

The FullInsite Report

Prepared for: Sample
Study area: 1 mi Radius from 626 West 40th Street, Kansas City, Missouri 64111, United States

Base State: KS,MO
Current Year Estimate: 2019
5 Year Projection: 2024
10 Year Forecast: 2029
Date: 11/10/2019
Semi-Annual Projection: Spring

About the FullInsite Report

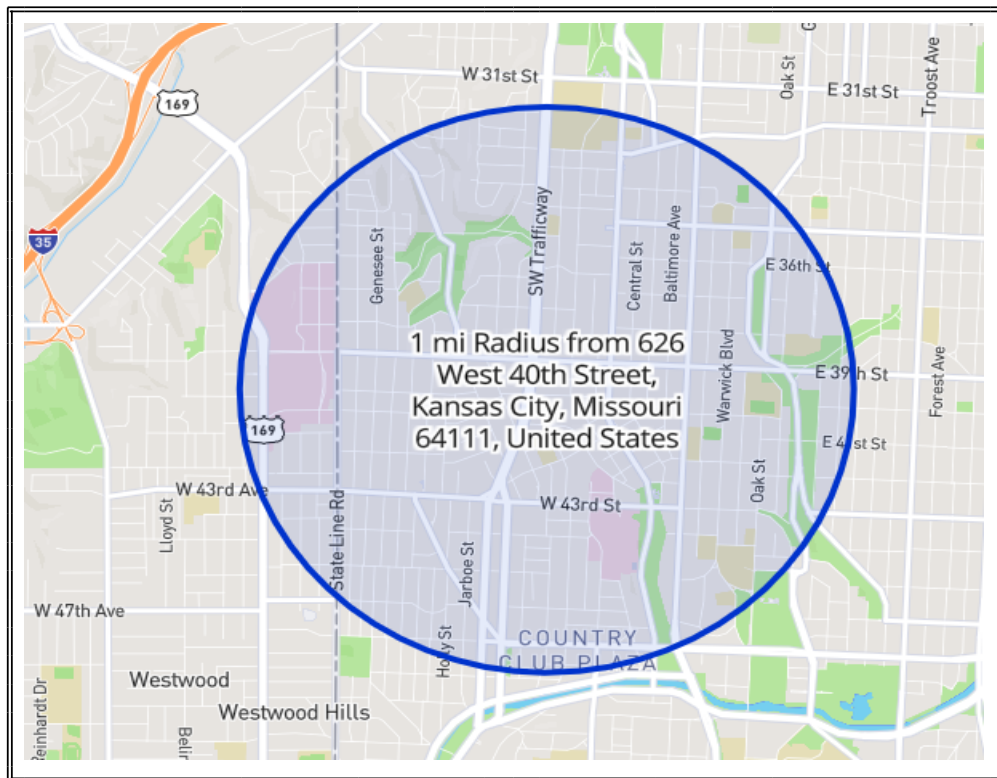
The FullInsite report is designed to provide an extensive demographic portrait of a user defined geographic area. The FullInsite integrates the full array of 2010 Census Data, the latest American Community Survey data and the new Experian Mosaic cluster system!

The FullInsite report is divided into three sections, each providing a different approach to the data. Careful consideration is given to readability and graphic treatment. The hope is that the information it presents will be more accessible to the reader.

Three Sections

- The **StoryView** Report presents 9 demographic indicators of your study area.
- The **TrendView** provides four graphs that reflect the more significant demographic trends that will shape the study area in the 5 to 10 year future.
- The **ThemeView** Report provides a wealth of demographic detail across six themes: People, Households, Families, Diversity, Housing and Work.

THE STUDY AREA



More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

StoryView

Significant Demographic Indicators of the Study Area's Story

1	Population Change In the 10 year future, how is the population in this area expected to change? <small>(See the Population Theme)</small>	<table border="1"> <tr> <td>Significant Decline</td> <td>Moderate Decline</td> <td>Little Change</td> <td>Moderate Growth</td> <td>Significant Growth</td> </tr> </table>	Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth
Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth			
2	Household Change In the 10 year future, how are the households in this area expected to change? <small>(See Households Theme)</small>	<table border="1"> <tr> <td>Significant Decline</td> <td>Moderate Decline</td> <td>Little Change</td> <td>Moderate Increase</td> <td>Significant Increase</td> </tr> </table>	Significant Decline	Moderate Decline	Little Change	Moderate Increase	Significant Increase
Significant Decline	Moderate Decline	Little Change	Moderate Increase	Significant Increase			
3	Families with Children Compared to the state, are families with children more or less likely to live in two parent households? <small>(See Families Theme)</small>	<table border="1"> <tr> <td>Significantly Less</td> <td>Somewhat Less</td> <td>About the Same</td> <td>Somewhat More</td> <td>Significantly More</td> </tr> </table>	Significantly Less	Somewhat Less	About the Same	Somewhat More	Significantly More
Significantly Less	Somewhat Less	About the Same	Somewhat More	Significantly More			
4	Adult Educational Attainment For this area, what is the general level of education of the adults 25 and older? <small>(See the People Theme)</small>	<table border="1"> <tr> <td>Very Low</td> <td>Low</td> <td>Mixed</td> <td>High</td> <td>Very High</td> </tr> </table>	Very Low	Low	Mixed	High	Very High
Very Low	Low	Mixed	High	Very High			
5	Community Diversity Index How diverse is the racial/ethnic mix of this area? <small>(See the Diversity Theme)</small>	<table border="1"> <tr> <td>Very Homogeneous</td> <td>Homogeneous</td> <td>Moderately Diverse</td> <td>Very Diverse</td> <td>Extremely Diverse</td> </tr> </table>	Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse			
6	Median Family Income How does the median family income compare to the state for this area? <small>(See the Income Theme)</small>	<table border="1"> <tr> <td>Significantly Less</td> <td>Somewhat Less</td> <td>About the Same</td> <td>Somewhat Greater</td> <td>Significantly Greater</td> </tr> </table>	Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater
Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater			
7	Poverty Compared to the state, are the number of families in poverty above or below the state average? <small>(See the Families Theme)</small>	<table border="1"> <tr> <td>Significantly Below</td> <td>Somewhat Below</td> <td>About the Same</td> <td>Somewhat Above</td> <td>Significantly Above</td> </tr> </table>	Significantly Below	Somewhat Below	About the Same	Somewhat Above	Significantly Above
Significantly Below	Somewhat Below	About the Same	Somewhat Above	Significantly Above			
8	Blue to White Collar Occupations On a continuum between blue collar and white collar occupations, where does this area fall? <small>(See the Work Theme)</small>	<table border="1"> <tr> <td>Very Blue Collar</td> <td>Somewhat Blue</td> <td>Closely Split</td> <td>Somewhat White</td> <td>Very White Collar</td> </tr> </table>	Very Blue Collar	Somewhat Blue	Closely Split	Somewhat White	Very White Collar
Very Blue Collar	Somewhat Blue	Closely Split	Somewhat White	Very White Collar			
9	Largest Racial/Ethnic Group In this area, which racial/ethnic group is the largest percentage of the population? <small>(See the Diversity Theme)</small>	<table border="1"> <tr> <td>Asian (NH)</td> <td>Black/Afri American (NH)</td> <td>White (NH)</td> <td>Hispanic or Latino</td> <td>Pac Is/Amer Ind/Other</td> </tr> </table>	Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other
Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other			

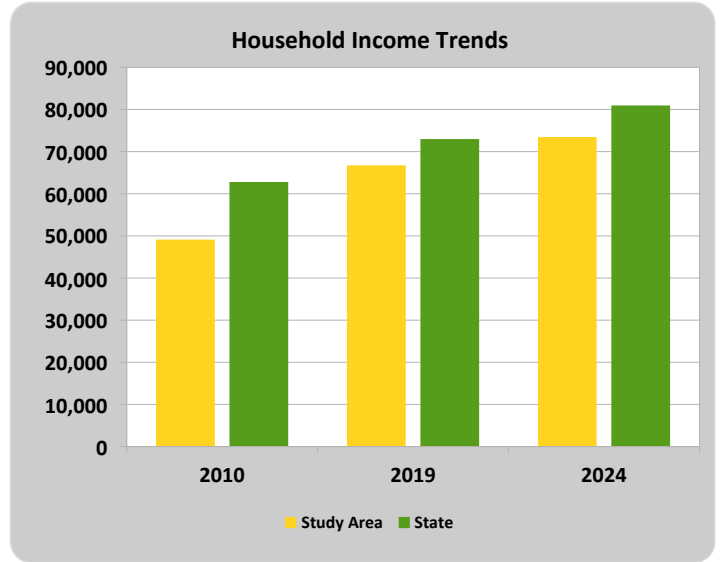
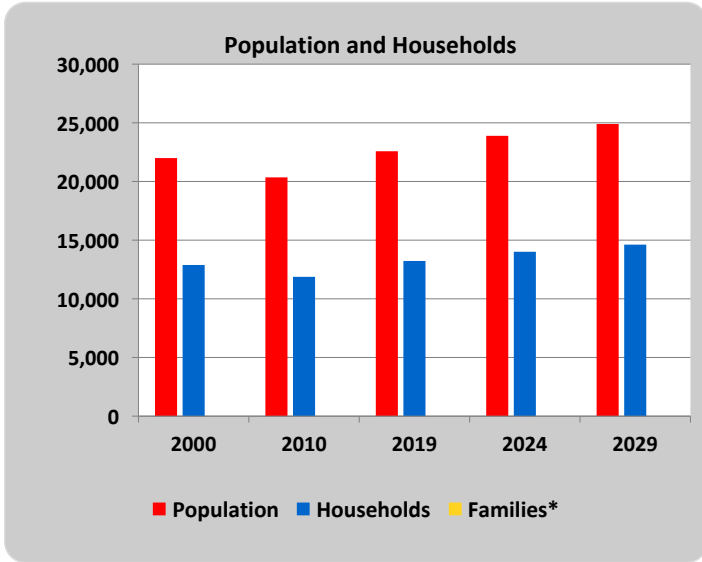
TrendView

Significant Demographic Estimates and Projections

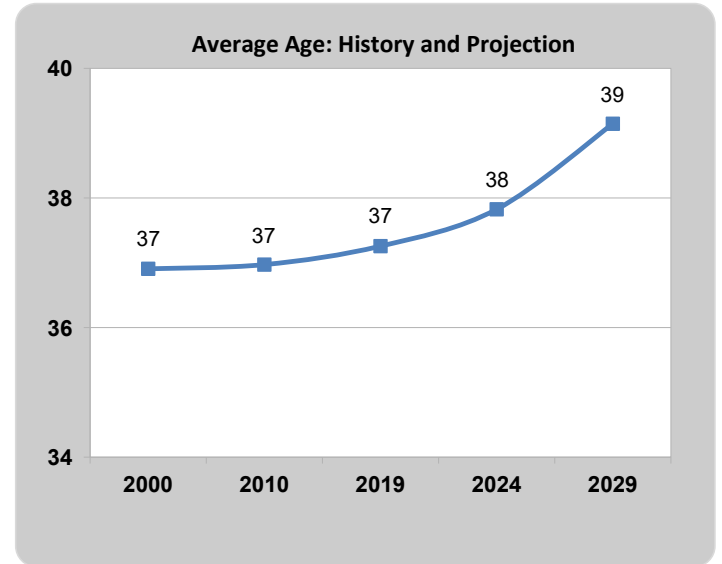
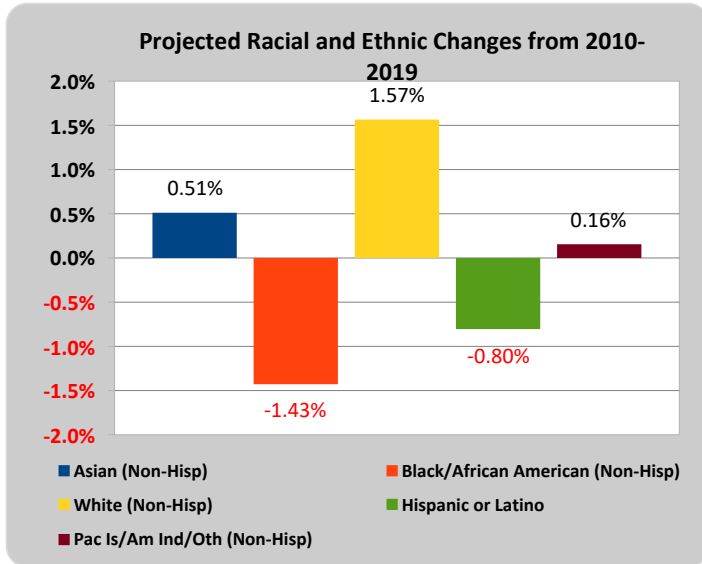
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Study Area: 1 mi Radius from 626 West 40th Street, Kansas City, Missouri 64111, United S

Base State: KS,MO
Date of Report: 11/10/2019



NOTE: Family Household data is not projected out 10 years.



Demographic Descriptions of the Study Area

Prepared for: Sample

Study Area: 1 mi Radius from 626 West 40th Street, Kansas City, Missouri 64111, United States

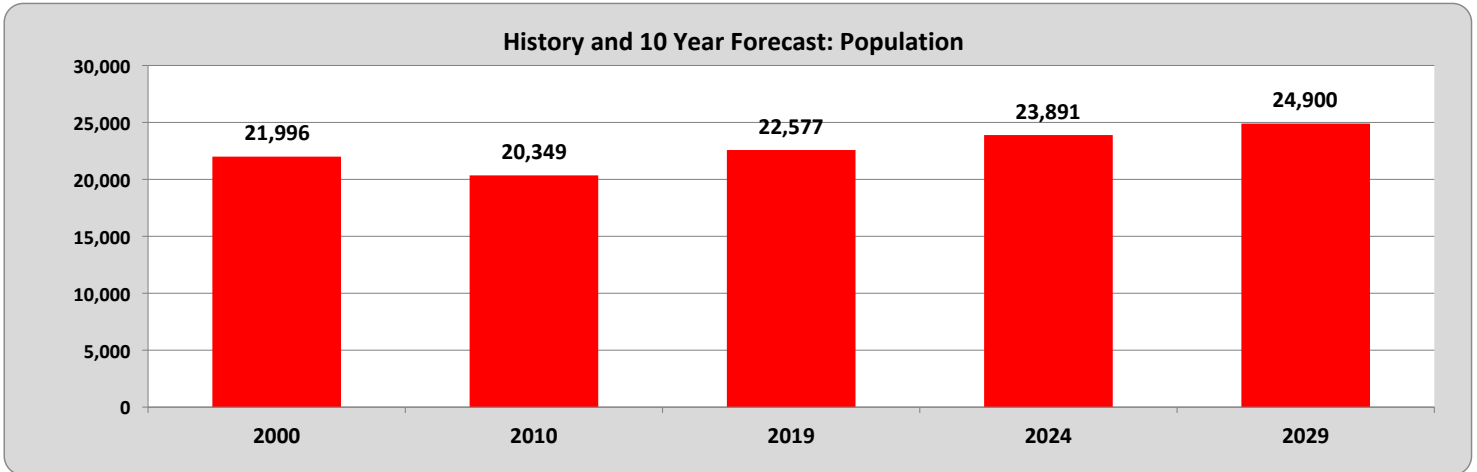
Base State: KS,MO

Date of Report: 11/10/2019

People and Change

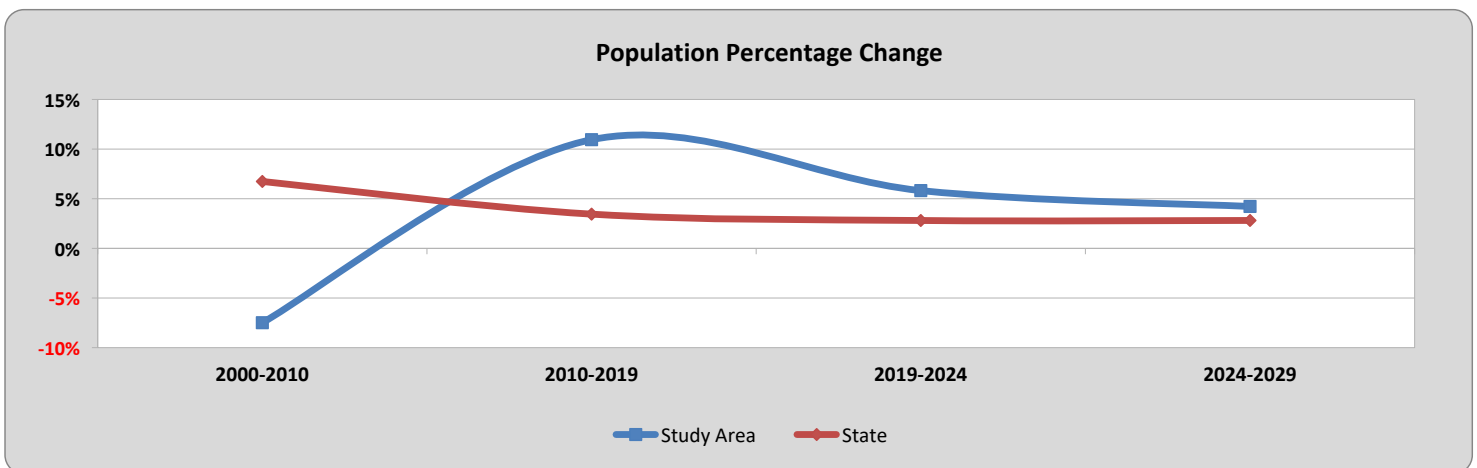
Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time, including a current estimate and, 5 and 10 year forecast.

