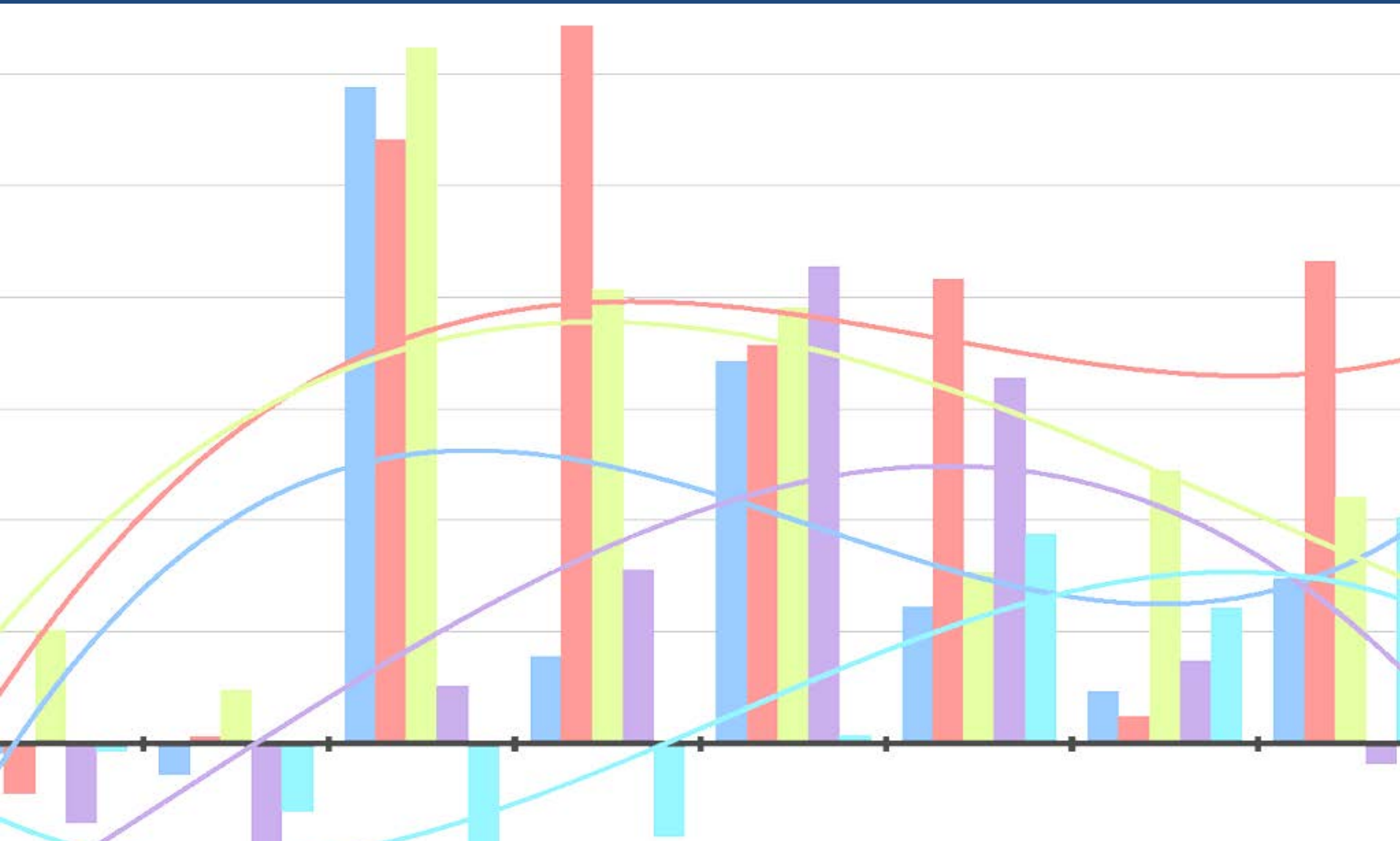


Demographics Update

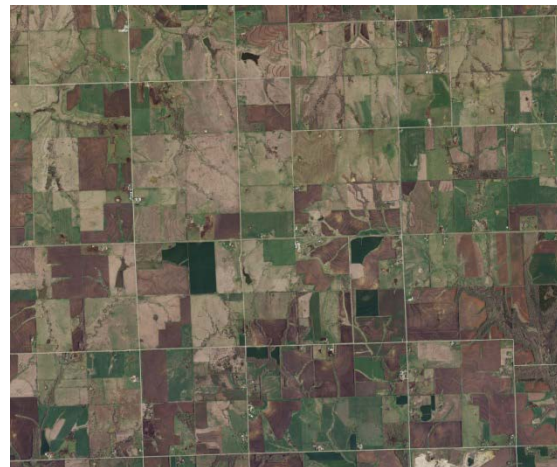


City of Lawrence
Douglas County
PLANNING & DEVELOPMENT SERVICES



Douglas County: 1990 to 2010

DOUGLAS COUNTY	1990	2000	2010
Total Population	81,798	99,962	110,826
Median Age	25.8	26.6	28.4
Age 65 +	8.1%	7.9%	8.9%
Labor Force	54.5%	58.5%	56.6%
Household Size	2.42	2.37	2.3
Owner-Occupied Housing	49.8%	49.6%	49.2%
School Age Children	20.5%	20.4%	19.1%



Source: U.S. Census Bureau

Douglas County: Since 2000

Total Population

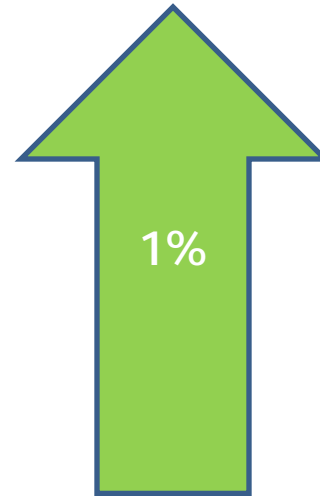


11%

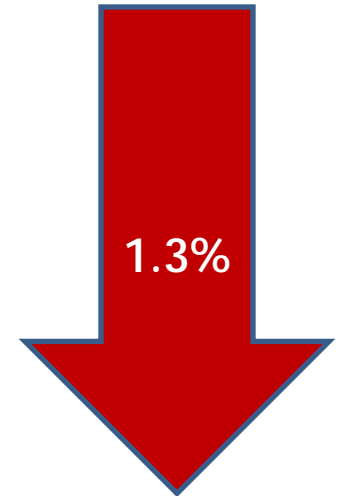
Median Age



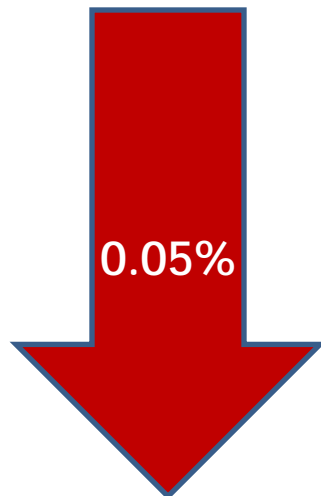
Population 65+



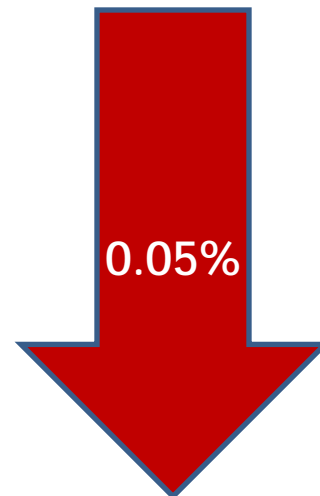
School Age
Population



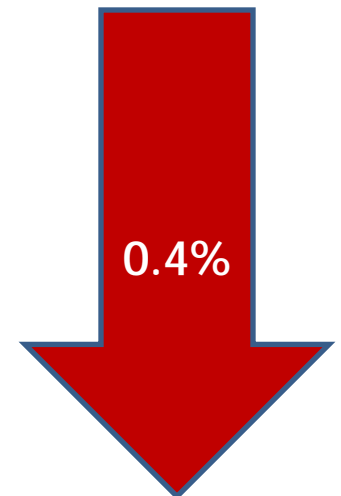
Labor Force



Household Size



Owner-Occupied
Housing



LAWRENCE	1990	2000	2010
Total Population	65,657	80,098	87,643
Median Age	24.8	25.3	26.0
Age 65 +	7.2%	7.2%	8.0%
Labor Force	53.2%	58.8%	58.4%
Household Size	2.16	2.30	2.28
Owner-Occupied Housing	46.3%	45.9%	46.7%
School Age Children	19.0%	18.6%	19.3%



Total Population



9%

Median Age



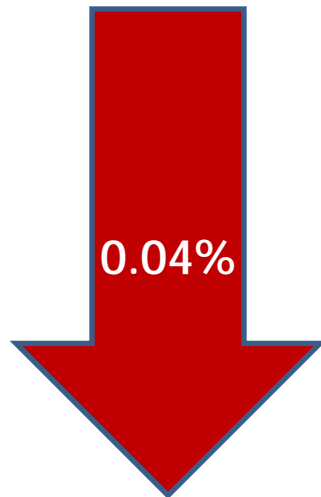
Population 65+



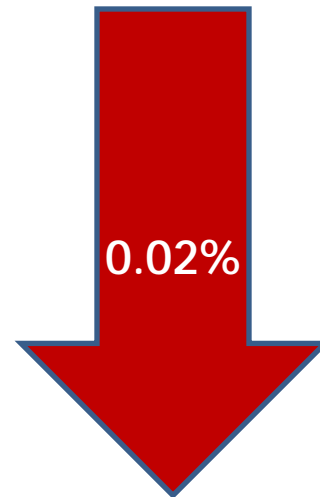
School Age
Population



Labor Force



Household Size



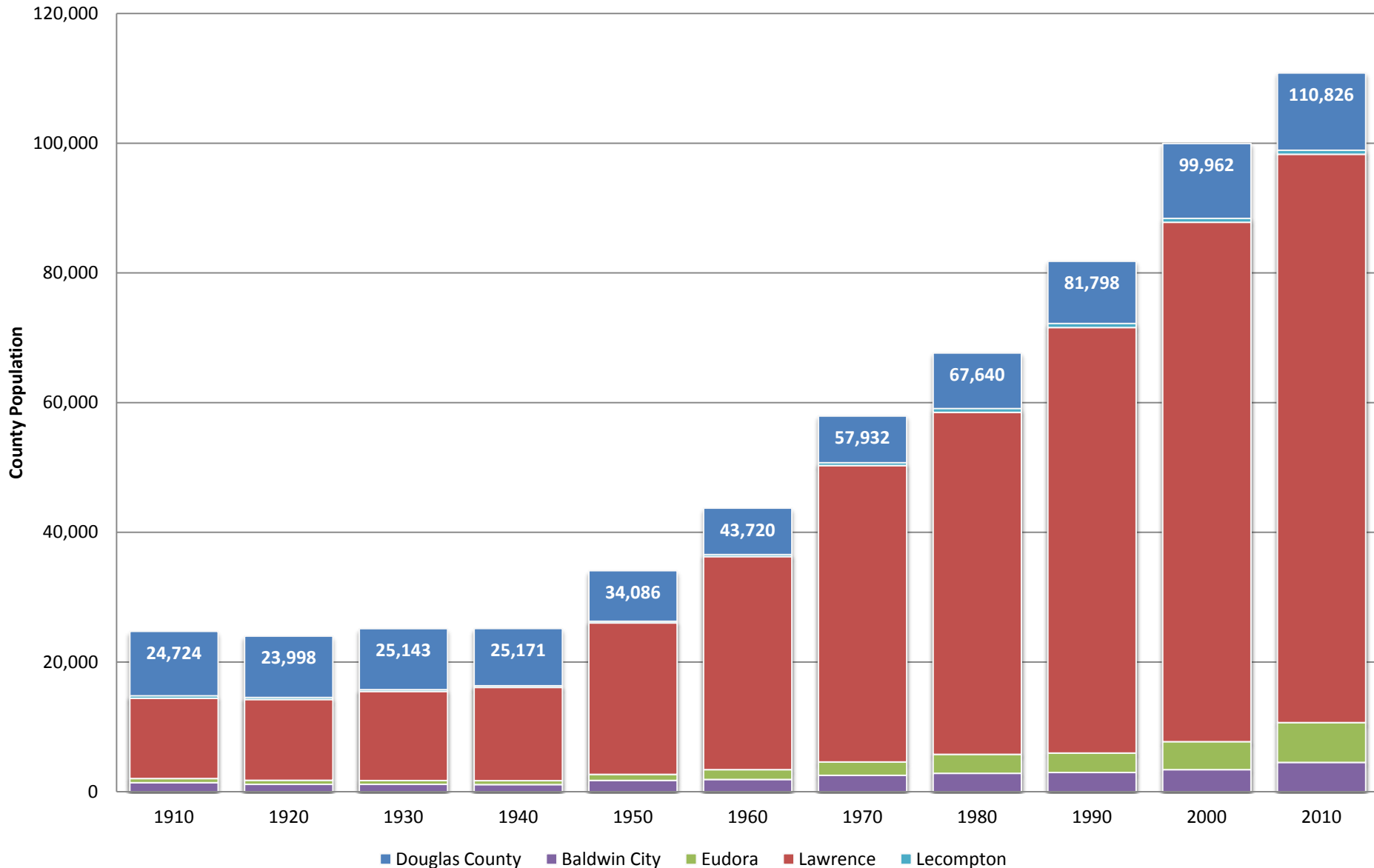
Owner-Occupied
Housing



Douglas County Population Share

Douglas County & Municipalities Decennial Census Populations

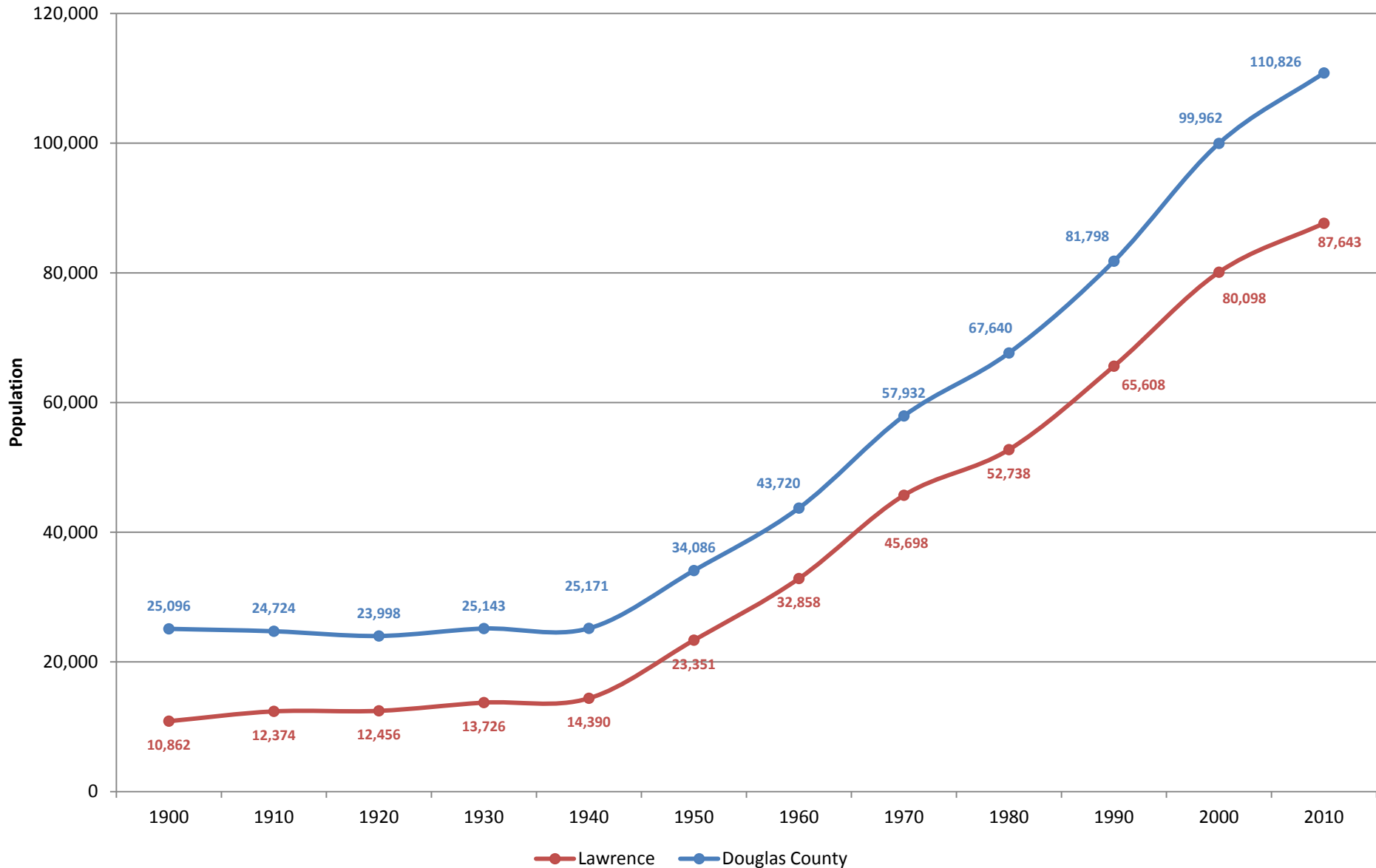
Source: The University of Kansas Institute for Policy & Social Research



Population Growth: Lawrence & Douglas Co.

