

## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.9702/-94.6061

Ward Parkway Center Kansas City, MO 64114	1 mi radius	3 mi radius	5 mi radius
<b>Population</b>			
Estimated Population (2025)	8,494	89,897	232,598
Projected Population (2030)	8,268	89,187	230,290
Census Population (2020)	8,411	89,012	229,353
Census Population (2010)	8,362	85,473	220,566
Projected Annual Growth (2025-2030)	-226 -0.5%	-710 -0.2%	-2,308 -0.2%
Historical Annual Growth (2020-2025)	83 -	885 0.2%	3,245 0.3%
Historical Annual Growth (2010-2020)	49 -	3,539 0.4%	8,787 0.4%
Estimated Population Density (2025)	2,705 <i>psm</i>	3,181 <i>psm</i>	2,963 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>
<b>Households</b>			
Estimated Households (2025)	3,895	40,939	105,192
Projected Households (2030)	3,837	41,133	105,623
Census Households (2020)	3,993	40,479	102,472
Census Households (2010)	3,894	38,846	97,775
Projected Annual Growth (2025-2030)	-59 -0.3%	194 -	431 -
Historical Annual Change (2010-2025)	1 -	2,093 0.4%	7,417 0.5%
<b>Average Household Income</b>			
Estimated Average Household Income (2025)	\$149,872	\$142,438	\$134,236
Projected Average Household Income (2030)	\$146,815	\$139,895	\$131,729
Census Average Household Income (2010)	\$82,225	\$83,133	\$80,008
Census Average Household Income (2000)	\$59,587	\$70,036	\$68,697
Projected Annual Change (2025-2030)	-\$3,057 -0.4%	-\$2,543 -0.4%	-\$2,507 -0.4%
Historical Annual Change (2000-2025)	\$90,285 6.1%	\$72,402 4.1%	\$65,539 3.8%
<b>Median Household Income</b>			
Estimated Median Household Income (2025)	\$123,179	\$108,236	\$101,413
Projected Median Household Income (2030)	\$121,217	\$106,645	\$100,138
Census Median Household Income (2010)	\$68,116	\$66,278	\$62,293
Census Median Household Income (2000)	\$51,692	\$56,847	\$54,865
Projected Annual Change (2025-2030)	-\$1,962 -0.3%	-\$1,591 -0.3%	-\$1,275 -0.3%
Historical Annual Change (2000-2025)	\$71,487 5.5%	\$51,389 3.6%	\$46,548 3.4%
<b>Per Capita Income</b>			
Estimated Per Capita Income (2025)	\$68,755	\$64,952	\$60,860
Projected Per Capita Income (2030)	\$68,156	\$64,606	\$60,572
Census Per Capita Income (2010)	\$38,271	\$37,782	\$35,468
Census Per Capita Income (2000)	\$28,028	\$31,107	\$29,767
Projected Annual Change (2025-2030)	-\$599 -0.2%	-\$346 -0.1%	-\$289 -
Historical Annual Change (2000-2025)	\$40,728 5.8%	\$33,845 4.4%	\$31,093 4.2%
Estimated Average Household Net Worth (2025)	\$1.56 M	\$1.45 M	\$1.33 M

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Ward Parkway Center						
Kansas City, MO 64114	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2025)	8,494		89,897		232,598	
White (2025)	7,257	85.4%	68,779	76.5%	168,426	72.4%
Black or African American (2025)	457	5.4%	13,457	15.0%	39,669	17.1%
American Indian or Alaska Native (2025)	19	0.2%	238	0.3%	674	0.3%
Asian (2025)	169	2.0%	1,705	1.9%	5,982	2.6%
Hawaiian or Pacific Islander (2025)	4	-	30	-	101	-
