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IMGIS
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Lab 6

Starbucks vs. Dunkin' Donuts: Displaying Location Data

Objective: The purpose of this lab was to use "real" data of the distributions of two of the most popular coffee chain restaurants across the United States and New Jersey. Skills practiced included joining by attribute and by location, working with Excel tables, etc.

Figures:

Figure 1. (DiMaioG_Lab6_Map1a) This map shows the distribution of Starbucks locations shown in the color green across the contiguous United States.

Figure 1. (DiMaioG_Lab6_Map1b) This map shows the distribution of Dunkin' Donuts locations shown in the color orange across the contiguous United States.

Figure 2. (DiMaioG_Lab6_Map2a) This choropleth map reveals which states have a higher concentration of Dunkin' locations (black) compared to a higher concentration of Starbucks locations (white).

Figure 2. (DiMaioG_Lab6_Map2b) This map used graduated symbols to depict which states have a more Starbucks locations (green) vs. Dunkin' locations (orange).

Figure 2. (DiMaioG_Lab6_Map2c) This dot density map uses one dot for every 25 restaurants with Starbucks in green and Dunkin' in orange.

Figure 2. (DiMaioG_Lab6_Map3a) This choropleth map of New Jersey maps the number of New Jersey residents per Starbucks locations and uses symbols to denote restaurant locations – the more restaurant locations compared to population the more green the county.

Figure 2. (DiMaioG_Lab6_Map3b) This choropleth map of New Jersey maps the number of New Jersey residents per Dunkin' locations and uses symbols to denote restaurant locations – the more restaurant locations compared to population the more orange the county.

Questions:

Based on map composition 2 and map composition 3 what can you say about the arrangement of these two popular locations across the US and across NJ?

In general, there appears to be more Dunkin' Donuts locations on the east coast – which is very apparent in the dot density map. The northeast and also Florida especially has a high concentration of Dunkin' locations. Interestingly, there appears to be a huge lack of either restaurant in the mid-west especially in the northern rockies region. In New Jersey most Dunkin Donuts locations appear to be in the northern half of the state with the greatest concentration of restaurants per population localized in the counties in the New York metropolitan area and a
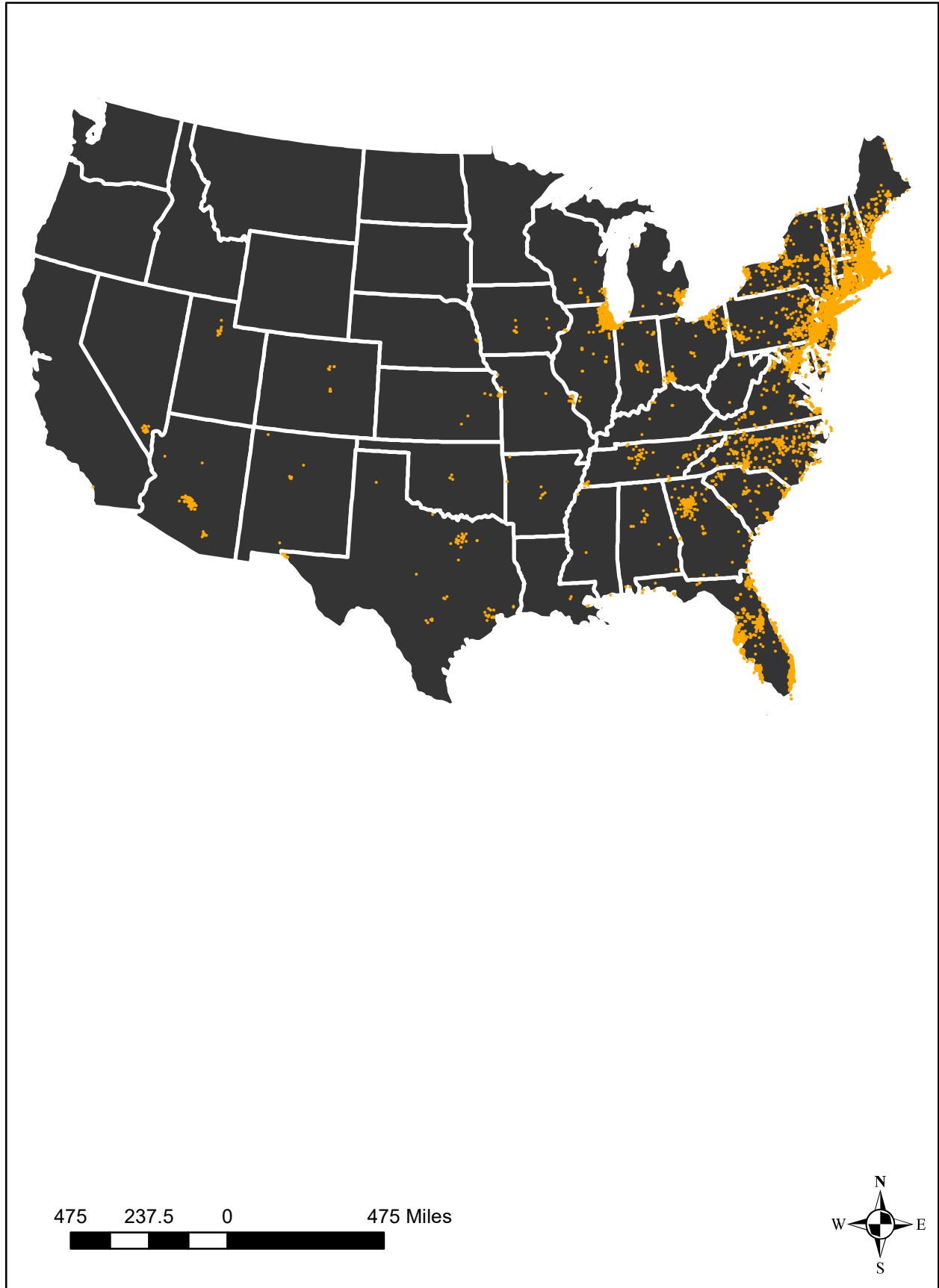
moderate amount n NJ counties falling within the Greater Philadelphia region. Not surprisingly there is both a lack of residents and restaurants in the southernmost region of the state.

