

MIDLAND

The City of Midland, Michigan, serves as the economic and cultural hub of Midland County, offering a vibrant community with a balanced mix of industry and lifestyle amenities. Known for its diverse employment sectors including manufacturing, healthcare, and professional services, Midland provides a solid foundation for economic growth and development. The city's strategic initiatives to support housing and infrastructure development make it a welcoming environment for investors looking to contribute to its thriving housing market. With a strong sense of community and a commitment to sustainable development, Midland is an excellent choice for businesses and housing developers aiming to support the local workforce and drive regional growth.

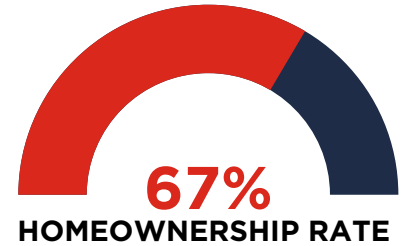
DEMOGRAPHICS

42,404
Population

38.8
Median Age

+.9%
10 Year
Population
Change

2.3
Average
Household
Size



TOP EMPLOYMENT INDUSTRIES

1. Educational Services, Health Care, Social Assistance 25.5%
2. Manufacturing 19.8%
3. Arts, Entertainment, Recreation, Accommodation and Food Service 11.4%
4. Professional, Scientific, Management, Administrative, Waste Management 10.4%
5. Retail Trade 9.0%

HOUSING FINANCIAL FACTS



\$72,000
MEDIAN
INCOME



\$177,600
MEDIAN
HOME VALUE



\$952
MEDIAN
RENTAL RATE

Source: American Community Survey (ACS), U.S. Census Bureau 2022



**MIDLAND
BUSINESS
ALLIANCE**



**HOUSING
FORWARD**