



TheRetailCoach®

PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

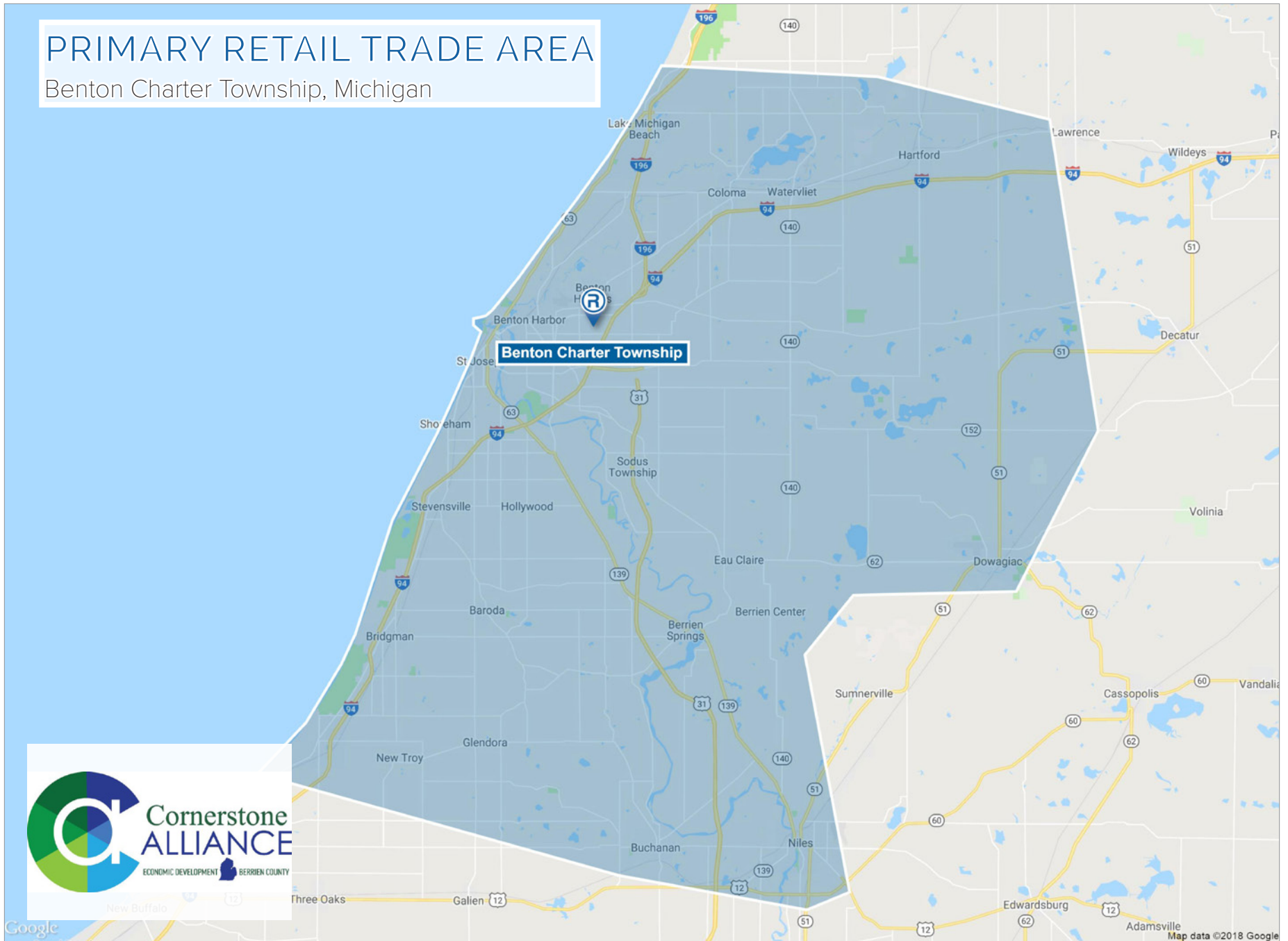
Benton Charter Township, Michigan

Prepared for
Cornerstone Alliance
July 2018



PRIMARY RETAIL TRADE AREA

Benton Charter Township, Michigan



CONTACT GREG VAUGHN, CHIEF OPERATING OFFICER

Cornerstone Alliance | 80 West Main Street | Benton Harbor, Michigan 49022 | 269.757.0224
gvaughn@stonealliance.org | www.stonealliance.org

PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Benton Charter Township, Michigan



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	\$2,233,205,449	\$628,816,541	\$1,604,388,908	0.28
441	Motor vehicle and parts dealers	\$513,374,166	\$60,141,755	\$453,232,411	0.12
4411	Automobile dealers	\$427,926,900	\$49,088,401	\$378,838,499	0.11
4412	Other motor vehicle dealers	\$42,639,261	\$4,906,719	\$37,732,542	0.12
4413	Automotive parts, accessories, and tire stores	\$42,808,005	\$6,146,635	\$36,661,370	0.14
442	Furniture and home furnishings stores	\$39,787,673	\$5,890,097	\$33,897,576	0.15
4421	Furniture stores	\$22,911,679	\$2,183,649	\$20,728,030	0.10
4422	Home furnishings stores	\$16,875,994	\$3,706,448	\$13,169,546	0.22
443	Electronics and appliance stores	\$38,783,109	\$5,543,651	\$33,239,458	0.14
443141	Household appliance stores	\$7,710,911	\$793,945	\$6,916,966	0.10
443142	Electronics stores	\$31,072,198	\$4,749,706	\$26,322,492	0.15
444	Building material and garden equipment and supplies dealers	\$166,658,045	\$65,650,683	\$101,007,362	0.39
4441	Building material and supplies dealers	\$144,709,429	\$48,019,549	\$96,689,880	0.33
44411	Home centers	\$86,911,973	\$22,175,753	\$64,736,220	0.26
44412	Paint and wallpaper stores	\$4,877,901	\$20,455	\$4,857,446	0.00
44413	Hardware stores	\$12,366,887	\$13,450,024	-\$1,083,137	1.09
44419	Other building material dealers	\$40,552,667	\$12,373,317	\$28,179,350	0.31
4442	Lawn and garden equipment and supplies stores	\$21,948,617	\$17,631,134	\$4,317,483	0.80
44421	Outdoor power equipment stores	\$4,724,371	\$507,049	\$4,217,322	0.11
44422	Nursery, garden center, and farm supply stores	\$17,224,246	\$17,124,085	\$100,161	0.99
445	Food and beverage stores	\$238,527,748	\$83,016,042	\$155,511,706	0.35
4451	Grocery stores	\$200,981,635	\$69,190,606	\$131,791,029	0.34
44511	Supermarkets and other grocery (except convenience) stores	\$191,470,922	\$66,815,489	\$124,655,433	0.35
44512	Convenience stores	\$9,510,713	\$2,375,117	\$7,135,596	0.25
4452	Specialty food stores	\$13,415,320	\$490,838	\$12,924,482	0.04
4453	Beer, wine, and liquor stores	\$24,130,794	\$13,334,598	\$10,796,196	0.55

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Benton Charter Township, Michigan



