

The Changing Demographics of Oakland County

Presentation to

Oakland County Superintendents LAC-O Retreat

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Director
Data Driven Detroit (D3)

August 16, 2011

What is Data Driven Detroit (D3)?

- D3 is a non-profit, founded in 2009, principally funded by The Kresge Foundation and The Skillman Foundation.
- D3 supports foundation, public, non-profit, and community partners with research, analysis, and mapping/data visualization.
- D3 is a member of the National Neighborhood Indicators Program (NNIP), founded by the Urban Institute.

Mission

Data Driven Detroit (D3)
provides accessible high-quality
information and analysis to drive
informed decision-making that
strengthens communities in
Southeast Michigan

Data Driven Detroit's Roles

Work with Data

- Collect and Evaluate
- Enhance
- Analyze/Synthesize
- Visualize
- Democratize

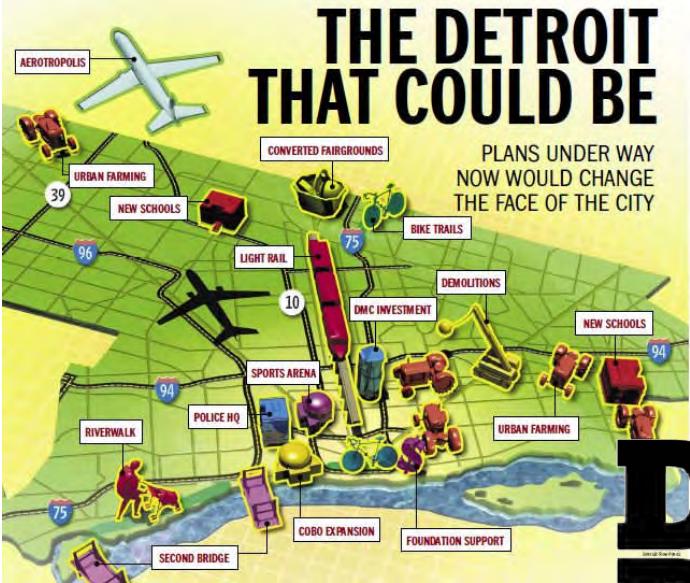
Support Partners

- Share Augmented Data
- Illustrate Macro Trends
- Provide Neighborhood Analyses
- Inform Strategy and Prioritization (Targeting)
- Provide Project Technical Assistance
- Promote Synergy and Convergence

(Some) Neighborhood Indicators

- Population Characteristics and Trends
- Health, Education, Employment
- Housing Occupancy and Quality
- Mortgage Lending and Housing Market Activity
- Crime and Public Safety Information
- Community Capacity and Institutions
- Vacant Land Inventory and Land Use
- Environmental Assessments
- Economic Activity and Trends





DATA DRIVEN DETROIT

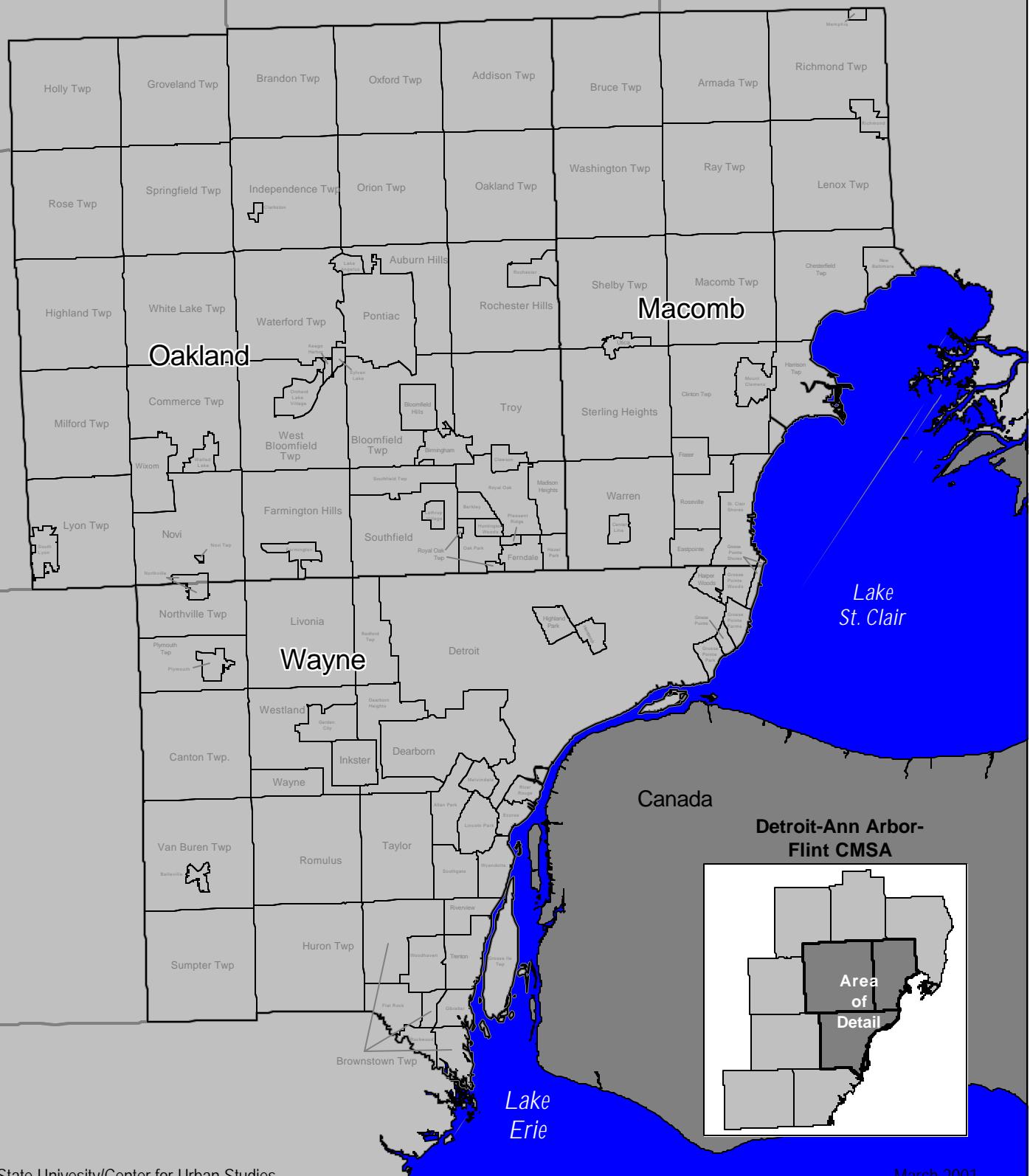


COMMUNITY NEEDS ASSESSMENT:
WESTERN WAYNE COUNTY

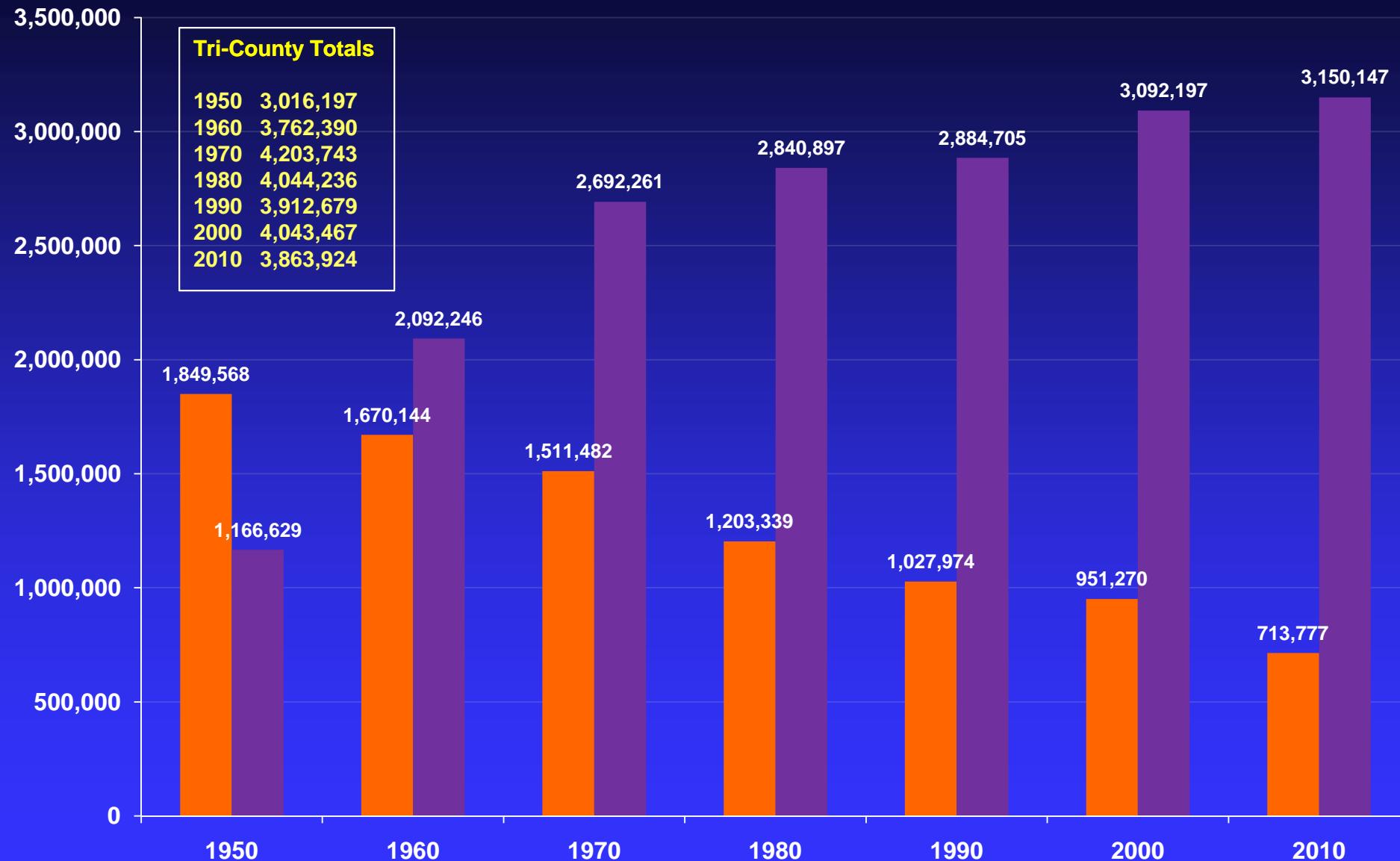
www.DataDrivenDetroit.org

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Metropolitan Detroit MCD's Census 2000

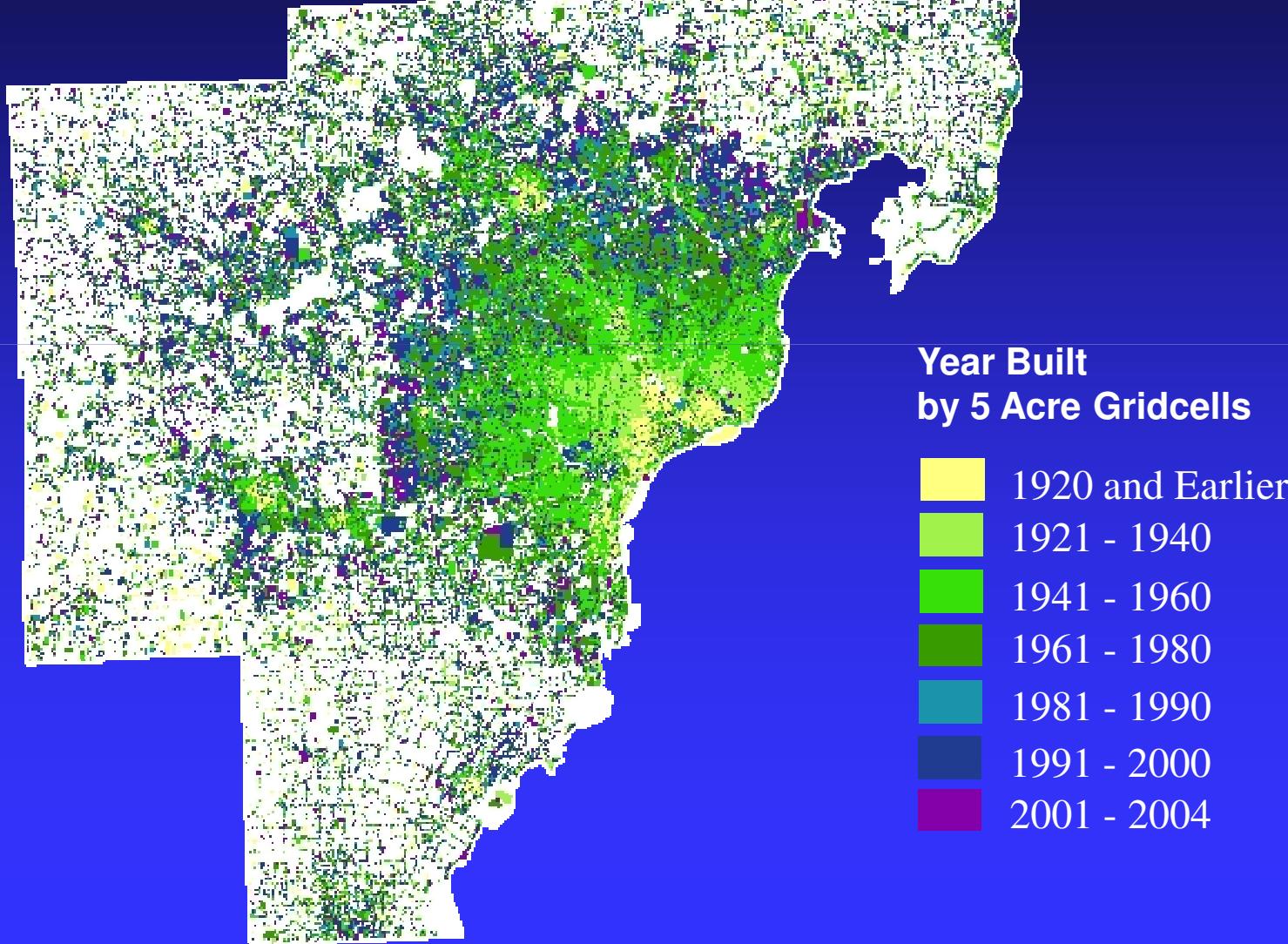


Growth of Detroit Suburbs Post-World War II

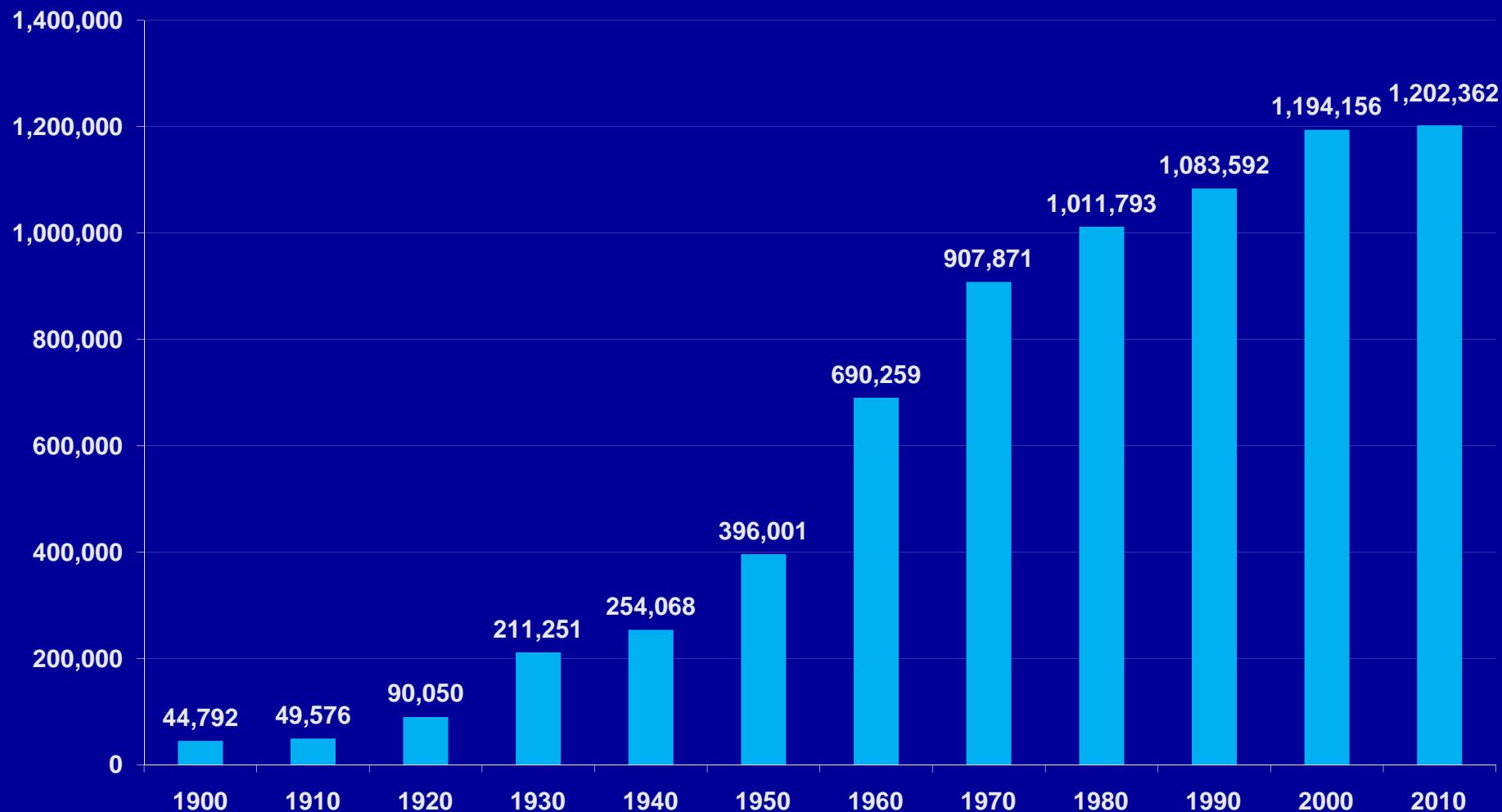


Source: Census Bureau

Development History

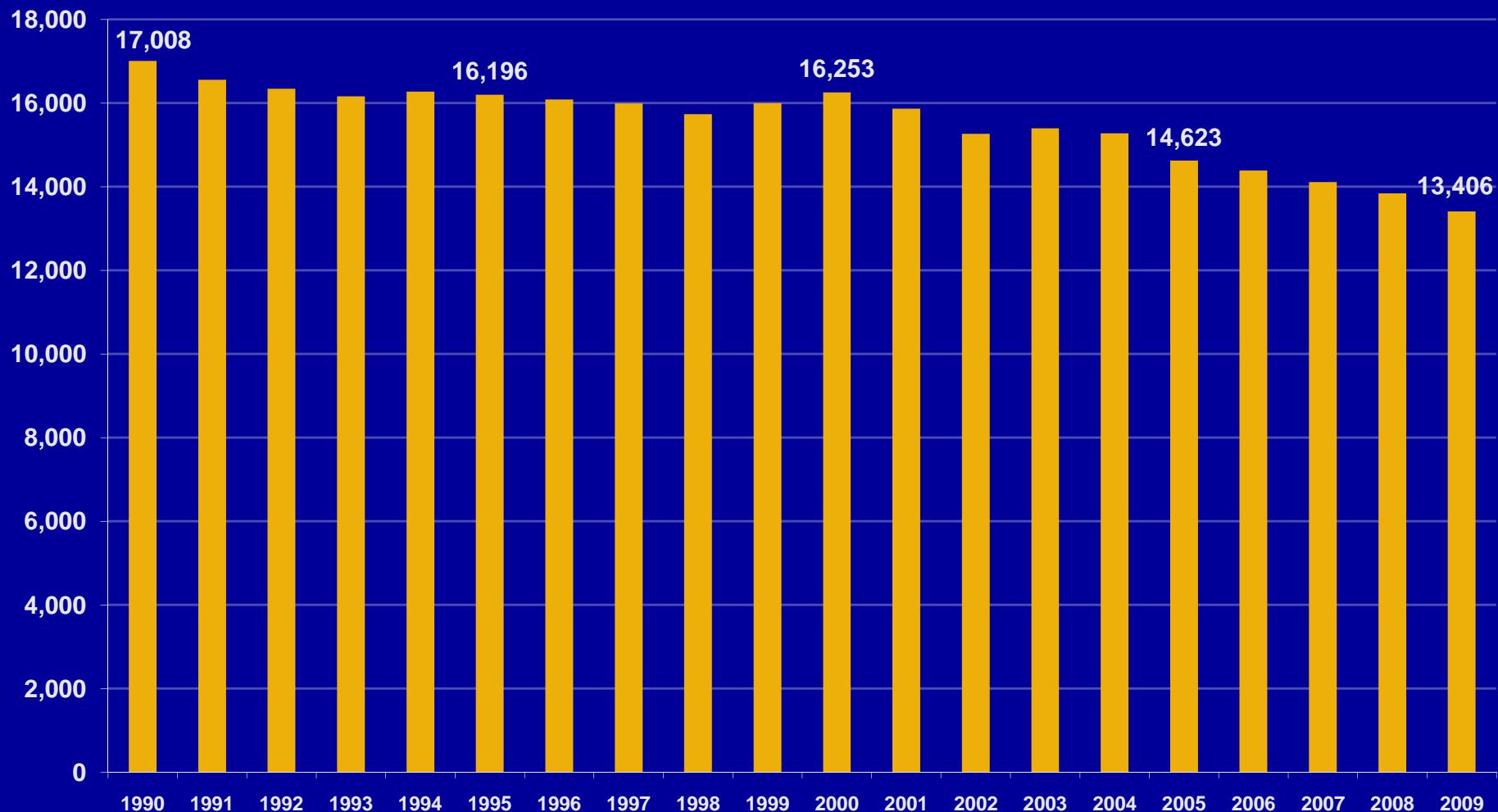


Population Growth in Oakland County Has Slowed Since 2000, With Little Change Since 2004



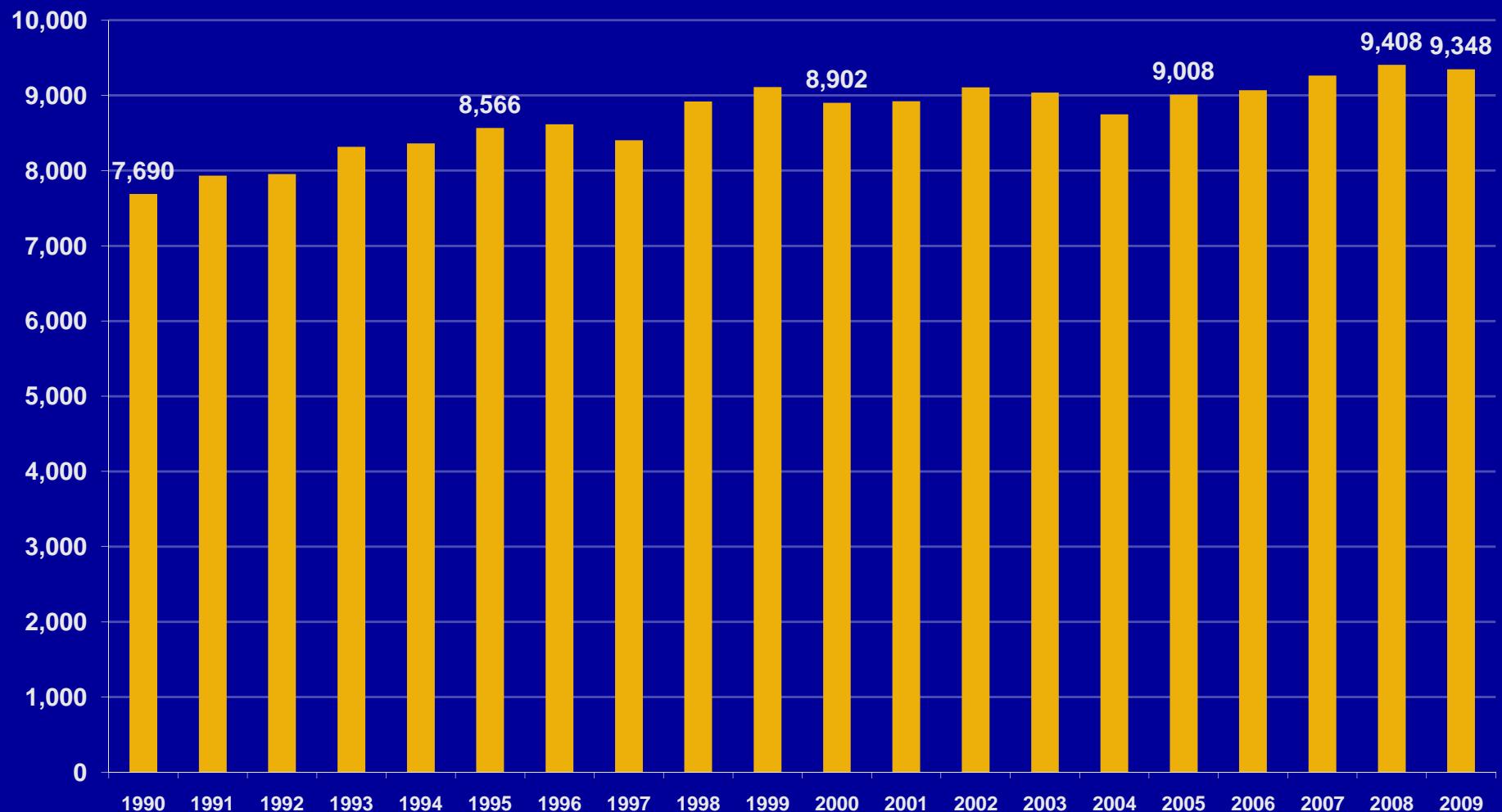
Source: *Census Bureau: Decennial Census*

Population Growth Due to Births is Slowing, as 2009 Registered 3,602 Fewer Than 1990 – Down 21.2%



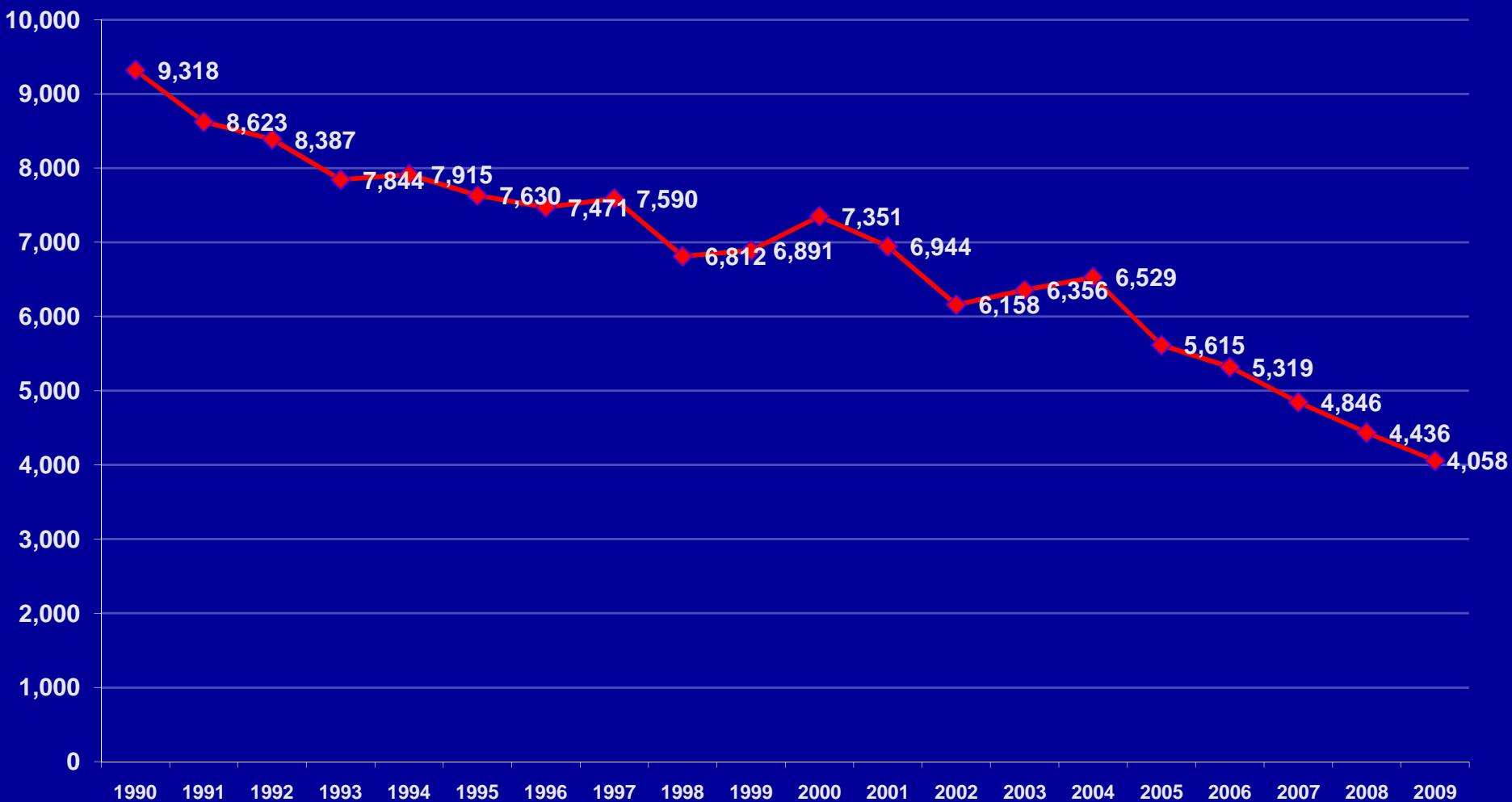
Source: Michigan Dept. of Community Health

