ACKNOWLEDGMENTS

This study was conducted for the City Commission of Lawrence, Kansas, and the Lawrence Chamber of Commerce. This report is based on a survey of Lawrence households conducted in December, 1999 and January, 2000. The survey was conducted by the University of Kansas, Institute for Public Policy and Business Research Survey Research Center. The survey included 485 randomly-selected Lawrence households.

This is the fourth year this study has been conducted. The previous reports were released in October 1997, November of 1998, and July of 1999 and are available for purchase through KU-IPPBR as Research Papers #240, #252 and #256.

Many people provided input into the survey design. In particular, the author thanks Debi Moore of the Lawrence Chamber and Chris Horak of the IPPBR Survey Research Center for their valuable insights.

TABLE OF CONTENTS

HIGHLIGHTS

- This is the fourth year this survey has been conducted. Over the four years, we can see a decrease in the amount of shopping that Lawrence residents do outside the city.
- In 1999, 37 percent of respondents did not shop through the “distance retailers” such as catalog, mail order, and shopping channels. Among those who did some shopping through these sources, the largest number of respondents reported doing not more than 5 percent of their total shopping through these “distance retailers”.
- In 1999, Lawrence residents spent an average of 6.5 percent of their shopping dollars on purchases from catalogs, mail order, and shopping channels.
- This year 25 percent of respondents did from one to five percent of their total shopping through the Internet. An average amount of on-line shopping was 3.3 percent. Sixty-two percent of respondents did not shop on-line in 1999. Fourteen percent of those who did not purchase anything on-line had, however, seriously considered buying something on the Internet.
- Clothing and apparel, electronics and computers, and music CDs and tapes were sought out the most through the Internet.
- Among the most popular reasons for using the Internet were availability of specific stores and items, convenience of shopping from home, and variety of selection.
- This year 73 percent of respondents did some shopping outside Lawrence, not including the Internet or catalog shopping, this is a considerable decrease compared to 82, 81 and 85 percent in 1998, 1997 and 1996, respectively.
- Twenty percent of respondents reported this year spending between 25 and 50 percent of their total shopping dollars outside Lawrence. On average 50 percent of respondents reported spending between one and 10 percent of their total shopping dollars outside Lawrence.
- About 50 percent of respondents reported spending a small proportion of their shopping dollars in locations outside of Lawrence: from 1 to 10 percent. However, fully 20 percent of respondents spending a large proportion of their shopping dollars–25 to 50 percent–in other locations.
- This year, as in previous years, the Johnson County and suburban Kansas City areas were the most popular shopping destinations of Lawrence residents. Almost 60 percent of Lawrence residents shopped in these locations in 1999, spending 13 percent of their total shopping dollars in these areas. Both the percentage of residents shopping in these destinations and the percentage of total shopping dollars spent was lower than in previous years.

- This year once again Oak Park Mall was the most popular shopping place. It was mentioned by 52 percent of respondents who shop outside Lawrence. In 1998 and 1997, the corresponding percentages were 53 percent and 42 percent, respectively

- Dillard's was by far the most frequently mentioned store among those who shop outside of Lawrence. Once again a number of stores available in Lawrence, such as Gap, JC Penney and Target were mentioned as out-of-town shopping destinations.

- Clothing and apparel are the items most frequently sought by Lawrence residents who shop outside of the city. They were mentioned by 273 respondents, which corresponds to 56 percent of Lawrence population. In 1998, 1997, and 1996, the numbers were 56 percent, 61 percent and 67 percent, respectively.

- The most common reason that Lawrence residents shop out-of-town is variety of selection. This reason was mentioned by 58 percent of the Lawrence population. These results indicate an area where some improvement might be necessary.

- In 1999, 164 out of 485 respondents reported visiting a casino at least once in the past year, representing 33.8 percent of the population. The number of residents going to the casino seems to be at the same level, around 33 percent, in the past three years. Those who went to the casino did so on average 5 times in the past year, compared to 6 times in 1998 and 4 times in 1997.

- Twenty-four percent of households have at least one person commuting to work outside Douglas County. In 1998 and 1997, the numbers were 25 percent and 21 percent respectively.

- Almost 40 percent of commuters go to Johnson County, 30 percent go to Topeka, and 22 percent go to the Kansas City area (other than Johnson County).

- Results change when you separate the households with students, commuters or neither a student nor a commuter.

PURPOSE

The purpose of this survey is to determine how many Lawrence residents intentionally leave Lawrence to shop, what percentage of their total shopping dollars they spend outside Lawrence, what types of goods or services they look for, where they go to shop, and how often they go there.

The survey was limited to Lawrence residents and does not measure the impact or preferences of visitors coming into the city of Lawrence for the purpose of shopping.

An attempt was made to identify those stores, retail centers, and types of items or services for which shoppers consider an out-of-town source their first/best choice, and the reasons for that choice.

This is the fourth time this survey has been conducted. Comparisons are made throughout regarding the changes from the previous sampling. This year in an attempt to provide a sample of population that will cover all groups of population better the data were collected in two samples: between Thanksgiving and Christmas 1999 and in the second part of January 2000, after students had come back from the Christmas break. In the future survey data will be collected in January, following the Christmas shopping season.

DISCUSSION

Where do the Lawrence residents spend their shopping dollars? Is it in local stores, services and restaurants? Are they going out-of-town on a shopping trip? Do they order merchandise from catalogs or shopping channels? What about the Internet? Where do you go when you look for something? We asked these and a number of other questions to the respondents of this survey. Their answers will help to determine the retail preferences of Lawrence residents.

Retail sales are the lifeblood of local merchants and a vital revenue source for local government. This makes it very important for local businesses and government officials to know how well the local community retains the sales dollars of its residents. It is also important to know what percentage of those sales dollars are lost to the other communities, or “distance retailers” such as the Internet, catalogs, etc., and why it is happening. By knowing the answers to these questions local businesses may be able to identify the areas of potential opportunities and capitalize on them.

This survey was intended to identify the trends in retail preferences of the local community and to provide clear and basic data to decision-makers within the public and private sectors in the city of Lawrence.

In addition, data were gathered regarding the commuting patterns of respondents as well as data on commuters’ employment.

METHODOLOGY

A telephone survey was conducted during and after the Christmas shopping season asking Lawrence residents about their shopping habits and preferences. Using this time frame proved valuable in that, 1) shopping was fresh in everyone's mind at that time, and 2) several questions regarding shopping behavior "during the past year" were asked, which were probably more easily answered at the end of a calendar year. This year responses numbered 485, which allow a statistically significant level of confidence that the results can be generalized to the population at large.

On several of the questions in the survey multiple answers were accepted rather than forcing a "highest priority" choice. It was felt that the extra mental effort required would not be fully accurate or reliable in a telephone survey designed for brevity. Instead, the number of respondents who mentioned an item measures the strength of various responses.

In the same vein, the section regarding the percent of each respondent's total shopping that is done in various locations was not forced to add up to 100 percent. The self-reported figures were accepted as an indicator of the frame of mind of each person. Mental arithmetic was not necessary to gauge the basic impressions that they had of their shopping behavior.

This year the differentiation was made between "shopping" and "buying." Respondents were asked about where they spent there shopping dollars, what percentage of their total shopping dollars were spent in those places, and why they went to these places to shop. In trying to determine what Lawrence residents feel about the range of choices they have, we believe that the "dollars spent" is as important as the "where and why" aspects.

Data collected were analyzed in the SPSS statistical software program as frequency distributions. Cross tabulations were performed as frequency distributions with cases selected based on the demographic variables.

In this report, each of the questions will be considered in turn and basic findings reported. The wording from the questionnaire will appear in *italic* print. Statistical cross-tabulations with demographic data that provide interesting insights will then be reported starting on page 38.

SUMMARY OF DATA

In the first five questions we tried to determine how much shopping is being lost to "distance retailers," those who do not have a physical presence in any particular community. Respondents were asked if they actually purchased anything and if not if they had ever seriously considered purchasing anything through catalogs, mail order, shopping channels or the Internet ("distance retailers"). Those respondents who indicated that they had purchased something or considered purchasing through the Internet were asked what were the products they looked for and what were their reasons to look for them on the Internet.

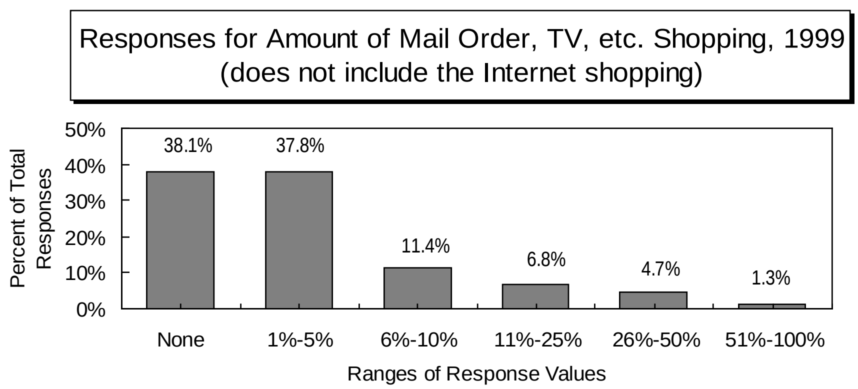
Question 1. *First, I would like to ask you a few questions about catalog shopping. Over the past year have you or anyone else in your household* ***actually purchased*** *anything through a catalog, mail order, or cable television home shopping channels?*

*Question 1a****.*** *Approximately what percentage of your total shopping in the past year was done through catalogs, mail order, or shopping channels?*

Out of the 485 people asked this question 484 responded. Out of those respondents 37.1 percent (180) indicated that neither they nor anyone else in their household purchased anything from the catalog, mail order, or shopping channels in the past year. When this information was combined with the information of the percentage of the respondents whose total shopping that was done through these "distance retailers" there were 473 valid responses. Out of these responses 62 percent (293) reported doing at least some shopping through these "distance retailers."

The largest group among them was the 37.8 percent (179) who did between 1 and 5 percent of their total shopping through catalogs, mail order, or shopping channels. This year 4.7 percent of respondents reported doing between one and 50 percent of their total shopping through these "distance retailers."

In 1999 Lawrence residents did an average of 6.5 percent of their total shopping through catalogs, mail order, and shopping channels.



These data should not be compared with previous reports because this year shopping through the Internet was reported as a separate question, while in the previous surveys the results were combined for the catalog, mail order, shopping channels, and the Internet.

A detailed graph of the distribution of these responses is shown on page 26.

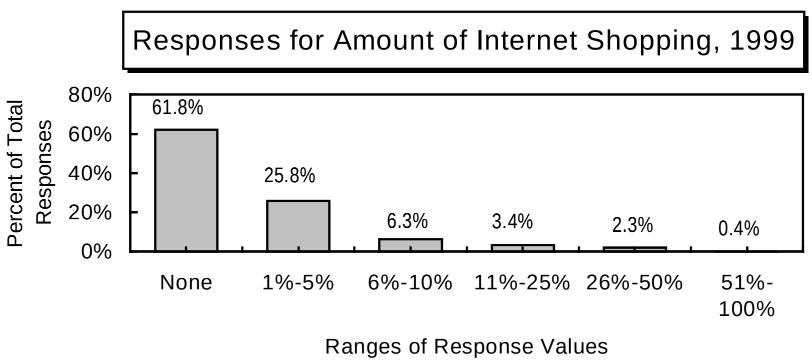
Question 1b. *Have you or anyone in your household seriously* ***considered*** *buying anything through a catalog, mail order, or cable television home shopping channels in the past year?*

Only those respondents who answered negatively to Question 1 were asked this question. Out of 184 people asked 182 responded with 29.7 percent (54) indicating that they had seriously considered buying through the "distance retailers" and almost 70 percent (128) did not.

Question 2. *Over the past year have you or anyone else in your household* ***actually purchased*** *anything through the Internet?*

Question 2a. Approximately what percentage of your total shopping in the past year was done through the Internet?

Out of 484 responses to this question 60.7 percent (294) of households did not shop on-line. The remaining 39 (189) percent of households made at least one purchase on the Internet. Out of 476 valid responses about what percentage of the respondents' total shopping was done through the Internet, 26 percent (123) of respondents reported that they did up to 5 percent of their shopping through the Internet, and 2.3 percent of respondents did up to half of their shopping on-line, as shown on the graph below. A detailed distribution graph is shown on page 26. The average amount of Internet shopping in 1999 was 3.3 percent.



Question 2b. *Did you or anyone in your household seriously* ***consider*** *purchasing anything through the Internet?*

Only those respondents who indicated that they did not purchased anything on line in the past year were asked this question. Out of 295 responses 14 percent (41) reported that they had considered shopping on line, 85 percent (251) responded negatively and 1 percent (3) did not answer.

Question 3. *Which of the following items or services did you purchase or consider purchasing on the Internet?*

Categories	Number of times mentioned	Percent of Respondents	Percent of Population
Grocery / Household Supplies	19	8.2 %	3.9 %
Appliances / Home Furnishings	39	17.0	8.0
Clothing / Apparel	96	42.3	19.8
Automobile / Auto Parts	20	8.8	4.1
Electronics / Computers	100	44.3	20.6
Books / Gifts	168	73.0	34.6
Recorded Music (CDs, tapes)	92	40.4	19.0
Toys	48	21.1	9.9
Medical Supplies / Pharmaceuticals	15	6.6	3.1
Other	32	15.2	6.6

Only respondents that indicated that they had purchased or considered purchasing anything on line were asked this question. The purpose of this question was to determine what attracts consumers the most to on-line shopping.

