

# 2023 Talent Survey Report

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# About this Report

This report presents results and provides analysis of a survey of Anchorage area workers.

The report is intended to inform community leaders and employers about what different parts of Anchorage’s workforce want. Which industries are most popular/desirable to work in? What do workers really want out of their job? How long do younger workers expect to stay with their next employer? Which is more important: 10% more pay, freedom to work from home half the time, or 10% fewer hours?

## We asked, so you can find out!

Demographic trends are shifting the US and Alaska labor markets from a place of labor abundance (where workers competed for jobs) to one of labor scarcity (where employers are competing for workers). This means that it is more important than ever for our employers to meet our workforce’s needs and preferences to effectively attract, retain, and motivate existing and potential Anchorage talent.



# About the Survey



This survey and report were made possible through the generous support of PeopleAK. This survey was designed, distributed and collected by Anchorage Economic Development Corporation (AEDC) between April and October 2023 and collected a total of 120 responses. The report was compiled by AEDC staff.

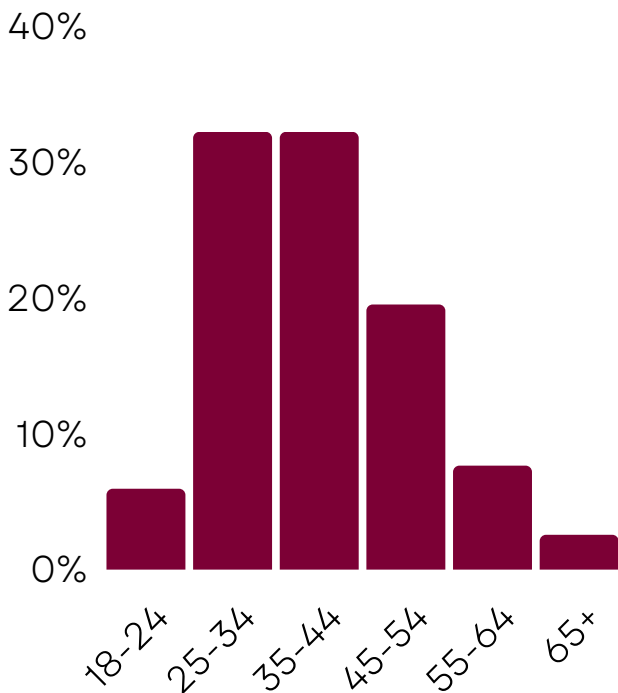
AEDC would like to thank all survey respondents for their time and insight, and especially to thank Moose’s Tooth Pub & Pizzeria for the generous donation of a gift card for one lucky respondent.

Thank you for your interest in the Anchorage economy!