Other Race (2025)	148	1.7%	1,365	1.5%	4,728	2.0%
Two or More Races (2025)	441	5.2%	4,323	4.8%	13,019	5.6%
Population < 18 (2025)	1,596	18.8%	18,620	20.7%	45,982	19.8%
White Not Hispanic	1,219	76.4%	12,314	66.1%	27,742	60.3%
Black or African American	91	5.7%	3,298	17.7%	9,503	20.7%
Asian	22	1.4%	253	1.4%	859	1.9%
Other Race Not Hispanic	120	7.5%	1,143	6.1%	2,798	6.1%
Hispanic	144	9.0%	1,611	8.7%	5,080	11.0%
Not Hispanic or Latino Population (2025)	7,960	93.7%	84,472	94.0%	215,151	92.5%
Not Hispanic White	7,058	88.7%	66,785	79.1%	163,074	75.8%
Not Hispanic Black or African American	450	5.7%	13,302	15.7%	39,186	18.2%
Not Hispanic American Indian or Alaska Native	11	0.1%	145	0.2%	362	0.2%
Not Hispanic Asian	165	2.1%	1,677	2.0%	5,911	2.7%
Not Hispanic Hawaiian or Pacific Islander	3	-	25	-	74	-
Not Hispanic Other Race	11	0.1%	74	-	193	-
Not Hispanic Two or More Races	261	3.3%	2,463	2.9%	6,351	3.0%
Hispanic or Latino Population (2025)	534	6.3%	5,425	6.0%	17,447	7.5%
Hispanic White	199	37.2%	1,994	36.8%	5,351	30.7%
Hispanic Black or African American	7	1.2%	155	2.9%	483	2.8%
Hispanic American Indian or Alaska Native	7	1.4%	92	1.7%	311	1.8%
Hispanic Asian	4	0.7%	29	0.5%	71	0.4%
Hispanic Hawaiian or Pacific Islander	1	0.2%	5	-	26	0.2%
Hispanic Other Race	137	25.6%	1,291	23.8%	4,535	26.0%
Hispanic Two or More Races	180	33.6%	1,860	34.3%	6,668	38.2%
Not Hispanic or Latino Population (2020)	7,879	93.7%	84,120	94.5%	212,970	92.9%
Hispanic or Latino Population (2020)	532	6.3%	4,892	5.5%	16,383	7.1%
Not Hispanic or Latino Population (2010)	7,958	95.2%	81,860	95.8%	208,772	94.7%
Hispanic or Latino Population (2010)	403	4.8%	3,612	4.2%	11,794	5.3%
Not Hispanic or Latino Population (2030)	7,657	92.6%	82,862	92.9%	211,095	91.7%
Hispanic or Latino Population (2030)	611	7.4%	6,325	7.1%	19,195	8.3%
Projected Annual Growth (2025-2030)	77	2.9%	900	3.3%	1,748	2.0%
Historical Annual Growth (2010-2020)	129	3.2%	1,279	3.5%	4,589	3.9%

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Ward Parkway Center		1 mi radius		3 mi radius		5 mi radius	
Kansas City, MO 64114							
Total Age Distribution (2025)							
Total Population	8,494			89,897		232,598	
Age Under 5 Years	469	5.5%		5,641	6.3%	13,618	5.9%
Age 5 to 9 Years	438	5.2%		5,198	5.8%	12,968	5.6%
Age 10 to 14 Years	428	5.0%		4,817	5.4%	12,205	5.2%
Age 15 to 19 Years	371	4.4%		4,436	4.9%	11,920	5.1%
Age 20 to 24 Years	355	4.2%		4,129	4.6%	13,909	6.0%
Age 25 to 29 Years	711	8.4%		6,402	7.1%	18,415	7.9%
Age 30 to 34 Years	772	9.1%		7,331	8.2%	18,619	8.0%
Age 35 to 39 Years	650	7.6%		6,658	7.4%	16,379	7.0%
Age 40 to 44 Years	656	7.7%		6,082	6.8%	15,009	6.5%
Age 45 to 49 Years	483	5.7%		5,029	5.6%	12,092	5.2%
Age 50 to 54 Years	513	6.0%		4,998	5.6%	12,647	5.4%
Age 55 to 59 Years	490	5.8%		5,141	5.7%	13,385	5.8%
Age 60 to 64 Years	580	6.8%		5,963	6.6%	15,278	6.6%
Age 65 to 69 Years	524	6.2%		5,618	6.2%	14,471	6.2%
