

DEMOGRAPHICS

Introduction & Summary

Simply defined, demographic data is descriptive statistical information about a population group. Demographic data describe the population, social, housing, and economic characteristics of a community. The purpose of the demographics section of the Platte Profile is to use objective quantitative data to analyze the composition of the community.

Understanding demographic characteristics is a useful first step in learning about the community profile. However, it is easier to assess the relative condition of the community when Platte County's demographic information is compared with the same data from similar and surrounding communities in the Kansas City metropolitan area.

This report is broken down into two sections – the first analyzes Platte County's demographics, while the second section compares Platte County with other communities. The analysis section details only Platte County's demographics, including important social and economic indicators. The comparison section places Platte County's data in context with its surrounding environment.

Data was gathered from the U.S. Census Bureau, which is the best available resource for demographics. Eight different jurisdictions were used in the comparisons:

- Cass County, Missouri
- Jackson County, Missouri
- Leavenworth County, Kansas
- State of Missouri
- Clay County, Missouri
- Johnson County, Kansas
- Wyandotte County, Kansas
- United States

These communities vary in population and socioeconomic characteristics; however, they are situated in all directions around Platte County and show the trends in the other major counties in the Kansas City metropolitan area. Data from the State of Missouri and the United States is also provided to place Platte County in greater context.



Demographics Analysis

Population Change
Population Distribution
Employment By Occupation
Employment By Industry
Per Capita Income
Median Home Value
Monthly Owner Costs
Year Structure Built