Population History with 5 and 10 Year Projected Change



Population Trends	2000	2010	2019	2024	2029
Study Area Population	21,996	20,349	22,577	23,891	24,900
Population Change		-1,647	2,228	1,314	1,009
Percent Change		-7.49%	10.95%	5.82%	4.22%
State Population	8,283,627	8,842,045	9,146,969	9,403,853	9,668,286
Population Change		558,418	304,924	256,884	264,433
Percent Change		6.74%	3.45%	2.81%	2.81%

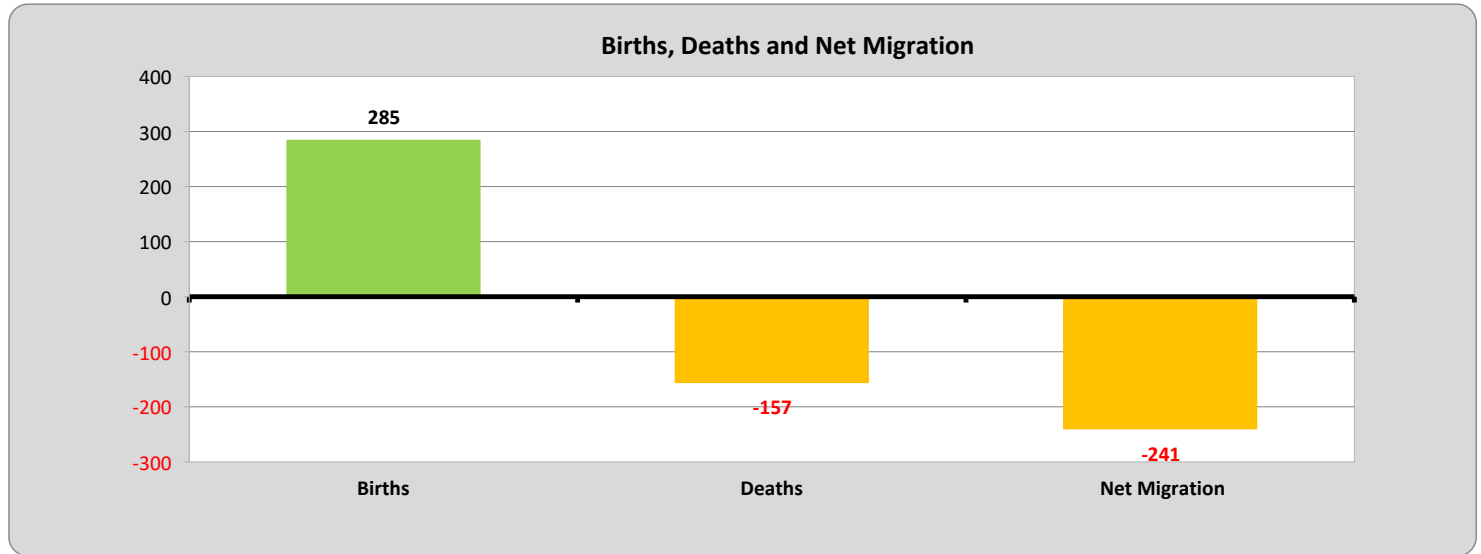
Projected Percentage Population Change: Comparison of Study Area to State



People and Change

<i>Recent 8 Quarter History</i>	2017 1st Qtr	2017 2nd Qtr	2017 3rd Qtr	2017 4th Qtr	2018 1st Qtr	2018 2nd Qtr	2018 3rd Qtr	2018 4th Qtr
Population	22,177	22,427	22,496	22,707	22,690	22,676	22,539	22,589
Change		250	69	211	-17	-14	-137	50
Percent Change		1.13%	0.31%	0.94%	-0.07%	-0.06%	-0.60%	0.22%
Seasonal Population	15	112	143	109	3	107	156	112
Change		97	31	-34	-106	104	49	-44
Percent Change		646.67%	27.68%	-23.78%	-97.25%	3466.67%	45.79%	-28.21%
Transient Population	1,368	1,346	1,529	1,549	1,404	1,329	1,514	1,567
Change		-22	183	20	-145	-75	185	53
Percent Change		-1.61%	13.60%	1.31%	-9.36%	-5.34%	13.92%	3.50%

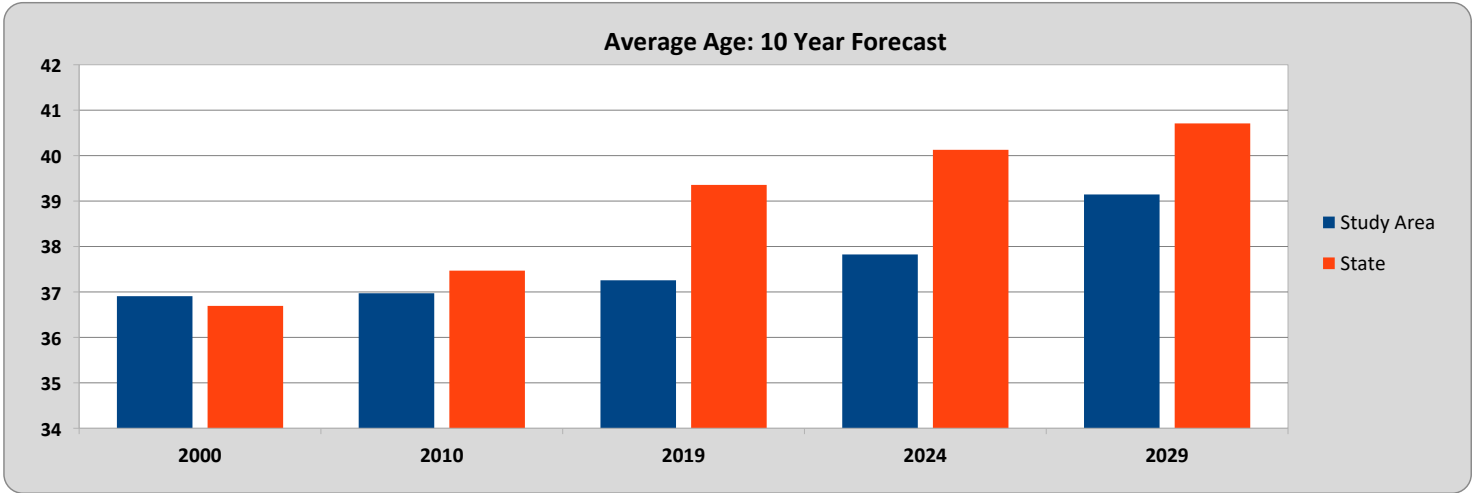
Factors Effecting Population Change: Prior 12 Months



	2019
Factors Effecting Population Change	
Births	285
Deaths	157
Net Migration	-241
Net 12-Month Change	0
(Births minus deaths plus net migration = Net 12 month Change)	

	2010		2019		2024		2029		10 Yr Change
Population by Gender									
Female	9,383	46.11%	10,507	46.54%	11,198	46.87%	11,775	47.29%	0.75%
Male	10,966	53.89%	12,070	53.46%	12,693	53.13%	13,125	52.71%	-0.75%
Totals:	20,349	100.00%	22,577	100.00%	23,891	100.00%	24,900	100.00%	

Average Age with State Comparison

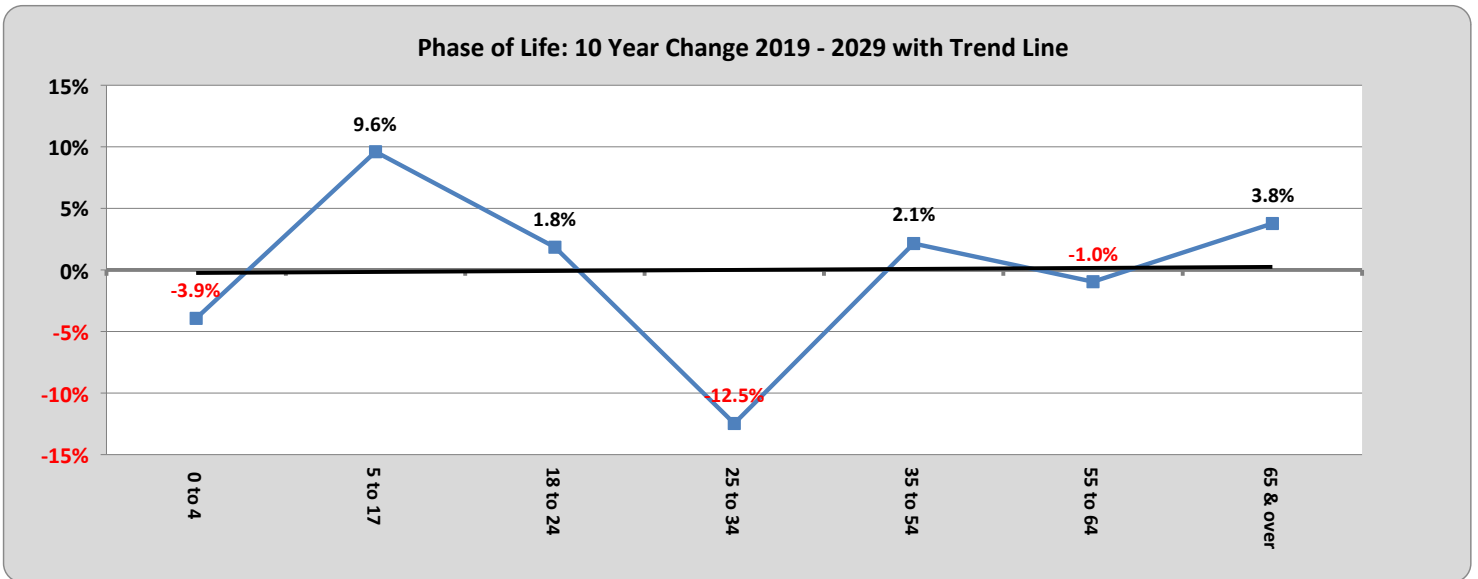


Age Trends	2000	2010	2019	2024	2029
Average Age: Study Area	36.91	36.97	37.26	37.83	39.15
Average Age Change		0.06	0.29	0.57	1.32
Percent Change		0.17%	0.77%	1.53%	3.49%
Median Age	32	32	36	39	42

Age: State	2000	2010	2019	2024	2029
Average Age: State	36.69	37.47	39.36	40.13	40.71
Average Age Change		0.78	1.89	0.77	0.58
Percent Change		2.11%	5.04%	1.96%	1.45%
Median Age	35	36	37	38	38

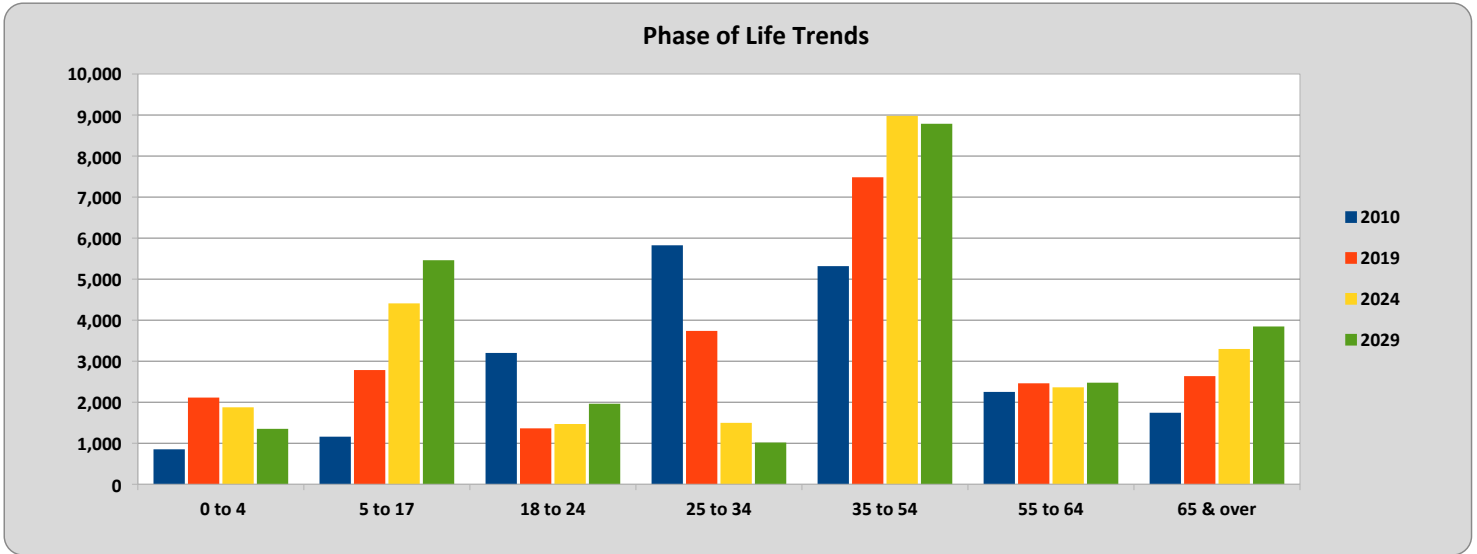
Phase of Life Projected Change

As people Age, they pass through various life phases. Based upon the number of persons born each year, the result can produce increases and decreases in various life phases.

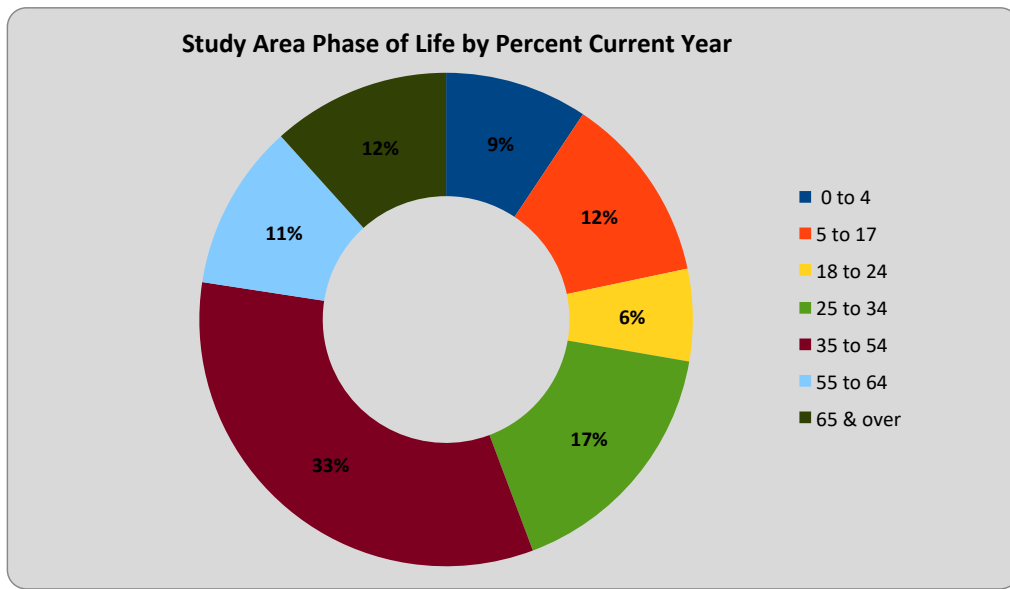


People by Age

Phase of Life



Current Year Population by Phase of Life

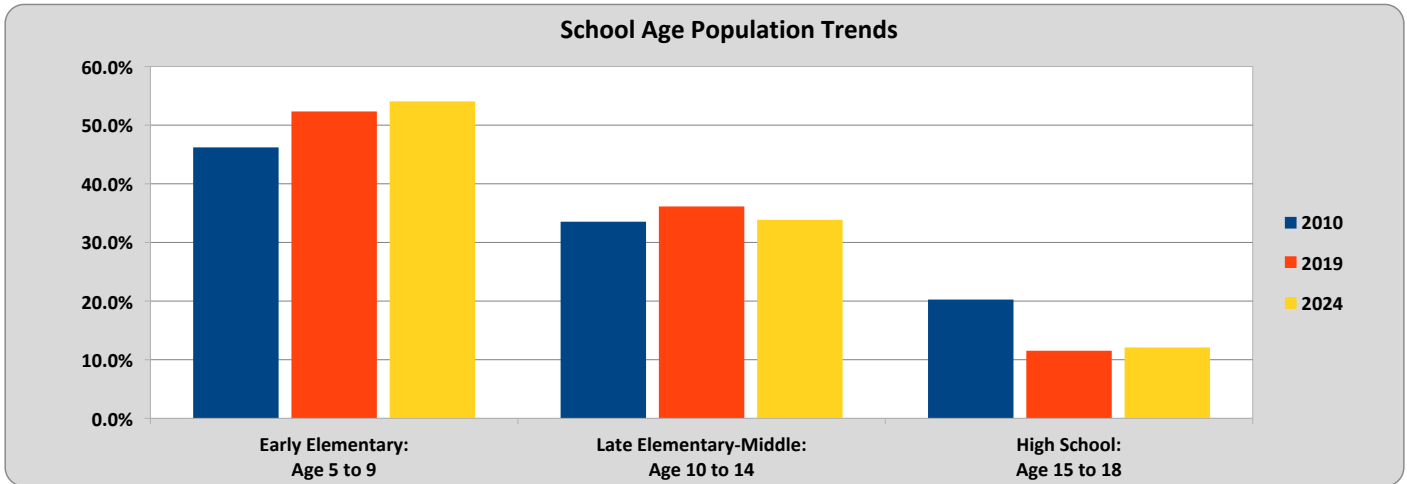


	2010		2019		2024		2029		10 Yr Change
Phase of life Forecast									
Before Formal Schooling: Ages 0 to 4	852	4.19%	2,113	9.36%	1,876	7.85%	1,351	5.43%	-3.93%
Required Formal Schooling: Ages 5 to 17	1,160	5.70%	2,784	12.33%	4,409	18.45%	5,461	21.93%	9.60%
College/Career Starts: Ages 18 to 24	3,201	15.73%	1,363	6.04%	1,469	6.15%	1,963	7.88%	1.85%
Singles and Young Families: Ages 25 to 34	5,825	28.63%	3,738	16.56%	1,497	6.27%	1,017	4.08%	-12.47%
Families/Empty Nesters: Ages 35 to 54	5,317	26.13%	7,483	33.14%	8,979	37.58%	8,787	35.29%	2.14%
Enrich Years Singles/Couples: Ages 55 to 64	2,251	11.06%	2,461	10.90%	2,363	9.89%	2,476	9.94%	-0.96%
Retirement Opportunities: Age 65 and over	1,743	8.57%	2,636	11.68%	3,298	13.80%	3,846	15.45%	3.77%
Totals:	20,349	100.00%	22,578	100.00%	23,891	100.00%	24,901	100.00%	

Phase of Life presents how a community changes and people age through their various life phases.

