

# Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 38.943319 Longitude: -94.606043

Watts Mill Plaza Kansas City, MO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	31,239	168,639	818,624
	Population Est 23Q1	31,185	168,561	818,071
	Population Est 22Q4	31,300	168,778	817,586
	Population Est 22Q3	31,314	168,744	817,508
	Population Est 22Q2	31,337	168,794	817,628
	Population Est 22Q1	31,264	168,756	817,423
	Population Est 21Q4	31,277	168,772	816,678
	Population Est 21Q3	31,267	168,776	816,879
	Population Est 21Q2	31,275	168,612	814,713
	Population Fcst	31,008	165,450	825,791
	2010 Census Population	30,591	145,611	642,010
	2000 Census Population	31,122	149,866	632,130
	1990 Census Population	31,439	148,034	576,625
	Current Year Daytime Population	61,742	247,505	968,674
	Average Seasonal Population	500	2,076	8,019
	Historical Annual Growth, 1990 – 2000	-0.10%	0.12%	0.92%
	Historical Annual Growth, 2000 – 2010	-0.17%	-0.29%	0.16%
	Estimated Annual Growth, 2010 – CY	0.16%	1.11%	1.85%
	Projected Annual Growth, CY to Y5	-0.15%	-0.38%	0.17%
	Group Qtrs Est	543	2,478	10,291
Transient Est Average Last 4 Qtrs	9,030	24,238	59,359	
<b>Households</b>	Current Year Estimated Households	14,541	74,696	345,725
	Households Est 23Q1	14,499	74,601	345,324
	Households Est 22Q4	14,500	74,651	345,125
	Households Est 22Q3	14,504	74,635	345,163
	Households Est 22Q2	14,510	74,670	345,257
	Households Est 22Q1	14,469	74,635	345,172
	Households Est 21Q4	14,473	74,629	344,881
	Households Est 21Q3	14,461	74,631	345,003
	Households Est 21Q2	14,468	74,560	344,057
	Households Fcst	14,524	73,329	347,998
	2010 Census Households	13,815	64,073	266,665
	2000 Census Households	13,739	63,936	257,187
	1990 Census Households	13,514	60,209	229,875
	Historical Annual Growth, 1990 – 2000	0.16%	0.60%	1.13%
	Historical Annual Growth, 2000 – 2010	0.06%	0.02%	0.36%
	Estimated Annual Growth, 2010 – CY	0.39%	1.16%	1.98%
	Projected Annual Growth, CY to Y5	-0.02%	-0.37%	0.13%
Population per Household	2.11	2.22	2.34	

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Watts Mill Plaza Kansas City, MO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	2.7%	1.6%	1.4%
	HH Income \$250,000 to \$499,999	3.2%	1.9%	1.6%
	HH Income \$200,000 to \$249,999	7.5%	4.5%	3.8%
	HH Income \$175,000 to \$199,999	4.4%	4.9%	5.1%
	HH Income \$150,000 to \$174,999	6.7%	5.2%	5.2%
	HH Income \$100,000 to 149,999	18.1%	16.4%	17.1%
	HH Income \$75,000 to 99,999	12.5%	13.7%	13.8%
	HH Income \$50,000 to 74,999	17.0%	17.7%	17.3%
	HH Income \$35,000 to 49,999	9.5%	11.7%	11.9%
	HH Income \$25,000 to 34,999	9.3%	9.2%	8.2%
	HH Income \$15,000 to 24,999	5.1%	6.6%	7.0%
	HH Income \$0 to 14,999	4.0%	6.7%	7.6%
	Average Household Income	\$123,515	\$103,808	\$99,381
	Median Household Income	\$84,242	\$71,916	\$71,816
	Per Capita Income	\$58,266	\$46,612	\$42,390
	2000 Average HH Income	\$71,023	\$69,935	\$64,950
	2000 Median HH Income	\$51,817	\$50,657	\$48,457
	Average Disposable Income	89,410	77,249	75,553
	Median Disposable Income	72,008	61,986	61,949
	Discretionary HH Income Over \$150,000	9.0%	5.1%	3.7%
	Discretionary HH Income \$125,000 to \$149,999	5.0%	4.7%	4.6%
	Discretionary HH Income \$100,000 to \$124,999	8.8%	6.6%	6.6%
	Discretionary HH Income \$75,000 to \$99,999	11.9%	10.5%	10.6%
	Discretionary HH Income \$50,000 to \$74,999	17.9%	18.0%	18.7%
	Discretionary HH Income \$25,000 to \$49,999	25.6%	27.2%	27.7%
	Discretionary HH Income Under \$25,000	21.8%	27.9%	28.0%
	Average Discretionary HH Income	65,643	56,055	54,280
	Median Discretionary HH Income	53,169	44,325	43,864
	Householder White – Count	11,312	53,900	243,405
	Median HH Income	\$95,059	\$81,951	\$81,714
	Average HH Income	\$104,109	\$93,311	\$91,404
	Householder Black or African-American – Count	2,004	12,169	57,295
	Median HH Income	\$39,870	\$40,508	\$42,777
	Average HH Income	\$57,042	\$52,857	\$54,900
Householder Hispanic – Count	431	3,065	18,762	
Median HH Income	\$90,499	\$66,597	\$59,548	
Average HH Income	\$94,890	\$75,350	\$72,307	
Householder Asian or Pacific Islander – Count	323	2,430	11,412	
Median HH Income	\$104,765	\$81,989	\$87,535	
Average HH Income	\$104,259	\$86,456	\$93,764	
Householder Other or Pacific Islander – Count	470	3,131	14,850	
Median HH Income	\$73,163	\$65,385	\$62,099	
Average HH Income	\$84,970	\$73,541	\$73,774	
Gender	Male Population	14,915	80,312	395,409
	Female Population	16,323	88,326	423,214

