



Marengo, IL

Retail Market Potential

Prepared by STDBOnline

Marengo, IL

Site Type: Geography

Demographic Summary	2009	2014
Population	7,698	8,287
Total Number of Adults	5,620	6,107
Households	2,917	3,145
Median Household Income	\$67,747	\$70,807

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	2,759	49.1%	97
Bought any women's apparel in last 12 months	2,641	47.0%	103
Bought apparel for child <13 in last 6 months	1,671	29.7%	105
Bought any shoes in last 12 months	2,944	52.4%	100
Bought costume jewelry in last 12 months	1,231	21.9%	105
Bought any fine jewelry in last 12 months	1,213	21.6%	94
Bought a watch in last 12 months	1,174	20.9%	101
Automobiles (Households)			
HH owns/leases any vehicle	2,604	89.3%	102
HH bought new vehicle in last 12 months	250	8.6%	104
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,970	88.4%	102
Bought/changed motor oil in last 12 months	2,912	51.8%	100
Had tune-up in last 12 months	1,802	32.1%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,652	65.0%	103
Drank regular cola in last 6 months	3,020	53.7%	103
Drank beer/ale in last 6 months	2,489	44.3%	104
Cameras & Film (Adults)			
Bought any camera in last 12 months	751	13.4%	90
Bought film in last 12 months	1,349	24.0%	102
Bought digital camera in last 12 months	349	6.2%	88
Bought memory card for camera in last 12 months	390	6.9%	91
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	1,703	30.3%	103
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,402	24.9%	97
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,898	33.8%	106
Avg monthly cell/mobile phone/PDA bill: \$100+	877	15.6%	102
Computers (Households)			
HH owns a personal computer	2,244	76.9%	107
HH spent <\$500 on home PC	276	9.5%	104
HH spent \$500-\$999 on home PC	580	19.9%	109
HH spent \$1000-\$1499 on home PC	495	17.0%	115
HH spent \$1500-\$1999 on home PC	249	8.5%	103
Spent \$2000+ on home PC	225	7.7%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,540	63.0%	105
Bought cigarettes at convenience store in last 30 days	912	16.2%	110
Bought gas at convenience store in last 30 days	1,886	33.6%	101
Spent at convenience store in last 30 days: <\$20	601	10.7%	110
Spent at convenience store in last 30 days: \$20-39	601	10.7%	107
Spent at convenience store in last 30 days: \$40+	2,079	37.0%	105
Entertainment (Adults)			
Attended movies in last 6 months	3,526	62.7%	107
Went to live theater in last 6 months	719	12.8%	102
Went to a bar/night club in last 12 months	1,160	20.6%	113
Dined out in last 12 months	2,885	51.3%	105
Gambled at a casino in last 12 months	1,107	19.7%	122
Visited a theme park in last 12 months	1,326	23.6%	106
DVDs rented in last 30 days: 1	173	3.1%	116
DVDs rented in last 30 days: 2	232	4.1%	88
DVDs rented in last 30 days: 3	189	3.4%	108
DVDs rented in last 30 days: 4	308	5.5%	137
DVDs rented in last 30 days: 5+	904	16.1%	122
DVDs purchased in last 30 days: 1	319	5.7%	106
DVDs purchased in last 30 days: 2	270	4.8%	91
DVDs purchased in last 30 days: 3-4	298	5.3%	108
DVDs purchased in last 30 days: 5+	289	5.1%	95
Spent on toys/games in last 12 months: <\$50	371	6.6%	105
Spent on toys/games in last 12 months: \$50-\$99	147	2.6%	95
Spent on toys/games in last 12 months: \$100-\$199	361	6.4%	90
Spent on toys/games in last 12 months: \$200-\$499	768	13.7%	132
Spent on toys/games in last 12 months: \$500+	407	7.2%	131
Financial (Adults)			
Have home mortgage (1st)	1,159	20.6%	114
Used ATM/cash machine in last 12 months	3,199	56.9%	112
Own any stock	452	8.0%	89
Own U.S. savings bond	371	6.6%	93
Own shares in mutual fund (stock)	456	8.1%	86
Own shares in mutual fund (bonds)	273	4.9%	84
Used full service brokerage firm in last 12 months	247	4.4%	72
Used discount brokerage firm in last 12 months	88	1.6%	79
Have 401K retirement savings	965	17.2%	104
Own any credit/debit card (in own name)	4,269	76.0%	104
Avg monthly credit card expenditures: <\$111	980	17.4%	119
Avg monthly credit card expenditures: \$111-225	446	7.9%	88
Avg monthly credit card expenditures: \$226-450	498	8.9%	103
Avg monthly credit card expenditures: \$451-700	398	7.1%	99
Avg monthly credit card expenditures: \$701+	770	13.7%	100

