WAYNE STATE UNIVERSITY

Enrollment Market Share Report

Fall 2011 to Fall 2016

Office of Institutional Research and Analysis
4070 Faculty Administration Building
656 W. Kirby Avenue
Detroit, MI 48202
(313) 577-2001
http://oira.wayne.edu

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Introduction

The purpose of this report is to present an overview that shows how Wayne State University (WSU) compares in attracting students from the seven surrounding counties of Southeastern (SE) Michigan. The designation of the seven counties complies with the usage of the Southeastern Michigan Council of Governments (SEMCOG). Of the seven SE Michigan counties, Wayne County is the principal source of WSU enrollments while two others, Oakland and Macomb, are also major enrollment sources. The remaining four counties, given their proximity to WSU and their growth in student population, are also relevant. The data was collected by Grand Valley State University as reported by the individual Michigan public universities.

For each of the seven counties, there are a series of charts that show the top Michigan public universities (MPUs) market share compared to WSU. Additionally, a separate chart compares the split of each county's high school graduates between those attending MPUs and those attending that county's community college. Note that the MPU markets presented here do not reflect the percentage of students from a county attending private schools or any schools outside Michigan's borders.

This report does not present a complete picture of enrollment, as no information is included about students from outside Michigan and limited information is included covering students from outside the seven SE counties. This report shows which of the MPUs is most successful in attracting students from each of these important counties, how that has changed during the past decade, and how WSU compares to other MPUs.

The WSU historical enrollment data (Fall 2011) has been adjusted to reflect the reduction of students who were previously counted as enrolled but dropped during the registration period.

The Office of Institutional Research and Analysis
4070 Faculty/Administration Building
Telephone: (313) 577-2001

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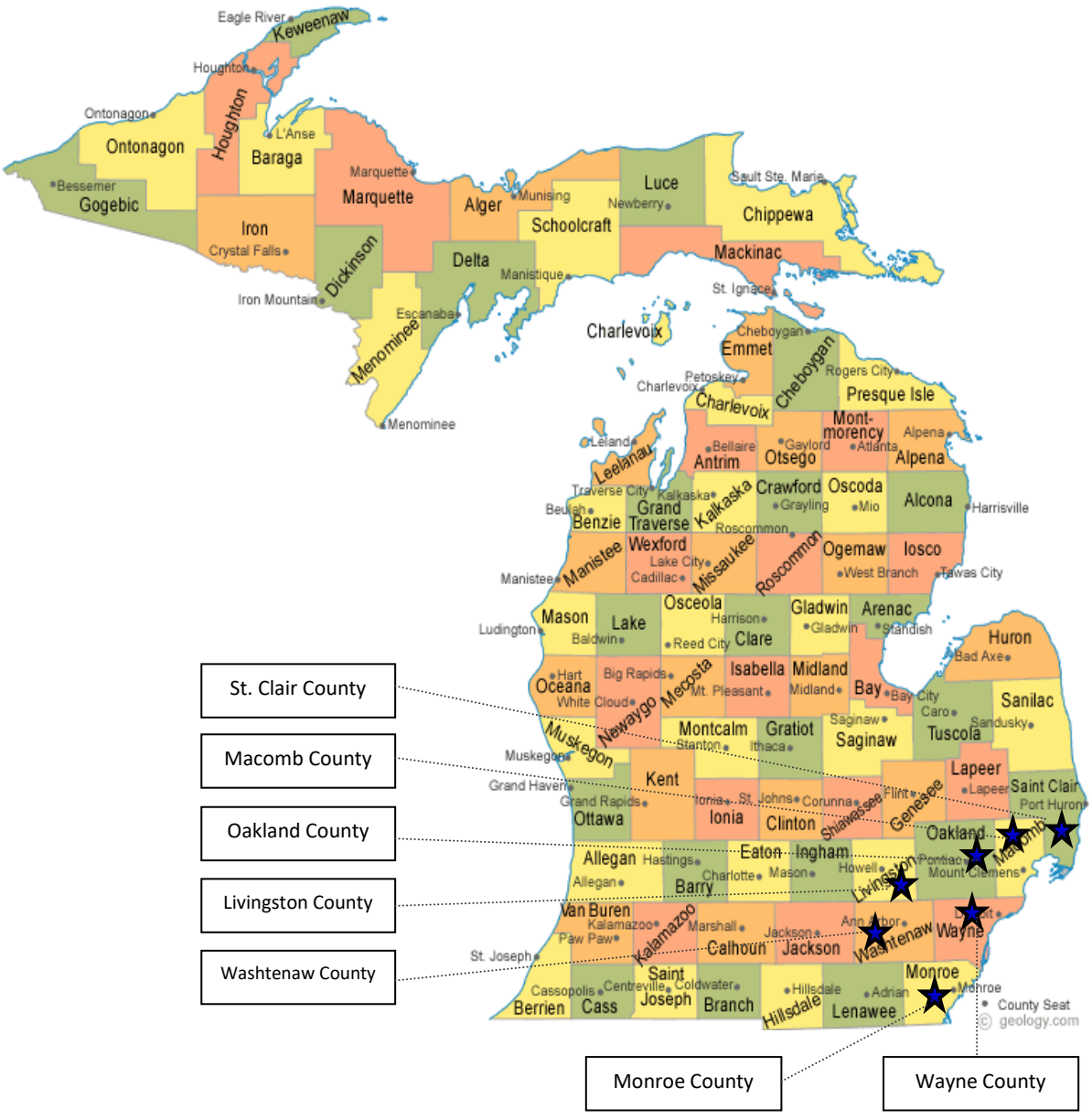
Southeastern Michigan Counties Included in Market Share Report



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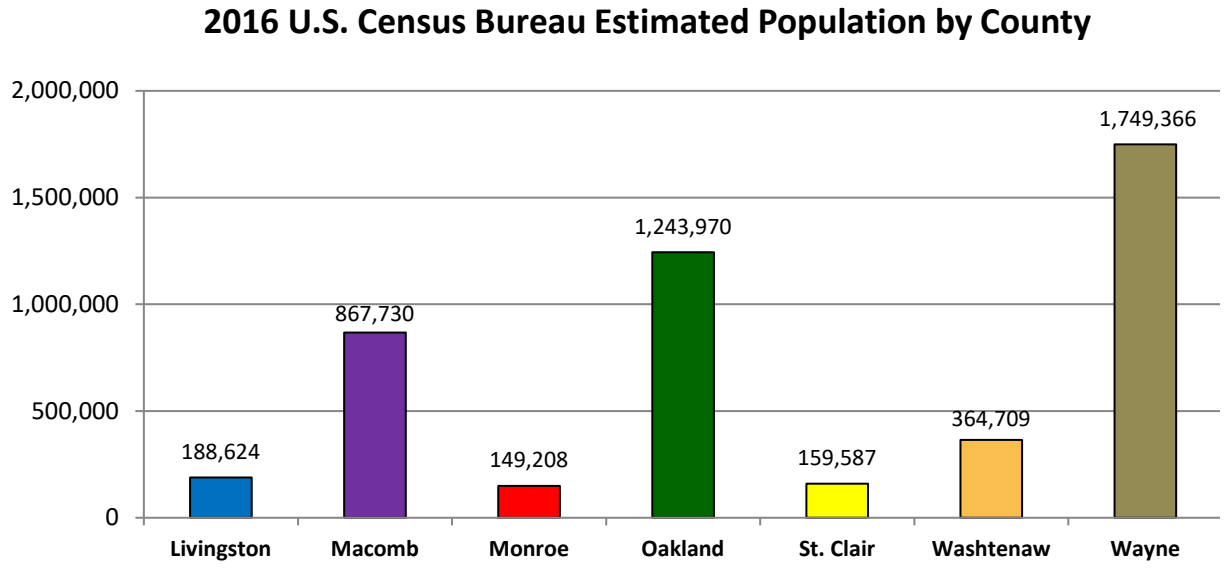
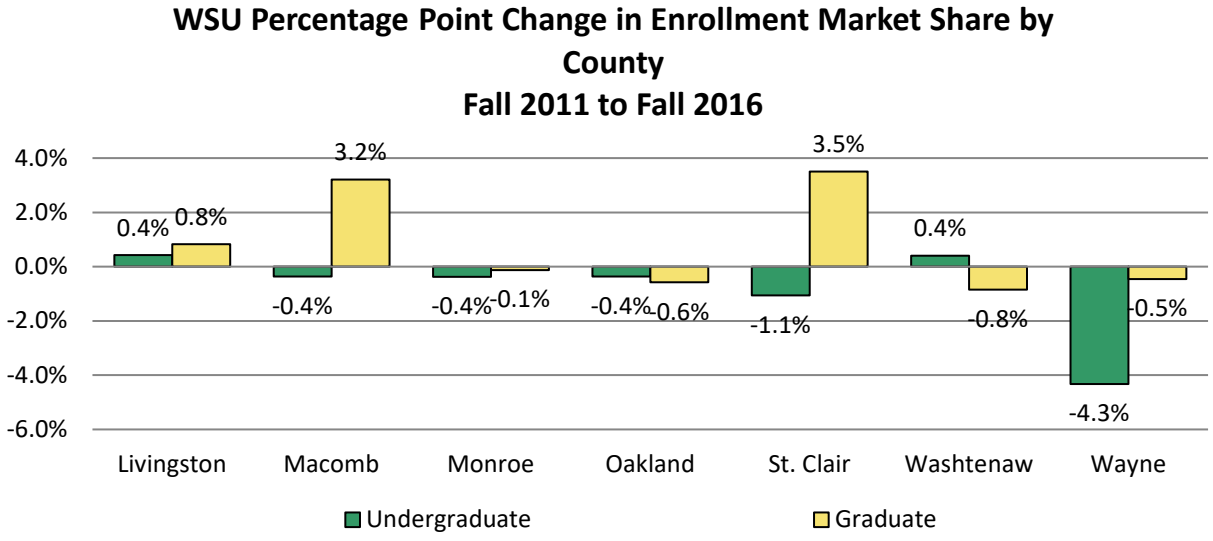
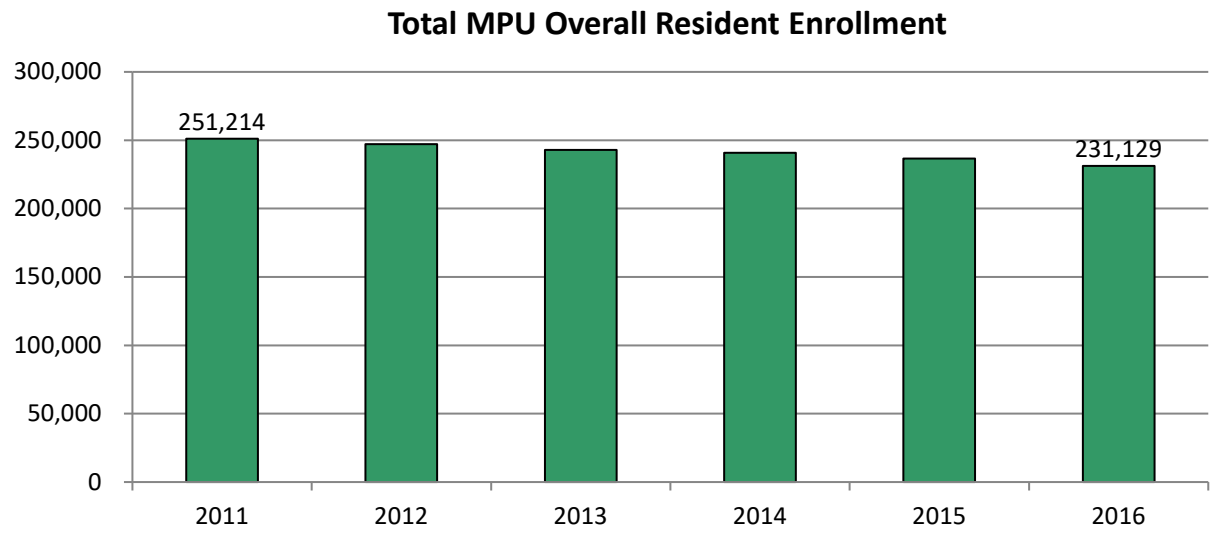
Population and Enrollment

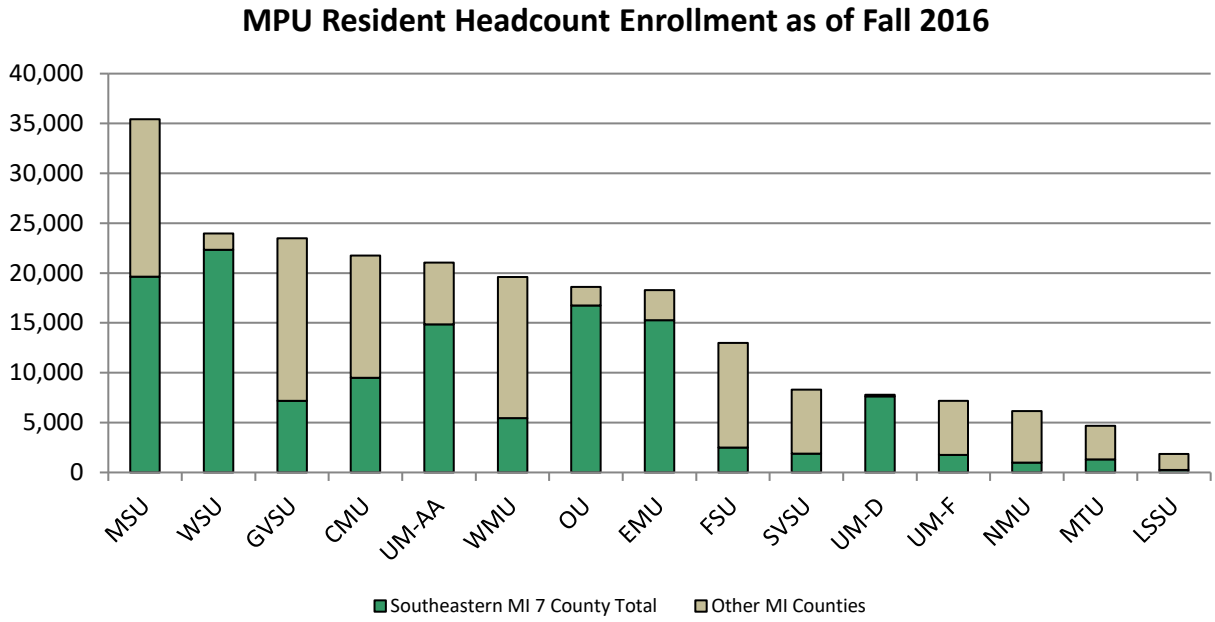


Source: US Census Bureau





- In 2016, total MPU enrollment decreased by 20,085 (-8.0 % change) compared to 2011.



- While Michigan State has the highest overall enrollment, Wayne State has the highest enrollment from the seven surrounding counties of Southeastern Michigan.
- Michigan State University has the second highest Southeastern Michigan enrollment, while Lake Superior State has the lowest.

SE MPU FTIAC Resident Enrollment

Fall 2011 vs Fall 2016

2011	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	128	329	47	641	61	84	431
EMU	61	81	40	192	12	281	810
FSU	37	112	11	121	37	26	164
GVSU	113	202	23	478	38	103	307
LSSU	7	12	2	21	5	6	19
MSU	208	508	45	1,486	56	199	921
MTU	20	54	6	93	11	12	41
NMU	25	30	5	84	10	12	58
OU	18	717	9	999	48	10	246
SVSU	20	114	16	153	49	17	219
UM-AA	69	209	33	1,176	36	371	593
UM-D	5	27	8	136	1	15	741
UM-F	25	8	1	43	5	4	19
WMU	73	170	21	394	35	121	372
WSU	11	477	11	414	10	22	1,255

2016	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	112	326	32	470	45	66	387
EMU	111	120	64	215	8	339	999
FSU	22	65	4	100	21	19	104
GVSU	152	272	12	678	54	105	341
LSSU	6	14	1	18	6	2	9
MSU	186	443	34	1,517	45	214	956
MTU	40	43	17	110	14	29	46
NMU	24	29	2	72	8	16	42
OU	52	807	7	998	70	15	188
SVSU	27	120	9	90	25	11	85
UM-AA	54	189	35	1,003	30	362	547
UM-D	12	50	15	144	3	34	724
UM-F	43	19	0	36	2	2	16
WMU	60	187	24	373	35	80	391
WSU	17	512	19	615	25	45	1,085

Totals	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
2011 Total	820	3,050	278	6,431	414	1,283	6,196
2016 Total	918	3,196	275	6,439	391	1,339	5,920
% Change	12.0%	4.8%	-1.1%	0.1%	-5.6%	4.4%	-4.5%

SE MPU Undergraduate (Including FTIAC) Resident Enrollment

Fall 2011 vs Fall 2016

2011	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	603	1,995	186	3,497	453	329	2,251
EMU	992	490	572	1,808	76	4,111	6,412
FSU	157	471	38	565	230	125	569
GVSU	500	912	95	2,033	211	353	1,331
LSSU	28	68	11	85	23	13	56
MSU	1,073	2,384	242	6,966	347	1,016	4,072
MTU	91	226	33	394	52	72	249
NMU	79	117	25	387	74	61	233
OU	110	5,267	43	7,310	318	51	1,104
SVSU	80	426	47	508	231	54	582
UM-AA	316	948	146	5,106	151	2,051	2,768
UM-D	30	273	53	1,064	13	198	5,602
UM-F	204	102	8	543	178	45	127
WMU	319	944	103	1,956	170	460	1,528
WSU	86	3,707	86	3,972	224	191	10,012

2016	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	582	1,698	153	2,866	364	311	2,050
EMU	952	525	455	1,492	18	3,444	6,082
FSU	179	497	30	569	220	122	609
GVSU	624	1,069	92	2,710	266	421	1,544
LSSU	25	38	8	80	22	15	54
MSU	1,051	2,347	192	7,463	278	1,086	4,482
MTU	142	188	40	452	61	117	231
NMU	96	154	25	351	42	60	210
OU	196	5,559	36	7,136	470	66	954
SVSU	97	455	53	452	182	44	449
UM-AA	308	829	156	4,922	117	2,179	2,740
UM-D	52	237	66	909	13	195	5,130
UM-F	389	132	7	424	126	51	224
WMU	383	888	81	1,653	170	432	1,510
WSU	118	3,623	69	3,737	179	219	7,760

Totals	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
2011 Totals	4,668	18,330	1,688	36,194	2,751	9,130	36,896
2016 Totals	5,194	18,239	1,463	35,216	2,528	8,762	34,029
% Change	11.3%	-0.5%	-13.3%	-2.7%	-8.1%	-4.0%	-7.8%

SE MPU Graduate Resident Enrollment

Fall 2010 vs Fall 2015

2011	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	36	288	20	498	50	44	588
EMU	190	97	131	456	16	1,131	1,171
FSU	9	26	7	58	26	9	33
GVSU	15	48	6	106	9	25	113
LSSU	2	6	3	9	0	4	51
MSU	156	370	47	1,083	49	248	639
MTU	6	22	5	42	7	13	29
NMU	2	7	1	8	1	1	7
OU	33	865	9	1,595	46	46	281
SVSU	6	286	3	79	75	3	33
UM-AA	93	210	32	1,068	27	1,055	643
UM-D	11	76	10	258	3	67	758
UM-F	37	34	4	143	29	36	34
WMU	22	41	5	101	6	24	79
WSU	72	1,158	60	2,422	90	342	3,018

2016	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	49	308	18	470	55	76	498
EMU	120	91	97	348	5	773	864
FSU	12	57	3	86	12	17	72
GVSU	33	70	4	161	10	39	124
LSSU	0	0	0	0	0	0	0
MSU	172	389	40	1,124	48	262	687
MTU	3	13	3	30	4	14	16
NMU	3	7	2	14	3	2	11
OU	27	643	8	1,302	51	46	237
SVSU	3	70	5	41	26	4	16
UM-AA	103	237	41	1,105	27	1,317	771
UM-D	20	82	10	268	2	70	571
UM-F	41	73	1	170	22	51	63
WMU	21	71	6	122	10	32	77
WSU	77	1,186	50	2,244	88	313	2,661

Totals	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
2011 Totals	690	3,534	343	7,926	434	3,048	7,477
2016 Totals	684	3,297	288	7,485	163	3,016	6,668
% Change	-0.9%	-6.7%	-16.0%	-5.6%	-16.4%	-1.0%	-10.8%

Total SE MPU Resident Enrollment

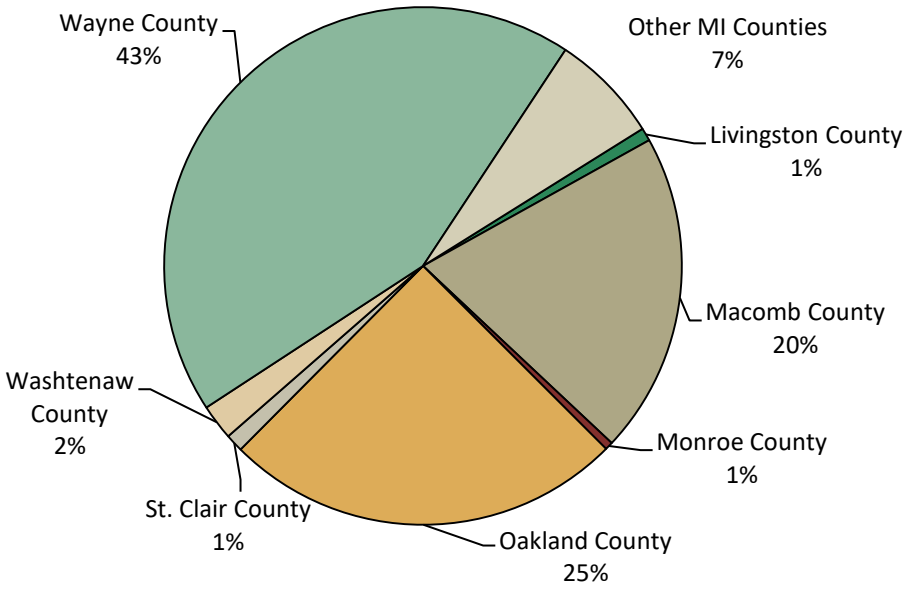
Fall 2011 vs Fall 2016

2011	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	639	2,283	206	3,995	503	373	2,839
EMU	1,182	587	703	2,264	92	5,242	7,583
FSU	166	497	45	623	256	134	602
GVSU	515	960	101	2,139	220	378	1,444
LSSU	30	74	14	94	23	17	107
MSU	1,229	2,754	289	8,049	396	1,264	4,711
MTU	97	248	38	436	59	85	278
NMU	81	124	26	395	75	62	240
OU	143	6,132	52	8,905	364	97	1,385
SVSU	86	712	50	587	306	57	615
UM-AA	409	1,158	178	6,174	178	3,106	3,411
UM-D	41	349	63	1,322	16	265	6,360
UM-F	241	136	12	686	207	81	161
WMU	341	985	108	2,057	176	484	1,607
WSU	157	4,865	146	6,394	314	533	13,030

2016	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	631	2,006	171	3,336	419	387	2,548
EMU	1,072	616	552	1,840	23	4,217	6,946
FSU	191	554	33	655	232	139	681
GVSU	657	1,139	96	2,871	276	460	1,668
LSSU	25	38	8	80	22	15	54
MSU	1,223	2,736	232	8,587	326	1,348	5,169
MTU	145	201	43	482	65	131	247
NMU	99	161	27	365	45	62	221
OU	223	6,202	44	8,438	521	112	1,191
SVSU	100	525	58	493	208	48	465
UM-AA	411	1,066	197	6,027	144	3,496	3,511
UM-D	72	319	76	1,177	15	265	5,701
UM-F	430	205	8	594	148	102	287
WMU	404	959	87	1,775	180	464	1,587
WSU	195	4,809	119	5,981	267	532	10,421

Totals	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
2011 Totals	5,357	21,864	2,031	44,120	3,185	12,178	44,373
2016 Totals	5,878	21,536	1,751	42,701	2,291	11,778	40,697
% Change	9.7%	-1.5%	-13.8%	-3.2%	-9.2%	-3.3%	-8.3%

Wayne State University Total Enrollment by County
Michigan Residents - Fall 2016

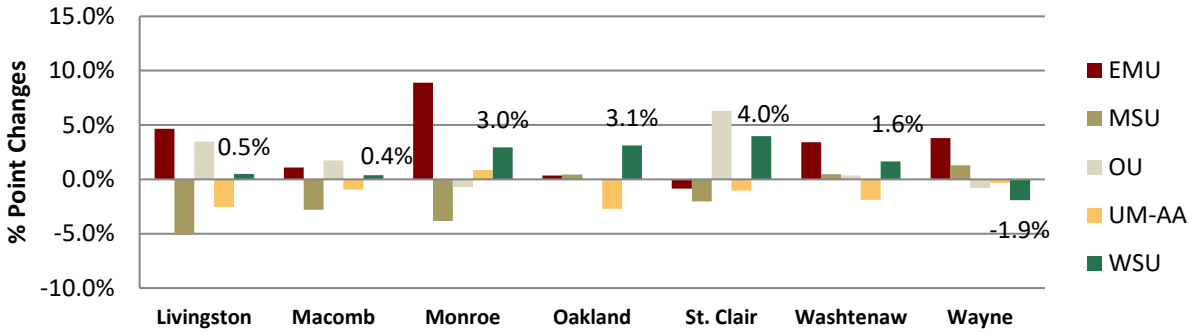


County	WSU Students
Livingston County	195
Macomb County	4,809
Monroe County	119
Oakland County	5,981
St. Clair County	267
Washtenaw County	532
Wayne County	10,421
Southeastern Michigan Total	22,324
Other MI Counties	1,637
Grand Total WSU - Michigan Residents	23,961

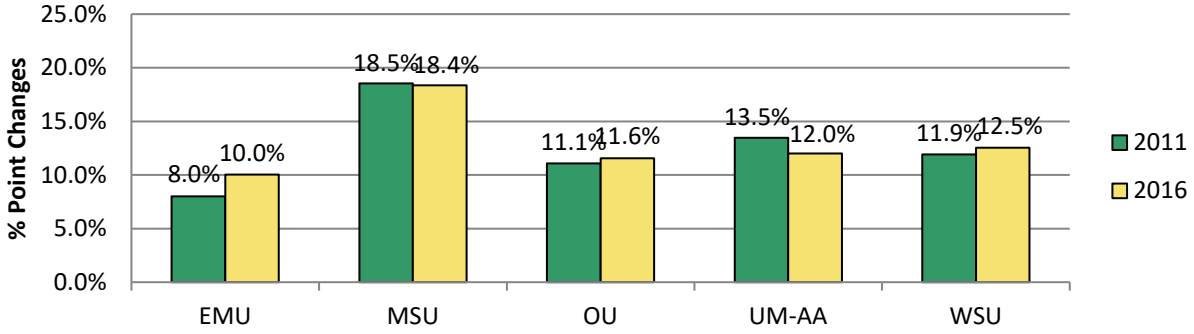
Change in Market Share

The following charts show the top four Southeastern (SE) MPUs in market share gains for FTIACs (First Time in Any College), Undergraduates (including FTIACs) and Graduate students. The market share changes are compared to Wayne State University in the seven SE Michigan counties from Fall 2011 to Fall 2016.

