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## NEIGHBORHOOD VIBE

### SCOTT BITNEY BILL SIEMS

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#### TRADE AREA OVERVIEW **DEMOGRAPHICS** 3 mile 5 miles 7 miles Jefferson City, named for President Thomas Jefferson, is POPULATION 26,011 46.853 60,100 the capital of Missouri. Jefferson City is on the northern edge of the Ozark Plateau on the southern side of the Missouri River near known as Mid-Missouri. It is also at the western edge of one of the major wine-producing HOUSEHOLDS 10.847 19,995 25,457 regions of the Midwest, the Missouri Rhineland. The cityscape is dominated by the domed Capitol, which rises from a bluff overlooking the Missouri River to the **EMPLOYEES** 16.397 39.656 44.769 north: Lewis and Clark passed the bluff on their historic expedition upriver before Europeans established any settlement there. **MED HH INCOME** \$70.618 \$77,287 \$69.108 Jefferson City is home to Lincoln University, a historically black college founded in 1866 and later designated as a land-grant university. The city's top employers include the State of Missouri, Scholastic, Capital Region Medical Center, Jefferson City Public Schools and St. Mary's **AREA RETAIL | RESTAURANTS Dillard's** 2055 Health Center. DRESS FOR LESS In 2013, Jefferson City was named America's "Most Beautiful Small Town" by Rand McNally. HyVee. JCPenney Aedian HH Income By Blockgroups \$100.000 or more \$75,000 to \$100,000 Wendy's OLDNAVY Walgreens T.J.MOX \$60,000 to \$75,000 \$40,000 to \$60,000 Less than \$40,000 **INCOMÉ MAP**



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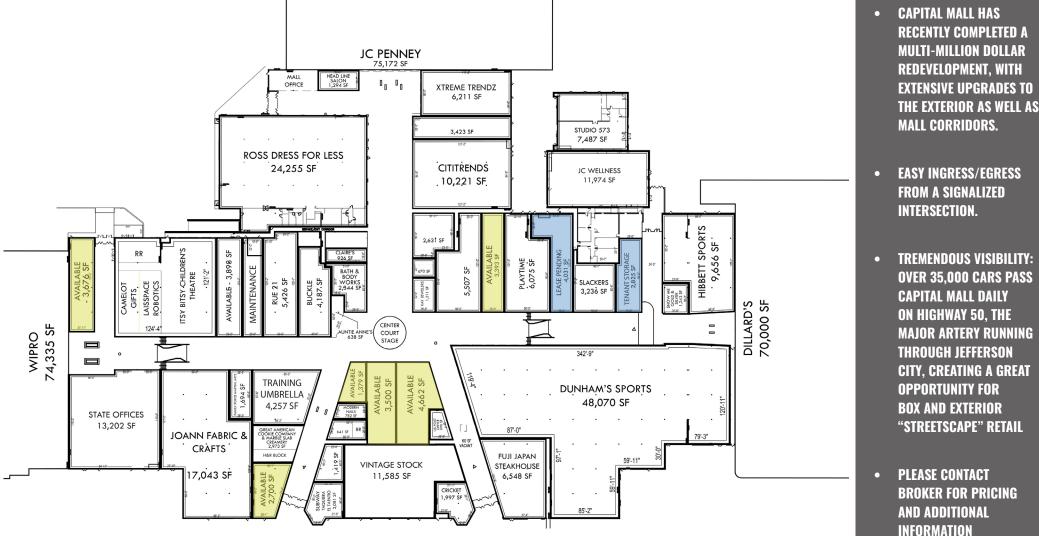
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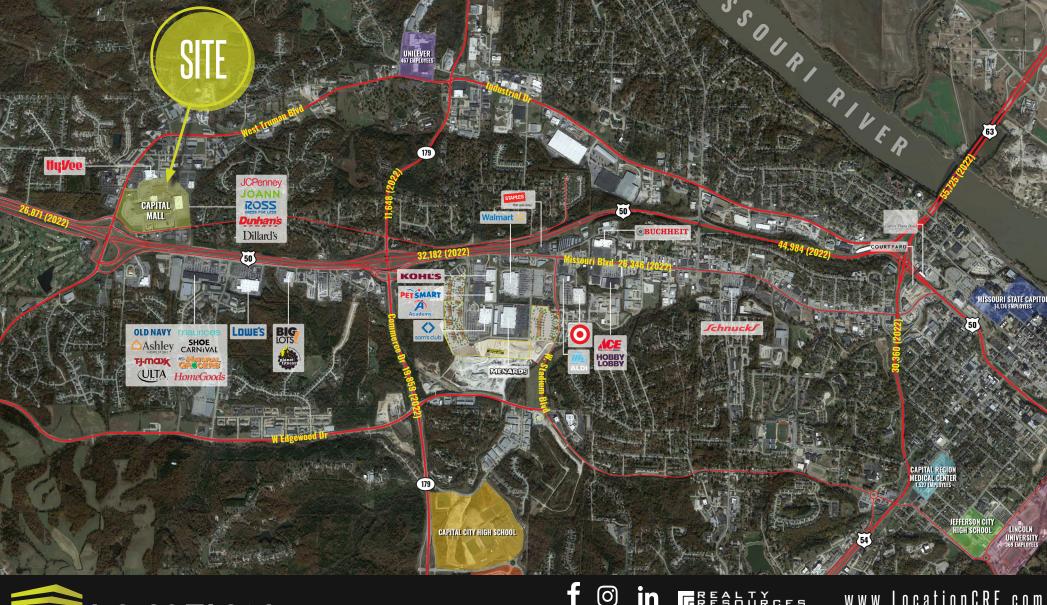
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