

Juneau Economic Benchmark Survey Report 2006

*PREPARED FOR:
Juneau Economic Development Council*



Research-Based Consulting

Juneau
Anchorage
Kodiak

June 2006

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***Prepared for:
Juneau Economic Development Council***

Prepared by:



Juneau • Anchorage • Kodiak

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This report presents results from a survey of Juneau residents and bellwether businesses. The survey gathered opinions and attitudes about the state of the Juneau economy. The household telephone survey, conducted in April 2006, included 307 randomly-selected households located throughout Juneau. The maximum margin of error at the 95 percent confidence level is ± 5.8 percent for the full sample. The bellwether business survey included 33 Juneau businesses and 10 regional Southeast Alaska businesses.

The McDowell Group has conducted five other Juneau economic benchmark surveys for the Juneau Economic Development Council: four from 1987 to 1990 and one in 1993. Several questions asked in these surveys were repeated in the 2006 survey.

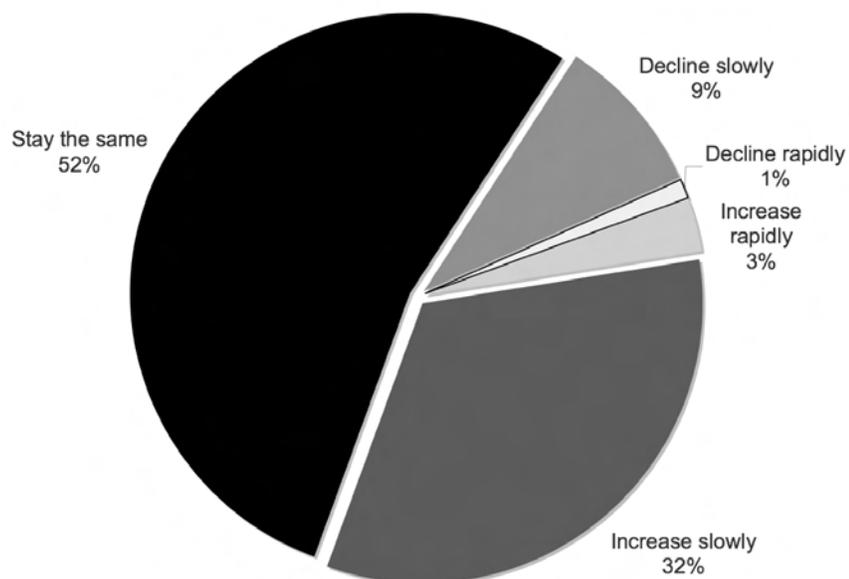
Following are key findings from the survey.

Perceptions of the Juneau Economy

Slightly more than half of Juneau residents expect economic levels to remain the same in the coming year. Local businesses appear more optimistic, with 72 percent of a sample of bellwether businesses expecting the economy to improve.

- Fifty-two percent of Juneau residents think the Juneau economy will stay at about the same level in the coming year. More than one-third of Juneau residents (35 percent) think the economy will increase.
- In 1993, the last year this survey was conducted, 35 percent of Juneau residents thought the economy would increase, 12 percent thought the economy would decrease, and 44 percent expected the economy to stay the same.

In the next year, do you expect Juneau's overall economy to decline slowly, decline rapidly, increase slowly, increase rapidly, or remain about the same?



- Fifty-two percent of Juneau residents expect their household income levels to remain the same in the coming year, with 36 percent expecting household earnings to be higher.
- Fifty-nine percent of Juneau residents think that Juneau businesses are currently doing about the same as they were last year, with 20 percent of Juneau residents feeling that businesses are doing better or much better.
- A sample of 33 local bellwether businesses revealed more positive comparisons to 2005, with more than half saying that business is up in 2006. Nearly all regional businesses surveyed (9 out of 10 total) also said their businesses were up.
- Seventy-two percent of Juneau businesses and 80 percent of regional businesses expect business to do even better next year.
- Two-thirds of Juneau businesses have capital improvements planned in the near future, with three local businesses surveyed planning improvements valued between 20 and 40 million dollars.

Projects and Development

Among nine current Juneau development projects, Juneau residents rate improved ferry service as most important to the local economy, with 83 percent rating it as important or very important. Businesses rate the Kensington Mine as most important.

Kensington Mine

- More than three-quarters of Juneau residents (76 percent), all but one of the Juneau businesses surveyed, and all of the Southeast businesses surveyed say the Kensington Mine is important or very important to the local economy.
- In 1993, re-opening the AJ Mine topped the list in importance to Juneau residents with 55 percent calling the project very important. Second on the list was opening the Kensington Mine, which 44 percent of Juneau residents thought very important.

Improved Ferry Service

- Improved ferry service received the highest percentage importance rating by Juneau residents, with 83 percent of Juneau residents rating improved ferry service as important or very important.
- Interest in improving ferry service is likely linked to recent decreases in ferry service to Juneau and the region. Juneau has experienced a 12 percent decrease in passenger traffic from 2002 to 2005 and a 6 percent decrease from 2004 to 2005.
- Eight of ten Southeast businesses surveyed rated improved ferry service as very important or important.
- Juneau businesses were less enthusiastic about improved ferry service, with just 57 percent of the businesses community rating improved service as important or very important.

The Capitol

- Half of Juneau residents feel that development of a new capitol building is important to the economy, while 84 percent of Juneau businesses say that a new capitol is important or very important.

Tourism

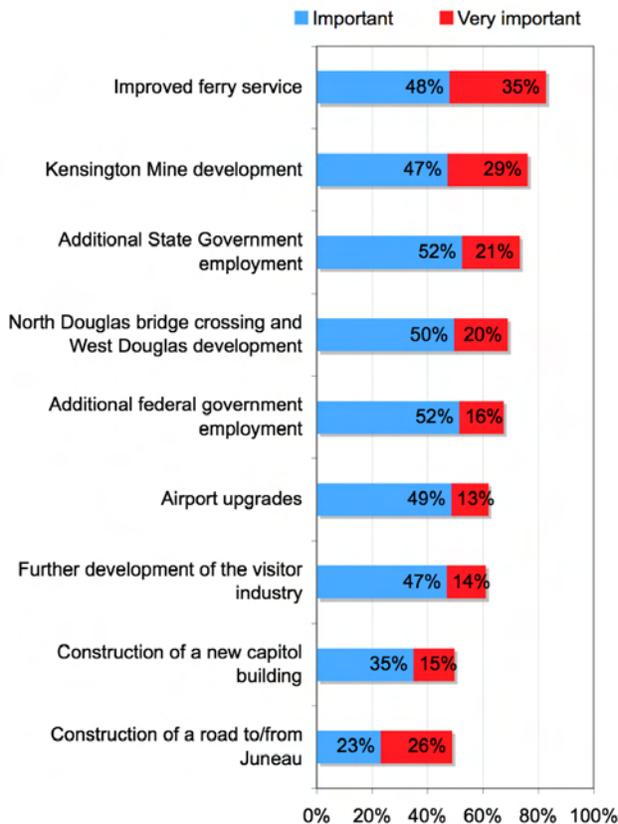
- In 1990, when a similar question was asked of Juneau residents, additional tourism was rated as the most important development to Juneau’s economy. At that time 49 percent of Juneau households rated additional tourism as very important, compared to just 14 percent in 2006.
- This change in opinion regarding additional tourism may be explained by the increase of visitors to Juneau in that time period. Approximately 953,000 cruise ship passengers visited Juneau in 2005, a 300 percent increase since 1990, when 235,000 passengers visited.

The Road

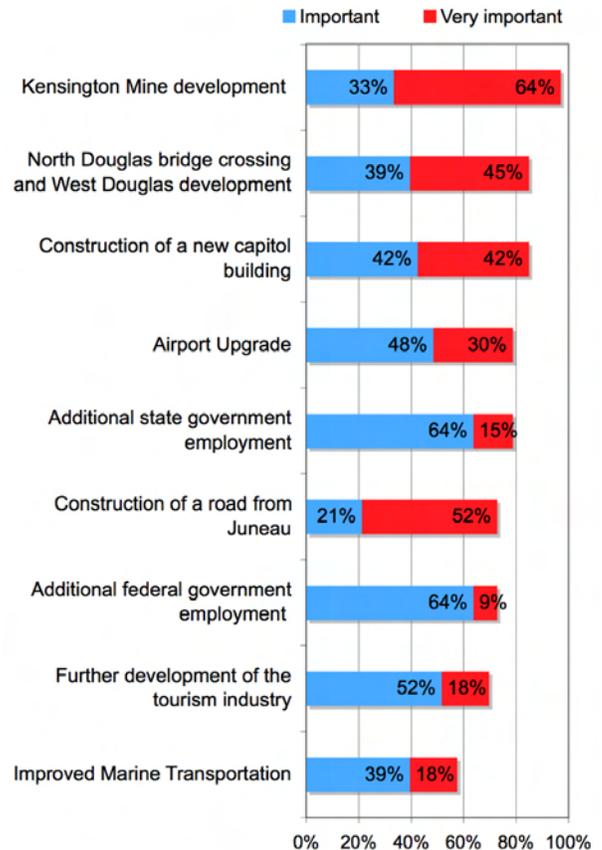
- Juneau residents are evenly split on the road issue, with 49 percent calling the road important or very important and 49 percent calling the road not important or not at all important.
- At the same time, 52 percent of Juneau businesses rated a road out of Juneau as very important to the economy, with an additional 21 percent rating the road as important.
- Regional businesses felt even more strongly, with eight out of ten saying the road is important or very important to the regional economy.

***How important are each of the following projects to Juneau’s economy?
Is it very important, important, not important or not at all important?***

Juneau Residents
(n = 307)



Juneau Bellwether Businesses
(n=33)

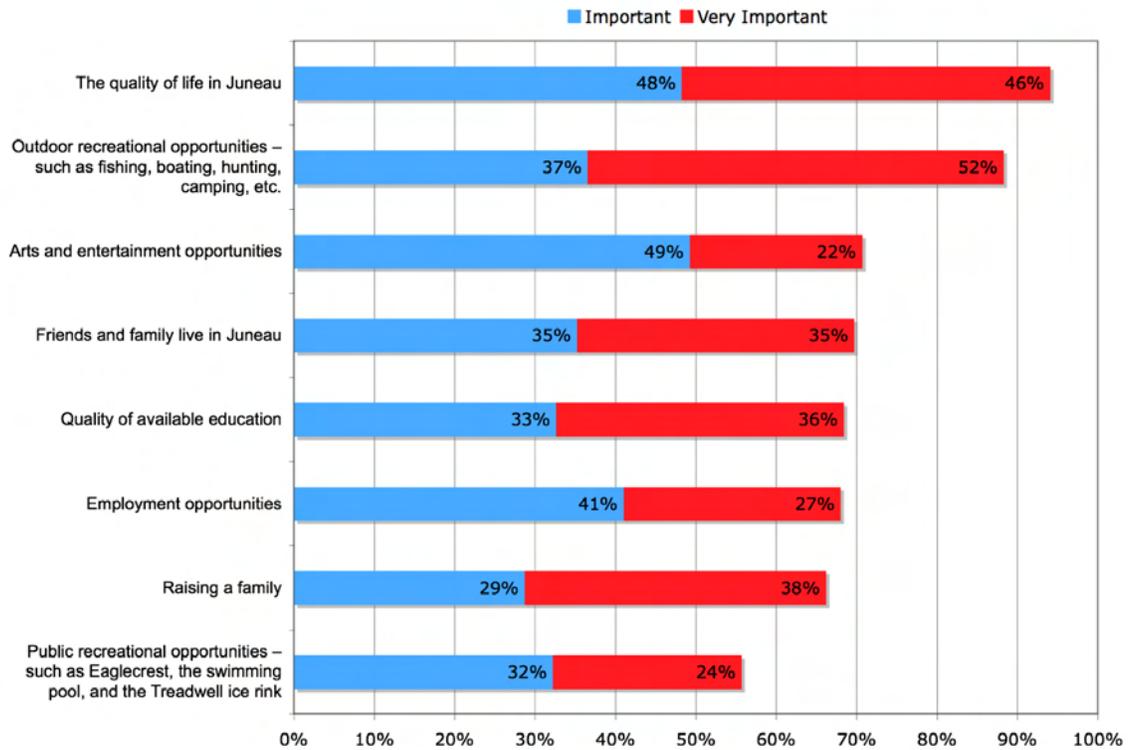


Why People Live in Juneau

When asked which factors were most important to living in Juneau, residents rated the high quality of life and outdoor recreational opportunities as most important.

