



TheRetailCoach®

SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

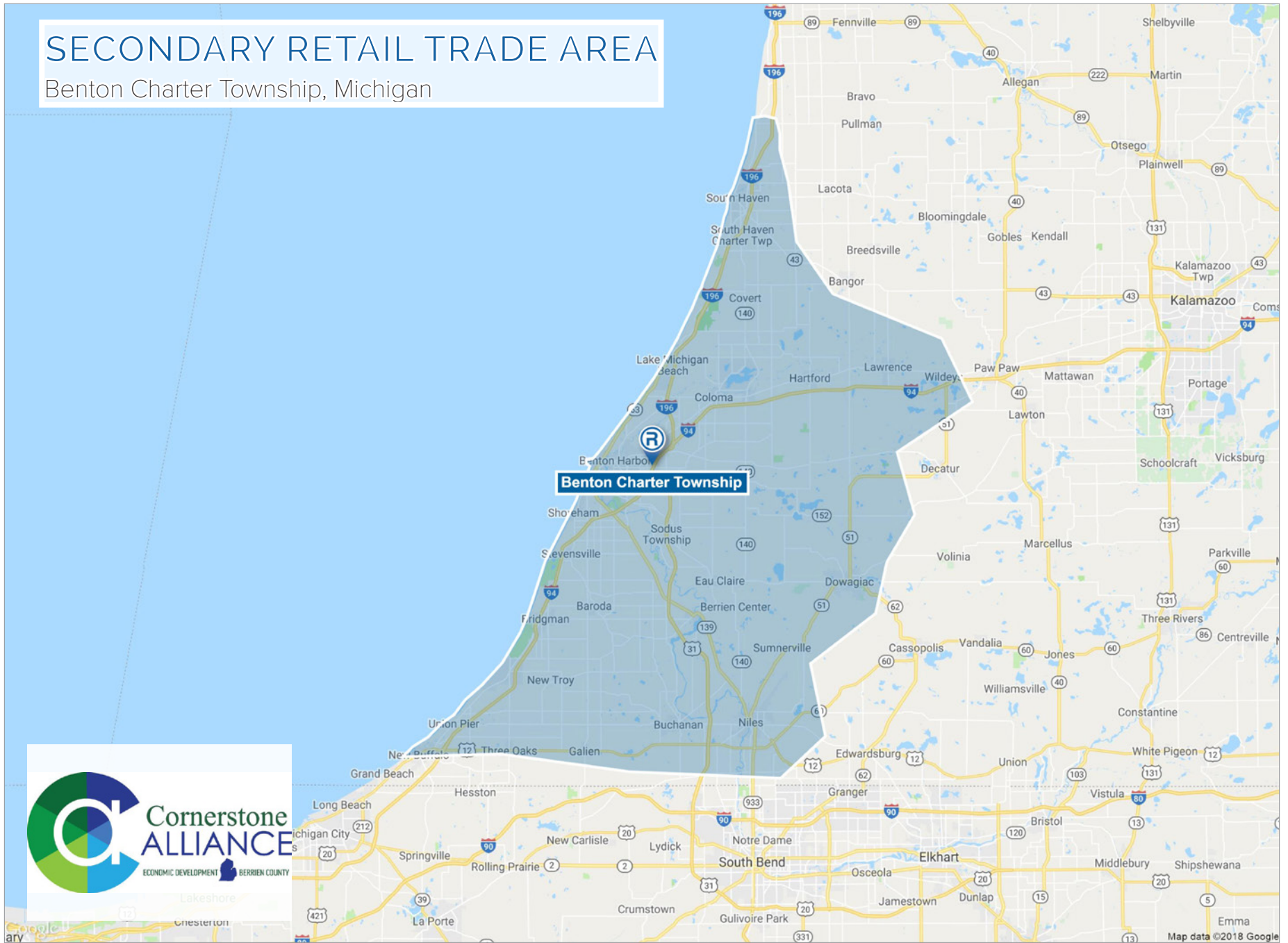
Benton Charter Township, Michigan

Prepared for
Cornerstone Alliance
July 2018



SECONDARY RETAIL TRADE AREA

Benton Charter Township, Michigan



CONTACT

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SECONDARY 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	\$2,806,834,853	\$628,816,541	\$2,178,018,312	0.22
441	Motor vehicle and parts dealers	\$645,241,351	\$60,141,755	\$585,099,596	0.09
4411	Automobile dealers	\$537,845,785	\$49,088,401	\$488,757,384	0.09
4412	Other motor vehicle dealers	\$53,591,739	\$4,906,719	\$48,685,020	0.09
4413	Automotive parts, accessories, and tire stores	\$53,803,827	\$6,146,635	\$47,657,192	0.11
442	Furniture and home furnishings stores	\$50,007,682	\$5,890,097	\$44,117,585	0.12
4421	Furniture stores	\$28,796,858	\$2,183,649	\$26,613,209	0.08
4422	Home furnishings stores	\$21,210,824	\$3,706,448	\$17,504,376	0.17
443	Electronics and appliance stores	\$48,745,082	\$5,543,651	\$43,201,431	0.11
443141	Household appliance stores	\$9,691,564	\$793,945	\$8,897,619	0.08
443142	Electronics stores	\$39,053,518	\$4,749,706	\$34,303,812	0.12
444	Building material and garden equipment and supplies dealers	\$209,466,447	\$65,650,683	\$143,815,764	0.31
4441	Building material and supplies dealers	\$181,880,027	\$48,019,549	\$133,860,478	0.26
44411	Home centers	\$109,236,504	\$22,175,753	\$87,060,751	0.20
44412	Paint and wallpaper stores	\$6,130,857	\$20,455	\$6,110,402	0.00
44413	Hardware stores	\$15,543,492	\$13,450,024	\$2,093,468	0.87
44419	Other building material dealers	\$50,969,175	\$12,373,317	\$38,595,858	0.24
4442	Lawn and garden equipment and supplies stores	\$27,586,420	\$17,631,134	\$9,955,286	0.64
44421	Outdoor power equipment stores	\$5,937,890	\$507,049	\$5,430,841	0.09
44422	Nursery, garden center, and farm supply stores	\$21,648,529	\$17,124,085	\$4,524,444	0.79
445	Food and beverage stores	\$299,796,867	\$83,016,042	\$216,780,825	0.28
4451	Grocery stores	\$252,606,520	\$69,190,606	\$183,415,914	0.27
44511	Supermarkets and other grocery (except convenience) stores	\$240,652,850	\$66,815,489	\$173,837,361	0.28
44512	Convenience stores	\$11,953,670	\$2,375,117	\$9,578,553	0.20
