

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	7,973	68,077	201,632
	Population Est 23Q1	7,976	67,881	201,364
	Population Est 22Q4	8,000	68,006	201,401
	Population Est 22Q3	8,011	68,034	201,541
	Population Est 22Q2	8,017	68,024	201,519
	Population Est 22Q1	8,008	67,873	201,591
	Population Est 21Q4	7,970	67,933	201,760
	Population Est 21Q3	7,973	67,943	201,620
	Population Est 21Q2	7,969	67,953	201,502
	Population Fcst	7,476	69,352	197,310
	2010 Census Population	7,331	60,189	175,532
	2000 Census Population	7,611	60,884	179,191
	1990 Census Population	7,533	60,625	175,982
	Current Year Daytime Population	9,710	103,798	255,231
	Average Seasonal Population	82	945	2,589
	Historical Annual Growth, 1990 – 2000	0.10%	0.04%	0.18%
	Historical Annual Growth, 2000 – 2010	-0.38%	-0.11%	-0.21%
	Estimated Annual Growth, 2010 – CY	0.64%	0.93%	1.05%
	Projected Annual Growth, CY to Y5	-1.28%	0.37%	-0.43%
	Group Qtrs Est	160	1,285	2,643
Transient Est Average Last 4 Qtrs	680	8,049	23,177	
Households	Current Year Estimated Households	4,018	30,774	89,439
	Households Est 23Q1	4,016	30,654	89,259
	Households Est 22Q4	4,026	30,664	89,203
	Households Est 22Q3	4,031	30,675	89,255
	Households Est 22Q2	4,034	30,676	89,258
	Households Est 22Q1	4,030	30,594	89,273
	Households Est 21Q4	4,009	30,621	89,327
	Households Est 21Q3	4,010	30,621	89,255
	Households Est 21Q2	4,009	30,625	89,207
	Households Fcst	3,777	31,338	87,722
	2010 Census Households	3,442	27,108	77,407
	2000 Census Households	3,545	26,797	76,675
	1990 Census Households	3,489	25,466	72,105
	Historical Annual Growth, 1990 – 2000	0.16%	0.51%	0.62%
	Historical Annual Growth, 2000 – 2010	-0.30%	0.12%	0.10%
	Estimated Annual Growth, 2010 – CY	1.17%	0.96%	1.10%
	Projected Annual Growth, CY to Y5	-1.23%	0.36%	-0.39%
Population per Household	1.94	2.17	2.22	

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Watts Mill Plaza Kansas City, MO		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	2.7%	2.4%	1.9%
	HH Income \$250,000 to \$499,999	3.3%	2.9%	2.3%
	HH Income \$200,000 to \$249,999	7.5%	6.7%	5.4%
	HH Income \$175,000 to \$199,999	2.6%	5.9%	5.7%
	HH Income \$150,000 to \$174,999	5.1%	6.2%	5.3%
	HH Income \$100,000 to 149,999	12.8%	16.9%	16.9%
	HH Income \$75,000 to 99,999	12.7%	13.1%	13.6%
	HH Income \$50,000 to 74,999	18.6%	16.3%	17.8%
	HH Income \$35,000 to 49,999	11.8%	9.9%	10.8%
	HH Income \$25,000 to 34,999	11.6%	8.5%	8.3%
	HH Income \$15,000 to 24,999	5.1%	6.0%	6.0%
	HH Income \$0 to 14,999	6.1%	5.1%	6.1%
	Average Household Income	\$107,684	\$123,188	\$112,844
	Median Household Income	\$69,178	\$82,132	\$76,585
	Per Capita Income	\$55,061	\$56,507	\$50,626
	2000 Average HH Income	\$76,460	\$76,325	\$74,364
	2000 Median HH Income	\$52,973	\$53,103	\$53,074
	Average Disposable Income	81,538	87,106	81,862
	Median Disposable Income	59,321	70,422	65,938
