

57,954
COMPANIES
1,074,477
JOBS

Economic & Workforce Update

FOR THE *Kansas City* METRO

INDUSTRY, OCCUPATION & WORKFORCE TRENDS

FALL 2013 • MID-AMERICA REGIONAL COUNCIL

KC SPECIALIZATIONS



FINANCE

60,736 Jobs
3,812 Establishments



ARCHITECTURE & ENGINEERING

17,134 Jobs
1,103 Establishments



BACK OFFICE

17,674 Jobs
918 Establishments



COMPUTER

26,527 Jobs
1,930 Establishments



ADVERTISING & MEDIA

8,949 Jobs
625 Establishments



LOGISTICS

36,974 Jobs
1,320 Establishments



COMMUNICATIONS

17,831 Jobs
325 Establishments



LIFE SCIENCES

22,359 Jobs
1,900 Establishments



HEAVY MANUFACTURING

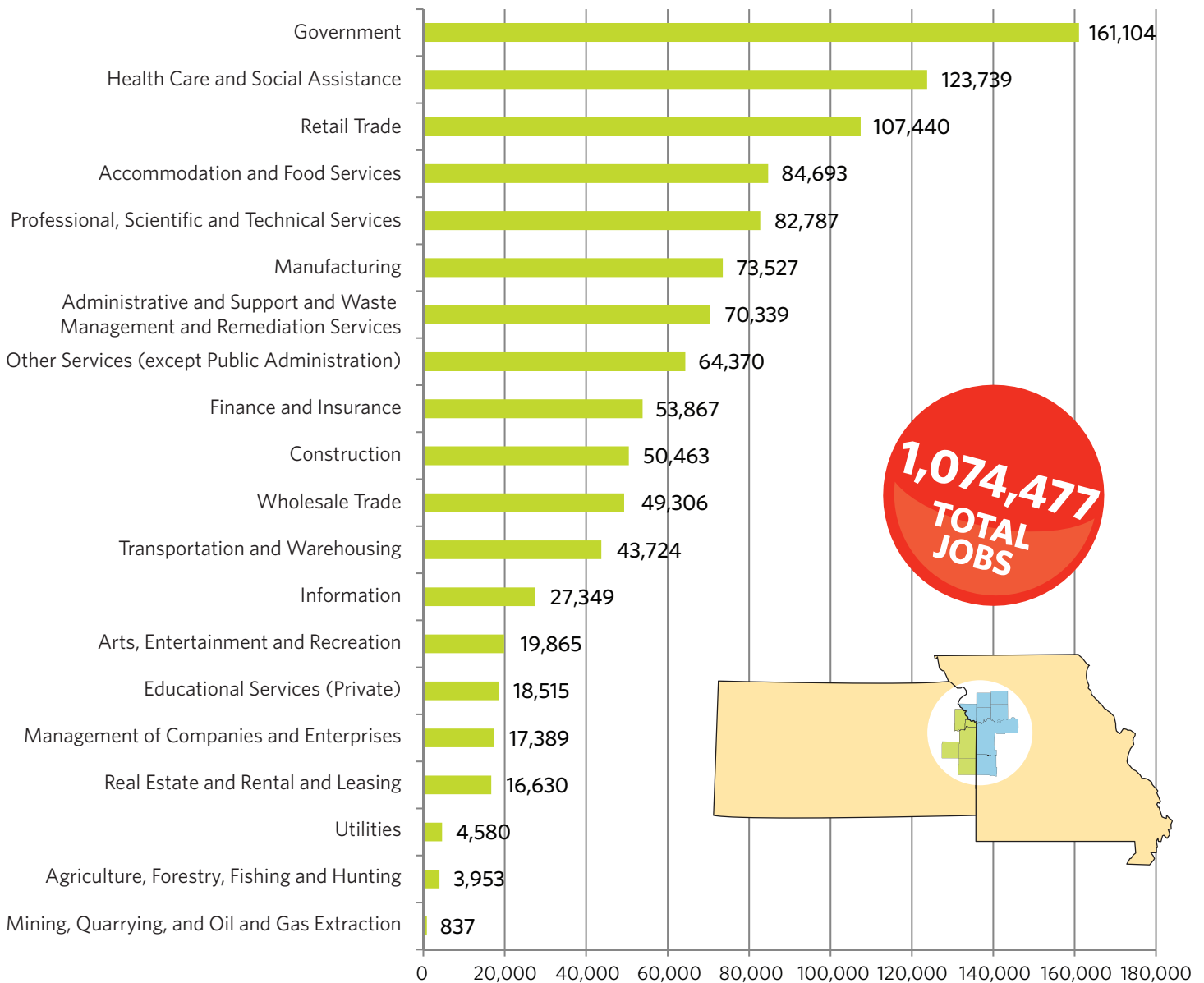
18,662 Jobs
293 Establishments

The Big Picture: Industry Overview

Where are Kansas City's jobs? The chart below provides a snapshot of total employment by industry for the 15-county Kansas City Metropolitan Statistical Area (MSA). Jobs are grouped by industry using NAICS classifications — a categorization system used by business and government to classify establishments by type of economic activity.

