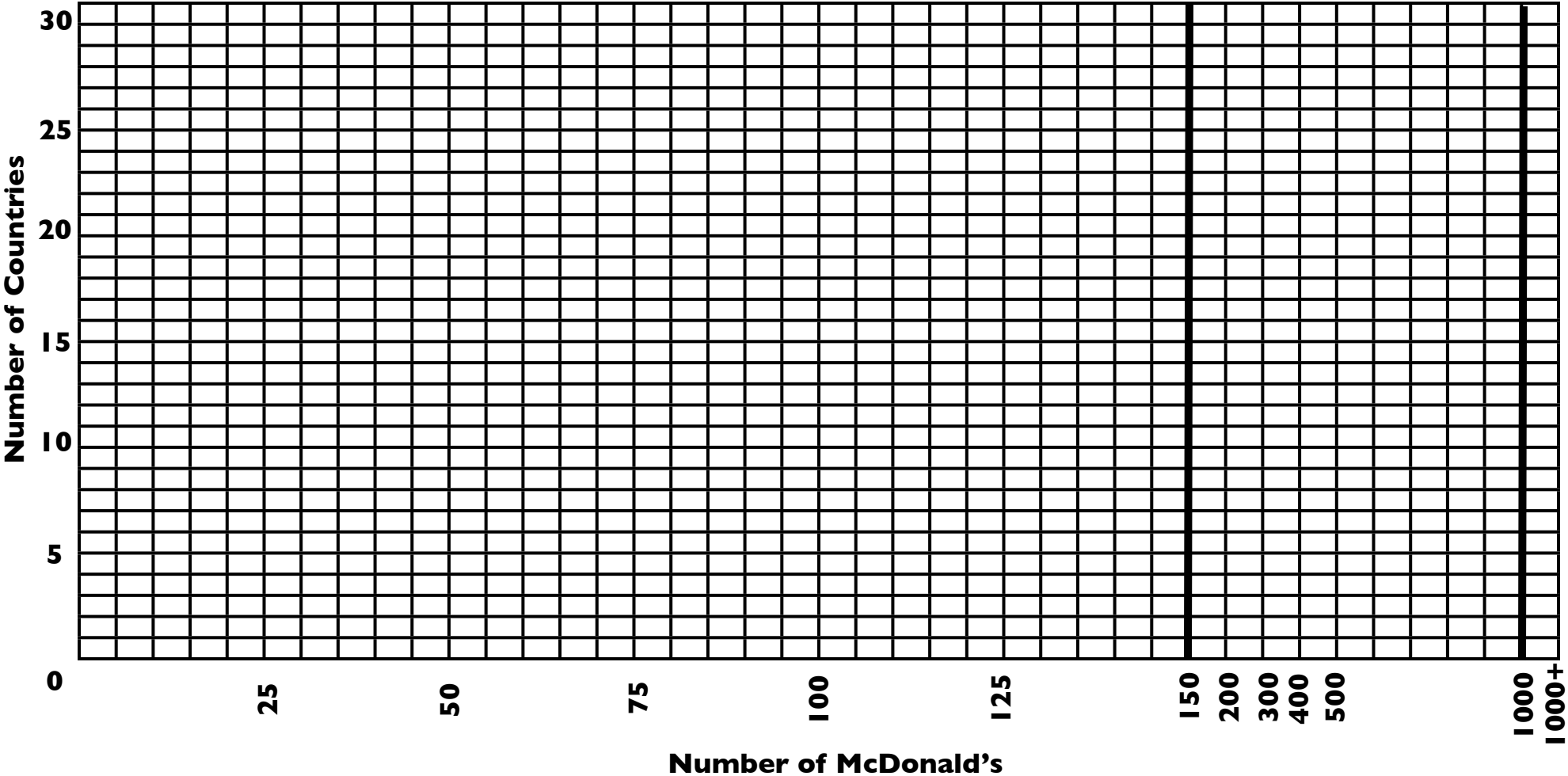## Chloropleth Mapping Activity

1. Use the statistics for the number of McDonald's per country to complete the histogram below.
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.
4. Make sure the map has the following items: Title, Date, Source, Legend, and Border. The color scheme for the map should go from dark to light of similar colors.

