



HAVENS
GROUP

Kansas City, MO-KS

Diversity Report

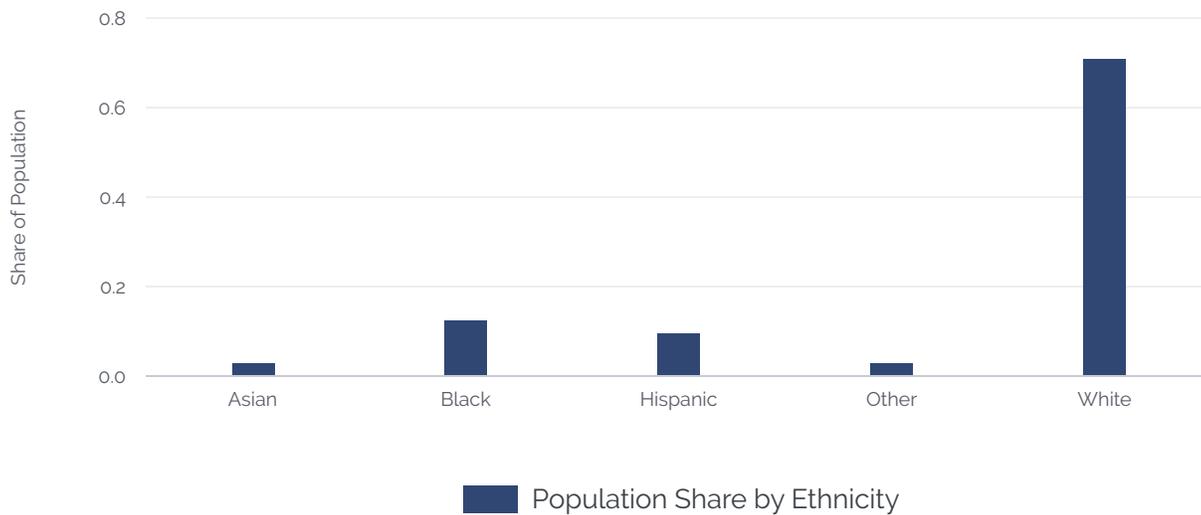


Prepared on
April 3, 2023

Kansas City, MO-KS Performance Report

Population Share by Ethnicity

Period: Annually
Year: 2021



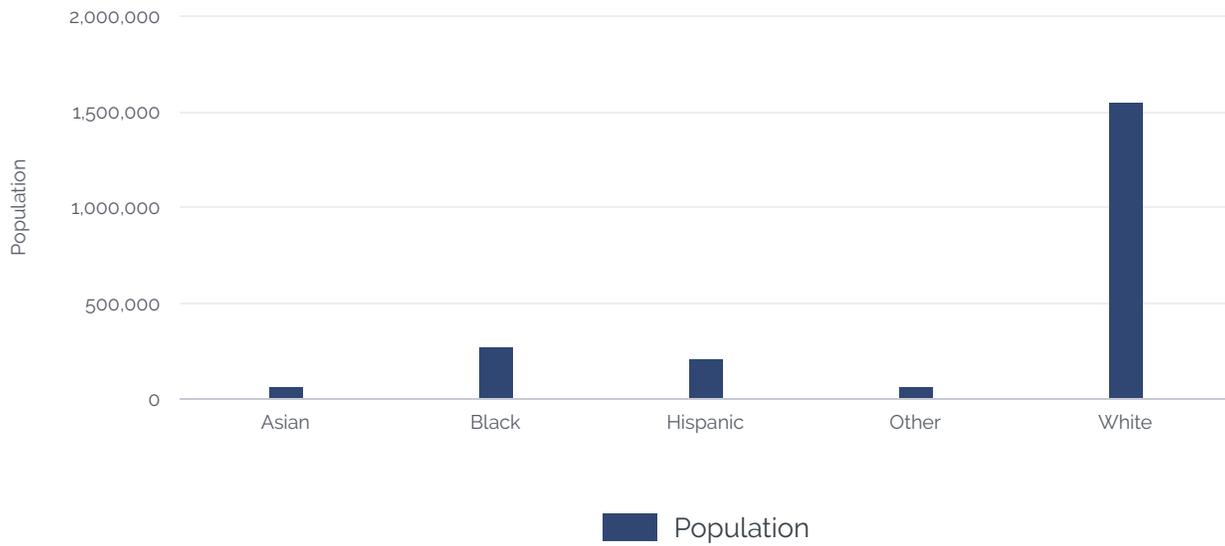
Date Last Updated: 09/17/2020
Source: LaborIQ® + BLS + BEA + Census + IPEDS

