



## Local Economic Profile

November 2013

# Table of Contents

## Introduction

## Executive Summary

## Demographic Profile

Population.....	2
<i>Current Population</i> .....	2
<i>Population Change</i> .....	3
<i>Population by Age</i> .....	4
Households .....	5
Housing .....	6
Educational Attainment .....	7
Income .....	8
Poverty Status .....	10



## Employment Profile

Employment Overview .....	1
Employment Change.....	2
Employment Characteristics: Travel Time, Earnings, Payroll.....	2
Employment By Sector: Public and Private Employment .....	3
Employment By Industry.....	4
Employment By Location .....	6
Employment By Occupational Mix .....	7
<i>Top Occupations by Employment</i> .....	7
<i>Top Job Titles by Employment</i> .....	8
<i>Highest Paying Occupations</i> .....	9
<i>STEM Employment</i> .....	10
Workforce Commuting Patterns .....	13
Inflow Labor .....	15
Outflow Labor .....	16
Resident (Interior) Labor.....	17
Largest Employers.....	18

# Table of Contents

## Industry Profile

Industry Mix By GDP .....	1
Industry Sector Employment .....	3
Industry Sector—Education .....	5
<i>Higher Education</i> .....	5
<i>Public Education</i> .....	10
Industry Sector—Retail .....	12
<i>Retail Districts</i> .....	12
<i>Retail Market Strength</i> .....	13
<i>Sales &amp; Use Taxes</i> .....	14
Industry Sector—Real Estate .....	15
<i>Assessed Valuation</i> .....	15
<i>Commercial Vacancy Rates</i> .....	16
<i>Residential Real Estate</i> .....	17
Industry Sector—Tourism .....	18
<i>Guest Taxes</i> .....	19
Business Profiles .....	21
<i>Businesses By Employee Size</i> .....	21
<i>New Business Formation</i> .....	21
<i>Innovation/Patents</i> .....	23

## Financial Profile

Gross Domestic Product (GDP) .....	1
<i>Current and Real Dollars</i> .....	1
<i>Per Capita Real GDP by Metropolitan Area</i> .....	3
Payroll .....	4
Earnings.....	5
Cost of Living (COLI) .....	6
Consumer Price Index (CPI).....	7
Top Taxpayers .....	8

## Appendices

Appendix A: Market Potential Reports .....	A-1
Appendix B: Patents by Class .....	B-1
Appendix C: Reports Review .....	C-1

## Executive Summary

Many financial, economic, and quality factors influence the economic climate of a community. The following summarizes various segments of the local economy:

### Demographics

- The 2012 Lawrence MSA population is estimated at over 112,800. With a median age of 29.1 years, children and school age population (1-19 years) make up approximately 25% of the MSA population, college age and young adults (20-34 years) make up 34% of the local population, adults (35-64 years) make up 31%, and those of retirement age (65 years and over) make up approximately 10% of the population. Population by race is predominantly white (81%), followed by small Hispanic (5%), Asian (4%), Black or African American (3%), and American Indian or Alaska Native (2%) populations.
- Slightly more than half of all occupied housing units within the Lawrence MSA are owner-occupied (51%). Over the past five years, renters have occupied an increasing share of housing, rising from 46% in 2008 to 49% in 2012.
- A large portion of the Lawrence MSA population (25 years and over) is highly educated, with approximately 25% having an Associate's degree or some college, 25% holding a bachelor's degree, and 23% holding an advanced or professional degree. On average, 95% of the local population (age 25 years or over) has achieved a high school or college degree (2008-2012).
- Lawrence MSA median household income in 2011 was just under \$48,000 (considers all households, regardless if occupants are related). Households with two or more persons related through blood, marriage or adoption averaged much higher at \$70,600. Per capita income was approximately \$33,400 in 2011.
- Compared to state and national levels, the Lawrence MSA has a relatively-high percent of people with income below poverty level (21% compared with 14% state and 16% national in 2012.)

## Executive Summary

### Employment

- In 2012, the Lawrence MSA had 58,363 employed out of a total civilian labor force of 61,614 (94.7% of the available civilian labor force) for a 5.3% unemployment rate. The unemployment rate over the past ten years has varied from a low of 2.8% in 2000 to a high of 6.1% in 2010.
- Approximately half of the workers employed within Lawrence are commuters, the largest concentration coming from Johnson County, Kansas (11.5%), followed by Topeka, Kansas (8.6%) and other Douglas County, Kansas areas (6.7%).
- The majority of the resident labor pool (workers who reside in Lawrence) also work within the community (58.5%), with 41.5% commuting to work outside of Lawrence. Of those commuting outside Lawrence for employment, the majority (45%) go to jobs within the Kansas City metropolitan area.

Average time to work is just over 20 minutes.

- On average, female employees earn between 19%-22% less than male employees. Females earned \$0.78 for every \$1.00 of male earnings over the past year (2011-2012) and an average of \$0.81 for every \$1.00 of male earnings over the past five years (2008-2012).
- Private sector jobs make up 72% of local employment, a -2.5% decline over the past 10 years (2002-2011). The remaining jobs are classified as public sector employment (28%), up 4.5% from the same 10 year period.
- The largest number of jobs are found within the Educational Services sector (20.3%) followed by Accommodations and Food Service (12.7%), Healthcare and Social Assistance (12.5%), Retail Trade (12.4%) and Professional, Scientific and Technical Services (7%).
- Although a small proportion of total employment, STEM and STEM-related occupations provide relatively high wages for the economy. STEM (Science, Technology, Engineering, and Mathematics) occupations consist primarily of those employed in computer and mathematical occupations, engineers, life scientists, physical scientists, and social scientists. STEM-related occupations consist primarily of architects, healthcare practitioners, and healthcare technicians. Together, STEM and STEM-related occupations account for over 3,000 jobs in the Lawrence MSA (approximately 6.6% based on Kansas Department of Labor's 2013 Wage Survey data). Although employment within these occupations make up a small percentage of total local jobs, these jobs pay relatively well with STEM jobs averaging approximately \$64,000 annually and STEM-related jobs averaging just under \$68,000 annually.

## Executive Summary

### Industry

- Private industry made up 74% of real GDP in the Lawrence MSA in 2012, with government making up 24% of real GDP.

Within the private sector, the largest industry contributors to real GDP in 2012 were real estate, followed by manufacturing, retail trade, and professional scientific and technical services.

- Over the ten year period 2002-2011, the largest growth in employment was in Administrative Support, Waste Management, and Remediation (46.5%), followed by Finance and Insurance (40%), Retail Trade (21.6%) and Professional, Scientific and Technical Services (21.6%). Industries with the largest loss of employment during the same period were Information (-64%), Agriculture, Forestry, Hunting and Fishing (-63%), Utilities (-47.5%), Transportation (-45.6%) and Construction (-36%). Employment for manufacturing, Mining, Quarrying, and Gas/Oil Extraction remained relatively steady during this period.
- As a major employer and research and educational institution, the University of Kansas plays a substantial role in the local economy. Over 9,800 full- and part-time workers were employed at the University of Kansas, Lawrence Campus in 2012.
- University of Kansas enrollment of full- and part-time students at the Lawrence Campus has steadily declined since 2008, dropping from 25,487 to 23,199 (approximately 9%), which may be a reflection of the impact of the recent recession combined with rising education expenses.

Although some loss in on-campus enrollment may be due to distance learning, the number of students taking only online courses does not make up a substantial portion of overall enrollment.

- The city contains 19 retail districts. The largest districts include the South Iowa district (approximately 2.07 million square feet or 23% share of the market), downtown district (approximately 1.6 million square feet or 18% of the market), and West 6<sup>th</sup> Street district (approximately 1.29 million square feet or 14% share of the market).
- Except for 2008 & 2009 where retail trade was relatively balanced (purchases of city residents who shop elsewhere are offset by the purchases of out-of-city customers), Lawrence has enjoyed a favorable balance of trade, with local businesses pulling in trade from beyond city borders from 2006-2012.

## Executive Summary

- Tourism plays an important role in the local economy, infusing outside dollars in to the community. Visitor spending for Douglas County totaled \$427,400,000 in 2011, representing a 7.1% increase from 2010. Of this total, the largest amount was spent on shopping (\$138.22 million), followed by food (\$108.51 million) and transportation (\$84.49 million). The remainder was spent on accommodations (\$59 million) and entertainment (\$37.18 million).

According to a 2011 study by the Lawrence Convention and Visitors Bureau, spending by overnight visitors averaged \$111.50 per visitor and spending by day trippers averaged \$47.68. Overall, visitor spending was up 26.4% from the previous year for a direct spending total of \$60,231,483 in 2011.

- The University of Kansas was the single largest originator of patents within the Lawrence MSA (23% of total) from 2000-2011. Individually owned patents made up 16% of total patent activity during the same period, followed by Sprint Communication Company LP, Deciphera Pharmaceuticals LLC, and Medtronic Inc., which made up approximately 4% each of overall patent activity.

The largest number of patents from 2000-2011 were for bio-affecting and body treating drugs (14% of total), followed by organic compounds (9% of total).

## Executive Summary

### Financial

- After peaking in 2009, real GDP for the Lawrence MSA experienced steadily declining annual output, falling from 3,216 million in 2009 to 3,131 million in 2012.
- In 2012, the Lawrence metropolitan area recorded a real GDP per capita rate of \$27,740. This represents a 1.25% decline from the previous year. Per Capita Real GDP over the past five years (2008-2012) declined approximately 4%.
- Over the past five years (2007-2011), the Lawrence MSA has experienced a decline in the number of employment establishments and the number of paid employees. Annual payroll has generally trended upward over the same time period, with the exception of 2010-2011 (-3.31%) and 2008-2009 (-0.50%).
- For the Lawrence MSA, average wages and earnings per job have increased over the past five years, despite a steady decrease in the number of jobs.
- Overall, Lawrence (94.6 cost-of-living composite index) remains more affordable than the U.S. average (100 cost-of-living composite index). Relative to major regional metropolitan areas, Lawrence is the third most expensive area for cost-of-living expenses. Only Kansas City and Manhattan represent an overall higher cost of living. Compared to the Kansas City, KS/MO metro, Lawrence is more affordable for all cost of living categories except for housing. It should be noted that housing makes up a substantial portion of cost of living expenses, representing 29% of overall expenses.

## Demographic Profile

The majority of demographic data presented within this section is from the American Community Survey (ACS) and compiled for the Lawrence Metropolitan Statistical Area (MSA). Note that the Lawrence MSA encompasses all of Douglas County, Kansas.

The ACS is nationwide survey that collects and produces information on demographic, social, economic and housing estimates about the nation's population each year. This information provides an important tool for communities to use to see how they are changing. Throughout the Federal government, agencies use ACS estimates to inform public policy makers, distribute funds, and assess programs. State and local governments use ACS data to evaluate the need for new roads, hospitals, schools, senior services and other basic services. ACS estimates are available to the public, and are routinely used by researchers, non-profit organizations, and community groups to produce reports, research papers, business plans, case studies, data sets, and software packages.<sup>1</sup>

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<sup>1</sup> *American Community Survey Information Guide*, U.S. Census Bureau, Department of Commerce, Economics and Statistics Information.

## Demographic Profile

### Population

#### Current Population

The 2012 Lawrence MSA population is estimated at over 112,800. With a median age of 29.1 years, children and school age population (1-19 years) make up approximately 25% of the MSA population, college age and young adults (20-34 years) make up 34% of the local population, adults (35-64 years) make up 31%, and those of retirement age (65 years and over) make up approximately 10% of the population. Population by race is predominantly white (81%), followed by small Hispanic (5%), Asian (4%), Black or African American (3%), and American Indian or Alaska Native (2%) populations.

Lawrence MSA: 2012 Population Estimates		
Total Population	112,864	
Median age (years)	29.1	
Population by Gender	Count	%
Male	55,280	49%
Female	57,584	51%
Population by Age	Count	%
Under 5 years	6,140	5%
5 to 9 years	5,356	5%
10 to 14 years	6,381	6%
15 to 19 years	10,294	9%
20 to 24 years	20,743	18%
25 to 34 years	17,503	16%
35 to 44 years	12,324	11%
45 to 54 years	12,142	11%
55 to 59 years	6,218	6%
60 to 64 years	4,776	4%
65 to 74 years	6,253	6%
75 to 84 years	3,118	3%
85 years and over	1,616	1%
Population by Race	Count	%
White alone	91,258	81%
Hispanic or Latino (of any race)	6,165	5%
Two or more races	4,784	4%
Asian alone	4,562	4%
Black or African American alone	3,893	3%
American Indian and Alaska Native alone	2,115	2%
Native Hawaiian and Other Pacific Islander alone	87	0%
Total Population	112,864	100%

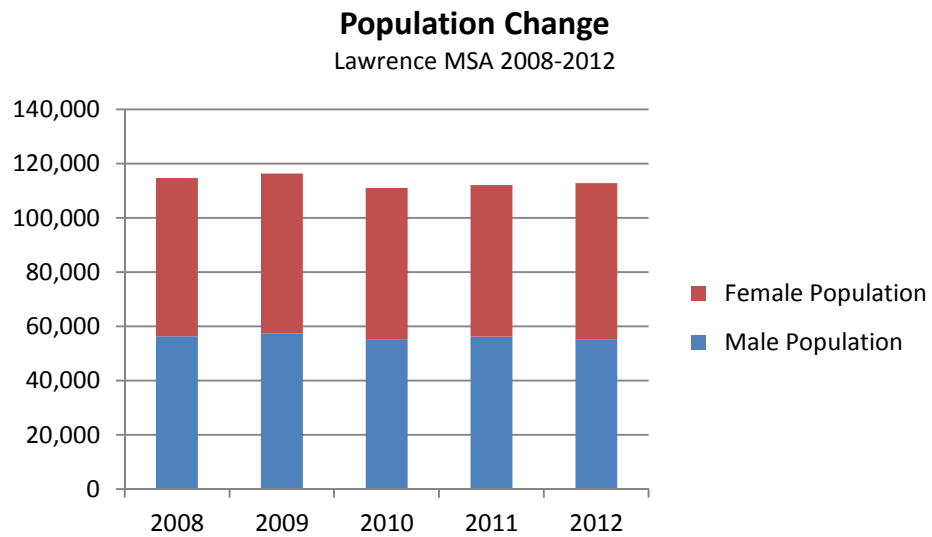
Source: U.S. Census Bureau, American Community Survey, 1 Year Demographic and Housing Estimates, Table DP05.

## Demographic Profile

### Population Change

Population: Lawrence MSA					
	2008	2009	2010	2011	2012
Male	56,399	57,393	55,384	56,237	55,280
Female	58,349	58,990	55,746	55,974	57,584
<b>Total Population</b>	<b>114,748</b>	<b>116,383</b>	<b>111,130</b>	<b>112,211</b>	<b>112,864</b>

Source: U.S. Census Bureau, American Community Survey, 1 Year Demographic and Housing Estimates, Table DP05.



## Demographic Profile

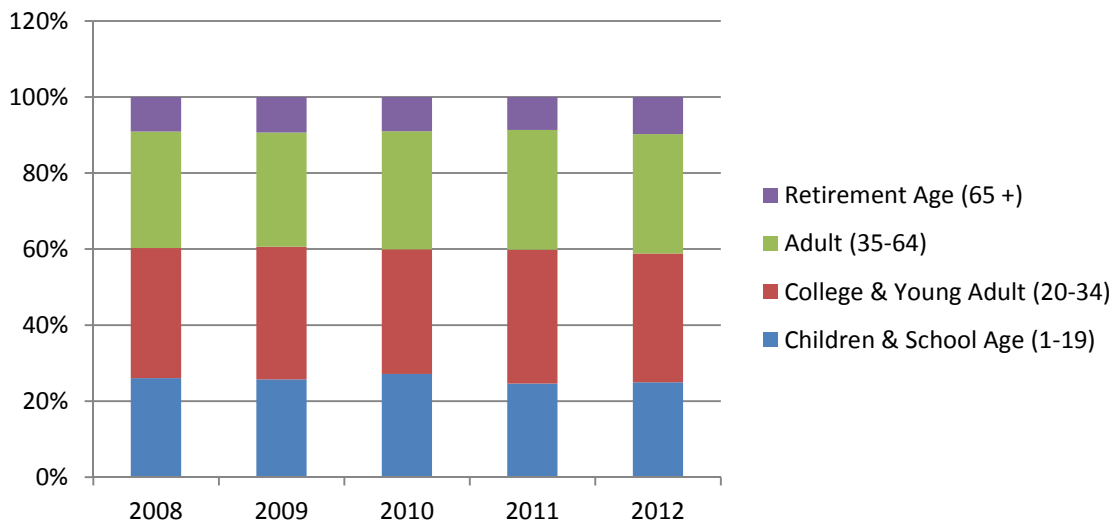
### Population by Age

Population by Age: Lawrence MSA					
	2008	2009	2010	2011	2012
Under 5 years	6,027	6,925	6,831	5,324	6,140
5 to 9 years	6,631	5,184	4,966	5,573	5,356
10 to 14 years	5,428	5,699	5,989	6,037	6,381
15 to 19 years	11,813	12,076	12,374	10,730	10,294
20 to 24 years	20,094	25,110	19,527	22,387	20,743
25 to 34 years	19,153	15,511	16,910	17,090	17,503
35 to 44 years	12,890	11,625	11,531	13,070	12,324
45 to 54 years	12,973	12,955	12,476	11,907	12,142
55 to 59 years	5,086	5,914	5,653	5,368	6,218
60 to 64 years	4,268	4,598	4,936	5,043	4,776
65 to 74 years	5,223	5,547	5,287	5,147	6,253
75 to 84 years	3,824	3,755	2,943	3,376	3,118
85 years and over	1,338	1,484	1,707	1,159	1,616
<b>Median Age</b>	<b>28.2</b>	<b>26.4</b>	<b>27.9</b>	<b>28.0</b>	<b>29.1</b>

Source: U.S. Census Bureau, American Community Survey, 1 Year Demographic and Housing Estimates, Table DP05.

### Population Change by Age Cohorts

Lawrence MSA 2008-2012

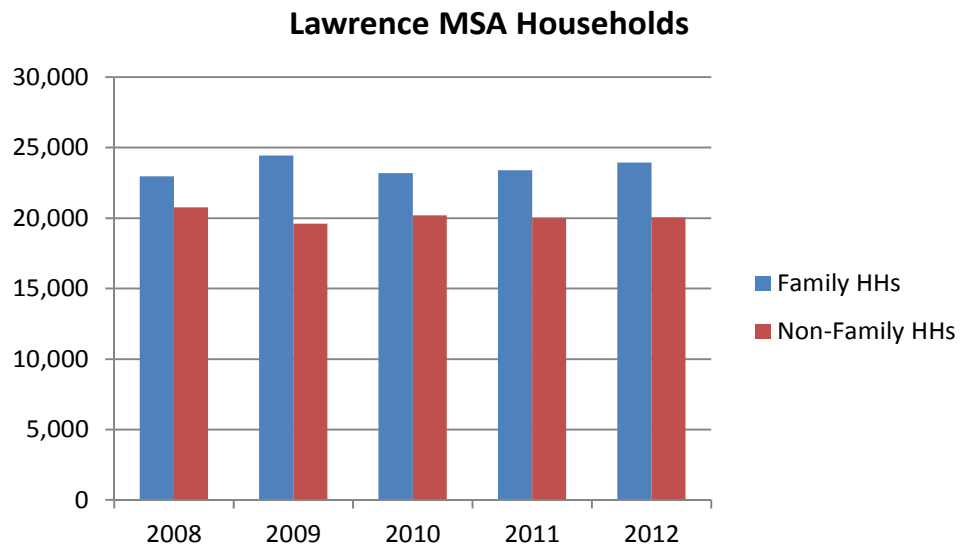


## Demographic Profile

### Households

Lawrence MSA Households					
	2008	2009	2010	2011	2012
Total Households	43,730	44,042	43,385	43,371	43,992
Family Households	22,968	24,441	23,192	23,389	23,946
Non-Family Households	20,762	19,601	20,193	19,982	20,046
Average Household Size	2.46	2.43	2.24	2.39	2.35
Average Family Size	3.1	2.9	2.85	2.9	2.89

Source: American Community Survey 1-Year Estimates, Table DP02



## Demographic Profile

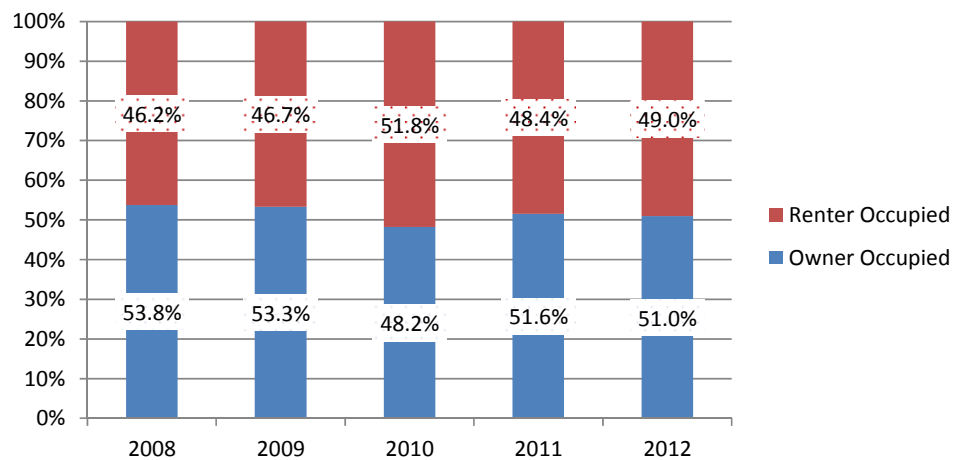
### Housing

Housing: Lawrence MSA (1 Year Est.)					
	2008	2009	2010	2011	2012
Total Housing Units	46,842	47,488	46,777	46,999	47,371
Median Value (Dollars)	\$181,400	\$173,700	\$187,600	\$173,700	\$177,700
Occupied Housing Units	43,730	44,042	43,385	43,371	43,992
Owner-occupied	23,507	23,475	20,918	22,359	22,422
Renter-occupied	20,223	20,567	22,467	21,012	21,570
Vacant Housing Units	3,112	3,446	3,392	3,628	3,379
Homeowner Vacancy Rate	3.3	4	6.6	0.8	1.6
Rental Vacancy Rate	5.1	6.3	3.4	8.5	5.2

Source: American Community Survey 1-Year Estimates, Table DP04

Slightly more than half of all occupied housing units within the Lawrence MSA are owner-occupied (51%). Over the past five years, renters have occupied an increasing share of housing, rising from 46% in 2008 to 49% in 2012.

**Lawrence MSA: Percent Owner and Renter Occupied Housing**



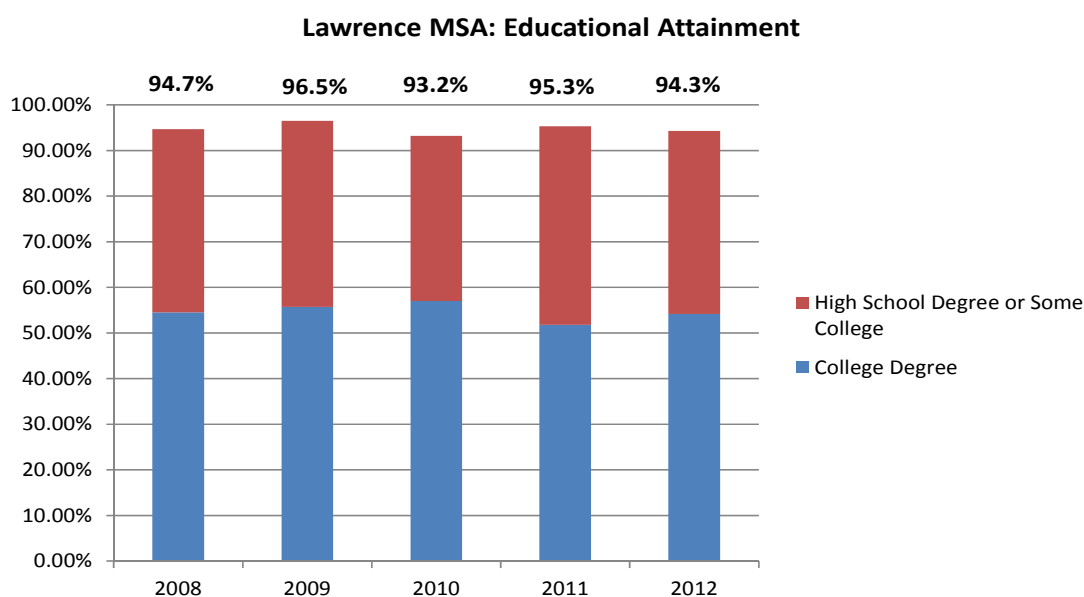
# Demographic Profile

## Educational Attainment

A large portion of the Lawrence MSA population (25 years and over) is highly educated, with approximately 25% having an Associate's degree or some college, 25% holding a bachelor's degree, and 23% holding an advanced or professional degree. On average, 95% of the local population (age 25 years or over) has achieved a high school or college degree (2008-2012).

Educational Attainment: Lawrence MSA (1 Year Est.)					
	2008	2009	2010	2011	2012
Population 25 years and over	64,755	61,389	61,443	62,160	63,950
Less than 9th grade	1.90%	0.80%	1.50%	1.30%	2.20%
9th to 12th grade, no diploma	3.40%	2.60%	5.30%	3.40%	3.40%
High school graduate (includes equivalency)	19.70%	21.30%	18.20%	22.00%	21.10%
Some college, no degree	20.50%	19.50%	18.00%	21.50%	19.00%
Associate's degree	6.90%	5.70%	7.10%	3.60%	6.30%
Bachelor's degree	26.80%	27.30%	28.20%	26.90%	25.00%
Graduate or professional degree	20.80%	22.70%	21.70%	21.30%	22.90%

Source: American Community Survey 1-Year Estimates, Table DPO2



## Demographic Profile

### Income

Lawrence MSA median household income in 2011 was just under \$48,000 (considers all households, regardless if occupants are related). Households with two or more persons related through blood, marriage or adoption averaged much higher at \$70,600. Per capita income was approximately \$33,400 in 2011.

Income: Lawrence, Kansas MSA			
Income Description	Income Source	Year	Total
Median family income <sup>2</sup>	HUD	2011	\$70,600
Median household income	Census	2011	\$47,930
Per capita income <sup>3</sup>	BEA	2011	\$33,379
Total income	BEA	2011	\$3,745,526,000

Source: Kansas Labor Information Center

Lawrence MSA: Income Change			
Year	Population (persons) <sup>4</sup>	Personal Income (thousands of dollars)	Per Capita Personal Income (dollars) <sup>5</sup>
2011	112,211	\$3,745,526	\$33,379
2010	111,223	\$3,586,274	\$32,244
2009	110,039	\$3,665,674	\$33,312
2008	109,010	\$3,650,700	\$33,490
2007	107,892	\$3,518,602	\$32,612
2006	107,187	\$3,363,052	\$31,376
2005	105,681	\$3,074,516	\$29,092
2004	104,826	\$2,932,415	\$27,974
2003	103,570	\$2,852,450	\$27,541
2002	102,552	\$2,749,994	\$26,816
2001	101,269	\$2,657,220	\$26,239
2000	100,247	\$2,482,007	\$24,759

Source: U.S. Census Bureau, Bureau of Economic Analysis, Dollar estimates are in current dollars (not adjusted for inflation).

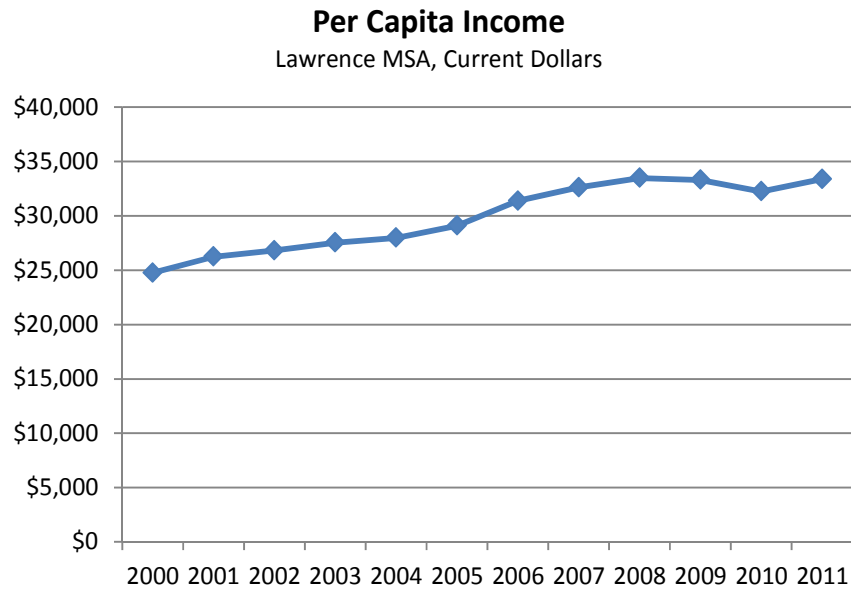
<sup>2</sup> Family income only takes households with two or more persons related through blood, marriage or adoption into account.

<sup>3</sup> Per capita personal income is calculated as the personal income of the residents of a given area divided by the resident population of the area. In computing per capita personal income, the BEA uses the Census Bureau's annual midyear population estimates.

<sup>4</sup> Census Bureau midyear population estimates. Estimates for 2000-2011 reflect county population estimates available as of April 2012.

<sup>5</sup> Per capita personal income was computed using Census Bureau midyear population estimates. Estimates for 2000-2011 reflect county population estimates available as of April 2012.

## Demographic Profile



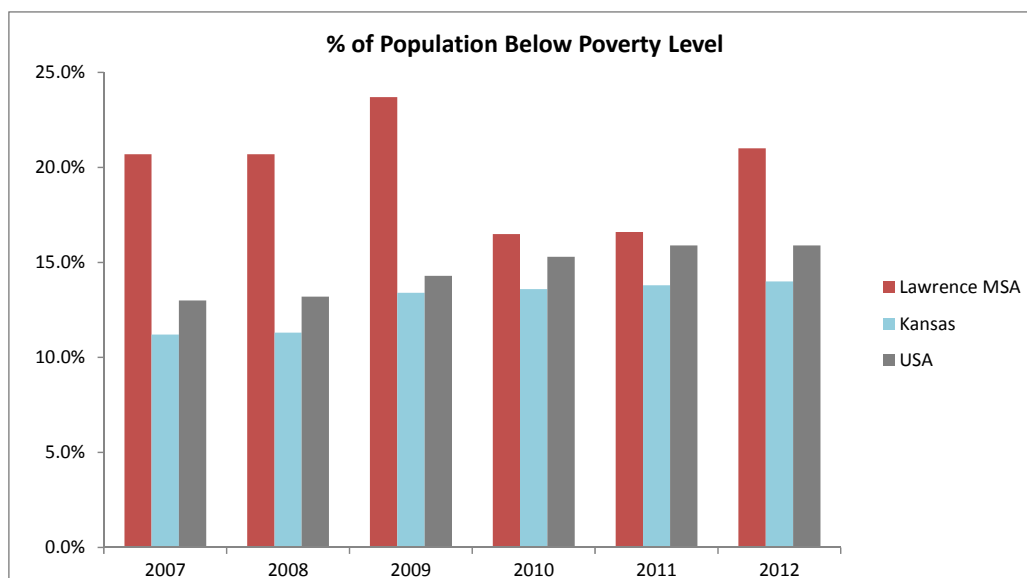
# Demographic Profile

## Poverty Status

The poverty rate is an economic indicator that measures the percentage of people with income below the poverty threshold. Federal and state governments use these estimates in funding formulas to allocate funds to local communities. Local communities often use these estimates to identify the number of individuals or families eligible for various programs.<sup>6</sup> Compared to state and national levels, the Lawrence MSA has a relatively-high percent of people with income below poverty level (21% compared with 14% state and 16% national in 2012.)

