



Demographic and Income Profile

4602-4728 McMasters Ave, Hannibal, Missouri, 63401
 Ring: 10 mile radius

Prepared by GSG Hospitality Group

Latitude: 39.72294
 Longitude: -91.39192

Summary	Census 2010	2018	2023
Population	30,950	31,387	31,702
Households	12,257	12,387	12,497
Families	8,115	8,113	8,152
Average Household Size	2.42	2.43	2.43
Owner Occupied Housing Units	8,280	8,126	8,145
Renter Occupied Housing Units	3,977	4,260	4,351
Median Age	38.9	40.5	41.4
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.20%	0.47%	0.83%
Households	0.18%	0.44%	0.79%
Families	0.10%	0.37%	0.71%
Owner HHs	0.05%	0.43%	1.16%
Median Household Income	2.29%	2.44%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	1,696	13.7%	1,405	11.2%
\$15,000 - \$24,999	1,384	11.2%	1,197	9.6%
\$25,000 - \$34,999	1,592	12.9%	1,507	12.1%
\$35,000 - \$49,999	2,116	17.1%	2,131	17.1%
\$50,000 - \$74,999	2,467	19.9%	2,597	20.8%
\$75,000 - \$99,999	1,393	11.2%	1,520	12.2%
\$100,000 - \$149,999	1,221	9.9%	1,523	12.2%
\$150,000 - \$199,999	232	1.9%	274	2.2%
\$200,000+	285	2.3%	343	2.7%
Median Household Income	\$44,686		\$50,051	
Average Household Income	\$59,454		\$67,185	
Per Capita Income	\$23,947		\$26,968	

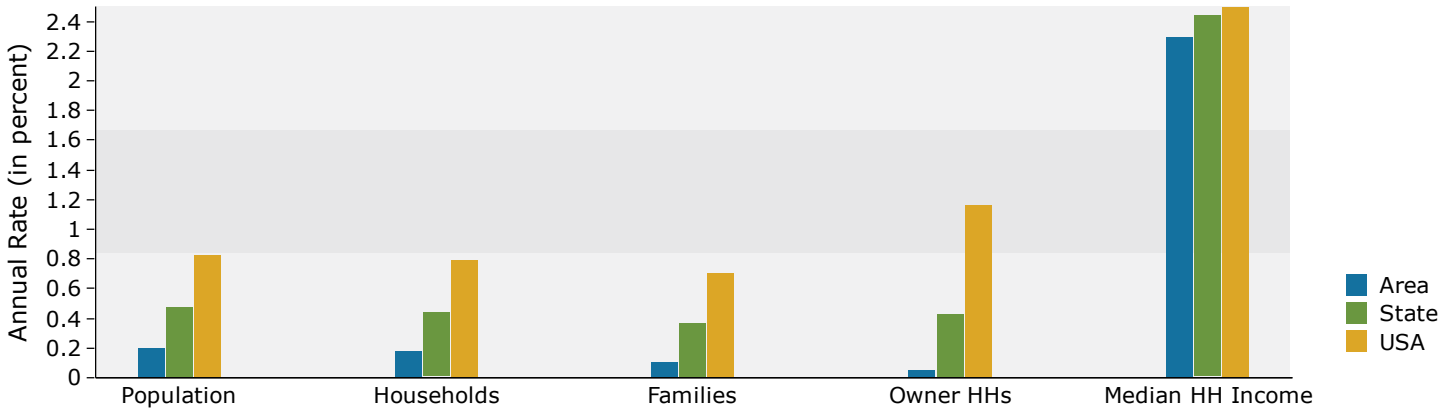
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,157	7.0%	1,980	6.3%	1,954	6.2%
5 - 9	2,049	6.6%	1,951	6.2%	1,924	6.1%
10 - 14	2,047	6.6%	1,955	6.2%	1,984	6.3%
15 - 19	2,027	6.5%	1,944	6.2%	2,028	6.4%
20 - 24	1,978	6.4%	1,982	6.3%	1,916	6.0%
25 - 34	3,783	12.2%	3,829	12.2%	3,630	11.5%
35 - 44	3,693	11.9%	3,696	11.8%	3,791	12.0%
45 - 54	4,509	14.6%	3,849	12.3%	3,686	11.6%
55 - 64	3,972	12.8%	4,355	13.9%	4,150	13.1%
65 - 74	2,391	7.7%	3,315	10.6%	3,724	11.7%
75 - 84	1,580	5.1%	1,708	5.4%	2,102	6.6%
85+	764	2.5%	822	2.6%	811	2.6%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	28,491	92.1%	28,529	90.9%	28,505	89.9%
Black Alone	1,479	4.8%	1,582	5.0%	1,653	5.2%
American Indian Alone	58	0.2%	76	0.2%	83	0.3%
Asian Alone	156	0.5%	232	0.7%	307	1.0%
Pacific Islander Alone	24	0.1%	30	0.1%	36	0.1%
Some Other Race Alone	110	0.4%	136	0.4%	164	0.5%
Two or More Races	632	2.0%	801	2.6%	953	3.0%
Hispanic Origin (Any Race)	441	1.4%	570	1.8%	681	2.1%