Names of categories were listed along with the number of times the category was mentioned, percent of respondents, and corresponding percent of the entire population.

The list of categories was formulated based on the personal experiences of economists and staff of IPPBR and designed to include products and services that consumers may possibly look for on the Internet.

The validity of each category is measured by the number of times it was mentioned. For example, books and gifts were by far the most popular category: 73 percent of respondents chose it from the list. Computers and electronics were the next most sought out items on the list, mentioned by 44.3 percent of respondents. They were closely followed by the clothing / apparel category, with 42.3 percent, and music, such as CDs and tapes with 40.4 percent.

Among items mentioned under the category “Other” the most responses received were for on-line purchasing of airline tickets.

Question 4. *For the categories you have mentioned above, which of the following were your reasons for shopping on the Internet in the past year?*

This question was intended to explain why the goods and services mentioned in the previous question were sought out on the Internet rather than in the local stores. Multiple responses were accepted and than the number of responses to each category were counted and presented along with the calculated percentages of respondents and the general population.

Reason	Number of times mentioned	Percent of Respondents	Percent of Population
Prices	116	51.6 %	23.9 %
Quality of Merchandise	43	19.1	8.9
Variety of Selection	135	58.7	27.8
Availability of Specific Stores and Items	155	69.2	32.0
Convenience of Shopping Hours	150	68.5	30.9
Convenience of Shopping From Home	161	71.6	33.2
No Sales Tax	70	31.4	14.4

The largest number of responses (72 percent) was drawn by the "Convenience of Shopping from home", followed by "Availability of specific stores and items", and "Convenience of shopping hours", both chosen by close to 69 percent of respondents. Close to one third of respondents chose the absence of the sales tax as one of the reasons to shop on the Internet.

Reason	Number of times mentioned	Percent of Respondents	Percent of Population
Prices	116	51.6 %	23.9 %
Quality of Merchandise	43	19.1	8.9
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Availability of Specific Stores and Items	155	69.2	32.0
Convenience of Shopping Hours	150	68.5	30.9
Convenience of Shopping From Home	161	71.6	33.2
No Sales Tax	70	31.4	14.4

Six other reasons given in the "Other" category were additional benefits for frequent flier miles, Information, availability of large quantities of merchandise, absence of "pushy sales people," novelties, and going on-line just to see "what is out there."

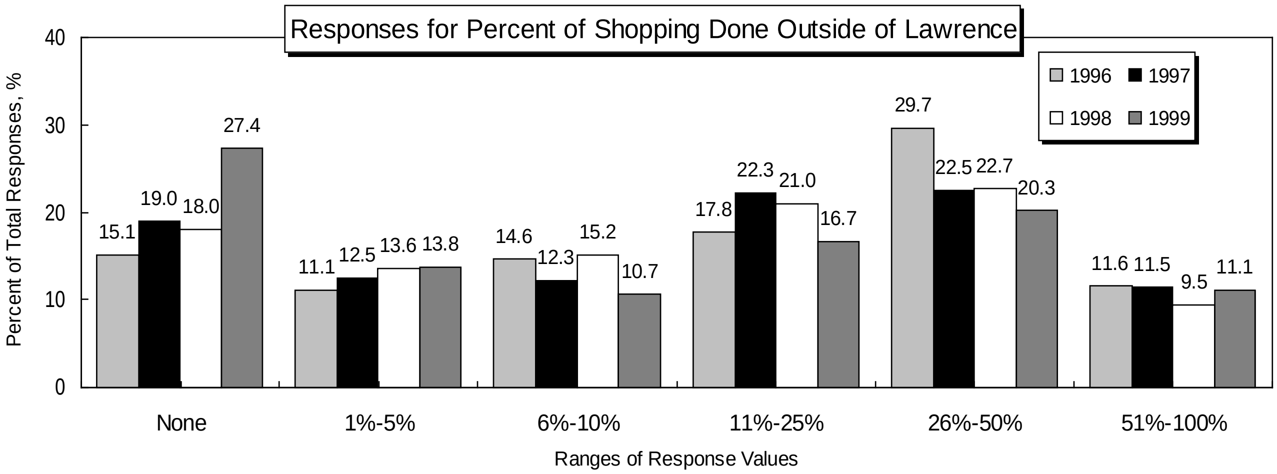
Question 5. *Did you do any shopping outside Lawrence in the past year, other than catalogs, mail order, shopping channels, or the Internet? Please exclude any shopping you might have done while on a business trip or vacation.*

> *Question 5a**.** What percent of your total shopping dollars were spent outside Lawrence? Please do not include catalog, mail order, shopping channels, or the Internet in the "outside Lawrence" category.*

The purpose of these questions was to determine what percentage of their total shopping dollars Lawrence residents are spending outside Lawrence.

In an effort to improve the quality of data, this year respondents were asked to indicate what percentage of their **total shopping dollars** were spent outside Lawrence. To make this year's data compatible with the previous year's surveys, previous years' data were converted to the percentages of total shopping rather than the percentages of that remaining after the shopping done through the catalogs, mail order, shopping channels, or the Internet as it was calculated in previous years.

Out of 484 responses 27.4 percent (131) reported doing none of their shopping outside Lawrence. It is a noticeable increase compared to 18 percent, 19 percent and 15.1 percent reported in 1998,1997, and 1996, respectively. The number of those who did at least some of their shopping outside Lawrence decreased from 82 percent in 1998 to 72.6 percent (347) in



1999. The number of those who did between 1 and 5 percent of their shopping outside Lawrence in 1999 increased compared with the previous surveys. On average fifty percent of respondents spend 10 percent or less of their shopping dollars outside Lawrence. The average amount of shopping outside Lawrence in 1999 decreased to 21.3 percent from 22 percent in 1998. A more detailed graph of the distribution of responses appears on page 27.
Those respondents who indicated that they did not shop outside Lawrence were not asked the following 9 questions. The surveyors skipped to the demographic questions, beginning at question 15.

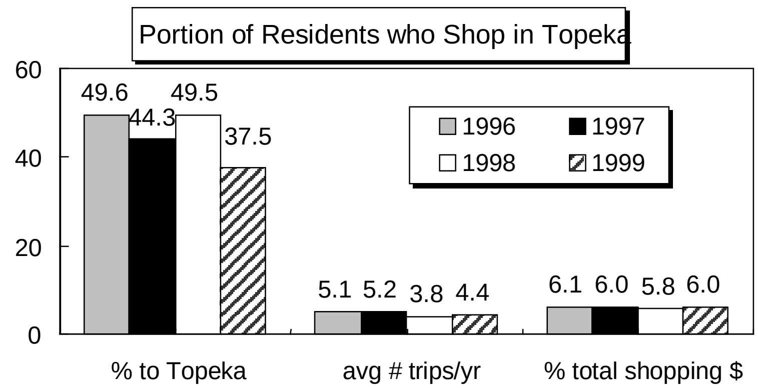
Now we will be asking you some questions about specific locations where you go to shop. These might include Topeka, the Johnson County or suburban Kansas City area, and downtown Kansas City (including the Plaza area).

The following questions attempted to determine what other geographic locations were particularly targeted by those who left town to go shopping, and what percentage of their total shopping dollars might have been spent there. The "how often" part of the question was left for respondents to answer in whatever manner they chose, such as "twice a year," or "once a month." We converted all of these responses to a yearly basis to allow for numerical calculations of averages. This year respondents were asked to determine what percentage of their **total shopping dollars** was spent in each location. This is a more specific way to determine where and how money is actually spent, rather than the general term of "shopping."

Question 6. *In the last year, did you make any shopping trips to **Topeka**?*

*Question 6a. How often in the past year did you go to **Topeka** to shop?*

*Question 6b. What percentage of your total shopping dollars in the past year was spent in **Topeka**?*



The number of Lawrence residents who did at least some portion of their shopping in Topeka decreased from 49.5 percent in 1998 to 37.5 percent in 1999, the lowest level so far. At the same time the annual average number of shopping trips to Topeka increased from 3.8 in 1998 to 4.4 trips per person in 1999. These trips account for 6 percent of total shopping dollars, which is slightly more than the 5.8 percent reported in 1998.

Question 7. *In the last year did you shop in Johnson County or in the suburban Kansas City area?*

Question 7a. How often in the past year did you go to Johnson County or suburban Kansas City to shop?

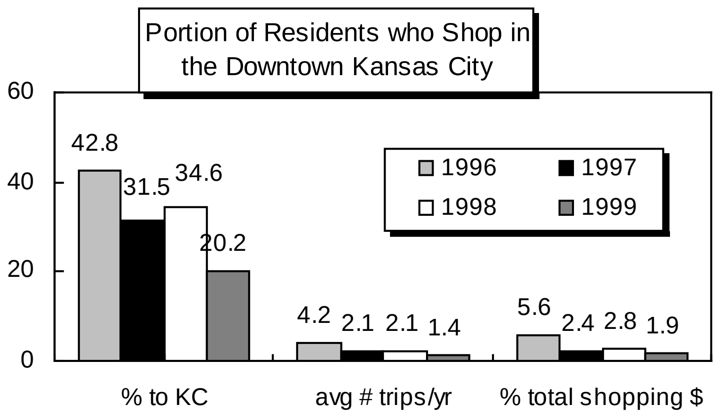
Question 7b. What percentage of your total shopping dollars in the past year was spent in Johnson County or suburban Kansas City?

Every year Johnson County and suburban Kansas City attract the largest share of shoppers from Lawrence. However, the number itself is going down, corresponding with the general decrease in the number of Lawrence residents leaving Lawrence to shop. This year 59 percent of Lawrence residents reported shopping there, down from between 66 and 74 percent reported between 1996 and 1998. Those who shop there reported an annual average of 8.3 trips per person, which accounted for 13.3 percent of their total shopping dollars. These numbers also show a downward trend.

Question 8. *In the last year did you shop in downtown Kansas City or the Plaza?*

Question 8a. How often in the past year did you go downtown Kansas City or the Plaza to shop?

Question 8b. What percentage of your total shopping dollars in the past year was spent in downtown Kansas City or the Plaza?



The popularity of downtown Kansas City as a shopping destination is decreasing among the Lawrence residents. The number of residents who went there to shop in 1999 decreased to 20 percent from 35 percent in 1998 and 43 percent in 1996. An annual average number of trips decreased form 2.1 trip per person in 1998 to 1.4 in 1999. The percent of total shopping dollars spent there decreased from 2.8 percent in 1998 to 1.9 percent in 1999. These could be connected with the ongoing construction in downtown Kansas City and the Plaza area.

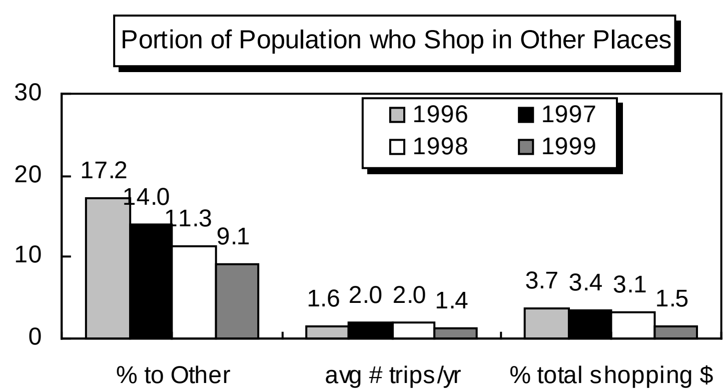
Question 9. *Are there any other places outside Lawrence where you regularly go to shop?*

Question 9a. What are those places?

Question 9b. How many times in the past year did you go to the places mentioned above to shop?

Question 9c. What percentage of your total shopping dollars in the past year was spent there?

The number of people going to shop in locations other than those mentioned above decreased in 1999 to 9.1 percent compared to 11 percent in 1998 and 17.2 percent in 1996. The average number of trips per person was 1.4, down from 2 trips per year in 1998. The percentage of total shopping dollars spent in these locations decreased from 3.1 percent in 1998 to 1.5 percent in 1999.



Following is the list of places mentioned by the respondents, along with the number of times each of those places was mentioned:

KS, Wichita	6	KS, Olathe	1
IL, Chicago	4	KS, Ottawa	1
Manhattan	3	KS, Tonganoxie	1
MO, St. Louis	2	MN, Mankato	1
CO, Ft. Collins	1	MO, Blue Springs	1
Eudora	1	MO, Kansas City	1
IA, Des Moines	1	MO, Branson	1
KS, Atchison	1	NE, Lexington	1
KS, Caney	1	NE, Lincoln	1
KS, Colby	1	NE, Omaha	1
KS, Emporia	1	Nebraska	1
KS, Hays	1	New York	1
KS, Hutchinson	1	PA, Strausburg	1
KS, Leavenworth	1	St. Joseph	1
KS, Liberal	1	TX, Dallas	1
KS, Manhattan	1		

The number of times destinations were mentioned should not be compared with the number of times corresponding places were mentioned in the previous reports because of the considerably higher number of responses in last year's survey.

The data collected for this report included a count of households with KU students in a decision-making role. It is possible that some of them do a measure of their shopping while "at home" on break. The fact that several distant states were mentioned in these responses leads to speculation that these respondents either misunderstood the question or have exceedingly strong shopping preferences.

This question was an overflow for the specific areas that we wanted to know about. As such, the most useful information gained was the number of times that other Kansas or Missouri locations were mentioned.

