



Demographic and Income Comparison Profile

3441 St Marys Ave, Hannibal, Missouri, 63401
Rings: 5, 10, 15 mile radii

Prepared by Esri
Latitude: 39.71155
Longitude: -91.39022

	5 miles	10 miles	15 miles
Census 2010 Summary			
Population	21,238	30,778	59,351
Households	8,434	12,180	23,853
Families	5,388	8,069	15,789
Average Household Size	2.39	2.42	2.42
Owner Occupied Housing Units	5,364	8,225	16,698
Renter Occupied Housing Units	3,070	3,955	7,155
Median Age	38.2	38.9	39.7
2016 Summary			
Population	21,486	31,291	60,250
Households	8,491	12,317	24,110
Families	5,366	8,078	15,778
Average Household Size	2.40	2.44	2.43
Owner Occupied Housing Units	5,292	8,166	16,415
Renter Occupied Housing Units	3,199	4,151	7,695
Median Age	39.1	39.9	40.7
Median Household Income	\$38,515	\$40,532	\$44,575
Average Household Income	\$51,372	\$53,525	\$59,118
2021 Summary			
Population	21,710	31,713	60,905
Households	8,561	12,453	24,318
Families	5,382	8,127	15,821
Average Household Size	2.41	2.44	2.43
Owner Occupied Housing Units	5,334	8,266	16,534
Renter Occupied Housing Units	3,227	4,187	7,784
Median Age	39.9	40.8	41.4
Median Household Income	\$43,118	\$45,596	\$49,966
Average Household Income	\$56,748	\$59,118	\$64,995
Trends: 2016-2021 Annual Rate			
Population	0.21%	0.27%	0.22%
Households	0.16%	0.22%	0.17%
Families	0.06%	0.12%	0.05%
Owner Households	0.16%	0.24%	0.14%
Median Household Income	2.28%	2.38%	2.31%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.



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2016 Households by Income	5 miles		10 miles		15 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,495	17.6%	2,024	16.4%	3,410	14.1%
\$15,000 - \$24,999	1,150	13.5%	1,608	13.1%	2,999	12.4%
\$25,000 - \$34,999	1,161	13.7%	1,616	13.1%	2,988	12.4%
\$35,000 - \$49,999	1,438	16.9%	2,013	16.3%	3,747	15.5%
\$50,000 - \$74,999	1,594	18.8%	2,418	19.6%	4,743	19.7%
\$75,000 - \$99,999	813	9.6%	1,305	10.6%	2,893	12.0%
\$100,000 - \$149,999	589	6.9%	964	7.8%	2,251	9.3%
\$150,000 - \$199,999	123	1.4%	171	1.4%	558	2.3%
\$200,000+	127	1.5%	198	1.6%	522	2.2%
Median Household Income	\$38,515		\$40,532		\$44,575	
Average Household Income	\$51,372		\$53,525		\$59,118	
Per Capita Income	\$20,774		\$21,560		\$24,035	

2021 Households by Income	5 miles		10 miles		15 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,573	18.4%	2,128	17.1%	3,482	14.3%
\$15,000 - \$24,999	990	11.6%	1,410	11.3%	2,945	12.1%
\$25,000 - \$34,999	726	8.5%	1,060	8.5%	2,111	8.7%
\$35,000 - \$49,999	1,580	18.5%	2,113	17.0%	3,626	14.9%
\$50,000 - \$74,999	1,686	19.7%	2,522	20.3%	4,785	19.7%
\$75,000 - \$99,999	989	11.6%	1,578	12.7%	3,249	13.4%
\$100,000 - \$149,999	715	8.4%	1,201	9.6%	2,805	11.5%
\$150,000 - \$199,999	162	1.9%	222	1.8%	735	3.0%
\$200,000+	140	1.6%	219	1.8%	578	2.4%
Median Household Income	\$43,118		\$45,596		\$49,966	
Average Household Income	\$56,748		\$59,118		\$64,995	
Per Capita Income	\$22,829		\$23,704		\$26,332	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.



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2010 Population by Age	5 miles		10 miles		15 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,528	7.2%	2,147	7.0%	3,972	6.7%
Age 5 - 9	1,382	6.5%	2,041	6.6%	3,937	6.6%
Age 10 - 14	1,339	6.3%	2,038	6.6%	3,885	6.5%
Age 15 - 19	1,424	6.7%	2,017	6.6%	3,954	6.7%
Age 20 - 24	1,548	7.3%	1,967	6.4%	3,594	6.1%
Age 25 - 34	2,633	12.4%	3,765	12.2%	7,041	11.9%
Age 35 - 44	2,485	11.7%	3,668	11.9%	7,072	11.9%
Age 45 - 54	3,058	14.4%	4,481	14.6%	8,690	14.6%
Age 55 - 64	2,681	12.6%	3,943	12.8%	7,663	12.9%
Age 65 - 74	1,546	7.3%	2,380	7.7%	4,717	7.9%
Age 75 - 84	1,080	5.1%	1,569	5.1%	3,158	5.3%
Age 85+	534	2.5%	760	2.5%	1,668	2.8%

