



# Restaurant Market Potential

Avon 10 17 minute Drive Time Trade Area  
 1244 Center Rd, Avon, Ohio, 44011  
 Drive Time Band (Thu 8:0 AM): 0 - 10 minute radius

Rocco V. Neri, CCIM  
 Latitude: 41.47238  
 Longitude: -82.01955

Demographic Summary	2016	2021
Population	55,870	57,348
Population 18+	41,828	43,865
Households	22,463	23,242
Median Household Income	\$81,506	\$91,811

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	33,996	81.3%	109
Went to family restaurant/steak house 4+ times/mo	13,010	31.1%	113
Spent at family rest/steak hse last 6 months: <\$31	2,818	6.7%	95
Spent at family rest/steak hse last 6 months: \$31-50	3,582	8.6%	104
Spent at family rest/steak hse last 6 months: \$51-100	6,851	16.4%	109
Spent at family rest/steak hse last 6 months: \$101-200	5,897	14.1%	118
Spent at family rest/steak hse last 6 months: \$201-300	2,907	6.9%	128
Spent at family rest/steak hse last 6 months: \$301+	4,187	10.0%	136
Family restaurant/steak house last 6 months: breakfast	6,076	14.5%	116
Family restaurant/steak house last 6 months: lunch	8,689	20.8%	110
Family restaurant/steak house last 6 months: dinner	23,011	55.0%	118
Family restaurant/steak house last 6 months: snack	575	1.4%	72
Family restaurant/steak house last 6 months: weekday	15,366	36.7%	121
Family restaurant/steak house last 6 months: weekend	19,758	47.2%	114
Fam rest/steak hse/6 months: Applebee`s	10,685	25.5%	108
Fam rest/steak hse/6 months: Bob Evans Farms	2,048	4.9%	134
Fam rest/steak hse/6 months: Buffalo Wild Wings	4,181	10.0%	117
Fam rest/steak hse/6 months: California Pizza Kitchen	1,728	4.1%	123
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,709	4.1%	131
Fam rest/steak hse/6 months: The Cheesecake Factory	3,606	8.6%	132
Fam rest/steak hse/6 months: Chili`s Grill & Bar	5,889	14.1%	116
Fam rest/steak hse/6 months: CiCi`s Pizza	1,481	3.5%	91
Fam rest/steak hse/6 months: Cracker Barrel	4,799	11.5%	114
Fam rest/steak hse/6 months: Denny`s	3,650	8.7%	94
Fam rest/steak hse/6 months: Golden Corral	2,706	6.5%	80
Fam rest/steak hse/6 months: IHOP	4,845	11.6%	103
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,222	2.9%	85
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,613	6.2%	131
Fam rest/steak hse/6 months: Old Country Buffet	642	1.5%	89
Fam rest/steak hse/6 months: Olive Garden	8,917	21.3%	123
Fam rest/steak hse/6 months: Outback Steakhouse	5,219	12.5%	132
Fam rest/steak hse/6 months: Red Lobster	5,544	13.3%	110
Fam rest/steak hse/6 months: Red Robin	3,475	8.3%	136
Fam rest/steak hse/6 months: Ruby Tuesday	3,089	7.4%	122
Fam rest/steak hse/6 months: Texas Roadhouse	4,153	9.9%	131
Fam rest/steak hse/6 months: T.G.I. Friday`s	3,546	8.5%	113
Fam rest/steak hse/6 months: Waffle House	1,924	4.6%	87
Went to fast food/drive-in restaurant in last 6 mo	38,351	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	16,919	40.4%	102
Spent at fast food/drive-in last 6 months: <\$11	1,782	4.3%	99
Spent at fast food/drive-in last 6 months: \$11-\$20	3,221	7.7%	104
Spent at fast food/drive-in last 6 months: \$21-\$40	4,795	11.5%	97
Spent at fast food/drive-in last 6 months: \$41-\$50	3,314	7.9%	105
Spent at fast food/drive-in last 6 months: \$51-\$100	7,161	17.1%	103
Spent at fast food/drive-in last 6 months: \$101-\$200	5,499	13.1%	109
Spent at fast food/drive-in last 6 months: \$201+	5,821	13.9%	115

