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## 2000 Lawrence Citizen Survey

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# 2000 LAWRENCE CITIZEN SURVEY

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2000 Lawrence Citizen Survey

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## *2000 Lawrence Citizen Survey*

**D**uring the fall of 2000, the Survey Research Center at the University of Kansas asked a random sample of Lawrence, Kansas, residents about their views on the quality of life and their perceptions of city services. This is the fifth Lawrence Citizen Survey: the first was completed in the fall of 1992 and focused on the police; the second was completed in the fall of 1994 and focused on trash and sanitation; the third, completed in the fall of 1996, focused on public transportation and taxes; the fourth, completed in the fall of 1998, focused on residential mobility within Lawrence and, once again, on support for a public transportation system. The current survey covers all city services and examines, in detail, citizen views on the number of unrelated persons living in a single-family residence, growth, tax abatements and traffic. Most of the questions were adapted from the National Citizen Survey, a survey written and tested by the Center for Survey Comparisons in Boulder, Colorado.

The 2000 Lawrence Citizen Survey accurately reflects the public's view of city services, but one must recognize that attitudes about services can differ substantially from other measures of performance. Citizen attitudes are often based on limited experience rather than on careful assessment or routine contact; moreover, groups within the community often have divergent views. However formed and limited, citizen judgments of city services are one way of measuring government performance, and citizen satisfaction is an important dimension of the success of local government.

### **Characteristics of Lawrence Residents**

In addition to measuring citizens' reactions to services and quality of life, our survey sketches a portrait of Lawrence residents. This demographic portrait provides a comparison of the sample characteristics with known demographic characteristics of the Lawrence population and allows us to assess how well our sample reflects the community. Additionally, the results can be compared with previous survey results to identify demographic trends and changes.

### **Sample-Census Comparisons**

We compared the 2000 survey findings with the 1990 census results and the 1998 census estimates on three characteristics: race, gender, and age. Our 2000 survey randomly interviewed

## *2000 Lawrence Citizen Survey*

Lawrence residents 18 years or older. In 1990, 19 percent of the Lawrence population was younger than 18. After excluding this group from the calculations the over-18 1998 Lawrence population is 60,138.

We compared our 2000 survey results for age with the 1990 census data and 1998 census estimates; we compared our 2000 survey results for race with the 1990 census data and 1998 census estimates. As seen in Table 1, we found that the 2000 sample proportion of respondents in both the 45 to 64 years old and the 65 or more years old categories is higher than the 1998 census estimate. Conversely, the 2000 sample proportions of both those between 18 to 24 years old and between 25 to 44 years old are lower than the 1998 census estimates. This may be partially explained by the purposeful omission of students living in KU dormitories from the survey's target population and the common experience of surveys slightly over representing older citizens, because they are more likely to be home and more willing to respond to questions. The census estimates and our sample suggests that the Lawrence population may be getting older, on average, since 1990, which is consistent with national trends. The sample reflects the population of Lawrence accurately, with the differences between the sample and population statistics falling within the statistical margin of error.

As shown in Table 1, the percent of respondents who identify themselves as “white” closely matches the 1990 census and 1998 census estimates. The sample under represents minority groups, but this is due in part to the inclusion of the self identification as “mixed race” and to the inherent difficulty in accurately representing small groups within the community. The Lawrence Citizen Survey, as does the census, asks a separate question to ascertain if respondents identify themselves as “Spanish, Hispanic, or Latino.” Three-point-three percent of the respondents so identified themselves as compared to 3.9 percent in the 1998 census estimate. The percentage of Hispanics in Lawrence has increased from 2.9 percent in the 1990 census.

### **Description of Lawrence Residents**

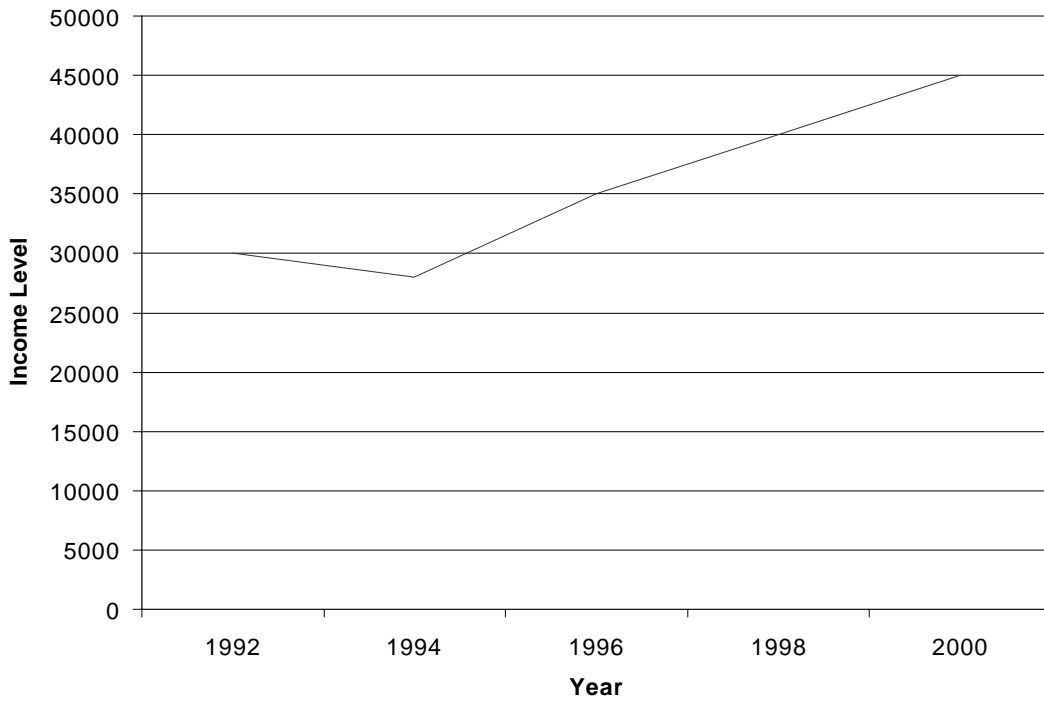
Lawrence is an increasingly affluent community. The median income of households in Lawrence has increased by \$17,000 since 1994; the increase since 1998 was \$5,000 (Figure 1). The 2000 sample mean income of Lawrence households was \$56,299, representing a \$10,000 increase from the 1998 survey data. The 2000 survey data indicate that less than 10 percent of Lawrence households live on \$10,000 or less a year, an improvement from 1998 when 15 percent did. The percentage living on \$20,000 or less has remained constant at 24 percent of residents; despite the general affluence of the community, many citizens live in households with modest incomes. The percentage of households with incomes in excess of \$40,000 has increased from 42 percent in 1998 to 52 percent today.

2000 Lawrence Citizen Survey

**Table 1.** Comparison of Census and Sample on Age and Race

<b>Age</b>	<b>1990 Census</b>	<b>1998 Census Estimate</b>	<b>2000 Sample</b>
18 to 24	39.7%	32.3%	27.2%
25 to 44	37.8%	38.4%	35.0%
45 to 64	13.8%	18.7%	22.8%
65+	8.6%	10.6%	15.0%
<b>Race</b>	<b>1990 Census</b>	<b>1998 Census Estimate</b>	<b>2000 Sample</b>
White	87.0%	89.4%	89.3%
African American	4.9%	4.3%	2.7%
Native American	3.0%	2.5%	2.0%
Asian	3.9%	3.7%	2.2%
Other	1.2%	1.0%	1.7%
Mixed	--	--	2.0%
Hispanic/Latino	2.9%	3.9%	3.3%
<b>Total Cases</b>	53, 179	70,997	403

**Figure 1. Median Household Income**

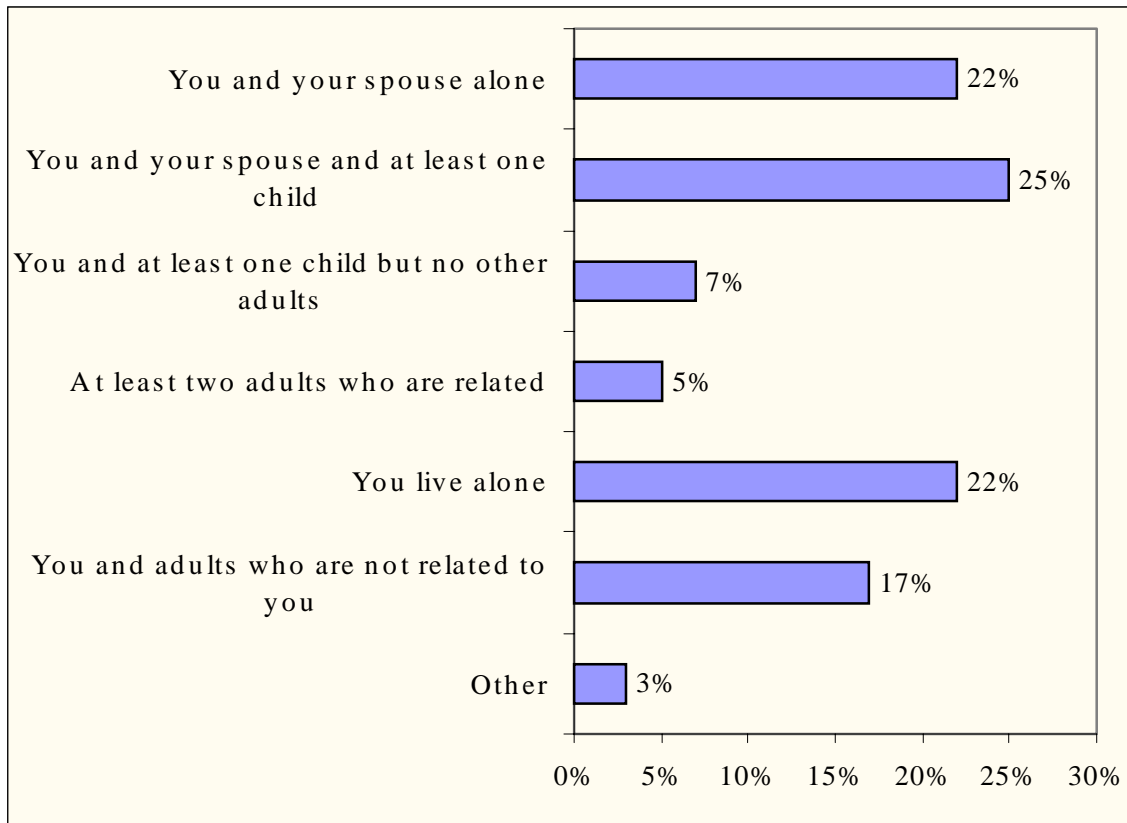




### Household Compositions

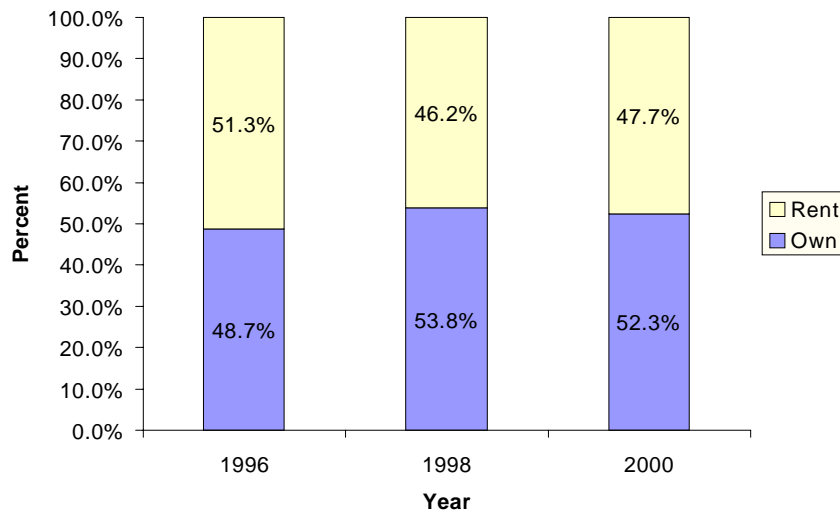
The household composition in the 2000 survey is similar to the composition found in the past four surveys. The most common household group is a married couple with at least one child (24.6 percent), and households with at least one child account for 31.6 percent of Lawrence households (Figure 2).

**Figure 2.** 2000 Household Composition



**Home Ownership Versus Rental.** By comparing 1996 and 1998 results with those of 2000, results shown in Figure 3 indicate little change in the number of people who own their homes. Home ownership rates have remained fairly stable in Lawrence.

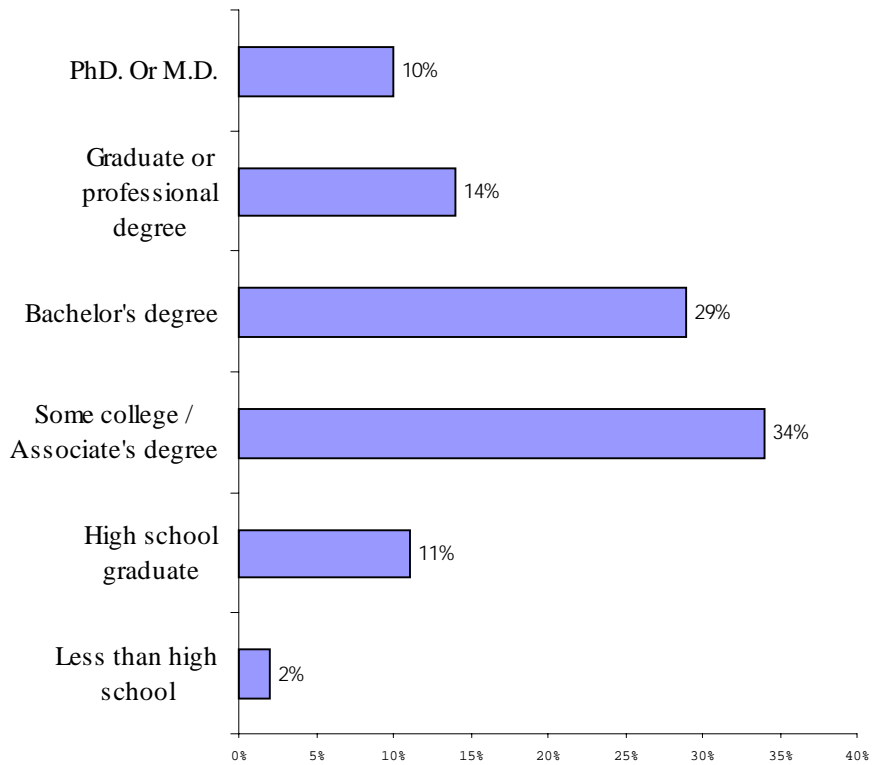
**Figure 3.** Homeowners and Renters



**Education in Lawrence**

Lawrence residents are well educated. Figure 4 shows that 53 percent of residents eighteen years of age and over have a Bachelor's degree, and over 24 percent have a graduate or professional degree. When compared to the three prior surveys, this level of education has remained consistent over the past six years.

