

Campus Locations:

- 1. Auburn Hills Campus2900 Featherstone Rd, Auburn Hills 48326
- 2. Highland Lakes Campus7350 Cooley Lake Rd, Union Lake 48327
- 3. Orchard Ridge Campus27055 Orchard Lake Road, Farmington Hills 48018
- 4. Royal Oak Campus739 S. Washington, Royal Oak 48067
- 5. Southfield Campus22322 Rutland Drive, Southfield 48075
- 6. Pontiac Center17 S. Saginaw, Pontiac 48058

City and ZIP code listing on back

CITY **ZIP CODE**

Auburn Hills.....48326
Berkley48072
Birmingham48009
Bloomfield48301
Bloomfield48302
Bloomfield Hills.....48304
Clarkston48348
Clarkston48346
Clawson.....48017
Commerce48382
Davisburg48350
Farmington48335
Farmington48336
Farmington Hills48331
Farmington Hills48334
Franklin48025
Ferndale.....48220
Hartland.....48353
Hazel Park48030
Highland48357
Highland48356
Holly48442
Huntington Woods48070
Lake Orion48360
Lake Orion48362
Lakeville48366
Leonard48367
Madison Heights48071
Milford48380
Milford48381
New Hudson.....48165
Novi.....48374
Novi.....48375
Novi.....48377

CITY **ZIP CODE**

Oakland48363
Oak Park48237
Orion48359
Ortonville48462
Oxford48370
Oxford48371
Pleasant Ridge48067
Pontiac48340
Pontiac48341
Pontiac48342
Rochester.....48306
Rochester.....48307
Rochester Hills48309
Royal Oak48073
Royal Oak48067
Southfield48034
Southfield48076
Southfield48075
South Lyon48178
Troy48083
Troy48084
Troy48098
Walled Lake48390
Waterford48327
Waterford48328
Waterford48329
West Bloomfield48322
West Bloomfield48323
West Bloomfield48324
White Lake48383
White Lake48386
Wixom.....48393

ZIP CODES

10 Largest

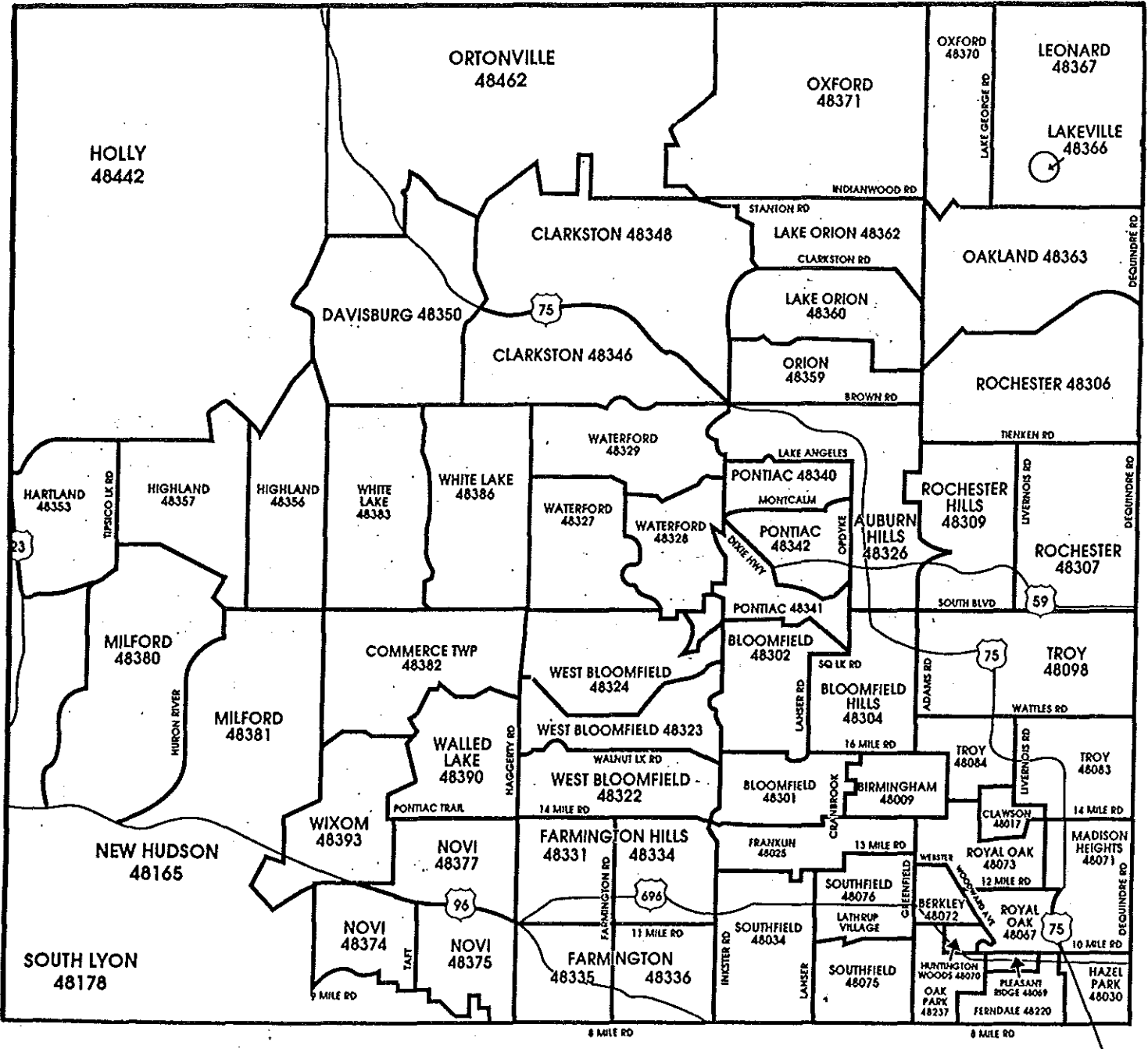
989	48073	Royal Oak
933	48098	Troy
888	48307	Rochester
799	48067	Royal Oak
767	48237	Oak Park
732	48071	Madison Heights
722	48329	Waterford
662	48328	Waterford
624	48309	Rochester Hills
574	48220	Ferndale

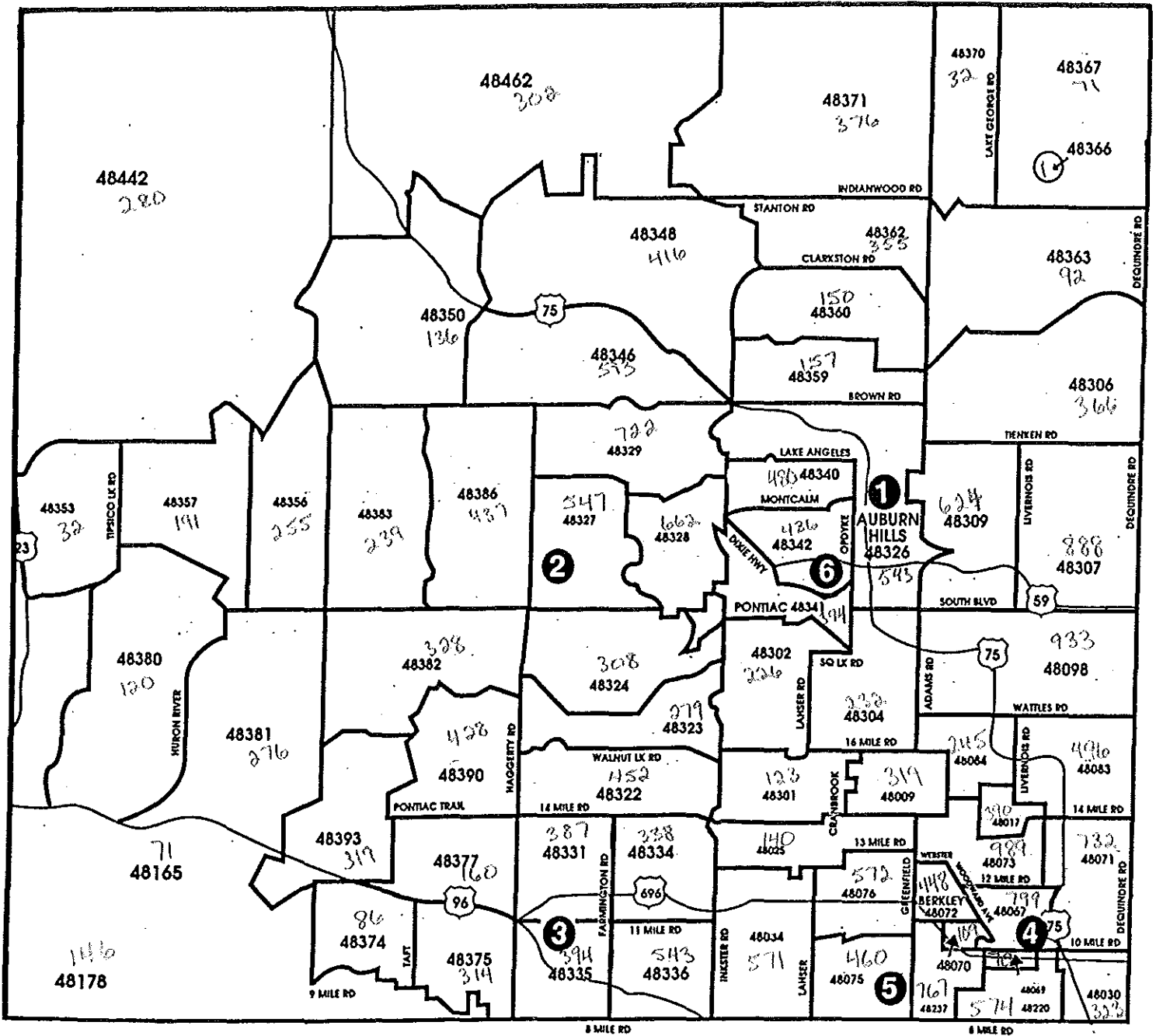
Not Listed on Map

1	48023 2	48068 2	48127 10
00000 13	48024 1	48079 2	48128 5
07093 1	48026 6	48080 13	48135 12
08028 1	48031 1	48081 13	48137 1
11111 2	48033 4	48082 4	48138 2
21133 1	48035 17	48085 84	48139 1
33990 1	48036 4	48087 2	48141 5
40346 1	48037 3	48088 2	48146 2
44286 1	48038 14	48089 18	48150 21
46350 1	48039 3	48091 30	48152 67
48000 1	48042 2	48092 24	48153 1
48001 4	48043 15	48093 27	48154 65
48002 2	48044 27	48094 9	48161 2
48003 7	48045 14	48095 1	48164 1
48004 1	48046 3	48096 4	48167 159
48005 2	48047 12	48097 3	48169 5
48007 1	48049 1	48099 7	48170 44
48008 1	48051 5	48101 2	48173 1
48010 42	48053 5	48103 2	48174 3
48012 1	48055 1	48105 2	48179 1
48013 8	48057 4	48109 1	48180 12
48014 3	48058 1	48111 10	48183 4
48015 9	48059 1	48116 96	48184 3
48016 2	48060 2	48118 1	48185 59
48018 4	48062 4	48120 1	48187 31
48019 1	48063 7	48122 1	48188 10
48020 5	48064 5	48124 10	48189 1
48021 12	48065 18	48125 7	48192 7
48022 1	48066 16	48126 13	48195 2

