

3Rd Quarter, 2017

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and promote economic development*



AEDC
Anchorage Economic
Development Corporation

Economic Overview

Kenai Peninsula Borough, Alaska



DEMOGRAPHIC PROFILE	3
EMPLOYMENT TRENDS.....	5
UNEMPLOYMENT RATE	5
WAGE TRENDS	6
COST OF LIVING INDEX	6
INDUSTRY SNAPSHOT.....	7
OCCUPATION SNAPSHOT.....	9
INDUSTRY CLUSTERS	11
EDUCATION LEVELS	11
GROSS DOMESTIC PRODUCT.....	12
FAQ.....	13

This report is produced by the Anchorage Economic Development Corporation (AEDC) on behalf of the Kenai Peninsula Borough Economic Development District (KPEDD). Data has been compiled using JobsEQ (www.chmuraecon.com/jobseq) and AlaskaProspector.com (www.alaskapro prospector.com).

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Demographic Profile

In 2016, the population in Kenai Peninsula Borough, Alaska was 58,506. Between 2006 and 2016, the region's population grew at an annual average rate of 1.1%.

The region has a civilian labor force of 28,290 with a participation rate of 62.1%. Of individuals 25 to 64 in Kenai Peninsula Borough, Alaska, 21.6% have a bachelor's degree or higher which compares with 31.3% in the nation.

The median household income in Kenai Peninsula Borough, Alaska is \$63,684 and the median house value is \$219,100.

Summary ¹						
	Percent			Value		
	Kenai Peninsula Borough, Alaska	Alaska	USA	Kenai Peninsula Borough, Alaska	Alaska	USA
Demographics						
Population ⁶	—	—	—	58,506	741,894	323,127,513
Population Annual Average Growth ⁶	1.1%	0.9%	0.8%	625	6,659	2,474,760
Median Age ^{2,4}	—	—	—	40.6	33.8	37.2
Under 18 Years ⁴	23.7%	26.4%	24.0%	13,111	187,378	74,181,467
18 to 24 Years ⁴	8.3%	10.5%	9.9%	4,574	74,881	30,672,088
25 to 34 Years ⁴	11.4%	14.5%	13.3%	6,290	103,125	41,063,948
35 to 44 Years ⁴	12.4%	13.1%	13.3%	6,855	92,974	41,070,606
45 to 54 Years ⁴	17.2%	15.6%	14.6%	9,527	111,026	45,006,716
55 to 64 Years ⁴	15.8%	12.1%	11.8%	8,767	85,909	36,482,729
65 to 74 Years ⁴	7.3%	5.0%	7.0%	4,064	35,350	21,713,429
75 Years, and Over ⁴	4.0%	2.8%	6.0%	2,212	19,588	18,554,555
Race: White ⁴	84.6%	66.7%	72.4%	46,857	473,576	223,553,265
Race: Black or African American ⁴	0.5%	3.3%	12.6%	269	23,263	38,929,319
Race: American Indian and Alaska Native ⁴	7.4%	14.8%	0.9%	4,081	104,871	2,932,248
Race: Asian ⁴	1.1%	5.4%	4.8%	631	38,135	14,674,252
Race: Native Hawaiian and Other Pacific Islander ⁴	0.2%	1.0%	0.2%	119	7,409	540,013
Race: Some Other Race ⁴	0.6%	1.6%	6.2%	336	11,102	19,107,368
Race: Two or More Races ⁴	5.6%	7.3%	2.9%	3,107	51,875	9,009,073
Hispanic or Latino (of any race) ⁴	3.0%	5.5%	16.3%	1,641	39,249	50,477,594
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	62.1%	67.7%	63.3%	28,290	382,393	158,897,824
Armed Forces Labor Force	0.3%	3.0%	0.4%	137	16,684	1,015,464
Veterans, Age 18-64	9.1%	10.8%	5.5%	3,303	50,194	10,750,884
Median Household Income ²	—	—	—	\$63,684	\$72,515	\$53,889
Per Capita Income	—	—	—	\$31,537	\$33,413	\$28,930
Poverty Level (of all people)	10.0%	10.2%	15.5%	5,558	72,957	47,749,043

Summary ¹						
	Percent			Value		
	Kenai Peninsula Borough, Alaska	Alaska	USA	Kenai Peninsula Borough, Alaska	Alaska	USA
Households Receiving Food Stamps	9.0%	10.5%	13.2%	1,938	26,466	15,399,651
Mean Commute Time (minutes)	—	—	—	19.7	19.0	25.9
Commute via Public Transportation	0.7%	1.6%	5.1%	178	5,849	7,362,038
Union Membership ³	19.7%	19.2%	10.7%	—	—	—
Educational Attainment, Age 25-64						
No High School Diploma	6.1%	6.6%	11.8%	1,908	26,191	19,736,243
High School Graduate	34.2%	28.2%	26.4%	10,727	112,476	43,982,863
Some College, No Degree	29.5%	28.7%	21.7%	9,244	114,483	36,187,232
Associate's Degree	8.7%	8.6%	8.8%	2,730	34,333	14,742,654
Bachelor's Degree	14.2%	18.3%	19.9%	4,470	72,819	33,245,950
Postgraduate Degree	7.4%	9.6%	11.4%	2,307	38,432	18,952,103
Housing						
Total Housing Units	—	—	—	30,671	308,261	133,351,840
Median House Value (of owner-occupied units) ²	—	—	—	\$219,100	\$250,000	\$178,600
Homeowner Vacancy	2.6%	1.7%	1.9%	425	2,817	1,492,691
Rental Vacancy	9.1%	6.2%	6.4%	598	6,207	2,949,366
Renter-Occupied Housing Units (% of Occupied Units)	27.5%	36.6%	36.1%	5,919	91,913	42,214,214
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	6.3%	9.6%	9.1%	1,363	23,982	10,628,474
Social						
Enrolled in Grade 12 (% of total population)	1.5%	1.6%	1.4%	880	11,844	4,451,334
Disconnected Youth ⁵	4.0%	3.6%	3.0%	117	1,412	518,859
Children in Single Parent Families (% of all children)	26.4%	32.6%	34.8%	3,350	58,377	24,408,909
With a Disability, Age 18-64	12.3%	10.0%	10.3%	4,336	45,917	19,985,588
With a Disability, Age 18-64, Labor Force Participation Rate and Size	40.6%	50.4%	41.0%	1,762	23,163	8,185,456
Foreign Born	2.8%	7.4%	13.2%	1,597	54,047	41,717,420
Speak English Less Than Very Well (population 5 yrs and over)	2.0%	4.9%	8.6%	1,067	33,509	25,410,756

Source: [JobsEQ®](#)

1. ACS 2011-2015, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. 2016; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