Categories

Histogram for the number of McDonald's per state in the USA

Number of Countries

0   5   10   15   20   25   30

Number of McDonald's

25   50   75   100   125   150   200   300   400   500   1000   1000+

McDonald's Around the World, 2002

Country	Count	Country	Count	Country	Count
United States	13491	Czech Rep.	68	Latvia	6
Japan	3891	Ireland	67	Lithuania	6
Canada	1304	Norway	62	Luxembourg	6
Germany	1211	Belgium	56	Reunion Island	6
England	1055	Wales	55	Jordan	6
France	973	Greece	54	Guadeloupe	6
Australia	726	Ukraine	51	Paraguay	6
Brazil	584	Romania	48	Virgin Islands	6
China	546	India	46	Oman	5
Korea	357	Egypt	40	El Salvador	5
Taiwan	350	Guatemala	38	Bahamas	4
Spain	333	Kuwait	37	Curacao	4
Italy	329	Panama	32	Nicaragua	4
Mexico	261	Northern Ireland	28	Andorra	3
Sweden	245	United Arab Emirates	28	Iceland	3
Philippines	236	Colombia	28	Macedonia	3
Netherlands	220	Costa Rica	24	Moldova	3
Hong Kong	216	Uruguay	22	Fiji	3
Argentina	203	Bulgaria	21	Azerbaijan	2
Poland	200	Pakistan	20	Georgia	2
Austria	157	Morocco	17	New Caledonia	2
Malaysia	149	Peru	17	Saipan	2
New Zealand	148	Croatia	16	Sri Lanka	2
Switzerland	138	Slovakia	16	Tahiti	2
Singapore	130	Slovenia	16	Aruba	2
Venezuela	129	Cyprus	14	French Guyana	2
Puerto Rico	112	Serbia	13	Gibraltar	1
Portugal	110	Macao	10	Isle of Man	1
Indonesia	105	Ecuador	10	Jersey	1
Thailand	100	Jamaica	10	Liechtenstein	1
Israel	99	Bahrain	9	Mauritius	1
Russia	94	Lebanon	9	Monaco	1
Scotland	91	Dominican Republic	9	San Marino	1
Finland	90	Malta	8	American Samoa	1
South Africa	89	Guam	8	Brunei	1
Denmark	84	Estonia	7	Western Samoa	1
Hungary	83	Qatar	7	Cuba (U.S. Navy Base)	1
Turkey	81	Honduras	7	St. Maarten	1
Saudi Arabia	79	Martinique	7	Suriname	1
Chile	70	Belarus	6		

Around the World, 2002
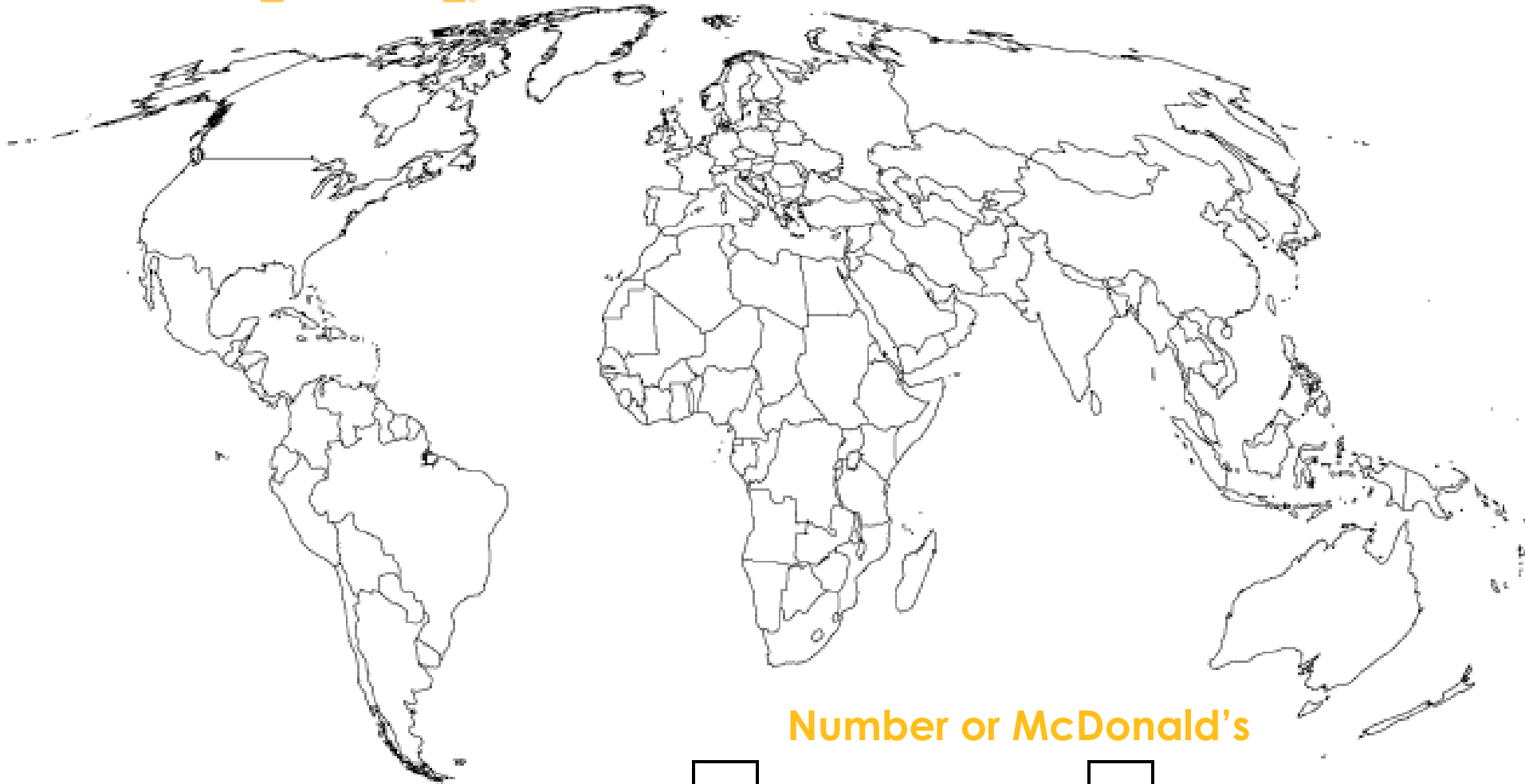
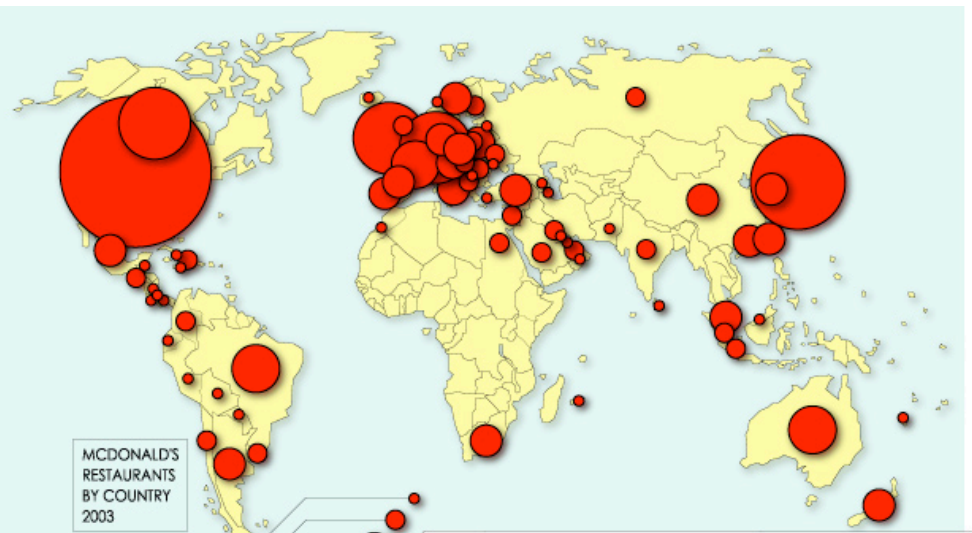**Number or McDonald's**

