



Community Profile

4602-4728 McMasters Ave, Hannibal, Missouri, 63401
Rings: 10, 20, 30 mile radii

Prepared by GSG Hospitality Group

Latitude: 39.72294
Longitude: -91.39192

	10 miles	20 miles	30 miles
Population Summary			
2000 Total Population	30,494	99,061	136,870
2010 Total Population	30,950	98,968	135,968
2018 Total Population	31,387	99,019	136,802
2018 Group Quarters	1,291	3,561	8,320
2023 Total Population	31,702	98,815	136,584
2018-2023 Annual Rate	0.20%	-0.04%	-0.03%
2018 Total Daytime Population	32,453	105,543	137,902
Workers	15,204	54,487	67,441
Residents	17,249	51,056	70,461
Household Summary			
2000 Households	11,954	39,240	52,623
2000 Average Household Size	2.45	2.43	2.44
2010 Households	12,257	40,218	53,547
2010 Average Household Size	2.42	2.37	2.39
2018 Households	12,387	40,208	53,627
2018 Average Household Size	2.43	2.37	2.40
2023 Households	12,497	40,094	53,487
2023 Average Household Size	2.43	2.38	2.40
2018-2023 Annual Rate	0.18%	-0.06%	-0.05%
2010 Families	8,115	26,033	35,210
2010 Average Family Size	2.95	2.93	2.93
2018 Families	8,113	25,672	34,822
2018 Average Family Size	2.96	2.95	2.95
2023 Families	8,152	25,462	34,552
2023 Average Family Size	2.96	2.96	2.96
2018-2023 Annual Rate	0.10%	-0.16%	-0.16%
Housing Unit Summary			
2000 Housing Units	13,369	43,460	59,211
Owner Occupied Housing Units	63.8%	65.7%	65.4%
Renter Occupied Housing Units	25.6%	24.6%	23.5%
Vacant Housing Units	10.6%	9.7%	11.1%
2010 Housing Units	13,751	44,741	60,763
Owner Occupied Housing Units	60.2%	63.2%	63.0%
Renter Occupied Housing Units	28.9%	26.7%	25.1%
Vacant Housing Units	10.9%	10.1%	11.9%
2018 Housing Units	14,016	45,448	61,695
Owner Occupied Housing Units	58.0%	62.1%	61.9%
Renter Occupied Housing Units	30.4%	26.4%	25.0%
Vacant Housing Units	11.6%	11.5%	13.1%
2023 Housing Units	14,197	45,893	62,271
Owner Occupied Housing Units	57.4%	61.5%	61.3%
Renter Occupied Housing Units	30.6%	25.9%	24.6%
Vacant Housing Units	12.0%	12.6%	14.1%
Median Household Income			
2018	\$44,686	\$48,282	\$47,981
2023	\$50,051	\$53,624	\$53,258
Median Home Value			
2018	\$119,168	\$117,430	\$112,972
2023	\$132,066	\$133,534	\$129,638
Per Capita Income			
2018	\$23,947	\$26,207	\$25,198
2023	\$26,968	\$29,817	\$28,600
Median Age			
2010	38.9	40.3	40.2
2018	40.5	41.6	41.4
2023	41.4	42.3	42.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	12,387	40,208	53,627
<\$15,000	13.7%	13.2%	12.8%
\$15,000 - \$24,999	11.2%	11.1%	11.3%
\$25,000 - \$34,999	12.9%	11.7%	11.8%
\$35,000 - \$49,999	17.1%	15.3%	15.7%
\$50,000 - \$74,999	19.9%	20.2%	20.5%
\$75,000 - \$99,999	11.2%	12.1%	12.1%
\$100,000 - \$149,999	9.9%	10.5%	10.5%
\$150,000 - \$199,999	1.9%	3.1%	2.9%
\$200,000+	2.3%	2.8%	2.4%
Average Household Income	\$59,454	\$63,642	\$62,550
2023 Households by Income			
Household Income Base	12,497	40,094	53,487
<\$15,000	11.2%	11.3%	10.9%
\$15,000 - \$24,999	9.6%	9.5%	9.7%
\$25,000 - \$34,999	12.1%	10.6%	10.8%
\$35,000 - \$49,999	17.1%	14.3%	14.7%
\$50,000 - \$74,999	20.8%	20.5%	20.7%
\$75,000 - \$99,999	12.2%	13.2%	13.3%
\$100,000 - \$149,999	12.2%	13.2%	13.3%
\$150,000 - \$199,999	2.2%	4.1%	3.7%
\$200,000+	2.7%	3.2%	2.9%
Average Household Income	\$67,185	\$72,588	\$71,297
2018 Owner Occupied Housing Units by Value			
Total	8,126	28,231	38,213
<\$50,000	14.3%	12.9%	14.1%
\$50,000 - \$99,999	26.9%	29.9%	30.8%
\$100,000 - \$149,999	22.8%	20.5%	19.7%
\$150,000 - \$199,999	14.8%	15.2%	14.8%
\$200,000 - \$249,999	7.9%	7.6%	7.1%
\$250,000 - \$299,999	5.3%	5.5%	5.6%
\$300,000 - \$399,999	3.8%	4.2%	3.7%
\$400,000 - \$499,999	2.0%	1.6%	1.6%
\$500,000 - \$749,999	1.1%	1.7%	1.7%
\$750,000 - \$999,999	0.4%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.4%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.1%	0.1%
Average Home Value	\$153,572	\$152,836	\$150,741
2023 Owner Occupied Housing Units by Value			
Total	8,145	28,214	38,155
<\$50,000	11.3%	10.3%	11.3%
\$50,000 - \$99,999	24.2%	26.7%	27.4%
\$100,000 - \$149,999	22.7%	19.3%	19.0%
\$150,000 - \$199,999	16.2%	15.4%	15.1%
\$200,000 - \$249,999	8.3%	8.7%	8.0%
\$250,000 - \$299,999	6.0%	7.4%	7.4%
\$300,000 - \$399,999	4.9%	5.4%	4.9%
\$400,000 - \$499,999	3.4%	2.8%	2.8%
\$500,000 - \$749,999	1.8%	3.0%	2.9%
\$750,000 - \$999,999	0.6%	0.4%	0.4%
\$1,000,000 - \$1,499,999	0.5%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.2%	0.1%	0.1%
Average Home Value	\$172,127	\$175,713	\$172,950