Poverty Rates			
Year	Percent of people with income below poverty level in the past 12 months		
	Lawrence MSA	Kansas	USA
2012	21.0%	14.0%	15.9%
2011	16.6%	13.8%	15.9%
2010	16.5%	13.6%	15.3%
2009	23.7%	13.4%	14.3%
2008	20.7%	11.3%	13.2%
2007	20.7%	11.2%	13.0%

Source: American Community Survey 1-Year Estimates, Table S1701



<sup>6</sup> American Community Survey Briefs, Issued September 2013, ACSBR/12-01, U.S. Department of Commerce, Economics and Statistics Administration

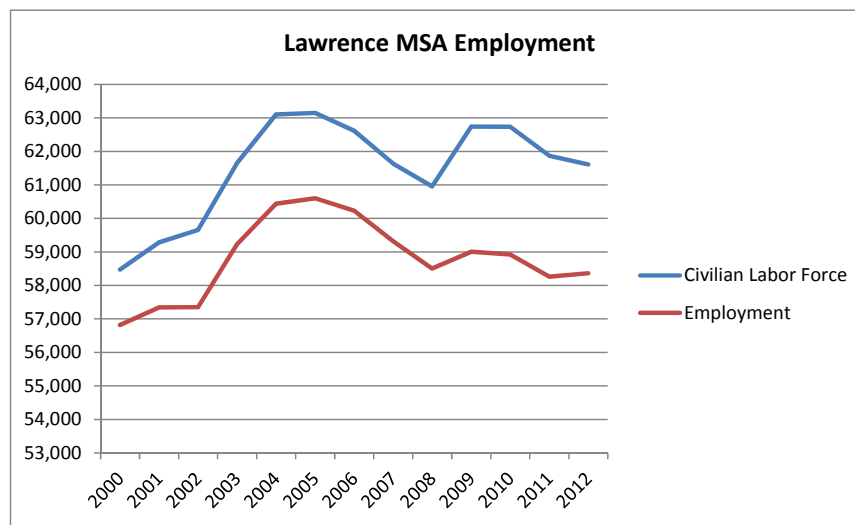
# Employment Profile

## Employment Overview

In 2012, the Lawrence MSA had 58,363 employed out of a total civilian labor force of 61,614 (94.7% of the available civilian labor force) for a 5.3% unemployment rate. The unemployment rate over the past ten years has varied from a low of 2.8% in 2000 to a high of 6.1% in 2010.

Year	Civilian Labor Force	Employment	Unemployment	Unemployment Rate (%)
2012	61,614	58,363	3,251	5.3
2011	61,872	58,258	3,614	5.8
2010	62,736	58,921	3,815	6.1
2009	62,742	59,008	3,734	6
2008	60,958	58,506	2,452	4
2007	61,638	59,313	2,325	3.8
2006	62,615	60,229	2,386	3.8
2005	63,150	60,603	2,547	4
2004	63,101	60,441	2,660	4.2
2003	61,658	59,237	2,421	3.9
2002	59,658	57,349	2,309	3.9
2001	59,283	57,340	1,943	3.3
2000	58,476	56,816	1,660	2.8

Source: Labor Market Information Services, Kansas Dept. of Labor in cooperation with BLS, U.S. Department of Labor. Annual, not seasonally adjusted data.



## Employment Profile

### Employment Change

Employment Change				
Period	Civilian Labor Force	Employment	Unemployment	Unemployment Rate (Absolute % Change)
1 Year Change (2011-2012)	-0.42%	0.18%	-10.04%	-0.50%
5 year change (2008-2012)	1.08%	-0.24%	32.59%	+1.3%
10 year change (2003-2012)	-0.07%	-1.48%	34.28%	+1.4%

### Employment Characteristics: Travel Time, Earnings, Payroll

On average, female employees earn between 19%-22% less than male employees. Females earned \$0.78 for every \$1.00 of male earnings over the past year (2011-2012) and an average of \$0.81 for every \$1.00 of male earnings over the past five years (2008-2012). Average time to work is just over 20 minutes.

Lawrence MSA: Employment Characteristics						
Year	Average Travel Time to Work (minutes)	Median earnings for full-time workers (dollars)		Total Establishments	# Paid Employees for pay period	Annual Payroll (\$1,000)
		Male	Female			
2012	20.6	\$47,175	\$36,806	***	***	***
2011	20.1	\$41,687	\$36,534	2,601	37,058	\$1,030,804
2010	19.3	\$52,987	\$37,393	2,628	37,409	\$1,066,105
2009	18.7	\$42,722	\$36,868	2,669	37,319	\$1,046,681
2008	20.3	\$44,531	\$37,191	2,712	38,825	\$1,051,912

Sources: U.S. Census, County Business Patterns, Geography Area Series, American Community Survey 1-Year Estimates, Table CP03. \*\*\* = data not available

## Employment Profile

### Employment by Sector: Public and Private Employment

Private sector jobs make up 72% of local employment, a -2.5% decline over the past 10 years (2002-2011). The remaining jobs are classified as public sector employment (28%), up 4.5% from the same 10 year period.

Lawrence Employment: Total All Jobs (2011)		
	Count	% of Total
Private Sector Jobs	31,317	72.0%
Public Sector Jobs	12,209	28.0%
<b>Total Jobs</b>	<b>43,526</b>	<b>100%</b>

Source: U.S. Census Bureau, LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter 2002-2011).

10-Year Sector Profile Change (2002-2011)						
	2002		2011		Net Change 02-11	
	Count	% of Total	Count	% of Total	Count	% Change
Private Sector Jobs	32,105	73.3%	31,317	72.0%	-788	-2.5%
Public Sector Jobs	11,685	26.7%	12,209	28.0%	524	4.5%
<b>Total Jobs</b>	<b>43,790</b>	<b>100%</b>	<b>43,526</b>	<b>100%</b>	<b>-264</b>	<b>-0.6%</b>

Source: U.S. Census Bureau, LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter 2002-2011).

# Employment Profile

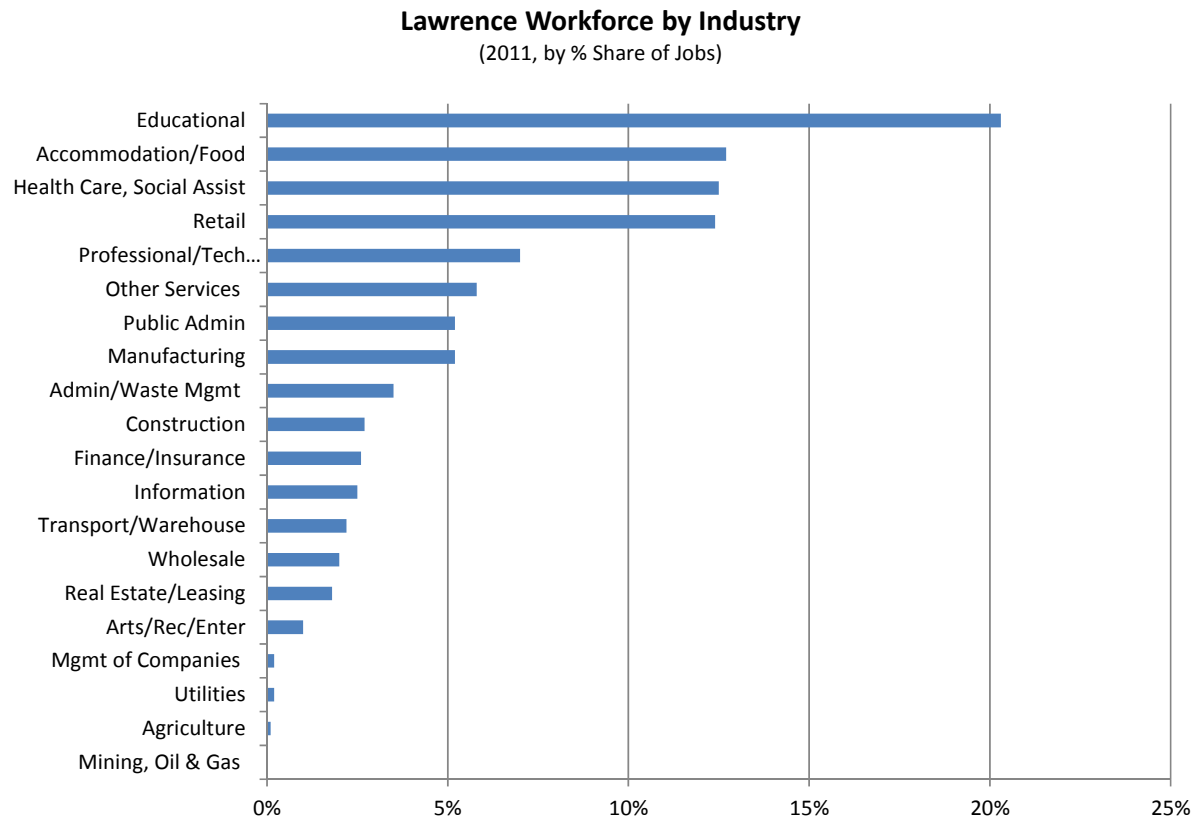
## Employment by Industry

The largest number of jobs are found within the Educational Services sector (20.3%) followed by Accommodations and Food Service (12.7%), Healthcare and Social Assistance (12.5%), Retail Trade (12.4%) and Professional, Scientific and Technical Services (7%).

Job Counts by NAICS Industry Sector (2011)		
Local Jobs	Count	Share
Educational Services	8,838	20.30%
Accommodation and Food Services	5,524	12.70%
Health Care and Social Assistance	5,437	12.50%
Retail Trade	5,401	12.40%
Professional, Scientific, and Technical Services	3,044	7.00%
Other Services (excluding Public Administration)	2,542	5.80%
Manufacturing	2,282	5.20%
Public Administration	2,285	5.20%
Administration & Support, Waste Mgmt & Remediation	1,522	3.50%
Construction	1,161	2.70%
Finance and Insurance	1,147	2.60%
Information	1,107	2.50%
Transportation and Warehousing	950	2.20%
Wholesale Trade	859	2.00%
Real Estate and Rental and Leasing	789	1.80%
Arts, Entertainment, and Recreation	426	1.00%
Utilities	85	0.20%
Management of Companies and Enterprises	96	0.20%
Agriculture, Forestry, Fishing and Hunting	22	0.10%
Mining, Quarrying, and Oil and Gas Extraction	9	0.00%
<b>Total All Jobs</b>	<b>43,526</b>	<b>100.00%</b>

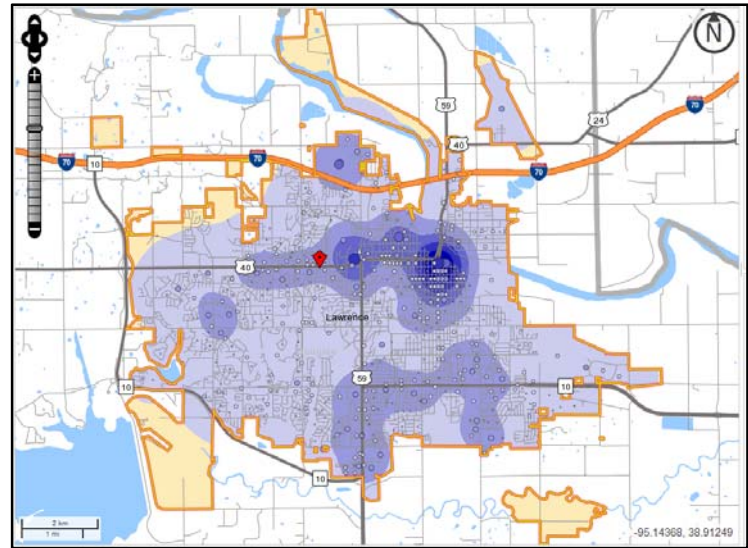
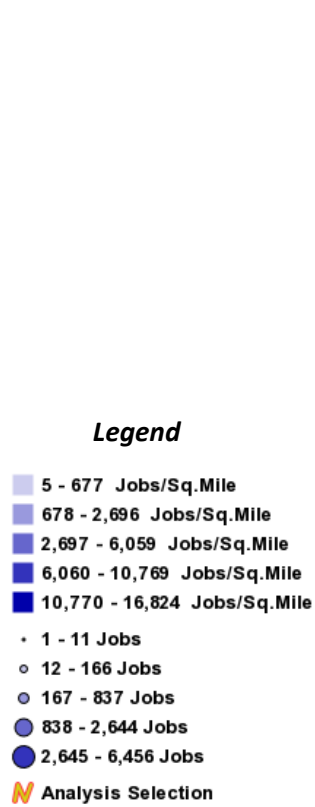
Source: U.S. Census Bureau, Center for Economic Studies, OnTheMap Application and LEHD Origin-Destination Employment Statistics

## Employment Profile

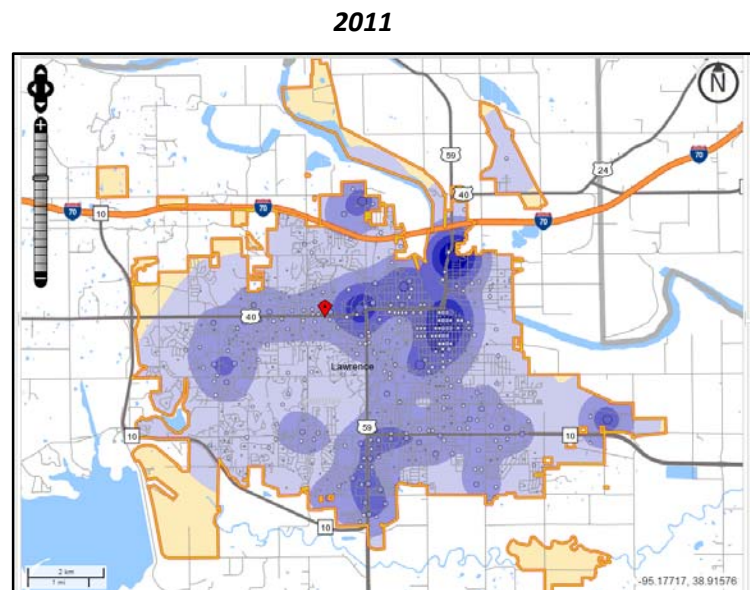


# Employment Profile

## Employment by Location



Source: US Census Bureau, Center for Economic Studies



Source: US Census Bureau, Center for Economic Studies

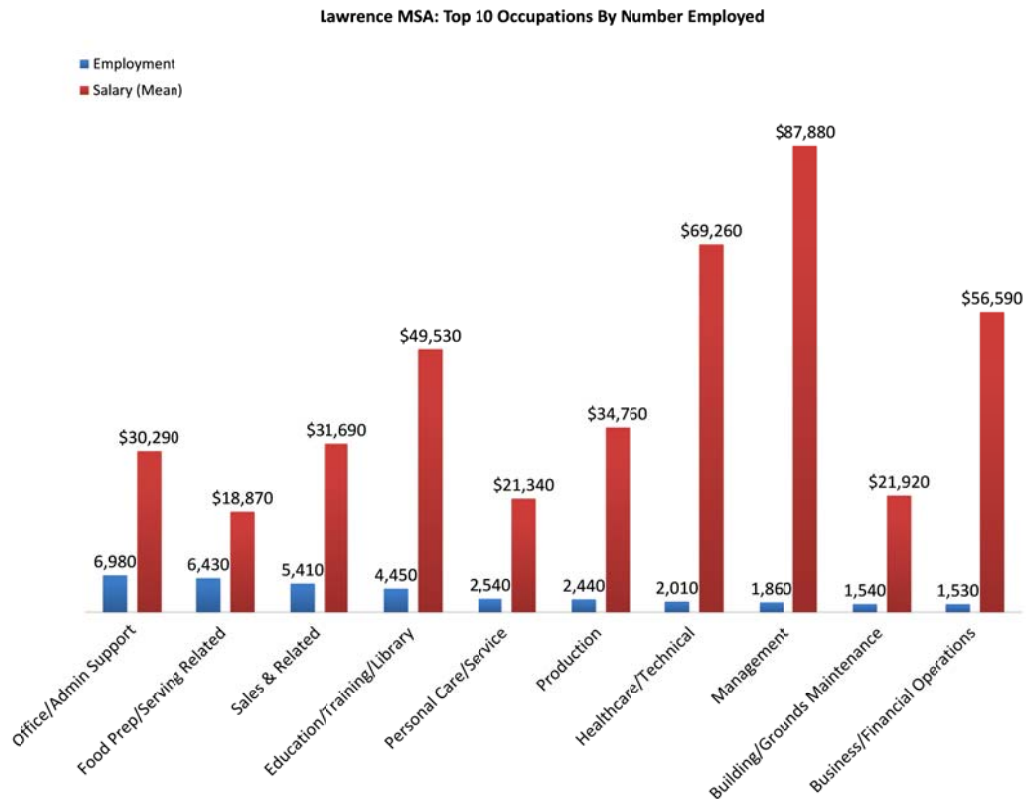
# Employment Profile

## Employment by Occupational Mix

### Top Occupations by Employment

Lawrence MSA: Top 10 Occupations By Number Employed				
SOC Code	Occupational Classification	Employment	Employment %	Salary (Mean)
430000	Office/Admin Support	6,980	15%	\$30,290
350000	Food Prep/Serving Related	6,430	14%	\$18,870
410000	Sales & Related	5,410	12%	\$31,690
250000	Education/Training/Library	4,450	10%	\$49,530
390000	Personal Care/Service	2,540	6%	\$21,340
510000	Production	2,440	5%	\$34,760
290000	Healthcare/Technical	2,010	4%	\$69,260
110000	Management	1,860	4%	\$87,880
370000	Building/Grounds Maintenance	1,540	3%	\$21,920
130000	Business/Financial Operations	1,530	3%	\$56,590

Source: Kansas Department of Labor, Kansas Wage Survey, Lawrence MSA 2013 Edition

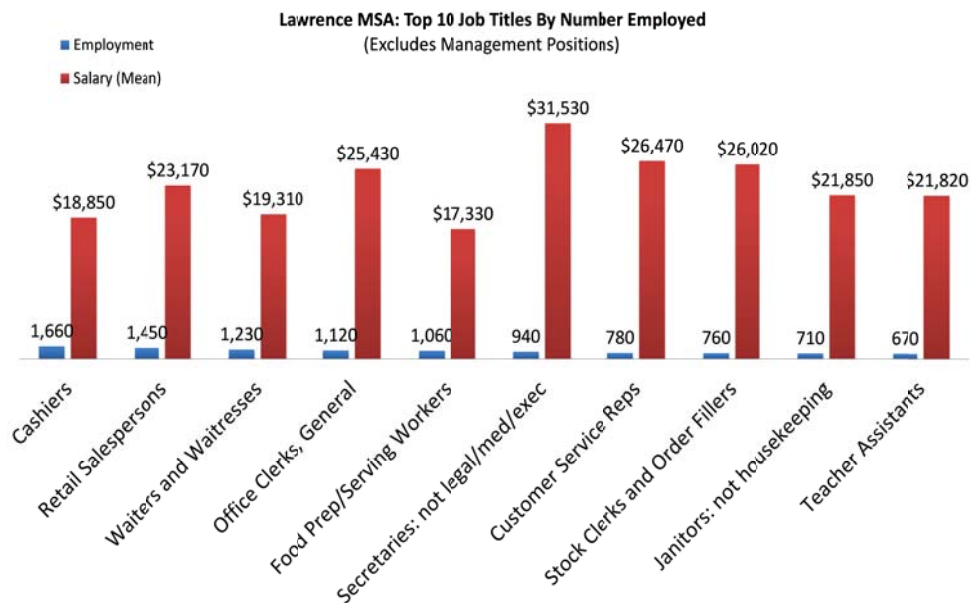


## Employment Profile

### Top Job Titles by Employment

Lawrence MSA: Top 10 Job Titles By Number Employed (excludes management positions <sup>1</sup> )				
SOC Code	Job Title	Employment	Employment %	Salary (Mean)
412011	Cashiers	1,660	4%	\$18,850
412031	Retail Salespersons	1,450	3%	\$23,170
353031	Waiters and Waitresses	1,230	3%	\$19,310
439061	Office Clerks, General	1,120	2%	\$25,430
353021	Food Prep/Serving Workers	1,060	2%	\$17,330
436014	Secretaries (not legal/medical/executive)	940	2%	\$31,530
434051	Customer Service Reps	780	2%	\$26,470
435081	Stock Clerks and Order Fillers	760	2%	\$26,020
372011	Janitors (not Maids/Housekeeping)	710	2%	\$21,850
259041	Teacher Assistants	670	1%	\$21,820

Source: Kansas Department of Labor, Kansas Wage Survey, Lawrence MSA 2013 Edition



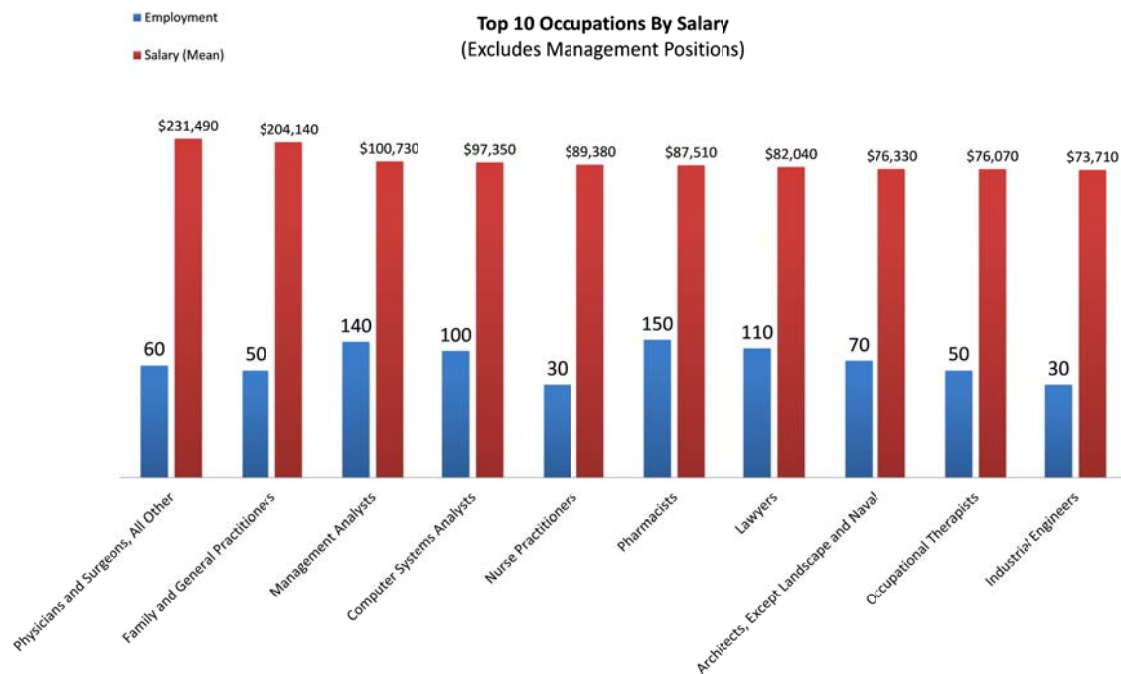
<sup>1</sup> Management positions have been excluded to provide a more refined focus on title and salary.

## Employment Profile

### Highest Paying Occupations

Lawrence MSA: Top 10 Occupations By Salary (excludes management positions)				
SOC Code	Occupational Title	Employment	Employment %	Salary (Mean)
291069	Physicians and Surgeons, All Other	60	0.13%	\$231,490
291062	Family and General Practitioners	50	0.11%	\$204,140
131111	Management Analysts	140	0.31%	\$100,730
151121	Computer Systems Analysts	100	0.22%	\$97,350
291171	Nurse Practitioners	30	0.07%	\$89,380
291051	Pharmacists	150	0.33%	\$87,510
231011	Lawyers	110	0.24%	\$82,040
171011	Architects, Except Landscape and Naval	70	0.15%	\$76,330
291122	Occupational Therapists	50	0.11%	\$76,070
172112	Industrial Engineers	30	0.07%	\$73,710

Source: Kansas Department of Labor, Kansas Wage Survey, Lawrence MSA 2013 Edition



## Employment Profile

### **STEM Employment**

STEM workers are those employed in science, technology, engineering, and mathematics occupations. According to the Census Bureau STEM occupation code list, there are 63 specific STEM occupations, 35 STEM-related occupations, and 437 non-STEM occupations (excluding military-specific occupations).<sup>2</sup> STEM occupations consist primarily of those employed in computer and mathematical occupations, engineers, life scientists, physical scientists, and social scientists. STEM-related occupations consist primarily of architects, healthcare practitioners, and healthcare technicians. Non-STEM occupations are all other occupations not classified in STEM or STEM-related occupations.

STEM is subject-matter driven. As such, it includes managers, teachers, practitioners, researchers, and technicians. The majority of the STEM workforce has at least a bachelor's degree. However, the STEM workforce also includes those with associate's degrees and high school diplomas.<sup>3</sup>

Together, STEM and STEM-related occupations account for over 3,000 jobs in the Lawrence MSA (approximately 6.6% based on Kansas Department of Labor's 2013 Wage Survey data). Although employment within these occupations make up a small percentage of total local jobs, these jobs pay relatively well, with STEM jobs averaging approximately \$64,000 annually and STEM-related jobs averaging just under \$68,000 annually.

Lawrence MSA: STEM Employment by Category	
Category	Number Employed
Computer and Math Occupations	730
Engineering and Surveying Occupations	150
Physical and Life Sciences Occupations	580
STEM Managerial Occupations	100

Sources: Kansas Department of Labor, *Kansas Wage Survey (2013 Edition)* and U.S. Department of Commerce, *Economics and Statistics Administration, U.S. Census Bureau*

<sup>2</sup> Occupation statistics are compiled from data that are coded based on the 2010 Standard Occupational Classification (SOC) manual. All federal statistical agencies use the SOC to classify workers and jobs into occupational categories. The SOC was first published in 1980 with subsequent revisions in 2000 and 2010.

<sup>3</sup> *Disparities in STEM Employment by Sex, Race, and Hispanic Origins*, U.S. Department of Commerce, Economics and Statistics Administration, U.S. CENSUS BUREAU, Issued September 2013

## Employment Profile

Below is a breakdown of STEM and STEM-related employment for the Lawrence MSA.

Lawrence MSA: STEM Employment						
SOC	Occupational Title	Employment	Annual Wage			
			Entry Level	Mean (Average)	Median	Experienced
113021	Computer and Information Systems Managers	70	\$72,750.00	\$101,380.00	\$94,760.00	\$115,690.00
119041	Engineering Managers	30	\$90,310.00	\$139,350.00	\$133,790.00	\$163,870.00
151121	Computer Systems Analysts	100	\$51,210.00	\$97,350.00	\$93,000.00	\$120,430.00
151131	Computer Programmers	140	\$42,920.00	\$64,550.00	\$64,700.00	\$75,370.00
151132	Software Developers, Applications	80	\$37,830.00	\$68,270.00	\$68,900.00	\$83,490.00
151133	Software Developers, Systems Software	***	\$26,920.00	\$52,230.00	\$62,600.00	\$64,880.00
151134	Web Developers	80	\$37,640.00	\$49,300.00	\$46,880.00	\$55,130.00
151141	Database Administrators	50	\$45,620.00	\$69,840.00	\$72,620.00	\$81,950.00
151142	Network and Computer Systems Administrators	130	\$41,430.00	\$70,620.00	\$62,950.00	\$85,220.00
151151	Computer User Support Specialists	150	\$19,420.00	\$33,490.00	\$32,840.00	\$40,530.00
151152	Computer Network Support Specialists	***	\$31,510.00	\$53,700.00	\$50,490.00	\$64,790.00
172051	Civil Engineers	40	\$53,030.00	\$69,130.00	\$68,510.00	\$77,180.00
172071	Electrical Engineers	40	\$52,300.00	\$70,890.00	\$69,350.00	\$80,190.00
172112	Industrial Engineers	30	\$61,220.00	\$73,710.00	\$73,380.00	\$79,950.00
172141	Mechanical Engineers	40	\$46,530.00	\$60,850.00	\$57,230.00	\$68,020.00
190000	Life, Physical, and Social Science Occupations	370	\$30,080.00	\$55,810.00	\$49,950.00	\$68,670.00
191029	Biological Scientists, All Other	50	\$24,510.00	\$31,960.00	\$27,980.00	\$35,690.00
192041	Environmental Scientists and Specialists, Including Health	40	\$35,420.00	\$66,020.00	\$49,030.00	\$81,320.00
193031	Clinical, Counseling, and School Psychologists	50	\$40,650.00	\$60,070.00	\$55,920.00	\$69,770.00
414011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	70	***	***	***	***

Sources: Kansas Department of Labor, Kansas Wage Survey (2013 Edition) and U.S. Department of Commerce, Economics and Statistics Administration, U.S. CENSUS BUREAU. \*\*\* = Data not available or cannot be disclosed.

## Employment Profile

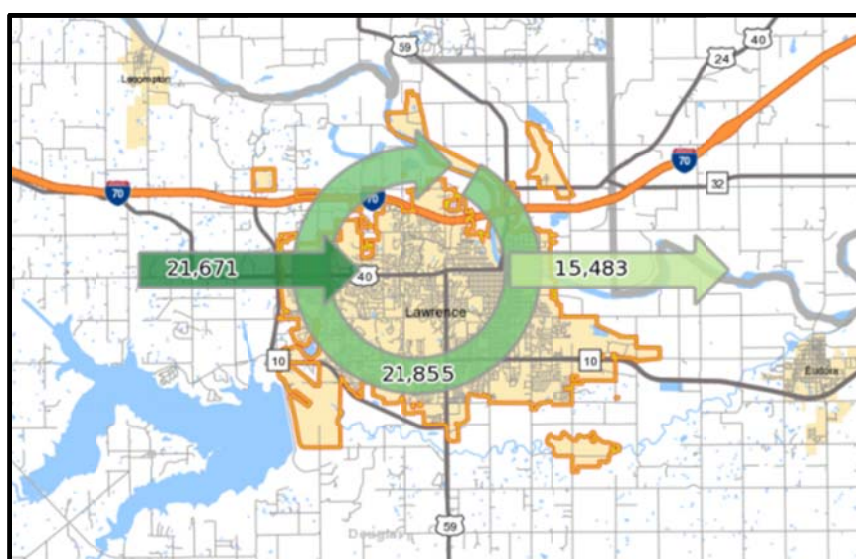
Lawrence MSA: STEM-Related Employment						
SOC	Occupational Title	Employment	Annual Wage			
			Entry Level	Mean (Average)	Median	Experienced
171011	Architects, Except Landscape and Naval	70	\$48,810.00	\$76,330.00	\$75,860.00	\$90,090.00
291011	Chiropractors	30	***	***	***	***
291051	Pharmacists	150	\$36,150.00	\$87,510.00	\$92,250.00	\$113,190.00
291062	Family and General Practitioners	50	\$134,610.00	\$204,140.00	***	\$238,910.00
291069	Physicians and Surgeons, All Other	60	\$180,810.00	\$231,490.00	***	***
291122	Occupational Therapists	50	\$50,860.00	\$76,070.00	\$80,140.00	\$88,680.00
291123	Physical Therapists	50	\$36,360.00	\$61,240.00	\$53,160.00	\$73,680.00
291127	Speech-Language Pathologists	50	\$42,700.00	\$57,890.00	\$54,180.00	\$65,480.00
291131	Veterinarians	***	\$49,010.00	\$59,040.00	\$55,460.00	\$64,050.00
291141	Registered Nurses	560	\$43,270.00	\$51,840.00	\$50,480.00	\$56,120.00
291171	Nurse Practitioners	30	\$64,540.00	\$89,380.00	\$85,900.00	\$101,800.00
292011	Medical and Clinical Laboratory Technologists	***	\$41,280.00	\$54,620.00	\$55,000.00	\$61,290.00
292021	Dental Hygienists	***	\$67,000.00	\$70,080.00	\$70,170.00	\$71,630.00
292052	Pharmacy Technicians	110	\$20,870.00	\$27,660.00	\$27,160.00	\$31,050.00
292061	Licensed Practical and Licensed Vocational Nurses	160	\$33,040.00	\$36,790.00	\$36,350.00	\$38,670.00
292071	Medical Records and Health Information Technicians	40	\$18,870.00	\$29,320.00	\$28,980.00	\$34,550.00
299011	Occupational Health and Safety Specialists	30	\$38,800.00	\$50,100.00	\$46,630.00	\$55,750.00

Sources: Kansas Department of Labor, Kansas Wage Survey (2013 Edition) and U.S. Department of Commerce, Economics and Statistics Administration, U.S. CENSUS BUREAU. \*\*\* = Data not available or cannot be disclosed.

