



Executive Summary

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			
2000 Population	30,494	99,061	136,870
2010 Population	30,950	98,968	135,968
2018 Population	31,387	99,019	136,802
2023 Population	31,702	98,815	136,584
2000-2010 Annual Rate	0.15%	-0.01%	-0.07%
2010-2018 Annual Rate	0.17%	0.01%	0.07%
2018-2023 Annual Rate	0.20%	-0.04%	-0.03%
2018 Male Population	48.4%	48.6%	48.9%
2018 Female Population	51.6%	51.4%	51.1%
2018 Median Age	40.5	41.6	41.4

In the identified area, the current year population is 136,802. In 2010, the Census count in the area was 135,968. The rate of change since 2010 was 0.07% annually. The five-year projection for the population in the area is 136,584 representing a change of -0.03% annually from 2018 to 2023. Currently, the population is 48.9% male and 51.1% female.

Median Age

The median age in this area is 40.5, compared to U.S. median age of 38.3.

Race and Ethnicity

2018 White Alone	90.9%	91.7%	91.4%
2018 Black Alone	5.0%	4.4%	4.9%
2018 American Indian/Alaska Native Alone	0.2%	0.3%	0.3%
2018 Asian Alone	0.7%	0.8%	0.7%
2018 Pacific Islander Alone	0.1%	0.1%	0.1%
2018 Other Race	0.4%	0.5%	0.5%
2018 Two or More Races	2.6%	2.3%	2.2%
2018 Hispanic Origin (Any Race)	1.8%	1.7%	1.8%

Persons of Hispanic origin represent 1.8% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 19.2 in the identified area, compared to 64.3 for the U.S. as a whole.

Households

2000 Households	11,954	39,240	52,623
2010 Households	12,257	40,218	53,547
2018 Total Households	12,387	40,208	53,627
2023 Total Households	12,497	40,094	53,487
2000-2010 Annual Rate	0.25%	0.25%	0.17%
2010-2018 Annual Rate	0.13%	0.00%	0.02%
2018-2023 Annual Rate	0.18%	-0.06%	-0.05%
2018 Average Household Size	2.43	2.37	2.40

The household count in this area has changed from 53,547 in 2010 to 53,627 in the current year, a change of 0.02% annually. The five-year projection of households is 53,487, a change of -0.05% annually from the current year total. Average household size is currently 2.40, compared to 2.39 in the year 2010. The number of families in the current year is 34,822 in the specified area.

Data Note: Income is expressed in current dollars

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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Median Household Income			
2018 Median Household Income	\$44,686	\$48,282	\$47,981
2023 Median Household Income	\$50,051	\$53,624	\$53,258
2018-2023 Annual Rate	2.29%	2.12%	2.11%
Average Household Income			
2018 Average Household Income	\$59,454	\$63,642	\$62,550
2023 Average Household Income	\$67,185	\$72,588	\$71,297
2018-2023 Annual Rate	2.48%	2.67%	2.65%
Per Capita Income			
2018 Per Capita Income	\$23,947	\$26,207	\$25,198
2023 Per Capita Income	\$26,968	\$29,817	\$28,600
2018-2023 Annual Rate	2.40%	2.61%	2.57%

Current median household income is \$47,981 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$53,258 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$62,550 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$71,297 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$25,198 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$28,600 in five years, compared to \$36,530 for all U.S. households

Housing			
2000 Total Housing Units	13,369	43,460	59,211
2000 Owner Occupied Housing Units	8,528	28,543	38,698
2000 Renter Occupied Housing Units	3,426	10,696	13,925
2000 Vacant Housing Units	1,415	4,221	6,588
2010 Total Housing Units	13,751	44,741	60,763
2010 Owner Occupied Housing Units	8,280	28,273	38,298
2010 Renter Occupied Housing Units	3,977	11,945	15,249
2010 Vacant Housing Units	1,494	4,523	7,216
2018 Total Housing Units	14,016	45,448	61,695
2018 Owner Occupied Housing Units	8,126	28,231	38,213
2018 Renter Occupied Housing Units	4,260	11,977	15,414
2018 Vacant Housing Units	1,629	5,240	8,068
2023 Total Housing Units	14,197	45,893	62,271
2023 Owner Occupied Housing Units	8,145	28,214	38,155
2023 Renter Occupied Housing Units	4,351	11,881	15,331
2023 Vacant Housing Units	1,700	5,799	8,784

Currently, 61.9% of the 61,695 housing units in the area are owner occupied; 25.0%, renter occupied; and 13.1% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 60,763 housing units in the area - 63.0% owner occupied, 25.1% renter occupied, and 11.9% vacant. The annual rate of change in housing units since 2010 is 0.68%. Median home value in the area is \$112,972, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 2.79% annually to \$129,638.

Data Note: Income is expressed in current dollars

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