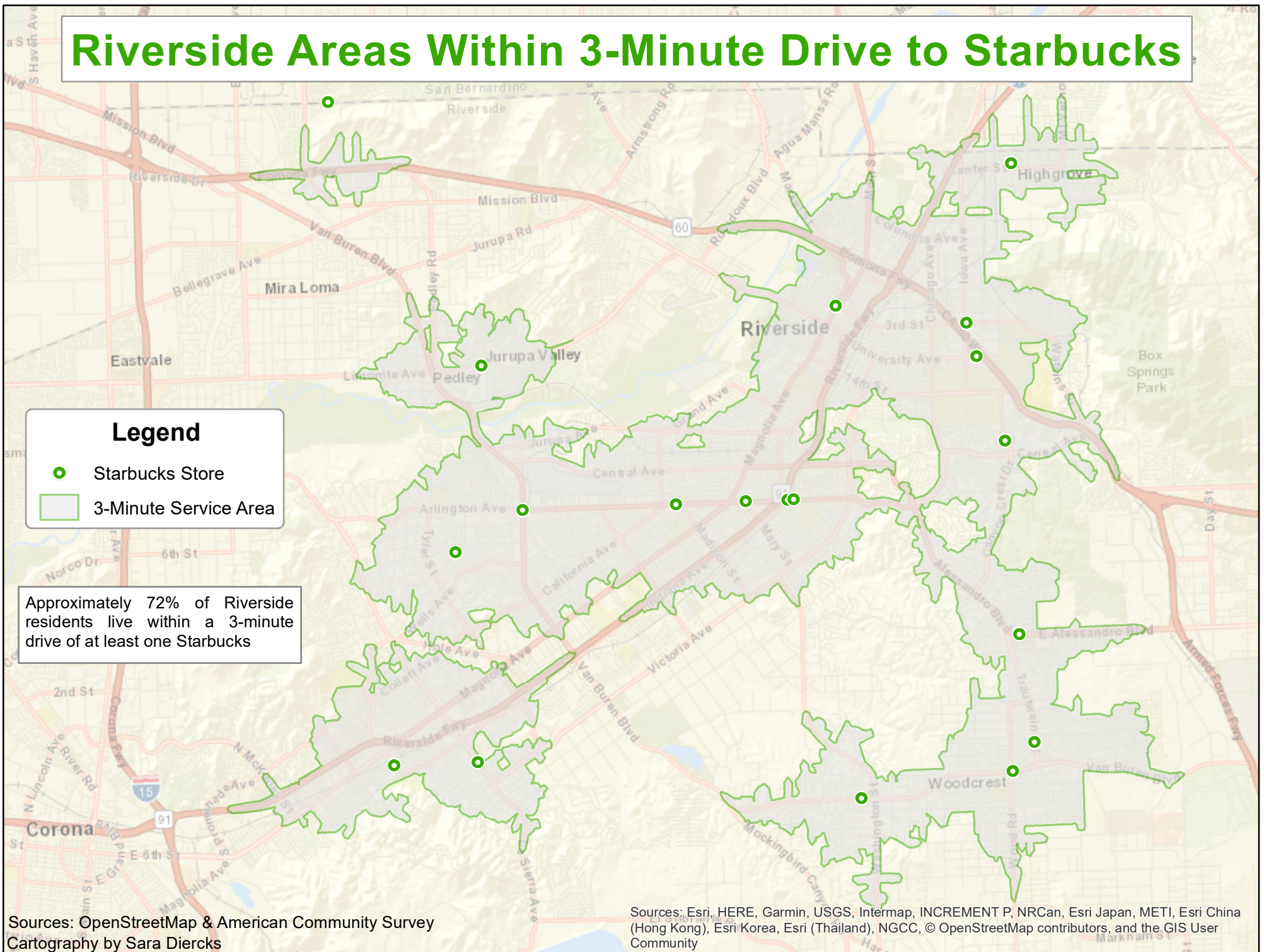# Riverside Areas Within 3-Minute Drive to Starbucks