48197 2	48315 12	48506 4
48198 4	48316 36	48507 6
48201 6	48317 46	48519 1
48202 24	48320 98	48601 1
48203 87	48321 6	48655 1
48204 29	48325 2	48658 1
48205 35	48330 1	48661 1
48206 26	48332 2	48683 1
48207 16	48337 1	48696 1
48208 5	48343 12	48726 1
48209 6	48347 10	48735 2
48210 5	48361 4	48741 1
48211 3	48372 1	48744 2
48212 43	48387 45	48747 1
48213 6	48397 1	48750 1
48214 13	48404 1	48760 1
48215 5	48412 9	48768 1
48216 2	48416 1	48823 2
48217 2	48417 1	48825 1
48218 1	48421 7	48827 1
48219 174	48423 2	48834 1
48221 158	48428 20	48836 5
48222 1	48430 45	48840 1
48223 59	48431 1	48843 42
48224 23	48433 1	48867 1
48225 7	48438 11	48880 1
48226 3	48439 11	48906 2
48227 72	48440 1	48912 1
48228 39	48441 1	49009 1
48229 1	48444 4	49015 1
48230 15	48445 1	49167 1
48233 3	48446 49	49203 1
48234 65	48447 1	49236 2
48235 193	48450 1	49265 1
48236 30	48451 4	49286 1
48238 58	48455 48	49316 1
48239 69	48456 1	49424 1
48240 84	48458 1	49441 1
48279 1	48461 7	49740 1
48303 1	48463 2	60174 1
48308 4	48473 1	92037 1
48310 75	48475 1	98026 1
48311 1	48502 2	
48312 28	48503 4	
48313 37	48504 3	
48314 12	48505 4	

OCC / Oakland County District Map By Zip Codes





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City and ZIP code listing on back

48085 - 84 -
48116 - 96 - Brighton
48152 - 67 - Livonia
48154 - 65 - Livonia
48167 - 159 - Northville
48185 - 59 - Westland
48203 - 87 - Highland Park
48219 - 174 - Detroit
48221 - 158 - Detroit
48223 - 59 - Detroit
48227 - 72 - Detroit
482~~34~~ - 65 - Detroit
48235 - 193 - Detroit
48238 - 58 - Detroit
48239 - 69 - Redford
48240 - 84 - Detroit
48310 - 75 - Sterling Heights
48320 - 98 -

CITY **ZIP CODE**

Auburn Hills	48326
Berkley	48072
Birmingham	48009
Bloomfield	48301
Bloomfield	48302
Bloomfield Hills	48304
Clarkston	48348
Clarkston	48346
Clawson	48017
Commerce	48382
Davisburg	48350
Farmington	48335
Farmington	48336
Farmington Hills	48331
Farmington Hills	48334
Franklin	48025
Ferndale	48220
Hartland	48353
Hazel Park	48030
Highland	48357
Highland	48356
Holly	48442
Huntington Woods	48070
Lake Orion	48360
Lake Orion	48362
Lakeville	48366
Leonard	48367
Madison Heights	48071
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Milford	48381
New Hudson	48165
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Oakland	48363
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Orion	48359
Ortonville	48462
Oxford	48370
Oxford	48371
Pleasant Ridge	48067
Pontiac	48340
Pontiac	48341
Pontiac	48342
Rochester	48306
Rochester	48307
Rochester Hills	48309
Royal Oak	48073
Royal Oak	48067
Southfield	48034
Southfield	48076
Southfield	48075
South Lyon	48178
Troy	48083
Troy	48084
Troy	48098
Walled Lake	48390
Waterford	48327
Waterford	48328
Waterford	48329
West Bloomfield	48322
West Bloomfield	48323
West Bloomfield	48324
White Lake	48383
White Lake	48386
Wixom	48393

College and Wayne County Community College. The only ones that we can't convince are our own here at WSU.

I truly believe that a map is an extremely effective way of transmitting a great deal of information in an easy-to-understand manner. It also often leads to a great deal of discussion and requests to show the data in other ways.

To get the ball in motion all you need do is tell us. We will need your data in any spreadsheet program (excel, etc.), definitely on disk, with the 5-digit zip in one column and the data to be mapped in the others.

As long as the data are "clean" and don't require a great deal of manipulation, we can usually turn a request around in 3 to 5 working days.

We can provide you maps in both black and white or color. In terms of size, our standards are 8 1/2 x 11"; 17 x 22"; 34 x 44". We can also come up with sizes in between.

www.fsu.edu/~air

Kurt Metzger
Center for Urban Studies
Wayne State Uni
656 W. Kirby
Rm 3300
Detroit. 48202

come up with sizes in between.

Our costs are based on time and materials, with my best guess being about \$100 - \$150. It might be slightly more or less. For billing, we send you an invoice upon completion of the project.

Feel free to respond at this address. I have much better luck getting my mail at home rather than at work.

, Map of SEMIchigan



OAKLAND
COMMUNITY
COLLEGE

RECEIVED

SEP 16 1996

CHANCELLOR'S OFFICE

Memo

To: Richard T. Thompson, Chancellor

From: Martin A. Orlowski, Director
Sue Cheng, Associate Research Analyst,
Office of Institutional Planning & Analysis

Subject: Student Enrollment Penetration Report by Zip Code--Follow-up

Date: September 12, 1996

In an attempt to identify key variables that affect OCC penetration rates by zip code, the Office of Institutional Planning & Analysis has prepared the attached follow-up report. Supplementary to the student penetration report, this study illustrates variables identified as statistically significant in relation to OCC penetration rates.

Variables that show positive correlation with zip code penetration rates include geography, median housing value, median household income, and higher education attainment. On the other hand, the number of families in poverty is negatively correlated with OCC penetration rates. This finding suggests that further analysis of our outreach efforts in these areas may be warranted.

It is important to note that zip code profiles are limited to the information available from the 1990 Census and 1994 population update. Other factors, such as unemployment rate or the consumer price index, might be related to zip code penetration rates. As a result, a more comprehensive study should be conducted which incorporates internal as well as external factors. I suggest that this study be conducted with the intent of developing a predictive model for forecasting enrollments among identified segments (markets). Therefore, I am also forwarding a copy of this study to the Marketing Committee for their review and consideration. If you have any questions concerning this study, please do not hesitate to contact us at 7746.

pc: Marketing Committee

Attachment: Student Enrollment Penetration Report by Zip Code

MAO/sc

**Oakland Community College
Enrollment Penetration Report by Zip Code***

Zip	City	1995-96 Enrollment	1994 Population (18 Years and Older)	Penetration (%)	Geography**	1990	1990	1994 Median	1990 Median	1990
						% Bachelor's Degree	% Bachelor's Degree and Higher	Household Income	Housing Value	% Families in Poverty
48034	Southfield	1030	25,563	4.0292	2	22.3	37.5	\$40,305	\$88,300	2.6
48076	Southfield	926	22,992	4.0275	2	20.7	36.7	\$50,510	\$90,600	3.1
48380	Milford	135	3,364	4.0125	0	16.6	24.2	\$52,081	\$102,900	5.4
48071	Madison Heights	1019	25,410	4.0102	2	8.0	11.0	\$34,696	\$59,600	6.9
48336	Farmington	823	20,651	3.9854	2	18.8	27.4	\$43,739	\$93,000	2.9
48069	Pleasant Ridge	85	2,259	3.7626	2	31.2	50.7	\$56,574	\$89,400	2.5
48340	Pontiac	601	16,725	3.5934	2	5.9	7.3	\$26,832	\$36,500	16.9
48334	Farmington	515	14,373	3.5832	3	27.6	44.6	\$57,883	\$138,200	2.2
48084	Troy	383	10,966	3.4925	1	30.1	51.4	\$52,249	\$148,100	2.5
48320	Keego Harbor	133	3,819	3.4827	0	16.0	23.4	\$37,469	\$77,500	9.3
48335	Farmington	576	16,679	3.4534	2	27.6	42.4	\$48,691	\$154,600	1.3
48322	West Bloomfield	702	20,974	3.3470	2	27.6	49.2	\$72,709	\$159,800	1.0
48342	Pontiac	509	15,272	3.3330	2	3.9	5.1	\$19,013	\$32,100	30.6
48341	Pontiac	523	15,971	3.2747	2	7.6	11.4	\$25,941	\$40,900	25.1
48375	Novi	506	15,923	3.1778	1	27.8	39.5	\$55,374	\$121,200	1.7
48367	Leonard	101	3,181	3.1748	0	10.8	17.5	\$47,995	\$104,400	3.4
48030	Hazel Park	448	14,520	3.0853	2	3.6	4.9	\$28,633	\$36,000	12.3
48374	Novi	136	4,652	2.9237	0	21.5	29.8	\$54,667	\$167,700	2.5
48442	Holly	353	12,192	2.8953	0	7.6	13.2	\$41,058	\$70,900	5.7
48165	New Hudson	106	3,730	2.8416	0	11.2	16.4	\$51,142	\$114,000	.7
48009	Birmingham	451	15,883	2.8395	1	36.2	59.5	\$61,317	\$150,200	1.5
48070	Huntington Woods	152	5,447	2.7904	2	25.6	50.4	\$56,308	\$101,100	2.9
48302	Bloomfield Hills	363	13,352	2.7187	1	28.5	56.5	\$85,453	\$250,800	.5
48304	Bloomfield Hills	363	13,889	2.6135	2	32.9	61.2	\$93,483	\$208,500	.9
48025	Franklin	275	10,889	2.5255	2	32.5	57.9	\$72,869	\$169,200	.3
48301	Bloomfield Hills	266	11,785	2.2572	2	35.1	61.9	\$98,977	\$218,000	.4
48178	South Lyon	253	13,520	1.8713	0	11.5	18.0	\$41,191	\$98,200	2.8
48353	Hartland	60	3,363	1.7841	0	16.2	22.4	\$54,512	\$113,600	4.1
48428	Dryden	30	2,823	1.0627	0	5.30	8.1	\$44,871	\$69,000	5
48455	Metamora	56	5,354	1.0459	0	9.50	16.30	\$27,363	\$89,900	2.5
48167	Northville	213	25,410	0.8383	1	24.2	39.5	\$56,142	\$156,500	1.2
48240	Redford	111	14,747	0.7527	0	8.0	11.0	\$38,931	\$51,300	3.5
48235	Detroit	297	40,636	0.7309	0	8.1	12.2	\$32,795	\$31,900	16.4
48219	Detroit	297	42,183	0.7041	0	9.8	14.6	\$32,729	\$32,800	15.6
48221	Detroit	235	35,239	0.6669	0	11.3	21.6	\$33,335	\$37,200	12.6
48116	Brighton	181	28,591	0.6331	0	16.6	24.4	\$52,733	\$113,600	2.0
48438	Goodrich	24	3,900	0.6154	0	9.3	15.2	\$52,708	\$84,100	3.4
48412	Attica	19	3,905	0.4866	0	4.2	6.3	\$40,604	\$58,200	3.9

