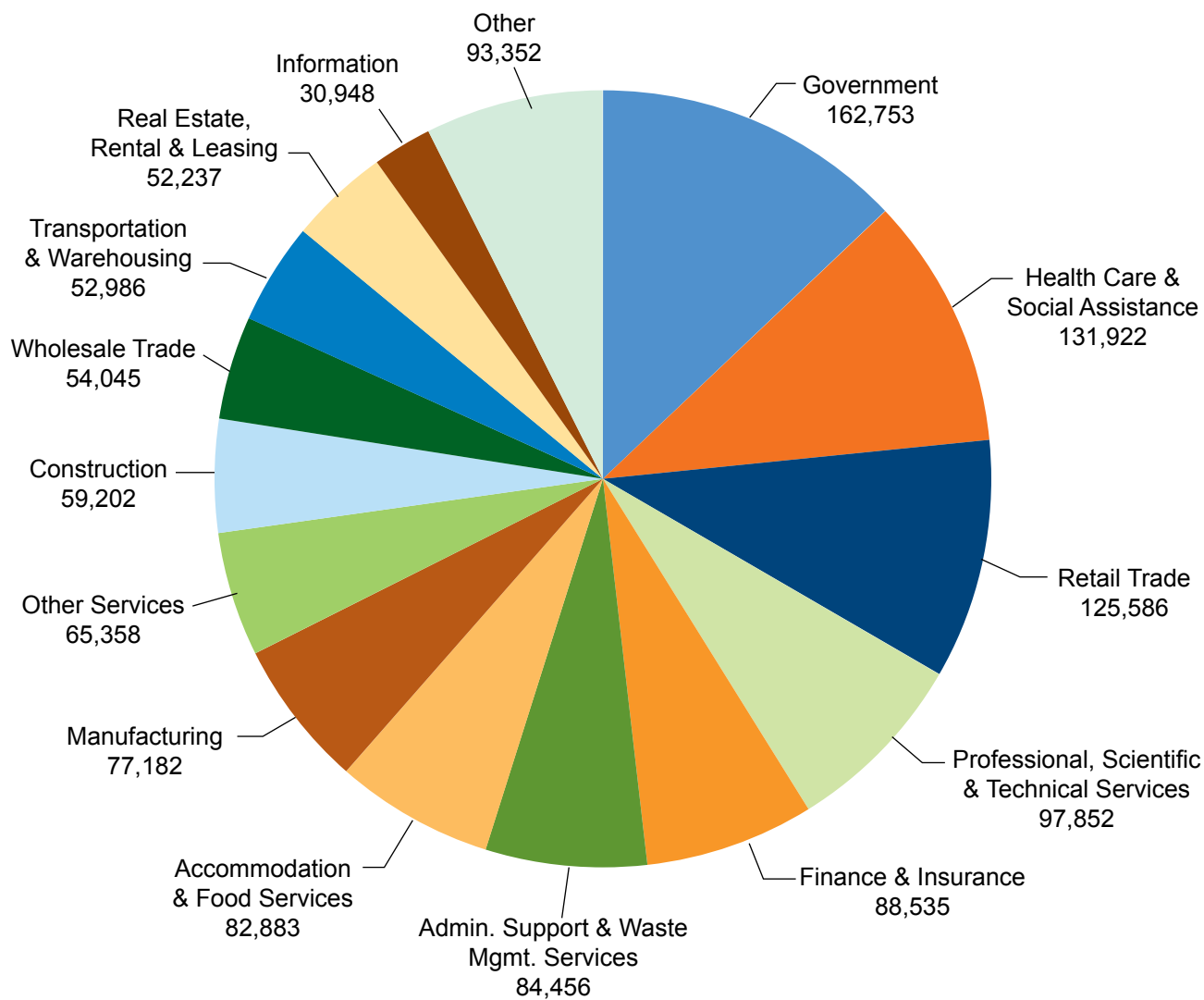


Industry Report: Kansas City Workforce

Think of the Detroit economy, and you think about cars; think about Houston, and you think oil and energy; in Los Angeles, it's the entertainment industry. But when we think of the Kansas City economy, no one industry comes to mind. That is because we have such a diverse mix of industries, with no single one dominating.

