



STARBUCKSScale

World, Country, State, and County Maps

Where in the world are all the Starbucks?

Starbucks in Shelby County, Tennessee, United States, and the World

Scale - the size of the area studied, from local to global.

National Level... Deaths from Cancer



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National Level... Deaths from Cancer

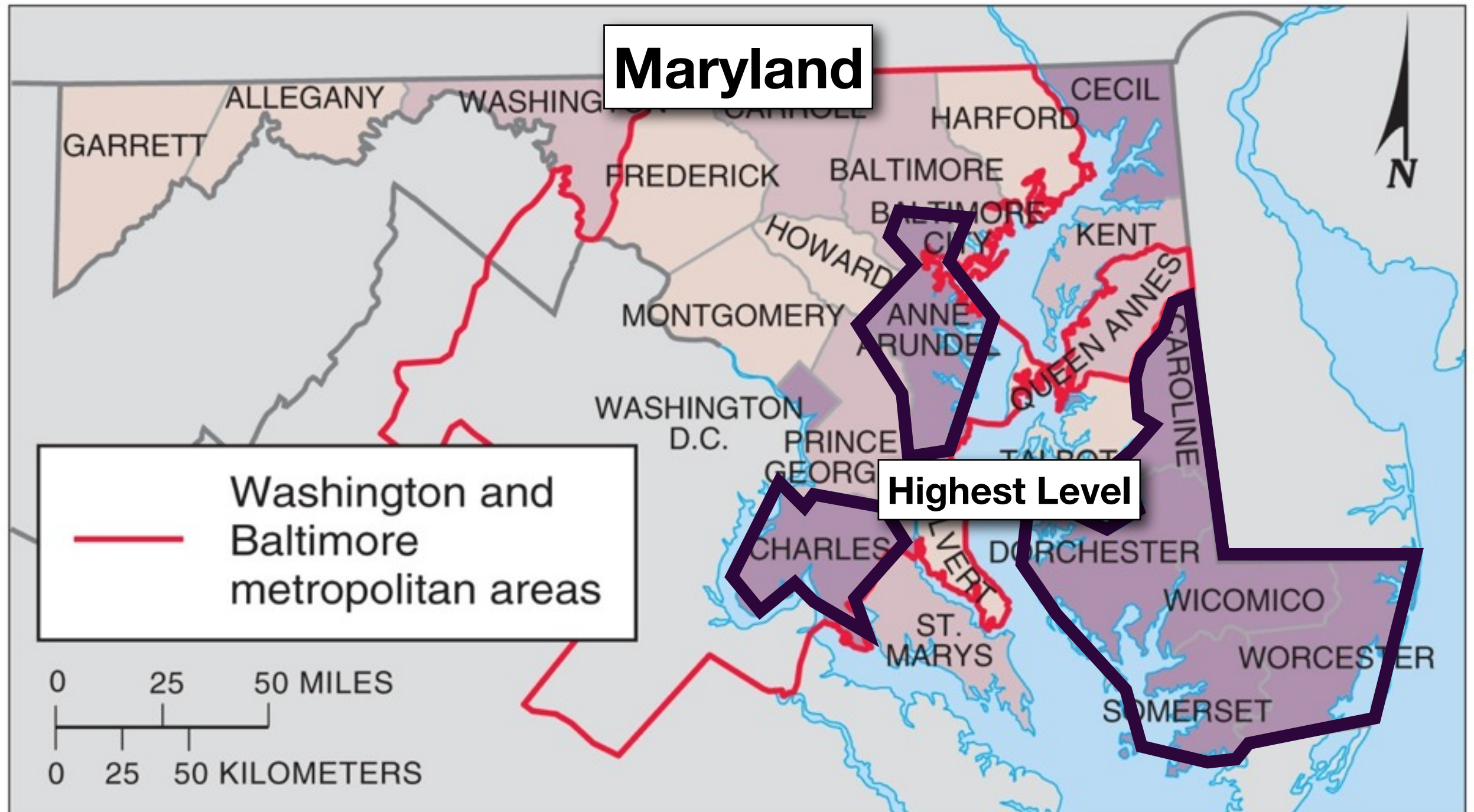


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State Level... Deaths from Cancer

