



# Market Profile

Meadowbrook and Yore Industrial Site (AEPMI) Benton  
 Drive Times: 20, 40, 60 minute radii

Latitude: 42.0797  
 Longitude: -86.3880

	20 minute	40 minute	60 minute
<b>Population Summary</b>			
2000 Total Population	105,213	397,824	1,150,926
2010 Total Population	101,046	392,108	1,174,864
2017 Total Population	101,179	395,292	1,204,900
2017 Group Quarters	2,911	13,770	37,094
2022 Total Population	101,513	398,187	1,227,845
2017-2022 Annual Rate	0.07%	0.15%	0.38%
2017 Total Daytime Population	105,329	396,315	1,219,369
Workers	50,247	179,826	596,452
Residents	55,082	216,489	622,917
<b>Household Summary</b>			
2000 Households	40,610	149,292	438,264
2000 Average Household Size	2.50	2.55	2.53
2010 Households	40,122	151,047	455,816
2010 Average Household Size	2.45	2.51	2.50
2017 Households	40,000	151,957	466,853
2017 Average Household Size	2.46	2.51	2.50
2022 Households	40,051	152,987	475,605
2022 Average Household Size	2.46	2.51	2.50
2017-2022 Annual Rate	0.03%	0.14%	0.37%
2010 Families	26,551	101,345	298,590
2010 Average Family Size	3.00	3.04	3.04
2017 Families	26,075	100,477	301,141
2017 Average Family Size	3.02	3.06	3.06
2022 Families	25,931	100,500	304,642
2022 Average Family Size	3.04	3.07	3.07
2017-2022 Annual Rate	-0.11%	0.00%	0.23%
<b>Housing Unit Summary</b>			
2000 Housing Units	46,089	170,342	482,599
Owner Occupied Housing Units	61.3%	65.5%	65.4%
Renter Occupied Housing Units	26.8%	22.1%	25.4%
Vacant Housing Units	11.9%	12.4%	9.2%
2010 Housing Units	47,531	181,212	523,376
Owner Occupied Housing Units	58.5%	61.0%	61.2%
Renter Occupied Housing Units	25.9%	22.4%	25.9%
Vacant Housing Units	15.6%	16.6%	12.9%
2017 Housing Units	47,969	184,084	537,003
Owner Occupied Housing Units	56.6%	58.9%	59.3%
Renter Occupied Housing Units	26.7%	23.7%	27.7%
Vacant Housing Units	16.6%	17.5%	13.1%
2022 Housing Units	48,352	186,352	548,310
Owner Occupied Housing Units	56.3%	58.5%	59.1%
Renter Occupied Housing Units	26.5%	23.6%	27.7%
Vacant Housing Units	17.2%	17.9%	13.3%
<b>Median Household Income</b>			
2017	\$48,271	\$47,298	\$48,138
2022	\$52,931	\$51,684	\$52,191
<b>Median Home Value</b>			
2017	\$163,434	\$142,927	\$142,477
2022	\$210,490	\$179,603	\$171,573
<b>Per Capita Income</b>			
2017	\$27,192	\$26,072	\$25,995
2022	\$30,714	\$29,413	\$29,333
<b>Median Age</b>			
2010	40.0	39.0	37.3
2017	41.4	40.2	38.5
2022	42.4	41.1	39.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	40,000	151,957	466,853
<\$15,000	14.7%	13.5%	12.6%
\$15,000 - \$24,999	12.2%	12.2%	11.9%
\$25,000 - \$34,999	10.6%	11.5%	11.6%
\$35,000 - \$49,999	13.7%	15.0%	15.3%
\$50,000 - \$74,999	17.4%	18.0%	18.4%
\$75,000 - \$99,999	12.1%	11.4%	11.7%
\$100,000 - \$149,999	11.1%	10.9%	11.5%
\$150,000 - \$199,999	4.3%	4.1%	3.7%
\$200,000+	3.8%	3.6%	3.2%
Average Household Income	\$67,006	\$66,228	\$65,730
<b>2022 Households by Income</b>			
Household Income Base	40,051	152,987	475,605
<\$15,000	14.3%	13.3%	12.6%
\$15,000 - \$24,999	11.4%	11.4%	11.2%
\$25,000 - \$34,999	9.4%	10.3%	10.4%
\$35,000 - \$49,999	12.2%	13.4%	13.8%
\$50,000 - \$74,999	16.3%	16.6%	16.9%
\$75,000 - \$99,999	13.1%	12.7%	13.1%
\$100,000 - \$149,999	13.6%	13.3%	13.9%
\$150,000 - \$199,999	5.2%	4.9%	4.5%
\$200,000+	4.4%	4.1%	3.8%
Average Household Income	\$76,105	\$74,971	\$74,393
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	27,170	108,367	318,282
<\$50,000	11.6%	12.1%	9.9%
\$50,000 - \$99,999	15.0%	21.6%	21.5%
\$100,000 - \$149,999	19.2%	19.1%	21.9%
\$150,000 - \$199,999	15.5%	16.0%	17.8%
\$200,000 - \$249,999	10.8%	9.4%	9.5%
\$250,000 - \$299,999	8.8%	6.4%	6.1%
\$300,000 - \$399,999	8.8%	6.9%	6.1%
\$400,000 - \$499,999	4.2%	3.3%	2.9%
\$500,000 - \$749,999	4.2%	3.7%	3.0%
\$750,000 - \$999,999	0.8%	0.8%	0.7%
\$1,000,000 +	1.1%	0.9%	0.7%
Average Home Value	\$210,210	\$189,627	\$183,193
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	27,234	109,044	323,827
<\$50,000	7.0%	8.1%	6.7%
\$50,000 - \$99,999	9.5%	15.9%	16.4%
\$100,000 - \$149,999	14.1%	15.9%	18.8%
\$150,000 - \$199,999	16.4%	17.1%	18.7%
\$200,000 - \$249,999	14.2%	11.9%	11.7%
\$250,000 - \$299,999	12.7%	8.8%	8.0%
\$300,000 - \$399,999	12.1%	9.5%	8.4%
\$400,000 - \$499,999	5.7%	4.6%	4.1%
\$500,000 - \$749,999	5.9%	5.7%	4.8%
\$750,000 - \$999,999	1.0%	1.2%	1.2%
\$1,000,000 +	1.4%	1.3%	1.1%
Average Home Value	\$253,015	\$231,219	\$221,350

