

When deciding where to live, survey respondents ranked these as the highest priorities:

1. Safety (91%)
2. Housing price / rental cost (75%)
3. Characteristics of the house itself (71%)
4. The quality of the public schools (61%)
5. Green space, parks and recreation areas within walking distance or a short drive (55%)
6. Shopping and entertainment within walking distance or a short drive (50%)

Quality of the public schools is a top priority even though 51% of respondents do not have school aged children. While 77% of respondents prefer public schools, only 10% were aware of the services provided by, and rankings of, the school districts near the Cerner Trails campus.

Nearly all Cerner associates would frequent Gasoline (92%), Grocery (90%), and Non-Fast Food Restaurant (89%) uses if they were available in close proximity. Over half of survey respondents would also frequent Convenience Stores (66%), a Doctor or Dentist (63%), would procure Pharmacy Items (63%), would patronize Fast Food Restaurants (59%), and stores selling Clothing & Clothing Accessories (54%).

About the surrounding community

165,056

The **total number of residents** within a five mile radius of Cerner Trails Campus

up to **3,500**

Cerner Associates are moving in to the Trails Campus in **January / February 2017**

16,000

Cerner Associates will work at the Cerner Trails Campus by **2025**



- While 63% of respondents are 35 or younger, only 22% of the surrounding population is 20 - 34 years old.
- The majority of Cerner employee survey respondents (83%) currently pay \$650 or more in rent and 85% anticipate paying that same amount or more in their next move. The average rent in the surrounding community is \$612 (2014 dollars).

- The median value of homes in the surrounding community is \$110,211. Sixty-five percent of survey respondents expect to pay \$200,000 or more when purchasing a new home.



- Sixty-nine percent of respondents want a home 10 years old or less. Only 3% of homes in the surrounding community have been built since 2000.
- Seventy-five percent of respondents want a single family home. Seventy-seven percent of the housing stock in the surrounding community is single family.

43,559

Median Income of surrounding community

97,156

Average Cerner employee Salary¹



This market has too few of the following businesses (among others):

**General Retailers
Full Service Restaurants
Specialty Food Stores
Gasoline Stations
Grocery Stores**

Wants, Needs & Opportunities in South Kansas City

Cerner Employee Survey Results



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 Full Survey Results & Other Materials can be found at: SouthKCAAlliance.org

Community demographics & economic information based off of 2010-2014 American Community Survey Data, a Realtors Property Report Local Economic Area Report that includes information based off of a roughly five mile radius from the Cerner Trails Campus, and the Cerner Three Trails Campus application filed with the Tax Increment Financing Commission¹.

What do Cerner Employees Want?

Cerner's new campus will be the largest office park in Missouri history. The campus will accommodate **16,000 new associates** within the next 10 years. Generally, Cerner jobs are classified as high-skill, high-wage jobs that require a Bachelor's degree and earn **140%** of the national wage average. The development will cover more than **4.7 million sq. ft.** on 290 acres. By comparison, Apple's new headquarters in Cupertino, CA will be approximately 2.8 million sq. ft. The economic impact to the area is estimated at a minimum of **\$4 billion.**¹

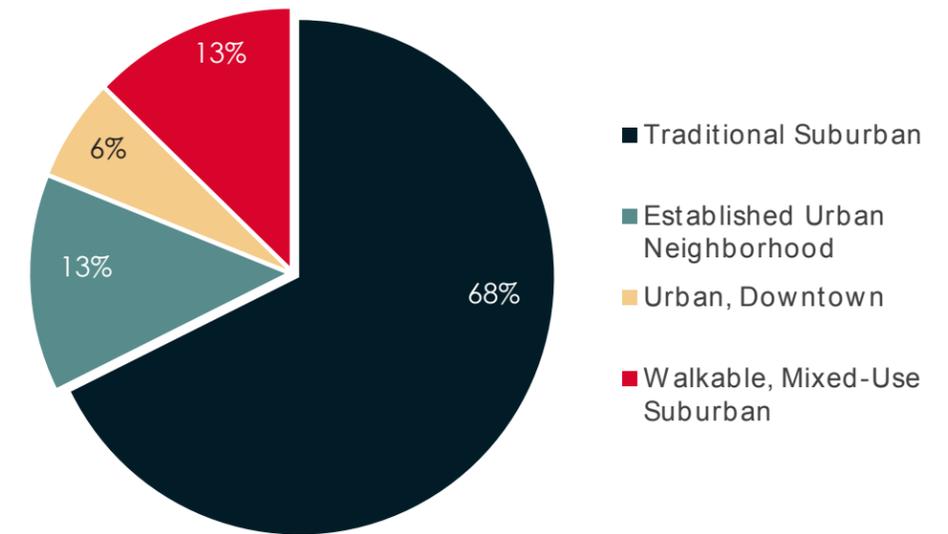
¹ Cerner New Campus Fact Sheet

To better prepare the area for this unprecedented level of investment, the South Kansas City Alliance, the City of Kansas City, Mo. and the Cerner Corporation partnered to survey current associates on their housing, transportation, services and community amenities preferences (as they are likely to have preferences similar to future Cerner employees). Over **600** employees responded to the online survey, a 22% response rate. Specifically, **this feedback was sought to ensure that the community is prepared to meet the wants and needs of the thousands of new employees.**

Cerner associates are relatively young and new to the Cerner Corporation.

Over **60%** of survey respondents are 35 years old or younger and have worked for Cerner 5 years or less.