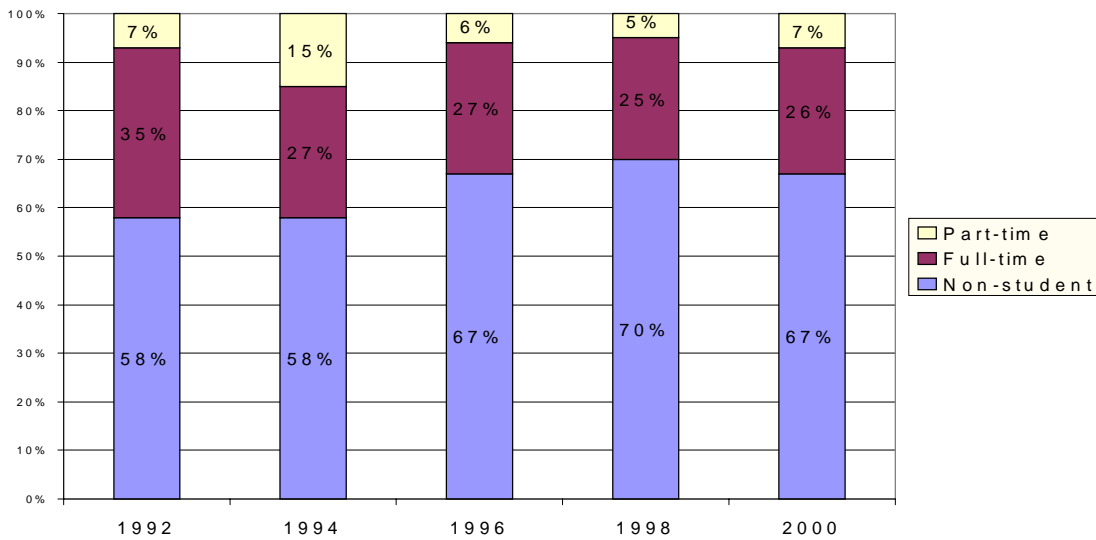
**Figure 4.** Level of Education, 2000 Survey



2000 Lawrence Citizen Survey

Approximately 33 percent of the 2000 survey respondents are current students, which is consistent with survey results of previous years. One quarter (25 percent) of sample respondents identified themselves as full-time students and seven percent identified themselves as part-time students (Figure 5). (The sample undercounts the student population in Lawrence by omitting dormitory students from the sample.) These figures are close to the population patterns in Lawrence: approximately 35 percent of the population of Lawrence attends the University of Kansas and Haskell Indian Nations University.

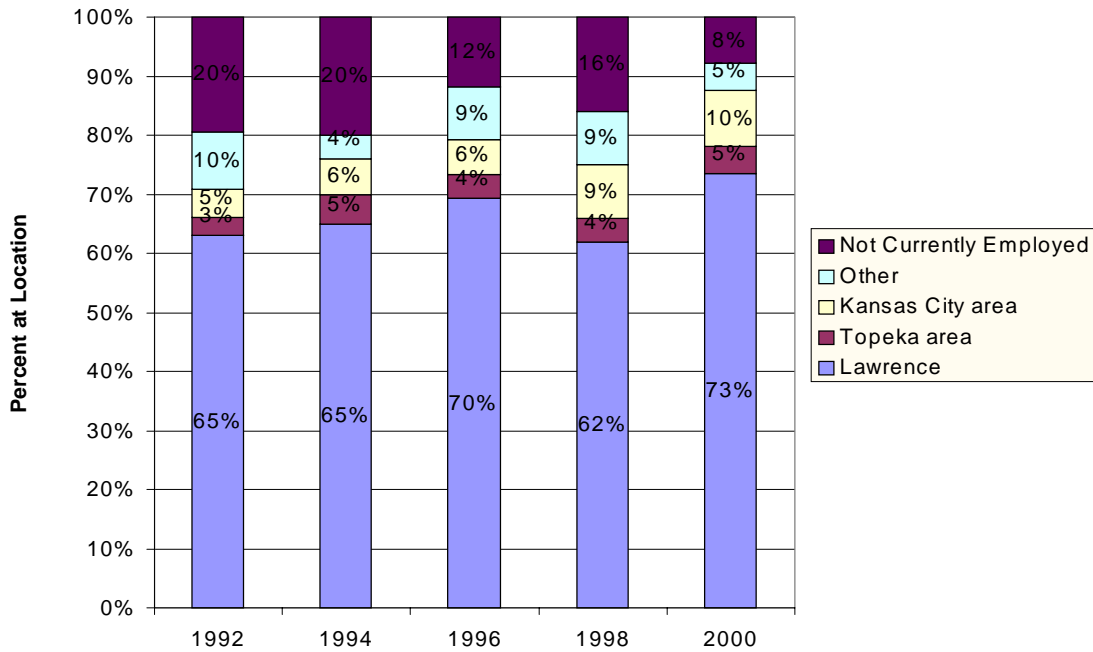
Figure 5. Student Status, 1992-2000



**Employment Profile**

The employment profile of Lawrence residents has remained stable since 1992. The percentage employed within Lawrence has risen this year to 73 percent, but fewer respondents were not currently employed at the time of the survey (8 percent). In 1998, 62 percent of respondents worked in Lawrence, so the increase has been sizable in this area. Employment in the Topeka and Kansas City areas is almost identical to 1998. Employment in other areas has slipped somewhat, but this was a small percentage of the population previously.

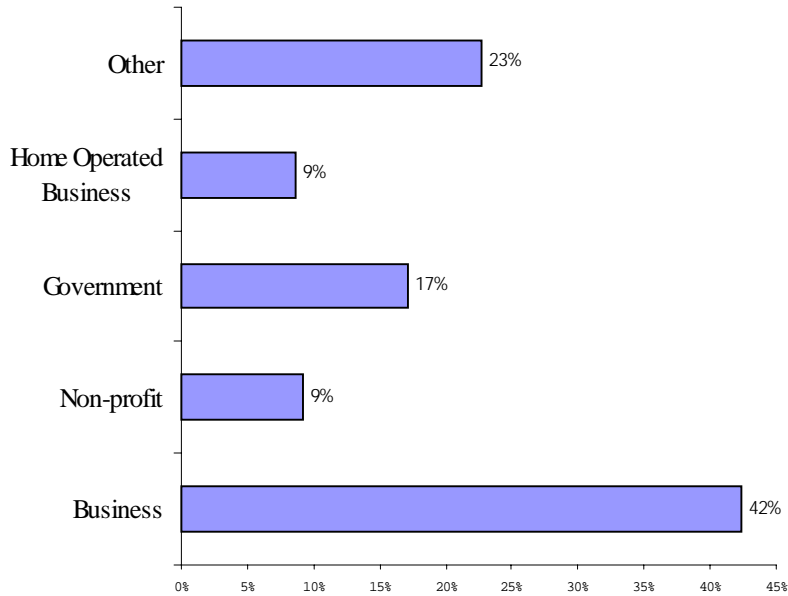
**Figure 6. Location of Employment**



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There has not been great change in the sectors in which Lawrence residents are employed. A new category of Home Operated Business was included for the first time in 2000. Nine percent of respondents identified themselves as working in this sector. The number in business slipped from 48 to 42 percent as might be expected with the addition of a business related category. Employment in government slipped as well from 24 to 17 percent since 1998. All other areas remained approximately the same.

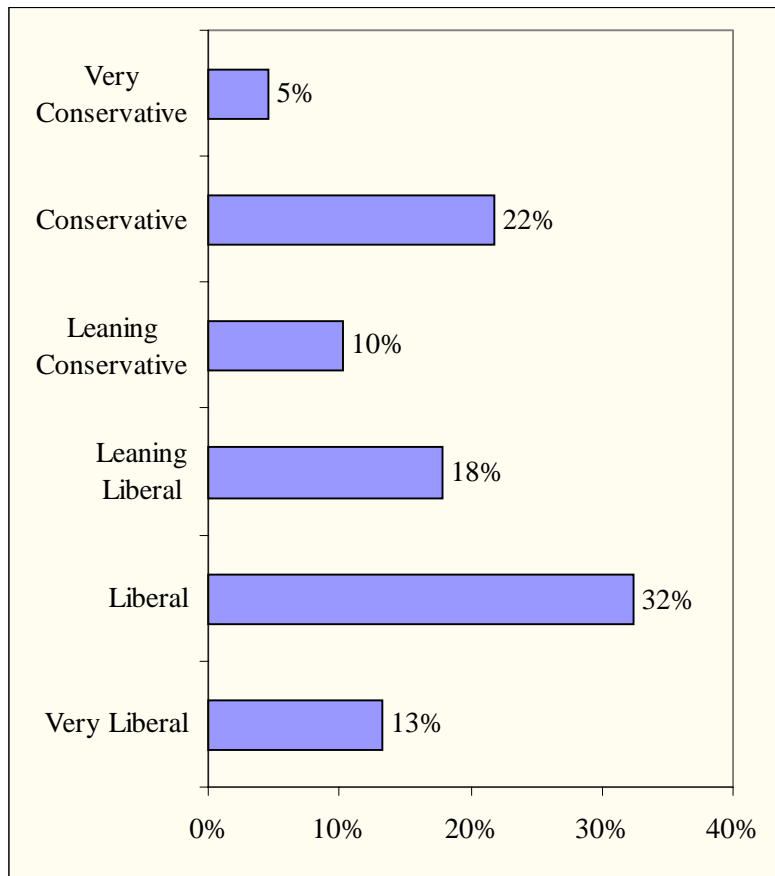
Figure 7. Source of Employment



**Political Viewpoints**

As shown in Figure 8, Lawrence residents describe their political orientations as ranging from very liberal to very conservative. Sixty-three percent identified themselves on the liberal side of the spectrum with the remaining 37 percent as conservative.

**Figure 8.** Political Viewpoint Rankings



## *2000 Lawrence Citizen Survey*

### **Residency Patterns**

A majority of Lawrence citizens have lived in their current homes for less than two years. More than thirty percent of these citizens have lived in their current houses for one year or less, (Figure 9). In contrast, approximately 20 percent of Lawrence residents have lived in their residency for more than ten years. The median for the number of years Lawrence citizens have lived in their current homes is three years.

The 2000 Lawrence Citizen Survey asked residents to state the reason they chose their current residency in Lawrence. Using a scale of one to five with five meaning "very important" and one meaning "very unimportant," residents were asked to evaluate which of the following factors were important in their decision to own or rent the home or apartment: access to highways, closeness to neighborhood shopping, being within walking distance to a park, lack of apartments with multiple dwellings, closeness of family or friends, availability of affordable homes, the price (rent) of the dwelling, closeness to one's or one's spouses' work, the overall quality reputation of the neighborhood and walking distance to an elementary school.

Price and neighborhood reputation are the most important reasons people choose to live in a neighborhood. Figure 10 shows the percent of respondents who identified the criteria as "important" or "very important." Forty two percent identified proximity to work as important. All other criteria were considered important by between a fourth and a third of residents.

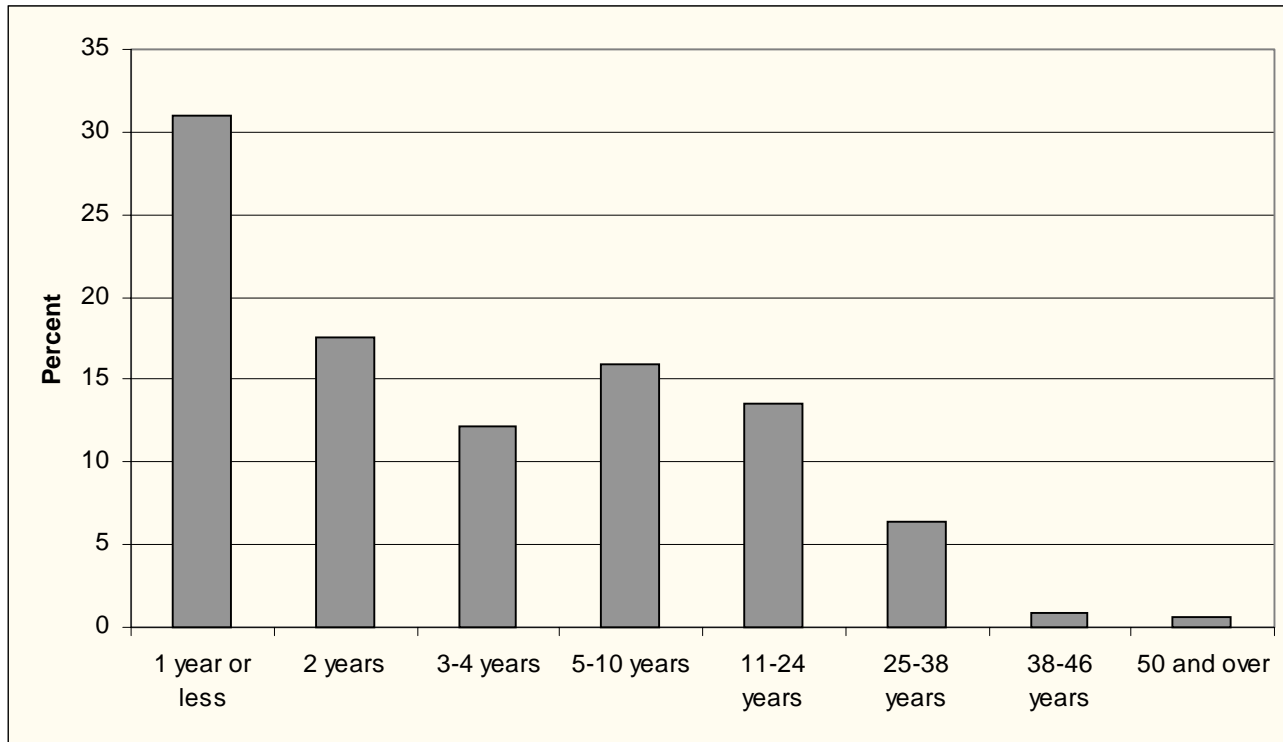
### **Mobility by Area Code**

The 2000 Lawrence Citizen Survey also investigated residential mobility within Lawrence. For the survey's purposes the city is divided into four quadrants, which roughly correspond to the city's four ZIP code zones. For example, 66044 corresponds to Northeast Lawrence, 66049 corresponds to Northwest Lawrence, 66047 corresponds to Southwest Lawrence, and 66047 corresponds to Southeast Lawrence.

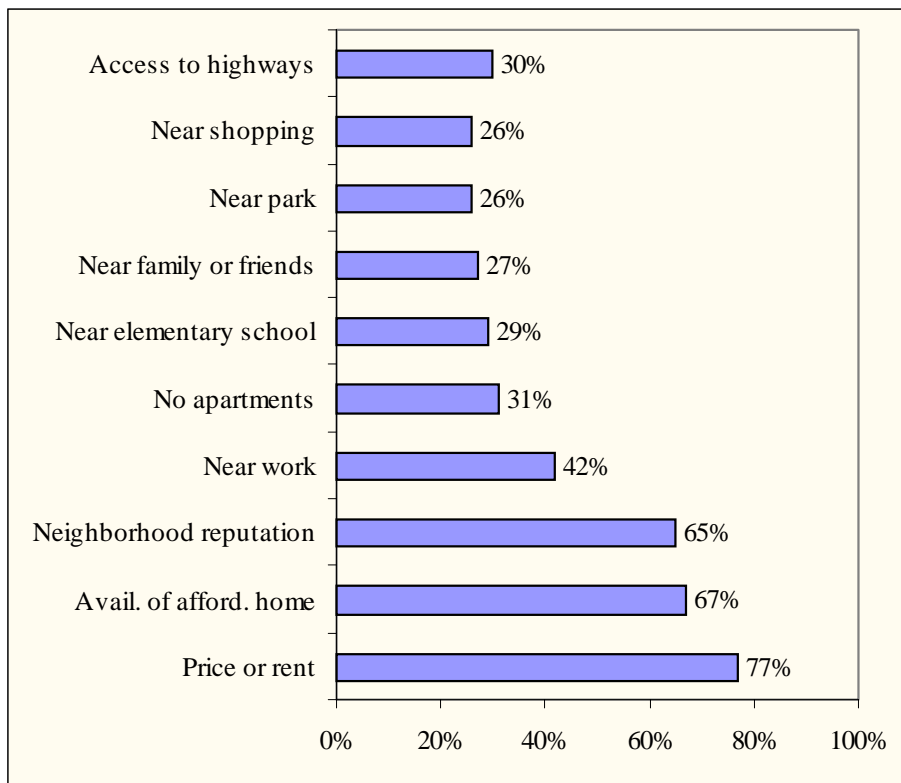
Residential movement within Lawrence is presented by an examination of each zip code area reported by respondents: the current and the previous ones. By analyzing how many people went to other areas and how many came in some conclusions in regard to citizens' mobility are made.



