Kansas City, MO-KS

Metro Report

Kansas City, MO–KS Performance Report

The labor force is a key driver of business and economic growth. Labor market metrics coupled with key economic indicators help determine the general 'health' of a given area.

Based on the LaborIQ Composite Index relative ranking of the top 150 markets, which evaluates key economic and labor market variables, Kansas City, MO-KS should be considered the 70th healthiest market in the country.

Economic Performance Indicators

Variable	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Unemployment Rate	4.9%	3.9%	3.8%	3.3%	2.8%	2.7%	4.5%	3.0%	2.6%	4.5%	5.0%	4.6%
Participation Rate	67.9%	68.0%	68.1%	67.7%	66.8%	67.3%	66.2%	65.6%	67.0%	67.5%	66.8%	67.2%
Job Gain	23,600	22,500	21,700	12,200	4,500	11,900	-49,000	15,200	25,600	6,600	11,200	16,800
Job Growth	2.3%	2.2%	2.0%	1.1%	0.4%	1.1%	-4.4%	1.4%	2.4%	0.6%	1.0%	1.5%
Wage Growth	3.2%	1.0%	3.4%	2.4%	2.5%	4.5%	0.6%	0.4%	4.6%	0.8%	1.6%	2.5%
GDP Growth	2.8%	3.2%	0.1%	2.6%	2.2%	2.6%	-1.9%	4.3%	2.9%	2.1%	1.2%	1.9%
Total Employment	1,039,200	1,061,700	1,083,400	1,095,600	1,100,200	1,112,000	1,063,100	1,078,200	1,103,800	1,110,400	1,121,600	1,138,400
Establishment Count	57,965	60,160	61,806	62,887	63,401	64,356	66,289	68,830	70,636	69,648	67,107	69,197

Job Gain

The latest reported number for job gain (December 2021) in Kansas City, MO-KS has increased, compared to the same period in the prior year.

By the end of 2023, job gain is projected to increase by 6,600 jobs.

Job Growth

As of the latest data availability date, December 2021, job growth in Kansas City, MO-KS is 1.2%, which is 3.5% lower than the national average.
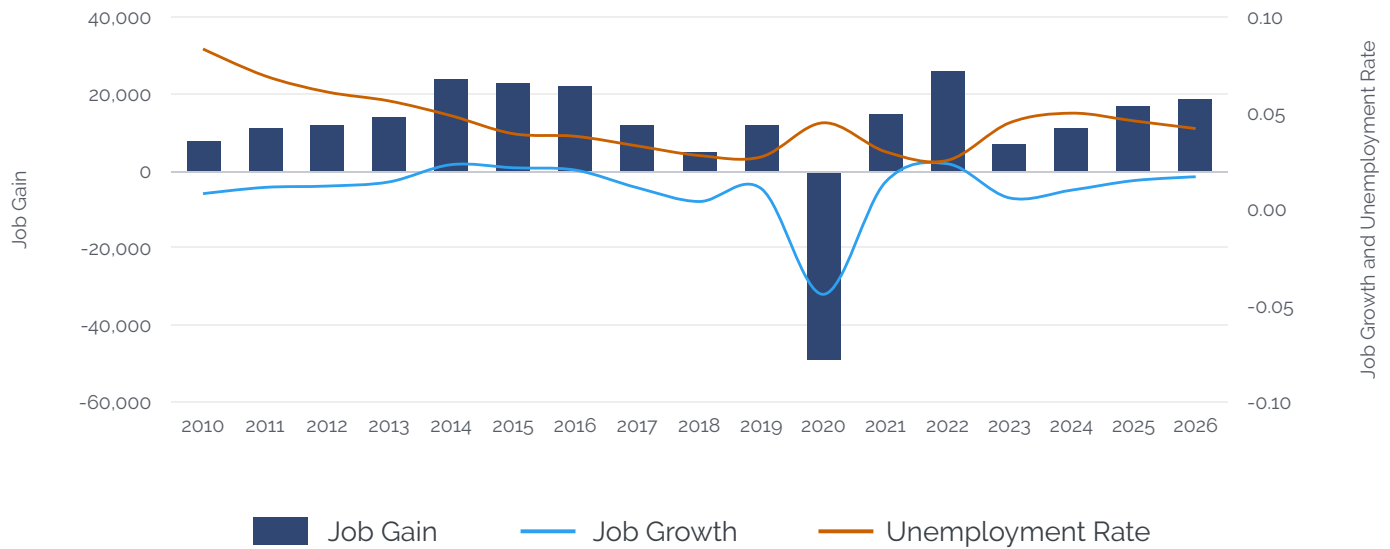
Unemployment