Government — including public schools and law enforcement — is by far the greatest employment industry in the region, with about 15 percent of all jobs. Not surprisingly, Mining, Quarrying, and Oil and Gas Extraction ranks lowest in Kansas City regional employment.

KANSAS CITY MSA EMPLOYMENT BY INDUSTRY, 2013












Source: EMSI

Specialization: What We Do Well

To determine what industries we're best at, we use a formula called the Location Quotient (LQ). First, we compare the number of jobs in a particular industry to total jobs to calculate a percentage, both for our region and for the nation. Then we divide the regional percentage by the national percentage.

A location quotient greater than one indicates an industry where we have a specialty or concentration. We pay close attention to these industries because they are what makes us unique and give us a competitive edge. High-specialty sectors for Kansas City metro are listed below.

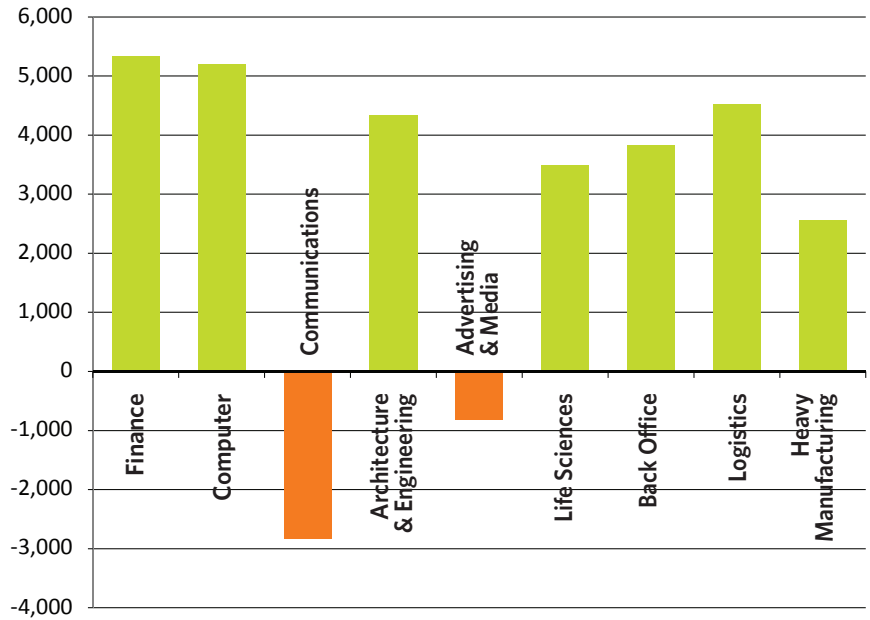
INDUSTRY	LQ	TYPES OF FIRMS	LOCAL EXAMPLES
 COMMUNICATIONS	2.97	Communications Equipment Manufacturing Wired Telecommunications Carriers Wireless Telecommunications Carriers	Sprint, AT&T
 HEAVY MANUFACTURING	2.85	Fabricated Metal Products Manufacturing Machinery Manufacturing Motor Vehicle and Related Manufacturing	Honeywell, Ford, General Motors
 BACK OFFICE	1.79	Office Administrative Services Business Support Services	Credit Card Processing, Call Centers
 LOGISTICS	1.61	Rail Transportation and Freight Warehousing and Storage	Kansas City Southern, BNSF, YRC, FedEx Air Cargo Associated Wholesale Grocers
 COMPUTER	1.54	Software Publishers Data Processing and Hosting Computer Systems Design	Cerner, Fishnet Security
 FINANCE	1.48	Banks and Other Financial Institutions Securities and Brokerage Firms Insurance Carriers and Agencies	UMB, Commerce Bank, BATS, Kansas City Life
 ARCHITECTURE & ENGINEERING	1.42	Architectural and Engineering Firms Specialized Design Services	HOK, HNTB, BNIM, Black & Veatch, Burns & McDonnell
 ADVERTISING & MEDIA	1.24	Newspaper, Periodical and Book Publishers Advertising and Public Relations	Hallmark, Kansas City Star, VML, Bernstein Rein
 LIFE SCIENCES	1.05	Medical Equipment and Supplies Manufacturing Scientific Research and Development Services Medical and Diagnostic Laboratories	MRI Global, Stowers Institute, TEVA, Quest Diagnostics