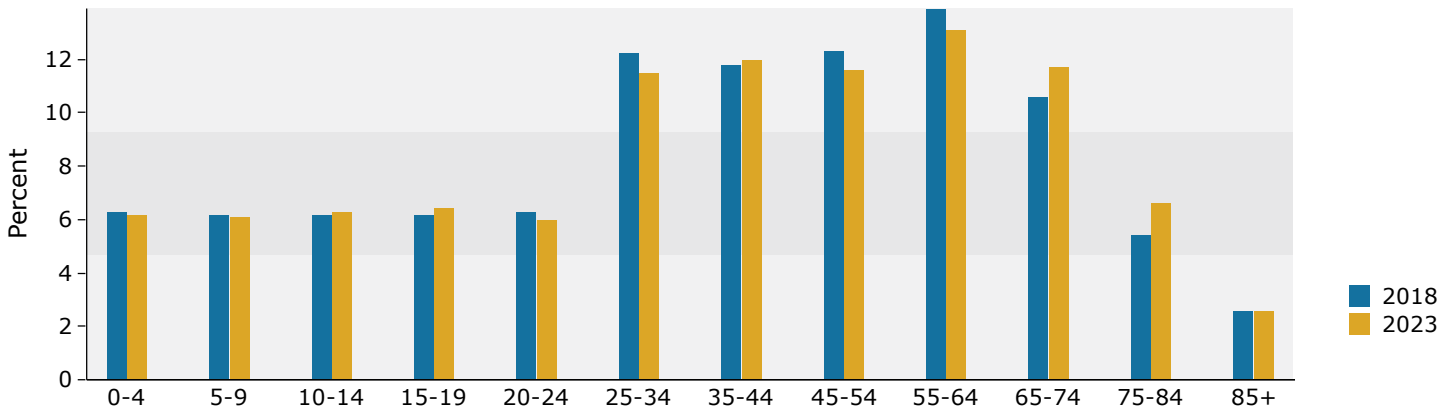
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

