

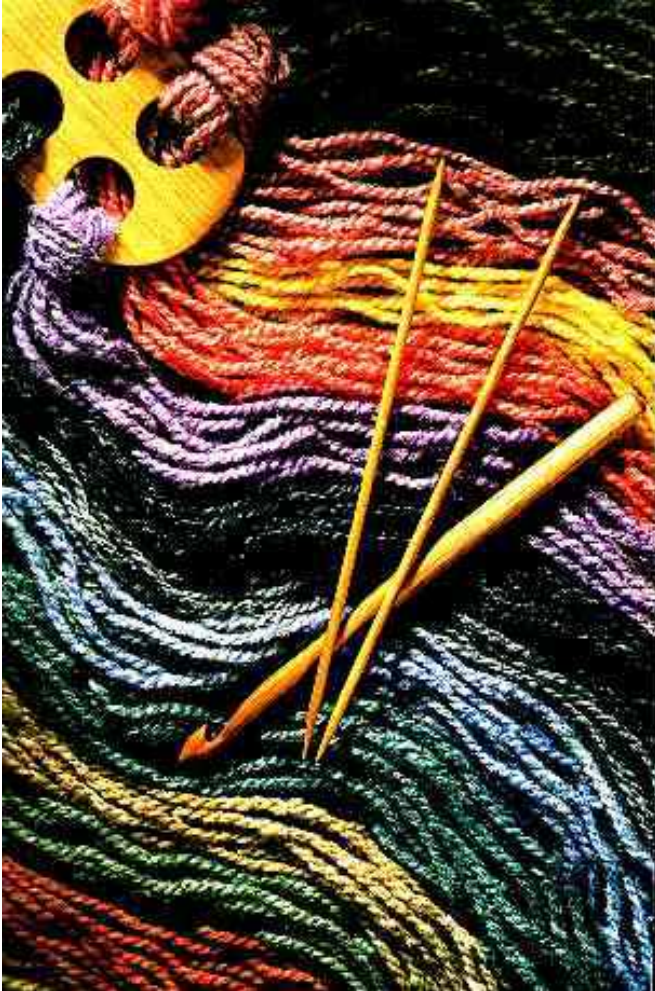
Relationship of A.C. Moore and Michaels Arts and Crafts stores in Massachusetts



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GGR320
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A.C. Moore



- 1st store opened in 1985
- Located in the eastern United States
- As of March 2006 – 113 stores
- Carries 45,000 items at any one time

Michaels Arts & Crafts



- 1984 – became a publicly held company
- Located in 48 states and Canada
- As of January 2004 – 805 stores
- Carries 40,000 items
- Nation's largest retailer of arts and crafts materials

What do they sell?

- Knitting/crocheting supplies
- Paint supplies
- Jewelry making supplies
- Silk flowers
- Frames
- Wedding decorations
- Kids crafts
- Seasonal items



Why?

- Current job
- Curiosity
- Do both stores tend to build in the same type of neighborhoods?

Question

What is the relationship between the locations of both craft stores to one another?



