CEDBR
Center for Economic Development and Business Research

EST. 2007 RURAL USA

PATTERSON
FAMILY FOUNDATION

2023 Population Forecast Release

The Patterson Family Foundation

About the Patterson Family Foundation

- Private family-led grantmaking foundation dedicated to extending the legacy of Neal and Jeanne Patterson.
- Neal grew up on a farm in southcentral Kansas
- Neal was co-founder, chairman and CEO of Cerner Corporation up until his death at age 67 in 2017. Jeanne passed away the same year at age 59.
- Since 2017, the Foundation has grown to have more than $1B in assets under management, with the potential to make annual charitable gifts of $50-75M
- In early 2019, the family-led board made a study of issues Neal and Jeanne cared about in order to narrow the focus of future giving and ensure a meaningful long-term impact
- They looked at tough problems in health care, education, entrepreneurship, and rural/agricultural communities

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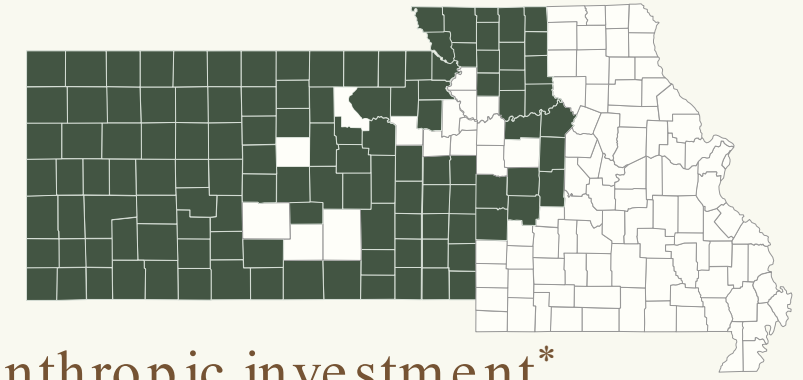
Our Focus