Next, we wanted to determine the types of shopping centers and specific stores that our residents sought out for their shopping. Questions 10 and 11 asked just that, hoping to provide qualitative data to those who need to make decisions regarding the potential for successfully operating businesses within Lawrence. Multiple answers were allowed in order to provide the most complete picture.

Question 10. *What are the names (if known) or general location of the shopping centers you most frequently patronized outside Lawrence in the past year?*

The answers were compiled into the following list of shopping centers with the number of times each one was mentioned. Below is the list of the most popular locations sorted by number of times it was mentioned. A complete list of shopping destinations is available on page 29.

Location	Mentioned By	Location	Mentioned By
Oak Park Mall	180	119th and Roe	4
Westridge Mall	96	95th and Metcalf	4
Town Center	42	Bannister Mall	4
Great Mall of the Great Plains	39	Topeka Mall	3
Plaza	29	Westlake	3
Metcalf South	18	Barry Road	2
Wanamaker Road	16	Chesterfield Mall	2
95th Street	11	City Market In Kansas City	2
Quivira	10	JC Penney Outlet	2
Metcalf	8	Mall in Topeka	2
119th and Metcalf	7	Metro North Mall	2
95th and Quivira	6	Overland Park	2
Crown Center	6	Rosana Square	2
119th Street	5	White Lakes Mall, Topeka	2

This year once again the Oak Park Mall was the most popular shopping place. It was mentioned by 51.8 percent (180) of respondents who were asked this question. In 1998,1997 and 1996 these numbers were 53 percent, 42 percent and 50 percent, respectively. This figure could be higher, since some people reported street locations or general areas instead of names. This year the Plaza is the fifth most popular destination, down from the third last year. This could be the result of the lack of parking due to the construction on the parking lots in the first part of the year.

Question 11. *What are the names of the specific stores that you most frequently patronized outside Lawrence within the last year?*

The table below lists the most frequently mentioned stores along with the number of times each one was mentioned. A complete list of stores, in alphabetical order, is available on page 31.

Store	Mentioned By	Store	Mentioned By
Dillards	91	Wal-Mart	10
Jones Store	46	Victoria's Secret	9
Gap	37	Pottery Barn	8
Best Buy	36	Banana Republic	7
Old Navy	35	Express	7
J C Penney	31	Bath and Body Works	6
Nordstroms	26	Home Depot	6
Sams Club	21	Target	6
Toys R Us	21	TJ Max	6
Eddie Bauer	15	Comp USA	6
Abercrombie and Fitch	13	Bed Bath and Beyond	5
Barnes and Noble	12	Half Price Store	5
Sears	12	J Crew	5
Galyans	10	Jacobsons	5
Limited	10	Marshalls	5

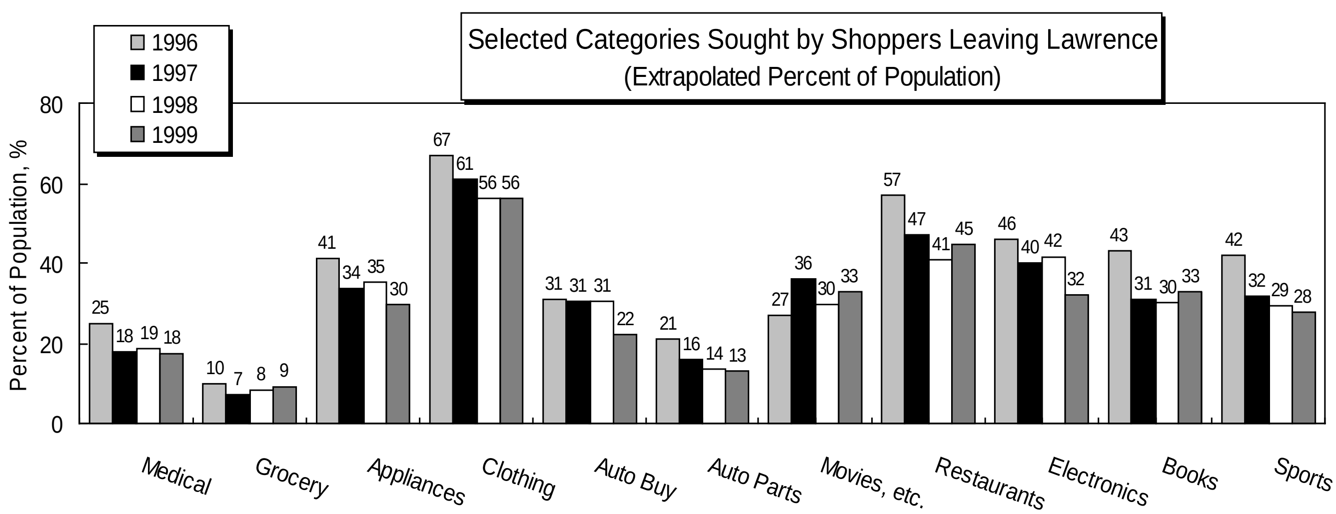
As was the case last year, stores that already exist in Lawrence were occasionally mentioned. For example, Abercrombie & Fitch, Borders, Gap, Hy-Vee, JC Penney, Kohl's, Target, and Wal-Mart were named as out of town shopping destinations.   All these stores are available locally. The information from question 13 indicating a very strong preference for a variety of selection as one of the reasons for shopping outside Lawrence might be an explanation and an indication of an area of opportunity.

Question 12. *Which of the following items or services do you purposely leave Lawrence to seek?*

With this question, an attempt was made to identify general classifications of services or merchandise in which respondents felt the out-of-town options were preferable. The category title is listed along with the calculated relevant percentage of the general population from 1999 through 1996. The number of respondents asked this question who reported seeking these categories out is reported on page 33.

Categories	1999 Pop %	1998 Pop %	1997 Pop %	1996 Pop %
Medical Services	17.5 %	18.8 %	17.8 %	25.0 %
Grocery/Household Supplies	9.3	8.2	7.3	10.0
Appliances/ Home Furnishing	29.7	35.1	33.5	41.0
Clothing/Apparel	56.3	56.3	60.8	67.0
Automobile Purchase	22.1	30.6	30.5	31.0
Auto Parts and/or Service	13.0	13.6	15.8	21.0
Theater/Movies/Concerts.	32.8	29.7	36.0	27.0
Restaurants	44.9	40.6	47.0	57.0
Electronics/Computers	32.0	41.6	40.0	46.0
Books/Gifts	32.8	30.0	31.0	43.0
Sporting Events	27.8	29.1	31.5	42.0
Other Reasons	1.6	5.0	0.5	4.0

The categories listed in this table reflect a range of products and services that consumers could conceivably seek outside Lawrence. The list was formulated in an informal manner based on the personal experiences of economists and staff at IPPBR. It is possible to include other specific categories in future surveys, if so desired. Once again, only those respondents who answered that they did some portion of their shopping outside Lawrence were asked this question.



The validity of any of these categories is measured by the number of times they received mention. For example, it can be noted that a great many people (56 percent) feel they cannot fulfill all of their clothing needs solely within Lawrence. Pairing this information with the names of store destinations from questions 12 and 13 highlights a definite area of interest and potential opportunity. Also high on the list are Restaurants (45 percent), Books, and Movies with 33 percent each, and Electronics (32 percent). Almost all the major categories with a few exceptions decreased this year. Exceptions were the "entertainment" categories such as Restaurants, Movies, and Books that showed an increase.

Within the Other Reasons category, such thing as art supplies, ethnic goods, gourmet deli, specific home furnishing materials, horse supplies, second hand stores, and toys were mentioned one time each.

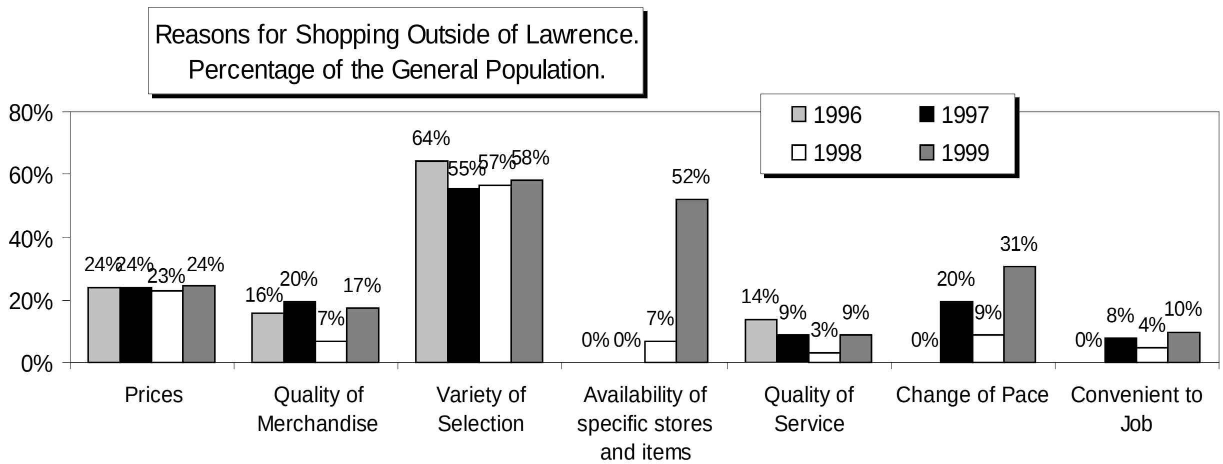
Question 13. *For the categories you've mentioned, what are your reasons for shopping out of Lawrence?*

After learning what types of goods and services were considered more agreeably available from outside sources, it was felt necessary to understand why respondents held those views. Once again, multiple answers were accepted in order to gauge the strength of each response. A count was made of the number of times each reason was mentioned. The reason for shopping outside Lawrence is listed along with the associated percentage of the general population. The percentage of respondents asked this question that chose each particular reason will be listed on page 34.

Reason	1999 Pop %	1998 Pop %	1997 Pop %	1996 Pop %
Prices	24.3 %	22.7 %	23.8 %	24.0 %
Quality of Merchandise	17.3	6.6	19.5	16.0
Variety of Selection	57.9	56.7	55.3	64.0
Availability of specific stores and items	52.2	6.5	n/a	n/a
Quality of Service	8.9	2.9	8.5	14.0
Change of Pace	30.7	8.7	19.5	n/a
Convenient to Job	9.7	4.4	7.8	n/a
Other	5.8	18.7	n/a	19.0

This year Variety of Selection was once again the most significant reason for shopping out side Lawrence. This year almost 72 percent of respondents asked this question named this category. Extrapolated on general population, the variety of selection category reported 57.9 percent in 1999, which was higher than both 1998 and 1997 results but is still below the 64 percent level reported in 1996. An importance of this category as a shopping preference was stressed by the results of question 13, where a number of local stores were named as the shopping destinations outside Lawrence. The combination of responses to these questions indicates that variety of selection in the local stores and the varieties of restaurants are not sufficient enough.

All major categories showed increases compared with both 1997 and 1998 results. Interestingly in 1999 Quality of merchandise and Quality of Service categories had increased again to the 1997 level. The fact that the Availability of Specific Stores and Items category was moved from the category Other to the main category of questions and now the respondents were specifically questioned about this category has probably contributed to the dramatic increase from 6.5 percent in 1998 to 52.2 percent in 1999.



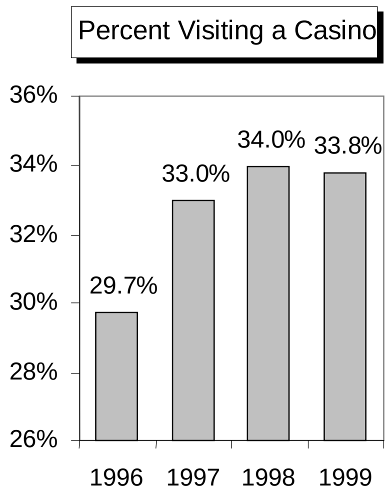
n/a - in the 1996 survey categories “Change of Pace” and “Convenient to Job” were not offered. In 1997 the “Other reasons” category was not mentioned by any respondents.

Among the "Other reasons” category the following reasons were mentioned most frequently:

Visiting friends and relatives in the area	1.6%
Parking/crowds/service in downtown Lawrence are unfavorable	0.6%
General convenience (happened to be there, etc.)	0.4%
Taxes	0.2%

The "Visiting friends and relatives in the area" category negates the intent of the survey, which is to identify where and why people go for the purpose of shopping outside Lawrence. The same can be said about the “General convenience” category. However, the “Parking/crowds/service” category can be an influence on the local authorities and businesses. The “Parking/crowds/service” category was mentioned every year by around 1 percent of the population.