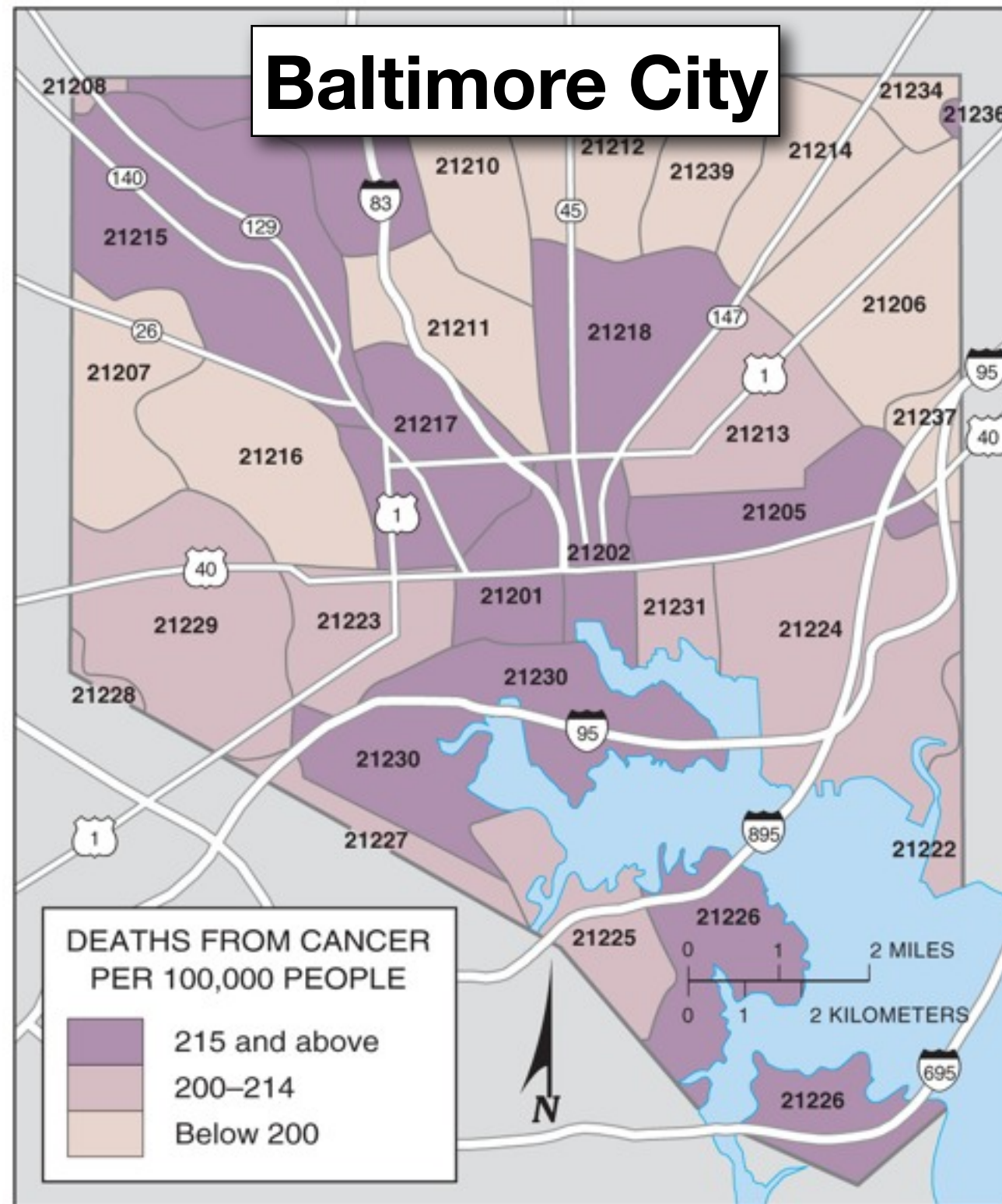


State Level... Deaths from Cancer



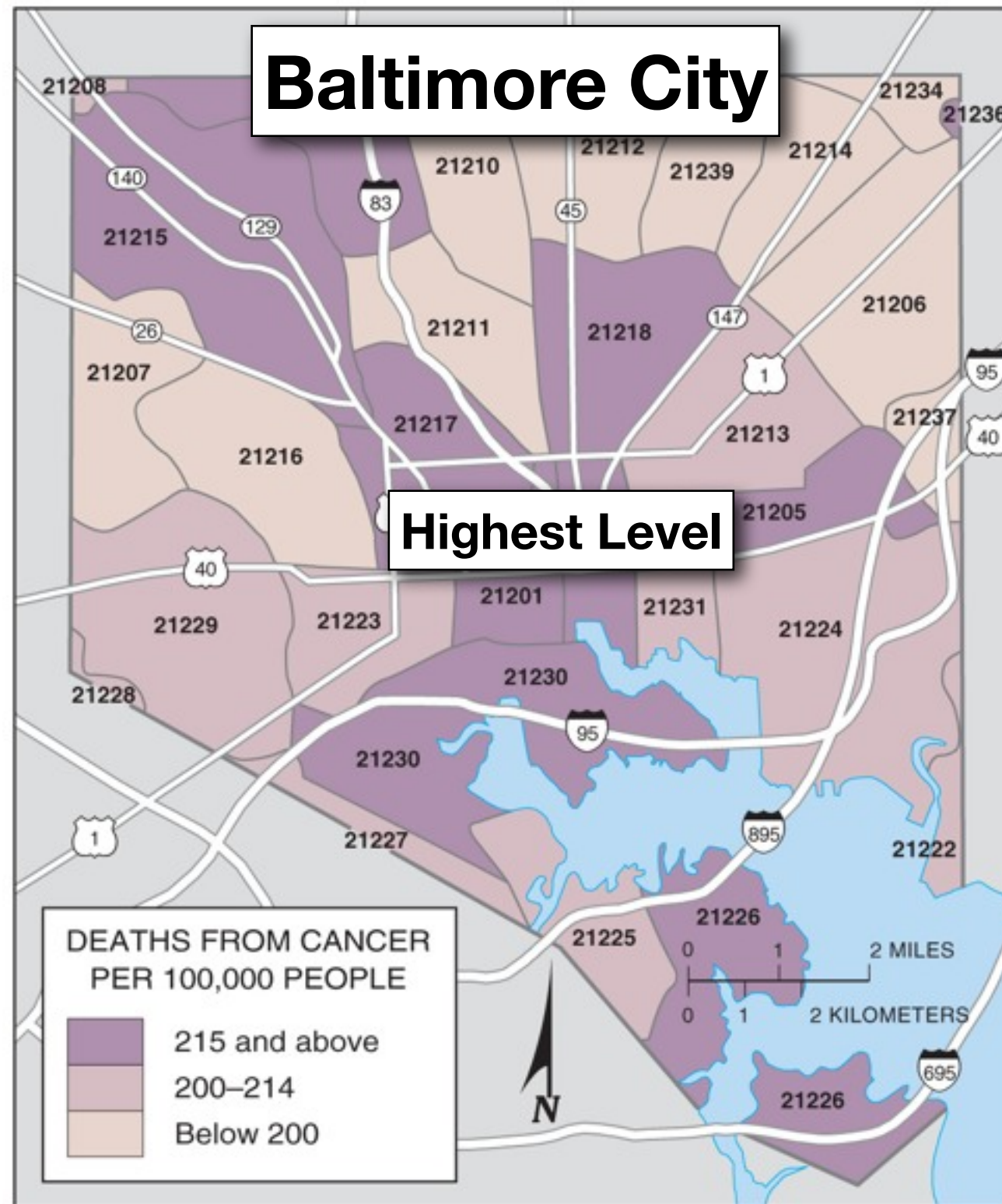
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Local Level... Deaths from Cancer



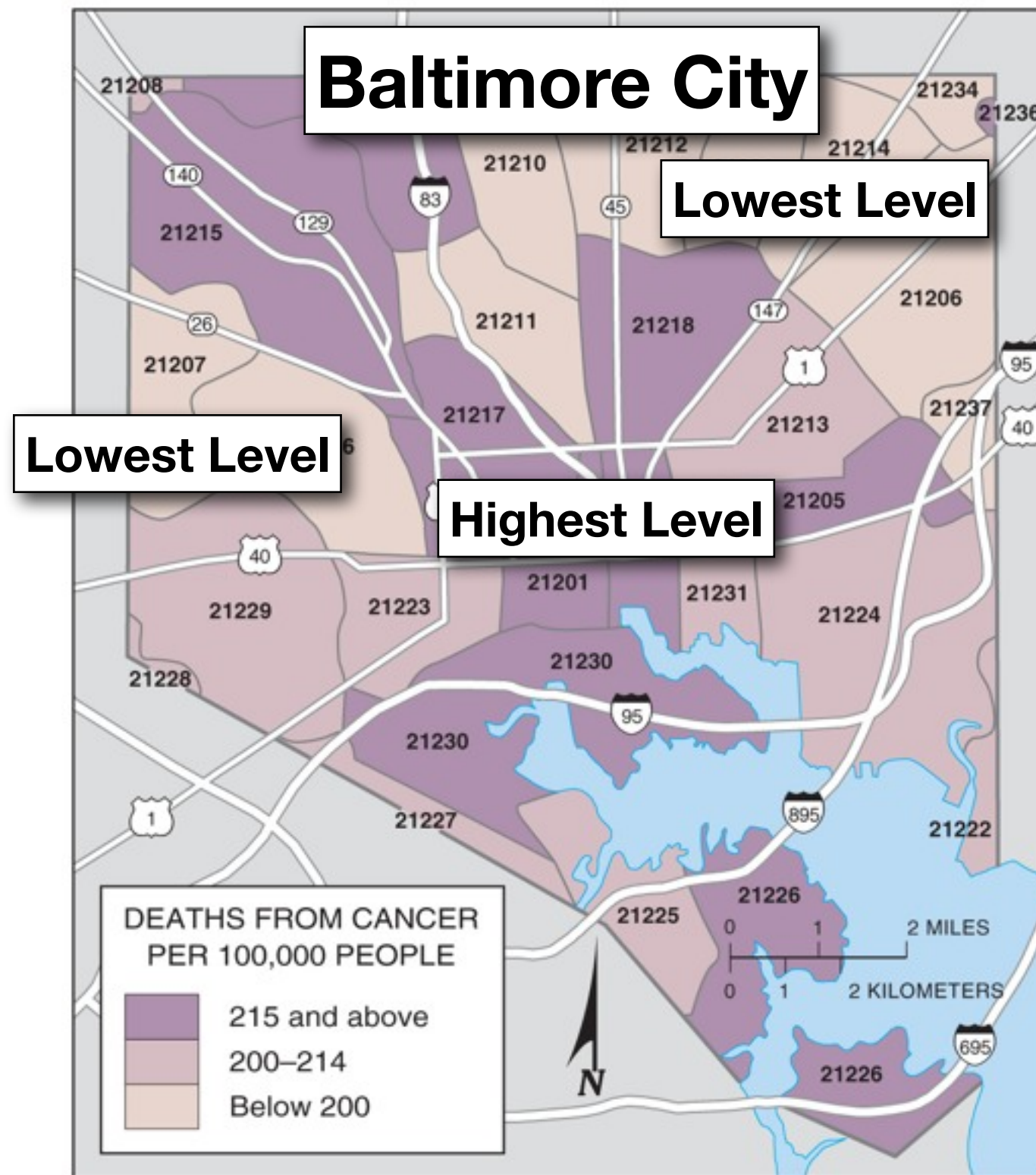
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Local Level... Deaths from Cancer