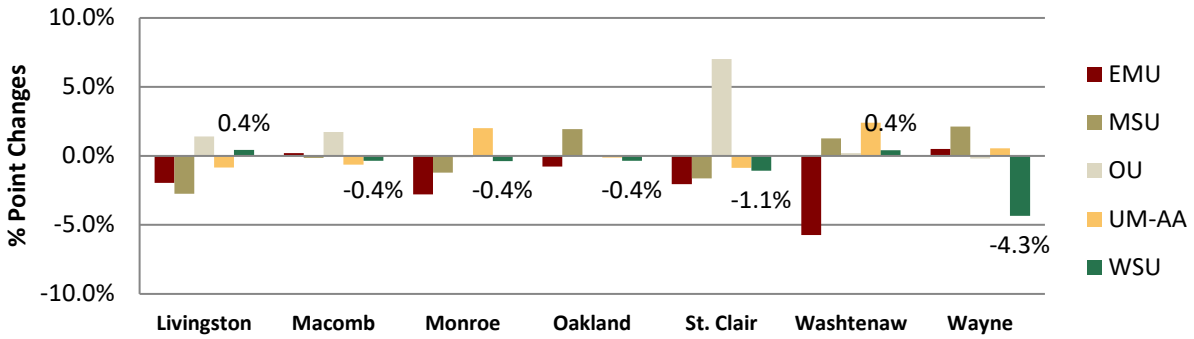
SE MPU FTIAC Enrollment
Market Share Change by County
Fall 2011 - Fall 2016



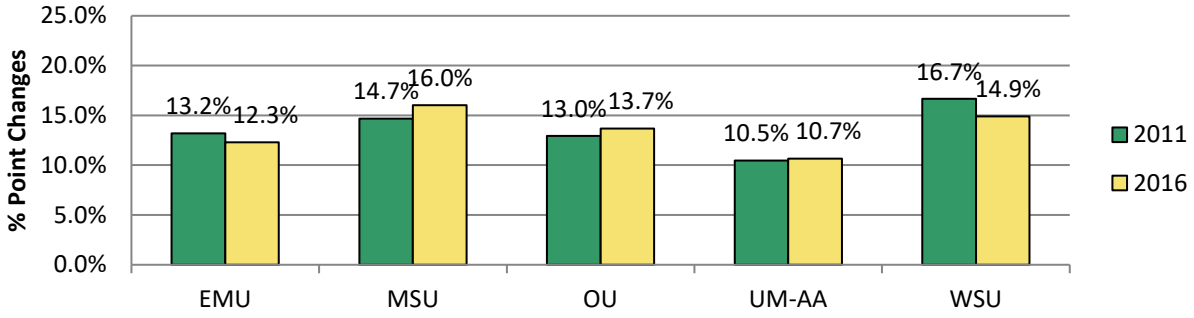
SE MPU FTIAC Enrollment
Market Share Change by University
Fall 2011 vs. Fall 2016



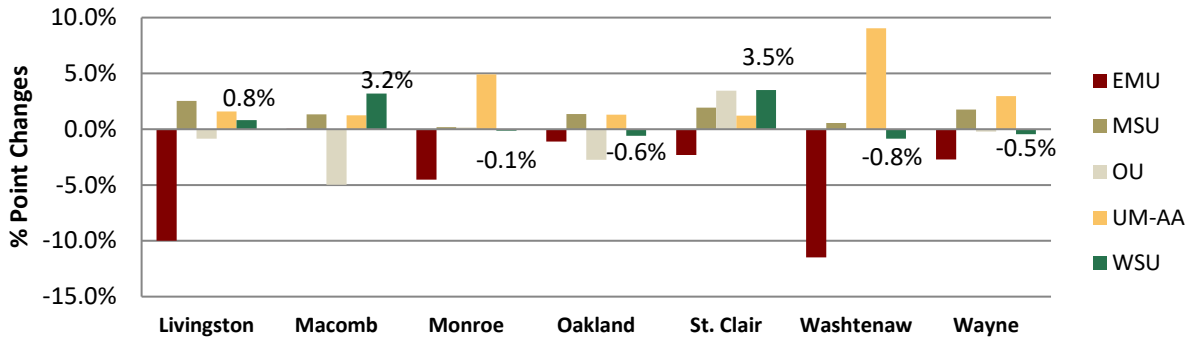
SE MPU Undergraduate (including FTIAC) Enrollment
Market Share Change by County
Fall 2011 to Fall 2016



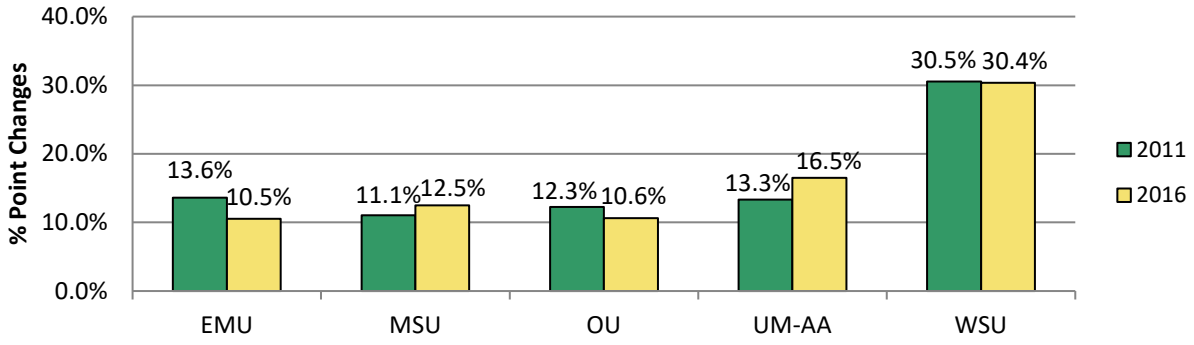
SE MPU Undergraduate (including FTIAC) Enrollment
Market Share Change by University
Fall 2011 vs. Fall 2016

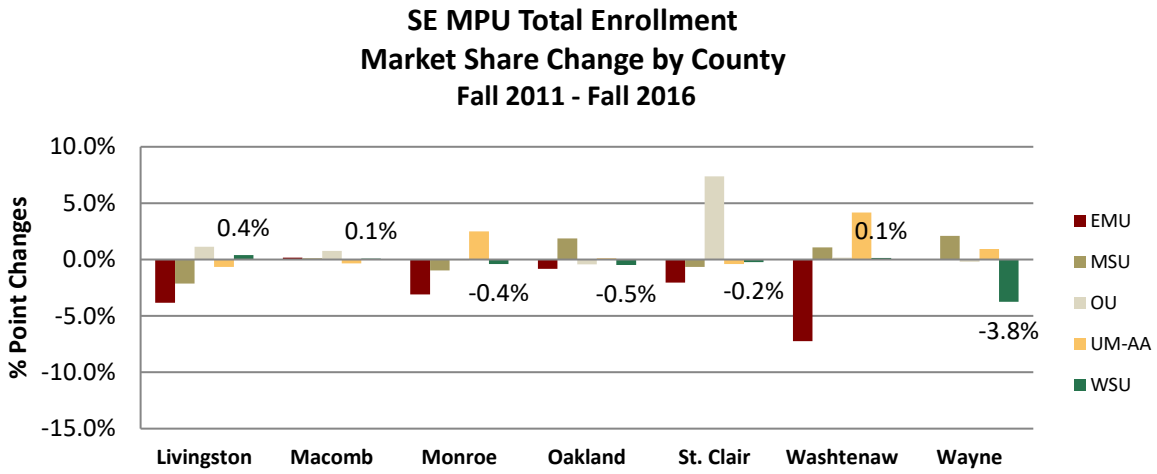


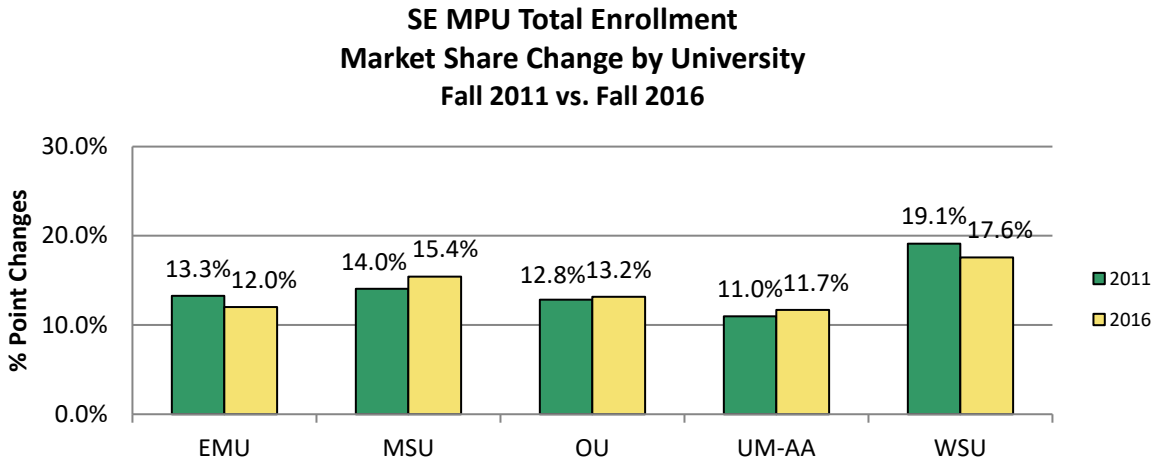
SE MPU Graduate Enrollment
Market Share Change by County
Fall 2011 - Fall 2016



SE MPU Graduate Enrollment
Market Share Change by University
Fall 2011 vs. Fall 2016



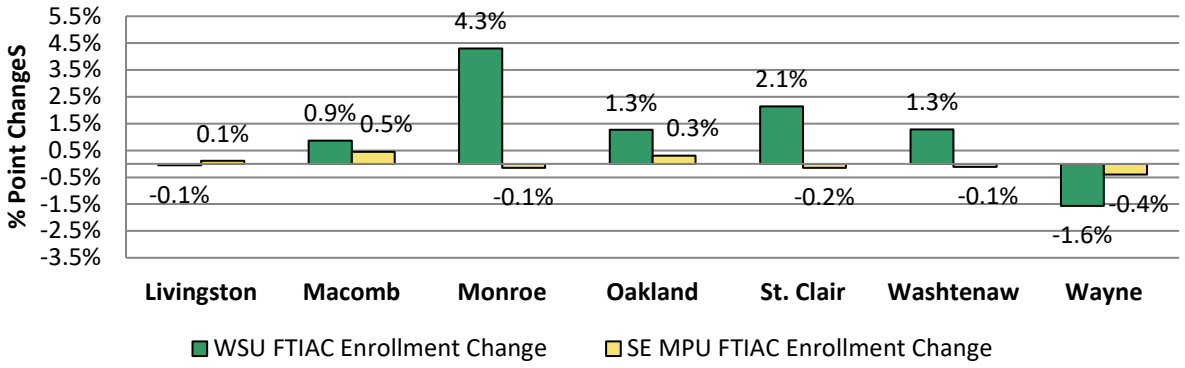

SE MPU Total Enrollment
Market Share Change by County
Fall 2011 - Fall 2016
% Point Changes
10.0%
5.0%
0.0%
-5.0%
-10.0%
-15.0%
0.4%
0.1%
-0.4%
-0.5%
-0.2%
0.1%
-3.8%
Livingston
Macomb
Monroe
Oakland
St. Clair
Washtenaw
Wayne
EMU
MSU
OU
UM-AA
WSU


SE MPU Total Enrollment
Market Share Change by University
Fall 2011 vs. Fall 2016
% Point Changes
30.0%
20.0%
10.0%
0.0%
13.3%
12.0%
14.0%
15.4%
12.8%
13.2%
11.0%
11.7%
19.1%
17.6%
EMU
MSU
OU
UM-AA
WSU
2011
2016

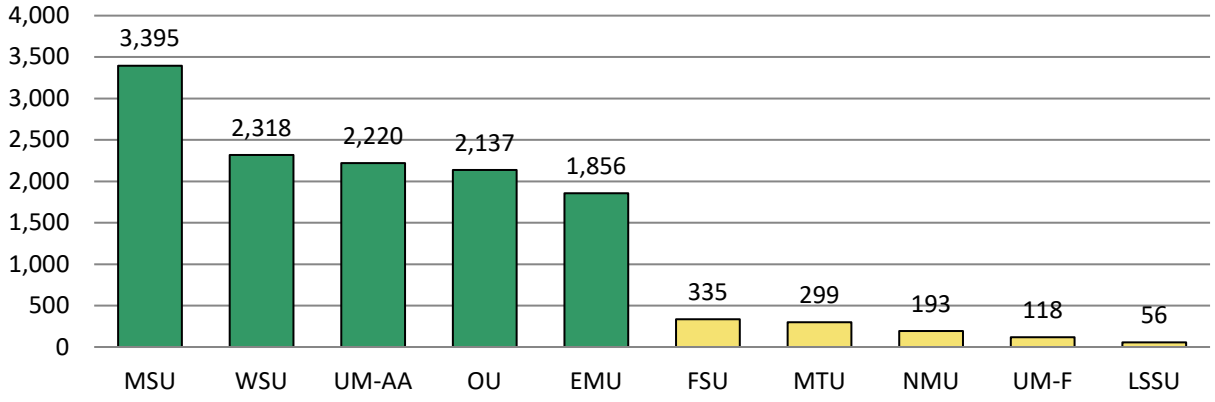
Summary of Wayne State University

FTIAC Enrollment

Southeastern MPU FTIAC
One Year Enrollment Market Share Change by County
WSU vs MPUs
Fall 2015-Fall 2016



Fall 2016 Southeastern MPU FTIAC Enrollment
Top Five and Bottom Five

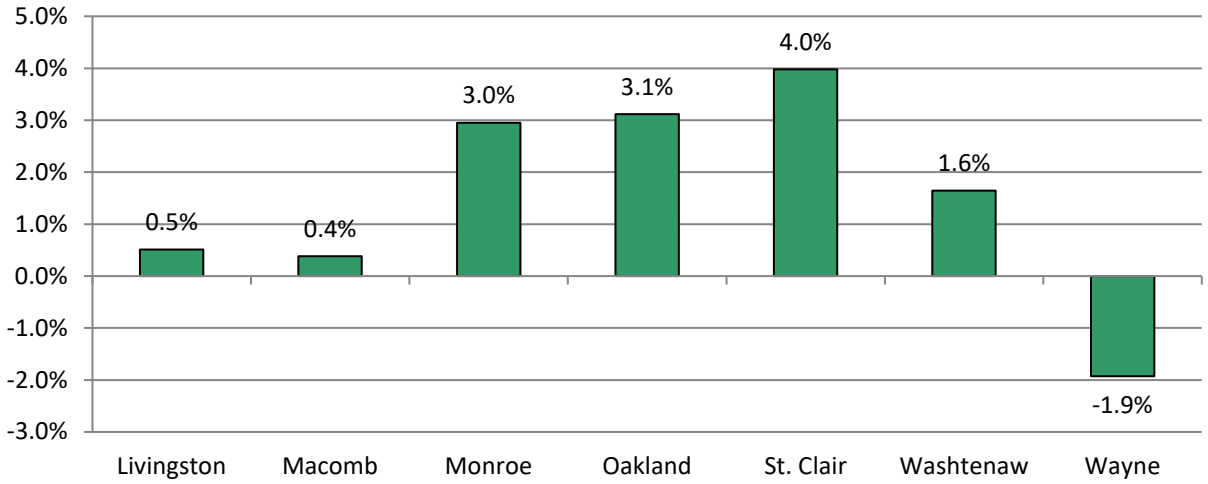


WSU FTIAC Enrollment Statistics – Southeastern Michigan

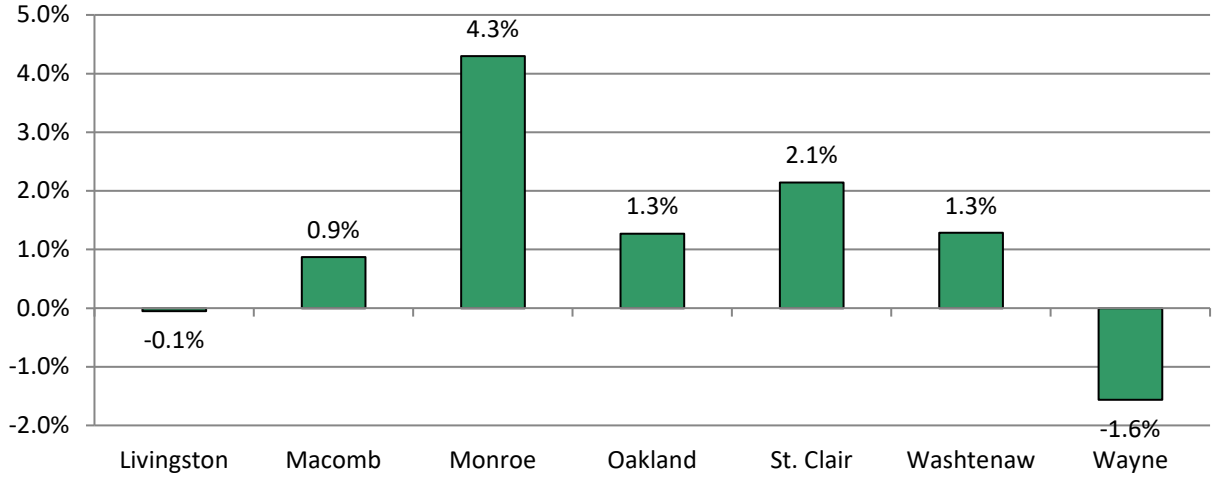
- MPU FTIAC enrollment decreased by 135 students (-0.7%) from 2015.
- WSU's FTIAC enrollment increased by 27 students (1.2%) from 2015.
- WSU's FTIAC market share increased by 0.6 percentage points since fall 2011.
- 43.8% of WSU's FTIACs were Wayne County residents in 2016 compared to 53.3% in 2015.
- From 2011 – 2016, WSU's Wayne County resident FTIAC enrollment decreased by 170 (-13.5%), during the same period, Wayne County community colleges decreased enrollment by 10,046 (-19.7%).

Wayne State University
FTIAC Market Share Change by County

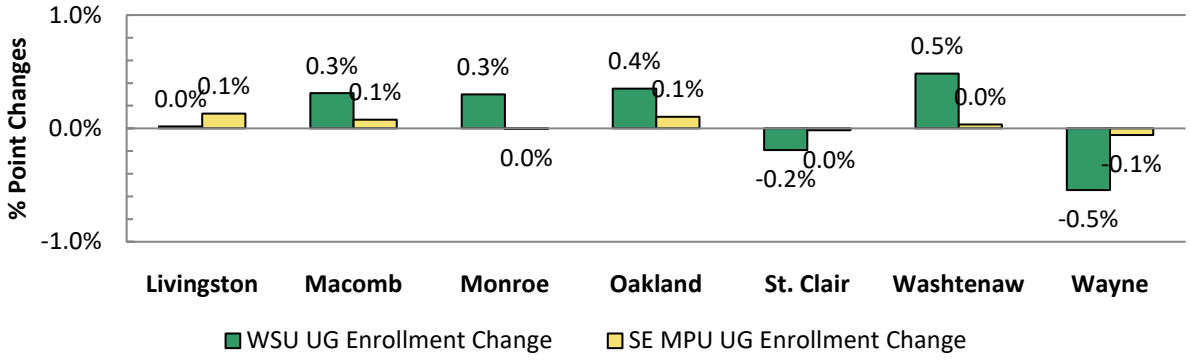
Fall 2011 to Fall 2016 Percentage Point Change



Fall 2015 to Fall 2016 Percentage Point Change

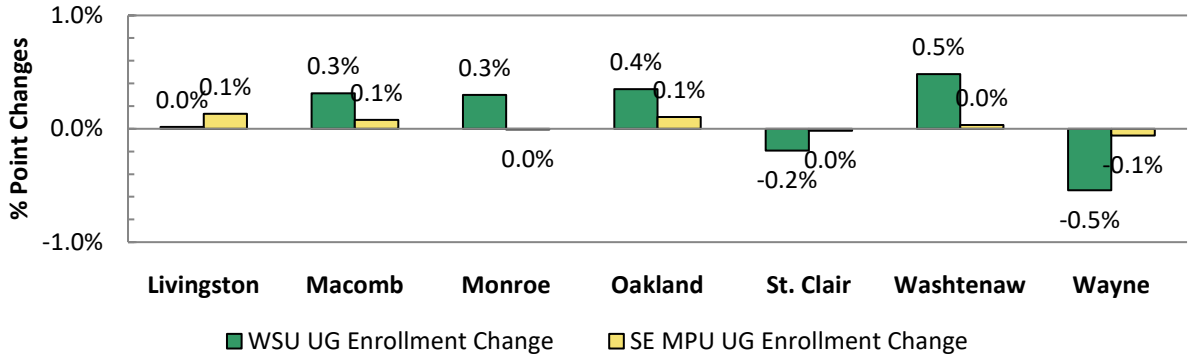


Southeastern MPU Undergraduate (Including FTIAC)
One Year Enrollment Market Share Change by County
WSU vs MPUs
Fall 2015-Fall 2016

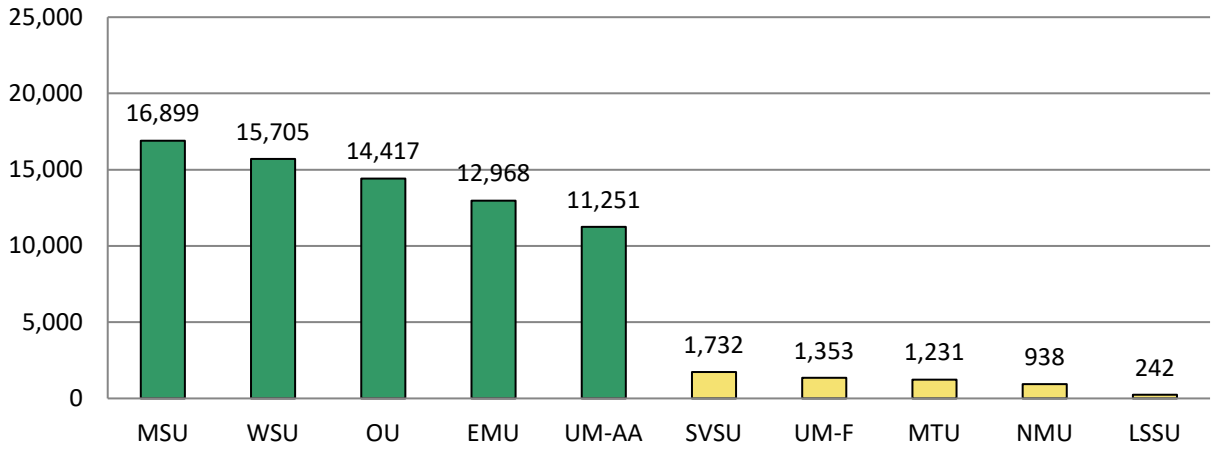


Undergraduate Enrollment

Southeastern MPU Undergraduate (Including FTIAC)
One Year Enrollment Market Share Change by County
WSU vs MPUs
Fall 2015-Fall 2016



Fall 2016 Southeastern MPU Undergraduate (including FTIAC)
Enrollments Top Five and Bottom Five

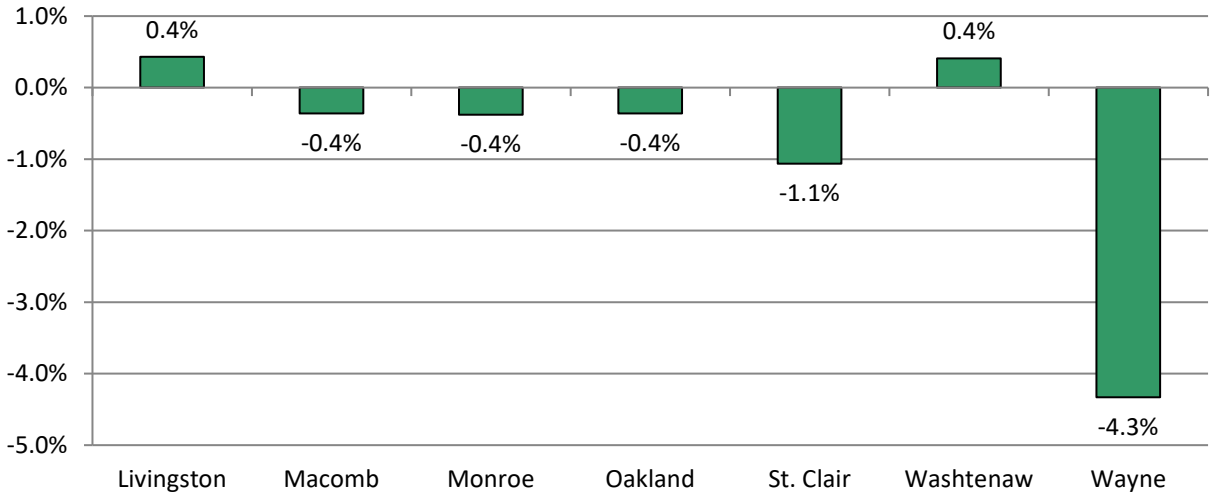


WSU Undergraduate Enrollment Statistics – Southeastern Michigan

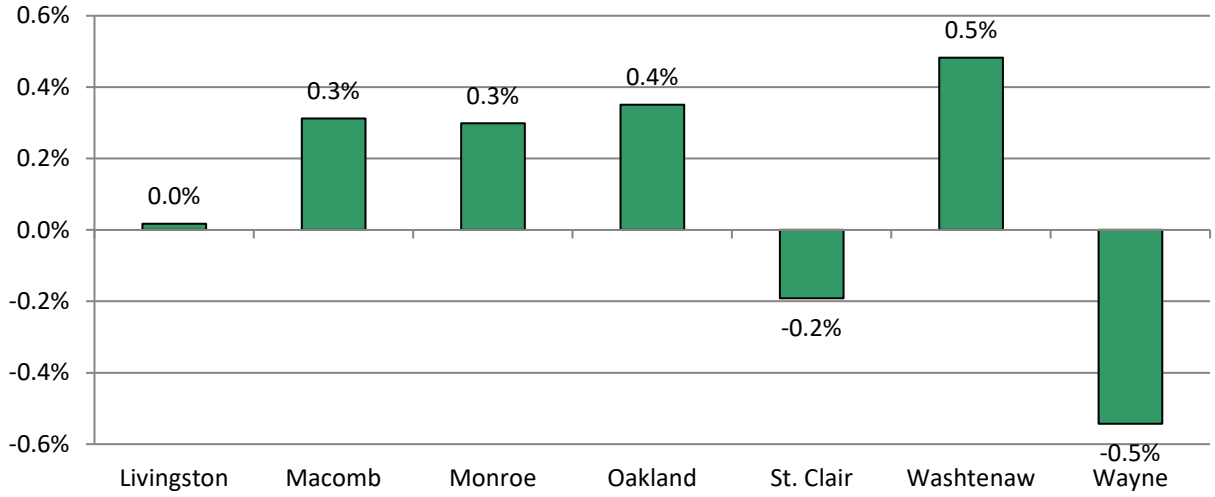
- MPU undergraduate enrollment decreased 1,036 students (-1.0%) from 2015.
- WSU's undergraduate enrollment decreased 165 students (-1.0%) from 2015.
- WSU's undergraduate market share decreased 1.8 percentage points since fall of 2011.
- 49.4% of WSU's undergraduates were Wayne County residents in 2016 compared to 51.0% in fall 2015.
- From 2011 – 2016, WSU's Wayne County resident UG enrollment decreased by 2,252 (-22.5%), during the same period, Wayne County community colleges decreased enrollment by 10,046 (-19.7%) and Wayne County MPU UG enrollment decreased by 2,869 (-7.7%).

Wayne State University
Undergraduate (including FTIAC) Market Share Change by County

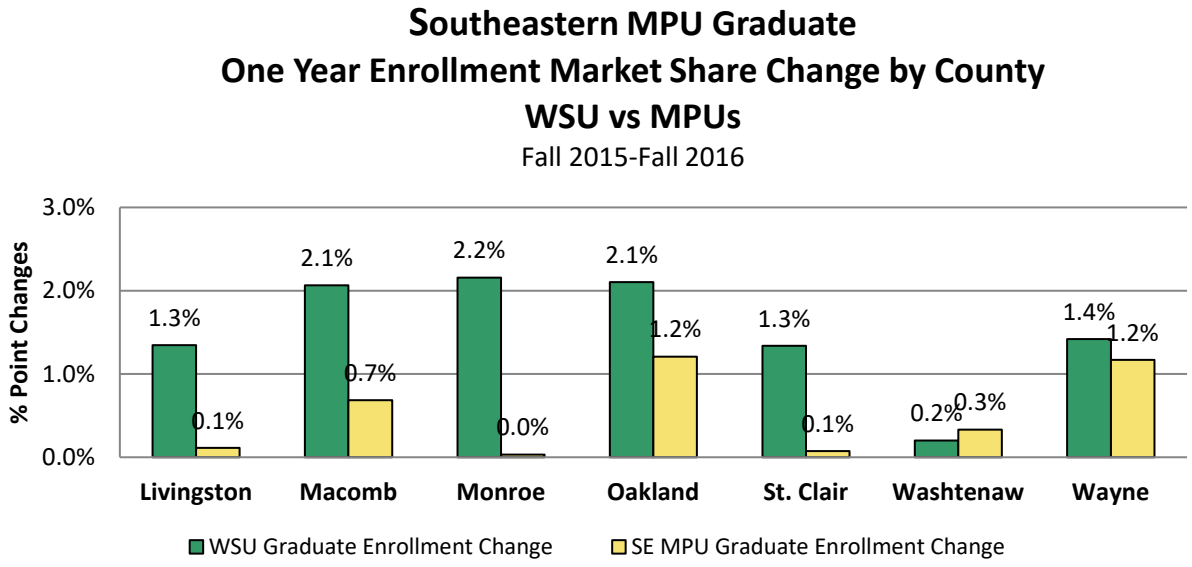
Fall 2011 to Fall 2016 Percentage Point Change

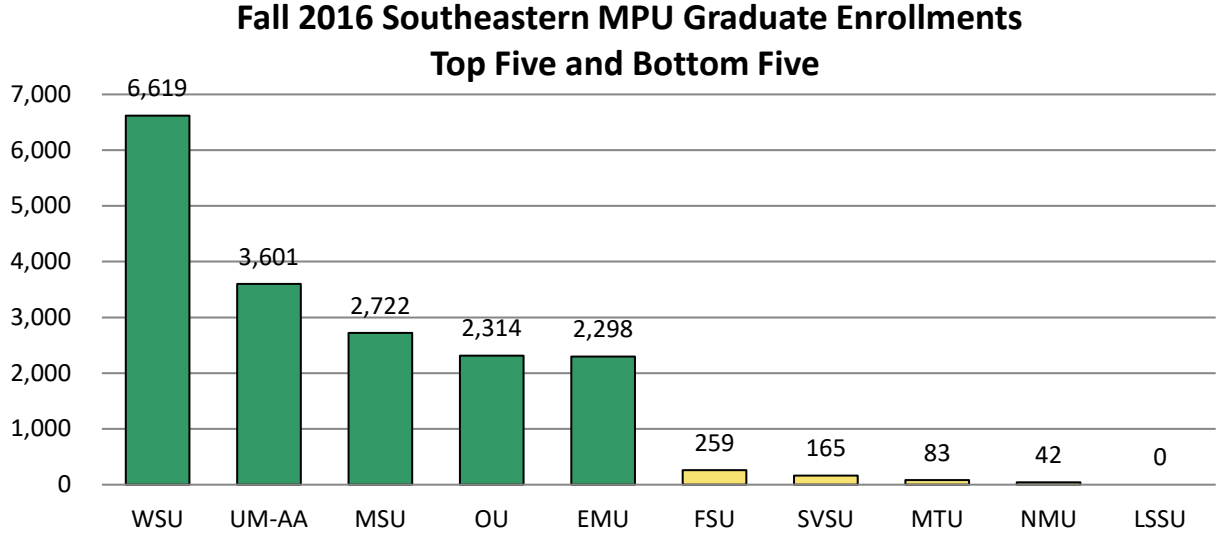


Fall 2015 to Fall 2016 Percentage Point Change



Graduate Enrollment



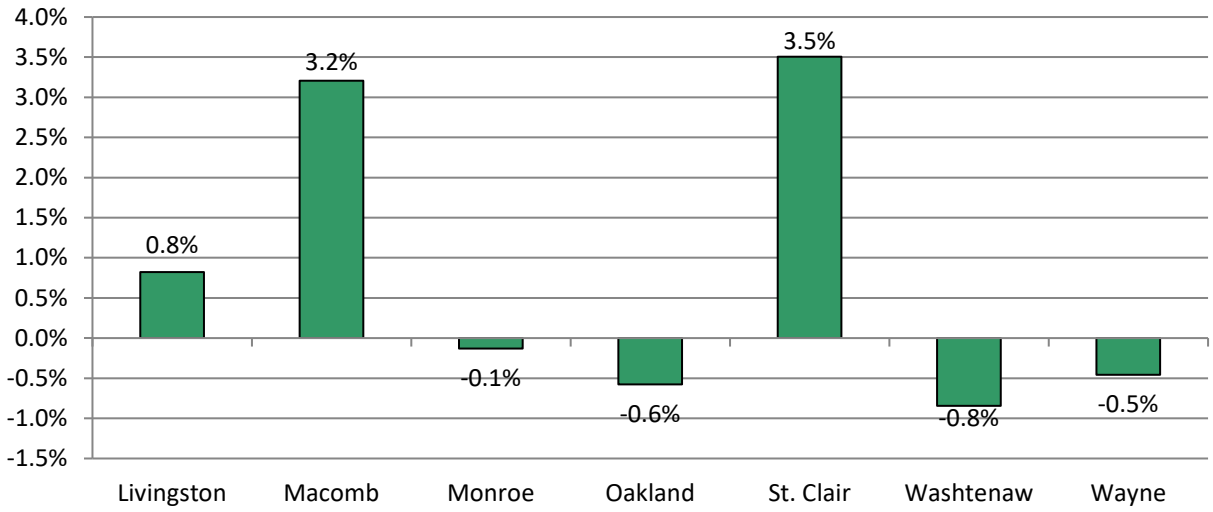


WSU Graduate Enrollment Statistics – Southeastern Michigan Residents

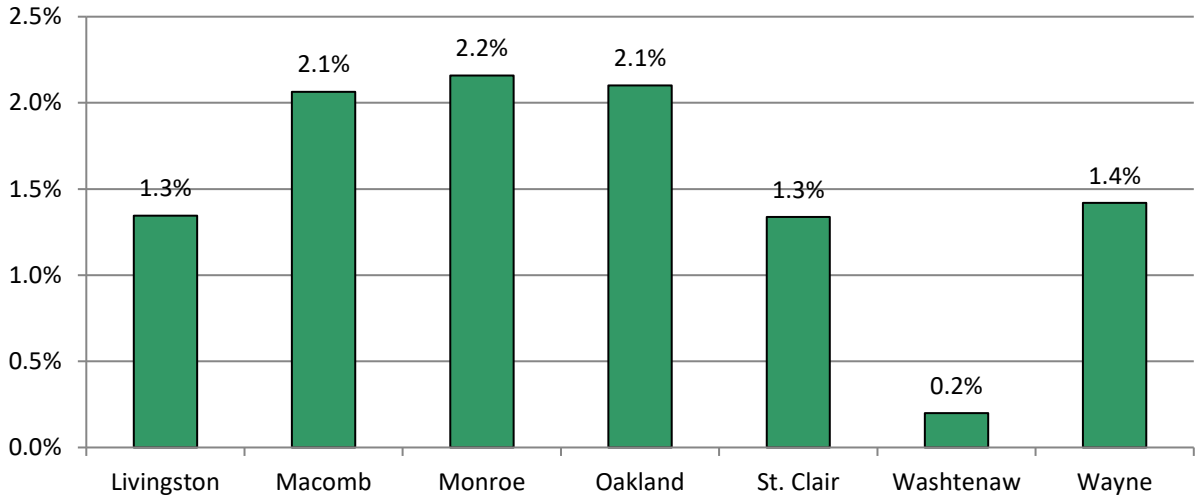
- MPU graduate enrollment decreased by 68 students (-0.3%) from 2015.
- WSU's graduate enrollment increased 346 students (5.5%) from 2015.
- WSU's graduate market share decreased by 0.2 percentage points since fall 2011.
- 40.2% of WSU's graduate students were Wayne County residents in 2016 compared to 40.9% in fall 2015.
- From 2011 – 2016, WSU's Wayne County resident graduate enrollment decreased by 357 (-11.8%), during the same period, Wayne County MPU graduate enrollment decreased by 809 (-10.8%).

