Overview of the Methodology

The Play Committee conducted a Community Attitude and Interest Survey during January and February of 2007 to establish priorities for the future improvement of indoor and outdoor sports facilities to serve youth and adults in the Lawrence and Douglas County community. The survey was designed to obtain statistically valid results from households throughout the City of Lawrence and Douglas County. The survey was administered by a combination of mail and phone.

Leisure Vision worked with members of the PLAY Committee in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

In January 2007, surveys were mailed to a random sample of 2,000 households in the City of Lawrence and Douglas County. Approximately three days after the surveys were mailed, each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone, either to encourage completion of the mailed survey or to administer the survey by phone.

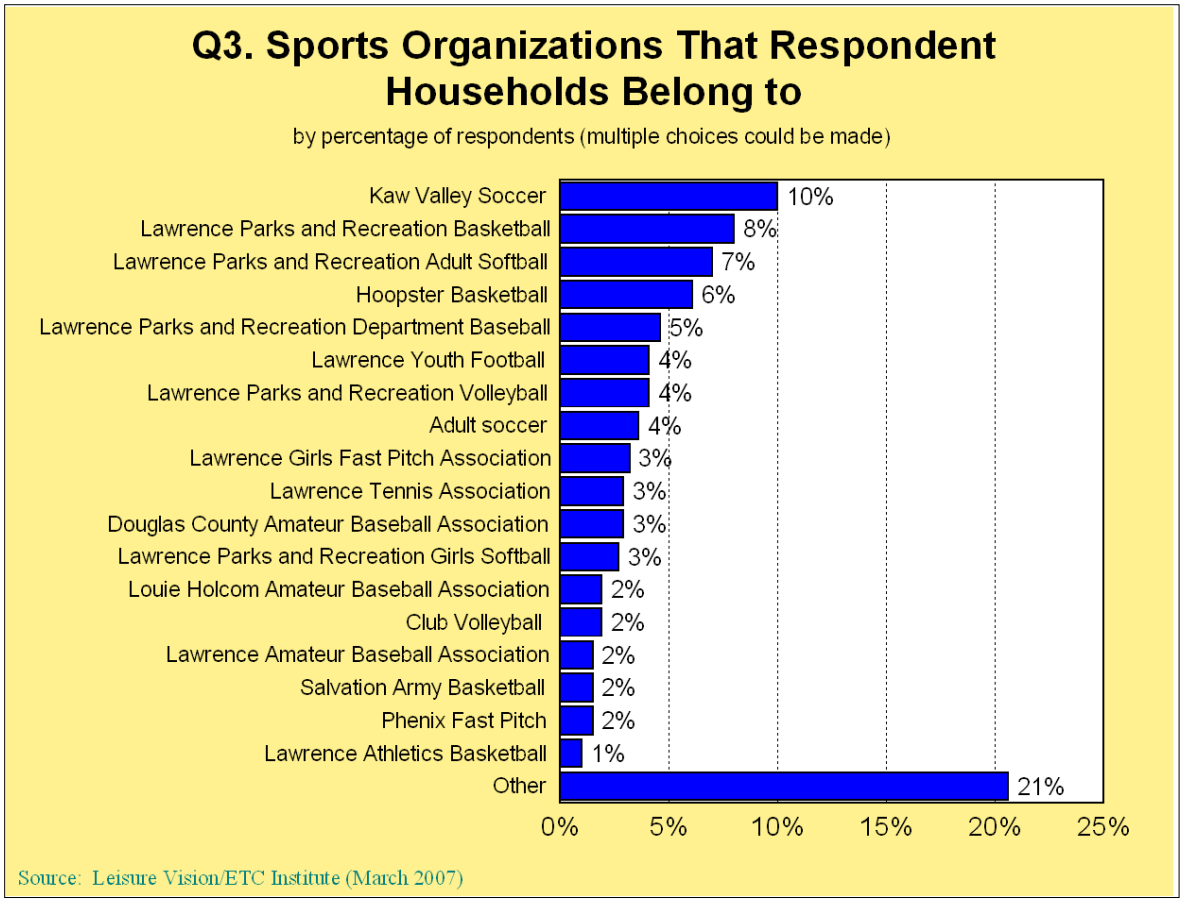
The goal was to obtain a total of at least 400 completed surveys. This goal was accomplished, with a total of 412 surveys having been completed. The results of the random sample of 412 households have a 95% level of confidence with a precision of at least +/-4.8.

The following pages summarize major survey findings:

Sports Organizations That Households Belong To

From a list of 18 sports organizations, respondents were asked to indicate all of the ones that their household belongs to for sports activities. The following summarizes key findings:

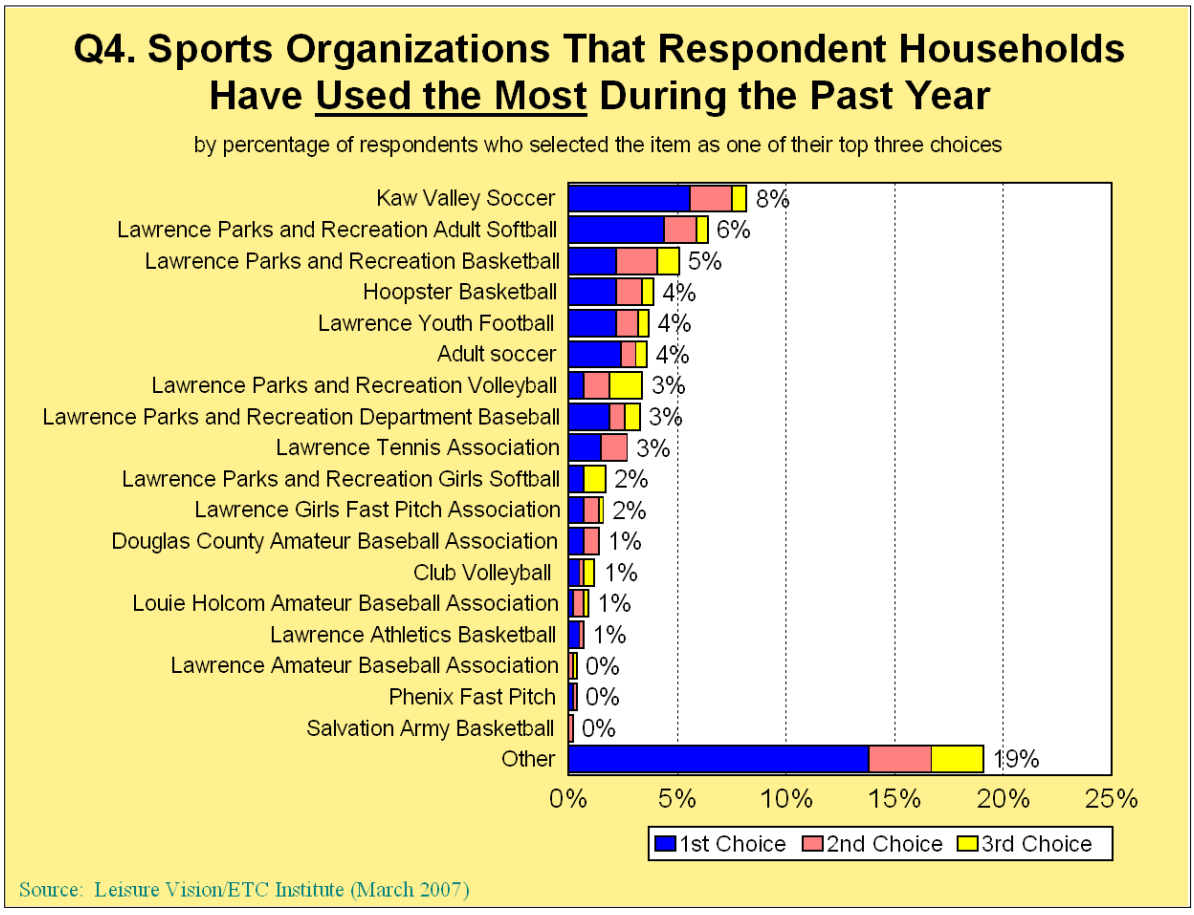
- **The sports organizations that the highest percentage of respondent households belong to are: Kaw Valley Soccer (10%), Lawrence Parks and Recreation Basketball (8%) and Lawrence Parks and Recreation Adult Softball (7%).**



Most Used Sports Organizations

From the list of 18 sports organizations, respondents were asked to indicate the three that their household used the most during the past year. The following summarizes key findings:

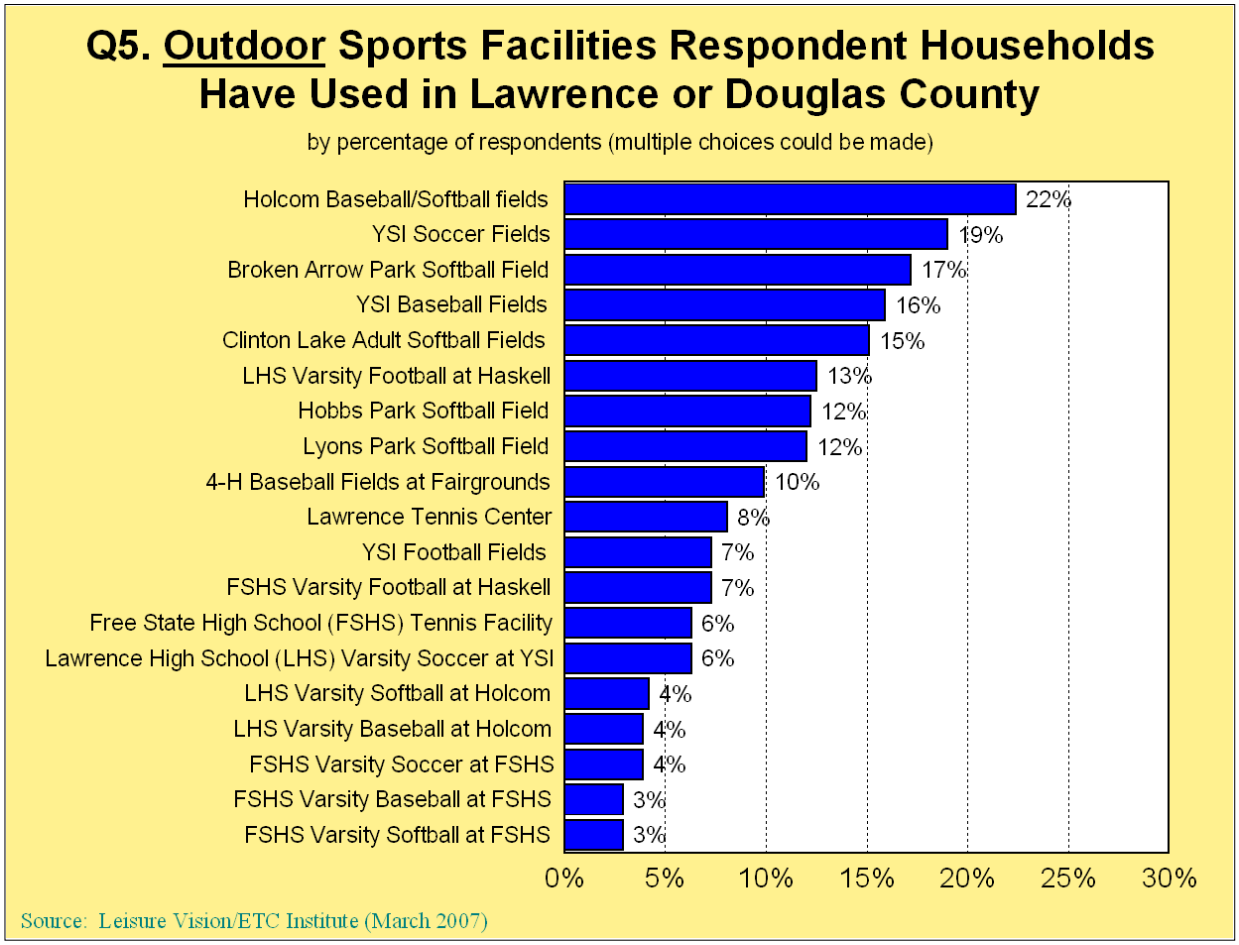
- **Based on the sum of their top three choices, the sports organizations that respondent households used the most during the past year are: Kaw Valley Soccer (8%), Lawrence Parks and Recreation Adult Softball (6%) and Lawrence Parks and Recreation Basketball (5%).** It should also be noted that Kaw Valley Soccer had the highest percentage of respondents select it as their first choice as the sports organization



