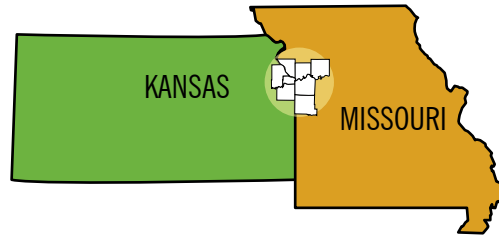




# Regional Data SNAPSHOT

A Summary of Important Facts about the Greater Kansas City Area



The Mid-America Regional Council (MARC) serves as the association of city and county governments and metropolitan planning agency for the bistate Kansas City region.

MARC provides a forum for local governments to work together to advance the social, economic and environmental progress of the Kansas City metropolitan area. It is a public, non-profit agency governed by a 30-member board of local elected officials.

MARC's efforts are focused primarily in five areas: planning for efficient regional transportation systems; enhancing emergency response capabilities; protecting the environment; supporting local governments; and ensuring quality services to young children and the elderly.

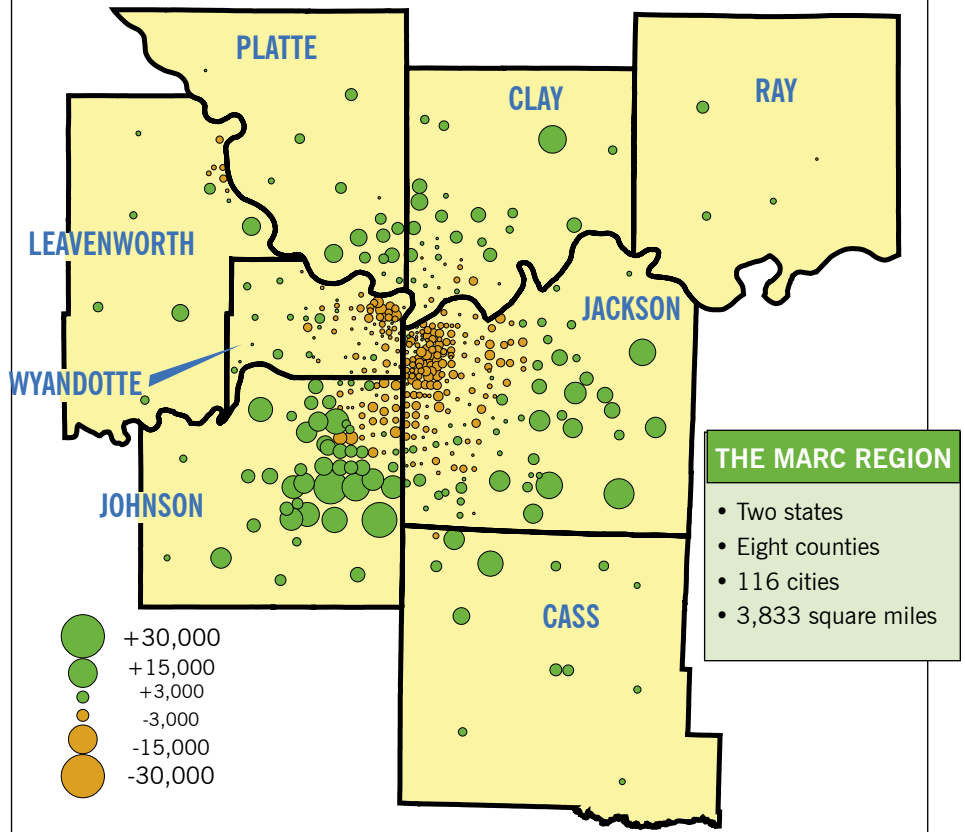
MARC's Research Services department collects data, provides analysis, creates forecasts and provides mapping services to local governments and other public service agencies.



Mid-America Regional Council  
600 Broadway, Suite 300  
Kansas City, MO 64105-1554  
Phone 816/474-4240  
Fax 816/421-7758  
www.marc.org

September 2005

## Population Change 1970-2000



Source: US Census Bureau

2004 POPULATION	
Cass	91,593
Clay	197,588
Jackson	660,095
Johnson	496,691
Leavenworth	72,439
Platte	80,967
Ray	23,937
Wyandotte	156,487
MARC Region	1,779,797

Source: US Census Bureau

Unless otherwise noted, the data in this report is provided for the eight counties that make up the MARC region. However, some data is only available for the Metropolitan Statistical Area (MSA), which is a larger area defined by the U.S. Office of Management and Budget. The 2000 MSA boundaries included Miami County, Kan., and Lafayette County and Clinton County, Mo. In 2003, Franklin and Linn counties in Kansas and Caldwell and Bates counties in Missouri were added to the Kansas City MSA. Where MSA data is used instead of the eight-county data, it is clearly identified as such.



