

Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 38.943466 Longitude: -94.605762

| Watts Mill Plaza Kansas City, MO | | 5.00 Minute Drivetime | 10.00 Minute Drivetime | 20.00 Minute Drivetime |
|-------------------------------------|---------------------------------------|--------------------------|---------------------------|---------------------------|
| Population | Current Year Estimated Population | 31,300 | 167,764 | 832,205 |
| | Population Est 25Q1 | 31,340 | 167,680 | 831,782 |
| | Population Est 24Q4 | 31,314 | 168,034 | 831,142 |
| | Population Est 24Q3 | 31,358 | 168,088 | 829,875 |
| | Population Est 24Q2 | 31,446 | 168,315 | 827,529 |
| | Population Est 24Q1 | 31,421 | 168,202 | 825,410 |
| | Population Est 23Q4 | 31,527 | 168,579 | 824,310 |
| | Population Est 23Q3 | 31,261 | 168,566 | 823,388 |
| | Population Est 23Q2 | 31,095 | 168,270 | 822,785 |
| | Population Fcst | 31,670 | 167,611 | 850,536 |
| | 2010 Census Population | 29,198 | 161,975 | 767,826 |
| | 2000 Census Population | 29,255 | 167,079 | 736,052 |
| | 1990 Census Population | 28,882 | 164,767 | 670,966 |
| | Current Year Daytime Population | 62,688 | 252,531 | 1,016,489 |
| | Average Seasonal Population | 481 | 2,057 | 8,393 |
| | Historical Annual Growth, 1990 – 2000 | 0.13% | 0.14% | 0.93% |
| | Historical Annual Growth, 2000 – 2010 | -0.02% | -0.31% | 0.42% |
| | Estimated Annual Growth, 2010 – CY | 0.48% | 0.24% | 0.56% |
| | Projected Annual Growth, CY to Y5 | 0.24% | -0.02% | 0.44% |
| | Group Qtrs Est | 548 | 2,488 | 10,367 |
| Transient Est Average Last 4 Qtrs | 7,375 | 21,348 | 52,379 | |
| Households | Current Year Estimated Households | 14,680 | 74,215 | 351,123 |
| | Households Est 25Q1 | 14,691 | 74,139 | 350,839 |
| | Households Est 24Q4 | 14,678 | 74,314 | 350,624 |
| | Households Est 24Q3 | 14,700 | 74,340 | 350,090 |
| | Households Est 24Q2 | 14,744 | 74,463 | 349,176 |
| | Households Est 24Q1 | 14,732 | 74,417 | 348,249 |
| | Households Est 23Q4 | 14,785 | 74,566 | 347,817 |
| | Households Est 23Q3 | 14,644 | 74,513 | 347,419 |
| | Households Est 23Q2 | 14,544 | 74,340 | 347,156 |
| | Households Fcst | 14,915 | 74,265 | 358,668 |
| | 2010 Census Households | 13,506 | 71,184 | 318,664 |
| | 2000 Census Households | 13,322 | 71,552 | 301,661 |
| | 1990 Census Households | 12,581 | 67,320 | 269,810 |
| | Historical Annual Growth, 1990 – 2000 | 0.57% | 0.61% | 1.12% |
| | Historical Annual Growth, 2000 – 2010 | 0.14% | -0.05% | 0.55% |
| | Estimated Annual Growth, 2010 – CY | 0.58% | 0.29% | 0.67% |
| | Projected Annual Growth, CY to Y5 | 0.32% | 0.01% | 0.43% |
| Population per Household | 2.09 | 2.23 | 2.34 | |

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

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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 | 3.8% | 3.0% | 2.9% |