While unemployment at the national level is closely watched, knowing this number at the metro level enables companies to learn the specifics surrounding the state of a local economy. As a strong economic indicator, the directionality of this number will impact hiring across most industries.

As of December 2021 the monthly unemployment rate is 2.9% in Kansas City, MO-KS, which is a decrease of 1.6% from the same period in the prior year. The current national unemployment rate is 3.7%, which is above Kansas City, MO-KS.

Metro unemployment rate is projected to increase to 4.5% by the end of 2023.

Job Gain, Job Growth and Unemployment Rate

Period:	Annually
Begin year:	2010
End year:	2026

Definitions

Job Gain is the number of jobs created in a metro over a measurement period—annual, quarter, or month. Job Growth is the percentage change in job gain over a measurement period. The unemployment rate is the number of people unemployed in a metro over a measurement period. The forecast is updated each quarter. Source: Bureau of Labor Statistics

Why It Matters

The strength of a metro's economy is reflected in the number of jobs created over time. If businesses in the metro are hiring people, it means their revenue is growing as they serve more customers. As with job gain and growth, the unemployment rate in the metro is an indicator of its health. The more people employed, the better the state of that economy.

How to Use This Information

- A low unemployment rate indicates that while the MSA's economy may be doing well, employers could be challenged to find talent to support their growth plans. With fewer job seekers, competitive wages and recruiting efforts may increase costs. Upskilling less-experienced talent and training costs may also need to be factors for employers to consider.
- Review the job's forecast, and factor if a downturn is on the horizon. By knowing job gain, job growth and an MSA's unemployment status employers can better support their growth plans.
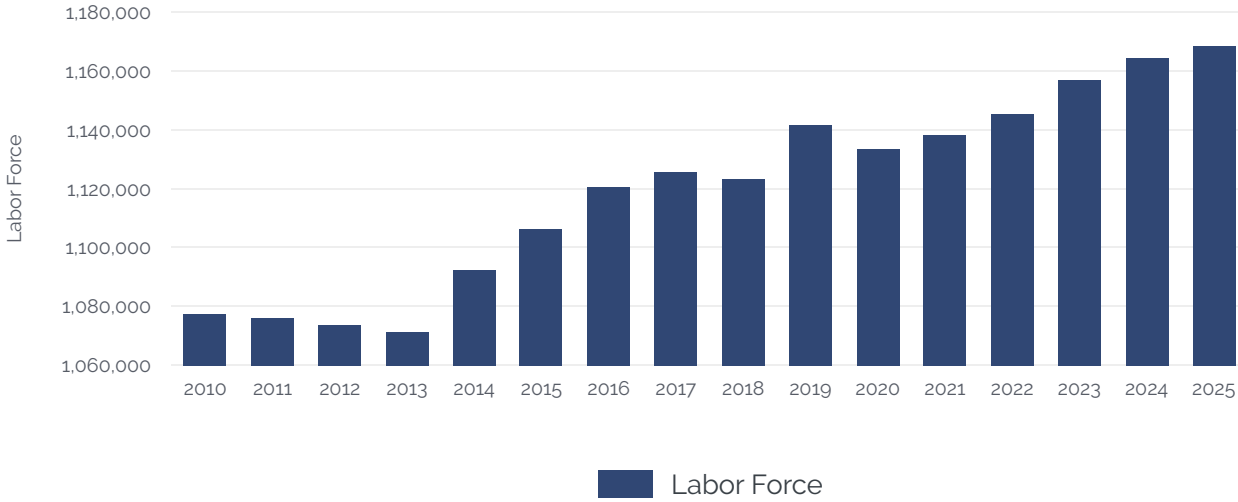
Date Last Updated: 01/06/2023

