Lawrence, KS Economic Overview

Appendix II: Preliminary Community Survey Results - September 25, 2020

The better the question. The better the answer. The better the world works.
Introduction

This appendix a selection of preliminary answers from the Lawrence Listens economic development strategy survey conducted by the City of Lawrence beginning in August 2020. The survey remains open, but currently submitted responses are included in the results of this appendix. As of September 25, 2020, 317 individuals had responded to the survey through both electronic and paper forms. Based on Lawrence's population, at a 95% confidence level, this gives a confidence interval (or margin of error) of 5.5%.

Note: where open-ended questions were asked in the survey, the results are summarized using word cloud displays.

Disclaimer

Our Report may be relied upon by City of Lawrence for the purpose set out in the Scope section only pursuant to the terms of our engagement letter dated July 15, 2020. We disclaim all responsibility to any other party for any loss or liability that the other party may suffer or incur arising from or relating to or in any way connected with the contents of our report, the provision of our report to the other party or the reliance upon our report by the other party.
How would you grade the health of Lawrence's economy pre-COVID-19?

Health

Grade

Rated on a sliding scale where 1 = Poor and 5 = Excellent, the overall average was 3.3
What do you consider the strongest elements of Lawrence's economy?

Strongest elements

- College and university system
- Arts, culture and entertainment
- Quality of life
- Retail and dining options
- K-12 education system
- Entrepreneurial and small business resources
- Public transportation system
- Research, development and innovation assets
- Diversity of industries
- Roads and highways
- Equitable and inclusive access to jobs and resources
- Housing availability
- High-speed internet access
- Utility costs
- Rewarding career opportunities
- Regulatory environment
What do you consider the weakest elements of Lawrence's economy?

Weakest elements

- Housing availability
- Rewarding career opportunities
- Diversity of industries
- Tax rates
- Equitable and inclusive access to jobs and resources
- Regulatory environment
- Roads and highways
- High-speed internet access
- Utility costs
- Public transportation system
- Entrepreneurial and small business resources
- K-12 education system
- Research, development and innovation assets
- Retail and dining options
- Arts, culture and entertainment
- Quality of life
- College and university system
Before COVID-19, how would you grade Lawrence as a place to find a good job?

Rated on a sliding scale where 1 = Poor and 5 = Excellent, the overall average was 2.6
Would you consider Lawrence an easy place to find a high-paying career?

Word cloud displaying words occurring most frequently in respondents’ explanations for their answer to this question:
How would you grade Lawrence as a place to open and operate a business?

Place to do business

<table>
<thead>
<tr>
<th>Grade</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>5</td>
<td>1</td>
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<tr>
<td>4</td>
<td>2</td>
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<tr>
<td>3</td>
<td>12</td>
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<tr>
<td>2</td>
<td>30</td>
</tr>
<tr>
<td>1</td>
<td>11</td>
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</tbody>
</table>

Rated on a sliding scale where 1 = Poor and 5 = Excellent, the overall average was 2.9
Would you consider Lawrence a business-friendly community?

Yes □ No □

Word cloud displaying words occurring most frequently in respondents’ explanations for their answer to this question:
Once we emerge from the COVID-19 pandemic, what should be Lawrence's top economic development priorities?

<table>
<thead>
<tr>
<th>Top priorities</th>
<th>Bars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating higher-paying jobs/Raising income levels</td>
<td>145</td>
</tr>
<tr>
<td>Building a more resilient, diversified economy</td>
<td>132</td>
</tr>
<tr>
<td>Expanding equitable economic opportunities for all...</td>
<td>109</td>
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<tr>
<td>Recruiting new businesses to the region</td>
<td>96</td>
</tr>
<tr>
<td>Helping residents in need</td>
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<tr>
<td>Supporting startups and entrepreneurs</td>
<td>74</td>
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<tr>
<td>Investing in infrastructure</td>
<td>69</td>
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<tr>
<td>Becoming more environmentally sustainable</td>
<td>58</td>
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<tr>
<td>Retaining and attracting young professionals to live and...</td>
<td>53</td>
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<tr>
<td>Enhancing quality of life for residents</td>
<td>48</td>
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<tr>
<td>Improving the K-12 education system</td>
<td>42</td>
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<tr>
<td>Addressing the Digital Divide/Increasing high-speed...</td>
<td>33</td>
</tr>
<tr>
<td>Providing in-demand technical skills to residents</td>
<td>27</td>
</tr>
<tr>
<td>Connecting college students to local businesses</td>
<td>19</td>
</tr>
</tbody>
</table>
What one word would you use to describe your ideal vision for Lawrence's future economy?

Word cloud displaying most frequent words found in answers to this question: