

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



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	31,352	167,517	819,246
	Population Est 23Q1	31,415	167,727	818,671
	Population Est 22Q4	31,580	168,329	818,892
	Population Est 22Q3	31,371	168,723	819,175
	Population Est 22Q2	31,224	168,569	819,167
	Population Est 22Q1	31,152	168,454	818,309
	Population Est 21Q4	31,289	168,757	817,855
	Population Est 21Q3	31,305	168,750	817,755
	Population Est 21Q2	31,326	168,804	817,919
	Population Fcst	32,340	168,918	837,364
	2010 Census Population	29,208	161,004	762,293
	2000 Census Population	29,176	166,029	730,132
	1990 Census Population	28,694	163,459	664,734
	Current Year Daytime Population	63,953	251,437	1,003,648
	Average Seasonal Population	588	2,517	10,019
	Historical Annual Growth, 1990 – 2000	0.17%	0.16%	0.94%
	Historical Annual Growth, 2000 – 2010	0.01%	-0.31%	0.43%
	Estimated Annual Growth, 2010 – CY	0.50%	0.28%	0.51%
	Projected Annual Growth, CY to Y5	0.62%	0.17%	0.44%
	Group Qtrs Est	541	2,478	10,297
Transient Est Average Last 4 Qtrs	8,025	22,185	54,268	
<b>Households</b>	Current Year Estimated Households	14,620	74,285	345,937
	Households Est 23Q1	14,640	74,346	345,561
	Households Est 22Q4	14,728	74,615	345,708
	Households Est 22Q3	14,613	74,735	345,833
	Households Est 22Q2	14,524	74,627	345,831
	Households Est 22Q1	14,484	74,556	345,417
	Households Est 21Q4	14,495	74,642	345,208
	Households Est 21Q3	14,501	74,636	345,238
	Households Est 21Q2	14,507	74,675	345,350
	Households Fcst	15,173	75,091	353,373
	2010 Census Households	13,476	70,932	316,661
	2000 Census Households	13,237	71,229	299,575
	1990 Census Households	12,434	66,866	267,639
	Historical Annual Growth, 1990 – 2000	0.63%	0.63%	1.13%
	Historical Annual Growth, 2000 – 2010	0.18%	-0.04%	0.56%
	Estimated Annual Growth, 2010 – CY	0.57%	0.32%	0.62%
	Projected Annual Growth, CY to Y5	0.75%	0.22%	0.43%
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	3.1%	2.3%	2.2%
	HH Income \$250,000 to \$499,999	3.8%	2.8%	2.6%
	HH Income \$200,000 to \$249,999	8.8%	6.4%	6.1%
	HH Income \$175,000 to \$199,999	6.8%	5.7%	5.5%
	HH Income \$150,000 to \$174,999	8.1%	6.7%	6.5%
	HH Income \$100,000 to 149,999	16.9%	17.9%	18.3%
	HH Income \$75,000 to 99,999	13.5%	13.2%	13.1%
	HH Income \$50,000 to 74,999	14.2%	16.2%	16.8%
	HH Income \$35,000 to 49,999	9.3%	9.8%	9.7%
	HH Income \$25,000 to 34,999	6.4%	7.2%	6.8%
	HH Income \$15,000 to 24,999	5.0%	5.6%	5.7%
	HH Income \$0 to 14,999	4.1%	6.2%	6.7%
	Average Household Income	\$137,730	\$117,817	\$114,770
	Median Household Income	\$94,606	\$83,691	\$82,543
	Per Capita Income	\$64,994	\$52,882	\$48,882
	Average Disposable Income	\$97,238	\$87,056	\$85,733
	Median Disposable Income	\$80,786	\$71,869	\$70,994
	Discretionary HH Income Over \$150,000	11.1%	8.0%	7.4%
	Discretionary HH Income \$125,000 to \$149,999	7.2%	5.7%	5.5%
	Discretionary HH Income \$100,000 to \$124,999	10.9%	8.9%	8.4%
	Discretionary HH Income \$75,000 to \$99,999	12.2%	12.2%	12.5%
	Discretionary HH Income \$50,000 to \$74,999	18.1%	18.9%	18.8%
	Discretionary HH Income \$25,000 to \$49,999	22.3%	23.9%	24.9%
