



TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

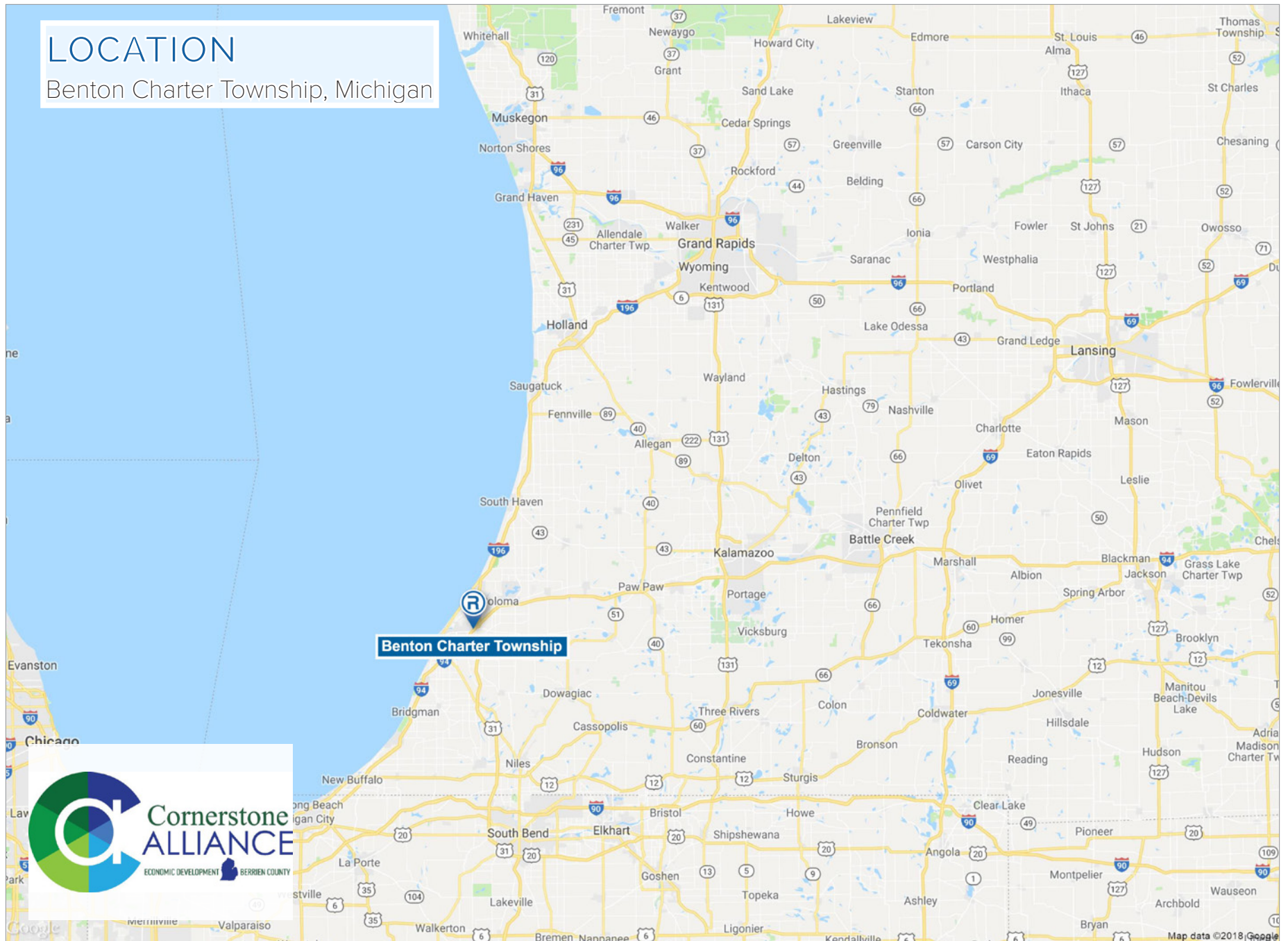
Benton Charter Township, Michigan

Prepared for
Cornerstone Alliance
July 2018



LOCATION

Benton Charter Township, Michigan



CONTACT

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COMMUNITY • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan

DESCRIPTION	DATA	%
Population		
2023 Projection	14,045	
2018 Estimate	14,145	
2010 Census	14,749	
2000 Census	16,404	
Growth 2018 - 2023		-0.71%
Growth 2010 - 2018		-4.10%
Growth 2000 - 2010		-10.09%
2018 Est. Population by Single-Classification Race	14,145	
White Alone	5,722	40.45%
Black or African American Alone	7,362	52.05%
Amer. Indian and Alaska Native Alone	78	0.55%
Asian Alone	72	0.51%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	505	3.57%
Two or More Races	406	2.87%
2018 Est. Population by Hispanic or Latino Origin	14,145	
Not Hispanic or Latino	13,035	92.15%
Hispanic or Latino	1,110	7.85%
Mexican	901	81.17%
Puerto Rican	56	5.05%
Cuban	23	2.07%
All Other Hispanic or Latino	130	11.71%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	1,110	
White Alone	439	39.55%
Black or African American Alone	77	6.94%
American Indian and Alaska Native Alone	6	0.54%
Asian Alone	13	1.17%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	493	44.41%
Two or More Races	82	7.39%
2018 Est. Pop by Race, Asian Alone, by Category	72	
Chinese, except Taiwanese	11	15.28%
Filipino	7	9.72%
Japanese	0	0.00%
Asian Indian	24	33.33%
Korean	16	22.22%
Vietnamese	1	1.39%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	1	1.39%
Thai	1	1.39%
All Other Asian Races Including 2+ Category	11	15.28%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	14,145	
Arab	0	0.00%
Czech	33	0.23%
Danish	12	0.09%
Dutch	129	0.91%
English	363	2.57%
French (except Basque)	44	0.31%
French Canadian	36	0.26%
German	1,392	9.84%
Greek	0	0.00%
Hungarian	13	0.09%
Irish	456	3.22%
Italian	267	1.89%
Lithuanian	0	0.00%
United States or American	429	3.03%
Norwegian	54	0.38%
Polish	153	1.08%
Portuguese	7	0.05%
Russian	32	0.23%
Scottish	60	0.42%
Scotch-Irish	36	0.26%
Slovak	13	0.09%
Subsaharan African	132	0.93%
Swedish	45	0.32%
Swiss	5	0.04%
Ukrainian	12	0.09%
Welsh	14	0.10%
West Indian (except Hisp. groups)	62	0.44%
Other ancestries	7,611	53.81%
Ancestry Unclassified	2,735	19.34%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	11,992	92.27%
Speak Asian/Pacific Island Language at Home	21	0.16%
Speak IndoEuropean Language at Home	41	0.32%
Speak Spanish at Home	932	7.17%
Speak Other Language at Home	11	0.09%
2018 Est. Population by Age	14,145	
Age 0 - 4	1,148	8.12%
Age 5 - 9	1,023	7.23%
Age 10 - 14	958	6.77%
Age 15 - 17	571	4.04%
Age 18 - 20	516	3.65%
Age 21 - 24	698	4.94%
Age 25 - 34	1,811	12.80%
Age 35 - 44	1,605	11.35%
Age 45 - 54	1,606	11.35%
Age 55 - 64	1,826	12.91%
Age 65 - 74	1,394	9.86%
Age 75 - 84	681	4.81%
Age 85 and over	308	2.18%
Age 16 and over	10,832	76.58%
Age 18 and over	10,445	73.84%
Age 21 and over	9,929	70.19%
Age 65 and over	2,383	16.85%
2018 Est. Median Age		37.09
2018 Est. Average Age		38.50

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	14,145	
Male	6,759	47.78%
Female	7,386	52.22%
2018 Est. Male Population by Age	6,759	
Age 0 - 4	590	8.73%
Age 5 - 9	518	7.66%
Age 10 - 14	494	7.31%
Age 15 - 17	292	4.32%
Age 18 - 20	272	4.02%
Age 21 - 24	360	5.33%
Age 25 - 34	855	12.65%
Age 35 - 44	765	11.32%
Age 45 - 54	743	10.99%
Age 55 - 64	841	12.44%
Age 65 - 74	626	9.26%
Age 75 - 84	285	4.22%
Age 85 and over	118	1.75%
2018 Est. Median Age, Male		34.98
2018 Est. Average Age, Male		37.10