Lawrence & Douglas Co. Decennial Census Populations

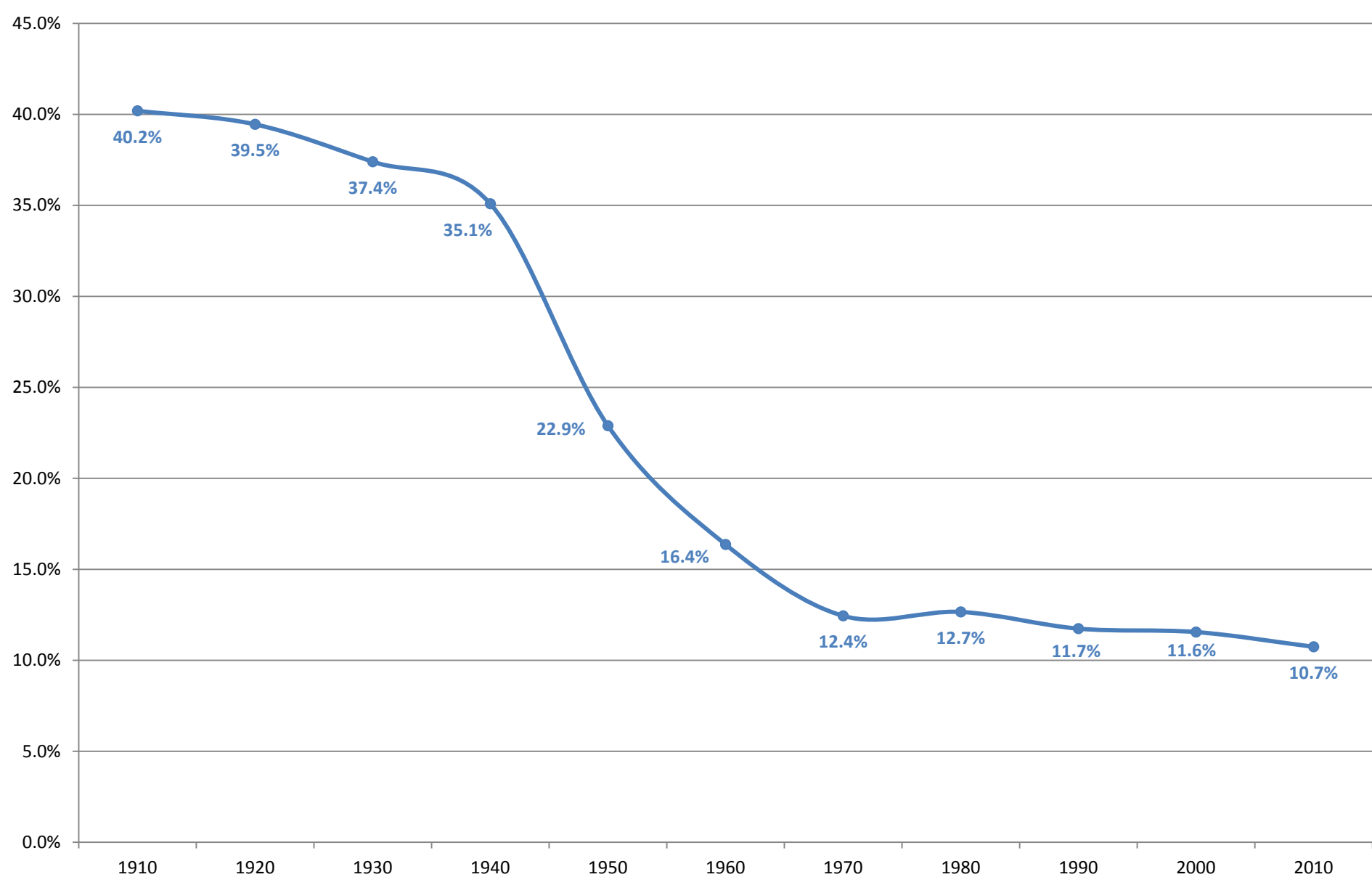
Source: The University of Kansas Institute for Policy & Social Research



Population : Unincorporated Douglas Co.

Unincorporated Douglas County Population as Percent of Total (Areas not within a Municipality)

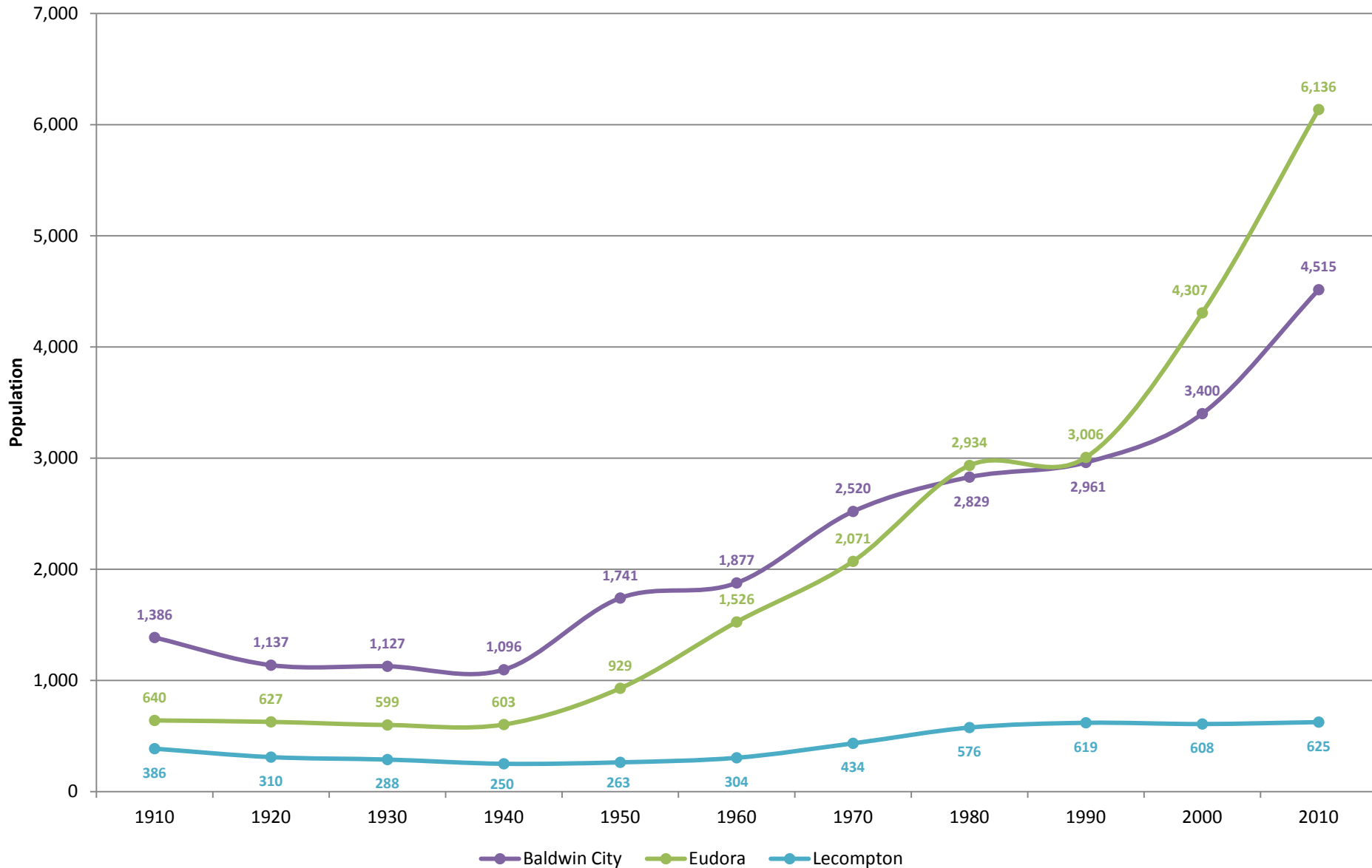
Source: The University of Kansas Institute for Policy & Social Research



Population Growth: Neighboring Cities

Smaller Municipalities in Douglas County Decennial Census Populations

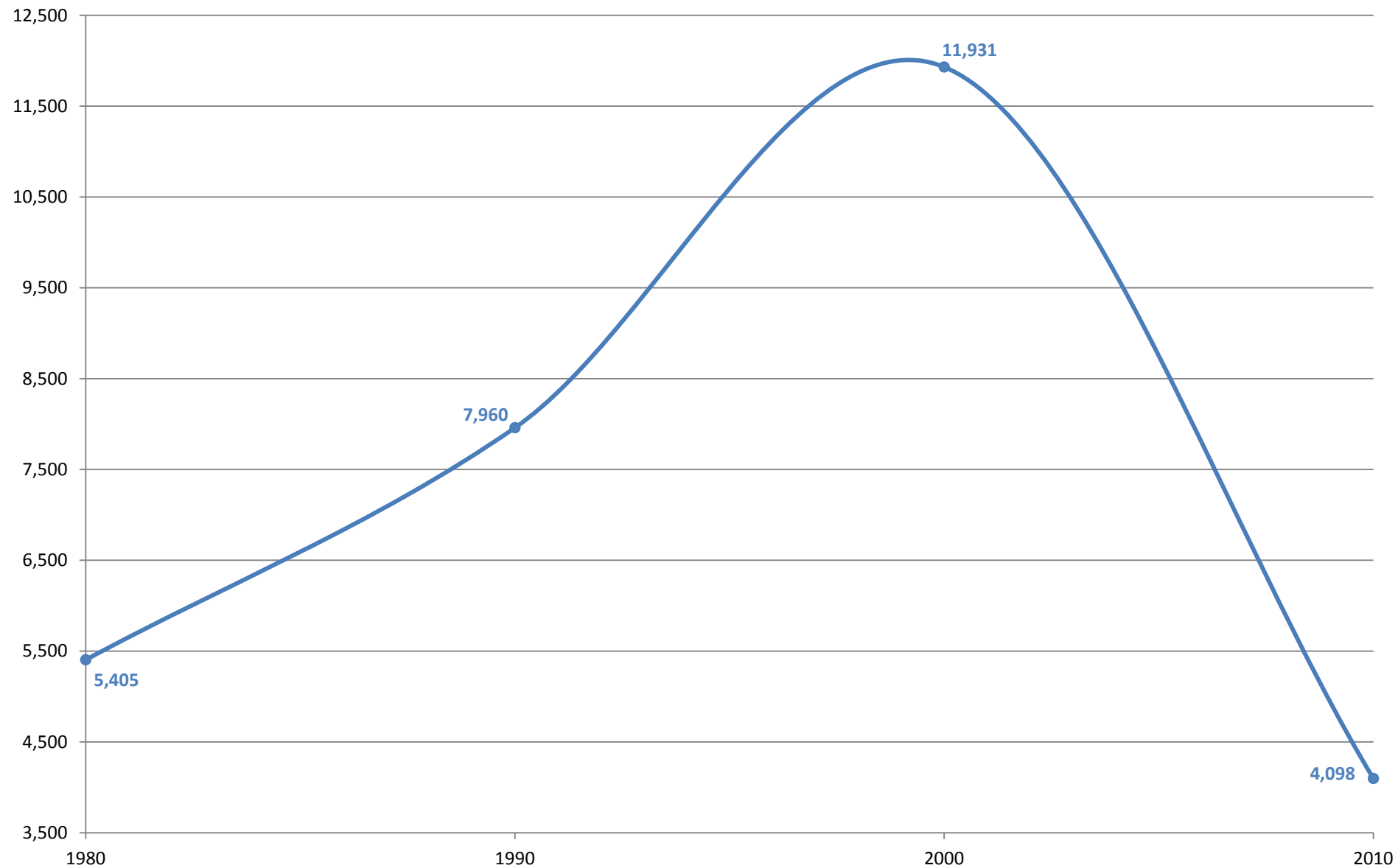
Source: The University of Kansas Institute for Policy & Social Research



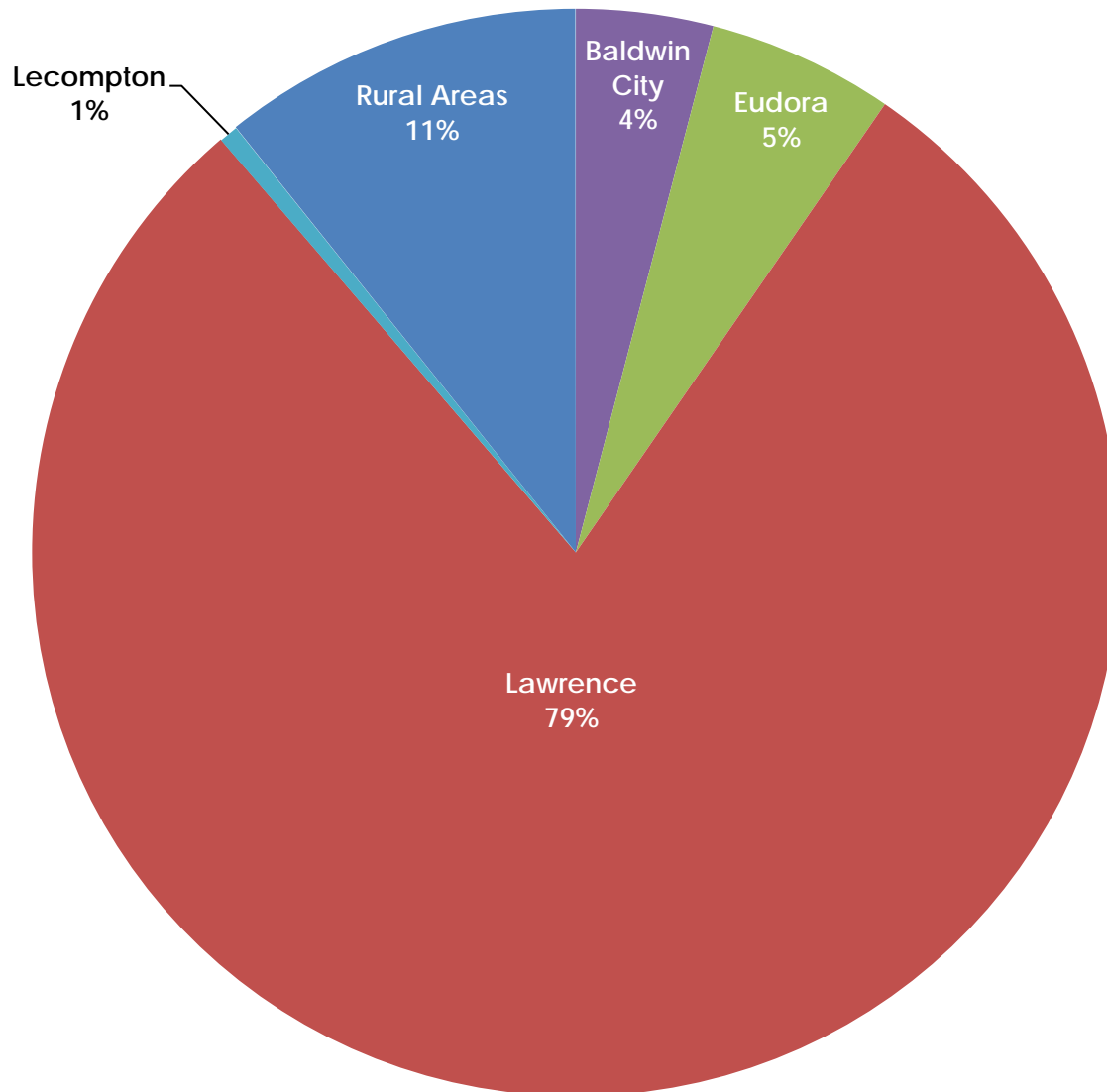
Population Growth: Net Migration

Douglas County Net Migration: Decade Ending...