- Found that rural communities represent nearly 20% of our nation's population but receive only 6-7% of its philanthropic investment*
- A vision of "thriving rural communities" has led the Foundation to invest in rural-serving systems in Kansas and northwestern Missouri, with a particular focus on education, health care, and economic opportunity
- There are many federal definitions of "rural": our focus has been counties with fewer than 50,000 residents
- Our 2023 grantmaking programs focus on rural child care, rural nonprofit hospitals, local community foundations, high school CTE programs, and responsive grantmaking for many other organizations serving rural communities
- We are here for the long haul, and we will continue to study the factors that influence rural decline and rural thriving

* U.S. Economic Research Service, 2015

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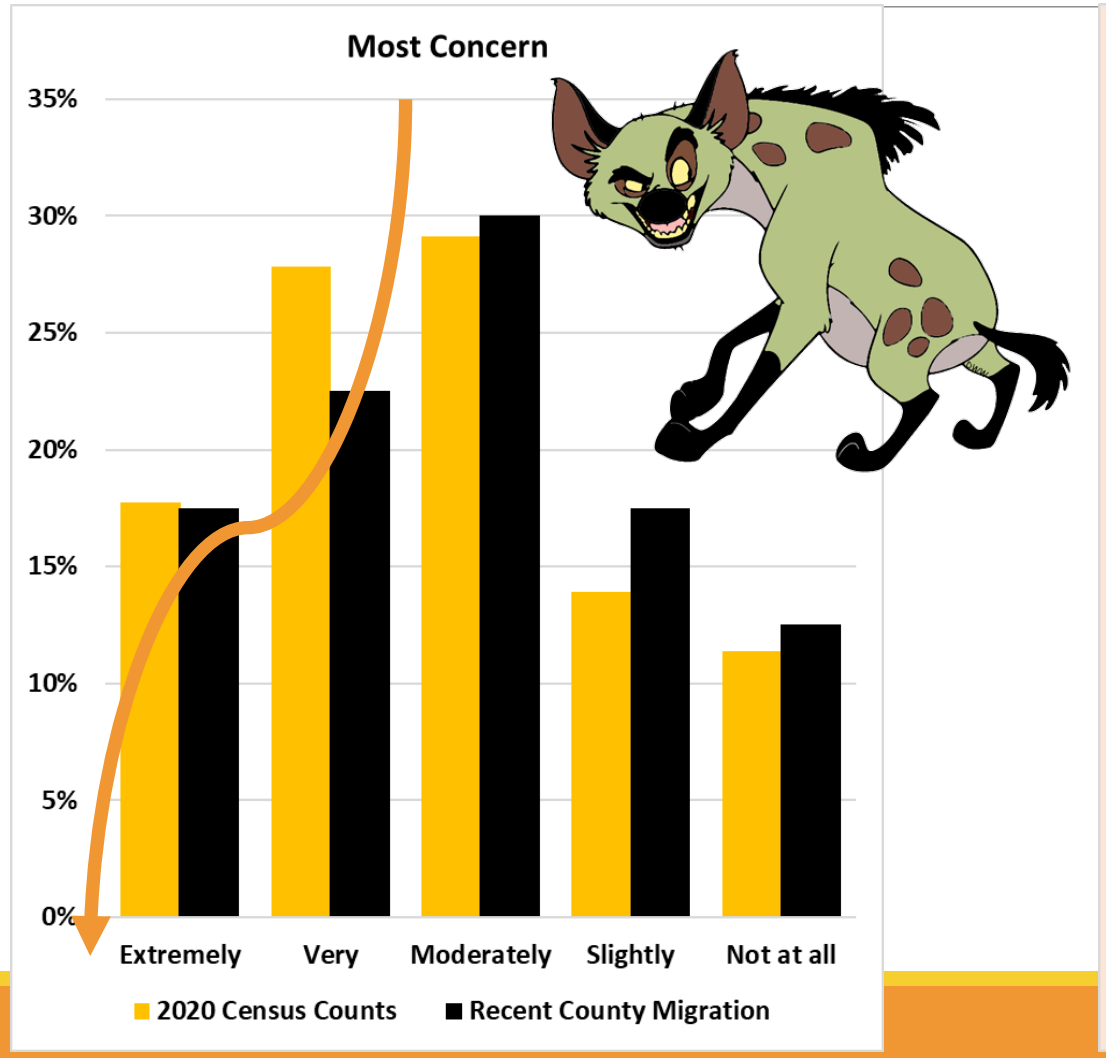
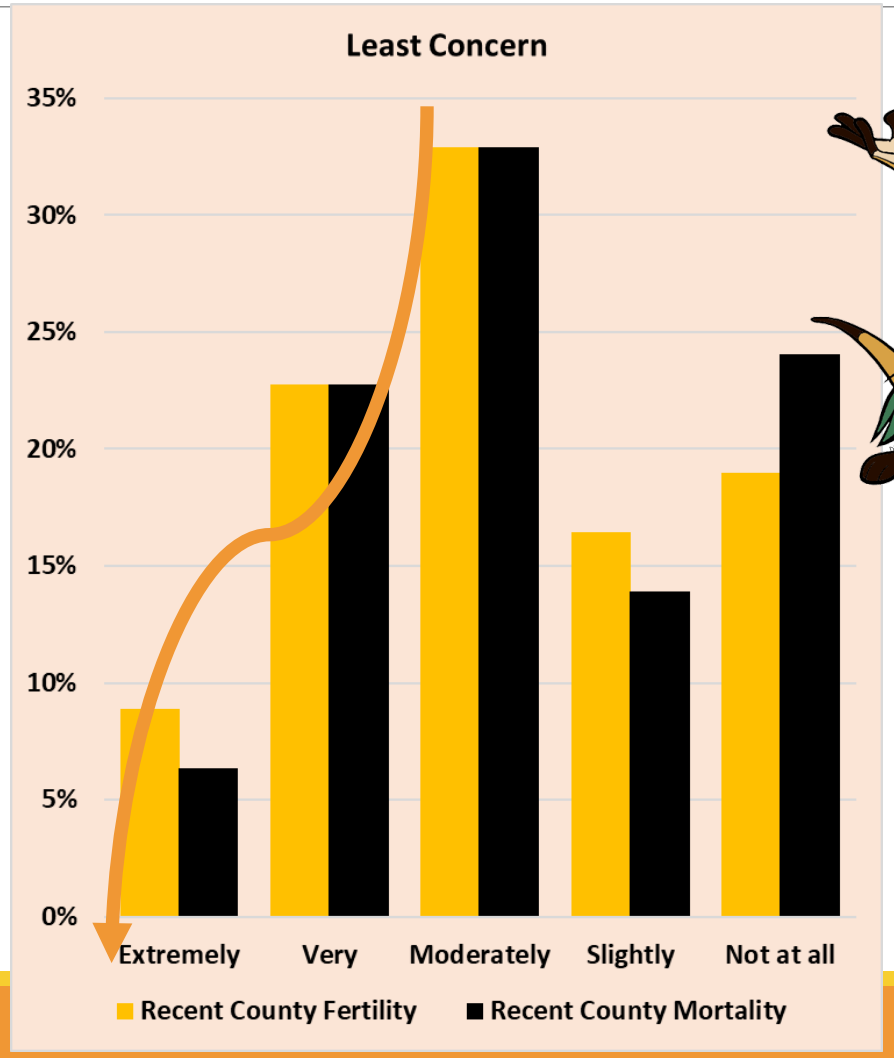
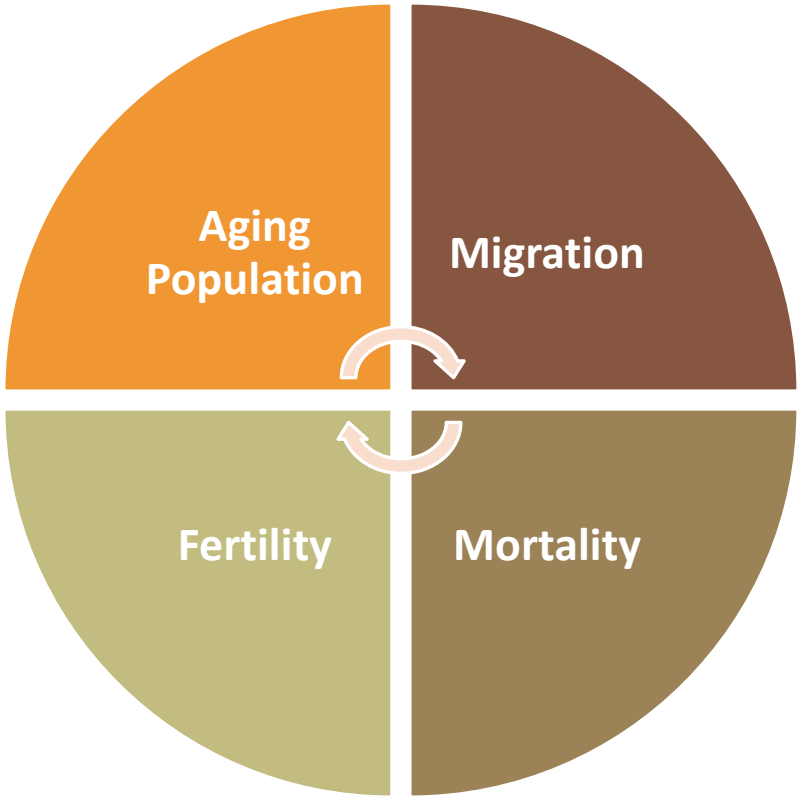
Concern - Census Counts (n=85)