**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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



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Rocco V. Neri, CCIM  
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	16,508	39.5%	109
Fast food/drive-in last 6 months: home delivery	3,106	7.4%	97
Fast food/drive-in last 6 months: take-out/drive-thru	21,152	50.6%	109
Fast food/drive-in last 6 months: take-out/walk-in	8,842	21.1%	109
Fast food/drive-in last 6 months: breakfast	14,433	34.5%	106
Fast food/drive-in last 6 months: lunch	23,155	55.4%	111
Fast food/drive-in last 6 months: dinner	20,269	48.5%	109
Fast food/drive-in last 6 months: snack	5,609	13.4%	111
Fast food/drive-in last 6 months: weekday	26,853	64.2%	110
Fast food/drive-in last 6 months: weekend	20,121	48.1%	105
Fast food/drive-in last 6 months: A & W	1,141	2.7%	98
Fast food/drive-in last 6 months: Arby`s	6,973	16.7%	105
Fast food/drive-in last 6 months: Baskin-Robbins	1,398	3.3%	101
Fast food/drive-in last 6 months: Boston Market	1,791	4.3%	126
Fast food/drive-in last 6 months: Burger King	12,556	30.0%	99
Fast food/drive-in last 6 months: Captain D`s	935	2.2%	66
Fast food/drive-in last 6 months: Carl`s Jr.	1,887	4.5%	81
Fast food/drive-in last 6 months: Checkers	699	1.7%	58
Fast food/drive-in last 6 months: Chick-fil-A	8,950	21.4%	120
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,990	14.3%	138
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,023	2.4%	73
Fast food/drive-in last 6 months: Church`s Fr. Chicken	841	2.0%	61
Fast food/drive-in last 6 months: Cold Stone Creamery	1,548	3.7%	122
Fast food/drive-in last 6 months: Dairy Queen	6,574	15.7%	111
Fast food/drive-in last 6 months: Del Taco	1,268	3.0%	84
Fast food/drive-in last 6 months: Domino`s Pizza	4,799	11.5%	97
Fast food/drive-in last 6 months: Dunkin` Donuts	6,233	14.9%	126
Fast food/drive-in last 6 months: Hardee`s	1,758	4.2%	73
Fast food/drive-in last 6 months: Jack in the Box	2,949	7.1%	85
Fast food/drive-in last 6 months: KFC	8,252	19.7%	93
Fast food/drive-in last 6 months: Krispy Kreme	1,827	4.4%	94
Fast food/drive-in last 6 months: Little Caesars	4,352	10.4%	92
Fast food/drive-in last 6 months: Long John Silver`s	1,684	4.0%	79
Fast food/drive-in last 6 months: McDonald`s	22,791	54.5%	99
Went to Panda Express in last 6 months	3,100	7.4%	97
Fast food/drive-in last 6 months: Panera Bread	7,229	17.3%	152
Fast food/drive-in last 6 months: Papa John`s	3,703	8.9%	99
Fast food/drive-in last 6 months: Papa Murphy`s	2,318	5.5%	131
Fast food/drive-in last 6 months: Pizza Hut	7,185	17.2%	86
Fast food/drive-in last 6 months: Popeyes Chicken	2,623	6.3%	81
Fast food/drive-in last 6 months: Quiznos	1,527	3.7%	114
Fast food/drive-in last 6 months: Sonic Drive-In	4,314	10.3%	100
Fast food/drive-in last 6 months: Starbucks	7,917	18.9%	129
Fast food/drive-in last 6 months: Steak `n Shake	2,451	5.9%	116
Fast food/drive-in last 6 months: Subway	15,032	35.9%	111
Fast food/drive-in last 6 months: Taco Bell	13,059	31.2%	101
Fast food/drive-in last 6 months: Wendy`s	12,773	30.5%	110
Fast food/drive-in last 6 months: Whataburger	1,576	3.8%	90
Fast food/drive-in last 6 months: White Castle	1,213	2.9%	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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



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Rocco V. Neri, CCIM  
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Went to fine dining restaurant last month	6,727	16.1%	143
Went to fine dining restaurant 3+ times last month	1,700	4.1%	130
Spent at fine dining rest in last 6 months: <\$51	1,092	2.6%	128
Spent at fine dining rest in last 6 months: \$51-\$100	2,115	5.1%	137
Spent at fine dining rest in last 6 months: \$101-\$200	2,003	4.8%	129
Spent at fine dining rest in last 6 months: \$201+	2,407	5.8%	146

