White (Non-Hispanic), 53.8%

Black/African American (Non-Hispanic), 32.6%

Hispanic, 9.9%

Pac Island/Am Ind/Other (Non-Hispanic), 2.7%

Asian (Non-Hispanic), 0.9%

Households: 19,240 (3-mile radius)

Unreached Households: 13,388

Spanish: 2,905

French: 209