2016 Population by Age	5 miles		10 miles		15 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,422	6.6%	2,025	6.5%	3,798	6.3%
Age 5 - 9	1,397	6.5%	2,027	6.5%	3,767	6.3%
Age 10 - 14	1,325	6.2%	1,991	6.4%	3,813	6.3%
Age 15 - 19	1,392	6.5%	1,983	6.3%	3,678	6.1%
Age 20 - 24	1,521	7.1%	2,036	6.5%	3,795	6.3%
Age 25 - 34	2,654	12.4%	3,750	12.0%	7,339	12.2%
Age 35 - 44	2,502	11.6%	3,731	11.9%	6,966	11.6%
Age 45 - 54	2,757	12.8%	4,027	12.9%	7,730	12.8%
Age 55 - 64	2,884	13.4%	4,290	13.7%	8,305	13.8%
Age 65 - 74	2,022	9.4%	3,051	9.8%	6,057	10.1%
Age 75 - 84	1,039	4.8%	1,570	5.0%	3,192	5.3%
Age 85+	571	2.7%	809	2.6%	1,810	3.0%

2021 Population by Age	5 miles		10 miles		15 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,389	6.4%	1,979	6.2%	3,719	6.1%
Age 5 - 9	1,360	6.3%	1,982	6.3%	3,728	6.1%
Age 10 - 14	1,394	6.4%	2,072	6.5%	3,876	6.4%
Age 15 - 19	1,427	6.6%	2,064	6.5%	3,777	6.2%
Age 20 - 24	1,467	6.8%	1,972	6.2%	3,482	5.7%
Age 25 - 34	2,536	11.7%	3,578	11.3%	7,319	12.0%
Age 35 - 44	2,586	11.9%	3,822	12.1%	7,118	11.7%
Age 45 - 54	2,514	11.6%	3,723	11.7%	7,136	11.7%
Age 55 - 64	2,899	13.4%	4,291	13.5%	8,248	13.5%
Age 65 - 74	2,383	11.0%	3,582	11.3%	7,024	11.5%
Age 75 - 84	1,196	5.5%	1,849	5.8%	3,706	6.1%
Age 85+	559	2.6%	796	2.5%	1,773	2.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.



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2010 Race and Ethnicity	5 miles		10 miles		15 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,167	90.2%	28,332	92.1%	55,386	93.3%
Black Alone	1,287	6.1%	1,471	4.8%	2,129	3.6%
American Indian Alone	40	0.2%	58	0.2%	105	0.2%
Asian Alone	127	0.6%	155	0.5%	397	0.7%
Pacific Islander Alone	17	0.1%	24	0.1%	34	0.1%
Some Other Race Alone	88	0.4%	109	0.4%	218	0.4%
Two or More Races	512	2.4%	629	2.0%	1,081	1.8%
Hispanic Origin (Any Race)	341	1.6%	439	1.4%	764	1.3%

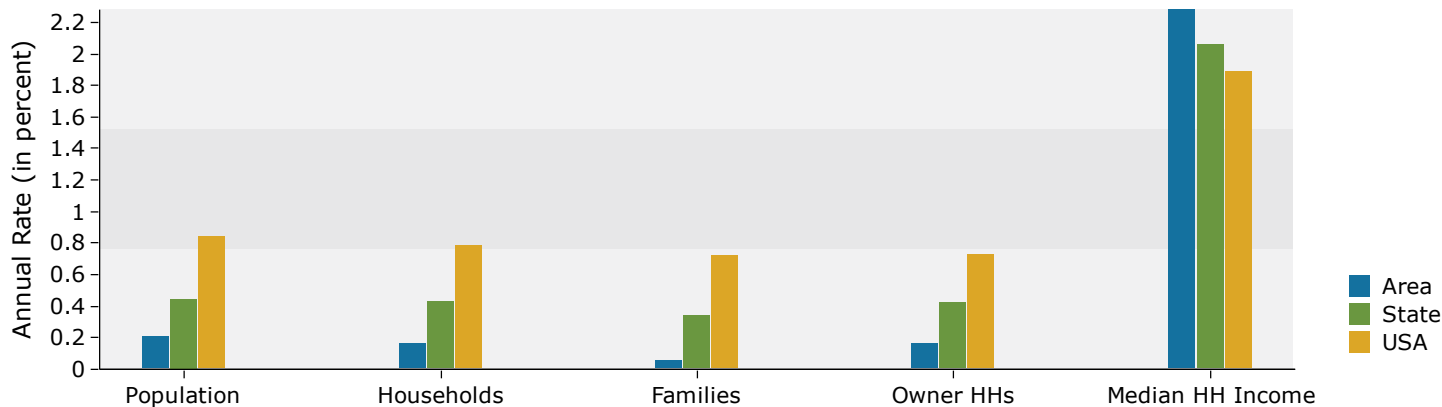
2016 Race and Ethnicity	5 miles		10 miles		15 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,102	88.9%	28,427	90.8%	55,580	92.2%
Black Alone	1,395	6.5%	1,614	5.2%	2,350	3.9%
American Indian Alone	45	0.2%	63	0.2%	124	0.2%
Asian Alone	195	0.9%	238	0.8%	544	0.9%
Pacific Islander Alone	22	0.1%	30	0.1%	45	0.1%
Some Other Race Alone	105	0.5%	130	0.4%	268	0.4%
Two or More Races	622	2.9%	789	2.5%	1,339	2.2%
Hispanic Origin (Any Race)	415	1.9%	539	1.7%	998	1.7%

