

Full Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 39.7218/-91.3921

4415 McMasters Ave Hannibal, MO 63401	3 mi radius	5 mi radius	10 mi radius
Population			
2025 Estimated Population	18,127	20,470	30,029
2030 Projected Population	18,235	20,597	30,147
2020 Census Population	18,201	20,729	30,498
2010 Census Population	18,646	21,089	30,806
Projected Annual Growth 2025 to 2030	0.1%	0.1%	-
Historical Annual Growth 2010 to 2025	-0.2%	-0.2%	-0.2%
Households			
2025 Estimated Households	7,441	8,362	12,240
2030 Projected Households	7,513	8,430	12,301
2020 Census Households	7,389	8,356	12,281
2010 Census Households	7,423	8,351	12,221
Projected Annual Growth 2025 to 2030	0.2%	0.2%	-
Historical Annual Growth 2010 to 2025	-	-	-
Age			
2025 Est. Population Under 10 Years	12.4%	12.3%	12.2%
2025 Est. Population 10 to 19 Years	13.4%	13.3%	13.2%
2025 Est. Population 20 to 29 Years	13.2%	12.9%	12.1%
2025 Est. Population 30 to 44 Years	18.6%	18.7%	18.8%
2025 Est. Population 45 to 59 Years	16.7%	17.0%	17.3%
2025 Est. Population 60 to 74 Years	18.0%	18.2%	18.4%
2025 Est. Population 75 Years or Over	7.7%	7.6%	8.0%
2025 Est. Median Age	38.1	38.4	39.1
Marital Status & Gender			
2025 Est. Male Population	50.8%	50.7%	50.8%
2025 Est. Female Population	49.2%	49.3%	49.2%
2025 Est. Never Married	32.3%	31.5%	29.2%
2025 Est. Now Married	43.6%	44.9%	47.4%
2025 Est. Separated or Divorced	16.5%	16.2%	16.3%
2025 Est. Widowed	7.6%	7.3%	7.2%
Income			
2025 Est. HH Income \$200,000 or More	3.2%	3.6%	4.1%
2025 Est. HH Income \$150,000 to \$199,999	4.8%	5.1%	5.4%
2025 Est. HH Income \$100,000 to \$149,999	15.8%	16.6%	17.7%
2025 Est. HH Income \$75,000 to \$99,999	13.4%	13.6%	13.8%
2025 Est. HH Income \$50,000 to \$74,999	21.5%	21.6%	22.2%
2025 Est. HH Income \$35,000 to \$49,999	12.0%	11.4%	10.4%
2025 Est. HH Income \$25,000 to \$34,999	9.9%	9.4%	8.5%
2025 Est. HH Income \$15,000 to \$24,999	7.2%	6.9%	6.6%
2025 Est. HH Income Under \$15,000	12.2%	11.9%	11.3%
2025 Est. Average Household Income	\$79,812	\$82,637	\$85,030
2025 Est. Median Household Income	\$60,701	\$63,291	\$66,831
2025 Est. Per Capita Income	\$33,102	\$34,064	\$34,890
2025 Est. Total Businesses	612	677	897
2025 Est. Total Employees	6,138	6,892	9,886

Full Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 39.7218/-91.3921

4415 McMasters Ave Hannibal, MO 63401					3 mi radius	5 mi radius	10 mi radius
Race							
2025 Est. White					88.4%	89.0%	90.7%
2025 Est. Black					6.3%	5.8%	4.6%
2025 Est. Asian or Pacific Islander					1.0%	1.0%	0.9%
2025 Est. American Indian or Alaska Native					0.2%	0.2%	0.2%
2025 Est. Other Races					4.1%	3.9%	3.6%
Hispanic							
2025 Est. Hispanic Population					407	430	570
2025 Est. Hispanic Population					2.2%	2.1%	1.9%
2030 Proj. Hispanic Population					3.5%	3.4%	2.9%
2020 Hispanic Population					2.1%	2.0%	1.8%
Education (Adults 25 & Older)							
2025 Est. Adult Population (25 Years or Over)					12,218	13,853	20,538
2025 Est. Elementary (Grade Level 0 to 8)					3.8%	3.8%	3.3%
2025 Est. Some High School (Grade Level 9 to 11)					6.7%	6.5%	6.1%
2025 Est. High School Graduate					39.6%	39.7%	40.2%
2025 Est. Some College					18.7%	18.6%	18.6%
2025 Est. Associate Degree Only					5.9%	6.0%	6.6%
2025 Est. Bachelor Degree Only					15.6%	15.5%	15.5%
2025 Est. Graduate Degree					9.8%	9.9%	9.7%
Housing							
2025 Est. Total Housing Units					8,283	9,318	13,646
2025 Est. Owner-Occupied					53.3%	54.8%	58.3%
2025 Est. Renter-Occupied					36.6%	35.0%	31.4%
2025 Est. Vacant Housing					10.2%	10.3%	10.3%
Homes Built by Year							
2025 Homes Built 2010 or later					5.9%	6.2%	6.0%
2025 Homes Built 2000 to 2009					5.1%	5.8%	6.8%
2025 Homes Built 1990 to 1999					10.8%	11.5%	12.1%
2025 Homes Built 1980 to 1989					9.4%	9.7%	9.2%
2025 Homes Built 1970 to 1979					13.4%	13.2%	12.9%
2025 Homes Built 1960 to 1969					7.5%	7.7%	9.0%
2025 Homes Built 1950 to 1959					9.7%	9.1%	9.2%
2025 Homes Built Before 1949					28.0%	26.7%	24.5%
Home Values							
2025 Home Value \$1,000,000 or More					0.2%	0.4%	1.0%
2025 Home Value \$500,000 to \$999,999					4.0%	4.3%	3.7%
2025 Home Value \$400,000 to \$499,999					1.8%	2.4%	2.8%
2025 Home Value \$300,000 to \$399,999					6.5%	6.6%	6.8%
2025 Home Value \$200,000 to \$299,999					20.1%	20.9%	22.4%
2025 Home Value \$150,000 to \$199,999					15.9%	15.3%	16.7%
2025 Home Value \$100,000 to \$149,999					21.1%	19.9%	19.1%
2025 Home Value \$50,000 to \$99,999					20.9%	20.4%	18.4%
2025 Home Value \$25,000 to \$49,999					3.5%	3.9%	3.7%
2025 Home Value Under \$25,000					6.1%	6.1%	5.4%
2025 Median Home Value					\$152,826	\$155,771	\$163,258
2025 Median Rent					\$556	\$558	\$553

Full Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 39.7218/-91.3921

4415 McMasters Ave Hannibal, MO 63401	3 mi radius	5 mi radius	10 mi radius
Labor Force			
2025 Est. Labor Population Age 16 Years or Over	14,510	16,392	24,065
2025 Est. Civilian Employed	50.5%	51.9%	54.1%
2025 Est. Civilian Unemployed	3.4%	3.2%	2.8%
2025 Est. in Armed Forces	-	-	-
2025 Est. not in Labor Force	46.1%	45.0%	43.1%
2025 Labor Force Males	51.1%	51.0%	50.8%
2025 Labor Force Females	48.9%	49.0%	49.2%
Occupation			
2025 Occupation: Population Age 16 Years or Over	7,325	8,506	13,027
2025 Mgmt, Business, & Financial Operations	11.0%	10.8%	11.5%
2025 Professional, Related	18.9%	18.8%	19.0%
2025 Service	18.4%	17.8%	16.5%
2025 Sales, Office	23.0%	23.6%	24.1%
2025 Farming, Fishing, Forestry	0.6%	0.8%	0.8%
2025 Construction, Extraction, Maintenance	8.7%	9.0%	9.5%
2025 Production, Transport, Material Moving	19.4%	19.3%	18.7%
2025 White Collar Workers	52.9%	53.2%	54.6%
2025 Blue Collar Workers	47.1%	46.8%	45.4%
Transportation to Work			
2025 Drive to Work Alone	75.4%	76.4%	77.7%
2025 Drive to Work in Carpool	12.5%	12.1%	10.8%
2025 Travel to Work by Public Transportation	1.2%	1.1%	0.7%
2025 Drive to Work on Motorcycle	0.2%	0.2%	0.1%
2025 Walk or Bicycle to Work	3.6%	3.3%	3.2%
2025 Other Means	1.0%	1.0%	0.8%
2025 Work at Home	6.1%	6.0%	6.6%
Travel Time			
2025 Travel to Work in 14 Minutes or Less	57.9%	55.7%	49.7%
2025 Travel to Work in 15 to 29 Minutes	26.3%	28.9%	33.8%
2025 Travel to Work in 30 to 59 Minutes	13.0%	12.7%	13.4%
2025 Travel to Work in 60 Minutes or More	2.8%	2.8%	3.2%
2025 Average Travel Time to Work	12.9	13.3	14.7
Consumer Expenditure			
2025 Est. Total Household Expenditure	\$610.34 M	\$702.1 M	\$1.06 B
2025 Est. Apparel	\$11.51 M	\$13.2 M	\$19.83 M
2025 Est. Contributions, Tax and Retirement	\$138.57 M	\$162.38 M	\$250.44 M
2025 Est. Education	\$13.41 M	\$15.47 M	\$23.42 M
2025 Est. Entertainment	\$35.81 M	\$41.06 M	\$61.63 M
2025 Est. Food, Beverages, Tobacco	\$79.95 M	\$91.11 M	\$135.62 M
2025 Est. Health Care	\$48.45 M	\$54.64 M	\$80.7 M
2025 Est. Household Furnishings and Equipment	\$16.31 M	\$18.75 M	\$28.21 M
2025 Est. Household Operations, Shelter, Utilities	\$148.17 M	\$168.51 M	\$249.35 M
2025 Est. Miscellaneous Expenses	\$10.59 M	\$12.16 M	\$18.29 M
2025 Est. Personal Care	\$8.63 M	\$9.82 M	\$14.6 M
2025 Est. Transportation	\$98.95 M	\$115 M	\$178.16 M

©2025, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 5/2025, TIGER Geography - RF1

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.