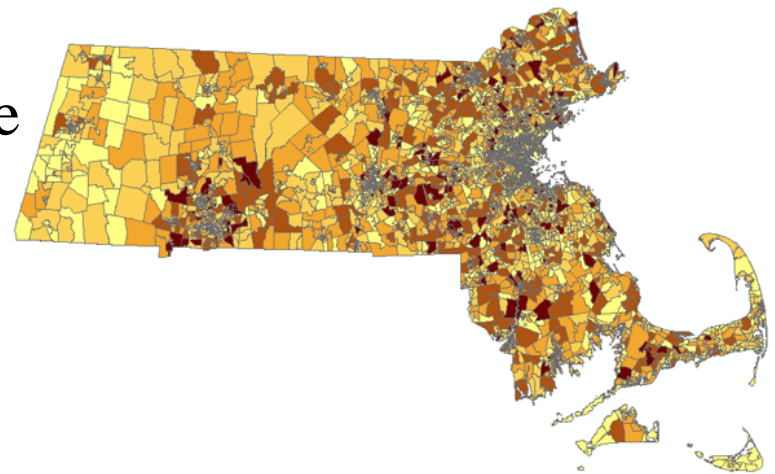
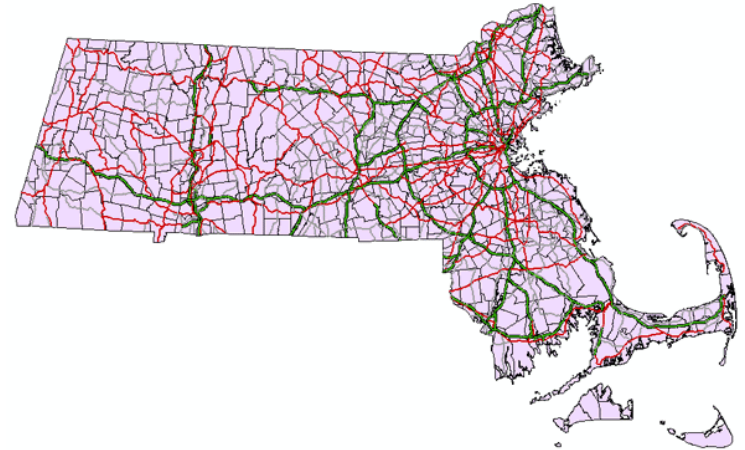
Criteria

- Location of each store
- Demographics
 - Total population by town
 - Medium household income

