



TheRetailCoach®

SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

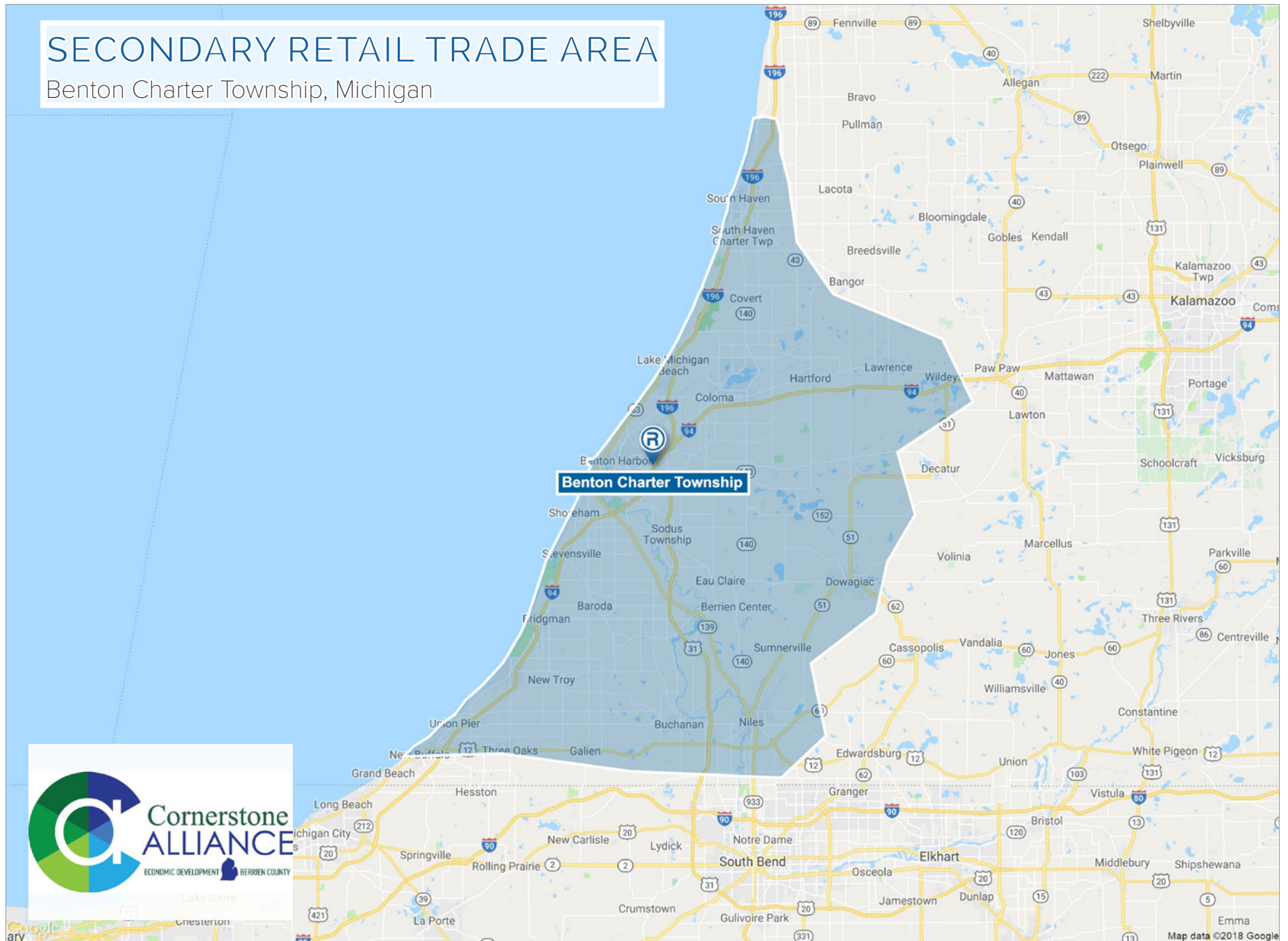
Benton Charter Township, Michigan

Prepared for
Cornerstone Alliance
July 2018



SECONDARY 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

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan



DESCRIPTION	DATA	%
Population		
2023 Projection	195,009	
2018 Estimate	196,827	
2010 Census	201,740	
2000 Census	209,445	
Growth 2018 - 2023		-0.92%
Growth 2010 - 2018		-2.44%
Growth 2000 - 2010		-3.68%
2018 Est. Population by Single-Classification Race	196,827	
White Alone	152,055	77.25%
Black or African American Alone	26,452	13.44%
Amer. Indian and Alaska Native Alone	1,602	0.81%
Asian Alone	3,514	1.79%
Native Hawaiian and Other Pacific Island Alone	125	0.06%
Some Other Race Alone	7,108	3.61%
Two or More Races	5,972	3.03%
2018 Est. Population by Hispanic or Latino Origin	196,827	
Not Hispanic or Latino	181,340	92.13%
Hispanic or Latino	15,486	7.87%
Mexican	11,958	77.22%
Puerto Rican	1,044	6.74%
Cuban	239	1.54%
All Other Hispanic or Latino	2,245	14.50%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	15,486	
White Alone	6,773	43.74%
Black or African American Alone	446	2.88%
American Indian and Alaska Native Alone	203	1.31%
Asian Alone	58	0.38%
Native Hawaiian and Other Pacific Islander Alone	4	0.03%
Some Other Race Alone	6,908	44.61%
Two or More Races	1,095	7.07%
2018 Est. Pop by Race, Asian Alone, by Category	3,514	
Chinese, except Taiwanese	435	12.38%
Filipino	429	12.21%
Japanese	84	2.39%
Asian Indian	1,033	29.40%
Korean	893	25.41%
Vietnamese	45	1.28%
Cambodian	2	0.06%
Hmong	15	0.43%
Laotian	50	1.42%
Thai	44	1.25%
All Other Asian Races Including 2+ Category	483	13.75%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	196,827	
Arab	551	0.28%
Czech	677	0.34%
Danish	499	0.25%
Dutch	4,159	2.11%
English	11,798	5.99%
