

# OAKLAND COUNTY

## FAST FACTS



### Demographics

- ◆ Oakland County consists of 910 square miles and is conveniently located 20 miles north of downtown Detroit.
- ◆ Oakland County's 2010 Census population was 1,202,362. The County ranks 32nd in population of all U.S. counties.
- ◆ Fifty-one percent of Oakland County residents are female and 49% are male with a median age of forty.

- ◆ Oakland County has more people than each of these states and the District of Columbia:

Alaska	North Dakota	Vermont
Delaware	Rhode Island	Wyoming
Montana	South Dakota	

- ◆ Thirty percent of Oakland County's 483,698 households have children.
- ◆ The estimated per capita income of Oakland County residents in 2009 was \$50,334. Oakland ranks eleventh in per capita income among counties with populations greater than one million.

### Economic Growth Initiatives

- ◆ Oakland's [Emerging Sectors](#) initiative recognizes the importance of advanced technologies to ensure the continued growth and development of business in the county. The program has resulted in more than \$1.7 billion of new investment and nearly 25,000 new jobs for the region since 2004.
- ◆ The [Technology Planning Toolkit](#) is intended to help communities make the transition from a manufacturing economy to a knowledge economy. The toolkit relates global economic trends with local actionable items. The report helps communities review and revise their plans, policies and ordinances to become more attractive business locations for [Emerging Sectors](#) companies.
- ◆ [Automation Alley](#), founded in Oakland County and headquartered in Troy, is Southeast Michigan's leading technology business association. The organization fosters growth and economic development and includes more than 1,000 members from businesses, educational institutions and government entities.

Source: U.S. Census Bureau, BEA, Individual Institution websites, *Money Magazine*  
Updated: September 2011

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### Education

- ◆ Oakland County values education – with almost 50% of residents holding a college degree with locally based campuses awarding more than 51,000 degrees in the last academic calendar year.\*
- ◆ Michigan universities confer twice the national average of advanced degrees in Michigan on an annual basis.
- ◆ According to the U.S. Chamber of Commerce [Report Card on Educational Innovation](#), Michigan schools prepare students for college and the workplace. Over 77% of Michigan's schools offer dual-enrollment programs which give high school students the opportunity to earn college credits. The national average of schools offering dual-enrollment opportunities is only 65%.

### Labor Force

- ◆ Currently, over 18% of all private sector employment in Michigan worked in Oakland County.
- ◆ More than 561,000 people work in Oakland County's 37,356 private sector business establishments.
- ◆ In 2009, Oakland County's payroll was over \$31 billion for its 613,081 employees.
- ◆ Oakland County has 76,192 people working in the professional, scientific, management, and administrative services industries.

### Business Environment

- ◆ Oakland County is Michigan's leading center for international commercial activity with 721 companies representing 37 countries with business locations in the county.
- ◆ Allen Brothers, Inc., a company based in Rochester Hills, was praised by President Obama in the 2011 State of the Union address for their innovative approach to alternative energy.
- ◆ Commissioned by the Inforum Center for Leadership and researched by Eastern Michigan University's College of Business, these seven firms employ the most women in key executive positions and on their boards, ranking them in the highest 2009 Michigan Women's Leadership Index: Birmingham Bloomfield Bancshares Inc., CNP Corp., Compuware Corp., Green Energy Live Inc., Kelly Services Inc., Pulte Homes Inc., and Southern Michigan Bancorp Inc.

\*Includes associates degrees

Source: Oakland Schools, U.S. Chamber of Commerce, U.S. Census Bureau, *Time Magazine*, Inforum, EMU, Stabenow/Levin Press Release, Michigan Labor Market Information  
Updated: March 2011

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### Quality of Life Style

- ◆ The National Center of Charitable Statistics identifies 485 institutions of art, culture, and humanities in Oakland County.
- ◆ The county is home to an extensive collection of malls and shopping centers ranging from small village malls and popular local downtown shopping districts, to multi-floor regional malls found in most major cities. From luxury retailers at [Somerset Collection](#) to value-oriented stores at [Great Lakes Crossing Outlets](#) , Oakland County offers shopping to meet the needs of residents and visitors alike.
- ◆ The city of Berkley was named one of the most affordable suburbs in the nation by Business Week in 2010.
- ◆ Over 35,000 people attended the four-day, 11th Annual [Quake on the Lake](#) Inboard Hydroplane Races at Pontiac Lake, one of the fastest one-mile race courses in the country.

### Rewards & Recognition

- ◆ Oakland County first received its AAA Bond Rating in 1998 and has had it reaffirmed every year since by Moody's and Standard and Poor's. Only 38 counties among more than 3,000 nationwide have attained and maintained the coveted AAA Rating.
- ◆ Seventeen Oakland County government programs were named 2009 Achievement Award winners by the [National Association of Counties](#) (NACo). In the 20 years Oakland County has submitted programs for consideration; it has received over 160 awards.
- ◆ Oakland County has been named among the most digitally advanced counties in America by the [Center for Digital Government](#) and the [National Association of Counties](#). Oakland County was recognized for excellence in creating innovative, cost-effective, user-friendly services that deliver improved citizen access and greater efficiency.
- ◆ The [Government Finance Officers Association](#) (GFOA) has awarded Oakland County's [Fiscal Services Division](#) of the Department of Management and Budget the Certificate of Achievement for its comprehensive annual financial report. The Department has won the top achievement award in government financial reporting for 18 consecutive years.
- ◆ The Detroit metropolitan area was rated seventh among U.S. metro areas in economic growth from 2009 to 2010, according to a new global study by the Washington-based Brookings Institution.

Source: Oakland County PEDS websites, Individual institution websites  
Updated: March 2011