- More than nine out of ten Juneau residents (94 percent) said that the quality of life in Juneau is important or very important to their decision to live here, with one in five (19 percent) naming quality of life as the single most important reason to live in Juneau.

How important are each of the following factors to living in Juneau? Is it very important, important, not important or not at all important?

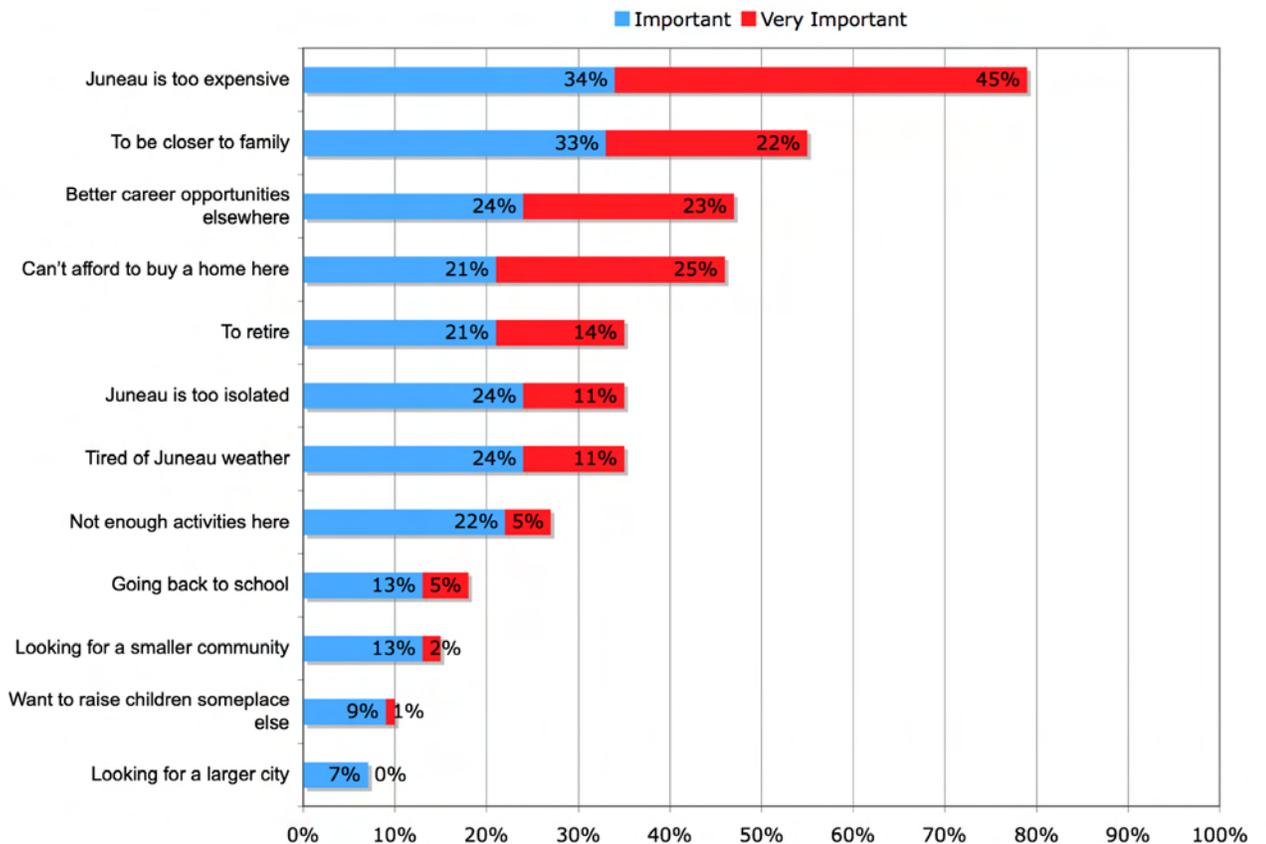


Why People Leave Juneau

Twenty-three percent of Juneau residents plan to leave in the next five years, with an additional 20 percent saying they might move away. The high cost of living in Juneau is cited as the number one reason for leaving.

- Of the 43 percent of Juneau residents who say they might move or will move away in the next five years, 79 percent say that the high cost of living in Juneau is a factor in that decision.
- Length of residency is the key indicator in determining who might or will leave, with four out of five (79 percent) of those who have lived in Juneau two years or less saying they might or will leave, versus one-third of those who have lived here more than 10 years.

How important are each of the following factors to leaving Juneau? Is it very important, important, not important or not at all important?

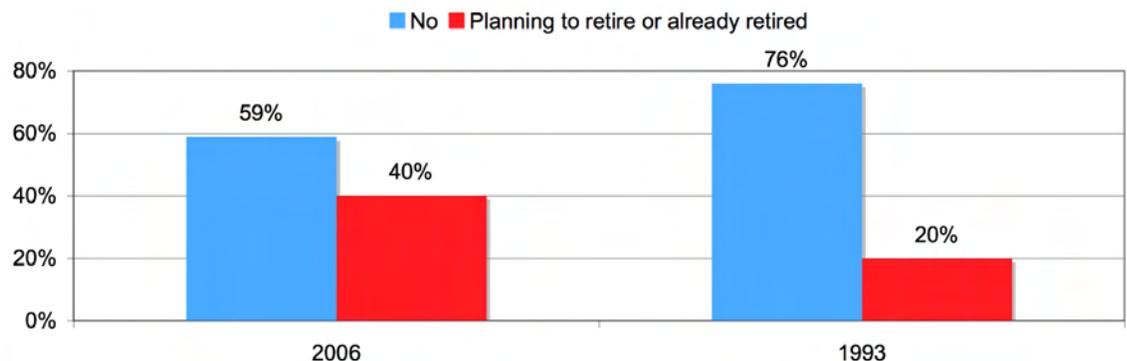


Retirement

Juneau's retirement community is growing. Two out of five Juneau households (40 percent) have a person who is retired or is planning to retire in the next five years.

- In the 1993 survey, only 20 percent of Juneau households expected to contain a retired person in the next five years.
- Part of this shift can be explained by shifting demographics. In 1993, 8 percent of the Juneau population was 60 years or older and the median age was 33. In 2005 that percentage rose to 12 percent and the median age was 38.

Are you or any member of your household planning to retire in the next five years?



Primary Reasons and Advantages for Locating a Business in Juneau

Forty-two percent of business owners and managers surveyed said that the key reason they located their business in Juneau was simply because they choose to live here.

- Asked about the advantages of being located here, 21 percent of businesses said that there is no economic advantage.
- The key advantage that business owners and managers did cite was support from their customer base and working within long established businesses.

Key Barriers to Operating and Expanding a Juneau Business

Local businesses report that the key barrier to operating a business in Juneau is finding quality employees who can afford to live here.

- Forty-two percent of Juneau businesses mentioned some aspect of attracting and retaining quality employees as a key barrier to doing business in Juneau.
- Lack of affordable housing was singled out as the number one reason new employees are difficult to draw into the area. Competition with State benefit packages also makes it difficult for the private sector to attract and retain quality employees.
- Juneau businesses find Juneau an expensive climate in which to do business. About 40 percent of Juneau businesses remarked on costs specific to Juneau as a key

barrier, with a third of Juneau businesses specifying freight costs as a key barrier to doing business here.

Juneau's Economic Development Organizations

The Juneau Convention and Visitors Bureau was rated the most helpful organization to Juneau's economy, with 94 percent of Juneau businesses ranking the Bureau as "helpful" or "very helpful."

- Eighty-five percent of Juneau's businesses rated the Juneau Chamber of Commerce as "helpful" or "very helpful."
- The Juneau Economic Development Council (JEDC) and the Southeast Conference each were rated as helpful or very helpful by 78 percent of the business community.

Introduction

The Juneau Economic Development Council contracted with the McDowell Group, Inc. to conduct a Juneau household survey, a Juneau business survey, and a regional business survey on current economic and social trends. The telephone survey asked household respondents their opinion of economic development projects, why they choose to live in Juneau, why they might choose to leave, current employment and housing status, and perceptions of the Juneau economy. Juneau and Southeast businesses were asked in a telephone survey about the key advantages and barriers of locating their businesses in Juneau or Southeast Alaska. Businesses were also asked the state of their current and projected economic health, their opinion of economic development projects, and the helpfulness of local development organizations.

The McDowell Group has conducted five other Juneau economic benchmark surveys for the Juneau Economic Development Council: four from 1987 to 1990 and one in 1993. Several questions asked in these surveys were repeated in the 2006 survey.

Methodology

The survey instruments were designed by the McDowell Group study team with input from Juneau Economic Development Council staff. The sample for the household survey included 307 randomly selected Juneau residents. The maximum margin of error at the 95 percent confidence level is ± 5.8 percent for the full sample. As the sample size decreases among sub-samples, the margin of error increases.

Sub-group analysis was conducted according to gender, income, age, and length of residency in Juneau. Where relevant, sub-group results have been reported in the text accompanying each table. A copy of the survey instrument can be found at the end of the report.

In addition to the household survey, 33 Juneau businesses and 10 regional businesses were surveyed by telephone in April 2006. The study team selected businesses that are considered “bellwether” – that is, leader organizations whose performance and opinions can be used to gauge trends of the business community in general.

Because they were not selected randomly, these businesses should be considered “bellwether” respondents, rather than a representative sample of local and regional businesses. In addition, small sample sizes require caution in interpreting business survey results.