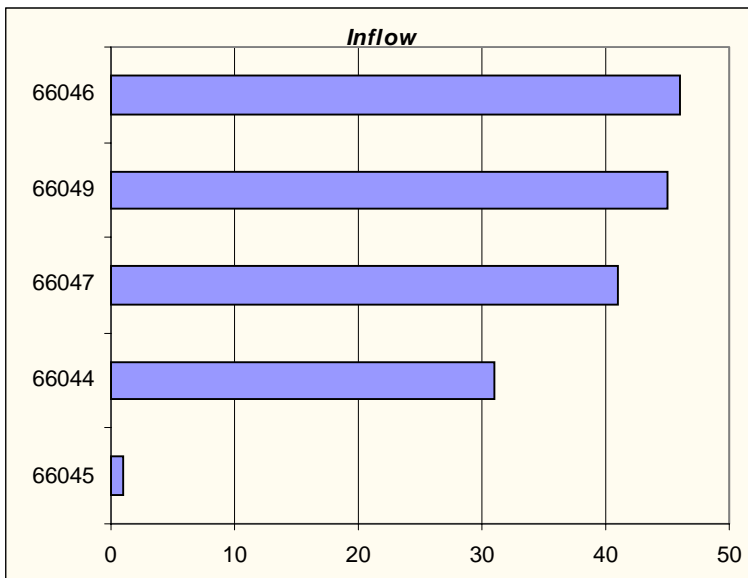
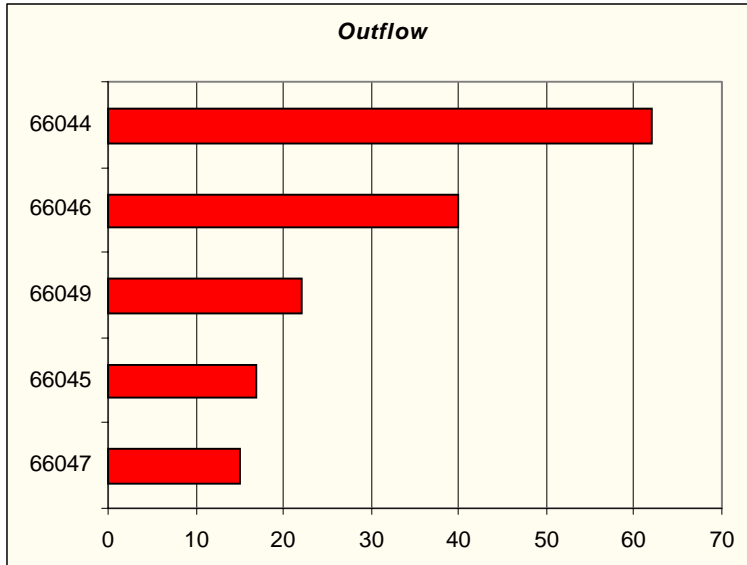
**Figure 9.** Number of years lived in current home.



**Figure 10. Reasons for Residence Location**



**Figure 11.** Outflow and Inflow of Various Zip Code Regions of City



## *2000 Lawrence Citizen Survey*

Figure 11 shows that the greatest outflow of people is in 66044 and 66046, the older neighborhoods of Lawrence, while the greatest inflow of people is in 66046, 66049 and 66047, the newer neighborhoods. Areas 66047 and 66049 have increased their population while 66045 and 66044 have decreased. Area 66046 increased insignificantly as the amount of inflow and outflow, although significant, was close in numbers. Area 66044 has decreased significantly mainly due to the substantial outflow, although the inflow is also significant. Still, the greatest amount of people who haven't changed their area is in 66044. This area has little room for residential growth.

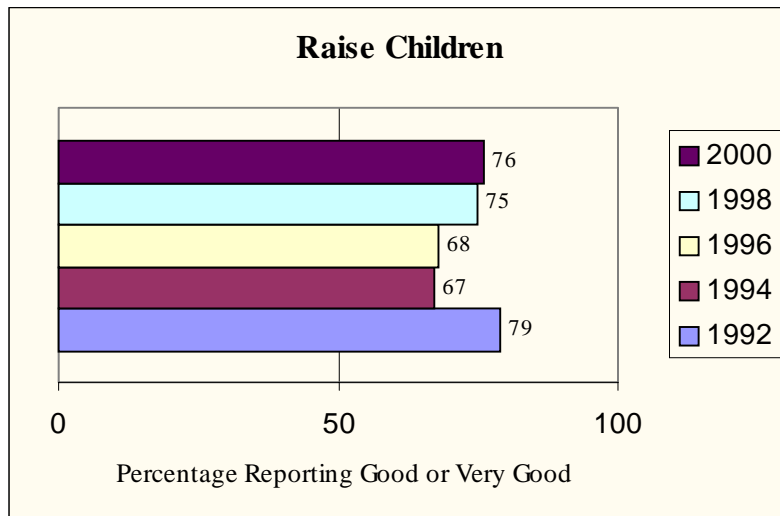
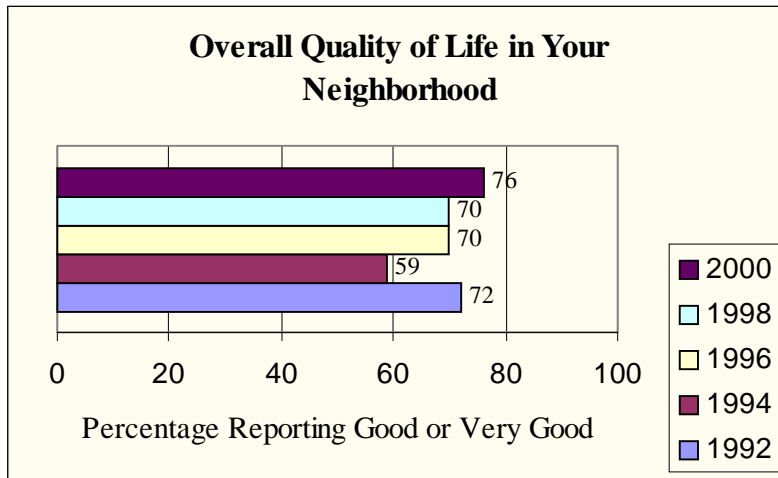
### **Quality of Life**

The 2000 survey, as in previous surveys included questions on quality of life. Findings for years 1992, 1994, 1996 and 1998 are presented in the Figures 12 through 15. Seventy six percent of residents view overall quality of life in their neighborhood as good or very good, and this percentage is higher than in any of the previous years. The same percentage views Lawrence as a good or very good place to raise children. Eighty four percent agree that Lawrence is a good or very good place to live and almost half (47%) see Lawrence as a good or very good place to retire (Figure 12).

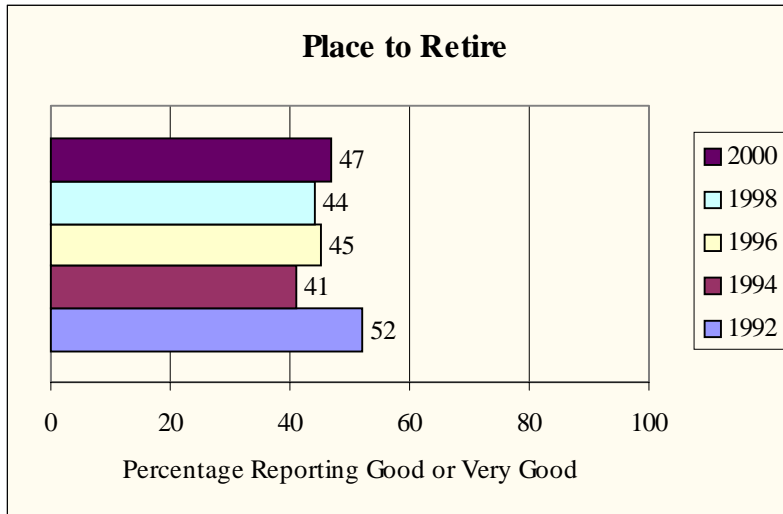
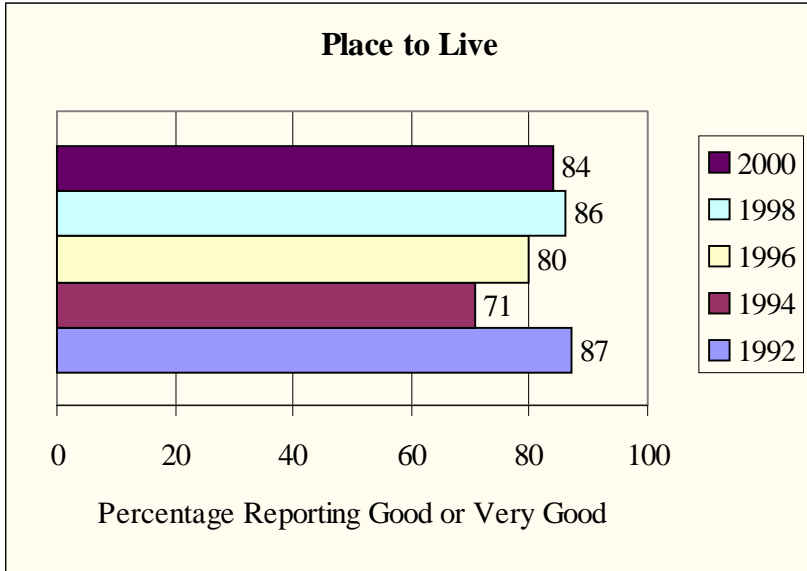
Seventy six percent of Lawrence residents (which is higher than in any of the previous years, except for 1992) consider that cultural life in the city is good or very good (Figure 13). Shopping opportunities are viewed as good or very good by 59 percent of respondents. As for recreational activity, the number is down to 65 percent compared to 68 percent in 1998, but still much higher than in 1996.

Economic perceptions by the citizens were answered by the three questions shown in Figure 14. Twenty eight percent see housing in Lawrence as affordable, whereas employment opportunities and opportunities to begin business are viewed as good or very good by 39 percent of the residents; the latter stayed the same as in 1998.

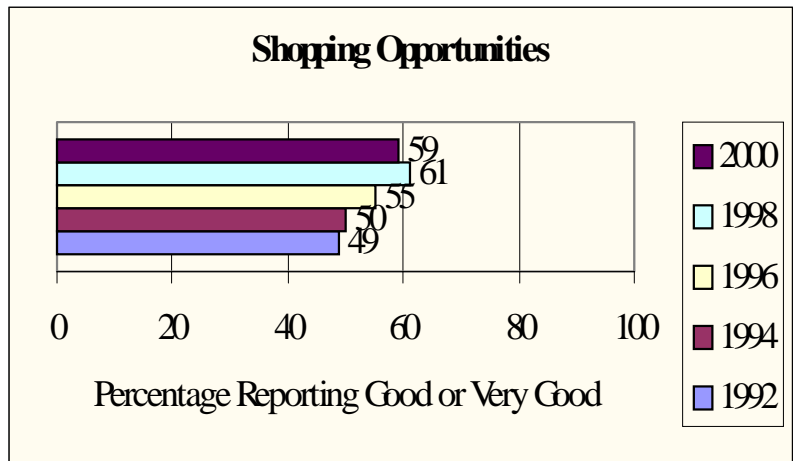
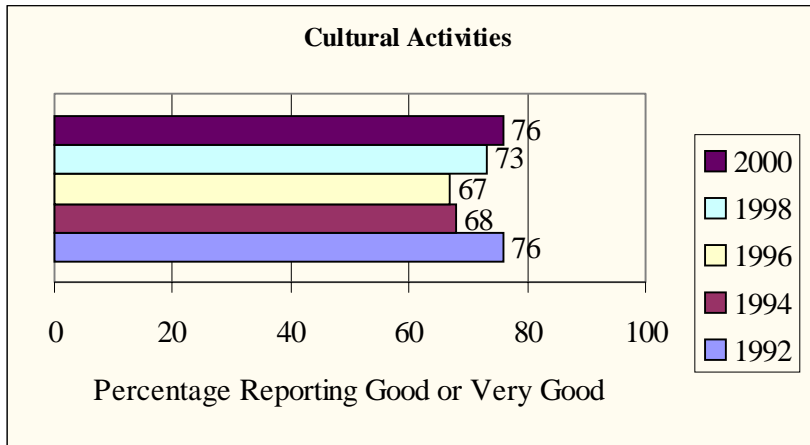
**Figure 12.** Overall view of Quality of life from 1992 to 2000



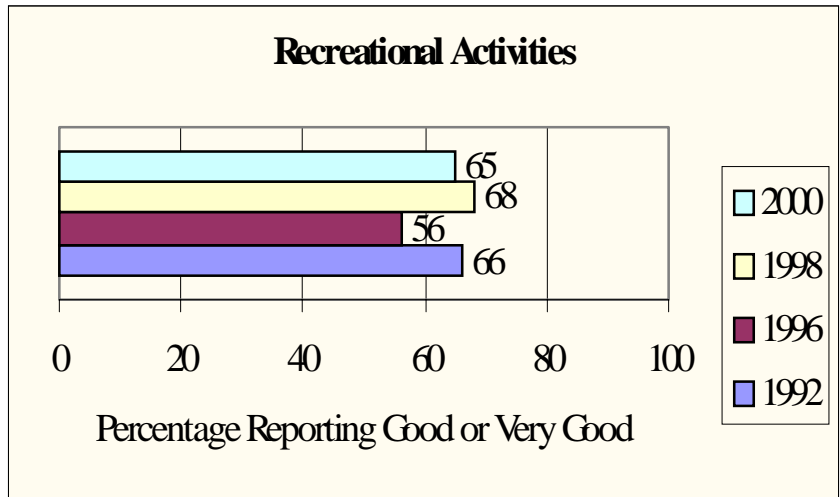
2000 Lawrence Citizen Survey



**Figure 13.** Specific Aspects of Quality of Life from 1992 to 2000

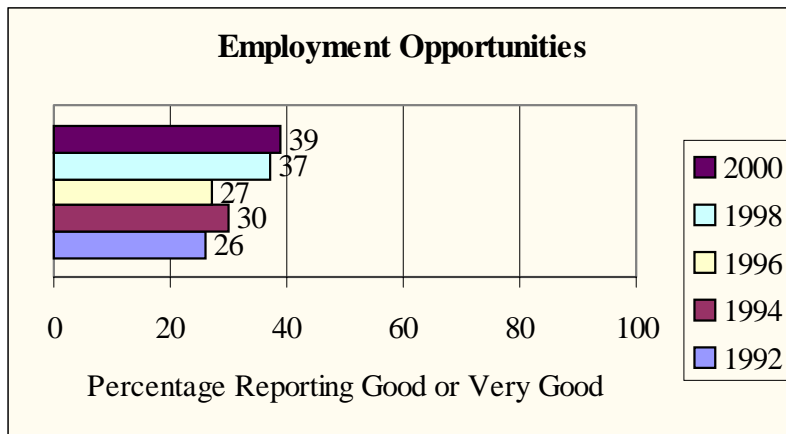
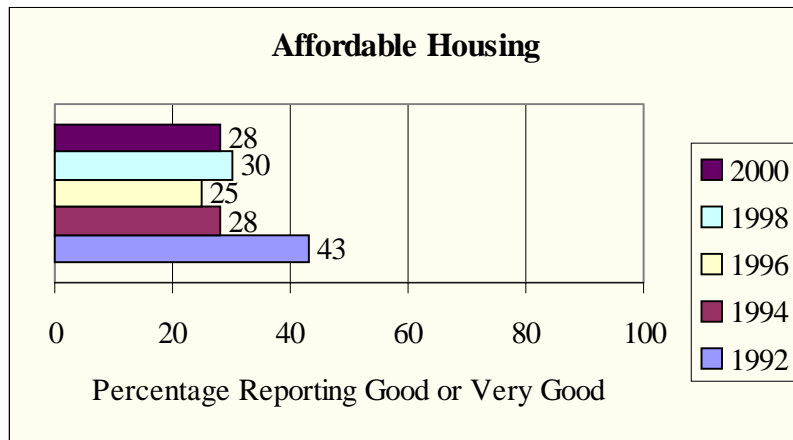