Wayne State University
Graduate Market Share Change by County

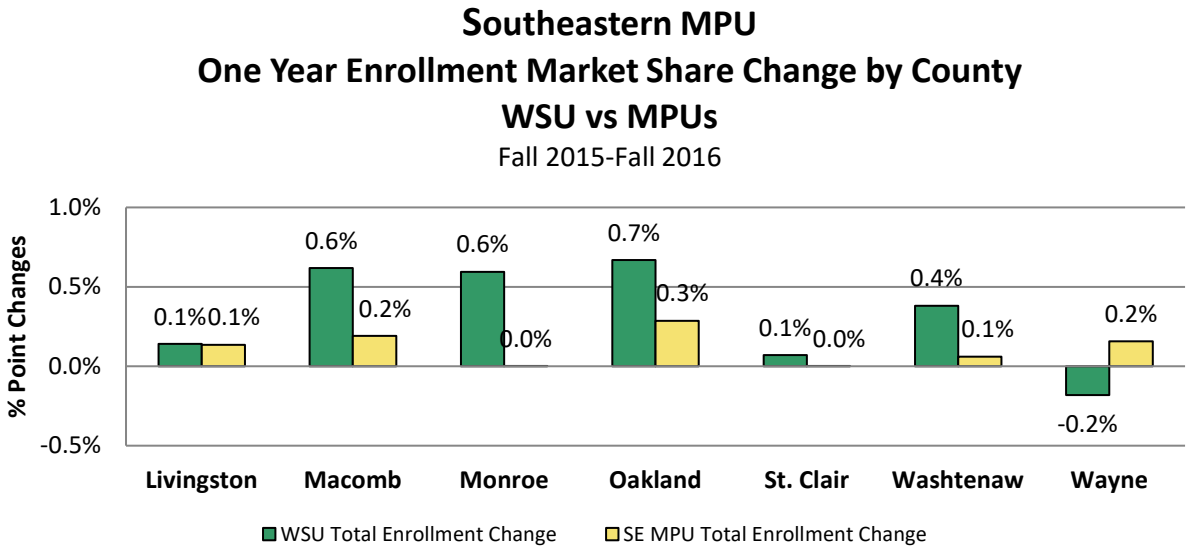
Fall 2011 to Fall 2016 Percentage Point Change

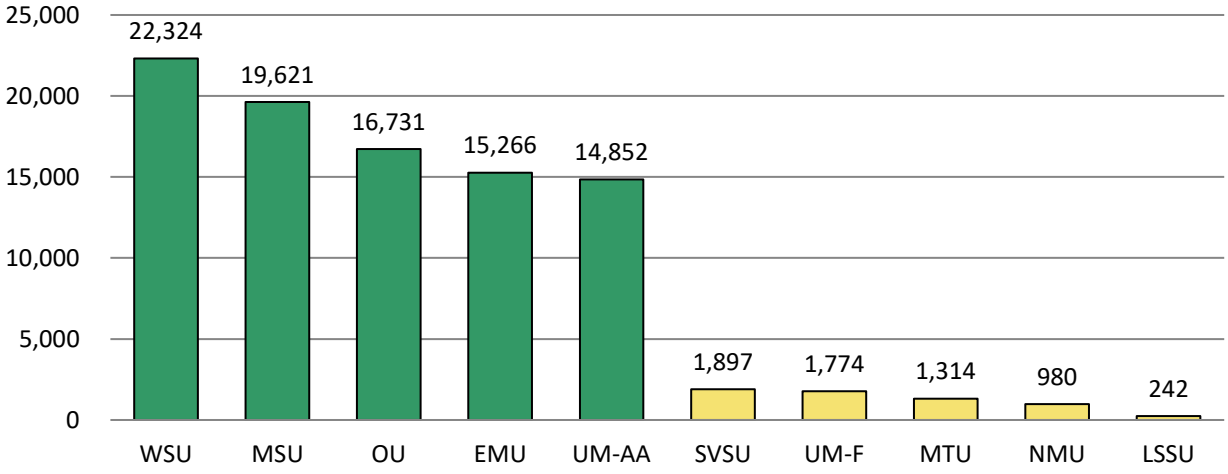


Fall 2015 to Fall 2016 Percentage Point Change



Total Enrollment



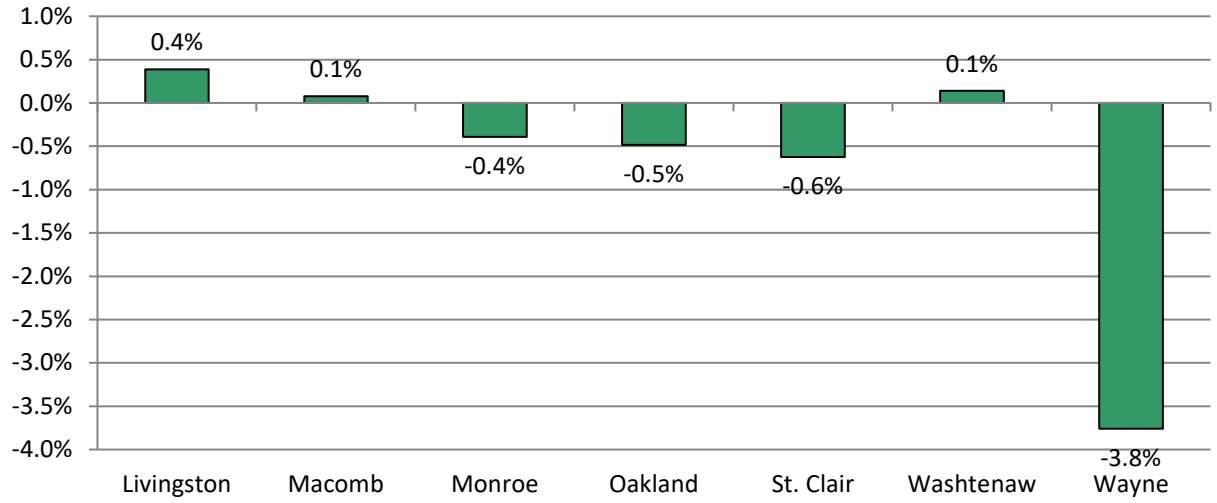


WSU Total Enrollment Statistics – Southeastern Michigan

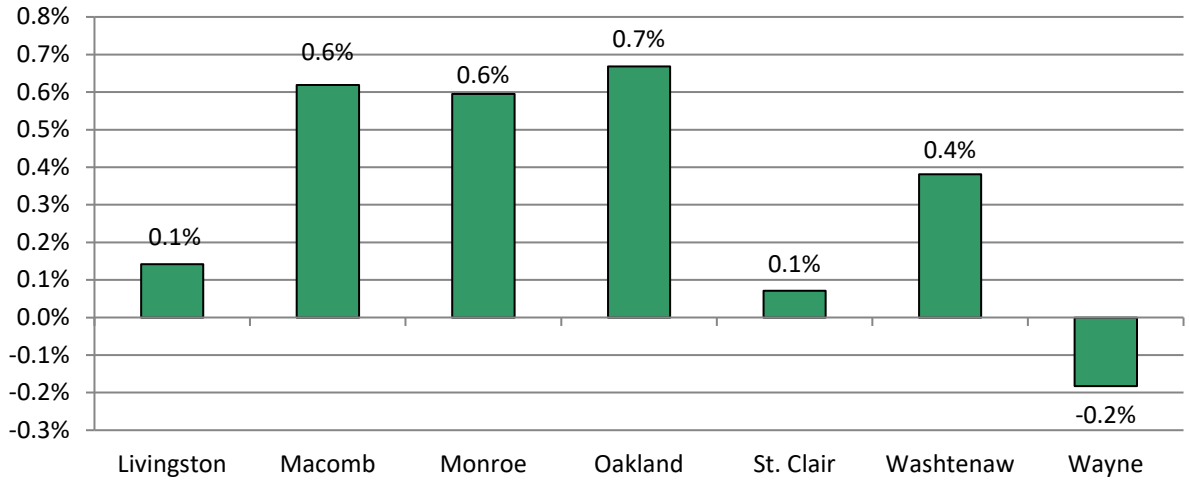
- MPU total enrollment decreased by 1,104 students (-0.9%) from 2015.
- WSU's total enrollment increased by 181 students (0.8%) from 2015.
- WSU's seven county total enrollment market share decreased 1.6 percentage points since fall 2011.
- Wayne County residents accounted for 46.7% of WSU's total enrollment in 2015.
- From 2011 – 2016, WSU's total enrollment for Wayne County residents decreased by 2,609 (-20.0%), during the same period, Wayne County community colleges decreased enrollment by 10,046 (-19.7%) and total enrollment for Wayne County MPU decreased by 3,676 (-8.3%).

Wayne State University
Southeastern MI Total Enrollment Market Share Change by County

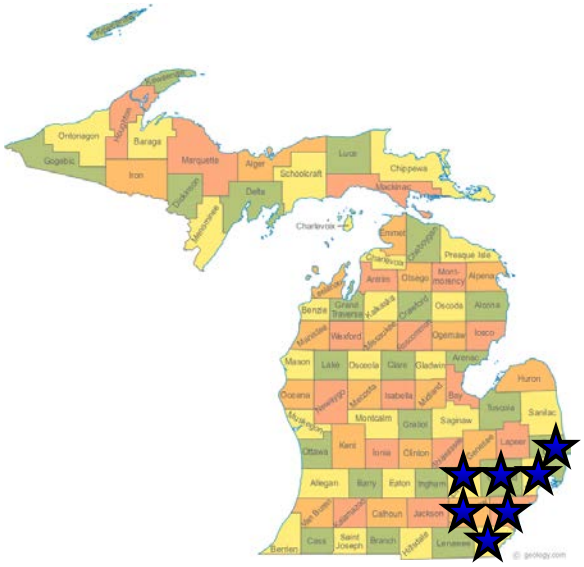
Fall 2011 to Fall 2016 Percentage Point Change



Fall 2015 to Fall 2016 Percentage Point Change



Summary of Southeastern Michigan Counties



Demographics

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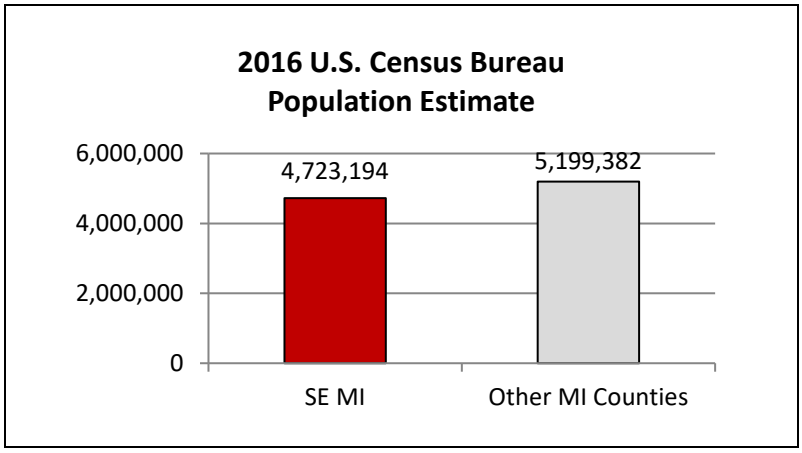
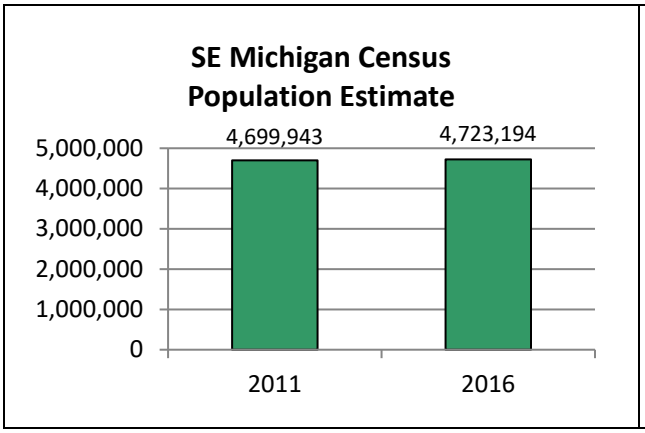
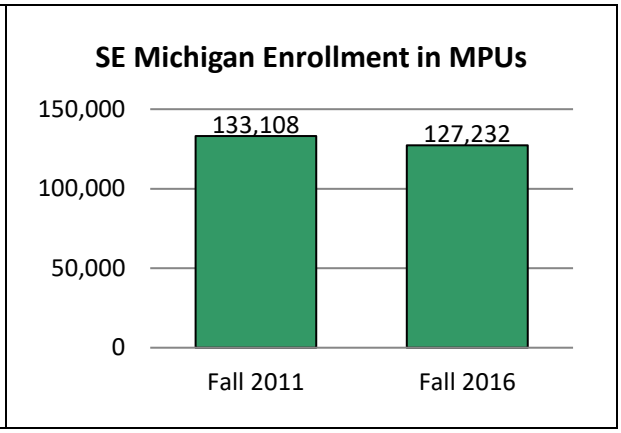


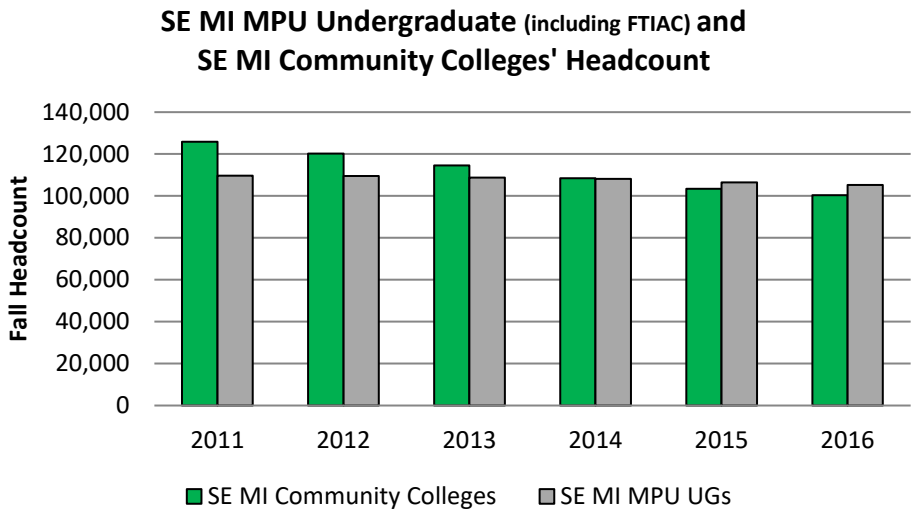




Community Colleges in Southeastern Michigan:

Enrollment at Community Colleges in Southeastern Michigan Counties	
Fall 2011	125,949
Fall 2016	100,341
Community College Enrollment Cumulative % Change	-20.3%
SE Michigan MPU UG Enrollment % Change	-4.0%

Source: www.michigancc.net



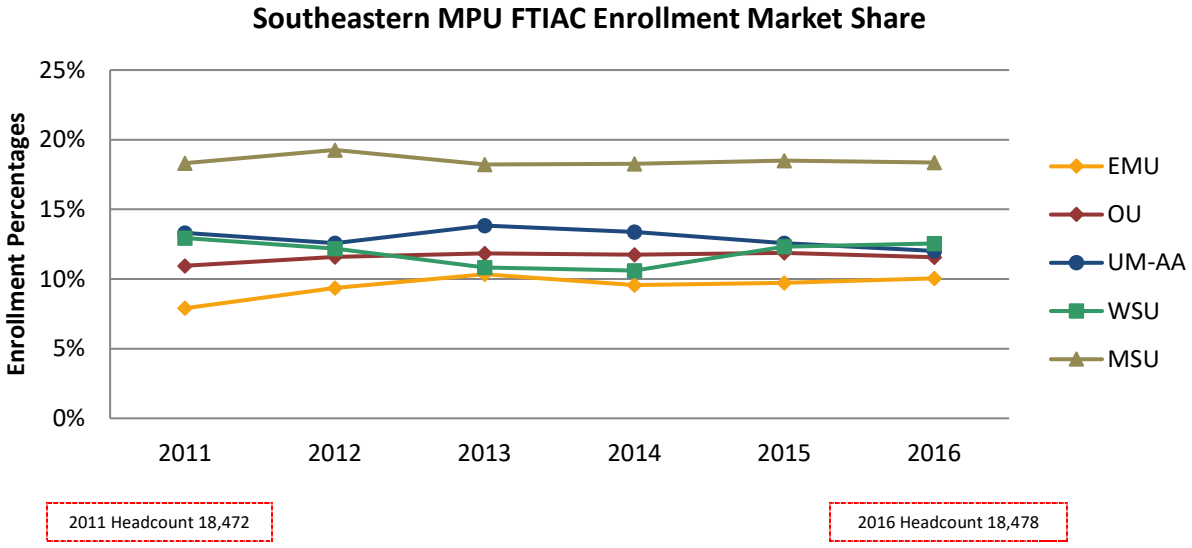
Source: www.michigancc.net

Top five High Schools in Southeastern Michigan by enrollment:

High School Name	City	County	Fall 2016 Total Enrollment	Fall 2011 Total Enrollment	% Change
Dakota High School	Macomb	Macomb	2,981	2,554	16.7%
Fordson High School	Dearborn	Wayne	2,696	2,403	12.2%
Cass Technical High School	Detroit	Wayne	2,447	2,191	11.7%
Howell High School	Howell	Livingston	2,405	2,706	-11.1%
Chippewa Valley High School	Clinton Township	Macomb	2,382	2,428	-1.9%

Source: Center for Educational Performance and Information

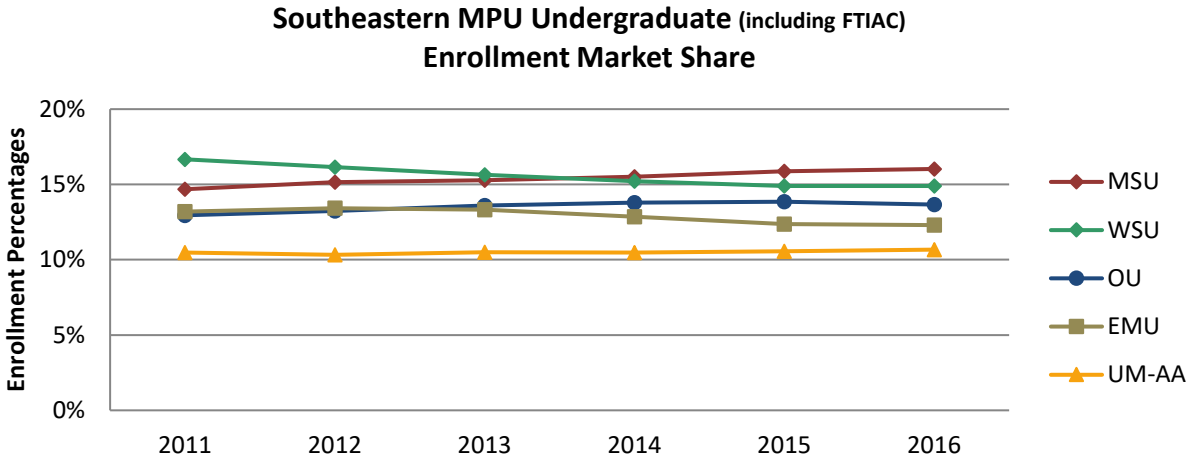
Market Share – Top Four Enrollments vs. WSU



2011 Headcount 18,472

2016 Headcount 18,478

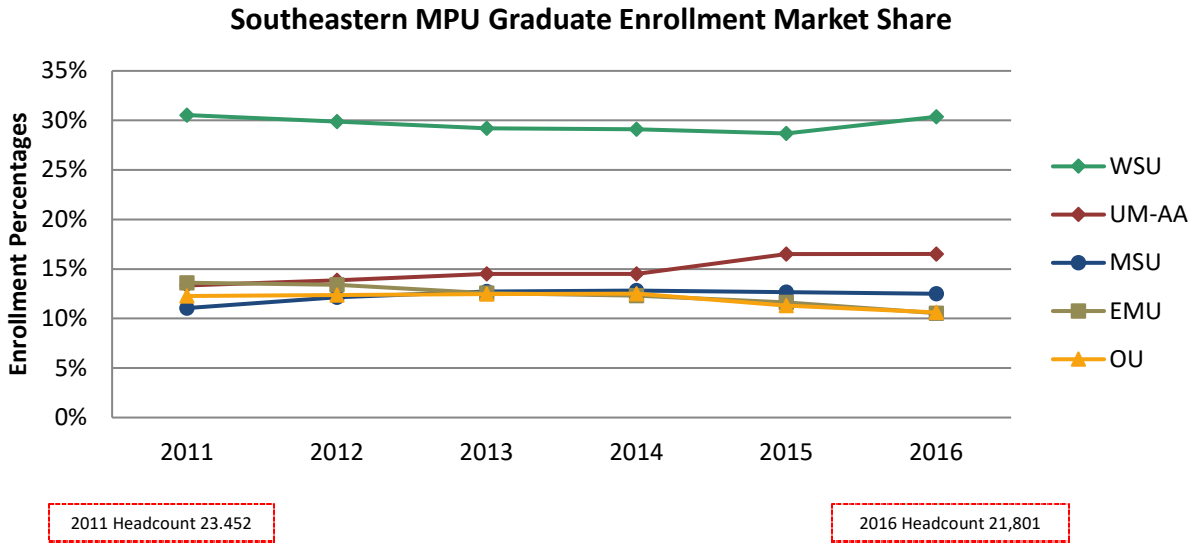
- Largest market share gain from 2011 – 2016: Eastern Michigan University 2.0% points
- Largest market share loss from 2011 – 2016: Central Michigan Univeristy -1.5% points



2011 Headcount 109,657

2016 Headcount 105,431

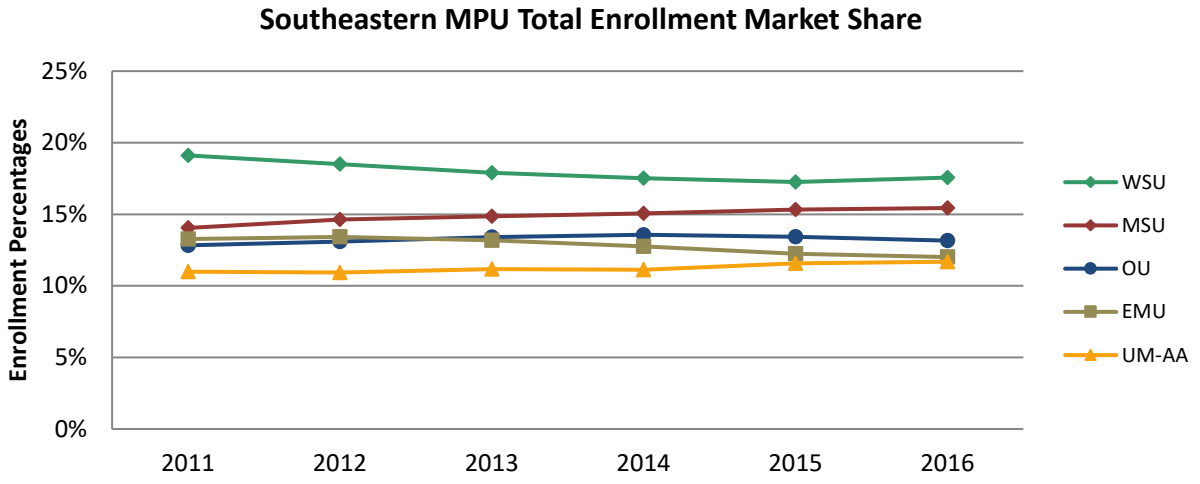
- Largest market share gain from 2011 – 2016: Grand Valley State University 1.4% points
- Largest market share loss from 2011 – 2016: Wayne State University -1.8% points



2011 Headcount 23.452

2016 Headcount 21,801

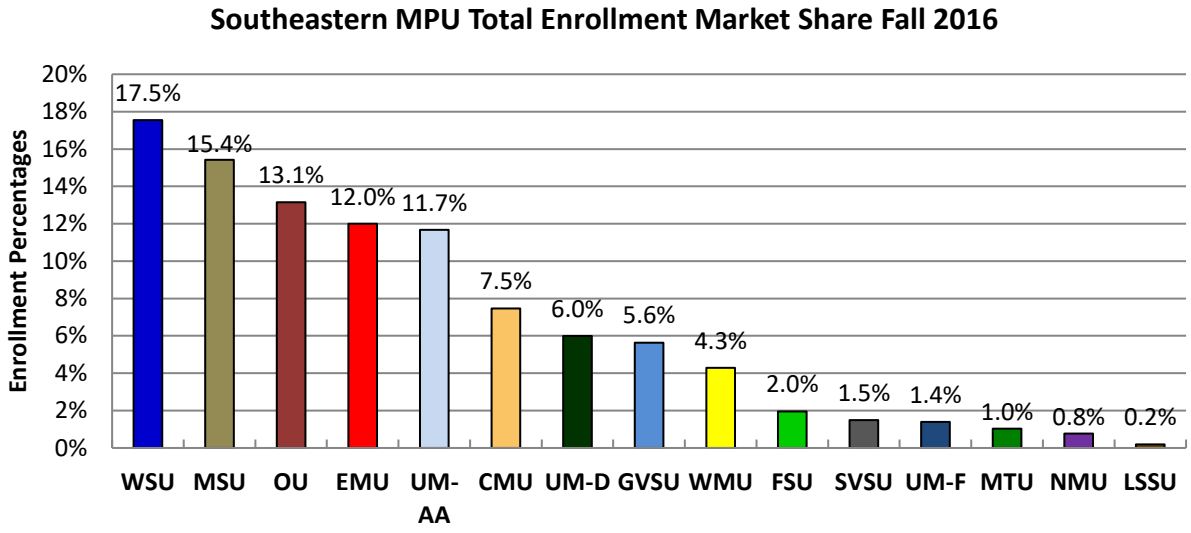
- Largest market share gain from 2011 – 2016: University of Michigan – AA 3.2% points
- Largest market share loss from 2011 – 2016: Eastern Michigan University -3.1% points

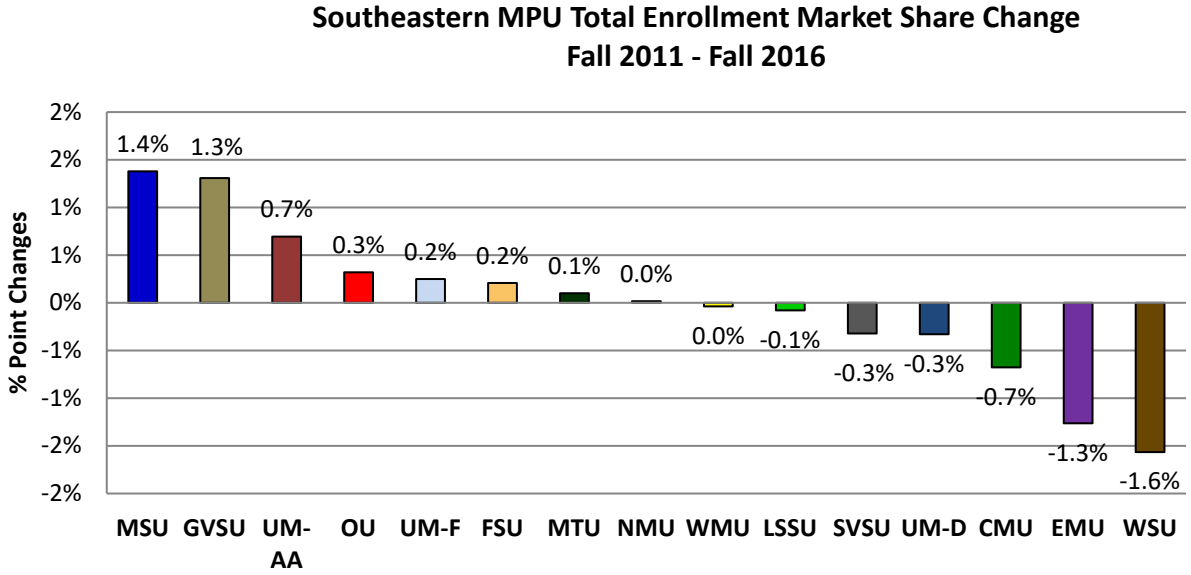


2011 Headcount 133,108

2016 Headcount 127,232

- Largest market share gain from 2011 – 2016: Michigan State University 1.4% points
- Largest market share loss from 2011 – 2016: Wayne State University -1.6% points


Southeastern MPU Total Enrollment Market Share Fall 2016
Enrollment Percentages
20%
18%
16%
14%
12%
10%
8%
6%
4%
2%
0%
17.5%
15.4%
13.1%
12.0%
11.7%
7.5%
6.0%
5.6%
4.3%
2.0%
1.5%
1.4%
1.0%
0.8%
0.2%
WSU
MSU
OU
EMU
UM-AA
CMU
UM-D
GVSU
WMU
FSU
SVSU
UM-F
MTU
NMU
LSSU


Southeastern MPU Total Enrollment Market Share Change
Fall 2011 - Fall 2016
% Point Changes
2%
2%
1%
1%
0%
-1%
-1%
-2%
-2%
1.4%
1.3%
0.7%
0.3%
0.2%
0.2%
0.1%
0.0%
0.0%
-0.1%
-0.3%
-0.3%
-0.7%
-1.3%
-1.6%
MSU
GVSU
UM-AA
OU
UM-F
FSU
MTU
NMU
WMU
LSSU
SVSU
UM-D
CMU
EMU
WSU