## Employment Profile

### Workforce Commuting Patterns

The total Lawrence workforce is composed of resident workers (21,855 workers who reside and work within Lawrence), outflow labor (15,483 who live within Lawrence, but work elsewhere), and inflow labor (21,671 workers who work within Lawrence, but live elsewhere). Approximately half of the workers employed within Lawrence are commuters, the largest concentration coming from Johnson County (11.5%), Kansas followed by Topeka, Kansas (8.6%) and other Douglas County, Kansas areas (6.7%). The majority of the local employment pool (workers who reside in Lawrence) also work within the community (58.5%), with 41.5% commuting to work outside Lawrence.



Approximately half of the workers employed within Lawrence are commuters, the largest concentration coming from Johnson County, Kansas (11.5%), followed by Topeka, Kansas (8.6%) and other Douglas County, Kansas areas (6.7%).

Local Employment Job Counts (All Jobs, 2011)		
Local Jobs	Count	Share
Employees Commuting In	21,671	49.80%
Employees Living in Town	21,855	50.20%
<b>Total Employed in Lawrence</b>	<b>43,526</b>	<b>100.00%</b>

Source: US Census Bureau, Center for Economic Studies, data retrieved 8-15-2013

## Employment Profile

The majority of the resident labor pool (workers who reside in Lawrence) also work within the community (58.5%), with 41.5% commuting to work outside of Lawrence. Of those commuting outside Lawrence for employment, the majority (45%) go to jobs within the Kansas City metropolitan area.

Resident Labor Pool (All Jobs, 2011)		
	Count	Share
Employees Commuting Out	15,483	41.50%
Employees Working in Town	21,855	58.50%
<b>Total Employees Living in Lawrence</b>	<b>37,338</b>	<b>100.00%</b>

*Source: US Census Bureau, Center for Economic Studies, data retrieved 8-15-2013*

## Employment Profile

### Inflow Labor

Inflow Labor Characteristics (2011)		
Description	Count	Share
Workers Aged 29 or younger	7,860	36.30%
Workers Aged 30 to 54	10,027	46.30%
Workers Aged 55 or older	3,784	17.50%
Workers Earning \$1,250 per month or less	8,558	39.50%
Workers Earning \$1,251 to \$3,333 per month	7,137	32.90%
Workers Earning More than \$3,333 per month	5,976	27.60%
Workers in the "Goods Producing" Industry Class	2,029	9.40%
Workers in the "Trade, Transportation, and Utilities" Industry Class	4,874	22.50%
Workers in the "All Other Services" Industry Class	14,768	68.10%
<b>Internal Jobs Filled by Outside Workers</b>	<b>21,671</b>	<b>100.00%</b>

Source: US Census Bureau, Center for Economic Studies, data retrieved 8-15-2013

Sources of Inflow Labor: Commuting Into Lawrence		
	Count	Share
Topeka city, KS	1,866	8.61%
Overland Park city, KS	1,200	5.54%
Eudora city, KS	963	4.44%
Olathe city, KS	788	3.64%
Wichita city, KS	754	3.48%
Kansas City city, MO	540	2.49%
Kansas City city, KS	509	2.35%
Shawnee city, KS	509	2.35%
Baldwin City city, KS	489	2.26%
All Other Locations	14,053	64.85%
<b>Total</b>	<b>21,671</b>	<b>100.00%</b>

Source: US Census Bureau, Center for Economic Studies, data retrieved 8-15-2013

# Employment Profile

## Outflow Labor

Outflow Labor Characteristics (2011)		
Description	Count	Share
Workers Aged 29 or younger	4,587	29.60%
Workers Aged 30 to 54	8,219	53.10%
Workers Aged 55 or older	2,677	17.30%
Workers Earning \$1,250 per month or less	4,221	27.30%
Workers Earning \$1,251 to \$3,333 per month	5,204	33.60%
Workers Earning More than \$3,333 per month	6,058	39.10%
Workers in the "Goods Producing" Industry Class	2,106	13.60%
Workers in the "Trade, Transportation, and Utilities" Industry Class	3,632	23.50%
Workers in the "All Other Services" Industry Class	9,745	62.90%
<b>External Jobs Filled by Residents</b>	<b>15,483</b>	<b>100.00%</b>

Source: US Census Bureau, Center for Economic Studies, data retrieved 8-15-2013

Outflow Job Locations (2011)		
	Count	Share
Topeka city, KS	2,428	15.68%
Overland Park city, KS	2,273	14.68%
Kansas City city, MO	1,226	7.92%
Olathe city, KS	1,166	7.53%
Lenexa city, KS	1,042	6.73%
Kansas City city, KS	887	5.73%
Shawnee city, KS	383	2.47%
Wichita city, KS	378	2.44%
Manhattan city, KS	325	2.10%
All Other Locations	5,375	34.72%
<b>Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed</b>	<b>15,483</b>	<b>100.00%</b>

Source: US Census Bureau, Center for Economic Studies, data retrieved 8-15-2013

## Employment Profile

Resident Labor (Interior) Job Characteristics (2011)		
Description	Count	Share
Workers Aged 29 or younger	6,043	27.65%
Workers Aged 30 to 54	11,346	51.91%
Workers Aged 55 or older	4,466	20.43%
Workers Earning \$1,250 per month or less	6,755	30.91%
Workers Earning \$1,251 to \$3,333 per month	8,033	36.76%
Workers Earning More than \$3,333 per month	7,067	32.34%
Workers in the "Goods Producing" Industry Class	1,445	6.61%
Workers in the "Trade, Transportation, and Utilities" Industry Class	2,421	11.08%
Workers in the "All Other Services" Industry Class	17,989	82.31%
<b>Internal Jobs Filled by Residents</b>	<b>21,855</b>	<b>100.00%</b>

Source: US Census Bureau, Center for Economic Studies

# Employment Profile

## Largest Employers

Lawrence: Largest Employers			
Company	Description	# Employees	% of Workforce <sup>4</sup>
The University of Kansas	Education	9,881	16.9%
Lawrence Public Schools	Education	1,650	2.8%
Vangent	Information Services	1,500	2.6%
City of Lawrence	Government	1,455	2.5%
Lawrence Memorial Hospital	Medical	1,322	2.3%
Berry Plastics	Manufacturer	739	1.3%
Hallmark Cards, Inc.	Manufacturer	525	0.9%
Baker University	Education	496	0.8%
Amarr Garage Doors	Manufacturer	461	0.8%
Douglas County	Government	435	0.7%
The Olivia Collection	Hospitality	320	0.5%
K-Mart Distribution Center	Distribution Center	320	0.5%
DCCCA	Not for profit	295	0.5%
Allen Press	Printing Services	275	0.5%
Community Living Opportunities	Not for profit	263	0.5%
Haskell Indian Nations University	Education	250	0.4%
Cottonwood, Incorporated	Manufacturer	240	0.4%
Eudora School District	Education	232	0.4%
Lawrence Paper Company	Manufacturer	209	0.4%
The World Company	Media	200	0.3%
Bert Nash Community Mental Health Center	Not for Profit	179	0.3%
Westar Energy	Utility	170	0.3%
ICL Performance Products LP	Manufacturer	161	0.3%
HP Pelzer	Manufacturer	160	0.3%
Del Monte Foods	Manufacturer	160	0.3%
Schlumberger	Manufacturer	150	0.3%
SurePoint Medical	Bioscience	107	0.2%
Kinedyne	Manufacturer	93	0.2%
PROSOCO	Manufacturer	92	0.2%
Golf Course Superintendents Assoc of America	Corporate Headquarters	85	0.1%

Total

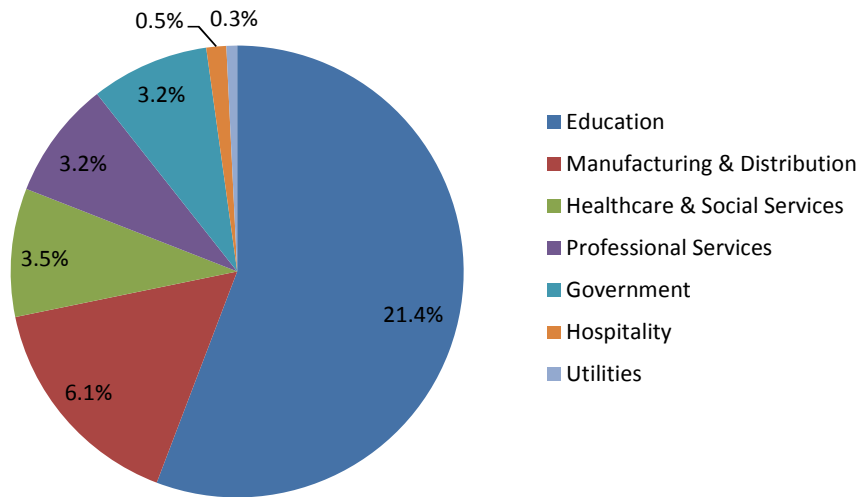
**22,425**

Source: Lawrence Chamber of Commerce, 2012 Data, retrieved September 2013.

<sup>4</sup> Based on a Lawrence MSA 2012 employment of 58,363. From Labor Market Information Services, Kansas Dept. of Labor in cooperation with BLS, U.S. Dept. of Labor. Includes full and part-time positions.

## Employment Profile

Lawrence Largest Employers by Industry



# Industry Profile

## Industry Mix—by GDP

Several industry sectors contribute to the Lawrence MSA Gross Domestic Product (GDP). GDP by Industry can be used to identify changes in labor and capital shares, to study production, capacity and productivity across industries, and to compare price changes across industries.

Private industry made up 74% of real GDP in the Lawrence MSA in 2012, with government making up 24% of real GDP.

<b>Lawrence, KS MSA: Real GDP By Industry<sup>1</sup></b> (millions of chained 2005 dollars)						
Ind Code	Industry	2008	2009	2010	2011	2012
<b>1</b>	<b>All industry total</b>	<b>3150</b>	<b>3216</b>	<b>3167</b>	<b>3153</b>	<b>3131</b>
<b>2</b>	<b>Private industries</b>	<b>2329</b>	<b>2399</b>	<b>2349</b>	<b>2344</b>	<b>2312</b>
3	Agriculture, forestry, fishing, and hunting	4	18	2	8	7
6	Mining	5	5	5	5	6
10	Utilities	58	59	60	(D)	(D)
11	Construction	109	100	104	110	100
12	Manufacturing	310	317	285	275	284
34	Wholesale trade	81	78	85	89	99
35	Retail trade	236	248	259	267	268
36	Transportation and warehousing	70	62	58	(D)	(D)
45	Information	106	95	106	106	103
50	Finance and insurance	110	122	121	126	121
55	Real estate and rental and leasing	481	528	509	472	437
58	Professional, scientific, and technical services	206	214	216	205	203
62	Management of companies and enterprises	10	11	9	8	6
63	Administrative and waste management services	48	47	49	51	50
66	Educational services	39	40	39	39	38
67	Health care and social assistance	171	176	168	164	166
71	Arts, entertainment, and recreation	14	14	15	16	19
74	Accommodation and food services	130	128	126	140	148
77	Other services, except government	137	135	132	133	138

-Continued-

<sup>1</sup> GDP by Industry accounts include estimates of value added by industry. Value added is a measure of the contribution of each private industry and of government and is defined as the gross output (sales or receipts and other operating income, commodity taxes, and inventory change) minus intermediate inputs (energy, raw materials, semi-finished goods, and purchased services).

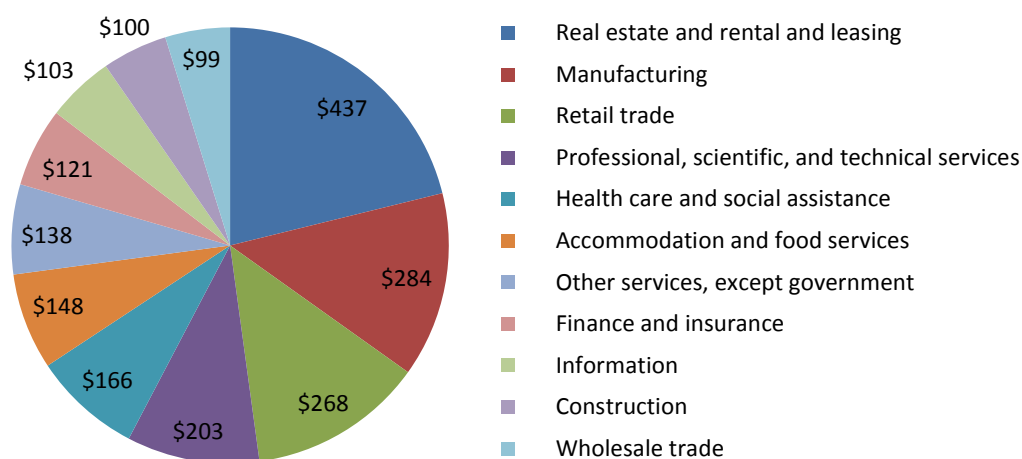
## Industry Profile

78	Government	821	817	818	809	818
79	Federal civilian	37	36	37	35	(NA)
80	Federal military	25	27	26	25	(NA)
81	State and local	759	754	755	749	(NA)

Source: U.S. Census Bureau, Bureau of Economic Analysis, GDP by Metropolitan Area, data retrieved September 2013. (D) Not shown in order to avoid the disclosure of confidential information; estimates are included in higher level totals. (NA) Not available.

Within the private sector, the largest industry contributors to real GDP in 2012 were real estate, followed by manufacturing, retail trade, and professional scientific and technical services.<sup>2</sup>

**Lawrence MSA: 2012 Real GDP by Industry**  
Largest Private Industries (GDP in millions of Chained 2005 dollars)



<sup>2</sup> In order to avoid the disclosure of confidential information, data was not available for Transportation/Warehousing or Utilities.

# Industry Profile

## Industry Sector Employment

Employment (Total All Jobs 2002-2011)			
Industry Sector	2002	2011	% Change
Agriculture, Forestry, Fishing and Hunting	60	22	-63.33%
Mining, Quarrying, and Oil and Gas Extraction	9	9	0.00%
Utilities	162	85	-47.53%
Construction	1,814	1,161	-36.00%
Manufacturing	2,264	2,282	0.80%
Wholesale Trade	747	859	14.99%
Retail Trade	4,440	5,401	21.64%
Transportation and Warehousing	1,745	950	-45.56%
Information	3,076	1,107	-64.01%
Finance and Insurance	818	1,147	40.22%
Real Estate and Rental and Leasing	726	789	8.68%
Professional, Scientific, and Technical Services	2,503	3,044	21.61%
Management of Companies and Enterprises	112	96	-14.29%
Administration & Support, Waste Mgmt & Remediation	1,039	1,522	46.49%
Educational Services	8,312	8,838	6.33%
Health Care and Social Assistance	5,687	5,437	-4.40%
Arts, Entertainment, and Recreation	530	426	-19.62%
Accommodation and Food Services	5,596	5,524	-1.29%
Other Services (excluding Public Administration)	2,205	2,542	15.28%
Public Administration	1,945	2,285	17.48%
<b>TOTAL</b>	<b>43,790</b>	<b>43,526</b>	<b>-0.60%</b>

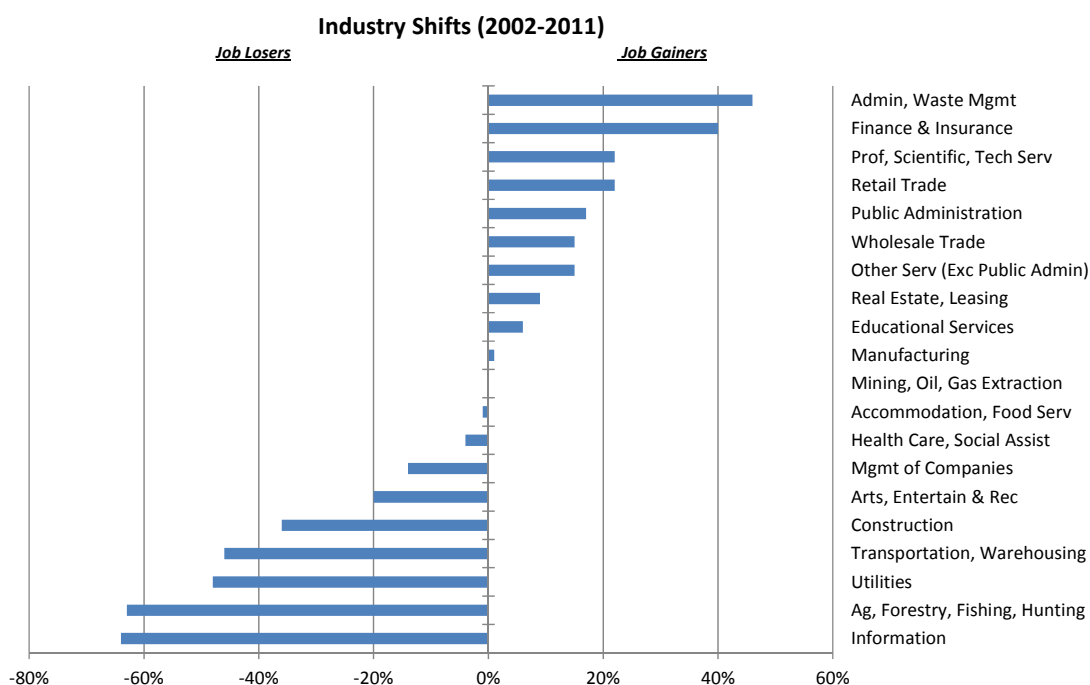
Source: U.S. Census Bureau, Center for Economic Studies, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2011).

## Industry Profile

Over the ten year period 2002-2011, the largest growth in employment was in Administrative Support, Waste Management, and Remediation (46.5%), followed by Finance and Insurance (40%), Retail Trade (21.6%) and Professional, Scientific and Technical Services (21.6%). Industries with the largest loss of employment during the same period were Information (-64%), Agriculture, Forestry, Hunting and Fishing (-63%), Utilities (-47.5%), Transportation (-45.6%) and Construction (-36%). Employment for manufacturing, Mining, Quarrying, and Gas/Oil Extraction remained relatively steady during this period.

Industry Shifts (2002-2011)					
Job Gainers		Job Losers		Steady Employment	
Industry Sector	% Growth	Industry Sector	% Loss	Industry Sector	% Change
Administration/Support, Waste Management/Remediation	46.49%	Information	-64.01%	Mining, Quarrying, and Oil & Gas Extraction	0.00%
Finance & Insurance	40.22%	Agriculture, Forestry, Fishing & Hunting	-63.33%	Manufacturing	0.80%
Retail Trade	21.64%	Utilities	-47.53%		
Professional, Scientific, Tech Serv	21.61%	Transportation & Warehousing	-45.56%		
Public Administration	17.48%	Construction	-36.00%		
Other Services (excl Public Admin)	15.28%	Arts, Entertainment, & Rec	-19.62%		
Wholesale Trade	14.99%	Management of Companies & Enterp	-14.29%		
Real Estate, Rental, Leasing	8.68%	Health Care & Social Assistance	-4.40%		
Educational Services	6.33%	Accommodation & Food Services	-1.29%		

Source: U.S. Census Bureau, Center for Economic Studies, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2011).



## Industry Profile

### Industry Sectors—Education

#### *Higher Education*

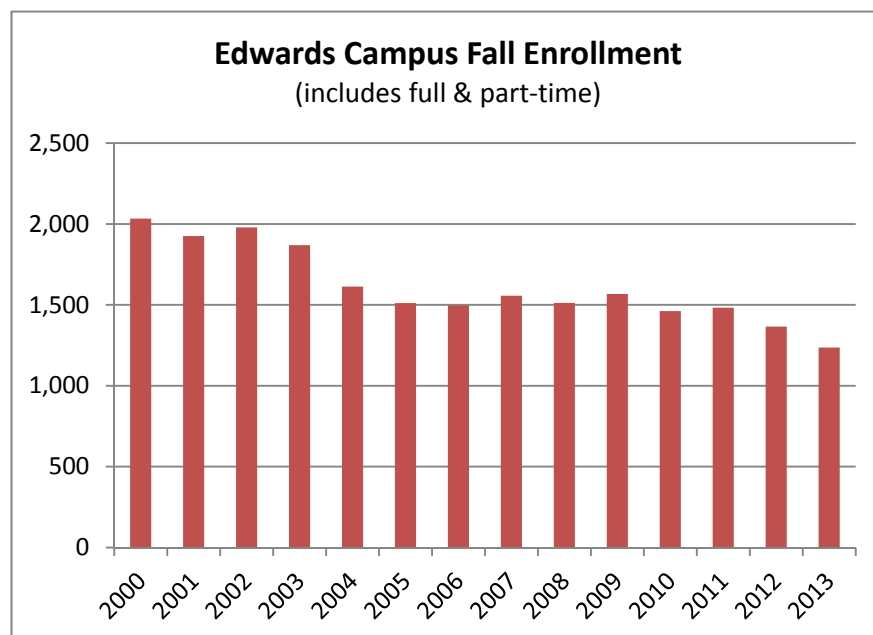
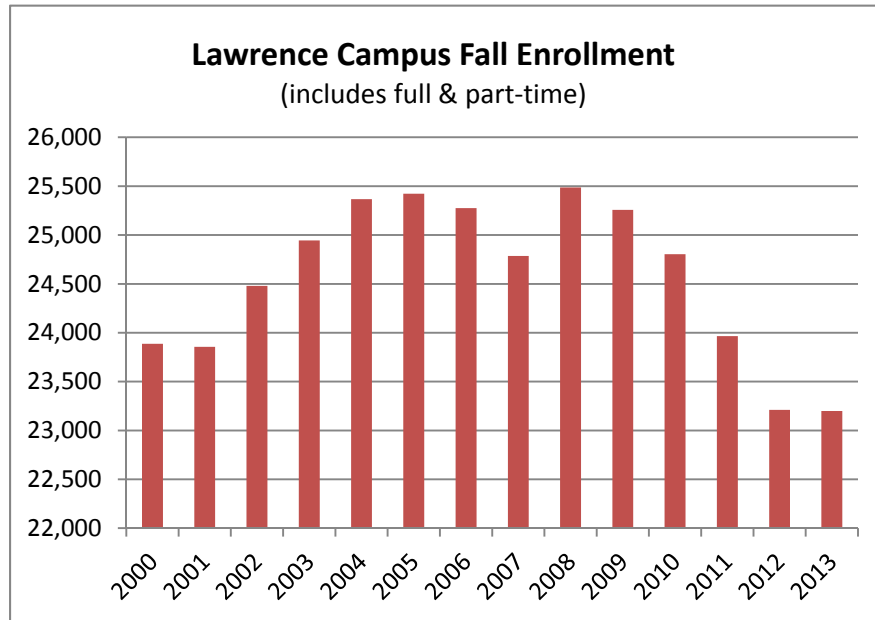
University of Kansas enrollment of full- and part-time students at the Lawrence Campus has steadily declined since 2008, dropping from 25,487 to 23,199 (approximately 9%), a possible reflection of the impact of the recent recession combined with rising education expenses.

University of Kansas Enrollment <sup>3</sup>			
Fall Semester	Lawrence Campus	Edwards Campus	Total
2013	23,199	1,236	24,435
2012	23,211	1,366	24,577
2011	23,966	1,482	25,448
2010	24,804	1,462	26,266
2009	25,258	1,568	26,826
2008	25,487	1,512	26,999
2007	24,785	1,557	26,342
2006	25,276	1,497	26,773
2005	25,423	1,511	26,934
2004	25,367	1,613	26,980
2003	24,945	1,869	26,814
2002	24,479	1,979	26,458
2001	23,856	1,926	25,782
2000	23,887	2,033	25,920

Source: University of Kansas, Office of Institutional Research and Planning, Profile Tables 4-105 and 4-500.

<sup>3</sup> Does not include University of Kansas, Medical Center enrollment.

## Industry Profile



## Industry Profile

Although some loss in on-campus enrollment may be due to distance learning, the number of students taking only online courses does not make up a substantial portion of overall enrollment.

Students Taking Only Online Courses (Lawrence, Edwards & KUMC)			
Fall Semester	Undergraduate Head Count	Graduate Head Count	Total
2012	149	505	654
2011	201	423	624

Source: University of Kansas, Office of Institutional Research and Planning, Profile Table 4-750

Online Enrollment (Lawrence, Edwards & KUMC)			
Fall Semester	Undergraduate Head Count	Graduate Head Count	Total
2012	1,221	1,417	2,638
2011	1,305	1,204	2,509

Source: University of Kansas, Office of Institutional Research and Planning, Profile Table 4-750

## Industry Profile

### University of Kansas Employment

As a major employer and research and educational institution, the University of Kansas plays a substantial role in the local economy. Over 9,800 full- and part-time workers were employed at the University of Kansas, Lawrence Campus in 2012.

University of Kansas Employment: Lawrence Campus					
Fall Semester	Faculty, Librarians Faculty Administrators	Unclassified Non-Faculty	University Support Staff	Student Employees <sup>4</sup>	Total
2012	1,608	2,241	1,206	4,782	<b>9,837</b>
2011	1,578	2,166	1,329	4,808	<b>9,881</b>
2010	1,564	2,174	1,344	4,740	<b>9,822</b>
2009	1,570	2,130	1,377	4,721	<b>9,798</b>
2008	1,579	2,059	1,427	4,807	<b>9,872</b>
2007	1,534	2,011	1,441	4,705	<b>9,691</b>
2006	1,521	2,045	1,402	4,683	<b>9,651</b>
2005	1,487	1,966	1,411	4,532	<b>9,396</b>
2004	1,437	1,873	1,450	4,774	<b>9,534</b>
2003	1,426	1,756	1,480	4,899	<b>9,561</b>
2002	1,440	1,791	1,534	4,790	<b>9,555</b>
2001	1,472	1,770	1,631	4,901	<b>9,774</b>
2000	1,415	1,612	1,650	4,802	<b>9,479</b>

Source: University of Kansas, Office of Institutional Research and Planning, Profile Table 6-104.

<sup>4</sup> Includes graduate teaching assistants

## Industry Profile

### **Haskell Indian Nations University**

Haskell Indian Nations University offers both associate and baccalaureate degree programs and has an average enrollment of over 1000 students. Students represent federally recognized tribes from across the United States and can select programs that will prepare them to enter baccalaureate programs in elementary teacher education, American Indian studies, business administration, and environmental science; to transfer to another baccalaureate degree-granting institution; or to enter directly into employment.

# Industry Profile

## Public Education

USD 497

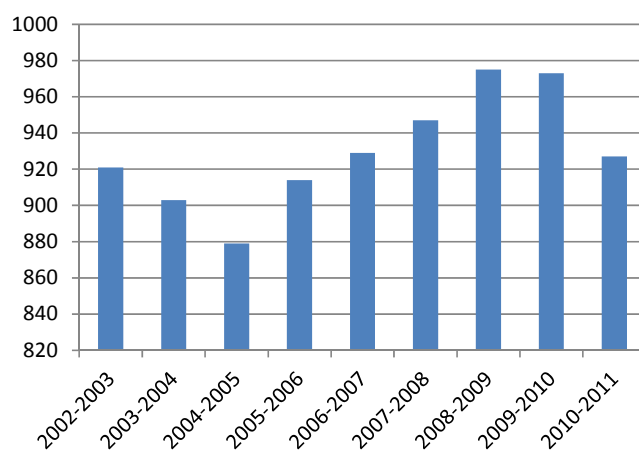
USD 497 Schools	
School	Year Built
<b>Elementary Schools</b>	
Broken Arrow Elem	1968
Cordley Elem	1915
Deerfield Elem	1968
Hillcrest Elem	1953
Kennedy Elem	1960
Langston Hughes Elem	2000
New York Elem	1937
Pinckney Elem	1931
Prairie Park Elem	1994
Quail Run Elementary	1987
Schwegler Elem	1957
Sunflower Elementary	1994
Sunset Hill Elem	1955
Woodlawn Elem	1924
<b>Middle Schools</b>	
Lawrence Liberty Memorial Central Mid School	1923
Lawrence South Middle School	1968
Lawrence Southwest Middle School	1995
Lawrence West Middle School	1961
<b>High Schools</b>	
Lawrence Free State High	1997
Lawrence High	1954
<b>Other</b>	
Lawrence Virtual High School	1960
Lawrence Virtual School	1960
Raintree Montessori -Lawrence	2011
USD 497 - Community-Based Preschool	2000
Hilltop Child Development Center	2011

Source: Kansas State Department of Education

## Industry Profile

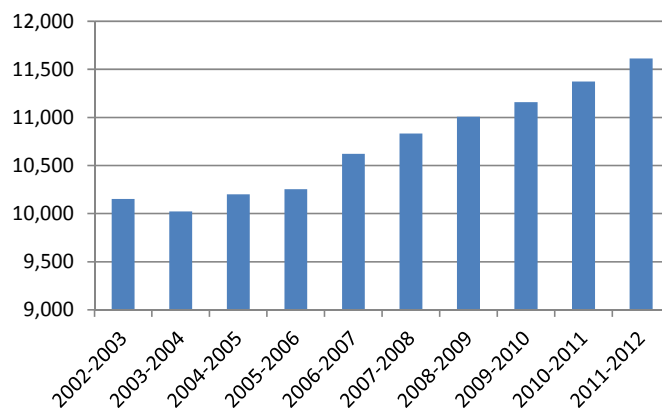
USD 497 Full-Time Employment										
	Academic Years									
	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012
# Full-Time Employees	921	903	879	914	929	947	975	973	927	940

USD 497 Employment



USD 497 Student Enrollment											
	Academic Years										
	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
Total Students	10,154	10,022	10,202	10,254	10,622	10,833	11,007	11,158	11,374	11,613	11,835

USD 497 Enrollment



# Industry Profile

## Industry Sectors—Retail

### Retail Districts

As per the *City of Lawrence, 2012 Retail Market Report*, the city contains 19 retail districts. The largest districts include the South Iowa district (approximately 2.07 million square feet or 23% share of the market), downtown district (approximately 1.6 million square feet or 18% of the market), and West 6<sup>th</sup> Street district (approximately 1.29 million square feet or 14% share of the market).