In some ways, this might be one of Kansas City's greatest strengths. Our workforce has always been adaptable, and our diversity helps us weather economic ups and downs. From the 19th century, when our transportation routes supplied westward expansion, to the 20th century, when we built a strong manufacturing base, and as we move into a more knowledge-based economy in the 21st century, the adaptability of Kansas City's workforce keeps the economy running strong.

2012 KC Employment by Industry

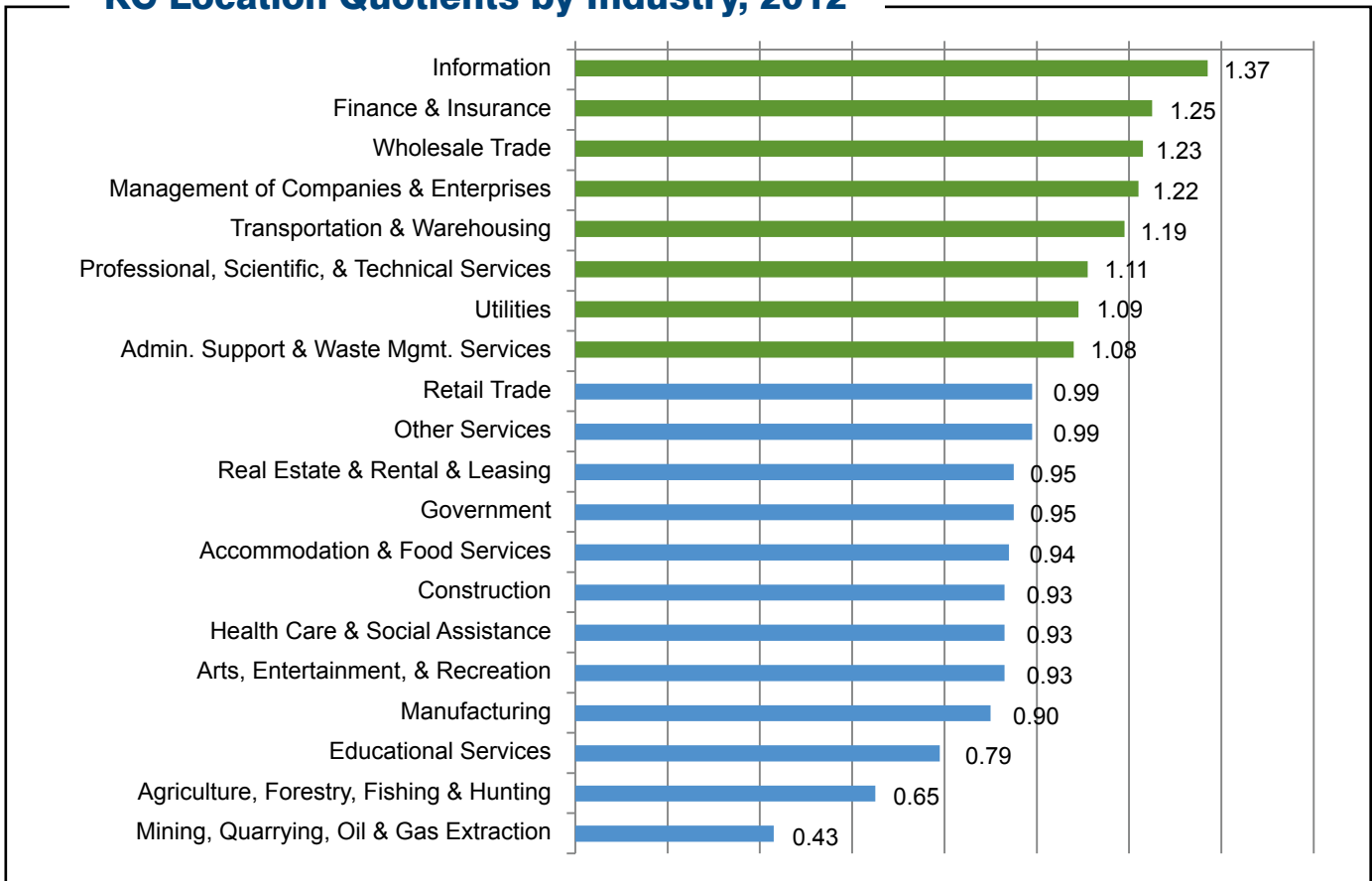


Source: Economic Modeling Specialists, Inc. (EMSI)

Even though no one industry dominates Kansas City's workforce, we do have some industries in which we specialize. The location quotient measures the level of specialization a region has in a given industry relative to the nation, with any location quotient greater than one indicating a greater specialization in that industry.

