

Week 10 Data Story Submission

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Questions

Week 9

What is the topic that you have finalized? (Answer in 1 or 2 sentences)

The topic I have finalised on is on Starbucks in California, US, and its correlation to race and background of inhabitants in specific cities within its branding.

What are the data sources that you have curated so far? (Answer 1 or 2 sentences).

The data source I have obtained is for free, and originates from the following link: <https://data.world/alice-c/starbucks>

The data set contains information on the number of Starbucks in each city, combined with census data from ca.gov.

```
# Data set  
library(tidyverse)
```

```
## -- Attaching core tidyverse packages ----- tidyverse 2.0.0 --  
## v dplyr      1.1.2      v readr      2.1.4  
## v forcats    1.0.0      v stringr    1.5.0  
## v ggplot2     3.4.3      v tibble     3.2.1  
## v lubridate  1.9.2      v tidyr      1.3.0  
## v purrr       1.0.2  
## -- Conflicts ----- tidyverse_conflicts() --  
## x dplyr::filter() masks stats::filter()  
## x dplyr::lag()     masks stats::lag()  
## i Use the conflicted package (<http://conflicted.r-lib.org/>) to force all conflicts to become errors
```

```
Starbucks_Cali <- read.csv("Starbucks in California - City Stats.csv")
```

```
# First 10 rows of the data set  
head(Starbucks_Cali,10)
```

```
##              ID              City              County  
## 1  Monterey Park - Los Angeles County  Monterey Park  Los Angeles County  
## 2      Milpitas - Santa Clara County    Milpitas    Santa Clara County
```

## 3	Rosemead - Los Angeles County	Rosemead	Los Angeles County
## 4	Hercules - Contra Costa County	Hercules	Contra Costa County
## 5	Cerritos - Los Angeles County	Cerritos	Los Angeles County
## 6	Inglewood - Los Angeles County	Inglewood	Los Angeles County
## 7	Rowland Heights - Los Angeles County	Rowland Heights	Los Angeles County
## 8	Daly City - San Mateo County	Daly City	San Mateo County
## 9	Walnut - Los Angeles County	Walnut	Los Angeles County
## 10	Carson - Los Angeles County	Carson	Los Angeles County
##	Number.of.Starbucks	Starbucks.per.million.inhabitants	
## 1	1	17	
## 2	10	150	
## 3	3	56	
## 4	2	83	
## 5	4	82	
## 6	3	27	
## 7	3	61	
## 8	5	49	
## 9	2	69	
## 10	8	87	
##	Starbucks.per.10.sq..mile	Median.Age	Median.Household.Income
## 1	1.30	43.1	\$51,736
## 2	7.36	36.1	\$94,589
## 3	5.81	38.1	\$47,964
## 4	3.22	39	\$94,493
## 5	4.58	44	\$87,853
## 6	3.31	33.4	\$44,021
## 7	2.29	40.2	\$63,750
## 8	6.53	38.3	\$75,399
## 9	2.22	43.1	\$101,358
## 10	4.27	37.6	\$70,416
##	X2010.Population	Percentage.of.white.population	Land.Area..Sq..miles.
## 1	60269	19	7.67
## 2	66790	21	13.59
## 3	53764	21	5.16
## 4	24060	22	6.21
## 5	49041	23	8.73
## 6	109673	23	9.07
## 7	48993	23	13.08
## 8	101123	24	7.66
## 9	29172	24	8.99
## 10	91714	24	18.72
##	Number.of.Starbucks..Rank.	Starbucks.per.million.inhabitants..Rank.	
## 1	1	1	
## 2	376	334	
## 3	190	96	
## 4	113	183	
## 5	247	177	
## 6	190	15	
## 7	190	112	
## 8	285	78	
## 9	113	133	
## 10	352	200	
##	Starbucks.per.sq..mile..Rank.	Median.Age..Rank.	
## 1	68	364	

## 2	380	205
## 3	350	258
## 4	210	277
## 5	304	374
## 6	216	132
## 7	132	299
## 8	363	263
## 9	125	364
## 10	281	245
##	Median.Household.Income..Rank.	Percentage.of.white.population..Rank.
## 1	125	1
## 2	374	2
## 3	93	3
## 4	373	4
## 5	358	5
## 6	67	6
## 7	222	7
## 8	288	8
## 9	391	9
## 10	267	10

Week 10

What is the question that you are going to answer?

Does Starbucks everyday association and correlation to (the white) race and socioeconomic status offer any insightful reflections on consumer culture, social stratification, and branding?

Why is this an important question?

With the implications of the common myth touted by Australian millionaire Tim Gurner that “When I was trying to buy my first home I wasn’t buying smashed avocados for 19 bucks and four coffees at \$4 each”, his claims reflect the identification of Starbucks and its drinks to be commonly associated with affluence in its ‘pricey’ coffee to be significant to one’s savings. According to public perception, Starbucks is a brand commonly associated with white Americans and westerners with leanings towards middle to upper class. Furthermore, as implied by Geraldine Rosa Henderson and Kathy Zhang in The Oxford Handbook of Consumption (2019), Starbucks is a white-aligned brand as a cited case of two men of colour being denied service due to implied ethnoracial prejudice, which also provides some reflections of the social racial dynamics, interactions, and inequality at that time in the US.

Which rows and columns of the dataset will be used to answer this question?

I will use the columns: ID, County, Number of Starbucks, Starbucks per million inhabitants, Median Age, Median Household Income 2010, Population Percentage of white population

As the last two rows of the data set are NA values, as of the writing of this rmd doc, I intend to take into account the rows of 1-431 and work from there.