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Total Population by Age	Count of Pop 0 to 4 years	1,757	10,317	50,594
	Count of Pop 0 to 7 years	2,432	14,273	69,587
	Count of Pop 5 - 13	2,875	17,369	88,072
	Count of Pop 14 - 18	1,196	7,266	40,079
	Count of Pop 19 - 22	1,213	7,188	40,236
	Count of Pop 22 - 25	937	5,443	30,306
	Count of Pop 25 - 29	1,947	11,034	54,745
	Count of Pop 30 - 34	2,292	12,890	61,859
	Count of Pop 35 - 39	2,206	12,224	58,697
	Count of Pop 40 - 44	1,972	10,849	53,155
	Count of Pop 45 - 59	5,173	27,351	142,917
	Count of Pop 60 - 74	6,168	30,986	136,967
	Count of Pop 75 - 84	2,333	11,159	44,580
	Count of Pop 85+	1,170	4,563	16,415
	% of Pop 0 to 4 years	5.6%	6.1%	6.2%
	% of Pop 0 to 7 years	7.8%	8.5%	8.5%
	% of Pop 5 - 13	9.2%	10.3%	10.8%
	% of Pop 14 - 18	3.8%	4.3%	4.9%
	% of Pop 19 - 22	3.9%	4.3%	4.9%
	% of Pop 22 - 25	3.0%	3.2%	3.7%
	% of Pop 25 - 29	6.2%	6.5%	6.7%
	% of Pop 30 - 34	7.3%	7.6%	7.6%
	% of Pop 35 - 39	7.1%	7.2%	7.2%
	% of Pop 40 - 44	6.3%	6.4%	6.5%
% of Pop 45 - 59	16.6%	16.2%	17.5%	
% of Pop 60 - 74	19.7%	18.4%	16.7%	
% of Pop 75 - 84	7.5%	6.6%	5.4%	
% of Pop 85+	3.7%	2.7%	2.0%	
Median Age	43.0	40.3	38.7	
Average Age	43.8	41.7	40.0	
Male Population by Age	% of Pop 0 to 4 years	6.0%	6.6%	6.6%
	% of Pop 5 - 13	9.8%	10.9%	11.3%
	% of Pop 14 - 18	4.0%	4.6%	5.1%
	% of Pop 19 - 22	4.1%	4.5%	5.1%
	% of Pop 22 - 25	3.1%	3.4%	3.8%
	% of Pop 25 - 29	6.6%	6.7%	6.8%
	% of Pop 30 - 34	7.9%	8.0%	7.8%
	% of Pop 35 - 39	7.4%	7.6%	7.4%
	% of Pop 40 - 44	6.5%	6.6%	6.6%
	% of Pop 45 - 59	16.7%	16.2%	17.5%
	% of Pop 75 - 84	6.6%	5.9%	4.8%
	% of Pop 60 - 74	18.8%	17.2%	15.9%
	% of Pop 85+	2.5%	1.9%	1.4%
	Median Age	40.8	38.6	37.4
Average Age	42.0	40.2	38.7	