Kansas City has the highest location quotient in the information industry, which includes telecommunications. We're also strong in the finance, wholesale trade, management and transportation industries.

KC Location Quotients by Industry, 2012

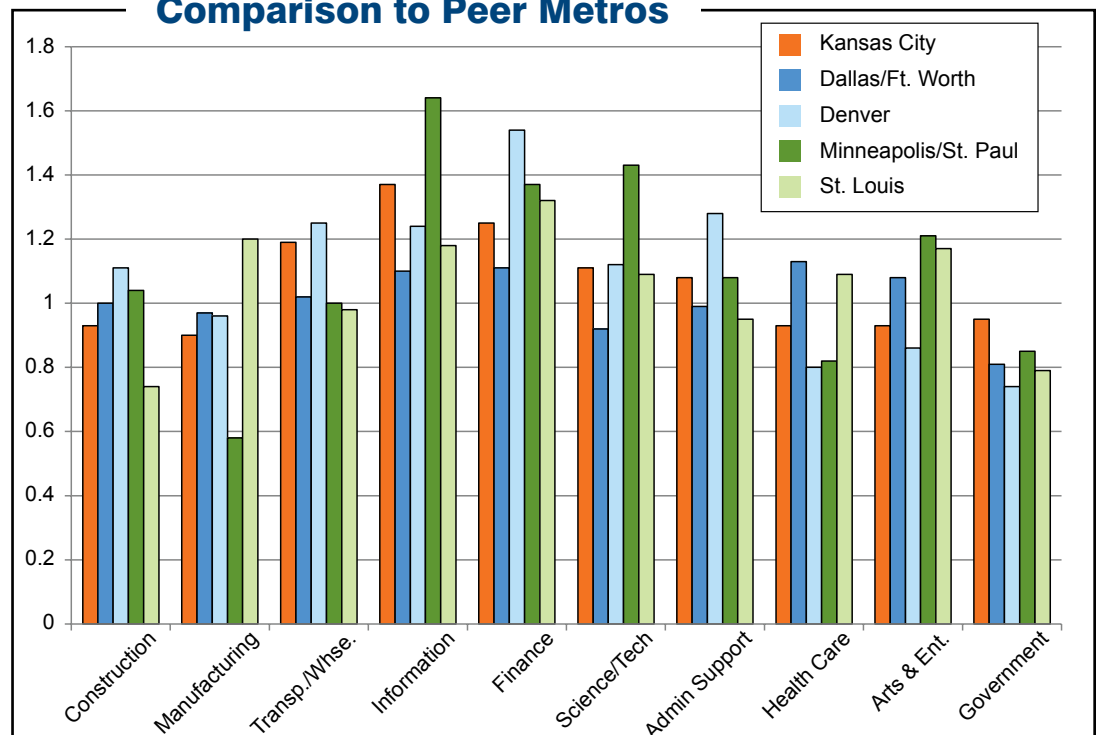


Source: EMSI (both charts)

Kansas City has a higher location quotient than its peer metros in government, and stacks up well in information, finance and transportation.