People by Age

School Age Population Trends



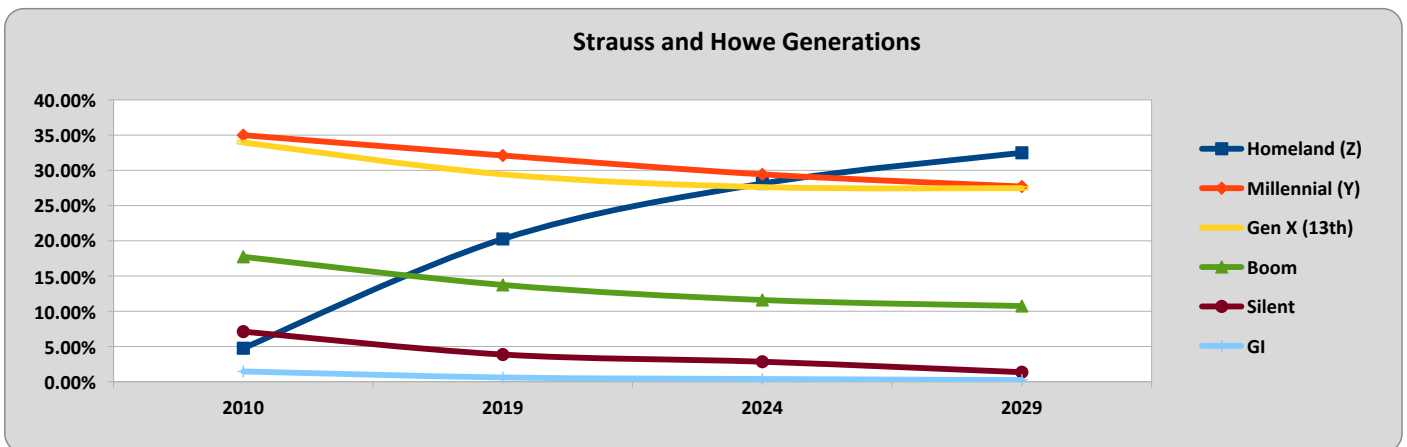
Study Area	Study Area				KS,MO			Comp Index CY			
	2010	2019	2024	5 Yr Chg	2010	2019	2024				
School Age Population Trends											
Early Elem: 5 to 9	536	46.21%	1,457	52.33%	2,384	54.06%	1.72%	38.09%	38.05%	37.76%	138
Late Elem-Mid: 10 to 14	389	33.53%	1,006	36.14%	1,493	33.85%	-2.28%	38.28%	37.98%	38.22%	95
High School: 15 to 17	235	20.26%	321	11.53%	533	12.09%	0.56%	23.64%	23.98%	24.02%	48
Totals:	1,160	100.00%	2,784	100.00%	4,410	100.00%		100.00%	100.00%	100.00%	

Age by Generations

Generations	S & H Type	Initial Birth Yr	Final Birth Yr	2010		2019		2024		2029	
Homeland (Z)	Artist	2005	2025	967	4.75%	4,575	20.26%	6,720	28.13%	7,762	32.49%
Millennial (Y)	Hero	1982	2004	7,122	35.00%	7,250	32.11%	7,032	29.43%	6,619	27.71%
Gen X (13th)	Nomad	1961	1981	6,910	33.96%	6,646	29.43%	6,599	27.62%	6,562	27.47%
Boom	Prophet	1946	1960	3,607	17.73%	3,101	13.74%	2,770	11.60%	2,566	10.74%
Silent	Artist	1925	1945	1,447	7.11%	870	3.85%	677	2.83%	322	1.35%
GI	Hero	1901	1924	296	1.46%	136	0.60%	91	0.38%	56	0.23%
Totals:				20,349	100.00%	22,578	100.00%	23,890	100.00%	23,887	100.00%

[For more information on Generational types, click here](#)

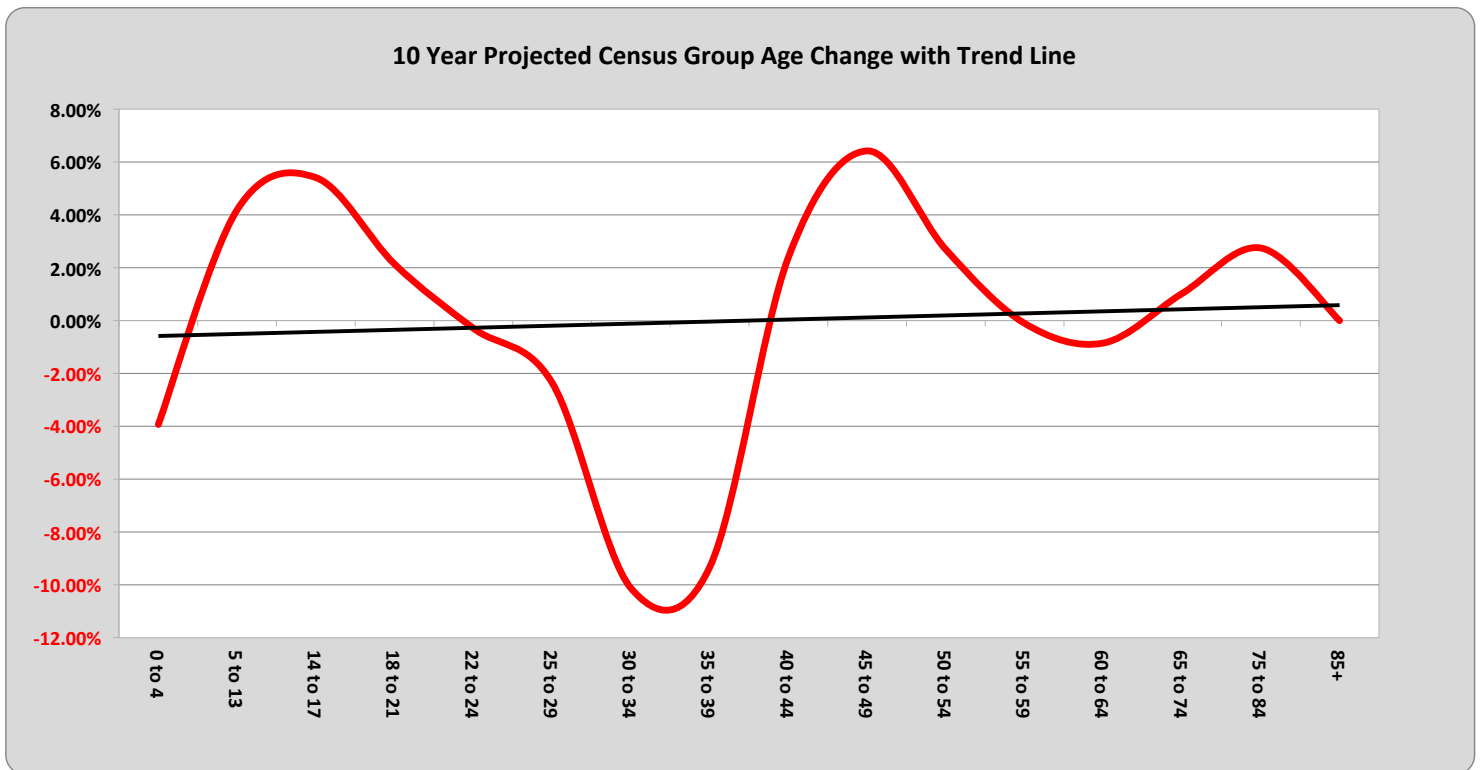
Generations as Percentage of the Population Trends



People by Age

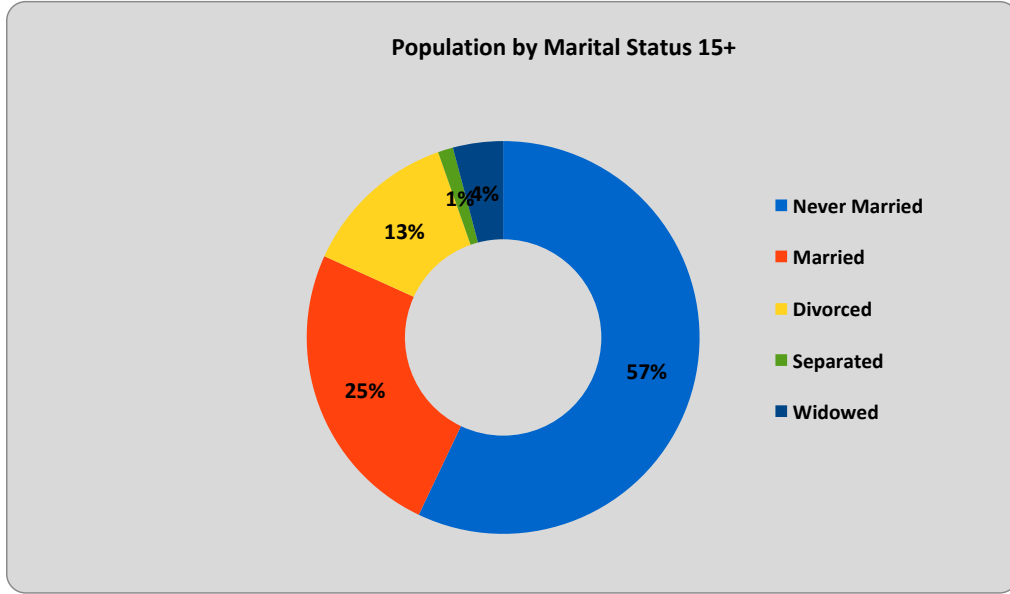
	2010		2019		2024		2029		10 Yr Change
Population by Age Forecast									
0 to 4	852	4.19%	2,113	9.36%	1,876	7.85%	1,351	5.43%	-3.93%
5 to 13	856	4.21%	2,368	10.49%	3,651	15.28%	3,655	14.68%	4.19%
14 to 17	304	1.49%	416	1.84%	758	3.17%	1,806	7.25%	5.41%
18 to 21	1,076	5.29%	1,027	4.55%	1,201	5.03%	1,664	6.68%	2.13%
22 to 24	2,125	10.44%	337	1.49%	268	1.12%	299	1.20%	-0.29%
25 to 29	3,596	17.67%	1,039	4.60%	471	1.97%	560	2.25%	-2.35%
30 to 34	2,229	10.95%	2,699	11.95%	1,026	4.29%	456	1.83%	-10.12%
35 to 39	1,466	7.20%	3,043	13.48%	2,684	11.23%	1,030	4.14%	-9.34%
40 to 44	1,205	5.92%	1,935	8.57%	3,030	12.68%	2,729	10.96%	2.39%
45 to 49	1,291	6.34%	1,337	5.92%	1,933	8.09%	3,073	12.34%	6.42%
50 to 54	1,356	6.66%	1,167	5.17%	1,332	5.58%	1,956	7.86%	2.69%
55 to 59	1,264	6.21%	1,237	5.48%	1,159	4.85%	1,338	5.37%	-0.11%
60 to 64	987	4.85%	1,224	5.42%	1,204	5.04%	1,138	4.57%	-0.85%
65 to 74	875	4.30%	1,811	8.02%	2,161	9.05%	2,252	9.04%	1.02%
75 to 84	560	2.75%	604	2.68%	921	3.86%	1,350	5.42%	2.75%
85+	308	1.51%	221	0.98%	216	0.90%	243	0.98%	-0.00%
Totals:	20,350	100.00%	22,578	100.00%	23,891	100.00%	24,900	100.00%	

Age Category Changes



People by Household Type and Marital Status

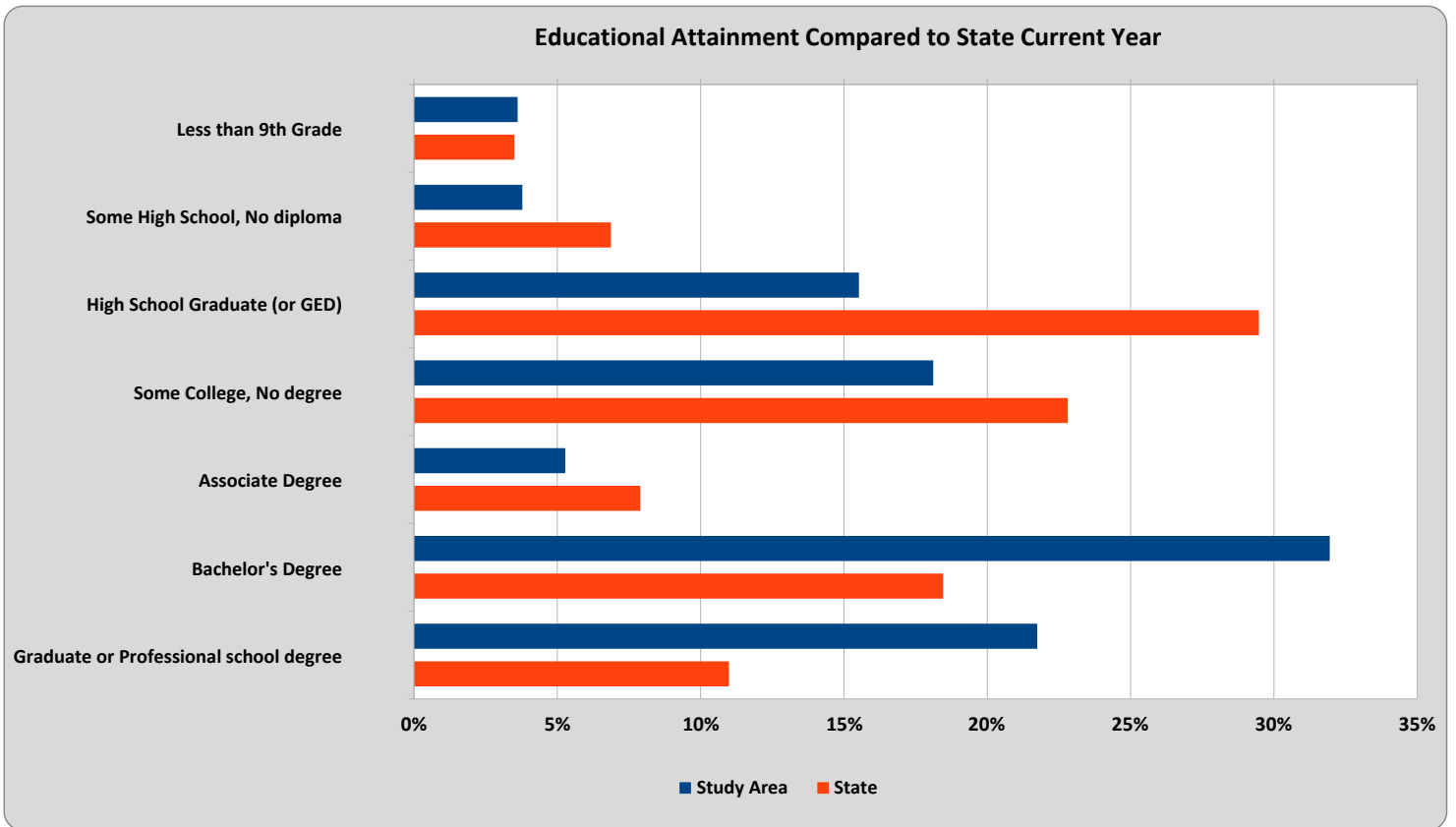
Population by Household Type



	Study Area							State of KS,MO		Comp Index CY
	2010		2019		2024		5 Yr Chg	2019		
Population by Household Type Trends										
Population in Family Households	8,176	40.18%	9,047	40.07%	9,571	40.06%	-0.01%	7,359,650	80.46%	50
Population in Non-Family Households	11,651	57.26%	12,941	57.32%	13,692	57.31%	-0.01%	1,530,190	16.73%	343
Population in Group Quarters	521	2.56%	589	2.61%	628	2.63%	0.02%	257,129	2.81%	93
Totals:	20,348	100.00%	22,577	100.00%	23,891	100.00%		9,146,969	100.00%	
Population by Marital Status 15+										
Never Married	9,485	50.88%	10,328	57.07%	10,807	58.85%	1.77%	2,230,350	29.50%	193
Married	5,654	30.33%	4,473	24.72%	4,100	22.33%	-2.39%	3,839,261	50.79%	49
Divorced	2,421	12.99%	2,323	12.84%	2,413	13.14%	0.30%	895,073	11.84%	108
Separated	526	2.82%	226	1.25%	192	1.05%	-0.20%	125,369	1.66%	75
Widowed	555	2.98%	746	4.12%	853	4.64%	0.52%	469,307	6.21%	66
Totals:	18,641	100.00%	18,096	100.00%	18,365	100.00%		7,559,360	100.00%	
Population by Marital Status Single Female 15+										
Divorced	1,161	20.37%	1,067	17.08%				492,993	25.88%	66
Never Married	4,092	71.80%	4,669	74.73%				1,045,362	54.88%	136
Widowed	446	7.83%	512	8.19%				366,308	19.23%	43
Totals:	5,699	100.00%	6,248	100.00%				1,904,663	100.00%	
Population by Marital Status Single Male 15+										
Divorced	1,261	18.65%	1,257	17.58%				402,080	23.79%	74
Never Married	5,393	79.74%	5,658	79.13%				1,184,988	70.11%	113
Widowed	109	1.61%	235	3.29%				102,999	6.09%	54
Totals:	6,763	100.00%	7,150	100.00%				1,690,067	100.00%	
Population by Group Quarters										
Institutionalized	333	63.79%	333	64.53%				133,388	53.18%	121
Non-institutionalized: College	68	13.03%	68	13.18%				80,561	32.12%	41
Non-institutionalized: Military	0	0.00%	0	0.00%				14,158	5.64%	0
Non-institutionalized: Other	121	23.18%	115	22.29%				22,726	9.06%	246
Totals:	522	100.00%	516	100.00%				250,833	100.00%	

People by Education and School Enrollment

Population by Educational Attainment: 25+

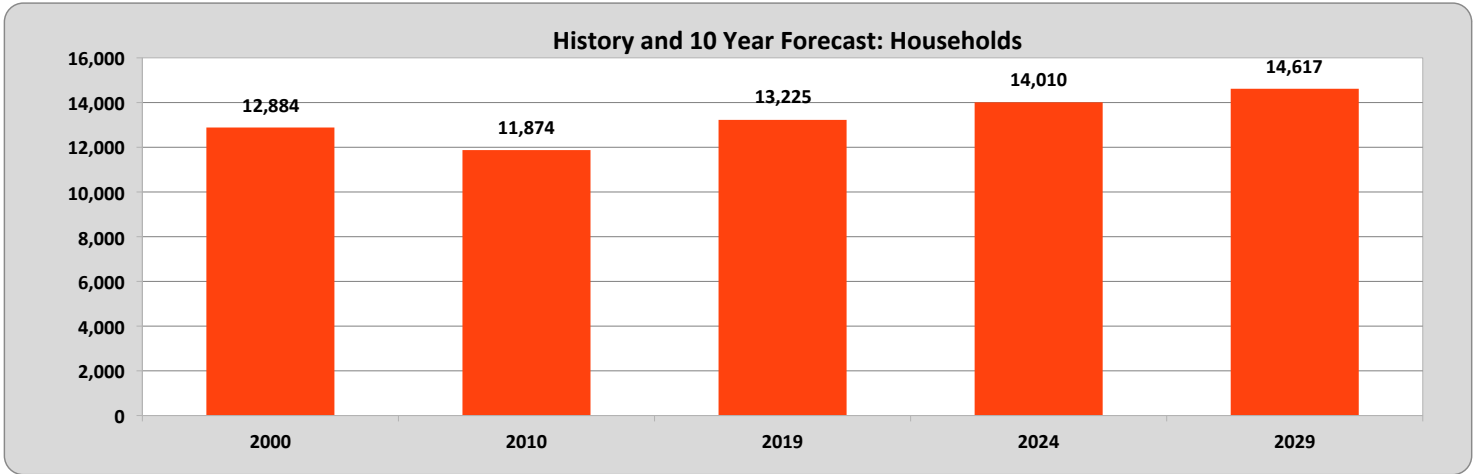


	Study Area				KS,MO 2019	Comp Index CY			
	2010	2019	2024	5 Yr Chg					
Population by Educational Attainment: 25+									
Less than 9th grade	541	3.57%	590	3.62%	611	3.79%	0.17%	3.50%	103
Some High School, No diploma	828	5.47%	617	3.78%	611	3.79%	0.00%	6.87%	55
High School Graduate (or GED)	3,022	19.97%	2,533	15.52%	2,538	15.73%	0.20%	29.48%	53
Some College, No degree	3,118	20.60%	2,956	18.11%	2,908	18.02%	-0.10%	22.81%	79
Associate Degree	944	6.24%	861	5.28%	857	5.31%	0.03%	7.89%	67
Bachelor's Degree	4,141	27.36%	5,213	31.95%	5,020	31.11%	-0.84%	18.46%	173
Graduate or Professional School	2,542	16.79%	3,548	21.74%	3,593	22.26%	0.52%	10.99%	198
Totals:	15,136	100.00%	16,318	100.00%	16,138	100.00%		100.00%	
Population: Currently Enrolled in Education									
High School		319	22.50%						
Kindergarten/Elementary School		945	66.64%						
Nursery School/Preschool		154	10.86%						
Totals:		1,418	100.00%						

Households and Change

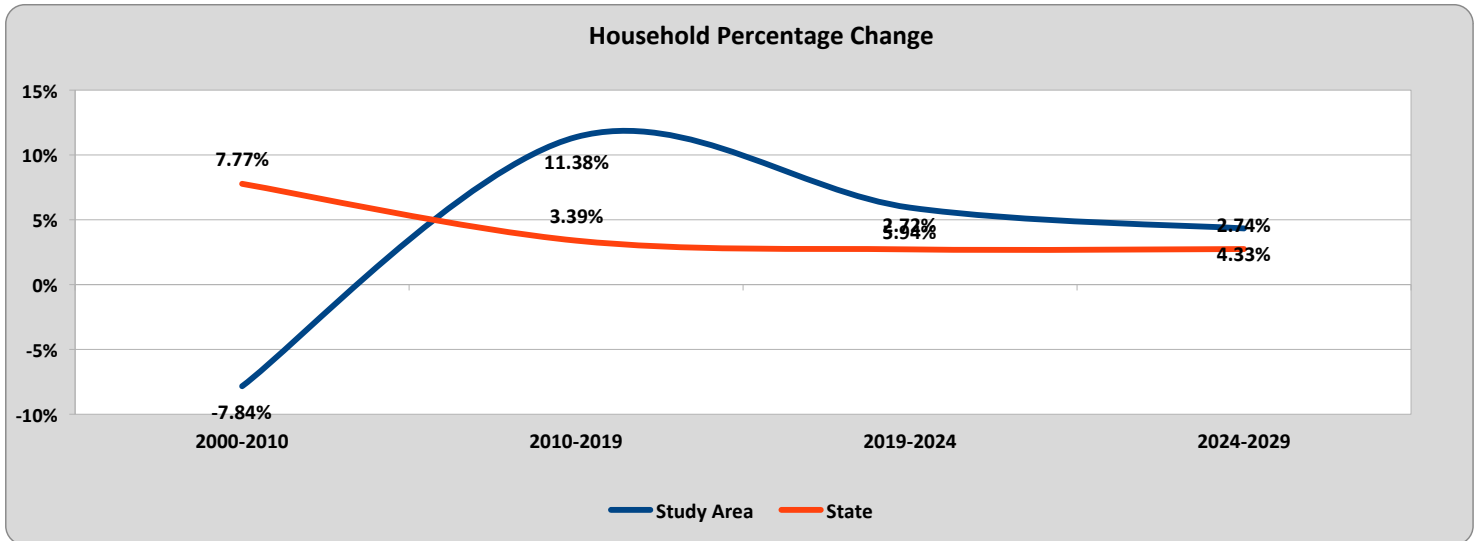
A household is defined as all people who occupy a housing unit. It includes two sub-categories: family households and non-family households. Group quarters are not included in this report.