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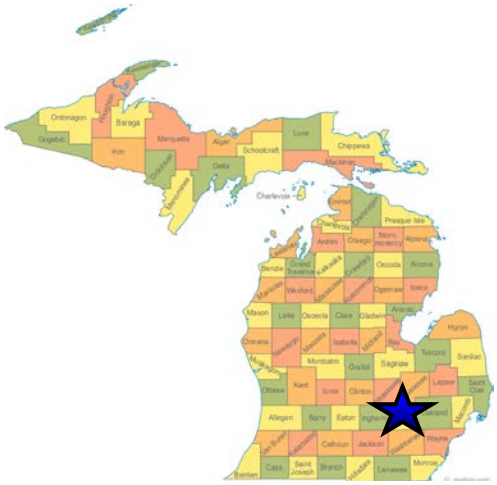
Livingston County



Demographics

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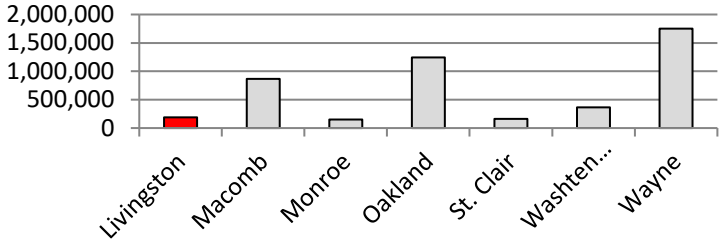
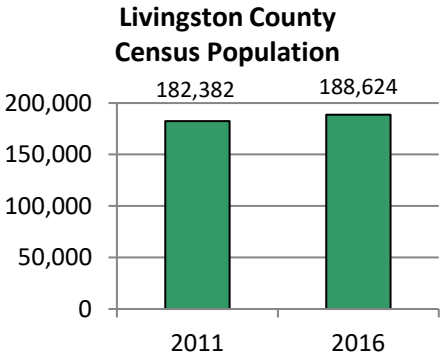
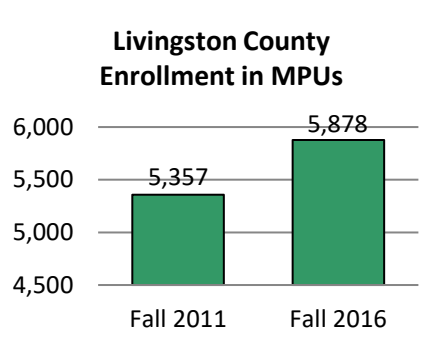




County	% Population Age 25+ w/ a Bachelor's Degree or higher
LIVINGSTON	32.9%
MACOMB	22.5%
MONROE	18.0%
OAKLAND	43.1%
ST. CLAIR	16.3%
WASHTENAW	51.3%
WAYNE	21.3%

Source: U.S. Census Bureau State & County Quick Facts (2014)

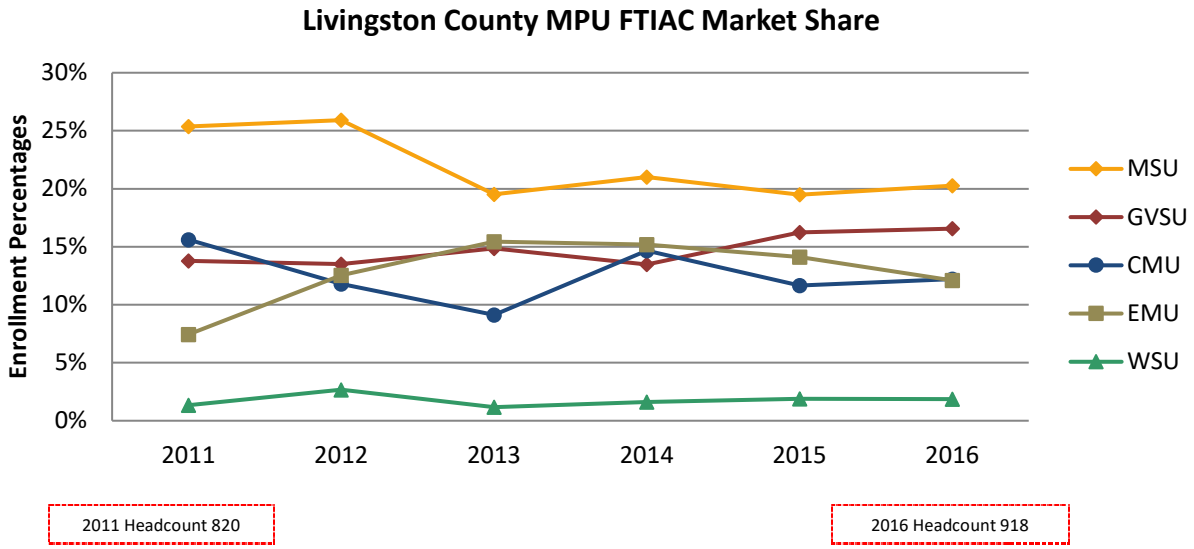


Top five Livingston County Public High Schools by Enrollment:

High School Name	City/Township	Fall 2016 Enrollment	Fall 2011 Enrollment	% Change
Howell High School	Howell	2,405	2,706	-11%
Brighton High School	Brighton	2,079	2,025	4%
Hartland High School	Hartland	1,964	1,800	9%
Pinckney Community High School	Pinckney	1,234	1,472	-16%
Fowlerville High School	Fowlerville	878	890	-1%

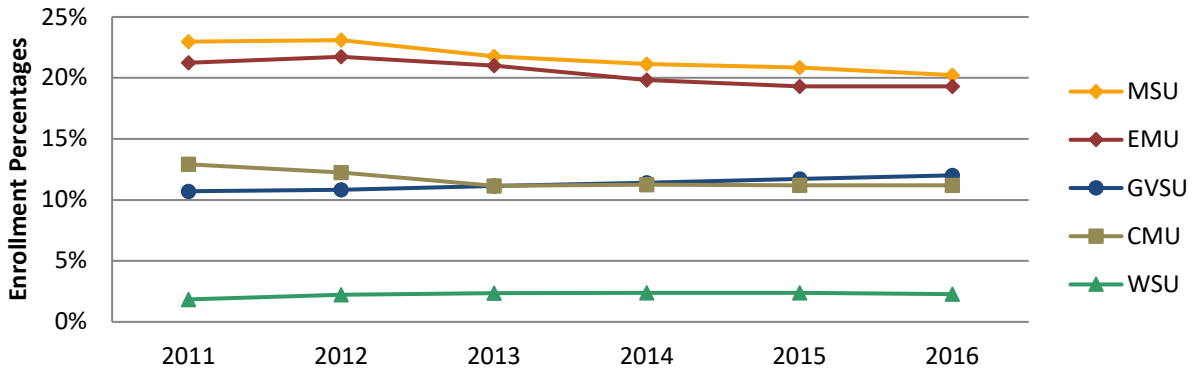
Source: Center for Educational Performance and Information

Market Share– Top Four Enrollments vs. WSU



- Largest market share gain from 2011 – 2016: Eastern Michigan University 4.7% points
- Largest market share loss from 2011 – 2016: Michigan State University -5.1% points

Livingston County MPU Undergraduate (including FTIAC) Enrollment Market Share

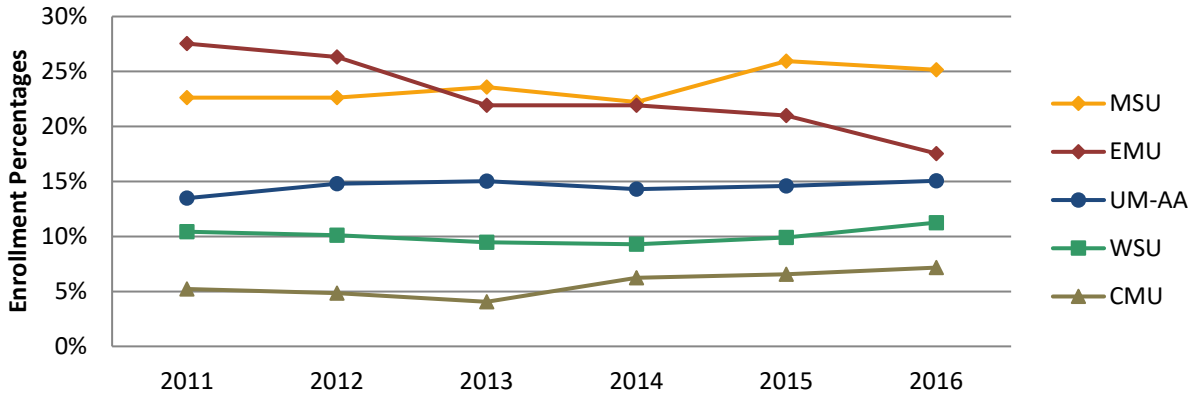


2011 Headcount 4,668

2016 Headcount 5,194

- Largest market share gain from 2011 – 2016: University of Michigan-Flint 3.1% points
- Largest market share loss from 2011 – 2016: Michigan State University -2.8% points

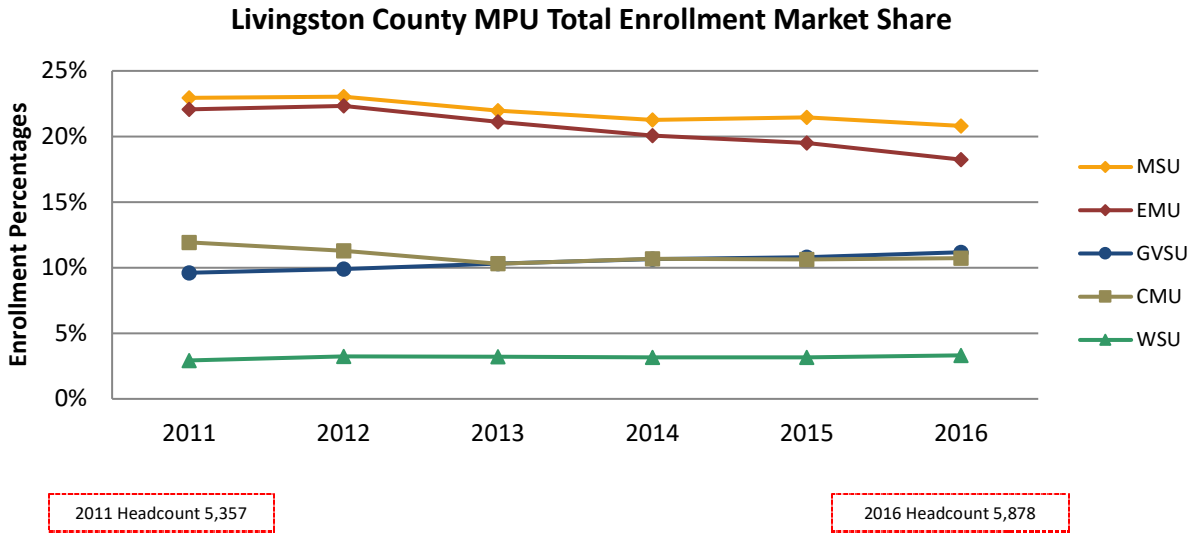
Livingston County MPU Graduate Enrollment Market Share



2011 Headcount 690

2016 Headcount 684

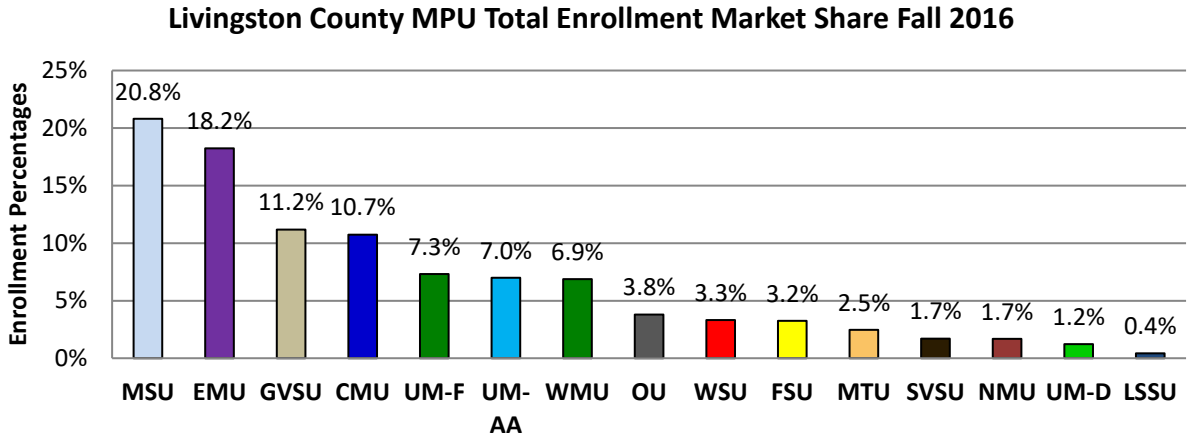
- Largest market share gain from 2010 – 2015: Grand Valley State University 2.7% points
- Largest market share loss from 2010 – 2015: Eastern Michigan University -10% points



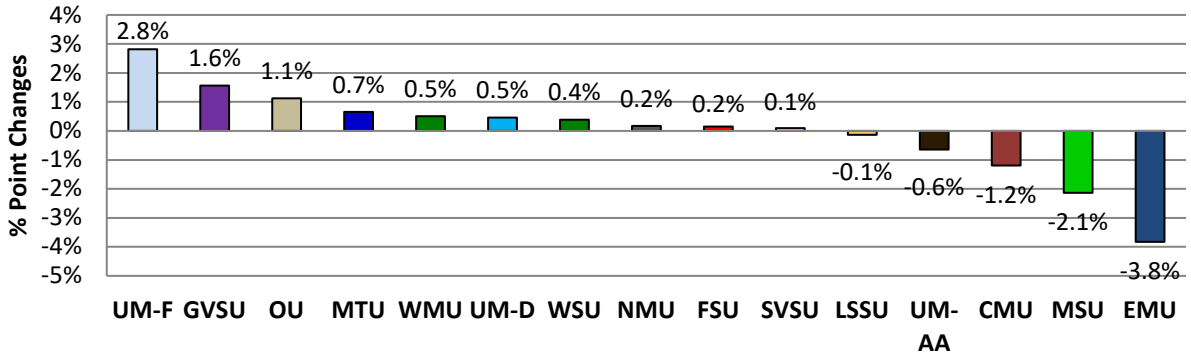
2011 Headcount 5,357

2016 Headcount 5,878

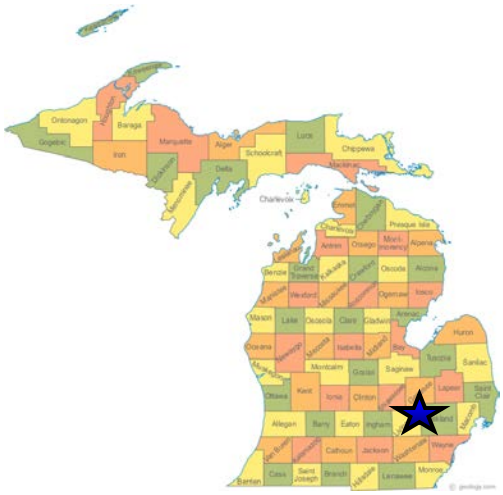
- Largest market share gain from 2011 – 2016: University of Michigan-Flint 2.8% points
- Largest market share loss from 2011 – 2016: Eastern Michigan University -3.8% points



Livingston County MPU Total Enrollment Market Share Change
Fall 2011 - Fall 2016



Macomb County



Demographics

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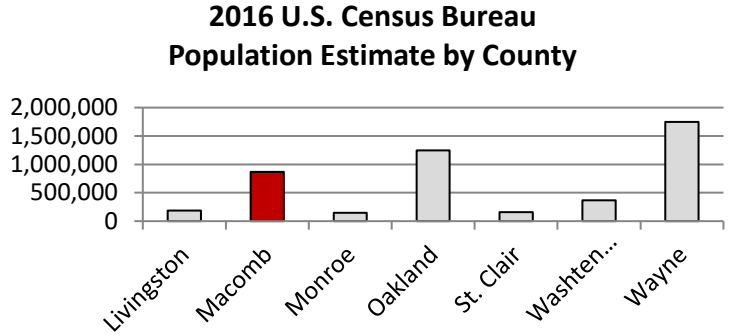

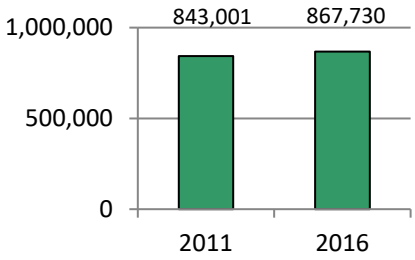

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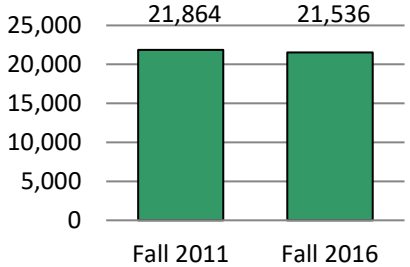
MACOMB	22.5%
MONROE	18.0%
OAKLAND	43.1%
ST. CLAIR	16.3%
WASHTENAW	51.3%
WAYNE	21.3%

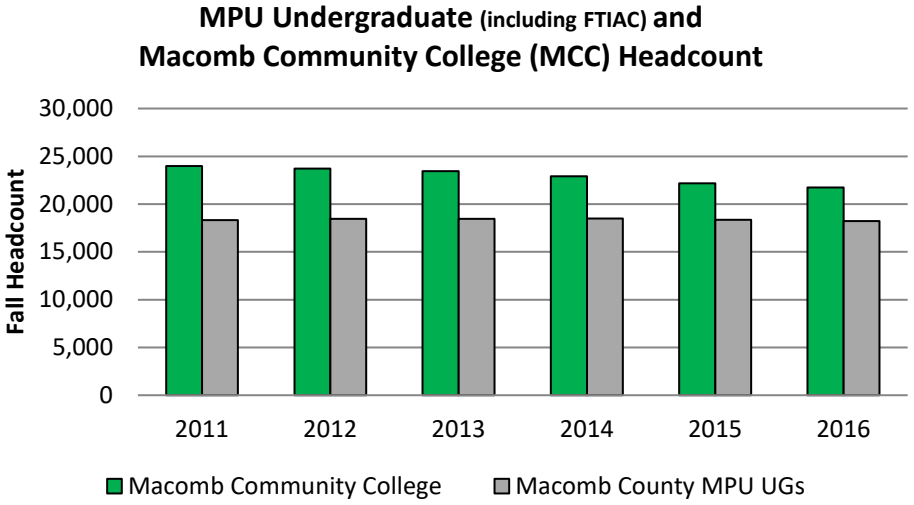
Source: U.S. Census Bureau State & County Quick Facts (2014)



Macomb Community College:

Enrollment at Macomb Community College	
Fall 2011	23,969
Fall 2016	21,734
% Change	-9.3%
% Point Change in SE MI CC Market Share	2.6%

Source: www.michigancc.net



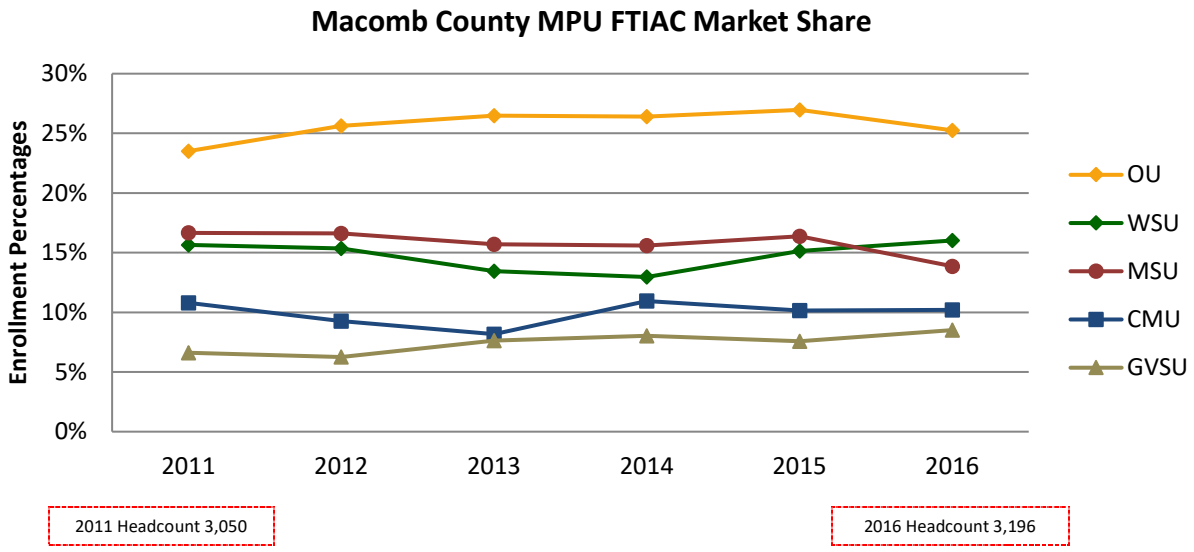
Source: www.michigancc.net

Top five Macomb County Public High Schools by enrollment:

High School Name	City/Township	Fall 2016 Enrollment	Fall 2011 Enrollment	% Change
Dakota High School	Macomb	2,981	2,554	17%
Chippewa Valley High School	Clinton Township	2,382	2,428	-2%
Eisenhower High School	Shelby Township	2,028	2,124	-5%
Henry Ford II High School	Sterling Heights	1,976	2,017	-2%
Adlai Stevenson High School	Sterling Heights	1,949	2,053	-5%

Source: Center for Educational Performance and Information

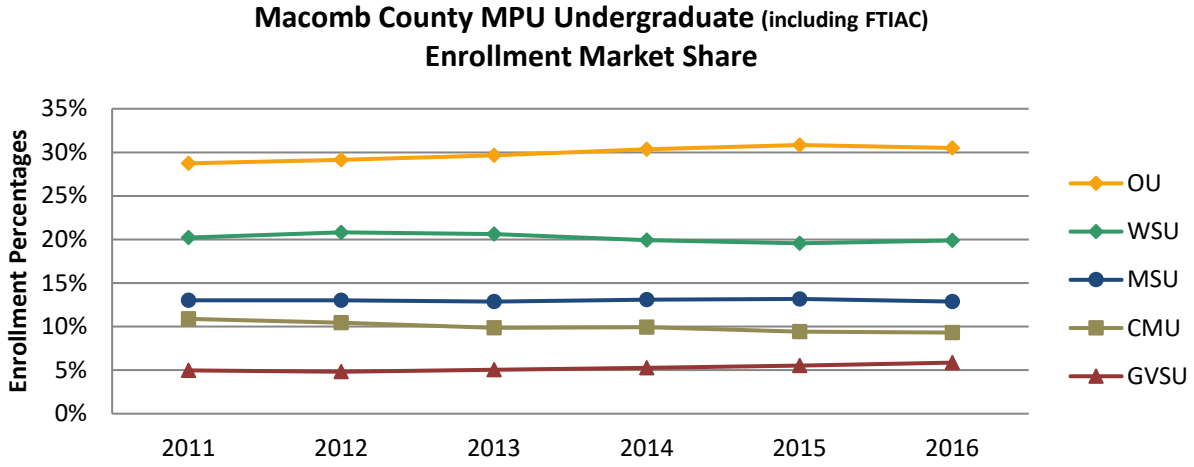
Market Share – Top Four Enrollments vs. WSU



2011 Headcount 3,050

2016 Headcount 3,196

- Largest market share gain from 2011 – 2016: Grand Valley State University 1.9% points
- Largest market share loss from 2011 – 2016: Michigan State University -2.8% points

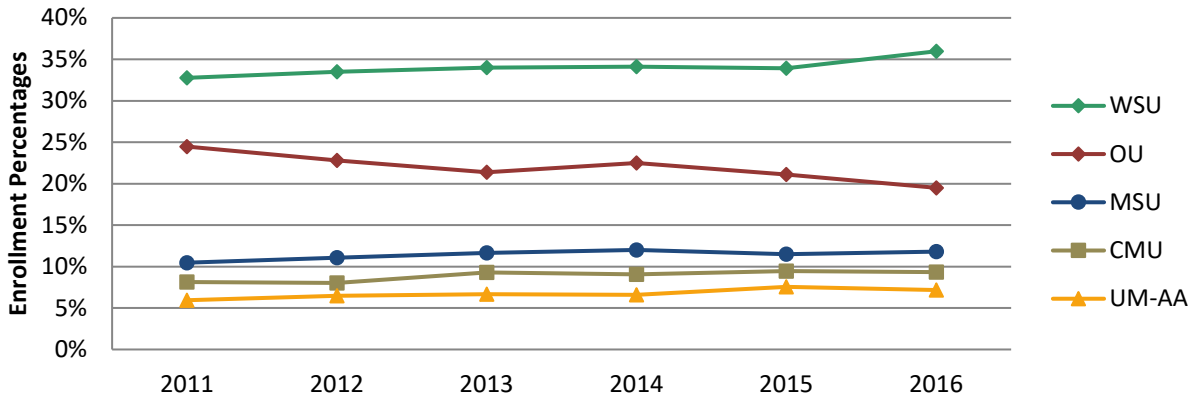


2011 Headcount 18,330

2016 Headcount 18,239

- Largest market share gain from 2011 – 2016: Oakland University 1.7% points
- Largest market share loss from 2011 – 2016: Central Michigan University -1.6% points

Macomb County MPU Graduate Enrollment Market Share

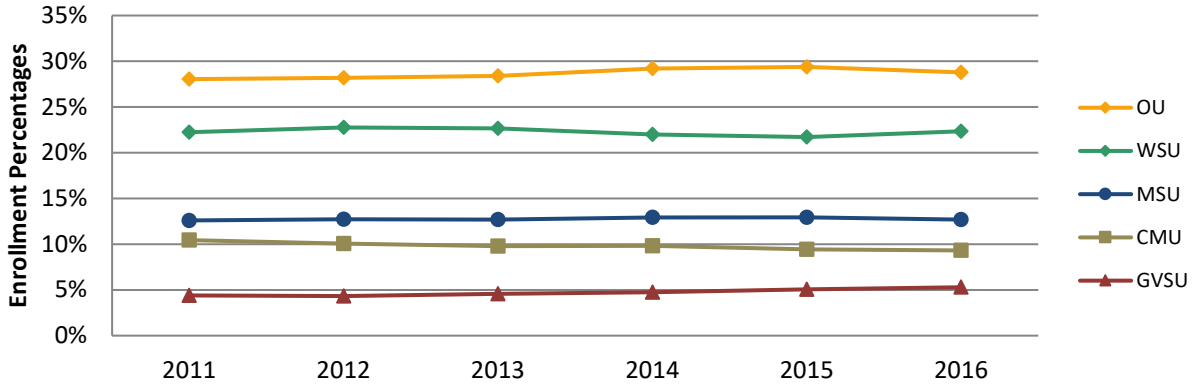


2011 Headcount 3,534

2016 Headcount 3,297

- Largest market share gain from 2011 – 2016: Wayne State University 3.2% points
- Largest market share loss from 2011 – 2016: Saginaw Valley State University -6.0% points

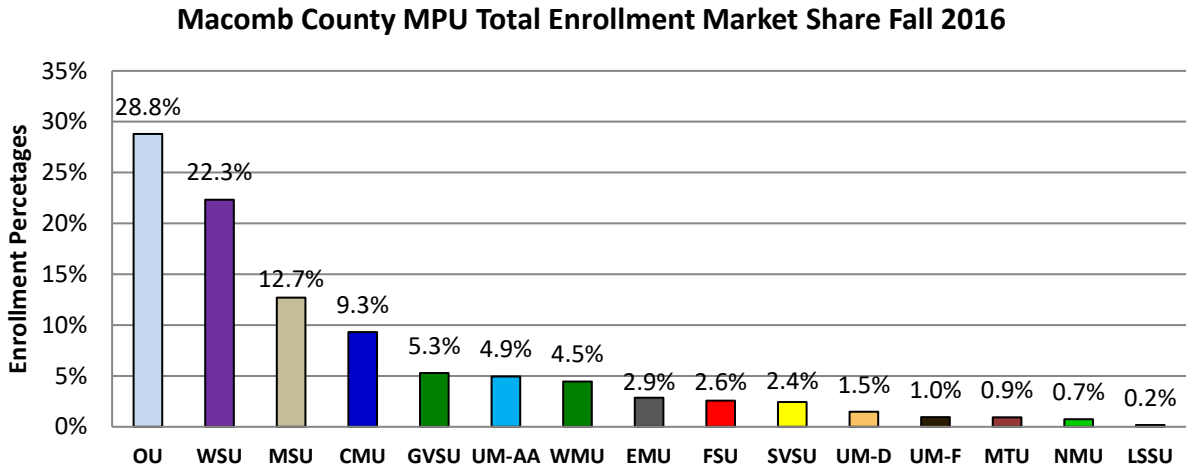
Macomb County MPU Total Enrollment Market Share

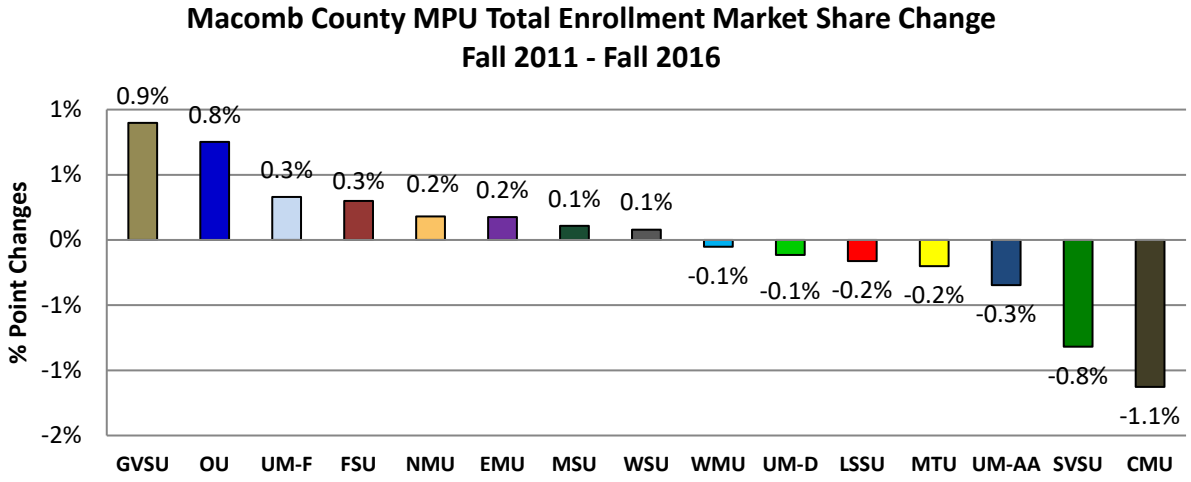


2011 Headcount 21,864

2016 Headcount 21,536

- Largest market share gain from 2011 – 2016: Grand Valley State University 0.9% points
- Largest market share loss from 2011 – 2016 : Central Michigan University -1.1% points


Macomb County MPU Total Enrollment Market Share Fall 2016
Enrollment Percetages
35%
30%
25%
20%
15%
10%
5%
0%
28.8%
22.3%
12.7%
9.3%
5.3%
4.9%
4.5%
2.9%
2.6%
2.4%
1.5%
1.0%
0.9%
0.7%
0.2%
OU
WSU
MSU
CMU
GVSU
UM-AA
WMU
EMU
FSU
SVSU
UM-D
UM-F
MTU
NMU
LSSU