Lawrence Retail Districts (Percent of square footage by district by use)								
District ID	District Name	Total S.F.	Vacant		Retail		Non-Retail	
			SF	% SF	SF	% SF	SF	% SF
1	Clinton & Kasold	132,156	8,000	6.1%	101,616	76.9%	22,540	17.1%
2	Clinton & Wak.	98,032	2,500	2.6%	35,032	35.7%	60,500	61.7%
3	South Iowa	2,077,377	162,171	7.8%	1,541,562	74.2%	373,644	18.0%
4	Kasold & 15th	71,600	7,200	10.1%	29,300	40.9%	35,100	49.0%
5	Wakarusa & 15th	58,300	4,550	7.8%	27,750	47.6%	26,000	44.6%
6	East 23rd St	497,599	51,700	10.4%	211,711	42.5%	234,188	47.1%
7	West 23rd St	748,725	45,814	6.1%	587,027	78.4%	115,884	15.5%
8	Downtown	1,602,321	149,927	9.4%	652,530	40.7%	799,864	49.9%
9	North Lawrence	318,876	52,379	16.4%	107,217	33.6%	159,280	50.0%
10	19th & Mass.	105,737	11,105	10.5%	87,602	82.8%	7,030	6.6%
11	6th & Wakarusa	387,375	15,000	3.9%	285,877	73.8%	86,498	22.3%
12	9th & Iowa	299,699	6,528	2.2%	82,712	27.6%	210,459	70.2%
13	East 6th	312,987	18,500	5.9%	148,421	47.4%	146,066	46.7%
14	West 6th	1,287,720	14,300	1.1%	382,144	29.7%	891,276	69.2%
15	19th & Haskell	31,412	9,500	30.2%	13,412	42.7%	8,500	27.1%
16	9th Street	165,710	2,000	1.2%	45,406	27.4%	118,304	71.4%
17	Miscellaneous	507,225	35,748	7.0%	84,861	16.7%	386,616	76.2%
18	6th and K-10 <sup>5</sup>	0	0	0.0%	0	0.0%	0	0.0%
19	IL Zoning	402,300	56,300	14.0%	6,400	1.6%	339,600	84.4%
	<b>Overall Total</b>	<b>9,105,151</b>	<b>653,222</b>	<b>7.2%</b>	<b>4,430,580</b>	<b>48.7%</b>	<b>4,021,349</b>	<b>44.2%</b>

Source: 2012 Retail Market Report, City of Lawrence, Kansas

<sup>5</sup> Recently annexed and zoned for up to 600,000 square feet of retail space, but is currently undeveloped.

## Industry Profile

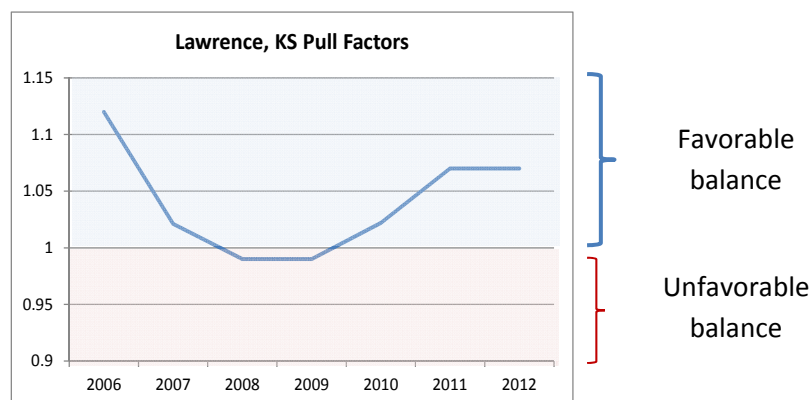
### Retail Market Strength

City Trade Pull Factor (CiTPF) is a measure of the relative strength of the retail business community. Computed by dividing the per capita sales tax of a city by the statewide per capita sales tax, a CiTPF of 1.00 represents a perfect balance of trade (i.e. the purchases of city residents who shop elsewhere are offset by the purchases of out-of-city customers). A CiTPF great that 1.00 indicates that local businesses are pulling in trade from beyond city borders. A CiTPF less than 1.00 represents an unfavorable balance of trade in which more trade is being lost to other communities, rather than being pulled in to the city.<sup>6</sup>

Except for 2008 & 2009 where retail trade was relatively balanced (purchases of city residents who shop elsewhere are offset by the purchases of out-of-city customers), Lawrence has enjoyed a favorable balance of trade, with local businesses pulling in trade from beyond city borders from 2006-2012.

Lawrence, KS: Retail Trade Market Measures						
Fiscal Year	Sales Tax Collections <sup>7</sup>	Per Capita	Pull Factor (CiTPF)	Trade Area Capture (TAC) <sup>8</sup>	% of County Sales	Population <sup>9</sup>
2012	\$79,524,295	\$896.30	1.07	\$94,639	92.96%	88,727
2011	\$74,699,896	\$852.30	1.07	\$93,560	92.80%	87,643
2010	\$61,696,381	\$673.46	1.022	\$93,630	92.40%	91,611
2009	\$62,723,146	\$696.00	0.99	\$89,630	92.30%	90,083
2008	\$63,864,019	\$714.00	0.99	\$88,638	92.50%	89,415
2007	\$61,894,678	\$702.01	1.021	\$89,985	92.40%	88,168
2006	\$60,892,108	\$748.25	1.12	\$90,982	91.30%	81,379

Source: Kansas Department of Labor, Office of Policy and Research, Annual Report of Trade Pull Factors and Trade Area Captures



<sup>6</sup> A Study of Retail Trade in Cities Across Kansas, Annual report for Fiscal Year 2012, Kansas Department of Revenue.

<sup>7</sup> Generated by the Kansas Department of Revenue from sales tax returns filed by the state's retailers.

<sup>8</sup> Trade Area Capture (TAC) is a measure of the customer base served by the community and is calculated by multiplying the city's population by the CiTPF.

<sup>9</sup> Population adjusted to remove the institutionalized population. Institutionalized population does not trade within the community and should not impact the computing of the measures. 2012 data removed prison population. Data prior to 2012 removed group quarter data (i.e., nursing home populations).

## Industry Profile

### Sales & Use Taxes

Lawrence 2013 Sales Tax Schedule		
Description	Rate	Notes
State:	6.15%	Effective July 1, 2013
City:		
General Operations	1.00%	Continual
Streets & Infrastructure	0.30%	Approved April 1, 2009. Expires 2019
Public Transit	0.25%	Approved April 1, 2009. Expires 2019
County:	1.00%	City receives 0.58% of this tax. Historically used for parks and recreation.
<b>Total Sales Tax</b>	<b>8.70%</b>	

Lawrence Sales & Use Tax Revenues						
	Rate	2008	2009	2010	2011	2012
<b>City General Operations Tax</b>						
City Sales Tax	1.00%	\$12,898,143	\$12,572,145	\$12,360,947	\$12,917,352	\$13,593,996
City Use Tax		\$1,066,588	\$1,035,578	\$1,054,648	\$1,155,181	\$1,184,700
<b>City: Infrastructure<sup>10</sup></b>						
City Infrastructure Sales Tax	0.3%	n/a	\$2,202,965	\$3,683,883	\$3,875,205	\$4,078,200
City Infrastructure Use Tax		n/a	186,168	315,468	346,556	355,409
<b>City: Transit<sup>11</sup></b>						
City Transit Sales Tax	0.2%	n/a	\$1,468,644	\$2,455,921	\$2,583,470	\$2,718,800
City Transit Use Tax		n/a	124,113	210,311	231,036	236,938
<b>City: Transit Equipment<sup>11</sup></b>						
City Transit Equipment Sales Tax	0.05%	n/a	\$367,161	\$613,981	\$645,868	\$679,701
City Transit Equipment Use Tax		n/a	31,028	52,579	57,757	59,235
<b>City Portion of County-Wide Tax</b>						
County-Wide Sales Tax	0.58%	\$8,314,800	\$7,981,602	\$7,850,123	\$8,030,846	\$8,532,373
County-Wide Use Tax		\$749,425	\$734,559	\$748,138	\$805,898	\$820,243
<b>Total City</b>	<b>2.55%</b>	<b>\$23,028,956</b>	<b>\$26,703,963</b>	<b>\$29,345,999</b>	<b>\$30,649,169</b>	<b>\$32,259,595</b>

Source: City of Lawrence, Kansas, Finance Department

For information on market potential, refer to Appendix A.

<sup>10</sup> Revenues received starting May 2009

## Industry Profile

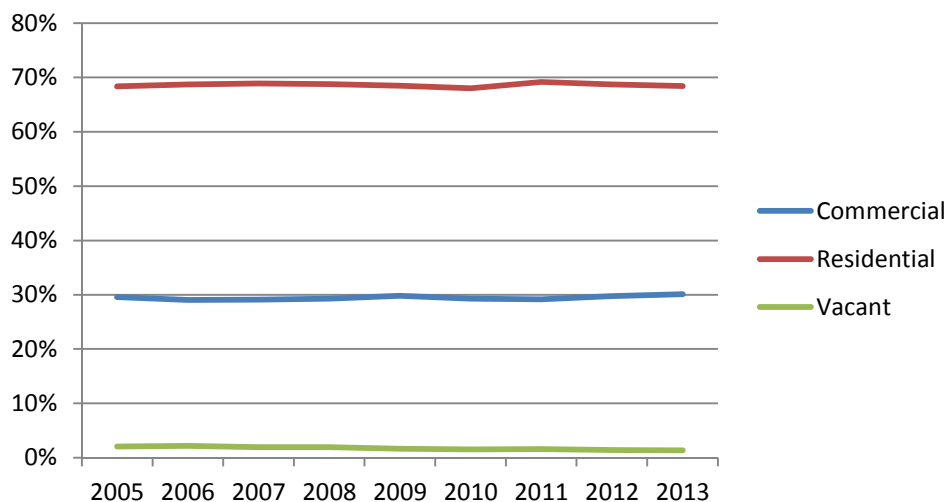
### Industry Sector—Real Estate

#### Assessed Valuation

Lawrence, KS: Real Property Assessments (1000s of Dollars)							
Year	Commercial-Industrial	Residential (includes MF)	Vacant	Non-Profit	Agriculture	Other	Total
2013	\$246,400	\$559,841	\$11,190	\$713	\$176	\$14	\$918,335
2012	\$241,627	\$558,077	\$11,585	\$573	\$174	\$14	\$812,050
2011	\$236,224	\$560,199	\$12,747	\$582	\$174	\$15	\$809,941
2010	\$238,611	\$554,304	\$12,793	\$9,578	\$172	\$15	\$815,473
2009	\$239,185	\$549,193	\$13,298	\$476	\$175	\$15	\$802,343
2008	\$235,448	\$553,784	\$15,531	\$444	\$82	\$16	\$805,306
2007	\$228,176	\$540,038	\$15,204	\$442	\$27	\$16	\$783,902
2006	\$217,523	\$514,360	\$16,250	\$402	\$28	\$16	\$748,578
2005	\$206,350	\$477,491	\$14,507	\$335	\$28	\$15	\$698,727
2004	\$193,561	\$437,210	\$11,566	\$377	\$76	\$15	\$642,804
2003	\$178,360	\$402,440	\$12,424	\$379	\$89	\$61	\$593,753
2002	\$169,045	\$367,375	\$12,573	\$374	\$89	\$53	\$549,509

Source: Douglas County, Kansas, Appraiser's Office. 2002-2004 values are from the value abstract system and values for 2005-2013 are from the Orion abstract system.

#### Lawrence Real Estate by % of Total Assessed Valuation

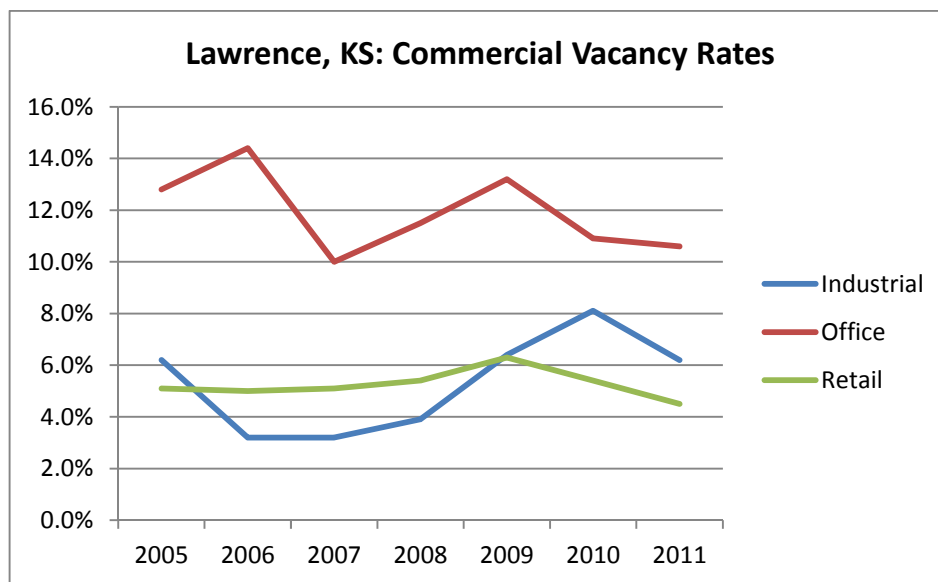


## Industry Profile

### Commercial Vacancy Rates

Lawrence, Kansas: Commercial Vacancy Rates			
Year	Industrial	Office	Retail
2012	8.3%	9.7%	5.4%
2011	6.2%	10.6%	4.5%
2010	8.1%	10.9%	5.4%
2009	6.4%	13.2%	6.3%
2008	3.9%	11.5%	5.4%
2007	3.2%	10.0%	5.1%
2006	3.2%	14.4%	5.0%
2005	6.2%	12.8%	5.1%

Source: Colliers International



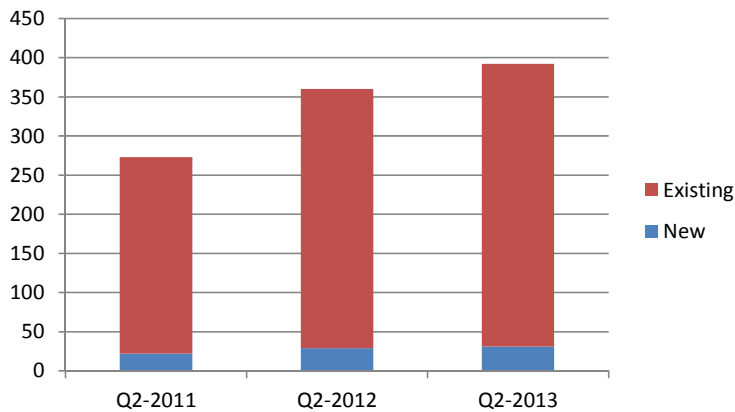
## Industry Profile

### Residential Real Estate

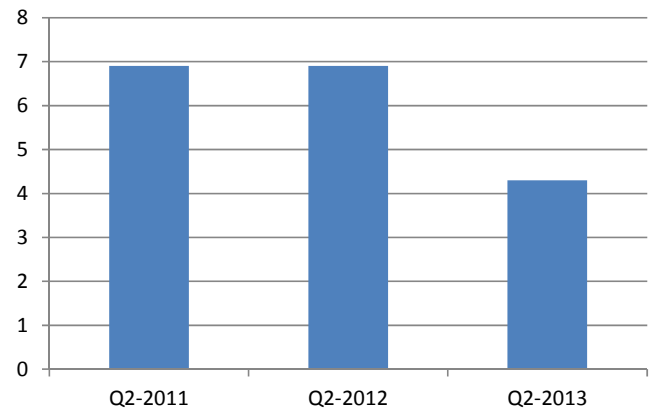
Lawrence: Residential Housing Market				
Q2	Homes Sold	Avg Supply (months)	Avg Sales Price	Avg Sales Volume (1000s)
2013	392	4.3	\$209,306	\$27,091
2012	360	6.9	\$193,591	\$23,322
2011	273	6.9	\$195,938	\$17,776

Source: Lawrence Board of Realtors, WSU Center for Real Estate

Lawrence Home Sales



Average Supply (months)



Lawrence, KS: New Residential Building Permits						
New Residential	2010		2011		2012	
	Permits	Units	Permits	Units	Permits	Units
Single Family	146	146	95	95	123	123
Duplex	10	20	4	8	3	6
Apartment	6	220	19	363	7	275
<b>Total</b>	<b>162</b>	<b>386</b>	<b>118</b>	<b>466</b>	<b>133</b>	<b>404</b>
<b>Value</b>	<b>\$39,047,634</b>		<b>\$55,347,454</b>		<b>\$43,122,143</b>	

Source: City of Lawrence, Development Services

# Industry Profile

## Industry Sector—Tourism

Tourism plays an important role in the local economy, infusing outside dollars in to the community. According to the Kansas State Tourism Division<sup>11</sup>:

- Each visitor generates about \$250 in expenditures, \$69 of which goes to businesses that do not directly “touch” that visitor
- Every 217 visitors create a new job in Kansas
- Each visitor contributes about \$61 in tax receipts, \$32 of which goes to state and local authorities
- It takes approximately 320 visitors to pay for one Kansas public school student for one year<sup>12</sup>
- Each visitor generates \$105 in wages paid to workers directly employed in tourism
- Each visitor adds about \$182 to Gross State Product.

Visitor spending for Douglas County totaled \$427,400,000 in 2011, representing a 7.1% increase from 2010. Of this total, the largest amount was spent on shopping (\$138.22 million), followed by food (\$108.51 million) and transportation (\$84.49 million). The remainder was spent on accommodations (\$59 million) and entertainment (\$37.18 million).<sup>13</sup>

According to a 2011 study by the Lawrence Convention and Visitors Bureau, spending by overnight visitors averaged \$111.50 per visitor and spending by day trippers averaged \$47.68.<sup>14</sup> Overall, visitor spending was up 26.4% from the previous year for a direct spending total of \$60,231,483 in 2011.

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<sup>11</sup> Kansas Tourism 2011, Kansas Department of Wildlife, Parks and Tourism, Tourism Division, excludes investment, IHS Consulting 2013.

<sup>12</sup> Per student expenditure taken from the Federal Education Budget Project

<sup>13</sup> Kansas Tourism 2011, Kansas Department of Wildlife, Parks and Tourism, Tourism Division, excludes investment, IHS Consulting 2013.

<sup>14</sup> Based on a 2011 Advertising Effectiveness Study, it is estimated that daytrippers spend 60% of what overnight visitors spend on food/beverage, retail and miscellaneous purchases.

## Industry Profile

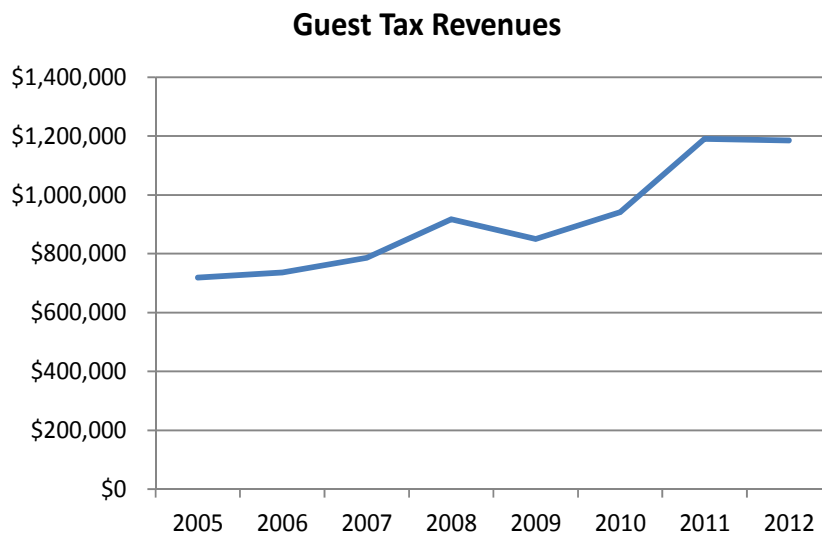
### Guest Taxes

The City of Lawrence levies a transient guest tax of 6% upon the gross receipts derived from or paid by transient guests for sleeping accommodations, exclusive of charges for incidental services or facilities, in any hotel, motel, or tourist court in the City. Guest tax distributions are shown below from 2005-2012. Note that the state keeps 2% of the revenue to pay for their administration.

Guest tax revenues have been generally trending upward, rising approximately 29% during the past five years (2008-2012) and 65% from 2005-2012.

Lawrence Guest Tax Revenues	
Year	Total
2012	\$1,184,887
2011	\$1,190,204
2010	\$941,098
2009	\$850,604
2008	\$917,589
2007	\$785,956
2006	\$735,915
2005	\$719,356

Source: City of Lawrence, Kansas, Finance Department



## Industry Profile

Lawrence Area: Major Hotels					
Company Name	Address	Franchise	Employee Size	Location Type	# Units <sup>15</sup>
Baymont Inn & Suites	740 Iowa St	Baymont Inn & Suites	15	Branch	68
Best Western	2309 Iowa St	Best Western	35	Branch	95
Oread Hotel	1200 Oread Ave		100	Single Loc	99
Comfort Inn	151 McDonald Dr	Comfort Inn	15	Branch	65
Days Inn, KU Lawrence	730 Iowa St	Days Inn	17	Branch	50
Econo Lodge	2525 W. 6th St.	Econo Lodge	dna	Branch	53
Eldridge Hotel	701 Massachusetts St		105	Single Loc	48
Hampton Inn	2300 W 6th St	Hampton Inn	25	Branch	89
Holiday Inn	200 McDonald Dr	Holiday Inn	140	Branch	192
Holiday Inn Express	3411 S Iowa St	Holiday Inn Express	16	Branch	181
Motel 6 (Formerly Bismark Inn)	1130 N 3rd St	Motel 6	5	Branch	48
Quality Inn	801 Iowa St	Quality Inn	12	Branch	67
Rodeway Inn	2222 W 6th St	Rodeway Inn	30	Branch	110
Springhill Suites	1 Riverfront Plz # 300	Springhill Suites	50	Branch	105
Super 8	515 McDonald Dr	Super 8	8	Branch	47
Virginia Inn & Suites	2903 W 6th St		3	Single Loc	36

Source: ReferenceUSA, dna = data not available

<sup>15</sup> Data from www.hotels.com and individual hotel websites.

## Industry Profile

### Business Profiles

#### *Businesses by Employee Size*

Lawrence Businesses by Employee Size	
Employee Range	# Businesses
1000-4999+	4
500-999	4
250-499	10
100-249	46
50-99	73
24-49	263
10-19	565
5-9	1,056
1-4	3,654

*Source: ReferenceUSA, Data Retrieved 10-14-13*

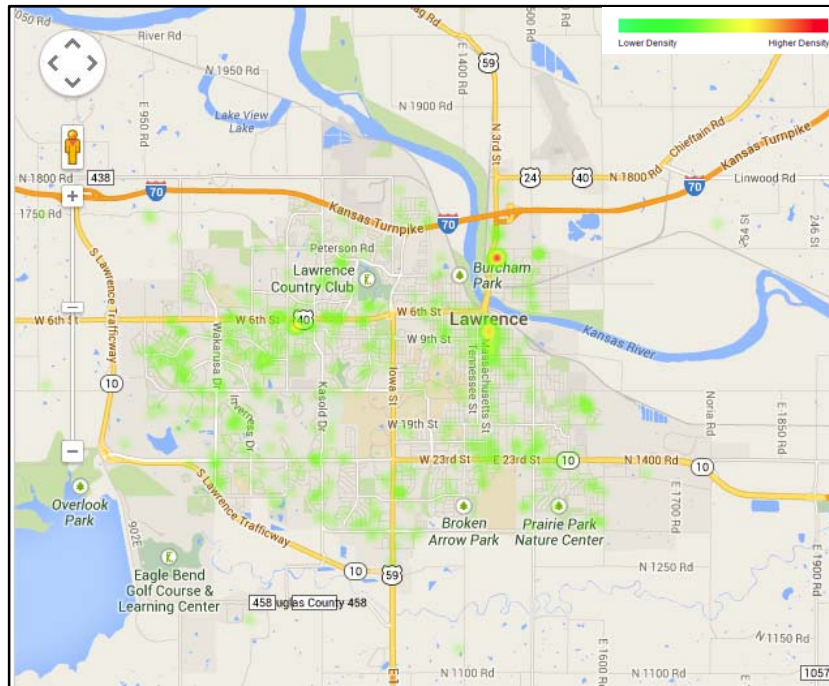
#### *New Business Formation*

Lawrence New Business Formation	
Period	Reference Date 14-Oct-2013
6 Months	257
12 Months	498
24 Months	974

*Source: ReferenceUSA, Data Retrieved 10-14-13*

# Industry Profile

## 12 Month Business Formation: Location (New Businesses Created October 2012 – October 2013)



Source: ReferenceUSA, Data Retrieved 10-14-13

## Industry Profile

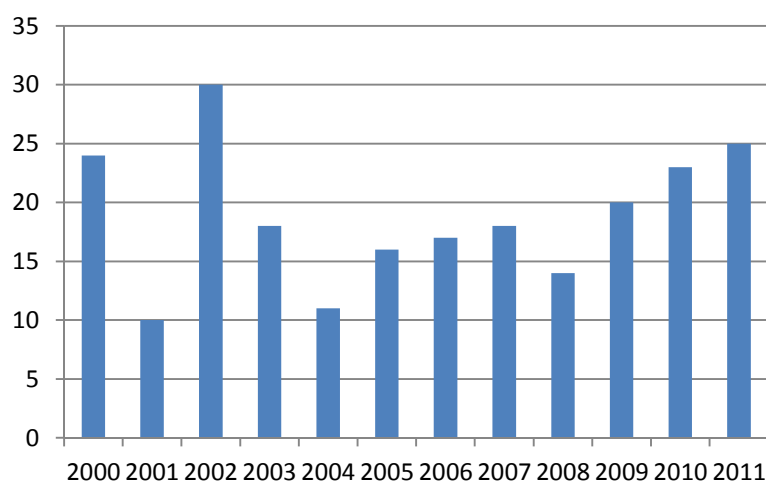
### *Innovation/Patents*

The following data is from the U.S. Patent and Trademark Office's Technology Assessment and Forecast (TAF) database, which profiles utility patents (i.e., 'patents for inventions') granted. Displayed annual counts are calendar year counts that correspond to patents granted during annual time periods that extend from January 1 to December 31 of each year. The geographic distribution of the patents is based on the residence of the inventor whose name appears first on the printed patent (i.e., the first-named inventor). While the counts of granted patents associated with a region often reflect the level of inventive activity that occurred within that region, this is not always the case since regional patent counts are based on the residence locations of the first-named inventors at the time of grant which may differ from the locations of their inventive activity, for example, the locations of their employment.

Lawrence MSA: Total Patenting Activity													
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total
Patents	24	10	30	18	11	16	17	18	14	20	23	25	226

Source: Department of Commerce, Patent and Trademark Office

### Lawrence MSA: Patent Activity



## Industry Profile

The University of Kansas was the single largest originator of patents within the Lawrence MSA (23% of total) from 2000-2011. Individually owned patents made up 16% of total patent activity during the same period, followed by Sprint Communication Company LP, Deciphera Pharmaceuticals LLC, and Medtronic Inc., which made up approximately 4% each of overall patent activity.

Lawrence MSA: Local Patenting Activity by Organization													
First-Named Assignee	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total
University of Kansas	3	3	9	4	3	3	0	3	1	11	8	3	51
~Individually Owned Patent <sup>16</sup>	2	2	11	3	1	1	3	2	2	3	1	5	36
Sprint Communications Company LP	1	0	0	1	1	0	0	0	0	1	3	3	10
Deciphera Pharmaceuticals LLC	0	0	0	0	0	0	1	2	1	1	3	1	9
Medtronic, Inc.	0	0	0	0	0	0	2	4	0	0	0	3	9
Flint Hills Scientific LLC	0	0	0	0	1	1	1	1	0	1	1	1	7
Garmin LTD.	0	0	0	0	1	2	3	0	1	0	0	0	7
Hill's Pet Nutrition, Inc.	0	0	0	0	0	1	0	0	0	0	3	2	6
Master's Dredging Co, Inc.	2	1	1	1	0	1	0	0	0	0	0	0	6
Proter + Gambble Co	0	1	1	1	0	1	1	0	0	0	0	0	5
CAMCO International Inc.	3	0	0	1	0	0	0	0	0	0	0	0	4
Colgate-Palmolive	0	0	1	0	0	1	1	0	1	0	0	0	4
Nexmed Holdings, Inc.	3	0	1	0	0	0	0	0	0	0	0	0	4
PTMW, Incorporated	0	1	2	0	0	0	0	0	0	0	0	0	3

Source: Department of Commerce, Patent and Trademark Office, Rank Ordered Listing of Organizations Receiving 3 or More Utility Patents During the Period

<sup>16</sup> This entry corresponds to (1) patents for which ownership was unassigned at the time of grant (i.e., ownership was retained by the inventor(s)) and, also, (2) patents for which ownership was assigned to an individual at the time of grant (i.e., ownership assignment was not made to an organization).

## Industry Profile

The largest number of patents from 2000-2011 were for bio-affecting and body treating drugs (14% of total), followed by organic compounds (9% of total).

Lawrence MSA: Top Patenting Activity by Class														
Class*	Class Title	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total
424	Drug, Bio-Affecting and Body Treating Compositions (includes Class 514)	5	1	2	1	0	2	1	2	1	7	8	2	32
532	Organic Compounds (includes Classes 532-570)	2	1	5	1	1	2	1	2	1	1	2	2	21
128	Surgery (includes Class 600)	0	0	1	0	0	0	1	3	0	1	0	2	8
702	DP: Measuring, Calibrating, or Testing (Data Processing)	0	0	0	1	1	1	1	1	1	1	0	1	8
56	Harvesters	2	1	2	1	0	1	0	0	0	0	0	0	7
701	DP: Vehicles, Navigation, and Relative Location (Data Processing)	0	0	0	0	1	2	2	0	1	0	0	1	7
160	Flexible or Portable Closure, Partition, or Panel	2	0	0	2	0	1	0	1	0	0	0	0	6
174	Electricity: Conductors and Insulators	1	1	2	1	0	0	0	0	0	0	0	1	6
370	Multiplex Communications	1	0	0	0	1	0	0	0	0	0	2	1	5
428	Stock Material or Miscellaneous Articles	1	0	0	1	1	0	0	0	0	0	1	1	5
340	Communications: Electrical	0	1	1	0	0	0	0	0	0	0	2	0	4
379	Telephonic Communications	0	0	0	0	0	0	0	0	1	0	1	2	4
429	Chemistry: Electrical Current Producing Apparatus, Product, and Process	0	0	0	1	0	1	0	0	0	0	0	2	4
510	Cleaning Compositions for Solid Surfaces, Auxiliary Compositions Therefor, or Processes of Preparing the Compositions	0	1	1	1	0	0	1	0	0	0	0	0	4
607	Surgery: Light, Thermal, and Electrical Application	0	0	0	0	0	0	1	1	0	0	1	1	4

For the complete list of Patents by Class, refer to Appendix C.

## Financial Profile

### Gross Domestic Product (GDP)

GDP measures the value of final goods and services produced within a given period of time. Compiled by the Department of Commerce, Bureau of Economic Analysis (BEA), it is one of the most comprehensive and closely watched economic indicators. GDP can be expressed in terms of current (nominal) or real (inflation-adjusted)<sup>1</sup> dollars. GDP by metropolitan area<sup>2</sup> is the sum of GDP originating in all industries in a metropolitan area. Note that the Lawrence metropolitan area encompasses all of Douglas County, Kansas.

#### ***GDP: Current and Real Dollars***<sup>3</sup>

Current-Dollar Gross Domestic Product (GDP)							
	Millions of current dollars						
	2006	2007	2008	2009	2010	2011	2012 <sup>4</sup>
Lawrence, KS MSA	3,222	3,426	3,462	3,631	3,592	3,639	3,672

Source: U.S. Census Bureau, Bureau of Economic Analysis, GDP by Metropolitan Area, data retrieved September 2013.