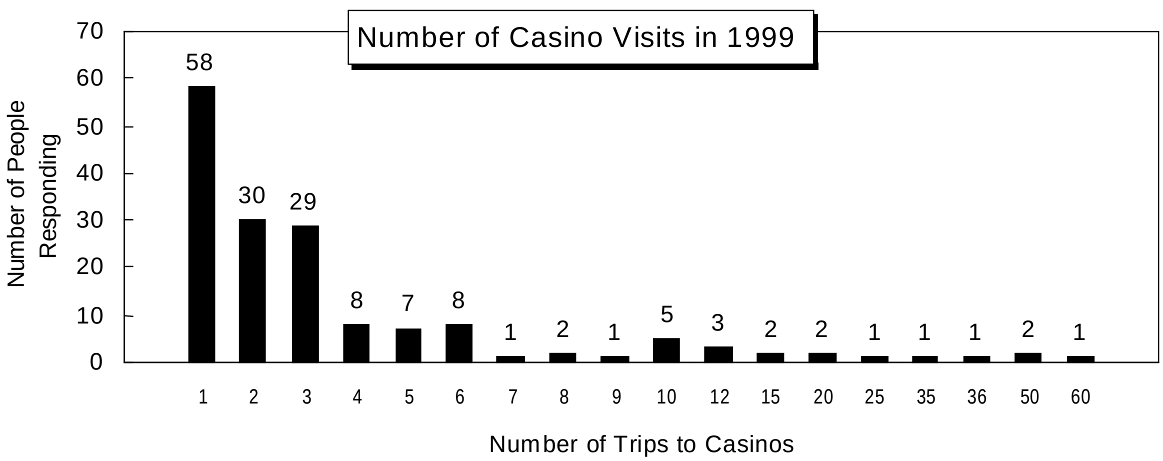
Question 14. *Have you been to a casino in Kansas or the Kansas City area within the past year?* If "Yes", *How many times?*



This question was asked in response to a specific concern about the perceived popularity of this growing entertainment option and the concern over diversion of sales tax revenue out of Douglas County. In 1998 this question was modified to include not only those who go to the casinos in Kansas City area but also those who visited any other casinos in Kansas. All those who took the survey were asked this question.

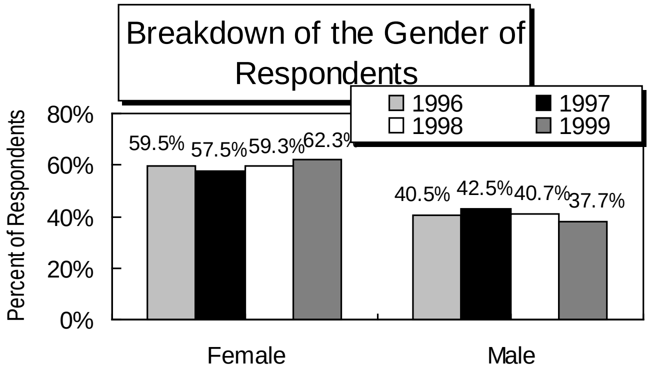
It was found that 33.8 percent (164) of all asked had visited a casino at least once in 1999, which is slightly less than 34 percent reported in 1998.

On average, those who go to the casino reported doing so 4.7 times a year in 1999, down from 6 times per year in 1998, but still above the four times a year reported in 1997, when the question was first asked. This year responses ranged from once a year to up to sixty times. Below is a detailed graph of responses.



DEMOGRAPHIC QUESTIONS

Question 15. *Gender*. (This question was not asked but based on voice recognition by the surveyors.)



In the 1999 survey, out of 483 valid responses there were 62.3 percent (301) female respondents and 37.7 percent (182) male respondents.

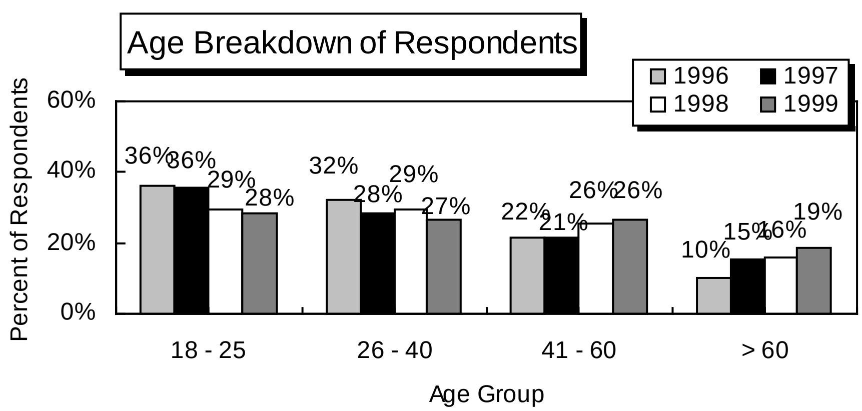
Question 16. *Which of the following categories best describes your age group?*

The age breakdown of the respondents was as follows:

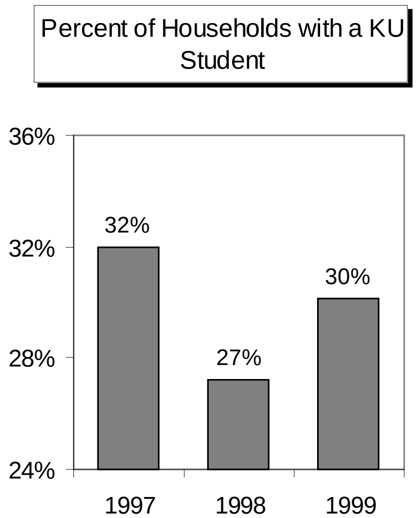
Age Group	Number	Percentage: 1999	1998	1997	1996
18 to 25 years old	136	28.2%	29.3%	35.5%	36.0%
26 to 40 years old	129	26.8%	29.2%	28.3%	32.0%
41 to 60 years old	127	26.3%	25.5%	21.3%	21.7%
Over 60 years old	90	18.7%	16.0%	15.0%	10.3%
Missing	3	0.6%	1.4%		

Out of 485 asked this question, there were 482 valid responses.

The random sample this year captured more responses from people above forty years old than previous surveys and fewer responses from people between eighteen and forty years old.



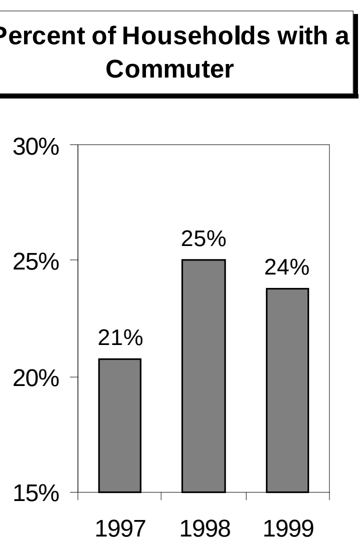
Question 17. *Are any of the principal householders KU students?*



This is an attempt to qualify the responses received by measuring how many of them are due to college student priorities. Out of the 485 asked, 481 responded to this question. Out of those who responded 30 percent (145) represent households with a KU student in a decision-making role. In 1997, when the question was first asked, 32 percent of households reported a KU student in a decision-making role.

The cross-tabulation tables, starting on page 38, will show how the decisions in student households differ from the non-student households.

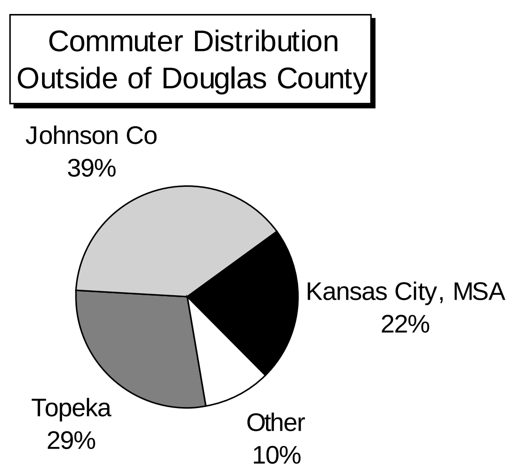
Question 18. *Do any of the principal householders work outside Douglas County?*
If "Yes," *What county do you/they work in?*



This question was asked to determine the commuting patterns of Lawrence / Douglas County residents.

In 1999 24 percent of respondents reported at least one person in their household commuting to work outside Douglas County. In 1998 and 1997, when the question was first asked, the numbers were 25 percent and 20.8 percent, respectively.

Eleven different counties and a number of other destinations were mentioned this year as commuters' destinations. However, they were grouped based on the proximity to the shopping locations defined in question 12. The results are on the graph.



Johnson County was once again the most popular destination with 39 percent of all commuters, which is down from 42 percent in 1998 and 40 percent in 1997. Commuting to Topeka was reported by 29 percent of commuters, which is higher than the 21 percent reported in 1998, but still below the 33.5 percent reported in 1997. Commuting to Kansas City increased to 22 percent this year from 19 percent in 1998 and 7.2 percent in 1997. The increase in the number of commuters to Kansas City in the past two years could be attributed, however, not just to the increase in popularity of the Kansas City area but to the different interpretation of city boundaries (this year the entire Kansas City MSA was included). A complete list of counties mentioned by commuters and mention rates can be found on page 36.

Question 19. *Which of the following best describes the* ***industry*** *in which the commuter works?*

Question 19a. Which of the following best describes the ***occupation*** *of the commuter?*

To get a better picture of the commuting patterns of the Lawrence residents information on commuter employment was requested. If there was more than one commuter in the household, the respondent was asked to select the major or primary commuter. This year the information was grouped by the industry the commuter works in and the commuter's occupation. Answers were combined into the following categories:

Industry	Percent of Commuters
Manufacturing	7.9 %
Construction, mining	5.3
Agriculture, forestry, fisheries	2.6
Transportation, communications, public utilities	16.7
Information technology	7.9
Wholesale and retail trade	5.3
Finance, insurance, real estate	1.8
Education	7.9
General services	8.8
Medical services	14.0
Accounting	0.9
Law	3.5
Government	7.0
Other	7.9
Refused/no answer	2.6

To provide further details on the commuters' employment patterns the information was requested on each commuter's occupation:

Occupational Categories:	Percent of Commuters
Managerial	15.2 %
Professional (accountant, lawyer, physician, teacher, etc.)	31.3
Technical or paraprofessional	11.6

Sales	8.9
Administrative support	2.7
Operator, laborer	15.2
Other	10.7
Refused / no answer	4.5

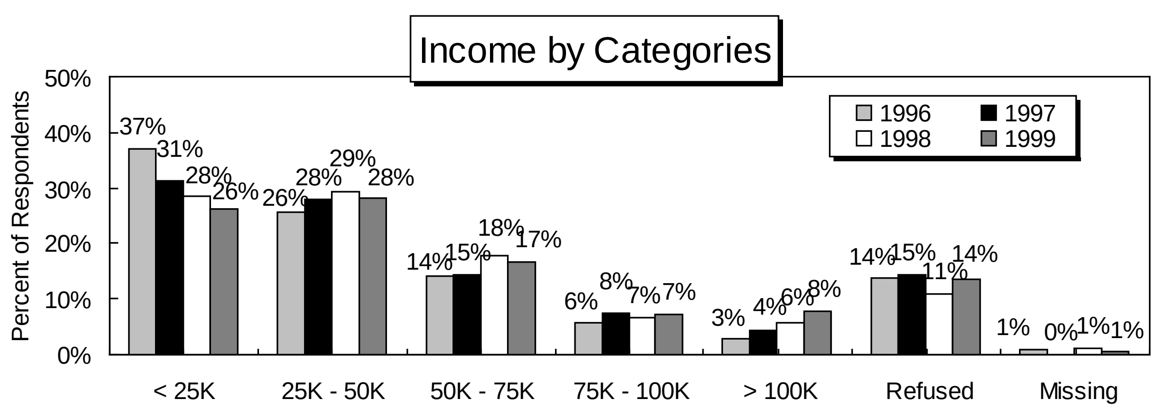
Question 20. *And finally, for data analysis purposes only, which category best describes your household's annual gross income for the last year?*

This question is always placed at the end of the survey because many respondents consider it to be too sensitive to answer. Data from this question are used strictly for cross-tabulation of other data.

In general, missing or refused answers are not included in the analysis. However, due to the large size of the Refused number, it has been included in the cross-tabulations just to see if those respondents would verify or refute the general trends of the others.

This year responses were as follows:

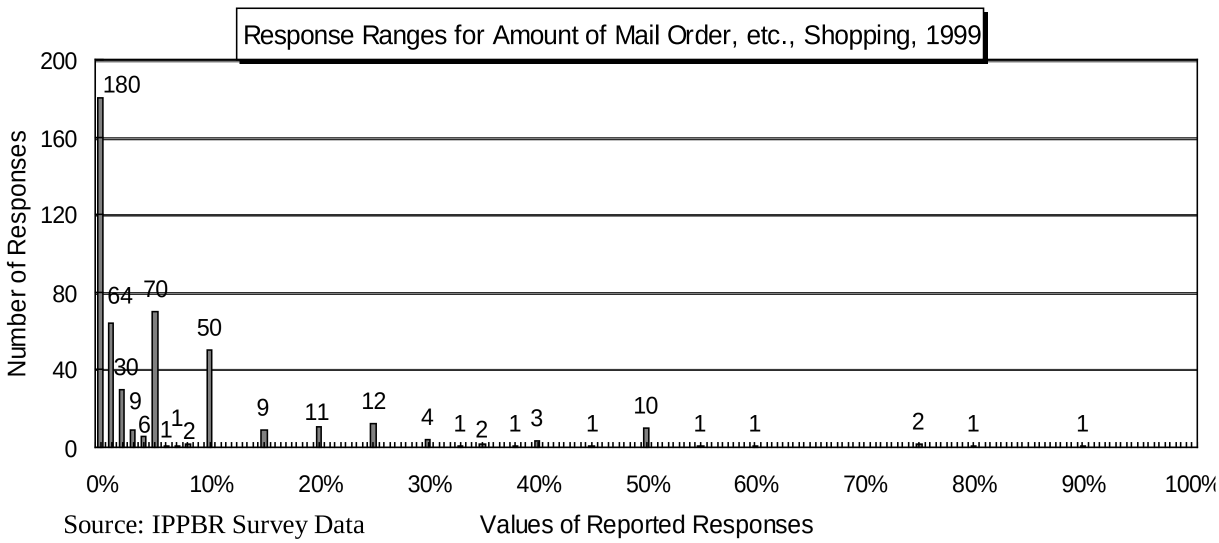
Annual Household Income	Number of Responses	1999	1998	1997	1996
Less than $25,000	127	26.2 %	28.5 %	31.3 %	37.1 %
$25,000 to $49,999	136	28.0	29.2	28.0	25.6
$50,000 to $74,999	81	16.7	17.8	14.5	14.0
$75,000 to $99,999	35	7.2	6.5	7.5	5.7
$100,000 and over	37	7.6	5.8	4.3	2.9
Refused to answer	66	13.6	11.0	14.5	13.8
Missing	3	0.6	1.3	0.0	0.0



This concludes our survey.
Thank you.