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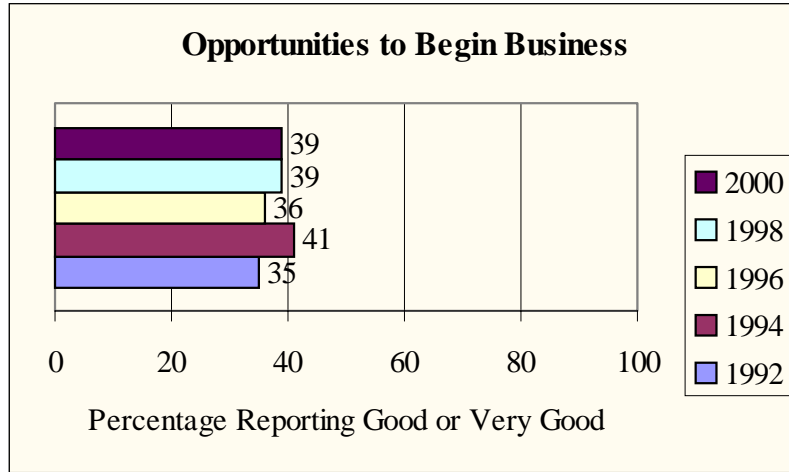




**Figure 14.** Economic Perceptions from 1992 to 2000



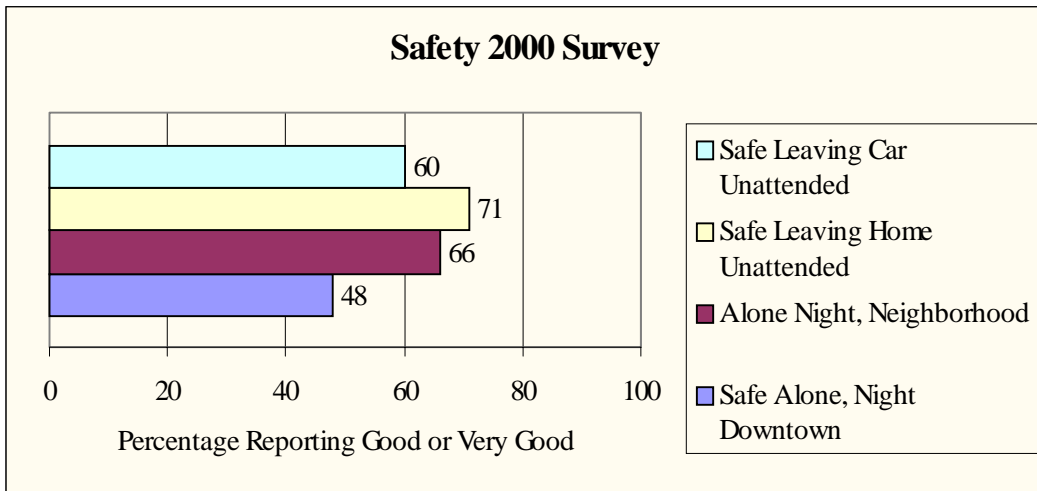
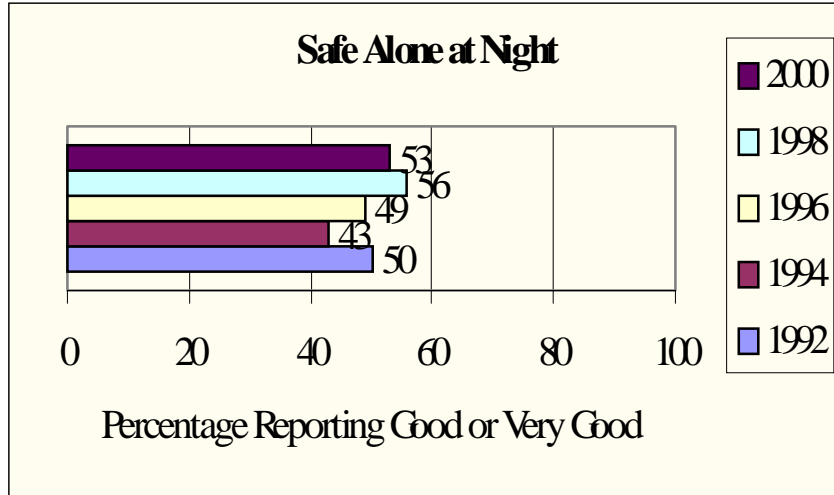
2000 Lawrence Citizen Survey



Crime and safety questions results are summarized in Figure 15. More than a half or Lawrence residents feel safe or very safe walking alone at night (53 percent), which is somewhat lower than in 1998, but still higher than in 1996. As for the following two questions, they were not included in the previous surveys and thus reflect the state of affairs in 2000 exclusively. Almost half of the residents feel that downtown Lawrence is safe or very safe, and 66 percent are of the same opinion about their neighborhoods.

Quite substantial percentage of population would leave their home unattended (71 percent), and more than a half would leave their car unattended.

Figure 15. Crime and Safety from 1992 to 2000



## Basic City Services

### 1992-1994-1996-1998-2000 Comparisons

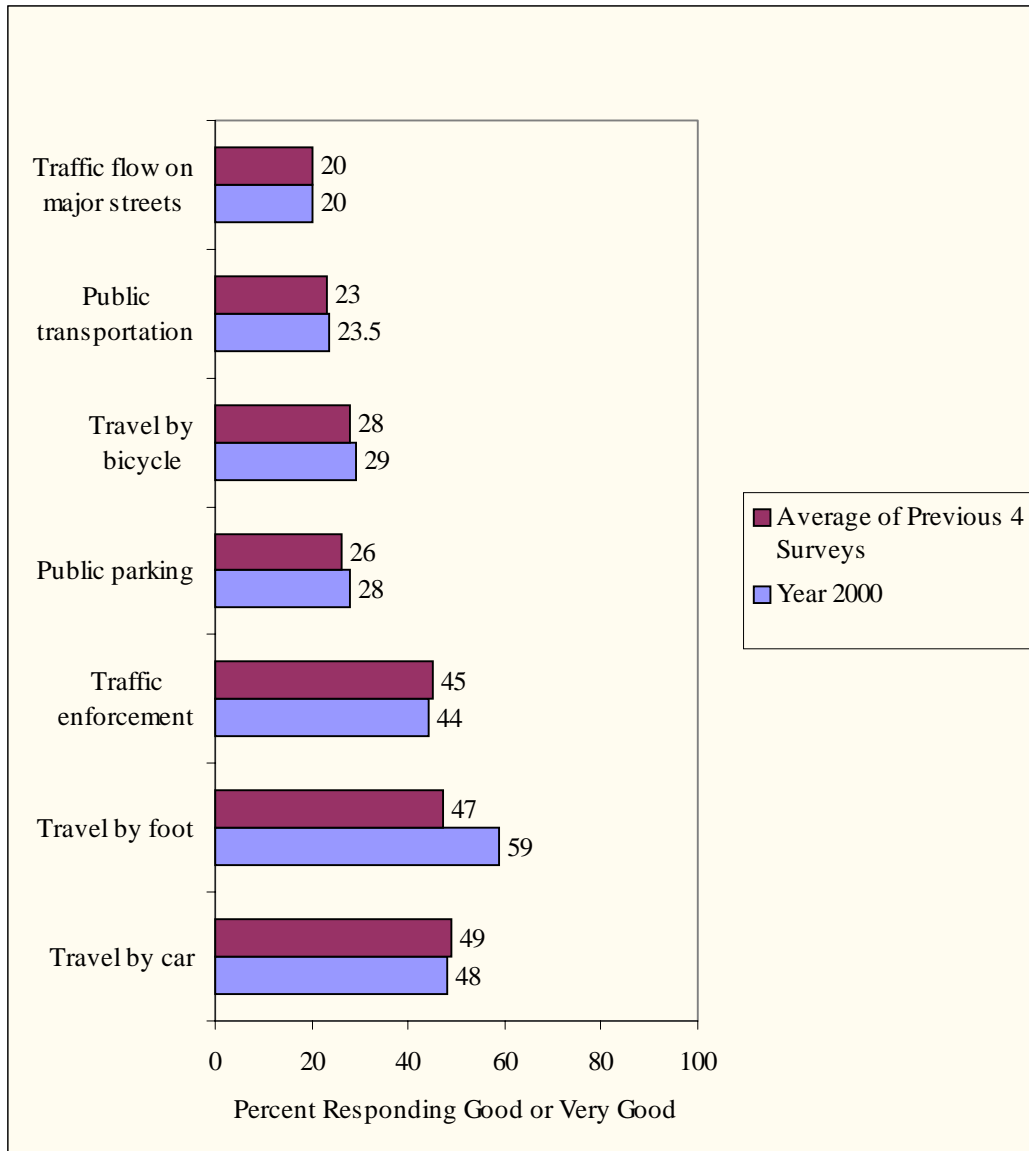
The ratings from the 1992 through 2000 Surveys were grouped into five categories of service to facilitate comparative analysis. The results are presented in a series of five figures.

- Figure 16      Traffic and Transportation
- Figure 17      Public Safety Services
- Figure 18      Parks, Recreational, Cultural Services
- Figure 19      Public Works
- Figure 20      Community Services

Overall, the 2000 citizen survey demonstrates a more positive view of the city services when compared to the averages of the previous four surveys. Of the twenty-seven services examined, nineteen improved; however, seven service areas decreased from the previous studies. Within parks and recreation services, parks received the highest percentage of citizens responding very good or good at 81 percent. Yet, traffic flow on major streets received the lowest percentage at only 20 percent.

**Transportation and Traffic.** Generally speaking, transportation services have remained relatively constant over the past 8 years (Figure 16). In 2000, traffic flow received the lowest rating and travel by foot received the highest rating; increasing from an average of 47 percent to a staggering 59 percent. Every other area has remained within 2 percentage points of the previous six-year average.

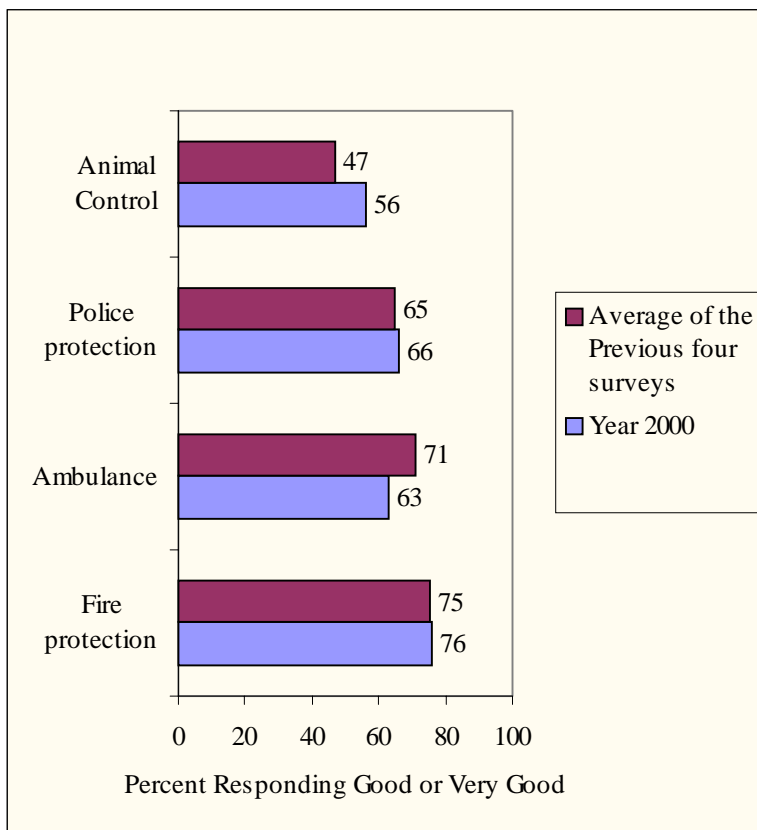
Figure 16. Quality of Traffic and Transportation Services



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**Public Safety.** With the exception of ambulance services, all public safety areas increased or remained the same (see Figure 17). The most dramatic increase was within the area of animal control, with a 9 percent increase over the previous six-year average.

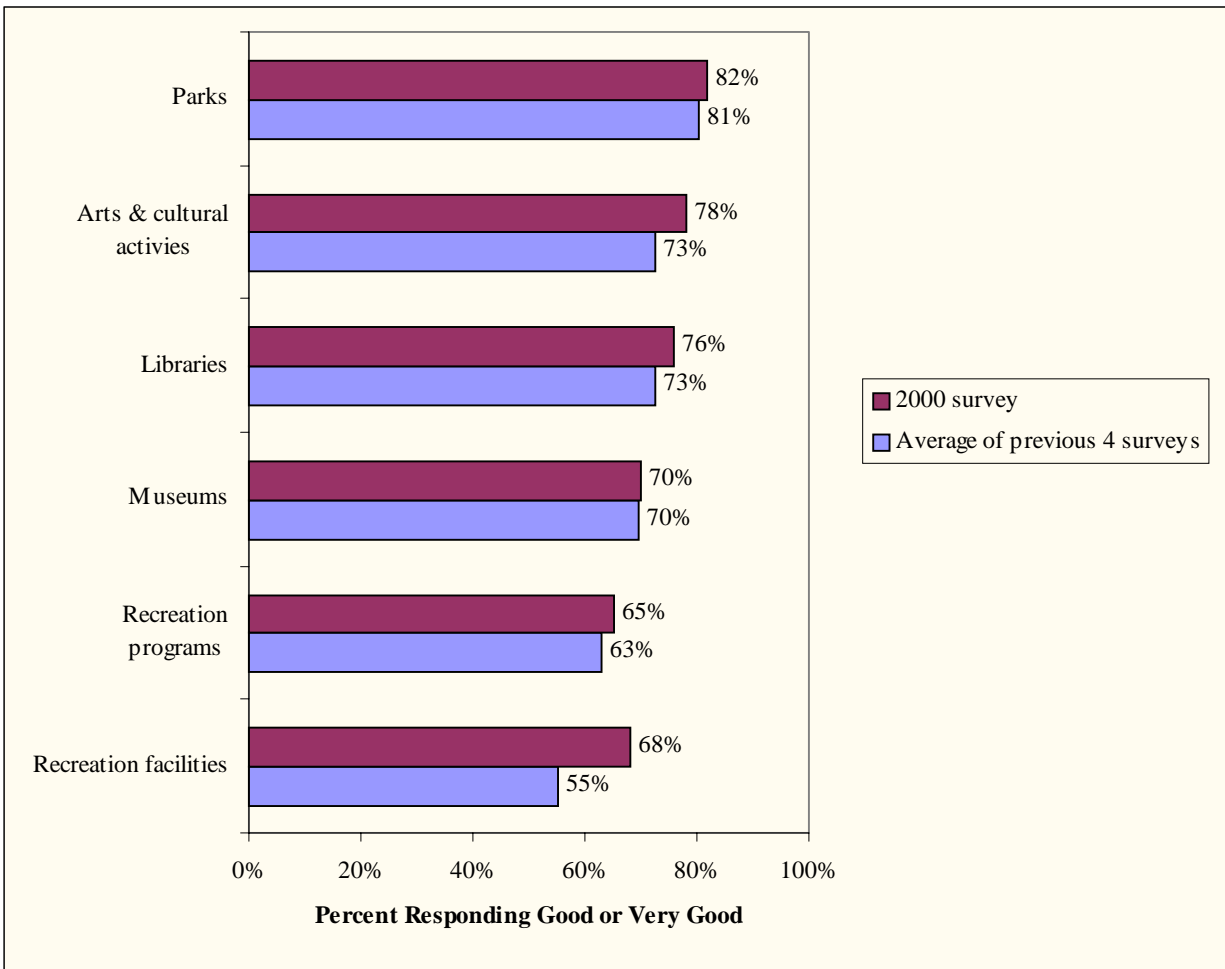
**Figure 17.** Quality of Public Safety Services



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**Parks and Recreation.** Although always receiving high ratings, the quality of parks and recreation services Figure 18 continues to increase in the year 2000. Arts and cultural activities as well as libraries have maintained a stable level of growth over the last eight years. Parks continue to receive higher ratings than recreational facilities. Recreational programs and museums have made little progress and still rank lower than libraries, arts, cultural activities and parks.