Real Gross Domestic Product (GDP)							
	Millions of chained (2005) dollars						
	2006	2007	2008	2009	2010	2011	2012 <sup>4</sup>
Lawrence, KS MSA	3,102	3,198	3,150	3,216	3,167	3,153	3,131

Source: U.S. Census Bureau, Bureau of Economic Analysis, GDP by Metropolitan Area, data retrieved September 2013.

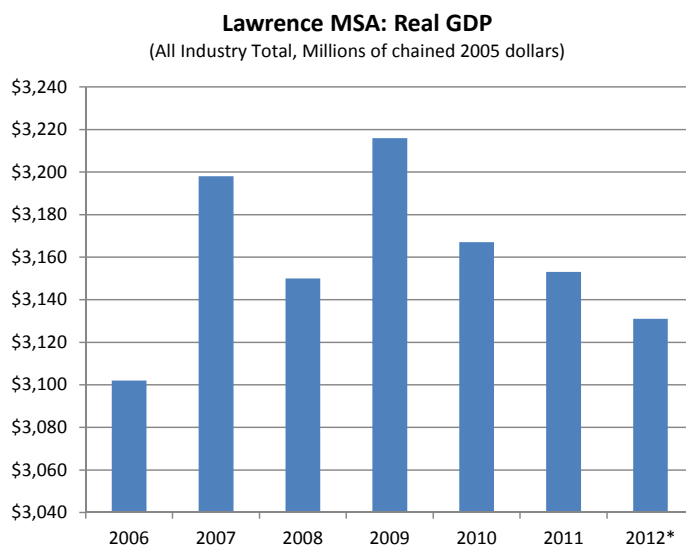
<sup>1</sup> Real dollar GDP is an inflation-adjusted measure prepared in chained (2005) dollars. The Department of Commerce uses the chained-dollar method to remove effects of inflation, adjusting nominal dollars to the value of the dollar in 2005 so that comparisons can be made on a "real" basis.

<sup>2</sup> The BEA utilizes county-based MSA definitions developed by the Office of Management and Budget (OMB) for federal statistical purposes. Updated February 2013.

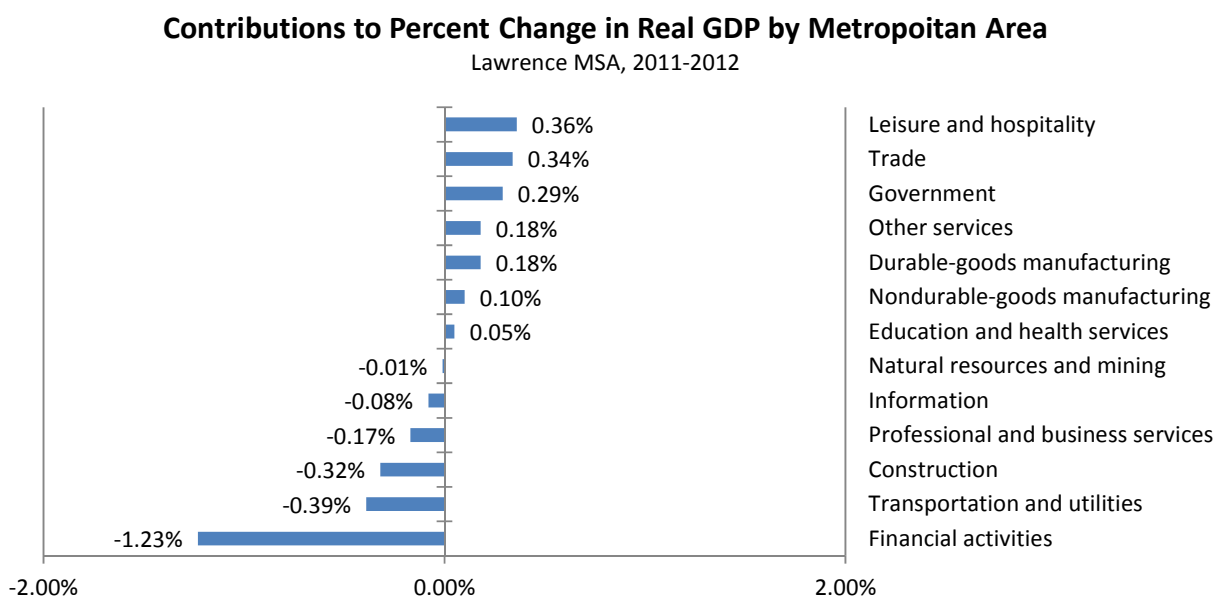
<sup>3</sup> 2012 Data represents advance release statistics and are current as of 9-20-2013. Final statistics for 2012 are anticipated to be released in 2014.

<sup>4</sup> Advance release data

## Financial Profile



After peaking in 2009, real GDP for the Lawrence MSA experienced steadily declining annual output, falling from 3,216 million in 2009 to 3,131 million in 2012. Below shows a breakdown of Real GDP change over a one year period (2011-2012) by major industry groups.



## Financial Profile

### *Per Capita Real GDP by Metropolitan Area*

GDP per capita is a measure of the standard of living for a given area. It is calculated by dividing real or current GDP by the area population. In 2012, the Lawrence metropolitan area recorded a real GDP per capita rate of \$27,740. This represents a 1.25% decline from the previous year.

Below is a five year history of real GDP per capita of the Lawrence Metropolitan Area with corresponding annual growth rates. Per capita real GDP over the past five years (2008-2012) declined approximately 4%.

Per Capita Real GDP by Metropolitan Area (chained 2005 dollars)					
Area	2008	2009	2010	2011	2012
Lawrence, KS (MSA)	\$28,897	\$29,225	\$28,482	\$28,092	\$27,740
% Change	-2.18%	1.14%	-2.54%	-1.37%	-1.25%

Source: U.S. Census Bureau, Bureau of Economic Analysis, GDP by Metropolitan Area, data retrieved September 2013.

## Financial Profile

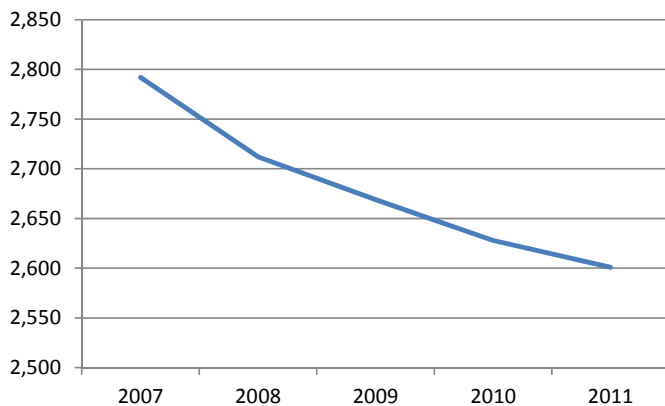
### Payroll

Over the past five years (2007-2011), the Lawrence MSA has experienced a decline in the number of employment establishments and the number of paid employees. Annual payroll has generally trended upward over the same time period, with the exception of 2008-2009 (-0.50%) and 2010-2011 (-3.31%).

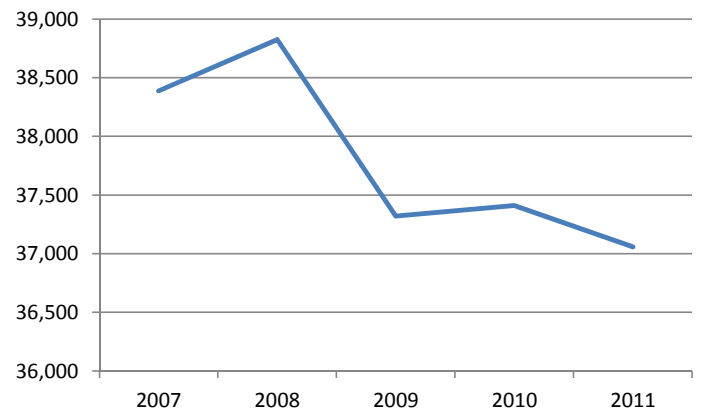
Lawrence MSA: Annual Payroll				
Year	Number of Establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
2011	2,601	37,058	\$298,918	\$1,030,804
2010	2,628	37,409	\$246,759	\$1,066,105
2009	2,669	37,319	\$251,308	\$1,046,681
2008	2,712	38,825	\$254,411	\$1,051,912
2007	2,792	38,387	\$242,525	\$1,008,775

Source: U.S. Census Bureau, County Business Patterns: Geography Area Series: CB1100A11: 2011

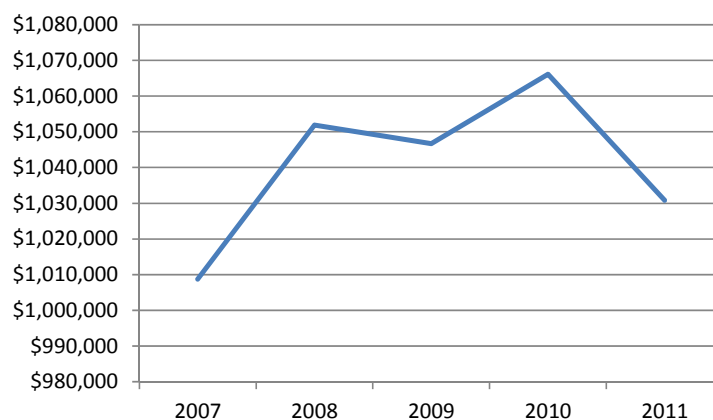
Number of Establishments



Lawrence MSA: Paid Employees



Lawrence MSA: Annual Payroll (\$1,000s)



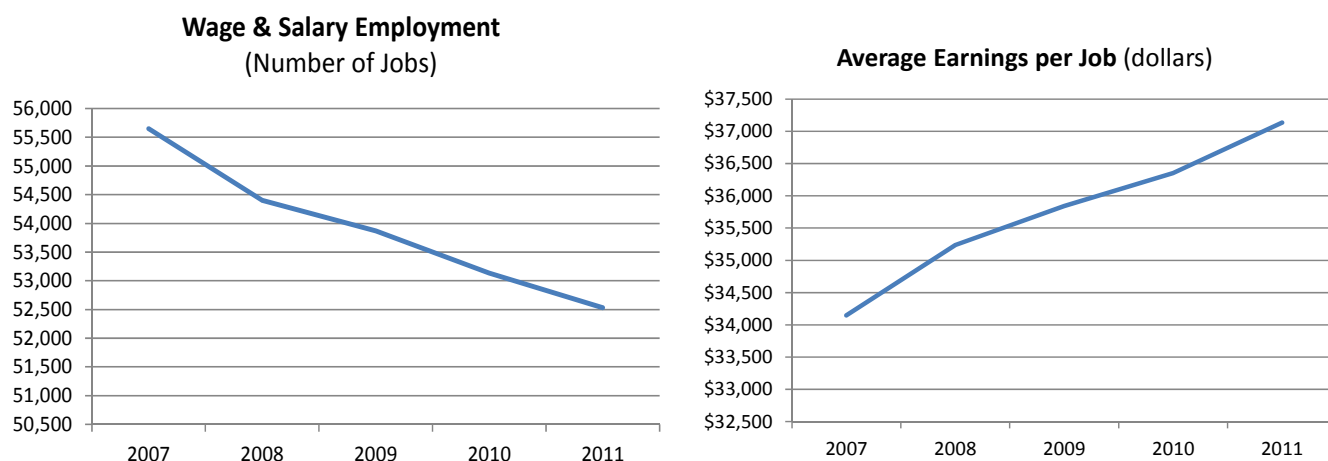
## Financial Profile

### Earnings

For the Lawrence MSA, average wages and earnings per job have increased over the past five years, despite a steady decrease in the number of jobs. Note the employment estimates used to compute average wage are per job, not a person count. (e.g. People holding more than one job are counted in the employment estimates for each job they hold.)

Lawrence MSA/Douglas County: Earnings <sup>5</sup>					
Description	2007	2008	2009	2010	2011
Wages and salaries (thousands of dollars)	\$1,666,325	\$1,707,134	\$1,722,686	\$1,710,727	\$1,724,550
Wage and salary employment (number of jobs)	55,651	54,400	53,869	53,135	52,533
Average earnings per job (dollars)	\$34,146	\$35,237	\$35,844	\$36,352	\$37,134
Average wage per job (dollars) <sup>6</sup>	\$29,942	\$31,381	\$31,979	\$32,196	\$32,828
<b>Gross Flow of Earnings</b>					
Inflows of earnings (thousands of dollars)	\$705,627	\$728,776	\$716,453	\$725,146	\$761,202
Outflows of earnings	\$308,429	\$315,176	\$316,120	\$313,578	\$322,511
Residence adjustment <sup>7</sup>	\$397,198	\$413,600	\$400,333	\$411,568	\$438,691

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Tables CA34, CA91



<sup>5</sup> All local area dollar estimates are in current dollars (not adjusted for inflation). Last updated: November 26, 2012 - new estimates for 2011; revised estimates for 2009-2010.

<sup>6</sup> The employment estimates used to compute the average wage are a job, not person, count. People holding more than one job are counted in the employment estimates for each job they hold.

<sup>7</sup> The residence adjustment is the net flow of the net labor earnings of interarea commuters. The county estimates of personal income are presented by the county of residence of the income recipients. However, the source data for most of the components of wages and salaries, supplements to wages and salaries, and contributions for government social insurance are on a place-of-work basis. Consequently, a residence adjustment is made to convert the estimates based on these source data to a place-of-residence basis.

## Financial Profile

### Cost of Living (COLI)<sup>8</sup>

The ACCRA Cost of Living Index measures relative price levels for consumer goods and services in participating areas. The average for all participating places, both metropolitan and nonmetropolitan, equals 100, and each participant's index is read as a percentage of the average for all places.

The Index reflects cost differentials for the standard of living present in a professional and/or managerial household. Operationally, this standard of living is set by the weighting structure. Home ownership costs, for example, are more heavily weighted than they would be if the Index were structured to reflect a clerical worker standard of living or average costs for all urban consumers.<sup>9</sup>

Overall, Lawrence (94.6 COLI) remains more affordable than the U.S. average (100 COLI). Relative to major regional metropolitan areas, Lawrence is the third most expensive area for cost-of-living expenses. Only Kansas City and Manhattan represent an overall higher cost of living. Compared to the Kansas City, KS/MO metro, Lawrence is more affordable for all cost of living categories except for housing (2010). However, it should be noted that housing makes up a substantial portion of cost of living expenses, representing 29% of overall expenses.

Cost of Living Index							
Urban Area	Composite Index (100%)	Grocery (13%)	Housing (29%)	Utilities (10%)	Transportation (12%)	Health Care (4%)	Misc. Goods and Services (32%)
Kansas, City, MO-KS	97.8	94.8	89.2	99.8	100.8	97.2	105.1
Lawrence, KS	94.6	89.1	96.0	91.9	96.2	97.5	95.6
Manhattan, KS	95.0	92.5	98.7	86.9	99.0	91.6	94.4
Topeka, KS	91.8	92.9	84.0	85.8	97.4	93.2	98.1
Wichita, KS	91.8	90.5	83.6	89.7	100.6	96.7	97.1

Source: C2ER, Arlington, VA, ACCRA Cost of Living Index, Annual Average 2010 (copyright), Table 728.

<sup>8</sup> C2ER, Arlington, VA, ACCRA Cost of Living Index, Annual Average 2010 (copyright), Table 728.

<sup>9</sup> Weights for component indices appear above column headings—e.g. 16% for grocery items).

## Financial Profile

### Consumer Price Index (CPI)

The Consumer Price Index (CPI) is a measure of the average change over time in the prices of consumer items—goods and services that people buy for day-to-day living. Published by the Bureau of Labor Statistics (BLS), the CPI represents all goods and services purchased for consumption by the reference population. The BLS has classified all expenditure items into more than 200 categories, arranged into eight major groups: <sup>10</sup>

One of the most common uses of CPI is to measure inflation, or the rate at which the general level of prices for goods and services is rising or falling. The table below shows the CPI and average annual inflation (not compounded) rates for Kansas City, the closest geographic area to Lawrence for which data is available.

CPI: Kansas City, MO-KS		
Year	Annual CPI	Avg Annual Inflation Rate (% Change Y-Y)
2012	218.50	2.3%
2011	213.50	4.0%
2010	205.38	2.2%
2009	200.96	-0.1%
2008	201.15	3.4%
2007	194.48	2.3%
2006	190.10	2.6%
2005	185.30	2.5%
2004	180.70	2.1%
2003	177.00	1.7%
2002	174.00	1.0%
2001	172.20	3.4%
2000	166.60	4.1%

*Source: Bureau of Labor Statistics, US City Average, All Items, Not Seasonally Adjusted*

<sup>10</sup> U.S. Bureau of Labor Statistics, Major groups include: Food and Beverages, Housing, Apparel, Transportation, Medical care, Recreation, Education and Communication, Other Goods and Services. Also included within these major groups are various government-charged user fees, such as water and sewerage charges, auto registration fees, and vehicle tolls. In addition, the CPI includes taxes (such as sales and excise taxes) that are directly associated with the prices of specific goods and services. However, the CPI excludes taxes (such as income and Social Security taxes) not directly associated with the purchase of consumer goods and services.

## Financial Profile

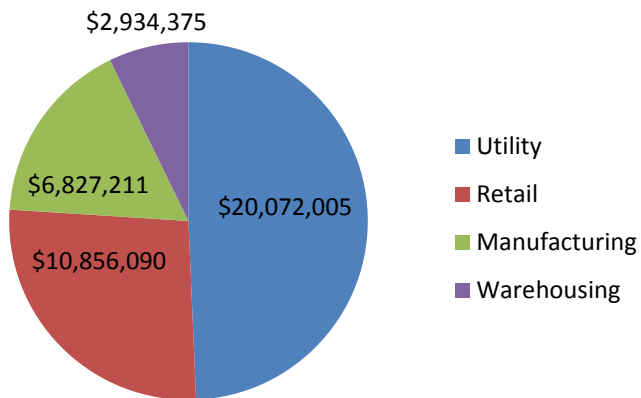
### Top Taxpayers

Top Taxpayers (2012)			
Company	Industry	2012 Assessed Valuation	% of Total Assessed Valuation
Westar Energy	Utility	\$12,504,517	1.47
Wal-Mart	Retail	\$5,195,191	1.61
Black Hills	Utility	\$4,217,023	0.49
Hallmark Cards	Manufacturer	\$3,969,885	0.47
Inland Western Lawrence	Retail	\$3,836,202	0.45
Southwestern Bell	Utility	\$3,350,465	0.39
Fairfield Exchange	Retail	\$2,970,997	0.35
Kresge	Warehouse	\$2,934,375	0.34
Amarr Garage Doors	Manufacturer	\$2,857,326	0.34
Westgate	Retail	\$2,689,902	0.32
<b>Total</b>		<b>\$44,525,883</b>	<b>5.22</b>

Source: City of Lawrence, Kansas, 2012 Comprehensive Annual Financial Report

### Top Taxpayers by Industry

2012 Assessed Valuation



## Appendix A: Market Potential Reports

Market Potential reports provide measures of the probable demand for a product or service in a defined geographic area. Based on survey data and updated annually, these reports include the expected number of consumers and a Market Potential Index (MPI) that measures the likelihood that households in a specified area will exhibit certain consumer behaviors compared to the U.S. national average. The MPI values at the US level are 100, representing overall demand. A value of more than 100 represents higher demand, and a value of less than 100 represents lower demand. For example, an index of 120 implies that demand in the area is likely to be 20 percent higher than the US average; an index of 85 implies a demand that is 15 percent lower.<sup>1</sup>

The following reports are included within Appendix B for both Lawrence (city only) and Douglas County, Kansas (aka Lawrence MSA).

### **Electronics and Internet Market Potential**

Shows what, where, and how consumers are buying and using computers, electronic equipment, and Internet access. A Market Potential Index (MPI) measures relative market demand for such items as computer hardware and software, televisions, and online shopping compared to the U.S. average.

### **Financial Investments Market Potential**

Illustrates how adults and households in the target area consume financial services and investment products such as online banking, home mortgage loans, mutual funds, retirement accounts, and credit cards. A Market Potential Index (MPI) measures use and consumption of financial service products of the target compared to the U.S. average.

### **Health and Beauty Market Potential**

Identifies market demand for health and beauty products and services among adults and households. The report presents data on spending at salons, vitamins and supplements, personal care, doctor visits, prescriptions, and specialty foods. A Market Potential Index (MPI) measures the relative demand by target consumers for these products and services compared to the U.S. average.

### **Pets and Products Market Potential**

Presents target area data for spending among adults and households for pet ownership, pet food, and pet accessories. A Market Potential Index (MPI) shows the relative demand for pets and supplies in the target market compared to the U.S. average.

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<sup>1</sup> ESRI Arc GIS Resources (retrieved 11-11-2013 from <http://www.esri.com> and Methodology Statement: 2013 ESRI US Market Potential Data.

## Appendix A: Market Potential Reports

### **Restaurant Market Potential**

Describes the market demand for dining out – frequency dining out for different meals, family/steakhouse restaurants, fast food, and chain food establishments, including data by specific brand. The Market Potential Index (MPI) measures spending on dining in the target market against the U.S. average.

### **Retail Market Potential**

Provides details about the number of adults and households expected to consume products or services in a wide variety of retail categories. Data for apparel, home services, insurance, travel, automotive, electronic, entertainment, etc., are presented. A Market Potential Index (MPI) measures the relative likelihood of adults or households in the specified area to exhibit certain consumer behavior compared to the U.S. average.

### **Sports and Leisure Market Potential**

Provides the number of adults and households participating in a range of sports, leisure, and entertainment activities such as weight lifting, gardening, and attending movies. A Market Potential Index (MPI) measures the relative likelihood of adults or households in a specified area to participate in these activities compared to the U.S. average.



# Electronics and Internet Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Demographic Summary		2012	2017
Population		89,280	93,246
Population 18+		73,840	76,926
Households		35,595	37,380
Median Household Income		\$43,748	\$54,418
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	27,614	77.6%	105
Purchased home PC in last 12 months	5,375	15.1%	96
Purchased home PC 1-2 years ago	9,398	26.4%	117
Purchased home PC 3-4 years ago	7,842	22.0%	113
Purchased home PC 5+ years ago	3,072	8.6%	93
Spent <\$500 on home PC (most recent purchase)	4,514	12.7%	146
Spent \$500-999 on home PC (most recent purchase)	6,583	18.5%	104
Spent \$1000-1499 on home PC (most recent purchase)	4,862	13.7%	104
Spent \$1500-1999 on home PC (most recent purchase)	2,776	7.8%	109
Spent \$2000+ on home PC (most recent purchase)	2,288	6.4%	102
Purchased home PC at computer superstore	5,003	14.1%	109
Purchased home PC at department store	1,616	4.5%	93
Purchased home PC direct from manufacturer	4,792	13.5%	96
Purchased home PC at electronics store	3,904	11.0%	99
Purchased home PC on Internet	4,456	12.5%	144
Purchased home PC at warehouse discount outlet	578	1.6%	74
HH owns desktop PC	19,017	53.4%	93
HH owns laptop/notebook/tablet PC	13,925	39.1%	124
HH owns any Apple/Mac clone brand PC	2,771	7.8%	122
HH owns any IBM/IBM compatible brand PC	24,907	70.0%	104
Brand of PC that HH owns: Compaq	3,132	8.8%	104
Brand of PC that HH owns: Dell	11,533	32.4%	105
Brand of PC that HH owns: Gateway	2,346	6.6%	99
Brand of PC that HH owns: Hewlett Packard	5,228	14.7%	94
Brand of PC that HH owns: Sony Vaio	1,133	3.2%	108
Child (under 18) uses home PC	6,318	17.7%	84
HH owns CD burner	14,559	40.9%	111
HH owns CD ROM drive	15,216	42.7%	109
HH owns DVD drive	10,992	30.9%	123
HH owns DVD-RW (DVD burner)	8,240	23.1%	112
HH owns external hard drive	6,133	17.2%	121
HH owns flash drive	8,893	25.0%	121
HH owns LAN/network interface card	4,775	13.4%	120
HH owns inkjet printer	16,124	45.3%	106
HH owns laser printer	5,013	14.1%	102
HH owns modem/fax modem	7,839	22.0%	106
HH owns removable cartridge storage device	2,168	6.1%	105
HH owns scanner	10,474	29.4%	103
HH owns PC speakers	15,567	43.7%	105
HH owns tape backup	967	2.7%	102
HH owns webcam	5,036	14.1%	124
HH owns software: accounting	2,963	8.3%	93
HH owns software: communications/fax	2,967	8.3%	102
HH owns software: database/filing	3,477	9.8%	119
HH owns software: desktop publishing	4,881	13.7%	112

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2012 and 2017.

November 08, 2013

Made with Esri Business Analyst



## Electronics and Internet Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	4,254	12.0%	119
HH owns software: entertainment/games	11,801	33.2%	114
HH owns software: online meeting/conference	1,311	3.7%	127
HH owns software: personal finance/tax prep	5,186	14.6%	102
HH owns software: presentation graphics	3,380	9.5%	118
HH owns software: multimedia	6,552	18.4%	119
HH owns software: networking	5,177	14.5%	129
HH owns software: security/anti-virus	11,104	31.2%	111
HH owns software: spreadsheet	9,426	26.5%	114
HH owns software: utility	2,919	8.2%	115
HH owns software: web authoring	1,634	4.6%	131
HH owns software: word processing	13,592	38.2%	113
Spent \$500+ on software for home PC in last 12 mo	894	2.5%	104
Purchased computer book in last 12 months	1,581	4.4%	102
HH owns fax machine	2,052	5.8%	95
Purchased audio equipment in last 12 months	3,898	11.0%	112
Purchased headphones in last 12 months	2,018	5.7%	141
HH owns camcorder	6,559	18.4%	95
Purchased camcorder in last 12 months	797	2.2%	104
HH owns CD player	16,246	45.6%	99
Purchased CD player in last 12 months	1,436	4.0%	104
HH owns DVD player	23,792	66.8%	101
Purchased DVD player in last 12 months	3,459	9.7%	100
HH owns 1 TV	9,650	27.1%	137
HH owns 2 TVs	9,439	26.5%	101
HH owns 3 TVs	7,115	20.0%	89
HH owns 4+ TVs	5,631	15.8%	76
HH owns miniature screen TV (<13 in)	2,637	7.4%	94
Most recent TV purchase: miniature screen (<13 in)	985	2.8%	100
HH owns regular screen TV (13-26 in)	16,658	46.8%	108
Most recent TV purchase: regular screen (13-26 in)	9,800	27.5%	118
HH owns large screen TV (27-35 in)	15,217	42.8%	92
Most recent TV purchase: large screen (27-35 in)	10,409	29.2%	93
HH owns big screen TV (36-42 in)	6,203	17.4%	92
Most recent TV purchase: big screen (36-42 in)	4,886	13.7%	97
HH owns giant screen TV (over 42 in)	4,621	13.0%	91
Most recent TV purchase: giant screen (over 42 in)	3,695	10.4%	93
HH owns LCD TV	6,633	18.6%	97
HH owns plasma TV	2,404	6.8%	81
HH owns projection TV	2,032	5.7%	105
HH owns video game system	12,984	36.5%	109
Purchased video game system in last 12 months	3,803	10.7%	99
HH owns video game system: handheld	5,560	15.6%	102
HH owns video game system: attached to TV/computer	11,506	32.3%	109
HH owns video game system: Game Boy	2,197	6.2%	90
HH owns video game system: Game Boy Advance/SP	2,371	6.7%	101
HH owns video game system: Nintendo DS	2,402	6.7%	89

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November 08, 2013

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## Electronics and Internet Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	1,818	5.1%	101
HH owns video game system: Nintendo Wii	2,277	6.4%	94
HH owns video game system: PlayStation 2	6,140	17.2%	105
HH owns video game system: PlayStation 3	1,388	3.9%	107
HH owns video game system: Sony PlayStation/PS One	1,407	4.0%	98
HH owns video game system: Sony PSP	1,025	2.9%	98
HH owns video game system: Xbox	2,190	6.2%	103
HH owns video game system: Xbox 360	2,673	7.5%	115
HH purchased 5+ video games in last 12 months	2,684	7.5%	116
HH spent \$101+ on video games in last 12 months	3,214	9.0%	111
Owns MP3 player	25,993	35.2%	131
Purchased MP3 player in last 12 months	9,562	12.9%	127
Owns Apple iPod	12,601	17.1%	152
Purchased Apple iPod in last 12 months	3,449	4.7%	137
Have any access to the Internet	66,748	90.4%	107
Have access to Internet: at home	55,433	75.1%	107
Have access to Internet: at work	32,280	43.7%	117
Have access to Internet: at school/library	29,843	40.4%	161
Have access to Internet: not hm/work/school/library	19,337	26.2%	135
Use Internet less than once a week	2,437	3.3%	84
Use Internet 1-2 times per week	3,763	5.1%	93
Use Internet 3-6 times per week	5,112	6.9%	87
Use Internet once a day	8,312	11.3%	102
Use Internet 2-4 times per day	16,090	21.8%	124
Use Internet 5 or more times per day	25,301	34.3%	136
Any Internet or online usage in last 30 days	59,599	80.7%	114
Used Internet in last 30 days: at home	51,545	69.8%	112
Used Internet in last 30 days: at work	27,237	36.9%	115
Used Internet in last 30 days: at school/library	16,265	22.0%	284
Used Internet/30 days: not home/work/school/library	10,033	13.6%	147
Internet last 30 days: used email	54,550	73.9%	118
Internet last 30 days: used Instant Messenger	26,551	36.0%	141
Internet last 30 days: paid bills online	30,560	41.4%	125
Internet last 30 days: visited online blog	10,832	14.7%	151
Internet last 30 days: wrote online blog	4,435	6.0%	161
Internet last 30 days: visited chat room	3,590	4.9%	104
Internet last 30 days: looked for employment	13,466	18.2%	139
Internet last 30 days: played games online	20,592	27.9%	133
Internet last 30 days: traded/tracked investments	9,096	12.3%	109
Internet last 30 days: downloaded music	19,497	26.4%	143
Internet last 30 days: made phone call	4,273	5.8%	155
Internet last 30 days: made personal purchase	27,406	37.1%	120
Internet last 30 days: made business purchase	7,246	9.8%	102
Internet last 30 days: made travel plans	15,097	20.4%	117
Internet last 30 days: watched online video	20,263	27.4%	142
Internet last 30 days: obtained new/used car info	7,614	10.3%	116
Internet last 30 days: obtained financial info	21,820	29.6%	122
Internet last 30 days: obtained medical info	13,742	18.6%	111
Internet last 30 days: obtained latest news	36,628	49.6%	128
Internet last 30 days: obtained real estate info	8,400	11.4%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	22,405	30.3%	130
Ordered anything on Internet in last 12 months	27,586	37.4%	108
Ordered on Internet/12 mo: airline ticket	13,186	17.9%	106
Ordered on Internet/12 mo: CD/tape	3,974	5.4%	122
Ordered on Internet/12 mo: clothing	13,163	17.8%	122
Ordered on Internet/12 mo: computer	2,880	3.9%	113
Ordered on Internet/12 mo: computer peripheral	4,704	6.4%	146
Ordered on Internet/12 mo: DVD	5,313	7.2%	109
Ordered on Internet/12 mo: flowers	3,321	4.5%	96
Ordered on Internet/12 mo: software	5,383	7.3%	127
Ordered on Internet/12 mo: tickets (concerts etc.)	8,305	11.2%	116
Ordered on Internet/12 mo: toy	2,795	3.8%	76
Purchased item from amazon.com in last 12 months	11,975	16.2%	114
Purchased item from barnes&noble.com in last 12 mo	2,441	3.3%	103
Purchased item from bestbuy.com in last 12 months	1,819	2.5%	98
Purchased item from ebay.com in last 12 months	6,755	9.1%	98
Purchased item from walmart.com in last 12 months	3,510	4.8%	116
Spent on Internet orders last 12 months: <\$100	4,508	6.1%	113
Spent on Internet orders last 12 months: \$100-199	5,048	6.8%	127
Spent on Internet orders last 12 months: \$200-499	6,446	8.7%	104
Spent on Internet orders last 12 months: \$500+	10,853	14.7%	100
Connection to Internet from home: dial-up modem	4,681	6.3%	78
Connection to Internet from home: cable modem	24,877	33.7%	125
Connection to Internet from home: DSL	16,901	22.9%	93
Connection to Internet from home: wireless	14,086	19.1%	137
Connection to Internet from home: any broadband	49,731	67.3%	114
DVDs rented in last 30 days: 1	2,341	3.2%	119
DVDs rented in last 30 days: 2	4,674	6.3%	137
DVDs rented in last 30 days: 3	2,821	3.8%	119
DVDs rented in last 30 days: 4	3,246	4.4%	115
DVDs rented in last 30 days: 5+	10,827	14.7%	111
Rented video tape/DVD last month: action/adventure	17,606	23.8%	118
Rented video tape/DVD last month: classic	5,549	7.5%	144
Rented video tape/DVD last month: comedy	18,267	24.7%	120
Rented video tape/DVD last month: drama	11,828	16.0%	118
Rented video tape/DVD last month: family/children	6,178	8.4%	95
Rented video tape/DVD last month: foreign	2,082	2.8%	140
Rented video tape/DVD last month: horror	7,101	9.6%	131
Rented video tape/DVD last month: romance	5,636	7.6%	102
Rented video tape/DVD last month: science fiction	4,231	5.7%	109
Rented video tape/DVD last mo at Blockbuster Video	11,011	14.9%	123
Rented video tape/DVD last mo at Hollywood Video	4,476	6.1%	146
Bought video tape/DVD last month: action/adventure	6,959	9.4%	113
Bought video tape/DVD last month: classic	1,599	2.2%	80
Bought video tape/DVD last month: comedy	6,526	8.8%	110
Bought video tape/DVD last month: drama	2,547	3.4%	80
Bought video tape/DVD last month: family/children	4,020	5.4%	92
Bought video tape/DVD last month: horror	2,469	3.3%	107
Bought video tape/DVD last month: romance	1,459	2.0%	78