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	30,954	98,968	135,966
0 - 4	7.0%	6.5%	6.3%
5 - 9	6.6%	6.4%	6.2%
10 - 14	6.6%	6.4%	6.3%
15 - 24	12.9%	12.9%	13.0%
25 - 34	12.2%	11.8%	12.1%
35 - 44	11.9%	11.7%	12.0%
45 - 54	14.6%	14.7%	14.9%
55 - 64	12.8%	12.7%	12.6%
65 - 74	7.7%	8.3%	8.4%
75 - 84	5.1%	5.7%	5.6%
85 +	2.5%	2.9%	2.7%
18 +	76.0%	76.8%	77.2%
2018 Population by Age			
Total	31,386	99,020	136,802
0 - 4	6.3%	6.0%	5.8%
5 - 9	6.2%	6.0%	5.8%
10 - 14	6.2%	6.0%	5.9%
15 - 24	12.5%	12.1%	12.1%
25 - 34	12.2%	12.4%	12.8%
35 - 44	11.8%	11.2%	11.6%
45 - 54	12.3%	12.3%	12.5%
55 - 64	13.9%	13.8%	13.7%
65 - 74	10.6%	10.9%	10.8%
75 - 84	5.4%	6.1%	5.9%
85 +	2.6%	3.2%	3.0%
18 +	77.7%	78.5%	79.1%
2023 Population by Age			
Total	31,700	98,816	136,584
0 - 4	6.2%	5.9%	5.7%
5 - 9	6.1%	5.9%	5.8%
10 - 14	6.3%	6.1%	6.0%
15 - 24	12.4%	11.7%	11.7%
25 - 34	11.5%	11.8%	12.1%
35 - 44	12.0%	11.7%	12.0%
45 - 54	11.6%	11.4%	11.6%
55 - 64	13.1%	13.0%	13.0%
65 - 74	11.7%	12.0%	11.9%
75 - 84	6.6%	7.3%	7.1%
85 +	2.6%	3.2%	3.0%
18 +	77.8%	78.5%	79.0%
2010 Population by Sex			
Males	14,972	48,042	66,557
Females	15,978	50,926	69,411
2018 Population by Sex			
Males	15,178	48,088	66,932
Females	16,209	50,931	69,870
2023 Population by Sex			
Males	15,368	48,137	67,037
Females	16,334	50,678	69,547