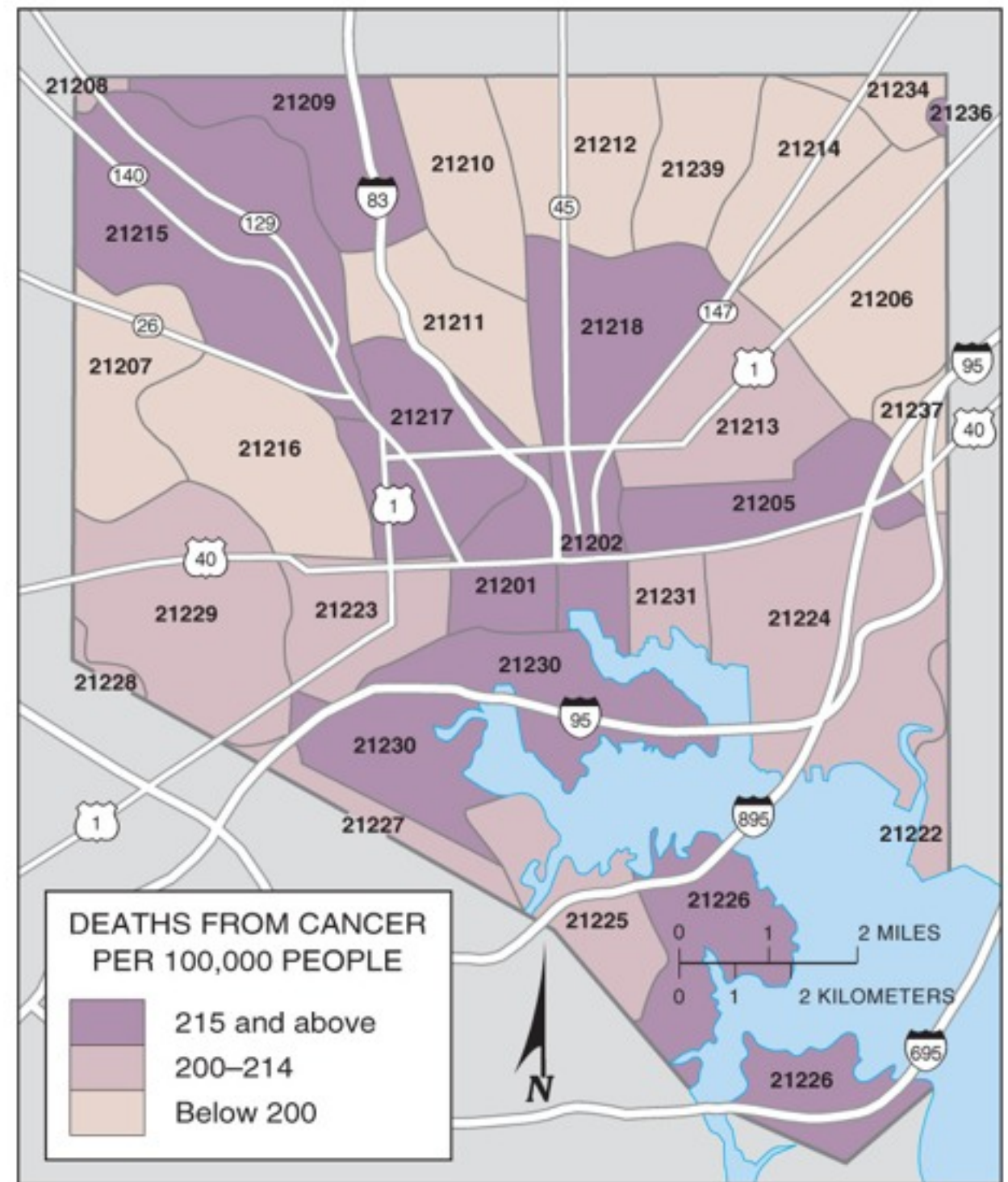
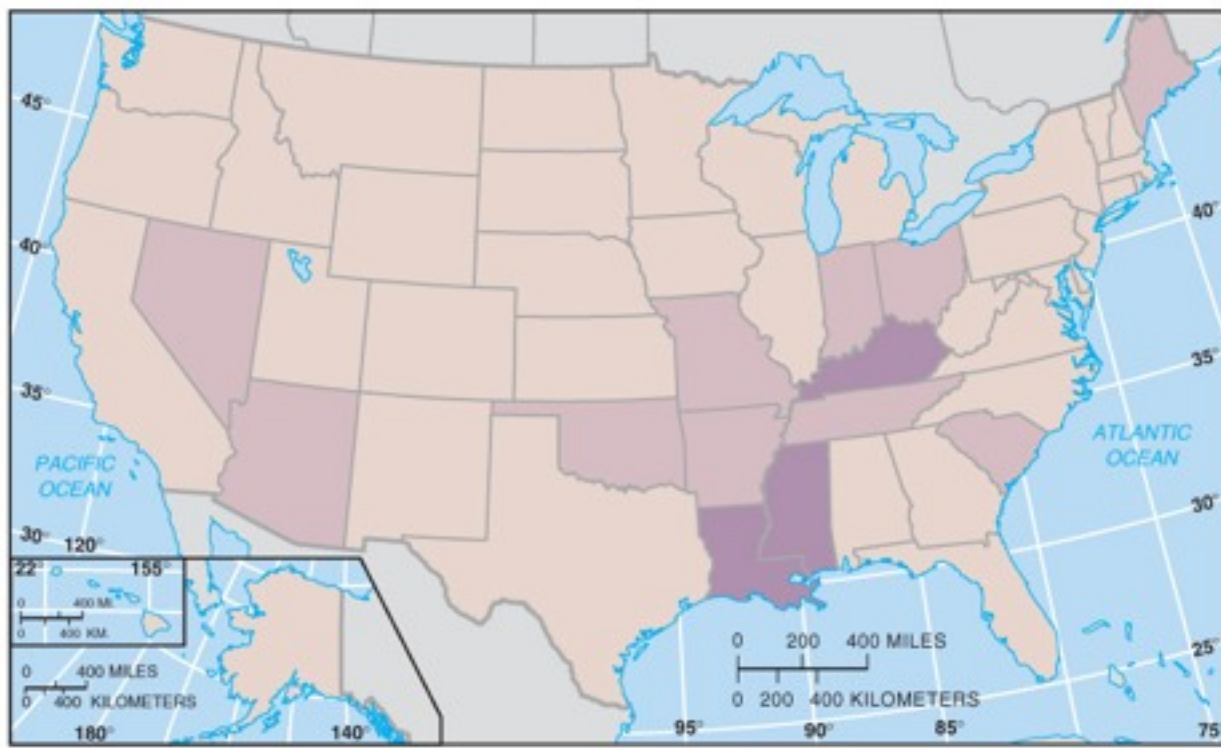


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Local Level... Deaths from Cancer



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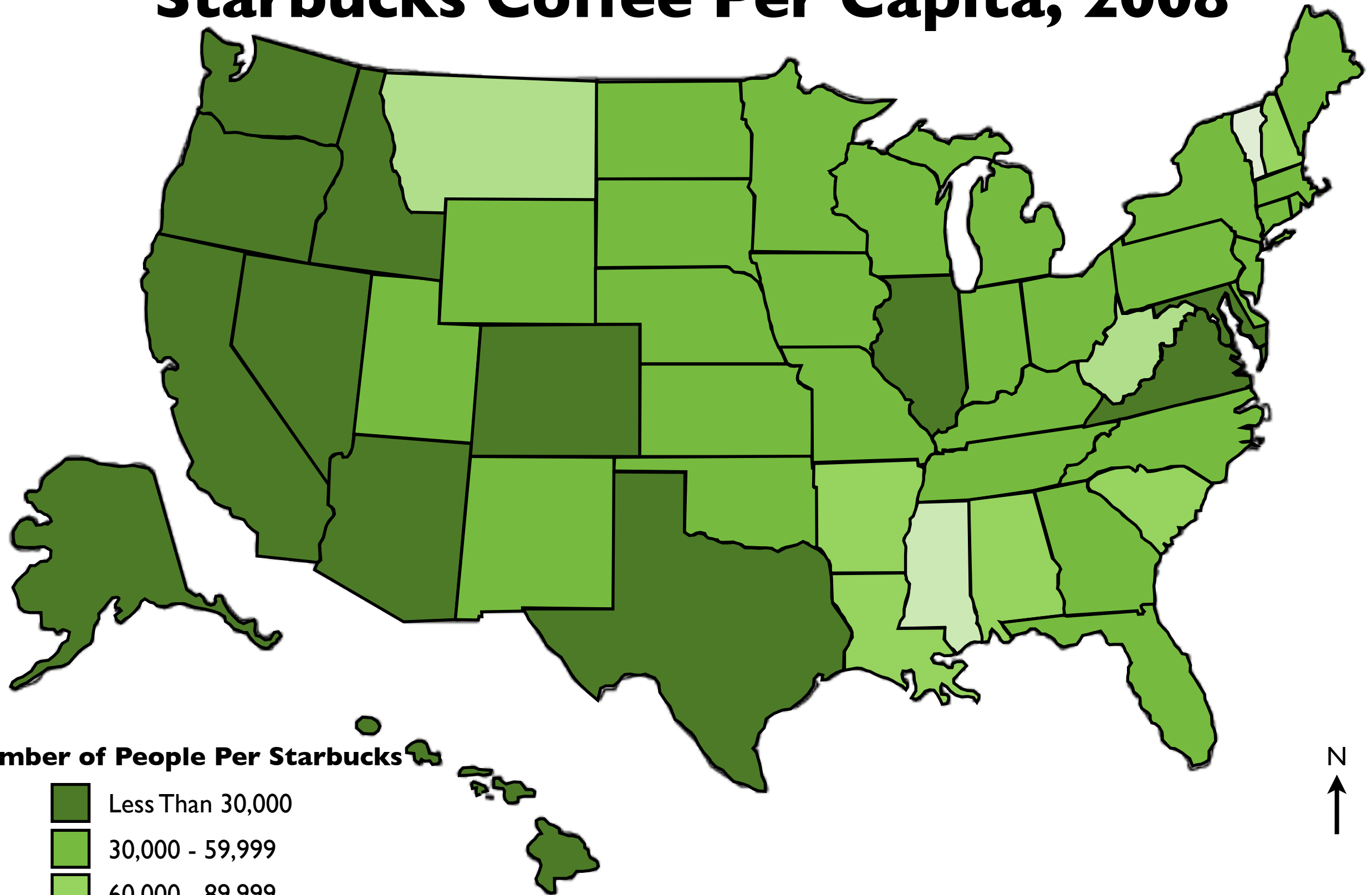
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Source: *An Introduction to Human Geography* by James M. Rubenstein