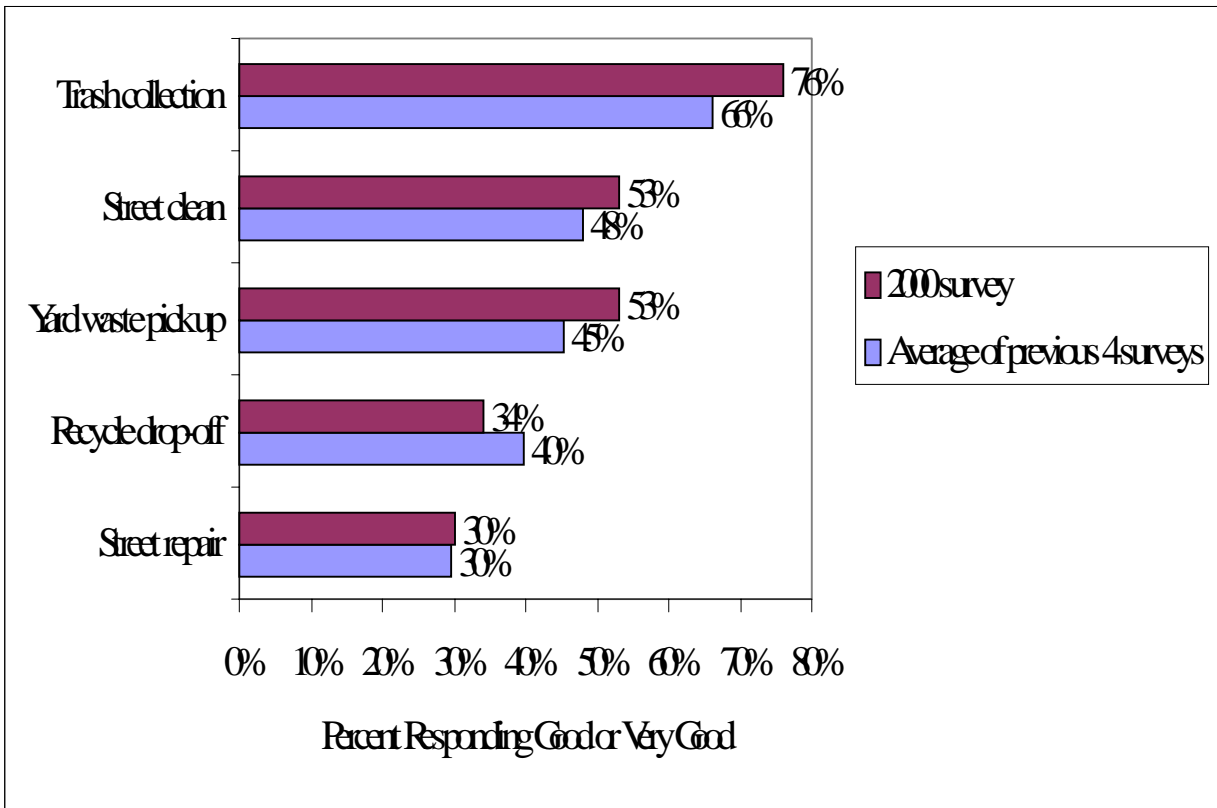
**Figure 18.** Quality of Parks and Recreation Services



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**Public Works.** The majority of public works services have received higher ratings in the 2000 survey than in previous years. The exception is the rating of recycling drop-off sites which has decreased. Trash collection has had a significant increase over previous year, increasing by just under 10percent.

Figure 19. Quality of Public Works Services

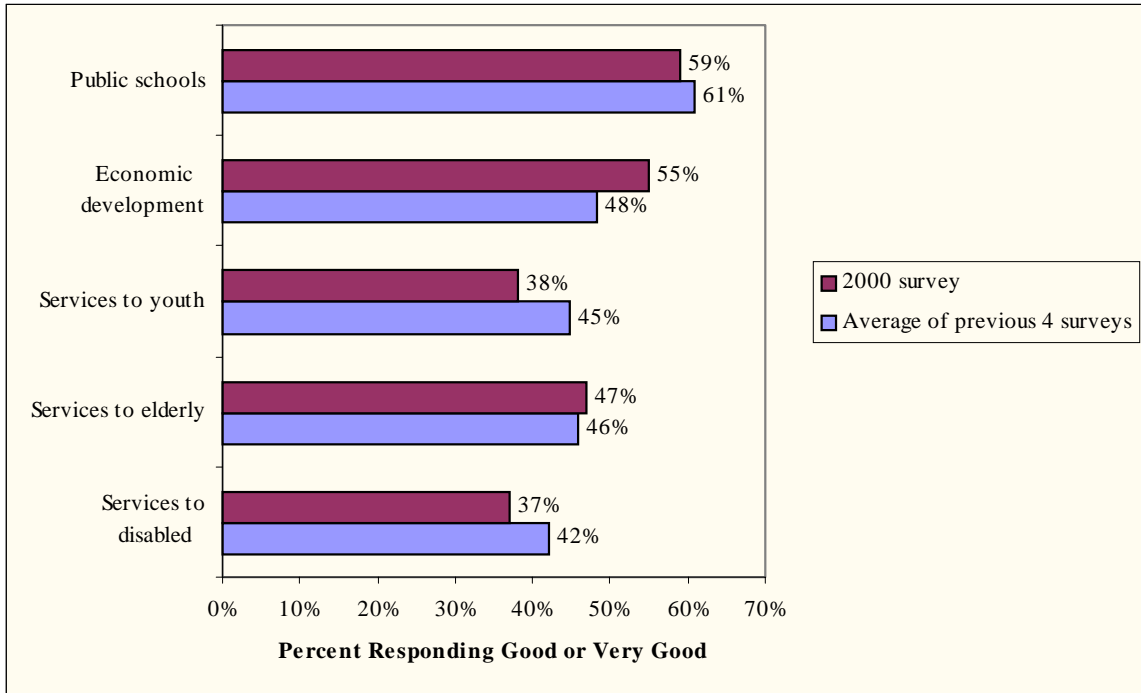




**Community Services.**

Overall, the quality of community services has fluctuated from ratings received in previous years. Public schools are rated favorably by approximately 60 percent of all citizens. The favorable rating of economic development in the community has risen from 48 percent to 55 percent, continuing a steady rise. Services to the disabled are viewed favorably by only 37 percent of citizens; this is down 5 percent from the average of the last eight years.

**Figure 20.** Quality of Community Services



2000 Lawrence Citizen Survey

The five most important city commission issues to be addressed are ranked in order from the most important to least important in Table 2.

**Table 2.** Citizen Ranking of Issues

Rank	Topic	Percent Mentioned <sup>1</sup>
1 Most Important	City Traffic	20%
2	Public Transportation	18%
3	Industry/Business Growth	16%
4	23 <sup>rd</sup> Street Congestion	15%
5 Least Important	Residential Growth	14%

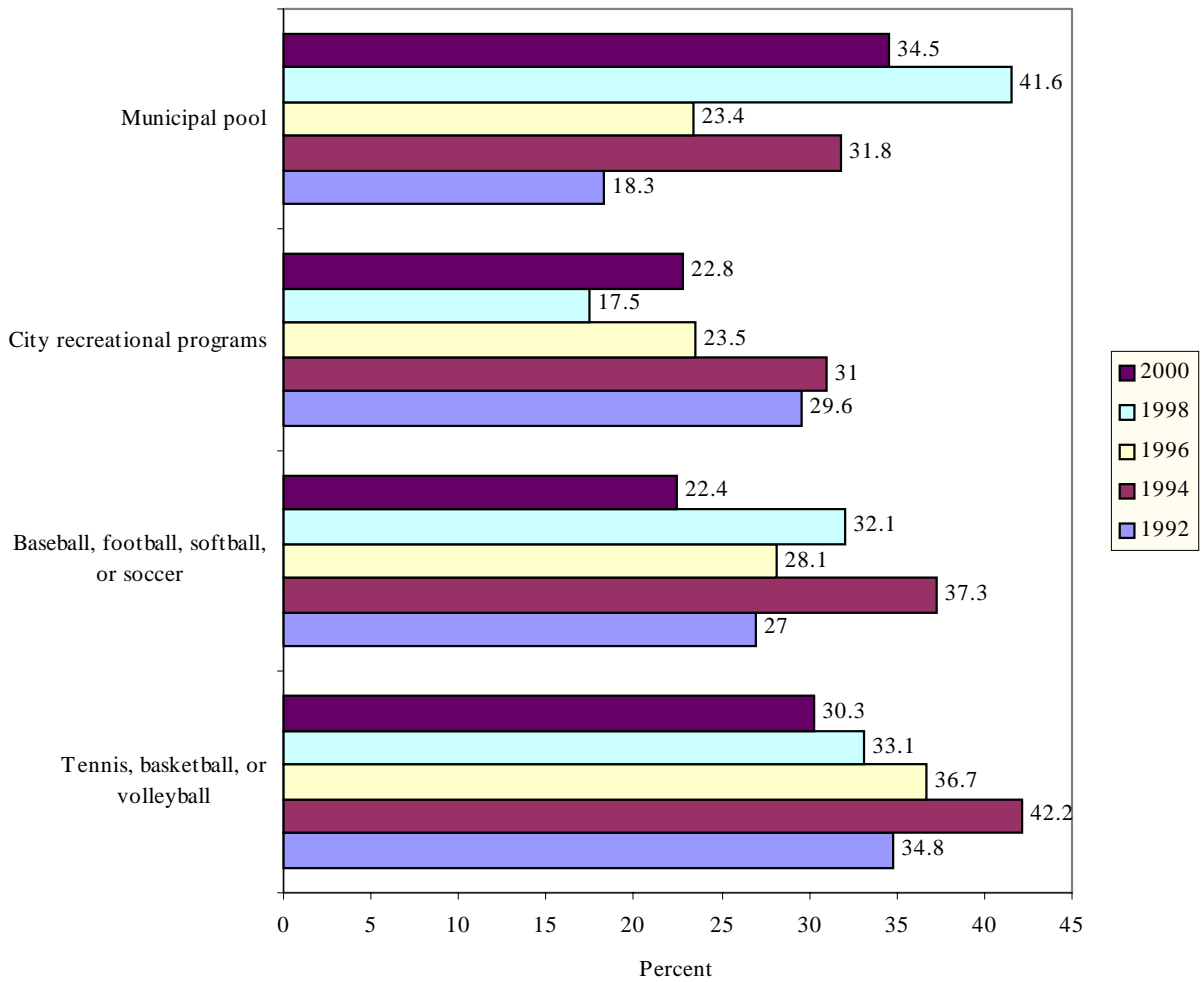
**Recreational Programs Usage**

The city of Lawrence spends a significant amount of resources to provide a wide range of recreational programs and facilities to our citizens. The 2000 survey asked residents over the age of eighteen how frequently they used indoor and outdoor sport facilities in the past year and how often they participated in recreational programs. These findings are shown in Figures 21. Overall, facility usage has declined in the past year. Usage of tennis, basketball, and volleyball facilities has experienced a minor decrease of 3 percent; baseball, football, softball, and soccer experienced a more dramatic decline of 10 percent; and municipal pool usage decreased by 7 percent. At the same time, the use of city recreational programs increased by 5 percent.

---

1 Respondents can mention more than one so the percents do not add to 100 percent.

**Figure 21.** Usage of Recreational Programs



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While there is an overall increase of recreational program participation by citizens, users are attending less frequently than reported in the 1998 survey. City recreational programs were used 4 times per year in 1998 compared to 2 per year in 2000. Recreational facilities also experienced declines in usage of approximately 2 visits per year.

Special attention was paid to citizens' use of the municipal pool. Citizens were asked how many times during the past summer did any member of the household swim in the municipal pool. Results, as can be seen in Figure 22, show 34 percent of Lawrence households visited the pool with an average usage of 5 visits. The pool users were also asked how they rate the quality of the pool. Approximately 55 percent rated the quality as good (29%) or excellent (26%). This is a 26 percent decrease from 1998.

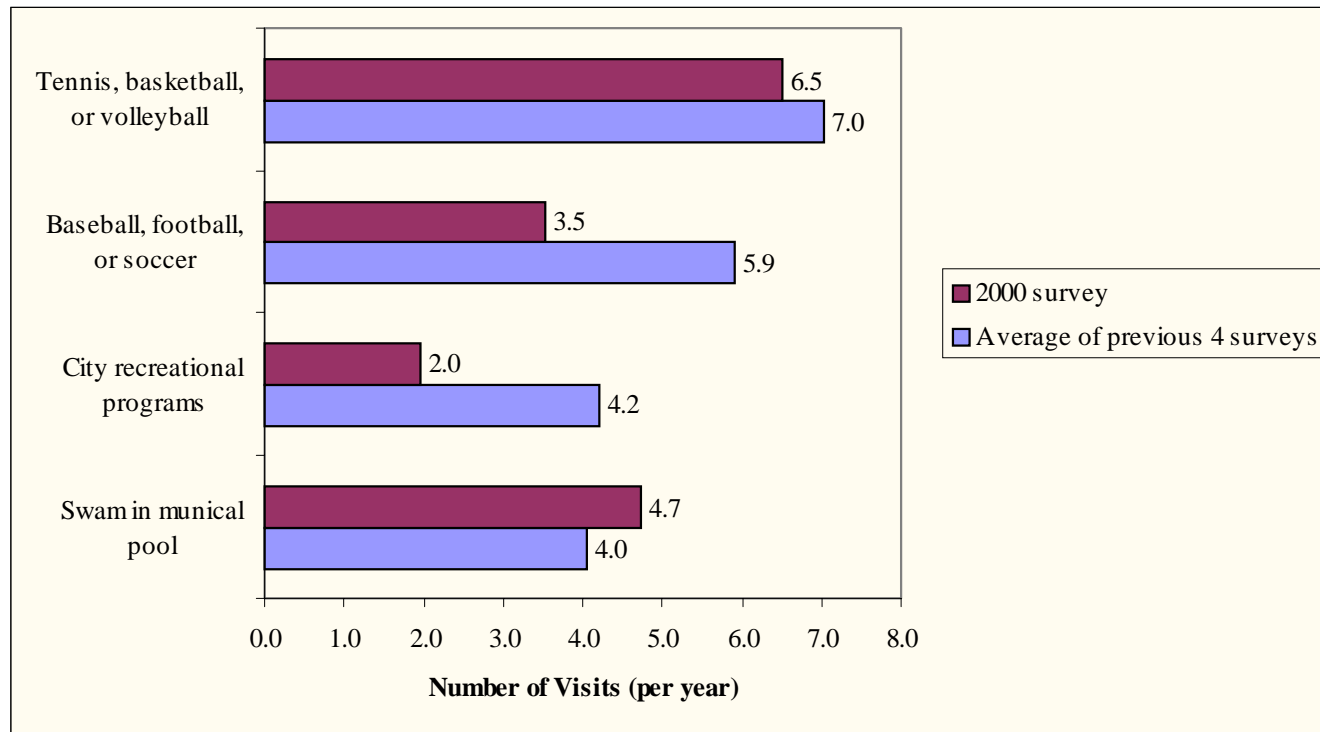
Also as part of the 2000 survey, citizens were asked for their view on the establishment of an "off-leash" area within a city park where dog owners can run their dogs freely. Results show that 76 percent support and 20 percent oppose such an establishment as can be seen in Figure 23.