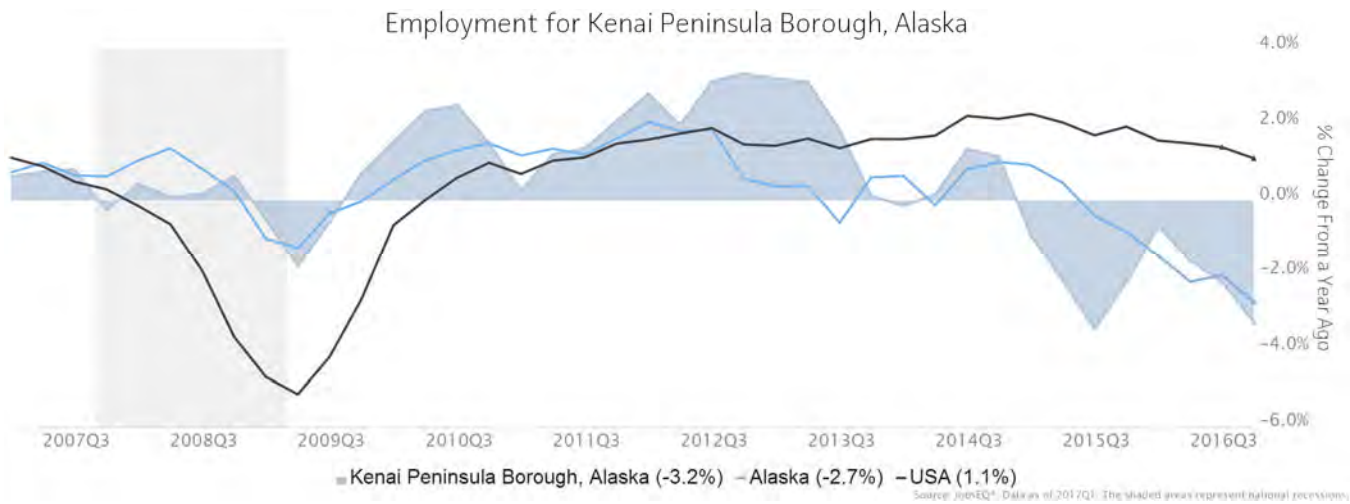
4. Census 2010

5. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

6. Census 2016, annual average growth rate since 2006

Employment Trends

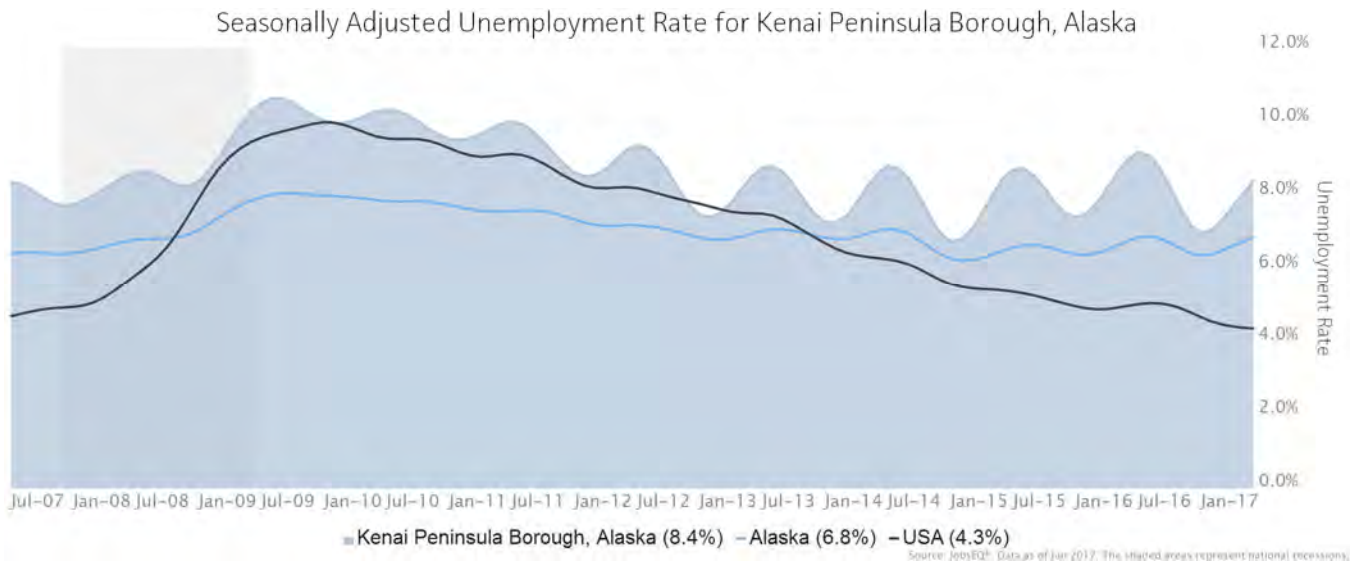
As of 2017Q1, total employment for Kenai Peninsula Borough, Alaska was 22,418 (based on a four-quarter moving average). Over the year ending 2017Q1, employment declined 3.2% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2016Q3 with preliminary estimates updated to 2017Q1.

Unemployment Rate

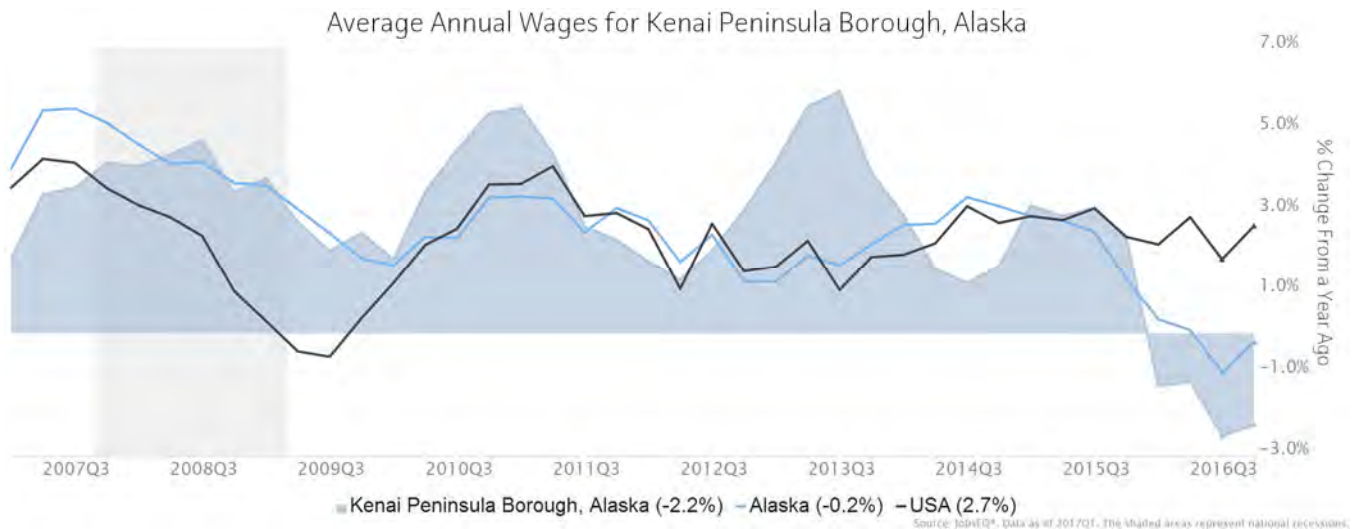
The seasonally adjusted unemployment rate for Kenai Peninsula Borough, Alaska was 8.4% as of June 2017. The regional unemployment rate was higher than the national rate of 4.3%. One year earlier, in June 2016, the unemployment rate in Kenai Peninsula Borough, Alaska was 9.0%.



Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through June 2017.

Wage Trends

The average worker in Kenai Peninsula Borough, Alaska earned annual wages of \$45,664 as of 2017Q1. Average annual wages per worker decreased 2.2% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$53,246 in the nation as of 2017Q1.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2016Q3 with preliminary estimates updated to 2017Q1.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 25.2% higher in Kenai Peninsula Borough, Alaska than the U.S. average.

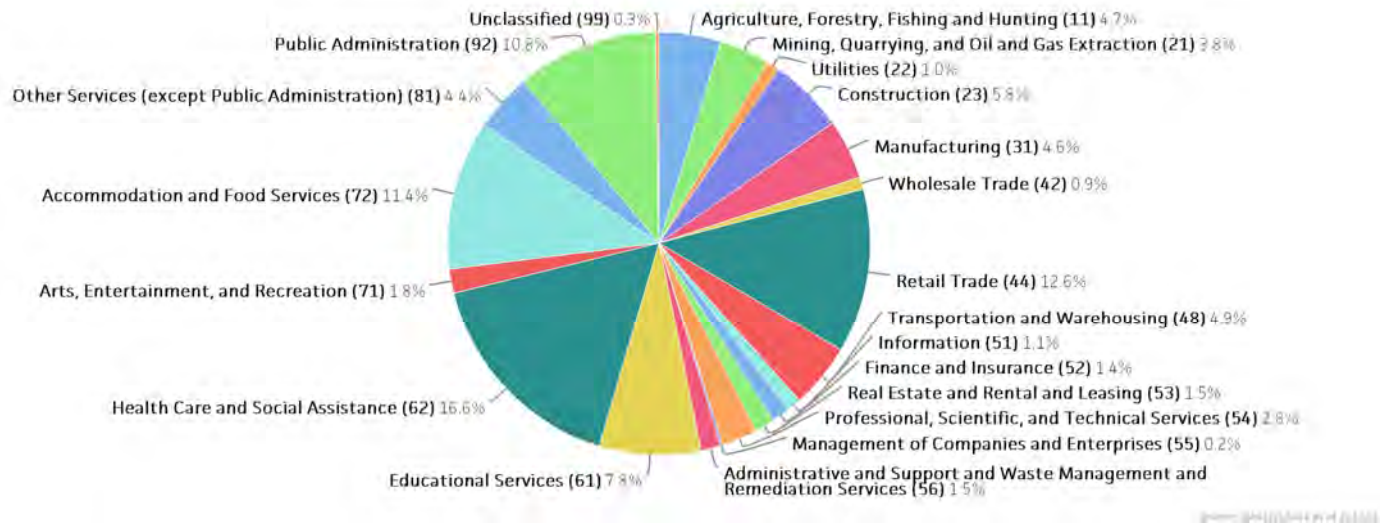
Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Kenai Peninsula Borough, Alaska	\$45,664	125.2	\$36,459
Alaska	\$53,311	129.0	\$41,320
USA	\$53,246	100.0	\$53,246

Source: [JobsEQ®](http://www.chmuraecon.com/jobseq)
 Data as of 2017Q1
 Cost of Living per C2ER, data as of 2017q1, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in Kenai Peninsula Borough, Alaska is Health Care and Social Assistance, employing 3,728 workers. The next-largest sectors in the region are Retail Trade (2,822 workers) and Accommodation and Food Services (2,564). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Mining, Quarrying, and Oil and Gas Extraction (LQ = 9.50), Agriculture, Forestry, Fishing and Hunting (3.28), and Public Administration (2.27).

Total Workers for Kenai Peninsula Borough, Alaska by Industry



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2016Q3 with preliminary estimates updated to 2017Q1.

Sectors in Kenai Peninsula Borough, Alaska with the highest average wages per worker are Utilities (\$110,855), Mining, Quarrying, and Oil and Gas Extraction (\$103,669), and Management of Companies and Enterprises (\$70,481). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Accommodation and Food Services (+307 jobs), Health Care and Social Assistance (+197), and Retail Trade (+98).

Over the next 10 years, employment in Kenai Peninsula Borough, Alaska is projected to expand by 1,563 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+703 jobs), Retail Trade (+241), and Construction (+163).

		Current			Historical				Forecast		
		Four Quarters Ending with 2017q1			Total Change over the Last 5 Years	Average Annual % Change in Employment 2012q1-2017q1			Over the Next 10 Years		
NAICS	Industry	Empl	Avg. Annual Wages	Location Quotient	Empl	Kenai Peninsula Borough, Alaska	Alaska	USA	Total Approx Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11	Agriculture, Forestry, Fishing and Hunting	1,062	\$34,316	3.28	62	1.2%	0.9%	0.8%	356	-95	-0.9%
21	Mining, Quarrying, and Oil and Gas Extraction	855	\$103,669	9.50	-235	-4.7%	-3.5%	-4.5%	218	102	1.1%
22	Utilities	232	\$110,855	1.94	-15	-1.3%	0.0%	0.1%	57	-21	-0.9%
23	Construction	1,301	\$53,928	1.06	-29	-0.4%	0.0%	3.1%	269	163	1.2%
31	Manufacturing	1,025	\$63,558	0.56	-172	-3.1%	-0.8%	0.9%	230	-68	-0.7%
42	Wholesale Trade	211	\$65,190	0.24	-110	-8.1%	0.1%	1.0%	48	13	0.6%
44	Retail Trade	2,822	\$29,850	1.16	98	0.7%	0.5%	1.4%	906	241	0.8%
48	Transportation and Warehousing	1,110	\$51,594	1.19	48	0.9%	0.5%	2.5%	292	29	0.3%
51	Information	242	\$48,329	0.54	1	0.1%	-0.1%	0.8%	54	-32	-1.4%
52	Finance and Insurance	311	\$55,888	0.35	9	0.6%	-4.1%	1.1%	74	11	0.4%
53	Real Estate and Rental and Leasing	333	\$57,859	0.88	62	4.2%	-0.1%	1.9%	75	15	0.4%
54	Professional, Scientific, and Technical Services	619	\$49,377	0.42	29	1.0%	-1.9%	2.6%	133	56	0.9%
55	Management of Companies and Enterprises	34	\$70,481	0.10	13	10.2%	16.5%	3.0%	7	1	0.3%
56	Administrative and Support and Waste Management and Remediation Services	338	\$26,658	0.23	-14	-0.8%	0.5%	2.7%	78	23	0.7%
61	Educational Services	1,738	\$48,069	0.93	-13	-0.1%	-1.0%	0.7%	378	162	0.9%
62	Health Care and Social Assistance	3,728	\$45,595	1.17	197	1.1%	1.6%	2.5%	773	703	1.7%
71	Arts, Entertainment, and Recreation	413	\$23,790	0.93	0	0.0%	0.7%	2.3%	129	28	0.7%
72	Accommodation and Food Services	2,564	\$23,766	1.28	307	2.6%	1.8%	3.0%	919	157	0.6%
81	Other Services (except Public Administration)	995	\$28,673	1.00	45	0.9%	0.0%	-0.1%	253	42	0.4%
92	Public Administration	2,428	\$54,047	2.27	-7	-0.1%	-0.9%	0.0%	589	30	0.1%
99	Unclassified	57	\$30,006	1.26	40	27.9%	21.7%	13.0%	14	4	0.7%
	Total - All Industries	22,418	\$45,664	1.00	316	0.3%	0.1%	1.7%	5,610	1,563	0.7%