| | HH Income \$250,000 to \$499,999 | 4.6% | 3.5% | 3.5% |
| | HH Income \$200,000 to \$249,999 | 10.7% | 8.3% | 8.1% |
| | HH Income \$175,000 to \$199,999 | 6.2% | 5.4% | 5.1% |
| | HH Income \$150,000 to \$174,999 | 7.6% | 6.7% | 6.6% |
| | HH Income \$100,000 to 149,999 | 18.4% | 18.5% | 18.9% |
| | HH Income \$75,000 to 99,999 | 12.7% | 13.2% | 13.0% |
| | HH Income \$50,000 to 74,999 | 13.6% | 15.1% | 15.4% |
| | HH Income \$35,000 to 49,999 | 9.1% | 9.8% | 9.6% |
| | HH Income \$25,000 to 34,999 | 5.6% | 5.8% | 5.7% |
| | HH Income \$15,000 to 24,999 | 3.6% | 4.8% | 4.9% |
| | HH Income \$0 to 14,999 | 4.1% | 5.9% | 6.2% |
| | Average Household Income | \$143,446 | \$125,507 | \$124,929 |
| | Median Household Income | \$102,958 | \$90,446 | \$89,693 |
| | Per Capita Income | \$68,045 | \$56,155 | \$53,124 |
| | Average Disposable Income | \$103,075 | \$93,353 | \$92,574 |
| | Median Disposable Income | \$87,217 | \$77,459 | \$76,914 |
| | Discretionary HH Income Over \$150,000 | 16.1% | 12.0% | 11.5% |
| | Discretionary HH Income \$125,000 to \$149,999 | 7.6% | 6.4% | 6.4% |
| | Discretionary HH Income \$100,000 to \$124,999 | 9.4% | 8.1% | 8.1% |
| | Discretionary HH Income \$75,000 to \$99,999 | 12.5% | 12.2% | 12.6% |
| | Discretionary HH Income \$50,000 to \$74,999 | 17.4% | 17.3% | 17.7% |
| | Discretionary HH Income \$25,000 to \$49,999 | 21.2% | 22.3% | 23.1% |
| | Discretionary HH Income Under \$25,000 | 15.8% | 21.6% | 20.6% |
| | Average Discretionary HH Income | \$81,207 | \$71,391 | \$71,161 |
| | Median Discretionary HH Income | \$69,155 | \$58,459 | \$58,347 |
| | Householder White – Count | 11,414 | 52,460 | 238,556 |
| | Median HH Income | \$116,018 | \$104,856 | \$102,132 |
| | Average HH Income | \$117,637 | \$110,442 | \$108,178 |
| | Householder Black or African-American – Count | 1,913 | 12,107 | 56,464 |
| | Median HH Income | \$51,460 | \$48,891 | \$53,753 |
| | Average HH Income | \$63,459 | \$62,494 | \$66,642 |
| | Householder Hispanic – Count | 401 | 3,375 | 22,368 |
| | Median HH Income | \$101,425 | \$81,651 | \$78,372 |
| Average HH Income | \$100,084 | \$90,698 | \$89,088 | |
| Householder Asian or Pacific Islander – Count | 307 | 2,027 | 11,423 | |
| Median HH Income | \$132,362 | \$104,019 | \$117,030 | |
| Average HH Income | \$121,161 | \$105,971 | \$115,492 | |
| Householder Other or Pacific Islander – Count | 645 | 4,246 | 22,312 | |
| Median HH Income | \$99,207 | \$74,927 | \$82,920 | |
| Average HH Income | \$101,973 | \$87,412 | \$92,971 | |

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|-------------------------------------|---------------------------|--------------------------|---------------------------|---------------------------|