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$142,451,318	\$12,077,800	\$130,373,518	0.08
44611	Pharmacies and drug stores	\$116,235,556	\$9,202,372	\$107,033,184	0.08
44612	Cosmetics, beauty supplies, and perfume stores	\$6,102,136	\$182,008	\$5,920,128	0.03
44613	Optical goods stores	\$5,234,014	\$385,982	\$4,848,032	0.07
44619	Other health and personal care stores	\$14,879,613	\$2,307,438	\$12,572,175	0.16
447	Gasoline stations	\$217,846,243	\$60,010,903	\$157,835,340	0.28
44711	Gasoline stations with convenience stores	\$184,102,586	\$36,700,453	\$147,402,133	0.20
44719	Other gasoline stations	\$33,743,657	\$23,310,450	\$10,433,207	0.69
448	Clothing and clothing accessories stores	\$77,673,647	\$9,530,673	\$68,142,974	0.12
4481	Clothing stores	\$55,269,971	\$5,681,681	\$49,588,290	0.10
44811	Men's clothing stores	\$3,468,666	\$1,321,142	\$2,147,524	0.38
44812	Women's clothing stores	\$12,858,713	\$973,561	\$11,885,152	0.08
44813	Children's and infants' clothing stores	\$3,324,920	\$423,241	\$2,901,679	0.13
44814	Family clothing stores	\$27,417,391	\$2,642,704	\$24,774,687	0.10
44815	Clothing accessories stores	\$2,034,792	\$178,394	\$1,856,398	0.09
44819	Other clothing stores	\$6,165,489	\$142,639	\$6,022,850	0.02
4482	Shoe stores	\$11,467,600	\$1,285,366	\$10,182,234	0.11
4483	Jewelry, luggage, and leather goods stores	\$10,936,077	\$2,563,626	\$8,372,451	0.23
44831	Jewelry stores	\$10,608,938	\$2,563,626	\$8,045,312	0.24
44832	Luggage and leather goods stores	\$327,139	\$0	\$327,139	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$35,639,005	\$6,631,950	\$29,007,055	0.19
4511	Sporting goods, hobby, and musical instrument stores	\$30,378,413	\$5,472,365	\$24,906,048	0.18
45111	Sporting goods stores	\$19,113,323	\$4,305,745	\$14,807,578	0.23
45112	Hobby, toy, and game stores	\$6,873,621	\$375,851	\$6,497,770	0.05
45113	Sewing, needlework, and piece goods stores	\$2,501,880	\$776,042	\$1,725,838	0.31
45114	Musical instrument and supplies stores	\$1,889,588	\$14,727	\$1,874,861	0.01
4512	Book stores and news dealers	\$5,260,593	\$1,159,585	\$4,101,008	0.22

*Positive numbers denote leakage. negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Benton Charter Township, Michigan



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
452	General merchandise stores	\$349,718,058	\$269,449,981	\$80,268,077	0.77
4522	Department stores	\$49,492,174	\$12,879,685	\$36,612,489	0.26
4523	Other general merchandise stores	\$300,225,884	\$256,570,296	\$43,655,588	0.85
453	Miscellaneous store retailers	\$46,681,504	\$10,335,959	\$36,345,545	0.22
4531	Florists	\$3,080,589	\$992,785	\$2,087,804	0.32
4532	Office supplies, stationery, and gift stores	\$11,332,396	\$3,097,416	\$8,234,980	0.27
45321	Office supplies and stationery stores	\$4,915,961	\$2,547,978	\$2,367,983	0.52
45322	Gift, novelty, and souvenir stores	\$6,416,435	\$549,438	\$5,866,997	0.09
4533	Used merchandise stores	\$6,723,642	\$1,304,162	\$5,419,480	0.19
4539	Other miscellaneous store retailers	\$25,544,877	\$4,941,596	\$20,603,281	0.19
45391	Pet and pet supplies stores	\$9,979,839	\$4,737,910	\$5,241,929	0.47
45399	All other miscellaneous store retailers	\$15,565,038	\$203,686	\$15,361,352	0.01
454	Non-store retailers	\$111,306,955	\$1,928,375	\$109,378,580	0.02
722	Food services and drinking places	\$254,757,978	\$38,608,672	\$216,149,306	0.15
7223	Special food services	\$19,483,133	\$3,135,347	\$16,347,786	0.16
7224	Drinking places (alcoholic beverages)	\$10,622,732	\$669,341	\$9,953,391	0.06
7225	Restaurants and other eating places	\$224,652,113	\$34,803,984	\$189,848,129	0.15
722511	Full-service restaurants	\$111,968,855	\$20,069,219	\$91,899,636	0.18
722513	Limited-service restaurants	\$98,681,863	\$13,654,612	\$85,027,251	0.14
722514	Cafeterias, grill buffets, and buffets	\$2,321,148	\$52,347	\$2,268,801	0.02
722515	Snack and nonalcoholic beverage bars	\$11,680,247	\$1,027,806	\$10,652,441	0.09