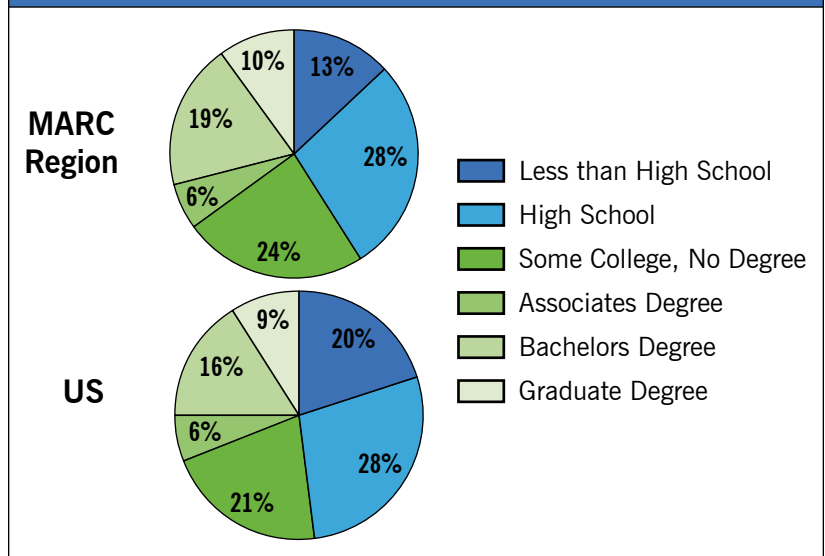
# OUR PEOPLE

## POPULATION BY RACE

	Number	Percent	US Percent
White, Non-Hispanic	1,358,527	76.3%	67.4%
Black, Non-Hispanic	232,840	13.12%	12.2%
American Indian	7,520	0.4%	0.8%
Asian	35,713	2.0%	4.1%
Native Hawaiian/Pacific Islander	1,978	0.1%	0.1%
Two or more races, Non-Hispanic	26,657	1.5%	1.3%
Hispanic/Latino	116,562	6.5%	14.1%
Total	1,779,797	100%	100%

Source: US Census Bureau, 2004 Population Estimates

## EDUCATIONAL ATTAINMENT



Source: US Census Bureau

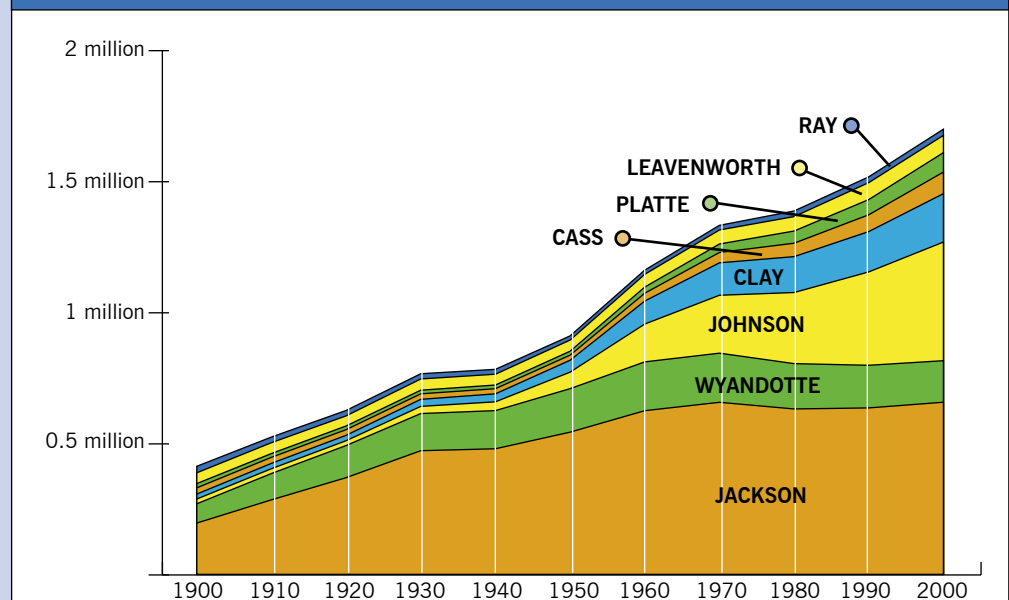
The region has seen steady, consistent growth in recent decades and is now approaching 1.8 million people. Jackson County, Mo., is the region's largest county, with just over 660,000 residents, while Johnson County, Kan., has been the fastest growing, with an increase in population of more than 80 percent since 1980.

As the region's population continues to grow, counties surrounding the urban core are also seeing significant growth in numbers. Population in the Northland (Platte and Clay counties) has increased by 52 percent since 1980, while Cass County, Mo., grew by 79 percent over the same period. Ray County, Mo. remains largely rural, and Wyandotte County, Kan., has experienced slight population declines in recent decades.

Overall education levels are higher in the Kansas City area than the national average, with 35 percent of the region's population holding associates or higher degrees, compared to 31 percent nationally.

The region's median annual household income exceeds the national average by about \$4,200. Geographically, households with higher median incomes are generally concentrated in older suburbs in Johnson County and the high-growth areas outside the urban core.

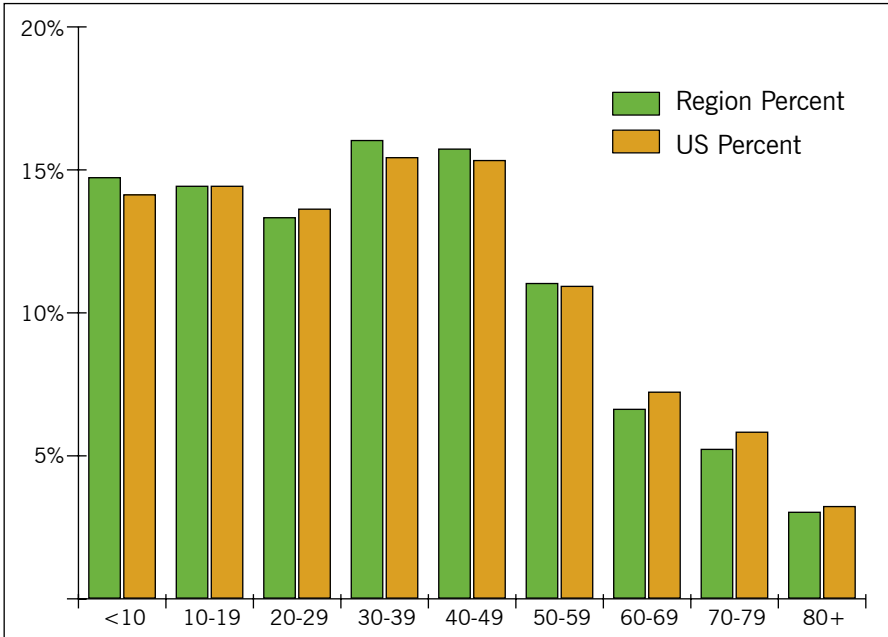
## POPULATION TRENDS BY COUNTY COMPONENTS