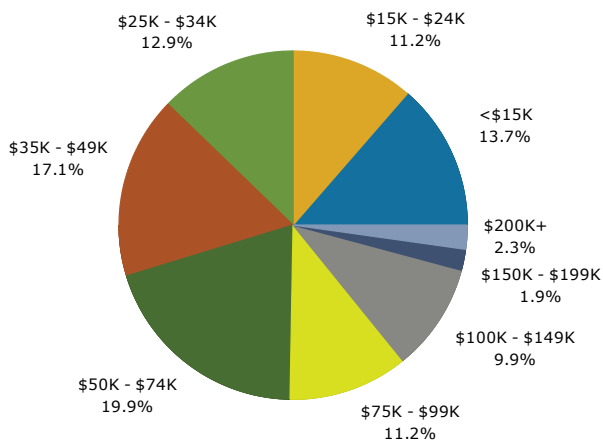
Trends 2018-2023



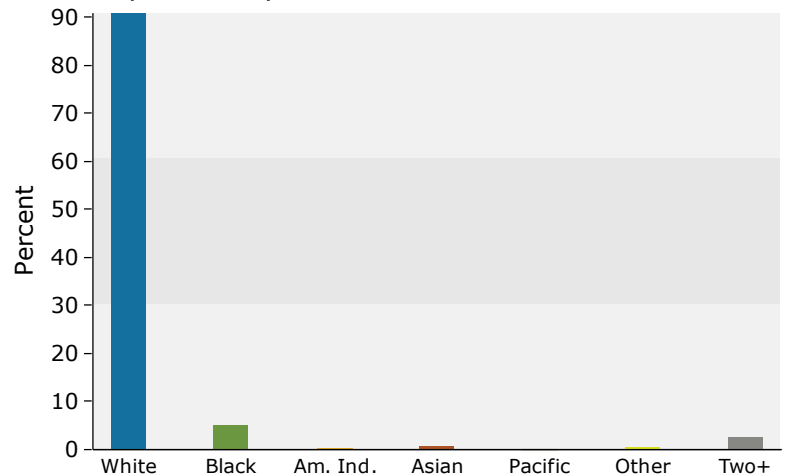
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 1.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



Demographic and Income Profile

4602-4728 McMasters Ave, Hannibal, Missouri, 63401
 Ring: 20 mile radius

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Latitude: 39.72294
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Summary	Census 2010	2018	2023
Population	98,968	99,019	98,815
Households	40,218	40,208	40,094
Families	26,033	25,672	25,462
Average Household Size	2.37	2.37	2.38
Owner Occupied Housing Units	28,273	28,231	28,214
Renter Occupied Housing Units	11,945	11,977	11,881
Median Age	40.3	41.6	42.3
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	-0.04%	0.47%	0.83%
Households	-0.06%	0.44%	0.79%
Families	-0.16%	0.37%	0.71%
Owner HHs	-0.01%	0.43%	1.16%
Median Household Income	2.12%	2.44%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	5,320	13.2%	4,522	11.3%
\$15,000 - \$24,999	4,467	11.1%	3,818	9.5%
\$25,000 - \$34,999	4,707	11.7%	4,256	10.6%
\$35,000 - \$49,999	6,141	15.3%	5,739	14.3%
\$50,000 - \$74,999	8,123	20.2%	8,230	20.5%
\$75,000 - \$99,999	4,852	12.1%	5,302	13.2%
\$100,000 - \$149,999	4,237	10.5%	5,296	13.2%
\$150,000 - \$199,999	1,254	3.1%	1,641	4.1%
\$200,000+	1,108	2.8%	1,292	3.2%
Median Household Income	\$48,282		\$53,624	
Average Household Income	\$63,642		\$72,588	
Per Capita Income	\$26,207		\$29,817	