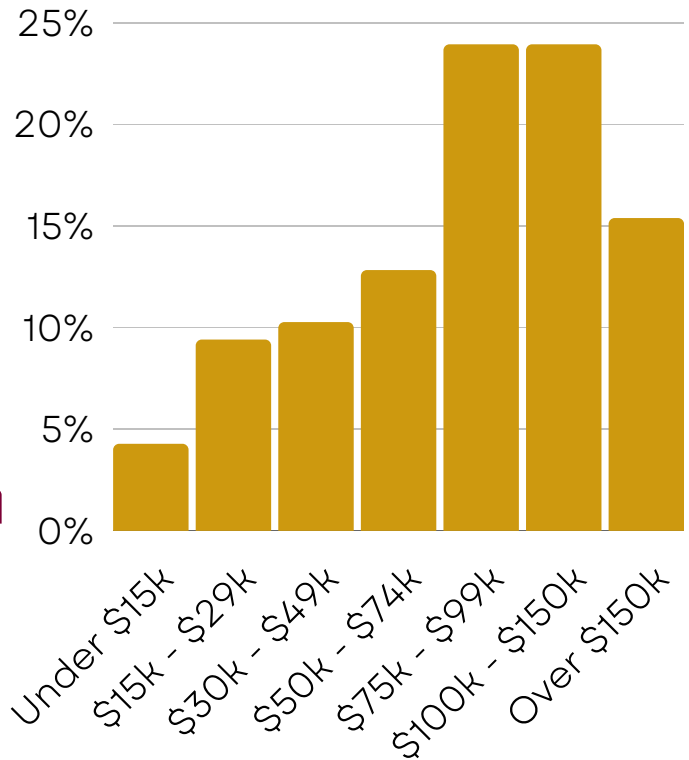


# Respondent Demographics

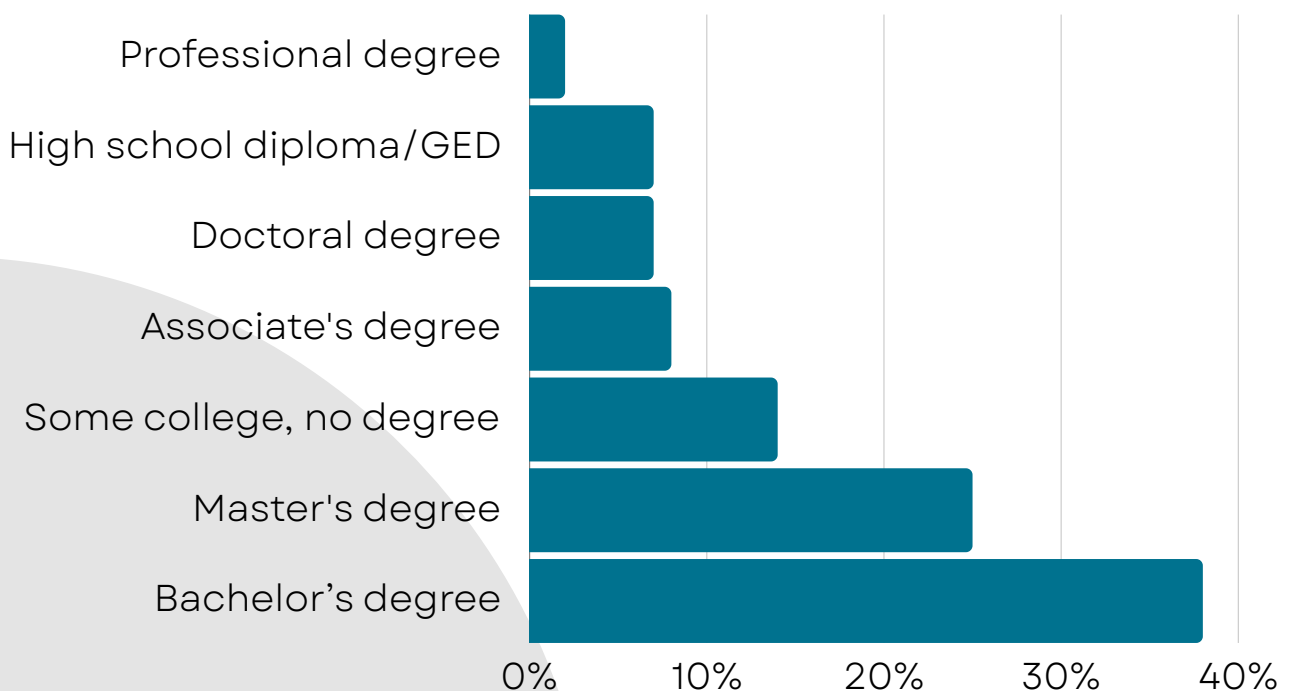
What is your current age?



What is your current income?



What is the highest level of education you have completed?

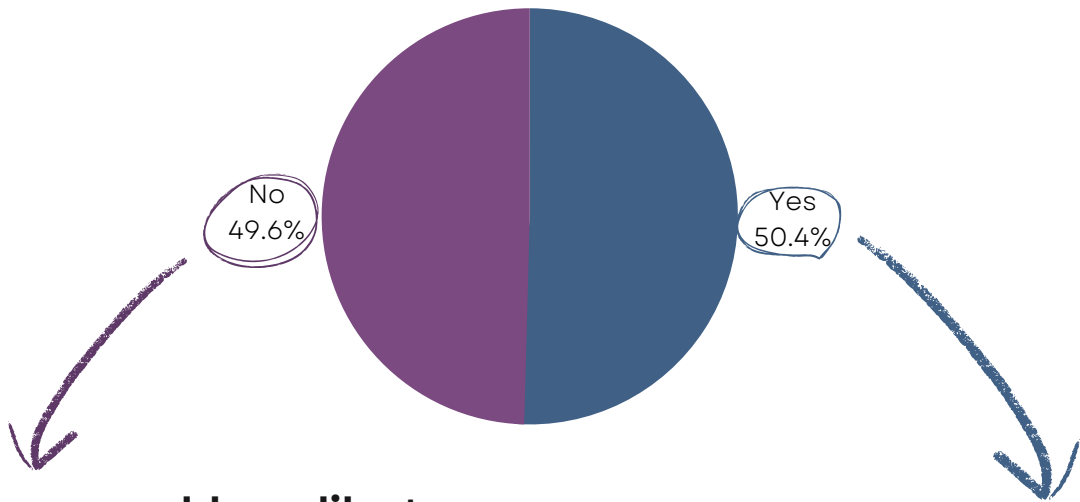


Overall, our survey sample population was younger, more educated, and higher paid than the Anchorage population as a whole. That is something worth keeping in mind when reviewing the rest of this report.

