



Marengo, IL

Sports and Leisure Market Potential

Prepared by STDBOnline

Marengo, IL

Site Type: Geography

Demographic Summary

	2009	2014
Population	7,698	8,287
Population 18+	5,620	6,107
Households	2,917	3,145
Median Household Income	\$67,747	\$70,807

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	577	10.3%	109
Participated in archery	81	1.4%	63
Participated in auto racing	63	1.1%	54
Participated in backpacking/hiking	456	8.1%	104
Participated in baseball	240	4.3%	86
Participated in basketball	431	7.7%	87
Participated in bicycling (mountain)	215	3.8%	100
Participated in bicycling (road)	551	9.8%	108
Participated in boating (power)	302	5.4%	93
Participated in bowling	671	11.9%	111
Participated in canoeing/kayaking	188	3.3%	78
Participated in downhill skiing	187	3.3%	114
Participated in fishing (fresh water)	756	13.5%	100
Participated in fishing (salt water)	209	3.7%	89
Participated in football	250	4.4%	76
Participated in Frisbee	252	4.5%	95
Participated in golf	554	9.9%	97
Play golf < once a month	203	3.6%	97
Play golf 1+ times a month	284	5.1%	94
Participated in horseback riding	145	2.6%	92
Participated in hunting with rifle	187	3.3%	69
Participated in hunting with shotgun	176	3.1%	77
Participated in ice skating	169	3.0%	115
Participated in jogging/running	485	8.6%	94
Participated in martial art	85	1.5%	111
Participated in motorcycling	179	3.2%	89
Participated in Pilates	183	3.3%	95
Participated in roller blading/in-line skating	146	2.6%	107
Participated in snorkeling/skin diving	113	2.0%	91
Participated in snowboarding	88	1.6%	95
Participated in soccer	232	4.1%	105
Participated in softball	213	3.8%	102
Participated in swimming	1,062	18.9%	106
Participated in target shooting	175	3.1%	79
Participated in tennis	182	3.2%	78
Participated in volleyball	152	2.7%	84
Participated in walking for exercise	1,636	29.1%	106
Participated in weight lifting	747	13.3%	107
Participated in yoga	282	5.0%	99
Spent on high end sports/recreation equipment/12 mo: <\$250	263	4.7%	118
Spent on high end sports/recreation equipment/12 mo: \$250+	242	4.3%	114
Attend sports event: auto racing (NASCAR)	373	6.6%	107
Attend sports event: auto racing (not NASCAR)	244	4.3%	86
Attend sports event: baseball game	845	15.0%	114

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 Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	313	5.6%	81
Attend sports event: basketball game (pro)	393	7.0%	98
Attend sports event: football game (college)	416	7.4%	83
Attend sports event: football-Monday night game (pro)	284	5.1%	106
Attend sports event: football-weekend game (pro)	477	8.5%	108
Attend sports event: golf tournament	235	4.2%	98
Attend sports event: ice hockey game	301	5.4%	99
Attend sports event: soccer game	300	5.3%	106
Attend sports event: tennis match	167	3.0%	82
Attended adult education course in last 12 months	361	6.4%	99
Attended auto show in last 12 months	409	7.3%	89
Went to bar/night club in last 12 months	1,160	20.6%	113
Went to beach in last 12 months	1,445	25.7%	109
Attended dance performance in last 12 months	212	3.8%	90
Danced/went dancing in last 12 months	528	9.4%	102
Dined out in last 12 months	2,885	51.3%	105
Dine out < once a month	279	5.0%	114
Dine out once a month	352	6.3%	101
Dine out 2-3 times a month	733	13.0%	116
Dine out once a week	654	11.6%	101
Dine out 2+ times per week	576	10.2%	101
Gambled at casino in last 12 months	1,107	19.7%	122
Gambled at casino 6+ times in last 12 months	179	3.2%	119
Gambled in Atlantic City in last 12 months	184	3.3%	120
Gambled in Las Vegas in last 12 months	332	5.9%	128
Attended horse races in last 12 months	150	2.7%	95
Attended movies in last 6 months	3,526	62.7%	107
Attended movies in last 90 days: < once a month	1,885	33.5%	107
Attended movies in last 90 days: once a month	570	10.1%	101
Attended movies in last 90 days: 2-3 times a month	386	6.9%	104
Attended movies in last 90 days: once/week or more	153	2.7%	100
Prefer to see movie after second week of release	1,478	26.3%	110
Went to museum in last 12 months	720	12.8%	106
Attended country music performance in last 12 mo	265	4.7%	92
Attended rock music performance in last 12 months	630	11.2%	113
Attended classical music/opera performance/12 mo	244	4.3%	90
Went to live theater in last 12 months	719	12.8%	102
Visited a theme park in last 12 months	1,326	23.6%	106
Visited Disneyland (CA) in last 12 months	177	3.1%	100
Visited Disney World (FL)/12 mo: Animal Kingdom	147	2.6%	107
Visited Disney World (FL)/12 mo: Epcot Center	166	3.0%	103
Visited Disney World (FL)/12 mo: Magic Kingdom	218	3.9%	111
Visited any Sea World in last 12 months	217	3.9%	117
Visited any Six Flags in last 12 months	393	7.0%	113
Went to zoo in last 12 months	789	14.0%	114
Played backgammon in last 12 months	105	1.9%	107
Participated in book club in last 12 months	168	3.0%	99
Played billiards/pool in last 12 months	542	9.6%	101
Played bingo in last 12 months	275	4.9%	111

