

A TOURISM TRACKING STUDY
FOR LAWRENCE, KANSAS

Report to:

Lawrence Convention and Visitors Bureau

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Report #175

LAWRENCE TOURISM STUDY

FINAL REPORT

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I. DESCRIPTION OF THE STUDY

The report is based on information gathered during four quarterly studies of travelers to Lawrence, Kansas. The target population of these studies was all visitors to Lawrence. The sampling procedure was a fixed, sequential random probability sample based on the hotel/motel the visitor was checking into and the time of check in. For additional information on the sampling procedure, see Appendix A. The visitors were approached after they completed the check in process at one of the local hotels or motels in the city and asked if they would spend a short time with the interviewer answering a few questions about their trip to Lawrence. Most potential respondents were cooperative and the refusal rate was approximately 8% over the entire period of the study. This refusal rate is more than acceptable for a study of this type. Because of the method of sampling and the low refusal rate, the information developed from analysis of this data may be used to infer conclusions about the entire population in question, visitors to Lawrence, Kansas.

The interview was structured after three separate pretests. The interviewer introduced him/herself to the potential respondent as being from the University of Kansas and asked the respondent to answer a few questions concerning their current visit to Lawrence, Kansas. The interview was described as taking approximately two minutes of their time. The standard interview form completed is attached as Appendix B. The results below are a synopsis of the information obtained in these personal interviews completed during four quarterly involving one calendar year. For more detailed information, the Quarterly Reports in Appendix C may be consulted.

II. GENERAL PROFILE OF LAWRENCE TRAVELERS

For the purposes of this study, travelers were divided into four categories, based on what they described as the primary reason for this particular journey. Travelers defined their travel purpose as either Business, Pleasure, Business Combined with Pleasure, or Other.

Business travelers were most predominant in the fall and winter months, comprising an average of 50% of the travelers interviewed during the months January, February, March, and October, November, December. They were only 31% of the travelers during the warmer months of April through September.

Pleasure travelers were most prevalent in the summer months, and were 54% of the travelers during July, August, and September. Pleasure travelers were also 40% of the travelers during April, May, and June. They were less than 30% of the travelers in other months of the year.

Those travelers who traveled to Lawrence for Business Combined with Pleasure for the particular visit in question were an average of 11% of the respondents. While this percentage remained fairly constant, Business

with Combined Pleasure travelers were slightly more frequent during the months of October, November, and December.

Those travelers who defined the purpose of their journey as Other were slightly more prevalent than the Business Combined with Pleasure traveler, comprising 12% of the total respondents. When asked, most of these travelers said the impetus of their trip was family-oriented, being illness, death, or family matters.

II. GENERAL MEASURES

A. Destination of Trip

This question asked the traveler if Lawrence was the primary destination on his/her trip, just a convenient overnight stopping place, or one or several stops on the journey. Approximately half the travelers to Lawrence declared Lawrence to be their primary destination on their current trip. The other half was split between those who were either using Lawrence as a convenient place to spend the night on the way to another destination and those whose trip included several stops and Lawrence was only one of the stops.

There was some seasonal difference in these travelers. The summer Pleasure traveler was most likely to be using Lawrence as a convenient overnight stay. The Business traveler was most likely to have Lawrence as one of several stops in a single journey during all seasons. From our discussions with these business people, they tended to be in a business where they had a regular set of customers or clients to visit. Often they consistently stayed in one hotel or motel on a regular basis. Some even had a regular day of the week to visit Lawrence.

B. Frequency of Trips to Lawrence

The second question asked travelers if this was the first trip to Lawrence or if the visitor had been to Lawrence previously. If the traveler had visited Lawrence before, we asked how many times before. The question determined how familiar the visitor was with Lawrence and if the visitor was a repeat visitor.

First time visitors were the majority of the travelers participating in our study. They averaged 41% of the travelers interviewed. Interestingly, travelers who had visited Lawrence five or more times in the past were the next most frequent type of visitor, averaging 35% of the travelers. Those visitors who had been to Lawrence somewhere between one and two times before were 15% of the travelers and those with three and four previous visits were the remaining 9% of the guests.

There was little seasonality between the types of travelers. The only seasonal shifts were in the first-time visitors who were here for Pleasure. They tended to visit Lawrence more frequently in the summer and to visit less frequently in the winter months.

C. Purpose of Business or Business Combined with Pleasure Traveler

The majority of travelers to Lawrence, an average of 57%, were traveling for Business or for Business Combined with Pleasure. Those who were in Lawrence for Business were here for a variety of reasons, but most predominantly for a call on a client or to perform a service for a client (13% each). The next most prevalent reason for traveling to Lawrence for

business reasons alone were visiting a branch or home office (4.3%), attending a conference or convention (3.9%), attending a trade show (4.7%), or attending training (3.6%). Those who were visiting Lawrence for the purpose of evaluating the city for business purposes were only 0.9% of the respondents.

For those travelers who were in the category, Business Combined with Pleasure, calling on clients was the most often named reason for the trip, constituting 15% of the respondents. Conferences and conventions were the reason for the trip for 12.7% of the respondents and trade shows were the purpose for 11.7% of the respondents.

D. Associations with University of Kansas

Associations with the University were weak in all traveler segments. Of all travelers to Lawrence, the majority, 68%, had no association or previous connections with KU. Only 12% of the travelers in Lawrence for Business purposes associated their business with the University. This was surprising given the predominance of the University in the minds of Lawrence residents. It implies that the hotel/motel business in Lawrence has an independence from the University that was not anticipated.

E. Transportation

Most travelers to Lawrence drove their private vehicle. While the Pleasure traveler used his/her private vehicle most often (88%), the Business traveler used private transportation over half the time (54%). The next most popular means of transportation, especially for the Business traveler, was to fly into KCI Airport and to rent a car there to drive to Lawrence (13% of the time for the Business traveler). It was interesting to note that the Business Combined with Pleasure traveler never used this option during the entire period of the study. They most frequently drove their private vehicle (85%) or drove a company vehicle for the trip (7%).

III. DEMOGRAPHIC MEASURES

A. Gender

Men were the most frequent respondents, comprising 67% of the people interviewed. They were especially predominant among the Business travelers and were 79% of that type of respondent. Please note that this does not necessarily mean that men are 67% of all travelers. It could have been that men were heavily represented in our sample because they tend to be the person who completes the check in process. It is interesting to note that women were 51% of the respondents in the Other category, those people most likely to travel as a result of personal reasons, especially illness or death in the family.

B. Age

People in the age range from 31-45 years of age were most frequently represented in our samples, comprising 40% of the respondents. This is the group of the population most often called the Baby Boom generation. The other age brackets were between 7% and 20% of the sample. Those who traveled for Pleasure tended to be slightly younger than those who traveled for Business or for Business Combined with Pleasure; however the differences were small.

C. Income

Respondents were predictably spread among the nine income brackets with most respondents (50%) falling in the three brackets \$20,000-29,999, \$30,000-39,999, and \$40,000-49,999 a year combined family income.

D. Composition of Party

Party composition was determined by observation, not by questioning the respondent. We were able to determine within a reasonable doubt the party composition in all but 5% of the interviews by noting the number of people checking into the hotel/motel, by observing the check in party size, or by information volunteered by the respondent.

Traveling alone was the most frequent case, 46% of all respondents. Those respondents who traveled alone were most frequently Business travelers or were traveling in the winter months (January, February, March, October, November, December), or both.

Respondents who were traveling in pairs or parties containing both sexes were 27% of all respondents. They were most frequently traveling for Pleasure and were 45% of that category of traveler. They were also most prevalent during the spring and summer months (April through September).

Respondents who were traveling in pairs or parties containing only a single sex, male or female, were the smallest group of respondents, 12%. They were most often traveling for Business or for Business Combined with Pleasure.

Adults traveling with children were 13% of the respondents and traveled most often in the spring and summer. They were 19% of the Pleasure travelers and 41% of those who traveled for Other reasons. Interestingly, none of the respondents traveling for Business Combined with Pleasure had children in their party.

IV. ORIGIN OF TRAVELERS

A. By Region and State

Not surprisingly, the Midwest Region (Kansas, Missouri, Colorado, Nebraska, Oklahoma) provided the majority of travelers to Lawrence, 62% of the total. The next most prevalent region was the North Central Region (Ohio, Indiana, Michigan, Iowa, Wisconsin, Minnesota, Illinois, North Dakota, and South Dakota). This region provided 15% of the respondents.

On a state-by-state basis, Kansas provided 41% of all travelers, Missouri 9%, Colorado 6%, Nebraska 4% and Oklahoma 2%. Iowa and Illinois were most represented within North Central Region, with 2% and 6% of the total respondents. Texas and California were also strongly represented in the sample, with 8% and 6% of the sample respectively.

V. IMPLICATIONS OF THE STUDIES

A. Seasonality

The number of people who traveled for Pleasure increased during the spring and summer months. Those who traveled for Business, Business Combined with Pleasure, or for Other purposes remained fairly constant throughout the year. Marketing efforts should reflect these seasonal differences. Different media and advertising images can be used to target

these different audiences in advance of the seasons, emphasizing the appeal of various facets of the Lawrence area for the traveler in question.

B. Destination of the Traveler

Lawrence is a specific destination or stopping point for 75% of all travelers to the city. These visitors are in Lawrence for some period of time and accordingly will be in need of information about the area, whether their trip is for Business, Pleasure, Business Combined with Pleasure, or Other purposes. Therefore, it becomes very important for all persons in contact with these visitors to be able to provide information. Supplemental information like the Visitors Guide can induce longer visits to Lawrence because the visitor enjoys his/her visit more. For example, the interviewers noted that the visitor to Lawrence has two primary needs once they have checked into their hotel or motel.

One is to find a good place to eat. Each visitor asking about "a good place to eat" appeared to have different financial constraints and culinary desires, and many visitors had difficulty describing what they wanted. Desk assistants at the various hotels and motels varied in their knowledge of local eating establishments. (There is no consistency between facilities; rather the difference is in the assistant's familiarity with Lawrence as a whole.) The visitors' frustrations were very apparent to the interviewers as we observed the sometimes lengthy conversations they had with clerks. In order to solve these difficulties, we recommend that the Visitors and Tourism Board create for each facility a Restaurant Guide which contains Restaurant menus.

We recommend that the Restaurant Guide be a notebook containing actual menus of as many of the local restaurant as possible for the following reasons. The menus have the prices on them so visitors can discretely choose the establishment most suited to their pocketbook. Second, the menus will give the visitor the most information about what the Restaurant serves. Those sophisticated visitors who seek Cantonese food can recognize it from the menu rather than rely on a potentially inexperienced desk assistant. The Guide will also allow parties of visitors to discuss and compare Restaurant menus to resolve their mutual plans for meals. These notebooks could be updated on a routine basis using form inquiry letters from the Visitors and Tourism Board to the restaurant.