4452	Specialty food stores	\$16,861,228	\$490,838	\$16,370,390	0.03
4453	Beer, wine, and liquor stores	\$30,329,119	\$13,334,598	\$16,994,521	0.44

*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.

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$179,041,890	\$12,077,800	\$166,964,090	0.07
44611	Pharmacies and drug stores	\$146,092,250	\$9,202,372	\$136,889,878	0.06
44612	Cosmetics, beauty supplies, and perfume stores	\$7,669,553	\$182,008	\$7,487,545	0.02
44613	Optical goods stores	\$6,578,442	\$385,982	\$6,192,460	0.06
44619	Other health and personal care stores	\$18,701,645	\$2,307,438	\$16,394,207	0.12
447	Gasoline stations	\$273,803,033	\$60,010,903	\$213,792,130	0.22
44711	Gasoline stations with convenience stores	\$231,391,856	\$36,700,453	\$194,691,403	0.16
44719	Other gasoline stations	\$42,411,177	\$23,310,450	\$19,100,727	0.55
448	Clothing and clothing accessories stores	\$97,625,188	\$9,530,673	\$88,094,515	0.10
4481	Clothing stores	\$69,466,819	\$5,681,681	\$63,785,138	0.08
44811	Men's clothing stores	\$4,359,640	\$1,321,142	\$3,038,498	0.30
44812	Women's clothing stores	\$16,161,650	\$973,561	\$15,188,089	0.06
44813	Children's and infants' clothing stores	\$4,178,971	\$423,241	\$3,755,730	0.10
44814	Family clothing stores	\$34,459,923	\$2,642,704	\$31,817,219	0.08
44815	Clothing accessories stores	\$2,557,456	\$178,394	\$2,379,062	0.07
44819	Other clothing stores	\$7,749,179	\$142,639	\$7,606,540	0.02
4482	Shoe stores	\$14,413,210	\$1,285,366	\$13,127,844	0.09
4483	Jewelry, luggage, and leather goods stores	\$13,745,159	\$2,563,626	\$11,181,533	0.19
44831	Jewelry stores	\$13,333,989	\$2,563,626	\$10,770,363	0.19
44832	Luggage and leather goods stores	\$411,170	\$0	\$411,170	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$44,793,372	\$6,631,950	\$38,161,422	0.15
4511	Sporting goods, hobby, and musical instrument stores	\$38,181,524	\$5,472,365	\$32,709,159	0.14
45111	Sporting goods stores	\$24,022,842	\$4,305,745	\$19,717,097	0.18
45112	Hobby, toy, and game stores	\$8,639,204	\$375,851	\$8,263,353	0.04
45113	Sewing, needlework, and piece goods stores	\$3,144,523	\$776,042	\$2,368,481	0.25
45114	Musical instrument and supplies stores	\$2,374,955	\$14,727	\$2,360,228	0.01
4512	Book stores and news dealers	\$6,611,848	\$1,159,585	\$5,452,263	0.18