Source: LaborIQ® by ThinkWhy + BLS + BEA + Census + IPEDS

Kansas City, MO-KS

Not Seasonally Adjusted

Labor Force

Period: Annually

Begin year: 2010
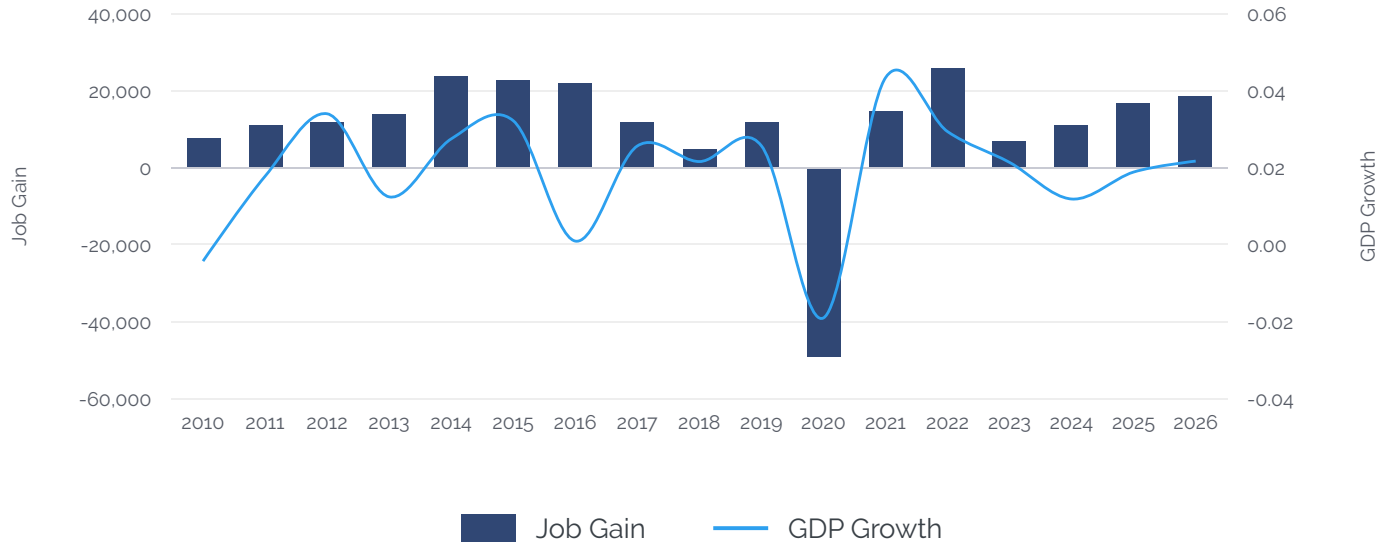

Labor Force

Date Last Updated: 01/06/2023

Source: LaborIQ® by ThinkWhy + BLS + BEA + Census + IPEDS

Kansas City, MO-KS

Not Seasonally Adjusted

Job Gain and GDP Growth

Period: Annually

Begin year: 2010

End year: 2026

Definitions

Job Gain is the number of jobs created in a metro over time. Gross domestic product (GDP) growth is the annual percent change in the total monetary value of the final goods and services produced by a metro's economy over a specified period. Job gain measures the labor input that goes into production, whereas GDP growth is the percent change in the monetary value of goods and services produced in a metro area. (It is also produced by Industry. See the Industry tab.) Source: Bureau of Labor Statistics and Bureau of Economic Analysis

Why it Matters

The changes in job gain and GDP growth are another indicator of the economic strength of a company's metro. By knowing where the company stands in this relationship and how it is forecasted to change over time allows the company to take action to maximize hiring and wage plans, upskilling, top grading, improving retention programs, and pushing talent acquisition efforts. The information further supports investments to grow your business and make it run more efficiently.