Age-cohort Design



Population

- Census age structure
- Even Simba gets older

Migration

- New – forecasted employment
- The Pride Lands

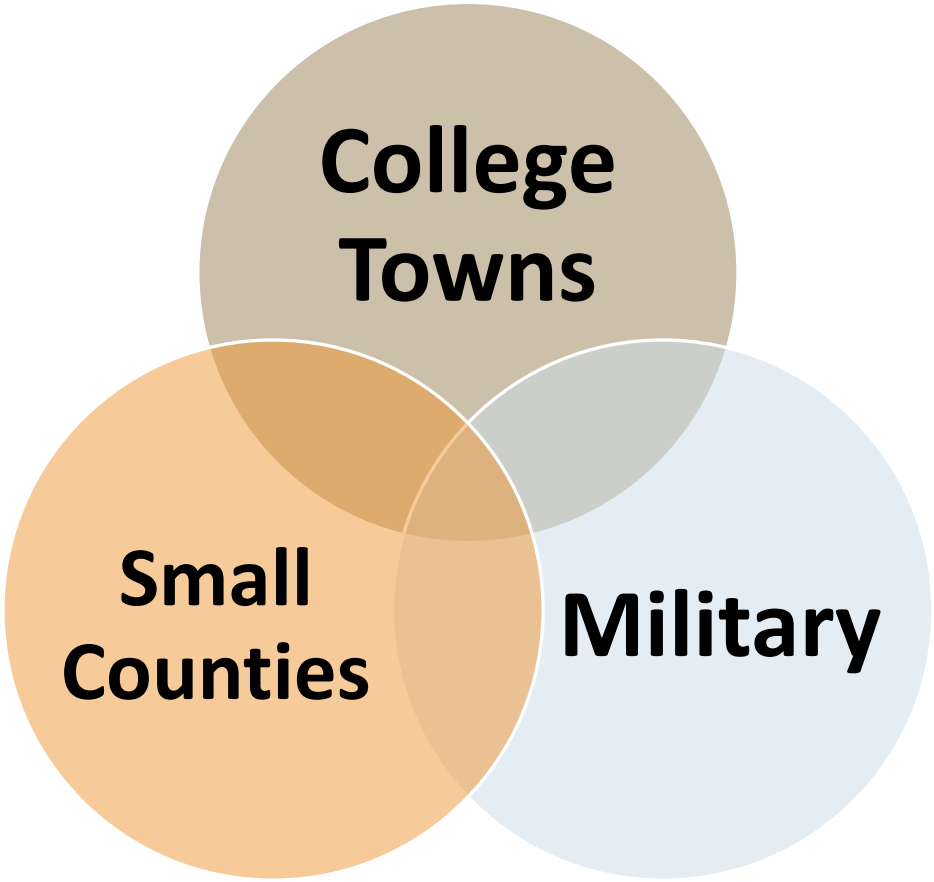
Fertility

- Race, gender, and age
- Only Sarabi can have babies

Mortality

- Race, gender, and age
- Spoiler … Mufasa dies

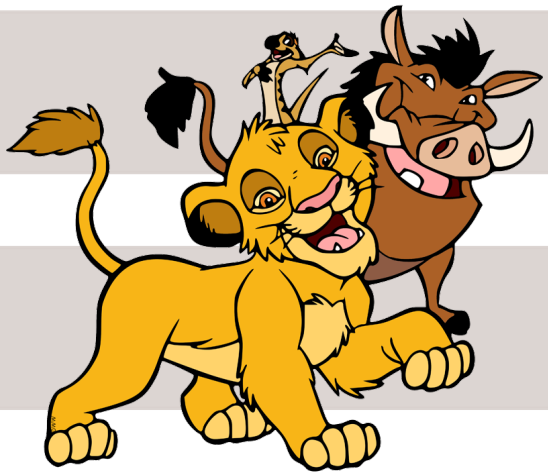
Adjustments



- **Transitory population**
  - College students
    - This impacts every county
  - Military spouses
    - They don’t age or behave the same as their piers
- **Small counties**
  - Case-by-case