(Source: U.S. Census Bureau)

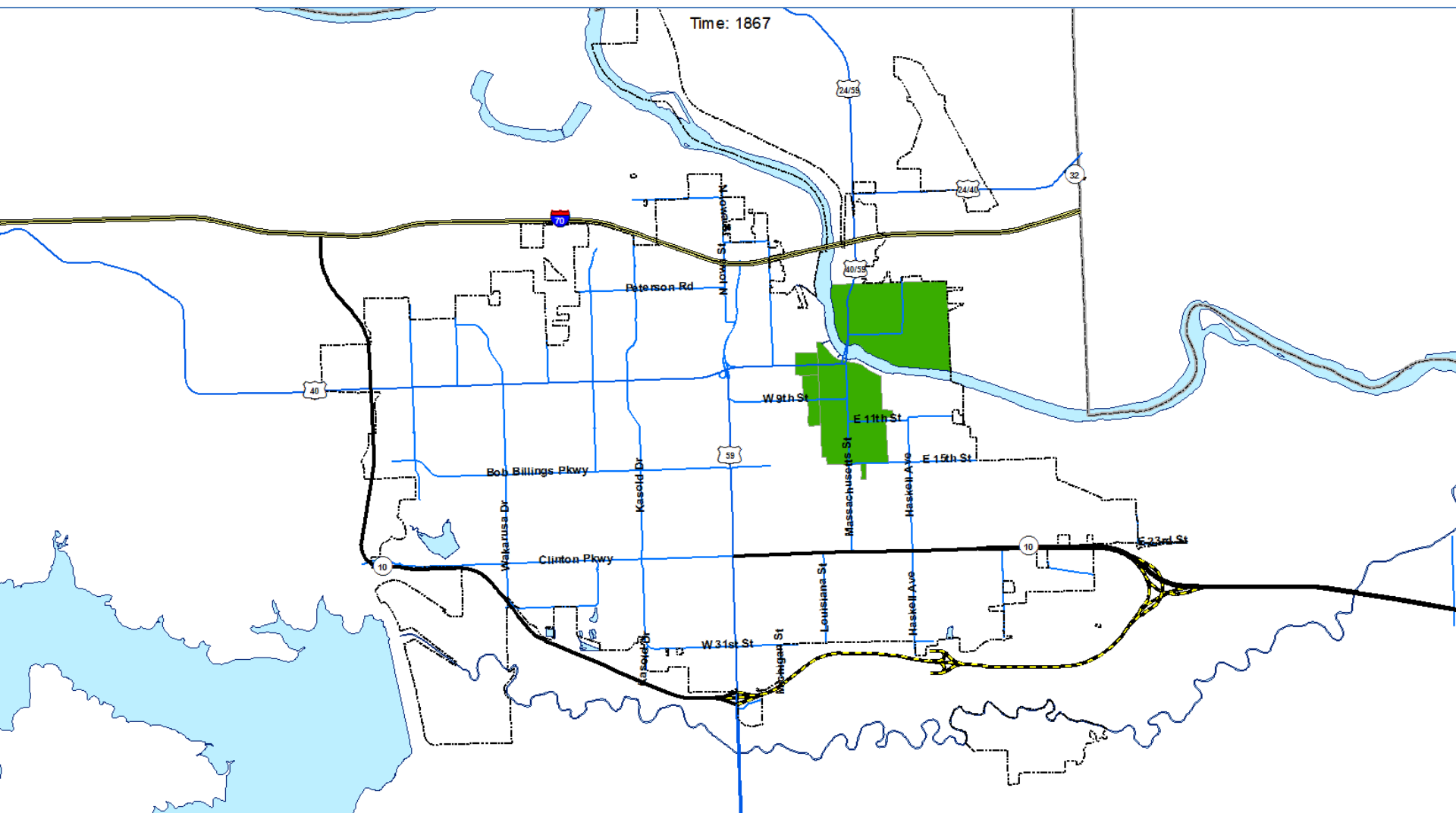


Census 2010: Douglas Co. Population Share

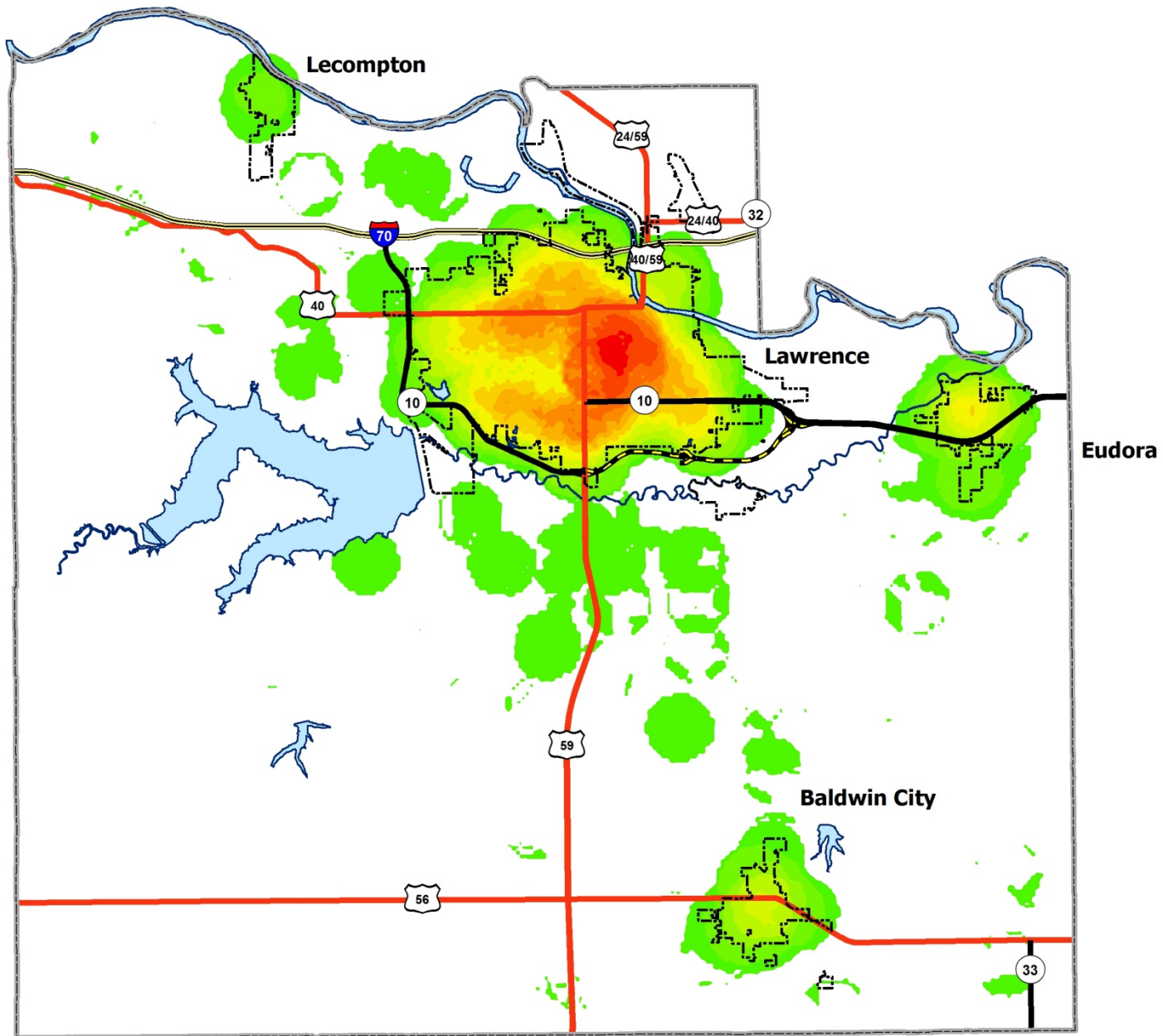


90% of Douglas Co. Population falls within *Horizon 2020*

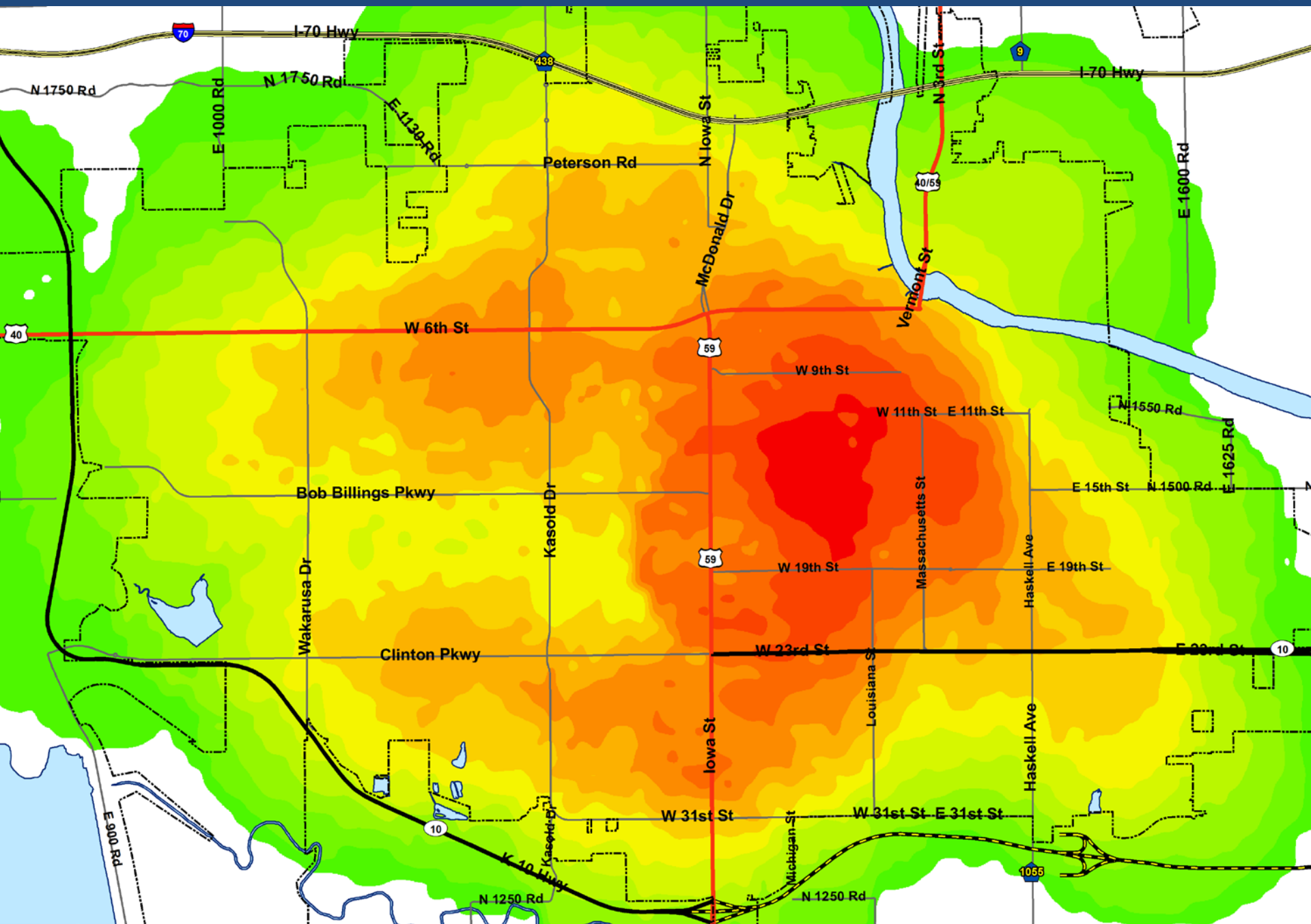
Lawrence's Growth



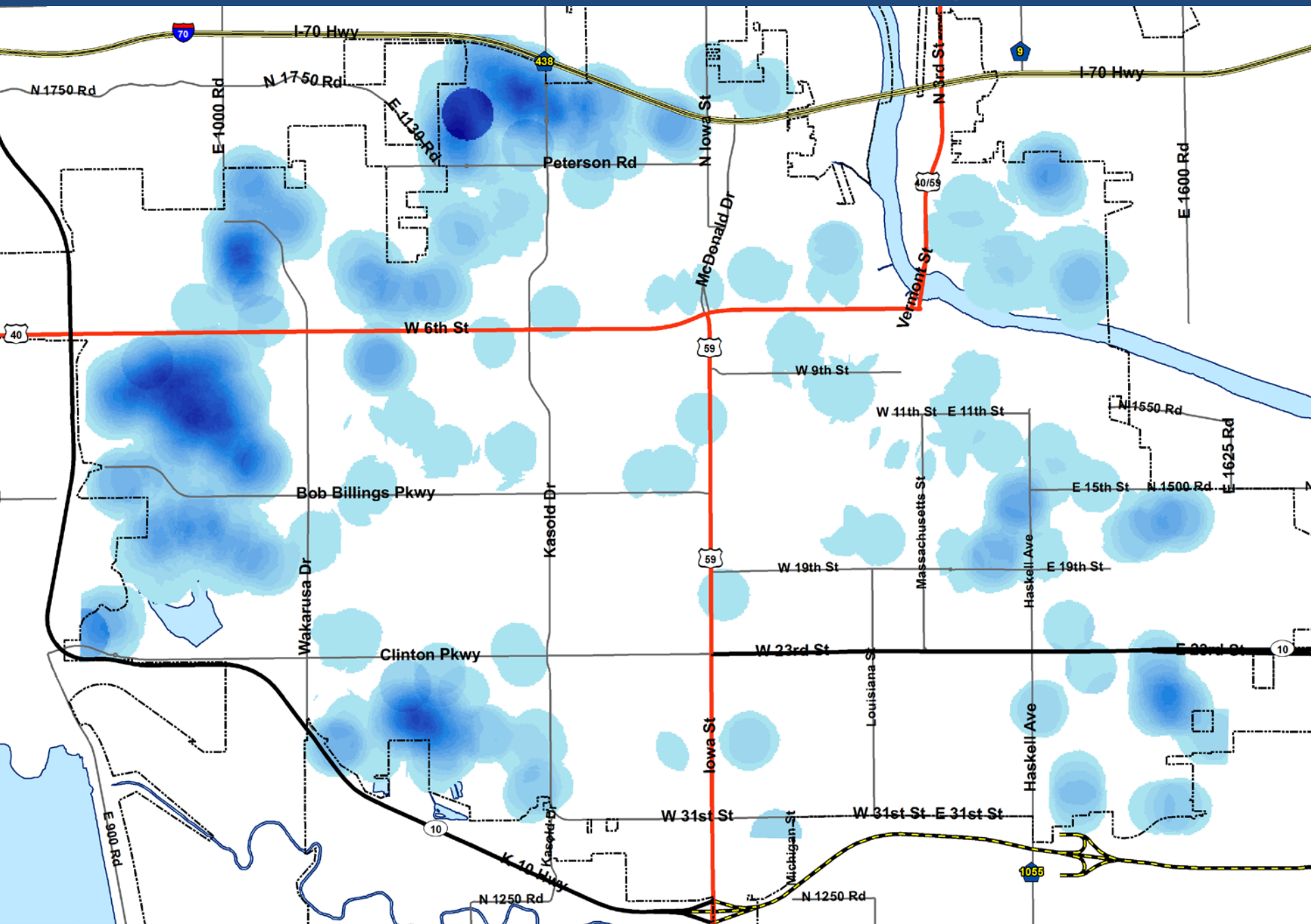
Douglas Co. Population Density



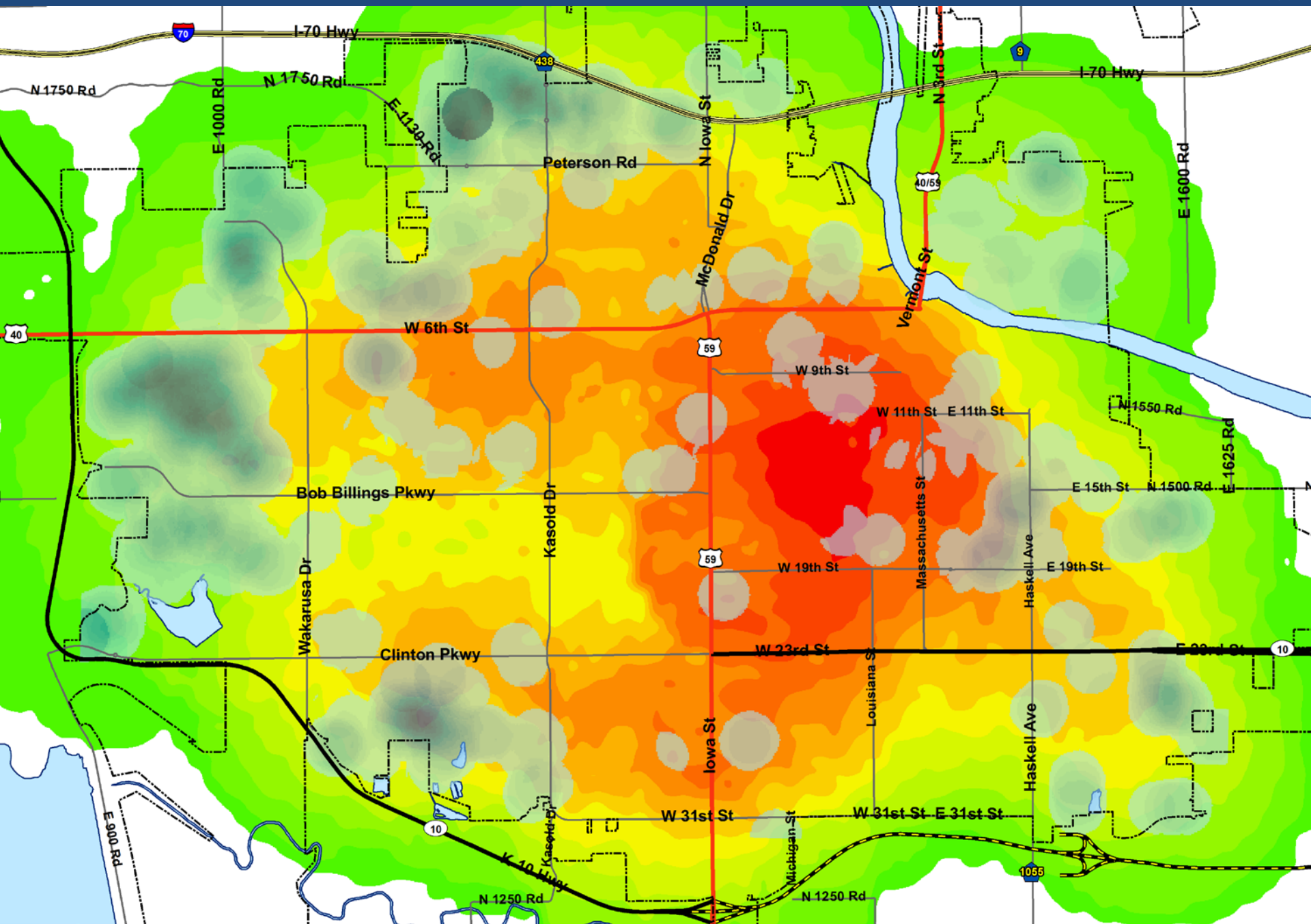
Lawrence Population Density