Population Aging Has Resulted in a Fairly Steady Increase in Deaths Since 1990 – Up 21.6%



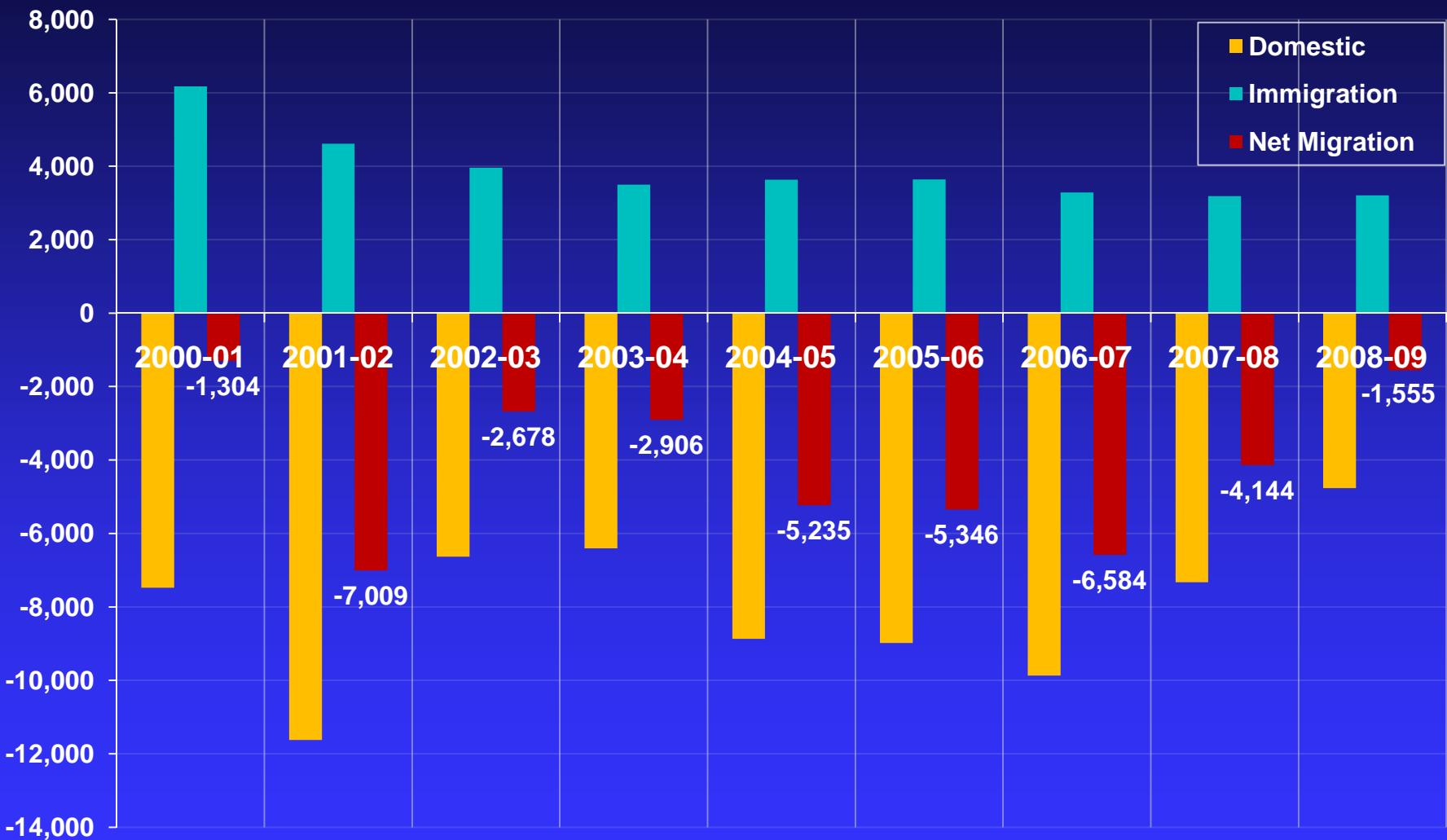
Source: Michigan Dept. of Community Health

The Result of Decreasing Births and Increasing Deaths is a 22.3% Drop in Natural Increase



Source: Michigan Dept. of Community Health

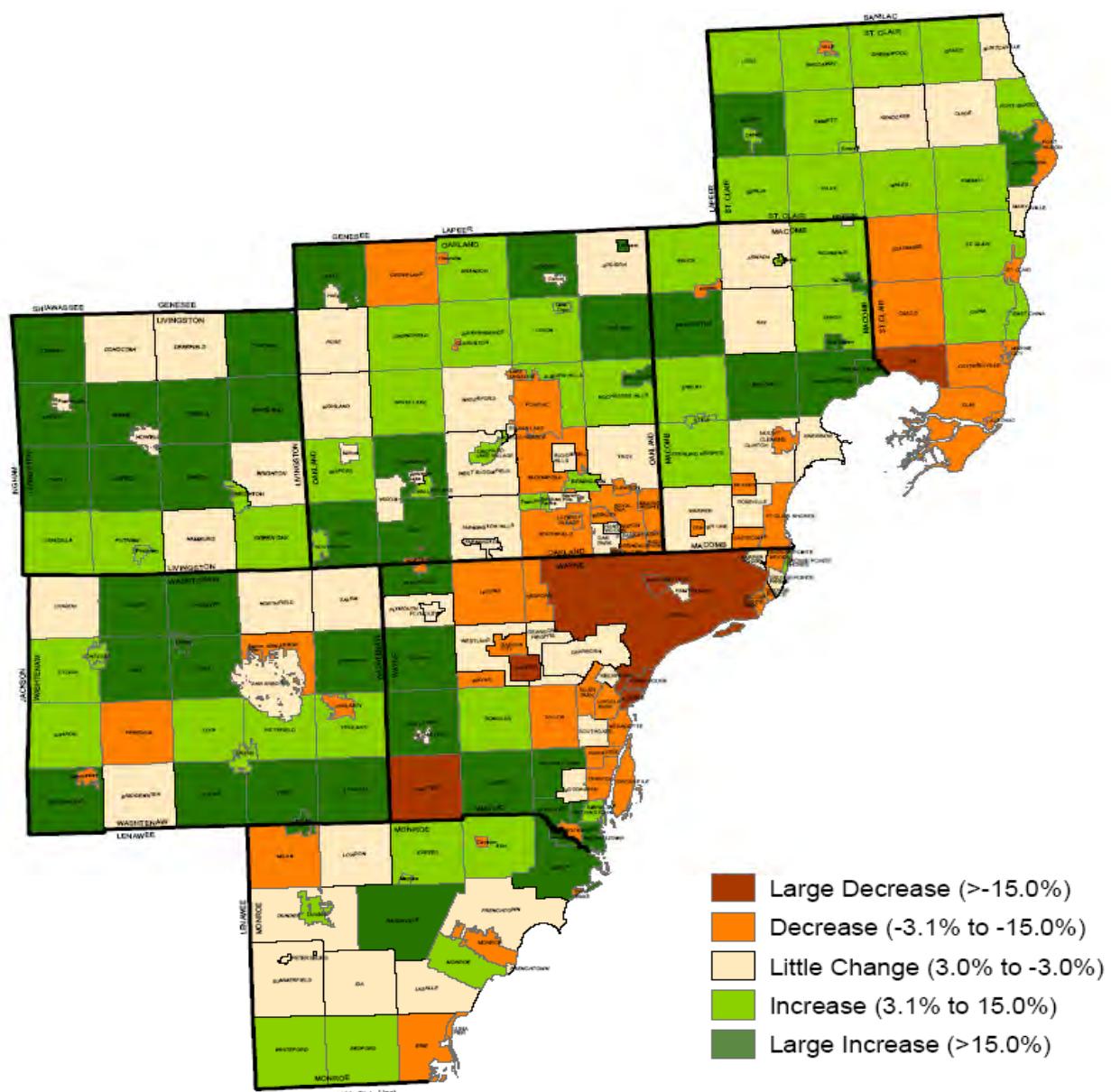
Oakland County Has Experienced Varying Amounts of Net Out-Migration Throughout the Decade



Source: Census Bureau

Percent Population Change by Community, 2000-2010

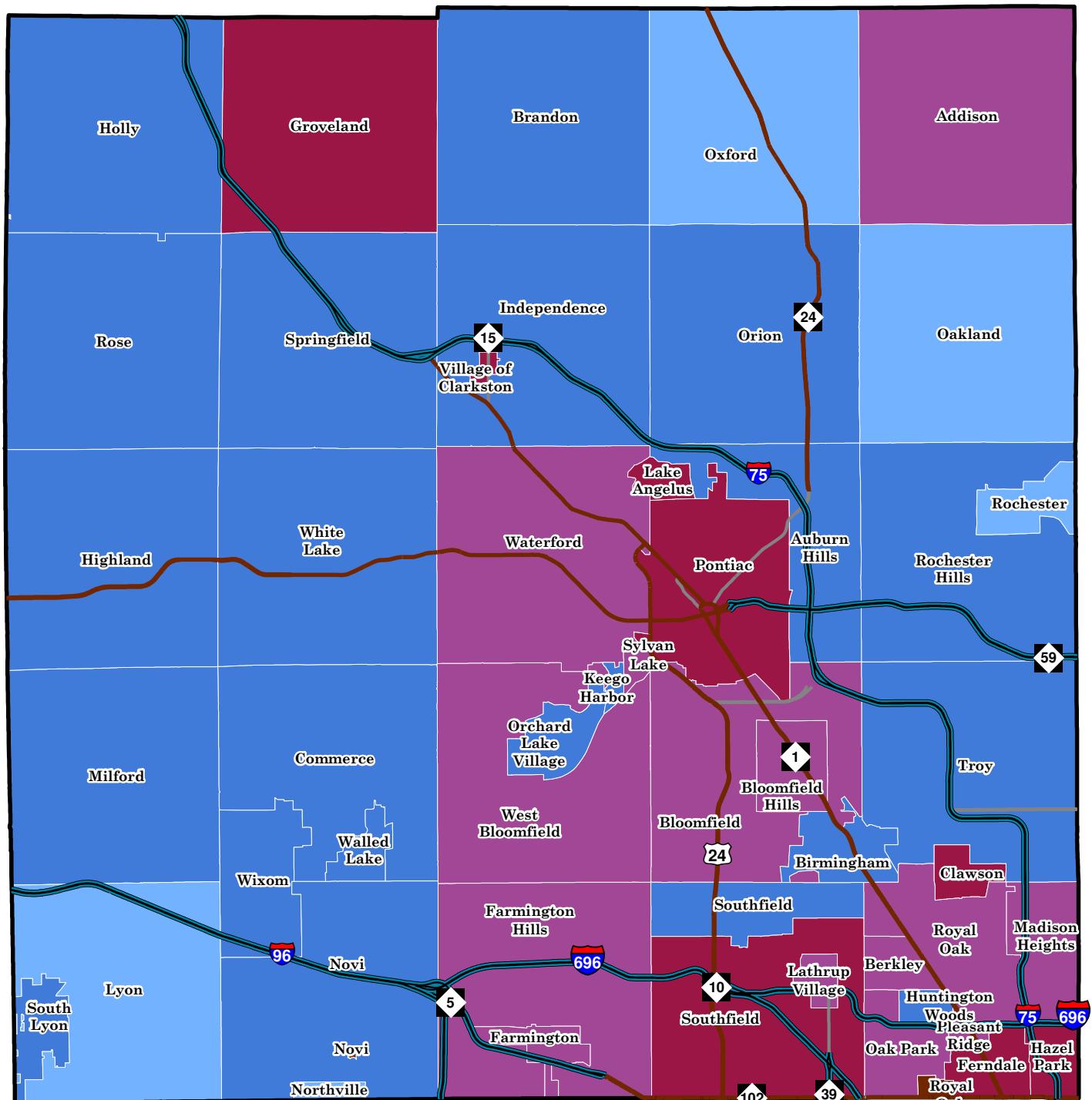
Southeast Michigan



Source: Census 2000, 2010

Oakland County, MI, Percent Change in Population, 2000-2010

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0 2.5 5 10 Miles

Source: D3

County Subdivision	
% Pop. Change 2000-2010	
	-55.6% to -20%
	-19.9% to -7%
	-6.9% to 0%
	0.1% to 20%
	20.1% to 78.1%

10 QUESTIONS MINUTES

TO DEFINE WHO WE ARE AS A NATION

The Census: A Snapshot

- **What:** The census is a count of everyone residing in the United States.
- **Who:** All U.S. residents must be counted—both citizens and non citizens.
- **When:** You will receive your questionnaire in March 2010 either by U.S. mail or hand delivery. Some people in remote areas will be counted in person.
- **Why:** The U.S. Constitution requires a national census once every 10 years to count the population and determine the number of seats each state will have in the U.S. House of Representatives.
- **How:** Households should complete and mail back their questionnaires upon receipt. Households that do not respond may receive a replacement questionnaire in early April. Census takers will visit households that do not return questionnaires to take a count in person.

A Complete Count: The Importance of Census Data

- Every year, the federal government allocates more than \$400 billion to states and communities based, in part, on census data.
- Census data are used to determine locations for retail stores, schools, hospitals, new housing developments and other community facilities.
- Census data determine boundaries for state and local legislative and congressional districts.

2010 Census Questionnaire: Easy, Important and Safe

- With only 10 questions, the 2010 Census questionnaire takes approximately 10 minutes to complete. Households are asked to provide key demographic information, including: whether a housing unit is rented or owned; the address of the residence; and the names, genders, ages and races of others living in the household.
- By law, the Census Bureau cannot share an individual's responses with anyone, including other federal agencies and law enforcement entities.

United States®
Census
2010

CENSUS HISTORY

The first census took place in 1790 to determine the number of seats each state would have in the U.S. House of Representatives. The census also was created to gain a better understanding of where people lived and to establish patterns of settlement as the nation grew.

ABOUT THE CENSUS BUREAU

The Census Bureau was established in 1902. Today, in addition to administering the census of population and housing, the Census Bureau conducts more than 200 annual surveys, including the American Community Survey, the Current Population Survey and economic censuses every five years.



We move
forward
when you
send it back.

United States
**Census
2010**

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

This is your official U.S. Census form. It is quick, easy, and your answers are protected by law. Please complete your form in the language most comfortable for you and return it today.

Start here

Use a blue or black pen.

The Census must count every person living in the United States on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1?

Mark all that apply.

- Children, such as newborn babies or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home —

Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.

Area Code + Number

<input type="text"/>	<input type="text"/>	<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>
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United States
**Census
2010**

DEPARTAMENTO DE COMERCIO DE LOS EE.UU.
Administración de Economía y Estadísticas
OFICINA DEL CENSO DE LOS EE.UU.

Este es su cuestionario oficial del Censo de los EE.UU. Es fácil, rápido de contestar y sus respuestas están protegidas por ley. Por favor, complete su cuestionario en el idioma que le sea más cómodo y devuélvalo por correo hoy.

Comience aquí

Use un bolígrafo de tinta azul o negra.

El Censo tiene que contar a cada persona que vive en los Estados Unidos el 1 de abril de 2010.

Antes de contestar la Pregunta 1, cuente a las personas que viven en esta casa, apartamento o casa móvil usando nuestras instrucciones.

- Cuente a todas las personas, incluyendo a bebés, que viven y duermen aquí la mayor parte del tiempo.

La Oficina del Censo también lleva a cabo recuentos en instituciones y otros lugares, por lo tanto:

- No cuente a alguien que no vive aquí por estar en la universidad o en las Fuerzas Armadas.
- No cuente a alguien que está en un hogar de convalecencia, cárcel, prisión, centro de detención, etc., el 1 de abril de 2010.
- No incluya a estas personas en su cuestionario, aunque vuelvan a vivir aquí después de salir de la universidad, hogar de convalecencia, ejército, cárcel, etc. De otra manera, serán contadas dos veces.

El Censo también tiene que incluir a las personas sin un lugar permanente donde quedarse, por lo tanto:

- Si alguien sin un lugar permanente donde quedarse se está quedando aquí el 1 de abril de 2010, cuente a esa persona. De lo contrario, puede que no sea contada en el censo.

1. ¿Cuántas personas vivían o se quedaban en esta casa, apartamento o casa móvil el 1 de abril de 2010?

Número de personas =

2. ¿Había personas adicionales quedándose aquí el 1 de abril de 2010 que usted no incluyó en la Pregunta 1?

Marque todas las que apliquen.

- Niños, tales como bebés recién nacidos o hijos de crianza (foster)
- Parientes, tales como hijos adultos, primos o parientes políticos
- Personas que no son parientes, tales como compañeros de cuarto o niñeras que viven en el hogar
- Personas que se quedan aquí temporalmente
- No hay personas adicionales

3. ¿Es esta casa, apartamento o casa móvil —

Marque UNA casilla.

- Propiedad suya o de alguien en este hogar con una hipoteca o préstamo? *Incluya los préstamos sobre el valor líquido de la casa.*
- Propiedad suya o de alguien en este hogar libre y sin deuda (sin una hipoteca o préstamo)?
- Alquilado(a)?
- Ocupado(a) sin pago de alquiler?

4. ¿Cuál es su número de teléfono? Puede que lo llamemos si no entendemos una respuesta.

Código de Área + Número

<input type="text"/>	<input type="text"/>	<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Person 1

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

What is Person 1's name? Print name below.

Last Name

First Name MI

6. What is Person 1's sex? Mark ONE box.

Male Female

7. What is Person 1's age and what is Person 1's date of birth?

Please report babies as age 0 when the child is less than 1 year old.

Print numbers in boxes.

Age on April 1, 2010 Month Day Year of birth

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

No, not of Hispanic, Latino, or Spanish origin
 Yes, Mexican, Mexican Am., Chicano
 Yes, Puerto Rican
 Yes, Cuban
 Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on. ↗

9. What is Person 1's race? Mark one or more boxes.

White
 Black, African Am., or Negro
 American Indian or Alaska Native — Print name of enrolled or principal tribe. ↗

Asian Indian Japanese Native Hawaiian
 Chinese Korean Guamanian or Chamorro
 Filipino Vietnamese Samoan
 Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ↗ Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on. ↗

Some other race — Print race. ↗

10. Does Person 1 sometimes live or stay somewhere else?

No Yes — Mark all that apply.
 In college housing For child custody
 In the military In jail or prison
 At a seasonal or second residence In a nursing home
 For another reason

→ If more people live here, continue with Person 2.

Persona 1

5. Por favor, provea información para cada persona que vive aquí. Comience con la persona que es dueña o alquila esta casa, apartamento o casa móvil. Si el dueño o inquilino vive en otro lugar, comience con cualquier adulto que viva aquí. Éste será la Persona 1. ¿Cuál es el nombre de la Persona 1? Escriba el nombre a continuación.

Apellido

Nombre Inicial

6. ¿Cuál es el sexo de la Persona 1? Marque UNA casilla.

Masculino Femenino

7. ¿Cuál es la edad de la Persona 1 y cuál es su fecha de nacimiento? Escriba 0 para los bebés que tengan menos de 1 año de edad.

Edad el 1 de abril de 2010 Mes Día Año de nacimiento

→ NOTA: Por favor, conteste la Pregunta 8 sobre origen hispano Y la Pregunta 9 sobre raza. Para este censo, origen hispano no es una raza.

8. ¿Es la Persona 1 de origen hispano, latino o español?

No, no es de origen hispano, latino o español
 Sí, mexicano, mexicano americano, chicano
 Sí, puertorriqueño
 Sí, cubano
 Sí, otro origen hispano, latino o español — Escriba el origen, por ejemplo, argentino, colombiano, dominicano, nicaragüense, salvadoreño, español, etc. ↗

9. ¿Cuál es la raza de la Persona 1? Marque una o más casillas.

Blanca
 Negra o africana americana
 India americana o nativa de Alaska — Escriba el nombre de la tribu en la que está inscrita o la tribu principal. ↗

India asiática Japonesa Natividad de Hawaii
 China Coreana Guameña o Chamorro
 Filipina Vietnamita Samoana
 Otra asiática — Escriba la raza, por ejemplo, hmong, laosiana, tailandesa, paquistaní, camboyana, etc. ↗ Otra de las islas del Pacífico — Escriba la raza, por ejemplo, fijiana, tongana, etc. ↗

Alguna otra raza — Escriba la raza. ↗

10. ¿Vive o se queda a veces la Persona 1 en algún otro lugar?

No Sí — Marque todas las que apliquen.
 En vivienda universitaria Por custodia de niños
 En el servicio militar En la cárcel o prisión
 En vivienda de temporada o segunda residencia En un hogar de convalecencia
 Por alguna otra razón

→ Si más personas viven aquí, continúe con la Persona 2.

2010 http://2010.census.gov/2010census/how/interactive-form.php

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Preparing For the Census Taker Key Dates

Read. Watch. Connect.

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 "Can I fill out my form online?"

No. Not this time. We are experimenting with Internet response for the future.

Explore the form here ►

日本語の場合。
以下をクリックしてください。

NOTE: THE FORM CAN NOT BE FILLED OUT ONLINE.
Roll over any question below for a more in-depth look at the form and the information we ask of you.

1
2
3
4
5
6
7
8
9
10

9. What is Person 1's race? Mark X one or more boxes.

White
 Black, African Am., or Negro
 American Indian or Alaska Native — Print name of enrolled or principal tribe. ↗
 Asian Indian Japanese Native Hawaiian
 Chinese Korean Guamanian or Chamorro
 Filipino Vietnamese Samoan
 Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ↗
 Some other race — Print race. ↗

Asked since 1790. Race is key to implementing many federal laws and is needed to monitor compliance with the Voting Rights Act and the Civil Rights Act. State governments use the data to determine congressional, state and local voting districts. Race data are also used to assess fairness of employment practices, to monitor racial disparities in characteristics such as health and education and to plan and obtain funds for public services.

2010 http://2010.census.gov/2010census/how/interactive-form.php

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Preparing For the Census Taker Key Dates

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No, Not this time. We are experimenting with Internet response for the future.

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Eske w pale kreyòl ayisyen ?
Epiklike anba la a.

NOTE: THE FORM CAN NOT BE FILLED OUT ONLINE.
Roll over any question below for a more in-depth look at the form and the information we ask of you.

1
2
3
4
5
6
7
8
9
10

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on ↗

Asked since 1970. The data collected in this question are needed by federal agencies to monitor compliance with anti-discrimination provisions, such as under the Voting Rights Act and the Civil Rights Act. State and local governments may use the data to help plan and administer bilingual programs for people of Hispanic origin.



THE American Community Survey

This booklet shows the content of the American Community Survey questionnaire.

Please complete this form and return it as soon as possible after receiving it in the mail.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.



If you need help or have questions about completing this form, please call 1-800-354-7271. The telephone call is free.

Telephone Device for the Deaf (TDD):
Call 1-800-582-8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al 1-877-833-5625. Usted también puede pedir un cuestionario en español o completar su entrevista por teléfono con un entrevistador que habla español.

For more information about the American Community Survey, visit our web site at:
<http://www.census.gov/acs/www/>

U S C E N S U S B U R E A U



COPY

Start Here

→ Please print today's date.

Month	Day	Year
-------	-----	------

→ Please print the name and telephone number of the person who is filling out this form. We may contact you if there is a question.

Last Name

First Name

MI

Area Code + Number

		-	
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→ How many people are living or staying at this address?