	Discretionary HH Income Over \$150,000	9.2%	8.0%	6.0%
	Discretionary HH Income \$125,000 to \$149,999	4.5%	6.3%	6.1%
	Discretionary HH Income \$100,000 to \$124,999	6.7%	8.1%	6.9%
	Discretionary HH Income \$75,000 to \$99,999	6.3%	11.4%	11.0%
	Discretionary HH Income \$50,000 to \$74,999	14.9%	17.9%	18.2%
	Discretionary HH Income \$25,000 to \$49,999	29.3%	25.0%	27.1%
	Discretionary HH Income Under \$25,000	29.0%	23.3%	24.8%
	Average Discretionary HH Income	57,988	64,248	59,908
	Median Discretionary HH Income	40,210	51,912	47,934
	Householder White – Count	3,022	24,004	68,049
	Median HH Income	\$79,527	\$91,814	\$85,684
	Average HH Income	\$97,189	\$101,610	\$96,636
	Householder Black or African-American – Count	722	3,880	11,739
	Median HH Income	\$33,676	\$37,391	\$41,609
	Average HH Income	\$48,649	\$53,404	\$53,199
Householder Hispanic – Count	114	938	3,665	
Median HH Income	\$85,054	\$84,462	\$70,232	
Average HH Income	\$83,973	\$90,485	\$78,502	
Householder Asian or Pacific Islander – Count	59	787	2,730	
Median HH Income	\$57,247	\$89,152	\$87,287	
Average HH Income	\$90,982	\$95,154	\$91,052	
Householder Other or Pacific Islander – Count	100	1,165	3,257	
Median HH Income	\$68,542	\$79,723	\$71,541	
Average HH Income	\$69,048	\$84,763	\$80,710	
Gender	Male Population	3,689	32,510	96,294
	Female Population	4,284	35,568	105,338

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Watts Mill Plaza Kansas City, MO		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Total Population by Age	Count of Pop 0 to 4 years	405	3,860	12,247
	Count of Pop 0 to 7 years	560	5,403	16,976
	Count of Pop 5 - 13	664	6,692	20,591
	Count of Pop 14 - 18	277	2,887	8,575
	Count of Pop 19 - 22	287	2,852	8,380
	Count of Pop 22 - 25	226	2,147	6,253
	Count of Pop 25 - 29	469	4,076	12,554
	Count of Pop 30 - 34	548	4,829	15,294
	Count of Pop 35 - 39	529	4,743	14,752
	Count of Pop 40 - 44	477	4,404	13,102
	Count of Pop 45 - 59	1,291	11,393	33,840
	Count of Pop 60 - 74	1,691	13,102	37,315
	Count of Pop 75 - 84	687	4,874	13,367
	Count of Pop 85+	422	2,220	5,361
	% of Pop 0 to 4 years	5.1%	5.7%	6.1%
	% of Pop 0 to 7 years	7.0%	7.9%	8.4%
	% of Pop 5 - 13	8.3%	9.8%	10.2%
	% of Pop 14 - 18	3.5%	4.2%	4.3%
	% of Pop 19 - 22	3.6%	4.2%	4.2%
	% of Pop 22 - 25	2.8%	3.2%	3.1%
	% of Pop 25 - 29	5.9%	6.0%	6.2%
	% of Pop 30 - 34	6.9%	7.1%	7.6%
	% of Pop 35 - 39	6.6%	7.0%	7.3%
% of Pop 40 - 44	6.0%	6.5%	6.5%	
% of Pop 45 - 59	16.2%	16.7%	16.8%	
% of Pop 60 - 74	21.2%	19.2%	18.5%	
% of Pop 75 - 84	8.6%	7.2%	6.6%	
% of Pop 85+	5.3%	3.3%	2.7%	
Median Age	46.3	42.2	40.8	
Average Age	46.0	42.9	41.9	
Male Population by Age	% of Pop 0 to 4 years	5.5%	6.1%	6.5%
	% of Pop 5 - 13	9.4%	10.3%	10.8%
	% of Pop 14 - 18	3.9%	4.5%	4.5%
	% of Pop 19 - 22	4.1%	4.4%	4.4%
	% of Pop 22 - 25	3.2%	3.3%	3.2%
	% of Pop 25 - 29	6.6%	6.2%	6.4%
	% of Pop 30 - 34	7.9%	7.4%	7.9%
	% of Pop 35 - 39	7.0%	7.3%	7.6%
	% of Pop 40 - 44	6.1%	6.7%	6.7%
	% of Pop 45 - 59	16.3%	16.9%	16.8%
	% of Pop 75 - 84	7.2%	6.4%	5.9%
	% of Pop 60 - 74	19.8%	18.3%	17.3%
	% of Pop 85+	3.0%	2.2%	1.9%
Median Age	41.9	40.4	39.1	
Average Age	43.0	41.4	40.4	

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	% of Pop 0 to 4 years	4.7%	5.3%	5.7%
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	% of Pop 40 - 44	5.9%	6.2%	6.3%
	% of Pop 45 - 59	16.1%	16.6%	16.7%
	% of Pop 60 - 74	22.4%	20.1%	19.6%
	% of Pop 75 - 84	9.9%	7.9%	7.3%
	% of Pop 85+	7.3%	4.2%	3.4%
	Median Age	50.9	44.0	42.6
Average Age	48.7	44.3	43.3	
Race	Count of White	5,739	51,436	145,817
	Count of Black or African-American	1,380	8,529	28,136
	Count of Asian or Pacific Islander	173	1,865	6,940
	Count of Other races	681	6,247	20,740
	White	72.0%	75.6%	72.3%
	Black or African American	17.3%	12.5%	14.0%
	Asian	2.2%	2.7%	3.4%
	Other Races	8.5%	9.2%	10.3%
Language Spoken	Speak English at Home	94.1%	93.5%	91.2%
	Speak Spanish at Home	2.2%	1.8%	3.2%
	Speak French or French Creole at Home	0.4%	0.3%	0.6%
	Speak German at Home	0.7%	0.4%	0.4%
	Speak Other Indo-European Languages at Home	0.8%	1.8%	1.5%
	Speak Russian and Other Slavic Languages at H	0.0%	0.1%	0.4%
	Speak Chinese at Home	0.5%	0.5%	0.7%
	Speak Korean at Home	0.0%	0.1%	0.2%
	Speak Vietnamese at Home	0.2%	0.3%	0.4%
	Speak Other Asian Languages at Home	0.2%	0.3%	0.6%
	Speak Tagalog and Other Pacific Languages at H	0.3%	0.2%	0.2%
	Speak Other Language at Home	0.7%	0.7%	0.9%
Hispanic	Hispanic Population	392	3,686	13,343
	Hispanic Population Percent	4.9%	5.4%	6.6%
	Mexican	65.2%	64.3%	64.8%
	Puerto Rican	1.3%	4.5%	4.9%
	Cuban	4.4%	2.1%	2.0%
	Dominican	0.0%	0.0%	0.5%
	Central American	4.6%	9.9%	10.7%
	South American	3.9%	7.8%	9.1%
	Other Hispanic	20.5%	11.5%	8.1%
	2000 Hispanic Population Percent	1%	2%	3%
	1990 Hispanic Population Percent	1%	2%	2%

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Ancestry	American (percent of total population)	4.0%	4.2%	4.1%
	American	3.7%	3.9%	3.8%
	Native American (ie. Indian/Eskimo)	0.3%	0.3%	0.3%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
	Asian (percent of total population)	2.1%	2.7%	3.4%
	Chinese	0.6%	0.6%	0.7%
	Japanese	0.0%	0.1%	0.1%
	Korean	0.1%	0.2%	0.3%
	South Central Asian (ie. Indian)	0.6%	0.9%	1.3%
	South East Asian (ie. Vietnamese)	0.8%	0.6%	0.8%
	Other Asian	0.1%	0.3%	0.2%
	European (percent of total population)	53.3%	52.2%	47.8%
	British	10.1%	9.4%	9.0%
	Dutch	0.6%	0.8%	0.7%
	French	1.4%	1.4%	1.4%
	German	14.2%	15.1%	14.0%
	Italian	2.1%	2.5%	2.2%
	Polish	1.4%	1.5%	1.4%
	Scandinavian	3.1%	2.9%	2.8%
	Scotch/Irish	14.5%	12.5%	11.3%
Other European (ie. Greek/Russian)	5.8%	6.0%	5.0%	
Middle Eastern	0.4%	0.4%	0.6%	
Other Ancestry	18.4%	17.2%	20.0%	
Unclassified Ancestry	16.7%	17.9%	17.3%	