Source: US Census Bureau

# A Snapshot of Regional Data for Greater Kansas City

## POPULATION BY AGE

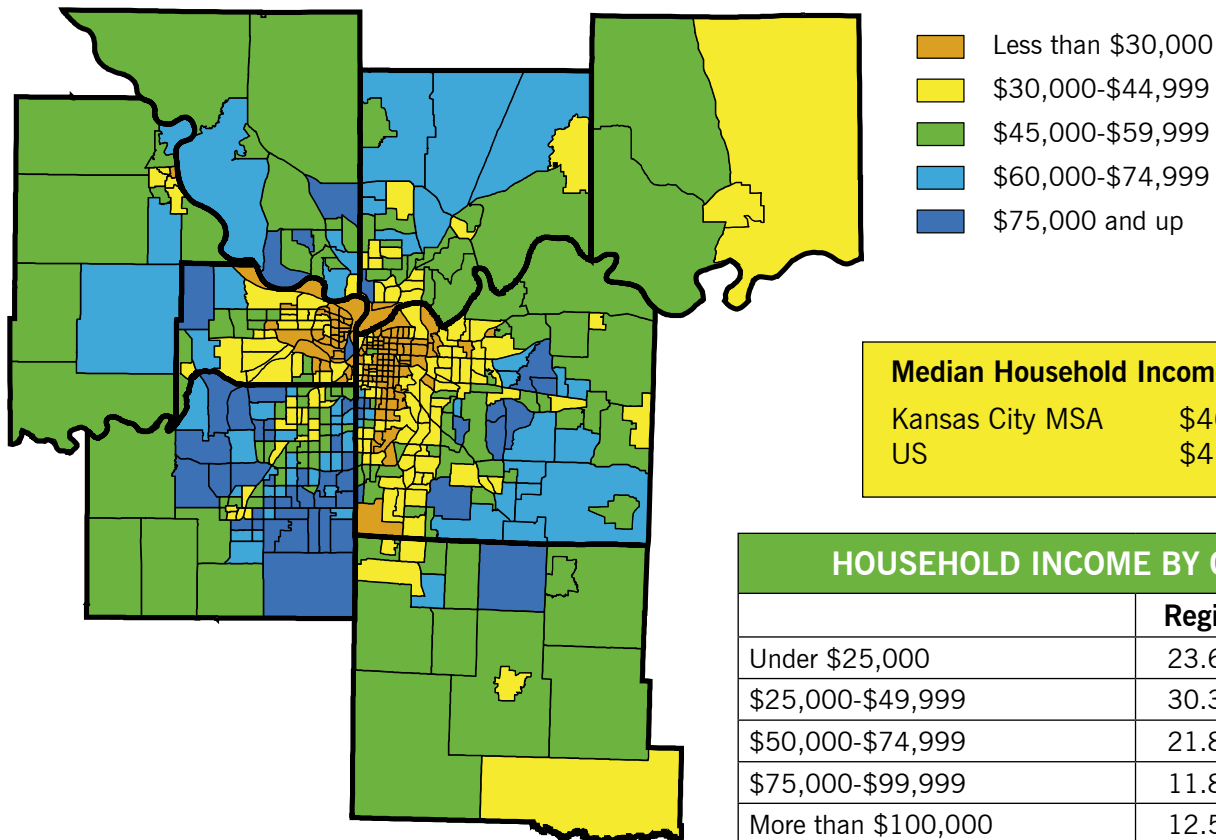


POPULATION BY AGE (MARC REGION)	
< 10	249,124
10-19	244,390
20-29	225,970
30-39	271,084
40-49	266,546
50-59	187,258
60-69	112,247
70-79	88,610
80+	50,543

Source: US Census Bureau

## HOUSEHOLD INCOME BY CENSUS TRACT

### MEDIAN HOUSEHOLD INCOME BY LOCATION



#### Median Household Income:

Kansas City MSA	\$46,194
US	\$41,994

### HOUSEHOLD INCOME BY GROUP

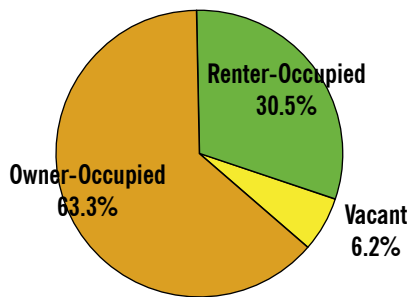
	Region	US
Under \$25,000	23.6%	28.7%
\$25,000-\$49,999	30.3%	29.3%
\$50,000-\$74,999	21.8%	19.5%
\$75,000-\$99,999	11.8%	10.2%
More than \$100,000	12.5%	12.3%

