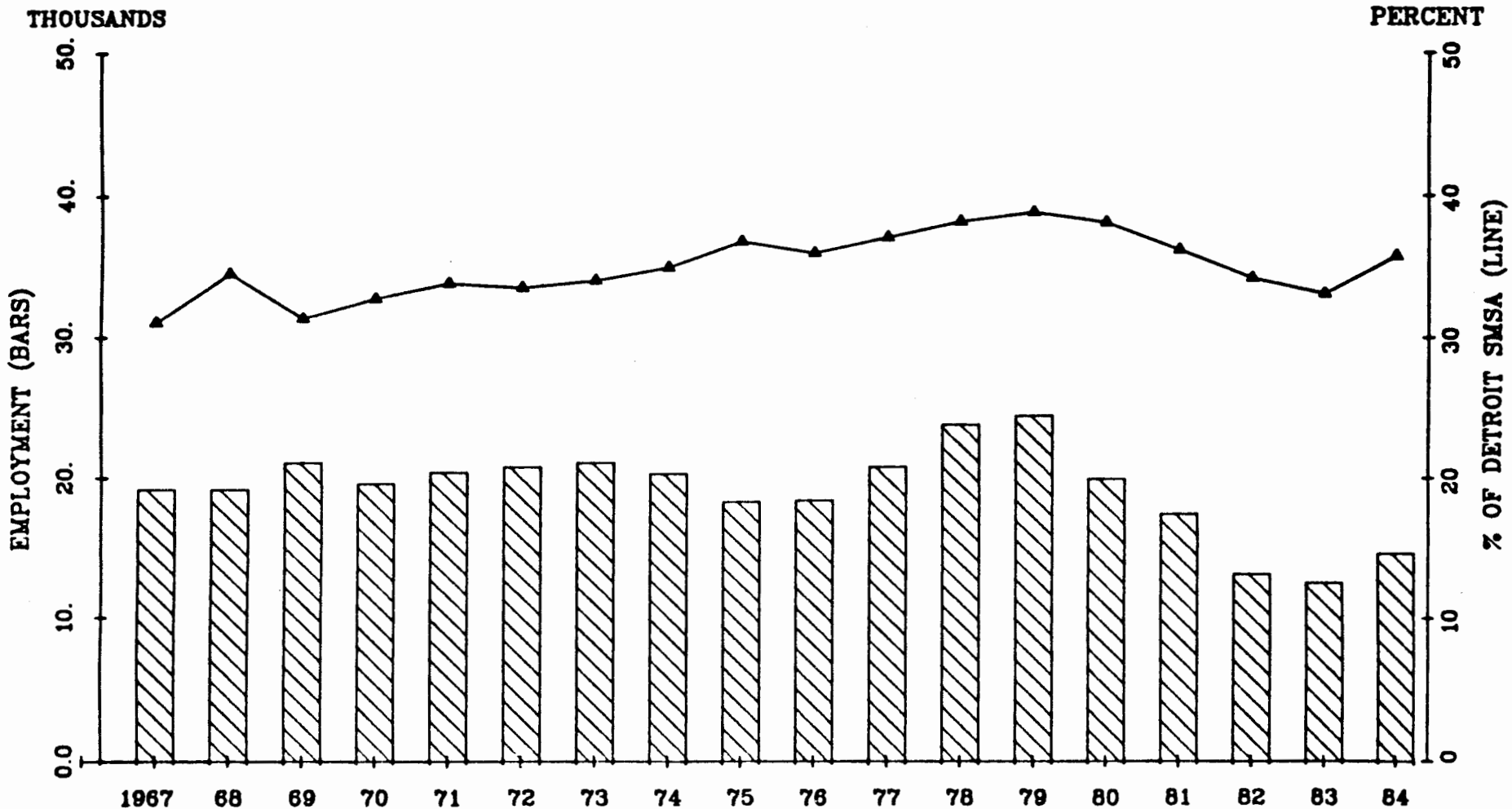
Table 39

CHANGES IN CONSTRUCTION EMPLOYMENT 1975-1984
SECOND QUARTER AVERAGE

Industry	2nd Qtr. 1975	2nd Qtr. 1984	Actual Change	% Change
Residential	2,778	1,642	-1,136	-40.9%
Non-residential	1,861	1,594	-267	-14.3%
Const. other than bldg.	2,063	1,715	-348	-16.9%
Plumbing & Heating	2,802	1,940	-862	-30.8%
Painting	363	187	-176	-48.5%
Electrical	2,046	1,589	-457	-22.3%
Masonry	480	350	-130	-27.1%
Carpentry	1,007	783	-224	-22.2%
Concrete	595	383	-212	-35.6%
Misc.	3,815	3,242	-573	-15.0%

Source: MESG ES202 Files

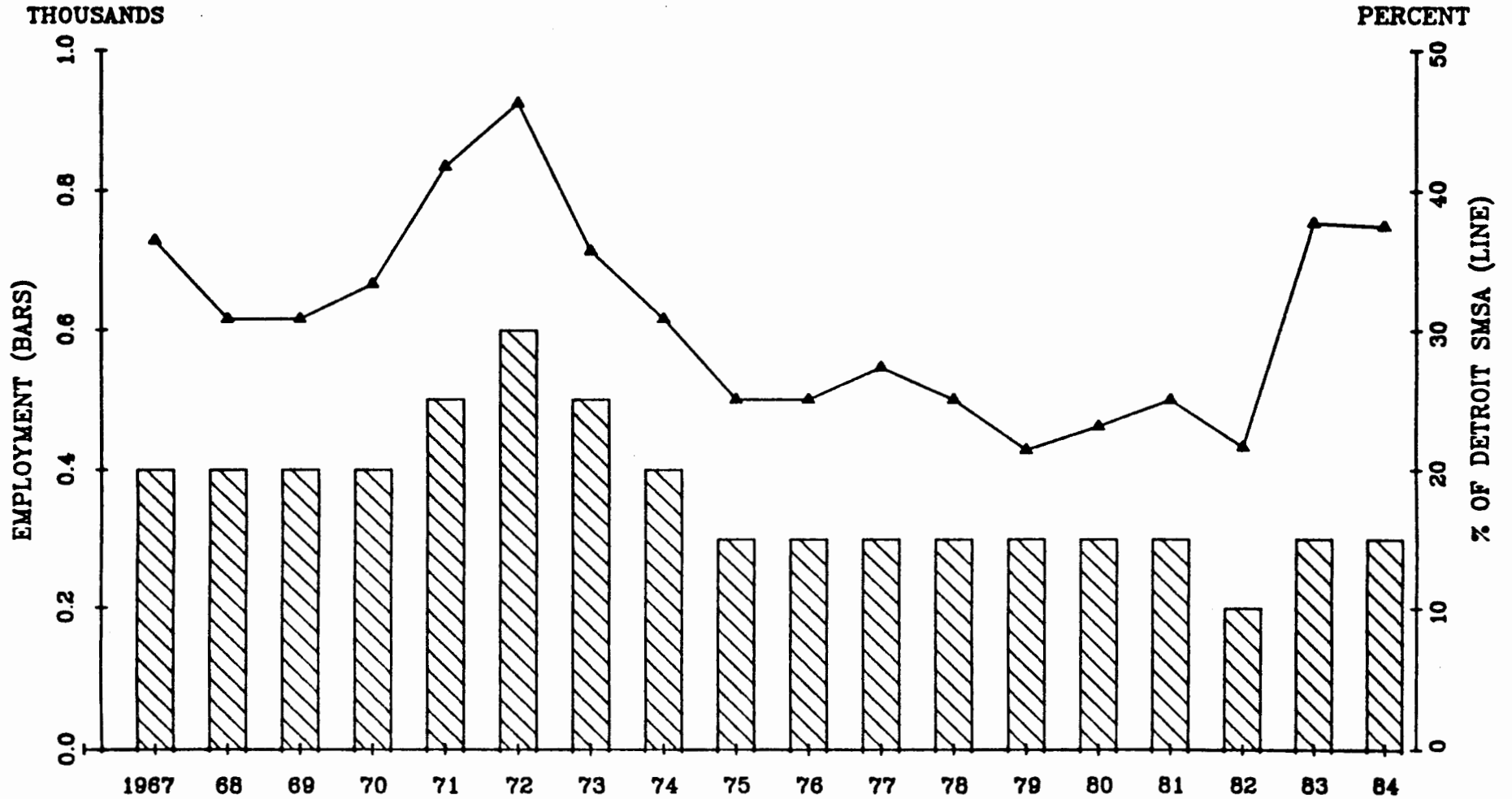
OAKLAND COUNTY EMPLOYMENT AND SHARE (%) OF DETROIT SMSA (6-COUNTY) CONSTRUCTION



SOURCE: M.E.S.C., BUREAU OF RESEARCH & STATISTICS

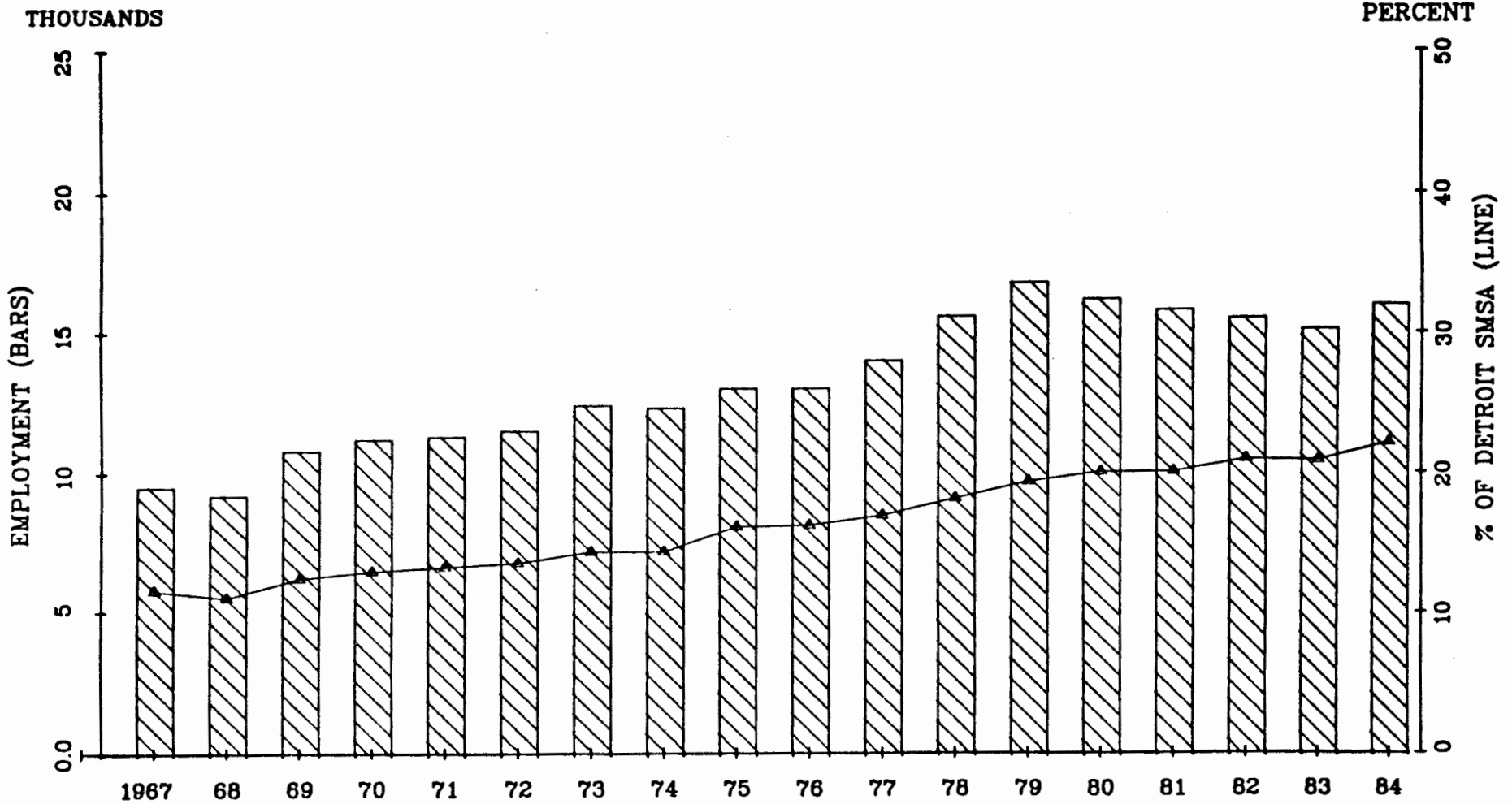
Chart 21

OAKLAND COUNTY EMPLOYMENT AND SHARE(%) OF DETROIT SMSA(6-COUNTY) MINING



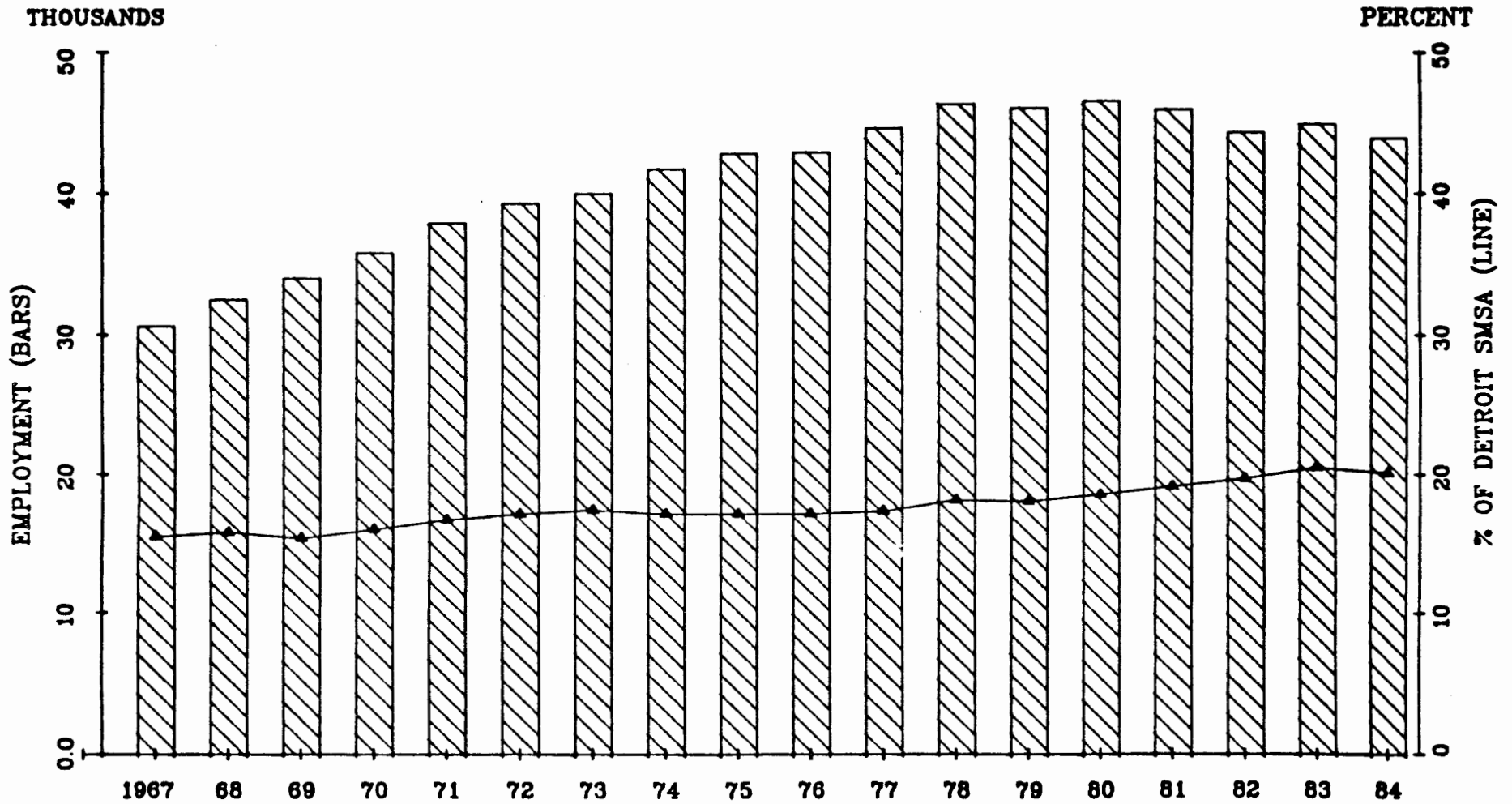
SOURCE: M.E.S.C., BUREAU OF RESEARCH & STATISTICS

OAKLAND COUNTY EMPLOYMENT AND SHARE(%) OF DETROIT SMSA(6-COUNTY) TRANS., COMMUN. & UTILITIES



SOURCE: M.E.S.C., BUREAU OF RESEARCH & STATISTICS

OAKLAND COUNTY EMPLOYMENT AND SHARE(%) OF DETROIT SMSA(6-COUNTY) GOVERNMENT



SOURCE: M.E.S.C., BUREAU OF RESEARCH & STATISTICS

Changing profile of Oakland County economy.

Mining, construction, manufacturing and government sector employment declined as a percent of total county employment between 1967 and 1984; transportation and retail remained a constant percent of county employment; and wholesale trade, finance and services sector employment rose during this period.

Employment in the service sector has increased at a steady rate during the past 17 years. In no years were there fewer employees in this sector than in previous years. Occupational growth projections to 1990 for Oakland County suggest this trend will continue through the end of this decade. Between 1983 and 1990 the service sector employment is projected to increase 43.2%.

Employment gains in the financial, insurance and real estate sector were significant between 1974 and 1979 where the number of employees doubled. A long term upward trend has leveled off during the 1980s. Occupational projections for this sector indicate a decline in the percentage of total employment through 1990. An increase of 24.9% in sector employment is projected between 1983 and 1990.

Retail trade employment rose moderately each year to 1979, leveled in 1980 and declined slightly through 1982. Since then employment has grown as the economy has rebounded. Continuing growth in this sector is expected through 1990 with a 37.6% increase in employment between 1983 and 1990. Occupational growth projections indicate a strong demand for sales clerks and all other sales workers, typical occupations in retail trade.

Manufacturing employment levels have risen and fallen with the fortunes of the auto industry over the last 17 years. 1984 employment has not regained the high of 1979 after the 1982 and 1983 recession.

Of particular interest is the continued decline of manufacturing employment as a percent of total county employment. After dipping sharply in 1975 manufacturing employment leveled off and decreased to about 21% of total employment. Occupational projections for jobs typically associated with manufacturing indicate nondurable employment will increase almost 18% between 1983 and 1990 while durable goods employment is projected to increase just over 28%.

Total Employment in Oakland County is projected to increase 33.5%. Manufacturing and finance sector employment will probably continue to lose its percent of total county employment because both are growing slower than the county average growth rate.

Employment in the construction sector built slowly from 1967 to 1973 and experienced losses in 1974 and 1975. Between 1976 and 1979 at its peak, employment increased about 25%. After plummeting from the 1979 high to the lowest point in 1983 during '67-'84 time period, employment is on the rise. Projections indicate a 59.4% increase by 1990 from 1983. This will bring employment back to the 1967 to 1973 levels. After a steady decline in the percent of total county employment between 1967 and 1984 from 7.5% to 3.0%, construction share of employment by 1990 is projected to be 3.5%.

MESC Employment and Occupation Projections for Oakland County

The Michigan Employment Securities Commission (MESC) forecasts 1986 wage and salary employment in Oakland County at 495,000. Sixty nine thousand six hundred new jobs will have been created in the county since 1983, the base year from which forecasts were made. Growth of employment in the service sector accounts for 35 percent of the new jobs followed by 25% in manufacturing and 18% in the retail sector.

Wholesale is and will continue to experience the greatest percentage increase in employment, forecast at 27%. Finance, insurance and real estate, on the other hand, is forecast to grow only 4.2%, the lowest growth rate of any of the sectors.

Michigan Employment Securities Commission forecasts for the six county Detroit SMSA wage and salary employment for 1986 show 140,000 new jobs. Oakland County accounts for 50% of that forecast.

Highlights of the forecast are:

Business services	13,000-plus new employees
Health Services	1,700-plus new employees
Eating & Drinking Places	5,800-plus new employees
Automotive Dealers Ser. Stations	1,200-plus new employees
Wholesale-Durable Goods	5,300-plus new employees
Communications	1,800-plus new employees
Machinery Except Electrical	4,200-plus new employees
Fabricated Metal	1,400-plus new employees
Special Trades Contractors	1,900-plus new employees

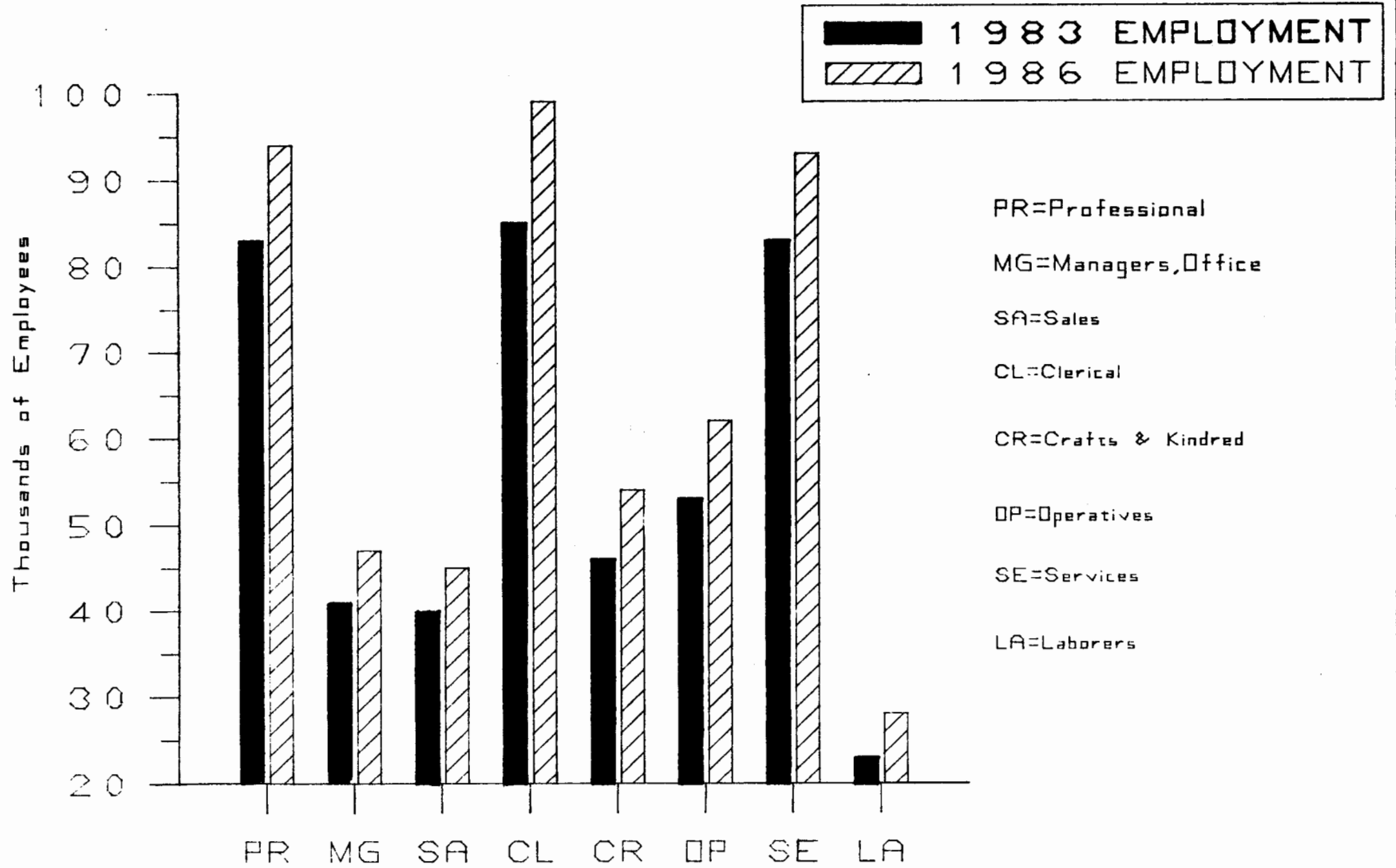
Occupations Forecast to Have Highest Rate of Growth

Preliminary occupational forecasts for Oakland County were prepared by MESC under contract to the Economic Development Group. Forecasts for the 1985/1986 year are based on employment by occupation data for 1983 and 1984 in the Detroit SMSA. Using the OES matrix data for Detroit, Oakland County data was disaggregated. Included in these projections are known closings and openings of firms in Oakland County through mid 1986.

Occupations with over 200 employees forecast to increase by 1,000 or more jobs from 1984 through June 1986:

	<u>Rank of Greatest Increase</u>
All other managers	1
All other sales workers	2
All other unskilled workers	3
General clerks, office	4
Guards & doorkeepers	5
Sales clerks	6
Keypunch operators	7
Secretaries	8
Waiters or waitresses	9
Janitors & sextons	10
Drafters	11

EMPLOYMENT PROJECTIONS—Oakland County



From March 1980 to December 1982, employment in Oakland County decreased by 26,000. In order to achieve a net employment increase of 78,830 for the decade, employment will have to increase well over 100,000 from the December 1982 level. Approximately half of the required increase has occurred since 1982 as the economy has rebounded. By 1986 an additional 20,000 jobs will be created in the county as forecast by MESAC.

The growth potentials presented in Table 41 were based in part on forecasts of the Michigan Employment Security Commission for the state, and in part by our own evaluation of local and national economic trends. These potentials should be construed as general magnitudes of possible growth. In some industrial groups such as construction and retail trade, employment growth will be generated by and closely correlated with general economic conditions in the area, and nationally. In other industrial groups, such as most manufacturing industries, growth will be largely contingent upon the condition of national market demand, national economic policies and the relative competitiveness of this area in both retention and attraction of investment.

Some comments are offered on the estimated growth potentials:

Health services will grow rapidly nationally. Oakland County's employment in this industry tripled during the seventies. A growth of 15,000 during the eighties is quite possible.

Ordinance procurement could help retain and expand employment in fabricated metal products and transportation equipment.

Nationally, non-electric machinery employment is expected to grow rapidly through 1990. This industry grew 21% in Oakland County from 1970-80. Employment has rebounded from a low in 1983 and appears to be sustaining a slightly lower rate of growth of 19%.

Communications is not expected to have a net job increase. Continued automation of telephonic communications will counter balance other industry segments such as cable TV and radio.

Wholesale and retail trade employment will continue to grow, but not as rapidly as in the seventies. The trend toward large self service retail stores will continue to lower the ratio of personnel to sales.

Finance, insurance and real estate employment in Oakland County tripled from 1970-1980. Continued growth is expected, but at a more moderate rate. Office automation, including computerized record keeping and information processing, may moderate personnel requirements.

Business services will continue to grow rapidly, but not at the phenomenal tripling rate of the 1970-1980 period. This group includes among others: computer and data processing, R & D and testing labs, management and public relations services, employment agencies, advertising agencies, etc. Growth of 20,000 employees during the eighties is likely due to significant increases in computer and data processing employment.

Table 40
EMPLOYMENT GROWTH POTENTIAL 1983-1986
FORECAST FOR OAKLAND COUNTY

SIC Code	Industry Group	Annual Average 1983	Forecast 1983-1986	Change %
--	Contract Construction	11,985	3,100	26
20	Food and Kindred Products	1,257	-261	-21
23	Apparel and Other Textiles	159	140	88
24	Lumber and Wood Products	399	0	0
25	Furniture and Fixtures	395	-49	-12
27	Printing and Publishing	2,677	733	27
28	Chemicals and Allied	1,683	513	30
34	Fabricated Metal Products	9,255	1,415	15
35	Machinery Except Electrical	20,462	4,283	21
36	Electric & Electronic Equipment	4,079	693	17
37	Transportation Equipment	34,871	6,526	19
38	Instruments and Related	904	393	43
--	Transportation & Other Public Utilities	15,309	-100	-7
48	Communications	8,474	1,825	21
--	Wholesale Trade	25,949	6,940	27
--	Retail Trade	88,310	11,778	13
--	Finance, Insurance, Real Estate	28,745	1,165	4
70	Hotels	2,719	180	7
73	Business Services	25,389	13,276	52
80	Health Services	39,869	1,731	4
82	Education, Non-Public	4,252	797	19
--	Other Services	44,947	8,000	18
--	Other Groups	<u>54,249</u>	<u>1,750</u>	<u>3</u>
Total		426,338	63,828	15%

Source: 1983 Annual Average and forecast from MESC Bureau of Research and Statistics.

Table 41

1983-1990 EMPLOYMENT PROJECTIONS OAKLAND COUNTY

1983 Adjusted Annual Average Employment	409,530
Projected 1990 Annual Average Employment	<u>546,626</u>
Actual Projected Employment Growth	137,096
Percent Employment Growth 1983-1990	33.5%

Source: MESC Division of Research & Statistics
Special Contract Report for Oakland County

Table 42

OAKLAND COUNTY EMPLOYMENT GROWTH PROJECTIONS 1983-1990

Industry Group	Actual Increase	% Increase
Ag./Mining	1,516	65.2%
Construction	7,130	59.4%
Manufacturing	22,919	27.3%
Transp./Utilities	4,316	28.2%
Wholesale	12,259	47.4%
Retail	33,093	37.6%
FIRE	6,760	24.9%
Services	47,753	43.2%
Government	1,350	3.0%

Source: MESC Division of Research & Statistics
Special Contract Report for Oakland County

Table 43

OAKLAND COUNTY EMPLOYMENT GROWTH PROJECTIONS 1983-1990

SERVICES	% INCREASE
Hotels	50.9%
Personal	20.7%
Business	79.0%
Auto & Repair	41.3%
Health	20.4%
Legal	29.4%
Social	70.7%
Nonprofit	258.6%
Other professional	55.0%
<hr/>	
MANUFACTURING	% INCREASE
Fabricated Metal Products	22.8%
Rubber & Plastics	50.1%
Transportation Equipment	32.7%
Machinery Except Electrical	27.5%
Electrical Machinery	47.0%
Primary Metal Products	-88.7%
Stone, Clay, Glass Products	-15.4%

Source: MESC Division of Research & Statistics,
Special Contract Report for Oakland County

Table 44

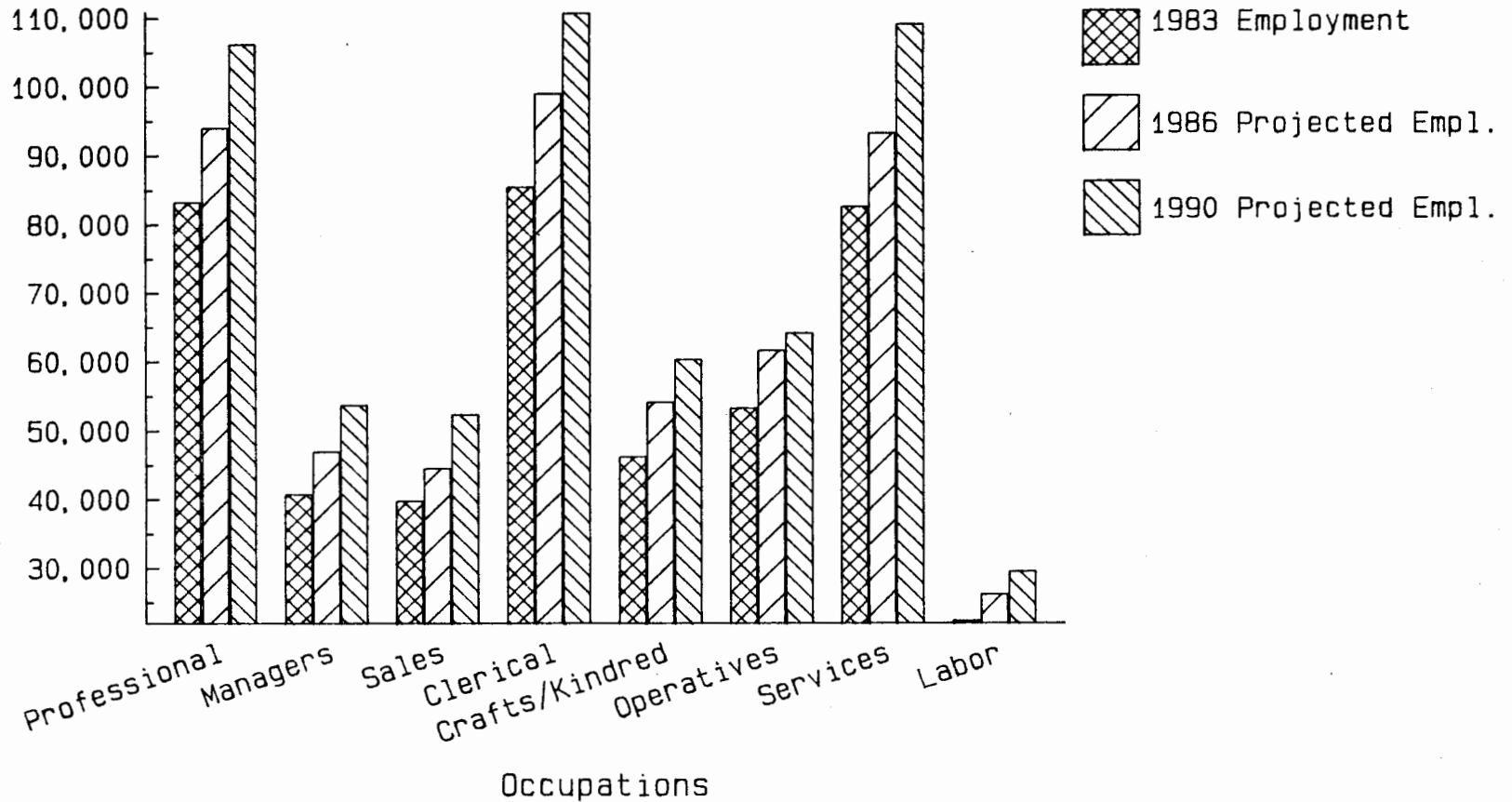
**OCCUPATION EMPLOYMENT PROJECTIONS
SHORT AND LONG TERM**

	1983	1983-85/86	% Change	1983-90	% Change
PR = Professional	83,325	94,100	13.0	106,250	27.5
MG = Managers, Officials	40,800	47,025	15.2	53,750	31.7
SA = Sales	39,825	44,575	12.0	52,400	31.6
CL = Clerical	85,500	99,050	15.8	110,700	29.5
CR = Crafts & Kindred	46,275	54,175	17.1	60,375	30.5
OP = Operatives	53,300	61,700	15.8	64,250	20.6
SE = Services	82,625	93,275	12.9	109,075	32.0
LA = Laborers	22,500	26,300	16.9	29,625	31.7
Total	455,450	521,525	14.5	587,675	29.0

Source: MESC Division of Research & Statistics
Special Contract Report for Oakland County

OCCUPATION EMPLOYMENT PROJECTIONS 1983, 1986 and 1990

Number of Employees



MESC Division of Research & Statistics
1985 Special Project

Table 45

**OCCUPATIONAL GROWTH PROJECTIONS 1983-1990
RANKINGS BY TOTAL NUMBER OF JOBS**

All other managers	8325
Sales clerks	5875
All other sales workers	5275
Waiters or waitresses	4300
Secretaries	3925
Guards & doorkeepers	3900
Janitors & sextons	3700
General clerks, office	3550
All other unskilled workers	3475
Food preparers & service workers	2975
Cashiers	2250
Restaurant, cafe and bar managers	1725
Accountants & auditors	1675
Kitchen helpers	1675
Truck drivers	1475
Managers, store	1425
Carpenters	1425
Mechanical engineers	1400
Nurses aides/orderlies	1400
Assemblers	1400
All other professionals	1375
Bookkeepers	1350
Typists	1325
Lawyers	1275
Automotive mechanics	1275
Supervisors, non-working empl.	1250
Gardeners, groundskeeper	1250
Stock clerks	1250
All other office clerical	1200
All other semiskilled workers	1200
Computer systems analysts	1100
Delivery & route workers	1000

Source: MESOC Occupational Projections for Oakland County -
Division of Research & Statistics 1985.

Table 46

**1980 AND PROJECTED 1990 EMPLOYMENT BY MAJOR
INDUSTRY DIVISION, OAKLAND COUNTY**

DIVISION	1980		1990	
	NUMBER	%	NUMBER	%
Contract Construction	23,972	5.73	27,972	5.63
Manufacturing	107,814	25.77	128,794	26.00
Transportation and Other Public Utilities	17,093	4.08	20,493	4.12
Wholesale Trade	35,322	8.44	38,322	7.71
Retail Trade	90,187	21.55	95,187	19.14
Finance, Insurance, Real Estate	34,821	8.32	40,571	8.16
Services	104,858	25.06	140,558	28.27
Other	4,383	1.05	5,383	1.08

Source: 1980 County Business Patterns, and Previous Tables. Excludes Government

Projected increases in employment by place of work exceed projected population increases 32.0% to 25.8% respectively. If these projections hold there will be proportionately more jobs in Oakland County than residents in the year 2005 than there are at present.

The Pontiac area has experienced double digit unemployment since 1980. Depressed conditions in the auto and related industries, construction and wholesale and retail trade were primarily responsible for one out of every five labor market participants being unemployed in fiscal year 1983. Joblessness has moderated somewhat since then as there were about 14,500 area residents out of work in December 1984, representing an unemployment rate of 15.6 percent. Unemployment has edged downward due to callbacks in auto and related industries and improved building activity and retail sales. However, the unemployment rate in the City of Pontiac remains above 15%.

The Oakland County area exclusive of the Pontiac area has experienced a lower level of unemployment than surrounding counties due to the diversity of the county's economy. Regardless, in fiscal year 1983 13.5 percent of the area's labor market participants were jobless as depressed conditions in the auto and related industries, retail trade and construction affected the entire metropolitan area. Since 1983 the unemployment rate has decreased significantly to 5.5% in December 1984. This is due to generally improved economic conditions in the depressed sectors, and because of faster growth in the non-manufacturing sectors particularly the labor-intensive, service producing industries.

Table 47

**FORECASTED EMPLOYMENT BY PLACE OF WORK 1980-2005
OAKLAND COUNTY**

	Employment	% Change
1980	465,460	
1985	517,722	11.2
1990	547,352	5.7
1995	564,758	3.2
2000	593,625	5.1
2005	614,356	3.5
1980-2005	148,896	32.0

Source: SEMCOG Small Area Forecasts Version '84.

Employment and Unemployment

The annual average employment of Oakland County's resident labor force during 1984 was 16,875 over the 1983 average, according to MESC estimates. Unemployment was down by 19,050. The annual average unemployment rate of 9.7% for 1984 was about 1/3 less than the 13.8% average for 1983.

In 1983, County Executive Dan Murphy announced a target of 89,000 new jobs by 1990. If last year's rate of employment growth were sustained over the next few years, the 89,000 new jobs target would be achieved well before 1990. However, not every year will match 1984's rate of rapid economic expansion.

Table 48

**EMPLOYMENT AND UNEMPLOYMENT OF OAKLAND COUNTY'S RESIDENT LABOR FORCE
DECEMBER 1983 -DECEMBER 1984 (LATEST AVAILABLE 4/24/85).**

	Dec. 1983	Dec. 1984	Change	% Change
Employed	396,600	409,725	+13,125	+3.3%
Unemployed	48,100	35,975	-12,125	-25.0%
Rate	10.8%	8.1%	-2.7	-25.0%
Total Labor Force	444,700	445,700	+1,000	+0.2%

Source: MESC

Table 49

**EMPLOYMENT AND UNEMPLOYMENT OF OAKLAND COUNTY'S RESIDENT LABOR
FORCE, ANNUAL AVERAGES FOR 1983 AND 1984**

	Dec. 1983	Dec. 1984	Change	% Change
Employed	392,675	409,550	+16,875	+4.3%
Unemployed	62,800	43,750	-19,050	-30.3%
Rate	13.8%	9.7%	-4.1	-30.3%
Total Labor Force	455,475	453,300	-2,175	-0.5%

Source: MESC

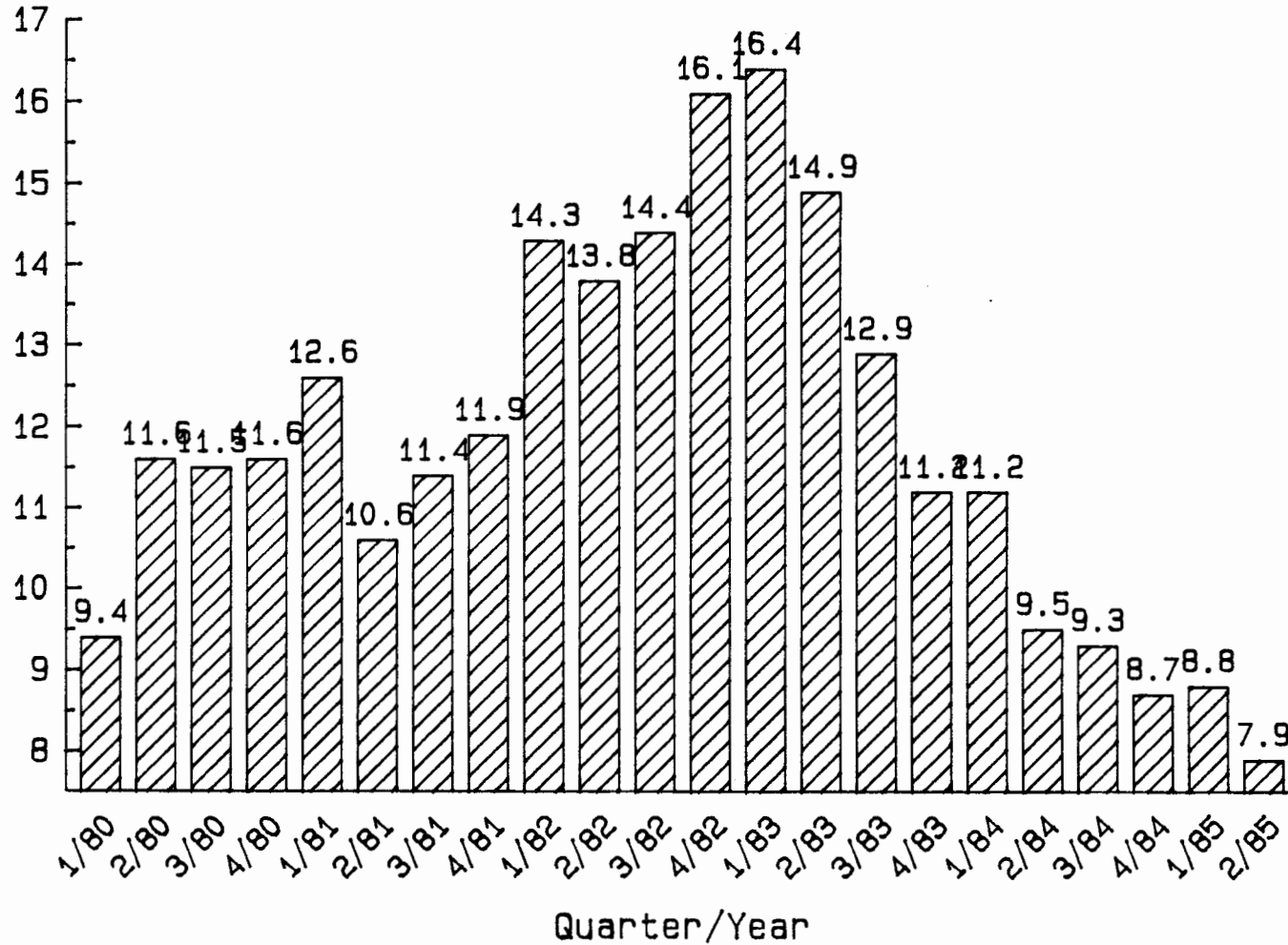
These resident labor force statistics apply to the labor force residing in Oakland County, regardless of place of employment. About 1/3 of Oakland County's resident labor force is employed outside of Oakland County, and about 1/3 of the employees working in Oakland County resides elsewhere.

The preliminary findings of a special MESC study commissioned by Oakland County EDG indicate that the number of jobs located in Oakland County has had substantially greater growth from 1983 to 1984 than the above described growth of employment in the resident labor force, and strong growth of employment in Oakland County is projected to 1986. Oakland County's employment growth from 1983 to 1986 is projected to account for 50% of the job growth in the six county Detroit SMSA.

