

CHAPTER THREE: DEMOGRAPHIC ANALYSIS

POPULATION

The US Census Bureau's 2000 census brief stated that the Nation's 1990 to 2000 population increase of 32.7 million was the largest in American history. The previous record increase was 28.0 million people between 1950 and 1960, a gain fueled primarily by the post-World War II baby boom (1946 to 1964). Total decennial population growth declined steadily in the three decades following the 1950s peak before rising again in the 1990s. Population growth varied significantly by region in the 1990s, with higher rates in the West (19.7%) and the South (17.3%) and much lower rates in the Midwest (7.9 %) and the Northeast (5.5%). Meanwhile, despite overall population growth in each of the past five decades, the Midwest's share of total population fell from 29 to 23%.

The 2000 census shows that the suburbs of America's 100 largest metro areas grew more than twice as fast as their central cities during the 1990s. The dominant U.S. population trend continues to be a decentralization of economic and residential life—not a return to core cities. Rapidly developing new communities on the far fringes of metro areas are capturing the lion's share of the nation's new employment and population growth.

While the cities of the Midwest netted a collective population increase of only 186,000 people over the decade (with nearly half showing declines), their suburbs gained 2.9 million new residents. Amid national differences in patterns of growth and decline, all types of households—in all parts of the country—are choosing suburbs over cities. Suburbs attracted even childless and single-person households faster than cities did. Many immigrants are now bypassing cities altogether in favor of suburbia. Racial and ethnic minorities currently make up more than a quarter of suburban populations, up from 19 percent in 1990.

As people go, so do jobs. Suburbs are no longer just bedroom communities for workers commuting to traditional downtowns. Rather, many are now strong employment centers serving a variety of economic functions for their regions. In our 100 largest metro areas, only 22 percent of all people work within three miles of the city center.

The City of Pleasant Hill has added about 2,300 people in the last three decades, growing from a town of 3,277 people in 1970 to more than 5,580 people in 2000. According to the 2000 Census, Pleasant Hill's population is 5,582, an increase of 1,724 people (about 44.7%) from the 1990 Census (**Ref. Table 3.1, Fig. 1.1**). In comparison, Cass County grew by 28.7% and the State of Missouri grew by 9.3%. The Kansas City Metropolitan Statistical Area (MSA) registered a population increase of 12.2% (184,024 people), over 4% higher than the average growth in the Midwest (Source: US Census). These are significant increases compared to the average rate of growth for the Midwest and the Nation as a whole.

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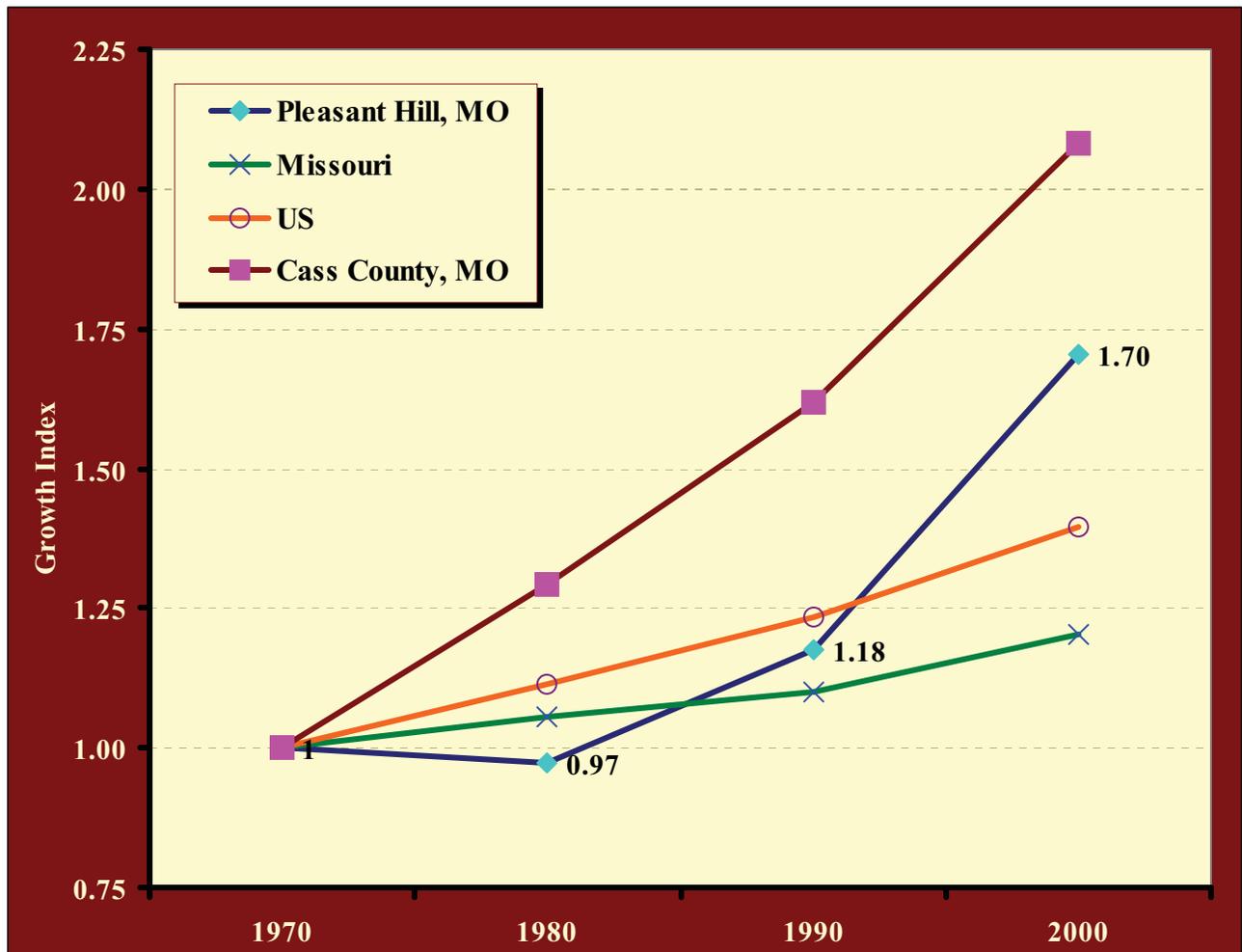
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Table 3.1 Population Growth (1970-2000)

	1970	1980	1990	2000	% Change 70-80	% Change 80-90	% Change 90-00
Pleasant Hill, MO	3,277	3,185	3,858	5,582	-2.81%	21.13%	44.69%
Cass County, MO	39,451	51,031	63,808	82,092	29.35%	25.04%	28.65%
Missouri	4,655,960	4,906,764	5,117,073	5,595,211	5.39%	4.29%	9.34%
US	201,606,786	224,810,186	248,709,166	281,421,906	11.51%	10.63%	13.15%

Source: US Census Bureau, BWR

Figure 3.1 Population Growth Index (1970-2000)



Source: BWR, US Census Bureau

Growth indices, which are a means of comparison of growth rates of different entities assuming the base population of 1 for each entity, shows that in the 1990s, Pleasant Hill has grown faster than the County and the State.

