

2nd Quarter, 2017

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*Leadership to enhance, foster
and promote economic development*



AEDC
Anchorage Economic
Development Corporation

Economic Overview

Kenai Peninsula Borough, Alaska



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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).

For additional information regarding this report or other information regarding the Kenai Peninsula Borough economy, please contact:

Tim Dillon, Executive Director
Kenai Peninsula Economic Development Dist.
14896 Kenai Spur Hwy – Kenai, AK 99611
Office: (907) 283-3335 Ext. 2
Cell: (907) 242 – 9709
Tim@kpedd.org
www.kpedd.org

Demographic Profile

In 2015, the population in Kenai Peninsula Borough, Alaska was 58,506. Between 2005 and 2015, 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

Summary ¹						
	Percent			Value		
	Kenai Peninsula Borough, Alaska	Alaska	USA	Kenai Peninsula Borough, Alaska	Alaska	USA
Poverty Level (of all people)	10.0%	10.2%	15.5%	5,558	72,957	47,749,043
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	23.0%	22.4%	11.1%	—	—	—
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
Disabled, Age 18-64	12.3%	10.0%	10.3%	4,336	45,917	19,985,588
Disabled, 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. 2014. Current Population Survey. [unionstats.com](#), and Chmura, county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

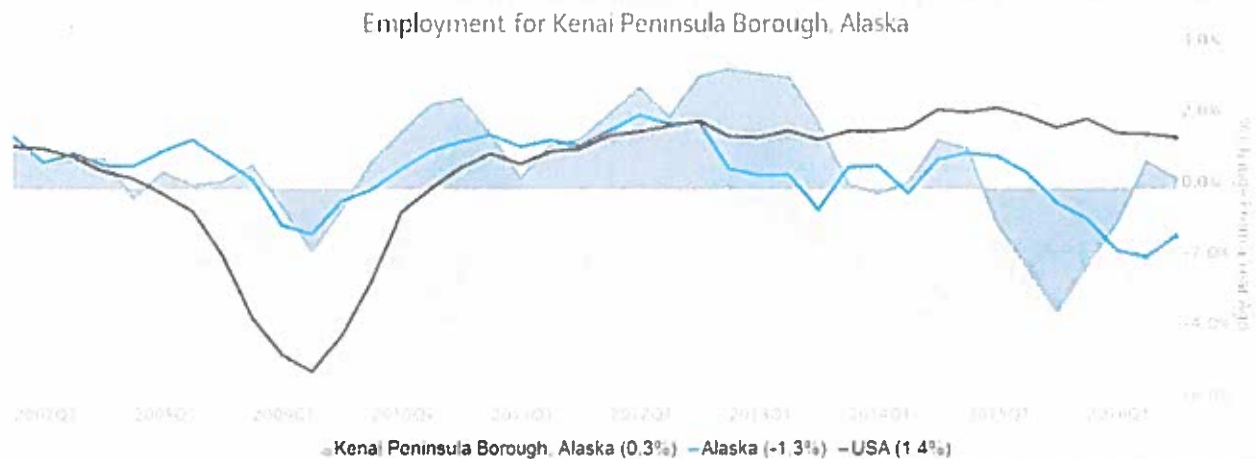
4. Census 2010

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

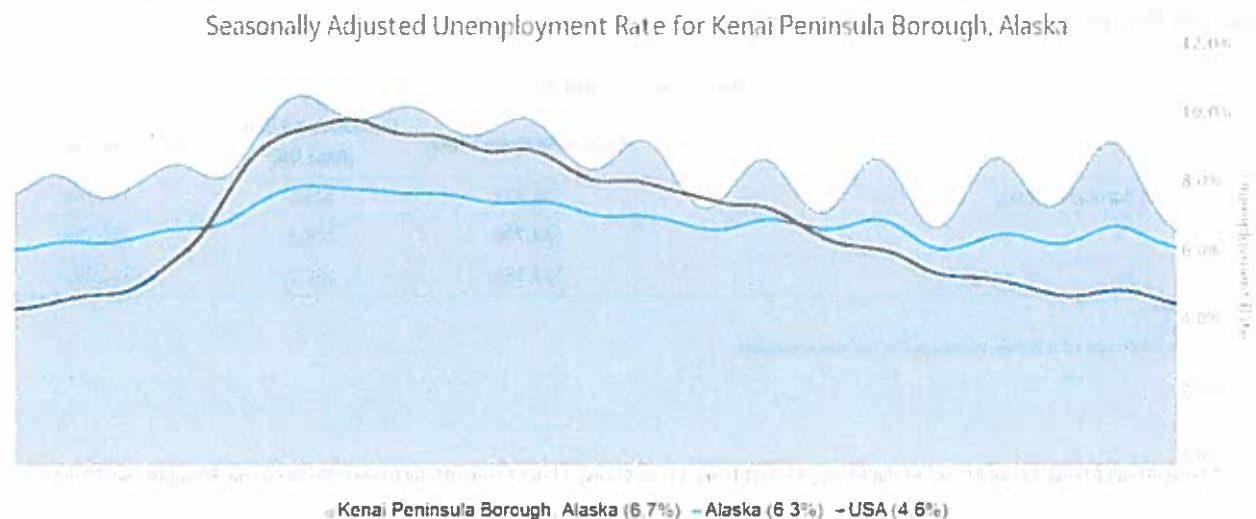
As of 2016Q4, total employment for Kenai Peninsula Borough, Alaska was 22,845 (based on a four-quarter moving average). Over the year ending 2016Q4, employment increased 0.3% in the region.



