



Preparing for a Healthy Recovery

An economic and demographic summary for Johnson County, Kansas

Introduction

The Institute for Policy & Social Research (IPSR) at the University of Kansas prepared this report to assist Johnson County with their effort to allocate nearly \$35 million in Coronavirus Relief Funds (CRF) dollars.¹ Economic and demographic analysis helps to understand the impact of the public health disaster on the region's economy and those affected, particularly vulnerable populations. This report provides data on population trends and characteristics, housing, workforce, and broadband as well as the impacts of COVID-19 on employment, families, businesses, and jobs. The following data will help identify the weaknesses and resiliencies in the Johnson County economy and help the community prepare for a healthy recovery.

Population Trends

Johnson County is the largest county in Kansas. The county has experienced strong population growth starting in the 1950s (Figure 1). Since 1930, Johnson County's growth has exceeded 1% per year. The 2019 population is estimated to be 602,401, a 10.7% increase since 2010 (U.S. Census). Current projections show continued growth over the next two decades with a quarter of the state's population expected to live in Johnson County by 2039.

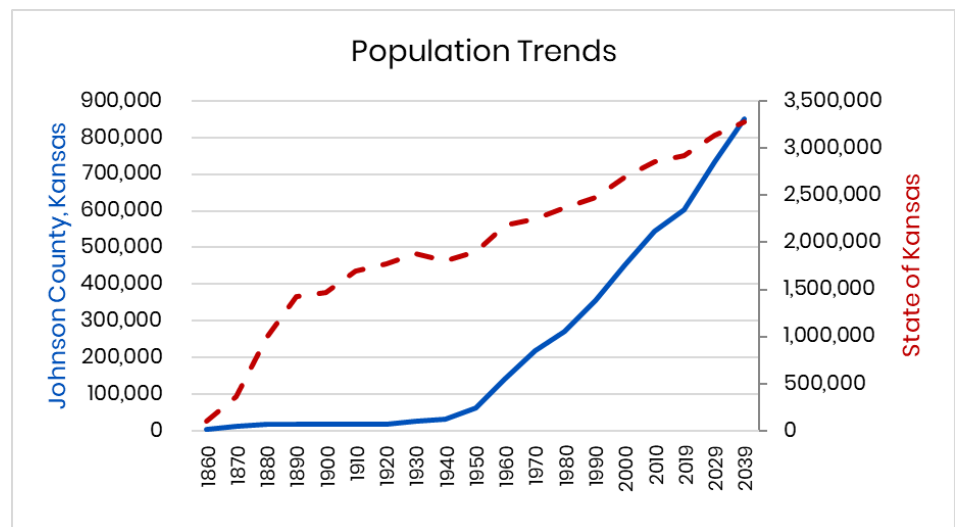


Figure 1. Population in Johnson County and State of Kansas, 1860-2039 (U.S. Census Bureau & Wichita State University).

¹ Johnson County received a total of \$116,311,033 direct allocation from CFR.

Table 1 shows the population for the cities in Johnson County from 1990 to 2019. The county has grown by almost 70% in the last 20 years. In general, population growth has been greatest in the cities in the southern part of the county while the cities closer to Kansas City, Missouri (Fairway, Merriam, Prairie Village, Roeland Park, and Westwood) have experienced declines.

| City | 1990 | 2000 | 2010 | 2019 | % Change 1990–2019 |
|---------------------------|---------|---------|---------|---------|-----------------------|
| Countryside ¹ | 312 | 295 | – | – | – |
| De Soto | 2,291 | 4,561 | 5,720 | 6,512 | 184.2 |
| Edgerton | 1,244 | 1,440 | 1,671 | 1,784 | 43.4 |
| Fairway | 4,173 | 3,952 | 3,882 | 3,960 | –5.1 |
| Gardner | 4,277 | 9,396 | 19,123 | 22,031 | 415.1 |
| Lake Quivira ² | 983 | 932 | 906 | 933 | –5.1 |
| Leawood | 19,693 | 27,656 | 31,867 | 34,727 | 76.3 |
| Lenexa | 34,110 | 40,238 | 48,190 | 55,625 | 63.1 |
| Merriam | 11,819 | 11,008 | 11,003 | 11,081 | –6.2 |
| Mission | 9,504 | 9,727 | 9,323 | 9,911 | 4.3 |
| Mission Hills | 3,446 | 3,593 | 3,498 | 3,547 | 2.9 |
| Mission Woods | 182 | 165 | 178 | 193 | 6.0 |
| Olathe | 63,402 | 92,962 | 125,872 | 140,545 | 121.7 |
| Overland Park | 111,790 | 149,080 | 173,372 | 195,494 | 74.9 |
| Prairie Village | 23,186 | 22,072 | 21,447 | 22,295 | –3.8 |
| Roeland Park | 7,706 | 6,817 | 6,731 | 6,688 | –13.2 |
| Shawnee | 37,962 | 47,996 | 62,209 | 65,807 | 73.3 |
| Spring Hill ³ | 2,191 | 2,727 | 5,437 | 7,326 | 234.4 |
| Westwood | 1,772 | 1,533 | 1,506 | 1,641 | –7.4 |
| Westwood Hills | 383 | 378 | 359 | 391 | 2.1 |
| Johnson County | 355,021 | 451,479 | 544,179 | 602,401 | 69.7 |

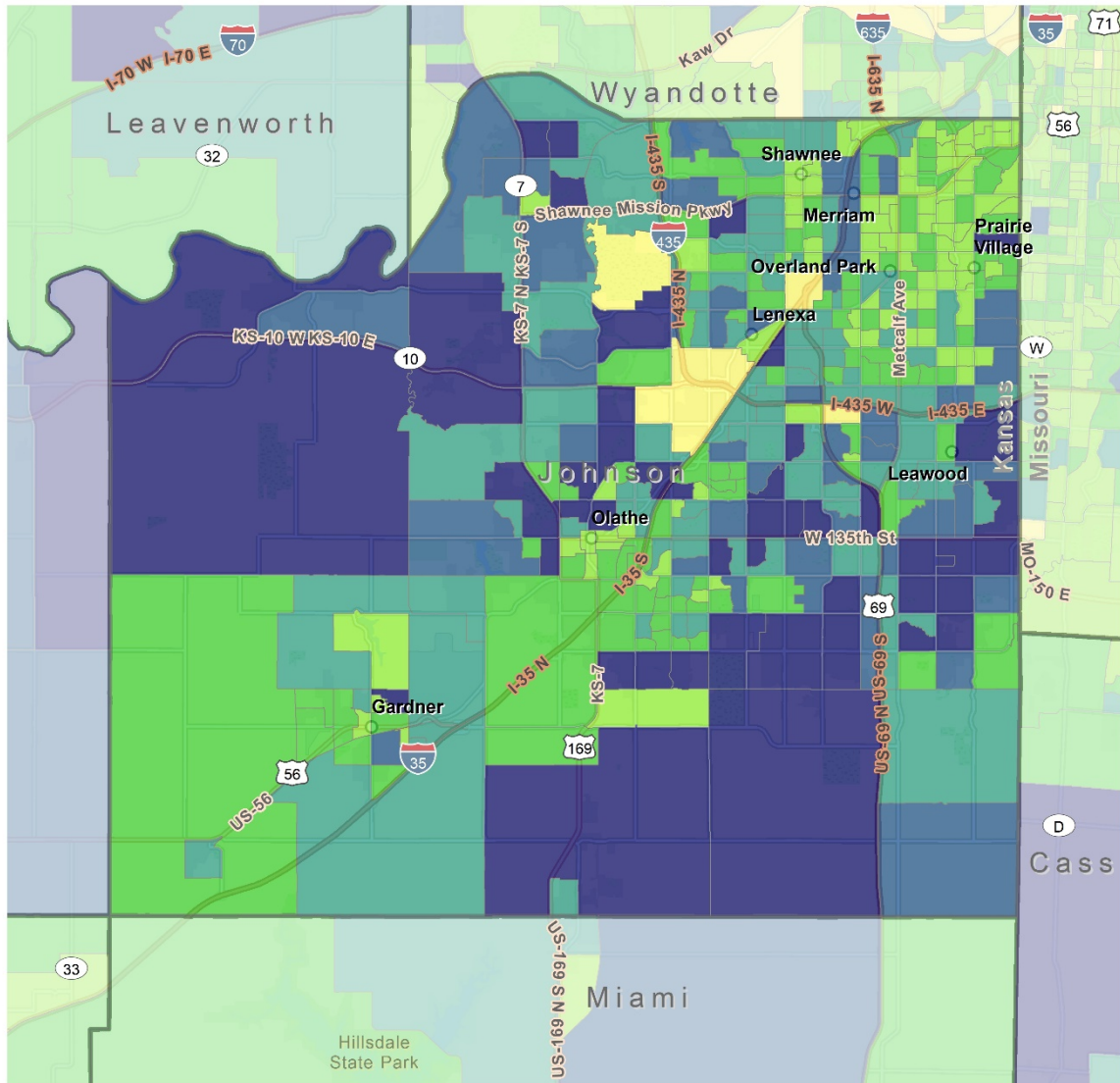
¹ The city of Countryside consolidated with Mission in 2002.

² The city of Lake Quivira is located in both Johnson and Wyandotte counties.

³ The city of Spring Hill is located in both Johnson and Miami counties.

Table 1. Population in Johnson County (U.S. Census Bureau, 2014–18 ACS).

Figure 2 illustrates population in Johnson County by Census block group and shows that the county's population is evenly spread out across the county.



Population by Block Group (2018)



Figure 2. Population by block group in Johnson County, 2018 (ESRI).

Characteristics of the Population

Race and Ethnicity

"White alone, not Hispanic" make up about 80% of the county's population (Table 2). Figure 3 shows that Johnson County's diversity relative to other counties in the KC metro² with Wyandotte County in Kansas and Jackson County in Missouri the most diverse. However, Johnson County's ethnic population is growing at a higher rate than the white population. Since 2000, the Census Bureau estimates the white population growth at 23% compared to 125% for Asian, 132% for Black or African American, 131% for two or more races, and 117% for Hispanic or Latino.

| Population by Race & Ethnicity | Number |
|--|---------|
| White | 505,128 |
| Black | 27,360 |
| American Indian and Alaskan Native | 1,517 |
| Asian | 28,749 |
| Native Hawaiian and Other Pacific Islander | 245 |
| Some Other Race | 5,541 |
| Two or More Races | 16,962 |
| Hispanic or Latino | 44,056 |
| White alone, not Hispanic | 469,810 |
| Percent Diversity | 19.76% |

Table 2. Population by race and ethnicity in Johnson County (U.S. Census Bureau, 2014-18 ACS).

² The Kansas City metro area as delineated by the Office of Management and Budget includes a 14-county area in Kansas and Missouri and is officially called the Kansas City, MO-KS MSA.

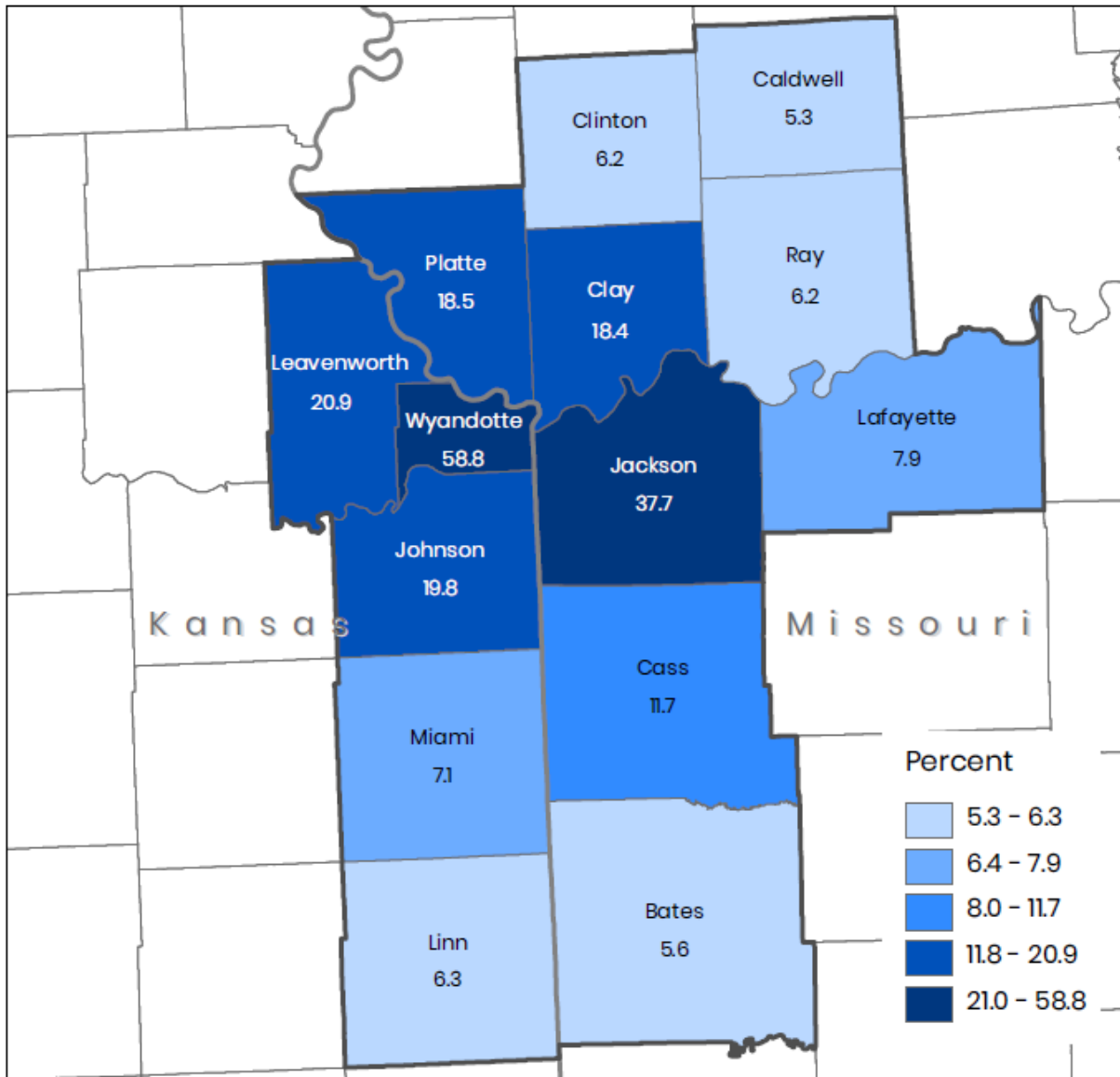


Figure 3. Percent of the population who are not white alone, not Hispanic (U.S. Census Bureau, 2014-18 ACS).

Figure 4 illustrates where language might be a barrier for the counties in the Kansas City metro area. A little over four percent of the population (over the age of 5) in Johnson County speak a language other than English and speak English less than “very well”.

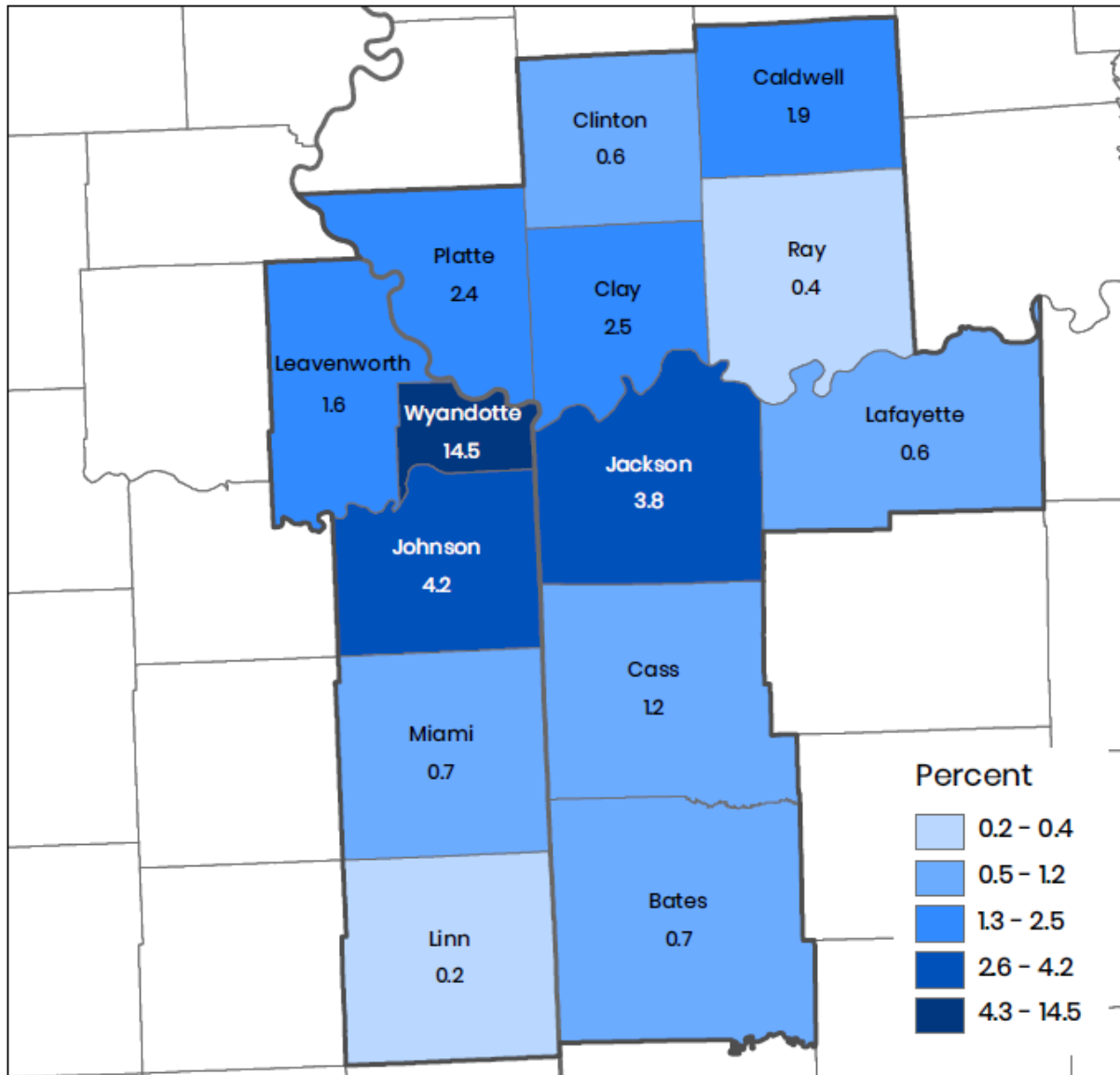


Figure 4. Percent of the population age 5 and over who speak a language other than English and speak English less than "very well" (U.S. Census Bureau, 2014-18 ACS).

Age and Gender

Figure 5 displays a breakdown of the population in Johnson County by age and gender. Johnson County is a mostly “middle-age” population with 40% of the population in the prime working age category (age 24-54). The county has forty-five children under age 20 and twenty-four people over age 64 for every 100 people age 20 to 64. Figure 6 shows the percent of population under 18 for the KC metro area and shows that almost 25% of the population in Johnson County is under 18. These are indicators for dependent care needs in the county and point to a high reliance on child care. Johnson County has 806 licensed child care facilities with a combined capacity of 26,874 children (Table 3). There are 38,056 children under the age of 5 in the county leaving 11,182 children without licensed child care.

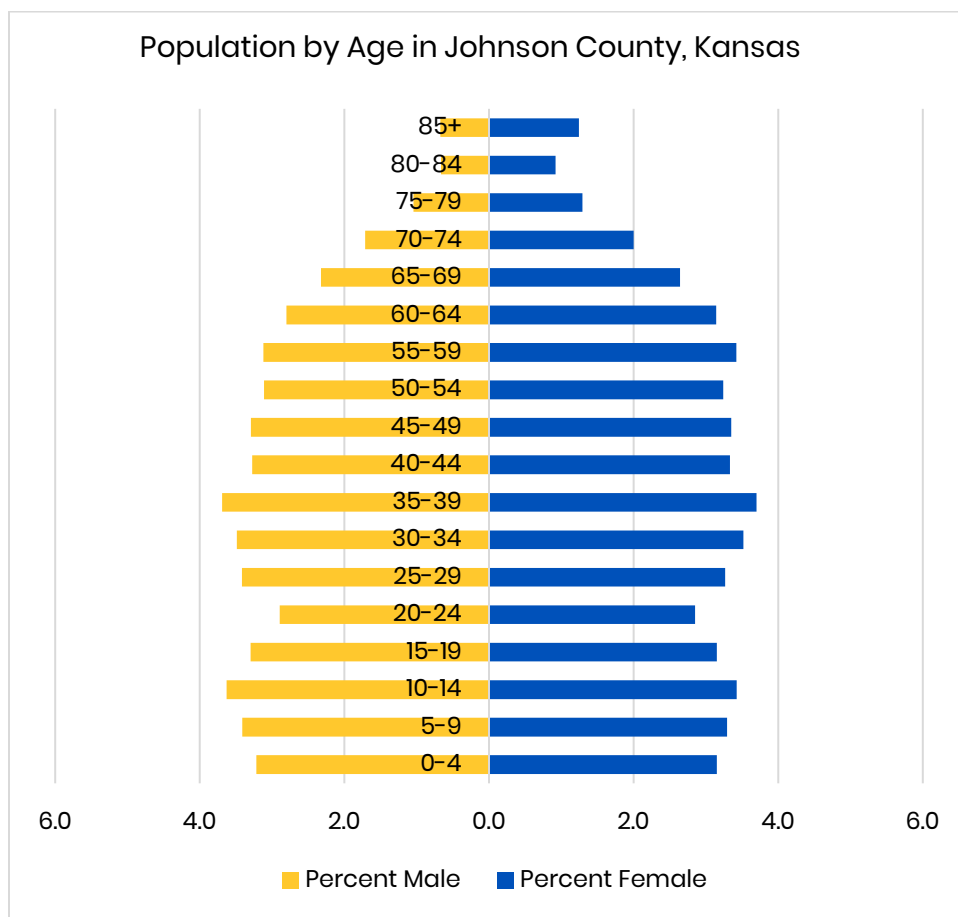


Figure 5. Population by age in Johnson County (U.S. Census Bureau, 2018 Population Estimates).

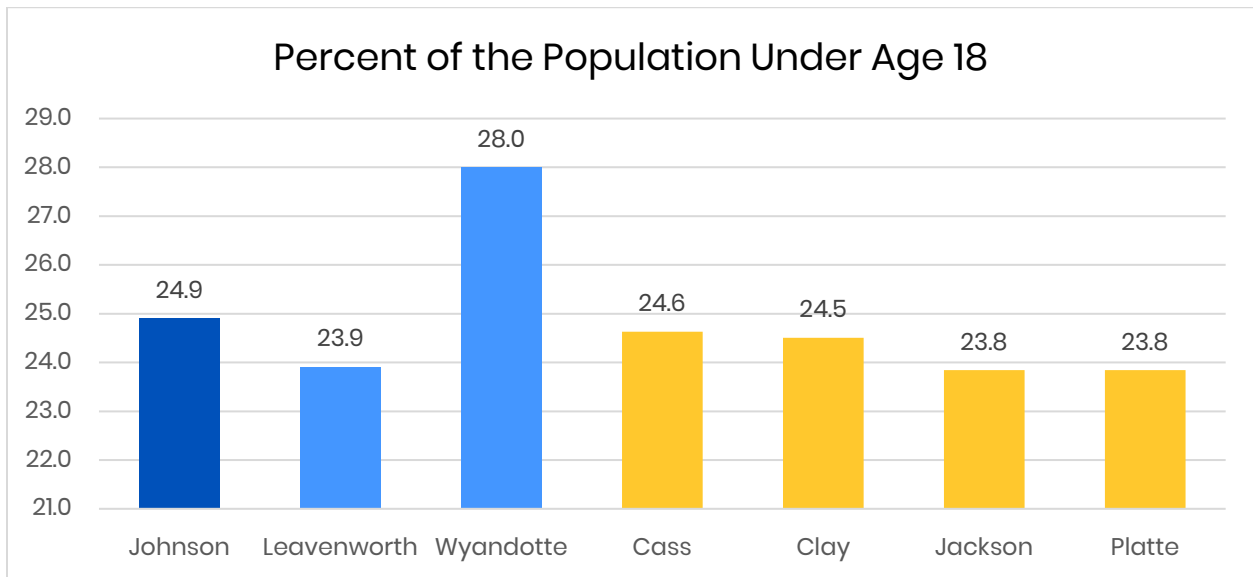


Figure 6. Percent of the population under age 18 (U.S. Census Bureau, 2014-18 ACS).

| Licensed Child Care Facilities and Capacity in Johnson County | | |
|--|-------------------|-----------------|
| Type of Facility | Facilities | Capacity |
| Child Care Center | 200 | 20,208 |
| Group Day Care Home | 179 | 2,148 |
| Head Start Child Care Center | 1 | 142 |
| Licensed Day Care Home | 420 | 4,200 |
| Preschool | 6 | 176 |
| Total | 806 | 26,874 |

Table 3. Licensed child care facilities and capacity in Johnson County (Kansas Department of Health & Environment, 2018).

Johnson County has 13.6% of its population over the age of 65, which is typical for the largest counties in the KC metro area (Figure 7). The Robert Woods Johnson Foundation estimates the life expectancy for Johnson County to be 82, making it the highest life expectancy for the major counties in the KC metro area (Figure 8). In 2018, the U.S. Census estimates the county had 34,865 people 75 and older, an indicator of potential adult care need in the county. The county has 38 nursing homes with a combined capacity for 3,416 people and 53 assisted living facilities with a combined capacity of 3,516 (Kansas Department for Aging and Disability Services).

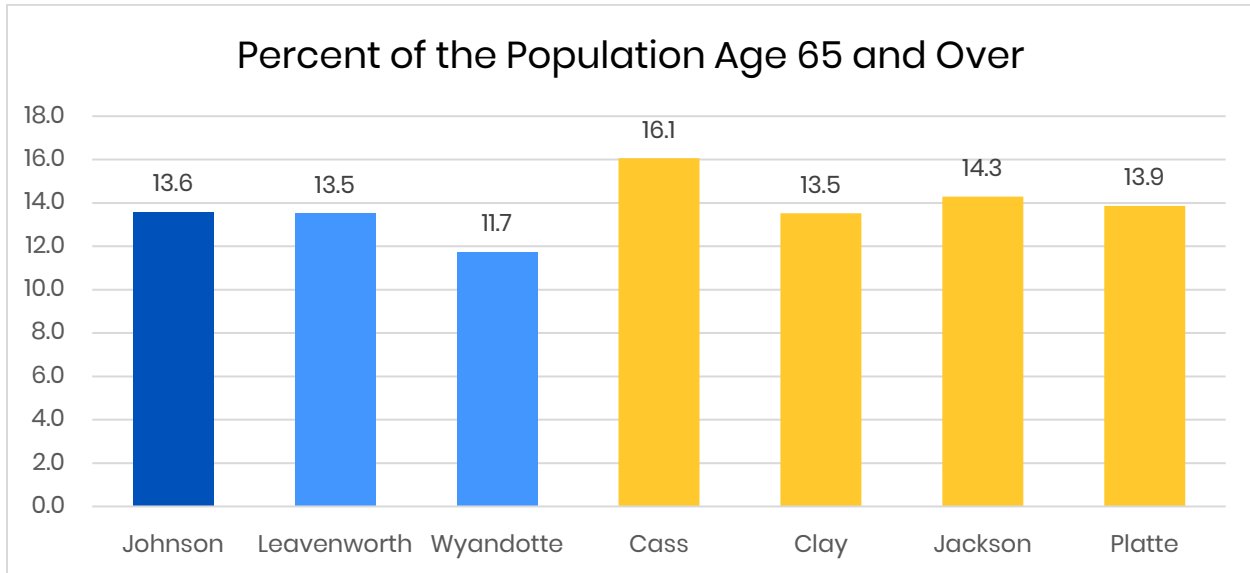


Figure 7. Percent of the population age 65 and over (U.S. Census Bureau, 2014-18 ACS).

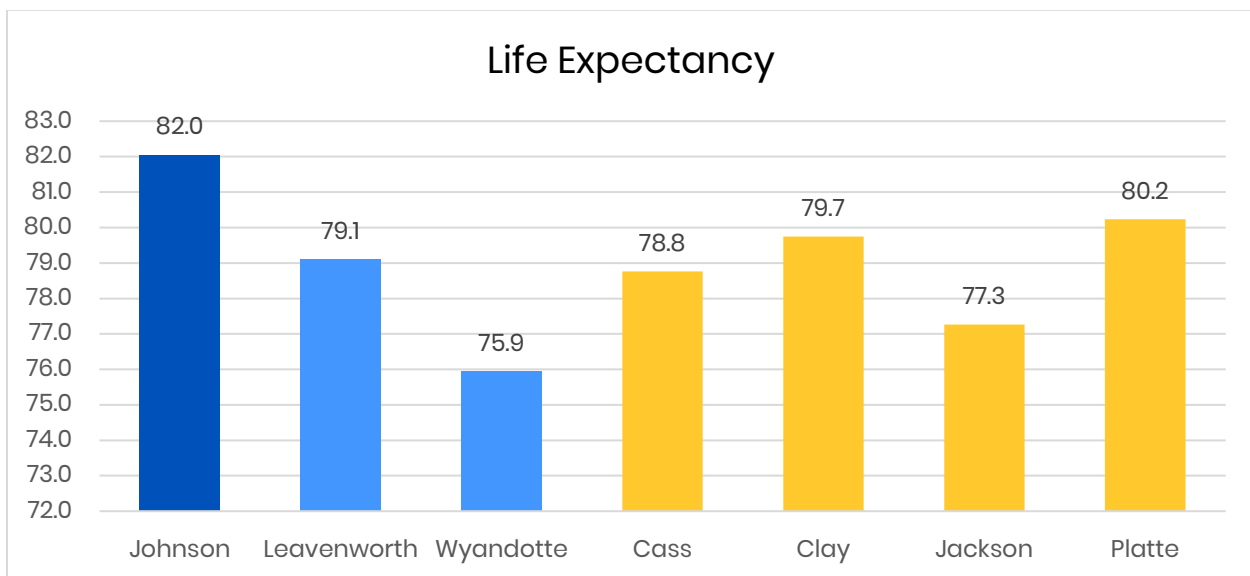


Figure 8. Life expectancy (Robert Wood Johnson Foundation, 2020 County Health Rankings).

Other Characteristics

As Table 4 details, there are 18,018 people with an independent living difficulty in Johnson County, which is another indicator of adult care needs.

| Disability by Type and Age | Under 18 | Age 18 - 64 | Age 65 and over | Total | Percent |
|---------------------------------------|---------------------|------------------------|----------------------------|---------------|----------------|
| People with a disability | 5,143 | 25,715 | 22,884 | 53,742 | 9.2 |
| With a hearing difficulty | 608 | 5,964 | 9,827 | 16,399 | 2.8 |
| With a vision difficulty | 641 | 3,988 | 3,713 | 8,342 | 1.4 |
| With a cognitive difficulty | 3,847 | 11,377 | 5,324 | 20,548 | 3.5 |
| With an ambulatory difficulty | 381 | 9,305 | 13,818 | 23,504 | 4.0 |
| With a self-care difficulty | 887 | 3,327 | 5,068 | 9,282 | 1.6 |
| With an independent living difficulty | - | 8,415 | 9,603 | 18,018 | 3.1 |

Table 4 Disability by type and age in Johnson County (U.S. Census Bureau, 2014-18 ACS).

Figure 9 displays the percent of a county's civilian population that are veterans for the KC metro area. Johnson County with 6.5% has the lowest percentage for the metro region.

