

**Sample: GROCERY STORES AND THEIR COMMUNITIES: A COMPARISON**

(Source: American Community Survey 2013)

	Store 1: New Grand Mart	Store 2: Giant
<b>Type</b>	International	Chain
<b>Zip code</b>	22042	22041
<b>Race/Ethnicity</b>	57.4% White 5.2% Black 20.2% Asian 29% Latino/Hispanic 0.2% American Indian/Alaskan Native	50.7% White 16.2% Black 13.7% Asian 31.4% Latino/Hispanic 0.3% American Indian/Alaskan Native
<b>Median Household Income</b>	\$101,293	\$69,318
<b>% Families below poverty line</b>	4.4%	13.2%
<b>% Foreign born</b>	13,147	14,605
<b>% Foreign born entered after 2010</b>	53.7%	48.3%
<b>Regional origins of 3 largest Foreign born populations (regions)</b>	49.1% Latino 38.7% Asian 4.0% African	20% Asian 39.7% Latino 13.7% African

Giant Food Landover is an American supermarket chain with 169 stores located all around the United States. Most Online reviews regarding Giant Food are good and pleasant. As people tend to enjoy shopping there and love the products provided. In addition, people praise the produce section and the seafood section. However, a yelp reviewer says that the seafood counter isn't always open. New Grand Mart is an international and Korean supermarket chain based in the DMV area. New Grand Mart's reviews are not the best, as most people might be discouraged by the outside appearance of the grocery store. In addition, most reviewers claim the grocery stores prices are bit high for the products provided at the store. However, a large number of people praise New Grand Mart for providing foreign products that are only available at New Grand Mart. Both stores have a targeted demographic that determines their products which determines customer's needs and desires.