

Northeast MO Hotspot – Hannibal

Discovering Employment Trends with Local Employment Dynamics (LED)

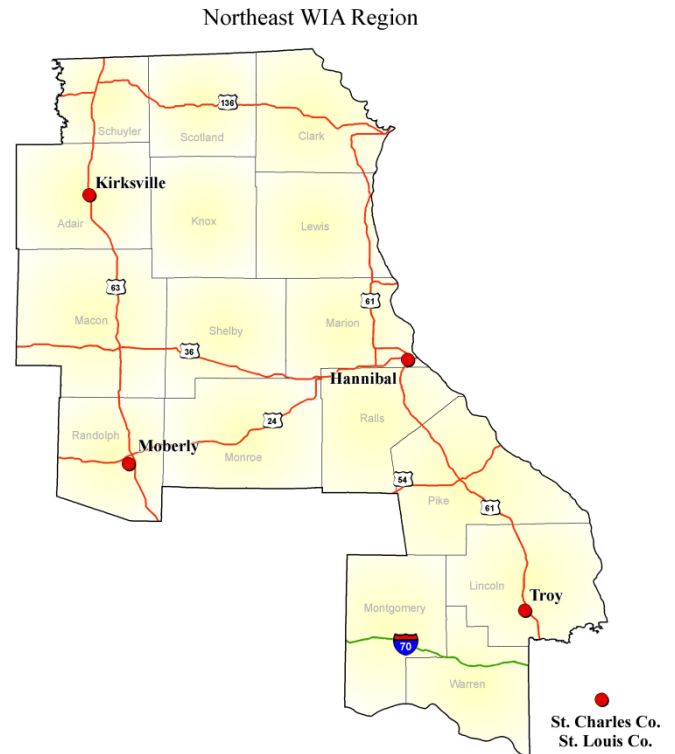
Hannibal is an economic and employment center for the Northeast region of Missouri. This report details the workers and industries that make this place a hotspot of economic activity.



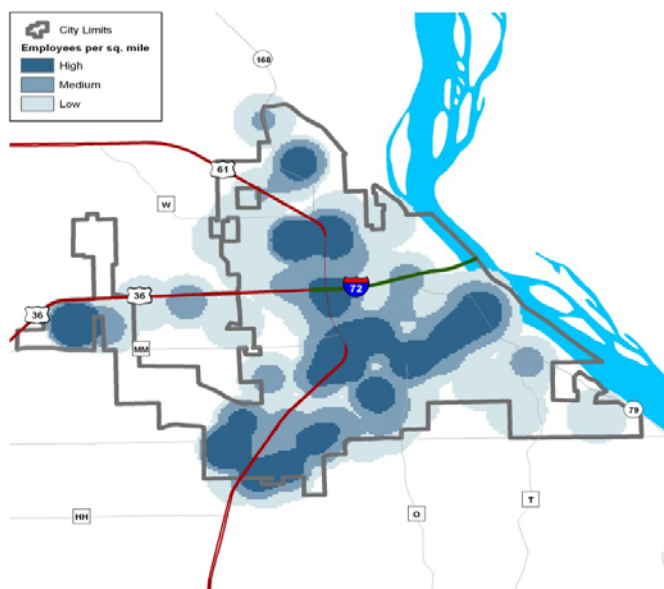
Northeast Employment Hotspots

The largest concentrations of employment in the Northeast Workforce Investment Area are found in the cities of Hannibal, Kirksville, Moberly, and Troy. Various localities within St. Charles and St. Louis County are also employment hotspots for Northeast region residents. Workforce Investment Areas are the result of the federal Workforce Investment Act of 1998 (WIA) which funds a number of employment and training programs across the nation.

In 2009, 44.1% of all workers in the Northeast region were employed in the cities of Hannibal (14.8%), Kirksville (11.9%), Moberly (8.9%), and Troy (8.5%) which is down slightly from 2002 when these four cities made up 44.8%. Other cities in the Northeast Region WIA with 2,800 or more jobs include Macon, Warrenton, and Bowling Green.



