



## County of Midland, MI - Demographics

County: Midland

Population (2009)		
	Total	%
<b>2009 Population</b>	80,695	
Sex (2009)		
	Total	%
<b>Male</b>	39,035	48.4%
<b>Female</b>	41,660	51.6%
Age Distribution (2009)		
	Total	%
<b>0-4</b>	4,658	5.8%
<b>5-9</b>	4,517	5.6%
<b>10-19</b>	12,054	14.9%
<b>20-29</b>	10,740	13.3%
<b>30-39</b>	8,850	11.0%
<b>40-49</b>	11,805	14.6%
<b>50-59</b>	12,217	15.1%
<b>60-64</b>	4,554	5.6%
<b>65+</b>	11,300	14.0%
Race Distribution (2009)		
	Total	%
<b>White</b>	76,254	94.5%
<b>Black</b>	1,670	2.1%
<b>American Indian</b>	540	0.7%
<b>Asian</b>	1,964	2.4%
<b>Pacific Islander</b>	33	0.0%

Population (2014)		
	Total	%
<b>2014 Population</b>	75,531	
Sex (2014)		
	Total	%
<b>Male</b>	35,443	46.9%
<b>Female</b>	40,088	53.1%
Age Distribution (2014)		
	Total	%
<b>0-4</b>	4,917	6.5%
<b>5-9</b>	4,238	5.6%
<b>10-19</b>	9,225	12.2%
<b>20-29</b>	11,219	14.9%
<b>30-39</b>	8,407	11.1%
<b>40-49</b>	9,137	12.1%
<b>50-59</b>	11,595	15.4%
<b>60-64</b>	5,040	6.7%
<b>65+</b>	11,753	15.6%
Race Distribution (2014)		
	Total	%
<b>White</b>	68,297	90.4%
<b>Black</b>	3,324	4.4%
<b>American Indian</b>	1,115	1.5%
<b>Asian</b>	2,755	3.6%
<b>Pacific Islander</b>	24	0.0%

Other	69	0.1%
Multirace	165	0.2%
Hispanic	1,574	2.0%

Other	4	0.0%
Multirace	12	0.0%
Hispanic	1,728	2.3%

#### 2009 Total Households

	Total	%
Households	32,037	
Families	22,825	71.2%

#### 2014 Total Households

	Total	%
Households	31,366	
Families	22,137	70.6%

#### 2009 Household Income Distribution

	Total	%
<\$10 K	1,723	5.4%
\$10-\$20K	2,950	9.2%
\$20-\$30K	3,380	10.6%
\$30-\$40K	3,105	9.7%
\$40-\$50K	3,157	9.9%
\$50-\$60K	2,468	7.7%
\$60-\$75K	3,182	9.9%
\$75-\$100K	4,086	12.8%
> \$100K	7,986	24.9%

#### 2014 Household Income Distribution

	Total	%
<\$10 K	1,539	4.9%
\$10-\$20K	2,726	8.7%
\$20-\$30K	2,977	9.5%
\$30-\$40K	2,928	9.3%
\$40-\$50K	2,842	9.1%
\$50-\$60K	2,414	7.7%
\$60-\$75K	3,142	10.0%
\$75-\$100K	3,909	12.5%
> \$100K	8,889	28.3%

#### 2009 Labor Force Status

	Total	%
Labor Force	41,049	
Employed	35,571	86.7%
Unemployed	5,409	13.2%
In Armed Forces	69	
Not In Labor Force	23,656	

#### 2014 Labor Force Status

	Total	%
Labor Force	38,762	
Employed	35,057	90.4%
Unemployed	3,642	9.4%
In Armed Forces	63	
Not In Labor Force	22,498	

#### 2009 Total Number of Housing

	Total	%
Total Dwellings	35,396	
Owner-Occupied Dwellings	25,004	78.0%
Renter-Occupied Dwellings	7,033	22.0%
Housing Units Occupied	32,037	90.5%

#### 2014 Total Number of Housing

	Total	%
Total Dwellings	35,642	
Owner-Occupied Dwellings	25,278	80.6%
Renter-Occupied Dwellings	6,088	19.4%
Housing Units Occupied	31,366	88.0%