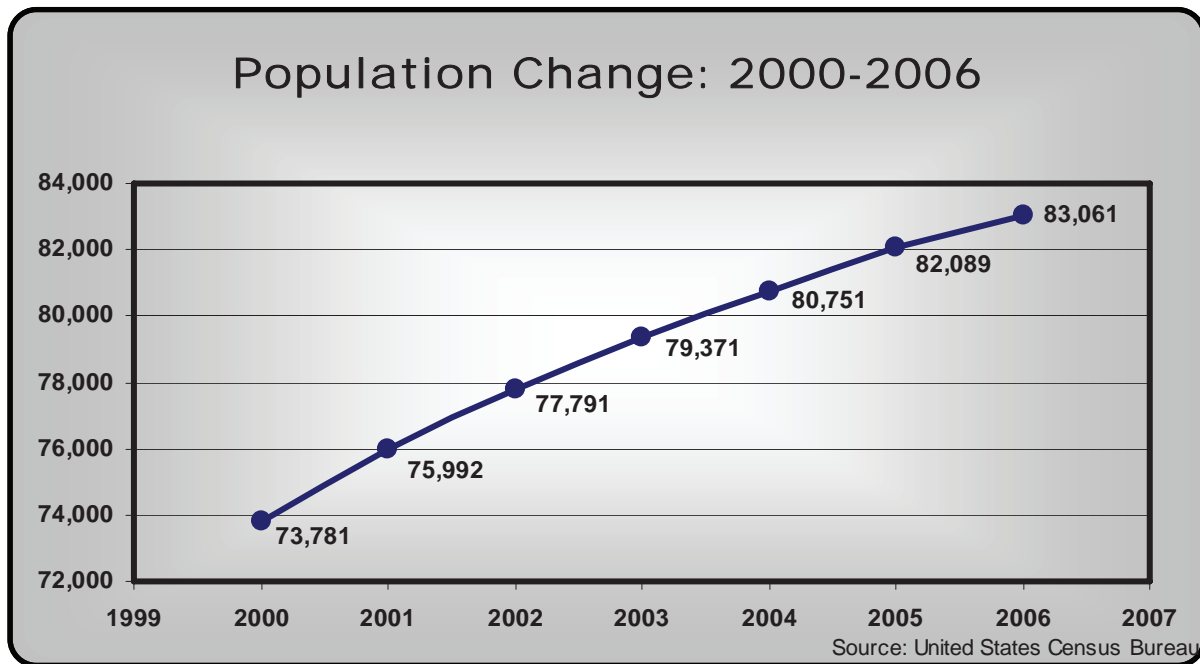


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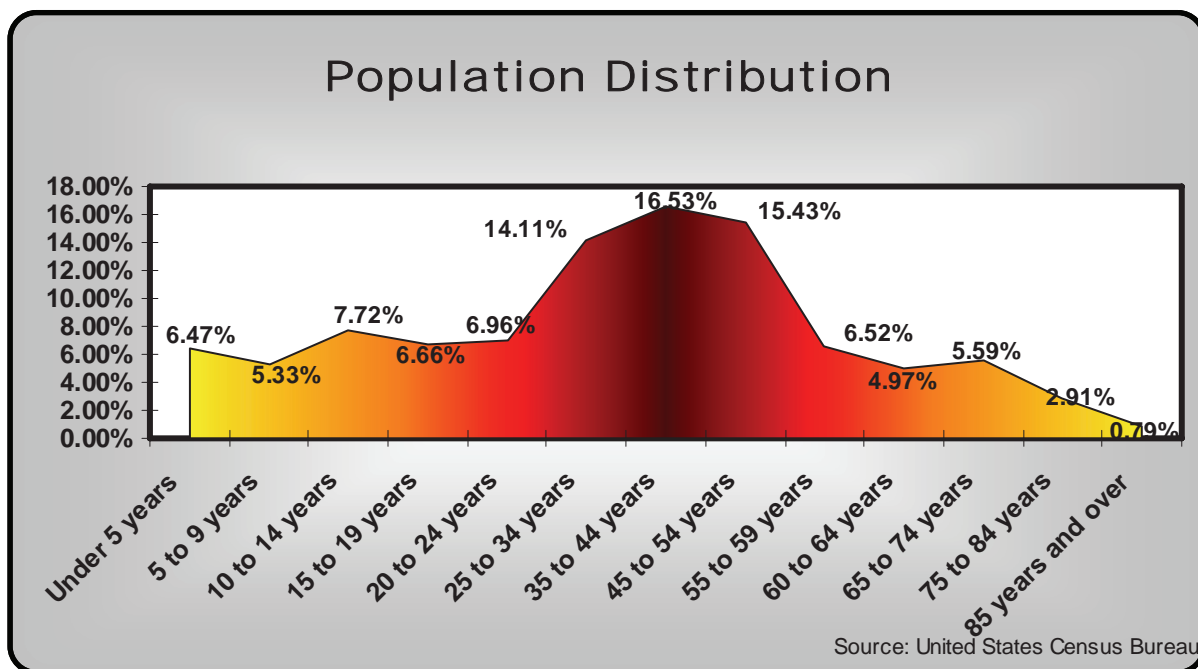
Population Change: 2000 – 2006

This chart shows the change in Platte County population from the beginning of the decade through last year – the population numbers are estimates provided by the Census Bureau. The county has experienced steady growth over the past several years, averaging an annual growth rate of 2.2% since 2000. Future issues and circumstances may eventually curtail this population growth, but for the time being, Platte County is experiencing a steady surge in its population.



Population Distribution

The population distribution is similar to what one would find in a similarly growing community. There are nearly three times as many people under the age of 19 (26.18%) than there are individuals over the age of 65 (9.30%). Slightly less than half of the entire population (46.08%) is between 25 and 54 years of age, which is normal for most communities. As the Baby Boomer population continues to age over the next 20 – 30 years, these numbers may change significantly, provided that those individuals decide to retire in Platte County.

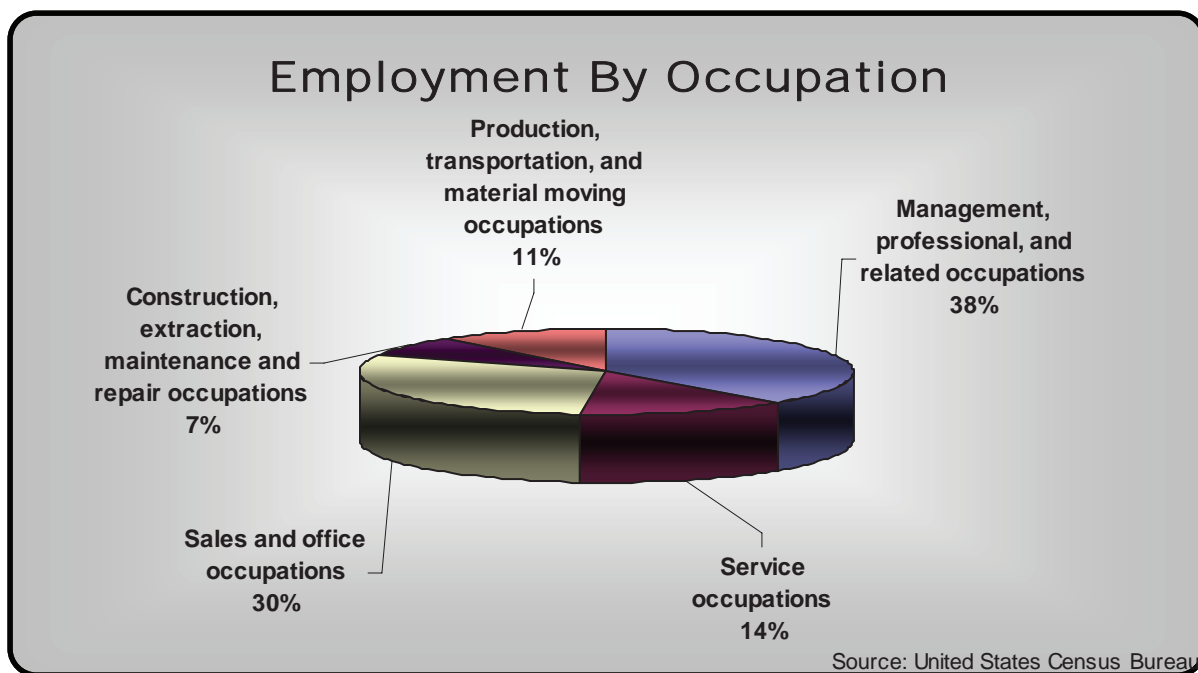


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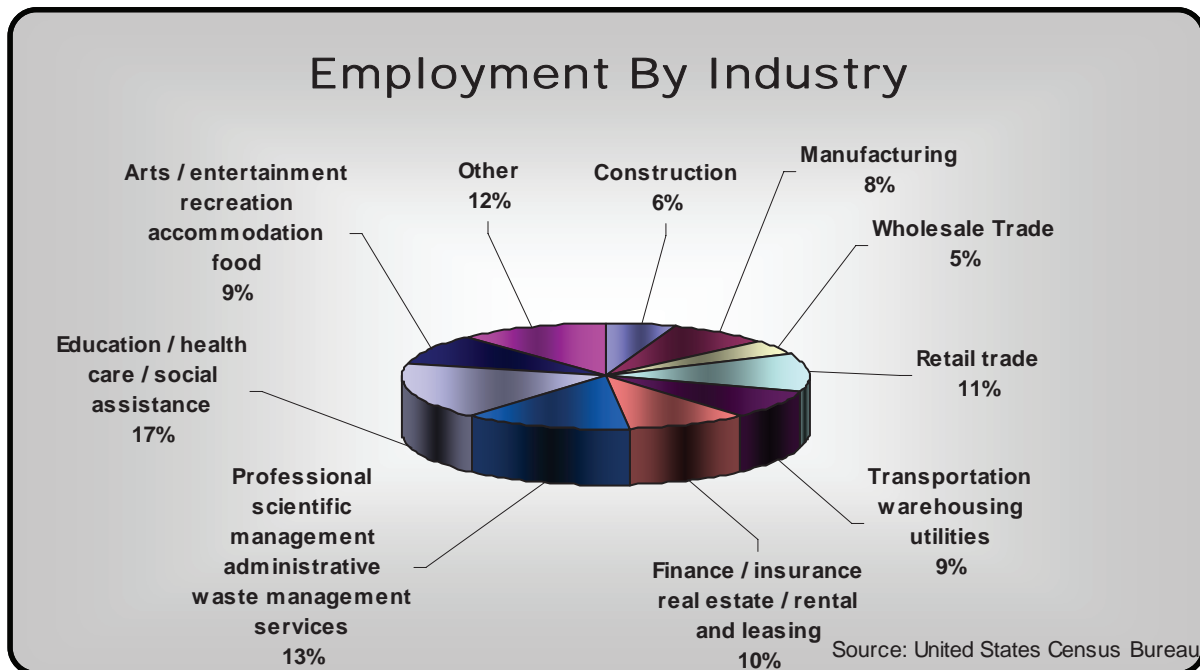
Employment By Occupation

The chart below is a breakdown of employment sectors in which Platte County residents work. The various percentages in the different categories are not dramatically different than is present in the entire American population; however, there are slightly higher proportions working in the management, professional, sales, and office occupations. Those higher proportions are likely attributable to the high degree of education held by many in the county, as is explained in a later graph.



