



# KC Tech Specs **V.07**

PRESENTED BY:   
**RSM**

## **"TECHONOMICS": CITY + STATE**

Tech's economic impact on our MSA and each of our states continues to grow. What is driving that growth?

## RSM ANALYSIS

### KEY FINDINGS

Tech jobs have **grown 16%** in the Kansas City MSA since the pandemic.

Tech's share of KC's labor market is **18% greater** than the national average.

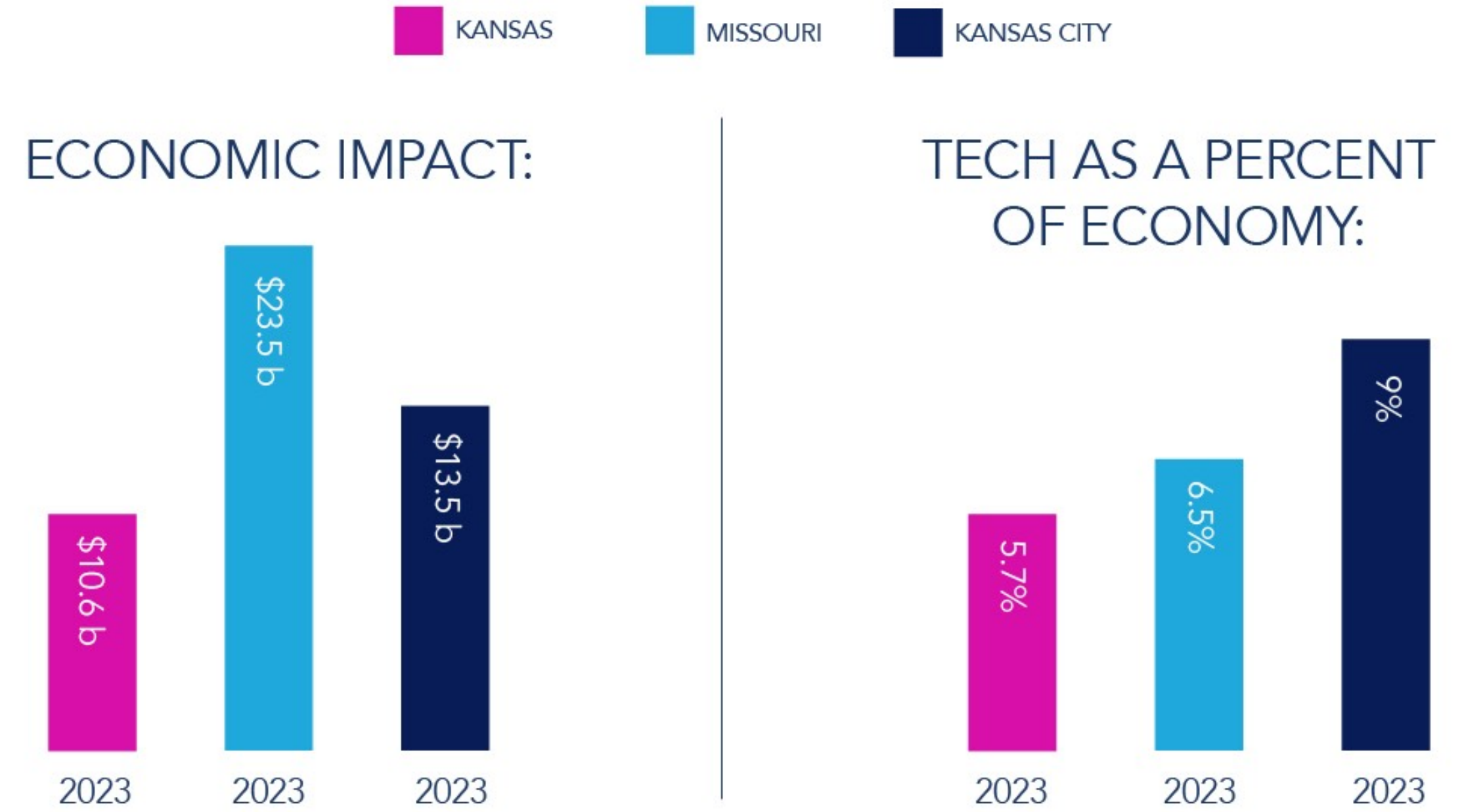
A.I. and machine learning projects have accounted for 14% of tech investments nationwide, but have accounted for **31% of investments** in the Kansas City MSA.