### **Views of City Government**

This year, 68 percent of respondents acknowledge that if they were in charge of Lawrence city government it would be difficult or very difficult to provide good services for the city (Figure 24). This is a marked increase over each of the last two surveys, in which 59 percent of respondents felt that way. Interestingly, the percent of respondents claiming that city government operates well or very well increased this year to its highest level in eight years. Just over 53 percent of those surveyed felt that way this year, compared to the three-year average of 48 percent from 1994 to 1998.

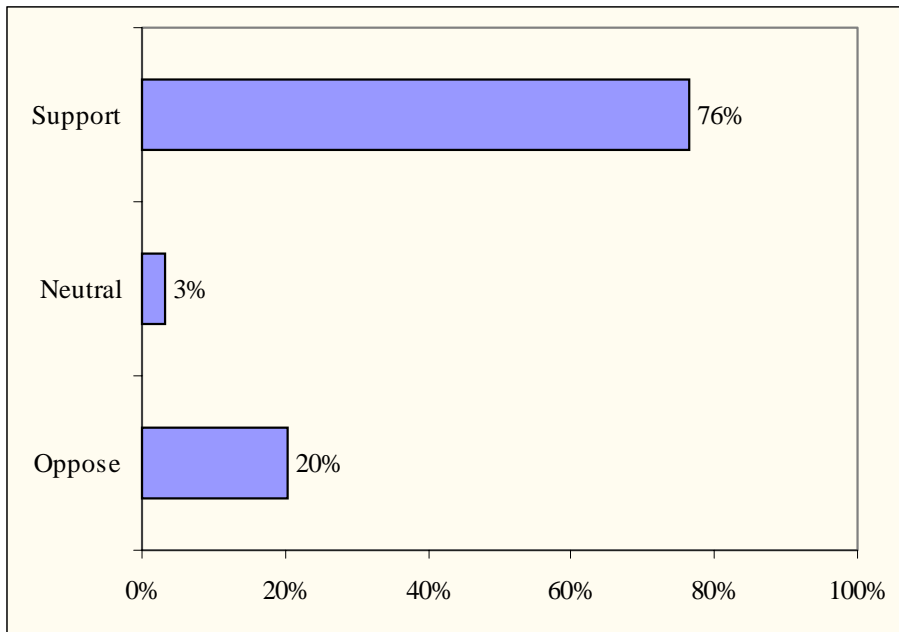
About 60 percent of respondents claim to be interested or very interested in news about our local government, and 75 percent use newspapers as a major source of information about city government. Approximately 67 percent of those surveyed had contact with a city official in the last year, and 69 percent of those had a good or very good impression after the contact

Figure 22. Frequency of Recreational Program Use



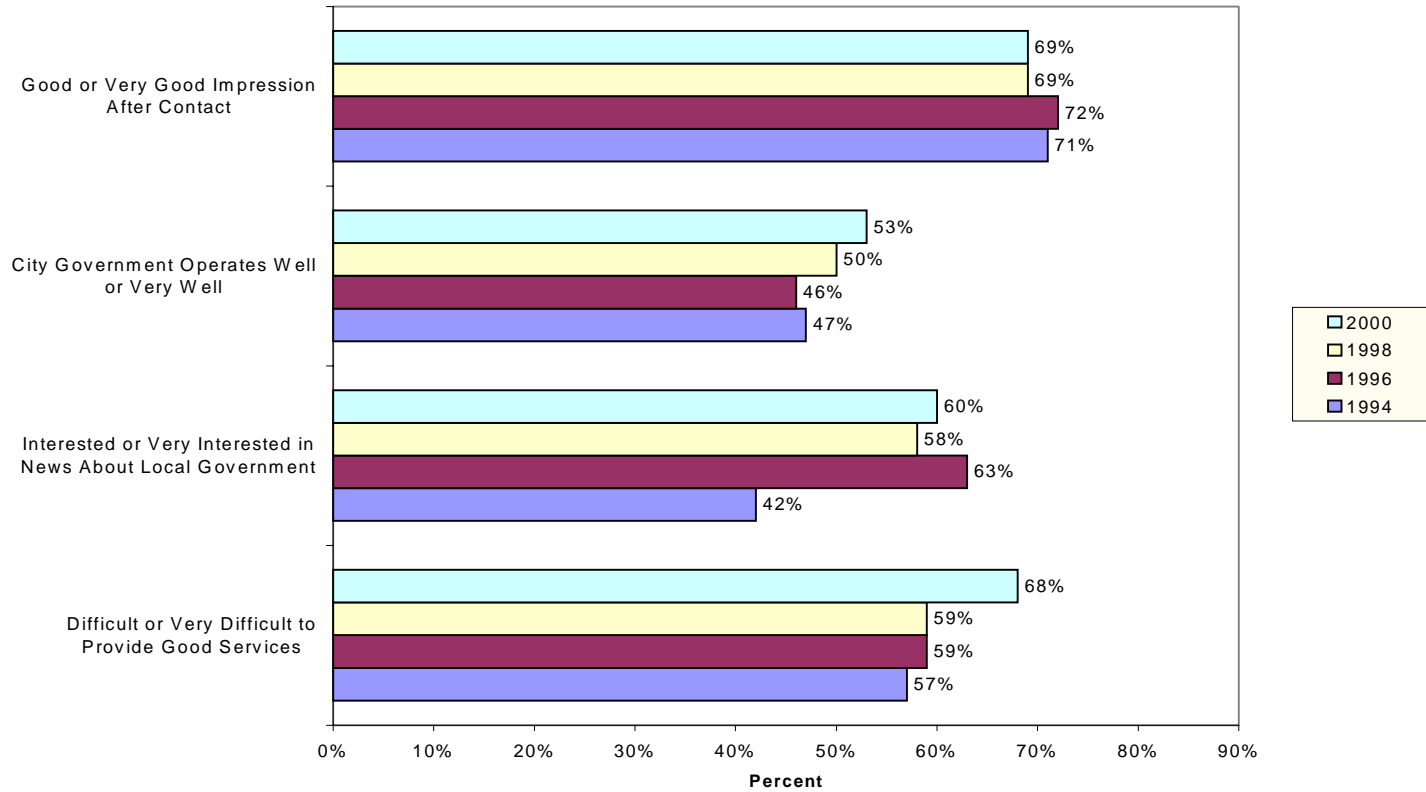
**Figure 23.** Citizen Views of Off-Leash Areas for Dogs in City Parks

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2000 Lawrence Citizen Survey

Figure 24. Citizen Views of City Government



## Policy Issues

### Unrelated Adults in Single-Family Homes

Citizens were also asked their opinion about reducing the number of “unrelated adults” that may rent a home in an area zoned exclusively for “single family houses.” Currently in single-family neighborhoods, four unrelated adults may rent in single-family housing. Respondents were asked what they thought the policy on this issue should be with the options being: leave the limit at 4, reduce the number from 4 to 3, or reduce the number from 4 to 2.

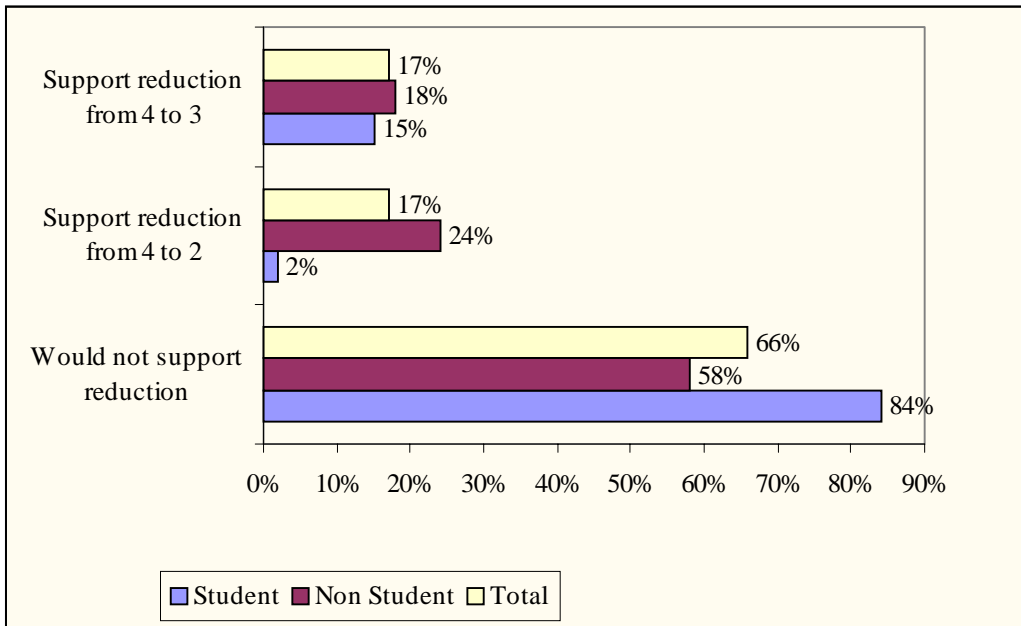
The survey results revealed that among all citizens of the community, 66 percent prefer to leave the number of unrelated adults at the current limit of four. Since Lawrence has a large student population living in apartments, we analyzed the opinion of both the student and non-student point of view. As you can see in figure 25, 84 percent of the students would like to keep the limit at 4 versus 58 percent of the non-students. The support for reduction of four to two received support from 24 percent of non students versus 2 percent support from students. Finally, the support for reduction to three received 18 percent support from non-students and 15 percent from the student population.<sup>2</sup>

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<sup>2</sup> These differences are statistically significant ( $\chi^2 = 36.5$ , d.f. = 2,  $p < .0001$ ).



**Figure 25.** Support for Unrelated Adults Living in Single Family Housing



## **View of Growth**

The 2000 Lawrence Citizen Survey asked our respondents to rate the importance of nine attributes of community: availability of natural areas and green space, availability of shopping, small town atmosphere, availability of restaurants, movie theaters, and other sources of entertainment, a sense of community, quiet and peaceful surroundings, economic opportunities, safety, and urban atmosphere. They responded on a 5-point scale with 1 meaning “placing no importance” on these attributes and 5 meaning this attribute is “very important” to them.

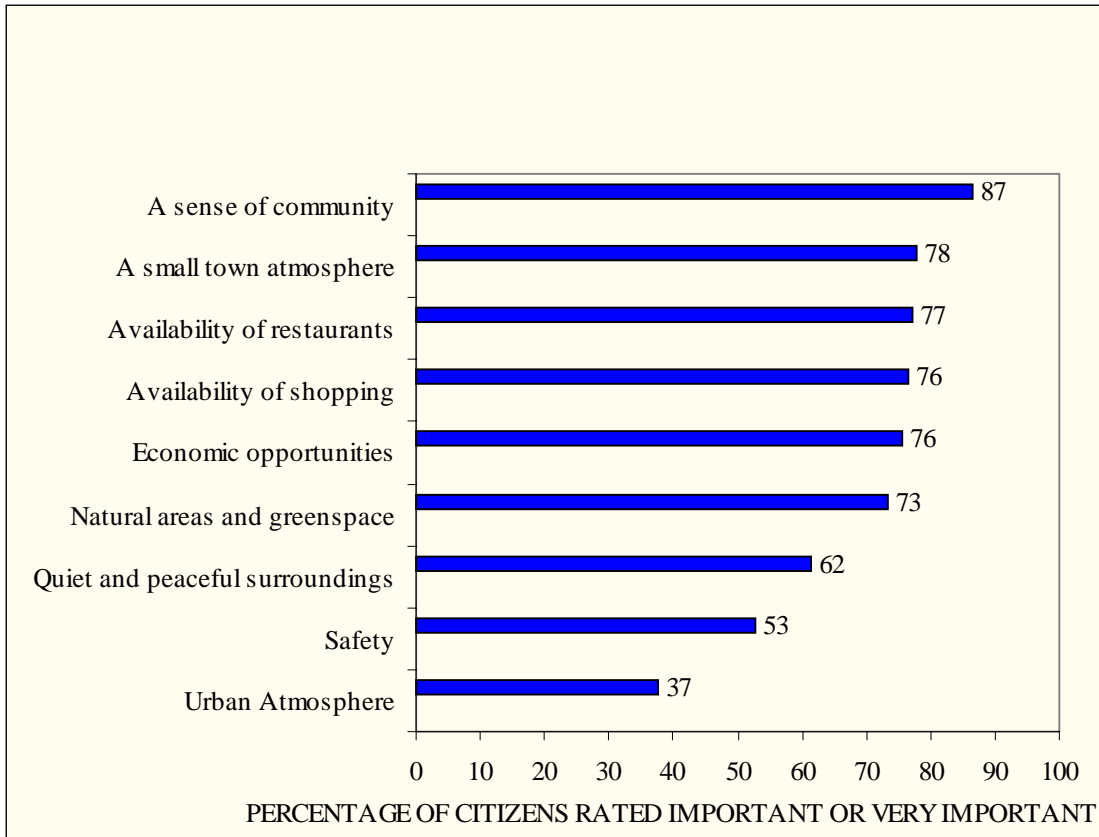
Survey results reveal that 87 percent of the respondents value a sense of community as the most important community characteristic (Figure 20). The second most important characteristic was a small town atmosphere, followed by the availability of restaurants. Over 70 percent of the community valued availability of shopping, economic opportunities, and natural areas and greenspace, respectively, as important community characteristics. Urban atmosphere was the least valued community characteristic, followed by safety and quiet and peaceful surroundings.

The survey asked Lawrence residents their views of growth and development. Eighty-three percent of the respondents said that growth is an issue of some or great concern: 39 percent saying it was an issue of great concern and 44 percent an issue of some concern. Eighteen percent an issue of little concern.

A plurality of respondents (44%) felt that growth and development had improved the quality of life in Lawrence, while nearly a third (32%) felt the quality of life in Lawrence has declined because of growth and development. The remaining 24 percent felt that the quality of life has not been effected by growth and development. Seventy-three percent of Lawrence residents believe their city “the right size,” whereas 20 percent feel it is “too big” and 7 percent feel it is “too small.”

One of the major sources of growth in a community is the recruitment of new businesses. Despite the mixed views about growth, Lawrence residents support the recruitment of new businesses to the community: 56 percent rated business recruitment as important or very important, 29 percent were neutral, and 15 percent considered it unimportant.