How to Use It

Use this data to track the current growth occurring in the metro as well as what is forecasted for the coming years. By comparing the current conditions to the forecast period, the company can make strategic plans to maximize its upside and minimize its downside. The forecast can provide solid metrics to support the company's budget and expansion plans, which can be tracked for an actual versus budget and forecast comparison.
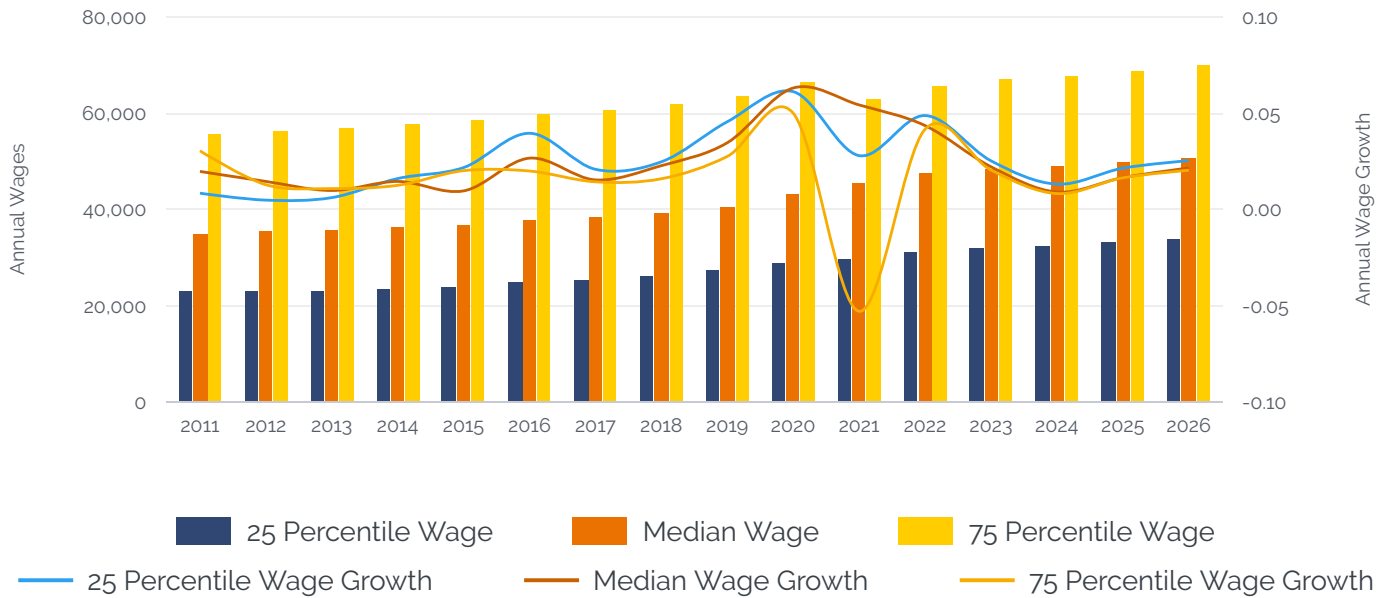
Date Last Updated: 01/06/2023   Kansas City, MO-KS
Source: LaborIQ® by ThinkWhy + BLS + BEA + Census + IPEDS   *Not Seasonally Adjusted*

Percentile Wages and Wage Growth by Occupation

Period:	Annually
Begin year:	2010
End year:	2026
Occupation:	All Occupations

Definitions

The level of wages is broken down into percentiles by occupation with the annual wage growth shown for the occupation. Wage Growth by Occupation is based upon the Bureau of Labor Statistics' surveys of all occupations in which work is performed for pay or profit, referred to as the Standard Occupational Classification ("SOC") system. The latest surveys were completed in May 2018 and published on March 29, 2019. Tile 6 shows annual and quarterly data while tile 7 shows annual data only. Source: Bureau of Labor Statistics

Why it Matters

When wage levels are broken down by percent for each occupation, a company can more accurately compare the wages of its current employees by occupation, as well as future new hires to the metro-level data. Organizations can evaluate the level and growth of wages for the occupations necessary to support their plans.