Finally, the visitor to Lawrence almost always needs directions around town and to major highways. We noted a potential aid during another study. The White Haven Inn in Overland Park has placed on the wall of the lobby a large and detailed map of the Kansas City metropolitan area for visitors' reference. The location of the White Haven has been identified and major highways highlighted with color. We recommend that the local hotels and motels consider a similar map for their lobbies. Visitors seem more confident about their location and directions when they can see the map in front of them. Landmarks and frequently sought locations (like restaurant) can be clearly identified on them. A map like this is frequently consulted before the desk clerk is questioned, saving the clerk's time and keeping the desk open for potential guests.

C. "Circuit Riders"

There exists a definite market for the modern day "circuit riders," who traveled a regular route, visiting clients or making deliveries on a regular schedule. These travelers were as much as 25% of the visitors interviewed. In interviews, these travelers indicated preferences for clean,

inexpensive lodging and meals, but usually were unable to find evening activities beyond the television in their room. There exists a definite need on their part for information about different types of activities they can engage in during the evening hours. It is possible that travelers could potentially be pulled from the Topeka and metropolitan Kansas City areas with the right information and advertising.

D. Repeat Travelers

Over half the travelers to Lawrence were repeat visitors, returning to Lawrence as many as five or more times. However, there exists a significant proportion (41%) of travelers who are first-time visitors to the city. These are distinct market segments with very different needs. The repeat visitor needs information about what's new or seasonal in Lawrence while the first-time visitor may be more interested in what we regard as the tried and true attractions. A supplement to the Visitor's Guide could be a smaller flier which headlines the new, unusual, and seasonal attractions and events in the city.

E. Conferences, Conventions, and Trade Shows

These special events are increasingly important to the tourism trade in Lawrence. Travelers attending one of these events are 8.6% of all Business travelers and 24.4% of all Business Combined with Pleasure travelers. It is interesting to note that those travelers attending conferences, etc., regard their visit to Lawrence as an opportunity to combine business with pleasure. It is critical to provide these visitors with information about the area attractions and activities. They come to these events expecting more than the scheduled meetings and shows.

F. Impact of the University of Kansas

While the University of Kansas is important to tourism in Lawrence, 68% of all travelers have no association, either personal or business, with the University. Tourism in Lawrence does not depend on the University directly. However, the various museums, sights, and events on campus can be used to enrich the visit of the traveler. Because most travelers are not familiar with the University (and its infamous traffic gates and parking rules), information about access and parking should be a part of any Guide mentioning attractions or events on campus.

G. Transportation to Lawrence

The automobile is essential to travelers to Lawrence. Over 85% of all travelers used either private automobiles or rental cars to drive to Lawrence. Limousines, tour buses, and taxicabs provided less than 3% of all transportation. Billboards and highway signs thus becomes an important part of advertising and communication with visitors to Lawrence.

H. Traveler Demographics

Travelers were most often male, were usually between the ages of 31-45 years, and had an average level of income (between \$20,000 and \$49,999 a year).

The travel party composition was distinctly different for different types of traveler. Those traveling for Business purposes traveled most often alone. Those traveling for Business Combined with Pleasure were most often alone, but often were in parties with both sexes represented and

children were never present. Those traveling for Pleasure were most often in parties with both sexes represented and often had children present.

These demographic profiles become very important when developing advertising material. They can be used to select images for media directed at different types of audiences. For example, an advertisement in the magazine, *Better Homes and Gardens*, directed at the Pleasure traveler, should probably have pictures of families or couples, while the advertisement in the airline magazine directed at the Business traveler would picture a single man or woman.

I. Geographic Distribution of Travelers

Travelers to Lawrence most often come from the Midwest, especially Kansas. The states of Missouri, Colorado, Nebraska, and Oklahoma also provide many visitors to Lawrence. The second most important region for Lawrence is the North Central region of Ohio, Indiana, Michigan, Iowa, Wisconsin, Minnesota, Illinois, North and South Dakota. Finally, the individual states of Texas and California also were strongly represented in the sample, probably reflecting the central geographic location of Kansas and Lawrence in particular.

Advertising should be placed so as to reinforce and trade off this geographic strength. Advertising outside these regions should be cautiously evaluated because it is more risky than advertising targeted at travelers from the above regions.

VI. FUTURE RESEARCH DIRECTIONS

The next step in this line of research would be a set of indepth interviews with selected respondents who are either travelers to Lawrence or involved in providing services to travelers. Additional information on this suggested additional research will be forthcoming.

APPENDIX A
TECHNICAL APPENDIX

TECHNICAL APPENDIX

Prepared by John L. Lastovicka

March 1989

University of Kansas

Institute for Public Policy and Business Research

A P P E N D I X C O N T E N T S

1. Introduction.....	1
2. General Description.....	1
3. Researcher.....	1
4. Sample Frame.....	2
5. Sample Selection.....	2
a. Selection of Day Parts within the Week.....	2
b. Selection within Day Parts.....	3
c. Selection of Visitors in Hotels.....	3
6. Sample Size.....	4
7. The Interview and Questionnaire Use.....	4
8. The Survey Execution.....	5
a. Staffing the Field Work.....	5
b. Data Processing.....	5
9. The Questionnaire.....	6

1. Introduction

The following material is designed as a guide and explanation of the procedures and methods used by the University of Kansas in executing the Lawrence quarterly tracking study of hotel and motel visitors. Beginning in Winter 1988-89, this study will continue quarterly.

2. General Description

The tracking study of Lawrence visitors is a strict probability sample of visitors checking into all hotels and motels -- with the exception of the Jayhawk and College motels -- in Lawrence. Data are collected four weeks per quarter and the sampling design employed within each week is a probability sampling design known as a multistage cluster sample. The virtue of this sampling design is that it is statistically equivalent to a simple random sample of visitors in each week, thus providing representative and accurate data.

3. Researchers

The procedures used in this study were developed by Professor John L. Lastovicka (Ph.D, University of Illinois), a member of the faculty at the University of Kansas School of Business. These development of the questionnaire, the sampling plan, the data processing plan and the field work plan are based on widely accepted methodology used in marketing research and the social and behavioral sciences in general.

4. Sample Frame

A sample frame is a list of the population to be sampled. The sample frame for each week consists of a table with counts of weekly guest registrations; this table of visitor registrations is broken down by: day of the week, part of day and hotel. In the ideal world of statistical theory one should have a complete sample frame before drawing a sample. Unfortunately, the perfect sample frame for any week's visitors does not exist until that week is over and the opportunity to interview guests at the time of hotel registration is gone. Therefore, the sample frame used for this study is an estimated sample frame based on counts of prior weeks obtained from cooperating Lawrence hotels.

5. Sample Selection

a. Selection of Day Parts within the Week

Days have been divided into three day parts: 8am-2pm, 2pm-10pm, 10pm-8am of the following day. With seven days per week, there are twenty one day parts per week. Thus the first step in the sampling consists of selecting two day parts per week.

This is accomplished using a method in which the probability of selection of any of the twenty one day parts is proportionate to the number of registrations in that day part. For example, most guests check in between 4pm and 10pm, thus these "late afternoon - evening" day parts have a higher probability of selection than the 10pm-8am day parts. Note that no day parts are excluded from selection and that all day parts are proportionately represented using the probabilities in proportion to size (PPS) approach. Use of this technique allows the collection of statistically reliable and representative data.

b. Selection within Day Parts

Within day parts is a further time division by hotels and motels. Within each day-part segment, a hotel is selected using the PPS technique described in the prior paragraph. Thus the final clusters selected consist of: a hotel for some eight-hour period within some day part.

Interviewing is conducting in three day parts per week. Thus three hotels are selected by PPS per week.

In the event that the expected number of visitors checking into a selected hotel is less than the required number of visitors, then two hotels are drawn in the two-hour segment. The second hotel selected in these circumstances is always the adjacent hotel in the sampling frame to first hotel selected.

c. Selection of Visitors in Hotels

When the eight-hour cluster lists are prepared, interviewers are provided with the number of interviews needed and the number of visitors expected at that hotel during the eight-hour segment. Interviewers are instructed to interview the first visitor checking in during the eight-hour period. Subsequent visitors are selected using a sampling interval that is the following ratio:

(number of visitors expected / number of interviews required).

Thus if 15 visitors are expected and 3 interviews are needed, then the interval is $15/3$ or 5. This means that visitors 1, 1+(1)5 or 6, 1+(2)5 or 11 are then approached for an interview. Thus visitors are selected for interviewing based on a systematic sampling procedure and not on the whim of the interviewer. If interviewers were left to their own devices they will interview only those they view as "approachable" or "friendly;" such ad hoc selection destroys the representativeness of the data. Thus in order to collect representative data, interviewers use the objective and standardized procedure outlined in this paragraph.

6. Sample Size

The sampling methodology has been designed to randomly select around 100 visitors per quarter or some 400 visitors per year. Twenty five visitors are selected in each of the four weeks per quarter.

7. The Interview and the Questionnaire

The personal interview, conducted with a specifically selected sample visitor to Lawrence, is the primary vehicle for collecting the data for the Lawrence Tracking Study. Interviewers approach the visitor immediately after registration at the hotel's front desk and then identify themselves as a University of Kansas researcher conducting a study for the Lawrence Convention and Visitors Bureau. Following this approach, a two to three minute interview is conducted with over 90 percent of the visitors approached. Visitors who refuse a personal interview are re-contacted by mailing them a copy of the study's questionnaire along with a \$1 incentive. The address for these follow-up mailings placed on the pre-stamped mailing envelope by hotel personnel so that anonymity of respondents replying by mail is maintained.

The questionnaire is included as the last page of this technical appendix. It was designed to collect data on the purpose and origin of visitors to Lawrence. Questions are also asked about the visitor's planned business or pleasure activities while in Lawrence.

8. The Survey Execution

a. Staffing the Field Work

Each quarterly wave of the tracking study is carried out by a staff of about four part-time graduate research assistants employed by the University of Kansas Institute for Public Policy and Business Research. These research assistants are trained and supervised by a field supervisor who has a quarter-time position on this project. About half of the interviews are conducted by the field supervisor and the remaining interviews are collected by the research assistants on an as-needed basis.

b. Data Processing

All the data contained in the questionnaire are transferred to computer files. These files are the sources for quarterly reports. Access to these computer files allows additional tabulations not contained in the quarterly reports. These additional tabulations can be produced upon demand.

9. Questionnaire

A copy of the questionnaire used in the Lawrence Tourism Tracking Study follows this page.

APPENDIX B
STANDARD INTERVIEW FORM

LAWRENCE, KANSAS, TOURISM STUDY

Hello! My name is _____.

In cooperation with the University of Kansas, the _____ Hotel is participating in a Kansas Tourism research project. I have a very short questionnaire that will only take a few moments to complete. Can you please help us?

1. How many times have you been to the Lawrence, Kansas, area on a stay that is overnight or longer? (PLEASE CIRCLE A NUMBER BELOW.)