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 2016Q2 with preliminary estimates updated to 2016Q4.

Unemployment Rate

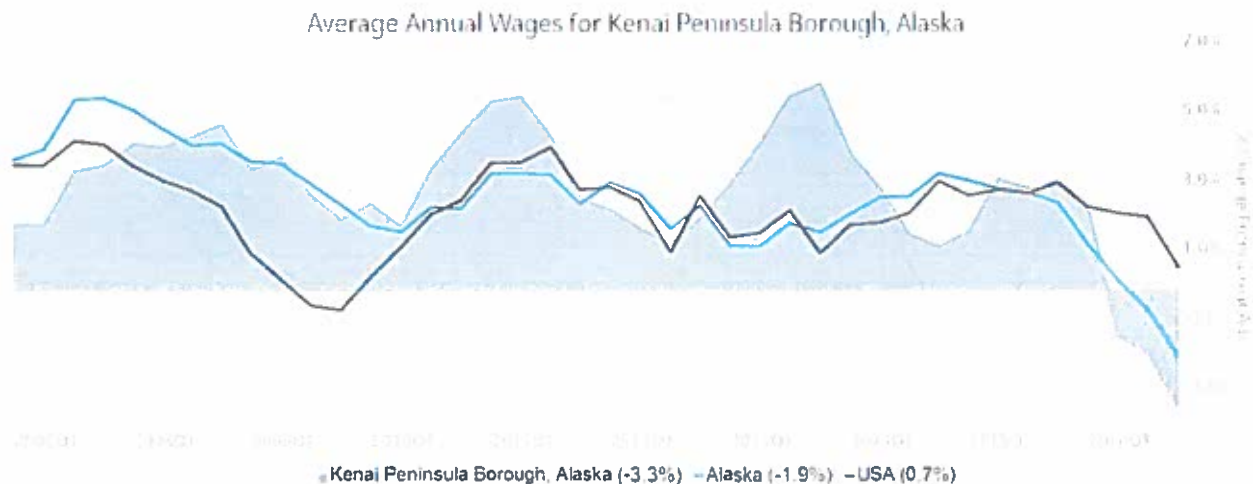
The seasonally adjusted unemployment rate for Kenai Peninsula Borough, Alaska was 6.7% as of February 2017. The regional unemployment rate was higher than the national rate of 4.6%. One year earlier, in February 2016, the unemployment rate in Kenai Peninsula Borough, Alaska was 7.5%.



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

Wage Trends

The average worker in Kenai Peninsula Borough, Alaska earned annual wages of \$45,339 as of 2016Q4. Average annual wages per worker decreased 3.3% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$52,285 in the nation as of 2016Q4.



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 2016Q2 with preliminary estimates updated to 2016Q4.