The cybersecurity labor market in the Kansas City MSA has **grown 85%** in the years since the pandemic.

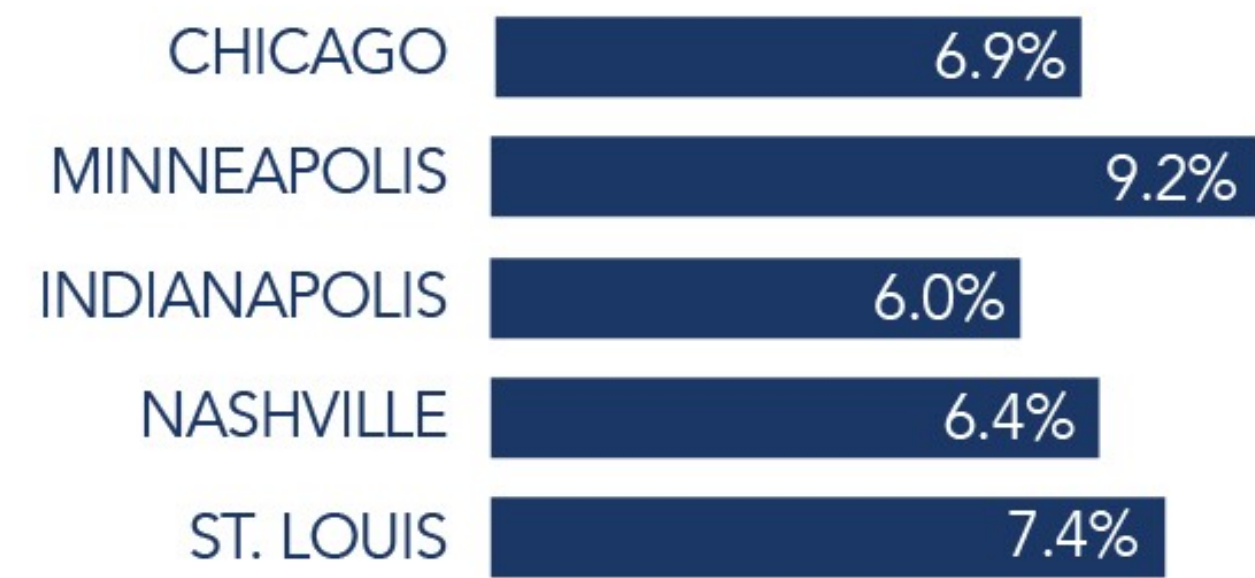
# ECONOMIC IMPACT

Percentage of the economy in the measured region directly attributed to the tech industry.

**5,223**  
TECH BUSINESS  
ESTABLISHMENTS  
IN KC REGION



## COMPARATIVE TECH ECONOMIC IMPACT 2023:



# THE STATE OF OUR STATES



2023 EST.  
NET TECH EMPLOYMENT JOBS ADDED STATE RANK

33<sup>RD</sup>

43rd in  
% added

2023 EST.  
NET TECH EMPLOYMENT STATE RANK

19<sup>TH</sup>

2023 TECH JOB POSTINGS

38,421

2023 TECH BUSINESSES

13,092

NET TECH  
EMPLOYMENT:



## THE STATE OF OUR STATES



2023 TECH EMPLOYMENT AS A % OF OVERALL WORKFORCE:

**5.3%**

### TECH INDUSTRY SECTOR SUMMARY

## 2022

12,981

PC, Semiconductor, Components Manufacturing

30,344

Telecom, Cloud Infrastructure, Data Processing, Hosting

60,022

IT & Custom Software Services and Software Products

**Total: 103,349**

## 2023

13,815

PC, Semiconductor, Components Manufacturing

33,709

Telecom, Cloud Infrastructure, Data Processing, Hosting

58,825

IT & Custom Software Services and Software Products

**Total: 106,350**

**Projected % Change 2024: 2.4%**

# THE STATE OF OUR STATES



12th in  
% added

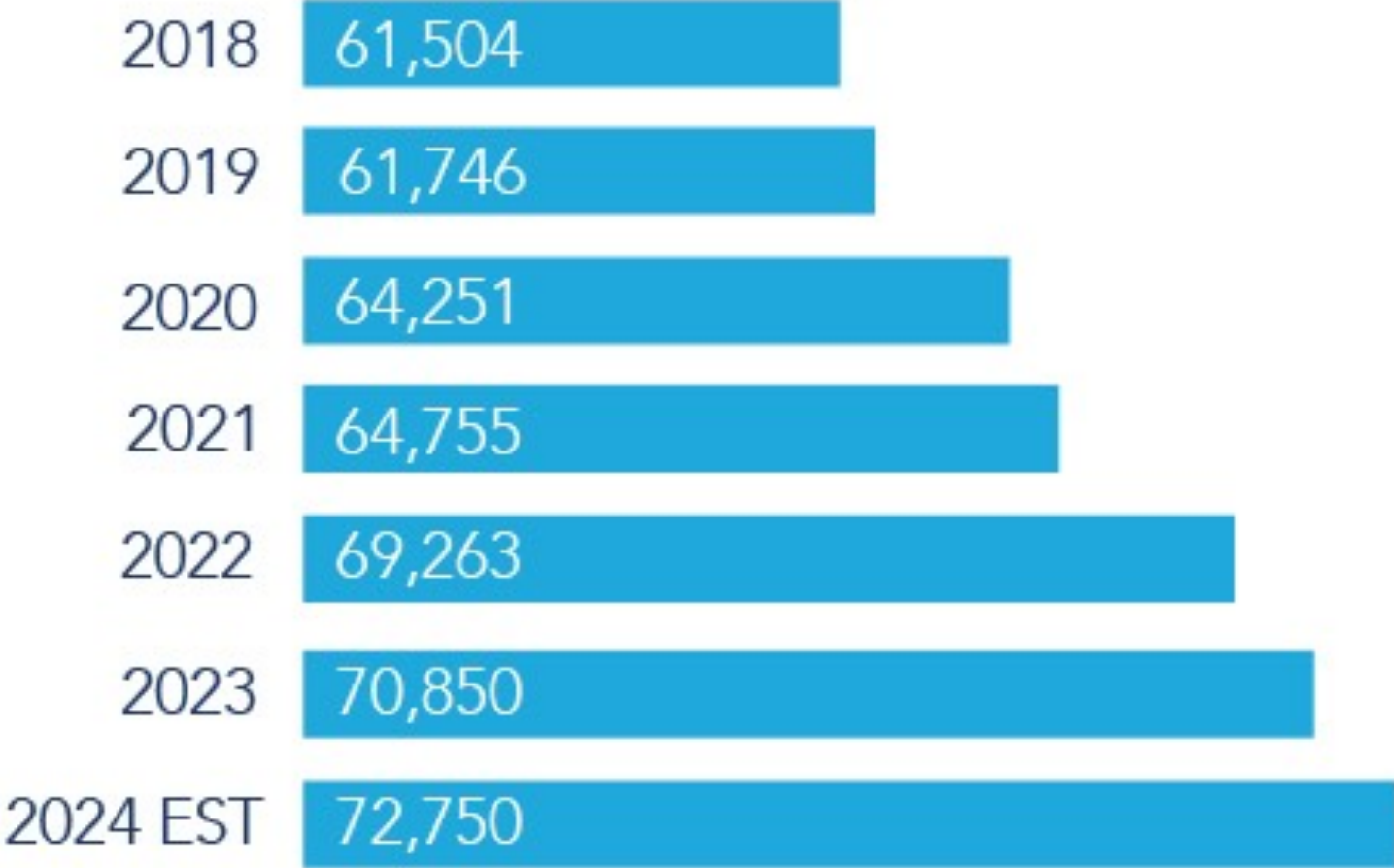
2023 EST.  
NET TECH EMPLOYMENT JOBS ADDED STATE RANK **22<sup>ND</sup>**