Household History with 5 and 10 Year Projected Change



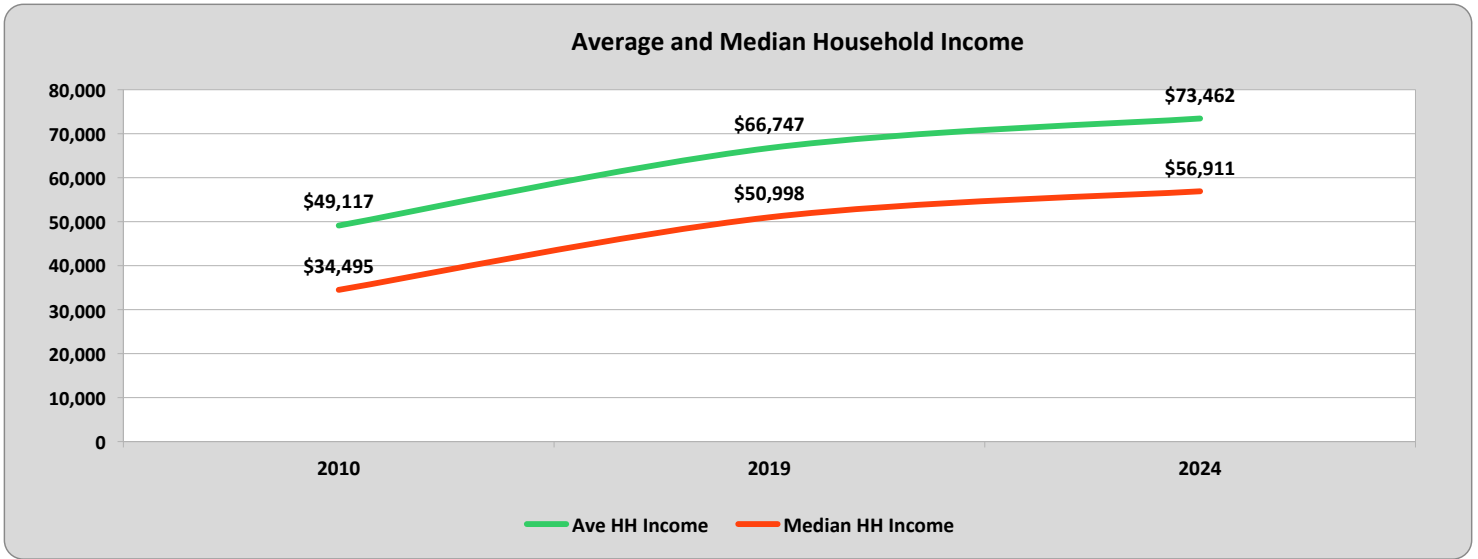
Household Trends	2000	2010	2019	2024	2029
Study Area Households	12,884	11,874	13,225	14,010	14,617
Households Change		-1,010	1,351	785	607
Percent Change		-7.84%	11.38%	5.94%	4.33%
State Households	3,236,151	3,487,707	3,606,026	3,703,968	3,805,571
Households Change		251,556	118,319	97,942	101,603
Percent Change		7.77%	3.39%	2.72%	2.74%
Population / Households	1.71	1.71	1.71	1.71	1.70
Population / Households Change		0.01	-0.01	0.00	0.00
Percent Change		0.38%	-0.39%	-0.11%	-0.10%

Projected Percentage Household Change: Comparison of Study Area to State



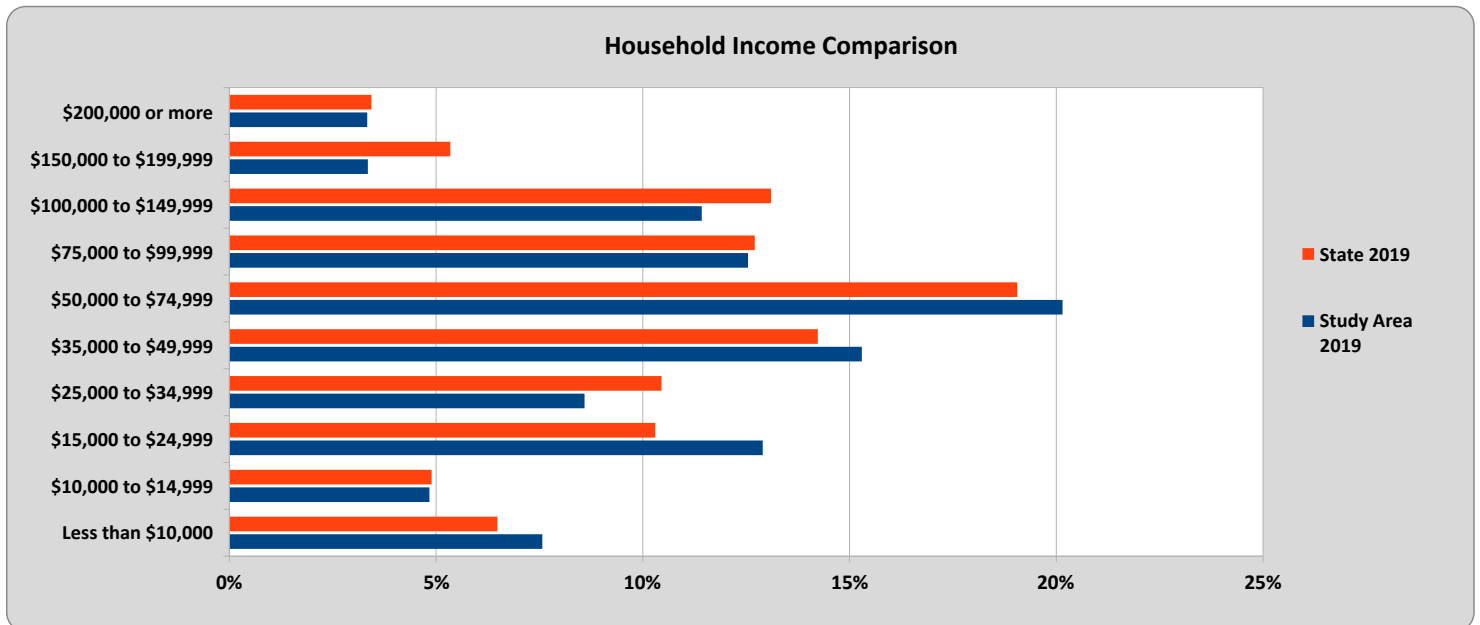
Households by Income

Average and Median Household Income Trends



Household Income Trends	2010	2019	2024
Study Area: Average HH Income	49,117	66,747	73,462
Households Change		17,630	6,715
Percent Change		35.89%	10.06%
Study Area: Median HH Income	34,495	50,998	56,911
Per Capita Income	28,661	39,099	43,079
Per Capita Income Change		10,438	3,981
Percent Change		36.42%	10.18%
State Average HH Income	62,787	72,980	80,955
Households Change		10,193	7,975
Percent Change		16.23%	10.93%
Average HH Income Comparative Index	78	91	91

Current Year Estimated Household Income Comparison to State

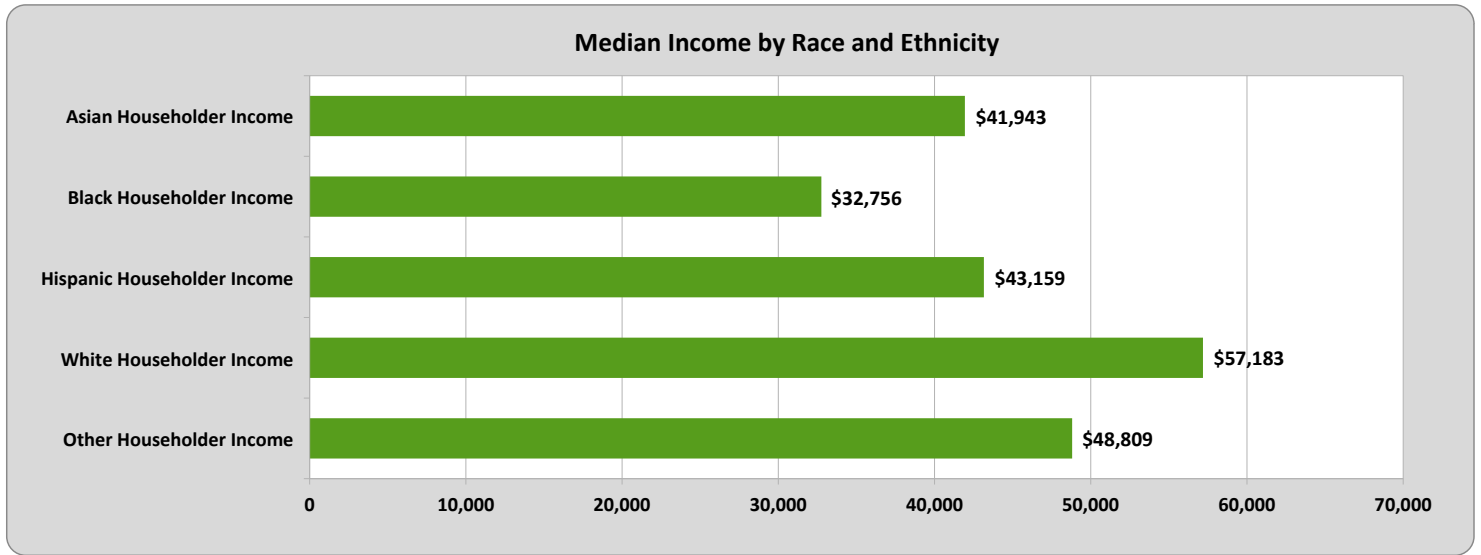


Households by Income

	Study Area							KS,MO 2019	Comp Index CY
	2010	2019	2024	5 Yr Chg	2019	2024	5 Yr Chg		
Household Income Forecast by Category									
Less than \$10,000	1,856	15.63%	1,001	7.57%	911	6.50%	-1.07%	6.48%	117
\$10,000 to \$14,999	818	6.89%	640	4.84%	605	4.32%	-0.52%	4.89%	99
\$15,000 to \$24,999	1,616	13.61%	1,706	12.90%	1,616	11.53%	-1.37%	10.30%	125
\$25,000 to \$34,999	1,735	14.61%	1,136	8.59%	1,142	8.15%	-0.44%	10.45%	82
\$35,000 to \$49,999	1,739	14.64%	2,023	15.30%	1,969	14.05%	-1.24%	14.23%	107
\$50,000 to \$74,999	1,889	15.91%	2,665	20.15%	2,758	19.68%	-0.47%	19.06%	106
\$75,000 to \$99,999	1,016	8.56%	1,659	12.54%	1,936	13.82%	1.27%	12.71%	99
\$100,000 to \$149,999	760	6.40%	1,511	11.43%	1,850	13.20%	1.78%	13.10%	87
\$150,000 to \$199,999	181	1.52%	443	3.35%	635	4.53%	1.18%	5.34%	63
\$200,000 or more	265	2.23%	441	3.33%	589	4.20%	0.87%	3.43%	97
Totals:	11,875	100.00%	13,225	100.00%	14,011	100.00%		100.00%	
Family Income Forecast by Category									
Less than \$10,000			149	4.58%	160	4.48%	-0.001011	4.12%	111
\$10,000 to \$14,999			116	3.57%	118	3.30%	-0.26%	3.01%	118
\$15,000 to \$24,999			434	13.34%	467	13.07%	-0.27%	7.34%	182
\$25,000 to \$34,999			263	8.08%	375	10.50%	2.41%	8.68%	93
\$35,000 to \$49,999			420	12.91%	454	12.71%	-0.20%	13.30%	97
\$50,000 to \$74,999			606	18.63%	659	18.45%	-0.18%	20.29%	92
\$75,000 to \$99,999			394	12.11%	424	11.87%	-0.24%	15.07%	80
\$100,000 to \$149,999			539	16.57%	573	16.04%	-0.53%	16.61%	100
\$150,000 to \$199,999			183	5.63%	189	5.29%	-0.33%	7.01%	80
\$200,000 or more			149	4.58%	153	4.28%	-0.30%	4.55%	101
Totals:			3,253	100.00%	3,572	100.00%		100.00%	
Non-family Income Forecast by Category									
Less than \$10,000			798	8.00%	716	6.86%	-1.14%	7.88%	102
\$10,000 to \$14,999			504	5.05%	476	4.56%	-0.49%	5.82%	87
\$15,000 to \$24,999			1,281	12.85%	1,229	11.78%	-1.07%	11.61%	111
\$25,000 to \$34,999			759	7.61%	724	6.94%	-0.67%	9.21%	83
\$35,000 to \$49,999			1,521	15.25%	1,450	13.89%	-1.36%	15.11%	101
\$50,000 to \$74,999			2,030	20.36%	2,074	19.87%	-0.49%	19.16%	106
\$75,000 to \$99,999			1,265	12.69%	1,459	13.98%	1.29%	12.14%	104
\$100,000 to \$149,999			1,145	11.48%	1,394	13.36%	1.87%	11.67%	98
\$150,000 to \$199,999			341	3.42%	473	4.53%	1.11%	4.42%	77
\$200,000 or more			328	3.29%	442	4.23%	0.95%	2.99%	110
Totals:			9,972	100.00%	10,437	100.00%		100.00%	
Household Income									
Median			50,998		56,911		5913	54,776	93
Family Median			60,086		58,041		-2,045	66,591	90

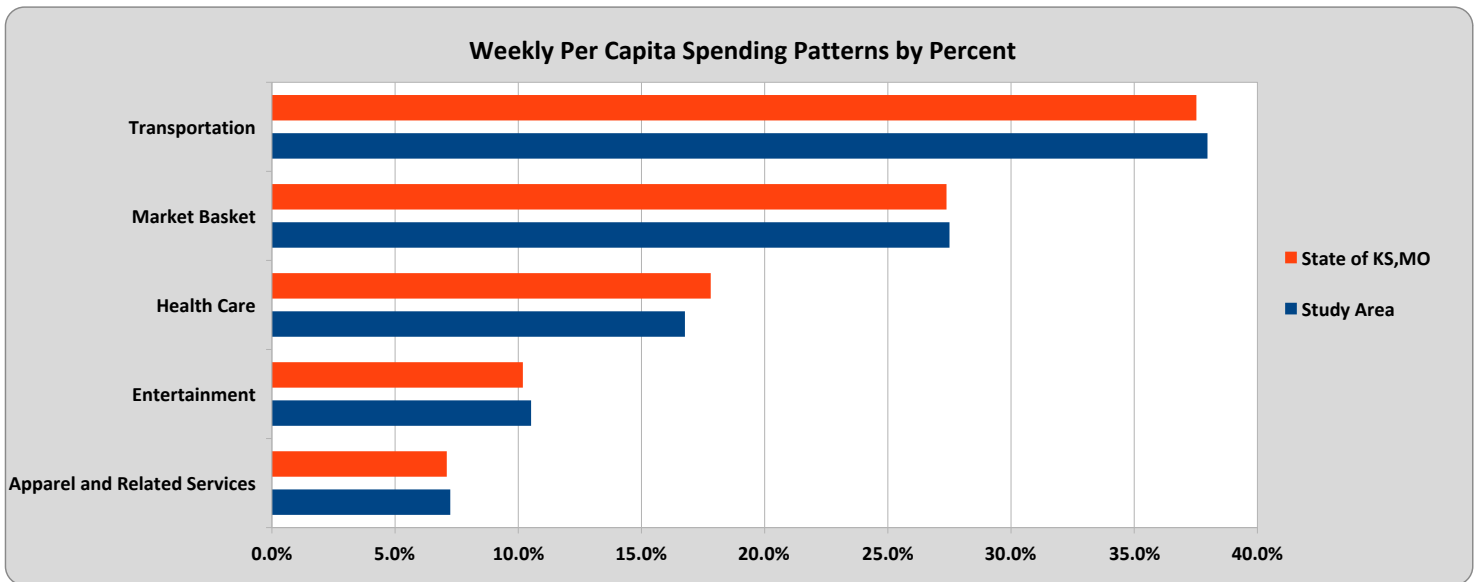
Households by Income

Median Income by Race and Ethnicity: 2019



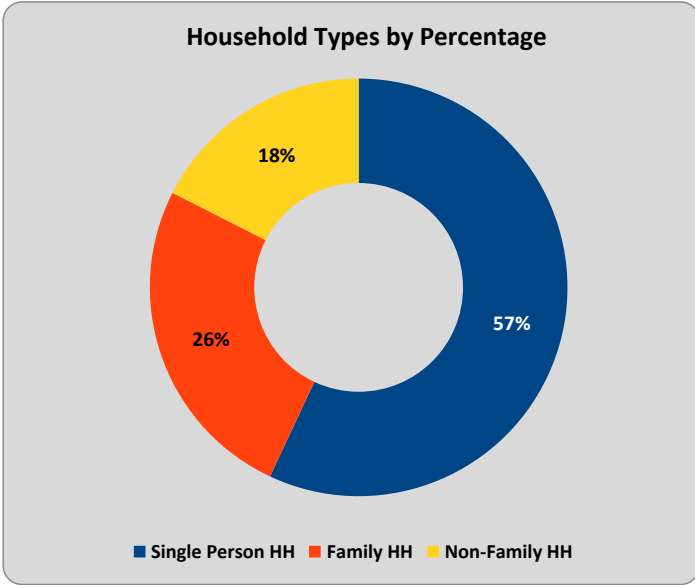
	Study Area	State of KS,MO	Comp Index CY
2019 Median Income by Race and Ethnicity: Compared to State			
Asian Householder Income	41,943	64,977	65
Black Householder Income	32,756	37,360	88
Hispanic Householder Income	43,159	45,046	96
White Householder Income	57,183	57,553	99
Other Householder Income	48,809	43,346	113

