

COMMUNITY LIVING SURVEY OF OLDER ANCHORAGE RESIDENTS

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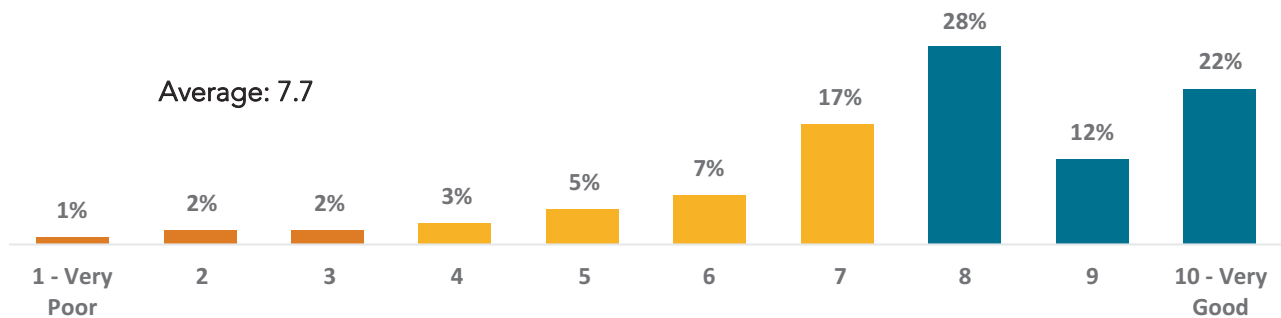
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The Anchorage Economic Development Corporation (AEDC) contracted with McKinley Research Group to conduct a telephone survey of Anchorage residents between the ages of 55 and 75 in spring 2021. The goal of the survey was to gather information for strategies to retain older residents in the community. A total of 300 residents participated in the survey; because younger respondents (aged 55 to 64) represent a higher proportion of people aged 55 to 75 in Anchorage, data was weighted by age to accurately reflect the population. Following are key findings from the survey.

Quality of Life

Respondents rated their quality of life in the Anchorage area an average of 7.7 on a 1-to-10 scale, where 1 = “very poor” and 10 = “very good.” Nearly two-thirds (62%) gave high scores (8, 9, or 10), while 32% gave middling scores of 4 to 7. Just 5% rated their quality of life as 1, 2, or 3.

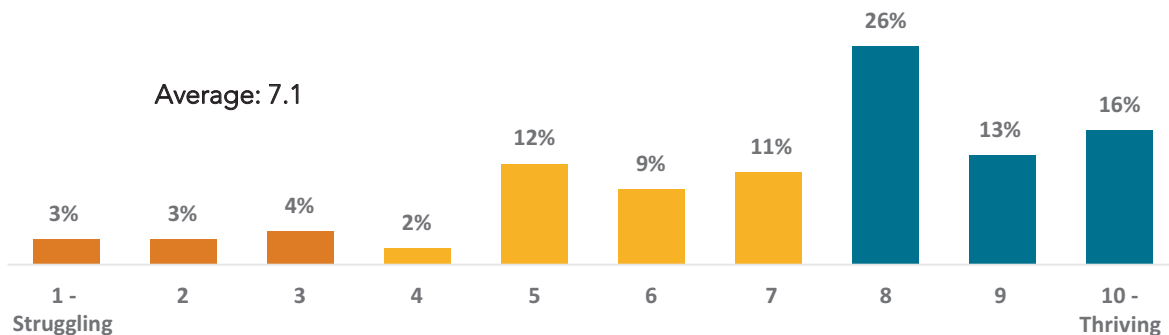
Overall, how would you rate your quality of life in the Anchorage area, using a scale of 1 to 10, where 1 means “very poor” and 10 means “very good”?



Economic Well-Being

Respondents rated their household economic well-being an average of 7.1 on a 1-to-10 scale. More than half (55%) gave high scores of 8, 9, or 10, while one-third (34%) gave scores of 4 to 7; 10% reported scores of 1, 2, or 3.

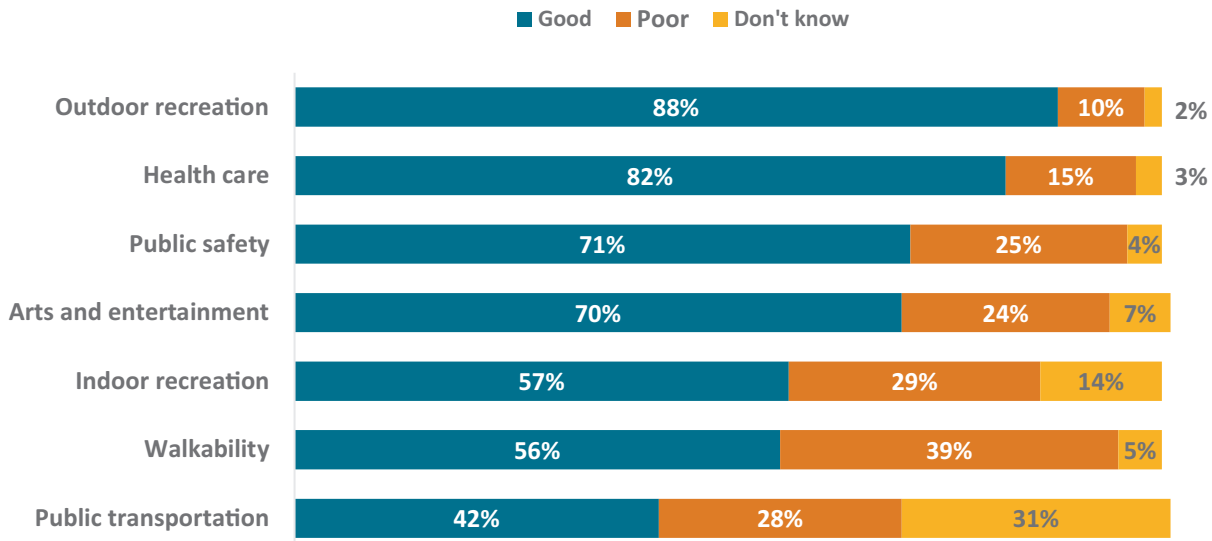
Overall, how would you rate your household’s economic well-being, using a scale of 1 to 10, where 1 means “struggling” and 10 means “thriving”?