2023 EST.  
NET TECH EMPLOYMENT STATE RANK **29<sup>TH</sup>**

2023 TECH JOB POSTINGS  
**20,134**

2023 TECH BUSINESSES  
**6,632**

NET TECH  
EMPLOYMENT:



## THE STATE OF OUR STATES

KS

2023 TECH EMPLOYMENT AS A % OF OVERALL WORKFORCE:

4.7%

### TECH INDUSTRY SECTOR SUMMARY

## 2022

7,703

PC, Semiconductor, Components Manufacturing

10,749

Telecom, Cloud Infrastructure, Data Processing, Hosting

21,254

IT & Custom Software Services and Software Products

**Total: 39,706**

## 2023

8,123

PC, Semiconductor, Components Manufacturing

10,489

Telecom, Cloud Infrastructure, Data Processing, Hosting

23,628

IT & Custom Software Services and Software Products

**Total: 42,239**

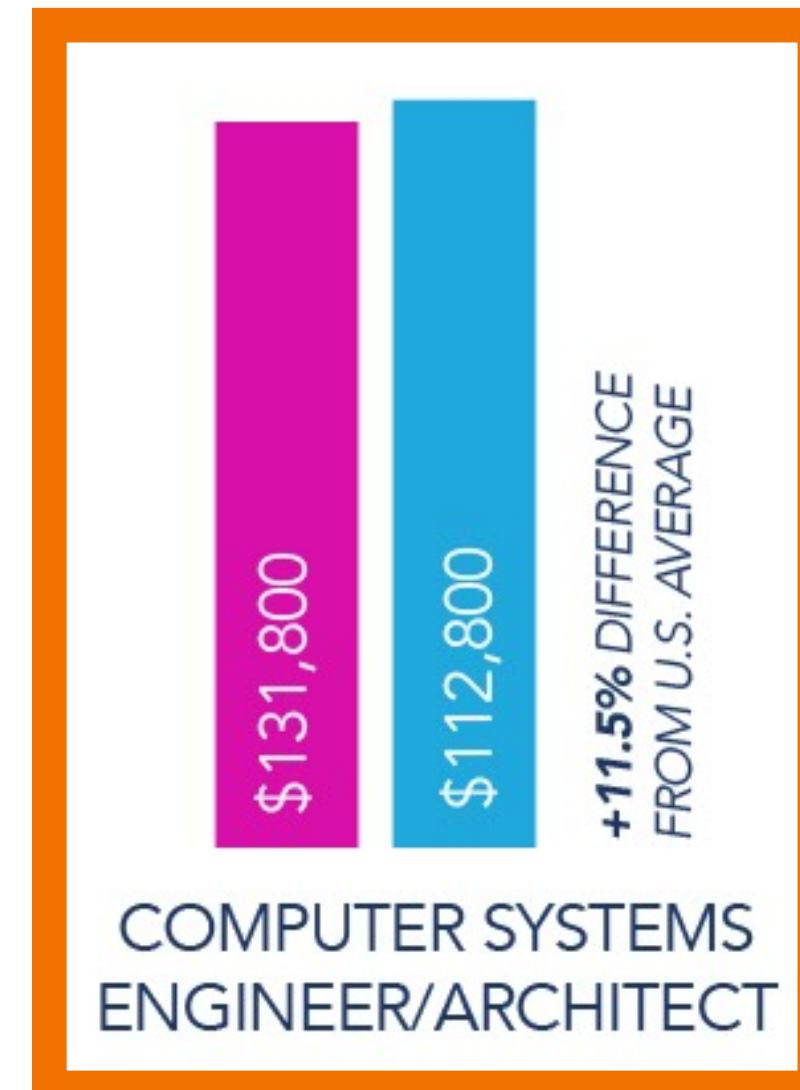
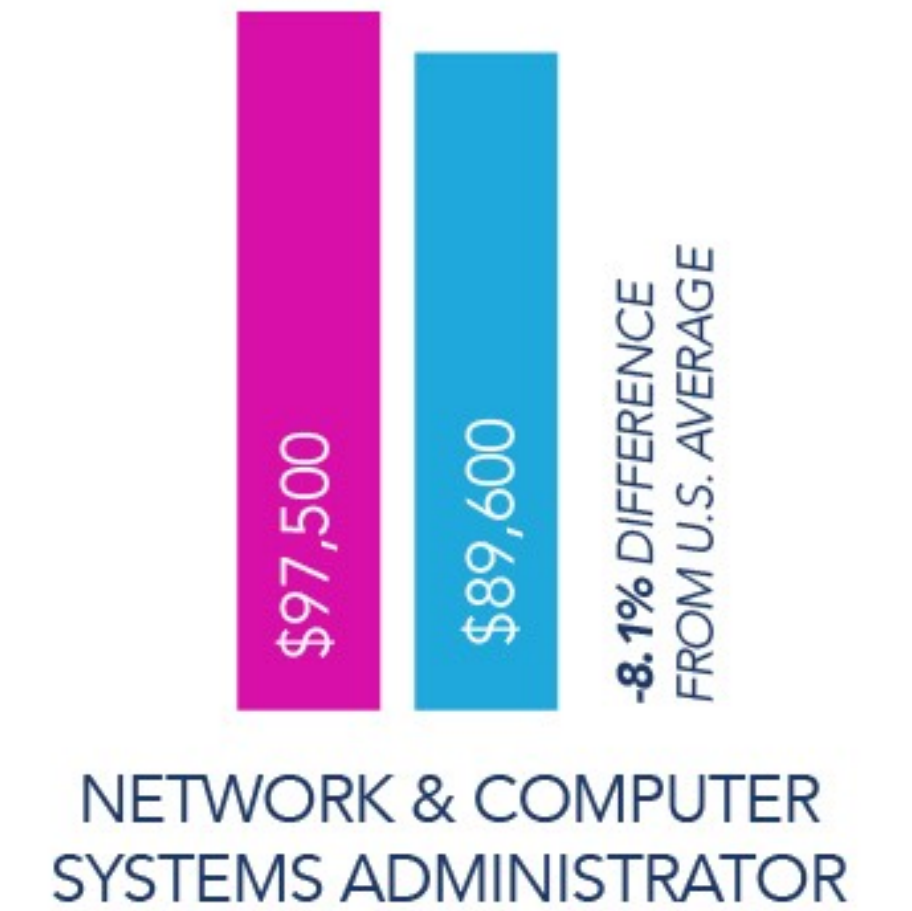
**Projected % Change 2024: 3.2%**



## ANALYSIS FROM TECH CHECKPOINT

KC vs. U.S. median wage for the **top five open tech jobs** in the Kansas City MSA