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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 Drive Times: 20, 40, 60 minute radii

Latitude: 42.0797  
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	20 minute	40 minute	60 minute
<b>2010 Population by Age</b>			
Total	101,049	392,108	1,174,865
0 - 4	6.2%	6.3%	6.5%
5 - 9	6.5%	6.7%	6.7%
10 - 14	6.9%	6.9%	6.8%
15 - 24	13.4%	14.2%	14.8%
25 - 34	11.1%	11.2%	12.3%
35 - 44	12.2%	12.1%	12.4%
45 - 54	15.1%	14.8%	14.4%
55 - 64	12.8%	13.0%	12.3%
65 - 74	8.2%	7.8%	7.1%
75 - 84	5.1%	4.9%	4.5%
85 +	2.4%	2.1%	2.0%
18 +	76.0%	75.7%	75.7%
<b>2017 Population by Age</b>			
Total	101,180	395,294	1,204,901
0 - 4	5.7%	5.9%	6.0%
5 - 9	5.9%	6.1%	6.2%
10 - 14	6.2%	6.3%	6.3%
15 - 24	13.0%	14.0%	14.5%
25 - 34	11.8%	11.8%	12.7%
35 - 44	11.3%	11.3%	11.7%
45 - 54	13.1%	12.8%	12.7%
55 - 64	14.3%	14.2%	13.5%
65 - 74	10.5%	10.3%	9.5%
75 - 84	5.4%	5.0%	4.6%
85 +	2.6%	2.4%	2.2%
18 +	78.4%	77.9%	77.7%
<b>2022 Population by Age</b>			
Total	101,511	398,188	1,227,842
0 - 4	5.6%	5.8%	6.0%
5 - 9	5.7%	5.9%	6.0%
10 - 14	6.0%	6.3%	6.3%
15 - 24	12.2%	13.3%	13.9%
25 - 34	11.8%	11.7%	12.6%
35 - 44	11.6%	11.5%	12.0%
45 - 54	11.8%	11.6%	11.7%
55 - 64	14.0%	13.7%	13.0%
65 - 74	12.0%	11.8%	10.9%
75 - 84	6.6%	6.0%	5.5%
85 +	2.7%	2.4%	2.2%
18 +	79.0%	78.3%	78.0%
<b>2010 Population by Sex</b>			
Males	49,189	191,648	577,763
Females	51,857	200,460	597,101
<b>2017 Population by Sex</b>			
Males	49,418	193,731	594,150
Females	51,761	201,561	610,750
<b>2022 Population by Sex</b>			
Males	49,722	195,707	606,893
Females	51,791	202,480	620,952

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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 Drive Times: 20, 40, 60 minute radii