Growing our Base Economy

Industries that have both a high LQ and relatively high total job numbers are especially important to the region's economic base. Declining employment in these industries can weigh heavily on the region's economy. In Kansas City, the communications industry — with our highest LQ — has lost jobs at a higher rate than most over the past decade, falling from 29,755 jobs to 17,831, and is expected to lose another 2,833 jobs by 2023.

Industries with high LQ are often export-oriented. They bring money into the regional economy, rather than just circulating money that is already here.

PROJECTED EMPLOYMENT CHANGE, 2013-2023

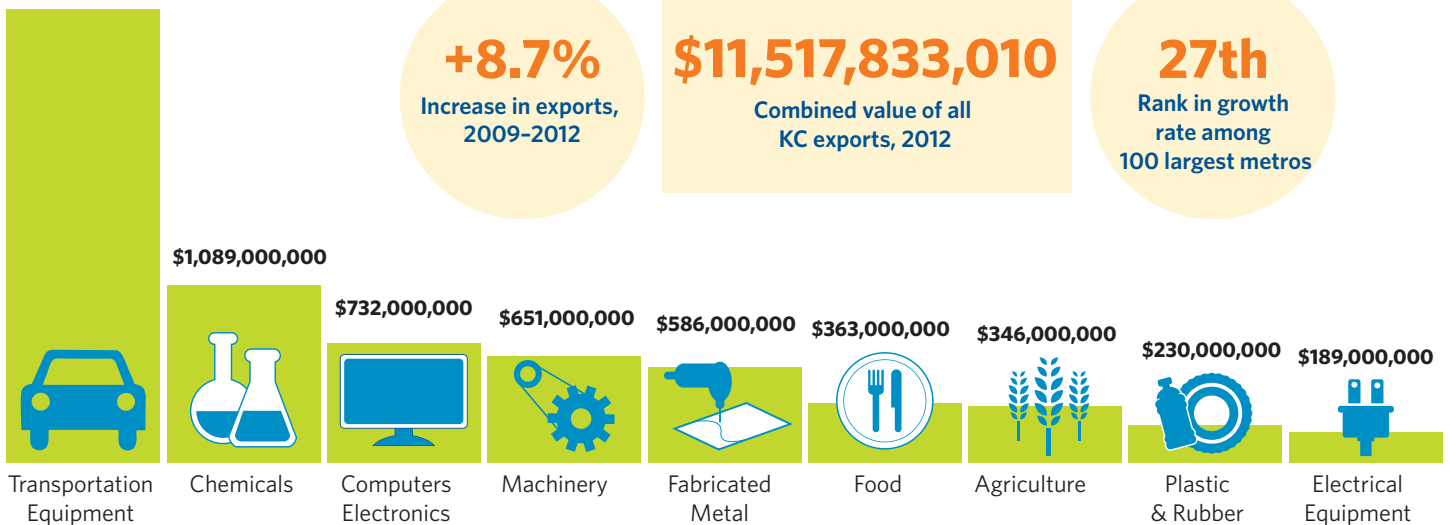


	Finance	Computer	Communi-cations	Arch. & Eng.	Adv. & Media	Life Sciences	Back Office	Logistics	Heavy Mfg.
2013 Jobs	60,736	26,527	17,831	17,134	8,949	22,359	17,674	36,974	18,662
2023 Jobs	66,083	31,727	14,998	21,471	8,123	25,853	21,511	41,499	21,221
% Change	+8.8%	+19.6%	-21.5%	+25.3%	-9.2%	+15.6%	+21.7%	+12.2%	+13.7%

