

TUPLL SITE CHECK · COFFEE SHOP

ILLUSTRATIVE

West Riverside Drive corridor, South Austin

Prepared September 26, 2026

Trade area 5-minute drive (urban), with 1, 2 and 3 mile rings

Report version 2.1

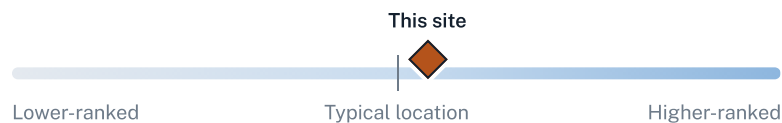
YOUR LOCATION GRADE

C Typical location

54th percentile

Ranks higher than 54% of existing independent coffee shops in urban areas.

Grades run A to F, about one in five locations in each.



Location Index: $105 \cdot 100 = \text{typical}$. Higher = stronger. A relative scale, not a percentage or a score out of 100.

Typical for its area type, with no clear edge and no clear warning sign. That's useful to know before you commit. **See what shapes this grade.**

Compared with similar places. Tupll ranks every address against existing independent coffee shops in the same kind of place: urban areas, suburbs, second cities or rural towns. The comparison is set automatically from the address.

Tupll compares locations, not businesses. The grade and the index are relative and say nothing about sales. They cannot see your product, staff, prices, rent, the building, parking, signage, or how easy it is to pull in and out of the lot. A strong operator in an average location routinely beats a weak operator in a strong one.

What shapes this grade

83k People within 2 miles, top 24 percent of urban coffee-shop locations

Nearly half of residents are 18 to 34, and three in four adults hold a degree.

204k Jobs within 2 miles, top 14 percent

The 2-mile ring takes in downtown Austin, so weekday demand runs deep.

920 Restaurants within 2 miles, top 6 percent

People already come here to eat and drink.

WHAT TO CHECK NEXT

The grade cannot see the site itself. Visit at 8 am on a weekday, count the lines at the two nearest independents, and walk the entry from Riverside Drive. The full checklist is on page 6.

The twelve statistics behind the grade

Each one is used by the model, and each matters for reasons you already understand. Together they describe the shape of the model; they do not reveal its weights.

Where a rank is shown, it compares this site with the locations of existing independent coffee shops in urban areas, the same area type as this site.

Who lives nearby

83,000

Residents within 2 miles
Top 24% of urban locations

\$123,600

Household income within 2 miles¹
Top 10% of urban locations

48%

Residents aged 18 to 34

77%

Adults 25+ with a bachelor's degree
Austin area: 52%

Who is around during the day

204,000

Jobs within 2 miles
Top 14% of urban locations

36%

Workers who work from home

What else is on the block

842

Businesses within a half mile
Top 25% of urban locations

920

Restaurants within 2 miles
Top 6% of urban locations

6

Shops and restaurants on the immediate block

390_m

Walk to the nearest supermarket
About 5 minutes on foot

The coffee market here

14

Other coffee shops within a half mile
See page 4

28

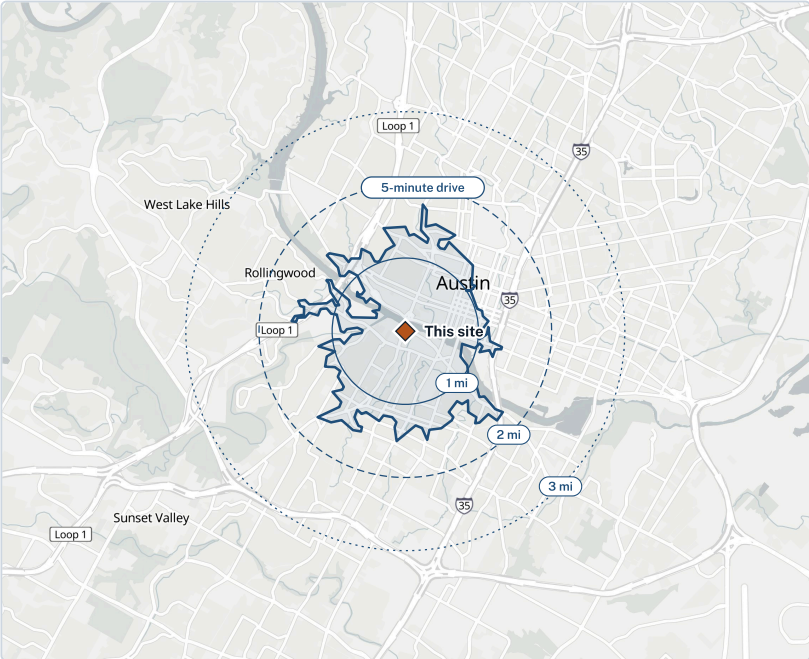
Coffee shops opened within 2 miles, last 2 years

More coffee shops nearby is usually a good sign. It means the neighborhood already buys coffee. It does not prove there is room for one more; the visit on page 6 tests that.

¹ The average of block-group median household incomes within 2 miles, the same figure as the 2-mile column of the ring table on page 3. Sources: Census ACS 2019 to 2023, LEHD LODES 2023, Overture Places 2026-08-19.

The area this report describes

A 5-minute drive, the standard for an urban site, defines the trade area. The 1, 2 and 3 mile rings show how the picture changes as you move out.



◆ This site 5-minute drive area — 1 mile - - - - 2 miles 3 miles

WHO LIVES AND WORKS HERE, BY DISTANCE

Measure	½ mile	1 mile	2 miles	3 miles	5-min drive	Austin area 3 counties
Residents	7,800	20,500	83,100	171,400	29,000	n/a
Households	6,100	14,000	41,700	84,200	19,100	n/a
Households that rent	57.6%	61.5%	63.5%	67.4%	60.0%	42.0%
Bachelor's degree or higher, 25+	87.3%	83.5%	77.0%	72.4%	81.2%	51.8%
Household income ¹	\$168,700	\$145,000	\$123,600	\$109,200	\$138,400	\$110,700
Jobs located here	22,100	104,200	203,900	308,000	122,200	n/a

60.0%

of trade-area households rent

18.0 points above the Austin area

22,100

jobs within a half mile

Rising to 203,900 at 2 miles, as the ring reaches downtown

81.2%

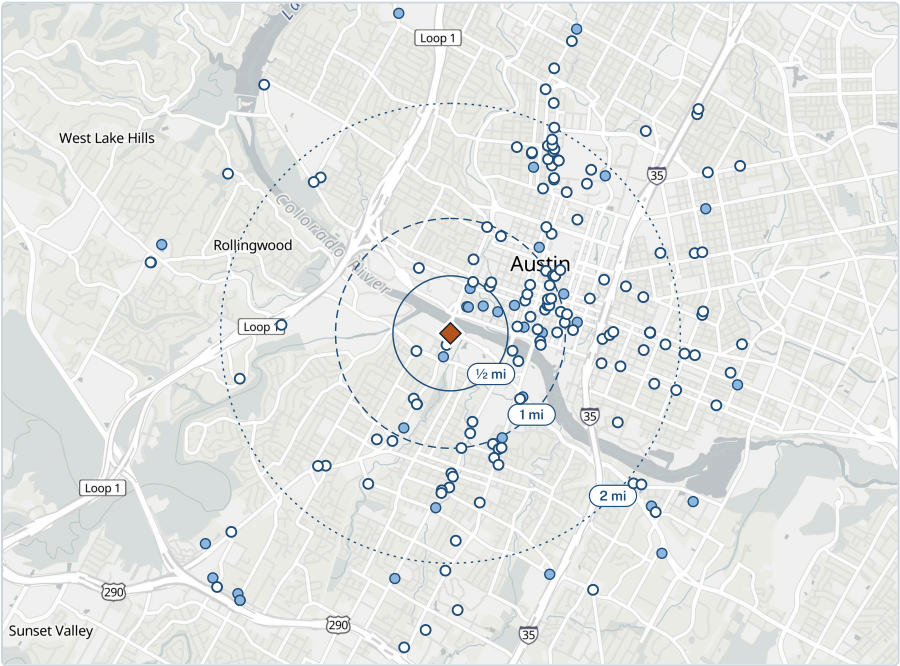
of trade-area adults hold a degree

29.4 points above the Austin area

The drive area is calculated without traffic, so it reaches further than a rush-hour drive. Each column is its own geography, not a total of the others. Job counts are jobs based here, not people present at a given hour. ¹ Area average of block-group medians. Sources: 2020 Census; ACS 2019 to 2023; LODES 2023; Valhalla routing over OpenStreetMap. Basemap © OpenStreetMap contributors, OpenFreeMap.