Macomb County MPU Total Enrollment Market Share Change
Fall 2011 - Fall 2016
% Point Changes
1%
1%
0%
-1%
-1%
-2%
0.9%
0.8%
0.3%
0.3%
0.2%
0.2%
0.1%
0.1%
-0.1%
-0.1%
-0.2%
-0.2%
-0.3%
-0.8%
-1.1%
GVSU
OU
UM-F
FSU
NMU
EMU
MSU
WSU
WMU
UM-D
LSSU
MTU
UM-AA
SVSU
CMU

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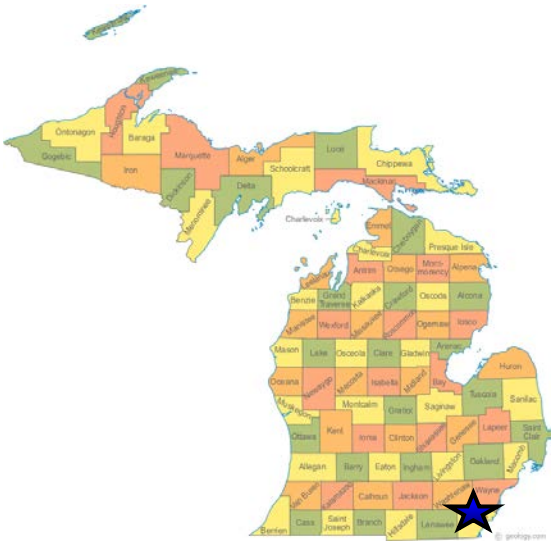
Monroe County



Demographics

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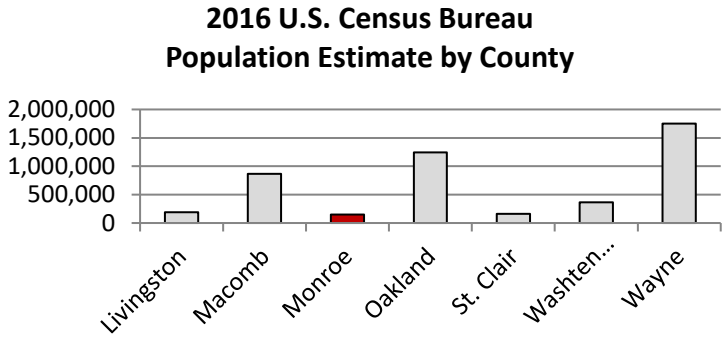
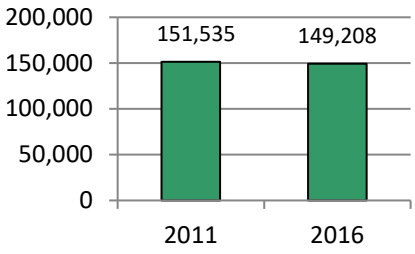
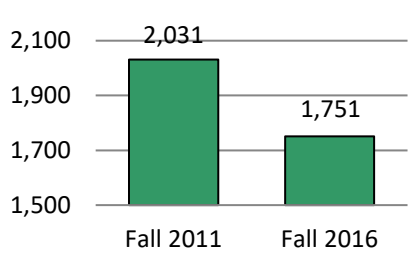




County	% Population Age 25+ w/ a Bachelor's Degree or higher
LIVINGSTON	32.9%
MACOMB	22.5%
MONROE	18.0%
OAKLAND	43.1%
ST. CLAIR	16.3%
WASHTENAW	51.3%
WAYNE	21.3%

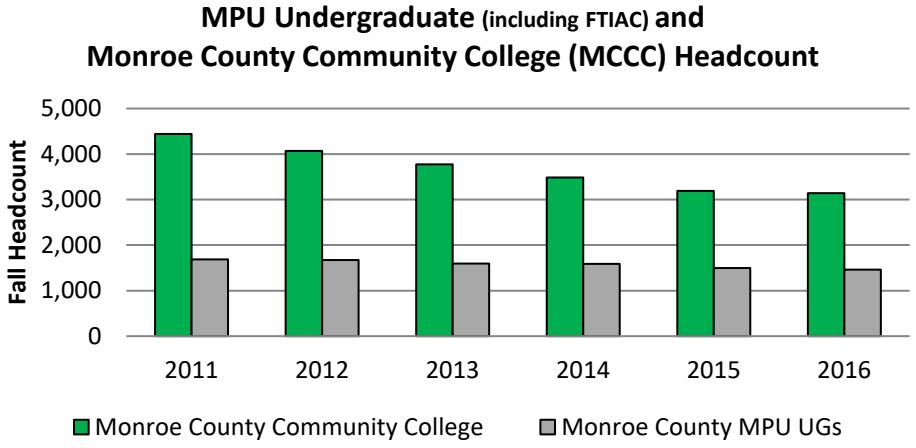
Source: U.S. Census Bureau State & County Quick Facts



Monroe County Community College:

Enrollment at Monroe County Community College	
Fall 2011	4,440
Fall 2016	3,143
% Change	-29.2%
% Point Change in SE MI CC Market Share	-0.4%

Source: www.michigancc.net



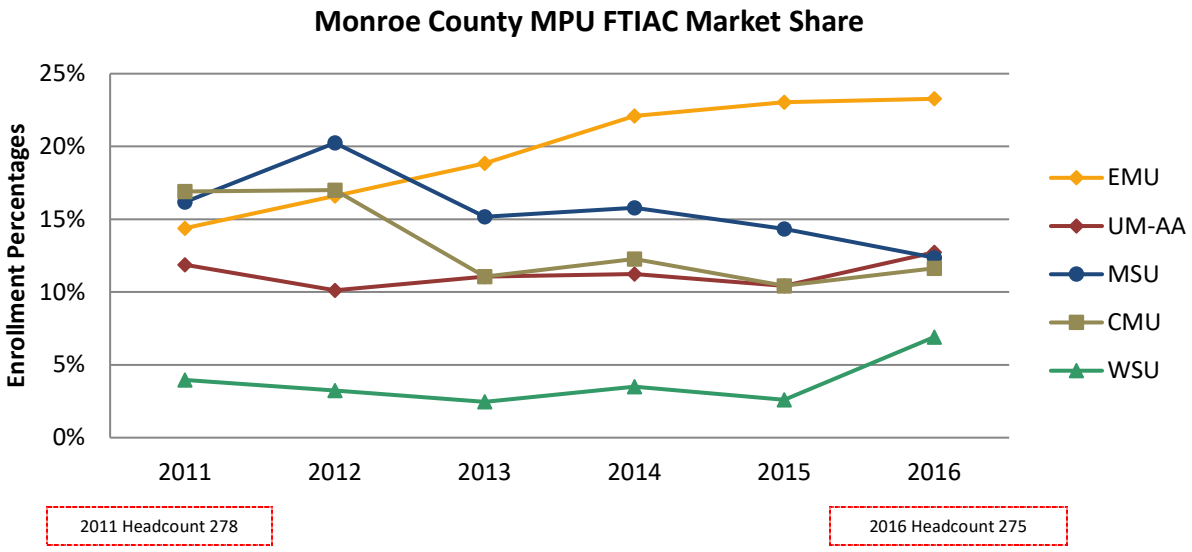
Source: www.michigancc.net

Top five Monroe County Public High Schools by enrollment:

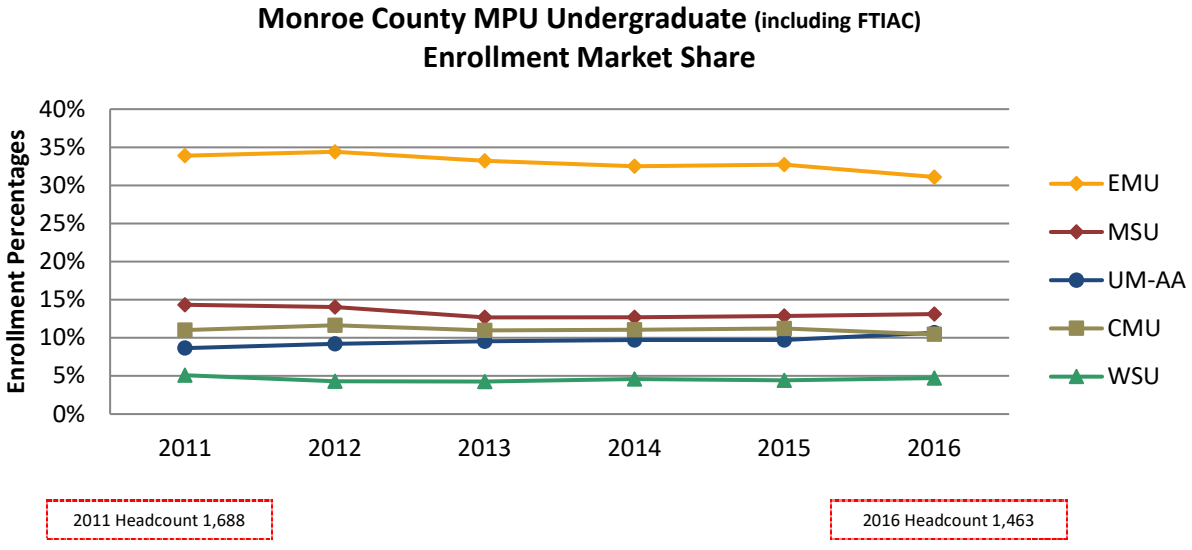
High School Name	City/Township	Fall 2016 Enrollment	Fall 2011 Enrollment	% Change
Monroe High School	Monroe	1,704	1,933	-12%
Bedford Senior High School	Temperance	1,538	1,588	-3%
Airport Senior High School	Carleton	766	861	-11%
Jefferson High School	Monroe	613	708	-13%
Ida High School	Ida	507	490	3%

Source: Center for Educational Performance and Information

Market Share - Top Four Enrollments vs. WSU

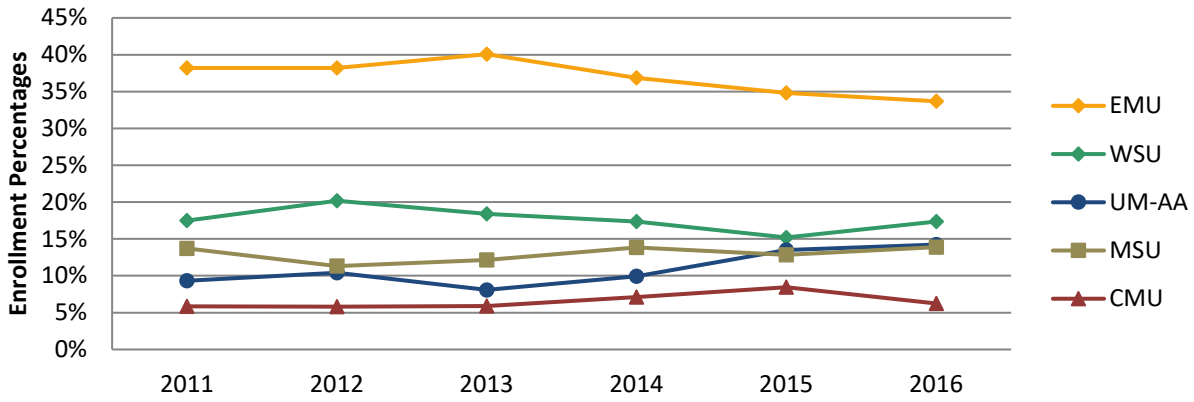


- Largest market share gain from 2011 – 2016: Eastern Michigan University 8.9% points
- Largest market share loss from 2011 – 2016: Central Michigan University -5.3% points



- Largest market share gain from 2011 – 2016: University of Michigan - AA 2.0% points
- Largest market share loss from 2011 – 2016: Eastern Michigan University -2.8% points

Monroe County MPU Graduate Enrollment Market Share

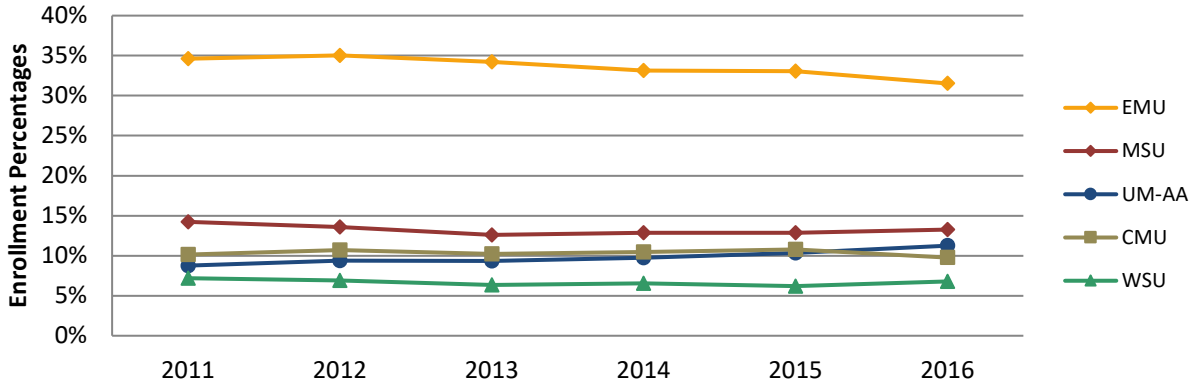


2011 Headcount 343

2016 Headcount 288

- Largest market share gain from 2011 – 2016: University of Michigan - AA 4.9% points
- Largest market share loss from 2011 – 2016: Eastern Michigan University -4.5% points

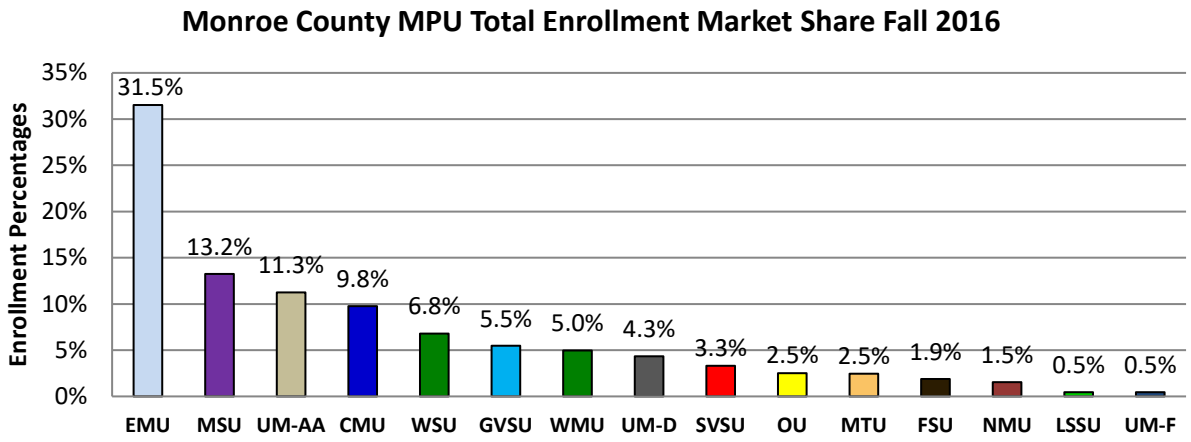
Monroe County MPU Total Enrollment Market Share

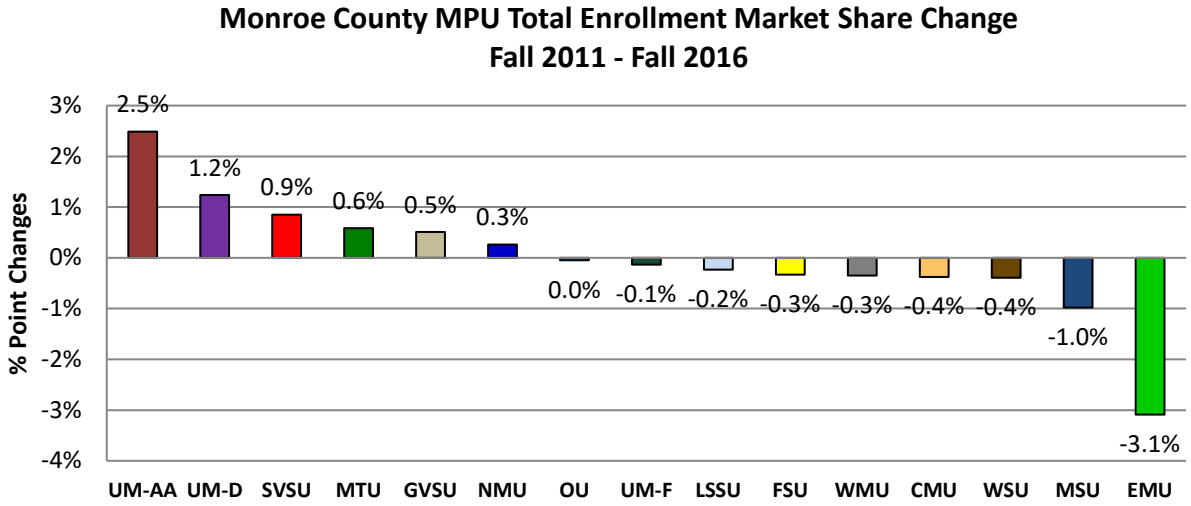


2011 Headcount 2,031

2016 Headcount 1,751

- Largest market share gain from 2011 – 2016: University of Michigan - AA 2.5% points
- Largest market share loss from 2011 – 2016: Eastern Michigan University -3.1% points


Monroe County MPU Total Enrollment Market Share Fall 2016
Enrollment Percentages
35%
30%
25%
20%
15%
10%
5%
0%
31.5%
13.2%
11.3%
9.8%
6.8%
5.5%
5.0%
4.3%
3.3%
2.5%
2.5%
1.9%
1.5%
0.5%
0.5%
EMU
MSU
UM-AA
CMU
WSU
GVSU
WMU
UM-D
SVSU
OU
MTU
FSU
NMU
LSSU
UM-F


Monroe County MPU Total Enrollment Market Share Change
Fall 2011 - Fall 2016
% Point Changes
3%
2%
1%
0%
-1%
-2%
-3%
-4%
2.5%
1.2%
0.9%
0.6%
0.5%
0.3%
0.0%
-0.1%
-0.2%
-0.3%
-0.3%
-0.4%
-0.4%
-1.0%
-3.1%
UM-AA
UM-D
SVSU
MTU
GVSU
NMU
OU
UM-F
LSSU
FSU
WMU
CMU
WSU
MSU
EMU

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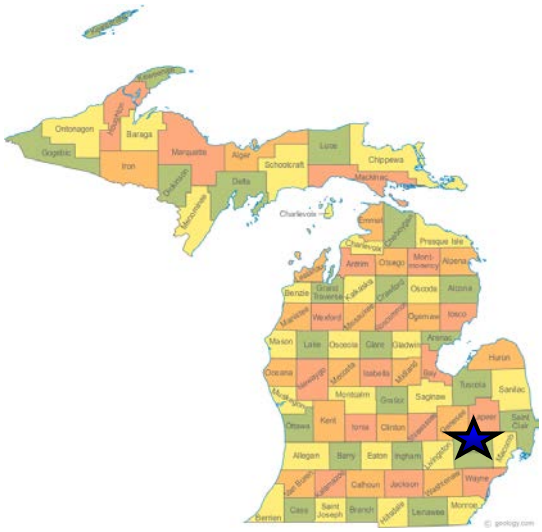
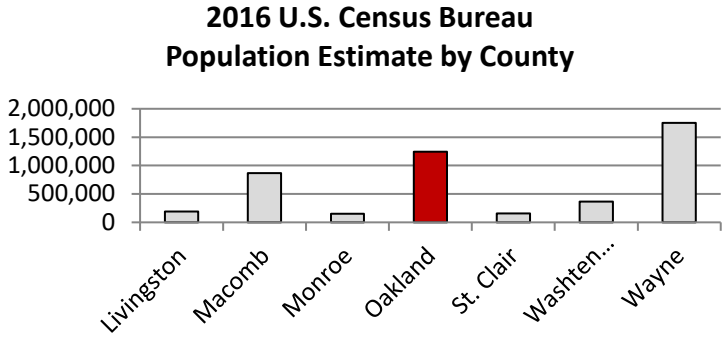
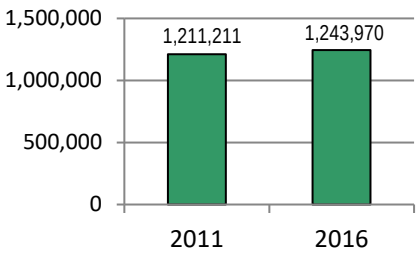
Oakland County



Demographics

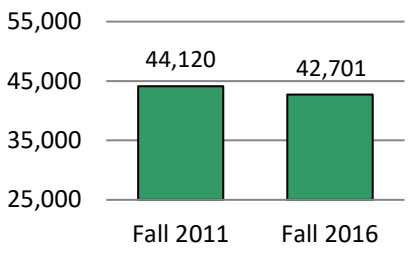
The demographics provide the contextual information for the analysis that follows this page. Included in demographics are the total county population and the percent of the population over the age 25 that have a Bachelor's degree or higher.





County	% Population Age 25+ w/ a Bachelor's Degree or higher
LIVINGSTON	32.9%
MACOMB	22.5%
MONROE	18.0%
OAKLAND	43.1%
ST. CLAIR	16.3%
WASHTENAW	51.3%
WAYNE	21.3%

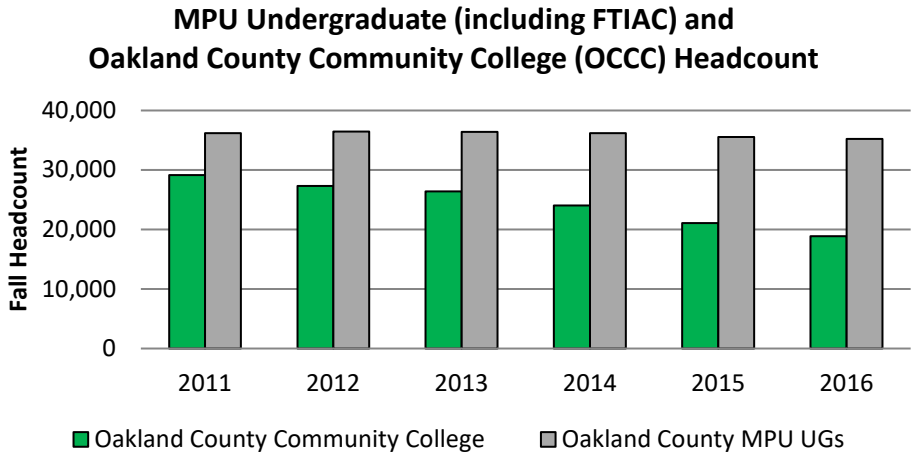
Source: U.S. Census Bureau State & County Quick Facts (2014)



Oakland County Community College:

Enrollment at Oakland County Community College	
Fall 2011	29,158
Fall 2016	18,865
% Change	-29.2%
% Point Change in SE MI CC Market Share	-4.3%

Source: www.michigancc.net



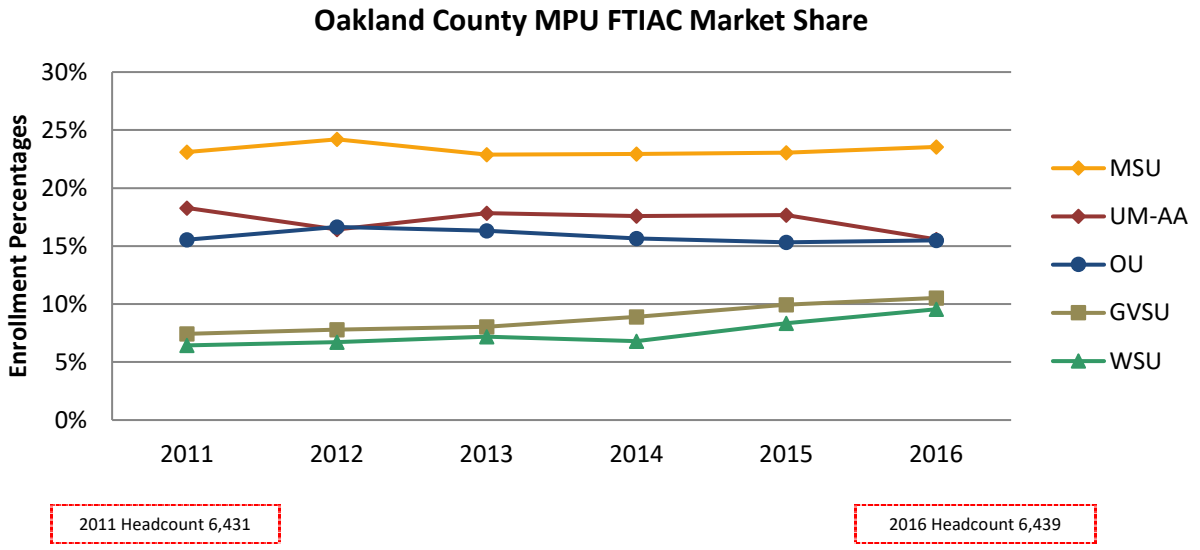
Source: www.michigancc.net

Top five Oakland County Public High Schools by enrollment:

High School Name	City/Township	Fall 2016 Enrollment	Fall 2011 Enrollment	% Change
Lake Orion Community High School	Lake Orion	2,290	2,559	-11%
Novi High School	Novi	2,006	2,023	-1%
Troy High School	Troy	1,981	1,944	2%
Clarkston High School	Clarkston	1,893	1,877	1%
West Bloomfield High School	Commerce Township	1,747	1,884	-7%

Source: Center for Educational Performance and Information

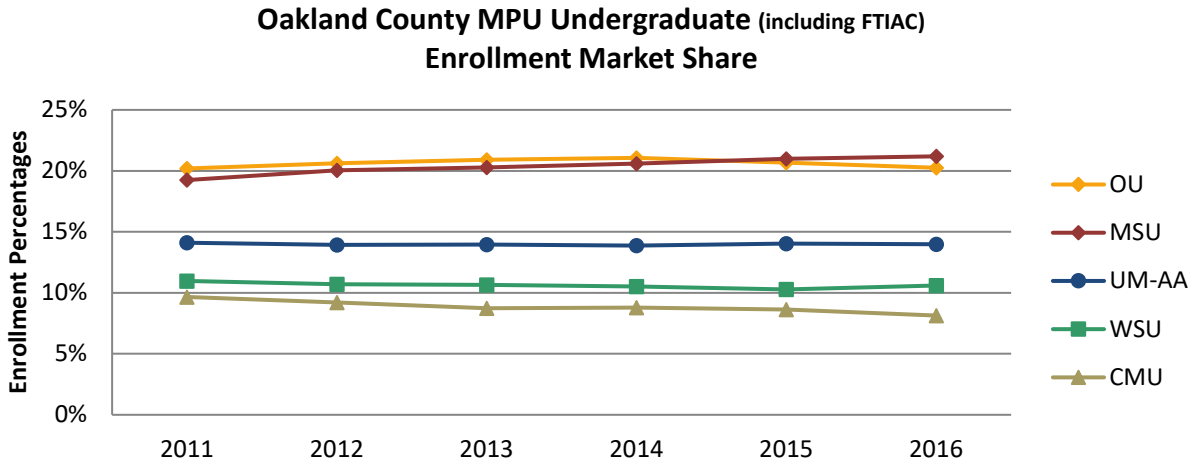
Market Share - Top Four Enrollments vs. WSU



2011 Headcount 6,431

2016 Headcount 6,439

- Largest market share gain from 2011 – 2016: Wayne State University 3.1% points
- Largest market share loss from 2011 – 2016: University of Michigan - AA -2.7% points

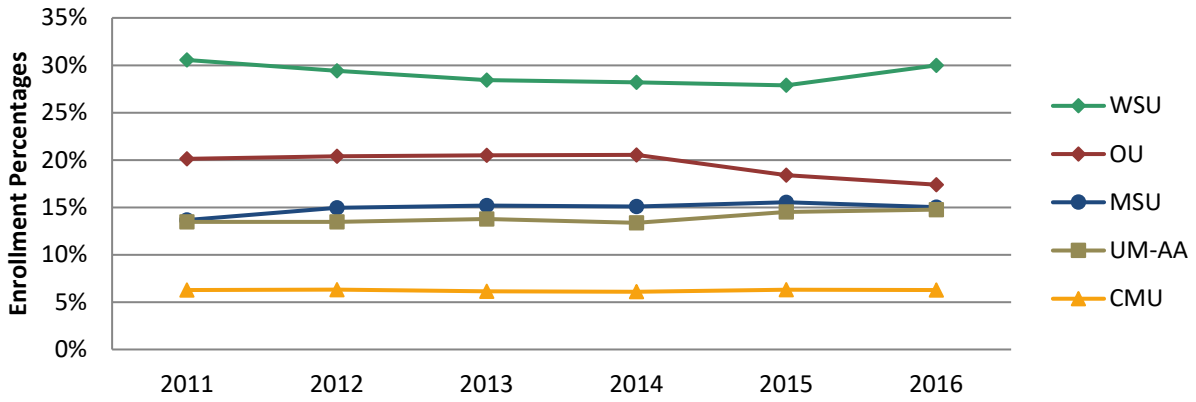


2011 Headcount 36,194

2016 Headcount 35,216

- Largest market share gain from 2011 – 2016: Grand Valley State University 2.1% points
- Largest market share loss from 2011 – 2016: Central Michigan University -1.5% points

Oakland County MPU Graduate Enrollment Market Share

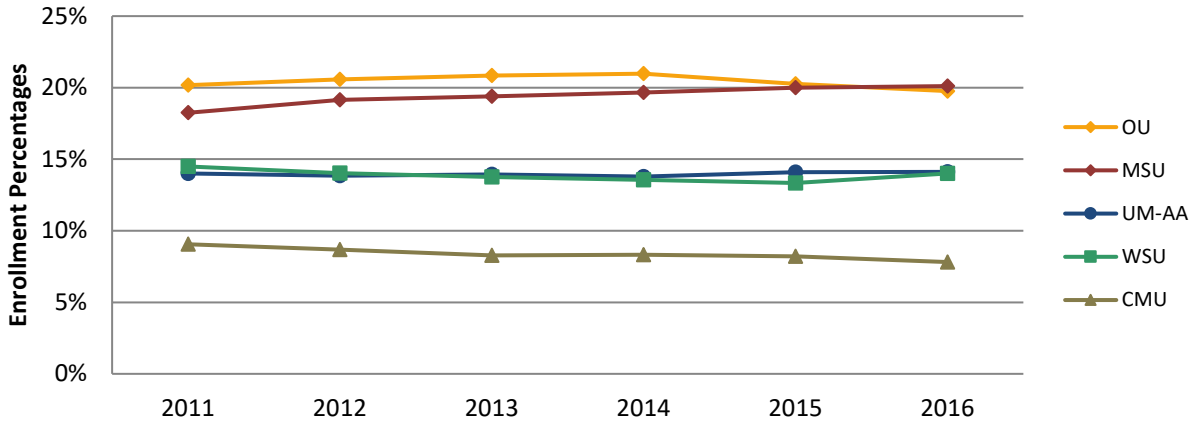


2011 Headcount 7,926

2016 Headcount 7,485

- Largest market share gain from 2011 – 2016: Michigan State University 1.4% points
- Largest market share loss from 2011 – 2016: Oakland University -2.7% points