2009 Education Attainment		
	Total	%
Population Age 25+	53,671	
< Grade 9	965	1.8%
Grade 9-12	3,343	6.2%
High School	16,266	30.3%
Some College	10,772	20.1%
Assoc Degree	4,680	8.7%
Bach Degree	9,995	18.6%
Grad Degree	7,650	14.3%
2009 Size of Household		
	Total	%
1 Person	7,574	23.6%
2 Person	12,280	38.3%
3 Person	5,574	17.4%
4 Person	4,163	13.0%
5 Person	1,756	5.5%
6+ Person	468	1.5%

2014 Education Attainment		
	Total	%
Population Age 25+	51,210	
< Gr 9	867	1.7%
Gr 9-12	3,242	6.3%
High School	15,059	29.4%
Some College	10,251	20.0%
Assoc Degree	4,779	9.3%
Bach Degree	9,231	18.0%
Grad Degree	7,781	15.2%
2014 Size of Household		
	Total	%
1 Person	7,598	24.2%
2 Person	12,854	41.0%
3 Person	5,948	19.0%
4 Person	3,140	10.0%
5 Person	1,320	4.2%
6+ Person	346	1.1%

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



## County of Midland, MI - Consumer Expenditures

County: Midland

Consumer Expenditures (2009)					
	\$ Per Household	Total \$000s		\$ Per Household	Total \$000s
<b>Apparel</b>	2,481	79,479	<b>Personal Care</b>	748	23,974
Men's Apparel	470	15,070	Hair Care	58	1,861
Boys' Apparel	118	3,768	Electric Personal Care Appliances	15	473
Women's Apparel	830	26,600	Personal Care Services	501	16,043
Girls' Apparel	161	5,163	Personal Care Products	175	5,598
Infants Apparel	110	3,511	<b>Reading</b>	171	5,473
Footwear	382	12,244	Newspapers	73	2,347
Apparel Services and Accessories	410	13,123	Magazines	35	1,122
<b>Education</b>	1,301	41,687	Books	63	2,004
Books And Supplies	182	5,844	<b>Tobacco</b>	322	10,304
Tuition	1,119	35,843	Cigarettes	289	9,273
<b>Entertainment</b>	2,920	93,535	Other Tobacco Products	32	1,031
Fees And Admissions	785	25,159	<b>Transportation</b>	10,280	329,333
Video And Audio Equipment	993	31,798	New Vehicle Purchase	2,697	86,388
Recreational Equipment And Supplies	1,142	36,578	Used Vehicle Purchase	1,605	51,410
<b>Food and Beverages</b>	7,831	250,884	Motorcycles (New And Used)	69	2,221
Food At Home	3,995	127,995	Vehicle Finance Charges	479	15,356
Food Away From Home	3,212	102,909	Gasoline And Oil	2,264	72,519
Alcoholic Beverages	624	19,980	Vehicle Repair And Maintenance	793	25,414
<b>Health Care</b>	3,127	100,175	Vehicle Insurance	1,154	36,966
Health Care Insurance	1,511	48,418	Public Transportation	622	19,917
Health Care Services	750	24,016	Other Transportation Costs	598	19,143
Health Care Supplies And Equipment	866	27,741			

<b>Household Furnishings and Equipment</b>	2,321	74,351	<b>Utilities</b>	3,537	113,316
Household Textiles	162	5,196	Natural Gas	501	16,035
Furniture	638	20,431	Electricity	1,287	41,230
Floor Coverings	84	2,699	Fuel Oil And Other Fuels	133	4,252
Major Appliances	269	8,611	Telephone Service	1,205	38,602
Housewares And Small Appliances	1,168	37,413	Other Utilities	412	13,197
<b>Shelter</b>	10,060	322,286	<b>Gifts</b>	1,436	46,010
Mortgage Interest	4,103	131,460	Gifts Of Apparel	285	9,124
Property Taxes	1,813	58,072	Gifts Of Apparel Accessories	36	1,161
Miscellaneous Owned Dwelling Costs	1,381	44,227	Gifts Of Education	289	9,267
Rental Costs	2,131	68,276	Gifts Of Recreation	98	3,130
Other Lodging	632	20,251	Gifts Of Food And Beverages	134	4,280
<b>Household Operations</b>	1,922	61,564	Gifts Of Household Furnishings And Equipment	234	7,493
Babysitting And Elderly Care	440	14,109	Gifts Of Household	61	1,942
Household Services	348	11,164	Gifts Of Transportation	79	2,519
Alimony And Child Support	281	9,012	Gifts Elsewhere Unspecified	221	7,094
Household Supplies	852	27,280	<b>Personal Insurance</b>	555	17,771
<b>Miscellaneous Expenses</b>	856	27,426	<b>Contributions</b>	2,052	65,755
Legal And Accounting	104	3,318			
Funeral And Cemetery	95	3,049			
Finance Charges Excluding Mortgage And Vehicle	551	17,658			
Other Miscellaneous Expenses	106	3,401			