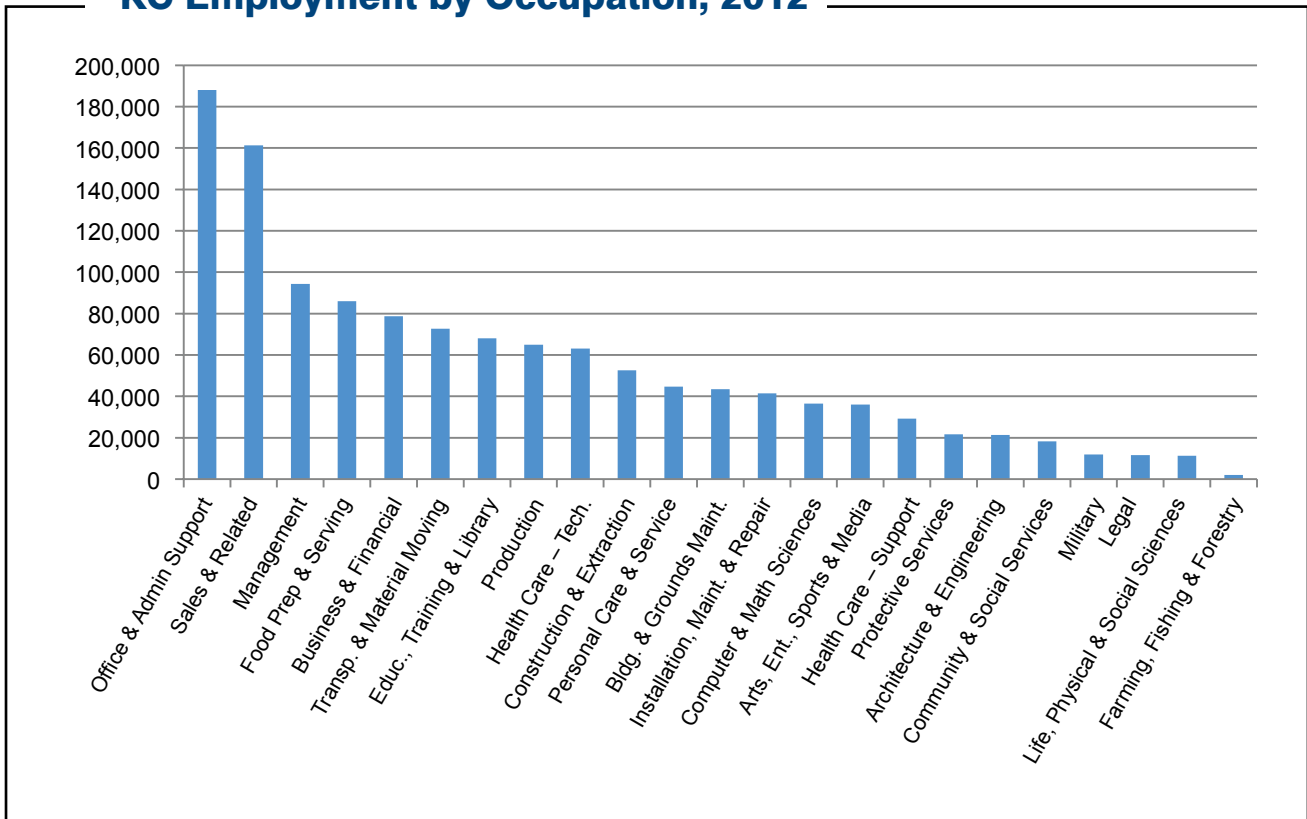
Look at some of the companies headquartered in Kansas City — such as Sprint, American Century, H&R Block and YRC Worldwide — and this comes as no surprise.

Comparison to Peer Metros



While the mix of industries in a region can tell us a great deal about its economy, it doesn't tell us what workers actually do on a daily basis. This chart breaks down the Kansas City region's 1.25 million jobs into broad occupation categories.