Spending Patterns: Weekly Per Capita Consumer Expenditures

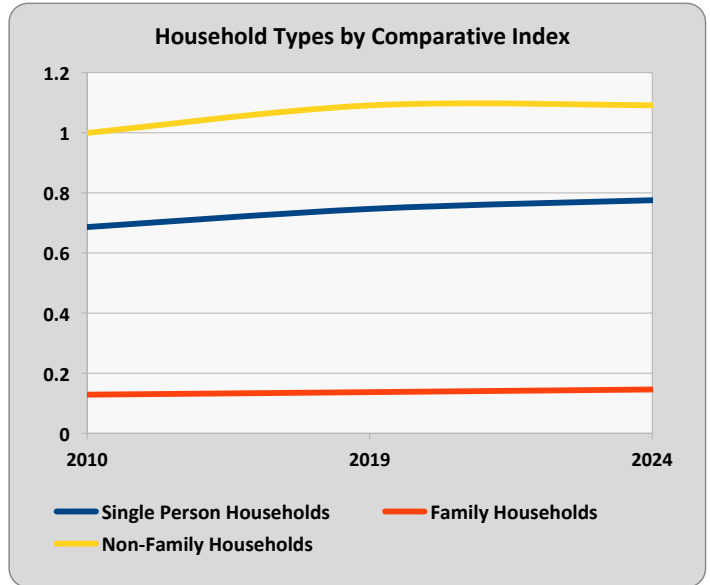


Households by Structure

Single, Family and Non-Family Households: 2019



Household Type Trends Compared to State



Household Type Trends	Study Area			State of KS,MO		
	2010	2019	2024	2010	2019	2024
Single Person Households	6,737	7,530	7,982	981,614	1,008,367	1,029,197
Change		793	452		26,753	20,830
Percent Change		11.77%	6.00%		2.73%	2.07%
Family Households	2,940	3,252	3,573	2,286,236	2,373,773	2,449,839
Change		312	321		87,537	76,066
Percent Change		10.61%	9.87%		3.83%	3.20%
Non-Family Households	2,197	2,443	2,455	219,857	223,886	224,932
Change		246	12		4,029	1,046
Percent Change		11.20%	0.49%		1.83%	0.47%

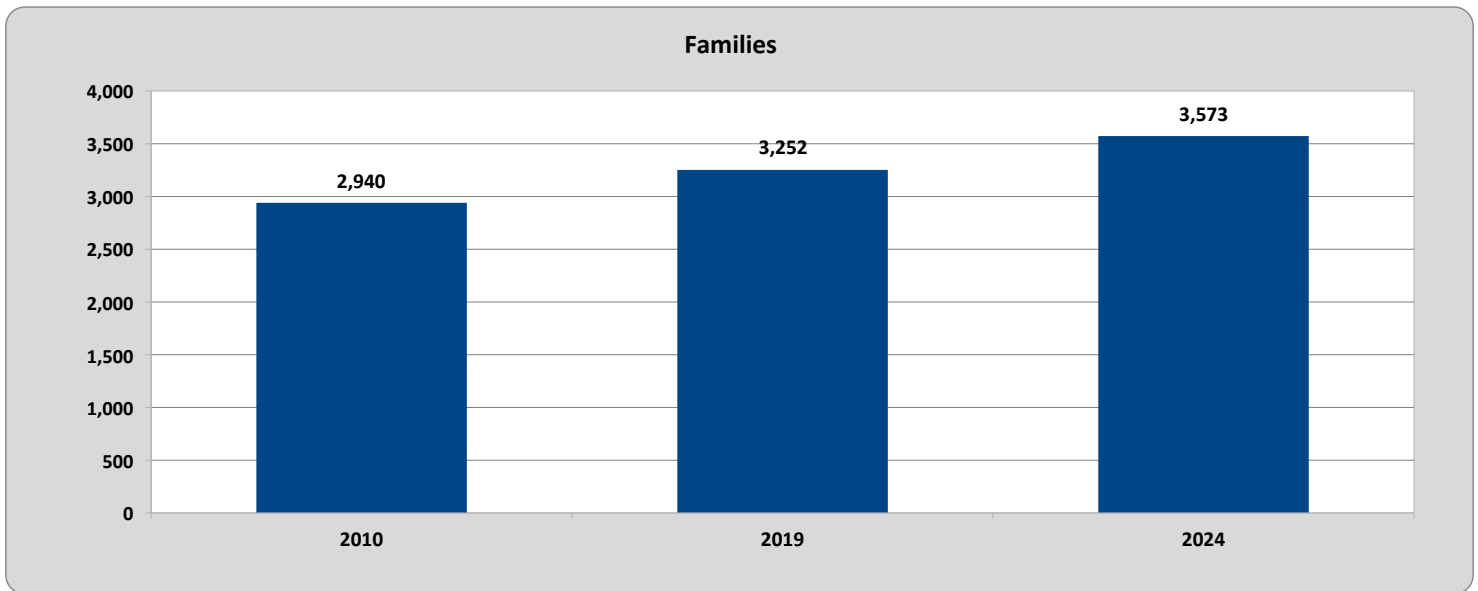
Households by Structure

	Study Area							KS,MO 2019	Comp Index CY
	2010		2019		2024		5 Yr Chg		
Households by Size									
1-person household	6,737	56.74%	7,530	56.94%	7,982	56.97%	0.04%	27.96%	204
2-person household	3,490	29.39%	3,865	29.22%	4,090	29.19%	-0.03%	34.56%	85
3-person household	928	7.82%	1,031	7.80%	1,090	7.78%	-0.02%	15.43%	51
4-person household	465	3.92%	516	3.90%	550	3.93%	0.02%	12.66%	31
5-person household	148	1.25%	165	1.25%	172	1.23%	-0.02%	5.90%	21
6-person household	60	0.51%	67	0.51%	72	0.51%	0.01%	2.21%	23
7-or-more person household	45	0.38%	50	0.38%	54	0.39%	0.01%	1.28%	30
Totals:	11,873	100.00%	13,224	99.99%	14,010	100.00%		100.00%	
Non-Family Households by Size									
1-person household	6,737	75.40%	7,530	75.50%				81.83%	92
2-person household	1,830	20.48%	612	6.14%				3.94%	156
3-person household	261	2.92%	1,729	17.34%				12.09%	143
4-person household	76	0.85%	30	0.30%				0.73%	41
5-person household	24	0.27%	27	0.27%				0.49%	55
6-person household	3	0.03%	22	0.22%				0.46%	48
7-or-more person household	4	0.04%	23	0.23%				0.45%	51
Totals:	8,935	100.00%	9,973	100.00%				100.00%	
Single by Gender or Family Households									
Female Householder	698	23.74%	677	20.82%				17.30%	120
Male Householder	373	12.69%	228	7.01%				6.74%	104
Married Couple	1,869	63.57%	2,346	72.16%				75.95%	95
Totals:	2,940	100.00%	3,251	100.00%				100.00%	
Non-Family Households by Gender									
Female Not living alone	944	10.57%	313	3.14%				2.39%	131
Male Not living alone	1,253	14.03%	2,129	21.35%				15.78%	135
Female Living alone	2,949	33.01%	3,620	36.30%				45.53%	80
Male Living alone	3,788	42.40%	3,910	39.21%				36.30%	108
Totals:	8,934	100.00%	9,972	100.00%				100.00%	
2019: Owner Households by Number of Vehicles									
No vehicle available			129	3.09%				2.58%	119
1 vehicle available			1,937	46.35%				24.38%	190
2 vehicles available			1,786	42.74%				43.66%	98
3 vehicles available			190	4.55%				19.90%	23
4 vehicles available			121	2.90%				6.66%	43
5+ vehicles available			16	0.38%				2.81%	14
Totals:			4,179	100.00%				100.00%	
2019: Renter Households by Number of Vehicles									
No vehicle available			1,741	19.25%				14.93%	129
1 vehicle available			4,918	54.37%				48.56%	112
2 vehicles available			1,955	21.61%				27.74%	78
3 vehicles available			376	4.16%				6.18%	67
4 vehicles available			20	0.22%				1.80%	12
5+ vehicles available			35	0.39%				0.78%	49
Totals:			9,045	100.00%				100.00%	

Family Households

Family households with or without children are changing. The traditional married couple structure is evolving into many different family expressions. These data provide an insight into the family structures within the study area and then compares those structures to the state.

Family Trends

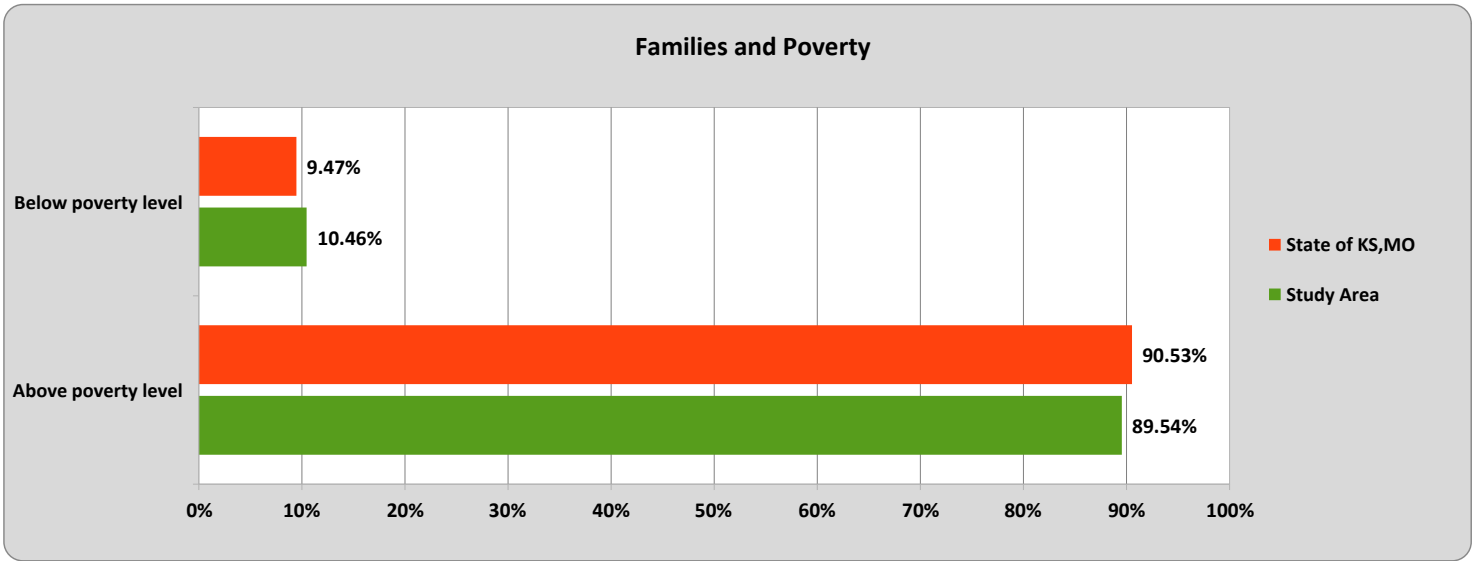


	2010	2019	2024
Study Area Family Households	2,940	3,252	3,573
Family Households Change		312	321
Percent Change		10.61%	9.87%
State Family Households	2,286,236	2,373,773	2,449,839
Family Households Change		87,537	76,066
Percent Change		3.83%	3.20%

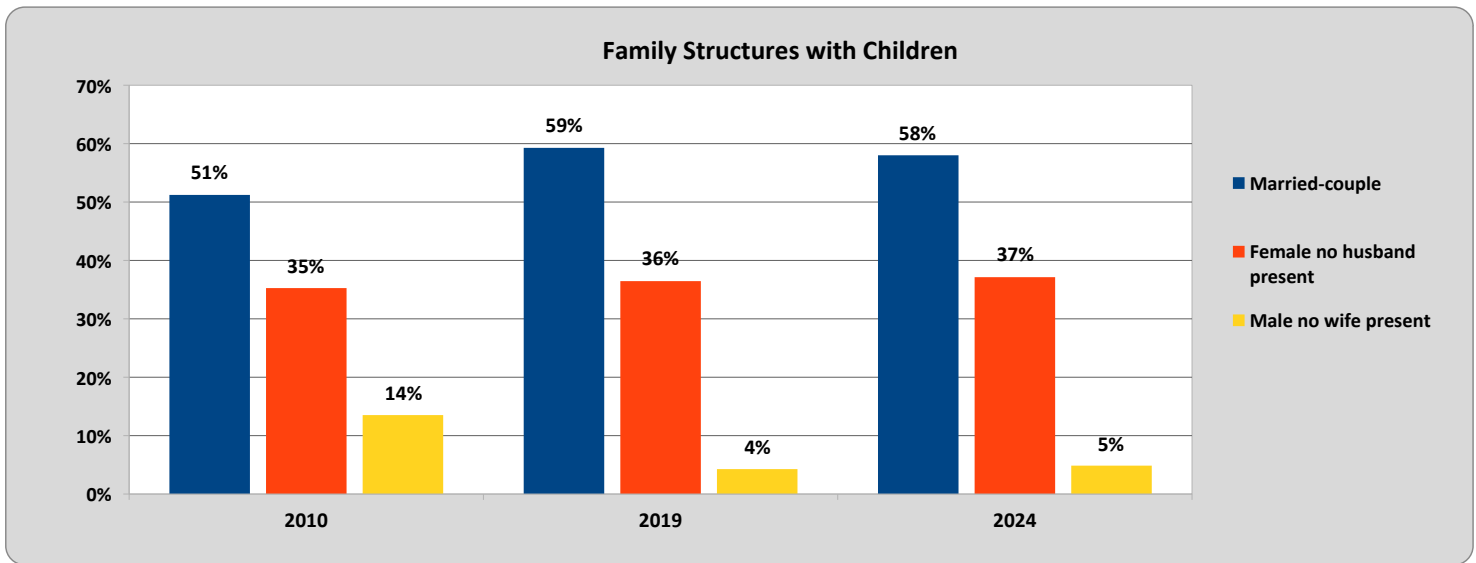
	2010		Study Area		2019		2024		5 Yr Chg		KS,MO	Comp Index
	Count	%	Count	%	Count	%	Count	%	%	%	2019	CY
Family Households by Size												
2-person household	1,660	56.44%	2,088	64.23%	2,302	64.43%	0.20%				46.65%	138
3-person household	668	22.71%	626	19.26%	662	18.53%	-0.73%				21.84%	88
4-person household	390	13.26%	305	9.38%	335	9.38%	-0.01%				18.32%	51
5-person household	125	4.25%	159	4.89%	182	5.09%	0.20%				8.45%	58
6-person household	57	1.94%	9	0.28%	10	0.28%	0.00%				3.04%	9
7-or-more person household	41	1.39%	64	1.97%	82	2.29%	0.33%				1.70%	115
Totals:	2,941	100.00%	3,251	100.00%	3,573	100.00%					100.00%	

Family Households

Families in Poverty Compared to State



Families with Children by Type

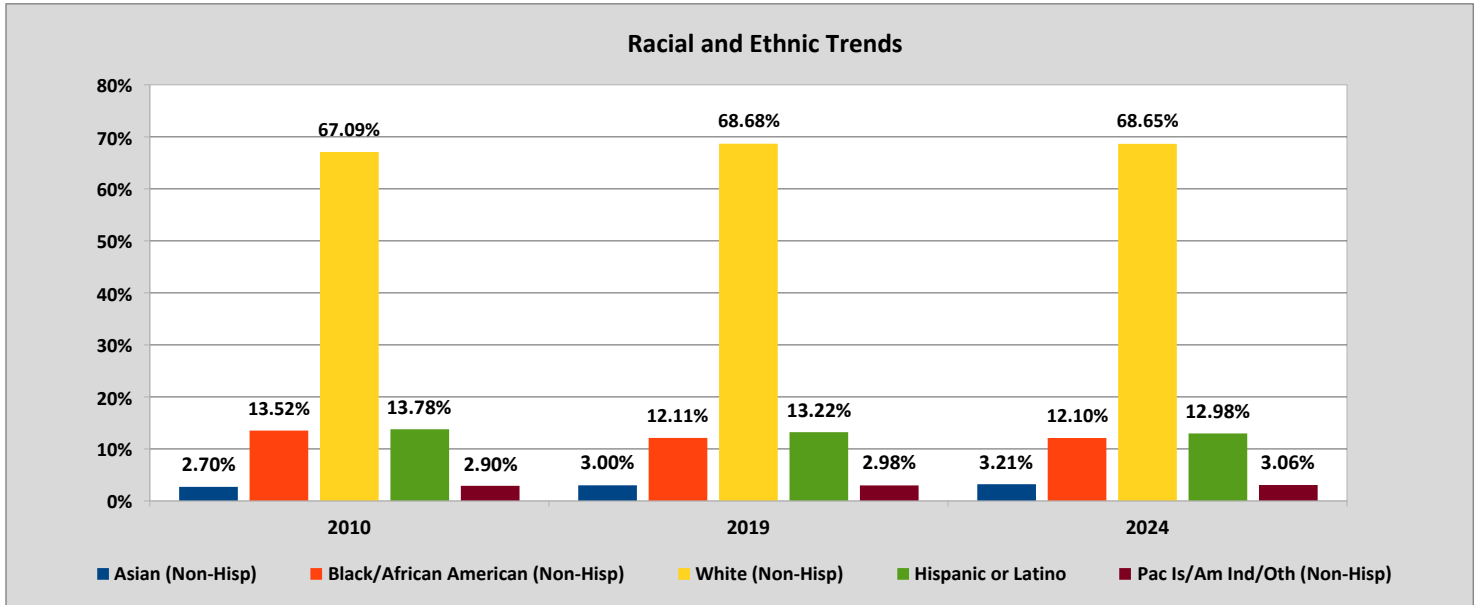


	Study Area				KS,MO 2019	Comp Index CY			
	2010	2019	2024	5 Yr Chg					
Families with Children by Type									
Married-couple	610	51.22%	639	59.28%	692	58.01%	-1.27%	68.45%	87
Female no husband present	420	35.26%	393	36.46%	443	37.13%	0.68%	23.14%	158
Male no wife present	161	13.52%	46	4.27%	58	4.86%	0.59%	8.41%	51
Totals:	1,191	100.00%	1,078	100.00%	1,193	100.00%		100.00%	
Families with No Children by Type									
Married-couple	1,259	71.98%	1,707	78.52%	1,850	77.73%	-0.79%	81.57%	96
Female no husband present	278	15.89%	285	13.11%	327	13.74%	0.63%	12.93%	101
Male no wife present	212	12.12%	182	8.37%	203	8.53%	0.16%	5.50%	152
Totals:	1,749	100.00%	2,174	100.00%	2,380	100.00%		100.00%	

Diversity: Race and Ethnicity

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it but also people's age, income and education, career choices and geographic location.