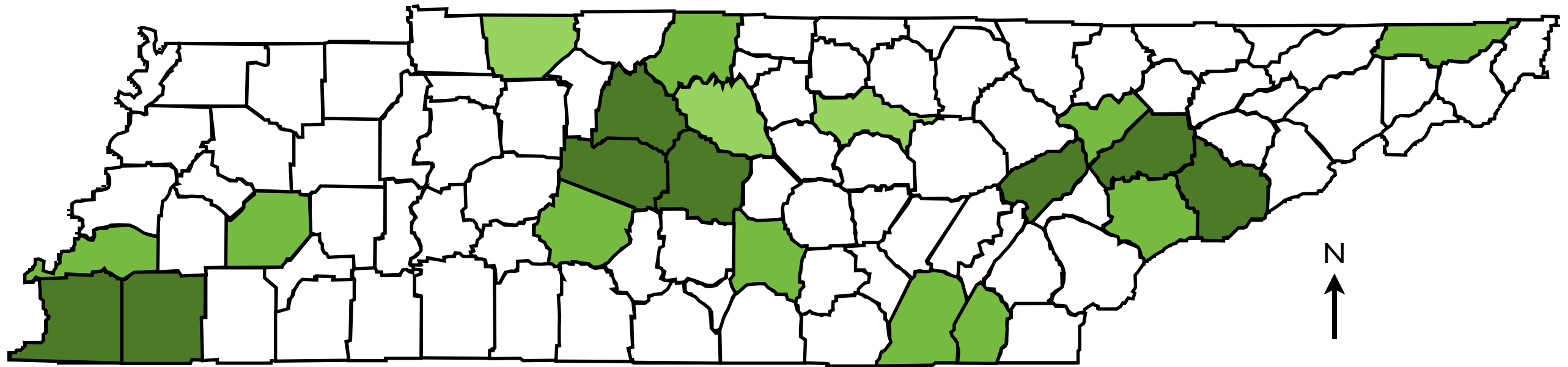
Importance of Scale

What is the cancer rate in Maryland versus Baltimore?

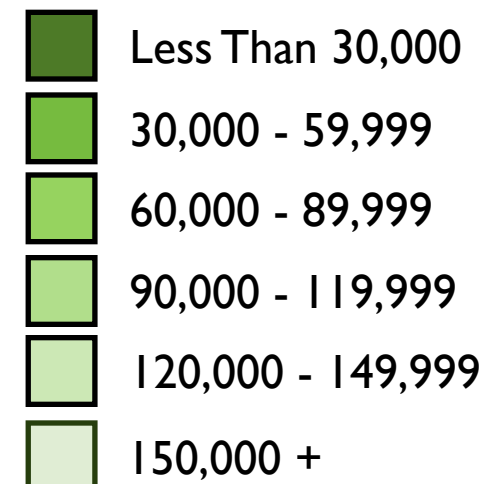
Starbucks Coffee Per Capita, 2008

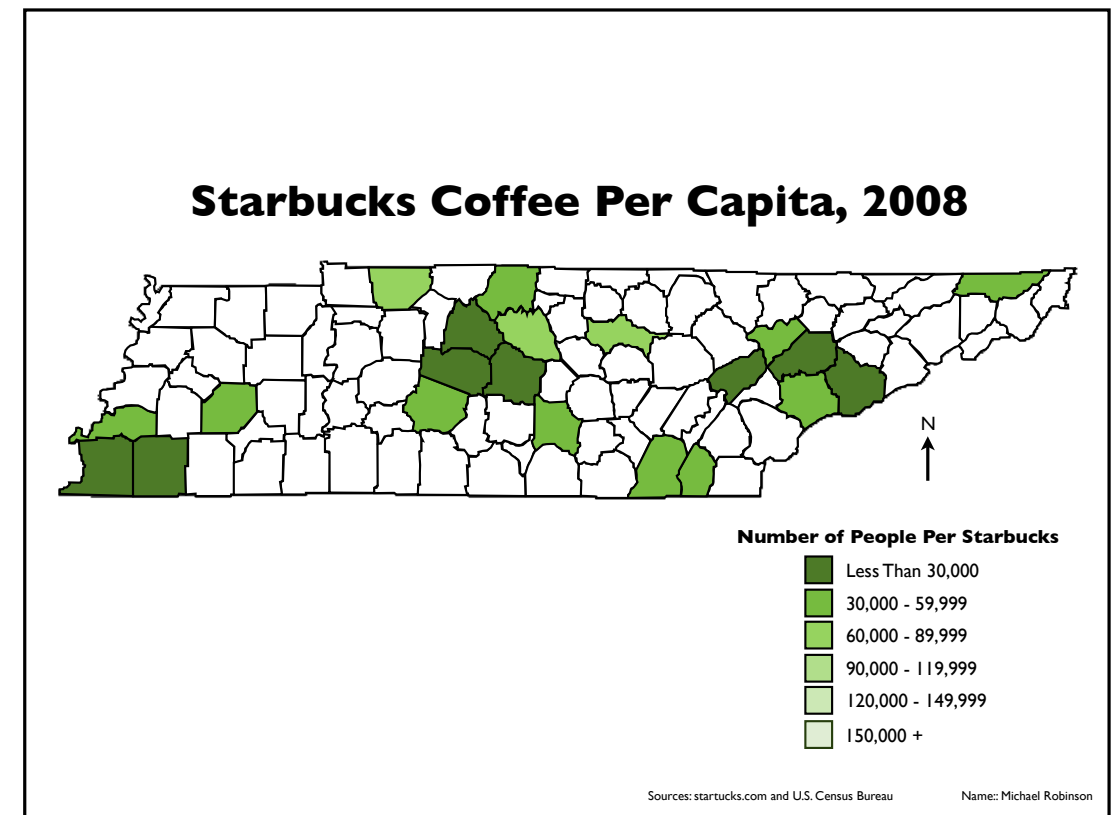
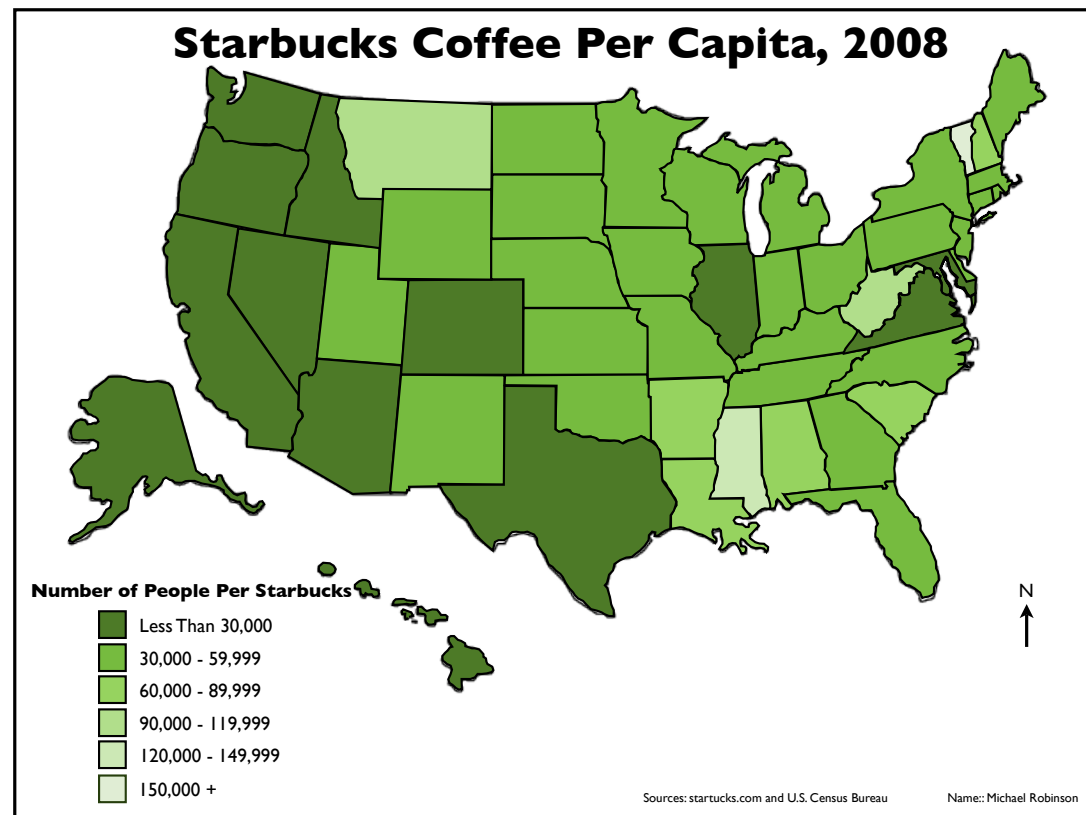


Starbucks Coffee Per Capita, 2008



Number of People Per Starbucks





Starbucks per capita in some Tennessee counties is higher than California.

