

EMPLOYER SURVEY



140
BUSINESSES RESPONDED

24%
respondents use a relocation company

47%

Feel the Anchorage housing market is impacting the ability of their business to attract workers

COMMON EMPLOYER CONCERNS:

- Employees choosing longer commutes in exchange for lower cost housing
- Overall neighborhood quality, including schools and availability of public transportation
- Increasing need for higher wages to accommodate high cost of housing, impacts company profitability
- Limited rental unit availability, many in undesirable neighborhoods with low quality amenities

TOP 5 SOLUTIONS IDENTIFIED BY EMPLOYERS:

- 1 Redevelop deteriorated areas with new denser housing (60)
- 2 Build more affordable housing units (60)
- 3 Provide tax relief for new housing in deteriorated areas (53)
- 4 Build more rental housing units (53)
- 5 Upgrade streets, water/sewer, sidewalks in deteriorated areas to encourage redevelopment (45)



88
PERCENT
companies with <1000 employees

32% offer a relocation package that includes assistance with housing

80% of relocated employees are looking to buy within the Anchorage Bowl

90% had <5 relocations to Anchorage last year, yet are still negatively impacted by our housing market

39% Feel the market is impacting their ability to retain workers

TOP 5 INDUSTRIES OF RESPONDENTS:

- Professional, business or tech svcs
- Oil, gas, mining, construction, mfg
- Other services
- Finance
- Other

82%
respondents headquartered in Anchorage

15%

had job candidates decline to relocate to Anchorage because of housing-related issues

20%

rated employees as being mostly satisfied or very satisfied with finding housing to buy in Anchorage

ONLY 8%

rated their employees as being mostly satisfied or very satisfied when evaluating their satisfaction with rental housing in Anchorage

44% mostly dissatisfied or very dissatisfied (25)

EMPLOYEE SURVEY

603
TOTAL RESPONDENTS



Gender of the respondents?
39% MALE
61% FEMALE

DOWNTOWN #1

NEIGHBORHOOD WHERE PEOPLE WANT TO LIVE

- 46% DOWNTOWN
- 39% TURNAGAIN
- 38% SO. ANCHORAGE
- 27% LOWER HILLSIDE

62% CURRENTLY RESIDENTIAL "OWNERS"

- 62% Owners
- 34% Renters
- 3% Live with Parents
- 1% Other

75% "OWNER" RESPONDENTS OWN SINGLE FAMILY HOMES

- 75% Single-family home
- 17% Condo or townhouse
- 6% Duplex
- 1% Mobile home

72% NOT CURRENTLY SEEKING HOUSING

13% Tried to Rent • 15% Tried to Buy



Primary reason why potential buyers did not purchase?

68% HOUSING TOO EXPENSIVE

PLANNING TO MOVE WITHIN ANCHORAGE IN THE FUTURE? **45%** Yes • **38%** No

TYPES OF HOUSING RESPONDENTS WOULD CONSIDER?

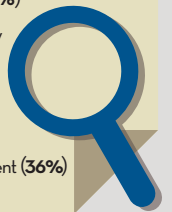
- 76% Single-family multi-level
- 71% Single-family 1-floor
- 47% Townhouse
- 40% Duplex
- 38% Condo

WHAT DO RESPONDENTS WANT IN NEW HOUSING?

- 79%** Garage
- 68%** Location in a safe neighborhood
- 61%** Washer/Dryer in unit
- 56%** Proximity to parks & trails
- 53%** Yard
- 48%** Ability to have pets
- 47%** Proximity to work
- 33%** Proximity to shopping, services, restaurant, or coffee shop

TOP 5 SOLUTIONS IDENTIFIED BY EMPLOYERS:

- 1 Redevelop deteriorated areas with new denser housing (50%)
- 2 Build more affordable housing units (49%)
- 3 Provide tax relief for new housing in deteriorated areas (39%)
- 4 Build more single-family housing units (37%)
- 5 Upgrade streets, water/sewer, sidewalks in deteriorated areas to encourage redevelopment (36%)



DEMOGRAPHICS

60% BETWEEN AGES OF 25-44

32% 25-34 (Millennials) • 28% 35-44 (Generation X)

73% HAVE BACHELOR'S DEGREE OR HIGHER

45% Bachelor degree • 28% Graduate degree

MAJORITY OF HOUSEHOLDS "MARRIED"

57% Married couple • 17% One-person

51% ANNUAL HOUSEHOLD INCOME \$50K-\$125K

- 21% \$50,000 to \$74,999
- 15% \$75,000 to \$99,999
- 15% \$100,000 to \$124,999