Rating the Anchorage Area

When asked to rate various aspects of Anchorage, the highest-rated aspects were outdoor recreation (88% rated it as either good or very good) and health care (82%). The lowest rated aspects were walkability (56%) and public transportation (42%).

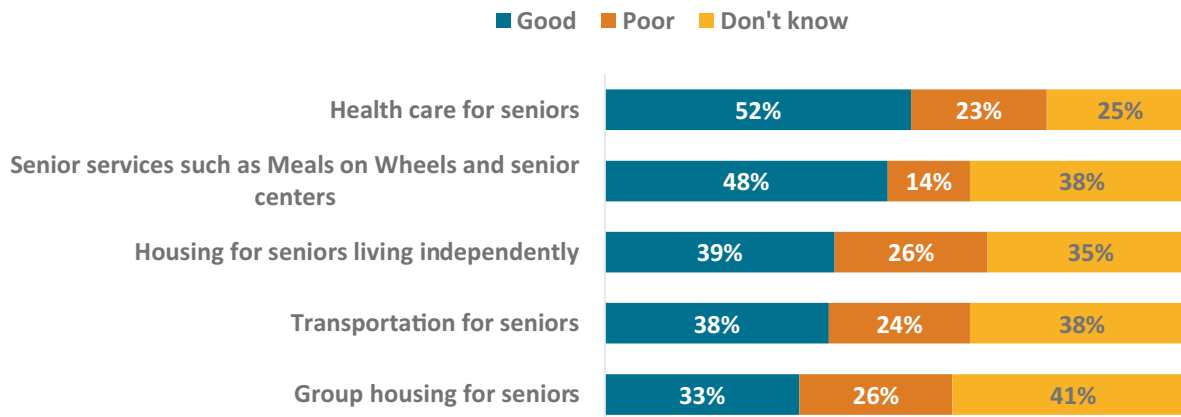
When thinking of the Anchorage area, would you rate each of the following as very good, good, poor, or very poor?
(Good = “good” plus “very good”; Poor = “poor” plus “very poor”)



Note: Rows may not add to 100% due to “don't know” responses.

When asked to rate various services for seniors, the highest rated aspect was health care at 52% good or very good, while the lowest rated aspect was group housing for seniors at 33% good. “Don't know” response rates were very high at 25% to 41%.

Considering services for seniors in the Anchorage area, would you rate each of the following as very good, good, poor, or very poor?

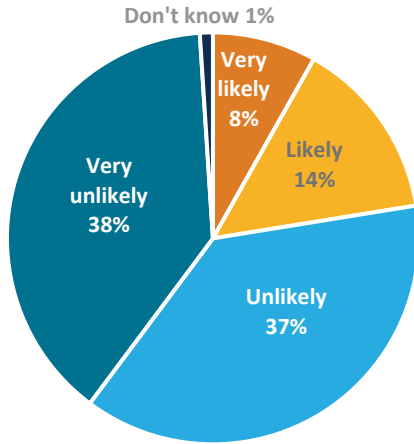


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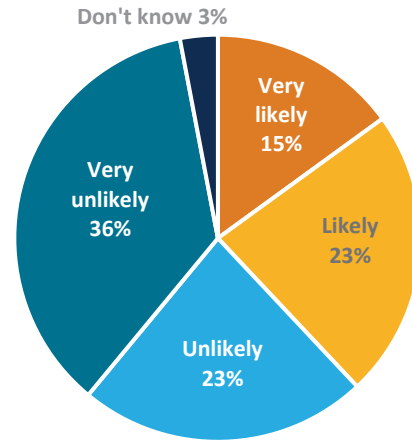
Likelihood of Moving Within Anchorage and Out of Anchorage

Nearly two in five respondents (38%) reported they were likely or very likely to move out of Anchorage in the future. More than half (59%) are unlikely or very unlikely to move out of Anchorage. Three percent are uncertain. Only 22% of respondents said they were likely or very likely to move to different Anchorage housing in the future, while 75% said this was unlikely or very unlikely.

Are you very likely, likely, unlikely, or very unlikely to move to different Anchorage housing in the future?



Are you very likely, likely, unlikely, or very unlikely to move out of Anchorage in the future?