Legend

- ⊙ Starbucks Store
- ▭ 3-Minute Service Area

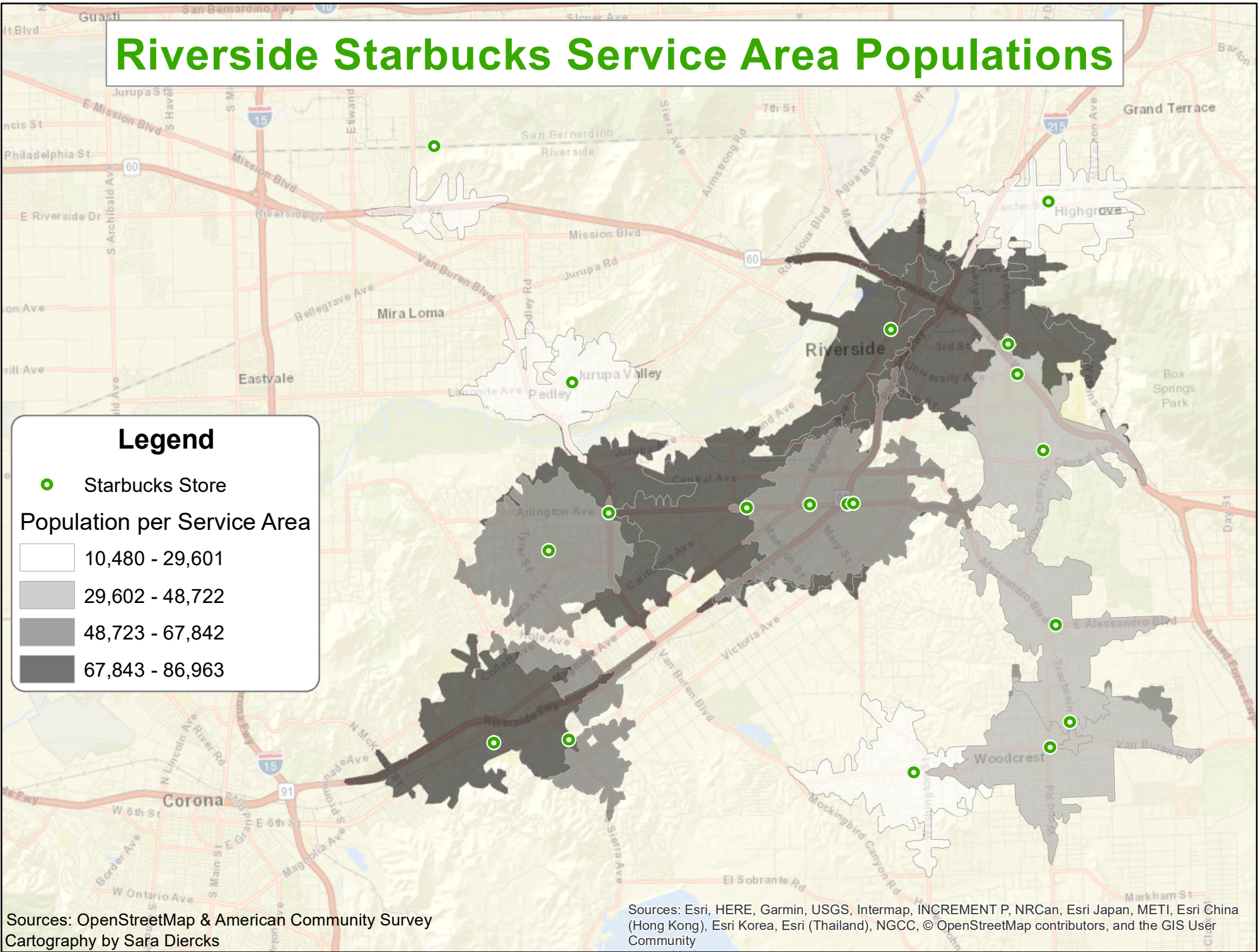Approximately 72% of Riverside residents live within a 3-minute drive of at least one Starbucks

Riverside Starbucks Service Area Populations

Legend

- ⊙ Starbucks Store

Population per Service Area

	10,480 - 29,601
	29,602 - 48,722
	48,723 - 67,842
	67,843 - 86,963

Drive Times to Starbucks Locations From Proposed Closure Site

Legend

⊗ Proposed Starbucks Closure

— Drive Time (minutes)

◉ Starbucks Store

— Routes

Recommended closure of Starbucks Store #6514 (within Albertsons grocery store).

20.355084
10.090927
16.011751
8.679523
7.75091
11.187874
7.82993
13.111532
15.035592
8.923078
9.753532
14.270316
6.961092
2.556056
13.307962
14.094535
4.144258

Sources: OpenStreetMap & American Community Survey
Cartography by Sara Diercks

Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community

Riverside Starbucks: Estimated Populations Within 3-Minute Drive

Approximately 593,012 people live in Riverside County.
About 427,087 (72%) of those people live within a 3-minute drive of at least one Starbucks store.