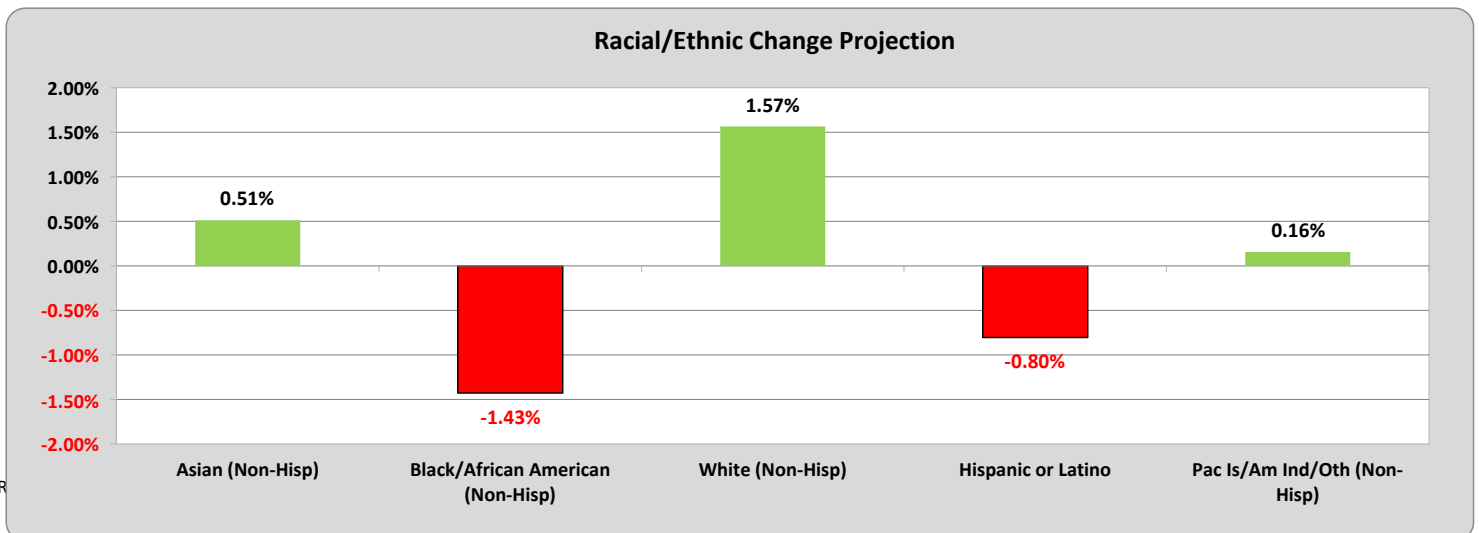
Racial Ethnic Trend Projections



	Study Area				KS,MO 2019	Comp Index CY
	2010	2019	2024	5 Yr Chg		
Racial/Ethnic Trends						
Asian (Non-Hisp)	550	678	768	0.21%	1.98%	152
Black/African American (Non-Hisp)	2,752	2,735	2,890	-0.02%	9.39%	129
White (Non-Hisp)	13,652	15,506	16,403	-0.03%	79.88%	86
Hispanic or Latino	2,804	2,985	3,100	-0.25%	5.97%	222
Pac Is/Am Ind/Oth (Non-Hisp)	591	673	731	0.08%	2.79%	107
Totals:	20,349	22,577	23,892	100.00%	100.00%	

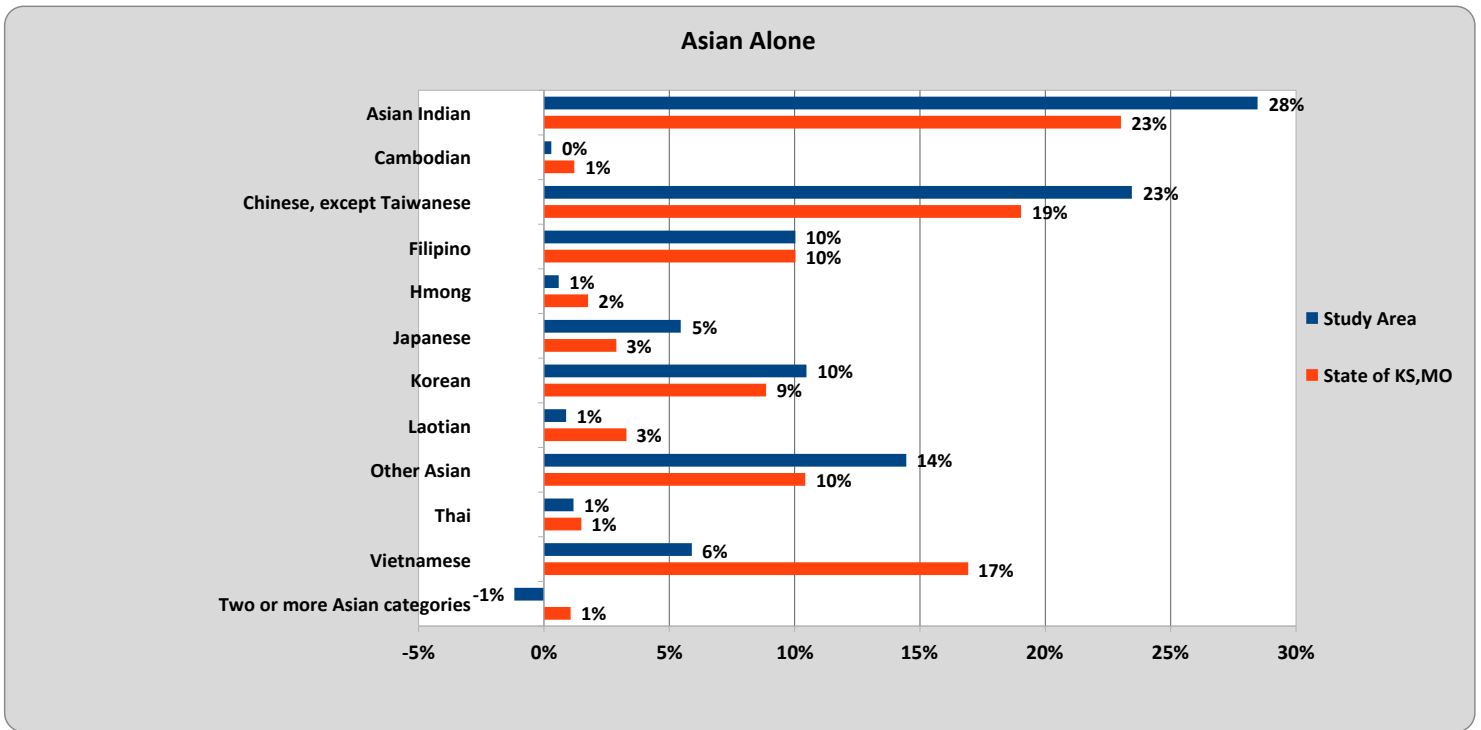
NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.

Racial/Ethnic Change Projection from Census 2010 to 2024



Diversity: Race and Ethnicity

Estimated Current Year Asian Alone Population

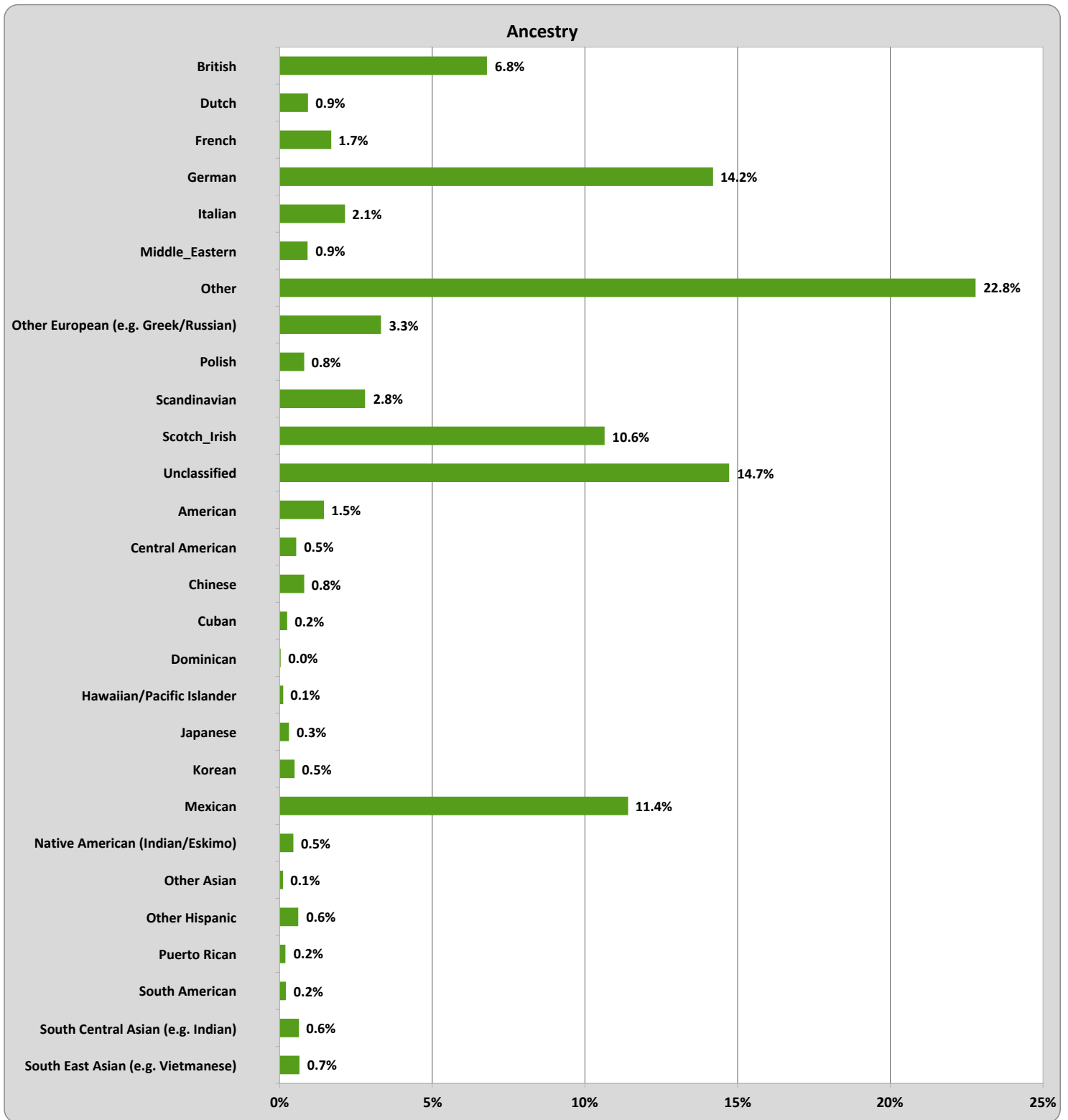


Population: Asian Alone	Study Area		State of KS,MO		Comp Index CY
	2019	2019	2019	2019	
Asian Indian	193	28.47%	41,642	23.02%	124
Cambodian	2	0.29%	2,194	1.21%	24
Chinese, except Taiwanese	159	23.45%	34,428	19.03%	123
Filipino	68	10.03%	18,154	10.03%	100
Hmong	4	0.59%	3,185	1.76%	34
Japanese	37	5.46%	5,227	2.89%	189
Korean	71	10.47%	16,033	8.86%	118
Laotian	6	0.88%	5,953	3.29%	27
Other Asian	98	14.45%	18,857	10.42%	139
Thai	8	1.18%	2,700	1.49%	79
Vietnamese	40	5.90%	30,622	16.93%	35
Two or more Asian categories	-8	-1.18%	1,927	1.07%	-111
Totals:	678	100.00%	180,922	100.00%	

Population: Hispanic or Latino by Origin	Study Area		State of KS,MO		Comp Index CY
	2010	2019	2010	2019	
Cuban	63	2.25%	68	2.28%	152
Mexican	2,230	79.53%	2,376	79.62%	103
Other Hispanic or Latino	431	15.37%	454	15.21%	88
Puerto Rican	80	2.85%	86	2.88%	69
Totals:	2,804	100.00%	2,984	100.00%	

Diversity: Ancestry

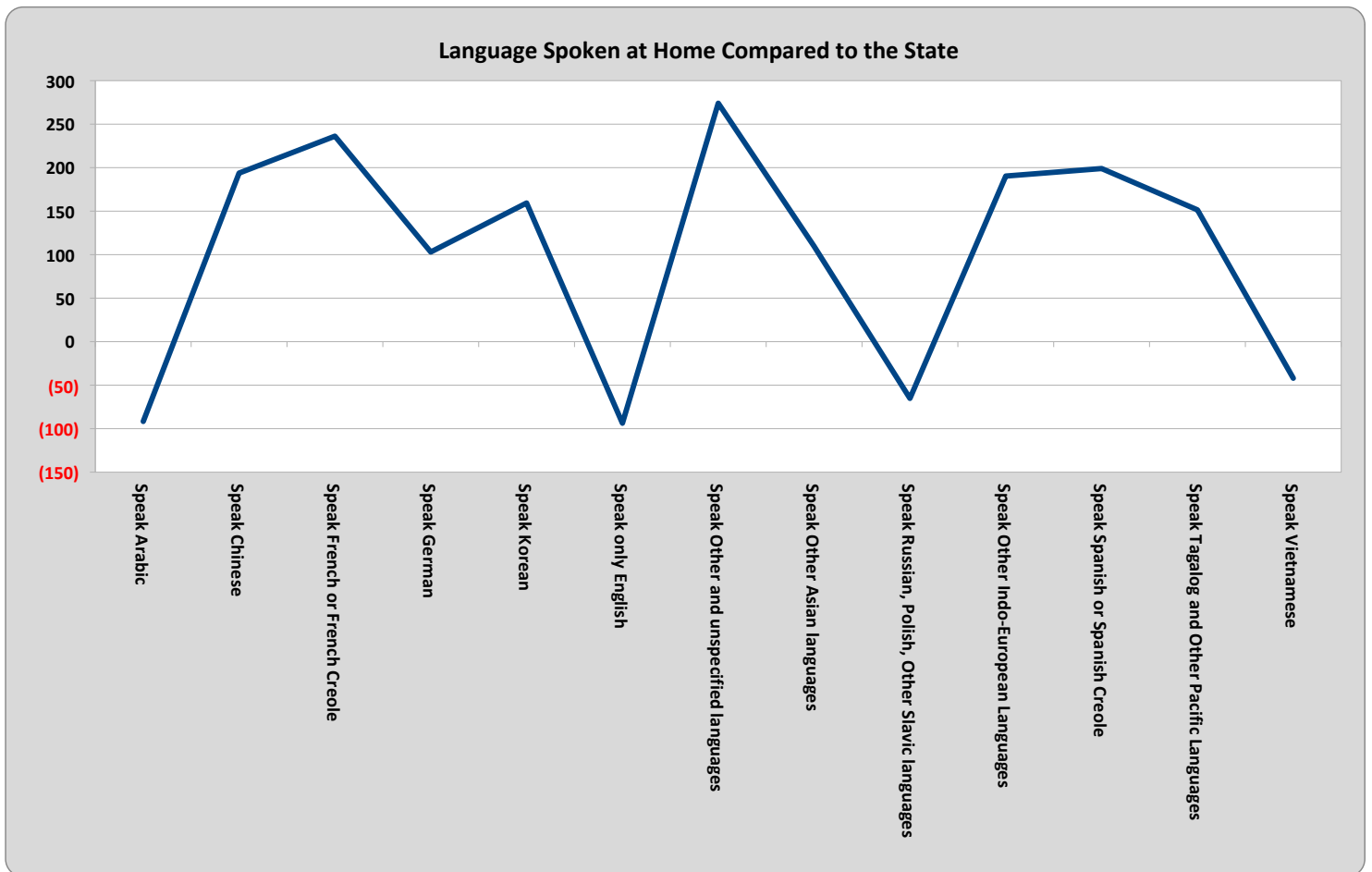
Population by Ancestry: 2019



Diversity: Languages

Population 5+ by Language Spoken at Home (Detail)	Study Area		State of KS,MO		Comp Index CY
	2019		2019		
Speak Arabic	36	0.18%	16,477	0.19%	92
Speak Chinese	146	0.71%	31,625	0.37%	194
Speak French or French Creole	94	0.46%	16,702	0.19%	236
Speak German	107	0.52%	43,563	0.51%	103
Speak Korean	40	0.20%	10,532	0.12%	159
Speak only English	17,694	86.46%	7,920,897	92.23%	94
Speak Other and unspecified languages	184	0.90%	28,176	0.33%	274
Speak Other Asian languages	110	0.54%	42,112	0.49%	110
Speak Russian, Polish, Other Slavic languages	43	0.21%	27,676	0.32%	65
Speak Other Indo-European Languages	233	1.14%	51,374	0.60%	190
Speak Spanish or Spanish Creole	1,709	8.35%	360,438	4.20%	199
Speak Tagalog and Other Pacific Languages	42	0.21%	11,636	0.14%	151
Speak Vietnamese	27	0.13%	26,951	0.31%	42
Totals:	20,465	100.00%	8,588,159	100.00%	See Chart Below

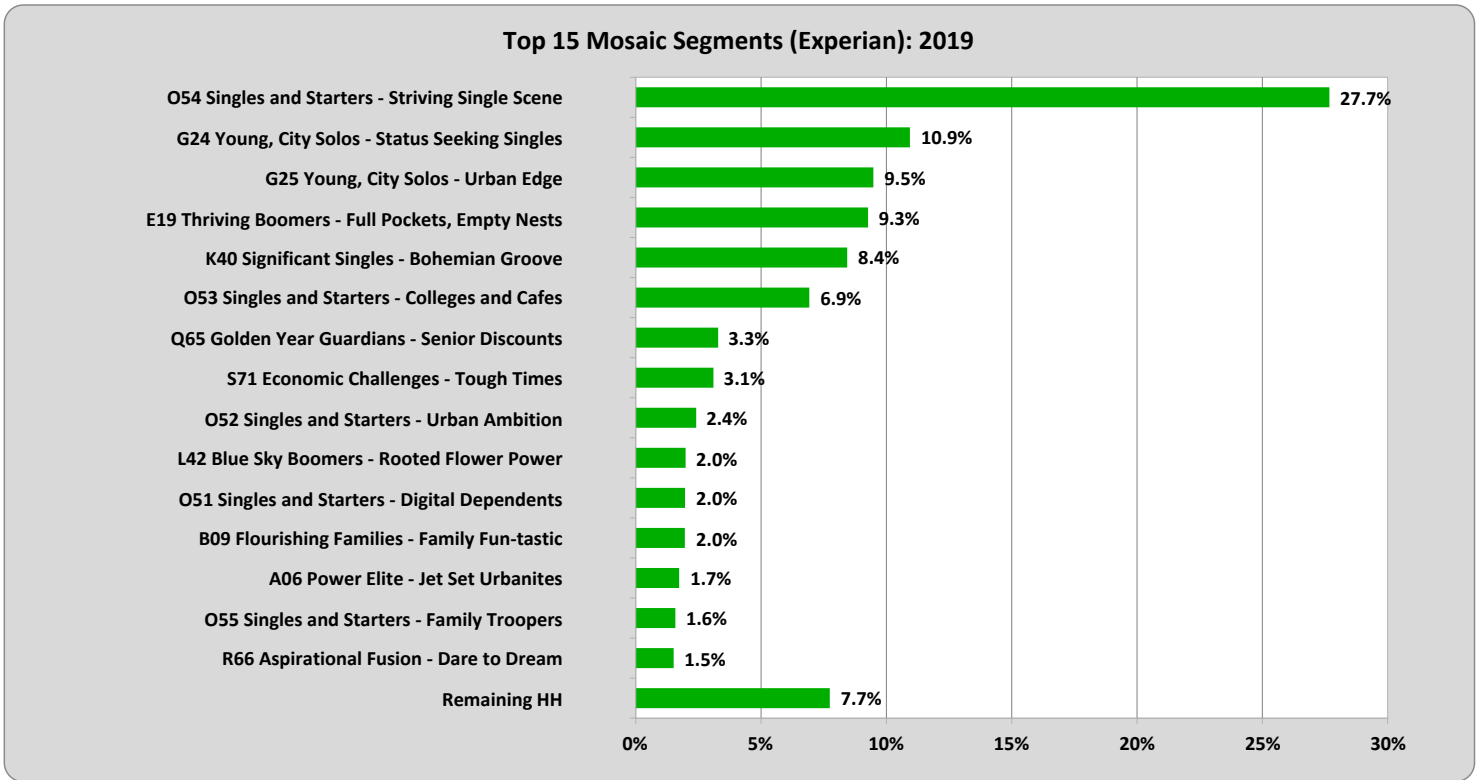
Population 5+ by Language Spoken at Home: Comparative Analysis Relative to the State of KS,MO



This chart graphically illustrates the comparative index score. Its purpose is to show how languages spoken at home in this study area compare to the state. It will provide an insight into the kind of ethnic diversity within the study area.