Kansas City, MO-KS
NSA

Population by Ethnicity

Period: Annually

Year: 2021



Definitions

Population by ethnicity is the absolute (number) in total population by ethnicity over an annual measurement period. Population Growth by ethnicity is the change in the absolute (number) in total population by ethnicity 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. “The census asks questions of people in homes and group living situations, including how many people live or stay in each home, and the gender, age and ethnicity of each person. The goal is to count everyone once, only once, and in the right place.” Source: Census Bureau

Why it Matters

The level and growth in the population by ethnicity drives the economic activity in a metro because there are differences between the groups in terms of how, when, where, and why they shop for goods and services. According to the Selig Center for Economic Growth report, *The Multicultural Economy 2019*, “the combined buying power of blacks, Asians, and Native Americans will be \$2.7 trillion—63 percent higher than its 2010 level of \$1.7 trillion—which amounts to a gain of \$1.1 trillion. In 2019, African Americans will account for 53 percent of combined spending, or \$1.4 trillion.”

How to Use It

By using this data to determine the size and growth by ethnicity of the population in a metro, a company can make plans to market its goods and services to companies or consumers that serve the groups forecasted to grow. This information can support a company’s decision to increase or decrease its investment in plant, equipment, technology, product features, advertising and people over the year and the forecast period. This information can facilitate decisions on where to build factories, offices, and stores. Developers can use this information to build new homes and revitalize old neighborhoods that appeal to each group.

Date Last Updated: 09/17/2020

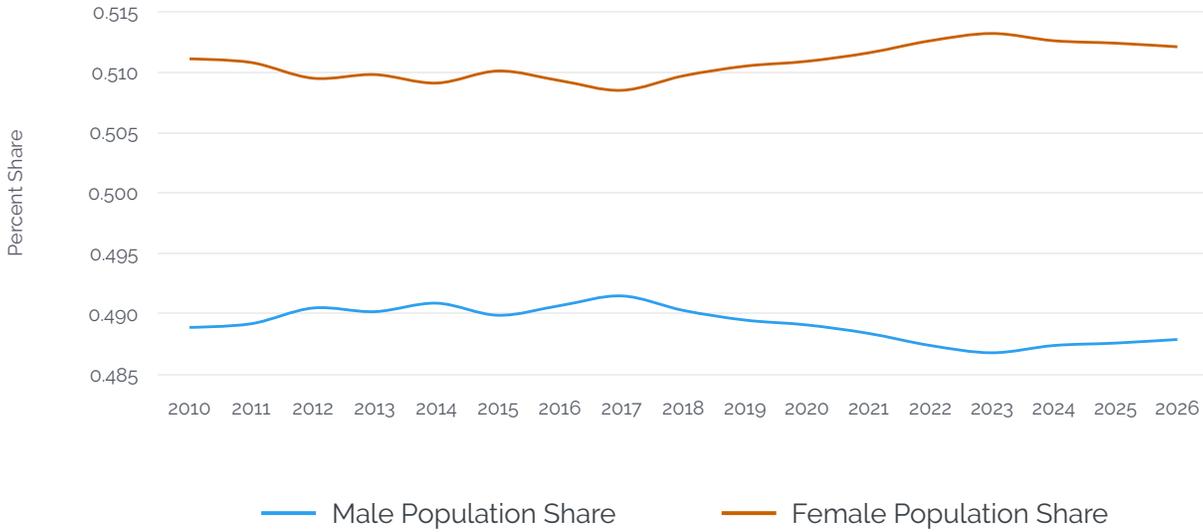
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Kansas City, MO-KS

Not Seasonally Adjusted

Percent Share of Population by Gender

Period: Annually
Begin year: 2010
End year: 2026



Definitions

The Percent Share of Population by Gender is the absolute (number) of each gender to the total population 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. “The census asks questions of people in homes and group living situations, including how many people live or stay in each home, and the gender, age and ethnicity of each person. The goal is to count everyone once, only once, and in the right place.” Source: Census Bureau

Why it Matters

This metric is important if you own or manage in a company with gender equality requirements. In this case, the breakdown of the available population is useful. Additionally, women have different shopping habits. According to research, “men and women differ dramatically in their strategies for information processing and decision-making.” If the differences between the purchasing habits of men and women are not recognized as well as the size of these markets, a company may not maximize its opportunities for additional sales.

How to Use It

The share of the population by male and female allows a company to design marketing and hiring programs to appeal to each group.