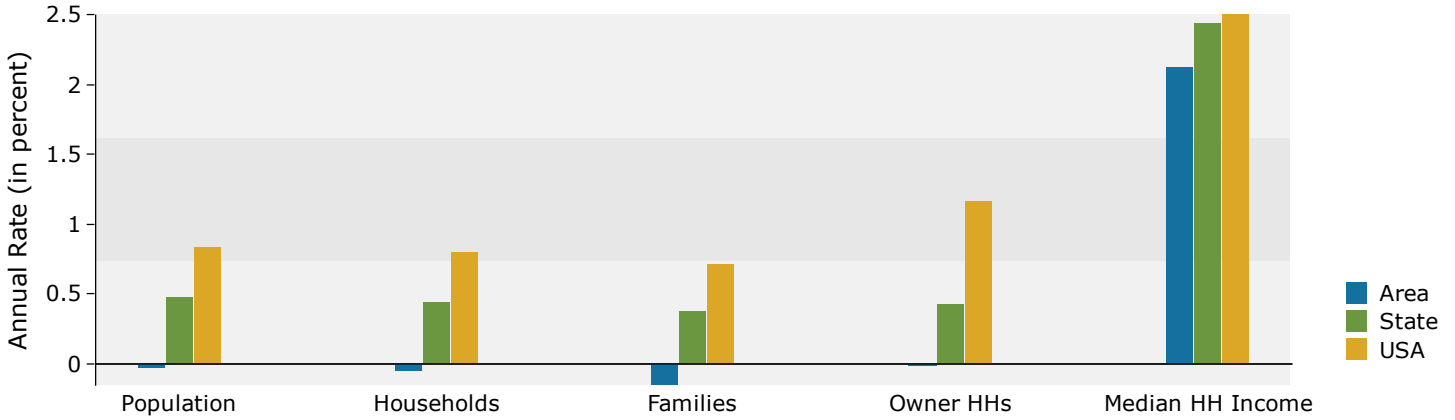
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,459	6.5%	5,957	6.0%	5,815	5.9%
5 - 9	6,344	6.4%	5,930	6.0%	5,828	5.9%
10 - 14	6,290	6.4%	5,973	6.0%	6,064	6.1%
15 - 19	6,640	6.7%	5,940	6.0%	6,076	6.1%
20 - 24	6,150	6.2%	6,000	6.1%	5,515	5.6%
25 - 34	11,651	11.8%	12,306	12.4%	11,664	11.8%
35 - 44	11,591	11.7%	11,113	11.2%	11,535	11.7%
45 - 54	14,511	14.7%	12,130	12.3%	11,233	11.4%
55 - 64	12,599	12.7%	13,650	13.8%	12,857	13.0%
65 - 74	8,222	8.3%	10,825	10.9%	11,864	12.0%
75 - 84	5,686	5.7%	6,047	6.1%	7,220	7.3%
85+	2,827	2.9%	3,149	3.2%	3,145	3.2%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	91,952	92.9%	90,760	91.7%	89,573	90.6%
Black Alone	4,018	4.1%	4,390	4.4%	4,630	4.7%
American Indian Alone	178	0.2%	251	0.3%	293	0.3%
Asian Alone	609	0.6%	782	0.8%	945	1.0%
Pacific Islander Alone	47	0.0%	65	0.1%	80	0.1%
Some Other Race Alone	366	0.4%	475	0.5%	565	0.6%
Two or More Races	1,798	1.8%	2,296	2.3%	2,730	2.8%
Hispanic Origin (Any Race)	1,261	1.3%	1,728	1.7%	2,108	2.1%

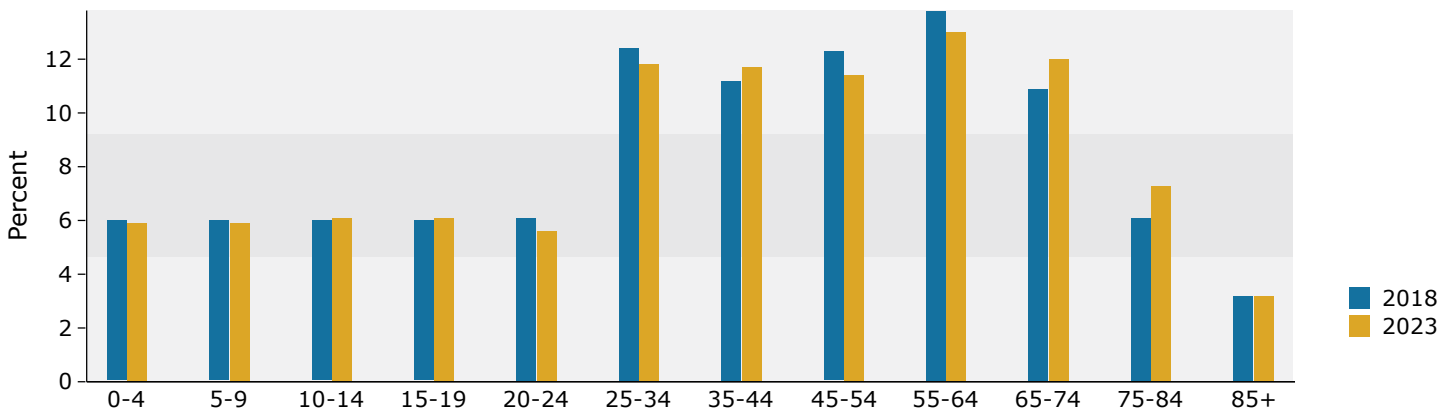
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