OAKLAND COUNTY UNEMPLOYMENT

Quarterly Averages 1980-1985

Percent



Source: MESC

Table 50

**DETROIT SMSA EMPLOYMENT PERCENTAGE DISTRIBUTION
BY COUNTY AND DIVISION, 1981 and 1982, BY PLACE OF EMPLOYMENT**

DIVISION	OAKLAND		MACOMB		WAYNE		LAPEER		LIVINGSTON		ST. CLAIR	
	1982	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982	1981
Agricultural Services Forestry, & Fisheries	46.1	46.1	20.5	18.2	28.2	30.2	1.9	2.1	1.6	2.2	1.7	1.2
Mining	32.3	32.7	3.9	3.6	34.0	37.6	2.1	11.0	4.0	4.8	23.7	10.4
Construction	43.6	40.1	13.7	13.0	39.0	43.0	0.5	0.7	1.4	1.4	1.7	1.8
Manufacturing	22.6	21.7	21.3	19.7	52.7	55.5	0.4	0.4	0.9	0.8	2.0	1.8
Transportation & Public Utilities	23.2	24.9	7.5	7.0	65.6	64.6	0.3	0.3	0.4	0.5	2.9	2.7
Wholesale Trade	40.8	39.2	9.6	9.7	46.8	48.8	0.5	0.5	0.8	0.8	1.3	1.1
Retail Trade	32.3	31.9	16.7	16.6	46.0	46.8	0.8	0.8	1.6	1.4	2.6	2.5
Finance, Insurance, Real Estate	37.9	37.9	7.2	7.3	51.5	51.4	0.5	0.6	1.4	1.4	1.5	1.4
Services	33.5	32.0	11.5	10.9	51.8	54.1	0.4	0.4	1.1	1.0	1.6	1.6
Non-classifiable	35.4	33.4	17.2	16.1	43.3	44.4	1.1	1.7	2.3	2.6	0.6	1.8
TOTAL	30.3%	29.3%	15.2%	14.6%	50.9%	52.8%	0.5%	0.5%	1.1%	1.0%	2.0%	1.8%

Source: County Business Patterns, Michigan, 1981 and 1982, Table 2

Excludes government and railroad employees, self employed persons. Data by place of employment.

Table 51

RATIO OF PRIVATE EMPLOYMENT TO POPULATION 1984

United States	44%
Michigan	38%
Oakland County	48%

Source: MESC Oakland County Annual Planning Information Reports FY1985.

Oakland County has a higher ratio of private sector employment to its population than that of the State of Michigan and the United States. The ratio of civilian government employment to wage and salary employment is lower than that of the State of Michigan. Both ratios indicate the strength in the private sector of the County economy. Only 11 percent of the county workforce is civilian government requiring the support of the private sector.

Table 52

RATIO OF CIVILIAN GOVERNMENT TO WAGE AND SALARY EMPLOYMENT

Michigan	18%
Oakland County	11%

Source: MESC Oakland County Annual Planning Information Reports FY1985.

Oakland County has a higher ratio of private sector employment to its population than that of the State of Michigan and the United States. The ratio of civilian government employment to wage and salary employment is lower than that of the State of Michigan. Both ratios indicate the strength in the private sector of the County economy. Only 11 percent of the county workforce is civilian government requiring the support of the private sector.

Economy

ECONOMY - TABLE OF CONTENTS

Economic Base	1
Table 53 - Employment Composition of U.S. and Oakland County, 1980 and 1982	3
Table 54 - Location Quotients of Selected Industrial Groups	5
Table 55 - Oakland County's Significant Export Industries, 1980 and 1982	6
Table 56 - Industries Under Represented in Oakland County, 1980-1982, Based on National Ratios	7
Table 57 - Employment Growth Potential in Oakland County, 1980 to 1990	8
Table 58 - Oakland County Shift Share Analysis, 1970-1979, National Base	11
Chart 27 - Oakland County Establishments 1982	12
Chart 28 - Oakland County Employment 1982	13
Table 59 - Detroit SMSA Service Establishments by County, 1972-1982	14
Chart 29 - Service Establishments 1982	15
Chart 30 - Service Employment 1982	16
Table 60 - Detroit SMSA Retail Establishments by County, 1972-1982	17
Table 61 - Oakland County Retail Trade 1977-1982	17
Chart 31 - Retail Establishments 1982	19
Chart 32 - Retail Employment	20
Table 62 - Detroit SMSA Wholesale Establishments by County, 1972-1982	21
Chart 33 - Wholesale Establishments 1982	22
Chart 34 - Wholesale Employment	23
Table 63 - Oakland County Manufacturing Establishments, 1977-1982	24
Table 64 - Total Manufacturing Establishments	25
Table 65 - Manufacturing in Oakland County 1977-1982	25
Chart 35 - Manufacturing Establishments 1982	26
Chart 36 - Manufacturing Employment 1982	27
Chart 37 - Durable Manufacturing Employment 1982	28
Chart 38 - Manufacturing Establishments - Durables 1982	29
Chart 39 - Manufacturing Establishments - Nondurables 1982	30
Chart 40 - Nondurable Manufacturing Employment 1982	31
Table 66 - Comparison of Establishments by Employment Size 1981-1982	32
Table 67 - Comparison of Establishments by Employment Size 1971, 1981 and 1982 ...	32
Table 68 - Farming in Oakland County, 1978-1982	33
Table 69 - Earnings by Place of Work - by Industry 1979-1982, Oakland County	34
Table 70 - Average Hourly Earnings of Production Workers, Selected Metropolitan Areas - January 1985	35
Table 71 - Mean Hourly Wage Rates for Selected Occupations Oakland County and Detroit - 1984	36
Table 72 - Major Employers in Oakland County, 1984 Second Quarter by Employment Size Class	37
Table 73 - Largest Companies in Oakland County Rank by Sales Volume	41
Table 74 - Change in Number of Firms, 1975, 1983 and 1984	42
Table 75 - Permit Authorized Construction Cost in Oakland County 1981-1984	44
Table 76 - National Banks Headquartered in Oakland County	45
Table 77 - State Banks Headquartered in Oakland County, 1984	46
Table 78 - Savings and Loan Associations Headquartered in Oakland County, 1984	47
Table 79 - Bank Holding Companies in Oakland County 1984	47

MESC	Employment and Occupation Projections for Oakland County	40
Chart	24 - Employment Projections - Oakland County	41
Table	40 - Employment Growth Potential 1983-1986 Forecast for Oakland County	43
Table	41 - 1983-1990 Employment Projections, Oakland County	44
Table	42 - Oakland County Employment Growth Projections	44
Table	43 - Oakland County Employment Growth Projection Services and Manufacturing	45
Table	44 - Occupation Employment Projections-Short and Long term	46
Chart	25 - Occupation Employment Projections 1983, 1986 and 1990	47
Table	45 - Occupational Growth Projections 1983-1990 Rankings by Total Number of Jobs	48
Table	46 - 1980 and Projected 1990 Employment by Major Industry Division, Oakland County	49
Table	47 - Forecasted Employment by Place of Work 1980-2005 Oakland County	50
Table	48 - Employment and Unemployment of Oakland County's Resident Labor Force December 1983-December 1984	50
Table	49 - Employment and Unemployment of Oakland County's Resident Labor Force, Annual Averages for 1983 and 1984	51
Chart	26 - Oakland County Unemployment, Quarterly Averages 1980-1985	52
Table	50 - Detroit SMSA Employment Percentage Distribution by County and Division, 1981 and 1982 by Place of Employment	53
Table	51 - Ratio of Private Employment to Population 1984	54
Table	52 - Ratio of Civilian Government to Wage and Salary Employment	54

What is the Economic Base?

The underlying theory of economic base is that exports are the moving force that determines the total level of local economic activity. Income from export activity is determined mainly outside of the local economy; this export income will be spent principally on additional purchases of locally produced goods and services, generating a multiplier effect. For example, a local area has a factory that produces military vehicles; if an increase in orders is received, export activity increases. Producing military vehicles is obviously an export activity; these vehicles will be purchased by the U.S. government and not by local businesses or residents. As a result of the increased export orders, merchants and other local businesses will enjoy higher sales generated by added employees engaged in producing military vehicles. The expanded payrolls will be spent on basic living items such as food, clothing and housing. Thus, \$10 million of additional export sales may result in a \$30 million expansion of total local sales, the export sales having a threefold multiplier effect.

The export activities of the local economy are called the economic base. The remainder of local economic activity, nonexport activities, includes all locally produced goods and services that are consumed or purchased within the local area; these are called non-basic. Thus, the total economic activity in the local area is classified as either basic or nonbasic. The basic activity determines the level of nonbasic and, therefore, the level of total economic activity.

The most important characteristic distinguishing the local economy from the national economy is the degree of openness of the local economy. A local economy is less self-sufficient than is the national economy; in other words, a local economy is more specialised in terms of what its industries produce. Thus, the local economy will sell a larger portion of its total production to buyers outside of its boundaries (exports); likewise, the local economy will buy a greater portion of its goods and services from outside its boundaries (imports). The greater the proportion of exports to imports, the more open the economy; the smaller the geographic area of the local economy, the more open it is likely to be.

How are we to measure the basic and nonbasic activities of the local economy? There are three possible approaches. One would be the dollar value of all goods and services produced. Another would be the quantities of various goods and services produced. The third method is to measure economic activity in terms of employment. Because employment data are more readily available for local areas than are dollar or production statistics, employment is used to measure economic activity in the discussion that follows.

Local decision makers have no control over a general economic decline or recession in the national economy. They may, however, lessen the local impact of national economic conditions if they are able to diversify the local economic base. If the economic base is narrow by being heavily tied to one or two industries, the level of local economic activity will be largely determined by swings in these industries; however, if the sources of export employment are diversified, the local economy does not have "all of its eggs in one basket." In such a case, the fortunes of one or two industries will not dictate the fortunes of the local economy to such a great extent. Determining the economic base, and then the extent to which total export employment is spread among various industries, helps in evaluating the local area's vulnerability. A narrow economic base signals local planners to seek additional export employment in industries weakly represented in the present economic base.

Economic base analysis is also useful for projecting the effects of a new industry on the total local economy. Total employment divided by export employment gives the export employment multiplier referred to above. This multiplier provides local planners with a rough idea of the increase in total local employment that would result from an increase in export employment.

In theory, when a local industry has a greater percentage of total local employment than is true for the nation, the industry is exporting; when the local industry has a lower percentage, it is importing. The location quotient is the ratio of the local industry's actual percentage of total local employment to the percentage of that industry nationally. A location quotient greater than one indicates export employment.

Caveats

There are limitations in this kind of analysis. It ignores foreign export and import by implying that the national economy is a closed system. If a local area has a location quotient of one in oil production, it obviously does not follow that the area is self sufficient in oil; all it implies is that the local area is no more or less self sufficient in oil production than the nation as a whole, which itself might be (and indeed is) a large net importer of oil. This analysis also disregards productivity, since it equates output with size of employment. Furthermore, a location quotient of one or lower does not necessarily mean that the local industry's output is locally consumed. For example, an area with a location quotient of one in automobile manufacturing might have an automobile assembly plant with almost all of its output exported to distant markets. (Indeed, an automobile plant not serving a multi-state market would be a rarity.)

If the local economy were a perfect statistical replica of the national economy in the sense of each industrial group having a location quotient of one, it would nevertheless have substantial export dependent employment; otherwise it could not function or survive as part of the national economy.

Oakland County's economy is an integral part of the region's economy. Much of its economic output, whether in goods, or services, are imports to other parts of the region, as is true of the reverse. Also, large numbers of employees reside in a county other than the place of work. Variations in locational quotients of an industry in different parts of the region are to be expected and in part reflect a national tendency toward geographic specialization of functions.

The Analysis

With these caveats, we continue our economic base analysis; it will facilitate our understanding of the area's economy and signal opportunities for growth. The following table indicates the percentage composition of employment in Oakland County and the United States in March, 1980 (excluding government employment). The right hand column indicates the arithmetic difference between these two percentages for each industry group. A negative difference for Oakland County is indicated by parenthesis (), and means that the County's location quotient for that industry group is below one.

A negative difference **theoretically** each signals a non-basic industry.

A positive difference signals a location quotient over one. The positive difference, such as 2.41% in the case of "machinery except electrical" theoretically means that 2.4% of Oakland County's economy is engaged in the export of this product.

Table 53

**EMPLOYMENT COMPOSITION OF U.S. AND OAKLAND
COUNTY, 1980 AND 1982 (EXCLUDING GOVERNMENT)**

SIC CODE	INDUSTRY GROUP	PERCENT EMPLOYMENT					
		U.S.		OAKLAND COUNTY		DIFFERENCE*	
		1980	1982	1980	1982	1980	1982
	AGRICULTURE SERVICES FORESTRY & FISHERIES	0.38	0.43	0.29	0.34	(0.09)	(0.09)
07	Agricultural Services	0.34	0.39	0.29	0.34	(0.05)	(0.05)
	Other	0.04	0.04	--	--	(0.04)	(0.04)
	MINING	1.33	1.6	0.08	0.1	(1.25)	(1.5)
14	Nonmetallic Except Fuels	0.15	0.14	0.06	0.07	(0.09)	(0.07)
	Other	1.18	1.46	0.02	0.03	(1.16)	(1.43)
	CONTRACT CONSTRUCTIONS	5.98	5.3	5.73	4.37	(0.25)	(0.93)
	MANUFACTURING	28.26	26.3	25.77	24.32	(2.49)	(1.98)
20	Food and Kindred	2.03	2.0	0.24	0.24	(1.79)	(1.76)
23	Apparel and Other Textile	1.72	1.6	0.01	0.04	(1.71)	(1.56)
24	Lumber and Wood Products	0.95	0.77	0.10	0.10	(0.85)	(0.67)
25	Furniture and Fixtures	0.66	0.59	0.07	0.09	(0.59)	(0.50)
27	Printing and Publishing	1.60	1.75	0.58	0.62	(1.02)	(1.13)
28	Chemicals and Allied	1.24	1.2	0.40	0.47	(0.84)	(0.73)
30	Rubber and Miscellaneous Plastic	1.03	1.92	0.96	0.90	(0.07)	(0.02)
34	Fabricated Metal	2.24	2.0	2.68	2.88	0.44	0.88
35	Machinery Except Electrical	3.35	3.15	5.76	5.30	2.41	2.15
36	Electric and Electronic Equipment	2.75	2.65	1.14	1.23	(1.61)	(1.42)
37	Transportation Equipment	2.48	2.22	8.24	7.72	5.76	5.50

PERCENT EMPLOYMENT

SIC CODE	INDUSTRY GROUP	U.S.		OAKLAND COUNTY		DIFFERENCE*	
		1980	1982	1980	1982	1980	1982
38	Instruments and Related	0.86	0.85	0.28	0.40	(0.58)	(0.45)
	Other	7.35	6.6	5.31	4.62	(2.04)	(2.02)
	TRANSPORTATION AND OTHER PUBLIC UTILITIES	6.19	6.23	4.08	4.13	(2.11)	(2.10)
41	Local and Interurban Transit	0.36	0.35	0.15	0.09	(0.21)	(0.26)
42	Trucking and Warehousing	1.72	1.61	0.87	0.68	(0.85)	(0.93)
48	Communication	1.76	1.82	2.05	2.29	0.29	0.47
	Other	2.35	2.45	1.01	1.06	(1.34)	(1.39)
	WHOLESALE TRADE	6.97	7.04	8.44	8.98	1.47	1.94
	RETAIL TRADE	20.10	20.57	21.55	21.13	1.45	0.97
	FINANCE, INSURANCE, REAL ESTATE	7.05	7.33	8.32	8.47	1.27	1.14
	SERVICES	22.98	25.0	25.06	28.04	2.08	3.04
70	Hotels and Other Lodgings	1.45	1.5	0.93	0.53	(0.52)	(0.97)
73	Business Services	4.00	4.36	5.92	6.28	1.92	1.92
78	Motion Pictures	0.28	0.27	0.20E	0.26E	(0.08)	(0.01)
79	Amusement and Recreation	0.94	1.02	1.14	1.05	0.20	0.03
80	Health	7.03	7.8	7.80	9.54	0.77	1.74
81	Legal	0.67	0.78	0.92	1.15	0.25	0.37
82	Education (non-public)	1.66	1.79	0.77	0.89	(0.89)	(0.90)
	Other	6.95	7.48	7.38	8.30	0.43	0.82
	UNCLASSIFIED	0.75	0.14	0.68	0.10	(0.07)	(0.04)
TOTALS		100%		100%			

*The arithmetic difference of Oakland County minus U.S. (first two columns). A negative difference for Oakland County is indicated by (). E: Estimated

Source: 1980 and 1982 U.S. County Business Patterns

The following table compares Oakland County's location quotients for 1970, 1980 and 1982.

The following highlights are noteworthy:

Between 1970 and 1980 - The County's economy became somewhat more diversified. There was a marked reduction in the predominance of transportation equipment.

The County's relative position in "other manufacturing" (excluding transportation equipment) declined and in 1980 was significantly below the national proportion.

There were very strong increases in the relative position of: finance, insurance, and real estate and services.

Between 1980 and 1982 - Wholesale trade employment rose significantly to well above the national proportion and increased its position relative to other sectors of the county economy.

Between 1980 and 1982 - The County's economy continued to diversify as manufacturing rose slightly, retail and finance fell slightly, and wholesale trade rose significantly.

Contract construction declined further, falling significantly below the national proportion.

Table 54

LOCATION QUOTIENTS OF SELECTED INDUSTRIAL GROUPS

INDUSTRY GROUP	LOCATION QUOTIENT				
	1970	1980	1982	% CHANGE 1970-80	% CHANGE 1980-82
Contract Construction	1.03	0.96	0.83	-6.8	-13.5
Manufacturing	1.19	0.91	0.92	-23.5	+1.1
Transportation Equipment	5.14	3.32	4.32	-35.4	-0.82
Other	0.75	0.68	0.61	-9.3	-0.14
Transportation, Public Utilities	0.63	0.66	0.66	+4.8	0
Wholesale Trade	0.76	0.85	1.29	+11.8	+51.8
Retail Trade	1.16	1.07	1.02	-7.8	-4.7
Finance, Insurance, Real Estate	0.68	1.18	1.16	+73.5	-1.7
Services	0.86	1.09	1.12	+26.7	+2.8

Source: 1970, 1980 and 1982 U.S. Census Business Patterns;
quotients based on comparison to U.S. employment

How Much is Really Export?

Examination of data in the previous tables reveals the need to reconcile the statistical results with the economic reality. The County's 1982 employment in the transportation equipment industry was 7.72% of total local employment. National employment in this industry was 2.22% of total employment. The "surplus" or positive difference of 5.50% (7.72 - 2.22) X total County employment of 398,873 equals 21,938 "export employment." It would be closer to reality, however, to view almost all of the 30,808 employees in this industry as engaged in "export employment" since the employment and production is tied to multi-state and national markets and enterprises.

Much of the output from the fabricated metal products and non-electrical machinery industries are inputs to the automobile industry; these industries are therefore mostly export in nature, as is the transportation equipment industry. Our estimated export employment in retail trade, and finance - insurance - real estate is somewhat lower than the theoretical figures because the highly affluent resident population generates higher per capita employment in these fields than national averages would indicate. Accordingly, the following table presents our estimate of export employment, which in some cases differ from the theoretical results of location quotient analysis.

Table 55

OAKLAND COUNTY'S SIGNIFICANT EXPORT INDUSTRIES, 1980 AND 1982

SIC CODE	INDUSTRY	EXPORT EMPLOYMENT					
		TOTAL EMPL.		THEORETICAL		OUR ESTIMATE	
		1980	1982	1980	1982	1980	1982
34	Fabricated Metal Products	11,226	10,275	1,841	1,685	8,000	7,326
35	Machinery Except Electrical	24,120	21,137	10,085	8,835	20,000	17,523
37	Transportation Equipment	34,467	30,808	24,103	21,535	32,000	28,590
48	Communications	8,582	9,123	1,214	1,286	1,214	1,286
--	Wholesale Trade	35,322	35,837	6,151	6,236	6,151	6,236
--	Retail Trade	90,187	84,267	6,068	5,653	5,000	4,635
--	Finance, Ins., Real Estate	34,821	33,799	5,314	5,171	4,000	3,887
73	Business Services	24,780	25,037	8,034	8,112	8,034	8,112
80	Health Services	32,623	38,067	3,222	3,769	3,222	3,769
TOTALS		296,128	288,350	66,032	62,382	87,621	81,364

Nonbasic Industries

The following table indicates selected industries which, based on national employment ratios, are under represented in Oakland County. As in the case of "export" industries discussed above, the theoretical results call for modification. Some of these industries are undoubtedly serving export markets even though they are under represented in the local economy.

For example, although the chemicals and allied industry is statistically under represented here, we know that some firms in this group, such as Parke Davis, are mainly engaged in export production.

The table presents our estimate of the export employment in these under represented industries. The total export employment, added to the export employment in 'export industries' from the previous table, equals the total export employment, or 23% of total non-government employment in 1980 and 31% in 1982. The increase is due to the rise in employment in health and business services, wholesale, communications and instruments sectors of the economy.

Multiplier Effect

Dividing export employment into total employment, we arrive at a multiplier of 4.36. If export employment increases or decreases by 100, the total change in County employment would be about 436.

Table 56

INDUSTRIES UNDER REPRESENTED IN OAKLAND COUNTY, 1980 & 1982, BASED ON NATIONAL RATIOS

SIC CODE	INDUSTRY	EMPLOYMENT		ESTIMATED EXPORT EMPLOYMENT	
		1980	1982	1980	1982
20	Food and Kindred Products	1,013	966	N	N
23	Apparel and Other Textile	156	181	50	58
24	Lumber and Wood Products	412	399	50	48
25	Furniture and Fixtures	276	346	50	63
27	Printing and Publishing	2,408	2,489	100	105
28	Chemicals and Allied	1,675	1,886	1,200	1,350
36	Electric and Electronic Equip.	4,776	4,897	4,000	4,105
38	Instruments and Related	1,165	1,606	1,000	1,380
42	Trucking and Warehousing	3,660	2,736	1,200	900
70	Hotels	3,909	2,112	500	500
82	Education (Non-Public)	3,203	3,547	100	110
TOTALS		22,613	21,165	8,250	8,619

N; Negligible

Economic Growth Potential

What is the potential growth of Oakland County's economy by 1990? The following table presents our estimate of potential growth in export and other employment for the major industry groups.

Transportation equipment, the bellwether of the County's economic base, is not expected to increase employment over 1980 levels. As with other industries, that of course does not preclude new investment and construction. To the contrary, heavy investment and modernization, as is now underway, is needed to retain the competitive position of the industry and its workforce.

Because of the need to strengthen the area's economic base and its competitive position vis a vis national and international markets, the multiplier effect of basic employment increases in export industry will not be as great as in the past, declining from 4.36 in 1980 to 3.47 by 1990.

Table 57

EMPLOYMENT GROWTH POTENTIAL IN OAKLAND COUNTY 1980 TO 1990

In 1983 we estimated growth potential between 1980 and 1990 at 78,830 jobs, 22,710 of them in the export market. Forecasts prepared in 1985 of employment in Oakland County for 1986 and 1987 provide a more positive outlook for growth in most industry groups. Between 1980 and 1984 total employment grew by 40,320 jobs. An additional increase in employment of 54,420 is forecast by the end of 1987. We underestimated the 1990 growth potential by almost 16,000 jobs for the year 1987. The Oakland economy has yet more growth potential for 1990.

Industry Group	Employment		
	Growth Potential Total 1983 Estimates	1980-1984 Actual Growth	1984-1987 Forecasts
Contract Construction	4,000	-5,212	+296
Food & Kindred Products	500	-89	-51
Apparel & Other Textile	100	79	N.A.
Lumber & Wood Products	500	53	N.A.
Furniture & Fixtures	1,000	142	N.A.
Printing & Publishing	2,400	1,667	451
Chemicals & Allied	1,500	1,064	152
Fabricated Metal Products	5,000	244	1,219
Machinery Except Electric	5,000	-5,354	2,208
Electric & Electronic Equipment	4,800	882	736
Transportation Equipment	0	5,304	5,839
Instruments & Related	180	308	226
Transportation & Other Public Utilities	3,400	776	1,622
Communications	0	928	1,189
Wholesale Trade	3,000	2,002	5,094
Retail Trade	5,000	8,980	9,528
Finance Insurance, Real Estate	5,750	476	3,586
Hotels	2,000	-598	124
Business Services	10,000	9,822	7,204
Health Services	15,000	9,557	6,069
Education, Non-Public	3,700	193	277
Other Services	5,000	7,118	8,156
Other Groups	1,000	1,638	495
Totals	78,830	39,680	54,420

Forecasts by the Institute of Labor and Industrial Relations at the University of Michigan for Oakland County.

UPDATING THE PROGRESS TOWARDS REALIZING THE GROWTH POTENTIAL:

The increase in employment in the County between 1982 and 1984 of 35,800 leaves 53,030 jobs forecasted as employment growth.

The furniture and fixtures industry is weakly represented in this region, while strongly present in Grand Rapids. Aside from tradition, there does not seem to be any inherently strong advantage held by Grand Rapids. Certainly the strong metal working base of this area should be an attraction for metal furniture production.

The very large and growing office workforce of Oakland County suggests a growth potential for the printing and publishing industry: commercial printing, business forms, computerized typesetting, etc. Technological advances in telecommunications facilitate flexibility in the location of editorial and business offices of printers and publishers. Nationally, printing and publishing is expected to outpace expansion of manufacturing.

The recent major expansion of Parke Davis suggests that Oakland County offers good attraction for drug manufacturing, a component of the chemicals and allied industry. Favorable factors for scientist oriented employment include proximity to Oakland University, Oakland-Pontiac Airport, attractive residential areas, good schools, and a high quality of life. Nationally, the drugs industry is expected to grow strongly.

The electric and electronic equipment industry includes components associated with automobile design, testing and production, and a broad range of products related to robotics, industrial controls, and other products represented in the regional economy. There should be no reason that Oakland County has less than half its proportionate share of national employment in this industry. The same conclusions apply to the instruments and related industry, which is far under represented here. Both of these industrial groups have good national growth prospects and should be given high priority in targeted marketing.

With its large and growing office activities, Oakland County's hotel industry will grow to at least approach national proportions. Completion of the I-696 freeway will help hotels in Southfield and Troy by widening their service areas. Indeed an additional 1,750 rooms will be constructed by 1990.

The non-public education industry should grow to help meet the need for vocational education and worker retrainings.

EMPLOYMENT SHIFTS AND SHARES: HOW DOES THE LOCAL ECONOMY COMPARE?

Another method used to evaluate the health of a local economy involves employment shifts and shares. This technique uses simple computations on employment data to determine whether a local industry is gaining or losing its share relative to that industry nationally. If the analysis reveals a losing share, this indication of unfavorable performance for a local industry signals the need to identify the causes for current or impending decline. Perhaps public policy or public investments could alleviate the problems. When shift-share analysis indicates a favorable performance by a local industry, it is important to identify the reasons in order to maintain it. By helping to identify strengths and weaknesses in the local economy, employment shifts-and-shares results provide guidance in formulating an effective local economic development strategy.

Shift-share analysis explains the change in employment in a particular industry between two points in time. According to the shift-share theory, the numerical change in employment in an industry is partially due to the overall growth in employment in the Nation, partially a result of the growth of the particular industry nationally, and partially the result of the competitive advantage of the industry locally. These three components of employment change are as follows:

- **National Growth Effect:** The portion of employment growth resulting from the growth of the economy nationally.
- **Industry Mix Effect:** The number of employees gained in an industry when employment in that industry grew faster than employment in all industries nationally, or the number of employees lost when the particular industry grew at a slower rate than all industries nationally.
- **Competitive Effect:** The number of employees gained (or lost) locally in an industry which exceeds the number that would have been expected as a result of the growth (or decline) of that industry nationally.

These three numbers added together account for the aggregate change in employment in the local industry. An example of shift-share analysis in Oakland County's manufacturing employment for the period 1970-1979 is as follows:

The County's manufacturing employment increased 24,614 from 1970 to 1979. ($124,136 - 99,522 = 24,614$). During this period, national overall employment increased 30.4% and national manufacturing employment increased 8.7%. The County's increase of 24,614 in this industry is attributed to the following effects:

- **National Growth Effect:** 1970 local employment in this industry multiplied by the national overall growth rate; $99,522 \times .30 = 30,268$.
- **Industry Mix Effect:** 1970 local employment in this industry multiplied by the national growth rate in this industry, minus A above; $99,522 \times .087 = 8,957 - 30,268 = -21,311$ employees indicating that it would be expected that manufacturing would lose 21,311 employees to other faster growing industries as a result of its slower growth relative to overall national employment growth.
- **Competitive Effect:** the period's net change in local employment in this industry, minus the period's initial employment in this industry multiplied by the national growth rate in this industry for this period; $24,614 - 99,522 \times .087 = 15,657$ employees, indicating that the County had 15,657 more people employed in manufacturing than would be expected from national trends.

The shift share explanation of change in manufacturing employment is:

1970		Growth		Industry		Competitive		1979
Employment	+	Effect	+	Effect	+	Effect	=	Employment
99,522		30,268		-21,311		15,657		124,136

Table 58

OAKLAND COUNTY SHIFT SHARE ANALYSIS, 1970-79, NATIONAL BASE

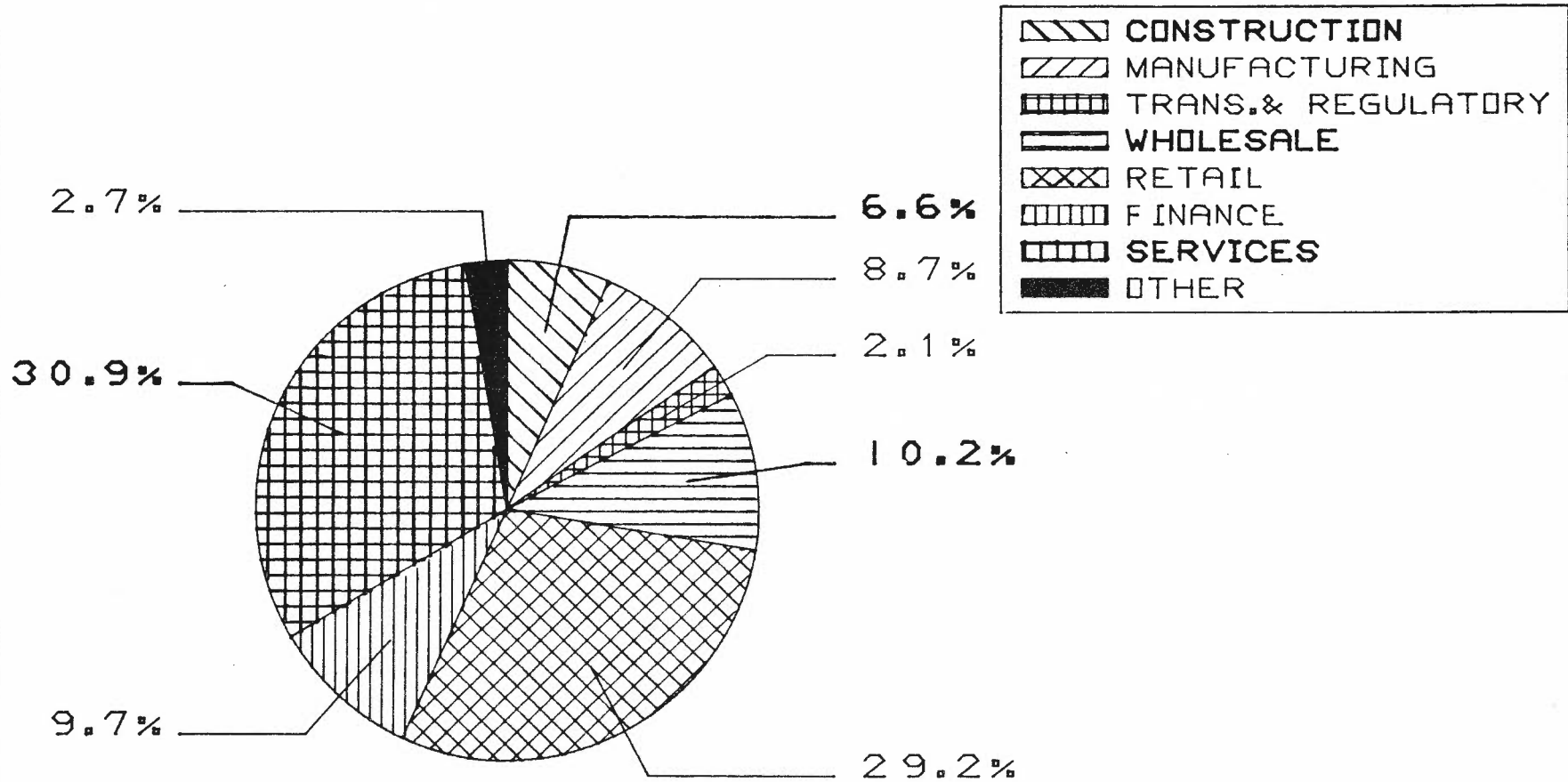
DIVISION	1970 EMPLOY- MENT	NATIONAL GROWTH EFFECT	INDUSTRY MIX EFFECT	COMPETITIVE EFFECT	1979 EMPLOY- MENT
Agricultural Serv., Forestry & Fisheries	562	171	110	228	1,071
Mining	381	116	105	-153	449
Construction	13,943	4,240	1,895	5,872	25,950
Manufacturing	99,522	30,268	-21,311	15,657	124,136
Transportation & Public Utilities	10,396	3,162	-1,083	8,448	20,923
Wholesale Trade	12,997	3,953	-314	18,830	35,466
Retail Trade	54,696	16,635	3,603	16,824	91,758
Finance, Insurance, Real Estate	10,790	3,282	1,034	19,502	34,608
Services	38,568	11,730	11,411	42,591	104,300
Unclassified	820	246	-150	1,597	2,513
TOTAL	242,675	73,803	-4,700	129,396	441,174

Source: County Business Patterns, U.S. and Michigan, 1970 and 1979

It would be expected from national trends that Oakland County employment would have increased by 73,805 from 1970-1979. However, the County's employment actually increased by 198,499, much faster than the nation as a whole. Oakland County experienced the greatest competitive advantage in the services industry, gaining 42,591 employees between 1970 and 1979 as a result of this factor. Oakland also showed substantial competitive advantages in retail trade, wholesale trade, manufacturing, and the finance-insurance-real estate industries.

OAKLAND COUNTY ESTABLISHMENTS 1982

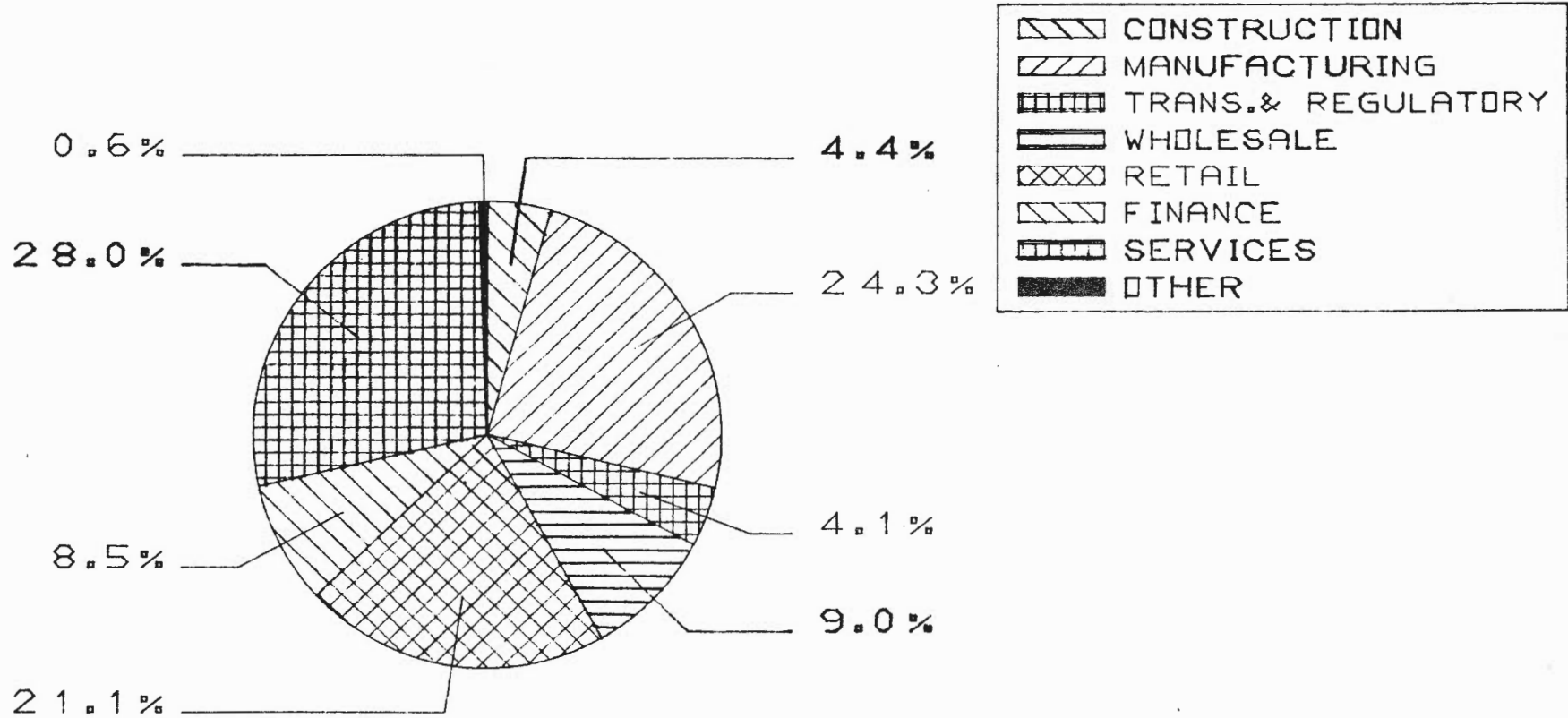
(MAJOR INDUSTRY GROUPS)



SOURCE: 1982 COUNTY BUSINESS PATTERNS

OAKLAND COUNTY EMPLOYMENT 1982

(MAJOR INDUSTRY GROUPS)



SOURCE: 1982 COUNTY BUSINESS PATTERNS

IV-13

Services Employment

The 1982 U.S. Census of Service Industries reported large gains for Oakland County over the five year period from the previous census in 1977. In 1982, there were 8,671 service establishments in Oakland County employing 81,111, with an annual payroll of \$1,387 billion. (These data are only for establishments subject to federal income tax, and with payroll.) The 1982 Service Industry Census included the number of establishments increased by 22%, receipts increased by \$.60, payroll increased by 72%, and employment increased by 24%. Keeping in mind that 1982 was a recession year, these are major gains. Oakland County now leads all Michigan counties in employment by: business services, recreation services, engineering services, and accounting services. Oakland County has 64% of "engineering services" employment in the six county Detroit SMSA and ranks first in Michigan!

Oakland County ranked first in Michigan for entertainment businesses in 1982, with \$258 million income. Oakland County's commercial sporting establishments had leading receipts of \$88.9 million.

Sources: 1982 Census of Service Industries, SC 82-23; 1977 Census of Service Industries, SC 77-23.

Table 59

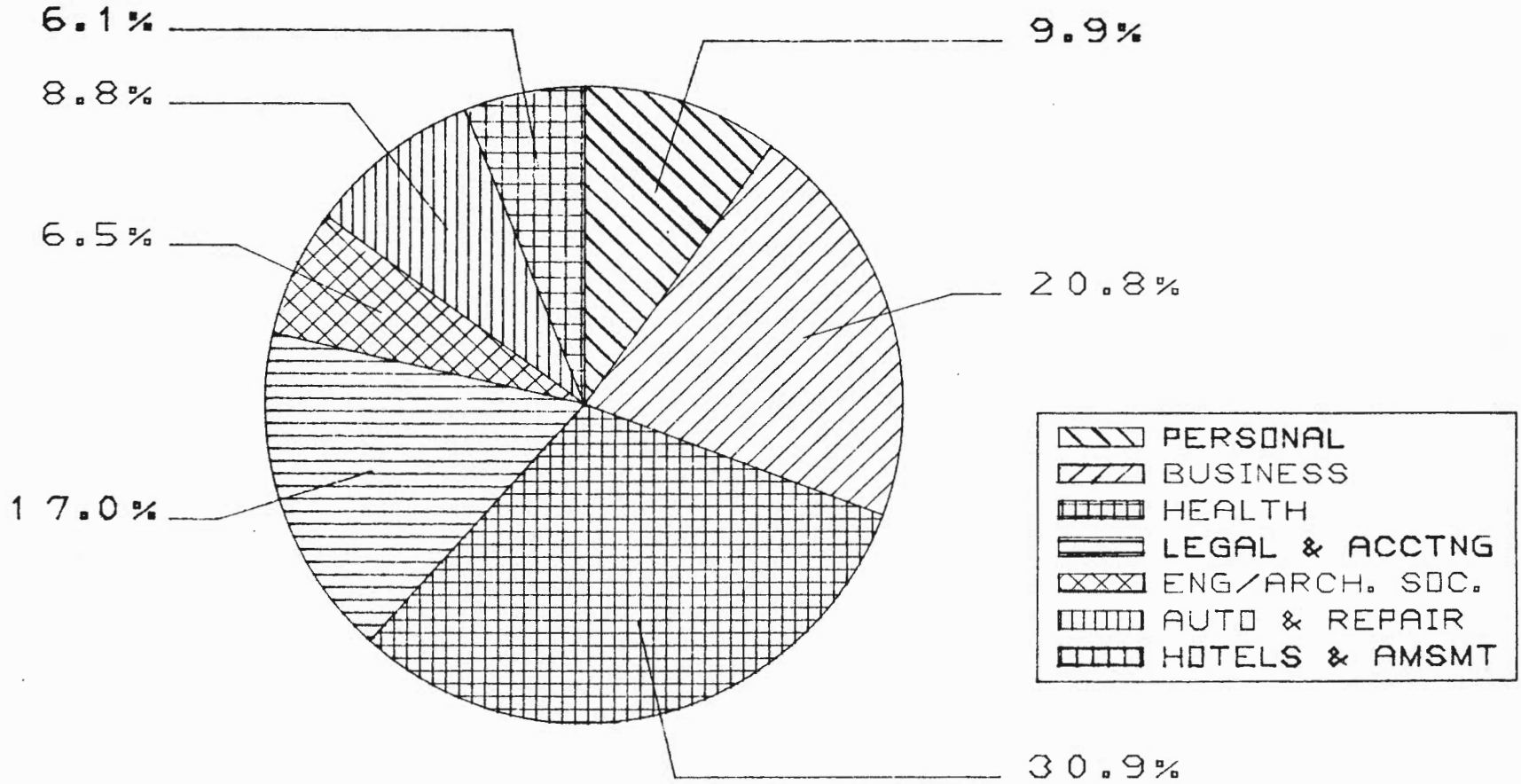
DETROIT SMSA SERVICE ESTABLISHMENTS BY COUNTY, 1972-1982

COUNTY	1982		1977		1972	
	ESTAB- LISHMENTS	SALES (000)	ESTAB- LISHMENTS	SALES (000)	ESTAB- LISHMENTS	SALES (000)
Oakland	8,671	\$ 3,345,591	9,559	\$ 1,547,424	7,928	\$
Wayne	9,072	3,429,577	12,865	1,867,446	15,006	1,831,365
Macomb	3,237	1,179,911	3,937	533,503	3,161	204,489
Lapeer	198	32,189	369	13,565	261	8,287
Livingston	355	82,717	500	41,558	351	14,485
St. Clair	496	98,439	809	40,523	802	31,016
TOTALS	22,029	\$ 7,168,424	28,039	\$ 4,044,019	27,509	\$ 2,834,040

Source: Census of Wholesale Trade, 1972, 1977 and 1982

SERVICE ESTABLISHMENTS 1982 OAKLAND CO.