Regarding Starbucks, the dot density map reveals the majority of locations are concentrated on the west coast and Texas. Again there is a lack of restaurants in the mid-west/northern rockies region. In New Jersey, Starbucks locations appear to be localized around the NJ counties proximal New York and Philadelphia metropolitan areas. There is a noticeable lack of restaurants in Ocean County, Sussex County, Hunterdon County, and Cape May Counties.

Locations of Starbucks Restuarants Across the Contiguous United States

475   237.5   0   475 Miles

N
W   E
S

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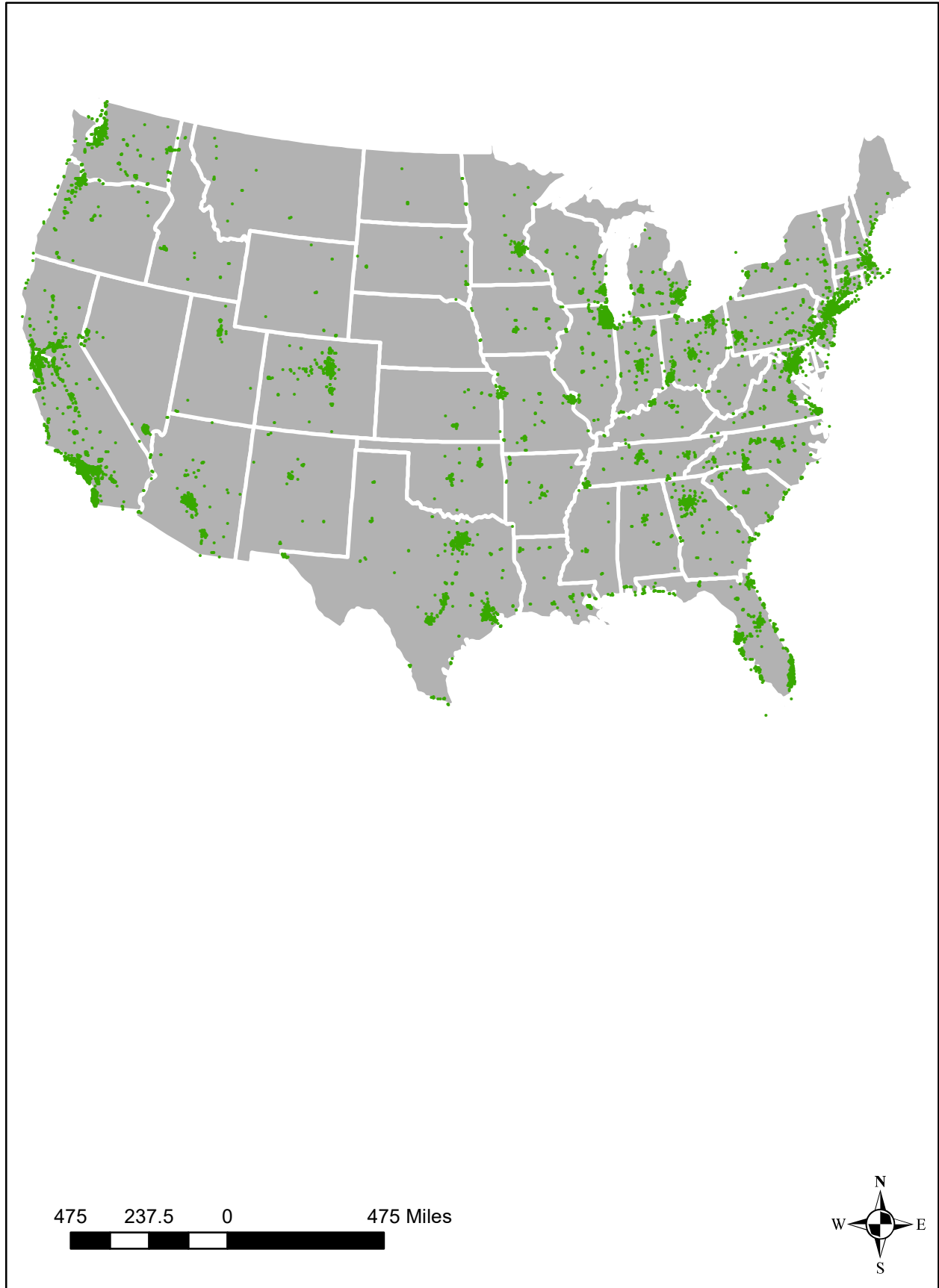
Locations of Dunkin' Donuts Restuarants Across the Contiguous United States

475   237.5   0   475 Miles

N
W   E
S

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Proportions of Starbucks vs. Dunkin' Donuts Across the Contiguous United States