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan



DESCRIPTION	DATA	%
Population		
2023 Projection	155,151	
2018 Estimate	156,607	
2010 Census	160,387	
2000 Census	165,775	
Growth 2018 - 2023		-0.93%
Growth 2010 - 2018		-2.36%
Growth 2000 - 2010		-3.25%
2018 Est. Population by Single-Classification Race	156,607	
White Alone	117,958	75.32%
Black or African American Alone	24,131	15.41%
Amer. Indian and Alaska Native Alone	1,191	0.76%
Asian Alone	3,251	2.08%
Native Hawaiian and Other Pacific Island Alone	109	0.07%
Some Other Race Alone	5,117	3.27%
Two or More Races	4,850	3.10%
2018 Est. Population by Hispanic or Latino Origin	156,607	
Not Hispanic or Latino	144,921	92.54%
Hispanic or Latino	11,687	7.46%
Mexican	8,732	74.72%
Puerto Rican	844	7.22%
Cuban	212	1.81%
All Other Hispanic or Latino	1,899	16.25%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	11,687	
White Alone	5,317	45.50%
Black or African American Alone	367	3.14%
American Indian and Alaska Native Alone	129	1.10%
Asian Alone	53	0.45%
Native Hawaiian and Other Pacific Islander Alone	3	0.03%
Some Other Race Alone	4,939	42.26%
Two or More Races	879	7.52%
2018 Est. Pop by Race, Asian Alone, by Category	3,251	
Chinese, except Taiwanese	415	12.77%
Filipino	400	12.30%
Japanese	63	1.94%
Asian Indian	928	28.55%
Korean	867	26.67%
Vietnamese	34	1.05%
Cambodian	1	0.03%
Hmong	15	0.46%
Laotian	36	1.11%
Thai	42	1.29%
All Other Asian Races Including 2+ Category	451	13.87%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan



DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	156,607	
Arab	490	0.31%
Czech	476	0.30%
Danish	422	0.27%
Dutch	3,139	2.00%
English	9,018	5.76%
French (except Basque)	2,010	1.28%
French Canadian	819	0.52%
German	29,011	18.53%
Greek	175	0.11%
Hungarian	537	0.34%
Irish	11,272	7.20%
Italian	4,808	3.07%
Lithuanian	433	0.28%
United States or American	7,384	4.72%
Norwegian	970	0.62%
Polish	4,196	2.68%
Portuguese	103	0.07%
Russian	872	0.56%
Scottish	1,583	1.01%
Scotch-Irish	652	0.42%
Slovak	155	0.10%
Subsaharan African	1,861	1.19%
Swedish	1,558	1.00%
Swiss	268	0.17%
Ukrainian	404	0.26%
Welsh	501	0.32%
West Indian (except Hisp. groups)	1,013	0.65%
Other ancestries	44,052	28.13%
Ancestry Unclassified	28,428	18.15%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	134,006	91.36%
Speak Asian/Pacific Island Language at Home	1,931	1.32%
Speak IndoEuropean Language at Home	3,145	2.14%
Speak Spanish at Home	6,343	4.32%
Speak Other Language at Home	1,263	0.86%
2018 Est. Population by Age	156,607	
Age 0 - 4	9,921	6.34%
Age 5 - 9	9,809	6.26%
Age 10 - 14	9,900	6.32%
Age 15 - 17	6,170	3.94%
Age 18 - 20	6,189	3.95%
Age 21 - 24	7,857	5.02%
Age 25 - 34	18,034	11.52%
Age 35 - 44	17,802	11.37%
Age 45 - 54	19,638	12.54%
Age 55 - 64	22,112	14.12%
Age 65 - 74	17,070	10.90%
Age 75 - 84	8,210	5.24%
Age 85 and over	3,896	2.49%
Age 16 and over	124,960	79.79%
Age 18 and over	120,807	77.14%
Age 21 and over	114,618	73.19%
Age 65 and over	29,176	18.63%
2018 Est. Median Age		40.92
2018 Est. Average Age		40.73