Racial Characteristics

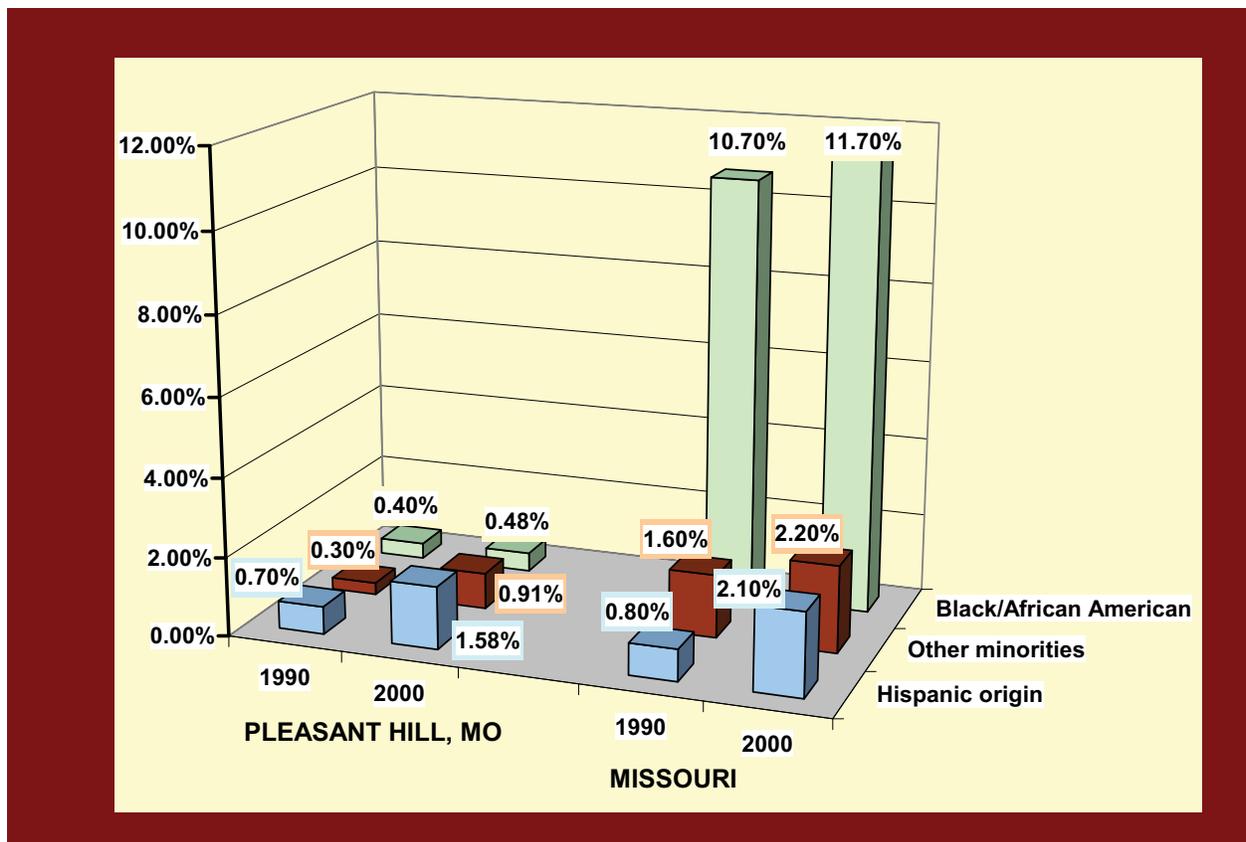
The racial composition of Pleasant Hill has not changed considerably between 1980 and 2000. In 1980 97.7% of the population in Pleasant Hill was white. In 2000 that percentage was 97.6%. At the same time there was a slight increase in the County’s minority population (**Ref. Table 3.3, Figure 3.2**). The State and the Nation have a significant minority population but Pleasant Hill has attracted only a few minority families.

Table 3.2: Racial Characteristics in Pleasant Hill, MO (1980-2000)

	Total Population	White	Black or African-American	Other Population	Hispanic Origin
1980	3,185	3,144	15	26	13
1990	3,858	3,832	15	11	27
2000	5,582	5,504	27	51	88
absolute change 80-90	673	688	0	-15	14
absolute change 90-00	1,724	1,672	12	40	61
% change 80-90	21.13%	21.88%	0.00%	-57.69%	107.69%
% change 90-00	44.69%	43.63%	80.00%	363.64%	225.93%

Source: US Census Bureau, BWR

Figure 3.2: Trends in Minority Population (1990-2000)



Source: BWR, US Census Bureau

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Table 3.3: Racial Characteristics Comparisons (1980-2000)

		White	Black or African-American	Other Population	Hispanic Origin
1980	Pleasant Hill, MO	98.70%	0.50%	0.80%	0.40%
	Cass County, MO	98.25%	0.79%	0.95%	0.79%
	Missouri	88.40%	10.50%	1.10%	0.40%
	US	83.10%	11.70%	5.20%	6.50%
1990	Pleasant Hill, MO	99.30%	0.40%	0.30%	0.70%
	Cass County, MO	97.59%	0.99%	1.42%	1.32%
	Missouri	87.70%	10.70%	1.60%	0.80%
	US	80.30%	12.00%	7.70%	8.80%
2000	Pleasant Hill, MO	98.60%	0.48%	0.91%	1.58%
	Cass County, MO	96.93%	1.69%	1.37%	2.21%
	Missouri	86.10%	11.70%	2.20%	2.10%
	US	75.14%	12.32%	12.54%	12.56%

Source: US Census, BWR

Median Age

Changes in the median age are important indicators of the shift in composition of the City. They are a quick way of establishing target age groups to plan for. The median age of population in Pleasant Hill has traditionally been less than the County, State and National average. The median age in Pleasant Hill is 32.6 and the City has a much younger population to plan for. This is also an important indicator of the good quality of the schools and family life in Pleasant Hill.

Table 3.4: Median Age (1970-2000)

	1970	1980	1990	2000
Pleasant Hill, MO	29	29	31.9	32.6
Cass County, MO	33.00	30	32.2	35.4
Missouri	33.00	30	33.6	36.1
US	31.60	29.2	33.4	35.3

Source: US Census, BWR

Population Projections

Five alternative population growth scenarios for the City of Pleasant Hill have been presented in Table 3.5. The first scenario uses linear regression techniques to project the future growth of the City based on its past trends. This method yields an increase in the population by about 300 people in the next 10 years and 750 people between 2010 and 2020.