Legend

DD_SB_By_State

MORE

	-2274 - -500
	-499 - -100
	-99 - 0
	1 - 100
	101 - 500
	501 - 929

475   237.5   0   475 Miles

N
W E
S

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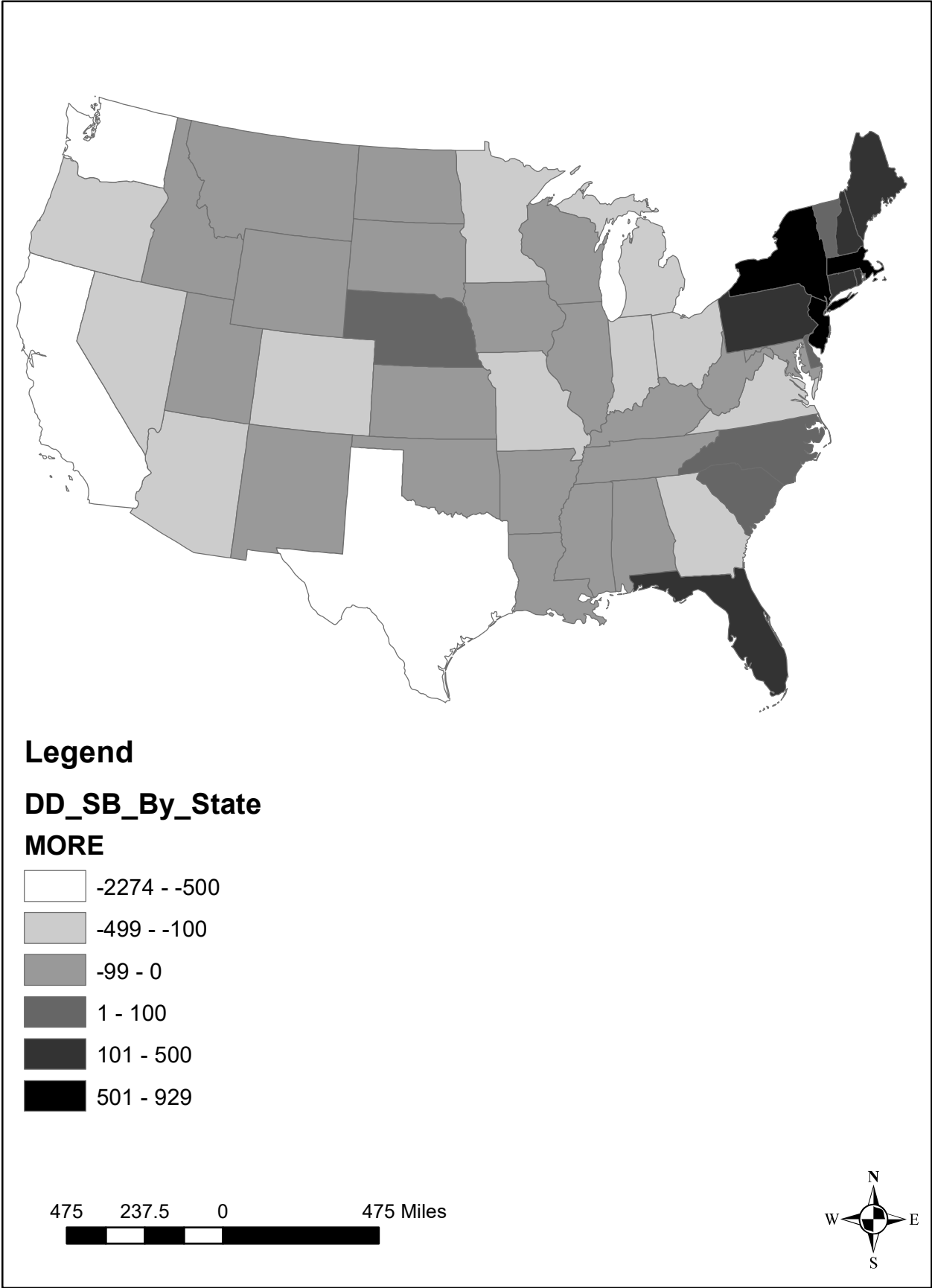
Number of Locations of Starbucks vs. Dunkin' Donuts Across the Contiguous United States
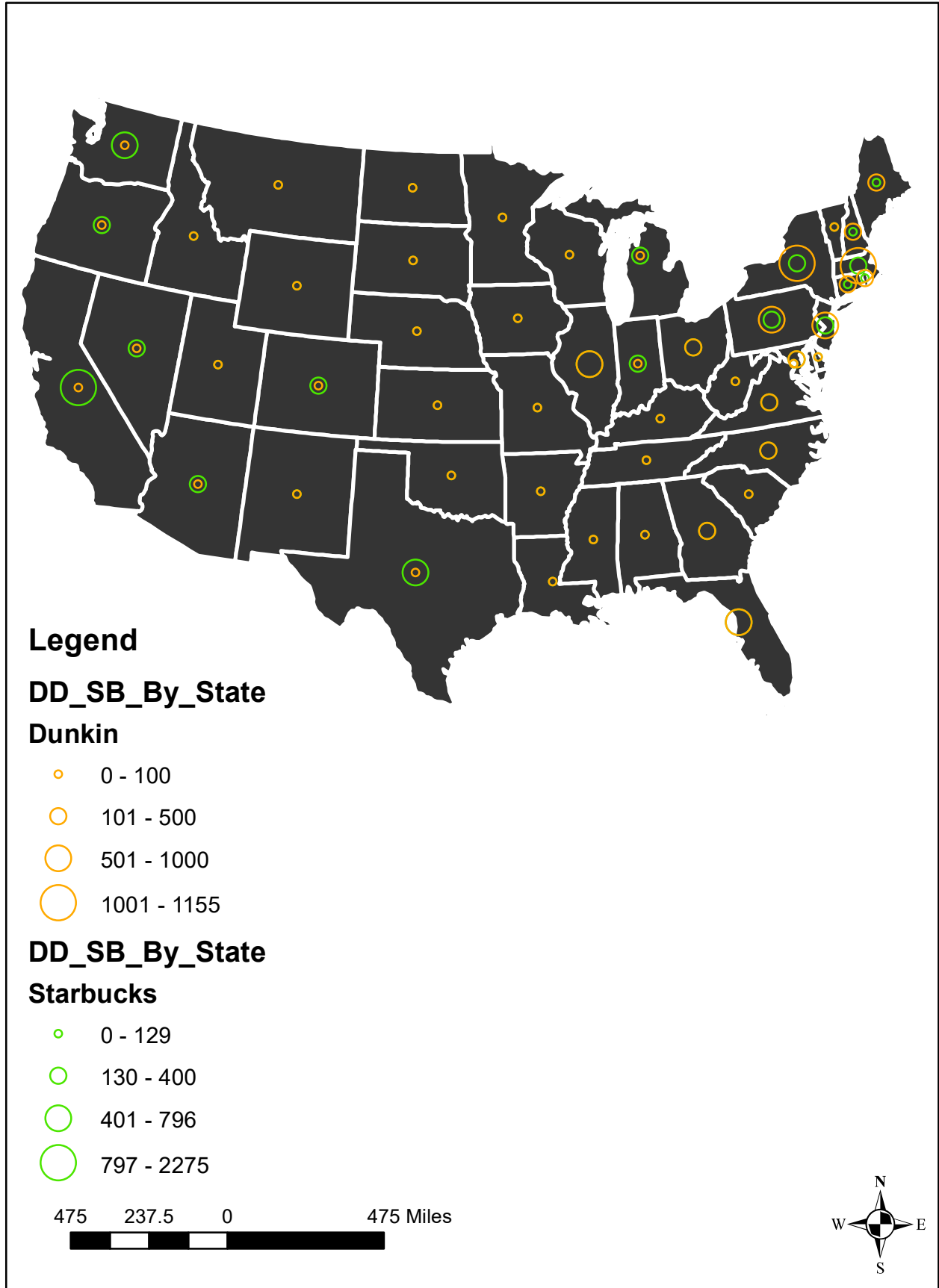
Legend