TOP EXPORTS 2012

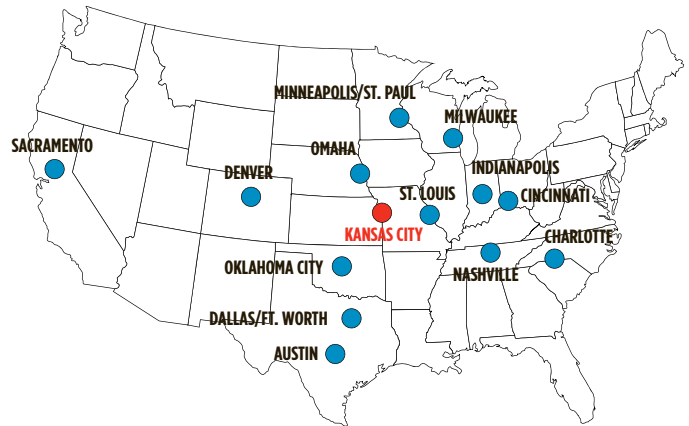
Total MSA exports to countries outside U.S. (Source: Brookings Export Nation)

\$2,776,000,000



Comparing to our Peer Metros

We often compare Kansas City's economic performance to a set of "peer metros" — metropolitan areas across the U.S. with similar populations and economic characteristics. In the tables below, you can see how the Kansas City metro stacks up against these peers in the eight industries where we have a higher-than-average location quotient.



METRO LOCATION QUOTIENTS BY INDUSTRY, 2012

FINANCE	
METRO	LQ
Charlotte	1.69
Omaha	1.54
KANSAS CITY	1.48
Minneapolis/St. Paul	1.47
Dallas/Ft. Worth	1.44
Milwaukee	1.30
St. Louis	1.23
Denver	1.18
Indianapolis	1.16
Cincinnati	1.16
Nashville	1.06
Austin	1.00
Sacramento	0.99
Oklahoma City	0.96

COMPUTER	
METRO	LQ
Austin	1.91
Denver	1.74
KANSAS CITY	1.54
Omaha	1.52
Dallas/Ft. Worth	1.48
Minneapolis/St. Paul	1.28
Charlotte	1.10
Milwaukee	1.07
Indianapolis	1.05
St. Louis	0.98
Nashville	0.79
Sacramento	0.77
Cincinnati	0.76
Oklahoma City	0.54

COMMUNICATIONS	
METRO	LQ
KANSAS CITY	2.97
Denver	2.32
Dallas/Ft. Worth	2.23
St. Louis	1.49
Austin	1.47
Charlotte	1.12
Oklahoma	1.00
Indianapolis	0.94
Minneapolis	0.89
Milwaukee	0.83
Nashville	0.80
Cincinnati	0.74
Sacramento	0.52
Omaha	0.32

ARCHITECTURE/ENGINEERING	
METRO	LQ
Denver	2.08
Austin	1.74
KANSAS CITY	1.42
Cincinnati	1.12
Sacramento	1.05
Dallas/Ft. Worth	1.04
Minneapolis/St. Paul	0.92
Omaha	0.92
Charlotte	0.89
Indianapolis	0.89
St. Louis	0.84
Oklahoma City	0.82
Nashville	0.80
Milwaukee	0.80

LIFE SCIENCES	
METRO	LQ
Charlotte	1.37
Denver	1.31
Austin	1.27
Minneapolis/St. Paul	1.19
Sacramento	1.18
Dallas/Ft. Worth	1.13
Omaha	1.07
KANSAS CITY	1.05
Indianapolis	0.98
St. Louis	0.93
Nashville	0.88
Milwaukee	0.85
Oklahoma City	0.73
Cincinnati	0.73

BACK OFFICE	
METRO	LQ
KANSAS CITY	1.79
Dallas/Ft. Worth	1.76
Denver	1.65
Omaha	1.64
Charlotte	1.63
Austin	1.60
Nashville	1.31
Oklahoma City	1.27
St. Louis	1.08
Cincinnati	1.02
Sacramento	0.87
Milwaukee	0.75
Minneapolis/St. Paul	0.75
Indianapolis	0.69

LOGISTICS	
METRO	LQ
Omaha	2.11
Indianapolis	1.73
KANSAS CITY	2.61
Nashville	1.41
Cincinnati	1.33
Charlotte	1.26
Dallas/Ft. Worth	1.22
St. Louis	1.10
Milwaukee	1.01
Minneapolis/St. Paul	0.96
Oklahoma City	0.89
Denver	0.86
Sacramento	0.84
Austin	0.33

HEAVY MANUFACTURING	
METRO	LQ
Nashville	2.87
KANSAS CITY	2.85
Milwaukee	1.69
Minneapolis/St. Paul	1.15
Indianapolis	1.13
Oklahoma City	1.08
Cincinnati	1.07
St. Louis	0.95
Dallas/Ft. Worth	0.90
Charlotte	0.83
Denver	0.65
Omaha	0.62
Sacramento	0.35
Austin	0.33