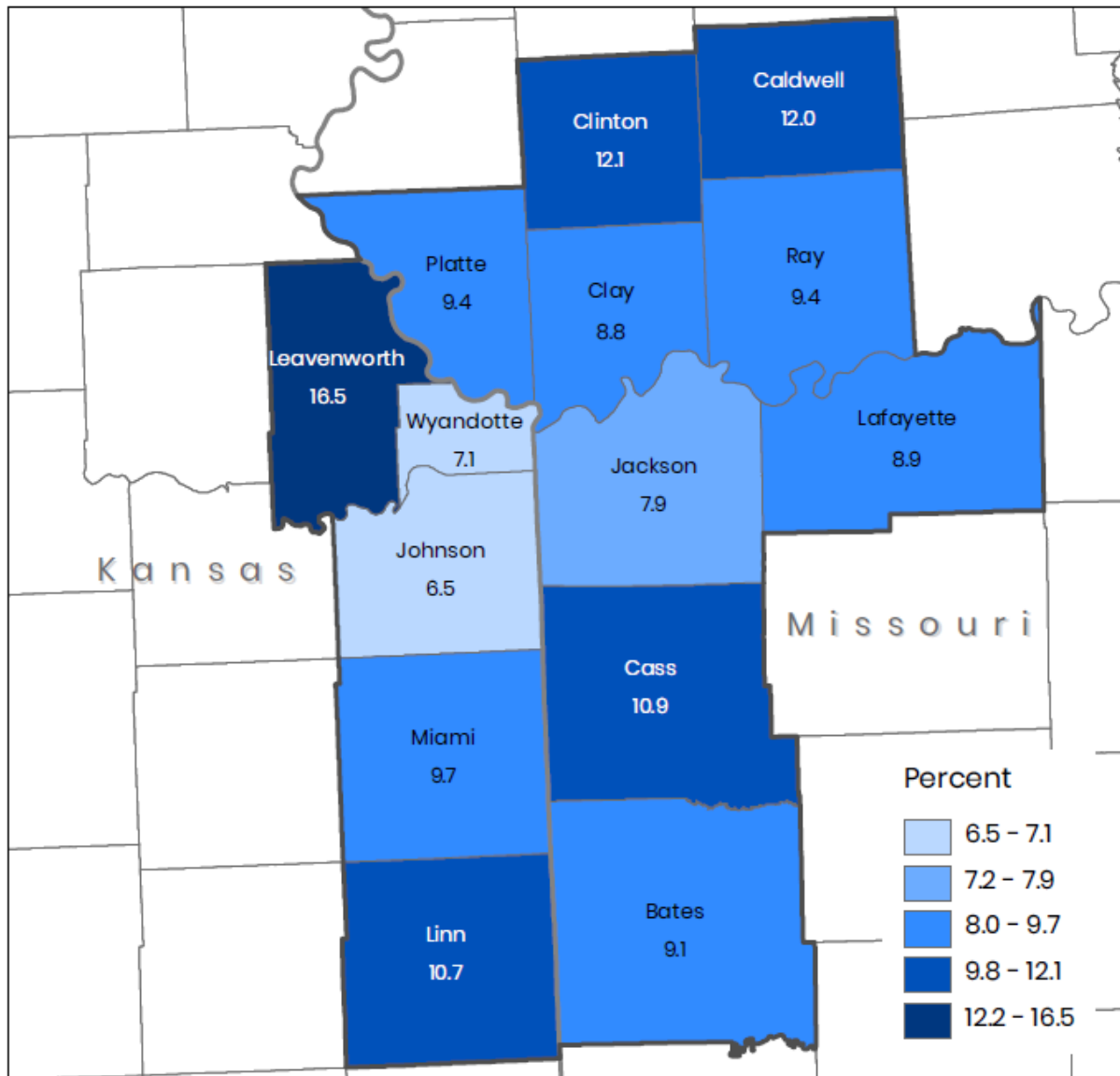


Figure 9. Percent of the civilian population who are veterans (U.S. Census Bureau, 2014-18 ACS).

Educational Attainment

Figure 10 compares educational attainment in Johnson County to all Kansas counties. It shows that most of the county's residents (95.9%) have a high school degree or higher. It also shows that 55.3% of the population have a bachelor's degree or higher. These are the highest percentages in Kansas. Figure 11 compares Johnson County to selected counties in the Kansas City MSA and to the MSA as a whole and shows Johnson County has the highest educational attainment in the metro area.

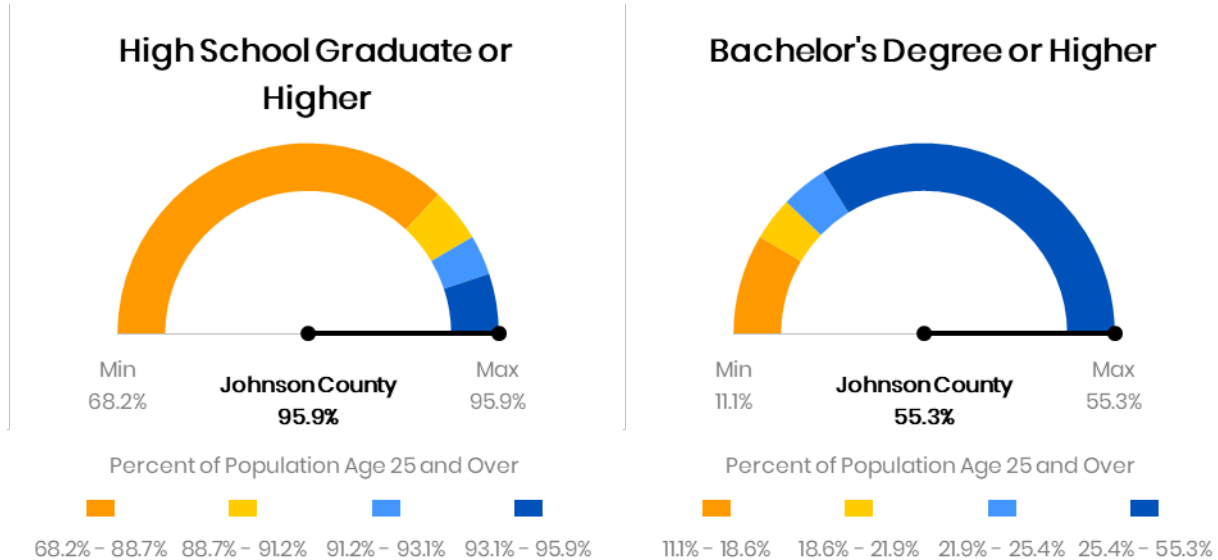


Figure 10. Educational attainment in Johnson County compared to all Kansas counties (Source: U.S. Census Bureau, 2014-18 ACS).

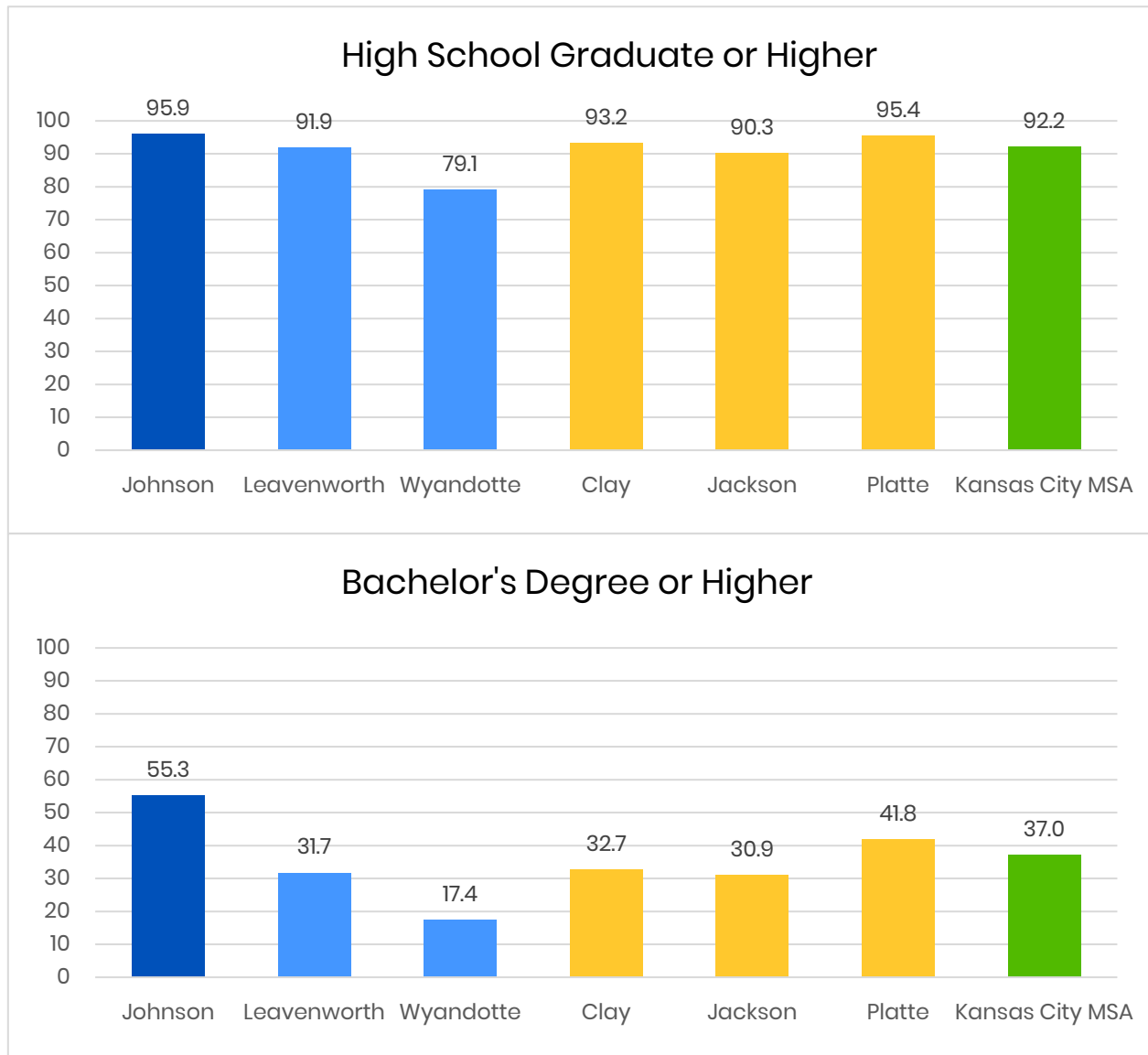


Figure 11. Educational attainment by county in the Kansas City MSA. (Source: U.S. Census Bureau, 2014-18 ACS).

Health Indicators

Based on data from the Robert Wood Johnson Foundation, Johnson County's adult population are the healthiest in the KC metro area, with the lowest percentage of the population that are smokers (Figure 12) and are obese (Figure 13). Johnson County's population experience the lowest number of poor mental health days (Figures 14 and 15). Its suicide rate is also the lowest for the region (Figure 16) as well as drug overdose mortality rate (Figure 17).

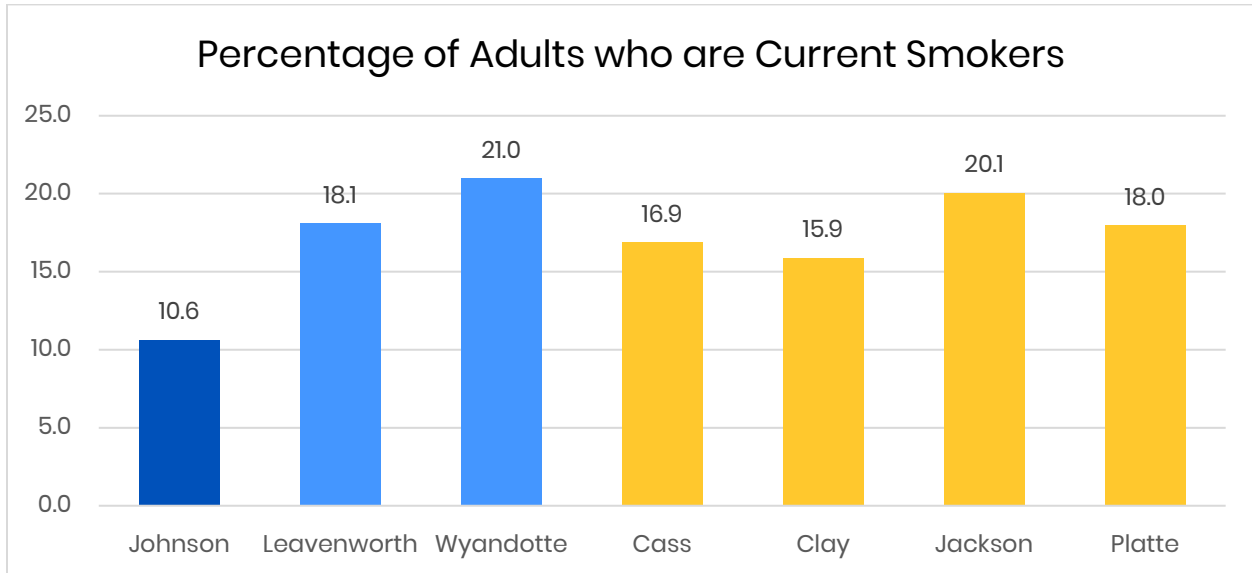


Figure 12. Percentage of adults who are smokers (Robert Wood Johnson Foundation, 2020 County Health Rankings).

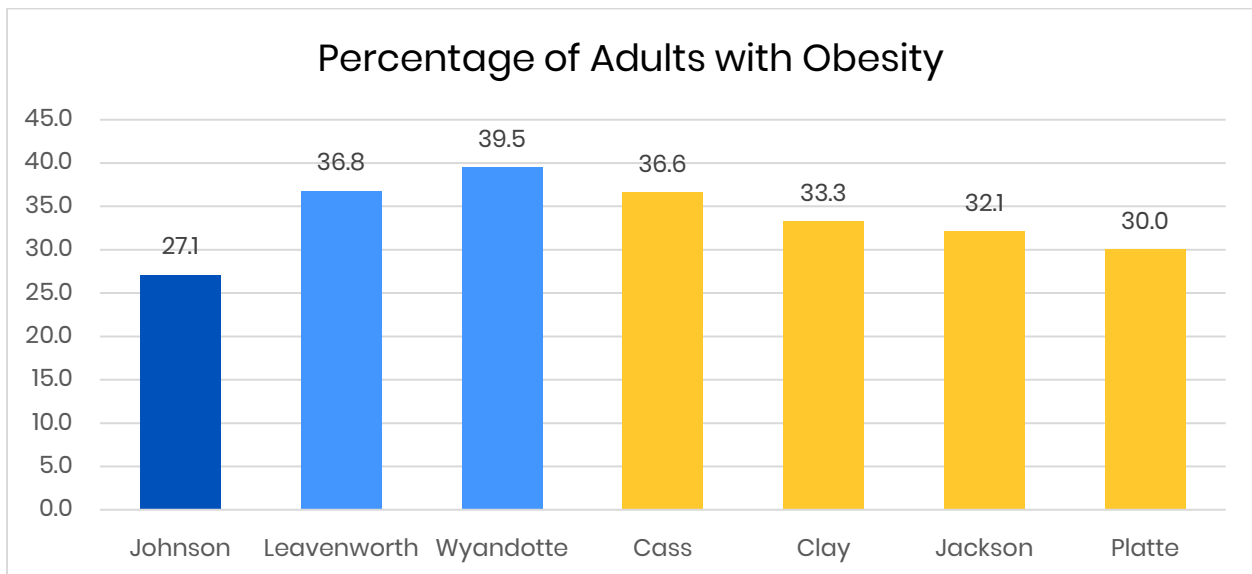


Figure 13. Percentage of adults with obesity (Robert Wood Johnson Foundation, 2020 County Health Rankings).

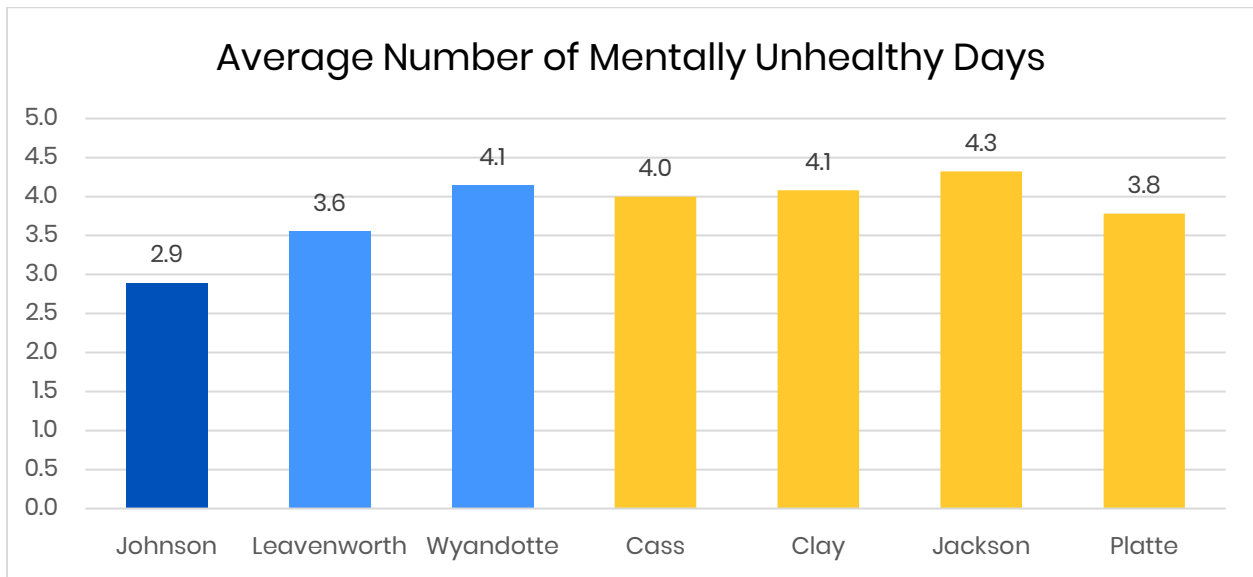


Figure 14. Average number of mentally unhealthy days (Robert Wood Johnson Foundation, 2020 County Health Rankings).

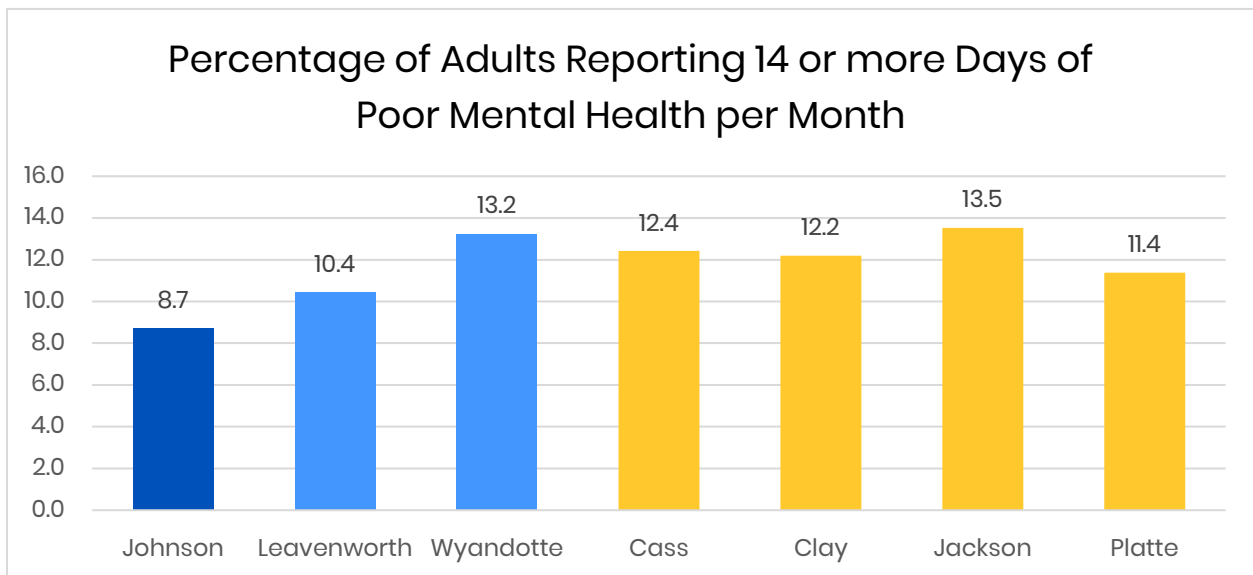


Figure 15. Percentage of adults reporting 14 or more days of poor mental health per month (Robert Wood Johnson Foundation, 2020 County Health Rankings).

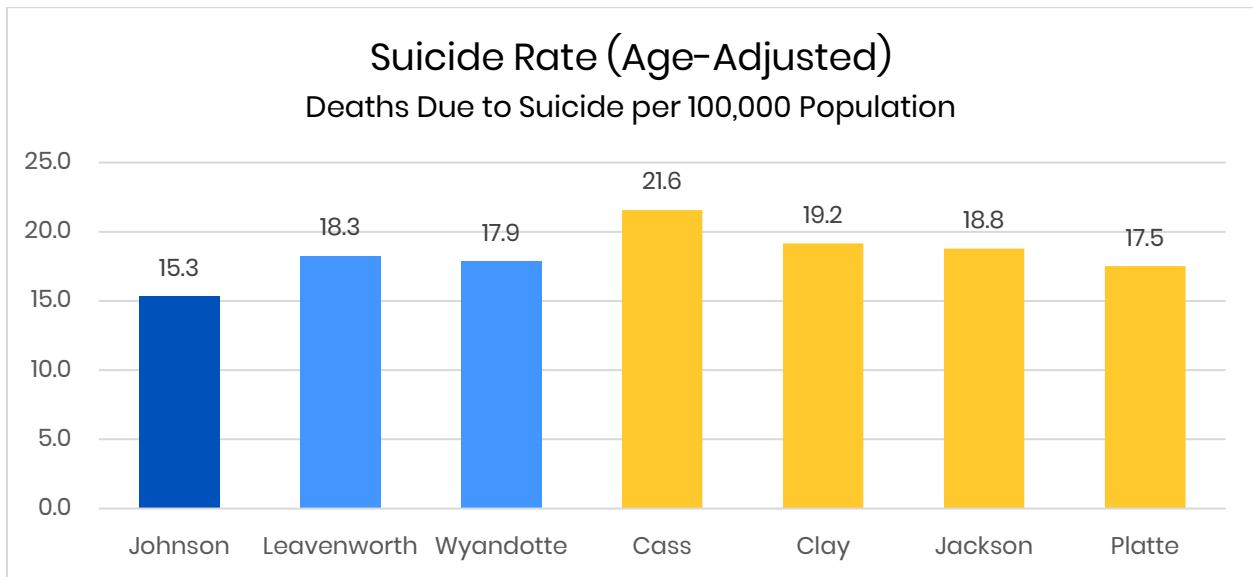


Figure 16. Suicide rate (Robert Wood Johnson Foundation, 2020 County Health Rankings).

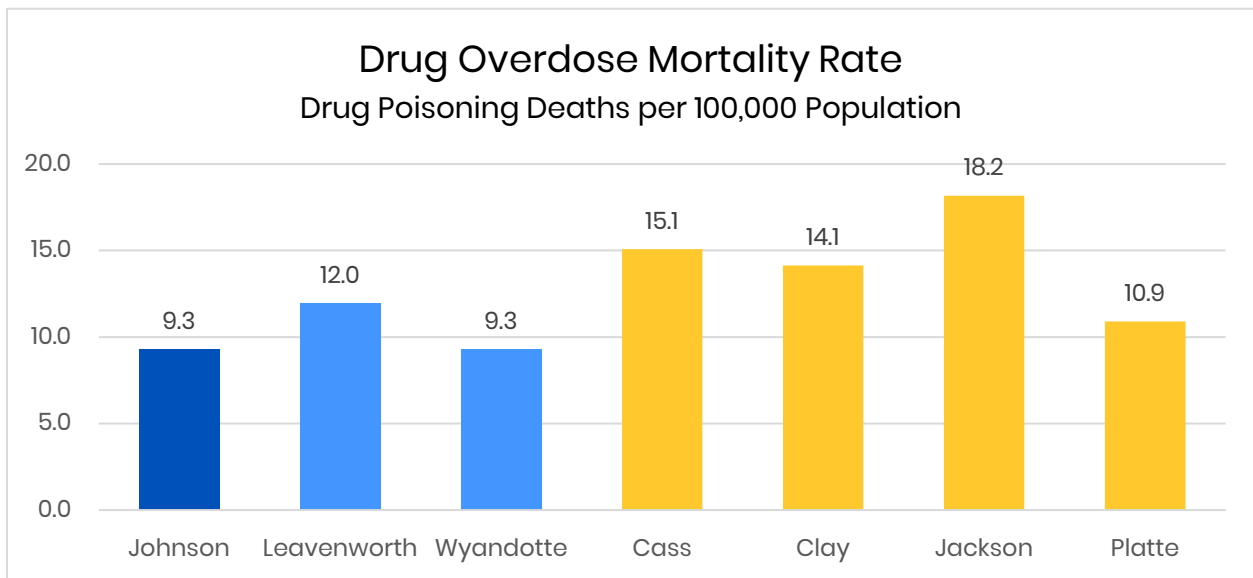


Figure 17. Drug overdose mortality rate (Robert Wood Johnson Foundation, 2020 County Health Rankings).

Housing Characteristics

Johnson County has 238,666 total housing units with the majority (76%) single family (Table 5). About 95% of the housing units in Johnson County are occupied (Table 6). Johnson County has low vacancy rates at 0.9% for homeowners and 4.4% rentals (U.S. Census, ACS).



| Housing Units by Type of Unit | Number |
|-------------------------------|----------------|
| Single family home, detached | 159,972 |
| Single family home, attached | 21,120 |
| Duplex units | 2,159 |
| Tri- or Quadplex units | 8,753 |
| Apartments, 5-19 units | 29,798 |
| Apartments, 20 or more units | 15,165 |
| Mobile home | 1,613 |
| Boat, RV, van, etc. | 86 |
| Total Housing Units | 238,666 |

Table 5. Housing units by type in Johnson County (U.S. Census Bureau, 2014-18 ACS).

| Housing Units by Tenure | Number | Percent |
|-------------------------|---------|---------|
| Occupied housing units | 226,242 | 94.8% |
| Owner-occupied | 156,387 | 65.5% |
| Renter-occupied | 69,855 | 29.3% |
| Vacant units | 12,424 | 5.2% |

Table 6. Housing units by tenure in Johnson County (U.S. Census Bureau, 2014-18 ACS).

Figure 18 illustrates housing costs in Johnson County compared to all Kansas counties and shows gross rents and the median value of owner-occupied housing are the highest in the state. With a median gross rent of \$1,065 and median value of a home at \$244,100, Johnson County's housing costs are the highest in the KC metro area (Figures 19 and 20).

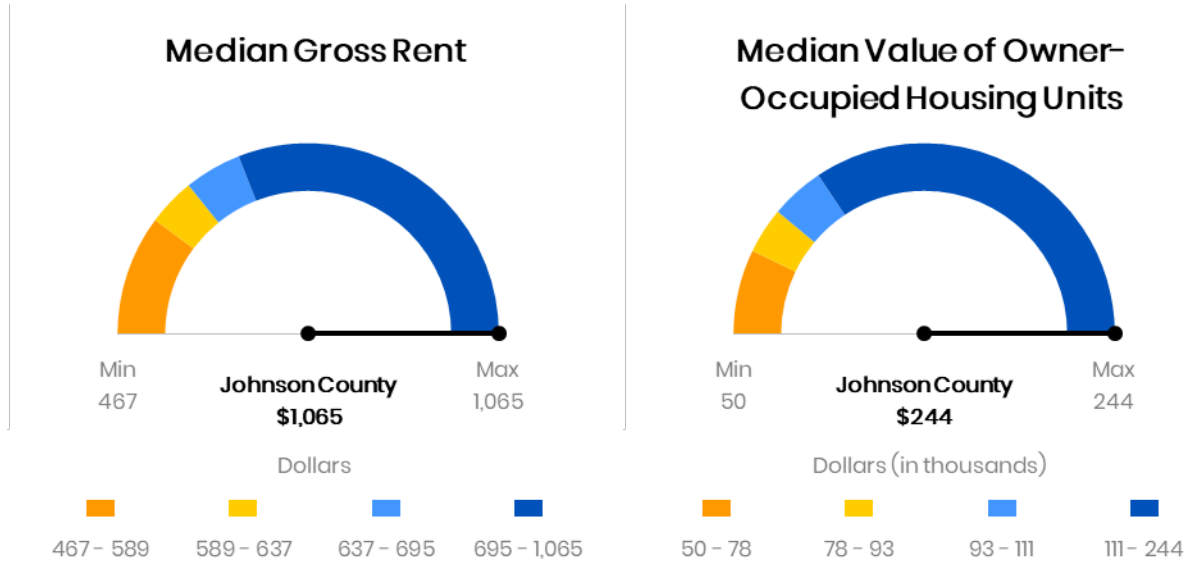


Figure 18. Housing costs in Johnson County as compared to all Kansas Counties (U.S. Census Bureau, 2014-18 ACS).

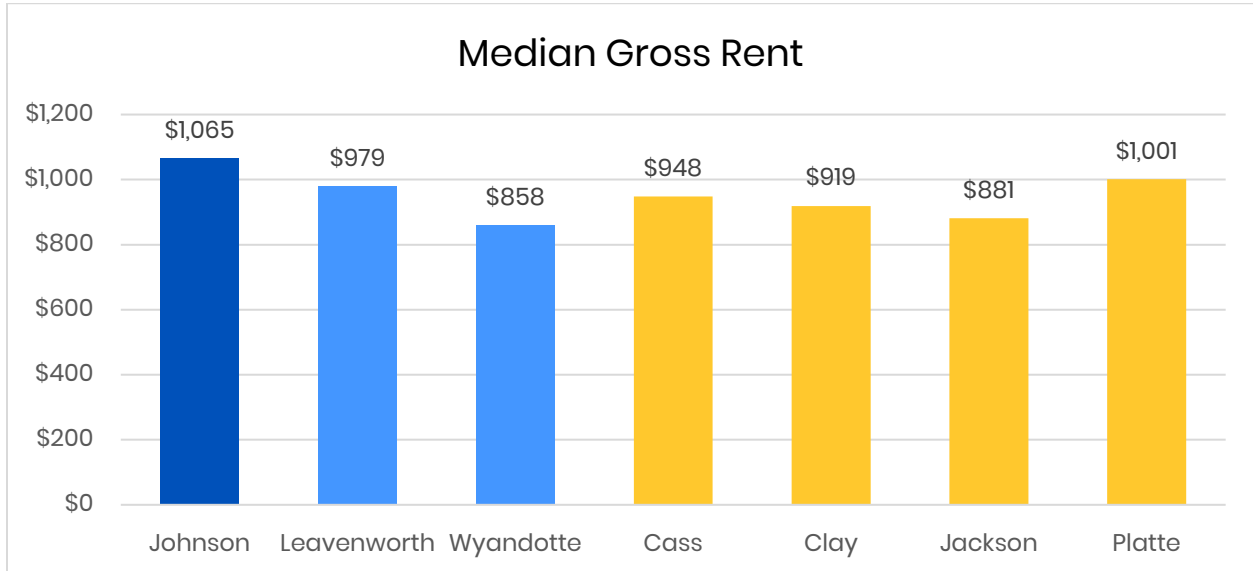


Figure 19. Median gross rent (U.S. Census Bureau, 2014-18 ACS).