Source: US Census Bureau



# OUR HOMES

## HOUSING STOCK



HOUSING UNITS (MARC REGION)	
Occupied Units	664,382
Owner Occupied	448,623
Renter Occupied	215,759
Vacant Units	43,934
Total Housing Units	708,316

## AGE OF HOUSING UNITS

	Total Units	Percent
Built prior to 1940	88,154	12.4%
Built 1940-1949	50,618	7.1%
Built 1950-1959	102,096	14.4%
Built 1960-1969	111,699	15.8%
Built 1970-1979	128,224	18.1%
Built 1980-1989	107,164	15.1%
Built 1990-April 2000	120,361	17.0%

Source: US Census Bureau

The Greater Kansas City area offers a wide array of housing options, from newly converted downtown lofts to older neighborhoods in the region's "first suburbs" to new developments in fast-growing outer-ring suburbs.

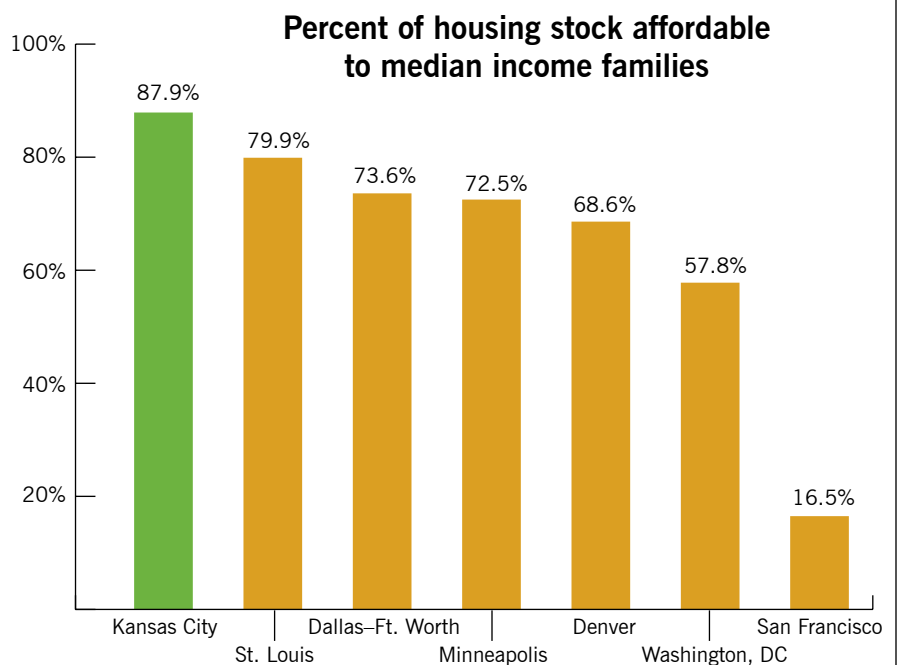
In comparison to other large metro areas, Kansas City's housing options are still highly affordable, with almost 90 percent of the region's housing stock affordable to median-income families and a median home value of \$105,568.

Since 2000, building permits for single family homes in the region have increased by 38 percent, although the growth rate is slowing in 2005. This rapid growth comes with challenges, such as increasing new home prices, sprawl, the loss of natural resources and the need for more effective public transit.

MARC coordinates many regional initiatives that are addressing these challenges, including:

- Creating Quality Places, a set of guiding principles for quality development
- A Natural Resources Inventory, which provides planners and developers with detailed maps of natural assets and ecological features
- Smart Moves, a regional plan for improved transit
- The First Suburbs Coalition
- MetroGreen, an interconnected system of trails and greenways.