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Geography: Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	2,296	3.1%	124
Bought blank video tape in last 6 months	6,586	8.9%	79
Bought 7+ blank video tapes in last 6 months	1,300	1.8%	68
DVDs purchased in last 30 days: 1	4,309	5.8%	117
DVDs purchased in last 30 days: 2	3,992	5.4%	114
DVDs purchased in last 30 days: 3-4	4,365	5.9%	128
DVDs purchased in last 30 days: 5+	3,688	5.0%	97
Bought any camera in last 12 months	9,615	13.0%	102
Spent on cameras in last 12 months: <\$100	3,148	4.3%	98
Spent on cameras in last 12 months: \$100-199	2,116	2.9%	95
Spent on cameras in last 12 months: \$200+	2,923	4.0%	99
Own APS (point & shoot or SLR) camera	1,573	2.1%	77
Own digital camera	25,442	34.5%	105
Bought digital camera in last 12 months	5,143	7.0%	102
Own digital point & shoot camera	18,912	25.6%	103
Bought digital point & shoot camera in last 12 mo	3,395	4.6%	93
Own digital SLR camera	7,387	10.0%	108
Bought digital SLR camera in last 12 months	1,928	2.6%	116
Own 35mm auto focus point & shoot camera	2,891	3.9%	84
Own 35mm auto focus single lens reflex camera	1,837	2.5%	104
Own 35mm auto focus zoom camera	3,173	4.3%	77
Own 35mm single lens reflex camera	2,141	2.9%	97
Own Canon camera	11,070	15.0%	95
Bought Canon camera in last 12 months	1,606	2.2%	101
Own Fuji camera	2,653	3.6%	90
Own Kodak camera	8,476	11.5%	98
Bought Kodak camera in last 12 months	2,097	2.8%	96
Own Nikon camera	3,863	5.2%	97
Own Olympus camera	3,158	4.3%	94
Own Polaroid camera	2,176	2.9%	120
Bought any camera accessory in last 12 months	31,295	42.4%	100
Bought film in last 12 months	13,644	18.5%	97
Bought film in last 12 months: <3 rolls	6,376	8.6%	98
Bought film in last 12 months: 3-6 rolls	4,079	5.5%	89
Bought film in last 12 months: 7+ rolls	3,798	5.1%	122
Bought film in last 12 mo: APS (color prints)	2,062	2.8%	105
Bought film in last 12 mo: instant developing	1,056	1.4%	72
Bought film in last 12 mo: 35mm (black & white)	1,419	1.9%	201
Bought film in last 12 mo: 35mm (color prints)	8,492	11.5%	101
Bought Fuji film in last 12 months	3,907	5.3%	106
Bought Kodak film in last 12 months	7,881	10.7%	91
Bought store-brand film in last 12 months	2,259	3.1%	144
Purchased film in last 12 mo: department store	2,475	3.4%	91
Purchased film in last 12 mo: discount store	3,478	4.7%	99

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November 08, 2013

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	3,567	4.8%	103
Purchased film in last 12 mo: grocery store	1,497	2.0%	94
Purchased film in last 12 mo: 1 hour service store	1,837	2.5%	98
Had film processed at discount store	2,588	3.5%	106
Had film processed at drug store	2,888	3.9%	92
Had film processed at 1 hour service store	2,168	2.9%	101
Bought memory card for camera in last 12 months	5,585	7.6%	99
Own memory card for camera	18,680	25.3%	102

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## Financial Investments Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Demographic Summary		2012	2017	
Population		89,280	93,246	
Population 18+		73,840	76,926	
Households		35,595	37,380	
Median Household Income		\$43,748	\$54,418	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		35,280	47.8%	97
Bank/financial institution: use savings & loan		7,612	10.3%	99
Bank/financial institution: use credit union		17,804	24.1%	107
Bank/financial institution: use fed savings bank		1,212	1.6%	71
Bank/financial institution: use mutual funds co		2,413	3.3%	100
Bank/financial institution: use Internet Bank		4,110	5.6%	128
Used ATM/cash machine in last 12 months		41,194	55.8%	110
Banked in person in last 12 months		38,587	52.3%	101
Banked by mail in last 12 months		5,097	6.9%	129
Banked by phone in last 12 months		11,474	15.5%	104
Did banking over the Internet in last 12 months		24,166	32.7%	120
Used direct deposit of paycheck in last 12 months		30,728	41.6%	108
Have interest checking account		22,226	30.1%	94
Have non-interest checking account		21,711	29.4%	111
Have money market account		9,305	12.6%	102
Have savings account		26,412	35.8%	99
Have 401K retirement savings		11,899	16.1%	91
Have IRA retirement savings		10,975	14.9%	99
Have auto loan for new car		7,888	10.7%	93
Have personal loan for education only		4,338	5.9%	145
Have personal loan-not for education		1,950	2.6%	105
Have home mortgage (1st)		13,530	18.3%	96
Have 2nd mortgage (equity loan)		4,074	5.5%	88
Have home equity line of credit		3,744	5.1%	85
Have personal line of credit		4,287	5.8%	129
Have overdraft protection		10,176	13.8%	104
Own any securities investment		17,582	23.8%	96
Own annuities		1,701	2.3%	76
Own certificate of deposit (6 months or less)		3,359	4.5%	130
Own certificate of deposit (more than 6 months)		3,181	4.3%	78
Own common/preferred stock in company you work for		2,351	3.2%	106
Own common stock in company you don't work for		4,492	6.1%	96
Own insured money market account (bank)		1,721	2.3%	113
Own shares in money market fund		4,686	6.3%	95
Own shares in mutual fund (bonds)		4,047	5.5%	93
Own shares in mutual fund (stock)		6,729	9.1%	97
Own any stock		6,218	8.4%	92
Own stock with market value <\$10000		2,497	3.4%	109
Own stock with market value \$10000-49999		1,905	2.6%	103
Own stock with market value \$50000+		1,394	1.9%	75

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## Financial Investments Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	4,962		6.7%	99
Used financial planning counsel in last 12 months	5,739		7.8%	98
Used full service brokerage firm in last 12 months	4,133		5.6%	90
Own any credit/debit card (in own name)	55,568		75.3%	102
Own American Express card (in own name)	8,189		11.1%	88
Own Discover card (in own name)	7,664		10.4%	93
Own MasterCard (in own name)	24,686		33.4%	98
Own Visa (in own name)	37,133		50.3%	103
Own any department store credit card (in own name)	19,140		25.9%	84
Avg monthly credit card expenditures: <\$111	10,787		14.6%	106
Avg monthly credit card expenditures: \$111-225	6,095		8.3%	107
Avg monthly credit card expenditures: \$226-450	4,757		6.4%	86
Avg monthly credit card expenditures: \$451-700	4,324		5.9%	92
Avg monthly credit card expenditures: \$701+	8,958		12.1%	90

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November 08, 2013



## Restaurant Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Demographic Summary		2012	2017	
Population		89,280	93,246	
Population 18+		73,840	76,926	
Households		35,595	37,380	
Median Household Income		\$43,748	\$54,418	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		54,216	73.4%	102
Family restaurant/steak house last month: <2 times		20,301	27.5%	107
Family restaurant/steak house last month: 2-4 times		20,223	27.4%	102
Family restaurant/steak house last month: 5+ times		13,681	18.5%	96
Family restaurant/steak house last 6 months: breakfast		9,331	12.6%	96
Family restaurant/steak house last 6 months: lunch		17,435	23.6%	95
Family restaurant/steak house last 6 months: snack		2,422	3.3%	117
Family restaurant/steak house last 6 months: dinner		41,224	55.8%	106
Family restaurant/steak house last 6 months: weekday		30,481	41.3%	108
Family restaurant/steak house last 6 months: weekend		33,659	45.6%	103
Family restaurant/steak house last 6 months: Applebee's		20,078	27.2%	108
Family restaurant/steak house last 6 months: Bennigan's		1,531	2.1%	93
Family restaurant/steak house last 6 months: Bob Evans Farm		2,912	3.9%	87
Family restaurant/steak house last 6 months: Cheesecake Factory		4,116	5.6%	84
Family restaurant/steak house last 6 months: Chili's Grill & Bar		10,242	13.9%	119
Family restaurant/steak house last 6 months: Cracker Barrel		8,106	11.0%	100
Family restaurant/steak house last 6 months: Denny's		6,762	9.2%	101
Family restaurant/steak house last 6 months: Friendly's		2,821	3.8%	97
Family restaurant/steak house last 6 months: Golden Corral		5,565	7.5%	105
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		8,727	11.8%	101
Family restaurant/steak house last 6 months: Lone Star Steakhouse		1,737	2.4%	87
Family restaurant/steak house last 6 months: Old Country Buffet		3,053	4.1%	147
Family restaurant/steak house last 6 months: Olive Garden		14,996	20.3%	115
Family restaurant/steak house last 6 months: Outback Steakhouse		9,406	12.7%	112
Family restaurant/steak house last 6 months: Perkins		3,460	4.7%	130
Family restaurant/steak house last 6 months: Red Lobster		10,756	14.6%	109
Family restaurant/steak house last 6 months: Red Robin		4,261	5.8%	103
Family restaurant/steak house last 6 months: Ruby Tuesday		5,890	8.0%	96
Family restaurant/steak house last 6 months: Ryan's		2,084	2.8%	76
Family restaurant/steak house last 6 months: Sizzler		1,626	2.2%	72
Family restaurant/steak house last 6 months: T.G.I. Friday's		9,169	12.4%	121
Went to fast food/drive-in restaurant in last 6 months		66,593	90.2%	102
Went to fast food/drive-in restaurant <6 times/month		25,248	34.2%	98
Went to fast food/drive-in restaurant 6-13 times/month		20,478	27.7%	96
Went to fast food/drive-in restaurant 14+ times/month		20,867	28.3%	114
Fast food/drive-in last 6 months: breakfast		20,998	28.4%	104
Fast food/drive-in last 6 months: lunch		46,630	63.2%	107
Fast food/drive-in last 6 months: snack		13,204	17.9%	103
Fast food/drive-in last 6 months: dinner		39,325	53.3%	110

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## Restaurant Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	52,230	70.7%	107
Fast food/drive-in last 6 months: weekend	38,914	52.7%	109
Fast food/drive-in last 6 months: A & W	4,759	6.4%	143
Fast food/drive-in last 6 months: Arby's	19,694	26.7%	131
Fast food/drive-in last 6 months: Boston Market	3,986	5.4%	113
Fast food/drive-in last 6 months: Burger King	26,693	36.2%	100
Fast food/drive-in last 6 months: Captain D's	3,107	4.2%	83
Fast food/drive-in last 6 months: Carl's Jr.	3,800	5.1%	81
Fast food/drive-in last 6 months: Checkers	1,981	2.7%	84
Fast food/drive-in last 6 months: Chick-fil-A	10,645	14.4%	112
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,712	7.7%	126
Fast food/drive-in last 6 months: Chuck E. Cheese's	3,236	4.4%	98
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,160	2.9%	68
Fast food/drive-in last 6 months: Dairy Queen	12,489	16.9%	107
Fast food/drive-in last 6 months: Del Taco	2,127	2.9%	84
Fast food/drive-in last 6 months: Domino's Pizza	11,411	15.5%	115
Fast food/drive-in last 6 months: Dunkin' Donuts	7,465	10.1%	88
Fast food/drive-in last 6 months: Fuddruckers	2,685	3.6%	129
Fast food/drive-in last 6 months: Hardee's	5,096	6.9%	103
Fast food/drive-in last 6 months: Jack in the Box	7,877	10.7%	101
Fast food/drive-in last 6 months: KFC	18,315	24.8%	91
Fast food/drive-in last 6 months: Little Caesars	8,073	10.9%	150
Fast food/drive-in last 6 months: Long John Silver's	6,375	8.6%	138
Fast food/drive-in last 6 months: McDonald's	42,592	57.7%	104
Fast food/drive-in last 6 months: Panera Bread	7,629	10.3%	106
Fast food/drive-in last 6 months: Papa John's	8,388	11.4%	130
Fast food/drive-in last 6 months: Pizza Hut	17,406	23.6%	107
Fast food/drive-in last 6 months: Popeyes	4,365	5.9%	81
Fast food/drive-in last 6 months: Quiznos	9,001	12.2%	134
Fast food/drive-in last 6 months: Sonic Drive-In	10,384	14.1%	119
Fast food/drive-in last 6 months: Starbucks	13,280	18.0%	119
Fast food/drive-in last 6 months: Steak n Shake	3,625	4.9%	98
Fast food/drive-in last 6 months: Subway	26,369	35.7%	113
Fast food/drive-in last 6 months: Taco Bell	26,932	36.5%	114
Fast food/drive-in last 6 months: Wendy's	24,123	32.7%	106
Fast food/drive-in last 6 months: Whataburger	5,326	7.2%	148
Fast food/drive-in last 6 months: White Castle	1,937	2.6%	66
Fast food/drive-in last 6 months: eat in	28,425	38.5%	102
Fast food/drive-in last 6 months: home delivery	9,420	12.8%	122
Fast food/drive-in last 6 months: take-out/drive-thru	42,546	57.6%	111
Fast food/drive-in last 6 months: take-out/walk-in	20,243	27.4%	112

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November 08, 2013

Made with Esri Business Analyst



## Retail Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Demographic Summary		2012	2017
Population		89,280	93,246
Population 18+		73,840	76,926
Households		35,595	37,380
Median Household Income		\$43,748	\$54,418

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	37,479	50.8%	102
Bought any women's apparel in last 12 months	31,606	42.8%	94
Bought apparel for child <13 in last 6 months	16,694	22.6%	80
Bought any shoes in last 12 months	39,263	53.2%	102
Bought costume jewelry in last 12 months	13,529	18.3%	88
Bought any fine jewelry in last 12 months	15,640	21.2%	96
Bought a watch in last 12 months	13,030	17.6%	91
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	30,009	84.3%	98
HH bought/leased new vehicle last 12 mo	2,937	8.3%	86
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	64,201	86.9%	100
Bought/changed motor oil in last 12 months	36,737	49.8%	96
Had tune-up in last 12 months	22,592	30.6%	98
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	43,071	58.3%	94
Drank regular cola in last 6 months	37,626	51.0%	100
Drank beer/ale in last 6 months	34,983	47.4%	111
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	9,615	13.0%	102
Bought film in last 12 months	13,644	18.5%	97
Bought digital camera in last 12 months	5,143	7.0%	102
Bought memory card for camera in last 12 months	5,585	7.6%	99
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	28,028	38.0%	107
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	17,862	24.2%	114
Avg monthly cell/mobile phone/PDA bill: \$50-99	24,552	33.3%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	15,052	20.4%	96
<b>Computers (Households)</b>			
HH owns a personal computer	27,614	77.6%	105
Spent <\$500 on most recent home PC purchase	4,514	12.7%	146
Spent \$500-\$999 on most recent home PC purchase	6,583	18.5%	104
Spent \$1000-\$1499 on most recent home PC purchase	4,862	13.7%	104
Spent \$1500-\$1999 on most recent home PC purchase	2,776	7.8%	109
Spent \$2000+ on most recent home PC purchase	2,288	6.4%	102

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## Retail Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	47,117	63.8%	106
Bought cigarettes at convenience store in last 30 days	13,054	17.7%	115
Bought gas at convenience store in last 30 days	28,099	38.1%	114
Spent at convenience store in last 30 days: <\$20	7,524	10.2%	106
Spent at convenience store in last 30 days: \$20-39	6,849	9.3%	91
Spent at convenience store in last 30 days: \$40+	29,187	39.5%	111
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	48,463	65.6%	111
Went to live theater in last 12 months	10,773	14.6%	110
Went to a bar/night club in last 12 months	19,870	26.9%	141
Dined out in last 12 months	38,709	52.4%	107
Gambled at a casino in last 12 months	11,827	16.0%	100
Visited a theme park in last 12 months	16,562	22.4%	104
DVDs rented in last 30 days: 1	2,341	3.2%	119
DVDs rented in last 30 days: 2	4,674	6.3%	137
DVDs rented in last 30 days: 3	2,821	3.8%	119
DVDs rented in last 30 days: 4	3,246	4.4%	115
DVDs rented in last 30 days: 5+	10,827	14.7%	111
DVDs purchased in last 30 days: 1	4,309	5.8%	117
DVDs purchased in last 30 days: 2	3,992	5.4%	114
DVDs purchased in last 30 days: 3-4	4,365	5.9%	128
DVDs purchased in last 30 days: 5+	3,688	5.0%	97
Spent on toys/games in last 12 months: <\$50	4,539	6.1%	101
Spent on toys/games in last 12 months: \$50-\$99	1,520	2.1%	75
Spent on toys/games in last 12 months: \$100-\$199	5,242	7.1%	99
Spent on toys/games in last 12 months: \$200-\$499	7,149	9.7%	90
Spent on toys/games in last 12 months: \$500+	3,380	4.6%	80
<b>Financial (Adults)</b>			
Have home mortgage (1st)	13,530	18.3%	96
Used ATM/cash machine in last 12 months	41,194	55.8%	110
Own any stock	6,218	8.4%	92
Own U.S. savings bond	4,962	6.7%	99
Own shares in mutual fund (stock)	6,729	9.1%	97
Own shares in mutual fund (bonds)	4,047	5.5%	93
Used full service brokerage firm in last 12 months	4,133	5.6%	90
Have savings account	26,412	35.8%	99
Have 401K retirement savings	11,899	16.1%	91
Did banking over the Internet in last 12 months	24,166	32.7%	120
Own any credit/debit card (in own name)	55,568	75.3%	102
Avg monthly credit card expenditures: <\$111	10,787	14.6%	106
Avg monthly credit card expenditures: \$111-225	6,095	8.3%	107
Avg monthly credit card expenditures: \$226-450	4,757	6.4%	86
Avg monthly credit card expenditures: \$451-700	4,324	5.9%	92
Avg monthly credit card expenditures: \$701+	8,958	12.1%	90

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Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	48,358	65.5%	93
Used bread in last 6 months	71,075	96.3%	100
Used chicken/turkey (fresh or frozen) in last 6 months	54,098	73.3%	95
Used fish/seafood (fresh or frozen) in last 6 months	33,898	45.9%	87
Used fresh fruit/vegetables in last 6 months	62,087	84.1%	96
Used fresh milk in last 6 months	65,796	89.1%	98
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	25,388	34.4%	115
Exercise at club 2+ times per week	10,374	14.0%	113
Visited a doctor in last 12 months	53,982	73.1%	94
Used vitamin/dietary supplement in last 6 months	34,596	46.9%	97
<b>Home (Households)</b>			
Any home improvement in last 12 months	9,996	28.1%	89
Used housekeeper/maid/prof HH cleaning service in the last 12 months	5,218	14.7%	93
Purchased any HH furnishing in last 12 months	11,788	33.1%	110
Purchased bedding/bath goods in last 12 months	21,116	59.3%	108
Purchased cooking/serving product in last 12 months	10,892	30.6%	111
Bought any kitchen appliance in last 12 months	6,763	19.0%	109
<b>Insurance (Adults)</b>			
Currently carry any life insurance	29,911	40.5%	85
Have medical/hospital/accident insurance	48,716	66.0%	92
Carry homeowner insurance	29,607	40.1%	77
Carry renter insurance	5,955	8.1%	131
Have auto/other vehicle insurance	58,764	79.6%	96
<b>Pets (Households)</b>			
HH owns any pet	16,771	47.1%	92
HH owns any cat	8,696	24.4%	102
HH owns any dog	11,315	31.8%	84
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	40,996	55.5%	111
Read any daily newspaper	30,531	41.3%	100
Heavy magazine reader	15,870	21.5%	108
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	54,216	73.4%	102
Went to family restaurant/steak house last mo: <2 times	20,301	27.5%	107
Went to family restaurant/steak house last mo: 2-4 times	20,223	27.4%	102
Went to family restaurant/steak house last mo: 5+ times	13,681	18.5%	96
Went to fast food/drive-in restaurant in last 6 mo	66,593	90.2%	102
Went to fast food/drive-in restaurant <6 times/mo	25,248	34.2%	98
Went to fast food/drive-in restaurant 6-13 times/mo	20,478	27.7%	96
Went to fast food/drive-in restaurant 14+ times/mo	20,867	28.3%	114
Fast food/drive-in last 6 mo: eat in	28,425	38.5%	102
Fast food/drive-in last 6 mo: home delivery	9,420	12.8%	122
Fast food/drive-in last 6 mo: take-out/drive-thru	42,546	57.6%	111
Fast food/drive-in last 6 mo: take-out/walk-in	20,243	27.4%	112

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## Retail Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	19,532	54.9%	85
HH average monthly long distance phone bill: <\$16	9,264	26.0%	94
HH average monthly long distance phone bill: \$16-25	3,792	10.7%	93
HH average monthly long distance phone bill: \$26-59	2,657	7.5%	81
HH average monthly long distance phone bill: \$60+	1,145	3.2%	72
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	9,650	27.1%	137
HH owns 2 TVs	9,439	26.5%	101
HH owns 3 TVs	7,115	20.0%	89
HH owns 4+ TVs	5,631	15.8%	76
HH subscribes to cable TV	22,231	62.5%	107
HH Purchased audio equipment in last 12 months	3,898	11.0%	112
HH Purchased CD player in last 12 months	1,436	4.0%	104
HH Purchased DVD player in last 12 months	3,459	9.7%	100
HH Purchased MP3 player in last 12 months	9,562	13.0%	127
HH Purchased video game system in last 12 months	3,803	10.7%	99
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	39,880	54.0%	103
Took 3+ domestic trips in last 12 months	11,887	16.1%	108
Spent on domestic vacations last 12 mo: <\$1000	11,996	16.2%	129
Spent on domestic vacations last 12 mo: \$1000-\$1499	4,763	6.5%	96
Spent on domestic vacations last 12 mo: \$1500-\$1999	2,682	3.6%	89
Spent on domestic vacations last 12 mo: \$2000-\$2999	2,891	3.9%	94
Spent on domestic vacations last 12 mo: \$3000+	3,295	4.5%	88
Foreign travel in last 3 years	21,399	29.0%	111
Took 3+ foreign trips by plane in last 3 years	3,060	4.1%	86
Spent on foreign vacations last 12 mo: <\$1000	4,711	6.4%	106
Spent on foreign vacations last 12 mo: \$1000-\$2999	3,504	4.7%	115
Spent on foreign vacations last 12 mo: \$3000+	3,609	4.9%	98
Stayed 1+ nights at hotel/motel in last 12 months	31,463	42.6%	105

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## Sports and Leisure Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Demographic Summary		2012	2017
Population		89,280	93,246
Population 18+		73,840	76,926
Households		35,595	37,380
Median Household Income		\$43,748	\$54,418
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	9,186	12.4%	125
Participated in archery	3,009	4.1%	156
Participated in backpacking/hiking	9,340	12.6%	134
Participated in baseball	5,486	7.4%	143
Participated in basketball	10,522	14.2%	152
Participated in bicycling (mountain)	3,446	4.7%	126
Participated in bicycling (road)	9,695	13.1%	136
Participated in boating (power)	5,732	7.8%	127
Participated in bowling	11,341	15.4%	132
Participated in canoeing/kayaking	4,670	6.3%	133
Participated in downhill skiing	2,453	3.3%	113
Participated in fishing (fresh water)	11,664	15.8%	122
Participated in fishing (salt water)	3,626	4.9%	108
Participated in football	7,797	10.6%	170
Participated in Frisbee	6,309	8.5%	156
Participated in golf	8,818	11.9%	116
Play golf < once a month	4,076	5.5%	139
Play golf 1+ times a month	4,075	5.5%	103
Participated in horseback riding	3,192	4.3%	142
Participated in hunting with rifle	4,082	5.5%	116
Participated in hunting with shotgun	4,660	6.3%	151
Participated in ice skating	2,662	3.6%	124
Participated in jogging/running	10,046	13.6%	127
Participated in martial arts	2,253	3.1%	216
Participated in motorcycling	2,703	3.7%	101
Participated in Pilates	3,289	4.5%	134
Participated in roller skating	1,557	2.1%	101
Participated in snowboarding	3,377	4.6%	236
Participated in soccer	5,034	6.8%	157
Participated in softball	3,929	5.3%	136
Participated in swimming	15,887	21.5%	111
Participated in target shooting	3,272	4.4%	115
Participated in tennis	4,373	5.9%	138
Participated in volleyball	3,436	4.7%	133
Participated in walking for exercise	21,201	28.7%	96
Participated in weight lifting	11,007	14.9%	126
Participated in yoga	4,895	6.6%	113
Spent on high end sports/recreation equipment/12 mo: <\$250	4,754	6.4%	145
Spent on high end sports/recreation equipment/12 mo: \$250+	3,402	4.6%	118
Attend sports event: auto racing (NASCAR)	6,779	9.2%	126
Attend sports event: auto racing (not NASCAR)	5,501	7.4%	118
Attend sports event: baseball game	12,534	17.0%	115

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## Sports and Leisure Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	9,307	12.6%	158
Attend sports event: basketball game (pro)	7,831	10.6%	124
Attend sports event: football game (college)	13,090	17.7%	172
Attend sports event: football-Monday night game (pro)	6,061	8.2%	134
Attend sports event: football-weekend game (pro)	8,048	10.9%	120
Attend sports event: golf tournament	5,269	7.1%	129
Attend sports event: ice hockey game	5,896	8.0%	121
Attend sports event: soccer game	6,258	8.5%	137
Attend sports event: tennis match	4,345	5.9%	119
Attended adult education course in last 12 months	5,086	6.9%	104
Attended auto show in last 12 months	5,029	6.8%	83
Went to bar/night club in last 12 months	19,870	26.9%	141
Went to beach in last 12 months	18,511	25.1%	102
Attended dance performance in last 12 months	4,317	5.8%	130
Danced/went dancing in last 12 months	10,114	13.7%	144
Dined out in last 12 months	38,709	52.4%	107
Dine out < once a month	3,750	5.1%	109
Dine out once a month	5,052	6.8%	111
Dine out 2-3 times a month	8,405	11.4%	99
Dine out once a week	9,304	12.6%	109
Dine out 2+ times per week	8,289	11.2%	114
Gambled at casino in last 12 months	11,827	16.0%	100
Gambled at casino 6+ times in last 12 months	1,767	2.4%	88
Gambled in Atlantic City in last 12 months	1,465	2.0%	78
Gambled in Las Vegas in last 12 months	3,171	4.3%	89
Attended horse races in last 12 months	1,932	2.6%	87
Attended movies in last 6 months	48,463	65.6%	111
Attended movies in last 90 days: < once a month	27,497	37.2%	115
Attended movies in last 90 days: once a month	8,616	11.7%	113
Attended movies in last 90 days: 2-3 times a month	6,381	8.6%	127
Attended movies in last 90 days: once/week or more	1,610	2.2%	85
Prefer to see movie after second week of release	17,426	23.6%	100
Went to museum in last 12 months	11,289	15.3%	118
Attended music performance in last 12 months	23,821	32.3%	135
Attended country music performance in last 12 mo	5,545	7.5%	149
Attended rock music performance in last 12 months	12,393	16.8%	153
Attended classical music/opera performance/12 mo	4,797	6.5%	140
Went to live theater in last 12 months	10,773	14.6%	110
Visited a theme park in last 12 months	16,562	22.4%	104
Visited Disney World (FL)/12 mo: Magic Kingdom	2,113	2.9%	84
Visited any Sea World in last 12 months	2,159	2.9%	85
Visited any Six Flags in last 12 months	5,107	6.9%	118
Went to zoo in last 12 months	11,734	15.9%	125
Played backgammon in last 12 months	2,411	3.3%	162
Participated in book club in last 12 months	2,667	3.6%	114
Played billiards/pool in last 12 months	10,247	13.9%	144
Played bingo in last 12 months	3,411	4.6%	110
Did birdwatching in last 12 months	4,762	6.4%	105
Played board game in last 12 months	16,298	22.1%	135

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## Sports and Leisure Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	19,090	25.9%	124
Played chess in last 12 months	4,370	5.9%	161
Cooked for fun in last 12 months	18,568	25.1%	121
Did crossword puzzle in last 12 months	11,260	15.2%	105
Participated in fantasy sports league last 12 mo	4,181	5.7%	173
Flew a kite in last 12 months	3,045	4.1%	146
Did furniture refinishing in last 12 months	2,760	3.7%	116
Did indoor gardening/plant care in last 12 months	6,765	9.2%	91
Participated in karaoke in last 12 months	4,247	5.8%	129
Bought lottery ticket in last 12 months	23,386	31.7%	92
Bought lottery ticket in last 12 mo: Daily Drawing	2,802	3.8%	79
Bought lottery ticket in last 12 mo: Instant Game	12,551	17.0%	108
Bought lottery ticket in last 12 mo: Lotto Drawing	13,108	17.8%	83
Played lottery: <3 times in last 30 days	11,544	15.6%	99
Played lottery: 3-7 times in last 30 days	6,254	8.5%	88
Played lottery: 8+ times in last 30 days	6,208	8.4%	91
Played musical instrument in last 12 months	8,385	11.4%	142
Did painting/drawing in last 12 months	8,133	11.0%	167
Did photography in last 12 months	11,154	15.1%	119
Read book in last 12 months	33,772	45.7%	112
Participated in trivia games in last 12 months	6,113	8.3%	137
Played video game in last 12 months	14,022	19.0%	143
Did woodworking in last 12 months	3,261	4.4%	95
Participated in word games in last 12 months	8,645	11.7%	123
Member of AARP	9,038	12.2%	80
Member of business club	1,883	2.6%	101
Member of charitable organization	5,146	7.0%	109
Member of church board	3,440	4.7%	109
Member of fraternal order	3,073	4.2%	119
Member of religious club	5,268	7.1%	112
Member of union	2,652	3.6%	69
Member of veterans club	2,554	3.5%	104
Bought any children`s toy/game in last 12 months	22,151	30.0%	87
Spent on toys/games in last 12 months: <\$50	4,539	6.1%	101
Spent on toys/games in last 12 months: \$50-99	1,520	2.1%	75
Spent on toys/games in last 12 months: \$100-199	5,242	7.1%	99
Spent on toys/games in last 12 months: \$200-499	7,149	9.7%	90
Spent on toys/games in last 12 months: \$500+	3,380	4.6%	80
Bought infant toy in last 12 months	5,584	7.6%	91
Bought pre-school toy in last 12 months	5,205	7.0%	87
Spent on toys/games (for child <6)/12 mo: <\$100	7,051	9.5%	86
Spent on toys/games (for child <6)/12 mo: \$100-199	4,589	6.2%	92
Spent on toys/games (for child <6)/12 mo: \$200+	4,845	6.6%	85
Bought for child in last 12 mo: boy action figure	6,151	8.3%	104
Bought for child in last 12 mo: girl action figure	2,647	3.6%	116
Bought for child in last 12 mo: bicycle	5,507	7.5%	109
Bought for child in last 12 mo: board game	7,700	10.4%	88