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 25.4% 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	\$45,339	125.4	\$36,143
Alaska	\$52,708	129.2	\$40,799
USA	\$52,285	100.0	\$52,285

Source: [JobsEQ®](#)

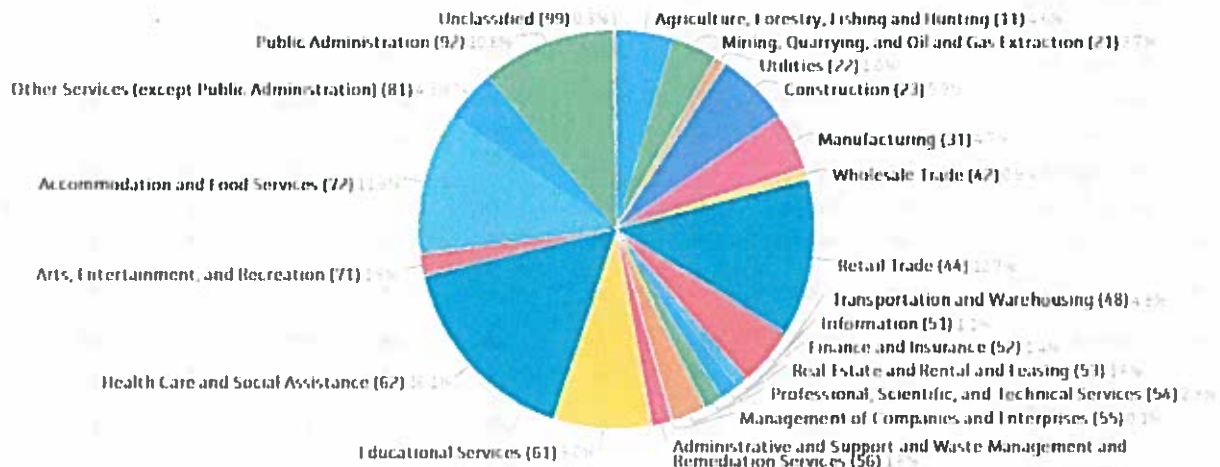
Data as of 2016Q4

Cost of Living per C2ER, data as of 2016q4, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in Kenai Peninsula Borough, Alaska is Health Care and Social Assistance, employing 3,671 workers. The next-largest sectors in the region are Retail Trade (2,896 workers) and Accommodation and Food Services (2,656). 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 = 9.10), Agriculture, Forestry, Fishing and Hunting (3.17), and Public Administration (2.26).

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 2016Q2 with preliminary estimates updated to 2016Q4.

Sectors in Kenai Peninsula Borough, Alaska with the highest average wages per worker are Utilities (\$110,931), Mining, Quarrying, and Oil and Gas Extraction (\$103,566), and Management of Companies and Enterprises (\$71,004). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Accommodation and Food Services (+410 jobs), Retail Trade (+172), and Health Care and Social Assistance (+165).

Over the next 10 years, employment in Kenai Peninsula Borough, Alaska is projected to expand by 1,847 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+747 jobs), Retail Trade (+287), and Construction (+191).

NAICS	Industry	Current			Historical				Forecast		
		Four Quarters Ending with 2016Q4			Total Change over the Last 5 Years	Average Annual % Change in Employment 2011q4-2016q4			Over the Next 10 Years		
		Empl	Avg. Annual Wages	Location Quotient		Kenai Peninsula Borough, Alaska	Alaska	USA	Total Approx Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11	Agriculture, Forestry, Fishing and Hunting	1,059	\$34,447	3.17	35	0.7%	0.9%	0.9%	357	-83	-0.8%
21	Mining, Quarrying, and Oil and Gas Extraction	853	\$103,566	9.10	-221	-4.5%	-1.7%	-3.5%	218	111	1.2%
22	Utilities	232	\$110,931	1.89	-17	-1.4%	0.0%	0.2%	57	-18	-0.8%
23	Construction	1,356	\$53,771	1.08	7	0.1%	0.6%	3.1%	282	191	1.3%
31	Manufacturing	1,073	\$66,075	0.57	-113	-2.0%	-0.4%	1.0%	242	-64	-0.6%
42	Wholesale Trade	214	\$64,992	0.24	-101	-7.4%	0.2%	1.1%	49	15	0.7%
44	Retail Trade	2,896	\$29,364	1.17	172	1.2%	0.6%	1.5%	935	287	1.0%
48	Transportation and Warehousing	1,104	\$49,456	1.17	58	1.1%	0.5%	2.5%	291	39	0.3%
51	Information	252	\$45,960	0.55	12	1.0%	0.1%	0.8%	57	-30	-1.2%
52	Finance and Insurance	326	\$56,073	0.36	26	1.7%	-4.2%	1.1%	78	16	0.5%
53	Real Estate and Rental and Leasing	356	\$59,092	0.92	86	5.7%	-0.4%	1.9%	81	21	0.6%
54	Professional, Scientific, and Technical Services	644	\$49,031	0.43	71	2.4%	-1.4%	2.6%	139	66	1.0%
55	Management of Companies and Enterprises	30	\$71,004	0.09	11	9.7%	18.6%	3.1%	7	1	0.5%
56	Administrative and Support and Waste Management and Remediation Services	359	\$29,379	0.24	14	0.8%	1.0%	2.7%	83	27	0.7%
61	Educational Services	1,837	\$47,363	0.97	101	1.1%	-0.5%	0.5%	400	177	0.9%
62	Health Care and Social Assistance	3,671	\$44,191	1.13	165	0.9%	1.7%	2.4%	766	747	1.9%
71	Arts, Entertainment, and Recreation	407	\$22,961	0.91	-4	-0.2%	1.1%	2.3%	128	33	0.8%
72	Accommodation and Food Services	2,656	\$22,491	1.30	410	3.4%	1.6%	3.2%	957	191	0.7%
81	Other Services (except Public Administration)	992	\$29,273	0.98	53	1.1%	-0.1%	-0.1%	254	54	0.5%
92	Public Administration	2,464	\$53,440	2.26	31	0.3%	-0.7%	-0.1%	601	59	0.2%
99	Unclassified	63	\$15,848	1.33	53	43.9%	27.6%	12.7%	16	5	0.8%
	Total - All Industries	22,845	\$45,339	1.00	850	0.8%	0.3%	1.7%	5,746	1,847	0.8%