- **INCLUDE** everyone who is living or staying here for more than 2 months.
- **INCLUDE** yourself if you are living here for more than 2 months.
- **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
- **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

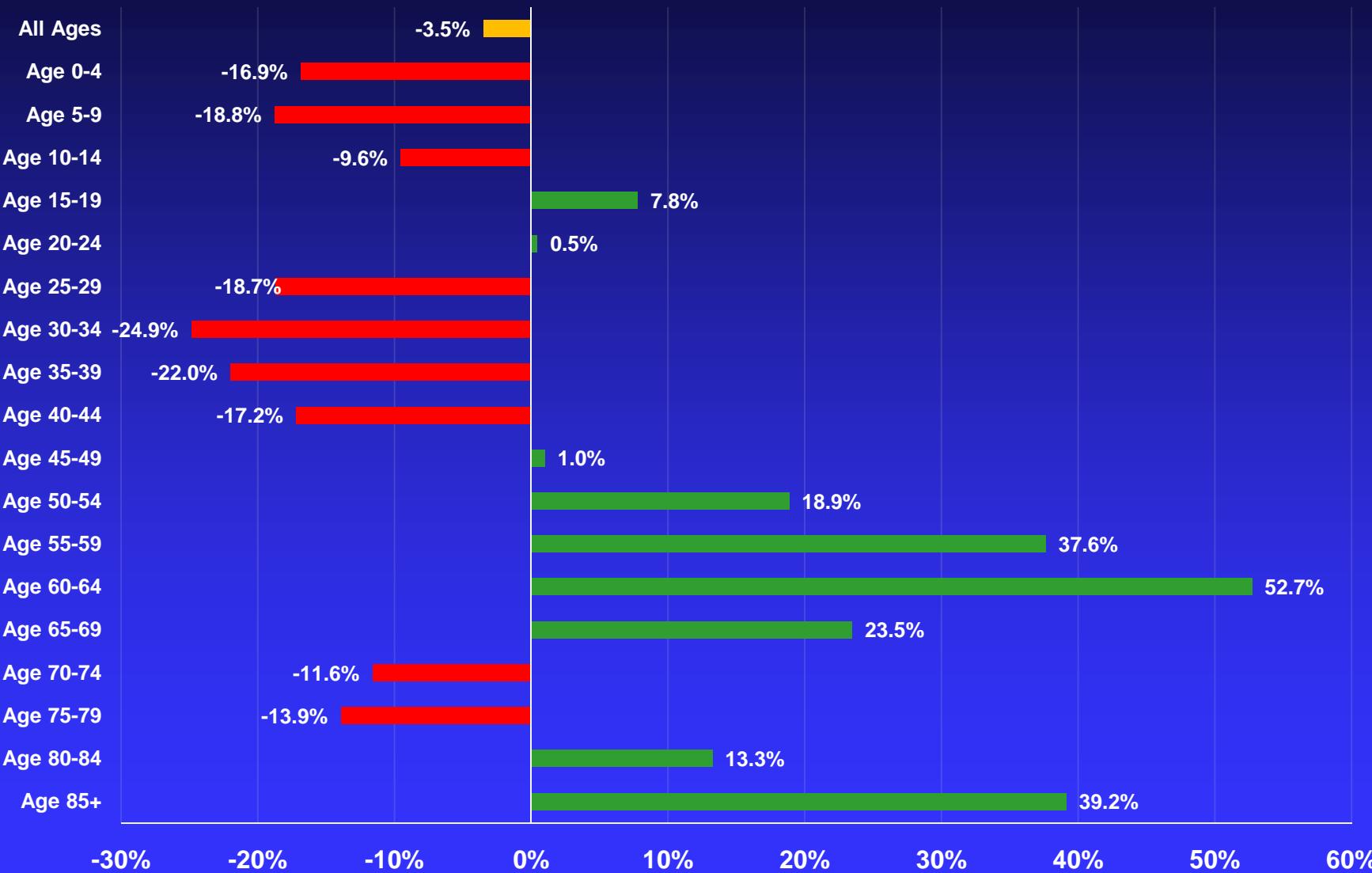
→ Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

The American Community Survey

- Substitute for Census Long Form – Sample Questions
 - Conducted Annually
 - Data Release is Dependent on Size of Community
-
- Areas of 65,000 Population or more – Annual (2009 is most recent)
 - Areas Between 20,000 and 65,000 – 3-Year Averages (2007-2009 is most recent)
 - Areas Less than 20,000 – 5-Year Averages (2005-2009 is most recent)

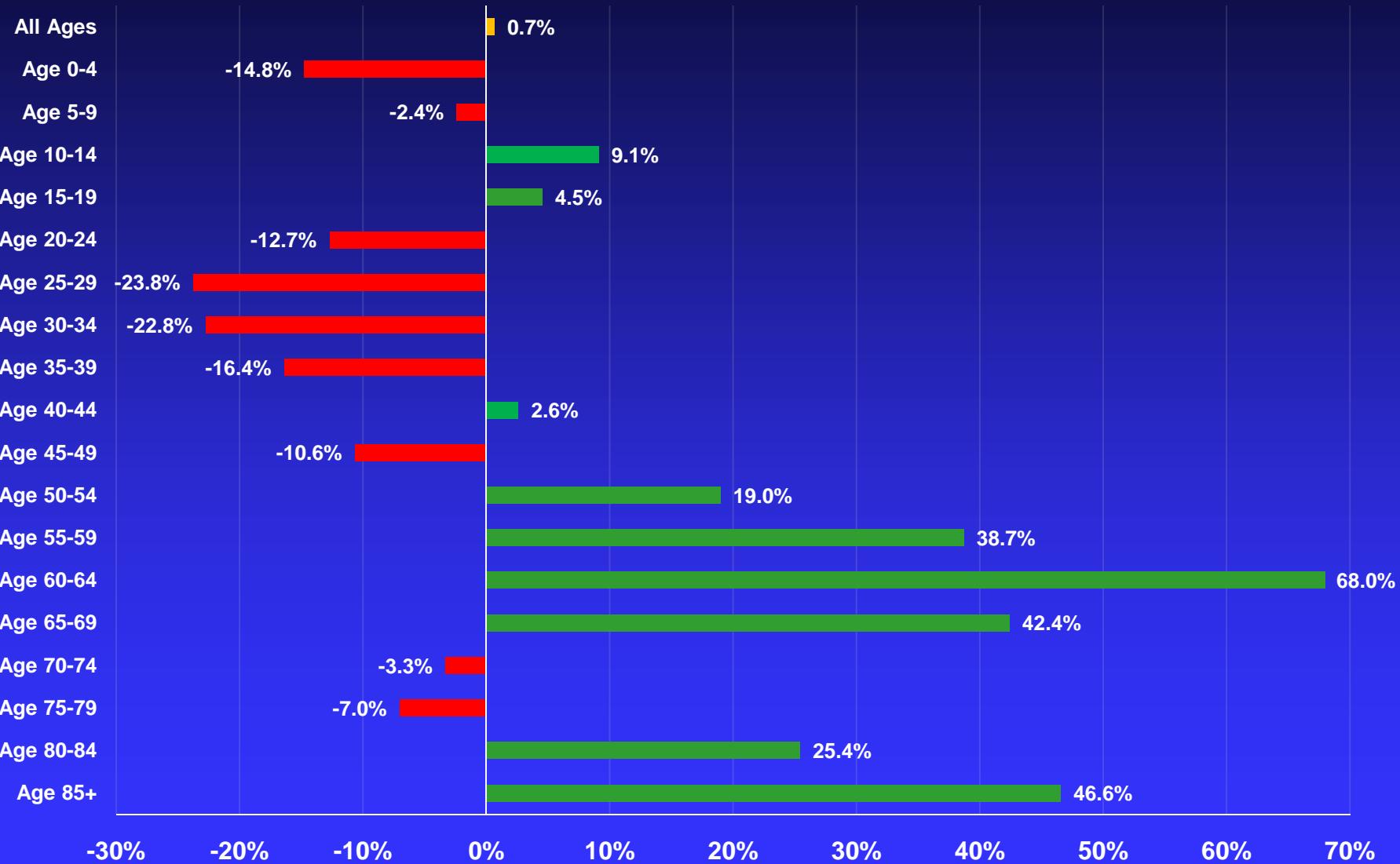
2000 – 2010 Population Change by Age Group

DETROIT MSA (6-COUNTY)



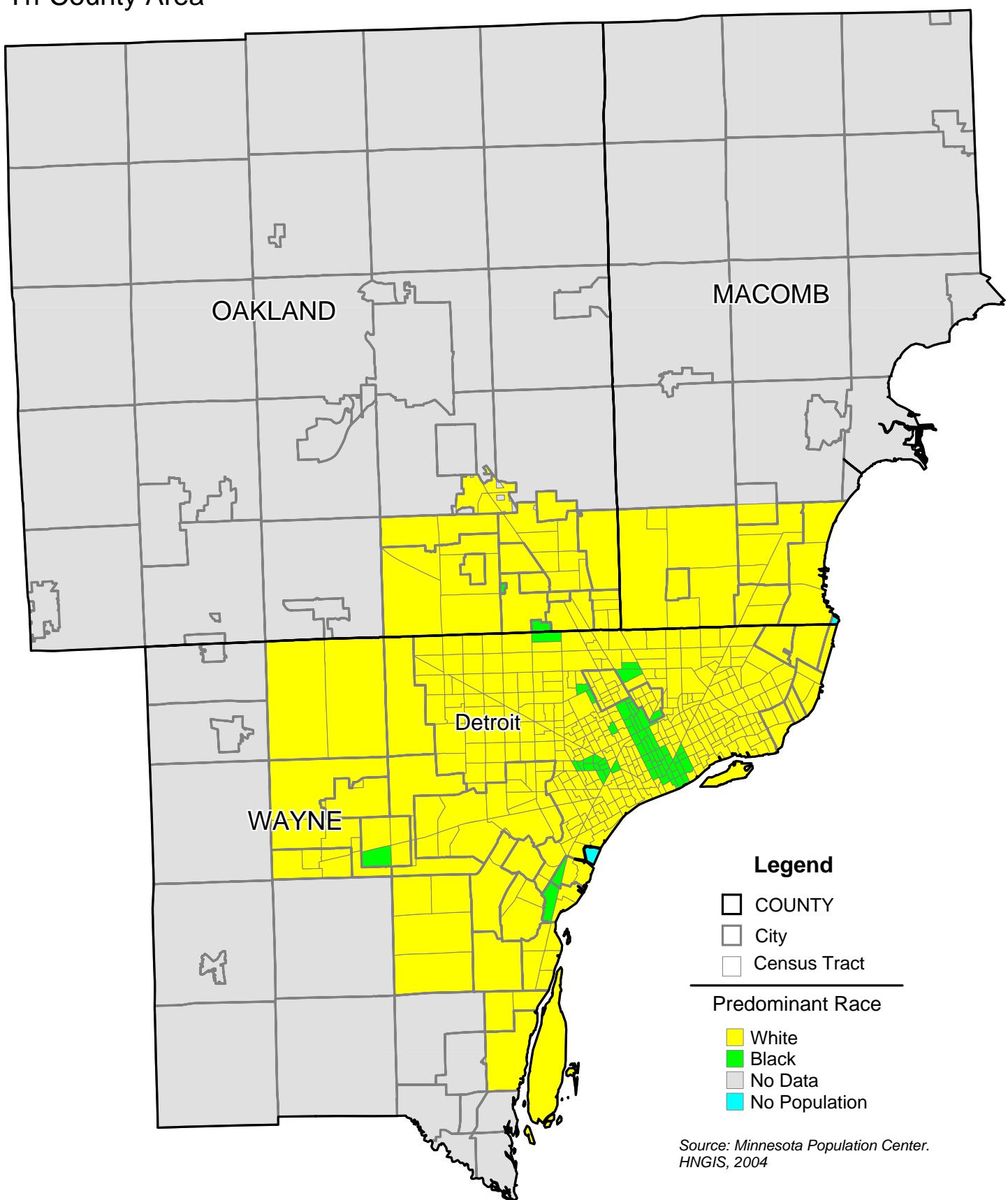
2000 – 2010 Population Change by Age Group

OAKLAND COUNTY



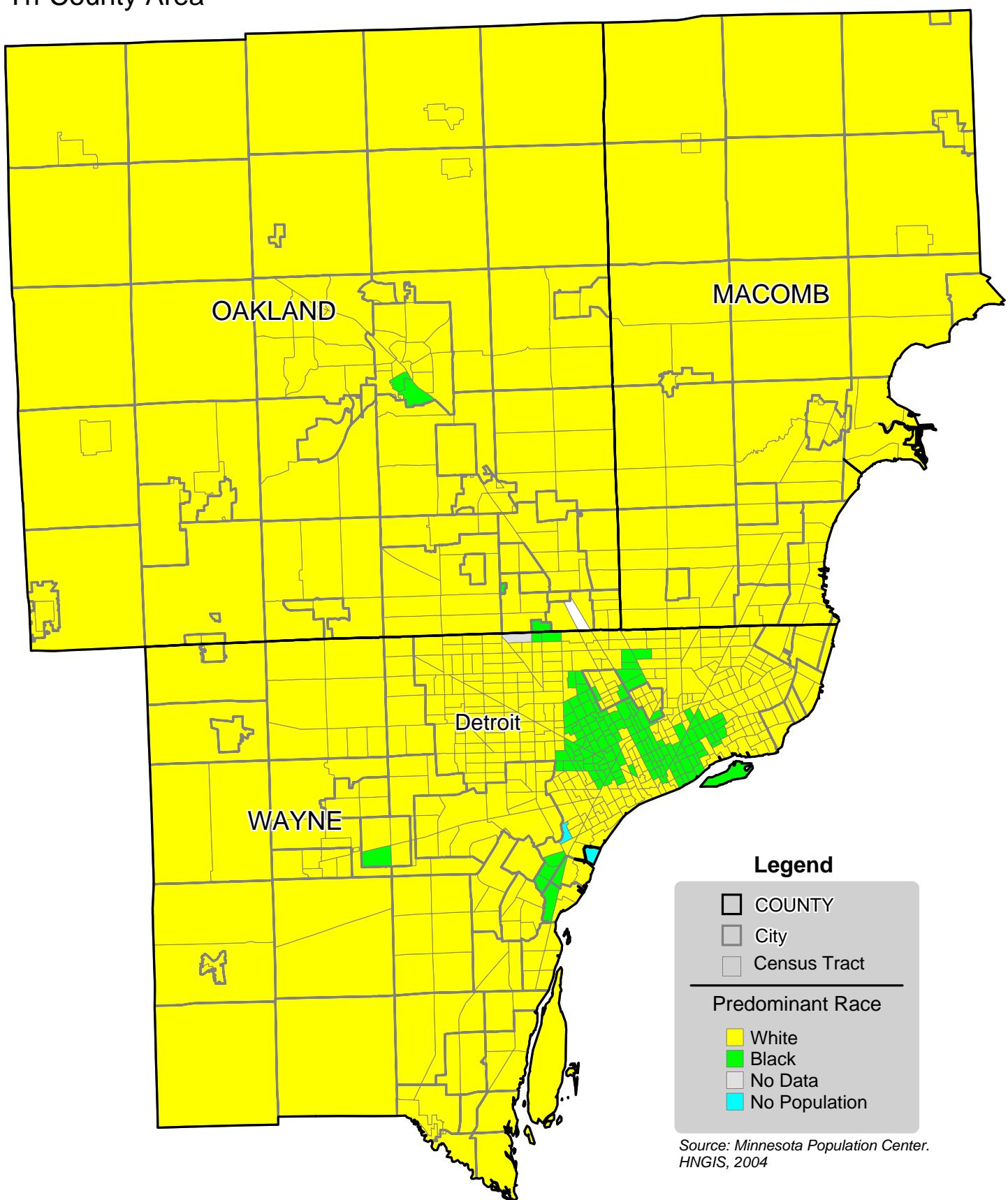
Predominant Race, 1950

Tri-County Area



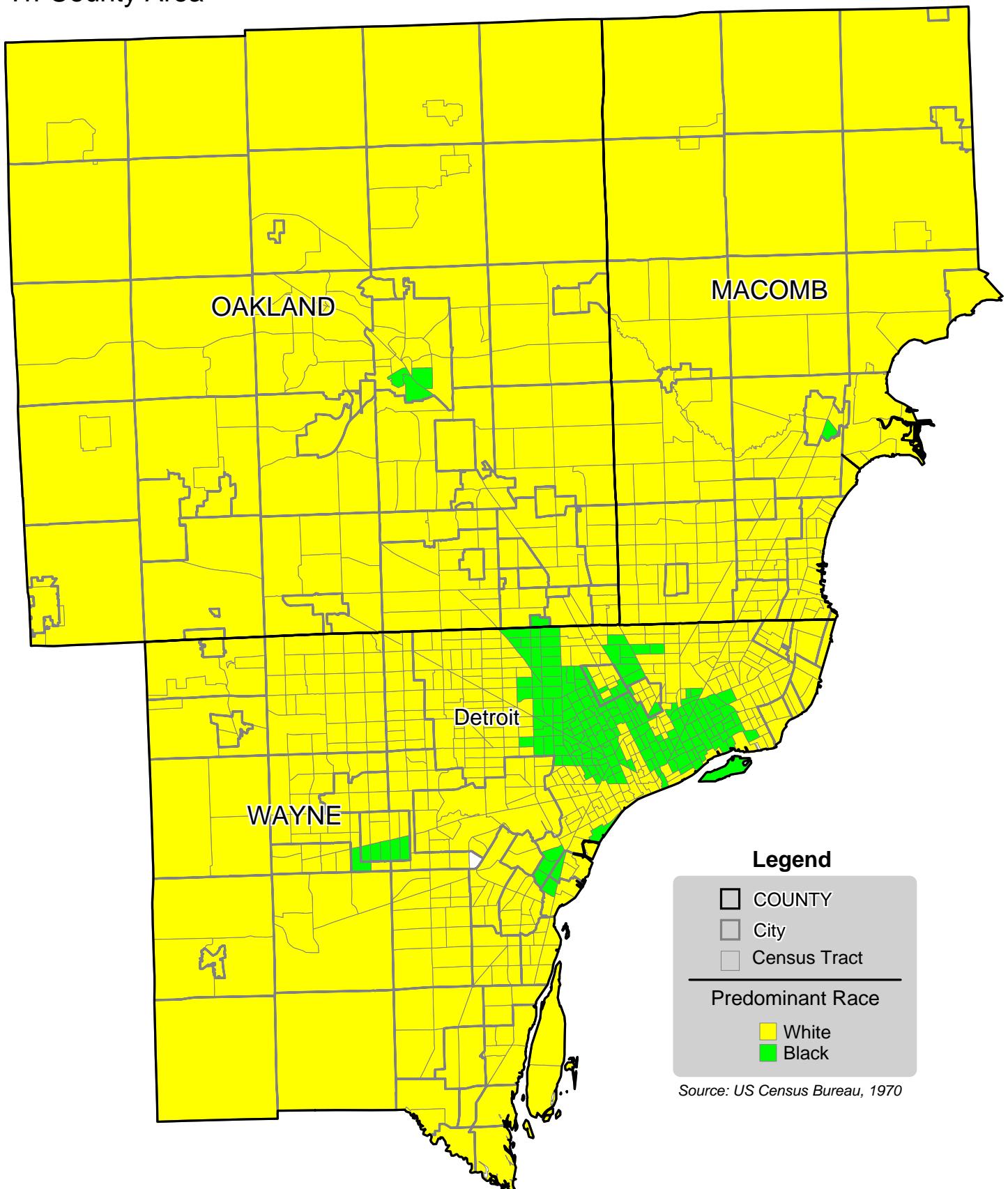
Predominant Race, 1960

Tri-County Area



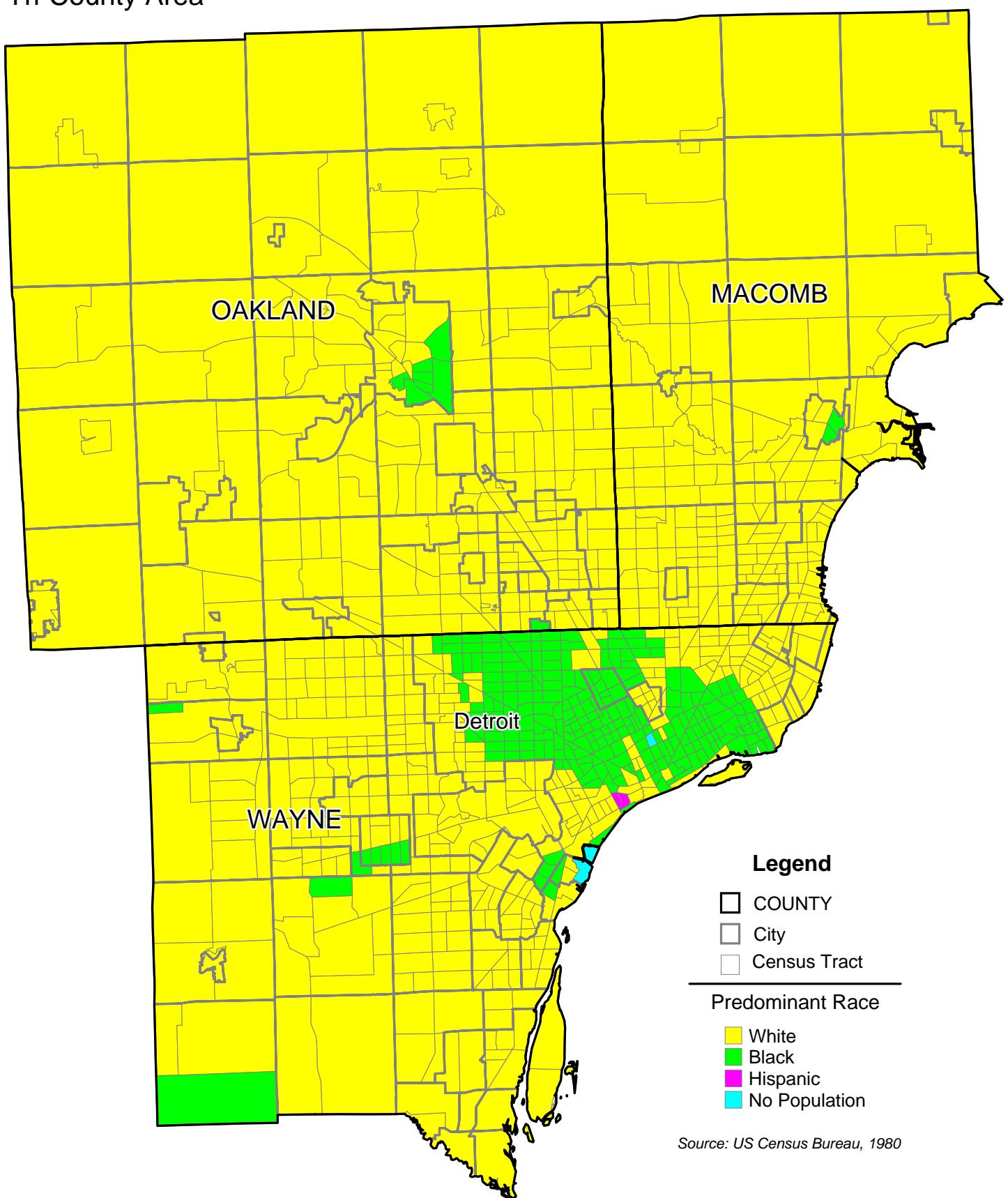
Predominant Race, 1970

Tri-County Area



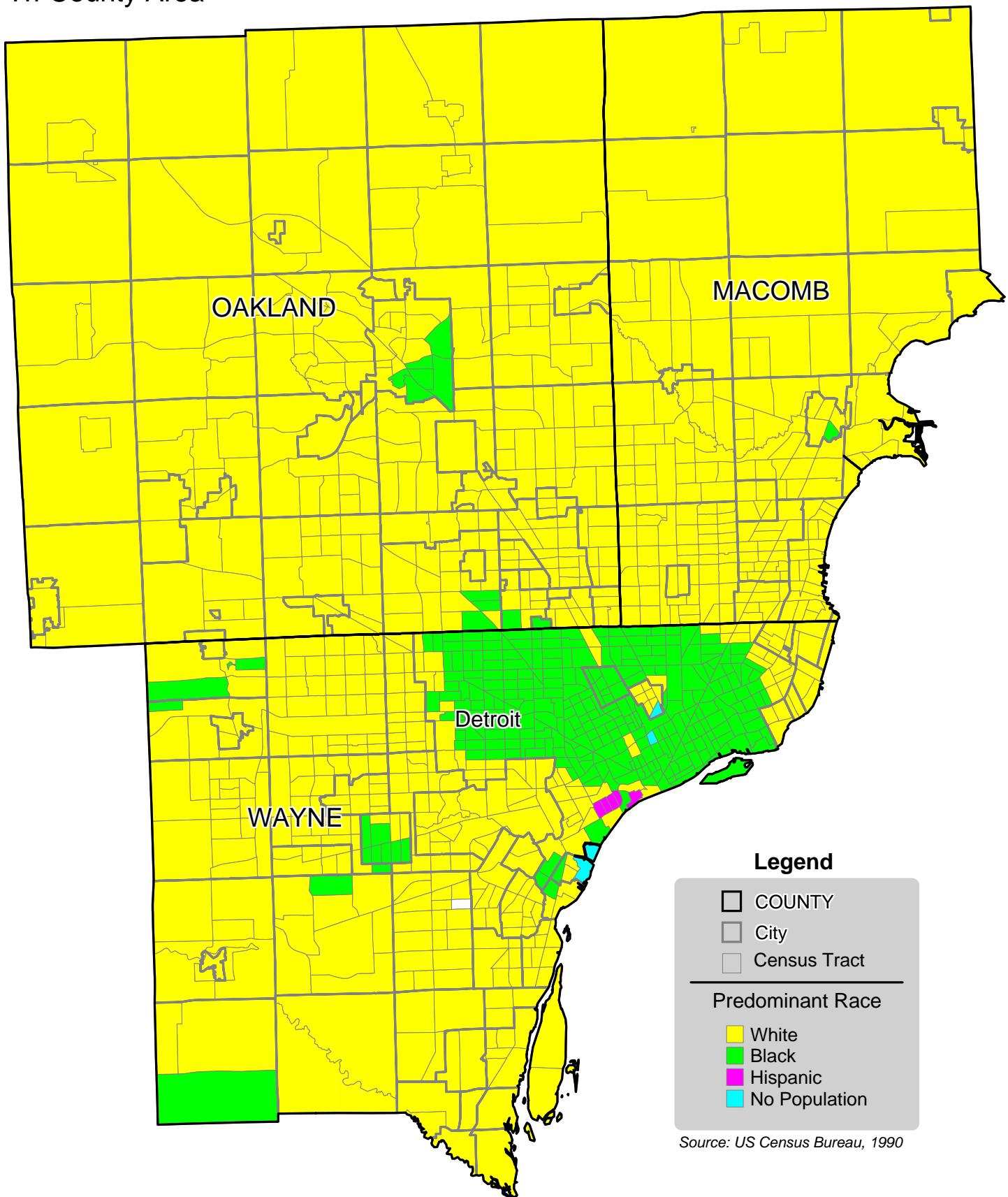
Predominant Race, 1980

Tri-County Area



Predominant Race, 1990

Tri-County Area



Source: US Census Bureau, 1990

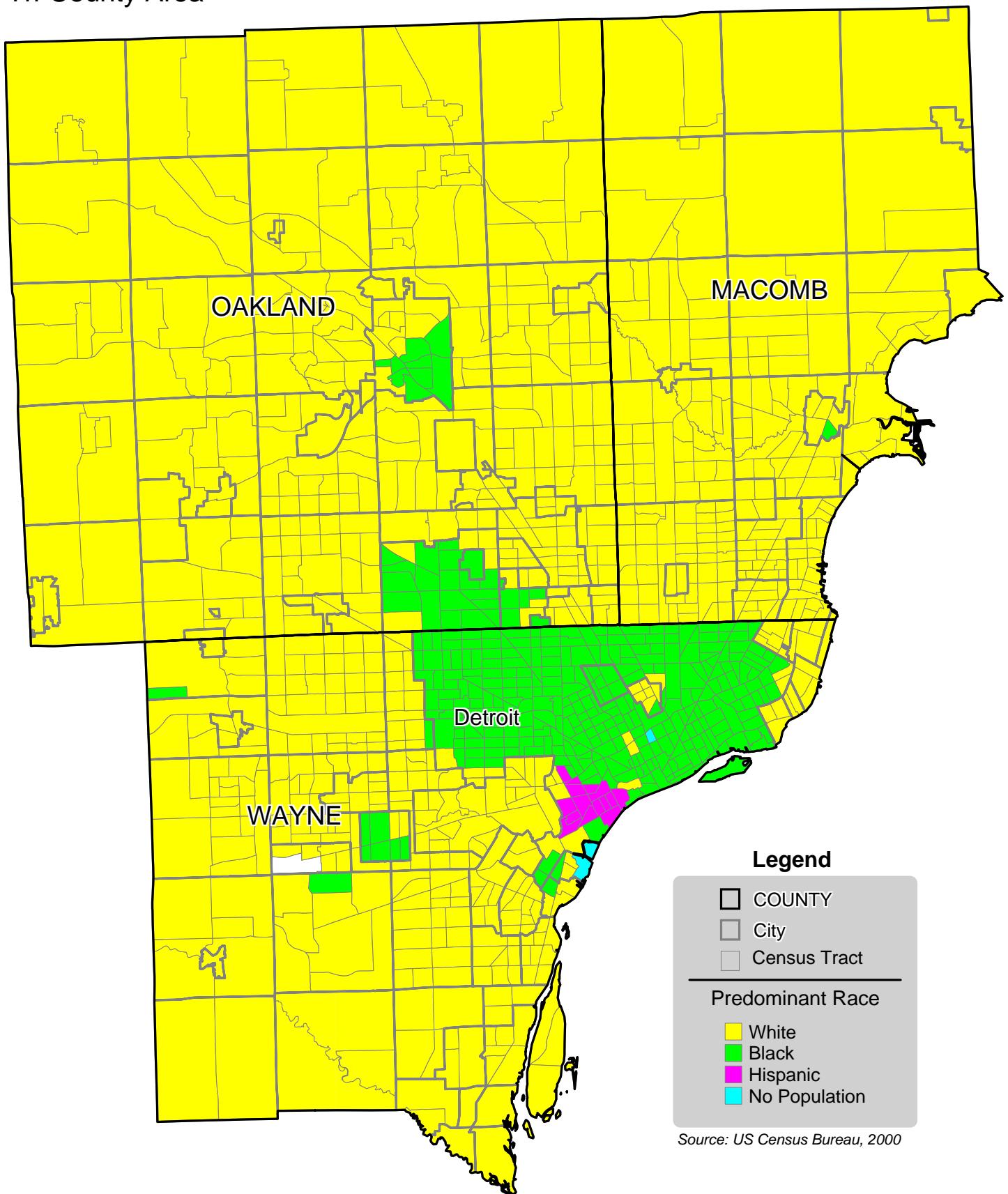
The Movement of Persons of Color to the Suburbs Marked the Decade of the 1990s

	White	Black	Asian	Hispanic	Multi/Othr
Macomb	34,402	10,838	8,005	4,457	12,841
Oakland	13,452	42,907	24,827	9,369	19,692
Washtenaw	12,095	7,992	8,779	3,108	7,414
Out-Wayne	-44,235	21,866	12,970	8,007	26,672
Detroit	-112,357	-2,563	1,219	18,694	18,664