Is this is your first trip..... 1
Only one or two prior times..... 2
Three or four times 3
Five or more times to Lawrence 4

2. What is your reason for stopping in Lawrence? Is it? (PLEASE CIRCLE A NUMBER BELOW.)

Your primary destination? 1
A convenient stopping place on your way through? 2
One of several stops on your trip? 3

3. What is the purpose of your trip to or through the Lawrence area? Is it: (PLEASE CIRCLE A NUMBER BELOW.)

Business 1
Pleasure..(Skip to Question 6)..... 2
Combination business and pleasure 3
Other 4

4. If you are in the Lawrence area for business, which one of these activities best describes your primary purpose for the trip? (PLEASE CIRCLE A NUMBER BELOW.)

Call on clients or suppliers..... 1
Perform a service for client/customer..... 2
Visit branch/home office..... 3
Attend a corporate or business meeting 4
Attend a conference or convention..... 5
Examine Lawrence as a potential business location..... 6
Attend training..... 7
Other 8

5. Is your business associated with the University of Kansas?

Yes 1
No..... 2

6. While you are currently in the Lawrence area, which--if any--leisure activities do you plan doing? (PLEASE CIRCLE ALL NUMBERS THAT APPLY.)

For example, will you be shopping at any stores like:

- Antique stores..... 1
- Downtown Lawrence shops 2
- KU bookstore or giftshops 3
- Art galleries..... 4

Will you be attending any activities like:

- A game of the KU Jayhawks..... 5
- A KU theatre performance 6
- A professional sports game in Kansas City..... 7
- Any other live performance 8

Will you be seeing any area attractions like?

- Kansas Sports Hall of Fame 9
- Watkins Community Museum 10
- KU Anthropology Museum 11
- KU Spencer Art Museum 12
- KU Natural History Museum 13
- Midland train in Baldwin..... 14
- Museums or the Capitol in Topeka..... 15

Will you visit anyone like:

- A son or daughter at KU..... 16
- A friend or relative in Lawrence..... 17
- KU, so your son or daughter can evaluate the school..... 19

Will you participate in any outdoor sports like

- Hunting..... 20
- Fishing..... 21
- Golf 22

Did we miss anything? _____ 23

7. How did you arrive in your accommodations in Lawrence, today? (PLEASE CIRCLE A NUMBER BELOW.)

Did you:

- drive your own private vehicle..... 1
- drive a rental car from somewhere
other than KCI Airport 2
- Take a tour bus 3

Did you fly into Kansas City International Airport and then

- have friends pick you up..... 4
- take a shuttle bus like Corporate Coach 5
- take a cab to Lawrence 6
- take a company-provided car..... 7
- take a rental car 8

Did you fly into Lawrence Airport and then take a	
cab.....	9
company provided car.....	10
rental car.....	11
have friends pick you up.....	12
Other	13

The next set of questions will allow us to compare your answers to those of people similar to yourself.

8. What is your affiliation--if any--with the University of Kansas? (PLEASE CIRCLE A NUMBER BELOW.)

Are you a former student yourself?.....	1
Is a member of your immediate family	
a current student.....	2
Was a member of your immediate family	
a former student.....	3
Are you a former instructor or faculty member.....	4
Other.....	5
None.....	6

9. What is your zip code at your home address? (PLEASE WRITE IN YOUR FIVE-DIGIT ZIP CODE FOR YOUR PRIMARY ADDRESS.)

10. Looking at the card which I have just handed you, which letter best describes your age on your last birthday? (PLEASE WRITE THE LETTER ON THE BLANK BELOW.)

11. Looking at the other side of the card, which letter includes your approximate total family income, before taxes, during the last calendar year? (PLEASE WRITE THE LETTER ON THE BLANK BELOW.)

Thank you very much for your help. We hope you enjoy your visit to Lawrence!

APPENDIX C
QUARTERLY REPORTS

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 JANUARY - MARCH, 1989

GENERAL MEASURES	PURPOSE OF TRIP				
	Total	Business	Pleasure	Business/Pleasure	Other
	Sample Size n = 115	(n=60; 52% of the total)	(n=29; 25% of the total)	Combined (n=13; 11% of the total)	(n=13; 21% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Destination of Trip</u>					
Lawrence = primary destination	50.8	45.6	65.4	45.9	43.4
Convenient Stopping Place.....	20.6	14.8	19.0	28.0	44.1
Cre of Several Stops.....	28.5	39.5	15.6	26.1	12.5
<u>Number of Trips to Lawrence</u>					
First Visit.....	39.7	41.0	28.9	39.9	60.0
1-2 Previous Trips.....	10.5	10.3	9.5	19.6	5.5
3-4 Previous Trips.....	13.4	13.0	15.2	7.9	15.2
5+ Previous Trips.....	36.5	35.7	46.4	32.6	19.3
<u>Purpose of Business</u>					
Not in Lawrence for Business ¹	41.6	—	—	17.1	—
Call on Client.....	12.7	21.8	—	15.2	—
Performing Service for Client.....	10.7	20.9	—	0.0	—
Visit Branch/Home Office.....	8.3	16.2	—	0.0	—
Conference/Convention.....	2.9	1.7	—	20.2	—
Trade Show.....	6.3	9.4	—	15.2	—
Evaluate Lawrence as Business Site.	1.7	2.2	—	6.2	—
Training.....	5.5	3.9	—	15.2	—
Other ²	12.3	17.6	—	10.9	—
<u>Business Associated with KU</u>					
Yes.....	12.1	14.1	—	26.1	—
No.....	46.3	79.4	—	56.8	—
Not Applicable.....	41.6	6.5	—	17.1	—

¹— designates a nonapplicable response. For example, pleasure travelers do not have business purposes for the trip.

²Other business purposees include: Track meet (4); Interviews (2); Recruiting (2); Debate meet (1); Visit (2).

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 JANUARY - MARCH, 1989

GENERAL MEASURES (Continued)	PURPOSE OF TRIP				
	Total Sample Size n = 115	Business (n=60; 52% of the total)	Pleasure (n=29; 25% of the total)	Business/Pleasure Combined (n=13; 11% of the total)	Other (n=13; 21% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Transportation to Lawrence</u>					
Private Vehicle.....	64.7	51.5	84.0	81.2	73.1
Non-KCI Rental Car.....	2.8	4.3	0.0	0.0	5.5
Tour Bus.....	4.1	5.9	0.0	0.0	9.6
Flew to KCI, then,					
friends picked up.....	0.8	0.0	3.0	0.0	0.0
took shuttle.....	0.0	0.0	0.0	0.0	0.0
took cab.....	0.0	0.0	0.0	0.0	0.0
took company car.....	0.0	0.0	0.0	0.0	0.0
took rental car.....	8.8	13.3	5.7	0.0	3.9
Flew to Lawrence Airport, then					
took cab.....	0.0	0.0	0.0	0.0	0.0
took company car.....	0.0	0.0	0.0	0.0	0.0
took rental car.....	0.0	0.0	0.0	0.0	0.0
friends picked up.....	1.1	2.2	0.0	0.0	0.0
Other ³	16.6	22.9	7.2	18.8	9.6

³Other methods of transportation include: Company vehicle (15); Ride with friend (4); State vehicle (1).

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 JANUARY - MARCH, 1989

LEISURE RELATED MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 115	Business (n=60; 52% of the total)	Pleasure (n=29; 25% of the total)	Business/Pleasure Combined (n=13; 11% of the total)	Other (n=13; 21% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Shopping</u>					
Antique Shops.....	1.5	0.0	4.0	4.3	0.0
Downtown Stores.....	13.0	5.2	19.5	41.0	7.7
KU Bookstores/Giftshops.....	8.0	5.6	13.2	15.2	0.0
Oak Park Mall.....	21.3	9.9	33.5	51.1	0.0
Art Galleries.....	2.6	0.0	4.0	4.3	9.6
<u>Attend Activities</u>					
KU Jayhawks Game.....	11.0	6.5	24.1	10.9	0.0
KU Theatre.....	0.0	0.0	0.0	0.0	0.0
Pro Sports in KC.....	0.0	0.0	0.0	0.0	0.0
Other Live Performances.....	0.6	0.0	2.3	0.0	0.0
<u>Visit Area Attractions</u>					
Kansas Sports Hall of Fame.....	0.9	1.7	0.0	0.0	0.0
Watkins Community Museum.....	2.0	0.0	4.0	0.0	7.7
KU Anthropology Museum.....	3.9	0.0	10.9	0.0	7.7
KU Spencer Art Museum.....	3.1	0.0	8.0	0.0	7.7
KU Natural History Museum.....	2.3	0.0	5.2	0.0	7.7
Midland Train in Baldwin.....	0.0	0.0	0.0	0.0	0.0
Topeka Capitol, Museums.....	0.9	0.0	0.0	0.0	7.7
<u>Visit</u>					
Son or Daughter at KU.....	9.0	0.9	27.3	10.9	0.0
Friends or Relatives.....	18.5	12.0	29.0	26.1	15.2
KU for Evaluation.....	3.0	0.0	4.0	0.0	16.4
<u>Outdoor Sports</u>					
Hunting.....	0.0	0.0	0.0	0.0	0.0
Fishing.....	0.0	0.0	0.0	0.0	0.0
Golf.....	0.8	0.0	2.9	0.0	0.0
Other Leisure Activities ⁴	28.6	29.7	29.1	41.6	11.0

⁴Other leisure activities include: General Shopping (6); Movie (4); Bars (4); General Sightseeing (3); Dancing (2); Jazz Club (2); Opera (1); J. Hood Bookseller (1); Bicycling (1); Wedding (1); Aerobics (1); Studying (1).

