

A man and a woman are standing in a library, looking at a table covered with colorful sticky notes. The man is wearing a light pink polo shirt and glasses, and the woman is wearing a dark floral dress. They are both looking down at the table. The background is filled with bookshelves containing many books. A large yellow frame is overlaid on the image, containing the title and subtitle text.

# Lawrence, KS Economic Overview

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

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

The EY logo, consisting of the letters 'EY' in a bold, white, sans-serif font, with a yellow diagonal line above the 'Y'.

Building a better  
working world

# Introduction

---

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

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

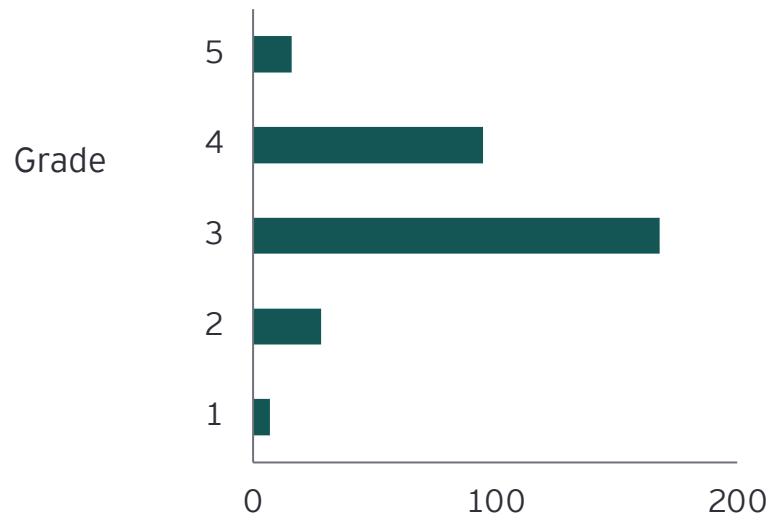
## Disclaimer

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

## How would you grade the health of Lawrence's economy pre-COVID-19?

---

Health

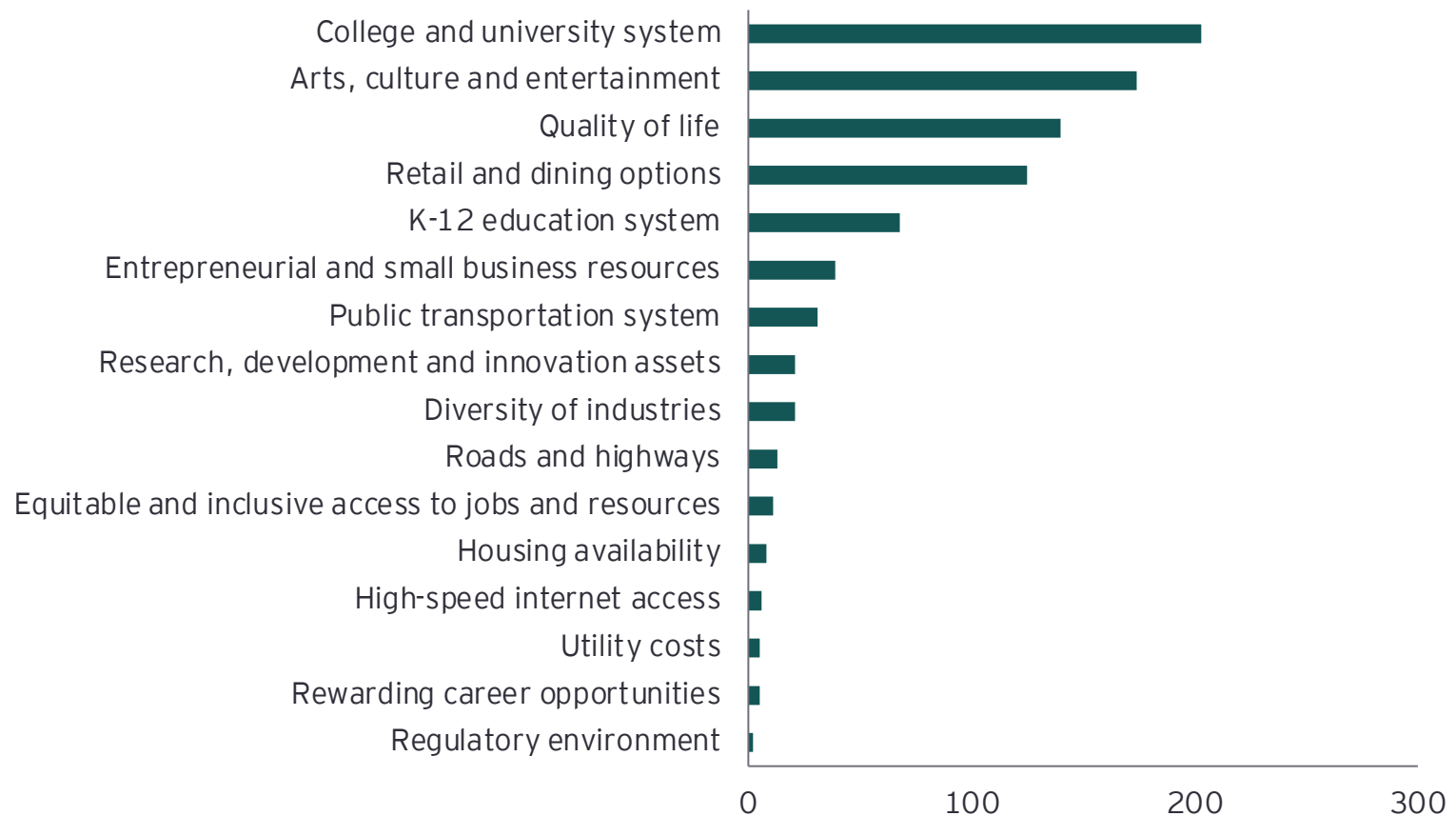


Rated on a sliding scale where  
1 = Poor and 5 = Excellent,  
the overall average was **3.3**