JUNEAU HOUSEHOLD ECONOMIC BENCHMARK SURVEY

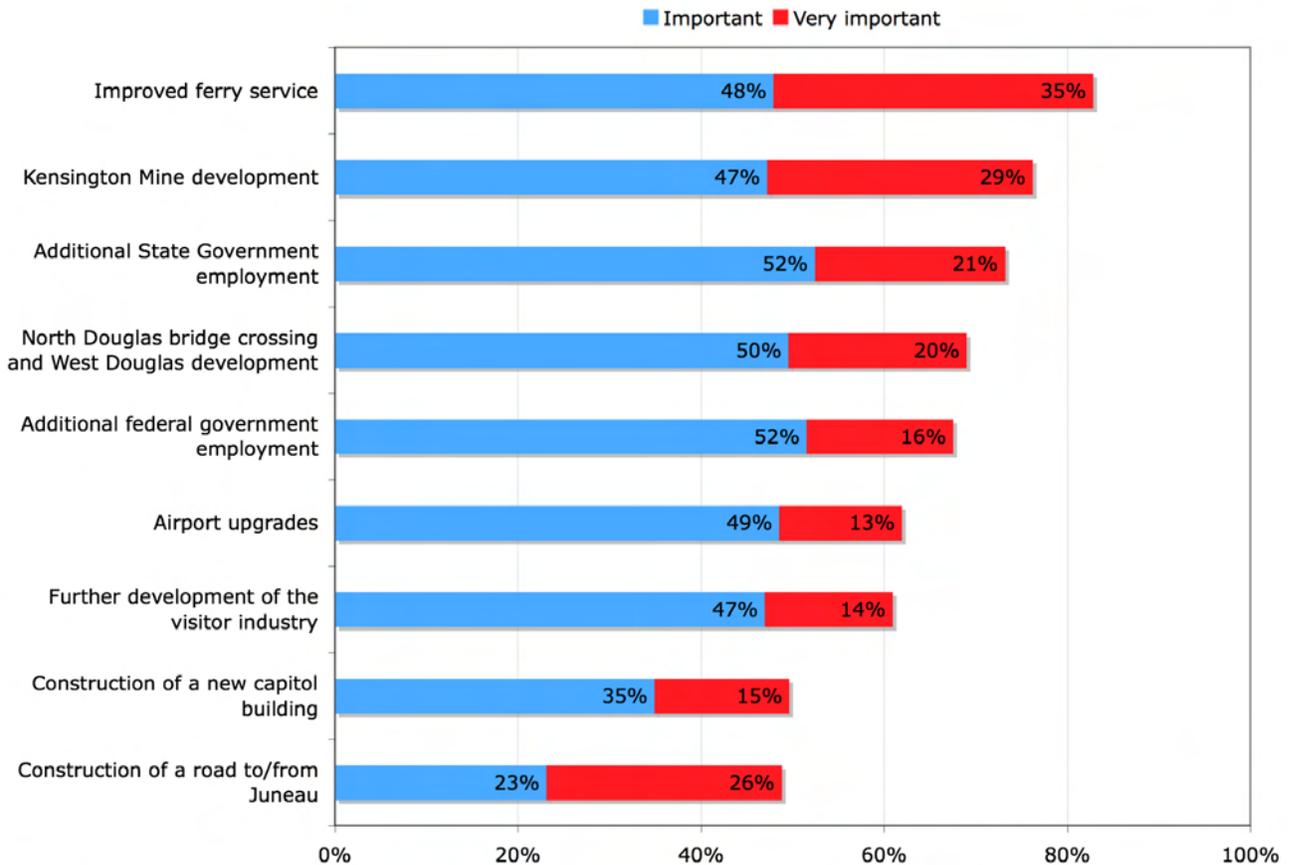
Projects and Development

Juneau residents rate improved ferry service and the Kensington Mine as the most important projects for Juneau's economy.

Improved Ferry Service

- Five out of six Juneau residents (83 percent) rate improved ferry service as important or very important.
- The strong interest in improving ferry service is likely linked to the recent decrease in ferry service to Juneau and the region. Juneau has experienced a 12 percent decrease in passenger traffic from 2002 to 2005 and a 6 percent decrease from 2004 to 2005.

***How important are each of the following projects to Juneau's economy?
Is it very important, important, not important or not at all important?***



Kensington Mine

- Nearly three-quarters of Juneau residents (76 percent) rate the Kensington Mine as important or very important.

- In 1990 and 1993, Juneau residents were asked to rate similar items regarding their importance to Juneau's economy. In 1993, re-opening the AJ topped the list in importance to Juneau residents with 55 percent calling the project very important. Second on the list was opening the Kensington Mine, which 44 percent of Juneau residents thought very important.

Tourism

- In 1990, when a similar question was asked of Juneau residents, additional tourism was rated as the most important development to Juneau's economy. At that time, 49 percent of Juneau households rated additional tourism very important, compared to just 14 percent in 2006.
- This change in opinion regarding additional tourism is most likely explained by the increase of visitors to Juneau in that time period. Approximately 953,000 cruise ship passengers visited Juneau in 2005, a 300 percent increase since 1990, when 235,000 passengers visited.

The Capitol

- Younger and newer Juneau residents tend to feel that a new capitol is less important.
- Only 29 percent of Juneau residents aged 18-34 think a new capitol building is important or very important, compared to 56 percent of those 50 years of age or older.
- For those with 10 years or less of Juneau residency, 37 percent think a new capitol is important or very important to Juneau's economy, versus 55 percent of those who have lived in Juneau more than 10 years.

The Road

- Juneau is evenly split on the road issue, with 49 percent of Juneau residents calling the road out of Juneau important or very important and 49 percent of Juneau residents calling the road not important or not at all important.
- Younger residents think a road out of Juneau is more important than their older counterparts, with 62 percent of the 18 to 34 year old age group finding a road important economically, compared to just 44 percent of those over 50.

**For each of the following local projects and developments,
please tell me whether you think they are very important, important, not important
or not at all important to Juneau's economy?**

	Very important	Important	Not important	Not at all important	Don't know/refused
Additional state government employment	21%	52%	23%	1%	3%
Additional federal government employment	16	52	27	2	4
Kensington Mine development	29	47	14	2	7
Construction of a new capitol building	15	35	38	8	5
North Douglas bridge crossing and West Douglas development	20	50	25	3	3
Airport upgrade	13	49	31	4	3
Further development of the tourism industry	14	47	31	5	3
Construction of a road to/from Juneau	26	23	32	17	2
Improved ferry service	35	48	13	1	3

Historical Analysis

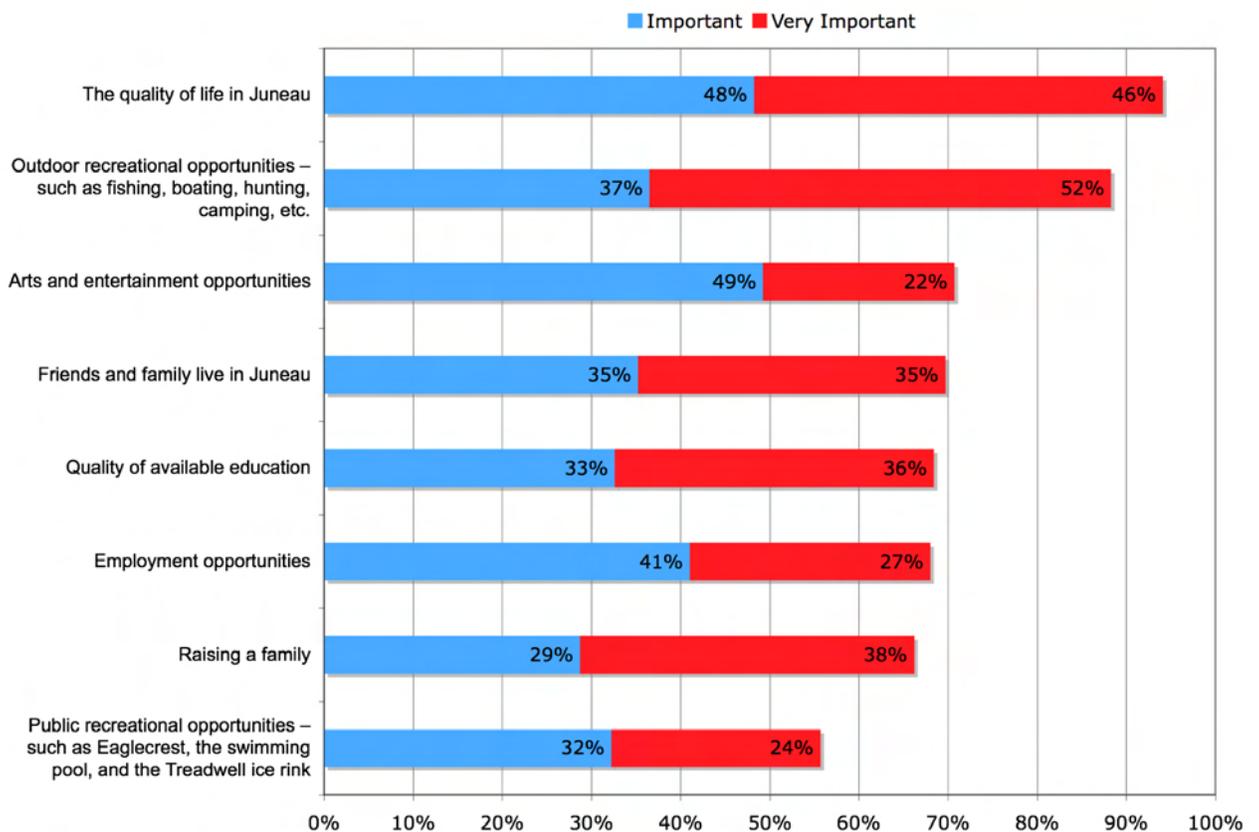
- In 1990 and 1993, Juneau residents were asked to rate similar items regarding their importance to Juneau's economy. In 1993, re-opening the AJ Mine topped the list in importance to Juneau residents with 55 percent calling the project very important. Second on the list was opening the Kensington Mine, which 44 percent of Juneau residents thought very important.
- Additional tourism topped the list in 1990 and was third on the list in 1993 with 43 percent of Juneau households calling additional development of the tourism industry very important.
- In both the 1990 and 1993 surveys, 43 percent of Juneau residents called development of a road out of Juneau very important. In the current survey, 26 percent of Juneau residents called the road very important.
- At the bottom of the list in both of those years were additional State government and additional Federal government.
- Other projects asked about in those years included University of Alaska expansion, additional fish processing plants, additional harbor facilities, upgrading capitol facilities, cottage industries development, and construction projects.

Why People Live in Juneau

Most people live in Juneau because of the high quality of life and outdoor recreational opportunities here.

- More than nine out of ten Juneau residents (94 percent) said that quality of life here is important or very important to their decision to live here, with 1 in 5 (19 percent) naming quality of life as the single most important reason to live in Juneau.
- More than half of Juneau residents (52 percent) named outdoor opportunities as a very important factor in deciding to live here, with an additional 37 percent calling it important.

**How important are each of the following factors to living in Juneau?
Is it very important, important, not important or not at all important?**



- The lower a person's income, the more important friends and family become as the main reason to live here. More than 1 in 5 of those with a household income under \$35,000 call friends and family the single most important reason they live in Juneau, compared to 1 in 10 of those with an income over \$100,000.
- In describing Juneau to others, more than half of Juneau residents focus on the area's scenic beauty. Access to the outdoors, friendly people, and small town atmosphere are other top features mentioned.