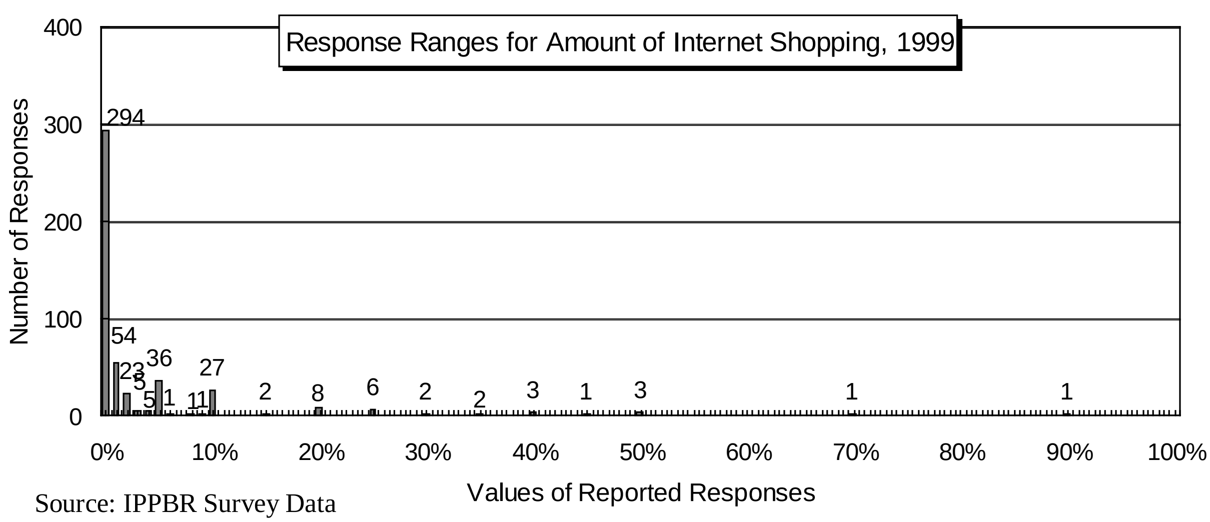
DATA TABLES & GRAPHS

Graph of Question 1 data. This graph shows the distribution of the actual responses to this question. Read as follows: 180 respondents did none of their shopping using these alternative means, 50 respondents reported that they did 10 percent, and one person said he did 90 percent of his shopping this way.



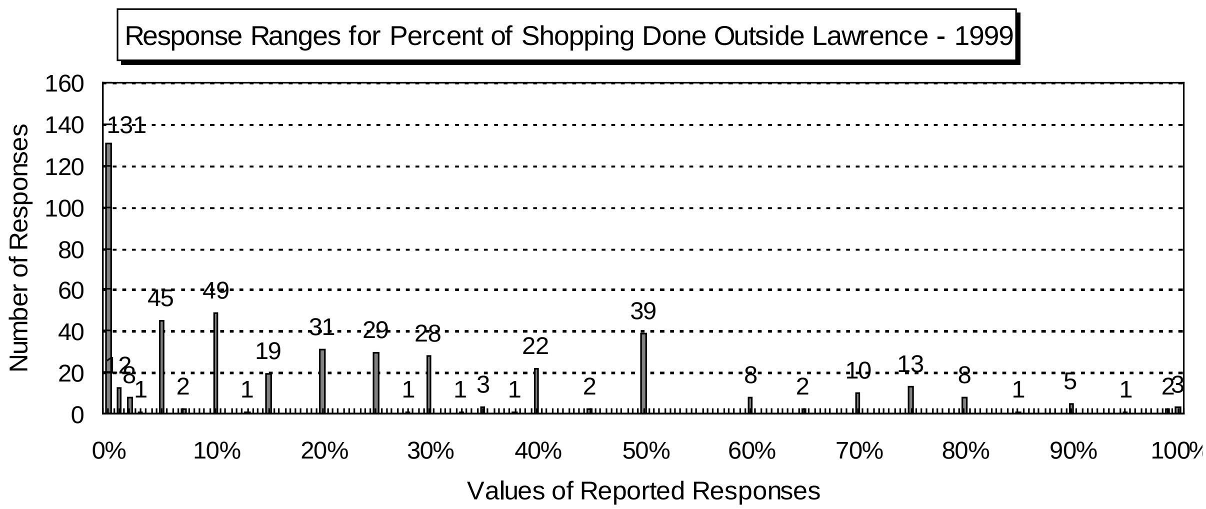
Source: IPPBR Survey Data

Graph of Question 2 data. This graph shows the distribution of the actual responses to this question. Read as follows: 294 people said they did not on-line and 3 people said they did half of their shopping through the Internet.



Source: IPPBR Survey Data

Graph of Question 5 data. This graph shows the distribution of the actual responses to this question. Read as follows: 131 respondent said they did NO shopping outside Lawrence and 39 people said they did half of their shopping outside Lawrence. Since there were 485 respondents in the 1999 survey, these numbers account for 27 percent and 8.4 percent, respectively. For comparison, last year's revised numbers show that in 1998 17.9 percent did not shop outside Lawrence and 5.5 percent did half of their shopping outside Lawrence.



Source: IPPBR Survey Data

Table 1 - Basic data from questions 6, 7, 8 and 9.

Destinations and Percentage of the General Population	Percent of Those Asked Who Go To These Destinations	Average Number of Trips Made per Year	Percent of Their Total Shopping That Is Done There	Valid Cases
Topeka	(182) 51.7%	11.8	16.6%	352
Population %	37.5%	4.4	6.0%	485
Johnson County	(281) 81.3%	14.2	23.0%	352
Population %	59.0%	8.3	13.3%	485
Kansas City	(98) 27.8%	7.0	9.5%	352
Population %	20.2%	1.4	1.9%	485
Other Places	(44) 12.5%	14.9	16.6%	351
Population %	9.1%	1.4	1.5%	485

Source: IPPBR Survey Data

The top row of each of these location pairs reflects the responses by those who were asked this question: those who answered in the affirmative on Question 5. This answer was that they did, in fact, do some portion of their shopping outside Lawrence. If they answered negatively to Question 5, that they did <u>not</u> do any of their shopping outside Lawrence, then the surveyors skipped to Question 14.

The second row reflects the calculated result of the summations provided by those who were asked this question divided by the entire sample size of 485. This provides a percentage applicable to the population as a whole.

Therefore, it is safe to say that, for example, about 60 percent of Lawrence residents intentionally go to the Johnson County area for the purpose of shopping. They go there more than 8 times per year and do about 13 percent of their total shopping in the stores there. This represents an increase in all three measures from last year. (See last year's report for all of the support data from these tables.)

Table 2 - Basic data from question 10.

Complete List of Shopping Destinations: Shopping centers	Number of times mentioned
Oak Park Mall	180
West Ridge Mall	96
Town Center	42
The Great Mall Of Great Plains	39
Plaza	29
Metcalf South	18
Wanamaker Road	16
95th Street	11
Quivira	10
Metcalf	8
119th and Metcalf	7
95th and Quivira	6
Crown Center	6
119th Street	5
119th and Roe	4
95th and Metcalf	4
Bannister Mall	4
Topeka Mall	3
Westlake	3
Barry Road	2
Chesterfield Mall	2
City Market In Kansas City	2
JC Penney Outlet	2
Mall in Topeka	2
Metro North Mall	2
Overland Park	2
Rosana Square	2
White Lakes Mall, Topeka	2
101st and Lackman	1
10th and Gage	1
119th and Quivira	1
139th and Quivira	1
19th and Metcalf	1
199th and Metcalf	1
21st and Wanamaker	1
39th Street Strip in Kansas City	1
75th and Mission	1
91st and Metcalf	1
96th and Metcalf	1
Aggieville	1
B & J's Grocery Store	1

p. 2 of 2

B Street	1
Big Shopping Center In Topeka	1
Blue Ridge Mall	1
Brook Side Kansas City, Mo	1
Brookside	1
College Boulevard	1
County Square	1
Downtown Mall In Manhattan	1
Downtown Topeka	1
East Hills	1
Fairlawn	1
Forest Hills	1
Fort Leavenworth	1
Fort Leavenworth Military Base	1
Hawthorne Plaza	1
Highway 7 in Blue Springs	1
Independence Center	1
Independence Mall	1
Johnson County	1
Kansas City off of 45	1
Malls	1
Manhattan Town Center	1
Mission Center Mall	1
Oakview Mall	1
Olathe	1
Old Town	1
Pennsylvania and Ward Pkwy	1
Plano Mall	1
Prairie Village	1
Quilt Shops on the Main St., Eudora	1
River Hills Mall	1
Strip Malls	1
The Mall	1
Topeka Shopping Center	1
Town East (Wichita)	1
Town East Square	1
Town West - Wichita	1
Town West Square	1
Valley West Mall, Des Moines	1
Veterans Association	1
Vine Street	1
Ward Parkway	1
Ward Parkway Mall	1
Westport Area	1

Source: IPPBR Survey Data

Table 3 - Basic data from question 11. p. 1 of 2

Complete List of Shopping Destinations: Store names	Number of times mentioned	Store names	Number of times mentioned
Dillards	91	Crubellas	1
Jones Store	46	Cub Foods	1
Gap	37	Cummins Tool, Olathe	1
Best Buy	36	Daytons	1
Old Navy	35	Dean and Deluca	1
J C Penney	31	Deb	1
Nordstroms	26	Debbs	1
Sams Club	21	Diamond Expressions	1
Toys R Us	21	Discovery Toys	1
Eddie Bauer	15	Dollar General	1
Abercrombie and Fitch	13	Dollar Store	1
Barnes and Noble	12	Drug Emporium	1
Sears	12	FAO Schwarz	1
Galyans	10	Farm Stores	1
Limited	10	Fashion Gal	1
Wal-Mart	10	Finish Line	1
Victoria's Secret	9	Follies	1
Pottery Barn	8	Gap Kids	1
Banana Republic	7	Gateway	1
Express	7	Grocery Stores	1
Bath and Body Works	6	Halls	1
Home Depot	6	Hardware Store	1
Target	6	Harolds	1
TJ Max	6	Hastings	1
Comp Usa	6	Hen House	1
Bed Bath and Beyond	5	Hobby Stores	1
Half Price Store	5	Hot Topic	1
J Crew	5	HQ	1
Jacobsons	5	India Emporium	1
Marshalls	5	J C Penney Outlet	1
Babies R Us	4	JM Bauersfeld's	1
Borders	4	Johns Stone Supply	1
Burlington Coat Factory	4	Karen Market Interiors	1
Gymboree	4	Kitchen Stores	1
Steinmark	4	Kriegel	1
Talbolts	4	Lane Bryant	1
Buckle	3	Lawrence Shop	1
Disney Store	3	Lazy Boy Store	1
Just For Feet	3	Learning Tree	1

p. 2 of 2

Kmart	3	Lens Crafters	1
Kohl’s	3	Lerners	1
Lady Foot Locker	3	Levi's	1
Structure	3	Love Garden	1
Williams-Sonoma	3	Macy's	1
Ann Taylor	2	Mall Shops	1
Better Cheddar	2	Marshall Fields	1
Clothing Stores	2	Mens Warehouse	1
Computer Stores	2	Mini Malls	1
Famous Barr	2	Molina's Grocery	1
Foot Locker	2	Music Land	1
Hy-Vee	2	Music Man	1
Hyper Mart	2	Music Stores	1
Linens N' Things	2	Natural Way	1
Lowes	2	Nature Stores	1
Montgomery Ward	2	Northern Reflections	1
Museum Store	2	Norwalk	1
Sharper Image	2	O'Dowd's Irish Pub	1
All American	1	Office Depot	1
American Eagle	1	Once Upon A Child	1
Antiques Stores	1	Outlets	1
Armani X	1	Pay Less Cashways	1
Back Rack	1	Petite	1
Bakers	1	Prydes Of Westport	1
Bass Pro	1	Quilt Shops	1
Ben Simons	1	Sam Goody	1
Benchmark	1	Scandia Down	1
Benchmart	1	Scheels Sporting Goods	1
Bonworth	1	Science and Toy Store	1
Bookstores	1	Shoe Places	1
Brookstone	1	Shoe Store	1
Candleman	1	Some Furniture Store	1
Casual Corner	1	Spencer	1
Casual Male	1	Spencer Gifts	1
Chicos	1	Sporting Good Stores	1
Childrens Orchard	1	Store Of Knowledge	1
Childrens’ Stores	1	Suncoast Movie Company	1
Circuit City	1	Tack Shops	1
Clearwater Creek	1	Wade's	1
Colts Nose	1	Walgreens	1
Corner Store	1	Warner Brothers Store	1
Crate and Barrel	1	Waterstone	1
		Yonkers	1

Source: IPPBR Survey Data

Table 4 - Basic data from question 12.