	Discretionary HH Income Under \$25,000	18.1%	22.4%	22.6%
	Average Discretionary HH Income	\$73,283	\$65,164	\$63,689
	Median Discretionary HH Income	\$63,486	\$54,385	\$53,074
	Householder White – Count	11,430	53,027	238,723
	Median HH Income	\$108,957	\$96,483	\$94,299
	Average HH Income	\$112,974	\$104,123	\$101,926
	Householder Black or African-American – Count	1,974	12,097	56,326
	Median HH Income	\$48,103	\$45,369	\$48,807
	Average HH Income	\$60,892	\$59,622	\$61,767
	Householder Hispanic – Count	331	3,006	20,082
	Median HH Income	\$92,383	\$74,718	\$69,727
Average HH Income	\$96,237	\$85,641	\$80,897	
Householder Asian or Pacific Islander – Count	391	2,520	11,410	
Median HH Income	\$111,075	\$92,656	\$108,564	
Average HH Income	\$108,611	\$96,288	\$109,500	
Householder Other or Pacific Islander – Count	495	3,635	19,395	
Median HH Income	\$73,778	\$68,284	\$72,526	
Average HH Income	\$88,085	\$80,668	\$84,936	

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Watts Mill Plaza Kansas City, MO		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Gender</b>	Male Population	14,947	79,745	395,667
	Female Population	16,405	87,772	423,579
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	1,788	10,363	51,279
	Count of Pop 0 to 7 years	2,484	14,398	70,516
	Count of Pop 5 - 13	2,911	17,262	87,153
	Count of Pop 14 - 18	1,214	7,311	40,347
	Count of Pop 19 - 22	1,204	7,085	40,250
	Count of Pop 22 - 25	910	5,233	29,960
	Count of Pop 25 - 29	1,815	10,223	51,666
	Count of Pop 30 - 34	2,292	12,846	61,921
	Count of Pop 35 - 39	2,220	12,271	59,131
	Count of Pop 40 - 44	2,048	11,113	54,389
	Count of Pop 45 - 59	5,131	26,901	141,404
	Count of Pop 60 - 74	6,238	30,894	138,946
	Count of Pop 75 - 84	2,473	11,646	46,734
	Count of Pop 85+	1,108	4,368	16,066
	% of Pop 0 to 4 years	5.7%	6.2%	6.3%
	% of Pop 0 to 7 years	7.9%	8.6%	8.6%
	% of Pop 5 - 13	9.3%	10.3%	10.6%
	% of Pop 14 - 18	3.9%	4.4%	4.9%
	% of Pop 19 - 22	3.8%	4.2%	4.9%
	% of Pop 22 - 25	2.9%	3.1%	3.7%
	% of Pop 25 - 29	5.8%	6.1%	6.3%
	% of Pop 30 - 34	7.3%	7.7%	7.6%
	% of Pop 35 - 39	7.1%	7.3%	7.2%
	% of Pop 40 - 44	6.5%	6.6%	6.6%
	% of Pop 45 - 59	16.4%	16.1%	17.3%
	% of Pop 60 - 74	19.9%	18.4%	17.0%
	% of Pop 75 - 84	7.9%	7.0%	5.7%
	% of Pop 85+	3.5%	2.6%	2.0%
Median Age	43.2	40.5	39.0	
Average Age	43.9	41.8	40.2	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	6.1%	6.7%	6.6%
	% of Pop 5 - 13	9.9%	10.9%	11.2%
	% of Pop 14 - 18	4.1%	4.6%	5.2%
	% of Pop 19 - 22	4.0%	4.5%	5.1%
	% of Pop 22 - 25	3.0%	3.3%	3.8%
	% of Pop 25 - 29	6.1%	6.2%	6.4%
	% of Pop 30 - 34	7.9%	8.0%	7.8%
	% of Pop 35 - 39	7.5%	7.7%	7.4%
	% of Pop 40 - 44	6.7%	6.8%	6.8%
	% of Pop 45 - 59	16.6%	16.2%	17.3%
	% of Pop 75 - 84	7.0%	6.2%	5.0%
	% of Pop 60 - 74	18.9%	17.3%	16.1%
	% of Pop 85+	2.2%	1.8%	1.3%
	Median Age	41.0	38.8	37.6
Average Age	42.1	40.2	38.9	

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	% of Pop 40 - 44	6.4%	6.4%	6.5%
	% of Pop 45 - 59	16.2%	16.0%	17.2%
	% of Pop 60 - 74	20.8%	19.5%	17.8%
	% of Pop 75 - 84	8.7%	7.7%	6.4%
	% of Pop 85+	4.7%	3.4%	2.6%
	Median Age	45.4	42.3	40.4
Average Age	45.5	43.2	41.4	
Race	Count of White	24,002	117,359	557,601