Can you please tell me whether each of the following factors are very important, important, not important or not at all important to your household's decision to live in Juneau?

	Very Important	Important	Not Important	Not at all Important	Don't know/Refused
Employment opportunities	27%	41%	26%	4%	3%
Friends and family live in Juneau	35	35	24	5	1
The quality of life in Juneau	46	48	5	0	1
Public recreational opportunities – such as Eaglecrest, the swimming pool, and the Treadwell ice rink	24	32	35	8	2
Outdoor recreational opportunities – such as fishing, boating, hunting, camping, etc.	52	37	8	3	1
Arts and entertainment opportunities	22	49	25	3	1
Raising a family	38	29	21	6	8
Quality of available education	36	33	24	6	3

What is the single most important reason that you live in Juneau?

	% of Total
Quality of life in Juneau	19%
Employment	19
Friends and family live in Juneau	18
Outdoor recreation	8
Small town atmosphere	8
Scenic beauty	6
I grew up here	6
To raise a family	5
Juneau is a safe place to live	2
Juneau is home	2
Other	7
Don't know or refused	2

***If you were trying to describe Juneau to a non-resident,
what key words would you use to describe Juneau's positive qualities?***

	% of Total
Scenic beauty	58%
Access to the outdoors	30
Friendly people	26
Small town atmosphere	26
Safe	17
Clean environment	10
Quite/peaceful	7
Cultural/arts	6
Employment opportunities	6
Mountains	5
Ocean	4
High quality of life	3
Diversity	2
Nice temperate climate	2
Community	2
Other	11
Don't know/refused	4

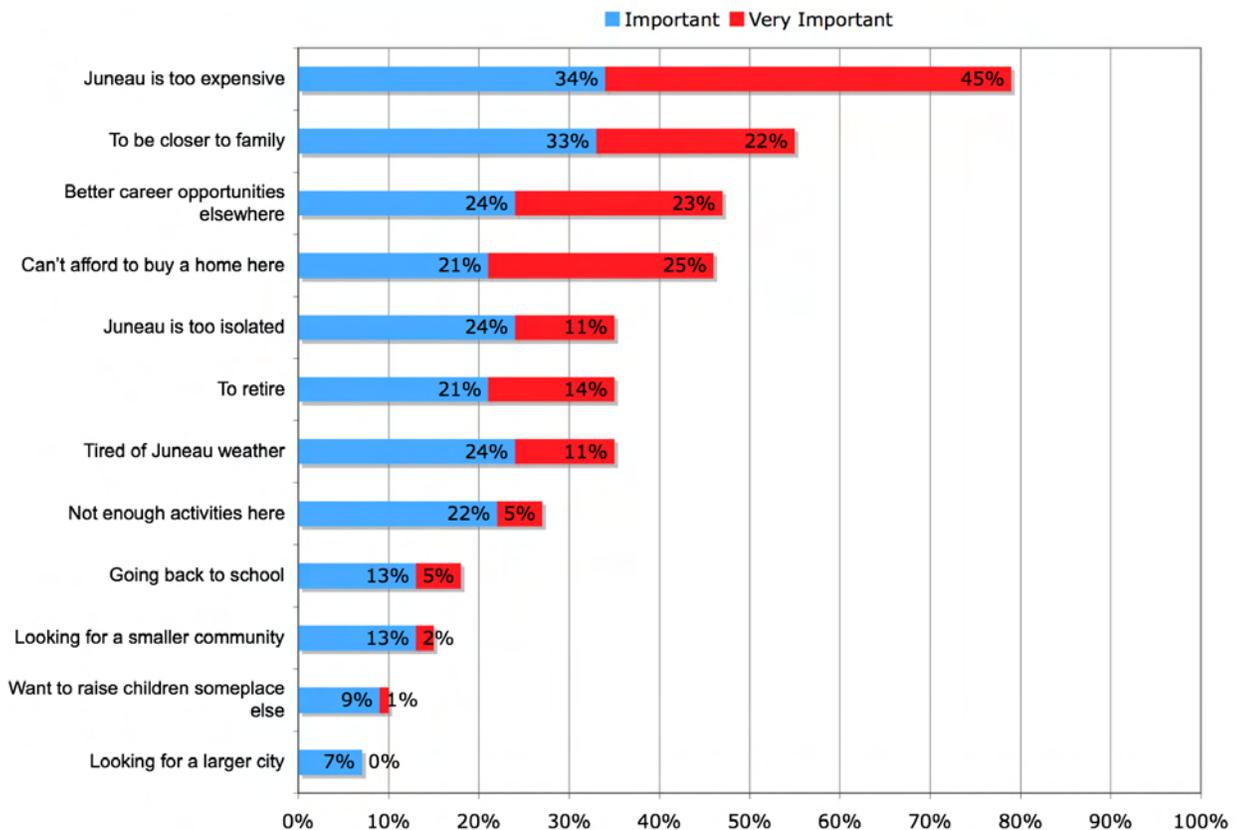
Why People Leave Juneau

Twenty-three percent of Juneau residents say they will leave in the next five years, with an additional 20 percent saying they might move away. The high cost of living in Juneau is cited as the number one reason for leaving.

- Of the 43 percent of Juneau residents who say they might move or will move away in the next five years, 79 percent say that the high cost of living in Juneau is a factor in that decision.
- Nearly one in four of the 43 percent of Juneau residents who are discussing moving say the expense associated with living in Juneau is the single key reason they are considering leaving.

I am going to read you a list of factors that may influence your plans to leave Juneau. Please tell me whether each factor is very important, important, not important or not at all important.

Base: might move away in the next five years; N = 132



- It is interesting to compare these figures to historical out-migration statistics. According to the Alaska Economic Trends and the US Census 2000, 27 percent of Juneau residents moved away from Juneau between 1995 and 2000. However, most of this outflow was replaced with a 22 percent influx of new people moving to Juneau.

- Length of residency is the key indicator in determining who might or will leave, with 61 percent of those who have lived in Juneau less than 10 years saying they might or will leave, versus 36 percent of those who have lived here more than 10 years.
- Younger residents are slightly more likely to leave in the next five years than older residents. Fifty-five percent of 18 to 34 years olds are considering leaving in the next 5 years compared to the 43 percent overall average.

Do you think you might move away from Juneau in the next five years?

% of Total	
Yes	23%
No	54
Maybe	20
Don't know/Refused	3

I am going to read you a list of factors that may influence your plans to leave Juneau.

Please tell me whether each factor is Very important, Important, Not important, or Not at all important.

Base: might move away in the next five years; N = 132

	Very Important	Important	Not Important	Not at all Important	Don't know/Not applicable
Better career opportunities elsewhere	23%	24%	39%	11%	3%
To be closer to family	22	33	33	11	2
Juneau is too isolated	11	24	43	20	2
To retire	14	21	35	20	11
Want to raise children someplace else	1	9	48	25	17
Looking for a larger city	0	7	56	35	3
Looking for a smaller community	2	13	60	24	2
Not enough activities here	5	22	51	21	2
Going back to school	5	13	52	24	8
Tired of Juneau weather	11	24	46	19	2
Juneau is too expensive	45	34	15	4	2
Can't afford to buy a home here	25	21	32	10	12

What is the single most important factor that may cause you to leave Juneau?
Base: might move away in the next five years; N = 132

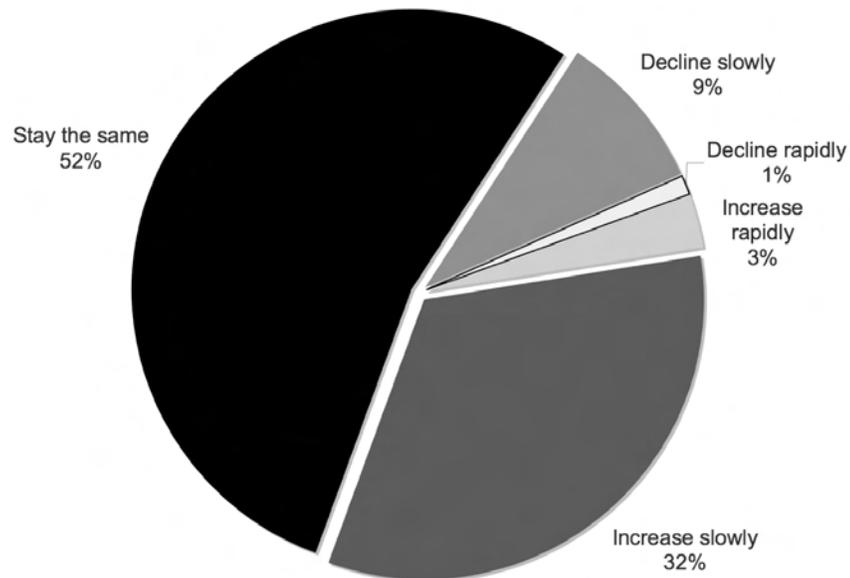
	% of those who might move away; n = 132
Juneau is too expensive	24%
Employment opportunities elsewhere	21
To be closer to family	12
Taxes	8
Tired of Juneau weather	6
Health reasons	5
Can't afford to buy a home here	3
Looking for a smaller city	2
Going back to school	2
Not enough activities to do here	2
Juneau is too isolated	2
Lack of quality education	2
Looking for a larger city	1
To retire	1
Other	7
Don't know/Refused	4

What Juneau Residents Think About the Economy

More than half of Juneau residents expect the economy of Juneau, along with their own household income levels, to stay about the same next year.

- Fifty-two percent of Juneau residents think the Juneau economy will stay at about the same level in the coming year. More than one-third of Juneau residents (35 percent) think the economy will increase.
- In 1993, the last year this survey was conducted, 35 percent of Juneau residents thought the economy would increase, 12 percent thought the economy would decrease, and 44 percent expected the economy to stay the same.

In the next year, do you expect Juneau's overall economy to decline slowly, decline rapidly, increase slowly, increase rapidly, or remain about the same?



- Fifty-two percent of Juneau residents expect their household income levels to remain the same in the coming year, with 36 percent expecting household earnings to be higher.
- In 1993, 43 percent of residents expected earnings to be higher, 43 percent thought household incomes levels would be the same, and eight percent expected their household income to be lower.
- Fifty-nine percent of Juneau residents think that Juneau businesses are currently doing about the same as they were last year, with 20 percent of Juneau residents feeling that businesses are doing better or much better.
- In 1993, 30 percent of Juneau residents thought businesses were doing better than in 1992, with 46 percent feeling that businesses were doing about the same. Twelve percent of Juneau residents in 1993 thought Juneau businesses were worse off than a year before.
- A sample of 33 local bellwether businesses revealed more positive comparisons to 2005, with more than half saying that business is up in 2006. Nearly all regional businesses surveyed (9 out of 10 total) also said their businesses were up.

In the next year, do you expect Juneau's overall economy to:

% of Total	
Increase rapidly	3%
Increase slowly	32
Stay the same	52
Decline slowly	9
Decline rapidly	1

Overall, compared to this time last year, how do you think businesses in Juneau are doing?

% of Total	
Much better	1%
Better	19
About the same	59
Worse	16
Much worse	1

Compared to 2005, do you expect your 2006 household income to be higher, lower, or about the same?

