

SPEARMAN 0.72-0.77 VS NYC DOT / DVRPC COUNTERS · AUC 0.69-0.81 ON RETAIL CHAINS · 23K ZIP CODES WITH CLOSED SALES · 2,235 METRO & COUNTY AREAS

An address for your **café**. Scored: **53/100**.

7 public Seattle addresses scored by the Optaloc model 0-100 against the whole metro area — broken into foot traffic, demand, spending power and accessibility.

METRO AREA	Seattle
BUSINESS TYPE	café
ADDRESSES	7 (shortened sample — the full report scores 3 addresses for your brief)
COMPUTED	09.2026 · Optaloc scoring model (H3 res 9, metro-area percentile)

SHORTENED SAMPLE · DEMO DATA

This is a shortened version of the document on seven public addresses — the model results are real, but the addresses do not come from a client brief. The full report covers 3 addresses matched to your brief, competition in range, catchment areas and a recommendation.

Before you look at the ranking.

Score 0–100 and percentile

Pillars (traffic, demand, spending power, accessibility) are percentiles against the whole metro area: 95 = better than 95% of locations in the Seattle metro. The combined score weights the pillars for the chosen business type and accounts for competition and synergies nearby — also metro-wide.

Four pillars

- **Traffic** — estimated pedestrian activity around the address
- **Demand** — residents + jobs within reach
- **Spend** — estimated affluence of the area
- **Access** — public transit (density and frequency)

Confidence flags

- **real data** a measurement or a public registry (Census/ACS, Redfin closed sales, GTFS, DOT counters)
- **model · estimate** our model estimate — marked as such, with its validation stated
- **illustration** indicative only, no numeric value

Model validation

Foot traffic vs real NYC
DOT / DVRPC counters **0.72–0.77** SPEARMAN

Scoring vs retail chains
(revealed preference) **0.69–0.81** AUC

What we don't do

- We don't forecast revenue to the dollar — it can't be done honestly.
- We don't buy phone-tracking data — only public, open sources you can verify.
- We don't hide uncertainty — no estimate leaves our hands without a confidence flag.

Same address, different score — ranked for a café.

#	ADDRESS · NEIGHBORHOOD	TRAFFIC	DEMAND	SPEND	ACCESS	SCORE
01	1st Ave & Pike St Downtown	100	100	56	46	53 _{/100}
02	Broadway & E Pine St Capitol Hill	84	100	40	51	47 _{/100}
03	Westlake Ave N & Denny Way South Lake Union	67	100	89	40	44 _{/100}
04	NW Market St & Ballard Ave Ballard	67	100	40	53	41 _{/100}
05	University Way NE & NE 45th University District	61	100	40	48	39 _{/100}
06	California Ave SW & SW Alaska St West Seattle	46	100	51	49	35 _{/100}
07	Rainier Ave S & S Edmunds St Columbia City	29	100	54	42	29 _{/100}

Pillars: percentile against the whole metro area (0-100). Score: combined rating for the “café” business type. In the full report: 3 addresses matched to your brief + rejected addresses with reasons.

#01 IN THE CAFÉ RANKING · SEATTLE

1st Ave & Pike St

53/100

Downtown

percentile 100 – better than 100% of locations in the metro

Foot traffic

100/100 · top 0% of the metro



estimated pedestrian activity around the address — model validated on NYC DOT and DVRPC counters

Demand

100/100 · top 0% of the metro



residents and jobs within walking reach

Spending power

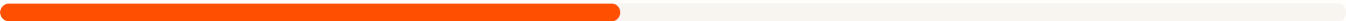
56/100 · above the metro median



estimated affluence of the area vs the metro

Accessibility

46/100 · around the metro median



density and frequency of public transit

HOW TO READ THIS

Pillar values are percentiles against the whole metro area (H3, res 9). The combined score also accounts for competition and synergies nearby for the chosen business type. In the full report each finalist gets competition in range, a catchment area and an analyst comment.

#02 IN THE CAFÉ RANKING · SEATTLE

Broadway & E Pine St

Capitol Hill

47 /100

percentile 100 — better than 100% of locations in the metro

Foot traffic

84/100 · well above the metro median



estimated pedestrian activity around the address — model validated on NYC DOT and DVRPC counters

Demand

100/100 · top 0% of the metro



residents and jobs within walking reach

Spending power

40/100 · below the metro median



estimated affluence of the area vs the metro

Accessibility

51/100 · around the metro median



density and frequency of public transit

HOW TO READ THIS

Pillar values are percentiles against the whole metro area (H3, res 9). The combined score also accounts for competition and synergies nearby for the chosen business type. In the full report each finalist gets competition in range, a catchment area and an analyst comment.