Usage of Current OUTDOOR Sports Facilities

From a list of 19 various outdoor sports facilities in Lawrence and Douglas County, respondents were asked to indicate which ones they and members of their household have used. The following summarizes key findings:

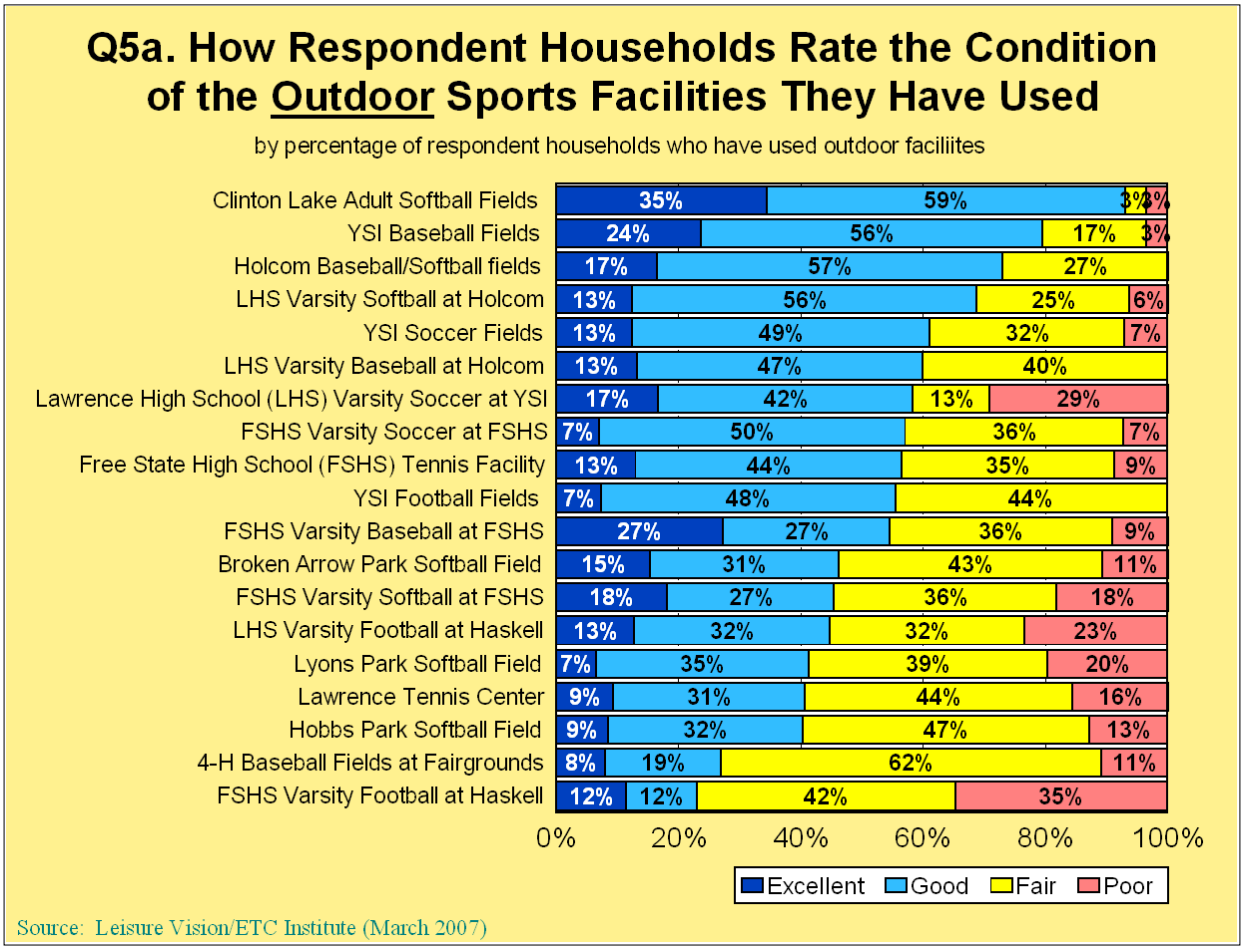
- **The outdoor sports facilities that the highest percentage of respondent households have used in Lawrence or Douglas County are: Holcom Baseball/Softball Fields (22%), YSI Soccer Fields (19%), Broken Arrow Park Softball Fields (17%), YSI Baseball Fields (16%) and Clinton Lake Adult Softball Fields (15%).**



Condition of OUTDOOR Sports Facilities

From the list of 19 various outdoor sports facilities in Lawrence and Douglas County, respondent households that use the facilities were asked to rate the condition of the facilities as either excellent, good, fair, or poor. The following summarizes key findings:

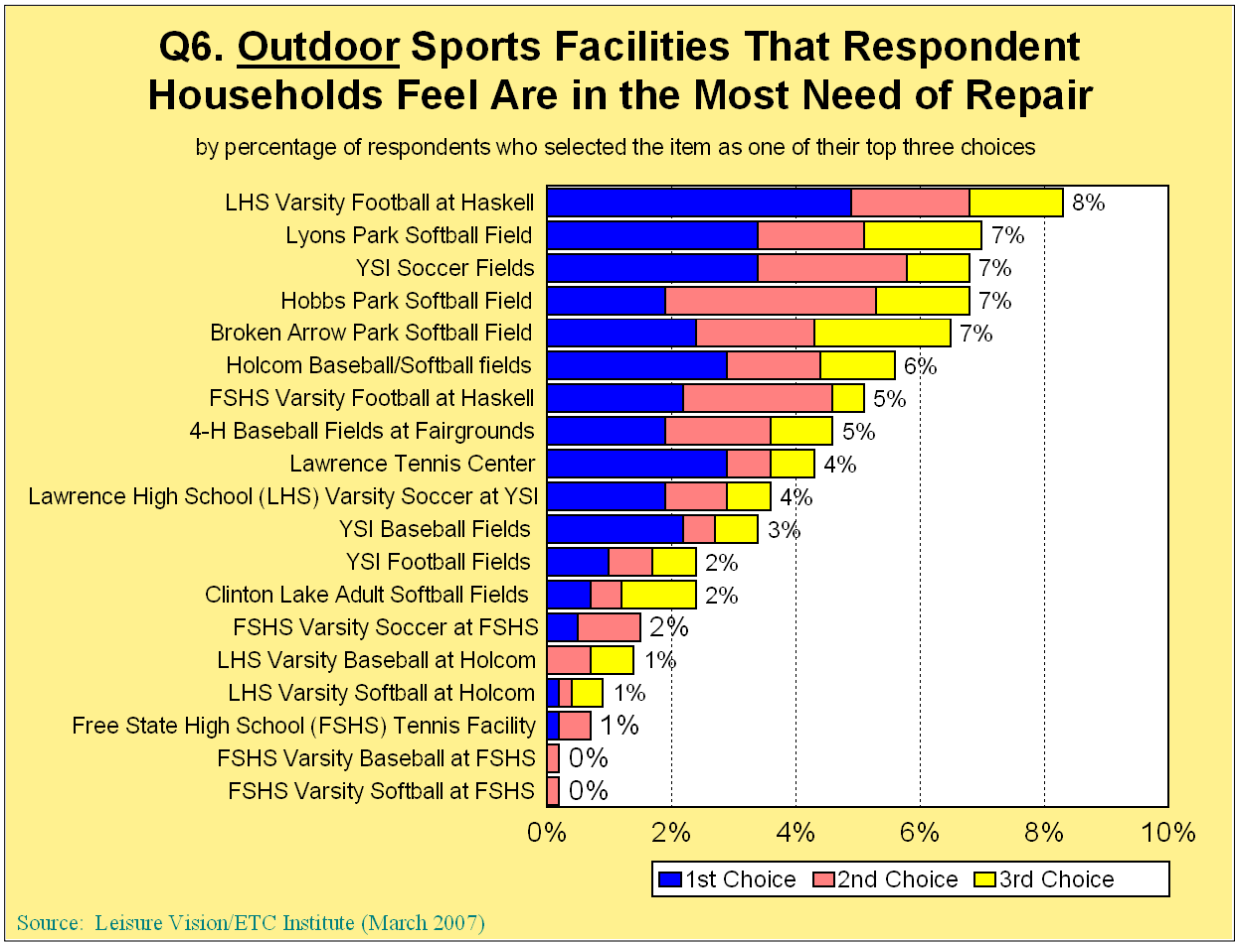
- **The outdoor facilities that the highest percentage of respondents rated as excellent are: Clinton Lake Adult Softball Fields (35%), FSHS Varsity Baseball at FSHS (27%) and YSI Baseball Fields (24%).** It should also be noted that 11 of the 19 facilities had over 50% of respondents rate them as either excellent or good.