Age 70 to 74 Years	429	5.1%		4,597	5.1%	11,732	5.0%
Age 75 to 79 Years	277	3.3%		3,345	3.7%	8,685	3.7%
Age 80 to 84 Years	177	2.1%		2,156	2.4%	5,367	2.3%
Age 85 Years or Over	172	2.0%		2,357	2.6%	5,899	2.5%
Median Age	39.5			40.1		39.3	
Age 19 Years or Less	1,705	20.1%		20,093	22.4%	50,710	21.8%
Age 20 to 64 Years	5,210	61.3%		51,732	57.5%	135,734	58.4%
Age 65 Years or Over	1,579	18.6%		18,073	20.1%	46,154	19.8%
Female Age Distribution (2025)							
Female Population	4,254	50.1%		46,615	51.9%	118,784	51.1%
Age Under 5 Years	216	5.1%		2,782	6.0%	6,616	5.6%
Age 5 to 9 Years	217	5.1%		2,566	5.5%	6,395	5.4%
Age 10 to 14 Years	202	4.7%		2,367	5.1%	6,034	5.1%
Age 15 to 19 Years	180	4.2%		2,174	4.7%	5,417	4.6%
Age 20 to 24 Years	172	4.0%		2,153	4.6%	6,645	5.6%
Age 25 to 29 Years	354	8.3%		3,283	7.0%	9,368	7.9%
Age 30 to 34 Years	373	8.8%		3,676	7.9%	9,298	7.8%
Age 35 to 39 Years	298	7.0%		3,395	7.3%	8,233	6.9%
Age 40 to 44 Years	328	7.7%		3,075	6.6%	7,598	6.4%
Age 45 to 49 Years	231	5.4%		2,552	5.5%	6,112	5.1%
Age 50 to 54 Years	259	6.1%		2,583	5.5%	6,507	5.5%
Age 55 to 59 Years	245	5.7%		2,714	5.8%	6,984	5.9%
Age 60 to 64 Years	298	7.0%		3,223	6.9%	8,189	6.9%
Age 65 to 69 Years	283	6.7%		3,045	6.5%	7,803	6.6%
Age 70 to 74 Years	234	5.5%		2,572	5.5%	6,472	5.4%
Age 75 to 79 Years	146	3.4%		1,832	3.9%	4,763	4.0%
Age 80 to 84 Years	107	2.5%		1,288	2.8%	3,090	2.6%
Age 85 Years or Over	112	2.6%		1,334	2.9%	3,260	2.7%
Female Median Age	40.7			41.3		40.8	
Age 19 Years or Less	814	19.1%		9,890	21.2%	24,462	20.6%
Age 20 to 64 Years	2,558	60.1%		26,655	57.2%	68,933	58.0%
Age 65 Years or Over	882	20.7%		10,071	21.6%	25,388	21.4%

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Ward Parkway Center		1 mi radius		3 mi radius		5 mi radius	
Kansas City, MO 64114							
Male Age Distribution (2025)							
Male Population	4,240	49.9%	43,282	48.1%	113,814	48.9%	
Age Under 5 Years	253	6.0%	2,859	6.6%	7,001	6.2%	
Age 5 to 9 Years	221	5.2%	2,632	6.1%	6,573	5.8%	
Age 10 to 14 Years	226	5.3%	2,450	5.7%	6,171	5.4%	
Age 15 to 19 Years	191	4.5%	2,262	5.2%	6,503	5.7%	
Age 20 to 24 Years	183	4.3%	1,975	4.6%	7,264	6.4%	
Age 25 to 29 Years	357	8.4%	3,118	7.2%	9,047	7.9%	
Age 30 to 34 Years	399	9.4%	3,655	8.4%	9,321	8.2%	
Age 35 to 39 Years	352	8.3%	3,263	7.5%	8,146	7.2%	
Age 40 to 44 Years	328	7.7%	3,007	6.9%	7,411	6.5%	
Age 45 to 49 Years	252	5.9%	2,477	5.7%	5,980	5.3%	
Age 50 to 54 Years	254	6.0%	2,415	5.6%	6,140	5.4%	
Age 55 to 59 Years	246	5.8%	2,427	5.6%	6,402	5.6%	
Age 60 to 64 Years	282	6.6%	2,739	6.3%	7,089	6.2%	
Age 65 to 69 Years	241	5.7%	2,573	5.9%	6,668	5.9%	
Age 70 to 74 Years	195	4.6%	2,026	4.7%	5,260	4.6%	
Age 75 to 79 Years	131	3.1%	1,513	3.5%	3,922	3.4%	
Age 80 to 84 Years	70	1.7%	867	2.0%	2,277	2.0%	
Age 85 Years or Over	60	1.4%	1,023	2.4%	2,638	2.3%	
Male Median Age	38.4		38.8		38.1		
Age 19 Years or Less	891	21.0%	10,203	23.6%	26,248	23.1%	