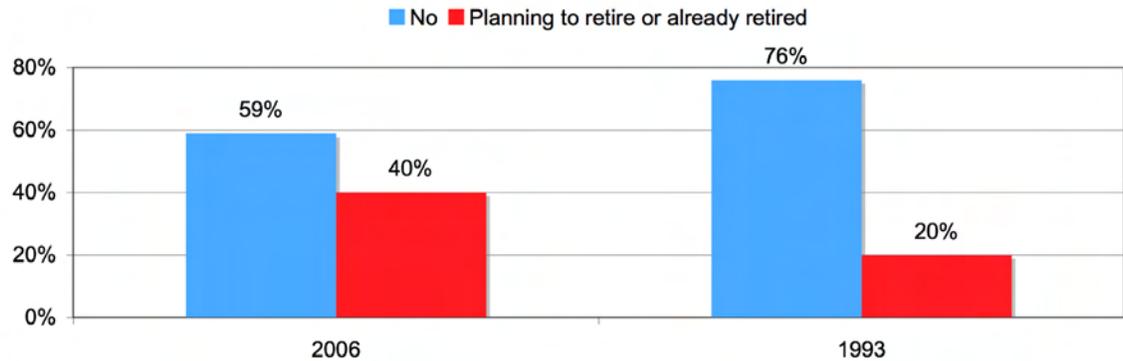
% of Total	
Higher	36%
Lower	10
About the same	52
Don't know/refused	2

Retirement

Two out of five Juneau households (40 percent) have a person who is retired or is planning to retire in the next five years.

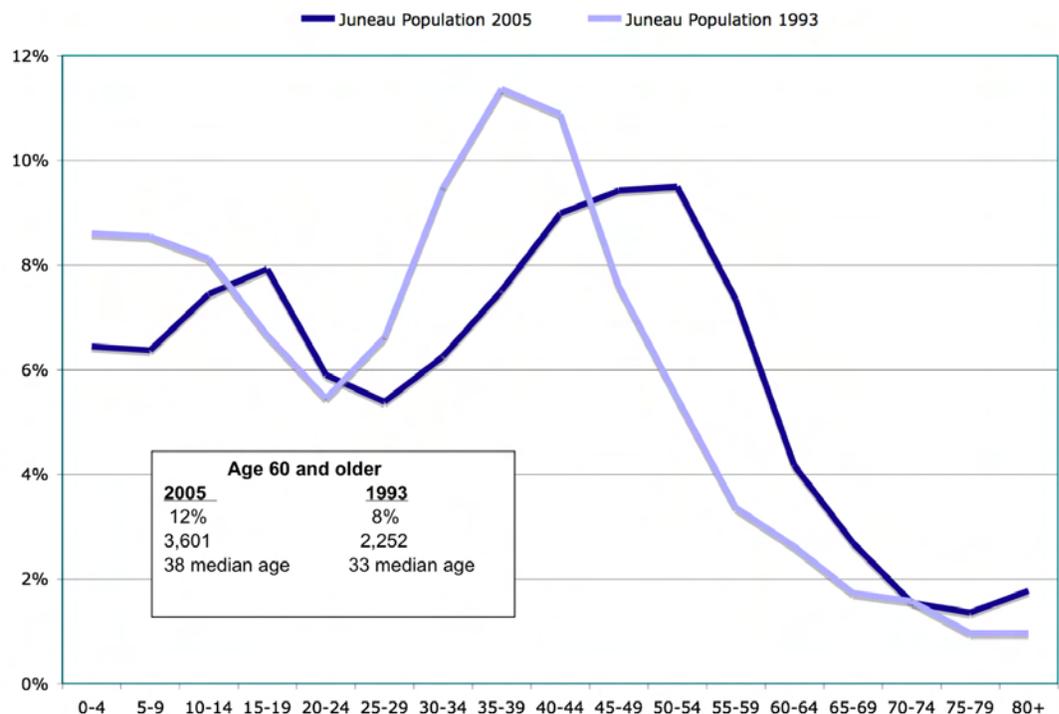
- When we asked the same question in 1993, only 20 percent of Juneau household expected to contain a retired person in the next five years.

Are you or any member of your household planning to retire in the next five years?



- Part of this shift can be explained by shifting demographics. In 1993, 8 percent of the Juneau population was 60 years or older and the median age was 33. In 2005, that percentage rose to 12 percent and the median age was 38.

Age of Juneau residents by percentage: 2005 and 1993



Source: Alaska Department of Labor and Workforce Development, Research & Analysis, Demographics Unit for 2005; Population Estimates Program, Population Division, U.S. Census Bureau for 1993

Are you or any member of your household planning to retire in the next five years?

	2006	1993
Yes	22%	18%
No	59	76
Already retired	19	2

Note: The 1993 survey included 260 respondents.

During retirement, does your household intend to maintain Juneau as the primary residence?

Base: household member retired/planning to retire; n = 121

	% of retired/ planning to retire
Yes	69%
No	16
Don't know	13
Refused	2

Job Satisfaction

Two-thirds of Juneau residents are very satisfied with their current job and three-quarters of Juneau residents foresee being in the same job a year from now.

- Those with lower incomes are less satisfied with their jobs than those with higher incomes. Just half of those living in a household with an income of \$75,000 or less were satisfied with their jobs, compared to 72 percent of those with an income of more than \$100,000.

How satisfied are you with your current job?

Base: Currently employed; n = 216

	% of those currently employed
Very satisfied	59%
Satisfied	29
Neutral	1
Dissatisfied	8
Very dissatisfied	1
Don't know/Refused	1

Do you see yourself in the same job a year from now?

Base: Currently employed; n = 216

	% of those currently employed
Yes	75%
No	19
Maybe	4
Refused	2

Housing

Ninety-three percent of Juneau residents over 65 years old own their own home compared to 41 percent of residents under 34 years old.

- A third of those renting anticipate trying to purchase their own homes in the next year.
- More than one in three households in Juneau (39 percent) have a person under the age of 25.
- More than one in three households in Juneau (37 percent) have a person over the age of 55.
- Nearly half (46 percent) of Juneau residents pay 30 to 50 percent of household income on rent or mortgage and utilities.

Can you estimate what percentage of your gross monthly household income is spent on rent or mortgage and utilities?

For this question, utilities include electricity, heating oil, gas, trash, water, and sewer.

% of Total	
Less than 30%	32%
30 to 50%	46
More than 50%	15
Don't know/refused	7

Do you own or rent your home?

% of Total	
Own	75%
Rent	22
Other	2
Refused	1

In the next 12 months, do you anticipate trying to purchase your own home?

Base: Renters; n = 67

% of Renters	
Yes	32%
No	66
Refused	2

In the next 12 months, do you anticipate trying to sell your home?

Base: Homeowners; n = 230

% of Homeowners	
Yes	8%
No	82
Maybe	10

On-line Shopping

Five out of six Juneau residents make purchases on-line, spending an average of \$2,700 per year per household.

- More than a third of those with an annual household income under \$35,000, or older than 65 years of age, do not use the Internet at all.

Do you use the Internet?

% of Total	
Yes	87%
No	11
Refused	2

Have you made a purchase on the Internet in the last 12 months?

Base: Internet users; n = 267

% of Internet Users	
Yes	87%
No	12
Refused	1

Can you estimate the total dollar value of your household's on-line purchases in the last 12 months?

Base: Internet shoppers; n = 227

% of Internet Shoppers	
\$1 to 500	37%
\$501 to 1000	13
\$1001 to 2500	19
\$2501 to 5000	20
\$5001 to 10,000	8
\$10,001+	3
Average	\$2,700
Median	\$1,000

Employment

Fourteen percent of Juneau households have a person out of work who would like to be working.

- Two-fifths (42 percent) of those who are out of work but would like to be working name health or personal reasons as the key reason they are not working.
- Citing health as the key reason for not working represents a shift from our 1993 survey in which 35 percent of those out of work cited lack of jobs as the key reason for being out of work. In that year, health was not listed among the top six categories of responses.

Compared to last year, are there more, less, or about the same number of employed persons in your household?

% of Total	
More	7%
Less	11
Same	82
Don't know/refused	1

Has the main wage earner in your household lost his or her job in the past 12 months?

% of Total	
Yes	7%
No	87
Not applicable	5
Don't know/refused	1

If yes, was that person able to find another job?

Base: Lost job; n = 22

% of households where wage earner lost job	
Yes	55%
No	36
Refused	9

If yes, was that new job outside the Juneau area?

Base: Found new job; n = 12

% of those that found new job	
Yes	25%
No	75

Is anyone in your household not working who would like to be working?

% of Total	
Yes	14%
No	85
Don't know/refused	1

Can you tell the main reason they did not find a job?

Base: Someone in household not working

% of households with non-working member	
Health related	21%
Personal	21
Lack of jobs	16
Not trying very hard	9
Lack of skills	7
Going to school	7
Lack of daycare	2
Job begins later	2
Overqualified	2
Don't know	9

JUNEAU AND SOUTHEAST BELLWETHER BUSINESS ECONOMIC SURVEY

In addition to the household survey, 33 Juneau businesses and 10 regional businesses were surveyed by telephone in April 2006. The study team selected businesses that are considered “bellwether” – that is, leader organizations whose performance and opinions can be used to gauge trends of the business community in general.

Because they were not selected randomly, these businesses should be considered “bellwether” respondents, rather than a representative sample of local and regional businesses. In addition, small sample sizes require caution in interpreting business survey results.

