



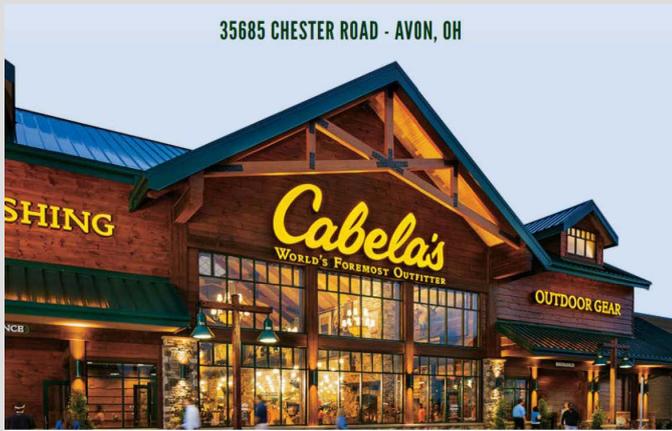
## Dynamic Location Located Avon, OH in the I 90 Commercial District

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### Cabela's Grand Opening

Cabela's Grand Opening in Avon, OH was a weekend-long celebration from August 11 – 14, 2016.



An unprecedented **50,000 consumers** attended.

Cabela's projects 6,000 consumers will visit the store weekly and **approximately 4,000,000 consumers annually**, which includes holiday shoppers.

Can one imagine what the **daytime activity population** will be after Menard's, Meijer, Bendix 60 acre World Headquarters, Cleveland Clinic's International Medical Complex, and the 5 lane modern roadway connecting the Cleveland Clinic area (Jaycox) and Avon Crossing are completed?

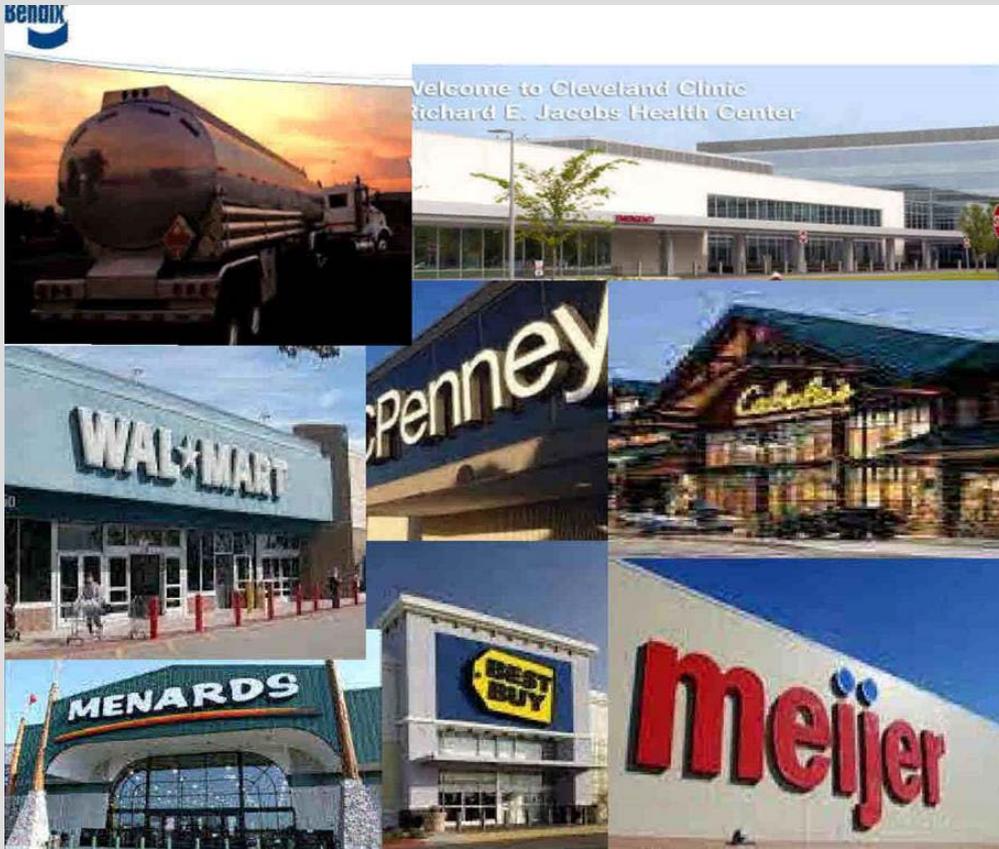
There is over **\$3.3 BILLION Retail Sales Potential** and a vast amount of development happening in the Avon I-90 commercial district.

**Don't look back and say "we could have been there." Say "I want to be a part of this extraordinary expansion in Avon, Ohio!"**

Articles: [Cabela's grand opening draws thousands to Avon, OH](#) [Outdoorsmen camp outside Avon, OH Cabela's for grand opening.](#)

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## Introduction



### The Northwest Corner of Center (Route 83) and Schneider

Amongst 743,000 square feet of Big Boxes, the Bendix 60 acre World Headquarters and 2,500 feet from the I 90 interchange

Ground Lease or Build to Suite

#### Big Boxes and Bendix 60 acre World Headquarters

Locate your business in this Dynamic Avon, OH I 90 Commercial District with a yearly Daytime Activity Population over 4,000,000.

|  |                            |
|--|----------------------------|
|  | 60 Acre World Headquarters |
|  | 81,000 Sq. Ft.             |
|  | 31,000 Sq. Ft.             |
|  | 90,000 Sq. Ft.             |
|  | 140,000 Sq. Ft.            |
|  | 217,000 Sq. Ft.            |
|  | 187,000 Sq. Ft.            |

### The Northwest Corner of Center and Schneider Ct

Located in the Avon I 90 commercial District

And is being connected to the International Cleveland Clinic 126 Bed Hospital, 212,000 square foot family and Rehab center, Meijer 180,000 square foot super store and 116 Residence Inn and Event Center with a modern 1.50 mile five lane roadway. Travel time 3.5 minutes.