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan



DESCRIPTION	DATA	%
2018 Est. Population by Sex	156,607	
Male	76,803	49.04%
Female	79,804	50.96%
2018 Est. Male Population by Age	76,803	
Age 0 - 4	5,038	6.56%
Age 5 - 9	4,985	6.49%
Age 10 - 14	5,074	6.61%
Age 15 - 17	3,146	4.10%
Age 18 - 20	3,194	4.16%
Age 21 - 24	4,070	5.30%
Age 25 - 34	9,084	11.83%
Age 35 - 44	8,822	11.49%
Age 45 - 54	9,605	12.51%
Age 55 - 64	10,874	14.16%
Age 65 - 74	7,943	10.34%
Age 75 - 84	3,590	4.67%
Age 85 and over	1,377	1.79%
2018 Est. Median Age, Male		39.35
2018 Est. Average Age, Male		39.53

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	79,804	
Age 0 - 4	4,883	6.12%
Age 5 - 9	4,824	6.05%
Age 10 - 14	4,826	6.05%
Age 15 - 17	3,024	3.79%
Age 18 - 20	2,995	3.75%
Age 21 - 24	3,787	4.75%
Age 25 - 34	8,950	11.22%
Age 35 - 44	8,980	11.25%
Age 45 - 54	10,033	12.57%
Age 55 - 64	11,238	14.08%
Age 65 - 74	9,126	11.44%
Age 75 - 84	4,620	5.79%
Age 85 and over	2,518	3.16%
2018 Est. Median Age, Female		42.44
2018 Est. Average Age, Female		41.83
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	38,926	30.66%
Males, Never Married	19,882	15.66%
Females, Never Married	19,045	15.00%
Married, Spouse present	57,689	45.43%
Married, Spouse absent	5,192	4.09%
Widowed	8,476	6.68%
Males Widowed	2,005	1.58%
Females Widowed	6,471	5.10%
Divorced	16,694	13.15%
Males Divorced	7,958	6.27%
Females Divorced	8,735	6.88%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan



DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,295	3.1%
Some High School, no diploma	8,048	7.5%
High School Graduate (or GED)	31,279	29.3%
Some College, no degree	24,425	22.9%
Associate Degree	11,675	10.9%
Bachelor's Degree	16,751	15.7%
Master's Degree	8,476	7.9%
Professional School Degree	1,791	1.7%
Doctorate Degree	1,022	1.0%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,666	30.03%
High School Graduate	1,100	19.83%
Some College or Associate's Degree	1,052	18.97%
Bachelor's Degree or Higher	1,730	31.19%
Households		
2023 Projection	62,415	
2018 Estimate	62,753	
2010 Census	63,631	
2000 Census	64,060	
Growth 2018 - 2023		-0.54%
Growth 2010 - 2018		-1.38%
Growth 2000 - 2010		-0.67%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	62,753	
Family Households	41,613	66.31%
Nonfamily Households	21,140	33.69%
2018 Est. Group Quarters Population	3,621	
2018 Households by Ethnicity, Hispanic/Latino	2,947	
2018 Est. Households by Household Income	62,753	
Income < \$15,000	7,775	12.39%
Income \$15,000 - \$24,999	7,083	11.29%
Income \$25,000 - \$34,999	7,228	11.52%
Income \$35,000 - \$49,999	9,171	14.61%
Income \$50,000 - \$74,999	10,525	16.77%
Income \$75,000 - \$99,999	7,402	11.80%
Income \$100,000 - \$124,999	4,936	7.87%
Income \$125,000 - \$149,999	2,905	4.63%
Income \$150,000 - \$199,999	2,685	4.28%
Income \$200,000 - \$249,999	1,375	2.19%
Income \$250,000 - \$499,999	1,165	1.86%
Income \$500,000+	503	0.80%
2018 Est. Average Household Income		\$72,128
2018 Est. Median Household Income		\$50,229