Population breakdown by store:

Store Number	Population Within 3-Minute Drive	Percent
11025	86963	14.66
2892	78819	13.29
10666	78485	13.23
6977	74841	12.62
5370	71790	12.11
10889	70458	11.88
7974	69740	11.76
11236	69539	11.73
T-0291 (Target)	66271	11.18
10224	62666	10.57
5369	61732	10.41
6514 (Alberstons)	49418	8.33
9628	47097	7.94
17691	45290	7.64
6864	42657	7.19
11463	29577	4.99
5685	28768	4.85
6616	27796	4.69
2659 (Vons)	10480	1.77

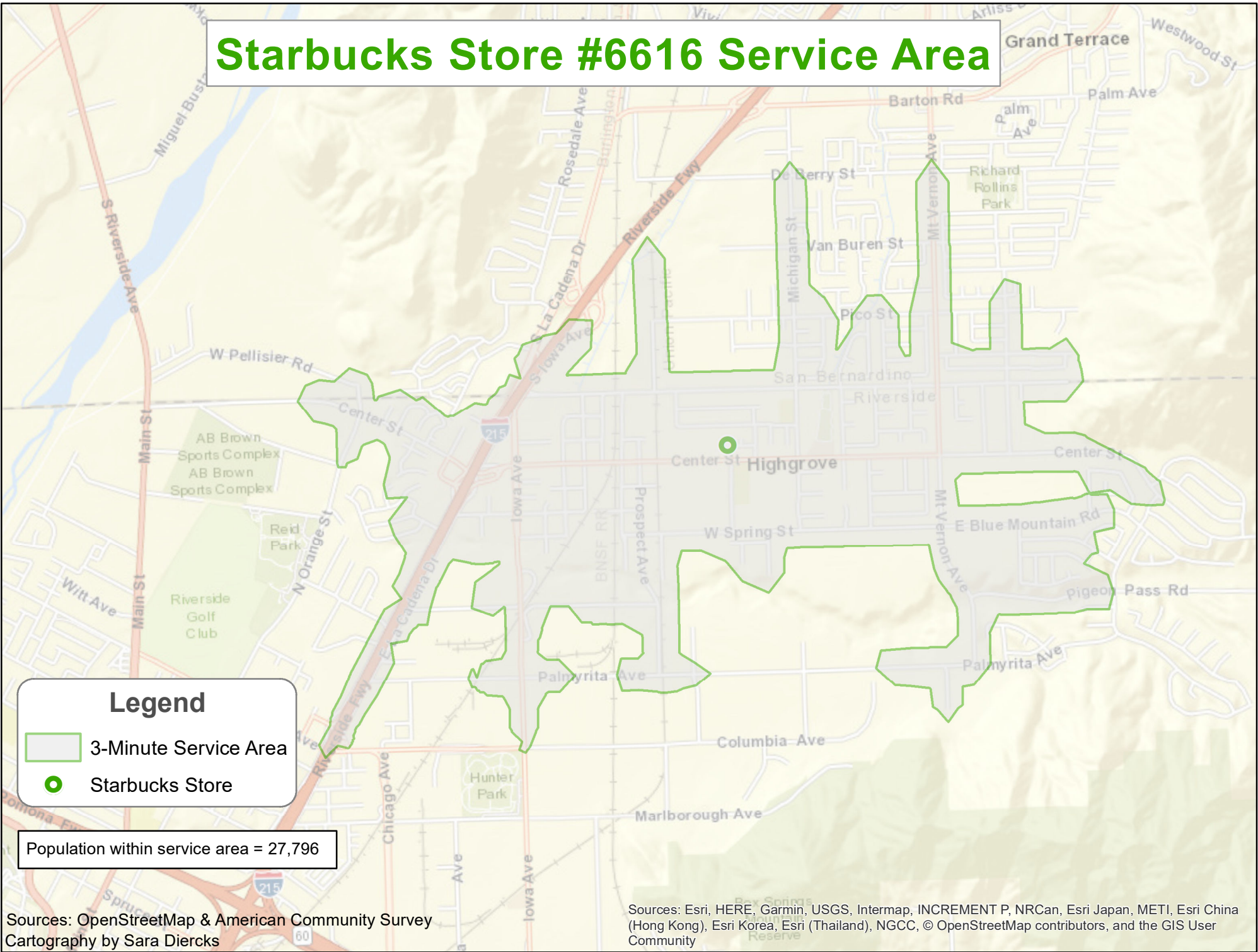# Starbucks Store #2659 Service Area

Legend

▢ 3-Minute Service Area

◉ Starbucks Store

Population within service area = 10,480

Starbucks Store #6616 Service Area

Legend

☐ 3-Minute Service Area

◎ Starbucks Store

Population within service area = 27,796

Starbucks Store #5685 Service Area

Jurupa Valley

Legend

☐ 3-Minute Service Area

◎ Starbucks Store

Population within service area = 28,768

Sources: OpenStreetMap & American Community Survey
Cartography by Sara Diercks

Sara Diercks

Analysis of 3 Starbucks Locations With Lowest Coverage Population

Starbucks Store #2659:

Total population within 3-minute drive – 10,480

Looking at Population by Selected Demographics

Household Income:
$29,999/yr or less – 148
$30,000-$59,999 – 135
$60,000-$199,999 – 123
$200,000 or more - 20

Educational Attainment (25 years and older):
High School Graduate - 312
Bachelor's Degree - 182
Master's Degree - 121
Doctorate - 46

Race:
White - 372
Black - 431
American Indian/Alaska Native - 62
Asian - 18
Hawaiian/Pacific Islander - 0
Hispanic/Latino - 224

Recommendation

I would not recommend closing this location due to the fact that it is the only Starbucks location servicing this area of Riverside. The location is located within a Vons grocery store, leading to increased foot traffic of those who may not be regular Starbucks customers. This can lead to impulse purchases by customers who wouldn't necessarily be looking to purchase a Starbucks product. We can also see on the map that this location is very close to the border of San Bernadino, and in particular, a populated area within that county. This could include a large service area that we are not accounting for with this data alone.

Sara Diercks

Starbucks Store #6616:

Total population within 3-minute drive – 27,796

Looking at Population by Selected Demographics

Household Income:
$29,999/yr or less – 134
$30,000-$59,999 – 80
$60,000-$199,999 – 278
$200,000 or more - 46

Educational Attainment (25 years and older):
High School Graduate - 66
Bachelor's Degree - 281
Master's Degree - 293
Doctorate - 66

Race:
White - 926
Black - 56
American Indian/Alaska Native - 0