2021 Race and Ethnicity	5 miles		10 miles		15 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,027	87.6%	28,455	89.7%	55,569	91.2%
Black Alone	1,479	6.8%	1,725	5.4%	2,523	4.1%
American Indian Alone	46	0.2%	65	0.2%	135	0.2%
Asian Alone	273	1.3%	332	1.0%	704	1.2%
Pacific Islander Alone	27	0.1%	37	0.1%	54	0.1%
Some Other Race Alone	122	0.6%	152	0.5%	317	0.5%
Two or More Races	736	3.4%	948	3.0%	1,603	2.6%
Hispanic Origin (Any Race)	491	2.3%	643	2.0%	1,227	2.0%

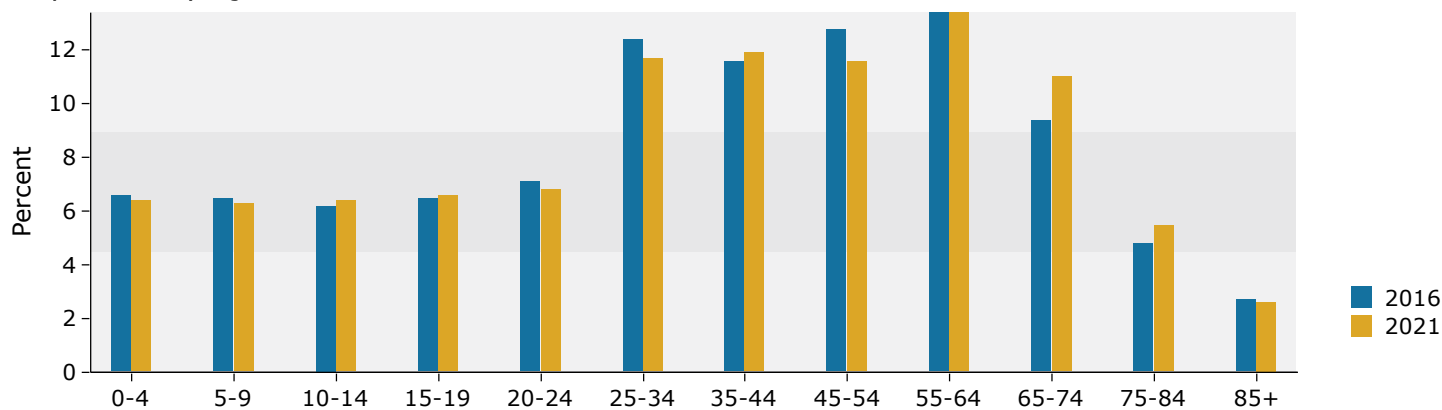
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