Education (Age 25+)	Adult Population (25 Years or Older)	6,114	49,640	145,585
	Elementary (0 to 8)	1.1%	0.9%	1.2%
	Some High School (9 to 11)	1.7%	1.9%	2.5%
	High School Graduate (12)	14.4%	12.8%	14.4%
	Some College (13 to 16)	23.5%	19.6%	19.2%
	Associates Degree Only	5.6%	5.9%	6.0%
	Bachelors Degree Only	32.9%	35.0%	34.4%
	Graduate Degree	20.8%	23.9%	22.3%
	% College (4+)	53.7%	58.9%	56.7%
Household Type	Total Households – count	4,018	30,774	89,439
	One Person HHs – count	1,770	10,944	30,644
	Family HHs – count	1,919	17,529	52,044
	Married Couple – count	1,431	13,911	40,480
	w/own children – count	470	4,879	15,033
	w/out own children – count	961	9,033	25,447
	Male Householder – count	123	981	2,948
	Female Householder – count	365	2,637	8,616
	Non-Family Households – count	329	2,301	6,750
	1 Person Household	44.1%	35.6%	34.3%
	2 Person Household	32.6%	35.8%	35.5%
	3 Person Household	10.3%	12.3%	13.4%
	4 Person Household	8.1%	10.0%	10.4%
	5 Person Household	3.2%	4.3%	4.3%
	6 Person Household	1.2%	1.5%	1.5%
7+ Person Household	0.5%	0.7%	0.7%	
% Households With Children	15.8%	20.7%	22.6%	

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Housing	Total Housing Units	4,389	33,179	96,416
	Owner Occupied Percent	46.3%	58.8%	58.4%
	Renter Occupied Percent	45.3%	34.0%	34.4%
	Vacant Housing Percent	8.5%	7.2%	7.2%
	Total Housing Units (Census 2000)	3,776	28,207	80,276
	For Rent (Census 2000)	81%	56%	51%
	For Sale (Census 2000)	10%	20%	19%
	Rented or Sold, (Census 2000)	4%	8%	8%
	Seasonal (Census 2014)	7%	3%	4%
	Other (Census 2000)	0%	7%	12%
Homes Built By Year	Homes Built 1990 to 2000	5%	6%	8%
	Homes Built 1980 to 1989	15%	14%	15%
	Homes Built 1970 to 1979	25%	18%	15%
	Homes Built 1960 to 1969	26%	27%	21%
	Homes Built 1950 to 1959	25%	24%	23%
	Homes Built 1940 to 1949	3%	7%	9%
	Homes Built Before 1939	2%	3%	9%
Units in Structure	1 Unit	63%	75%	77%
	2 - 9 Units	12%	12%	12%
	Greater than 10 Units	25%	13%	11%
	Mobilie Trailer	0%	0%	0%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	5.0%	7.1%	5.9%
	Property Value \$750,000 to \$999,999	13.4%	9.0%	7.2%
	Property Value \$500,000 to \$749,999	22.6%	18.1%	16.6%
	Property Value \$400,000 to \$499,999	11.1%	12.1%	14.7%
	Property Value \$300,000, to \$399,999	14.4%	14.7%	16.5%
	Property Value \$200,000 to \$299,999	19.8%	21.6%	21.2%
	Property Value \$150,000 to \$199,999	4.9%	7.1%	7.2%
	Property Value \$100,000 to \$149,999	5.4%	3.7%	4.7%
	Property Value \$60,000 to \$99,999	1.7%	1.6%	2.5%
	Property Value \$40,000 to \$59,999	0.0%	0.2%	0.4%
	Property Value \$0 to \$39,999	0.7%	1.6%	1.3%
	Median Home Value	\$423,101	\$385,536	\$371,101
Median Rent	\$741	\$683	\$679	
Wealth per Household	\$0 and under - percent	17.7%	16.7%	16.9%
	\$1 to \$4999 - percent	8.8%	7.8%	8.0%
	\$5k to \$9999 - percent	4.7%	4.3%	4.4%
	\$10k to \$24999 - percent	6.4%	6.2%	6.2%