Oakland Community College
Enrollment Penetration Report by Zip Code*

Zip	City	1995-96 Enrollment	1994 Population (18 Years and Older)	Penetration (%)	Geography**	1990	1990	1994 Median	1990 Median	1990
						% Bachelor's Degree	% Bachelor's Degree and Higher	Household Income	Housing Value	% Families in Poverty
48207	Detroit	33	19,627	0.1681	0	7.1	17.8	\$16,684	\$21,700	30.5
48038	Clinton Township	43	27,246	0.1578	0	--	--	\$47,119	--	--
48096	Ray	4	2,617	0.1528	0	--	--	\$48,724	--	--
48015	Center Line	11	7,319	0.1503	0	6.0	8.1	\$25,543	\$57,900	6.1
48206	Detroit	38	25,899	0.1467	0	3.9	6.9	\$14,380	\$23,000	38.4
48205	Detroit	58	40,344	0.1438	0	4.1	5.7	\$23,015	\$25,600	30.4
48224	Detroit	50	35,576	0.1405	0	8.6	13.4	\$30,017	\$29,600	17.5
48836	Fowlerville	10	7,210	0.1387	0	6.4	9.9	\$38,542	\$71,300	4.9
48044	Macomb	20	14,544	0.1375	0	11.7	17.8	\$51,060	\$110,000	1.7
48204	Detroit	45	33,369	0.1349	0	4.1	6.0	\$16,395	\$21,000	35.9
48208	Detroit	14	10,581	0.1323	0	4.4	7.5	\$12,347	\$14,999	41.5
48093	Warren	54	40,918	0.1320	0	8.7	13.2	\$44,288	\$82,800	1.8
48126	Dearborn	36	27,674	0.1301	0	8.9	14.9	\$29,454	\$52,900	14.0
48185	Westland	79	66,800	0.1183	0	8.5	11.4	\$37,393	\$62,800	5.6
48127	Dearborn Heights	32	28,438	0.1125	1	11.4	17.7	\$41,319	\$75,300	2.3
48211	Detroit	10	8,955	0.1117	0	3.0	3.8	\$12,331	\$14,999	50.1
48228	Detroit	50	45,868	0.1090	0	5.1	6.9	\$25,606	\$24,700	22.2
48081	Saint Clair Shores	20	18,412	0.1086	0	8.7	12.9	\$41,511	\$71,700	2.0
48217	Detroit	9	8,344	0.1079	0	3.4	5.0	\$19,227	\$25,500	23.9
48449	Lennon	3	2,805	0.1070	0	4.1	4.7	\$40,047	\$54,300	5.9
48169	Pinckney	11	10,442	0.1053	0	14.0	18.7	\$50,554	\$94,300	3.2
48043	Mount Clemens	14	13,314	0.1052	0	7.3	11.9	\$27,526	\$66,400	7.0
48214	Detroit	30	28,676	0.1046	0	5.3	9.6	\$14,950	\$16,600	25.6
48080	Saint Clair Shores	21	20,275	0.1036	0	10.4	16.2	\$36,471	\$67,400	3.1
48439	Grand Blanc	25	24,718	0.1011	0	17.9	28.9	\$47,565	\$84,100	2.2
48082	Saint Clair Shores	14	14,606	0.0959	0	7.4	11.3	\$41,626	\$68,400	2.6
48047	New Baltimore	18	18,806	0.0957	0	8.7	13.8	\$43,315	\$89,800	4.6
48026	Fraser	11	11,510	0.0956	0	8.8	12.9	\$38,782	\$82,700	4.4
48089	Warren	24	25,585	0.0938	0	3.7	4.7	\$32,663	\$42,300	9.2
48189	Whitmore Lake	8	8,697	0.0920	0	12.9	20.9	\$44,897	\$88,900	3.2
48035	Clinton Township	24	26,320	0.0912	0	--	--	\$38,746	--	--
48201	Detroit	11	12,357	0.0890	0	6.7	13.1	\$10,001	\$26,900	42.2
48184	Wayne	13	14,981	0.0868	0	6.5	9.8	\$34,462	\$47,600	8.2
48050	New Haven	1	1,232	0.0812	0	--	--	\$44,103	--	--
48418	Byron	2	2,482	0.0806	0	4.1	7.7	\$37,565	\$57,400	3.8
48051	New Baltimore	4	5,242	0.0763	0	--	--	\$43,660	--	--
48138	Gross Ile	6	7,938	0.0756	0	22.5	39.7	\$63,358	\$148,500	2.2
48066	Roseville	29	39,197	0.0740	0	4.7	6.9	\$35,287	\$55,000	4.9
48135	Garden City	17	23,313	0.0729	0	5.1	7.1	\$41,623	\$59,200	3.0

**Oakland Community College
Enrollment Penetration Report by Zip Code***

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						% Bachelor's Degree	% Bachelor's Degree and Higher	Household Income	Housing Value	% Families in Poverty
48218	River Rouge	2	7,681	0.0260	0	4.1	6.2	\$18,478	\$22,000	29.1
48529	Burton	2	7,732	0.0259	0	2.9	4.4	\$26,451	\$33,300	19.3
49236	Clinton	1	3,910	0.0256	0	11.0	15.7	\$42,043	\$69,000	4.0
48420	Clio	4	15,806	0.0253	0	6.2	9.8	\$36,912	\$56,200	8.3
48120	Dearborn	1	4,239	0.0236	0	12.0	25.3	\$34,596	\$94,700	28.9
48146	Lincoln Park	7	30,957	0.0226	0	4.6	6.7	\$33,194	\$44,100	6.2
48507	Flint	6	27,744	0.0216	0	8.9	13.3	\$34,351	\$47,300	13.0
48473	Swartz Creek	3	13,980	0.0215	0	9.4	14.2	\$44,042	\$65,800	3.6
48174	Salem	4	19,303	0.0207	0	3.9	6.1	\$34,731	\$49,300	11.7
48506	Flint	5	24,542	0.0204	0	3.3	4.3	\$27,033	\$36,700	19.3
48180	Taylor	10	50,633	0.0198	0	4.7	6.7	\$35,563	\$48,100	11.0
48532	Flint	3	15,201	0.0197	0	10.5	18.9	\$34,770	\$56,900	7.8
48176	Saline	2	10,649	0.0188	0	20.3	34.0	\$51,429	\$119,100	2.0
48197	Ypsilanti	7	38,068	0.0184	0	22.1	36.2	\$31,392	\$86,600	10.3
48195	Southgate	4	23,605	0.0169	0	7.0	9.5	\$39,165	\$58,500	3.3
48504	Flint	4	27,375	0.0146	0	6.8	10.9	\$29,593	\$34,400	20.4
48164	Monroe	1	7,170	0.0139	0	5.2	9.4	\$43,936	\$78,400	4.0
48229	Ecorse	1	8,316	0.0120	0	1.9	3.2	\$20,764	\$25,500	25.6
48198	Ypsilanti	3	28,689	0.0105	0	10.1	16.8	\$36,339	\$51,600	11.3
48160	Milan	1	9,865	0.0101	0	8.6	13.4	\$44,771	\$69,600	2.6
48104	Ann Arbor	4	42,022	0.0095	0	29.9	70.6	\$30,718	\$134,500	3.9
48503	Flint	2	23,616	0.0085	0	9.0	17.0	\$22,666	\$40,900	23.5
48505	Flint	2	25,151	0.0080	0	2.6	3.9	\$14,717	\$26,000	39.5

* Report is sorted by penetration rate.

** Geography is assigned on a scale from 0 to 3.

Scale 3--Zip code areas where OCC campus is located at.

Scale 2--Zip code areas adjacent to the campuses (scale 3 areas).

Scale 1--Zip code areas adjacent to the scale 2 areas.

Scale 0--All remaining zip code areas.