5 miles

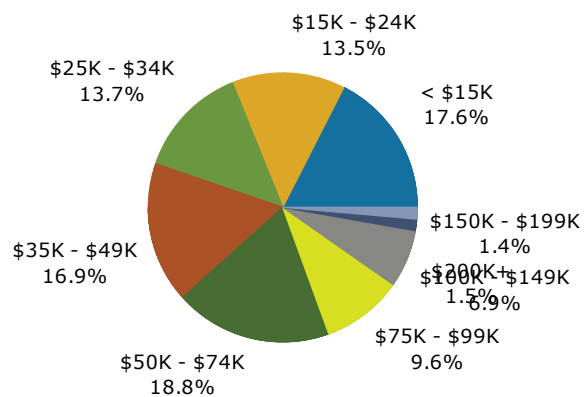
Trends 2016-2021



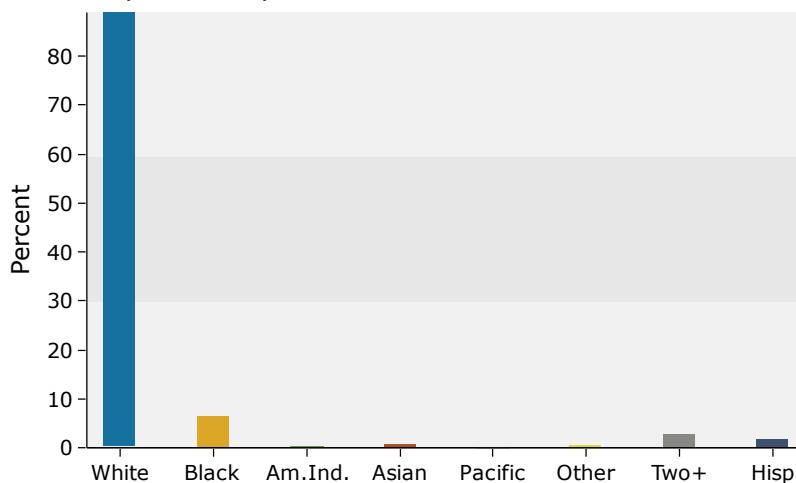
Population by Age



2016 Household Income



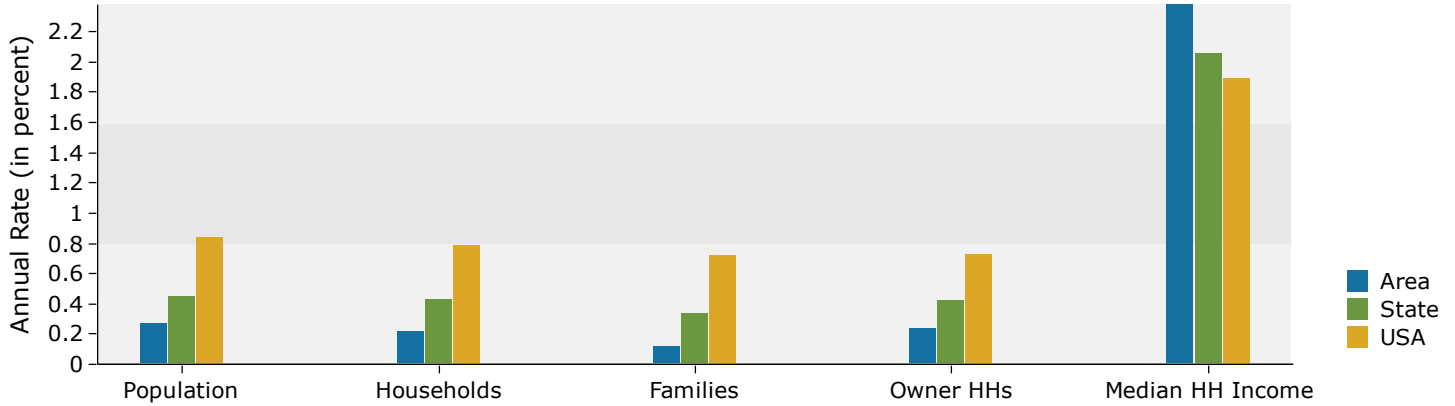
2016 Population by Race



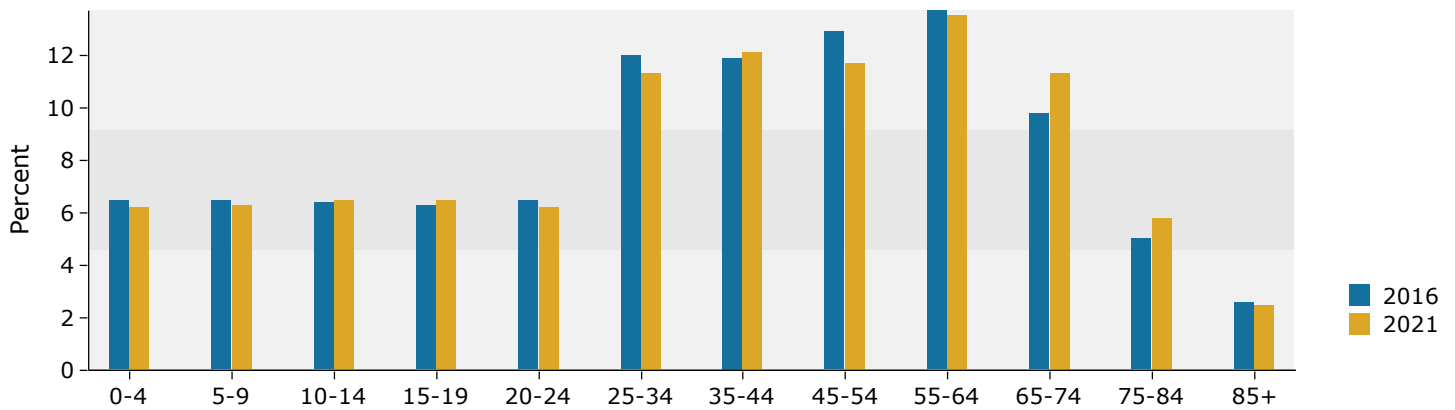
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