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	7,386	
Age 0 - 4	558	7.56%
Age 5 - 9	505	6.84%
Age 10 - 14	464	6.28%
Age 15 - 17	279	3.78%
Age 18 - 20	244	3.30%
Age 21 - 24	338	4.58%
Age 25 - 34	956	12.94%
Age 35 - 44	840	11.37%
Age 45 - 54	863	11.68%
Age 55 - 64	985	13.34%
Age 65 - 74	768	10.40%
Age 75 - 84	396	5.36%
Age 85 and over	190	2.57%
2018 Est. Median Age, Female		39.07
2018 Est. Average Age, Female		39.90
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,296	39.00%
Males, Never Married	1,945	17.66%
Females, Never Married	2,351	21.34%
Married, Spouse present	3,609	32.76%
Married, Spouse absent	621	5.64%
Widowed	793	7.20%
Males Widowed	214	1.94%
Females Widowed	579	5.26%
Divorced	1,697	15.41%
Males Divorced	787	7.14%
Females Divorced	910	8.26%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	605	6.6%
Some High School, no diploma	1,285	13.9%
High School Graduate (or GED)	2,865	31.0%
Some College, no degree	2,236	24.2%
Associate Degree	967	10.5%
Bachelor's Degree	762	8.3%
Master's Degree	406	4.4%
Professional School Degree	97	1.1%
Doctorate Degree	8	0.1%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	335	57.66%
High School Graduate	80	13.77%
Some College or Associate's Degree	47	8.09%
Bachelor's Degree or Higher	119	20.48%
Households		
2023 Projection	5,803	
2018 Estimate	5,796	
2010 Census	5,913	
2000 Census	6,485	
Growth 2018 - 2023		0.12%
Growth 2010 - 2018		-1.98%
Growth 2000 - 2010		-8.82%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	3,617	62.41%
Nonfamily Households	2,179	37.60%
2018 Est. Group Quarters Population	197	
2018 Households by Ethnicity, Hispanic/Latino	306	
2018 Est. Households by Household Income		
Income < \$15,000	1,267	21.86%
Income \$15,000 - \$24,999	1,098	18.94%
Income \$25,000 - \$34,999	785	13.54%
Income \$35,000 - \$49,999	832	14.36%
Income \$50,000 - \$74,999	896	15.46%
Income \$75,000 - \$99,999	431	7.44%
Income \$100,000 - \$124,999	230	3.97%
Income \$125,000 - \$149,999	115	1.98%
Income \$150,000 - \$199,999	75	1.29%
Income \$200,000 - \$249,999	30	0.52%
Income \$250,000 - \$499,999	29	0.50%
Income \$500,000+	8	0.14%
2018 Est. Average Household Income		\$44,615
2018 Est. Median Household Income		\$31,455

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$41,822
Black or African American Alone		\$22,999
American Indian and Alaska Native Alone		\$75,000
Asian Alone		\$47,856
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$24,819
Two or More Races		\$28,976
Hispanic or Latino		\$30,674
Not Hispanic or Latino		\$31,519
2018 Est. Family HH Type by Presence of Own Child.	3,617	
Married-Couple Family, own children	557	15.40%
Married-Couple Family, no own children	1,294	35.78%
Male Householder, own children	115	3.18%
Male Householder, no own children	177	4.89%
Female Householder, own children	933	25.80%
Female Householder, no own children	541	14.96%
2018 Est. Households by Household Size	5,796	
1-person	1,915	33.04%
2-person	1,761	30.38%
3-person	953	16.44%
4-person	608	10.49%
5-person	318	5.49%
6-person	140	2.42%
7-or-more-person	101	1.74%
2018 Est. Average Household Size		2.41

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	5,796	
Households with 1 or More People under Age 18:	1,918	33.09%
Married-Couple Family	650	33.89%
Other Family, Male Householder	157	8.19%
Other Family, Female Householder	1,082	56.41%
Nonfamily, Male Householder	17	0.89%
Nonfamily, Female Householder	12	0.63%
Households with No People under Age 18:	3,878	66.91%
Married-Couple Family	1,203	31.02%
Other Family, Male Householder	133	3.43%
Other Family, Female Householder	393	10.13%
Nonfamily, Male Householder	982	25.32%
Nonfamily, Female Householder	1,167	30.09%
2018 Est. Households by Number of Vehicles	5,796	
No Vehicles	946	16.32%
1 Vehicle	2,516	43.41%
2 Vehicles	1,552	26.78%
3 Vehicles	644	11.11%
4 Vehicles	61	1.05%
5 or more Vehicles	77	1.33%
2018 Est. Average Number of Vehicles		1.4