Source: [JobsEQ®](http://www.chmuraecon.com/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 2016Q2 with preliminary estimates updated to 2016Q4. 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 2,933 workers. The next-largest occupation groups in the region are Sales and Related Occupations (2,185 workers) and Food Preparation and Serving Related Occupations (2,056). 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 = 3.05), Protective Service Occupations (1.49), and Community and Social Service Occupations (1.45).

Occupation groups in Kenai Peninsula Borough, Alaska with the highest average wages per worker are Legal Occupations (\$100,300), Management Occupations (\$96,300), and Architecture and Engineering Occupations (\$92,200). The unemployment rate in the region varied among the major groups from 2.5% among Healthcare Practitioners and Technical Occupations to 13.3% among Food Preparation and Serving Related 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 +2.4% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Practitioners and Technical Occupations (+229 jobs) and Sales and Related Occupations (+204). 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 (810 jobs) and Sales and Related Occupations (780).

Occupation Snapshot in Kenai Peninsula Borough, Alaska														
SOC	Title	Current					Historical				Forecast			
		Four Quarters Ending with 2016q4					Total Change over the Last 5 Years	Avg Ann % Chg In Empl 2011q4-2016q4			Over the Next 10 Years			
		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
11-0000	Management Occupations	1,707	\$96,300	1.24	58	3.3%	33	0.4%	0.4%	1.5%	36	675	41	0.2%
13-0000	Business and Financial Operations Occupations	754	\$73,700	0.67	52	6.2%	5	0.1%	-0.7%	1.7%	10	169	57	0.7%
15-0000	Computer and Mathematical Occupations	256	\$76,000	0.40	20	6.9%	20	1.6%	-0.5%	2.6%	4	39	22	0.8%
17-0000	Architecture and Engineering Occupations	317	\$92,200	0.83	18	5.2%	11	0.7%	-1.1%	1.2%	5	80	19	0.6%
19-0000	Life, Physical, and Social Science Occupations	255	\$72,200	1.41	12	4.4%	6	0.5%	-0.9%	1.2%	7	83	31	1.2%
21-0000	Community and Social Service Occupations	531	\$50,400	1.45	24	4.5%	-49	-1.8%	0.0%	1.7%	18	120	73	1.3%
23-0000	Legal Occupations	141	\$100,300	0.78	4	2.9%	3	0.5%	-1.2%	0.4%	0	28	10	0.7%