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	20 minute	40 minute	60 minute
<b>2010 Population by Race/Ethnicity</b>			
Total	101,046	392,107	1,174,863
White Alone	71.9%	78.2%	81.8%
Black Alone	21.1%	13.2%	9.9%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	2.0%	1.5%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.2%	3.6%	3.4%
Two or More Races	2.3%	2.8%	2.8%
Hispanic Origin	5.1%	7.6%	7.6%
Diversity Index	49.3	45.8	41.6
<b>2017 Population by Race/Ethnicity</b>			
Total	101,179	395,291	1,204,900
White Alone	70.7%	76.5%	79.8%
Black Alone	20.7%	13.2%	10.3%
American Indian Alone	0.5%	0.7%	0.5%
Asian Alone	2.7%	2.0%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	4.3%	4.0%
Two or More Races	2.6%	3.2%	3.3%
Hispanic Origin	6.3%	9.2%	9.1%
Diversity Index	52.1	49.7	45.9
<b>2022 Population by Race/Ethnicity</b>			
Total	101,514	398,188	1,227,845
White Alone	69.7%	75.3%	78.4%
Black Alone	20.4%	13.2%	10.5%
American Indian Alone	0.5%	0.7%	0.5%
Asian Alone	3.2%	2.4%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.1%	4.8%	4.5%
Two or More Races	2.9%	3.5%	3.7%
Hispanic Origin	7.3%	10.2%	10.3%
Diversity Index	54.2	52.2	49.0
<b>2010 Population by Relationship and Household Type</b>			
Total	101,046	392,108	1,174,864
In Households	97.1%	96.5%	96.8%
In Family Households	81.1%	81.0%	79.8%
Householder	26.2%	25.8%	25.4%
Spouse	18.6%	18.8%	18.7%
Child	30.8%	30.9%	30.4%
Other relative	3.1%	3.0%	2.8%
Nonrelative	2.3%	2.5%	2.5%
In Nonfamily Households	16.1%	15.5%	17.0%
In Group Quarters	2.9%	3.5%	3.2%
Institutionalized Population	1.1%	0.9%	1.3%
Noninstitutionalized Population	1.8%	2.6%	1.8%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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 Drive Times: 20, 40, 60 minute radii