What is captured? Revealed Preferences

- **Labor demand**
- **Industry Drivers**
- **Consumer preference**
- **Community Vitality**



NATURAL DISASTERS - TORNADO

GLOBAL PRICES – OIL AND COMMODITIES

INDUSTRY – LOCAL ENTREPRENEUR

PERSONAL PREFERENCES - BROADBAND

PUBLIC POLICY/INVESTMENTS

TECHNOLOGY SHIFTS

GLOBAL DEMAND – RESURGENCE OF US MANUFACTURING

NATURAL RESOURCES

What is not captured? Perceptions and Future Disruptions

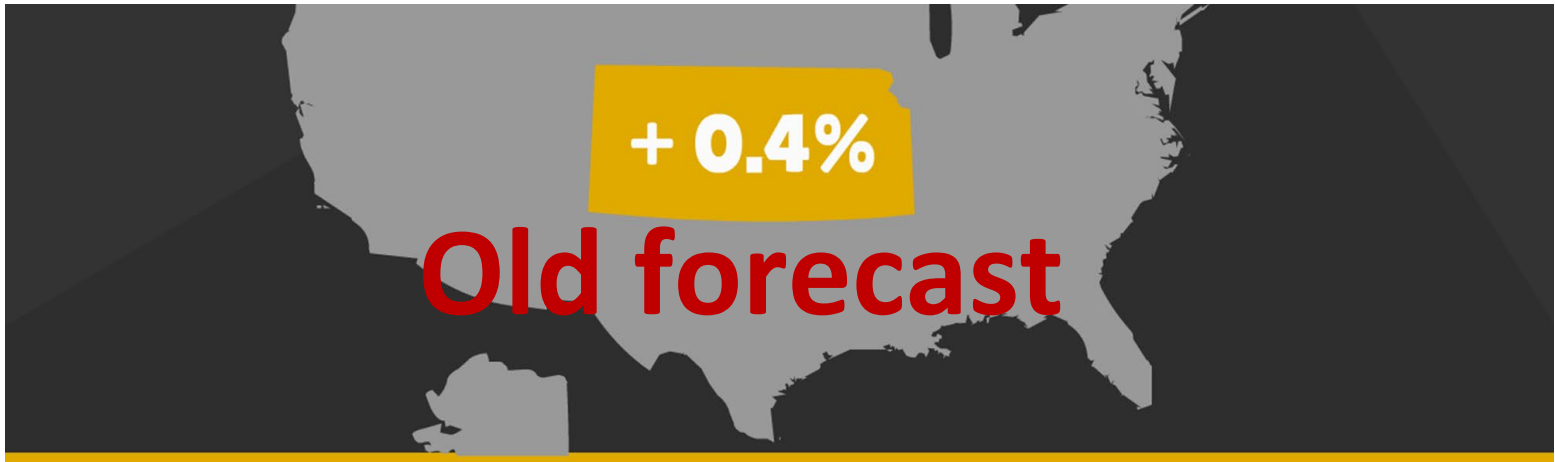
Population Forecast review

- More competition for labor
- Out-migration of retires
- Less competitive market conditions
- Delayed and reduced number of kids
- Educational and Career Aspirations
- Immigration policies

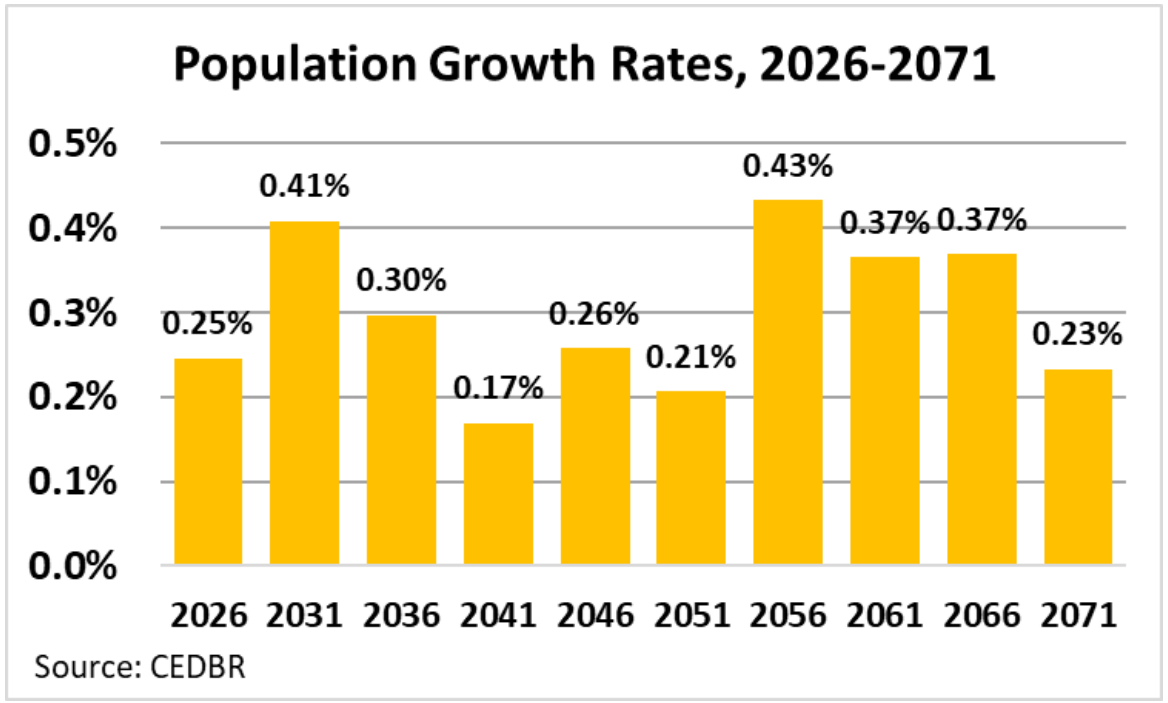
Updated

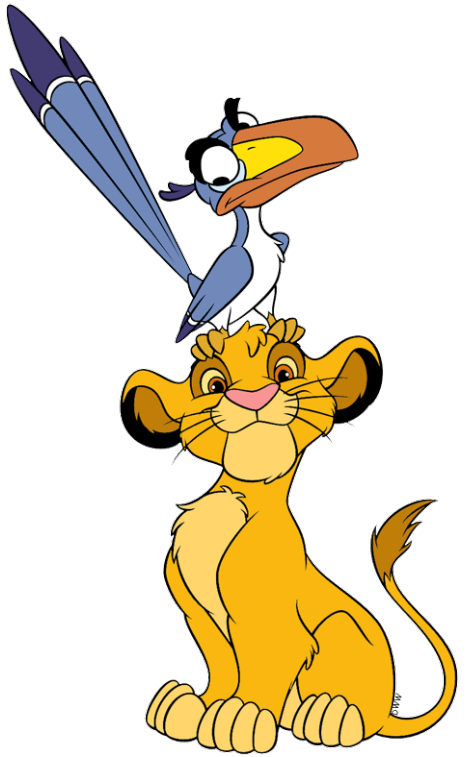
0.32%

2021- 2071



The Kansas population will see an annual increase of 0.4% over the next 50 years.