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## Commercial District

### Avon I 90 Commercial District



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## Significant Details

AVON, OH IS THE TOP RATED SUBURB: SHORT TAKES ON AVON, AVON LAKE, NORTH RIDGEVILLE, OHIO.

([Click here to view Cleveland Plain Dealer May 27, 2016 article](#))

**The Number 1 rated Suburb in Northern Ohio is Avon, OH.** Five of the top 10 Northern Ohio suburbs: Avon, Avon Lake, Bay Village, Westlake, and Rocky River are located in the Avon I 90 Commercial District 17 minute drive time trade area.

The site is adjacent to Goo-Goo 3 Minute Express Wash, which is projected to be a top performer among their 40 locations.

Projected daytime activity population surrounding the site is 4,170,000 per year.

Bendix will be opening a 60 acre, \$60 million headquarters with 1,000 employees. The Schneider Rd entrance and exit is 2,500 feet away from the site.

Menards is opening a 217,000 sq.ft.<sup>2</sup> facility this will be the largest big box in the area and surrounding suburbs. The Schneider Rd entrance and exit are 2,500 feet away from the site.

Bendix and Menards combined are 82 acres, which is the same acreage as Avon Commons.

The Richard E. Jacobs Health Facility has become the Cleveland Clinic's busiest family health center with 42,000 patient visits each month. The Clinic has now opened a 68,000 sq. ft. rehab facility with a second phase planned and is expanding in Avon with a 126-bed hospital. This is 4 minutes from the site.

Duck Headquarters, home to 450 employees, is also 4 minutes from the site.

There are 20 new businesses in the direct vicinity of the site that have opened or will open within the next year.

**Cabel's Grand Opening weekend-long celebration from August 11 - 14 attracted 50,000 consumers.**

Chester Rd the 1.5-mile road that connects Avon Crossing area and Nagel is being widened to a 5-lane modern roadway to accommodate the traffic between the Cleveland Clinic Campus, Meijer's, Levin Furniture, Residence Inn, and Duck Tape Headquarters.

**We are viewing the formation of one of the largest Commercial Districts in the state of Ohio.**

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## This Presentation is with the New Evolution of Location Intelligence

Location Intelligence Analytics is powered by...

### ESRI

The Leading International Supplier of Geographic Information System (GIS), Demographics, Mapping and Consumer Data.

Location Intelligence looks at the Property Location and Demographics and beyond to The Consumer Behavior, Life Style, and Product Preference.

Explation on how to navigate the map legend.



Click on image to view legend.



Click on image to select view in various aerial or map backgrounds.



Click on image in map to view pop up on that location Salient information on that restaurant.

You can pan the map by scrolling with your mouse.

**The Report** can be viewed in this versatile digital presentation on the smart phone, the web, android devices and iPad where you can download reports and images.

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[Success Matching](#) report compares this location to four of your present successful locations. (Available upon request)

#### Prepared BY:

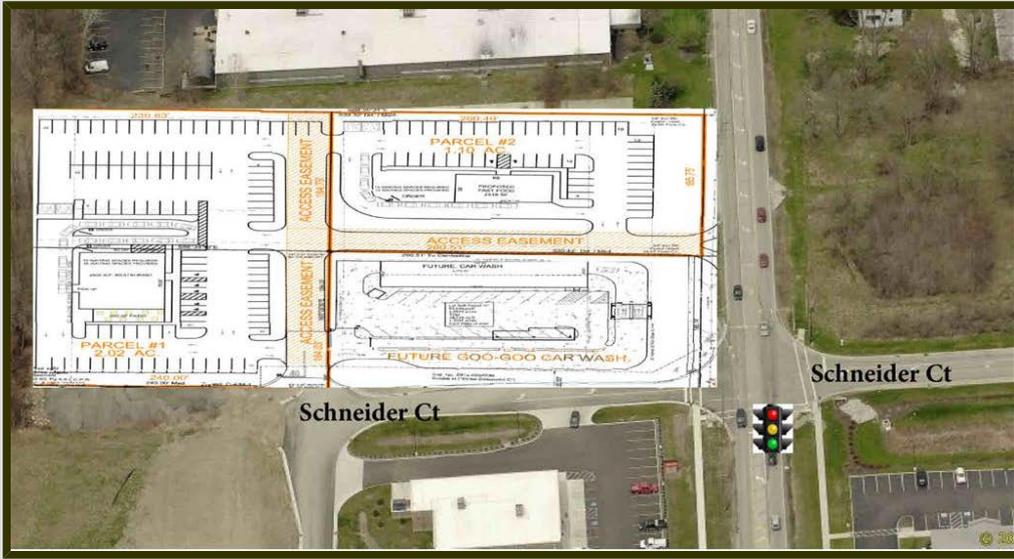


Rocco V. Neri, CCIM  
Email: [rvneri@resgco.com](mailto:rvneri@resgco.com)  
Website: [resgco.com](http://resgco.com)  
Voice and Mobile: 216.539.0791

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## The Property



### External and Internal Site Traffic Pattern

#### From the north:

Center Road extends into Avon Lake, which is one of the highest income areas in the US.

Avon Lake residents going to and from I 90 interchange to downtown Cleveland, Avon Crossings, Avon consumers pass this site's curb cut.

Consumers and employees from the north using Schneider Court to access the Bendix, Menards, and JC Penney entrances and exits will pass the Schneider Court curb cut to the site.

Navigating within the three-parcel development: There is an entrance and exit on Schneider Court to Goo Goo Car Wash and the parcel to the west and north. Consumers can navigate from one parcel to another parcel with ease.