Why?

Where in the world are all the Starbucks?

- How are Starbucks distributed at a:
 - Global Scale
 - National Scale
 - State Scale
 - Local Scale
 - *Does Tennessee have a lot of Starbucks?*
 - *Does Shelby County Tennessee have a lot of Starbucks?*

СТАРБАКС КОФЕ

Starbucks around the world.





Where in the world ?

Found in over 45 countries



Seville, Spain

Japanese in Spain at a Starbucks

Starbucks Map and Graph Assignment

- Using the **Starbucks' Statistics** Excel document, create a **histogram** for the total number of Starbucks found in each of the 50 states and the District of Columbia. (This may be completed on the histogram handout.)
- Use the histogram to determine the categories for the **The World, United States, and Tennessee Starbucks Map** and create a **Choropleth** map.
 - Color the map according to the categories determined using dark to light shades of the same color.
- Using Google Maps, **plot** all of the Starbucks found in Shelby County, Tennessee on the **Shelby County Starbucks Map**.
- Complete analysis questions found on next slide.

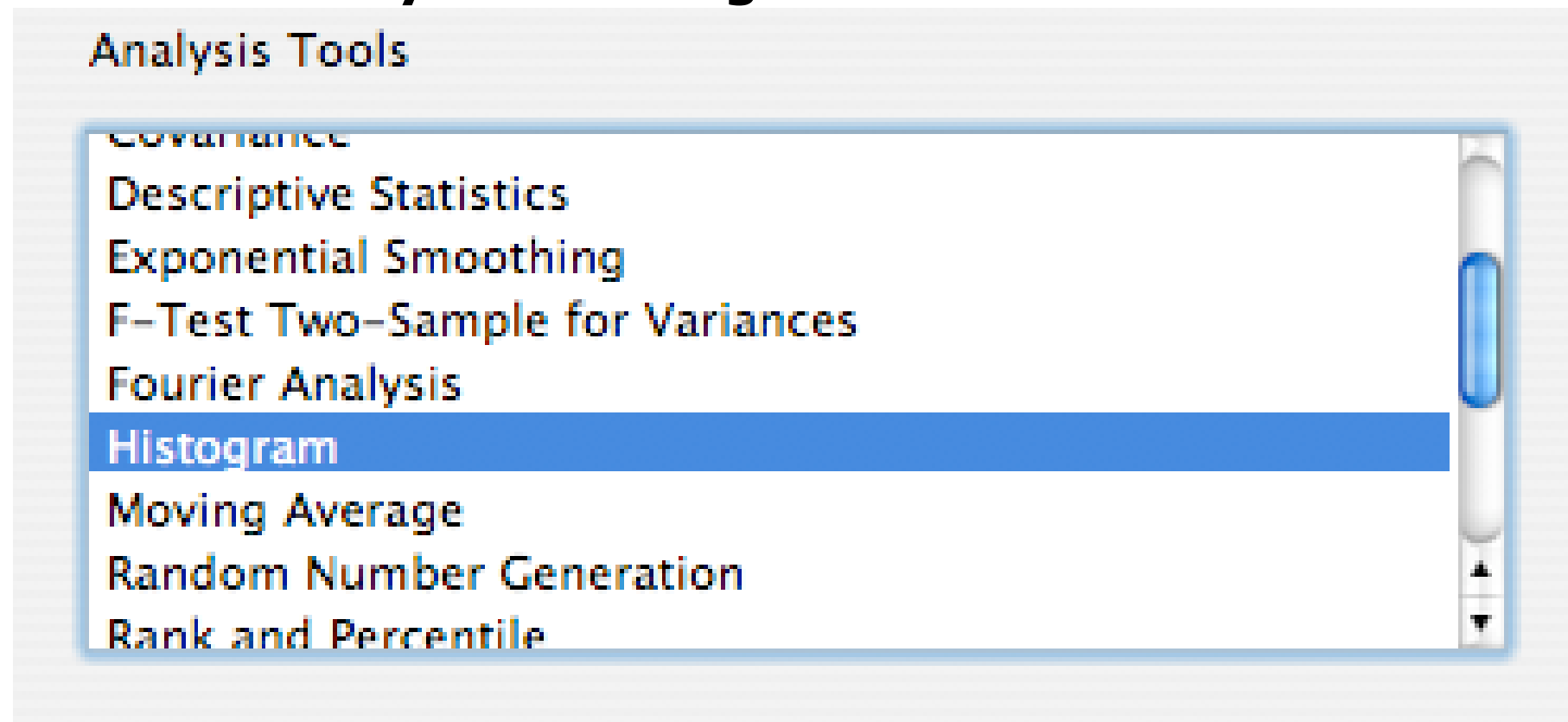
Analysis Questions

- 1. **Where** in the world are the world's Starbucks and **why** are they in those specific countries?
- 2. How does the **Starbucks World, USA, and TN Map** illustrate the importance of understanding **scale**?
- 3. Why are so many of the Starbucks found along Poplar Avenue and Germantown Road?
- 5. What type(s) of diffusion can be seen on the United States map?
- 6. Why are there so few Starbucks in: a. Africa, b. Northern Europe, c. South Asia?

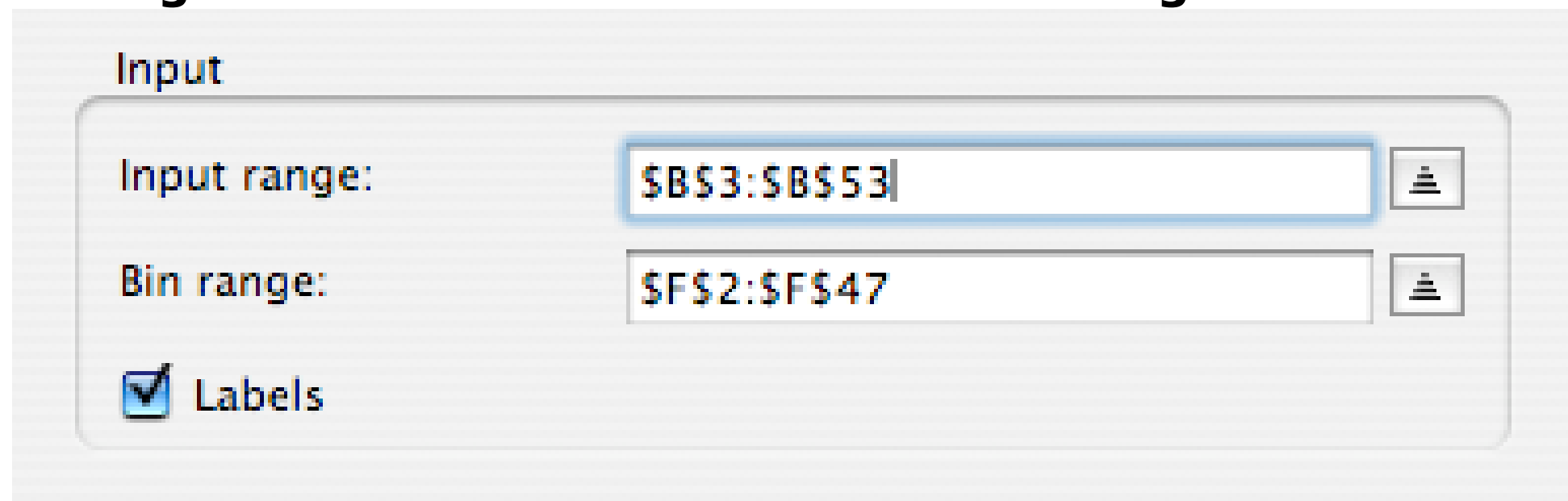
Starbucks' Histogram Directions

The newest version of Excel may not have the histogram option.