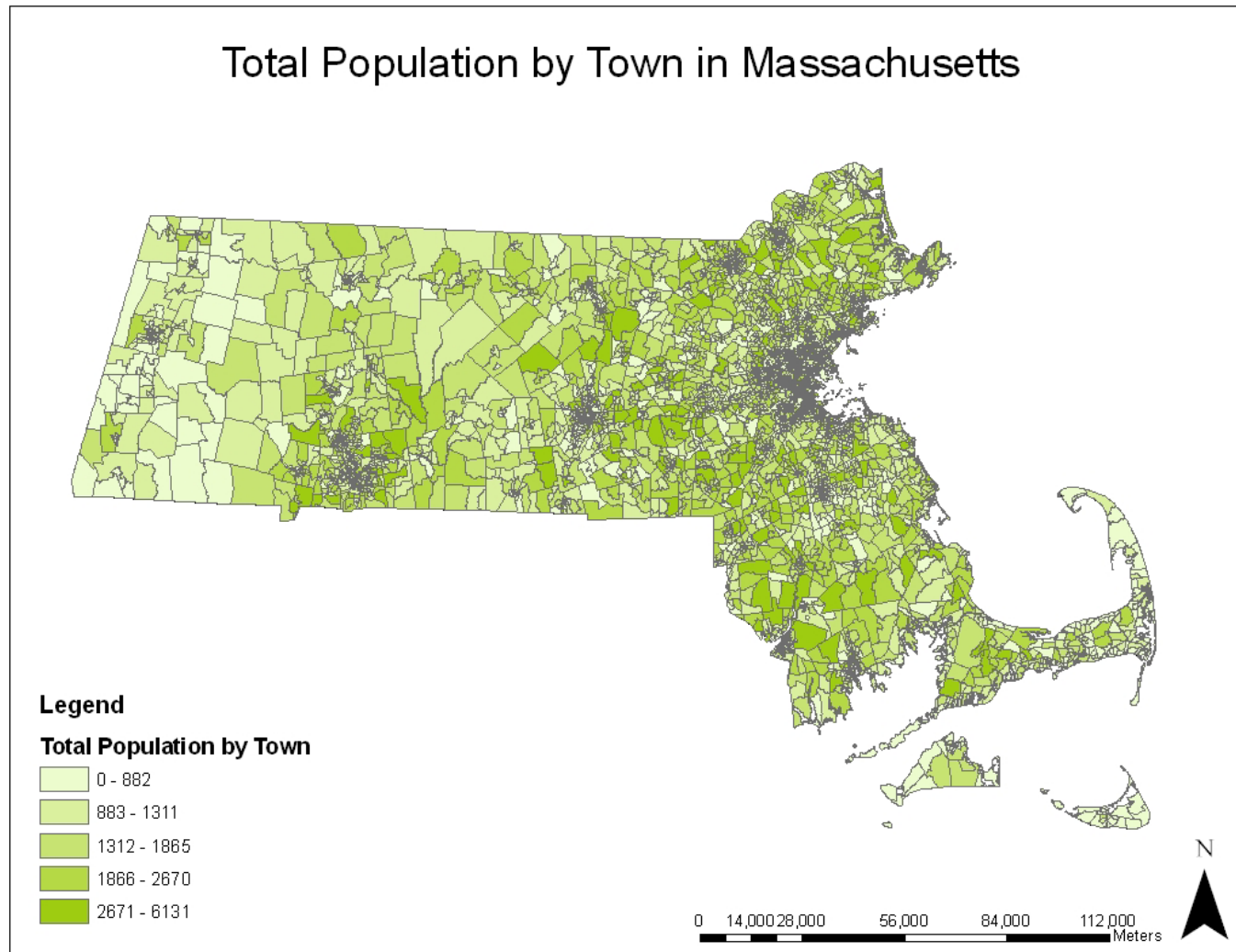


How?

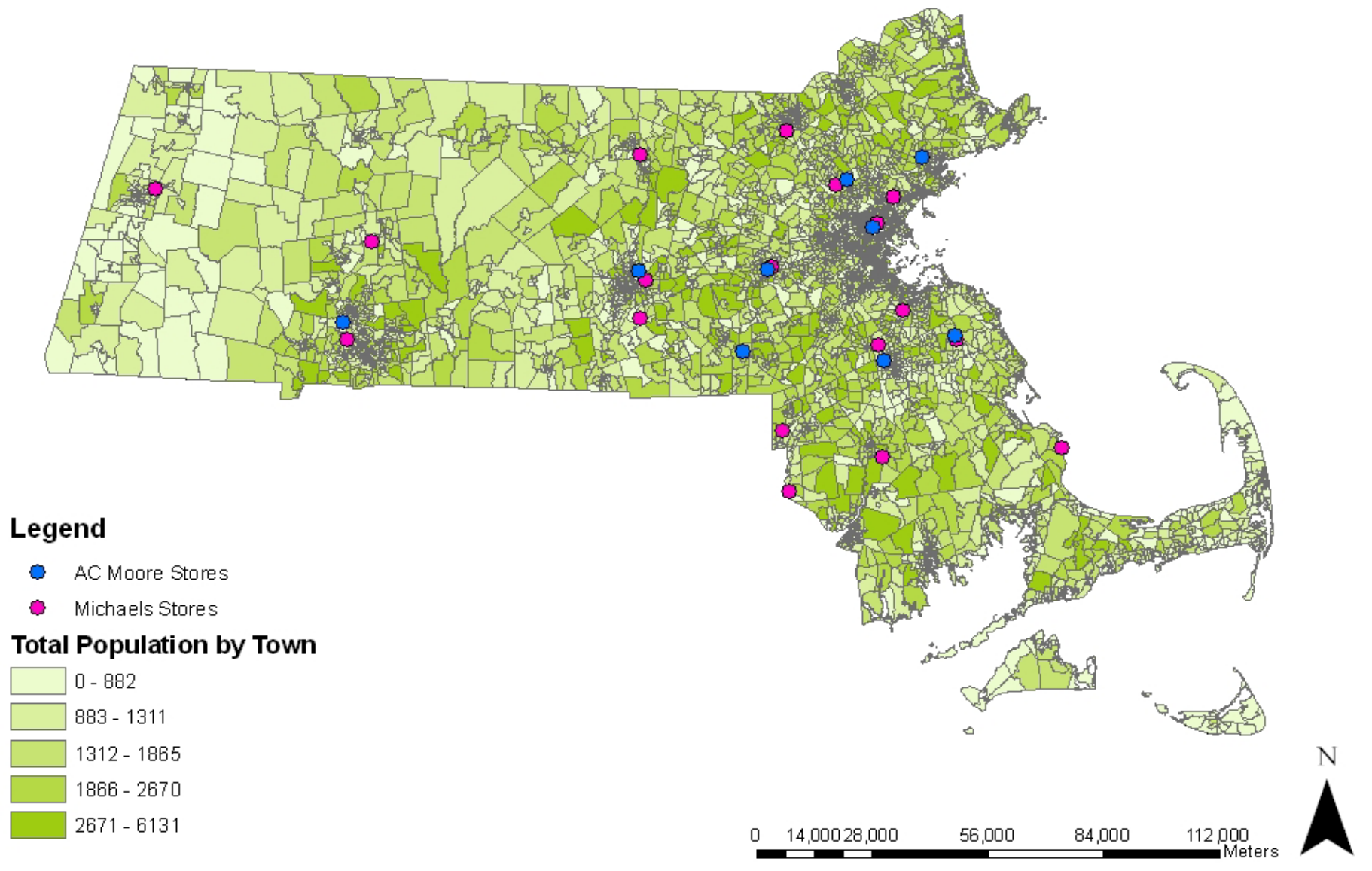
- Obtain addresses
- Download layers
 - Towns in Massachusetts
 - Roads in Massachusetts
 - Census data
 - Total population
 - Medium household income
- Plot addresses