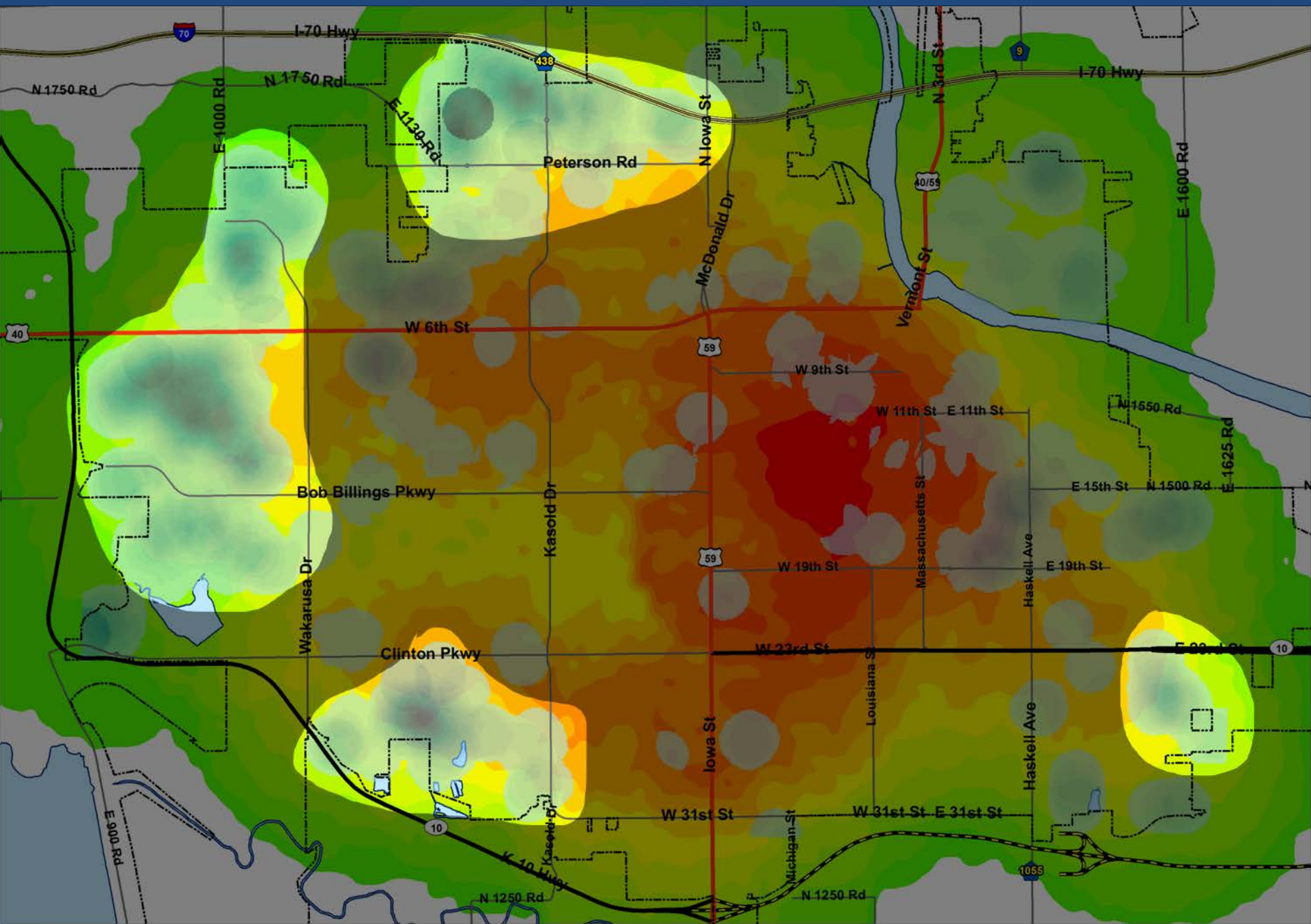
Lawrence Building Permit Intensity



Lawrence Population Density



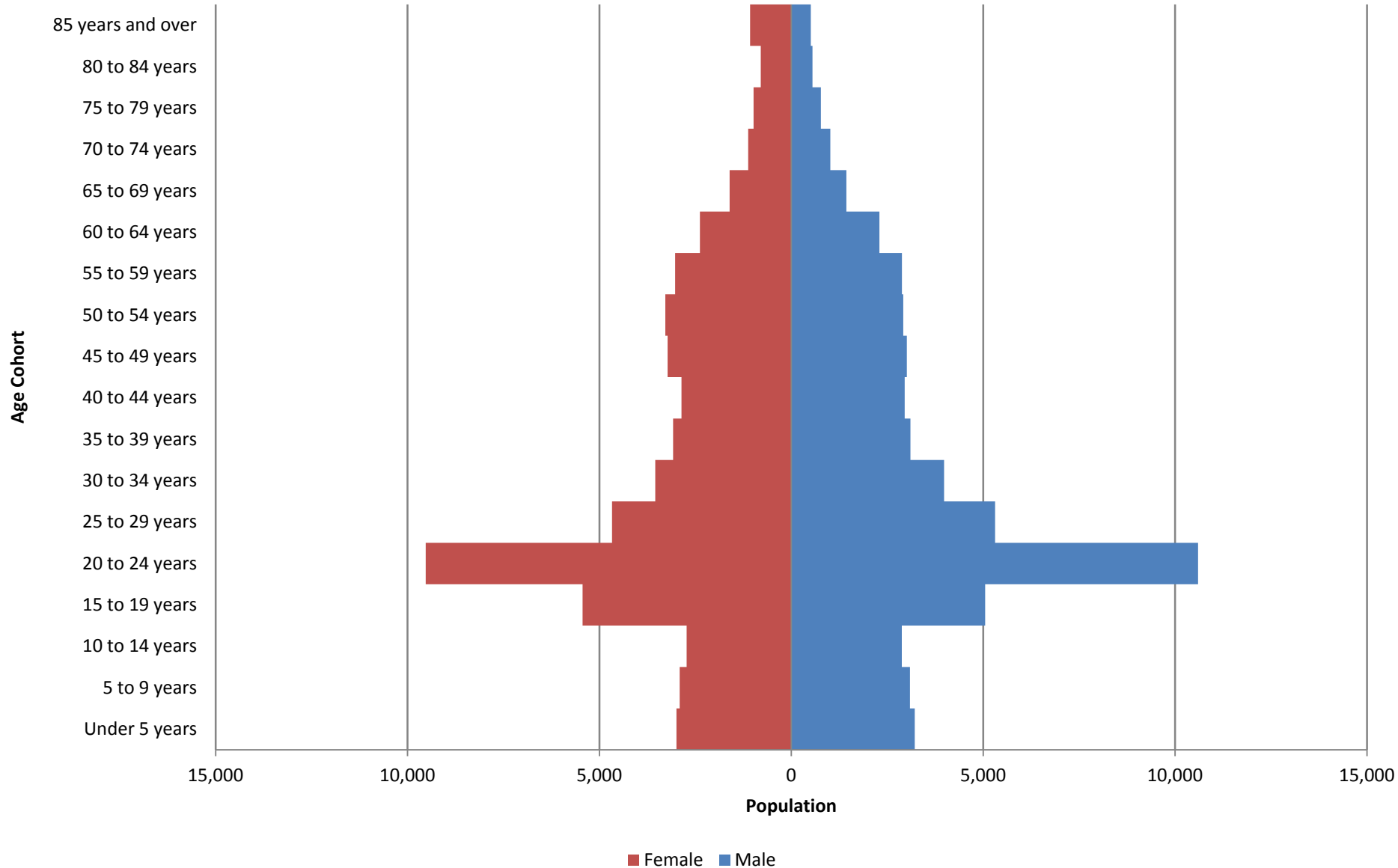
Lawrence Population Density



Population Growth: Douglas County

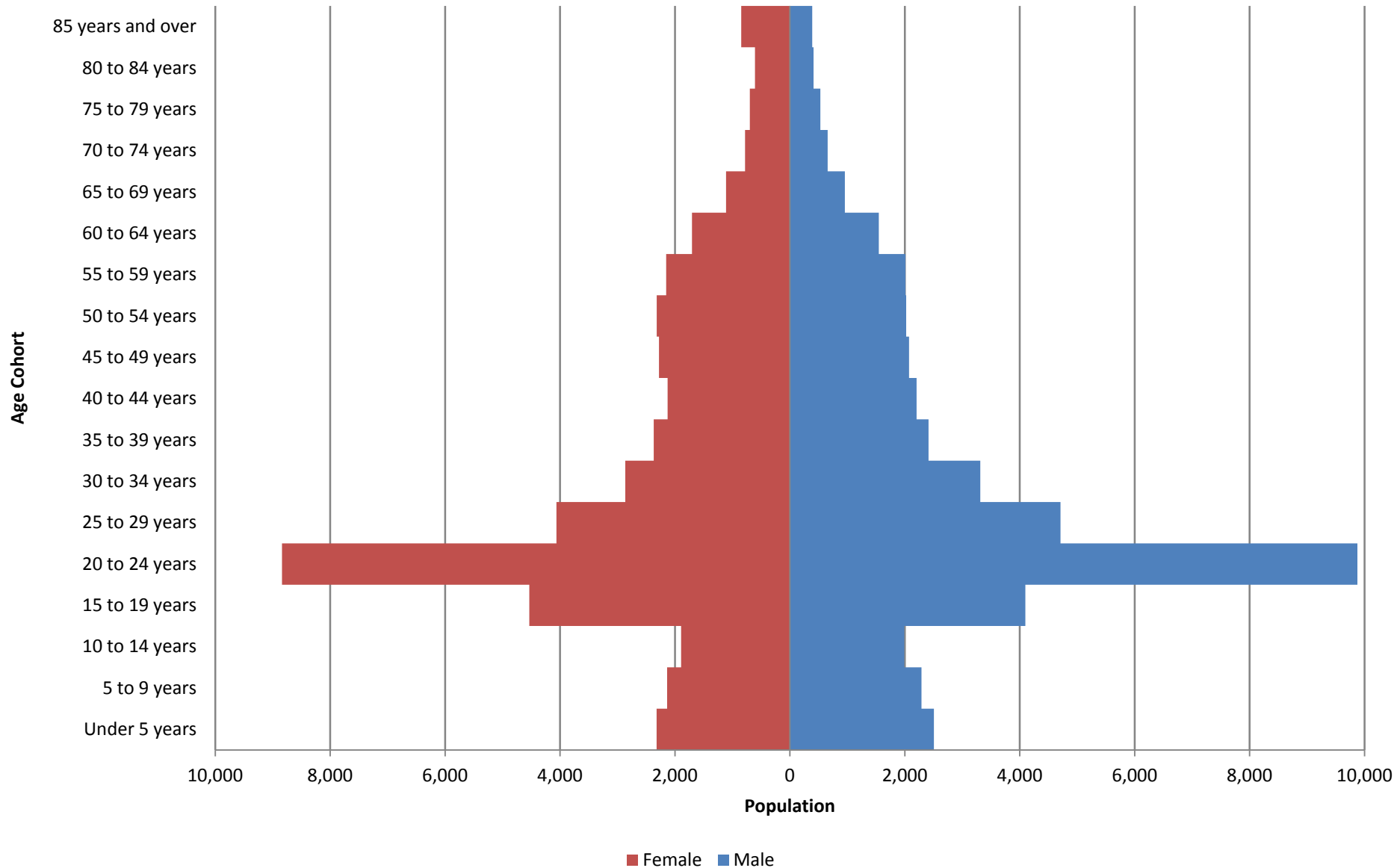
Douglas Co. Age Pyramid: 2010

Source: U.S. Census



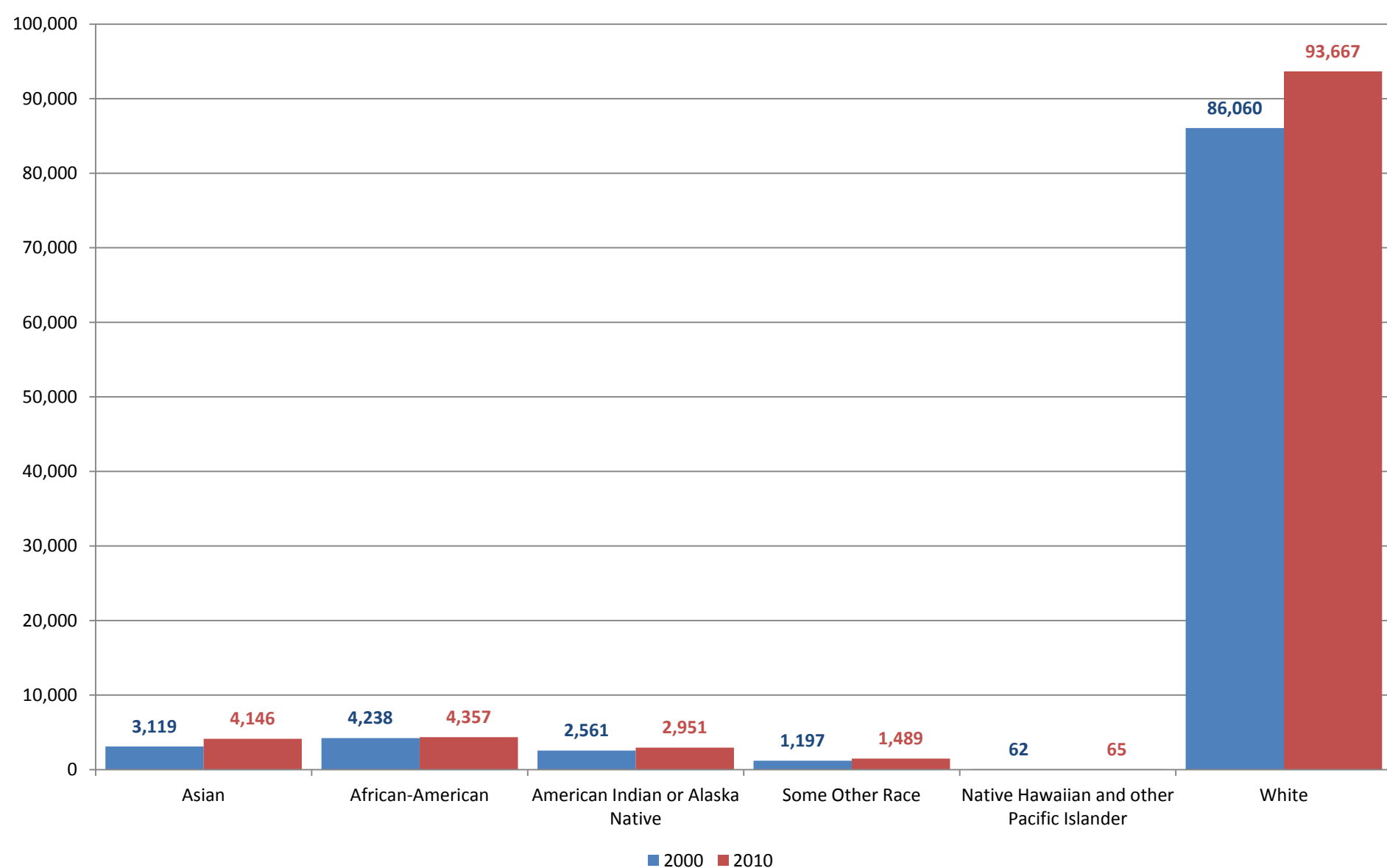
Lawrence Age Pyramid: 2010

Source: U.S. Census