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 JANUARY - MARCH, 1989

DEMOGRAPHIC MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 115	Business (n=60; 52% of the total)	Pleasure (n=29; 25% of the total)	Business/Pleasure Combined (n=13; 11% of the total)	Other (n=13; 21% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Gender of Respondent</u>					
Male.....	73.9	84.8	61.5	68.0	59.6
Female.....	26.1	15.2	38.5	32.0	40.4
<u>Age of Respondent</u>					
Less Than 25 Years of Age.....	16.6	10.3	20.9	16.8	34.4
25-30.....	7.1	10.3	6.6	0.0	0.0
31-45.....	44.0	54.6	18.6	53.6	46.8
46-55.....	17.5	21.1	19.1	0.0	13.2
56-64.....	8.8	3.7	15.0	21.7	5.5
65+.....	6.1	0.0	19.7	7.9	0.0
<u>Annual Household Income</u>					
Under \$10,000.....	2.2	2.2	0.0	0.0	9.6
\$10,000-\$19,999.....	5.2	2.2	10.5	0.0	14.0
\$20,000-\$29,999.....	18.2	19.9	14.4	23.3	19.3
\$30,000-\$39,999.....	19.2	25.0	13.1	19.6	11.0
\$40,000-\$49,999.....	16.2	13.3	18.3	18.8	27.0
\$50,000-\$59,999.....	10.4	12.0	7.9	12.3	9.6
\$60,000-\$74,999.....	7.3	12.5	3.7	0.0	0.0
\$75,000-\$100,000.....	5.9	4.3	9.2	10.9	3.9
Over \$100,000.....	8.4	2.6	22.9	15.2	0.0
Declined to Respond.....	7.1	6.0	0.0	0.0	5.5
<u>Composition of the Visiting Party</u>					
Alone.....	73.7	72.2	28.6	25.8	31.6
Adults, Different Sex.....	14.0	13.7	40.9	32.3	32.8
Adults, Same Sex.....	11.4	11.1	15.5	41.9	20.9
Adults with Children.....	0.9	0.9	14.9	0.0	4.2
Undetermined.....	0.0	0.0	0.0	0.0	10.5

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 JANUARY - MARCH, 1989

DEMOGRAPHIC MEASURES (Continued)	PURPOSE OF TRIP				
	Total Sample Size n = 115	Business (n=60; 52% of the total)	Pleasure (n=29; 25% of the total)	Business/Pleasure Combined (n=13; 11% of the total)	Other (n=13; 21% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)

Respondent's Connection With KU

Former Student.....	15.7	8.2	27.5	21.7	15.2
Family Member Current Student....	6.8	0.9	23.3	0.0	0.0
Family Member Former Student.....	6.6	5.2	8.0	0.0	15.2
Former Instructor/Faculty.....	0.0	0.0	0.0	0.0	0.0
Other.....	0.0	0.0	0.0	0.0	0.0
No Connection.....	71.0	85.8	41.2	78.3	69.7

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 JANUARY - MARCH, 1989

ORIGIN OF TRAVELER	PURPOSE OF TRIP				
	Total Sample Size n = 115	Business (n=60; 52% of the total)	Pleasure (n=29; 25% of the total)	Business/Pleasure Combined (n=13; 11% of the total)	Other (n=13; 21% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>By Region</u>					
New England.....	0.0	0.0	0.0	0.0	0.0
Mid Central.....	5.0	8.5	0.0	8.3	0.0
South East.....	4.0	3.4	7.1	0.0	0.0
North Central.....	14.0	16.9	10.7	8.3	9.1
Midwest.....	72.0	71.2	67.9	83.3	72.7
Western.....	5.0	0.0	10.7	0.0	18.2
West Coast.....	1.0	0.0	3.6	0.0	0.0
<u>By Most Frequent States</u>					
Kansas.....	50.9	45.0	58.0	62.0	46.0
Missouri.....	9.1	13.0	4.0	8.0	0.0
Nebraska.....	3.0	3.0	0.0	8.0	0.0
Oklahoma.....	3.6	5.0	4.0	0.0	0.0
Illinois.....	3.6	3.0	0.0	8.0	8.0
Iowa.....	3.6	5.0	4.0	0.0	0.0
Colorado.....	5.4	3.0	8.0	0.0	15.0
% of Total in Category	79.2	77.0	78.0	86.0	69.0

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 July - September, 1989

GENERAL MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 60	Business (n=19; 32% of the total)	Pleasure (n=32; 54% of the total)	Business/Pleasure Combined (n=7; 12% of the total)	Other (n=2; 3% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Destination of Trip</u>					
Lawrence = primary destination	36.5	38.6	37.2	42.9	0.0
Convenient Stopping Place.....	35.6	15.8	44.7	28.6	100.0
One of Several Stops.....	27.9	47.4	18.0	28.6	0.0
<u>Number of Trips to Lawrence</u>					
First Visit.....	36.2	31.6	36.6	42.9	50.0
1-2 Previous Trips.....	16.6	5.3	24.8	0.0	50.0
3-4 Previous Trips.....	13.0	5.3	11.8	42.9	0.0
5+ Previous Trips.....	34.2	57.9	26.7	14.3	0.0
<u>Purpose of Business</u>					
Not in Lawrence for Business ¹	63.5	—	—	0.0	—
Call on Client.....	13.3	41.2	—	20.0	—
Performing Service for Client.....	10.0	23.5	—	40.0	—
Visit Branch/Home Office.....	1.7	5.9	—	0.0	—
Conference/Convention.....	3.3	5.9	—	20.0	—
Trade Show.....	0.0	0.0	—	0.0	—
Evaluate Lawrence as Business Site.	1.7	5.9	—	0.0	—
Training.....	0.0	0.0	—	0.0	—
Other.....	6.6	17.6	—	20.0	—
<u>Business Associated with KU</u>					
Yes.....	11.6	35.3	—	25.0	—
No.....	26.6	64.7	—	75.0	—
Not Applicable.....	61.8	0.0	—	0.0	—

¹ - designates a nonapplicable response. For example, pleasure travelers do not have business purposes for the trip.

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 July - September 1989

GENERAL MEASURES (continued)	PURPOSE OF TRIP				
	Total Sample Size n = 60	Business (n=19; 32% of the total)	Pleasure (n=32; 54% of the total)	Business/Pleasure Combined (n=7; 12% of the total)	Other (n=2; 3% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Transportation to Lawrence</u>					
Private Vehicle.....	88.7	84.2	91.3	85.7	100.0
Non-KCI Rental Car.....	0.0	0.0	0.0	0.0	0.0
Tour Bus.....	1.7	0.0	3.1	0.0	0.0
Flew to KCI, then,					
friends picked up.....	1.7	0.0	0.0	14.3	0.0
took shuttle.....	0.0	0.0	0.0	0.0	0.0
took cab.....	0.0	0.0	0.0	0.0	0.0
took company car.....	1.7	5.3	0.0	0.0	0.0
took rental car.....	3.3	10.3	0.0	0.0	0.0
Flew to Lawrence Airport, then					
took cab.....	0.0	0.0	0.0	0.0	0.0
took company car.....	0.0	0.0	0.0	0.0	0.0
took rental car.....	0.0	0.0	0.0	0.0	0.0
friends picked up.....	0.0	0.0	0.0	0.0	0.0
Other.....	3.3	0.0	5.6	0.0	0.0

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 July - September 1989

LEISURE RELATED MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 60	Business (n=19; 32% of the total)	Pleasure (n=32; 54% of the total)	Business/Pleasure Combined (n=7; 12% of the total)	Other (n=2; 3% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Shopping</u>					
Antique Shops.....	1.7	0.0	4.0	14.3	0.0
Downtown Stores.....	17.8	21.1	17.8	14.3	7.7
KU Bookstores/Giftshops.....	8.3	5.3	12.4	0.0	0.0
Art Galleries.....	1.7	5.3	0.0	0.0	9.6
<u>Attend Activities</u>					
KU Jayhawks Game.....	0.0	0.0	0.0	0.0	0.0
KU Theatre.....	0.0	0.0	0.0	0.0	0.0
Pro Sports in KC.....	0.0	0.0	0.0	14.3	0.0
Other Live Performances.....	5.0	0.0	3.1	28.6	0.0
<u>Visit Area Attractions</u>					
Kansas Sports Hall of Fame.....	1.7	0.0	3.1	0.0	0.0
Watkins Community Museum.....	2.0	0.0	0.0	0.0	7.7
KU Anthropology Museum.....	3.9	0.0	0.0	0.0	7.7
KU Spencer Art Museum.....	5.0	5.3	6.2	0.0	7.7
KU Natural History Museum.....	3.3	0.0	6.2	0.0	7.7
Midland Train in Baldwin.....	0.0	0.0	0.0	0.0	0.0
Topeka Capitol, Museums.....	1.7	0.0	3.1	0.0	7.7
<u>Visit</u>					
Son or Daughter at KU.....	9.6	10.5	8.7	14.3	0.0
Friends or Relatives.....	18.3	5.3	24.8	28.6	15.2
KU for Evaluation.....	3.3	0.0	6.2	0.0	16.4
<u>Outdoor Sports</u>					
Hunting.....	0.0	0.0	0.0	0.0	0.0
Fishing.....	5.0	0.0	6.2	14.3	0.0
Golf.....	1.7	5.3	0.0	0.0	0.0
Other Leisure Activities ²	22.7	15.8	30.1	0.0	50.0

²-Other leisure activities include: Restaurants and bars (6);
 General Sightseeing (3); Visit friends/family (2).

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 JULY - SEPTEMBER 1989

DEMOGRAPHIC MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 60	Business (n=19; 32% of the total)	Pleasure (n=32; 54% of the total)	Business/Pleasure Combined (n=7; 12% of the total)	Other (n=2; 3% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Gender of Respondent</u>					
Male.....	63.8	73.7	60.3	57.1	50.0
Female.....	36.2	26.3	39.7	42.9	50.0
<u>Age of Respondent</u>					
Less Than 25 Years of Age.....	16.3	21.1	11.8	28.6	0.0
26-30.....	11.2	21.1	8.5	0.0	0.0
31-45.....	26.4	36.8	18.3	28.6	50.0
46-55.....	17.9	5.3	24.2	28.6	0.0
56-64.....	19.9	10.5	24.8	0.0	50.0
65+.....	8.3	5.3	12.4	14.3	0.0
<u>Annual Household Income</u>					
Under \$10,000.....	3.3	0.0	6.2	0.0	0.0
\$10,000-\$19,999.....	18.3	31.6	12.4	14.3	0.0
\$20,000-\$29,999.....	17.8	21.1	11.6	42.9	0.0
\$30,000-\$39,999.....	11.3	15.8	5.6	0.0	100.0
\$40,000-\$49,999.....	14.6	15.8	18.0	0.0	0.0
\$50,000-\$59,999.....	8.3	5.3	12.4	0.0	0.0
\$60,000-\$74,999.....	13.3	10.5	15.5	14.3	0.0
\$75,000-\$100,000.....	3.3	0.0	3.1	14.3	0.0
Over \$100,000.....	1.7	0.0	3.1	0.0	0.0
Declined to Respond.....	8.1	0.0	12.1	14.3	0.0
<u>Composition of the Visiting Party</u>					
Alone.....	39.9	68.4	21.7	28.6	100.0
Adults, Different Sex.....	31.2	10.5	45.9	28.6	0.0
Adults, Same Sex.....	10.0	15.8	6.2	14.3	0.0
Adults with Children.....	12.3	5.3	19.9	0.0	0.0
Undetermined.....	6.6	0.0	6.2	28.6	0.0

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 JULY - SEPTEMBER 1989

DEMOGRAPHIC MEASURES (continued)	PURPOSE OF TRIP				
	Total Sample Size n = 60	Business (n=19; 32% of the total)	Pleasure (n=32; 54% of the total)	Business/Pleasure Combined (n=7; 12% of the total)	Other (n=2; 3% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)

Respondent's Connection With KU

Former Student.....	9.7	11.1	11.6	0.0	0.0
Family Member Current Student....	9.8	16.7	5.6	14.3	0.0
Family Member Former Student.....	3.4	0.0	6.2	0.0	0.0
Former Instructor/Faculty.....	0.0	0.0	0.0	0.0	0.0
Other.....	3.4	5.6	3.1	0.0	0.0
No Connection.....	73.8	66.7	73.5	85.7	100.0