#03 IN THE CAFÉ RANKING · SEATTLE

Westlake Ave N & Denny Way

South Lake Union

44/100

percentile 100 — better than 100% of locations in the metro

Foot traffic

67/100 · above the metro median



estimated pedestrian activity around the address — model validated on NYC DOT and DVRPC counters

Demand

100/100 · top 0% of the metro



residents and jobs within walking reach

Spending power

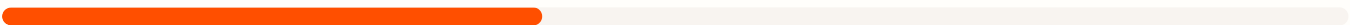
89/100 · well above the metro median



estimated affluence of the area vs the metro

Accessibility

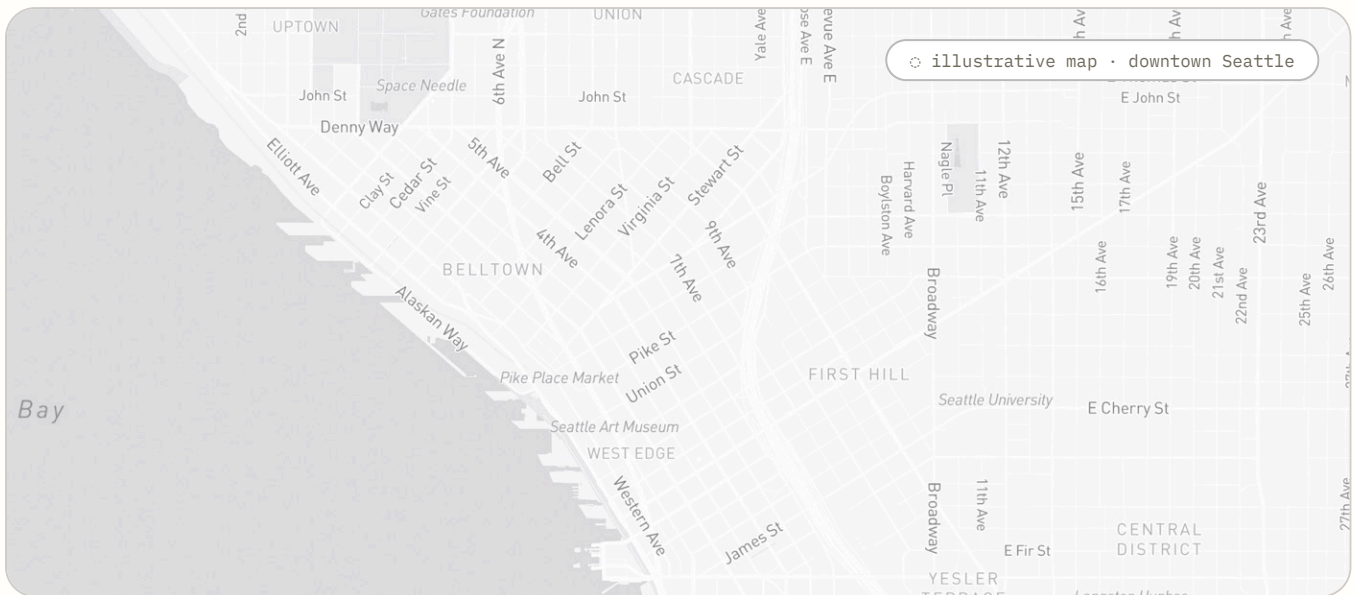
40/100 · below the metro median



density and frequency of public transit

HOW TO READ THIS

Pillar values are percentiles against the whole metro area (H3, res 9). The combined score also accounts for competition and synergies nearby for the chosen business type. In the full report each finalist gets competition in range, a catchment area and an analyst comment.



In the full report, instead of an illustrative graphic you get an interactive map with layers (traffic, demand, spending power, competition) and the full ranking.

What the full report contains.

- Ranking of 3 locations by combined score
- Top 3 sites — detailed analysis of each
- Foot traffic and potential (model + counters)
- Competition in range — who, where, how dense
- Demographics and spending power of the area
- Catchment area and accessibility
- Interactive map + PDF report
- Confidence flags — we honestly mark estimates

Single Location
from \$400

Best Locations
from \$2,500

Custom
on request

Check your location.

optaloc.com/kontakt • reply within 1 business day