Preface

Correlations of Zip Code Penetration

Methodology

Below are the data on the correlations between OCC's penetration rate and the variables; percentage of individuals with bachelor's degrees (bachelor), percentage of individuals with bachelor's degree and advanced degrees (bachplus), median household income (hhincome), median household value (hsvalue) and percentage of families in poverty (poverty). There is an additional variable on the campus-wide report which is not included in the individual campus analyses. It is the percentage of individuals with a graduate or professional degrees (graduate) throughout the county.

zip code

a selected set of socioeconomic

variables included

1990 Census

why



Analysis by campus 1995-96 students at campus

What follows are six different analyses of the relationship between the penetration rate and the aforementioned variables at the .05 level of significance. Only those cases with a student population of 25 or higher have been included.

zip codes

Analyses Summary

• Auburn Hills---No relationship between penetration rate and any variables.
(n=67-68)

Highland Lakes---No relationship between penetration rate and any variables.
(n=50)

?

Orchard Ridge---There is a modest significant relationship between the penetration rate and all the variables except household income. Poverty is modestly negatively correlated with the penetration rate; all others are modestly positively correlated.
(n=74)

Royal Oak---No relationship between penetration rate and any variables.
(n=61)

Southfield--- No relationship between penetration rate and any variables.
(n=27)

? OCC Campus-wide---There is a modest significant relationship between the penetration rate and all the variables except those individuals with graduate and professional degrees (graduate). Poverty is modestly negatively correlated with the penetration rate; all others are modestly positively correlated.
(n=116-117)

Summary

Zip [enrollment]

AH

- - Correlation Coefficients - -

	BACHELOR	BACHPLUS	ENROLL	HHINCOME	HSVALUE	PENRATE
BACHELOR	1.0000 (67) P= .	.9819 (67) P= .000	.0101 (67) P= .935	.7752 (67) P= .000	.8442 (67) P= .000	-.1159 (67) P= .350
BACHPLUS	.9819 (67) P= .000	1.0000 (67) P= .	-.0007 (67) P= .995	.8262 (67) P= .000	.8814 (67) P= .000	-.1328 (67) P= .284
ENROLL	.0101 (67) P= .935	-.0007 (67) P= .995	1.0000 (68) P= .	-.0265 (68) P= .830	-.0652 (67) P= .600	.6857 (68) P= .000
HHINCOME	.7752 (67) P= .000	.8262 (67) P= .000	-.0265 (68) P= .830	1.0000 (68) P= .	.9345 (67) P= .000	-.0521 (68) P= .673
HSVALUE	.8442 (67) P= .000	.8814 (67) P= .000	-.0652 (67) P= .600	.9345 (67) P= .000	1.0000 (67) P= .	-.0698 (67) P= .575
PENRATE	-.1159 (67) P= .350	-.1328 (67) P= .284	.6857 (68) P= .000	-.0521 (68) P= .673	-.0698 (67) P= .575	1.0000 (68) P= .
POP	.1043 (67) P= .401	.1079 (67) P= .385	.2735 (68) P= .024	-.0380 (68) P= .758	-.0995 (67) P= .423	-.3331 (68) P= .006
POVERTY	-.5407 (67) P= .000	-.5077 (67) P= .000	.1574 (67) P= .203	-.5816 (67) P= .000	-.5900 (67) P= .000	.1056 (67) P= .395

(Coefficient / (Cases) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

- - Correlation Coefficients - -

	POP	POVERTY
BACHELOR	.1043 (67) P= .401	-.5407 (67) P= .000
BACHPLUS	.1079 (67) P= .385	-.5077 (67) P= .000
ENROLL	.2735 (68) P= .024	.1574 (67) P= .203
HHINCOME	-.0380 (68) P= .758	-.5816 (67) P= .000
HSVALUE	-.0995 (67) P= .423	-.5900 (67) P= .000
PENRATE	-.3331 (68) P= .006	.1056 (67) P= .395
POP	1.0000 (68) P= .	.0450 (67) P= .718
POVERTY	.0450 (67) P= .718	1.0000 (67) P= .

(Coefficient / (Cases) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

H.L.

- - Correlation Coefficients - -

	BACHELOR	BACHPLUS	ENROLL	HHINCOME	HSVALUE	PENRATE
BACHELOR	1.0000 (50) P= .	.9748 (50) P= .000	-.2526 (50) P= .077	.7713 (50) P= .000	.8083 (50) P= .000	-.3261 (50) P= .021
BACHPLUS	.9748 (50) P= .000	1.0000 (50) P= .	-.2748 (50) P= .053	.8332 (50) P= .000	.8577 (50) P= .000	-.3569 (50) P= .011
ENROLL	-.2526 (50) P= .077	-.2748 (50) P= .053	1.0000 (50) P= .	-.0819 (50) P= .572	-.1064 (50) P= .462	.8297 (50) P= .000
HHINCOME	.7713 (50) P= .000	.8332 (50) P= .000	-.0819 (50) P= .572	1.0000 (50) P= .	.9494 (50) P= .000	-.0706 (50) P= .626
HSVALUE	.8083 (50) P= .000	.8577 (50) P= .000	-.1064 (50) P= .462	.9494 (50) P= .000	1.0000 (50) P= .	-.0806 (50) P= .578
PENRATE	-.3261 (50) P= .021	-.3569 (50) P= .011	.8297 (50) P= .000	-.0706 (50) P= .626	-.0806 (50) P= .578	1.0000 (50) P= .
POP	.2485 (50) P= .082	.2664 (50) P= .061	-.1613 (50) P= .263	-.0024 (50) P= .987	-.0442 (50) P= .761	-.5419 (50) P= .000
POVERTY	-.5710 (50) P= .000	-.5267 (50) P= .000	-.1108 (50) P= .443	-.6141 (50) P= .000	-.5827 (50) P= .000	-.1030 (50) P= .476

(Coefficient / (Cases) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

- - Correlation Coefficients - -

	POP	POVERTY
BACHELOR	.2485 (.50) P= .082	-.5710 (.50) P= .000
BACHPLUS	.2664 (.50) P= .061	-.5267 (.50) P= .000
ENROLL	-.1613 (.50) P= .263	-.1108 (.50) P= .443
HHINCOME	-.0024 (.50) P= .987	-.6141 (.50) P= .000
HSVALUE	-.0442 (.50) P= .761	-.5827 (.50) P= .000
PENRATE	-.5419 (.50) P= .000	-.1030 (.50) P= .476
POP	1.0000 (.50) P= .	-.0211 (.50) P= .885
POVERTY	-.0211 (.50) P= .885	1.0000 (.50) P= .

(Coefficient / (Cases) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

- - Correlation Coefficients - -

OR

	BACHELOR	BACHPLUS	ENROLL	HHINCOME	HSVALUE	PENRATE
BACHELOR	1.0000 (.74) P= .	.9798 (.74) P= .000	.4056 (.74) P= .000	.8130 (.74) P= .000	.8536 (.74) P= .000	.3849 (.74) P= .001
BACHPLUS	.9798 (.74) P= .000	1.0000 (.74) P= .	.3708 (.74) P= .001	.8484 (.74) P= .000	.8608 (.74) P= .000	.3303 (.74) P= .004
ENROLL	.4056 (.74) P= .000	.3708 (.74) P= .001	1.0000 (.74) P= .	.1798 (.74) P= .125	.2419 (.74) P= .038	.8082 (.74) P= .000
HHINCOME	.8130 (.74) P= .000	.8484 (.74) P= .000	.1798 (.74) P= .125	1.0000 (.74) P= .	.9338 (.74) P= .000	.2262 (.74) P= .053
HSVALUE	.8536 (.74) P= .000	.8608 (.74) P= .000	.2419 (.74) P= .038	.9338 (.74) P= .000	1.0000 (.74) P= .	.3505 (.74) P= .002
PENRATE	.3849 (.74) P= .001	.3303 (.74) P= .004	.8082 (.74) P= .000	.2262 (.74) P= .053	.3505 (.74) P= .002	1.0000 (.74) P= .
POP	-.1708 (.74) P= .146	-.1548 (.74) P= .188	-.0067 (.74) P= .955	-.2230 (.74) P= .056	-.3107 (.74) P= .007	-.3857 (.74) P= .001
POVERTY	-.5743 (.74) P= .000	-.5180 (.74) P= .000	-.2715 (.74) P= .019	-.6200 (.74) P= .000	-.6357 (.74) P= .000	-.3345 (.74) P= .004

(Coefficient / (Cases) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

- - Correlation Coefficients - -

	POP	POVERTY
BACHELOR	-.1708 (74) P= .146	-.5743 (74) P= .000
BACHPLUS	-.1548 (74) P= .188	-.5180 (74) P= .000
ENROLL	-.0067 (74) P= .955	-.2715 (74) P= .019
HHINCOME	-.2230 (74) P= .056	-.6200 (74) P= .000
HSVALUE	-.3107 (74) P= .007	-.6357 (74) P= .000
PENRATE	-.3857 (74) P= .001	-.3345 (74) P= .004
POP	1.0000 (74) P= .	.2822 (74) P= .015
POVERTY	.2822 (74) P= .015	1.0000 (74) P= .