Population by Town



A.C. Moore and Michaels Arts and Crafts Stores in Massachusetts based on Total Population by Town

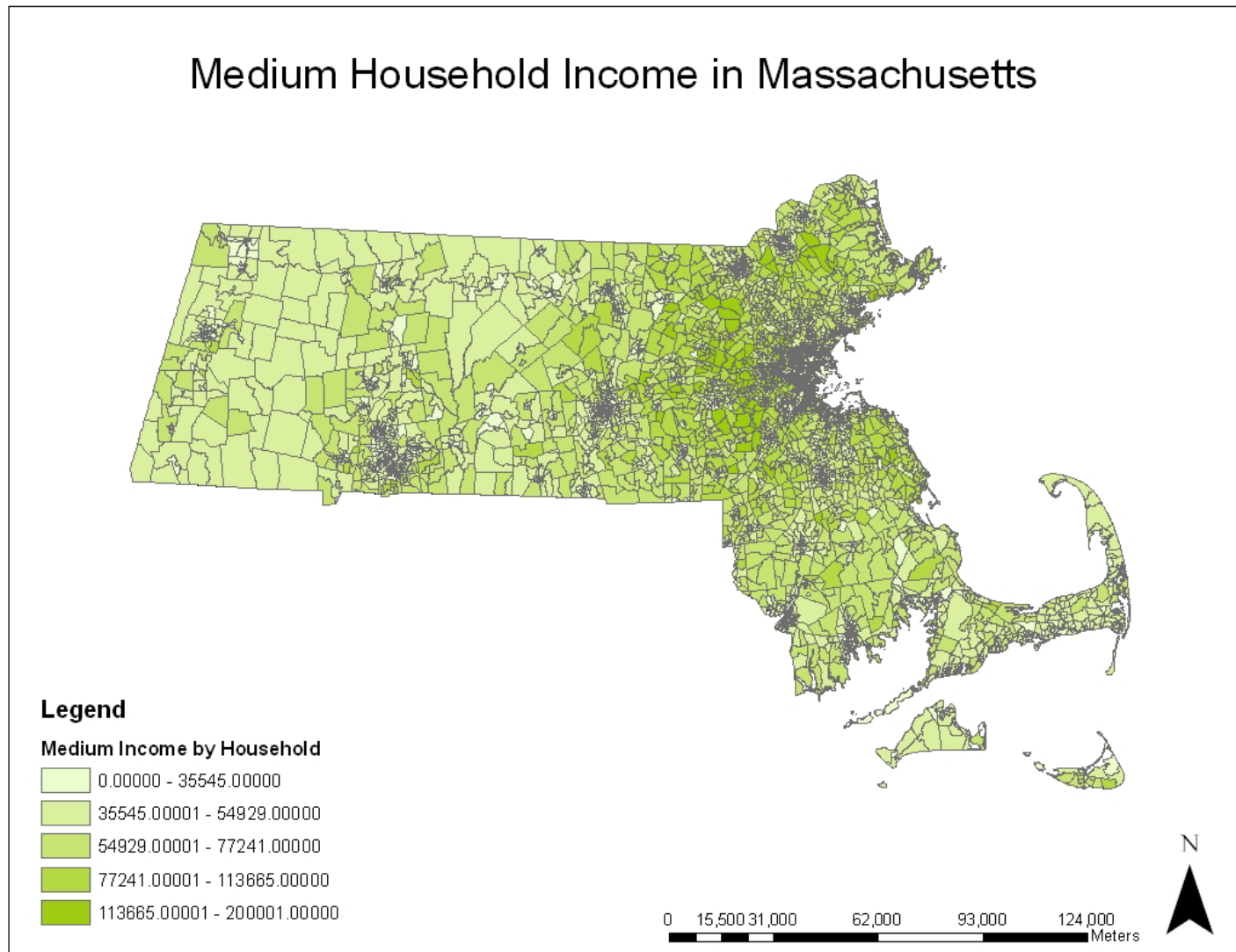


Population by Town