Age 20 to 64 Years	2,652	62.5%	25,077	57.9%	66,801	58.7%	
Age 65 Years or Over	697	16.4%	8,002	18.5%	20,766	18.2%	
Males per 100 Females (2025)							
Overall Comparison	100		93		96		
Age Under 5 Years	117	54.0%	103	50.7%	106	51.4%	
Age 5 to 9 Years	102	50.4%	103	50.6%	103	50.7%	
Age 10 to 14 Years	112	52.9%	103	50.9%	102	50.6%	
Age 15 to 19 Years	106	51.5%	104	51.0%	120	54.6%	
Age 20 to 24 Years	107	51.6%	92	47.8%	109	52.2%	
Age 25 to 29 Years	101	50.2%	95	48.7%	97	49.1%	
Age 30 to 34 Years	107	51.6%	99	49.9%	100	50.1%	
Age 35 to 39 Years	118	54.2%	96	49.0%	99	49.7%	
Age 40 to 44 Years	100	50.0%	98	49.4%	98	49.4%	
Age 45 to 49 Years	109	52.1%	97	49.3%	98	49.5%	
Age 50 to 54 Years	98	49.5%	94	48.3%	94	48.5%	
Age 55 to 59 Years	100	50.1%	89	47.2%	92	47.8%	
Age 60 to 64 Years	94	48.6%	85	45.9%	87	46.4%	
Age 65 to 69 Years	85	45.9%	84	45.8%	85	46.1%	
Age 70 to 74 Years	83	45.4%	79	44.1%	81	44.8%	
Age 75 to 79 Years	90	47.3%	83	45.2%	82	45.2%	
Age 80 to 84 Years	66	39.7%	67	40.2%	74	42.4%	
Age 85 Years or Over	53	34.7%	77	43.4%	81	44.7%	
Age 19 Years or Less	109	52.3%	103	50.8%	107	51.8%	
Age 20 to 39 Years	108	51.9%	96	49.0%	101	50.2%	
Age 40 to 64 Years	100	50.0%	92	48.0%	93	48.3%	
Age 65 Years or Over	79	44.1%	79	44.3%	82	45.0%	

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Ward Parkway Center							
Kansas City, MO 64114							
	1 mi radius		3 mi radius		5 mi radius		
Household Type (2025)							
Total Households	3,895		40,939		105,192		
Households with Children	856	22.0%	9,901	24.2%	24,825	23.6%	
Average Household Size	2.2		2.2		2.2		
Household Density per Square Mile	1,240		1,449		1,340		
Population Family	5,787	68.1%	62,781	69.8%	159,921	68.8%	
Population Non-Family	2,645	31.1%	26,300	29.3%	68,145	29.3%	
Population Group Quarters	63	0.7%	817	0.9%	4,532	1.9%	
Family Households	1,951	50.1%	21,007	51.3%	53,538	50.9%	
Married Couple Households	1,629	83.5%	16,124	76.8%	39,067	73.0%	
Other Family Households with Children	322	16.5%	4,883	23.2%	14,471	27.0%	
Family Households with Children	855	43.8%	9,890	47.1%	24,793	46.3%	
Married Couple with Children	706	82.5%	7,143	72.2%	16,990	68.5%	
Other Family Households with Children	150	17.5%	2,747	27.8%	7,803	31.5%	
Family Households No Children	1,095	56.2%	11,117	52.9%	28,744	53.7%	
Married Couple No Children	923	84.3%	8,981	80.8%	22,076	76.8%	
Other Family Households No Children	172	15.7%	2,136	19.2%	6,668	23.2%	
Non-Family Households	1,945	49.9%	19,932	48.7%	51,654	49.1%	
Non-Family Households with Children	-	-	11	-	31	-	
Non-Family Households No Children	1,944	99.9%	19,921	99.9%	51,623	99.9%	
Average Family Household Size	3.0		3.0		3.0		
Average Family Income	\$202,468		\$193,851		\$177,945		
Median Family Income	\$175,875		\$149,639		\$139,898		
Average Non-Family Household Size	1.4		1.3		1.3		
Marital Status (2025)							
Population Age 15 Years or Over	7,159		74,241		193,808		