The coffee market nearby

120 coffee shops are listed within 2 miles. The nearest is a tenth of a mile away.



◆ This site
○ Independent coffee shop
● Chain coffee shop
— 1/2, 1 and 2 mile rings

Counts on this page are directory listings for coffee shops and roasteries. The model's own half-mile count uses a broader set of categories and is shown on page 2. A listing counts as a chain when the directory attaches a brand to it. Listings may be incomplete, out of date or miscategorized; the visit confirms what is actually there. Sources: Overture Places, release 2026-08-19. Basemap © OpenStreetMap contributors, OpenFreeMap.

LISTED COFFEE SHOPS, BY DISTANCE	
1 mile	47
2 miles	120
3 miles	169
Nearest listed shop	0.1 miles
Chain share within 2 miles	17%
Opened within 2 miles, last 2 years	28
Within a half mile, model count	14

A dense coffee market is a sign of demand, which is why it counts in this site's favor. Your delivered report lists every shop used in these counts.

How the area is changing

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City-level context, not site-level evidence. Home buying is running above the reference area, while population growth is slower.

19.2 home purchases per 100 owner households Reference area: 14.8 HMDA 2024. A proxy for people moving in, not a count of all movers.	412 new housing units permitted City-level, calendar year 2025 Census Building Permits Survey 2025.	6.1% population change, 2020 to 2025 Reference area: 8.9% Census Population Estimates 2025. City-level.
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Five neighborhoods that fit a coffee-shop profile

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Places to start your local marketing. This is a demographic ranking, not a forecast of who will buy.

Neighborhood	Households	Distance	Channel to consider
1. Zilker	2,140	0.7 mi	Local Instagram and Facebook ads
2. Bouldin Creek	1,890	1.0 mi	Google location-targeted ads
3. South Congress	2,460	1.4 mi	Location-based ads
4. Travis Heights	1,720	1.5 mi	New-mover mail
5. Barton Hills	2,010	1.6 mi	New-mover mail

Ranked with a rule-based profile using renter share, age, education, daytime jobs and retail density. Household figures and distances in the sample are placeholders. Sources: Census ACS five-year estimates; Overture Places.

What to check on your visit

The grade reads the neighborhood. These five checks read the site.

- ☐ Visit the two nearest independents at 8 am on a weekday and count the line.
- ☐ Walk the entry from Riverside Drive. Is the turn-in signalized, and is parking visible from the road?
- ☐ Check whether the nearest chain has a drive-through.
- ☐ Note which shops have seating for laptops, and how full it is at 10 am.
- ☐ Ask the landlord for the last two tenants at this address, and why they left.

What this report cannot tell you

- The grade, the percentile and the Location Index compare locations, not businesses. They are relative, they come without a range, and they say nothing about sales.
 - It is built on about 8,500 coffee shops across dozens of metro areas, 5,800 of them independents, in every kind of place: urban cores, suburbs, second cities and rural towns.
 - The neighborhood ranking on page 5 is rule-based, not learned from your customers.
- It cannot see the product, the staff, the prices, the rent, the building, the parking, or the entry. Any one of those can matter more than the neighborhood.
 - It describes patterns, not causes. It can say that locations like this one tend to do well, not that changing something nearby would change a shop's results.
 - Sources describe different periods. Each section states its data vintage.

SOURCES AND DATA VINTAGES		
Residents	2020	U.S. Census Bureau, 2020 Census blocks
Households, income, age, education, renters	2019 to 2023	Census American Community Survey, five-year estimates, block groups
Jobs	2023	Census LEHD LODES workplace data
Businesses and coffee shops	August 2026	Overture Maps Foundation, Places release 2026-08-19
Home purchases	2024	HMDA, CFPB data browser
Housing permits, population change	2025	Census Building Permits Survey; Population Estimates
Drive area and maps	September 2026	Valhalla routing over OpenStreetMap; basemap by OpenFreeMap, © OpenStreetMap contributors
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