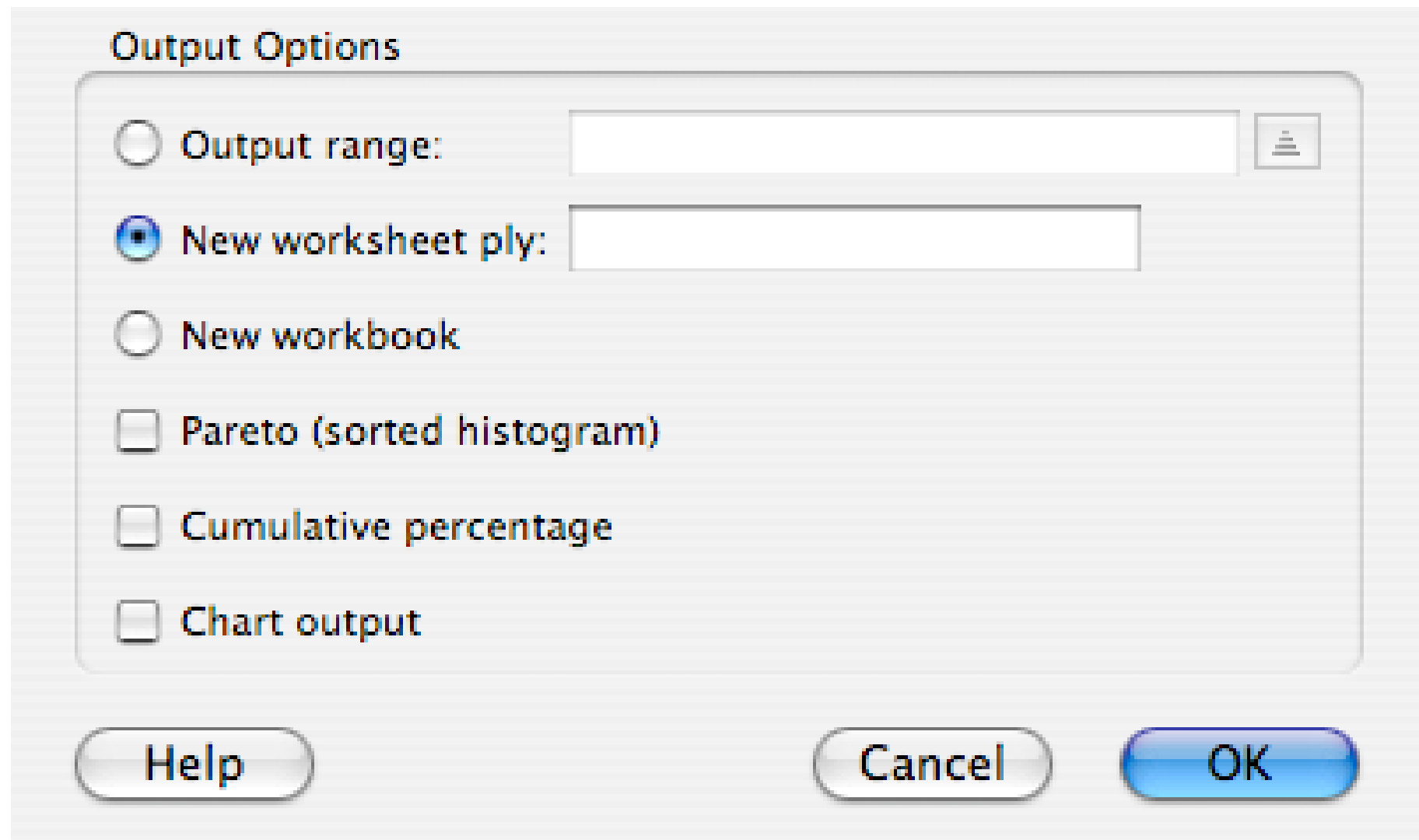
1. Open up the Starbucks Excel File
2. Go to: **Tools > Data Analysis > Histogram**



3. The **Input range** should be **B3 to B53** and the **Bin range** should be **F2 to F47**.



4. Select **New worksheet ply:** and click **OK**.



Output Options

☐ Output range:

☒ New worksheet ply:

☐ New workbook

☐ Pareto (sorted histogram)

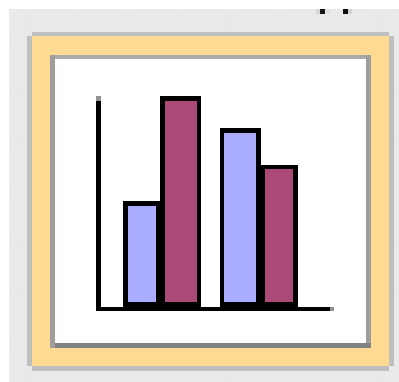
☐ Cumulative percentage

☐ Chart output

Help Cancel OK

5. When the new worksheet appears go to **Insert > Chart**.

6. Select **Column** and select



then click **Next**.

7. Click **Next** for Step 2

8. In step 3 decide on a Chart **title** and what should be the category for the **X axis** and **Y axis**. When finished click **Next**.

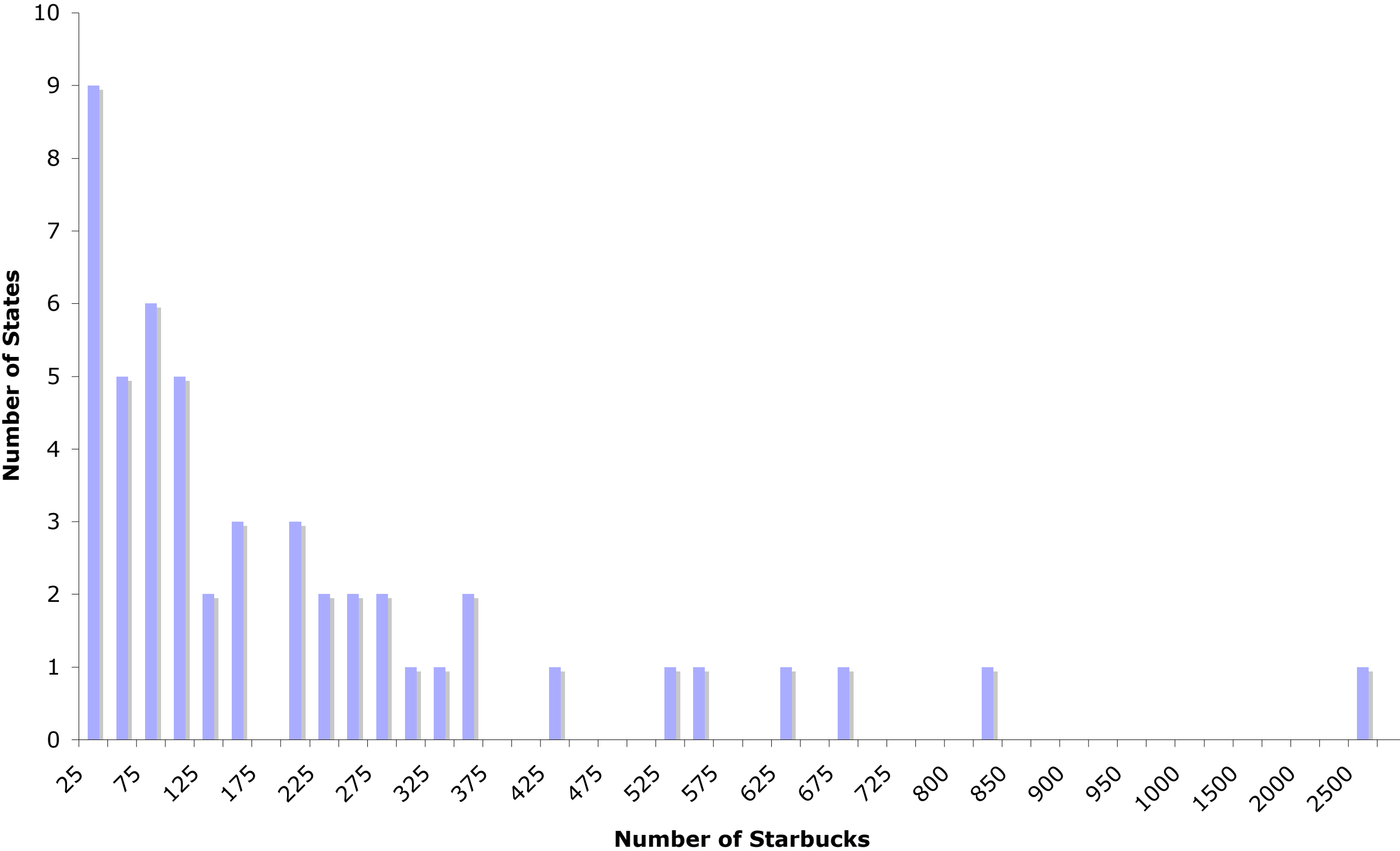
9. In Step 4 select "**As new sheet**," give the chart a title, and click **Finish**.