Never Married	2,371	33.1%	23,354	31.5%	67,291	34.7%	
Currently Married	3,722	52.0%	37,397	50.4%	90,106	46.5%	
Previously Married	1,066	14.9%	13,490	18.2%	36,411	18.8%	
Separated	93	8.7%	1,977	14.7%	6,308	17.3%	
Widowed	235	22.0%	3,662	27.1%	9,706	26.7%	
Divorced	738	69.3%	7,851	58.2%	20,397	56.0%	
Educational Attainment (2025)							
Adult Population Age 25 Years or Over	6,433		65,676		167,979		
Elementary (Grade Level 0 to 8)	63	1.0%	848	1.3%	2,761	1.6%	
Some High School (Grade Level 9 to 11)	78	1.2%	1,458	2.2%	4,552	2.7%	
High School Graduate	925	14.4%	8,672	13.2%	25,404	15.1%	
Some College	1,094	17.0%	11,139	17.0%	30,615	18.2%	
Associate Degree Only	369	5.7%	3,491	5.3%	9,819	5.8%	
Bachelor Degree Only	2,338	36.3%	23,358	35.6%	56,381	33.6%	
Graduate Degree	1,566	24.3%	16,710	25.4%	38,447	22.9%	
Any College (Some College or Higher)	5,367	83.4%	54,698	83.3%	135,262	80.5%	
College Degree + (Bachelor Degree or Higher)	3,904	60.7%	40,067	61.0%	94,828	56.5%	

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	1 mi radius		3 mi radius		5 mi radius		
Housing							
Total Housing Units (2025)	4,185		44,356		114,011		
Total Housing Units (2020)	4,176		43,542		111,220		
Historical Annual Growth (2020-2025)	10	-	814	-	2,791	-	
Housing Units Occupied (2025)	3,895	93.1%	40,939	92.3%	105,192	92.3%	
Housing Units Owner-Occupied	3,123	80.2%	27,115	66.2%	64,628	61.4%	
Housing Units Renter-Occupied	772	19.8%	13,823	33.8%	40,564	38.6%	
Housing Units Vacant (2025)	290	6.9%	3,417	7.7%	8,819	7.7%	
Household Size (2025)							
Total Households	3,895		40,939		105,192		
1 Person Households	1,487	38.2%	16,030	39.2%	41,582	39.5%	
2 Person Households	1,307	33.5%	12,868	31.4%	33,183	31.5%	
3 Person Households	417	10.7%	4,996	12.2%	12,871	12.2%	
4 Person Households	436	11.2%	4,403	10.8%	10,712	10.2%	
5 Person Households	177	4.5%	1,793	4.4%	4,523	4.3%	
6 Person Households	52	1.3%	579	1.4%	1,515	1.4%	
7 or More Person Households	20	0.5%	271	0.7%	806	0.8%	
Household Income Distribution (2025)							
HH Income \$200,000 or More	700	18.0%	7,249	17.7%	16,404	15.6%	
HH Income \$150,000 to \$199,999	471	12.1%	4,408	10.8%	10,843	10.3%	
HH Income \$125,000 to \$149,999	515	13.2%	3,562	8.7%	8,399	8.0%	
HH Income \$100,000 to \$124,999	403	10.4%	4,045	9.9%	10,968	10.4%	
HH Income \$75,000 to \$99,999	455	11.7%	5,049	12.3%	13,004	12.4%	
HH Income \$50,000 to \$74,999	664	17.0%	6,149	15.0%	16,958	16.1%	
HH Income \$35,000 to \$49,999	237	6.1%	3,930	9.6%	10,246	9.7%	
HH Income \$25,000 to \$34,999	244	6.3%	2,603	6.4%	6,214	5.9%	
HH Income \$15,000 to \$24,999	128	3.3%	1,581	3.9%	5,586	5.3%	
HH Income \$10,000 to \$14,999	26	0.7%	876	2.1%	2,346	2.2%	
HH Income Under \$10,000	54	1.4%	1,487	3.6%	4,225	4.0%	
Household Vehicles (2025)							
Households 0 Vehicles Available	97	2.5%	2,209	5.4%	6,059	5.8%	
Households 1 Vehicle Available	1,459	37.4%	15,164	37.0%	41,387	39.3%	
