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Template for Step 3
Putting stores in their neighborhood context

| | Store 1: 99 Ranch Market | Store 2: Raley's |
|---|---|--|
| Type | International | Chain |
| Zip code | 95823 | 95630 |
| Race/Ethnicity | 36.1% White 21.8% Black 23.2% Asian 33.7% Latino/Hispanic 0.4% American Indian and Alaska Native 3.2% Native Hawaiian and Other Pacific Islander | 74.3% White 5.7% Black 12.5% Asian 11.2% Latino/Hispanic 0.6% American Indian and Alaska Native 0.2% Native Hawaiian and Other Pacific Islander |
| Median Household Income | \$36,886 | \$101,115 |
| % Families below poverty line | 30.1% | 4.7% |
| % Foreign born | 31.8% | 15.9% |
| Regional origins of 3 largest Foreign born populations (regions) | 45.2% Asia 40.2% Latin America 9.2% Oceania | 66.7% Asia 13.2% Europe 12.4% Latin America |



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