Asian - 126
Hawaiian/Pacific Islander - 0
Hispanic/Latino - 94

Recommendation

I would not recommend closing this location because it is the only Starbucks location serving this area. The demographics for this service area shows a sizable population with plenty of disposable income. Customers in this area are likely more willing to spend extra money on specialty coffee. The area appears to be more residential/suburban, so customers could also include children.

Starbucks Store #5685:

Total population within 3-minute drive – 28,768

Looking at Population by Selected Demographics

Household Income:
$29,999/yr or less – 64
$30,000-$59,999 – 101
$60,000-$199,999 – 327
$200,000 or more - 128

Educational Attainment (25 years and older):
High School Graduate - 69
Bachelor's Degree - 485
Master's Degree - 268
Doctorate - 197

Race:
White – 1,261
Black - 0
American Indian/Alaska Native - 17
Asian - 147
Hawaiian/Pacific Islander - 0
Hispanic/Latino – 214

Recommendation

I would not recommend closing this location because it is the only Starbucks location serving this area. The demographics for this service area shows a sizable population with plenty of disposable income. Customers in this area are likely more willing to spend extra money on specialty coffee. The area appears to be more residential/suburban, so customers could also include children.

Sara Diercks

Recommended Store Closure Based on Network Analysis

Based on my analysis, I would recommend closing Starbucks location #6514, which is within an Albertsons grocery store. This location serves a moderate level population and there are many other Starbucks locations within close proximity to serve the area. Looking at the origin-destination matrix map, we can see there are 3 locations less than 5 minutes drive of this store. The store also wouldn't benefit much from those living outside Riverside, such as people coming in for work and/or commuters. This location would not benefit much from additional populations living outside of Riverside, whereas other locations have this potential (such as being downtown or along freeways). Looking at income demographics, store #6514 serves a community with a majority of households earning more than $60,000/yr. This means people have more disposable income and likely make a habit to spend money on specialty coffee. Therefore, they are more likely to make a point of visiting a Starbucks location and spend time there, rather than an impulsive decision at the grocery store. I don't believe closing this location would have a tremendous negative effect on servicing this area.