10 miles

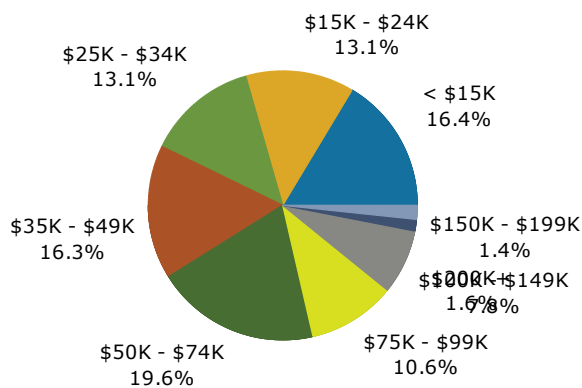
Trends 2016-2021



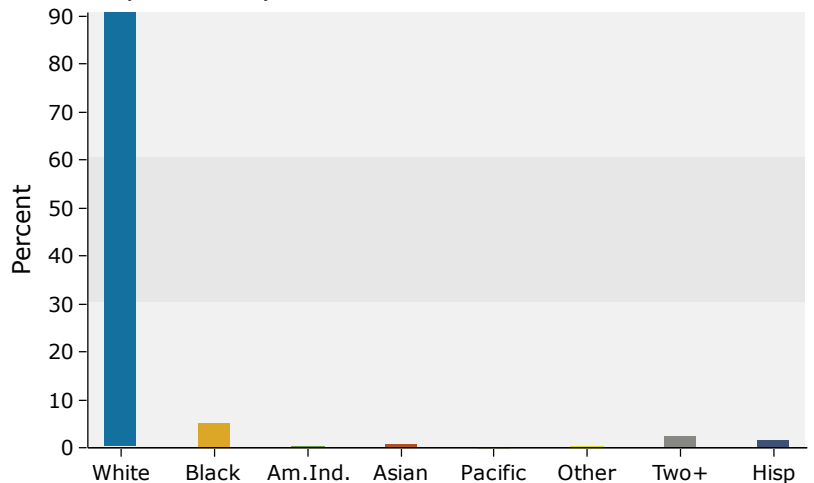
Population by Age



2016 Household Income



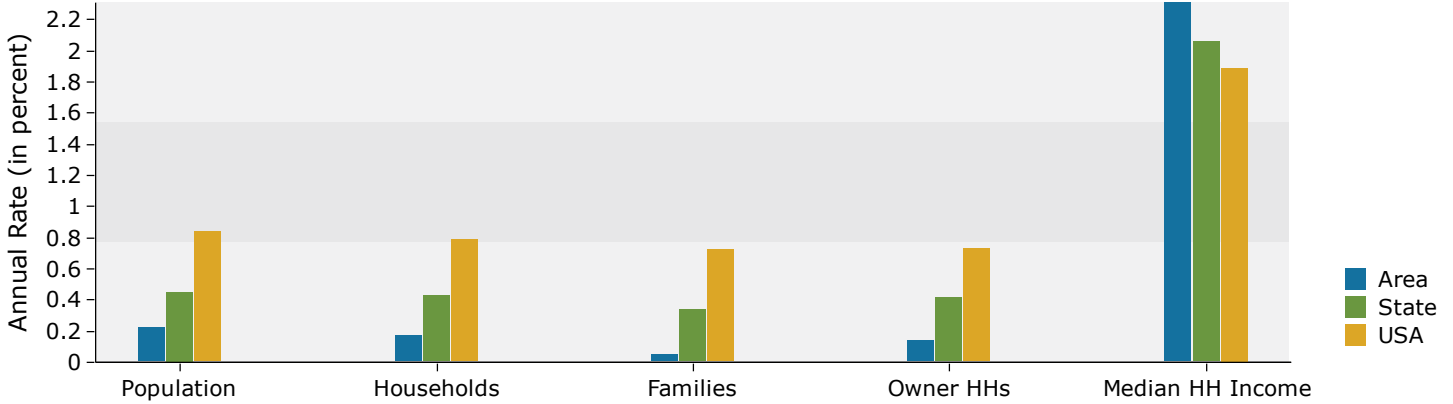
2016 Population by Race



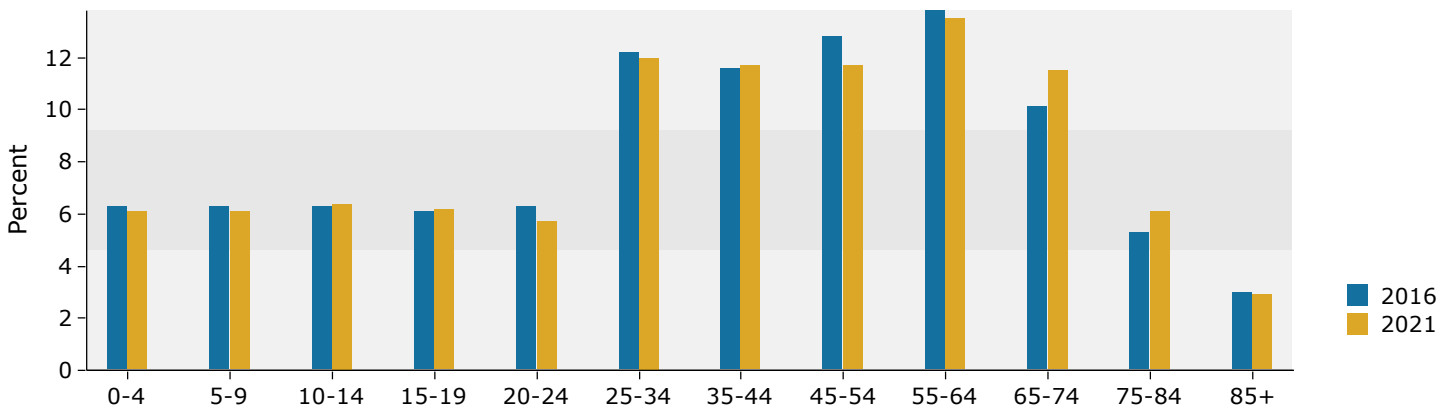