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	% of Pop 30 - 34	6.8%	7.4%	7.3%
	% of Pop 35 - 39	6.8%	6.9%	7.0%
	% of Pop 40 - 44	6.2%	6.3%	6.4%
	% of Pop 45 - 59	16.4%	16.2%	17.4%
	% of Pop 60 - 74	20.6%	19.4%	17.5%
	% of Pop 75 - 84	8.2%	7.3%	6.1%
	% of Pop 85+	4.9%	3.4%	2.6%
	Median Age	45.2	42.1	40.0
Average Age	45.4	43.1	41.2	
Race	Count of White	23,338	114,908	541,796
	Count of Black or African-American	4,130	29,573	137,185
	Count of Asian or Pacific Islander	919	5,910	34,340
	Count of Other races	2,851	18,248	105,302
	White	74.7%	68.1%	66.2%
	Black or African American	13.2%	17.5%	16.8%
	Asian	2.9%	3.5%	4.2%
	Other Races	9.1%	10.8%	12.9%
Language Spoken	Speak English at Home	93.6%	91.1%	89.1%
	Speak Spanish at Home	2.0%	3.1%	5.1%
	Speak French or French Creole at Home	0.3%	0.4%	0.4%
	Speak German at Home	0.5%	0.4%	0.3%
	Speak Other Indo-European Languages at Home	1.6%	1.5%	1.4%
	Speak Russian and Other Slavic Languages at H	0.1%	0.3%	0.2%
	Speak Chinese at Home	0.5%	0.7%	0.7%
	Speak Korean at Home	0.1%	0.1%	0.2%
	Speak Vietnamese at Home	0.2%	0.4%	0.3%
	Speak Other Asian Languages at Home	0.4%	0.5%	0.9%
	Speak Tagalog and Other Pacific Languages at H	0.2%	0.2%	0.2%
	Speak Other Language at Home	0.7%	1.2%	1.3%
Hispanic	Hispanic Population	1,696	11,753	76,014
	Hispanic Population Percent	5.4%	7.0%	9.3%
	Mexican	67.9%	63.4%	70.7%
	Puerto Rican	3.3%	5.1%	4.6%
	Cuban	2.0%	2.5%	1.7%
	Dominican	0.0%	0.5%	0.5%
	Central American	8.3%	10.7%	10.7%
	South American	5.3%	8.4%	5.2%
	Other Hispanic	13.1%	9.5%	6.6%
	2000 Hispanic Population Percent	2%	3%	4%
	1990 Hispanic Population Percent	1%	2%	2%