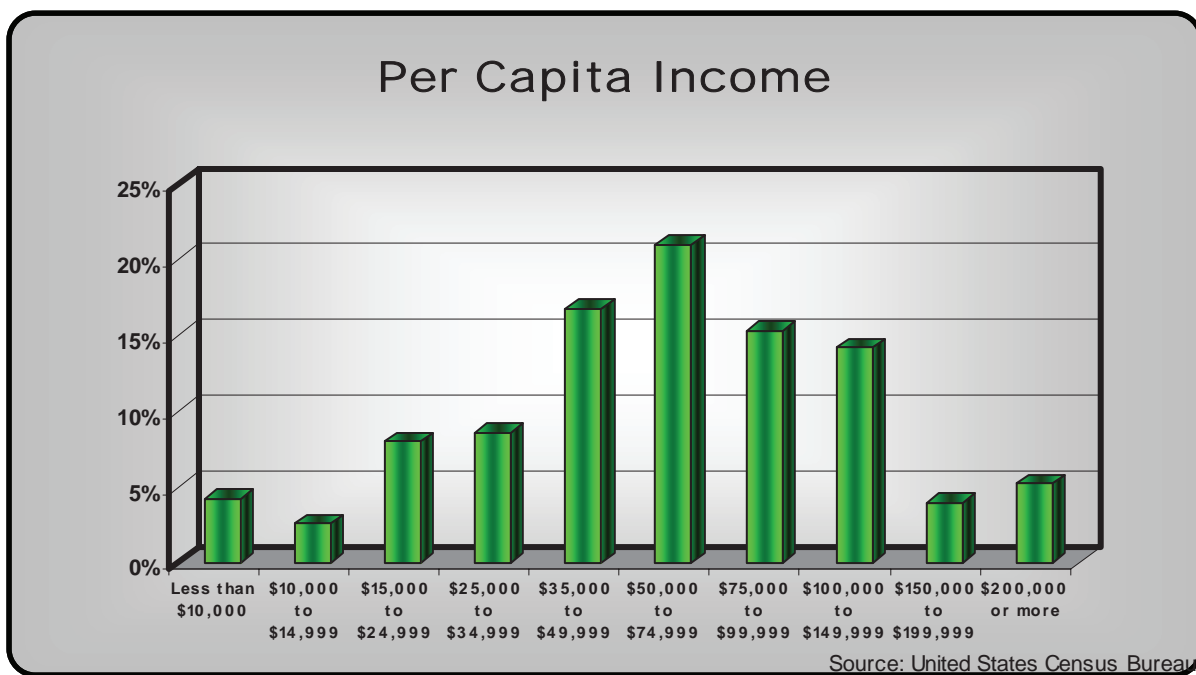
Employment By Industry

When residents' employments are broken down by industry, as is shown in the chart below, more striking differences are evident than when they are examined by occupation. Platte County has significantly higher rates than the national average in professional, scientific, management, administrative, and waste management jobs (U.S.: 9.3%) and finance, insurance, real estate, rental, and leasing positions (U.S.: 6.9%). Additionally, Platte County lags behind the national average in manufacturing employment, trailing the U.S. rate of 14.1%. This likely reflects a higher degree of educational attainment; however, the small number of manufacturing jobs may indicate that the county could someday lack jobs sought by those without a college education.



Per Capita Income

A person's income is closely related to his or her level of educational attainment and to the financial capabilities of owning and maintaining a residence. As county residents have higher than average representation in management, finance, and other professional sectors, they also have higher than average incomes. Nearly three of every five residents (59.77%) earn more than \$50,000 a year, while less than 5% of residents earn below the current federal poverty limit of \$10,200.

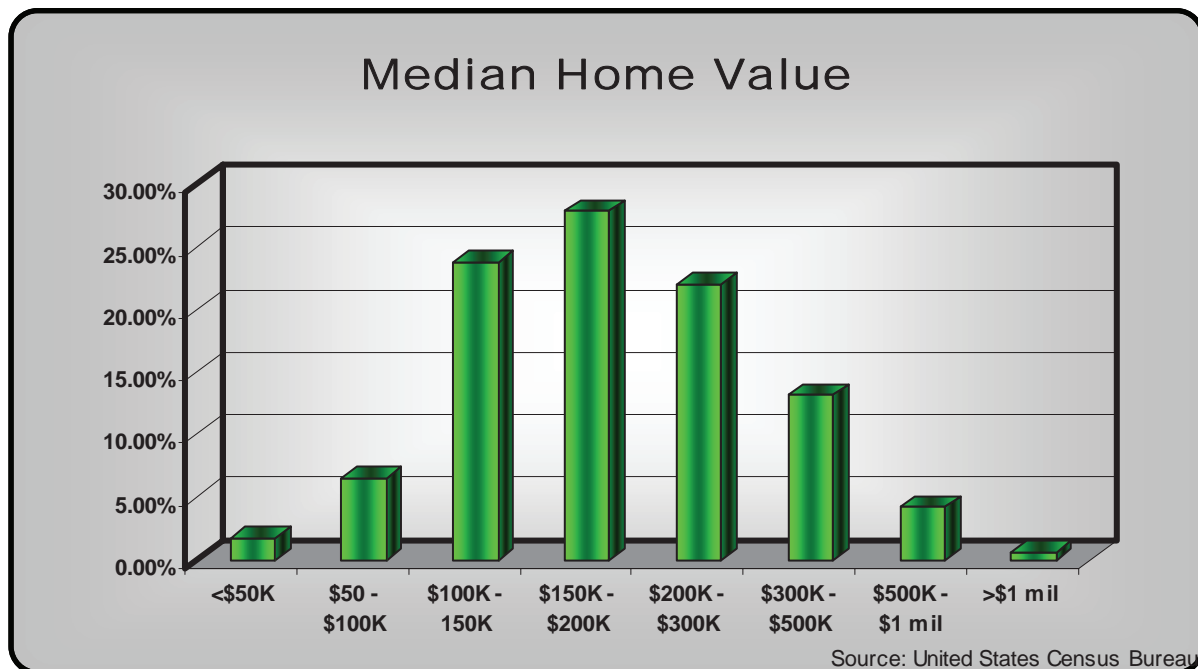


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Median Home Value

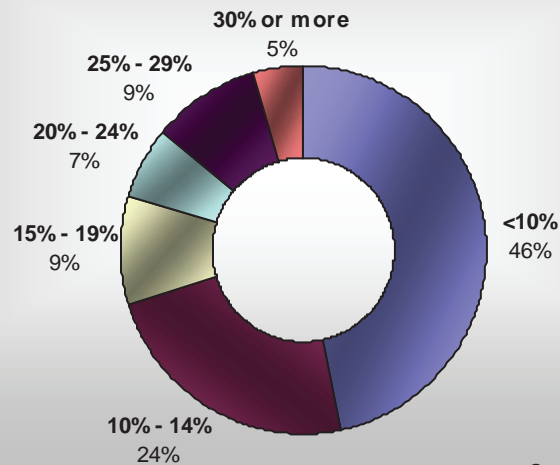
The median home values of Platte County residents are represented in the graph below. As county residents enjoy higher than average incomes, they also have homes that cost a higher amount than the area average. Slightly more than 40% of Platte County homes are valued at more than \$200,000, while more than three-quarters of homes are valued at more than \$150,000. Fewer than 400 of the county's 22,428 homes are valued at less than \$50,000.