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

15 miles

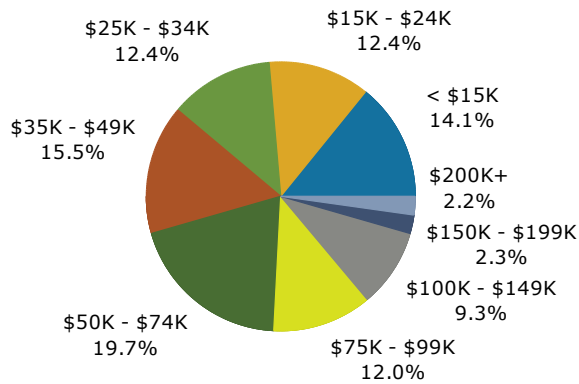
Trends 2016-2021



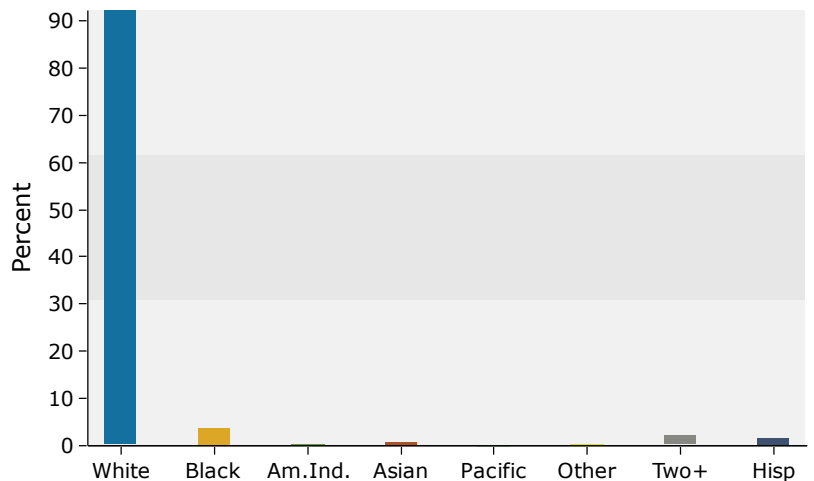
Population by Age



2016 Household Income



2016 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.