■ US MEDIAN WAGE    ■ KC MEDIAN WAGE



## LOCAL VS. NATIONAL SALARY AVERAGES

Averages for the top, middle and bottom tier of tech wages in the U.S., KC and each of our states

	US	KC	MO	KS
90 <sup>TH</sup> PERCENTILE	\$177,700	\$149,900	\$147,500	\$145,700
75 <sup>TH</sup> PERCENTILE	\$141,700	\$122,500	\$120,900	\$116,600
MEDIAN SALARY	\$105,200	\$92,700	\$90,800	\$87,000
25 <sup>TH</sup> PERCENTILE	\$73,600	\$65,500	\$63,600	\$63,200
10 <sup>TH</sup> PERCENTILE	\$52,200	\$50,100	\$47,000	\$47,800
% HIGHER THAN MEDIAN AREA WAGE	+115.57%	+89.57%	+100%	+90.37%
AVERAGE HIGHEST PAYING ROLE: Database Architect	Median Salary: \$141,800	Median Salary: \$146,800	Median Salary: \$125,300	Median Salary: \$130,000
AVERAGE LOWEST PAYING ROLE: Computer User Support Specialist	Median Salary: \$61,800	Median Salary: \$58,800	Median Salary: \$59,000	Median Salary: \$56,600