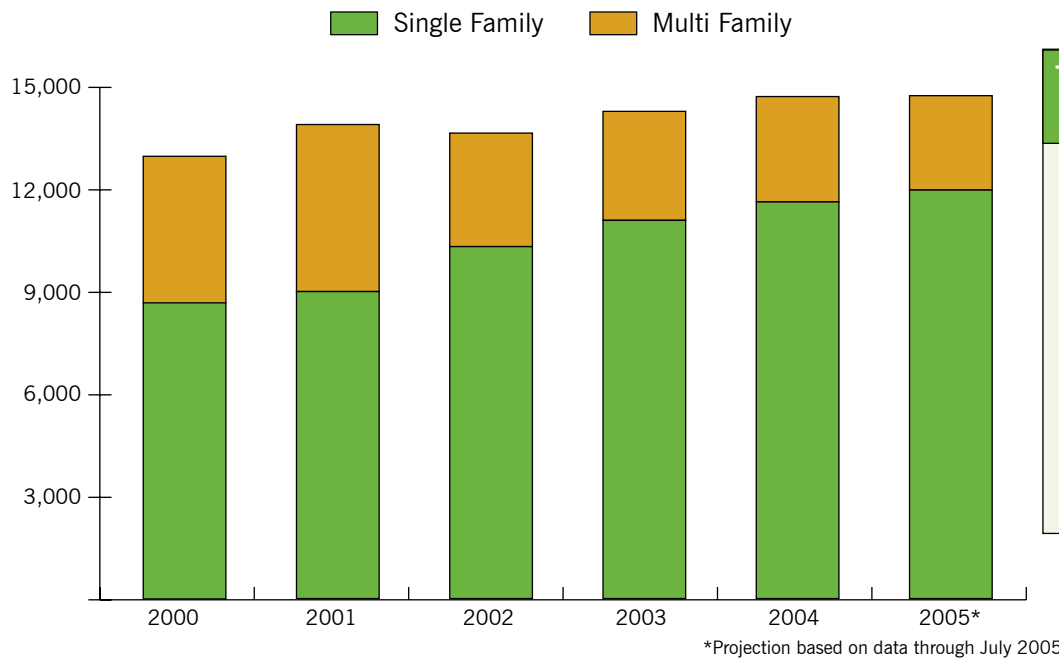
## HOUSING OPPORTUNITY INDEX



Source: National Association of Home Builders

# A Snapshot of Regional Data for Greater Kansas City

## BUILDING PERMITS ISSUED BY YEAR

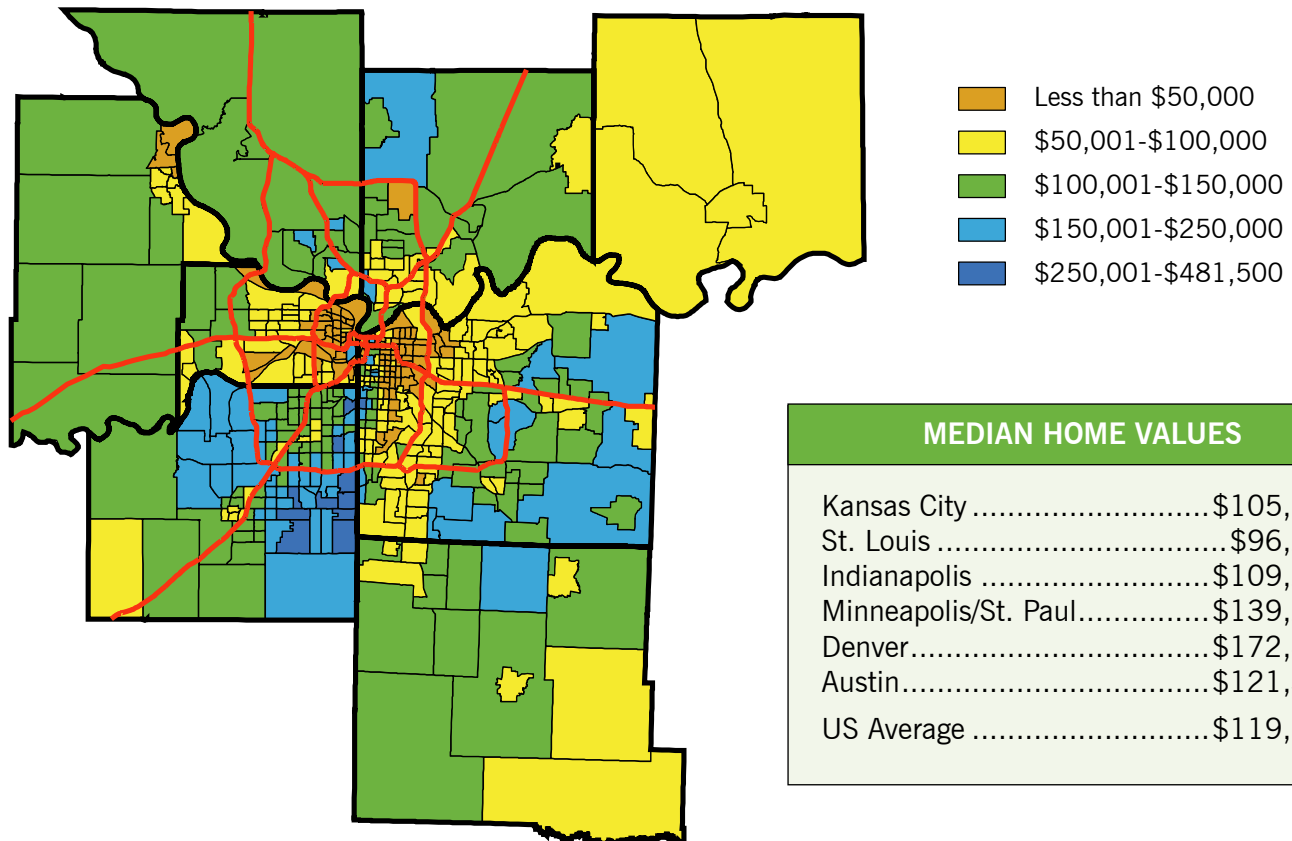


### TOTAL PERMITS ISSUED BY COUNTY, 2004

Cass .....	1,059
Clay .....	2,233
Jackson .....	3,993
Johnson .....	4,319
Leavenworth .....	576
Platte .....	768
Ray .....	159
Wyandotte .....	693