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	20 minute	40 minute	60 minute
<b>2017 Population 25+ by Educational Attainment</b>			
Total	69,922	267,589	806,496
Less than 9th Grade	3.4%	3.9%	3.3%
9th - 12th Grade, No Diploma	7.2%	7.9%	7.7%
High School Graduate	24.0%	26.0%	26.4%
GED/Alternative Credential	3.8%	4.8%	5.0%
Some College, No Degree	22.3%	22.1%	22.1%
Associate Degree	10.0%	9.1%	8.7%
Bachelor's Degree	17.6%	15.7%	16.6%
Graduate/Professional Degree	11.8%	10.4%	10.1%
<b>2017 Population 15+ by Marital Status</b>			
Total	83,108	322,739	981,424
Never Married	31.5%	32.8%	33.6%
Married	50.0%	49.2%	48.4%
Widowed	6.4%	6.4%	5.8%
Divorced	12.0%	11.6%	12.1%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.7%	94.1%	94.5%
Civilian Unemployed (Unemployment Rate)	6.3%	5.9%	5.5%
<b>2017 Employed Population 16+ by Industry</b>			
Total	46,645	180,926	584,565
Agriculture/Mining	2.2%	2.1%	1.5%
Construction	5.2%	5.5%	5.1%
Manufacturing	20.3%	18.9%	21.6%
Wholesale Trade	1.8%	2.5%	2.6%
Retail Trade	9.8%	9.8%	10.7%
Transportation/Utilities	6.5%	5.1%	4.4%
Information	1.0%	1.1%	1.0%
Finance/Insurance/Real Estate	3.9%	4.5%	4.9%
Services	46.6%	47.7%	45.9%
Public Administration	2.6%	2.7%	2.5%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	46,643	180,927	584,565
White Collar	56.5%	54.5%	54.5%
Management/Business/Financial	12.7%	11.8%	12.2%
Professional	21.6%	20.6%	19.7%
Sales	9.1%	9.3%	9.6%
Administrative Support	13.1%	12.8%	13.0%
Services	19.1%	19.0%	17.9%
Blue Collar	24.4%	26.5%	27.6%
Farming/Forestry/Fishing	1.8%	1.5%	0.8%
Construction/Extraction	4.1%	4.7%	4.4%
Installation/Maintenance/Repair	2.9%	3.5%	3.5%
Production	9.6%	10.0%	11.7%
Transportation/Material Moving	6.1%	6.9%	7.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	101,046	392,108	1,174,864
Population Inside Urbanized Area	58.8%	56.5%	68.4%
Population Inside Urbanized Cluster	14.3%	10.4%	6.1%
Rural Population	26.9%	33.1%	25.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	40,122	151,047	455,816
Households with 1 Person	28.5%	27.2%	27.6%
Households with 2+ People	71.5%	72.8%	72.4%
Family Households	66.2%	67.1%	65.5%
Husband-wife Families	47.1%	48.9%	48.1%
With Related Children	18.0%	19.4%	19.8%
Other Family (No Spouse Present)	19.1%	18.2%	17.4%
Other Family with Male Householder	4.4%	4.8%	4.8%
With Related Children	2.3%	2.8%	2.9%
Other Family with Female Householder	14.8%	13.4%	12.6%
With Related Children	10.0%	9.0%	8.6%
Nonfamily Households	5.3%	5.7%	6.9%
All Households with Children	30.9%	31.8%	31.9%
Multigenerational Households	3.5%	3.7%	3.3%
Unmarried Partner Households	5.9%	6.7%	7.1%
Male-female	5.4%	6.1%	6.5%
Same-sex	0.5%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	40,122	151,048	455,819
1 Person Household	28.5%	27.2%	27.6%
2 Person Household	34.9%	34.9%	34.5%
3 Person Household	15.2%	15.3%	15.3%
4 Person Household	12.1%	12.2%	12.5%
5 Person Household	5.7%	6.1%	6.1%
6 Person Household	2.2%	2.5%	2.5%
7 + Person Household	1.4%	1.7%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	40,122	151,047	455,816
Owner Occupied	69.3%	73.1%	70.2%
Owned with a Mortgage/Loan	45.0%	48.8%	48.6%
Owned Free and Clear	24.3%	24.4%	21.7%
Renter Occupied	30.7%	26.9%	29.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	47,531	181,212	523,376
Housing Units Inside Urbanized Area	57.2%	53.1%	67.0%
Housing Units Inside Urbanized Cluster	13.1%	10.9%	6.2%
Rural Housing Units	29.8%	36.0%	26.7%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
	1. Comfortable Empty Nesters	Salt of the Earth (6B)	Salt of the Earth (6B)
	2. Midlife Constants (5E)	Comfortable Empty Nesters	Traditional Living (12B)
	3. Modest Income Homes	Heartland Communities	Green Acres (6A)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$70,034,653	\$263,190,729	\$811,953,750
Average Spent	\$1,750.87	\$1,732.01	\$1,739.21
Spending Potential Index	81	80	81
Education: Total \$	\$45,804,705	\$171,307,526	\$541,611,232
Average Spent	\$1,145.12	\$1,127.34	\$1,160.13
Spending Potential Index	79	77	80
Entertainment/Recreation: Total \$	\$105,574,399	\$397,556,861	\$1,205,850,356
Average Spent	\$2,639.36	\$2,616.25	\$2,582.93
Spending Potential Index	85	84	83
Food at Home: Total \$	\$172,597,338	\$651,052,466	\$1,980,795,402
Average Spent	\$4,314.93	\$4,284.45	\$4,242.87
Spending Potential Index	86	85	84
Food Away from Home: Total \$	\$110,180,319	\$414,865,525	\$1,277,734,721
Average Spent	\$2,754.51	\$2,730.15	\$2,736.91
Spending Potential Index	83	82	82
Health Care: Total \$	\$197,127,925	\$741,748,738	\$2,216,085,093
Average Spent	\$4,928.20	\$4,881.31	\$4,746.86
Spending Potential Index	88	87	85
HH Furnishings & Equipment: Total \$	\$65,416,076	\$247,223,402	\$753,982,873
Average Spent	\$1,635.40	\$1,626.93	\$1,615.03
Spending Potential Index	84	84	83
Personal Care Products & Services: Total \$	\$26,369,616	\$99,124,754	\$303,530,929
Average Spent	\$659.24	\$652.32	\$650.16
Spending Potential Index	83	82	82
Shelter: Total \$	\$526,183,313	\$1,962,581,260	\$6,058,585,771
Average Spent	\$13,154.58	\$12,915.37	\$12,977.50
Spending Potential Index	81	80	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$80,047,552	\$298,863,371	\$898,991,257
Average Spent	\$2,001.19	\$1,966.76	\$1,925.64
Spending Potential Index	85	84	82
Travel: Total \$	\$66,773,615	\$250,456,657	\$763,097,800
Average Spent	\$1,669.34	\$1,648.21	\$1,634.56
Spending Potential Index	81	80	79
Vehicle Maintenance & Repairs: Total \$	\$36,863,811	\$138,980,609	\$420,856,599
Average Spent	\$921.60	\$914.60	\$901.48
Spending Potential Index	86	85	84

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.