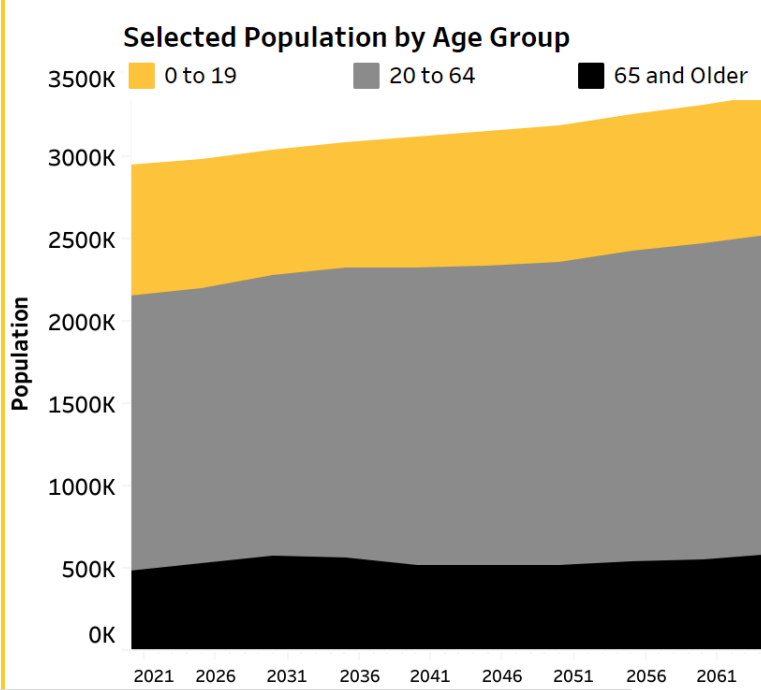


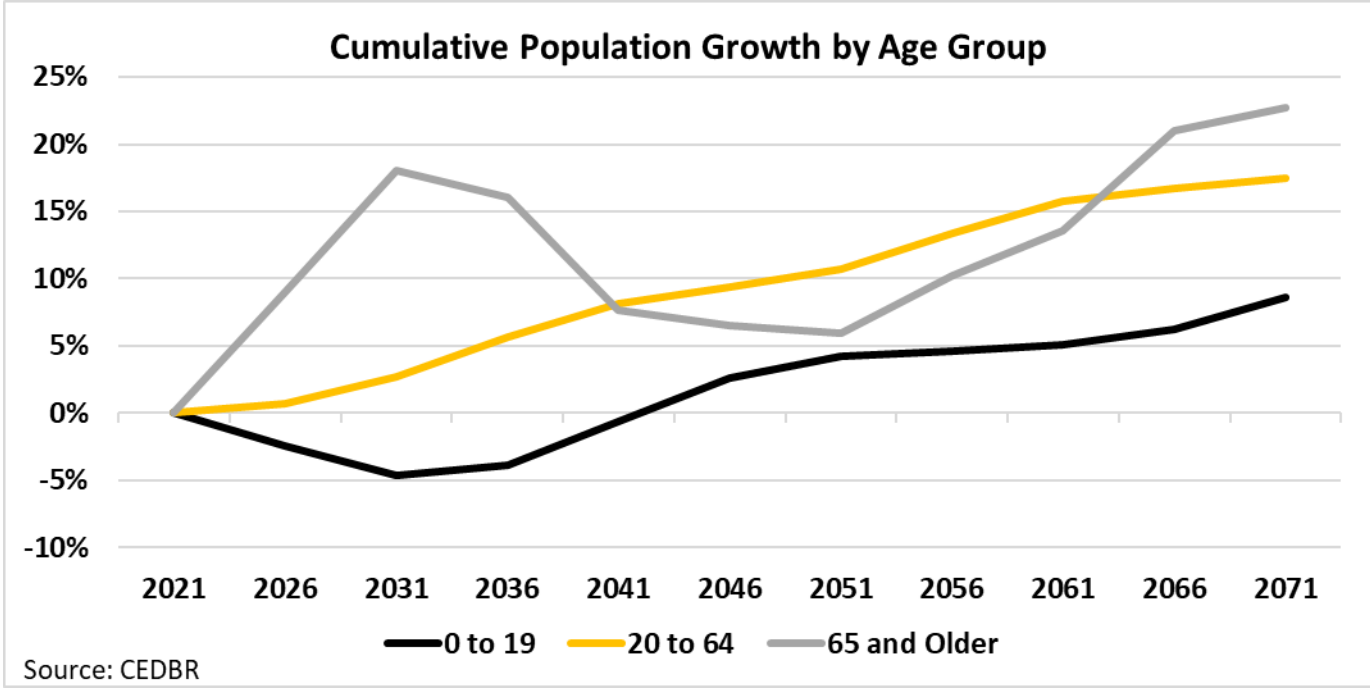
Kansas has a double wave of growth

Baby boomers, echo-boomers, recent growth

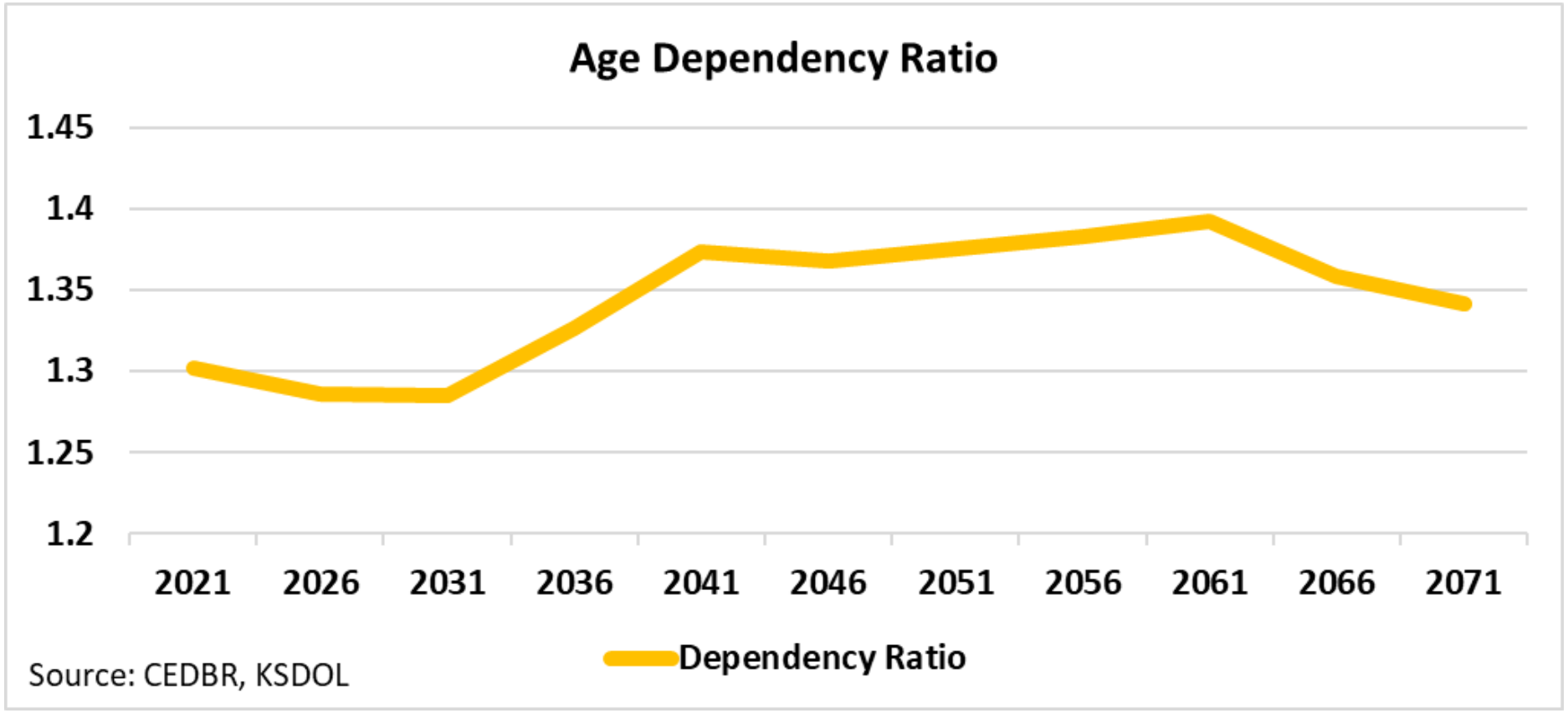
Prime-age

- Annual growth
  - 65+ – 0.45%
  - Prime – 0.35%
  - Youth – 0.17%





Increasing demand on the prime age worker

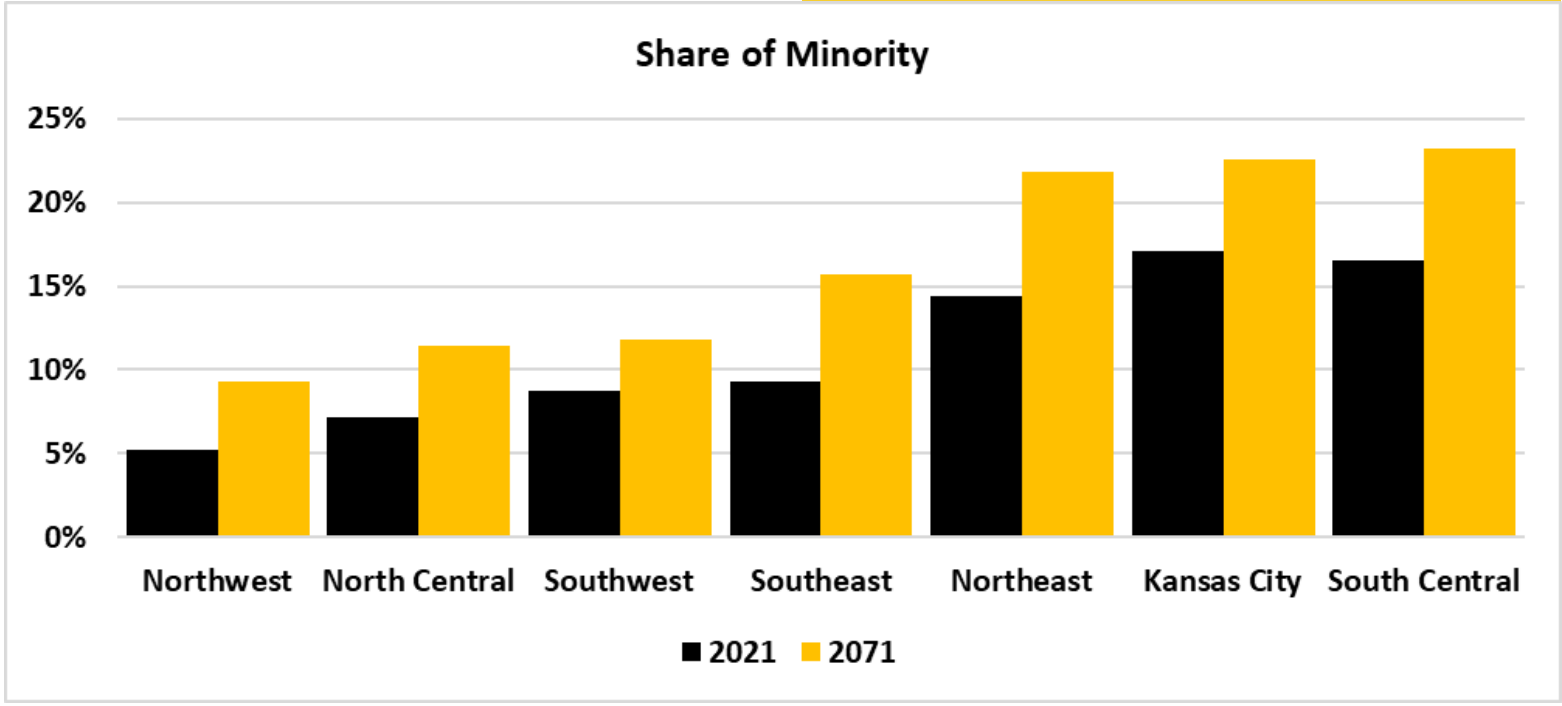