(Coefficient / (Cases) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

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- - Correlation Coefficients - -

	BACHELOR	BACHPLUS	ENROLL	HHINCOME	HSVALUE	PENRATE
BACHELOR	1.0000 (.61) P= .	.9843 (.61) P= .000	.0211 (.61) P= .872	.8580 (.61) P= .000	.8752 (.61) P= .000	.1474 (.61) P= .257
BACHPLUS	.9843 (.61) P= .000	1.0000 (.61) P= .	-.0143 (.61) P= .913	.8715 (.61) P= .000	.8818 (.61) P= .000	.1127 (.61) P= .387
ENROLL	.0211 (.61) P= .872	-.0143 (.61) P= .913	1.0000 (.61) P= .	-.0970 (.61) P= .457	-.1194 (.61) P= .359	.8863 (.61) P= .000
HHINCOME	.8580 (.61) P= .000	.8715 (.61) P= .000	-.0970 (.61) P= .457	1.0000 (.61) P= .	.9599 (.61) P= .000	-.0078 (.61) P= .953
HSVALUE	.8752 (.61) P= .000	.8818 (.61) P= .000	-.1194 (.61) P= .359	.9599 (.61) P= .000	1.0000 (.61) P= .	-.0442 (.61) P= .735
PENRATE	.1474 (.61) P= .257	.1127 (.61) P= .387	.8863 (.61) P= .000	-.0078 (.61) P= .953	-.0442 (.61) P= .735	1.0000 (.61) P= .
POP	-.4866 (.61) P= .000	-.4632 (.61) P= .000	.0822 (.61) P= .529	-.4718 (.61) P= .000	-.5023 (.61) P= .000	-.2045 (.61) P= .114
POVERTY	-.6780 (.61) P= .000	-.6183 (.61) P= .000	-.1826 (.61) P= .159	-.7442 (.61) P= .000	-.7128 (.61) P= .000	-.2813 (.61) P= .028

(Coefficient / (Cases) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

- - Correlation Coefficients - -

	POP	POVERTY
BACHELOR	-.4866 (61) P= .000	-.6780 (61) P= .000
BACHPLUS	-.4632 (61) P= .000	-.6183 (61) P= .000
ENROLL	.0822 (61) P= .529	-.1826 (61) P= .159
HHINCOME	-.4718 (61) P= .000	-.7442 (61) P= .000
HSVALUE	-.5023 (61) P= .000	-.7128 (61) P= .000
PENRATE	-.2045 (61) P= .114	-.2813 (61) P= .028
POP	1.0000 (61) P= .	.5203 (61) P= .000
POVERTY	.5203 (61) P= .000	1.0000 (61) P= .

(Coefficient / (Cases) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

SF

- - Correlation Coefficients - -

	BACHELOR	BACHPLUS	ENROLL	HHINCOME	HSVALUE	PENRATE
BACHELOR	1.0000 (27) P= .	.9826 (27) P= .000	-.0928 (27) P= .645	.8837 (27) P= .000	.9298 (27) P= .000	.0206 (27) P= .919
BACHPLUS	.9826 (27) P= .000	1.0000 (27) P= .	-.1027 (27) P= .610	.8825 (27) P= .000	.8984 (27) P= .000	.0169 (27) P= .933
ENROLL	-.0928 (27) P= .645	-.1027 (27) P= .610	1.0000 (27) P= .	-.0708 (27) P= .726	-.1889 (27) P= .345	.9418 (27) P= .000
HHINCOME	.8837 (27) P= .000	.8825 (27) P= .000	-.0708 (27) P= .726	1.0000 (27) P= .	.9218 (27) P= .000	.0426 (27) P= .833
HSVALUE	.9298 (27) P= .000	.8984 (27) P= .000	-.1889 (27) P= .345	.9218 (27) P= .000	1.0000 (27) P= .	-.0603 (27) P= .765
PENRATE	.0206 (27) P= .919	.0169 (27) P= .933	.9418 (27) P= .000	.0426 (27) P= .833	-.0603 (27) P= .765	1.0000 (27) P= .
POP	-.5724 (27) P= .002	-.5492 (27) P= .003	.0719 (27) P= .721	-.5417 (27) P= .004	-.6035 (27) P= .001	-.2146 (27) P= .282
POVERTY	-.7194 (27) P= .000	-.6519 (27) P= .000	-.1880 (27) P= .348	-.7896 (27) P= .000	-.7477 (27) P= .000	-.3078 (27) P= .118

Y

X

(Coefficient / (Cases) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

- - Correlation Coefficients - -

	POP	POVERTY
BACHELOR	-.5724 (.27) P= .002	-.7194 (.27) P= .000
BACHPLUS	-.5492 (.27) P= .003	-.6519 (.27) P= .000
ENROLL	.0719 (.27) P= .721	-.1880 (.27) P= .348
HHINCOME	-.5417 (.27) P= .004	-.7896 (.27) P= .000
HSVALUE	-.6035 (.27) P= .001	-.7477 (.27) P= .000
PENRATE	-.2146 (.27) P= .282	-.3078 (.27) P= .118
POP	1.0000 (.27) P= .	.6605 (.27) P= .000
POVERTY	.6605 (.27) P= .000	1.0000 (.27) P= .

(Coefficient / (Cases) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

- - Correlation Coefficients - -

OCC

	BACHELOR	BACHPLUS	ENROLL	GRADUATE	HHINCOME	HSVALUE
BACHELOR	1.0000 (116) P= .	.9805 (116) P= .000	.3005 (116) P= .001	.9053 (116) P= .000	.8107 (116) P= .000	.8379 (116) P= .000
BACHPLUS	.9805 (116) P= .000	1.0000 (117) P= .	.2627 (117) P= .004	.9710 (116) P= .000	.7967 (117) P= .000	.8291 (116) P= .000
ENROLL	.3005 (116) P= .001	.2627 (117) P= .004	1.0000 (117) P= .	.1849 (116) P= .047	.1645 (117) P= .076	.1392 (116) P= .136
GRADUATE	.9053 (116) P= .000	.9710 (116) P= .000	.1849 (116) P= .047	1.0000 (116) P= .	.7616 (116) P= .000	.7749 (116) P= .000
HHINCOME	.8107 (116) P= .000	.7967 (117) P= .000	.1645 (117) P= .076	.7616 (116) P= .000	1.0000 (117) P= .	.9347 (116) P= .000
HSVALUE	.8379 (116) P= .000	.8291 (116) P= .000	.1392 (116) P= .136	.7749 (116) P= .000	.9347 (116) P= .000	1.0000 (116) P= .
PENRATE	.3308 (116) P= .000	.2688 (117) P= .003	.7310 (117) P= .000	.1546 (116) P= .097	.2779 (117) P= .002	.2786 (116) P= .002
POP	-.2998 (116) P= .001	-.2692 (117) P= .003	-.0738 (117) P= .429	-.2045 (116) P= .028	-.3598 (117) P= .000	-.4255 (116) P= .000
POVERTY	-.5712 (116) P= .000	-.4995 (116) P= .000	-.2463 (116) P= .008	-.3859 (116) P= .000	-.7381 (116) P= .000	-.7008 (116) P= .000

X

X

(Coefficient / (Cases) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

- - Correlation Coefficients - -

	PENRATE	POP	POVERTY	
BACHELOR	.3308 (116) P= .000	-.2998 (116) P= .001	-.5712 (116) P= .000	-
BACHPLUS	.2688 (117) P= .003	-.2692 (117) P= .003	-.4995 (116) P= .000	-
ENROLL	.7310 (117) P= .000	-.0738 (117) P= .429	-.2463 (116) P= .008	X
GRADUATE	.1546 (116) P= .097	-.2045 (116) P= .028	-.3859 (116) P= .000	∩
HHINCOME	.2779 (117) P= .002	-.3598 (117) P= .000	-.7381 (116) P= .000	-
HSVALUE	.2786 (116) P= .002	-.4255 (116) P= .000	-.7008 (116) P= .000	=
PENRATE	1.0000 (117) P= .	-.5741 (117) P= .000	-.3857 (116) P= .000	
POP	-.5741 (117) P= .000	1.0000 (117) P= .	.4135 (116) P= .000	X
POVERTY	-.3857 (116) P= .000	.4135 (116) P= .000	1.0000 (116) P= .	-

(Coefficient / (Cases) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

Oakland Community College Zip Code Penetration Report

OCC College Wide Statistics

Penetration Percentage

Percent Range	Number of Zip Codes	Number of Students	Color
5 - 5.99	11	6082	Purple
4 - 4.99	30	21172	Maroon
3 - 3.99	14	5376	Red
2 - 2.99	9	2439	Green
1 - 1.99	4	401	Blue
.99 - .50	10	1515	Orange
<.50	86	3217	Yellow
Total	164	40202	

Student Statistics

Student Range	Number of Zip Codes	Number of Students	Color
1000+	7	8412	Purple
500 - 999	30	19652	Maroon
100 - 499	37	9000	Red
25 - 99	45	2450	Green
< 25	45	688	Blue
Total	164	40202	

Zip code Penetration

Oakland Community College Zip Code Penetration Report

Auburn Hills Campus

Penetration Percentage

Percent Range	Number of Zip Codes	Number of Students	Color
5 - 5.99	2	747	Purple
4 -4.99	5	3200	Maroon
3 -3.99	9	4604	Red
2 - 2.99	6	1827	Green
1 - 1.99	14	2429	Blue
.99 - .50	13	1158	Orange
<.50	101	1920	Yellow
Total	150	15138	

Student Range	Number of Zip Codes	Number of Students	Color
1000+	2	2148	Purple
500 - 999	4	2520	Maroon
100 - 499	30	7822	Red
25 - 99	32	1811	Green
< 25	82	837	Blue
Total	150	15138	

Oakland Community College Zip Code Penetration Report

Highland Lakes Campus

Penetration Percentage

Percent Range	Number of Zip Codes	Number of Students	Color
5 - 5.99	0	0	Purple
4 -4.99	2	723	Maroon
3 -3.99	4	1392	Red
2 - 2.99	8	2328	Green
1 - 1.99	7	769	Blue
.99 - .50	8	555	Orange
<.50	115	1544	Yellow
Total	144	7311	

Student Range	Number of Zip Codes	Number of Students	Color
1000+	0	0	Purple
500 - 999	3	1578	Maroon
100 - 499	14	3423	Red
25 - 99	34	1805	Green
< 25	64	505	Blue
Total	144	7311	

Oakland Community College Zip Code Penetration Report

Orchard Ridge Campus

Penetration Percentage

Percent Range	Number of Zip Codes	Number of Students	Color
5 - 5.99	0	0	Purple
4 - 4.99	0	0	Maroon
3 - 3.99	7	3224	Red
2 - 2.99	10	3331	Green
1 - 1.99	18	3001	Blue
.99 - .50	15	1743	Orange
<.50	116	2050	Yellow
Total	166	13349	