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July 12, 2016



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Demographic Summary	2016	2021
Population	196,747	196,687
Population 18+	154,751	155,876
Households	83,430	84,010
Median Household Income	\$54,626	\$61,722

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	119,863	77.5%	104
Went to family restaurant/steak house 4+ times/mo	44,846	29.0%	105
Spent at family rest/steak hse last 6 months: <\$31	11,612	7.5%	106
Spent at family rest/steak hse last 6 months: \$31-50	13,263	8.6%	104
Spent at family rest/steak hse last 6 months: \$51-100	24,853	16.1%	106
Spent at family rest/steak hse last 6 months: \$101-200	19,384	12.5%	105
Spent at family rest/steak hse last 6 months: \$201-300	9,111	5.9%	108
Spent at family rest/steak hse last 6 months: \$301+	12,055	7.8%	106
Family restaurant/steak house last 6 months: breakfast	20,633	13.3%	106
Family restaurant/steak house last 6 months: lunch	29,989	19.4%	103
Family restaurant/steak house last 6 months: dinner	77,270	49.9%	107
Family restaurant/steak house last 6 months: snack	2,598	1.7%	88
Family restaurant/steak house last 6 months: weekday	51,623	33.4%	110
Family restaurant/steak house last 6 months: weekend	65,943	42.6%	103
Fam rest/steak hse/6 months: Applebee`s	38,838	25.1%	106
Fam rest/steak hse/6 months: Bob Evans Farms	8,453	5.5%	149
Fam rest/steak hse/6 months: Buffalo Wild Wings	14,320	9.3%	108
Fam rest/steak hse/6 months: California Pizza Kitchen	4,273	2.8%	82
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	5,519	3.6%	115
Fam rest/steak hse/6 months: The Cheesecake Factory	9,447	6.1%	94
Fam rest/steak hse/6 months: Chili`s Grill & Bar	18,101	11.7%	97
Fam rest/steak hse/6 months: CiCi`s Pizza	5,775	3.7%	96
Fam rest/steak hse/6 months: Cracker Barrel	17,245	11.1%	111
Fam rest/steak hse/6 months: Denny`s	13,310	8.6%	93
Fam rest/steak hse/6 months: Golden Corral	12,564	8.1%	101
Fam rest/steak hse/6 months: IHOP	16,409	10.6%	95
Fam rest/steak hse/6 months: Logan`s Roadhouse	6,029	3.9%	114
Fam rest/steak hse/6 months: LongHorn Steakhouse	8,572	5.5%	116
Fam rest/steak hse/6 months: Old Country Buffet	2,818	1.8%	105
Fam rest/steak hse/6 months: Olive Garden	30,184	19.5%	113
Fam rest/steak hse/6 months: Outback Steakhouse	16,094	10.4%	110
Fam rest/steak hse/6 months: Red Lobster	19,497	12.6%	105
Fam rest/steak hse/6 months: Red Robin	9,525	6.2%	101
Fam rest/steak hse/6 months: Ruby Tuesday	9,710	6.3%	103
Fam rest/steak hse/6 months: Texas Roadhouse	13,816	8.9%	118
Fam rest/steak hse/6 months: T.G.I. Friday`s	11,300	7.3%	97
Fam rest/steak hse/6 months: Waffle House	7,385	4.8%	90
Went to fast food/drive-in restaurant in last 6 mo	141,100	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	62,534	40.4%	102
Spent at fast food/drive-in last 6 months: <\$11	6,911	4.5%	104
Spent at fast food/drive-in last 6 months: \$11-\$20	12,247	7.9%	107
Spent at fast food/drive-in last 6 months: \$21-\$40	19,445	12.6%	106
Spent at fast food/drive-in last 6 months: \$41-\$50	12,295	7.9%	105
Spent at fast food/drive-in last 6 months: \$51-\$100	25,371	16.4%	98
Spent at fast food/drive-in last 6 months: \$101-\$200	19,011	12.3%	102
Spent at fast food/drive-in last 6 months: \$201+	19,229	12.4%	102