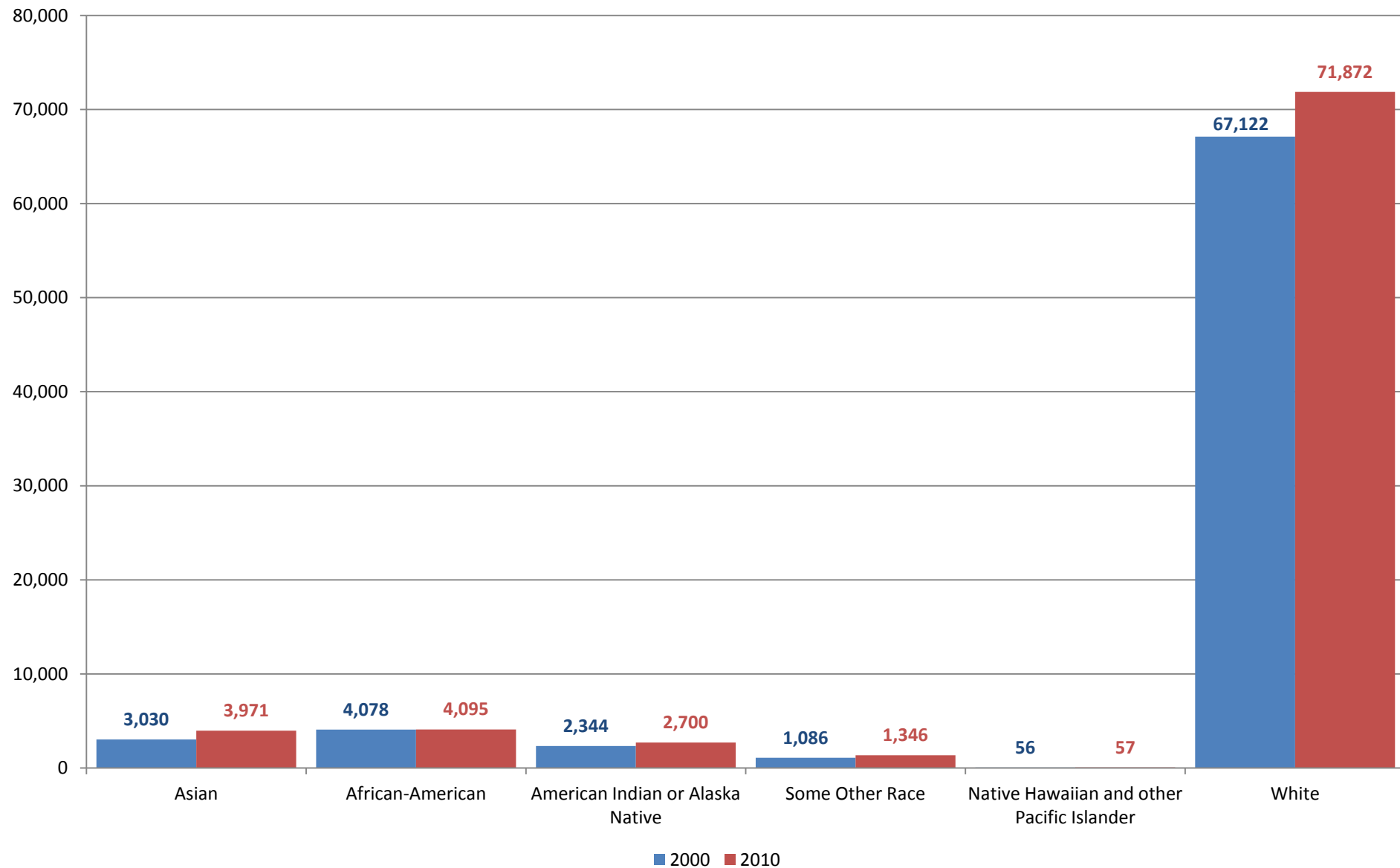
Douglas County General Demographic Characteristics: Race

(Source: U.S. Census Bureau)



Lawrence General Demographic Characteristics: Race

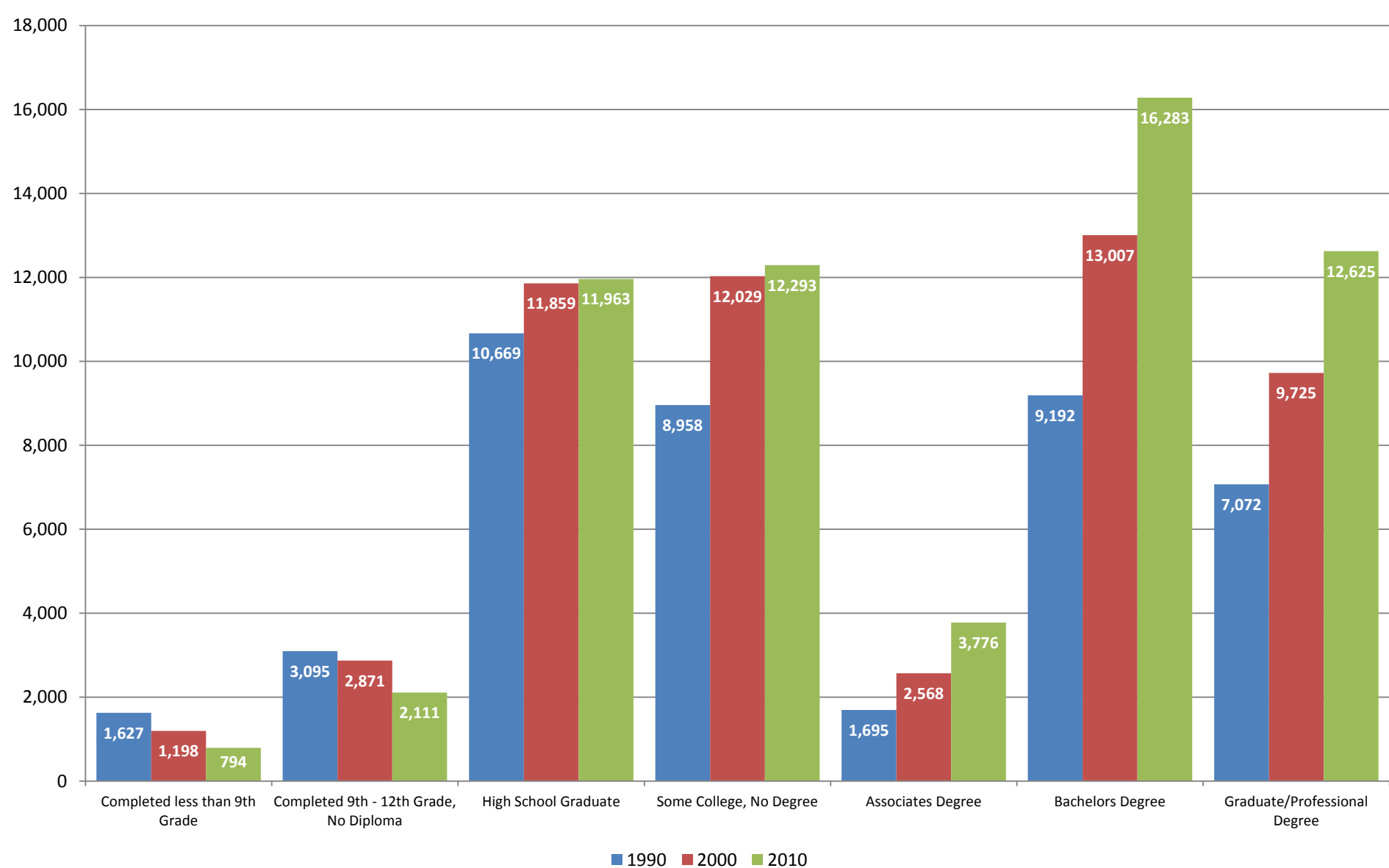
(Source: U.S. Census Bureau)



Educational Attainment: Douglas County

Douglas County: Educational Attainment 1990 to 2010

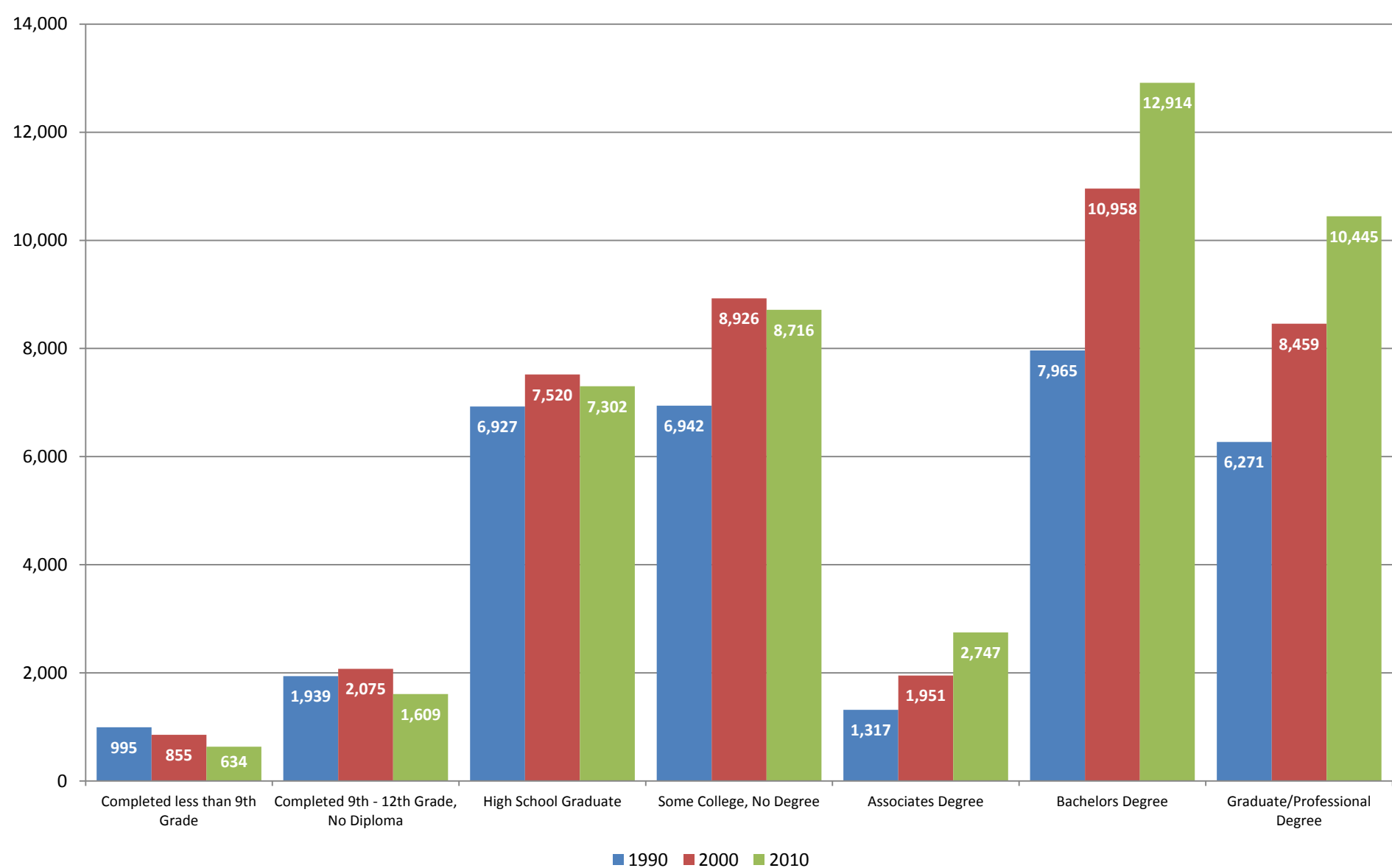
(Source: U.S. Census Bureau)



