

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		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	7,957	67,979	200,839
	Population Est 23Q1	7,957	68,105	200,962
	Population Est 22Q4	8,013	68,363	201,353
	Population Est 22Q3	8,030	68,215	201,504
	Population Est 22Q2	8,042	67,996	201,478
	Population Est 22Q1	8,036	67,785	201,123
	Population Est 21Q4	8,058	67,962	201,254
	Population Est 21Q3	8,068	68,006	201,430
	Population Est 21Q2	8,074	67,997	201,414
	Population Fcst	7,759	70,040	202,695
	2010 Census Population	7,585	63,563	192,487
	2000 Census Population	7,799	64,306	195,995
	1990 Census Population	7,569	63,547	191,362
	Current Year Daytime Population	9,209	106,089	260,057
	Average Seasonal Population	98	1,107	3,114
	Historical Annual Growth, 1990 – 2000	0.30%	0.12%	0.24%
	Historical Annual Growth, 2000 – 2010	-0.28%	-0.12%	-0.18%
	Estimated Annual Growth, 2010 – CY	0.34%	0.47%	0.30%
	Projected Annual Growth, CY to Y5	-0.50%	0.60%	0.18%
	Group Qtrs Est	160	1,285	2,643
Transient Est Average Last 4 Qtrs	665	7,555	21,241	
Households	Current Year Estimated Households	4,000	30,808	89,145
	Households Est 23Q1	3,996	30,848	89,157
	Households Est 22Q4	4,030	30,972	89,336
	Households Est 22Q3	4,038	30,867	89,368
	Households Est 22Q2	4,044	30,727	89,326
	Households Est 22Q1	4,040	30,615	89,153
	Households Est 21Q4	4,050	30,646	89,139
	Households Est 21Q3	4,055	30,662	89,201
	Households Est 21Q2	4,058	30,665	89,209
	Households Fcst	3,891	31,848	90,182
	2010 Census Households	3,814	28,673	84,708
	2000 Census Households	3,981	28,467	84,131
	1990 Census Households	3,647	26,817	78,918
	Historical Annual Growth, 1990 – 2000	0.88%	0.60%	0.64%
	Historical Annual Growth, 2000 – 2010	-0.43%	0.07%	0.07%
	Estimated Annual Growth, 2010 – CY	0.33%	0.51%	0.36%
	Projected Annual Growth, CY to Y5	-0.55%	0.67%	0.23%
Population per Household	1.95	2.16	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	2.8%	3.1%	2.7%
	HH Income \$250,000 to \$499,999	3.3%	3.7%	3.3%
	HH Income \$200,000 to \$249,999	7.9%	8.7%	7.7%
	HH Income \$175,000 to \$199,999	4.0%	7.5%	6.3%
	HH Income \$150,000 to \$174,999	6.4%	7.2%	7.2%
	HH Income \$100,000 to 149,999	11.9%	17.6%	18.1%
	HH Income \$75,000 to 99,999	13.4%	12.2%	13.1%
	HH Income \$50,000 to 74,999	17.7%	14.8%	16.0%
	HH Income \$35,000 to 49,999	10.6%	8.9%	9.0%
	HH Income \$25,000 to 34,999	10.2%	5.9%	6.1%
	HH Income \$15,000 to 24,999	6.1%	4.9%	5.0%
	HH Income \$0 to 14,999	5.6%	5.5%	5.5%
	Average Household Income	\$115,492	\$140,388	\$131,608
	Median Household Income	\$74,683	\$94,894	\$90,190
	Per Capita Income	\$58,855	\$64,445	\$58,989
	Average Disposable Income	\$85,511	\$96,725	\$92,964
	Median Disposable Income	\$63,919	\$81,053	\$77,318
	Discretionary HH Income Over \$150,000	9.4%	11.3%	10.0%
	Discretionary HH Income \$125,000 to \$149,999	5.6%	7.9%	6.6%
	Discretionary HH Income \$100,000 to \$124,999	7.7%	10.1%	9.8%
	Discretionary HH Income \$75,000 to \$99,999	8.7%	12.7%	12.6%
	Discretionary HH Income \$50,000 to \$74,999	13.8%	17.2%	18.7%
	Discretionary HH Income \$25,000 to \$49,999	28.2%	21.9%	23.3%
	Discretionary HH Income Under \$25,000	26.6%	18.9%	19.1%