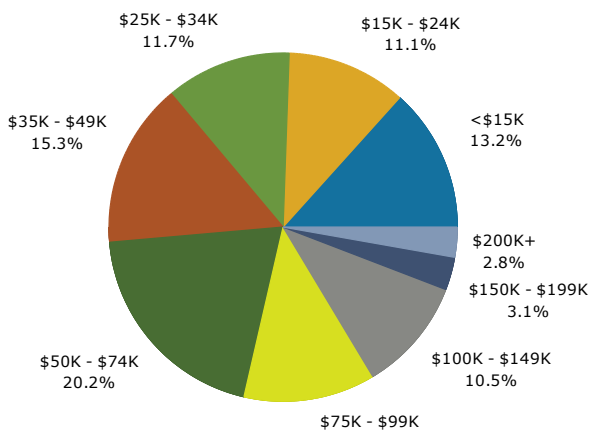
Trends 2018-2023



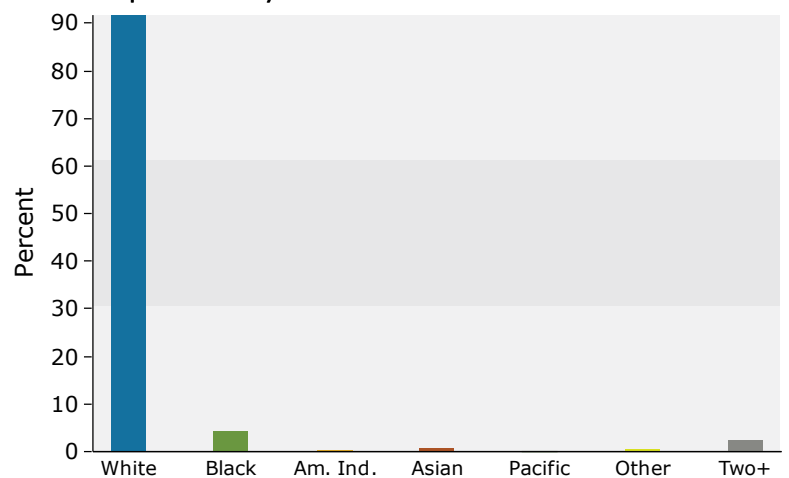
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 1.7%



Demographic and Income Profile

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 Ring: 30 mile radius

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Latitude: 39.72294
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Summary	Census 2010	2018	2023
Population	135,968	136,802	136,584
Households	53,547	53,627	53,487
Families	35,210	34,822	34,552
Average Household Size	2.39	2.40	2.40
Owner Occupied Housing Units	38,298	38,213	38,155
Renter Occupied Housing Units	15,249	15,414	15,331
Median Age	40.2	41.4	42.2
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	-0.03%	0.47%	0.83%
Households	-0.05%	0.44%	0.79%
Families	-0.16%	0.37%	0.71%
Owner HHs	-0.03%	0.43%	1.16%
Median Household Income	2.11%	2.44%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	6,844	12.8%	5,835	10.9%
\$15,000 - \$24,999	6,056	11.3%	5,169	9.7%
\$25,000 - \$34,999	6,354	11.8%	5,758	10.8%
\$35,000 - \$49,999	8,416	15.7%	7,889	14.7%
\$50,000 - \$74,999	10,993	20.5%	11,062	20.7%
\$75,000 - \$99,999	6,497	12.1%	7,126	13.3%
\$100,000 - \$149,999	5,638	10.5%	7,117	13.3%
\$150,000 - \$199,999	1,531	2.9%	2,004	3.7%
\$200,000+	1,299	2.4%	1,527	2.9%
Median Household Income	\$47,981		\$53,258	
Average Household Income	\$62,550		\$71,297	
Per Capita Income	\$25,198		\$28,600	