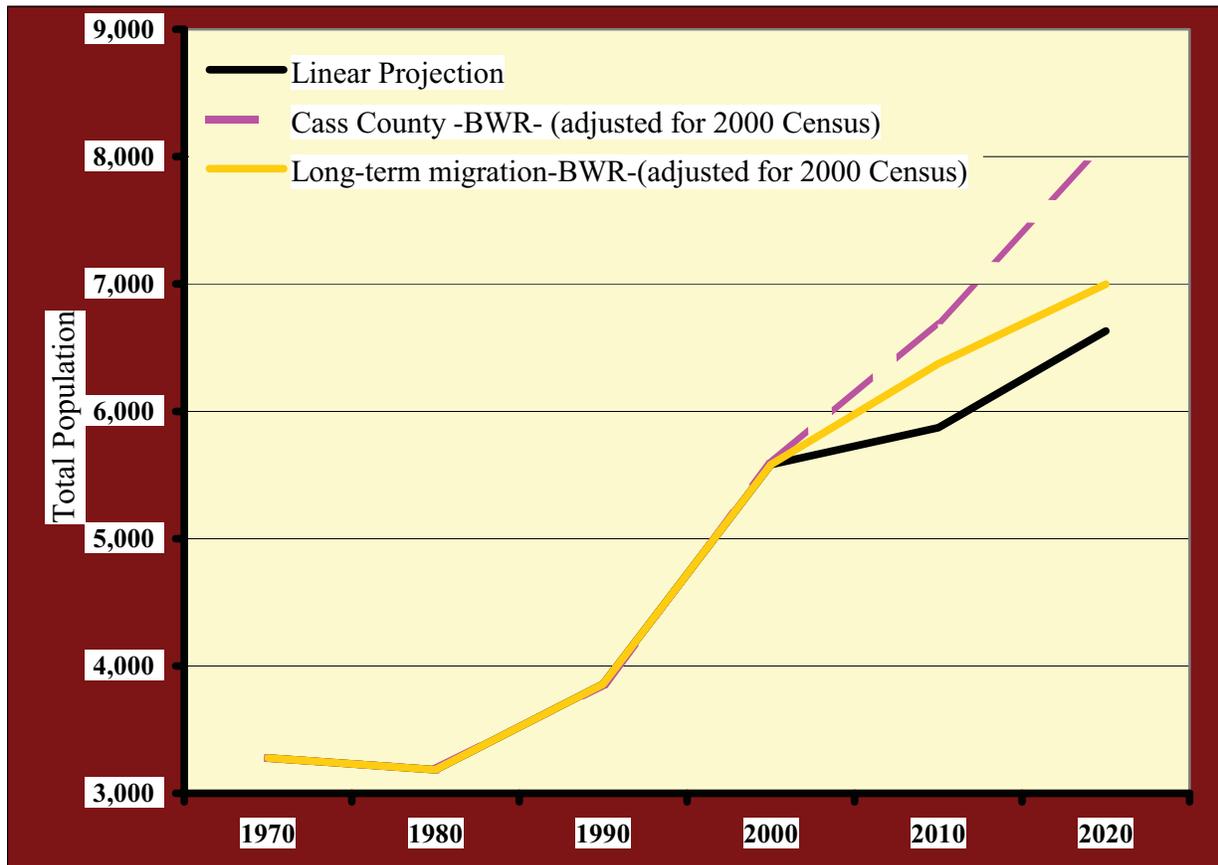
The Mid America Regional Council (MARC) projects population for the Kansas City Metro Area by Counties and areas within the Metro. MARC has projected a high rate of growth (over 20 percent) for Cass County. If the City of Pleasant Hill follows the projections for Cass County, it will add about 2,500 people in the next 20 years. The third, fourth and fifth scenarios project the population of Pleasant Hill, based on the projections by the Missouri Division of Budget and Planning under different net migration scenarios. The ranges of these projections indicate an increase of 610 people to 1,400 people in the next twenty years.

Table 3.5: Population Projections (2000-2020)

SCENARIO	1970	1980	1990	2000	2010	2020
I Using Linear Regression for population 1960 to 2000						
Linear Projection	3,277	3,185	3,858	5,582	5,873	6,631
Growth rate		-2.81%	21.13%	44.69%	5.20%	12.92%
MARC Projections						
II Cass County -BWR- (adjusted for 2000 Census)	3,277	3,185	3,858	5,582	6,716	8,090
Cass County-MARC-(based on 1990 Census)	39,448	51,029	63,808	81,321	97,847	117,857
Growth rate				27.45%	20.32%	20.45%
OSEDA Projections						
III Long-term migration-BWR-(adjusted for 2000 Census)	3,277	3,185	3,858	5,582	6,375	6,999
Long-term migration scenario-OSEDA-(1990 Census)	39,448	51,029	63,808	76,463	87,322	95,875
Growth rate				19.83%	14.20%	9.79%
IV Recent migration-BWR-(adjusted for 2000 Census)	3,277	3,185	3,858	5,582	6,513	7,244
Recent migration scenario-OSEDA-(1990 Census)	39,448	51,029	63,808	79,104	92,299	102,654
Growth rate				23.97%	16.68%	11.22%
V Zero migration-BWR-(adjusted for 2000 Census)	3,277	3,185	3,858	5,582	5,928	6,192
Zero migration scenario-OSEDA-(1990 Census)	39,448	51,029	63,808	67,914	72,124	75,341
Growth rate				6.43%	6.20%	4.46%

Source: OSEDA (Missouri Division of Budget and Planning), Mid-America Regional Council (MARC), US Census Bureau, BWR

Figure 3.3: Population Projections (2000-2020)



Source: BWR, Mid America Regional Council, OSEDA, US Census Bureau

Age Characteristics

The age distribution of a population is an important feature while analyzing a City's demographic situation. Figure 3.4 uses population pyramids to show the age distribution differences between the City and the County, and City and the National distribution. Population pyramids also show the change in age distribution from 1990 to 2000 (Ref. Figure 3.4).

Along with the significant increase in population there has also been a change in the age composition of the population. The City has traditionally had a large young population, with over 25% of the population under the age of 14. A comparison between 1990 and 2000 age groups indicates a big increase in young teen population in the 1990s, indicating that many young families moved to the City. The next age group, however, lost population in the 1990s, indicating older teens leaving for college and new job opportunities in other parts of the metro area.