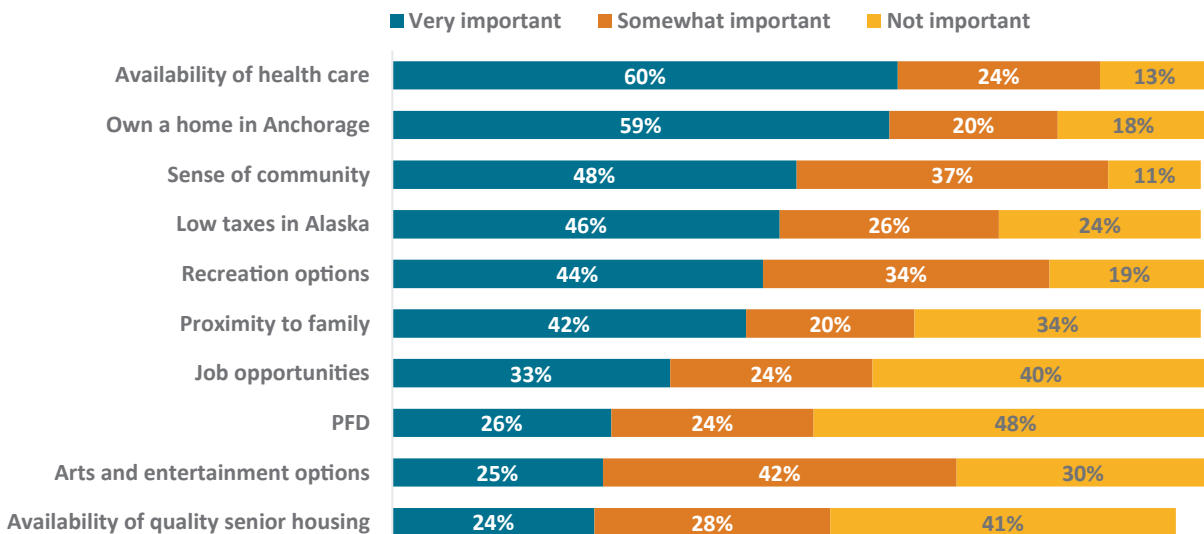


Factors in Decision to Stay in Anchorage

Among respondents who were unlikely to move out of Anchorage, the most important factors in their decision to stay were availability of health care (60% very important) and own a home (59%). The least important factors were availability of senior housing (24%) and arts/entertainment options (25%).

Please tell me if each of the following are very important, somewhat important, or not important as factors in your decision to stay in Anchorage?

Base: Unlikely or very unlikely to move out of Anchorage.



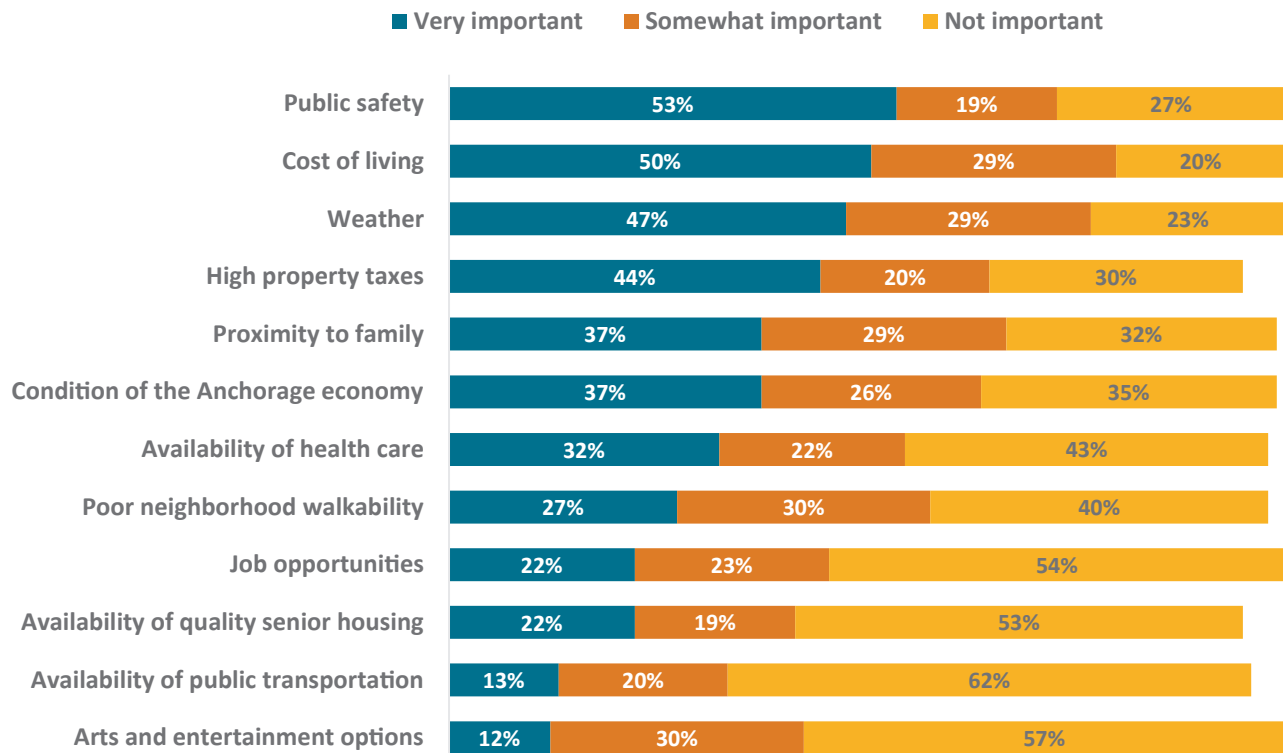
Note: Rows may not add to 100% due to "don't know" responses, which have been excluded.

Factors in Decision to Leave Anchorage

Among respondents who were likely to move out of Anchorage, the most important factors in their decision to leave were public safety (53% very important) and cost of living (50%). The least important factors were arts/entertainment options (12%) and availability of public transportation (13%).

Please tell me if each of the following are very important, somewhat important, or not important as factors in your decision to move out of Anchorage?

Base: Very likely or likely to move out of Anchorage.



Note: Rows may not add to 100% due to “don’t know” responses, which have been excluded.

Income

Respondents reported their average annual household income was \$85,000 in 2020. About two in five (39%) respondents reported their household income was impacted by the COVID-19 pandemic, with impacted households’ income declining by an average 12% between 2019 and 2020.

Charitable Donations and Volunteerism

Anchorage residents aged 55 to 75 contribute to the community through charitable giving and volunteerism. Two-thirds (67%) of respondents reported their household made charitable contributions to an Anchorage organization in 2020, with each household donating an average \$1,600 annually.

Residents continued to donate to charitable causes amid the COVID-19 pandemic; 58% of respondents said their 2020 charitable contributions were about the same as in 2019 while 24% of households contributed more in 2020 compared to 2019.

Respondents also reported volunteering time, with 38% volunteering with charitable organizations in a typical non-COVID year, volunteering an average of 20 hours per month.

Strategic Implications for Retaining Older Residents

Over one-third of Anchorage residents between age 55 and 75 are likely to move out of Anchorage in the future, taking considerable income, charitable giving, and volunteerism out of the community. Residents 65 and older account for 12% of Anchorage's population and collectively account for about \$1.2 billion in household income. The economic benefits of reducing the number of seniors who leave Anchorage are clear and substantial.