## **OUR TALENT PIPELINE**

Tech jobs, though available in fewer numbers than the year prior, were still plentiful throughout 2023. Who will fill the pipeline?

## WHO'S GRADUATING WITH COMPUTER SCIENCE DEGREES ACROSS THE REGION?

KC vs. U.S. median wage for the top five open tech jobs in the Kansas City MSA

	KANSAS	MISSOURI	IOWA	NEBRASKA
BACHELOR'S	738	1,756	770	770
MASTER'S	194	1,229	578	256
ASSOCIATE'S	219	393	275	253
DOCTORATE	13	30	14	15
TOTAL TECH DEGREES	1,491	3,866	1,966	1,495
	2.8% OF TOTAL DEGREES	4.2% OF TOTAL DEGREES	3.6% OF TOTAL DEGREES	4.5% OF TOTAL DEGREES
TOTAL DEGREES	53,458	92,329	55,373	33,026

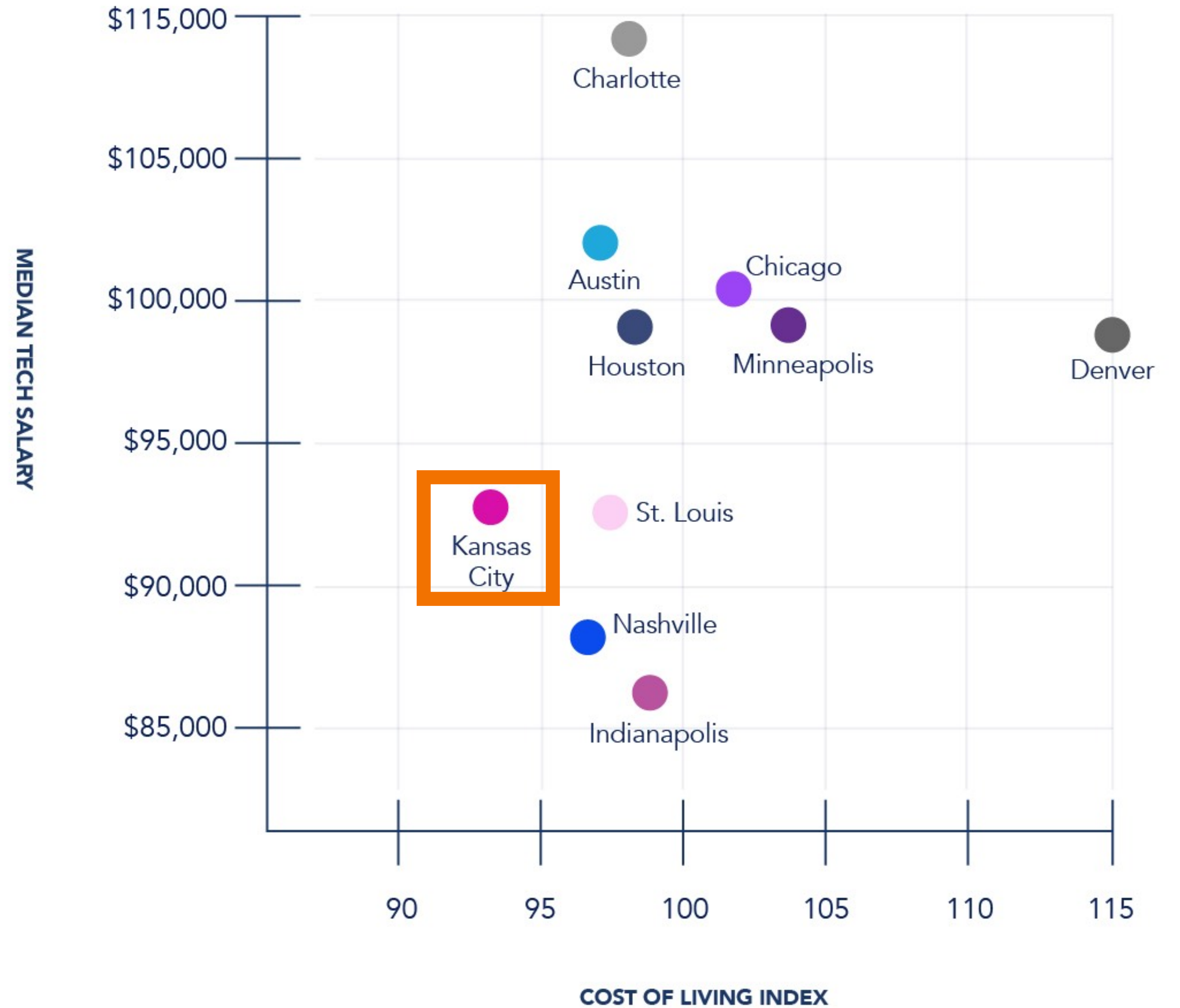
**8,818 total CS graduates**

**17,000 open tech jobs**



## COST OF LIVING ADJUSTED TECH WAGES

Cost of living index (smaller # indicates lower COL) x median tech salary in each plotted city.



## KC VS. SELECT MARKETS

Critical figures are the percentages, which indicate tech's proportion of the economy or workforce in each city.

	MSA POPULATION	TECH ECONOMIC IMPACT AS A % OF OVERALL	NET TECH EMPLOYMENT AS A % OF OVERALL WORKFORCE	NET TECH EMPLOYMENT 2023 EST
KANSAS CITY	2,209,152	9.0%	6.9%	77,699
AUSTIN	2,421,115	22.2%	13.7%	180,507
CHARLOTTE	2,756,069	7.2%	6.5%	90,859