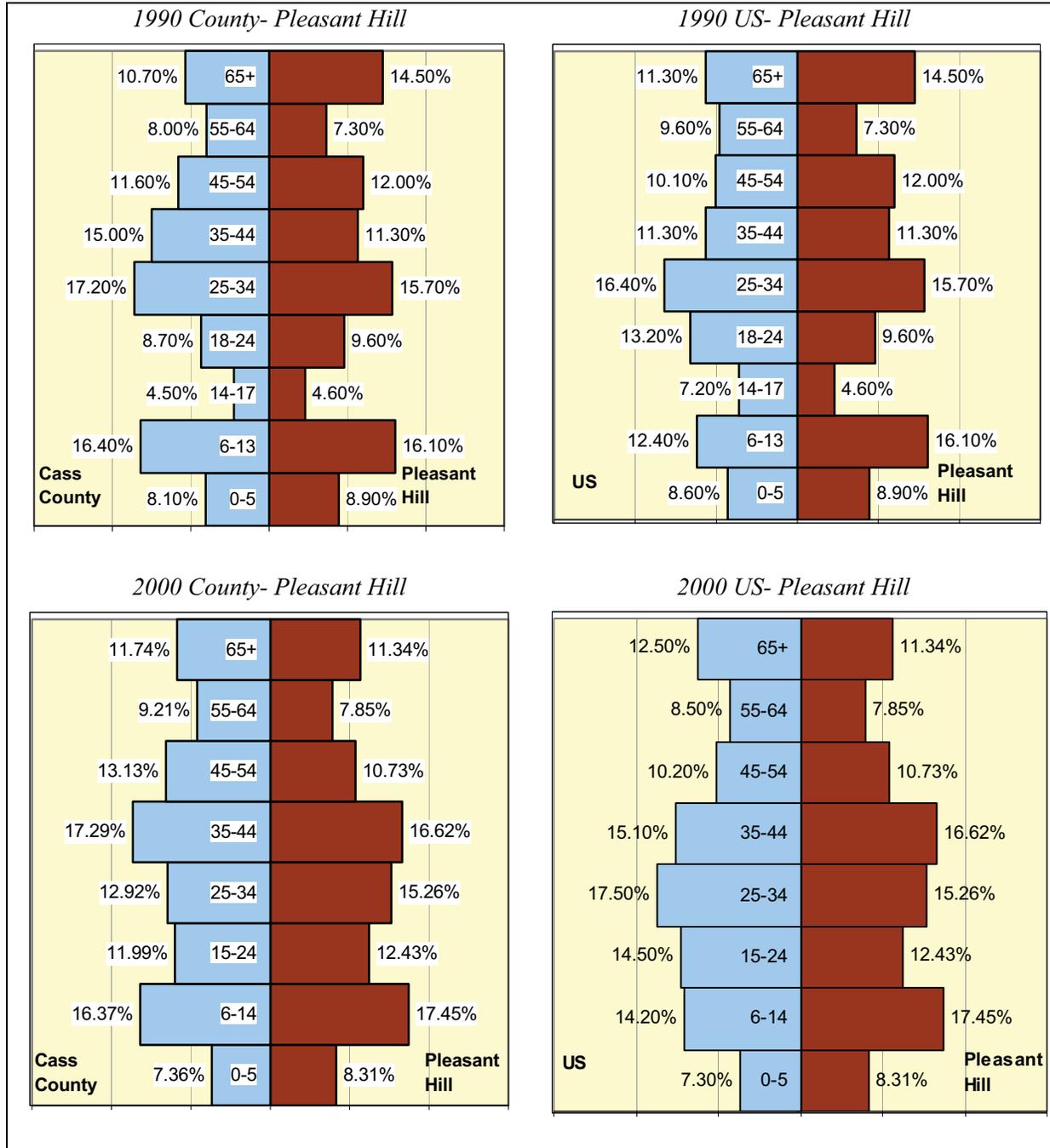
Families with young children seem to move back to the City as the increase of 25-34 year-olds and the 35-44 year-olds indicates. There might, however, be more opportunities for move-up housing or upscale housing, as there seems to be a decline in the 45-64 year-olds.

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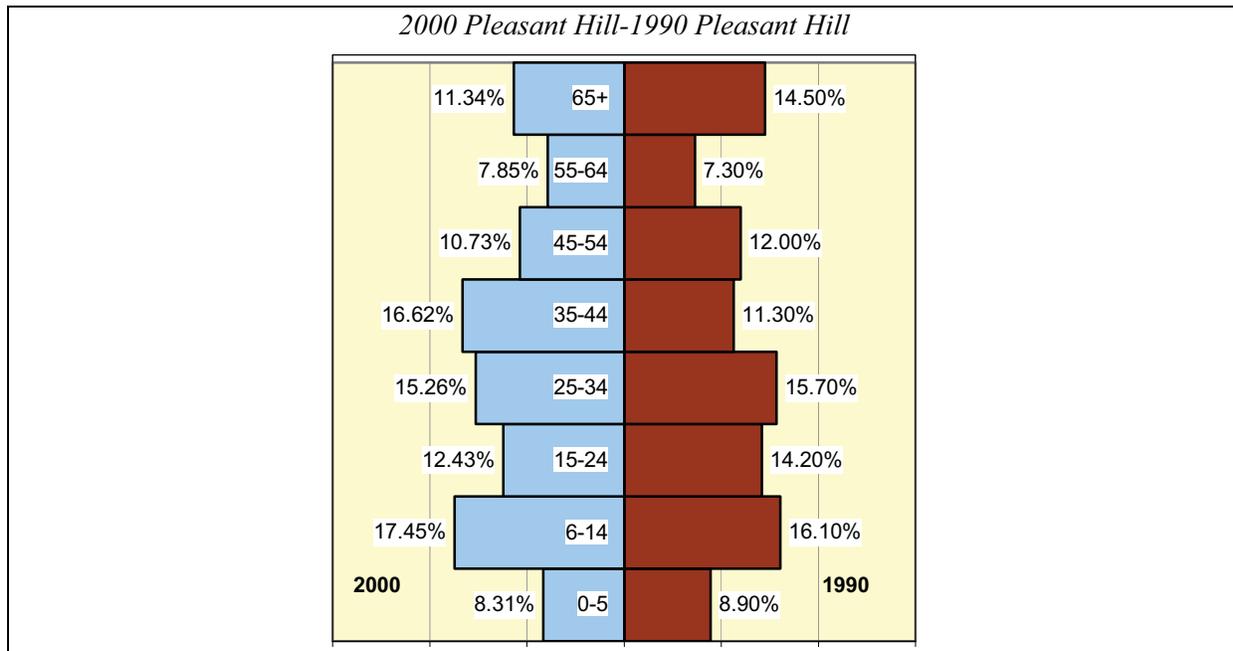
The elderly population in Pleasant Hill has traditionally been higher than the County and the Nation. However, in the 1990s, while the elderly population increased in numbers, their percentage as a whole decreased. This might indicate a need for better housing, nursing and medical facilities in Pleasant Hill.

Figure 3.4: Population Pyramids (1990-2000)



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Source: US Census, BWR.