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2016Q3 with preliminary estimates updated to 2017Q1. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in Kenai Peninsula Borough, Alaska is Office and Administrative Support Occupations, employing 3,033 workers. The next-largest occupation groups in the region are Food Preparation and Serving Related Occupations (2,027 workers) and Sales and Related Occupations (1,875). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Farming, Fishing, and Forestry Occupations (LQ = 3.11), Life, Physical, and Social Science Occupations (1.86), and Construction and Extraction Occupations (1.65).

Occupation groups in Kenai Peninsula Borough, Alaska with the highest average wages per worker are Legal Occupations (\$106,800), Management Occupations (\$103,000), and Architecture and Engineering Occupations (\$98,400). The unemployment rate in the region varied among the major groups from 2.2% among Healthcare Practitioners and Technical Occupations to 18.1% among Construction and Extraction Occupations.

Over the next 10 years, the fastest growing occupation group in Kenai Peninsula Borough, Alaska is expected to be Healthcare Support Occupations with a +2.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+178 jobs) and Healthcare Practitioners and Technical Occupations (+176). Over the same period, the highest replacement demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (785 jobs) and Office and Administrative Support Occupations (719).

Occupation Snapshot in Kenai Peninsula Borough, Alaska														
		Current					Historical					Forecast		
		Four Quarters Ending with 2017q1			2017q1		Total Change over the Last 5 Years	Avg Ann % Chg in Empl 2012q1-2017q1			Over the Next 10 Years			
SOC	Title	Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate	Empl	Kenai Peninsula Borough, Alaska	Alaska	USA	Current Online Job Ads ²	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11-0000	Management Occupations	1,779	\$103,000	1.30	63	3.5%	26	0.3%	0.1%	1.6%	62	710	25	0.1%
13-0000	Business and Financial Operations Occupations	625	\$77,100	0.54	50	6.9%	-8	-0.3%	-0.9%	1.7%	25	141	45	0.7%
15-0000	Computer and Mathematical Occupations	216	\$81,900	0.33	16	6.3%	14	1.3%	-0.3%	2.6%	9	33	15	0.7%
17-0000	Architecture and Engineering Occupations	287	\$98,400	0.75	18	5.4%	-12	-0.8%	-1.8%	1.1%	1	71	15	0.5%
19-0000	Life, Physical, and Social Science Occupations	348	\$79,300	1.86	19	5.2%	5	0.3%	-1.4%	1.2%	15	111	27	0.7%
21-0000	Community and Social Service Occupations	534	\$54,600	1.50	16	3.0%	-55	-2.0%	-0.2%	1.9%	49	121	70	1.2%
23-0000	Legal Occupations	99	\$106,800	0.53	4	4.1%	2	0.5%	-1.8%	0.4%	0	21	6	0.6%
25-0000	Education, Training, and Library Occupations	1,309	\$59,900	1.03	53	3.9%	-31	-0.5%	-0.9%	0.8%	81	302	136	1.0%

Occupation Snapshot in Kenai Peninsula Borough, Alaska														
		Current					Historical					Forecast		
		Four Quarters Ending with 2017q1			2017q1		Total Change over the Last 5 Years	Avg Ann % Chg in Empl 2012q1-2017q1			Over the Next 10 Years			
SOC	Title	Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate	Empl	Kenai Peninsula Borough, Alaska	Alaska	USA	Current Online Job Ads ²	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	341	\$54,400	0.85	23	6.3%	8	0.5%	0.2%	1.3%	18	124	1	0.0%
29-0000	Healthcare Practitioners and Technical Occupations	1,215	\$94,500	0.95	27	2.2%	150	2.7%	1.8%	1.7%	223	270	176	1.4%
31-0000	Healthcare Support Occupations	707	\$42,400	1.12	76	9.6%	96	3.0%	1.7%	2.2%	83	161	178	2.3%
33-0000	Protective Service Occupations	487	\$67,400	1.01	44	8.1%	7	0.3%	-0.4%	1.0%	18	122	21	0.4%
35-0000	Food Preparation and Serving Related Occupations	2,027	\$27,600	1.06	349	14.5%	206	2.2%	1.5%	2.9%	95	785	116	0.6%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	933	\$31,600	1.18	175	15.7%	61	1.4%	0.2%	1.0%	38	224	74	0.8%
39-0000	Personal Care and Service Occupations	1,010	\$35,500	1.16	105	9.3%	-31	-0.6%	-0.2%	2.1%	28	257	163	1.5%
41-0000	Sales and Related Occupations	1,875	\$35,000	0.81	205	9.6%	43	0.5%	0.2%	1.4%	132	680	146	0.8%
43-0000	Office and Administrative Support Occupations	3,033	\$43,100	0.91	355	10.2%	79	0.5%	0.3%	1.7%	178	719	93	0.3%
45-0000	Farming, Fishing, and Forestry Occupations	461	\$35,800	3.11	40	8.4%	22	1.0%	0.5%	1.4%	1	36	-48	-1.1%
47-0000	Construction and Extraction Occupations	1,645	\$65,500	1.65	358	18.1%	-158	-1.8%	-1.1%	2.3%	19	336	176	1.0%
49-0000	Installation, Maintenance, and Repair Occupations	1,095	\$61,200	1.28	99	8.2%	17	0.3%	0.3%	1.6%	32	282	66	0.6%
51-0000	Production Occupations	1,007	\$43,400	0.74	124	11.2%	-133	-2.5%	-0.7%	1.3%	26	275	-18	-0.2%
53-0000	Transportation and Material Moving Occupations	1,386	\$46,300	0.92	211	12.7%	6	0.1%	0.2%	2.2%	49	384	80	0.6%
00-0000	Total - All Occupations	22,418	\$54,300	1.00	n/a	n/a	316	0.3%	0.1%	1.7%	1,182	6,167	1,563	0.7%

Source: [JobsEQ®](#)

Data as of 2017Q1 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Occupation wages are as of 2016 and should be taken as the average for all Covered Employment