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$56,429
Black or African American Alone		\$24,402
American Indian and Alaska Native Alone		\$67,095
Asian Alone		\$79,941
Native Hawaiian and Other Pacific Islander Alone		\$10,986
Some Other Race Alone		\$37,211
Two or More Races		\$40,772
Hispanic or Latino		\$44,795
Not Hispanic or Latino		\$50,682
2018 Est. Family HH Type by Presence of Own Child.	41,613	
Married-Couple Family, own children	10,669	25.64%
Married-Couple Family, no own children	19,147	46.01%
Male Householder, own children	1,440	3.46%
Male Householder, no own children	1,503	3.61%
Female Householder, own children	5,126	12.32%
Female Householder, no own children	3,728	8.96%
2018 Est. Households by Household Size	62,753	
1-person	18,278	29.13%
2-person	21,659	34.52%
3-person	9,614	15.32%
4-person	7,312	11.65%
5-person	3,577	5.70%
6-person	1,464	2.33%
7-or-more-person	849	1.35%
2018 Est. Average Household Size		2.44

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	62,753	
Households with 1 or More People under Age 18:	19,557	31.17%
Married-Couple Family	11,566	59.14%
Other Family, Male Householder	1,714	8.76%
Other Family, Female Householder	6,014	30.75%
Nonfamily, Male Householder	202	1.03%
Nonfamily, Female Householder	61	0.31%
Households with No People under Age 18:	43,196	68.84%
Married-Couple Family	18,265	42.28%
Other Family, Male Householder	1,225	2.84%
Other Family, Female Householder	2,841	6.58%
Nonfamily, Male Householder	9,537	22.08%
Nonfamily, Female Householder	11,328	26.23%
2018 Est. Households by Number of Vehicles	62,753	
No Vehicles	5,191	8.27%
1 Vehicle	22,630	36.06%
2 Vehicles	23,135	36.87%
3 Vehicles	8,624	13.74%
4 Vehicles	2,223	3.54%
5 or more Vehicles	951	1.52%
2018 Est. Average Number of Vehicles		1.74

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan



DESCRIPTION	DATA	%
Family Households		
2023 Projection	41,398	
2018 Estimate	41,613	
2010 Census	42,205	
2000 Census	43,736	
Growth 2018 - 2023		-0.52%
Growth 2010 - 2018		-1.40%
Growth 2000 - 2010		-3.50%
2018 Est. Families by Poverty Status	41,613	
2018 Families at or Above Poverty	35,977	86.46%
2018 Families at or Above Poverty with Children	14,304	34.37%
2018 Families Below Poverty	5,636	13.54%
2018 Families Below Poverty with Children	4,473	10.75%
2018 Est. Pop 16+ by Employment Status	124,959	
Civilian Labor Force, Employed	69,830	55.88%
Civilian Labor Force, Unemployed	6,318	5.06%
Armed Forces	41	0.03%
Not in Labor Force	48,770	39.03%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	68,151	
For-Profit Private Workers	48,235	70.78%
Non-Profit Private Workers	8,314	12.20%
Local Government Workers	543	0.80%
State Government Workers	1,754	2.57%
Federal Government Workers	3,148	4.62%
Self-Employed Workers	6,040	8.86%
Unpaid Family Workers	117	0.17%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	68,151	
Architect/Engineer	1,941	2.85%
Arts/Entertainment/Sports	739	1.08%
Building Grounds Maintenance	2,587	3.80%
Business/Financial Operations	2,402	3.53%
Community/Social Services	1,453	2.13%
Computer/Mathematical	1,051	1.54%
Construction/Extraction	3,192	4.68%
Education/Training/Library	4,098	6.01%
Farming/Fishing/Forestry	900	1.32%
Food Prep/Serving	4,353	6.39%
Health Practitioner/Technician	3,563	5.23%
Healthcare Support	1,847	2.71%
Maintenance Repair	2,478	3.64%
Legal	554	0.81%
Life/Physical/Social Science	602	0.88%
Management	6,025	8.84%
Office/Admin. Support	9,180	13.47%
Production	6,773	9.94%
Protective Services	978	1.44%
Sales/Related	6,534	9.59%
Personal Care/Service	2,461	3.61%
Transportation/Moving	4,440	6.52%
2018 Est. Pop 16+ by Occupation Classification	68,151	
White Collar	38,143	55.97%
Blue Collar	16,882	24.77%
Service and Farm	13,126	19.26%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan



DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	67,123	
Drove Alone	55,439	82.59%
Car Pooled	5,564	8.29%
Public Transportation	275	0.41%
Walked	1,798	2.68%
Bicycle	319	0.48%
Other Means	670	1.00%
Worked at Home	3,057	4.55%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	27,069	
15 - 29 Minutes	24,827	
30 - 44 Minutes	7,773	
45 - 59 Minutes	2,343	
60 or more Minutes	2,043	
2018 Est. Avg Travel Time to Work in Minutes		20.96
2018 Est. Occupied Housing Units by Tenure	62,753	
Owner Occupied	44,085	70.25%
Renter Occupied	18,668	29.75%
2018 Owner Occ. HUs: Avg. Length of Residence		18.89
2018 Renter Occ. HUs: Avg. Length of Residence		6.65

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	62,753	
Value Less than \$20,000	1,922	4.36%
Value \$20,000 - \$39,999	1,877	4.26%
Value \$40,000 - \$59,999	2,322	5.27%
Value \$60,000 - \$79,999	3,253	7.38%
Value \$80,000 - \$99,999	4,491	10.19%
Value \$100,000 - \$149,999	9,071	20.58%
Value \$150,000 - \$199,999	7,571	17.17%
Value \$200,000 - \$299,999	7,070	16.04%
Value \$300,000 - \$399,999	2,904	6.59%
Value \$400,000 - \$499,999	1,447	3.28%
Value \$500,000 - \$749,999	1,143	2.59%
Value \$750,000 - \$999,999	482	1.09%
Value \$1,000,000 or \$1,499,999	260	0.59%
Value \$1,500,000 or \$1,999,999	84	0.19%
Value \$2,000,000+	188	0.43%
2018 Est. Median All Owner-Occupied Housing Value		\$144,567
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	57,912	75.57%
1 Unit Detached	1,285	1.68%
2 Units	2,861	3.73%
3 or 4 Units	2,283	2.98%
5 to 19 Units	5,087	6.64%
20 to 49 Units	1,528	1.99%
50 or More Units	1,389	1.81%
Mobile Home or Trailer	4,273	5.58%
Boat, RV, Van, etc.	16	0.02%