| Gender | Male Population | 14,936 | 79,843 | 402,079 |
| | Female Population | 16,365 | 87,921 | 430,126 |
| Total Population by Age | Count of Pop 0 to 4 years | 1,854 | 10,469 | 52,619 |
| | Count of Pop 0 to 7 years | 2,577 | 14,687 | 72,522 |
| | Count of Pop 5 - 13 | 2,908 | 17,396 | 87,578 |
| | Count of Pop 14 - 18 | 1,193 | 7,452 | 41,296 |
| | Count of Pop 19 - 22 | 1,180 | 7,089 | 40,932 |
| | Count of Pop 22 - 25 | 893 | 5,133 | 30,193 |
| | Count of Pop 25 - 29 | 1,712 | 9,593 | 49,453 |
| | Count of Pop 30 - 34 | 2,397 | 12,911 | 62,838 |
| | Count of Pop 35 - 39 | 2,297 | 12,427 | 60,459 |
| | Count of Pop 40 - 44 | 2,126 | 11,470 | 56,532 |
| | Count of Pop 45 - 59 | 5,032 | 26,714 | 142,122 |
| | Count of Pop 60 - 74 | 6,186 | 30,894 | 142,787 |
| | Count of Pop 75 - 84 | 2,520 | 12,064 | 49,463 |
| | Count of Pop 85+ | 1,002 | 4,153 | 15,933 |
| | % of Pop 0 to 4 years | 5.9% | 6.2% | 6.3% |
| | % of Pop 0 to 7 years | 8.2% | 8.8% | 8.7% |
| | % of Pop 5 - 13 | 9.3% | 10.4% | 10.5% |
| | % of Pop 14 - 18 | 3.8% | 4.4% | 5.0% |
| | % of Pop 19 - 22 | 3.8% | 4.2% | 4.9% |
| | % of Pop 22 - 25 | 2.9% | 3.1% | 3.6% |
| | % of Pop 25 - 29 | 5.5% | 5.7% | 5.9% |
| | % of Pop 30 - 34 | 7.7% | 7.7% | 7.6% |
| | % of Pop 35 - 39 | 7.3% | 7.4% | 7.3% |
| | % of Pop 40 - 44 | 6.8% | 6.8% | 6.8% |
| | % of Pop 45 - 59 | 16.1% | 15.9% | 17.1% |
| | % of Pop 60 - 74 | 19.8% | 18.4% | 17.2% |
| | % of Pop 75 - 84 | 8.1% | 7.2% | 5.9% |
| | % of Pop 85+ | 3.2% | 2.5% | 1.9% |
| Median Age | 42.9 | 40.6 | 39.2 | |
| Average Age | 43.7 | 41.8 | 40.4 | |
| Male Population by Age | % of Pop 0 to 4 years | 6.4% | 6.7% | 6.7% |
| | % of Pop 5 - 13 | 9.9% | 11.0% | 11.1% |
| | % of Pop 14 - 18 | 4.0% | 4.7% | 5.2% |
| | % of Pop 19 - 22 | 4.0% | 4.5% | 5.2% |
| | % of Pop 22 - 25 | 3.0% | 3.2% | 3.8% |
| | % of Pop 25 - 29 | 5.7% | 5.8% | 6.0% |
| | % of Pop 30 - 34 | 8.3% | 8.0% | 7.8% |
| | % of Pop 35 - 39 | 7.8% | 7.8% | 7.5% |
| | % of Pop 40 - 44 | 7.0% | 7.0% | 6.9% |
| | % of Pop 45 - 59 | 16.2% | 16.0% | 17.1% |
| | % of Pop 75 - 84 | 7.2% | 6.4% | 5.2% |
| | % of Pop 60 - 74 | 18.8% | 17.2% | 16.3% |
| | % of Pop 85+ | 1.9% | 1.6% | 1.3% |
| | Median Age | 40.8 | 38.9 | 37.8 |
| Average Age | 41.9 | 40.2 | 39.0 | |

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|-------------------------------------|---|--------------------------|---------------------------|---------------------------|
| | % of Pop 0 to 4 years | 5.5% | 5.8% | 6.0% |
| | % of Pop 5 - 13 | 8.8% | 9.8% | 10.0% |
| | % of Pop 14 - 18 | 3.6% | 4.2% | 4.7% |
| | % of Pop 19 - 22 | 3.6% | 4.0% | 4.7% |
| | % of Pop 22 - 25 | 2.7% | 2.9% | 3.5% |
| | % of Pop 25 - 29 | 5.3% | 5.6% | 5.9% |
| | % of Pop 30 - 34 | 7.1% | 7.5% | 7.3% |
| | % of Pop 35 - 39 | 6.9% | 7.1% | 7.1% |
| | % of Pop 40 - 44 | 6.6% | 6.7% | 6.7% |
