



## METRICS

**I**n 2010, the Board of Directors for Anchorage Economic Development Corp. (AEDC) adopted a vision for Anchorage. By 2025, Anchorage will be the #1 city in America to Live, Work and Play. To accomplish this vision, quantitative metrics were selected to measure how Anchorage compares against the largest city in each state and the District of Columbia. The metrics are divided into three categories: Live, Work and Play. Each year AEDC gathers the data for the metrics, compares it against the other cities and determines the rankings.

\*\*\***LIVE:** Anchorage ranks 20th | Dropped four ranks from one year ago. The LIVE category encompasses data on the cost of living, diversity, health, education and crime statistics for Anchorage. For the second year in a row, the overall ranking for LIVE fell.

LIVE.  
METRICS

	2015	*change from 2014	SOURCE
% of population reporting health status as "good" or better	11	↑14	Centers for Disease Control & Prevention
% of respondents with any kind of health care coverage	29	↑5	Centers for Disease Control & Prevention
Violent crimes per 1,000 residents, 3 Yr. Avg. Annual % Change (2011-13)	18	↑1	Federal Bureau of Investigations
8th grade reading proficiency	8	↔	New America Foundation
8th grade math proficiency	11	↔	New America Foundation
High school reading proficiency	12	↔	New America Foundation
High school math proficiency	17	↔	New America Foundation
Share of homes affordable for median income households	21	↔	National Association of Home Builders
2BR 1Bath 900Sqft Rental Cost	33	↔	Council for Community & Economic Research
Cost of Living Composite Index	42	↓1	Council for Community & Economic Research
Diversity Index	25	↓1	Department of Commerce Census Bureau
Property crimes per 1,000 residents, 3 Yr. Avg. Annual % Change (2011-13)	42	↓20	Federal Bureau of Investigations

**TWO METRICS MODIFIED**

**Violent crimes per 1,000 residents** % change, 2010 vs. 2012 changed to "Violent crimes per 1,000 residents, 3 Year Average Annual Percentage Change (2011-13).

**Property crimes per 1,000 residents** % change, 2010 vs. 2012 changed to "Property crimes per 1,000 residents, 3 Year Average Annual Percentage Change (2011-13)

*The previous metrics compared a single year's statistics against another's, whereas the new metrics provide a more comprehensive sense of the direction of change, positive or negative. This smooths out irregular changes in the data and reduces variations over time, giving cities a more accurate ranking.*

**ONE METRIC IMPROVED SIGNIFICANTLY, +14**

**% of Population Reporting Health Status as "Good" or Better.** The number of people in Anchorage who gave this response on the Center for Disease Control & Prevention's (CDC) survey increased 2.5 percent to a total of 86.3 percent from 2011 to 2012.

**ONE METRIC FELL SIGNIFICANTLY, -20**

**Property crimes per 1,000 residents, 3 Year Average Annual Percentage Change (2011-13).** After four years of totals fluctuating between 9,455 and 10,543, the number of property crimes

reported in Anchorage by the FBI Uniform Crime Reports increased by fourteen percent in 2013 over 2012. To 12,032. This caused the three year average to spike considerably and will affect the metric until 2016.

**FOUR METRICS HELD OVER**

**8th Grade Reading Proficiency, 8th Grade Math Proficiency, High School Reading Proficiency and High School Math Proficiency** rankings have not be updated, but are included in this year's metrics. A lag in data collection by the source agency (The New American Foundation) has resulted in no new data being available at this time. Updated metrics are expected to be available in mid-2015 and will be incorporated into the "Live" ranking at that time.

**ONE METRIC REMOVED**

**Tolerance Index.** The updated data for this index is not publicly available and AEDC does not at this time have resources allocated to obtain this information.



# WORK.

## METRICS

\*\*\* **WORK:** Anchorage ranks 2nd | Moved up three ranks from one year ago. The WORK category encompasses data on the economy, business, transportation, career opportunities and workforce development. This is Anchorage's strongest ranking, and has reached an all-time high this year.