Source: Census Bureau

Predominant Race, 2000

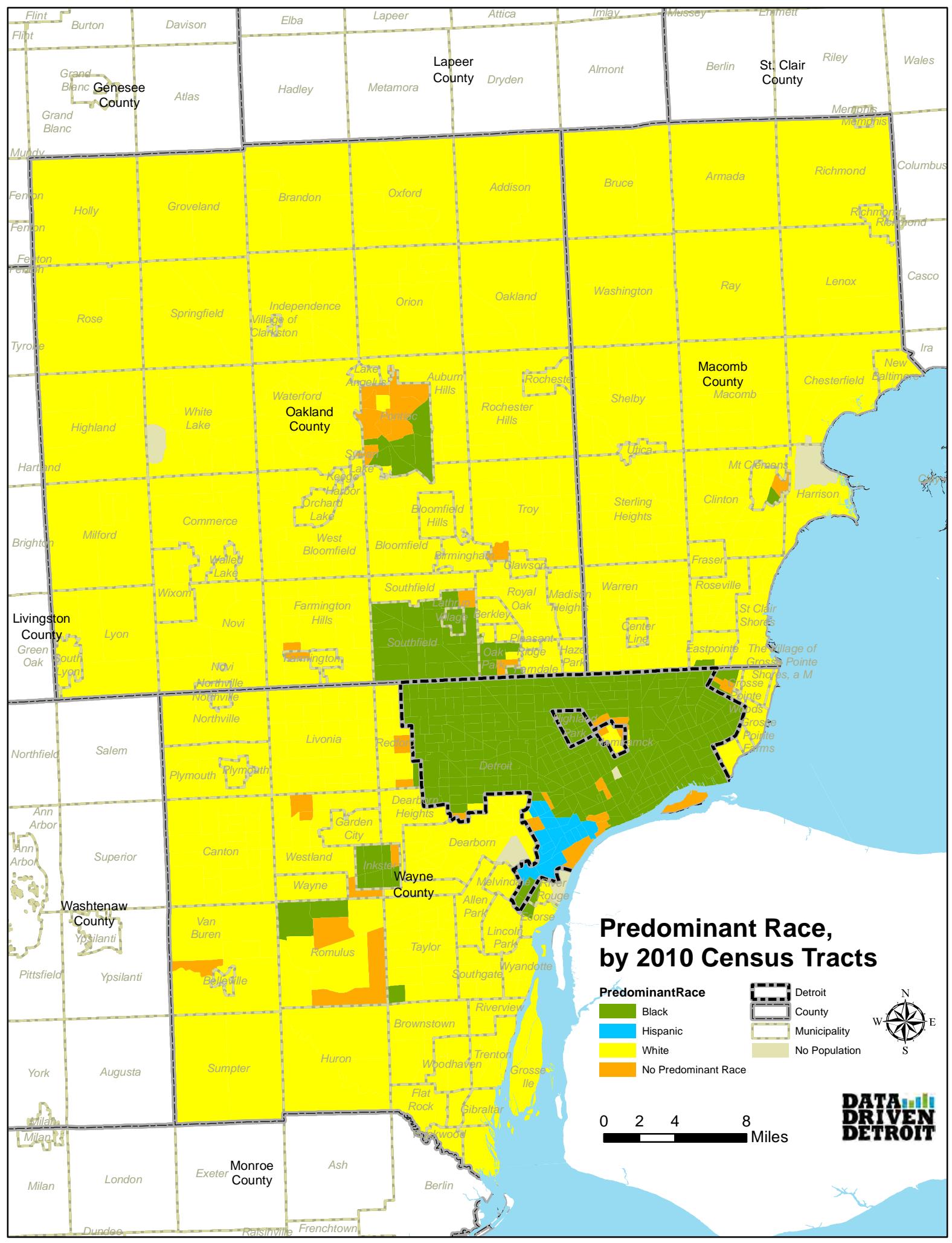
Tri-County Area



The Suburban Movement of the 1990s Increased Post-2000 With Exodus of African Americans From Detroit

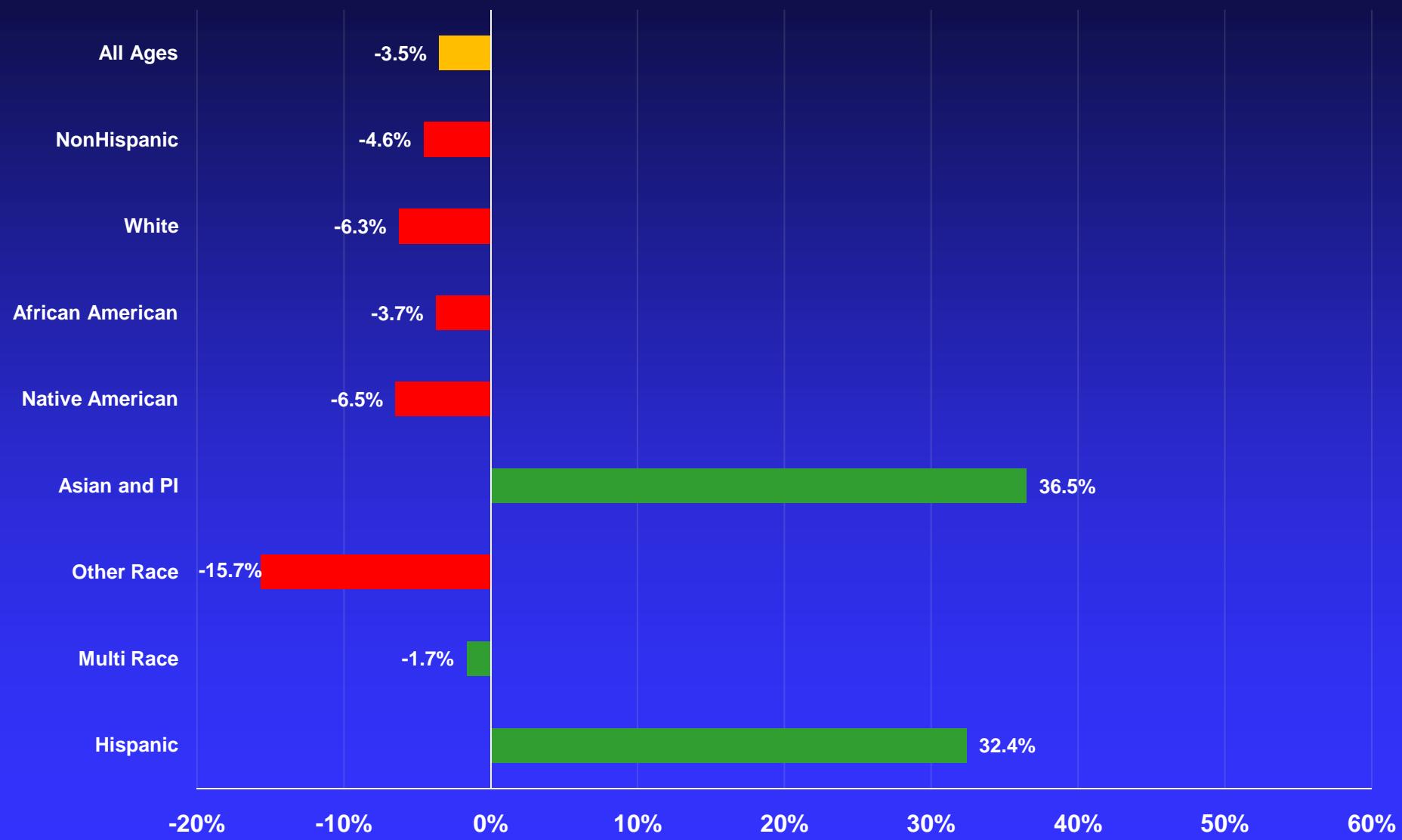
	White	African American	Asian	Hispanic	Other/Multi
Macomb	-16,189	50,902	8,176	6,660	2,664
Oakland	-68,354	42,595	18,319	12,921	2,104
Washtenaw	3,642	3,826	6,746	5,021	2,530
Wayne	-126,804	-131,826	10,659	18,053	-10,316
Out-Wayne	-82,487	53,567	12,445	16,541	-3,327
Detroit	-44,317	-185,393	-1,786	1,512	-6,989

Source: Census Bureau

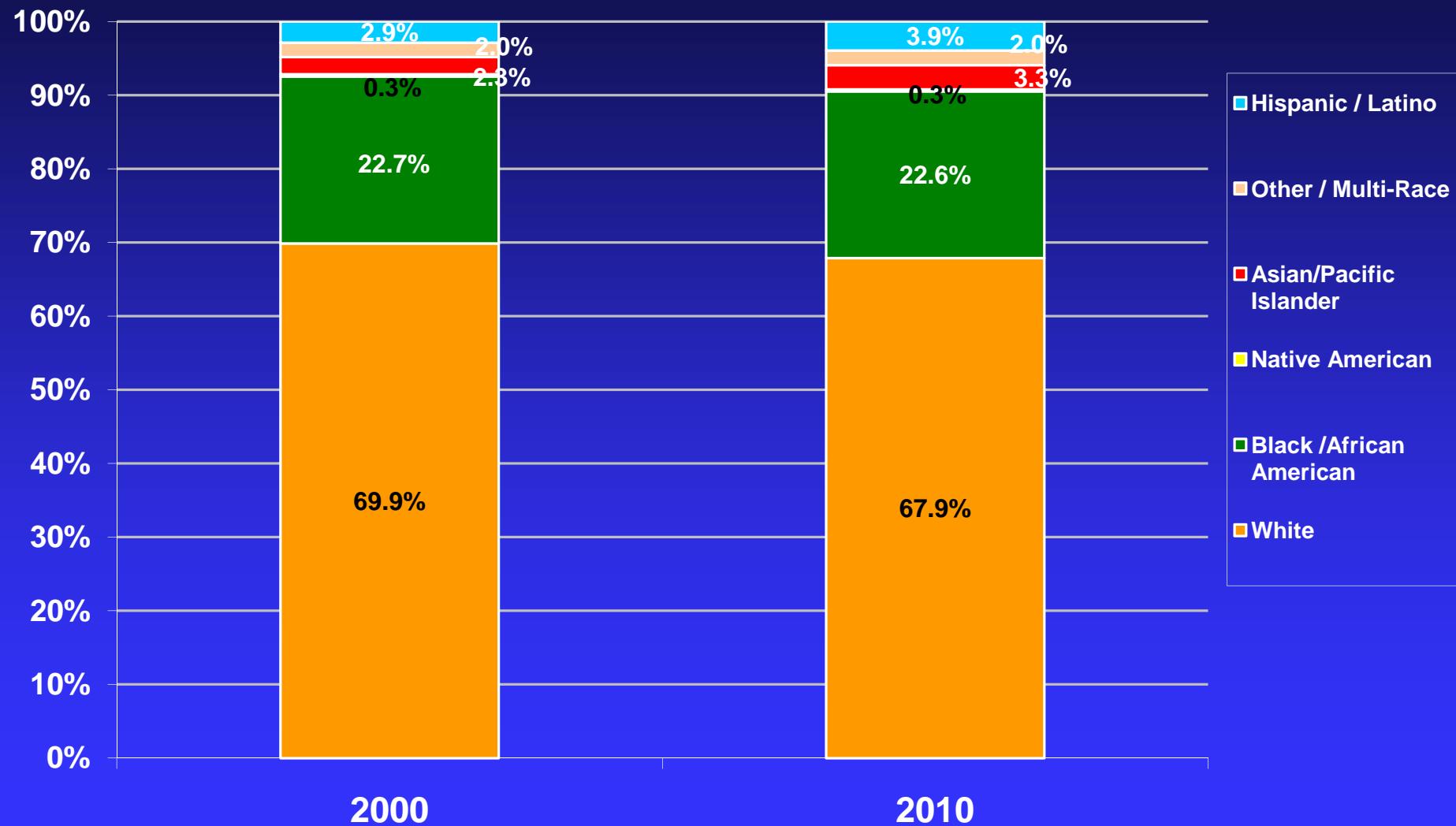


2000 – 2010 Population Change by Race/Ethnicity Group

DETROIT MSA (6-COUNTY)

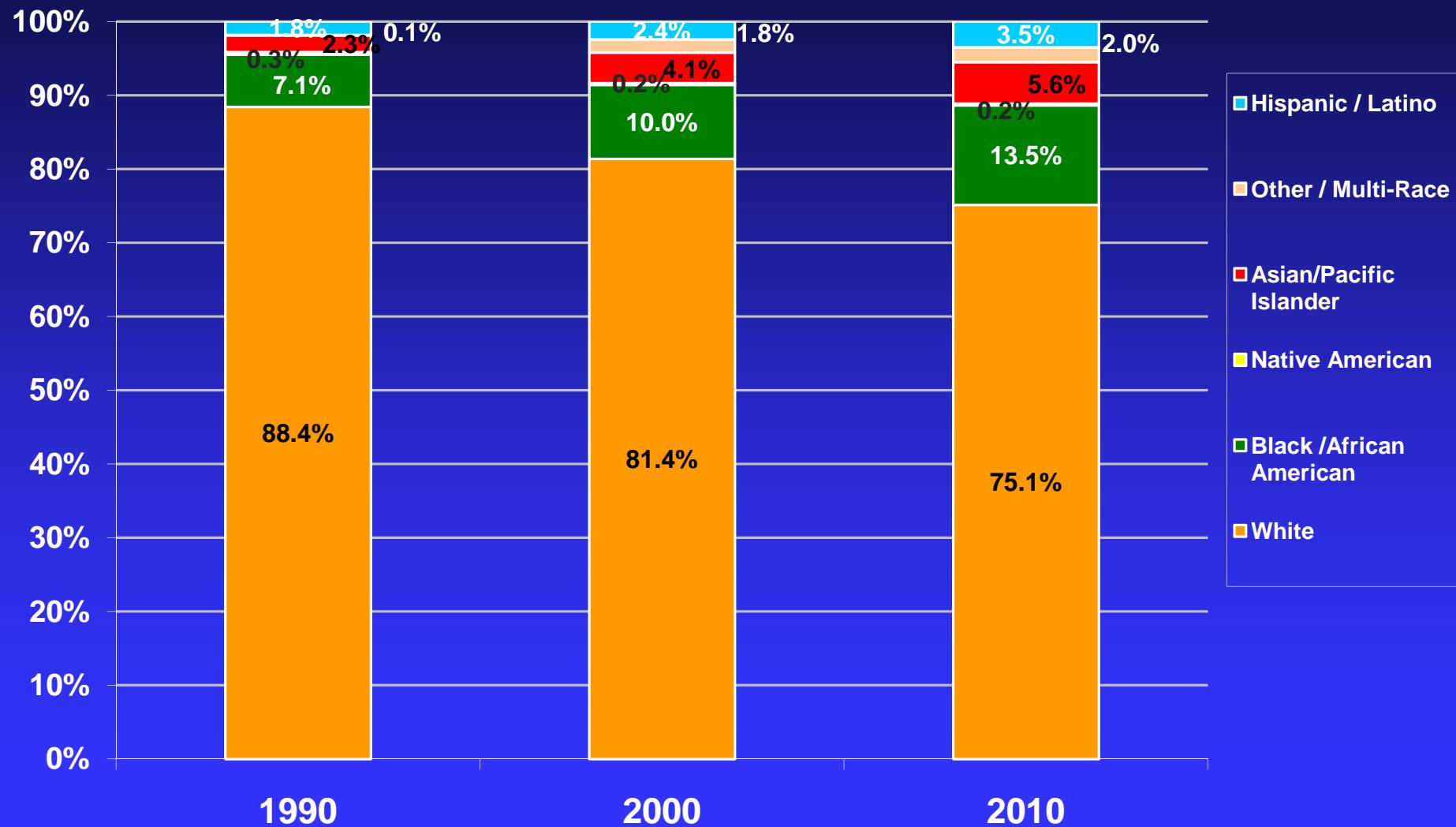


DETROIT MSA : Population by Race/Ethnicity: 2000 - 2010



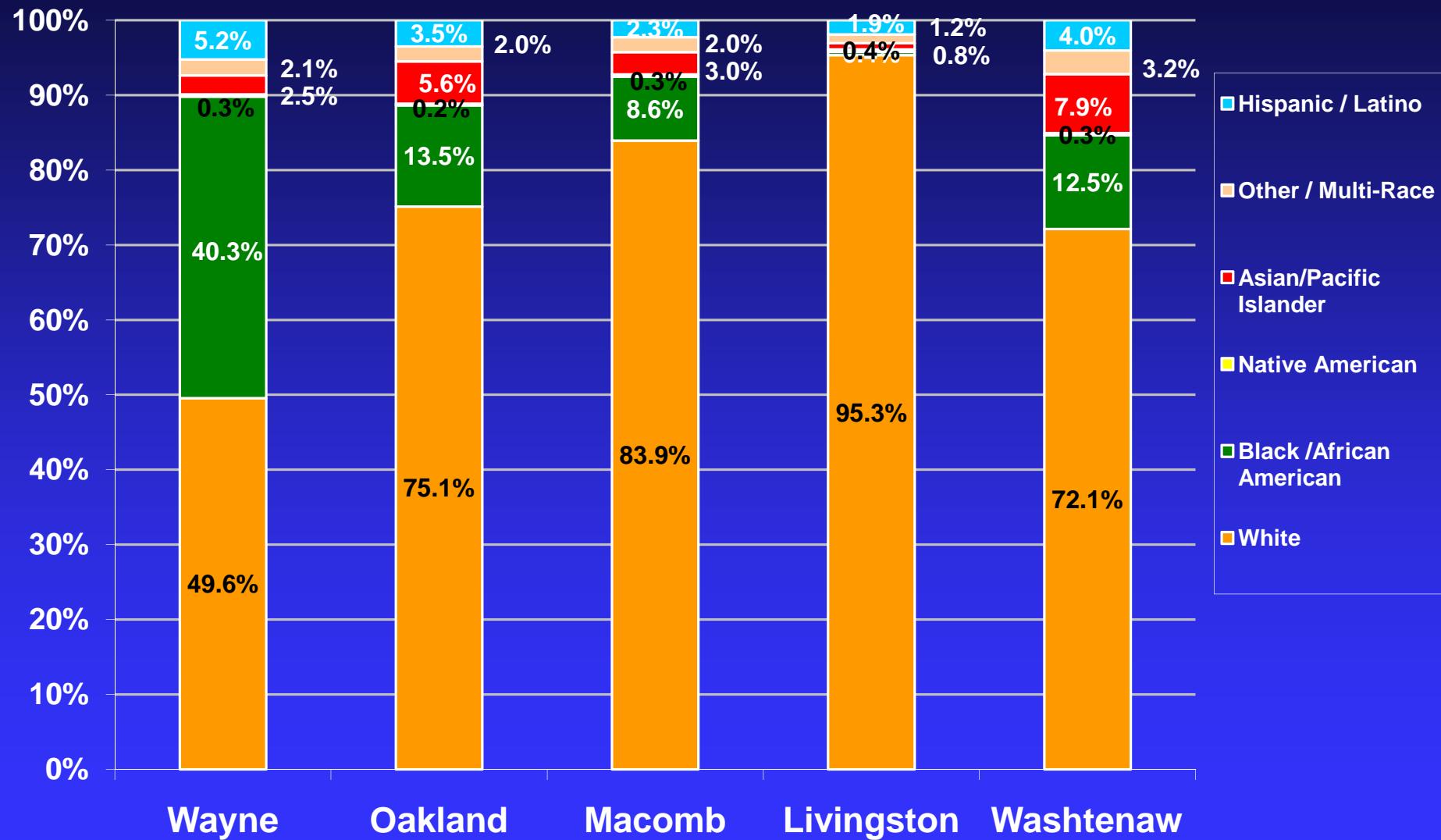
Source: Census Bureau

OAKLAND COUNTY: Population by Race/Ethnicity: 1990 - 2010



Source: Census Bureau

SELECT COUNTIES: Population by Race/Ethnicity: 2010



Source: Census Bureau

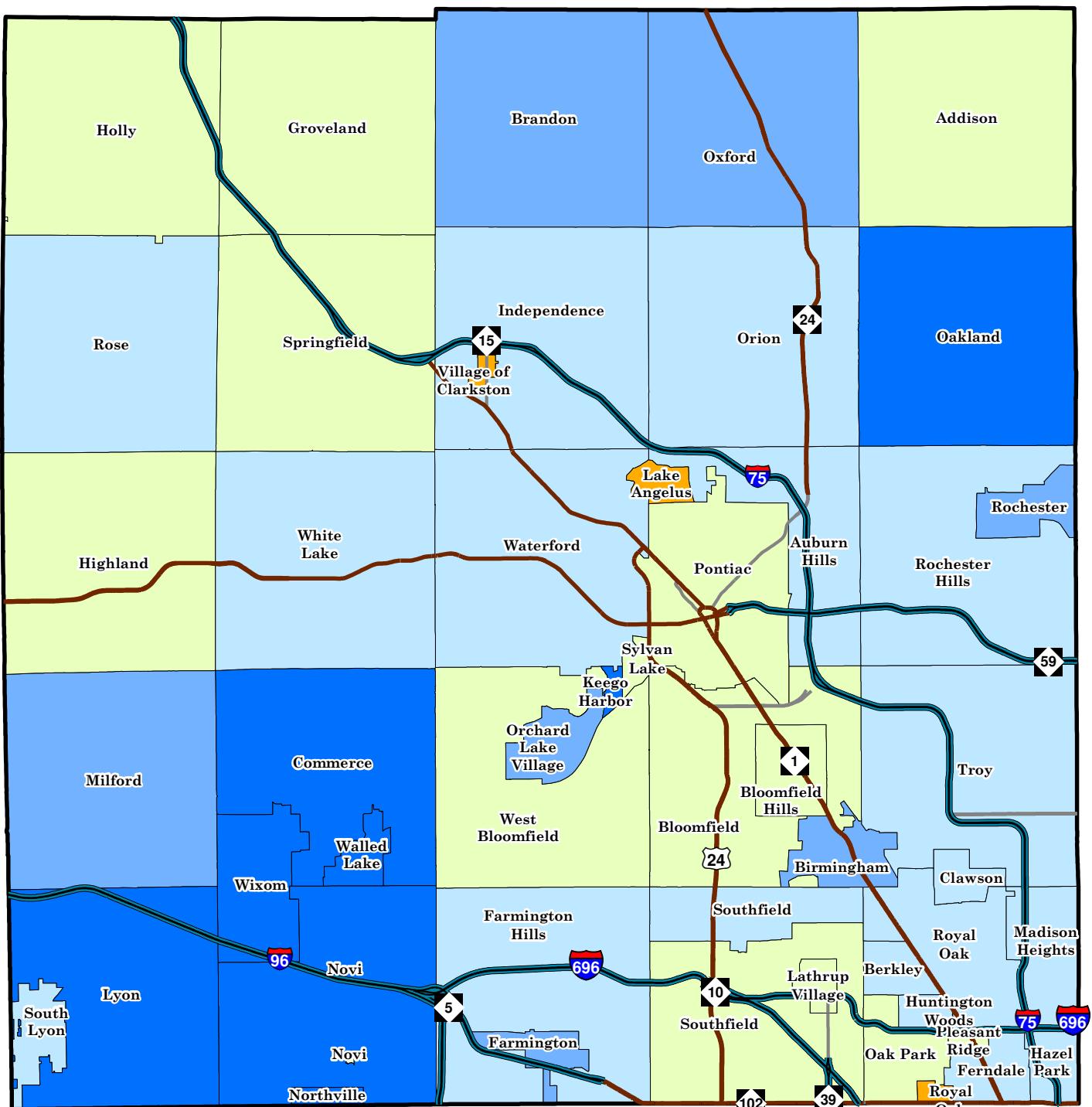
Distribution of Population by Major Race/Hispanic Origin Category: Oakland County, Michigan

Race/Hispanic Category	2000		2010		2000-2010 Percent Change
	Population Count	Percent of Total	Population Count	Percent of Total	
Total Population	1,194,156	100.0%	1,202,362	100.0%	+0.7%
Total Non-Hispanic White Alone	971,752	81.4%	903,398	75.1%	- 7.0%
Total Non-Hispanic Black/African American Alone	119,708	10.0%	162,303	13.5%	+35.6%
Total Non-Hispanic American Indian/Alaska Native Alone	2,854	0.2%	2,872	0.2%	+0.6%
Total Non-Hispanic Asian Alone	49,212	4.1%	67,577	5.6%	+37.3%
Total Non-Hispanic Native Hawaiian/Other Pacific Islander Alone	258	0.0%	212	0.0%	- 17.8%
Total Non-Hispanic Some Other Race Alone	1,681	0.1%	1,439	0.1%	- 14.4%
Total Non-Hispanic Two or More Races	19,692	1.6%	22,641	1.9%	+15.0%
Total Hispanic Alone	28,999	2.4%	41,920	3.5%	+44.6%
Housing					
Housing Units	492,006	100.0%	527,255	100.0%	+7.2%
Occupied	471,115	95.8%	483,698	91.7%	+2.7%
Vacant	20,891	4.2%	43,557	8.3%	+108.5%

Source: U.S. Census Bureau, 2010 Census, PL94-171 data file and Estimated Population by State by Age, Race, Sex, and Hispanic Origin for 2000-2009.

