

# 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

**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 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)

### 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

### DOWNTOWN #1

NEIGHBORHOOD WHERE PEOPLE WANT TO LIVE

**46%** DOWNTOWN

**39%** TURNAGAIN

**38%** SO. ANCHORAGE

**27%** LOWER HILLSIDE

**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



Gender of the respondents?

**39% MALE**

**61% FEMALE**

## 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

### 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

### TOP 5 SOLUTIONS IDENTIFIED BY EMPLOYEES:

- 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%)