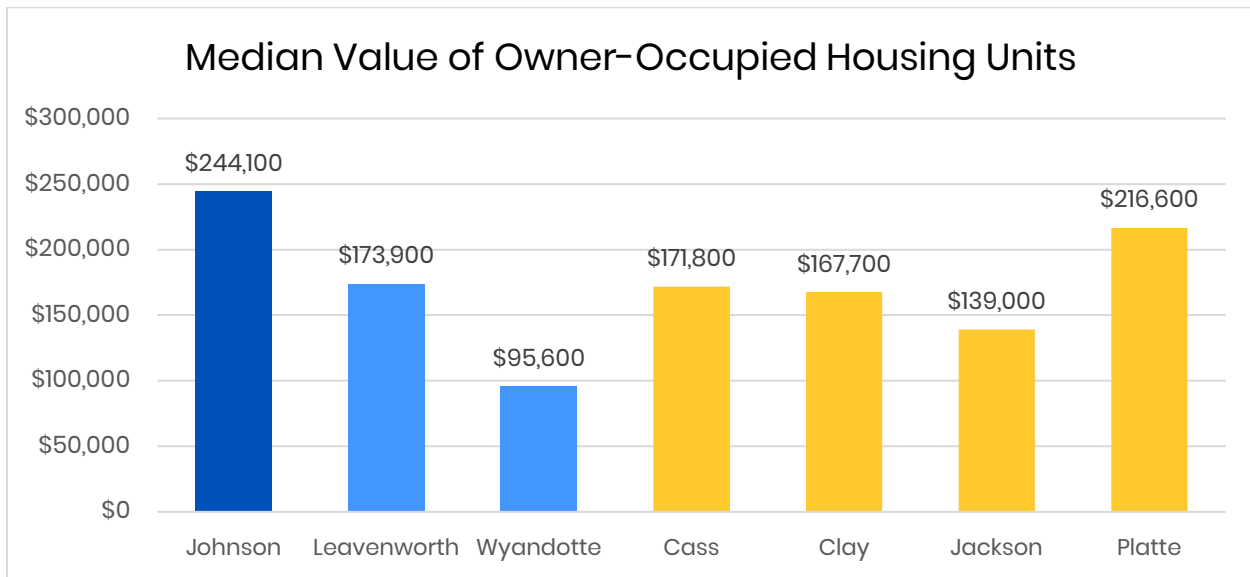


Figure 20. Median value of owner-occupied housing units (U.S. Census Bureau, 2014-18 ACS).

Johnson County has a homeownership rate of 69.7; this is higher than the Kansas City Metropolitan Area rate of 65.2. With an average renter wage of \$16.46 per hour (National Low Income Housing Coalition) and a median gross rent of \$1,065 per month, forty percent of rental households have housing costs that are 30 percent or more of their income (Figure 21). In comparison, one in six owner-occupied units have the same level of financial burden.

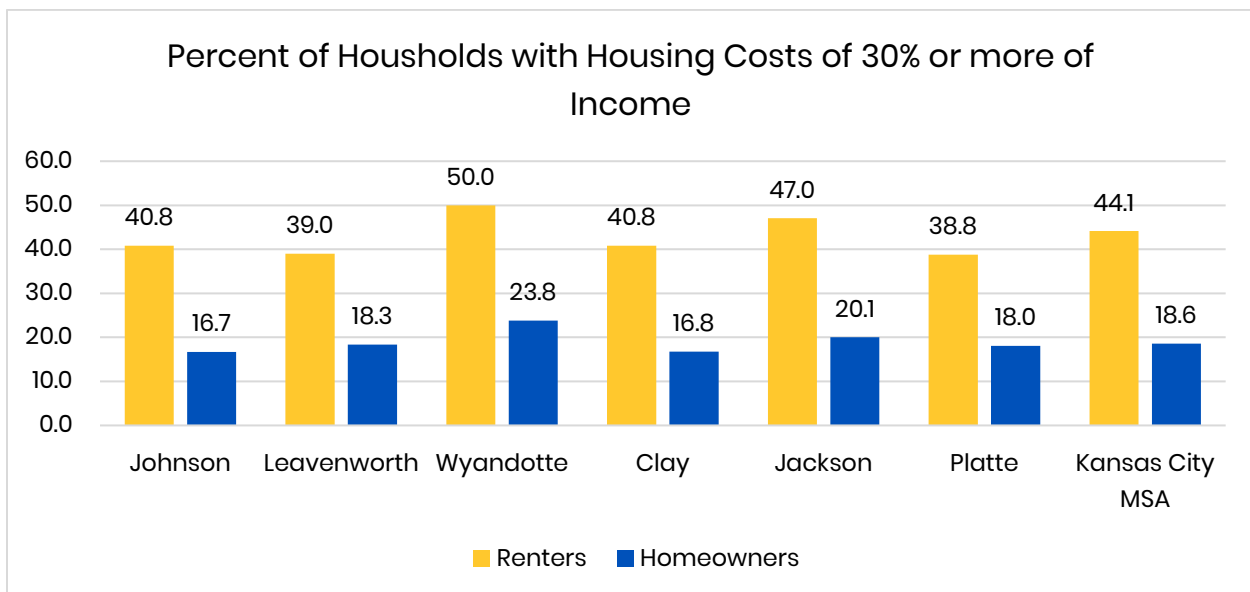


Figure 21. Percent of households with excessive housing costs in Johnson County, neighboring counties, and the State of Kansas (U.S. Census Bureau, 2014-18 ACS).

Figure 22 shows the percentage of the population who have moved in the past 12 months for the KC metro area. Johnson County at 16.1% has one of the more mobile populations in the region.

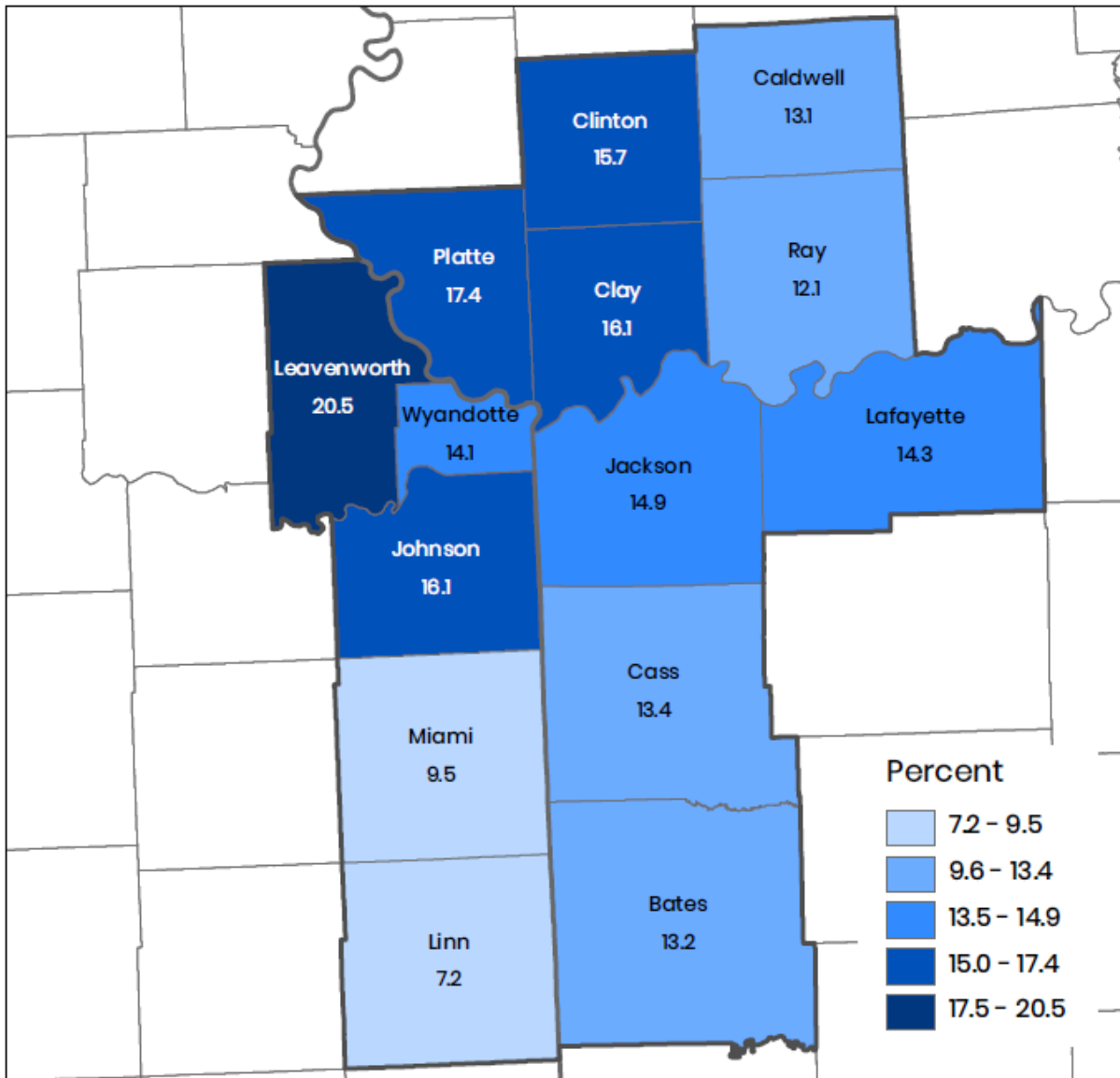


Figure 22. Percent of population age 1 and over who have moved in the past 12 months (U.S. Census Bureau, 2014-18 ACS).

Johnson County has the lowest percentage of its population with a subprime credit rating in the region (Figure 23). The county's active and new real estate listing mirror the metro area (Figure 24) and its median listing price for July 2020 is the highest in the area (Figure 25). Figure 26 compares Johnson County's housing list prices to the KC MSA.

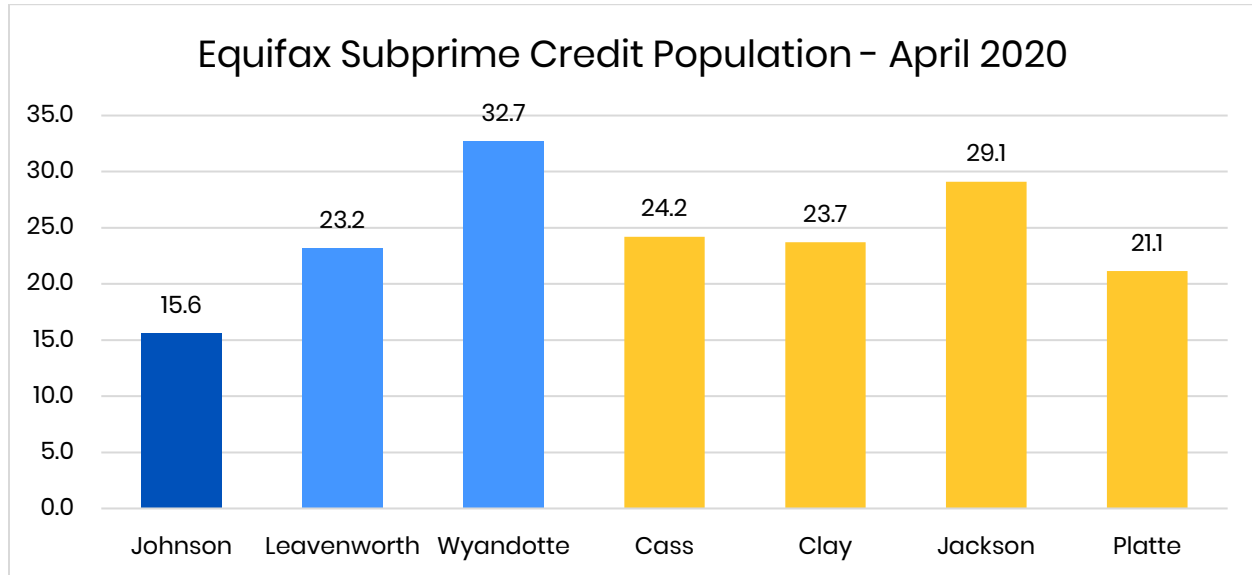
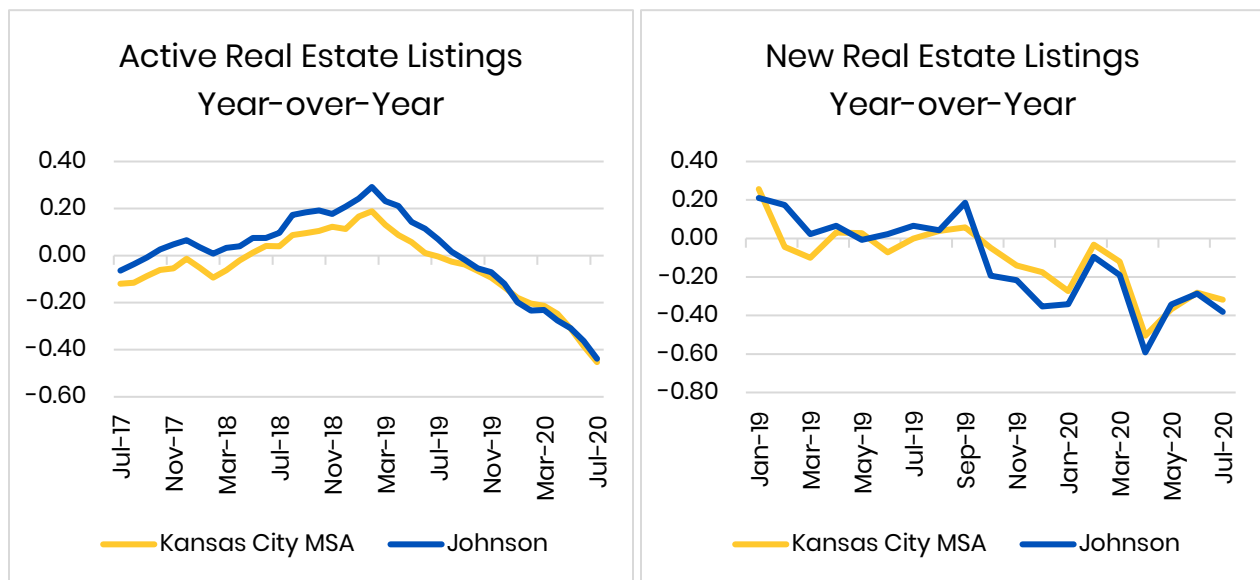


Figure 23. Equifax subprime credit population (Federal Reserve Bank of St. Louis, Federal Reserve Economic Data).

Figure 24. Active and new real estate listings in Johnson County and the KC MSA (Federal Reserve Bank of St. Louis,



Federal Reserve Economic Data).

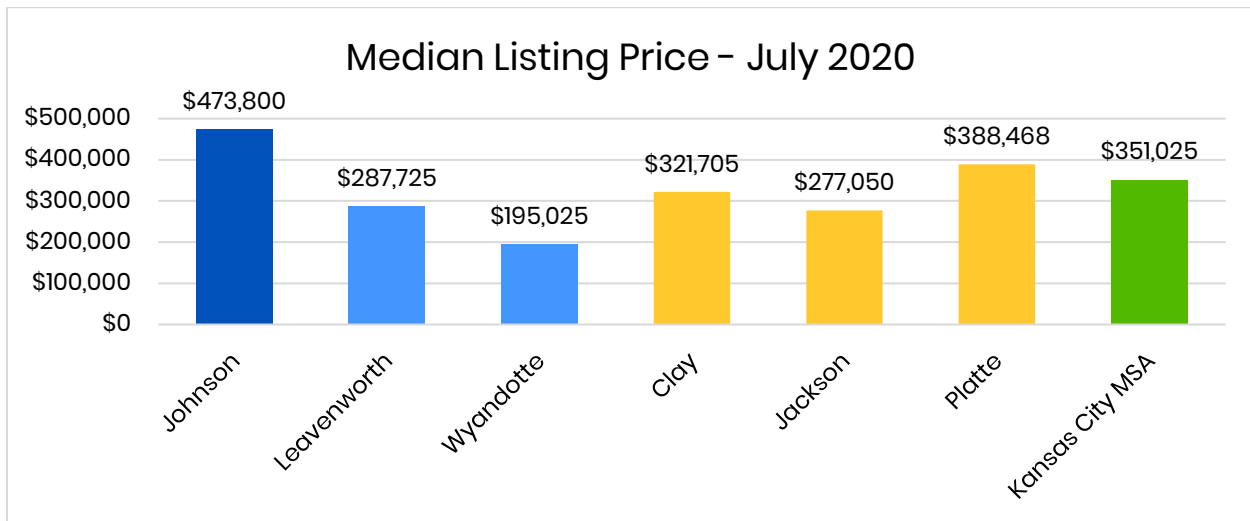


Figure 25 Median listing prices in July 2020 (Federal Reserve Bank of St. Louis, Federal Reserve Economic Data).

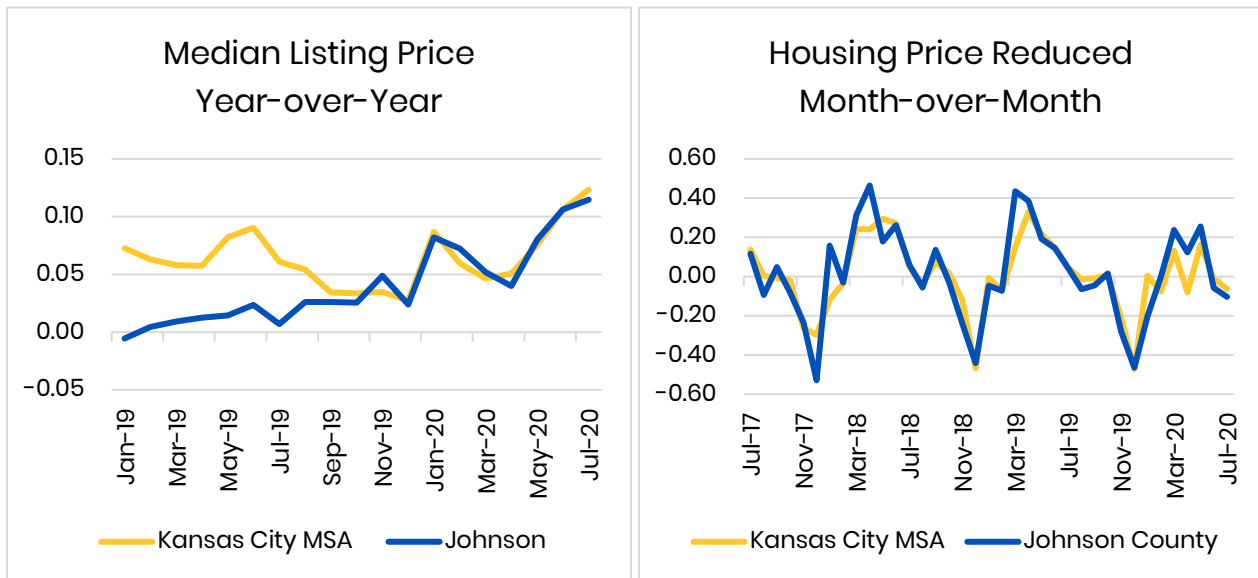


Figure 26. Median listing price and prices reduced (Federal Reserve Bank of St. Louis, Federal Reserve Economic Data).

Despite the recession, Johnson County's housing market has remained robust. Inventories are low and the listing prices have increased roughly 10% compared to the previous year. The data also indicate that affordable housing is hard to come by and 41% of renters pay more than 30% of their income towards rent.

Workforce Characteristics

Of the workers in Johnson County, 187,569 live and work in the county; 111,381 live in the county and work outside the county; and 162,287 live outside the county and work in the county (Figure 27). While 63% of the workers living in Johnson County also work inside the county, the workers that are leaving the county are commuting most frequently to the northeast. The largest workplace destination for out-of-county workers is Kansas City, Missouri. Figure 28 illustrates the workplace destinations for Johnson County residents and where jobs are concentrated.

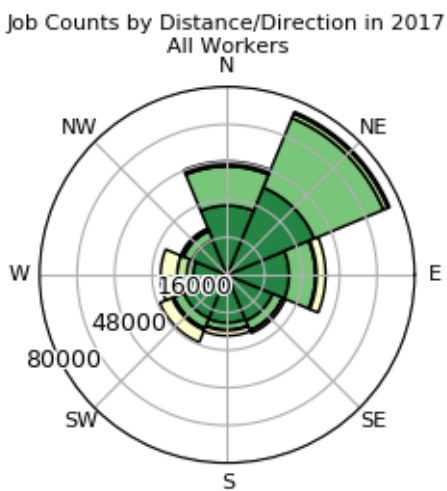
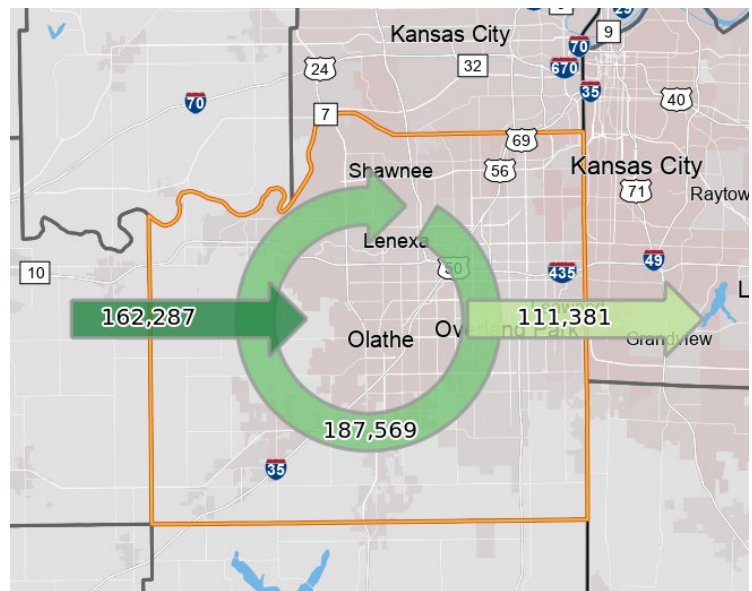


Figure 27. The direction and scale of the commuters in Johnson County (U.S. Census Bureau).



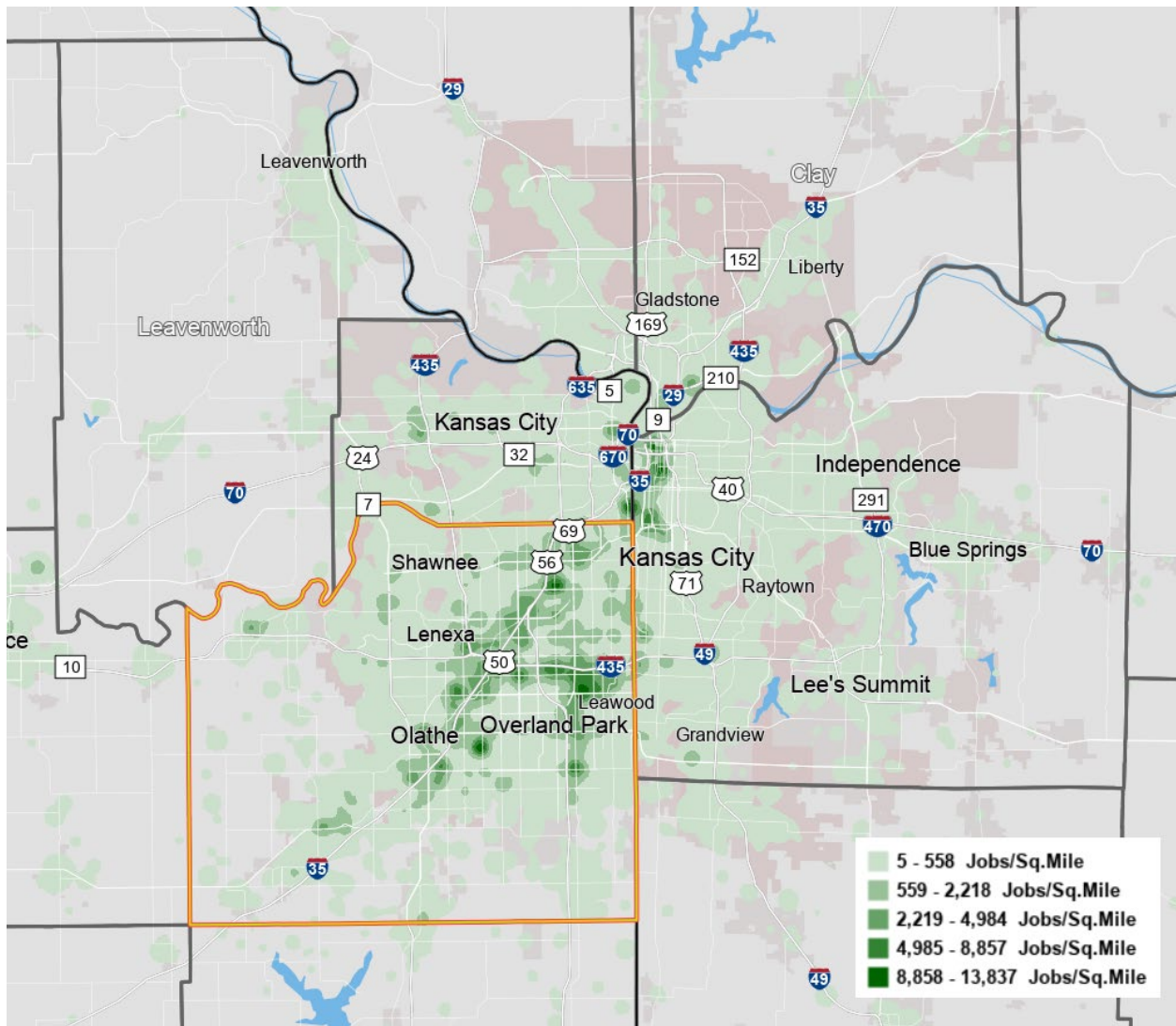


Figure 28. Workplace destinations for Johnson County residents (U.S. Census Bureau).

Broadband & Schools

Figure 29 details the enrollment for the six school districts in Johnson County.³ The county has three large school districts—Olathe, Shawnee Mission, and Blue Valley—that make up 82% of the public school enrollment in the county. Nearly a third of the households in Johnson County are family households with one or more children under 18.

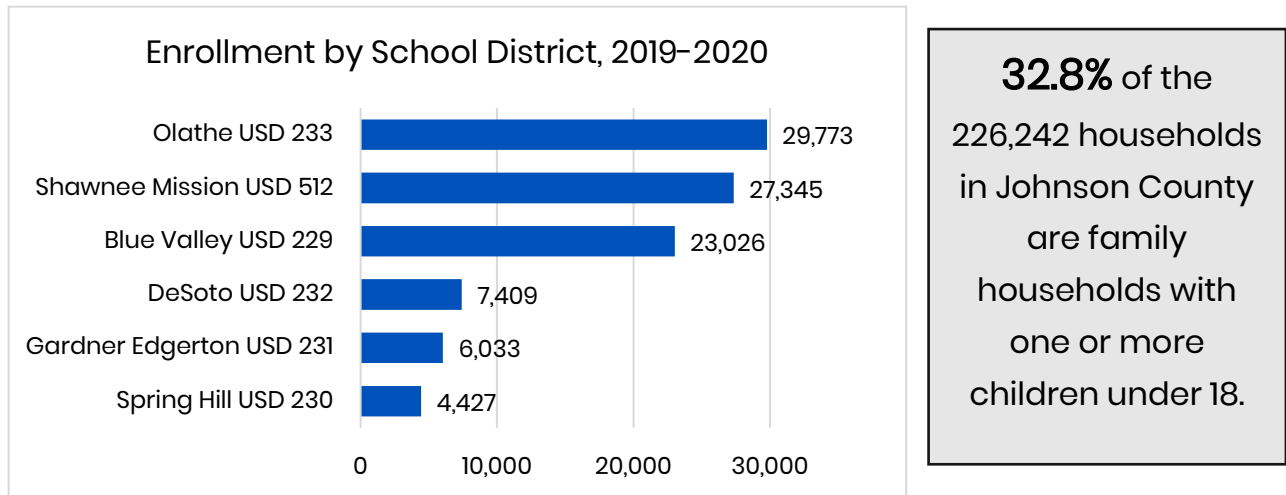
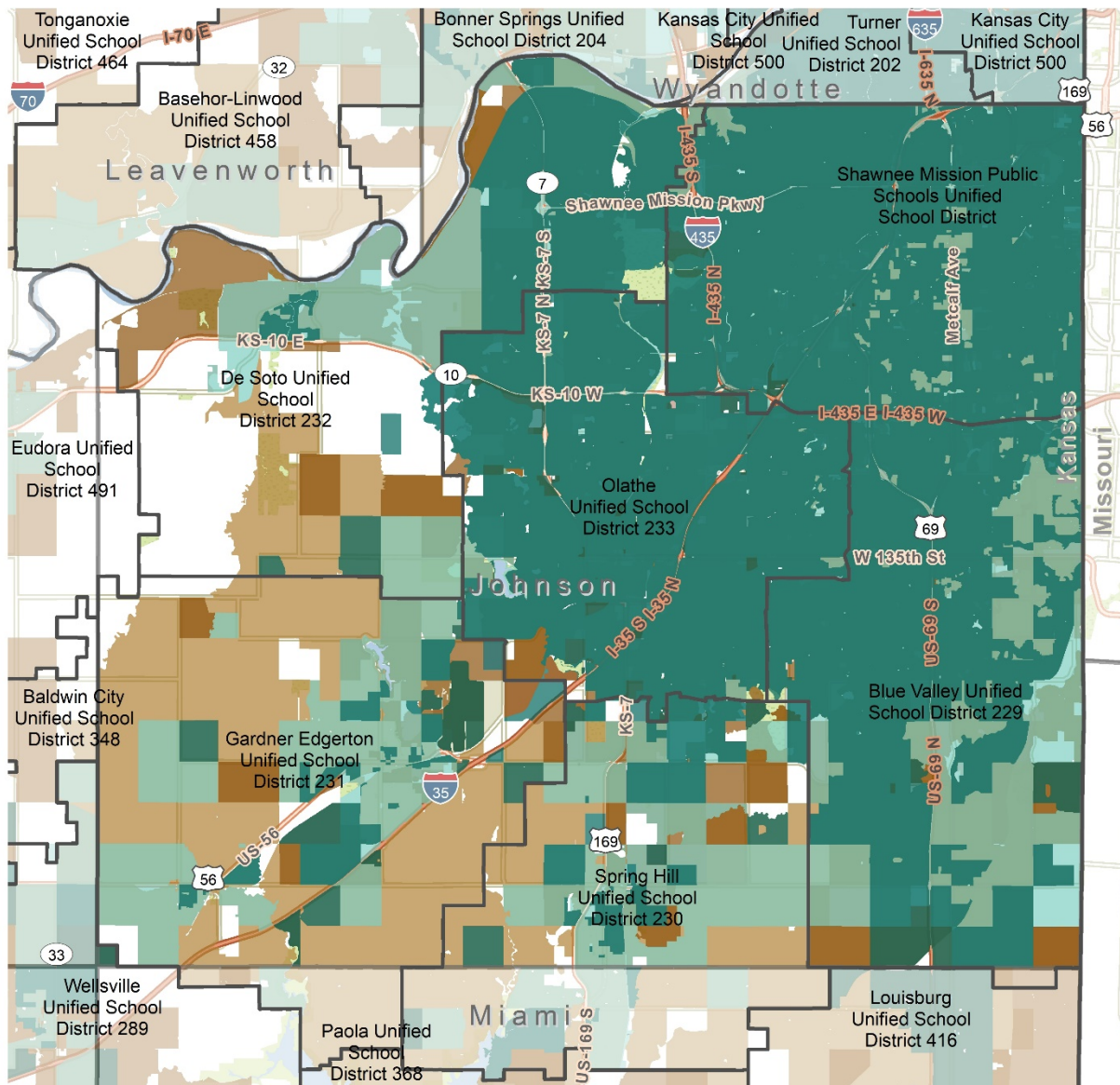


Figure 29. Enrollment in selected school districts in Johnson County (Kansas State Department of Education) and households with children (U.S. Census Bureau, 2014-18 ACS).