Mosaic Lifestyle Segmentation Types

Mosaic Lifestyle Types provides insight into the behaviors, attitudes and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography.



Mosaic: Top 15 Segments	Study Area		State of KS,MO		Comp Index CY
	2019	2019	2019	2019	
O54 Singles and Starters - Striving Single Scene	3,661	27.7%	82,008	2.3%	1,217
G24 Young, City Solos - Status Seeking Singles	1,447	10.9%	51,131	1.4%	771
G25 Young, City Solos - Urban Edge	1,254	9.5%	16,201	0.4%	2,110
E19 Thriving Boomers - Full Pockets, Empty Nests	1,226	9.3%	29,113	0.8%	1,148
K40 Significant Singles - Bohemian Groove	1,116	8.4%	71,929	2.0%	423
O53 Singles and Starters - Colleges and Cafes	916	6.9%	54,155	1.5%	461
Q65 Golden Year Guardians - Senior Discounts	435	3.3%	58,760	1.6%	202
S71 Economic Challenges - Tough Times	410	3.1%	20,986	0.6%	533
O52 Singles and Starters - Urban Ambition	319	2.4%	46,891	1.3%	185
L42 Blue Sky Boomers - Rooted Flower Power	263	2.0%	114,139	3.2%	63
O51 Singles and Starters - Digital Dependents	260	2.0%	172,728	4.8%	41
B09 Flourishing Families - Family Fun-tastic	259	2.0%	62,225	1.7%	113
A06 Power Elite - Jet Set Urbanites	229	1.7%	5,066	0.1%	1,232
O55 Singles and Starters - Family Troopers	209	1.6%	62,333	1.7%	91
R66 Aspirational Fusion - Dare to Dream	200	1.5%	52,540	1.5%	104
Remaining HH	1,024	7.7%	2,705,821	75.0%	10
Totals:	13,228	100.00%	3,606,026	100.00%	

Learn about your Mosaic Households

To access Mosaic Portrait data click on:

[Mosaic USA E-Handbook by Experian](#) (To open in a new Tab hold Control key when you click on the link)

Handbook includes Mosaic Overview and two graphic pages for each of the 19 Groups and 71 Segments.

[How to Read and Understand a Mosaic Portrait - Video](#)

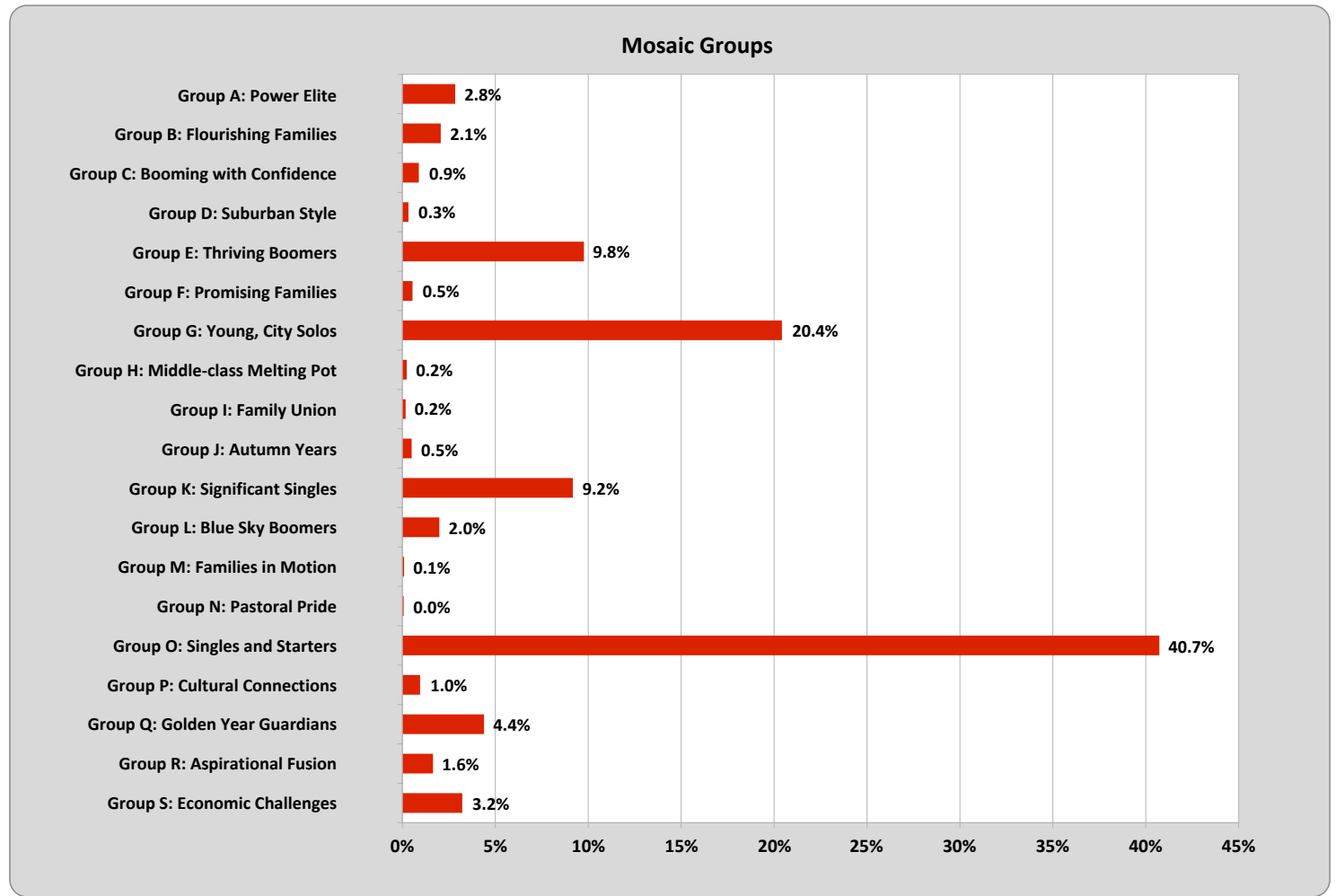
[Understanding Mosaic Portraits for Mission Planning - Video](#)

Faith based clients: To access the Mosaic application guide click on:

[Mission Impact Mosaic Application Guide by Bandy](#) (To open in a new Tab hold Control key when you click on the link)

Diversity: Mosaic Groups

Mosaic Groups

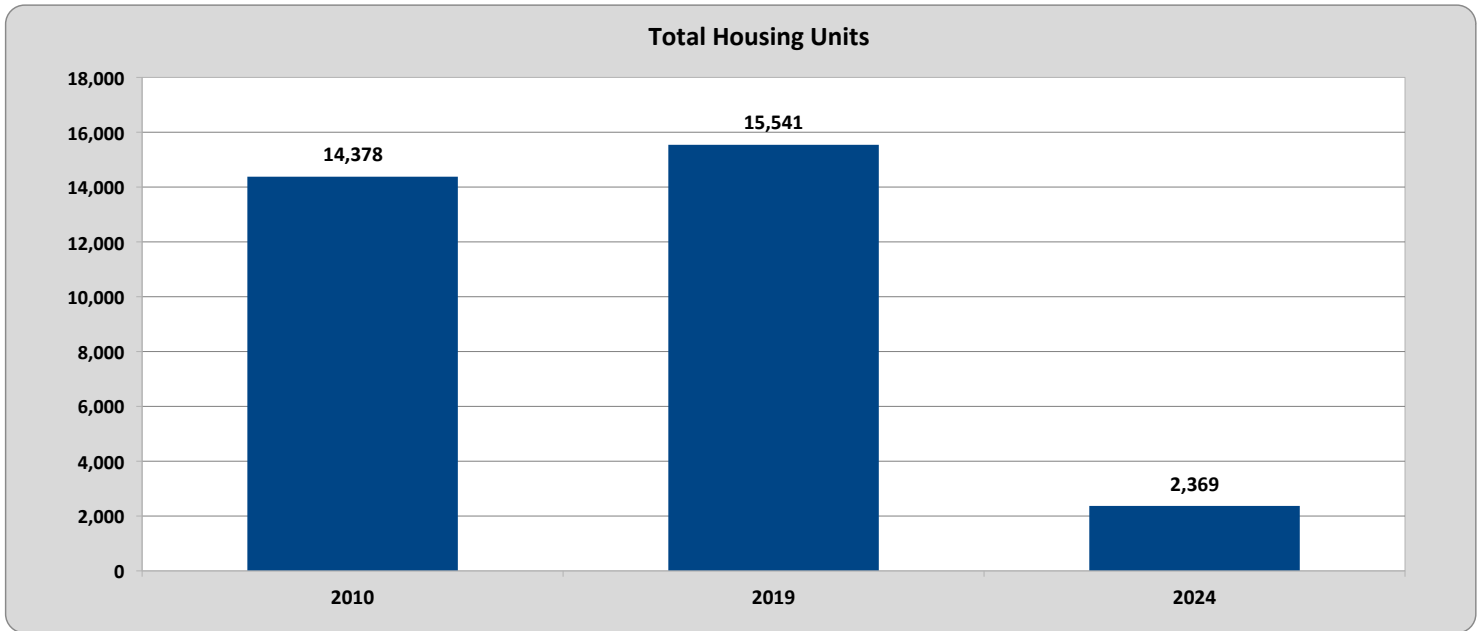


Mosaic Groups	Study Area		State of KS,MO		Comp Index CY
	2019	2019	2019	2019	
Group A: Power Elite	376	2.8%	175,294	4.9%	58
Group B: Flourishing Families	273	2.1%	162,016	4.5%	46
Group C: Booming with Confidence	117	0.9%	238,343	6.6%	13
Group D: Suburban Style	43	0.3%	161,166	4.5%	7
Group E: Thriving Boomers	1,292	9.8%	281,905	7.8%	125
Group F: Promising Families	72	0.5%	131,153	3.6%	15
Group G: Young, City Solos	2,701	20.4%	67,333	1.9%	1,094
Group H: Middle-class Melting Pot	31	0.2%	49,196	1.4%	17
Group I: Family Union	23	0.2%	173,323	4.8%	4
Group J: Autumn Years	66	0.5%	327,870	9.1%	5
Group K: Significant Singles	1,213	9.2%	95,277	2.6%	347
Group L: Blue Sky Boomers	263	2.0%	246,419	6.8%	29
Group M: Families in Motion	12	0.1%	182,788	5.1%	2
Group N: Pastoral Pride	6	0.0%	233,256	6.5%	1
Group O: Singles and Starters	5,387	40.7%	436,547	12.1%	336
Group P: Cultural Connections	126	1.0%	68,936	1.9%	50
Group Q: Golden Year Guardians	581	4.4%	303,429	8.4%	52
Group R: Aspirational Fusion	218	1.6%	92,169	2.6%	64
Group S: Economic Challenges	426	3.2%	179,607	5.0%	65
Totals:	13,226	0.00%	3,606,027	100.00%	

Housing

Housing encompasses the number of housing units historically, presently and to some extent in the future within the study area.

Trends in Housing Since 2010



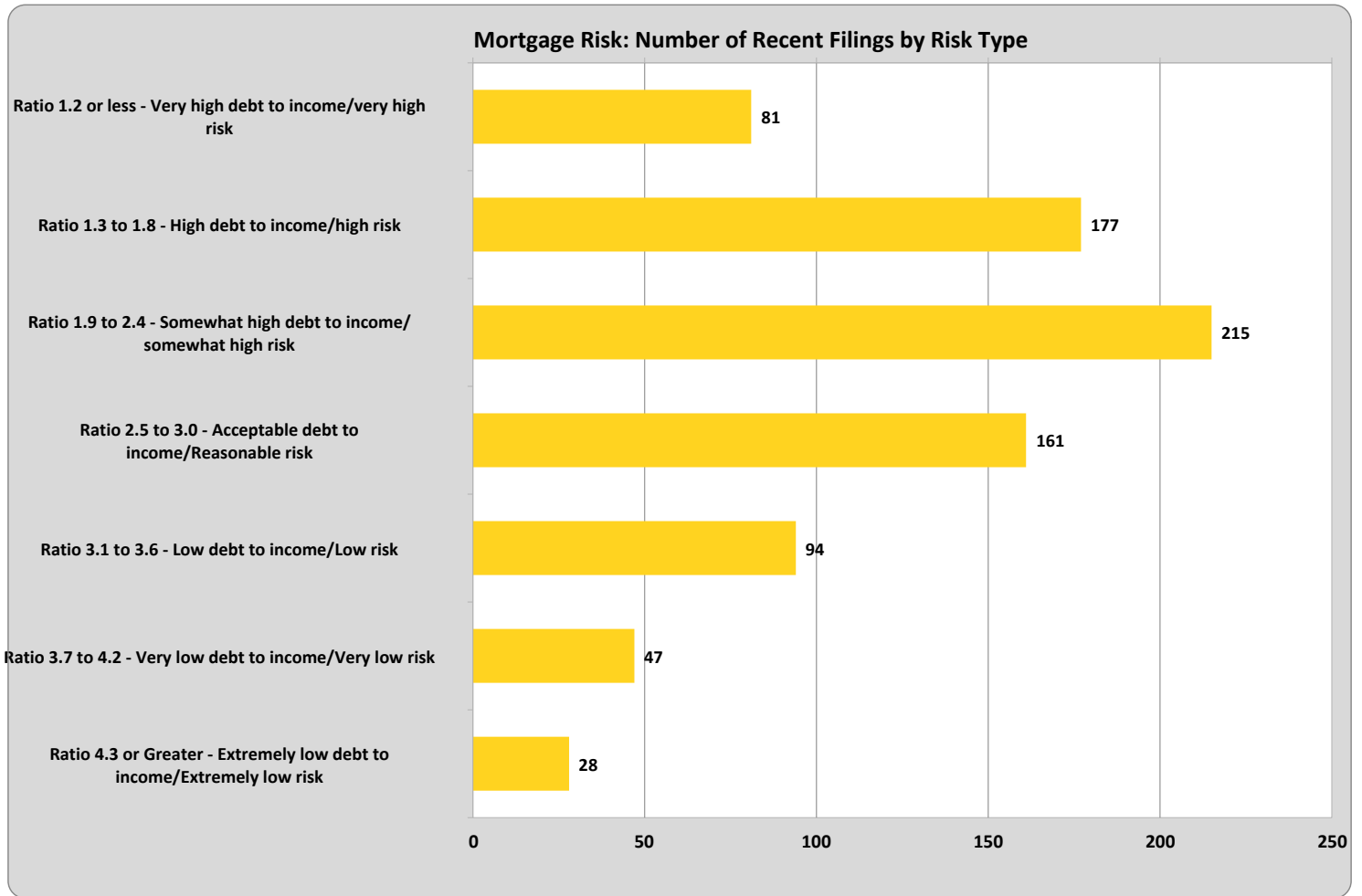
	2010	2019	2024
Housing Units	14,378	15,541	2,369
Family Households Change		1,163	-13,172
Percent Change		8.09%	-84.76%

	2010		Study Area		2024		5 Yr Chg	KS,MO 2019	Comp Index CY
	Count	%	Count	%	Count	%			
Housing by Occupancy									
Occupied	11,874	82.58%	13,225	85.10%	14,531	85.98%	0.88%	88.84%	96
Vacant	2,504	17.42%	2,316	14.90%	2,369	14.02%	-0.88%	11.16%	133
Totals:	14,378	100.00%	15,541	100.00%	16,900	100.00%		100.00%	
Housing by Type of Occupancy									
Owner Occupied	3,329	28.04%	4,179	31.60%	4,613	31.75%	0.15%	68.60%	46
Renter Occupied	8,545	71.96%	9,046	68.40%	9,918	68.25%	-0.15%	31.40%	218
Totals:	11,874	100.00%	13,225	100.00%	14,531	100.00%		100.00%	