CHICAGO	9,444,957	6.9%	5.2%	245,800
DENVER	2,985,871	13.0%	9.4%	160,057
HOUSTON	7,340,118	3.4%	4.4%	152,084
INDIANAPOLIS	2,142,193	6.0%	4.9%	55,585
MINNEAPOLIS	3,693,729	9.2%	7.3%	147,088
NASHVILLE	2,046,715	6.4%	5.2%	60,502
ST. LOUIS	2,801,319	7.4%	5.6%	78,129

**TECH IS A BIGGER DEAL TO KC'S  
ECONOMY AND WORKFORCE THAN IT  
IS IN...**

CITY	TECH % of GDP	% TECH WORKERS
Kansas City	9.0%	6.9%
Charlotte	7.2%	6.5%
Chicago	6.9%	5.2%
Houston	3.4%	4.4%
Indianapolis	6.0%	4.9%
Nashville	6.4%	5.2%
St. Louis	7.4%	5.6%

## REGIONS WITH THE GREATEST MOMENTUM IN TECH WORKFORCE

The *Wall Street Journal* published analysis from Burning Glass, Lightcast & the U.S. Census Community Survey to determine the large United States MSAs with the most momentum in growth of their highly-skilled tech industry.

Kansas City ranks #6, alongside and ahead of some of the most recognizable tech hubs in the country.

1	Seattle-Tacoma-Bellvue, WA
2	San Jose-Sunnyvale-Santa Clara, CA
3	San Francisco-Oakland-Berkely, CA
4	Austin-Round Rock-Georgetown, TX
5	Pittsburgh, PA
6	Kansas City, MO/KS
7	Boston-Cambridge-Newton, MA/NH
8	Los Angeles-Long Beach-Anaheim
9	New York-Newark-Jersey City, NY/NJ
10	Miami-Fort Lauderdale-Pompano Beach, FL