Monthly Owner Costs

The amount a homeowner devotes to household expenses, including mortgage and maintenance costs, is an important indicator of how much disposable income household owners may have. Nearly three-quarters of homeowners (70%) spend less than 15% of their monthly incomes on their homes. This is important for two reasons: (1) the vast majority of Platte County homeowners are financially capable of maintaining and improving their homes, and (2) they have at least 85% of their incomes available to use for other purposes, including personal savings, education, and entertainment.

Monthly Owner Costs As Percentage Of Household Income



Source: United States Census Bureau

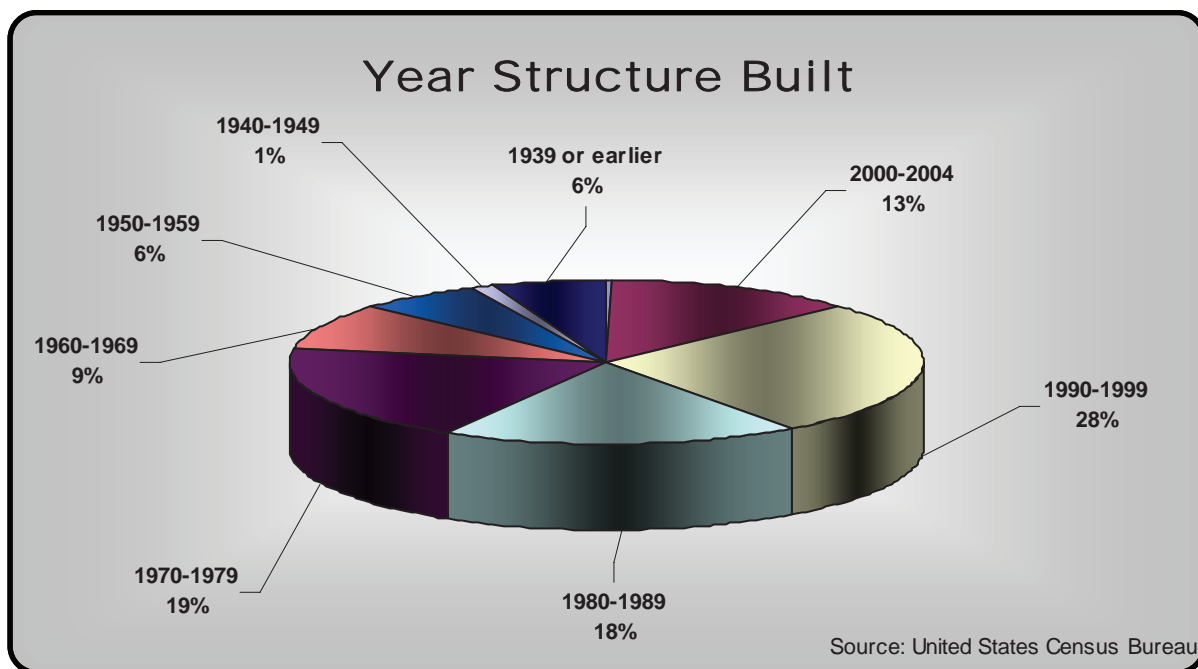


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Year Structure Built

The chart below shows the decades in which Platte County homes were built, and it reflects the trend of recent growth in the community. Slightly more than two of every five homes (41%) have been built in the past 17 years, while less than a quarter of homes (22%) were constructed before the 1970s. Given the continuing high growth rates, the county can likely expect that its residents will continue to live in mostly newer structures.



Demographics Comparisons

Population
Annual Growth
Per Capita Income
Median Home Value
High School Education
College Education