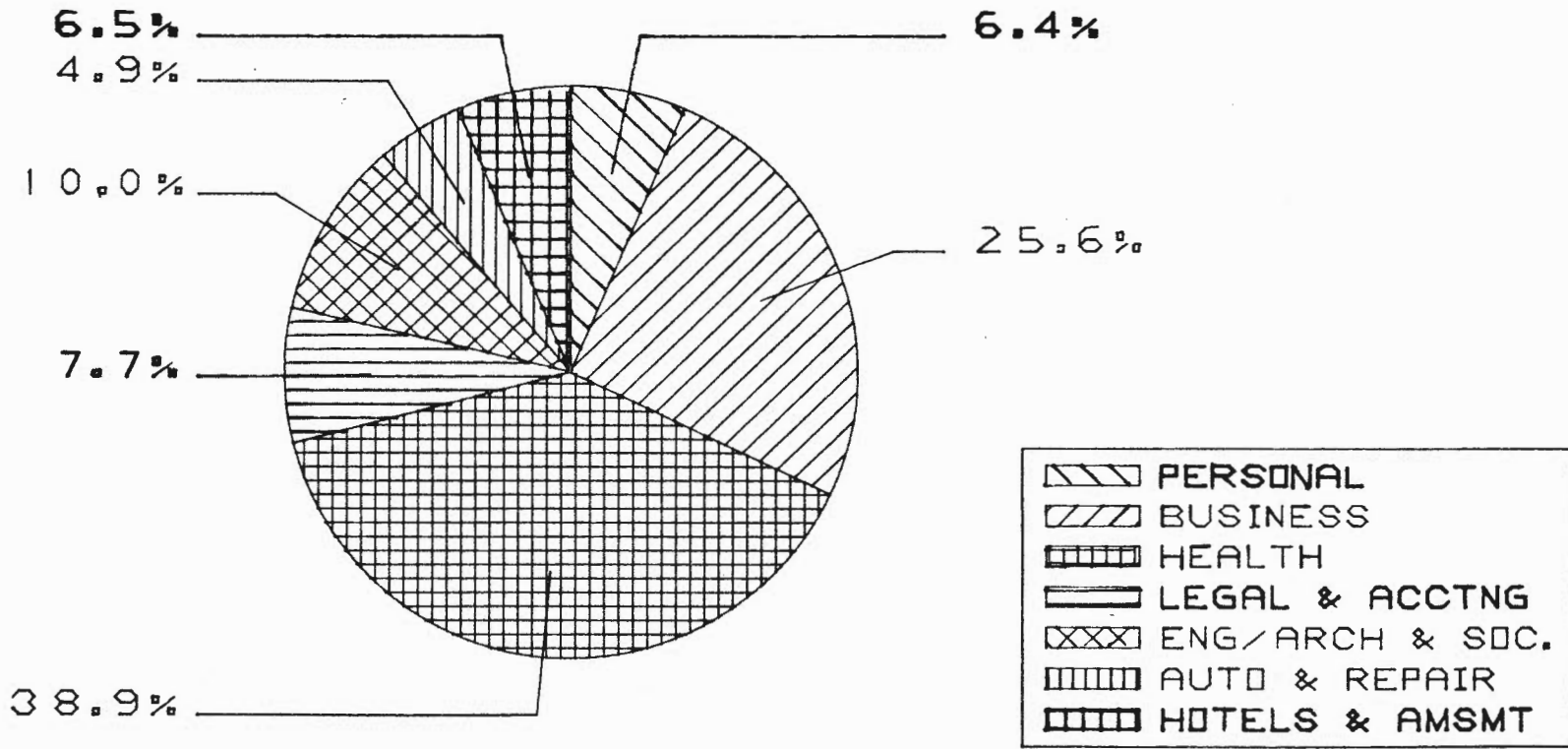
IV-15



SOURCE: COUNTY BUSINESS PATTERNS 1982

SERVICE EMPLOYMENT 1982 OAKLAND CO.

(TYPE OF SERVICE)



SOURCE: 1982 COUNTY BUSINESS PATTERNS

Table 60

DETROIT SMSA RETAIL ESTABLISHMENTS BY COUNTY, 1972-1982

COUNTY	1982		1977		1972	
	ESTAB- LISHMENTS	SALES (000)	ESTAB- LISHMENTS	SALES (000)	ESTAB- LISHMENTS	SALES (000)
Oakland	8,188	\$ 5,975,958	7,741	\$ 4,528,678	7,257	\$ 2,696,655
Wayne	12,886	8,463,535	14,373	7,834,951	17,629	5,787,313
Macomb	4,372	3,578,552	4,224	2,702,797	3,999	1,526,197
Lapeer	427	197,916	374	159,360	368	92,160
St. Clair	938	479,550	1,008	394,258	1,120	257,497
Livingston	555	308,903	557	225,970	480	110,877
TOTALS	27,366	\$14,004,414	28,277	\$15,846,014	30,853	\$10,470,699

Source: 1972, 1977 and 1982 U.S. Census of Retail Trade 1982

Table 61

OAKLAND COUNTY RETAIL TRADE 1977-1982

	1977	1982	Change	%
Establishments	7,741	8,188	447	+5.8
Employees	73,939	77,579	3,640	+4.9
Annual Payroll (000)	\$ 544,196	\$ 704,966	\$ 160,770	+29.5
Sales (000)	\$4,528,678	\$5,975,958	\$1,447,280	+32.0

Source: 1977 and 1982 U.S. Census of Retail Trade.

1982 RETAIL TRADE 32% OVER 1977

Oakland County's retail trade in 1982 was 32% ahead of 1977. The dollar volume increase of \$1.45 billion surpassed that of any county in Michigan. Although 1982 was a recession year, retail trade employment was 3,640 ahead of 1977, and the annual retail trade payroll was 29.5% ahead of 1977. Since March, 1982 when the business census was conducted, there has been a surge of shopping center construction and renovation and a strong economic recovery which undoubtedly has resulted in further strong growth.

Of the 8,188 retail establishments, 47% were unincorporated businesses. The 77,579 employees had a total annual payroll of \$704,966,000. Communities with leading retail sales volumes in 1982 were:

Southfield	\$ 971,961,000
Troy	780,303,000
Pontiac	380,765,000
Royal Oak	372,468,000
Farmington Hills	301,848,000
Novi	264,890,000
Birmingham	243,196,000
<hr/>	
Total	\$3,315,431,000

These seven communities accounted for 55% of Oakland County's retail sales.

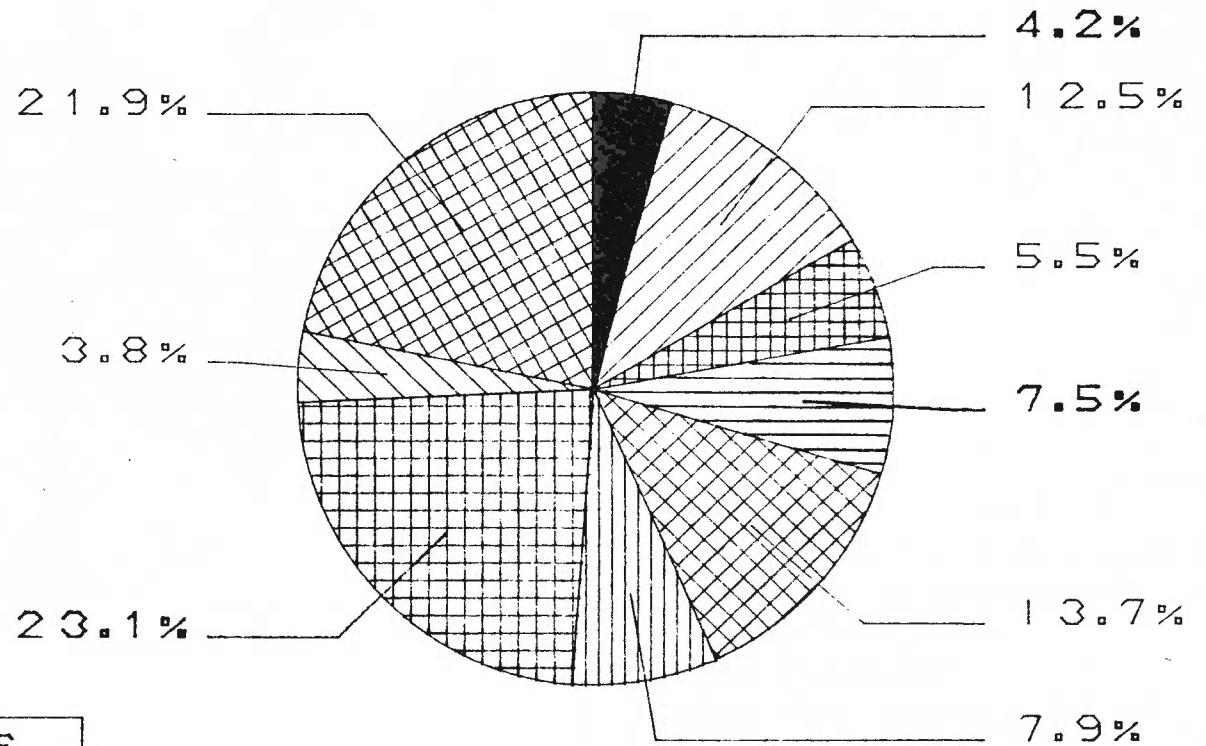
There are now 44 shopping centers in Oakland County of over 100,000 square feet floor area, and totalling over 12 million square feet floor area. The following four regional centers, totalling 5.7 million square feet floor area, account for 48% of the 12 million square feet in shopping centers over 100,000 square feet:

Northland	2,042,936 square feet
Oakland Mall	1,500,000 square feet
Summit Place	1,000,000 square feet
Twelve Oaks	1,200,000 square feet

A notable trend in recent years has been the development of smaller shopping centers without major anchor stores, once thought fundamental to a successful center. Several of these centers are located in Southfield and Farmington Hills. These centers reflect a trend toward specialty stores.

RETAIL ESTABLISHMENTS 1982 OAKLAND CO.

IV-19

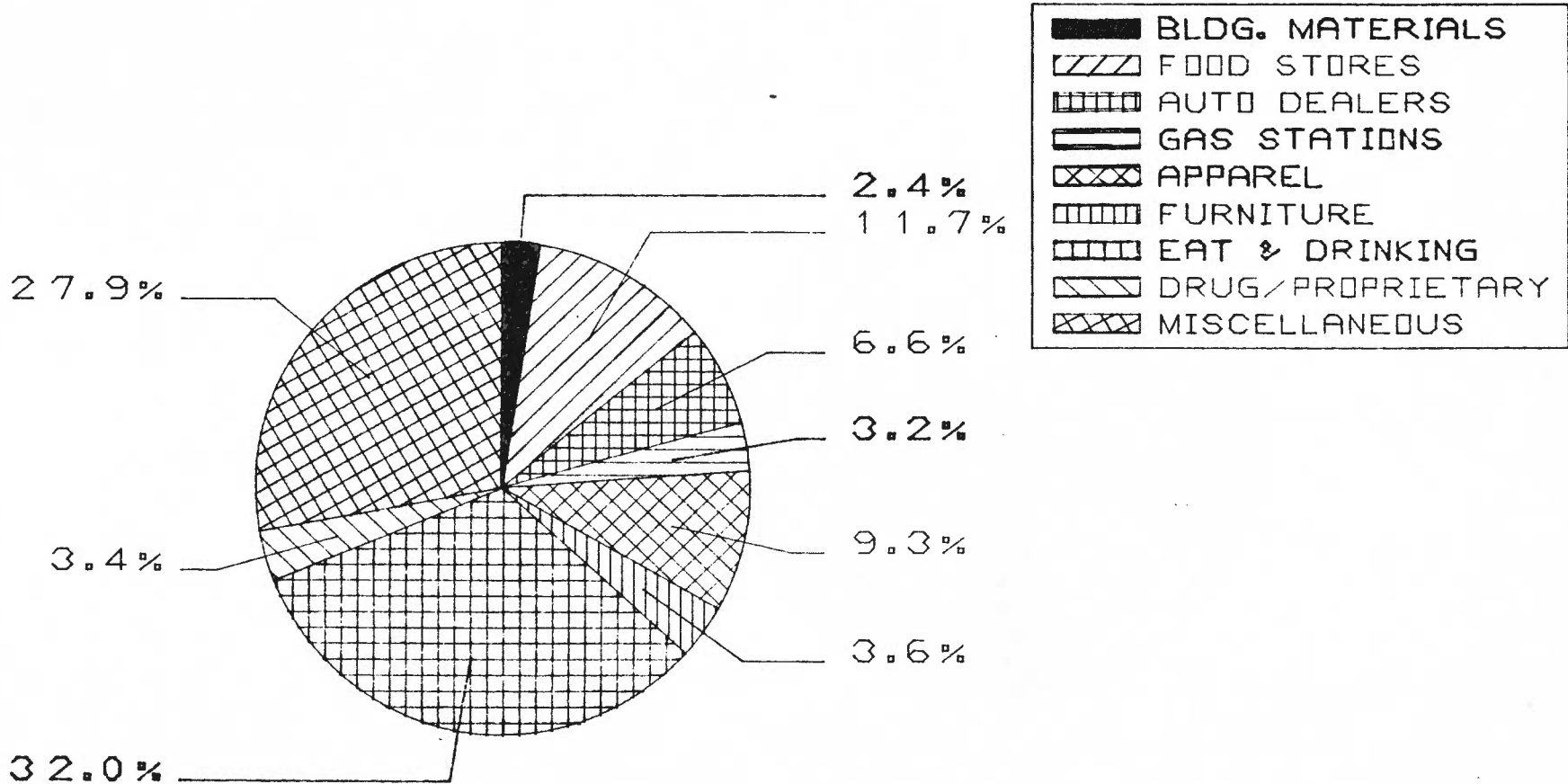


- BLDG. MATERIALS
- ▨ FOOD STORES
- ▩ AUTO DEALERS
- ▬ GAS STATIONS
- ▧ APPAREL
- FURNITURE
- ▯ EAT & DRINKING
- ▧ DRUG/PROPRIETARY
- ▩ MISCELLANEOUS

SOURCE: 1982 COUNTY BUSINESS PATTERNS

RETAIL EMPLOYMENT 1982 OAKLAND CO.

(TYPE OF RETAIL STORE)



SOURCE: 1982 COUNTY BUSINESS PATTERNS

Table 62

DETROIT SMSA WHOLESALE ESTABLISHMENTS BY COUNTY, 1972-1982

COUNTY	1982		1977		1972	
	ESTAB- LISHMENTS	SALES (000)	ESTAB- LISHMENTS	SALES (000)	ESTAB- LISHMENTS	SALES (000)
Oakland	2,869	\$21,078,632	2,591	\$17,173,217	2,036	\$ 8,055,825
Wayne	2,674	15,651,569	2,802	12,271,694	3,441	9,161,725
Macomb	707	1,743,319	626	1,363,960	550	1,183,990
Lapeer	52	120,245	45	50,377	57	55,492
Livingston	107	154,435	76	60,672	57	34,493
St. Clair	140	266,862	124	173,690	141	102,340
TOTALS	6,549	\$39,015,062	6,264	\$31,093,610	6,282	\$18,593,865

Source: Census of Wholesale Trade, 1972, 1977 and 1982

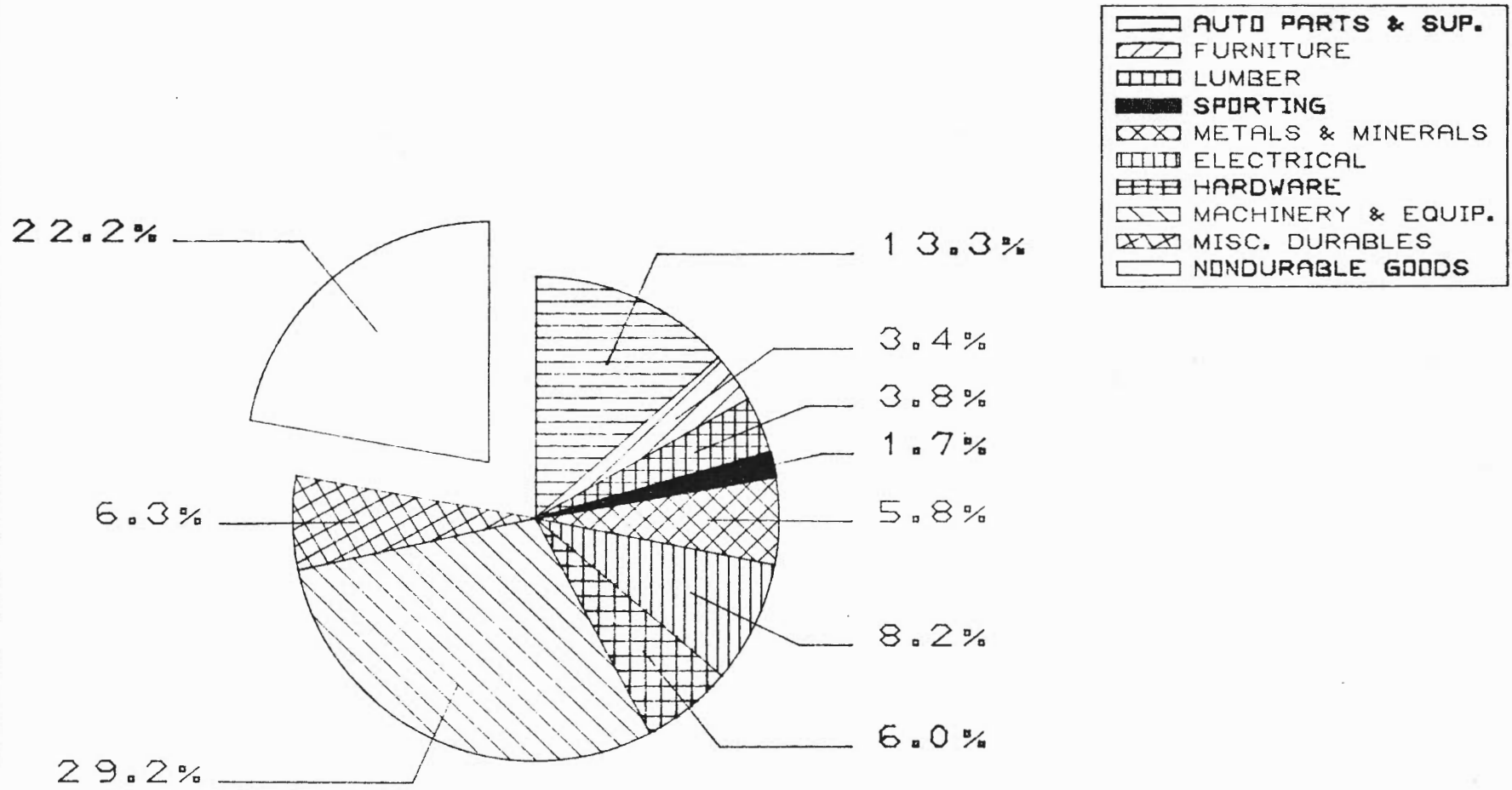
I CAN GET IT FOR YOU WHOLESALE

With over one third of Michigan's wholesale trade, Oakland County is the state's leading County in wholesale trade, as reported by the recently released 1982 U.S. Census of Wholesale Trade. From 1977 to 1982 Oakland County's wholesale business posted the following gains:

Number of establishments	+ 10.7%
Sales	+ 22.7%
Employment	+ 14.7%

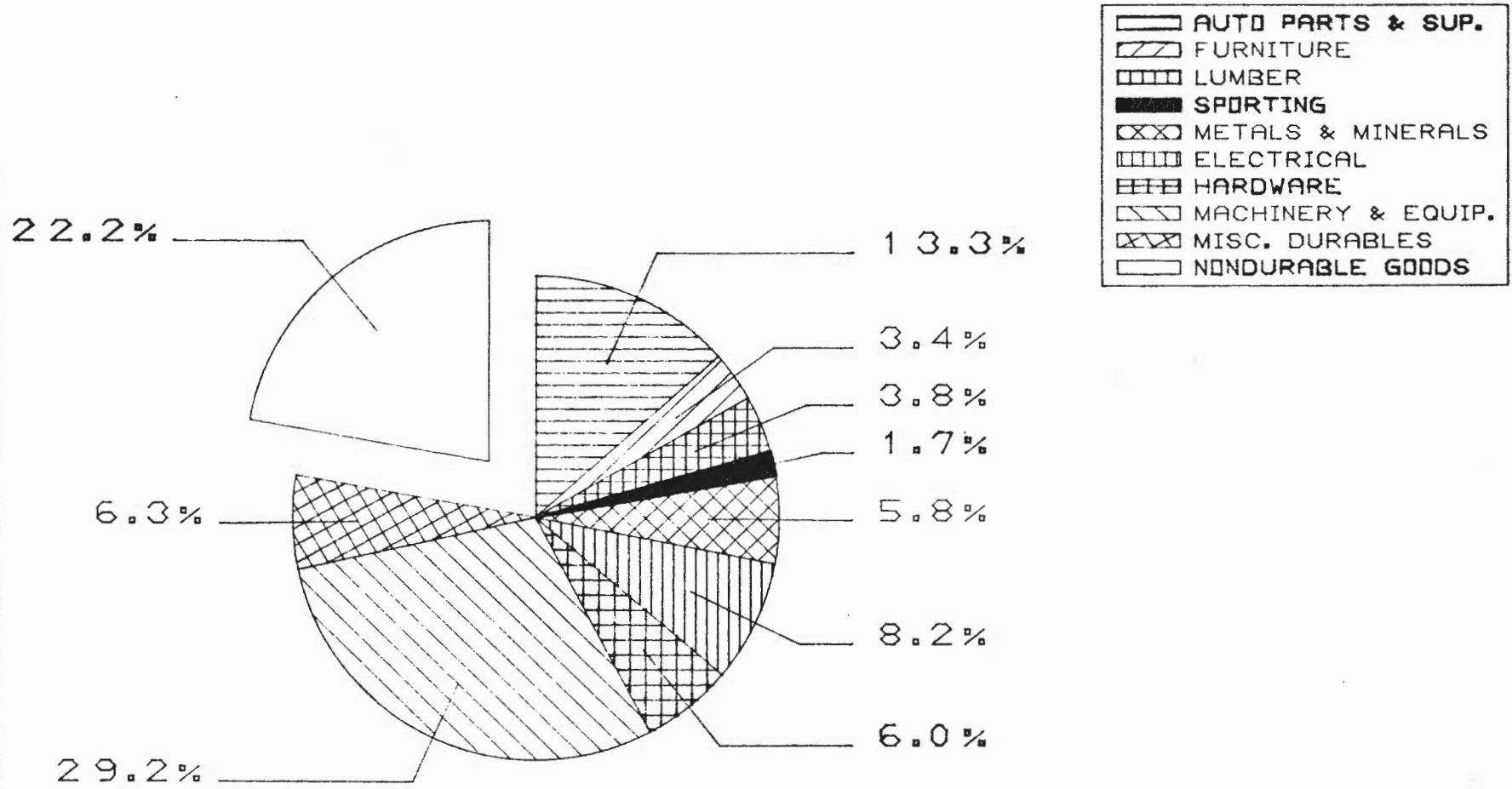
Over 38% of Oakland County's wholesale trade employment is engaged in the sale of machinery, which also accounts for the largest number of wholesale trade establishments. Oakland County's centrality to southeastern Michigan's 4.4 million population, and its freeway and rail accessibility are important factors in its wholesale trade leadership.

WHOLESALE ESTABLISHMENTS 1982 OAKLAND CO



SOURCE: 1982 COUNTY BUSINESS PATTERNS

WHOLESALE ESTABLISHMENTS 1982 OAKLAND CO

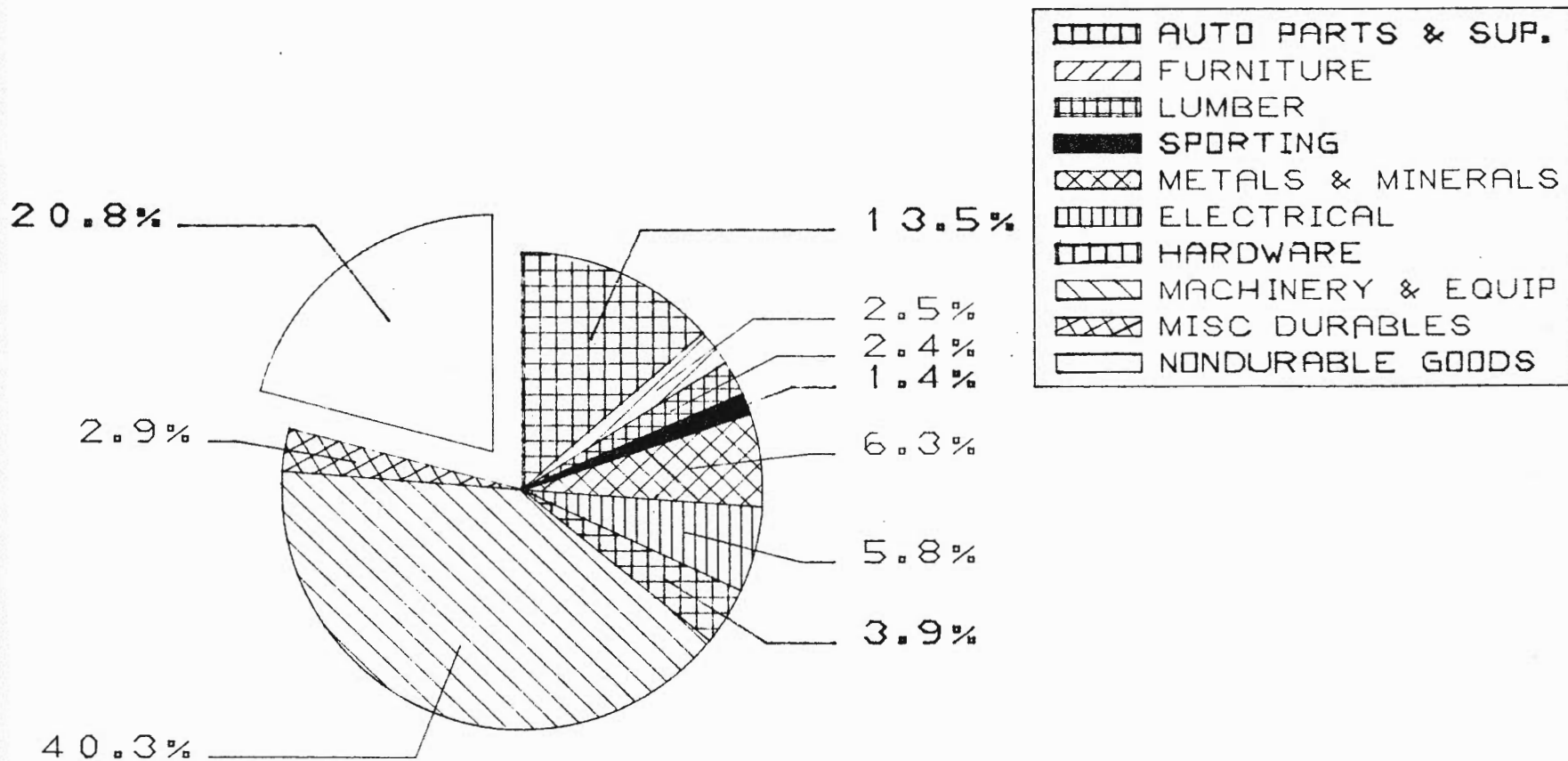


SOURCE: 1982 COUNTY BUSINESS PATTERNS

WHOLESALE EMPLOYMENT 1982 OAKLAND CO.

(TYPE OF WHOLESALE ESTABLISHMENT)

IV-23



SOURCE: 1982 COUNTY BUSINESS PATTERNS

OAKLAND LEADS U.S. IN 1982-83 MANUFACTURING GROWTH

In both absolute and percentage increases, Oakland County placed first among 50 top manufacturing counties in growth of manufacturing activity from 1982 to 1983. (Santa Clara County, California, the home of 'silicon valley', came in second place.) The total value of products produced by manufacturing plants with 20 or more employees in Oakland County increased 55% from \$11.3 billion to \$17.5 billion. The number of manufacturing plants with 20 or more employees increased 9% from 1,105 to 1,201. The average shipment per plant increased 42% from \$10.3 million to \$14.6 million. All of the increase in manufacturing activity was accounted for by motor vehicle manufacturing. Other manufacturing changed little from 1982 to 1983, reflecting lag in recovery from the recession. We project growth in the non-automotive manufacturing sector from 1983 to 1984 and this has been the case.

As measured by dollar value of shipments, 50.3% of all U.S. motor vehicle manufacturing (SIC No. 3711) in 1983 was within 70 miles of Oakland County. (33.3% of the 1983 model year automobiles and 27.4 of 1983 calendar year trucks and busses were produced in this area.)* On a dollar volume measure of production, Oakland County is the preeminent KANBAN Center for automotive suppliers in the U.S.

*Sources: Sales and Marketing Management, "1984 Survey of U.S. Industrial and Commercial Buying Power," April 23, 1984; Wards Communications, Inc., "Ward's 1984 Automotive Yearbook."

Manufacturing establishments grew 7% from 1977 to 1982. There were 170 more establishments in 1982 with fewer than 20 employers than in 1977. Growth in these small firms occurred primarily in the printing and publishing sector which had 75 new firms and in the Machinery Except Electrical sector which had 61 new firms. Establishments with between 20 and 99 employees declined by 15 although there was an increase of 14 establishments in the machinery except electrical sector. Generally there was a loss in the number of establishments with 20 or more employees and a gain in number of establishments with fewer than 20 employees.

Table 63

OAKLAND COUNTY MANUFACTURING ESTABLISHMENTS, 1977-1982

	1977	1982
Establishments	2,285	2,444
With 20 or more employees	750	739
Employees	104,100	93,300
Payroll (millions)	\$1,921.4	\$ 2,419.0
Production Workers	70,200	55,700
Wages (millions)	\$1,159.7	\$ 1,229.7
Value of Shipments (millions)	\$9,832.3	\$10,410.4
New Capital Expenditures (millions)	\$ 505.1	\$ 575.1

Source: U.S. Census of Manufacturers, 1977 and 1982

Table 64

TOTAL MANUFACTURING ESTABLISHMENTS

Size by No. of Employees	1977	1982	% Change
1-19	1,535	1,705	+11.1%
20-99	607	592	-2.5%
100-249	104	103	-1.0%
250 +	39	44	+12.8%

Source: 1977 and 1982 County Business Patterns

Table 65

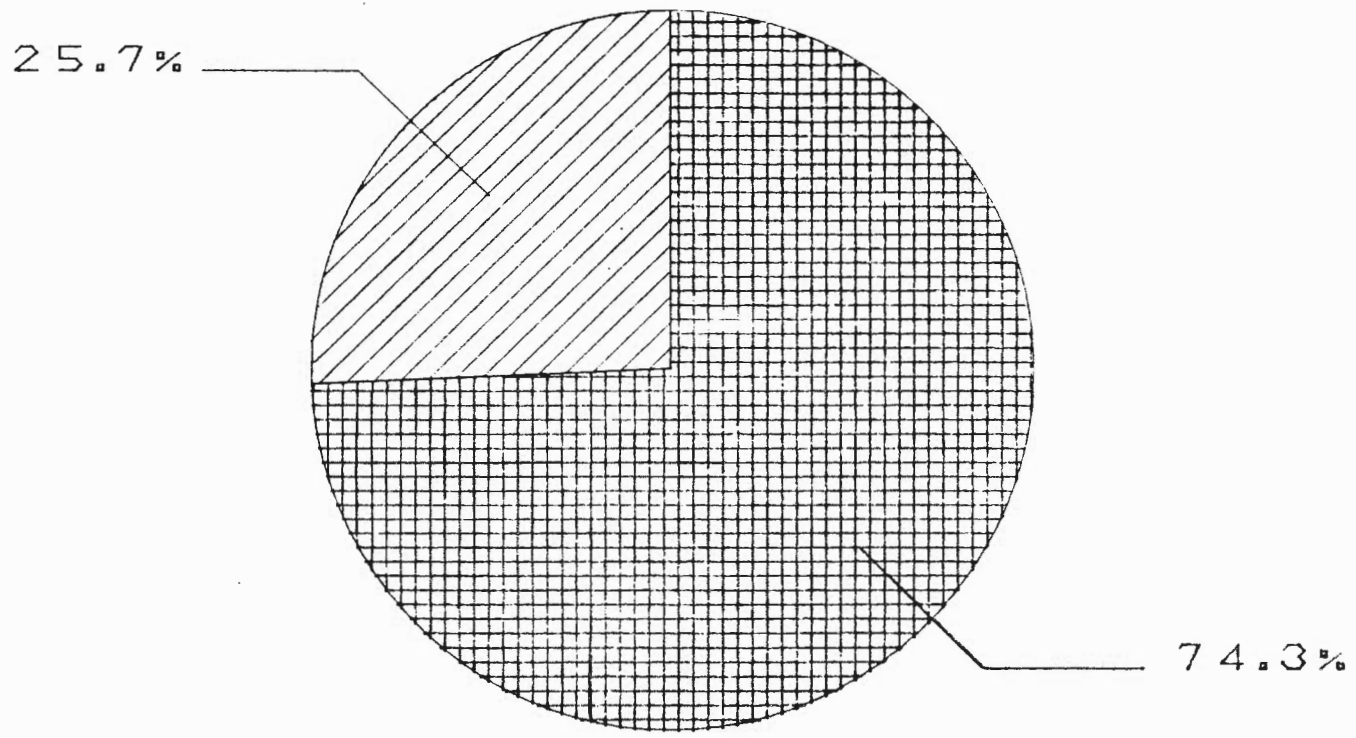
MANUFACTURING IN OAKLAND COUNTY 1977-1982

	All Establishments		All Employees (000)	
	<u>1977</u>	<u>1982</u>	<u>1977</u>	<u>1982</u>
<u>Nondurables:</u>				
Food & Kindred	34	26	.9	.9
Lumber and Wood	N.A.	54	N.A.	5
Print and Pub.	193	263	2.1	2.6
Chemicals and Allied	54	62	1.8	1.8
Rubber and Misc.	110	127	4.0	3.3
Stone, Clay and Glass	81	71	1.3	.9
<u>Durables:</u>				
Primary Metals	58	64	2.2	N.A.
Fabricated Metals	N.A.	366	N.A.	10.1
Machinery Except Electric	805	874	20.7	20.7
Electric and Electronic	119	115	4.3	4.7
Transportation Equipment	N.A.	66	N.A.	N.A.
Instruments	55	51	1.0	1.8
Miscellaneous	186	215	12.5	13.5

Source: 1977 and 1982 County Business Patterns

MANUFACTURING ESTABLISHMENTS 1982 O.C.

 DURABLE GOODS
 NONDURABLE GOODS



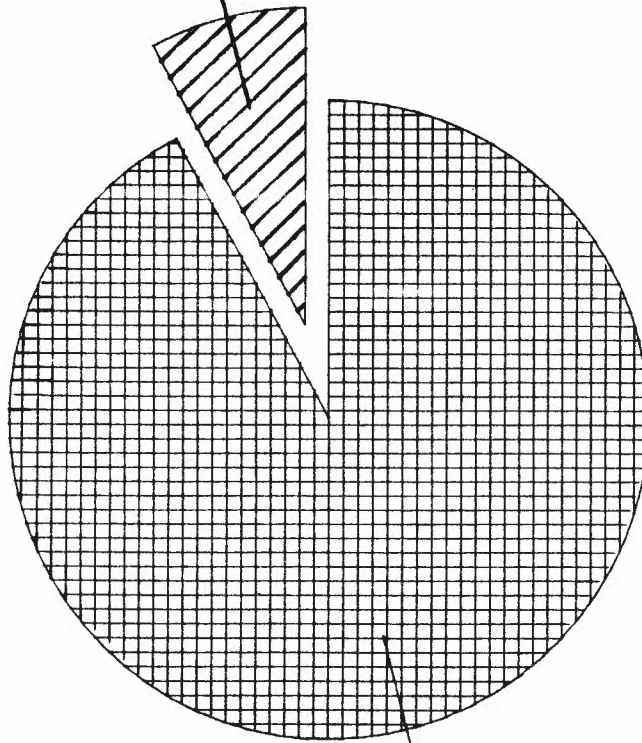
SOURCE: 1982 COUNTY BUSINESS PATTERNS

IV-26

MANUFACTURING EMPLOYMENT 1 9 8 2

OAKLAND COUNTY

7.9%



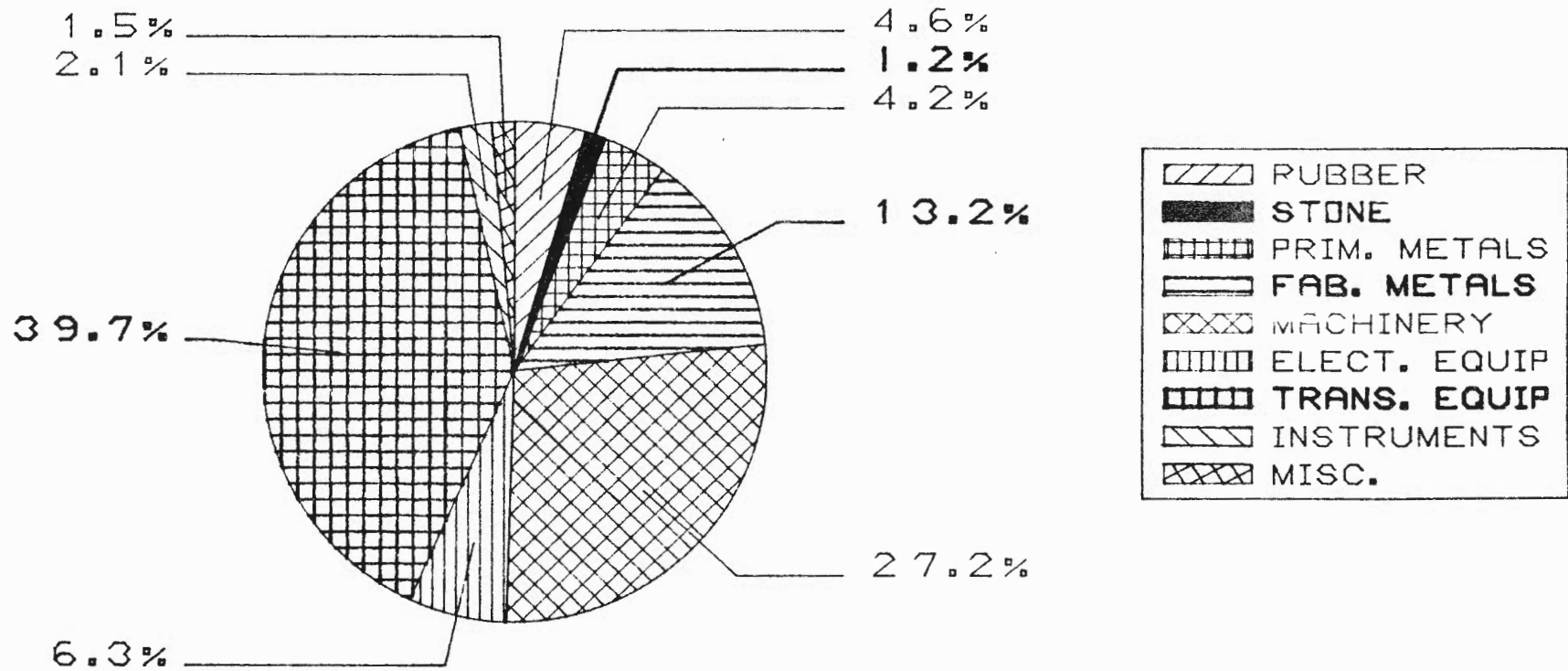
92.1%

SOURCE: 1 9 8 2 COUNTY BUSINESS PATTERNS

DURABLE MANUFACTURING EMPLOYMENT 1982

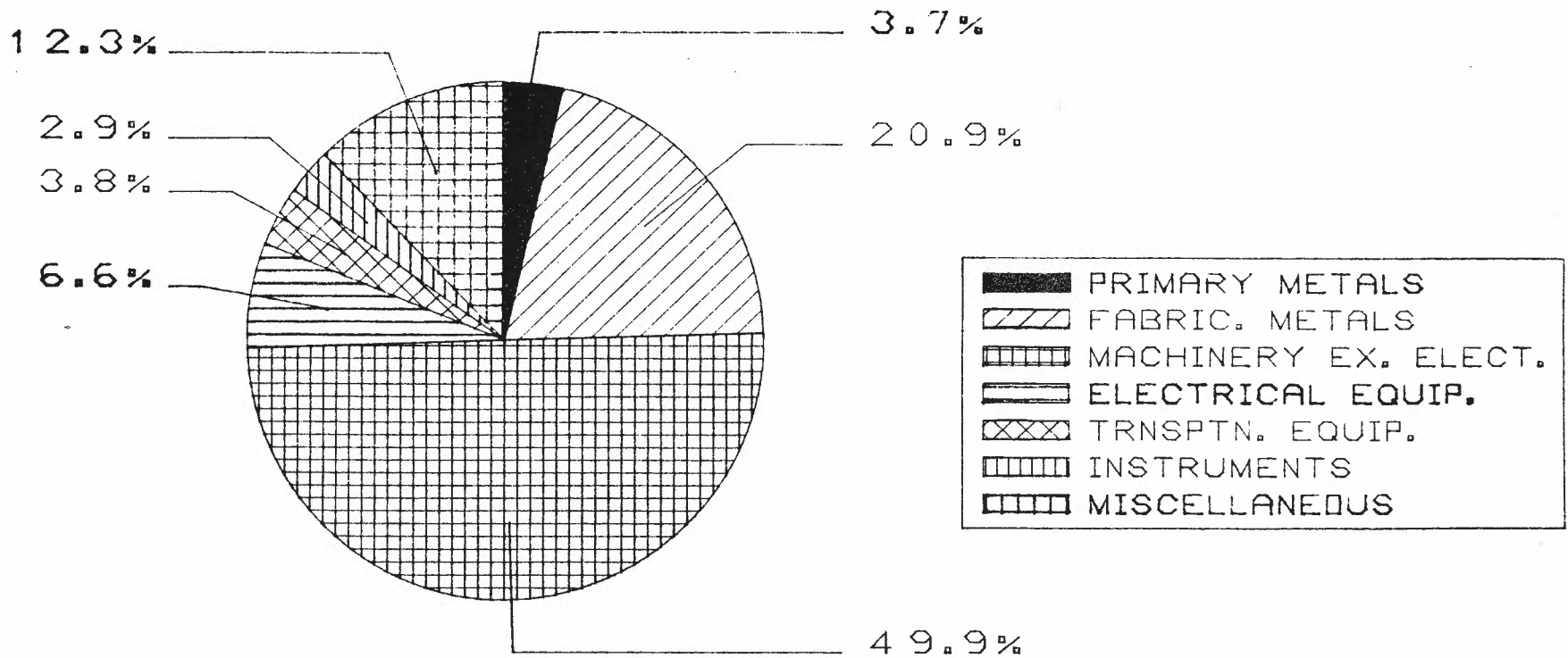
OAKLAND COUNTY

(TYPE OF MANUFACTURING ESTABLISHMENT)



SOURCE: 1982 COUNTY BUSINESS PATTERNS

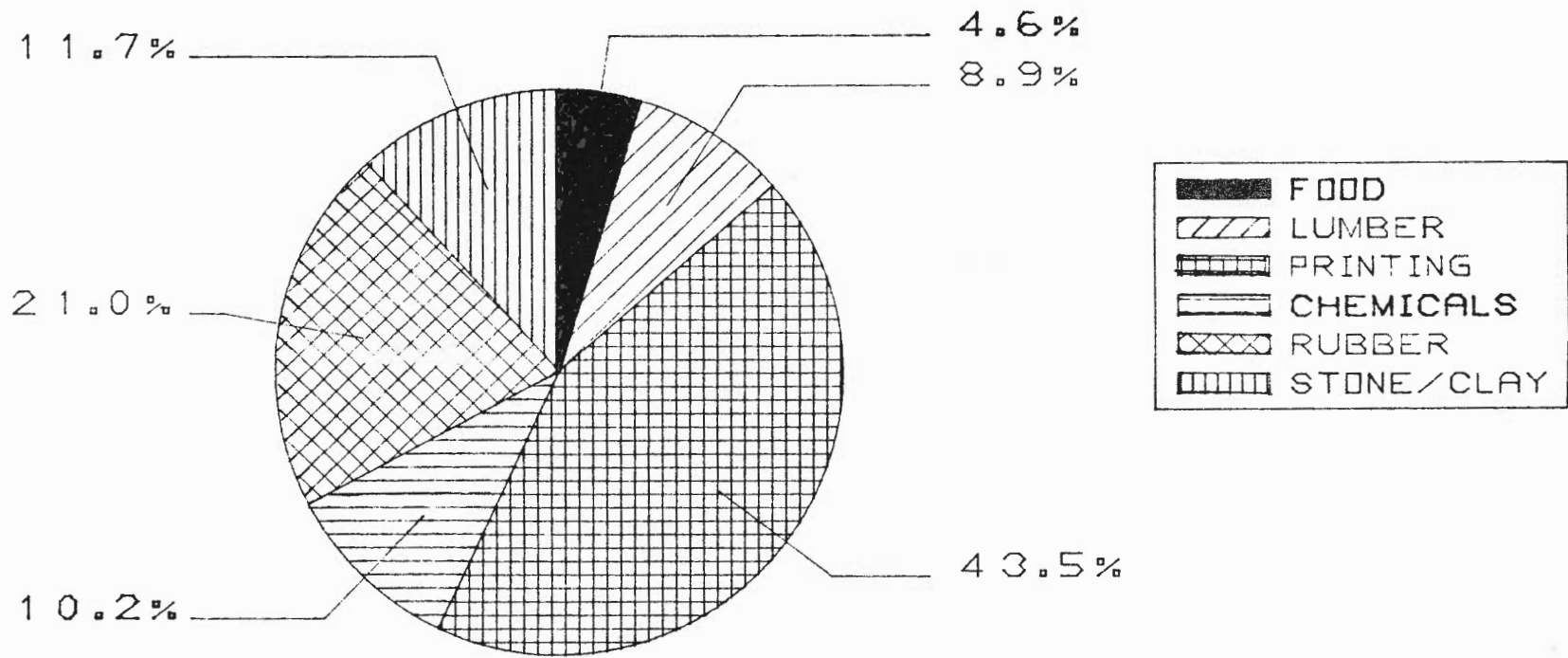
MANUFACTURING ESTABLISHMENTS 1982 O.C. (DURABLES)



IV-29

SOURCE: 1982 COUNTY BUSINESS PATTERNS

MANUFACTURING ESTABLISHMENTS 1982 O.C. (NONDURABLES)



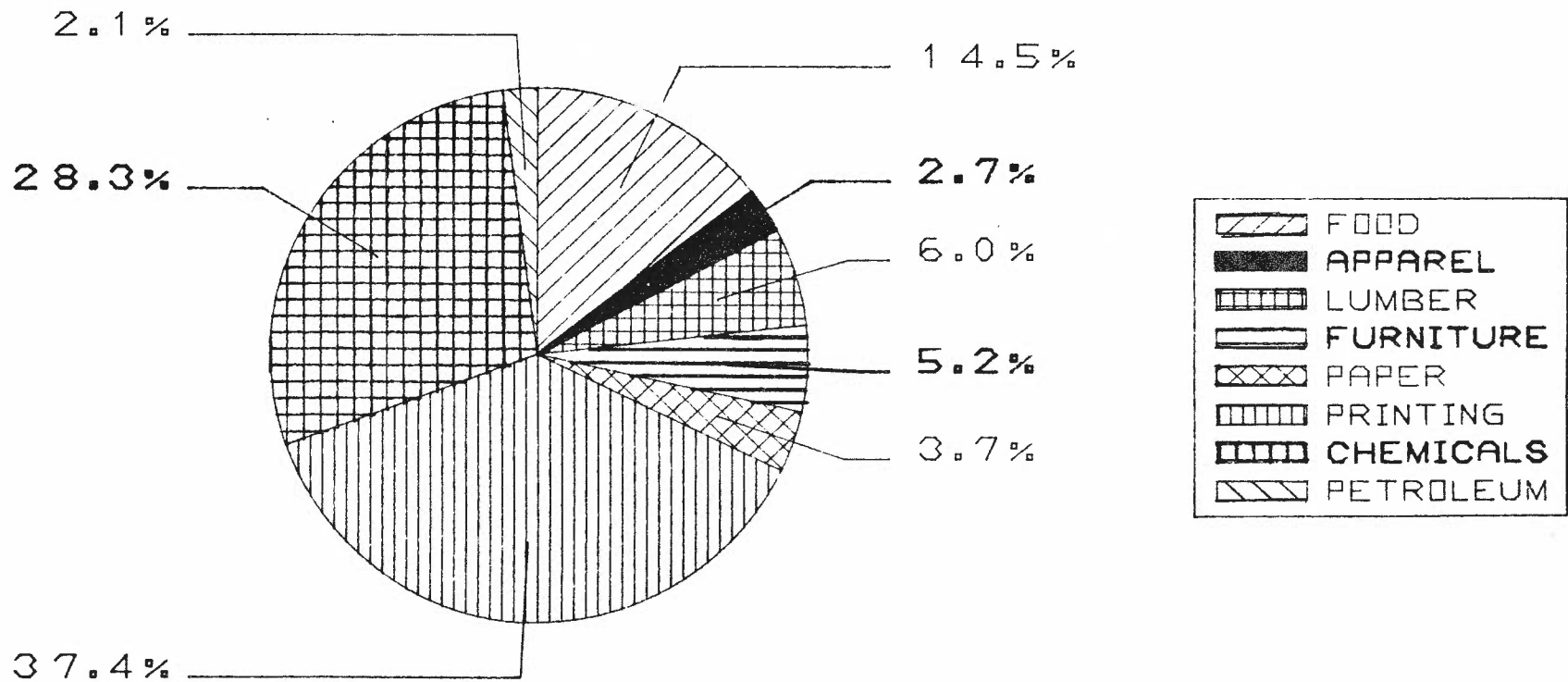
IV-30

SOURCE: 1982 COUNTY BUSINESS PATTERNS

NONDURABLE MANUFACTURING EMPLOYMENT 1982

OAKLAND COUNTY

(TYPE OF MANUFACTURING ESTABLISHMENT)



IV-31

SOURCE: 1982 COUNTY BUSINESS PATTERNS

Table 66

**COMPARISON OF ESTABLISHMENTS BY EMPLOYMENT SIZE
1981-1982 (OAKLAND COUNTY)**

No. of Emp.	1981		1982		1981-82 Change	1981-82 % Change
	No. of Estab.	% of Estab.	No. of Estab.	% of Estab.		
1-19	21,577	85.5%	22,215	85.7%	+638	+3%
20-49	2,332	9.2%	2,391	9.2%	+59	+2.5%
50-99	827	3.3	796	3.1%	-31	-4%
100-249	375	1.5	370	1.4%	-5	-1%
250-499	90	0.4	83	0.3%	-7	-8%
500+	45	0.2	48	0.2%	+3	-5%
Total	25,246	100.1%	25,903	99.9%	657	+2.6%

Source: County Business Patterns, 1981 and 1982

Table 67

**COMPARISON OF ESTABLISHMENT BY EMPLOYMENT SIZE,
1971, 1981, 1982, OAKLAND COUNTY**

Number of Employees Per Establishment	Number of Establishments			% of Total Establishments		
	1971	1981	1982	1971	1981	1982
1-19	10,938	21,577	22,215	85.3	85.5	85.8
20-49	1,212	2,332	2,391	9.5	9.2	9.2
50-99	399	827	796	3.1	3.3	3.1
100-249	186	375	370	1.5	1.5	1.4
250-499	46	90	83	0.4	0.4	0.3
500 or more	35	45	48	0.3	0.2	0.2
TOTAL	12,816	25,246	25,903	100%	100%	100%

Source: U.S. 1971, 1981 and 1982 County Business Patterns.
Excludes government and self-employed persons.