	\$25k to \$49999 - percent	6.7%	6.7%	6.7%
	\$50k to \$99999 - percent	9.8%	10.0%	10.1%
	\$100k to \$249999 - percent	17.7%	18.2%	18.1%
	\$250k to \$499999 - percent	13.1%	13.8%	13.6%
	\$500k+ - percent	15.1%	16.3%	15.9%
	Median HH Wealth	\$79,085	\$91,502	\$88,358
	Avg HH Wealth	\$242,650	\$258,158	\$253,528

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Economic Viability	Economic Viability Local	220	225	224
	Economic Viability Indexed	220	225	224
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	4,385	36,693	109,536
	Managerial/Executive	23.4%	24.0%	23.3%
	Professional Specialty	31.3%	32.7%	31.3%
	Healthcare Support	2.3%	2.4%	2.3%
	Sales	13.1%	11.0%	11.2%
	Office & Administrative Support	10.8%	10.1%	10.3%
	Protective Service	1.0%	1.3%	1.1%
	Food Preparation	4.1%	3.8%	4.5%
	Building Maintenance & Cleaning	2.7%	2.3%	2.4%
	Personal Care	1.9%	2.3%	2.9%
	Farming, Fishing, & Forestry	0.0%	0.0%	0.1%
	Construction	2.0%	3.2%	3.3%
	Production & Transportation	7.4%	6.8%	7.4%
	Percent White Collar Workers	80.9%	80.2%	78.3%
Percent Blue Collar Workers	19.1%	19.8%	21.7%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	2.9%	5.2%	4.5%
	Manufacturing	4.1%	4.9%	6.4%
	Transportation	5.3%	3.4%	3.8%
	Information	2.1%	2.3%	2.8%
	Wholesale/Retail	13.7%	12.9%	11.9%
	Finance, Insurance, Real Estate	14.1%	12.1%	11.8%
	Professional Services	17.0%	16.7%	15.6%
	Management Services	0.1%	0.3%	0.2%
	Administrative/Waste Services	2.0%	2.6%	3.4%
	Educational Services	23.5%	23.9%	23.0%
	Entertainment Services	7.5%	7.3%	8.4%
	Other Professional Services	2.5%	4.7%	4.8%
	Public Administration	5.2%	3.8%	3.4%
Transportation To Work	Drive to Work Alone	86.3%	86.0%	85.6%
	Drive to Work Carpool	4.8%	6.1%	6.9%
	Travel to Work by Public Transportation	1.8%	1.7%	1.6%
	Drive to Work on Motorcycle	0.0%	0.1%	0.1%
	Drive to Work on Bicycle	0.0%	0.0%	0.1%
	Walked to Work	1.0%	0.9%	1.0%
	Other Means	0.8%	0.3%	0.4%
	Work at Home	5.3%	4.8%	4.3%

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	Travel to Work in Less than 5 Minutes	2.3%	2.4%	2.2%
	Travel to Work in 5 to 9 Minutes	10.6%	12.0%	11.2%
	Travel to Work in 10 to 14 Minutes	17.9%	16.9%	17.1%
	Travel to Work in 15 to 19 Minutes	19.6%	19.2%	19.7%
	Travel to Work in 20 to 29 Minutes	30.3%	27.1%	28.2%
	Travel to Work in 30 to 44 Minutes	14.8%	17.6%	16.8%
	Travel to Work in 45 to 59 Minutes	3.3%	2.6%	2.3%
	Travel to Work in 60 Minutes or more	1.6%	2.1%	2.5%
	Average Travel Time to Work	19	19	20
Vehicles per HH	No Vehicles	9.2%	5.2%	5.1%
	1 Vehicle	44.6%	36.7%	37.4%
	2 Vehicles	34.0%	40.7%	40.8%
	3 or more vehicles	12.2%	17.4%	16.7%
		Average Number of Vehicles	1.53	1.77
Change	Births (last 12 months)	78	755	2,372
	Deaths (last 12 months)	153	1,033	2,761
	Migration (last 12 months)	40	372	599
Work place	Workplace Establishments	445	4,447	11,719
	Workplace Employees (FTE)	5,520	61,697	140,675