Key factors leading residents to leave Anchorage are beyond the community's control, such as weather and proximity to family. But other factors are potentially within the influence of the community, such as public safety, perceptions about health care, cost of living, and the condition of the Anchorage economy.

There are several factors worth further analysis as AEDC considers strategies to retain seniors:

- Advocacy for improved public safety must be an important component of any strategy to retain seniors. Real improvements in public safety, and communicating those improvements when they are evident, are key.
- Perceptions of healthcare in Anchorage is mixed. While a strong majority rate Anchorage health care as good or very good, perceived availability of health care is an important factor for residents expecting to leave Anchorage. Yet availability of health care is a key motivator for residents expecting to stay in Anchorage. Communicating health care options and quality in Anchorage could contribute to retaining seniors.
- A high percentage of Anchorage residents in the target age group evidently do not have much familiarity with senior services available in Anchorage. While senior services are apparently not among the primary motivators in residents' decision to move, a campaign could raise awareness of opportunities for older residents to age in place.
- Proximity to family is a primary motivator in decisions to stay in Anchorage or leave. Campaigns designed to attract residents to Anchorage might consider potential intergenerational impacts. For example, motivating Anchorage high school graduates to return to Alaska could contribute to retention of older generations.
- Residents likely to move within Anchorage were most interested in single-family, stand-alone homes with a yard and indoor parking. Desired home sizes are modest (three-quarters want a home under 2,000 square feet). New housing developments meeting these criteria would most attract residents aged 55 to 75.

Opportunities for Further Research

This survey effort addressed a broad range of quality-of-life factors and their relationship to older residents' intentions to stay in or move out of Anchorage. Results in this report therefore provide a high-level overview of older Anchorage resident perceptions.

Opportunities for more specific market research and development planning that could not be addressed within this scope of work include understanding:

- Community capacity for market-specific housing developments, including concept-level development analysis and planning aimed at identifying areas within the city where housing for older residents is possible and appropriate in terms of land availability, zoning, housing type/density, walkability, access to mass transit, health care services, and other criteria.
- Desired housing types and characteristics in specific Anchorage regions and neighborhoods, including information on older residents' housing budgets.
- In which parts of Anchorage walkability is important and where residents would most value enhancements.
- Most desirable recreation and shopping opportunities by specific Anchorage regions.

Further research on desired community infrastructure improvements, desired recreation and shopping choices, and desired housing types and amenities in specific Anchorage regions and neighborhoods could provide useful tools to guide planning and construction efforts.

Introduction

AEDC contracted with McKinley Research Group to conduct a telephone survey of Anchorage residents between the ages of 55 and 75. This study is designed to provide AEDC with actionable information that can support strategies designed to retain residents in the community as they age. Respondents shared information on their current housing status, intentions regarding future moves within and out of the community, interest in types of new housing (including location and size), and factors in the decision to stay or move, among other subjects.

Methodology

The survey was designed by the McKinley Research study team in coordination with AEDC staff. The survey was conducted by telephone with 300 randomly selected households in late March and early April 2021. The maximum margin of error at the 95% confidence level is $\pm 5.7\%$. The demographic characteristics of survey respondents were compared with Alaska Department of Labor and Workforce Development (DOLWD) and U.S. Census Bureau data for age, gender, ethnicity, and area of residence. Survey respondents closely matched the sample population for gender, race, and area of residence. Respondents aged 55 to 64 represent a higher percentage of the Anchorage population aged 55 to 75 compared to those age 65 to 75; survey results were therefore weighted by age to more accurately represent the population.

Responses were tested for statistical differences between subgroups for age and household income. Where significant, statistical differences are noted in the text accompanying each table. (Small sample sizes for subgroups by area of residence, ethnicity, and those interested in moving within Anchorage precluded reliable statistical analysis for those measures.)

Table 1. Gender (%)

Gender	Population	Survey
Female	51	49
Male	49	48
Unknown	-	3

Source: DOLWD and McKinley Research Group.

Table 2. Ethnicity (%)

	Population	Survey
White	75	72
Alaska Native/American Indian	7	7
Black	5	5
Asian	9	4
Pacific Islander/Hawaiian	1	1
Hispanic	5	3
Unknown	-	8

Source: DOLWD and McKinley Research Group.

Table 3. Area of Residence (%)

Area	Population	Survey
South	37	36
Northwest	13	15
Central	12	13
Northeast	25	20
Chugiak/Eagle River	13	12
Indian/Girdwood	1	1
Refused	-	2

Source: US Census Bureau, American Community Survey and McKinley Research Group.

Table 4. Age (%)

Age	Population	Survey
55 to 64	59	50
65 to 75	41	50

Source: DOLWD and McKinley Research Group.

Quality of Life

- Respondents rated their quality of life in the Anchorage area an average of 7.7 on a 1-to-10 scale, where 1 = “very poor” and 10 = “very good.” Nearly two-thirds (62%) rated their quality of life as good with scores from 8 to 10, while 32% gave middling scores of 4 to 7. Just 5% rated their quality of life as poor with scores of 1 to 3.
- There were no statistically significant differences in responses by subgroup.

Table 5. Overall, how would you rate your quality of life in the Anchorage area, using a scale of 1 to 10, where 1 means “very poor” and 10 means “very good”?

n=300	% of Total
Good (8-10)	62
10 - Very Good	22
9	12
8	28
Middle range (4-7)	32
7	17
6	7
5	5
4	3
Poor (1-3)	5
3	2
2	2
1 - Very Poor	1
Average rating	7.7

Economic Well-Being

- Respondents rated their household economic well-being an average of 7.1 on a 1-to-10 scale, where 1 = “struggling” and 10 = “thriving.” Slightly more than half (55%) reported they are thriving with scores of 8 to 10, while one-third (34%) gave scores of 4 to 7. One in ten reported they are struggling with scores of 1 to 3.
- Not surprisingly, households with incomes over \$100,000 reported higher levels of economic well-being (average of 8.2), compared to those with incomes of \$50,000 to \$100,000 (7.5), and those with incomes of less than \$50,000 (5.1).
- Respondents aged 65 to 75 report a higher average level of economic well-being (7.4) compared to those age 55 to 64 (6.8).