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November 08, 2013

Made with Esri Business Analyst



## Sports and Leisure Market Potential

Lawrence City, KS  
Lawrence city, KS (2038900)  
Geography: Place

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	2,776	3.8%	112
Bought for child in last 12 mo: car	7,188	9.7%	106
Bought for child in last 12 mo: construction toy	3,624	4.9%	100
Bought for child in last 12 mo: large/baby doll	4,247	5.8%	88
Bought for child in last 12 mo: fashion doll	3,592	4.9%	96
Bought for child in last 12 mo: plush doll/animal	6,195	8.4%	100
Bought for child in last 12 mo: doll accessories	3,063	4.1%	104
Bought for child in last 12 mo: doll clothing	3,469	4.7%	114
Bought for child in last 12 mo: educational toy	9,726	13.2%	97
Bought for child in last 12 mo: electronic game	6,097	8.3%	89
Bought for child in last 12 mo: mechanical toy	2,611	3.5%	89
Bought for child in last 12 mo: model kit/set	2,252	3.0%	118
Bought for child in last 12 mo: sound game	2,472	3.3%	119
Bought for child in last 12 mo: water toy	7,137	9.7%	101
Bought for child in last 12 mo: word game	3,083	4.2%	108
Bought book in last 12 months	40,996	55.5%	111
Bought 1-3 books in last 12 months	16,542	22.4%	114
Bought 4-9 books in last 12 months	13,146	17.8%	114
Bought 10+ books in last 12 months	11,307	15.3%	101
Bought paperback book in last 12 months	31,887	43.2%	114
Bought <3 paperback books in last 12 months	11,569	15.7%	121
Bought 3-6 paperback books in last 12 months	11,798	16.0%	121
Bought 7+ paperback books in last 12 months	9,123	12.4%	105
Bought hardcover book in last 12 months	23,343	31.6%	113
Bought <3 hardcover books in last 12 months	10,365	14.0%	114
Bought 3-5 hardcover books in last 12 months	7,348	10.0%	124
Bought 6+ hardcover books in last 12 months	6,065	8.2%	104
Bought book (fiction) in last 12 months	23,707	32.1%	114
Bought book (non-fiction) in last 12 months	20,220	27.4%	107
Bought biography in last 12 months	5,832	7.9%	108
Bought children's book in last 12 months	7,949	10.8%	85
Bought cookbook in last 12 months	8,578	11.6%	106
Bought desk dictionary in last 12 months	1,906	2.6%	125
Bought history book in last 12 months	7,434	10.1%	132
Bought mystery book in last 12 months	9,308	12.6%	112
Bought personal/business self-help book last 12 mo	5,231	7.1%	98
Bought religious book (not bible) last 12 months	5,260	7.1%	94
Bought romance book in last 12 months	4,075	5.5%	85
Bought science fiction book in last 12 months	4,227	5.7%	126
Bought book through book club in last 12 months	2,530	3.4%	80
Bought book at book store in last 12 months	28,714	38.9%	116
Bought book at Barnes & Noble in last 12 months	16,983	23.0%	116
Bought book at Borders in last 12 months	8,783	11.9%	106
Bought book at convenience store in last 12 months	2,014	2.7%	122
Bought book at department store in last 12 months	5,695	7.7%	102
Bought book at drug store in last 12 months	1,529	2.1%	91
Bought book through Internet in last 12 mo	9,298	12.6%	123
Bought book through mail order in last 12 months	1,825	2.5%	73
Bought book at supermarket in last 12 months	3,568	4.8%	93
Bought book at warehouse store in last 12 months	3,750	5.1%	87

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November 08, 2013

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# Electronics and Internet Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Demographic Summary		2012	2017
Population		112,964	118,203
Population 18+		91,720	95,830
Households		44,388	46,691
Median Household Income		\$46,831	\$57,305
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	34,771	78.3%	106
Purchased home PC in last 12 months	6,875	15.5%	98
Purchased home PC 1-2 years ago	11,601	26.1%	115
Purchased home PC 3-4 years ago	9,869	22.2%	114
Purchased home PC 5+ years ago	3,993	9.0%	97
Spent <\$500 on home PC (most recent purchase)	5,316	12.0%	138
Spent \$500-999 on home PC (most recent purchase)	8,395	18.9%	106
Spent \$1000-1499 on home PC (most recent purchase)	6,190	13.9%	106
Spent \$1500-1999 on home PC (most recent purchase)	3,494	7.9%	110
Spent \$2000+ on home PC (most recent purchase)	2,855	6.4%	102
Purchased home PC at computer superstore	6,261	14.1%	110
Purchased home PC at department store	2,021	4.6%	93
Purchased home PC direct from manufacturer	6,244	14.1%	101
Purchased home PC at electronics store	5,078	11.4%	103
Purchased home PC on Internet	5,233	11.8%	136
Purchased home PC at warehouse discount outlet	820	1.8%	84
HH owns desktop PC	24,841	56.0%	97
HH owns laptop/notebook/tablet PC	16,816	37.9%	120
HH owns any Apple/Mac clone brand PC	3,238	7.3%	114
HH owns any IBM/IBM compatible brand PC	31,494	71.0%	105
Brand of PC that HH owns: Compaq	4,019	9.1%	107
Brand of PC that HH owns: Dell	14,527	32.7%	106
Brand of PC that HH owns: Gateway	2,959	6.7%	101
Brand of PC that HH owns: Hewlett Packard	6,854	15.4%	99
Brand of PC that HH owns: Sony Vaio	1,383	3.1%	106
Child (under 18) uses home PC	8,615	19.4%	92
HH owns CD burner	18,310	41.2%	112
HH owns CD ROM drive	19,079	43.0%	110
HH owns DVD drive	13,498	30.4%	121
HH owns DVD-RW (DVD burner)	10,263	23.1%	112
HH owns external hard drive	7,603	17.1%	120
HH owns flash drive	11,009	24.8%	120
HH owns LAN/network interface card	5,891	13.3%	119
HH owns inkjet printer	20,598	46.4%	109
HH owns laser printer	6,418	14.5%	105
HH owns modem/fax modem	9,924	22.4%	107
HH owns removable cartridge storage device	2,789	6.3%	108
HH owns scanner	13,502	30.4%	107
HH owns PC speakers	19,824	44.7%	107
HH owns tape backup	1,223	2.8%	103
HH owns webcam	6,052	13.6%	119
HH owns software: accounting	3,926	8.8%	99
HH owns software: communications/fax	3,778	8.5%	104
HH owns software: database/filing	4,283	9.6%	118
HH owns software: desktop publishing	6,181	13.9%	114

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## Electronics and Internet Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	5,240	11.8%	117
HH owns software: entertainment/games	14,731	33.2%	114
HH owns software: online meeting/conference	1,560	3.5%	121
HH owns software: personal finance/tax prep	6,733	15.2%	106
HH owns software: presentation graphics	4,151	9.4%	116
HH owns software: multimedia	8,078	18.2%	118
HH owns software: networking	6,293	14.2%	126
HH owns software: security/anti-virus	13,968	31.5%	112
HH owns software: spreadsheet	11,826	26.6%	114
HH owns software: utility	3,606	8.1%	114
HH owns software: web authoring	1,941	4.4%	125
HH owns software: word processing	17,001	38.3%	113
Spent \$500+ on software for home PC in last 12 mo	1,095	2.5%	102
Purchased computer book in last 12 months	1,973	4.4%	102
HH owns fax machine	2,664	6.0%	99
Purchased audio equipment in last 12 months	4,782	10.8%	111
Purchased headphones in last 12 months	2,340	5.3%	131
HH owns camcorder	8,667	19.5%	100
Purchased camcorder in last 12 months	1,003	2.3%	105
HH owns CD player	20,768	46.8%	102
Purchased CD player in last 12 months	1,794	4.0%	104
HH owns DVD player	30,020	67.6%	102
Purchased DVD player in last 12 months	4,365	9.8%	101
HH owns 1 TV	11,030	24.8%	125
HH owns 2 TVs	11,597	26.1%	99
HH owns 3 TVs	9,217	20.8%	93
HH owns 4+ TVs	7,952	17.9%	86
HH owns miniature screen TV (<13 in)	3,412	7.7%	97
Most recent TV purchase: miniature screen (<13 in)	1,206	2.7%	99
HH owns regular screen TV (13-26 in)	20,736	46.7%	108
Most recent TV purchase: regular screen (13-26 in)	11,815	26.6%	114
HH owns large screen TV (27-35 in)	19,526	44.0%	95
Most recent TV purchase: large screen (27-35 in)	13,154	29.6%	94
HH owns big screen TV (36-42 in)	8,099	18.2%	96
Most recent TV purchase: big screen (36-42 in)	6,292	14.2%	100
HH owns giant screen TV (over 42 in)	6,138	13.8%	97
Most recent TV purchase: giant screen (over 42 in)	4,852	10.9%	98
HH owns LCD TV	8,461	19.1%	99
HH owns plasma TV	3,194	7.2%	87
HH owns projection TV	2,644	6.0%	110
HH owns video game system	16,190	36.5%	109
Purchased video game system in last 12 months	4,886	11.0%	102
HH owns video game system: handheld	7,062	15.9%	104
HH owns video game system: attached to TV/computer	14,331	32.3%	109
HH owns video game system: Game Boy	2,878	6.5%	95
HH owns video game system: Game Boy Advance/SP	3,035	6.8%	104
HH owns video game system: Nintendo DS	3,183	7.2%	94

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## Electronics and Internet Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	2,302	5.2%	103
HH owns video game system: Nintendo Wii	2,971	6.7%	99
HH owns video game system: PlayStation 2	7,674	17.3%	105
HH owns video game system: PlayStation 3	1,703	3.8%	106
HH owns video game system: Sony PlayStation/PS One	1,789	4.0%	100
HH owns video game system: Sony PSP	1,268	2.9%	97
HH owns video game system: Xbox	2,774	6.2%	105
HH owns video game system: Xbox 360	3,252	7.3%	113
HH purchased 5+ video games in last 12 months	3,286	7.4%	114
HH spent \$101+ on video games in last 12 months	4,008	9.0%	111
Owns MP3 player	30,863	33.6%	125
Purchased MP3 player in last 12 months	11,463	12.5%	122
Owns Apple iPod	14,461	15.8%	141
Purchased Apple iPod in last 12 months	4,027	4.4%	129
Have any access to the Internet	82,754	90.2%	107
Have access to Internet: at home	69,426	75.7%	107
Have access to Internet: at work	40,136	43.8%	117
Have access to Internet: at school/library	34,290	37.4%	149
Have access to Internet: not hm/work/school/library	22,863	24.9%	129
Use Internet less than once a week	3,179	3.5%	88
Use Internet 1-2 times per week	4,794	5.2%	96
Use Internet 3-6 times per week	6,604	7.2%	91
Use Internet once a day	10,629	11.6%	105
Use Internet 2-4 times per day	19,403	21.2%	120
Use Internet 5 or more times per day	30,166	32.9%	130
Any Internet or online usage in last 30 days	73,361	80.0%	113
Used Internet in last 30 days: at home	63,918	69.7%	112
Used Internet in last 30 days: at work	33,969	37.0%	116
Used Internet in last 30 days: at school/library	17,351	18.9%	244
Used Internet/30 days: not home/work/school/library	11,585	12.6%	136
Internet last 30 days: used email	66,712	72.7%	117
Internet last 30 days: used Instant Messenger	30,850	33.6%	132
Internet last 30 days: paid bills online	36,995	40.3%	122
Internet last 30 days: visited online blog	12,409	13.5%	140
Internet last 30 days: wrote online blog	5,006	5.5%	146
Internet last 30 days: visited chat room	4,299	4.7%	100
Internet last 30 days: looked for employment	15,775	17.2%	131
Internet last 30 days: played games online	24,336	26.5%	127
Internet last 30 days: traded/tracked investments	11,277	12.3%	109
Internet last 30 days: downloaded music	22,604	24.6%	133
Internet last 30 days: made phone call	4,831	5.3%	141
Internet last 30 days: made personal purchase	33,377	36.4%	117
Internet last 30 days: made business purchase	9,199	10.0%	104
Internet last 30 days: made travel plans	18,380	20.0%	115
Internet last 30 days: watched online video	23,621	25.8%	133
Internet last 30 days: obtained new/used car info	9,265	10.1%	114
Internet last 30 days: obtained financial info	26,653	29.1%	120
Internet last 30 days: obtained medical info	16,828	18.3%	110
Internet last 30 days: obtained latest news	44,362	48.4%	125
Internet last 30 days: obtained real estate info	10,470	11.4%	105

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## Electronics and Internet Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	27,009	29.4%	126
Ordered anything on Internet in last 12 months	34,702	37.8%	109
Ordered on Internet/12 mo: airline ticket	16,306	17.8%	105
Ordered on Internet/12 mo: CD/tape	4,777	5.2%	118
Ordered on Internet/12 mo: clothing	16,072	17.5%	120
Ordered on Internet/12 mo: computer	3,491	3.8%	110
Ordered on Internet/12 mo: computer peripheral	5,488	6.0%	137
Ordered on Internet/12 mo: DVD	6,517	7.1%	108
Ordered on Internet/12 mo: flowers	4,151	4.5%	97
Ordered on Internet/12 mo: software	6,598	7.2%	125
Ordered on Internet/12 mo: tickets (concerts etc.)	10,171	11.1%	114
Ordered on Internet/12 mo: toy	3,765	4.1%	82
Purchased item from amazon.com in last 12 months	14,547	15.9%	112
Purchased item from barnes&noble.com in last 12 mo	3,034	3.3%	103
Purchased item from bestbuy.com in last 12 months	2,237	2.4%	97
Purchased item from ebay.com in last 12 months	8,761	9.6%	103
Purchased item from walmart.com in last 12 months	4,409	4.8%	118
Spent on Internet orders last 12 months: <\$100	5,601	6.1%	113
Spent on Internet orders last 12 months: \$100-199	6,166	6.7%	125
Spent on Internet orders last 12 months: \$200-499	8,237	9.0%	107
Spent on Internet orders last 12 months: \$500+	13,661	14.9%	102
Connection to Internet from home: dial-up modem	6,561	7.2%	87
Connection to Internet from home: cable modem	29,740	32.4%	120
Connection to Internet from home: DSL	22,018	24.0%	97
Connection to Internet from home: wireless	16,788	18.3%	132
Connection to Internet from home: any broadband	61,228	66.8%	113
DVDs rented in last 30 days: 1	2,865	3.1%	118
DVDs rented in last 30 days: 2	5,619	6.1%	132
DVDs rented in last 30 days: 3	3,407	3.7%	116
DVDs rented in last 30 days: 4	3,959	4.3%	113
DVDs rented in last 30 days: 5+	13,402	14.6%	111
Rented video tape/DVD last month: action/adventure	21,661	23.6%	117
Rented video tape/DVD last month: classic	6,427	7.0%	134
Rented video tape/DVD last month: comedy	22,343	24.4%	118
Rented video tape/DVD last month: drama	14,443	15.7%	116
Rented video tape/DVD last month: family/children	8,035	8.8%	99
Rented video tape/DVD last month: foreign	2,337	2.5%	127
Rented video tape/DVD last month: horror	8,356	9.1%	124
Rented video tape/DVD last month: romance	7,077	7.7%	103
Rented video tape/DVD last month: science fiction	5,276	5.8%	109
Rented video tape/DVD last mo at Blockbuster Video	13,313	14.5%	120
Rented video tape/DVD last mo at Hollywood Video	5,177	5.6%	136
Bought video tape/DVD last month: action/adventure	8,460	9.2%	110
Bought video tape/DVD last month: classic	2,105	2.3%	85
Bought video tape/DVD last month: comedy	8,001	8.7%	109
Bought video tape/DVD last month: drama	3,360	3.7%	85
Bought video tape/DVD last month: family/children	5,240	5.7%	97
Bought video tape/DVD last month: horror	2,905	3.2%	101
Bought video tape/DVD last month: romance	1,927	2.1%	83

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## Electronics and Internet Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	2,653	2.9%	116
Bought blank video tape in last 6 months	8,781	9.6%	84
Bought 7+ blank video tapes in last 6 months	1,768	1.9%	74
DVDs purchased in last 30 days: 1	5,262	5.7%	115
DVDs purchased in last 30 days: 2	4,989	5.4%	115
DVDs purchased in last 30 days: 3-4	5,162	5.6%	122
DVDs purchased in last 30 days: 5+	4,604	5.0%	97
Bought any camera in last 12 months	11,878	13.0%	101
Spent on cameras in last 12 months: <\$100	3,818	4.2%	95
Spent on cameras in last 12 months: \$100-199	2,684	2.9%	97
Spent on cameras in last 12 months: \$200+	3,631	4.0%	99
Own APS (point & shoot or SLR) camera	2,077	2.3%	82
Own digital camera	32,500	35.4%	107
Bought digital camera in last 12 months	6,458	7.0%	103
Own digital point & shoot camera	24,298	26.5%	107
Bought digital point & shoot camera in last 12 mo	4,342	4.7%	95
Own digital SLR camera	9,269	10.1%	109
Bought digital SLR camera in last 12 months	2,313	2.5%	112
Own 35mm auto focus point & shoot camera	3,879	4.2%	91
Own 35mm auto focus single lens reflex camera	2,288	2.5%	104
Own 35mm auto focus zoom camera	4,387	4.8%	86
Own 35mm single lens reflex camera	2,743	3.0%	100
Own Canon camera	14,293	15.6%	99
Bought Canon camera in last 12 months	1,989	2.2%	101
Own Fuji camera	3,372	3.7%	92
Own Kodak camera	10,857	11.8%	101
Bought Kodak camera in last 12 months	2,576	2.8%	95
Own Nikon camera	4,914	5.4%	99
Own Olympus camera	4,133	4.5%	99
Own Polaroid camera	2,576	2.8%	114
Bought any camera accessory in last 12 months	40,096	43.7%	103
Bought film in last 12 months	17,213	18.8%	99
Bought film in last 12 months: <3 rolls	8,027	8.8%	99
Bought film in last 12 months: 3-6 rolls	5,205	5.7%	91
Bought film in last 12 months: 7+ rolls	4,591	5.0%	119
Bought film in last 12 mo: APS (color prints)	2,502	2.7%	102
Bought film in last 12 mo: instant developing	1,338	1.5%	73
Bought film in last 12 mo: 35mm (black & white)	1,544	1.7%	176
Bought film in last 12 mo: 35mm (color prints)	10,720	11.7%	103
Bought Fuji film in last 12 months	4,913	5.4%	107
Bought Kodak film in last 12 months	10,063	11.0%	93
Bought store-brand film in last 12 months	2,643	2.9%	135
Purchased film in last 12 mo: department store	3,076	3.4%	91
Purchased film in last 12 mo: discount store	4,524	4.9%	104

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2012 and 2017.

November 08, 2013

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## Electronics and Internet Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	4,327	4.7%	100
Purchased film in last 12 mo: grocery store	1,863	2.0%	94
Purchased film in last 12 mo: 1 hour service store	2,266	2.5%	97
Had film processed at discount store	3,343	3.6%	110
Had film processed at drug store	3,619	3.9%	93
Had film processed at 1 hour service store	2,700	2.9%	101
Bought memory card for camera in last 12 months	7,063	7.7%	101
Own memory card for camera	24,031	26.2%	106

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November 08, 2013



## Financial Investments Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Demographic Summary		2012	2017	
Population		112,964	118,203	
Population 18+		91,720	95,830	
Households		44,388	46,691	
Median Household Income		\$46,831	\$57,305	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		45,217	49.3%	100
Bank/financial institution: use savings & loan		9,511	10.4%	99
Bank/financial institution: use credit union		22,851	24.9%	111
Bank/financial institution: use fed savings bank		1,567	1.7%	74
Bank/financial institution: use mutual funds co		3,109	3.4%	103
Bank/financial institution: use Internet Bank		4,785	5.2%	120
Used ATM/cash machine in last 12 months		51,005	55.6%	109
Banked in person in last 12 months		48,905	53.3%	103
Banked by mail in last 12 months		6,088	6.6%	124
Banked by phone in last 12 months		14,520	15.8%	105
Did banking over the Internet in last 12 months		29,868	32.6%	119
Used direct deposit of paycheck in last 12 months		38,623	42.1%	109
Have interest checking account		28,930	31.5%	98
Have non-interest checking account		27,008	29.4%	111
Have money market account		11,654	12.7%	103
Have savings account		34,063	37.1%	103
Have 401K retirement savings		15,900	17.3%	98
Have IRA retirement savings		14,322	15.6%	104
Have auto loan for new car		10,420	11.4%	99
Have personal loan for education only		5,090	5.5%	137
Have personal loan-not for education		2,454	2.7%	107
Have home mortgage (1st)		18,054	19.7%	103
Have 2nd mortgage (equity loan)		5,622	6.1%	98
Have home equity line of credit		5,183	5.7%	94
Have personal line of credit		5,201	5.7%	126
Have overdraft protection		13,110	14.3%	108
Own any securities investment		22,937	25.0%	101
Own annuities		2,298	2.5%	83
Own certificate of deposit (6 months or less)		3,964	4.3%	124
Own certificate of deposit (more than 6 months)		4,246	4.6%	83
Own common/preferred stock in company you work for		2,941	3.2%	106
Own common stock in company you don't work for		5,812	6.3%	100
Own insured money market account (bank)		2,097	2.3%	111
Own shares in money market fund		6,179	6.7%	101
Own shares in mutual fund (bonds)		5,347	5.8%	99
Own shares in mutual fund (stock)		8,818	9.6%	102
Own any stock		8,115	8.8%	96
Own stock with market value <\$10000		3,138	3.4%	111
Own stock with market value \$10000-49999		2,402	2.6%	105
Own stock with market value \$50000+		1,878	2.0%	82

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November 08, 2013

Made with Esri Business Analyst



## Financial Investments Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	6,451		7.0%	103
Used financial planning counsel in last 12 months	7,477		8.2%	103
Used full service brokerage firm in last 12 months	5,426		5.9%	95
Own any credit/debit card (in own name)	69,940		76.3%	103
Own American Express card (in own name)	10,351		11.3%	90
Own Discover card (in own name)	10,194		11.1%	100
Own MasterCard (in own name)	31,454		34.3%	100
Own Visa (in own name)	47,045		51.3%	105
Own any department store credit card (in own name)	25,348		27.6%	89
Avg monthly credit card expenditures: <\$111	13,518		14.7%	107
Avg monthly credit card expenditures: \$111-225	7,658		8.3%	108
Avg monthly credit card expenditures: \$226-450	6,297		6.9%	92
Avg monthly credit card expenditures: \$451-700	5,603		6.1%	96
Avg monthly credit card expenditures: \$701+	11,522		12.6%	93

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November 08, 2013



## Restaurant Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Demographic Summary		2012	2017	
Population		112,964	118,203	
Population 18+		91,720	95,830	
Households		44,388	46,691	
Median Household Income		\$46,831	\$57,305	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		67,936	74.1%	103
Family restaurant/steak house last month: <2 times		24,930	27.2%	106
Family restaurant/steak house last month: 2-4 times		25,410	27.7%	103
Family restaurant/steak house last month: 5+ times		17,585	19.2%	99
Family restaurant/steak house last 6 months: breakfast		11,963	13.0%	100
Family restaurant/steak house last 6 months: lunch		22,356	24.4%	98
Family restaurant/steak house last 6 months: snack		2,735	3.0%	106
Family restaurant/steak house last 6 months: dinner		51,862	56.5%	107
Family restaurant/steak house last 6 months: weekday		38,133	41.6%	108
Family restaurant/steak house last 6 months: weekend		42,450	46.3%	104
Family restaurant/steak house last 6 months: Applebee's		25,410	27.7%	110
Family restaurant/steak house last 6 months: Bennigan's		1,929	2.1%	95
Family restaurant/steak house last 6 months: Bob Evans Farm		3,958	4.3%	96
Family restaurant/steak house last 6 months: Cheesecake Factory		5,105	5.6%	84
Family restaurant/steak house last 6 months: Chili's Grill & Bar		12,586	13.7%	118
Family restaurant/steak house last 6 months: Cracker Barrel		10,718	11.7%	106
Family restaurant/steak house last 6 months: Denny's		8,272	9.0%	99
Family restaurant/steak house last 6 months: Friendly's		3,397	3.7%	94
Family restaurant/steak house last 6 months: Golden Corral		7,004	7.6%	106
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		10,830	11.8%	101
Family restaurant/steak house last 6 months: Lone Star Steakhouse		2,375	2.6%	96
Family restaurant/steak house last 6 months: Old Country Buffet		3,519	3.8%	136
Family restaurant/steak house last 6 months: Olive Garden		18,928	20.6%	116
Family restaurant/steak house last 6 months: Outback Steakhouse		11,681	12.7%	112
Family restaurant/steak house last 6 months: Perkins		4,324	4.7%	131
Family restaurant/steak house last 6 months: Red Lobster		13,465	14.7%	109
Family restaurant/steak house last 6 months: Red Robin		5,420	5.9%	105
Family restaurant/steak house last 6 months: Ruby Tuesday		7,637	8.3%	100
Family restaurant/steak house last 6 months: Ryan's		2,664	2.9%	78
Family restaurant/steak house last 6 months: Sizzler		2,095	2.3%	75
Family restaurant/steak house last 6 months: T.G.I. Friday's		11,061	12.1%	117
Went to fast food/drive-in restaurant in last 6 months		83,019	90.5%	102
Went to fast food/drive-in restaurant <6 times/month		31,403	34.2%	98
Went to fast food/drive-in restaurant 6-13 times/month		26,073	28.4%	99
Went to fast food/drive-in restaurant 14+ times/month		25,541	27.8%	112
Fast food/drive-in last 6 months: breakfast		26,061	28.4%	104
Fast food/drive-in last 6 months: lunch		58,221	63.5%	108
Fast food/drive-in last 6 months: snack		16,160	17.6%	101
Fast food/drive-in last 6 months: dinner		48,981	53.4%	111

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November 08, 2013

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## Restaurant Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	65,333	71.2%	107
Fast food/drive-in last 6 months: weekend	47,925	52.3%	108
Fast food/drive-in last 6 months: A & W	5,735	6.3%	138
Fast food/drive-in last 6 months: Arby's	24,326	26.5%	130
Fast food/drive-in last 6 months: Boston Market	4,651	5.1%	106
Fast food/drive-in last 6 months: Burger King	33,645	36.7%	102
Fast food/drive-in last 6 months: Captain D's	3,968	4.3%	85
Fast food/drive-in last 6 months: Carl's Jr.	4,685	5.1%	80
Fast food/drive-in last 6 months: Checkers	2,470	2.7%	85
Fast food/drive-in last 6 months: Chick-fil-A	13,594	14.8%	115
Fast food/drive-in last 6 months: Chipotle Mex. Grill	6,662	7.3%	118
Fast food/drive-in last 6 months: Chuck E. Cheese's	3,989	4.3%	97
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,719	3.0%	69
Fast food/drive-in last 6 months: Dairy Queen	16,238	17.7%	112
Fast food/drive-in last 6 months: Del Taco	2,573	2.8%	82
Fast food/drive-in last 6 months: Domino's Pizza	13,722	15.0%	111
Fast food/drive-in last 6 months: Dunkin' Donuts	9,111	9.9%	86
Fast food/drive-in last 6 months: Fuddruckers	3,281	3.6%	126
Fast food/drive-in last 6 months: Hardee's	6,358	6.9%	103
Fast food/drive-in last 6 months: Jack in the Box	9,507	10.4%	98
Fast food/drive-in last 6 months: KFC	23,534	25.7%	94
Fast food/drive-in last 6 months: Little Caesars	9,438	10.3%	141
Fast food/drive-in last 6 months: Long John Silver's	7,551	8.2%	132
Fast food/drive-in last 6 months: McDonald's	53,167	58.0%	104
Fast food/drive-in last 6 months: Panera Bread	9,502	10.4%	106
Fast food/drive-in last 6 months: Papa John's	10,137	11.1%	127
Fast food/drive-in last 6 months: Pizza Hut	21,918	23.9%	109
Fast food/drive-in last 6 months: Popeyes	5,372	5.9%	80
Fast food/drive-in last 6 months: Quiznos	10,798	11.8%	130
Fast food/drive-in last 6 months: Sonic Drive-In	12,855	14.0%	119
Fast food/drive-in last 6 months: Starbucks	15,969	17.4%	116
Fast food/drive-in last 6 months: Steak n Shake	4,711	5.1%	102
Fast food/drive-in last 6 months: Subway	32,903	35.9%	113
Fast food/drive-in last 6 months: Taco Bell	33,099	36.1%	113
Fast food/drive-in last 6 months: Wendy's	30,363	33.1%	107
Fast food/drive-in last 6 months: Whataburger	6,122	6.7%	137
Fast food/drive-in last 6 months: White Castle	2,473	2.7%	68
Fast food/drive-in last 6 months: eat in	35,737	39.0%	104
Fast food/drive-in last 6 months: home delivery	11,321	12.3%	118
Fast food/drive-in last 6 months: take-out/drive-thru	53,188	58.0%	111
Fast food/drive-in last 6 months: take-out/walk-in	24,565	26.8%	109

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November 08, 2013

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## Retail Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Demographic Summary		2012	2017
Population		112,964	118,203
Population 18+		91,720	95,830
Households		44,388	46,691
Median Household Income		\$46,831	\$57,305

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	47,291	51.6%	104
Bought any women's apparel in last 12 months	39,980	43.6%	96
Bought apparel for child <13 in last 6 months	21,993	24.0%	85
Bought any shoes in last 12 months	48,926	53.3%	103
Bought costume jewelry in last 12 months	17,294	18.9%	90
Bought any fine jewelry in last 12 months	19,510	21.3%	97
Bought a watch in last 12 months	16,398	17.9%	92
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	38,241	86.2%	100
HH bought/leased new vehicle last 12 mo	3,969	8.9%	93
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	80,941	88.2%	102
Bought/changed motor oil in last 12 months	47,261	51.5%	99
Had tune-up in last 12 months	28,439	31.0%	100
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	54,036	58.9%	95
Drank regular cola in last 6 months	46,508	50.7%	99
Drank beer/ale in last 6 months	42,770	46.6%	110
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	11,878	13.0%	101
Bought film in last 12 months	17,213	18.8%	99
Bought digital camera in last 12 months	6,458	7.0%	103
Bought memory card for camera in last 12 months	7,063	7.7%	101
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	34,315	37.4%	106
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	21,984	24.0%	113
Avg monthly cell/mobile phone/PDA bill: \$50-99	30,495	33.2%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	19,132	20.9%	99
<b>Computers (Households)</b>			
HH owns a personal computer	34,771	78.3%	106
Spent <\$500 on most recent home PC purchase	5,316	12.0%	138
Spent \$500-\$999 on most recent home PC purchase	8,395	18.9%	106
Spent \$1000-\$1499 on most recent home PC purchase	6,190	13.9%	106
Spent \$1500-\$1999 on most recent home PC purchase	3,494	7.9%	110
Spent \$2000+ on most recent home PC purchase	2,855	6.4%	102