Broadband access is not readily available to all residents of Johnson County, most notably the more rural areas in the south and west parts of the county (Figure 30). This has implications for the delivery of online education, as those areas would rely on cell phone coverage and devices. It is important to note that this map uses FCC data from 2019 and information on actual broadband access is difficult to find.

³ Enrollment data for school districts are not available by county in which the enrolled student resides. Spring Hill falls in both Johnson and Miami counties.



Broadband Availability by Type (2019)

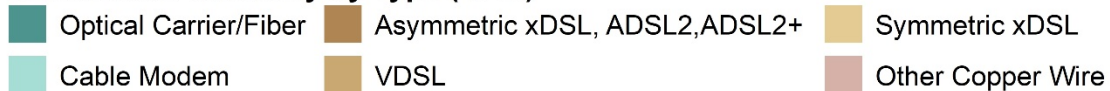
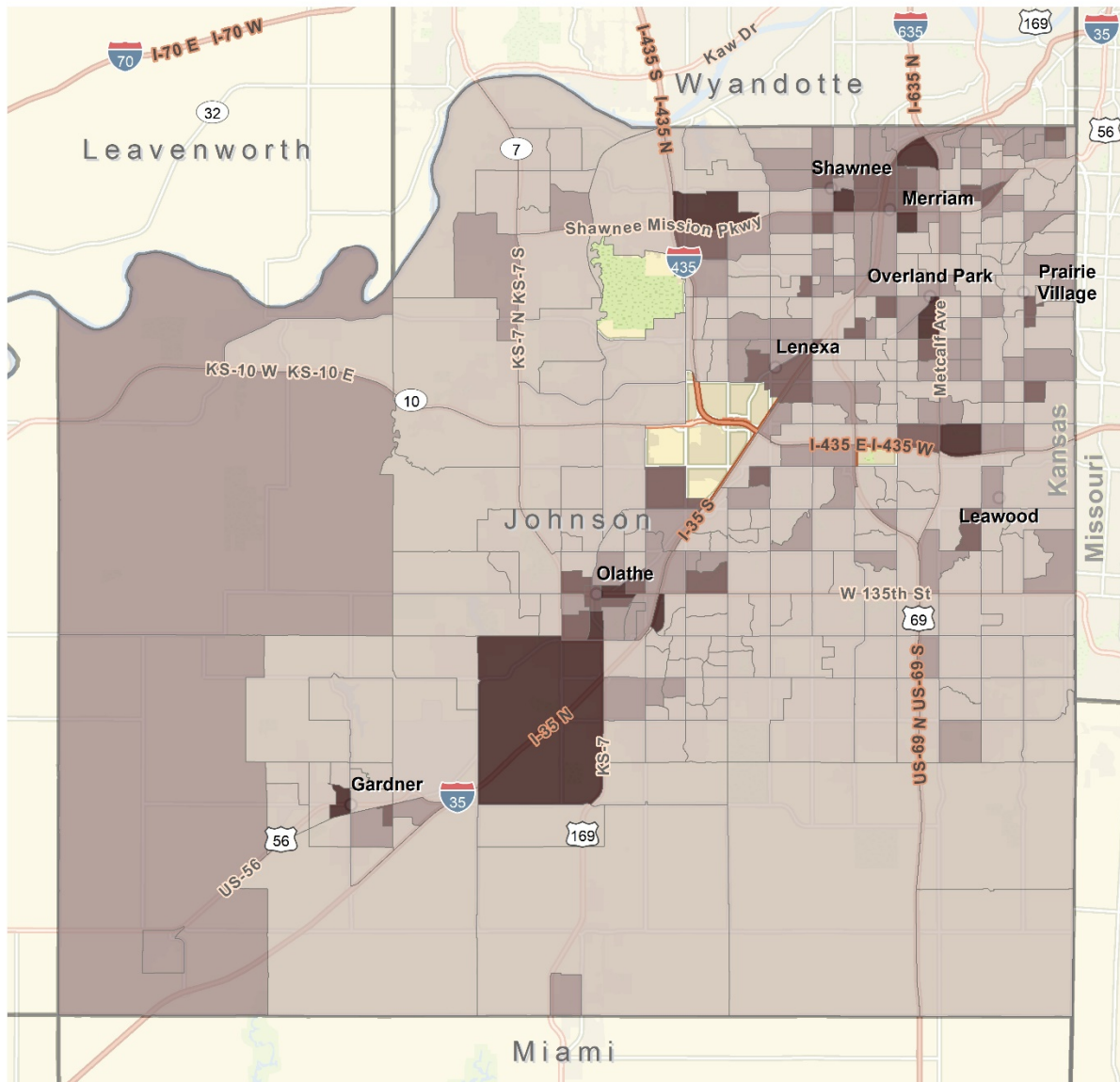


Figure 30. Gaps in broadband coverage in Johnson County with school district boundaries (Federal Communications Commission, June 2019 and State of Kansas GIS Data Access & Support Center, 2019).

Figure 31 maps the households in Johnson County without broadband or a computer. In some areas of the county, over 30% of the households have limited remote learning and/or working capability. These data are the most-recent available but are from 2018 and may not reflect current access.



Percent of Households without Broadband Internet or a Computer



Figure 31. Households in Johnson County without Broadband or a Computer (U.S. Census Bureau, 2014-18 ACS).

Figure 32 also shows a breakdown by county and school district for internet access and devices in households. As of 2018, five percent of the households in the county have no computer or smart phone and eight percent are without an internet subscription. The breakdown by school district shows that 11% of Shawnee Mission households without an internet subscription and 6% without a device to access the remote learning.

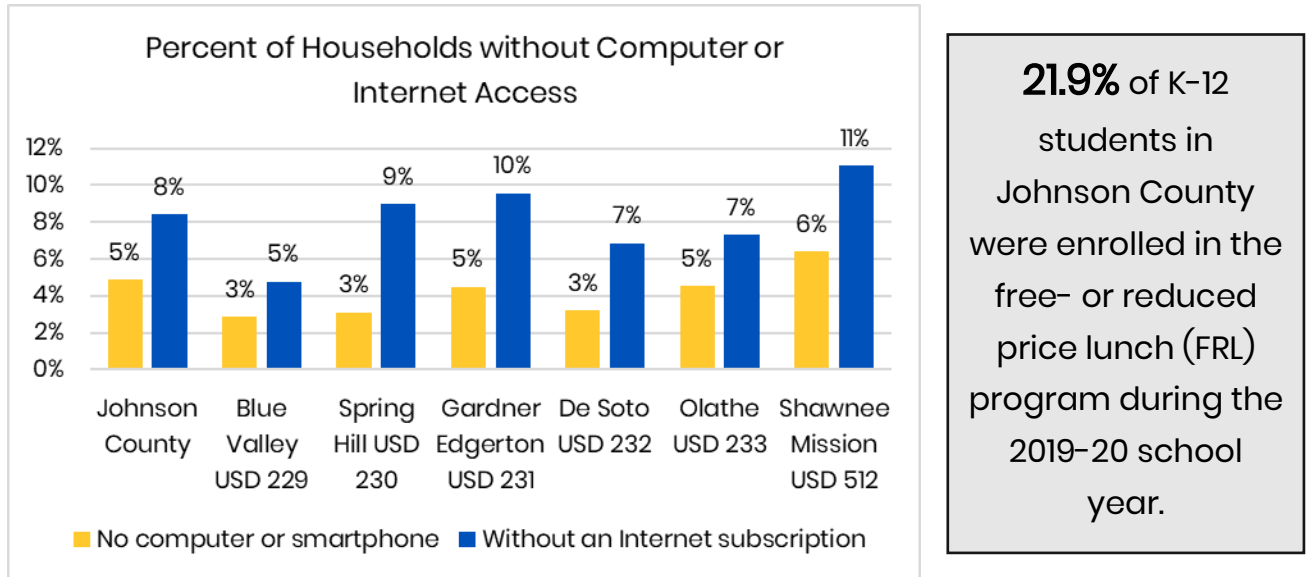


Figure 32. Households without a computer or internet access in Johnson County (U.S. Census Bureau, 2014-18 ACS) and K-12 students enrolled in FRL (Kansas State Department of Education).

Table 7 provides a breakdown by school districts and the county for students enrolled in the free- and reduced-lunch (FRL) program, households without broadband access, and the KSDE estimate of students without broadband access.⁴ Twenty-two percent of students in Johnson County were enrolled in FRL program during the 2019-2020 school year and over 30% of the students in the Shawnee Mission and Gardner-Edgerton received FRL assistance. Almost 15% of the households in Johnson County did not have broadband access and the KSDE estimates 3,845 students are without broadband access (Table 7). In particular, the Spring Hill, Gardner-Edgerton, Olathe, and Shawnee Mission School Districts have roughly 5% of students without internet access. Figure 33 compares FRL enrollment in Johnson County to other counties in the KC metro. These metrics show where broadband and remote learning could be an affordability issue to be addressed by the school districts.

⁴ The KSDE estimates were collected from school districts in August 2020.

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| | Students approved for Free- or Reduced-price Lunch | | Households without Broadband Access | | KSDE Estimate of Students without Broadband Access | |
|---------------------------------|--|---------|-------------------------------------|---------|--|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Johnson County | 23,428 | 21.9 | 33,564 | 14.8 | - | - |
| Blue Valley USD 229 | 1,795 | 7.8 | 4,517 | 9.5 | 200 | 0.9 |
| Spring Hill USD 230 | 1,148 | 25.9 | 820 | 16.8 | 350 | 7.9 |
| Gardner Edgerton USD 231 | 1,860 | 30.8 | 1,866 | 20.3 | 300 | 5.0 |
| De Soto USD 232 | 882 | 11.9 | 1,505 | 12.8 | 150 | 2.0 |
| Olathe USD 233 | 7,880 | 26.5 | 8,540 | 15.0 | 1,350 | 4.5 |
| Shawnee Mission USD 512 | 9,526 | 34.8 | 16,673 | 17.1 | 1,710 | 6.3 |

Table 7. Free- or Reduced-price Lunch and Broadband Access in Johnson County (Kansas State Department of Education; U.S. Census Bureau, 2014-18 ACS).

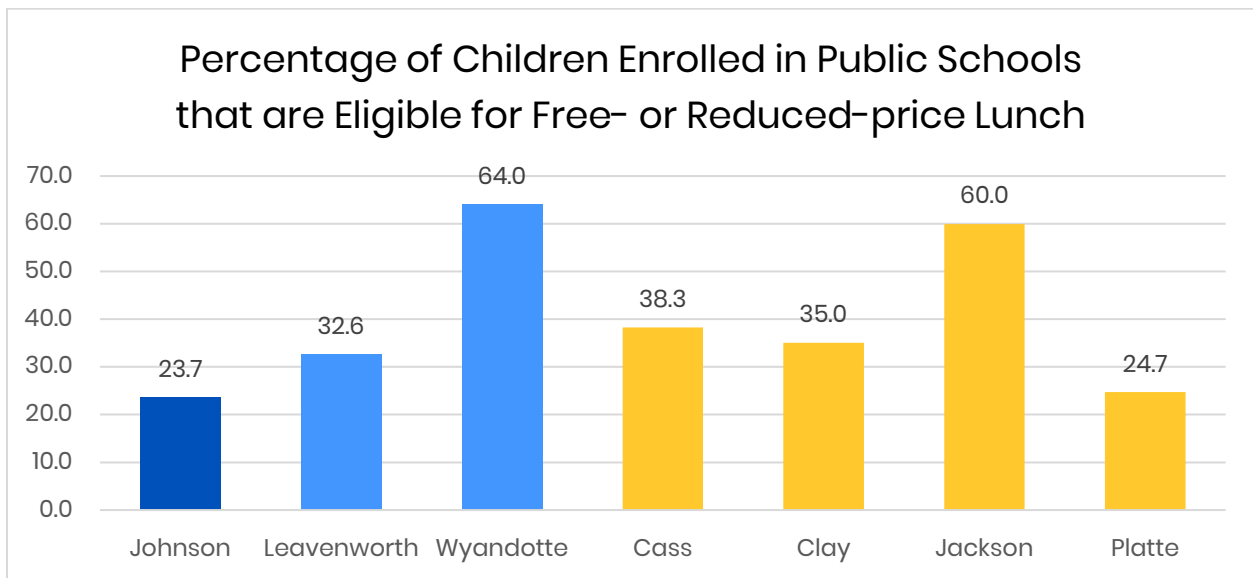


Figure 33. Percent of children enrolled in public schools that are eligible for free- or reduced-price lunch (Robert Wood Johnson Foundation, 2020 County Health Rankings).

Impacts of COVID-19

As of August 19, 2020, there were 15.8 newly reported COVID-19 cases in Johnson County per 100,000 people. Figure 34 illustrates the timeline of cases for the county. Johnson County has half of the population-adjusted case rate as compared to Wyandotte County. Nevertheless, Johnson County has had 7,682 cases as of August 26, 2020. Figure 35 maps the cases by county for the KC metro area and Figure 36 the deaths by county as of August 24, 2020. Johnson County has had 116 deaths as of August 26, 2020.

In **Johnson County**, on August 19, 2020, there were **15.8** newly reported COVID-19 cases per 100,000 people.

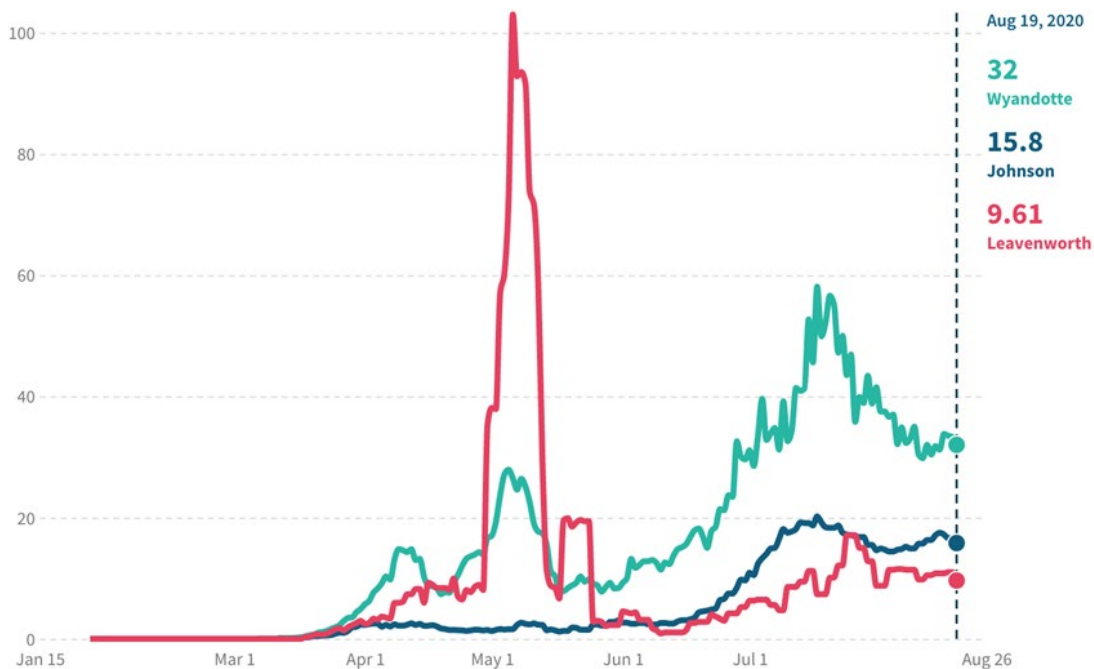


Figure 34. Newly reported COVID-19 cases per 100,000 people in Johnson, Leavenworth, and Wyandotte Counties (Opportunity Insights, Economic Tracker).

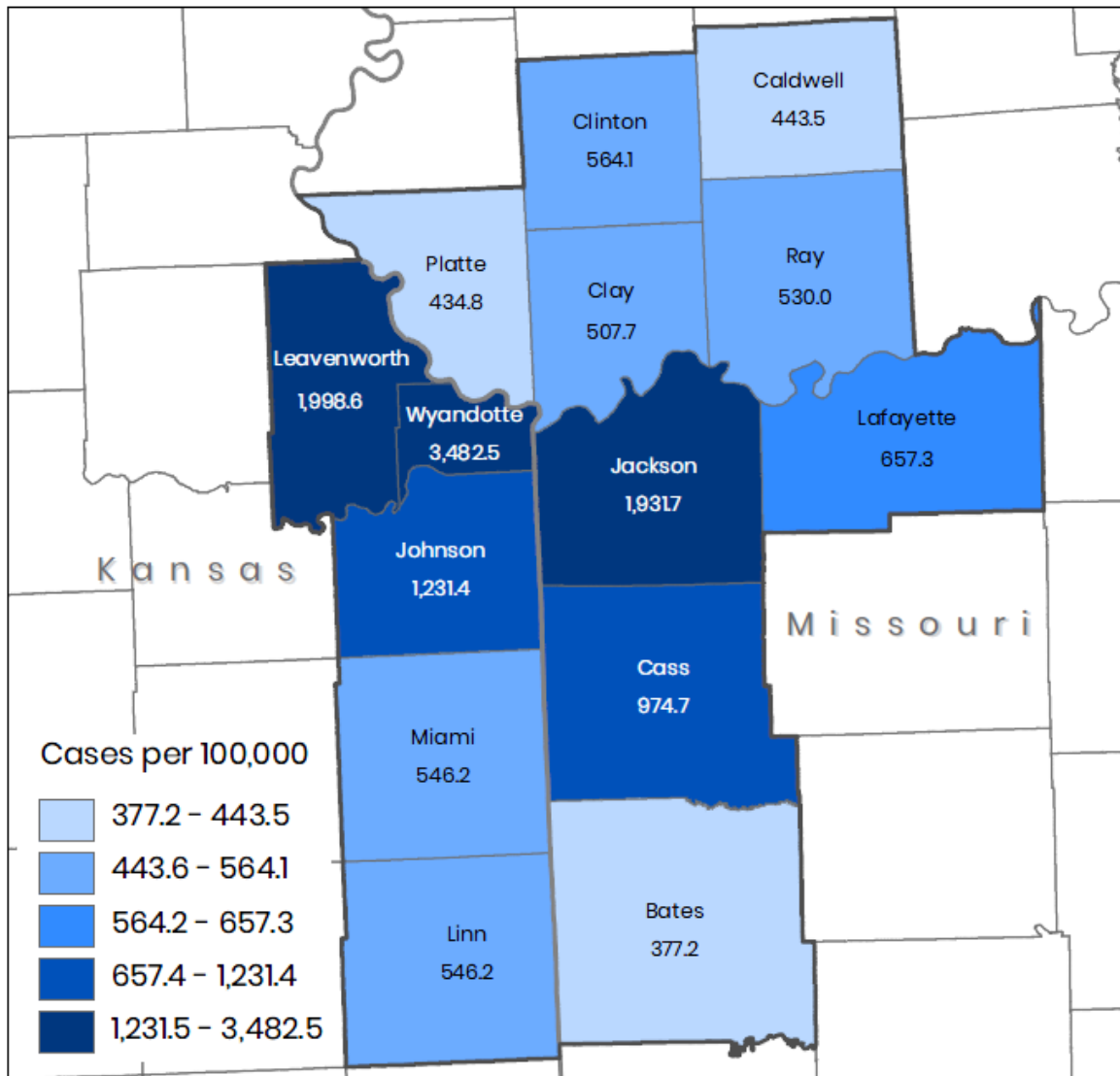


Figure 35 COVID-19 cases per 100,000 people as of August 24, 2020 (The New York Times). Jackson County, Missouri, includes data for Kansas City, Missouri.

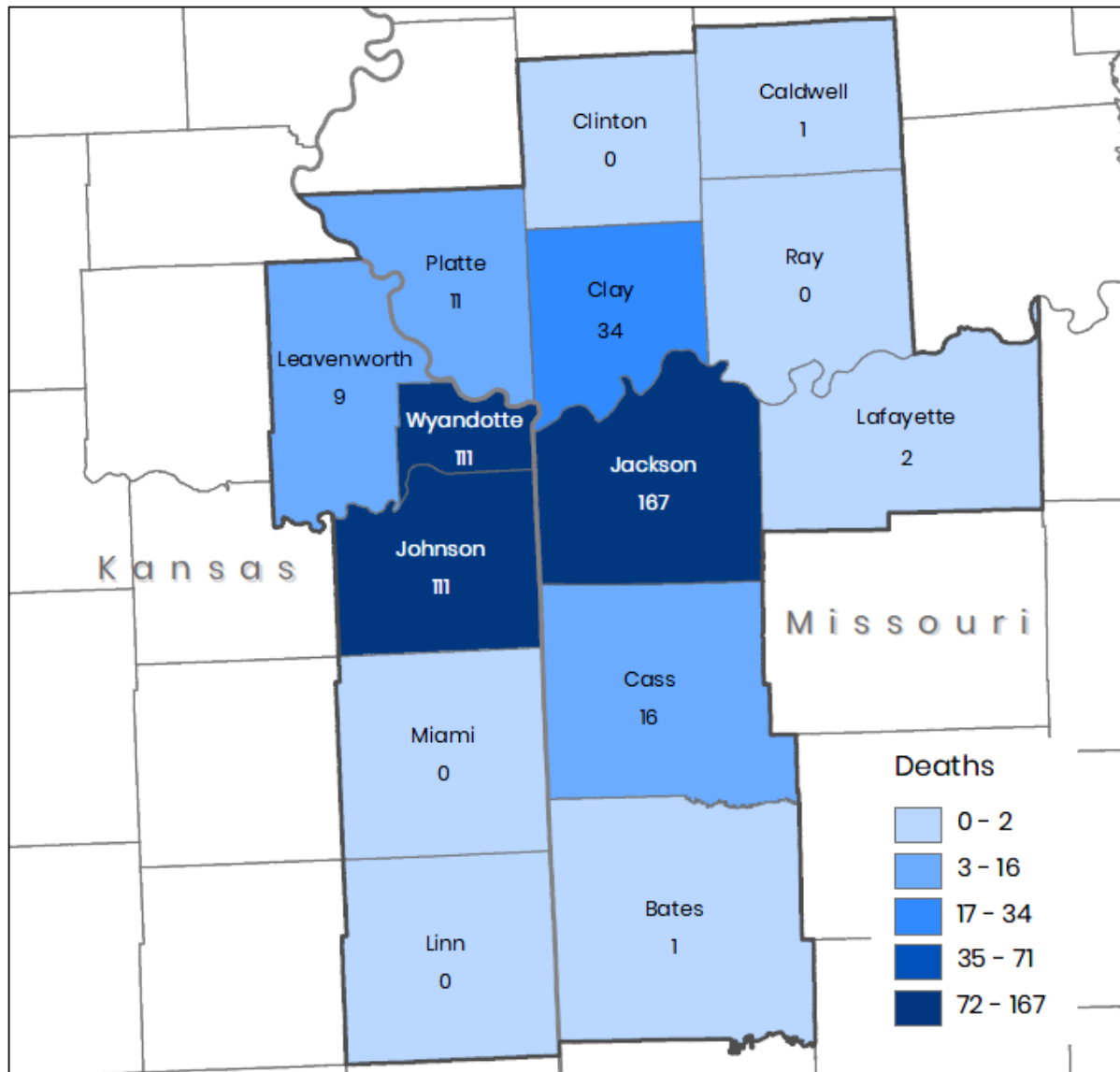


Figure 36. COVID-19 deaths as of August 24, 2020 (The New York Times). Jackson County, Missouri, includes data for Kansas City, Missouri.

Unemployment

In late 2019, Johnson County had an unemployment rate below 3% (Figure 37). The unemployment rate spiked to 10.6 in April 2020. Figure 38 shows initial and continued unemployment claims for Johnson County from February 8th through August 15th and shows that over 15,000 people remain unemployed as of August 15th. From March 21st through August 15th, 64,283 Johnson County residents filed initial unemployment claims (Figure 39).



Figure 37. Monthly unemployment rate in Johnson County (BLS).

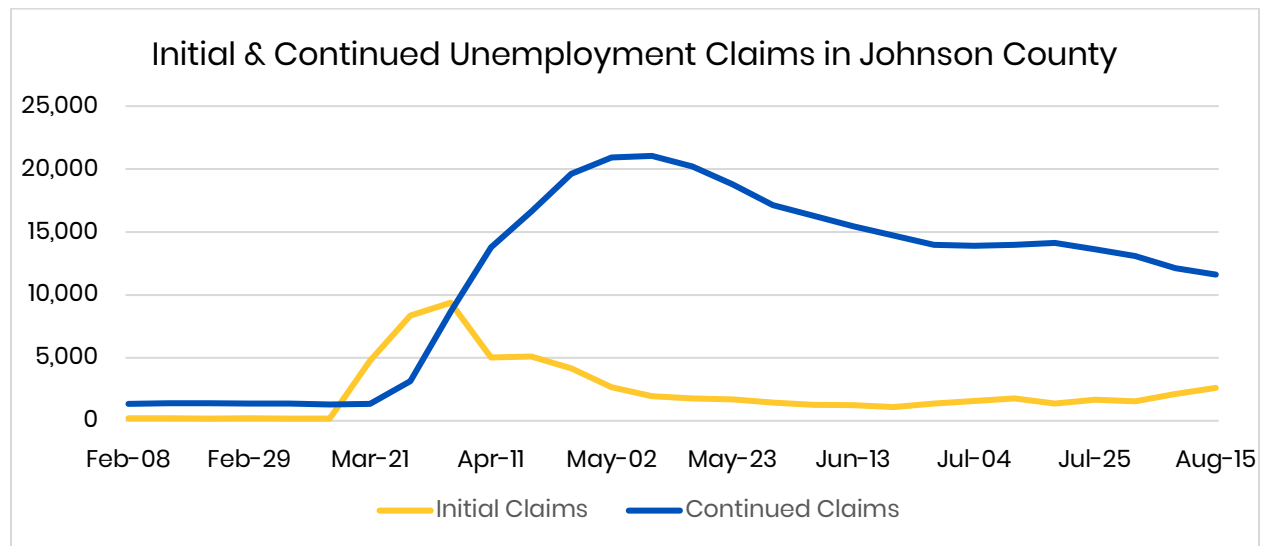


Figure 38. Initial and continued unemployment claims in Johnson County (Kansas Department of Labor).

Initial Unemployment Claims in the Kansas City Metro Area, by County
March 15 – August 15, 2020

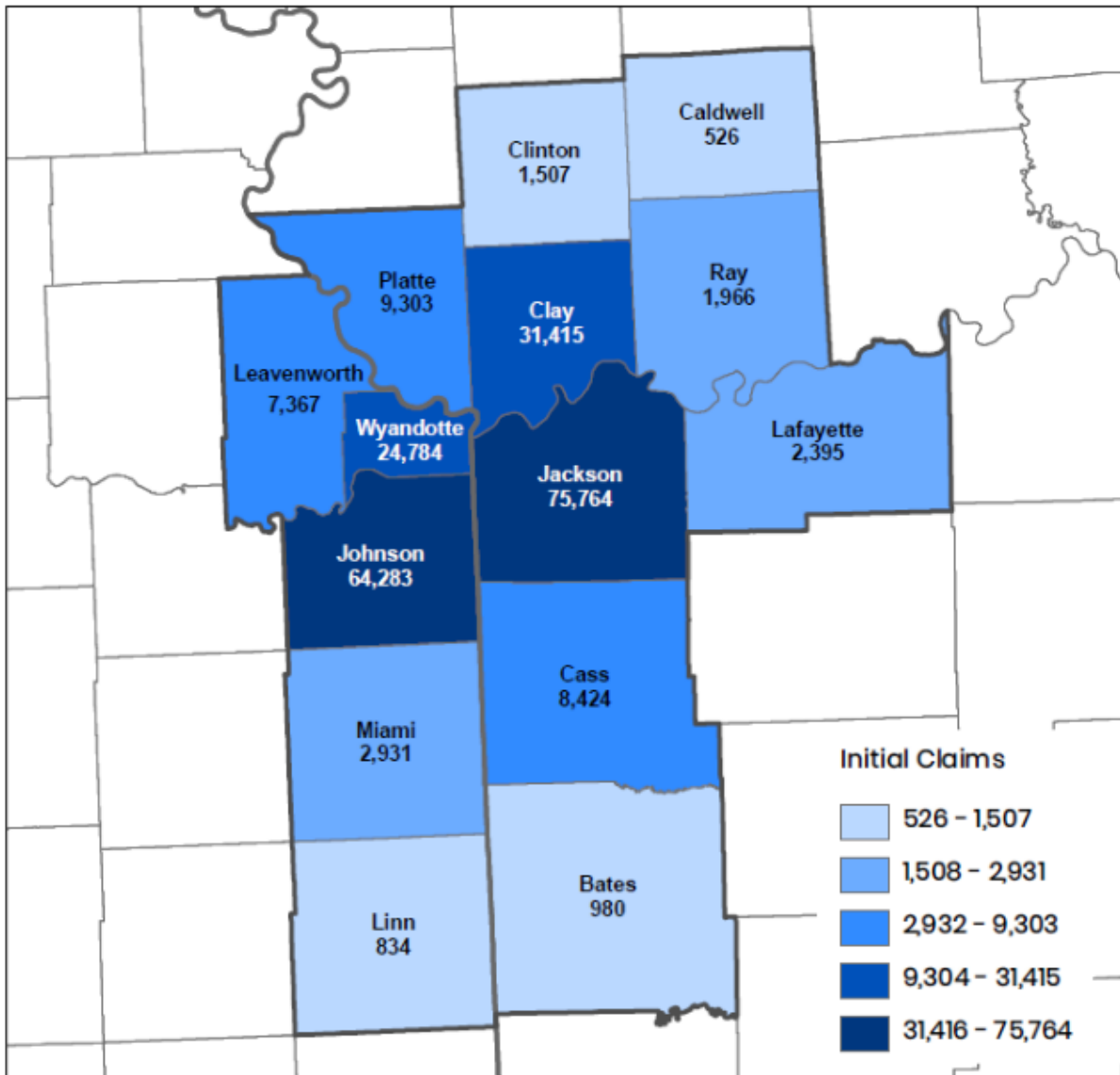


Figure 39. Initial unemployment claims in the KC metro counties, March 15-August 15, 2020 (Kansas Department of Labor, Missouri Department of Labor).

Figures 40 and 41 put Johnson County's unemployment rate in context with the KC metro counties and Kansas counties. The July 2020 unemployment rate for Johnson County was 6.6 with Wyandotte County having the highest rate (10.5) for the metro area (Figure 40). For the state of Kansas, Sedgwick and Sumner counties (Wichita area) have experienced the highest unemployment rate at 11.5 (Figure 41).