Occupation Snapshot in Kenai Peninsula Borough, Alaska

		Current					Historical				Forecast			
		Four Quarters Ending with 2016q4					Total Change over the Last 5 Years	Avg Ann % Chg In Empl 2011q4-2016q4			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
25-0000	Education, Training, and Library Occupations	1,365	\$61,700	1.06	54	3.9%	51	0.8%	-0.3%	0.6%	33	309	140	1.0%
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	326	\$47,700	0.81	27	7.6%	15	0.9%	0.3%	1.3%	17	119	7	0.2%
29-0000	Healthcare Practitioners and Technical Occupations	1,471	\$91,300	1.13	37	2.5%	165	2.4%	1.8%	1.6%	102	331	229	1.5%
31-0000	Healthcare Support Occupations	670	\$39,100	1.01	74	9.8%	74	2.4%	1.9%	2.3%	44	153	178	2.4%
33-0000	Protective Service Occupations	662	\$66,100	1.49	44	6.3%	31	1.0%	-0.1%	1.0%	16	183	31	0.5%
35-0000	Food Preparation and Serving Related Occupations	2,056	\$26,300	1.04	321	13.3%	294	3.1%	1.5%	3.0%	32	810	142	0.7%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	904	\$29,600	1.11	126	12.0%	84	2.0%	0.5%	1.1%	23	217	77	0.8%
39-0000	Personal Care and Service Occupations	1,017	\$34,000	1.10	102	9.1%	-10	-0.2%	0.1%	2.4%	29	271	159	1.5%
41-0000	Sales and Related Occupations	2,185	\$33,300	0.92	222	9.0%	101	0.9%	0.2%	1.4%	79	780	204	0.9%
43-0000	Office and Administrative Support Occupations	2,933	\$41,100	0.86	280	8.4%	133	0.9%	0.5%	1.7%	61	674	127	0.4%
45-0000	Farming, Fishing, and Forestry Occupations	452	\$34,700	3.05	39	8.4%	14	0.6%	0.5%	1.5%	2	31	-40	-0.9%
47-0000	Construction and Extraction Occupations	1,442	\$62,100	1.42	221	13.3%	-124	-1.6%	-0.3%	2.4%	6	301	179	1.2%
49-0000	Installation, Maintenance, and Repair Occupations	953	\$59,700	1.09	73	7.0%	51	1.1%	0.6%	1.7%	18	247	76	0.8%
51-0000	Production Occupations	954	\$43,000	0.68	111	10.5%	-78	-1.6%	-0.2%	1.4%	13	260	-11	-0.1%
53-0000	Transportation and Material Moving Occupations	1,495	\$44,400	0.96	183	10.6%	19	0.3%	0.2%	2.2%	40	402	90	0.6%
00-0000	Total - All Occupations	22,845	\$52,200	1.00	n/a	n/a	850	0.8%	0.3%	1.7%	595	6,283	1,841	0.8%

Source: [JobsEQ®](#)

Data as of 2016Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Occupation wages are as of 2015 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.

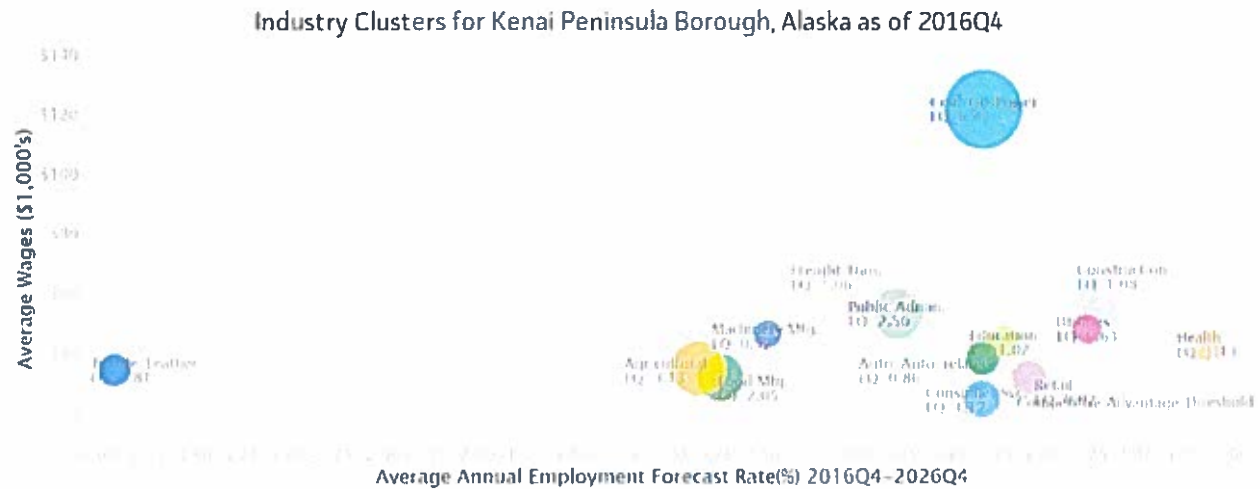


Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2016Q2, imputed where necessary with preliminary estimates updated to 2016Q4. Wages by occupation are as of 2015 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 6.49. This cluster employs 1,268 workers in the region with an average wage of \$121,786. Employment in the Coal/Oil/Power cluster is projected to expand in the region about 0.7% per year over the next ten years.