Oakland County, MI, Percent Change in Persons of Color, 2000-2010

DATA DRIVEN DETROIT

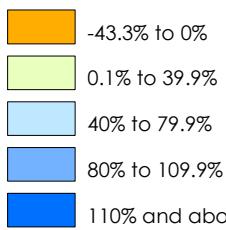


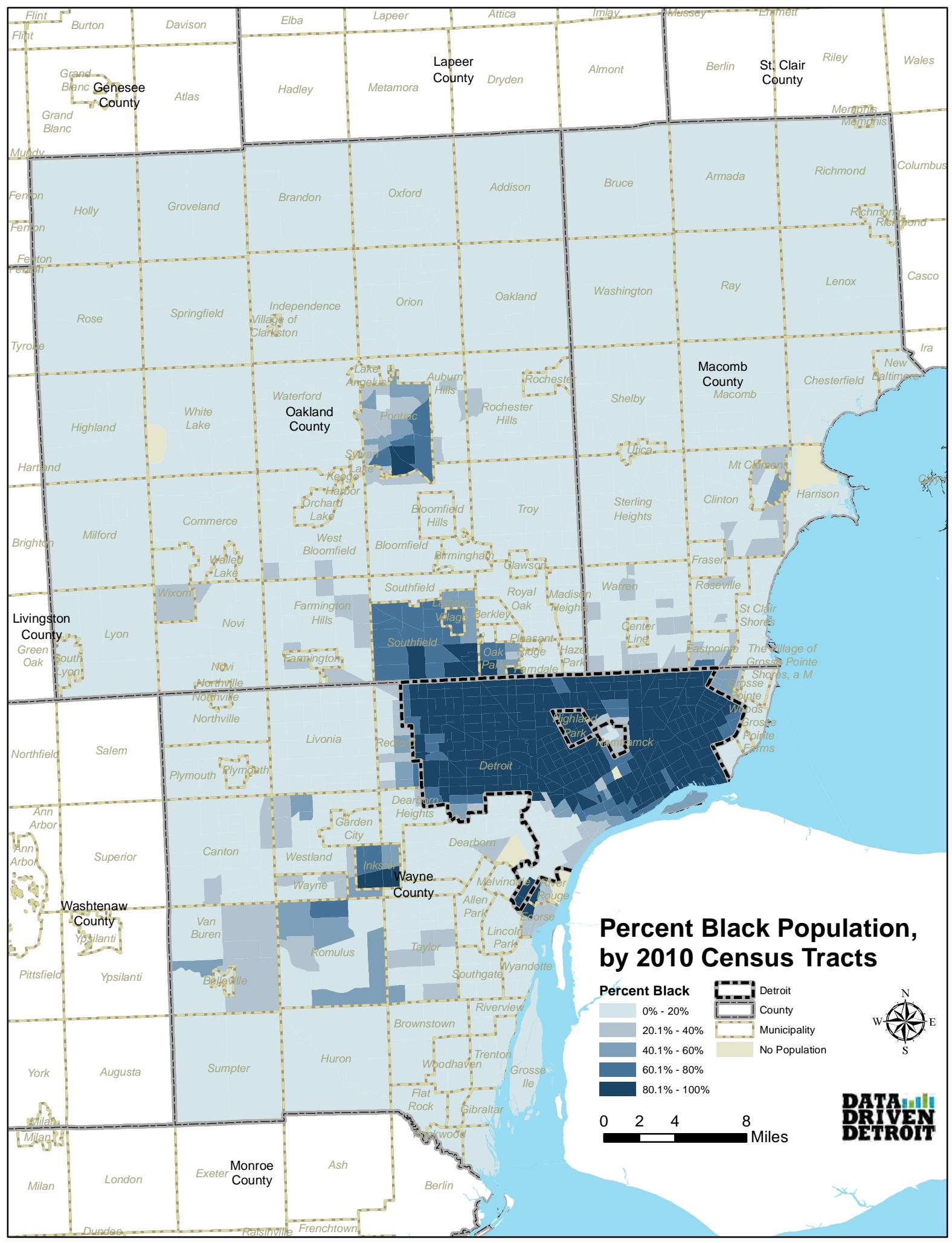
0 2.5 5 10 Miles

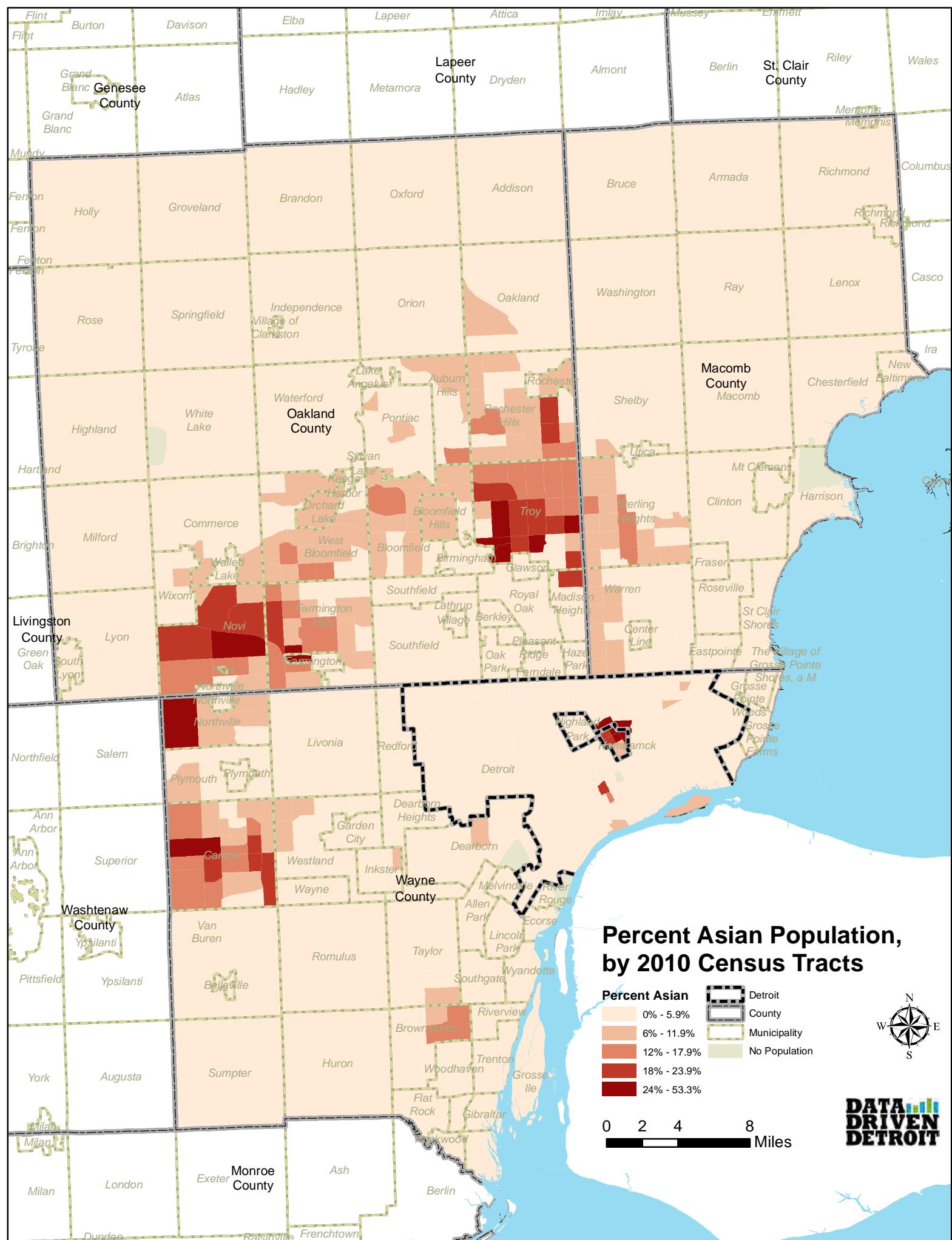
Source: D3

County Subdivision

% Change Persons of Color 2000-2010

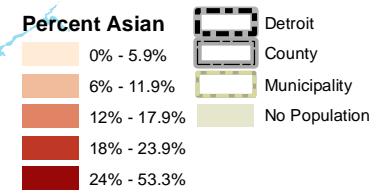






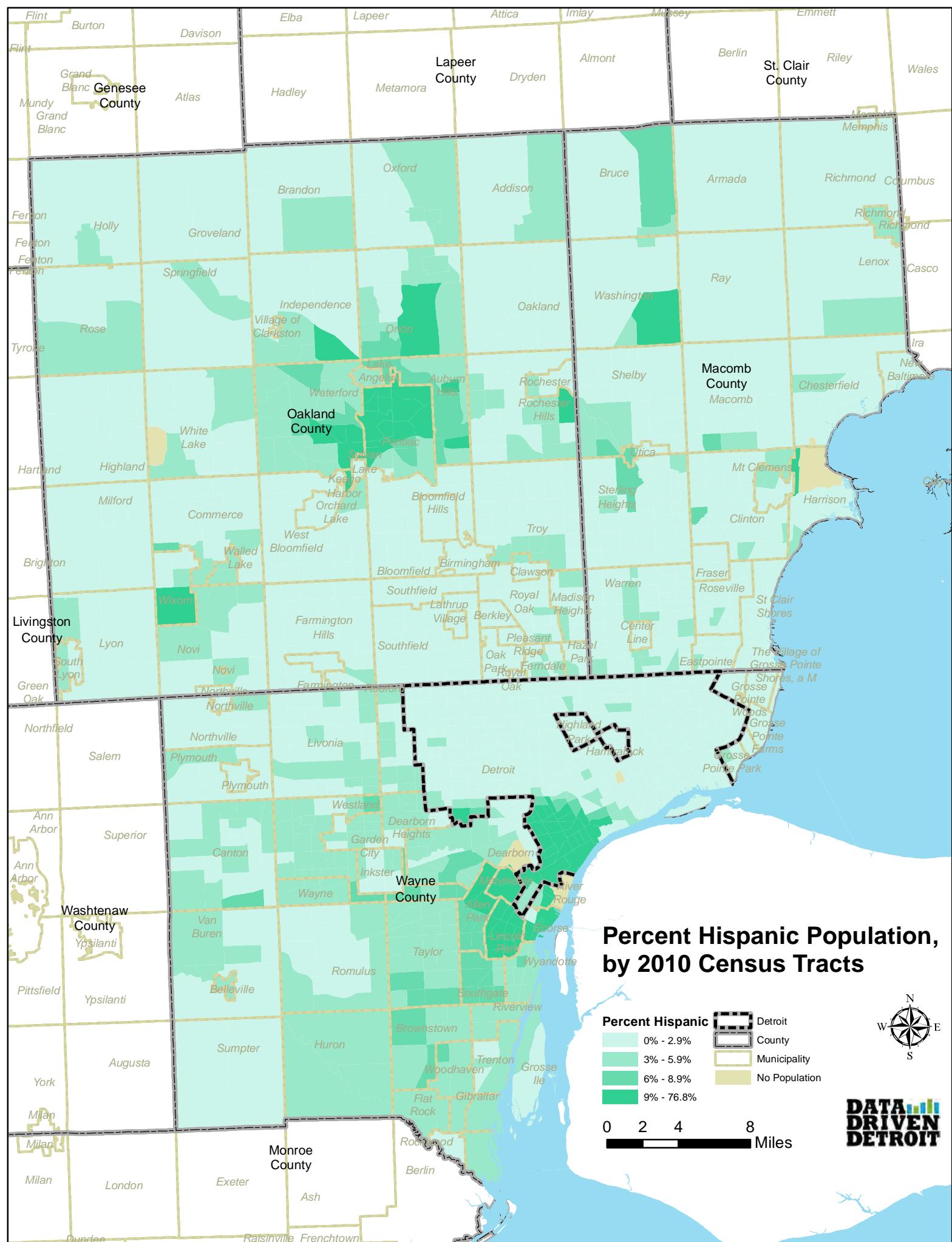
Percent Asian Population, by 2010 Census Tracts

Percent Asian



0 2 4 8 Miles

**DATA
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DETROIT**



Percent Hispanic Population, by 2010 Census Tracts

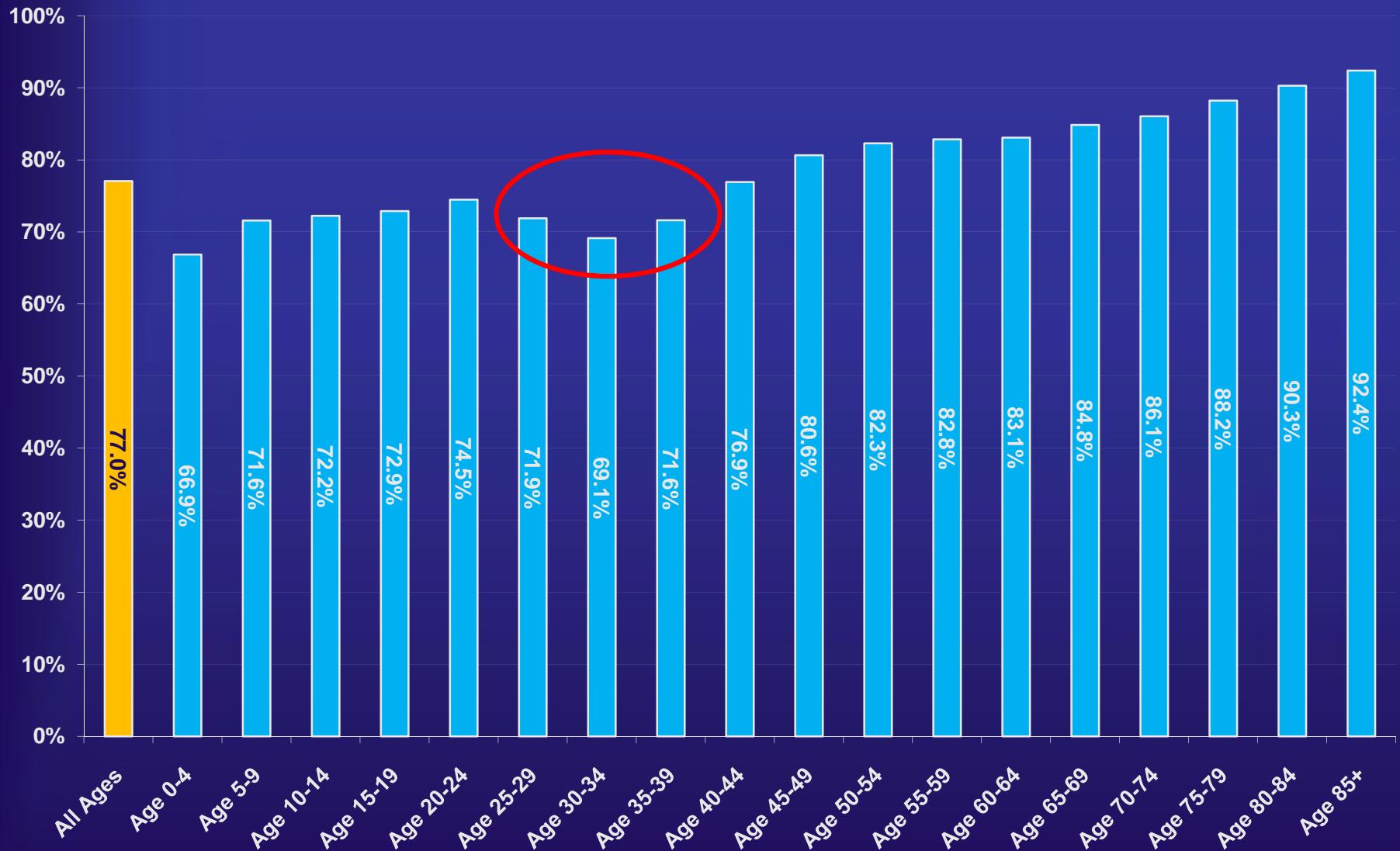
The legend consists of four colored squares with corresponding labels: a light blue square for 'Detroit', a teal square for 'County', a dark green square for 'Municipality', and a yellow square for 'No Population'.

Geographic Level	Percent Hispanic Range
Detroit	0% - 2.9%
County	3% - 5.9%
Municipality	6% - 8.9%
No Population	9% - 76.8%



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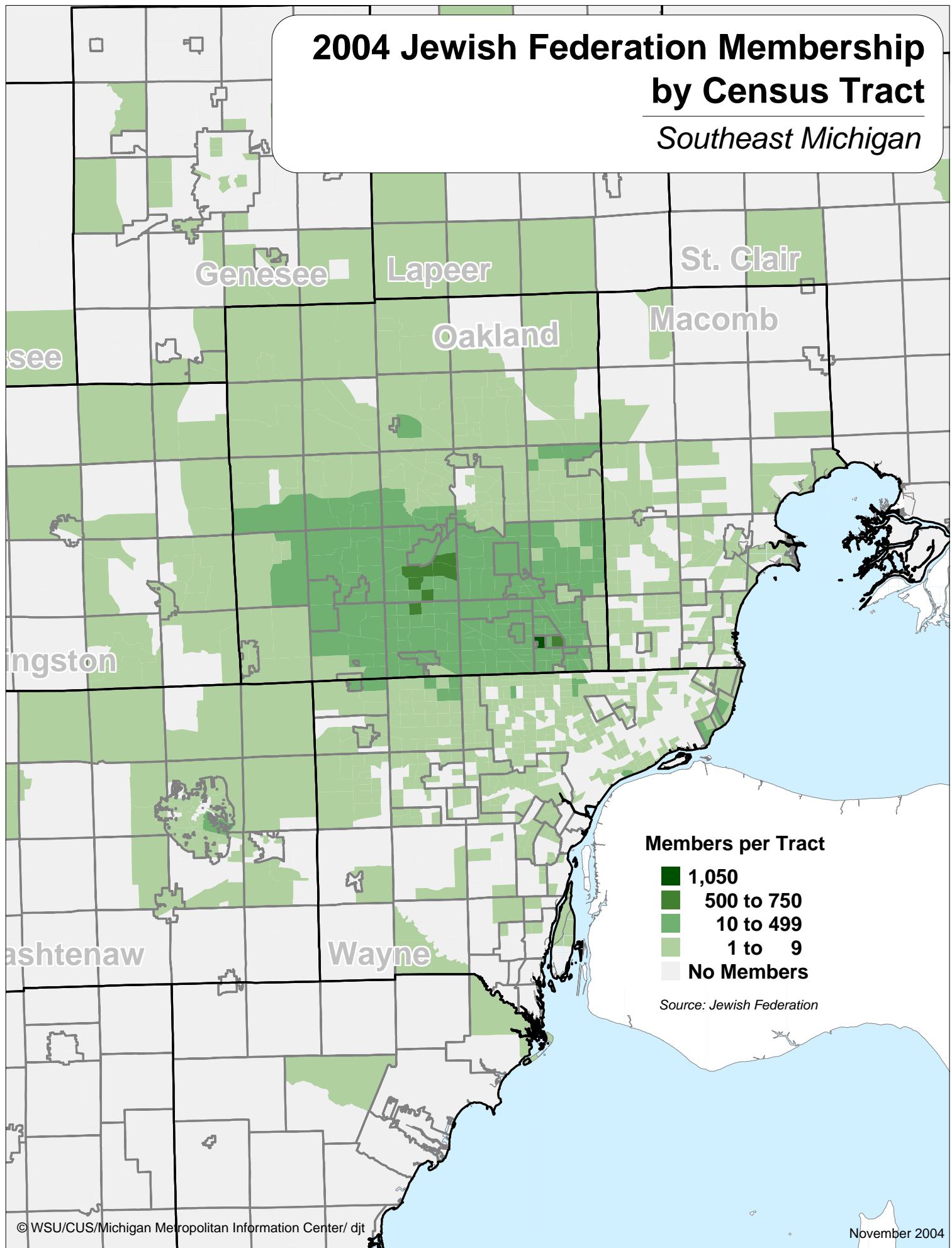
The Non-White Share of Oakland County's Population Increases With Decreasing Age (with One Exception)



Source: Census Bureau – 2009 Estimates

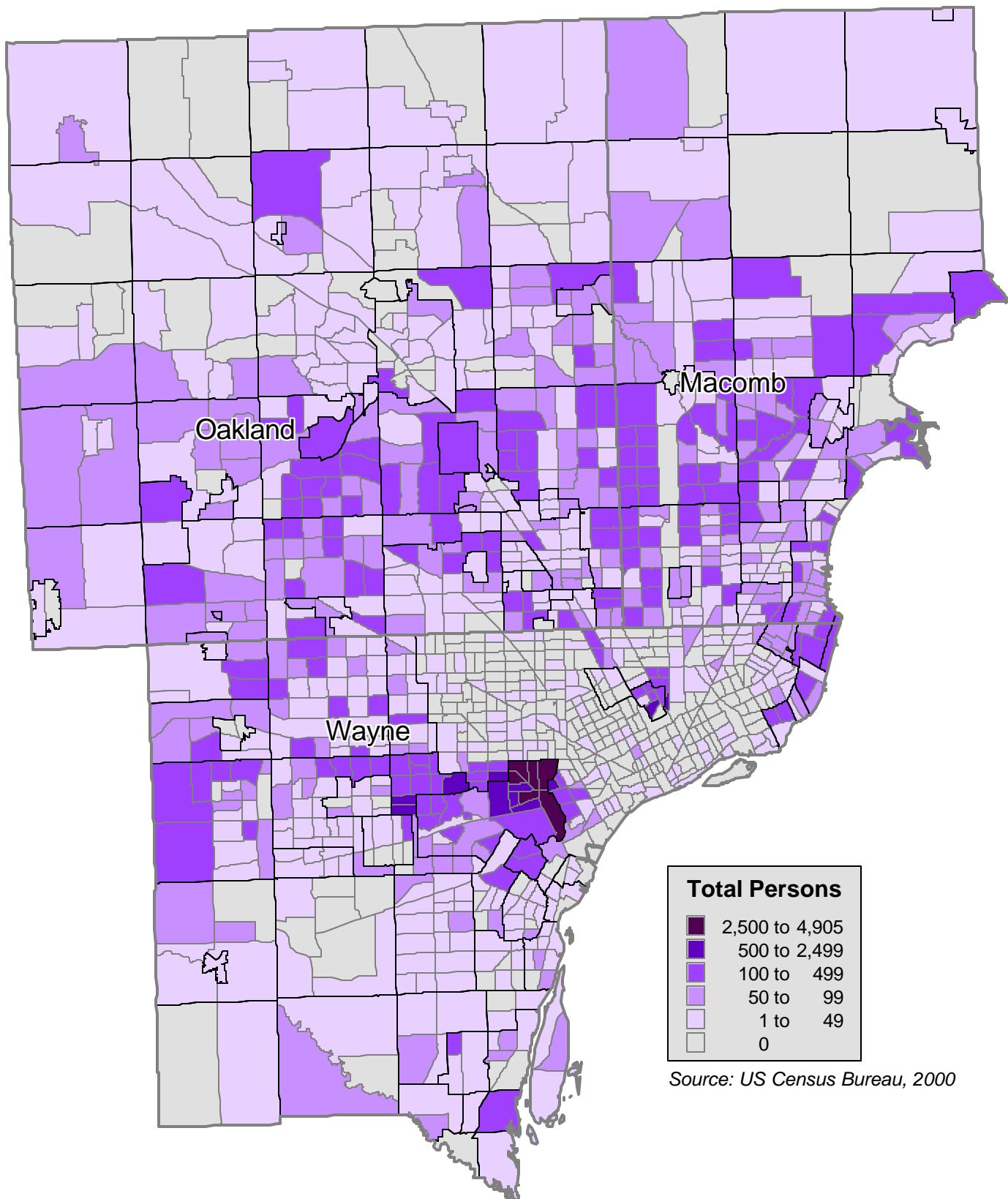
2004 Jewish Federation Membership by Census Tract

Southeast Michigan



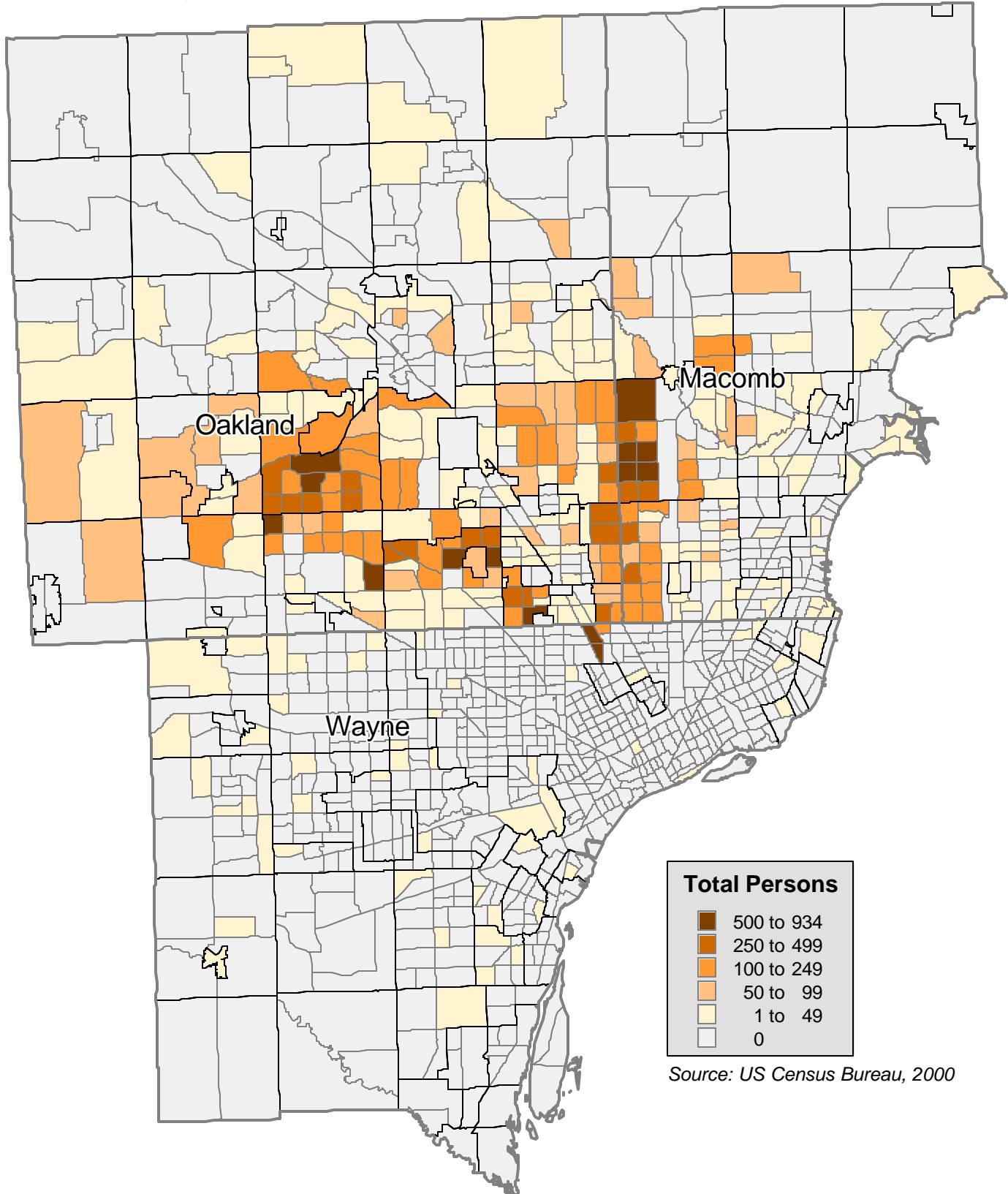
Persons of Arab Ancestry

Tri-County Detroit Area



Persons of Assyrian, Chaldean or Syriac Ancestry

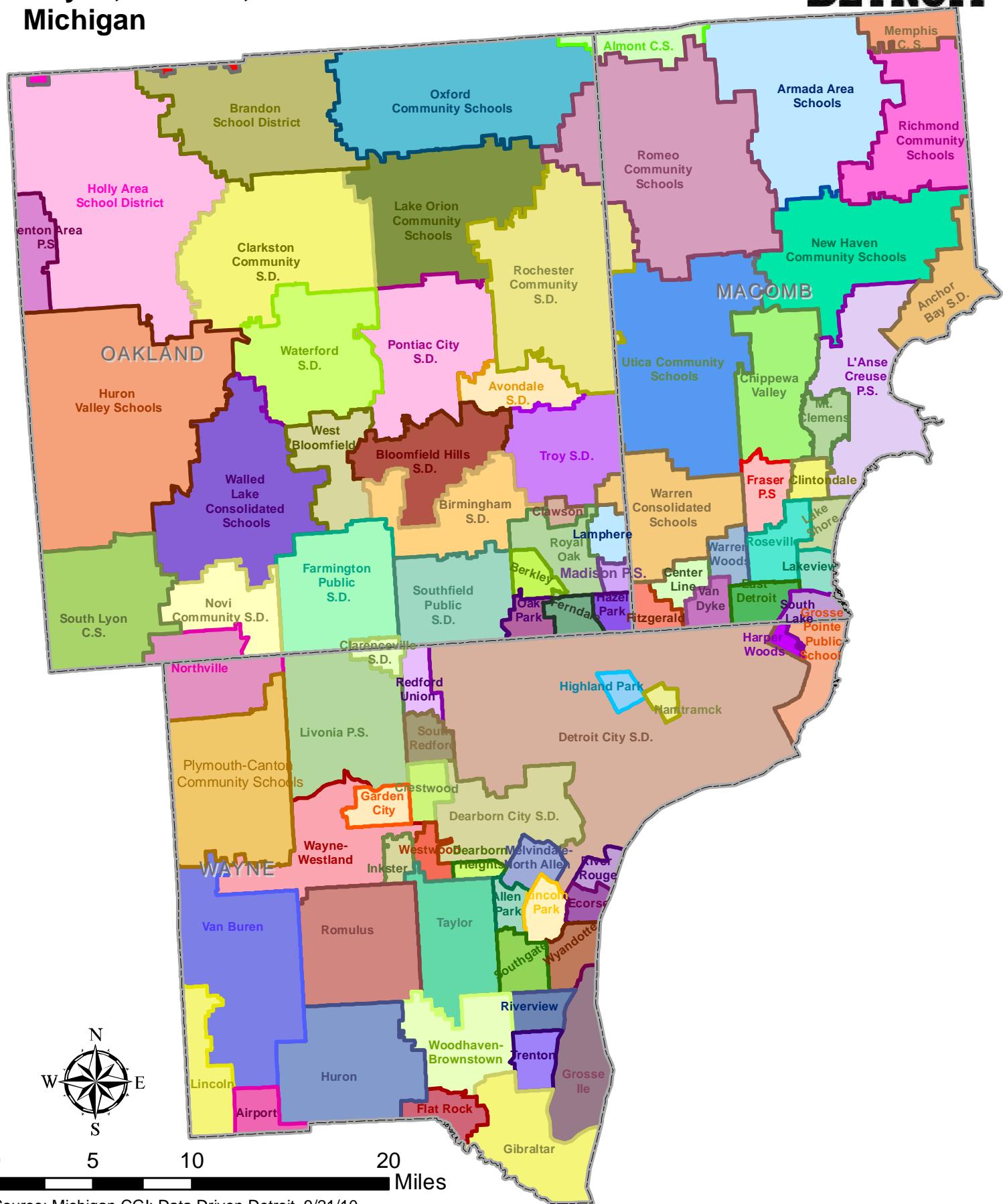
Tri-County Detroit Area



Source: US Census Bureau, 2000

School Districts Wayne, Oakland, and Macomb Counties Michigan

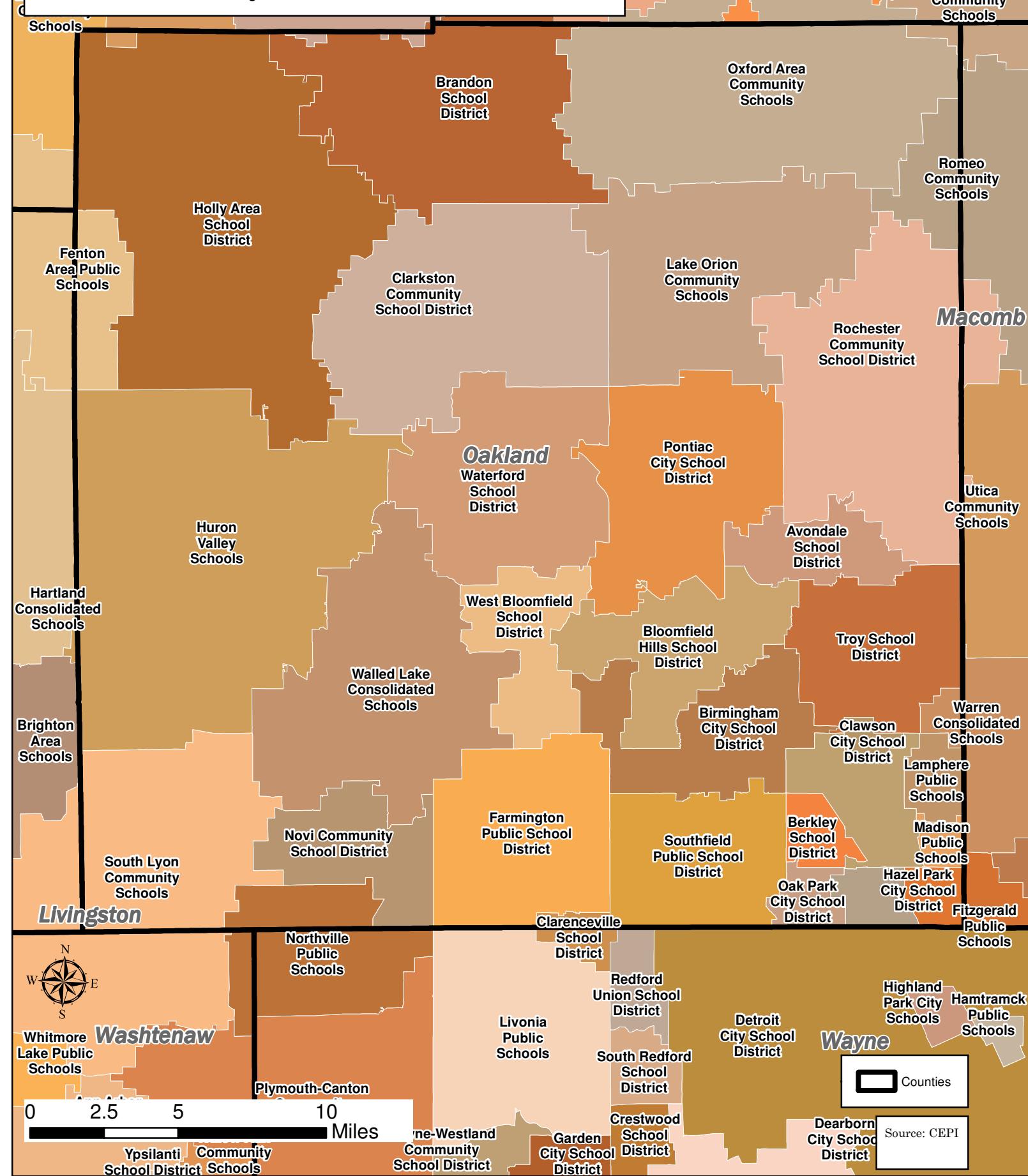
**DATA
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DETROIT**