How to Use It

Use this data to determine workforce planning and evaluate competitive wages. With this knowledge, organizations can take steps to bring payroll more in line with competitive rates, and annually plan budgets with actionable data.

Date Last Updated: 03/31/2021

Source: LaborIQ® by ThinkWhy + BLS + BEA + Census + IPEDS
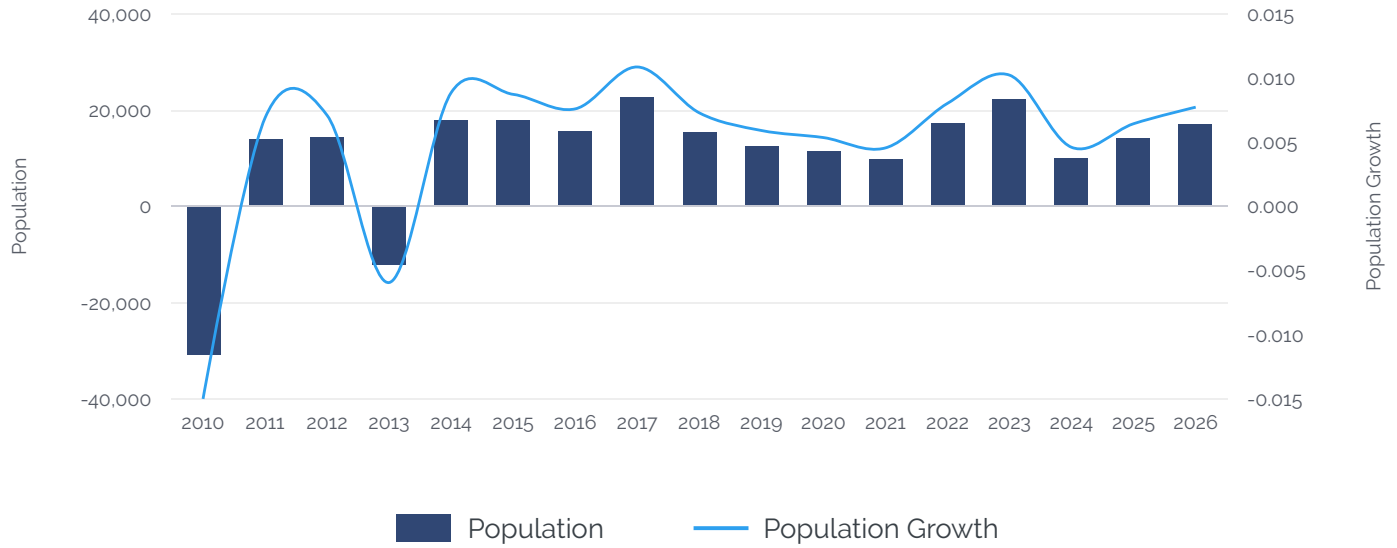
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Population Gain and Growth

Period: Annually

Begin year: 2010

End year: 2026

Definitions

Population Gain is the absolute (number) change in total population over an annual measurement period. Population Growth is the percentage change in population gain over an annual measurement period. Every ten years, a census is conducted using the "long-form sample". Additionally, each year, the Census Bureau produces and publishes estimates of the population for the nation, states, counties, state/county equivalents, and Puerto Rico. "With each annual release of population estimates, the Population Estimates Program revises and updates the entire time series of estimates from April 1, 2010 to July 1 of the current year, which we refer to as the vintage year. We use the term "vintage" to denote an entire time series created with a consistent population starting point and methodology. The release of a new vintage of estimates supersedes any previous series and incorporates the most up-to-date input data and methodological improvements." The components of population growth for a metropolitan area consist of deaths less births (natural increase), net domestic migration (people moving in less people moving out) and international migration. Source: Census Bureau

Why it Matters

A metro with a growing population driven by net domestic and international migration, means it is an attractive place to live and work. As the population in the area increases, the demand for goods and services increases, offering businesses in the area the opportunity to increase sales. A metro with a declining population due to more people leaving, will have less people buying goods and services or to be employed. These metros make it more difficult for businesses in the area to grow.