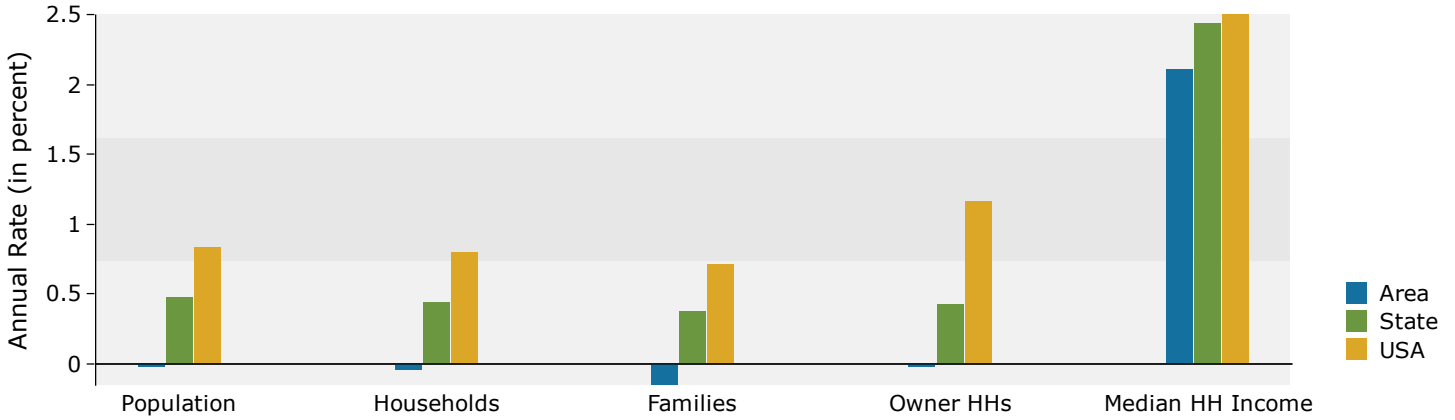
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,619	6.3%	7,990	5.8%	7,779	5.7%
5 - 9	8,492	6.2%	7,980	5.8%	7,869	5.8%
10 - 14	8,527	6.3%	8,041	5.9%	8,220	6.0%
15 - 19	9,040	6.6%	8,046	5.9%	8,242	6.0%
20 - 24	8,574	6.3%	8,533	6.2%	7,796	5.7%
25 - 34	16,452	12.1%	17,477	12.8%	16,556	12.1%
35 - 44	16,278	12.0%	15,840	11.6%	16,389	12.0%
45 - 54	20,246	14.9%	17,117	12.5%	15,888	11.6%
55 - 64	17,141	12.6%	18,775	13.7%	17,744	13.0%
65 - 74	11,390	8.4%	14,808	10.8%	16,298	11.9%
75 - 84	7,578	5.6%	8,117	5.9%	9,706	7.1%
85+	3,629	2.7%	4,078	3.0%	4,097	3.0%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	126,024	92.7%	125,049	91.4%	123,702	90.6%
Black Alone	6,083	4.5%	6,697	4.9%	6,974	5.1%
American Indian Alone	259	0.2%	364	0.3%	421	0.3%
Asian Alone	708	0.5%	925	0.7%	1,097	0.8%
Pacific Islander Alone	60	0.0%	79	0.1%	95	0.1%
Some Other Race Alone	560	0.4%	733	0.5%	840	0.6%
Two or More Races	2,274	1.7%	2,955	2.2%	3,454	2.5%
Hispanic Origin (Any Race)	1,820	1.3%	2,477	1.8%	2,921	2.1%