Source: Home Builders Association of Greater Kansas City

## MEDIAN HOME VALUES BY LOCATION BY CENSUS TRACT

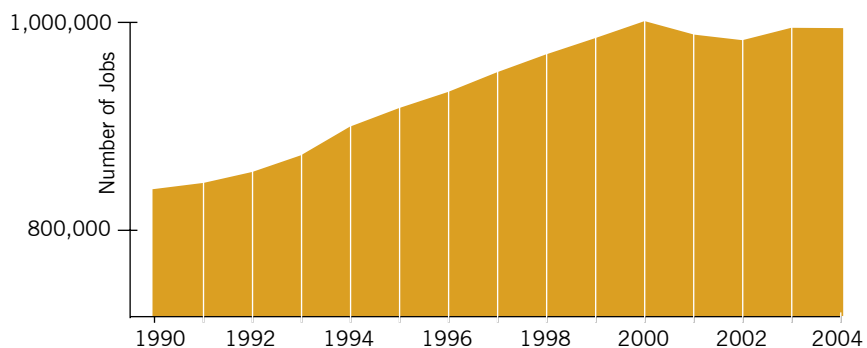


Source: US Census Bureau



# OUR JOBS

## ANNUAL EMPLOYMENT (MSA)



Source: US Bureau of Labor Statistics

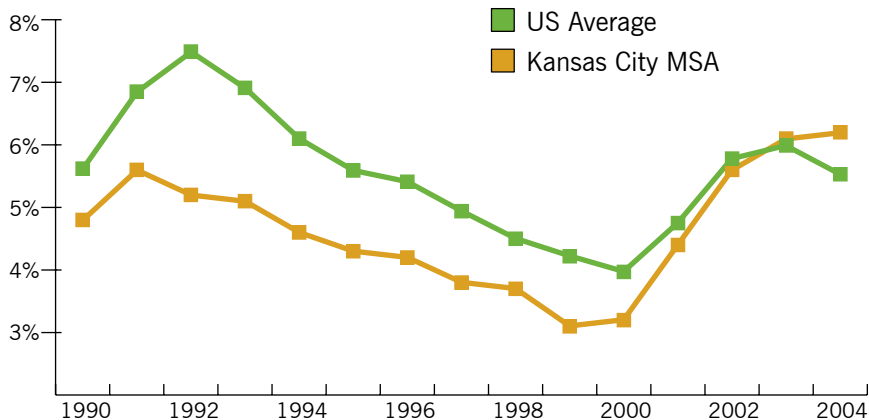
The Kansas City economy closely mirrors that of the nation, but there are a few key differences. The area generally experiences solid, middle-of-the-road economic performance, without extremely high peaks or low valleys.

The region's central location makes it a transportation hub, with the junction of several major interstates and the second largest rail center in the country.

Telecommunications is also a key economic sector for the area. Sprint is the region's largest private employer. Even after its merger with Nextel, Sprint plans to keep most of its employees in the Kansas City area, giving the region a larger than average share of employment in the information industry.

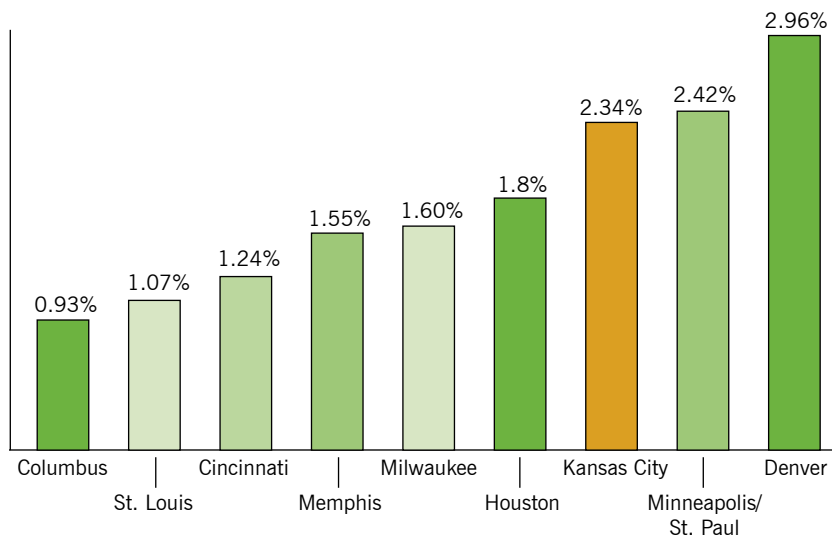
The location quotient (chart, top right) measures the strength of each regional industry relative to the national average. A quotient greater than 1.0 indicates industries with above average concentration in the region, while a quotient less than 1.0 indicates the opposite. Industries with quotients above 1.25 are "export" industries that bring money into the area. A location quotient of less than 0.75 indicates an "import" industry, where money flows out of the region as people purchase those goods or services elsewhere.