Goods and Services Sought	Number of times mentioned	Percentage of those asked this question	Percentage of general population
Medical Services	85	24.1%	17.5%
Grocery / Household Supplies	45	12.8%	9.3%
Appliances / Home Furnishing	144	40.9%	29.7%
Clothing /Apparel	273	77.6%	56.3%
Automobile Purchase	107	30.4%	22.1%
Auto Parts and /or Service	63	17.9%	13.0%
Theater / Movies / Concerts	159	45.2%	32.8%
Restaurants	218	61.9%	44.9%
Electronics / Computers	155	44.0%	32.0%
Books / Gifts	159	45.2%	32.8%
Sporting Events	135	38.4%	27.8%
Other Reasons	8	2.3%	1.6%

Source: IPPBR Survey Data

This table should be read as follows:

The category of Clothing and Apparel was mentioned by 273 respondents, 78 percent of those who were asked this question, as something for which they intentionally leave Lawrence to shop. Extending this rate to the general population means that 56 percent of Lawrence residents find it necessary to shop out-of-town to fulfill their clothing needs. Once again, this is a decrease from both 1996 and 1997 but on the same level as in 1998.

Table 5 - Basic data from question 13.

Reasons	Number of times mentioned	Percentage of those asked this question	Percentage of general population
Prices	118	33.6%	24.3%
Quality of Merchandise	84	23.9%	17.3%
Variety of Selection	281	80.1%	57.9%
Availability of specific stores and items	253	72.1%	52.2%
Quality of Service	43	12.3%	8.9%
Change of Pace	149	42.5%	30.7%
Convenient to Job	47	13.4%	9.7%
Other	28	8.0%	5.8%

Source: IPPBR Survey Data

This table should be read as follows:

In the 1999 survey 253 respondents, representing close to 72 percent of those who were asked this question mentioned the reason “Availability of specific items.” Taken to the population as a whole, this calculates out to over 52 percent of Lawrence residents considering this an important factor in their shopping decisions.

Table 6 - Basic data from question 15.

Gender of respondents	Number	Percent of Valid Responses
Female	301	62.3%
Male	182	37.7%

Source: IPPBR Survey Data

Table 7 - Basic data from question 16.

Age	Number	Percent of Total
Age 18 - 25 yrs.	136	28.2%
Age 26 - 40 yrs.	129	26.8%
Age 41 - 60 yrs.	127	26.3%
Age > 60 yrs.	90	18.7%

Source: IPPBR Survey Data

Table 8 - Basic data from question 17.

KU Student	Number	Percent of Total
In Household	145	30.1%

Source: IPPBR Survey Data

Table 9 - Basic data from questions 18 and 19.

Commute	Number	Percent of Total
Outside Douglas Co.	114	23.8%

Source: IPPBR Survey Data

Commuter Destinations General	Number	Percent of all commuters
Johnson Co.	44	39.3%
Shawnee Co.	32	28.6%
Wyandotte Co.	9	8.0%
Jackson Co.	6	5.4%
Leavenworth Co.	6	5.4%
Kansas City, MO	3	2.7%
Franklin Co.	3	2.7%
Platte Co.	1	0.9%
Bonner Springs	1	0.9%
Grolin Co.	1	0.9%
Jefferson Co.	1	0.9%
New York City	1	0.9%
Sedgwick Co.	1	0.9%
Florida	1	0.9%
Other	2	1.8%

Source: IPPBR Survey Data

Commuter Destinations Commuting Area	Number	Percent of Total
Johnson Co.	32	28.6%
Topeka	44	29.3%
Kansas City	25	22.3%
Other	11	9.8%

Source: IPPBR Survey Data

Table 10 - Basic data from question 20.

Income	Number	Percent of Total
Income < $25K	127	26.2%
$25,000 to $49,999	136	28.0%
$50,000 to 74,999	81	16.7%
$75,000 to $99,999	35	7.2%
Over $100,000	37	7.6%
Refused	66	13.6%
Missing	3	0.6%

Source: IPPBR Survey Data

DATA COMPARISONS

Table 11 - Cross-tabulation of questions 1 & 2 with demographics.

Percent of Shopping through catalog and the Internet	Q1. Shopping via catalog, mail order, TV, etc. (Internet excluded)	Valid Cases	Q2. Shopping through the Internet	Valid Cases
All Respondents	6.5	473	3.3	477
Female	7.5	297	2.8	298
Male	4.9	174	4.1	177
Age 18 - 25 yrs.	5.0	132	4.6	134
Age 26 - 40 yrs.	7.4	126	5.6	126
Age 41 - 60 yrs.	7.2	126	1.3	124
Age > 60 yrs.	6.6	87	9.5	90
Income < $25K	4.2	123	2.8	125
$25K - $50K	6.6	133	3.7	134
$50K - $75K	7.1	79	2.1	78
$75K - $100K	7.7	34	5.6	35
Income > $100K	7.9	36	5.0	36
Income $ refused	7.8	65	2.6	66
KU Student - Yes	3.8	141	4.8	144
KU Student - No	7.7	328	2.64	332
Commuter - Yes	7.5	112	3.7	111
Commuter - No	6.3	356	3.12	362
Neither One	7.3	251	2.2	256

Source: IPPBR Survey Data

This table should be read as follows (see top of next page, too):

> For question 1 there were 473 valid responses. Respondents from households without KU students reported that they spent an average of 3.8 percent of their total shopping dollars by methods that do not involve retail

stores, such as mail order, catalogs or television, which is the lowest result among all categories together.

For question 2 (previous page), respondents reported that they did about 4.8 percent of their shopping through the Internet, a figure higher than the 3.3 percent average for all respondents.

Table 12 - Cross-tabulation of question 3 with demographics. p. 1 of 4

Goods or Services Sought On-line	Grocery/ Household	Appliances/ Home Furnishings	Clothing/ Apparel
All Respondents	19 (8.2%)	39 (17.0%)	96 (42.3%)
Female	10 (7.9%)	19 (15.2%)	50 (40.3%)
Male	9 (8.7%)	18 (17.5%)	45 (44.1%)
Age 18 - 25 yrs.	9 (10.5%)	14 (16.3%)	40(48.2%)
Age 26 - 40 yrs.	5 (6.0%)	18 (21.7%)	36 (43.4%)
Age 41 - 60 yrs.	3 (5.9%)	4 (7.8%)	17 (34.0%)
Age > 60 yrs.	2 (22.2%)	1 (11.1%)	1 (11.1%)
Income < $25K	5 (8.2%)	10 (16.4%)	27 (44.3%)
$25K - $50K	7 (12.3%)	12 (21.1%)	22 (38.6%)
$50K - $75K	3 (7.9%)	5 (13.2%)	16 (42.1%)
$75K - $100K	0 (0.0%)	2 (7.7%)	8 (33.3%)
Income > $100K	1 (4.2%)	3 (13.0%)	10 (43.5%)
Income $ refused	3 (12.5%)	5 (52.2%)	12 (52.2%)
KU Student - Yes	6 (6.2%)	18 (18.6%)	46 (47.4%)
KU Student - No	13 (9.8%)	19 (14.6%)	49(38.3%)
Commuter - Yes	5 (6.5%)	11 (14.7%)	9 (12.0%)
Commuter - No	14 (9.2%)	26 (17.2%)	60 (40.3%)
Neither One	8 (9.9%)	9 (11.4%)	26 (33.8%)

Source: IPPBR Survey Data

Read this series of tables as follows:

Out of respondents with household earnings between $50,000 and $75,000 who were asked this question, 16 reported Clothing and apparel as one of the categories that they shopped for on the Internet. This is a "mention rate" of 42.1 percent. Although this has not been calculated out to a percentage of this income category of all of the residents of Lawrence, it provides the information that of the income categories listed, the people in this category are very likely to look for clothing and apparel on the Internet.

Table 12 - Cross-tabulation of question 3 with demographics. p. 2 of 4

Goods or Services Sought On-line	Automobile / Auto Parts	Electronics / Computers	Books / Gifts
All Respondents	20 (8.8%)	100 (44.3%)	168(34.6%)
Female	10 (8.0%)	41 (33.3%)	92 (73.0%)
Male	10 (9.8%)	57 (55.9%)	75 (72.8%)
Age 18 - 25 yrs.	7 (8.2%)	39(47.6%)	62 (72.1%)
Age 26 - 40 yrs.	7 (8.4%)	39 (47.6%)	64 (76.2%)
Age 41 - 60 yrs.	6 (11.8%)	18 (35.3%)	37 (72.5%)
Age > 60 yrs.	0 (0%)	3 (33.3%)	5 (55.6%)
Income < $25K	6 (9.8%)	28 (47.5%)	44 (72.1%)
$25K - $50K	3 (8.4%)	23(40.4%)	43 (75.4%)
$50K - $75K	3 (7.9%)	15(39.5%)	30 (76.9%)
$75K - $100K	2 (7.7%)	9(36.0%)	14 (53.8%)
Income > $100K	3 (13.0%)	12(52.2%)	20 (87.0%)
Income $ refused	3 (13.0%)	11(47.8%)	16 (69.6%)
KU Student - Yes	7 (7.3%)	40(42.7%)	76 (77.6%)
KU Student - No	13 (10.0%)	58(44.6%)	91 (70.0%)
Commuter - Yes	9 (12.0%)	38(52.1%)	55 (73.3%)
Commuter - No	11 (7.3%)	60(39.7%)	112 (73.7%)
Neither One	5 (6.3%)	29(36.7%)	55 (69.6%)

Source: IPPBR Survey Data

Table 12 - Cross-tabulation of question 3 with demographics. p. 3 of 4

Goods or Services Sought On-line	Music (CDs, Tapes)	Toys	Medical Supplies / Pharmaceuticals
All Respondents	92 (40.4%)	48 (21.1%)	15 (6.6%)
Female	47 (37.9%)	31 (25.0%)	10 (8.0%)
Male	45 (43.7%)	16 (15.7%)	5 (4.9%)
Age 18 - 25 yrs.	44 (51.2%)	16 (18.8%)	2 (2.3%)
Age 26 - 40 yrs.	29 (35.4%)	23 (28.0%)	7 (8.4%)
Age 41 - 60 yrs.	16 (31.4%)	8 (15.7%)	5 (9.8%)
Age > 60 yrs.	3 (33.3%)	1 (11.1%)	1 (11.1%)
Income < $25K	32 (52.5%)	11 (18.3%)	3 (4.9%)
$25K - $50K	20 (35.1%)	11 (19.3%)	2 (3.5%)
$50K - $75K	13 (34.2%)	9 (23.7%)	2 (5.3%)
$75K - $100K	7 (28.0%)	3 (12.0%)	2 (7.7%)
Income > $100K	9 (39.1%)	6 (26.1%)	4 (17.4%)
Income $ refused	11 (47.8%)	7 (30.4%)	2 (8.7%)
KU Student - Yes	48 (50.0%)	21 (22.1%)	5 (5.2%)
KU Student - No	44 (33.8%)	26 (20.0%)	10 (7.7%)
Commuter - Yes	27 (36.5%)	12 (16.2%)	7 (9.3%)
Commuter - No	65 (43.0%)	35 (23.3%)	8 (5.3%)
Neither One	27 (34.2%)	19 (24.1%)	4 (5.1%)

Source: IPPBR Survey Data

Table 12 - Cross-tabulation of question 3 with demographics. p. 4 of 4

Goods or Services Sought On-line	Other
All Respondents	32 (15.2%)
Female	15 (13.3%)
Male	21 (21.6%)
Age 18 - 25 yrs.	9 (11.5%)
Age 26 - 40 yrs.	14 (17.9%)
Age 41 - 60 yrs.	10 (21.7%)
Age > 60 yrs.	3 (33.3%)
Income < $25K	5 (8.8%)
$25K - $50K	10 (20.4%)
$50K - $75K	5 (13.5%)
$75K - $100K	4 (16.0%)
Income > $100K	7 (33.3%)
Income $ refused	5 (23.8%)
KU Student - Yes	12 (13.6%)
KU Student - No	24 (19.8%)
Commuter - Yes	15 (20.5%)
Commuter - No	20 (14.8%)
Neither One	12 (16.9%)

Source: IPPBR Survey Data

Table 13 - Cross-tabulation of question 4 with demographics. p. 1 of 3

Reasons	Price	Quality of Merchandise	Variety of Selection
All Respondents	116 (51.6%)	43 (19.1%)	135 (58.7%)
Female	57 (46.0%)	22 (17.7%)	72 (58.5%)
Male	55 (55.0%)	21 (21.0%)	62 (61.4%)
Age 18 - 25 yrs.	41 (52.3%)	18 (20.9%)	59 (69.4%)
Age 26 - 40 yrs.	43 (53.1%)	17 (21.0%)	43 (52.4%)
Age 41 - 60 yrs.	23 (46.9%)	5 (10.2%)	28 (57.1%)
Age > 60 yrs.	5 (55.6%)	3 (33.3%)	4 (44.4%)
Income < $25K	30 (49.2%)	13 (21.3%)	36(59.0%)
$25K - $50K	24 (45.5%)	10 (18.2%)	28 (51.9%)
$50K - $75K	16 (42.1%)	5 (13.2%)	28 (73.7%)
$75K - $100K	14 (56.0%)	6 (24.0%)	17 (65.4%)
Income > $100K	12 (54.5%)	2 (9.1%)	8 (36.4%)
Income $ refused	15 (65.2%)	7 (30.4%)	17 (73.9%)
KU Student - Yes	48 (50.0%)	18 (18.8%)	60 (61.9%)
KU Student - No	64 (50.4%)	25 (19.7%)	74 (58.7%)
Commuter - Yes	40 (54.8%)	14 (19.2%)	50 (68.5%)
Commuter - No	71 (47.7%)	29 (19.5%)	84 (56.4%)
Neither One	35 (41.1%)	15 (19.7%)	40 (52.6%)

Source: IPPBR Survey Data

Read this pair of tables as follows:

> Out of respondents who mentioned variety of selection as a deciding factor in choosing to shop on-line, it was mentioned most frequently by respondents in the age group between 18 and 25 years old (69.4 percent). Absence of sales tax on the Internet products and services (page 3 of this table) was considered one of the deciding factors by 36 percent of respondents with an annual household income between $75,000 and $100,000 compared to a 31.4 average mention rate for all respondents.