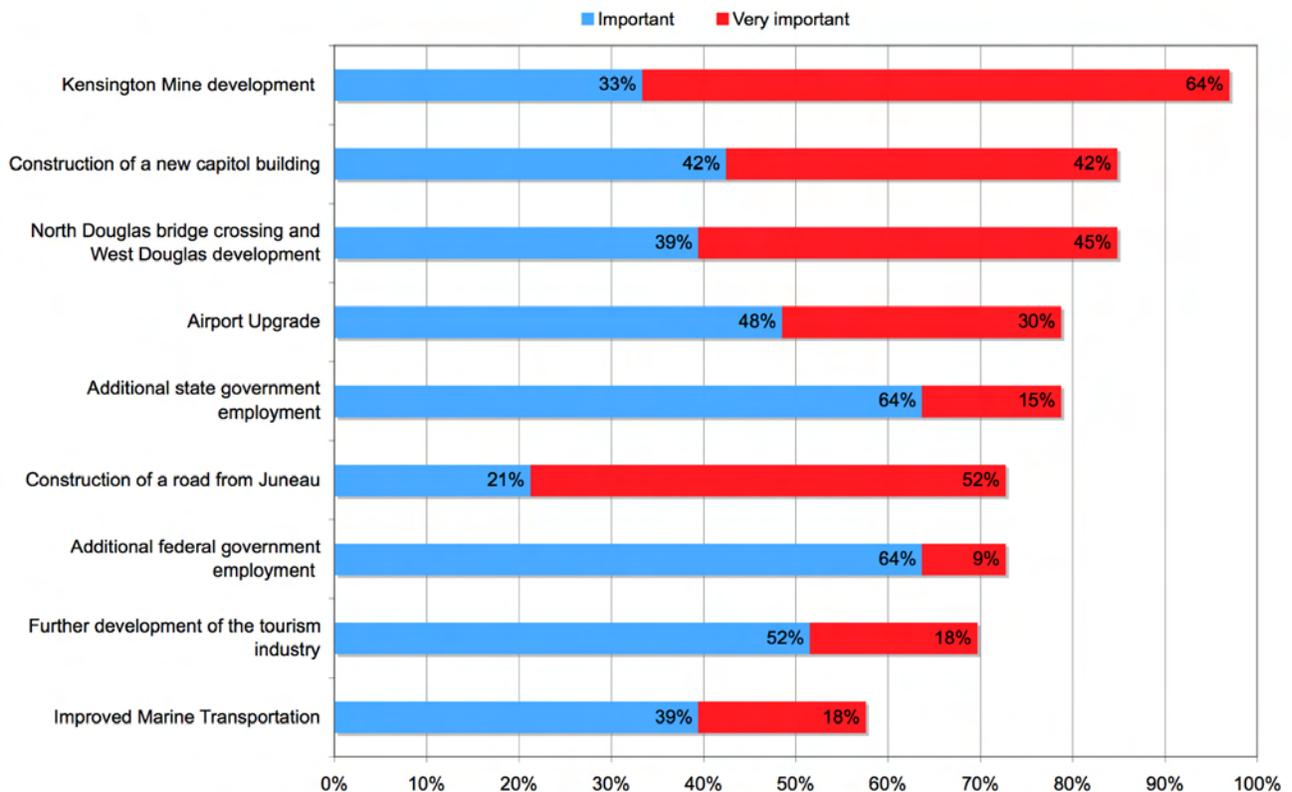
Projects and Developments

Juneau and Southeast businesses rated the Kensington mine as the project most important to Juneau’s economy, with 97 percent of Juneau businesses and all of Southeast businesses calling the project important or very important.

The Juneau Road

- More than half of Juneau businesses (52 percent) feel a road out of Juneau is very important to the economy with an additional 21 percent calling the road important.

Asked to Juneau businesses: How important are each of the following projects to Juneau’s economy?



Juneau Road (cont'd)

- Regional businesses felt even more strongly, with eight out of ten calling the road important or very important.
- These ratings contrast with the Juneau household survey, where the road was rated as less important to the economy with just 48 percent calling the road important or very important.

A New Capitol Building

- Eighty-four percent of Juneau businesses say that a new capitol is important or very important. Less than half of Juneau residents feel this project is important to the economy.

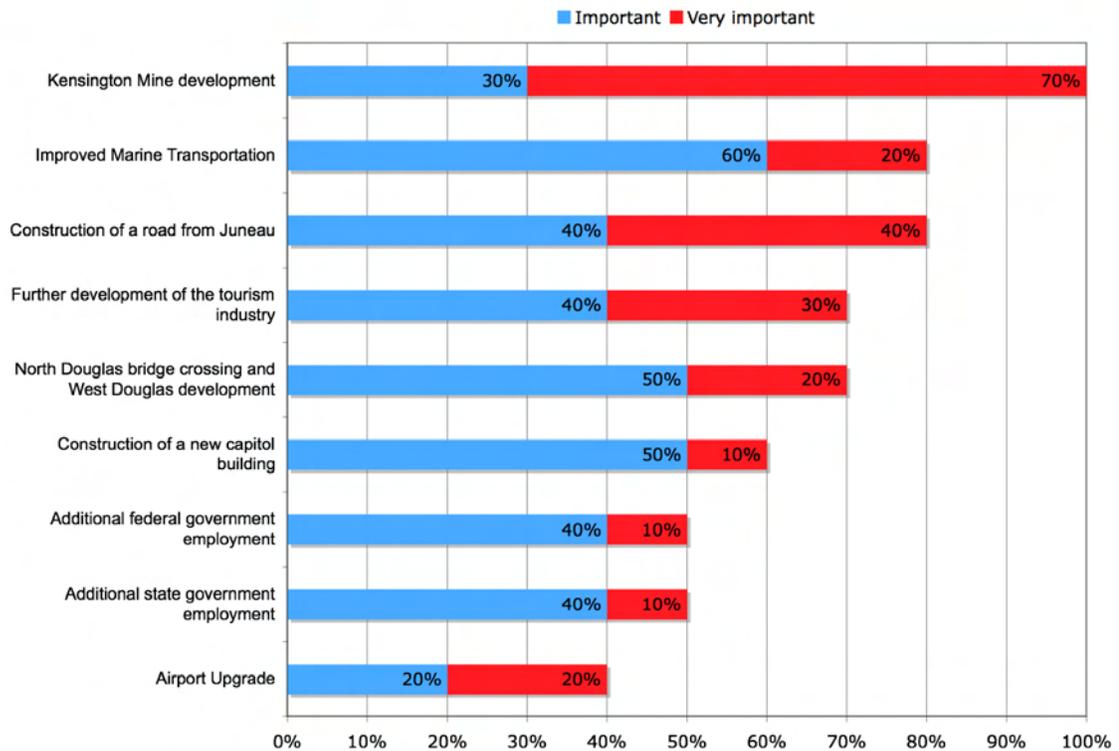
Improved Ferry Service

- Juneau businesses feel improved ferry service is the least important project among those listed with just 57 percent of the businesses community rating improved service as important or very important.
- This low rating of ferry service by Juneau businesses contrasts with the Juneau household and regional business surveys. More Juneau households rated improved ferry service and important or very important than any other project. Eight out of ten Southeast businesses rated improved ferry service as very important or important.

Asked to Juneau Businesses: How important are the following projects and developments to Juneau's economy?

	Very important	Important	Not important	Not at all important	Don't know/neutral
Additional state government employment	15%	64%	6%	3%	12%
Additional federal government employment	9	64	12	0	15
Kensington Mine development	64	33	3	0	0
Construction of a new capitol building	42	42	3	0	12
North Douglas bridge crossing and West Douglas development	45	39	6	0	9
Airport upgrade	30	48	12	3	6
Further development of the tourism industry	18	52	12	9	9
Construction of a road from Juneau	52	21	9	6	12
Improved ferry service	18	39	15	9	18

Asked to Regional Businesses: How important are each of the following projects to Juneau's economy?



Asked to Regional Businesses: How important are the following projects and developments to Juneau's economy?

	Very important	Important	Not important	Not at all important	Don't know/neutral
Additional state government employment	10%	40%	30%	20%	0%
Additional federal government employment	10	40	40	10	0
Kensington Mine development	70	30	0	0	0
Construction of a new capitol building	10	50	20	0	20
North Douglas bridge crossing and West Douglas development	20	50	10	20	0
Airport upgrade	20	20	30	10	20
Further development of the tourism industry	30	40	0	10	20
Construction of a road from Juneau	40	40	10	0	10
Improved ferry service	20	60	10	0	10

Primary Reasons and Advantages for Locating a Business in Juneau

Forty-two percent of businesses owners and managers surveyed said that the key reason they located their business in Juneau was because they choose to live here.

- Asked about the advantages of being located here, 21 percent of businesses say there is no economic advantage.
- The key advantage business owners and managers did cite was support from their customer base and working within long established businesses.
- The regional businesses surveyed located their businesses with the purpose of strategically serving the region or the State, although "I choose to live here" was also a frequent answer.

**What are your primary reasons for locating your business in Juneau?
What are the advantages?**

Key advantages	% of Total
Juneau is where I choose to live	42%
Customers here	33
No valid economic reason	21
Established market	15
Regional transportation hub	15
Great community	15
Regional economic hub	12
Great people	12
Service is Juneau specific	12
Cruise ships are here	9
Product is here	9
I'm from here	6
My family is here	6
Outdoor lifestyle	3
Best place in the world	3
No chain stores to compete with	3
Good place to raise kids	3
Small town atmosphere	3
Capital here	3

Key Barriers to Operating and Expanding a Juneau Business

The key barrier to operating a business in Juneau is finding quality employees who can afford to live here.

- Forty-two percent of Juneau businesses mentioned some aspect of attracting and retaining quality employees as a key barrier to doing business in Juneau.
- Lack of affordable housing was singled out as the number one reason that new employees are difficult to draw into the area. Competition with State benefit packages also makes it difficult for the private sector to attract and retain quality employees.

What are the key barriers to operating or expanding your business in Juneau?

Key Barriers	%	Key Barriers	%
Available skilled workforce	33%	Technology	6%
Freight costs	30	Freight logistics	6
Housing costs (for employees)	18	No local suppliers	3
CBJ Planning and Devel. Department	15	Space on air freight	3
Cost of doing business here high	15	Downtown historic rules not economic	3
Juneau has a slow growth economy	12	Property tax	3
Private environmental organizations	12	National companies coming into Juneau	3
Land/buildings are too expensive	9	Getting product	3
Competition with State for employees	9	Signs not allowed	3
Lack of road access	6	Parking	3
Permitting Issues	6	Customer base full	3
Uncertainty	6	Not enough tourists	3
Don't want to expand	6	Far from centers	3
Fuel prices	6	Lack of health care	3
Regressive local taxes	6	Lack of infrastructure	3
Labor costs	6	Bureaucracy	3
Weather	6	Travel costs	3
High cost of marketing	6	Homeland security	3

- Juneau businesses find Juneau an expensive climate in which to do business. About 40 percent of Juneau businesses remarked on costs specific to Juneau as a key barrier, with a third of Juneau businesses specifying freight costs as a key barrier to doing business here.
- Twenty-one percent of Juneau businesses mentioned the City and Borough of Juneau as a key barrier to operating or expanding business in Juneau, with the most intense comments in this area. Five businesses complained that CBJ policies and personalities have stood in the way of business expansion or success.

- Environmental groups were also named by four businesses as a top barrier to doing business in Juneau.
- Three out of ten regional Southeast Alaska businesses said that finding good employees was the number one barrier to operating a successful business. Two out of ten mentioned housing costs and the State government as barriers.

The Economic Outlook of Juneau Businesses for 2006 and 2007

More than half of Juneau businesses and nine out of ten regional businesses say that business in 2006 is up from 2005.

- Seventy-two percent of Juneau businesses and eight out of ten regional businesses expect business to do even better next year.
- Two-thirds of Juneau businesses have capital improvements planned in the near future, with three businesses surveyed planning improvements valued between 20 and 40 million dollars. The percentage of businesses planning capital improvements is higher than for most past years of this survey.
- Six out of ten regional businesses have capital improvements planned.

Juneau Businesses:

Do you plan to undertake any capital improvements in the near future?

(i.e. major equipment purchases, renovations, new building, etc.)

	2006	1993	1990	1989	1988	1987
Yes	67%	42%	59%	74%	58%	39%
No	33	58	41	26	42	61

**What is the economic outlook for your organization in the next year?
Do you expect your business to do better, much better,
worse, much worse, or about the same as you are doing now?**

	Juneau Businesses	Regional Businesses
Better	48%	70%
Much Better	24	10
Same	21	10
Worse	6	10
Much worse	0	0

How is business for 2006 (sales etc.)

Is it: up, down or about the same as for the same period last year?