| | % of Pop 45 - 59 | 15.9% | 15.8% | 17.0% |
| | % of Pop 60 - 74 | 20.7% | 19.5% | 18.0% |
| | % of Pop 75 - 84 | 8.8% | 7.9% | 6.6% |
| | % of Pop 85+ | 4.4% | 3.2% | 2.5% |
| | Median Age | 44.9 | 42.4 | 40.6 |
| Average Age | 45.3 | 43.2 | 41.6 | |
| Race | Count of White | 23,656 | 115,311 | 558,741 |
| | Count of Black or African-American | 4,127 | 29,993 | 139,892 |
| | Count of Asian or Pacific Islander | 826 | 5,638 | 34,314 |
| | Count of Other races | 2,691 | 16,822 | 99,258 |
| | White | 75.6% | 68.7% | 67.1% |
| | Black or African American | 13.2% | 17.9% | 16.8% |
| | Asian | 2.6% | 3.4% | 4.1% |
| | Other Races | 8.6% | 10.0% | 11.9% |
| Language Spoken | Speak English at Home | 93.7% | 91.1% | 88.8% |
| | Speak Spanish at Home | 2.4% | 3.7% | 5.5% |
| | Speak French or French Creole at Home | 0.3% | 0.4% | 0.4% |
| | Speak German at Home | 0.3% | 0.3% | 0.2% |
| | Speak Other Indo-European Languages at Home | 1.5% | 1.2% | 1.2% |
| | Speak Russian and Other Slavic Languages at Home | 0.2% | 0.3% | 0.3% |
| | 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% | 0.2% | 0.2% |
| | Speak Other Asian Languages at Home | 0.4% | 0.5% | 1.0% |
| | Speak Tagalog and Other Pacific Languages at Home | 0.2% | 0.2% | 0.2% |
| | Speak Other Language at Home | 0.3% | 1.3% | 1.3% |
| Hispanic | Hispanic Population | 1,810 | 12,159 | 78,033 |
| | Hispanic Population Percent | 5.8% | 7.2% | 9.4% |
| | Mexican | 66.4% | 63.9% | 70.7% |
| | Puerto Rican | 3.3% | 3.8% | 4.7% |
| | Cuban | 2.9% | 3.6% | 2.3% |
| | Dominican | 0.0% | 0.6% | 0.7% |
| | Central American | 7.6% | 13.6% | 11.2% |
| | South American | 5.8% | 8.2% | 5.9% |
| | Other Hispanic | 14.1% | 6.3% | 4.6% |
| | 2000 Hispanic Population Percent | 2% | 3% | 4% |
| | 1990 Hispanic Population Percent | 1% | 2% | 2% |

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|-------------------------------------|--|--------------------------|---------------------------|---------------------------|
| Ancestry | American (percent of total population) | 2.8% | 3.3% | 3.4% |
| | American | 2.6% | 3.0% | 3.0% |
| | 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) | 2.0% | 2.8% | 3.5% |
| | Chinese | 0.6% | 0.7% | 0.9% |
| | Japanese | 0.1% | 0.1% | 0.1% |
| | Korean | 0.1% | 0.3% | 0.3% |
| | South Central Asian (ie. Indian) | 0.9% | 1.2% | 1.7% |
| | South East Asian (ie. Vietnamese) | 0.1% | 0.3% | 0.3% |
| | Other Asian | 0.2% | 0.2% | 0.3% |
| | European (percent of total population) | 46.8% | 39.4% | 36.0% |
| | British | 9.5% | 7.7% | 7.3% |
| | Dutch | 0.7% | 0.5% | 0.5% |
| | French | 1.3% | 1.2% | 1.1% |
| | German | 13.2% | 11.5% | 11.1% |
| | Italian | 1.8% | 1.7% | 1.6% |
| | Polish | 1.1% | 1.1% | 0.9% |
| | Scandinavian | 2.6% | 2.3% | 2.0% |