Table 6. Overall, how would you rate your household’s economic well-being, using a scale of 1 to 10, where 1 means “struggling” and 10 means “thriving”?

n=300	% of Total
Thriving (8-10)	55
10 - Thriving	16
9	13
8	26
Middle range (4-7)	34
7	11
6	9
5	12
4	2
Struggling (1-3)	10
3	4
2	3
1 - Struggling	3
Average rating	7.1

Community Amenities and Services

- Respondents were asked to rate a number of community amenities and services. All the amenities and services were rated “good” or “very good” by more than half of respondents except for public transportation.
- Combined “good” and “very good” ratings were highest for outdoor recreation (88%), followed by health care (82%), public safety (71%), and arts and entertainment (70%).
- Walkability, indoor recreation, and public transportation received the lowest ratings at 40%, 29%, and 28%, respectively, rating as poor or very poor.
- Net good ratings for outdoor recreation were higher for households with incomes between \$50,000 and \$100,000 (95%) and those with incomes of more than \$100,000 (95%), compared to 77% for those with incomes less than \$50,000.
- Respondents aged 65 to 75 rated arts and entertainment higher (76%) versus those aged 55 to 64 (65%).

Table 7. When thinking of the Anchorage area, would you rate each of the following as very good, good, poor, or very poor? (%)

n=300	Very Good	Good	Good NET	Poor	Very Poor	Poor NET	Don't Know/Refused
Outdoor recreation	45	43	88	9	1	10	2
Health care	22	60	82	12	3	15	3
Public safety	14	57	71	21	4	25	4
Arts and entertainment	14	56	70	20	4	24	7
Indoor recreation	6	51	57	25	4	29	14
Walkability	17	39	56	32	8	40	5
Public transportation	5	37	42	23	5	28	31

Services for Seniors

- Respondents were asked to rate a number of senior services in the Anchorage area. Roughly half of respondents rated health care for seniors (52%) and senior services such as Meals on Wheels and senior centers (48%) “good” or “very good.”
- Net poor ratings were highest for *transportation for seniors* (24%), *housing for seniors living independently* (26%), and *group housing for seniors* (26%).
- “Don’t know/refused” responses were relatively high, ranging from 25% to 41%.
- Households with incomes of \$50,000 to \$100,000 (45%) and more than \$100,000 (43%) are more likely to think that *housing for seniors living independently* is “good or very good” compared to households with income of less than \$50,000 (28%).
- Those aged 65 to 75 also rated health care for seniors higher (60%) versus those aged 55 to 64 (47%).

Table 8. Considering services for seniors in the Anchorage area, would you rate each of the following as very good, good, poor, or very poor? (%)

n=300	Very Good	Good	Good NET	Poor	Very Poor	Poor NET	Don't Know/Refused
Health care for seniors	12	40	52	19	4	23	25
Senior services such as Meals on Wheels and senior centers	8	40	48	10	4	14	38
Housing for seniors living independently	6	33	39	20	6	26	35
Transportation for seniors	6	33	38	20	4	24	38
Group housing for seniors	3	30	33	22	4	26	41

Home Ownership Versus Renting

- Three-quarters of respondents (74%) reported owning their home while 21% rent.
- Three percent reported living with friends or family and 1% have some other living arrangement including in a hotel, group and senior housing, or homeless.
- Respondents aged 65 to 75 are more likely to own their home (82%) versus those aged 55 to 64 (69%).

Table 9. Do you own your home, rent, or live with friends or relatives?

n=300	% of Total
Own	74
Rent	21
Live with friends/relatives	3
Other	1

Housing Type

- A majority of respondents (61%) reported living in a stand-alone, single family house.
- Fifteen percent live in an attached home, 11% live in a condominium, 8% in an apartment, and 4% in a mobile home or trailer.
- A small number (2%) reported living in a cabin, car, or hotel.

Table 10. Which of the following best describes your current housing?

n=300	% of Total
Stand-alone, single family house	61
Attached home such as a duplex or zero lot line	15
Condominium	11
Apartment	8
Mobile home or trailer	4
Other	2
Refused	1

Home Value

- The average value of homes owned by respondents is \$332,000.

Table 11. Home Value
Base: Homeowners

n=222	% of Base
\$200,000 or less	11
\$200,001 - \$250,000	12
\$250,001 - \$300,000	18
\$300,001 - \$350,000	14
\$350,001 - \$400,000	11
Over \$400,000	18
Don't know/refused	17
Median home value	\$325,000
Average home value	\$332,000

Likelihood of Moving to Different Anchorage Housing

- Three-quarters of respondents (75%) stated they were “unlikely” or “very unlikely” to move to different housing in Anchorage in the future. Nearly one-quarter (22%) said they are “likely or very likely” to move within Anchorage in the future, while 1% said they did not know.
- Households with income of less than \$50,000 are more likely to move (32%) versus those with incomes of \$50,000 to \$100,000 (17%), and those with incomes of more than \$100,000 (20%).

Table 12. Are you very likely, likely, unlikely, or very unlikely to move to different Anchorage housing in the future?

n=300	% of Total
Likely NET	22
Very likely	8
Likely	14
Unlikely NET	75
Unlikely	37
Very unlikely	38
Don't know	1

Preferred Area of Residence

- One-third of respondents who are likely to move within Anchorage (32%) reported that they would most like to live in South Anchorage. Other preferred areas were fairly evenly distributed.
- Nearly one in five respondents (16%) stated they did not know where they would most like to live.
- South Anchorage was highest rated as the preferred part of town by respondents likely to move within Anchorage.

Table 13. In what part of Anchorage would you most like to live?