	Juneau Businesses	Regional Businesses
Up	55%	90%
Down	9	10
Same	33	0
Refused	3	0

**How is business for your market or type of business in Juneau for 2006? Is it:
up, down, or about the same as for the same period last year?**

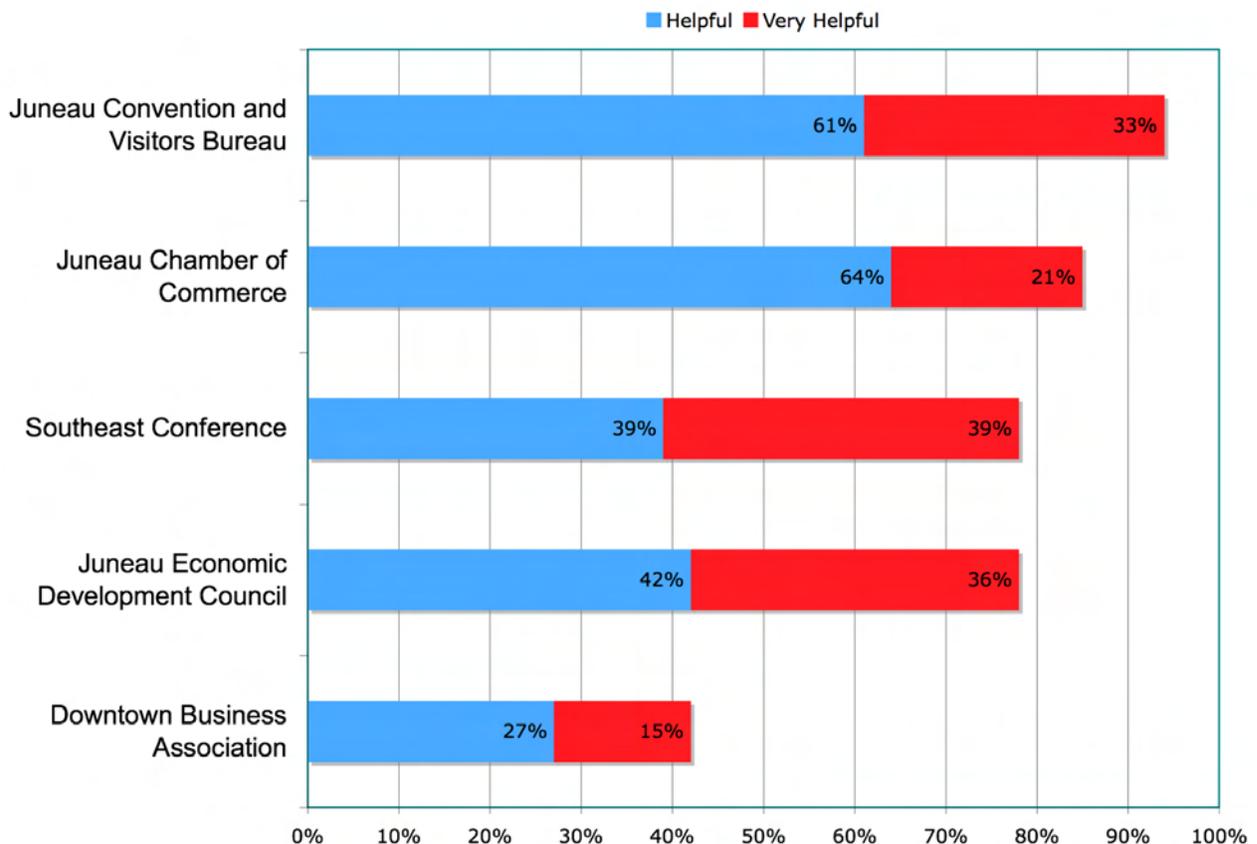
	Juneau Businesses	Regional Businesses
Up	30%	50%
Down	6	20
Same	39	20
Don't know/not applicable	24	10

Juneau’s Economic Development Organizations

In the business survey, more businesses (94 percent) rated the Juneau Convention and Visitor’s Bureau as helpful or very helpful to Juneau’s economy than any other.

- Eighty-five percent of Juneau’s businesses rated the Juneau Chamber of Commerce as “helpful” or “very helpful.”
- The Juneau Economic Development Council (JEDC) and the Southeast Conference each were rated as helpful or very helpful by 78 percent of the business community; however, each had a relatively high “very helpful” rating, with Southeast Conference receiving the highest “very helpful” rating of all the organizations listed.

Asked to Juneau Businesses: How helpful are each of the following organizations? Is it helpful, very helpful, not helpful, or not at all helpful?



- Nearly half of the Juneau businesses said that they knew too little about the Juneau Downtown Business Association organization to rate it at all.
- A few respondents noted that JEDC has the potential to be more helpful than it is currently. They noted that JEDC has an excellent staff and great programs – but local business do not take as much advantage of JEDC as they could.

How helpful are the following local organizations Juneau's economy?

	Very Helpful	Helpful	Not Helpful	Not at all helpful	Don't know enough to rate
Juneau Convention and Visitors Bureau	33%	61%	0%	3%	3%
Juneau Chamber of Commerce	21	64	6	6	3
Juneau Economic Development Council	36	42	6	0	15
Southeast Conference	39	39	0	6	15
Downtown Business Association	15	27	3	9	45

Local Purchases

Juneau businesses buy an average of 41 percent of the goods and supplies needed to run their organizations locally. Regional businesses buy just 27 percent of their goods in Southeast Alaska.

- Juneau businesses are supportive of other businesses, with most saying that they try to purchase as much of their supplies locally as possible.
- Twenty-one percent of Juneau businesses purchase more than 75 percent of their goods locally. However, availability of local supplies was a problem for most businesses, with 42 percent of businesses purchasing less than 10 percent of their goods locally.

What percentage of your goods are purchased from local suppliers?

	Juneau Businesses	Regional Businesses
0 to 10%	42%	50%
11 to 25%	3	20
26 to 50%	24	10
51 to 75%	6	10
76 to 100%	21	10
Average	41	27

Leasing Business Space

Forty-five percent of Juneau businesses and 70 percent of regional businesses own at least some of the buildings that house their operations.

- More than half of Juneau businesses (55 percent) rent the buildings that house their organizations, with an additional 12 percent renting part of their space.
- Rental percentages are higher than expected, considering that the Juneau businesses interviewed had been in Juneau an average of 33 years each.

- Several Juneau businesses noted that buying is not possible in today's real estate market.
- Half of the regional businesses interviewed own their business space, with an additional 20 percent owning at least part of their business space.

Do you own or lease your space?

	Juneau Businesses	Regional Businesses
Own	33%	50%
Lease	55	30
Both	12	20

Employees

Among businesses surveyed, payroll costs increased while employee numbers remained relatively flat.

- Just over a quarter of the businesses surveyed (27 percent) have more employees in 2006 than in 2005. However, 82 percent of Juneau businesses say that employee costs increased from 2005 to 2006, mostly due to taxes.

In the last year has your total number of employees increased, decreased or stayed about the same?

	Juneau Businesses	Regional Businesses
Increased	27%	40%
Decreased	12	0
Same	61	60

Has your total payroll in the last year increased, decreased or stayed about the same?

	Juneau Businesses	Regional Businesses
Increased	82%	90%
Decreased	9	0
Same	9	10

This chapter shows the demographic characteristics of the survey sample. Results are compared to Census data, where available. Close correspondence to Census data indicates a high degree of integrity in the survey sample.

Juneau Households

The average age of respondents was 50 years. In terms of age, the survey sample is slightly older than the Juneau adult population. This could be because older respondents are more likely to be home in the evenings when surveys are typically conducted. According to 2006 Alaska Department of Labor data, about 28 percent of the adult population is between 18 and 34, compared to 14 percent of the survey sample. Department of Labor data shows about 27 percent of the adult population is over 55 years of age, compared to 36 percent of the survey sample.

Age of Respondent Survey Sample and Alaska Dept. of Labor Figures
(Only 18 and older surveyed)

	Age of Respondent	ADOL Age Data 2006
Under 25	5%	12%
25 to 34	9	16
35 to 44	20	22
45 to 54	29	25
55 to 64	22	15
65+	14	12
Refused	2	
Average age of respondent	50 years	

Respondents reported an average length of residence in Juneau of 23 years.

Juneau Residency in Years

	% of Total
1 to 2	6%
3 to 5	10
6 to 10	13
11 to 20	20
21 to 30	21
31 to 40	14
41 to 50	7
51+	8
Refused	1
Average	23 years

The employment status of respondents correlated almost exactly with 2000 US Census figures, with 70 percent of respondents currently employed.

Employment Status

	Survey Respondents	2000 Census
Yes	70%	71%
No	28	29
Refused	2	na

The survey included a higher ratio of homeowners compared to census statistics, with three-quarters of respondents owning their own homes compared to two-thirds of Juneau residents according to the 2000 US Census.

Home Ownership versus Rentals

	Survey Respondents	2000 Census
Own	75%	64%
Rent	22	36
Other	2	na
Refused	1	na

Respondents reported an average of 2.8 residents per household, which correlates closely with the US Census 2000 average of 2.6.

Persons Per Household

	% of Total
One	13%
Two	41
Three	21
Four	15
Five	8
Six or more	7
Average	2.8

The main wage earner from the households in the survey are just as likely to be private sector jobs (35 percent) as in State government jobs; however, the secondary wage earners are more likely to have private sector employment (37 percent).

Primary and Secondary Wage Earner's Employment

	Primary Wage Earner	Secondary Wage Earner
Private sector	35%	37%
State Government	35	20
Retired	18	13
Federal Government	12	12
Disabled	2	2
Unemployed	1	1
Student	na	1
Homemaker	na	6
Refused	1	1

Forty-one percent of households contacted have an annual household income between \$50,000 and \$100,000. The median household income according to the 2000 US Census was \$62,000.

Annual Household Income

	% of Total
Less than \$15,000	3%
\$15,000 to \$25,000	6
\$25,001 to \$35,000	8
\$35,001 to \$50,000	14
\$50,001 to \$75,000	20
\$75,001 to \$100,000	21
\$100,001 to \$150,000	16
\$150,000+	5
Don't know/refused	9

The Juneau population is equally divided between males and females. The household survey captured 9 percent more women than men; however, there was little statistical difference in the answers to the household survey questions between the two groups.

Gender

	Survey Respondents	2000 Census
Male	45%	50%
Female	54	50

Juneau and Southeast Businesses

Juneau businesses interviewed have an average of 58 employees, while the regional businesses interviewed have an average of 94 employees.

How many employees do you currently have?

	Juneau Businesses	Regional Businesses
1 to 4	9%	10%
5 to 9	18	0
10 to 19	15	30
20 to 49	18	10
50 to 99	24	10
100 to 249	9	30
250 +	6	10
Average	58 employees	94 employees

The Juneau businesses interviewed tended to be longstanding, with an average business span in Juneau of 33 years. Regional businesses averaged 19 years in operation in Southeast Alaska.

How many years has your business been in Juneau/Southeast?

	Juneau Businesses	Regional Businesses
0 to 5 years	3%	30%
6 to 15 years	18	20
16 to 25 years	24	20
26 to 50 years	33	30
51 years plus	21	0
Average	33 years	19 years

Just over half of the customers served by local Juneau businesses are themselves local, with nearly a quarter of business occurring on a statewide level, 16 percent national and 10 percent international. Among regional businesses, 62 percent of their business occurs in Southeast Alaska.