Table 13 - Cross-tabulation of question 4 with demographics. p. 2 of 3

Reasons	Availability of Specific Stores and Items	Convenience of Shopping Hours	Convenience of Shopping From Home
All Respondents	155 (69.2%)	150 (68.5%)	161 (71.6%)
Female	79 (63.7%)	82 (68.9%)	86 (69.4%)
Male	68 (68.7%)	67 (67.7%)	72 (72.0%)
Age 18 - 25 yrs.	59 (71.1%)	62 (72.9%)	66 (78.6%)
Age 26 - 40 yrs.	49 (59.8%)	55 (72.4%)	59 (72.0%)
Age 41 - 60 yrs.	33 (66.0%)	27 (54.0%)	27 (54.0%)
Age > 60 yrs.	7 (77.8%)	6 (75.0%)	7 (77.8%)
Income < $25K	41 (69.5%)	44 (73.3%)	47 (77.0%)
$25K - $50K	33 (60.0%)	31 (56.4%)	32 (58.2%)
$50K - $75K	27 (71.1%)	27 (77.1%)	27 (71.1%)
$75K - $100K	16 (64.0%)	14 (58.3%)	17 (68.0%)
Income > $100K	14 (60.9%)	16 (76.2%)	18 (81.8%)
Income $ refused	16 (69.6%)	17 (73.9%)	17 (73.9%)
KU Student - Yes	67 (71.3%)	68 (72.3%)	71 (74.7%)
KU Student - No	79 (61.7%)	81 (65.9%)	87 (68.0%)
Commuter - Yes	51 (68.9%)	52 (75.4%)	53 (74.6%)
Commuter - No	95 (64.6%)	97 (66.0%)	105 (69.5%)
Neither One	44 (57.1%)	45 (60.0%)	51 (64.6%)

Source: IPPBR Survey Data

Table 13 - Cross-tabulation of question 4 with demographics. p. 3 of 3

Reasons	No Sales Tax
All Respondents	70 (31.4%)
Female	35 (28.5%)
Male	35 (35.4%)
Age 18 - 25 yrs.	28 (32.9%)
Age 26 - 40 yrs.	26 (32.5%)
Age 41 - 60 yrs.	14 (28.6%)
Age > 60 yrs.	2 (22.2%)
Income < $25K	20 (32.8%)
$25K - $50K	15 (27.8%)
$50K - $75K	11 (29.7%)
$75K - $100K	9 (36.0%)
Income > $100K	6 (27.3%)
Income $ refused	9 (39.1%)
KU Student - Yes	28 (29.5%)
KU Student - No	42 (33.3%)
Commuter - Yes	24 (33.3%)
Commuter - No	46 (31.1%)
Neither One	26 (34.2%)

Source: IPPBR Survey Data

Table 14 - Cross-tabulation of question 5 with demographics.

Percent of Shopping Outside Lawrence	Q5. Shopping at Out of Town Retail Sites	Valid Cases
All Respondents	21.8	478
Female	24.4	297
Male	8.3	179
Age 18 - 25 yrs.	34.7	134
Age 26 - 40 yrs.	18.5	127
Age 41 - 60 yrs.	18.1	126
Age > 60 yrs.	12.6	89
Income < $25K	27.1	126
$25K - $50K	16.7	134
$50K - $75K	17.7	81
$75K - $100K	26.8	32
Income > $100K	22.9	37
Income $ refused	24.9	65
KU Student - Yes	31.0	143
KU Student - No	17.9	331
Commuter - Yes	28.3	112
Commuter - No	19.9	361
Neither One	16.7	255

Source: IPPBR Survey Data

This table should be read as follows (see top of next page, too):

> For this question, respondents between the ages of 18 and 25 reported that they spend, on average, 34.7 percent of their total shopping dollars outside Lawrence, more than any other age category.

Table 15 - Cross-tabulation of question 6 (destinations) with demographics.

Topeka	Average # Trips / Year	Valid Cases	Percent of Total Shopping	Valid Cases
All Respondents	11.8	182	16.6	177
Female	11.3	128	17.6	123
Male	13.2	53	14.4	53
Age 18 - 25 yrs.	12.6	35	25.5	35
Age 26 - 40 yrs.	12.2	52	31.1	50
Age 41 - 60 yrs.	31.6	58	14.9	55
Age > 60 yrs.	7.7	36	15.3	36
Income < $25K	10.1	32	23.2	30
$25K - $50K	10.4	52	13.4	49
$50K - $75K	14.1	40	12.6	40
$75K - $100K	12.4	18	18.9	16
Income > $100K	14.3	18	17.7	18
Income $ refused	11.5	20	20.2	22
KU Student - Yes	16.9	125	20.3	34
KU Student - No	10.6	493	15.8	141
Those who Commute to This Area	18.6	19	22.4	18

Source: IPPBR Survey Data

Read this series of tables as follows:

> Female respondents made less trips to Topeka than male respondents, 11.3 times/year 13.2 times/year, for the purpose of shopping, but female respondents spent a larger part of their total shopping dollars there (17.6 percent and 14.4 percent, respectively).

Table 16 - Cross-tabulation of question 7 (destinations) with demographics.

Johnson County	Average # Trips / Year	Valid Cases	Percent of Total Shopping	Valid Cases
All Respondents	14.2	286	22.9	281
Female	15.1	189	25.6	191
Male	12.3	96	17.7	89
Age 18 - 25 yrs.	16.1	98	31.5	98
Age 26 - 40 yrs.	12.5	82	18.4	81
Age 41 - 60 yrs.	15.4	79	18.6	78
Age > 60 yrs.	8.4	25	18.3	24
Income < $25K	17.2	79	31.1	78
$25K - $50K	10.5	67	16.9	66
$50K - $75K	10.5	54	14.6	52
$75K - $100K	24.3	26	28.9	26
Income > $100K	11.9	26	20.3	25
Income $ refused	13.7	32	27.3	33
KU Student - Yes	17.6	106	29.9	106
KU Student - No	12.2	177	18.7	173
Those who Commute to This Area	20.31	35	33.3	35

Source: IPPBR Survey Data

Table 17 - Cross-tabulation of question 8 (destinations) with demographics.

Kansas City	Average # Trips / Year	Valid Cases	Percent of Total Shopping	Valid Cases
All Respondents	7.0	98	9.5	96
Female	5.1	62	10.85	62
Male	10.3	36	7.1	34
Age 18 - 25 yrs.	5.8	38	12.4	38
Age 26 - 40 yrs.	8.2	31	7.3	31
Age 41 - 60 yrs.	7.2	22	9.1	20
Age > 60 yrs.	7.9	7	5.0	7
Income < $25K	8.0	32	11.2	32
$25K - $50K	9.7	19	9.6	18
$50K - $75K	3.7	12	4.0	10
$75K - $100K	8.1	7	9.8	8
Income > $100K	4.8	11	6.9	10
Income $ refused	5.6	17	10.9	18
KU Student - Yes	6.8	46	10.9	47
KU Student - No	7.3	52	8.2	49
Those Who Commute to This Area	5.17	6	16.6	7

Source: IPPBR Survey Data

Table 18 - Cross-tabulation of question 9 (destinations) with demographics.

Other Places	Average # Trips / Year	Valid Cases	Percent of Total Shopping	Valid Cases
All Respondents	14.9	44	16.2	44
Female	12.9	26	13.3	26
Male	17.72	18	20.4	18
Age 18 - 25 yrs.	15.4	16	22.4	17
Age 26 - 40 yrs.	3.9	8	7.5	8
Age 41 - 60 yrs.	14.6	11	9.4	9
Age > 60 yrs.	24.1	9	18.8	10
Income < $25K	17.5	11	20.5	10
$25K - $50K	27.4	8	14.7	10
$50K - $75K	6.8	9	11.8	9
$75K - $100K	24.2	5	9.4	5
Income > $100K	4.0	4	9.7	3
Income $ refused	6.6	7	25.7	7
KU Student – Yes	13.6	18	18.2	19
KU Student – No	15.8	26	14.7	25

Source: IPPBR Survey Data

It has been hypothesized that some of the "Other Places" shopping is due to KU Students who wait to shop until they are at their parents' homes.

Table 19 - Cross-tabulation of question 12 with demographics. p. 1 of 4

Goods or Services Sought outside Lawrence	Medical	Grocery/ Household	Appliances/ Home Furnishings
All Respondents	85 (2144.1%)	45 (12.8%)	144 (40.9%)
Female	55 (18.5%)	30 (10.0%)	95 (31.7%)
Male	30 (16.6%)	15 (8.3%)	49 (27.1%)
Age 18 - 25 yrs.	35 (25.9%)	11(8.5%)	40 (29.4%)
Age 26 - 40 yrs.	13 (10.1%)	33(10.8%)	48 (37.2%)
Age 41 - 60 yrs.	23 (18.3%)	13 (10.3%)	41 (47.2%)
Age > 60 yrs.	33(30.3%)	11(10.1%)	14 (15.7%)
Income < $25K	24 (19.0%)	13 (10.2%)	28 (22.0%)
$25K - $50K	17 (12.6%)	13 (9.6%)	41 (30.1%)
$50K - $75K	20 (25.0%)	10 12.5(7.8%)	27 (33.8%)
$75K - $100K	5 (14.3%)	1 (2.9%)	15 (42.9%)
Income > $100K	8 (21.6%)	5 (13.5%)	13 (35.1%)
Income $ refused	11 (16.9%)	3 (4.6%)	19 (29.2%)
KU Student - Yes	36 (25.0%)	12 (8.3%)	42 (29.0%)
KU Student - No	49 (14.7%)	33 (9.9%)	100 (29.9%)
Commuter - Yes	30 (26.5%)	9 (8.0)	46 (40.7%)
Commuter - No	55 (15.2%)	36 (9.9%)	96 (26.3%)
Neither One	31 (12.1%)	26 (10.1%)	69 (26.8%)

Source: IPPBR Survey Data

Read this series of tables as follows:

> Out of respondents with household earnings between $75,000 and $100,000 who were asked this question, 15 reported appliances and home furnishings as one of the categories that they shopped for outside Lawrence. This is a "mention rate" of 42.9 percent. Although this has not been calculated out to a percentage of this income category of all of the residents of Lawrence, it provides the information that of the income categories listed, the people in

this category are most likely to look to other sources for their home furnishing needs.

Table 19 - Cross-tabulation of question 12 with demographics. p. 2 of 4

Goods or Services Sought outside Lawrence	Clothing/ Apparel	Auto Purchase	Auto Parts or Service
All Respondents	273 (77.6%)	107 (30.4%)	63 (17.9%)
Female	183 (61.0%)	69 (22.9%)	43 (14.3%)
Male	89 (49.2%)	38 (21.0%)	20 (11.0%)
Age 18 - 25 yrs.	89 (65.4%)	39 (28.7%)	34 (25.0%)
Age 26 - 40 yrs.	75 (58.1%)	33 (25.6%)	8 (6.2%)
Age 41 - 60 yrs.	75 (59.5%)	26 (20.5%)	13 (10.2%)
Age > 60 yrs.	33 (37.1%)	9 (10.1%)	8 (9.0%)
Income < $25K	64(50.4%)	27(21.3%)	23 (18.1%)
$25K - $50K	74 (54.4%)	24 (17.6%)	13 (9.6%)
$50K - $75K	52 (65.0%)	19 (23.5%)	8 (9.9%)
$75K - $100K	23 (65.7%)	14 (40.0%)	4 (11.4%)
Income > $100K	24 (64.9%)	9 (24.3%)	5 (13.5%)
Income $ refused	35 (53.8%)	14 (21.5%)	10 (15.4%)
KU Student - Yes	88 (60.7%)	39 (26.9%)	29 (20.0%)
KU Student - No	183 (54.8%)	67 (20.0%)	34 (10.1%)
Commuter - Yes	81 (71.7%)	40 (35.1%)	24 (21.1%)
Commuter - No	190 (52.1%)	66 (18.1%)	39 (10.7%)
Neither One	130 (50.6%)	42 (16.3%)	21 (8.2%)