## UNEMPLOYMENT RATES (MSA)



Source: US Bureau of Labor Statistics

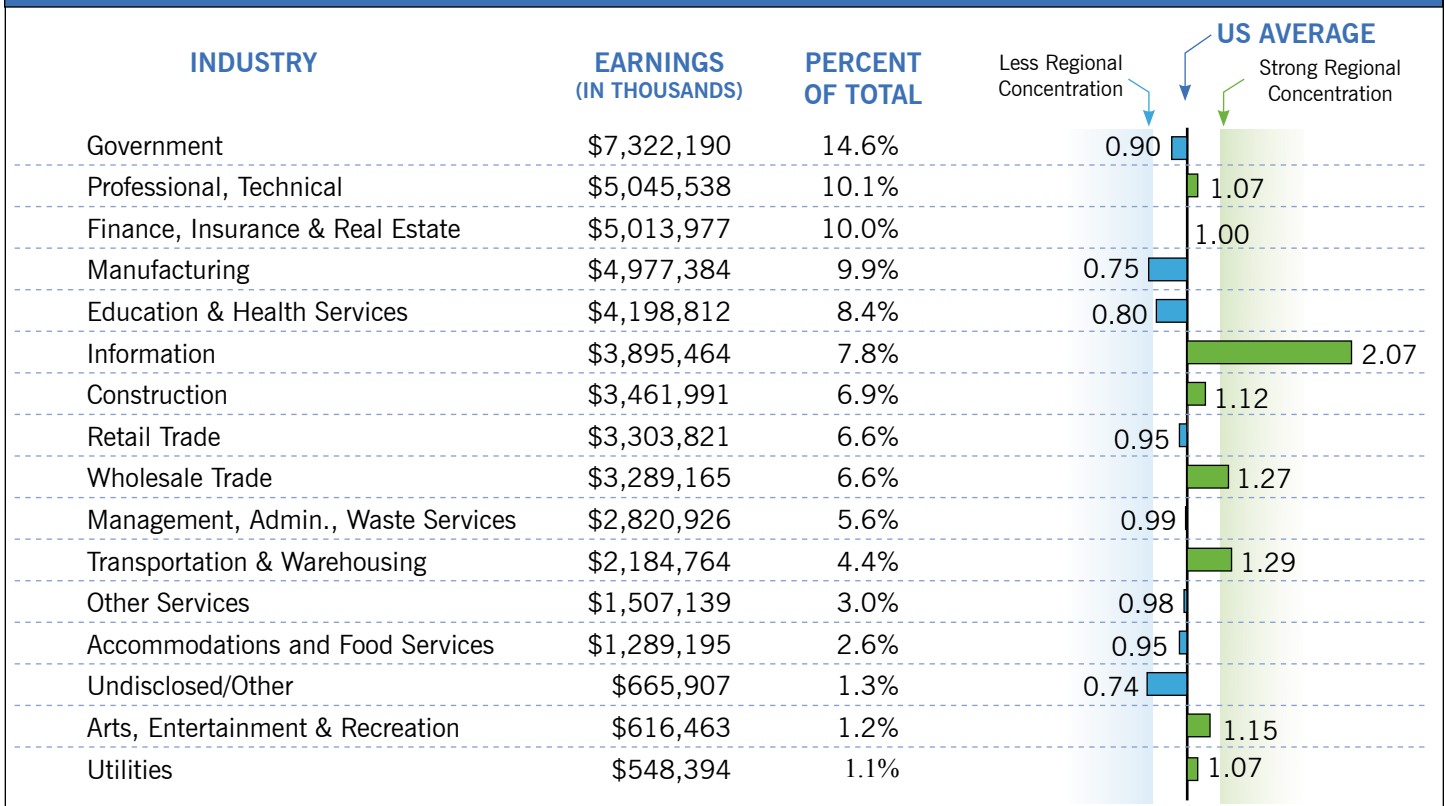
## EMPLOYMENT GROWTH (MSA) JUNE 2003-JUNE 2005



Source: US Bureau of Labor Statistics

# A Snapshot of Regional Data for Greater Kansas City

## EARNINGS BY INDUSTRY AND LOCATION QUOTIENT (MSA)

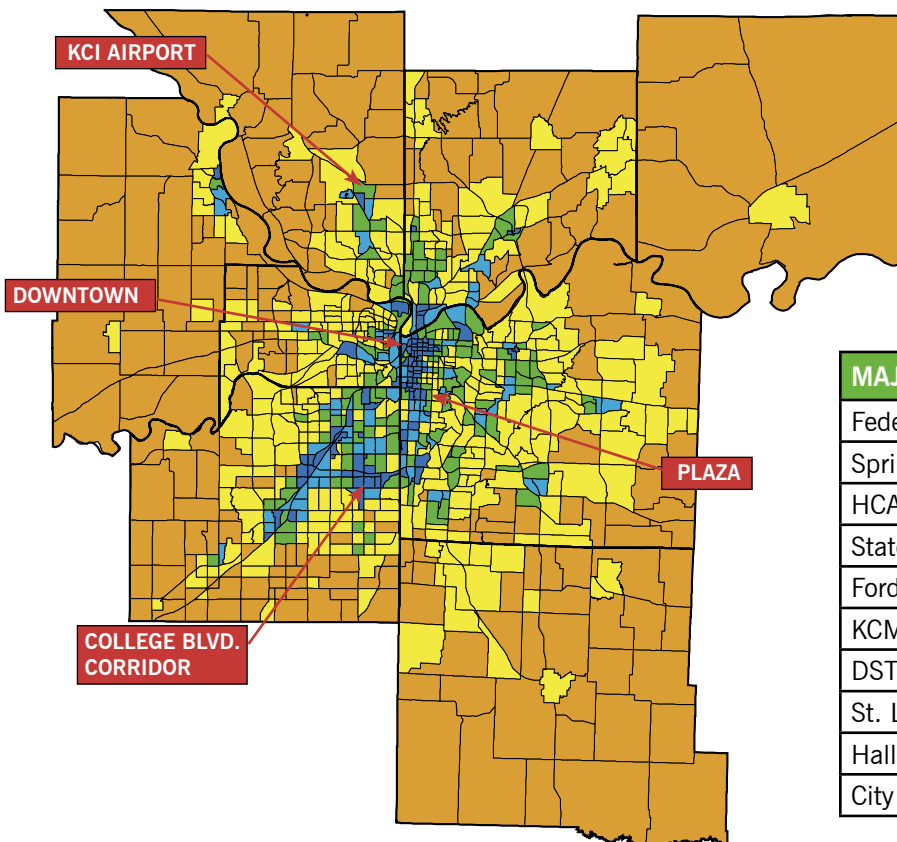


Source: US Bureau of Economic Analysis

## EMPLOYMENT BY TRANSPORTATION ANALYSIS ZONE

Employees per square mile

- 0-50
- 50.1-730
- 730.1-1,500
- 1,500.1-3,000
- 3,000.1-109,284



MAJOR EMPLOYERS	# OF EMPLOYEES
Federal Government	29,724
Sprint Corporation	16,300
HCA-Midwest Division	7,326
State of Missouri	6,723
Ford Motor Company	5,874
KCMO School District	5,685
DST Systems	5,100
St. Luke's Health System	4,633
Hallmark Cards	4,500
City of Kansas City, MO	4,400