Name:_____

Questions

1. Discuss three patterns that can be observed from your map of *McDonald's Around the World, 2002*.

2. Discuss the difference between your map and the map from the web site in *Unit Downloads* entitled: *McDonald's and Starbucks Map (JPEG)*. Which map is better: the map you created or the map from the web site?

3. Complete the statement: The United States has the most McDonald's in the world; however, that does not mean that everyone in the United States has easy access to a McDonald's. The people who have easy access live... (Hint: Your answer should focus on SCALE.) Be sure to <u>explain</u> your answer.

Legend (Starbucks map)

→ = COFFEE BEAN SOURCE

→ = PAPER SOURCE FOR CUPS

→ = SUGAR SOURCE

STARBUCKS STORES
BY COUNTRY
2003

1 - 24
25 - 99
100 - 249
250 - 999
1,000 +

THE MAGIC BEAN SHOP

A single cup of Starbucks coffee can depend upon as many as 19 different countries. Between the coffee beans, the milk, the sugar, and the paper cup, Starbucks coffee is a global hub that connects some of the poorest countries in the world with some of the wealthiest.

6,200 STORES WORLDWIDE, WITH THREE NEW STORES OPENING DAILY
Sources: Starbucks.com, US Department of Agriculture, Fortune Magazine

NUMBER OF STARBUCKS SHOPS WORLDWIDE

6000					
5000					
4000					
3000					
2000					
1000					

1987   1991   1995   1999   2003

McDonald's map

MCDONALD'S
RESTAURANTS
BY COUNTRY
2003

1 - 19
20 - 99
100 - 499
500 - 999
1,000 - 1,999
2,000 - 9,999
10,000 +

Sources: McDonalds.com,
CIA World FactBook,
Fortune Magazine

THE FRIES THAT BIND US

Probably the single most visible symbol of American influence worldwide, McDonald's has over 31,000 restaurants in 118 countries, employing more than 1.5 million people. Despite its 13,000 restaurants in the USA, McDonald's is slipping at home. Its customer satisfaction is worse than any other fast food chain, and ranks lower than all major airlines and the IRS.

$41 BILLION IN SALES

BILLIONS OF DOLLARS

GDP OF AFGHANISTAN
$21 BILLION

$4.1 BILLION IN SALES

$4.3 BILLION IN SALES

$8 BILLION IN SALES

$8.2 BILLION IN SALES

$11.3 BILLION IN SALES

$9.4 BILLION IN SALES

40	
35	
30	
25	
20	
15	
10	
5	

Starbucks   Taco Bell   Pizza Hut   KFC   Wendy's   Burger King   McDonald's