



Toro DC John's Creek MU: Chopt Match

Match Between:

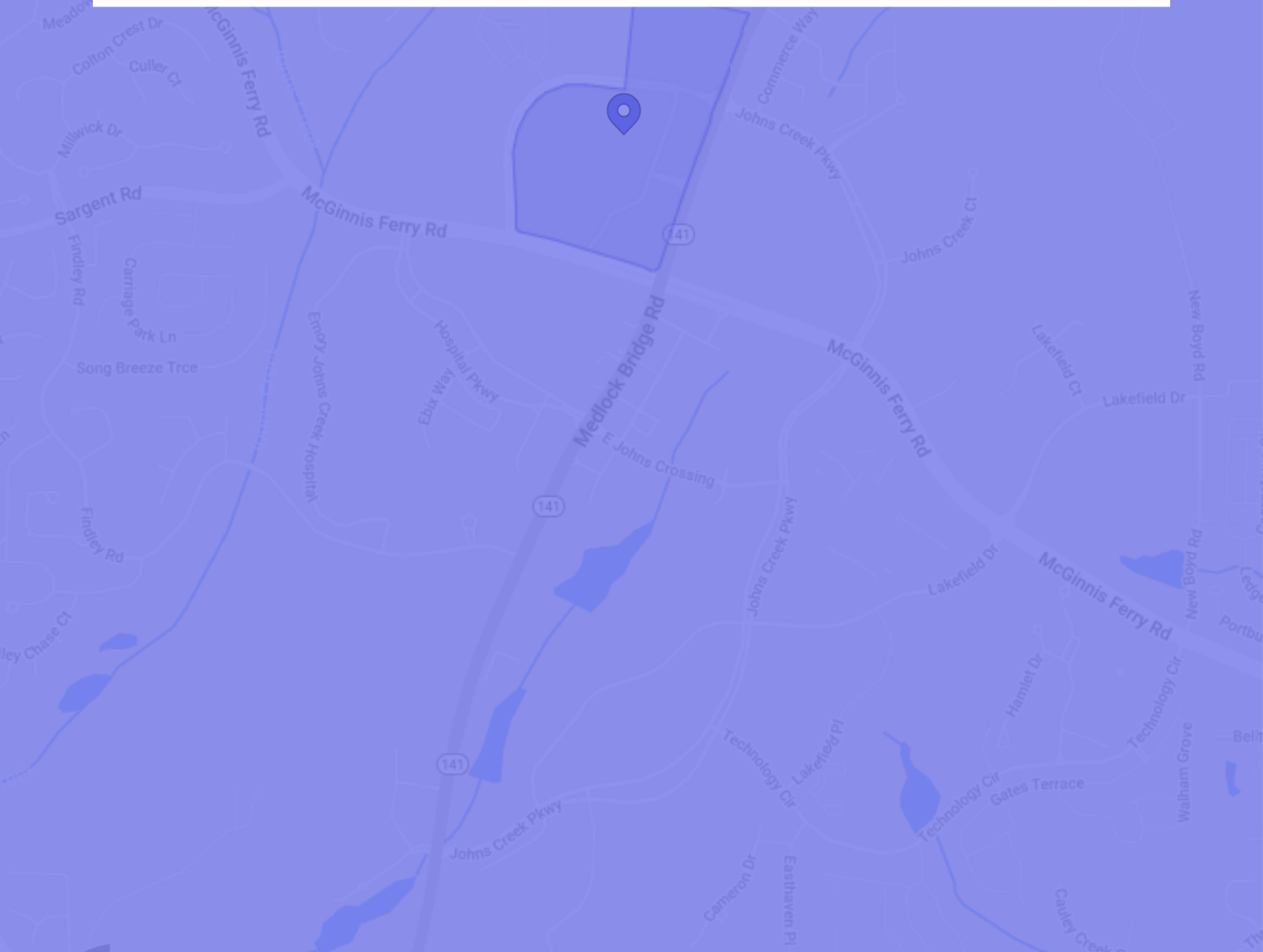


Johns Creek Town Center

3630 Peachtree Pkwy, Suwanee, GA, United States

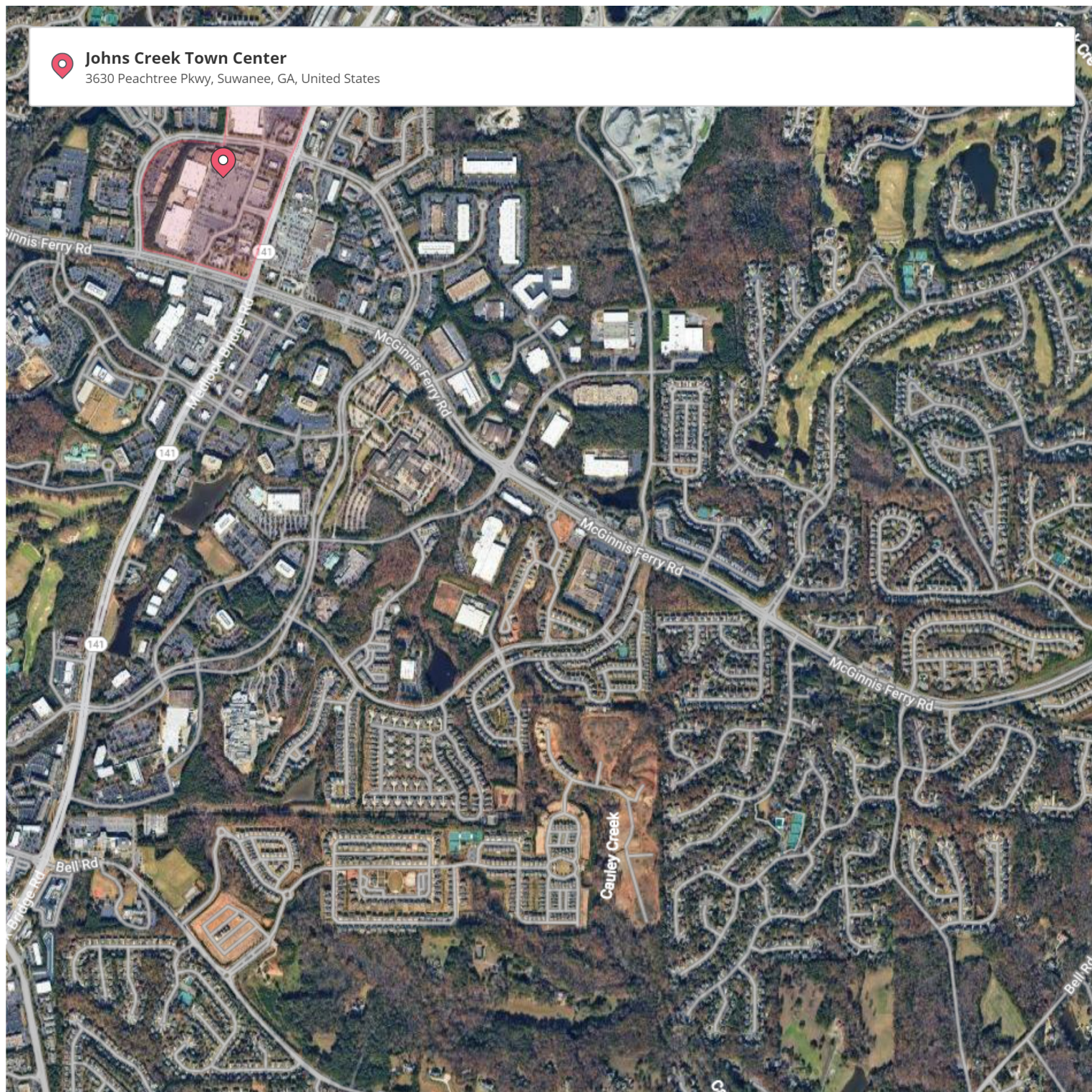


Chop't



Toro DC John's Creek MU: Chopt Match

Johns Creek Town Center / Chop't



Toro DC John's Creek MU: Chopt Match

Johns Creek Town Center / Chop't



Demographic Fit Score

85

Demographic fit score to top Chop't venues

Cannibalization

0%

Population overlap with all nearby Chop't in GA

Frequent Co-Tenants

20

of the current tenants which are usually located

Avg. Monthly Visits

5.8K

US Avg. Visits to Chop't venues

Typical Size (sq ft)

2K - 5K

Chop't range of venue sizes (US)

Nearest Location

19.3 mi

Nearest Chop't location

State Expansion Rate

0%

Chop't expansion rate across GA over the last

Venues in State

3

of Chop't venues in GA

Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai



Demographic Fit Score

Demographic fit between Chop't and the trade area population of Johns Creek Town Center at Peachtree Pkwy, Suwanee, GA