French (except Basque)	2,583	1.31%
French Canadian	960	0.49%
German	36,333	18.46%
Greek	289	0.15%
Hungarian	742	0.38%
Irish	14,239	7.23%
Italian	5,919	3.01%
Lithuanian	557	0.28%
United States or American	9,983	5.07%
Norwegian	1,348	0.69%
Polish	6,113	3.11%
Portuguese	118	0.06%
Russian	976	0.50%
Scottish	1,998	1.02%
Scotch-Irish	856	0.44%
Slovak	222	0.11%
Subsaharan African	1,960	1.00%
Swedish	2,150	1.09%
Swiss	340	0.17%
Ukrainian	426	0.22%
Welsh	612	0.31%
West Indian (except Hisp. groups)	1,072	0.55%
Other ancestries	53,172	27.02%
Ancestry Unclassified	36,174	18.38%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	169,388	91.67%
Speak Asian/Pacific Island Language at Home	2,021	1.09%
Speak IndoEuropean Language at Home	3,613	1.96%
Speak Spanish at Home	8,430	4.56%
Speak Other Language at Home	1,320	0.71%
2018 Est. Population by Age	196,827	
Age 0 - 4	12,055	6.13%
Age 5 - 9	12,027	6.11%
Age 10 - 14	12,253	6.23%
Age 15 - 17	7,684	3.90%
Age 18 - 20	7,569	3.85%
Age 21 - 24	9,715	4.94%
Age 25 - 34	22,158	11.26%
Age 35 - 44	21,927	11.14%
Age 45 - 54	24,726	12.56%
Age 55 - 64	28,761	14.61%
Age 65 - 74	22,433	11.40%
Age 75 - 84	10,633	5.40%
Age 85 and over	4,885	2.48%
Age 16 and over	157,980	80.26%
Age 18 and over	152,808	77.64%
Age 21 and over	145,239	73.79%
Age 65 and over	37,952	19.28%
2018 Est. Median Age		41.90
2018 Est. Average Age		41.26

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	196,827	
Male	96,667	49.11%
Female	100,159	50.89%
2018 Est. Male Population by Age	96,667	
Age 0 - 4	6,128	6.34%
Age 5 - 9	6,113	6.32%
Age 10 - 14	6,260	6.48%
Age 15 - 17	3,917	4.05%
Age 18 - 20	3,906	4.04%
Age 21 - 24	5,026	5.20%
Age 25 - 34	11,189	11.58%
Age 35 - 44	10,914	11.29%
Age 45 - 54	12,119	12.54%
Age 55 - 64	14,142	14.63%
Age 65 - 74	10,530	10.89%
Age 75 - 84	4,681	4.84%
Age 85 and over	1,743	1.80%
2018 Est. Median Age, Male		40.37
2018 Est. Average Age, Male		40.13