	2015	*change from 2014	SOURCE
Net job flows	22	↑20	Dept. of Commerce Census Bureau
Average monthly earnings	7	↑7	Dept. of Commerce Census Bureau
Average new hire earnings	4	↑4	Dept. of Commerce Census Bureau
Median household income	1	↑1	Dept. of Commerce Census Bureau
Mean travel time to work	14	↑1	Dept. of Commerce Census Bureau
% of population high school graduates or higher	7	↔	Dept. of Commerce Census Bureau
Per capita personal income	5	↔	Dept. of Commerce Census Bureau
Taxes as a % of income (for \$50,000)	5	↔	Washington DC Office of CFO
% of population above the poverty level	1	↔	Dept. of Commerce Census Bureau
% of commuters that uses public transportation to get to work	35	↔	Dept. of Commerce Census Bureau
% of population with bachelor's degree or higher	25	↓3	Dept. of Commerce Census Bureau
Unemployment rate	17	↓7	Dept. of Labor Bureau of Labor Statistics

### ONE METRIC MODIFIED

**Net Job Flows** is a ranking of a region's ratio of total jobs gained over the most recent four quarter period to the region's total population. In previous years, the jobs data was collected at the Metropolitan Statistical Area (MSA) level and the population data was collected at the city level. This underrepresented the population the jobs data came from. This year, both the jobs and population numbers are at the MSA level. For Anchorage, this resulted in a sizable improvement of this metric, going from 42nd in 2014 to 22nd this year.

### TWO METRICS IMPROVED SIGNIFICANTLY (+7 & +4)

**Average monthly earnings** grew 1.65 percent from 2012 to 2013 helping Anchorage gain seven places in this year's metric. A closely related metric, **Average new hire earnings**, also showed a gain from eighth to fourth.

### ONE METRIC FELL SIGNIFICANTLY (-7)

**The Unemployment rate** metric, a ranking of the average of the most recently reported twelve month's rates, dropped from 10th to 17th. While Anchorage's unemployment rate is at a respectable 5.1, five cities with far less seasonal fluctuation in their employment cycles made gains that enabled them to pull ahead of Anchorage.

### TWO METRICS REMOVED

**Technology Index & Talent Index.** See the note for the **Tolerance index** in the "LIVE" metric narrative



# PLAY.

## METRICS

\*\*\***PLAY:** Anchorage ranks 15th | Dropped one rank from one year ago.  
The PLAY category encompasses data on arts and culture, recreation and entertainment.

	2015	*change from 2014	SOURCE
% of population neither overweight nor obese	37	↑11	Centers for Disease Control & Prevention
During the past month, did you participate in any physical activities?	6	↑5	Centers for Disease Control & Prevention
Acres of parkland per 1,000 residents	1	↔	The Trust for Public Land
Museums, historical sites, similar per 100,000 residents	6	↔	Dept. of Commerce Census Bureau
Number of playgrounds per 10,000 residents	9	↔	The Trust for Public Land
# of Arts Related Businesses per 1,000 Residents Americans for the Arts	14	↔	Americans for the Arts
Library visits per capita	44	↔	Institute of Museum & Library Services
# of Arts Related Jobs per 1,000 Residents	27	↓2	Americans for the Arts
Performing arts establishments per 100,000 residents	22	↓1	Dept. of Commerce Census Bureau
Full service restaurants per 100,000 residents	24	↓3	Dept. of Commerce Census Bureau

### TWO METRICS IMPROVED SIGNIFICANTLY (+5, +11)

**During the past month, did you participate in any physical activities?** and **% of population neither overweight nor obese** metrics improved over last year. These metrics are taken from the same CDC survey as the **% of population reporting health status as “good” or better** metric in the “Live” ranking that also showed marked improvement.

### TWO METRICS DROPPED SLIGHTLY (-3, -2)

**Full service restaurants per 100,000 residents** (-3) and **# of Arts Related Jobs per 1,000 Residents** (-2) metrics show a small drop this year. These are not seen as substantial movements, but rather the effect of slight changes in population totals throughout the fifty-one sample cities.

### ONE METRIC REMOVED

**# of healthy days for being active outdoors.** The Environmental Protection Agency’s Air Score dataset produced only 13 different values for the fifty-one cities surveyed. This resulted in twenty-four cities tying for first, a level of detail that was deemed unsatisfactory by staff. A new source for air quality data will be explored for inclusion in next year’s metrics.