Agriculture

The 1982 U.S. Census of Agriculture reports that the number of farms in Oakland County increased somewhat from 1978 to 1982, while the average farm's acreage decreased from 124 to 100 acres. In 1982, there were 2,346 farm owners and hired workers. Two thirds of the farm operators have principal occupations other than farming.

The market value of products sold totalled \$18,523,000 in 1982, averaging \$26,923 per farm. Nursery and greenhouse products accounted for 65% of the value of crops sold and 52% of total agricultural production (including livestock, poultry, and their products). Oakland County's horse and pony population leads all counties in Michigan.

Use of the Farmland and Open Space Preservation Act (Act 116, P.A. 1974) has helped slow the decline in farmland. In 1982, 6,121 acres of land in Oakland County were preserved for farm and open space purposes, an increase of 1,980 acres since 1979.

Under provisions of this act, land which is preserved from development for farm and open space purposes is granted tax relief. Most of the 6,121 acres so preserved is located in Holly, Brandon, Springfield, Highland, Addison and Oakland Townships. Ten other communities also have participated.

Agriculture is important for its direct contribution to our economy and other benefits:

- It provides supplemental and seasonal employment;

- It contributes to economic diversification;

- It contributes toward preservation of open space, wetlands, floodplains, woodlots, and erosion and sedimentation control.

The Cooperative Extension Service furnishes expert advice and information on farming in Oakland County. Its office is located in the North Office Building of the County Service Center in Pontiac. Call 858-0880 for information.

Table 68

FARMING IN OAKLAND COUNTY, 1978-82

	1978	1982
Number farms	620	688
Acres	77,107	69,053
Average per farm	124	100
Value of land and buildings,		
Average per farm	\$ 266,954	\$ 257,980
Est. value machinery and equipment		
Average per farm	\$ 24,883	\$ 23,271
Market value products sold		
Average per farm	\$ 27,567	\$ 26,923
Crops, total value	\$12,780,000	\$14,816,000
Nursery and greenhouse products	\$9,448,000	\$ 9,585,000
Livestock, poultry and their products	\$4,311,000	\$ 3,708,000
Operators by principal occupation		
Farming	218	228
Other	402	460
Hired workers	1,594	1,658

Source: 1978 and 1982 U.S. Census of Agriculture, AC82-A-22.

Table 69

EARNINGS BY PLACE OF WORK - BY INDUSTRY**1979 - 1982 - OAKLAND COUNTY**

	1979	1980	1981	1982
Farm	6,807	6,380	6,264	9,333
Agriculture	21,221	D	D	27,089
Mining	10,009	D	D	7,292
Construction	651,384	573,488	514,563	432,595
Manufacturing	2,803,163	2,678,394	2,868,857	2,676,688
Nondurable	188,001	176,936	196,814	214,884
Durable	2,651,162	2,501,458	2,672,043	3,461,804
Transportation	421,083	445,326	475,797	501,101
Wholesale	803,573	818,221	837,563	846,597
Retail	943,579	1,002,136	1,029,562	1,049,107
Finance	547,446	576,522	581,120	606,603
Services	1,873,193	2,105,346	2,285,933	2,423,092
Government	689,618	775,249	807,384	839,315

D not shown to avoid disclosure

Source: Local Area Personal Income Great Lakes Region 1978-1982.
Bureau of Economic Analysis, U.S. Department of Commerce.

Table 70

**AVERAGE HOURLY EARNINGS OF PRODUCTION WORKERS
SELECTED METROPOLITAN AREAS - JANUARY 1985**

<u>Metropolitan Area</u>	<u>Hourly Earnings</u>
San Antonio, TX	6.85
Boston, MA	8.84
Dallas, TX	8.92
Atlanta, GA	9.06
Chicago, IL	9.77
Philadelphia, PA	9.90
Lexington, KY	10.01
Baltimore, MD	10.11
Topeka, KA	10.25
Minneapolis, MN	10.59
Pittsburg, PA	10.77
Houston, TX	10.92
Cleveland, OH	11.20
Rochester, NY	11.36
Detroit, MI	13.25
Youngstown, OH	13.30
Ann Arbor, MI	13.87
Flint, MI	14.79
Lansing, MI	14.81

Source: Occupational Earnings and Wage Trends in
Metropolitan Areas, 1985. U.S. Dept. of Labor Bureau of Statistics

Table 71

**MEAN HOURLY WAGE RATES FOR SELECTED OCCUPATIONS
OAKLAND COUNTY AND DETROIT - 1984**

Occupation	Mean Hourly Wage Rates
Secretaries	\$11.13
Stenographer	9.77
Typists	6.11
File Clerks	5.20
Order Clerks	8.21
Accounting Clerks	7.69
Payroll Clerks	8.46
Key Entry Operators	7.28
Computer System Analysts (business)	16.24
Computer Programmers (business)	12.70
Computer Operators	10.99
Computer Data Librarians	9.40
Drafters	13.20
Electronic Technicians	12.94
Registered Industrial Nurses	13.81
Maintenance Carpenters	13.65
Maintenance Electricians	14.14
Maintenance Painters	13.72
Maintenance Machinist	12.61
Maintenance Mechanics	13.78
Maintenance Pipefitters	13.74
Millwrights	13.85
Machine-tool Operators	14.07
Tool & Die Makers	14.01
Stationary Engineers	13.53
Truck Driver	12.01
Shippers	11.43
Receivers	11.02
Warehousemen	9.28
Order Fillers	9.27
Shipping Packers	9.55
Material Handling Laborers	11.47
Forklift Operators	11.92
Powertruck Operators	12.05
Guards	7.92
Janitors	7.59

Source: U.S. Department of Labor B.L.S.
Area Wage Survey 1984

Table 72

**MAJOR EMPLOYERS IN OAKLAND COUNTY, 1984 SECOND QUARTER
BY EMPLOYMENT SIZE CLASS**

(Excluding Government & Public Schools)

<u>Over 5,000</u>	<u>SIC</u>
Beverly Enterprises	8051
Beaumont Hospital	8062
Kelly Services Inc.	7362
K Mart	5331
Michigan Bell Telephone	4811
General Motors Corp.	3711
<u>1000-5000</u>	
Crittenton Hospital	8026
Pontiac General Hospital	8026
Pontiac Osteopathic Hospital	8026
Providence Hospital	8026
St. Joseph Mercy Hospital	8026
Williams International	7391
AT&T Information Systems Inc.	7399
Michigan National Bank-(Groups)	6025
Standard Federal Savings	6122
Prudential Insurance Co.	6311
Allstate Insurance Co.	6331
Denny's Restaurants	5812
Elias Brothers	5812
Little Caesars Enterprises	5812
Wendy's International Inc.	5812
Villa Inns Wisconsin Inc.	5812
Dayton Hudson Corporation	5311
Sears Roebuck Co.	5311
Kroger Co.	5411
Rockwell International Corp.	3714
AT&T Communications	4811
IBM	5081
Xerox	5081
E.I. Dupont DeNemours Co.	5198
GTE Valeron	3545
Federal Mogul Corp.	3711
Volkswagen	3711
True Green	0782
Modern Engineering Service Co.	8911
Ford Motor Company	3711

Table 72 Continued...

500-1000

Ernest Whinney General Partnership	8931
Ameritech Publishing Inc.	2741
Warner Lambert Co.	2834
Quanex Corp.	3317
Stanley Door Systems	3442
Key International Manufacturing	3452
Ford Motor Company	3523
J.B. Webb Co.	3535
Troy Design Enterprises Inc.	3562
Vickers Inc.	3569
Centronics Data Computer Corp.	3573
Lectron Products Inc.	3621
Consumers Power	4931
Detroit Edison	4911
Microdot Manufacturing	3714
Gulf & Western Mfg. Serv. Co. Inc.	3714
Erb Lumber	5211
J.C. Penny Co.	5311
Great A & F Tea Co.	5411
Quick Pik Food Stores Inc.	5411
EMRO Marketing Co.	5541
Alberts Inc.	5621
Newton Buying Corp.	5621
New York Carpet World	5713
Burger King	5812
Gettel's Management Co.	5812
Sign of the Beefcarver Inc.	5812
Steak Ale of Michigan Inc.	5812
Apex Drugs	5912
F & M Distributors	5912
Detroitbank Corp.	6022
Community National Bank-Pontiac	6025
Empire of America FSA	6122
Manufacturers Hanover Mortgage Co.	6162
E.F. Hutton Co.	6211
Hamilton Life Insurance Co.	6311
League Life Insurance Co.	6311
Detroit Automobile Inter Insurance Exchange	6331
Holiday Inns Inc.	7011
Weight Watchers Group Inc.	7299
Kellermeyer Building Service	7349
TSI Consolidated	7362
Martin Place Hospital East	8062
Clinton Valley Center	8063
Supplemental Staffing	8331
Aero Detroit	8911
Engineering Technology Ltd.	8911
Ex-Cell-O Corp.	3541

Table 72 Continued...

<u>400-500</u>	
Pine Knob Theatre Inc.	7929
Cranbrook Educational Institutions	8211
Michigan Inn Assoc.	7011
U.S. Services Inc.	7349
Medical Personnel Pool	7362
Computerware Corp.	7372
3 PM Inc.	7374
D'Arcy MacManus Masius Inc.	7392
Pontiac State Bank	6023
First of American Bank Wayne Oakland	6023
1st Federal of Michigan	6122
1st Federal Savings Trust	6123
Hartford Fire Insurance Co.	6331
Taco Bell	5812
Meijer Inc.	5311
Boron Oil Co.	5541
Jacobson Stores Inc.	5621
Eaton Corp.	3714
Sea Ray Boats	3732
WXYZ Inc.	4832
Burroughs Corp.	5081
Digital Equipment Corp.	5081
Numatics Inc.	3494
DeVlieg Machine Co.	3541
Progressive Tool Industries	3544
Barton Malow Co.	1542
Borden	2026
Becker Corp.	3079
<u>300-400</u>	
Baylock Mfg. Corp.	3465
Michigan Seamless Tube	3317
Molmec Inc.	3079
Suburban Communications Corp.	2751
Oakland Press	2711
Owens Corning Fiberglass	1799
Chem Lawn Corp.	0782
Energy Conversion Devices	3674
CBS Fox Video	3652
Jabil Circuit Co.	3643
Facet Enterprises Inc.	3592
Haden Schweitzer Corp.	3567
Beaver Precision Product	3562
N.A. Woodworth Co.	3545
A. Fairchild Ind. Co.	3544
Babcock Wilcox	3541
Honeywell Inc.	5084
Hewlett Packard Co.	5065
Lexitel	4811

Table 72 Continued...

Gay Toys Inc.	3944
Northwest Apparel Inc.	5621
Hollywood Supermarket	5411
Chatham Supermarket Inc.	5411
Atlas Supermarket Inc.	5411
ACE	5251
L.L. Concession Co. Inc.	5812
Friendly Ice Cream Corp.	5812
Ilitch, M.	5810
1st America Title Insurance Co.	6331
TCC Center Co. Inc.	6512
Employers Insurance of Wausau	6331
Merril Lynch Pierce Fenner Smith	6211
Manufacturers National Bank	6025
Electrolux Corp.	5963
D.O.C. Optics Corp.	5999
Cutters Inc.	7231
Future Force Temporary Help	7362
Equifax Service Inc.	7392
Nationwide Security Inc.	7393
Bloomfield Hills Care Center Inc.	8051
Martin Luther Memorial Home	8059
Tolfree Memorial Hospital	8062
Advance Medical Research	8071

Table 73

LARGEST COMPANIES IN OAKLAND COUNTY
RANK BY SALES VOLUME (100,000,000 and above)
 (Source Dun's Business Rankings 1985)

Michigan Rank	Company	Location	1984 Revenues (x \$000)
3	K-Mart Corporation	Troy	\$18,600,000
6	Bendix Corporation	Southfield	4,430,000
9	American Motors Corporation	Southfield	3,270,000
12	Volkswagon of America	Troy	2,500,000
21	Budd Company	Troy	1,200,000
24	Ex-Cell-O Corporation	Troy	1,030,000
25	Jeep Corporation	Southfield	1,020,000
31	Federal-Mogul Corporation	Southfield	747,000
32	Barton-Malow Company	Oak Park	737,000
34	Thorn Apple Valley Inc.	Southfield	686,000
38	Michigan Milk Producers Association	Southfield	384,000
40	Pulte Home Corporation	Keego Harbor	535,000
41	Hiram Walker & Sons Incorporation	Farmington	372,000
44	Hiram Walker Incorporation	Farmington	336,000
54	Perry Drug Stores	Pontiac	285,000
55	Hygrade Food Products Corporation	Southfield	275,000
62	Valeron Corporation	Troy	241,000
66	MC Corporation	Troy	225,000
67	Williams International Corporation	Walled Lake	218,000
68	Handleman Company	Clawson	217,000
77	CMI Corporation	Bloomfield Hills	185,000
78	Anchor Motor Freight	Birmingham	183,000
80	Douglas & Lomason Company	Farmington	163,000
81	Complete Auto Transit	Bloomfield Hills	162,000
82	R. P. Scherer Corporation	Troy	160,000
85	Core Industries Incorporation	Bloomfield Hills	156,000
88	Cross & Trecker Corporation	Bloomfield Hills	150,000
90	LOF Plastics Incorporation	Troy	148,000
91	Darin & Armstrong Incorporation	Southfield	146,000
99	ERB Lumber Company	Birmingham	137,000
101	Kuhlman Corporation	Troy	135,000
102	Industrial Fuels	Troy	132,000
105	Simpson Industries	Birmingham	127,000
107	Haden Engineering	Royal Oak	125,000
114	Ferro Manufacturing Corporation	Southfield	112,000
115	R. E. Dailey & Company	Southfield	110,000
120	American Safety Equipment Corporation	Troy	105,000
122	Abitibi-Price Corporation	Troy	104,000
123	LaSalle Machine Tool Incorporation	Troy	104,000
126	CMI International Incorporation	Farmington	100,000
128	Haden Schweitzer Corporation	Royal Oak	100,000
131	Peerless Distributing Company	Southfield	100,000

Table 74

CHANGE IN NUMBER OF FIRMS 1975, 1983 and 1984

SIC	NUMBER OF FIRMS			CHANGE	
	1975	1983	1984	1975-83	1983-84
01 Agricultural	7	20	23	+13	+3
07 Services	233	311	306	+78	-5
15	550	488	473	-62	-15
16 Construction	120	110	124	-10	+14
17	1,150	1,079	1,057	-71	-22
23	15	17	19	+2	+2
24	31	46	46	+15	--
25	15	22	25	+7	+3
26	14	10	8	-4	-2
27	132	196	194	+64	-2
28	41	41	41	--	--
29	5	6	7	+1	+1
30 Manufacturing	79	104	104	+25	--
32	65	50	56	-15	+6
33	48	53	56	+5	+3
34	279	310	304	+31	-6
35	646	710	692	+64	-18
36	77	99	88	+22	-11
37	77	99	94	+22	-5
38	28	39	43	+11	+4
39	38	46	54	+8	+8
41 Transportation	28	20	20	-8	--
42 & Public Utilities	104	145	164	+41	+19
45	16	22	27	+6	+5
47	63	119	136	+56	+17
50 Wholesale Trade	1,353	1,912	1,846	+559	-66

Table 74 Continued...

SIC	NUMBER OF FIRMS			CHANGE	
	1975	1983	1984	1975-83	1983-84
51 Wholesale	312	492	460	+180	-32
52	205	195	199	-10	+4
54	328	395	379	+67	-16
55	750	536	359	-214	-177
58 Retail Trade	887	1,053	1,032	+166	-21
59	768	1,030	1,015	+262	-15
60	21	34	33	+13	-1
61	140	122	129	-18	+7
62	24	58	59	+34	+1
63 Finance, Insurance,	67	101	107	+34	+6
64 Real Estate	396	504	484	+108	-20
65	1,016	940	924	-76	-16
67	26	34	40	+8	+6
70	98	88	81	-10	-7
72	675	666	642	-9	-24
73	763	1,564	1,602	+801	+38
75 Services	295	398	433	+103	+35
76	153	242	253	+89	+11
78	68	88	85	+20	-3
80	1,612	2,410	2,301	+802	-109
81	450	816	776	+366	-40

Source: MESG ES 202 Data, Second Quarter Average

Office and Industrial Construction

Permit authorized construction in Oakland County during 1984 totalled \$809 million, a 59% increase over 1983 and over three times the 1982 volume. The 1984 average construction cost for dwellings was \$59,470. (This includes apartments, excludes land, and is solely based on costs reported by building permits.)

Table 75

PERMIT AUTHORIZED CONSTRUCTION COST IN OAKLAND COUNTY 1981-1984 (Thousands of Dollars)

	1981	1982	1983	1984
Residential (units)	\$137,388 (1,846)	\$ 84,591 (1,607)	\$235,134 (3,537)	\$329,941 (5,548)
Industrial (bldgs)	31,975 (88)	20,366 (64)	27,170 (75)	85,443 (118)
Office (bldgs.)	115,986 (79)	33,863 (50)	115,456 (77)	173,639 (112)
Mercantile (bldgs.)	15,565 (88)	8,553 (52)	13,280 (57)	28,140 (112)
Other*	139,635	102,361	119,448	192,293
Totals	\$440,949	\$249,734	\$510,488	\$809,456

*Includes: hotels, amusement, churches, garages, institutional, schools, public, additions, alterations, conversions. Excludes demolition and moving of buildings. Source: U.S. Bureau of Census, Construction Statistics.

Industrial construction showed the largest rate of increase, triple the 1983 level. The 1984 construction volume was the greatest since 1980. Oakland County lead all Michigan counties in 1984 office and industrial construction. 1985 has started out with a strong first quarter: industrial, \$26 million; office \$50 million; mercantile, \$5 million.

Table 76

NATIONAL BANKS HEADQUARTERED IN OAKLAND COUNTY

1984

ASSETS RANK	BANK	LOCATION	(000) TOTAL ASSETS
1	Community National Bank of Pontiac	Pontiac	\$ 579,385
2	Michigan National Bank-Oakland	Southfield	464,501
3	Michigan National Bank-North Metro	Troy	369,149
4	Manufacturer's Bank of Southfield N.A.	Southfield	190,830
5	Michigan National Bank-West Oakland	Novi	84,365
6	National Bank of Royal Oak	Royal Oak	77,892
7	First of America Bank Rochester N.A.	Rochester	55,487
8	NBD Troy Bank, N.A.	Troy	51,992
9	Comerica Bank-Metro West, N.A.	Novi	51,991
10	Michigan National Bank-Farmington	Farm. Hills	49,218
11	The Madison National Bank	Madison Hts.	44,093
12	Metropolitan National Bank of Farm.	Farm. Hills	36,457
TOTAL			\$2,055,360

Source: Annual Report, Financial Institutions Bureau,
Michigan Department of Commerce, 1984.

Table 77

STATE BANKS HEADQUARTERED IN OAKLAND COUNTY, 1984

ASSETS RANK	BANK	LOCATION	000 TOTAL ASSETS
1	Pontiac State Bank	Pontiac	\$ 582,746
2	The Wayne Oakland Bank	Royal Oak	565,164
3	*Comerica Bank - Southfield	Southfield	193,967
4	*Comerica Bank - Troy	Troy	168,331
5	Oxford Savings Bank	Oxford	71,287
6	*Liberty Bank - Oakland	Troy	52,916
7	Fidelity Bank of Michigan	Birmingham	51,287
8	First of America Bank - Troy	Troy	50,486
9	The State Savings Bank of South Lyon	South Lyon	36,829
10	Security Bank of Novi	Novi	35,918
11	Manufacturer's Bank of Novi	Novi	27,795
12	Fidelity Bank of Southfield	Southfield	23,054
13	Fidelity Bank of Bingham Farms	Bingham Farms	9,881
14	Fidelity Bank of Troy	Troy	5,327
TOTAL			\$1,803,701

Source: Annual Report, Financial Institutions Bureau,
Michigan Department of Commerce, 1984

*Members Banks of the Federal Reserve System

Total Assets in State Banks Headquartered in Oakland County increased 16.9 between December 31, 1981 and December 31, 1983, and increased 8.9% between December 31, 1983 and December 31, 1984.

Table 78

**SAVINGS AND LOAN ASSOCIATIONS
HEADQUARTERED IN OAKLAND COUNTY, 1984**

RANK	ASSOCIATION	LOCATION	(000)
			TOTAL ASSETS
1	Standard Federal Savings & Loan Assoc.	Troy	\$4,984,739
2	First Federal Savings Bank Trust	Pontiac	1,110,506
3	Blomfield Savings & Loan Assoc., F.A.	Birmingham	738,516
4	Franklin Savings & Loan Assoc.	Southfield	79,183
5	United Savings & Loan Assoc.	Farm. Hills	32,842
6	Sterling Savings & Loan Assoc.	Pontiac	20,262
TOTAL			\$6,966,048

Source: Annual Report, Financial Institutions Bureau,
Michigan Department of Commerce, 1984

Table 79

BANK HOLDING COMPANIES IN OAKLAND COUNTY, 12/31/84

COMPANY--LOCATION	(000) DEPOSITS
Fidelity Financial Corporation of Michigan Birmingham	\$ 74,861
Metro Bancorp, Inc. Farmington Hills	\$ 33,858
Michigan National Corporation Bloomfield Hills	\$5,945,889
United Midwest Bancorporation, Ltd. Troy	\$ 268,295
Royal Bank Group, Inc. Royal Oak	\$ 71,203
TOTAL	\$6,394,106

Source: Annual Report, Financial Institutions Bureau,
Michigan Department of Commerce, 1984

Industrial Highlights

INDUSTRIAL HIGHLIGHTS - TABLE OF CONTENTS

Table 80 - High Tech Sector Growth	1
High Tech Companies	2
Chart 41 - Rubber and Miscellaneous Plastic Products	3
Chart 42 - Miscellaneous Plastic Products	4
Chart 43 - Fabricated Rubber and Plastics	5
Table 81 - Distance Values - Kanban	6
Table 82 - Location Values Based on Production/Distance	7
Chart 44 - Fabricated Metal Products	8
Chart 45 - Fabricated Structural Metal Products	9
Screw Machine Products	9
Chart 46 - Metal Forgings and Stampings	10
Chart 47 - Miscellaneous Fabricated Metal Products	11
Chart 48 - Machinery Except Electrical	12
Chart 49 - Metal Working Machinery and Equipment	13
Chart 50 - Special Industry Machinery Except Metal Working Machinery	14
Chart 51 - General Industrial Machinery and Equipment	15
Chart 52 - Machinery Except Electrical - Not Elsewhere Classified	16
Chart 53 - Electrical and Electronic Equipment	17
Chart 54 - Electrical Transmission and Distribution Equipment	18
Autonics "Window to High Tech"	19
The Hidden Saturn - Electronic Data Systems	22
Chart 55 - Transportation Equipment	23
Chart 56 - Motor Vehicles and Motor Vehicle Equipment	24
Chart 57 - Aircraft and Parts	25
Chart 58 - Instruments and Related Products	26
Chart 59 - Engineering, Laboratory, Scientific and Research Instruments and Associated Equipment	27
Chart 60 - Measuring and Controlling Instruments	28
Table 83 - Oakland County Retail Sales by Store Group	29
Table 84 - General Merchandise Stores in Oakland County, 1984	30
Table 85 - Changes in Business Services Employment	31
Chart 61 - Business Services	32
Chart 62 - Advertising	33
Chart 63 - Consumer Credit Reporting Agencies, Etc.	34
Chart 64 - Mailing, Reproduction, Commercial Art and Photography, and Stenographic Services	35
Chart 65 - Services to Dwellings and Other Buildings	36
Chart 66 - Personnel Supply Services	37
Chart 67 - Computer and Data Processing Services	38
Chart 68 - Miscellaneous Business Services	39

High Tech Sectors Show High Growth in Oakland

During the 1980-1982 recession, total private employment in Oakland County declined 4.6%. In face of that reversal, several high tech industries showed strong growth. These sectors included: radio and TV equipment; aircraft and parts; drugs; management and public relations; computer programming and software; and measuring and controlling devices.

Table 80

HIGH TECH SECTOR GROWTH

SIC NO.	INDUSTRY	EMPLOYMENT		
		1980	1982	% INCREASE
283	Drugs	375E	750E	100%
365	Radio and TV equipment	175E	375E	114%
372	Aircraft and parts	572	706	23%
382	Measuring and Controlling devices	759	1,154	52%
7372	Computer programming and software	697	826	19%
7392	Management and public relations	2,645	3,882	47%
	Total	5,223	7,693	47%

Source: 1980 and 1982 U.S. County Business Patterns.

E, Estimated; exact number withheld to avoid disclosure of individual establishments.

The basis for characterizing the above industries as "high-tech" is described in the article by Edward J. Malecki, "High Technology and Local Economic Development," Journal of the American Planning Association, Vol. 50, Number 3, 1984. Selected manufacturing sectors are significantly above the national average in R & D intensity. Selected service sectors are above average both in R & D intensity and in their proportion of scientific, engineering, and technical workers in the industry's labor force.

HIGH TECH COMPANIES

Oakland County Ranks First in Michigan

In its April 15, 1985 issue, the Detroit Free Press devoted a special section to high-tech industry of Michigan. Included was "Michigan's Tech 50," a list of the leading firms in Michigan's burgeoning high-technology industries. The list is short - a measure of the scrutiny to which the companies were subjected. Eligibility for the list was based on criteria established jointly by the Detroit Free Press and the Arthur Anderson and Company accounting firm. Three main criteria were:

Have headquarters in Michigan.

Derive at least 50 percent of total revenue from high tech related activities.

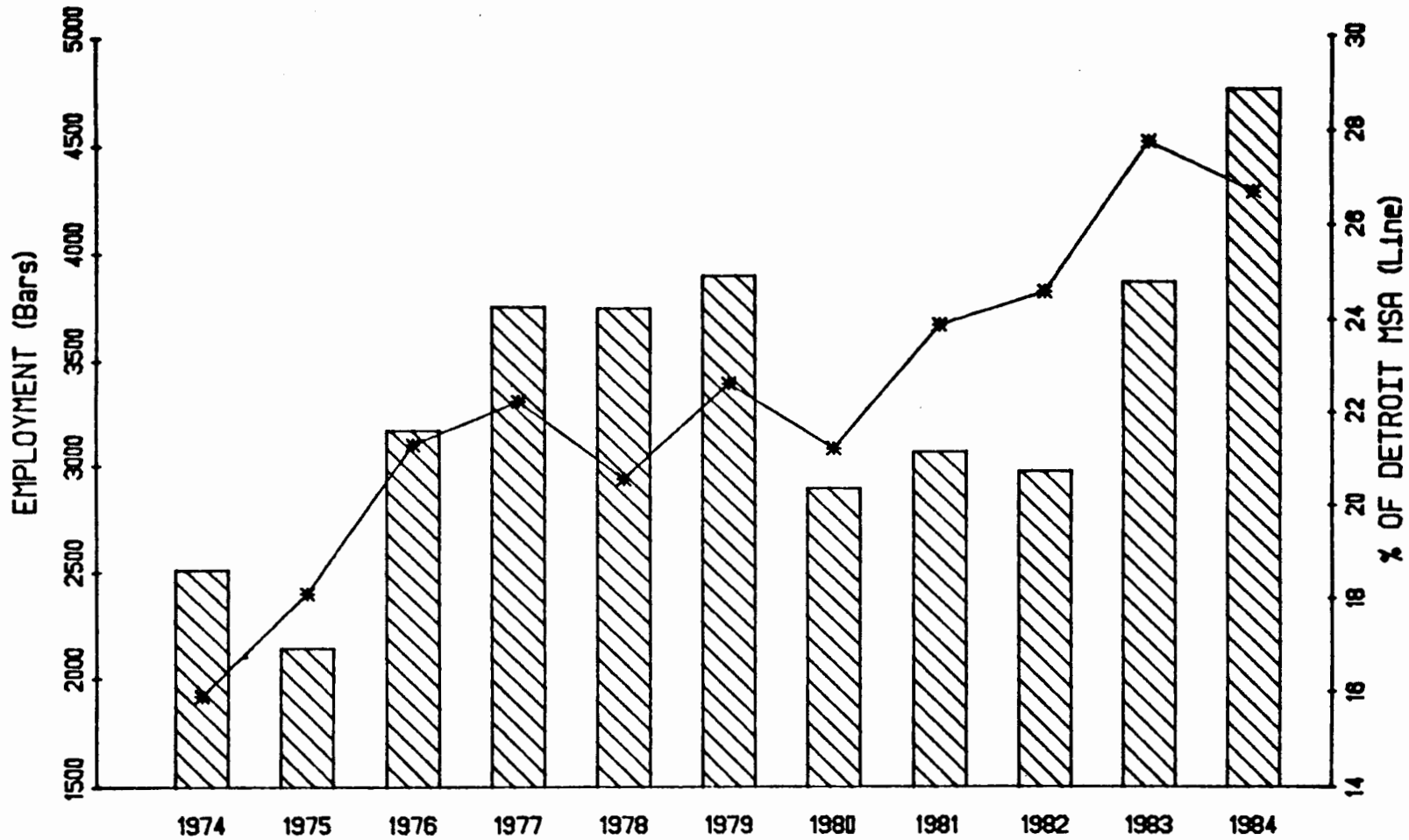
Develop, manufacture or distribute a high-tech product.

Oakland County far surpasses all other Michigan Counties in the number of high-tech firms! Forty percent of Michigan's high-tech firms are in Oakland County. The number of high-tech firms in Oakland County is almost double the number in second place Washtenaw County. The following companies were included in the Detroit Free Press listing:

GMF Robotics	Troy
Energy Conversion Devices	Troy
Modar Inc.	Farmington Hills
Dynapower Corp.	Farmington Hills
K-Byte	Troy
Alloy Metals Inc.	Troy
Vultron Inc.	Troy
Acromag Inc.	Wixom
Perception	Farmington Hills
ParaData	Farmington Hills
Sterling Technologies Inc.	Southfield
Structural/Kinematics Corp.	Troy
AST	Clarkston
Executive Technology Data Systems	Farmington Hills
Compunetics	Troy
Helava Association Inc.	Southfield
Nastic Corp.	Southfield
Industrial Holographics	Auburn Heights
ECCO Systems Inc.	Troy
Lesco Diagnostics Inc.	Southfield

Chart 41

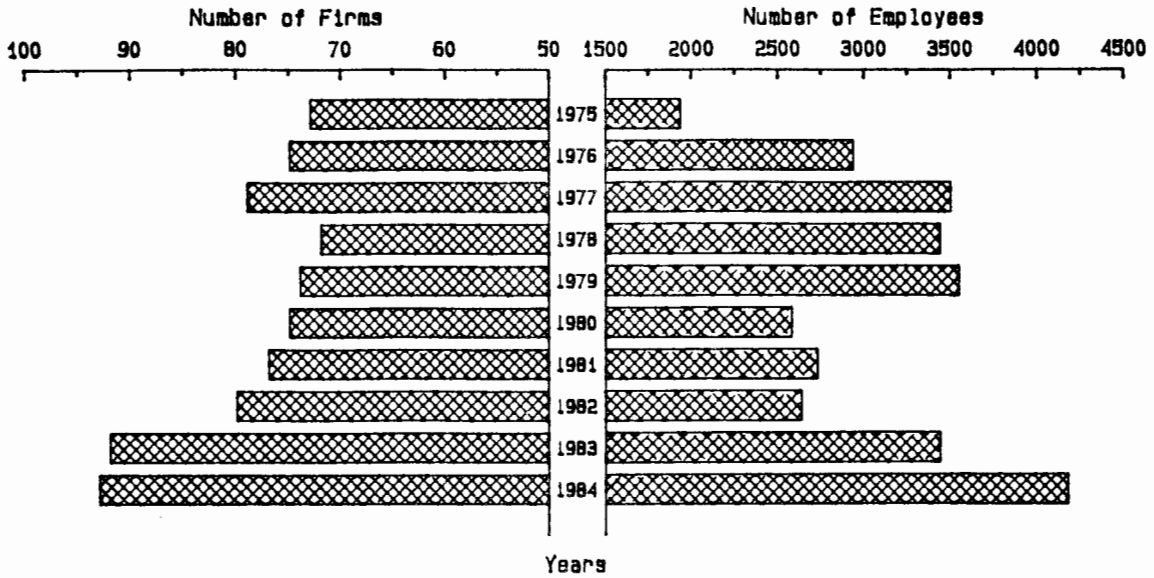
Oakland County RUBBER & MISC PLASTICS PRODUCTS (30)



SOURCE: MICHIGAN EMPLOYMENT SECURITY COMMISSION, Bureau of Research and Statistics.

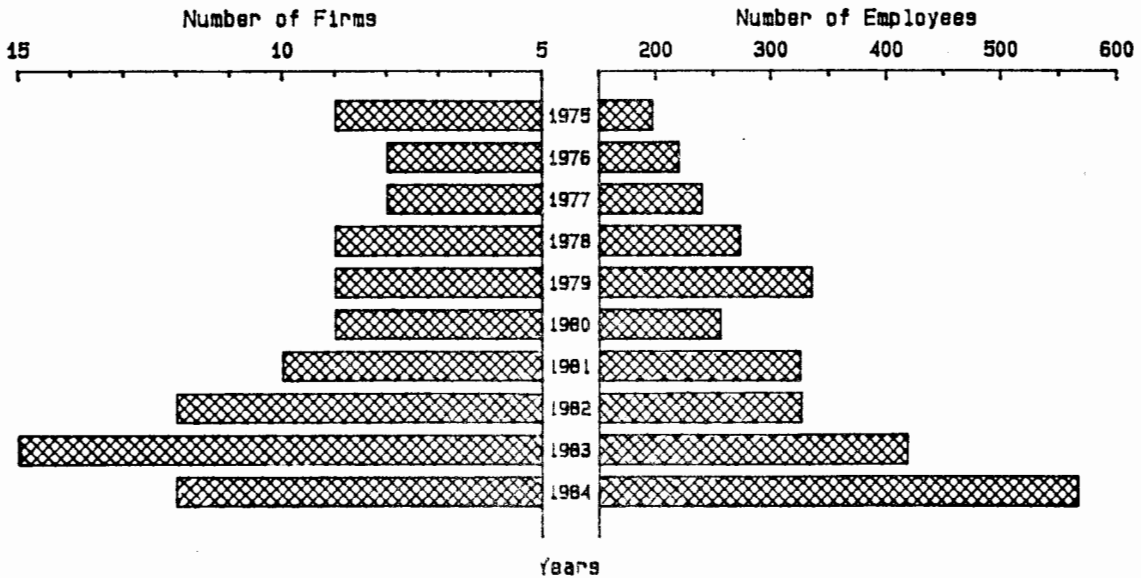
Chart 42

MISCELLANEOUS PLASTIC PRODUCTS 1975 - 1984



Source: MESC
Division of Research & Statistics

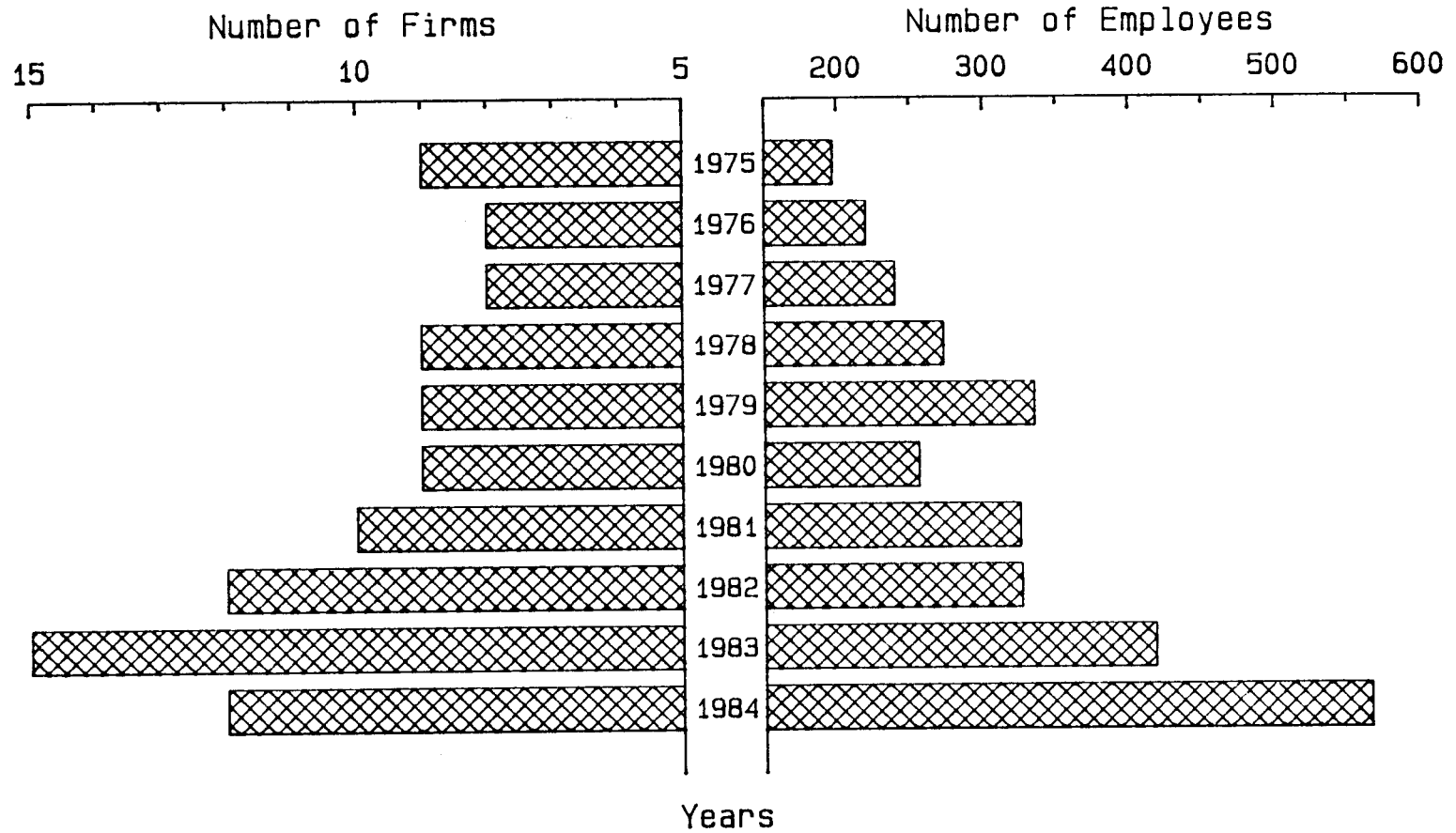
FABRICATED RUBBER AND PLASTICS Not Elsewhere Categorized 1975 - 1984



Source: MESC
Division of Research & Statistics

Chart 43

FABRICATED RUBBER AND PLASTICS Not Elsewhere Categorized 1975 - 1984



Source: MESC
Division of Research & Statistics

OAKLAND IS KANBAN CENTER FOR AUTOMOTIVE SUPPLIERS

Our research shows that Oakland County is the superior location for suppliers who need a location which is central to all of the major automobile assembly plants in Michigan.

