



## City of Midland, MI - Demographics

City: Midland

Population (2009)		
	Total	%
<b>2009 Population</b>	39,917	
Sex (2009)		
	Total	%
<b>Male</b>	18,870	47.3%
<b>Female</b>	21,047	52.7%
Age Distribution (2009)		
	Total	%
<b>0-4</b>	2,261	5.7%
<b>5-9</b>	2,130	5.3%
<b>10-19</b>	5,925	14.8%
<b>20-29</b>	5,777	14.5%
<b>30-39</b>	4,068	10.2%
<b>40-49</b>	5,585	14.0%
<b>50-59</b>	5,713	14.3%
<b>60-64</b>	2,029	5.1%
<b>65+</b>	6,427	16.1%
Race Distribution (2009)		
	Total	%
<b>White</b>	36,542	91.5%
<b>Black</b>	1,362	3.4%
<b>American Indian</b>	200	0.5%
<b>Asian</b>	1,653	4.1%
<b>Pacific Islander</b>	25	0.1%

Population (2014)		
	Total	%
<b>2014 Population</b>	37,284	
Sex (2014)		
	Total	%
<b>Male</b>	17,102	45.9%
<b>Female</b>	20,182	54.1%
Age Distribution (2014)		
	Total	%
<b>0-4</b>	2,372	6.4%
<b>5-9</b>	1,986	5.3%
<b>10-19</b>	4,560	12.2%
<b>20-29</b>	6,048	16.2%
<b>30-39</b>	3,829	10.3%
<b>40-49</b>	4,316	11.6%
<b>50-59</b>	5,378	14.4%
<b>60-64</b>	2,215	5.9%
<b>65+</b>	6,576	17.6%
Race Distribution (2014)		
	Total	%
<b>White</b>	32,331	86.7%
<b>Black</b>	2,428	6.5%
<b>American Indian</b>	439	1.2%
<b>Asian</b>	2,057	5.5%
<b>Pacific Islander</b>	19	0.1%

Other	46	0.1%
Multirace	88	0.2%
Hispanic	957	2.4%

Other	2	0.0%
Multirace	7	0.0%
Hispanic	1,050	2.8%

#### 2009 Total Households

	Total	%
Households	16,431	
Families	10,793	65.7%

#### 2014 Total Households

	Total	%
Households	15,990	
Families	10,401	65.0%

#### 2009 Household Income Distribution

	Total	%
<\$10 K	1,007	6.1%
\$10-\$20K	1,627	9.9%
\$20-\$30K	1,618	9.8%
\$30-\$40K	1,375	8.4%
\$40-\$50K	1,404	8.5%
\$50-\$60K	1,050	6.4%
\$60-\$75K	1,499	9.1%
\$75-\$100K	1,986	12.1%
> \$100K	4,865	29.6%

#### 2014 Household Income Distribution

	Total	%
<\$10 K	896	5.6%
\$10-\$20K	1,512	9.5%
\$20-\$30K	1,442	9.0%
\$30-\$40K	1,304	8.2%
\$40-\$50K	1,240	7.8%
\$50-\$60K	1,007	6.3%
\$60-\$75K	1,452	9.1%
\$75-\$100K	1,874	11.7%
> \$100K	5,264	32.9%

#### 2009 Labor Force Status

	Total	%
Labor Force	20,093	
Employed	17,724	88.2%
Unemployed	2,314	11.5%
In Armed Forces	55	
Not In Labor Force	12,285	

#### 2014 Labor Force Status

	Total	%
Labor Force	18,936	
Employed	17,356	91.7%
Unemployed	1,530	8.1%
In Armed Forces	50	
Not In Labor Force	11,629	

#### 2009 Total Number of Housing

	Total	%
Total Dwellings	18,127	
Owner-Occupied Dwellings	11,353	69.1%
Renter-Occupied Dwellings	5,079	30.9%
Housing Units Occupied	16,431	90.6%

#### 2014 Total Number of Housing

	Total	%
Total Dwellings	18,149	
Owner-Occupied Dwellings	11,561	72.3%
Renter-Occupied Dwellings	4,429	27.7%
Housing Units Occupied	15,990	88.1%

2009 Education Attainment		
	Total	%
Population Age 25+	26,249	
< Grade 9	357	1.4%
Grade 9-12	1,106	4.2%
High School	5,625	21.4%
Some College	4,999	19.0%
Assoc Degree	2,191	8.3%
Bach Degree	6,589	25.1%
Grad Degree	5,382	20.5%
2009 Size of Household		
	Total	%
1 Person	4,675	28.5%
2 Person	6,069	36.9%
3 Person	2,661	16.2%
4 Person	1,959	11.9%
5 Person	792	4.8%
6+ Person	190	1.2%