How to Use It

A company should regularly track whether it is operating in a metro with a growing population by net domestic and international migration using both historic and forecasted data. If the forecast indicates increased population growth, the company has the potential for more hiring and sales opportunities. This information can support a company's decisions to increase or decrease its investment in plant, equipment, technology, product features, and people for the current year and beyond.
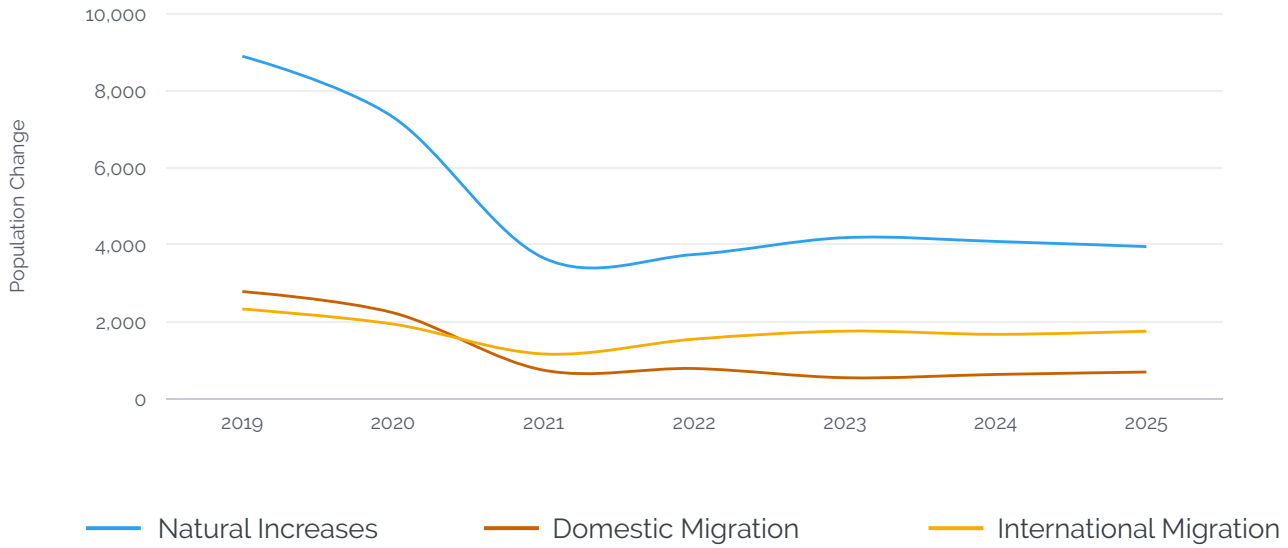
Date Last Updated: 09/17/2020

Source: LaborIQ® by ThinkWhy + BLS + BEA + Census + IPEDS

Kansas City, MO-KS

Not Seasonally Adjusted

Components of Population Change

Period: Annually

Begin year: 2019

End year: 2025

Natural Increases   Domestic Migration   International Migration

Definitions

Population gain is the absolute (number) change in total population over an annual measurement period. The components of population gain for a metropolitan area consist of deaths less births (natural increase), net domestic migration (people moving in less people moving out) and international migration. Every ten years, a census is conducted using the "long-form sample". Additionally, each year, the Census Bureau produces and publishes estimates of the population for the nation, states, counties, state/county equivalents, and Puerto Rico. "With each annual release of population estimates, the Population Estimates Program revises and updates the entire time series of estimates from April 1, 2010 to July 1 of the current year, which we refer to as the vintage year. We use the term "vintage" to denote an entire time series created with a consistent population starting point and methodology. The release of a new vintage of estimates supersedes any previous series and incorporates the most up-to-date input data and methodological improvements." Source: Census Bureau

Why it Matters

A metro with a growing population driven by net domestic and international migration means it is an attractive place to live and work. As the population in the area increases, the demand for goods and services increases, offering businesses in the area the opportunity to grow. A metro with a declining population due to more people moving out than in will have less people buying goods and services. These metros make it more difficult for businesses in the area to grow.