85 / 100

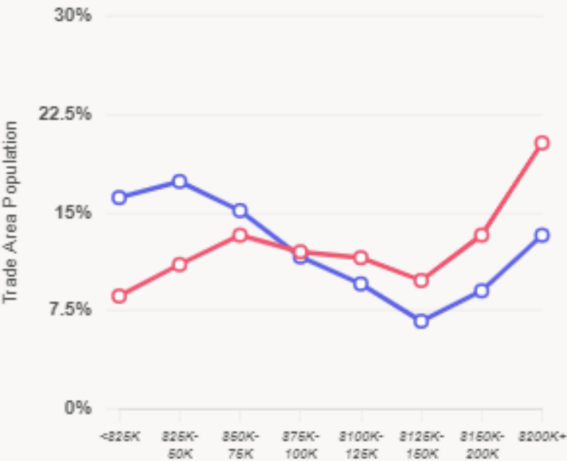


Population Overview

	Trade Area Size (sq mi)	Trade Area Population	Population Density (per sq mi)
● Johns Creek Town Center	103.75	207,925	2,004
● Chop't	57.65	192,786	3,344

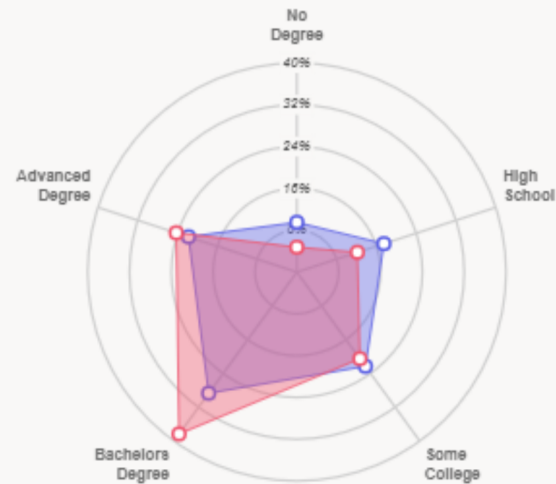
Household Income (HHI)

83 / 100
Similarity Score



Education

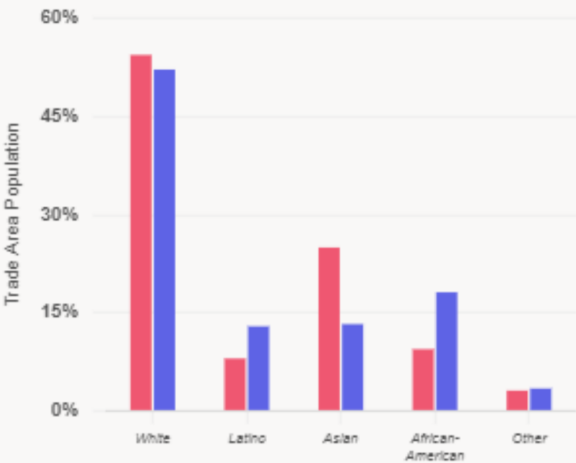
88 / 100
Similarity Score





Ethnicity

86 / 100
Similarity Score



Age

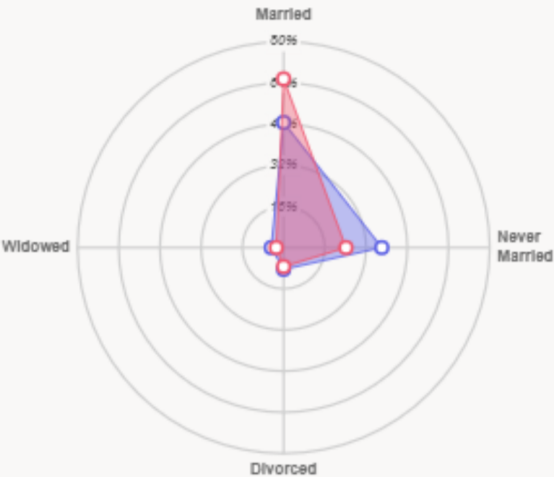
84 / 100
Similarity Score

Age	Trade Area Population	
Under Age	29.1%	20.4%
18-24	6.6%	11.5%
25-34	9.3%	15.9%
35-44	16.6%	13.6%
45-54	17.6%	13.6%
55-64	12.1%	11.8%