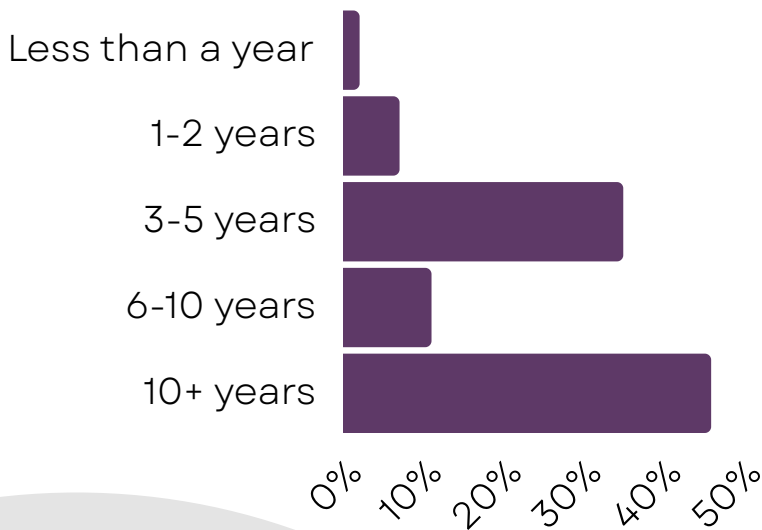


# Seeking Work

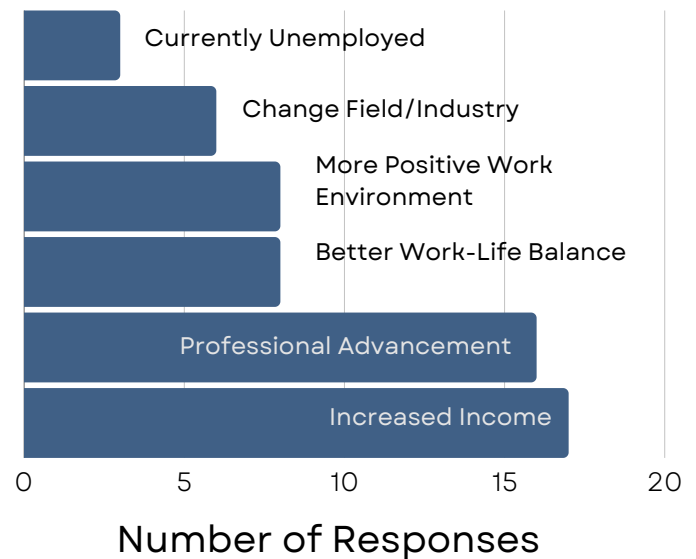
In the past month, have you sought new employment?



How long would you like to stay with your current employer?

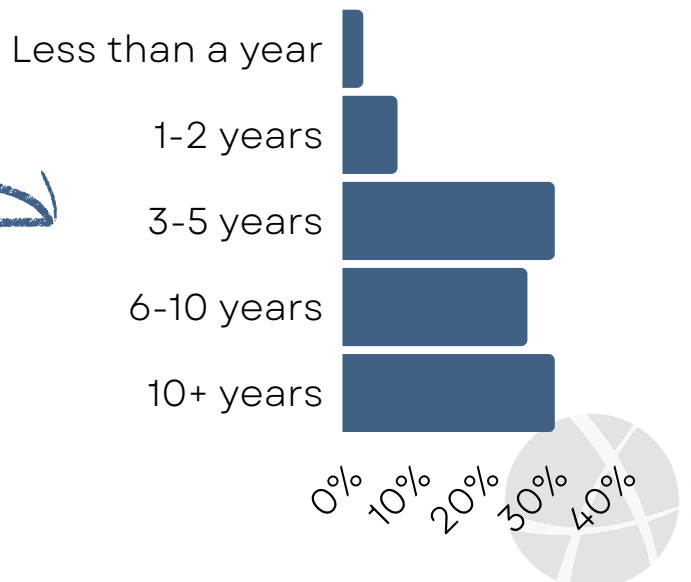


What was your primary reason for seeking employment?



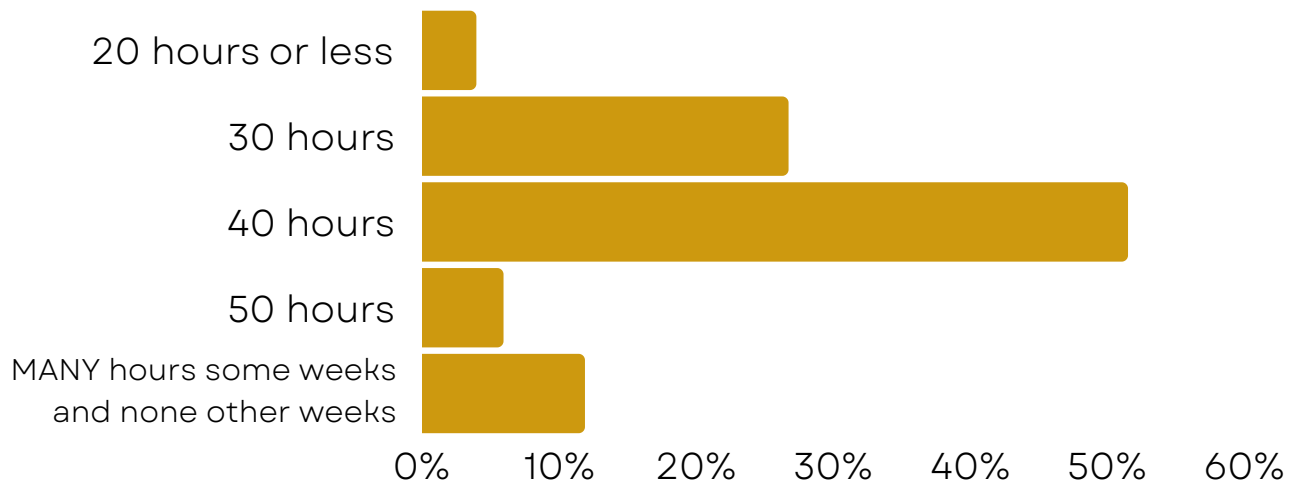
How long would you like to stay with your next employer?