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	3,617	
2018 Estimate	3,617	
2010 Census	3,705	
2000 Census	4,223	
Growth 2018 - 2023		0.00%
Growth 2010 - 2018		-2.38%
Growth 2000 - 2010		-12.27%
2018 Est. Families by Poverty Status	3,617	
2018 Families at or Above Poverty	2,552	70.56%
2018 Families at or Above Poverty with Children	1,047	28.95%
2018 Families Below Poverty	1,065	29.44%
2018 Families Below Poverty with Children	851	23.53%
2018 Est. Pop 16+ by Employment Status	10,832	
Civilian Labor Force, Employed	5,268	48.63%
Civilian Labor Force, Unemployed	657	6.07%
Armed Forces	0	0.00%
Not in Labor Force	4,907	45.30%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	5,015	
For-Profit Private Workers	3,586	71.51%
Non-Profit Private Workers	634	12.64%
Local Government Workers	60	1.20%
State Government Workers	133	2.65%
Federal Government Workers	160	3.19%
Self-Employed Workers	439	8.75%
Unpaid Family Workers	3	0.06%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	5,015	
Architect/Engineer	62	1.24%
Arts/Entertainment/Sports	34	0.68%
Building Grounds Maintenance	336	6.70%
Business/Financial Operations	74	1.48%
Community/Social Services	107	2.13%
Computer/Mathematical	35	0.70%
Construction/Extraction	214	4.27%
Education/Training/Library	157	3.13%
Farming/Fishing/Forestry	87	1.74%
Food Prep/Serving	338	6.74%
Health Practitioner/Technician	193	3.85%
Healthcare Support	268	5.34%
Maintenance Repair	119	2.37%
Legal	3	0.06%
Life/Physical/Social Science	52	1.04%
Management	264	5.26%
Office/Admin. Support	738	14.72%
Production	593	11.83%
Protective Services	91	1.82%
Sales/Related	495	9.87%
Personal Care/Service	290	5.78%
Transportation/Moving	465	9.27%
2018 Est. Pop 16+ by Occupation Classification	5,015	
White Collar	2,214	44.15%
Blue Collar	1,391	27.74%
Service and Farm	1,410	28.12%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	4,910	
Drove Alone	4,099	83.48%
Car Pooled	383	7.80%
Public Transportation	40	0.82%
Walked	69	1.41%
Bicycle	42	0.86%
Other Means	117	2.38%
Worked at Home	160	3.26%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,291	
15 - 29 Minutes	1,688	
30 - 44 Minutes	474	
45 - 59 Minutes	161	
60 or more Minutes	106	
2018 Est. Avg Travel Time to Work in Minutes		19
2018 Est. Occupied Housing Units by Tenure	5,796	
Owner Occupied	3,183	54.92%
Renter Occupied	2,613	45.08%
2018 Owner Occ. HUs: Avg. Length of Residence		18.6
2018 Renter Occ. HUs: Avg. Length of Residence		7

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	5,796	
Value Less than \$20,000	226	7.10%
Value \$20,000 - \$39,999	305	9.58%
Value \$40,000 - \$59,999	296	9.30%
Value \$60,000 - \$79,999	429	13.48%
Value \$80,000 - \$99,999	520	16.34%
Value \$100,000 - \$149,999	539	16.93%
Value \$150,000 - \$199,999	276	8.67%
Value \$200,000 - \$299,999	277	8.70%
Value \$300,000 - \$399,999	138	4.34%
Value \$400,000 - \$499,999	60	1.89%
Value \$500,000 - \$749,999	68	2.14%
Value \$750,000 - \$999,999	21	0.66%
Value \$1,000,000 or \$1,499,999	5	0.16%
Value \$1,500,000 or \$1,999,999	15	0.47%
Value \$2,000,000+	8	0.25%
2018 Est. Median All Owner-Occupied Housing Value		\$92,575
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	4,293	63.84%
1 Unit Detached	82	1.22%
2 Units	139	2.07%
3 or 4 Units	286	4.25%
5 to 19 Units	964	14.34%
20 to 49 Units	297	4.42%
50 or More Units	170	2.53%
Mobile Home or Trailer	494	7.35%
Boat, RV, Van, etc.	0	0.00%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	170	2.53%
Housing Units Built 2010 to 2014	18	0.27%
Housing Units Built 2000 to 2009	467	6.94%
Housing Units Built 1990 to 1999	534	7.94%
Housing Units Built 1980 to 1989	441	6.56%
Housing Units Built 1970 to 1979	1,122	16.68%
Housing Units Built 1960 to 1969	1,165	17.32%
Housing Units Built 1950 to 1959	1,380	20.52%
Housing Units Built 1940 to 1949	715	10.63%
Housing Unit Built 1939 or Earlier	713	10.60%
2018 Est. Median Year Structure Built		1965

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

 TheRetailCoach®



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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