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 JULY - SEPTEMBER 1989

ORIGIN OF TRAVELER	PURPOSE OF TRIP				
	Total Sample Size n = 60	Business (n=19; 32% of the total)	Pleasure (n=32; 54% of the total)	Business/Pleasure Combined (n=7; 12% of the total)	Other (n=2; 3% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>By Region</u>					
New England.....	0.0	0.0	0.0	0.0	0.0
Mid Central.....	3.0	0.0	3.1	14.3	0.0
South East.....	8.3	5.6	9.4	0.0	50.0
North Central.....	20.0	33.3	15.6	14.3	0.0
Midwest.....	50.0	61.1	43.8	57.1	50.0
Western.....	10.0	0.0	15.6	14.3	14.3
West Coast.....	6.7	0.0	12.5	0.0	0.0
<u>By Most Frequent States</u>					
Kansas.....	27.1	36.8	25.0	14.3	0.0
Missouri.....	8.5	10.5	6.3	14.3	0.0
Nebraska.....	5.1	5.3	3.1	14.3	0.0
Oklahoma.....	3.4	5.3	3.1	0.0	0.0
Ohio.....	6.8	10.5	6.3	0.0	0.0
California.....	5.1	0.0	9.4	0.0	0.0
Arizona.....	5.1	0.0	9.4	0.0	0.0
% of Total in Category	61.1	68.4	62.6	42.9	0.0

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 OCTOBER - DECEMBER 1989

GENERAL MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 55	Business (n=26; 49.1% of the total)	Pleasure (n=15; 28.3% of the total)	Business/Pleasure Combined (n=10; 18.9% of the total)	Other (n=2; 3.8% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Destination of Trip</u>					
Lawrence = primary destination	79.2	76.9	73.3	90.0	100.0
Convenient Stopping Place.....	3.7	3.8	6.7	0.0	0.0
One of Several Stops.....	17.0	19.2	20.0	10.0	0.0
<u>Number of Trips to Lawrence</u>					
First Visit.....	23.6	26.9	13.3	30.0	50.0
1-2 Previous Trips.....	10.9	15.4	13.3	0.0	0.0
3-4 Previous Trips.....	7.3	11.5	0.0	10.0	0.0
5+ Previous Trips.....	58.2	46.2	73.3	60.0	50.0
<u>Purpose of Business</u>					
Not in Lawrence for Business ¹	49.1	—	—	0.0	—
Call on Client.....	25.6	30.8	—	20.0	—
Performing Service for Client.....	17.9	15.4	—	10.0	—
Visit Branch/Home Office.....	2.6	3.8	—	0.0	—
Conference/Convention.....	10.3	11.5	—	10.0	—
Trade Show.....	5.1	7.7	—	0.0	—
Evaluate Lawrence as Business Site.	0.0	0.0	—	0.0	—
Training.....	2.6	0.0	—	10.0	—
Other ²	35.9	30.8	—	50.0	—
<u>Business Associated with KU</u>					
Yes.....	12.7	15.4	—	20.0	—
No.....	52.7	80.8	—	80.0	—
Not Applicable.....	34.5	3.8	—	0.0	—

¹ — designates a nonapplicable response. For example, pleasure travelers do not have business purposes for the trip.

²Other business purposes include: Sporting events (5); Interviews (1); Recruiting (3).

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 OCTOBER - DECEMBER 1989

GENERAL MEASURES (continued)	PURPOSE OF TRIP				
	Total Sample Size n = 55	Business (n=26; 49.1% of the total)	Pleasure (n=15; 28.3% of the total)	Business/Pleasure Combined (n=10; 18.9% of the total)	Other (n=2; 3.8% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Transportation to Lawrence</u>					
Private Vehicle.....	66.7	44.0	93.3	70.0	100.0
Non-KCI Rental Car.....	7.4	16.0	0.0	0.0	0.0
Tour Bus.....	0.0	0.0	0.0	0.0	0.0
Flew to KCI, then,					
friends picked up.....	1.9	0.0	0.0	10.0	0.0
took shuttle.....	1.9	0.0	6.7	0.0	0.0
took cab.....	0.0	0.0	0.0	0.0	0.0
took company car.....	3.7	4.0	0.0	10.0	0.0
took rental car.....	9.3	20.0	0.0	0.0	0.0
Flew to Lawrence Airport, then					
took cab.....	0.0	0.0	0.0	0.0	0.0
took company car.....	0.0	0.0	0.0	0.0	0.0
took rental car.....	0.0	0.0	0.0	0.0	0.0
friends picked up.....	0.0	0.0	0.0	0.0	0.0
Other ³	9.3	16.0	0.0	10.0	0.0

³Other methods of transportation include: Company vehicle (9); Ride with friend (2); State vehicle (2).

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 OCTOBER - DECEMBER 1989

LEISURE RELATED MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 55	Business (n=26; 49.1% of the total)	Pleasure (n=15; 28.3% of the total)	Business/Pleasure Combined (n=10; 18.9% of the total)	Other (n=2; 3.8% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Shopping</u>					
Antique Shops.....	1.8	0.0	6.7	0.0	0.0
Downtown Stores.....	32.7	3.8	40.0	80.0	50.0
KU Bookstores/Giftshops.....	16.4	3.8	33.3	10.0	50.0
Art Galleries.....	5.5	3.8	13.3	0.0	9.6
<u>Attend Activities</u>					
KU Jayhawks Game.....	16.4	3.8	26.7	30.0	0.0
KU Theatre.....	7.2	3.8	20.0	0.0	0.0
Pro Sports in KC.....	1.8	3.8	0.0	0.0	0.0
Other Live Performances.....	1.8	3.8	0.0	0.0	0.0
<u>Visit Area Attractions</u>					
Kansas Sports Hall of Fame.....	1.8	0.0	6.7	0.0	0.0
Watkins Community Museum.....	1.8	0.0	6.7	0.0	7.7
KU Anthropology Museum.....	3.6	0.0	13.3	0.0	7.7
KU Spencer Art Museum.....	9.1	3.8	20.0	10.0	7.7
KU Natural History Museum.....	5.5	0.0	20.0	0.0	7.7
Midland Train in Baldwin.....	0.0	0.0	0.0	0.0	0.0
Topeka Capitol, Museums.....	0.0	0.0	0.0	0.0	7.7
<u>Visit</u>					
Son or Daughter at KU.....	9.1	3.8	26.7	0.0	0.0
Friends or Relatives.....	20.0	7.7	13.3	60.0	15.2
KU for Evaluation.....	1.8	0.0	6.7	0.0	16.4
<u>Outdoor Sports</u>					
Hunting.....	0.0	0.0	0.0	0.0	0.0
Fishing.....	0.0	0.0	0.0	0.0	0.0
Golf.....	5.5	3.8	6.7	10.0	0.0
Other Leisure Activities ⁴	7.3	7.2	13.3	10.0	11.0

⁴Other leisure activities include: General Shopping (4); Movie (2); General Sightseeing (2).

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 OCTOBER - DECEMBER 1989

DEMOGRAPHIC MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 55	Business (n=26; 49.1% of the total)	Pleasure (n=15; 28.3% of the total)	Business/Pleasure Combined (n=10; 18.9% of the total)	Other (n=2; 3.8% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Gender of Respondent</u>					
Male.....	56.4	69.2	46.7	50.0	0.0
Female.....	43.6	30.8	53.3	50.0	100.0
<u>Age of Respondent</u>					
Less Than 25 Years of Age.....	7.4	7.7	0.0	20.0	0.0
26-30.....	7.4	7.7	0.0	20.0	0.0
31-45.....	44.4	42.3	40.0	50.0	100.0
46-55.....	20.4	26.9	20.0	10.0	0.0
56-64.....	9.3	11.5	6.7	0.0	0.0
65+.....	11.1	3.8	33.3	0.0	0.0
<u>Annual Household Income</u>					
Under \$10,000.....	0.0	0.0	0.0	0.0	0.0
\$10,000-\$19,999.....	9.1	11.5	6.7	0.0	50.0
\$20,000-\$29,999.....	14.5	15.4	13.3	20.0	0.0
\$30,000-\$39,999.....	18.2	15.4	13.3	30.0	0.0
\$40,000-\$49,999.....	10.9	3.8	20.0	10.0	50.0
\$50,000-\$59,999.....	12.7	7.7	13.3	30.0	0.0
\$60,000-\$74,999.....	14.7	19.2	13.3	10.0	0.0
\$75,000-\$100,000.....	3.6	7.7	0.0	0.0	0.0
Over \$100,000.....	9.1	11.5	13.3	0.0	0.0
Declined to Respond.....	7.3	7.7	6.7	0.0	0.0
<u>Composition of the Visiting Party</u>					
Alone.....	61.8	73.1	46.7	80.0	0.0
Adults, Different Sex.....	18.2	7.7	26.7	20.0	50.0
Adults, Same Sex.....	9.1	19.2	0.0	0.0	0.0
Adults with Children.....	9.1	0.0	20.0	0.0	50.0
Undetermined.....	1.8	0.0	6.7	0.0	0.0

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 OCTOBER - DECEMBER 1989

DEMOGRAPHIC MEASURES (continued)	PURPOSE OF TRIP				
	Total Sample Size n = 55	Business (n=26; 49.1% of the total)	Pleasure (n=15; 28.3% of the total)	Business/Pleasure Combined (n=10; 18.9% of the total)	Other (n=2; 3.8% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)

Respondent's Connection With KU

Former Student.....	20.0	21.7	21.4	21.7	0.0
Family Member Current Student....	14.0	4.3	35.7	0.0	0.0
Family Member Former Student.....	6.0	0.0	14.3	0.0	0.0
Former Instructor/Faculty.....	0.0	0.0	0.0	0.0	0.0
Other.....	4.0	0.0	0.0	0.0	50.0
No Connection.....	56.0	69.6	28.6	78.3	50.0

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 OCTOBER - DECEMBER 1989

ORIGIN OF TRAVELER	PURPOSE OF TRIP				
	Total Sample Size n = 55	Business (n=26; 49.1% of the total)	Pleasure (n=15; 28.3% of the total)	Business/Pleasure Combined (n=10; 18.9% of the total)	Other (n=2; 3.8% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>By Region</u>					
New England.....	0.0	0.0	0.0	0.0	0.0
Mid Central.....	0.0	0.0	0.0	0.0	0.0
South East.....	7.7	8.0	7.7	0.0	0.0
North Central.....	13.2	12.0	7.7	0.0	50.0
Midwest.....	69.2	64.0	76.9	10.0	50.0
Western.....	0.0	16.0	0.0	90.0	0.0
West Coast.....	9.6	0.0	7.7	0.0	0.0
<u>By Most Frequent States</u>					
Kansas.....	50.0	42.3	53.3	70.0	0.0
Missouri.....	13.5	15.4	6.7	20.0	0.0
Illinois.....	3.8	7.7	0.0	0.0	0.0
Texas.....	7.7	15.4	0.0	0.0	0.0
Colorado.....	3.8	3.8	6.7	0.0	0.0
% of Total in Category	78.8	84.6	66.7	90.0	0.0