Male-Female Ratio

The Male-Female ratio in Pleasant Hill has changed slightly in the last decade to include a higher percentage of men. The ratio now closely reflects the County and the State averages.

Table 3.6: Male-Female Ratio (1980-2000)

		Change in % from previous Census			
		Males	Females	Males	Females
1980	Pleasant Hill, MO	46.80%	53.20%		
	Cass County, MO	49.40%	50.60%		
	Missouri	48.10%	51.90%		
	US	48.50%	51.50%		
1990	Pleasant Hill, MO	47.30%	52.70%	1.07%	-0.94%
	Cass County, MO	48.80%	51.20%	-1.21%	1.19%
	Missouri	48.20%	51.80%	0.21%	-0.19%
	US	48.70%	51.30%	0.41%	-0.39%
2000	Pleasant Hill, MO	48.20%	51.80%	1.90%	-1.71%
	Cass County, MO	48.96%	51.04%	0.34%	-0.32%
	Missouri	48.60%	51.40%	0.83%	-0.77%
	US	49.10%	50.90%	0.82%	-0.78%

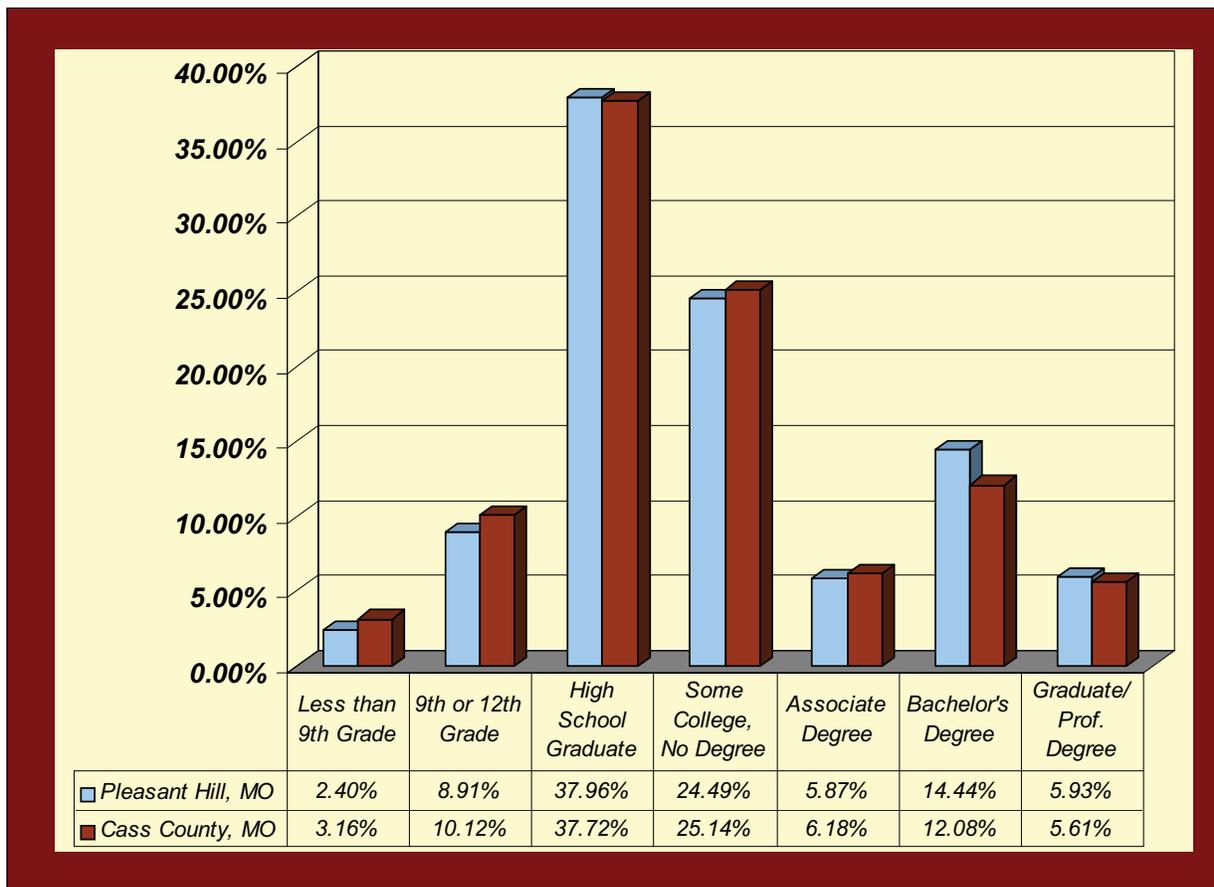
Source: US Census, BWR

EDUCATION

According to the 2000 Census, education statistics for people over the age of 25 show that the City of Pleasant Hill has a higher level of education in comparison to the County, and also, that the education levels significantly improved during the 1990s. Specifically, in 1990 about 24% of the adult population (25 and over) had not graduated from high school compared to 2000, when only about 11% were not high school graduates (Ref. Table 3.7).

College graduates with a bachelor’s degree are two percentage points higher than the County average, and almost double the number in 1990. These statistics show that the education levels of residents in Pleasant Hill are slightly higher than County averages and indicate a substantial shift in the kind of population residing in Pleasant Hill today.

Figure 3.5: Educational Attainment of People aged 25 or more (2000)



Source: US Census, BWR

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Table 3.7: Educational Attainment of People aged 25 or more (1990-2000)

	1990		2000	
	Pleasant Hill, MO	Cass County, MO	Pleasant Hill, MO	Cass County, MO
Less than 9th Grade	8.96%	7.06%	2.40%	3.16%
9th or 12th Grade	15.19%	12.94%	8.91%	10.12%
High School Graduate	38.69%	41.17%	37.96%	37.72%
Some College, No Degree	19.23%	20.82%	24.49%	25.14%
Associate Degree	4.31%	4.98%	5.87%	6.18%
Bachelor's Degree	7.66%	8.75%	14.44%	12.08%
Graduate/Prof. Degree	5.96%	4.29%	5.93%	5.61%

Source: US Census, BWR

INCOME CHARACTERISTICS

Median household income is the dollar amount that divides the income distribution into two equal groups—half with income above the median and half with income below the median. It provides one measure of the ability of Pleasant Hill households to meet the costs of food, clothing, housing, health care, transportation, childcare, and higher education. Retail businesses, shopping centers, builders and developers consider the median household income as a guide to investment into a community.

Per Capita Income is computed by dividing the sum of personal income for a given geographic area by the total population for that area. Personal income is the sum of individual income received from employment, self-employment, investments, and transfer payments for all households for a given area. Per capita income, therefore, is an indication of the quality of labor force available and, wages and salaries disbursed in a given location. These are important indicators for industries and businesses locating to a certain area.