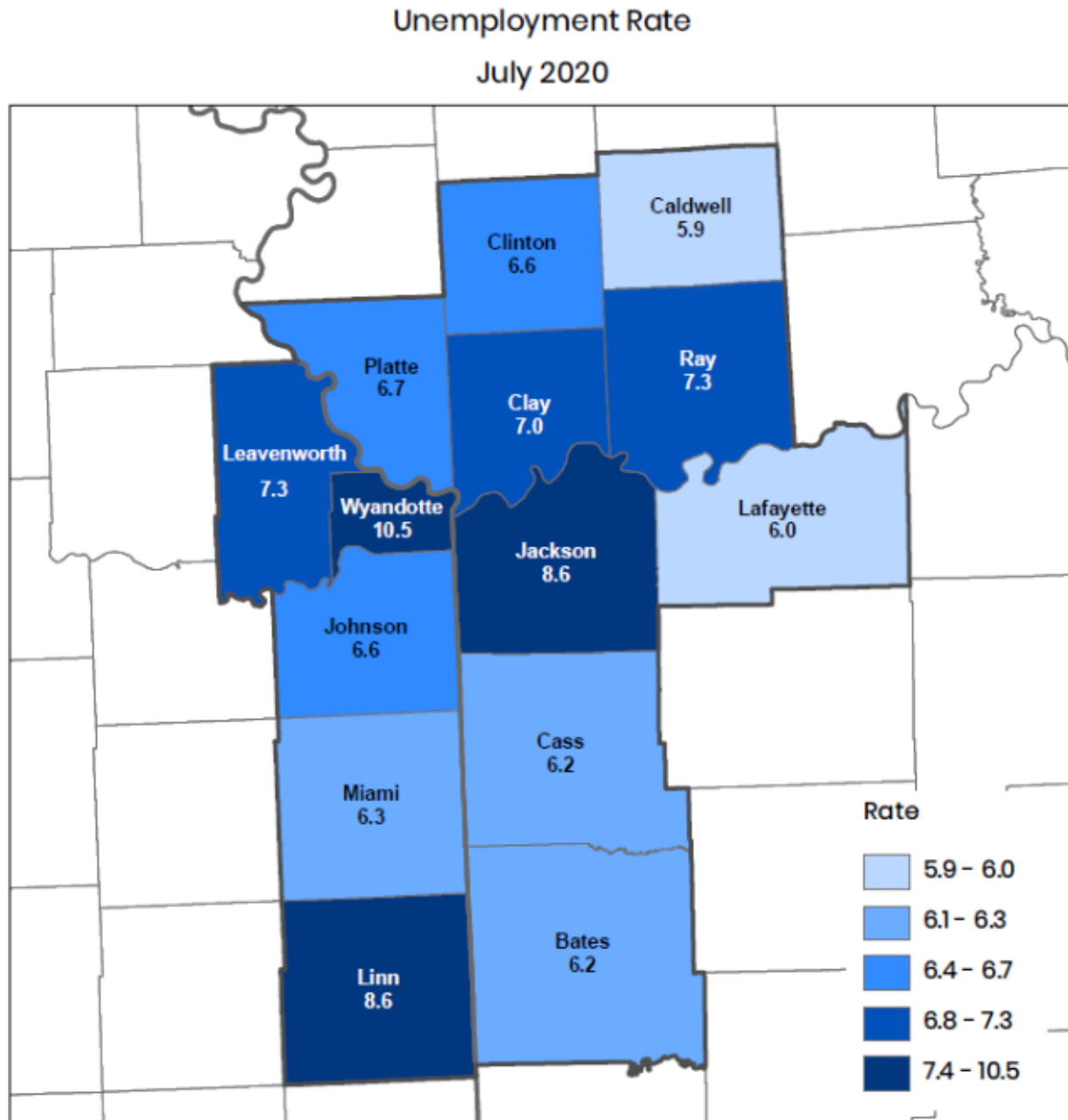
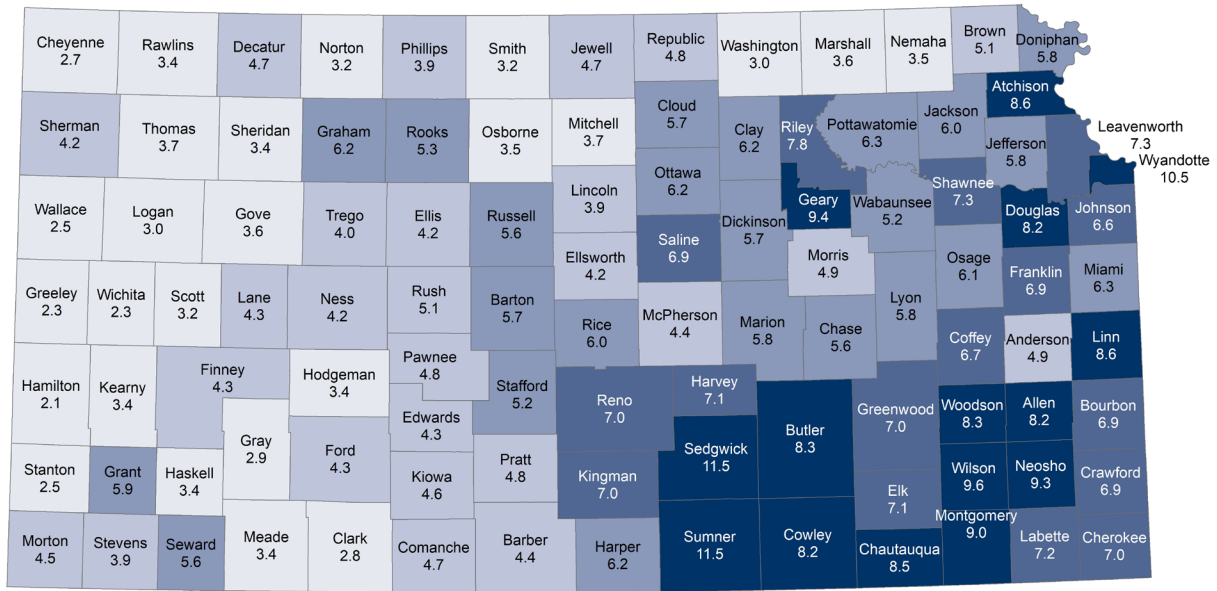


Figure 40. Unemployment rate, July 2020, by KC metro counties (Kansas Department of Labor, Missouri Department of Labor).

Preparing for a Healthy Recovery: Johnson County

Unemployment Rate in Kansas, by County July 2020



Source: Institute for Policy & Social Research, The University of Kansas;
data from Kansas Department of Labor.

Unemployment Rate

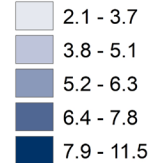
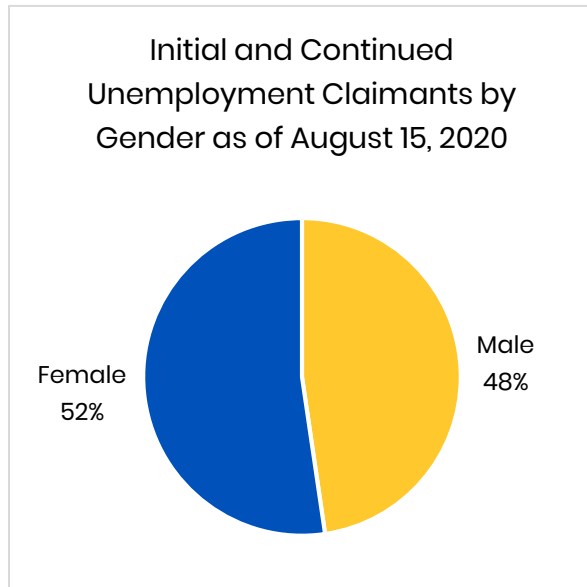


Figure 41. Map of unemployment rates by county in Kansas (Kansas Department of Labor).

Characteristics of the Unemployed



As of August 15, 2020, Johnson County had more female than male claimants for unemployment, 52% compared to 48% (Figure 42). Most of the claimants fall into the prime working age (Figure 43). More females with a high school diploma/GED or some college have filed than males with the same education while more males with a Bachelor's degree have filed compared to females (Figure 44).

Figure 42. Unemployment claimants by gender (Kansas Department of Labor).

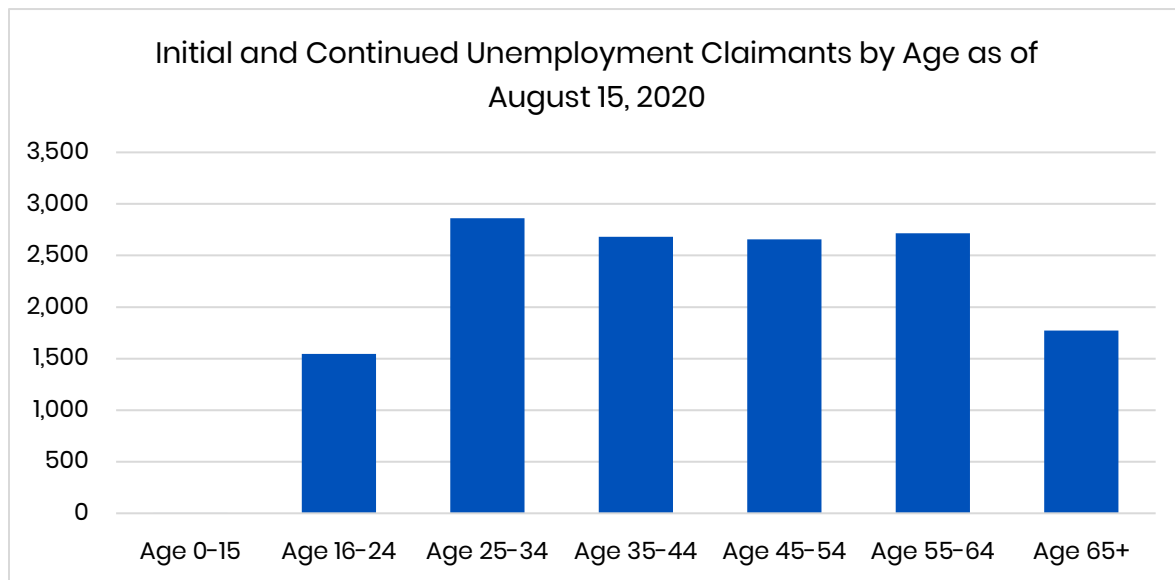


Figure 43. Unemployment claimants by age (Kansas Department of Labor).

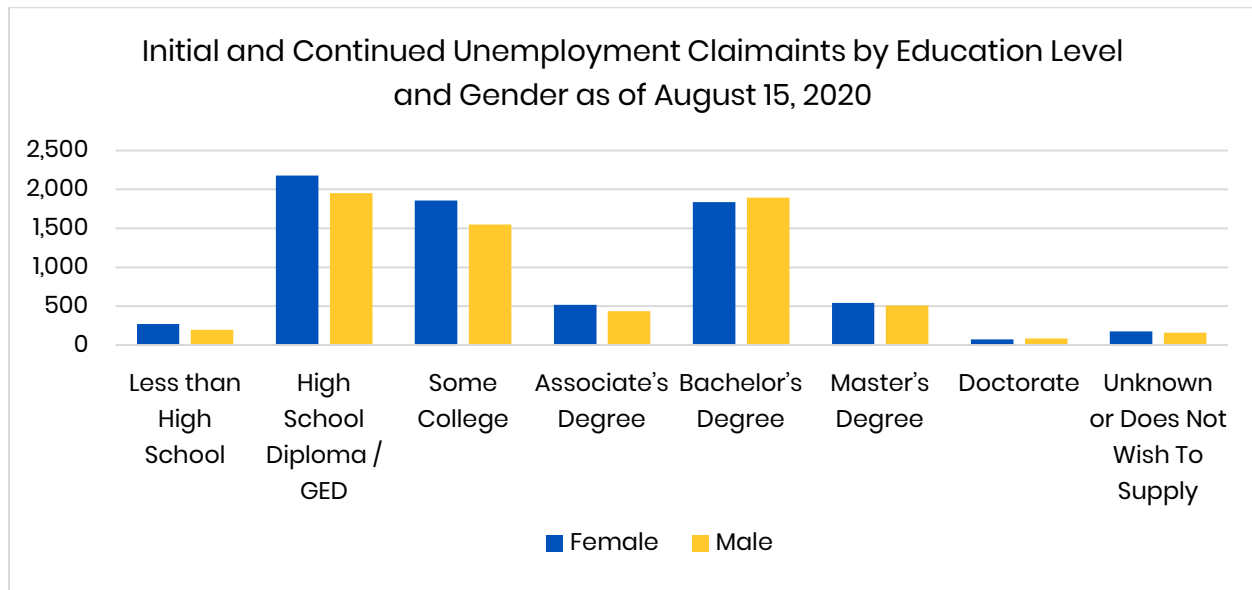


Figure 44. Unemployment claimants by education and gender (Kansas Department of Labor).

Figure 45 shows initial and continued unemployment claimants by industry for Johnson County. Industries considered most vulnerable to the pandemic are health care & social assistance, manufacturing, accommodation & food services, retail trade, and other services. For Johnson County, more than 20% of unemployment claimants are females in three of these vulnerable sectors (Figure 45).

Figure 46 displays the percentage change in employment by industry from 2019 to 2020 for Kansas compared to the Kansas City MSA (Kansas only). Services have been hit particularly hard in the metro area with accommodation & food services, arts & entertainment, information, and professional services experiencing the greatest percentage declines.

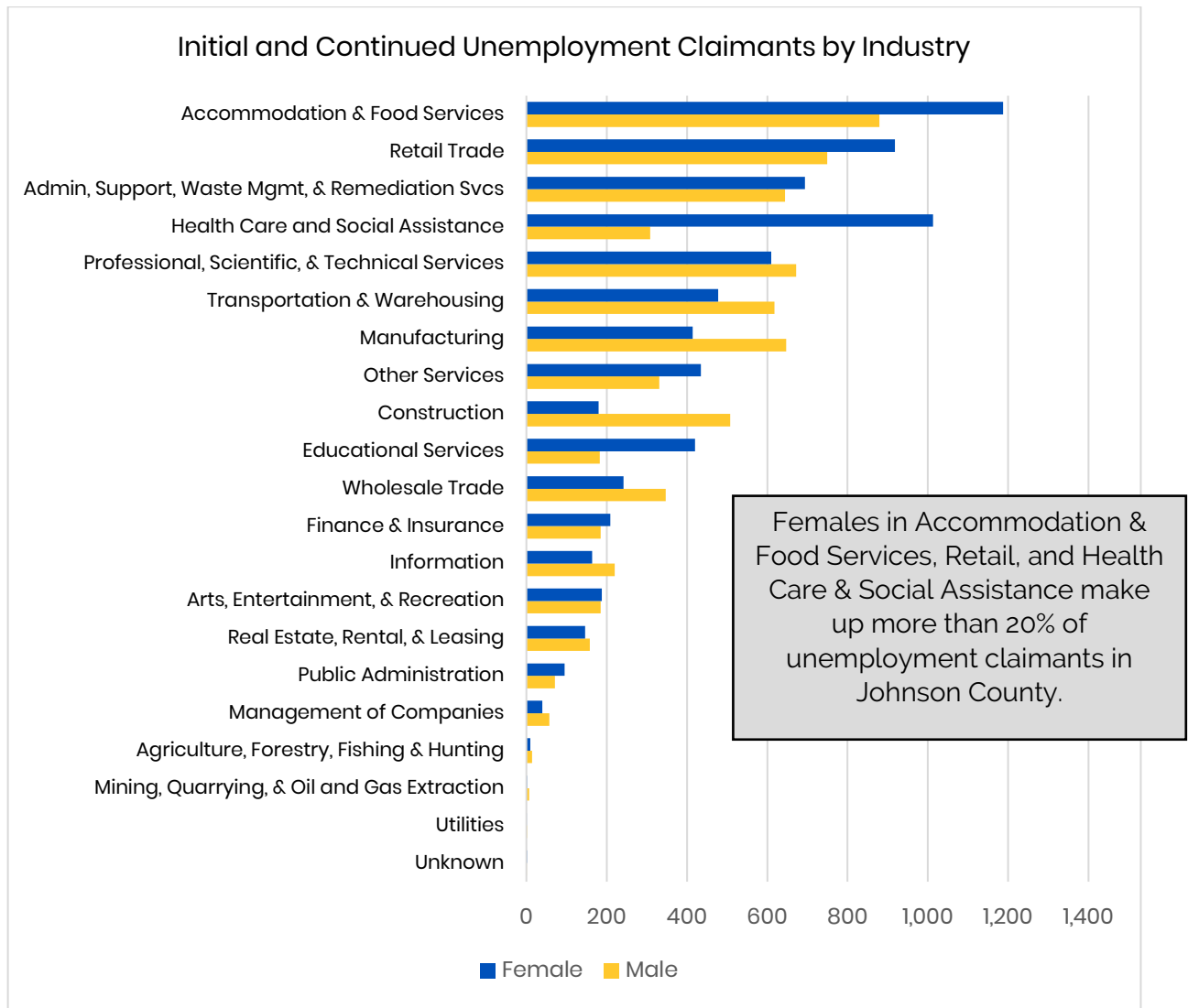


Figure 45. Unemployment claimants by industry and gender (Kansas Department of Labor).

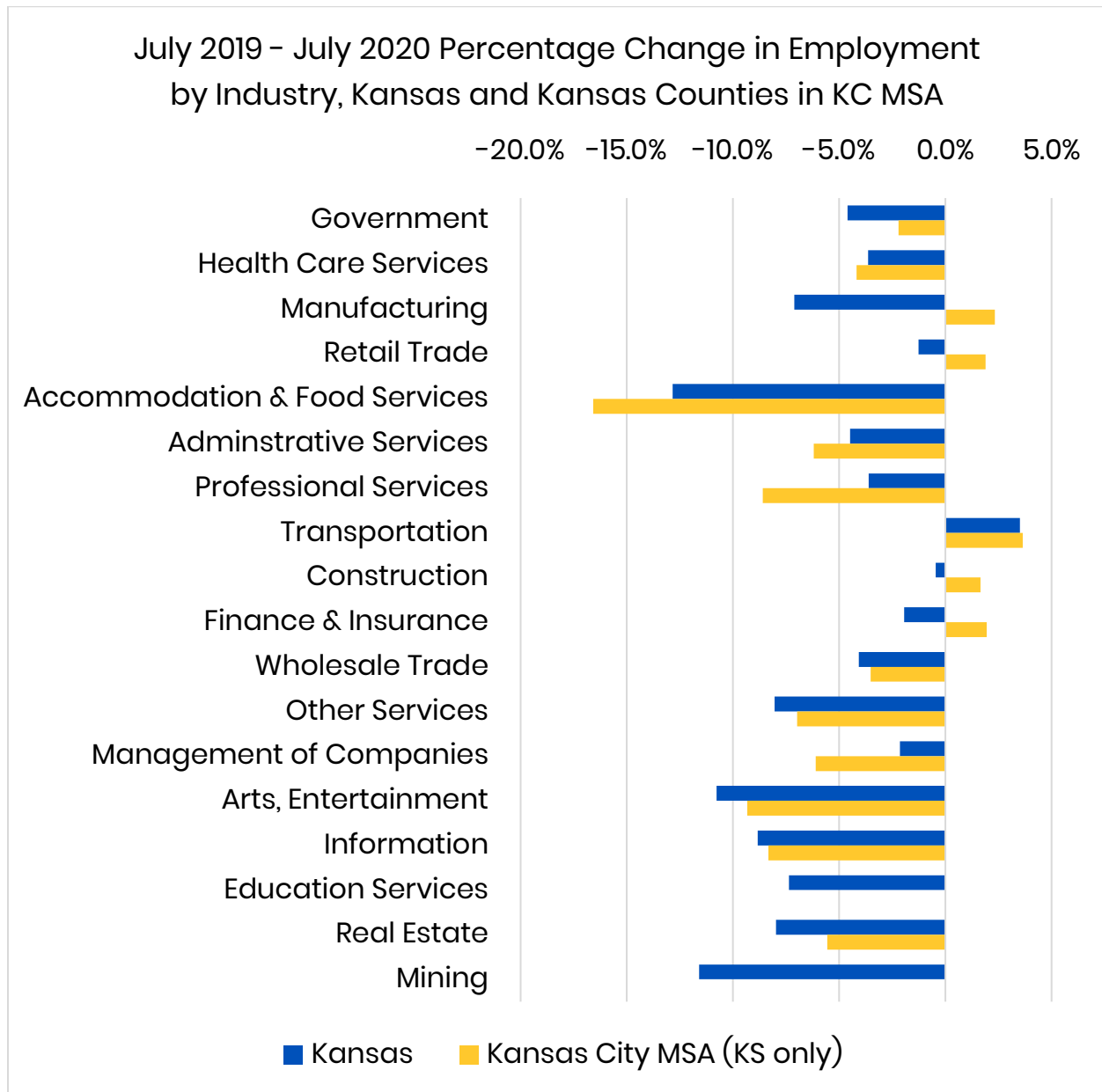


Figure 46. Change in employment by industry (Kansas Department of Labor).

Family Income, Poverty and Social Assistance

Johnson County has the highest median household income in the Kansas City metropolitan region at \$84,915 (Figure 47). This is nearly \$25,000 more or 1.4 times higher than US median household income of \$60,293 and nearly \$27,000 more or 1.5 times higher than Kansas median household income of \$58,218.

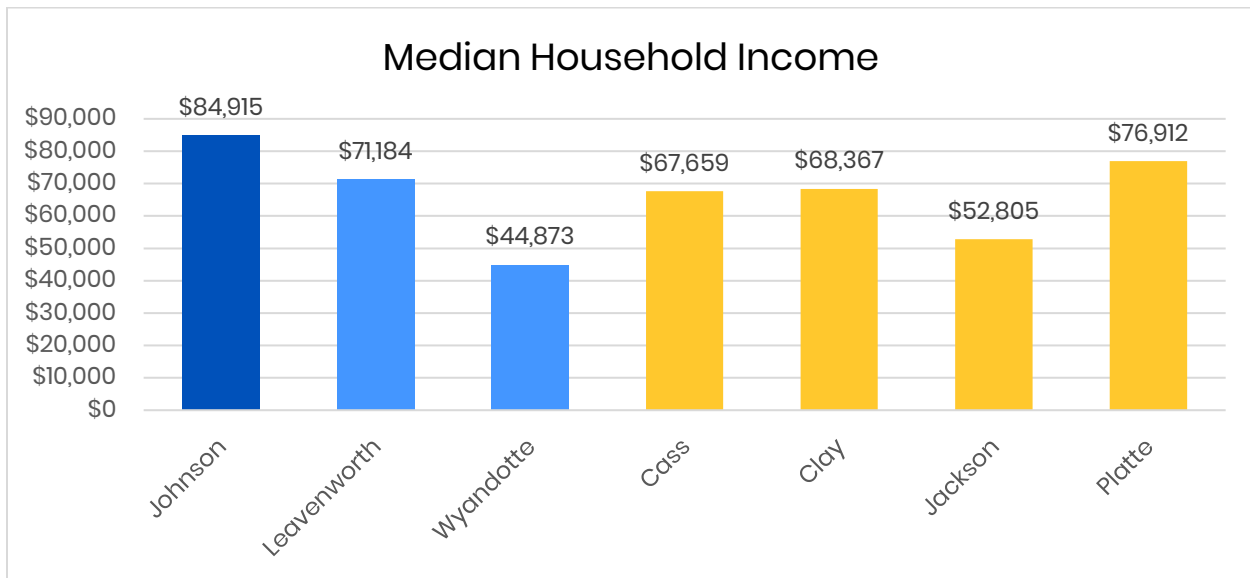


Figure 47. Median household income (U.S. Census Bureau, 2014-18 ACS).

The Economic Policy Institute estimates the cost of a family of four to live in Johnson County is \$83,566 (Figure 48). With a median household income of \$84,915, family households are typically able to make ends meet, but not necessarily get ahead. Transportation, childcare, and health care account for over half of a family's budget. Costs are somewhat lower in Leavenworth County at \$81,913 and significantly lower in Wyandotte County at \$75,366. In Jackson County, Missouri the estimated cost for a family of four is lower still at \$74,553.

Johnson County falls into the lower quartile for Kansas counties for people in poverty with 5.6% of people in poverty and 6.8% of children under 18 in poverty (Figure 49). Johnson County has the lowest poverty rate for the counties in the metro area (Figure 50). Figure 51 illustrates the pockets of poverty in Johnson County which are concentrated mostly in the northeast and along the I-35 corridor.

Preparing for a Healthy Recovery: Johnson County

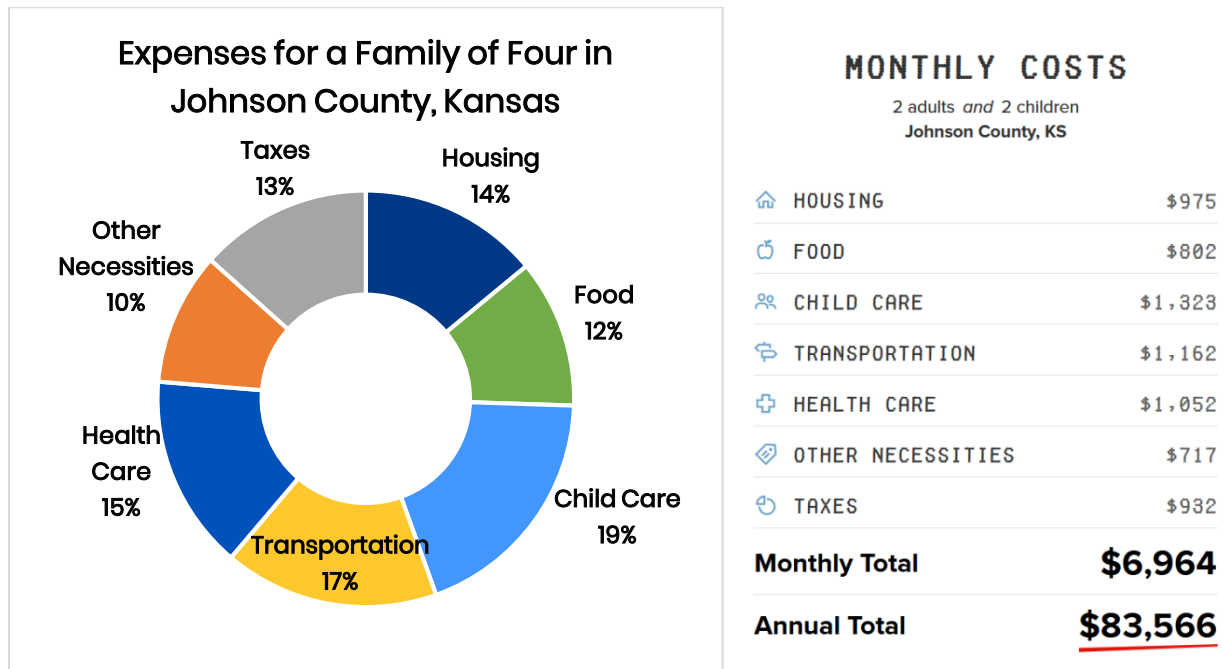


Figure 48. Household expenses for a family of four in Johnson County (Economic Policy Institute).

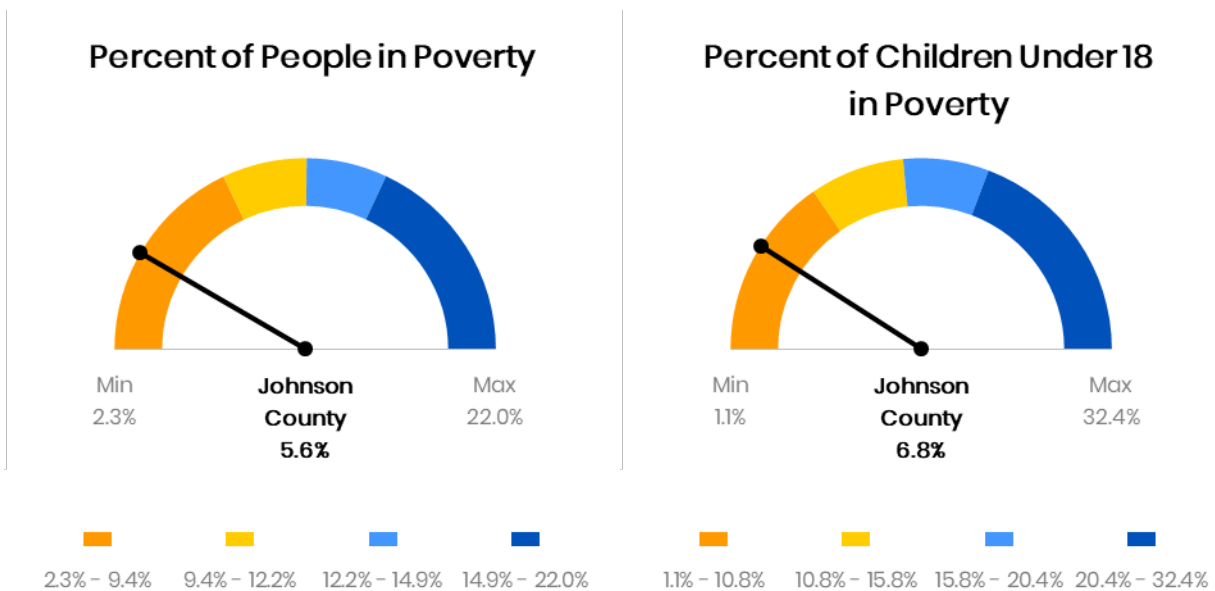


Figure 49. Poverty rates in Johnson County compared to all Kansas counties (U.S. Census Bureau, 2014-18 ACS).