Oakland County MPU Total Enrollment Market Share

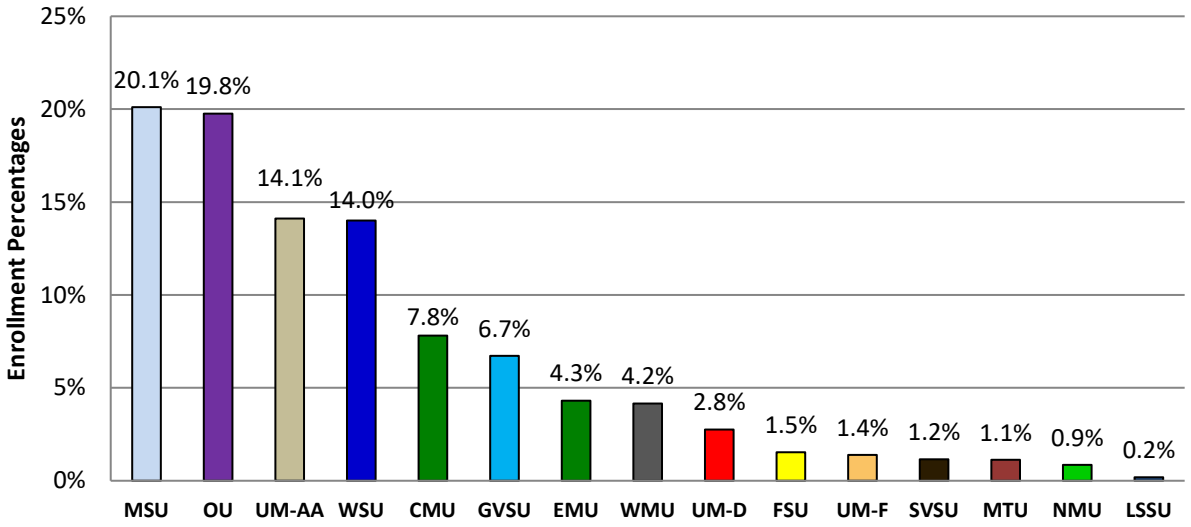


2011 Headcount 44,120

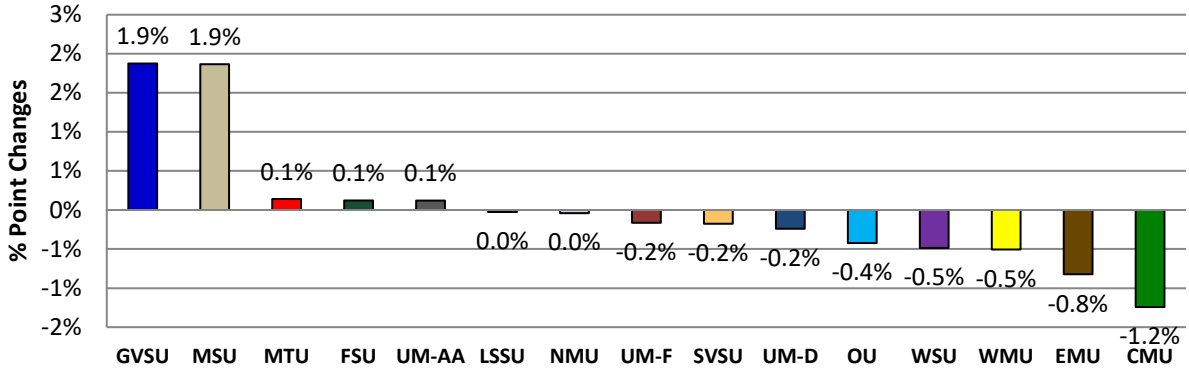
2016 Headcount 42,701

- Largest market share gain from 2011 – 2016: Grand Valley State University 1.9% points
- Largest market share loss from 2011 – 2016: Central Michigan University -1.2% points

Oakland County MPU Total Enrollment Market Share Fall 2016



Oakland County MPU Total Enrollment Market Share Change
Fall 2011 - Fall 2016



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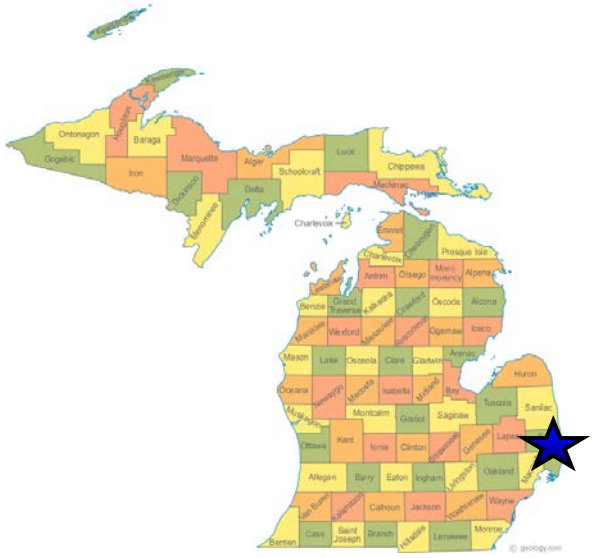
St. Clair County



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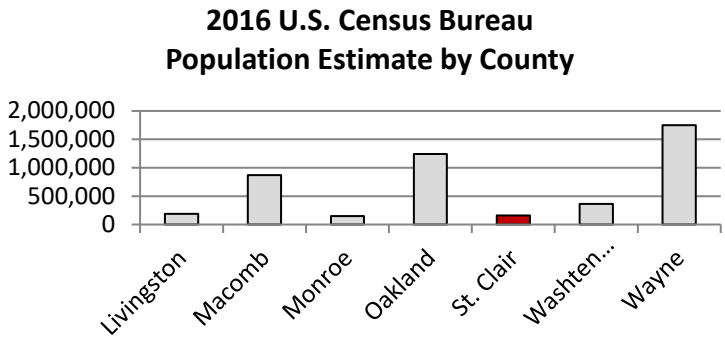
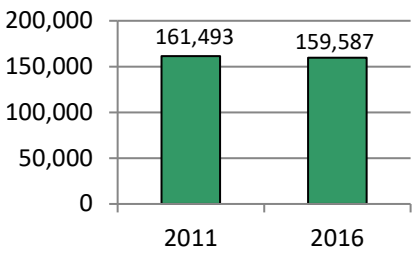
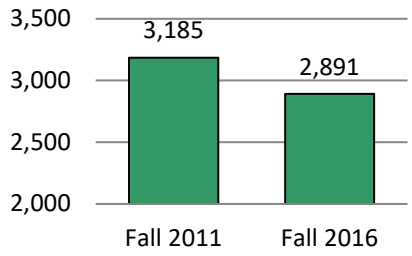




County	% Population Age 25+ w/ a Bachelor's Degree or higher
LIVINGSTON	32.9%
MACOMB	22.5%
MONROE	18.0%
OAKLAND	43.1%
ST. CLAIR	16.3%
WASHTENAW	51.3%
WAYNE	21.3%

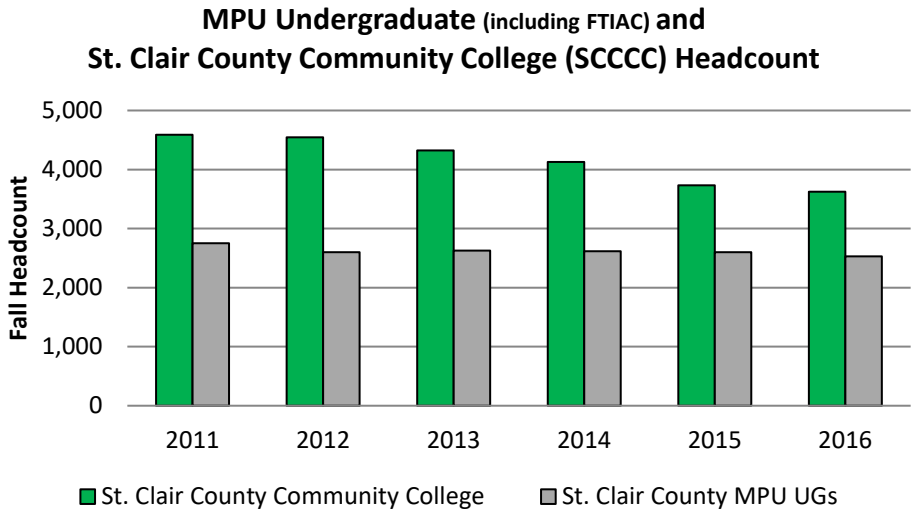
Source: U.S. Census Bureau State & County Quick Facts (2014)



St. Clair County Community College:

Enrollment at St. Clair County Community College	
Fall 2011	4,590
Fall 2016	3,625
% Change	-21.0%
% Point Change in SE MI CC Market Share	0.0%

Source: www.michigancc.net



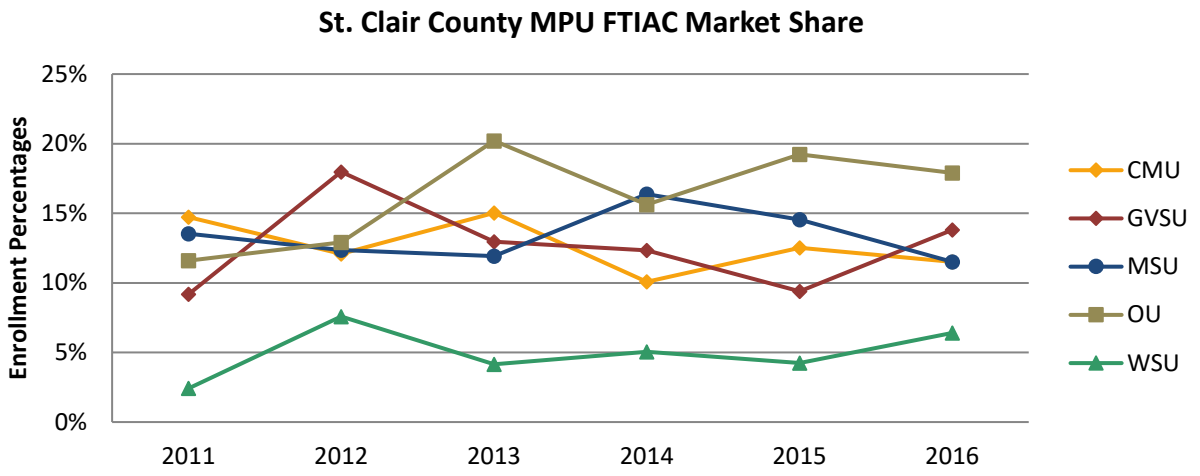
Source: www.michigancc.net

Top five St. Clair County Public High Schools by enrollment:

High School Name	City/Township	Fall 2016 Enrollment	Fall 2011 Enrollment	% Change
Port Huron High School	Port Huron	1,365	1,465	-7%
Port Huron Northern High School	Port Huron	1,236	1,367	-10%
St. Clair High School	St. Clair	817	924	-12%
Marysville High School	Marysville	809	797	2%
Algonac Junior/Senior High School	Algonac	522	640	-18%

Note: Alconac Junior/Senior High School's Fall 2016 Enrollment excludes students in grades 7 and 8.
Source: Center for Educational Performance and Information

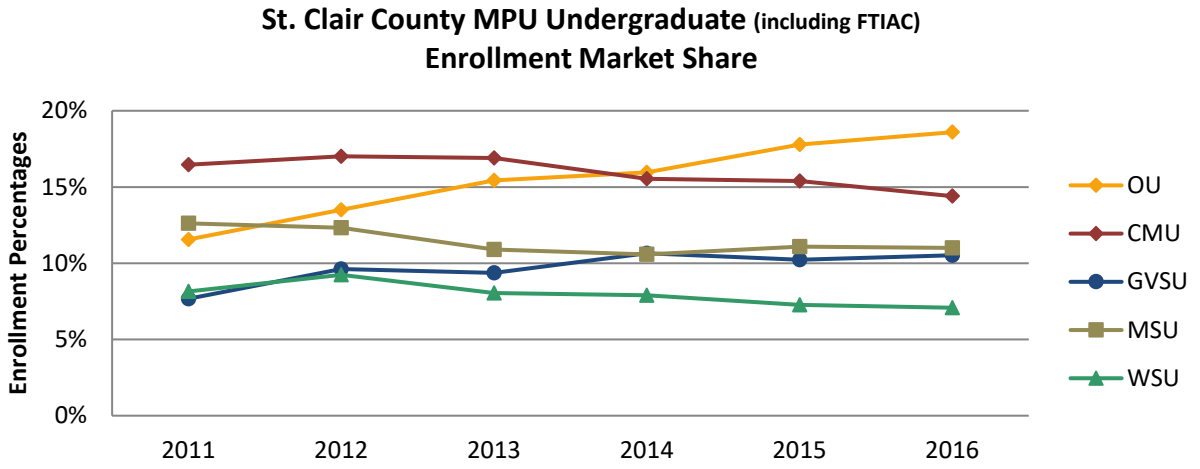
Market Share - Top Four Enrollments vs. WSU



2011 Headcount 414

2016 Headcount 391

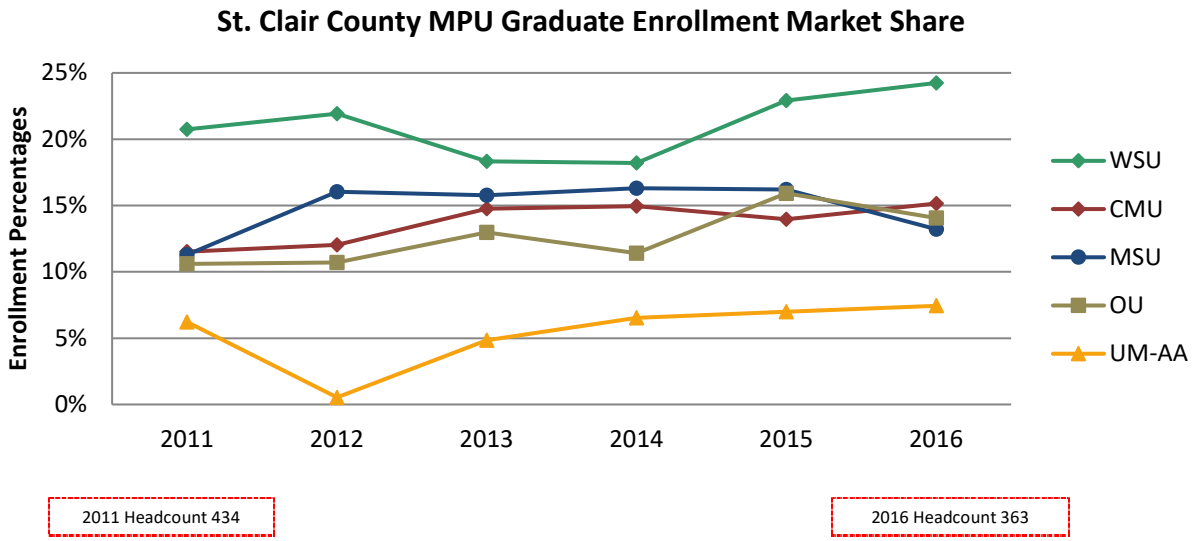
- Largest market share gain from 2011 – 2016: Oakland University 6.3% points
- Largest market share loss from 2011 – 2016: Saginaw Valley State University -5.4% points



2011 Headcount 2,751

2016 Headcount 2,528

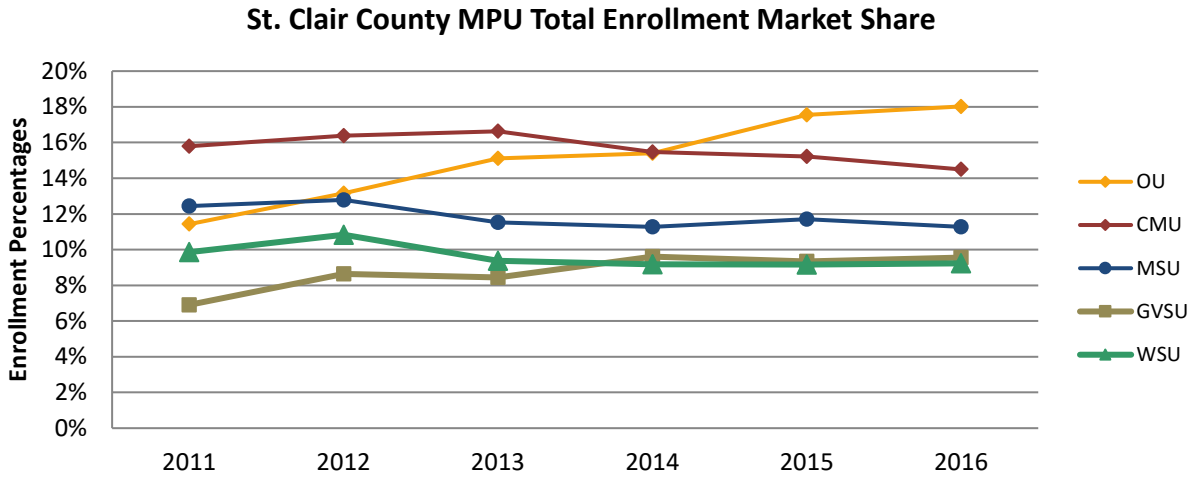
- Largest market share gain from 2011 – 2016: Oakland University 7.0% points
- Largest market share loss from 2011 – 2016: Central Michigan University -2.1% points



2011 Headcount 434

2016 Headcount 363

- Largest market share gain from 2011 – 2016: Central Michigan University 3.6% points
- Largest market share loss from 2011 – 2016: Saginaw Valley State University -10.1% points

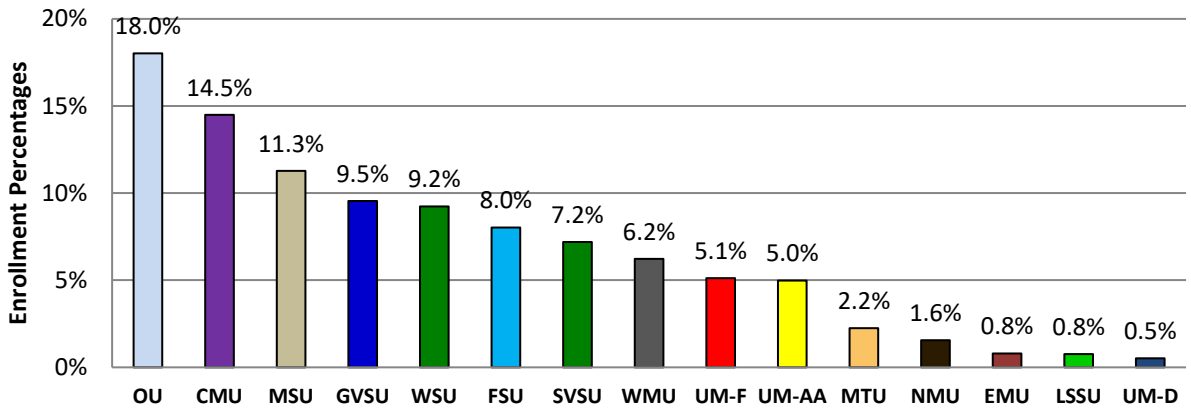


2011 Headcount 3,185

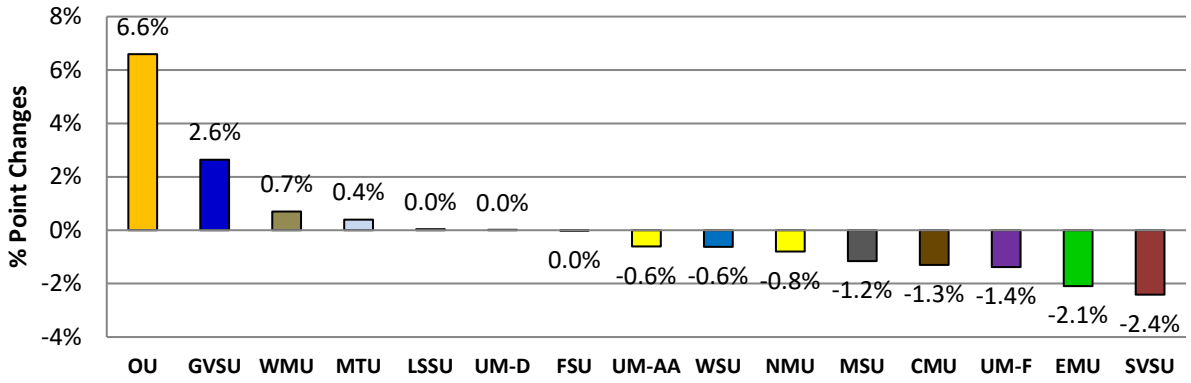
2016 Headcount 2,891

- Largest market share gain from 2011 – 2016: Oakland University 6.6% points
- Largest market share loss from 2011 – 2016: Saginaw Valley State University -2.4% points

St. Clair County MPU Total Enrollment Market Share Fall 2016



St. Clair County MPU Total Enrollment Market Share Change Fall 2011 - Fall 2016



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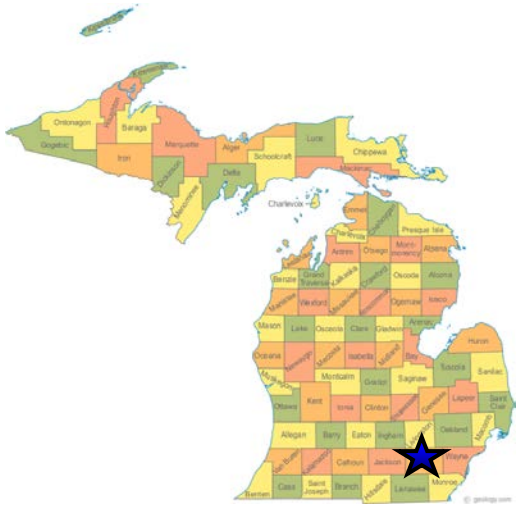
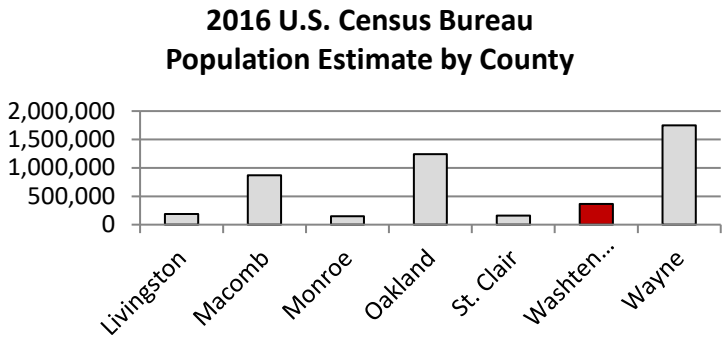
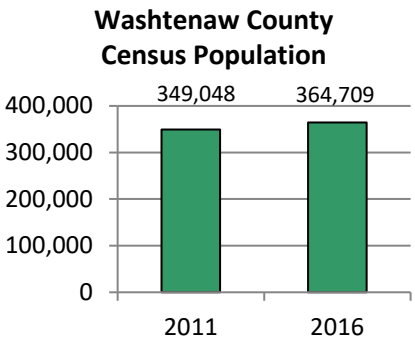
Washtenaw County



Demographics

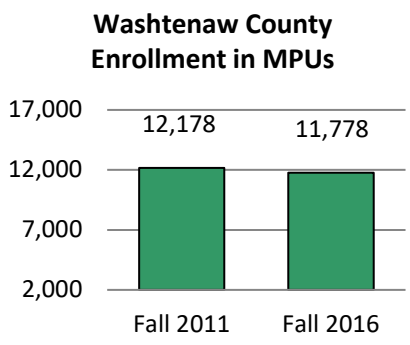
The demographics provide the contextual information for the analysis that follows this page. Included in demographics are the total county population and the percent of the population over the age 25 that have a Bachelor's degree or higher.





County	% Population Age 25+ w/ a Bachelor's Degree or higher
LIVINGSTON	32.9%
MACOMB	22.5%
MONROE	18.0%
OAKLAND	43.1%
ST. CLAIR	16.3%
WASHTENAW	51.3%
WAYNE	21.3%

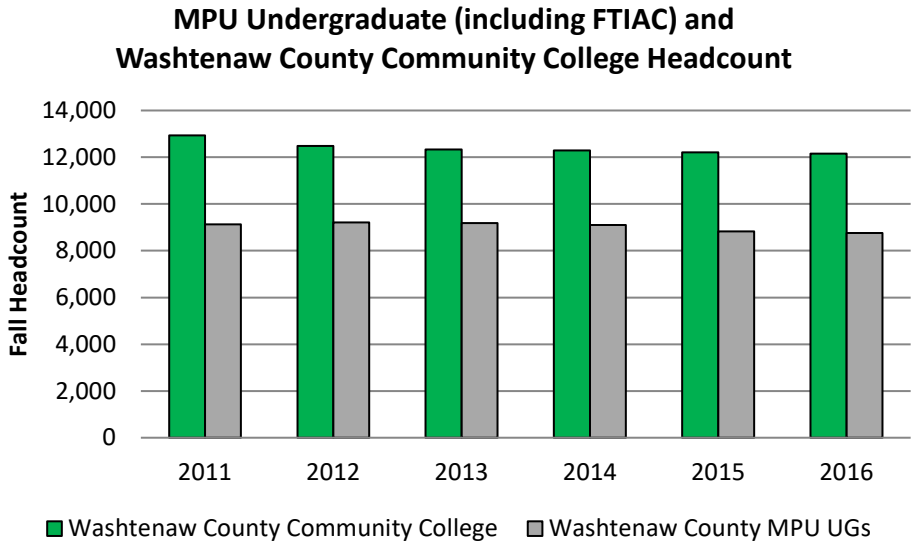
Source: U.S. Census Bureau State & County Quick Facts (2014)



Washtenaw Community College:

Enrollment at Washtenaw County Community College	
Fall 2011	12,932
Fall 2016	12,160
% Change	-6.0%
% Point Change in SE MI CC Market Share	1.9%

Source: www.michigancc.net



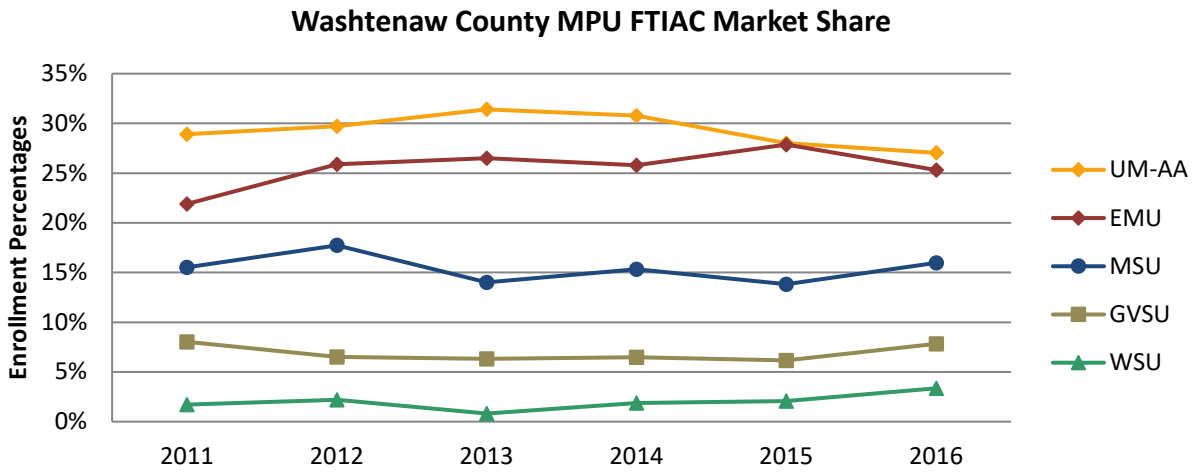
Source: www.michigancc.net

Top five Washtenaw County Public High Schools by enrollment:

High School Name	City/Township	Fall 2016 Enrollment	Fall 2011 Enrollment	% Change
Pioneer High School	Ann Arbor	1,772	1,626	9%
Saline High School	Saline	1,766	1,816	-3%
Huron High School	Ann Arbor	1,537	1,613	-5%
Skyline High School	Ann Arbor	1,494	1,522	-2%
Dexter High School	Dexter	1,115	1,202	-7%

Source: Center for Educational Performance and Information

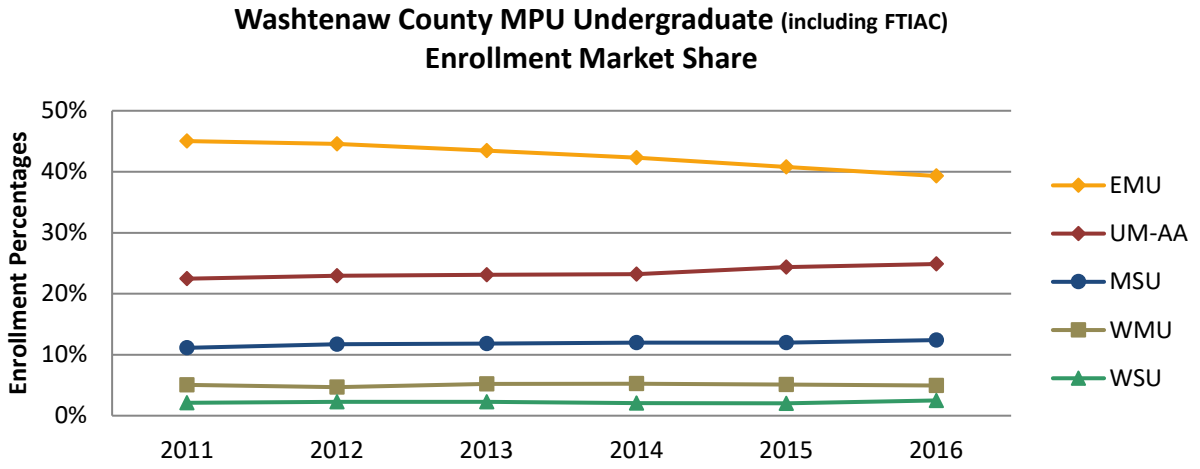
Market Share - Top Four Enrollments vs. WSU



2011 Headcount 1,283

2016 Headcount 1,339

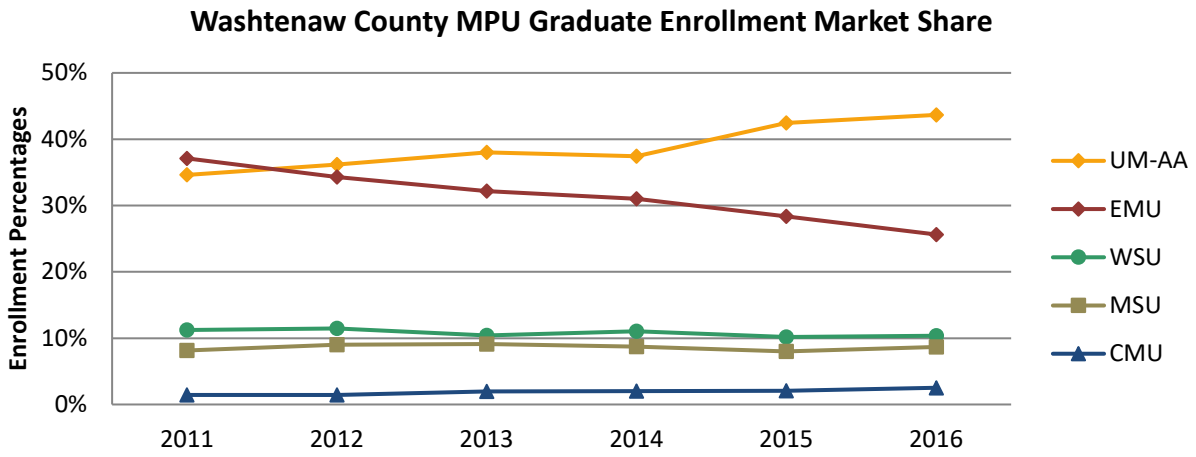
- Largest market share gain from 2011 – 2016: Eastern Michigan University 3.4% points
- Largest market share loss from 2011 – 2016: Western Michigan University -3.5% points