Base: Likely to move to different Anchorage housing.

n=68	% of Base
South	32
Northwest	15
Downtown	6
Central	13
Northeast	12
University-Medical District	1
Chugiak/Eagle River	10
Indian/Girdwood	2
Don't know	16

Desired Type of Housing

- Among respondents likely to move within Anchorage, interest was highest in stand-alone, single family homes, with 70% either “somewhat interested” or “very interested.”
- Roughly two in five are interested in a condominium (43%) or an attached home (42%).
- One in five expressed interest in an apartment (19%), and 9% are interested in a mobile home or trailer.

Table 14. Are you very interested, somewhat interested, or not interested in each of the following types of housing?

Base: Likely to move to different Anchorage housing

n=68	Very Interested	Somewhat Interested	NET Interested	Not Interested	Don't know/ Refused
Stand-alone, single family house	54	16	70	27	3
Condominium	10	33	43	52	5
Attached home such as a duplex or zero lot line	15	27	42	53	5
Apartment	7	12	19	74	7
Mobile home or trailer	6	3	9	86	5

Desired Size of Home

- Respondents who expressed interest in living in a stand-alone, single family home were asked what size home was of most interest. The most popular size was 1,000 to 2,000 square feet (46%) followed by 500 to 1,000 square feet (28%), and 2,000 to 3,000 square feet (17%).
- Fewer respondents were interested in large homes of more than 3,000 square feet (7%) or very small homes of less than 500 square feet (3%).

Table 15. Which of the following home sizes would you be most interested in?

Base: Likely to move to different Anchorage housing and interested in stand-alone, single family home

n=48	% of Base
Less than 500 square feet	3
500 to 1,000 square feet	28
1,000 to 2,000 square feet	46
2,000 to 3,000 square feet	17
More than 3,000 square feet	7

Desired Stories

- Three-quarters of respondents (74%) are interested in a single-story home, while 18% are interested in a multi-story home.

Table 16. Would you be more interested in a single-story or multi-story home?

Base: Likely to move to different Anchorage housing and interested in stand-alone, single family home

n=48	% of Base
Single-story	74
Multi-story	18
Don't know	7

Desired Lot Size

- Among those interested in a stand-alone, single family home, about half (52%) expressed interest in having a larger lot, while 39% expressed interest in a smaller lot. Note: No definition of what constituted a larger or smaller lot was provided.

Table 17. Would you be more interested in a smaller size lot or a larger size lot?

Base: Likely to move to different Anchorage housing and interested in stand-alone, single family home

n=48	% of Base
Smaller	39
Larger	52
Don't know	9

Factors in Housing Decisions

- Respondents were asked to rate the level of importance for a variety of amenities and services when making future housing decisions. Each item was considered “important or very important” by more than half of respondents.
- Net importance was highest for a yard (88%) and close to groceries and shopping (82%).
- “Very important” ratings were highest for a yard (60%) and indoor parking (58%).
- Close to arts and entertainment received the highest “not important” rating (43%).

Table 18. Please tell me if each of the following are very important, somewhat important, or not important in your future housing decisions.

Base: Likely to move to different Anchorage housing and interested in stand-alone, single family home.

n=68	Very Important	Somewhat Important	NET Important	Not Important
A yard	60	28	88	12
Close to groceries and shopping	50	32	82	19
Indoor parking	58	20	78	20
Neighborhood walkability that reduces the need for a car	39	38	77	24
Close to healthcare providers	34	36	70	30
Close to recreation	34	34	68	32
Housing designed for seniors	45	21	66	33
Close to arts and entertainment	24	33	57	43

Likelihood of Moving from Anchorage

- More than half of respondents (59%) reported that they were “unlikely” or “very unlikely” to move out of Anchorage in the future, while 38% said they were “likely” or “very likely” to move in the future.
- Households with incomes of more than \$100,000 (46%) and those with incomes between \$50,000 to \$100,000 (42%) are more likely to move out of Anchorage than households with income of less than \$50,000 (29%).
- Respondents aged 55 to 64 are more likely to move out of Anchorage (43%) versus those aged 65 to 75 (31%).

Table 19. Are you very likely, likely, unlikely, or very unlikely to move out of Anchorage in the future?

n=300	% of Total
Likely NET	38
Very likely	15
Likely	23
Unlikely NET	59
Unlikely	23
Very unlikely	36
Don't know	3

Factors in Decision to Leave Anchorage

Those responding that they are “likely or very likely” to move out of Anchorage in the future were asked the importance of a number of factors in their decision to leave.

- The most important factors in respondents’ decision to move away from Anchorage are *cost of living* (net importance 79%), *weather* (76%), and *public safety* (72%).
- Factors cited by roughly two-thirds of respondents include *proximity to family* (66%), *high property taxes* (64%), and *condition of the Anchorage economy* (63%).
- The factors with the highest very important ratings were *public safety* (53%) and *cost of living* (50%).
- Factors cited as not important by more than half of respondents include *availability of public transportation* (62%), *arts and entertainment options* (57%), *job opportunities* (54%), and *availability of quality senior housing* (53%).
- There were few differences by subgroup except for the following differences in “very important” ratings:
 - Those aged 55 to 64 were more likely to rate *cost of living* higher (57%) than those aged 65 to 75 (36%).
 - Households with income of less than \$50,000 and those with incomes of \$50,000 to \$100,000 were more likely to cite *job opportunities* (32% and 30%, respectively), versus those with income of more than \$100,000 (10%).

Table 20. Please tell me if each of the following are very important, somewhat important, or not important as factors in your decision to move out of Anchorage?

Base: Very likely or likely to move out of Anchorage.

n=115	Very Important	Somewhat Important	NET Important	Not Important
Cost of living	50	29	79	20
Weather	47	29	76	23
Public safety	53	19	72	27
Proximity to family	37	29	66	32
High property taxes	44	20	64	30
Condition of the Anchorage economy	37	26	63	35
Poor neighborhood walkability	27	30	57	40
Availability of health care	32	22	54	43
Job opportunities	22	23	45	54
Arts and entertainment options	12	30	42	57
Availability of quality senior housing	22	19	41	53
Availability of public transportation	13	20	33	62

Note: Rows may not add to 100% due to “don’t know” responses.