Zoning: [C-4/M-1 overlay](#)

Traffic Count: 25,000 cars per day

[Site close up aerial](#)

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## Property Picture Gallery

The site looking from the south



Center looking south



Schneider site curb cut



Schneider entrance



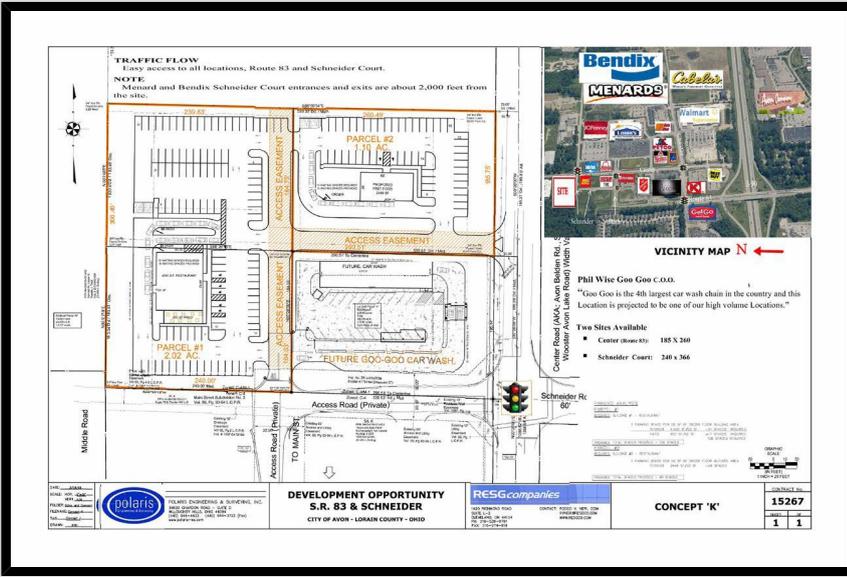
Goo Goo from north



Center Site

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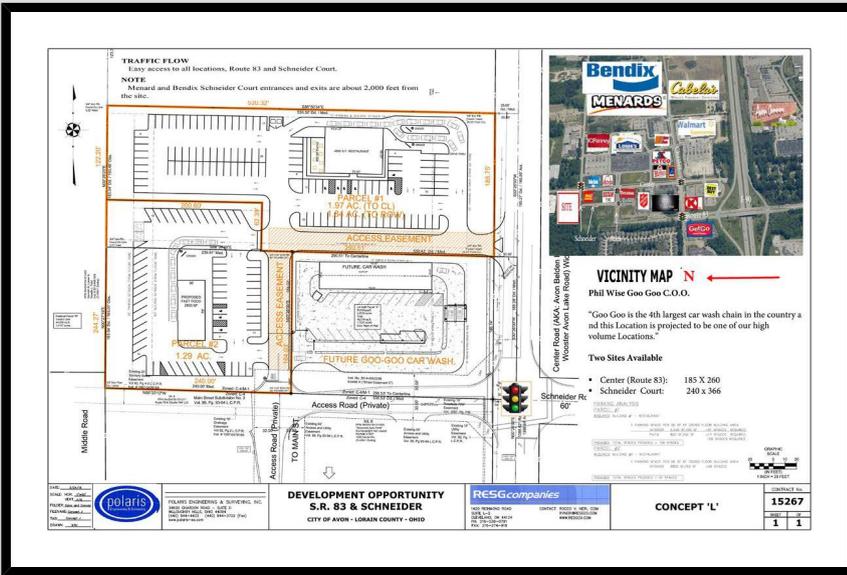
# Concept Drawings



Concept Drawing 1

Center ( Route 83) 185 X 260

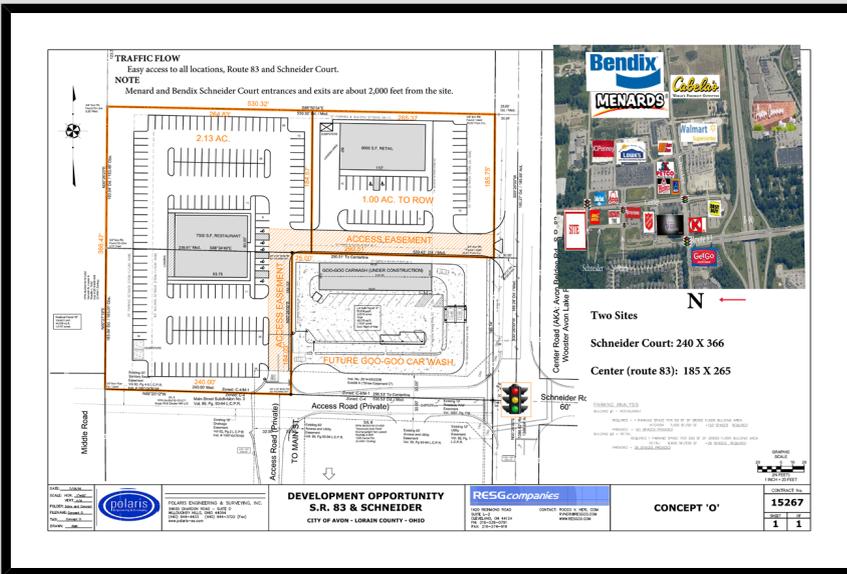
Schneider Court 240 X366



Concept Drawing 2

Center ( Route 83) 185 X 260

Schneider Court 240 X244



Concept Drawing 3

Schneider Court 240 X 366

Center (route 83) 185 X 265

[Concept Drawing 1](#)

[Concept Drawing 2](#)