KC Employment by Occupation, 2012



Source: EMSI

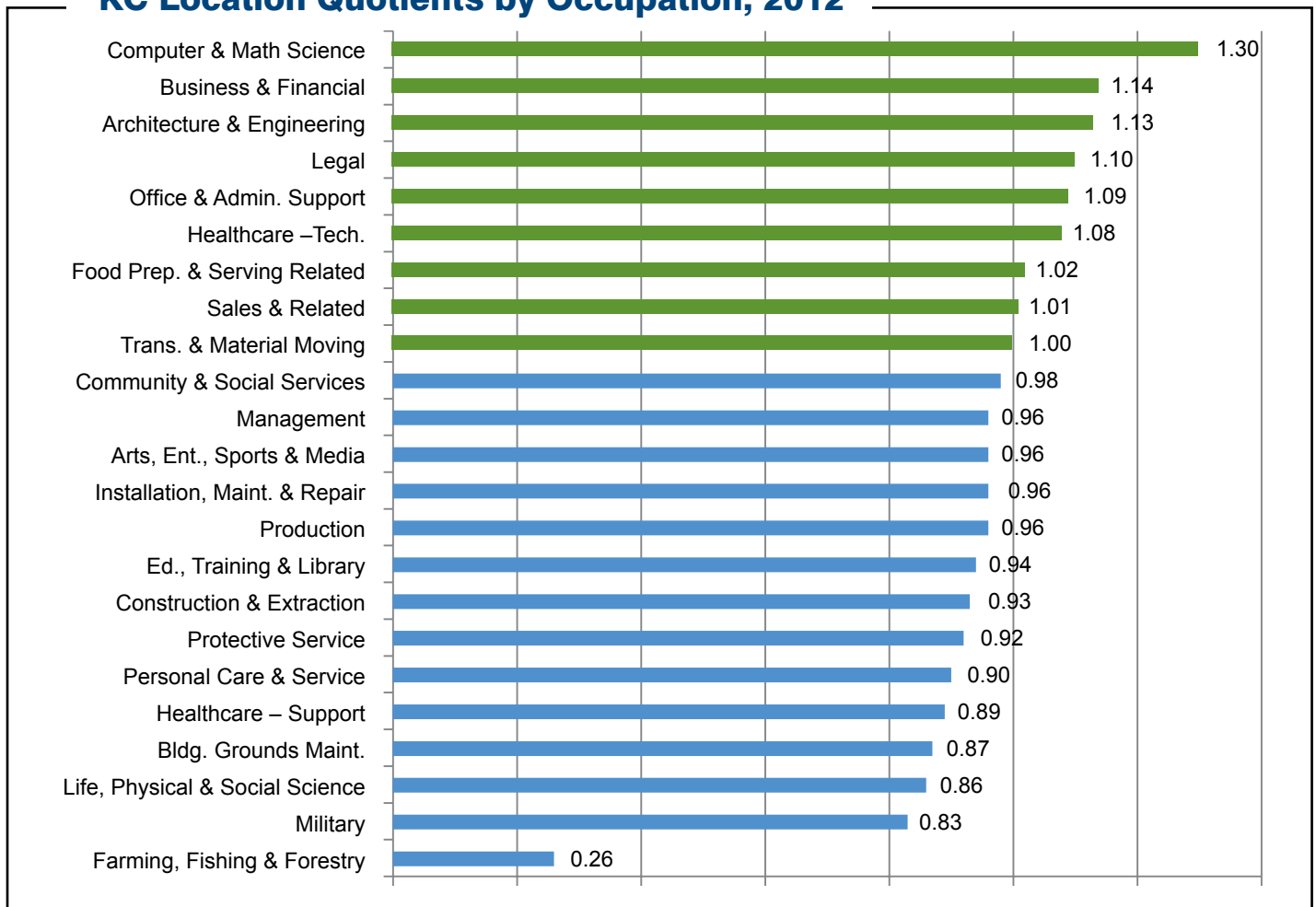
What jobs are growing the fastest? This table shows the top 10 fastest-growing occupations in the Kansas City region in 2012. For more on growth jobs, see our "Top 30 Fastest Growing Jobs 2011-2012" and projected "Top 30 Fastest Growing Jobs 2012-2017" reports at kcworkforce.com.

Occupation	2011 Jobs	2012 Jobs	Net Job Growth*	Job Openings*	2011 Median Hourly Wage
1. Financial specialists	37,554	38,771	1,217	1,874	\$20.08
2. Health diagnosing and treating practitioners	38,360	39,343	983	1,698	\$39.16
3. Sales representatives, services	23,956	24,707	751	1,456	\$20.09
4. Business operations specialists	39,236	39,969	733	1,623	\$25.82
5. Computer specialists	34,502	35,217	715	1,349	\$30.71
6. Other management occupations	54,608	55,266	658	1,918	\$17.36
7. Food and beverage serving workers	46,739	47,380	641	2,463	\$8.40
8. Nursing, psychiatric and home health aides	17,529	18,145	616	806	\$11.20
9. Primary, secondary and special education teachers	36,571	37,173	602	1,487	\$24.48
10. Financial clerks	34,075	34,644	569	1,330	\$14.65

Source: EMSI

Again using the location quotient calculation, we can see which occupations the Kansas City area specializes in, relative to the nation. Kansas City has a higher level of specialization in computer, math and science; business and financial; and architecture and engineering occupations

KC Location Quotients by Occupation, 2012



Source: EMSI

Top KC Area Employers	Number of Employees
HCA Midwest Health Systems	8,127
Sprint	7,300
St. Luke's Health System	6,622
Cerner	4,980
Children's Mercy Hospital	4,812
Truman Medical Centers	4,081
AT&T	3,710
General Motors	3,706
Hallmark Cards	3,700
Ford	3,600
Black and Veatch	3,200
Farmers Insurance	3,000
Kansas City Southern	2,950
Garmin International	2,700
UPS	2,650

Source: Kansas City Business Journal

Regional Workforce Intelligence Network

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