	Count of Black or African-American	4,054	28,638	137,510
	Count of Asian or Pacific Islander	864	6,067	33,944
	Count of Other races	2,433	15,454	90,191
	White	76.6%	70.1%	68.1%
	Black or African American	12.9%	17.1%	16.8%
	Asian	2.8%	3.6%	4.1%
	Other Races	7.8%	9.2%	11.0%
Language Spoken	Speak English at Home	93.7%	90.7%	89.2%
	Speak Spanish at Home	2.0%	3.3%	5.0%
	Speak French or French Creole at Home	0.2%	0.4%	0.4%
	Speak German at Home	0.4%	0.5%	0.3%
	Speak Other Indo-European Languages at Home	1.6%	1.4%	1.3%
	Speak Russian and Other Slavic Languages at Home	0.1%	0.3%	0.2%
	Speak Chinese at Home	0.7%	0.8%	0.7%
	Speak Korean at Home	0.0%	0.1%	0.2%
	Speak Vietnamese at Home	0.1%	0.4%	0.2%
	Speak Other Asian Languages at Home	0.5%	0.5%	1.0%
	Speak Tagalog and Other Pacific Languages at Home	0.1%	0.2%	0.2%
	Speak Other Language at Home	0.4%	1.3%	1.3%
Hispanic	Hispanic Population	1,699	11,358	72,945
	Hispanic Population Percent	5.4%	6.8%	8.9%
	Mexican	67.0%	62.3%	70.5%
	Puerto Rican	4.1%	5.3%	4.7%
	Cuban	1.7%	2.4%	1.7%
	Dominican	0.0%	0.6%	0.5%
	Central American	8.1%	11.4%	10.7%
	South American	5.4%	8.4%	5.3%
	Other Hispanic	13.7%	9.6%	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)	3.7%	4.1%	4.1%
	American	3.5%	3.8%	3.7%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.3%
	Hawaiian/Pacific Islander	0.0%	0.1%	0.1%
	Asian (percent of total population)	2.7%	3.6%	4.1%
	Chinese	0.6%	0.7%	0.7%
	Japanese	0.1%	0.1%	0.1%
	Korean	0.2%	0.3%	0.3%
	South Central Asian (ie. Indian)	1.0%	1.4%	1.8%
	South East Asian (ie. Vietnamese)	0.7%	0.8%	0.9%
	Other Asian	0.2%	0.3%	0.3%
	European (percent of total population)	53.1%	45.1%	40.7%
	British	9.6%	8.1%	7.7%
	Dutch	0.8%	0.7%	0.7%
	French	1.3%	1.3%	1.3%
	German	15.1%	13.4%	12.6%
	Italian	2.0%	2.1%	1.9%
	Polish	1.4%	1.3%	1.0%
	Scandinavian	2.9%	2.7%	2.4%
	Scotch/Irish	13.4%	10.7%	9.2%
Other European (ie. Greek/Russian)	6.6%	4.8%	4.0%	
Middle Eastern	0.4%	0.8%	0.7%	
Other Ancestry	17.8%	22.4%	23.9%	
Unclassified Ancestry	16.8%	17.3%	17.6%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	23,325	120,262	570,258
	Elementary (0 to 8)	1.3%	1.4%	1.9%
	Some High School (9 to 11)	1.9%	2.5%	3.3%
	High School Graduate (12)	12.0%	16.0%	19.7%
	Some College (13 to 16)	20.7%	20.7%	20.3%
	Associates Degree Only	5.4%	6.3%	7.2%
	Bachelors Degree Only	35.3%	31.9%	28.9%
	Graduate Degree	23.5%	21.1%	18.8%
	% College (4+)	58.7%	53.0%	47.7%
<b>Household Type</b>	Total Households – count	14,620	74,285	345,937
	One Person HHs – count	5,506	25,958	112,773
	Family HHs – count	8,219	42,535	205,071
	Married Couple – count	6,491	32,282	152,385
	w/own children – count	2,192	11,709	59,204
	w/out own children – count	4,299	20,574	93,181
	Male Householder – count	456	2,667	14,394
	Female Householder – count	1,272	7,585	38,292
	Non-Family Households – count	896	5,793	28,093
	1 Person Household	37.7%	34.9%	32.6%
	2 Person Household	36.0%	35.1%	33.7%
	3 Person Household	11.3%	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	0.8%	0.8%	1.0%	
% Households With Children	20.3%	22.4%	25.0%	

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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	15,854	79,985	373,053