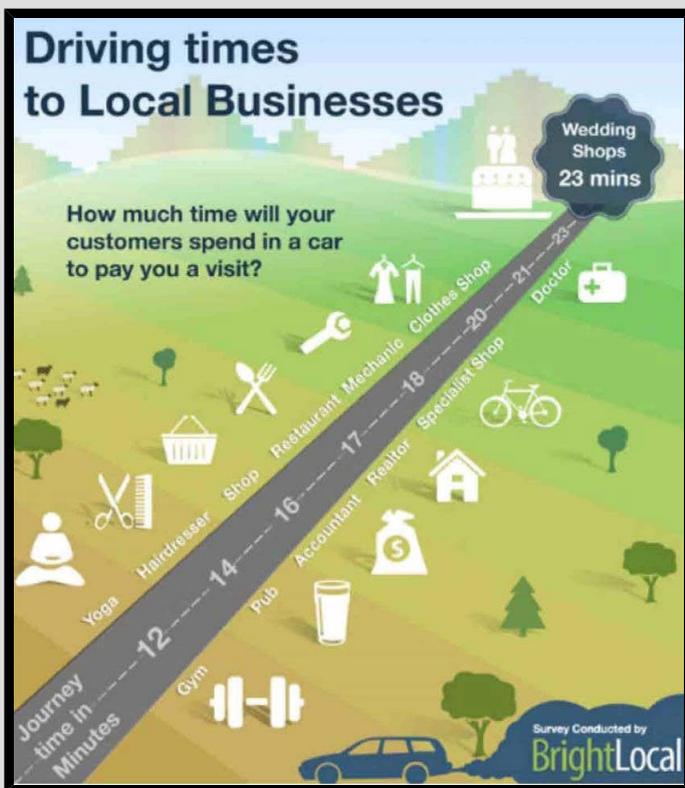
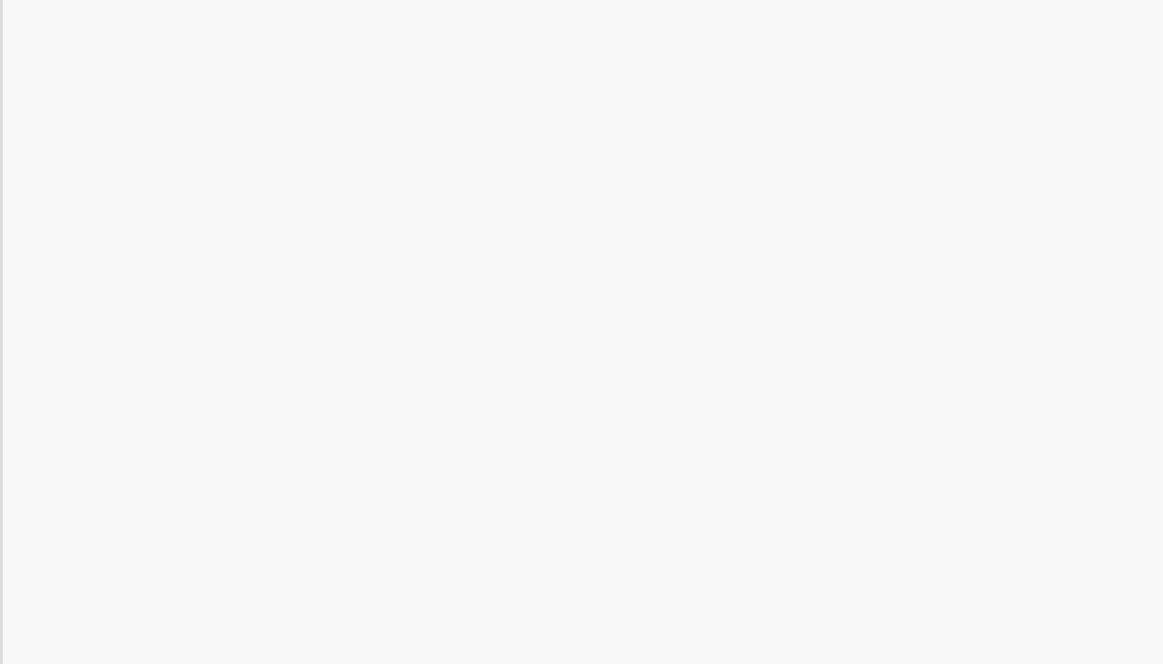
[Concept Drawing 3](#)

## Avon I- 90 Commercial District 10 - 17 Minute Trade Area

### Location and 10-17 Minute Trade Area Map

This map can be paned with your mouse

[View larger map](#)



Driving times are a crucial factor in trade areas. The analysis BrightLocal business diagram shows the driving time to various services.

RESG has created a 10 minute and 17 minute drive time summary to show the area covered in the Avon trade area within 17 minutes.

A detailed trade area analysis is in the dashboard Complex Avon Trade Area.

[Travel Time in Trade Area](#)

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## Demographics

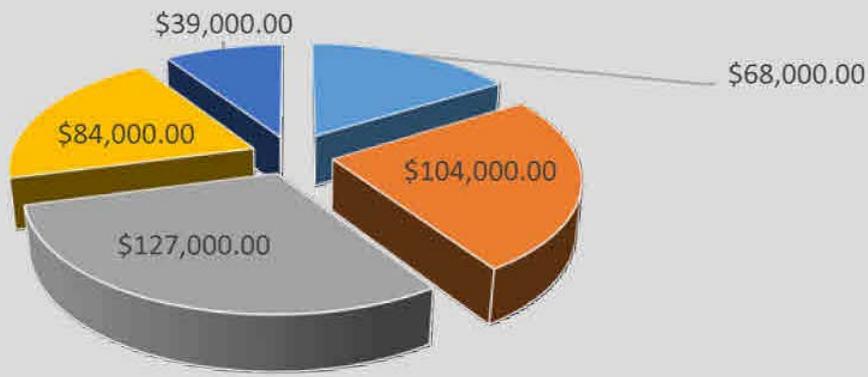
### Drive Time Band (Thu 8:0 AM): 0 - 10 minute radius

| Summary                       | Census 2010 | 2016    | 2021    |
|-------------------------------|-------------|---------|---------|
| Population                    | 53,428      | 55,870  | 57,348  |
| Households                    | 21,137      | 22,463  | 23,242  |
| Families                      | 14,710      | 15,377  | 15,788  |
| Average Household Size        | 2.50        | 2.46    | 2.44    |
| Owner Occupied Housing Units  | 16,710      | 17,004  | 17,463  |
| Renter Occupied Housing Units | 4,427       | 5,459   | 5,779   |
| Median Age                    | 40.8        | 42      | 43.5    |
| Median Household Income       |             | 81,506  | 91,811  |
| Average Household Income      |             | 105,313 | 116,400 |
| Per Capita Income             |             | 42,088  | 46,868  |

### Drive Time Band (Thu 8:0 AM): 10 - 17 minute radius

| Summary                       | Census 2010 | 2016    | 2021    |
|-------------------------------|-------------|---------|---------|
| Population                    | 197,048     | 196,747 | 196,687 |
| Households                    | 82,341      | 83,430  | 84,010  |
| Families                      | 51,929      | 51,818  | 51,797  |
| Average Household Size        | 2.37        | 2.34    | 2.32    |
| Owner Occupied Housing Units  | 59,099      | 57,226  | 57,569  |
| Renter Occupied Housing Units | 23,242      | 26,204  | 26,441  |
| Median Age                    | 41          | 42      | 43      |
| Median Household Income       |             | 54,626  | 61,722  |
| Average Household Income      |             | 75,110  | 82,952  |
| Per Capita Income             |             | 32,192  | 35,799  |

### Income Top 5 Categories Consumers 10 Minute Drive Time



Percentage ■ 24.1 ■ 21.4 ■ 14.2 ■ 8.7 ■ 7.7

[Avon 10 17 Minute Drive Time Demographics](#)

[ [Return to Index](#) ]

## Disposable Income

### Drive Time 10 minutes of 17 minutes

|                           | Census 2010 | 2016   | 2021   | 2016-2021<br>Change | 2016-2021<br>Annual Rate |
|---------------------------|-------------|--------|--------|---------------------|--------------------------|
| Population                | 53,428      | 55,870 | 57,348 | 1,478               | 0.52%                    |
| Median Age                | 40.8        | 42.0   | 43.5   | 1.5                 | 0.70%                    |
| Households                | 21,137      | 22,463 | 23,242 | 779                 | 0.68%                    |
| Average Household Size    | 2.50        | 2.46   | 2.44   | -0.02               | -0.16%                   |
| Median Disposable Income  |             |        |        | \$62,220            |                          |
| Average Disposable Income |             |        |        | \$78,274            |                          |

### Avon 10 17 minute Drive Time Trade Area

|                           | Census 2010 | 2016    | 2021    | 2016-2021<br>Change | 2016-2021<br>Annual Rate |
|---------------------------|-------------|---------|---------|---------------------|--------------------------|
| Population                | 197,048     | 196,747 | 196,687 | -60                 | -0.01%                   |
| Median Age                | 40.9        | 42.1    | 42.9    | 0.8                 | 0.38%                    |
| Households                | 82,341      | 83,430  | 84,010  | 580                 | 0.14%                    |
| Average Household Size    | 2.37        | 2.34    | 2.32    | -0.02               | -0.17%                   |
| Median Disposable Income  |             |         |         | \$45,291            |                          |
| Average Disposable Income |             |         |         | \$57,978            |                          |

[Avon Disposable Income](#)

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## Daytime and Daily Activity Population

### Daytime Population

| Data for all businesses in area        | 0 - 10 minute | 10 - 17 minute |
|--|---------------|----------------|
| Total Businesses:                      | 2,326         | 7,403          |
| Total Employees: Daytime Population    | 33,720        | 93,738         |
| Total Residential Population:          | 55,870        | 196,747        |
| Employee/Residential Population Ratio: | 0.6:1         | 0.48:1         |

| Projected Increase of Daytime Population | Amount |
|--|--------|
| Cleveland clinic                         | 3,000  |
| Bendix                                   | 1,000  |
| Cabela's                                 | 300    |
| Menards                                  | 250    |
| Meijer                                   | 200    |
| Levin Furniture                          | 75     |
| "Residence" Inn                          | 150    |
| Miscellaneous                            | 150    |
| Total projected increase                 | 5,125  |
| Existing daytime population              | 93,738 |
| Total daytime population                 | 98,863 |

| Projected Daytime Activity Population per Year | Amount    |
|--|-----------|
| Cleveland Clinic Visitors                      | 1,000,000 |
| Cabela's (Cabela projection)                   | 4,000,000 |
| Bendix (U S and International visitors)        | 20,000    |
| Miscellaneous                                  | 150,000   |
| Total Projected Day Time Activity              | 5,170,000 |

[Avon Daytime Population](#)

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## Potential Retail Sales in 10 and 17 minute Drive Time Trade Area

Retail MarketPlace Profile's report indicates the potential sales, total sales in the trade area, sales leaving the trade area to shop elsewhere, and what sales come into the trade area from contiguous trade areas.

The red figures indicate sales coming into the trade area and the green figures indicate sales leaving the trade area to shop elsewhere.

There is over **\$3.3 BILLION Retail Sales Potential** and a vast amount of development happening in the Avon I-90 commercial district.

There are \$25,754,798 Food Services and Drinking sales leaving The Avon I 90 Trade Area to dine elsewhere indicating there are not enough QSR and Family Restaurants in the trade area to satisfy the restaurant demand.