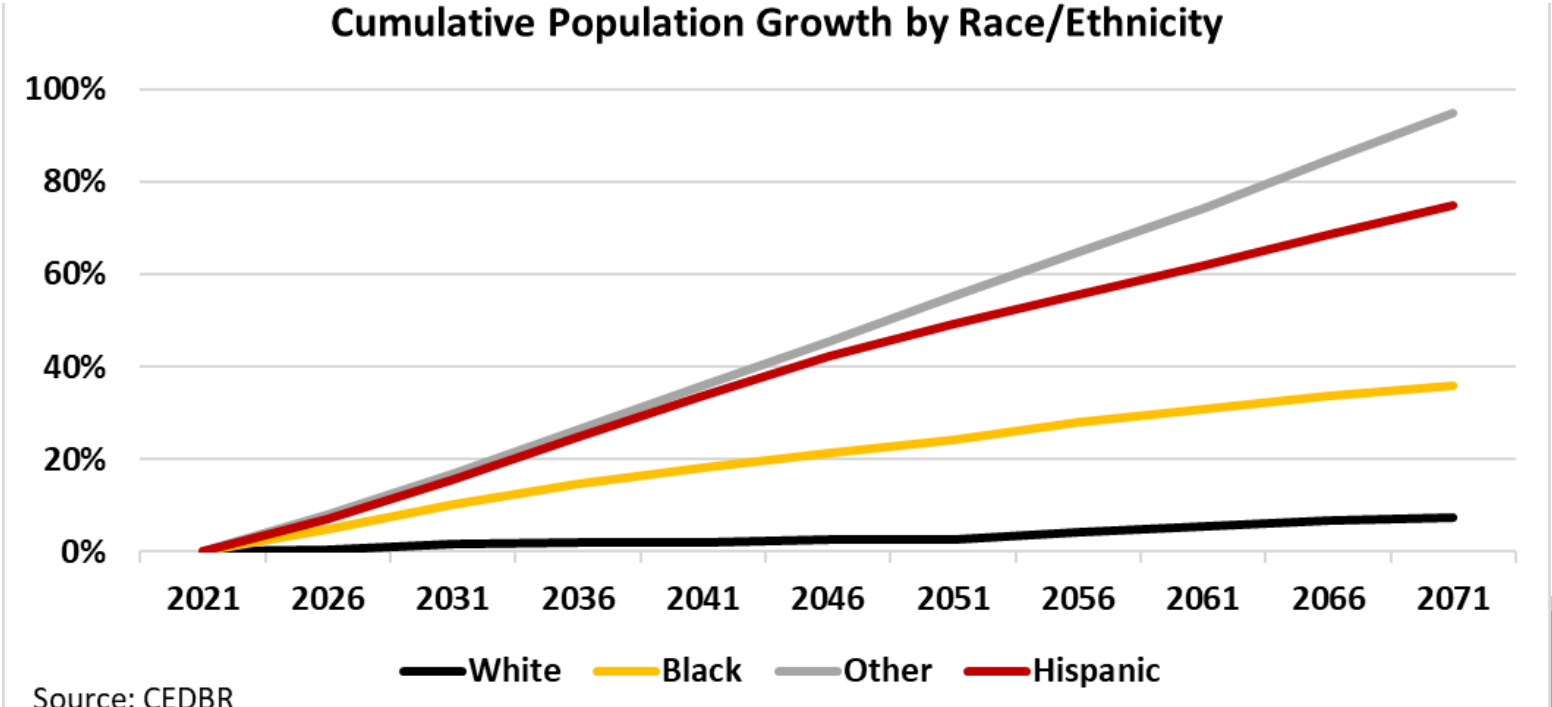
Implications - declining prime-age workforce

- Labor shortages
- Economic slowdown
- Increased labor costs
- Impact on healthcare and social services
- Housing shifts
- Increased public costs
- Decreased school enrollment

Minority

- South Central, Kansas City, and Northeast are the most diverse
- The largest growth will be in Other and Hispanic.