How to Use It

A company should know if it is in metro with a growing or shrinking population by net domestic and international migration. If the forecast is for more population growth, you have the potential for more hiring and sales. If population is decreasing, a company should have plan in place for the ability to support its staffing needs and diversify its selling approach. This information can support your decision to increase or decrease your investment in plant, equipment, technology, product features, and people over the year and beyond.
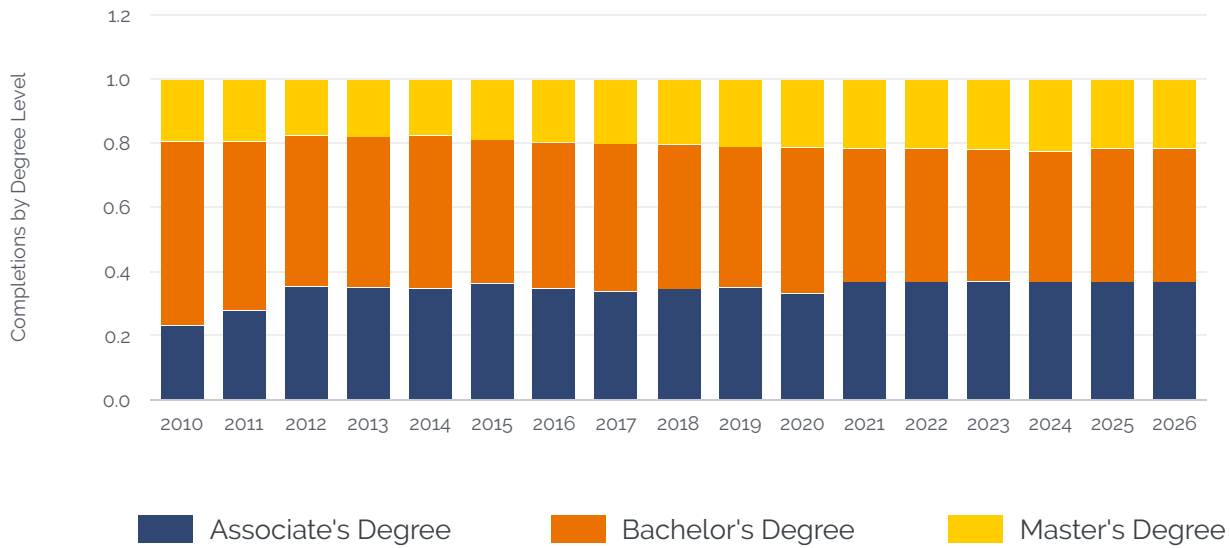
Date Last Updated: 09/17/2020   Kansas City, MO-KS
Source: LaborIQ® by ThinkWhy + BLS + BEA + Census + IPEDS   *Not Seasonally Adjusted*

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Completions by Degree Level

Period: Annually

Begin year: 2010

End year: 2026

University: All Universities in Metro Area

Definitions

The Integrated Postsecondary Education Data System ("IPEDS") collects data on U.S. educational institutions' characteristics; enrollment; completions; graduation rates and outcomes; admissions, student financial aid; human resources; finance; and academic libraries. The completion rate by degree counts the students at an institution of higher learning who complete their degree within a six-year period from first-time enrollment. The list of higher education institutions is limited to those offering two-year and up degree programs. Due to the reporting cycle for universities and colleges of the IPEDS data, there is lag of time in the actual data entering the IPEDS. Currently, 2018 is the most current IPEDS data reported herein. The measurement period is annual based upon an annual reporting cycle by IPEDS. Source: Integrated Postsecondary Education Data System

Why it Matters

The completion rate by degree for colleges and universities in a metro is an important indicator of how many students finally obtain a certificate or degree. Generally, most markets need a percentage of educated or degreed workforces to work at its companies. The higher the completion rate by degree at an institution, the more attractive it is for recruiting graduating students to an industry and business.