# What do you consider the strongest elements of Lawrence's economy?

---

## Strongest elements

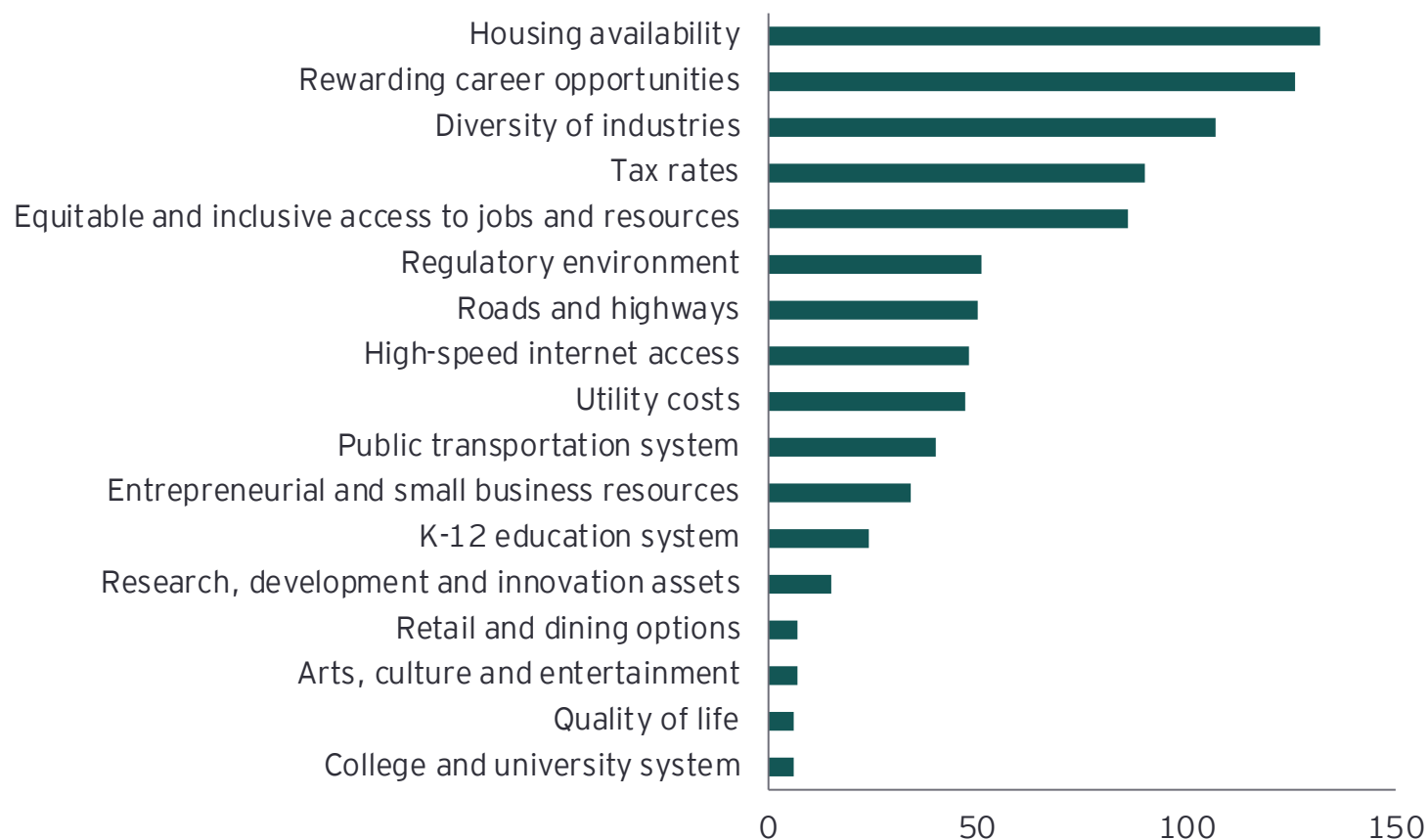




# What do you consider the weakest elements of Lawrence's economy?

---

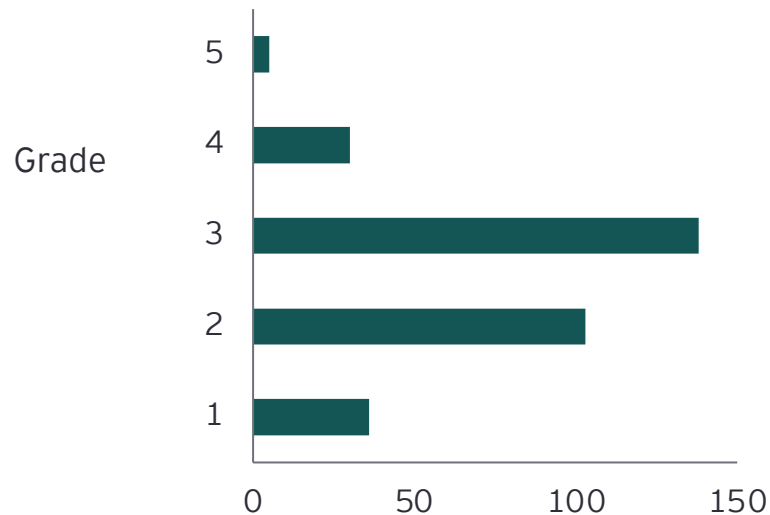
## Weakest elements



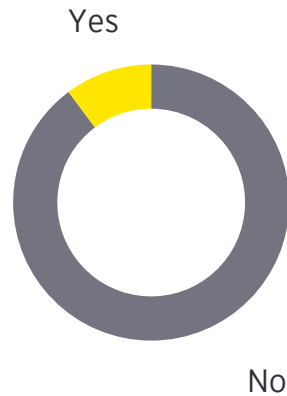
## Before COVID-19, how would you grade Lawrence as a place to find a good job?