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<b>Ancestry</b>	American (percent of total population)	3.8%	4.1%	4.1%
	American	3.5%	3.8%	3.7%
	Native American (ie. Indian/Eskimo)	0.2%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.0%	0.1%	0.1%
	Asian (percent of total population)	2.9%	3.5%	4.2%
	Chinese	0.6%	0.8%	0.8%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.2%	0.3%	0.4%
	South Central Asian (ie. Indian)	0.9%	1.3%	1.8%
	South East Asian (ie. Vietnamese)	0.8%	0.8%	0.8%
	Other Asian	0.2%	0.3%	0.3%
	European (percent of total population)	52.9%	45.1%	40.5%
	British	9.5%	8.1%	7.6%
	Dutch	0.8%	0.7%	0.7%
	French	1.3%	1.3%	1.3%
	German	15.0%	13.4%	12.6%
	Italian	2.0%	2.1%	1.9%
	Polish	1.4%	1.4%	1.0%
	Scandinavian	2.9%	2.7%	2.3%
	Scotch/Irish	13.4%	10.7%	9.1%
Other European (ie. Greek/Russian)	6.5%	4.8%	4.0%	
Middle Eastern	0.4%	0.8%	0.7%	
Other Ancestry	17.8%	22.4%	23.8%	
Unclassified Ancestry	16.7%	17.2%	17.4%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	23,261	121,056	569,336
	Elementary (0 to 8)	0.8%	1.3%	1.9%
	Some High School (9 to 11)	1.5%	2.8%	3.6%
	High School Graduate (12)	13.2%	16.1%	19.6%
	Some College (13 to 16)	20.4%	21.0%	20.7%
	Associates Degree Only	6.1%	6.7%	7.2%
	Bachelors Degree Only	34.5%	32.4%	29.0%
	Graduate Degree	23.5%	19.8%	18.0%
	% College (4+)	58.0%	52.1%	47.0%
<b>Household Type</b>	Total Households – count	14,541	74,696	345,725
	One Person HHs – count	5,466	26,036	112,735
	Family HHs – count	8,019	43,296	205,879
	Married Couple – count	6,382	32,415	152,637
	w/own children – count	2,115	11,408	59,701
	w/out own children – count	4,267	21,007	92,936
	Male Householder – count	437	2,750	13,627
	Female Householder – count	1,200	8,131	39,615
	Non-Family Households – count	1,057	5,364	27,111
	1 Person Household	37.6%	34.9%	32.6%
	2 Person Household	36.0%	35.1%	33.7%
	3 Person Household	11.4%	13.1%	14.2%
	4 Person Household	9.1%	10.2%	11.4%
	5 Person Household	3.9%	4.3%	5.1%
6 Person Household	1.3%	1.6%	1.9%	
7+ Person Household	0.7%	0.8%	1.0%	
% Households With Children	18.8%	22.1%	25.4%	

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Watts Mill Plaza Kansas City, MO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Housing</b>	Total Housing Units	15,732	80,278	373,215
	Owner Occupied Percent	56.8%	55.1%	54.0%
	Renter Occupied Percent	35.7%	38.0%	38.6%
	Vacant Housing Percent	7.6%	7.0%	7.4%
	Total Housing Units (Census 2000)	14,521	67,302	273,225
	For Rent (Census 2000)	64%	54%	50%
	For Sale (Census 2000)	16%	19%	18%
	Rented or Sold, (Census 2000)	7%	8%	11%
	Seasonal (Census 2014)	4%	3%	4%
	Other (Census 2000)	10%	9%	14%
<b>Homes Built By Year</b>	Homes Built 1990 to 2000	4%	8%	15%
	Homes Built 1980 to 1989	15%	20%	16%
	Homes Built 1970 to 1979	20%	20%	17%
	Homes Built 1960 to 1969	30%	24%	17%
	Homes Built 1950 to 1959	25%	19%	17%
	Homes Built 1940 to 1949	4%	5%	8%
	Homes Built Before 1939	2%	4%	11%
<b>Units in Structure</b>	1 Unit	72%	72%	73%
	2 - 9 Units	12%	14%	13%
	Greater than 10 Units	16%	14%	13%
	Mobilie Trailer	0%	0%	1%
	Other Units	0%	0%	0%
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	6.0%	3.9%	3.4%
	Property Value \$750,000 to \$999,999	9.4%	5.8%	5.2%
	Property Value \$500,000 to \$749,999	18.5%	15.7%	14.6%
	Property Value \$400,000 to \$499,999	12.0%	14.5%	13.1%
	Property Value \$300,000, to \$399,999	14.0%	17.1%	17.3%
	Property Value \$200,000 to \$299,999	21.9%	21.6%	22.6%
	Property Value \$150,000 to \$199,999	7.7%	8.6%	8.3%
	Property Value \$100,000 to \$149,999	4.5%	6.6%	7.2%
	Property Value \$60,000 to \$99,999	1.4%	2.8%	3.8%
	Property Value \$40,000 to \$59,999	0.1%	0.5%	1.2%
	Property Value \$0 to \$39,999	1.6%	1.4%	2.1%
Median Home Value	\$381,232	\$345,195	\$324,575	
Median Rent	\$689	\$677	\$622	
<b>Wealth per Household</b>	\$0 and under - percent	16.7%	17.4%	17.7%
	\$1 to \$4999 - percent	7.9%	8.4%	8.7%
	\$5k to \$9999 - percent	4.3%	4.6%	4.7%
	\$10k to \$24999 - percent	6.2%	6.4%	6.4%
	\$25k to \$49999 - percent	6.7%	6.7%	6.8%
	\$50k to \$99999 - percent	10.0%	10.0%	10.0%
	\$100k to \$249999 - percent	18.2%	17.9%	17.8%
	\$250k to \$499999 - percent	13.8%	13.3%	13.0%
	\$500k+ - percent	16.3%	15.3%	14.9%
	Median HH Wealth	\$91,257	\$82,514	\$78,448
	Avg HH Wealth	\$257,992	\$245,795	\$240,315