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



## County of Midland, MI - Business and Workforce

County: Midland

<b>Total Establishments</b>	2,884	
<b>Total Employees</b>	34,654	
<b>Total Establishments by Size (2009)</b>		
	<b>Total</b>	<b>%</b>
<b>1-4 Employees</b>	1,665	57.7%
<b>5-9 Employees</b>	569	19.7%
<b>10-19 Employees</b>	294	10.2%
<b>20-49 Employees</b>	224	7.8%
<b>50-99 Employees</b>	85	2.9%
<b>100-249 Employees</b>	36	1.2%
<b>250-499 Employees</b>	7	0.2%
<b>500-999 Employees</b>	2	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>	12	0.4%
<b>Agricultural Services</b>	60	2.1%
<b>Coal and Ore Mining</b>	1	0.0%
<b>Oil and Gas</b>	3	0.1%
<b>General Construction</b>	116	4.0%
<b>Heavy Construction</b>	176	6.1%
<b>Food Manufacturing</b>	3	0.1%
<b>Tobacco Manufacturing</b>	0	0.0%
<b>Textile Mills</b>	1	0.0%
<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>	288	0.8%
<b>Mining (SIC 10-14)</b>	36	0.1%
<b>Construction (SIC 15-17)</b>	3,181	9.2%
<b>Manufacturing (SIC 20-39)</b>	3,308	9.5%
<b>Transportation and Communications (SIC 40-49)</b>	801	2.3%
<b>Wholesale Trade (SIC 50-51)</b>	854	2.5%
<b>Retail Trade (SIC 52-59)</b>	7,523	21.7%
<b>Finance, Insurance And Real Estate (SIC 60-69)</b>	1,409	4.1%
<b>Services (SIC 70-89)</b>	15,725	45.4%
<b>Public Administration (SIC 90-98)</b>	1,481	4.3%
<b>Unclassified (SIC 99)</b>	48	0.1%
<b>Total Employees by Establishment Type (2009)</b>		
	<b>Total</b>	<b>%</b>
<b>Agriculture, Forestry and Fishing</b>	44	0.1%
<b>Agricultural Services</b>	244	0.7%
<b>Coal and Ore Mining</b>	6	0.0%
<b>Oil and Gas</b>	30	0.1%
<b>General Construction</b>	1,207	3.5%
<b>Heavy Construction</b>	1,974	5.7%
<b>Food Manufacturing</b>	6	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	2	0.1%
Furniture Manufacturing	0	0.0%
Paper Manufacturing	0	0.0%
Printing and Publishing	12	0.4%
Chemicals	8	0.3%
Petroleum Refining	3	0.1%
Rubber and Plastics	3	0.1%
Leather Manufacturing	0	0.0%
Stone, Glass, and Concrete	4	0.1%
Metals Fabrication	9	0.3%
Machinery and Equipment Manufacturing	30	1.0%
Transportation	55	1.9%
Travel Services	4	0.1%
Transport Services	1	0.0%
Communications	25	0.9%
Utilities	9	0.3%
Durables Wholesale	82	2.8%
Non Durables Wholesale	31	1.1%
Building Materials, Hardware and Garden	45	1.6%
General Merchandise Stores	17	0.6%
Food Markets	18	0.6%
Convenience Stores	11	0.4%
Other Food Stores	28	1.0%
Auto Dealers and Gas Stations	68	2.4%
Clothing Stores	42	1.5%
Furniture Stores	10	0.3%
Home Furnishings	20	0.7%
Electronics and Computer Stores	16	0.6%
Music Stores	4	0.1%
Restaurants	84	2.9%