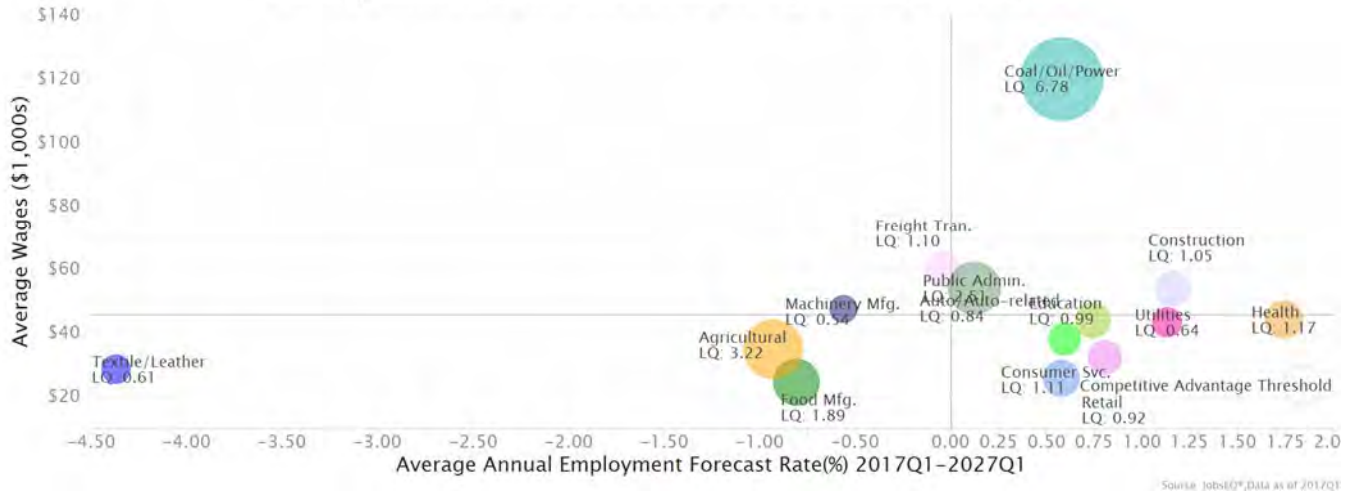
2. Data represent found online ads active within the last thirty days in any zip code intersecting or within the selected region; data represents a sampling rather than the complete universe of postings.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2016Q3, imputed where necessary with preliminary estimates updated to 2017Q1. Wages by occupation are as of 2016 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in Kenai Peninsula Borough, Alaska with the highest relative concentration is Coal/Oil/Power with a location quotient of 6.78. This cluster employs 1,284 workers in the region with an average wage of \$119,946. Employment in the Coal/Oil/Power cluster is projected to expand in the region about 0.6% per year over the next ten years.

Industry Clusters for Kenai Peninsula Borough, Alaska as of 2017Q1

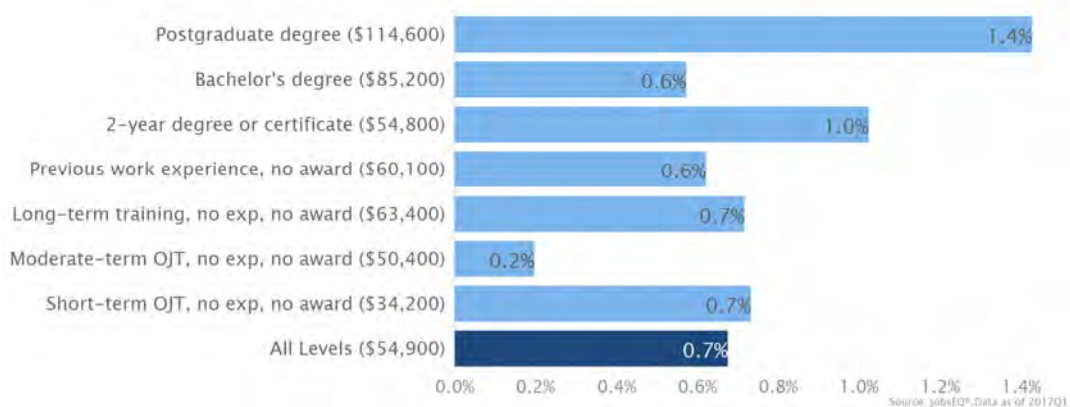


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2016Q3 with preliminary estimates updated to 2017Q1. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in Kenai Peninsula Borough, Alaska is projected to grow 0.7% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.4% per year, those requiring a bachelor's degree are forecast to grow 0.6% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.0% per year.

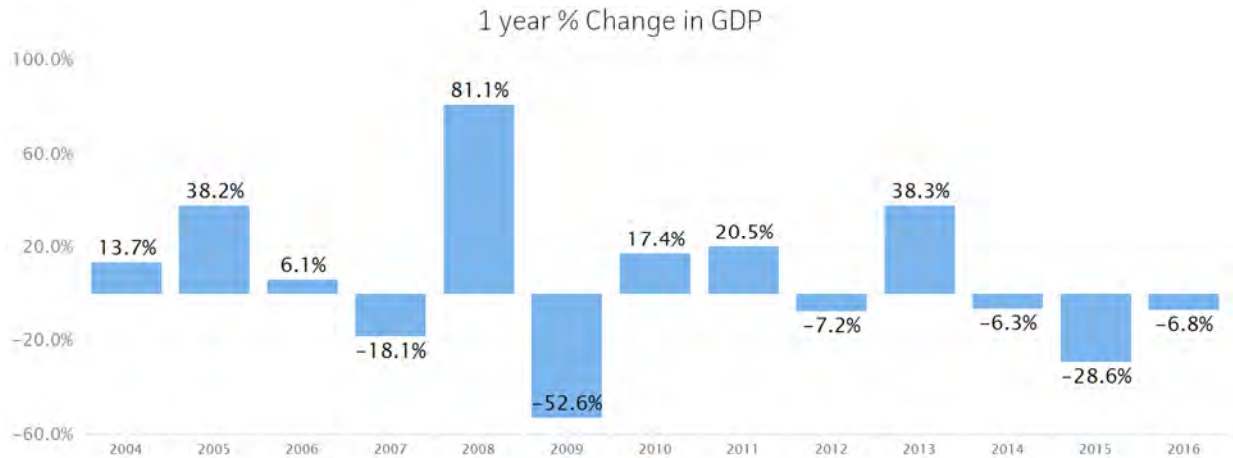
Annual Average Projected Job Growth by Training Required for Kenai Peninsula Borough, Alaska



Employment by occupation data are estimates as of 2017Q1. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

