

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	202
Population		55,870	57,34
Population 18+		41,828	43,86
Households		22,463	23,24
Median Household Income		81,506	\$91,81
Product/Consumer Behavior	Expected Number of Adults	Percent	МІ
Went to family restaurant/steak house in last 6 mo	33,996	81.3%	10
Went to family restaurant/steak house 4+ times/mo	13,010	31.1%	1
Spent at family rest/steak hse last 6 months: <\$31	2,818	6.7%	_
Spent at family rest/steak hise last 6 months: \$31-50	3,582	8.6%	1
Spent at family rest/steak hise last 6 months: \$51-100	6,851	16.4%	1
Spent at family rest/steak hise last 6 months: \$101-200	5,897	14.1%	1
Spent at family rest/steak hise last 6 months: \$201-300	2,907	6.9%	1
Spent at family rest/steak hise last 6 months: \$201 500	4,187	10.0%	1
Family restaurant/steak house last 6 months: breakfast	6,076	14.5%	1
Family restaurant/steak house last 6 months: lunch	8,689	20.8%	1
Family restaurant/steak house last 6 months: dinner	23,011	55.0%	1
Family restaurant/steak house last 6 months: snack	575	1.4%	_
Family restaurant/steak house last 6 months: weekday	15,366	36.7%	1
Family restaurant/steak house last 6 months: weekend	19,758	47.2%	1
Fam rest/steak hse/6 months: Applebee`s	10,685	25.5%	1
Fam rest/steak hse/6 months: Bob Evans Farms	2,048	4.9%	1
Fam rest/steak hse/6 months: Buffalo Wild Wings		10.0%	1
, , ,	4,181	4.1%	1
Fam rest/steak hse/6 months: California Pizza Kitchen	1,728	4.1%	1
Fam rest/steak hse/6 months: Carrabba`s Italian Grill Fam rest/steak hse/6 months: The Cheesecake Factory	1,709	8.6%	1
	3,606 5,889	14.1%	
Fam rest/steak hse/6 months: Chili`s Grill & Bar	·		1
Fam rest/steak hse/6 months: CiCi`s Pizza	1,481	3.5%	
Fam rest/steak hse/6 months: Cracker Barrel	4,799	11.5%	1
Fam rest/steak hse/6 months: Denny`s	3,650	8.7%	
Fam rest/steak hse/6 months: Golden Corral	2,706	6.5%	
Fam rest/steak hse/6 months: IHOP	4,845	11.6%	1
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,222	2.9%	1
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,613	6.2%	1
Fam rest/steak hse/6 months: Old Country Buffet	642	1.5%	
Fam rest/steak hse/6 months: Olive Garden	8,917	21.3%	1
Fam rest/steak hse/6 months: Outback Steakhouse	5,219	12.5%	1
Fam rest/steak hse/6 months: Red Lobster	5,544	13.3%	1
Fam rest/steak hse/6 months: Red Robin	3,475	8.3%	1
Fam rest/steak hse/6 months: Ruby Tuesday	3,089	7.4%	1
Fam rest/steak hse/6 months: Texas Roadhouse	4,153	9.9%	1
Fam rest/steak hse/6 months: T.G.I. Friday`s	3,546	8.5%	1
Fam rest/steak hse/6 months: Waffle House	1,924	4.6%	
Went to fast food/drive-in restaurant in last 6 mo	38,351	91.7%	1
Went to fast food/drive-in restaurant 9+ times/mo	16,919	40.4%	1
Spent at fast food/drive-in last 6 months: <\$11	1,782	4.3%	
Spent at fast food/drive-in last 6 months: \$11-\$20	3,221	7.7%	1
Spent at fast food/drive-in last 6 months: \$21-\$40	4,795	11.5%	
Spent at fast food/drive-in last 6 months: \$41-\$50	3,314	7.9%	1
Spent at fast food/drive-in last 6 months: \$51-\$100	7,161	17.1%	1
Spent at fast food/drive-in last 6 months: \$101-\$200	5,499	13.1%	1
Spent at fast food/drive-in last 6 months: \$201+	5,821	13.9%	1

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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Product/Consumer Behavior		Expected Number of		
Fast food/drive-in last 6 months: both of months: eat in 16,008 39,5% 109 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/drive-thru 21,152 50,6% 109 Fast food/drive-in last 6 months: take-out/drive-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: drive-in 20,269 48,5% 109 Fast food/drive-in last 6 months: drive-in 20,269 48,5% 111 Fast food/drive-in last 6 months: snack 5,609 13,4% 111 Fast food/drive-in last 6 months: snack 5,609 13,4% 111 Fast food/drive-in last 6 months: snack 20,212 48,1% 105 Fast food/drive-in last 6 months: seekend 20,121 48,1% 105 Fast food/drive-in last 6 months: seekend 20,121 48,1% 105 Fast food/drive-in last 6 months: seekend 20,121 48,1% 105 Fast food/drive-in last 6 months: seekend 20,121 49,1% 105 Fast food/drive-in last 6 months: seekend 20,121 49,1% 105 Fast food/drive-in last 6 months: seekend 20,121 49,1% 105 Fast food/drive-in last 6 months: seekend 20,121 49,1% 105 Fast food/drive-in last 6 months: seekend 20,121 49,1% 105 Fast food/drive-in last 6 months: seekend 20,121 49,1% 105 Fast food/drive-in last 6 months: Control last 20,000 2	Product/Consumer Behavior	•	Percent	МРТ
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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				
	rast 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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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