### Retail MarketPlace Profile

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

#### Summary Demographics

|                               |          |
|-------------------------------|----------|
| 2016 Population               | 55,870   |
| 2016 Households               | 22,463   |
| 2016 Median Disposable Income | \$62,220 |
| 2016 Per Capita Income        | \$42,088 |

| Industry Summary                    | NAICS | Demand (Retail) | Supply (Retail Sales) | Retail Gap    | Leakage/Surpl Factor | Number of Businesses |
|-------------------------------------|-------|-----------------|-----------------------|---------------|----------------------|----------------------|
| Total Retail Trade and Food & Drink | 44-   | \$1,274,281,324 | \$1,295,393,630       | -\$21,112,306 | -0.8                 | 519                  |
| Total Retail Trade                  | 44-45 | \$1,155,285,071 | \$1,158,007,408       | -\$2,722,337  | -0.1                 | 352                  |
| Total Food & Drink                  | 722   | \$118,996,252   | \$137,386,222         | -\$18,389,970 | -7.2                 | 167                  |

| Industry Group                        | NAICS | Demand (Retail) | Supply (Retail Sales) | Retail Gap    | Leakage/Surpl Factor | Number of Businesses |
|---------------------------------------|-------|-----------------|-----------------------|---------------|----------------------|----------------------|
| Food Services & Drinking Places       | 722   | \$118,996,252   | \$137,386,222         | -\$18,389,970 | -7.2                 | 167                  |
| Full-Service Restaurants              | 7221  | \$59,574,301    | \$82,507,081          | -\$22,932,780 | -16.1                | 97                   |
| Limited-Service Eating Places         | 7222  | \$52,445,635    | \$49,070,102          | \$3,375,533   | 3.3                  | 55                   |
| Special Food Services                 | 7223  | \$3,240,377     | \$1,840,242           | \$1,400,135   | 27.6                 | 6                    |
| Drinking Places - Alcoholic Beverages | 7224  | \$3,735,940     | \$3,968,797           | -\$232,857    | -3.0                 | 10                   |

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016

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

#### Summary Demographics

|                               |          |
|-------------------------------|----------|
| 2016 Population               | 196,747  |
| 2016 Households               | 83,430   |
| 2016 Median Disposable Income | \$45,291 |
| 2016 Per Capita Income        | \$32,192 |

| Industry Summary                    | NAICS | Demand (Retail) | Supply (Retail Sales) | Retail Gap    | Leakage/Surpl Factor | Number of Businesses |
|-------------------------------------|-------|-----------------|-----------------------|---------------|----------------------|----------------------|
| Total Retail Trade and Food & Drink | 44-   | \$3,347,138,181 | \$3,187,947,504       | \$159,190,677 | 2.4                  | 1,514                |
| Total Retail Trade                  | 44-45 | \$3,040,131,427 | \$2,906,695,546       | \$133,435,881 | 2.2                  | 1,039                |
| Total Food & Drink                  | 722   | \$307,006,755   | \$281,251,957         | \$25,754,798  | 4.4                  | 475                  |

| Industry Group                        | NAICS | Demand (Retail) | Supply (Retail Sales) | Retail Gap   | Leakage/Surpl Factor | Number of Businesses |
|---------------------------------------|-------|-----------------|-----------------------|--------------|----------------------|----------------------|
| Food Services & Drinking Places       | 722   | \$307,006,755   | \$281,251,957         | \$25,754,798 | 4.4                  | 475                  |
| Full-Service Restaurants              | 7221  | \$153,190,748   | \$120,405,695         | \$32,785,053 | 12.0                 | 232                  |
| Limited-Service Eating Places         | 7222  | \$136,029,584   | \$135,848,108         | \$181,476    | 0.1                  | 160                  |
| Special Food Services                 | 7223  | \$8,085,117     | \$8,084,074           | \$1,043      | 0.0                  | 23                   |
| Drinking Places - Alcoholic Beverages | 7224  | \$9,701,306     | \$16,914,082          | -\$7,212,776 | -27.1                | 59                   |

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

[Avon I 90 Commercial Potential Retail Sales](#)

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## Potential Quick Service and Family Restaurants Sales

The key component of this particular report is the MPI (Market Potential Index). This indicates consumer preferences in this trade area compared to the US consumer preference average.

**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.

### 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

| Demographic Summary     | 2016   | 2021  |
|-------------------------|--------|-------|
| Population              | 55,870 | 57348 |
| Population 18+          | 41,828 | 43865 |
| Households              | 22,463 | 23242 |
| Median Household Income | 81,506 | 91811 |

| Product/Consumer Behavior                               | Expected         |         |     |
|---|------------------|---------|-----|
|   | Number of Adults | Percent | MPI |
| Went to family restaurant/steak house in last 6 mo      | 33,996           | 81.28   | 109 |
| Went to family restaurant/steak house 4+ times/mo       | 13,010           | 31.10   | 113 |
| Spent at family rest/steak hse last 6 months: <\$31     | 2,818            | 6.74    | 95  |
| Spent at family rest/steak hse last 6 months: \$31-50   | 3,582            | 8.56    | 104 |
| Spent at family rest/steak hse last 6 months: \$51-100  | 6,851            | 16.38   | 109 |
| Spent at family rest/steak hse last 6 months: \$101-200 | 5,897            | 14.10   | 118 |
| Spent at family rest/steak hse last 6 months: \$201-300 | 2,907            | 6.95    | 128 |
| Spent at family rest/steak hse last 6 months: \$301+    | 4,187            | 10.01   | 136 |
| Family restaurant/steak house last 6 months: breakfast  | 6,076            | 14.53   | 116 |
| Family restaurant/steak house last 6 months: lunch      | 8,689            | 20.77   | 110 |
| Family restaurant/steak house last 6 months: dinner     | 23,011           | 55.01   | 118 |
| Family restaurant/steak house last 6 months: snack      | 575              | 1.37    | 72  |
| Family restaurant/steak house last 6 months: weekday    | 15,366           | 36.74   | 121 |
| Family restaurant/steak house last 6 months: weekend    | 19,758           | 47.24   | 114 |

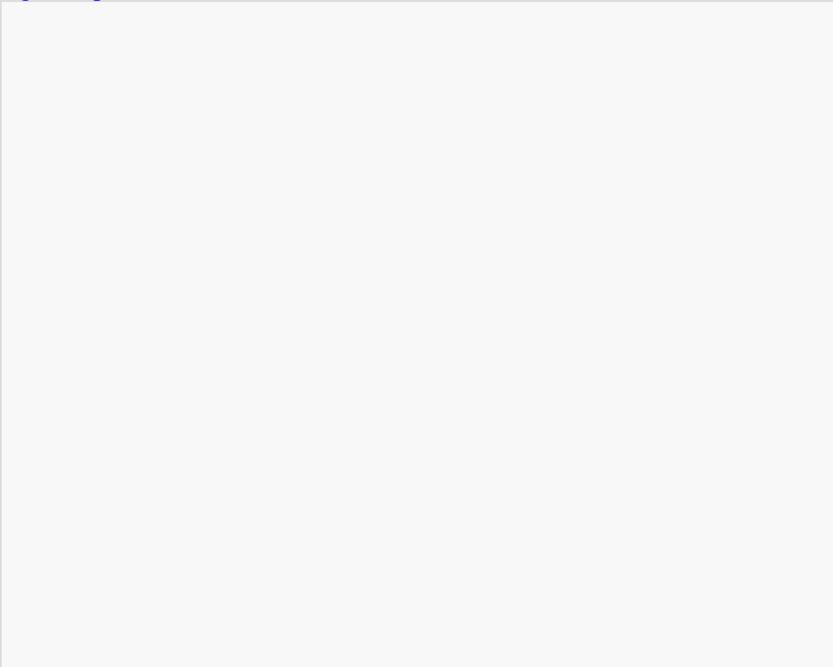
| Product/Consumer Behavior                              | Expected         |         |     |
|--|------------------|---------|-----|
|  | Number of Adults | Percent | MPI |
| Went to fast food/drive-in restaurant in last 6 mo     | 38,351           | 91.69   | 102 |
| Went to fast food/drive-in restaurant 9+ times/mo      | 16,919           | 40.45   | 102 |
| Spent at fast food/drive-in last 6 months: <\$11       | 1,782            | 4.26    | 99  |
| Spent at fast food/drive-in last 6 months: \$11-\$20   | 3,221            | 7.70    | 104 |
| Spent at fast food/drive-in last 6 months: \$21-\$40   | 4,795            | 11.46   | 97  |
| Spent at fast food/drive-in last 6 months: \$41-\$50   | 3,314            | 7.92    | 105 |
| Spent at fast food/drive-in last 6 months: \$51-\$100  | 7,161            | 17.12   | 103 |
| Spent at fast food/drive-in last 6 months: \$101-\$200 | 5,499            | 13.15   | 109 |
| Spent at fast food/drive-in last 6 months: \$201+      | 5,821            | 13.92   | 115 |
| Fast food/drive-in last 6 months: eat in               | 16,508           | 39.47   | 109 |
| Fast food/drive-in last 6 months: home delivery        | 3,106            | 7.43    | 97  |
| Fast food/drive-in last 6 months: take-out/drive-thru  | 21,152           | 50.57   | 109 |
| Fast food/drive-in last 6 months: take-out/walk-in     | 8,842            | 21.14   | 109 |
| Fast food/drive-in last 6 months: breakfast            | 14,433           | 34.51   | 106 |
| Fast food/drive-in last 6 months: lunch                | 23,155           | 55.36   | 111 |
| Fast food/drive-in last 6 months: dinner               | 20,269           | 48.46   | 109 |
| Fast food/drive-in last 6 months: snack                | 5,609            | 13.41   | 111 |
| Fast food/drive-in last 6 months: weekday              | 26,853           | 64.20   | 110 |
| Fast food/drive-in last 6 months: weekend              | 20,121           | 48.10   | 105 |

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## Quick Service Restaurants in I 90 Commercial District

View information on individual restaurants by clicking on the restaurant image (view estimate sales volume, number of employees etc.)

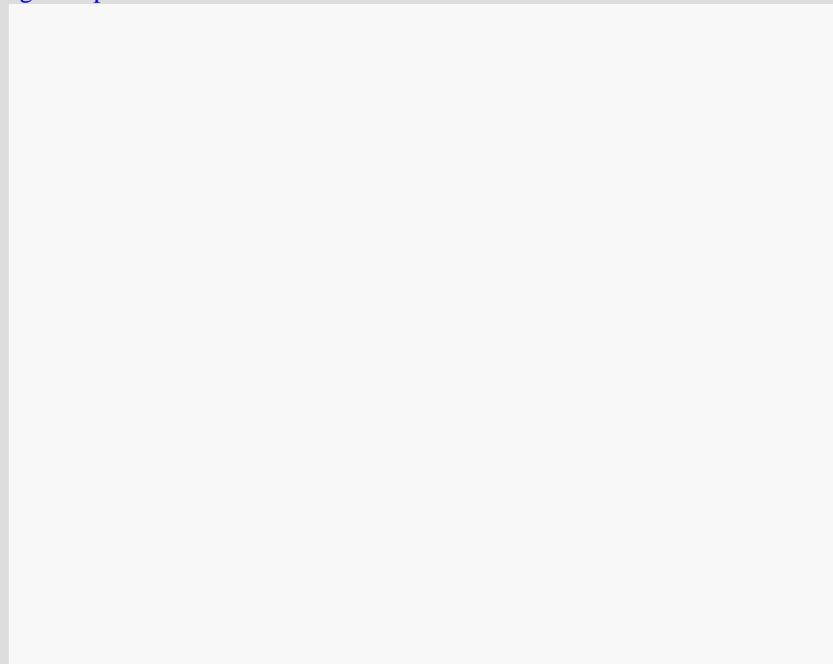
[View larger map](#)



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## Full Service Restaurants in I 90 Commercial District

[View larger map](#)



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## Preferred Quick Service and Family Restaurants in the Avon I 90 Commercial District

This report shows the top consumer preferred QSR and Family Restaurants in the trade area. If your restaurant is not listed here it does not mean that it is not a preferred restaurant.

You should review this report as a concept report. Is the concept of your restaurant similar to the top preferred restaurants in this trade area.