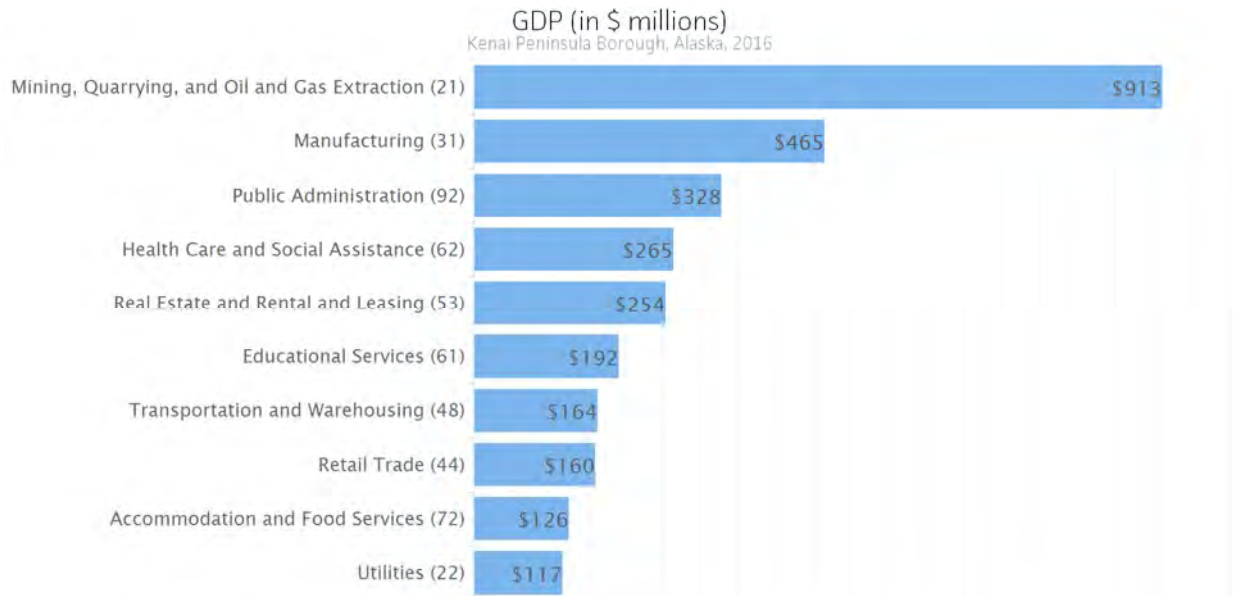
Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2016, nominal GDP in Kenai Peninsula Borough, Alaska contracted 6.8%. This follows a contraction of 28.6% in 2015. As of 2016, total GDP in Kenai Peninsula Borough, Alaska was \$3,482,800,000.



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2016.

Of the sectors in Kenai Peninsula Borough, Alaska, Mining, Quarrying, and Oil and Gas Extraction contributed the largest portion of GDP in 2016, \$912,584,000. The next-largest contributions came from Manufacturing (\$464,819,000); Public Administration (\$327,613,000); and Health Care and Social Assistance (\$264,502,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2016.

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is replacement demand?

Replacement demand is the number of jobs required due to replacements—retirements and turnover resulting from workers moving from one occupation into another. Note that replacement demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The replacement demand shown in this report may also be understated; thus, it can be taken to be a minimum measure of the number of workers who will need to be trained for the occupation due to replacements. The total projected demand for an occupation is the sum of the replacement demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

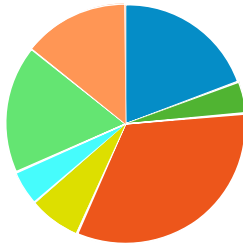
About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

Kenai Peninsula Borough Consumer Spending

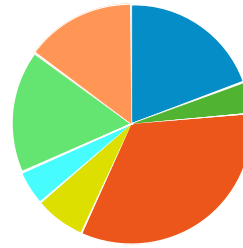
Consumer Expenditures Report (Kenai Peninsula Borough, Alaska)

Apparel (2017)



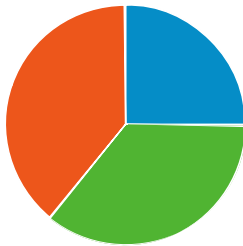
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,168	\$50,738
Men's Apparel	\$418	\$9,791
Boys' Apparel	\$93	\$2,184
Women's Apparel	\$717	\$16,785
Girls' Apparel	\$150	\$3,528
Infants Apparel	\$103	\$2,430
Footwear	\$374	\$8,773
Apparel Services and Accessories	\$309	\$7,248

Apparel (2022)



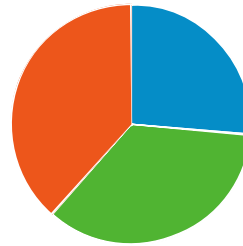
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,525	\$61,253
Men's Apparel	\$487	\$11,832
Boys' Apparel	\$108	\$2,628
Women's Apparel	\$837	\$20,304
Girls' Apparel	\$174	\$4,234
Infants Apparel	\$120	\$2,918
Footwear	\$419	\$10,177
Apparel Services and Accessories	\$377	\$9,159

Entertainment (2017)



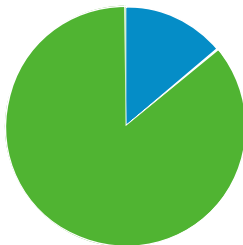
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$3,494	\$81,765
Fees And Admissions	\$880	\$20,591
Video And Audio Equipment	\$1,247	\$29,181
Recreational Equipment And Supplies	\$1,367	\$31,994

Entertainment (2022)



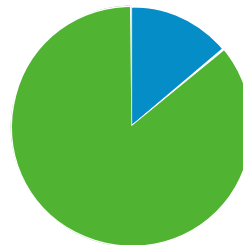
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$4,079	\$98,913
Fees And Admissions	\$1,077	\$26,117
Video And Audio Equipment	\$1,431	\$34,719
Recreational Equipment And Supplies	\$1,570	\$38,078

Education (2017)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,344	\$54,854
Books And Supplies	\$328	\$7,675
Tuition	\$2,016	\$47,178

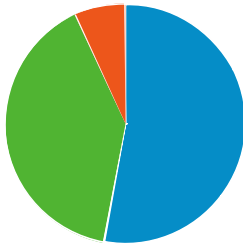
Education (2022)



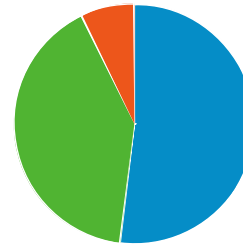
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,898	\$70,278
Books And Supplies	\$405	\$9,830
Tuition	\$2,492	\$60,449

Food and Beverages (2017)

Food and Beverages (2022)

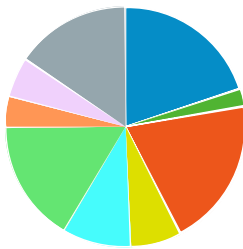


	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$9,045	\$211,638
Food At Home	\$4,787	\$112,025
Food Away From Home	\$3,629	\$84,914
Alcoholic Beverages	\$628	\$14,698

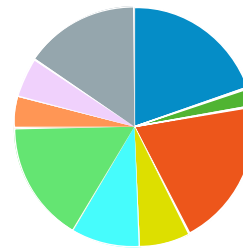


	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$10,334	\$250,607
Food At Home	\$5,366	\$130,144
Food Away From Home	\$4,219	\$102,312
Alcoholic Beverages	\$748	\$18,151

Gifts (2017)