(If respondent sought new employment in the past month)

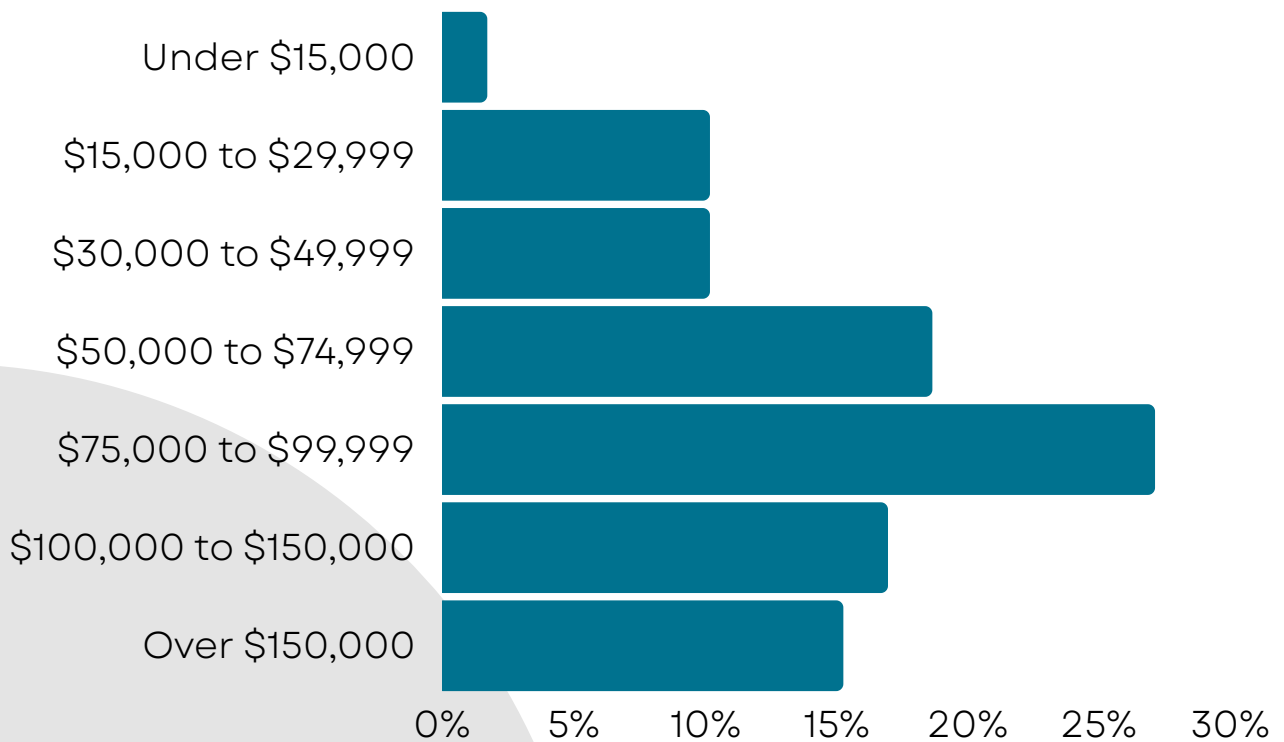


# Hours and Compensation

## How many hours per week do you want to work?



## When most recently seeking work, which pay range were you targeting?



# Perceived Strengths and Desired Roles

Results on this page are measured in number of responses where more than one response may be selected per respondent, per question.

## Relative to the average worker who may be competing with you for a job, what makes you more valuable to a prospective employer?