Top Growing Occupations

\$55,900
Average Annual Earnings All Jobs

TOP 5

HIGH SCHOOL OR LESS, SOME TO NO COLLEGE

	Number of Jobs, 2013	Net Change by 2023	Annual Openings 2013-2023	Median Hourly Wage
Personal Care Aides	8,865	+4,022	494	\$10.20
Home Health Aides	4,203	+2,744	350	\$10.93
Office Clerks, General	22,440	+2,693	712	\$14.25
Customer Service Representatives	22,606	+2,551	948	\$15.89
Retail Salespersons	29,024	+2,496	1,225	\$9.97

TOP 5

ASSOCIATE DEGREE OR CERTIFICATION

Registered Nurses	20,616	+4,106	830	\$29.54
Nursing Assistants	10,947	+1,854	351	\$11.89
Licensed Practical & Licensed Vocational Nurses	4,564	+894	227	\$19.55
Computer User Support Specialists	5,810	+603	223	\$23.14
Heating, A/C, & Refrigeration Mechanics & Installers	1,973	+593	102	\$22.95

TOP 5

BACHELOR'S DEGREE

Accountants and Auditors	12,228	+1,522	434	\$27.43
Elementary School Teachers, Except Special Education	9,875	+1,234	361	\$22.77
Software Developers, Applications	6,006	+1,119	181	\$38.99
Market Research Analysts & Marketing Specialists	3,229	+909	190	\$28.59
Software Developers, Systems Software	2,582	+790	110	\$43.16

TOP 5

GRADUATE DEGREE AND HIGHER

Postsecondary Teachers	6,562	+1,148	231	\$24.37
Lawyers	6,367	+531	182	\$49.15
Physical Therapists	1,451	+400	60	\$33.40
Physicians and Surgeons, All Other	2,895	+346	99	\$104.50
Pharmacists	2,365	+271	92	\$56.57

Unemployment vs. Job Openings

THE MISMATCH

Unfortunately, the skill sets and experience of unemployed people who are looking for work don't always match up neatly with what employers need. In some industries, there is a dramatic difference between the number of unemployed and the jobs available.



CONSTRUCTION
10,612 Unemployed
97 Job Openings



OFFICE/ADMIN
8,831 Unemployed
1,660 Job Openings



TRANSPORTATION
7,588 Unemployed
607 Job Openings

MORE WORKERS THAN JOBS



HEALTH CARE
1,250 Unemployed
1,298 Job Openings



COMPUTER/MATH
531 Unemployed
1,963 Job Openings

MORE JOBS THAN WORKERS

March 2013 Data. Note: Not all job openings are reflected in online want ads.

What Employers Want

TOP 10

JOB SKILLS IN DEMAND

- 1 Oral & Written Communication Skills
- 2 Microsoft Office
- 3 Attention to Detail
- 4 Customer Service
- 5 Problem Solving
- 6 Self-Motivation
- 7 Organization
- 8 Project Management
- 9 Sales Experience
- 10 Ability to Work Independently

TOP 10

CERTIFICATIONS IN DEMAND

- 1 Commercial Driver's License
- 2 Registered Nurse
- 3 Cardiopulmonary Resuscitation
- 4 Occupational Safety & Health Administration
- 5 Advanced Cardiac Life Support
- 6 Licensed Practical Nurse
- 7 Certified Public Accountant
- 8 Physical Therapist
- 9 Project Management Professional
- 10 Tanker and Hazmat Endorsement

TOP 10

OCCUPATIONS IN DEMAND

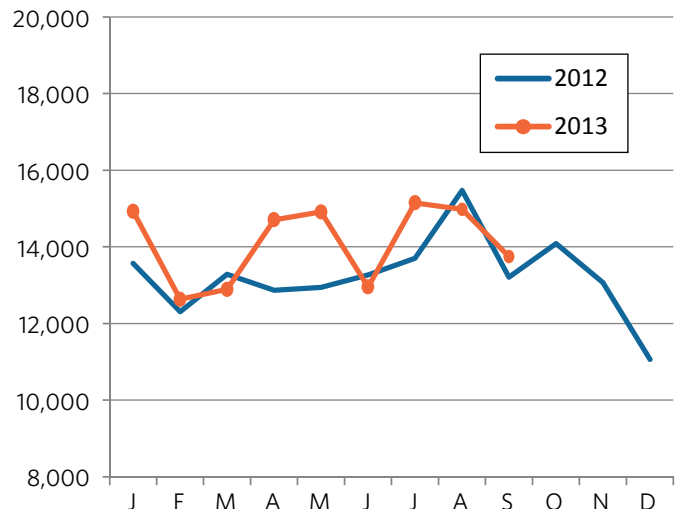
- 1 Registered Nurses
- 2 Retail Sales
- 3 First-Line Supervisors, Retail Sales
- 4 Customer Service Representatives
- 5 Computer Occupations
- 6 First-Line Supervisors, Office & Administrative
- 7 Computer Systems Analysts
- 8 Heavy and Tractor-Trailer Truck Drivers
- 9 Computer User Support Specialists
- 10 Network & Computer Systems Administrators