	Average Discretionary HH Income	\$62,142	\$73,349	\$70,314
	Median Discretionary HH Income	\$44,571	\$63,655	\$59,672
	Householder White – Count	2,986	23,755	67,197
	Median HH Income	\$86,983	\$108,762	\$102,881
	Average HH Income	\$101,324	\$112,578	\$109,148
	Householder Black or African-American – Count	705	3,810	11,369
	Median HH Income	\$39,413	\$42,863	\$45,884
	Average HH Income	\$53,323	\$56,471	\$57,985
	Householder Hispanic – Count	85	922	3,455
Median HH Income	\$69,715	\$84,824	\$79,780	
Average HH Income	\$73,031	\$96,055	\$88,334	
Householder Asian or Pacific Islander – Count	90	934	2,811	
Median HH Income	\$142,723	\$105,004	\$99,400	
Average HH Income	\$127,933	\$101,647	\$104,435	
Householder Other or Pacific Islander – Count	134	1,387	4,313	
Median HH Income	\$65,747	\$73,227	\$68,798	
Average HH Income	\$72,002	\$87,805	\$82,682	

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Watts Mill Plaza Kansas City, MO		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Gender	Male Population	3,687	32,452	95,899
	Female Population	4,270	35,527	104,940
Total Population by Age	Count of Pop 0 to 4 years	414	3,878	12,284
	Count of Pop 0 to 7 years	575	5,445	17,141
	Count of Pop 5 - 13	674	6,665	20,571
	Count of Pop 14 - 18	278	2,921	8,662
	Count of Pop 19 - 22	284	2,852	8,340
	Count of Pop 22 - 25	218	2,116	6,122
	Count of Pop 25 - 29	439	3,791	11,509
	Count of Pop 30 - 34	549	4,804	15,194
	Count of Pop 35 - 39	536	4,747	14,863
	Count of Pop 40 - 44	494	4,495	13,443
	Count of Pop 45 - 59	1,273	11,291	33,349
	Count of Pop 60 - 74	1,708	13,165	37,381
	Count of Pop 75 - 84	700	5,124	13,952
	Count of Pop 85+	391	2,130	5,170
	% of Pop 0 to 4 years	5.2%	5.7%	6.1%
	% of Pop 0 to 7 years	7.2%	8.0%	8.5%
	% of Pop 5 - 13	8.5%	9.8%	10.2%
	% of Pop 14 - 18	3.5%	4.3%	4.3%
	% of Pop 19 - 22	3.6%	4.2%	4.2%
	% of Pop 22 - 25	2.7%	3.1%	3.0%
	% of Pop 25 - 29	5.5%	5.6%	5.7%
	% of Pop 30 - 34	6.9%	7.1%	7.6%
	% of Pop 35 - 39	6.7%	7.0%	7.4%
	% of Pop 40 - 44	6.2%	6.6%	6.7%
	% of Pop 45 - 59	16.0%	16.6%	16.6%
	% of Pop 60 - 74	21.5%	19.4%	18.6%
	% of Pop 75 - 84	8.8%	7.5%	6.9%
	% of Pop 85+	4.9%	3.1%	2.6%
Median Age	46.1	42.5	41.1	
Average Age	45.9	43.1	42.0	
Male Population by Age	% of Pop 0 to 4 years	5.7%	6.1%	6.6%
	% of Pop 5 - 13	9.5%	10.3%	10.8%
	% of Pop 14 - 18	3.9%	4.6%	4.6%
	% of Pop 19 - 22	4.0%	4.5%	4.4%
	% of Pop 22 - 25	3.1%	3.3%	3.2%
	% of Pop 25 - 29	6.1%	5.7%	5.8%
	% of Pop 30 - 34	8.0%	7.4%	7.8%
	% of Pop 35 - 39	7.4%	7.3%	7.7%
	% of Pop 40 - 44	6.1%	6.9%	6.9%
	% of Pop 45 - 59	16.2%	16.8%	16.7%
	% of Pop 75 - 84	7.3%	6.7%	6.2%
	% of Pop 60 - 74	20.1%	18.4%	17.4%
	% of Pop 85+	2.6%	2.0%	1.8%
	Median Age	41.9	40.6	39.4
Average Age	42.9	41.5	40.5	

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	% of Pop 0 to 4 years	4.8%	5.3%	5.7%
	% of Pop 5 - 13	7.6%	9.4%	9.7%
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	% of Pop 40 - 44	6.3%	6.4%	6.5%
	% of Pop 45 - 59	15.9%	16.4%	16.5%
	% of Pop 60 - 74	22.6%	20.3%	19.7%
	% of Pop 75 - 84	10.1%	8.3%	7.7%
	% of Pop 85+	6.9%	4.1%	3.3%
	Median Age	50.5	44.3	42.8
Average Age	48.6	44.5	43.4	
Race	Count of White	5,862	52,490	149,197