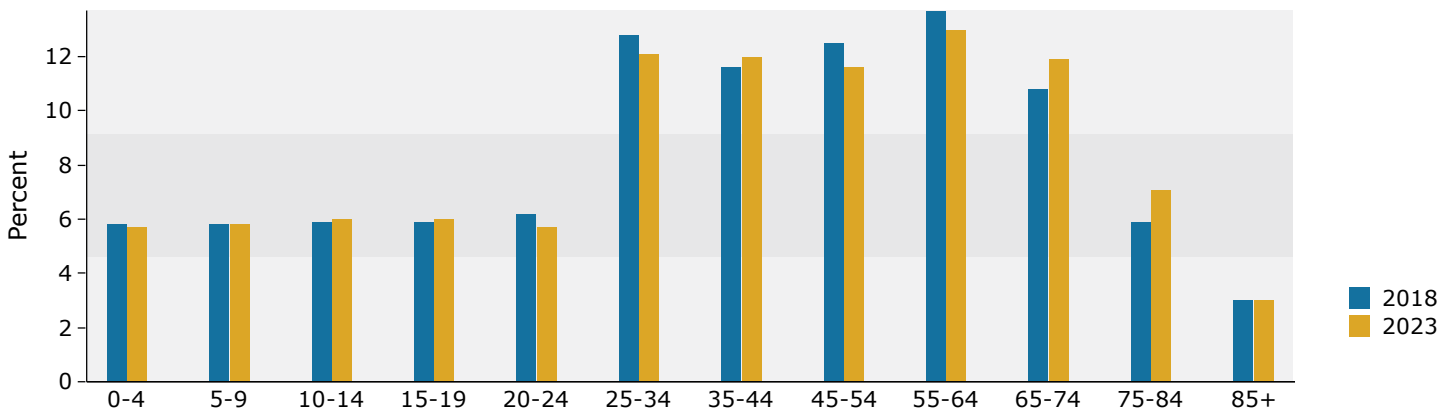
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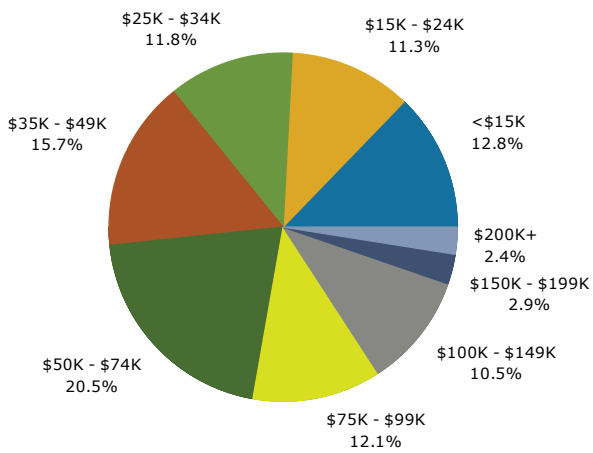
Trends 2018-2023



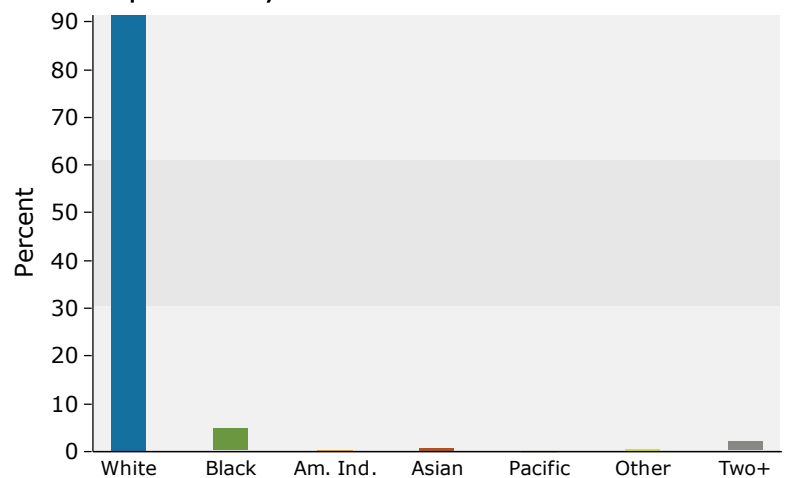
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 1.8%