Student Range	Number of Zip Codes	Number of Students	Color
1000+	0	0	Purple
500 - 999	6	3633	Maroon
100 - 499	29	6641	Red
25 - 99	40	2364	Green
< 25	86	711	Blue
Total	166	13349	

Oakland Community College Zip Code Penetration Report

Royal Oak Campus

Penetration Percentage

Percent Range	Number of Zip Codes	Number of Students	Color
5 - 5.99	0	0	Purple
4 -4.99	0	0	Maroon
3 -3.99	7	4992	Red
2 - 2.99	3	806	Green
1 - 1.99	8	2216	Blue
.99 - .50	7	584	Orange
<.50	136	2888	Yellow
Total	161	11486	

Student Range	Number of Zip Codes	Number of Students	Color
1000+	1	1052	Purple
500 - 999	4	3074	Maroon
100 - 499	16	4387	Red
25 - 99	41	2123	Green
< 25	99	850	Blue
Total	161	11486	

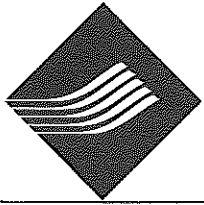
Oakland Community College Zip Code Penetration Report

Southfield Campus

Penetration Percentage

Percent Range	Number of Zip Codes	Number of Students	Color
5 - 5.99	0	0	Purple
4 - 4.99	0	0	Maroon
3 - 3.99	0	0	Red
2 - 2.99	2	864	Green
1 - 1.99	1	256	Blue
.99 - .50	9	1156	Orange
<.50	139	1863	Yellow
Total	151	4139	

Student Range	Number of Zip Codes	Number of Students	Color
1000+	0	0	Purple
500 - 999	0	0	Maroon
100 - 499	11	2455	Red
25 - 99	18	806	Green
< 25	122	878	Blue
Total	151	4139	



To: Richard T. Thompson, Chancellor

From: Martin A. Orlowski, Director,
Sue Cheng, Associate Research Analyst,
Office of Institutional Planning & Analysis

Subject: Student Enrollment Penetration Report by Zip Code--Follow-up

Date: September 12, 1996

In an attempt to identify key variables that affect OCC penetration rates by zip code, the Office of Institutional Planning & Analysis has prepared the attached follow-up report. Supplementary to the student penetration report, this study illustrates variables identified as statistically significant in relation to OCC penetration rates.

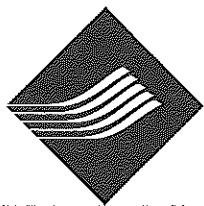
Variables that show positive correlation with zip code penetration rates include geography, median housing value, median household income, and higher education attainment. On the other hand, the number of families in poverty is negatively correlated with OCC penetration rates. This finding suggests that further analysis of our outreach efforts in these areas may be warranted.

It is important to note that zip code profiles are limited to the information available from the 1990 Census and 1994 population update. Other factors, such as unemployment rate or the consumer price index, might be related to zip code penetration rates. As a result, a more comprehensive study should be conducted which incorporates internal as well as external factors. I suggest that this study be conducted with the intent of developing a predictive model for forecasting enrollments among identified segments (markets). Therefore, I am also forwarding a copy of this study to the Marketing Committee for their review and consideration. If you have any questions concerning this study, please do not hesitate to contact us at 7746.

pc: Marketing Committee

Attachment: Student Enrollment Penetration Report by Zip Code

MAO/sc



To: Richard T. Thompson, Chancellor

From: Martin A. Orlowski, Director,
Sue Cheng, Associate Research Analyst,
Office of Institutional Planning & Analysis

Subject: Student Enrollment Penetration Report by Zip Code

Date: August 22, 1996

In response to your request, the Office of Institutional Planning & Analysis has compiled the attached enrollment penetration report using the zip codes where students reside. The report compares the number of residents 18 years and older to the number of residents enrolled at OCC. Enrollment figures are based on unduplicated student headcount for the academic year 1995-96, while the populations for these zip codes are derived from the 1990 Census and 1994 population update. The attached report depicts the penetration rate broken down by zip code and city sorted by the penetration rate.

We are in the process of conducting further analysis. Variables that might affect our penetration rate are identified: geographical, educational level, median housing value, median household income, and families in poverty. Results of this preliminary study suggest that the zip codes closer to OCC campuses, with higher median household income and housing values, and containing more people with higher educational levels have greater penetration rates. We will provide you with the results of this study within the two weeks.

If you have any questions concerning this report, please do not hesitate to contact the Office of Institutional Planning & Analysis at 7746.

Attachment: Student Enrollment Penetration Report by Zip Code

/s

Oakland Community College
Enrollment Penetration Report by Zip Code*

Zip	City	1995-96 Enrollment	1994 Population (18 Years and Older)	Penetration (%)	Geography**	1990	1990	1994 Median	1990 Median	1990
						% Bachelor's Degree	% Bachelor's Degree and Higher	Household Income	Housing Value	% Families in Poverty
48383	White Lake	358	6,153	5.8180	1	8.6	12.4	\$46,334	\$91,500	6.5
48237	Oak Park	1300	22,474	5.7845	2	14.9	23.3	\$36,985	\$47,000	9.6
48326	Auburn Hills	769	13,570	5.6668	3	17.1	23.4	\$37,335	\$68,800	6.3
48370	Oxford	54	956	5.6506	0	20.8	31.5	\$48,491	\$114,800	1.7
48356	Highland	323	5,891	5.4834	0	11.2	15.8	\$50,579	\$95,200	2.4
48359	Lake Orion	225	4,275	5.2634	2	8.4	10.1	\$43,139	\$74,100	2.4
48362	Lake Orion	491	9,579	5.1260	0	10.8	16.2	\$46,930	\$82,900	4.4
48393	Wixom	451	8,824	5.1108	0	22.3	27.6	\$34,329	\$99,800	1.6
48386	White Lake	577	11,349	5.0843	2	13.5	18.5	\$45,550	\$97,900	1.2
48327	Waterford	699	13,915	5.0232	3	11.5	15.1	\$40,215	\$74,800	3.3
48073	Royal Oak	1384	28,031	4.9375	2	21.0	29.7	\$40,921	\$82,200	2.4
48346	Clarkston	693	14,044	4.9346	2	16.4	27.5	\$51,363	\$95,700	1.6
48371	Oxford	524	10,756	4.8718	0	10.9	16.0	\$44,885	\$89,800	4.2
48307	Rochester	1229	25,412	4.8363	1	23.2	33.7	\$45,511	\$103,800	2.0
48381	Milford	399	8,318	4.7968	0	15.5	21.2	\$46,236	\$99,300	3.0
48067	Royal Oak	1050	22,020	4.7684	3	17.6	25.1	\$37,527	\$66,700	3.5
48017	Clawson	524	11,059	4.7381	1	12.8	15.9	\$38,680	\$71,700	2.0
48324	West Bloomfield	513	11,014	4.6576	2	24.4	38.9	\$62,965	\$137,700	1.3
48098	Troy	1417	30,495	4.6467	2	24.7	43.2	\$70,732	\$143,400	1.4
48075	Southfield	786	17,846	4.4044	3	17.6	31.4	\$43,142	\$77,100	5.0
48306	Rochester	544	12,414	4.3822	2	29.9	50.0	\$74,302	\$174,800	1.3
48083	Troy	726	16,568	4.3818	1	17.5	25.7	\$45,397	\$95,700	2.9
48348	Clarkston	522	11,973	4.3598	2	15.8	23.9	\$59,784	\$124,700	2.3
48360	Lake Orion	221	5,076	4.3540	1	21.6	32.4	\$58,873	\$117,200	2.6
48390	Walled Lake	565	12,978	4.3535	1	12.7	18.0	\$43,876	\$86,300	4.7
48382	Commerce Township	554	12,764	4.3402	2	16.1	23.4	\$53,186	\$110,200	2.0
48072	Berkley	640	14,769	4.3335	2	16.7	24.8	\$39,471	\$67,600	2.7
48377	Novi	272	6,284	4.3286	1	10.9	15.4	\$35,105	\$88,600	3.8
48462	Ortonville	355	8,230	4.3134	0	11.4	18.0	\$47,450	\$94,100	2.4
48329	Waterford	840	19,751	4.2530	2	12.8	17.1	\$46,715	\$81,300	2.8
48323	West Bloomfield	523	12,325	4.2434	1	28.3	53.3	\$85,868	\$191,000	1.2
48357	Highland	271	6,386	4.2433	0	10.2	13.5	\$40,292	\$91,400	5.4
48309	Rochester	916	21,665	4.2281	2	25.5	41.5	\$66,178	\$148,000	1.8
48328	Waterford	809	19,376	4.1752	2	12.3	16.6	\$38,172	\$71,900	4.8
48220	Ferndale	847	20,623	4.1071	2	8.6	12.2	\$29,936	\$37,100	9.3
48350	Davisburg	175	4,305	4.0653	1	13.4	17.0	\$51,942	\$94,900	6.0
48331	Farmington	624	15,387	4.0553	2	32.5	53.6	\$75,789	\$183,200	.4
48363	Oakland	117	2,887	4.0526	1	17.4	26.0	\$55,391	\$136,100	.0