**Figure 26.** Community Characteristics

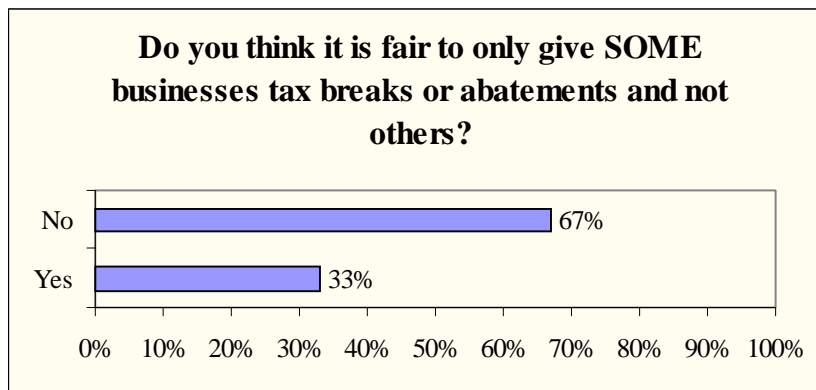
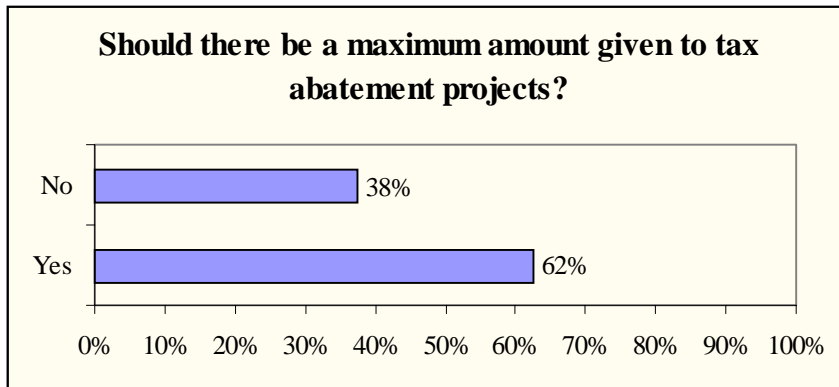
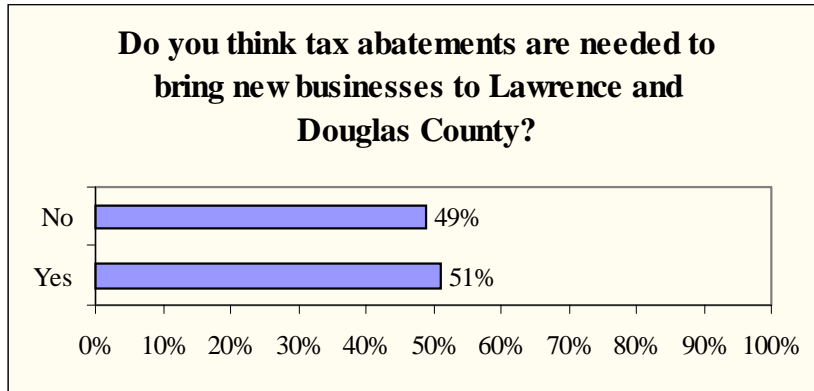


### **Support for Tax Abatements**

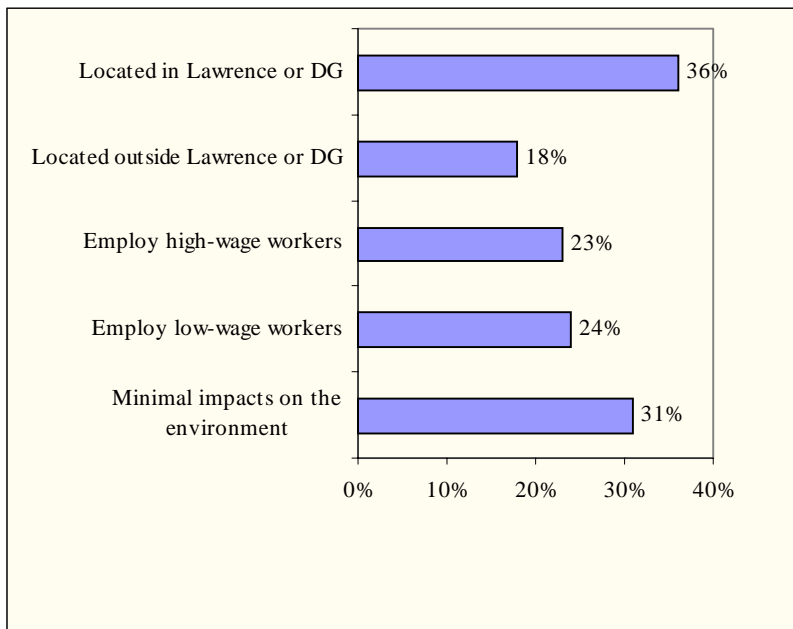
Tax abatements and tax abatement policy are controversial in Lawrence, and the results of the 2000 Lawrence Citizen Survey reflect this controversy. As shown on Figure 27, residents are evenly split on the issues of whether tax abatements are necessary to bring new business to Lawrence and Douglas County. Two thirds of Lawrence citizens believe that there should be a maximum limit put on tax abatements. For those who felt there should be a limit, they felt the limit should be considerably less than is commonly granted: although responses ranged from 1 to 100 percent abatement, the mean response was 26 percent (standard deviation, 21 percent) and the median was 20 percent. As shown in the third panel of Figure 27, two thirds felt that it was not fair to grant some businesses abatements and not others.

Respondents were asked what types of companies should receive a tax abatement. As displayed on Figure 28, 36 percent of respondents felt abatements should be given to firms already located in Lawrence and Douglas County, whereas 18 percent felt abatements should be granted to firms located outside Lawrence and Douglas County. Lawrence residents are indifferent on the nature of the jobs in the firm asking for an abatement, but 31 percent felt that abatements should be given to firms with minimal environmental impact.

Figure 27. Support for Tax Abatements



**Figure 28.** What types of businesses should receive tax abatements?<sup>3</sup>



3 Percents do not add up to 100 percent because respondents could mention as many criteria as they considered relevant.

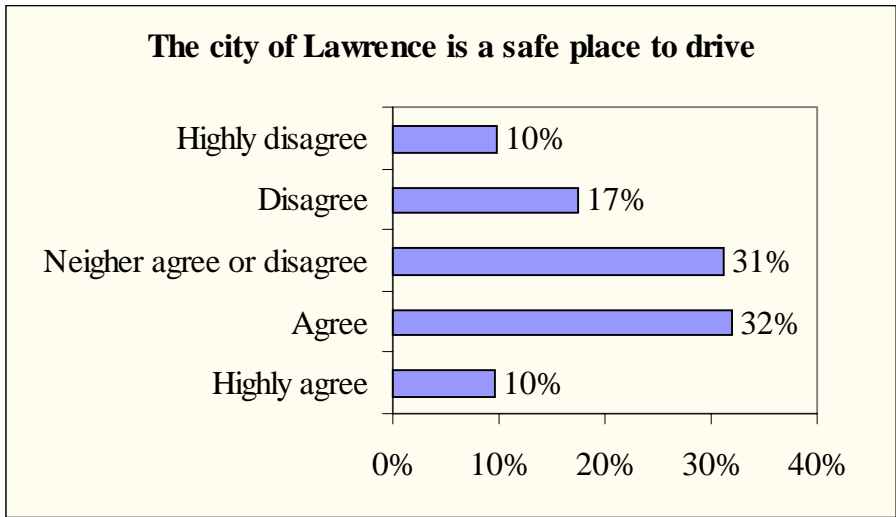
## Lawrence Traffic

As shown in Figure 29, Lawrence residents are divided on the safety of the streets. Forty two percent agreed that the streets were safe to drive but 27 percent disagreed. When asked about traffic flow on 23<sup>rd</sup> and 31<sup>st</sup> Streets, residents expressed markedly different experiences. As shown in Figure 30, 41 percent felt that traffic flow on 23<sup>rd</sup> Street was a “major problem,” whereas only 11 percent felt that way about 31<sup>st</sup> Street. In response, residents said that they frequently drove through residential neighborhoods to avoid 23<sup>rd</sup> Street: 38 percent said they did so “every day” and 30 percent said they did so several times a week. In contrast, only 7 percent of respondents said they daily drove through neighborhoods to avoid 31<sup>st</sup> Street; 14 percent “shun piked” several times a week and 69 percent only occasionally. These responses are displayed in Figure 31.

As shown on Figure 32, most (52%) Lawrence residents drive on 31<sup>st</sup> Street to get to shops and services, while nearly a third (30%) use 31<sup>st</sup> Street to avoid congestion on 23<sup>rd</sup> Street. Less than 10 percent rely on 31<sup>st</sup> Street to connect to the South Lawrence Traffic Way.

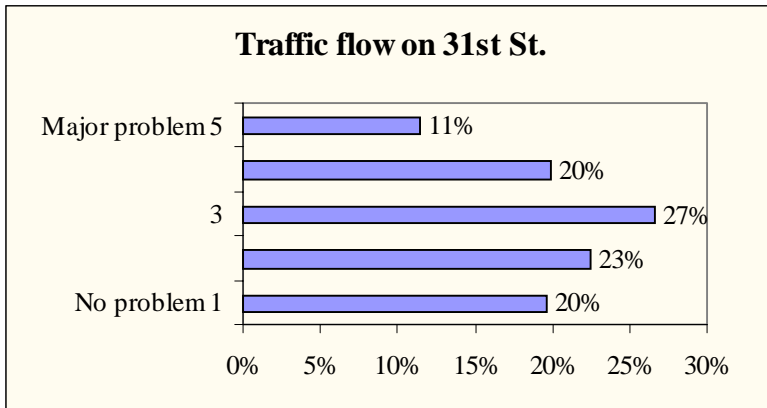
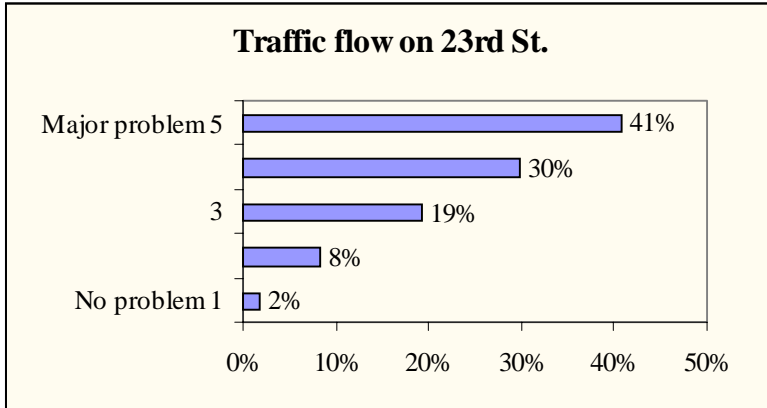
**Figure 29.** Perceived driving safety of Lawrence streets.

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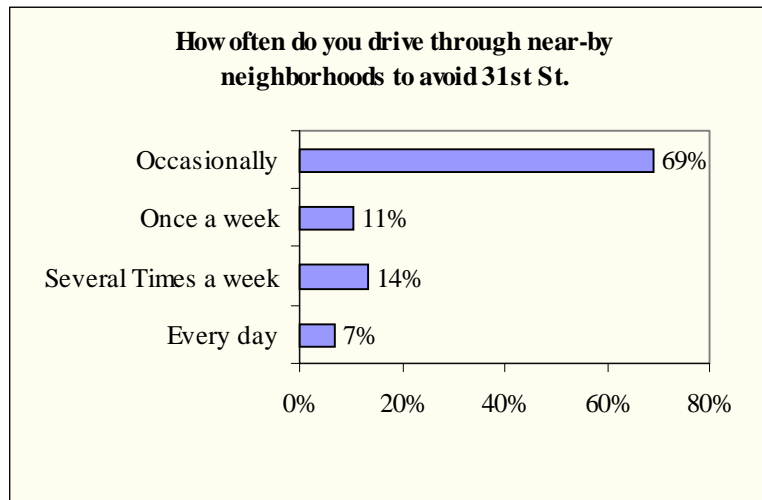
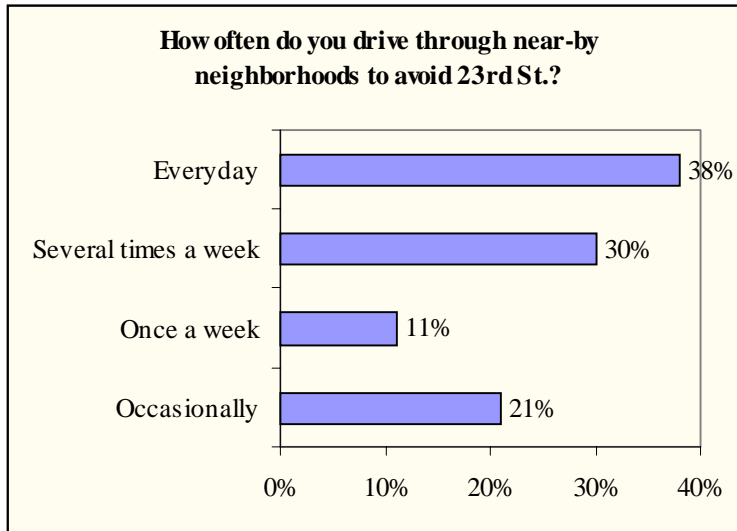




**Figure 30.** Traffic Flow on 23<sup>rd</sup> and 31<sup>st</sup> Streets

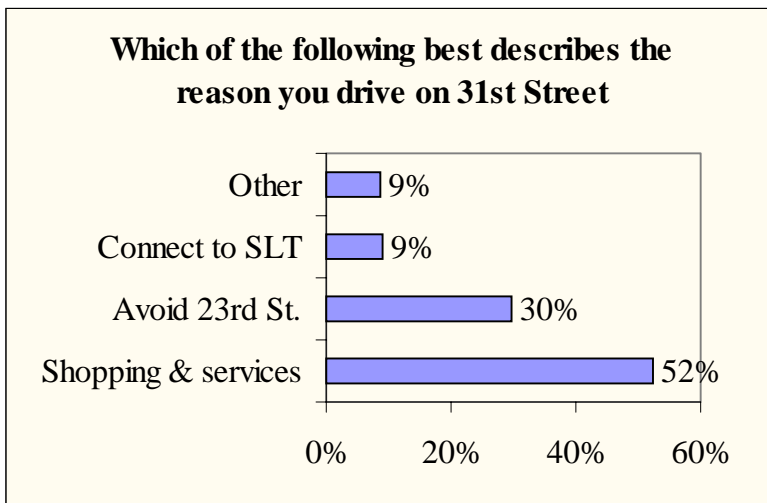


**Figure 31.** Frequency of Driving Through Neighborhoods to Avoid 23<sup>rd</sup> and 31<sup>st</sup> Streets



**Figure 32.** Reasons for Driving on 31<sup>st</sup> Street

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## **Appendix A**

### **Survey Methodology**

The Lawrence Citizens Survey was conducted between 30 October and 29 November 2000. The survey started with a sampling of 3,500 random generated phone numbers in Lawrence, Kansas. During the four-week calling period the survey research center was able to establish contact with 849 households (for a contact rate of 24 percent) within eight phone calls. Surveyors were trained to ask for the person over 18 years old who had the most recent past birthday. Out of these 849 households, 425 (or 50.1%) declined to participate. The remaining 424 households agreed to participate for a response rate of 49.9 percent. On average surveys took about 20 minutes to complete once the proper respondent had been identified and agreed to participate. Given the response rate, we can say that the results represented in this report have a margin of error of plus or minus 3.4 percentage points with a 95 percent confidence interval. In other words, we can be 95 percent confident that our results would match the results of a survey of the full population of Lawrence, Kansas within plus or minus 3.4 percentage points.

A special note must be made in regards to the response rate and contact rates. During the survey period of the Lawrence Citizens Survey in November of 2000, our interviewers experienced a much greater degree of difficulty in establishing contact with households as well as having respondents agree to participate. The previous response rate for the 1998 Lawrence Citizens Survey was 74 percent, during the month of October 1998. The diminished response rate this year and greater difficulty in establishing contact are likely the result of many different factors, but it is highly likely that the 2000 elections and the use of telephone banks by competing congressional campaigns may have hampered the survey process.

2000 Lawrence Citizen Survey

Appendix B

2000 LAWRENCE CITIZEN SURVEY

Phone no \_\_\_\_\_

Hello, my name is \_\_\_\_\_. I'm calling from the University of Kansas Survey Research Center. We are asking residents of Lawrence about their views of city government services. Your household was randomly selected and your answers to these questions will remain confidential.

Q Is this household within the Lawrence City Limits? (If YES continue; if NO, end the survey and thank the person answering the telephone.)

Q May I please speak to someone who is currently home, lives in this household, is at least 18 years old, and who had the most recent birthday.

[If someone different, repeat the introduction

Hello, my name is \_\_\_\_\_. I'm calling from the University of Kansas Survey Research Center. We are asking residents of Lawrence about their views of city government services. Your household was randomly selected and your answers to these questions will remain confidential.