2011 Headcount 9,130

2016 Headcount 8,762

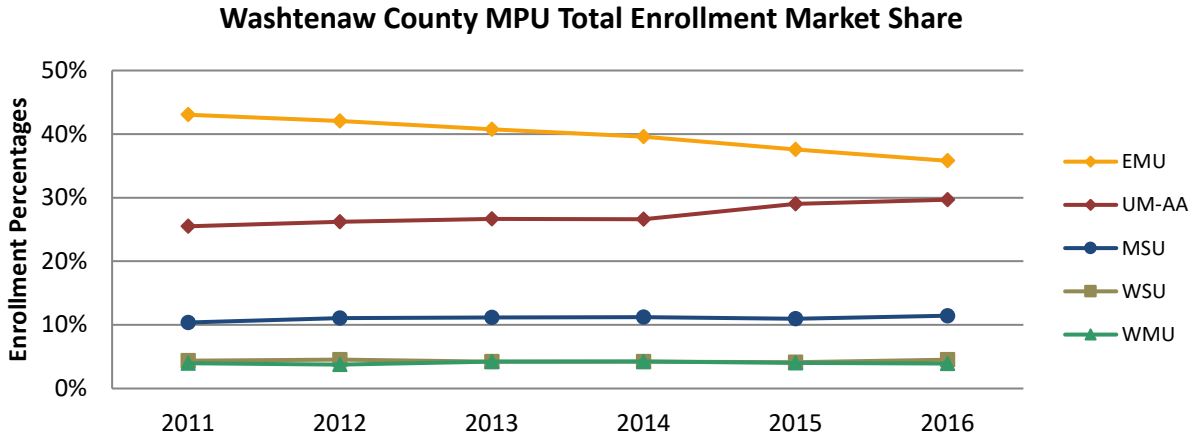
- Largest market share gain from 2011 – 2016: University of Michigan - AA 2.4% points
- Largest market share loss from 2011 – 2016: Eastern Michigan University -5.7% points



2011 Headcount 3,048

2016 Headcount 3,016

- Largest market share gain from 2011 – 2016: University of Michigan - AA 9.1% points
- Largest market share loss from 2011 – 2016: Eastern Michigan University -11.5% points

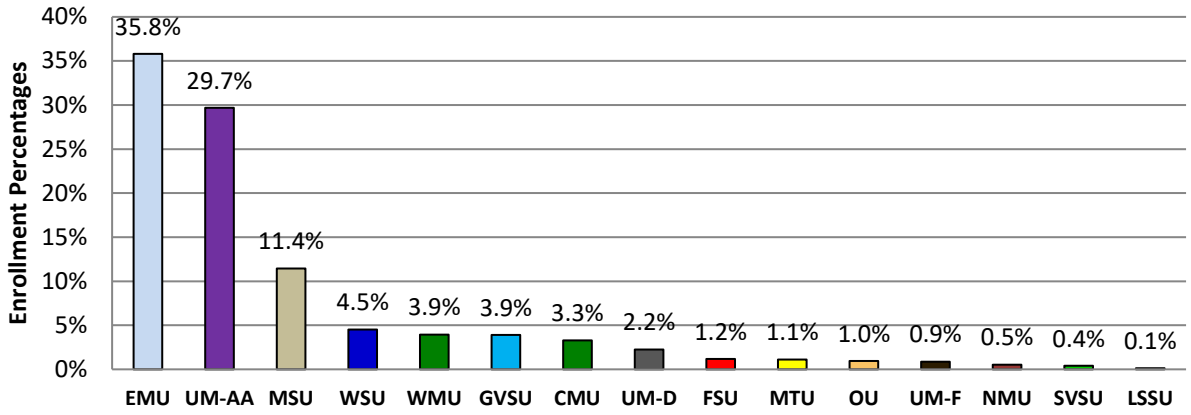


2011 Headcount 12,178

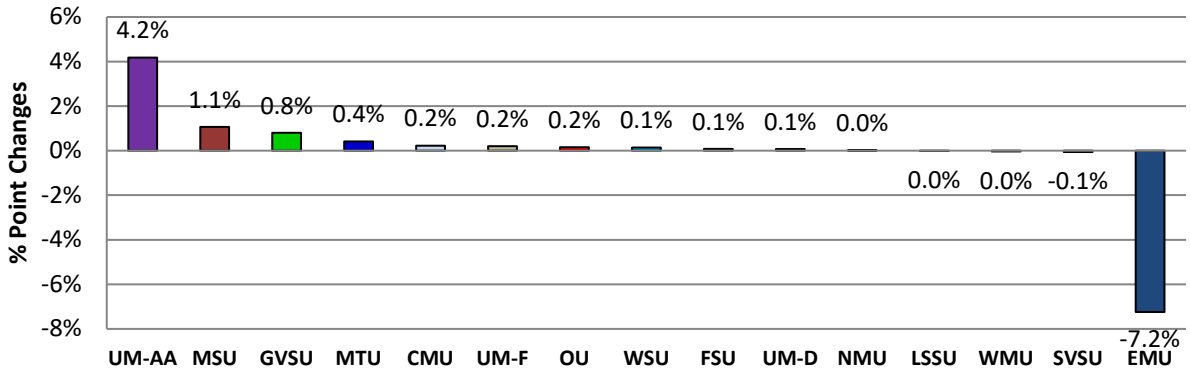
2016 Headcount 11,778

- Largest market share gain from 2011 – 2016: University of Michigan - AA 4.2% points
- Largest market share loss from 2010 – 2016: Eastern Michigan University -7.2% points

Washtenaw County MPU Total Enrollment Market Share Fall 2016



Washtenaw County MPU Total Enrollment Market Share Change Fall 2011 - Fall 2016



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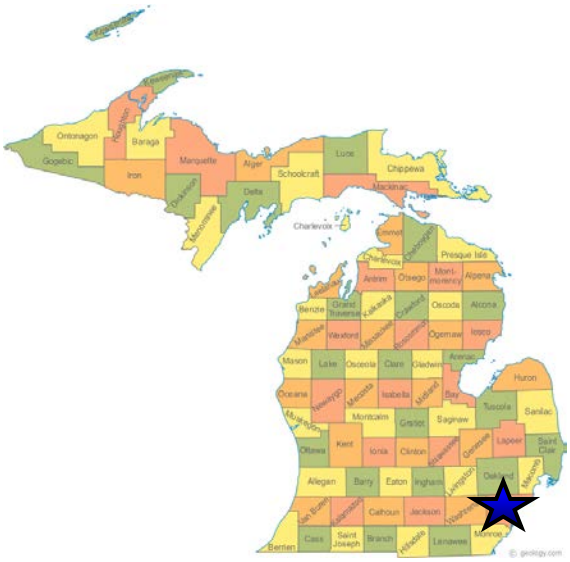
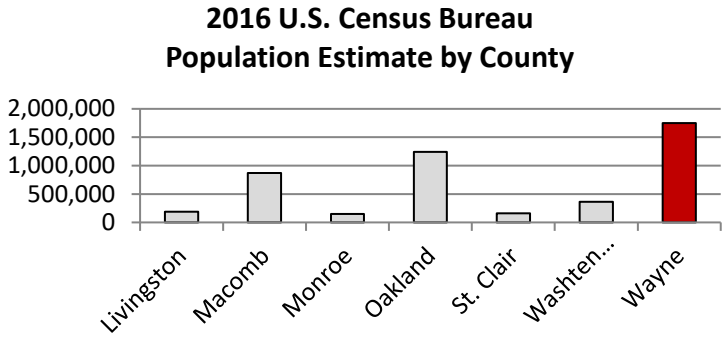
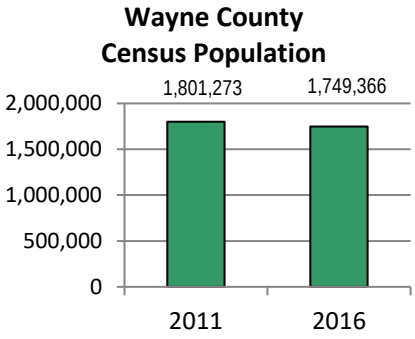
Wayne County



Demographics

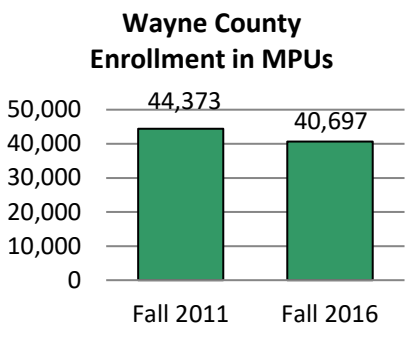
The demographics provide the contextual information for the analysis that follows this page. Included in demographics are the total county population and the percent of the population over the age 25 that have a Bachelor's degree or higher.





County	% Population Age 25+ w/ a Bachelor's Degree or higher
LIVINGSTON	32.9%
MACOMB	22.5%
MONROE	18.0%
OAKLAND	43.1%
ST. CLAIR	16.3%
WASHTENAW	51.3%
WAYNE	21.3%

Source: U.S. Census Bureau State & County Quick Facts (2014)

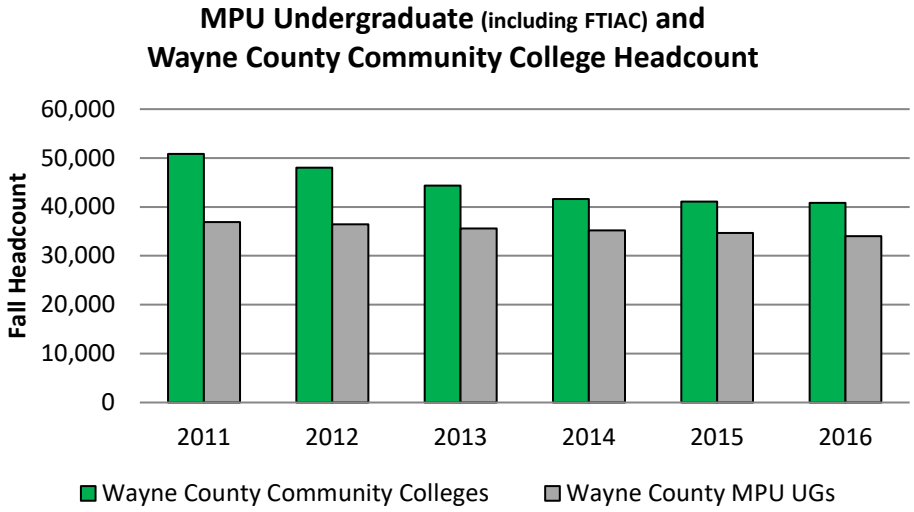


Wayne County Community Colleges:

Includes Wayne County Community College, Schoolcraft College, and Henry Ford Community College

Enrollment at Wayne County Community Colleges	
Fall 2011	50,860
Fall 2016	40,810
% Change	-19.8%
% Point Change in SE MI CC Market Share	0.3%

Source: www.michigancc.net



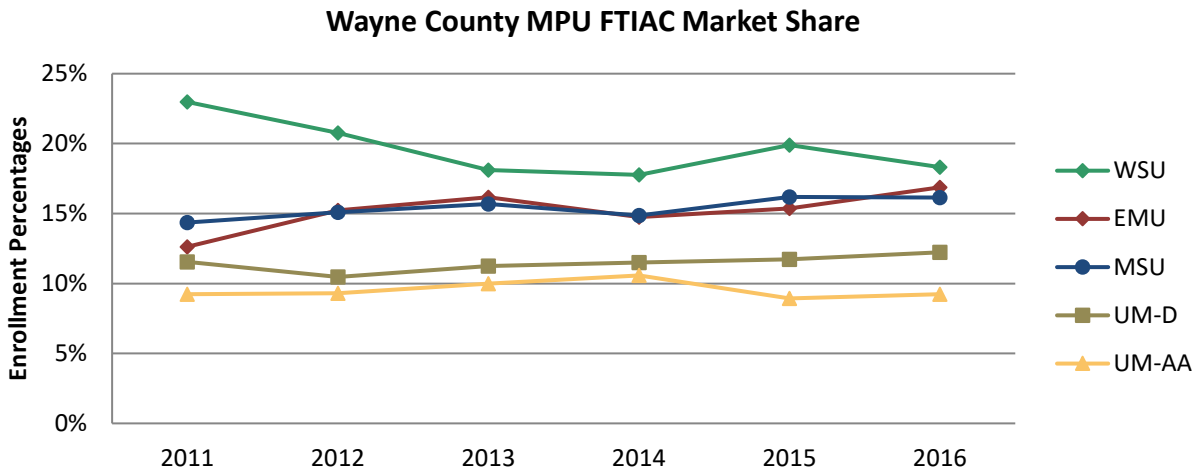
Source: www.michigancc.net

Top five Wayne County Public High Schools by enrollment:

High School Name	City/Township	Fall 2016 Enrollment	Fall 2011 Enrollment	% Change
Fordson High School	Dearborn	2,696	2,403	12%
Cass Technical High School	Detroit	2,447	2,191	12%
Northville High School	Northville	2,373	2,204	7%
Plymouth High School	Plymouth	2,140	2,066	4%
Dearborn High School	Dearborn	2,056	1,758	17%

Source: Center for Educational Performance and Information

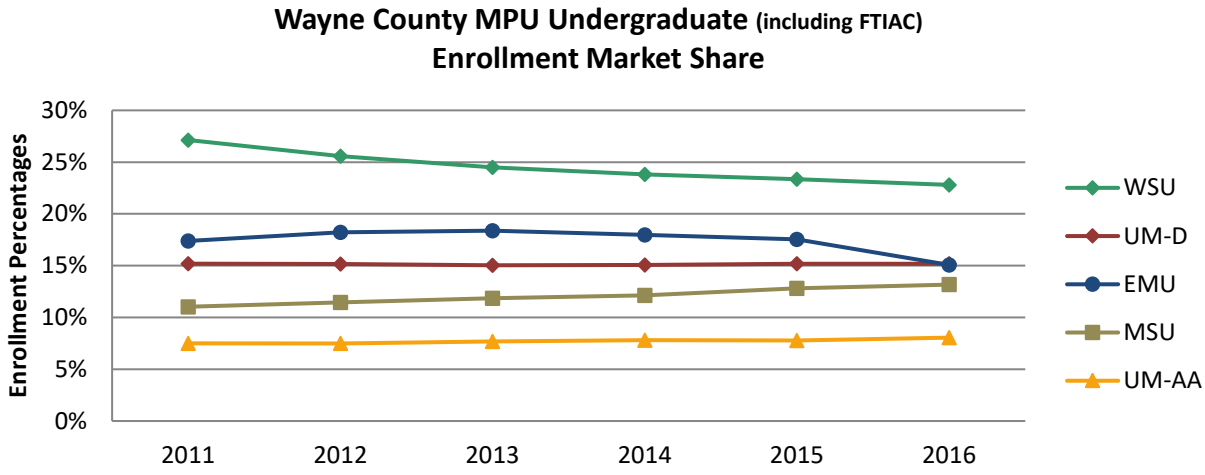
Market Share - Top Four Enrollments vs. WSU



2011 Headcount 6,196

2016 Headcount 5,920

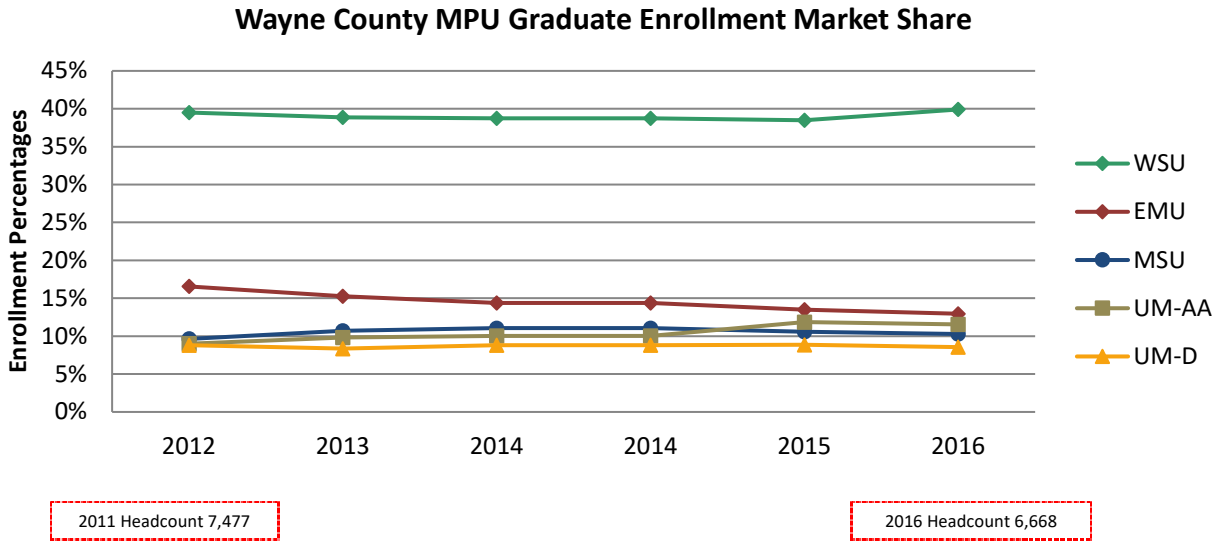
- Largest market share gain from 2011 – 2016: Eastern Michigan University 3.8% points
- Largest market share loss from 2011 – 2016: Saginaw Valley State University -2.1% points



2011 Headcount 36,896

2016 Headcount 34,029

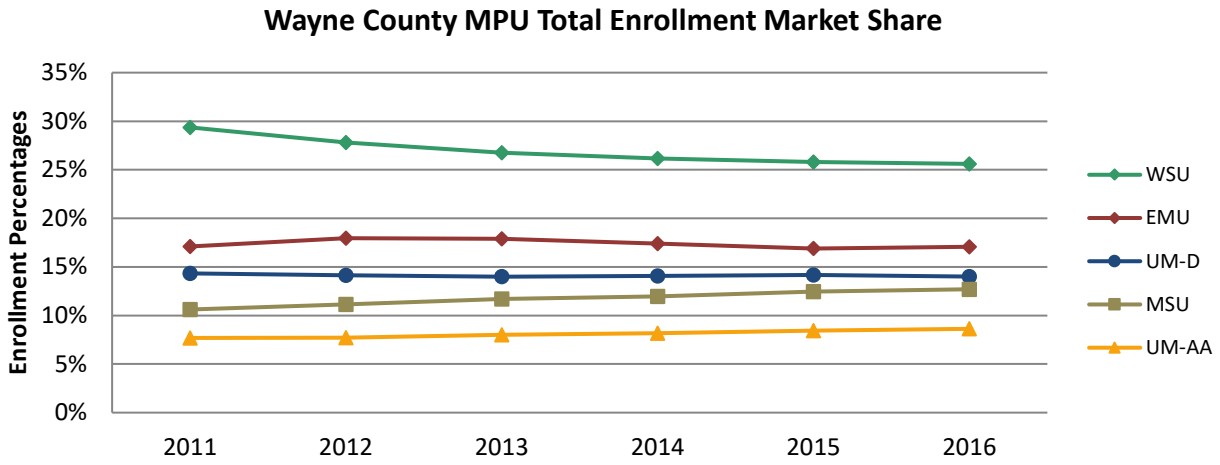
- Largest market share gain from 2011 – 2016: Michigan State University 2.1% points
- Largest market share loss from 2011 – 2016: Wayne State University -4.3% points



2011 Headcount 7,477

2016 Headcount 6,668

- Largest market share gain from 2011 – 2016: University of Michigan - AA 3.0% points
- Largest market share loss from 2011 – 2016: Eastern Michigan University -2.7% points

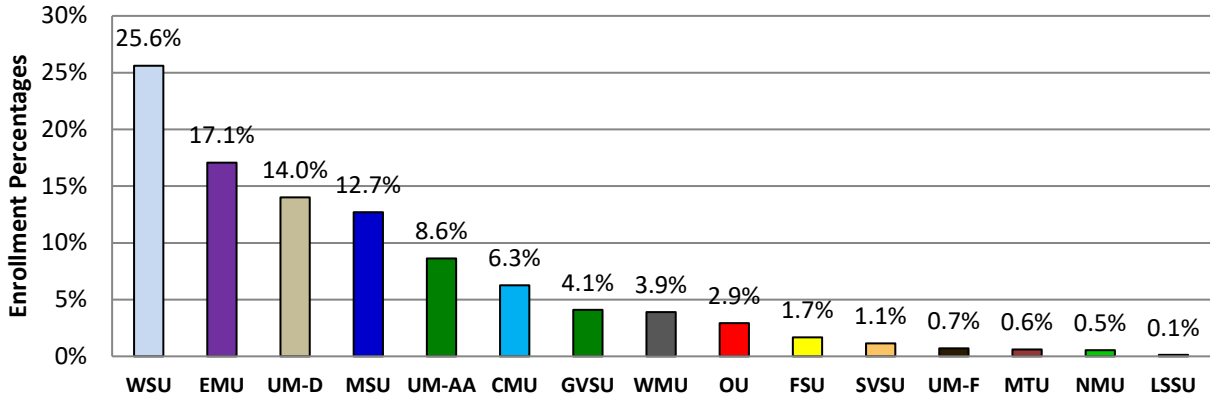


2011 Headcount 44,373

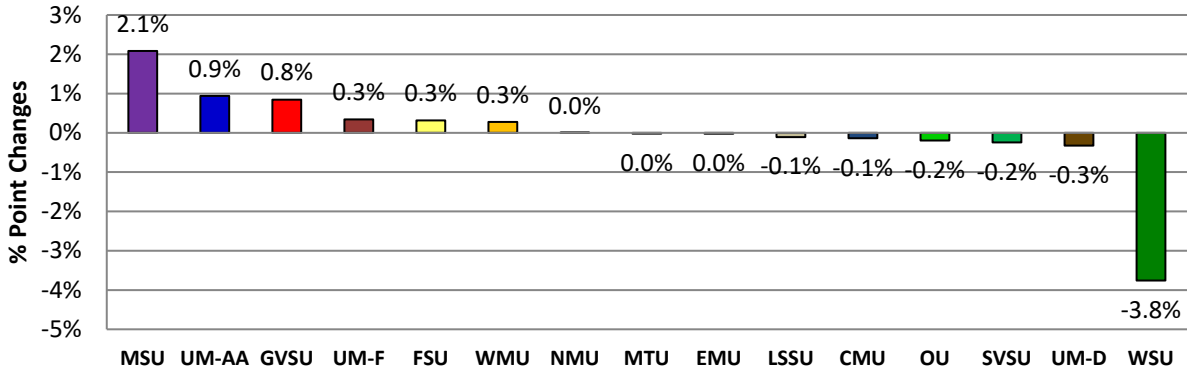
2016 Headcount 40,697

- Largest market share gain from 2011 – 2016: Michigan State University 2.1% points
- Largest market share loss from 2011 – 2016: Wayne State University -3.8% points

Wayne County MPU Total Enrollment Market Share Fall 2016



Wayne County MPU Total Enrollment Market Share Change Fall 2011 - Fall 2016



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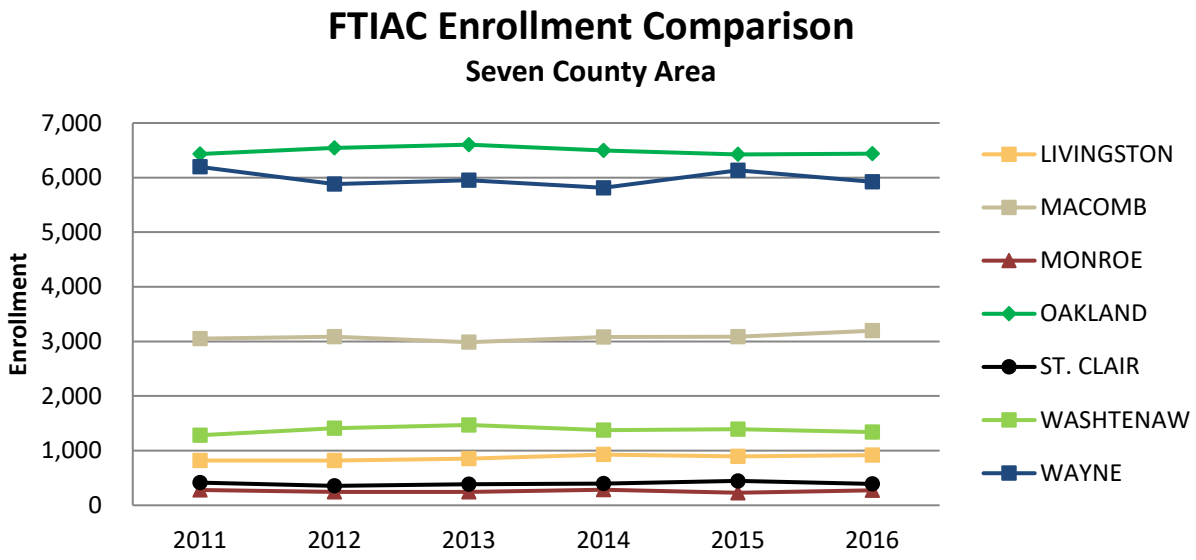
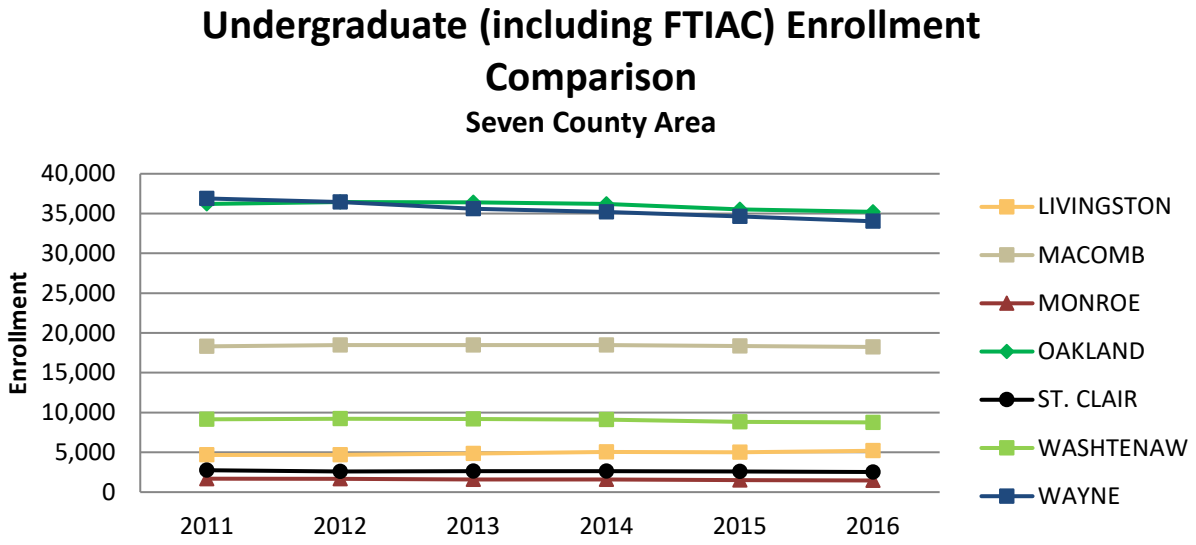
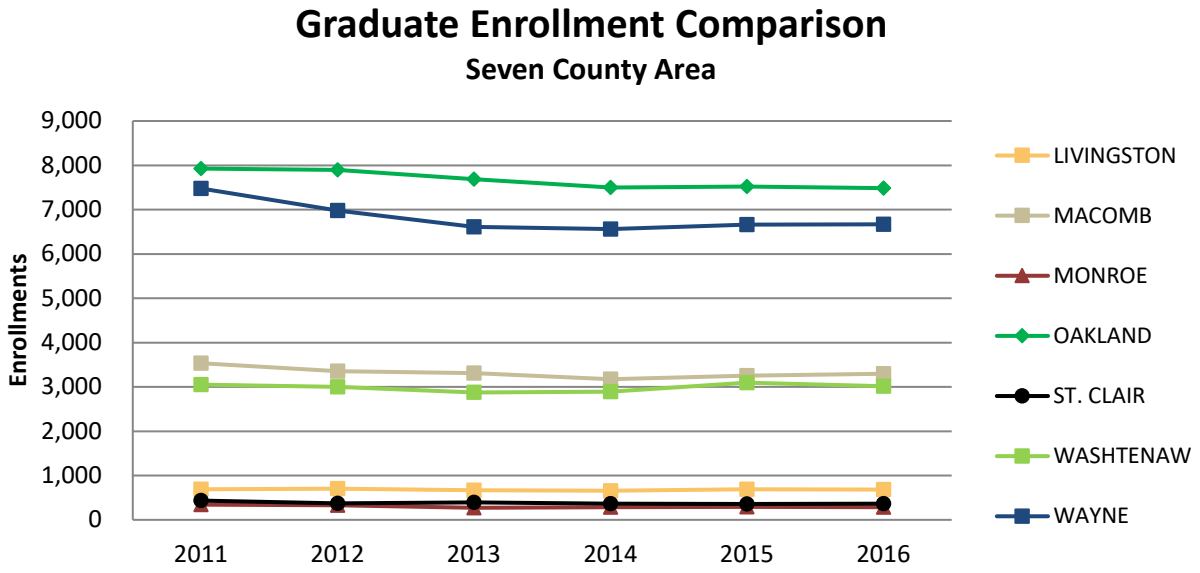
MPU Enrollment Comparison

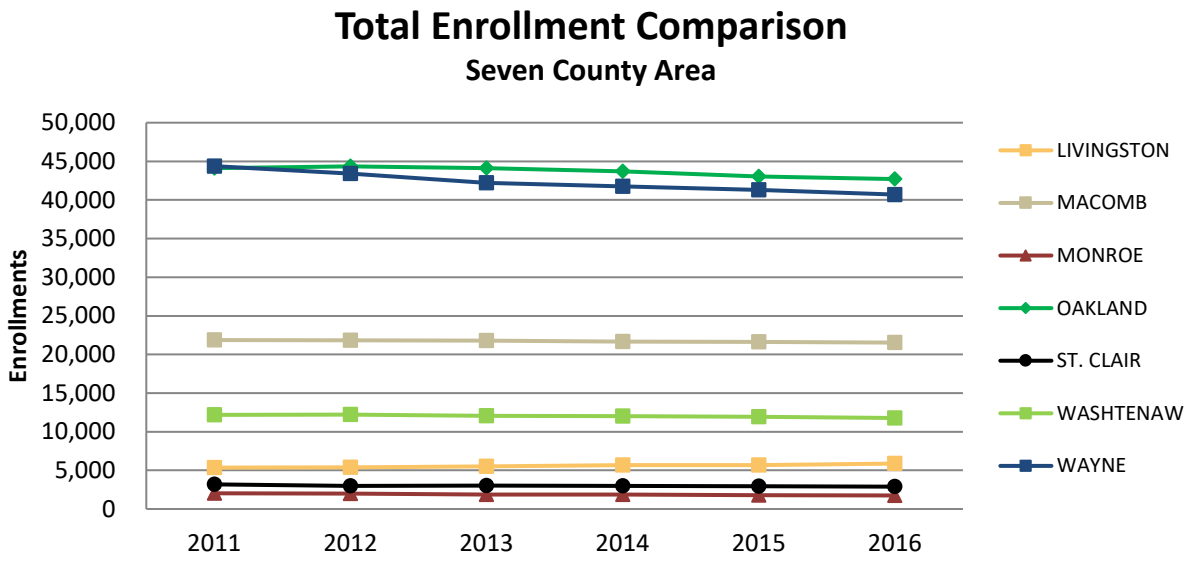
MPU enrollment comparison of 7 county area: Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw and Wayne Counties, Fall 2011 to Fall 2016.