**Oakland Community College
Enrollment Penetration Report by Zip Code***

Zip	City	1995-96 Enrollment	1994 Population (18 Years and Older)	Penetration (%)	Geography**	1990	1990	1994 Median	1990 Median	1990
						% Bachelor's Degree	% Bachelor's Degree and Higher	Household Income	Housing Value	% Families in Poverty
48034	Southfield	1030	25,563	4.0292	2	22.3	37.5	\$40,305	\$88,300	2.6
48076	Southfield	926	22,992	4.0275	2	20.7	36.7	\$50,510	\$90,600	3.1
48380	Milford	135	3,364	4.0125	0	16.6	24.2	\$52,081	\$102,900	5.4
48071	Madison Heights	1019	25,410	4.0102	2	8.0	11.0	\$34,696	\$59,600	6.9
48336	Farmington	823	20,651	3.9854	2	18.8	27.4	\$43,739	\$93,000	2.9
48069	Pleasant Ridge	85	2,259	3.7626	2	31.2	50.7	\$56,574	\$89,400	2.5
48340	Pontiac	601	16,725	3.5934	2	5.9	7.3	\$26,832	\$36,500	16.9
48334	Farmington	515	14,373	3.5832	3	27.6	44.6	\$57,883	\$138,200	2.2
48084	Troy	383	10,966	3.4925	1	30.1	51.4	\$52,249	\$148,100	2.5
48320	Keego Harbor	133	3,819	3.4827	0	16.0	23.4	\$37,469	\$77,500	9.3
48335	Farmington	576	16,679	3.4534	2	27.6	42.4	\$48,691	\$154,600	1.3
48322	West Bloomfield	702	20,974	3.3470	2	27.6	49.2	\$72,709	\$159,800	1.0
48342	Pontiac	509	15,272	3.3330	2	3.9	5.1	\$19,013	\$32,100	30.6
48341	Pontiac	523	15,971	3.2747	2	7.6	11.4	\$25,941	\$40,900	25.1
48375	Novi	506	15,923	3.1778	1	27.8	39.5	\$55,374	\$121,200	1.7
48367	Leonard	101	3,181	3.1748	0	10.8	17.5	\$47,995	\$104,400	3.4
48030	Hazel Park	448	14,520	3.0853	2	3.6	4.9	\$28,633	\$36,000	12.3
48374	Novi	136	4,652	2.9237	0	21.5	29.8	\$54,667	\$167,700	2.5
48442	Holly	353	12,192	2.8953	0	7.6	13.2	\$41,058	\$70,900	5.7
48165	New Hudson	106	3,730	2.8416	0	11.2	16.4	\$51,142	\$114,000	.7
48009	Birmingham	451	15,883	2.8395	1	36.2	59.5	\$61,317	\$150,200	1.5
48070	Huntington Woods	152	5,447	2.7904	2	25.6	50.4	\$56,308	\$101,100	2.9
48302	Bloomfield Hills	363	13,352	2.7187	1	28.5	56.5	\$85,453	\$250,800	.5
48304	Bloomfield Hills	363	13,889	2.6135	2	32.9	61.2	\$93,483	\$208,500	.9
48025	Franklin	275	10,889	2.5255	2	32.5	57.9	\$72,869	\$169,200	.3
48301	Bloomfield Hills	266	11,785	2.2572	2	35.1	61.9	\$98,977	\$218,000	.4
48178	South Lyon	253	13,520	1.8713	0	11.5	18.0	\$41,191	\$98,200	2.8
48353	Hartland	60	3,363	1.7841	0	16.2	22.4	\$54,512	\$113,600	4.1
48428	Dryden	30	2,823	1.0627	0	5.30	8.1	\$44,871	\$69,000	5
48455	Metamora	56	5,354	1.0459	0	9.50	16.30	\$27,363	\$89,900	2.5
48167	Northville	213	25,410	0.8383	1	24.2	39.5	\$56,142	\$156,500	1.2
48240	Redford	111	14,747	0.7527	0	8.0	11.0	\$38,931	\$51,300	3.5
48235	Detroit	297	40,636	0.7309	0	8.1	12.2	\$32,795	\$31,900	16.4
48219	Detroit	297	42,183	0.7041	0	9.8	14.6	\$32,729	\$32,800	15.6
48221	Detroit	235	35,239	0.6669	0	11.3	21.6	\$33,335	\$37,200	12.6
48116	Brighton	181	28,591	0.6331	0	16.6	24.4	\$52,733	\$113,600	2.0
48438	Goodrich	24	3,900	0.6154	0	9.3	15.2	\$52,708	\$84,100	3.4
48412	Attica	19	3,905	0.4866	0	4.2	6.3	\$40,604	\$58,200	3.9

**Oakland Community College
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						% Bachelor's Degree	% Bachelor's Degree and Higher	Household Income	Housing Value	% Families in Poverty
48430	Fenton	92	20,023	0.4595	0	11.4	19.0	\$47,038	\$82,100	4.7
48152	Livonia	103	23,405	0.4401	2	15.5	23.6	\$49,595	\$99,300	2.5
48310	Sterling Heights	134	30,621	0.4376	1	14.9	21.4	\$52,830	\$104,800	2.7
48316	Utica	58	13,342	0.4347	0	15.9	25.2	\$60,541	\$117,900	2.2
48095	Washington	11	2,845	0.3866	0	--	--	\$48,536	--	--
48317	Utica	73	19,117	0.3819	0	10.1	14.3	\$41,625	\$80,000	2.9
48203	Detroit	132	34,791	0.3794	0	5.4	9.8	\$15,551	\$19,000	37.3
48314	Sterling Heights	26	7,113	0.3655	0	11.0	15.0	\$39,558	\$87,500	3.7
48446	Lapeer	77	21,309	0.3613	0	6.70	10.70	\$37,259	\$62,400	7.3
48843	Howell	80	22,711	0.3523	0	10.6	16.4	\$46,118	\$89,700	4.3
48223	Detroit	88	25,474	0.3455	0	9.5	16.1	\$26,753	\$30,300	27.3
48092	Warren	65	20,337	0.3196	1	11.4	16.0	\$44,688	\$79,900	2.5
48234	Detroit	93	32,073	0.2900	0	14.0	26.0	\$25,202	\$23,100	23.9
48313	Sterling Heights	67	23,498	0.2851	0	11.6	17.5	\$50,015	\$92,500	3.8
48003	Almont	11	3,936	0.2795	0	5.4	8.2	\$43,849	\$75,600	6.4
48227	Detroit	121	43,958	0.2753	0	4.7	7.3	\$25,784	\$26,500	28.6
48239	Redford	80	29,467	0.2715	0	10.0	13.4	\$40,248	\$57,700	2.7
48202	Detroit	50	18,432	0.2713	0	8.8	16.3	\$13,786	\$22,500	32.3
48212	Detroit	74	28,548	0.2592	0	4.7	7.0	\$17,025	\$17,400	31.7
48094	Washington	19	7,338	0.2589	0	12.5	17.9	\$52,150	\$117,300	4.5
48421	Columbiaville	12	4,746	0.2528	0	5.6	7.0	\$38,088	\$57,700	8.4
48230	Grosse Pointe	35	14,859	0.2355	0	30.0	55.8	\$60,972	\$173,100	1.7
48065	Romeo	14	6,117	0.2289	0	12.9	19.5	\$45,128	\$108,400	5.1
48238	Detroit	76	33,494	0.2269	0	4.0	6.1	\$16,572	\$20,700	34.7
48312	Sterling Heights	59	26,061	0.2264	0	11.8	17.0	\$48,244	\$93,400	1.7
48461	North Branch	10	4,502	0.2221	0	4.50	6.10	\$36,074	\$52,700	4.7
48444	Imlay City	12	5,409	0.2219	0	6.30	9.10	\$32,800	\$56,500	8.4
48315	Utica	23	10,665	0.2157	0	12.4	21.3	\$57,237	\$159,200	1.5
48187	Canton	61	28,323	0.2154	0	20.6	28.8	\$52,871	\$113,300	2.6
48154	Livonia	67	31,945	0.2097	1	18.4	27.4	\$56,974	\$106,100	.9
48188	Canton	26	12,620	0.2060	0	14.6	19.8	\$44,934	\$96,500	7.7
48170	Plymouth	58	29,693	0.1953	1	21.5	34.6	\$51,584	\$118,000	1.3
48042	Macomb	9	4,779	0.1883	0	--	--	\$48,744	--	--
48150	Livonia	38	21,249	0.1788	0	12.5	18.6	\$47,026	\$82,100	1.9
48451	Linden	14	7,875	0.1778	0	10.6	16.0	\$46,295	\$75,100	3.6
48091	Warren	44	25,002	0.1760	1	4.8	6.5	\$33,057	\$53,500	8.0
48436	Gaines	4	2,290	0.1746	0	6.5	9.1	\$46,468	\$58,200	3.2
48225	Harper Woods	21	12,029	0.1746	0	11.3	17.4	\$35,914	\$66,400	3.4
48236	Grosse Pointe	41	23,643	0.1734	0	28.0	48.5	\$59,947	\$146,700	1.2