According to the 2000 Census, the median household income in Pleasant Hill is \$48,915, almost the same as that of the County and about \$11,000 higher than the State average. The per capita income in Pleasant Hill is similar to the County and the State. A comparison to the 1980s and the 1990 growth rates indicate that the median and per capita incomes in the City have grown at a faster rate than the County or the State. In fact, Pleasant Hill incomes grew at one of the fastest rates in the State of Missouri. These indicate a significant change in labor force participation rates and the types of jobs held by the people of Pleasant Hill (**Ref. Table 3.8, Fig. 1.6.**) In fact, total labor force participation increased from 60% in 1990 to 69% in 2000 and female labor participation increased from 53% in 1990 to 60% in 2000, indicating an increasing trend of women joining the labor force.

The poverty rate in Pleasant Hill is lower than the County's rate and less than half the State's average (**Ref. Table 3.9**)

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Table 3.8: Income Summary (1980-2000)

		1980	1990	2000	% Change 80-90	% Change 90-00
Median Household Income	Pleasant Hill, MO	\$15,139	\$25,089	\$48,915	65.72%	223.11%
	Cass County, MO	\$19,021	\$31,548	\$49,562	65.86%	160.56%
	Missouri	\$15,704	\$28,334	\$37,934	80.43%	141.56%
Per Capita Income	Pleasant Hill, MO	\$6,967	\$10,269	\$21,623	47.39%	210.36%
	Cass County, MO	\$7,197	\$12,930	\$21,073	79.66%	192.80%
	Missouri	\$ 6,923	\$12,818	\$19,936	85.15%	187.97%

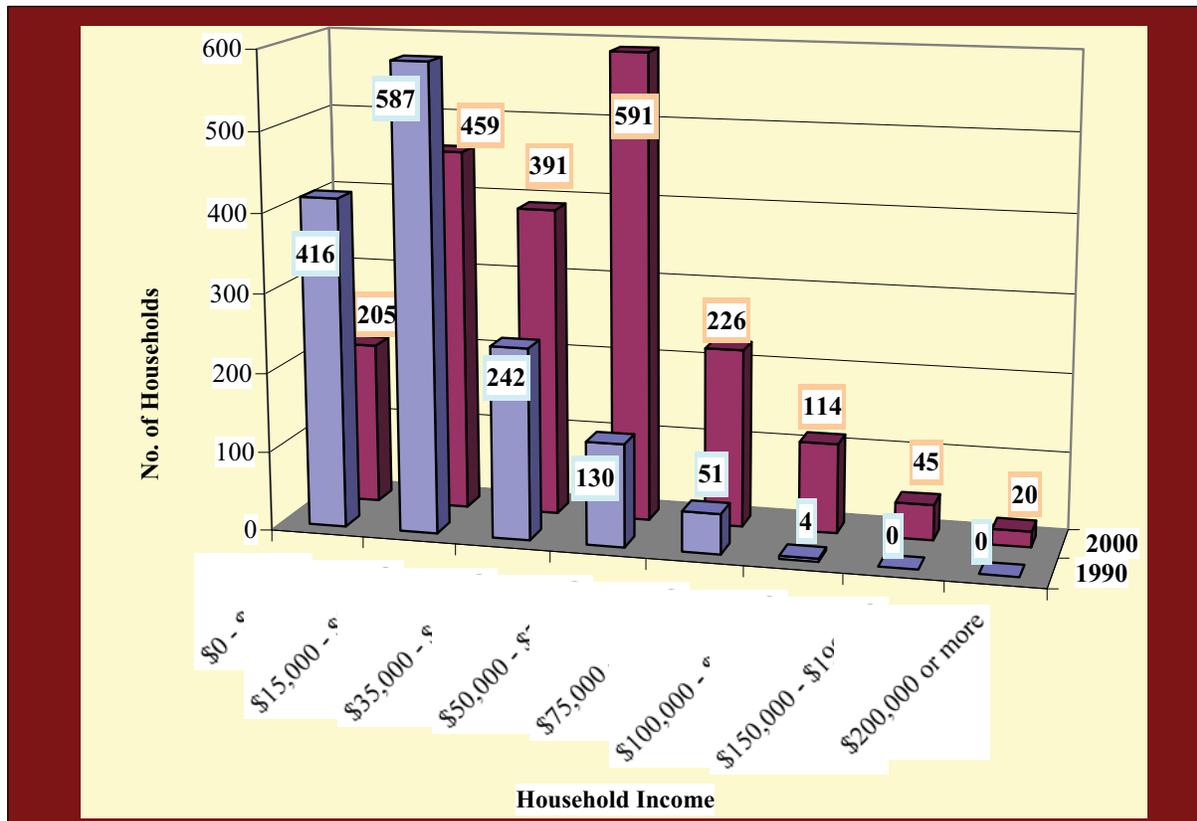
Source: US Census, BWR

Table 3.9: Poverty Status Summary (2000)

	Families		Individuals	
	Number	% of Total	Number	% of Total
Pleasant Hill, MO	60	4.0%	299	5.4%
Cass County, MO	981	4.2%	4,664	5.7%
Missouri	127,317	8.6%	637,891	11.4%

Source: US Census, BWR

Figure 3.6: Household Income (1990-2000)



Source: US Census, BWR

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HOUSING

The housing market in Pleasant Hill has altered significantly in the last decade. The total housing units increased by 637 units, a 41% increase. The County added to its housing stock by about 30% and Missouri's housing stock increased by about 11%.

Occupancy rates increased across the board with Pleasant Hill's rates going up by about 3% and that of the County's by 1.3%. Owner occupancy in Pleasant Hill increased by about 1.3% and that in the County increased about 3.9%. Renter occupancy also increased in Pleasant Hill, while it declined in the County and the State. Vacancy rates dropped to about 6% indicating a strong housing market.

The average household size in Pleasant Hill has declined from 2.7 in 1990 to 2.66 in 2000. This has been a nationwide trend and is expected to continue in the future. Housing values have increased substantially in the City and in the County. The median housing value in Pleasant Hill increased from \$51,900 to \$94,300, an 82% increase and one of the highest in the State (Ref. Table 3.11, Fig. 1.8.) Similar increases were registered in the County. Rents also increased by over 80% indicating newly built rental units.