Source: Michigan CGI; Data Driven Detroit. 9/21/10

Detroit Residents Who Are Students In Schools Outside the City, Traditional Public School Districts, 2010 Oakland County

DATA DRIVEN DETROIT



Public School Enrollment in Oakland County Schools Has Become Increasingly Populated by Children of Color

	1991-92		2006-07		2010-11	
Total Students	168,110		191,188		183,006	
White	142,573	84.8%	137,829	72.1%	125,693	68.7%
African American	17,216	10.2%	33,831	17.7%	34,347	18.8%
Asian / PI	4,659	2.8%	11,666	6.1%	12,533	6.8%
Hispanic/Latino	2,494	1.5%	5,196	2.7%	6,975	3.8%
Native American	1,168	0.7%	1,128	0.6%	608	0.3%
Mixed Race	n.a.	n.a.	1,538	0.8%	2,850	1.6%

The Racial / Ethnic Distribution of Children Continues to Vary a Great Deal Between Public and Charter Schools

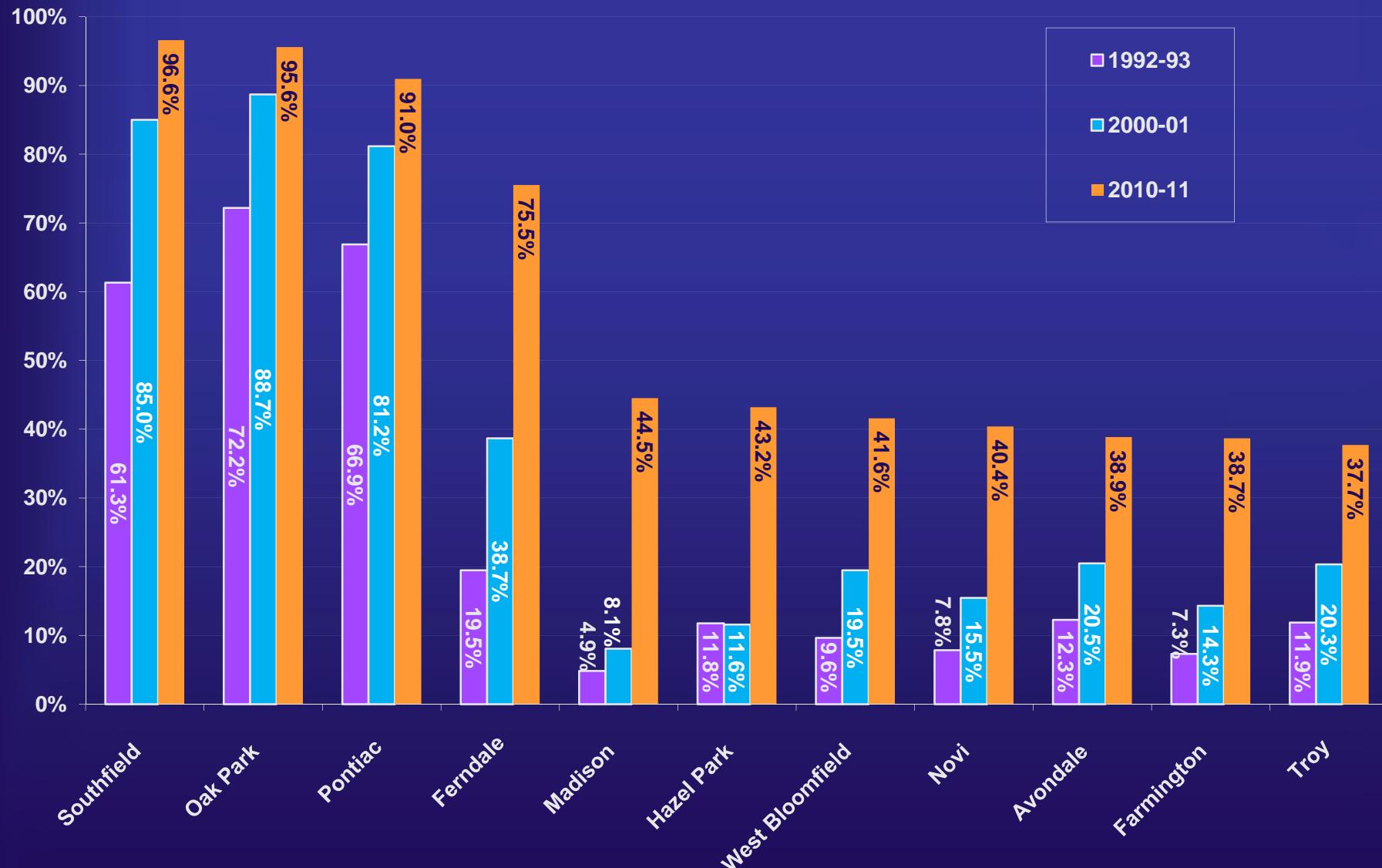
	2000-01		2006-07		2010-11	
	Public	Charter	Public	Charter	Public	Charter
Total Students	187,421	5,915	191,188	11,870	183,006	12,130
White	79.1%	20.7%	72.1%	16.8%	68.7%	19.8%
African American	14.0%	76.1%	17.7%	75.9%	18.8%	70.7%
Asian / PI	4.4%	0.8%	6.1%	1.1%	6.8%	0.8%
Hispanic/Latino	2.1%	2.3%	2.7%	4.9%	3.8%	7.5%
Native American	0.5%	0.1%	0.6%	0.3%	0.3%	0.3%
Mixed Race	n.a.	n.a.	0.8%	0.9%	1.6%	0.9%

The Trend of Increasing Segregation in Oakland County Schools Has Reversed Since 2008-09

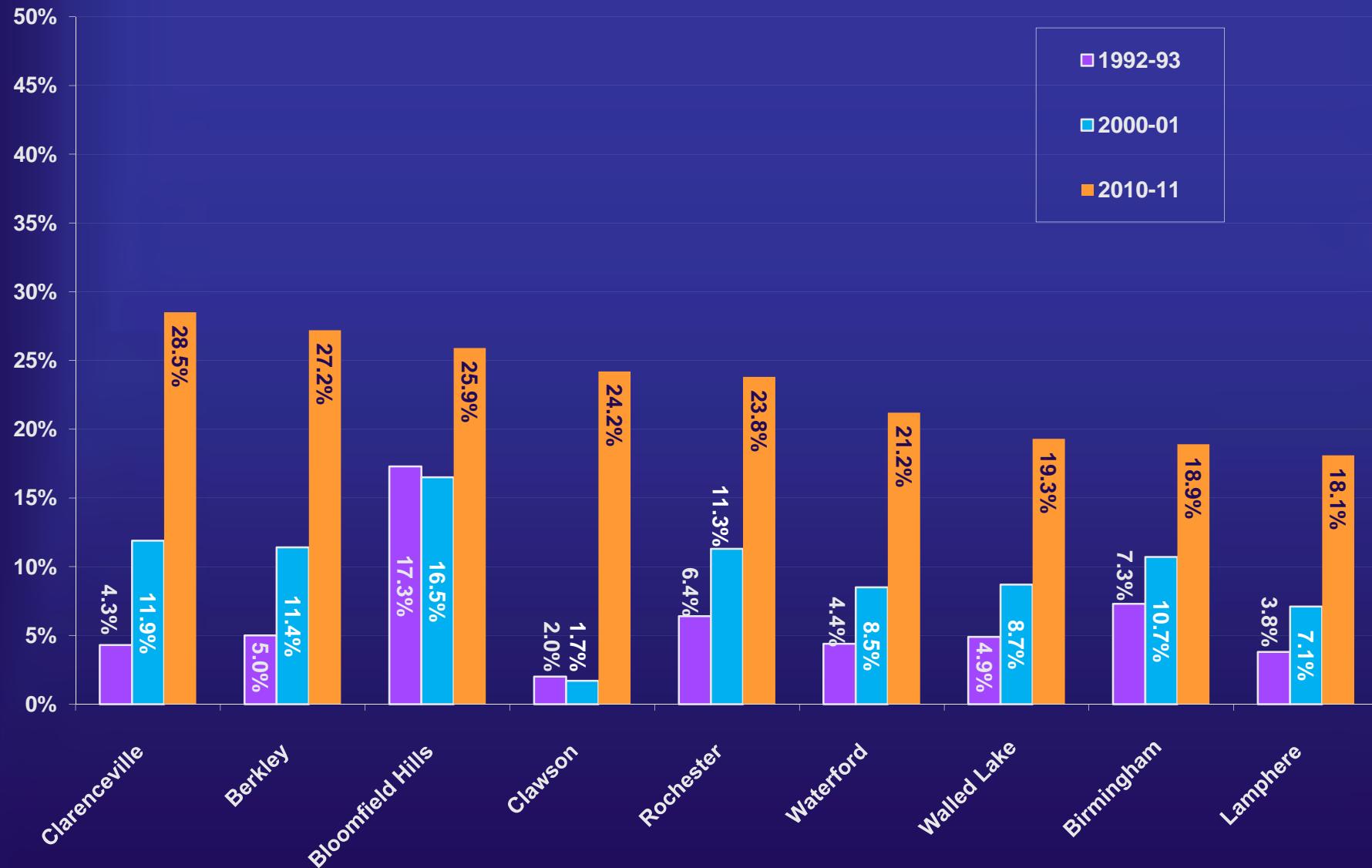
	1991-92	2005-06	2006-07	2008-09	2010-11
African-Americans					
90% or more Af-Am.	3.4%	45.6%	47.2%	43.7%	38.0%
Number of Students	586	18,279	20,212	19,182	16,319
80% or more Af-Am.	3.4%	52.8%	53.7%	47.9%	42.9%
Number of Students	586	21,157	22,994	21,044	18,403
Whites					
90% or more White	77.3%	41.9%	36.8%	34.8%	27.0%
80% or more White	91.2%	71.9%	65.9%	60.4%	56.1%

Source: Michigan Center for Educational Performance and Information (CEPI)

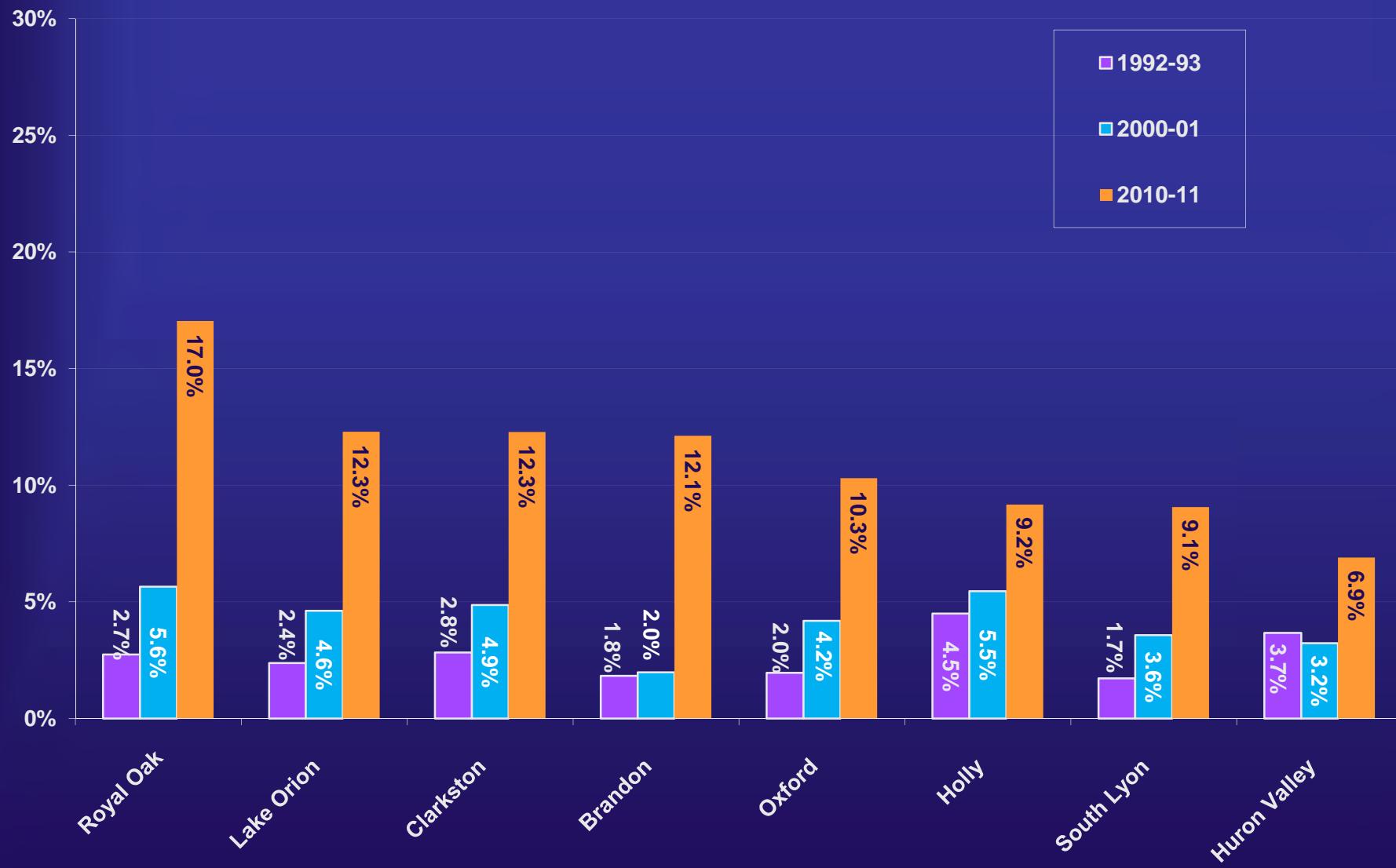
The Share of Non-White Students Has Risen in Every Oakland County School District – Particularly This Decade (pt. 1)



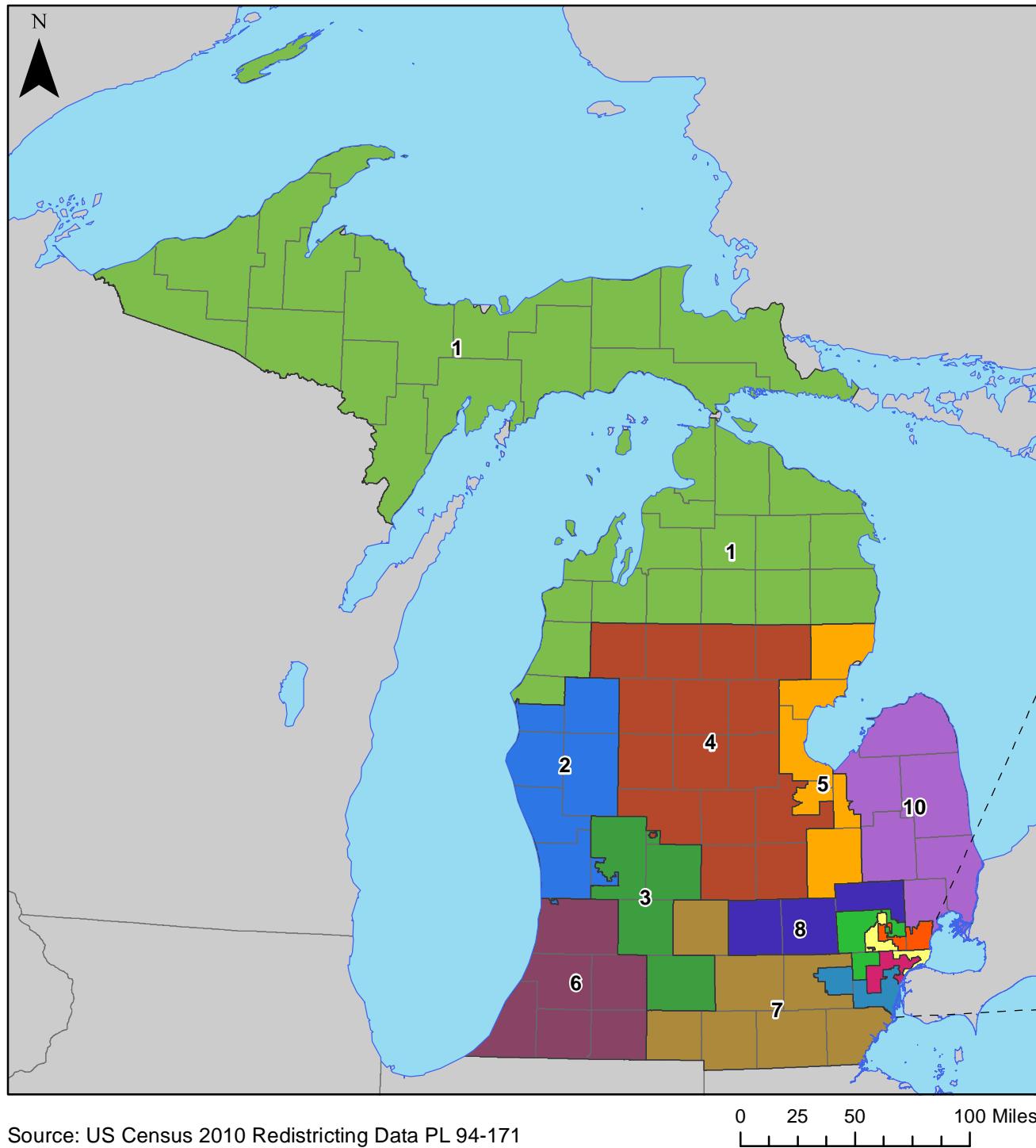
The Share of Non-White Students Has Risen in Every Oakland County School District – Particularly This Decade (pt. 2)



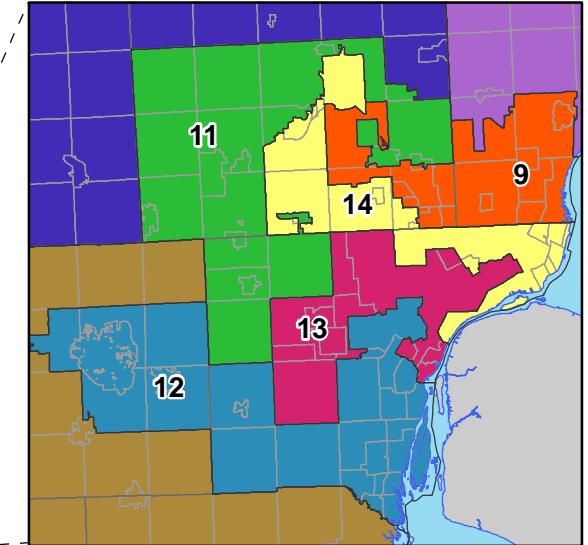
The Share of Non-White Students Has Risen in Every Oakland County School District – Particularly This Decade (pt. 3)

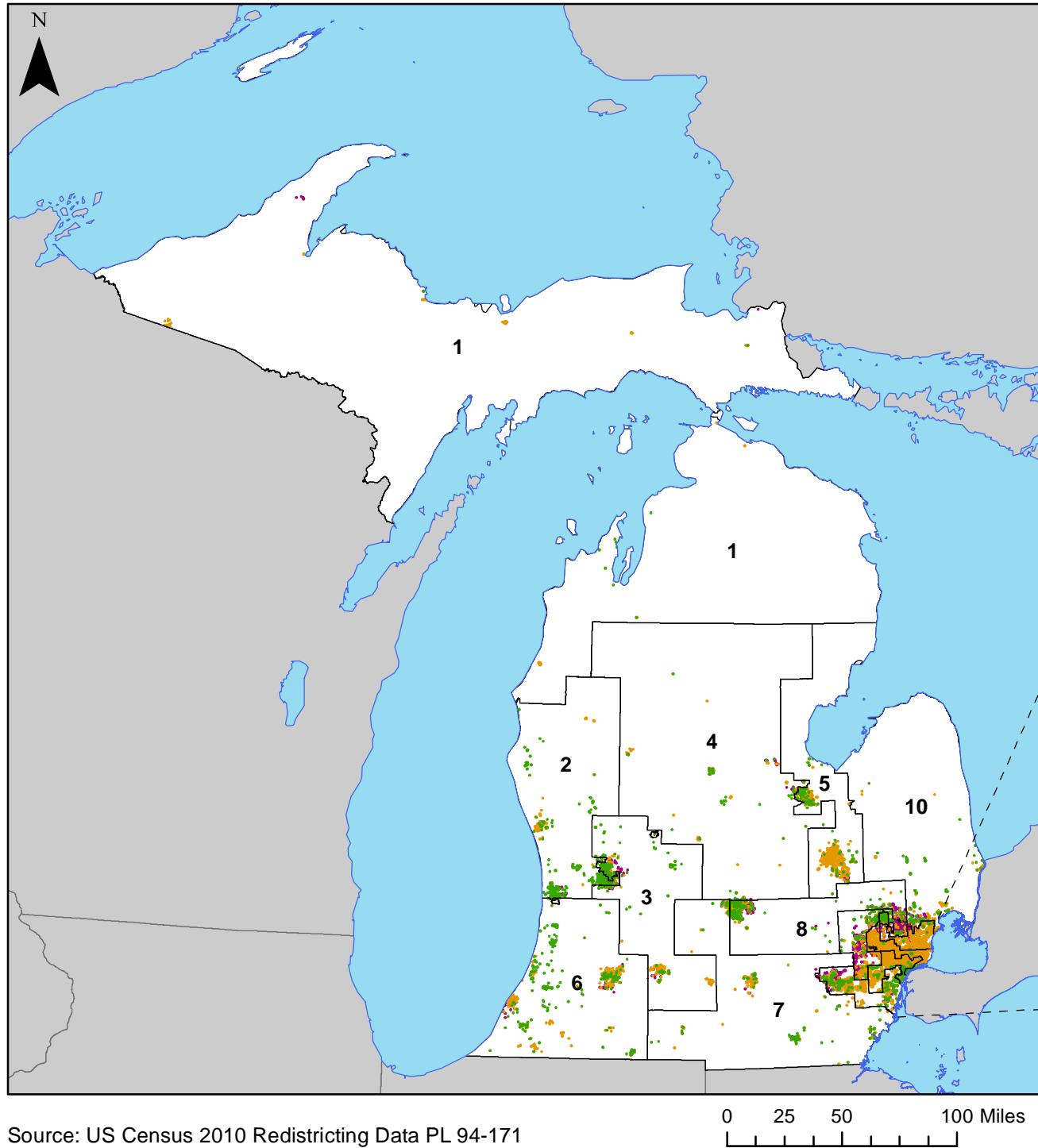


2011 State Apportionment Of Congressional Districts In Michigan



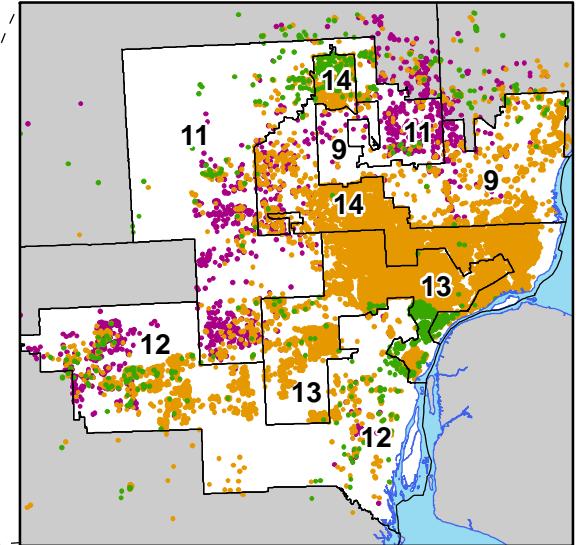
- District Lines
- Water
- Neighboring Areas