UNIVERSITY OF KANSAS
INSTITUTE FOR PUBLIC POLICY AND BUSINESS RESEARCH

LAWRENCE TOURISM STUDY
QUARTERLY SUMMARY DATA
SPRING, 1989

GENERAL MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 137	Business (n=43; 31% of the total)	Pleasure (n=54; 40% of the total)	Business/Pleasure Combined (n=13; 9% of the total)	Other ¹ (n=27; 20% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Destination of Trip</u>					
Lawrence is...Primary Stop.....	54.6	61.7	42.1	49.6	70.1
...Convenient Stopping Place.....	27.5	9.7	38.0	38.5	29.9
...One of Several Stops.....	17.9	28.6	19.9	12.0	0.0
<u>Number of Trips to Lawrence</u>					
First Visit.....	53.3	36.8	57.3	63.2	66.4
1-2 Previous Trips.....	17.7	25.4	13.3	8.5	18.7
3-4 Previous Trips.....	5.2	7.0	5.7	0.0	3.7
5+ Previous Trips.....	23.8	30.8	23.7	28.2	11.2
<u>Purpose of Business</u>					
Not in Lawrence for Business.....	60.0	— ²	—	8.6	—
Call on Client.....	6.7	19.1	—	8.5	—
Performing Service for Client.....	10.0	29.5	—	0.0	—
Visit Branch/Home Office.....	2.1	6.8	—	0.0	—
Conference/Convention.....	1.8	4.1	—	6.0	—
Trade Show.....	4.2	6.5	—	23.9	—
Evaluate Lawrence as Business Site.	0.0	0.0	—	0.0	—
Training.....	4.5	12.1	—	8.5	—
Other ³	10.7	21.8	—	44.4	—
<u>Business Associated with KU</u>					
Yes.....	11.5	26.4	—	20.5	—
No.....	27.7	66.3	—	70.9	—
Not Applicable.....	60.8	7.3	—	8.5	—

¹Other purposes for trip include: KU orientation (17); family/personal (3).

²—designates a nonapplicable response. For example, pleasure travelers do not have business purposes for the trip.

³Other business purposes and their counts include: opening new store (1); research (3); moving to Lawrence for new job (4); business-related funeral (1); making business pickup (1); dropping off boss (1).

UNIVERSITY OF KANSAS
INSTITUTE FOR PUBLIC POLICY AND BUSINESS RESEARCH

LAWRENCE TOURISM STUDY
QUARTERLY SUMMARY DATA
SPRING, 1989

GENERAL MEASURES (continued)	PURPOSE OF TRIP				
	Total Sample Size n = 137	Business (n=43; 31% of the total)	Pleasure (n=54; 40% of the total)	Business/Pleasure Combined (n=13; 9% of the total)	Other (n=27; 20% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Transportation to Lawrence</u>					
Private Vehicle.....	76.2	48.9	87.9	100.0	85.1
Non-KCI Rental Car.....	1.5	2.4	1.9	0.0	0.0
Tour Bus.....	0.0	0.0	0.0	0.0	0.0
Flew to KCI, then,					
friends picked up.....	0.8	0.0	1.9	0.0	0.0
took shuttle.....	3.0	6.3	2.7	0.0	0.0
took cab.....	0.8	0.0	0.0	0.0	3.7
took company car.....	0.0	0.0	0.0	0.0	0.0
took rental car.....	6.8	9.7	3.8	0.0	11.2
Flew to Lawrence Airport, then					
took cab.....	0.0	0.0	0.0	0.0	0.0
took company car.....	0.8	0.0	1.8	0.0	0.0
took rental car.....	0.0	0.0	0.0	0.0	0.0
friends picked up.....	0.0	0.0	0.0	0.0	0.0
Other ⁴	10.2	32.7	0.0	0.0	0.0

⁴Other methods of transportation and their counts include: Company vehicle (9); Ride with friend (2).

UNIVERSITY OF KANSAS
INSTITUTE FOR PUBLIC POLICY AND BUSINESS RESEARCH

LAWRENCE TOURISM STUDY
QUARTERLY SUMMARY DATA
SPRING, 1989

LEISURE RELATED MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 137	Business (n=43; 31% of the total)	Pleasure (n=54; 40% of the total)	Business/Pleasure Combined (n=13; 9% of the total)	Other (n=27; 20% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Shopping</u>					
Antique Shops.....	1.4	2.4	1.5	0.0	0.0
Downtown Stores.....	13.0	13.3	11.0	16.2	14.9
KU Bookstores/Giftshops.....	8.7	9.0	7.2	8.5	11.2
Art Galleries.....	2.7	2.2	5.1	0.0	0.0
<u>Attend Activities</u>					
KU Jayhawks Game.....	0.0	0.0	0.0	0.0	0.0
KU Theatre.....	0.0	0.0	0.0	0.0	0.0
Pro Sports in KC.....	0.8	0.0	0.0	8.5	0.0
Other Live Performances.....	0.6	0.0	0.0	0.0	0.0
<u>Visit Area Attractions</u>					
Kansas Sports Hall of Fame.....	1.5	4.8	0.0	0.0	0.0
Watkins Community Museum.....	3.0	4.8	1.9	0.0	3.7
KU Anthropology Museum.....	5.1	7.0	5.4	0.0	3.7
KU Spencer Art Museum.....	6.5	7.0	8.9	0.0	3.7
KU Natural History Museum.....	5.8	7.0	5.3	8.5	3.7
Midland Train in Baldwin.....	1.5	2.4	1.9	0.0	0.0
Topeka Capitol, Museums.....	3.7	2.4	5.5	0.0	3.7
<u>Visit</u>					
Son or Daughter at KU.....	1.5	0.0	3.8	0.0	0.0
Friends or Relatives.....	15.5	7.0	27.9	24.8	0.0
KU for Evaluation.....	2.1	0.0	0.0	0.0	10.4

UNIVERSITY OF KANSAS
 INSTITUTE FOR PUBLIC POLICY AND BUSINESS RESEARCH

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 SPRING, 1989

LEISURE RELATED MEASURES (continued)	PURPOSE OF TRIP				
	Total Sample Size n = 137	Business (n=43; 31% of the total)	Pleasure (n=54; 40% of the total)	Business/Pleasure Combined (n=13; 9% of the total)	Other (n=27; 20% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Outdoor Sports</u>					
Hunting.....	0.0	0.0	0.0	0.0	0.0
Fishing.....	2.0	2.4	1.5	7.7	0.0
Golf.....	1.5	4.8	0.0	0.0	0.0
Other Leisure Activities ⁵	15.5	4.8	26.8	20.5	7.5

⁵Other leisure activities and their counts include: track meet (4); high school graduation (4); motorcycle show/rally (2); quilt show (1); walking tour (1); visit KU campus (5); movie (2); bars (2); wedding (3).

UNIVERSITY OF KANSAS
INSTITUTE FOR PUBLIC POLICY AND BUSINESS RESEARCH

LAWRENCE TOURISM STUDY
QUARTERLY SUMMARY DATA
SPRING, 1989

DEMOGRAPHIC MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 137	Business (n=43; 31% of the total)	Pleasure (n=54; 40% of the total)	Business/Pleasure Combined (n=13; 9% of the total)	Other (n=27; 20% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Gender of Respondent</u>					
Male.....	67.0	79.4	64.0	70.1	51.5
Female.....	33.0	20.6	36.0	29.9	48.5
<u>Age of Respondent</u>					
Less Than 25 Years of Age.....	10.0	10.7	1.9	0.0	29.1
26-30.....	6.0	11.9	3.9	0.0	3.7
31-45.....	42.7	49.9	35.8	51.3	41.0
46-55.....	21.3	15.7	20.7	32.5	26.1
56-64.....	10.3	9.4	15.1	16.2	0.0
65+.....	9.7	2.4	22.6	0.0	0.0
<u>Annual Household Income</u>					
Under \$10,000.....	3.8	4.8	3.8	0.0	3.7
\$10,000-\$19,999.....	3.7	4.6	3.8	0.0	3.7
\$20,000-\$29,999.....	13.8	13.8	14.6	26.2	7.5
\$30,000-\$39,999.....	18.5	16.2	22.0	18.7	14.9
\$40,000-\$49,999.....	17.0	24.0	11.4	34.6	10.4
\$50,000-\$59,999.....	15.4	17.4	17.1	0.0	14.9
\$60,000-\$74,999.....	8.4	4.8	10.2	6.5	11.2
\$75,000-\$100,000.....	7.3	4.6	7.6	6.5	11.2
Over \$100,000.....	4.6	2.4	3.8	0.0	11.2
Declined to Respond.....	7.5	7.3	5.7	7.5	11.2
<u>Composition of the Visiting Party</u>					
Alone.....	38.6	73.8	22.6	23.1	22.4
Adults, Different Sex.....	29.0	9.7	50.5	42.7	10.4
Adults, Same Sex.....	9.7	11.9	5.7	25.6	7.5
Adults with Children.....	19.8	2.4	19.4	0.0	56.0
Undetermined.....	2.9	2.2	1.9	8.5	3.7

UNIVERSITY OF KANSAS
INSTITUTE FOR PUBLIC POLICY AND BUSINESS RESEARCH

LAWRENCE TOURISM STUDY
QUARTERLY SUMMARY DATA
SPRING, 1989

DEMOGRAPHIC MEASURES (continued)	PURPOSE OF TRIP				
	Total Sample Size n = 137	Business (n=43; 31% of the total)	Pleasure (n=54; 40% of the total)	Business/Pleasure Combined (n=13; 9% of the total)	Other (n=27; 20% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Respondent's Connection With KU</u>					
Former Student.....	5.8	4.8	8.9	0.0	3.7
Family Member Current Student....	17.1	7.0	7.6	0.0	59.0
Family Member Former Student.....	5.2	2.4	7.6	16.2	0.0
Former Instructor/Faculty.....	0.5	0.0	0.0	6.2	0.0
Other ⁶	3.8	2.4	5.7	0.0	3.7
No Connection.....	67.5	83.3	70.2	77.8	33.6

⁶Other connections with KU include: member of family is faculty/staff member (5); respondent is current KU student (4).