---

Place to find a job



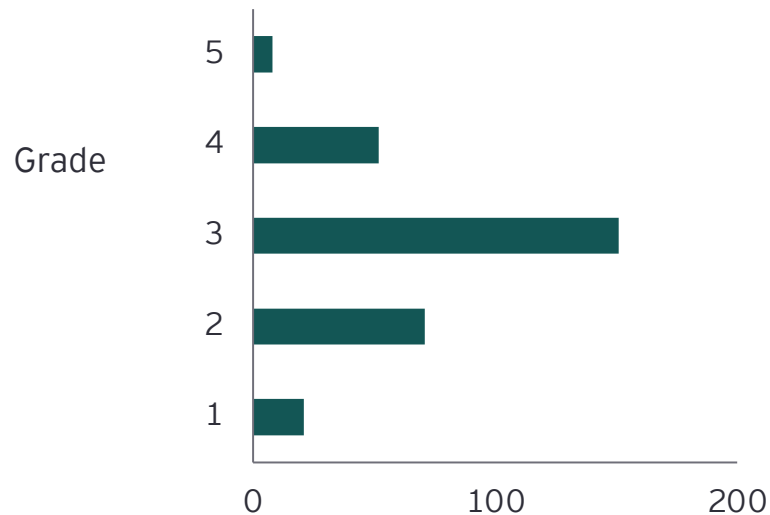
Rated on a sliding scale where  
1 = Poor and 5 = Excellent,  
the overall average was **2.6**



# How would you grade Lawrence as a place to open and operate a business?

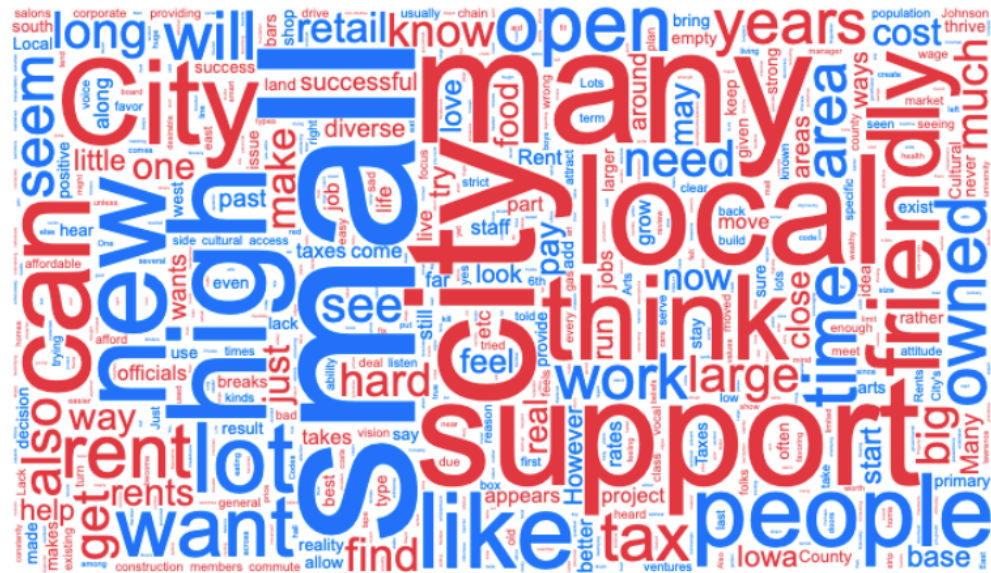
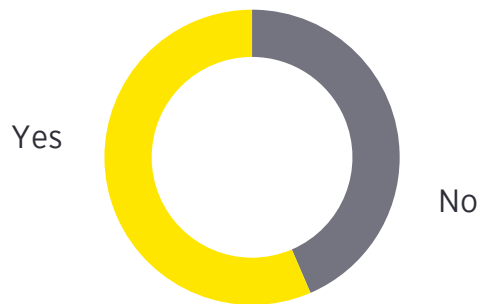
---

Place to do business



Rated on a sliding scale where  
1 = Poor and 5 = Excellent,  
the overall average was **2.9**





# Once we emerge from the COVID-19 pandemic, what should be Lawrence's top economic development priorities?

## Top priorities



What one word would you use to describe your ideal vision for Lawrence's future economy?