OUTDOOR Facilities Most in Need of Repair

From the list of 19 various outdoor sports facilities in Lawrence and Douglas County, respondent households that use the facilities were asked to indicate which three they feel are most in need of repair. The following summarizes key findings:

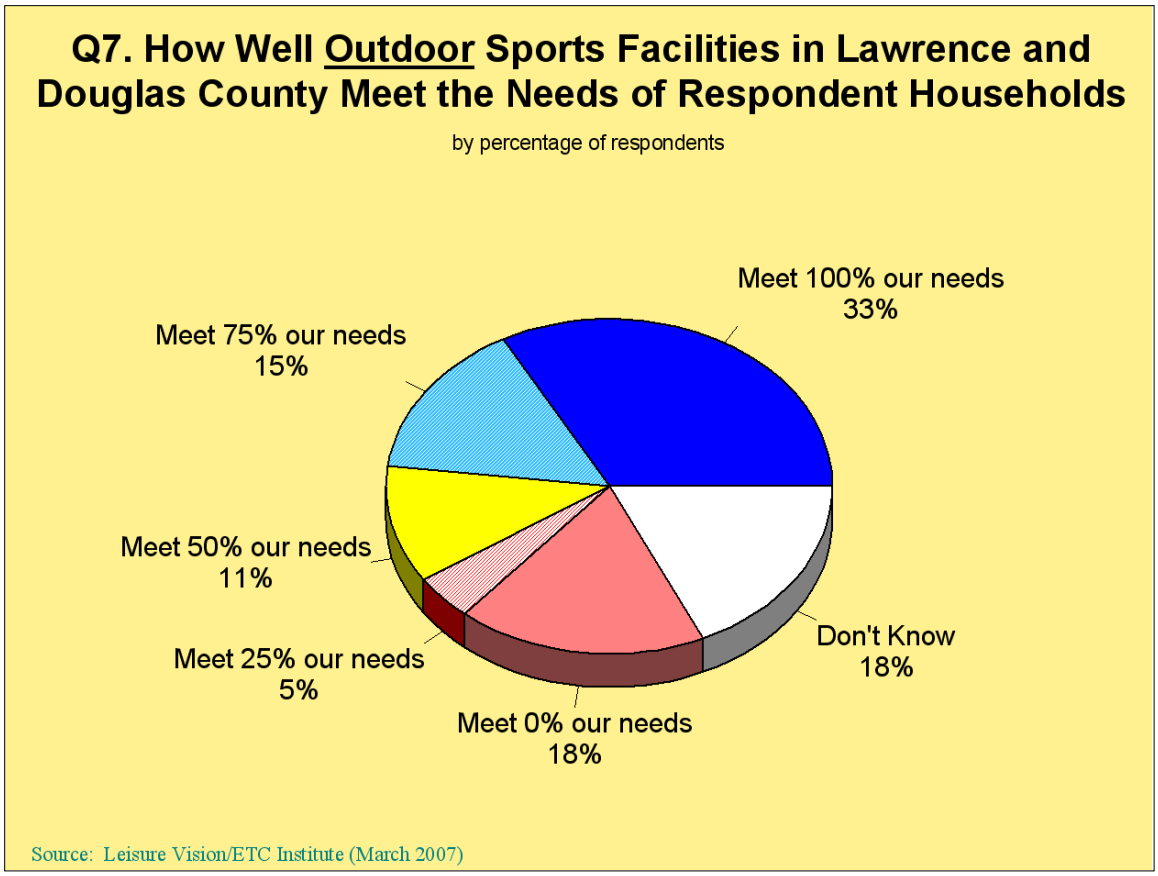
- **Based on the sum of their top three choices, the outdoor sports facilities that respondent households feel are most in need of repair are: LHS Varsity Football at Haskell (8%), Lyons Park Softball Field (7%), YSI Soccer Fields (7%), Hobbs Park Softball Field (7%), and Broken Arrow Park Softball Field.** It should also be noted that LHS Varsity Football at Haskell had the highest percentage of respondents select it as their first choices as the outdoor facility they feel is most in need of repair.



How Well OUTDOOR Sports Facilities Meet Needs

Respondent were asked to indicate how well outdoor sports facilities in Lawrence and Douglas County meet the needs of their household. The following summarizes key findings:

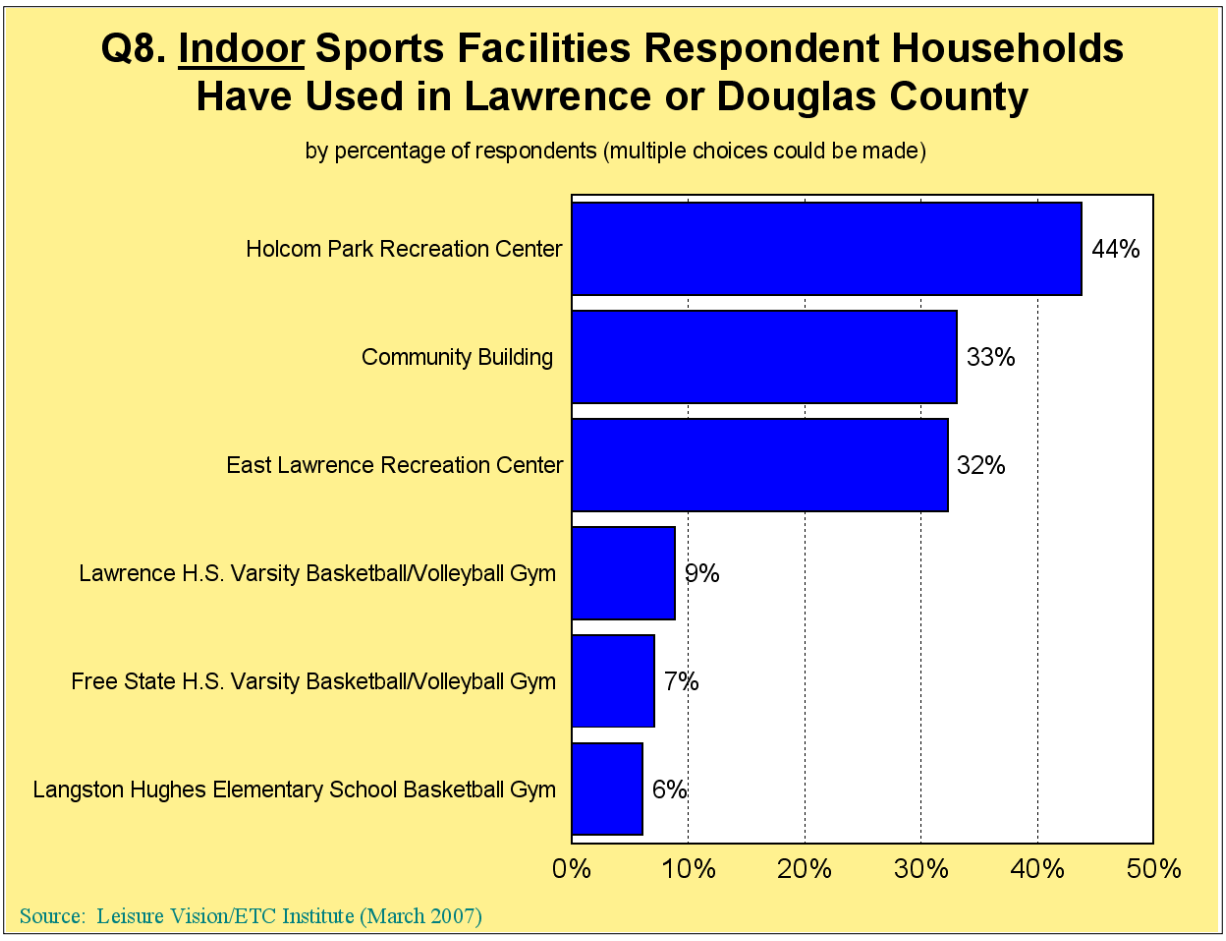
- **Forty-eight percent (48%) of respondents indicated that outdoor sports facilities meet at least 75% of the needs of their household.** In addition, 11% of respondents indicated that outdoor facilities meet 50% of their needs, 5% indicated they meet 25% of their needs, and 18% indicated they don't meet any of their needs. The remaining 18% indicated "don't know".



Usage of Current INDOOR Sports Facilities

From a list of six various indoor sports facilities in Lawrence and Douglas County, respondents were asked to indicate which ones they and members of their household have used. The following summarizes key findings:

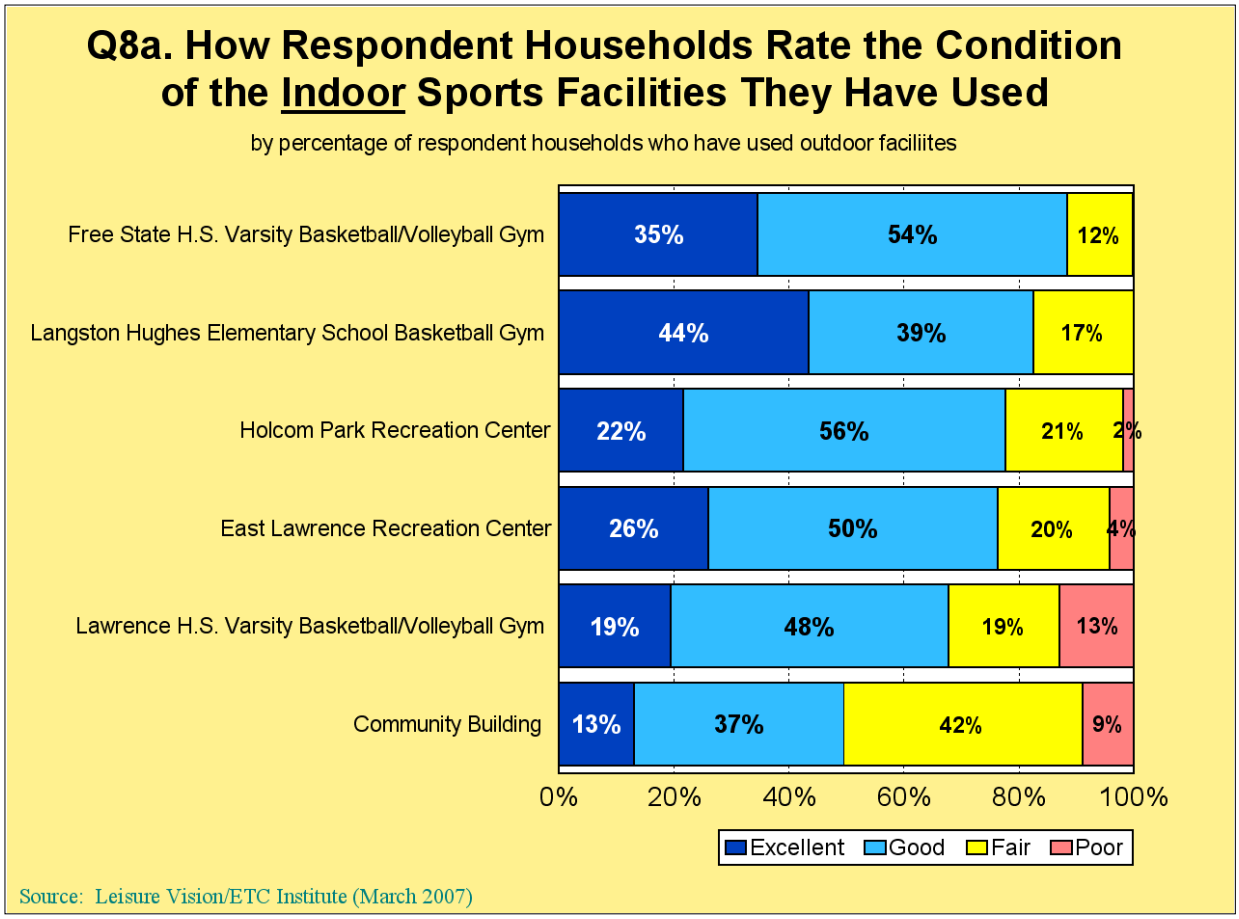
- **The indoor sports facilities that the highest percentage of respondent households have used in Lawrence or Douglas County are: Holcom Park Recreation Center (44%), Community Building (33%) and East Lawrence Recreation Center (32%).**



