

Full Profile

2010-2020 Census, 2026 Estimates with 2031 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 39.725/-91.4003

River Bend Plaza Hannibal, MO 63401			
	3 mi radius	5 mi radius	10 mi radius
Population			
2026 Estimated Population	17,233	20,293	29,774
2031 Projected Population	17,307	20,389	29,838
2020 Census Population	17,464	20,608	30,287
2010 Census Population	17,766	20,964	30,538
Projected Annual Growth 2026 to 2031	-	-	-
Historical Annual Growth 2010 to 2026	-0.2%	-0.2%	-0.2%
Households			
2026 Estimated Households	7,216	8,405	12,276
2031 Projected Households	7,196	8,385	12,211
2020 Census Households	7,117	8,311	12,174
2010 Census Households	7,097	8,304	12,094
Projected Annual Growth 2026 to 2031	-	-	-0.1%
Historical Annual Growth 2010 to 2026	0.1%	-	-
Age			
2026 Est. Population Under 10 Years	12.3%	12.2%	12.0%
2026 Est. Population 10 to 19 Years	13.1%	13.3%	13.1%
2026 Est. Population 20 to 29 Years	13.1%	13.0%	12.2%
2026 Est. Population 30 to 44 Years	18.9%	19.1%	19.1%
2026 Est. Population 45 to 59 Years	16.4%	16.8%	17.2%
2026 Est. Population 60 to 74 Years	18.3%	18.1%	18.3%
2026 Est. Population 75 Years or Over	7.9%	7.6%	8.1%
2026 Est. Median Age	38.3	38.3	39.1
Marital Status & Gender			
2026 Est. Male Population	50.9%	50.8%	50.8%
2026 Est. Female Population	49.1%	49.2%	49.2%
2026 Est. Never Married	35.4%	35.6%	32.3%
2026 Est. Now Married	39.0%	40.0%	44.1%
2026 Est. Separated or Divorced	17.8%	16.8%	16.3%
2026 Est. Widowed	7.8%	7.5%	7.3%
Income			
2026 Est. HH Income \$200,000 or More	3.5%	3.9%	4.7%
2026 Est. HH Income \$150,000 to \$199,999	5.7%	5.4%	5.5%
2026 Est. HH Income \$100,000 to \$149,999	12.9%	13.6%	15.9%
2026 Est. HH Income \$75,000 to \$99,999	16.0%	16.0%	16.4%
2026 Est. HH Income \$50,000 to \$74,999	20.5%	20.8%	20.3%
2026 Est. HH Income \$35,000 to \$49,999	12.1%	11.7%	10.7%
2026 Est. HH Income \$25,000 to \$34,999	7.8%	7.3%	7.0%
2026 Est. HH Income \$15,000 to \$24,999	8.4%	8.5%	8.0%
2026 Est. HH Income Under \$15,000	13.2%	12.9%	11.6%
2026 Est. Average Household Income	\$76,515	\$78,703	\$83,581
2026 Est. Median Household Income	\$62,833	\$64,466	\$68,990
2026 Est. Per Capita Income	\$32,370	\$32,888	\$34,678
2026 Est. Total Businesses	554	597	795
2026 Est. Total Employees	6,171	6,711	9,519

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River Bend Plaza				
Hannibal, MO 63401				
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Race				
2026 Est. White	87.8%	88.6%	90.3%	
2026 Est. Black	6.5%	5.9%	4.7%	
2026 Est. Asian or Pacific Islander	1.1%	1.1%	0.9%	
2026 Est. American Indian or Alaska Native	0.2%	0.2%	0.2%	
2026 Est. Other Races	4.4%	4.3%	3.9%	
Hispanic				
2026 Est. Hispanic Population	418	464	607	
2026 Est. Hispanic Population	2.4%	2.3%	2.0%	
2031 Proj. Hispanic Population	3.8%	3.6%	3.2%	
2020 Hispanic Population	2.1%	2.1%	1.8%	
Education (Adults 25 & Older)				
2026 Est. Adult Population (25 Years or Over)	11,697	13,784	20,441	
2026 Est. Elementary (Grade Level 0 to 8)	3.1%	3.4%	3.0%	
2026 Est. Some High School (Grade Level 9 to 11)	7.5%	7.0%	6.3%	
2026 Est. High School Graduate	42.4%	42.4%	41.4%	
2026 Est. Some College	18.0%	18.1%	18.2%	
2026 Est. Associate Degree Only	5.4%	5.8%	6.9%	
2026 Est. Bachelor Degree Only	13.4%	13.6%	14.4%	
2026 Est. Graduate Degree	10.2%	9.7%	9.9%	
Housing				
2026 Est. Total Housing Units	7,960	9,290	13,581	
2026 Est. Owner-Occupied	53.3%	54.6%	58.3%	
2026 Est. Renter-Occupied	37.4%	35.9%	32.1%	
2026 Est. Vacant Housing	9.3%	9.5%	9.6%	
Homes Built by Year				
2026 Homes Built 2010 or later	6.9%	6.9%	6.5%	
2026 Homes Built 2000 to 2009	5.5%	5.9%	7.0%	
2026 Homes Built 1990 to 1999	11.3%	11.3%	12.2%	
2026 Homes Built 1980 to 1989	8.2%	8.4%	8.6%	
2026 Homes Built 1970 to 1979	14.1%	13.6%	13.8%	
2026 Homes Built 1960 to 1969	9.2%	9.2%	9.3%	
2026 Homes Built 1950 to 1959	8.8%	8.3%	8.3%	
2026 Homes Built Before 1949	26.7%	27.0%	24.7%	
Home Values				
2026 Home Value \$1,000,000 or More	0.2%	0.4%	1.2%	
2026 Home Value \$500,000 to \$999,999	5.3%	5.6%	5.6%	
2026 Home Value \$400,000 to \$499,999	1.4%	1.6%	2.5%	
2026 Home Value \$300,000 to \$399,999	7.2%	7.4%	8.1%	
2026 Home Value \$200,000 to \$299,999	20.2%	20.7%	23.6%	
2026 Home Value \$150,000 to \$199,999	17.8%	16.6%	16.6%	
2026 Home Value \$100,000 to \$149,999	18.0%	16.7%	15.2%	
2026 Home Value \$50,000 to \$99,999	20.4%	20.3%	18.0%	
2026 Home Value \$25,000 to \$49,999	3.4%	4.4%	3.7%	
2026 Home Value Under \$25,000	6.1%	6.4%	5.6%	
2026 Median Home Value	\$158,687	\$158,954	\$172,495	
2026 Median Rent	\$578	\$582	\$578	