Business Summary

3441 St Marys Ave, Hannibal, Missouri, 63401
Rings: 5, 10, 15 mile radii

Prepared by Esri
Latitude: 39.71155
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Data for all businesses in area		5 miles		10 miles		15 miles						
Total Businesses:		1,081		1,502		2,207						
Total Employees:		12,098		16,062		23,011						
Total Residential Population:		21,486		31,291		60,250						
Employee/Residential Population Ratio:		0.56:1		0.51:1		0.38:1						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	29	2.7%	113	0.9%	43	2.9%	518	3.2%	74	3.4%	695	3.0%
Construction	68	6.3%	504	4.2%	94	6.3%	800	5.0%	184	8.3%	1,315	5.7%
Manufacturing	28	2.6%	1,534	12.7%	44	2.9%	1,786	11.1%	68	3.1%	2,249	9.8%
Transportation	27	2.5%	325	2.7%	47	3.1%	512	3.2%	79	3.6%	758	3.3%
Communication	5	0.5%	52	0.4%	8	0.5%	68	0.4%	11	0.5%	84	0.4%
Utility	8	0.7%	150	1.2%	16	1.1%	279	1.7%	18	0.8%	292	1.3%
Wholesale Trade	27	2.5%	218	1.8%	46	3.1%	383	2.4%	80	3.6%	1,056	4.6%
Retail Trade Summary	206	19.1%	2,647	21.9%	269	17.9%	3,172	19.7%	374	16.9%	4,636	20.1%
Home Improvement	12	1.1%	265	2.2%	16	1.1%	288	1.8%	31	1.4%	495	2.2%
General Merchandise Stores	9	0.8%	467	3.9%	13	0.9%	498	3.1%	14	0.6%	629	2.7%
Food Stores	15	1.4%	212	1.8%	23	1.5%	410	2.6%	31	1.4%	716	3.1%
Auto Dealers, Gas Stations, Auto Aftermarket	32	3.0%	316	2.6%	49	3.3%	400	2.5%	62	2.8%	509	2.2%
Apparel & Accessory Stores	7	0.6%	33	0.3%	9	0.6%	36	0.2%	15	0.7%	74	0.3%
Furniture & Home Furnishings	17	1.6%	124	1.0%	21	1.4%	157	1.0%	31	1.4%	226	1.0%
Eating & Drinking Places	59	5.5%	907	7.5%	75	5.0%	1,035	6.4%	97	4.4%	1,306	5.7%
Miscellaneous Retail	55	5.1%	324	2.7%	63	4.2%	349	2.2%	92	4.2%	680	3.0%
Finance, Insurance, Real Estate Summary	152	14.1%	470	3.9%	201	13.4%	646	4.0%	283	12.8%	1,343	5.8%
Banks, Savings & Lending Institutions	80	7.4%	224	1.9%	99	6.6%	296	1.8%	136	6.2%	393	1.7%
Securities Brokers	11	1.0%	25	0.2%	14	0.9%	35	0.2%	22	1.0%	78	0.3%
Insurance Carriers & Agents	25	2.3%	58	0.5%	41	2.7%	100	0.6%	57	2.6%	144	0.6%
Real Estate, Holding, Other Investment Offices	36	3.3%	163	1.3%	47	3.1%	215	1.3%	68	3.1%	728	3.2%
Services Summary	440	40.7%	5,135	42.4%	567	37.7%	6,450	40.2%	831	37.7%	8,920	38.8%
Hotels & Lodging	14	1.3%	158	1.3%	17	1.1%	183	1.1%	21	1.0%	242	1.1%
Automotive Services	41	3.8%	96	0.8%	55	3.7%	131	0.8%	76	3.4%	192	0.8%
Motion Pictures & Amusements	31	2.9%	166	1.4%	35	2.3%	188	1.2%	52	2.4%	319	1.4%
Health Services	72	6.7%	1,641	13.6%	87	5.8%	1,908	11.9%	102	4.6%	2,043	8.9%
Legal Services	14	1.3%	80	0.7%	17	1.1%	94	0.6%	18	0.8%	102	0.4%
Education Institutions & Libraries	27	2.5%	969	8.0%	40	2.7%	1,296	8.1%	61	2.8%	2,466	10.7%
Other Services	240	22.2%	2,025	16.7%	317	21.1%	2,651	16.5%	502	22.7%	3,556	15.5%
Government	70	6.5%	935	7.7%	130	8.7%	1,431	8.9%	146	6.6%	1,640	7.1%
Unclassified Establishments	22	2.0%	15	0.1%	36	2.4%	15	0.1%	58	2.6%	21	0.1%
Totals	1,081	100.0%	12,098	100.0%	1,502	100.0%	16,062	100.0%	2,207	100.0%	23,011	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	13	1.2%	54	0.4%	20	1.3%	422	2.6%	38	1.7%	555	2.4%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%
Utilities	2	0.2%	72	0.6%	10	0.7%	198	1.2%	11	0.5%	209	0.9%
Construction	71	6.6%	513	4.2%	98	6.5%	809	5.0%	194	8.8%	1,369	5.9%