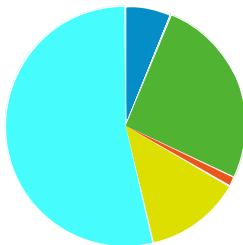


	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,574	\$36,849
Gifts Of Apparel	\$312	\$7,309
Gifts Of Apparel Accessories	\$39	\$931
Gifts Of Education	\$316	\$7,407
Gifts Of Recreation	\$107	\$2,512
Gifts Of Food And Beverages	\$145	\$3,409
Gifts Of Household Furnishings And Equipment	\$256	\$6,010
Gifts Of Household	\$66	\$1,558
Gifts Of Transportation	\$86	\$2,013
Gifts Elsewhere Unspecified	\$243	\$5,700



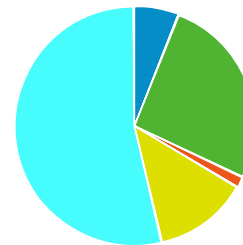
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,914	\$46,424
Gifts Of Apparel	\$379	\$9,200
Gifts Of Apparel Accessories	\$48	\$1,174
Gifts Of Education	\$384	\$9,321
Gifts Of Recreation	\$130	\$3,163
Gifts Of Food And Beverages	\$176	\$4,285
Gifts Of Household Furnishings And Equipment	\$312	\$7,582
Gifts Of Household	\$80	\$1,955
Gifts Of Transportation	\$105	\$2,562
Gifts Elsewhere Unspecified	\$296	\$7,181

Household Furnishings (2017)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,164	\$50,637
Household Textiles	\$133	\$3,116
Furniture	\$559	\$13,092
Floor Coverings	\$31	\$740
Major Appliances	\$277	\$6,487
Housewares And Small Appliances	\$1,162	\$27,202

Household Furnishings (2022)



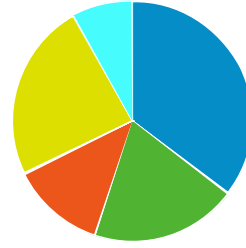
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,552	\$61,895
Household Textiles	\$154	\$3,756
Furniture	\$664	\$16,104
Floor Coverings	\$39	\$947
Major Appliances	\$325	\$7,888
Housewares And Small Appliances	\$1,369	\$33,201

Shelter (2017)

Shelter (2022)



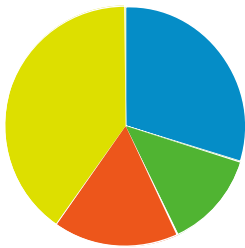
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$12,834	\$300,312
Mortgage Interest	\$4,454	\$104,237
Property Taxes	\$2,472	\$57,854
Miscellaneous Owned Dwelling Costs	\$1,607	\$37,622
Rental Costs	\$3,324	\$77,784
Other Lodging	\$975	\$22,815



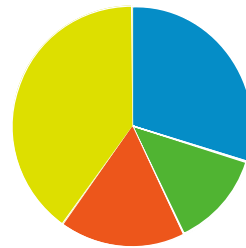
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$14,952	\$362,590
Mortgage Interest	\$5,287	\$128,211
Property Taxes	\$2,956	\$71,699
Miscellaneous Owned Dwelling Costs	\$1,895	\$45,953
Rental Costs	\$3,589	\$87,032
Other Lodging	\$1,224	\$29,695

Household Operations (2017)

Household Operations (2022)



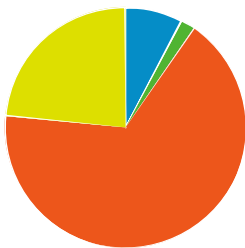
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,801	\$42,149
Babysitting And Elderly Care	\$536	\$12,564
Household Services	\$235	\$5,517
Alimony And Child Support	\$304	\$7,135
Household Supplies	\$723	\$16,934



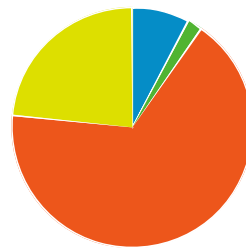
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,174	\$52,741
Babysitting And Elderly Care	\$650	\$15,769
Household Services	\$283	\$6,873
Alimony And Child Support	\$368	\$8,939
Household Supplies	\$872	\$21,159

Personal Care (2017)

Personal Care (2022)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$805	\$18,845
Hair Care	\$62	\$1,465
Electric Personal Care Appliances	\$15	\$371
Personal Care Services	\$538	\$12,608
Personal Care Products	\$188	\$4,401



	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$931	\$22,581
Hair Care	\$72	\$1,758
Electric Personal Care Appliances	\$18	\$445
Personal Care Services	\$622	\$15,103
Personal Care Products	\$217	\$5,275

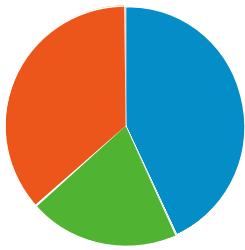
Utilities (2017)

Utilities (2022)



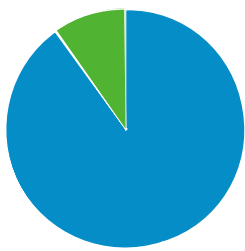
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$4,592	\$107,447
Natural Gas	\$492	\$11,530
Electricity	\$1,733	\$40,571
Fuel Oil And Other Fuels	\$168	\$3,936
Telephone Service	\$1,566	\$36,650
Other Utilities	\$630	\$14,759

Reading (2017)



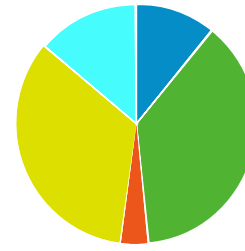
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$138	\$3,244
Newspapers	\$59	\$1,392
Magazines	\$28	\$665
Books	\$50	\$1,187

Tobacco (2017)



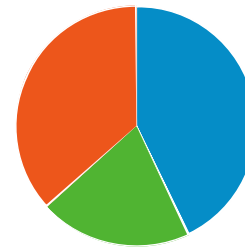
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$366	\$8,577
Cigarettes	\$329	\$7,719
Other Tobacco Products	\$36	\$859

Transportation (2017)



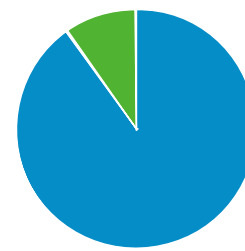
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$5,188	\$125,823
Natural Gas	\$562	\$13,629
Electricity	\$1,949	\$47,282
Fuel Oil And Other Fuels	\$190	\$4,614
Telephone Service	\$1,768	\$42,895
Other Utilities	\$717	\$17,403

Reading (2022)



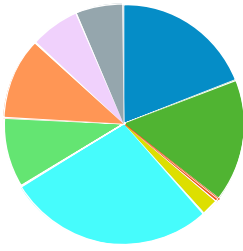
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$161	\$3,919
Newspapers	\$69	\$1,683
Magazines	\$33	\$803
Books	\$59	\$1,433

Tobacco (2022)

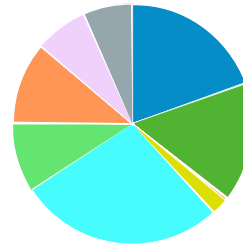


	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$398	\$9,667
Cigarettes	\$358	\$8,699
Other Tobacco Products	\$39	\$968