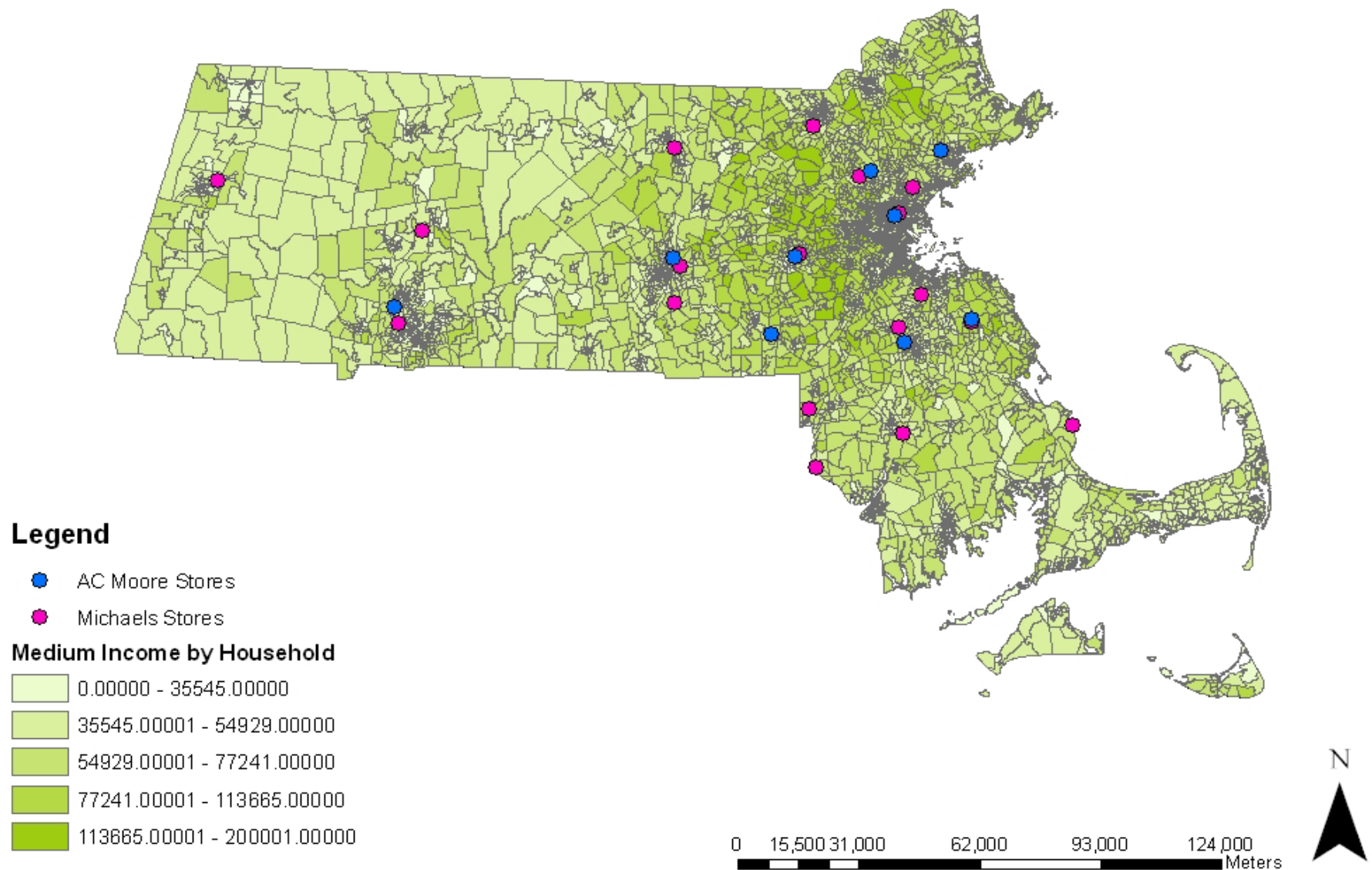
- The mean population for towns containing A.C. Moore stores is 1602.
- The mean population for towns containing Michaels stores is 1184.