DD_SB_By_State
Dunkin

- ○ 0 - 100
- ○ 101 - 500
- ○ 501 - 1000
- ○ 1001 - 1155

DD_SB_By_State
Starbucks

- ○ 0 - 129
- ○ 130 - 400
- ○ 401 - 796
- ○ 797 - 2275

475   237.5   0   475 Miles

N
W   E
S

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Starbucks vs. Dunkin' Donuts Across the Contiguous United States

Legend

DD_SB_By_State

1 Dot = 25

● Dunkin

● Starbucks

475   237.5   0   475 Miles

N
W   E
S

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Number of New Jersey Residents Per Starbucks

N
W E
S

Legend

· StarbucksLocationsSelected

SB_NJ

POP2010 / Count_

78460 - 128300

54360 - 78450

46710 - 54350

28290 - 46700

22880 - 28280

10 5 0   10 Miles

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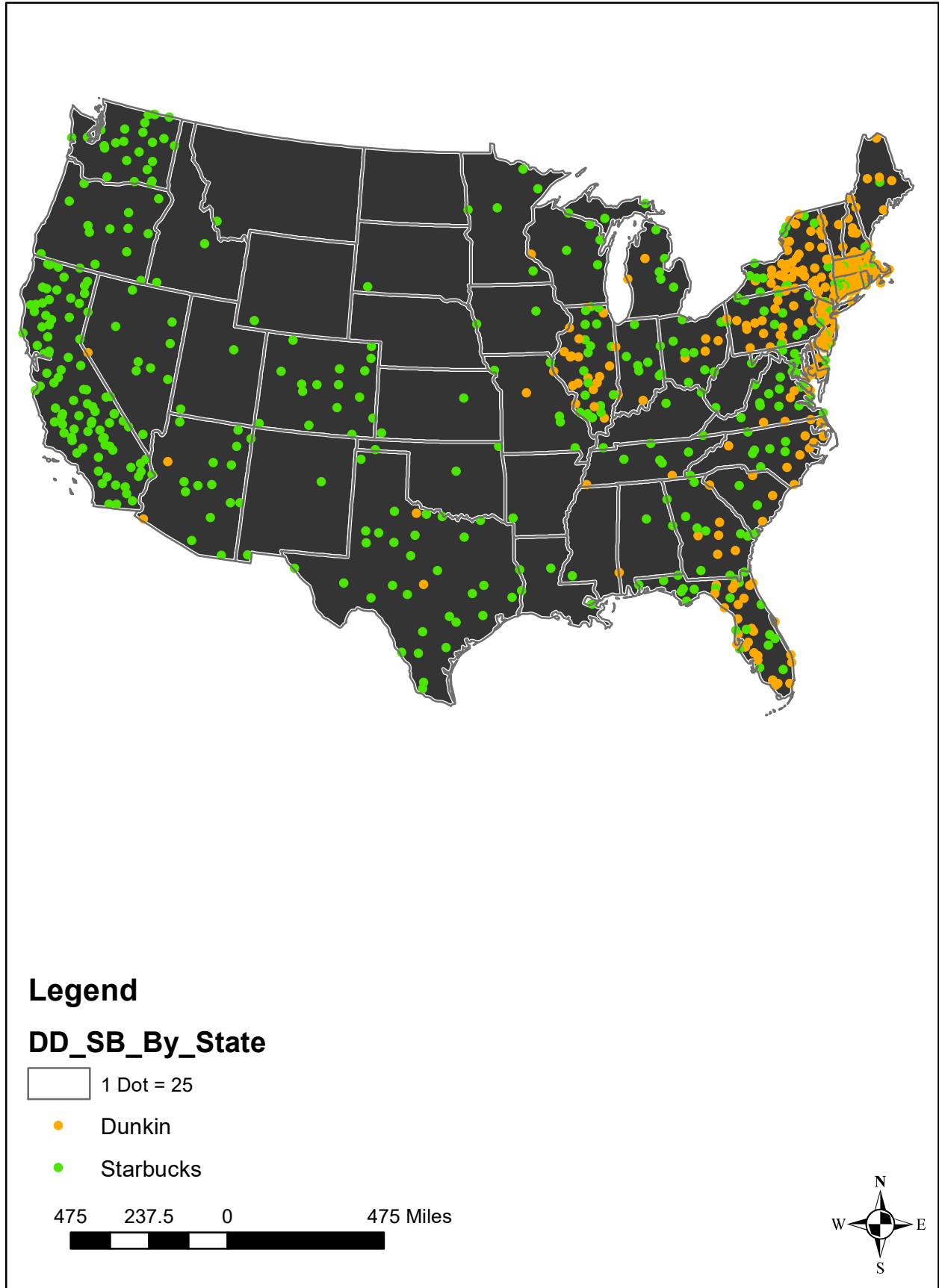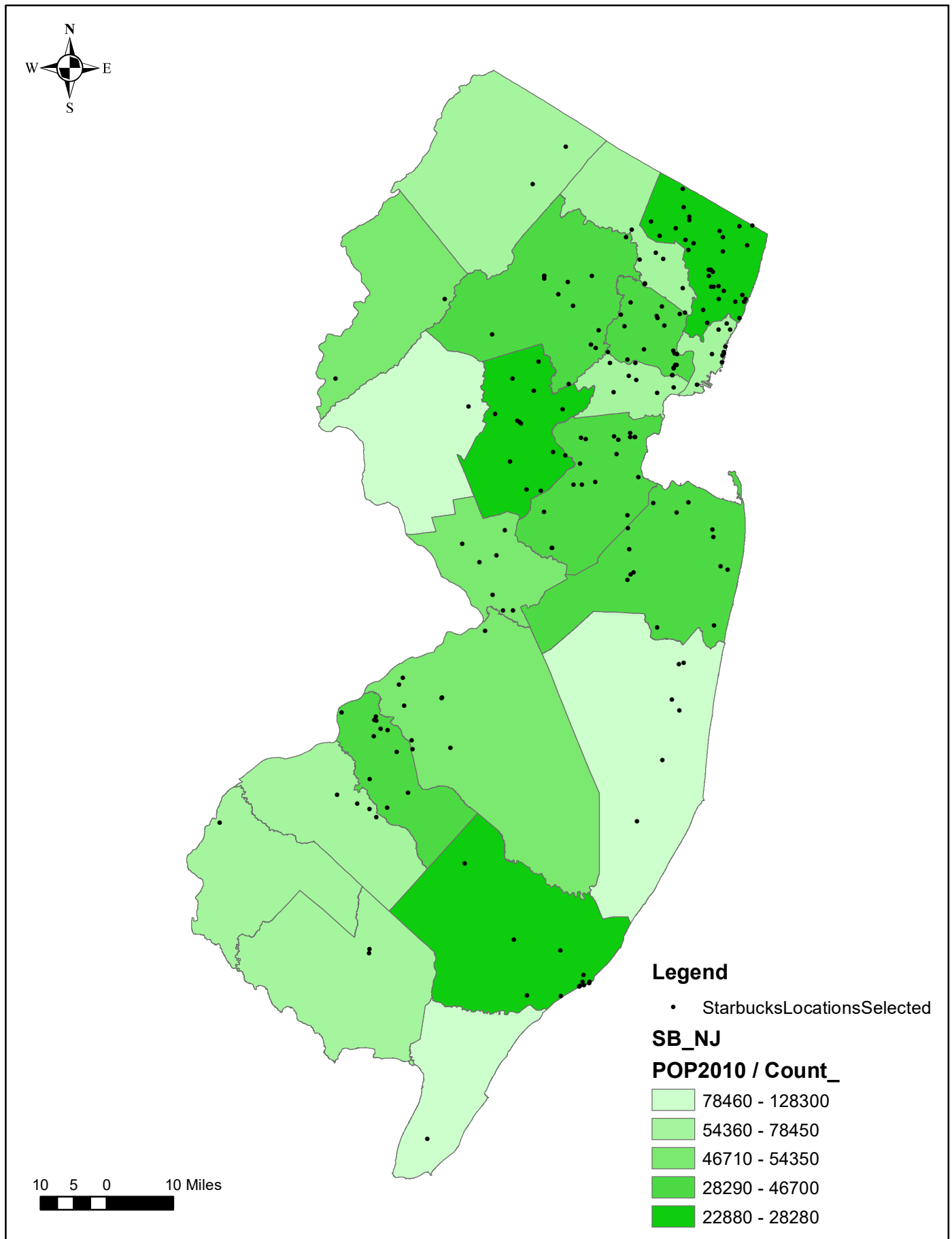
Number of New Jersey Residents Per Dunkin' Donuts

Legend

- DunkinLocationsSelected

POP2010 / Count_

▢	16220 - 22410
▢	13600 - 16210
▢	11190 - 13590
▢	9410 - 11180
▢	8791 - 9409

20   10   0   20 Miles

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