	Owner Occupied Percent	58.3%	56.8%	56.3%
	Renter Occupied Percent	33.9%	36.1%	36.5%
	Vacant Housing Percent	7.8%	7.1%	7.3%
	Total Housing Units (Census 2000)	13,917	74,765	318,171
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	9.4%	5.4%	4.3%
	Property Value \$750,000 to \$999,999	9.9%	7.5%	6.8%
	Property Value \$500,000 to \$749,999	18.6%	19.1%	17.3%
	Property Value \$400,000 to \$499,999	12.2%	14.9%	13.6%
	Property Value \$300,000, to \$399,999	16.0%	17.0%	18.1%
	Property Value \$200,000 to \$299,999	18.6%	18.5%	19.4%
	Property Value \$150,000 to \$199,999	5.6%	6.3%	6.6%
	Property Value \$100,000 to \$149,999	2.8%	5.4%	5.9%
	Property Value \$60,000 to \$99,999	0.7%	2.0%	3.1%
	Property Value \$40,000 to \$59,999	0.2%	0.4%	1.3%
	Property Value \$0 to \$39,999	2.0%	1.5%	2.2%
	Median Home Value	\$432,937	\$392,670	\$362,944
<b>Wealth per Household</b>	\$0 and under - percent	16.5%	17.1%	17.4%
	\$1 to \$4999 - percent	7.7%	8.1%	8.3%
	\$5k to \$9999 - percent	4.3%	4.4%	4.5%
	\$10k to \$24999 - percent	6.1%	6.3%	6.3%
	\$25k to \$49999 - percent	6.7%	6.7%	6.7%
	\$50k to \$99999 - percent	10.0%	10.0%	10.0%
	\$100k to \$249999 - percent	18.2%	18.0%	17.9%
	\$250k to \$499999 - percent	13.9%	13.5%	13.3%
	\$500k+ - percent	16.6%	15.8%	15.4%
	Median HH Wealth	\$93,764	\$86,817	\$83,225
	Avg HH Wealth	\$261,749	\$252,041	\$246,915
<b>Economic Viability</b>	Economic Viability Local	292	284	285
	Economic Viability Indexed	108	105	105
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	17,459	90,196	444,110
	Managerial/Executive	24.1%	20.9%	20.7%
	Professional Specialty	33.2%	30.7%	28.3%
	Healthcare Support	2.5%	2.9%	2.6%
	Sales	11.1%	11.0%	10.4%
	Office & Administrative Support	10.5%	10.9%	10.9%
	Protective Service	1.7%	1.6%	1.5%
	Food Preparation	3.1%	4.6%	4.9%
	Building Maintenance & Cleaning	2.0%	2.2%	2.5%
	Personal Care	2.5%	2.7%	2.4%
	Farming, Fishing, & Forestry	0.0%	0.1%	0.1%
	Construction	2.8%	3.7%	5.3%
	Production & Transportation	6.4%	8.6%	10.5%
	Percent White Collar Workers	81.5%	76.5%	72.9%
	Percent Blue Collar Workers	18.5%	23.5%	27.1%

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	Agriculture/Mining/Construction	5.1%	5.1%	5.8%
	Manufacturing	5.5%	6.4%	7.7%
	Transportation	3.4%	4.7%	5.3%
	Information	2.1%	2.4%	2.4%
	Wholesale/Retail	12.4%	11.9%	13.3%
	Finance, Insurance, Real Estate	13.7%	11.4%	9.9%
	Professional Services	16.5%	13.8%	12.4%
	Management Services	0.6%	0.3%	0.1%
	Administrative/Waste Services	2.7%	3.2%	3.6%
	Educational Services	23.1%	24.6%	23.1%
	Entertainment Services	6.7%	8.3%	8.4%
	Other Professional Services	4.3%	4.4%	4.3%
	Public Administration	3.9%	3.6%	3.7%
<b>Vehicles per HH</b>	No Vehicles	5.7%	5.3%	5.9%
	1 Vehicle	36.3%	39.1%	36.2%
	2 Vehicles	41.8%	40.1%	40.2%
	3 or more vehicles	16.2%	15.5%	17.7%
	Average Number of Vehicles	1.74	1.71	1.76
<b>Change</b>	Births (last 12 months)	334	1,913	9,855
	Deaths (last 12 months)	406	1,865	7,823
	Migration (last 12 months)	226	-1,021	-1,675
<b>Work place</b>	Workplace Establishments	2,957	10,667	36,927
	Workplace Employees (FTE)	43,199	128,777	454,163