Northeast Census Overview



Hannibal had a 2009 population estimate of 17,503 from the US Census American Community Survey with a median age of 36.2. This is down slightly from the 2000 Census population of 17,757. Approximately 80.9% of residents are high school graduates. Health & Social Services and Manufacturing are the top two employing sectors in Hannibal, together employing approximately 34.4% of the city's jobs. This is down from 2002 when those sectors employed 36.4% of the city's jobs.



Where do Hannibal Workers Live?

The Local Employment Dynamics (LED) program is a partnership between the U.S. Census Bureau and the agencies in each state that generate and analyze labor market information. The LED Origin-Destination mapping tool allows you to designate either an area where workers work and determine where they live, or designate where residents live and determine where those workers commute.

Top Counties Where Hannibal Workers Resided in 2002		Top Counties Where Hannibal Workers Resided in 2009	
Marion County	5,766	Marion County	5,525
Ralls County	1,086	Ralls County	1,741
Adams County, IL	577	Adams County, IL	646
Pike County	223	Pike County	304
Monroe County	202	Monroe County	280
Total Hannibal Jobs	9,744	Total Hannibal Jobs	10,998

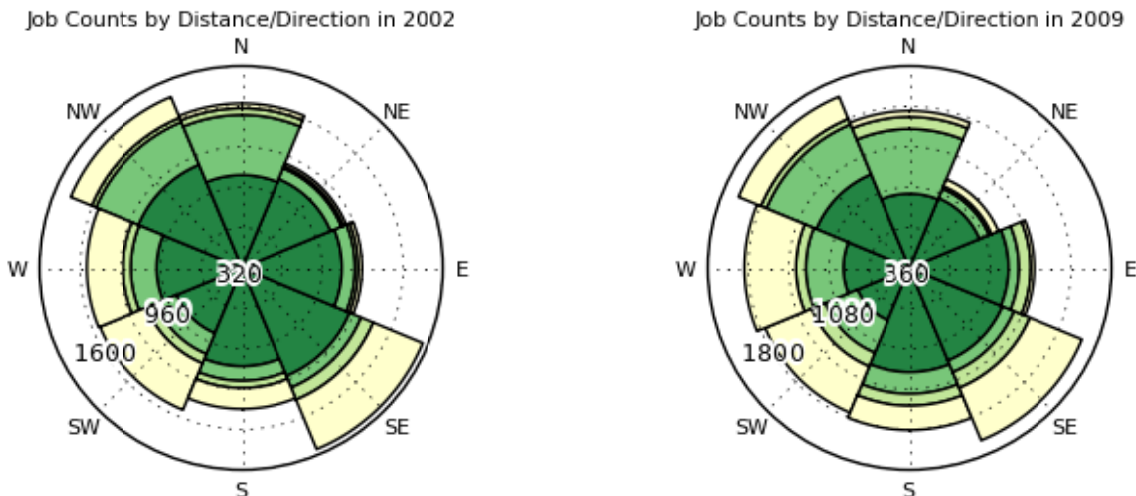
“America’s Hometown”

Located right on the Mississippi River in northeast Missouri in Marion County, Hannibal is well known for being the hometown of Mark Twain. Hannibal has plentiful tourist attractions including nearby caves, Mark Twain Lake, museums, historic residences, art galleries, wineries, and the famous Mark Twain Mississippi Riverboat that offers daily cruises. Hannibal is approximately a two hour drive to the north of St. Louis. The Hannibal Cavemen baseball team plays at Clemens Field each June through August.