The Problem. Find the most effective location from which to ship automobile components to automobile manufacturing and assembly plants in southeastern Michigan.

The Solution. Other things being equal, the main variables are: 1) distance from source shipping point to customer destinations; 2) business volume at each customer destination. The location value of a particular source location to serve a particular destination is directly proportional to the destination's business volume and inversely proportional to the distance between the source location and the customer destination.

$$\text{Location Value} = \frac{\text{Business Volume}}{\text{Distance}}$$

In Table 80 is indicated the mileage between principal cities of seven (7) counties in southeastern Michigan:

<u>County</u>	<u>City</u>
Wayne	Detroit
Genesee	Flint
Oakland	Pontiac
Ingham	Lansing
Macomb	Mt. Clemens
Washtenaw	Ann Arbor
Livingston	Howell

Table 81

DISTANCE VALUES

DESTINATION COUNTY	SOURCE COUNTY						
	Wayne	Genesee	Oakland	Ingham	Macomb	Washtenaw	Livingston
Wayne	20	60	25	85	21	38	54
Genesee	60	20	35	50	60	54	50
Oakland	25	35	20	69	25	48	35
Ingham	85	50	69	20	94	63	25
Macomb	21	60	25	94	20	57	60
Washtenaw	38	54	48	63	57	20	32
Livingston	54	50	35	25	60	32	20
TOTALS	303	329	257	406	337	312	276

The mileages are from center of city to center of city via shortest routing on state trunklines. In the case of intra-county mileages, an average mileage of 10 was doubled to 20 miles, reflecting the higher proportion of urban traffic encountered in an intra-county trip relative to inter-county trips.

Table 82

LOCATION VALUES BASED ON PRODUCTION/DISTANCE

DESTINATION COUNTY	1983 Production (\$Mil)	SOURCE COUNTY							
		Wayne	Genesee	Oakland	Ingham	Macomb	Washtenaw	Livingston	
Wayne	\$ 12,030	602	201	481	142	573	317	223	
Genesee	11,748	196	587	336	235	196	218	235	
Oakland	11,377	455	325	589	165	455	237	325	
Ingham	12,908	152	258	187	645	137	205	516	
Macomb	687	33	11	27	7	34	12	11	
Washtenaw	2,355	62	44	49	37	41	118	74	
Livingston	0	0	0	0	0	0	0	0	
TOTALS	\$ 51,105	1,500	1,426	1,669	1,231	1,436	1,107	1,384	

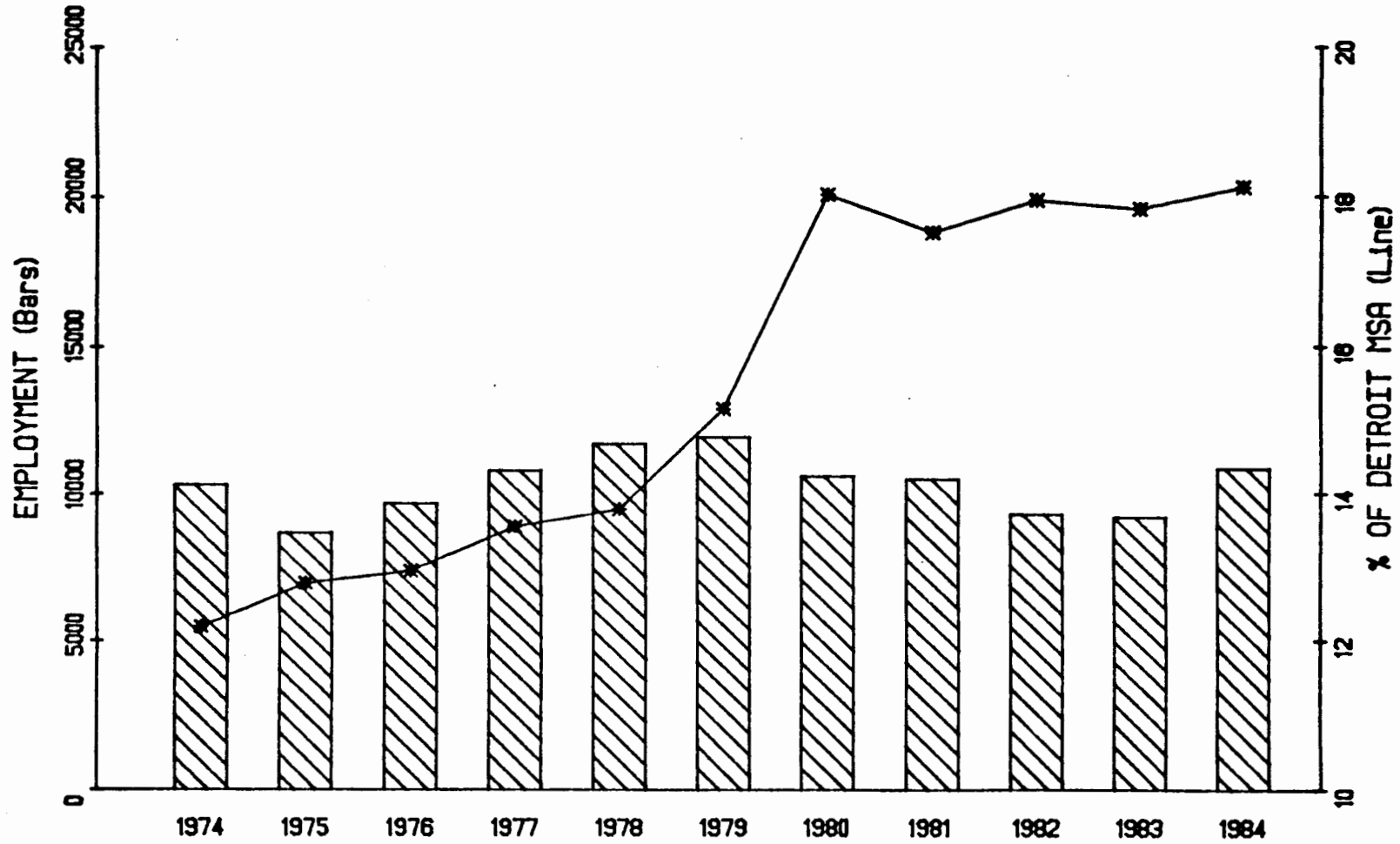
Source: "Ward's 1984 Automotive Yearbook"

In Table 81 under "1983 Production" is listed the total value of products produced by the motor vehicle industry (SIC 3711). Within Table 81, the production of a destination county was divided by the distance of that county from the source location county. For example, Oakland County is 69 miles to Ingham County (from Table 80). Ingham County produced \$12,908 million motor vehicles, which divided by 69 miles = 187. That score of 187 measures the direct attraction of Ingham County on Oakland County as a source shipping location, and the inverse effect of distance. Oakland County's total score of 1,669 exceeds that of any other county.

Full production at the new GM plants in Detroit and Orion Township, and the recently announced reopening of GM plants in Pontiac and Flint, will strengthen the I-75 axis and thereby enhance Oakland County's centrality.

There is no location in the United States that has within a 70 mile radius as high a dollar volume or unit volume of motor vehicle manufacturing as Oakland County. This is the preeminent location for automotive parts suppliers, robotics manufacture, and services supporting the automobile industry.

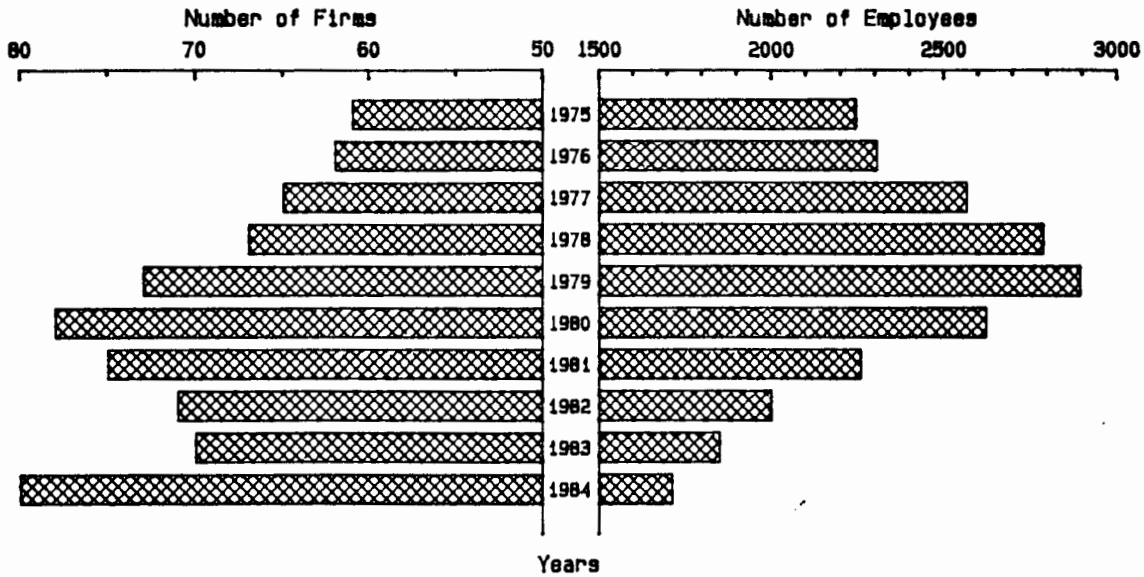
Oakland County FABRICATED METAL PRODUCTS (34)



SOURCE: MICHIGAN EMPLOYMENT SECURITY COMMISSION, Bureau of Research and Statistics.

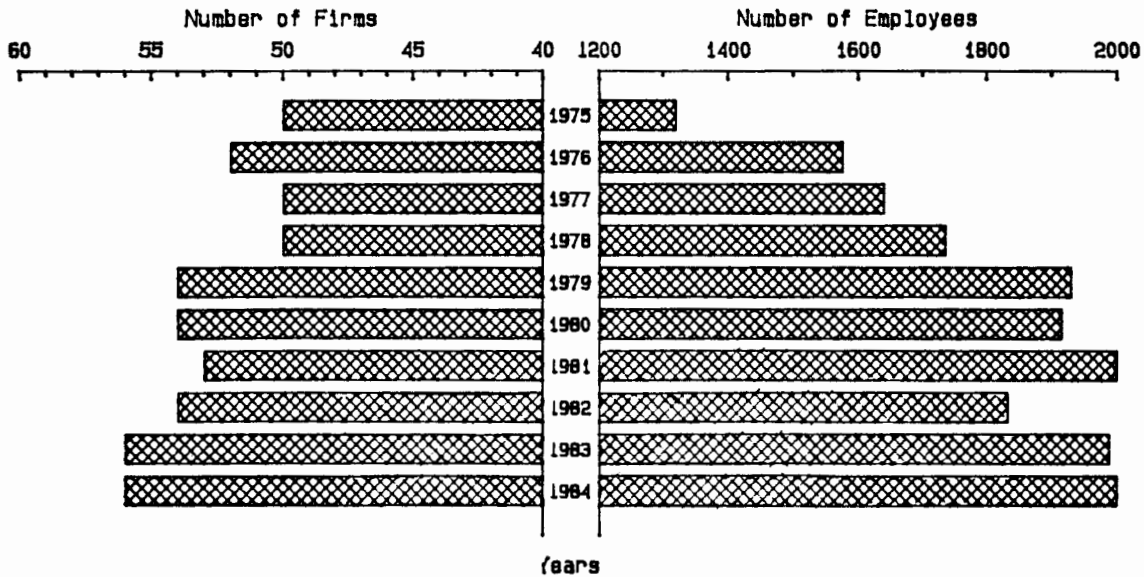
Chart 45

FABRICATED STRUCTURAL METAL PRODUCTS 1975 - 1984



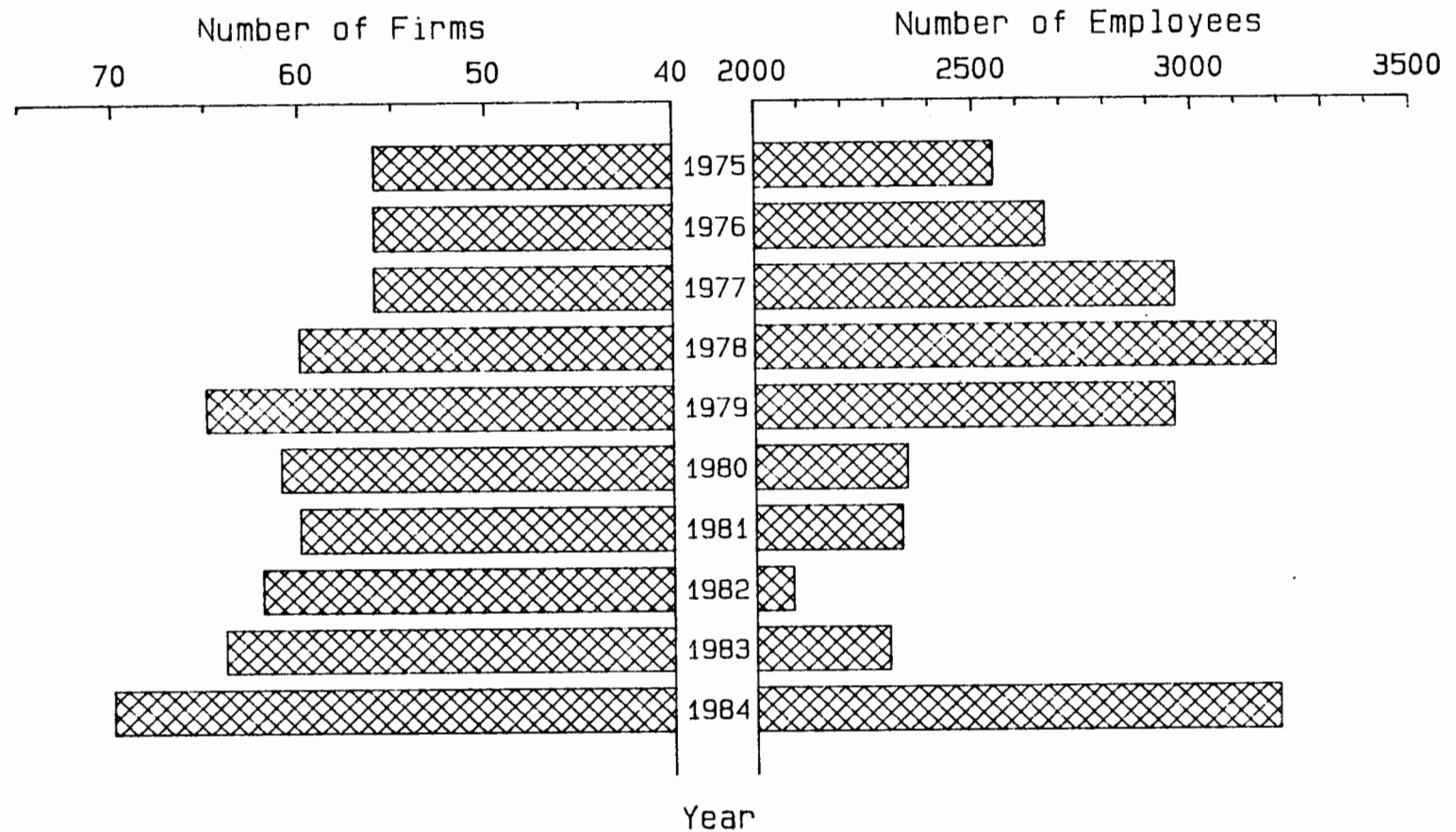
Source: MESC
Division of Research & Statistics

SCREW MACHINE PRODUCTS 1975 - 1984



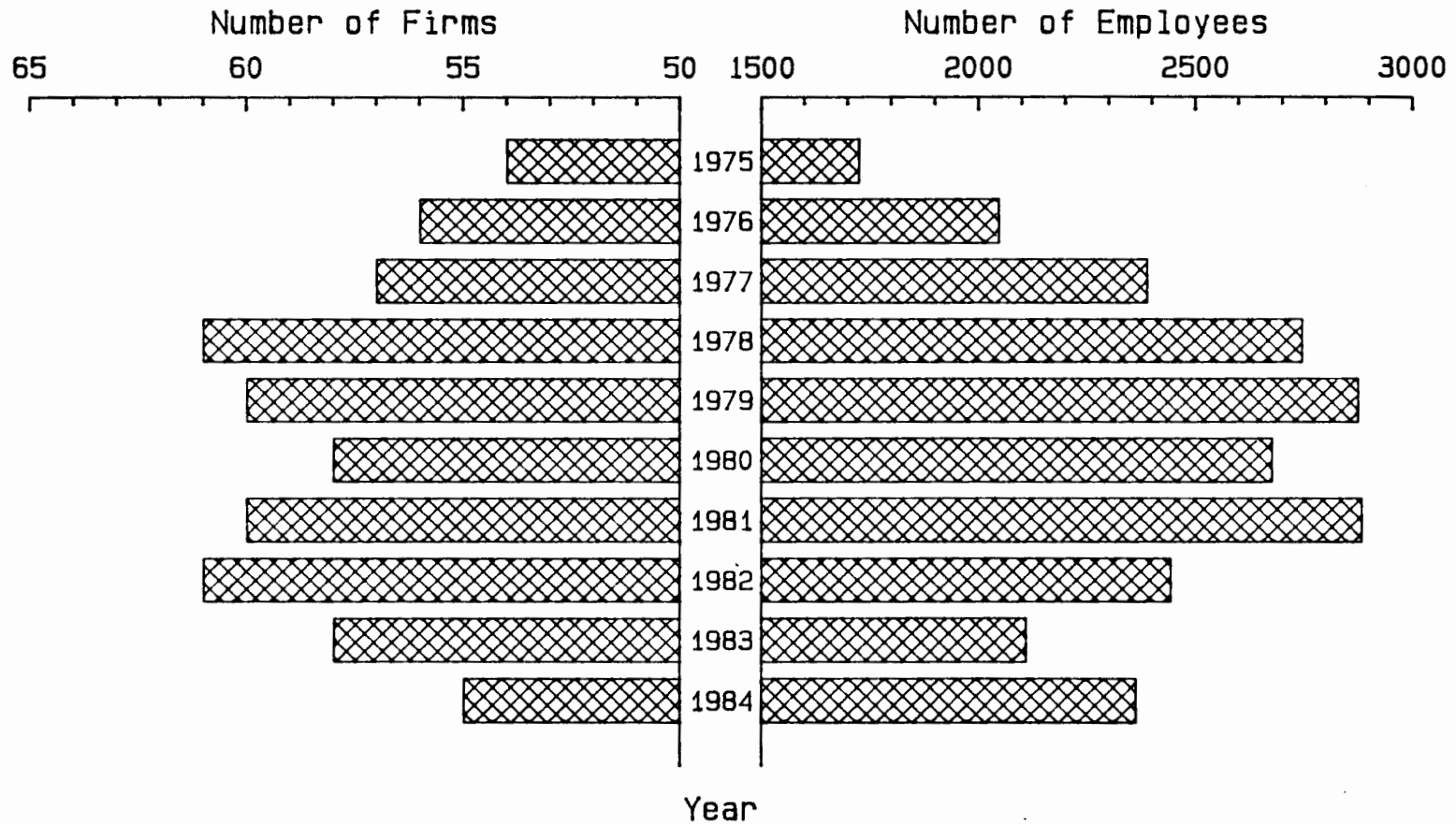
Source: MESC
Division of Research & Statistics

METAL FORGINGS AND STAMPINGS 1975 - 1984



Source: MESCS
Division of Research & Statistics

MISCELLANEOUS FABRICATED METAL PRODUCTS 1975 - 1984

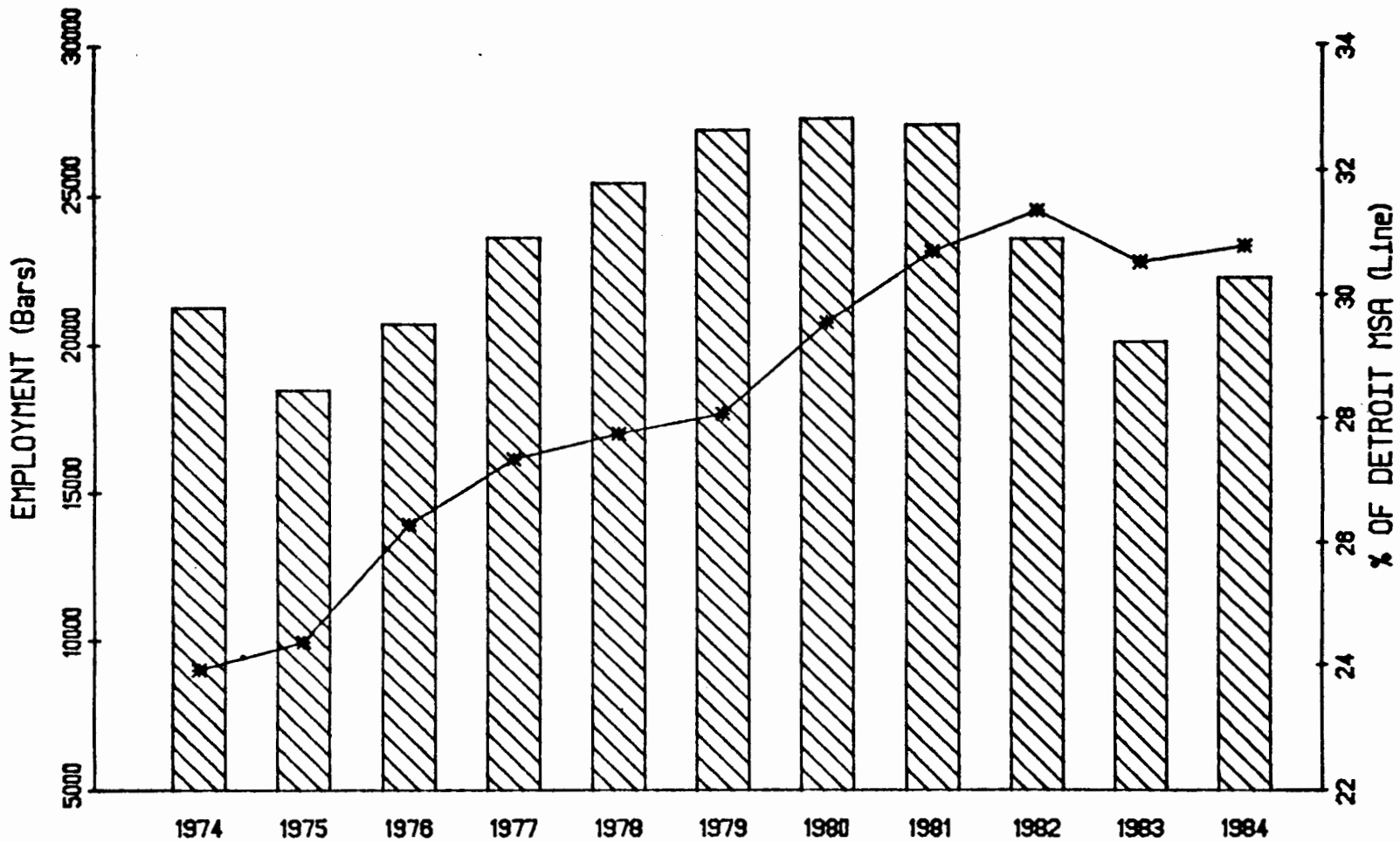


Source: MESC
Division of Research & Statistics

V-11

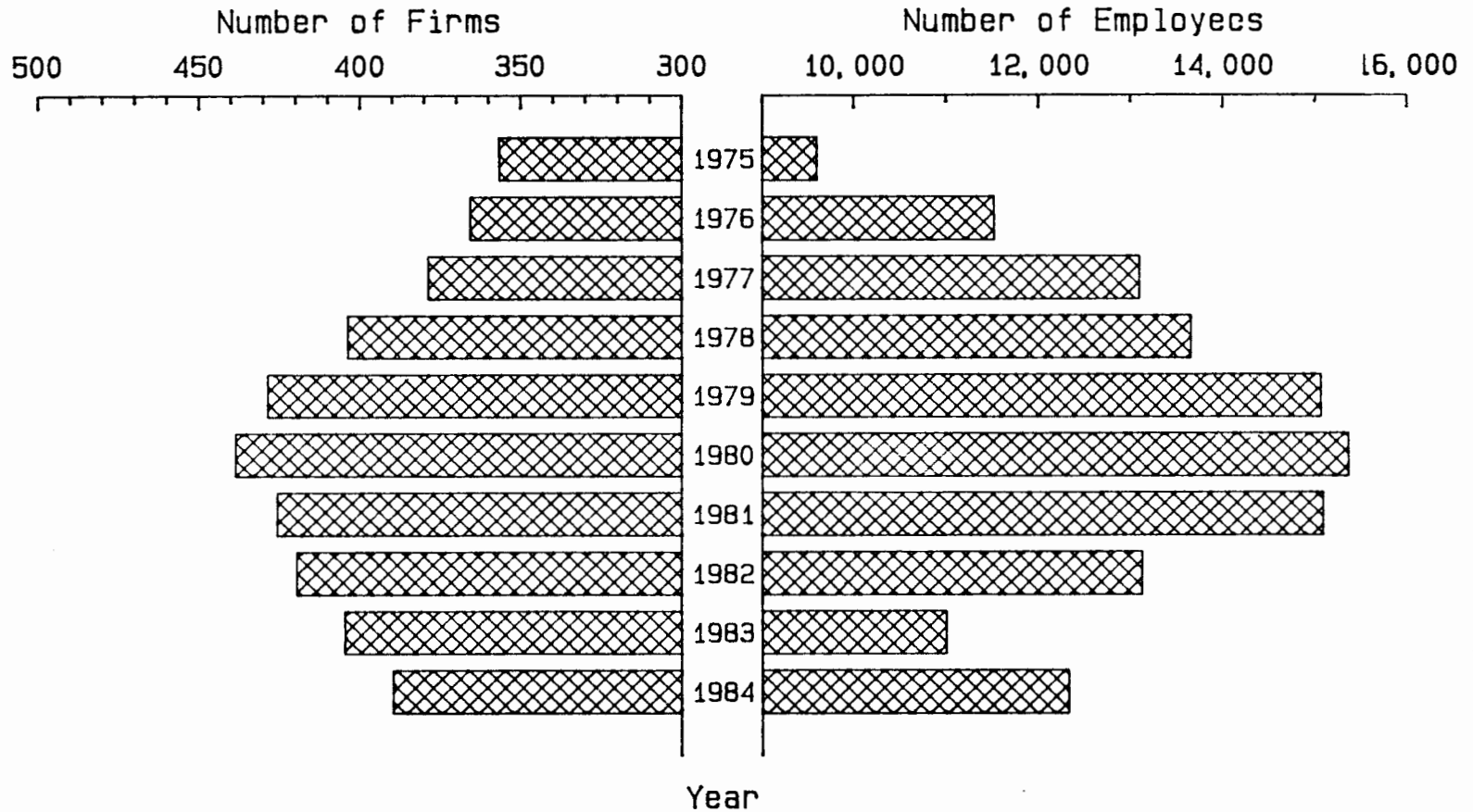
Oakland County

MACHINERY EXCEPT ELECTRICAL (35)



SOURCE: MICHIGAN EMPLOYMENT SECURITY COMMISSION, Bureau of Research and Statistics.

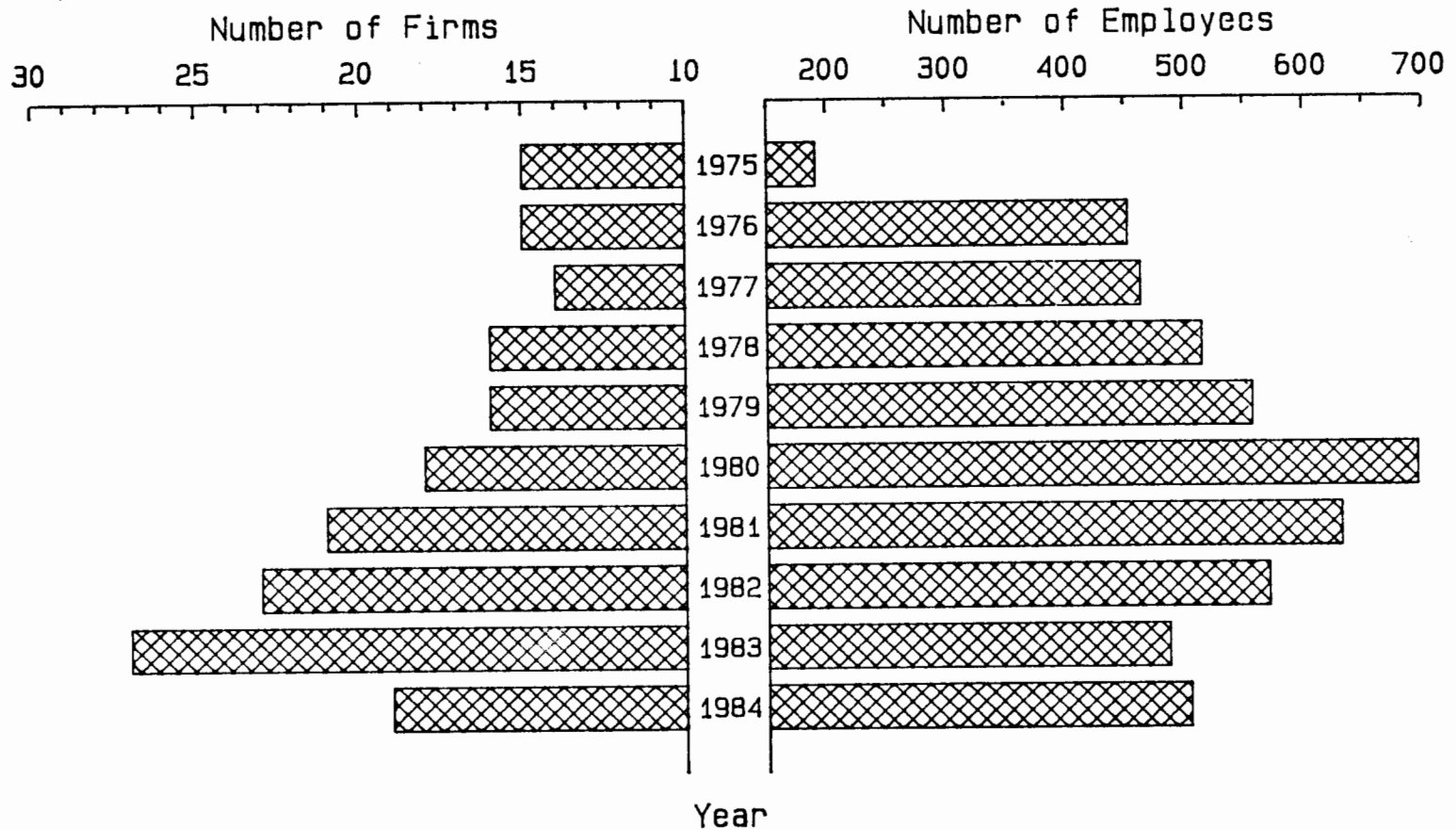
METAL WORKING MACHINERY & EQUIPMENT 1975 - 1984



Source: MESC
Division of Research & Statistics

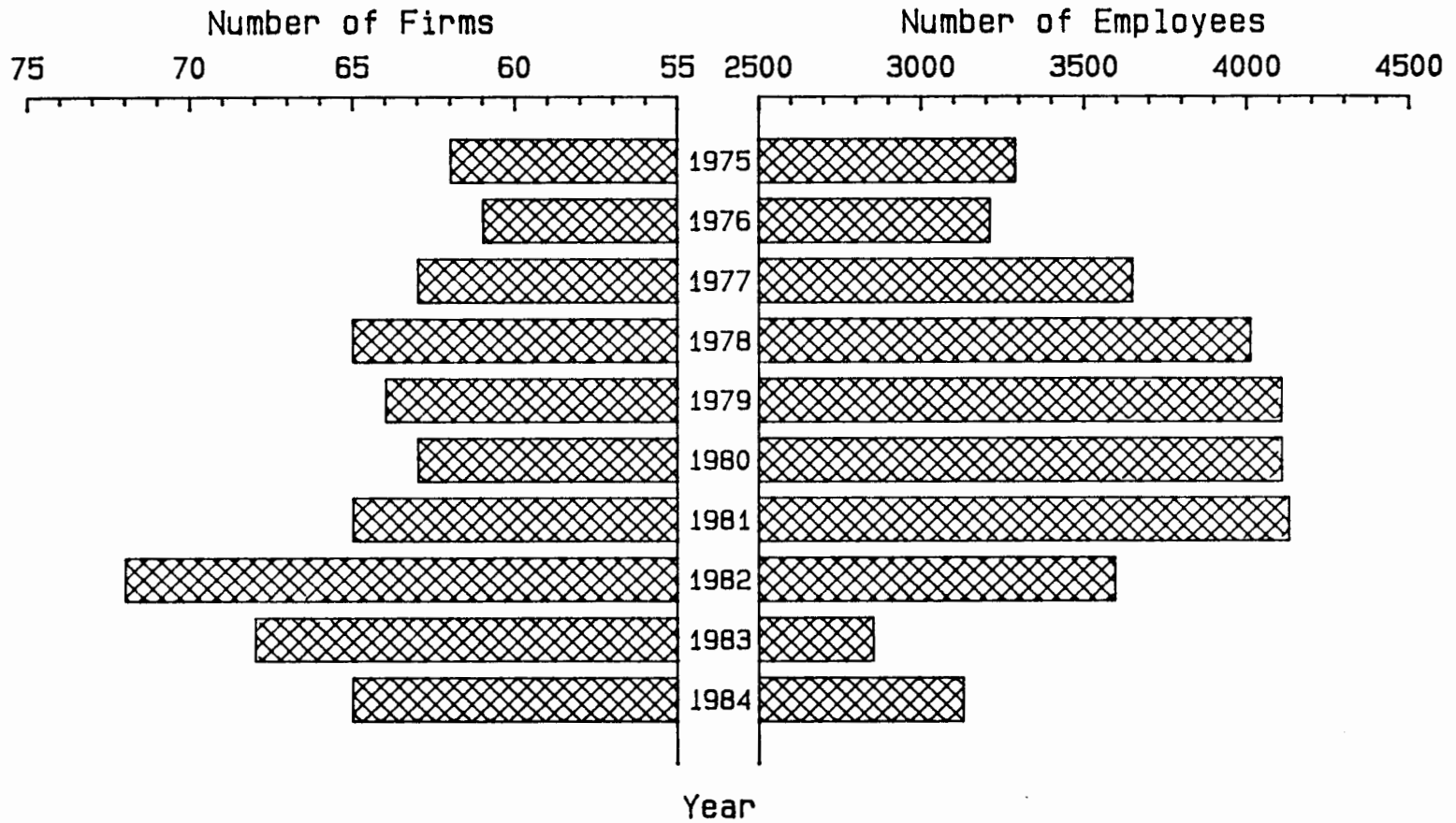
V-13

SPECIAL INDUSTRY MACHINERY EXCEPT METALWORKING MACHINERY 1975 - 1984



Source: MESC
Division of Research & Statistics

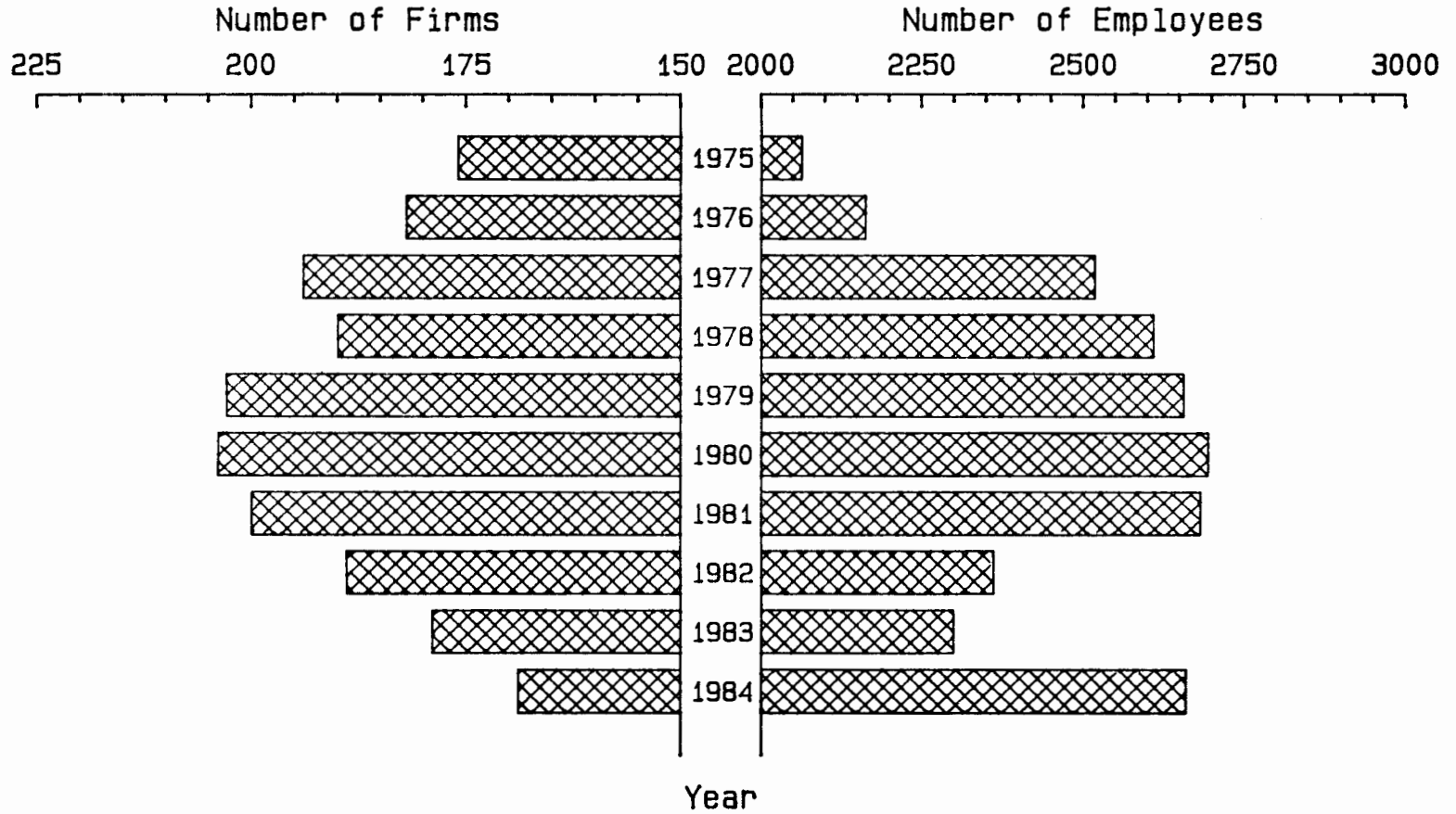
GENERAL INDUSTRIAL MACHINERY & EQUIPMENT 1975 - 1984



Source: MESC
Division of Research & Statistics

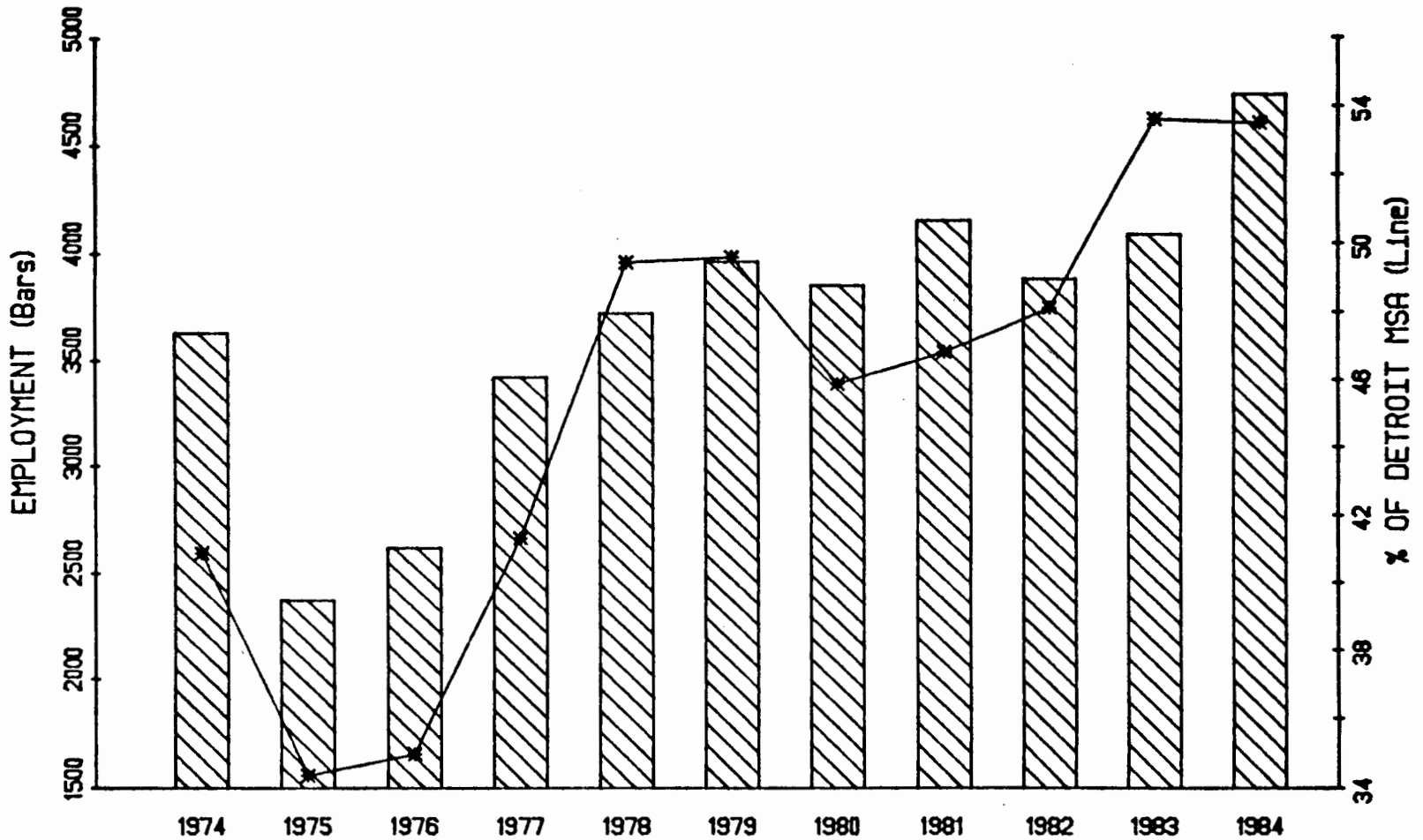
V-15

MACHINERY EXCEPT ELECTRICAL Not Elsewhere Classified 1975 - 1984



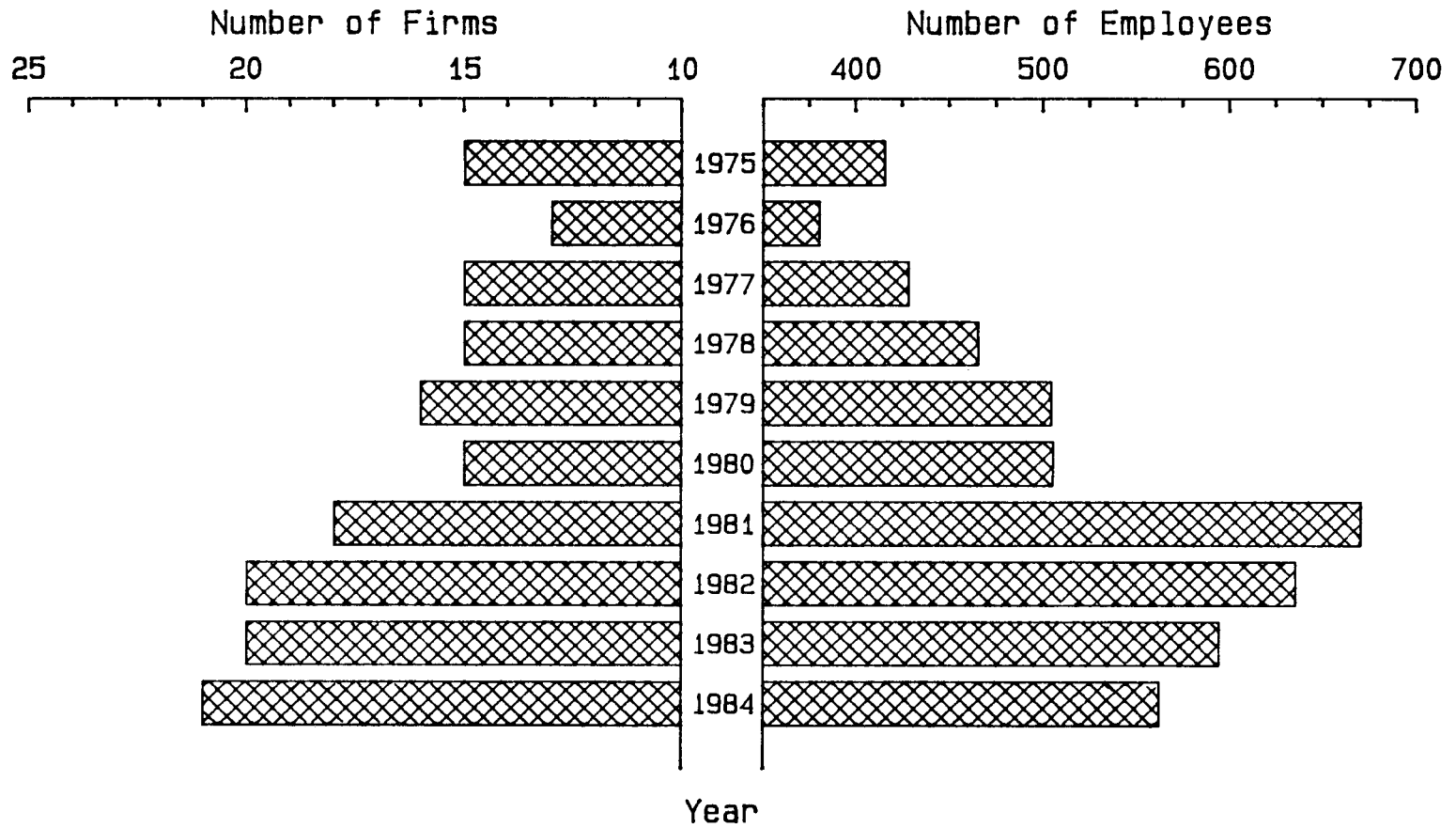
Source: MESD
Division of Research & Statistics

Oakland County ELECTRICAL & ELECTRONIC EQUIPMENT (36)



SOURCE: MICHIGAN EMPLOYMENT SECURITY COMMISSION, Bureau of Research and Statistics.