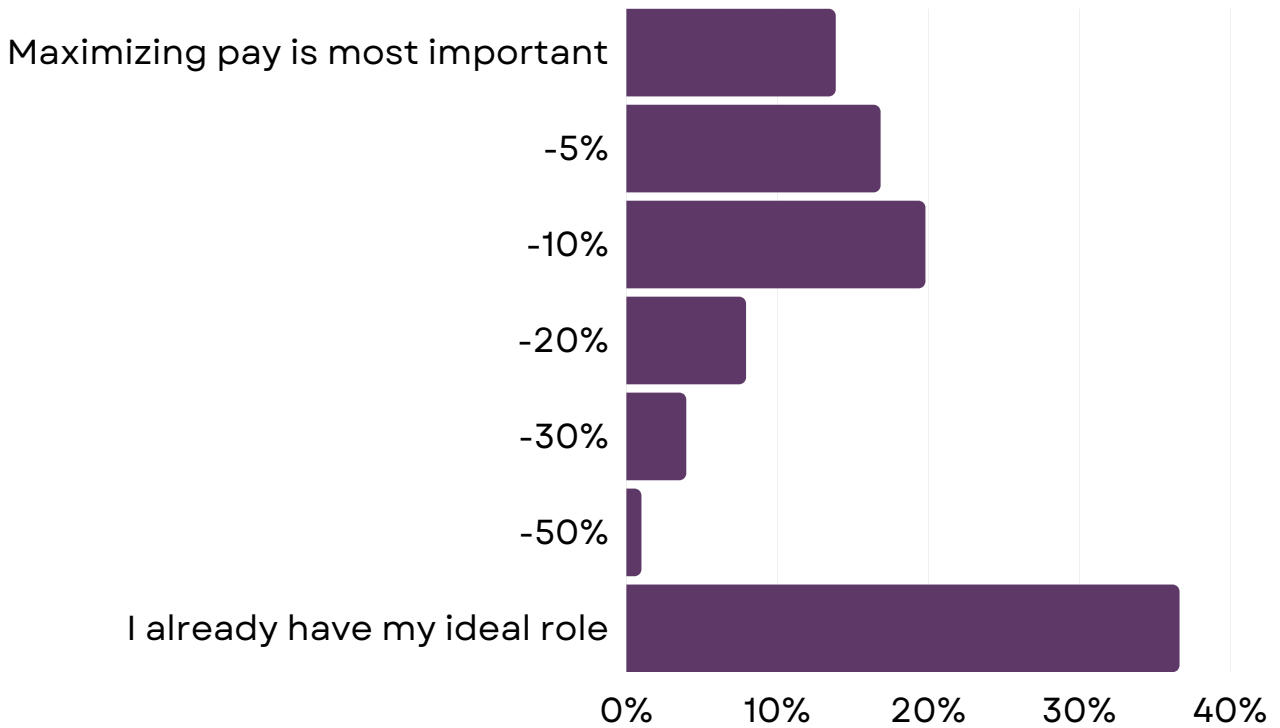


## Considering how I'd most like to contribute in my dream role, I want to:

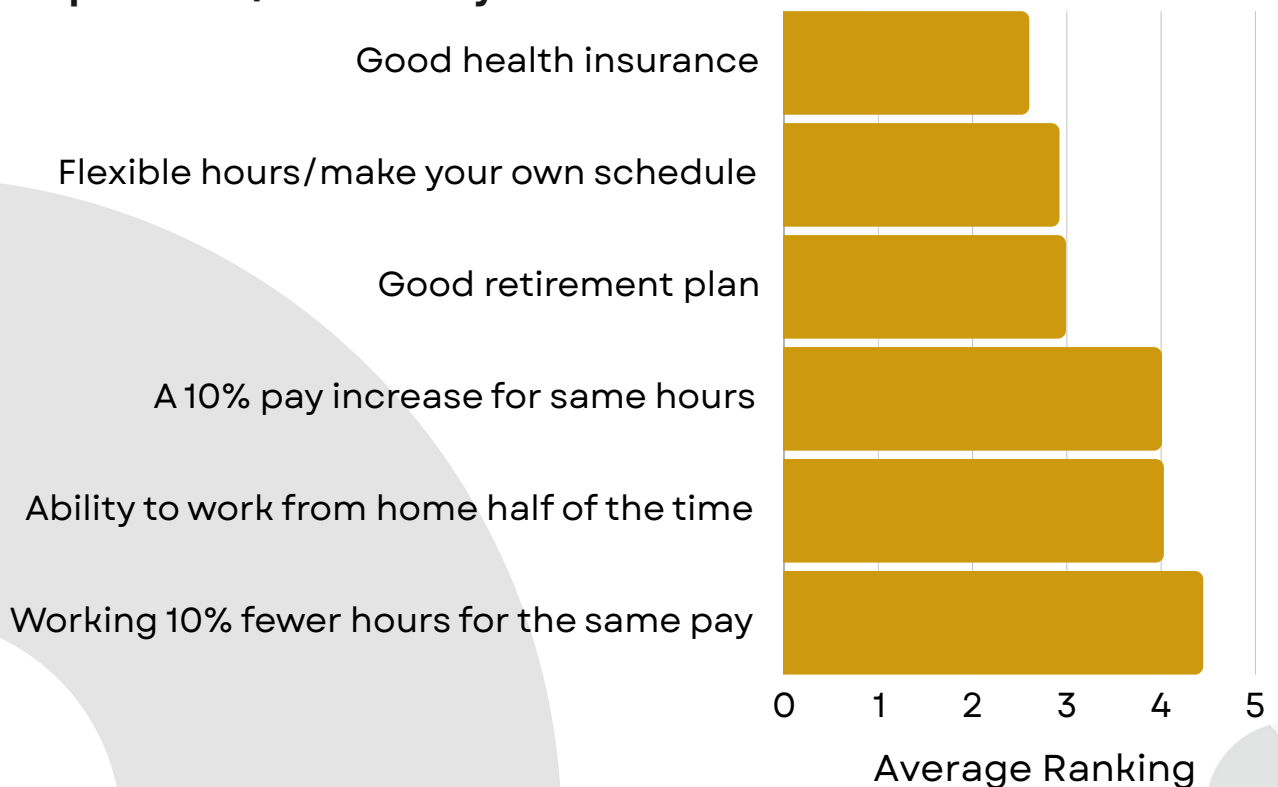


# Benefits

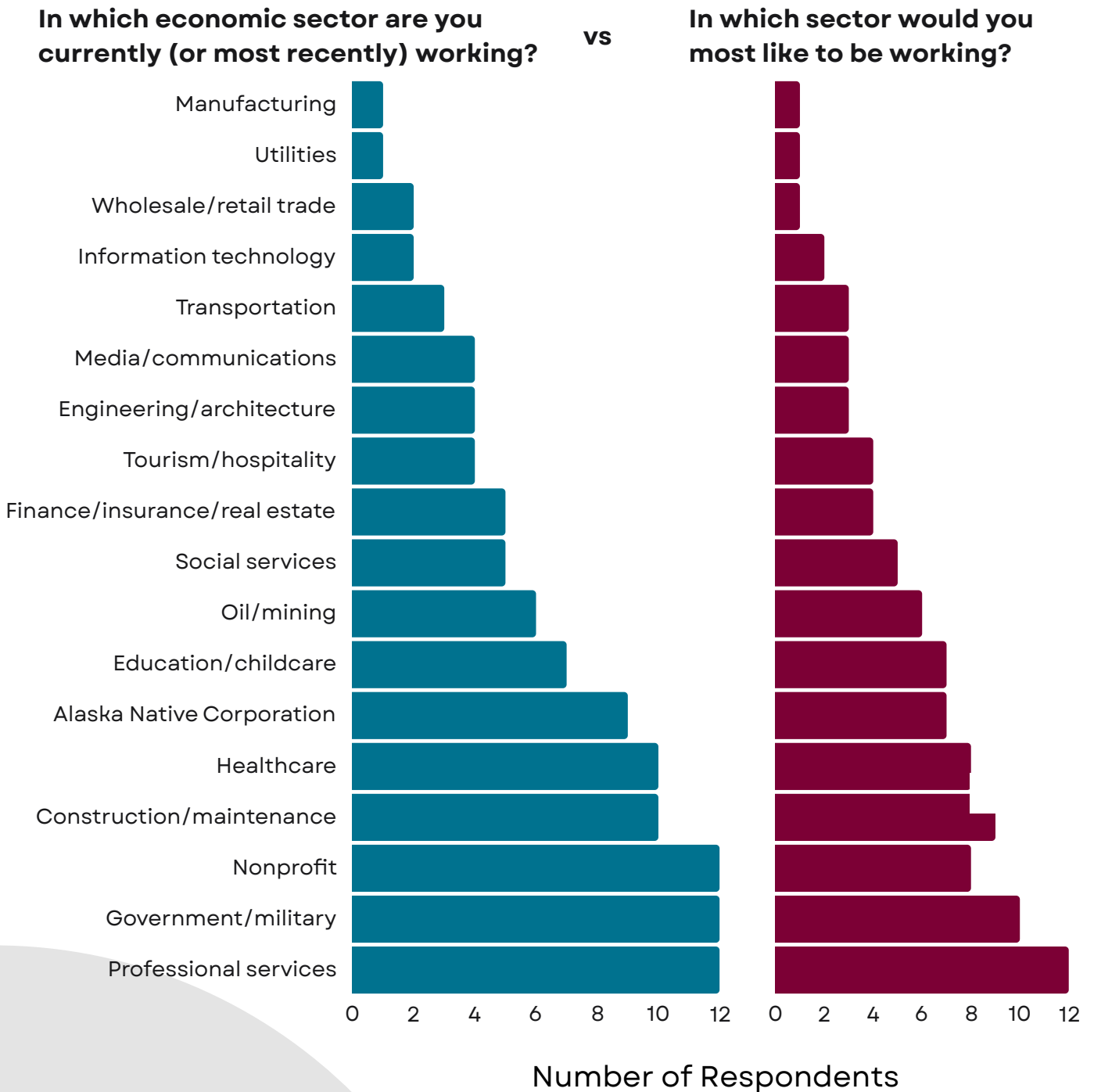
Thinking of your response to the previous question, how much of a pay cut would you accept to move into your dream role?



Rank the following six employment benefits in terms of importance/desirability:



# Industry Sector Preferences



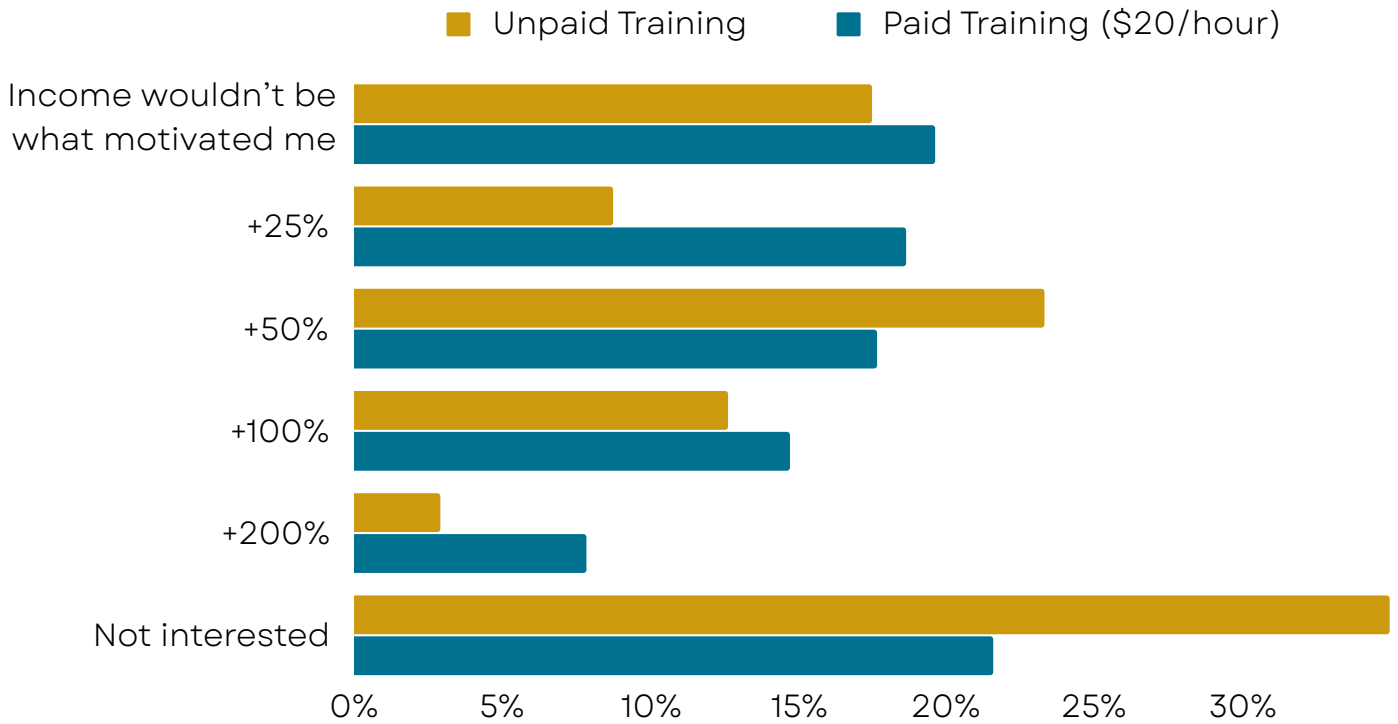
**Answers to this set of survey questions indicate that most workers are currently working in their preferred industry.**





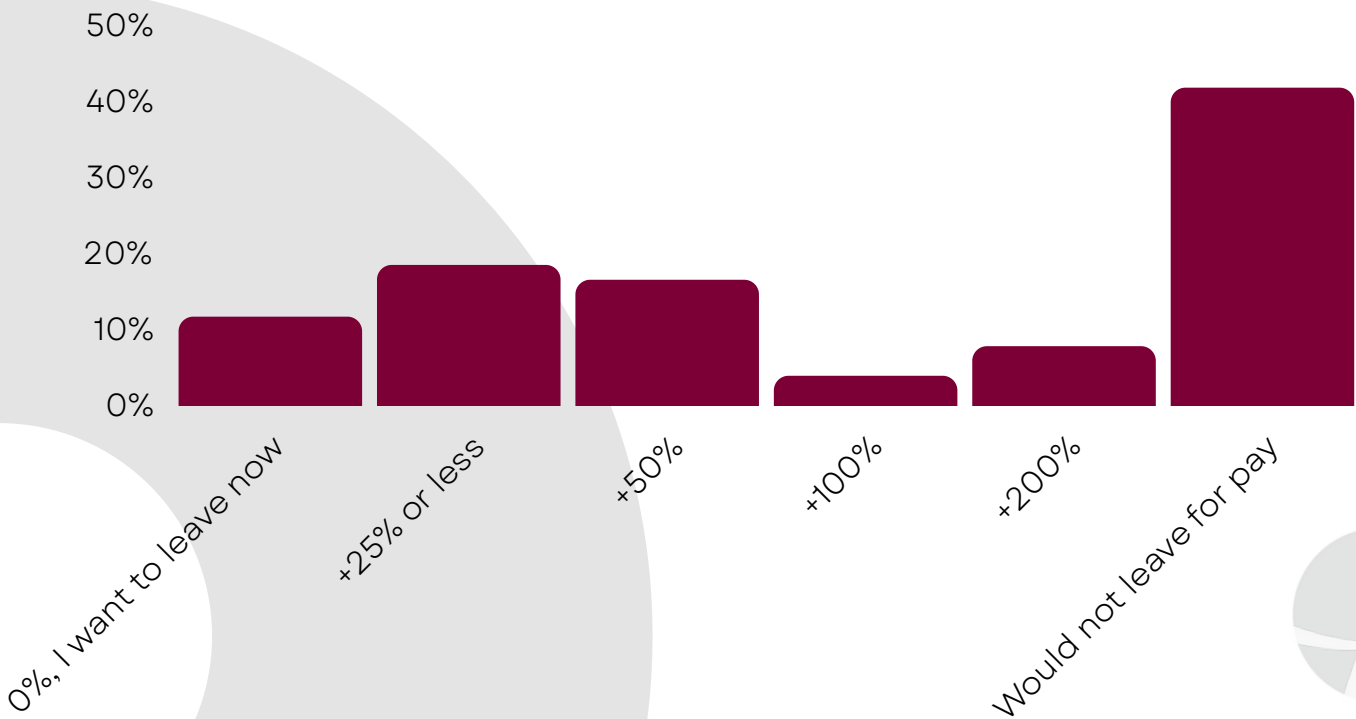
# Training and Relocation

If you were guaranteed a raise after graduating from a 2 year training program that took 30 hours/week, how much of a salary increase would make you sign up?