The following section shows how the counties rank in enrollments at the MPUs. Wayne, Oakland, and Macomb dominate the enrollments as they are the most populous counties of Southeastern Michigan. The charts provide information to compare the seven county totals of undergraduate, graduate, and total enrollments.


FTIAC Enrollment Comparison
Seven County Area
Enrollment
7,000
6,000
5,000
4,000
3,000
2,000
1,000
0
2011
2012
2013
2014
2015
2016
LIVINGSTON
MACOMB
MONROE
OAKLAND
ST. CLAIR
WASHTENAW
WAYNE


Undergraduate (including FTIAC) Enrollment Comparison
Seven County Area
Enrollment
40,000
35,000
30,000
25,000
20,000
15,000
10,000
5,000
0
2011
2012
2013
2014
2015
2016
LIVINGSTON
MACOMB
MONROE
OAKLAND
ST. CLAIR
WASHTENAW
WAYNE


Graduate Enrollment Comparison
Seven County Area
Enrollments
9,000
8,000
7,000
6,000
5,000
4,000
3,000
2,000
1,000
0
2011
2012
2013
2014
2015
2016
LIVINGSTON
MACOMB
MONROE
OAKLAND
ST. CLAIR
WASHTENAW
WAYNE


Total Enrollment Comparison
Seven County Area
Enrollments
50,000
45,000
40,000
35,000
30,000
25,000
20,000
15,000
10,000
5,000
0
2011
2012
2013
2014
2015
2016
LIVINGSTON
MACOMB
MONROE
OAKLAND
ST. CLAIR
WASHTENAW
WAYNE

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Appendix A– Data Tables

The data appendix is a useful tool that can be used to find enrollment figures and market shares. Appendix A details the market shares of Wayne State and the top four MPUs in terms of Fall 2016 market share by county for FTIACs, undergraduates, graduates, and total enrollments. The tables also display what percent of the market is covered by the remaining MPUs. Total enrollment counts by county are also included in that section. The next section summarizes the last column of each table in the first section, offering a historical view of MPU resident headcount by student level and county. In the final section are the actual annual and cumulative enrollment growth rates by student type and county. The base year used for the cumulative growth rates is 2010.

Livingston County MPU FTIAC Market Share

Year	MSU	EMU	GVSU	CMU	WSU	All Others	Total Headcount
2011	22.9%	22.1%	9.6%	11.9%	2.9%	30.5%	5,357
2012	23.0%	22.3%	9.9%	11.3%	3.2%	30.2%	5,392
2013	22.0%	21.1%	10.3%	10.3%	3.2%	33.1%	5,524
2014	21.3%	20.1%	10.7%	10.7%	3.2%	34.2%	5,697
2015	21.5%	19.5%	10.8%	10.6%	3.2%	34.4%	5,699
2016	20.8%	18.2%	11.2%	10.7%	3.3%	35.7%	5,878

Livingston County MPU Undergraduate Market Share

Year	CMU	EMU	GVSU	MSU	WSU	All Others	Total Headcount
2011	12.9%	21.3%	10.7%	23.0%	1.8%	30.3%	4,668
2012	12.2%	21.7%	10.8%	23.1%	2.2%	29.9%	4,689
2013	11.2%	21.0%	11.1%	21.8%	2.3%	32.6%	4,858
2014	11.3%	19.8%	11.4%	21.1%	2.4%	34.0%	5,040
2015	11.2%	19.3%	11.7%	20.8%	2.4%	34.6%	5,013
2016	11.2%	19.3%	12.0%	20.2%	2.3%	35.0%	5,194

Livingston County MPU Graduate Market Share

Year	CMU	EMU	MSU	UM-AA	WSU	All Others	Total Headcount
2011	5.2%	27.5%	22.6%	13.5%	10.4%	20.7%	690
2012	4.8%	26.3%	22.6%	14.8%	10.1%	21.3%	703
2013	4.1%	21.9%	23.6%	15.0%	9.5%	26.0%	666
2014	6.2%	21.9%	22.2%	14.3%	9.3%	26.0%	657
2015	6.6%	21.0%	25.9%	14.6%	9.9%	22.0%	686
2016	7.2%	17.5%	25.1%	15.1%	11.3%	23.8%	684

Livingston County MPU Total Market Share

Year	MSU	EMU	GVSU	CMU	WSU	All Others	Total Headcount
2011	22.9%	22.1%	9.6%	11.9%	2.9%	30.5%	5,357
2012	23.0%	22.3%	9.9%	11.3%	3.2%	30.2%	5,392
2013	22.0%	21.1%	10.3%	10.3%	3.2%	33.1%	5,524
2014	21.3%	20.1%	10.7%	10.7%	3.2%	34.2%	5,697
2015	21.5%	19.5%	10.8%	10.6%	3.2%	34.4%	5,699
2016	20.8%	18.2%	11.2%	10.7%	3.3%	35.7%	5,878

Macomb County MPU FTIAC Market Share

Year	CMU	GVSU	MSU	OU	WSU	All Others	Total Headcount
2011	10.8%	6.6%	16.7%	23.5%	15.6%	26.8%	3,050
2012	9.3%	6.3%	16.6%	25.6%	15.4%	26.9%	3,086
2013	8.2%	7.6%	15.7%	26.5%	13.5%	28.5%	2,986
2014	10.9%	8.0%	15.6%	26.4%	13.0%	26.1%	3,079
2015	10.2%	7.6%	16.4%	27.0%	15.2%	23.8%	3,089
2016	10.2%	8.5%	13.9%	25.3%	16.0%	26.2%	3,196

Macomb County MPU Undergraduate Market Share

Year	CMU	GVSU	MSU	OU	WSU	All Others	Total Headcount
2011	10.9%	5.0%	13.0%	28.7%	20.2%	22.2%	18,330
2012	10.4%	4.8%	13.0%	29.1%	20.8%	21.8%	18,467
2013	9.9%	5.1%	12.9%	29.7%	20.6%	21.9%	18,462
2014	9.9%	5.3%	13.1%	30.3%	19.9%	21.5%	18,476
2015	9.4%	5.5%	13.2%	30.8%	19.6%	21.5%	18,356
2016	9.3%	5.9%	12.9%	30.5%	19.9%	21.6%	18,239

Macomb County MPU Graduate Market Share

Year	CMU	MSU	OU	UM-AA	WSU	All Others	Total Headcount
2011	8.1%	10.5%	24.5%	5.9%	32.8%	19.6%	3,534
2012	8.0%	11.1%	22.8%	6.5%	33.5%	18.2%	3,351
2013	9.3%	11.7%	21.4%	6.7%	34.0%	18.1%	3,310
2014	9.1%	12.0%	22.5%	6.6%	34.1%	17.0%	3,173
2015	9.5%	11.5%	21.1%	7.6%	33.9%	15.7%	3,250
2016	9.3%	11.8%	19.5%	7.2%	36.0%	16.2%	3,297

Macomb County MPU Total Market Share

Year	CMU	GVSU	MSU	OU	WSU	All Others	Total Headcount
2011	10.4%	4.4%	12.6%	28.0%	22.3%	22.3%	21,864
2012	10.1%	4.3%	12.7%	28.2%	22.8%	22.0%	21,818
2013	9.8%	4.6%	12.7%	28.4%	22.7%	21.9%	21,772
2014	9.8%	4.7%	12.9%	29.2%	22.0%	21.3%	21,649
2015	9.4%	5.1%	12.9%	29.4%	21.7%	21.5%	21,606
2016	9.3%	5.3%	12.7%	28.8%	22.3%	21.6%	21,536

Monroe County MPU FTIAC Market Share

Year	CMU	EMU	MSU	UM-AA	WSU	All Others	Total Headcount
2011	16.9%	14.4%	16.2%	11.9%	4.0%	36.7%	278
2012	17.0%	16.6%	20.2%	10.1%	3.2%	32.8%	247
2013	11.1%	18.9%	15.2%	11.1%	2.5%	41.4%	244
2014	12.3%	22.1%	15.8%	11.2%	3.5%	35.1%	285
2015	10.4%	23.0%	14.3%	10.4%	2.6%	39.1%	230
2016	11.6%	23.3%	12.4%	12.7%	6.9%	33.1%	275

Monroe County MPU Undergraduate Market Share

Year	CMU	EMU	MSU	UM-AA	WSU	All Others	Total Headcount
2011	11.0%	33.9%	14.3%	8.6%	5.1%	27.0%	1,688
2012	11.6%	34.4%	14.0%	9.2%	4.3%	26.4%	1,674
2013	11.0%	33.2%	12.7%	9.5%	4.3%	29.3%	1,593
2014	11.0%	32.5%	12.7%	9.7%	4.6%	29.5%	1,585
2015	11.2%	32.7%	12.9%	9.7%	4.4%	29.0%	1,494
2016	10.5%	31.1%	13.1%	10.7%	4.7%	29.9%	1,463

Monroe County MPU Graduate Market Share

Year	EMU	WSU	UM-AA	MSU	CMU	All Others	Total Headcount
2011	38.2%	17.5%	9.3%	13.7%	5.8%	15.5%	343
2012	38.2%	20.2%	10.4%	11.3%	5.8%	14.1%	327
2013	40.1%	18.4%	8.1%	12.1%	5.9%	15.4%	272
2014	36.9%	17.4%	9.9%	13.8%	7.1%	14.9%	282
2015	34.8%	15.2%	13.5%	12.8%	8.4%	15.2%	296
2016	33.7%	17.4%	14.2%	13.9%	6.3%	14.6%	288

Monroe County MPU Total Market Share

Year	CMU	EMU	MSU	UM-AA	WSU	All Others	Total Headcount
2011	10.1%	34.6%	14.2%	8.8%	7.2%	25.1%	2,031
2012	10.7%	35.0%	13.6%	9.4%	6.9%	24.4%	2,001
2013	10.2%	34.2%	12.6%	9.3%	6.3%	27.3%	1,865
2014	10.4%	33.2%	12.9%	9.7%	6.5%	27.3%	1,867
2015	10.8%	33.1%	12.8%	10.3%	6.2%	26.8%	1,790
2016	9.8%	31.5%	13.2%	11.3%	6.8%	27.4%	1,751

Oakland County MPU FTIAC Market Share

Year	GVSU	MSU	OU	UM-AA	WSU	All Others	Total Headcount
2011	7.4%	23.1%	15.5%	18.3%	6.4%	29.2%	6,431
2012	7.8%	24.2%	16.6%	16.4%	6.7%	28.2%	6,541
2013	8.1%	22.9%	16.3%	17.8%	7.2%	27.7%	6,603
2014	8.9%	22.9%	15.7%	17.6%	6.8%	28.1%	6,496
2015	9.9%	23.1%	15.3%	17.7%	8.3%	25.7%	6,424
2016	10.5%	23.6%	15.5%	15.6%	9.6%	25.3%	6,439

Oakland County MPU Undergraduate Market Share

Year	CMU	MSU	OU	UM-AA	WSU	All Others	Total Headcount
2011	9.7%	19.2%	20.2%	14.1%	11.0%	25.8%	36,194
2012	9.2%	20.0%	20.6%	13.9%	10.7%	25.5%	36,448
2013	8.7%	20.3%	20.9%	14.0%	10.6%	25.4%	36,420
2014	8.8%	20.6%	21.1%	13.9%	10.5%	25.2%	36,190
2015	8.6%	21.0%	20.7%	14.0%	10.3%	25.4%	35,533
2016	8.1%	21.2%	20.3%	14.0%	10.6%	25.8%	35,216

Oakland County MPU Graduate Market Share

Year	CMU	MSU	OU	UM-AA	WSU	All Others	Total Headcount
2011	6.3%	13.7%	20.1%	13.5%	30.6%	15.9%	7,926
2012	6.3%	14.9%	20.4%	13.5%	29.4%	15.5%	7,897
2013	6.1%	15.2%	20.5%	13.8%	28.4%	16.0%	7,688
2014	6.1%	15.1%	20.5%	13.4%	28.2%	16.7%	7,502
2015	6.3%	15.5%	18.4%	14.5%	27.9%	17.4%	7,522
2016	6.3%	15.0%	17.4%	14.8%	30.0%	16.6%	7,485

Oakland County MPU Total Market Share

Year	CMU	MSU	OU	UM-AA	WSU	All Others	Total Headcount
2011	9.1%	18.2%	20.2%	14.0%	14.5%	24.0%	44,120
2012	8.7%	19.1%	20.6%	13.9%	14.0%	23.7%	44,345
2013	8.3%	19.4%	20.8%	13.9%	13.8%	23.8%	44,108
2014	8.3%	19.7%	21.0%	13.8%	13.6%	23.7%	43,692
2015	8.2%	20.0%	20.3%	14.1%	13.3%	24.1%	43,055
2016	7.8%	20.1%	19.8%	14.1%	14.0%	24.2%	42,701

St. Clair County MPU FTIAC Market Share

Year	CMU	GVSU	MSU	OU	WSU	All Others	Total Headcount
2011	14.7%	9.2%	13.5%	11.6%	2.4%	48.6%	414
2012	12.1%	18.0%	12.4%	12.9%	7.6%	37.1%	356
2013	15.0%	13.0%	11.9%	20.2%	4.1%	35.8%	386
2014	10.1%	12.3%	16.4%	15.6%	5.0%	40.6%	397
2015	12.5%	9.4%	14.5%	19.2%	4.3%	40.0%	447
2016	11.5%	13.8%	11.5%	17.9%	6.4%	38.9%	391

St. Clair County MPU Undergraduate Market Share

Year	CMU	GVSU	MSU	OU	WSU	All Others	Total Headcount
2011	16.5%	7.7%	12.6%	11.6%	8.1%	43.5%	2,751
2012	17.0%	9.6%	12.3%	13.5%	9.2%	38.3%	2,598
2013	16.9%	9.4%	10.9%	15.4%	8.0%	39.4%	2,626
2014	15.5%	10.7%	10.6%	16.0%	7.9%	39.4%	2,619
2015	15.4%	10.2%	11.1%	17.8%	7.3%	38.2%	2,599
2016	14.4%	10.5%	11.0%	18.6%	7.1%	38.4%	2,528

St. Clair County MPU Graduate Market Share

Year	CMU	MSU	OU	UM-AA	WSU	All Others	Total Headcount
2011	11.5%	11.3%	10.6%	6.2%	20.7%	39.6%	434
2012	12.0%	16.0%	10.7%	0.5%	21.9%	38.8%	374
2013	14.8%	15.8%	13.0%	4.8%	18.3%	33.3%	393
2014	14.9%	16.3%	11.4%	6.5%	18.2%	32.6%	368
2015	14.0%	16.2%	15.9%	7.0%	22.9%	24.0%	358
2016	15.2%	13.2%	14.0%	7.4%	24.2%	25.9%	363

St. Clair County MPU Total Market Share

Year	CMU	GVSU	MSU	OU	WSU	All Others	Total Headcount
2011	15.8%	6.9%	12.4%	11.4%	9.9%	43.6%	3,185
2012	16.4%	8.6%	12.8%	13.2%	10.8%	38.2%	2,972
2013	16.6%	8.4%	11.5%	15.1%	9.4%	38.9%	3,019
2014	15.5%	9.6%	11.3%	15.4%	9.2%	39.1%	2,987
2015	15.2%	9.3%	11.7%	17.6%	9.2%	37.0%	2,957
2016	14.5%	9.5%	11.3%	18.0%	9.2%	37.4%	2,891

Washtenaw County MPU FTIAC Market Share

Year	EMU	GVSU	MSU	UM-AA	WSU	All Others	Total Headcount
2011	21.9%	8.0%	15.5%	28.9%	1.7%	23.9%	1,283
2012	25.9%	6.5%	17.7%	29.7%	2.2%	17.9%	1,410
2013	26.5%	6.3%	14.0%	31.4%	0.8%	20.9%	1,471
2014	25.8%	6.5%	15.3%	30.8%	1.9%	19.8%	1,377
2015	27.9%	6.2%	13.8%	28.0%	2.1%	22.1%	1,396
2016	25.3%	7.8%	16.0%	27.0%	3.4%	20.5%	1,339

Washtenaw County MPU Undergraduate Market Share

Year	EMU	MSU	UM-AA	WMU	WSU	All Others	Total Headcount
2011	45.0%	11.1%	22.5%	5.0%	2.1%	14.2%	9,130
2012	44.6%	11.7%	23.0%	4.7%	2.3%	13.8%	9,215
2013	43.5%	11.8%	23.1%	5.2%	2.3%	14.2%	9,186
2014	42.3%	12.0%	23.2%	5.2%	2.1%	15.2%	9,105
2015	40.8%	12.0%	24.3%	5.1%	2.0%	15.8%	8,825
2016	39.3%	12.4%	24.9%	4.9%	2.5%	16.0%	8,762

Washtenaw County MPU Graduate Market Share

Year	CMU	EMU	MSU	UM-AA	WSU	All Others	Total Headcount
2011	1.4%	37.1%	8.1%	34.6%	11.2%	7.5%	3,048
2012	1.4%	34.3%	9.0%	36.2%	11.5%	7.6%	3,001
2013	1.9%	32.2%	9.1%	38.0%	10.4%	8.4%	2,874
2014	2.0%	31.0%	8.7%	37.4%	11.1%	9.8%	2,894
2015	2.1%	28.4%	8.0%	42.5%	10.2%	8.9%	3,095
2016	2.5%	25.6%	8.7%	43.7%	10.4%	9.1%	3,016

Washtenaw County MPU Total Market Share

Year	EMU	MSU	UM-AA	WMU	WSU	All Others	Total Headcount
2011	43.0%	10.4%	25.5%	4.0%	4.4%	12.7%	12,178
2012	42.1%	11.1%	26.2%	3.8%	4.5%	12.4%	12,216
2013	40.8%	11.2%	26.7%	4.2%	4.2%	13.0%	12,060
2014	39.6%	11.2%	26.6%	4.3%	4.2%	14.1%	11,999
2015	37.6%	11.0%	29.1%	4.0%	4.1%	14.3%	11,920
2016	35.8%	11.4%	29.7%	3.9%	4.5%	14.6%	11,778

Wayne County MPU FTIAC Market Share

Year	EMU	MSU	UM-AA	UM-D	WSU	All Others	Total Headcount
2011	12.6%	14.4%	9.2%	11.6%	23.0%	29.2%	6,196
2012	15.2%	15.1%	9.3%	10.5%	20.8%	29.2%	5,879
2013	16.2%	15.7%	10.0%	11.3%	18.1%	28.8%	5,950
2014	14.8%	14.9%	10.6%	11.5%	17.8%	30.5%	5,814
2015	15.4%	16.2%	8.9%	11.7%	19.9%	27.9%	6,134
2016	16.9%	16.1%	9.2%	12.2%	18.3%	27.2%	5,920

Wayne County MPU Undergraduate Market Share

Year	EMU	MSU	UM-AA	UM-D	WSU	All Others	Total Headcount
2011	17.4%	11.0%	7.5%	15.2%	27.1%	21.8%	36,896
2012	18.2%	11.4%	7.5%	15.2%	25.6%	22.1%	36,445
2013	18.4%	11.9%	7.7%	15.0%	24.5%	22.5%	35,612
2014	18.0%	12.1%	7.8%	15.1%	23.8%	23.2%	35,203
2015	17.5%	12.8%	7.8%	15.2%	23.3%	23.3%	34,647
2016	15.1%	13.2%	8.1%	15.2%	22.8%	25.7%	34,029

Wayne County MPU Graduate Market Share

Year	EMU	MSU	UM-AA	UM-D	WSU	All Others	Total Headcount
2012	16.6%	9.6%	9.0%	8.8%	39.5%	16.5%	7,477
2013	15.3%	10.7%	9.8%	8.4%	38.9%	17.0%	6,976
2014	14.4%	11.1%	10.0%	8.8%	38.7%	16.9%	6,614
2014	14.4%	11.1%	10.0%	8.8%	38.7%	16.9%	6,561
2015	13.5%	10.6%	11.9%	8.9%	38.5%	16.7%	6,662
2016	13.0%	10.3%	11.6%	8.6%	39.9%	16.7%	6,668

Wayne County MPU Total Market Share

Year	EMU	MSU	UM-AA	UM-D	WSU	All Others	Total Headcount
2011	17.1%	10.6%	7.7%	14.3%	29.4%	20.9%	44,373
2012	18.0%	11.2%	7.7%	14.1%	27.8%	21.2%	43,421
2013	17.9%	11.7%	8.0%	14.0%	26.7%	21.7%	42,226
2014	17.4%	12.0%	8.2%	14.1%	26.2%	22.2%	41,764
2015	16.9%	12.5%	8.4%	14.2%	25.8%	22.3%	41,309
2016	17.1%	12.7%	8.6%	14.0%	25.6%	22.0%	40,697

FTIAC Enrollment Comparison

FTIAC										
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties	State Total
2011	820	3,050	278	6,431	414	1,283	6,196	18,472	15,938	34,410
2012	822	3,086	247	6,541	356	1,410	5,879	18,341	15,180	33,521
2013	855	2,986	244	6,603	386	1,471	5,950	18,495	15,221	33,716
2014	928	3,079	285	6,496	397	1,377	5,814	18,376	14,955	33,331
2015	893	3,089	230	6,428	447	1,396	6,134	18,613	14,719	33,332
2016	918	3,196	275	6,439	391	1,339	5,920	18,478	14,409	32,887

Undergraduate Enrollment Comparison

Undergraduate										
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties	State Total
2011	4,668	18,330	1,688	36,194	2,751	9,130	36,896	109,657	95,984	205,641
2012	4,689	18,467	1,674	36,448	2,598	9,215	36,445	109,536	93,590	203,126
2013	4,858	18,462	1,593	36,420	2,626	9,186	35,612	108,757	91,648	200,405
2014	5,040	18,476	1,585	36,190	2,619	9,105	35,203	108,218	90,636	198,854
2015	5,013	18,356	1,494	35,533	2,599	8,825	34,647	106,467	89,013	195,480
2016	5,194	18,239	1,463	35,216	2,528	8,762	34,029	105,431	87,209	192,640

Graduate Enrollment Comparison

Graduate										
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties	State Total
2011	690	3,534	343	7,926	434	3,048	7,477	23,452	22,121	45,573
2012	703	3,351	327	7,897	374	3,001	6,976	22,629	21,493	44,122
2013	666	3,310	272	7,688	393	2,874	6,614	21,817	20,739	42,556
2014	657	3,173	282	7,502	368	2,894	6,561	21,437	20,467	41,904
2015	686	3,250	296	7,522	358	3,095	6,662	21,943	19,372	41,241
2016	684	3,297	288	7,485	363	3,016	6,668	21,801	16,688	38,489

Total Enrollment Comparison

Total										
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties	State Total
2011	5,357	21,864	2,031	44,120	3,185	12,178	44,373	133,108	118,106	251,214
2012	5,392	21,818	2,001	44,345	2,972	12,216	43,421	132,165	115,083	247,248
2013	5,524	21,772	1,865	44,108	3,019	12,060	42,226	130,574	112,387	242,961
2014	5,697	21,649	1,867	43,692	2,987	11,999	41,764	129,655	111,103	240,758
2015	5,699	21,606	1,790	43,055	2,957	11,920	41,309	128,336	108,385	236,721
2015	5,878	21,536	1,751	42,701	2,891	11,778	40,697	127,232	103,897	231,129

FTIAC Year-to-Year % Change

FTIAC									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2011	10.7%	-0.2%	9.9%	-2.8%	2.7%	-5.4%	-0.8%	-1.1%	-0.3%
2012	0.2%	1.2%	-11.2%	1.7%	-14.0%	9.9%	-5.1%	-0.7%	-1.2%
2013	4.0%	-3.2%	-1.2%	0.9%	8.4%	4.3%	1.2%	0.8%	-6.5%
2014	8.5%	3.1%	16.8%	-1.6%	2.8%	-6.4%	-2.3%	-0.6%	2.1%
2015	-3.8%	0.3%	-19.3%	-1.1%	12.6%	1.4%	5.5%	1.3%	-4.1%
2016	2.8%	3.5%	19.6%	0.2%	-12.5%	-4.1%	-3.5%	-0.7%	-2.1%

Undergraduate Year-to-Year % Change

Undergraduate									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2011	3.1%	1.9%	0.7%	0.0%	2.3%	1.4%	0.9%	0.9%	-1.5%
2012	0.4%	0.7%	-0.8%	0.7%	-5.6%	0.9%	-1.2%	-0.1%	-2.5%
2013	3.6%	0.0%	-4.8%	-0.1%	1.1%	-0.3%	-2.3%	-0.7%	-2.1%
2014	3.7%	0.1%	-0.5%	-0.6%	-0.3%	-0.9%	-1.1%	-0.5%	-1.1%
2015	-0.5%	-0.6%	-5.7%	-1.8%	-0.8%	-3.1%	-1.6%	-1.6%	-1.8%
2016	3.6%	-0.6%	-2.1%	-0.9%	-2.7%	-0.7%	-1.8%	-1.0%	-2.0%

Graduate Year-to-Year % Change

Graduate									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2011	-2.0%	1.4%	6.5%	-3.5%	-5.9%	-1.5%	-1.7%	-1.8%	-2.6%
2012	1.9%	-5.2%	-4.7%	-0.4%	-13.8%	-1.5%	-6.7%	-3.5%	-2.8%
2013	-5.3%	-1.2%	-16.8%	-2.6%	5.1%	-4.2%	-5.2%	-3.6%	-3.5%
2014	-1.4%	-4.1%	3.7%	-2.4%	-6.4%	0.7%	-0.8%	-1.7%	-1.3%
2015	4.4%	2.4%	5.0%	0.3%	-2.7%	6.9%	1.5%	2.0%	-5.4%
2016	-0.3%	1.4%	-2.7%	-0.5%	1.4%	-2.6%	0.1%	-0.3%	-13.9%

Total Year-to-Year % Change

Total									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2011	2.4%	1.8%	1.7%	-0.6%	1.1%	0.7%	0.5%	0.4%	-1.7%
2012	0.7%	-0.2%	-1.5%	0.5%	-6.7%	0.3%	-2.1%	-0.7%	-2.6%
2013	2.4%	-0.2%	-6.8%	-0.5%	1.6%	-1.3%	-2.8%	-1.2%	-2.3%
2014	3.1%	-0.6%	0.1%	-0.9%	-1.1%	-0.5%	-1.1%	-0.7%	-1.1%
2015	0.0%	-0.2%	-4.1%	-1.5%	-1.0%	-0.7%	-1.1%	-1.0%	-2.4%
2016	3.1%	-0.3%	-2.2%	-0.8%	-2.2%	-1.2%	-1.5%	-0.9%	-4.1%

FTIAC Cumulative % Change 2012 - 2016

FTIAC									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2012	0.2%	1.2%	-11.2%	1.7%	-14.0%	9.9%	-5.1%	-0.7%	-1.2%
2013	4.3%	-2.1%	-12.2%	2.7%	-6.8%	14.7%	-4.0%	0.1%	-7.6%
2014	13.2%	1.0%	2.5%	1.0%	-4.1%	7.3%	-6.2%	-0.5%	-5.7%
2015	8.9%	1.3%	-17.3%	-0.1%	8.0%	8.8%	-1.0%	0.8%	-9.5%
2016	12.0%	4.8%	-1.1%	0.1%	-5.6%	4.4%	-4.5%	0.0%	-11.4%

Undergraduate Cumulative % Change 2012 - 2016

Undergraduate									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2012	0.4%	0.7%	-0.8%	0.7%	-5.6%	0.9%	-1.2%	-0.1%	-2.5%
2013	4.1%	0.7%	-5.6%	0.6%	-4.5%	0.6%	-3.5%	-0.8%	-4.5%
2014	8.0%	0.8%	-6.1%	0.0%	-4.8%	-0.3%	-4.6%	-1.3%	-5.6%
2015	7.4%	0.1%	-11.5%	-1.8%	-5.5%	-3.3%	-6.1%	-2.9%	-7.3%
2016	11.3%	-0.5%	-13.3%	-2.7%	-8.1%	-4.0%	-7.8%	-3.9%	-9.1%

Graduate Cumulative % Change 2012 – 2016

Graduate									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2012	1.9%	-5.2%	-4.7%	-0.4%	-13.8%	-1.5%	-6.7%	-3.5%	-2.8%
2013	-3.5%	-6.3%	-20.7%	-3.0%	-9.4%	-5.7%	-11.5%	-7.0%	-6.2%
2014	-4.8%	-10.2%	-17.8%	-5.3%	-15.2%	-5.1%	-12.3%	-8.6%	-7.5%
2015	-0.6%	-8.0%	-13.7%	-5.1%	-17.5%	1.5%	-10.9%	-6.7%	-12.4%
2016	-0.9%	-6.7%	-16.0%	-5.6%	-16.4%	-1.0%	-10.8%	-7.0%	-24.6%

Total Cumulative % Change 2012 – 2016

Total									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2012	0.7%	-0.2%	-1.5%	0.5%	-6.7%	0.3%	-2.1%	-0.7%	-2.6%
2013	3.1%	-0.4%	-8.2%	0.0%	-5.2%	-1.0%	-4.8%	-1.9%	-4.8%
2014	6.3%	-1.0%	-8.1%	-1.0%	-6.2%	-1.5%	-5.9%	-2.6%	-5.9%
2015	6.4%	-1.2%	-11.9%	-2.4%	-7.2%	-2.1%	-6.9%	-3.6%	-8.2%
2016	9.7%	-1.5%	-13.8%	-3.2%	-9.2%	-3.3%	-8.3%	-4.4%	-12.0%

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Appendix B– Southeast Michigan Council of Governments 2040 School Age Population Forecast

In April 2012, the Southeast Michigan Council of Governments (SEMCOG) released a forecast for the school age (5-17) population change in the seven SEMCOG counties. About 82% of Wayne State University's total enrollment is derived from those seven counties. The report states that in the next 8 years, Southeast Michigan will have a decrease of 112,000 school age children. The decrease will continue until 2030 at which point the decrease will stabilize and begin a slow rebound through 2040.

The following is the rate at which the school age population is forecasted to decline by 2020:

- Livingston County 16%
- Macomb County 5%
- Monroe County 14%
- Oakland County 12%
- St. Clair County 17%
- Washtenaw County 9%
- Wayne County 18%

Attached is the SEMCOG School Age Population Forecast which may also be found online at:

http://library.semcog.org/InmagicGenie/DocumentFolder/SchoolDistrictForecast.9-2012.pdf .