Households 2 Vehicles Available	1,730	44.4%	17,310	42.3%	41,486	39.4%	
Households 3 or More Vehicles Available	609	15.6%	6,256	15.3%	16,261	15.5%	
Total Vehicles Available	6,886		70,618		178,720		
Average Vehicles per Household	1.8		1.7		1.7		
Owner-Occupied Household Vehicles	5,639	81.9%	51,981	73.6%	125,053	70.0%	
Average Vehicles per Owner-Occupied Household	1.8		1.9		1.9		
Renter-Occupied Household Vehicles	1,248	18.1%	18,637	26.4%	53,668	30.0%	
Average Vehicles per Renter-Occupied Household	1.6		1.3		1.3		
Travel Time (2025)							
Worker Base Age 16 years or Over	4,947		49,868		127,730		
Travel to Work in 14 Minutes or Less	854	17.3%	10,371	20.8%	29,863	23.4%	
Travel to Work in 15 to 29 Minutes	2,353	47.6%	21,635	43.4%	55,475	43.4%	
Travel to Work in 30 to 59 Minutes	667	13.5%	6,944	13.9%	17,102	13.4%	
Travel to Work in 60 Minutes or More	215	4.3%	1,021	2.0%	2,308	1.8%	
Work at Home	858	17.3%	9,897	19.8%	22,982	18.0%	
Average Minutes Travel to Work	21.1		20.0		19.1		

## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.9702/-94.6061

Ward Parkway Center							
Kansas City, MO 64114							
	1 mi radius		3 mi radius		5 mi radius		
Transportation To Work (2025)							
Worker Base Age 16 years or Over	4,947		49,868		127,730		
Drive to Work Alone	3,634	73.5%	35,763	71.7%	93,233	73.0%	
Drive to Work in Carpool	288	5.8%	2,830	5.7%	7,627	6.0%	
Travel to Work by Public Transportation	37	0.7%	361	0.7%	944	0.7%	
Drive to Work on Motorcycle	2	-	52	0.1%	142	0.1%	
Bicycle to Work	12	0.2%	110	0.2%	283	0.2%	
Walk to Work	76	1.5%	505	1.0%	1,481	1.2%	
Other Means	40	0.8%	349	0.7%	1,038	0.8%	
Work at Home	858	17.3%	9,897	19.8%	22,982	18.0%	
Daytime Demographics (2025)							
Total Businesses	734		4,246		12,353		
Total Employees	6,510		40,187		154,382		
Company Headquarter Businesses	34	4.6%	140	3.3%	529	4.3%	
Company Headquarter Employees	1,234	19.0%	3,755	9.3%	29,068	18.8%	
Employee Population per Business	8.9	to 1	9.5	to 1	12.5	to 1	
Residential Population per Business	11.6	to 1	21.2	to 1	18.8	to 1	
Adj. Daytime Demographics Age 16 Years or Over	8,632		63,559		217,951		
Labor Force							
Labor Population Age 16 Years or Over (2025)	7,070		73,250		191,398		
Labor Force Total Males (2025)	3,497	49.5%	34,818	47.5%	92,802	48.5%	
Male Civilian Employed	2,620	74.9%	24,921	71.6%	65,878	71.0%	
Male Civilian Unemployed	49	1.4%	792	2.3%	2,132	2.3%	
Males in Armed Forces	-	-	6	-	61	-	
Males Not in Labor Force	827	23.7%	9,099	26.1%	24,730	26.6%	
Labor Force Total Females (2025)	3,574	50.5%	38,432	52.5%	98,595	51.5%	
Female Civilian Employed	2,329	65.2%	24,951	64.9%	61,868	62.7%	
Female Civilian Unemployed	92	2.6%	935	2.4%	2,390	2.4%	
Females in Armed Forces	-	-	-	-	21	-	
Females Not in Labor Force	1,153	32.3%	12,546	32.6%	34,316	34.8%	
Unemployment Rate	141	2.0%	1,726	2.4%	4,522	2.4%	
Occupation (2025)							
Occupation Population Age 16 Years or Over	4,947		49,868		127,730		