UNIVERSITY OF KANSAS
 INSTITUTE FOR PUBLIC POLICY AND BUSINESS RESEARCH

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 SPRING, 1989

ORIGIN OF TRAVELER	PURPOSE OF TRIP				
	Total Sample Size n = 137	Business (n=43; 31% of the total)	Pleasure (n=54; 40% of the total)	Business/Pleasure Combined (n=13; 9% of the total)	Other (n=27; 20% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>By Region</u>					
New England.....	0.8	0.0	2.0	0.0	0.0
Mid Central.....	7.6	7.0	5.9	0.0	15.4
South East.....	8.3	4.7	11.8	8.3	7.7
North Central.....	15.9	4.7	19.6	16.7	26.9
Midwest.....	56.8	72.1	49.0	58.3	46.2
Western.....	3.8	7.0	3.9	8.3	3.8
West Coast.....	5.3	4.7	7.8	8.3	0.0
<u>By Most Frequent States</u>					
Kansas.....	34.0	46.5	24.0	46.2	29.6
Missouri.....	5.8	4.7	7.4	7.7	3.7
Nebraska.....	5.8	9.3	3.7	0.0	7.4
Oklahoma.....	1.5	4.7	0.0	0.0	0.0
Illinois.....	6.6	2.3	9.3	0.0	11.1
Colorado.....	7.3	6.9	11.1	0.0	3.7
% of Total in Category	61.0	74.4	55.5	53.9	55.5

UNIVERSITY OF KANSAS
INSTITUTE FOR PUBLIC POLICY AND BUSINESS RESEARCH

LAWRENCE TOURISM STUDY
QUARTERLY SUMMARY DATA
WINTER, 1988-89

GENERAL MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 115	Business (n=60; 52% of the total)	Pleasure (n=29; 25% of the total)	Business/Pleasure Combined (n=13; 11% of the total)	Other (n=13; 11% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Destination of Trip</u>					
Lawrence is...Primary Stop.....	50.8	45.6	65.4	45.9	43.4
...Convenient Stopping Place.....	20.6	14.8	19.0	28.0	44.1
...One of Several Stops.....	28.5	39.5	15.6	26.1	12.5
<u>Number of Trips to Lawrence</u>					
First Visit.....	39.7	41.0	28.9	39.9	60.0
1-2 Previous Trips.....	10.5	10.3	9.5	19.6	5.5
3-4 Previous Trips.....	13.4	13.0	15.2	7.9	15.2
5+ Previous Trips.....	36.5	35.7	46.4	32.6	19.3
<u>Purpose of Business</u>					
Not in Lawrence for Business.....	41.6	— ¹	—	17.1	—
Call on Client.....	12.7	21.8	—	15.2	—
Performing Service for Client.....	10.7	20.9	—	0.0	—
Visit Branch/Home Office.....	8.3	16.2	—	0.0	—
Conference/Convention.....	2.9	1.7	—	20.2	—
Trade Show.....	6.3	9.4	—	15.2	—
Evaluate Lawrence as Business Site.	1.7	2.2	—	6.2	—
Training.....	5.5	3.9	—	15.2	—
Other ²	12.3	17.6	—	10.9	—
<u>Business Associated with KU</u>					
Yes.....	12.1	14.1	—	26.1	—
No.....	46.3	79.4	—	56.8	—
Not Applicable.....	41.6	6.5	—	17.1	—

¹—designates a nonapplicable response. For example, pleasure travelers do not have business purposes for the trip.

²Other business purposes and their counts include: Track meet (4); Interviews (2); Recruiting (2); Debate meet (1); Visit (2).

UNIVERSITY OF KANSAS
INSTITUTE FOR PUBLIC POLICY AND BUSINESS RESEARCH

LAWRENCE TOURISM STUDY
QUARTERLY SUMMARY DATA
WINTER, 1988-89

GENERAL MEASURES (Continued)	PURPOSE OF TRIP				
	Total Sample Size n = 115	Business (n=60; 52% of the total)	Pleasure (n=29; 25% of the total)	Business/Pleasure Combined (n=13; 11% of the total)	Other (n=13; 11% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Transportation to Lawrence</u>					
Private Vehicle.....	64.7	51.5	84.0	81.2	73.1
Non-KCI Rental Car.....	2.8	4.3	0.0	0.0	5.5
Tour Bus.....	4.1	5.9	0.0	0.0	9.6
Flew to KCI, then,					
friends picked up.....	0.8	0.0	3.0	0.0	0.0
took shuttle.....	0.0	0.0	0.0	0.0	0.0
took cab.....	0.0	0.0	0.0	0.0	0.0
took company car.....	0.0	0.0	0.0	0.0	0.0
took rental car.....	8.8	13.3	5.7	0.0	3.9
Flew to Lawrence Airport, then					
took cab.....	0.0	0.0	0.0	0.0	0.0
took company car.....	0.0	0.0	0.0	0.0	0.0
took rental car.....	0.0	0.0	0.0	0.0	0.0
friends picked up.....	1.1	2.2	0.0	0.0	0.0
Other ³	16.6	22.9	7.2	18.8	9.6

³Other methods of transportation and their counts include: Company vehicle (15); Ride with friend (4); State vehicle (1).

UNIVERSITY OF KANSAS
INSTITUTE FOR PUBLIC POLICY AND BUSINESS RESEARCH

LAWRENCE TOURISM STUDY
QUARTERLY SUMMARY DATA
WINTER, 1988-89

	PURPOSE OF TRIP				
	Total Sample Size n = 115	Business (n=60; 52% of the total)	Pleasure (n=29; 25% of the total)	Business/Pleasure Combined (n=13; 11% of the total)	Other (n=13; 11% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>LEISURE RELATED MEASURES</u>					
<u>Shopping</u>					
Antique Shops.....	1.5	0.0	4.0	4.3	0.0
Downtown Stores.....	13.0	5.2	19.5	41.0	7.7
KU Bookstores/Giftshops.....	8.0	5.6	13.2	15.2	0.0
Oak Park Mall.....	21.3	9.9	33.5	51.1	0.0
Art Galleries.....	2.6	0.0	4.0	4.3	9.6
<u>Attend Activities</u>					
KU Jayhawks Game.....	11.0	6.5	24.1	10.9	0.0
KU Theatre.....	0.0	0.0	0.0	0.0	0.0
Pro Sports in KC.....	0.0	0.0	0.0	0.0	0.0
Other Live Performances.....	0.6	0.0	2.3	0.0	0.0
<u>Visit Area Attractions</u>					
Kansas Sports Hall of Fame.....	0.9	1.7	0.0	0.0	0.0
Watkins Community Museum.....	2.0	0.0	4.0	0.0	7.7
KU Anthropology Museum.....	3.9	0.0	10.9	0.0	7.7
KU Spencer Art Museum.....	3.1	0.0	8.0	0.0	7.7
KU Natural History Museum.....	2.3	0.0	5.2	0.0	7.7
Midland Train in Baldwin.....	0.0	0.0	0.0	0.0	0.0
Topeka Capitol, Museums.....	0.9	0.0	0.0	0.0	7.7
<u>Visit</u>					
Son or Daughter at KU.....	9.0	0.9	27.3	10.9	0.0
Friends or Relatives.....	18.5	12.0	29.0	26.1	15.2
KU for Evaluation.....	3.0	0.0	4.0	0.0	16.4

UNIVERSITY OF KANSAS
INSTITUTE FOR PUBLIC POLICY AND BUSINESS RESEARCH

LAWRENCE TOURISM STUDY
QUARTERLY SUMMARY DATA
WINTER, 1988-89

LEISURE RELATED MEASURES (Continued)	PURPOSE OF TRIP				
	Total Sample Size n = 115	Business (n=60; 52% of the total)	Pleasure (n=29; 25% of the total)	Business/Pleasure Combined (n=13; 11% of the total)	Other (n=13; 11% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Outdoor Sports</u>					
Hunting.....	0.0	0.0	0.0	0.0	0.0
Fishing.....	0.0	0.0	0.0	0.0	0.0
Golf.....	0.8	0.0	2.9	0.0	0.0
Other Leisure Activities ⁴	28.6	29.7	29.1	41.6	11.0

⁴Other leisure activities and their counts include: General Shopping (6); Movie (4); Bars (4); General Sightseeing (3); Dancing (2); Jazz Club (2); Opera (1); J. Hood Bookseller (1); Bicycling (1); Wedding (1); Aerobics (1); Studying (1).

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LAWRENCE TOURISM STUDY
QUARTERLY SUMMARY DATA
WINTER, 1988-89

DEMOGRAPHIC MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 115	Business (n=60; 52% of the total)	Pleasure (n=29; 25% of the total)	Business/Pleasure Combined (n=13; 11% of the total)	Other (n=13; 11% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Gender of Respondent</u>					
Male.....	73.9	84.8	61.5	68.0	59.6
Female.....	26.1	15.2	38.5	32.0	40.4
<u>Age of Respondent</u>					
Less Than 25 Years of Age.....	16.6	10.3	20.9	16.8	34.4
26-30.....	7.1	10.3	6.6	0.0	0.0
31-45.....	44.0	54.6	18.6	53.6	46.8
46-55.....	17.5	21.1	19.1	0.0	13.2
56-64.....	8.8	3.7	15.0	21.7	5.5
65+.....	6.1	0.0	19.7	7.9	0.0
<u>Annual Household Income</u>					
Under \$10,000.....	2.2	2.2	0.0	0.0	9.6
\$10,000-\$19,999.....	5.2	2.2	10.5	0.0	14.0
\$20,000-\$29,999.....	18.2	19.9	14.4	23.3	19.3
\$30,000-\$39,999.....	19.2	25.0	13.1	19.6	11.0
\$40,000-\$49,999.....	16.2	13.3	18.3	18.8	27.0
\$50,000-\$59,999.....	10.4	12.0	7.9	12.3	9.6
\$60,000-\$74,999.....	7.3	12.5	3.7	0.0	0.0
\$75,000-\$100,000.....	5.9	4.3	9.2	10.9	3.9
Over \$100,000.....	8.4	2.6	22.9	15.2	0.0
Declined to Respond.....	7.1	6.0	0.0	0.0	5.5
<u>Composition of the Visiting Party</u>					
Alone.....	73.7	72.2	28.6	25.8	31.6
Adults, Different Sex.....	14.0	13.7	40.9	32.3	32.8
Adults, Same Sex.....	11.4	11.1	15.5	41.9	20.9
Adults with Children.....	0.9	0.9	14.9	0.0	4.2
Undetermined.....	0.0	0.0	0.0	0.0	10.5

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LAWRENCE TOURISM STUDY
QUARTERLY SUMMARY DATA
WINTER, 1988-89

DEMOGRAPHIC MEASURES (Continued)	PURPOSE OF TRIP				
	Total Sample Size n = 115	Business (n=60; 52% of the total)	Pleasure (n=29; 25% of the total)	Business/Pleasure Combined (n=13; 11% of the total)	Other (n=13; 11% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Respondent's Connection With KU</u>					
Former Student.....	15.7	8.2	27.5	21.7	15.2
Family Member Current Student....	6.8	0.9	23.3	0.0	0.0
Family Member Former Student.....	6.6	5.2	8.0	0.0	15.2
Former Instructor/Faculty.....	0.0	0.0	0.0	0.0	0.0
Other.....	0.0	0.0	0.0	0.0	0.0
No Connection.....	71.0	85.8	41.2	78.3	69.7