Condition of INDOOR Sports Facilities

From the list of six various indoor sports facilities in Lawrence and Douglas County, respondent households that use the facilities were asked to rate the condition of the facilities as either excellent, good, fair, or poor. The following summarizes key findings:

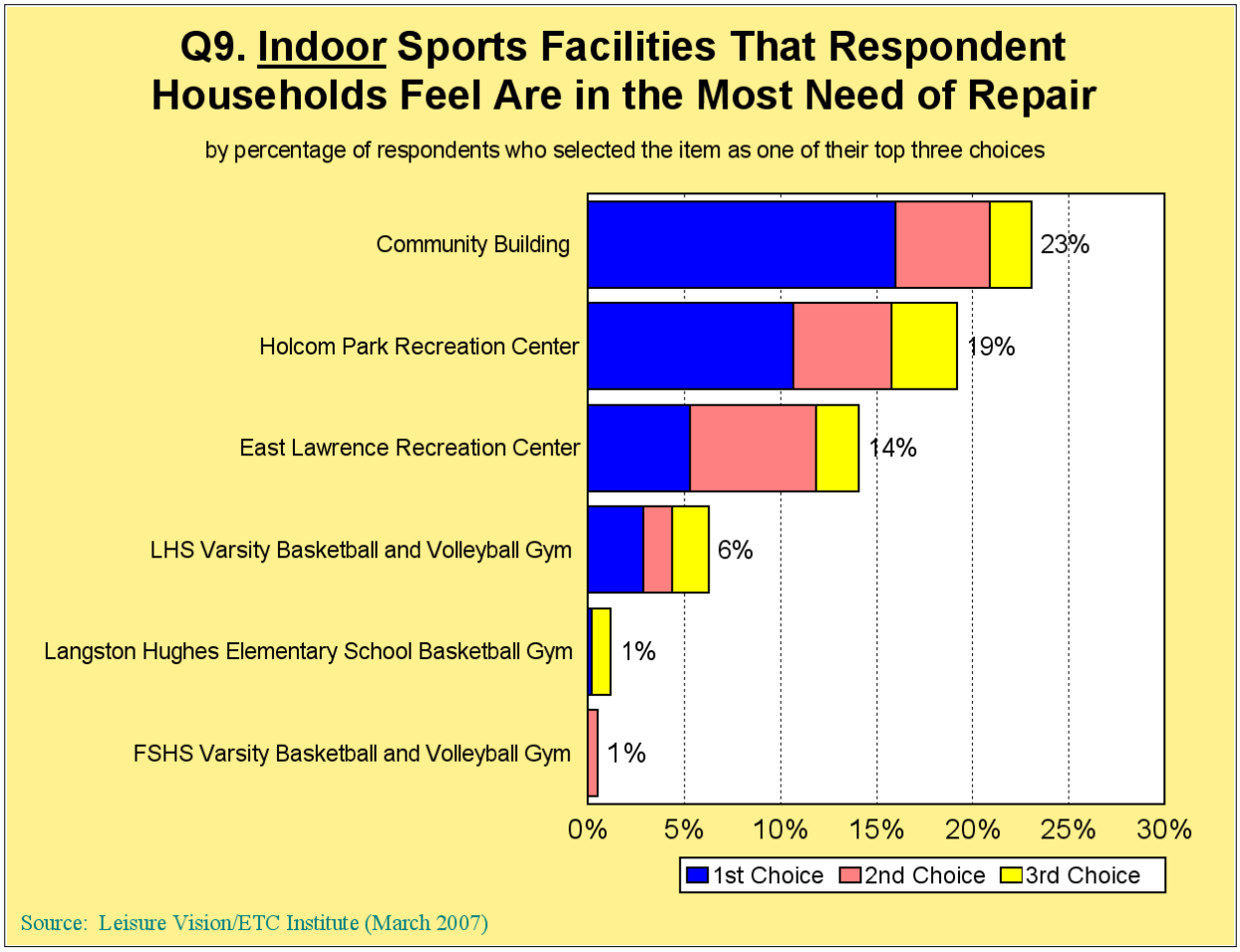
- **The indoor facilities that the highest percentage of respondents rated as excellent are: Langston Hughes Elementary School Basketball Gym (44%) and Free State High School Varsity Basketball and Volleyball Gym (35%).** It should also be noted that 4 of the 6 facilities had over 75% of respondents rate them as either excellent or good.



INDOOR Facilities Most in Need of Repair

From the list of six various indoor sports facilities in Lawrence and Douglas County, respondent households that use the facilities were asked to indicate which three they feel are most in need of repair. The following summarizes key findings:

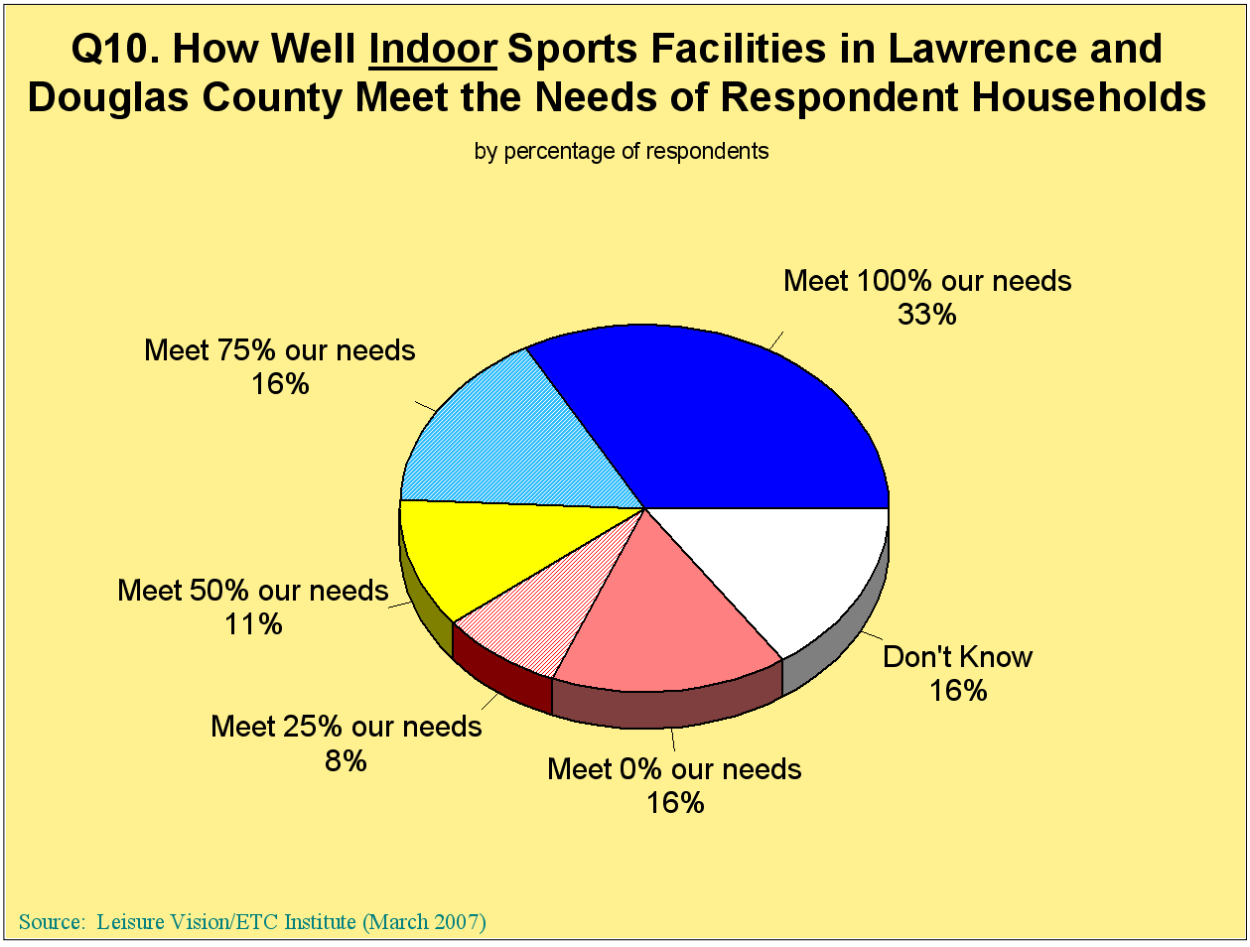
- **Based on the sum of their top three choices, the indoor sports facilities that respondent households feel are most in need of repair are: Community Building (23%), Holcom Park Recreation Center (19%) and East Lawrence Recreation Center (14%).** It should also be noted that the Community Building had the highest percentage of respondents select it as their first choices as the indoor facility they feel is most in need of repair.



How Well INDOOR Sports Facilities Meet Needs

Respondent were asked to indicate how well indoor sports facilities in Lawrence and Douglas County meet the needs of their household. The following summarizes key findings:

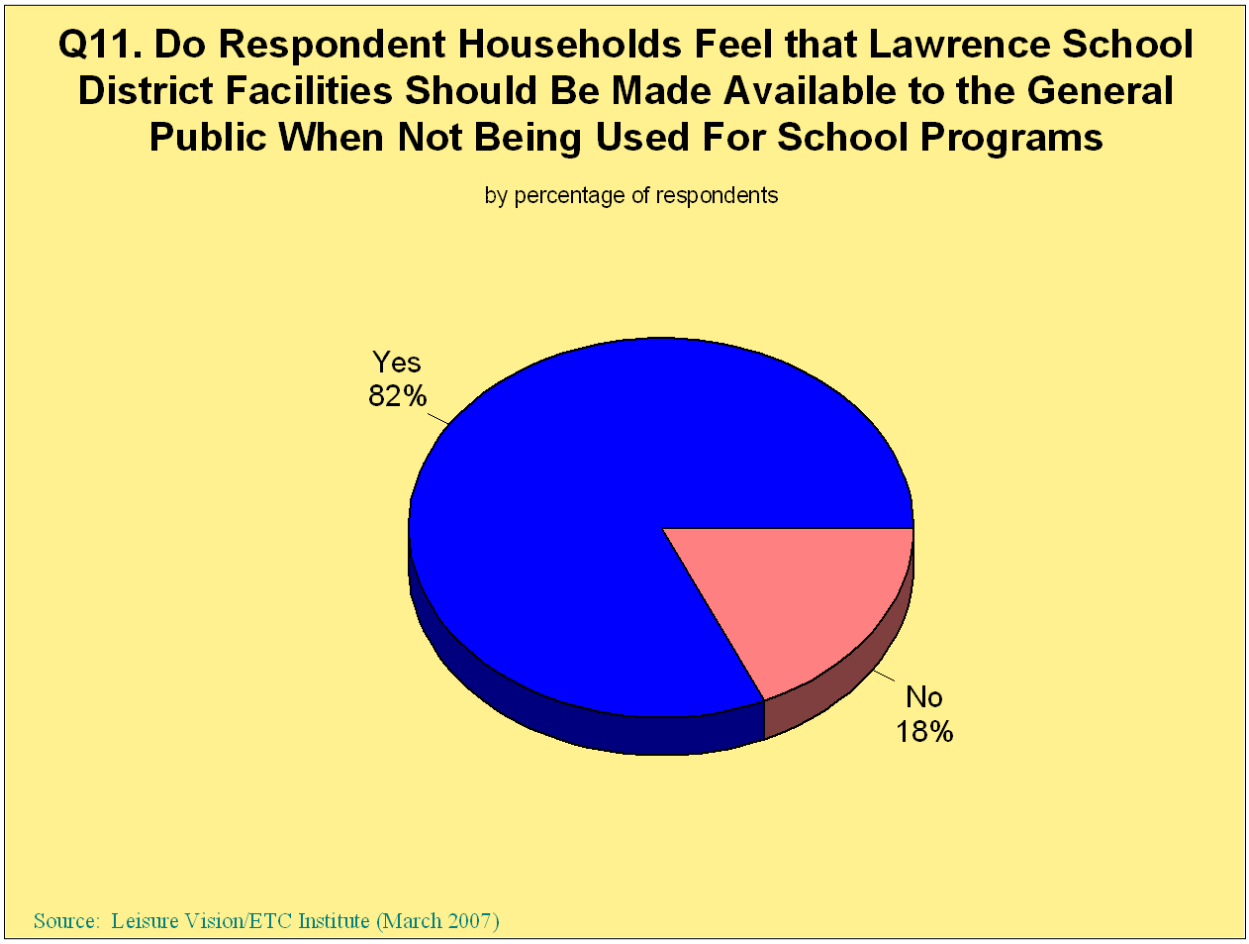
- **Forty-nine percent (49%) of respondents indicated that indoor sports facilities meet at least 75% of the needs of their household.** In addition, 11% of respondents indicated that outdoor facilities meet 50% of their needs, 8% indicated they meet 25% of their needs, and 16% indicated they don't meet any of their needs. The remaining 16% indicated "don't know'.



Availability of Lawrence School District Facilities to the General Public

Respondents were asked if they feel that Lawrence School District facilities should be made available to the general public for recreational activities when they are not being scheduled for school programs. The following summarizes key findings:

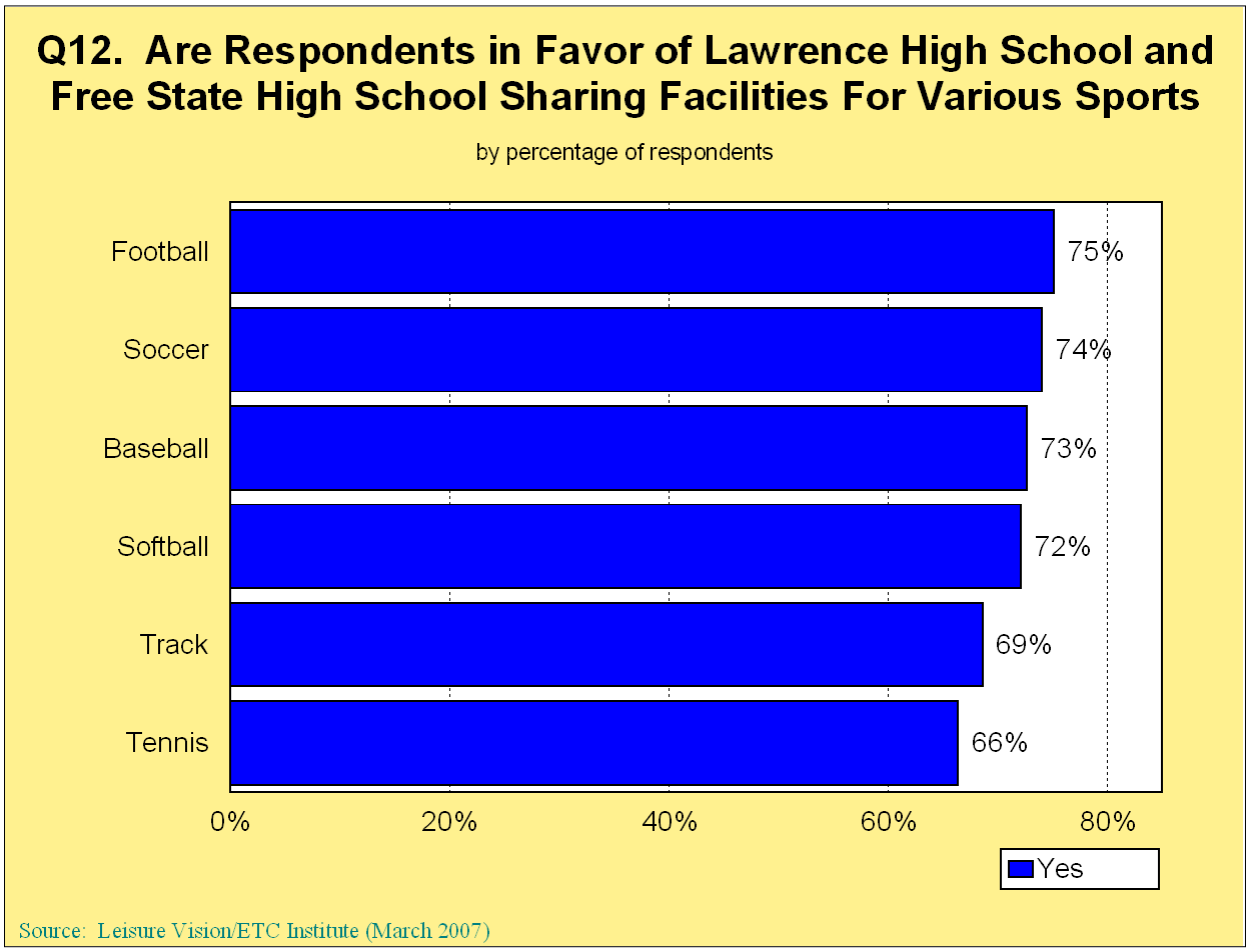
- **Eighty-two percent (82%) of respondent households feel that Lawrence School District facilities should be made available to the general public when not being used for school programs.**



High Schools Sharing Facilities

Respondents were asked if they support Lawrence High School and Free State High School sharing a new state of the art facility for various varsity sports. The following summarizes key findings:

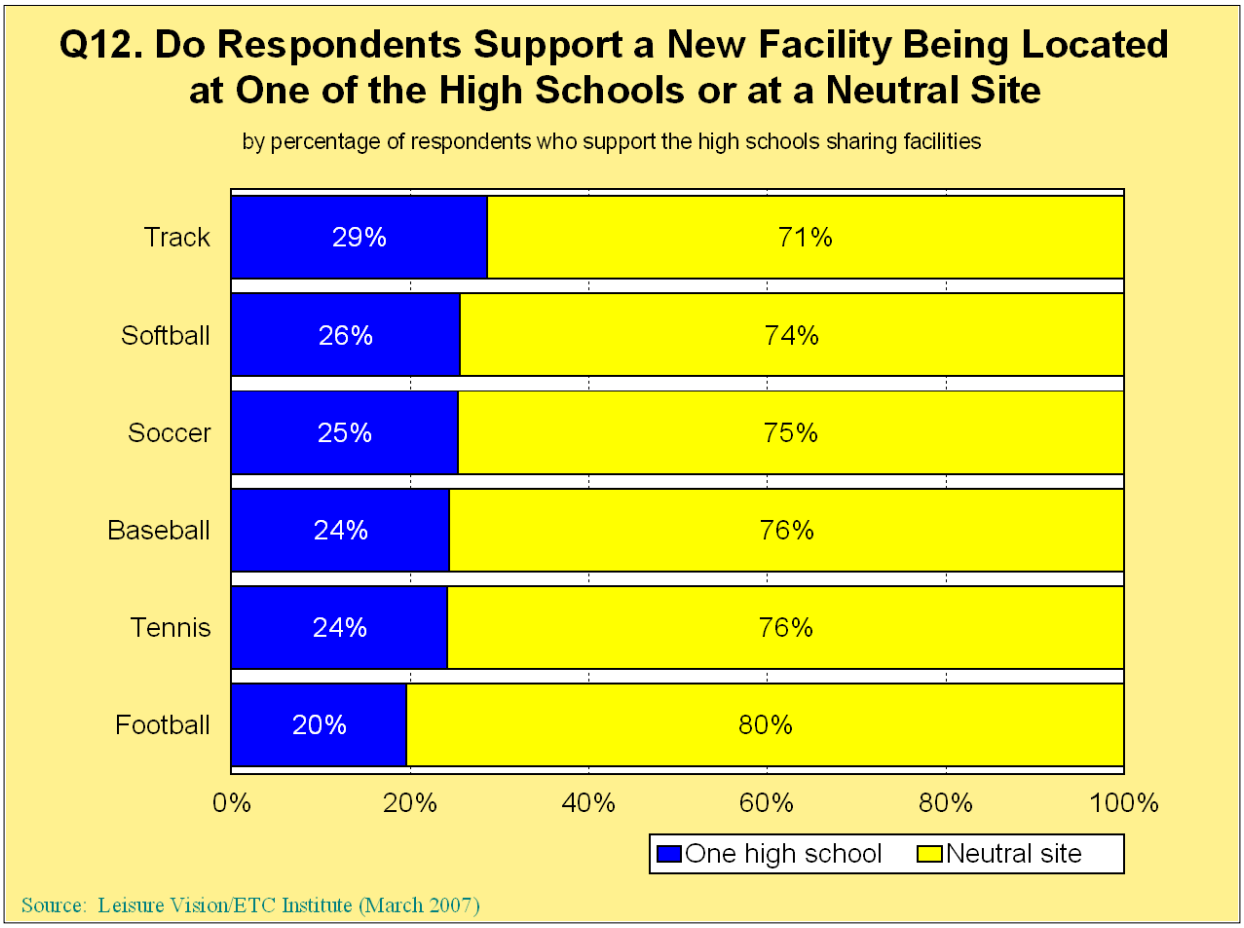
- **Between 66% and 75% of respondents indicated they are in favor of Lawrence High School and Free State High School sharing facilities for each of the six varsity sports.**



Location of State of the Art Facility

Respondents who support Lawrence High School and Free State High School sharing a new state of the art facility for various sports were then asked if the new facility should be located at one of the high schools or at a neutral site. The following summarizes key findings:

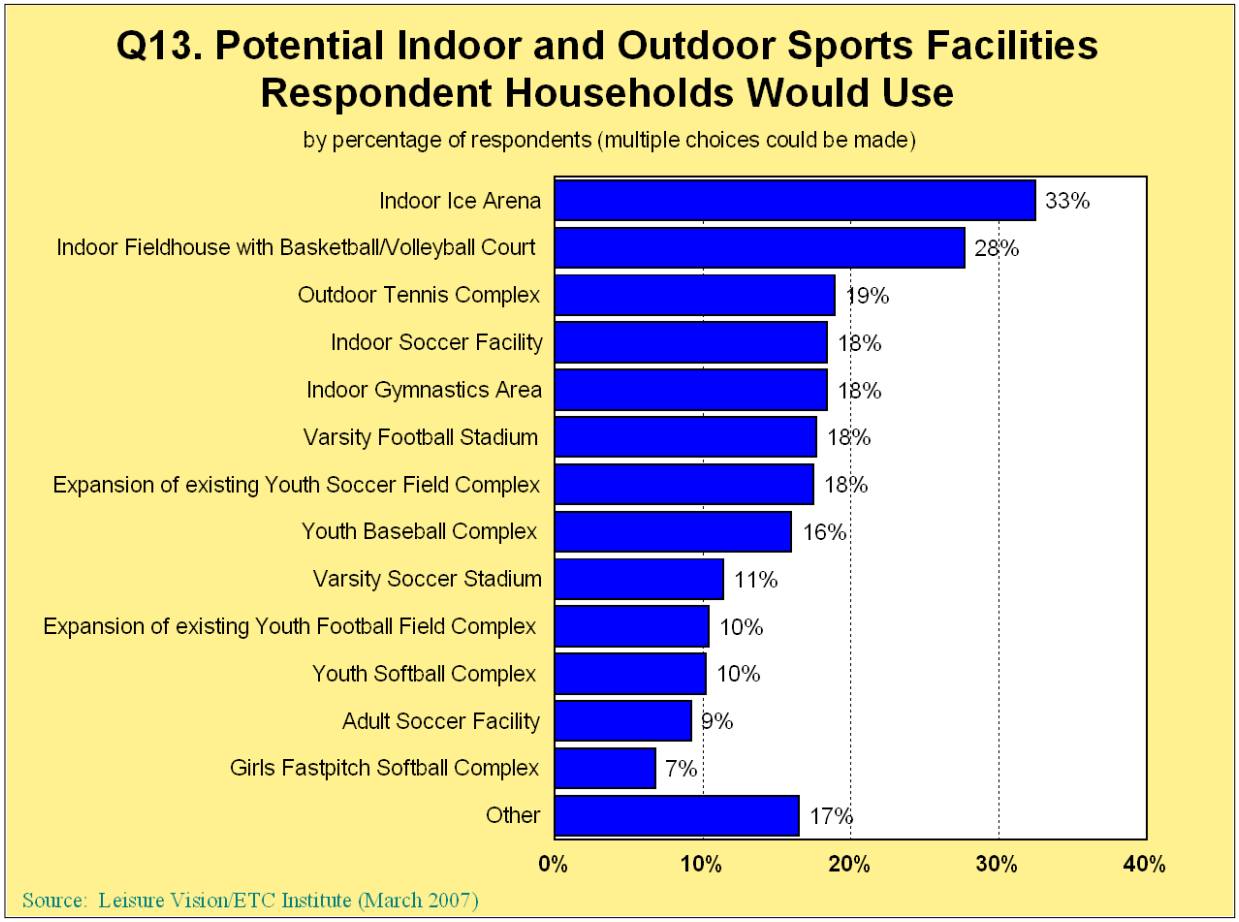
- **For all six varsity sports, between 71% and 80% of respondents who feel that facilities should be shared prefer a neutral location for the shared facilities.**



Use of Potential INDOOR and OUTDOOR Sports Facilities

From a list of 13 INDOOR and OUTDOOR sports facilities that could be developed in Lawrence and Douglas County, respondents were asked to indicate all of the facilities that their household would use if they were developed. The following summarizes key findings:

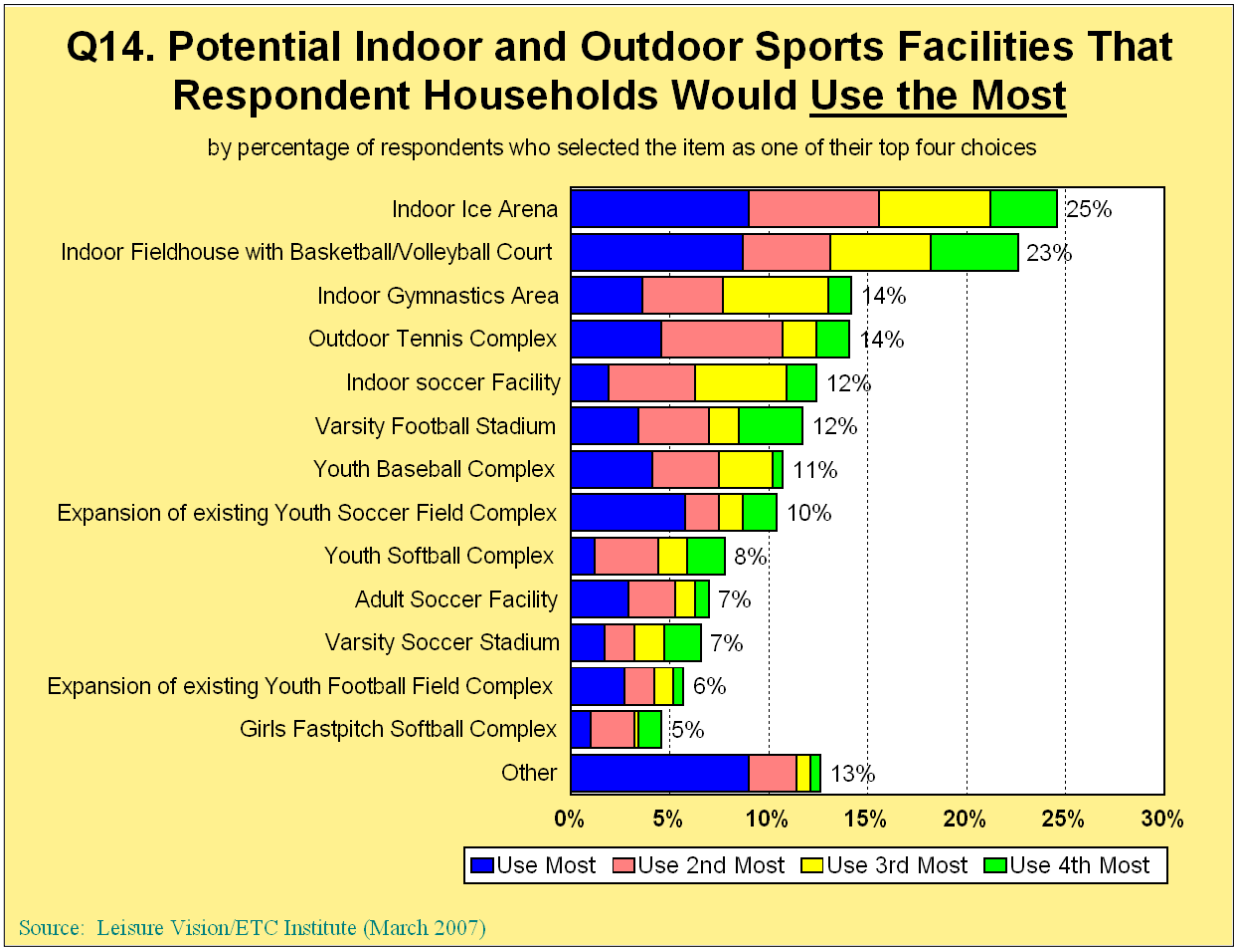
- **The facilities that the highest percentage of respondent households would use if developed are: indoor ice arena (33%), indoor fieldhouse with basketball/volleyball court (28%), and outdoor tennis complex (19%).**



Potential INDOOR & OUTDOOR Facilities Respondent Households Would Use the Most

From the list of 13 INDOOR and OUTDOOR sports facilities that could be developed in Lawrence and Douglas County, respondent households were asked to indicate which four facilities they would use the most. The following summarizes key findings:

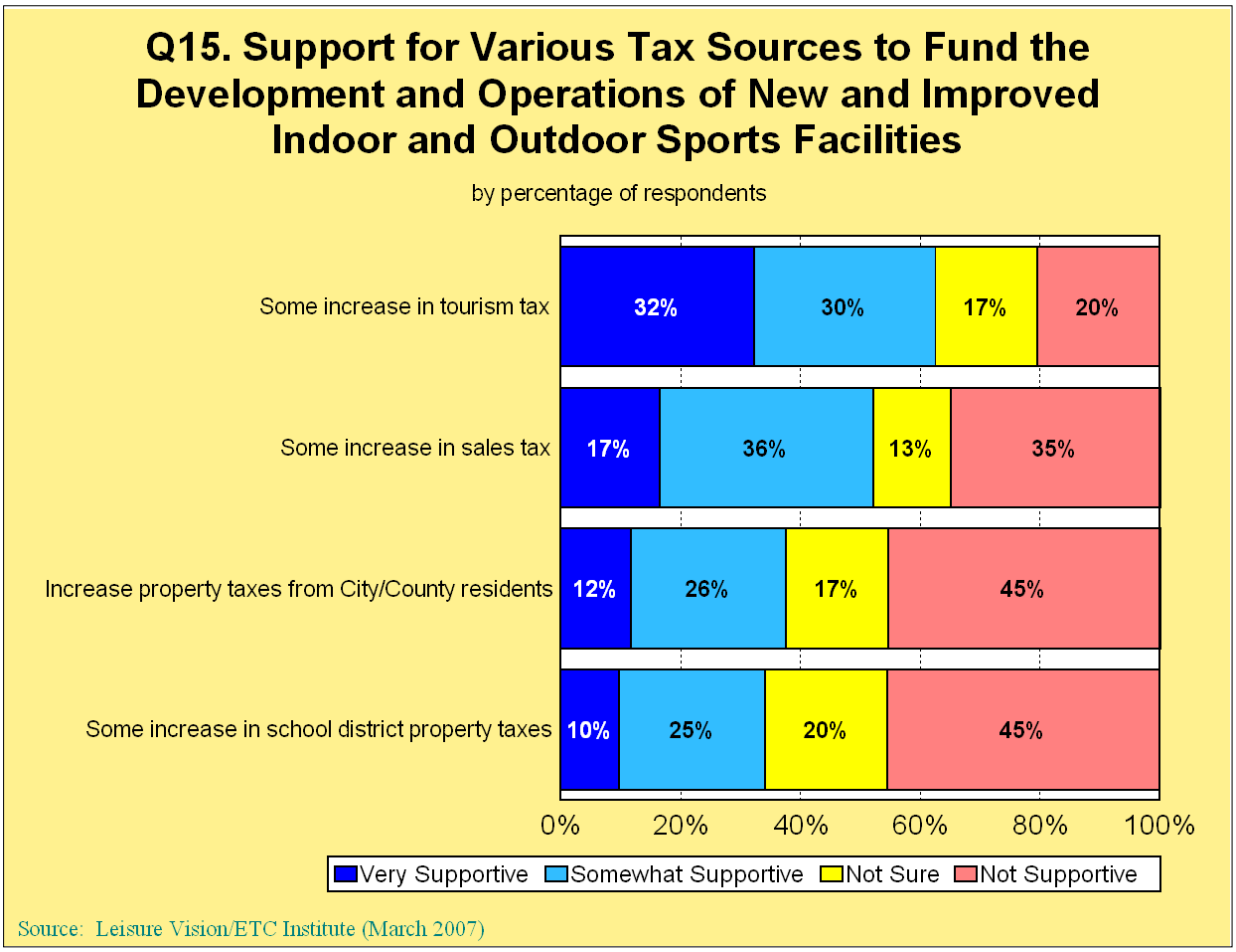
- **Based on the sum of their top 4 choices, the facilities that respondent households would use the most are: indoor ice arena (25%) and indoor fieldhouse with basketball and volleyball court (23%).** It should also be noted that an indoor ice arena had the highest percentage of respondents select it as their first choice as the facility they would use the most.



