



# DEMOGRAPHIC REPORT

**Title:** Midland  
**Sub Title:**

**Point:** Proposed Location  
**Location:** 701 Joe Mann Blvd, Midland, MI 48642  
**Coordinates:** 43.65650948889912,-84.2319787314926

**1 miles**

**3 miles**

**5 miles**

## Demographics

	1 miles	3 miles	5 miles
Total Population	5,390	36,536	49,382
Trade Area Pop 18+	4,319	29,405	39,338
Effective Population 18+	3,284	27,585	38,720
Effective Index	76.03	93.81	98.43
Population density	1,028.93	978.1	575.32
Pop growth	0.01	-0.08	0.06
Total Households	2,091	14,951	20,119
Persons per Household	2.58	2.44	2.45
% Female	53	51.61	51.34
% Male	47	48.39	48.66
% Asian	6.01	3.36	3.12
% Black	1.96	1.88	1.78
% White	86.27	90.03	90.37
% Other	2.19	1.98	2.07
% Hispanic	3.57	2.74	2.65
Diversity Dispersion Indicator	0.75	0.81	0.82
Workplace employees	2,151	12,423	16,637
% White Collar	80.47	72.54	70.15
% Blue Collar	19.53	27.46	29.85
College/Graduate/Professional School (Residential Population)	321	2,870	3,643
College/Graduate/Professional School (Daytime Population)	225	6,835	7,484
College Estimate (Group Quarters)	0	557	572
% Bachelor's Degree+	57.08	48.66	43.93
Median Household Income	88,891	71,278	68,385
Household Income < \$25,000	299	2,650	3,724
Household Income \$25,000 - \$50,000	237	2,898	4,215
Household Income \$50,000 - \$75,000	326	2,588	3,550
Household Income \$75,000 - \$100,000	356	2,143	2,745
Household Income > \$100,000	873	4,672	5,884
Median Age	42	41	41
% Age 16 - 84	80.47	80.6	80.06
% AGE 0 -17	19.88	19.52	20.34
% AGE 18 -29	20.48	19.51	18.69
% AGE 30 -39	7.84	10.82	11.56
% AGE 40 - 49	9.5	10.49	10.86
% AGE 50 - 59	16	14.11	13.98
% AGE 60 -64	7.39	7.09	6.96



# DEMOGRAPHIC REPORT

**Title:** Midland  
**Sub Title:**

**Point:** Proposed Location  
**Location:** 701 Joe Mann Blvd, Midland, MI 48642  
**Coordinates:** 43.65650948889912, -84.2319787314926