Lumber and Wood Production	8	0.0%
Furniture Manufacturing	0	0.0%
Paper Manufacturing	0	0.0%
Printing and Publishing	753	2.2%
Chemicals	100	0.3%
Petroleum Refining	70	0.2%
Rubber and Plastics	221	0.6%
Leather Manufacturing	0	0.0%
Stone, Glass, and Concrete	67	0.2%
Metals Fabrication	78	0.2%
Machinery and Equipment Manufacturing	1,979	5.7%
Transportation	477	1.4%
Travel Services	13	0.0%
Transport Services	1	0.0%
Communications	128	0.4%
Utilities	182	0.5%
Durables Wholesale	619	1.8%
Non Durables Wholesale	235	0.7%
Building Materials, Hardware and Garden	509	1.5%
General Merchandise Stores	932	2.7%
Food Markets	940	2.7%
Convenience Stores	72	0.2%
Other Food Stores	237	0.7%
Auto Dealers and Gas Stations	608	1.8%
Clothing Stores	264	0.8%
Furniture Stores	45	0.1%
Home Furnishings	97	0.3%
Electronics and Computer Stores	185	0.5%
Music Stores	24	0.1%
Restaurants	1,958	5.7%

Other Food Service	43	1.5%
Bars	7	0.2%
Drug Stores	13	0.5%
Liquor Stores	7	0.2%
Specialty Stores	143	5.0%
Catalog and Direct Sales	5	0.2%
Banks and Financial Institutions	72	2.5%
Insurance Carriers	2	0.1%
Insurance Agents and Brokers	52	1.8%
Real Estate	78	2.7%
Hotels and Lodging	14	0.5%
Dry Cleaning and Laundry	17	0.6%
Beauty and Barber Shops	70	2.4%
Other Personal Service	64	2.2%
Advertising	11	0.4%
Computer Services	25	0.9%
Other Business Services	110	3.8%
Auto Repair/Services	109	3.8%
Miscellaneous Repair Services	48	1.7%
Motion Pictures	9	0.3%
Entertainment and Recreation Services	55	1.9%
Health and Medical Services	226	7.8%
Hospitals	36	1.2%
Legal Services	29	1.0%
Primary and Secondary Education	54	1.9%
Colleges and Universities	3	0.1%
Social Services	100	3.5%
Child Care Services	37	1.3%
Museums and Zoos	5	0.2%
Membership Organizations	149	5.2%

Other Food Service	474	1.4%
Bars	45	0.1%
Drug Stores	251	0.7%
Liquor Stores	37	0.1%
Specialty Stores	830	2.4%
Catalog and Direct Sales	15	0.0%
Banks and Financial Institutions	598	1.7%
Insurance Carriers	32	0.1%
Insurance Agents and Brokers	265	0.8%
Real Estate	514	1.5%
Hotels and Lodging	575	1.7%
Dry Cleaning and Laundry	181	0.5%
Beauty and Barber Shops	340	1.0%
Other Personal Service	401	1.2%
Advertising	164	0.5%
Computer Services	112	0.3%
Other Business Services	994	2.9%
Auto Repair/Services	386	1.1%
Miscellaneous Repair Services	118	0.3%
Motion Pictures	66	0.2%
Entertainment and Recreation Services	588	1.7%
Health and Medical Services	1,679	4.8%
Hospitals	2,840	8.2%
Legal Services	111	0.3%
Primary and Secondary Education	2,529	7.3%
Colleges and Universities	99	0.3%
Social Services	1,622	4.7%
Child Care Services	728	2.1%
Museums and Zoos	33	0.1%
Membership Organizations	993	2.9%

Professional Services	94	3.3%
Government	132	4.6%
Unclassified Establishments	23	0.8%

Professional Services	695	2.0%
Government	1,481	4.3%
Unclassified Establishments	48	0.1%

**Total Employees by Occupation (2009)**

	<b>Total</b>	<b>%</b>
Executive, Managers, and Administrators	3,697	10.7%
Professional Specialty Occupations	5,923	17.1%
Sales Professionals	721	2.1%
Technologies and Technicians	1,256	3.6%
Sales Workers and Clerks	3,207	9.3%
Administrative Support Workers	6,284	18.1%
Technical, Sales, and Administrative: Field Occupations	102	0.3%
Private Household Service	0	0.0%
Protective Services	501	1.4%
Other Services: Site Based	5,206	15.0%
Other Services: Field Based	229	0.7%
Farming, Forestry, and Fishing	681	2.0%
Precision, Craft, and Repair: Site Based	2,891	8.3%
Construction, Repair, and Mining: Field Based	1,229	3.5%
Machine Operators, Assemblers, and Inspectors	787	2.3%
Transportation and Materials Moving Workers	988	2.9%
Handlers, Helpers and Laborers	904	2.6%

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