Support for Tax Sources to Fund New Indoor and Outdoor Sports Facilities

Respondents were asked to indicate their level of support for four tax sources that could be used to fund the development and operations of new and improved indoor and outdoor sports facilities. The following summarizes key findings:

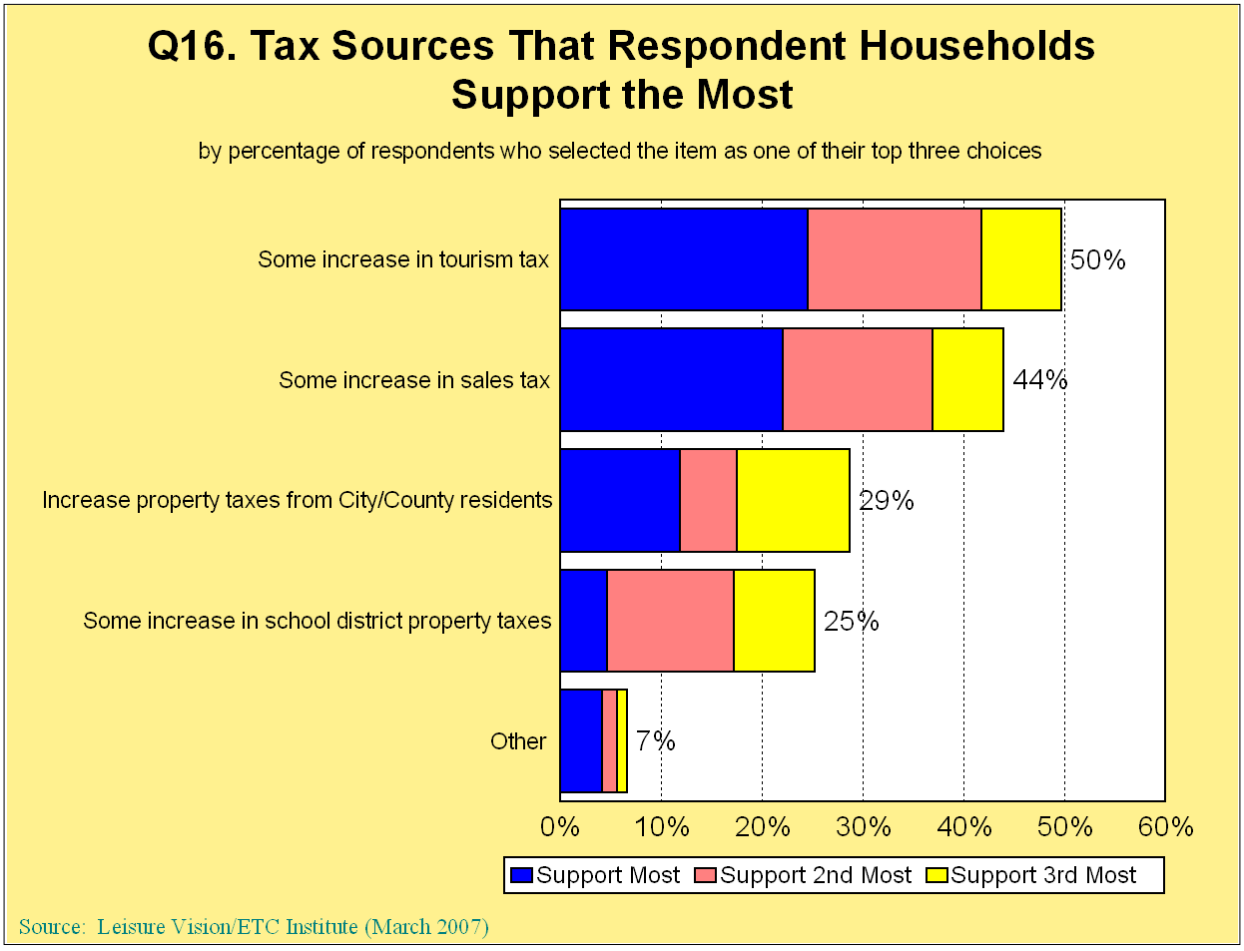
- **Sixty-two percent (62%) of respondents are either very supportive (32%) or somewhat supportive (30%) of some increase in tourism tax, and 53% are either very supportive (17%) or somewhat supportive (36%) of some increase in sales tax.**



Most Support for Sources of Revenue

From the list of four tax sources that could be used to fund the development and operations of new and improved indoor and outdoor sports facilities, respondents were asked to select the three they would support the most. The following summarizes key findings:

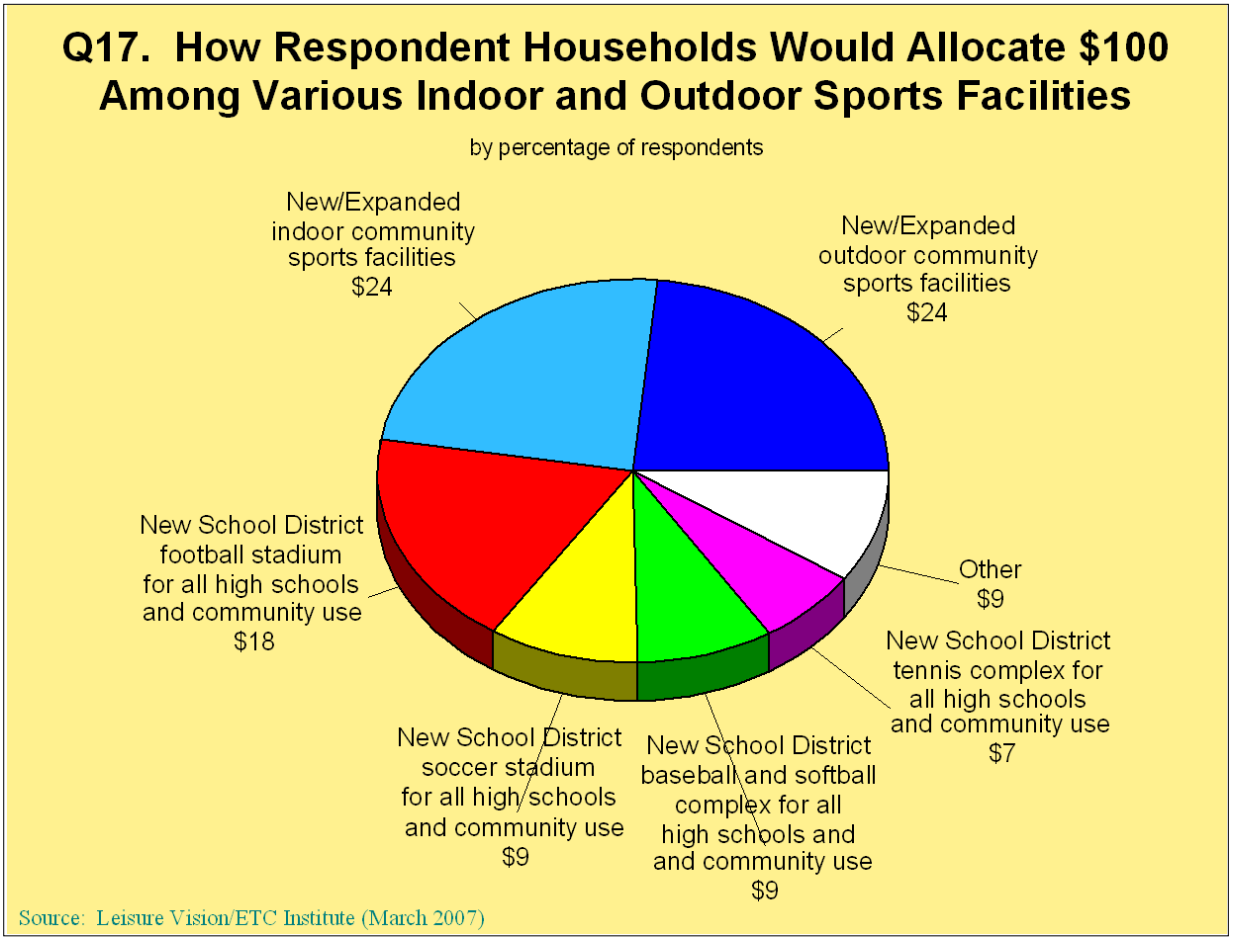
- **Based on the sum of their top three choices, the tax sources that respondent households support the most are: some increase in tourism tax (50%) and some increase in sales tax (44%).**



Allocation of $100 Among Various Indoor and Outdoor Sports Facilities

Respondents were asked how they would allocate $100 among six various indoor and outdoor sports facilities. The following summarizes key findings:

- **Respondents indicated they would allocate $24 out of every $100 to new and expanded outdoor community sports facilities and an additional $24 to new and expanded indoor community sports facilities.** The remaining $52 were allocated as follows: new school district football stadium for all high school and community use ($18), new school district soccer stadium for all high schools and community use ($9), new school district basketball and softball complex for all high schools and community use ($9), and new school district tennis complex for all high schools and community use. The remaining $9 was allocated to "other".