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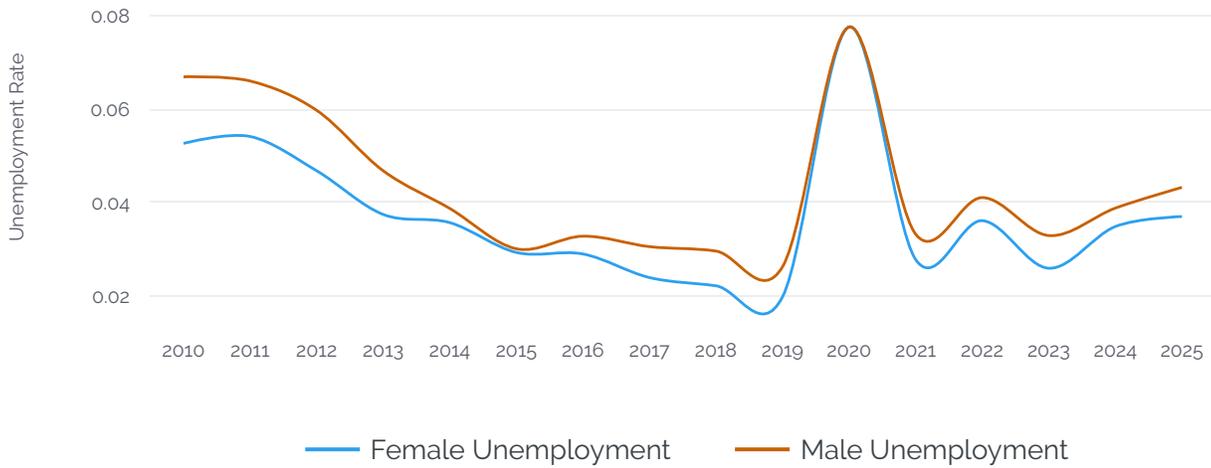
Source: LaborIQ® + BLS + BEA + Census + IPEDS

Kansas City, MO-KS

Not Seasonally Adjusted

Unemployment Rate by Gender

Period: Annually
Begin year: 2010
End year: 2025



Date Last Updated: 09/17/2020

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

Kansas City, MO-KS

NSA

Median Income by Education and Gender

Period: Annually

Year: 2021



Definitions

Median Income by Education and Gender is based upon people 25 years and older gathered from the census conducted every ten years using the “long-form sample” and intercensal estimates published each year. The levels of education attainment reported are less than high school, high school graduate, associate’s degree, bachelor’s degree, and graduate or professional degree. The data is updated each year. Source: Census Bureau

Why it Matters

The median income by education and gender helps quantify the extent of the gender pay gap by level of education attainment. Companies mindful of pay gap conditions or with pay equality policies will benefit by comparing the metro’s data to their organizations. The data also shows how much a level of education attainment can impact the median income of a person by sex.

How to Use It

A company can use gender pay gap data in the market as a benchmark to gender pay status at its company, and compare its performance against the market. A company can use the data to measure the difference in median incomes by the level of education attainment by sex. These different levels of median incomes for the metro can be used as a guide in evaluating and setting compensation for your employees.

Date Last Updated: 09/17/2020

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

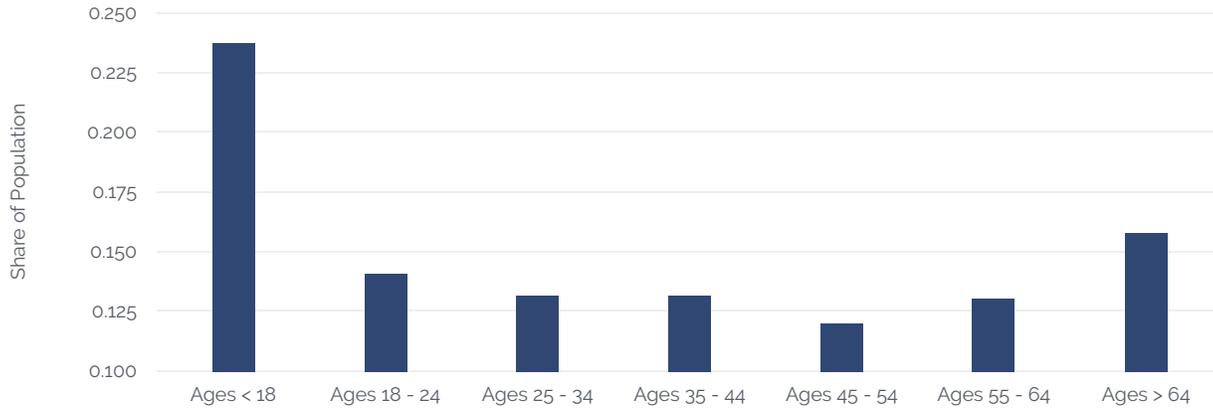
Kansas City, MO-KS

Not Seasonally Adjusted

Population Share by Age

Period: Annually

Year: 2021



Population Share by Age

Date Last Updated: 09/17/2020

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

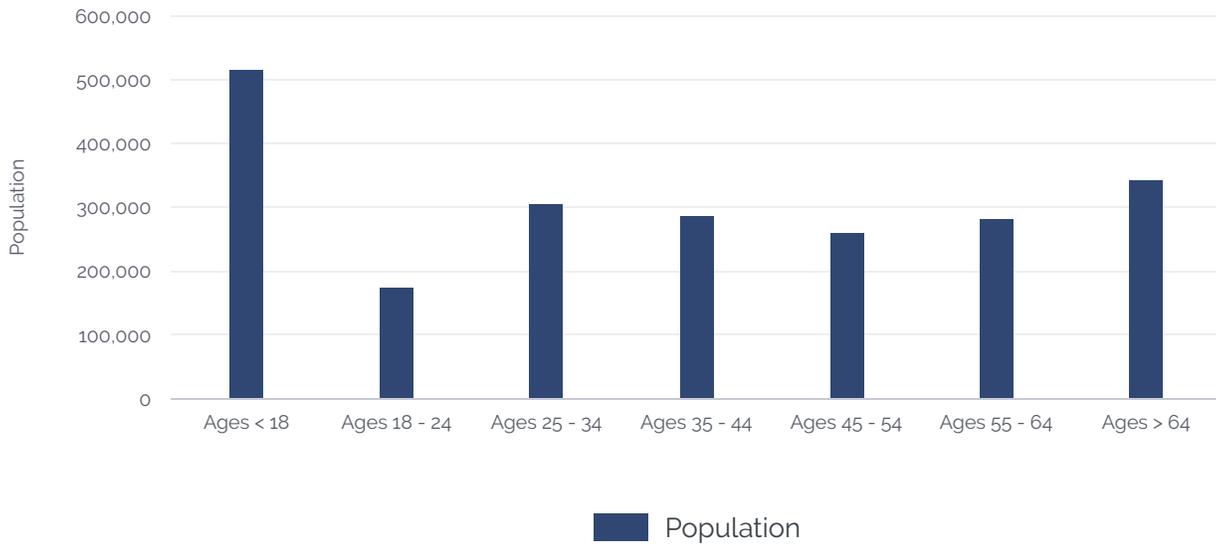
Kansas City, MO-KS

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Population by Age Group

Period: Annually

Year: 2021



Definitions

Population by age group is the absolute (number) in total population by age group over an annual measurement period. Population Growth by age group is the change in the absolute (number) population by age growth 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.” Source: Census Bureau

Why it Matters

The level and growth in the population by age group, drives a metro’s economic activity. Positive growth means the metro is an attractive place for persons to live and work and vice versa. Each age group or generation has different characteristics to consider when targeting products and services to these groups. Generations to consider are Baby Boomers (ages 55 to 73 in 2019), Generation X (ages 39 to 54 in 2019), Millennials or Generation Y (ages 23 to 38 in 2019), and Generation Z (ages 7 to 22 in 2019 with no endpoint set at this time).

How to Use It

Know if a company’s metro is dominated by the prime working-age populations, ages 25 to 64. Are these groups growing or not? If the metro has an increasingly older population, they will consume and produce less, draw down savings and equity holdings and require greater publicly-funded services, reducing the Gross Domestic Product and job growth in the metro. In this case, a company’s ability to sell more to them is diminished. Additionally, is the company in a metro with a growing population by age group based upon historic and forecasted data? If the forecast is for population growth for a company’s target age group, the company has the potential for more hiring and targeted sales of services or products. This information can support a company’s decision to increase or decrease its investment in plant, equipment, technology, product features, and people over the year and beyond. A company can use this information to decide where to build factories, offices, and stores. Developers can use this information to build new homes and revitalize older neighborhoods.