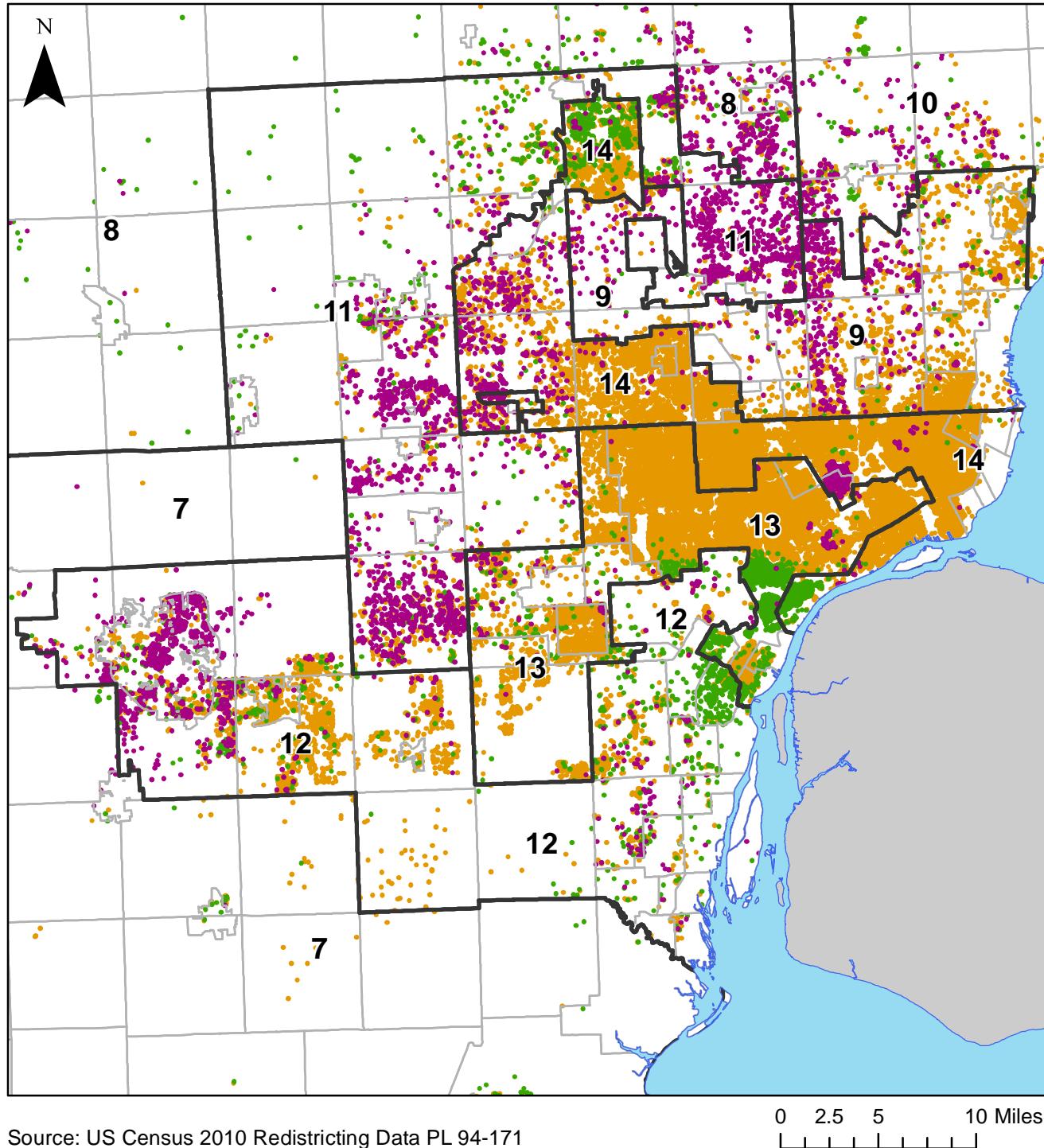




2011 State Apportionment Of Congressional Districts By Racial Distribution In Michigan

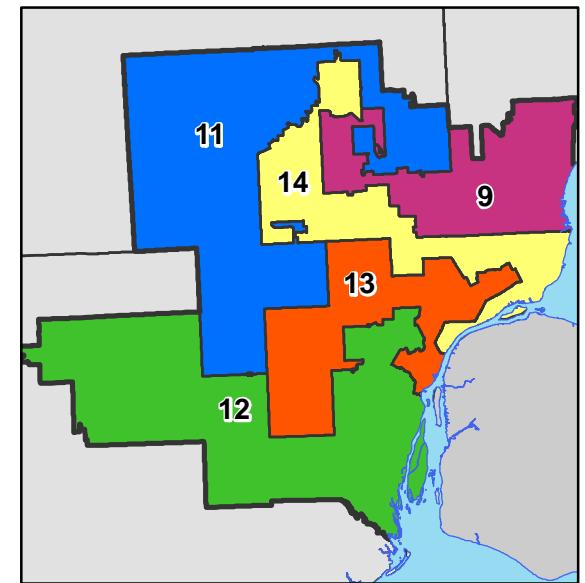
- 1 Dot = 50 People
- Hispanic
- Black (non-Hispanic)
- Asian (non-Hispanic)
- District Lines
- Water
- Neighboring Areas



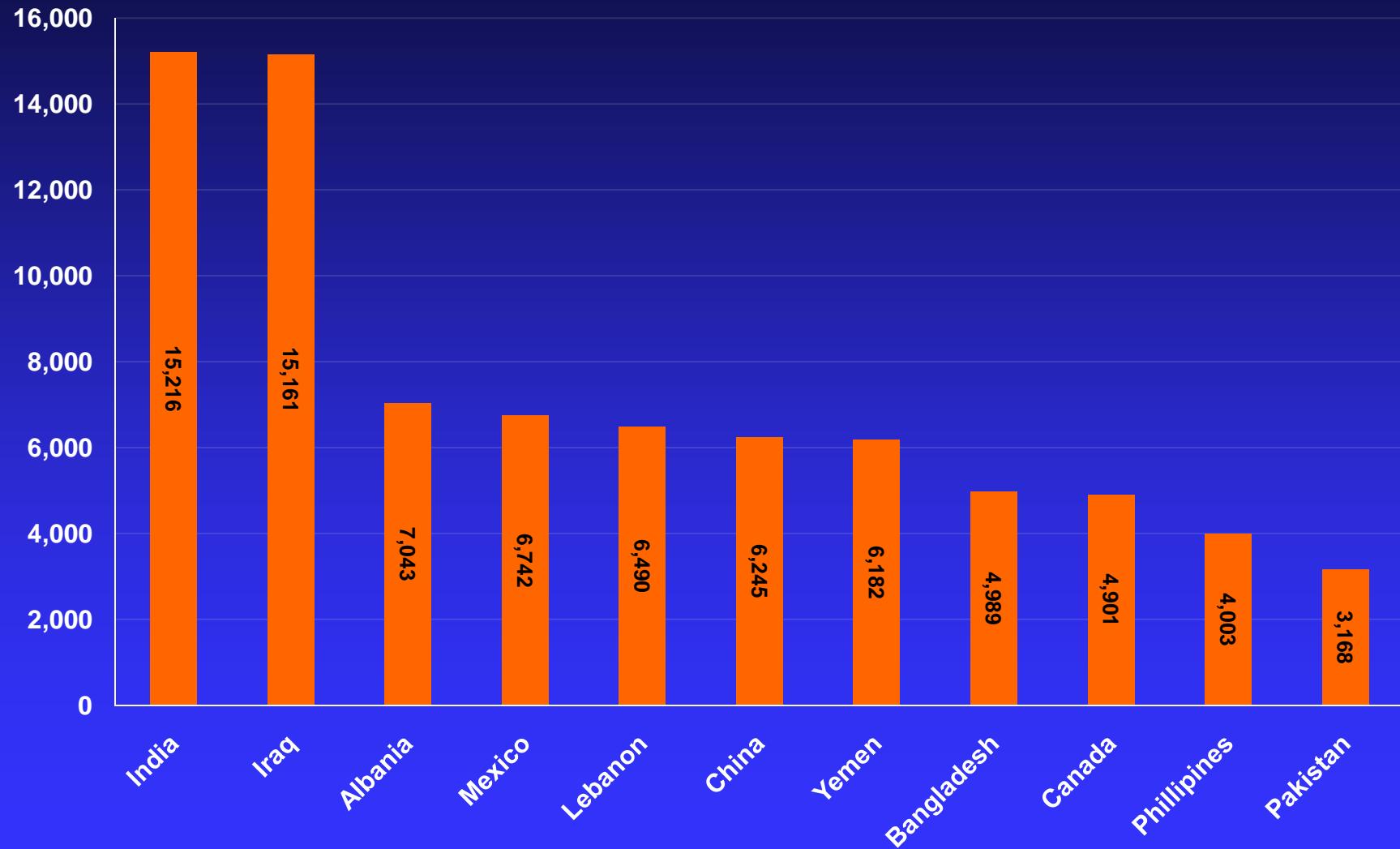


2011 State Apportionment
Of Congressional Districts
By Racial Distribution
In Southeast Michigan

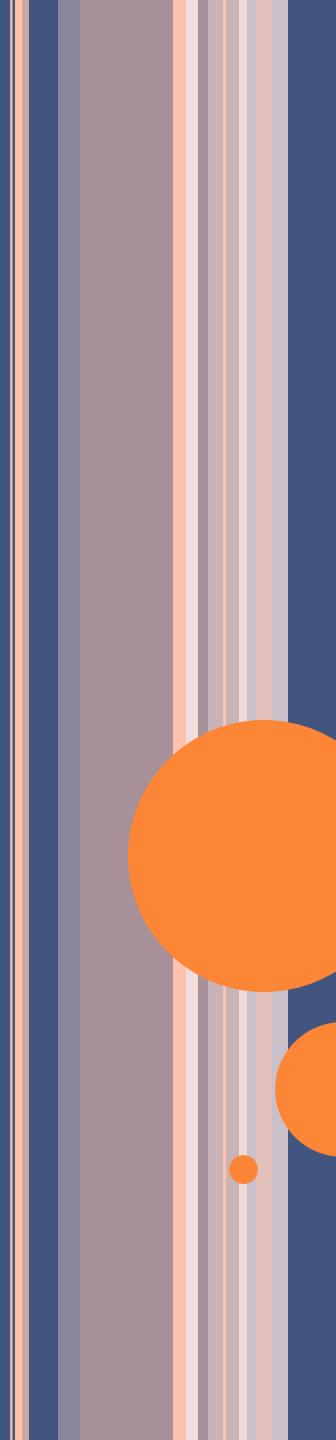
Source: US Census 2010 Redistricting Data PL 94-171



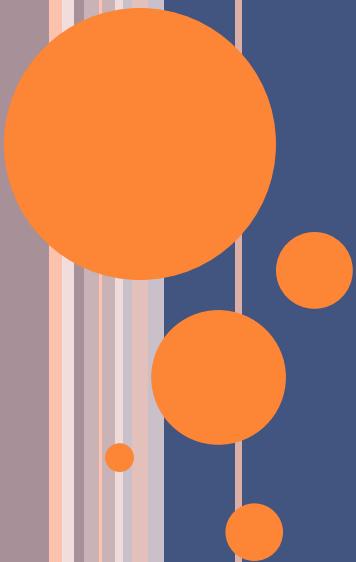
Top Countries of Origin for Immigrants Coming to Metropolitan Detroit, 2003 - 2010



Source: U.S. Department of Homeland Security



GLOBAL DETROIT

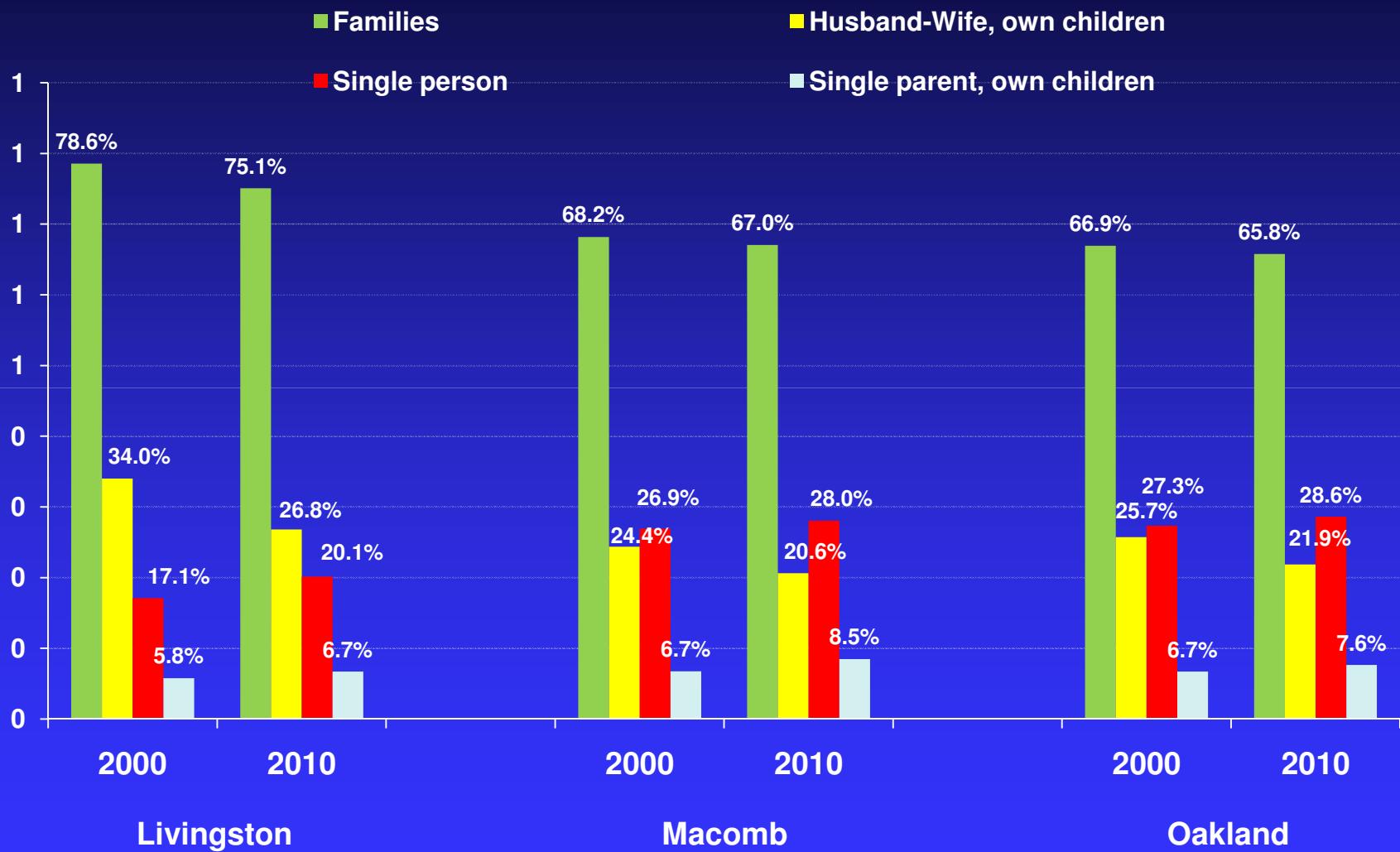


FOUR STRATEGIC OUTCOMES

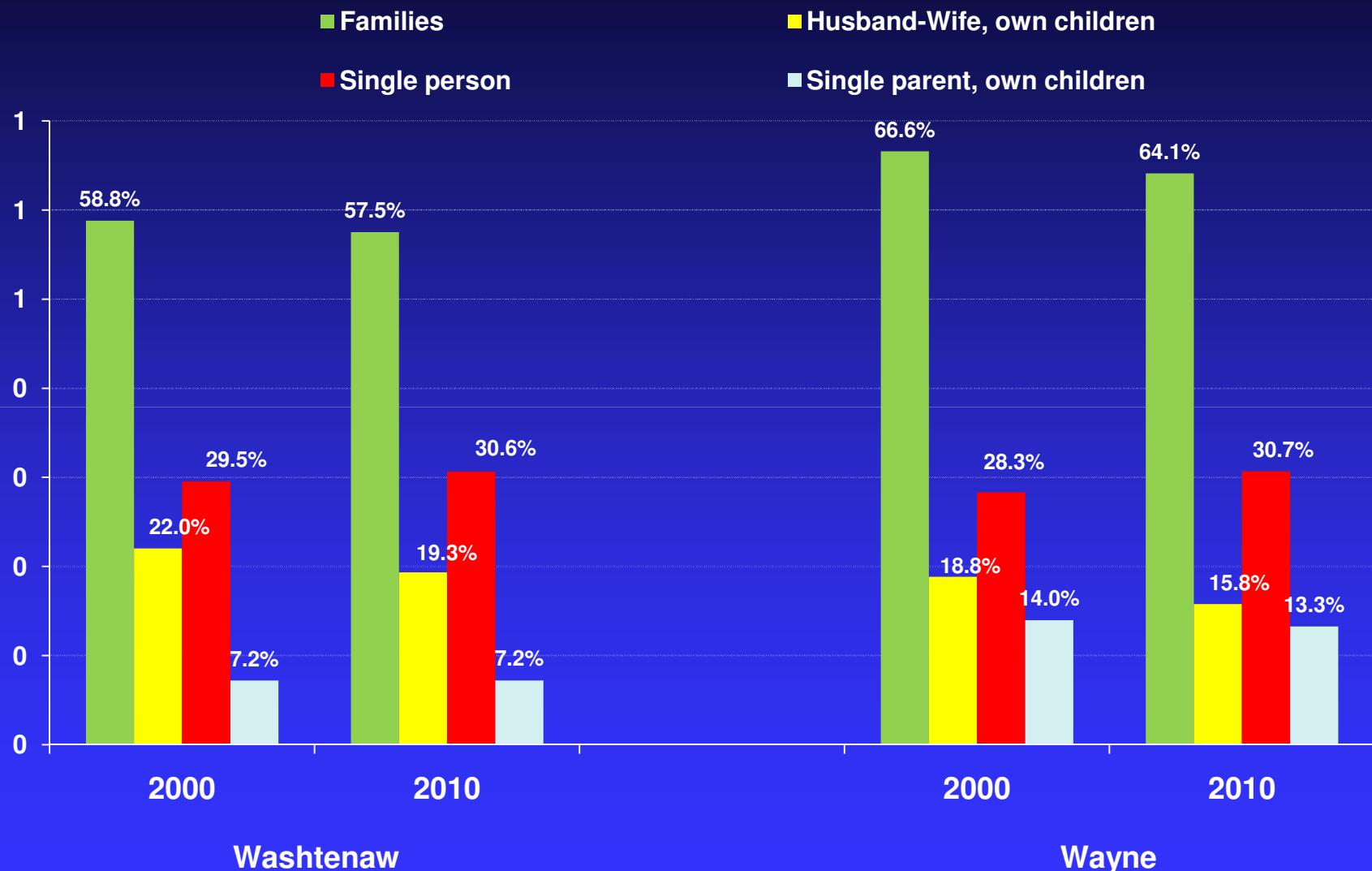
- 1. Make the region welcoming to the international community and immigrants.**
- 2. Attract international investment and businesses that create jobs.**
- 3. Strengthen, grow, and revitalize neighborhoods in the city of Detroit and in the region's core communities.**
- 4. Attract and retain international talent in the region.**



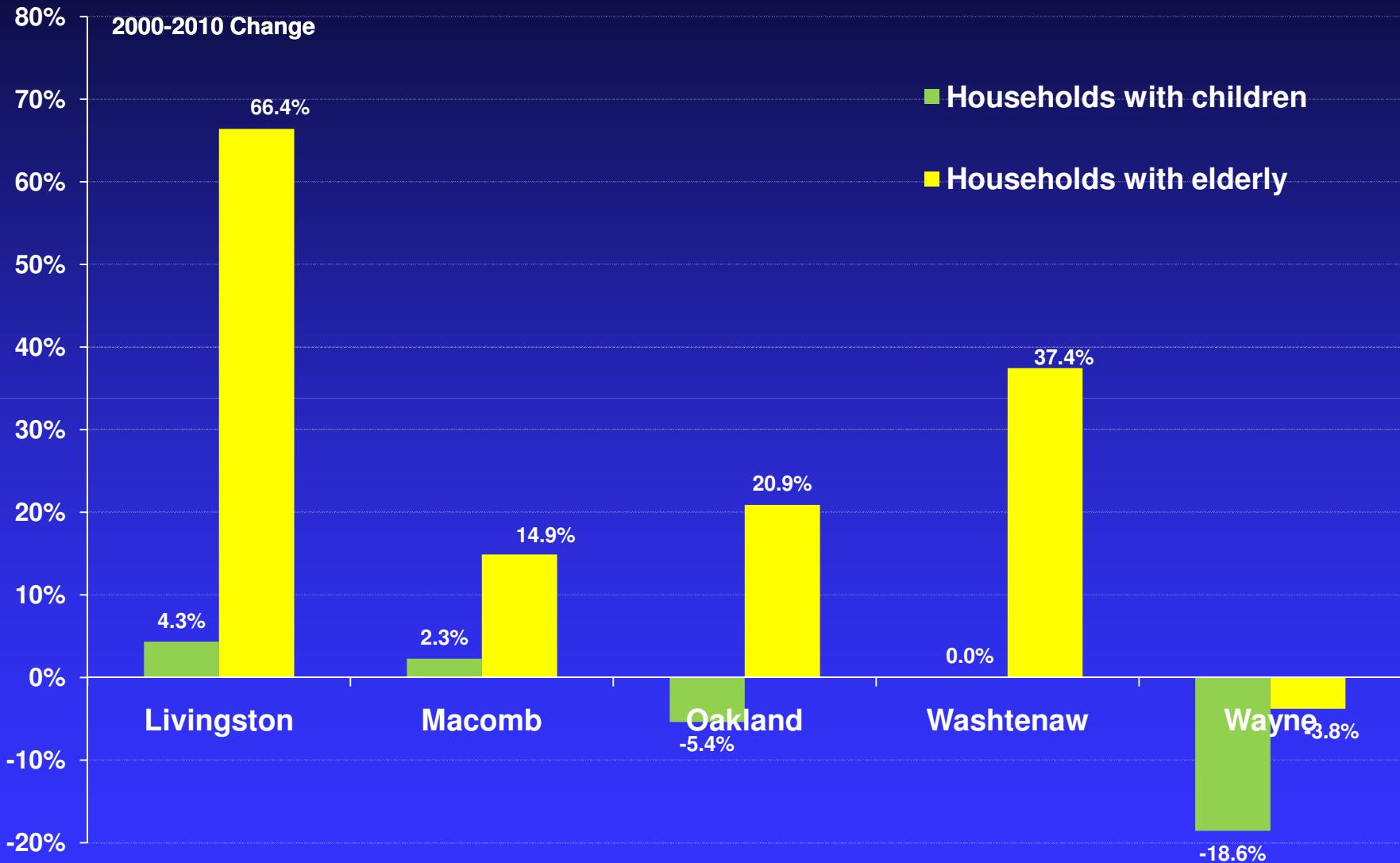
Households Are Changing – More in Some Counties Than Others



Households Are Changing – More in Some Counties Than Others

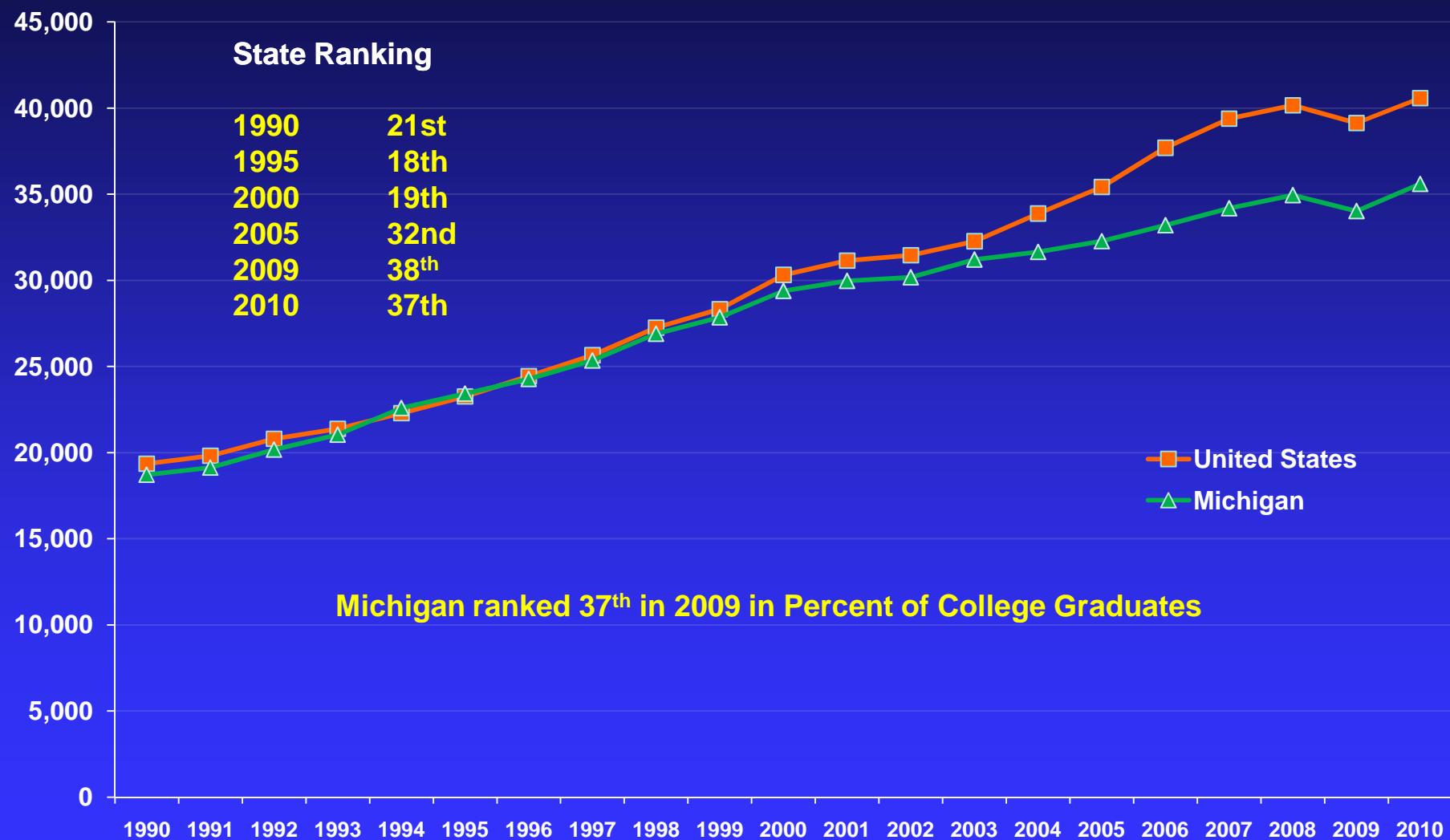


Households with Elderly Are Outpacing Those With Children



Source: Census Bureau – 2010 Census

The Economic Downturn Faced by Michigan This Decade is Reflected in Per Capita Personal Income



Source: Bureau of Economic Analysis and Census Bureau

Income*

2000, 2009

	2000*	2009	Change	%Change
Median Household Income				
City of Detroit	38,089	26,098	-11,991	-31.3%
Southeast Michigan	63,303	48,535	-14,768	-23.3%
Macomb County	67,070	50,553	-16,517	-24.6%
Oakland County	79,692	62,308	-17,384	-21.8%
Wayne County	52,491	38,192	-14,299	-27.2%
Michigan	57,499	45,255	-12,244	-21.3%
United States	54,058	50,221	-3,837	-7.1%

* Note: All 2000 monetary values are adjusted to 2009 dollars using U.S. Consumer Price Research Series Index for All Urban Consumers (CPI-U-RS) from 1999 to 2009.
Source: U.S. Department of Labor