ELECTRICAL TRANSMISSION & DISTRIBUTION EQUIPMENT 1975 - 1984



Source: MESC
Division of Research & Statistics

“AUTONICS”: WINDOW TO HIGH TECH

The automobile industry is this region's premier window to high-tech industry. The '1984 U.S. Industrial Outlook' (U.S. Department of Commerce, Bureau of Industrial Economics) reports:

With respect to car components, increased use of electronics is likely because of the precise control properties that it provides and its rapid feedback capability. This is especially true in engine control functions such as air-fuel ratio, spark timing, and exhaust gas recirculation. Increased use of electronics in driver information systems, such as fuel consumption, average vehicle speed, and estimated arrival time calculations will also follow in the 1980's.

Cars that can understand what you say? A navigation system that shows exactly where you are at any time? A TV-like monitor instead of a dashboard? Computerized autos aren't just around the corner. They're here. The first prototype, a Buick Riviera with a video display terminal (VDT), will be available this year if General Motors' engineers meet their target date.

The first batch of future-technology Buicks — just 100 cars — will be considered experimental. Next year, though, 5,000 screen-equipped Rivieras will be offered for purchase. VDT terminals, will be standard on many top-line autos by 1987. After that, look for flatter monitors that will look like sleek pancakes instead of peering out, as the CRT will do, from in front of the old dash. Hop into your car of the mid-1990's — that's when all cars are expected to have CRT's — and you'll feel like Luke Skywalker. Some models may come with laser keys that will open doors and start engines with invisible light beams.

As soon as you enter the car, the screen will provide a predrive check of such things as battery voltage, coolant level, the status of your brake linings and such data as what the temperature is outside and how much washer fluid is left. Once you are underway, a camera will show what's behind you. You won't miss the old rear-view mirror, which is eliminated. As for aerodynamics, as you drive, your car will even change its height. At 25 mph, predicts a GM press release, it will shift “to a nose-down, wedge-shaped” profile for better fuel savings, with the rear rising up three inches by the time freeway speeds are reached. Your computer will sense road surface and recommend safe driving speeds.

Want to turn on your radio? You will no longer be constantly hitting buttons. By gliding your hand over an image that appears on the video screen, a whole screen full of entertainment choices will come into view. Then you can program in exactly what kind of music you want to hear during the trip and how loudly you would like to hear it. This is possible because of what's known in electronics as soft switches. Using a fine grid of nearly invisible wire switches imbedded in the front of the screen, in the case of the Riviera, or by using what Ford engineers envision as crossbeams of infrared light (which have the edge, since switches wear out), the monitor will sense your finger's presence without you being aware that you touched anything.

Depending on technological developments and cost, any of a half-dozen systems may produce a map on your VDT to show where you are instead of where you are headed. Using satellite information, a car could find its position to within 1,000 feet on an electronic map. With sound waves, the sonar unit can signal a driver about objects she or he wouldn't ordinarily be able to see if it's foggy outside — maybe a kid on a bike. Sooner still, before the 1990's, there will be built-in maps of major arteries (which GM is considering) and disks or cassettes of specific locales that could be loaded into the computer. If you are planning a trip from Chicago to Florida, your travel service would be able to give you a cassette.

Maintenance? It will be easy. Every time a mechanic works on your car, he or she will be able to dial up your machine's entire maintenance history on its VDT. But the real magic will come when you decide to fix it yourself. Ten years from now, you may be able to plug your car in a phone, and dial up a diagnosis.

Where will all these high-tech goodies be made? A high-technology company typically goes through three distinct stages: product development, production development, and mature manufacturing. Each stage requires a different set of circumstances.

Product Development

First comes the initial scientific discovery and the follow-up work that converts the discovery to a commercial product. A lone and brilliant inventor, a Hewlett or an Edison may well make the initial discovery working in his basement far from any technology center. He may even carry the discovery to the point of commercial viability. But as the frontiers of knowledge have expanded, wresting new secrets from science and moving them up the scale to commercial practicality has become an expensive effort.

Few people, not Hewlett, Packard, or Samuel N. Irwin, deliberately move to a location specifically to found a company. "Companies start where people are," says Mr. Irwin, founder and president of Irwin International in Ann Arbor, Michigan. The founders may be there because of a university, an employer, research foundation, government installation or were born there. Having started the firm, local factors keep the founders in the area, at least through initial success and early expansion.

Production Development

The second production development stage entails development and first-level manufacturing. Once a scientific idea has been proven and its practical applications defined, a company will exploit it. The company may be a new one formed out of the basic research group that developed the idea, or it may be a large established company seeing opportunity in new technology. The classical view is that small, entrepreneurial firms bring most new technologies to market. Most new jobs produced in the U.S. economy do come from small companies exploiting new technologies. However, large companies with large R&D budgets and extensive facilities spend far more on R&D than do small new firms. So do universities, which perform half of all basic research in the U.S.

During the production development stage, a company depends on its source of basic science and technology, which may be the company itself. More likely, though, the source will be a nearby university, research institute or large technology-oriented corporation from which the company's founders came. As the company expands and increases its R&D expenditures, it will become less directly dependent on external technology. Ideally, it will itself become a technology source in a growing technology center.

"Taxes are very important to small, expanding high-technology companies," says Dr. Robert Premus, staff economist of the Subcommittee on Monetary and Fiscal Policy of the Joint Economic Committee. Premus is the author of a recent report entitled "Location of High-Technology firms and Regional Economic Development," based on a survey of 691 companies. "Cash flow is critical. Local taxes can take cash from a company when it most needs it." At the same time, they are locked into their location. Tax abatement can be important to the survival and growth of high-tech companies during this critical period. By the time they can afford to move, the tax burden has become secondary. They may even move to a more heavily taxed jurisdiction.

Mature Manufacturing

Third is the mature manufacturing stage. The company and its products have now grown to a point where mass production costs are paramount. The company has outgrown its older facilities. Processes and products are mature. Transportation, local financial incentives and taxes, availability of low cost and trainable labor all assume greater importance in site selection.

The firm's products are high technology, but its manufacturing is essentially routine assembly. The technology and science is in the maintenance of the manufacturing systems and in quality control of raw materials and finished products. Engineers and scientists are a small percentage of total employment.

This third stage plant will have different needs than earlier ones. This new facility is still not tied much to natural resources, nor market proximity. Such site-independent plants can serve markets in North America as easily from Taiwan or Malaysia as they can from Tennessee. Beyond minor input by local managers, technology is generated elsewhere. New technology arrives daily, by telephone and computer network or encased in the latest manufacturing systems equipment — but it comes from corporate R&D headquarters.

The automotive electronics and computer components industry is now entering the production development stage, and this stage will likely last for many years. Oakland County strongly satisfies the needs for this stage of the industry. Luxury cars will be the principal host of these high-tech components, and 2/3 of U.S. capacity for luxury cars is located in Oakland, Macomb, and Wayne Counties. The automobile industry's executive and R&D operations are concentrated here. There is a large labor force of skilled technicians and scientists. The next few years is an exciting opportunity for this region to expand its high-tech industrial base through "autonics," the high-tech components for cars. The 1,800 acre Oakland Technology Park will be a principal host for "autonics," along with robotics, flexible manufacturing systems, and other high-tech industries. Looking down the road, R&D operations located in Oakland County can become the source for new waves of high-tech product development.

The Hidden Saturn — Electronic Data Systems

While scores of public agencies have been courting the new Saturn plant, southeastern Michigan has over the past six months been the beneficiary of a high-tech influx of even greater proportions - EDS, Electronic Data Systems, Inc.—the new electronic data arm of General Motors.

As of April, 1985 EDS' new-hire total on the GM account was 5,207, and the goal is an additional 6,500 by January, 1986, for a total of about 11,750. An additional 6,500 GM U.S. employees have been transferred to EDS. EDS estimates that about 75% of its GM account employees work in southeast Michigan. By 1986, EDS may be among the top five or six employers in Oakland County. The EDS presence here is further reinforcing Oakland County as the center for automated manufacturing technology.

This influx has had a major impact on the office market. EDS has leased 1.2 million square feet of office space in southeast Michigan with an annual lease value of \$86.5 million. To date, \$6.4 million has been spent on office "finish-out costs," and \$21 million worth of office furniture has been purchased from Michigan firms.

Total EDS employment in Michigan, including accounts outside of southeastern Michigan, is now about 13,000, with an annual payroll of nearly \$320 million. By January, 1986, this employment and payroll will grow by about 50%.

EDS is building a 75,000 square feet office building in Oakland Technology Park to serve as an information processing center. Other EDS installations in Oakland County include:

Location	Building	Square Feet
Southfield:	Travelers Towers	193,228
	Michigan Life	50,400
	Bendix	70,000
Troy:	Troy Center	125,000
Bloomfield Hills:	Adams Woods	66,100
Auburn Hills:	EDS Data Center	32,490

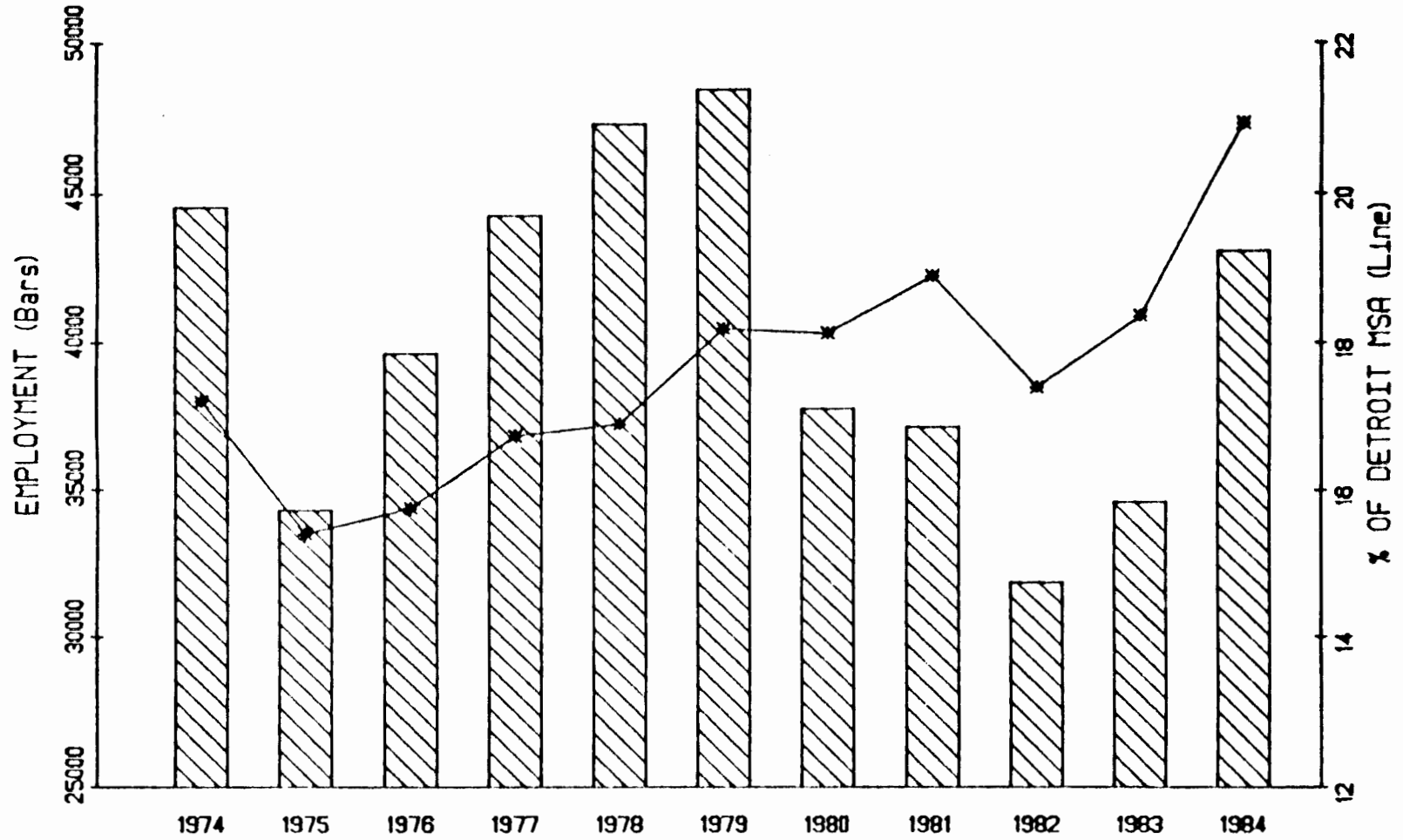
The total EDS floor area in Oakland County, including the 75,000 square feet building under construction, is currently about 613,000 square feet. Oakland County leads all Michigan counties in EDS floor area.

Future spin offs from GM's \$2.55 billion EDS acquisition are on the horizon. EDS is the linchpin in GM's ambitious diversification plans. Given the automaker's huge technological and financial resources, and EDS' expertise in computer systems and telecommunications, the potential of the GM/EDS alliance is staggering.

GM expects to continue expanding into new businesses, using technology and systems developed with EDS. GM's goal, according to Chairman Roger Smith, is to become "an electronics company as well as an automotive company," opening the door to such diverse fields as health insurance and consumer credit. GM already has branched into mortgage banking; recent acquisitions make GM the nation's second largest mortgage banker.

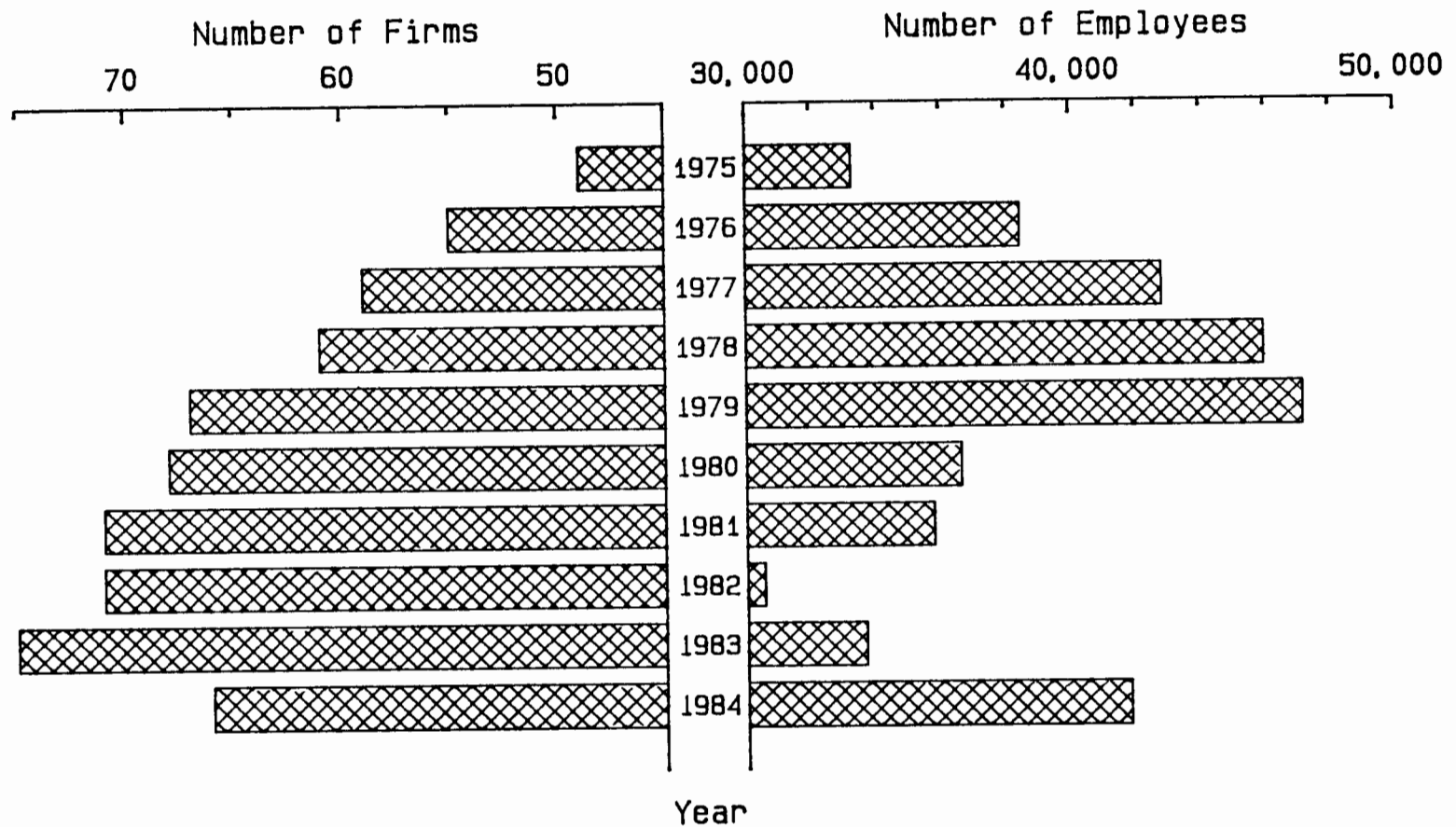
Chart 55

Oakland County TRANSPORTATION EQUIPMENT (37)



SOURCE: MICHIGAN EMPLOYMENT SECURITY COMMISSION, Bureau of Research and Statistics.

MOTOR VEHICLES & MOTOR VEHICLE EQUIPMENT 1975 - 1984

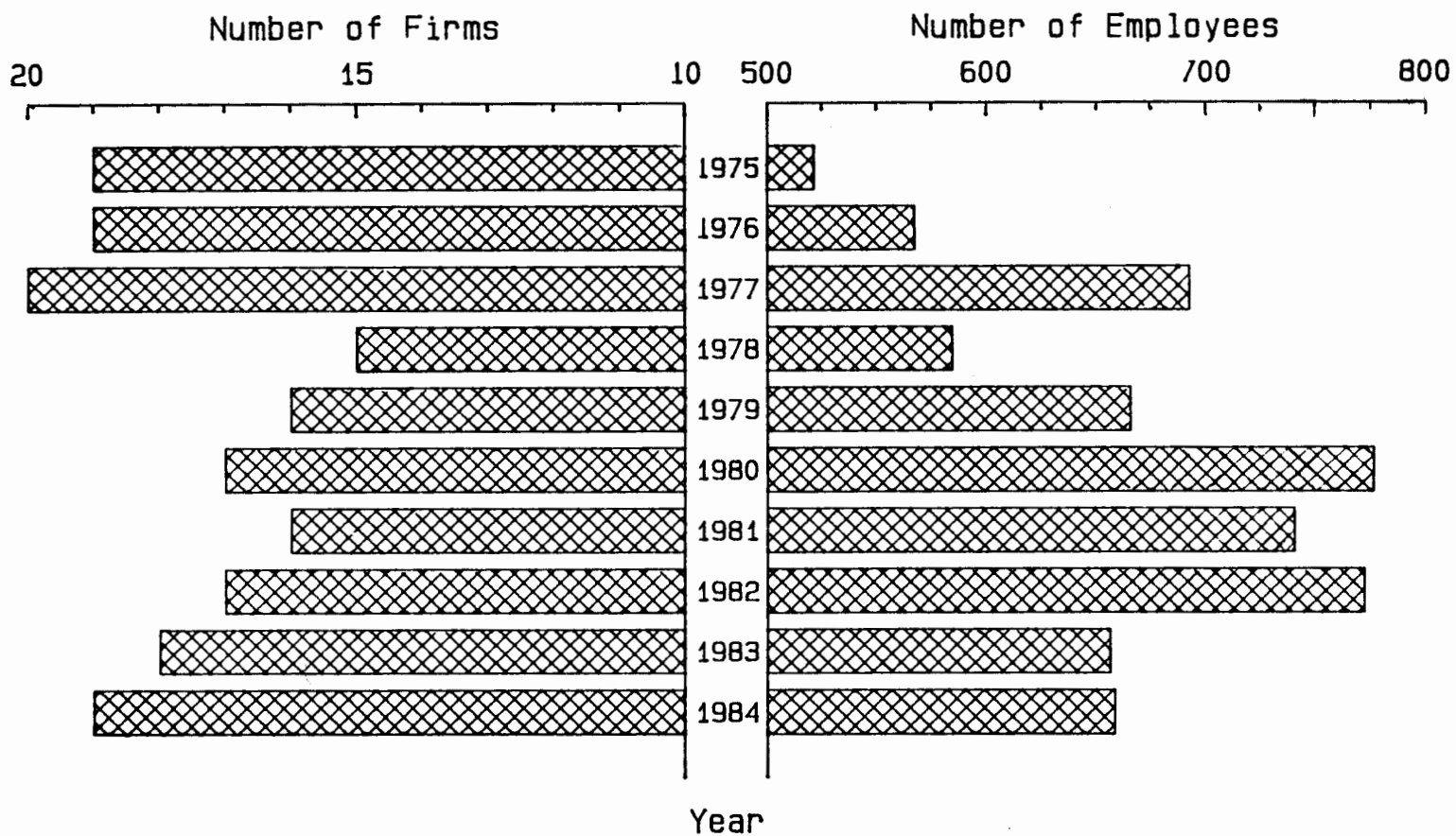


V-24

Source: MESC
Division of Research & Statistics

Chart 57

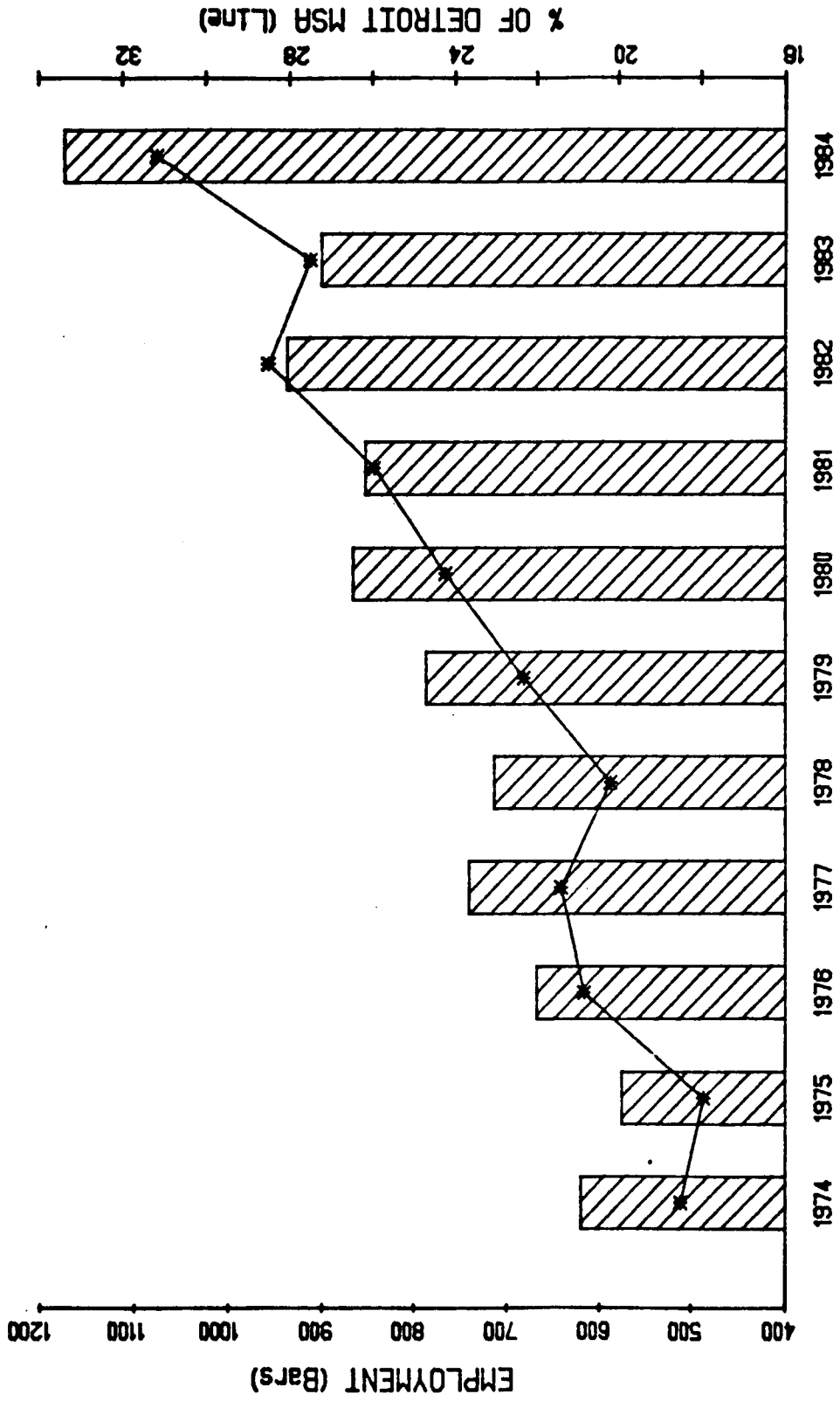
AIRCRAFT & PARTS 1975 - 1984



Source: MESC
Division of Research & Statistics

Chart 58

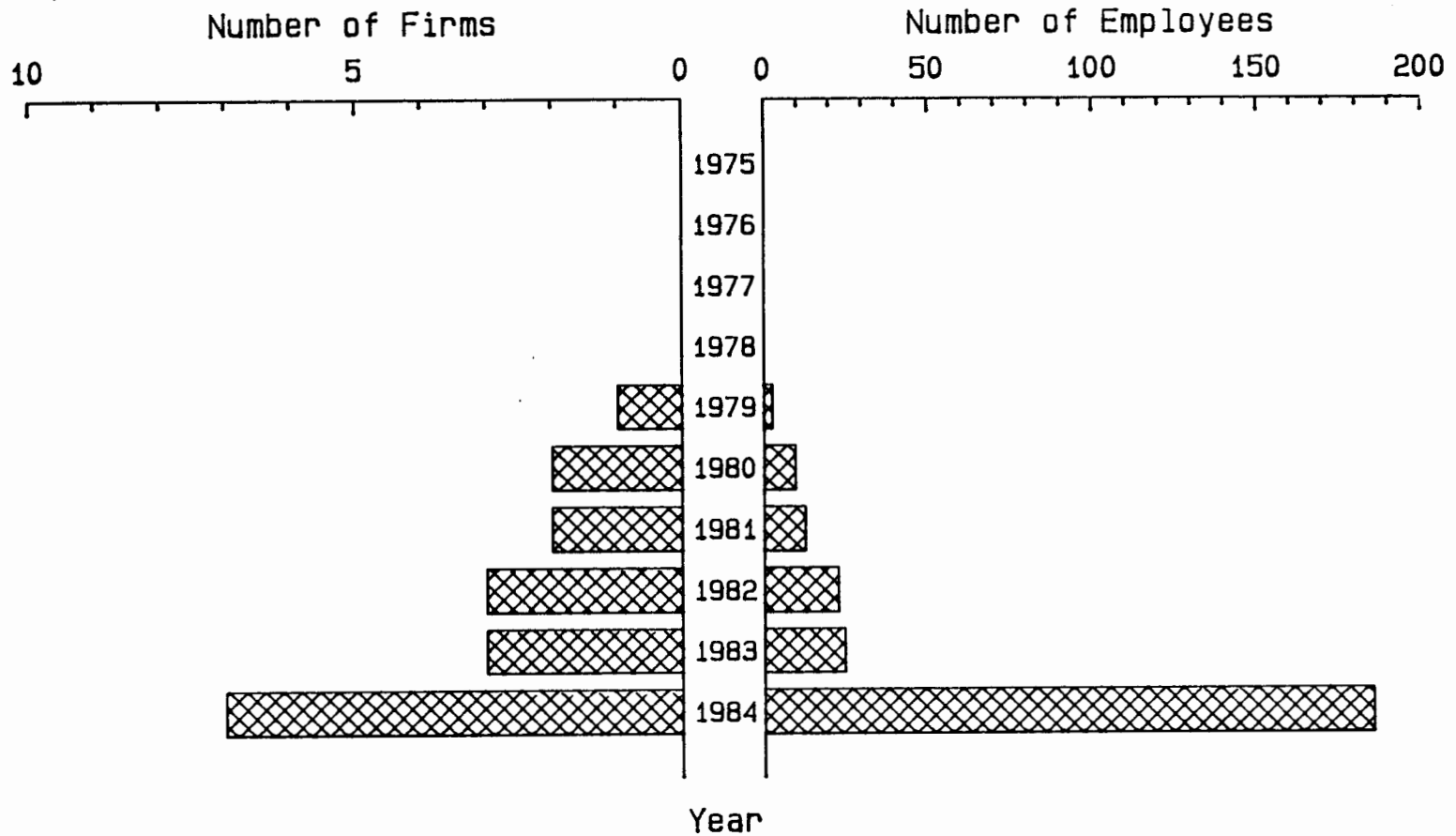
Oakland County INSTRUMENTS & RELATED PRODUCTS (38)



SOURCE: MICHIGAN EMPLOYMENT SECURITY COMMISSION, Bureau of Research and Statistics.

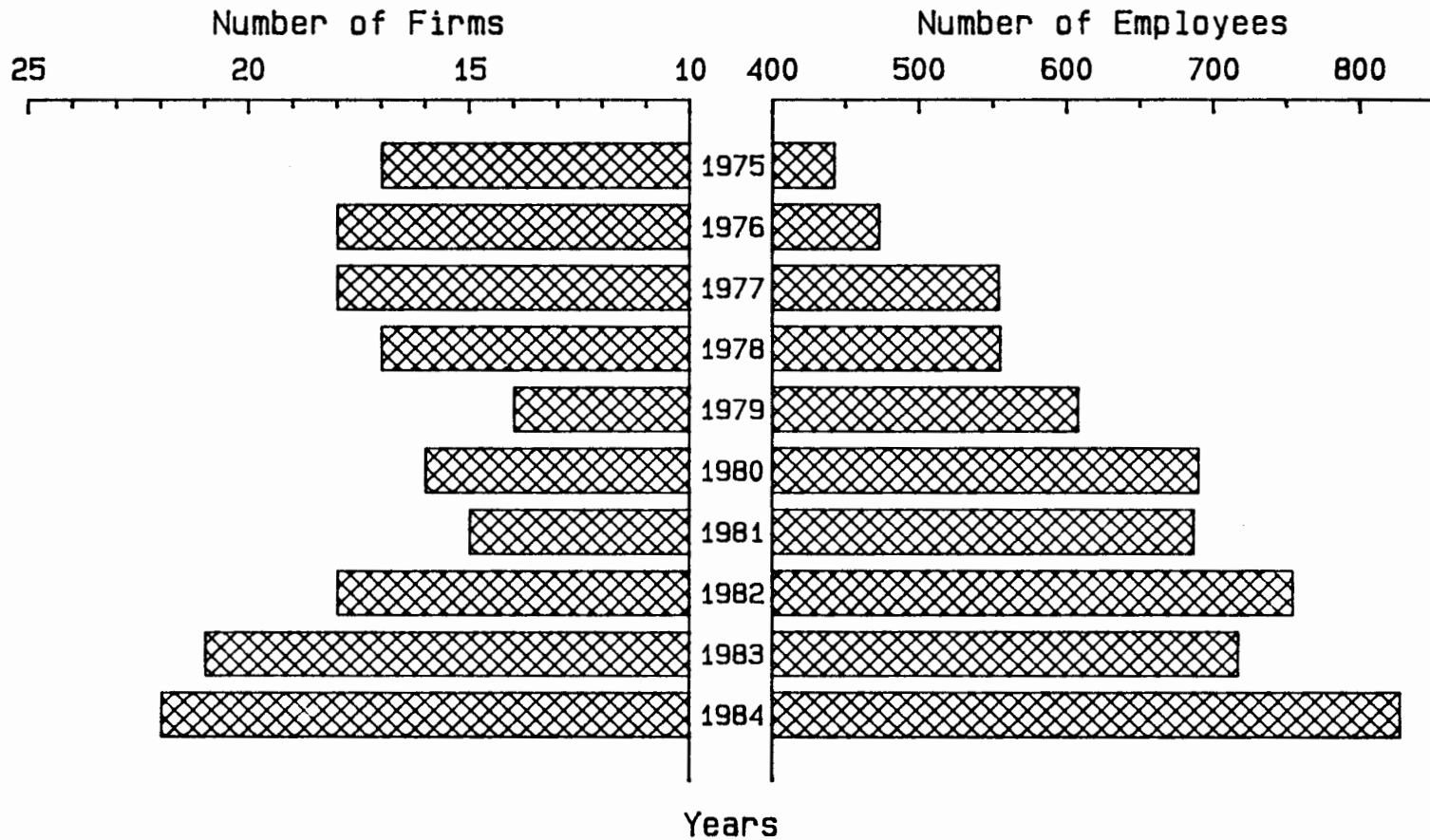
Chart 59

ENGINEERING, LABORATORY, SCIENTIFIC & RESEARCH INSTRUMENTS, AND ASSOCIATED EQUIPMENT 1975 - 1984



Source: MESC
Division of Research & Statistics

MEASURING & CONTROLLING INSTRUMENTS 1975 - 1984



Source: MESC
Division of Research & Statistics

Table 83

OAKLAND COUNTY RETAIL SALES BY STORE GROUP (\$000)

	1980	1981	1982	1983
Total Retail Sales	5,976,644	6,445,016	6,588,580	6,647,396
Food	1,133,217	1,284,435	1,438,748	1,434,661
Eating and Drinking	591,045	612,656	673,887	677,150
General Merchandise	828,721	889,457	938,938	876,984
Furniture, Furnishings	344,734	363,227	310,526	355,150
Automotive	1,027,383	1,119,307	1,023,886	1,165,674
Drug	247,788	259,238	281,549	271,054

Source: Sales Marketing Management,
July 1981, July 1982, July 1983 and July 1984.

Table 84

GENERAL MERCHANDISE STORES IN OAKLAND COUNTY, 1984

Store	Opened	Location	S.F. Floor Area
Crowley's	1972	Birmingham	75,000
	1972	Farmington Hills	83,000
Forest City	1974	Troy	80,000
	1979	Southfield	60,000
Jacobson's	1950	Birmingham	198,000
	1978	Rochester	75,000
Hudson's	1954	Southfield	306,400
	1962	Waterford Township	208,800
	1968	Troy	278,200
	1977	Novi	196,400
K-Mart	1962	Pontiac	110,000
	1964	Southfield	111,000
	1964	Troy	99,000
	1967	Southfield	90,000
	1971	Pontiac	84,000
	1972	Rochester Hills	96,000
	1973	Farmington Hills	91,000
	1974	Farmington Hills	96,000
	1976	Drayton Plains	102,000
	1977	Lake Orion	84,000
	1979	Union Lake	90,000
	1981	Novi	90,000
1981	Madison Heights	93,000	
Lord and Taylor	1978	Novi	250,000
Meijer Thrifty Acres	1977	Royal Oak	240,000
Montgomery Ward	1962	Waterford Township	209,000
	1967	Southfield	237,000
J.C. Penny	1955	Royal Oak	55,000
	1957	Bloomfield Township	47,000
	1975	Southfield	333,000
	1978	Novi	120,000
	1980	Troy	190,000
Sears	1965	Troy	355,000
	1972	Waterford Township	226,000
	1978	Novi	104,000
A.J. Foland	1981	Southfield	28,000
	1982	Rochester	30,000
Arday's	1972	Southfield	30,000
Service Merchandise	1981	Novi	60,000
	1982	Southfield	48,660
Mitzelfelds	1949	Rochester	35,000
	1978	Birmingham	6,000
TOTAL	42 stores		4,871,351,800

Source: Detroit News, "General Merchandise Stores - 1984.

Table 85

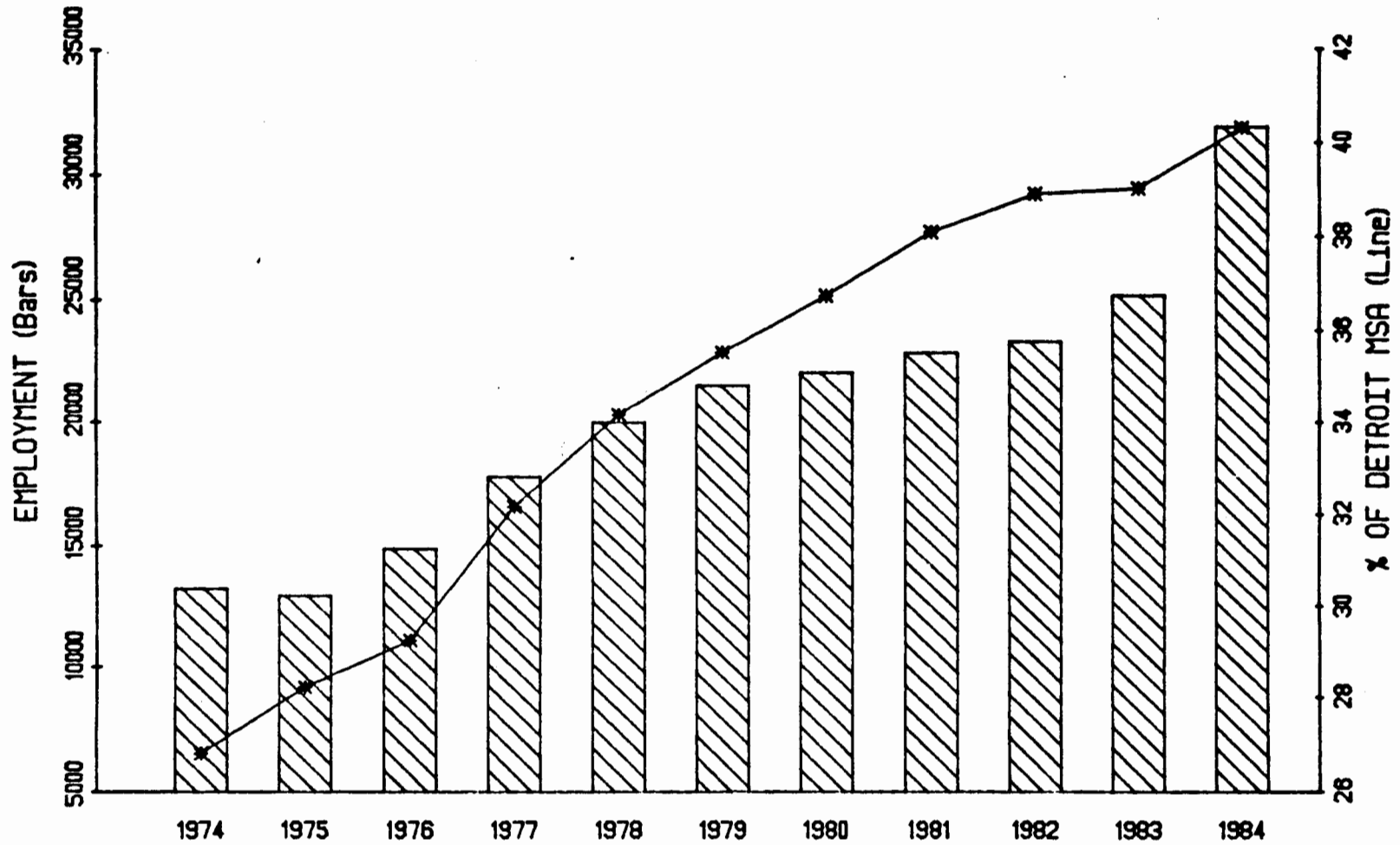
CHANGES IN BUSINESS SERVICES EMPLOYMENT
1975-1984 SECOND QUARTER AVERAGE

Industry	2nd Qtr. 1975	2nd Qtr. 1984	Actual Change	% Change
Advertising	965	1,541	576	59.7%
Repro. & Steno.	348	1,347	999	287.1%
Bldg. Service	1,079	2,907	1,828	169.4%
Personnel Supply	1,716	5,561	3,845	224.1%
Computer & Data Proc.	1,465	4,512	3,047	208.0%
R & D Labs	1,665	2,078	413	24.8%
Mgt. & Pub. Rel.	1,397	4,470	3,073	220.0%
Detective	1,140	1,184	44	3.9%
Photofinishing	98	208	110	112.2%
Commercial Test	49	145	96	195.9%
Bus. Serv. N.E.C.	1,869	6,025	4,156	222.4%

Source: MESC 202 files.

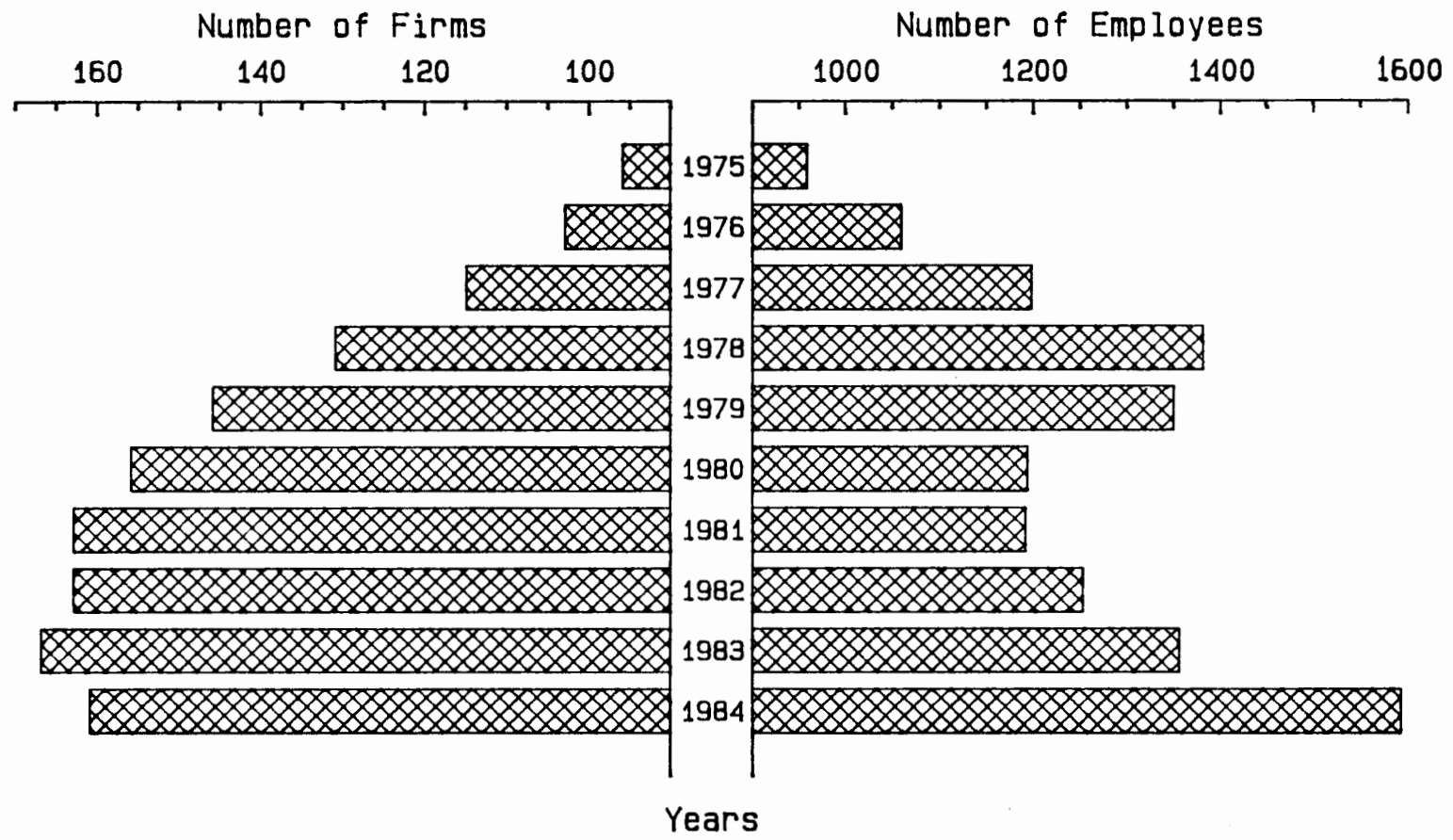
Chart 61

Oakland County BUSINESS SERVICES (73)



SOURCE: MICHIGAN EMPLOYMENT SECURITY COMMISSION, Bureau of Research and Statistics.