Medium Household Income

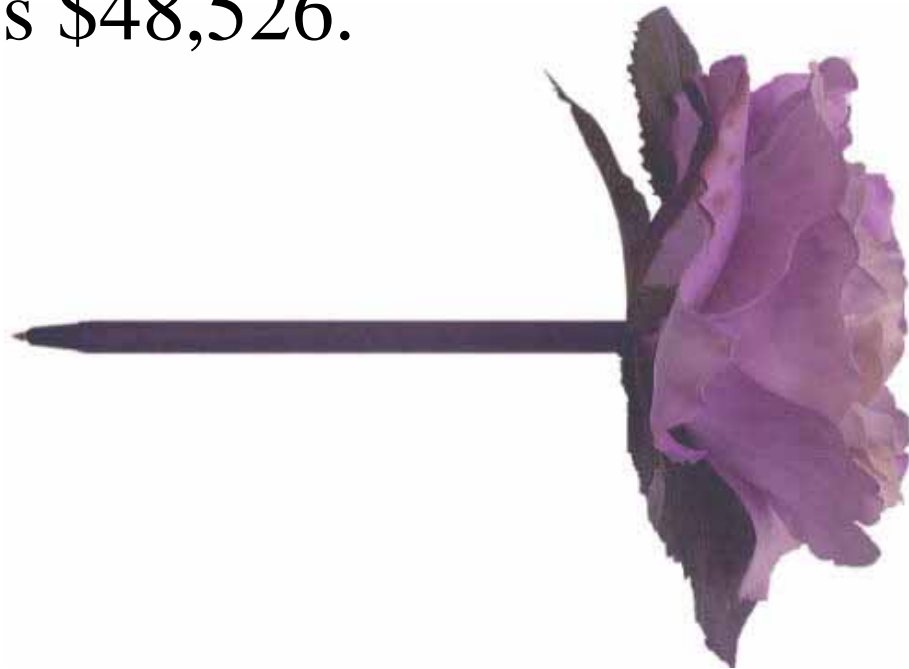


A.C. Moore and Michaels Arts and Crafts Stores in Massachusetts based on Medium Household Income