What percentage of your business is local, statewide, national, and international?

	Juneau Businesses	Regional Businesses
Local	51%	62%
Statewide	23	18
National	16	15
International	10	9

See attached.

Juneau Household Economic Benchmark Survey

PHONE # _____

SURVEY # _____

INTERVIEWER NAME _____

DATE _____

Hello, this is _____ with the McDowell Group, an Alaska research firm. We're gathering community information and opinions for the Juneau Economic Development Council. I'd like to ask you a few questions.

1. In what year were you born? 19____ (If 1988 or after, ask for adult.)

2. How many years have you been a resident of Juneau?
 _____ (If less than one year ask for another adult, If none available thanks and end survey)

[Read] Next I am going to ask you some questions regarding Juneau's economy

3. In the next year, do you expect Juneau's overall economy to: (Read 1-5)

- 01 Decline slowly 03 Increase slowly 05 Remain 97 Don't know
 02 Decline rapidly 04 Increase rapidly about the same 99 Refused

4. Overall, compared to this time last year, how do you think businesses in Juneau are doing? Are they doing: (Read 1-5)

- 1 Better 03 Worse 05 About the same 97 Don't know
 02 Much better 04 Much worse 99 Refused

5. For each of the following local projects and developments please tell me whether you think they are Very important, Important, Not important or Not at all important to Juneau's economy?

(READ LIST, ROTATE)	01 <i>Very important</i>	02 <i>Important</i>	03 <i>Not important</i>	04 <i>Not at all important</i>	97 <i>Don't know</i>	99 <i>Refused</i>
a. Additional state government employment	01	02	03	04	97	99
b. Additional federal government employment	01	02	03	04	97	99
c. Kensington Mine development	01	02	03	04	97	99
d. Construction of a new capitol building	01	02	03	04	97	99
e. North Douglas bridge crossing and West Douglas development	01	02	03	04	97	99
f. Airport upgrades	01	02	03	04	97	99
g. Further development of the visitor industry	01	02	03	04	97	99
h. Construction of a road to/from Juneau	01	02	03	04	97	99
i. Improved ferry service	01	02	03	04	97	99

[Read] Now I would like to ask you a few questions about employment.

6. Compared to last year, are there more, less, or about the same number of employed persons in your household?

- 01 More
02 Less
03 About the same
97 Don't know
99 Refused

7. Has the primary wage earner in your household lost his or her job in the past 12 months?

- 01 Yes
02 No (Skip to #8)
99 Refused (Skip to #8)
00 Does Not Apply (Skip to #8)

7a. Was that person able to find another job?

- 01 Yes
02 No (Skip to #8)
99 Refused (Skip to #8)

7b. Was that new job outside the Juneau area?

- 01 Yes
02 No
99 Refused

8. Is anyone in your household not working who would like to be working?

- 01 Yes
02 No (Skip to #9)
97 Don't know (Skip to #9)
99 Refused (Skip to #9)

8a. Can you tell the main reason they have not found a job?

- 01 Lack of jobs
02 Lack of construction jobs
03 Lack of skills
04 Lack of daycare
05 Health related
06 Personal
97 Don't know
99 Refused
98 Other _____
-

09. Are you currently employed?

- 01 Yes
02 No (Skip to #10)
99 Refused (Skip to #10)

9a. How satisfied are you with your current job? (Read 1-4)

- 01 Very satisfied
02 Satisfied
03 Dissatisfied
04 Very dissatisfied
05 Neutral
97 Don't know
99 Refused

9b. Do you see yourself in the same job a year from now?

- 01 Yes
02 No
03 Maybe
97 Don't know
99 Refused

10. Are you or any member of your household planning to retire in the next 5 years?

- 01 Yes
02 No (Skip to #11)
03 Already retired
99 Refused (Skip to #11)

10a. During retirement, does your household intend to maintain your primary residence in Juneau?

- 01 Yes
02 No
97 Don't know
99 Refused

11. Next I would like to ask you why you choose to live in Juneau. Can you please tell me whether each of the following factors are Very important, Important, Not important or Not at all important to your household's decision to live in Juneau?

(READ LIST, ROTATE)	01 <i>Very important</i>	02 <i>Important</i>	03 <i>Not important</i>	04 <i>Not at all important</i>	05 <i>Not applicable</i>	97 <i>Don't know</i>	99 <i>Refused</i>
a. Employment opportunities	01	02	03	04	05	97	99
b. Friends and family live in Juneau	01	02	03	04	05	97	99
c. The quality of life in Juneau	01	02	03	04	05	97	99
d. Public recreational opportunities – such as Eaglecrest, the Swimming Pool, the Treadwell Arena ice rink.	01	02	03	04	05	97	99
e. Other outdoor recreational opportunities – such as fishing, boating, hunting, camping etc.	01	02	03	04	05	97	99
d. Arts and entertainment opportunities	01	02	03	04	05	97	99
f. Raising a family	01	02	03	04	05	97	99
g. Quality of available education	01	02	03	04	05	97	99

12. What is the single most important reason that you live in Juneau? (Do not read)

- 01 Employment opportunities
- 02 Friends and family live in Juneau
- 03 Other outdoor recreational opportunities – such as fishing, boating, hunting, camping etc.
- 04 Arts and entertainment opportunities
- 05 I grew up here
- 06 Public recreational opportunities – such as Eaglecrest ski area, the Swimming Pool, the Treadwell Arena ice rink etc.
- 07 The quality of life in Juneau
- 08 To raise a family
- 09 Scenic beauty
- 10 Small town atmosphere
- 08 Safe
- 97 Don't know
- 99 Refused
- 98 Other _____

13. If you were trying to describe Juneau to a non-resident, what key words would you use to describe Juneau's positive qualities? (Do not read)

- 01 Scenic beauty
- 02 Capital city
- 03 On the ocean
- 12 Isolated/remote
- 04 The great outdoors
- 05 Glaciers
- 06 Mountains
- 13 Clean environment
- 07 Small town atmosphere
- 08 Cultural/arts
- 09 Friendly people
- 14 Quiet/peaceful
- 10 Safe
- 97 Don't know
- 99 Refused
- 15 Employment opps
- 98 Other _____

14. The Juneau Economic Development Council is interested in finding out why people choose to leave Juneau. Do you think you might move away from Juneau in the next 5 years?

01 Yes

03 Maybe

97 Don't know (Skip to #17)

02 No (Skip to #17)

99 Refused (Skip to #17)

15. I am going to read you a list of factors that may influence your plans to leave Juneau. Please tell me whether each factor is Very important, Important, Not important, or Not at all important.

(READ LIST, ROTATE)	01 <i>Very important</i>	02 <i>Important</i>	03 <i>Not important</i>	04 <i>Not at all important</i>	05 <i>Not applicable</i>	97 <i>Don't know</i>	99 <i>Refused</i>
a. Better career opportunities elsewhere	01	02	03	04	05	97	99
b. To be closer to family	01	02	03	04	05	97	99
c. Juneau is too isolated	01	02	03	04	05	97	99
d. To retire	01	02	03	04	05	97	99
e. Want to raise children someplace else	01	02	03	04	05	97	99
f. Looking for a larger city	01	02	03	04	05	97	99
g. Looking for a smaller community	01	02	03	04	05	97	99
h. Not enough activities here	01	02	03	04	05	97	99
i. Going back to school	01	02	03	04	05	97	99
j. Tired of Juneau weather	01	02	03	04	05	97	99
k. Juneau is too expensive	01	02	03	04	05	97	99
l. Can't afford to buy a home here	01	02	03	04	05	97	99

16. What is the single most important factor that may cause you to leave Juneau? (Do not read)

01 Employment/ career opportunities elsewhere

04 To retire

07 Looking for a smaller community

10 Tired of Juneau weather

02 To be closer to family

05 Want to raise children someplace else

08 Not enough activities here

11 Can't afford to buy a home here

03 Juneau is too isolated

06 Looking for a larger city

9 Going back to school

12 Juneau is too expensive

13 Health reasons

14 Taxes

97 Don't know

99 Refused

98 Other _____

[Read] Next I would like to ask you about housing and household spending in Juneau.

17. Do you own or rent your home?

- 01 Rent (Skip to #17a)
- 02 Own (Skip to #17b)
- 99 Refused (Skip to #18)
- 98 Other (Skip to #18)

17a. In the next 12 months do you anticipate trying to purchase your own home?

- 01 Yes (Skip to #18)
- 02 No (Skip to #18)
- 99 Refused (Skip to #18)

17b. In the next 12 months do you anticipate trying to sell your home?

- 01 Yes
- 02 No
- 03 Maybe
- 99 Refused

18. Can you estimate what percentage of your gross monthly household income is spent on rent or mortgage and utilities? For this question utilities include electricity, heating oil, propane, trash, water, and sewer. Would you estimate you spend less than 30 percent, 30-50 percent or more than 50 percent on housing and utilities?

- 01 Less than 30%
- 02 30-50%
- 03 More than 50%
- 97 Don't know
- 99 Refused

19. Do you use the internet?

- 01 Yes
- 02 No (Skip to #20)
- 99 Refused (Skip to #20)

19a. Have you made a purchase on the internet in the last 12 months?

- 01 Yes
- 02 No (Skip to #20)
- 99 Refused (Skip to #20)

19b. Can you estimate the total dollar value of your households on-line purchases in the last 12 months?

- \$ _____
- 97 Don't know
- 99 Refused (Skip to #16)

[Read] I have just a few more questions for demographic purposes.

20. How many persons, including yourself, live in your household for at least six months of the year?

21. Can you please tell me the ages of the other members of your household?

22. Please stop me at the category that best describes the main type of employment for the primary wage earner in your household? (Pause) If there is a second wage earner in the household, please stop me at the category that best describes their main type of employment? (Circle 1 for primary or 2 secondary earner)

- | | | | | | | | |
|---|---|----|---|---|---|----|------------|
| 1 | 2 | 01 | Federal government (military, Coast Guard) | 1 | 2 | 06 | Homemaker |
| 1 | 2 | 02 | State government | 1 | 2 | 07 | Retired |
| 1 | 2 | 03 | Local (CBJ) government (police, city employees, teachers) | 1 | 2 | 08 | Unemployed |
| 1 | 2 | 04 | Private sector employment | 1 | 2 | 09 | Disabled |
| 1 | 2 | 05 | Student | 1 | 2 | 97 | Don't know |
| | | | | 1 | 2 | 99 | Refused |

23. Compared to 2005, do you expect your 2006 household income to be higher, lower, or about the same?

- 01 Higher
- 02 Lower
- 03 About the same
- 97 Don't know
- 99 Refused

24. Last question, please stop me at the category that best describes your annual household income.

- 01 Less than \$15,000
- 02 \$15,000 to \$25,000
- 03 \$25,000 to \$35,000
- 04 \$35,000 to \$50,000
- 05 \$50,000 to \$75,000
- 06 \$75,000 to \$100,000
- 97 \$100,000 to \$150,000
- 98 Over \$150,000
- 99 Don't know
- 99 Refused

Thank and end survey

25. Gender 01 Male 02 Female 97 Don't know