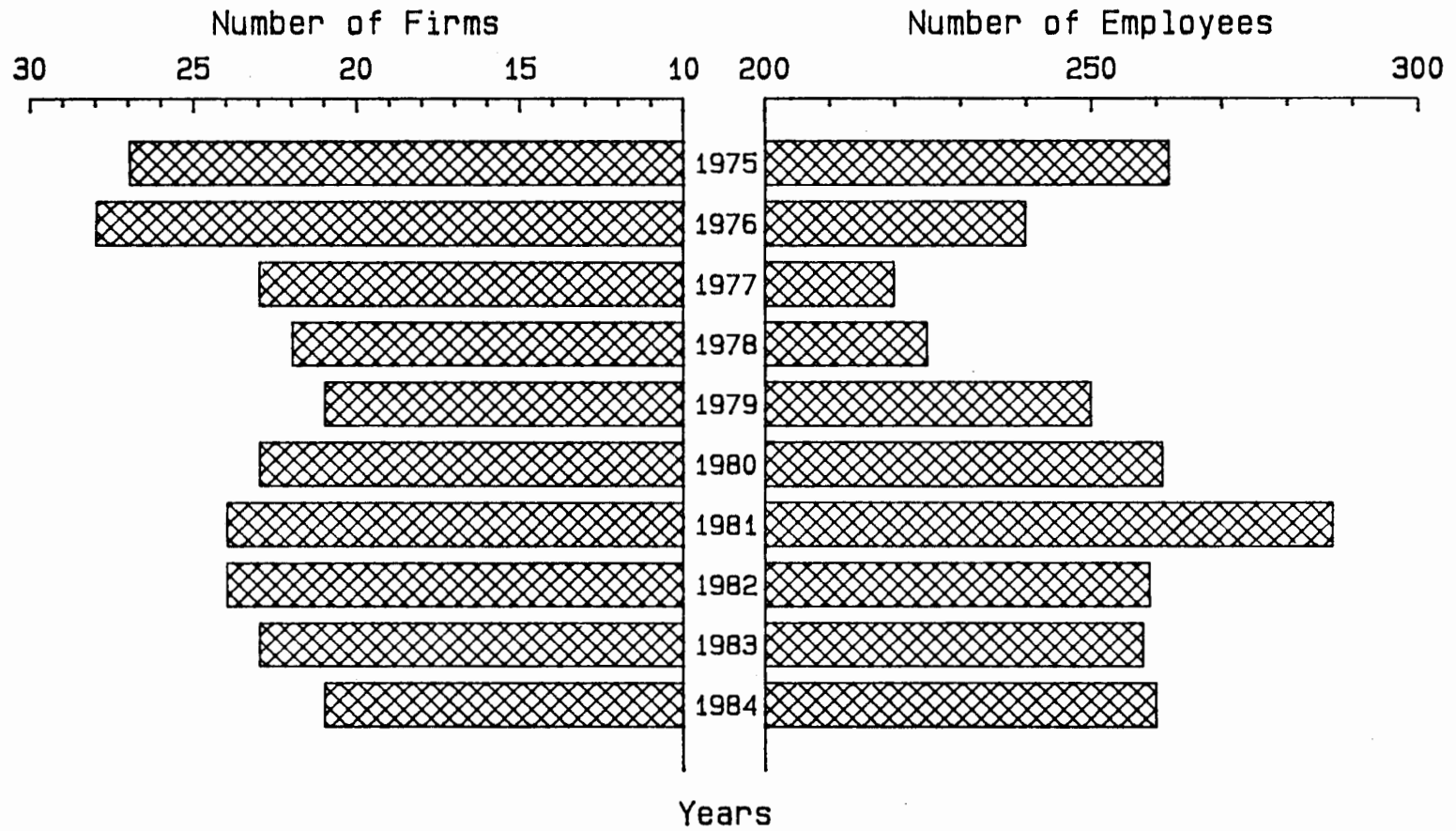
ADVERTISING 1975 - 1984



V-33

Source: MESC
Division of Research & Statistics

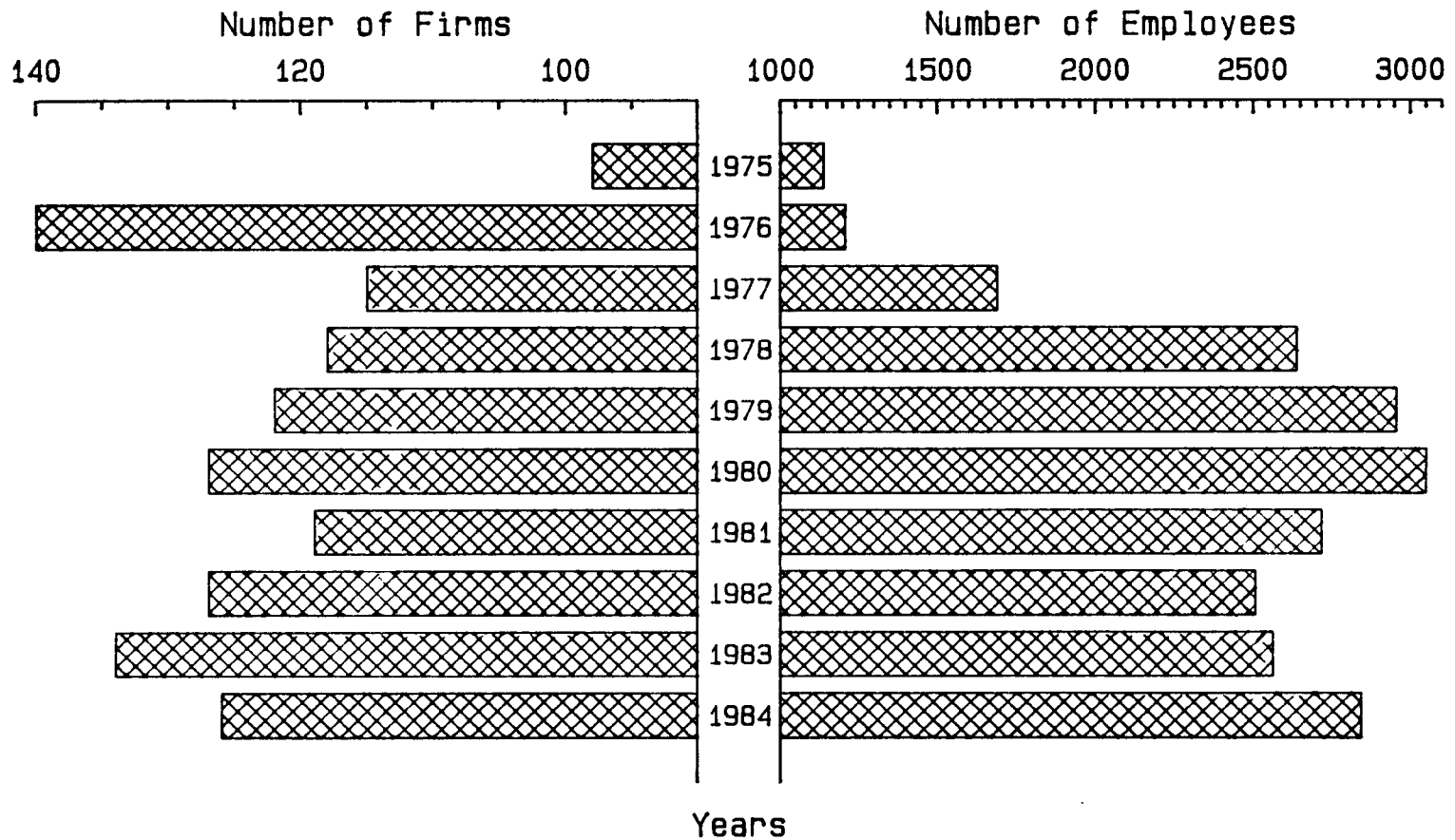
CONSUMER CREDIT REPORTING AGENCIES, ETC. 1975 - 1984



Source: MESC
Division of Research & Statistics

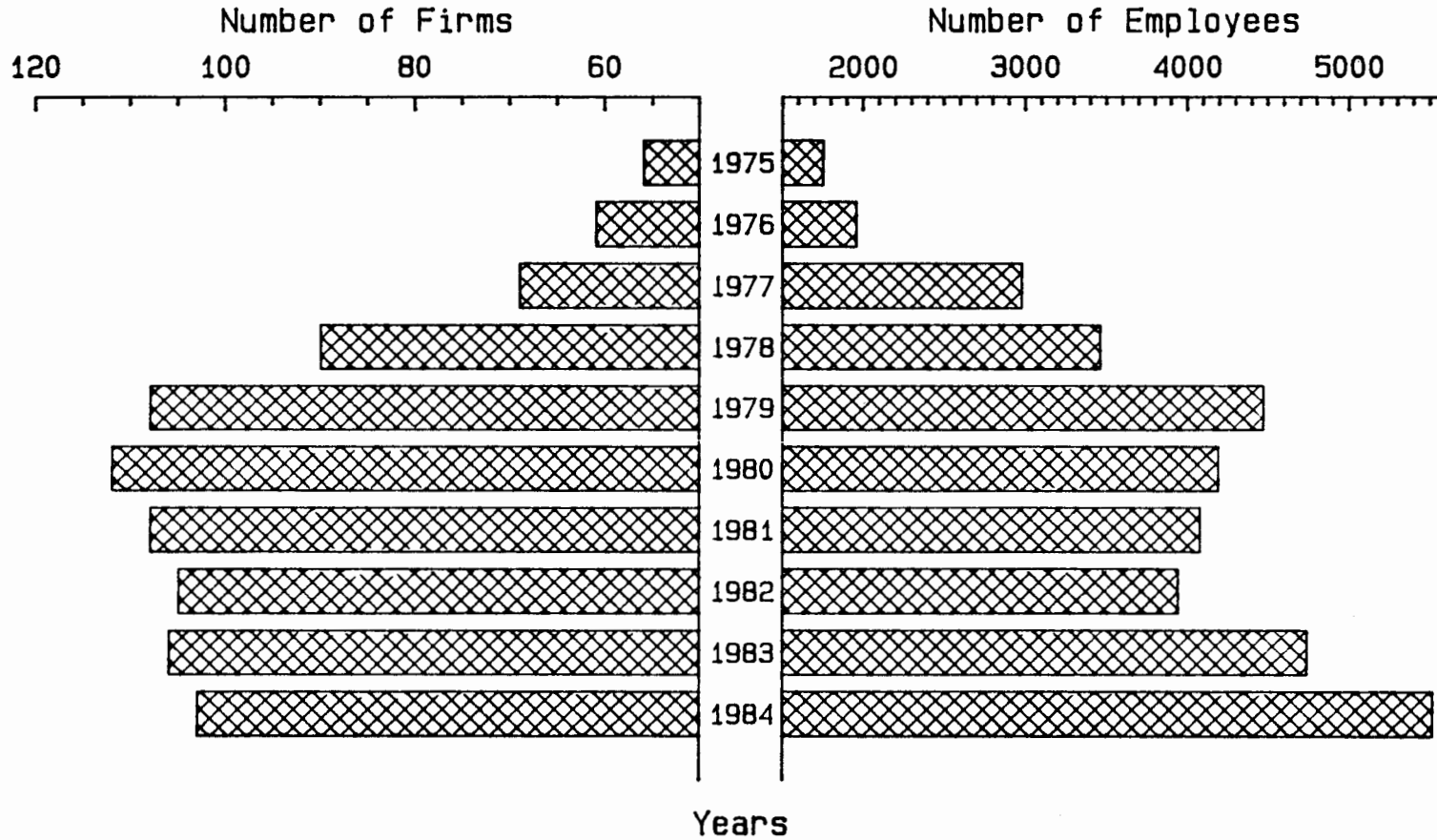
V-34

SERVICES TO DWELLINGS & OTHER BUILDINGS 1975 - 1984



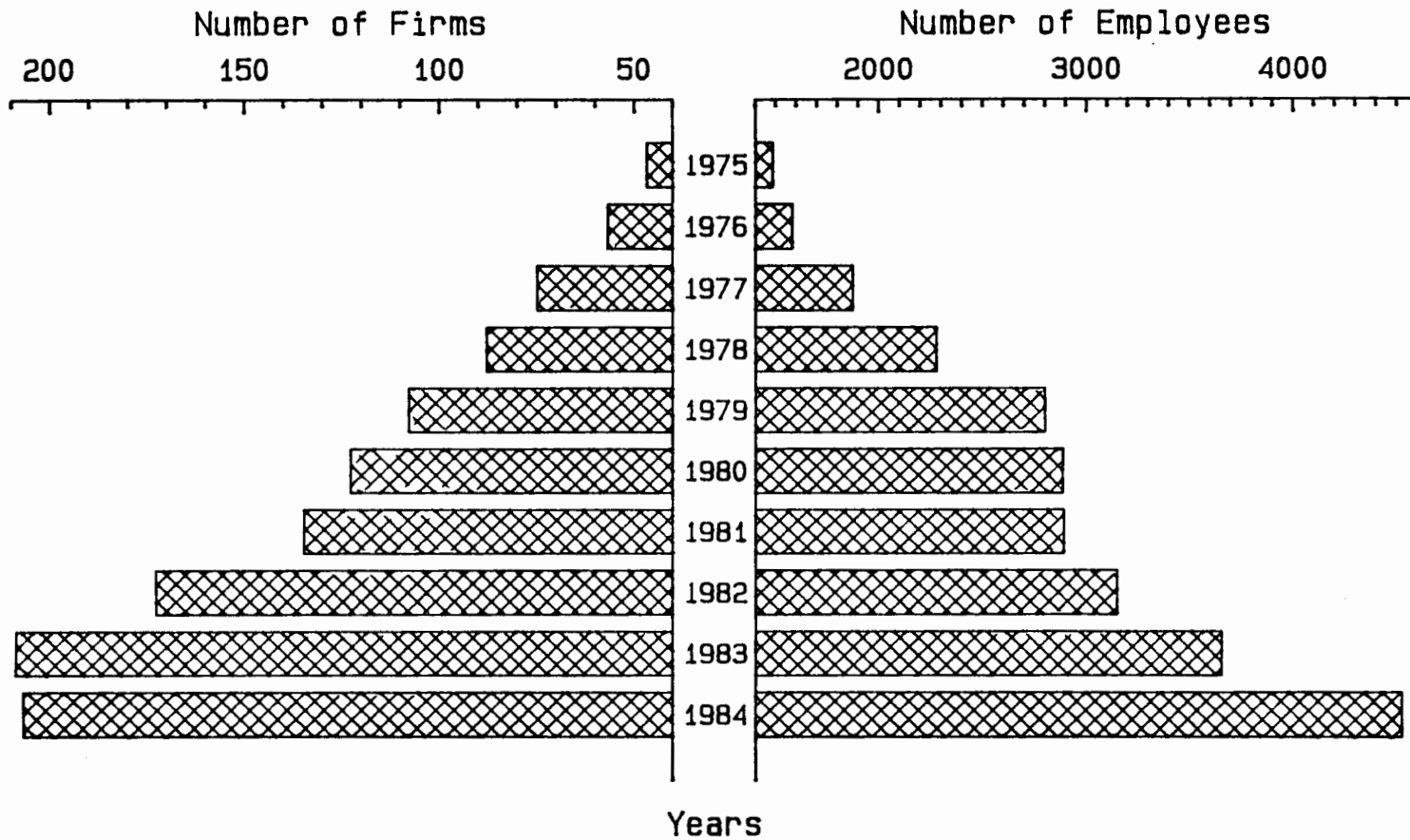
Source: MESC
Division of Research & Statistics

PERSONNEL SUPPLY SERVICES 1975 - 1984



Source: MESC
Division of Research & Statistics

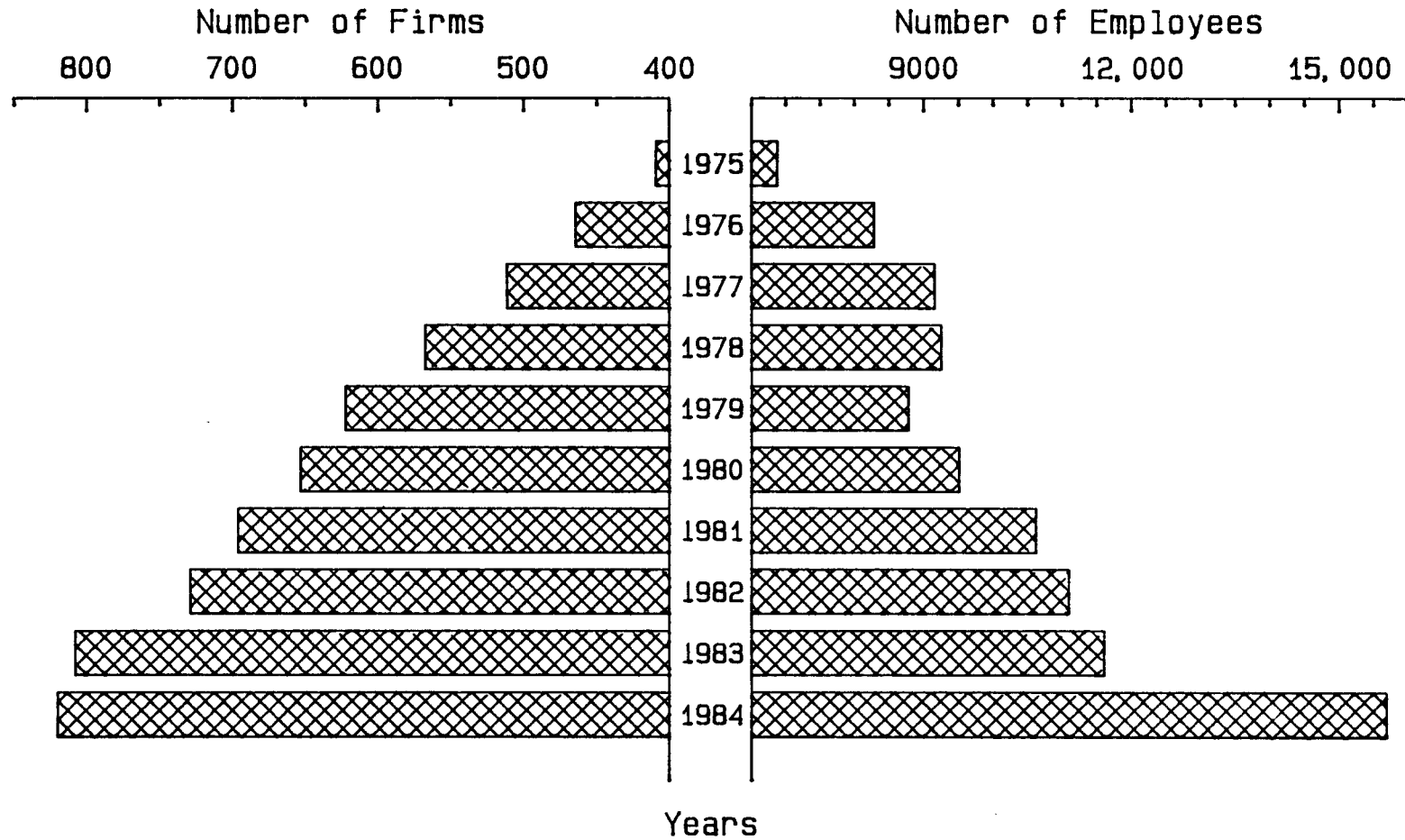
COMPUTER & DATA PROCESSING SERVICES 1975 - 1984



Source: MESC
Division of Research & Statistics

V-38

MISCELLANEOUS BUSINESS SERVICES 1975 - 1984



Source: MESC
Division of Research & Statistics

Taxes & Equalized Value

TAXES AND EQUALIZED VALUE - TABLE OF CONTENTS

Table	86	- Equalized Value-Oakland County Summary	2
Table	87	- Average Total Tax Rate	2
Table	88	- Breakdown of Estimated Tax Levy by Taxing Jurisdiction	3
Table	89	- Breakdown of Tax Base by Class of Property	3
Table	90	- Total Certified Property Tax Levy Per \$1,000 State Equalized Valuation by Locality, 1983, 1984, 1985	4
Table	91	- Real and Personal Property Parcels	6

Each local community taxes property at different rates for operations and debt service. Special assessments for county roads, county drains, libraries, police and fire, water and sewer and other items vary by community. School district millage rates vary widely and many municipalities are served by more than one school district.

The City of Pontiac is the only local government in the county with an income tax. They tax at 0.5%.

The State of Michigan income tax is 5.35%. This is scheduled to decline to 4.01% by the end of September 1986. Both the target date and amount of decline are under review.

The following taxes on property are uniform throughout Oakland County for 1985.

	Levies	
	Operating	Debt
County of Oakland		
General Tax	4.6391	
Parks and Recreation	.2500	
Huron Clinton Authority		.2500
Community College		1.5000

The 1984 State Equalized Value of Property in Oakland County is as follows:

Real	\$13,216,228,932
Personal	1,322,736,249
Total	\$14,538,965,181

The tax base for income tax in 1983 - the most recent information available - is:

Total Personal Income	
Oakland County	\$ 15,801,300,000
State of Michigan	\$104,071,258,000

Source: U.S. Commerce Dept. Bureau of Economic Analysis

State of Michigan sales tax is 4%. The most recent data for retail sales in Oakland County is 1983 from "Sales, Marketing and Management", July 23, 1984. They report retail sales of \$6,647,396,000 for the county.

TABLE 86

EQUALIZED VALUE - OAKLAND COUNTY SUMMARY

Year	Real Prop.	Personal Prop.	Total Eq. Value
1980	10,686,218,294	1,037,174,549	11,723,392,843
1981	12,205,844,037	1,118,692,117	13,324,536,154
1982	12,665,080,053	1,198,003,495	13,863,083,548
1983	12,871,082,093	1,231,959,753	14,103,041,846
1984	13,216,228,932	1,322,736,249	14,538,965,181
1985	13,829,032,797	1,490,913,755	15,319,946,552

Source: Equalization Reports, Oakland County

Table 87

AVERAGE TOTAL TAX RATE

1980	\$56.18	per \$1,000 S.E.V.
1981	\$55.41	per \$1,000 S.E.V.
1982	\$54.79	per \$1,000 S.E.V.
1983	\$55.07	per \$1,000 S.E.V.
1984	\$56.12	per \$1,000 S.E.V.
1985	\$57.84	per \$1,000 S.E.V.

Source: Report on Local Taxes
Oakland County Equalization Division

Table 88

BREAKDOWN OF ESTIMATED TAX LEVY BY TAXING JURISDICTION

Jurisdiction	1980	1981	1982	1983	1984	1985
Local School Districts	63.25%	63.41%	63.82%	63.92%	64.99%	63.90%
Twp. & Villages	5.12%	5.33%	5.18%	4.66%	4.24%	3.98%
Miscellaneous ¹⁾	6.95%	6.78%	6.81%	6.79%	6.66%	7.57%
County Operating	8.37%	8.37%	8.47%	8.42%	8.27%	8.02%
Cities	16.31%	16.11%	15.72%	16.21%	15.84%	16.53%

1) Misc. includes Huron Clinton Metropolitan Authority, Community College, Parks and Recreation and Intermediate Schools.

Source: Report on Local Taxes
Oakland County Equalization Division

Table 89

BREAKDOWN OF TAX BASE BY CLASS OF PROPERTY

	1980	1981	1982	1983	1984	1985
Residential	64.95%	66.28%	67.39%	67.13%	66.68	64.47%
Commercial	20.58%	19.76%	19.87%	20.90%	21.47%	23.47%
Industrial & Utilities	12.51%	12.12%	11.19%	11.57%	11.47%	11.70%
Miscellaneous ¹⁾	1.96%	1.84%	1.55%	0.40%	0.38%	0.36%

1) Misc. includes agriculture and developmental classes of property.

Source: Report on Local Taxes
Oakland County Equalization Division

Table 90

**TOTAL CERTIFIED PROPERTY TAX LEVY PER \$1,000
STATE EQUALIZED VALUATION BY LOCALITY 1983, 1984 AND 1985**

<u>Townships</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>
Addison	56.6491	59.2991	59.1191
Avon	56.5044	--	--
Bloomfield	57.6200	57.3012	57.5275
Brandon	55.9091	58.7156	59.5321
Commerce	51.9183	54.6288	54.6099
Groveland	53.7591	56.0091	56.9091
Highland	52.2681	54.9443	56.2638
Holly	40.6965	46.0096	46.4621
Independence	49.1557	53.4818	53.8084
Lyon	46.2252	46.2177	45.8490
Milford	51.2181	54.6943	55.2641
Novi	50.9791	53.4691	53.4591
Oakland	47.7512	52.4937	53.1429
Orion	47.4691	52.3291	53.0391
Oxford	49.6406	52.8192	53.4291
Pontiac	61.0391	--	--
Rose	46.5576	45.5506	46.00125
Royal Oak	59.3241	60.9852	61.6352
Southfield	42.9691	43.1291	43.3038
Springfield	51.5191	54.8591	56.4091
Waterford	52.7020	52.7020	57.7668
West Bloomfield	52.5162	51.8606	51.9600
White Lake	51.5681	54.9943	55.5571
 <u>Cities</u>			
Auburn Hills	61.0391*	60.9891	61.6391
Berkley	69.5843	70.4063	72.0463
Birmingham	52.9391	55.4191	54.2611
Bloomfield Hills	46.7901	48.5714	47.0094
Clawson	61.7451	62.8851	63.7521
Farmington	53.8291	54.8291	54.7791
Farmington Hills	49.9146	51.0891	51.8391
Ferndale	76.9191	76.5891	76.8591
Hazel Park	72.2291	72.1291	72.6791
Huntington Woods	74.1510	75.2893	76.7342
Keego Harbor	63.2641	62.8945	61.9691
Lake Angelus	51.9273	56.4352	61.5852
Lathrup Village	56.6291	56.9891	57.7438
Madison Heights	60.4091	62.1591	62.3091
Northville	65.4491	68.9391	67.4491
Novi	56.3001	58.4017	59.9559
Oak Park	75.8111	78.8111	79.4611
Orchard Lake	54.7791	54.5691	53.9191
Pleasant Ridge	72.4491	72.3591	72.9091
Pontiac	73.9203	68.7192	75.6300
Rochester	60.5785	64.6785	65.0285

Table 90 Continued...

<u>Cities</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>
Rochester Hills	56.5044*	57.0242	57.6191
Royal Oak	63.5113	64.2791	67.3491
Southfield	59.3483	59.7039	60.4407
South Lyon	60.0291	60.8291	60.5791
Sylvan Lake	58.3861	57.9487	60.4191
Troy	54.0491	56.0991	56.7491
Walled Lake	60.5751	65.3001	68.4347
Wixom	53.8671	56.1071	57.8171
 <u>Villages</u>			
Beverly Hills	45.6991	48.3982	47.2811
Bingham Farms	46.7891	47.6891	43.0311
Clarkston	52.3991	52.3991	53.4451
Franklin	43.0757	45.1491	43.7995
Holly (Holly Township)	57.9465	60.7491	62.1791
(Rose Township)	55.4465	60.7491	62.2121
Lake Orion	63.2791	67.6391	69.8511
Leonard	51.5891	54.7891	56.4391
Milford	65.8981	69.3243	65.2641
Ortonville	56.2591	58.5591	58.8091
Oxford	65.3391	63.7891	67.4391
Wolverine Lake	44.0501	49.4831	50.3165

*Township in 1983 incorporated as a city in 1984.

Average Total			
Tax Rate/\$1000 SEV.	\$ 55.07	\$ 56.12	\$ 57.84

Locations within municipalities may have different tax rates depending on the school district coverage. These rates represent the property tax levy covering a majority of the land area in each municipality.

Table 91

REAL & PERSONAL PROPERTY PARCELS

Real Property Type	Number of Parcels				
	1981	1982	1983	1984	1985
Agriculture	3,957	3,409	3,409	3,683	3,650
Commercial	40,707	18,664	19,460	37,258	36,340
Industrial	11,955	6,494	6,596	11,636	11,542
Residential	343,568	345,659	345,178	345,147	347,187
Total Real ¹⁾	400,899	375,010	375,428	398,578	399,601

Real Property Type	Number of Parcels				
	1981	1982	1983	1984	1985
Agriculture	--	--	--	--	--
Commercial	27,658	37,423	32,063	32,064	33,726
Industrial	1,975	2,021	2,147	2,147	2,174
Residential	60	64	62	62	--
Utility	360	360	353	353	408
Total Personal ¹⁾	30,053	39,877	34,625	34,626	36,308
Total Real & Personal	430,952	414,887	410,053	433,204	435,909

1) Includes other categories not shown.

Source: Equalization Reports 1981-1985 Oakland County Department of Management & Budget, Equalization Division.

Land Use

LAND USE - TABLE OF CONTENTS

Land Usage	1
Table 92 - Oakland County's Land Use, 1981	2
Table 93 - Vacant Commercial and Industrial Land in Oakland County, 1982 by Municipality	3
Oakland County's Industrial Parks, 1984 Index	5
Table 94 - Oakland County Industrial Parks, 1984	6
Table 95 - Oakland County's Shopping Centers, 1985	13
Table 96 - Office Buildings in Oakland County, 1985	18

LAND USAGE

Currently, the greatest amount of land in Oakland County is used for single-family housing: a full 30%, or 173,596.9 acres. Four percent of County land is water, 12% is agricultural, 12% is institutional and public, and 28% is vacant. The greatest changes in the recent past in County land use have been increases in single-family and institutional and public uses, and decreases in agricultural and vacant land, indicating that the County is continually becoming more urbanized and residential. Two percent, or 12,892 acres is used for commercial activities, and three percent, or 16,207 acres is used for industrial purposes.

In 1980, Oakland County had a total of 355,187 housing units, up 29% from 1970, and 74% from 1960. The median number of persons per housing unit decreased from 3.4 in 1960 to 2.46 in 1980. The quality of housing in terms of plumbing facilities improved as well in the past two decades. In 1960, 3.8% of County housing units were lacking complete plumbing facilities; by 1980, this declined to 0.5%

Along with better housing comes higher rent and sales value. The median contract rent in Oakland increased 297%, from \$72 in 1960 to \$286 in 1980. Likewise, the County median sales value increased from \$13,900 in 1960 to \$58,100 in 1980. This reflects higher building costs, as well as larger and better equipped houses. In only six years (1976 - 1981), Oakland County's average selling price rose from \$42,537 to \$72,880 for a 71% increase. It declined to \$72,880 for a 71% increase. It declined to \$70,400 in 1984, a drop of 3%.

The residential growth of Oakland County is reflected in the increasing percentage of building permits that Oakland has issued in relation to the three-county area of Wayne, Oakland, and Macomb counties. Oakland share has fluctuated from 24% to a high of 52% in 1980. In aggregate numbers of permits issued, Oakland ranged from 3,989 in 1961 to 14,747 in 1971. The least number of permits issued in the past 27 years occurred in 1981, with only 1,563 permits given. 1981 was also a nadir for the three county area.

Troy led the County's communities in housing growth during the seventies, with 11,078 units. Southfield also has had a large increase, with 9,928 more housing units in 1980 than in 1970. Wixom was the community with the greatest percentage increase - 440%. Novi and South Lyon also experienced significant percentage increases in housing units; 213% and 175% respectively.

Retailing

In 1977, Oakland County had 7,741 retail establishments with \$4,528,678,000 in sales. Wayne County has historically had the greatest number of retail establishments and sales in the Detroit SMSA, followed by Oakland and Macomb Counties. However, Oakland County has increased its percentage share of the Detroit SMSA sales, so that in 1982 it contained 30% of the SMSA retail establishments, and 31% of the SMSA retail sales. While the number of establishments in Wayne County sharply decreased from 1958 to 1982 the number in Oakland has increased. By 1982 Oakland County had \$5,975,958,000 or 31% of the SMSA retail sales and 8,188 or 30% of the SMSA retail establishments.

Services

In 1982 Oakland contained 39.4% of the Detroit SMSA's service establishments, with 41%, or \$3,345,591,000 in receipts.

Wholesale

Although Wayne County contains the greatest number of wholesale establishments, in 1982 Oakland County had the greatest wholesale trade sales in the SMSA with 2,869 establishments and \$21,078,632,000 in sales. This was 44% of the Detroit SMSA establishments, and 54% of the SMSA sales. Oakland leads the state in wholesale sales with 35.2% of the total. Wayne County was second with 26.2% of total sales.

Shopping Centers

Oakland County has many shopping centers. The Greater Detroit Chamber of Commerce inventoried 57 centers in Oakland County in 1983. These are located in all quadrants of the County, with the highest concentration in the County's southern half. These shopping centers total 1,541 acres, and 1,934 stores.

Also within the County are four large central business districts, (CBD), or, "downtown" shopping areas. The largest is the Birmingham CBD. In order follow Royal Oak, Ferndale, and Pontiac. Important CBD's are also found in Rochester, Farmington and other communities.

Offices

In southeast Michigan, there are ten regional office centers. Oakland County contains three of these regional centers: Southfield/Northwestern, Troy/Big Beaver, and the Pontiac/CBD. These three centers have a combined 9,661,163 square feet floor area, or 30% of all ten centers. Oakland County contains a total of 346 office buildings, and 36,335,603 square feet of office space. Southfield alone contains 146 or 42% of the office buildings in the County. Birmingham, Bloomfield Hills and Farmington Hills also contain numerous buildings.

Table 92

OAKLAND COUNTY'S LAND USE, 1981

UTILIZATION	ACREAGES	PERCENT
Single Family	173,596.9	30
Multi-Family	8,908.6	2
Institutional & Public	67,454.2	12
Industrial	16,207.0	3
Commercial	12,891.7	2
Business-Improved	10,251.2	2
Agricultural	70,940.3	12
Utility & Communications	910.2	0.2
Right-of-Way	29,638.6	5
Vacant	163,114.1	28
Water	25,469.4	4
TOTAL	579,382.2	100

Source: 1981 Land Use Inventory for Oakland County,
Oakland County Planning Department

Table 93

**VACANT COMMERCIAL AND INDUSTRIAL LAND IN OAKLAND COUNTY,
1982, BY MUNICIPALITY**

MUNICIPALITY	VACANT ACRES	
	COMMERCIAL	INDUSTRIAL
CITIES		
Berkley	7.3	0.3
Birmingham	4.0	2.3
Bloomfield Hills	29.9	0
Clawson	10.4	5.7
Farmington	16.6	7.4
Farmington Hills	315.1	233.3
Ferndale	17.6	5.3
Hazel Park	5.1	3.9
Huntington Woods	0.9	0
Keego Harbor	9.0	0
Lathrup Village	6.2	0
Madison Heights	79.5	94.5
Northville (pt.)	0	0
Novi	547.7	1,510.6
Oak Park	8.7	31.5
Orchard Lake Village	3.2	0
Pleasant Ridge	0.3	0.1
Pontiac	194.0	370.8
Rochester	19.1	466.9
Royal Oak	22.3	30.5
Southfield	801.8	49.4
South Lyon	30.4	28.4
Sylvan Lake	2.5	6.1
Troy	905.9	405.8
Walled Lake	79.4	101.5
Wixom	135.8	579.9
TOWNSHIPS		
Addison	7.6	0
Avon	497.5	714.6
Bloomfield	125.8	4.6
Brandon	76.3	0.8
Commerce	45.6	651.9
Groveland	124.6	613.0
Highland	110.6	84.1
Holly	99.6	0
Independence	197.8	55.4
Lyon	123.3	1,512.0
Milford	71.6	697.8

Table 93 Continued...

MUNICIPALITY	VACANT ACRES	
	COMMERCIAL	INDUSTRIAL
TOWNSHIPS		
Novi	0	0
Oakland	5.1	31.0
Orion	230.7	907.8
Oxford	15.5	521.6
Pontiac	453.2	647.3
Rose	0	209.9
Royal Oak	1.2	3.6
Southfield	0	0
Springfield	63.1	449.2
Waterford	631.5	263.4
West Bloomfield	110.5	227.3
White Lake	297.3	305.1
VILLAGES		
Beverly Hills	1.3	0
Bingham Farms	26.0	0
Clarkston	1.1	0
Franklin	2.2	0
Holly	33.2	1.2
Lake Angelus	0	0
Lake Orion	6.4	0
Leonard	0	0
Milford	35.4	40.2
Ortonville	0.3	3.2
Oxford	2.1	48.4
Wolverine Lake	17.6	0
COUNTY TOTAL	6,666.7	11,927.6

Source: Oakland County Division of Planning, Land File May, 1982.

Local zoning definitions vary; commercial, generally includes office; and in some places includes certain types of research, laboratory, and light industrial uses. The current inventory of land may vary from this table. This table should only be used as a general guide.

A map of the above lands is available from the Oakland County Planning Division.

OAKLAND COUNTY'S INDUSTRIAL PARKS, 1984

Here is the 1985 list of industrial parks in Oakland County. If you are interested in a particular community location, first refer to the Locator Index. The source of this information is the 1985 Industrial Parks Guide published by the Greater Detroit Chamber of Commerce in the January, 1985 "Detrioter." All parks have sewer, water, gas and electricity except the following which have water, gas, and electricity:

Dean Industrial Subdivision
Milford Industrial Park

There are 58 parks listed in 18 communities with a total of 4,863 acres of which 3,292 acres are available.

LOCATOR INDEX

AUBURN HILLS

Auburn Industrial Park
Dean Industrial Subdivision
Opdyke Industrial Park

BLOOMFIELD TOWNSHIP

Bloomfield Hills Research Park
Bloomfield Industrial Park

COMMERCE TOWNSHIP

Oakley Park-Martin Industrial Park
Pontiac Trail Industrial Park

FARMINGTON

Alta Berger Subdivision

FARMINGTON HILLS

Farmington Freeway Industrial Park South
Farmington Hills I.R.O. Park North Subdivision
Farmington Hills I.R.O. Park South Subdivision
Farmington Hills Industrial Center
Farmington Research & Industrial Center
Grand River Industrial Park
Hallwood Court
Halsted Industrial Park

MADISON HEIGHTS

Andries-Storen Reynaert Industrial Park
Kirco Industrial Park
LEHO Industrial Acres
University Place Industrial Park

MILFORD TOWNSHIP

Milford Industrial Park

NOVI

Novex One
Orchard Hill Place Office
& Commercial Park
Ten Novi Industrial Park
Vincenti Industrial Park

WIXOM

Bruce Industrial Park
Martin Industrial Park
Wixom Industrial Park

OXFORD VILLAGE

Drahner Road Industrial Park

PONTIAC

Highwood Industrial Park
Silverdome Industrial Park

ROCHESTER

Avon Tech Park
Northfield Industrial Park
Rochester Hills Industrial Park
Royce Haley Industrial Park

ROCHESTER HILLS

Dean Industrial Subdivision
Garland Industrial Park
Industro-Plex, E & W
Oakland Technology Park
Rochester Industrial Park
T.A.N. Industrial Park

ROYAL OAK TOWNSHIP

Royal Industrial Park

SOUTHFIELD

Bridge Industrial Park

SPRINGFIELD TOWNSHIP

Holly Green Industrial Park

TROY

Birmingham Airport Industrial Park
Indusco's Oakland Office-Industrial Complex
Kirts Industrial Subdivision
Maple Industrial Subdivision
Maple Research & Office Park
Maplelawn Industrial Subdivision
Maplewoods Executive Park
Northfield Hills Corporate Center
Northwood Industrial Subdivision
Oakwood Industrial Subdivision
Ring Industrial Subdivision
Robbins Executive Park East
Thunderbird Industrial Subdivision

WATERFORD TOWNSHIP

Williams Lake Industrial Park

Table 94

OAKLAND COUNTY INDUSTRIAL PARKS, 1984

<u>NAME, CONTACT</u>	<u>LOCATION</u>	<u>TOTAL ACRES</u>	<u>ACRES AVAILABLE</u>	<u>RAIL ACCESS</u>	<u>ROAD ACCESS</u>
Alta Berger Subdivision John Sailer, Assessor City of Farmington 23600 Liberty Street Farmington, MI 48024 474-5500	Farmington	27	0	None	Local
Andries-Storen Reynaert Industrial Park Stephen M. Kurtz Proctor Homer Warren, Inc. 2100 West Big Beaver Road Troy, MI 48084 649-4444	Madison Heights	54	10	None	I-696
Auburn Industrial Park Lawrence T. Murray City Assessor 1827 N. Squirrel Rd. Auburn Hills, MI 48057	Auburn Hills	60	60	None	Auburn Rd.
Avon Tech Park Robert W. Bennett, President Manhattan Company, Inc. 500 Stephenson Highway Troy, MI 48083 588-0610	Rochester Hills	50	13	None	M-59
Birmingham Airport Industrial Park Sam Walker, P.E. Professional Engineering Assoc. 950 North Hunter Blvd. Birmingham, MI 48011 642-8202	Troy	20	0	None	I-75
Bloomfield Hills Research Park Samelson Enterprises Inc. Stoneridge Office Park 2100 N. Woodward, Ste. 180 Bloomfield Hills, MI 48013 540-1700	Bloomfield Twp.	25	25	None	I-75
Bloomfield Industrial Park Bloomfield Township 4200 Telegraph Road Bloomfield Township, MI 48013 644-6161	Bloomfield Twp.	50	1	None	I-75

Table 94 Continued...

<u>NAME, CONTACT</u>	<u>LOCATION</u>	<u>TOTAL ACRES</u>	<u>ACRES AVAILABLE</u>	<u>RAIL ACCESS</u>	<u>ROAD ACCESS</u>
Bridge Industrial Park Byron W. Trerice Co. 32100 Telegraph Road Birmingham, MI 48010 540-1000	Southfield	48	7	None	I-96
Bruce Industrial Park Kenneth C. Bruce 2971 Bloomfield Park, W. West Bloomfield, MI 48033	Wixom	37	37	Yes	I-96
Dean Industrial Subdivision Appropriate Realtor or Municipality	Auburn Hills	20	20	None	I-75
Drahner Road Industrial Park Kevin Rulkowski P.O. Box 94 Oxford, MI 48051	Oxford Village	44	0	Yes	I-75
Farmington Freeway Industrial Park South Robert W. Bennett, President Manhattan Company, Inc. 500 Stephenson Highway Troy, MI 48083 588-0610	Farmington Hills	320	70	None	I-275
Farmington Hills, I.R.O. Park North Subdivision Thompson Brown Realtors 32823 Twelve Mile Road Farmington Hills, MI 48018 553-8700	Farmington Hills	20	9	None	I-275
Farmington Hills I.R.O. Park South Subdivision Thompson Brown Realtors 32823 Twelve Mile Road Farmington Hills, MI 48018 553-8700	Farmington Hills	115	50	None	Local
Farmington Hills Industrial Center Jarvis J. Schmidt & Company 333 West Fort Street Detroit, MI 48226 964-0420	Farmington Hills	15	15	None	Local
Farmington Research & Industrial Center Richard A. Lampi, City Planner City of Farmington Hills 31555 Eleven Mile Road Farmington Hills, MI 48018 474-6115	Farmington Hills	44	0	None	I-275

Table 94 Continued...

Table 94 Continued...

<u>NAME, CONTACT</u>	<u>LOCATION</u>	<u>TOTAL ACRES</u>	<u>ACRES AVAILABLE</u>	<u>RAIL ACCESS</u>	<u>ROAD ACCESS</u>
Garland Industrial Park Jarvis J. Schmidt & Company 333 West Fort Street Detroit, MI 48226 964-0420	Rochester Hills	34	30	Yes	M-59
Grand River Industrial Park Richard A. Lampi, City Planner City of Farmington Hills 31555 Eleven Mile Road Farmington Hills, MI 48018 474-6115	Farmington Hills	20	2	None	I-96
Hallwood Court Richard A. Lampi, City Planner City of Farmington Hills 31555 Eleven Mile Road Farmington Hills, MI 48018 474-6115	Farmington Hills	32	7	None	I-96
Halsted Industrial Park Jackie Rosenbaum P.O. Box 2033 Southfield, MI 48037 352-3800	Farmington Hills	40	35	None	I-96
Highwood Industrial Park Paul Carleton 58 E. Pike Dr. Pontiac, MI 48058 857-8970	Pontiac	90	70	None	I-75
Holly Green Industrial Park #2 Collin W. Walls, Supervisor Springfield Township 650 Broadway, P.O. Box 38 Davisburg, MI 48019 625-4803	Springfield Twp.	20	20	None	I-75
Indusco's Oakland Office-Industrial Complex Laurence G. Keisling City Hall 500 West Big Beaver Road Troy, MI 48084 524-3300	Troy	95	0	None	I-75
Industro-Plex, East Leonard D. Kutschman Director, Dept. of Assessing Avon Charter Township 1275 West Avon Road Rochester, MI 48063 656-4605	Avon Twp.	40	20	None	M-59

Table 94 Continued...