Educational Attainment: Lawrence

Lawrence: Educational Attainment 1990 to 2010

(Source: U.S. Census Bureau)



Population Estimates

- Periodic account of citizen population
- Indicates how many people are living here right now
- Produced by Planning Staff using a formula relying on building permit data
- Produced for January 1st and July 1st
- Produced in real-time

Population Projections

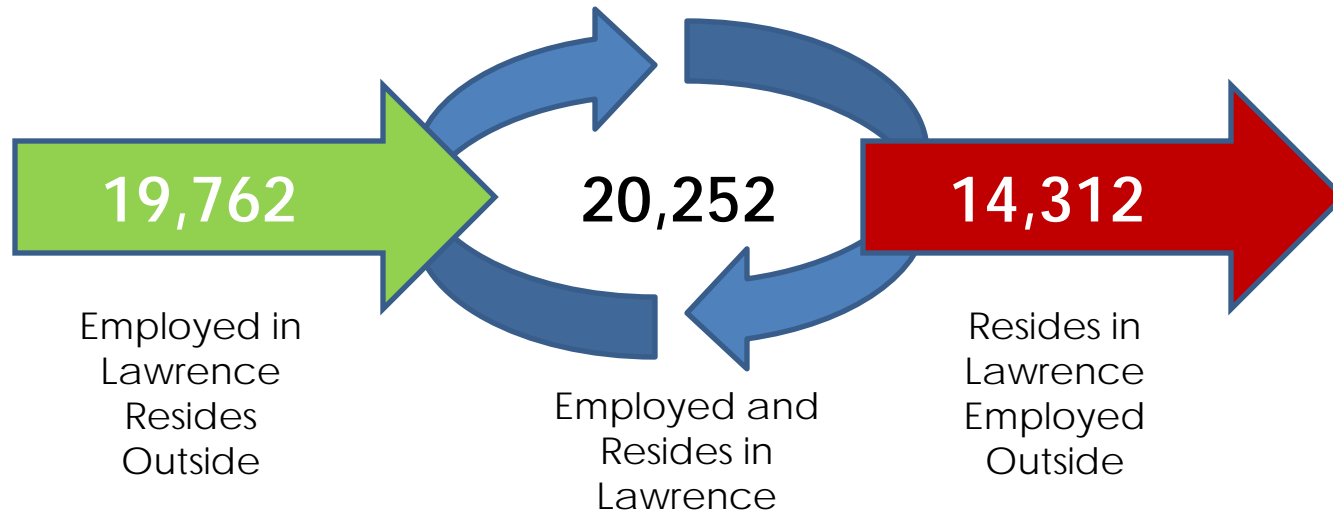
- Future forecast of population- Indicates how many people will be living here in the future
- Produced by Planning Staff using statistical models (Low, Med, High)
- Based on recent trend data
- Produced every 10 years for 30 years ahead in 10 year increments (2020, 2030, 2040)

City of Lawrence Population Estimates 2000 -2012			
Estimate - July 1st	Population	Change/Year	% Change
2000	80,508		
2001	81,780	1,272	1.58%
2002	83,310	1,530	1.87%
2003	84,844	1,534	1.84%
2004	86,448	1,604	1.89%
2005	88,664	2,216	2.56%
2006	89,110	446	0.50%
2007	90,311	1,201	1.35%
2008	90,866	555	0.62%
2009	91,464	598	0.66%
2010	92,727	1,263	1.38%
2011	93,116	389	0.42%
2012	93,944	828	0.89%
Average Annual Change 2000-2012		1,120	1.30%
Average Annual Change 2000-2010		1,222	1.43%
Average Annual Change 2005-2010		813	0.90%
Average Annual Change 2008-2012		727	0.79%

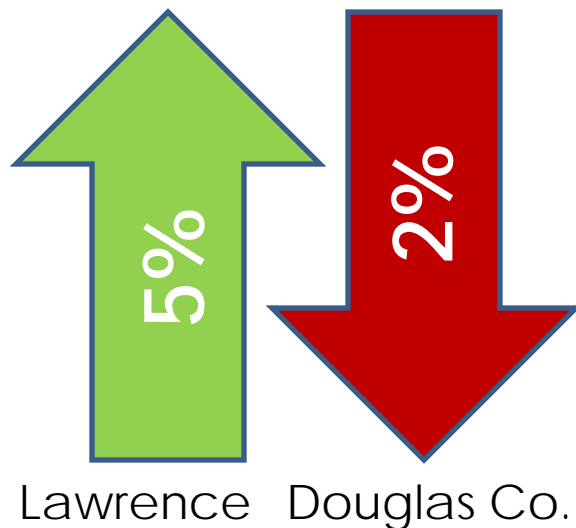
Horizon 2020 Projections	2010	2020	2030	
Low (Based on 1950-2000 data)	88,961	100,076	111,191	
Medium (Based on 1990-1999 data)	95,178	110,406	125,635	
High (Based on average growth 1950-2000)	99,013	122,394	151,296	
Population Projections - City of Lawrence (2011)				
Projections		2020	2030	2040
Low (Average Growth Rate 2005 .5%)		97,469	102,454	107,693
Medium (Linear Regression 2000-2009)		106,667	119,529	132,391
High (Average Growth Rate 2000-2005 1.9%)		111,930	135,111	163,092

- Why are Population Projections Important?
 - Transportation Planning
 - Infrastructure Planning
 - Community Planning
- Factors that affect Population Projections:
 - Fertility, Mortality, Migration
 - Population Attractors:
 - Migration: Major Employer
 - Population Detractors:
 - Mortality: Natural Disasters

2011 Employment Inflow/Outflow Analysis



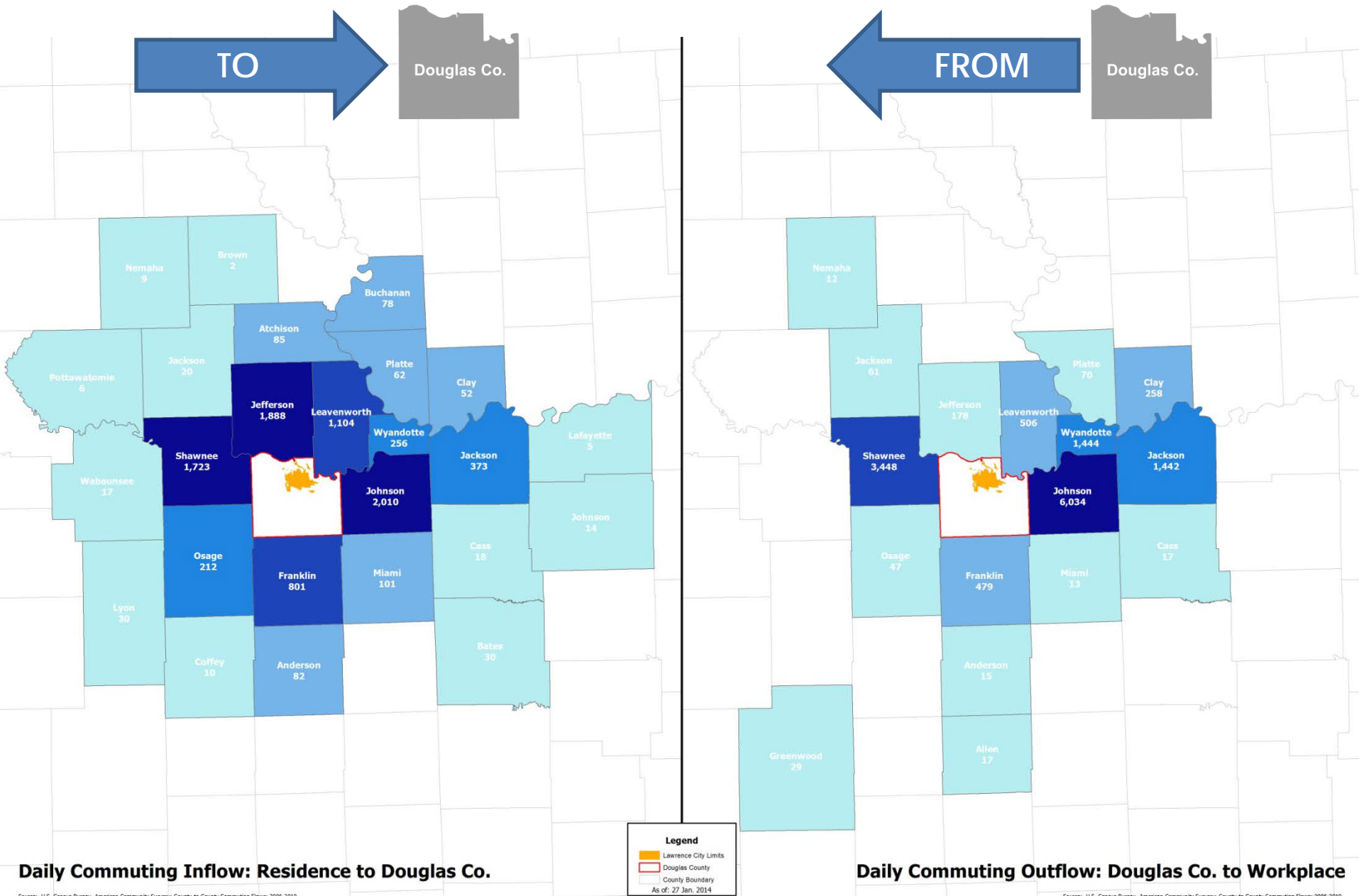
Daytime Population Change



Douglas Co. Employment

Coming to Work	Leaving to Work
1. Johnson Co.	1. Johnson Co.
2. Jefferson Co.	2. Shawnee Co.
3. Shawnee Co.	3. Wyandotte Co.
4. Leavenworth Co.	4. Jackson Co. (MO)
5. Franklin Co.	5. Leavenworth Co.

Daily Commuting Patterns



KU
Enrollment
24,435

HINU
Enrollment
745

Baker
Enrollment
940

(All as of Fall 2013)

Compound Annual Growth Rate (Fall 1998 to Fall 2013)



-0.19%



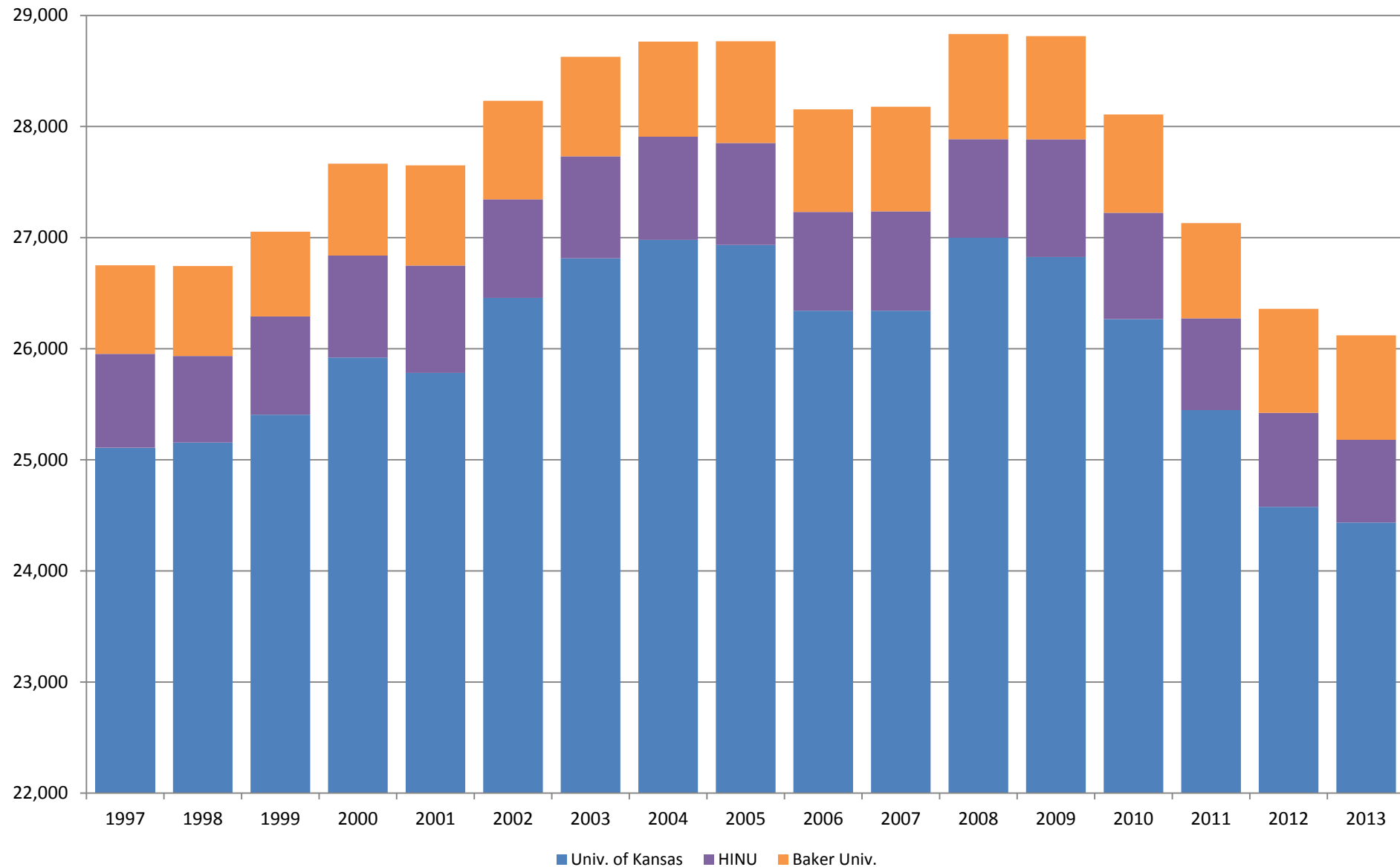
-0.84%



1.11%

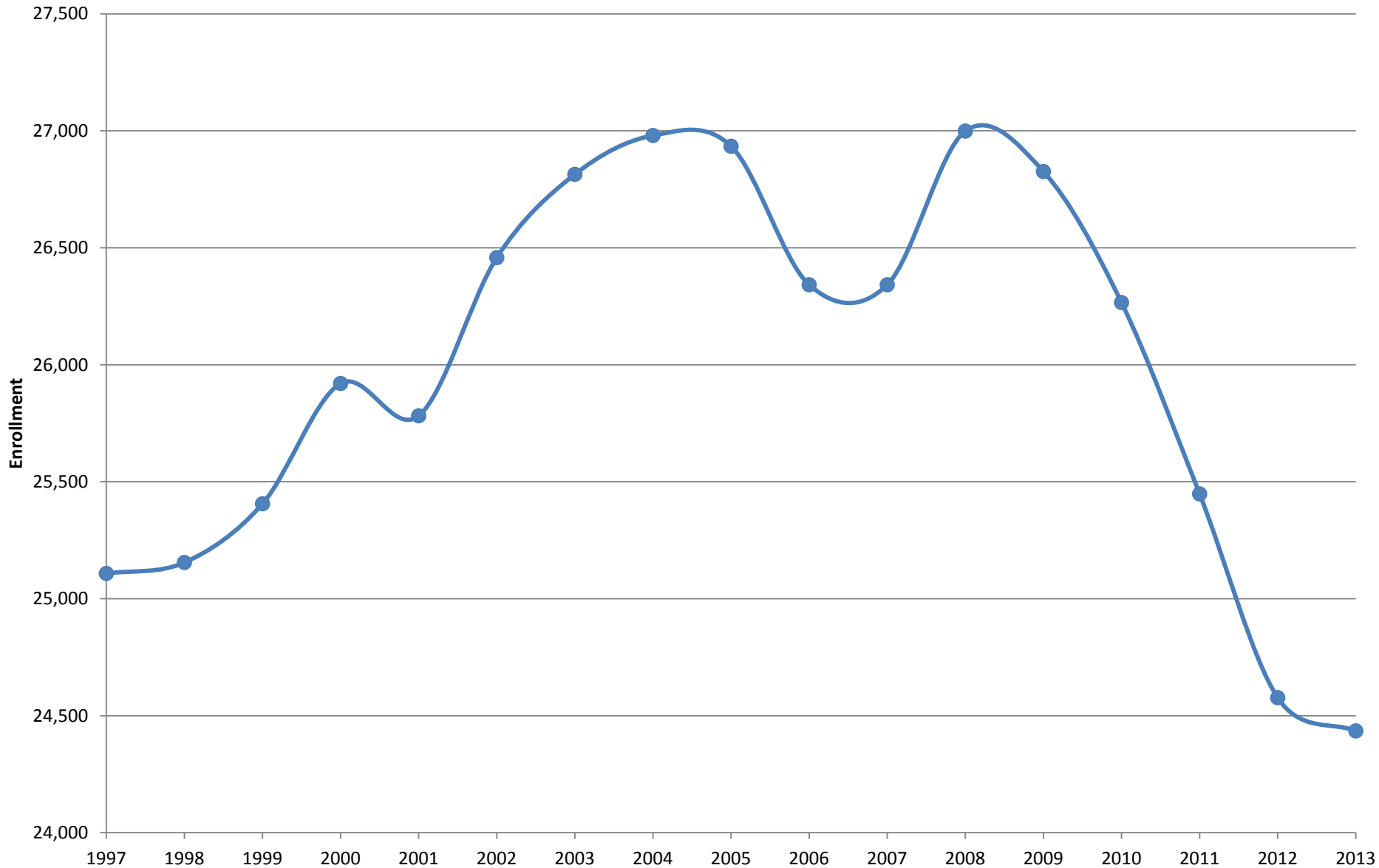
Douglas County Higher Education Enrollments: Fall 1997 to Fall 2013