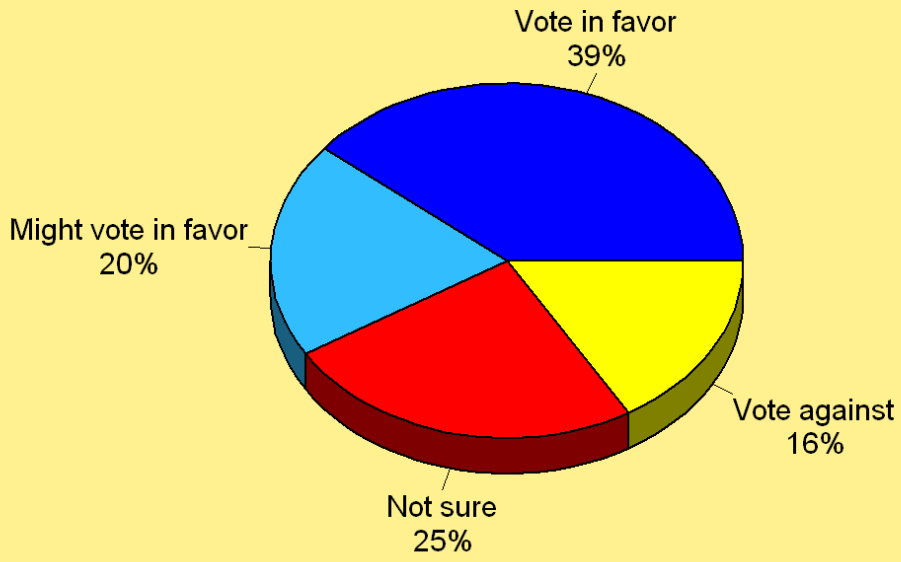
How Respondents Would Vote in an Election

Respondents were asked how they would vote if an election was brought before the public to build and operate the types of indoor and outdoor sports facilities that are most important to them and their household and with the funding sources that they indicated they would support. The following summarizes key findings:

- **Fifty-nine percent (59%) of respondents would either vote in favor (39%) or might vote in favor (20%) of building and operating the types of sports facilities that are most important to their households.** In addition, 16% of respondents would vote against, and 25% indicated "not sure".

Q18. How Respondents Would Vote in an Election to Build and Operate the Types of Sports Facilities Most Important to Their Household with the Funding Sources They Would Support

by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2007)

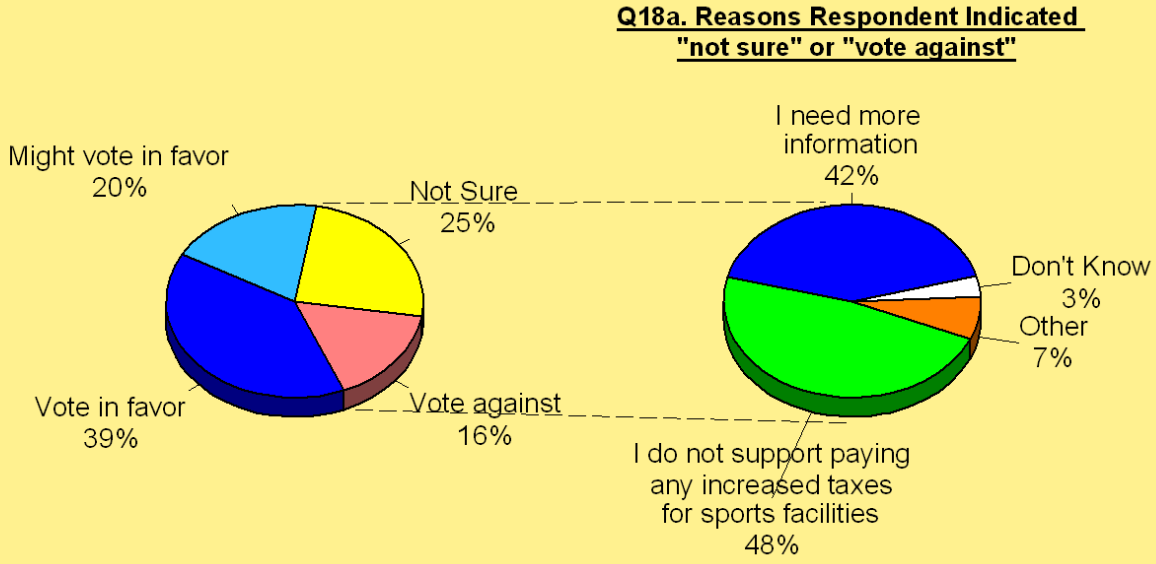
Reason for Indicated "Vote Against" or "Not Sure"

Respondents who indicated they were "not sure" or would "vote against" in an election to build and operate the types of indoor and outdoor sports facilities that are most important to their household and with the funding sources they indicated they could support, were then asked to indicate the major reason for their response. The following summarizes key findings:

- **Of the 41% of respondents who indicated either "vote against" or "not sure", 48% indicated they do not support paying any increased taxes for sports facilities, and 42% indicated they need more information.**

Q18. How Would Respondents Vote In an Election to Build and Operate the Types of Sports Facilities Most Important to Their Household with the Funding Sources They Would Support

by percentage of respondents

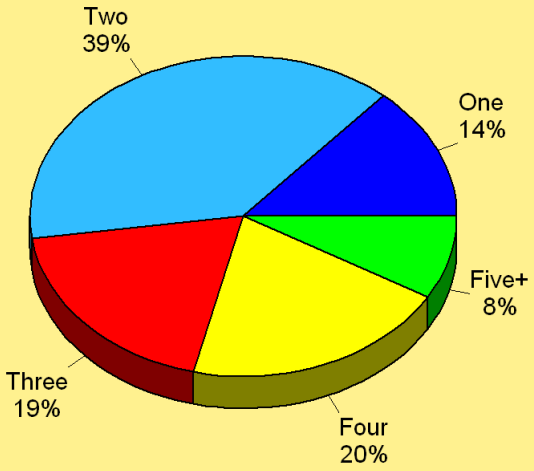


Source: Leisure Vision/ETC Institute (March 2007)

Demographics

Q1. Demographics: Number of People in Household

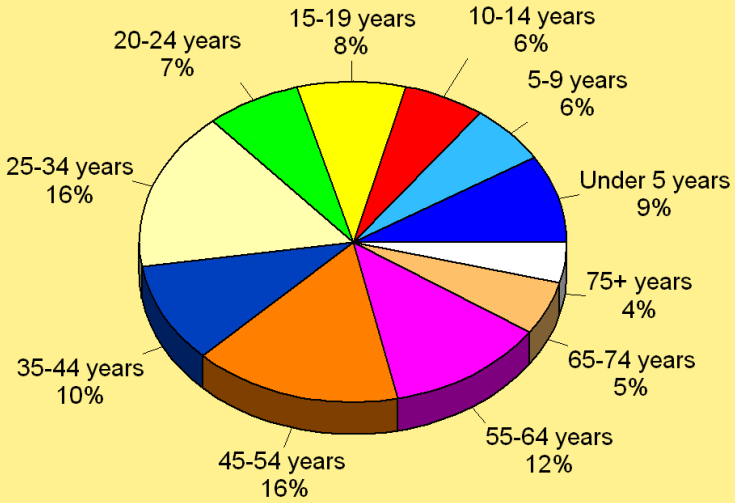
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2007)

Q2. Demographics: Ages of People in Household

by percentage of respondents

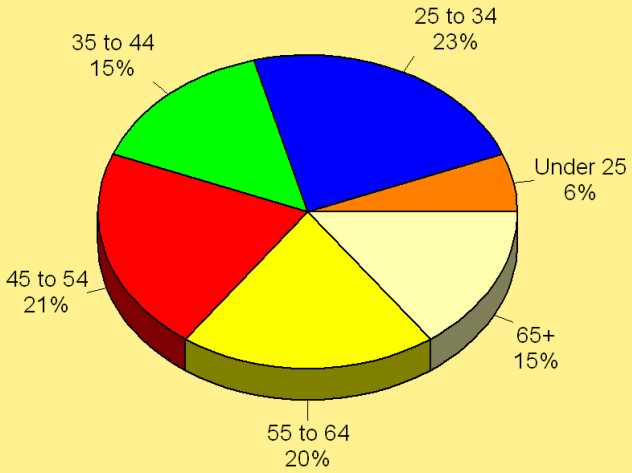


Source: Leisure Vision/ETC Institute (March 2007)

Demographics (Continued)

Q19. Demographics: Age of Respondents

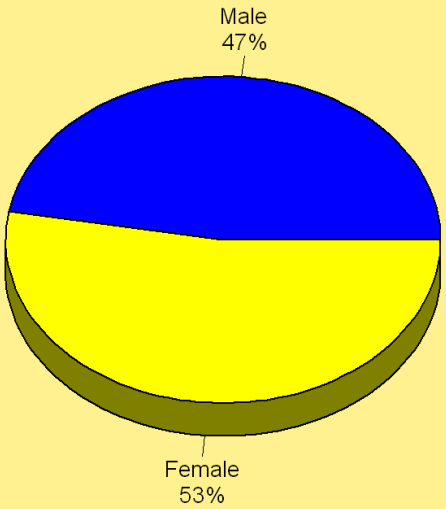
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2007)

Q20. Demographics: Gender

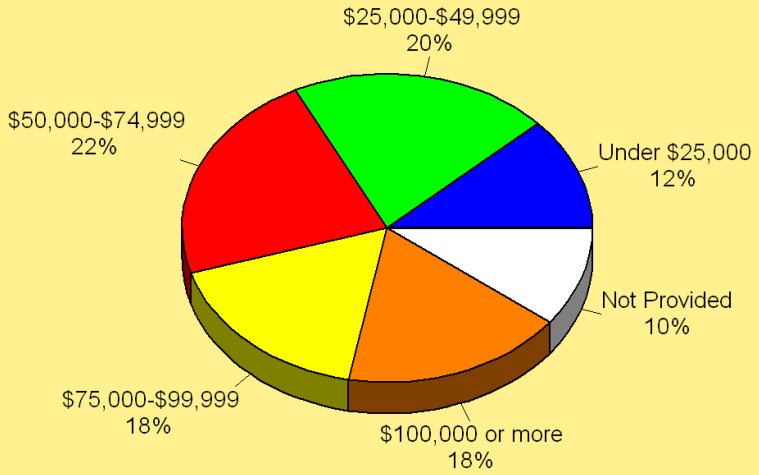
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2007)

Q22. Demographics: Respondent Household Income

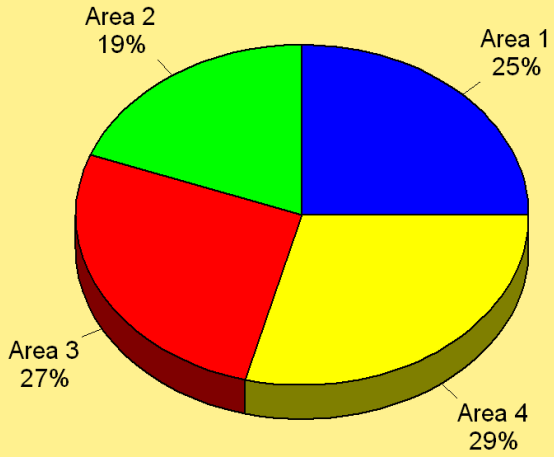
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2007)

Q23. Demographics: Area Respondent Lives Within

by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2007)