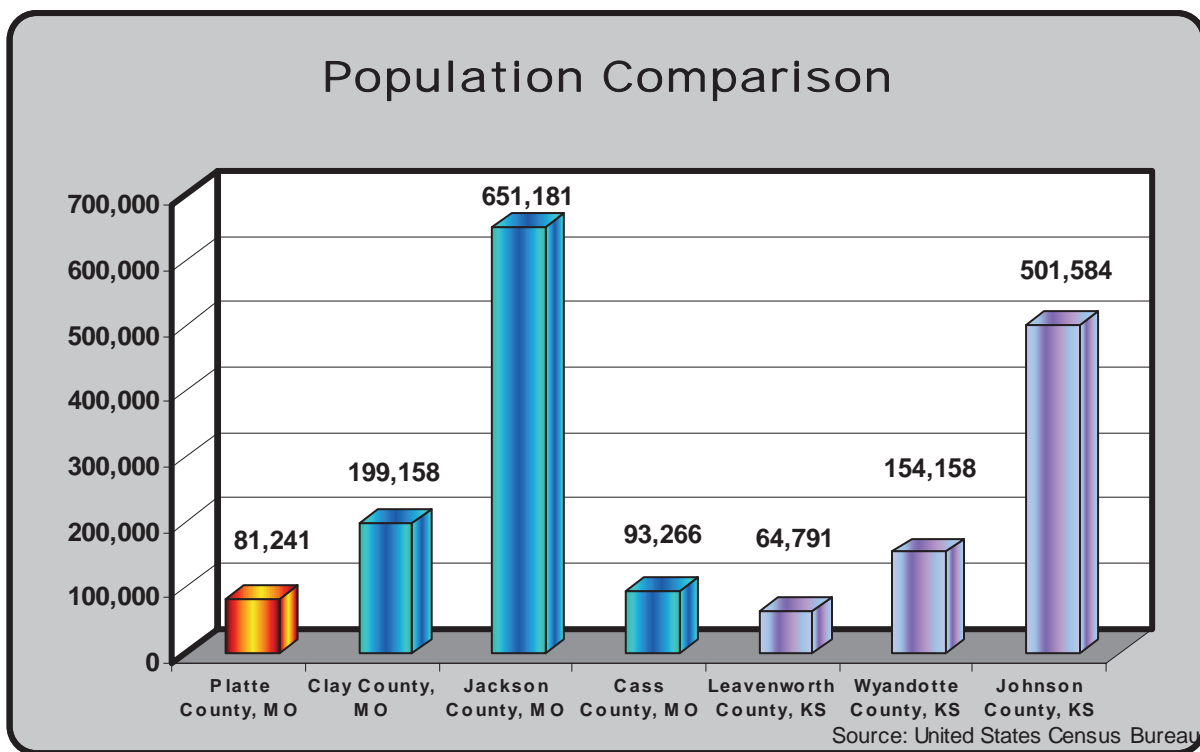


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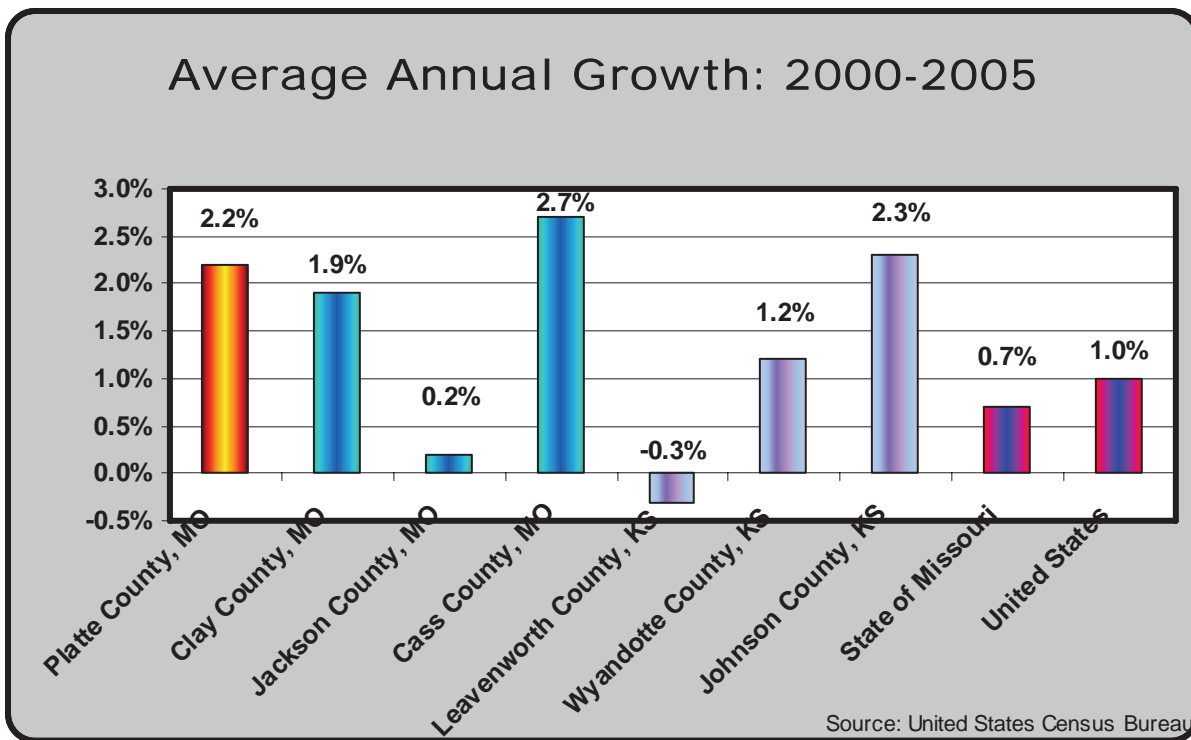
Population Comparison

The combined population of the seven largest counties in the Kansas City metropolitan area is 1,745,379, and Platte County constitutes just 4.65% of the entire region's population. Platte County has less than half of the population of its eastern neighbor Clay County, while Leavenworth County, bordering to the west, has a smaller population than Platte. Jackson and Johnson Counties account for two-thirds of the Kansas City area population.



Average Annual Growth: 2000 – 2006

The chart below shows the annual average growth rates between 2000 and 2005. Platte County trails only Cass and Johnson Counties in the levels of recent growth. Clay County has also experienced a high growth rate – combined, the Platte and Clay growth levels are evident of the desirable neighborhoods and communities located north of the river. The northland has become one of the premiere areas for families and businesses, and this is reflected in the high rates of growth in the area.

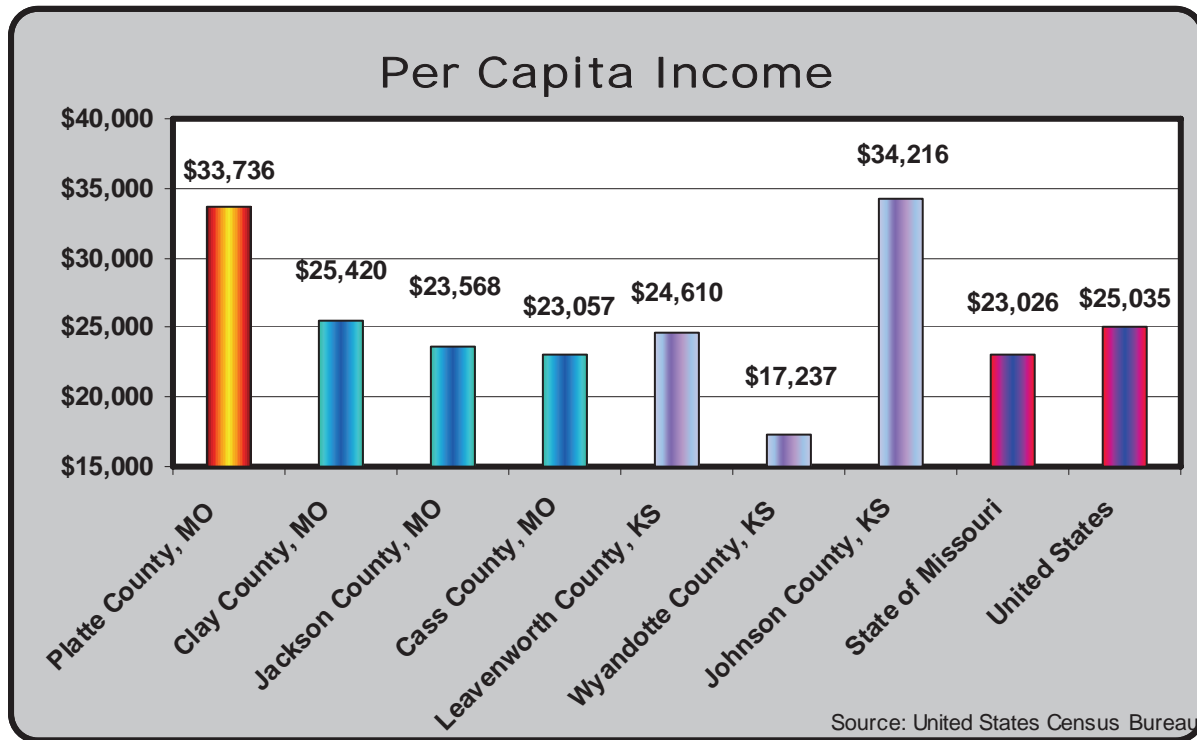


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Per Capita Income Comparison

Per capita income of the seven area counties are compared in the chart below. Of all the Missouri counties, Platte has the highest per capita income. Other than Johnson County, where the average income is around \$500 more, Platte County has significantly higher income levels than any place in the metropolitan area, the state, and the country. The high income levels reflect the availability of high-paying jobs, both within the county and within reasonable driving distance to the county.