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	56,829	36.7%	101
Fast food/drive-in last 6 months: home delivery	12,214	7.9%	103
Fast food/drive-in last 6 months: take-out/drive-thru	75,942	49.1%	106
Fast food/drive-in last 6 months: take-out/walk-in	30,437	19.7%	101
Fast food/drive-in last 6 months: breakfast	52,225	33.7%	104
Fast food/drive-in last 6 months: lunch	80,441	52.0%	104
Fast food/drive-in last 6 months: dinner	72,627	46.9%	106
Fast food/drive-in last 6 months: snack	18,650	12.1%	100
Fast food/drive-in last 6 months: weekday	95,759	61.9%	106
Fast food/drive-in last 6 months: weekend	71,747	46.4%	102
Fast food/drive-in last 6 months: A & W	4,560	2.9%	106
Fast food/drive-in last 6 months: Arby`s	28,911	18.7%	118
Fast food/drive-in last 6 months: Baskin-Robbins	4,138	2.7%	81
Fast food/drive-in last 6 months: Boston Market	5,279	3.4%	100
Fast food/drive-in last 6 months: Burger King	49,324	31.9%	105
Fast food/drive-in last 6 months: Captain D`s	4,815	3.1%	91
Fast food/drive-in last 6 months: Carl`s Jr.	6,086	3.9%	71
Fast food/drive-in last 6 months: Checkers	3,998	2.6%	90
Fast food/drive-in last 6 months: Chick-fil-A	28,729	18.6%	104
Fast food/drive-in last 6 months: Chipotle Mex. Grill	16,538	10.7%	103
Fast food/drive-in last 6 months: Chuck E. Cheese`s	4,586	3.0%	88
Fast food/drive-in last 6 months: Church`s Fr. Chicken	4,328	2.8%	85
Fast food/drive-in last 6 months: Cold Stone Creamery	4,622	3.0%	98
Fast food/drive-in last 6 months: Dairy Queen	24,724	16.0%	113
Fast food/drive-in last 6 months: Del Taco	3,824	2.5%	68
Fast food/drive-in last 6 months: Domino`s Pizza	18,089	11.7%	99
Fast food/drive-in last 6 months: Dunkin` Donuts	18,627	12.0%	101
Fast food/drive-in last 6 months: Hardee`s	9,689	6.3%	109
Fast food/drive-in last 6 months: Jack in the Box	10,045	6.5%	78
Fast food/drive-in last 6 months: KFC	33,401	21.6%	102
Fast food/drive-in last 6 months: Krispy Kreme	7,260	4.7%	101
Fast food/drive-in last 6 months: Little Caesars	18,190	11.8%	104
Fast food/drive-in last 6 months: Long John Silver`s	8,580	5.5%	109
Fast food/drive-in last 6 months: McDonald`s	86,467	55.9%	101
Went to Panda Express in last 6 months	9,963	6.4%	84
Fast food/drive-in last 6 months: Panera Bread	20,826	13.5%	118
Fast food/drive-in last 6 months: Papa John`s	14,523	9.4%	105
Fast food/drive-in last 6 months: Papa Murphy`s	7,507	4.9%	115
Fast food/drive-in last 6 months: Pizza Hut	29,616	19.1%	96
Fast food/drive-in last 6 months: Popeyes Chicken	9,911	6.4%	82
Fast food/drive-in last 6 months: Quiznos	4,511	2.9%	91
Fast food/drive-in last 6 months: Sonic Drive-In	16,102	10.4%	101
Fast food/drive-in last 6 months: Starbucks	21,913	14.2%	96
Fast food/drive-in last 6 months: Steak `n Shake	9,637	6.2%	123
Fast food/drive-in last 6 months: Subway	51,748	33.4%	103
Fast food/drive-in last 6 months: Taco Bell	49,237	31.8%	103
Fast food/drive-in last 6 months: Wendy`s	46,058	29.8%	107
Fast food/drive-in last 6 months: Whataburger	5,767	3.7%	89
Fast food/drive-in last 6 months: White Castle	4,492	2.9%	100

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Went to fine dining restaurant last month	19,942	12.9%	115
Went to fine dining restaurant 3+ times last month	5,296	3.4%	109
Spent at fine dining rest in last 6 months: <\$51	3,567	2.3%	113
Spent at fine dining rest in last 6 months: \$51-\$100	6,606	4.3%	115
Spent at fine dining rest in last 6 months: \$101-\$200	6,262	4.0%	109
Spent at fine dining rest in last 6 months: \$201+	6,295	4.1%	103

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