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<b>Economic Viability</b>	Economic Viability Local	227	225	225
	Economic Viability Indexed	227	225	225
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	17,358	91,139	448,373
	Managerial/Executive	24.7%	20.7%	20.0%
	Professional Specialty	32.6%	29.8%	27.3%
	Healthcare Support	2.6%	2.6%	2.5%
	Sales	11.4%	11.0%	10.9%
	Office & Administrative Support	10.9%	11.9%	11.5%
	Protective Service	0.9%	1.2%	1.4%
	Food Preparation	3.2%	5.0%	5.1%
	Building Maintenance & Cleaning	2.5%	2.5%	2.9%
	Personal Care	1.9%	2.8%	2.7%
	Farming, Fishing, & Forestry	0.0%	0.2%	0.1%
	Construction	2.5%	3.8%	5.3%
	Production & Transportation	6.8%	8.6%	10.4%
	Percent White Collar Workers	82.1%	75.8%	72.1%
Percent Blue Collar Workers	17.9%	24.2%	27.9%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	4.2%	5.1%	5.6%
	Manufacturing	4.4%	6.3%	7.8%
	Transportation	3.4%	4.3%	5.1%
	Information	2.3%	2.9%	2.7%
	Wholesale/Retail	13.1%	12.8%	13.7%
	Finance, Insurance, Real Estate	13.6%	11.0%	9.7%
	Professional Services	18.3%	14.5%	12.2%
	Management Services	0.5%	0.2%	0.1%
	Administrative/Waste Services	2.6%	3.1%	3.8%
	Educational Services	22.5%	23.1%	22.5%
	Entertainment Services	6.8%	8.6%	8.6%
	Other Professional Services	3.9%	4.6%	4.4%
Public Administration	4.2%	3.6%	3.6%	
<b>Transportation To Work</b>	Drive to Work Alone	85.7%	85.8%	84.2%
	Drive to Work Carpool	6.2%	7.2%	8.8%
	Travel to Work by Public Transportation	1.5%	1.4%	1.6%
	Drive to Work on Motorcycle	0.1%	0.1%	0.1%
	Drive to Work on Bicycle	0.1%	0.1%	0.1%
	Walked to Work	1.0%	0.9%	1.2%
	Other Means	0.4%	0.4%	0.5%
	Work at Home	5.0%	4.2%	3.6%

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	Travel to Work in Less than 5 Minutes	2.5%	2.3%	2.3%
	Travel to Work in 5 to 9 Minutes	11.3%	11.0%	10.6%
	Travel to Work in 10 to 14 Minutes	16.8%	17.4%	16.5%
	Travel to Work in 15 to 19 Minutes	19.1%	19.5%	19.4%
	Travel to Work in 20 to 29 Minutes	26.6%	26.5%	27.0%
	Travel to Work in 30 to 44 Minutes	18.5%	18.3%	18.2%
	Travel to Work in 45 to 59 Minutes	3.1%	2.6%	3.4%
	Travel to Work in 60 Minutes or more	2.1%	2.4%	2.6%
	Average Travel Time to Work	19	20	20
<b>Vehicles per HH</b>	No Vehicles	6.0%	5.3%	6.0%
	1 Vehicle	36.7%	39.3%	36.1%
	2 Vehicles	41.0%	39.4%	39.9%
	3 or more vehicles	16.2%	16.0%	18.1%
	Average Number of Vehicles	1.73	1.72	1.77
<b>Change</b>	Births (last 12 months)	343	2,017	10,296
	Deaths (last 12 months)	506	2,304	9,494
	Migration (last 12 months)	89	210	473
<b>Work place</b>	Workplace Establishments	2,829	10,235	35,810
	Workplace Employees (FTE)	41,885	128,418	451,740