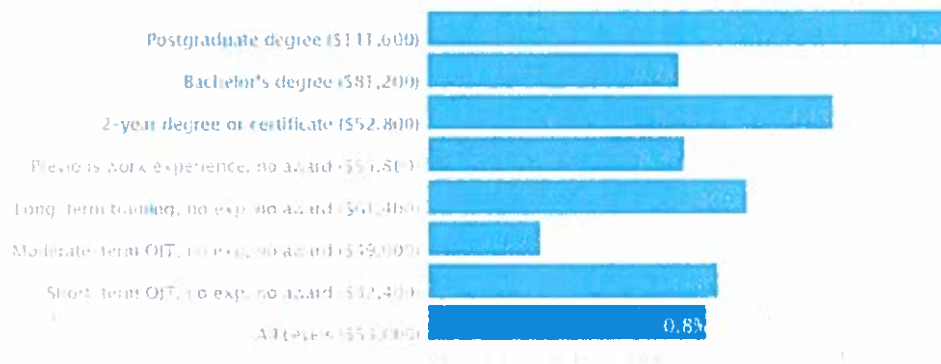


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2016Q2 with preliminary estimates updated to 2016Q4. Forecast employment growth uses national projections from 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 0.8% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.5% per year, those requiring a bachelor's degree are forecast to grow 0.7% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.1% per year.

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



Employment by occupation data are estimates as of 2016Q4. 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.

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.



Report

Consumer Spending Report (Kenai Peninsula Borough, Alaska)

Apparel (2016)

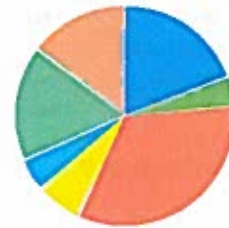
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,170	\$50,737
Men's Apparel	\$417	\$9,767
Boys' Apparel	\$93	\$2,182
Women's Apparel	\$718	\$16,798
Girls' Apparel	\$151	\$3,530
Infants Apparel	\$104	\$2,431
Footwear	\$377	\$8,827
Apparel Services and Accessories	\$308	\$7,202

Apparel (2021)

- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,466	\$59,740
Men's Apparel	\$475	\$11,526
Boys' Apparel	\$105	\$2,558
Women's Apparel	\$818	\$19,837
Girls' Apparel	\$170	\$4,132
Infants Apparel	\$117	\$2,850
Footwear	\$415	\$10,063
Apparel Services and Accessories	\$382	\$8,774

Entertainment (2016)

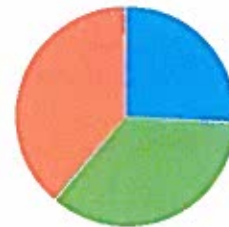
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,498	\$81,793
Fees And Admissions	\$874	\$20,447
Video And Audio Equipment	\$1,250	\$29,240
Recreational Equipment And Supplies	\$1,373	\$32,106

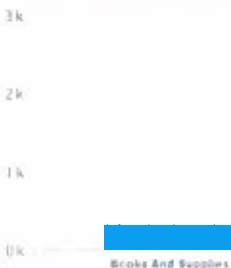
Entertainment (2021)

- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



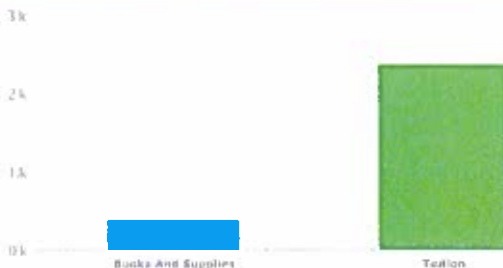
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,971	\$96,199
Fees And Admissions	\$1,031	\$24,996
Video And Audio Equipment	\$1,403	\$33,988
Recreational Equipment And Supplies	\$1,536	\$37,215

Education (2016)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,324	\$54,332
Books And Supplies	\$325	\$7,608
Tuition	\$1,998	\$46,724

Education (2021)

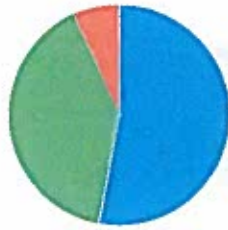


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,759	\$66,837
Books And Supplies	\$386	\$9,356
Tuition	\$2,373	\$57,481