Table 3.10: Housing Units Characteristics (1990-2000)

		Total Housing Units	Occupied Units	Occupancy Rate	Owner Occupied	Renter Occupied	Vacant
Pleasant Hill, MO	1990	1,565	1,434	91.63%	66.39%	25.24%	8.37%
	2000	2,202	2,070	94.01%	67.71%	26.29%	5.99%
	% Change	40.70%	44.35%	2.59%	1.32%	1.05%	-2.38%
Cass County, Missouri	1990	24,337	22,892	94.06%	71.85%	22.21%	5.94%
	2000	31,677	30,168	95.24%	75.71%	19.53%	4.76%
	% Change	30.16%	31.78%	1.25%	3.86%	-2.68%	-1.17%
Missouri	1990	2,199,129	1,961,206	89.18%	61.33%	27.85%	10.82%
	2000	2,442,017	2,194,594	89.87%	63.15%	26.72%	10.13%
	% Change	11.04%	11.90%	0.77%	1.82%	-1.13%	-0.69%

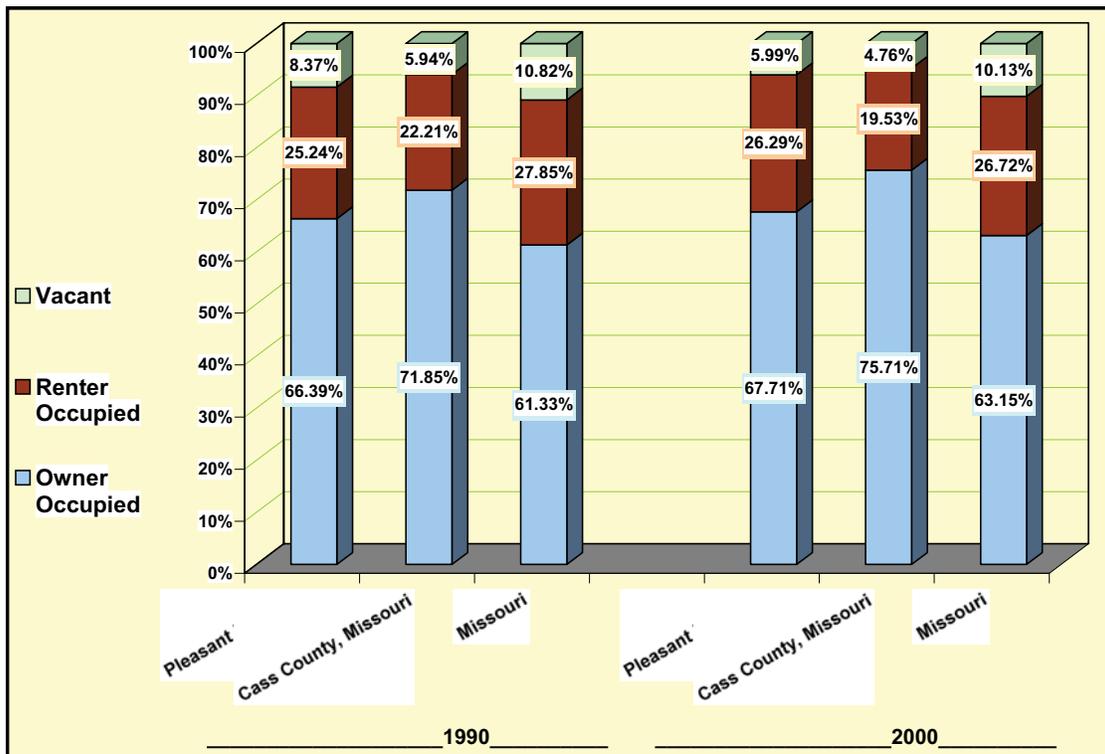
Source: US Census Bureau, BWR

Table 3.11: Housing Values (1990-2000)

		Average Household Size	Median Housing Value	Median Monthly Mortgage	Median Monthly Rent
Pleasant Hill, MO	1990	2.70	51,875	566	304
	2000	2.66	94,300	843	548
	% change		81.8%	48.9%	80.3%
Cass County, MO	1990	2.80	57,447	629	401
	2000	2.69	104,200	934	543
	% change		81.4%	48.5%	35.4%
Missouri	1990	2.60	59,810	622	375
	2000	2.48	89,900	861	484
	% change		50.3%	38.4%	29.1%

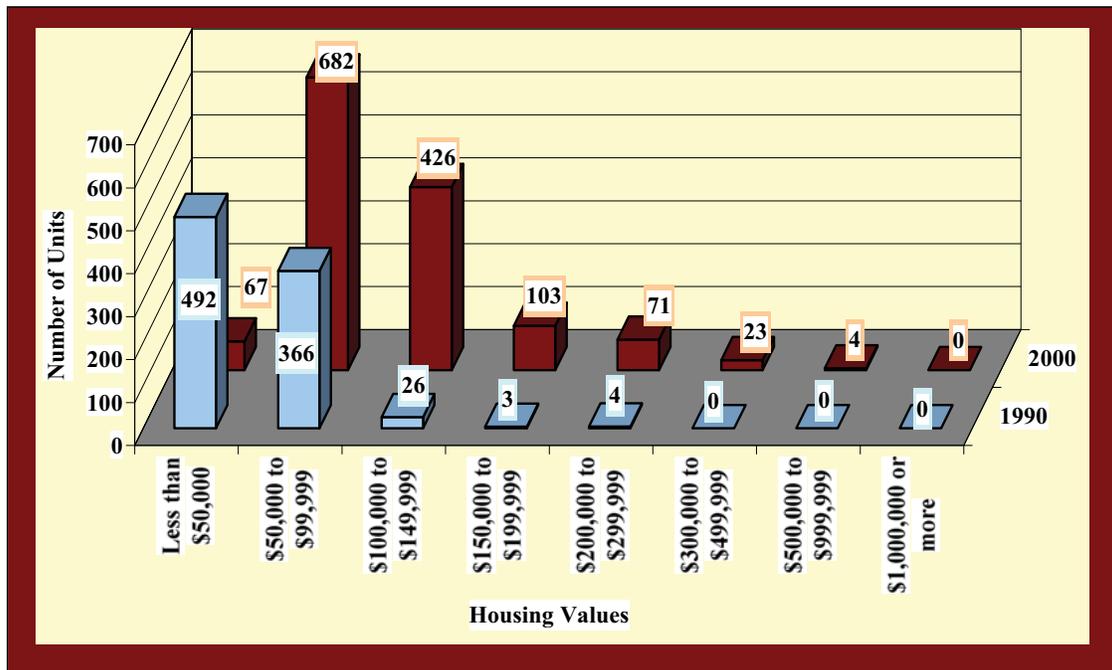
Source: US Census Bureau, BWR

Figure 3.7: Trends in Housing Occupancy (1990-2000)



Source: US Census Bureau, BWR

Figure 3.8: Housing Values (1990-2000)