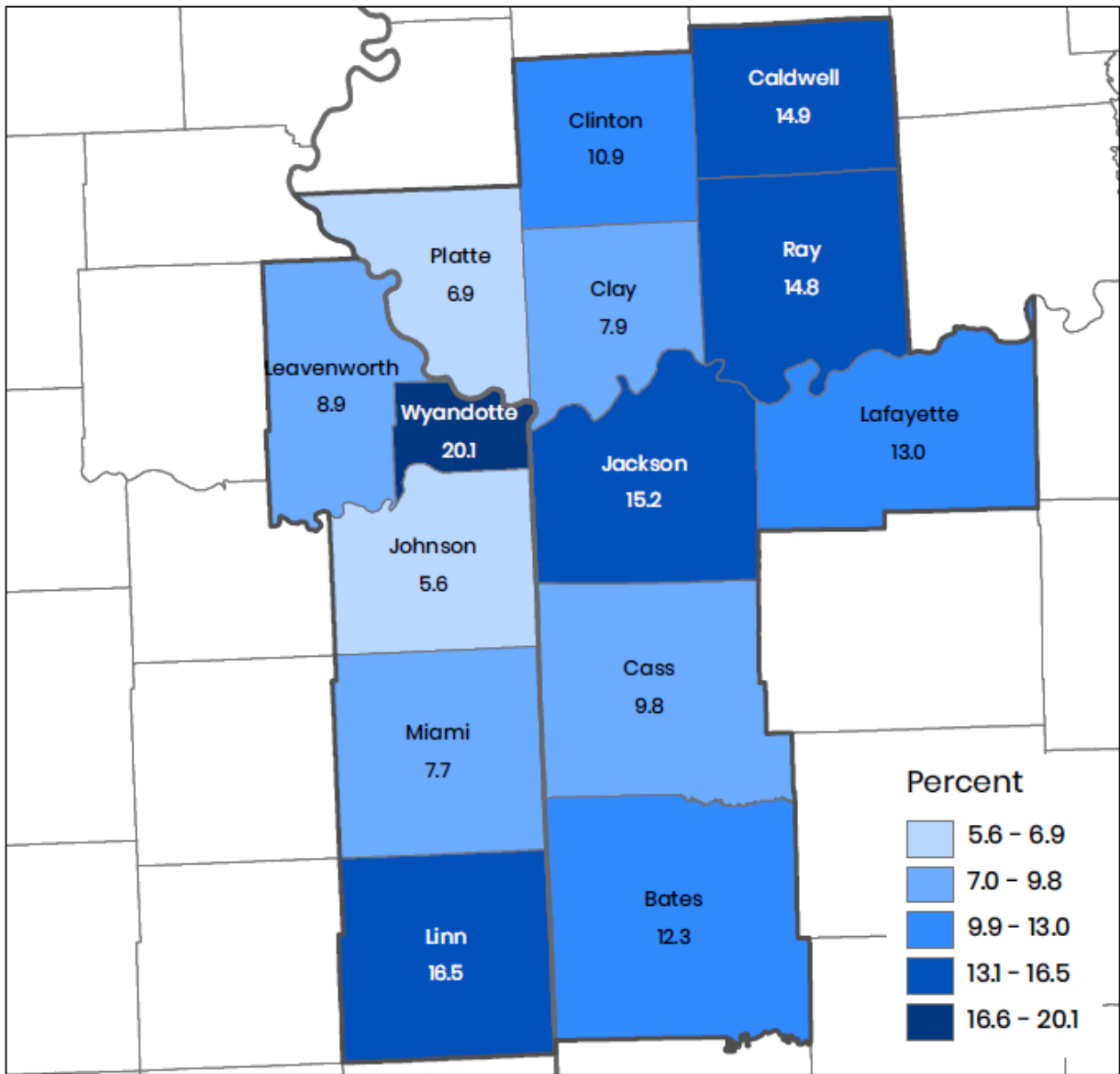
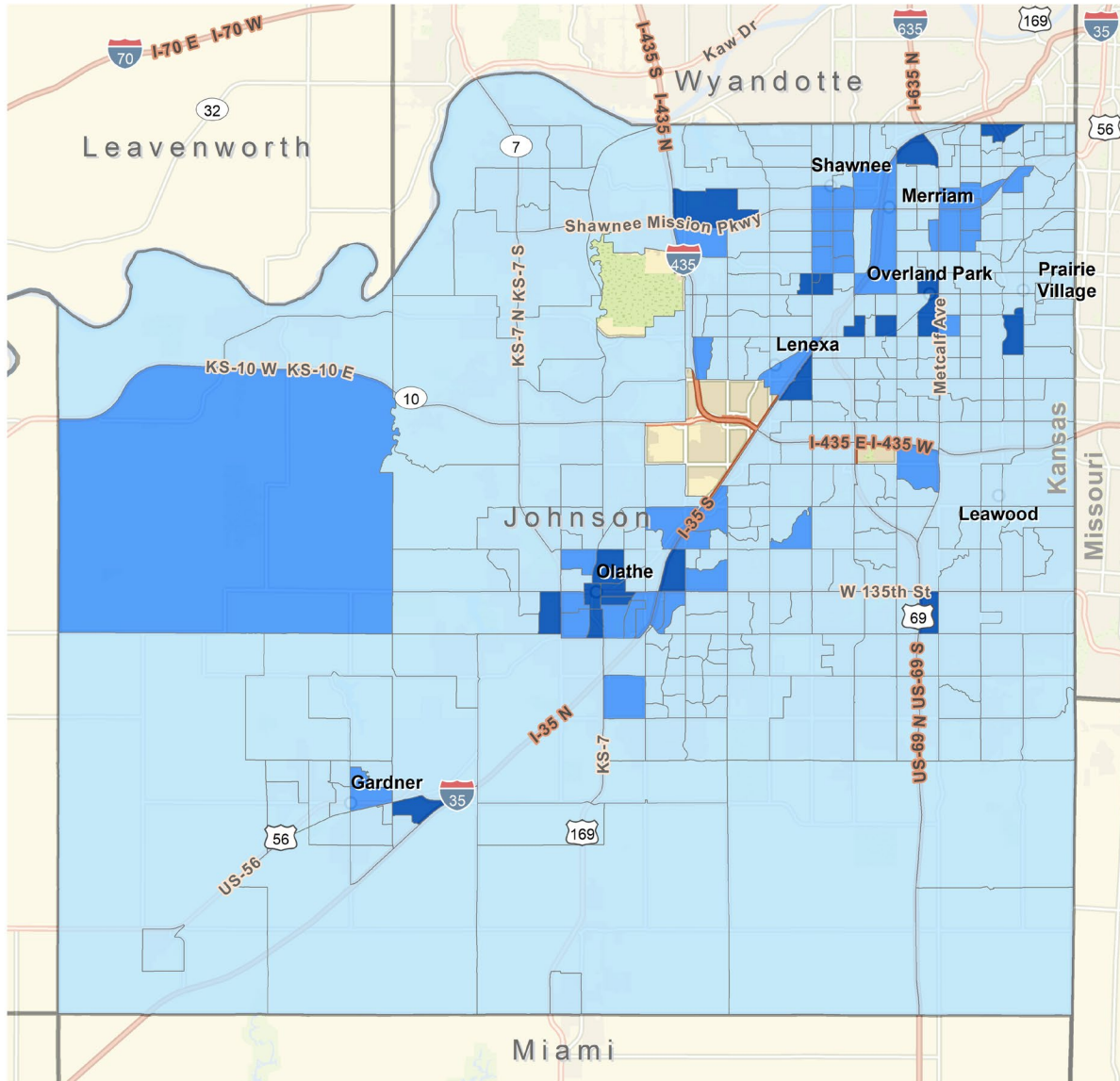


Figure 50. Percent of people in poverty (U.S. Census Bureau, 2014-18 ACS).



Percent of People in Poverty

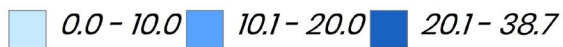


Figure 51. Percent of people in poverty in Johnson County (U.S. Census Bureau, 2014-18 ACS).

Johnson County has the lowest percentage of children that live in a household headed by a single parent in the metro area (Figure 52). The percentage of children under 18 in poverty in Johnson County is the lowest in the Kansas City metro (Figure 53). Johnson County also has among the lowest percentage of adults who are uninsured in the metro (Figure 54). The percentage of children uninsured is under 4% for most of the counties in the metro area except for Wyandotte and Jackson (Missouri) counties (Figure 55). Just over 10% of the population in Johnson County lack adequate access to food, which is the lowest percentage for the major metro counties (Figure 56).

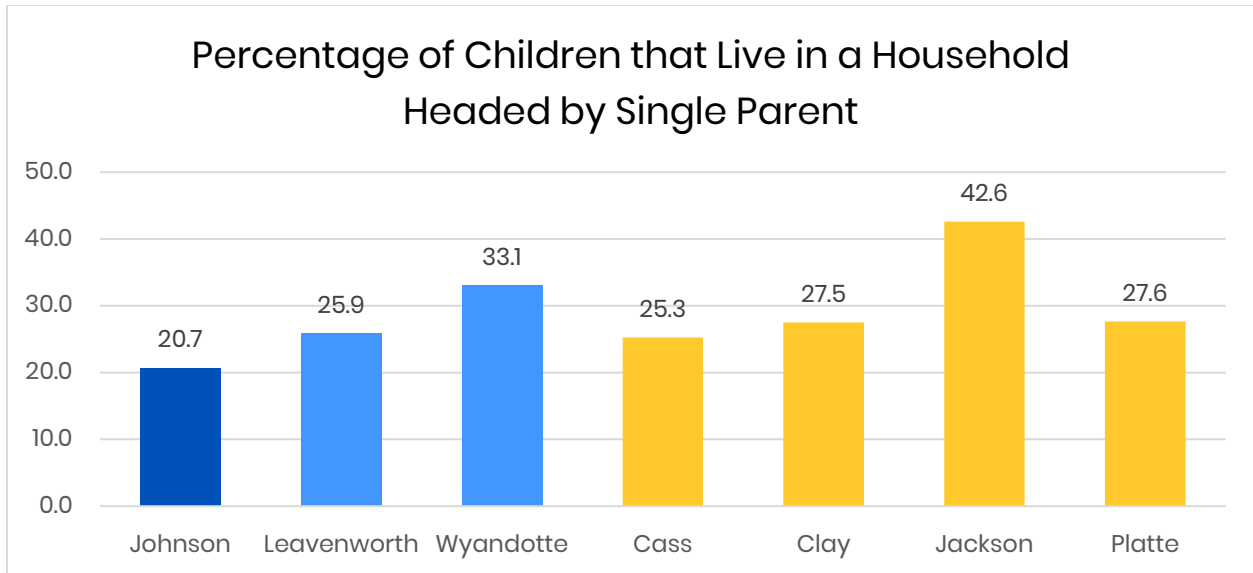


Figure 52. Percent of children in single parent households (Robert Wood Johnson Foundation, 2020 County Health Rankings).

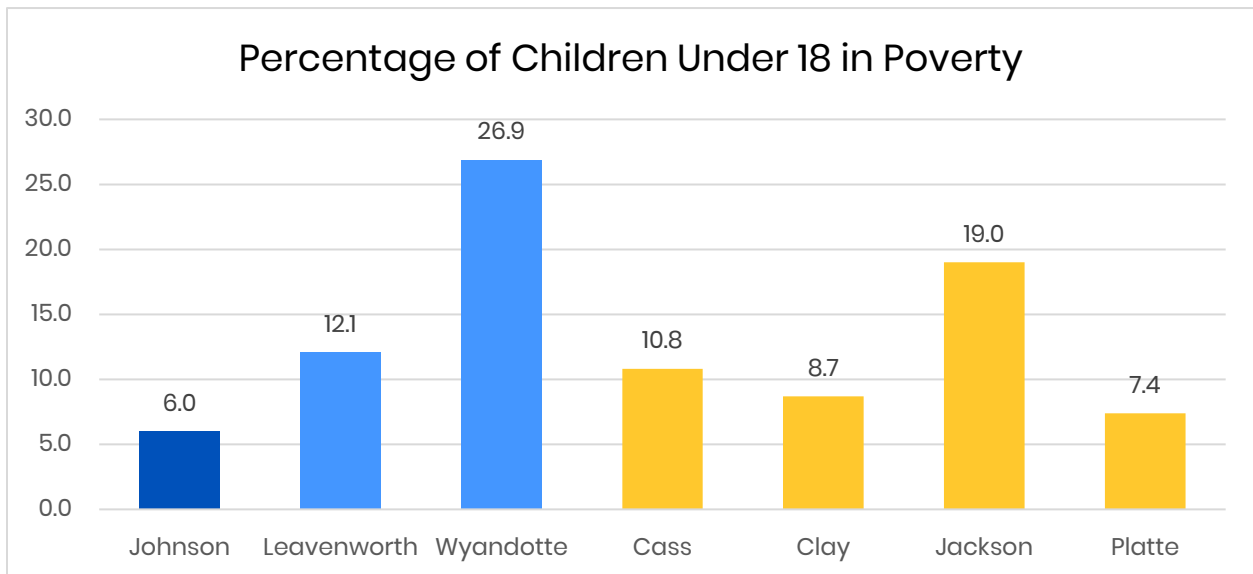


Figure 53. Percent of children in poverty (Robert Wood Johnson Foundation, 2020 County Health Rankings).

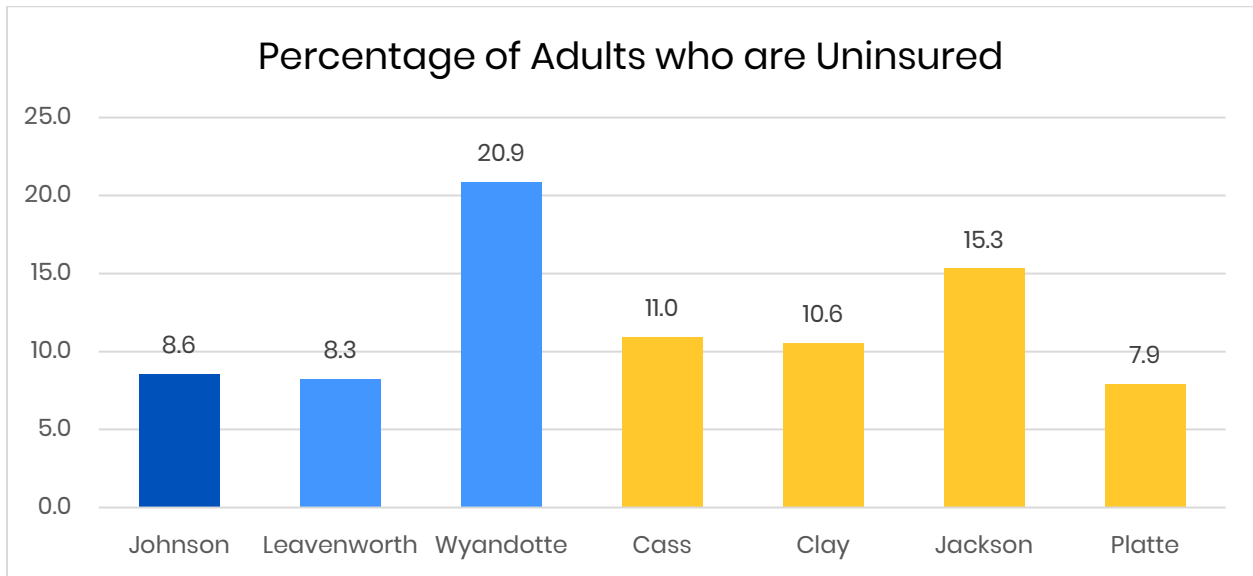


Figure 54. Percent of adults who are uninsured (Robert Wood Johnson Foundation, 2020 County Health Rankings).

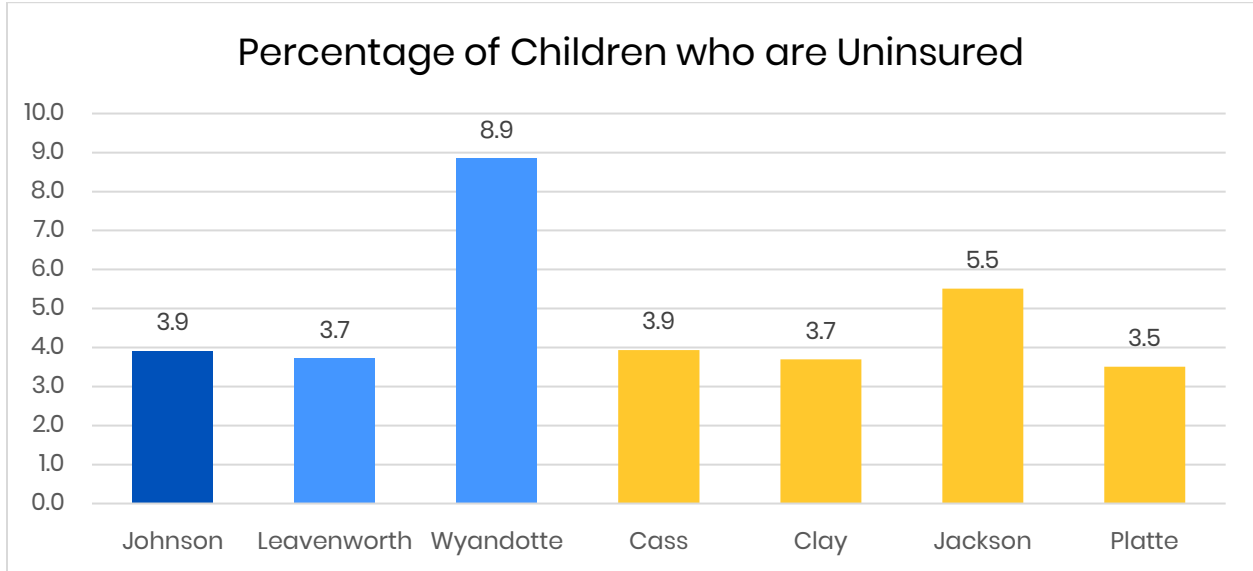


Figure 55. Percent of children who are uninsured (Robert Wood Johnson Foundation, 2020 County Health Rankings).

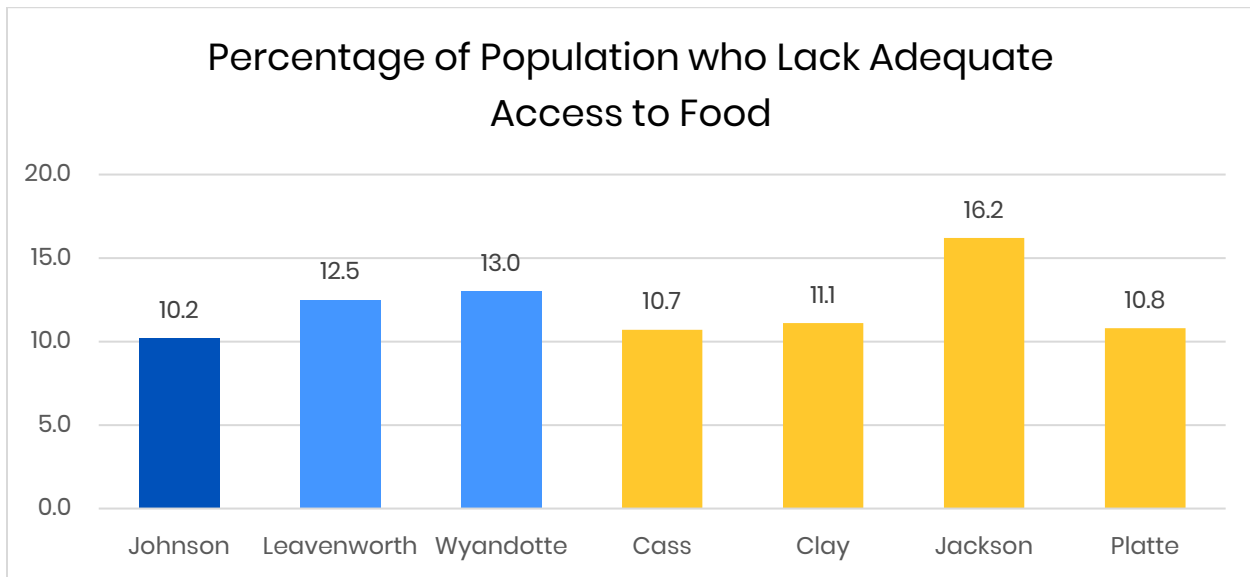


Figure 56 Percent of people experiencing food insecurity (Robert Wood Johnson Foundation, 2020 County Health Rankings).

The pandemic has resulted in an increased reliance on social programs. Participation in the Supplemental Nutrition Assistance Program (SNAP), the Temporary Assistance for Needy Families (TANF), and Child Care Assistance programs have increased. Johnson County had a 5% increase in people benefiting from the SNAP program and a 14% increase in people receiving TANF benefits from July 2019 to July 2020 (Figure 57). Child care assistance served 20% fewer children over the same time period.

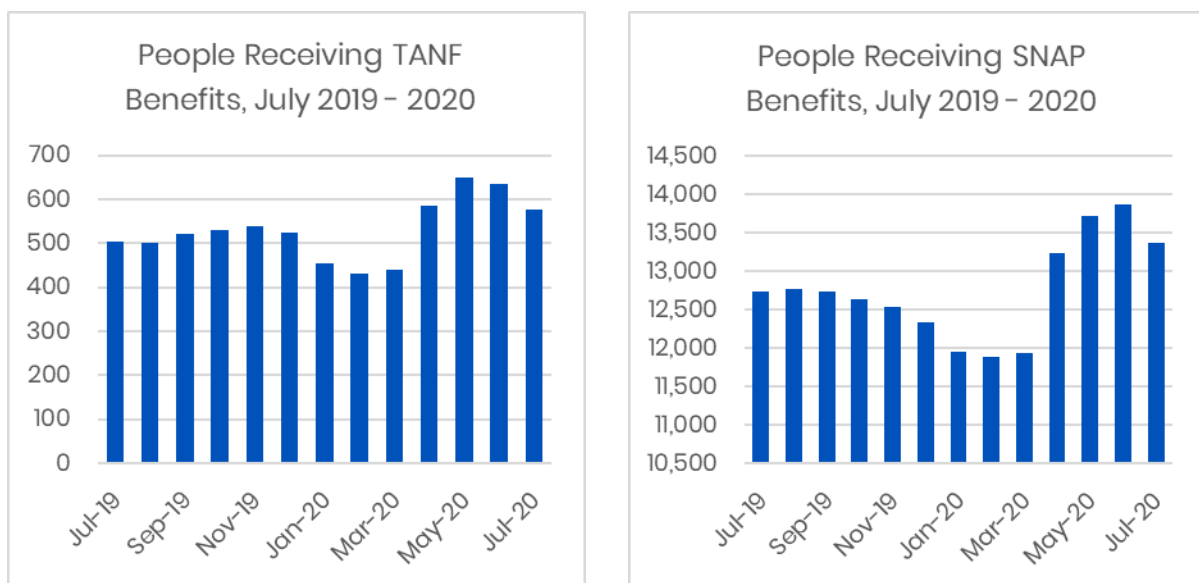


Figure 57. Johnson County participants in TANF and SNAP (Kansas Department for Children and Families).

Impacts on Businesses

Figure 58 plots the industry share of Gross County Product (GCP) along the x-axis and unemployment claimants divided by employment on the y-axis (IPSR's proxy for the current unemployment in the county as of August 15th). The size of each bubble on the graph indicates the share of employment. In Johnson County, the Professional and Finance sectors have both a high share of employment and GCP with relatively low unemployment rates. The blue color indicates sectors that have below average unemployment. The gold sectors indicate higher levels of unemployment (as in Food and Transportation); however these sectors contribute less than 5% each to GCP. The sectors experiencing the most difficulty in Johnson County are Manufacturing, and Information. These sectors contribute over 5% each to GCP and have unemployment rates that are above the 5% unemployment rate. Although the Healthcare and Retail sectors contribute more than 5% to overall GSP, the unemployment rate is below 5%. In general, Figure 58 shows a balanced economy for Johnson County that is fairly resilient to the pandemic.

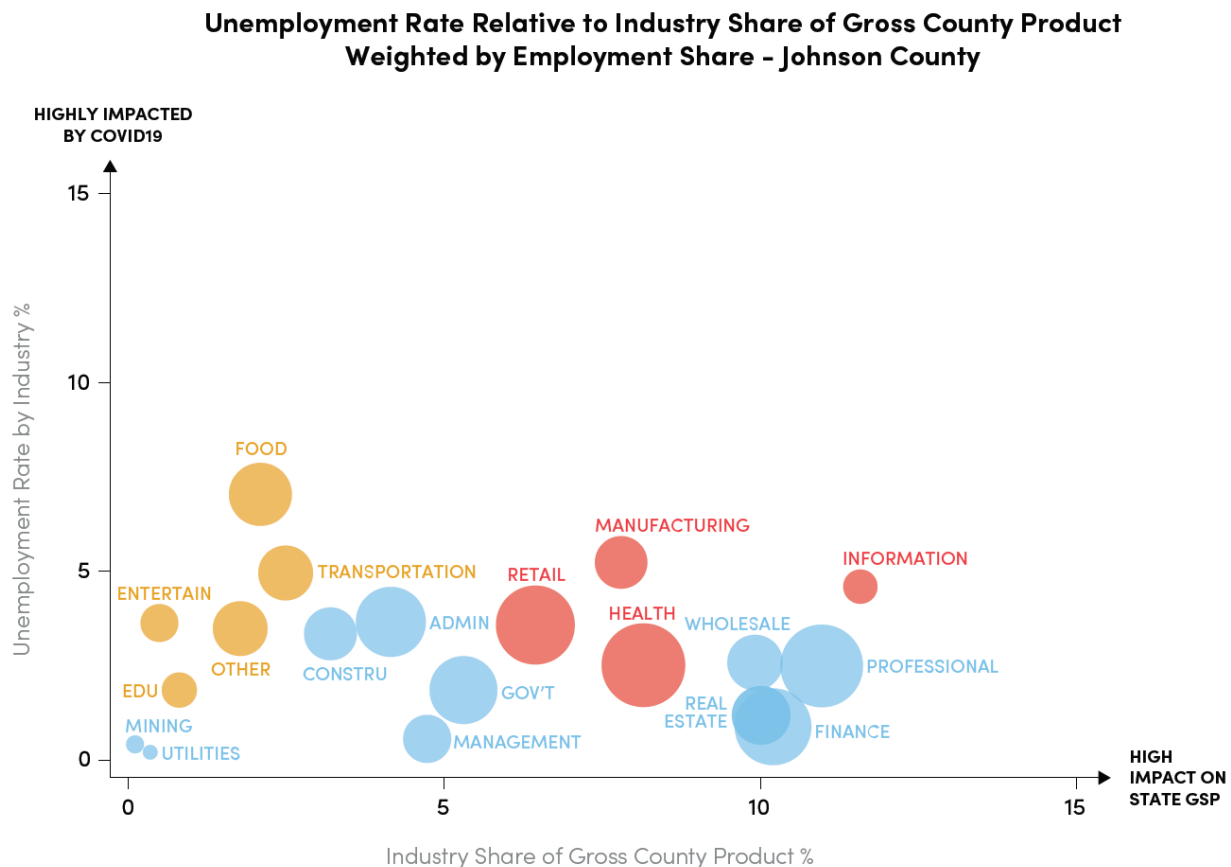
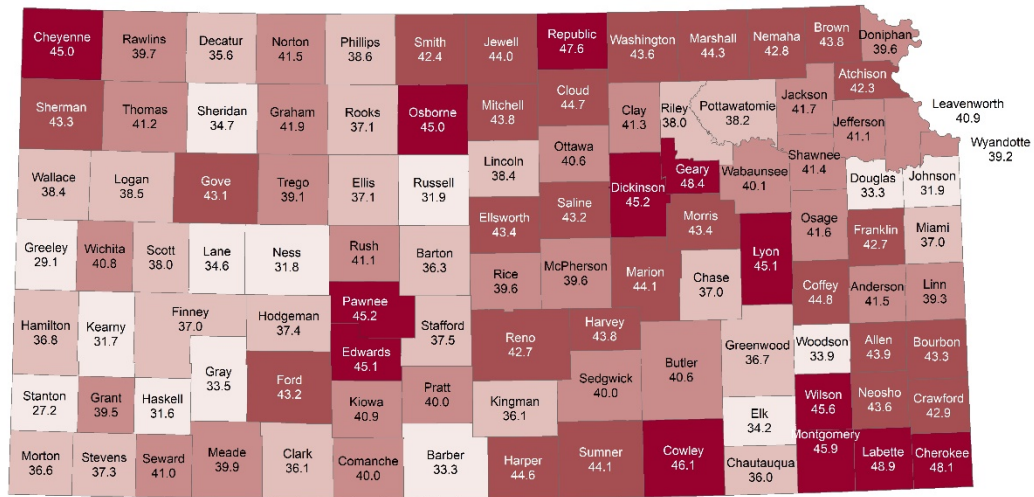


Figure 58. Unemployment rate relative to industry share of Gross County Product for Johnson County (U.S. Bureau of Economic Analysis and Kansas Department of Labor)

Preparing for a Healthy Recovery: Johnson County

Thirty-two percent of the small businesses in Johnson County are considered **vulnerable** to the impact of COVID-19 (Figure 59). These industries are highlighted in blue in Table 8. Service sector jobs, retail trade, and manufacturing are the industries most vulnerable to pandemic-induced recession. However, Figure 59 shows that Johnson County has fewer small businesses in these vulnerable sectors (32%) compared with other counties in Kansas.

Small Businesses Vulnerable to COVID-19 as a Percent of Total Businesses in Kansas, by County, 2016-17



Source: Institute for Policy & Social Research, The University of Kansas; data from U.S. Census Bureau, 2016 County Business Patterns and 2017 Nonemployer Statistics.

Small business defined as those establishments with less than 500 employees, including nonemployers.

Impacted industries include health care & social assistance, manufacturing, accommodation & food services, retail trade, and other services.

Percent of Total Businesses

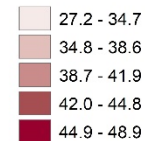


Figure 59. Percent of small businesses vulnerable to the impact of COVID-19 by county (U.S. Census Bureau, 2016 County Business Patterns & 2017 Nonemployer Statistics).

Preparing for a Healthy Recovery: Johnson County

| Industry | Total Establishments with Employees | Small Businesses | | |
|--|---|--|-------------------------------|---------------------------|
| | | Establishments with fewer than 500 Employees | Nonemployer Establishments | Total Small Businesses |
| Agriculture, Forestry, Fishing and Hunting | 7 | 7 | 162 | 169 |
| Mining, Quarrying, and Oil and Gas Extract. | 21 | 21 | 286 | 307 |
| Utilities | 15 | 15 | 6 | 21 |
| Construction | 1,496 | 1,495 | 3,501 | 4,996 |
| Manufacturing | 463 | 457 | 624 | 1,081 |
| Wholesale Trade | 1,251 | 1,246 | 966 | 2,212 |
| Retail Trade | 1,834 | 1,834 | 4,824 | 6,658 |
| Transportation and Warehousing | 376 | 372 | 2,509 | 2,881 |
| Information | 411 | 404 | 819 | 1,223 |
| Finance & Insurance | 1,810 | 1,804 | 2,632 | 4,436 |
| Real Estate and Rental and Leasing | 1,024 | 1,024 | 6,976 | 8,000 |
| Professional, Scientific, and Tech. Services | 2,757 | 2,752 | 9,751 | 12,503 |
| Management of Companies and Enterprises | 228 | 226 | 0 | 226 |
| Admin. and Support and Waste Mgt. Serv. | 1,177 | 1,171 | 3,072 | 4,243 |
| Educational Services | 265 | 263 | 1,744 | 2,007 |
| Health Care and Social Assistance | 1,956 | 1,947 | 3,750 | 5,697 |
| Arts, Entertainment, and Recreation | 259 | 259 | 3,370 | 3,629 |
| Accommodation and Food Services | 1,165 | 1,165 | 423 | 1,588 |
| Other Services (except Public Admin.) | 1,305 | 1,304 | 5,683 | 6,987 |
| Industries not classified | 32 | 32 | 0 | 32 |
| Total | 17,852 | 17,798 | 51,098 | 68,896 |

Table 8. Small businesses in Johnson County by industry (U.S. Census Bureau, 2016 County Business Patterns & 2017 Nonemployer Statistics).

Johnson County imposes a 1.475% county sales tax. Figure 60 shows year-over-year taxable retail sales for Johnson County and the state of Kansas from January through May 2020 compared to same months in 2019. Eighteen cities in Johnson County impose local sales taxes and there are sixty-two special taxation districts. The sales tax rates in Johnson County range from 7.975% to 11.475%. Local sales tax distributions are available through July 2020.

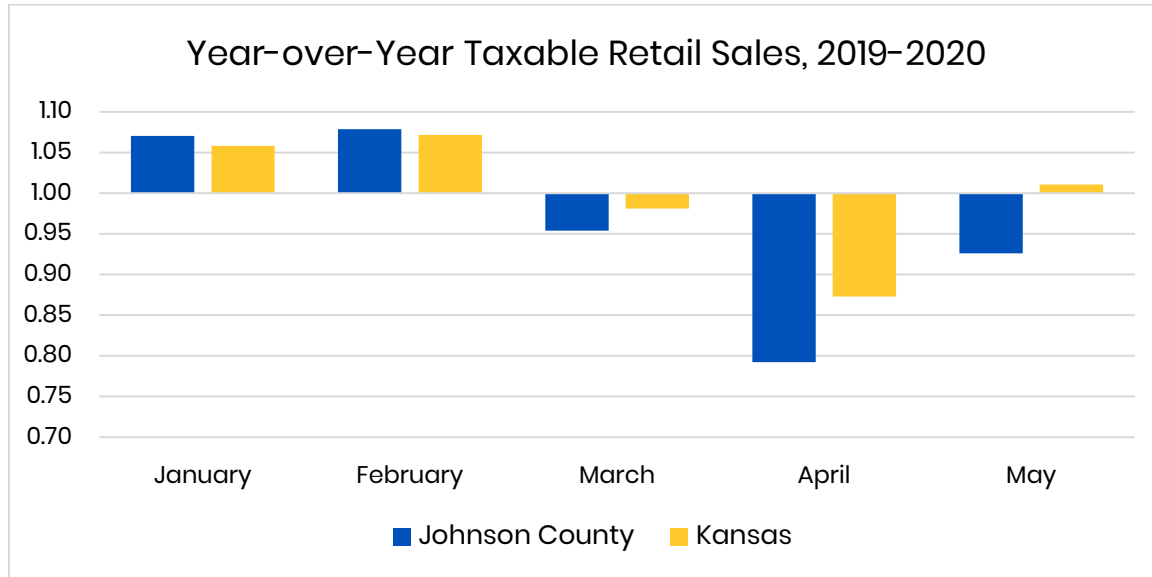


Figure 60. Taxable retail sales in Johnson County and the State of Kansas (Kansas Department of Revenue).