	Count of Black or African-American	1,375	8,204	27,144
	Count of Asian or Pacific Islander	169	2,026	7,115
	Count of Other races	551	5,259	17,383
	White	73.7%	77.2%	74.3%
	Black or African American	17.3%	12.1%	13.5%
	Asian	2.1%	3.0%	3.5%
	Other Races	6.9%	7.7%	8.7%
Language Spoken	Speak English at Home	94.1%	93.3%	91.4%
	Speak Spanish at Home	2.0%	2.0%	3.1%
	Speak French or French Creole at Home	0.3%	0.3%	0.5%
	Speak German at Home	0.3%	0.4%	0.5%
	Speak Other Indo-European Languages at Home	1.6%	1.7%	1.4%
	Speak Russian and Other Slavic Languages at Home	0.1%	0.2%	0.3%
	Speak Chinese at Home	0.7%	0.7%	0.8%
	Speak Korean at Home	0.0%	0.0%	0.1%
	Speak Vietnamese at Home	0.1%	0.3%	0.3%
	Speak Other Asian Languages at Home	0.4%	0.4%	0.6%
	Speak Tagalog and Other Pacific Languages at Home	0.2%	0.1%	0.2%
	Speak Other Language at Home	0.2%	0.6%	0.9%
Hispanic	Hispanic Population	390	3,483	12,630
	Hispanic Population Percent	4.9%	5.1%	6.3%
	Mexican	64.4%	63.5%	64.3%
	Puerto Rican	2.5%	4.6%	5.0%
	Cuban	2.4%	2.1%	1.9%
	Dominican	0.0%	0.0%	0.6%
	Central American	3.9%	10.9%	11.0%
	South American	4.0%	7.8%	9.3%
	Other Hispanic	22.7%	11.1%	7.9%
	2000 Hispanic Population Percent	2%	3%	3%
	1990 Hispanic Population Percent	1%	2%	2%

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Ancestry	American (percent of total population)	4.0%	4.1%	4.1%
	American	3.7%	3.9%	3.8%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
	Asian (percent of total population)	2.1%	2.9%	3.5%
	Chinese	0.5%	0.6%	0.7%
	Japanese	0.0%	0.1%	0.1%
	Korean	0.1%	0.2%	0.3%
	South Central Asian (ie. Indian)	0.7%	1.1%	1.4%
	South East Asian (ie. Vietnamese)	0.8%	0.7%	0.8%
	Other Asian	0.1%	0.2%	0.2%
	European (percent of total population)	53.3%	52.2%	48.0%
	British	10.1%	9.4%	9.0%
	Dutch	0.6%	0.8%	0.7%
	French	1.4%	1.3%	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	14.4%	12.5%	11.3%
Other European (ie. Greek/Russian)	5.9%	6.1%	5.1%	
Middle Eastern	0.5%	0.4%	0.6%	
Other Ancestry	18.4%	17.2%	20.1%	
Unclassified Ancestry	16.8%	18.0%	17.4%	
Education (Age 25+)	Adult Population (25 Years or Older)	6,090	49,547	144,860
	Elementary (0 to 8)	1.8%	1.1%	1.3%
	Some High School (9 to 11)	1.8%	1.9%	2.3%
	High School Graduate (12)	14.6%	12.0%	14.4%
	Some College (13 to 16)	23.1%	19.6%	18.9%
	Associates Degree Only	4.6%	5.3%	5.7%
	Bachelors Degree Only	31.3%	35.3%	33.6%
	Graduate Degree	22.9%	24.7%	23.7%
	% College (4+)	54.1%	59.9%	57.3%
Household Type	Total Households – count	4,000	30,808	89,145
	One Person HHs – count	1,752	11,009	30,585
	Family HHs – count	1,970	17,576	51,584
	Married Couple – count	1,470	13,874	40,297
	w/own children – count	495	5,061	15,587
	w/out own children – count	975	8,814	24,710
	Male Householder – count	106	938	2,996
	Female Householder – count	394	2,764	8,292
	Non-Family Households – count	278	2,223	6,976
	1 Person Household	43.8%	35.7%	34.3%
	2 Person Household	32.7%	35.8%	35.5%
	3 Person Household	10.3%	12.2%	13.3%
	4 Person Household	8.1%	9.9%	10.4%
	5 Person Household	3.2%	4.2%	4.3%
6 Person Household	1.3%	1.5%	1.5%	
7+ Person Household	0.5%	0.7%	0.7%	
% Households With Children	17.0%	22.3%	23.3%	