Source: US Census Bureau, BWR

COMMUTING PATTERNS

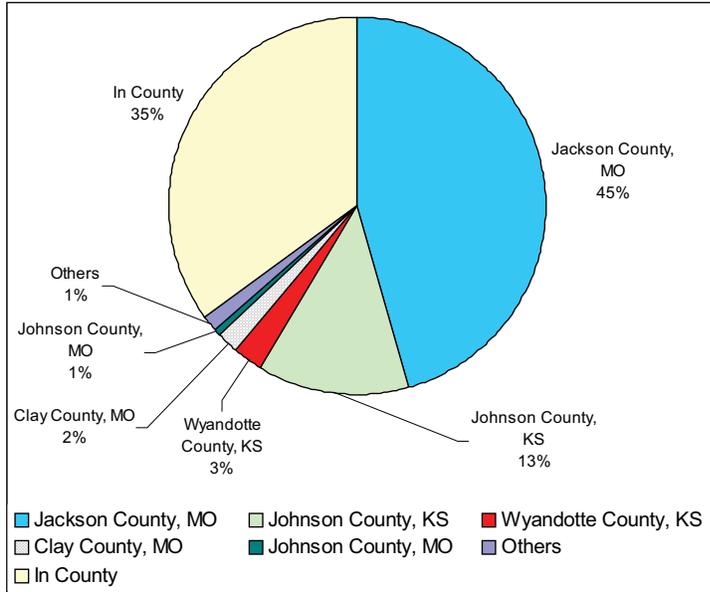
According to the 2000 Census, the average commuting time to work for the residents of Pleasant Hill was 30.3 minutes, indicating that many residents of the City are commuting to other parts of the metropolitan area to work. In 1990, the average commute time was 24.8 minutes.

Figure 3.9 shows the out-commuting and in-commuting patterns in 1990. These numbers are expected to increase by a significant amount in the 2000 Census (data not yet released,) because of major population shifts that have occurred in the last decade. The 1990 figures are, however, still relevant to show trends and patterns.

The 1990 out-commuting patterns of the County show that about 65% of Cass County residents work in other Counties. Among the workers who commute to other Counties, about 14,000 commute to Jackson County, MO; 4,000 to Johnson County, KS and 770 to Wyandotte County, KS.

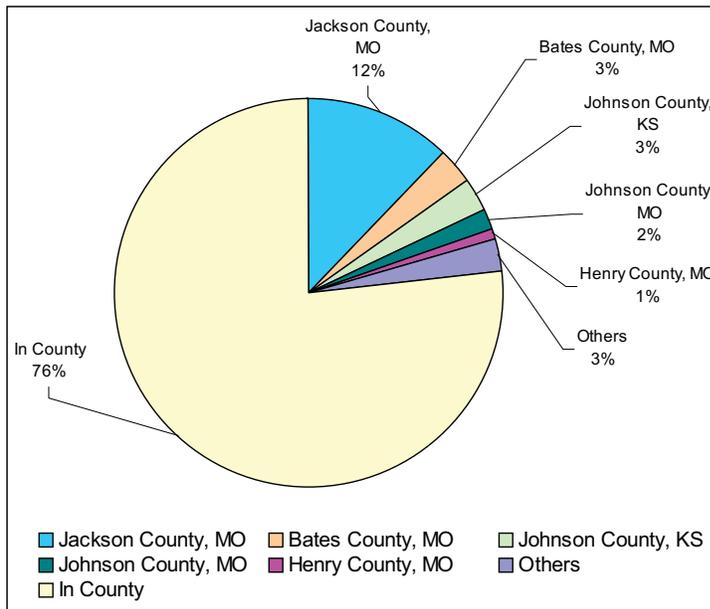
The In-commuting patterns show that about 23% of the County's workers commute from outside the County. About 1,700 come from Jackson County, MO; 420 from Bates County, MO and 380 from Johnson County, KS.

Figure 3.9: County Out-commuting and In-commuting Patterns (1990)



County	Workers	Percent
Jackson County, MO	13,904	45.40%
Johnson County, KS	4,055	13.20%
Wyandotte County, KS	771	2.50%
Clay County, MO	531	1.70%
Johnson County, MO	203	0.70%
Others	426	1.30%
In County	10,724	35.0%
Total	30,614	100%

Work Patterns of Cass County Residents



County	Workers	Percent
Jackson County, MO	1,715	12.30%
Bates County, MO	422	3.00%
Johnson County, KS	387	2.80%
Johnson County, MO	243	1.70%
Henry County, MO	113	0.80%
Others	380	2.80%
In County	10,724	76.7%
Total	13,984	100%

Residence Patterns of Cass County Workers

Source: US Census Bureau, BWR

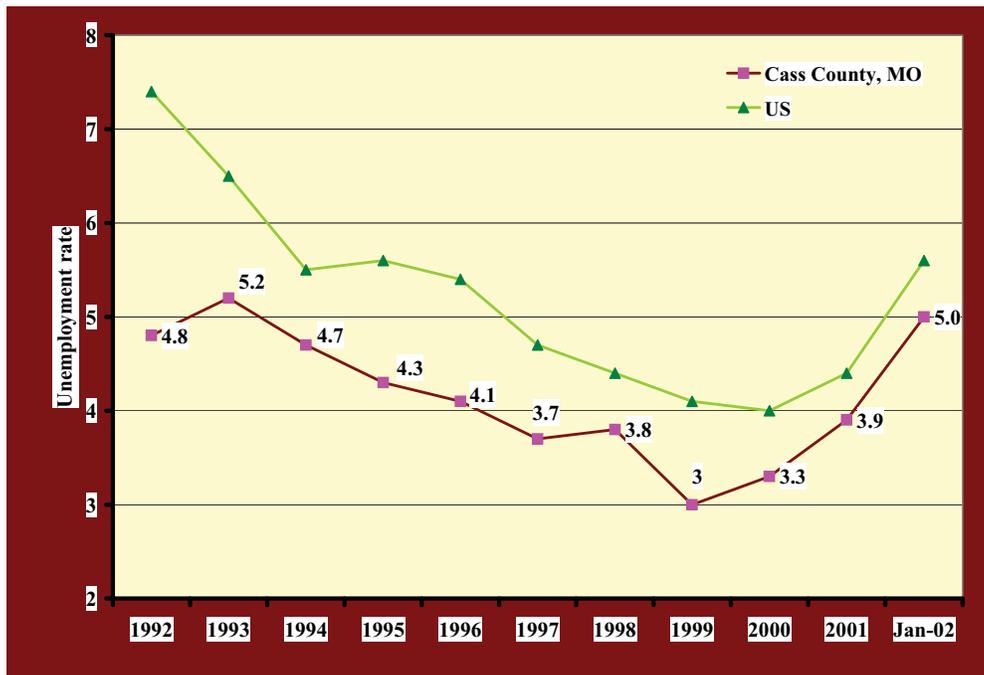
UNEMPLOYMENT RATE

Unemployment rate in the County has traditionally been lower than the National average. As of January 2002, the unemployment rate in the County is 5.0%.

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Figure 3.10: Unemployment Characteristics (1992-2002)



Source: Bureau of Labor Statistics, BWR.

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