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,049	72.0%	104
Used bread in last 6 months	5,441	96.8%	100
Used chicken/turkey (fresh or frozen) in last 6 months	4,286	76.3%	102
Used fish/seafood (fresh or frozen) in last 6 months	2,969	52.8%	104
Used fresh fruit/vegetables in last 6 months	4,979	88.6%	103
Used fresh milk in last 6 months	5,208	92.7%	102
Health (Adults)			
Exercise at home 2+ times per week	1,735	30.9%	105
Exercise at club 2+ times per week	789	14.0%	122
Visited a doctor in last 12 months	4,488	79.9%	102
Used vitamin/dietary supplement in last 6 months	2,851	50.7%	106
Home (Households)			
Any home improvement in last 12 months	974	33.4%	107
Used housekeeper/maid/professional cleaning service in last 12 months	424	14.5%	93
Purchased any HH furnishing in last 12 months	366	12.5%	119
Purchased bedding/bath goods in last 12 months	1,669	57.2%	105
Purchased cooking/serving product in last 12 months	865	29.7%	109
Bought any kitchen appliance in last 12 months	530	18.2%	102
Insurance (Adults)			
Currently carry any life insurance	2,735	48.7%	101
Have medical/hospital/accident insurance	4,242	75.5%	104
Carry homeowner insurance	3,040	54.1%	102
Carry renter insurance	361	6.4%	107
Have auto/other vehicle insurance	4,888	87.0%	103
Pets (Households)			
HH owns any pet	1,412	48.4%	102
HH owns any cat	703	24.1%	103
HH owns any dog	987	33.8%	98
Reading Materials (Adults)			
Bought book in last 12 months	2,900	51.6%	104
Read any daily newspaper	2,325	41.4%	97
Heavy magazine reader	1,239	22.0%	111
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	4,180	74.4%	102
Went to family restaurant/steak house last mo: <2 times	1,381	24.6%	94
Went to family restaurant/steak house last mo: 2-4 times	1,608	28.6%	104
Went to family restaurant/steak house last mo: 5+ times	1,192	21.2%	109
Went to fast food/drive-in restaurant in last 6 mo	5,032	89.5%	100
Went to fast food/drive-in restaurant <5 times/mo	1,683	29.9%	98
Went to fast food/drive-in 5-12 times/mo	1,749	31.1%	99
Went to fast food/drive-in restaurant 13+ times/mo	1,599	28.5%	103
Fast food/drive-in last 6 mo: eat in	1,981	35.2%	92
Fast food/drive-in last 6 mo: home delivery	732	13.0%	117
Fast food/drive-in last 6 mo: take-out/drive-thru	3,246	57.8%	110
Fast food/drive-in last 6 mo: take-out/walk-in	1,397	24.9%	101

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Telephones & Service (Households)			
HH owns in-home cordless telephone	1,983	68.0%	106
HH average monthly long distance phone bill: <\$16	890	30.5%	110
HH average monthly long distance phone bill: \$16-25	334	11.5%	98
HH average monthly long distance phone bill: \$26-59	288	9.9%	102
HH average monthly long distance phone bill: \$60+	117	4.0%	91
Television & Sound Equipment (Households)			
HH owns 1 TV	511	17.5%	88
HH owns 2 TVs	771	26.4%	100
HH owns 3 TVs	663	22.7%	101
HH owns 4+ TVs	661	22.7%	108
HH subscribes to cable TV	1,871	64.1%	111
HH watched 15+ hours of cable TV last week	1,825	62.6%	104
Purchased audio equipment in last 12 months	237	8.1%	98
Purchased CD player in last 12 months	164	5.6%	107
Purchased DVD player in last 12 months	300	10.3%	97
Purchased MP3 player in last 12 months	303	10.4%	119
Purchased video game system in last 12 months	293	10.0%	115
Travel (Adults)			
Domestic travel in last 12 months	3,073	54.7%	103
Took 3+ domestic trips in last 12 months	1,258	22.4%	108
Spent on domestic vacations last 12 mo: <\$1000	831	14.8%	117
Spent on domestic vacations last 12 mo: \$1000-\$1499	412	7.3%	106
Spent on domestic vacations last 12 mo: \$1500-\$1999	243	4.3%	108
Spent on domestic vacations last 12 mo: \$2000-\$2999	171	3.0%	74
Spent on domestic vacations last 12 mo: \$3000+	260	4.6%	96
Foreign travel in last 3 years	1,361	24.2%	97
Took 3+ foreign trips by plane in last 3 years	194	3.5%	76
Spent on foreign vacations last 12 mo: <\$1000	321	5.7%	104
Spent on foreign vacations last 12 mo: \$1000-\$2999	206	3.7%	92
Spent on foreign vacations: \$3000+	221	3.9%	85
Stayed 1+ nights at hotel/motel in last 12 months	2,538	45.2%	109

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