Transportation (2022)

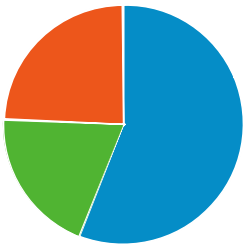


	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$11,712	\$274,060
New Vehicle Purchase	\$2,239	\$52,398
Used Vehicle Purchase	\$1,940	\$45,411
Motorcycles (New And Used)	\$49	\$1,149
Vehicle Finance Charges	\$266	\$6,239
Gasoline And Oil	\$3,272	\$76,566
Vehicle Repair And Maintenance	\$1,108	\$25,945
Vehicle Insurance	\$1,300	\$30,439
Public Transportation	\$786	\$18,412
Other Transportation Costs	\$748	\$17,502



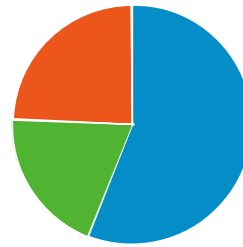
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$13,370	\$324,225
New Vehicle Purchase	\$2,609	\$63,284
Used Vehicle Purchase	\$2,145	\$52,038
Motorcycles (New And Used)	\$54	\$1,319
Vehicle Finance Charges	\$300	\$7,295
Gasoline And Oil	\$3,676	\$89,153
Vehicle Repair And Maintenance	\$1,265	\$30,678
Vehicle Insurance	\$1,474	\$35,749
Public Transportation	\$956	\$23,192
Other Transportation Costs	\$887	\$21,518

Health Care (2017)



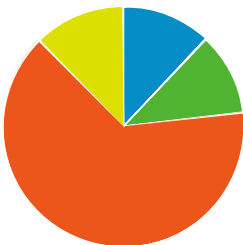
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$4,925	\$115,236
Health Care Insurance	\$2,756	\$64,502
Health Care Services	\$973	\$22,782
Health Care Supplies And Equipment	\$1,194	\$27,952

Health Care (2022)



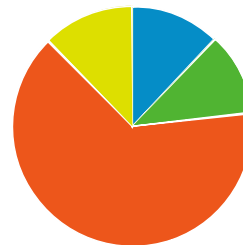
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$5,579	\$135,291
Health Care Insurance	\$3,122	\$75,722
Health Care Services	\$1,103	\$26,750
Health Care Supplies And Equipment	\$1,353	\$32,819

Miscellaneous Expenses (2017)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$907	\$21,244
Legal And Accounting	\$109	\$2,570
Funeral And Cemetery	\$101	\$2,364
Finance Charges Excluding Mortgage And Vehicle	\$584	\$13,674
Other Miscellaneous Expenses	\$112	\$2,636

Miscellaneous Expenses (2022)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,039	\$25,217
Legal And Accounting	\$125	\$3,053
Funeral And Cemetery	\$116	\$2,824
Finance Charges Excluding Mortgage And Vehicle	\$668	\$16,212
Other Miscellaneous Expenses	\$128	\$3,128

Personal Insurance (2017)

	\$ PER HOUSEHOLD	TOTAL \$000'S
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Personal Insurance (2022)

	\$ PER HOUSEHOLD	TOTAL \$000'S
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\$469

\$571

Contributions (2017)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,777	

Contributions (2022)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$3,445	

Retail Potential (2017)

	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$4,202	\$98,324
User Car Dealers	\$250	\$5,871
Recreational Vehicle Dealers	\$12	\$303
Motorcycle and Boat Dealers	\$182	\$4,270
Auto Parts and Accessories	\$656	\$15,354
Tire Dealers	\$299	\$6,996
Furniture Stores	\$432	\$10,116
Floor Covering Stores	\$152	\$3,577
Other Home Furnishing Stores	\$143	\$3,356
Appliances and Electronics Stores	\$990	\$23,172
Computer Stores	\$1,791	\$41,910
Camera and Photography Stores	\$111	\$2,598
Hardware Stores	\$233	\$5,453
Paint and Wallpaper Stores	\$21	\$502
Home Centers	\$514	\$12,046
Other Building Materials Stores	\$621	\$14,547
Outdoor Power Equipment Stores	\$19	\$455
Nursery and Garden Stores	\$154	\$3,622
Grocery Stores	\$7,047	\$164,905
Convenience Stores	\$298	\$6,987
Meat Markets	\$70	\$1,645
Fish and Seafood Markets	\$16	\$387
Fruit and Vegetable Markets	\$33	\$775
Other Specialty Food Markets	\$51	\$1,212
Liquor Stores	\$169	\$3,957
Pharmacy and Drug Stores	\$1,490	\$34,866
Costmetics and Beauty Stores	\$63	\$1,486
Optical Goods Stores	\$148	\$3,472
Other Health and Personal Care Stores	\$120	\$2,811
Gasoline Stations with Convenience Stores	\$1,125	\$26,334
Gasoline Stations without Convenience Stores	\$182	\$4,279
Men's Clothing Stores	\$62	\$1,468
Women's Clothing Stores	\$200	\$4,701
Childrens' and Infant's Clothing Stores	\$111	\$2,610
Family Clothing Stores	\$423	\$9,899
Clothing Accessory Stores	\$22	\$537
Other Apparel Stores	\$50	\$1,173
Shoe Stores	\$133	\$3,130
Jewelry Stores	\$279	\$6,532
Luggage Stores	\$253	\$5,928
Sporting Goods Stores	\$185	\$4,346
Hobby, Toy, and Game Stores	\$56	\$1,315
Sewing and Needlecraft Stores	\$21	\$512
Musical Instrument Stores	\$44	\$1,038
Book Stores	\$390	\$9,129
Record,Tape,and CD Stores	\$105	\$2,465
Department Stores	\$3,379	\$79,065
Warehouse Superstores	\$1,426	\$33,377
Other General Merchandise Stores	\$405	\$9,485
Florists	\$33	\$773
Office and Stationary Stores	\$310	\$7,261

Gift and Souvenir Stores	\$99	\$2,319
Used Merchandise Stores	\$64	\$1,514
Pet and Pet Supply Stores	\$129	\$3,022
Art Dealers	\$12	\$296
Mobile Home Dealers	\$0	\$23
Other Miscellaneous Retail Stores	\$134	\$3,138
Mail Order and Catalog Stores	\$2,460	\$57,567
Vending Machines	\$100	\$2,363
Fuel Dealers	\$412	\$9,645
Other Direct Selling Establishments	\$214	\$5,020
Hotels and Other Travel Accomodations	\$160	\$3,765
RV Parks	\$2	\$58
Rooming and Boarding Houses	\$1	\$24
Full Service Restaurants	\$1,080	\$25,293
Limited Service Restaurants	\$1,069	\$25,015
Special Food Services and Catering	\$179	\$4,205
Drinking Places	\$99	\$2,321

Source: Applied Geographic Solutions, 2017

Based on Consumer Expenditure Survey data from the Bureau of Labor Statistics.