Housing

	Study Area 2019		State of KS,MO 2019		Comp Index CY
Housing Units by Dwelling Type					
1 Unit Attached	639	4.11%	174,875	4.31%	95
1 Unit Detached	5,058	32.54%	3,076,040	75.78%	43
2 Units	920	5.92%	157,880	3.89%	152
3 to 19 Units	3,083	19.84%	172,096	4.24%	468
20 to 49 Units	2,281	14.68%	97,259	2.40%	613
50 or More Units	3,533	22.73%	115,693	2.85%	798
Mobile Home or Trailer	28	0.18%	263,289	6.49%	3
Other	0	0.00%	2,040	0.05%	0
Totals:	15,542	100.00%	4,059,172	100.00%	
Owner Occupied Housing Values					
Less than \$20,000	49	1.17%	94,185	3.81%	31
\$20,000 to \$39,999	58	1.39%	98,944	4.00%	35
\$40,000 to \$59,999	48	1.15%	111,424	4.50%	26
\$60,000 to \$79,999	87	2.08%	154,283	6.24%	33
\$80,000 to \$99,999	99	2.37%	187,259	7.57%	31
\$100,000 to \$149,999	530	12.69%	456,997	18.47%	69
\$150,000 to \$199,999	806	19.29%	409,039	16.54%	117
\$200,000 to \$299,999	1,377	32.96%	501,069	20.26%	163
\$300,000 to \$399,999	556	13.31%	225,157	9.10%	146
\$400,000 to \$499,999	270	6.46%	106,685	4.31%	150
\$500,000 to \$749,999	155	3.71%	78,383	3.17%	117
\$750,000 to \$999,999	81	1.94%	31,022	1.25%	155
\$1,000,000 or more	62	1.48%	19,252	0.78%	191
Totals:	4,178	100.00%	2,473,699	100.00%	
Housing by Year Built					
1939 or Earlier	7,822	50.33%	593,188	14.61%	344
1940 to 1949	1,174	7.55%	209,884	5.17%	146
1950 to 1959	1,661	10.69%	474,794	11.70%	91
1960 to 1969	1,376	8.85%	444,999	10.96%	81
1970 to 1979	1,022	6.58%	630,220	15.53%	42
1980 to 1989	940	6.05%	489,784	12.07%	50
1990 to 1999	544	3.50%	572,852	14.11%	25
2000 to 2009	797	5.13%	557,296	13.73%	37
2010 or Later	204	1.31%	86,155	2.12%	62
Totals:	15,540	100.00%	4,059,172	100.00%	

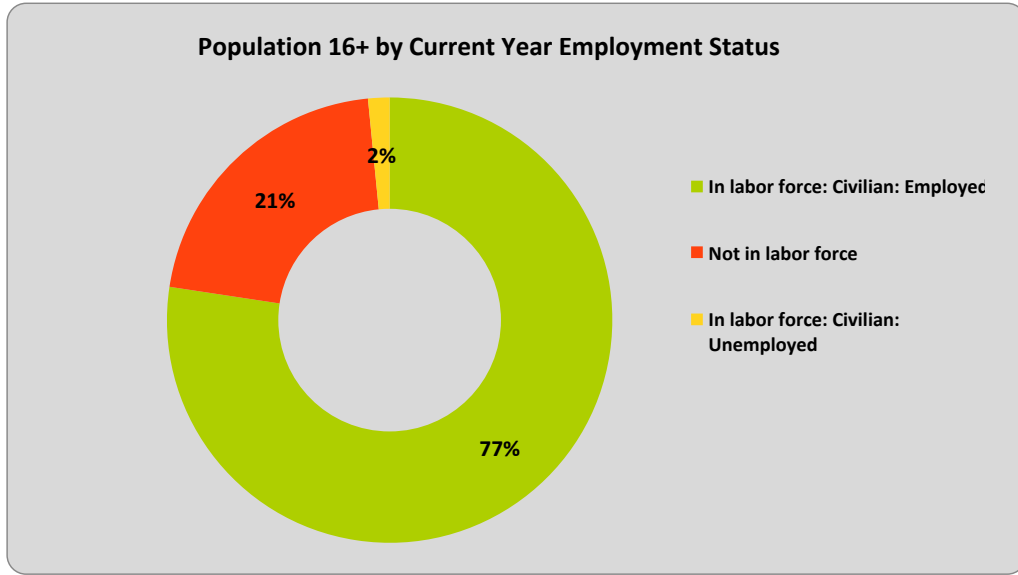
Mortgage Risk Indicator



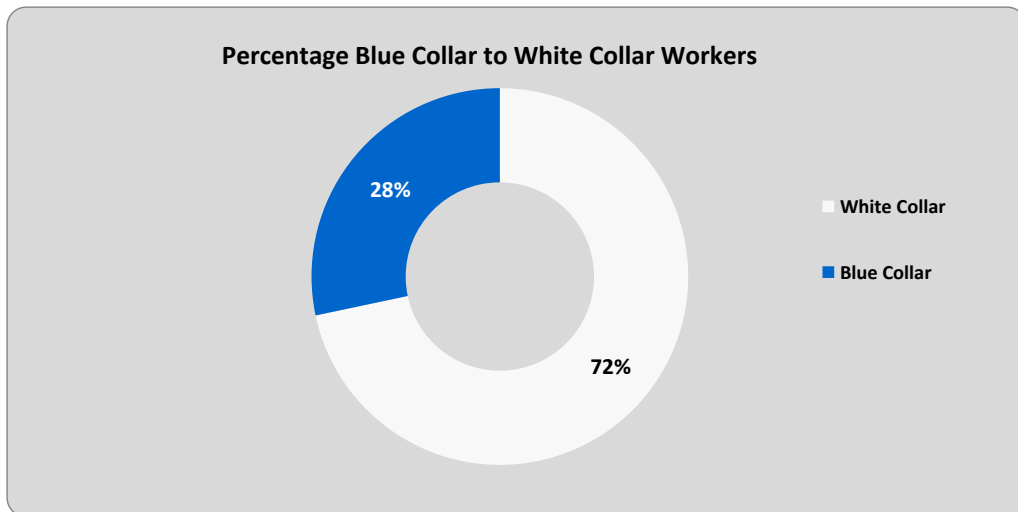
The Mortgage Risk Indicator indicates the assessed level of risk based upon debt to income. The higher the debt to income, the greater the risk. The values are used by mortgage lenders in the loan process.

The Work theme expresses several different ways of looking at the work people do within the study area.

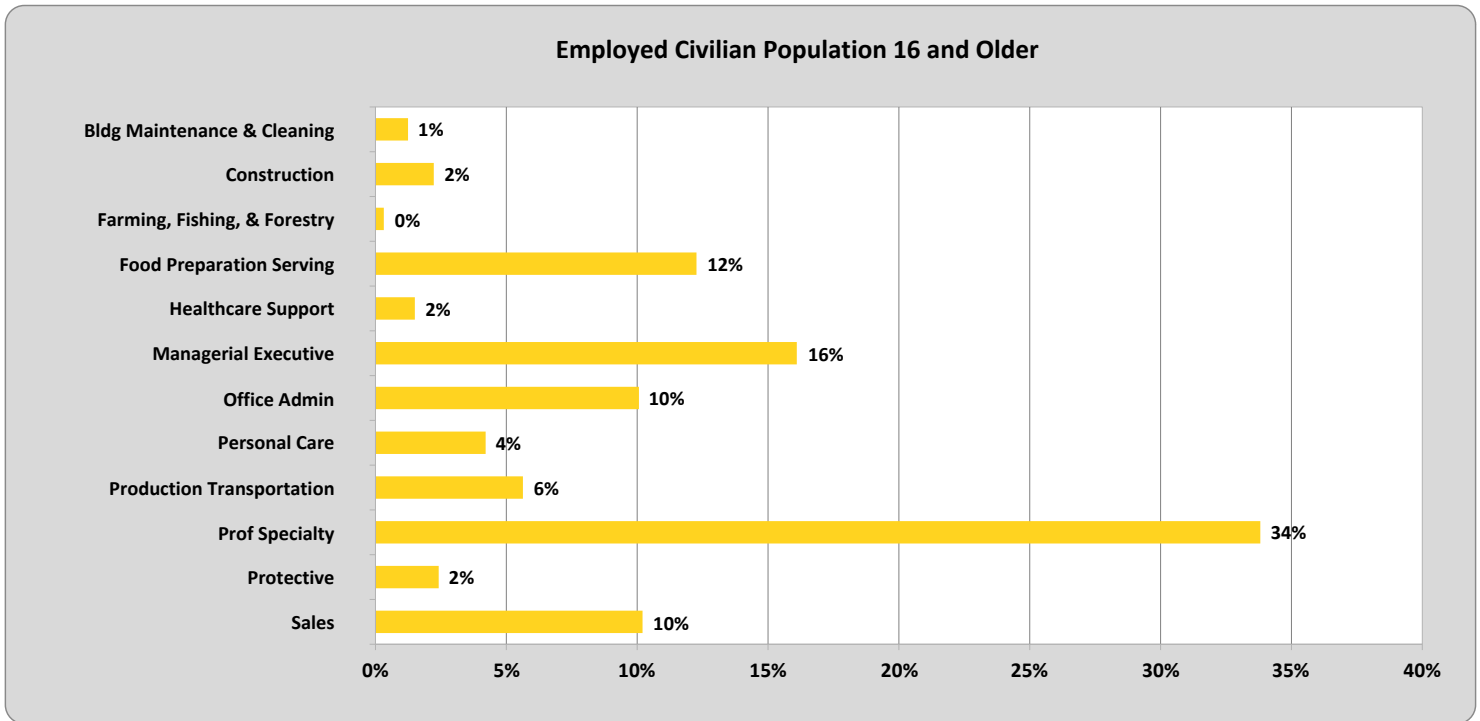
Employment Status of Population 16 and Older: 2019



Pop 16+ by Employment Status	Study Area		State of KS,MO		Comp Index CY
	2019		2019		
In labor force: Civilian: Employed	13,826	77.27%	4,515,135	61.69%	125
In labor force: In Armed Forces	29	0.16%	39,113	0.53%	30
Not in labor force	3,761	21.02%	2,614,293	35.72%	59
In labor force: Civilian: Unemployed	278	1.55%	150,224	2.05%	76
Blue and White Collar Workers 2019	17,894	100.00%	7,318,765	100.00%	
Employed Pop 16+ Blue/White Collar					
Blue Collar	3,915	28.32%	1,680,040	37.21%	76
White Collar	9,911	71.68%	2,835,095	62.79%	114
	13,826	100.00%	4,515,135	100.00%	

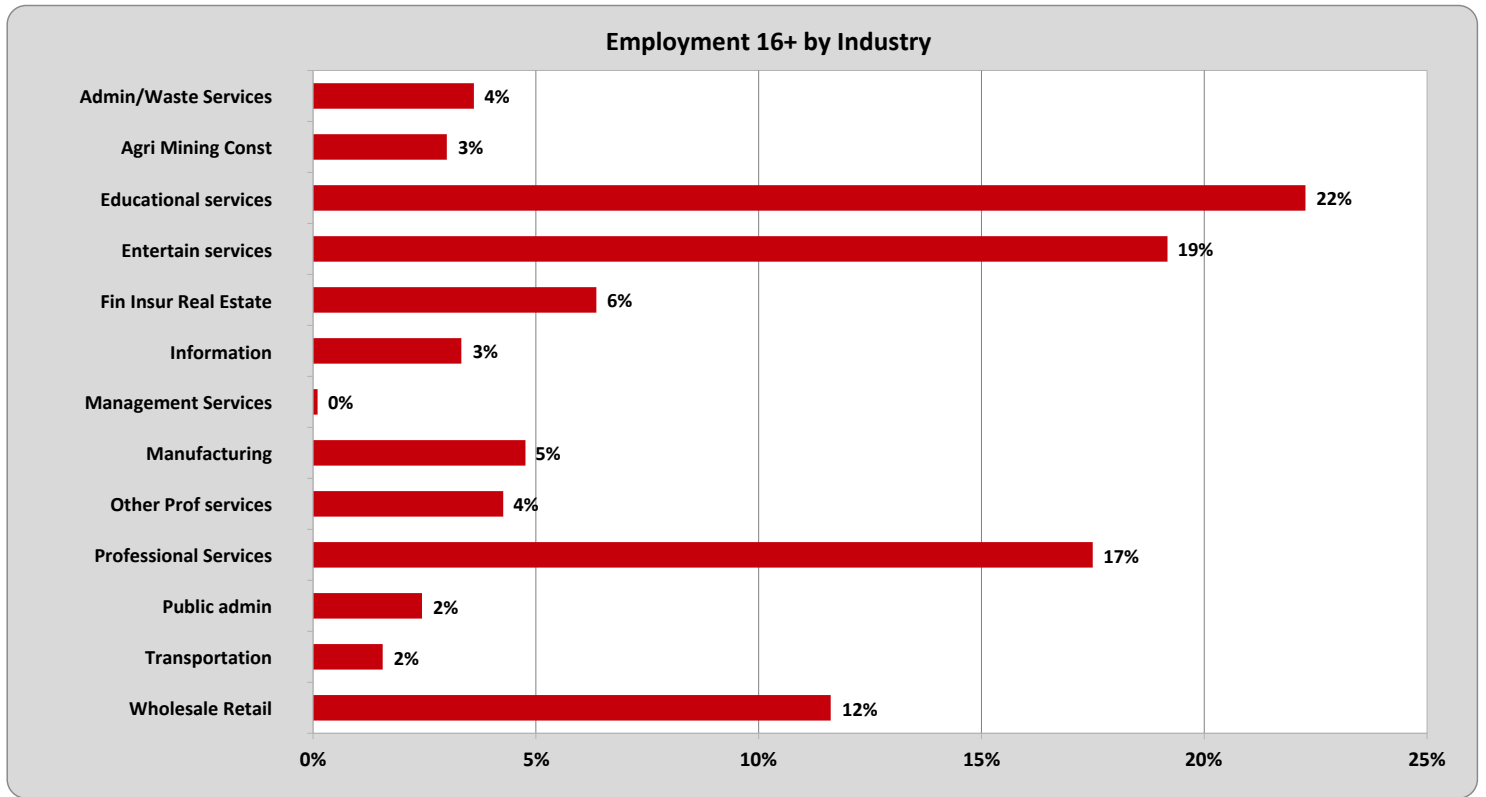


Employed Civilian Population by Occupation: 2019



Employed Civilian Pop 16+ by Occupation	Study Area		State of KS,MO		Comp Index CY
	2019		2019		
Bldg Maintenance & Cleaning	172	1.24%	163,741	3.63%	34
Construction	308	2.23%	378,527	8.38%	27
Farming, Fishing, & Forestry	44	0.32%	32,544	0.72%	44
Food Preparation Serving	1,696	12.27%	255,345	5.66%	217
Healthcare Support	208	1.50%	114,687	2.54%	59
Managerial Executive	2,226	16.10%	663,395	14.69%	110
Office Admin	1,392	10.07%	607,736	13.46%	75
Personal Care	582	4.21%	153,733	3.40%	124
Production Transportation	779	5.63%	610,100	13.51%	42
Prof Specialty	4,675	33.81%	989,760	21.92%	154
Protective	334	2.42%	86,050	1.91%	127
Sales	1,411	10.20%	459,517	10.18%	100
Totals:	13,827	100.00%	4,515,135	100.00%	
Workers 16+: Home or Away					
Worked at Home	679	4.91%	195,918	4.34%	113
Worked away from Home	13,147	95.09%	4,319,217	95.66%	99
Totals:	13,826	100.00%	4,515,135	100.00%	
Workers 16+: Transport to Work					
Bicycle	368	2.80%	11,917	0.28%	1,015
Car, Truck, or Van: Carpooled	891	6.78%	411,265	9.52%	71
Car, Truck, or Van: Drove Alone	10,219	77.73%	3,706,171	85.81%	91
Motorcycle	20	0.15%	7,765	0.18%	85
Other Means	122	0.93%	34,745	0.80%	115
Walked	843	6.41%	91,903	2.13%	301
Public Trans Excluding Taxi Cab	664	5.05%	52,822	1.22%	413
Taxi Cab	20	0.15%	2,629	0.06%	250
Totals:	13,147	100.00%	4,319,217	100.00%	

Employed Pop 16+ by Industry: 2019



Employed Civilian Pop 16+ by Industry	Study Area		State of KS,MO		Comp Index CY
	2019	2019	2019	2019	
Admin/Waste Services	499	3.61%	166,647	3.69%	98
Agri Mining Const	415	3.00%	385,340	8.53%	35
Educational services	3,079	22.27%	1,104,188	24.46%	91
Entertain services	2,651	19.18%	391,448	8.67%	221
Fin Insur Real Estate	879	6.36%	300,024	6.64%	96
Information	460	3.33%	91,004	2.02%	165
Management Services	14	0.10%	4,838	0.11%	95
Manufacturing	659	4.77%	538,418	11.92%	40
Other Prof services	590	4.27%	211,051	4.67%	91
Professional Services	2,419	17.50%	256,226	5.67%	308
Public admin	338	2.44%	194,334	4.30%	57
Transportation	216	1.56%	230,181	5.10%	31
Wholesale Retail	1,606	11.62%	641,436	14.21%	82
Totals:	13,825	100.00%	4,515,135	100.00%	
Work Place Population Estimates					
Workplace Employees (Full Time Employees)	31,769	95.56%	4,093,121	94.03%	102
Workplace Establishments	1,477	4.44%	259,752	5.97%	74
Totals:	33,246	100.00%	4,352,873	100.00%	

Work

	Study Area		State of KS,MO		Comp Index CY
Families: Workers					
1 worker	1,163	35.76%	748,057	31.51%	113
2 workers	1,681	51.69%	1,030,612	43.42%	119
3 or more workers	161	4.95%	244,653	10.31%	48
No workers	247	7.60%	350,451	14.76%	51
Totals:	3,252	100.00%	2,373,773	100.00%	
Workers 16+: Travel Time to Work					
	2019		2019		
Less than 5 minutes	463	3.52%	192,525	4.46%	79
5 to 9 minutes	2,410	18.33%	562,493	13.02%	141
10 to 14 minutes	2,784	21.18%	669,519	15.50%	137
15 to 19 minutes	2,617	19.91%	742,054	17.18%	116
20 to 24 minutes	1,754	13.34%	650,159	15.05%	89
25 to 29 minutes	1,040	7.91%	281,202	6.51%	122
30 to 34 minutes	1,233	9.38%	532,292	12.32%	76
35 to 39 minutes	128	0.97%	116,209	2.69%	36
40 to 44 minutes	224	1.70%	128,162	2.97%	57
45 to 59 minutes	343	2.61%	251,685	5.83%	45
60 to 89 minutes	123	0.94%	126,918	2.94%	32
90 or more minutes	28	0.21%	65,999	1.53%	14
Totals:	13,147	100.00%	4,319,217	100.00%	

Supporting Information

Interpreting the Report

The FullInsite report is formatted to help you interpret data at a glance.

Change over time: Several trend tables have a column indicating a change over time. Generally, these tables begin with the last census, include the current year estimate, a five year projection and if available, a 10 year forecast. The data in each cell represents a percentage change up or down.

Color Coding: Both the "Change over Time" and "Comparative Indexes" columns are color coded to easily spot any change and the direction of that change.

Change:	Increasing	Stable	Declining
Index:	Above Ave	Ave	Below Ave.

Variable Definitions

Full variable definitions can be found in the MI Demographic Reference Guide. Download it free from the Help/Documents menu located on the map screen of your study area on the MissionInsite website.

Indexes: Some variables will have a column called "Comparative Index." An index is an easy way to compare a study area with a larger area. For this report, all comparisons are with the state or states within which the study area falls. The indexes can be interpreted as follows.

- Indexes of 100 mean the study area variable is the same as its base area.
- Indexes greater than 100 mean the study area variable is above the base area. The higher the number, the greater it is above the base.
- Indexes less than 100 mean the study area variable is below the base area. The lower the number, the greater it is below the base.

Support

If you need support with this report, please email MissionInsite at misupport@missioninsite.com.