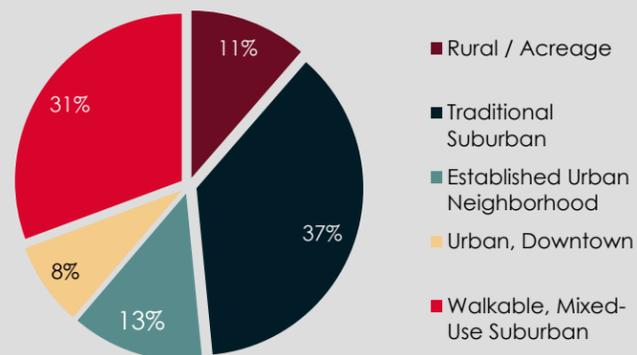
Type of Neighborhood Currently Living In



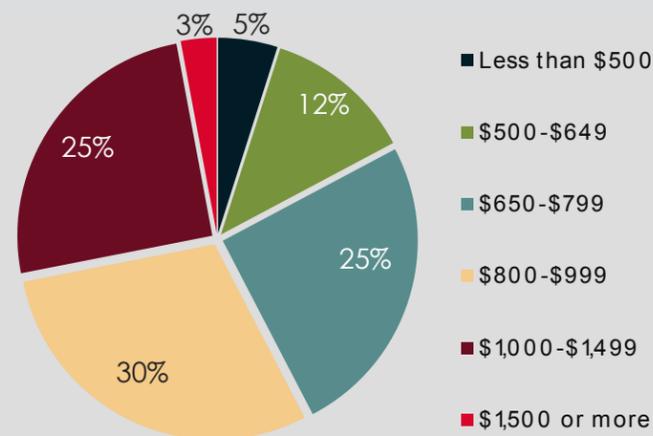
Survey respondents are likely to move and prefer a walkable neighborhood.

Forty-one percent of survey respondents are "very likely" to move within the next 5 years and an additional 29% are "somewhat likely" to move. In survey respondents' next move, only 37% will look for a traditional suburban neighborhood. While many plan to continue owning single family homes (75%), almost half (49%) would prefer maintenance provided homes/communities. Survey respondents who prefer to own anticipate paying more in their next move, while renters anticipate paying less.

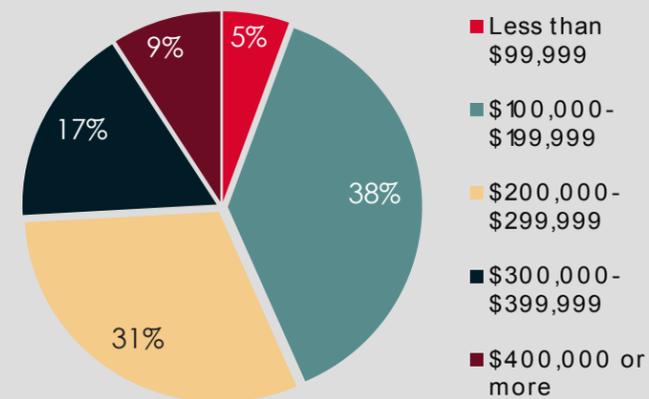
Type of Neighborhood Interested in Moving To



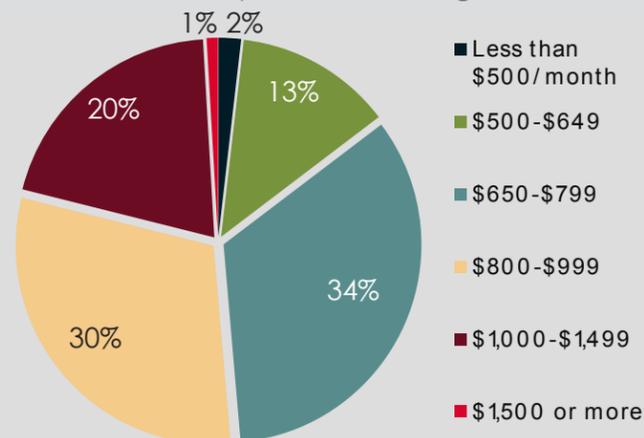
Current Rent Range



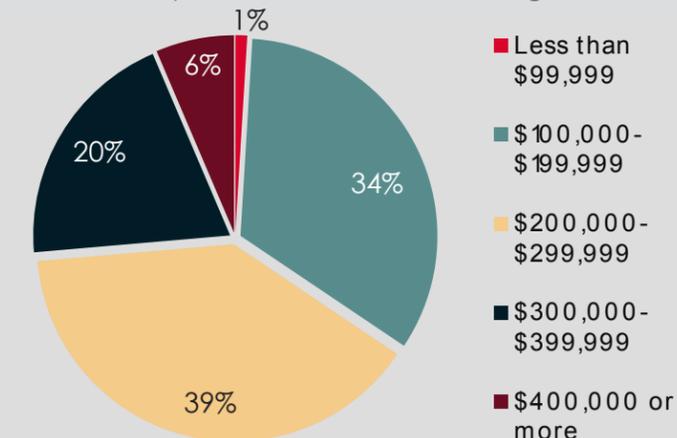
Estimated Value of Current Home



Anticipated Rent Range



Anticipated Purchase Price Range



A shorter commute is also preferred.

Survey respondents' ideal one-way trip from work to home is less than 20 minutes (87%). But, the majority (66%) currently spend more than 20 minutes for a one-way trip. Nearly all (97%) of survey respondents drive to work, but 24% prefer a different mode of transportation to work (bus, streetcar / rail, bike, walk). If additional / convenient bicycle trails and / or bike lanes were provided, 59% of survey respondents would ride more often. Similarly, if additional convenient public transit was available, 60% of survey respondents would use public transit more often.



59%
of survey respondents would be more likely to bike to work if additional trails or bike lanes were provided.



60%
of survey respondents would use public transportation more often if the service was more convenient.