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Labor Force			
2026 Est. Labor Population Age 16 Years or Over	13,837	16,277	23,927
2026 Est. Civilian Employed	56.2%	56.7%	57.6%
2026 Est. Civilian Unemployed	2.6%	2.5%	2.1%
2026 Est. in Armed Forces	-	-	-
2026 Est. not in Labor Force	41.2%	40.8%	40.2%
2026 Labor Force Males	51.1%	51.1%	50.9%
2026 Labor Force Females	48.9%	48.9%	49.1%
Occupation			
2026 Occupation: Population Age 16 Years or Over	7,776	9,225	13,793
2026 Mgmt, Business, & Financial Operations	12.3%	12.1%	12.6%
2026 Professional, Related	19.2%	18.9%	19.4%
2026 Service	18.4%	18.7%	16.9%
2026 Sales, Office	20.5%	20.3%	21.4%
2026 Farming, Fishing, Forestry	0.6%	0.7%	0.6%
2026 Construction, Extraction, Maintenance	9.0%	9.4%	9.6%
2026 Production, Transport, Material Moving	20.0%	19.9%	19.5%
2026 White Collar Workers	52.0%	51.3%	53.4%
2026 Blue Collar Workers	48.0%	48.7%	46.6%
Transportation to Work			
2026 Drive to Work Alone	76.6%	76.8%	77.4%
2026 Drive to Work in Carpool	10.5%	10.6%	10.0%
2026 Travel to Work by Public Transportation	1.1%	1.0%	0.7%
2026 Drive to Work on Motorcycle	-	-	-
2026 Walk or Bicycle to Work	4.0%	3.6%	3.5%
2026 Other Means	0.5%	0.5%	0.5%
2026 Work at Home	7.4%	7.5%	7.8%
Travel Time			
2026 Travel to Work in 14 Minutes or Less	62.8%	58.9%	53.5%
2026 Travel to Work in 15 to 29 Minutes	22.2%	26.4%	31.8%
2026 Travel to Work in 30 to 59 Minutes	12.5%	12.3%	12.2%
2026 Travel to Work in 60 Minutes or More	2.5%	2.4%	2.5%
2026 Average Travel Time to Work	12.3	12.9	14.0
Consumer Expenditure			
2026 Est. Total Household Expenditure	\$536.87 M	\$635.15 M	\$967.36 M
2026 Est. Apparel	\$11.99 M	\$14.18 M	\$21.44 M
2026 Est. Contributions, Tax and Retirement	\$113.27 M	\$134.73 M	\$212.44 M
2026 Est. Education	\$8.65 M	\$10.24 M	\$15.7 M
2026 Est. Entertainment	\$27.13 M	\$32.1 M	\$48.53 M
2026 Est. Food, Beverages, Tobacco	\$74.17 M	\$87.72 M	\$131.39 M
2026 Est. Health Care	\$46.92 M	\$54.69 M	\$80.74 M
2026 Est. Household Furnishings and Equipment	\$13.88 M	\$16.42 M	\$24.95 M
2026 Est. Household Operations, Shelter, Utilities	\$142.66 M	\$168.71 M	\$252.47 M
2026 Est. Miscellaneous Expenses	\$8.14 M	\$9.63 M	\$14.63 M
2026 Est. Personal Care	\$6.53 M	\$7.72 M	\$11.54 M
2026 Est. Transportation	\$83.52 M	\$99.01 M	\$153.54 M

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