

What's Brewing Behind the Scenes?

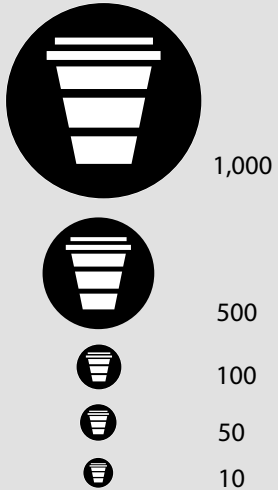
North Dakota is one of the states with the fewest storefronts in the country and compared to the average income and diversity of its population makes it a unique combination.

**Sources: ESRI Open Data Portal, Wikipedia (American Community Survey 2014), slate.com (Business Insider)
 **Noun Project Icon: Coffee Cup; Created Icon Luke, Cafe; Created Bakunetsu Kaito Scale: 1:20,000,000
 Central Meridian: -96°W Standard Parallels: 33.2°N & 40.3°N Projection: NA Albers Equal Area Conic
 Cartographer: Jack Sagers Bivariate Breaks: Quantile

The Eastern Great Lakes region has a high number of Starbucks for being a majority white which may lend itself to the popular stereotypes of Starbucks customers.

Florida has the highest number of Starbucks locations in the southeastern part of the country, however it also happens to be one of the least diverse and least wealthy in terms of median household income for the region making it an outlier for the dataset.

Number of Starbucks 2014



Starbucks first opened in Seattle, WA in 1971. It has since become the largest international coffee chain. This map visualizes the distribution of storefronts as well as specifically how that distribution interacts and correlates with income and diversity at a state level. Generally, states which are wealthier and more diverse have more Starbucks and in turn states which are both poorer and whiter have fewer stores.

Median Household Income



Population of Peoples of Color (POC)