Most Important Factor

- When asked which factor was most important in their decision to move from Anchorage, responses were widely distributed. *Weather* (21%) and *proximity to family* (21%) were the most often mentioned.
- *Cost of living* (12%), *condition of the Anchorage economy* (10%), and *public safety* (9%) were mentioned by roughly one in ten respondents.

Table 21. Which of those factors is most important in your decision to move?
Base: Very likely or likely to move out of Anchorage.

n=114	% of Base
Weather	21
Proximity to family	21
Cost of living	12
Condition of the Anchorage economy	10
Public safety	9
Availability of health care	6
High property taxes	4
Job opportunities	3
Availability of quality senior housing	2
Arts and entertainment options	1
Availability of public transportation	1
Poor neighborhood walkability	1

Other Important Reasons for Moving

Respondents were asked a follow-up question: Are there any other important factors in your decision to move from Anchorage? Additional factors were provided by 38% of respondents and covered a wide range of issues. The only areas with multiple mentions were concerns over politics and policies. A list of verbatim responses is included in the Appendix.

Factors in Decision to Stay in Anchorage

Those responding that they are “unlikely or very unlikely” to move out of Anchorage in the future were asked about the importance of a number of factors in their decision to stay.

- The top factors mentioned as “somewhat important” or “very important” are *sense of community* (85%) and *availability of health care* (84%).
- Other factors mentioned by roughly three-quarters of respondents include *own a home in Anchorage* (79%), *recreation options* (78%), and *low taxes in Alaska* (72%).
- Factors with the highest “not important” ratings include *PFD* (48%), *availability of quality senior housing* (41%), and *job opportunities* (40%).
- There were a few differences by subgroup in “very important” ratings:
 - *Availability of health care* rated higher among those with income of more than \$100,000 (79%) compared to those with income of less than \$50,000 (59%), and those with income between \$50,000 to \$100,000 (52%).
 - Respondents with income of less than \$50,000 (50%) are more likely consider the *PFD* a “very important” factor compared to those with income between \$50,000 to \$100,000 (19%), and those with income of more than \$100,000 (16%).
 - Those aged 55 to 64 were more likely to rate *job opportunities* as “very important” (44%) versus those aged 65 to 75 (21%).

Table 22. Please tell me if each of the following are very important, somewhat important, or not important as factors in your decision to stay in Anchorage?

Base: Unlikely or very unlikely to move out of Anchorage.

n=177	Very Important	Somewhat Important	NET Important	Not Important	Don't Know
Sense of community	48	37	85	11	4
Availability of health care	60	24	84	13	3
Own a home in Anchorage	59	20	79	18	3
Recreation options	44	34	78	19	3
Low taxes in Alaska	46	26	72	24	4
Arts and entertainment options	25	42	67	30	3
Proximity to family	42	20	62	34	3
Job opportunities	33	24	57	40	3
Availability of quality senior housing	24	28	52	41	7
PFD	26	24	50	48	2

Most Important Factor for Staying

- Among those unlikely to move out of Anchorage, the number one factor for staying was *proximity to family* (27%) followed by *availability of health care* (17%).
- One in ten mentioned *sense of community, recreation options, or own a home in Anchorage* as the most important factor.

Table 23. Which of those factors is most important in your decision to stay in Anchorage?

Base: Unlikely or very unlikely to move out of Anchorage.

n=177	% of Base
Proximity to family	27
Availability of health care	17
Sense of community	10
Recreation options	9
Own a home in Anchorage	9
Job opportunities	7
Low taxes in Alaska	5
Availability of quality senior housing	3
PFD	3
Arts and entertainment options	2
Don't know/refused	8

Other Important Reasons for Staying

- Respondents were asked a follow-up question: “Are there any other important factors in your decision to stay in Anchorage?” Additional reasons were provided by 36% of respondents who are likely to stay in Anchorage. Common themes include *beauty/environment/scenery, quality of life/like Alaska/don't want to live elsewhere, and grew up here/lived here a long time*. A list of verbatim responses is included in the Appendix.

Charitable Donations

- Two-thirds of respondents reported that their household made a charitable donation to an Anchorage organization in 2020.

Table 24. Did your household donate to any Anchorage charitable causes in 2020?

n=300	% of Total
Yes	67
No	28
Don't know/refused	5

Level of Contributions

- Among those that reported making a contribution, the average contribution was \$1,600.

Table 25. Which category best describes your 2020 charitable contributions to Anchorage causes?
Base: Donated in 2020

n=201	% of Base
Less than \$100	9
\$100 to 250	17
\$250 to \$500	28
\$500 to \$1,000	17
\$1,000 to \$5,000	16
More than \$5,000	11
Don't know/refused	3
Average	\$1,606

Donations Compared to 2019

- More than half of respondents (58%) reported no change in their level of their contributions from 2019 to 2020.
- One-quarter stated they gave more in 2020, while 15% gave less.

Table 26. Was this more, less, or about the same as your 2019 charitable contributions?
Base: Donated in 2020

n=201	% of Base
More	24
Less	15
About the same	58
Don't know/refused	3

Volunteerism

- Nearly two in five respondents (38%) reported that they typically volunteer with charitable organizations.

Table 27. In a typical non-COVID year, do you volunteer your time with Anchorage charitable organizations?

n=300	% of Total
Yes	38
No	58
Don't know/refused	5

Volunteer Hours

- On average, volunteers reported spending 20 hours per month volunteering with charitable organizations in typical non-COVID years.

Table 28. Can you estimate about how many hours per month you typically volunteer with local charitable organizations?
Base: Typically volunteers

n=113	% of Base
1-5	29
6-10	24
11-20	22
21+	19
Don't know	6
Average	20 hours

Respondent Demographics and Characteristics

Note: The tables below present weighted survey results. Please see the Methodology section for a discussion of respondent (unweighted) demographics compared to Census data.