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	30,950	98,968	135,968
White Alone	92.1%	92.9%	92.7%
Black Alone	4.8%	4.1%	4.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.5%	0.6%	0.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.4%
Two or More Races	2.0%	1.8%	1.7%
Hispanic Origin	1.4%	1.3%	1.3%
Diversity Index	17.4	15.7	16.2
2018 Population by Race/Ethnicity			
Total	31,386	99,019	136,802
White Alone	90.9%	91.7%	91.4%
Black Alone	5.0%	4.4%	4.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.7%	0.8%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.4%	0.5%	0.5%
Two or More Races	2.6%	2.3%	2.2%
Hispanic Origin	1.8%	1.7%	1.8%
Diversity Index	20.1	18.7	19.2
2023 Population by Race/Ethnicity			
Total	31,701	98,816	136,583
White Alone	89.9%	90.6%	90.6%
Black Alone	5.2%	4.7%	5.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.0%	1.0%	0.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.5%	0.6%	0.6%
Two or More Races	3.0%	2.8%	2.5%
Hispanic Origin	2.1%	2.1%	2.1%
Diversity Index	22.3	21.0	21.2
2010 Population by Relationship and Household Type			
Total	30,950	98,968	135,968
In Households	95.8%	96.3%	94.1%
In Family Households	79.7%	79.4%	78.1%
Householder	26.3%	26.3%	25.9%
Spouse	19.8%	20.1%	20.0%
Child	29.2%	28.7%	28.1%
Other relative	2.1%	1.9%	1.9%
Nonrelative	2.4%	2.2%	2.2%
In Nonfamily Households	16.1%	17.0%	16.0%
In Group Quarters	4.2%	3.7%	5.9%
Institutionalized Population	1.9%	2.1%	4.3%
Noninstitutionalized Population	2.3%	1.5%	1.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment			
Total	21,576	69,217	96,212
Less than 9th Grade	3.0%	2.5%	3.1%
9th - 12th Grade, No Diploma	8.1%	6.5%	7.6%
High School Graduate	33.3%	31.8%	33.0%
GED/Alternative Credential	5.9%	5.0%	5.8%
Some College, No Degree	21.8%	23.7%	23.0%
Associate Degree	6.9%	7.8%	7.3%
Bachelor's Degree	14.0%	15.1%	13.5%
Graduate/Professional Degree	6.9%	7.6%	6.7%
2018 Population 15+ by Marital Status			
Total	25,500	81,159	112,791
Never Married	29.7%	27.9%	28.0%
Married	49.6%	51.7%	51.8%
Widowed	8.6%	8.2%	7.8%
Divorced	12.2%	12.2%	12.4%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.9%	96.3%	96.3%
Civilian Unemployed (Unemployment Rate)	4.1%	3.7%	3.7%
2018 Employed Population 16+ by Industry			
Total	14,268	48,488	63,940
Agriculture/Mining	2.2%	2.3%	3.2%
Construction	6.1%	6.0%	6.4%
Manufacturing	15.9%	15.7%	15.0%
Wholesale Trade	1.6%	2.6%	2.8%
Retail Trade	11.2%	14.2%	13.5%
Transportation/Utilities	5.7%	5.5%	5.9%
Information	1.3%	1.1%	1.1%
Finance/Insurance/Real Estate	4.5%	5.4%	5.1%
Services	47.5%	44.0%	43.0%
Public Administration	3.9%	3.2%	3.9%
2018 Employed Population 16+ by Occupation			
Total	14,268	48,485	63,940
White Collar	53.8%	54.8%	52.8%
Management/Business/Financial	10.9%	11.9%	11.4%
Professional	20.5%	18.3%	17.5%
Sales	9.0%	11.3%	10.8%
Administrative Support	13.5%	13.3%	13.2%
Services	17.4%	17.6%	18.3%
Blue Collar	28.8%	27.6%	28.9%
Farming/Forestry/Fishing	0.8%	0.9%	1.4%
Construction/Extraction	5.4%	4.5%	5.1%
Installation/Maintenance/Repair	4.4%	3.6%	3.9%
Production	10.0%	9.9%	9.6%
Transportation/Material Moving	8.2%	8.8%	8.9%
2010 Population By Urban/ Rural Status			
Total Population	30,950	98,968	135,968
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	71.4%	68.0%	58.3%
Rural Population	28.6%	32.0%	41.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	12,258	40,219	53,547
Households with 1 Person	28.3%	29.9%	29.0%
Households with 2+ People	71.7%	70.1%	71.0%