Oakland Community College
Enrollment Penetration Report by Zip Code*

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						% Bachelor's Degree	% Bachelor's Degree and Higher	Household Income	Housing Value	% Families in Poverty
48207	Detroit	33	19,627	0.1681	0	7.1	17.8	\$16,684	\$21,700	30.5
48038	Clinton Township	43	27,246	0.1578	0	--	--	\$47,119	--	--
48096	Ray	4	2,617	0.1528	0	--	--	\$48,724	--	--
48015	Center Line	11	7,319	0.1503	0	6.0	8.1	\$25,543	\$57,900	6.1
48206	Detroit	38	25,899	0.1467	0	3.9	6.9	\$14,380	\$23,000	38.4
48205	Detroit	58	40,344	0.1438	0	4.1	5.7	\$23,015	\$25,600	30.4
48224	Detroit	50	35,576	0.1405	0	8.6	13.4	\$30,017	\$29,600	17.5
48836	Fowlerville	10	7,210	0.1387	0	6.4	9.9	\$38,542	\$71,300	4.9
48044	Macomb	20	14,544	0.1375	0	11.7	17.8	\$51,060	\$110,000	1.7
48204	Detroit	45	33,369	0.1349	0	4.1	6.0	\$16,395	\$21,000	35.9
48208	Detroit	14	10,581	0.1323	0	4.4	7.5	\$12,347	\$14,999	41.5
48093	Warren	54	40,918	0.1320	0	8.7	13.2	\$44,288	\$82,800	1.8
48126	Dearborn	36	27,674	0.1301	0	8.9	14.9	\$29,454	\$52,900	14.0
48185	Westland	79	66,800	0.1183	0	8.5	11.4	\$37,393	\$62,800	5.6
48127	Dearborn Heights	32	28,438	0.1125	1	11.4	17.7	\$41,319	\$75,300	2.3
48211	Detroit	10	8,955	0.1117	0	3.0	3.8	\$12,331	\$14,999	50.1
48228	Detroit	50	45,868	0.1090	0	5.1	6.9	\$25,606	\$24,700	22.2
48081	Saint Clair Shores	20	18,412	0.1086	0	8.7	12.9	\$41,511	\$71,700	2.0
48217	Detroit	9	8,344	0.1079	0	3.4	5.0	\$19,227	\$25,500	23.9
48449	Lennon	3	2,805	0.1070	0	4.1	4.7	\$40,047	\$54,300	5.9
48169	Pinckney	11	10,442	0.1053	0	14.0	18.7	\$50,554	\$94,300	3.2
48043	Mount Clemens	14	13,314	0.1052	0	7.3	11.9	\$27,526	\$66,400	7.0
48214	Detroit	30	28,676	0.1046	0	5.3	9.6	\$14,950	\$16,600	25.6
48080	Saint Clair Shores	21	20,275	0.1036	0	10.4	16.2	\$36,471	\$67,400	3.1
48439	Grand Blanc	25	24,718	0.1011	0	17.9	28.9	\$47,565	\$84,100	2.2
48082	Saint Clair Shores	14	14,606	0.0959	0	7.4	11.3	\$41,626	\$68,400	2.6
48047	New Baltimore	18	18,806	0.0957	0	8.7	13.8	\$43,315	\$89,800	4.6
48026	Fraser	11	11,510	0.0956	0	8.8	12.9	\$38,782	\$82,700	4.4
48089	Warren	24	25,585	0.0938	0	3.7	4.7	\$32,663	\$42,300	9.2
48189	Whitmore Lake	8	8,697	0.0920	0	12.9	20.9	\$44,897	\$88,900	3.2
48035	Clinton Township	24	26,320	0.0912	0	--	--	\$38,746	--	--
48201	Detroit	11	12,357	0.0890	0	6.7	13.1	\$10,001	\$26,900	42.2
48184	Wayne	13	14,981	0.0868	0	6.5	9.8	\$34,462	\$47,600	8.2
48050	New Haven	1	1,232	0.0812	0	--	--	\$44,103	--	--
48418	Byron	2	2,482	0.0806	0	4.1	7.7	\$37,565	\$57,400	3.8
48051	New Baltimore	4	5,242	0.0763	0	--	--	\$43,660	--	--
48138	Gross Ile	6	7,938	0.0756	0	22.5	39.7	\$63,358	\$148,500	2.2
48066	Roseville	29	39,197	0.0740	0	4.7	6.9	\$35,287	\$55,000	4.9
48135	Garden City	17	23,313	0.0729	0	5.1	7.1	\$41,623	\$59,200	3.0

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48215	Detroit	11	15,108	0.0728	0	3.6	5.0	\$13,118	\$19,400	48.4
48045	Harrison Township	14	19,760	0.0708	0	9.3	13.9	\$44,333	\$88,500	3.1
48122	Melvindale	6	8,561	0.0701	0	3.9	5.4	\$27,919	\$37,800	10.2
48435	Fostoria	1	1,432	0.0698	0	2.50	3.80	\$34,934	\$43,600	10
48141	Inkster	15	21,700	0.0691	0	4.8	7.3	\$27,237	\$35,800	19.6
48036	Clinton Township	12	17,828	0.0673	0	--	--	\$36,663	--	--
48744	Mayville	2	3,081	0.0649	0	5.4	9.7	\$29,805	\$46,700	14.2
48423	Davison	13	20,618	0.0631	0	8.2	13.3	\$38,047	\$63,600	4.9
48158	Manchester	3	4,927	0.0609	0	14.8	21.9	\$44,377	\$79,100	2.6
48128	Dearborn	5	8,408	0.0595	0	19.0	33.0	\$50,893	\$88,000	1.0
48111	Belleville	16	26,983	0.0593	0	9.2	12.9	\$39,117	\$69,200	5.1
48021	Eastpointe	16	27,156	0.0589	0	6.5	9.0	\$36,714	\$54,700	3.7
48105	Ann Arbor	13	22,554	0.0576	0	28.2	69.1	\$38,870	\$142,800	10.8
48226	Detroit	3	5,213	0.0575	0	10.6	25.6	\$21,270	\$14,999	8.6
48216	Detroit	3	5,580	0.0538	0	6.1	9.6	\$14,301	\$14,999	40.4
48213	Detroit	17	31,708	0.0536	0	2.6	3.9	\$14,876	\$20,100	42.4
48124	Dearborn	14	26,450	0.0529	0	14.9	24.3	\$43,920	\$72,800	1.8
48746	Milington	3	6,078	0.0494	0	3.4	4.7	\$36,476	\$49,200	9.9
48130	Dexter	3	6,271	0.0478	0	19.3	30.1	\$55,495	\$103,300	2.3
48210	Detroit	12	25,942	0.0463	0	2.4	3.8	\$15,326	\$14,999	38.1
48519	Burton	2	4,423	0.0452	0	4.0	5.7	\$34,748	\$47,300	7.0
48125	Dearborn Heights	8	18,106	0.0442	0	5.1	7.2	\$36,884	\$47,300	6.4
48509	Burton	3	7,023	0.0427	0	7.2	10.1	\$37,831	\$53,000	5.4
48062	Richmond	2	4,706	0.0425	0	6.0	9.8	\$38,221	\$77,800	3.8
48137	Gregory	1	2,529	0.0395	0	13.9	20.4	\$45,684	\$82,900	3.4
48457	Montrose	2	5,483	0.0365	0	4.6	8.1	\$37,318	\$49,400	7.9
48433	Flushing	6	17,628	0.0340	0	12.5	20.4	\$43,541	\$70,700	4.1
48134	Flat Rock	3	8,918	0.0336	0	6.5	9.7	\$37,681	\$70,100	11.3
48192	Wyandotte	12	36,610	0.0328	0	7.4	11.1	\$33,377	\$55,500	8.2
48101	Allen Park	8	24,921	0.0321	0	10.3	16.1	\$42,238	\$66,500	5.1
48209	Detroit	8	25,182	0.0318	0	2.3	3.8	\$15,464	\$14,999	38.1
48463	Otisville	1	3,173	0.0315	0	6.1	9.3	\$39,688	\$55,800	9.8
48892	Webberville	1	3,198	0.0313	0	6.7	9.5	\$40,307	\$60,100	6.3
48103	Ann Arbor	10	32,658	0.0306	0	26.1	55.4	\$45,913	\$118,300	2.7
48108	Ann Arbor	4	13,721	0.0292	0	22.7	37.8	\$35,534	\$94,400	6.4
48416	Brown City	1	3,432	0.0291	0	3.5	6.5	\$28,730	\$44,600	11.4
48005	Armada	1	3,633	0.0275	0	6.9	10.3	\$46,714	\$82,900	3.8
48183	Ternton	8	29,751	0.0269	0	10.8	16.4	\$46,436	\$83,100	4.3

**Oakland Community College
Enrollment Penetration Report by Zip Code***

Zip	City	1995-96 Enrollment	1994 Population (18 Years and Older)	Penetration (%)	Geography**	1990	1990	1994 Median	1990 Median	1990
						% Bachelor's Degree	% Bachelor's Degree and Higher	Household Income	Housing Value	% Families in Poverty
48218	River Rouge	2	7,681	0.0260	0	4.1	6.2	\$18,478	\$22,000	29.1
48529	Burton	2	7,732	0.0259	0	2.9	4.4	\$26,451	\$33,300	19.3
49236	Clinton	1	3,910	0.0256	0	11.0	15.7	\$42,043	\$69,000	4.0
48420	Clio	4	15,806	0.0253	0	6.2	9.8	\$36,912	\$56,200	8.3
48120	Dearborn	1	4,239	0.0236	0	12.0	25.3	\$34,596	\$94,700	28.9
48146	Lincoln Park	7	30,957	0.0226	0	4.6	6.7	\$33,194	\$44,100	6.2
48507	Flint	6	27,744	0.0216	0	8.9	13.3	\$34,351	\$47,300	13.0
48473	Swartz Creek	3	13,980	0.0215	0	9.4	14.2	\$44,042	\$65,800	3.6
48174	Salem	4	19,303	0.0207	0	3.9	6.1	\$34,731	\$49,300	11.7
48506	Flint	5	24,542	0.0204	0	3.3	4.3	\$27,033	\$36,700	19.3
48180	Taylor	10	50,633	0.0198	0	4.7	6.7	\$35,563	\$48,100	11.0
48532	Flint	3	15,201	0.0197	0	10.5	18.9	\$34,770	\$56,900	7.8
48176	Saline	2	10,649	0.0188	0	20.3	34.0	\$51,429	\$119,100	2.0
48197	Ypsilanti	7	38,068	0.0184	0	22.1	36.2	\$31,392	\$86,600	10.3
48195	Southgate	4	23,605	0.0169	0	7.0	9.5	\$39,165	\$58,500	3.3
48504	Flint	4	27,375	0.0146	0	6.8	10.9	\$29,593	\$34,400	20.4
48164	Monroe	1	7,170	0.0139	0	5.2	9.4	\$43,936	\$78,400	4.0
48229	Ecorse	1	8,316	0.0120	0	1.9	3.2	\$20,764	\$25,500	25.6
48198	Ypsilanti	3	28,689	0.0105	0	10.1	16.8	\$36,339	\$51,600	11.3
48160	Milan	1	9,865	0.0101	0	8.6	13.4	\$44,771	\$69,600	2.6
48104	Ann Arbor	4	42,022	0.0095	0	29.9	70.6	\$30,718	\$134,500	3.9
48503	Flint	2	23,616	0.0085	0	9.0	17.0	\$22,666	\$40,900	23.5
48505	Flint	2	25,151	0.0080	0	2.6	3.9	\$14,717	\$26,000	39.5

* Report is sorted by penetration rate.

** Geography is assigned on a scale from 0 to 3.

Scale 3--Zip code areas where OCC campus is located at.

Scale 2--Zip code areas adjacent to the campuses (scale 3 areas).

Scale 1--Zip code areas adjacent to the scale 2 areas.

Scale 0--All remaining zip code areas.