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Did birdwatching in last 12 months	294	5.2%	86
Played board game in last 12 months	951	16.9%	99
Played cards in last 12 months	1,251	22.3%	102
Played chess in last 12 months	204	3.6%	104
Cooked for fun in last 12 months	1,219	21.7%	110
Did crossword puzzle in last 12 months	763	13.6%	95
Participated in fantasy sports league last 12 mo	158	2.8%	96
Flew a kite in last 12 months	146	2.6%	99
Did furniture refinishing in last 12 months	202	3.6%	112
Did indoor gardening/plant care in last 12 months	629	11.2%	110
Participated in karaoke in last 12 months	255	4.5%	111
Bought lottery ticket in last 12 months	1,898	33.8%	97
Bought lottery ticket in last 12 mo: Daily Drawing	329	5.9%	116
Bought lottery ticket in last 12 mo: Instant Game	873	15.5%	94
Bought lottery ticket in last 12 mo: Lotto Drawing	1,221	21.7%	100
Played lottery: <2 times in last 30 days	668	11.9%	101
Played lottery: 2-5 times in last 30 days	545	9.7%	83
Played lottery: 6+ times in last 30 days	685	12.2%	106
Played musical instrument in last 12 months	474	8.4%	110
Did painting/drawing in last 12 months	341	6.1%	91
Did photography in last 12 months	696	12.4%	96
Read book in last 12 months	2,308	41.1%	105
Participated in trivia games in last 12 months	313	5.6%	93
Played video game in last 12 months	589	10.5%	90
Did woodworking in last 12 months	232	4.1%	88
Participated in word games in last 12 months	491	8.7%	92
Member of AARP	840	14.9%	97
Member of business club	97	1.7%	80
Member of charitable organization	299	5.3%	84
Member of church board	225	4.0%	92
Member of fraternal order	202	3.6%	94
Member of religious club	345	6.1%	92
Member of school or college board	50	0.9%	52
Member of union	408	7.3%	133
Member of veterans club	159	2.8%	79
Bought any children's toy/game in last 12 months	2,212	39.4%	114
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
Bought infant toy in last 12 months	474	8.4%	103
Bought pre-school toy in last 12 months	534	9.5%	114
Spent on toys/games (for child <6)/12 mo: <\$100	707	12.6%	113
Spent on toys/games (for child <6)/12 mo: \$100-199	416	7.4%	111
Spent on toys/games (for child <6)/12 mo: \$200+	567	10.1%	134
Bought for child in last 12 mo: boy action figure	521	9.3%	117
Bought for child in last 12 mo: girl action figure	212	3.8%	120
Bought for child in last 12 mo: bicycle	416	7.4%	114
Bought for child in last 12 mo: board game	803	14.3%	118
Bought for child in last 12 mo: builder set	213	3.8%	107

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	Number of Adults	Percent	
Bought for child in last 12 mo: car	625	11.1%	122
Bought for child in last 12 mo: construction toy	383	6.8%	134
Bought for child in last 12 mo: large/baby doll	455	8.1%	121
Bought for child in last 12 mo: fashion doll	329	5.9%	108
Bought for child in last 12 mo: plush doll/animal	566	10.1%	122
Bought for child in last 12 mo: doll accessories	293	5.2%	129
Bought for child in last 12 mo: doll clothing	273	4.9%	115
Bought for child in last 12 mo: educational toy	955	17.0%	121
Bought for child in last 12 mo: electronic game	575	10.2%	111
Bought for child in last 12 mo: mechanical toy	234	4.2%	103
Bought for child in last 12 mo: model kit/set	151	2.7%	101
Bought for child in last 12 mo: sound game	160	2.8%	100
Bought for child in last 12 mo: water toy	642	11.4%	122
Bought for child in last 12 mo: word game	255	4.5%	121
Bought book in last 12 months	2,900	51.6%	104
Bought 1-3 books in last 12 months	1,120	19.9%	103
Bought 4-9 books in last 12 months	926	16.5%	106
Bought 10+ books in last 12 months	854	15.2%	104
Bought paperback book in last 12 months	2,202	39.2%	105
Bought <3 paperback books in last 12 months	719	12.8%	101
Bought 3-6 paperback books in last 12 months	767	13.6%	104
Bought 7+ paperback books in last 12 months	716	12.7%	110
Bought hardcover book in last 12 months	1,747	31.1%	112
Bought <3 hardcover books in last 12 months	813	14.5%	120
Bought 3-5 hardcover books in last 12 months	465	8.3%	104
Bought 6+ hardcover books in last 12 months	468	8.3%	106
Bought book (fiction) in last 12 months	1,644	29.3%	105
Bought book (non-fiction) in last 12 months	1,450	25.8%	101
Bought biography in last 12 months	364	6.5%	92
Bought children's book in last 12 months	799	14.2%	112
Bought cookbook in last 12 months	588	10.5%	95
Bought desk dictionary in last 12 months	97	1.7%	77
Bought history book in last 12 months	358	6.4%	83
Bought mystery book in last 12 months	640	11.4%	98
Bought personal/business self-help book last 12 mo	439	7.8%	108
Bought religious book (not bible) last 12 months	558	9.9%	124
Bought romance book in last 12 months	404	7.2%	113
Bought science fiction book in last 12 months	286	5.1%	123
Bought book through book club in last 12 months	313	5.6%	115
Bought book at book store in last 12 months	1,916	34.1%	104
Bought book at Barnes & Noble in last 12 months	1,136	20.2%	106
Bought book at Borders in last 12 months	681	12.1%	113
Bought book at convenience store in last 12 months	111	2.0%	92
Bought book at department store in last 12 months	455	8.1%	105
Bought book at drug store in last 12 months	185	3.3%	150
Bought book through Internet in last 12 mo	481	8.6%	93
Bought book through mail order in last 12 months	229	4.1%	114
Bought book at supermarket in last 12 months	300	5.3%	108
Bought book at warehouse store in last 12 months	350	6.2%	104

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