Family Households	66.2%	64.7%	65.8%
Husband-wife Families	49.9%	49.6%	50.8%
With Related Children	19.9%	19.4%	19.8%
Other Family (No Spouse Present)	16.3%	15.1%	14.9%
Other Family with Male Householder	4.1%	4.0%	4.1%
With Related Children	2.6%	2.5%	2.6%
Other Family with Female Householder	12.1%	11.2%	10.8%
With Related Children	8.8%	7.9%	7.6%
Nonfamily Households	5.5%	5.4%	5.2%
All Households with Children	31.9%	30.4%	30.5%
Multigenerational Households	2.7%	2.5%	2.6%
Unmarried Partner Households	7.2%	6.9%	6.9%
Male-female	6.8%	6.4%	6.4%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	12,258	40,218	53,547
1 Person Household	28.3%	29.9%	29.0%
2 Person Household	36.0%	35.7%	36.2%
3 Person Household	15.1%	14.4%	14.5%
4 Person Household	11.9%	11.7%	11.9%
5 Person Household	5.6%	5.5%	5.5%
6 Person Household	2.0%	1.9%	1.9%
7 + Person Household	1.1%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	12,257	40,218	53,547
Owner Occupied	67.6%	70.3%	71.5%
Owned with a Mortgage/Loan	41.4%	42.6%	42.6%
Owned Free and Clear	26.2%	27.7%	28.9%
Renter Occupied	32.4%	29.7%	28.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	13,751	44,741	60,763
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	71.8%	67.9%	57.0%
Rural Housing Units	28.2%	32.1%	43.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Salt of the Earth (6B)	Salt of the Earth (6B)	Heartland Communities
2.	Midlife Constants (5E)	Midlife Constants (5E)	Salt of the Earth (6B)
3.	Small Town Simplicity	Heartland Communities	Midlife Constants (5E)
2018 Consumer Spending			
Apparel & Services: Total \$	\$18,824,424	\$65,368,336	\$85,251,329
Average Spent	\$1,519.69	\$1,625.75	\$1,589.71
Spending Potential Index	70	75	73
Education: Total \$	\$11,890,759	\$41,761,955	\$53,120,058
Average Spent	\$959.94	\$1,038.65	\$990.55
Spending Potential Index	66	72	68
Entertainment/Recreation: Total \$	\$29,645,201	\$102,391,170	\$135,908,594
Average Spent	\$2,393.25	\$2,546.54	\$2,534.33
Spending Potential Index	74	79	79
Food at Home: Total \$	\$46,847,146	\$161,514,328	\$214,389,565
Average Spent	\$3,781.96	\$4,016.97	\$3,997.79
Spending Potential Index	75	80	80
Food Away from Home: Total \$	\$30,795,424	\$107,000,496	\$139,970,059
Average Spent	\$2,486.11	\$2,661.17	\$2,610.07
Spending Potential Index	71	76	74
Health Care: Total \$	\$55,449,103	\$190,866,766	\$255,296,097
Average Spent	\$4,476.39	\$4,746.98	\$4,760.59
Spending Potential Index	78	83	83
HH Furnishings & Equipment: Total \$	\$18,648,952	\$64,763,668	\$85,117,326
Average Spent	\$1,505.53	\$1,610.72	\$1,587.21
Spending Potential Index	72	77	76
Personal Care Products & Services: Total \$	\$7,218,914	\$25,139,446	\$32,833,621
Average Spent	\$582.78	\$625.23	\$612.26
Spending Potential Index	70	76	74
Shelter: Total \$	\$142,905,037	\$498,542,143	\$644,565,528
Average Spent	\$11,536.69	\$12,399.08	\$12,019.42
Spending Potential Index	69	74	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,018,006	\$76,490,002	\$100,645,429
Average Spent	\$1,777.51	\$1,902.36	\$1,876.77
Spending Potential Index	72	77	75
Travel: Total \$	\$17,867,200	\$62,665,088	\$81,465,945
Average Spent	\$1,442.42	\$1,558.52	\$1,519.12
Spending Potential Index	67	72	71
Vehicle Maintenance & Repairs: Total \$	\$9,921,935	\$34,259,885	\$45,349,606
Average Spent	\$801.00	\$852.07	\$845.65
Spending Potential Index	74	79	79

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.