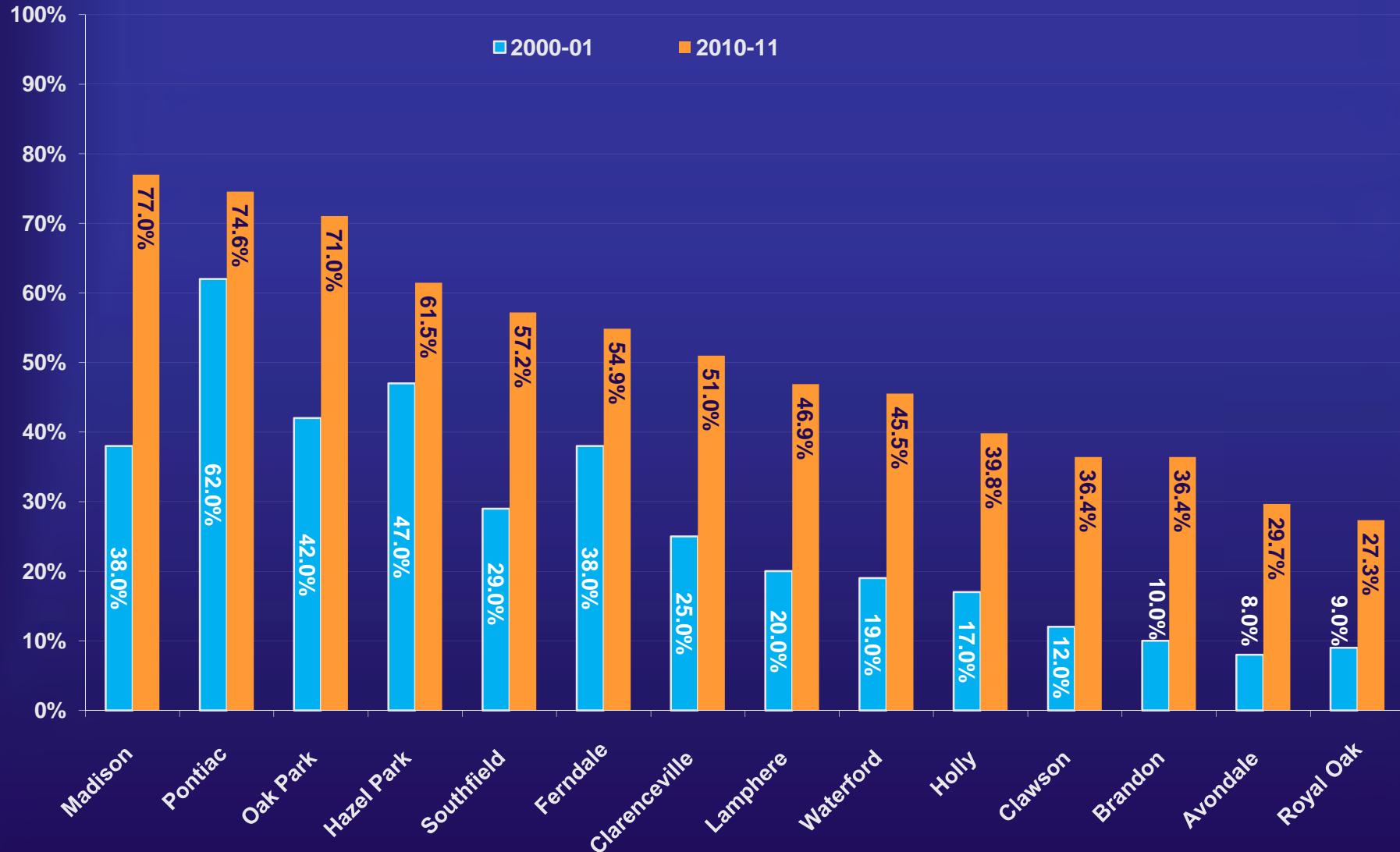
Median Household Income

2000, 2009

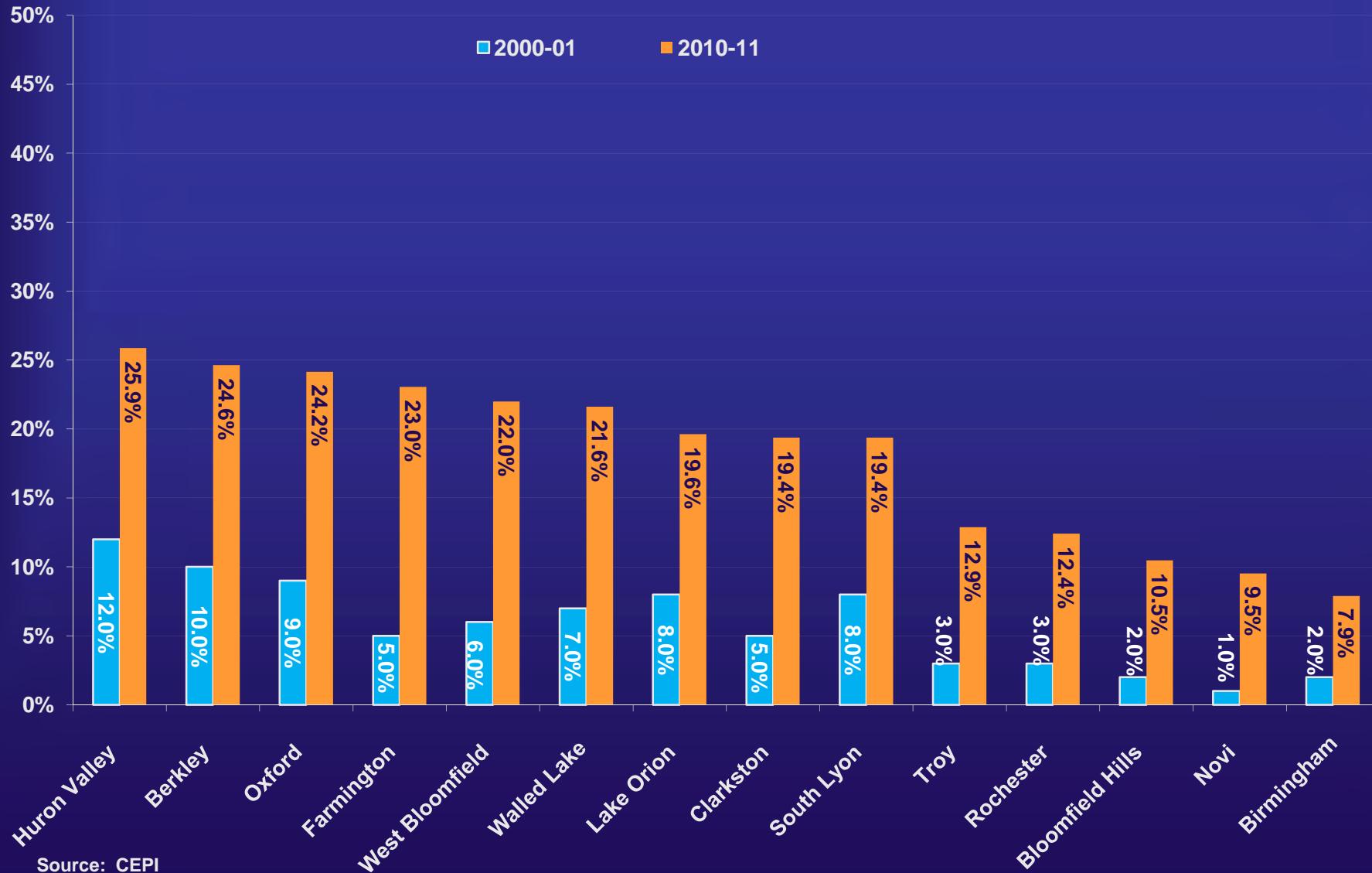
Oakland County	2000	2009	Change	% Change
African-American	\$65,747	\$46,050	-\$19,697	-30.0%
Asian	\$98,579	\$92,230	-\$6,349	-6.4%
Multi-Race	\$60,241	\$49,228	-\$11,013	-18.3%
Hispanic / Latino	\$62,816	\$44,050	-\$18,766	-29.9%
White, N-Hispanic	\$81,440	\$64,368	-\$17,072	-21.0%

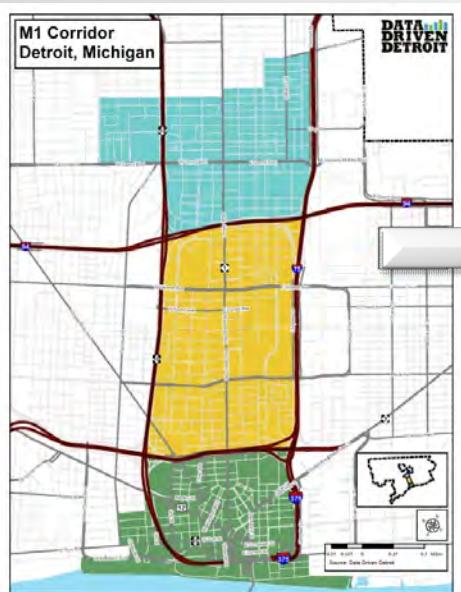
Source: Census Bureau – Decennial Census and American Community Survey

The Economic Recession Led To An Increase in Free/Reduced Lunch in Every Oakland County School District (pt. 1)



The Economic Recession Led To An Increase in Free/Reduced Lunch in Every Oakland County School District (pt. 2)





www.DataDrivenDetroit.org



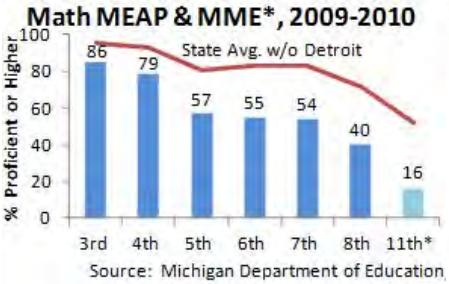
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A voice for Detroit children since 1960

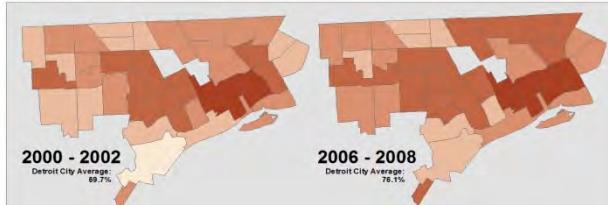


STATE OF THE DETROIT CHILD:

2010

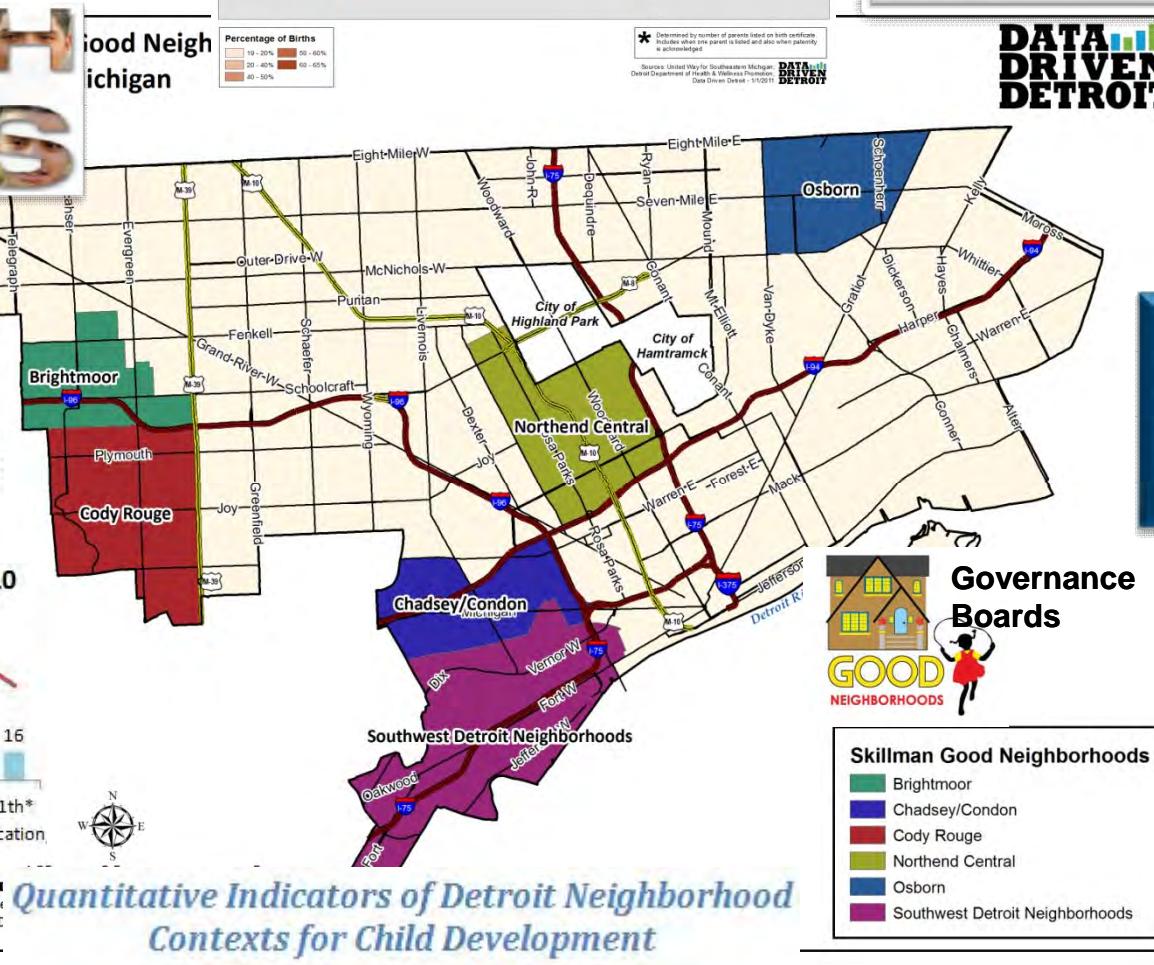


Percentage of Total Births to Unmarried Mothers by Subcommunity
Right Start in Detroit 2011



2016 Task Force
Results Oriented Leadership to Achieve
Community Change for Children

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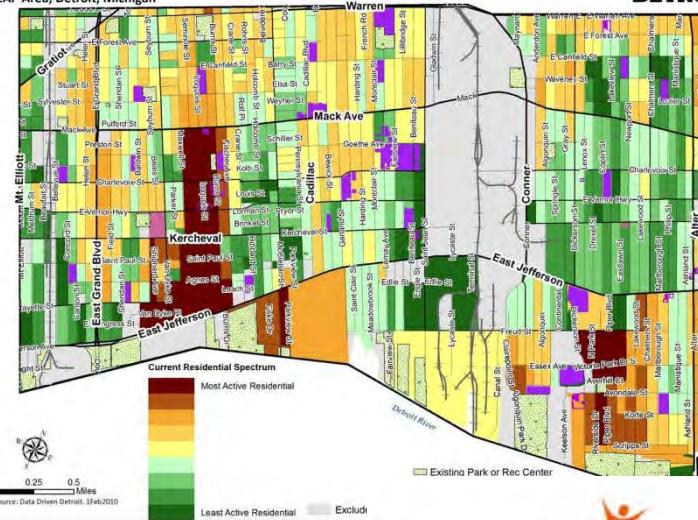


**EXCELLENT SCHOOLS
DETROIT**





**DRAFT Work Product: CDAD Strategic Framework
Current Conditions Analysis: Residential
LEAP Area, Detroit, Michigan**





DATA & MAPPING

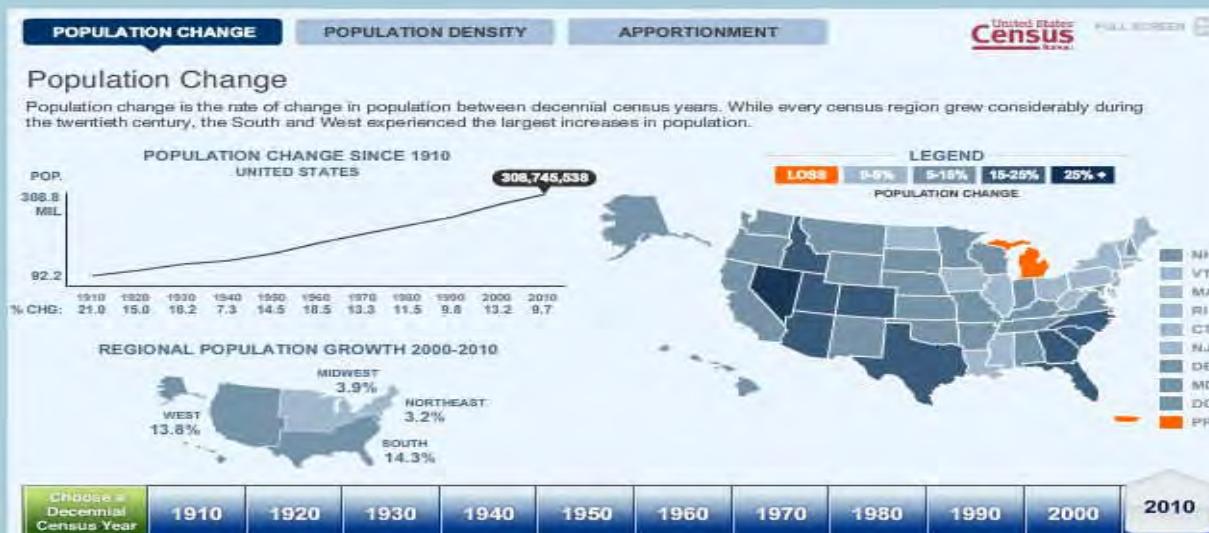
NEW BETA! Community Data Profiles and Interactive Mapping Tool

Southeast Michigan Community Profiles by Neighborhoods, Planning Areas, Cities and Towns, and 9 Counties. Data & Maps include lots of demographics, economics, education, housing, land use, and more.



Census Bureau Interactive Maps

Population and Apportionment Data



D3 THOUGHTS

[Metro Detroit Real Estate – Great Deals In A Great Area!](#)

August 4, 2011

While the local housing market is a bargain for those looking to get in, the drop in value has many current owners "singing the blues." The signs are clear. Michigan ranks high among states in the pe [...] Click title to read on]

[Elk Grove Sets An Example for All Our Communities to Follow. How About Our Own Pledge to Diversity?](#) August 1, 2011

Today, August 1, the city of Elk Grove, California launches a diversity campaign that recognizes Elk Grove's demographics and offers an online pledge. The campaign comes on the heels of the U.S. Censu [...] Click title to read on]

[However You Feel About Brussel Sprouts, Make Sure You Hype Them for Your Kids!](#)

July 29, 2011

While this may not be your typical data column, it does feature a Top 10 list and it is certainly related to the declining health status and increasing obesity of our children. Men's Fitness Magazine [...] Click title to read on]

[It May Come From Troy, But Let's Support It In Detroit!](#) July 27, 2011

Beginning tomorrow, Thursday the 28th, Somerset CityLoft, inside Merchants Row at 1441 Woodward in Detroit, between Campus Martius and Grand Circus Park, will

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Community Profiles

Planning Areas of Detroit

Master Planning Neighborhoods
Community Foundation of Southeast Michigan
Local Initiatives Support Corporation - Strategic Investment Areas
Neighborhood Stabilization Program 1
Neighborhood Stabilization Program 2
Next Detroit Neighborhood Initiative
Planning Clusters
Skillman Good Neighborhoods
United Way Subcommunity

Cities & Townships in

Genesee County
Lapeer County
Livingston County
Macomb County
Monroe County
Oakland County
St. Clair County
Washtenaw County
Wayne County

Counties of Southeast Michigan

Genesee County
Lapeer County
Livingston County
Macomb County
Monroe County
Oakland County
St. Clair County
Washtenaw County
Wayne County

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Data Driven Detroit has partnered with the Community Research Institute to bring you this website.
D3's work is supported by the Skillman Foundation and the Kresge Foundation.

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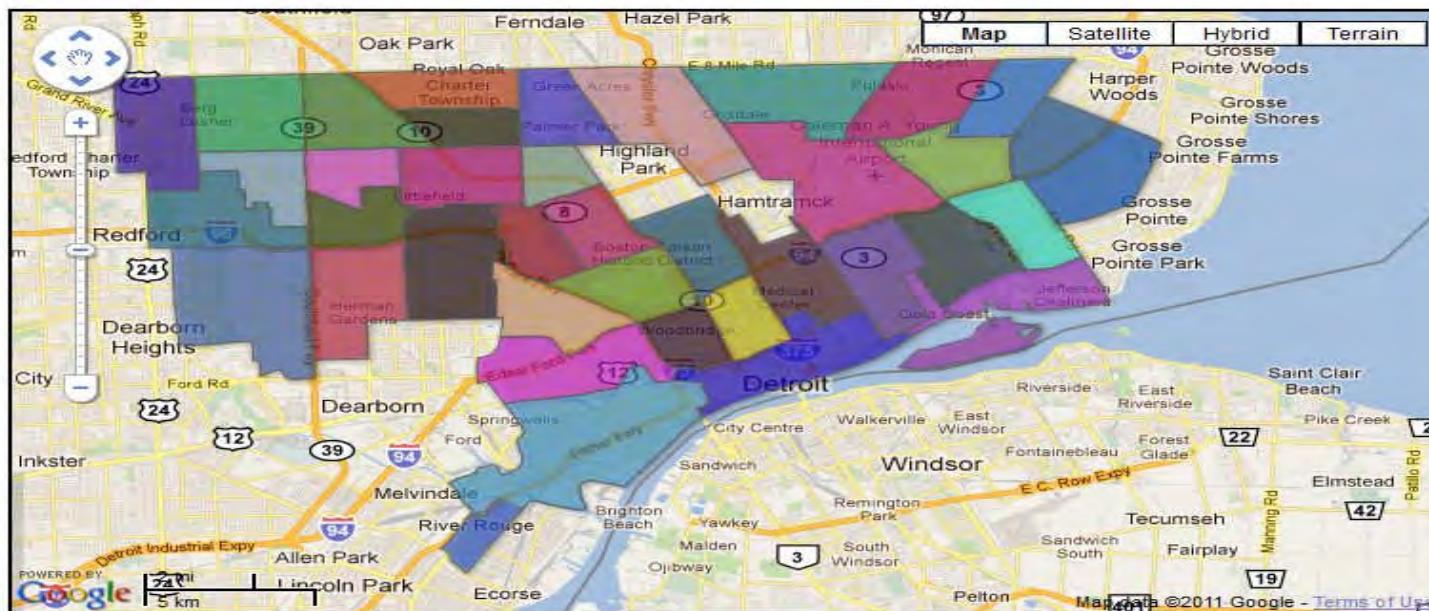
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United Way Subcommunity

Airport
Bagley
Belle Isle
Boynton
Brightmoor
Brooks
Burbank
Central
Cerveny
Chadsey/Condon
Chene
Cody/Rouge
Connor
Denby
Downtown
Durfee
Evergreen
Finney
Grandmont
Greenfield
Harmony Village
Jefferies
Kettering/Butzel
Mack
Mackenzie
McNichols
Osborn
Palmer Park
Pembroke
Pershing
Redford
Rosa Parks
Rosedale Park
St. Fair/Nolan
St. Jean
Tireman
University
Vernor



data & mapping

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Map data ©2011 Google

 Ask the Experts

 Interactive Map

 Compare Tool

 Trend Tool

Switch to another Geography:

Enter geography here

GO

University

Geographic Type: Detroit United Way Subcommunity

Demographics **Economics & Education** **Housing** **Parcel Survey**

Population

	Value	Average*	Lowest*	Highest*	
 Total Population (2000) ¹ map	16,877	24,392	6,968	44,894	
 Population Density (per sq mile) (2000) ¹ map	8,080.0	7,228.9	2,921.3	10,827.4	

Race

	Value	Average*	Lowest*	Highest*	
 % White (2000) ¹ map	18.6 %	9.4 %	0.7 %	30.3 %	
 % Black or African American (2000) ¹ map	69.4 %	84.0 %	9.4 %	97.4 %	
 % American Indian or Alaska Native (2000) ¹ map	0.5 %	0.3 %	0.1 %	0.8 %	
 % Asian or Pacific Islander (2000) ¹ map	7.6 %	0.9 %	0.1 %	7.6 %	
 % Other Race (2000) ¹	0.2 %	0.2 %	0.1 %	0.3 %	
 % Two or more races (2000) ¹	1.9 %	1.8 %	0.9 %	5.1 %	
 % Hispanic or Latino (2000) ¹ map	1.9 %	3.4 %	0.4 %	57.7 %	

Gender

	Value	Average*	Lowest*	Highest*	
 % Females (2000) ¹ map	48.1 %	53.0 %	46.9 %	55.8 %	
 % Males (2000) ¹ map	51.9 %	47.0 %	44.2 %	53.1 %	

Age

	Value	Average*	Lowest*	Highest*	
 % Population under 5 years old (2000) ¹ map	5.5 %	7.7 %	3.8 %	10.3 %	
 % Population 5 to 17 years old (2000) ¹ map	13.1 %	22.4 %	10.2 %	30.6 %	
 % Population 18 to 19 years old (2000) ¹ map	3.7 %	2.8 %	2.1 %	4.9 %	
 % Population 20 to 24 years old (2000) ¹ map	10.4 %	6.8 %	5.2 %	10.4 %	
 % Population 25 to 34 years old (2000) ¹ map	19.7 %	14.9 %	11.6 %	19.7 %	
 % Population 35 to 44 years old (2000) ¹ map	15.0 %	14.4 %	12.8 %	17.2 %	

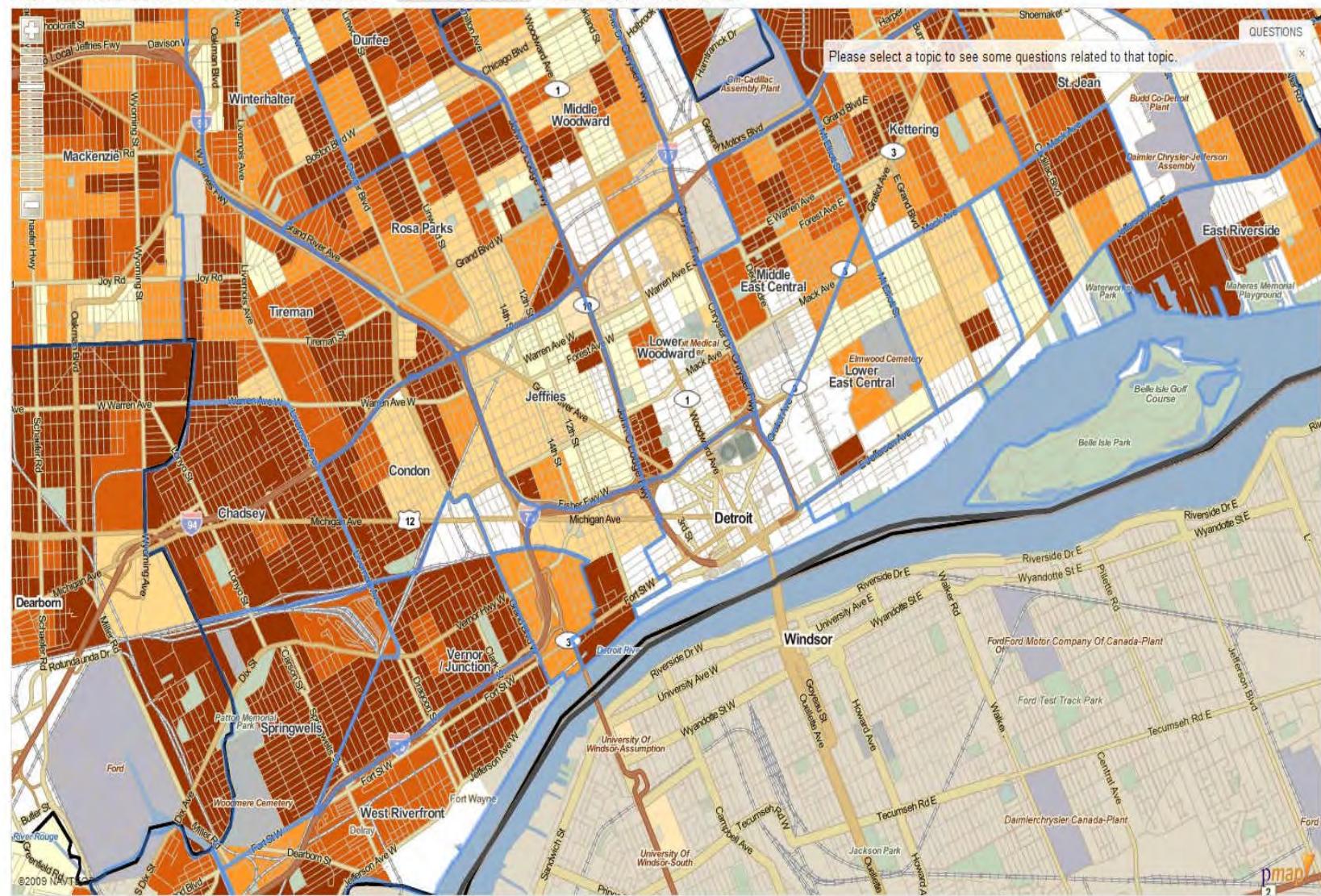
ENTER A LOCATION

SELECT A GEOGRAPHY

2000 Percent under 5 [explain]

 DRAW A RADIUS AROUND A POINT DRAW A CUSTOM GEOGRAPHY IDENTIFY GEOGRAPHY CREATE A GRAPH RESTART MAP

Mode: Basic | Advanced



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