10. Remove the background, lines, and legend. Make any additional changes you feel will make the chart be the most effective.

11. Go to **File / Print** and print out a copy of your chart.

12. **Save** the file to your flashdrive.

Histogram Chart for Starbucks in the United States
2008



Alternative to Excel Histogram

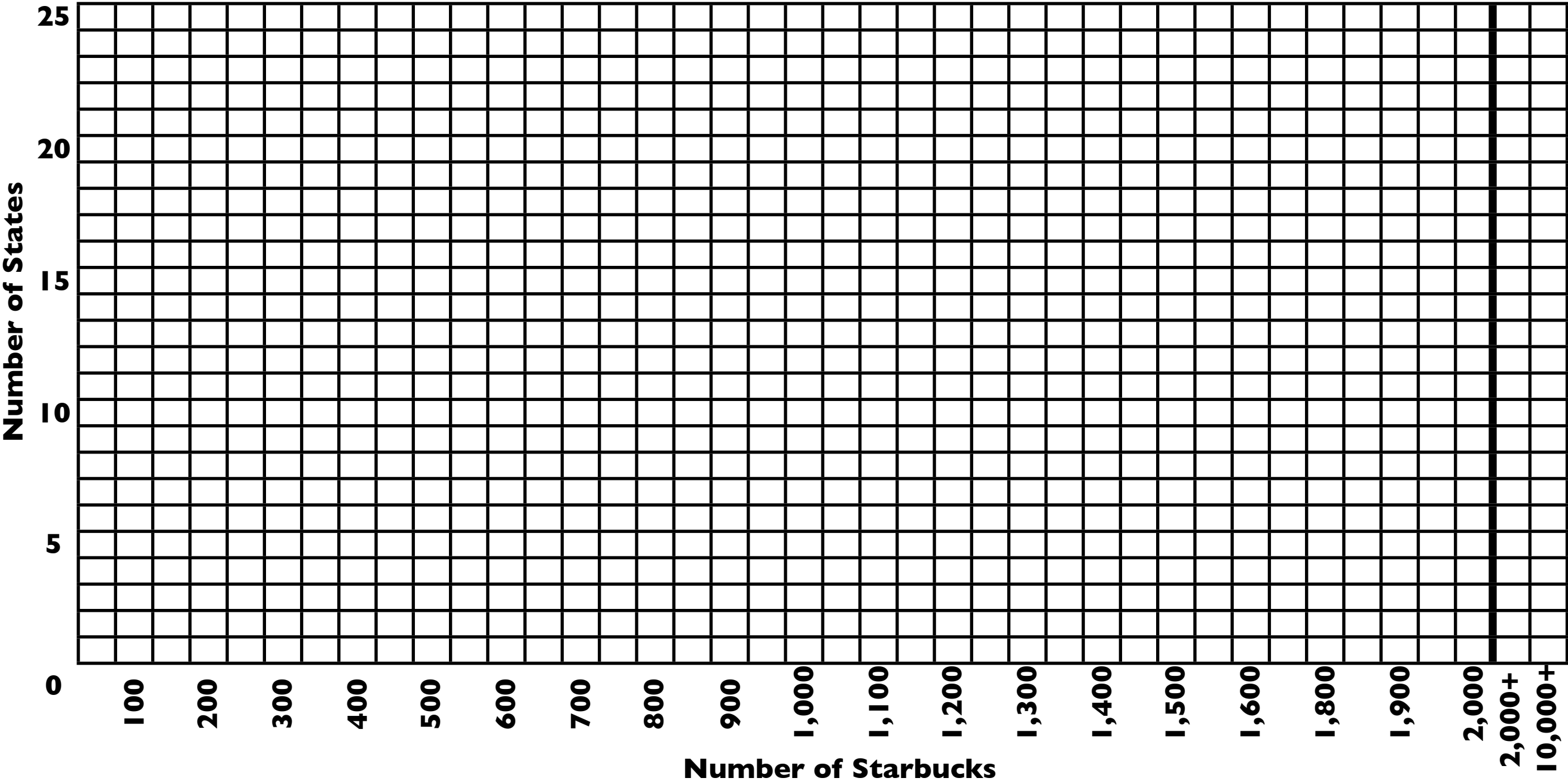
Name: _____

Histogram for the USA’s and the World’s Starbucks

- 1. Use the statistics for the number of Starbucks per country and U.S. State.
- 2. Using the completed histogram determine between 4 to 6 categories for the data.
- 3. Using the map on the next slide (page) construct a map for the statistics.

Categories

Histogram for the number of Starbucks per state in the USA



Starbucks to Scale

Countries/Region	Total Number of Starbucks
Argentina	7
Australia	22
Austria	13
Bahamas	8
Bahrain	11
Belgium	2
Brazil	2
Bulgaria	3
Canada	1020
Chile	29
China	393
Cyprus	9
Czech Republic	9
Denmark	2
Egypt	20
France	48
Germany	140
Greece	74
Indonesia	73
Ireland	29
Japan	789
Jersey	1
Jordan	10
Kuwait	66
Lebanon	16
Malaysia	122
Mexico	260
Netherlands	3
New Zealand	43
Oman	7
Peru	24
Philippines	158
Portugal	3
Puerto Rico	32
Qatar	9
Romania	7
Russia	15
Saudi Arabia	71
Singapore	66
South Korea	275
Spain	79
Switzerland	45
Taiwan	224
Thailand	137
Turkey	120
U.A.E.	82
United Kingdom	735
United States	11008

States	Total Starbucks per state
Alabama	67
Alaska	35
Arizona	367
Arkansas	37
California	2418
Colorado	406
Connecticut	108
Delaware	18
District of Columbia	77
Florida	605
Georgia	273
Hawaii	83
Idaho	53
Illinois	523
Indiana	186
Iowa	56
Kansas	63
Kentucky	81
Louisiana	67
Maine	27
Maryland	230
Massachusetts	192
Michigan	215
Minnesota	124
Mississippi	22
Missouri	138
Montana	16
Nebraska	37
Nevada	238
New Hampshire	20
New Jersey	198
New Mexico	58
New York	513
North Carolina	215
North Dakota	11
Ohio	288
Oklahoma	71
Oregon	322
Pennsylvania	258
Rhode Island	24
South Carolina	71
South Dakota	18
Tennessee	134
Texas	811
Utah	63
Vermont	4
Virginia	363
Washington	664
West Virginia	17
Wisconsin	108
Wyoming	15

Starbucks Per County in Tennessee, 2009

Tennessee Counties	Total Starbucks per County, 2008
Anderson	2
Blount	3
Bradley	2
Coffee	1
Davidison	31
Fayette	1
Hamilton	8
Knox	14
Madison	3
Maury	2
Montgomery	2
Putnam	1
Roane	2
Rutherford	8
Seiver	7
Shelby	40
Sullivan	3
Sumner	3
Tipton	1
Williamson	5
Wilson	1

Where in the World are all the Starbucks?



None (white)

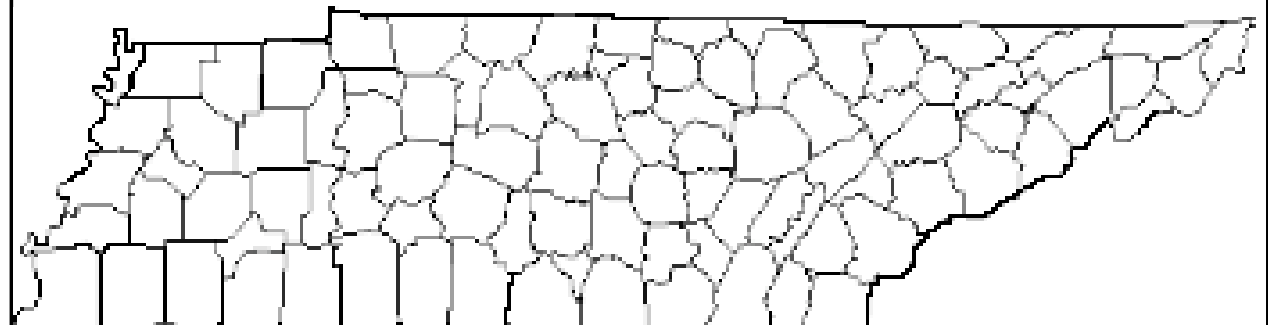


The United States, 2009



Where will the next Starbucks be?

Tennessee, 2009



Source: starbucks.com

Name: _____

Date: _____ Period: _____

Where in the World are all the Starbucks?