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	100,159	
Age 0 - 4	5,927	5.92%
Age 5 - 9	5,914	5.91%
Age 10 - 14	5,993	5.98%
Age 15 - 17	3,767	3.76%
Age 18 - 20	3,663	3.66%
Age 21 - 24	4,690	4.68%
Age 25 - 34	10,969	10.95%
Age 35 - 44	11,013	11.00%
Age 45 - 54	12,607	12.59%
Age 55 - 64	14,619	14.60%
Age 65 - 74	11,904	11.89%
Age 75 - 84	5,952	5.94%
Age 85 and over	3,142	3.14%
2018 Est. Median Age, Female		43.38
2018 Est. Average Age, Female		42.32
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	48,024	29.92%
Males, Never Married	25,016	15.59%
Females, Never Married	23,008	14.34%
Married, Spouse present	74,170	46.21%
Married, Spouse absent	6,284	3.92%
Widowed	10,901	6.79%
Males Widowed	2,554	1.59%
Females Widowed	8,347	5.20%
Divorced	21,113	13.16%
Males Divorced	9,938	6.19%
Females Divorced	11,176	6.96%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,535	3.3%
Some High School, no diploma	10,337	7.6%
High School Graduate (or GED)	40,665	30.0%
Some College, no degree	31,464	23.2%
Associate Degree	14,519	10.7%
Bachelor's Degree	20,393	15.0%
Master's Degree	10,277	7.6%
Professional School Degree	2,082	1.5%
Doctorate Degree	1,251	0.9%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,414	33.10%
High School Graduate	1,467	20.12%
Some College or Associate's Degree	1,455	19.95%
Bachelor's Degree or Higher	1,958	26.85%
Households		
2023 Projection	78,860	
2018 Estimate	79,232	
2010 Census	80,298	
2000 Census	80,988	
Growth 2018 - 2023		-0.47%
Growth 2010 - 2018		-1.33%
Growth 2000 - 2010		-0.85%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	52,798	66.64%
Nonfamily Households	26,433	33.36%
2018 Est. Group Quarters Population	4,043	
2018 Households by Ethnicity, Hispanic/Latino	3,873	
2018 Est. Households by Household Income		
Income < \$15,000	9,751	12.31%
Income \$15,000 - \$24,999	8,777	11.08%
Income \$25,000 - \$34,999	9,086	11.47%
Income \$35,000 - \$49,999	11,734	14.81%
Income \$50,000 - \$74,999	13,755	17.36%
Income \$75,000 - \$99,999	9,264	11.69%
Income \$100,000 - \$124,999	6,106	7.71%
Income \$125,000 - \$149,999	3,572	4.51%
Income \$150,000 - \$199,999	3,355	4.23%
Income \$200,000 - \$249,999	1,725	2.18%
Income \$250,000 - \$499,999	1,459	1.84%
Income \$500,000+	647	0.82%
2018 Est. Average Household Income		\$71,989
2018 Est. Median Household Income		\$50,396

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$55,751
Black or African American Alone		\$24,230
American Indian and Alaska Native Alone		\$59,340
Asian Alone		\$81,372
Native Hawaiian and Other Pacific Islander Alone		\$13,718
Some Other Race Alone		\$36,859
Two or More Races		\$40,137
Hispanic or Latino		\$43,024
Not Hispanic or Latino		\$51,031
2018 Est. Family HH Type by Presence of Own Child.	52,798	
Married-Couple Family, own children	13,385	25.35%
Married-Couple Family, no own children	24,947	47.25%
Male Householder, own children	1,845	3.49%
Male Householder, no own children	1,907	3.61%
Female Householder, own children	6,099	11.55%
Female Householder, no own children	4,615	8.74%
2018 Est. Households by Household Size	79,232	
1-person	22,910	28.92%
2-person	27,810	35.10%
3-person	12,054	15.21%
4-person	9,115	11.50%
5-person	4,453	5.62%
6-person	1,832	2.31%
7-or-more-person	1,057	1.33%
2018 Est. Average Household Size		2.43

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	79,232	
Households with 1 or More People under Age 18:	24,266	30.63%
Married-Couple Family	14,556	59.99%
Other Family, Male Householder	2,191	9.03%
Other Family, Female Householder	7,179	29.59%
Nonfamily, Male Householder	259	1.07%
Nonfamily, Female Householder	80	0.33%
Households with No People under Age 18:	54,966	69.37%
Married-Couple Family	23,799	43.30%
Other Family, Male Householder	1,563	2.84%
Other Family, Female Householder	3,527	6.42%
Nonfamily, Male Householder	12,067	21.95%
Nonfamily, Female Householder	14,010	25.49%
2018 Est. Households by Number of Vehicles	79,232	
No Vehicles	6,101	7.70%
1 Vehicle	28,241	35.64%
2 Vehicles	29,519	37.26%
3 Vehicles	11,196	14.13%
4 Vehicles	3,023	3.82%
5 or more Vehicles	1,150	1.45%
2018 Est. Average Number of Vehicles		1.76