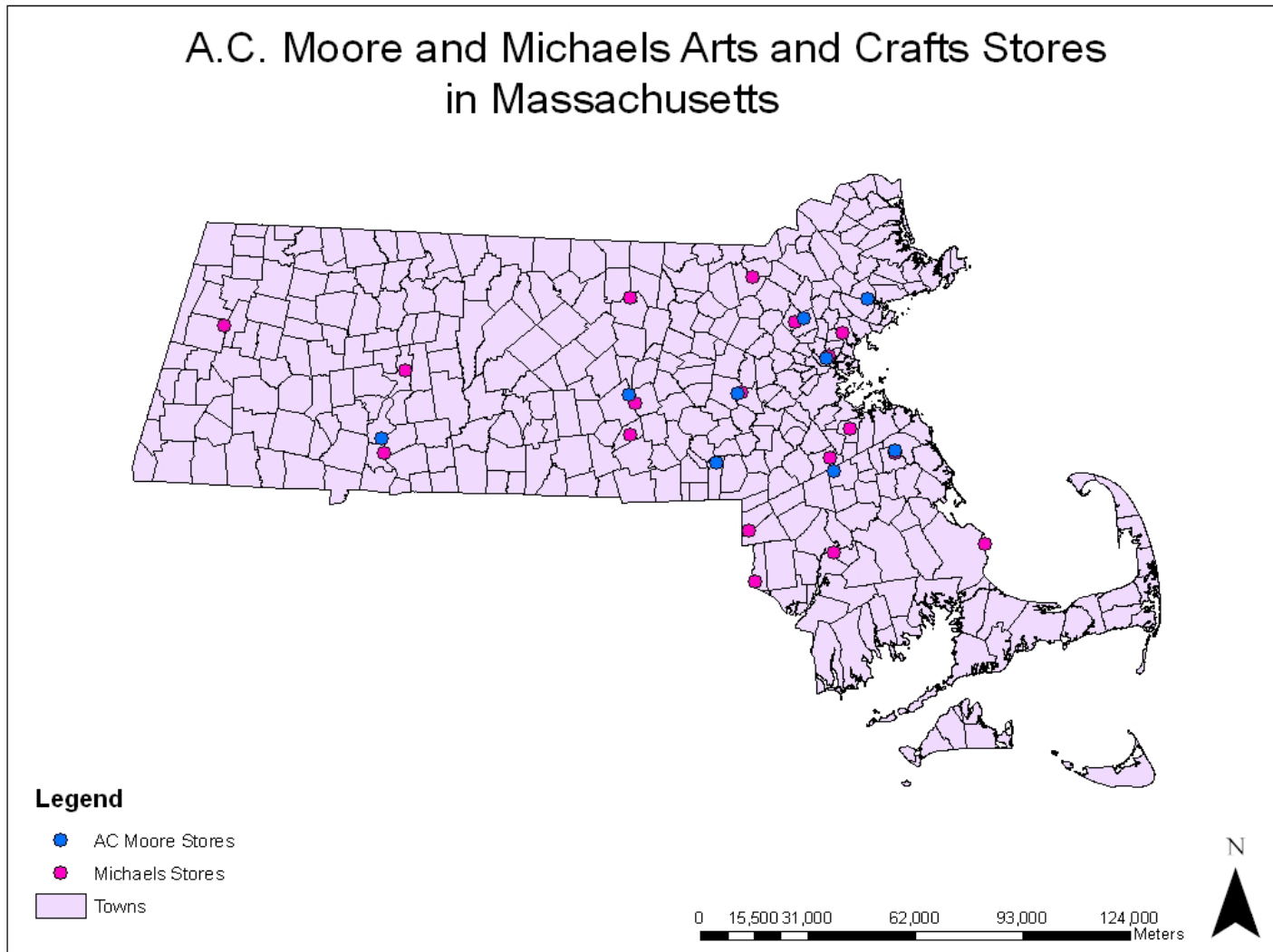


Medium Household Income

- The mean income for towns containing A.C. Moore stores is \$46,631.
- The mean income for towns containing Michaels stores is \$48,526.



Location



Location

Michaels	A.C. Moore	Distance (meters)	Distance (miles)
Saugus	Somerville	9023	5.6
Everett	Somerville	1315	0.8
Burlington	Woburn	3045	1.9
Chelmsford	Woburn	19103	11.9
Hanover	Hanover	800	0.5
Plymouth	Hanover	38065	23.7
Taunton	Brockton	24170	15
Braintree	Brockton	13322	8.3
Avon	Brockton	4147	2.6
Natick	Framingham	1160	0.7
Seekonk	Bellingham	37031	23
North Attleboro	Bellingham	22219	13.9
Leominster	Worcester	28996	18
Millbury	Worcester	11929	7.4
Shrewsbury	Worcester	2908	1.8
West Springfield	Holyoke	4414	2.7
Pittsfield	Holyoke	56476	35
Hadley	Holyoke	21410	13.3
	Average:	16640.7 meters	10.3 miles

Results

- Population by town
 - The difference between the mean population for each store is about 400.
- Medium household income
 - The difference between the mean household income is \$1,895.
- Location
 - Highest distance: 56476 meters (35 miles)
 - Lowest distance: 800 meters (.5 miles)
 - Average: 16640.7 meters (10.3 miles)

Results

- Both stores tend to build in the same type of neighborhoods.
- Average population and income for the state.



Sources

- A.C. Moore
 - <http://www.acmoore.com>
- Massachusetts Geographic Information Systems
 - <http://www.mass.gov/mgis>
- Michaels Arts & Crafts
 - <http://www.michaels.com>