Food and Beverages (2016)

Food and Beverages (2021)

Food At Home
Food Away From Home
Alcoholic Beverages



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,081	\$212,291
Food At Home	\$4,821	\$112,693
Food Away From Home	\$3,833	\$84,926
Alcoholic Beverages	\$627	\$14,672

Gifts (2016)

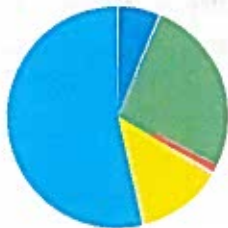
Gifts Of Apparel
Gifts Of Apparel Accessories
Gifts Of Education
Gifts Of Recreation
Gifts Of Food And Beverages
Gifts Of Household Furnishings And Equipment
Gifts Of Household
Gifts Of Transportation
Gifts Elsewhere Unspecified



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,567	\$36,844
Gifts Of Apparel	\$310	\$7,268
Gifts Of Apparel Accessories	\$39	\$925
Gifts Of Education	\$316	\$7,366
Gifts Of Recreation	\$106	\$2,496
Gifts Of Food And Beverages	\$145	\$3,393
Gifts Of Household Furnishings And Equipment	\$255	\$5,975
Gifts Of Household	\$66	\$1,552
Gifts Of Transportation	\$85	\$2,002
Gifts Elsewhere Unspecified	\$242	\$5,667

Household Furnishings (2016)

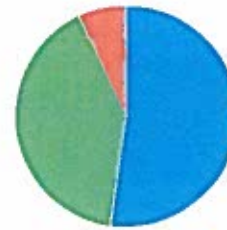
Household Textiles
Furniture
Floor Coverings
Major Appliances
Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,159	\$50,472
Household Textiles	\$133	\$3,120
Furniture	\$557	\$13,038
Floor Coverings	\$31	\$734
Major Appliances	\$276	\$6,474
Housewares And Small Appliances	\$1,159	\$27,106

Shelter (2016)

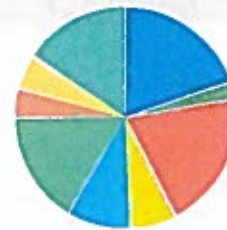
Food At Home
Food Away From Home
Alcoholic Beverages



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$10,151	\$245,897
Food At Home	\$5,311	\$128,665
Food Away From Home	\$4,113	\$89,632
Alcoholic Beverages	\$726	\$17,800

Gifts (2021)

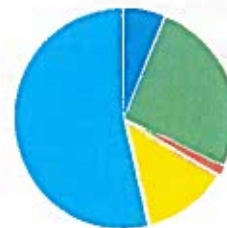
Gifts Of Apparel
Gifts Of Apparel Accessories
Gifts Of Education
Gifts Of Recreation
Gifts Of Food And Beverages
Gifts Of Household Furnishings And Equipment
Gifts Of Household
Gifts Of Transportation
Gifts Elsewhere Unspecified



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,838	\$44,538
Gifts Of Apparel	\$364	\$8,824
Gifts Of Apparel Accessories	\$46	\$1,125
Gifts Of Education	\$369	\$8,946
Gifts Of Recreation	\$125	\$3,034
Gifts Of Food And Beverages	\$169	\$4,112
Gifts Of Household Furnishings And Equipment	\$300	\$7,267
Gifts Of Household	\$77	\$1,878
Gifts Of Transportation	\$101	\$2,456
Gifts Elsewhere Unspecified	\$284	\$6,897

Household Furnishings (2021)

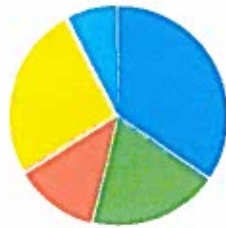
Household Textiles
Furniture
Floor Coverings
Major Appliances
Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,469	\$59,825
Household Textiles	\$150	\$3,652
Furniture	\$642	\$15,558
Floor Coverings	\$37	\$901
Major Appliances	\$316	\$7,659
Housewares And Small Appliances	\$1,323	\$32,056

Shelter (2021)

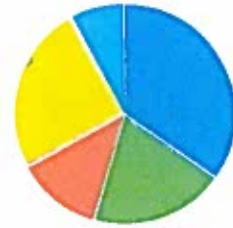
Mortgage Interest
 Property Taxes
 Miscellaneous Owned Dwelling Costs
 Rental Costs
 Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$12,851	\$300,398
Mortgage Interest	\$4,448	\$103,992
Property Taxes	\$2,468	\$57,698
Miscellaneous Owned Dwelling Costs	\$1,608	\$37,602
Rental Costs	\$3,359	\$78,523
Other Lodging	\$966	\$22,583