How to Use It

By knowing which colleges and universities have the higher graduation rates in a metro, a company is able to target recruiting efforts in specific fields to fit their talent and occupation requirements.
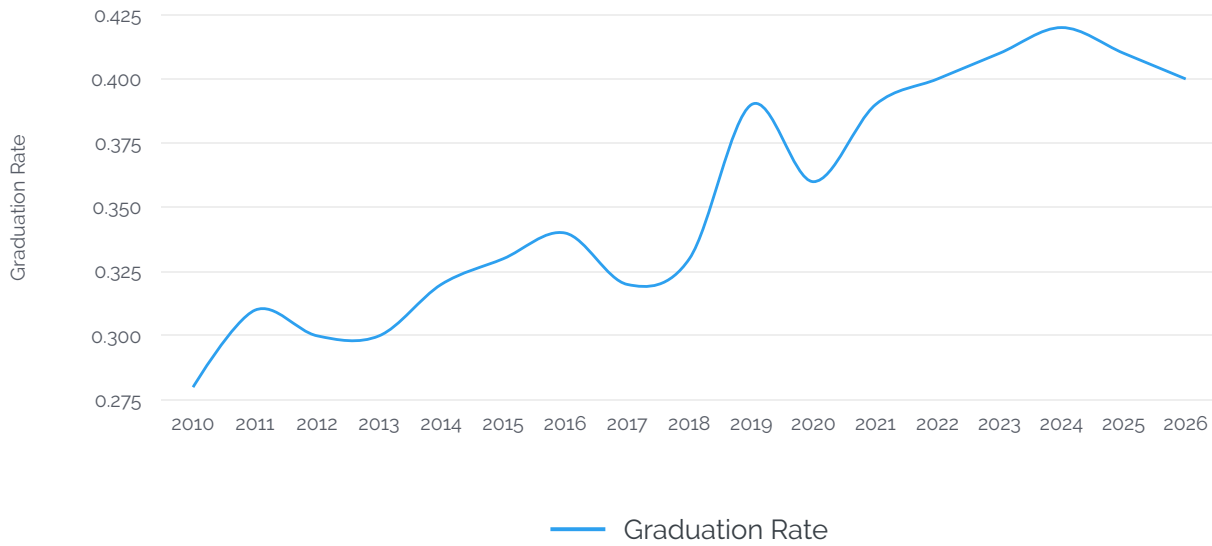
Graduation Rate

Period: Annually

Begin year: 2010

End year: 2026

University: All Universities in Metro Area

Definitions

The Integrated Postsecondary Education Data System ("IPEDS") collects data on U.S. educational institutions' characteristics; enrollment; completions; graduation rates and outcomes; admissions, student financial aid; human resources; finance; and academic libraries. The graduation rate (reported by IPEDs) is based upon the time in which a first-time, full-time student enters a two- or four- year institutions and completes a degree or other award there within 150% of the normal time for completing the program in which they are enrolled. All transfer student are excluded, whether transferring out to complete at another college or transferring in to complete their degree. It is expressed as a percent of the enrolled students who complete their degree over the required time period. The list of higher education institutions is limited to those offering two-year and up degree programs. Due to the reporting cycle for universities and colleges of the IPEDS data, there is lag of time in the actual data entering the IPEDS. Currently, 2018 is the most current IPEDS data reported herein. The measurement period is annual based upon an annual reporting cycle by IPEDS. Source: Integrated Postsecondary Education Data System

Why it Matters

The graduation rate for colleges and universities in a metro is an important indicator of how efficiently the students can obtain a certificate or degree, becoming more quickly productive in the working population. The higher the graduation rate is for the colleges and universities in the metro, the more educated students there are for hiring. In a period with very low unemployment level, this is good source of recruiting new young talent.

How to Use It

While the level of enrollment and its change is important, the higher the graduation rate is, the more students that are available in the metro for hiring. There is a qualitative aspect to hiring students who graduate in the normal degree spans; students who take and complete the required courses for their degree usually in two or four years. By knowing which colleges and universities have the higher graduation rates in a metro, a company is able to target recruiting efforts in specific fields to fit their talent and occupation requirements.

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