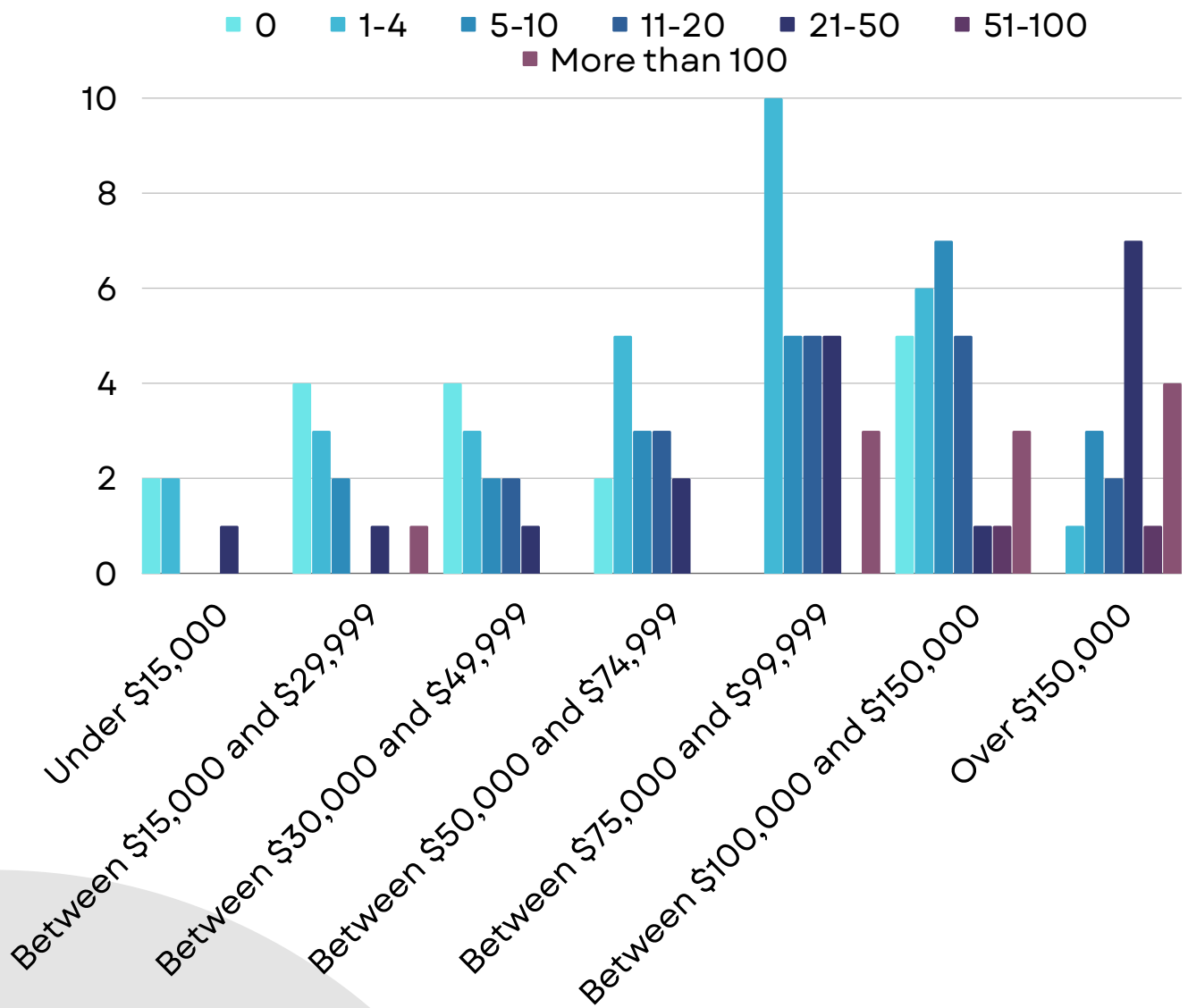
22% of respondents were uninterested in additional training, regardless of pay, compared to 35% who were uninterested in unpaid training, even after a raise was guaranteed. On the other end of the spectrum, 78% would consider training if they were paid while only 65% of respondents would consider unpaid training.

**What is the minimum pay raise that would make you seriously consider leaving Alaska for a job?**



# Supervision Experience vs Income

What is the largest number of employees you have supervised or managed?



**Managing or supervising other workers is correlated to additional earnings, but it isn't the only way to earn a higher wage.**

**More than 25% of the respondents making more than \$100K/year have supervised or managed 4 or fewer employees, including more than 10% who have never supervised anyone.**





# What makes someone a great supervisor?

The following word cloud represents respondent's open-ended comments on what makes someone a great supervisor.



Thank you to our report sponsor!



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