Source: IPPBR Survey Data

Table 19 - Cross-tabulation of question 12 with demographics. p. 3 of 4

Goods or Services Sought outside Lawrence	Movies/ Theater/ Concerts	Restaurants	Electronics/ Computers
All Respondents	159 (45.2%)	218 (61.9%)	155 (44.0%)
Female	97 (32.3%)	138 (45.8%)	83 (27.6%)
Male	62 (34.3%)	80 (44.2%)	71 (39.2%)
Age 18 - 25 yrs.	63 (46.3%)	70 (51.5%)	55 (40.4%)
Age 26 - 40 yrs.	52 (40.3%)	67 (51.9%)	47 (36.4%)
Age 41 - 60 yrs.	36 (28.6%)	57 (44.9%)	45 (35.4%)
Age > 60 yrs.	8 (9.0%)	24 (27.0%)	8 (9.0%)
Income < $25K	51 (40.2%)	55 (43.3%)	40 (31.5%)
$25K - $50K	45 (33.1%)	56 (41.2%)	38 (27.9%)
$50K - $75K	58 (30.4%)	86 (44.8%)	104 (54.2%)
$75K - $100K	25 (30.9%)	39 (48.1%)	30 (37.0%)
Income > $100K	14 (40.0%)	21 (60.0%)	17 (48.6%)
Income $ refused	9 (13.8%)	26 (40.0%)	16 (24.6%)
KU Student - Yes	69 (47.6%)	77 (53.1%)	61(42.1%)
KU Student - No	89 (26.6%)	140 (41.8%)	93 (27.8%)
Commuter - Yes	53(46.5%)	61 (53.5%)	61 (53.5%)
Commuter - No	105 (28.8%)	156 (42.7%)	93 (25.5%)
Neither One	57 (22.3%)	99 (38.5%)	55 (21.4%)

Source: IPPBR Survey Data

Table 19 - Cross-tabulation of question 12 with demographics. p. 4 of 4

Goods or Services Sought outside Lawrence	Books & Gifts	Sporting Events	Other
All Respondents	159 (45.2%)	135 (38.4%)	8 (2.3%)
Female	106 (35.3%)	74 (24.6%)	2 (0.7%)
Male	52 (28.7%)	61 (33.7%)	6 (3.3%)
Age 18 - 25 yrs.	51 (37.5%)	52 (38.2%)	2 (1.5%)
Age 26 - 40 yrs.	49 (38.0%)	49 (38.0%)	4 (3.1%)
Age 41 - 60 yrs.	41 (32.5%)	28 (22.0%)	2 (1.6%)
Age > 60 yrs.	18 (20.2%)	6 (6.7%)	0 (0.0%)
Income < $25K	40 (31.5%)	37 (29.1%)	0 (0.0%)
$25K - $50K	42 (30.9%)	31 (22.8%)	2 (1.5%)
$50K - $75K	31 (38.3%)	24 (29.6%)	1 (1.2%)
$75K - $100K	13 (37.1%)	14 (40.0%)	1 (2.9%)
Income > $100K	11 (30.6%)	14 (37.8%)	2 (5.4%)
Income $ refused	21 (32.3%)	15 (23.1%)	2 (3.1%)
KU Student - Yes	53 (36.6%)	59 (40.7%)	3 (2.1%)
KU Student - No	104 (31.1%)	76 (22.7%)	5 (1.5%)
Commuter - Yes	45 (39.5%)	48 (42.1%)	4 (3.5%)
Commuter - No	112 (30.8%)	87 (23.4%)	4 (1.1%)
Neither One	72 (28.1%)	46 (17.9%)	3 (1.2%)

Source: IPPBR Survey Data

Table 20 - Cross-tabulation of question 13 with demographics. p. 1 of 3

Reasons	Price	Quality of Merchandise	Variety of Selection
All Respondents	118 (33.6%)	84 (23.9%)	281 (80.1%)
Female	80 (26.6%)	53 (17.6%)	188 (62.5%)
Male	38 (21.0%)	31 (17.1%)	92 (50.8%)
Age 18 - 25 yrs.	42 (30.9%)	35 (25.7%)	90 (66.2%)
Age 26 - 40 yrs.	23 (17.8%)	21 (16.3%)	82 (63.6%)
Age 41 - 60 yrs.	38 (29.9%)	18 (14.2%)	78 (61.4%)
Age > 60 yrs.	14 (15.7%)	10 (11.2%)	30 (33.7%)
Income < $25K	29 (22.8%)	25 (19.7%)	70 (55.1)
$25K - $50K	34 (25.0%)	19 (14.0%)	72 (52.9%)
$50K - $75K	19 (23.5%)	13 (16.0%)	56 (69.1%)
$75K - $100K	10 (28.6%)	8 (22.9%)	25 (71.4%)
Income > $100K	1 (10.0%)	8 (21.6%)	23 (62.2%)
Income $ refused	16 (24.6%)	11 (16.9%)	34 (52.3%)
KU Student - Yes	42 (29.0%)	35 (24.1%)	99 (68.3%)
KU Student - No	76 (22.7%)	49 (14.6%)	180 (53.7%)
Commuter - Yes	30 (26.3%)	28 (24.6%)	78 (68.4%)
Commuter - No	88 (24.1%)	56 (15.3%)	201 (55.1%)
Neither One	57 (22.2%)	35 (13.6%)	129 (50.2%)

Source: IPPBR Survey Data

Read the following tables as follows:

> Out of respondents who mentioned price as a deciding factor in choosing to shop outside Lawrence, it was mentioned most frequently by respondents in the age group between 18 and 25 years old (30.9 percent).

Table 20 - Cross-tabulation of question 13 with demographics. p. 2 of 3

Reasons	Availability of Specific Stores and Items	Quality of Service	Change of Pace
All Respondents	253 (72.1%)	43 (12.3%)	149 (42.5%)
Female	163 (54.2%)	30 (10.0%)	95 (31.6%)
Male	89 (49.2%)	13 (7.2%)	54 (29.8%)
Age 18 - 25 yrs.	76 (55.9%)	14 (10.3%)	48(35.3%)
Age 26 - 40 yrs.	75 (58.1%)	7 (5.4%)	48 (37.2%)
Age 41 - 60 yrs.	70 (55.1%)	14 (11.0%)	37 (29.1%)
Age > 60 yrs.	31 (34.8%)	8 (9.0%)	16 (18.0%)
Income < $25K	55 (46.3)	13 (10.2%)	42 (33.1%)
$25K - $50K	66 (48.5%)	11 (8.1%)	45 (33.1%)
$50K - $75K	48 (59.3%)	3 (3.7%)	27 (33.3%)
$75K - $100K	25 (71.4%)	6 (17.1%)	9 (25.7%)
Income > $100K	25 (67.6%)	4 (10.8%)	12 (32.4%)
Income $ refused	33 (50.8%)	6 (9.2%)	14(21.5%)
KU Student - Yes	77 (53.1%)	15 (10.3%)	51 (35.2%)
KU Student - No	174 (51.9%)	28 (8.4%)	98 (29.3%)
Commuter - Yes	79 (69.3%)	10 (8.8%)	3.9 (34.2%)
Commuter - No	172 (47.1%)	33 (9.1%)	110 (30.1%)
Neither One	119 (46.3%)	23 (9.9%)	72 (28.0%)

Source: IPPBR Survey Data

Table 20 - Cross-tabulation of question 13 with demographics. p. 3 of 3

Reasons	Convenient to Job	Other
All Respondents	47 (13.4%)	28 (8.0%)
Female	28 (9.3%)	17 (5.7%)
Male	19 (10.5%)	11 (6.1%)
Age 18 - 25 yrs.	16 (11.8%)	7 (5.1%)
Age 26 - 40 yrs.	11 (8.5%)	7 (5.4%)
Age 41 - 60 yrs.	14 (11.0%)	10 (7.9%)
Age > 60 yrs.	6 (6.7%)	4 (4.5%)
Income < $25K	10 (7.9%)	9 (7.1%)
$25K - $50K	12 (8.8%)	7 (5.2%)
$50K - $75K	10 (12.3%)	6 (7.4%)
$75K - $100K	5 (14.3%)	0 (0.0%)
Income > $100K	3 (8.1%)	2 (5.4%)
Income $ refused	7 (10.8%)	4 (6.2%)
KU Student - Yes	15 (10.3%)	6 (4.1%)
KU Student - No	32 (9.6%)	22 (6.6%)
Commuter - Yes	28 (24.6%)	9 (7.9%)
Commuter - No	19 (5.2%)	19 (5.2%)
Neither One	15 (58.0%)	16 (6.3%)

Source: IPPBR Survey Data

Table 21 - Cross-tabulation of question 14 with demographics.

Casino Visits	Visited Casino in Past Year	Average # of Visits	Valid Cases
All Respondents	164 (33.8%)	4.7	162
Female	94 (31.2%)	4.36	94
Male	69 (38.3%)	5.27	67
Age 18 - 25 yrs.	47 (34.6%)	3.8	45
Age 26 - 40 yrs.	50 (38.8%)	5.0	50
Age 41 - 60 yrs.	46 (36.2%)	3.3	46
Age > 60 yrs.	21 (23.3%)	9.29	21
Income < $25K	46 (36.2%)	5.9	46
$25K - $50K	46 (33.8%)	5.3	46
$50K - $75K	32 (39.5%)	3.4	32
$75K - $100K	9 (25.7%)	4.7	9
Income > $100K	10 (27.0%)	3.1	9
Income $ refused	21 (31.8%)	5.4	20
KU Student - Yes	51 (35.2%)	5.0	50
KU Student - No	113 (33.6%)	4.6	112
Commuter - Yes	48 (42.1%)	3.2	46
Commuter - No	116 (31.7%)	5.3	116
Neither One	80 (31.0%)	5.5	80

Source: IPPBR Survey Data

A total of 164 people, out of 483, who answered this question, reported that they had been to a casino within the last year (33.8 percent). The first part of this table shows number and percentage of those who visited a casino within each group. The second part of the table shows an average number of visits per year for each group of respondents.

Read the table as follows:

This year 38.3 percent of male respondents visited a casino at least once (vs. 31.2 percent of female respondents). Men also visited a casino more often than women did (5.3 visits and 4.4 visits to the casino per year on average, respectively).

Table 22 - Cross-tabulation of question 18 with demographics.

Commuting	Work Outside Douglas Co.	Valid Cases
All Respondents	114 (23.8%)	480
Female	71 (23.6%)	301
Male	43 (24.2%)	178
Age 18 - 25 yrs.	34(25.9%)	135
Age 26 - 40 yrs.	43(33.9%)	127
Age 41 - 60 yrs.	34(26.8%)	127
Age > 60 yrs.	2(2.2%)	90
Income < $25K	15 (11.9%)	126
$25K - $50K	25(18.4%)	136
$50K - $75K	36 (44.4%)	81
$75K - $100K	11 (31.4%)	35
Income > $100K	14 (37.8%)	37
Income $ refused	13 (20.0%)	65
KU Student - Yes	37 (25.5%)	145
KU Student - No	77 (23.0%)	335

Source: IPPBR Survey Data

In 1998 out of 480 valid responses to this question 23.8 percent (114) of respondents have at least one member of their household commuting to work outside Douglas County. This table compares the numbers within each demographic category that reported commuters with the total number of respondents within that category.

Read the table as follows:

Respondents with total household income between $50,000 and $75,000 are almost four times more likely to commute to work than respondents with a total household income below $25,000. It does not mean, however, that income of the respondents is directly proportional to the commuting patterns because the data do not determine what part of the total household income the commuter earns.

CONCLUSION

Local public officials and the University of Kansas are naturally interested in the City of Lawrence. The University is proud to be able to work closely with the City and Chamber officials to provide these data in support of their goals.

The retail preference survey is refined as it is repeated every year. It provides hard data used in identifying trends in the local retail market. This year new questions were added. For example, to accommodate an increasing interest in Internet services, a number of questions about on-line shopping were added to the survey. Data on commuting patterns was also refined.

As with every survey, the University is committed to maintaining the confidentiality of the respondents. The reader of this report should note that there are no ways to trace information obtained from any of these questions to any individual or group. The computer table with the recorded individual responses has no identifying fields. Even so, the file is kept by IPPBR and not disseminated in any ways other that those reported in this document.

This was the fourth year of the survey, and trends that had emerged in the previous years' surveys were reinforced. There are indications that changes in the retail market within Lawrence might have positively affected the shopping behavior of the city residents. The average amount of shopping in stores outside Lawrence decreased in the past four years from 25.5 percent in 1996 to 21.3 percent in 1999 (data adjusted to 1999 format). The amount of shopping through the "distance retailers" is slightly higher than a year ago but this could be the result of dividing catalog and Internet shopping into separate categories. The total number of people shopping out-of-town is decreasing; however the number of those who did a small portion of their total shopping outside the city is slowly growing. Almost half of respondents reported spending between one and 10 percent of their shopping dollars outside Lawrence, but the number of people who did a significant amount of shopping outside Lawrence decreased.

The most popular out-of-town shopping destinations were Johnson County, Oak Park Mall and Dillard's. Clothing and apparel are the items most often sought by Lawrence residents who shop out of town. Variety of selection is the most common reason for shopping at the distant locations. As more new stores open or already existing stores expand within Lawrence both above categories are mentioned less and less often, which is what had happened between 1996 and 1998. However, as a number of small stores have closed or moved to different locations the variety of selection is increasingly in demand again.

One in every three respondents visits casinos. A quarter of all households in Lawrence have at least one person commuting to work outside Douglas County. Johnson County is the most popular commuter destination; Shawnee County (Topeka) follows it.

Survey data are an important source of information about the community. It is always better to base the economic development decisions on the hard data than on speculations. That is why we hope that these data on the retail preferences of Lawrence residents will benefit all those interested in the economic development of the Lawrence-Douglas County area.

RECOMMENDATIONS FOR FUTURE SURVEYS

This survey should be conducted again in the middle of January of each year when Christmas shopping is still fresh in everyone's memory and when the students are back so that all groups of population are proportionally represented. The hope is that any impact on the Lawrence community by new retail choices will be clear when compared against the data from previous surveys. It may also clarify the trends and how they change from year to year. It would be especially useful to gather data in any year when a retail store of significant size, or several of smaller size, open within Lawrence. Done regularly, these reports may be able to identify a correlation between store openings and changes in retail shopping habits.