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November 08, 2013

Made with Esri Business Analyst



## Retail Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	58,595	63.9%	106
Bought cigarettes at convenience store in last 30 days	15,837	17.3%	112
Bought gas at convenience store in last 30 days	35,226	38.4%	115
Spent at convenience store in last 30 days: <\$20	9,304	10.1%	105
Spent at convenience store in last 30 days: \$20-39	8,680	9.5%	93
Spent at convenience store in last 30 days: \$40+	36,229	39.5%	111
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	59,130	64.5%	109
Went to live theater in last 12 months	13,191	14.4%	109
Went to a bar/night club in last 12 months	23,434	25.5%	134
Dined out in last 12 months	48,665	53.1%	108
Gambled at a casino in last 12 months	14,833	16.2%	101
Visited a theme park in last 12 months	20,342	22.2%	103
DVDs rented in last 30 days: 1	2,865	3.1%	118
DVDs rented in last 30 days: 2	5,619	6.1%	132
DVDs rented in last 30 days: 3	3,407	3.7%	116
DVDs rented in last 30 days: 4	3,959	4.3%	113
DVDs rented in last 30 days: 5+	13,402	14.6%	111
DVDs purchased in last 30 days: 1	5,262	5.7%	115
DVDs purchased in last 30 days: 2	4,989	5.4%	115
DVDs purchased in last 30 days: 3-4	5,162	5.6%	122
DVDs purchased in last 30 days: 5+	4,604	5.0%	97
Spent on toys/games in last 12 months: <\$50	5,753	6.3%	103
Spent on toys/games in last 12 months: \$50-\$99	1,995	2.2%	79
Spent on toys/games in last 12 months: \$100-\$199	6,528	7.1%	99
Spent on toys/games in last 12 months: \$200-\$499	9,243	10.1%	93
Spent on toys/games in last 12 months: \$500+	4,480	4.9%	85
<b>Financial (Adults)</b>			
Have home mortgage (1st)	18,054	19.7%	103
Used ATM/cash machine in last 12 months	51,005	55.6%	109
Own any stock	8,115	8.8%	96
Own U.S. savings bond	6,451	7.0%	103
Own shares in mutual fund (stock)	8,818	9.6%	102
Own shares in mutual fund (bonds)	5,347	5.8%	99
Used full service brokerage firm in last 12 months	5,426	5.9%	95
Have savings account	34,063	37.1%	103
Have 401K retirement savings	15,900	17.3%	98
Did banking over the Internet in last 12 months	29,868	32.6%	119
Own any credit/debit card (in own name)	69,940	76.3%	103
Avg monthly credit card expenditures: <\$111	13,518	14.7%	107
Avg monthly credit card expenditures: \$111-225	7,658	8.3%	108
Avg monthly credit card expenditures: \$226-450	6,297	6.9%	92
Avg monthly credit card expenditures: \$451-700	5,603	6.1%	96
Avg monthly credit card expenditures: \$701+	11,522	12.6%	93

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## Retail Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	61,842	67.4%	95
Used bread in last 6 months	88,546	96.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	68,371	74.5%	97
Used fish/seafood (fresh or frozen) in last 6 months	43,895	47.9%	91
Used fresh fruit/vegetables in last 6 months	77,930	85.0%	98
Used fresh milk in last 6 months	82,467	89.9%	99
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	31,199	34.0%	113
Exercise at club 2+ times per week	12,478	13.6%	110
Visited a doctor in last 12 months	68,166	74.3%	96
Used vitamin/dietary supplement in last 6 months	43,702	47.6%	98
<b>Home (Households)</b>			
Any home improvement in last 12 months	13,483	30.4%	96
Used housekeeper/maid/prof HH cleaning service in the last 12 months	6,520	14.7%	93
Purchased any HH furnishing in last 12 months	14,643	33.0%	110
Purchased bedding/bath goods in last 12 months	26,050	58.7%	107
Purchased cooking/serving product in last 12 months	13,461	30.3%	110
Bought any kitchen appliance in last 12 months	8,529	19.2%	110
<b>Insurance (Adults)</b>			
Currently carry any life insurance	39,943	43.5%	92
Have medical/hospital/accident insurance	62,499	68.1%	95
Carry homeowner insurance	41,264	45.0%	86
Carry renter insurance	6,918	7.5%	122
Have auto/other vehicle insurance	74,979	81.7%	99
<b>Pets (Households)</b>			
HH owns any pet	22,470	50.6%	99
HH owns any cat	11,526	26.0%	108
HH owns any dog	15,730	35.4%	94
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	50,381	54.9%	109
Read any daily newspaper	38,438	41.9%	102
Heavy magazine reader	19,075	20.8%	104
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	67,936	74.1%	103
Went to family restaurant/steak house last mo: <2 times	24,930	27.2%	106
Went to family restaurant/steak house last mo: 2-4 times	25,410	27.7%	103
Went to family restaurant/steak house last mo: 5+ times	17,585	19.2%	99
Went to fast food/drive-in restaurant in last 6 mo	83,019	90.5%	102
Went to fast food/drive-in restaurant <6 times/mo	31,403	34.2%	98
Went to fast food/drive-in restaurant 6-13 times/mo	26,073	28.4%	99
Went to fast food/drive-in restaurant 14+ times/mo	25,541	27.8%	112
Fast food/drive-in last 6 mo: eat in	35,737	39.0%	104
Fast food/drive-in last 6 mo: home delivery	11,321	12.3%	118
Fast food/drive-in last 6 mo: take-out/drive-thru	53,188	58.0%	111
Fast food/drive-in last 6 mo: take-out/walk-in	24,565	26.8%	109

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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## Retail Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	25,834	58.2%	90
HH average monthly long distance phone bill: <\$16	11,878	26.8%	97
HH average monthly long distance phone bill: \$16-25	4,879	11.0%	96
HH average monthly long distance phone bill: \$26-59	3,488	7.9%	85
HH average monthly long distance phone bill: \$60+	1,499	3.4%	76
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	11,030	24.8%	125
HH owns 2 TVs	11,597	26.1%	99
HH owns 3 TVs	9,217	20.8%	93
HH owns 4+ TVs	7,952	17.9%	86
HH subscribes to cable TV	26,588	59.9%	103
HH Purchased audio equipment in last 12 months	4,782	10.8%	111
HH Purchased CD player in last 12 months	1,794	4.0%	104
HH Purchased DVD player in last 12 months	4,365	9.8%	101
HH Purchased MP3 player in last 12 months	11,463	12.5%	122
HH Purchased video game system in last 12 months	4,886	11.0%	102
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	50,481	55.0%	105
Took 3+ domestic trips in last 12 months	15,078	16.4%	111
Spent on domestic vacations last 12 mo: <\$1000	14,528	15.8%	126
Spent on domestic vacations last 12 mo: \$1000-\$1499	6,267	6.8%	102
Spent on domestic vacations last 12 mo: \$1500-\$1999	3,513	3.8%	93
Spent on domestic vacations last 12 mo: \$2000-\$2999	3,713	4.0%	98
Spent on domestic vacations last 12 mo: \$3000+	4,231	4.6%	91
Foreign travel in last 3 years	25,777	28.1%	108
Took 3+ foreign trips by plane in last 3 years	3,734	4.1%	84
Spent on foreign vacations last 12 mo: <\$1000	5,768	6.3%	105
Spent on foreign vacations last 12 mo: \$1000-\$2999	4,077	4.4%	108
Spent on foreign vacations last 12 mo: \$3000+	4,352	4.7%	95
Stayed 1+ nights at hotel/motel in last 12 months	39,866	43.5%	107

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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November 08, 2013

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## Sports and Leisure Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Demographic Summary		2012	2017
Population		112,964	118,203
Population 18+		91,720	95,830
Households		44,388	46,691
Median Household Income		\$46,831	\$57,305
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	10,928	11.9%	120
Participated in archery	3,611	3.9%	151
Participated in backpacking/hiking	11,352	12.4%	131
Participated in baseball	6,321	6.9%	132
Participated in basketball	12,129	13.2%	141
Participated in bicycling (mountain)	4,184	4.6%	123
Participated in bicycling (road)	11,487	12.5%	129
Participated in boating (power)	7,166	7.8%	127
Participated in bowling	13,812	15.1%	129
Participated in canoeing/kayaking	5,780	6.3%	133
Participated in downhill skiing	3,022	3.3%	112
Participated in fishing (fresh water)	14,910	16.3%	126
Participated in fishing (salt water)	4,469	4.9%	107
Participated in football	8,857	9.7%	155
Participated in Frisbee	7,357	8.0%	147
Participated in golf	11,001	12.0%	116
Play golf < once a month	4,870	5.3%	134
Play golf 1+ times a month	5,227	5.7%	107
Participated in horseback riding	3,856	4.2%	138
Participated in hunting with rifle	5,369	5.9%	123
Participated in hunting with shotgun	5,768	6.3%	150
Participated in ice skating	3,185	3.5%	120
Participated in jogging/running	12,010	13.1%	123
Participated in martial arts	2,469	2.7%	191
Participated in motorcycling	3,578	3.9%	107
Participated in Pilates	3,862	4.2%	127
Participated in roller skating	1,876	2.0%	98
Participated in snowboarding	3,712	4.0%	209
Participated in soccer	5,712	6.2%	144
Participated in softball	4,722	5.1%	131
Participated in swimming	19,996	21.8%	112
Participated in target shooting	4,175	4.6%	119
Participated in tennis	5,028	5.5%	128
Participated in volleyball	4,109	4.5%	128
Participated in walking for exercise	27,118	29.6%	99
Participated in weight lifting	13,222	14.4%	122
Participated in yoga	5,776	6.3%	108
Spent on high end sports/recreation equipment/12 mo: <\$250	5,683	6.2%	140
Spent on high end sports/recreation equipment/12 mo: \$250+	4,199	4.6%	118
Attend sports event: auto racing (NASCAR)	8,241	9.0%	123
Attend sports event: auto racing (not NASCAR)	6,777	7.4%	117
Attend sports event: baseball game	15,286	16.7%	113

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November 08, 2013

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## Sports and Leisure Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	10,828	11.8%	148
Attend sports event: basketball game (pro)	9,331	10.2%	119
Attend sports event: football game (college)	15,191	16.6%	160
Attend sports event: football-Monday night game (pro)	7,130	7.8%	127
Attend sports event: football-weekend game (pro)	9,724	10.6%	117
Attend sports event: golf tournament	6,347	6.9%	125
Attend sports event: ice hockey game	7,207	7.9%	119
Attend sports event: soccer game	7,380	8.0%	130
Attend sports event: tennis match	5,197	5.7%	115
Attended adult education course in last 12 months	6,399	7.0%	105
Attended auto show in last 12 months	6,690	7.3%	89
Went to bar/night club in last 12 months	23,434	25.5%	134
Went to beach in last 12 months	23,055	25.1%	102
Attended dance performance in last 12 months	5,065	5.5%	123
Danced/went dancing in last 12 months	11,693	12.7%	134
Dined out in last 12 months	48,665	53.1%	108
Dine out < once a month	4,711	5.1%	110
Dine out once a month	6,338	6.9%	112
Dine out 2-3 times a month	10,900	11.9%	103
Dine out once a week	11,589	12.6%	109
Dine out 2+ times per week	10,148	11.1%	112
Gambled at casino in last 12 months	14,833	16.2%	101
Gambled at casino 6+ times in last 12 months	2,290	2.5%	92
Gambled in Atlantic City in last 12 months	1,742	1.9%	75
Gambled in Las Vegas in last 12 months	3,937	4.3%	89
Attended horse races in last 12 months	2,425	2.6%	88
Attended movies in last 6 months	59,130	64.5%	109
Attended movies in last 90 days: < once a month	33,686	36.7%	114
Attended movies in last 90 days: once a month	10,427	11.4%	110
Attended movies in last 90 days: 2-3 times a month	7,451	8.1%	120
Attended movies in last 90 days: once/week or more	1,920	2.1%	82
Prefer to see movie after second week of release	21,990	24.0%	101
Went to museum in last 12 months	13,583	14.8%	115
Attended music performance in last 12 months	28,573	31.2%	131
Attended country music performance in last 12 mo	6,700	7.3%	145
Attended rock music performance in last 12 months	14,422	15.7%	143
Attended classical music/opera performance/12 mo	5,541	6.0%	130
Went to live theater in last 12 months	13,191	14.4%	109
Visited a theme park in last 12 months	20,342	22.2%	103
Visited Disney World (FL)/12 mo: Magic Kingdom	2,739	3.0%	88
Visited any Sea World in last 12 months	2,725	3.0%	86
Visited any Six Flags in last 12 months	5,881	6.4%	110
Went to zoo in last 12 months	14,326	15.6%	122
Played backgammon in last 12 months	2,733	3.0%	148
Participated in book club in last 12 months	3,200	3.5%	110
Played billiards/pool in last 12 months	12,123	13.2%	137
Played bingo in last 12 months	4,100	4.5%	106
Did birdwatching in last 12 months	6,339	6.9%	112
Played board game in last 12 months	19,678	21.5%	131

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November 08, 2013

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## Sports and Leisure Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
Geography: County

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	23,363	25.5%	122
Played chess in last 12 months	4,997	5.4%	148
Cooked for fun in last 12 months	22,710	24.8%	119
Did crossword puzzle in last 12 months	14,091	15.4%	106
Participated in fantasy sports league last 12 mo	4,846	5.3%	162
Flew a kite in last 12 months	3,604	3.9%	139
Did furniture refinishing in last 12 months	3,345	3.6%	113
Did indoor gardening/plant care in last 12 months	8,773	9.6%	95
Participated in karaoke in last 12 months	4,976	5.4%	122
Bought lottery ticket in last 12 months	29,748	32.4%	94
Bought lottery ticket in last 12 mo: Daily Drawing	3,393	3.7%	77
Bought lottery ticket in last 12 mo: Instant Game	15,417	16.8%	107
Bought lottery ticket in last 12 mo: Lotto Drawing	17,347	18.9%	89
Played lottery: <3 times in last 30 days	14,487	15.8%	100
Played lottery: 3-7 times in last 30 days	8,041	8.8%	92
Played lottery: 8+ times in last 30 days	7,841	8.5%	93
Played musical instrument in last 12 months	9,836	10.7%	135
Did painting/drawing in last 12 months	9,268	10.1%	153
Did photography in last 12 months	13,801	15.0%	119
Read book in last 12 months	41,760	45.5%	112
Participated in trivia games in last 12 months	7,248	7.9%	131
Played video game in last 12 months	16,520	18.0%	135
Did woodworking in last 12 months	4,375	4.8%	102
Participated in word games in last 12 months	10,401	11.3%	119
Member of AARP	12,064	13.2%	86
Member of business club	2,355	2.6%	102
Member of charitable organization	6,324	6.9%	108
Member of church board	4,270	4.7%	109
Member of fraternal order	3,828	4.2%	119
Member of religious club	6,470	7.1%	111
Member of union	3,742	4.1%	78
Member of veterans club	3,211	3.5%	105
Bought any children`s toy/game in last 12 months	28,775	31.4%	91
Spent on toys/games in last 12 months: <\$50	5,753	6.3%	103
Spent on toys/games in last 12 months: \$50-99	1,995	2.2%	79
Spent on toys/games in last 12 months: \$100-199	6,528	7.1%	99
Spent on toys/games in last 12 months: \$200-499	9,243	10.1%	93
Spent on toys/games in last 12 months: \$500+	4,480	4.9%	85
Bought infant toy in last 12 months	7,167	7.8%	94
Bought pre-school toy in last 12 months	6,762	7.4%	91
Spent on toys/games (for child <6)/12 mo: <\$100	9,267	10.1%	91
Spent on toys/games (for child <6)/12 mo: \$100-199	5,842	6.4%	95
Spent on toys/games (for child <6)/12 mo: \$200+	6,187	6.7%	88
Bought for child in last 12 mo: boy action figure	7,667	8.4%	104
Bought for child in last 12 mo: girl action figure	3,173	3.5%	112
Bought for child in last 12 mo: bicycle	6,826	7.4%	109
Bought for child in last 12 mo: board game	10,054	11.0%	93

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November 08, 2013

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## Sports and Leisure Market Potential

Douglas County, KS  
Douglas County, KS (20045)  
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	3,386	3.7%	110
Bought for child in last 12 mo: car	9,036	9.9%	107
Bought for child in last 12 mo: construction toy	4,588	5.0%	102
Bought for child in last 12 mo: large/baby doll	5,218	5.7%	87
Bought for child in last 12 mo: fashion doll	4,482	4.9%	96
Bought for child in last 12 mo: plush doll/animal	7,931	8.6%	103
Bought for child in last 12 mo: doll accessories	3,705	4.0%	101
Bought for child in last 12 mo: doll clothing	4,182	4.6%	111
Bought for child in last 12 mo: educational toy	12,511	13.6%	100
Bought for child in last 12 mo: electronic game	7,965	8.7%	93
Bought for child in last 12 mo: mechanical toy	3,277	3.6%	90
Bought for child in last 12 mo: model kit/set	2,788	3.0%	118
Bought for child in last 12 mo: sound game	2,857	3.1%	111
Bought for child in last 12 mo: water toy	9,053	9.9%	104
Bought for child in last 12 mo: word game	3,725	4.1%	105
Bought book in last 12 months	50,381	54.9%	109
Bought 1-3 books in last 12 months	20,141	22.0%	112
Bought 4-9 books in last 12 months	15,994	17.4%	112
Bought 10+ books in last 12 months	14,243	15.5%	103
Bought paperback book in last 12 months	39,225	42.8%	113
Bought <3 paperback books in last 12 months	13,975	15.2%	118
Bought 3-6 paperback books in last 12 months	14,415	15.7%	119
Bought 7+ paperback books in last 12 months	11,437	12.5%	106
Bought hardcover book in last 12 months	28,631	31.2%	112
Bought <3 hardcover books in last 12 months	12,736	13.9%	113
Bought 3-5 hardcover books in last 12 months	8,824	9.6%	120
Bought 6+ hardcover books in last 12 months	7,511	8.2%	104
Bought book (fiction) in last 12 months	29,167	31.8%	113
Bought book (non-fiction) in last 12 months	24,989	27.2%	107
Bought biography in last 12 months	7,111	7.8%	106
Bought children's book in last 12 months	10,406	11.3%	89
Bought cookbook in last 12 months	10,616	11.6%	106
Bought desk dictionary in last 12 months	2,153	2.3%	114
Bought history book in last 12 months	8,778	9.6%	126
Bought mystery book in last 12 months	11,582	12.6%	112
Bought personal/business self-help book last 12 mo	6,597	7.2%	99
Bought religious book (not bible) last 12 months	6,749	7.4%	97
Bought romance book in last 12 months	5,273	5.7%	89
Bought science fiction book in last 12 months	5,104	5.6%	122
Bought book through book club in last 12 months	3,378	3.7%	86
Bought book at book store in last 12 months	35,082	38.2%	114
Bought book at Barnes & Noble in last 12 months	20,675	22.5%	114
Bought book at Borders in last 12 months	10,799	11.8%	105
Bought book at convenience store in last 12 months	2,318	2.5%	113
Bought book at department store in last 12 months	7,181	7.8%	104
Bought book at drug store in last 12 months	1,848	2.0%	89
Bought book through Internet in last 12 mo	11,107	12.1%	118
Bought book through mail order in last 12 months	2,413	2.6%	78
Bought book at supermarket in last 12 months	4,678	5.1%	98
Bought book at warehouse store in last 12 months	4,880	5.3%	91

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November 08, 2013

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## Appendix B: Patents by Class

Lawrence MSA: Local Patenting Activity by Class														
Class*	Class Title	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total
424	Drug, Bio-Affecting and Body Treating Compositions (includes Class 514)	5	1	2	1	0	2	1	2	1	7	8	2	32
532	Organic Compounds (includes Classes 532-570)	2	1	5	1	1	2	1	2	1	1	2	2	21
128	Surgery (includes Class 600)	0	0	1	0	0	0	1	3	0	1	0	2	8
702	DP: Measuring, Calibrating, or Testing (Data Processing)	0	0	0	1	1	1	1	1	1	1	0	1	8
56	Harvesters	2	1	2	1	0	1	0	0	0	0	0	0	7
701	DP: Vehicles, Navigation, and Relative Location (Data Processing)	0	0	0	0	1	2	2	0	1	0	0	1	7
160	Flexible or Portable Closure, Partition, or Panel	2	0	0	2	0	1	0	1	0	0	0	0	6
174	Electricity: Conductors and Insulators	1	1	2	1	0	0	0	0	0	0	0	1	6
370	Multiplex Communications	1	0	0	0	1	0	0	0	0	0	2	1	5
428	Stock Material or Miscellaneous Articles	1	0	0	1	1	0	0	0	0	0	1	1	5
340	Communications: Electrical	0	1	1	0	0	0	0	0	0	0	2	0	4
379	Telephonic Communications	0	0	0	0	0	0	0	0	1	0	1	2	4
429	Chemistry: Electrical Current Producing Apparatus, Product, and Process	0	0	0	1	0	1	0	0	0	0	0	2	4
510	Cleaning Compositions for Solid Surfaces, Auxiliary Compositions Therefor, or Processes of Preparing the Compositions	0	1	1	1	0	0	1	0	0	0	0	0	4
607	Surgery: Light, Thermal, and Electrical Application	0	0	0	0	0	0	1	1	0	0	1	1	4
101	Printing	0	1	0	0	0	1	1	0	0	0	0	0	3
297	Chairs and Seats	2	0	1	0	0	0	0	0	0	0	0	0	3

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Lawrence MSA: Patenting Activity by Class														
Class*	Class Title	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total
310	Electrical Generator or Motor Structure	2	0	0	0	0	0	0	0	0	0	0	1	3
343	Communications: Radio Wave Antennas	0	0	0	0	1	0	0	0	0	2	0	0	3
356	Optics: Measuring and Testing	0	0	1	0	1	0	0	0	0	0	1	0	3
382	Image Analysis	0	1	0	0	0	0	1	1	0	0	0	0	3
708	Arithmetic Processing and Calculating (Electrical Computers)	0	0	0	0	0	0	1	0	1	1	0	0	3
15	Brushing, Scrubbing, and General Cleaning	0	0	0	0	0	0	1	0	1	0	0	0	2
36	Boots, Shoes, and Leggings	1	0	1	0	0	0	0	0	0	0	0	0	2
73	Measuring and Testing	0	0	0	0	0	0	0	0	0	1	0	1	2
206	Special Receptacle or Package	0	0	0	0	0	1	0	0	0	0	0	1	2
210	Liquid Purification or Separation	2	0	0	0	0	0	0	0	0	0	0	0	2
219	Electric Heating	0	0	0	0	0	0	0	2	0	0	0	0	2
244	Aeronautics and Astronautics	0	0	0	0	0	0	1	0	0	0	0	1	2
248	Supports (e.g., for holding articles, etc.)	0	0	1	0	0	0	0	1	0	0	0	0	2
264	Plastic and Nonmetallic Article Shaping or Treating: Processes	0	0	0	0	0	1	0	1	0	0	0	0	2
280	Land Vehicles	0	0	0	0	0	0	0	0	1	0	1	0	2
324	Electricity: Measuring and Testing	0	0	0	0	0	1	0	0	0	1	0	0	2
359	Optical: Systems and Elements	0	0	0	1	0	0	0	0	0	1	0	0	2
434	Education and Demonstration	0	0	0	0	1	1	0	0	0	0	0	0	2
455	Telecommunications	0	0	0	0	0	0	0	0	1	1	0	0	2
505	Superconductor Technology: Apparatus, Material, Process	0	0	1	0	0	0	0	0	0	0	0	1	2
520	Synthetic Resins or Natural Rubbers (includes Classes 520-528)	0	0	2	0	0	0	0	0	0	0	0	0	2
700	DP: Generic Control Systems or Specific Applications (Data Processing)	0	0	0	1	1	0	0	0	0	0	0	0	2

-Continued-

## Appendix B: Patents by Class

Lawrence MSA: Local Patenting Activity by Class														
Class*	Class Title	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total
703	DP: Structural Design, Modeling, Simulation, and Emulation (Data Processing)	0	0	0	0	0	0	0	1	0	0	1	0	2
705	DP: Financial, Business Practice, Management, or Cost/Price Determination (Data Processing)	0	0	0	0	0	0	0	0	0	0	1	1	2
709	Multicomputer Data Transferring (Electrical Computers and Digital Processing Systems)	0	0	0	0	0	0	0	1	0	0	0	1	2
30	Cutlery	0	0	1	0	0	0	0	0	0	0	0	0	1
40	Card, Picture, or Sign Exhibiting	0	0	0	0	0	0	0	0	1	0	0	0	1
42	Firearms	0	0	0	0	0	0	0	0	0	0	0	1	1
44	Fuel and Related Compositions	1	0	0	0	0	0	0	0	0	0	0	0	1
62	Refrigeration	0	0	1	0	0	0	0	0	0	0	0	0	1
70	Locks	0	0	0	1	0	0	0	0	0	0	0	0	1
81	Tools	0	0	0	0	0	0	0	0	0	1	0	0	1
91	Motors: Expansible Chamber Type	0	0	0	1	0	0	0	0	0	0	0	0	1
106	Compositions: Coating or Plastic	0	0	1	0	0	0	0	0	0	0	0	0	1
117	Single-Crystal, Oriented-Crystal, and Epitaxy Growth Processes; Non-Coating Apparatus Therefor	0	0	0	0	0	0	1	0	0	0	0	0	1
141	Fluent Material Handling, with Receiver or Receiver Coacting Means	0	0	0	0	0	0	0	1	0	0	0	0	1
152	Resilient Tires and Wheels	0	0	0	0	0	0	0	0	0	0	0	1	1
156	Adhesive Bonding and Miscellaneous Chemical Manufacture	0	0	0	0	0	0	1	0	0	0	0	0	1
166	Wells (shafts or deep borings in the earth, e.g., for oil and gas)	0	0	0	0	0	0	0	0	0	0	1	0	1
204	Chemistry: Electrical and Wave Energy	0	0	0	0	1	0	0	0	0	0	0	0	1

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## Appendix B: Patents by Class

Lawrence MSA: Local Patenting Activity by Class														
Class*	Class Title	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total
208	Mineral Oils: Processes and Products	0	0	0	0	0	0	1	0	0	0	0	0	1
221	Article Dispensing	0	0	1	0	0	0	0	0	0	0	0	0	1
229	Envelopes, Wrappers, and Paperboard Boxes	0	0	1	0	0	0	0	0	0	0	0	0	1
296	Land Vehicles: Bodies and Tops	0	0	1	0	0	0	0	0	0	0	0	0	1
301	Land Vehicles: Wheels and Axles	0	0	0	0	0	0	0	0	1	0	0	0	1
303	Fluid-Pressure and Analogous Brake Systems	1	0	0	0	0	0	0	0	0	0	0	0	1
342	Communications: Directive Radio Wave Systems and Devices (e.g., Radar, Radio Navigation)	0	1	0	0	0	0	0	0	0	0	0	0	1
345	Computer Graphics Processing and Selective Visual Display Systems	0	0	0	1	0	0	0	0	0	0	0	0	1
362	Illumination	0	0	0	0	0	0	0	0	0	1	0	0	1
368	Horology: Time Measuring Systems or Devices	0	0	0	0	0	0	1	0	0	0	0	0	1
375	Pulse or Digital Communications	0	0	0	0	0	0	0	0	0	0	1	0	1
396	Photography	0	0	1	0	0	0	0	0	0	0	0	0	1
398	Optical Communications	0	0	0	1	0	0	0	0	0	0	0	0	1
410	Freight Accommodation On Freight Carrier	0	1	0	0	0	0	0	0	0	0	0	0	1
414	Material or Article Handling	0	0	1	0	0	0	0	0	0	0	0	0	1
416	Fluid Reaction Surfaces (i.e., Impellers)	0	0	0	0	0	0	0	0	1	0	0	0	1
422	Chemical Apparatus and Process Disinfecting, Deodorizing, Preserving, or Sterilizing	0	0	0	0	0	0	0	0	0	1	0	0	1

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## Appendix B: Patents by Class

Lawrence MSA: Local Patenting Activity by Class														
Class*	Class Title	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total
426	Food or Edible Material: Processes, Compositions, and Products	0	0	0	0	0	0	0	0	1	0	0	0	1
433	Dentistry	1	0	0	0	0	0	0	0	0	0	0	0	1
463	Amusement Devices: Games	0	0	0	0	1	0	0	0	0	0	0	0	1
473	Games Using Tangible Projectile	0	0	1	0	0	0	0	0	0	0	0	0	1
530	Chemistry: Natural Resins or Derivatives; Peptides or Proteins; Lignins or Reaction Products Thereof	0	0	0	1	0	0	0	0	0	0	0	0	1
585	Chemistry of Hydrocarbon Compounds	0	0	0	0	0	1	0	0	0	0	0	0	1
602	Surgery: Splint, Brace, or Bandage	0	0	0	1	0	0	0	0	0	0	0	0	1
715	DP: Presentation Processing of Document, Operator Interface Processing, and Screen Saver Display Processing (Data Processing)	0	0	0	0	0	0	0	0	1	0	0	0	1
<b>Total</b>		<b>24</b>	<b>10</b>	<b>30</b>	<b>18</b>	<b>11</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>14</b>	<b>20</b>	<b>23</b>	<b>25</b>	<b>226</b>

Source: Department of Commerce, Patent and Trademark Office, Rank Ordered Listing of Technology Classes Receiving 3 or More Utility Patents During the Period

## Appendix C: Reports Review

The following existing reports were reviewed in preparing the Economic Profile Report in order to examine what related topics had been studied and to glean relevant data and information to include within the new report.

- *2012 Comprehensive Annual Financial Report (CAFR)*, (Fiscal Year Ending December 31, 2012), City of Lawrence, Kansas, Department of Finance
- *2012 Performance Audit: Financial Indicators*, City of Lawrence, Kansas, City Auditor, September 2012
- *Lawrence Kansas Labor Basin, Labor Availability Analysis – 2012*, Lawrence Chamber of Commerce
- *2012 Retail Market Report*, Planning & Development Services, City of Lawrence, Kansas
- *Assessment of the Technical Training Needs of the Lawrence Community*, Report to the USD 497 Administrative Task Force on Technical Education, University of Kansas, Policy Research Institute, May 6, 2005
- *High-Technology Business Directory for Lawrence, Kansas*, University of Kansas, Institute for Public Policy and Business Research, in cooperation with the City of Lawrence, Kansas, Douglas County, Kansas, and the Lawrence Chamber of Commerce. Report No. 160, March 1989
- *High-Technology Business in Lawrence, Kansas*, University of Kansas, Institute for Public Policy and Business Research, in cooperation with the City of Lawrence, Kansas, Douglas County, Kansas, and the Lawrence Chamber of Commerce. Report No. 113, November 1986
- *Economic Barometer Reports*, City of Lawrence, Kansas (Q4 2008, Q1-Q4 2009, Q1-Q3 2010, June 2011)
- *Appraisal Newsletter*, Douglas County, Kansas
- *2012 Kansas Statistical Abstract*, University of Kansas, Institute for Policy and Social Research, 47th Edition September 2013
- *City of Lawrence Performance Scorecard*, City of Lawrence, Kansas, updated 2012