♥ Marital Status

83 / 100
Similarity Score



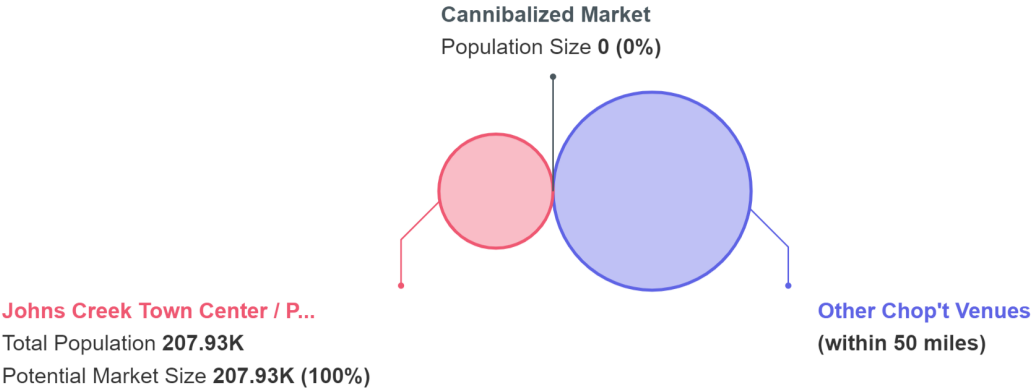
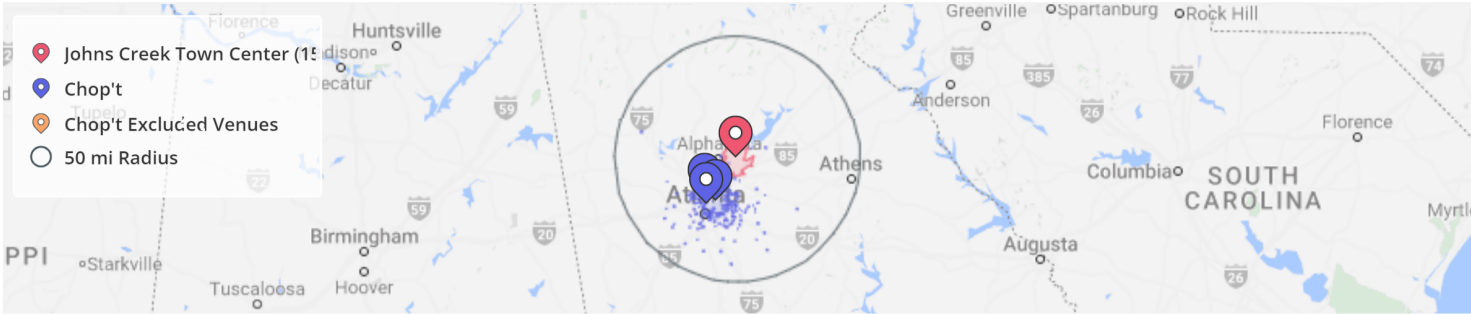
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Cannibalization

Population and Trade Area Overlap between Johns Creek Town Center (Peachtree Pkwy, Suwanee, GA) and all nearby Chop't venues within 50 miles



Cannibalized Market

Trade area overlap with all nearby Chop't venues within 50 miles.

Population:	0%	0 ppl
Area:	0.73%	0.76 sq mi

Potential Market

Untapped market for Chop't from Johns Creek Town Center.

Population:	100%	207,925 ppl
Area:	99.27%	102.99 sq mi

Data provided by Placer Labs Inc. (www.placer.ai)

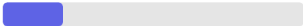




Frequent Co-Tenants











Number of tenants within a 0.5 mile radius of the property that are frequently located within the same radius of other Chop't venues

20 / 69



Frequent Co-Tenants With Chop't

Based on 69 Chop't venues nationwide

Chains	# of Shared Locations	% Co-Tenancy
Co-tenancy threshold 30% and above		
 Starbucks Breakfast, Coffee, Bakeries & Dessert Shops,	442	640.6%
 Chase Bank Banks & Financial Services, Bank	205	297.1%
 Chipotle Mexican Grill Restaurants, Mexican Restaurant	127	184.1%
 SUBWAY Fast Food & QSR, Sandwich Place	120	173.9%
 McDonald's Fast Food & QSR, Fast Food Restaurant	101	146.4%
 The UPS Store Shipping & Storage, Shipping Store	92	133.3%
 Wells Fargo Banks & Financial Services, Bank	84	121.7%
 Chick-fil-A Fast Food & QSR, Fast Food Restaurant	43	62.3%
 PNC Bank Banks & Financial Services, Bank	40	58%
 Hilton Garden Inn Hotels & Casinos, Hotel	40	58%