Table 9 details the local sales and use tax distributions from January-July 2019 and January-July 2020 to illustrate the local impact of spending changes due to COVID-19. Some cities such as Mission Woods, Leawood and Westwood Hills have experienced double-digit declines in retail sales. However, other areas have seen double-digit increases. Remarkably retail sales in Johnson County for the first six months of 2020 are down less than 1% compared to a year ago. This indicates that consumption spending has rebounded in the county from the downturn in March and April.

| Local Sales and Use Tax Distributions in Johnson County | | | |
|---|------------------------|------------------------|-------------------|
| City | January - July 2019 | January - July 2020 | Percent Change |
| Johnson County | \$ 123,269,960.67 | \$ 122,272,750.87 | -0.8% |
| DeSoto | \$ 1,005,088.10 | \$ 925,920.64 | -7.9% |
| Edgerton | \$ 332,657.24 | \$ 372,560.61 | 12.0% |
| Fairway | \$ 682,638.85 | \$ 672,697.94 | -1.5% |
| Gardner | \$ 2,432,935.84 | \$ 2,601,505.21 | 6.9% |
| Leawood | \$ 6,305,010.03 | \$ 5,669,682.07 | -10.1% |
| Lenexa | \$ 14,105,755.21 | \$ 14,468,829.20 | 2.6% |
| Merriam | \$ 6,868,834.02 | \$ 6,464,757.69 | -5.9% |
| Mission | \$ 3,075,612.99 | \$ 3,111,873.98 | 1.2% |
| Mission Hills | \$ 599,092.92 | \$ 608,314.92 | 1.5% |
| Mission Woods | \$ 28,460.44 | \$ 23,460.09 | -17.6% |
| Olathe | \$ 25,979,978.99 | \$ 27,160,845.89 | 4.5% |
| Overland Park | \$ 31,879,070.34 | \$ 30,353,655.59 | -4.8% |
| Prairie Village | \$ 1,918,331.56 | \$ 1,969,251.29 | 2.7% |
| Roeland Park | \$ 1,105,912.48 | \$ 1,212,160.70 | 9.6% |
| Shawnee | \$ 11,334,182.49 | \$ 11,633,120.40 | 2.6% |
| Spring Hill ¹ | \$ 721,150.34 | \$ 813,234.20 | 12.8% |
| Westwood | \$ 427,359.70 | \$ 450,181.24 | 5.3% |
| Westwood Hills | \$ 31,174.32 | \$ 25,713.63 | -17.5% |
| ¹ The city of Spring Hill is located in both Johnson and Miami counties. | | | |

Table 9. Local sales and use tax distributions in Johnson County (Kansas Department of Revenue)

Preparing for a Healthy Recovery: Johnson County

As of August 9, 2020, small businesses that were open in Johnson County declined by 11.3% compared to January 2020. Overall, small businesses in Johnson County experienced a 20.6% decrease in revenue compared to a 13.9% drop in the Kansas City metropolitan area (Figure 61).

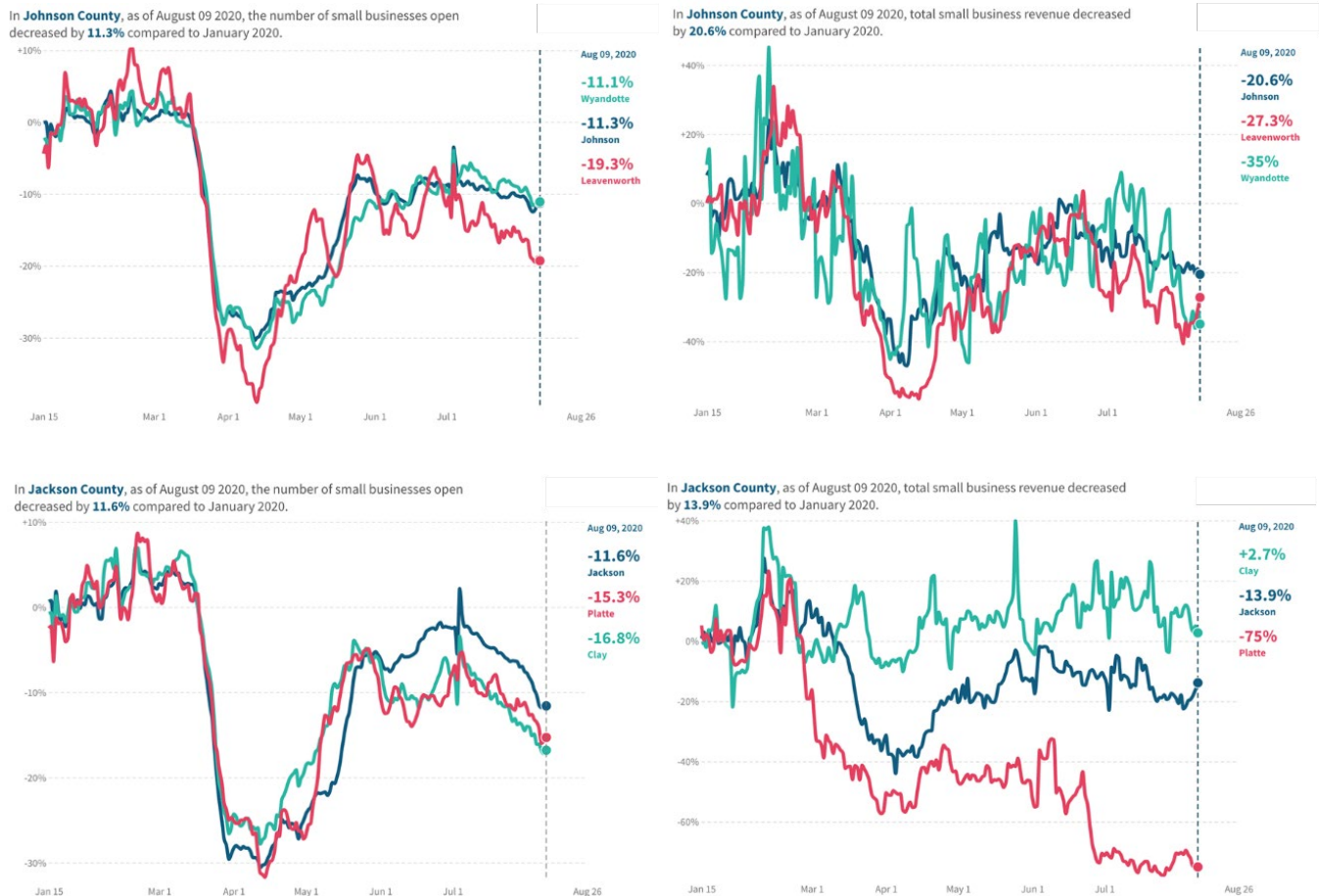


Figure 61. Small businesses open and small business revenue in Johnson and select Kansas City MSA (Opportunity Insights, Economic Tracker).

Figure 62 illustrates the change in small business revenue by zip code. This measure, from Womply, is constructed as the average revenue from March 25-May 26 compared to January 2020. Small businesses in the Lenexa area have had a decrease in revenue where small businesses in the Prairie Village-Mission Hills area have seen increased revenue.

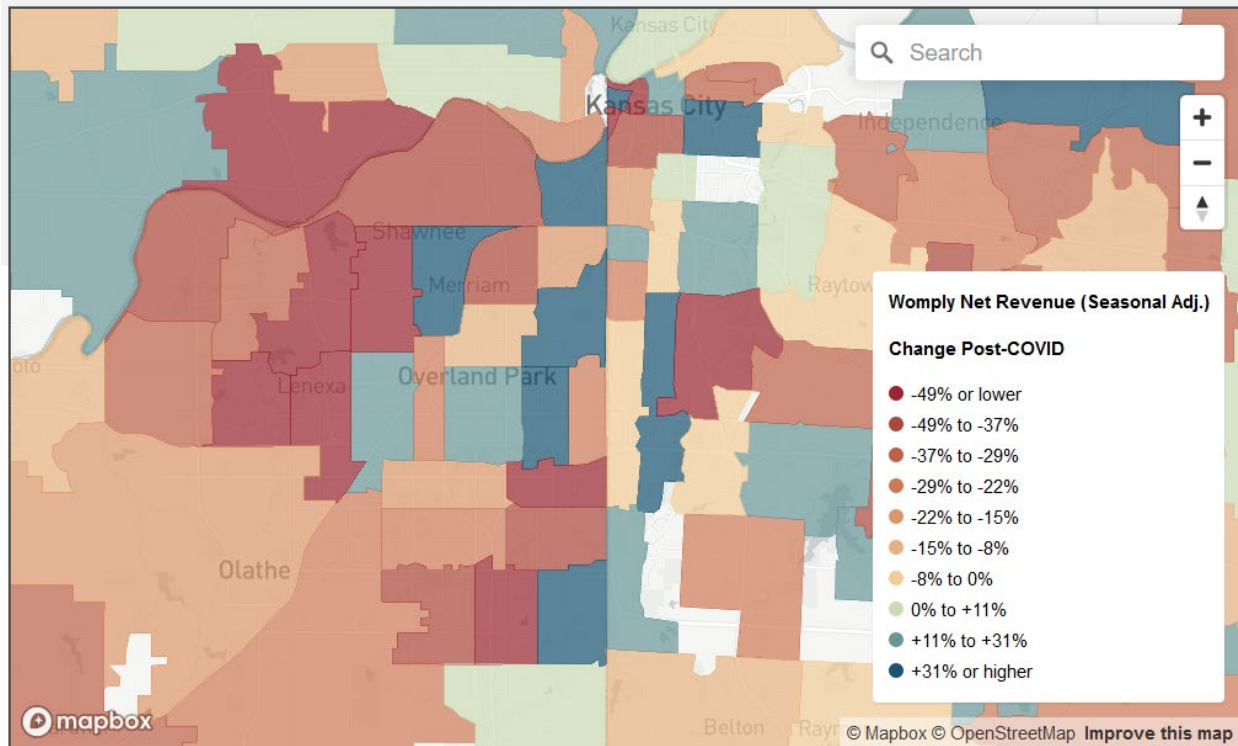


Figure 62 Change in small business revenue by zip code (Opportunity Insights, Economic Tracker).

Paycheck Protection Program (PPP)

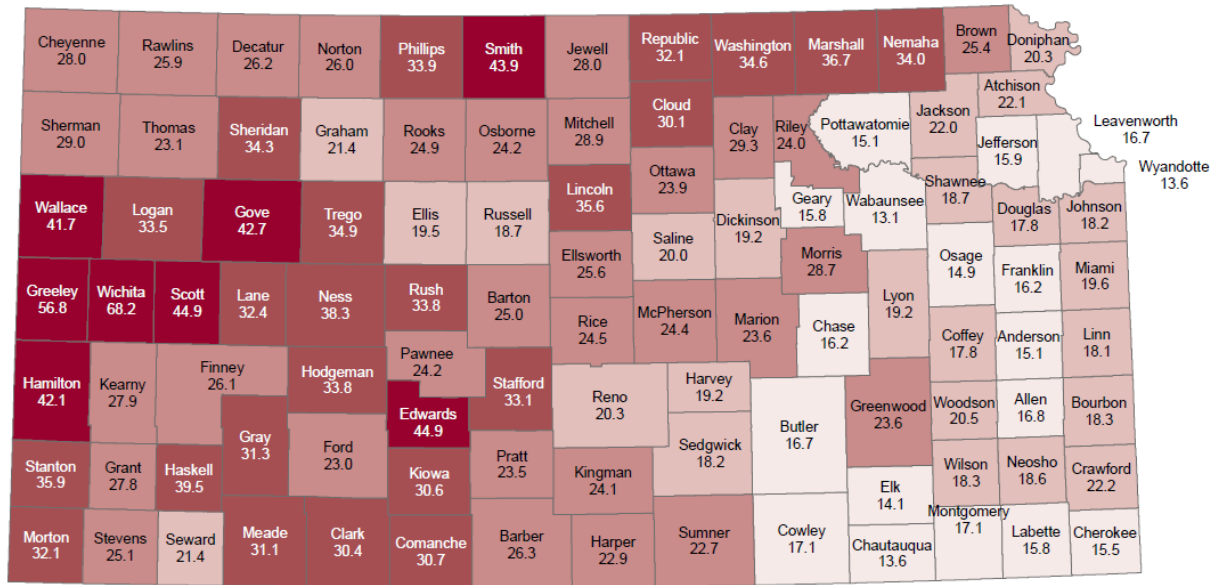
With 11,778 businesses receiving PPP loans in Johnson County, these business are expected to retain 128,620 jobs (Table 10). This is around 18% of the small businesses in the county (Figure 63) and the jobs retained are 38.4% of civilian labor force in the county (Figure 64). Table 10 details PPP loans by size of loan and industry. While the exact amount of each loan is not available for larger loans, loan ranges are available. Using these loan ranges, it is estimated that more than \$1 billion came into Johnson County businesses under the PPP program (Figure 65).

| Industry Description | Loan Range | | | | | | Total Loans | Jobs Retained |
|---|-------------------|------------------|------------------|-------------------------|-----------------------|------------------------|----------------|------------------|
| | \$5-10 million | \$2-5 million | \$1-2 million | \$350,000- 1 million | \$150,000- 350,000 | less than \$150,000 | | |
| Accommodation and Food Services | 2 | 11 | 6 | 28 | 128 | 457 | 632 | 19,526 |
| Health Care and Social Assistance | 3 | 12 | 24 | 72 | 142 | 1,156 | 1,409 | 18,265 |
| Professional, Scientific, and Technical Services | | 14 | 21 | 109 | 154 | 1,878 | 2,176 | 15,488 |
| Construction | | 8 | 19 | 79 | 101 | 820 | 1,027 | 11,588 |
| Admin., Support, Waste Mgmt, and Remediation Svcs | 1 | 11 | 8 | 46 | 64 | 557 | 687 | 11,518 |
| Other Services (except Public Administration) | | 4 | 5 | 34 | 74 | 1,046 | 1,163 | 10,045 |
| Manufacturing | 3 | 5 | 18 | 58 | 63 | 316 | 463 | 8,290 |
| Retail Trade | | 6 | 7 | 29 | 44 | 689 | 775 | 7,244 |
| Wholesale Trade | | 6 | 12 | 48 | 44 | 349 | 459 | 5,279 |
| Real Estate and Rental and Leasing | | 6 | 4 | 13 | 42 | 768 | 833 | 4,478 |
| Finance and Insurance | | 2 | 3 | 24 | 51 | 654 | 734 | 3,741 |
| Educational Services | | 2 | 4 | 9 | 15 | 177 | 207 | 3,099 |
| Arts, Entertainment, and Recreation | | 1 | 2 | 2 | 13 | 253 | 271 | 2,962 |
| Transportation and Warehousing | | 3 | 3 | 12 | 33 | 267 | 318 | 2,505 |
| Information | 2 | | | 12 | 16 | 135 | 165 | 2,001 |
| Not Specified | | | 1 | | 3 | 218 | 222 | 869 |
| Unclassified | | | 1 | 1 | 5 | 100 | 107 | 775 |
| Agriculture, Forestry, Fishing and Hunting | | | 2 | 1 | 2 | 46 | 51 | 353 |
| Management of Companies and Enterprises | | | 1 | 1 | 2 | 16 | 20 | 331 |
| Public Administration | | | | | 3 | 19 | 22 | 97 |
| Mining, Quarrying, and Oil and Gas Extraction | | | | | 3 | 21 | 24 | 90 |
| Utilities | | | | 1 | 3 | 9 | 13 | 76 |
| Total | 11 | 91 | 141 | 579 | 1,005 | 9,951 | 11,778 | 128,620 |

Table 10. PPP loans in Johnson County by industry and size (U.S. Small Business Administration).

Preparing for a Healthy Recovery: Johnson County

Percent of Small Businesses in Kansas Receiving PPP Loans, by County, as of June 30, 2020



Source: Institute for Policy & Social Research, The University of Kansas; data from U.S. Small Business Administration and U.S. Census Bureau, 2016 County Business Patterns and 2017 Nonemployer Statistics.

Small business defined as those establishments with less than 500 employees, including nonemployers.

Percent of Small Businesses

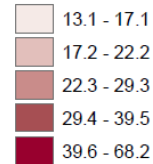


Figure 63. Percent of small businesses receiving PPP loans (U.S. Small Business Administration; U.S. Census Bureau)

Preparing for a Healthy Recovery: Johnson County

Jobs Retained with PPP Loans as a Percentage of Civilian Labor Force in Kansas, by County, as of June 30, 2020

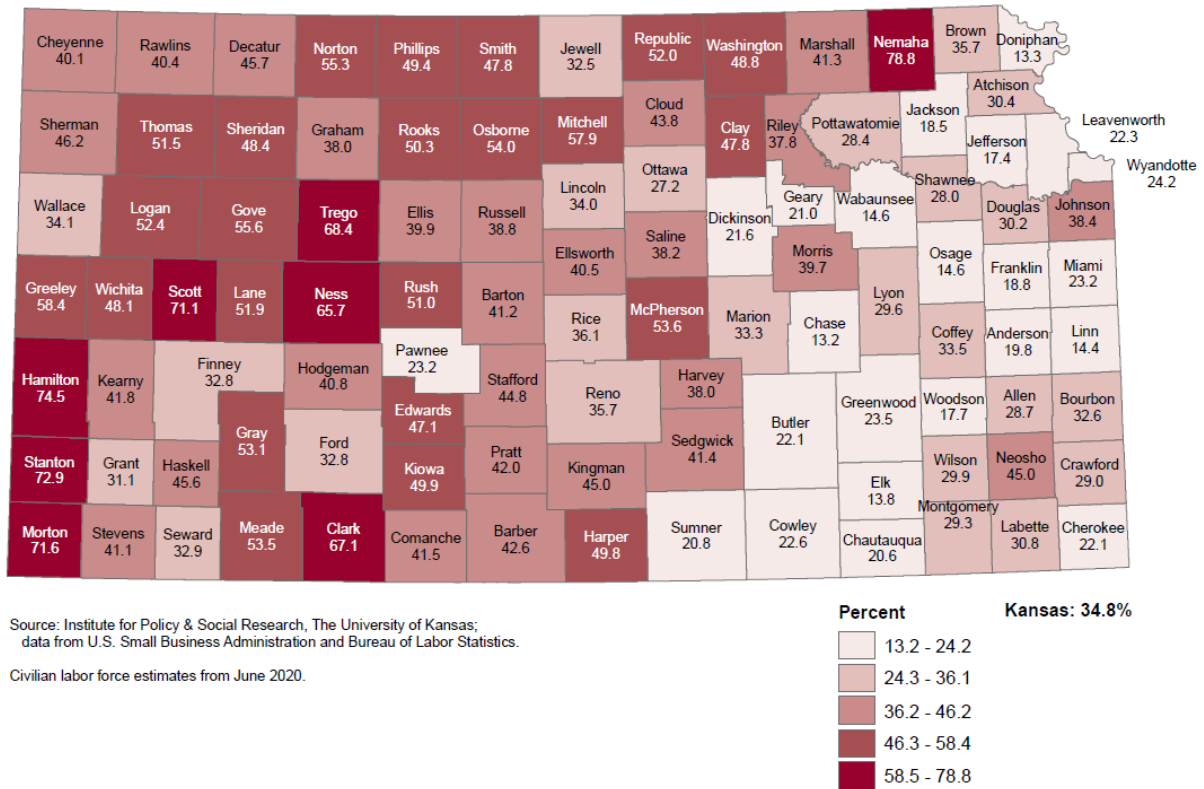
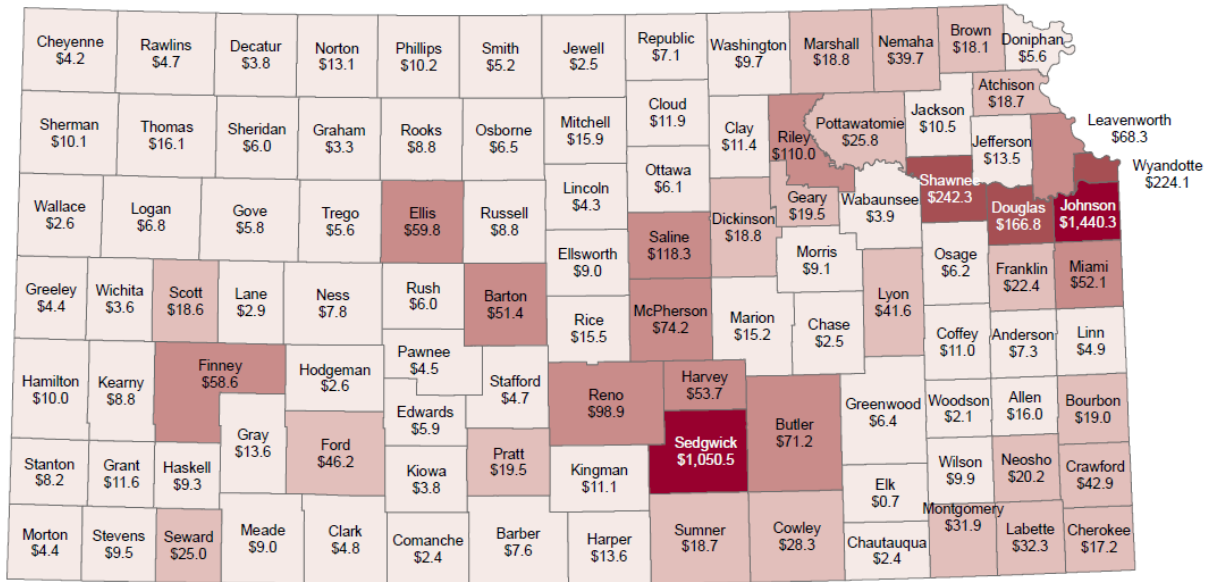


Figure 64. Job retained with PPP loans as a percentage of the labor force (U.S. Small Business Administration).

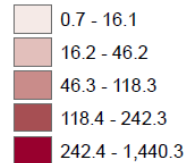
Preparing for a Healthy Recovery: Johnson County

Estimated Amount of PPP Loans in Kansas, by County, as of June 30, 2020



Source: Institute for Policy & Social Research, The University of Kansas;
data from U.S. Small Business Administration.

Dollars (in millions)



Kansas Total:

\$4,996.1 million
51,872 loans

Figure 65. Estimated amount of PPP loans (U.S. Small Business Administration).

Figure 66 illustrates jobs retained by detailed industry and shows that the most loans were made in the professional, scientific, and technical services (2,176 loans) and retained 15,488 jobs. Food services and drinking places loans (549) retained the highest number of jobs at 17,598.

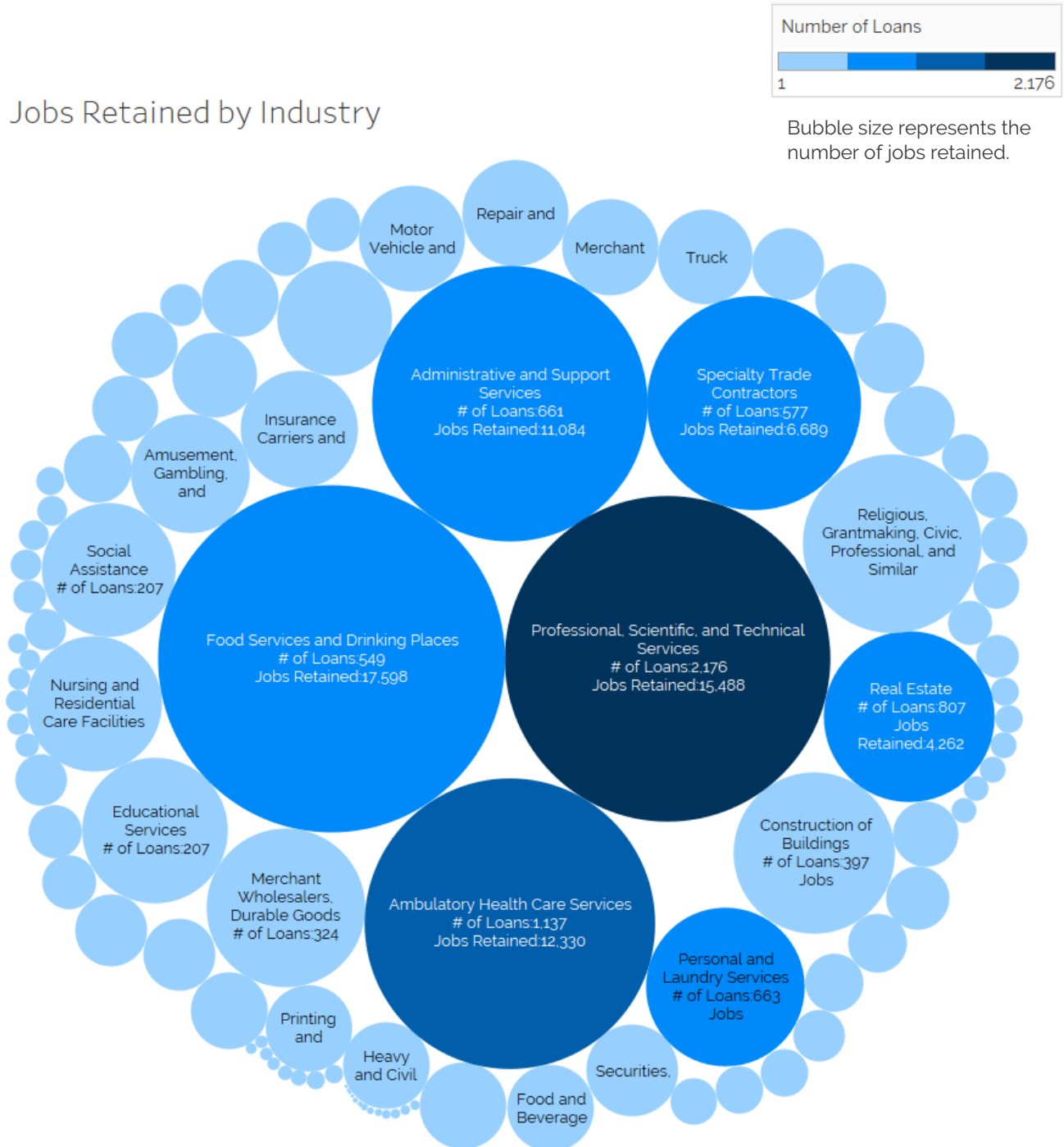


Figure 66. Jobs retained by PPP loans by industry in Johnson County (U.S. Small Business Administration).

Job Postings

Commuting patterns show a strong reliance on jobs in the Kansas City MSA. Table 11 shows the advertised educational requirement in job openings in Kansas City MSA in July 2020 along with the education level of unemployed people in Johnson County as of August 15th. Figure 67 compares jobs posting in Kansas City with Wichita and Omaha and shows that job posting for Kansas City declined by 28.7% from January to August.

| Education Level | Job Openings in Kansas City MSA | Unemployment Claimants in Johnson County |
|---|---------------------------------|--|
| No Minimum Education Requirement | 54 | - |
| High School Diploma or Equivalent | 4,882 | 4,132 |
| Vocational School Certificate | 49 | - |
| Some College/Technical or Vocational School | 21 | 3,407 |
| Associates Degree | 453 | 953 |
| Bachelor's Degree | 1,919 | 3,732 |
| Master's Degree | 101 | 1,050 |
| Doctorate Degree | 40 | 157 |
| Specialized Degree (e.g. MD, DDS) | 17 | 0 |
| Total* | 7,536 | 14,234* |

*Total includes people with less than high school education and those with unknown educational level. Single dash (-) indicates not applicable.

Table 11. Job postings and unemployment claimants by education (Kansas Department of Labor).

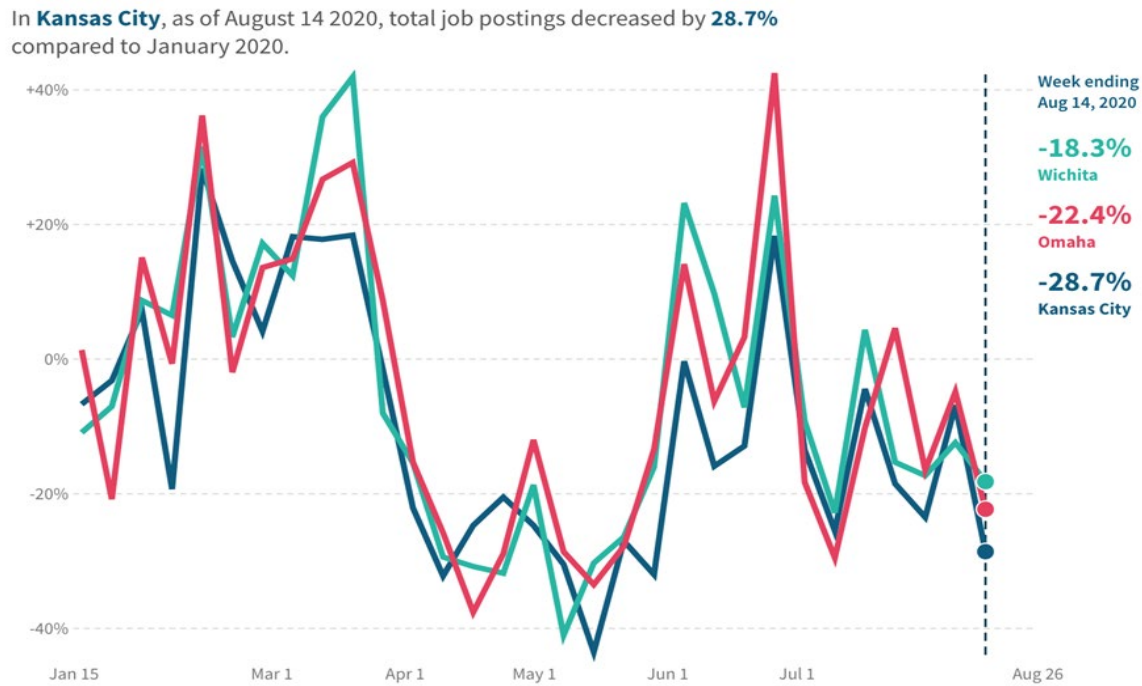


Figure 67. Job postings in Kansas City, Omaha, and Wichita MSAs (Opportunity Insights, Economic Tracker).

Conclusion

Johnson County is the most populous and prosperous county in the state of Kansas and one of the more prosperous counties in the entire country. It has a very well-balanced economy where no single industry dominates. This has allowed Johnson County to weather the worst economic downturn since the Great Depression much better than the state of Kansas. In particular, the Paycheck Protection Program pumped \$1.4 billion into the Johnson County economy and preserved 38% of jobs.