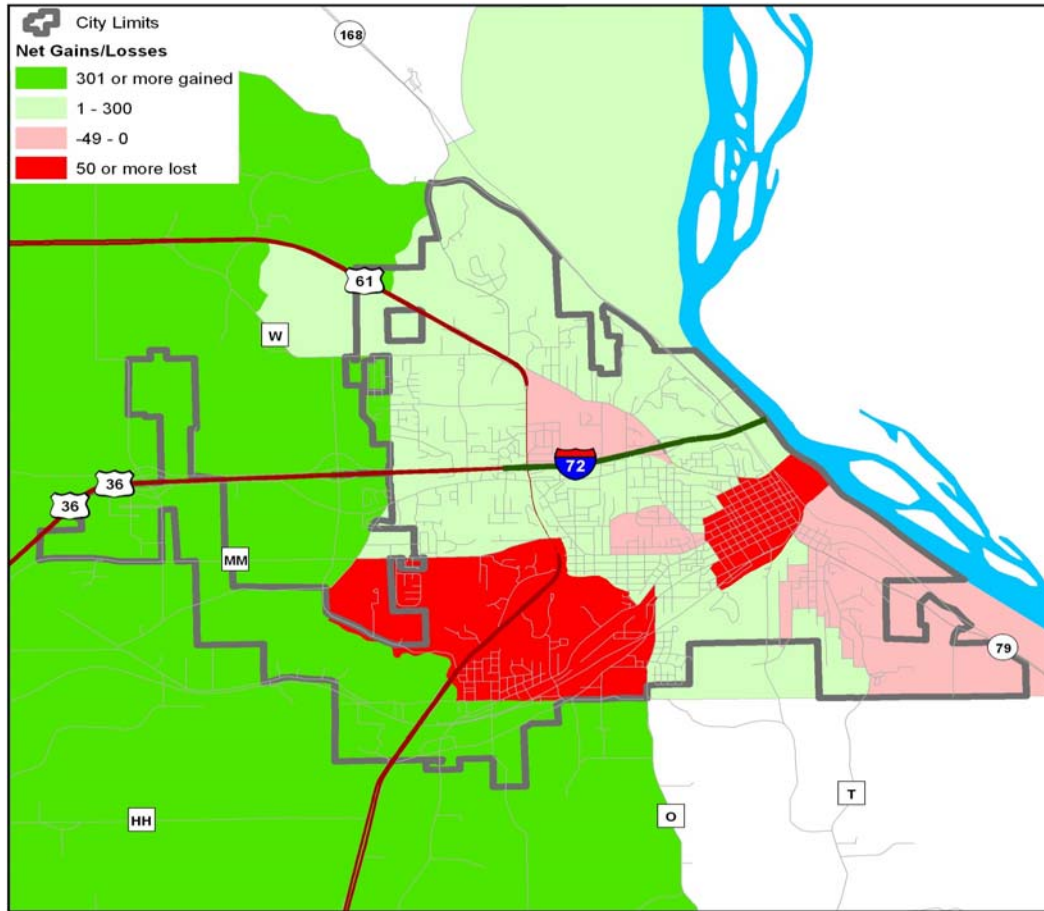
LED On-the-Map: Where West Plains Workers Live

Hannibal increased its overall jobs by nearly 12% from 2002 through 2009. The number of Hannibal based jobs held by Marion County residents declined by 4%. However, Ralls County which is just south of Marion County has increased its workforce to Hannibal by over 60% during this timeframe. Adams County, IL also increased its workforce traveling to Hannibal by 12% during this span.

Distance & Direction Hannibal Workers to Residence (dark green=10 miles or less, yellow=50+ miles)



LED On-the-Map: Hannibal Area Job Trend 2002-2009



Growing & Shrinking Industries

Healthcare & Social Assistance is the top employing sector in Hannibal with 19.3% of the workforce and Manufacturing is next with 15.1%. Hannibal increased its overall job count about 12% from 2002 through 2009. The *Goods Producing* sector grew by 13% during this timeframe. While Marion County dropped 11% of jobs from this sector, nearly every other nearby county increased its *Goods Producing* workforce to Hannibal. The *Trade, Transport, & Utilities* sector increased its job count by 10.5% during this span with Ralls County growing its workforce in this sector to Hannibal by over 85%.