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$439,547,930	\$269,449,981	\$170,097,949	0.61
4522	Department stores	\$62,204,916	\$12,879,685	\$49,325,231	0.21
4523	Other general merchandise stores	\$377,343,014	\$256,570,296	\$120,772,718	0.68
453	Miscellaneous store retailers	\$58,672,288	\$10,335,959	\$48,336,329	0.18
4531	Florists	\$3,871,881	\$992,785	\$2,879,096	0.26
4532	Office supplies, stationery, and gift stores	\$14,243,277	\$3,097,416	\$11,145,861	0.22
45321	Office supplies and stationery stores	\$6,178,693	\$2,547,978	\$3,630,715	0.41
45322	Gift, novelty, and souvenir stores	\$8,064,584	\$549,438	\$7,515,146	0.07
4533	Used merchandise stores	\$8,450,702	\$1,304,162	\$7,146,540	0.15
4539	Other miscellaneous store retailers	\$32,106,428	\$4,941,596	\$27,164,832	0.15
45391	Pet and pet supplies stores	\$12,543,297	\$4,737,910	\$7,805,387	0.38
45399	All other miscellaneous store retailers	\$19,563,131	\$203,686	\$19,359,445	0.01
454	Non-store retailers	\$139,897,670	\$1,928,375	\$137,969,295	0.01
722	Food services and drinking places	\$320,196,053	\$38,608,672	\$281,587,381	0.12
7223	Special food services	\$24,487,642	\$3,135,347	\$21,352,295	0.13
7224	Drinking places (alcoholic beverages)	\$13,351,327	\$669,341	\$12,681,986	0.05
7225	Restaurants and other eating places	\$282,357,084	\$34,803,984	\$247,553,100	0.12
722511	Full-service restaurants	\$140,729,589	\$20,069,219	\$120,660,370	0.14
722513	Limited-service restaurants	\$124,029,651	\$13,654,612	\$110,375,039	0.11
722514	Cafeterias, grill buffets, and buffets	\$2,917,367	\$52,347	\$2,865,020	0.02
722515	Snack and nonalcoholic beverage bars	\$14,680,478	\$1,027,806	\$13,652,672	0.07

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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%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan



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

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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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%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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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	79,232	
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	79,232	
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

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan



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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Benton Charter Township, Michigan



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%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan



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%

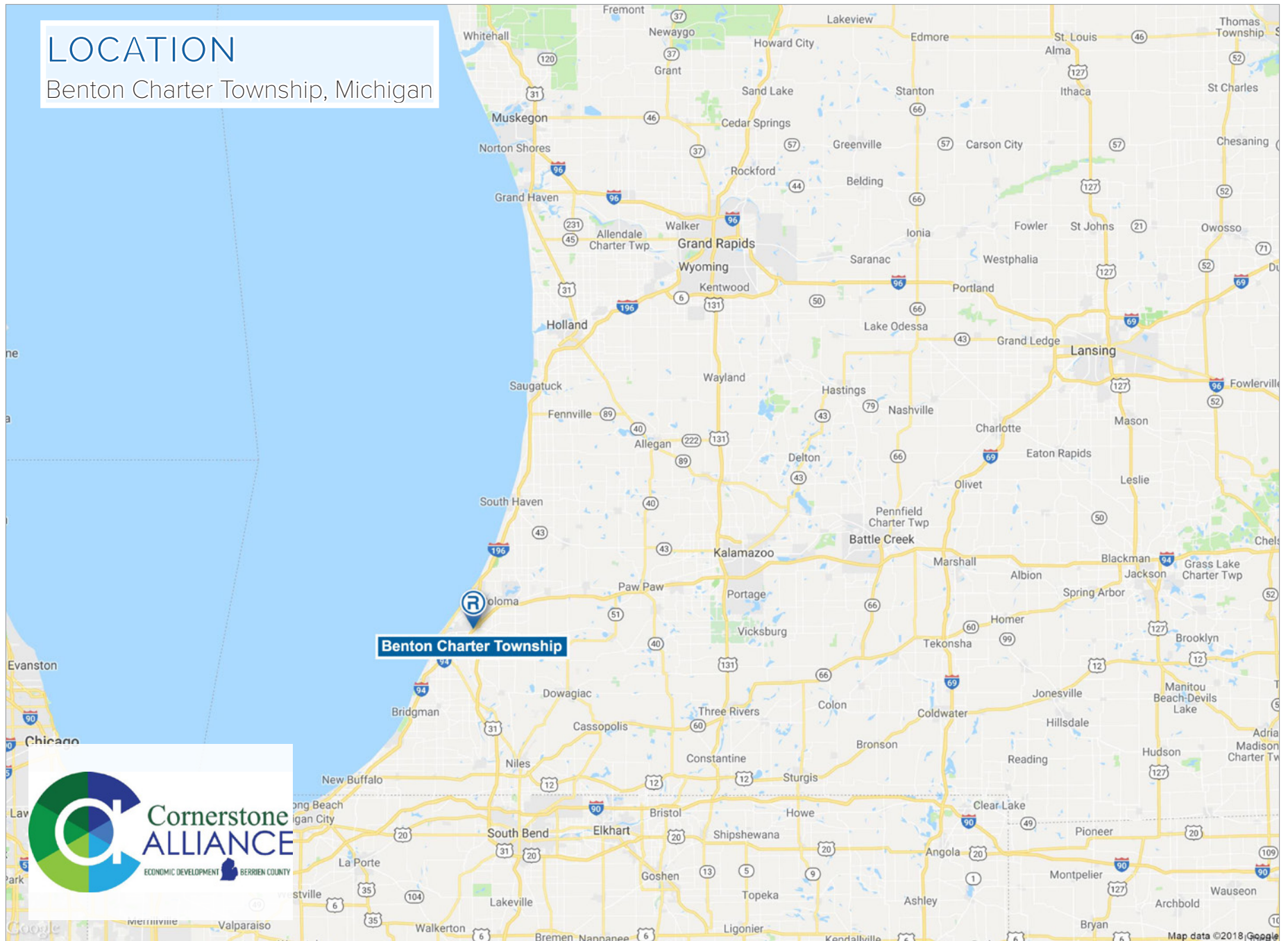
SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Benton Charter Township, Michigan

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	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

LOCATION

Benton Charter Township, Michigan



CONTACT **GREG VAUGHN, CHIEF OPERATING OFFICER**

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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

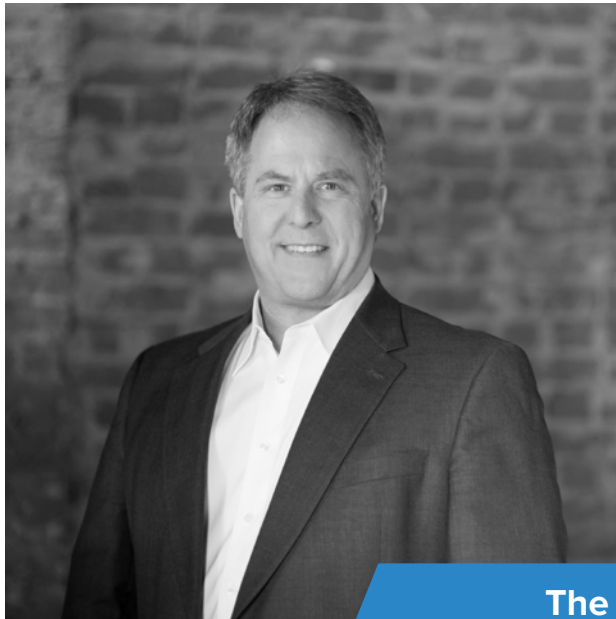
Benton Charter Township, Michigan

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.



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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