Source: CEDBR

Implications – increased diversification

*INCREASED WAGES AND EMPLOYMENT

SHIFT IN DEMAND AND SERVICES

CULTURAL SHIFT

ENHANCED SOCIAL COHESION

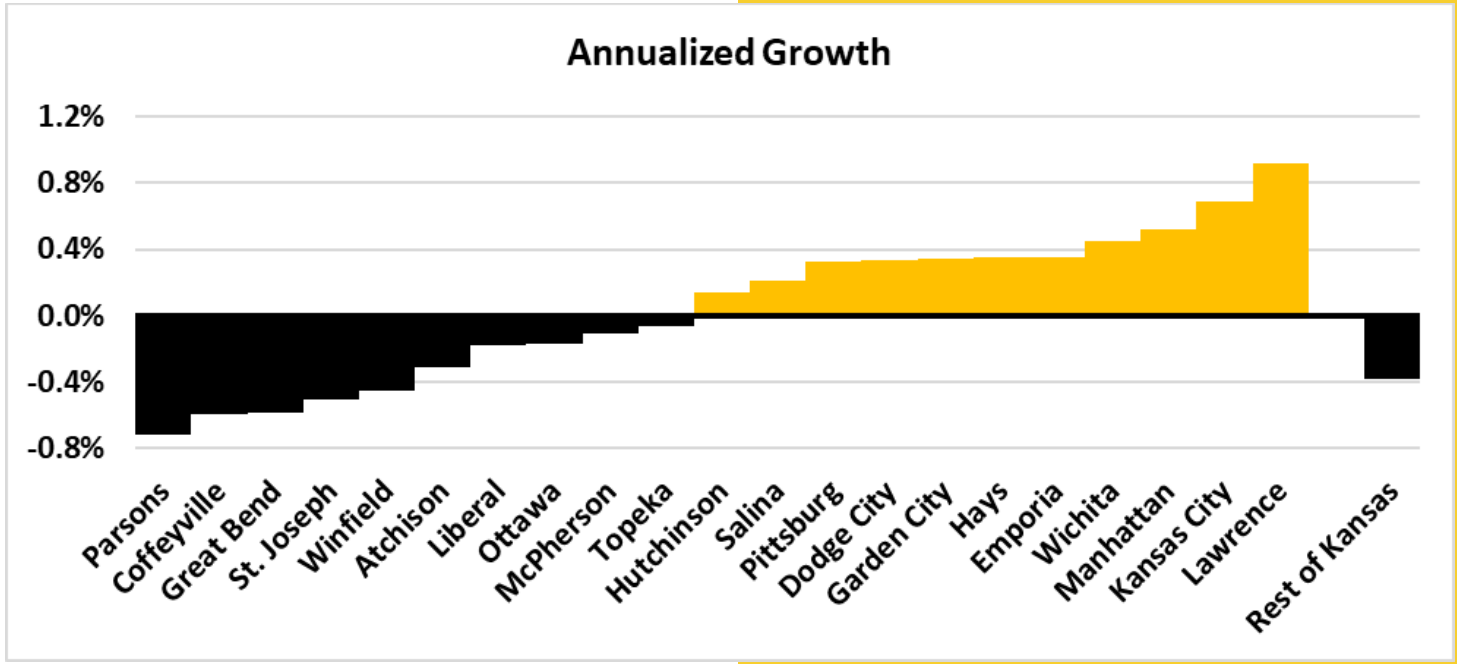
PROMOTION OF SOCIAL JUSTICE

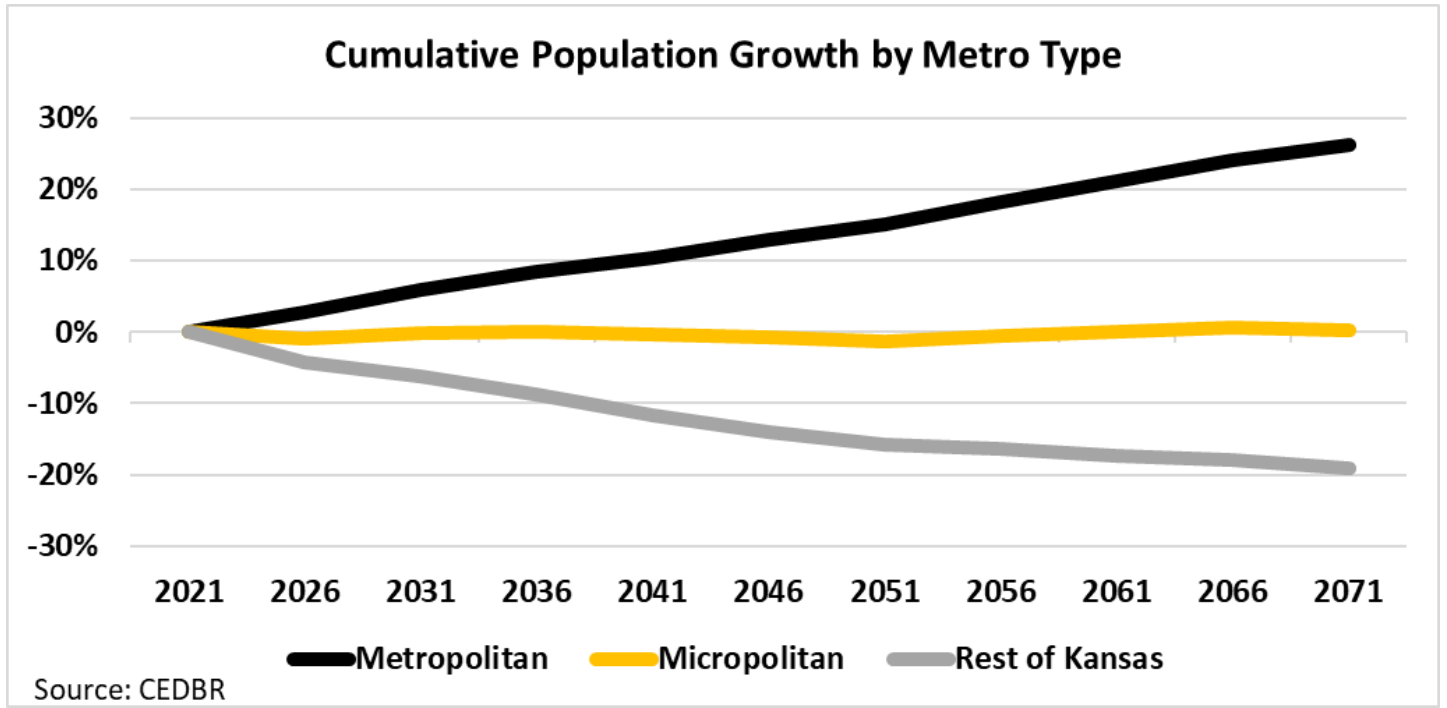
A paradigm that will require institutional changes

*Based on CEDBRs research of Kansas communities

Metro Growth

- Metropolitan areas (e.g. Kansas City and Wichita) are expected to continue to attract skilled labor.
- Micropolitan areas have a mixed outlook





Source: CEDBR

Growing Counties

0.0% 10.0% 20.0% 30.0% 40.0% 50.0%

Douglas, 45.9%
Johnson, 40.9%
Pottawatomie, 39.2%
Barber, 28.7%
Riley, 28.4%
Wyandotte, 27.1%
Sedgwick, 26.2%
Lyon, 19.9%
Dickinson, 18.7%
Butler, 18.5%
Finney, 18.3%
Ellis, 17.5%
Ford, 16.9%
Crawford, 16.4%
Miami, 15.6%
Leavenworth, 14.2%
Nemaha, 13.8%
Saline, 13.4%
Hamilton, 12.7%
Gray, 12.1%
Stevens, 11.8%
Geary, 11.4%
Haskell, 9.4%
Ellsworth, 7.8%
Reno, 7.2%
Wallace, 7.1%
Kearny, 6.8%
Shawnee, 4.2%
Rice, 3.4%
Mitchell, 3.4%
Stafford, 1.3%
Linn, 1.0%

Source: CEDBR

Declining Counties

-60.0% -50.0% -40.0% -30.0% -20.0% -10.0% 0.0%

Scott, -0.5%
Gove, -1.2%
Meade, -1.8%
Stanton, -2.8%
Harvey, -3.6%
Norton, -4.2%
Neosho, -4.9%
McPherson, -5.2%
Logan, -5.3%
Sheridan, -5.9%
Pratt, -6.5%
Franklin, -8.6%
Seward, -8.7%
Harper, -11.4%
Chase, -12.2%
Sumner, -13.2%
Ottawa, -13.4%
Brown, -14.2%
Kingman, -14.8%
Atchison, -15.5%
Hodgeman, -16.4%
Thomas, -16.5%
Trego, -17.7%
Kiowa, -20.9%
Jackson, -21.6%
Clark, -22.1%
Cowley, -22.4%
Rawlins, -22.5%
Wichita, -23.2%
Jefferson, -23.3%
Greeley, -24.4%
Grant, -24.7%
Doniphan, -25.3%
Anderson, -27.6%
Cheyenne, -27.8%
Wabaunsee, -28.1%
Cherokee, -28.2%
Marshall, -28.7%
Barton, -29.0%
Bourbon, -29.7%
Allen, -29.7%
Montgomery, -29.8%
Comanche, -30.4%
Cloud, -31.5%
Coffey, -32.4%
Clay, -32.5%
Washington, -32.9%
Lincoln, -33.0%
Marion, -33.8%
Russell, -34.3%
Wilson, -34.8%
Edwards, -35.1%
Morris, -35.7%
Labette, -35.9%
Osage, -36.4%
Sherman, -36.5%
Chautauqua, -37.8%
Ness, -38.1%
Osborne, -39.2%
Morton, -39.5%
Woodson, -39.7%
Phillips, -39.8%
Rooks, -40.0%
Smith, -40.8%
Lane, -41.5%
Elk, -42.7%
Republic, -43.9%
Greenwood, -44.4%
Rush, -45.2%
Graham, -45.5%
Decatur, -45.6%
Jewell, -46.0%
Pawnee, -51.6%

Source: CEDBR

Implications – Rural and Urban Divide

*Interdependence – One Kansas

Shared talent Pool

Innovation

Natural resource

Economic diversity

Economic stability

*Based on CEDBRs research

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What is not captured? Perceptions and Future Disruptions