We will report our findings to the Lawrence City Government, and they will be available to the public. Individual answers will not be reported and any information that connects your household with your answers will be destroyed once the survey is completed.

The Lawrence City Government wants to be sure that it is meeting the needs of its citizens, and your views about the quality of city services are most important. The survey should take approximately 15 minutes.

Q0 May I proceed? [If YES proceed with survey; if NO thank person and mark

YES = 1; NO = 0 \_

2000 Lawrence Citizen Survey

First, I have several questions about your opinion of Lawrence today. Please answer them on a scale from one to five with 5 being "very good" and 1 being "very bad."

Very Good	Good	Neither Good nor Bad	Bad	Very Bad
5	4	3	2	1

Q1 How do you rate the overall quality of your neighborhood?

Q2 How do you rate Lawrence as a place to raise children?

Q3 How do you rate Lawrence as a place to live?

Q4 How do you rate cultural activities in Lawrence?

Q5 How do you rate availability of affordable housing in Lawrence?

Q6 How do you rate the shopping opportunities in Lawrence?

Q7 How do you rate Lawrence as a place for people to retire?

Q8 How do you rate employment opportunities in Lawrence?

Q9 How do you rate opportunities to begin a new business in Lawrence?

Q10 How do you rate recreational opportunities in Lawrence?

Q11 How do you rate the relationship of KU students with the community?

Q12 How do you rate the relationship of Haskell students with the community?

Q13 Overall, how do you rate the overall quality of life in Lawrence?

Q14 Now I would like you to rate the following characteristics of a community in their importance to you. Please rate these characteristics on a five-point scale with 5 meaning "very important" and 1 meaning "not important."

- Availability of natural areas and greenspace
- Availability of shopping
- A small town atmosphere
- Availability of restaurants, movie theaters, and other sources of entertainment
- A sense of community
- Quiet and peaceful surroundings
- Economic opportunities
- Safety

2000 Lawrence Citizen Survey

- An urban atmosphere

**Turning our attention to city commission issues...**

Q15 What are the **two** most important problems or issues for the city commission to address? **ASK OPEN, CODE BELOW 1 = "Mentioned"; 0 = "Not mentioned"**

- Downtown Development
- Changing the form of government
- Reducing crime
- Clean neighborhoods
- Residential Growth
- Industry/Business Growth
- 23<sup>rd</sup> Street Congestion
- Property taxes
- Gangs
- Parks and Recreation Development
- Street Conditions
- Public Transportation
- City Traffic
- Utility Rates
- Other, please specify \_\_\_\_\_ (give answer) (12a)

Many neighborhoods in Lawrence are zoned for "single family houses," or no apartments or apartment buildings. Currently, in single family neighborhoods, houses may be legally rented to four unrelated adults. The City Commission is considering reducing the number of unrelated adults who may live in a single family house.

Q16 Would you support reducing the number of unrelated adults who may live in a single family house?

- would you support reducing it from 4 to 3
- would you support reducing it form 4 to 2
- or would you support keeping it at 4





2000 Lawrence Citizen Survey

- Q36 Police protection \_
- Q37 Economic development \_
- Q38 Arts and cultural activities \_
- Q39 Fire protection \_
- Q40 Services for the elderly \_
- Q41 Recreation programs \_
- Q42 Services for young adults \_
- Q43 Services to the disabled \_
- Q44 Water quality \_
- Q45 Public parking \_
- Q46 Refuse/trash collection
- Q47 Public Transportation
- Q48 Ease of travel by bicycle
- Q49 Museums
- Q50 Recycling drop-off sites
- Q51 Ease of travel by foot
- Q52 Yard waste pick-up services

**Now thinking about traffic in Lawrence...**

Q53 On a scale of 1 to 5, with 1 being highly agree and 5 being highly disagree, please respond to this statement “The City of Lawrence is a safe place to drive.”

Q54 Please rate the traffic flow on 23<sup>rd</sup> Street on a five-point scale with 5 meaning “a major problem” and 1 meaning “no problem at all.”

- \_\_\_\_\_ -

Q54a How often do you drive through near-by neighborhoods to avoid driving on 23<sup>rd</sup> Street? Would you say that is it...

- ...every day
- ...several times a week
- ...once a week
- ...or only occasionally

Q55 Please rate the traffic flow on 31<sup>st</sup> Street on a five-point scale with 5 meaning “a major problem” and 1 meaning “no problem at all.” Or do you not drive on 31<sup>st</sup> Street?

- \_\_\_\_\_ -

Q55a How often do you drive through near-by neighborhoods to avoid driving on 31<sup>st</sup> Street? Would you say that is it...

- ...every day
- ...several times a week
- ...once a week
- ...or only occasionally

Q55b Which of the following best describes the reason you drive on 31<sup>st</sup> Street? Would you say you use 31<sup>st</sup> Street to...

- ...get to shopping and services
- ...avoid 23<sup>rd</sup> Street

2000 Lawrence Citizen Survey

- ...connect to the West Lawrence By-pass
- ...Other (please specify) - \_\_\_\_\_ - (Q55b1)

**Next, I have a few questions for you about your residence. Please remember that all information that you give will be kept confidential following University rules about confidentiality.**

Q56 How many years have you lived in your current home? \_\_\_\_\_

Q57 What is your current zip code? \_\_\_\_\_

Using a scale of 1 to 5 with 5 meaning “very important” and 1 meaning “very unimportant,” which of the following factors were important in your decision to own or rent the home where you live now?

Q58 Access to highways

Q59 Closeness to neighborhood shopping

Q60 Walking distance to a park

Q61 Lack of apartments or multiple family dwellings

Q62 Closeness of family or friends

Q63 Availability of an affordable home

Q64 The price (or rent) of the home

Q65 Walking distance to an elementary school

Q66 Closeness to your work

Q67 The overall quality reputation of the neighborhood

Q68 How many members of your household at least 18 years of age work in Lawrence? \_\_\_\_\_

Q69 How many members of your household at least 18 years of age work outside of Lawrence? \_\_\_\_\_

Q69a For the household members who work outside of Lawrence  
How many work in the...

2000 Lawrence Citizen Survey

- 1 TOPEKA AREA \_\_\_\_\_
- 2 KANSAS CITY AREA \_\_\_\_\_
- 3 OTHER AREA \_\_\_\_\_

Q69b Which of the following best describes your employment (or if retired your pre-retirement employment)?

- 1 – Business
- 2 – Non-profit
- 3 – Government
- 4 – Home operated business
- 5 – Other

Q70 Do you own a home or do you rent?

- 0 = Rent (If 0 Skip to Q75)
- 1 = Own

Q71 About how much do you think your house would be worth if you were to sell it next month?

\$\_\_\_\_\_,000 (in thousands)

Q72 Which of the following do you think best represents the percentage of your property tax bill, relative to the market value of your house?

- Less than 5% of the house’s market value
- More than 5% of the house’s market value
- Don’t know

Q73 Which of the following best describes the way you pay your property taxes?

- Directly to the county treasurer, once per year
- Directly to the county treasurer, twice per year
- Indirectly, through a mortgage escrow account

Q74 If you had to guess at how much the average homeowner’s monthly property tax bill is for city services, which of the following would you choose? (DO NOT include water/sewer/sanitation fees or school services in your answer.)

- \$25 per month
- \$50 per month
- \$100 per month

**Now I would like to ask you a series of questions about your household’s use of local recreation services.**

Q75 In the past 12 months, about how many times, if any, have you used a city recreation facility for tennis, basketball, or volleyball? (open answer)

- \_\_\_\_\_ -

Q76 In the past 12 months, how many times if any, have you used a city recreation facility for baseball, softball, football, or soccer? (open answer)

- \_\_\_\_\_ -

2000 Lawrence Citizen Survey

Q77 In the past 12 months, how many times, if any, have you participated in a city recreation program?  
(open answer)

- \_\_\_\_\_ -

Q78 During the past summer, how many times, if any, did you or a member of your household swim in the municipal pool? (open answer)

- \_\_\_\_\_ - (if there is an answer of 1 or greater ask Q78a, otherwise skip to Q79)

Q78a How do you rate the quality of the municipal pool? Is it...

- ...poor
- ...inadequate
- ...adequate
- ...good
- ...excellent

Q79 Would you support or oppose the establishment of an area in a city park that is designated as an "off-leash" area where dog owners can run their dogs freely?

- strongly oppose
- oppose
- somewhat oppose
- neither oppose or support
- somewhat support
- support
- strongly support

**Moving from local recreation, I now would like to know your opinion on tax issues and policies?**

Q80 Which of the following statements best reflects your opinion?

- Reduce city property taxes and reduce city services
- Increase city property taxes and increase city services
- Hold city property taxes and city services at their current level

Q81 If the City of Lawrence needed to raise more revenue, which of the following would you prefer?

- increased sales tax
- increased property tax
- increased user fees

Q82 In your view, which level of government gives you the MOST for your money?

- Federal
- State
- Local

Q83 Which level of government gives you the LEAST for your money?

- Federal
- State
- Local

Q84 Which of the following taxes do you like the LEAST?

- Local property tax

2000 Lawrence Citizen Survey

- Local sales tax
- State income tax
- State sales tax
- Federal income tax
- Don't know

Q85 Using a scale of 1 to 10, with 10 being "strongly agree" and 1 being "strongly disagree," how would you rate your opinion of the following statements?

Q85a.) "Local city property taxes are a necessary and acceptable source of revenue for city services."

1 2 3 4 5 6 7 8 9 10

Q85b.) "Local city sales taxes are a necessary and acceptable source of revenue for city services."

Q85c.) "State income taxes are a necessary and acceptable source of revenue for state services."

Q85d.) "State sales taxes are a necessary and acceptable source of revenue for state services."

Q85e.) "Federal income taxes are a necessary and acceptable source of revenue for federal services."

Q86 Do you think tax abatements are needed to bring new businesses to Lawrence and Douglas County?

**(INTERVIEWER instructions: read only if respondents are not aware of tax abatements. Tax abatement definition: tax abatements are a temporary reduction in taxes to business to encourage their location.)**

YES

NO

Q87 Should there be a maximum amount given to tax abatement projects?

YES

NO, if NO skip to Q 88

Q87a What should be the maximum percent of the abatement? Would you say that it should be what percentage?

- \_\_\_\_\_ - (open answer: record as a percentage)

Q88 Do you think it is fair to only give SOME businesses tax breaks or abatements and not others?

YES

NO

Q88a What kind of businesses should be granted tax abatements? (INT: read the list of options to the respondent and check all those that apply)

- businesses currently located in Lawrence or Douglas County
- businesses located outside of Lawrence or Douglas County
- businesses employing primarily high-wage
- businesses employing low-wage workers
- businesses with minimal impacts upon the local environment
- other (please describe) - \_\_\_\_\_ -

**Now turning to government administration...**

2000 Lawrence Citizen Survey

Q89 On a scale from 1 to 5 with 1 meaning "very poorly" and 5 meaning "very well," how well in general do you think Lawrence City government operates?

Q90 On a scale from 1 to 5 with 1 meaning "very poorly" and 5 meaning "very well," how well in general do you think the city commission operates?

Q91 If you ran the city, how hard do you think it would be to provide very good services to Lawrence residents? Would it be...

- ...very easy
- ...easy
- ...neither easy nor hard
- ...hard
- ...or very hard

Q92 Have you had contact with a Lawrence city employee within the last 12 months (including police, fire officials, parks and recreation staff, receptionists, planners, or any others)?

YES = 1  
NO = 0

Q93 What is your overall impression of city employees? Is it VERY GOOD (5), GOOD (4), NEITHER GOOD OR BAD (3), BAD (2), VERY BAD (1)

Q94 On a scale from 1 to 5 with 1 meaning "not interested" and 5 meaning "very interested," how interested are you in news about LOCAL government?

Q95 What is your major source of information about Lawrence City Government? **ASK OPEN and check all that are mentioned. CODE BELOW 1 = "Mentioned"; 0 = "Not mentioned"**

- City Information Channel (Channel XX)
- Newspaper
- Radio
- TV
- Government Employees
- Neighbors
- Attending public meetings
- City Internet Web Site
- Other: (please specify) \_\_\_\_\_

**There has recently been discussion about growth in and around Lawrence. The following questions ask your attitudes about growth and related policies.**

Q96 Thinking only about Lawrence, would you say that the increase in growth and development is...

- ...an issue of great concern to you,
- ...an issue of some concern to you,
- ...or is it an issue of little concern to you

Q97 Thinking about the impact of growth and development on the quality of life in Lawrence, would you say that the quality of life has...

- ...improved because of growth and development,
- ...not been effected by growth and development,

2000 Lawrence Citizen Survey

- ...or has it gotten worse because of growth and development

Q98 In your opinion, would you say that Lawrence is...

- ...too big,
- ...the right size,
- ... or too small

Q99 Please rate the importance of recruiting business to locate in the area on a five-point scale with 5 meaning "very important" and 1 meaning "not at all important."

- \_\_\_\_\_ -

**I have just a few more questions for you.**

Q100 What best describes your household? For example, do you live alone, are a single parent, and so on? [Ask open, use the code below. If respondent has trouble answering, you should read the categories.]

Family

- 1 You and spouse alone
- 2 You and your spouse and at least one child?
- 3 You and at least one child but no other adults?
- 4 At least two adults who are related but they are not husband or wife (e.g. adult child and parent, adult siblings or cousins living together).

Non-family

- 5 Live alone
- 6 You and adults who are not related to you
- 7 OTHER \_\_\_\_\_ -

Q101 How many drivers live in your household? - \_\_\_\_\_ -

Q102 How many cars or other vehicles are owned by members of your household? - \_\_\_\_\_ -

Q103 How many years of formal education have you had?

[If they don't have specific number use the following approximation

- 10 = LESS THAN HIGH SCHOOL
- 12 = HIGH SCHOOL GRADUATE
- 14 = SOME COLLEGE or ASSOCIATES DEGREE
- 16 = BACHELORS DEGREE
- 18 = GRADUATE or PROFESSIONAL DEGREE
- 20 = PHD OR MD

Q104 Are you currently a student?

- 1 = Yes
- 2 = No (if NO, skip to Q105)

Q105 Are you a full-time or a part-time student?

- 1 = Full-time
- 2 = Part-time

2000 Lawrence Citizen Survey

Q106 On a scale from 1 to 10, with 10 meaning "very conservative" and 1 meaning "very liberal," how would you rate your political viewpoint?

- \_\_\_\_\_ -

Q107 Do you consider yourself Spanish/Hispanic/Latino?

--NO

--YES

Q108 Do you identify yourself as....

--White

--Black / African America

--American Indian / Alaska Native

--Asian / Pacific Islander

--Mixed Race

--Other

Q109 What is your current age? \_\_\_\_ years.

Q110 About how much do you anticipate your household's TOTAL INCOME BEFORE TAXES will be for all of 2000. Please include your total income before taxes, money from all sources FOR ALL PERSONS LIVING IN YOUR HOUSEHOLD. Remember this information will remain confidential and will NEVER be reported for individual households.

\$\_\_\_\_000.00

Q111 Are you a registered voter in Lawrence?

YES

NO

Q112 Did you vote in the 1996 presidential election?

YES

NO

Q113 Do you plan to vote (did you vote) in the current (2000) presidential election?

YES

NO

Q114 Did you vote in the last election for the Lawrence City Commission (April 1999)?

YES

NO

This ends our survey. Thank you very much. Please be assured that your answers will be treated in strict confidence. These survey results will make an important contribution to the city government's review of its services. Thank you very much!

Q115 INT: Code the respondents gender

MALE = 0; FEMALE = 1

Case ID: \_\_\_\_\_



*2000 Lawrence Citizen Survey*

Interviewer ID: \_\_\_\_\_