Manufacturing	28	2.6%	1,492	12.3%	41	2.7%	1,707	10.6%	67	3.0%	2,169	9.4%
Wholesale Trade	26	2.4%	216	1.8%	44	2.9%	380	2.4%	77	3.5%	1,041	4.5%
Retail Trade	143	13.2%	1,732	14.3%	191	12.7%	2,129	13.3%	271	12.3%	3,323	14.4%
Motor Vehicle & Parts Dealers	19	1.8%	215	1.8%	32	2.1%	269	1.7%	42	1.9%	345	1.5%
Furniture & Home Furnishings Stores	6	0.6%	71	0.6%	8	0.5%	103	0.6%	9	0.4%	115	0.5%
Electronics & Appliance Stores	10	0.9%	50	0.4%	11	0.7%	51	0.3%	16	0.7%	99	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	12	1.1%	265	2.2%	16	1.1%	288	1.8%	31	1.4%	495	2.2%
Food & Beverage Stores	14	1.3%	209	1.7%	22	1.5%	407	2.5%	30	1.4%	712	3.1%
Health & Personal Care Stores	18	1.7%	131	1.1%	20	1.3%	139	0.9%	26	1.2%	185	0.8%
Gasoline Stations	13	1.2%	101	0.8%	17	1.1%	131	0.8%	20	0.9%	164	0.7%
Clothing & Clothing Accessories Stores	9	0.8%	41	0.3%	11	0.7%	44	0.3%	19	0.9%	92	0.4%
Sport Goods, Hobby, Book, & Music Stores	8	0.7%	43	0.4%	10	0.7%	49	0.3%	17	0.8%	99	0.4%
General Merchandise Stores	9	0.8%	467	3.9%	13	0.9%	498	3.1%	14	0.6%	629	2.7%
Miscellaneous Store Retailers	24	2.2%	131	1.1%	29	1.9%	141	0.9%	44	2.0%	377	1.6%
Nonstore Retailers	3	0.3%	10	0.1%	3	0.2%	10	0.1%	3	0.1%	10	0.0%
Transportation & Warehousing	17	1.6%	192	1.6%	34	2.3%	352	2.2%	57	2.6%	581	2.5%
Information	18	1.7%	372	3.1%	28	1.9%	518	3.2%	33	1.5%	602	2.6%
Finance & Insurance	119	11.0%	313	2.6%	157	10.5%	438	2.7%	219	9.9%	622	2.7%
Central Bank/Credit Intermediation & Related Activities	83	7.7%	230	1.9%	102	6.8%	302	1.9%	140	6.3%	398	1.7%
Securities, Commodity Contracts & Other Financial	11	1.0%	25	0.2%	14	0.9%	35	0.2%	22	1.0%	81	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	25	2.3%	58	0.5%	41	2.7%	100	0.6%	57	2.6%	144	0.6%
Real Estate, Rental & Leasing	52	4.8%	192	1.6%	62	4.1%	226	1.4%	93	4.2%	780	3.4%
Professional, Scientific & Tech Services	59	5.5%	399	3.3%	83	5.5%	493	3.1%	127	5.8%	649	2.8%
Legal Services	18	1.7%	98	0.8%	22	1.5%	116	0.7%	23	1.0%	124	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	18	0.1%	2	0.1%	18	0.1%
Administrative & Support & Waste Management & Remediation	41	3.8%	726	6.0%	51	3.4%	780	4.9%	79	3.6%	911	4.0%
Educational Services	33	3.1%	975	8.1%	44	2.9%	1,296	8.1%	69	3.1%	2,472	10.7%
Health Care & Social Assistance	113	10.5%	2,059	17.0%	140	9.3%	2,399	14.9%	174	7.9%	2,692	11.7%
Arts, Entertainment & Recreation	19	1.8%	86	0.7%	23	1.5%	108	0.7%	37	1.7%	231	1.0%
Accommodation & Food Services	73	6.8%	1,065	8.8%	92	6.1%	1,218	7.6%	118	5.3%	1,548	6.7%
Accommodation	14	1.3%	158	1.3%	17	1.1%	183	1.1%	21	1.0%	242	1.1%
Food Services & Drinking Places	59	5.5%	907	7.5%	75	5.0%	1,035	6.4%	97	4.4%	1,306	5.7%
Other Services (except Public Administration)	160	14.8%	687	5.7%	215	14.3%	1,120	7.0%	336	15.2%	1,572	6.8%
Automotive Repair & Maintenance	32	3.0%	74	0.6%	44	2.9%	104	0.6%	62	2.8%	158	0.7%
Public Administration	71	6.6%	939	7.8%	131	8.7%	1,435	8.9%	147	6.7%	1,644	7.1%
Unclassified Establishments	22	2.0%	15	0.1%	36	2.4%	15	0.1%	58	2.6%	21	0.1%
Total	1,081	100.0%	12,098	100.0%	1,502	100.0%	16,062	100.0%	2,207	100.0%	23,011	100.0%

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Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

December 16, 2016