Occupation Total Males	2,618	52.9%	24,917	50.0%	65,862	51.6%	
Occupation Total Females	2,329	47.1%	24,951	50.0%	61,868	48.4%	
Management, Business, Financial Operations	1,149	23.2%	12,364	24.8%	29,096	22.8%	
Professional, Related	1,697	34.3%	15,990	32.1%	41,251	32.3%	
Service	547	11.1%	6,204	12.4%	16,364	12.8%	
Sales, Office	884	17.9%	9,106	18.3%	23,735	18.6%	
Farming, Fishing, Forestry	10	0.2%	75	0.2%	212	0.2%	
Construction, Extraction, Maintenance	276	5.6%	2,164	4.3%	5,843	4.6%	
Production, Transport, Material Moving	384	7.8%	3,966	8.0%	11,230	8.8%	
White Collar Workers	3,730	75.4%	37,460	75.1%	94,081	73.7%	
Blue Collar Workers	1,217	24.6%	12,408	24.9%	33,649	26.3%	



## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.9702/-94.6061

Ward Parkway Center		1 mi radius		3 mi radius		5 mi radius	
Kansas City, MO 64114							
Units In Structure (2025)							
Total Units		3,895		40,939		105,192	
1 Detached Unit		3,321	85.3%	29,125	71.1%	69,577	66.1%
1 Attached Unit		116	3.0%	2,010	4.9%	5,881	5.6%
2 Units		43	1.1%	737	1.8%	1,860	1.8%
3 to 4 Units		68	1.7%	1,504	3.7%	4,332	4.1%
5 to 9 Units		85	2.2%	1,984	4.8%	6,558	6.2%
10 to 19 Units		69	1.8%	1,548	3.8%	5,221	5.0%
20 to 49 Units		54	1.4%	1,098	2.7%	3,184	3.0%
50 or More Units		119	3.0%	2,754	6.7%	8,077	7.7%
Mobile Home or Trailer		18	0.5%	170	0.4%	472	0.4%
Other Structure		1	-	10	-	32	-
Homes Built By Year (2025)							
Homes Built 2020 or later		100	2.4%	1,098	2.5%	2,953	2.6%
Homes Built 2010 to 2019		110	2.6%	1,951	4.4%	6,508	5.7%
Homes Built 2000 to 2009		166	4.0%	1,460	3.3%	5,351	4.7%
Homes Built 1990 to 1999		53	1.3%	1,250	2.8%	5,967	5.2%
Homes Built 1980 to 1989		142	3.4%	2,939	6.6%	9,463	8.3%
Homes Built 1970 to 1979		306	7.3%	4,581	10.3%	12,735	11.2%
Homes Built 1960 to 1969		452	10.8%	7,087	16.0%	16,170	14.2%
Homes Built 1950 to 1959		1,731	41.4%	11,039	24.9%	23,015	20.2%
Homes Built 1940 to 1949		551	13.2%	3,411	7.7%	7,704	6.8%
Homes Built Before 1939		284	6.8%	6,124	13.8%	15,327	13.4%
Median Age of Homes		62.9	yrs	60.0	yrs	56.6	yrs
Home Values (2025)							
Owner Specified Housing Units		3,123		27,115		64,628	
Home Values \$1,000,000 or More		215	6.9%	1,540	5.7%	3,750	5.8%
Home Values \$750,000 to \$999,999		293	9.4%	2,133	7.9%	4,007	6.2%
Home Values \$500,000 to \$749,999		357	11.4%	3,638	13.4%	8,315	12.9%
Home Values \$400,000 to \$499,999		198	6.3%	4,014	14.8%	8,507	13.2%
Home Values \$300,000 to \$399,999		357	11.4%	5,663	20.9%	13,819	21.4%
Home Values \$250,000 to \$299,999		439	14.1%	3,048	11.2%	7,382	11.4%
Home Values \$200,000 to \$249,999		556	17.8%	2,424	8.9%	6,560	10.2%
Home Values \$175,000 to \$199,999		131	4.2%	825	3.0%	2,184	3.4%
Home Values \$150,000 to \$174,999		211	6.7%	1,125	4.1%	2,593	4.0%
Home Values \$125,000 to \$149,999		145	4.6%	608	2.2%	1,343	2.1%
Home Values \$100,000 to \$124,999		85	2.7%	472	1.7%	1,253	1.9%
Home Values \$90,000 to \$99,999		6	0.2%	79	0.3%	390	0.6%