2014 Education Attainment		
	Total	%
Population Age 25+	24,892	
< Gr 9	316	1.3%
Gr 9-12	1,066	4.3%
High School	5,164	20.7%
Some College	4,701	18.9%
Assoc Degree	2,209	8.9%
Bach Degree	6,023	24.2%
Grad Degree	5,414	21.7%
2014 Size of Household		
	Total	%
1 Person	4,640	29.0%
2 Person	6,278	39.3%
3 Person	2,809	17.6%
4 Person	1,467	9.2%
5 Person	594	3.7%
6+ Person	140	0.9%

Source: Applied Geographic Solutions, Thousand Oaks, CA, 2009



## City of Midland, MI - Consumer Expenditures

City: Midland

Consumer Expenditures (2009)		
	\$ Per Household	Total \$000s
<b>Apparel</b>	2,671	43,880
Men's Apparel	506	8,318
Boys' Apparel	125	2,061
Women's Apparel	896	14,719
Girls' Apparel	172	2,824
Infants Apparel	117	1,924
Footwear	401	6,595
Apparel Services and Accessories	453	7,441
<b>Education</b>	1,472	24,185
Books And Supplies	206	3,382
Tuition	1,266	20,803
<b>Entertainment</b>	3,131	51,453
Fees And Admissions	871	14,313
Video And Audio Equipment	1,055	17,341
Recreational Equipment And Supplies	1,205	19,799
<b>Food and Beverages</b>	8,307	136,492
Food At Home	4,184	68,752
Food Away From Home	3,440	56,528
Alcoholic Beverages	682	11,212
<b>Health Care</b>	3,290	54,058
Health Care Insurance	1,590	26,132
Health Care Services	790	12,985
Health Care Supplies And Equipment	909	14,941

	\$ Per Household	Total \$000s
<b>Personal Care</b>	800	13,152
Hair Care	62	1,023
Electric Personal Care Appliances	16	259
Personal Care Services	536	8,800
Personal Care Products	187	3,071
<b>Reading</b>	184	3,023
Newspapers	79	1,297
Magazines	38	620
Books	67	1,107
<b>Tobacco</b>	329	5,406
Cigarettes	296	4,866
Other Tobacco Products	33	541
<b>Transportation</b>	10,864	178,503
New Vehicle Purchase	2,897	47,605
Used Vehicle Purchase	1,648	27,084
Motorcycles (New And Used)	71	1,173
Vehicle Finance Charges	502	8,243
Gasoline And Oil	2,358	38,745
Vehicle Repair And Maintenance	839	13,784
Vehicle Insurance	1,212	19,920
Public Transportation	687	11,288
Other Transportation Costs	649	10,660

<b>Household Furnishings and Equipment</b>	2,508	41,209	<b>Utilities</b>	3,728	61,251
Household Textiles	174	2,852	Natural Gas	531	8,719
Furniture	691	11,348	Electricity	1,352	22,219
Floor Coverings	94	1,550	Fuel Oil And Other Fuels	139	2,292
Major Appliances	287	4,722	Telephone Service	1,271	20,876
Housewares And Small Appliances	1,262	20,738	Other Utilities	435	7,146
<b>Shelter</b>	10,819	177,759	<b>Gifts</b>	1,588	26,100
Mortgage Interest	4,452	73,156	Gifts Of Apparel	315	5,174
Property Taxes	1,969	32,356	Gifts Of Apparel Accessories	40	664
Miscellaneous Owned Dwelling Costs	1,496	24,583	Gifts Of Education	320	5,252
Rental Costs	2,180	35,825	Gifts Of Recreation	108	1,777
Other Lodging	721	11,839	Gifts Of Food And Beverages	147	2,417
<b>Household Operations</b>	2,111	34,679	Gifts Of Household Furnishings And Equipment	259	4,258
Babysitting And Elderly Care	485	7,963	Gifts Of Household	67	1,107
Household Services	382	6,279	Gifts Of Transportation	87	1,425
Alimony And Child Support	311	5,114	Gifts Elsewhere Unspecified	245	4,025
Household Supplies	933	15,322	<b>Personal Insurance</b>	612	10,050
<b>Miscellaneous Expenses</b>	908	14,922	<b>Contributions</b>	2,292	37,662
Legal And Accounting	110	1,801			
Funeral And Cemetery	101	1,654			
Finance Charges Excluding Mortgage And Vehicle	585	9,614			
Other Miscellaneous Expenses	113	1,853			