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	52,565	
2018 Estimate	52,798	
2010 Census	53,512	
2000 Census	55,727	
Growth 2018 - 2023		-0.44%
Growth 2010 - 2018		-1.33%
Growth 2000 - 2010		-3.98%
2018 Est. Families by Poverty Status	52,798	
2018 Families at or Above Poverty	45,947	87.02%
2018 Families at or Above Poverty with Children	17,819	33.75%
2018 Families Below Poverty	6,852	12.98%
2018 Families Below Poverty with Children	5,392	10.21%
2018 Est. Pop 16+ by Employment Status	157,980	
Civilian Labor Force, Employed	87,306	55.26%
Civilian Labor Force, Unemployed	7,936	5.02%
Armed Forces	42	0.03%
Not in Labor Force	62,696	39.69%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	85,522	
For-Profit Private Workers	60,539	70.79%
Non-Profit Private Workers	9,687	11.33%
Local Government Workers	761	0.89%
State Government Workers	2,196	2.57%
Federal Government Workers	4,320	5.05%
Self-Employed Workers	7,891	9.23%
Unpaid Family Workers	128	0.15%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	85,522	
Architect/Engineer	2,231	2.61%
Arts/Entertainment/Sports	875	1.02%
Building Grounds Maintenance	3,405	3.98%
Business/Financial Operations	2,933	3.43%
Community/Social Services	1,708	2.00%
Computer/Mathematical	1,286	1.50%
Construction/Extraction	4,147	4.85%
Education/Training/Library	5,086	5.95%
Farming/Fishing/Forestry	1,284	1.50%
Food Prep/Serving	5,446	6.37%
Health Practitioner/Technician	4,511	5.28%
Healthcare Support	2,206	2.58%
Maintenance Repair	3,228	3.77%
Legal	628	0.73%
Life/Physical/Social Science	699	0.82%
Management	7,604	8.89%
Office/Admin. Support	11,604	13.57%
Production	8,581	10.03%
Protective Services	1,198	1.40%
Sales/Related	8,171	9.55%
Personal Care/Service	2,925	3.42%
Transportation/Moving	5,766	6.74%
2018 Est. Pop 16+ by Occupation Classification	85,522	
White Collar	47,337	55.35%
Blue Collar	21,721	25.40%
Service and Farm	16,464	19.25%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	84,172	
Drove Alone	69,813	82.94%
Car Pooled	6,878	8.17%
Public Transportation	358	0.43%
Walked	2,230	2.65%
Bicycle	382	0.45%
Other Means	828	0.98%
Worked at Home	3,684	4.38%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	33,115	
15 - 29 Minutes	30,070	
30 - 44 Minutes	10,882	
45 - 59 Minutes	3,325	
60 or more Minutes	3,084	
2018 Est. Avg Travel Time to Work in Minutes		21.85
2018 Est. Occupied Housing Units by Tenure	79,232	
Owner Occupied	57,254	72.26%
Renter Occupied	21,977	27.74%
2018 Owner Occ. HUs: Avg. Length of Residence		18.96
2018 Renter Occ. HUs: Avg. Length of Residence		7.01

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	79,232	
Value Less than \$20,000	2,496	4.36%
Value \$20,000 - \$39,999	2,458	4.29%
Value \$40,000 - \$59,999	3,047	5.32%
Value \$60,000 - \$79,999	4,368	7.63%
Value \$80,000 - \$99,999	6,012	10.50%
Value \$100,000 - \$149,999	11,533	20.14%
Value \$150,000 - \$199,999	9,652	16.86%
Value \$200,000 - \$299,999	8,918	15.58%
Value \$300,000 - \$399,999	3,752	6.55%
Value \$400,000 - \$499,999	1,962	3.43%
Value \$500,000 - \$749,999	1,579	2.76%
Value \$750,000 - \$999,999	686	1.20%
Value \$1,000,000 or \$1,499,999	362	0.63%
Value \$1,500,000 or \$1,999,999	138	0.24%
Value \$2,000,000+	291	0.51%
2018 Est. Median All Owner-Occupied Housing Value		\$143,788
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	76,170	75.98%
1 Unit Detached	1,614	1.61%
2 Units	3,476	3.47%
3 or 4 Units	2,816	2.81%
5 to 19 Units	6,117	6.10%
20 to 49 Units	2,107	2.10%
50 or More Units	1,433	1.43%
Mobile Home or Trailer	6,496	6.48%
Boat, RV, Van, etc.	20	0.02%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,146	1.14%
Housing Units Built 2010 to 2014	710	0.71%
Housing Units Built 2000 to 2009	10,016	9.99%
Housing Units Built 1990 to 1999	11,045	11.02%
Housing Units Built 1980 to 1989	9,032	9.01%
Housing Units Built 1970 to 1979	14,186	14.15%
Housing Units Built 1960 to 1969	13,816	13.78%
Housing Units Built 1950 to 1959	14,864	14.83%
Housing Units Built 1940 to 1949	7,846	7.83%
Housing Unit Built 1939 or Earlier	17,585	17.54%
2018 Est. Median Year Structure Built		
		1967

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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