WHO'S HIRING NOW?

TOP 20

HCA Midwest Health System
 St. Luke's Health System
 Sprint Corporation
 Black & Veatch Corporation
 IBM
 NorthCare Hospice & Palliative Care
 University of Kansas
 Truman Medical Center
 Cerner Corporation
 UMB Financial Corporation
 Deloitte
 DST Systems
 Kiewit Corporation
 John Knox Village
 ALPS Mutual Funds Services, Inc.
 Department of Veterans Affairs
 UnitedHealth Group
 U.S. Bancorp
 Shawnee Mission Medical Center
 Penn National Gaming

JOB POSTINGS BY MONTH

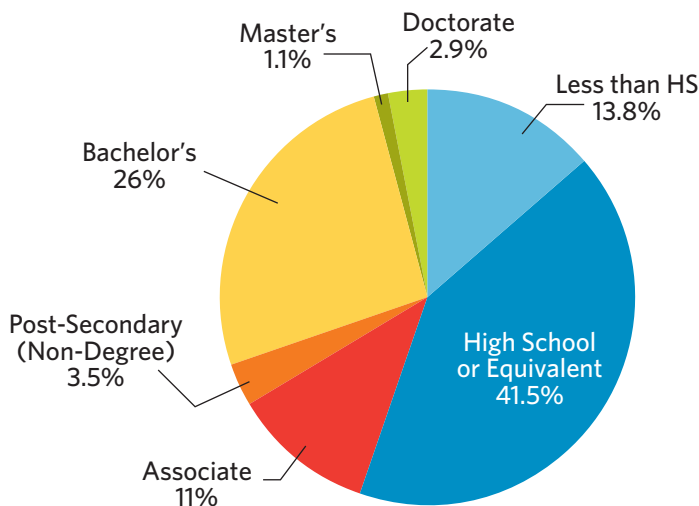


Employment by Education

PROJECTED GROWTH

Educational Requirement	Number of Jobs, 2013	Net Change by 2023	Job Openings 2013-2023	Annual Openings	Median Hourly Wage
Professional Degree (e.g., doctor or lawyer)	19,427	+2,365	6,839	685	\$63.85
Doctoral Degree (Ph.D.)	8,704	+1,558	3,232	325	\$36.56
Masters Degree	16,925	+2,317	6,593	659	\$31.97
Bachelor's or higher degree, plus work experience	44,090	+2,813	13,151	1,318	\$40.86
Bachelor's Degree	145,532	+19,002	54,235	5,426	\$30.49
Associate's degree	52,545	+8,496	20,482	2,052	\$29.59
Postsecondary non-degree award	60,004	+5,898	21,112	2,115	\$20.21
Work experience in a related occupation	72,446	+3,532	22,287	2,228	\$22.99
Long-term on-the-job training	50,004	+4,816	18,817	1,881	\$22.82
Moderate-term on-the-job training	166,146	+13,286	56,401	5,634	\$18.21
Short-term on-the-job training	427,369	+38,179	169,392	16,943	\$14.23
Totals	1,063,192	+102,262	392,541	39,266	\$30.16

JOB POSTINGS BY EDUCATION



JOB CHURN

Job opening totals include both new positions and positions that become available when an employee leaves. Job churn describes the rate at which jobs become available within a particular industry. Jobs with high levels of churn (such as food service and hospitality) can have a high number of annual openings without adding net new jobs. A field with low job churn (typically higher-level jobs, such as doctors or engineers) will not have as many openings because fewer people leave these jobs. Growth here is more dependent on the industry adding net new jobs. During the recession, and continuing into the recovery, job churn has been lower than normal. Many people stayed in their jobs, even in traditionally higher churn fields, because other job opportunities were limited.

Unless otherwise noted, the data in this report comes from EMSI and WANTED analytics, with support from the Regional Workforce Intelligence Network (RWIN) and its members.

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