Despite these strengths, Johnson County also faces significant challenges as a result of the pandemic. Housing is not affordable with 40% of renters paying more than 30% of their income in rent. These renters are most likely to be working in the service sector jobs that have been eliminated in this recession in the food service & accommodation, retail trade and administrative service sectors. With the end of enhanced \$600 per week in unemployment benefits from the federal government, the over 14,000 unemployed people in Johnson County will face increasing difficulty with making ends meet. The combination of high rents and unemployment will likely lead to increased evictions unless the federal government resumes support for the unemployed.

The majority of workers leave Johnson County to work in the Kansas City metropolitan area. The health of the Kansas City area directly impacts the economic health of Johnson County. A lack of access to broadband affects both workers and students in the response to COVID-19 closures. While Johnson County has a balanced economy and has been fairly resilient to the pandemic, accommodations and food service and retail trade jobs remain at risk moving toward a healthy recovery.

Appendix

Comparison of Metropolitan Areas

Small businesses in the Kansas City metropolitan area have seen greater closures compared to January 2020 than the Omaha and Wichita metropolitan areas (Figure 1). However, revenues of small businesses have not declined as greatly as those in the Omaha area (Figure 2). All three metros continue to have a high number of new COVID-19 cases per 100,000 people (Figure 3).

In **Kansas City**, as of August 09, 2020, the number of small businesses open decreased by **11.6%** compared to January 2020.



Figure 1. Small businesses open in Kansas City, Omaha, and Wichita MSAs (Opportunity Insights, Economic Tracker).

In **Kansas City**, as of August 09 2020, total small business revenue decreased by **13.9%** compared to January 2020.

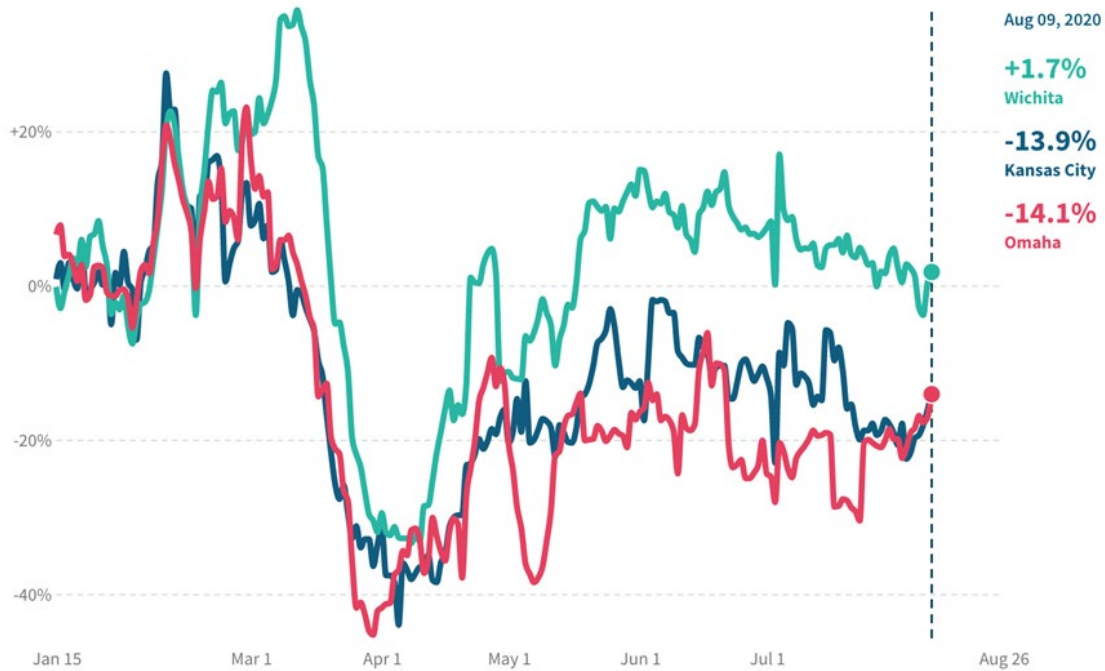


Figure 2. Small business revenue in Kansas City, Omaha, and Wichita MSAs (Opportunity Insights, Economic Tracker).

In **Kansas City**, on August 19 2020, there were **18.1** newly reported COVID-19 cases per 100,000 people.

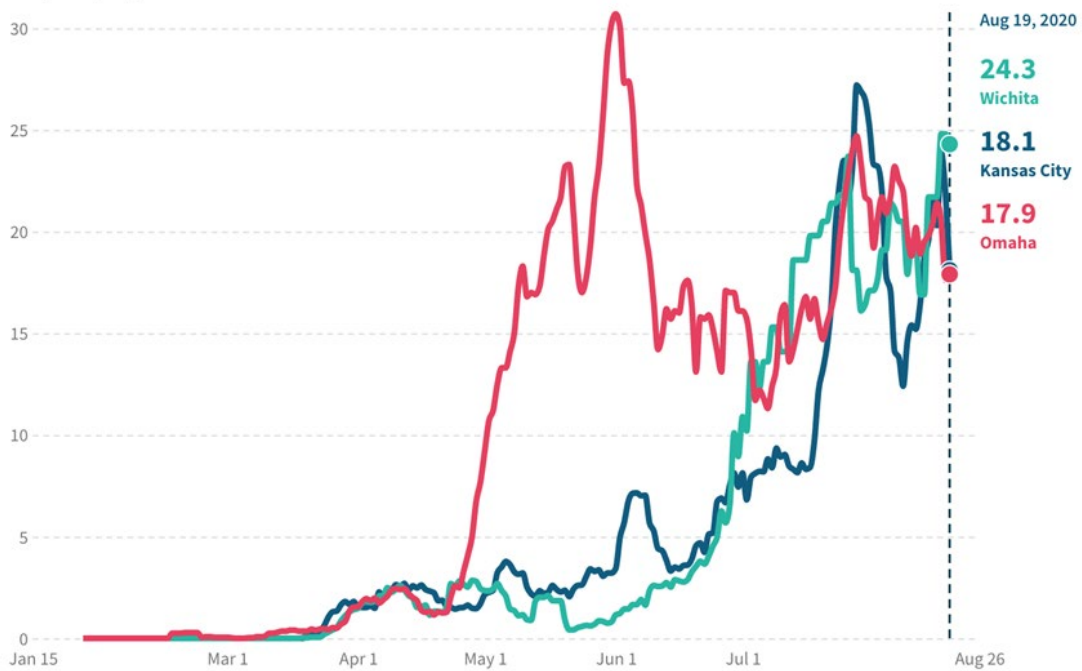
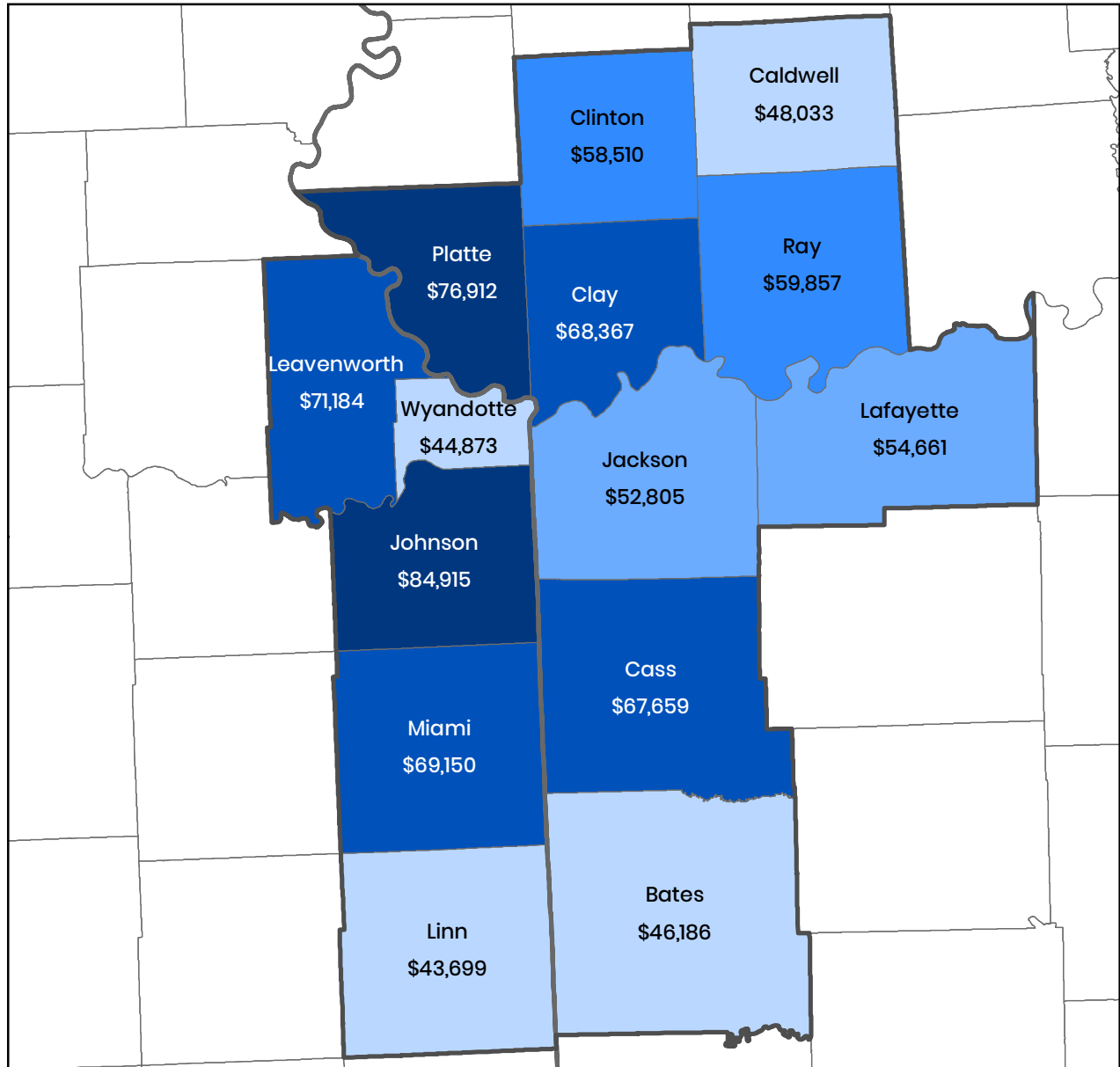


Figure 3. Newly reported COVID-19 cases per 100,000 people in Kansas City, Omaha, and Wichita MSAs (Opportunity Insights, Economic Tracker).

Figure 4. Median Household Income



Source: Institute for Policy & Social Research, The University of Kansas;
data from the U.S. Census Bureau, 2014-18 American Community Survey.

Dollars

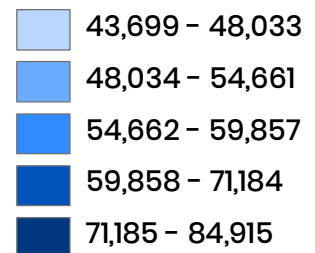
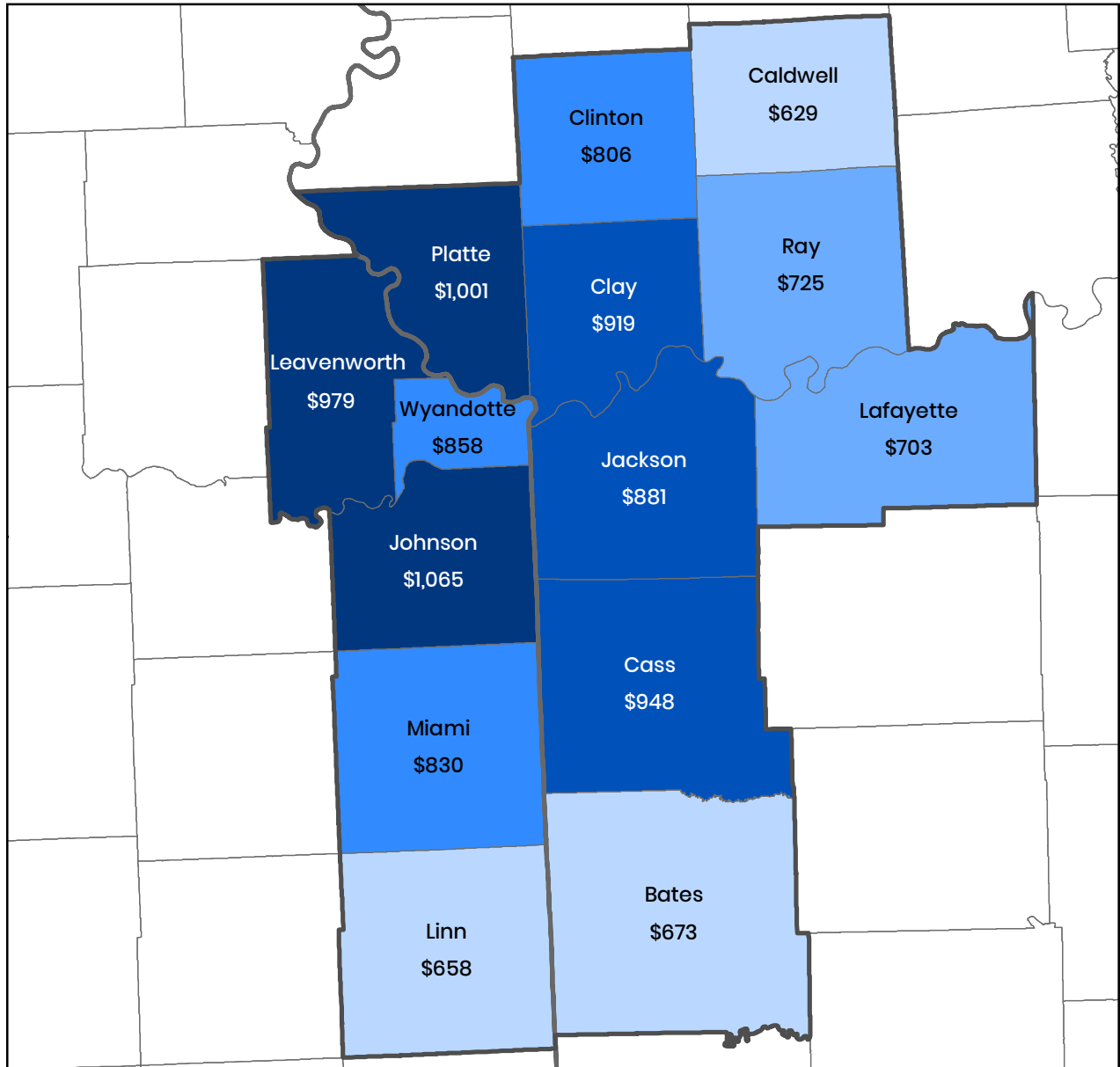


Figure 5. Median Gross Rent



Source: Institute for Policy & Social Research, The University of Kansas;
data from the U.S. Census Bureau, 2014-18 American Community Survey.

Dollars

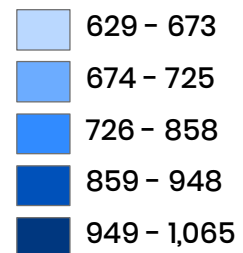
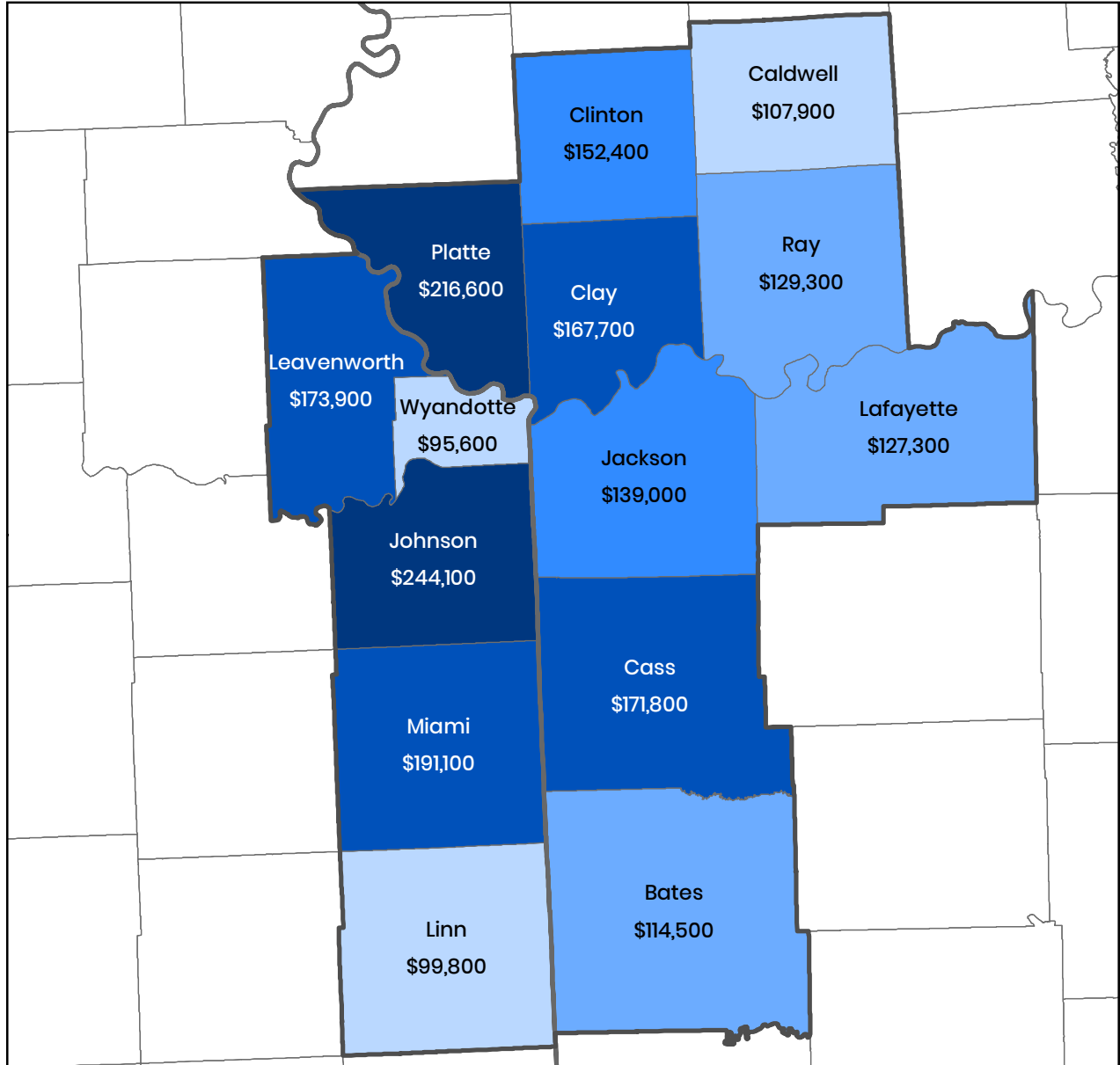


Figure 6. Median Value of Owner-Occupied Housing Units



Source: Institute for Policy & Social Research, The University of Kansas;
data from the U.S. Census Bureau, 2014-18 American Community Survey.

Dollars

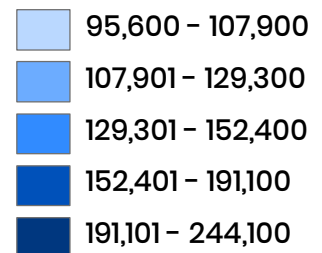
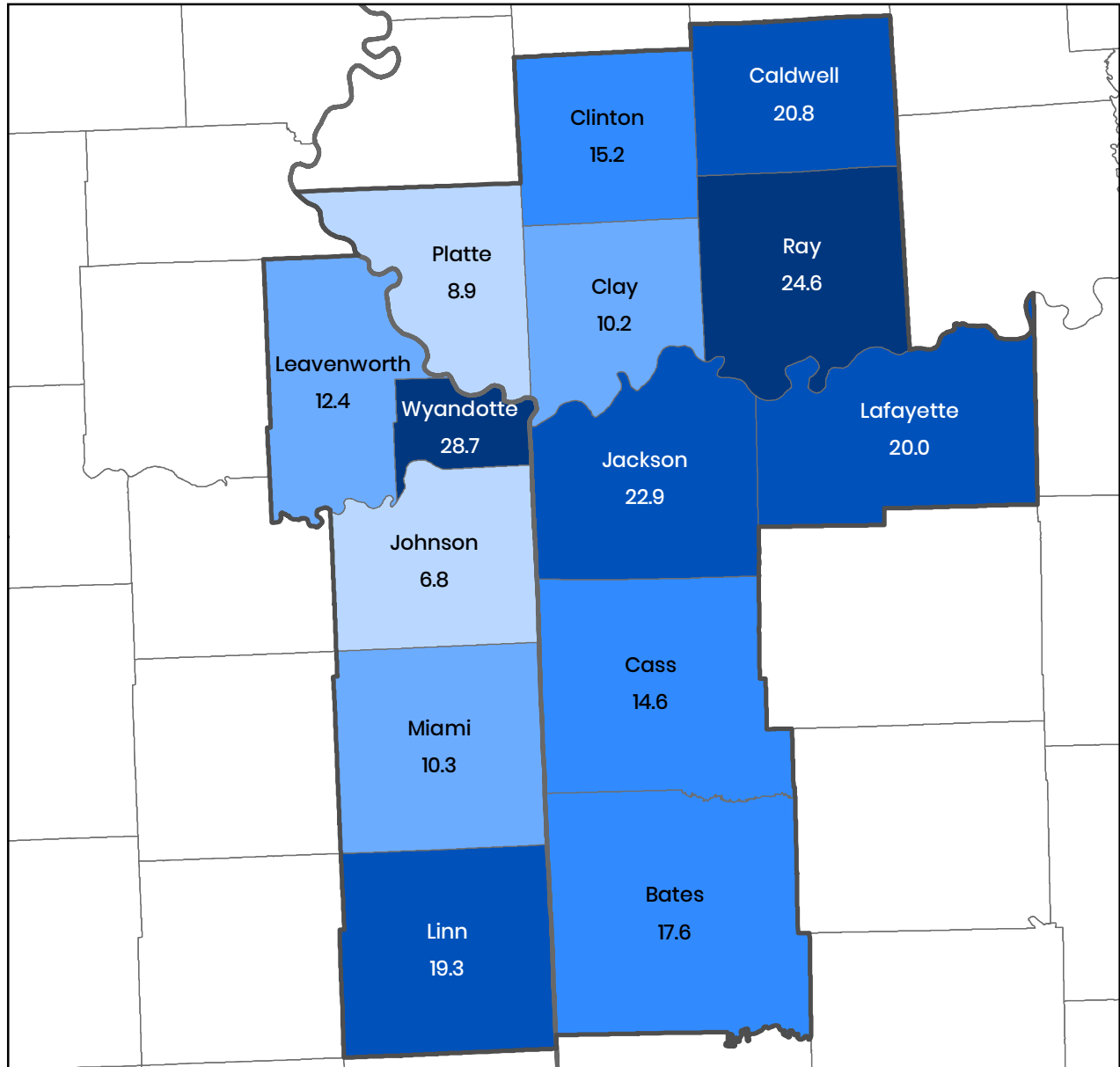


Figure 7. Percent of Children Under 18 in Poverty



Source: Institute for Policy & Social Research, The University of Kansas;
data from the U.S. Census Bureau, 2014-18 American Community Survey.

Percent

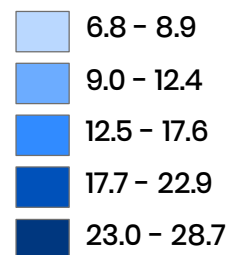
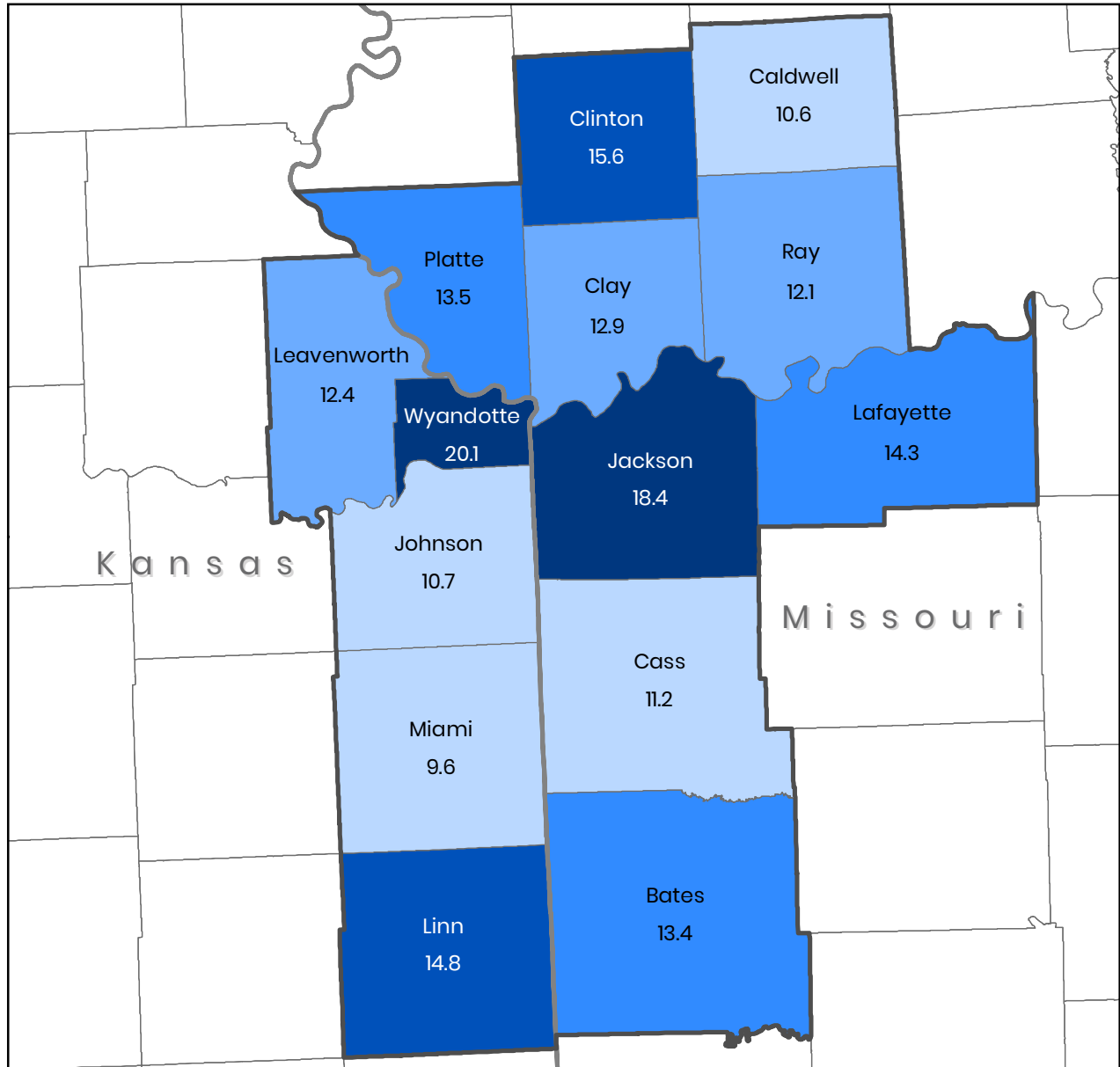


Figure 8. Percent of Families that are Single Parent Households



Source: Institute for Policy & Social Research, The University of Kansas;
data from the U.S. Census Bureau, 2014-18 American Community Survey.

Percent

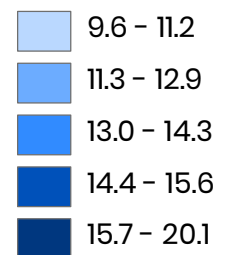
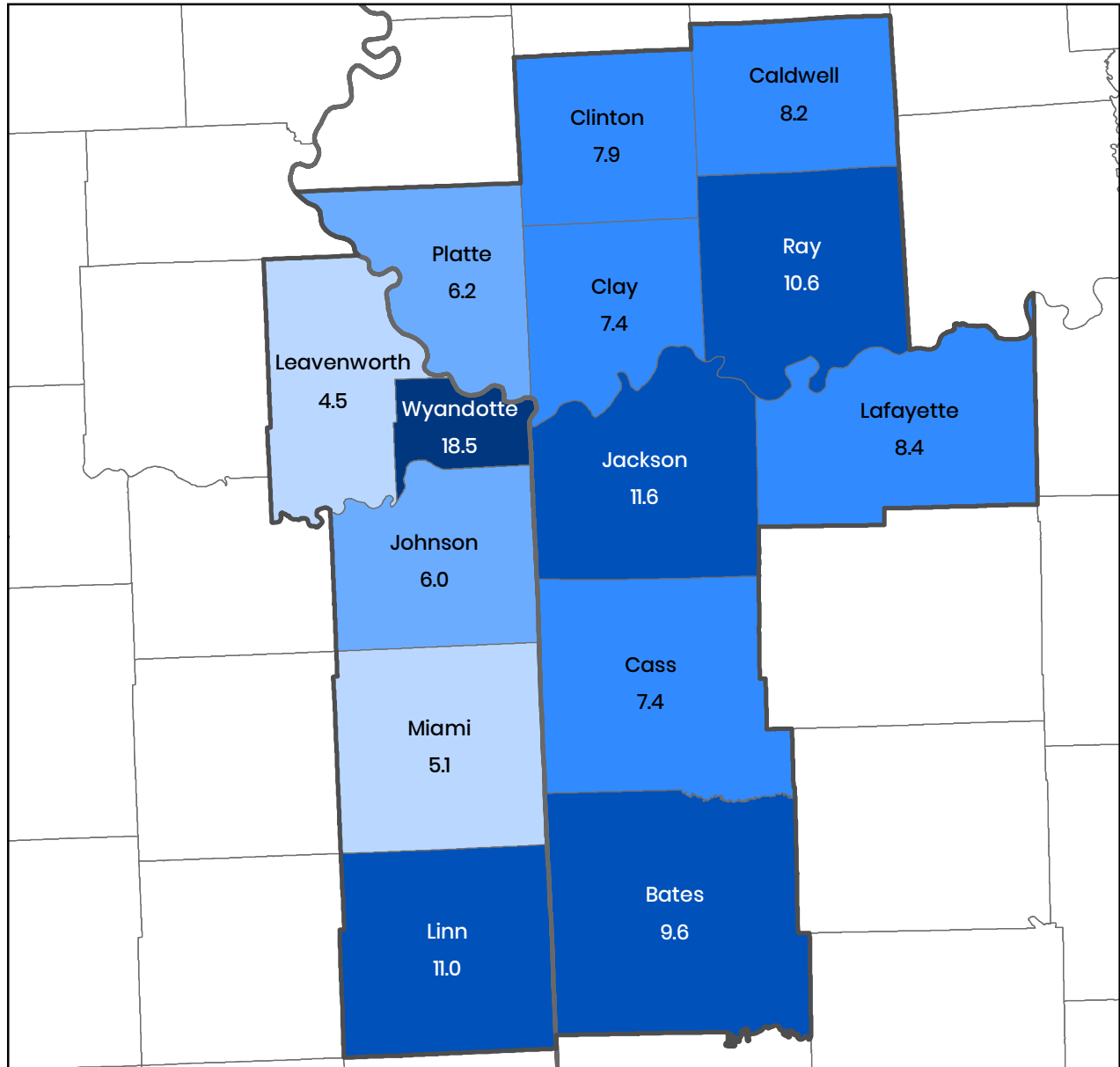


Figure 9. Percent of People without Health Insurance



Source: Institute for Policy & Social Research, The University of Kansas;
data from the U.S. Census Bureau, 2014-18 American Community Survey.

Percent