<u>NAME, CONTACT</u>	<u>LOCATION</u>	<u>TOTAL ACRES</u>	<u>ACRES AVAILABLE</u>	<u>RAIL ACCESS</u>	<u>ROAD ACCESS</u>
Industro-Plex, West Leonard D. Kutschman Director, Dept. of Assessing Avon Charter Township 1275 West Avon Road Rochester, MI 48063 656-4605	Avon Twp.	20	20	None	M-59
Kirco Industrial Park Robert W. Bennett, President Manhattan Company, Inc. 500 Stephenson Highway Troy, MI 48083 588-0610	Madison Heights	20	20	None	I-696
Kirts Industrial Subdivision Troy-Elm Association 22725 Greater Mack St. Clair Shores, MI 48080 774-1800	Troy	26	5	None	I-75
LEHO Industrial Acres City Hall 300 West Thirteen Mile Road Madison Heights, MI 48071 588-1200	Madison Heights	150	0	None	I-75
Maple Industrial Subdivision Max Broock, Inc. 300 South Woodward Avenue Birmingham, MI 48011 626-4000	Troy	67	0	None	I-75
Maplelawn Industrial Subdivision Jervis J. Wattles Company 16231 West Fourteen Mile Road Birmingham, MI 48009 642-3033	Troy	45	10	None	I-75
Maple Research & Office Park Ernest C. Reschke, Assessor 500 W. Big Beaver Troy, MI 48084-5285	Troy	60	60	None	Maple Rd.
Maplewood Executive Park Robert W. Bennett, President Manhattan Company, Inc. 500 Stephenson Highway Troy, MI 48083 588-0610	Troy	7	3	None	I-75
Martin Industrial Park Martin Land & Investment, Inc. 4960 Martin Drive Wixom, MI 48096 624-2525	Wixom	19	19	Yes	I-96

Table 94 Continued...

<u>NAME, CONTACT</u>	<u>LOCATION</u>	<u>TOTAL ACRES</u>	<u>ACRES AVAILABLE</u>	<u>RAIL ACCESS</u>	<u>ROAD ACCESS</u>
Milford Industrial Park Byron W. Trerice Co. 32100 Telegraph Road Birmingham, MI 48010 540-1000	Milford Twp.	30	30	None	Local
Northfield Hills Corporate Center Robert Walsh 5600 New King Street, Suite 151 Troy, MI 48098 641-7700	Troy	165	150	None	I-75
Northfield Industrial Park Northfield Investment Co. 1180 East Big Beaver Troy, MI 48084 589-5500	Rochester	60	43	None	M-59
Northwood Industrial Subdivision Damone/Andrew Inc. 500 Stephenson Hwy. Troy, MI 48084 588-7580	Troy	40	15	None	I-75
Novex One Byron W. Trerice Co. 32100 Telegraph Road Birmingham, MI 48010 540-1000	Novi	65	10	Yes	I-96
Oakland Technology Park Schostak Bros. & Co., Inc. 17515 W. Nine Mile Rd. Southfield, MI 48075 559-2000	Rochester Hills	1,800	1,770	Yes	I-75
Oakley Park-Martin Industrial Robert Long Commerce Township 2840 Fisher Ave. Walled Lake, MI 48088	Commerce Twp.	40	40	None	Martin Rd.
Orchard Hill Place Office-Commercial Park John Merrifield, Assessor City of Novi 45225 West Ten Mile Road Novi, MI 48050 349-4300	Novi	165	165	None	I-696 I-96 I-275
Oakwood Industrial Park Damone/Andrew, Inc. 500 Stephenson Hwy. Troy, MI 48084 588-7580	Troy	24	7	None	I-75

Table 94 Continued...

<u>NAME, CONTACT</u>	<u>LOCATION</u>	<u>TOTAL ACRES</u>	<u>ACRES AVAILABLE</u>	<u>RAIL ACCESS</u>	<u>ROAD ACCESS</u>
Opdyke Industrial Park Lawrence T. Murray, Assessor 1827 N. Squirrel Rd. Auburn Hills, MI 48057	Auburn Hills	40	40	None	Auburn Rd.
Pontiac Trail Industrial Park Robert Long, Supervisor Commerce Township 2840 Fisher Ave. Walled Lake, MI 48088	Commerce Twp.	15	15	None	Rock Rd.
Ring Industrial Subdivision Ring Screw Works 31550 Stephenson Hwy. Madison Heights, MI 48071 585-8151	Troy	24	18	None	I-75
Robbins Executive Park East R. W. Bennett, President Manhattan Company, Inc. 500 Stephenson Highway Troy, MI 48083 588-0610	Troy	100	1	None	I-75
Rochester Hills Industrial Park Robert Smalley, Assessor 400 Sixth Street Rochester, MI 48063	Rochester	200	200	None	Local
Rochester Industrial Park Schostak Brothers & Co., Inc. 17515 West Nine Mile Road Southfield, MI 48037 559-2000	Avon Twp.	35	20	None	M-59
Royal Industrial Park Royal Oak Township Community Development Dept. 21075 Wyoming Ferndale, MI 48220 546-2110	Royal Oak Twp.	46	7	None	I-75 I-696
Royce Haley Industrial Park Robert Smalley, Assessor 400 Sixth Street Rochester, MI 48063	Rochester	15	15	None	Royce Haley Drive
Silverdome Industrial Park Paul Carleton 58 E. Pike Dr. Pontiac, MI 48058 857-8970	Pontiac	40	20	None	I-75

Table 94 Continued...

Table 94 Continued...

<u>NAME, CONTACT</u>	<u>LOCATION</u>	<u>TOTAL ACRES</u>	<u>ACRES AVAILABLE</u>	<u>RAIL ACCESS</u>	<u>ROAD ACCESS</u>
T.A.N. Industrial Park Phillip Baykin 22250 Telegraph Rd. Southfield, MI 48034 444-1558	Rochester Hills	40	40	None	Crooks Rd.
Ten Novi Industrial Park Carol Piett PSI Hydraulics 11900 Mayfield Livonia, MI 48150 261-4160	Novi	25	5	None	I-96
Thunderbird Industrial Subdivision Giffels & Webster Eng. Inc. 2731 North Adams Road Pontiac, MI 48058 358-2266	Troy	46	0	None	I-75
University Place Industrial Park Shermans Industrial Village 1000 East Madoline Madison Heights, MI 48071 588-4350	Madison Heights	15	5	None	I-75
Vincenti industrial Park Vincenti Investment Co. 25484 Meadowbrook Road Novi, MI 48050 478-5510	Novi	30	0	None	I-96
Williams Lake Industrial Park Leslie H. Hudson, Realtor 6600 Highland Road Pontiac, MI 48054 666-1000	Waterford Twp.	31	31	Yes	I-75
Wixom Industrial Park Byron W. Trerice Co. 32100 Telegraph Road Birmingham, MI 48010 540-1000	Wixom	38	7	Yes	I-96

Table 95

OAKLAND COUNTY'S SHOPPING CENTERS, 1985

Name Location Year Opened	Site Acres	Bldg. Size Square Feet	Number of Stores
1. Baldwin Plaza, Baldwin Ave. Pontiac 1968	15	102,400	8
2. Birmingham CBD Woodward & Maple Birmingham 1972	48	1,519,724	182
3. Bloomfield Hills Plaza Opdyke & S. Blvd. Bloomfield Hills 1973	5	100,237	12
4. Bloomfield Town Square Telegraph & Square Lake Road Bloomfield Twp. 1957	48	304,725	44
5. Bloomfield Plaza Telegraph/Maple Birmingham 1956	16	175,000	35
6. Campbell Corners Campbell & 14 Mile Madison Heights 1977	10	100,000	25
7. Campus Corners Livernois/Walton Rochester 1976 & 1978	18	96,810	27
8. Chatham Square 11 Mile/Middlebelt Farmington Hills 1972	6.4	72,500	21
9. Clawson Shopping Center 14 Mile near Crooks Clawson 1959	14	197,500	14
10. Crooks Corner Crooks/M-59 Rochester 1977	9	13,580	10
11. Downtown Farmington Center Grand River/Farmington Farmington 1961	21	217,500	37
12. Drayton Plains Shopping Center Dixie Highway Midland Waterford 1958	30	233,000	12

Table 95 Continued

Table 95 Continued...

Name Location Year Opened	Site Acres	Bldg. Size Square Feet	Number of Stores
13. Farmington Fwy. Center 10 Mile/Research Dr. Farmington Hills 1971	9.5	47,000	24
14. Farmington Towne Shopping Center Halstead/Grand River Farmington 1974	14	160,000	13
15. Franklin Center 14 Mile/Middlebelt Farmington Hills 1966	7.6	61,700	15
16. Glenwood Plaza Glenwood/Perry Pontiac 1962	24	122,000	10
17. Grant Plaza Cooley Lake/Union Lake 1971	10	132,956	14
18. Great Oaks Mall Livernois/Walton Rochester 1978	15	110,000	29
19. Green "8" Shopping Center 8 Mile and Greenfield Oak Park 1962	20	250,000	30
20. Hampton Corner Rochester/Auburn Rochester 1980	2	16,370	7
21. Hampton Plaza Rochester/Hamlin Road Rochester 1975	11	110,000	13
22. Harvard Row Mall 11 Mile/Lahser Southfield 1966	6	70,000	24
23. Hunters Square/Tally Hall 14 Mile/Orchard Lake Farmington Hills 1980	21	148,788	84
24. Kendallwood Shopping Center 12 Mile/Farmington Farmington Hills 1965	12	138,000	16

Table 95 Continued...

Name Location Year Opened	Site Acres	Bldg. Size Square Feet	Number of Stores
25. K-Mart Center Orchard Lake S. of 14 Farmington Hills 1967	7.1	144,700	13
26. Lathrup Landing 11 Mile/Evergreen Lathrup Village 1979	4	42,000	20
27. Lincoln Shopping Center Greenfield/Lincoln Oak Park 1967	12	100,000	32
28. Madison Shopping Center John R & 12 Mile Road Madison Heights 1961	22	179,975	17
29. Maple Plaza W. Maple/Pontiac Trail Walled Lake 1972	7	66,694	14
30. Meadowbrook Village Mall North Adams/Walton Rochester 1975	37	160,000	47
31. Meijer Thrifty Acres Coolidge/14 Mile Royal Oak 1977	30	247,000	3
32. Meijer Thrifty Acres Pontiac Lake Rd. & Highland Road Waterford Township 1985	40	175,000	1
33. Muirwood Shopping Center Grand River/Drake Farmington Hills 1980	10.7	72,000	25
34. North Hill Plaza N. Rochester/Tienken Rochester 1957	10	100,000	15
35. Northland Center 8 Mile/Greenfield Southfield 1954	155	2,042,936	168
36. Northwood Center 13 Mile/Woodward Royal Oak 1955	18	214,675	22

Table 95 Continued

Table 95 Continued...

Name Location Year Opened	Site Acres	Bldg. Size Square Feet	Number of Stores
37. Oakland Mall John R/I-75 Troy 1968	122	1,500,000	130
38. Olde Colony Place Rochester/Avon Rochester 1973	4	18,408	5
39. Orchard - 14 Center Orchard Lk. Rd. South of 14 Mile Farmington Hills 1967	8	144,700	13
40. Orchard - 12 12 Mile/Orchard Lake Farmington Hills 1980	7.2	67,800	20
41. Orchard Mall Orchard Lk. Rd. North of Maple West Bloomfield 1974	16	162,489	44
42. Orchard Place Orchard Lake Rd. South of 14 Mile Farmington Hills 1982	10	100,000	18
43. Orion Square M-24 & Clarkston Road Orion Twp. 1976	14	137,000	11
44. Rochester Hills Walton/Livernois Rochester 1972	8	86,080	17
45. Somerset Mall Big Beaver/Coolidge Troy 1969	32	385,000	46
46. Southfield Plaza 12½/Southfield Southfield 1970	25	310,000	15
47. Southfield Shopping Center Southfield Southfield 1969	15	278,120	13
48. Spring Hill Walton/Adams Rochester 1973	1.5	15,444	8
49. Summit Place Elizabeth Lake/Telegraph Waterford 1962	85	1,000,000	60

Table 95 Continued...

Name Location Year Opened	Site Acres	Bldg. Size Square Feet	Number of Stores
50. Sunset Plaza E. Long Lake Troy 1973	9.1	92,000	22
51. Tel-Twelve Mall 12 Mile/Novi Novi 1977	47	633,466	57
52. Twelve Oaks Mall 12 Mile & Novi Novi 1977	229	1,232,000	180
53. Waterford Corners Shopping Center M-59/Cass-Elizabeth Lake Waterford 1977	8.1	73,876	16
54. Waterford Plaza M-59 & Crescent Lake Waterford Twp. 1980	10	100,000	23
55. Waterford Regional Mall M-59/Hospital Waterford 1983	72	600,000	101
56. West Oaks I-96/Novi Novi 1981	24	260,000	10
57. Winchester Mall Rochester/Avon Rochester 1975	49	365,000	42
TOTALS	1,541.2	15,606,153	1,934

Source: Detroit Shopping Center Guide, 1985 Greater Detroit Chamber of Commerce

Table 96

OFFICE BUILDINGS IN OAKLAND COUNTY, 1985

(18,000 square feet or more)

Community	No. of Buildings	Floor Area Square Feet
Auburn Hills	1	233,000
Berkley	1	36,000
Birmingham	16	858,327
Bingham Farms	7	1,379,000
Bloomfield Hills	18	1,340,791
Bloomfield Township	26	1,130,054
Farmington	2	46,320
Farmington Hills	50	5,271,695
Huntington Woods	1	35,480
Independence Township	1	21,780
Madison Heights	3	136,712
Novi	4	299,783
Oak Park	15	839,604
Pontiac	25	2,973,875
Rochester Hills	1	51,131
Royal Oak	10	523,039
Royal Oak Township	1	300,000
Southfield	155	18,646,594
Troy	90	8,877,848
Waterford	3	70,000
West Bloomfield	11	460,774
Total	441	43,531,807
Total Office Space (17,000 square feet or more)		43,816,949

Source: The "Detroiter" Guide to Greater Detroit Office Buildings,
1985 Greater Detroit Chamber of Commerce.

Housing

HOUSING - TABLE OF CONTENTS

Table 97	- Residential Building Permits, Oakland County and Tri-County Area, 1954-1984	1
Table 98	- Average Selling Price of Recorded Sales of Detached Single Family Residential Dwellings in Oakland County, 1984	3
Table 99	- Average Selling Price of Recorded Sales of Condominiums in Oakland County, 1984	4
Table 100	- Oakland County's Housing Characteristics 1960-1980	4
Table 101	- Average Selling Price and Recorded Sales of Residential Dwelling Units in Oakland County, 1976-1984	5
Table 102	- 1980 Housing Characteristics, Macomb, Oakland and Wayne Counties	6

Residential Building Permit Trends:

Oakland County continues to lead the region with the highest number of residential permits issued in 1984 totalling 5,502. Five communities in the County: Farmington Hills, Rochester Hills, West Bloomfield Township, Wixom and Waterford Township, were in the top ten communities based on total authorized new dwelling units. They comprise over 60% of all new dwelling units in the county. Two-family and multiple family structure permits totalled 47% of the new dwelling unit permits in the five communities. This was slightly higher than the 42.5 percent of total for multiples in the county.

Table 97

RESIDENTIAL BUILDING PERMITS, OAKLAND AND TRI COUNTY AREA (MACOMB, OAKLAND, WAYNE), 1954-84

YEAR	OAKLAND COUNTY	3-COUNTY	% OAKLAND OF 3-COUNTY
1954	12,709	43,444	29%
1955	11,073	42,726	26
1956	9,973	32,690	31
1957	7,550	25,581	30
1958	6,494	23,805	27
1959	5,141	21,680	24
1960	4,067	16,429	25
1961	3,989	15,799	25
1962	5,134	18,914	27
1963	7,188	21,849	33
1964	8,708	25,599	34
1965	12,458	31,899	39
1966	9,209	24,386	38
1967	11,426	29,911	38
1968	9,225	27,966	33
1969	7,850	23,966	33
1970	6,750	22,908	29
1971	14,747	36,283	41
1972	10,619	30,617	35

Table 102 Continued...

YEAR	OAKLAND COUNTY	3-COUNTY	% OAKLAND OF 3-COUNTY
1973	12,058	28,451	42
1974	7,865	16,874	47
1975	5,463	12,892	42
1976	6,860	16,161	42
1977	10,861	22,246	49
1978	10,279	22,268	46
1979	8,374	17,528	48
1980	4,187	8,074	52
1981	1,887	4,674	33
1982	1,729	4,631	34
1983	3,599	7,326	49
1984	5,502	10,232	54

Source: Residential Construction in Southeast Michigan, 1973 - 1984, Southeast Michigan Council of Governments

Table 98

**AVERAGE SELLING PRICE OF RECORDED SALES OF DETACHED
SINGLE FAMILY RESIDENTIAL DWELLINGS IN OAKLAND COUNTY, 1984**

<u>Over \$170,000</u>	<u>\$50,000 to \$60,000</u>
Bloomfield Hills	Holly Township
Lake Angelus	Wixom
Bingham Farms	Lyon Township
Orchard Lake	Wolverine Lake
	Highland Township
<u>\$100,000 to \$170,000</u>	Ortonville
Franklin Village	Lake Orion Village
Bloomfield Township	South Lyon
Oakland Township	Sylvan Lake
West Bloomfield Township	Waterford Township
	Rose Township
<u>\$90,000 to \$100,000</u>	Oxford Village
Beverly Hills	
Rochester Hills	<u>\$40,000 to \$50,000</u>
Birmingham	Royal Oak
Farmington Hills	Clawson
	Auburn Hills
<u>\$70,000 to \$90,000</u>	Walled Lake
Troy	Holly Village
Northville	Berkley
Novi	
Clarkston Village	<u>Below \$40,000</u>
Addison Township	Leonard Village
Groveland Township	Madison Heights
Lathrup Village	Oak Park
Milford Village	Keego Harbor
	Ferndale
<u>\$60,000 to \$70,000</u>	Pontiac
Huntington Woods	Hazel Park
Independence Township	Royal Oak Township
Commerce Township	
Southfield	
Farmington	
Brandon Township	
Orion Township	
Rochester	
White Lake Township	
Springfield Township	
Pleasant Ridge	
Oxford Township	

Source: Oakland County Equalization Division

Table 99

**AVERAGE SELLING PRICE OF RECORDED SALES OF
CONDOMINIUMS IN OAKLAND COUNTY, 1984**

<u>Over \$100,000</u>	
Bloomfield Hills	
Bingham Farms	
Bloomfield Township	
West Bloomfield Township	<u>Below \$50,000</u>
	Orion Township
	Rochester
<u>\$75,000 to \$100,000</u>	Waterford Township
Beverly Hills	Royal Oak
Birmingham	Clawson
Northville	Auburn Hills
Lathrup Village	Walled Lake
Independence Township	Berkley
	Madison Heights
<u>\$50,000 to \$75,000</u>	Oak Park
Farmington hills	Keego Harbor
Troy	Pontiac
Northville	
Novi	
Southfield	
Farmington	
Springfield Township	

Source: Oakland County Equalization Division

Table 100

OAKLAND COUNTY'S HOUSING CHARACTERISTICS, 1960-1980

	1980	1970	1960
Total Housing Units	355,187	275,652	204,554
Median Sales Value	\$ 58,100	\$ 23,000	\$13,900
Median Contract Rent	\$ 286	\$ 150	\$ 72
Median Persons/Unit	2.46	3.1	3.4
Median Rooms	5.6	5.4	5.3
% Units Lacking Plumbing	0.5%	1.4%	3.8%

Source: Census Tracts, Detroit Michigan, U.S. Census of
Population and Housing, 1960, 1970 Tables H-1 and H-2.

1980 - Oakland County Census of Population and
Housing STFIA.

Table 101

**AVERAGE SELLING PRICE AND RECORDED SALES
OF RESIDENTIAL DWELLING UNITS IN
OAKLAND COUNTY
1976 & 1984**

Year	Single Family		Condominiums	
	Units Sold	Average	Units Sold	Average
1984	9,709	\$71,300	1,000	\$69,800
1983	11,076	70,400	1,254	69,600
1982	6,486	69,531		
1981		72,880		
1980		68,125		
1979		63,073		
1978		58,646		
1977		45,316		
1976		42,537		

Source: Oakland County Equalization
Reports - 1976 - 1984

Table 102

**1980 HOUSING CHARACTERISTICS, MACOMB, OAKLAND
AND WAYNE COUNTIES**

COMMUNITY NAME	MACOMB COUNTY	OAKLAND COUNTY	WAYNE COUNTY
Year-Round Housing			
Units: Total	236455	371305	874635
% Vacant	3	1	6
Total Occupied Units	229820	355187	824169
Owner Occupied	182464	264138	547933
Mean Value	\$53,674	\$68,223	\$ 39,754
Renter Occupied	47356	91040	276236
Mean Rent	\$ 264	\$ 299	\$ 188
% Owner Occupied	79	74	66
Population Per Household			
All Households	3,003	2,818	2,800
Owner-Occupied	3,223	3,004	3,067
Renter-Occupied	2,151	2,020	2,271
Structure Type (% of Units)			
Single Family Home	75	0	65
2-4 Unit Structure	8	9	18
5 Or More Unit Str	14	18	16
Mobile Home	3	3	1
Year Structure Built (% of Units)			
1970 or Later	28	30	10
1960 - 1969	30	23	12
1950 - 1959	25	23	23
1940 - 1949	9	11	23
1939 or Earlier	9	13	32
Year Moved Into Unit (% of Households)			
1979 to March 1980	17	20	18
1975 to 1978	30	32	27
1970 to 1974	17	17	16
1960 to 1969	21	17	19
1950 to 1959	11	9	13
1959 or Earlier	4	4	8
Vehicles Available (% of Households)			
None	4	5	18
One	31	32	38
Two	42	43	31
Three or More	22	20	13

Source: U.S. 1980 Census

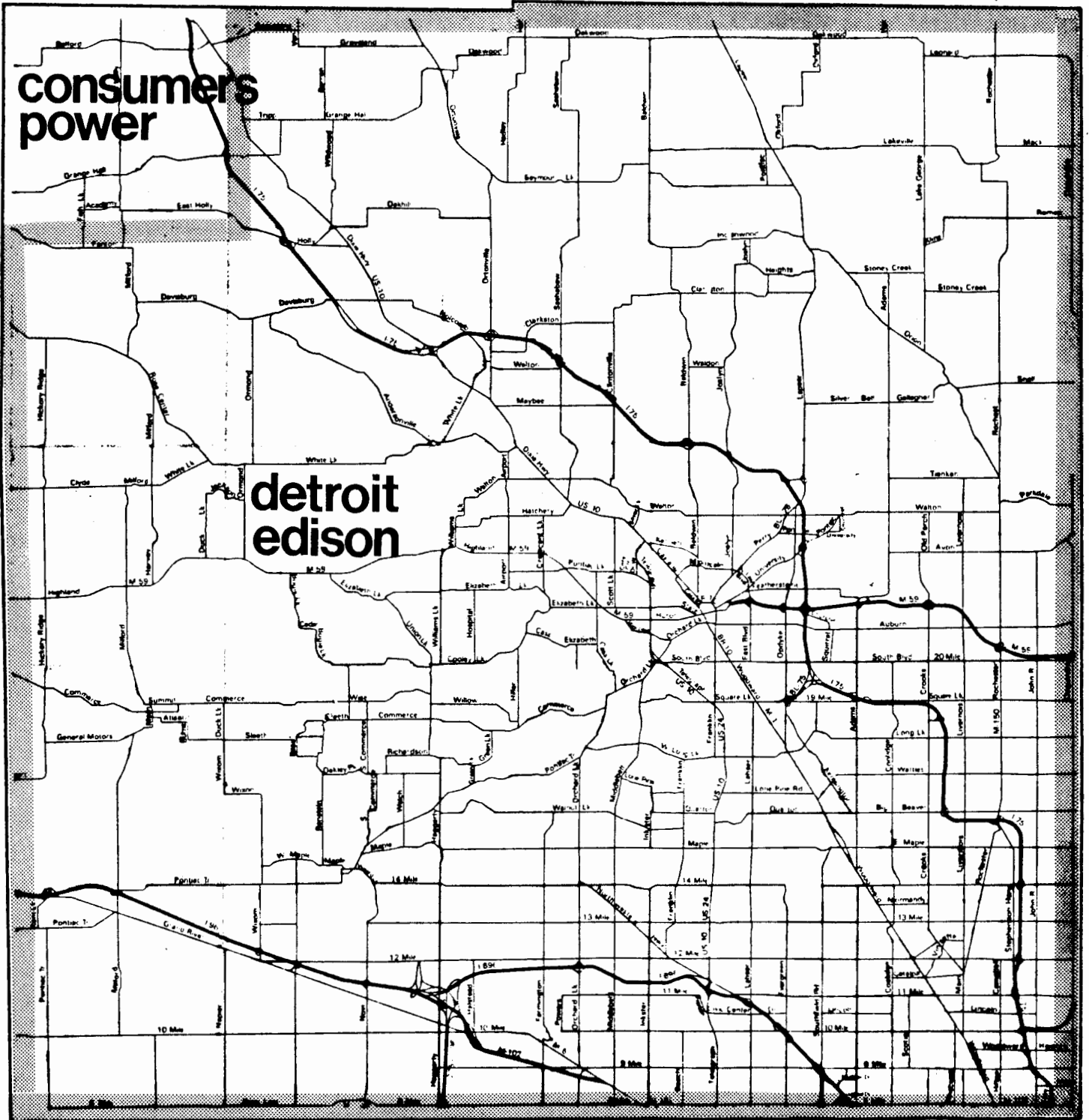
Utilities

UTILITIES - TABLE OF CONTENTS

Electrical Service 1
Telephone Services 2
Gas Services 3
Water Services 4

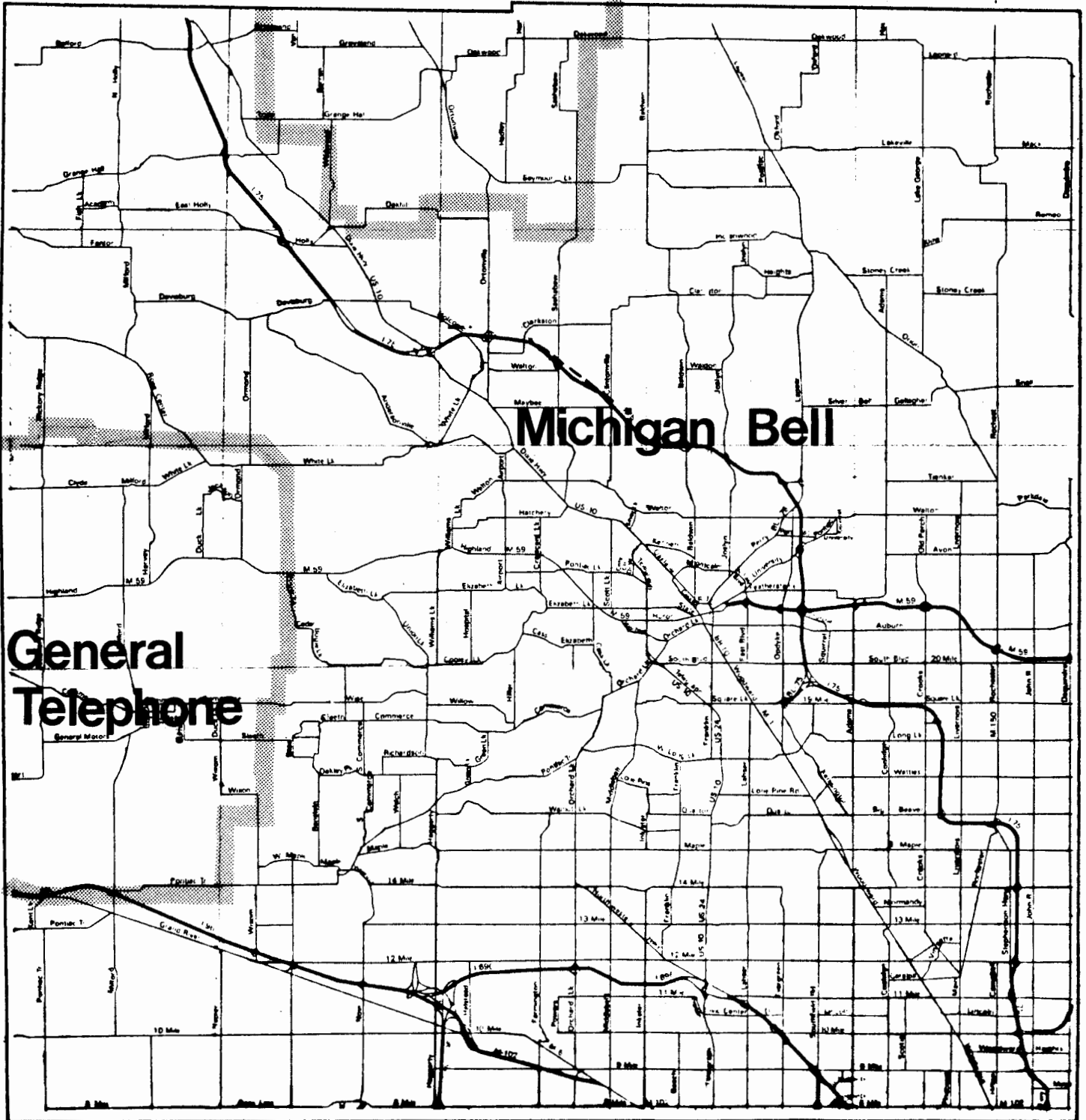
Electric Service

Detroit Edison provides electricity to all Oakland communities except the Township and Village of Holly. These are served by Consumers Power. Detroit Edison has an economic development division active in promoting development and offering assistance to businesses in Oakland County. The Oakland Division of their economic development program can be reached at (313) 645-4199 for detailed information on rates.



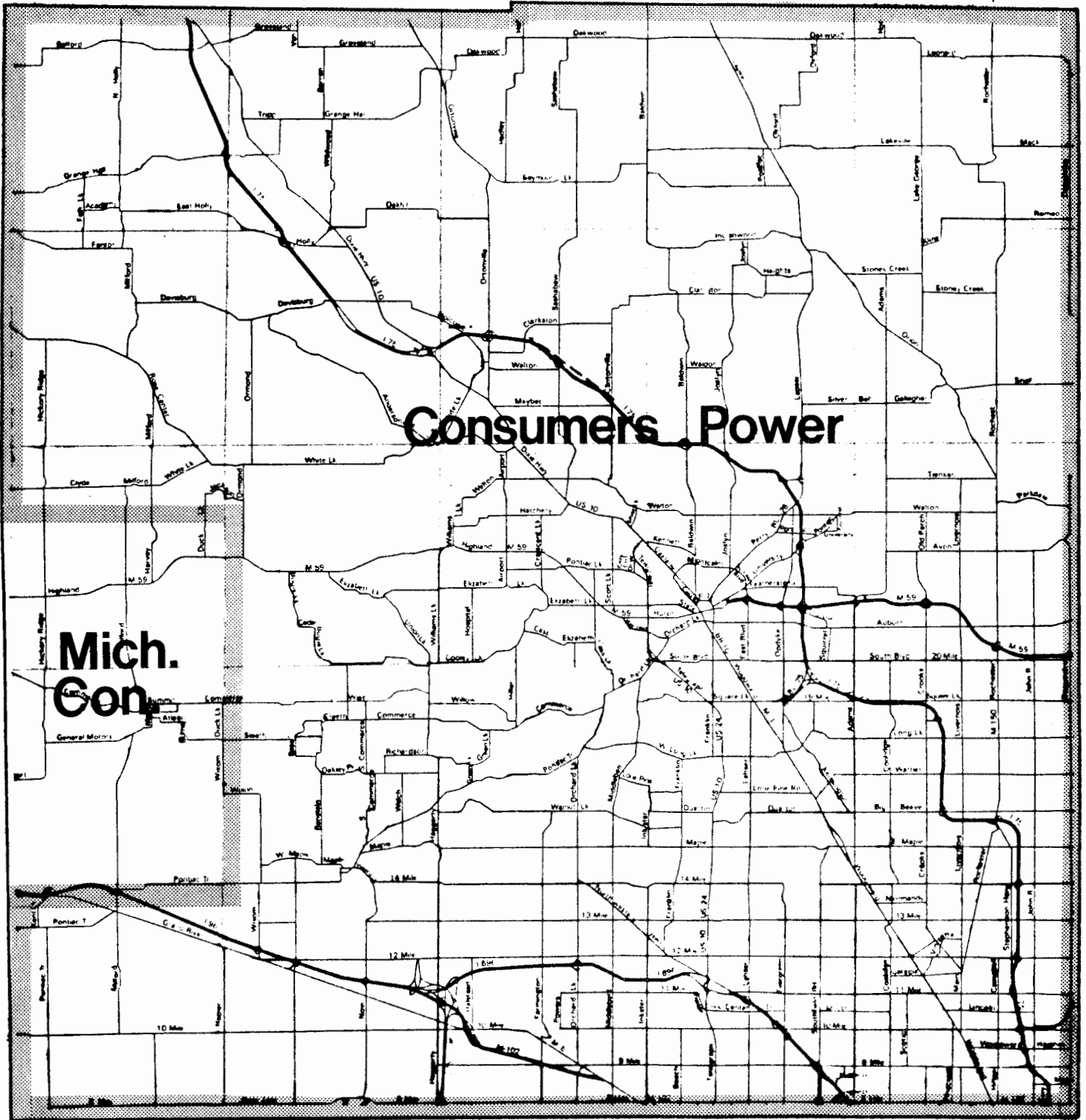
Telephone Services

General Telephone Company provides service to the western part of the county including Milford Township and Village, Highland Township and parts of White Lake and Commerce Townships. Michigan Bell Telephone serves the remaining part of the county. Oakland County is located entirely within the southeast Michigan Local Access Telephone Area.



Gas Services

Consumers Power provides gas services to most of Oakland County. Michigan Consolidated Gas Company services all of Milford Township and village and the southern half of Highland Township.



Water Services

Detroit water service is available to over 70% of the population and in 33% of the area of Oakland County (see map). Only 10% of the county residents and one quarter of the area in the county are not served by a municipal water system. Recent expansion of Detroit water service to the GM Orion plant demonstrates that plenty of fresh water is available for industrial use and that the service area will be extended to provide for industry needs.

Communities with Detroit water are: Ferndale, Oak Park, Hazel Park, Madison Heights, Pleasant Ridge, Royal Oak, Royal Oak Township, Huntington Woods, Berkley, Clawson, Troy, Rochester Hills, Birmingham, Lathrup Village, Southfield, Beverly Hills, Bloomfield Township, Bloomfield Hills, Bingham Farms, Franklin, Farmington, Farmington Hills, Novi (developed areas only) Keego Harbor, Pontiac, Auburn Hills, Orchard Lake Village, West Bloomfield Township and Orion Township north up to the GM plant.

Community well systems operated by local communities are present in Holly Village, Rochester, Oxford Village, Orion Township, Lake Orion Village, Independence Township, Waterford Township, White Lake Township, Village of Milford, Walled Lake, Wolverine Lake, Sylvan Lake and South Lyon.

Wells operated by Oakland County Sewer, Water & Solid Waste division are in the municipalities of Oxford Township, Springfield Township, Oakland Township, Highland Township, Commerce Township and Wixom.

Private wells service the townships of Brandon, Groveland, Holly, Rose, Milford and Lyon and part of Orchard Lake Village.

Education

EDUCATION - TABLE OF CONTENTS

Table	103-Universities and Colleges in Oakland County	2
Table	104-People 18+ Years of Age with Some College Education	3
Table	105-Education Achievement of Oakland County's Population, 1980	3

Schools

There are 28 school districts in Oakland County ranging in enrollment size from 2,778 to 18,532. Total full-time equivalent enrollment in October, 1982 was 185,431. Total enrollment has been declining in recent years, reflecting declining birth rates. The 1982 enrollment was 13.5% less than in 1978. By 1984 it was down 3% from 1982 to 179,321 and has declined further to an estimated 178,602 in 1985.

There was a total school personnel of 18,129 in 1984, of whom 6,725 were teachers engaged in regular K-12 classroom instruction of 178,548 pupils, equaling a pupil teacher ratio of 26.5/1. The total ratio of all school district personnel to all pupils was 10.2/1.

The total operating expenditure in 1981-82 was \$2,808 per pupil. This includes expenditure at regional centers for vocational and special education. Without these regional centers, the operating expenditure per pupil was \$2,685 for the County, and ranged from \$1,856 to \$3,975 in the individual districts.

The total state equalized valuation of property averaged \$76,995 per pupil in 1982 and ranged from \$27,811 to \$161,725 among the 28 school districts.

The total school property tax rate averaged \$34.87 per \$1,000 state equalized valuation and ranged between \$24.75 and \$39.04 among the 28 school districts.

State aid is an important element in financing local school education and the allocation formula is designed to benefit local districts with relatively low property tax bases and high tax rates.

In 1982-83, there were 25,926 K-12 students enrolled in 93 private and parochial schools in Oakland County. These schools are located in 25 of the 28 school districts. The average enrollment in these schools was 279.

There are four vocation education centers, one located in each quadrant of the County, these centers are financed by Oakland Schools, the intermediate district and operated by local school districts.

Similarly, there are 15 special education regional centers financed to a large degree by Oakland Schools. A variety of other special services are furnished by Oakland Schools to supplement and enrich local programs: computer services; library and media services; teaching for homebound and hospitalized pupils, etc.

There are 14 institutions of higher education in Oakland County, the largest of which are Oakland University with 11,600 enrollment, and Oakland Community College, a multi-campus system with 24,000 students. With 10.9% of Michigan's population, Oakland County has 19% over the state's population with four years or more of college.

Northwest Oakland Vocational Education Center coordinates programs with O.C.C. and Ferris State College in technical subjects. Students typically attend NOVEC for two years, then O.C.C. for up to two years for an associate degree and then Ferris State for two years for a bachelor degree. Credit for all previous courses is given by each institution so students are able to build on training received along the way. This program is in the formative stages, covers only technical subjects addressed at all three institutions and is unique in Oakland County and in Michigan.

Table 103

UNIVERSITIES AND COLLEGES IN OAKLAND COUNTY

Central Michigan University Regional Graduate Degree Program Center 2075 West Big Beaver, Troy	Oakland University Corner Walton Blvd. & Squirrel Rd., Auburn Hills
Cranbrook Academy of Arts 500 Lone Pine Road, Bloomfield Hills	Pontiac Business Institute 18 West Lawrence, Pontiac
Lawrence Institute of Technology 21000 W. Ten Mile Road at Northwestern Southfield	St. Mary College 7979 Commerce Rd. & Orchard Lake Rd., Orchard Lake
Michigan Christian College 800 West Avon Road, Rochester	University of Detroit - Clarkston Campus 9075 Big Lake Road, Springfield
Michigan State University - Advanced Management 811 West Square Lake Road, Troy	William Tyndale College 35700 W. Twelve Mile Road, Farmington Hills
Oakland Community College Auburn Hills Campus 2900 Featherstone Road, Auburn Hills	Waldorf Institute of Mercy College 23399 Evergreen, Southfield
Highland Lakes Campus 7350 Cooley Lake Road, Union Lake	Walsh College of Accountancy & Business 3838 Livernois, Troy
Orchard Ridge Campus 27055 Orchard Lk. Rd., Farmington Hills	Wayne State University - Southfield Extension Center 25610 West Eleven Mile Road, Southfield
Royal Oak Campus 825 South Washington Rd., Royal Oak	University of Michigan - Extension Service 746 Purdy, Birmingham
Southfield Campus 22322 Rutland, Southfield	

Table 104

PEOPLE 18+ YEARS OF AGE WITH SOME COLLEGE EDUCATION

U.S. Counties of Over one Million People

	<u>County</u>	<u>State</u>	<u>Number</u>	<u>Percent</u>
1.	Santa Clara	California	453,583	48.38
2.	New York	New York	558,114	47.47
3.	King	Washington	452,877	47.23
4.	Orange	California	644,348	45.76
5.	Alameda	California	359,348	43.38
6.	Middlesex	Massachusetts	434,891	42.65
7.	San Diego	California	576,237	41.55
8.	Nassau	New York	404,212	41.12
9.	OAKLAND	MICHIGAN	295,030	40.86
10.	Dallas	Texas	438,818	39.68
11.	Harris	Texas	663,938	39.37
12.	Maricopa	Arizona	420,018	38.71
13.	Los Angeles	California	2,097,024	38.48
14.	Suffolk	New York	302,866	34.47
15.	Dade	Florida	418,077	33.81
16.	Cook	Illinois	1,248,837	32.95
17.	Broward	Florida	261,334	32.52
18.	Erie	New York	234,985	31.53
19.	Queens	New York	449,506	30.89
20.	Cuyahoga	Ohio	333,198	30.00
21.	Allegheny	Pennsylvania	329,818	29.87
22.	Wayne	Michigan	429,399	25.99
23.	Kings	New York	390,138	24.38
24.	Philadelphia	Pennsylvania	277,863	22.21
25.	Bronx	New York	177,303	21.42

Source: 1980 U.S. Census, STF 3C

Table 105

EDUCATION ACHIEVEMENT OF OAKLAND COUNTY'S POPULATION, 1980

Highest Level Achieved:	Number	% of State
4 years high school	268,610	10.4%
College 1-3 years	141,081	12.4%
4 years	80,157	18.5%
5 years or more	73,792	19.2%
County population as % of state		10.9%

Source: U.S. 1980 Census

Table 104

PEOPLE 18+ YEARS OF AGE WITH SOME COLLEGE EDUCATION

U.S. Counties of Over one Million People

	<u>County</u>	<u>State</u>	<u>Number</u>	<u>Percent</u>
1.	Santa Clara	California	453,583	48.38
2.	New York	New York	558,114	47.47
3.	King	Washington	452,877	47.23
4.	Orange	California	644,348	45.76
5.	Alameda	California	359,348	43.38
6.	Middlesex	Massachusetts	434,891	42.65
7.	San Diego	California	576,237	41.55
8.	Nassau	New York	404,212	41.12
9.	OAKLAND	MICHIGAN	295,030	40.86
10.	Dallas	Texas	438,818	39.68
11.	Harris	Texas	663,938	39.37
12.	Maricopa	Arizona	420,018	38.71
13.	Los Angeles	California	2,097,024	38.48
14.	Suffolk	New York	302,866	34.47
15.	Dade	Florida	418,077	33.81
16.	Cook	Illinois	1,248,837	32.95
17.	Broward	Florida	261,334	32.52
18.	Erie	New York	234,985	31.53
19.	Queens	New York	449,506	30.89
20.	Cuyahoga	Ohio	333,198	30.00
21.	Allegheny	Pennsylvania	329,818	29.87
22.	Wayne	Michigan	429,399	25.99
23.	Kings	New York	390,138	24.38
24.	Philadelphia	Pennsylvania	277,863	22.21
25.	Bronx	New York	177,303	21.42

Source: 1980 U.S. Census, STF 3C

Table 105

EDUCATION ACHIEVEMENT OF OAKLAND COUNTY'S POPULATION, 1980

Highest Level Achieved:	Number	% of State
4 years high school	268,610	10.4%
College 1-3 years	141,081	12.4%
4 years	80,157	18.5%
5 years or more	73,792	19.2%
County population as % of state		10.9%

Source: U.S. 1980 Census

Cost of Living

Table 106
CONSUMER PRICE INDEX
(1967 = 100)

	Nov. '85	Nov. '84	Nov. '83
U.S.	326.6	315.3	311.3
Detroit	323.1	308.7	305.8
Cincinnati	333.4	325.4	322.7
Milwaukee	333.9	324.3	320.5
Chicago	324.2	313.9	310.6

Source: U.S. Department of Labor Bureau of Labor Statistics

The cost of living in the Detroit Metropolitan Area in 1985 including taxes was, according to the Bureau of Labor Statistics, less than the national average, and is far lower than:

Boston	Philadelphia	Baltimore
Buffalo	Milwaukee	Washington, D.C.
New York	Minneapolis	San Francisco