Source: Univ. of Kansas, Banker Univ., U.S. Dept. of Education



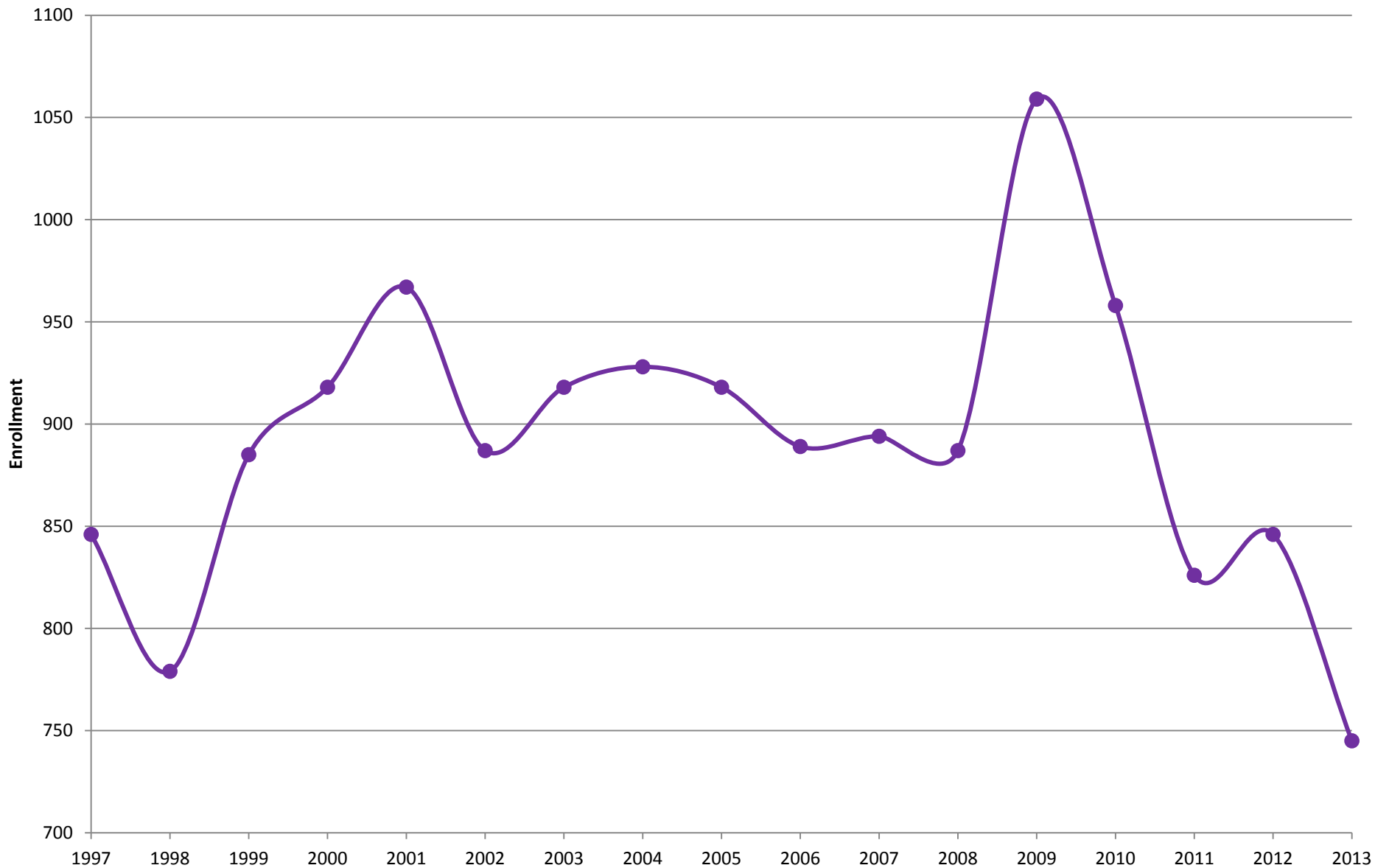
Univ. of Kansas Student Count: Lawrence Campus Only

Source: KU Office of Institutional Research and Planning



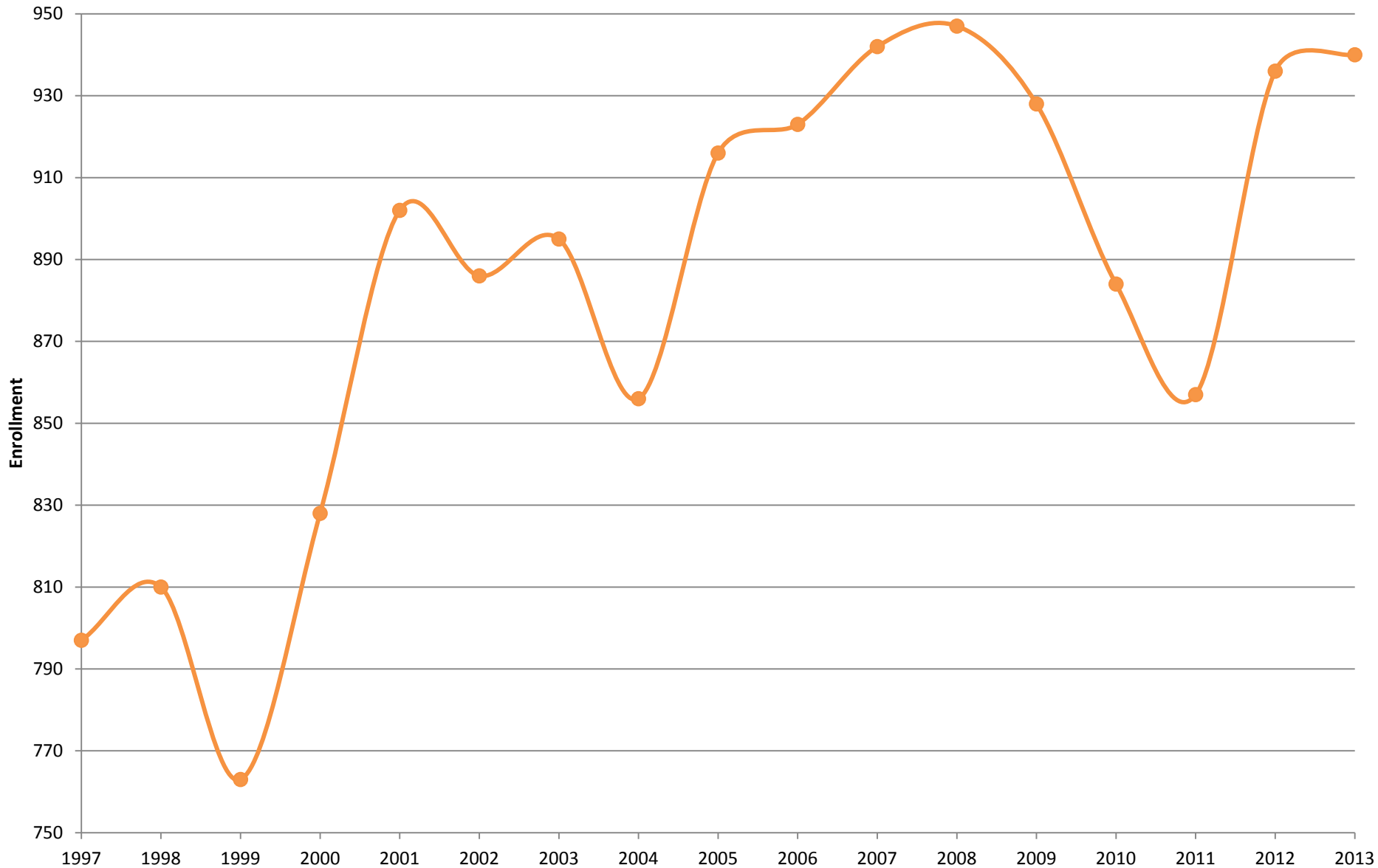
Haskell Indian Nations University Student Count

Source: U.S. Dept. of Education - National Center for Educational Statistics



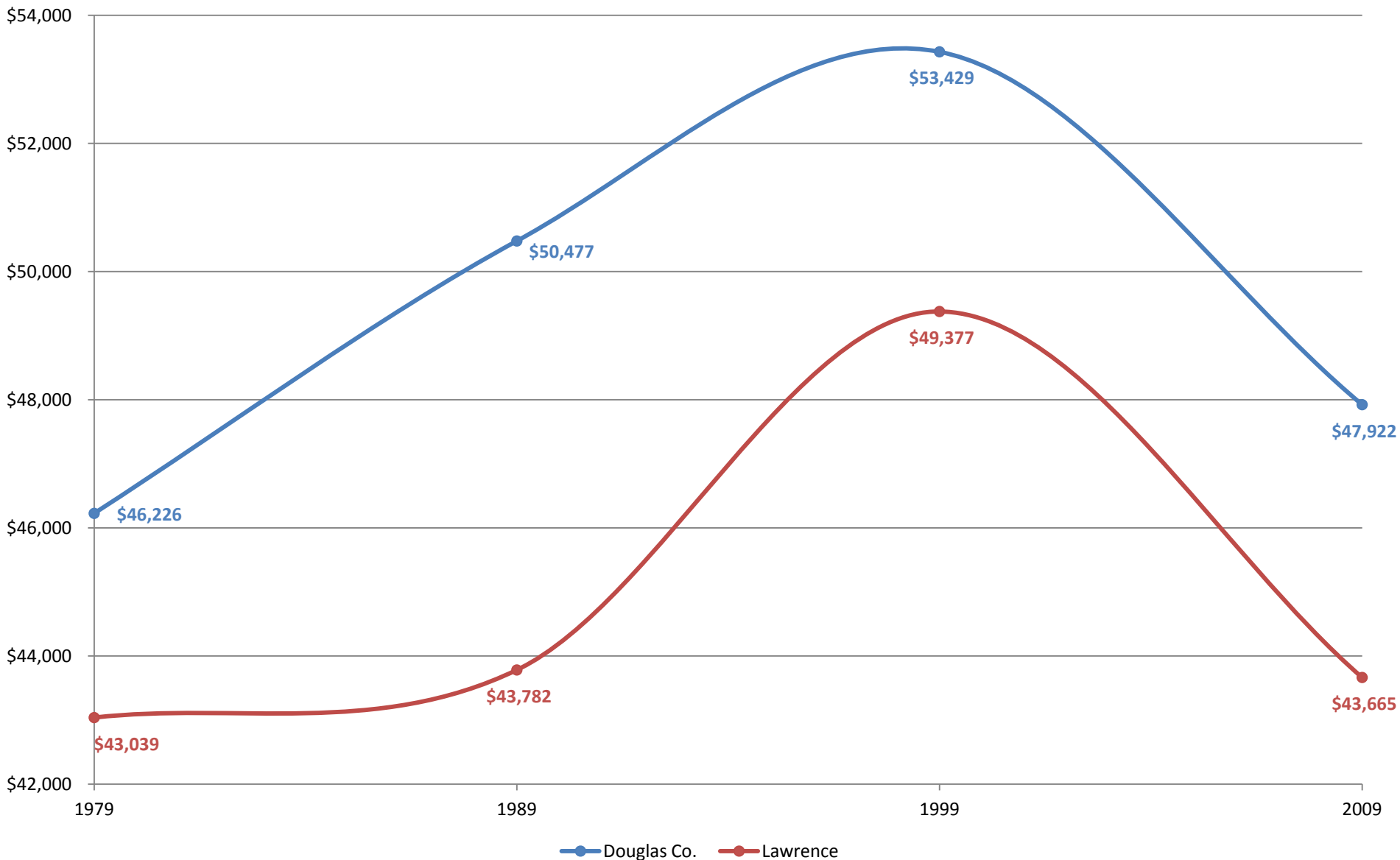
Baker University Student Count: Baldwin City Campus Only

Source: Baker University Office of Institutional Research



Median Household Incomes (Adjusted to 2014 Dollars)