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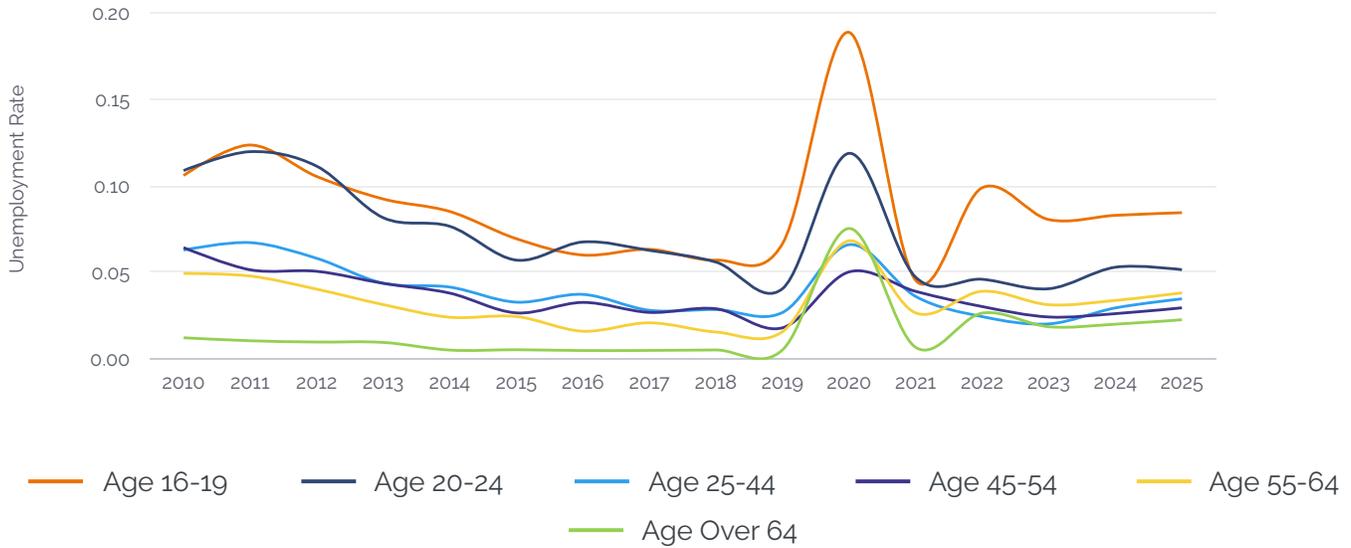
Source: LaborIQ® + BLS + BEA + Census + IPEDS

Kansas City, MO-KS

Not Seasonally Adjusted

Unemployment Rate by Age

Period: Annually
Begin year: 2010
End year: 2025



Date Last Updated: 09/17/2020

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

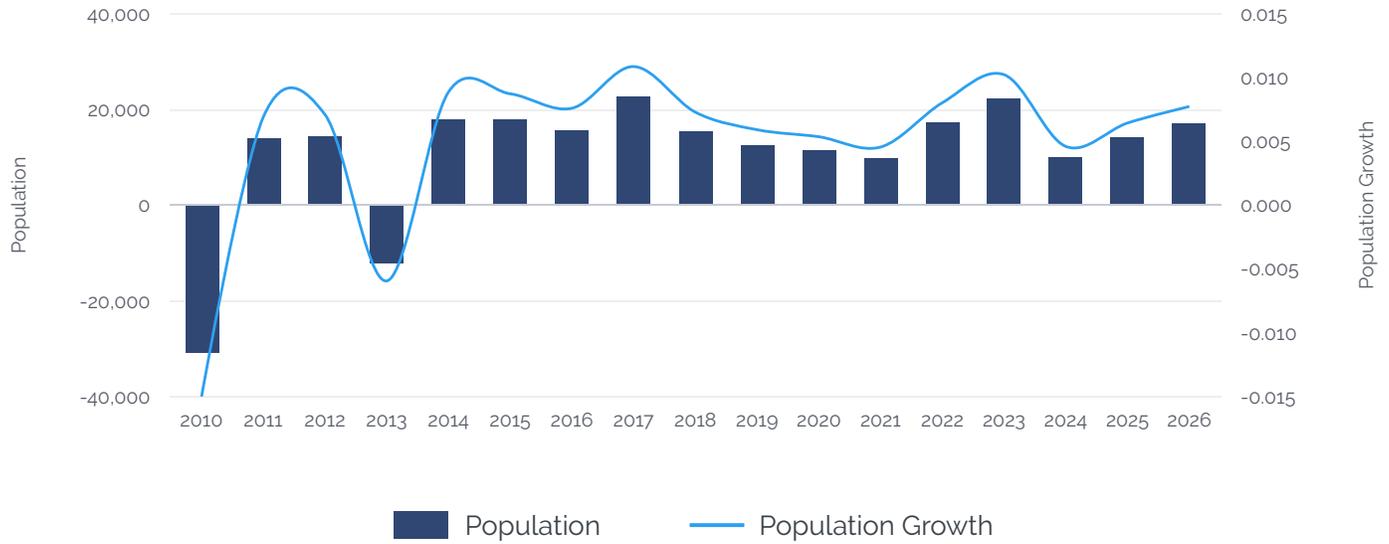
Kansas City, MO-KS
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Population Gain and Growth

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.

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

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