Source: Kansas City Business Journal, March 18, 2005

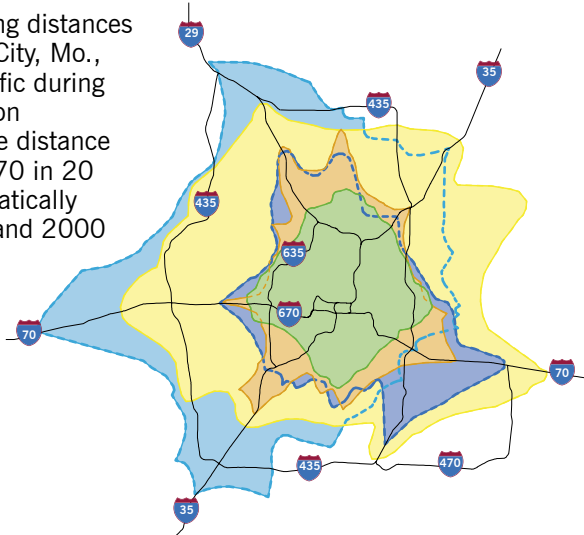


# OUR LAND

## HISTORICAL TRAVEL TIMES

Average 20-minute driving distances from downtown Kansas City, Mo., measuring **outbound** traffic during the morning and afternoon rush hours. Note how the distance one can travel east on I-70 in 20 minutes decreased dramatically between 1993 (yellow) and 2000 (light blue dotted line).

- 1957
- 1977
- 1987
- 1993
- 2000



Source: MARC, Regional Travel Time Study

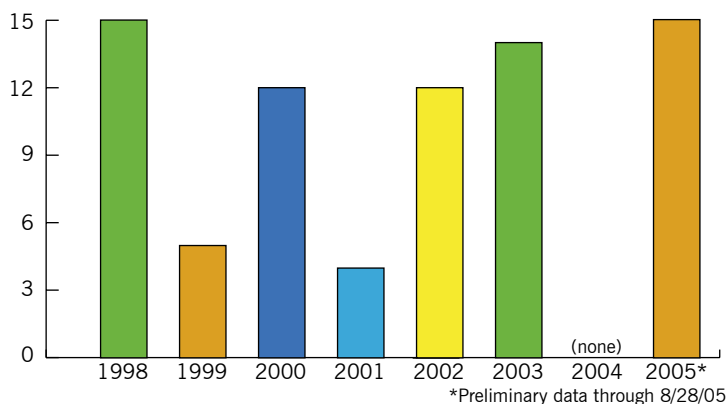
In the heart of the Great Plains, the Kansas City region is surrounded by plentiful, inexpensive land. This has produced a relatively low-density pattern of development, with the region's developed land area growing much faster than its population. By 2030, the amount of developed land is expected to increase by about 260,000 acres, roughly equivalent to the size of Clay County.

This low-density development pattern encourages the region's 20 percent higher than average auto travel rate. While traffic congestion remains moderate, it is increasing in some parts of town. For example, between 1993 and 2000, the distance rush-hour commuters were able to travel to the east from downtown Kansas City in 20 minutes shrank by more than half.

More people traveling longer distances on more congested roads makes keeping the region's air clean a growing challenge. Thanks to an exceptionally mild summer in 2004, the Kansas City region is now in attainment of the EPA's air quality standards. But 2005 marked the return to more normal temperatures and the region's clean air status may be threatened in the future.

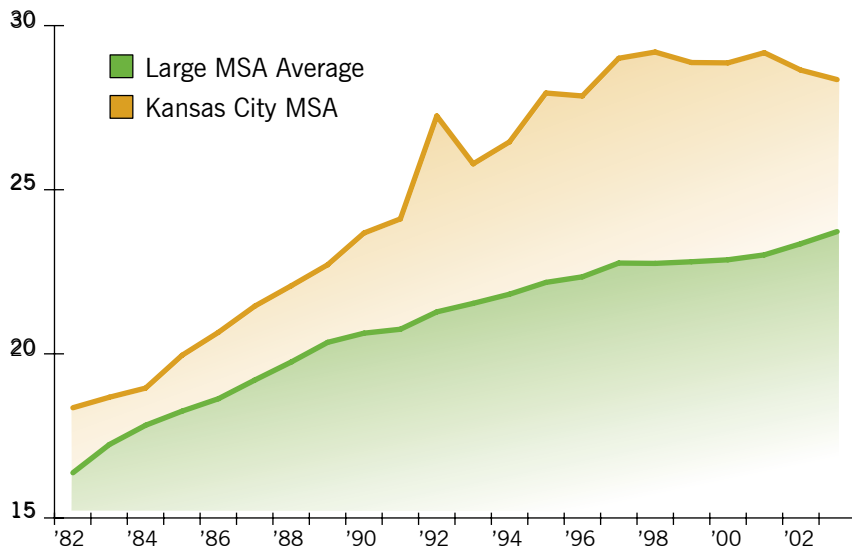
Through a wide variety of initiatives, MARC is working with many community partners to ensure that the region can continue to grow while maintaining a high quality of life for residents.

## DAYS AIR QUALITY EXCEEDED FEDERAL STANDARDS



Source: MARC Air Quality Program

## DAILY VEHICLE MILES TRAVELED PER CAPITA



Source: Texas Transportation Institute