Demographics

- Gender was equally split between females and males. Note: Respondents were not asked to identify their gender. “Don’t know” means that the surveyor was unable to detect gender from voice alone.
- After weighting, those aged 55 to 64 comprised 59% of respondents, and those aged 65 to 75 comprised 41%. The average age was 64 years old.
- Three-quarters (74%) identified as White, with 7% identifying as Alaska Native.
- Half of respondents were employed, and slightly more than one-third were retired (37%).

Table 29. Gender, Age, Ethnicity, and Employment

n=300	% of Total
Gender	
Male	49
Female	49
Don't know	2
Age	
55 to 64	59
65 to 75	41
Average age	64 years
Ethnicity	
White	74
Alaska Native/American Indian	7
Hispanic or Latino	3
Asian/Filipino	4
Black or African-American	5
Native Hawaiian or Pacific Islander	1
Refused	9
Employment	
Employed	50
Unemployed	5
Retired	37
All other	8

Note: Respondents were allowed to select more than one race/ethnicity.

Household Income

- Respondents reported average pre-tax household income of **\$85,000** in 2020. Respondents were then asked if their household income had been impacted by COVID-19. Two in five (39%) stated that their 2020 household income was affected by the COVID-19 pandemic.

Table 30. 2020 Household Income

n=300	% of Total
Less than \$25,000	10
\$25,000 to \$50,000	16
\$50,000 to \$75,000	20
\$75,000 to \$100,000	15
\$100,000 to \$150,000	16
More than \$150,000	13
Don't know/refused	11
Average income	\$85,000

Table 31. Was your 2020 household income affected by the COVID-19 pandemic?

n=300	% of Total
Yes	39
No	57
Don't know/refused	4

- Among households that reported their income was impacted by COVID-19, average income declined by 12% from **\$82,000** in 2019 to **\$72,000** in 2020.

Table 32. Impacted Household's Income 2020 versus 2019

Base: Income was impacted by COVID-19

n=118	2019 % of Base	2020 % of Base
Less than \$25,000	10	14
\$25,000 to \$50,000	20	21
\$50,000 to \$75,000	24	30
\$75,000 to \$100,000	15	9
\$100,000 to \$150,000	11	11
More than \$150,000	16	11
Don't know/refused	6	5
Average income	\$82,000	\$72,000
Percent change		-12%

Other Respondent Characteristics

- Survey respondents have lived in Anchorage an average of 33 years, and nearly all are year-round residents (91%). The most common areas of residence are South Anchorage (36%) and Northeast Anchorage (20%).

Table 33. Time in Anchorage and Area of Residence

n=300	% of Total
Years Lived in Anchorage	
10 years or less	11
11-20 years	15
21-30 years	22
31-40 years	20
41-50 years	17
51-60 years	11
60+ years	4
Average	33 years
Months Lived in Anchorage Annually	
12 months	91
Less than 12 months	9
Average # of months	11.7 months
Area of Residence	
South	36
Northeast	20
Northwest	15
Central	13
Chugiak/Eagle River	12
Indian/Girdwood	1
Refused	2

Are there any other important factors in your decision to move from Anchorage?

Agricultural growing season
 Anchorage is "behind the times"
 Availability of lots
 Been here long enough
 City communists, illegal mayor, bad cops
 City lockdown policies enacted caused a loss of one full year of life engagement and activities
 Crowding, lack of land, lack government
 Culture
 Dual residence
 Education options: I have been gravely disappointed
 Find home without stairs
 High racism in Anchorage, housing
 Homelessness, no support for businesses
 I want it to stay quiet
 Improvements/infrastructure in city
 Inability to maintain a home on my own
 Inability to travel by car somewhere outside Alaska
 Just wanting to be out of the city
 Long-term sustainability
 Love living on a lake
 Not senior friendly (Eagle River)
 Over crowding
 Own other property in Nevada
 Politicians don't listen, I feel like my vote doesn't count in Anchorage
 Politics (x3)
 Politics, COVID has delayed
 Politics, I reject profoundly to the current local government
 Retirement
 Schooling
 Sense of community, there is none in Midtown
 Single story home/no stairs
 Social injustice, progressive policies
 State has a revenue problem and nobody wants to do anything about it
 The bull**t with politicians, tired of politics in Alaska and what they've done with the PFD
 Too much change in Anchorage, not comfortable
 Ultra-liberal politicians
 Want a mobile-living lifestyle rather than fixed
 Wants to farm, dig in the dirt

Are there any other important factors in your decision to stay in Anchorage?

Accessibility to shopping and various services

Alaska has been good to us

Convenience, lived in bush communities previously

Cost of housing

Cost of living, pet friendly

Depends on what happens with the homeless situation, police, and emergency services

Education

Fishing

Geographic proximity (via air) for travel. you can easily fly anywhere

Health

Housing (x2)

Hunting pheasants, will only move to where we can hunt birds if can't hunt them here

I am Alaska Native

I feel freaking safe here despite statistics, I feel like I'm in a sweet spot, I want stay here

I have a state pension

I'm too old to be moving around

Isolation from crowded city

Lack of population in Anchorage

Low volume of traffic, high accessibility of quality bicycle pathways on the roadways and trails

Make sure the kids can stay in school and participate in extracurricular activities

Own a business

Political concerns, if the politics become radical right

Proximity to the rest of Alaska

Safety

Safety compared to lower 48, fewer people

Safety from the COVID-19 pandemic compared to more populated states

Shopping

Size of small city

Things to do

AEDC is a private non-profit corporation (IRS code 501(c)(6)), operating since 1987. It exists to encourage growth and diversity in the Anchorage economy, promote a favorable business climate and improve the standard of living of Anchorage residents. Funding sources for the corporation are private contributions, municipal and state grants and contracts.



AEDC
Anchorage Economic
Development Corporation