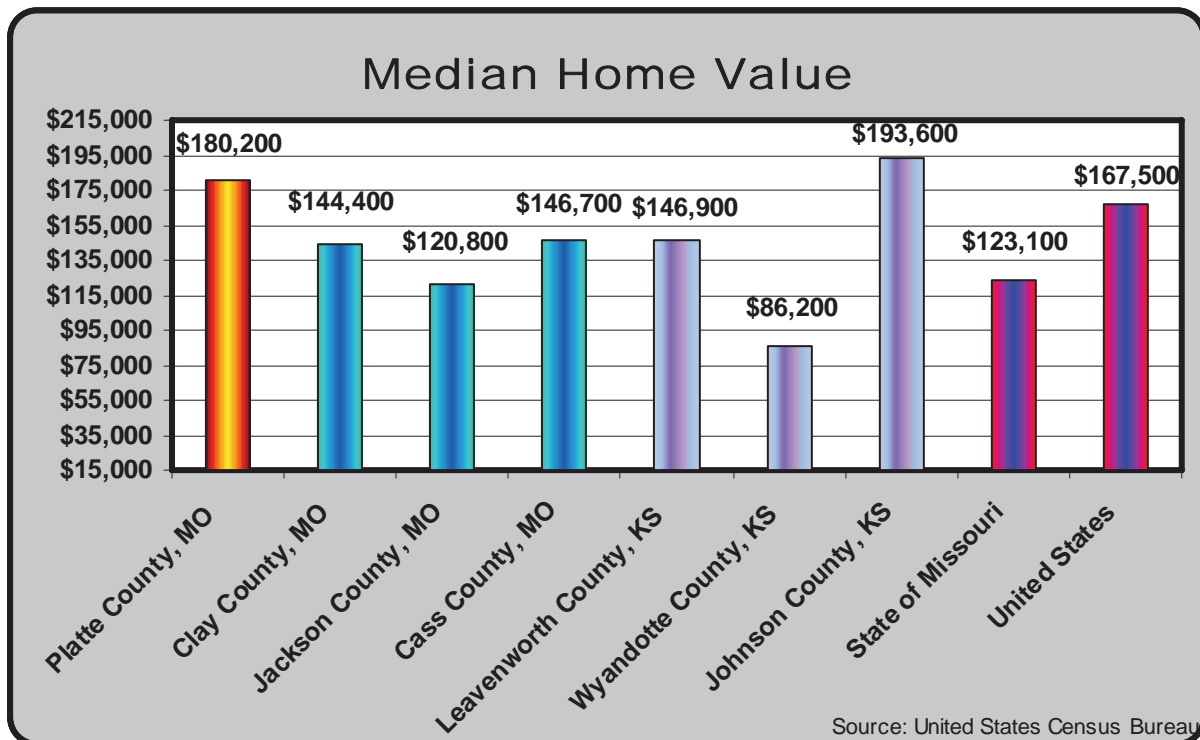


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Median Home Value - Comparison

This chart contains a comparison of median home values by county across the Kansas City metropolitan area. An average home in Platte County is valued at \$180,200, which is notably higher than any Missouri county in the Kansas City area. Platte's median home value is higher than the state and national values and only trails Johnson County in the metropolitan area. The county's high median home value is directly related to its high level of per capita income.

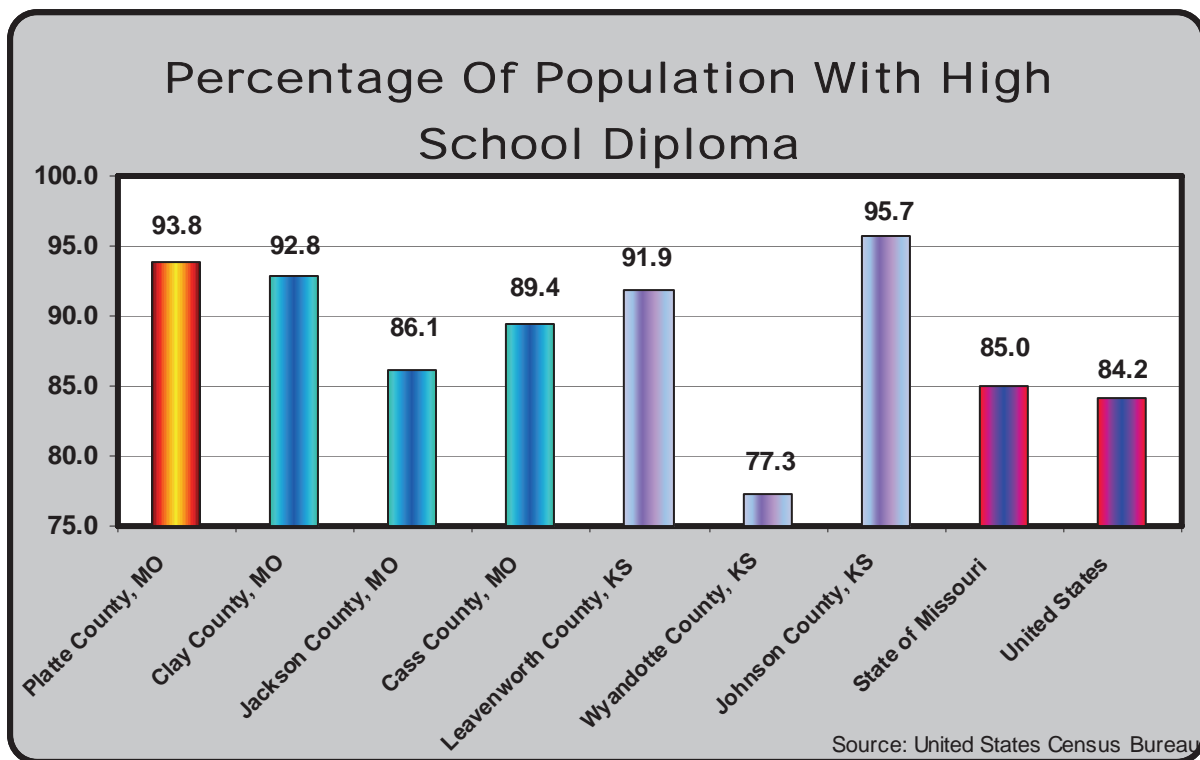


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Percentage of Population with High School Diploma

The percentage of population earning at least a high school equivalent education is included in this chart. Platte County has a high rate of high school educational attainment and compares favorably to its Kansas City area counterparts, with the exception of Johnson County. Platte also has a significantly higher proportion of residents with at least a high school equivalent education than the state or the country.



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Percentage of Population with College Degree

Income level and the subsequent financial capability to own a home and have disposable income are greatly influenced by the attainment of certain levels of education, and earning a college degree is an important indicator of financial well-being. Platte County has a higher percentage of college graduates than any of its Missouri counterparts in the metropolitan area, and only Johnson County has a higher rate than Platte. The county also has a significantly higher proportion with a college degree than both the state and the entire country.