Alternative forecasting

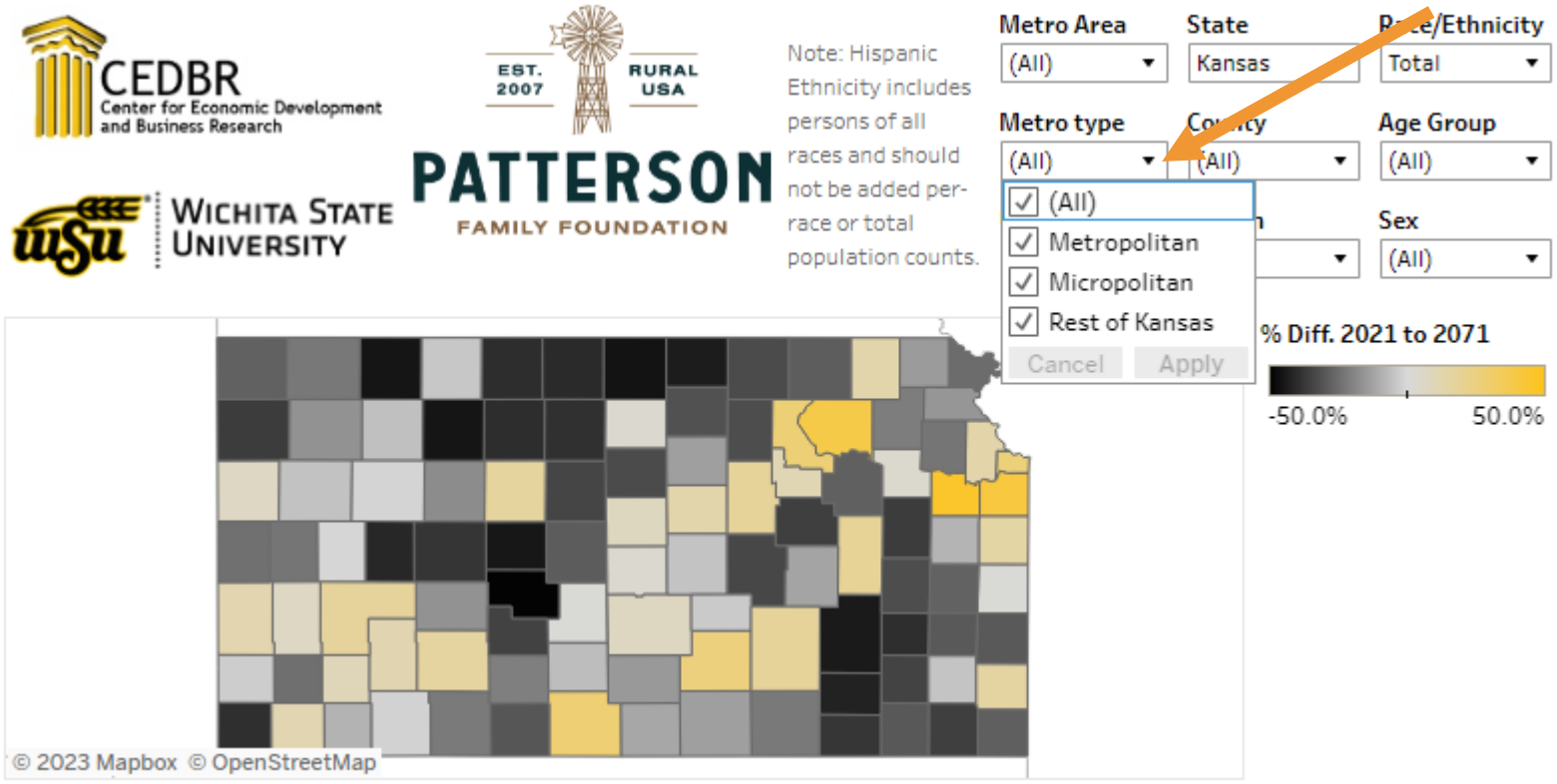
Ideas

- Sub-county forecasting
- Adjusted population estimates
- Migration (e.g. new industry)
- Fertility (e.g. teen pregnancy program)
- Mortality (e.g. public health policy)

Deliverables

- Alternative 50-year forecast
- Write articles
- Present the findings
- Online dashboard for your website

Selection - population.cedbr.org



Confirm the selection criteria

	80 to 84	352	329 -6.5%	469 42.3%	458 -2.3%	427 -6.7%	285 -33.2%	310 8.7%	264 -15.0%	351 33.0%	279 -20.4%	228 -18.2%
	85 or Older	334	243 -27.4%	247 1.7%	385 56.1%	324 -15.8%	320 -1.2%	179 -44.0%	256 42.6%	171 -33.0%	302 76.6%	173 -42.9%

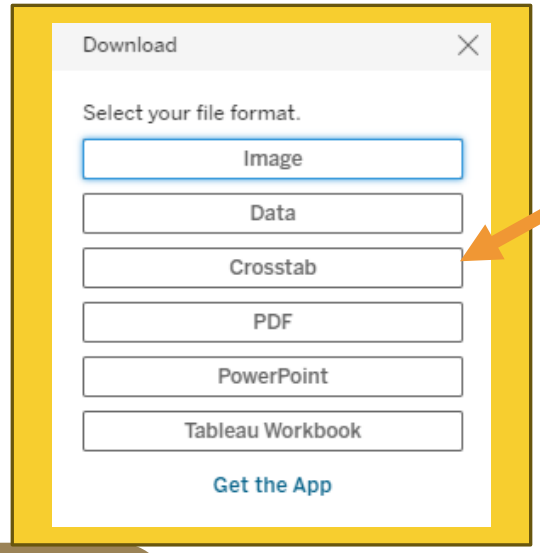
Selections - Geographic

Region	Metro Area	Urban Type	Metro Type	Counties
Kansas City North Central Northeast Northwest South Central Southeast Southwest	Atchison Coffeyville Dodge City Emporia Garden City Great Bend Hays Hutchinson Kansas City Lawrence Liberal Manhattan McPherson Ottawa Parsons Pittsburg Rest of Kansas Salina	Partly Urban Rural Urban	Metropolitan Micropolitan Rest of Kansas	Allen Anderson Atchison Barber Barton Bourbon Brown Butler Chase Chautauqua Cherokee Cheyenne Clark Clay Cloud Coffey Comanche Cowley Crawford Decatur Dickinson Doniphan Douglas Edwards Elk Ellis Ellsworth Finney Ford Franklin Geary Gove Graham Grant Gray Greeley Greenwood Hamilton Harper Harvey Haskell Hodgeman Jackson

Download and Use

Down Arrow

Crosstab



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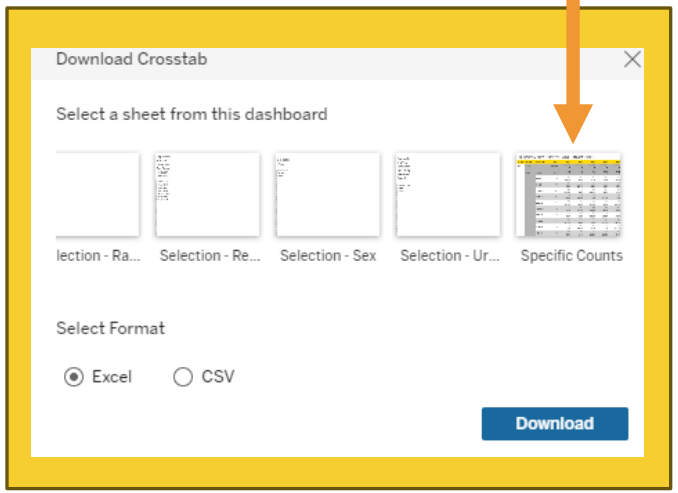
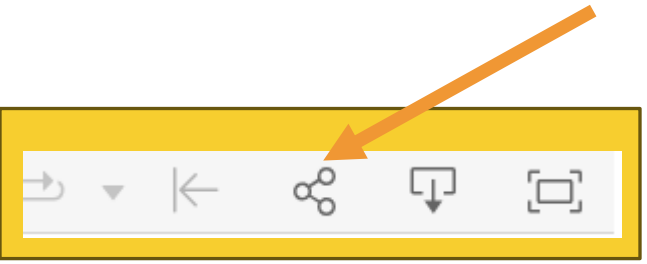


Embed or Share your County



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Wichita State University

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Note: Hispanic Ethnicity includes persons of all races and should not be added per-race or total population counts.

Metro Area	State	Race/Ethnicity
Rest of Ka...	Kansas	Total
Metro type	**County**	**Age Group**
Rest of Ka...	Allen Coun...	(All)
Urban Type	**Region**	**Sex**
Partly Ur...	Southeast	(All)