| | Scotch/Irish | 11.4% | 9.3% | 7.9% |
| Other European (ie. Greek/Russian) | 5.3% | 4.0% | 3.5% | |
| Middle Eastern | 0.5% | 0.7% | 0.5% | |
| Other Ancestry | 13.1% | 14.1% | 14.8% | |
| Unclassified Ancestry | 15.0% | 13.8% | 14.8% | |
| Education (Age 25+) | Adult Population (25 Years or Older) | 23,273 | 120,226 | 579,586 |
| | Elementary (0 to 8) | 1.4% | 1.8% | 2.1% |
| | Some High School (9 to 11) | 1.6% | 2.4% | 3.3% |
| | High School Graduate (12) | 12.0% | 16.9% | 19.8% |
| | Some College (13 to 16) | 20.9% | 20.1% | 20.0% |
| | Associates Degree Only | 5.2% | 6.1% | 7.0% |
| | Bachelors Degree Only | 36.2% | 32.3% | 29.0% |
| | Graduate Degree | 22.6% | 20.3% | 18.8% |
| | % College (4+) | 58.8% | 52.6% | 47.8% |
| Household Type | Total Households – count | 14,680 | 74,215 | 351,123 |
| | One Person HHs – count | 5,599 | 25,955 | 114,330 |
| | Family HHs – count | 8,181 | 42,554 | 207,661 |
| | Married Couple – count | 6,533 | 32,562 | 153,934 |
| | w/own children – count | 2,257 | 11,984 | 60,338 |
| | w/out own children – count | 4,276 | 20,578 | 93,596 |
| | Male Householder – count | 446 | 2,704 | 14,732 |
| | Female Householder – count | 1,202 | 7,288 | 38,996 |
| | Non-Family Households – count | 900 | 5,706 | 29,132 |
| | 1 Person Household | 38.1% | 35.0% | 32.6% |
| | 2 Person Household | 35.9% | 35.0% | 33.6% |
| | 3 Person Household | 11.2% | 13.1% | 14.3% |
| | 4 Person Household | 8.9% | 10.2% | 11.5% |
| | 5 Person Household | 3.8% | 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 | 20.0% | 23.1% | 25.4% | |

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|--|---|--------------------------|---------------------------|---------------------------|
| Housing | Total Housing Units | 15,909 | 79,996 | 378,810 |
| | Owner Occupied Percent | 57.3% | 56.5% | 56.4% |
| | Renter Occupied Percent | 35.0% | 36.2% | 36.3% |
| | Vacant Housing Percent | 7.7% | 7.2% | 7.3% |
| | Total Housing Units (Census 2000) | 14,028 | 75,144 | 320,569 |
| Home Value (Owner Occupied) | Property Value \$1,000,000 or more | 9.9% | 5.4% | 4.3% |
| | Property Value \$750,000 to \$999,999 | 9.9% | 8.5% | 8.1% |
| | Property Value \$500,000 to \$749,999 | 18.2% | 20.3% | 17.9% |
| | Property Value \$400,000 to \$499,999 | 11.3% | 15.0% | 14.2% |
| | Property Value \$300,000, to \$399,999 | 17.5% | 15.9% | 17.7% |
| | Property Value \$200,000 to \$299,999 | 18.1% | 17.1% | 18.1% |
| | Property Value \$150,000 to \$199,999 | 5.7% | 6.5% | 6.3% |
| | Property Value \$100,000 to \$149,999 | 3.3% | 5.6% | 5.4% |
| | Property Value \$60,000 to \$99,999 | 0.9% | 2.0% | 2.9% |
| | Property Value \$40,000 to \$59,999 | 0.4% | 0.5% | 1.2% |
| | Property Value \$0 to \$39,999 | 1.2% | 1.4% | 2.3% |
| | Median Home Value | \$425,040 | \$407,140 | \$377,027 |