Source: Applied Geographic Solutions, Thousand Oaks, CA, 2009



## City of Midland, MI - Business and Workforce

City: Midland

<b>Total Establishments</b>	1,690	
<b>Total Employees</b>	23,041	
<b>Total Establishments by Size (2009)</b>		
	<b>Total</b>	<b>%</b>
<b>1-4 Employees</b>	898	53.1%
<b>5-9 Employees</b>	349	20.7%
<b>10-19 Employees</b>	206	12.2%
<b>20-49 Employees</b>	150	8.9%
<b>50-99 Employees</b>	58	3.4%
<b>100-249 Employees</b>	25	1.5%
<b>250-499 Employees</b>	3	0.2%
<b>500-999 Employees</b>	1	0.1%
<b>1000+ Employees</b>	2	0.1%
<b>Total Businesses by Establishment Type (2009)</b>		
	<b>Total</b>	<b>%</b>
<b>Agriculture, Forestry and Fishing</b>	0	0.0%
<b>Agricultural Services</b>	27	1.6%
<b>Coal and Ore Mining</b>	1	0.1%
<b>Oil and Gas</b>	2	0.1%
<b>General Construction</b>	41	2.4%
<b>Heavy Construction</b>	55	3.3%
<b>Food Manufacturing</b>	0	0.0%
<b>Tobacco Manufacturing</b>	0	0.0%
<b>Textile Mills</b>	1	0.1%
<b>Apparel and Textile Manufacturing</b>	0	0.0%

<b>Total Employees by Major SIC (2009)</b>		
	<b>Total</b>	<b>%</b>
<b>Agricultural, Forestry, Fishing (SIC Range 01-09)</b>	109	0.5%
<b>Mining (SIC 10-14)</b>	32	0.1%
<b>Construction (SIC 15-17)</b>	1,377	6.0%
<b>Manufacturing (SIC 20-39)</b>	2,056	8.9%
<b>Transportation and Communications (SIC 40-49)</b>	410	1.8%
<b>Wholesale Trade (SIC 50-51)</b>	481	2.1%
<b>Retail Trade (SIC 52-59)</b>	3,620	15.7%
<b>Finance, Insurance And Real Estate (SIC 60-69)</b>	1,130	4.9%
<b>Services (SIC 70-89)</b>	12,724	55.2%
<b>Public Administration (SIC 90-98)</b>	1,074	4.7%
<b>Unclassified (SIC 99)</b>	26	0.1%
<b>Total Employees by Establishment Type (2009)</b>		
	<b>Total</b>	<b>%</b>
<b>Agriculture, Forestry and Fishing</b>	4	0.0%
<b>Agricultural Services</b>	105	0.5%
<b>Coal and Ore Mining</b>	6	0.0%
<b>Oil and Gas</b>	26	0.1%
<b>General Construction</b>	297	1.3%
<b>Heavy Construction</b>	1,080	4.7%
<b>Food Manufacturing</b>	0	0.0%
<b>Tobacco Manufacturing</b>	0	0.0%
<b>Textile Mills</b>	26	0.1%
<b>Apparel and Textile Manufacturing</b>	0	0.0%

Lumber and Wood Production	0	0.0%
Furniture Manufacturing	0	0.0%
Paper Manufacturing	0	0.0%
Printing and Publishing	11	0.7%
Chemicals	4	0.2%
Petroleum Refining	3	0.2%
Rubber and Plastics	2	0.1%
Leather Manufacturing	0	0.0%
Stone, Glass, and Concrete	1	0.1%
Metals Fabrication	3	0.2%
Machinery and Equipment Manufacturing	15	0.9%
Transportation	16	0.9%
Travel Services	2	0.1%
Transport Services	0	0.0%
Communications	7	0.4%
Utilities	3	0.2%
Durables Wholesale	41	2.4%
Non Durables Wholesale	18	1.1%
Building Materials, Hardware and Garden	16	0.9%
General Merchandise Stores	6	0.4%
Food Markets	6	0.4%
Convenience Stores	6	0.4%
Other Food Stores	17	1.0%
Auto Dealers and Gas Stations	33	2.0%
Clothing Stores	14	0.8%
Furniture Stores	6	0.4%
Home Furnishings	9	0.5%
Electronics and Computer Stores	8	0.5%
Music Stores	2	0.1%
Restaurants	50	3.0%