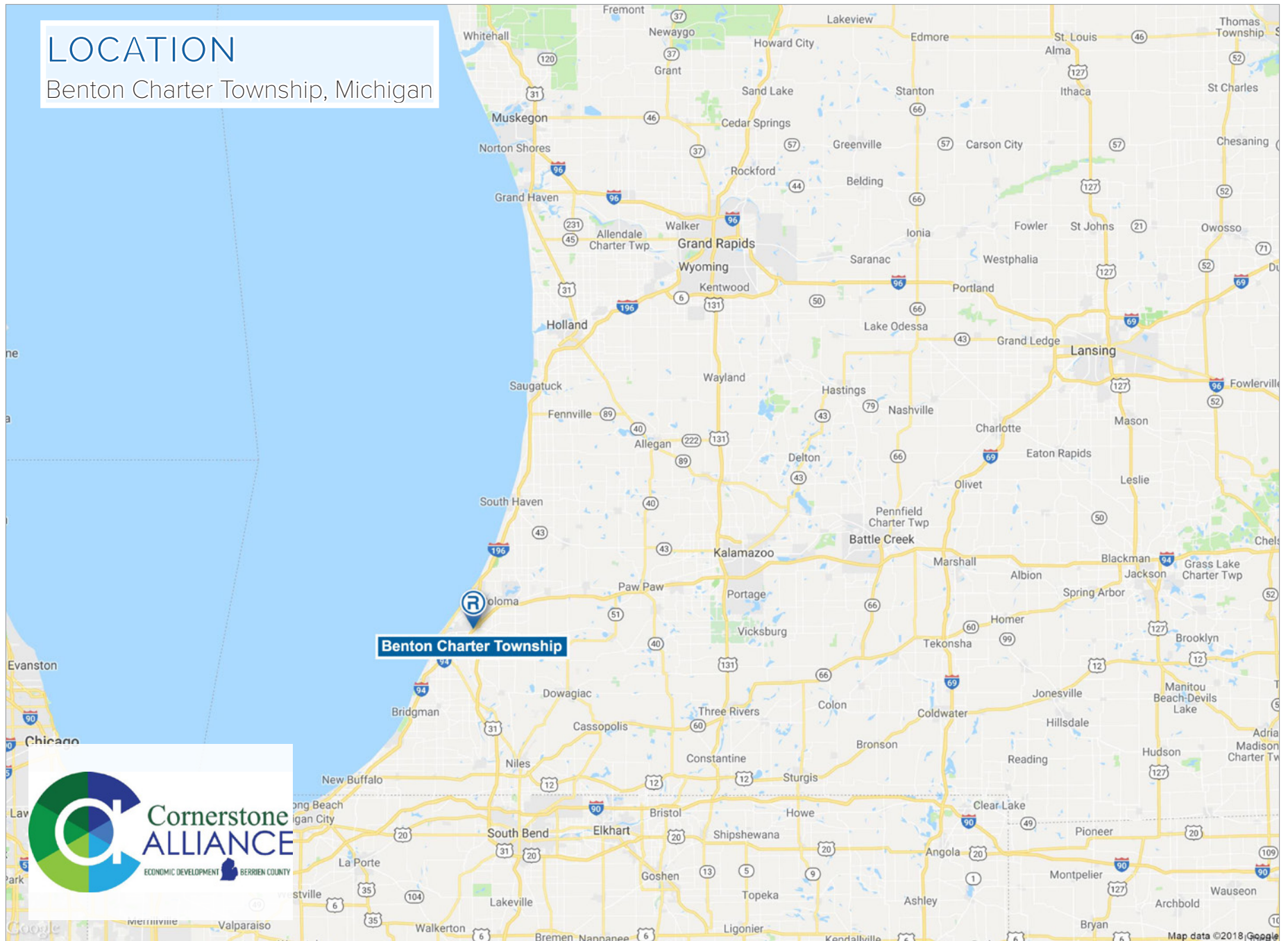
PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	873	1.14%
Housing Units Built 2010 to 2014	544	0.71%
Housing Units Built 2000 to 2009	7,219	9.42%
Housing Units Built 1990 to 1999	8,170	10.66%
Housing Units Built 1980 to 1989	6,684	8.72%
Housing Units Built 1970 to 1979	10,889	14.21%
Housing Units Built 1960 to 1969	10,937	14.27%
Housing Units Built 1950 to 1959	11,639	15.19%
Housing Units Built 1940 to 1949	6,340	8.27%
Housing Unit Built 1939 or Earlier	13,340	17.41%
2018 Est. Median Year Structure Built		1966

LOCATION

Benton Charter Township, Michigan



CONTACT

GREG VAUGHN, CHIEF OPERATING OFFICER

Cornerstone Alliance | 80 West Main Street | Benton Harbor, Michigan 49022 | 269.757.0224
gvaughn@stonealliance.org | www.stonealliance.org

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%

COMMUNITY • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan

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

COMMUNITY • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan

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%

COMMUNITY • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan

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

COMMUNITY • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan

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

COMMUNITY • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan

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%

COMMUNITY • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan

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%

COMMUNITY • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan

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.

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