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

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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Demographic Summary

Restaurant Market Potential

Avon 10 17 minute Drive Time Trade Area 1244 Center Rd, Avon, Ohio, 44011 Drive Time Band (Thu 8:0 AM): 10 - 17 minute radius Rocco V. Neri, CCIM Latitude: 41.47238 Longitude: -82.01955

2021

2016

Population		196,747	196,
Population 18+		154,751	155,
Households		83,430	84,
Median Household Income		\$54,626	\$61,
	Expected Number of		
Product/Consumer Behavior	Adults	Percent	ı
Went to family restaurant/steak house in last 6 mo	119,863	77.5%	
Went to family restaurant/steak house 4+ times/mo	44,846	29.0%	
Spent at family rest/steak hse last 6 months: <\$31	11,612	7.5%	
Spent at family rest/steak hse last 6 months: \$31-50	13,263	8.6%	
Spent at family rest/steak hse last 6 months: \$51-100	24,853	16.1%	
Spent at family rest/steak hse last 6 months: \$101-200	19,384	12.5%	
Spent at family rest/steak hse last 6 months: \$201-300	9,111	5.9%	
Spent at family rest/steak hse last 6 months: \$301+	12,055	7.8%	
Family restaurant/steak house last 6 months: breakfast	20,633	13.3%	
Family restaurant/steak house last 6 months: lunch	29,989	19.4%	
Family restaurant/steak house last 6 months: dinner	77,270	49.9%	
Family restaurant/steak house last 6 months: snack	2,598	1.7%	
Family restaurant/steak house last 6 months: weekday	51,623	33.4%	
Family restaurant/steak house last 6 months: weekend	65,943	42.6%	
Fam rest/steak hse/6 months: Applebee`s	38,838	25.1%	
Fam rest/steak hse/6 months: Bob Evans Farms	8,453	5.5%	
Fam rest/steak hse/6 months: Buffalo Wild Wings	14,320	9.3%	
Fam rest/steak hse/6 months: California Pizza Kitchen	4,273	2.8%	
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	5,519	3.6%	
Fam rest/steak hse/6 months: The Cheesecake Factory	9,447	6.1%	
Fam rest/steak hse/6 months: Chili`s Grill & Bar	18,101	11.7%	
Fam rest/steak hse/6 months: CiCi`s Pizza	5,775	3.7%	
Fam rest/steak hse/6 months: Cracker Barrel	17,245	11.1%	
Fam rest/steak hse/6 months: Denny`s	13,310	8.6%	
Fam rest/steak hse/6 months: Golden Corral	12,564	8.1%	
Fam rest/steak hse/6 months: IHOP	16,409	10.6%	
Fam rest/steak hse/6 months: Logan`s Roadhouse	6,029	3.9%	
Fam rest/steak hse/6 months: LongHorn Steakhouse	8,572	5.5%	
Fam rest/steak hse/6 months: Old Country Buffet	2,818	1.8%	
Fam rest/steak hse/6 months: Olive Garden	30,184	19.5%	
Fam rest/steak hse/6 months: Outback Steakhouse	16,094	10.4%	
Fam rest/steak hse/6 months: Red Lobster	19,497	12.6%	
Fam rest/steak hse/6 months: Red Robin	9,525	6.2%	
Fam rest/steak hse/6 months: Ruby Tuesday	9,710	6.3%	
Fam rest/steak hse/6 months: Texas Roadhouse	13,816	8.9%	
Fam rest/steak hse/6 months: T.G.I. Friday`s		7.3%	
Fam rest/steak hse/6 months: Waffle House	11,300	4.8%	
	7,385		
Went to fast food/drive-in restaurant in last 6 mo	141,100	91.2%	
Went to fast food/drive-in restaurant 9+ times/mo	62,534	40.4%	
Spent at fast food/drive in last 6 months: <\$11	6,911	4.5%	
Spent at fast food/drive-in last 6 months: \$11-\$20	12,247	7.9%	
Spent at fast food/drive-in last 6 months: \$21-\$40	19,445	12.6%	
Spent at fast food/drive-in last 6 months: \$41-\$50	12,295	7.9%	
Spent at fast food/drive-in last 6 months: \$51-\$100	25,371	16.4%	
Spent at fast food/drive-in last 6 months: \$101-\$200	19,011	12.3%	

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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Avon 10 17 minute Drive Time Trade Area 1244 Center Rd, Avon, Ohio, 44011 Drive Time Band (Thu 8:0 AM): 10 - 17 minute radius Rocco V. Neri, CCIM Latitude: 41.47238 Longitude: -82.01955

	Expected Number of		
Product/Consumer Behavior	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: Ark W	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

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.

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