Lumber and Wood Production	0	0.0%
Furniture Manufacturing	0	0.0%
Paper Manufacturing	0	0.0%
Printing and Publishing	741	3.2%
Chemicals	41	0.2%
Petroleum Refining	69	0.3%
Rubber and Plastics	21	0.1%
Leather Manufacturing	0	0.0%
Stone, Glass, and Concrete	8	0.0%
Metals Fabrication	61	0.3%
Machinery and Equipment Manufacturing	1,089	4.7%
Transportation	336	1.5%
Travel Services	9	0.0%
Transport Services	0	0.0%
Communications	38	0.2%
Utilities	27	0.1%
Durables Wholesale	367	1.6%
Non Durables Wholesale	114	0.5%
Building Materials, Hardware and Garden	205	0.9%
General Merchandise Stores	112	0.5%
Food Markets	192	0.8%
Convenience Stores	39	0.2%
Other Food Stores	175	0.8%
Auto Dealers and Gas Stations	425	1.8%
Clothing Stores	51	0.2%
Furniture Stores	30	0.1%
Home Furnishings	47	0.2%
Electronics and Computer Stores	23	0.1%
Music Stores	17	0.1%
Restaurants	1,198	5.2%

Other Food Service	31	1.8%
Bars	4	0.2%
Drug Stores	8	0.5%
Liquor Stores	3	0.2%
Specialty Stores	84	5.0%
Catalog and Direct Sales	2	0.1%
Banks and Financial Institutions	61	3.6%
Insurance Carriers	1	0.1%
Insurance Agents and Brokers	42	2.5%
Real Estate	53	3.1%
Hotels and Lodging	9	0.5%
Dry Cleaning and Laundry	14	0.8%
Beauty and Barber Shops	45	2.7%
Other Personal Service	45	2.7%
Advertising	9	0.5%
Computer Services	19	1.1%
Other Business Services	63	3.7%
Auto Repair/Services	45	2.7%
Miscellaneous Repair Services	20	1.2%
Motion Pictures	7	0.4%
Entertainment and Recreation Services	29	1.7%
Health and Medical Services	209	12.4%
Hospitals	33	2.0%
Legal Services	26	1.5%
Primary and Secondary Education	30	1.8%
Colleges and Universities	3	0.2%
Social Services	79	4.7%
Child Care Services	22	1.3%
Museums and Zoos	4	0.2%
Membership Organizations	74	4.4%

Other Food Service	395	1.7%
Bars	38	0.2%
Drug Stores	147	0.6%
Liquor Stores	23	0.1%
Specialty Stores	497	2.2%
Catalog and Direct Sales	6	0.0%
Banks and Financial Institutions	521	2.3%
Insurance Carriers	31	0.1%
Insurance Agents and Brokers	243	1.1%
Real Estate	335	1.5%
Hotels and Lodging	460	2.0%
Dry Cleaning and Laundry	173	0.8%
Beauty and Barber Shops	249	1.1%
Other Personal Service	351	1.5%
Advertising	146	0.6%
Computer Services	98	0.4%
Other Business Services	769	3.3%
Auto Repair/Services	227	1.0%
Miscellaneous Repair Services	57	0.2%
Motion Pictures	51	0.2%
Entertainment and Recreation Services	415	1.8%
Health and Medical Services	1,613	7.0%
Hospitals	2,785	12.1%
Legal Services	105	0.5%
Primary and Secondary Education	1,582	6.9%
Colleges and Universities	98	0.4%
Social Services	1,456	6.3%
Child Care Services	584	2.5%
Museums and Zoos	31	0.1%
Membership Organizations	549	2.4%

<b>Professional Services</b>	68	4.0%
<b>Government</b>	88	5.2%
<b>Unclassified Establishments</b>	13	0.8%

<b>Professional Services</b>	508	2.2%
<b>Government</b>	1,074	4.7%
<b>Unclassified Establishments</b>	26	0.1%

**Total Employees by Occupation (2009)**

	<b>Total</b>	<b>%</b>
<b>Executive, Managers, and Administrators</b>	2,551	11.1%
<b>Professional Specialty Occupations</b>	4,530	19.7%
<b>Sales Professionals</b>	427	1.9%
<b>Technologies and Technicians</b>	1,040	4.5%
<b>Sales Workers and Clerks</b>	1,621	7.0%
<b>Administrative Support Workers</b>	4,323	18.8%
<b>Technical, Sales, and Administrative: Field Occupations</b>	79	0.3%
<b>Private Household Service</b>	0	0.0%
<b>Protective Services</b>	336	1.5%
<b>Other Services: Site Based</b>	3,527	15.3%
<b>Other Services: Field Based</b>	194	0.8%
<b>Farming, Forestry, and Fishing</b>	412	1.8%
<b>Precision, Craft, and Repair: Site Based</b>	1,687	7.3%
<b>Construction, Repair, and Mining: Field Based</b>	573	2.5%
<b>Machine Operators, Assemblers, and Inspectors</b>	508	2.2%
<b>Transportation and Materials Moving Workers</b>	653	2.8%
<b>Handlers, Helpers and Laborers</b>	554	2.4%

*Source: Applied Geographic Solutions, Thousand Oaks, CA, 2009*