Home Values \$80,000 to \$89,999		25	0.8%	211	0.8%	579	0.9%
Home Values \$70,000 to \$79,999		3	-	157	0.6%	533	0.8%
Home Values \$60,000 to \$69,999		28	0.9%	271	1.0%	668	1.0%
Home Values \$50,000 to \$59,999		8	0.3%	114	0.4%	361	0.6%
Home Values \$35,000 to \$49,999		39	1.3%	219	0.8%	661	1.0%
Home Values \$25,000 to \$34,999		5	0.2%	141	0.5%	533	0.8%
Home Values \$10,000 to \$24,999		20	0.6%	252	0.9%	697	1.1%
Home Values Under \$10,000		3	-	183	0.7%	493	0.8%
Owner-Occupied Median Home Value		\$393,884		\$413,557		\$401,438	
Renter-Occupied Median Rent		\$1,174		\$1,108		\$1,124	



## Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 38.9702/-94.6061

Ward Parkway Center Kansas City, MO 64114		1 mi radius	3 mi radius	5 mi radius
<b>Total Annual Consumer Expenditure (2025)</b>				
Total Household Expenditure		\$456.86 M	\$4.59 B	\$11.37 B
Total Non-Retail Expenditure		\$232.52 M	\$2.35 B	\$5.81 B
Total Retail Expenditure		\$224.34 M	\$2.24 B	\$5.56 B
Alcoholic Beverages		\$2.85 M	\$28.37 M	\$70.1 M
Apparel		\$8.37 M	\$83.78 M	\$207.81 M
Contributions		\$15.7 M	\$154.7 M	\$379.32 M
Education		\$10.94 M	\$108.3 M	\$266.35 M
Entertainment		\$25.79 M	\$258.59 M	\$641.9 M
Food Away From Home		\$20.05 M	\$200.51 M	\$496.8 M
Grocery		\$25.89 M	\$266.57 M	\$674.27 M
Health Care		\$25.05 M	\$266.66 M	\$679.61 M
Household Furnishings and Equipment		\$12.24 M	\$122.19 M	\$302.35 M
Household Operations		\$8.3 M	\$83.59 M	\$207.66 M
Miscellaneous Expenses		\$7.85 M	\$78.34 M	\$194.15 M
Personal Care		\$5.27 M	\$53.85 M	\$135.45 M
Shelter		\$67.03 M	\$699.82 M	\$1.77 B
Tax and Retirement		\$130.11 M	\$1.27 B	\$3.05 B
Tobacco and Related		\$1.48 M	\$16.55 M	\$43.71 M
Transportation		\$71.73 M	\$711.14 M	\$1.77 B
Utilities		\$18.2 M	\$187.98 M	\$476.5 M
<b>Monthly Household Consumer Expenditure (2025)</b>				
Total Household Expenditure		\$9,774	\$9,342	\$9,004
Total Non-Retail Expenditure		\$4,975 50.9%	\$4,785 51.2%	\$4,600 51.1%
Total Retail Expenditures		\$4,799 49.1%	\$4,557 48.8%	\$4,404 48.9%
Alcoholic Beverages		\$61 0.6%	\$58 0.6%	\$56 0.6%
Apparel		\$179 1.8%	\$171 1.8%	\$165 1.8%
Contributions		\$336 3.4%	\$315 3.4%	\$300 3.3%
Education		\$234 2.4%	\$220 2.4%	\$211 2.3%
Entertainment		\$552 5.6%	\$526 5.6%	\$509 5.6%
Food Away From Home		\$429 4.4%	\$408 4.4%	\$394 4.4%
Grocery		\$554 5.7%	\$543 5.8%	\$534 5.9%
Health Care		\$536 5.5%	\$543 5.8%	\$538 6.0%
Household Furnishings and Equipment		\$262 2.7%	\$249 2.7%	\$240 2.7%
Household Operations		\$178 1.8%	\$170 1.8%	\$165 1.8%
Miscellaneous Expenses		\$168 1.7%	\$159 1.7%	\$154 1.7%
Personal Care		\$113 1.2%	\$110 1.2%	\$107 1.2%
Shelter		\$1,434 14.7%	\$1,425 15.2%	\$1,403 15.6%
Tax and Retirement		\$2,784 28.5%	\$2,582 27.6%	\$2,419 27.6%
Tobacco and Related		\$32 0.3%	\$34 0.4%	\$35 0.4%
Transportation		\$1,535 15.7%	\$1,448 15.5%	\$1,398 15.5%
Utilities		\$389 4.0%	\$383 4.1%	\$377 4.2%