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Housing	Total Housing Units	4,366	33,272	96,135
	Owner Occupied Percent	46.8%	61.1%	60.7%
	Renter Occupied Percent	44.8%	31.4%	32.0%
	Vacant Housing Percent	8.4%	7.4%	7.3%
	Total Housing Units (Census 2000)	4,250	29,877	88,225
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	11.7%	9.1%	7.4%
	Property Value \$750,000 to \$999,999	12.0%	10.6%	8.7%
	Property Value \$500,000 to \$749,999	18.3%	19.6%	19.4%
	Property Value \$400,000 to \$499,999	14.4%	11.7%	13.8%
	Property Value \$300,000, to \$399,999	16.4%	15.9%	17.4%
	Property Value \$200,000 to \$299,999	14.7%	18.2%	18.0%
	Property Value \$150,000 to \$199,999	4.1%	4.7%	5.5%
	Property Value \$100,000 to \$149,999	3.2%	2.9%	3.8%
	Property Value \$60,000 to \$99,999	2.4%	1.0%	1.8%
	Property Value \$40,000 to \$59,999	0.0%	0.4%	0.7%
	Property Value \$0 to \$39,999	1.0%	1.8%	1.4%
	Median Home Value	\$457,226	\$444,688	\$410,544
Wealth per Household	\$0 and under - percent	17.6%	16.4%	16.6%
	\$1 to \$4999 - percent	8.7%	7.6%	7.7%
	\$5k to \$9999 - percent	4.7%	4.2%	4.3%
	\$10k to \$24999 - percent	6.4%	6.1%	6.1%
	\$25k to \$49999 - percent	6.7%	6.7%	6.7%
	\$50k to \$99999 - percent	9.8%	10.0%	10.0%
	\$100k to \$249999 - percent	17.7%	18.3%	18.3%
	\$250k to \$499999 - percent	13.2%	14.0%	13.9%
	\$500k+ - percent	15.3%	16.8%	16.5%
	Median HH Wealth	\$80,490	\$95,380	\$93,108
	Avg HH Wealth	\$245,032	\$263,749	\$260,336
Economic Viability	Economic Viability Local	299	284	287
	Economic Viability Indexed	111	105	106
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	4,438	36,609	109,034
	Managerial/Executive	22.9%	24.4%	23.7%
	Professional Specialty	32.5%	32.9%	32.6%
	Healthcare Support	2.5%	2.5%	2.6%
	Sales	12.5%	11.2%	10.8%
	Office & Administrative Support	10.6%	9.5%	9.6%
	Protective Service	2.1%	1.6%	1.3%
	Food Preparation	2.3%	3.5%	4.1%
	Building Maintenance & Cleaning	1.3%	1.7%	2.1%
	Personal Care	3.3%	2.5%	2.6%
	Farming, Fishing, & Forestry	0.1%	0.0%	0.1%
	Construction	2.4%	3.6%	3.5%
	Production & Transportation	7.6%	6.8%	7.1%
	Percent White Collar Workers	81.0%	80.5%	79.3%
	Percent Blue Collar Workers	19.0%	19.5%	20.7%

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	Agriculture/Mining/Construction	3.3%	6.0%	4.8%
	Manufacturing	4.6%	5.8%	6.2%
	Transportation	5.3%	3.5%	4.2%
	Information	2.0%	2.0%	2.4%
	Wholesale/Retail	14.2%	11.7%	11.2%
	Finance, Insurance, Real Estate	13.0%	12.7%	12.0%
	Professional Services	17.5%	15.3%	15.6%
	Management Services	0.2%	0.3%	0.2%
	Administrative/Waste Services	2.3%	2.4%	3.1%
	Educational Services	21.7%	24.7%	24.3%
	Entertainment Services	6.2%	7.3%	7.8%
	Other Professional Services	5.5%	4.4%	4.6%
	Public Administration	4.4%	3.7%	3.6%
Vehicles per HH	No Vehicles	10.1%	5.3%	4.7%
	1 Vehicle	42.2%	36.0%	38.1%
	2 Vehicles	35.1%	42.3%	42.0%
	3 or more vehicles	12.6%	16.4%	15.2%
	Average Number of Vehicles	1.54	1.75	1.73
Change	Births (last 12 months)	76	722	2,244
	Deaths (last 12 months)	119	835	2,247
	Migration (last 12 months)	-33	136	-539
Work place	Workplace Establishments	419	4,558	12,134
	Workplace Employees (FTE)	5,328	61,652	140,461