| Wealth per Household | \$0 and under - percent | 16.6% | 17.1% | 17.3% |
| | \$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% | 6.8% | 6.8% |
| | \$50k to \$99999 - percent | 10.0% | 10.1% | 10.1% |
| | \$100k to \$249999 - percent | 18.2% | 18.1% | 18.0% |
| | \$250k to \$499999 - percent | 13.9% | 13.5% | 13.4% |
| | \$500k+ - percent | 16.5% | 15.7% | 15.4% |
| | Median HH Wealth | \$93,151 | \$86,662 | \$83,743 |
| | Avg HH Wealth | \$260,602 | \$251,205 | \$247,121 |
| Economic Viability | Economic Viability Local | 304 | 295 | 297 |
| | Economic Viability Indexed | 110 | 107 | 107 |
| Occupation (Employed Civilians Age 16+) | Employed Civilian Pop 16+ by Occupation | 17,371 | 90,121 | 447,842 |
| | Managerial/Executive | 24.5% | 20.3% | 21.2% |
| | Professional Specialty | 35.0% | 31.5% | 29.1% |
| | Healthcare Support | 2.1% | 2.9% | 2.6% |
| | Sales | 11.1% | 10.9% | 10.0% |
| | Office & Administrative Support | 9.3% | 10.7% | 10.5% |
| | Protective Service | 2.1% | 1.8% | 1.5% |
| | Food Preperation | 2.5% | 4.4% | 4.7% |
| | Building Maintenance & Cleaning | 1.6% | 2.0% | 2.4% |
| | Personal Care | 2.2% | 2.6% | 2.3% |
| | Farming, Fishing, & Forestry | 0.1% | 0.0% | 0.1% |
| | Construction | 3.0% | 3.9% | 5.2% |
| | Production & Transportation | 6.4% | 8.9% | 10.4% |
| | Percent White Collar Workers | 82.0% | 76.3% | 73.4% |
| | Percent Blue Collar Workers | 18.0% | 23.7% | 26.6% |

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|-------------------------------------|---------------------------------|--------------------------|---------------------------|---------------------------|
| | Agriculture/Mining/Construction | 5.4% | 5.4% | 5.9% |
| | Manufacturing | 5.9% | 6.7% | 8.0% |
| | Transportation | 3.5% | 4.8% | 5.3% |
| | Information | 2.6% | 2.4% | 2.4% |
| | Wholesale/Retail | 11.6% | 11.9% | 13.2% |
| | Finance, Insurance, Real Estate | 14.5% | 11.0% | 9.8% |
| | Professional Services | 15.9% | 13.2% | 12.5% |
| | Management Services | 0.1% | 0.1% | 0.1% |
| | Administrative/Waste Services | 2.4% | 3.3% | 3.6% |
| | Educational Services | 23.8% | 25.2% | 23.3% |
| | Entertainment Services | 6.6% | 8.3% | 8.1% |
| | Other Professional Services | 4.2% | 4.1% | 4.2% |
| | Public Administration | 3.7% | 3.5% | 3.6% |
| Vehicles per HH | No Vehicles | 5.6% | 5.7% | 6.0% |
| | 1 Vehicle | 36.8% | 39.0% | 36.7% |
| | 2 Vehicles | 41.7% | 40.1% | 39.9% |
| | 3 or more vehicles | 15.9% | 15.3% | 17.4% |
| | Average Number of Vehicles | 1.73 | 1.70 | 1.75 |
| Change | Births (last 12 months) | 313 | 1,796 | 9,418 |
| | Deaths (last 12 months) | 389 | 1,816 | 7,843 |
| | Migration (last 12 months) | -46 | -453 | 3,386 |
| Work place | Workplace Establishments | 2,850 | 10,712 | 37,065 |
| | Workplace Employees (FTE) | 39,880 | 122,285 | 431,891 |