Population and Market Area: Central Place Theory

Part I: Population and Pizza

    A. Pick one city in California that represents each of the population ranges below. You will need 10 in all.

a. 500-2,000	f. 50,000-100,000
b. 2,000-5,000	g. 100,000-250,000
c. 5,000-10,000	h. 250,000-500,000
d. 10,000-25,000	i. 500,000-1,000,000
e. 25,000-50,000	j. more than 1,000,000

    B. City populations can be found in the US Census Bureau publications or by searching the internet.

    C. Search online for the number of pizza restaurants in the same towns you selected for part A. Make sure you search individual cities and town, not metropolitan areas.

    D. Put information obtained in part A and B in the following table.

City	Population	Pizza Restaurants	City	Population	Pizza Restaurants
1.			6.		
2.			7.		
3.			8.		
4.			9.		
5.			10.		

Part II: Interpreting the data and applying it: On a separate piece of paper, answer the questions below.

1. Describe what the data tells you about pizza restaurants and population in California.
2. What is the threshold of pizza restaurants for the state of California? How did you determine the threshold?
3. Suppose you were a site selection manager for a new chain of pizzerias in charge of expanding in California. Write a brief statement as to what cities (2 or 3) have the most market potential in California. Use the information from your table and any other factors you may know about the cities you selected.
4. How does the information you gathered relate to Central Place Theory? How does it reflect the urban hierarchy?