None (white)



Categories



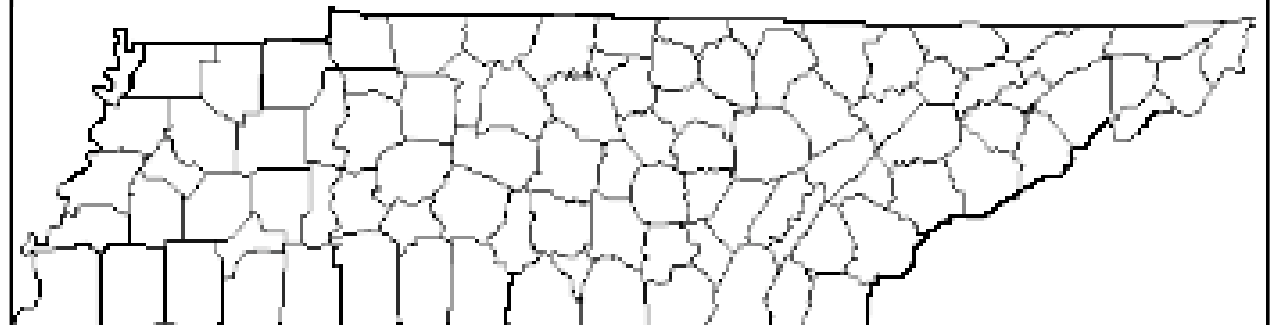
The World, 2009

The United States, 2009



Where will the next Starbucks be?

Tennessee, 2009



Source: starbucks.com

Name: _____

Date: _____ Period: _____

Starbucks in Shelby County, Tennessee

- 01- Bartlett --Appling & US 70 - 7610 US Hwy 70 (***closed by the end of 2008***)
- 02- Bartlett --Stage @ Kirby - 2955 Kirby-Whitten Pkwy
- 03- Collierville --Collierville - 897 Poplar
- 04- Collierville --Houston Levee & Winchester - 3603 S Houston Levee Rd
- 05- Collierville --Houston Levee Rd - 4630 Merchant Park Circle (***closed by the end of 2008***)
- 06- Collierville --Target Collierville T-1907 - 325 New Byhalia Rd
- 07- Cordova --Germantown & Macon - 970 N. Germantown
- 08- Cordova --Germantown Pkwy. & Trinity Rd. - 465 N Germantown Pkwy
- 09- Cordova --Houston Levee & Macon - 1181 North Houston Levee
- 10- Cordova --Kroger - Cordova TN 410 - 676 N Germantown Rd
- 11- Cordova --Super Target Cordova ST-1844 - 475 N Germantown Pkwy
- 12- Germantown --Germantown & Poplar - 7570 Poplar Avenue
- 13- Germantown --Kirby & Quince - 2801 Kirby Parkway
- 14- Germantown --Poplar @ Forest Hill - 9155 Hwy 72
- 15- Germantown --Target Germantown T-682 - 9235 US Hwy 72
- 16- Memphis --Baptist Memorial Hospital Main Entr - 6019 Walnut Grove Rd
- 17- Memphis --Hacks & Winchester - 7945 Winchester Road
- 18- Memphis --MEM - Concourse A - 2491 Winchester Road
- 19- Memphis --MEM - Concourse B, Y Connector - 2491 Winchester Road
- 20- Memphis --MEM - Concourse C, Space C16 - 2491 Winchester Road
- 21- Memphis --MEM B Post Security Checkpoint - 2491 Winchester Rd
- 22- Memphis --MEM Pre Security B Ticketing - 2491 Winchester Rd
- 23- Memphis --Oak Court Mall - 4465 Poplar Avenue
- 24- Memphis --Peabody Place - 150 Peabody Place Avenue
- 25- Memphis --Poplar & Highland - 3388 Poplar Avenue
- 26- Memphis --Poplar & I-240 - 5679 Poplar Ave
- 27- Memphis --Poplar & White Station - 5201 Poplar Avenue
- 28- Memphis --Poplar @ Ridgeway - 6161 Poplar Avenue
- 29- Memphis --St. Judes Childrens Hospital - 332 North Lauderdale
- 30- Memphis --Sycamore View & Shelby Oaks - 1615 Sycamore View
- 31- Memphis --Target Memphis East T - 2474 5959 Poplar Avenue
- 32- Memphis --Target Memphis T-1030 - 7989 US Hwy 64
- 33- Memphis --Target Memphis T-2060 - 7697 Winchester Rd
- 34- Memphis --Union & McLean - 1850 Union Avenue
- 35- Memphis --Westin Downtown Memphis
- 36- Memphis --Wolfchase Drive-thru - 2698 N Germantown Pkwy
- 37- Memphis --Wolfchase Galleria - inline - 2760 GERMANTOWN PKWY
- 38- Millington --Hwy 51 - Millington - 8507 Hwy 51



in
Shelby County
Tennessee,
2009

Each ● Represents a
Starbucks Coffee in
Shelby County, TN.



Where in the World are all the Starbucks?

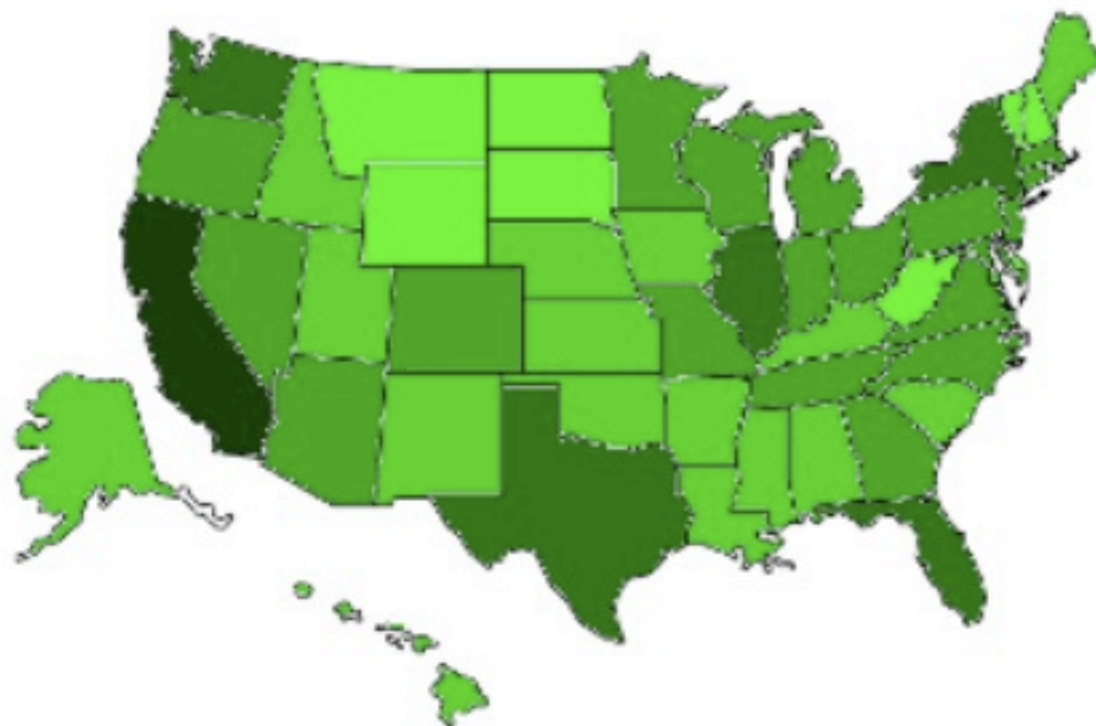


-  More Than 2000
-  500 - 1,000
-  100 - 499
-  25 - 99
-  Less Than 25
- None (white)



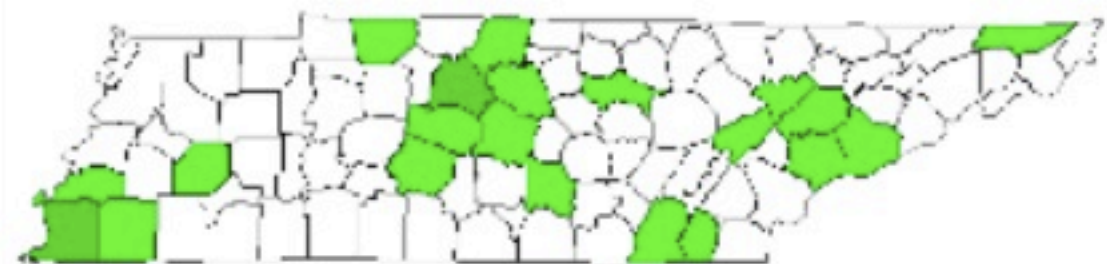
Completed Map for 2008

The United States, 2008



Where will the next Starbucks be?

Tennessee, 2008



Source: starbucks.com

Name: _____

Date: _____ Period: _____