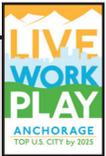


EMPLOYER SURVEY



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

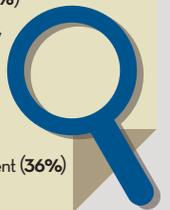
61% Washer/Dryer in unit **56%** Proximity to parks & trails

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