UNIVERSITY OF KANSAS
 INSTITUTE FOR PUBLIC POLICY AND BUSINESS RESEARCH

LAWRENCE TOURISM STUDY
 QUARTERLY SUMMARY DATA
 WINTER, 1988-89

ORIGIN OF TRAVELER	PURPOSE OF TRIP				
	Total Sample Size n = 115	Business (n=60; 52% of the total)	Pleasure (n=29; 25% of the total)	Business/Pleasure Combined (n=13; 11% of the total)	Other (n=13; 11% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>By Region</u>					
New England.....	0.0	0.0	0.0	0.0	0.0
Mid Central.....	5.0	8.5	0.0	8.3	0.0
South East.....	4.0	3.4	7.1	0.0	0.0
North Central.....	14.0	16.9	10.7	8.3	9.1
Midwest.....	72.0	71.2	67.9	83.3	72.7
Western.....	5.0	0.0	10.7	0.0	18.2
West Coast.....	1.0	0.0	3.6	0.0	0.0
<u>By Most Frequent States</u>					
Kansas.....	50.9	45.0	58.0	62.0	46.0
Missouri.....	9.1	13.0	4.0	8.0	0.0
Nebraska.....	3.0	3.0	0.0	8.0	0.0
Oklahoma.....	3.6	5.0	4.0	0.0	0.0
Illinois.....	3.6	3.0	0.0	8.0	8.0
Iowa.....	3.6	5.0	4.0	0.0	0.0
Colorado.....	5.4	3.0	8.0	0.0	15.0
% of Total in Category	79.2	77.0	78.0	86.0	69.0

LAWRENCE TOURISM STUDY
AGGREGATED DATA
1989-90

GENERAL MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 339	Business (n=133; 39.4% of the total)	Pleasure (n=125; 36.9% of the total)	Business/Pleasure Combined (n=38; 11.3% of the total)	Other (n=41; 12.1% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Destination of Trip</u>					
Lawrence = primary destination	54.1	55.5	49.3	58.1	61.5
Convenient Stopping Place.....	23.3	11.2	32.2	23.9	35.4
One of Several Stops.....	22.6	33.3	18.6	17.9	3.2
<u>Number of Trips to Lawrence</u>					
First Visit.....	41.8	35.6	41.0	45.0	63.2
1-2 Previous Trips.....	14.5	15.3	15.5	7.4	16.0
3-4 Previous Trips.....	9.1	9.8	8.5	12.5	6.2
5+ Previous Trips.....	34.6	39.4	35.0	35.1	14.6
<u>Purpose of Business</u>					
Not in Lawrence for Business.....	41.3	—	—	7.2	—
Call on Client.....	13.5	25.3	—	15.0	—
Performing Service for Client.....	12.6	22.9	—	8.4	—
Visit Branch/Home Office.....	4.3	9.4	—	0.0	—
Conference/Convention.....	3.9	5.0	—	12.7	—
Trade Show.....	4.7	6.9	—	11.7	—
Evaluate Lawrence as Business Site.	0.9	1.5	—	1.6	—
Training.....	3.6	5.2	—	9.5	—
Other.....	15.2	19.2	—	34.0	—
<u>Business Associated with KU</u>					
Yes.....	14.3	21.2	—	22.4	—
No.....	44.0	74.2	—	70.3	—
Not Applicable.....	41.7	4.6	—	7.4	—

LAWRENCE TOURISM STUDY
 AGGREGATED DATA
 1989-90

GENERAL MEASURES (continued)	PURPOSE OF TRIP				
	Total Sample Size n = 339	Business (n=133; 39.4% of the total)	Pleasure (n=125; 36.9% of the total)	Business/Pleasure Combined (n=38; 11.3% of the total)	Other (n=41; 12.1% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Transportation to Lawrence</u>					
Private Vehicle.....	73.6	54.0	87.8	84.9	83.1
Non-KCI Rental Car.....	2.5	5.3	0.8	0.0	1.4
Tour Bus.....	1.4	2.1	0.8	0.0	2.4
Flew to KCI, then,					
friends picked up.....	1.1	0.0	1.4	5.3	0.0
took shuttle.....	1.5	2.0	1.9	0.0	0.0
took cab.....	0.3	0.0	0.0	0.0	2.4
took company car.....	0.9	1.5	0.0	2.6	0.0
took rental car.....	7.1	13.1	2.7	0.0	8.3
Flew to Lawrence Airport, then					
took cab.....	0.0	0.0	0.0	0.0	0.0
took company car.....	0.3	0.0	0.8	0.0	0.0
took rental car.....	0.3	0.0	0.0	0.0	0.0
friends picked up.....	10.4	0.8	0.0	0.0	0.0
Other.....	0.6	21.3	2.8	7.2	2.4

LAWRENCE TOURISM STUDY
AGGREGATED DATA
1989-90

	PURPOSE OF TRIP				
	Total Sample Size n = 339	Business (n=133; 39.4% of the total)	Pleasure (n=125; 36.9% of the total)	Business/Pleasure Combined (n=38; 11.3% of the total)	Other (n=41; 12.1% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>LEISURE RELATED MEASURES</u>					
<u>Shopping</u>					
Antique Shops.....	1.5	0.8	2.2	3.7	0.0
Downtown Stores.....	17.4	9.7	17.9	38.7	14.1
KU Bookstores/Giftshops.....	9.7	6.3	12.9	9.0	9.7
Art Galleries.....	3.0	2.2	4.6	1.1	2.4
<u>Attend Activities</u>					
KU Jayhawks Game.....	5.6	3.0	8.0	10.6	0.0
KU Theatre.....	1.2	0.8	2.4	0.0	0.0
Pro Sports in KC.....	0.9	0.8	0.0	5.3	0.0
Other Live Performances.....	1.3	0.8	1.3	5.3	0.0
<u>Visit Area Attractions</u>					
Kansas Sports Hall of Fame.....	1.4	2.1	1.6	0.0	0.0
Watkins Community Museum.....	2.0	1.5	2.4	0.0	4.4
KU Anthropology Museum.....	3.6	2.2	6.0	0.0	4.4
KU Spencer Art Museum.....	5.7	3.7	9.4	2.6	4.4
KU Natural History Museum.....	4.4	2.2	7.3	2.6	4.4
Midland Train in Baldwin.....	0.6	0.8	0.8	0.0	0.0
Topeka Capitol, Museums.....	2.0	0.8	3.1	0.0	4.4
<u>Visit</u>					
Son or Daughter at KU.....	6.2	2.6	12.5	5.3	0.0
Friends or Relatives.....	17.5	8.7	25.6	35.1	3.8
KU for Evaluation.....	2.5	0.0	3.2	0.0	10.9
<u>Outdoor Sports</u>					
Hunting.....	0.0	0.0	0.0	0.0	0.0
Fishing.....	1.7	0.8	2.2	5.0	0.0
Golf.....	2.0	3.0	1.4	2.6	0.0
Other Leisure Activities.....	19.0	14.9	26.5	19.1	10.1

LAWRENCE TOURISM STUDY
 AGGREGATED DATA
 1989-90

DEMOGRAPHIC MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 339	Business (n=133; 39.4% of the total)	Pleasure (n=125; 36.9% of the total)	Business/Pleasure Combined (n=38; 11.3% of the total)	Other (n=41; 12.1% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Gender of Respondent</u>					
Male.....	66.7	78.5	60.4	61.9	50.8
Female.....	33.3	21.5	39.6	38.1	49.2
<u>Age of Respondent</u>					
Less Than 25 Years of Age.....	12.5	11.5	8.0	14.6	27.6
26-30.....	7.4	11.9	5.1	5.3	2.4
31-45.....	40.4	48.5	28.4	47.3	45.8
46-55.....	19.5	18.4	21.2	17.9	20.3
56-64.....	11.5	8.1	16.6	12.9	3.8
65+.....	8.7	1.5	20.7	1.9	0.0
<u>Annual Household Income</u>					
Under \$10,000.....	2.8	2.3	3.4	0.0	4.9
\$10,000-\$19,999.....	8.0	9.3	8.0	2.8	8.5
\$20,000-\$29,999.....	16.6	17.9	14.2	27.7	9.9
\$30,000-\$39,999.....	18.2	19.8	15.6	18.9	17.6
\$40,000-\$49,999.....	16.1	15.7	16.1	17.9	16.3
\$50,000-\$59,999.....	12.9	12.3	14.3	11.5	12.3
\$60,000-\$74,999.....	10.5	11.6	11.3	7.5	7.4
\$75,000-\$100,000.....	5.9	4.6	6.0	7.5	8.4
Over \$100,000.....	6.1	4.1	8.6	3.9	7.4
Declined to Respond.....	3.0	2.3	2.6	2.2	7.4
<u>Composition of the Visiting Party</u>					
Alone.....	46.1	72.9	26.5	39.8	27.3
Adults, Different Sex.....	26.7	10.9	44.5	31.6	17.2
Adults, Same Sex.....	11.5	13.7	7.1	20.7	9.9
Adults with Children.....	12.8	1.8	18.7	0.0	40.6
Undetermined.....	2.9	0.7	3.2	7.9	5.0

LAWRENCE TOURISM STUDY
 AGGREGATED DATA
 1989-90

DEMOGRAPHIC MEASURES (continued)	PURPOSE OF TRIP				
	Total Sample Size n = 339	Business (n=133; 39.4% of the total)	Pleasure (n=125; 36.9% of the total)	Business/Pleasure Combined (n=38; 11.3% of the total)	Other (n=41; 12.1% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Respondent's Connection With KU</u>					
Former Student.....	11.3	9.9	14.8	7.9	6.2
Family Member Current Student....	12.5	5.7	13.4	5.3	38.4
Family Member Former Student.....	5.4	2.6	8.1	7.7	3.8
Former Instructor/Faculty.....	0.2	0.0	0.0	1.8	0.0
Other.....	2.7	2.3	3.2	0.0	4.9
No Connection.....	67.9	79.4	60.5	77.3	46.7

LAWRENCE TOURISM STUDY
AGGREGATED DATA
1989-90

ORIGIN OF TRAVELER	PURPOSE OF TRIP				
	Total Sample Size n = 339	Business (n=133; 39.4% of the total)	Pleasure (n=125; 36.9% of the total)	Business/Pleasure Combined (n=38; 11.3% of the total)	Other (n=41; 12.1% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>By Region</u>					
New England.....	0.9	0.7	1.6	0.0	0.0
Mid Central.....	5.4	6.3	3.2	4.9	9.8
South East.....	6.6	4.2	9.7	2.4	9.8
North Central.....	14.8	13.9	14.5	12.2	22.0
Midwest.....	62.4	69.4	54.8	73.2	51.2
Western.....	6.0	4.2	8.1	4.9	7.3
West Coast.....	4.0	1.4	8.1	2.4	0.0
<u>By Most Frequent States</u>					
Kansas.....	41.2	44.8	36.0	52.4	34.1
Missouri.....	8.5	11.0	6.4	11.9	2.4
Nebraska.....	4.0	4.8	2.4	4.8	4.9
Oklahoma.....	2.3	4.1	1.6	0.0	0.0
Illinois.....	4.5	3.4	4.8	2.4	9.8
Iowa.....	2.3	3.4	2.4	0.0	0.0
Colorado.....	5.9	4.1	8.0	2.4	9.8
% of Total in Category	68.7	75.6	61.6	73.9	61.0