Source: U.S. Census Bureau



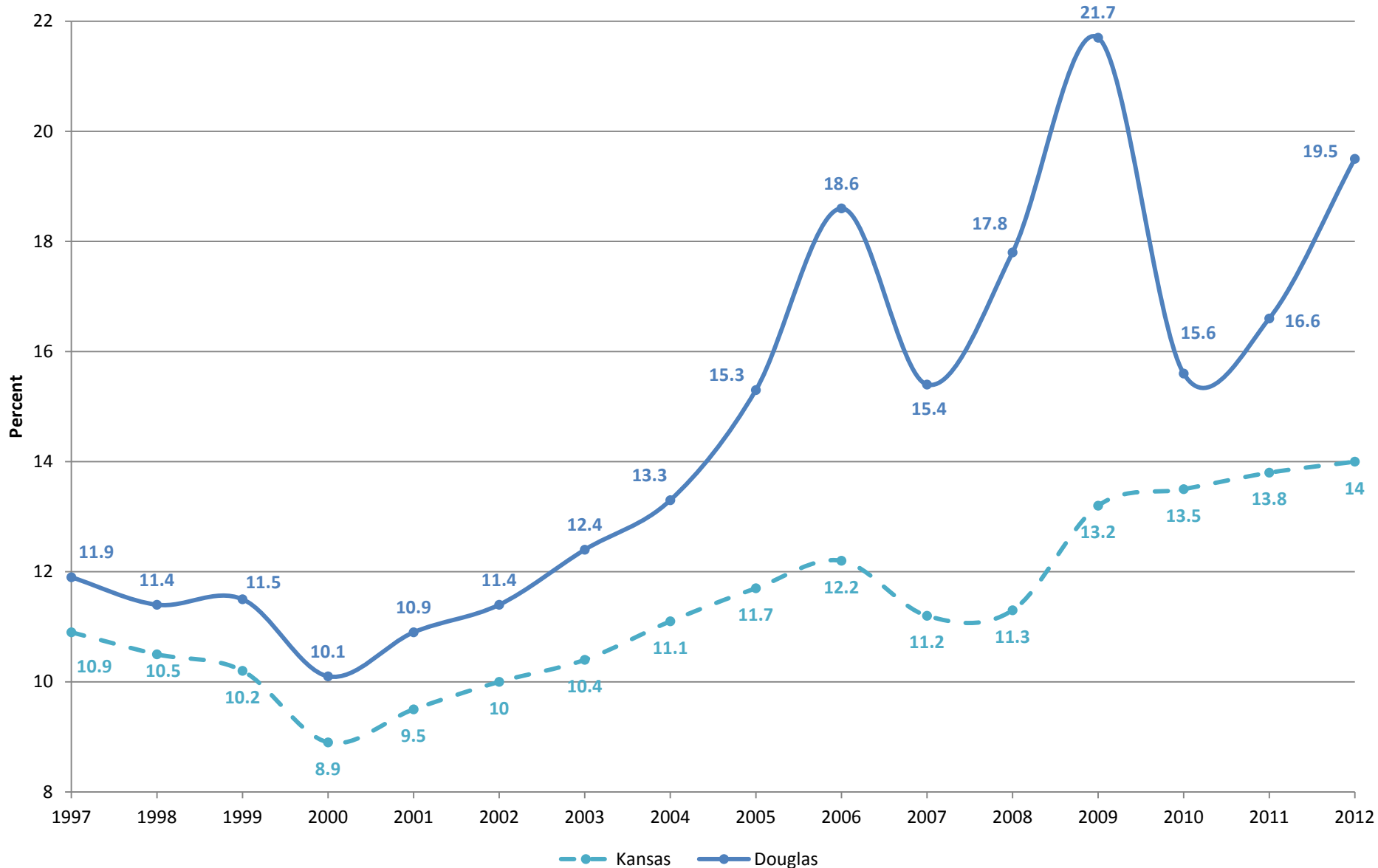
Median Household Incomes (Adjusted to 2014 Dollars)

Source: U.S. Census Bureau



Estimated Percent of People in Poverty

(Source: KU Institute for Policy & Social Research)



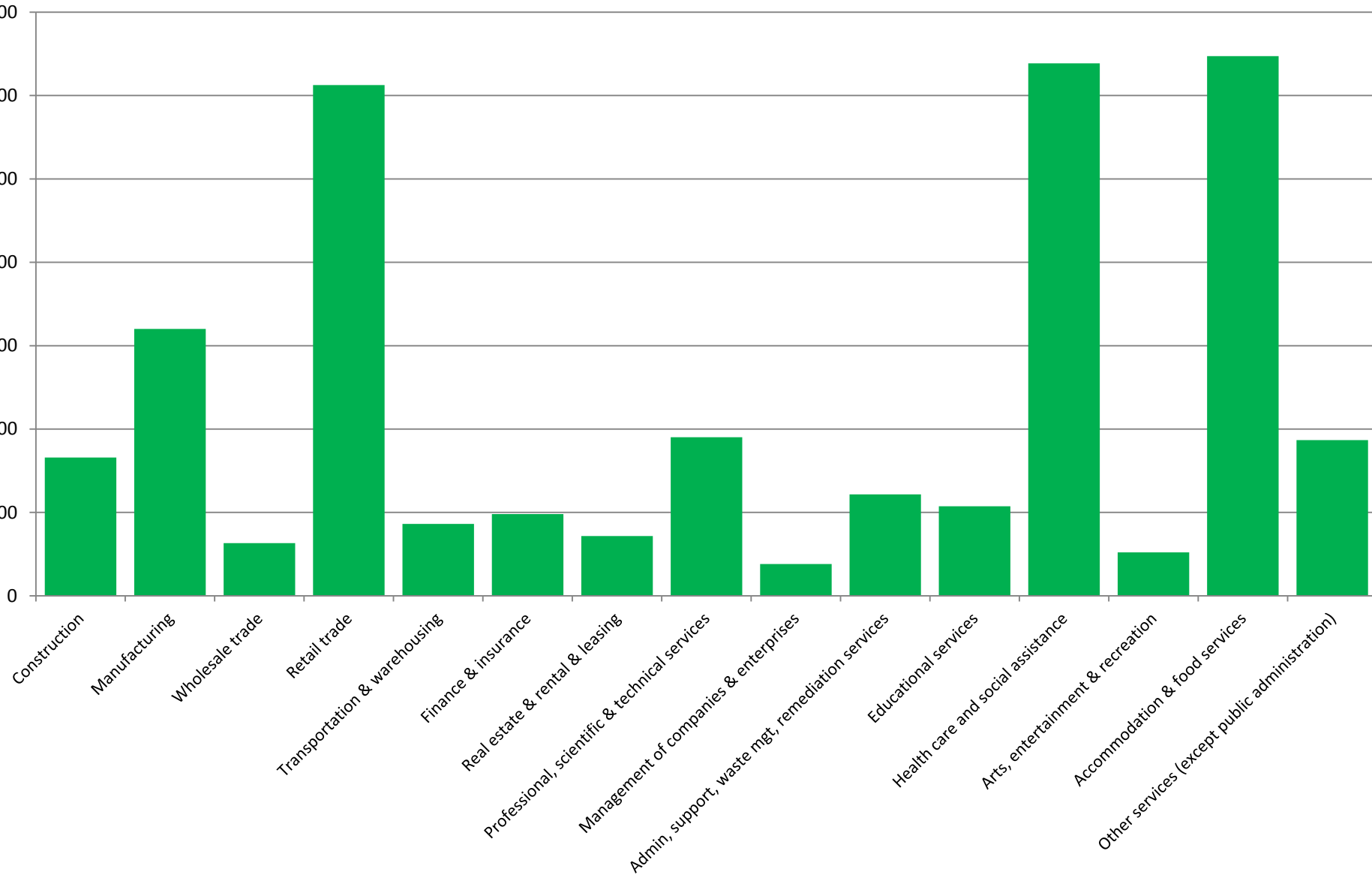
Major Community Employers

Employer	Number of Employees	Employer	Number of Employees
The University of Kansas	9,881	Haskell Indian Nations University	250
Lawrence Public Schools	1,650	Cottonwood, Incorporated	240
City of Lawrence	1,455	Eudora School District	232
Lawrence Memorial Hospital	1,322	Lawrence Paper Company	209
General Dynamics	1,100	The World Company	200
Berry Plastics	739	Bert Nash Community Mental Health Center	179
Hallmark Cards, Inc. Greeting Card	525	Westar Energy	170
Baker University	496	ICL Performance Products LP	161
Amarr Garage Doors	461	HP Pelzer	160
Douglas County	435	Del Monte Foods	160
The Olivia Collection	320	Schlumberger	150
K-Mart Distribution Center	320	SurePoint Medical	107
DCCCA	295	Kinedyne	93
Allen Press	275	PROSOCO	92
Community Living Opportunities	263	Golf Course Superintendents Association of America	85

Major Community Employers

2012 MSA Business Patterns (NAICS)

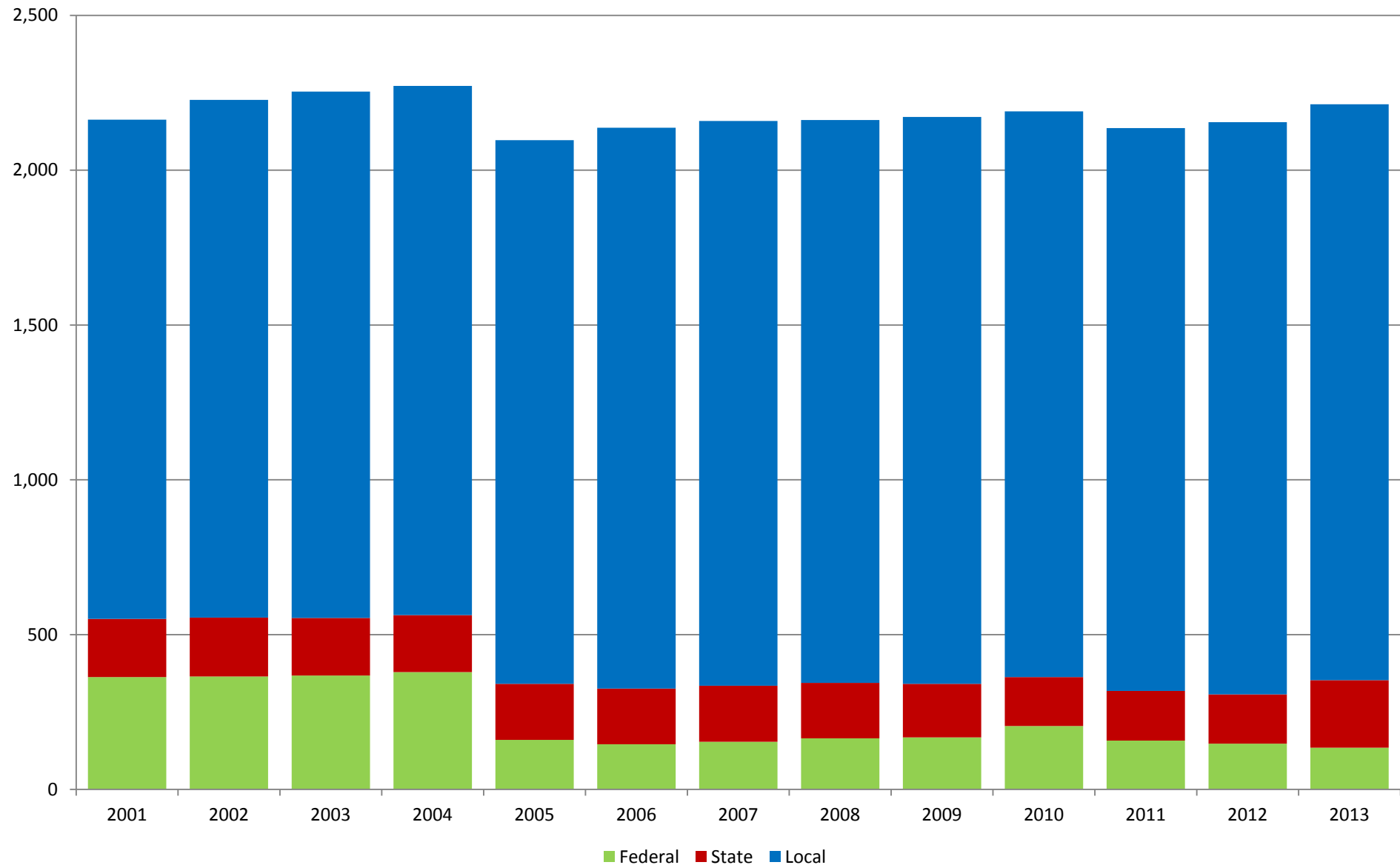
Source: U.S. Census Bureau



Public Administration Employment

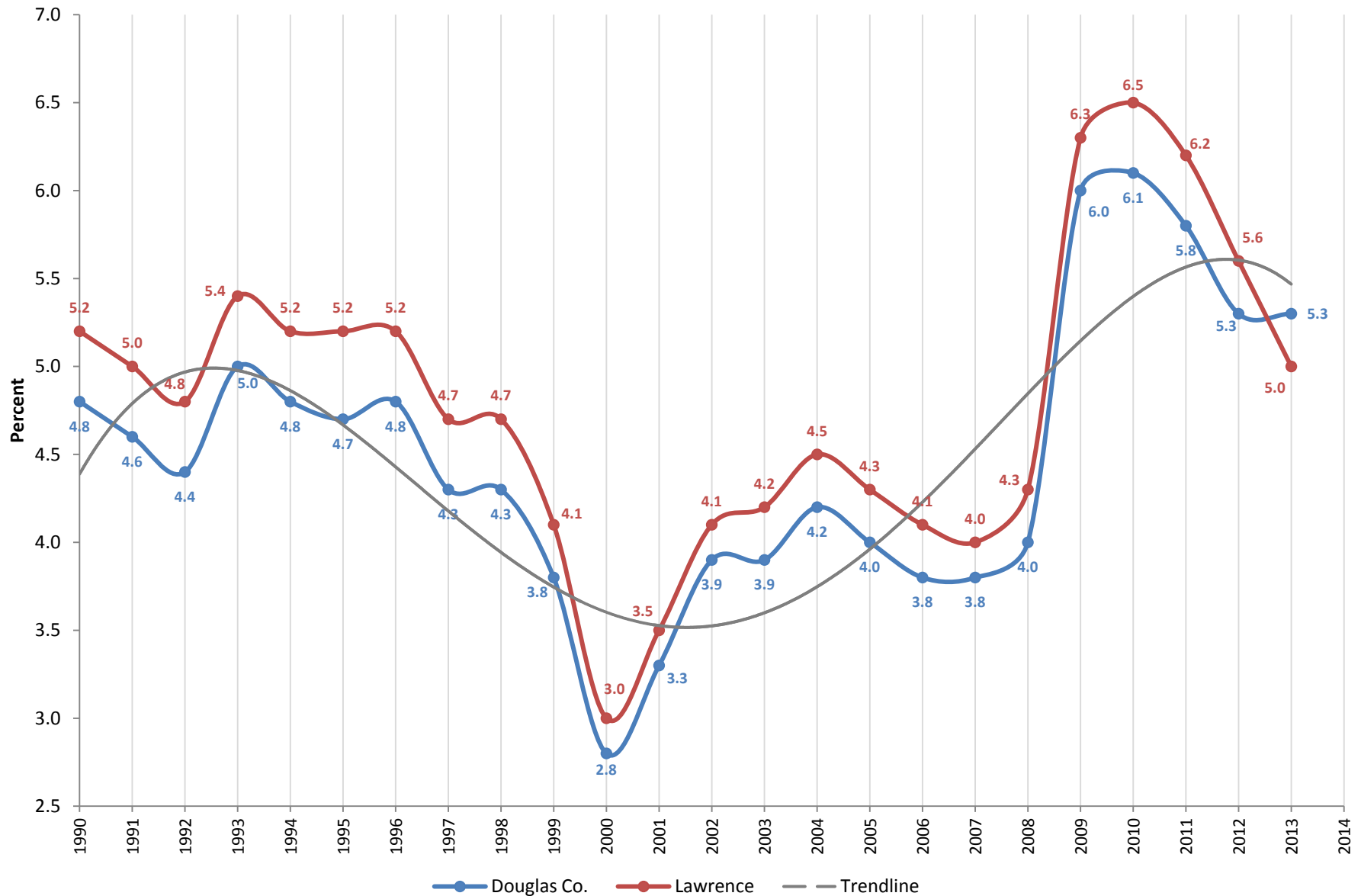
Douglas County Public Administration Employment (NAICS: 92)

Source: U.S. Bureau of Labor Statistics



Local Area Unemployment Annual Average (Not Seasonally Adjusted)

(Source: U.S. Dept. of Labor, Bureau of Labor Statistics)



- Incomes are **Flat** / Consumer Prices are **Increasing**
- The Changing Workforce
 - **More people** drive to Lawrence & Douglas Co. for Employment
 - Educated Local Workforce: **52.8 % population** have a Bachelor's or higher
 - Unemployment is high historically, but **declining**
- Poverty in the Community is **higher** than the Kansas average
- Higher Education Student Population is **declining** from recent highs
 - Long-term: Higher Education Student Population is **Flat**
- Household Sizes are **decreasing**
- Douglas County & Lawrence are **growing**
 - Lawrence as % of Douglas Co.: **declining**
 - Unincorporated Douglas Co. Population: **declining**
- The general demographics of Douglas Co. & Lawrence are **Changing**
 - Lawrence & Douglas County are "**Graying**" similar to national trend
 - Net Migration to the Community is **declining**