The I 90 Commercial District Consumer Preferred Quick Service and Full-Service Restaurants percentage above US.

| Full-Service Restaurants |     |
|--------------------------|-----|
| Red Robin                | 36% |
| Bob Evans Farms          | 34% |
| Outback steakhouse       | 32% |
| Carrabba's Italian Grill | 31% |
| Texas Roadhouse          | 31% |

| Quick Service Restaurants |      |
|---------------------------|------|
| Panera Bread              | 52 % |
| Chipotle Mex Grill        | 38%  |
| Papa Murphy's             | 31%  |
| The Starbucks             | 29%  |
| Boston Market             | 26%  |

| Top Full Service Preferred Restaurants                | Expected Number of Adults | Percent | MPI |
|---|---------------------------|---------|-----|
| Fam rest/steak hse/6 months: Red Robin                | 3,475                     | 8.31    | 136 |
| Fam rest/steak hse/6 months: Bob Evans Farms          | 2,048                     | 4.90    | 134 |
| Fam rest/steak hse/6 months: Outback Steakhouse       | 5,219                     | 12.48   | 132 |
| Fam rest/steak hse/6 months: Carrabba's Italian Grill | 1,709                     | 4.09    | 131 |
| Fam rest/steak hse/6 months: LongHorn Steakhouse      | 2,613                     | 6.25    | 131 |
| Fam rest/steak hse/6 months: Texas Roadhouse          | 4,153                     | 9.93    | 131 |
| Fam rest/steak hse/6 months: Olive Garden             | 8,917                     | 21.32   | 123 |
| Fam rest/steak hse/6 months: Ruby Tuesday             | 3,089                     | 7.39    | 122 |

| Top Quick Service Preferred Restaurants               | Expected Number of Adults | Percent | MPI |
|---|---------------------------|---------|-----|
| Fast food/drive-in last 6 months: Panera Bread        | 7,229                     | 17.28   | 152 |
| Fast food/drive-in last 6 months: Chipotle Mex. Grill | 5,990                     | 14.32   | 138 |
| Fast food/drive-in last 6 months: Papa Murphy's       | 2,318                     | 5.54    | 131 |
| Fast food/drive-in last 6 months: Starbucks           | 7,917                     | 18.93   | 129 |
| Fast food/drive-in last 6 months: Boston Market       | 1,791                     | 4.28    | 126 |
| Fast food/drive-in last 6 months: Chick-fil-A         | 8,950                     | 21.40   | 120 |
| Fast food/drive-in last 6 months: Sonic Drive-In      | 4,314                     | 10.31   | 100 |

[Avon Restaurant Market Potential I 90 Commercial District](#)

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## Significant Websites and Articles

### WebSites

[City of Avon](#) [City of Avon Lake](#) [Avon Commons](#) [Avon Crossing](#) [Avon Place](#) [Crocker Park](#) [Cleveland Clinic](#) [Residence Inn](#)

### Articles

[Avon, OH Growth](#) [Meijer Super Store](#) [Menards](#) [Bendix](#) [Cabela's Sports World](#) [Chester Road Widening](#)

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## Consumer Behavior, Life Style, and Product Preference

### Looking beyond the Location to the Consumer's Profile, Lifestyle, and Product Preferences in conjunction with Localization, not just Location

Get More Insights into America's Changing Population

Understand customers' lifestyle choices, what they buy, and how they spend their free time. Consumer Segmentation gives you insights to help you identify your best customers, optimal sites, and underserved markets. As a result, you will get higher response rates, avoid less profitable areas, and invest your resources more wisely. ESRI Article Tapestry

#### Top Three Consumer Segments in Trade Area



Click on Image to View Consumer Profile

#### Viewing the full Consumer Profile, Life Style and Product Preference Report

|  |  |  |
|--|--|--|
|  <p><b>Soccer Moms</b></p> <p>Median Age 36.6<br/>Median Inc \$84k</p> <p>Prof/Mgmt<br/>College Degree</p> <ul style="list-style-type: none"><li>Go jogging, biking, target shooting</li><li>Carry high level of debt</li><li>Visit theme parks, zoos</li><li>Own 2+ vehicles (minivans, SUVs)</li><li>Shop, bank online</li></ul> |  <p><b>Heartland Communities</b></p> <p>Median Age 41.1<br/>Median Inc \$39k</p> <p>Svc/Prof<br/>HS Diploma Only</p> <ul style="list-style-type: none"><li>Go hunting, fishing, ride motorcycles</li><li>Own domestic truck, SUV</li><li>Buy insurance from agent</li><li>Participate in local activities</li><li>Listen to country music, watch CMT</li></ul> | <p><b>Beyond Demographics</b></p> <p>Tapestry Segmentation classifies neighborhoods into 67 unique segments based not only on demographics but also socioeconomic characteristics. It describes US neighborhoods in easy-to-visualize terms ranging from <i>Soccer Moms</i> to <i>Heartland Communities</i>.</p> |
|--|--|--|

C

Click here

[Consumer Profile, Life Style, and Product Preference Report](#)

#### Consumer Restaurant Preference is measured by the following criteria:

**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 2015 and 2020.

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#### DOCUMENT LIBRARY - Dynamic Location Located Avon, OH in the I 90 Commercial District

##### Disposable Income

- [Avon Disposable Income](#) \*

##### Drive Time Map

- [Travel Time in Trade Area](#) \*

##### Retail Sales Potential

- [Avon I 90 Commercial Potential Retail Sales](#) \*

##### Daytime Population

- [Avon Daytime Population](#) \*

##### Restaurant Sales Potential

- [Avon Restaurant Market Potential I 90 Commercial District](#) \*

##### Demographics

- [Avon 10.17 Minute Drive Time Demographics](#) \*

##### Property

- [Concept Drawing 1](#) \*
- [Concept Drawing 2](#) \*
- [Concept Drawing 3](#) \*
- [Site close up aerial](#) \*

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