Household Operations (2016)

Mortgage Interest
 Property Taxes
 Miscellaneous Owned Dwelling Costs
 Rental Costs
 Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$14,588	\$353,371
Mortgage Interest	\$5,101	\$123,570
Property Taxes	\$2,858	\$69,234
Miscellaneous Owned Dwelling Costs	\$1,837	\$44,506
Rental Costs	\$3,628	\$87,897
Other Lodging	\$1,162	\$28,163

Household Operations (2021)

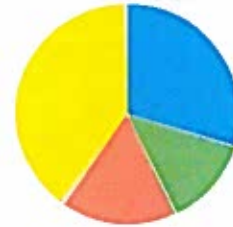
Babysitting And Elderly Care
 Household Services
 Alimony And Child Support
 Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,795	\$41,963
Babysitting And Elderly Care	\$535	\$12,506
Household Services	\$235	\$5,498
Alimony And Child Support	\$303	\$7,106
Household Supplies	\$720	\$16,853

Personal Care (2016)

Babysitting And Elderly Care
 Household Services
 Alimony And Child Support
 Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,091	\$50,669
Babysitting And Elderly Care	\$623	\$15,106
Household Services	\$273	\$6,823
Alimony And Child Support	\$355	\$8,607
Household Supplies	\$839	\$20,333

Personal Care (2021)

Hair Care
 Electric Personal Care Appliances
 Personal Care Services
 Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$806	\$18,863
Hair Care	\$62	\$1,466
Electric Personal Care Appliances	\$15	\$372
Personal Care Services	\$539	\$12,620
Personal Care Products	\$188	\$4,405

Utilities (2016)

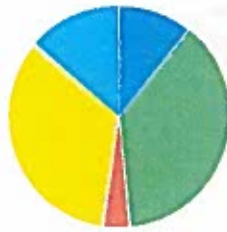
Hair Care
 Electric Personal Care Appliances
 Personal Care Services
 Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$910	\$22,048
Hair Care	\$70	\$1,716
Electric Personal Care Appliances	\$17	\$435
Personal Care Services	\$608	\$14,747
Personal Care Products	\$212	\$5,150

Utilities (2021)

■ Natural Gas
 ■ Electricity
 ■ Fuel Oil And Other Fuels
 ■ Telephone Service
 ■ Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,614	\$107,866
Natural Gas	\$494	\$11,566
Electricity	\$1,743	\$40,749
Fuel Oil And Other Fuels	\$169	\$3,954
Telephone Service	\$1,574	\$36,797
Other Utilities	\$633	\$14,800

Reading (2016)

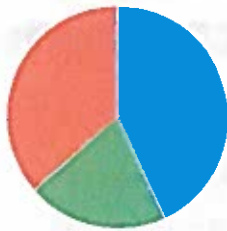
■ Natural Gas
 ■ Electricity
 ■ Fuel Oil And Other Fuels
 ■ Telephone Service
 ■ Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$5,116	\$123,942
Natural Gas	\$552	\$13,380
Electricity	\$1,926	\$46,673
Fuel Oil And Other Fuels	\$187	\$4,560
Telephone Service	\$1,744	\$42,245
Other Utilities	\$705	\$17,094

Reading (2021)

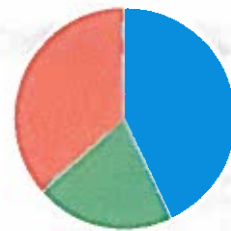
■ Newspapers
 ■ Magazines
 ■ Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$138	\$3,247
Newspapers	\$59	\$1,393
Magazines	\$28	\$685
Books	\$50	\$1,186

Tobacco (2016)

■ Newspapers
 ■ Magazines
 ■ Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$157	\$3,821
Newspapers	\$67	\$1,641
Magazines	\$32	\$783
Books	\$57	\$1,397

Tobacco (2021)

■ Cigarettes
 ■ Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$368	\$8,646
Cigarettes	\$332	\$7,781
Other Tobacco Products	\$37	\$865

Transportation (2016)

■ Cigarettes
 ■ Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$398	\$9,664
Cigarettes	\$359	\$8,696
Other Tobacco Products	\$39	\$967

Transportation (2021)

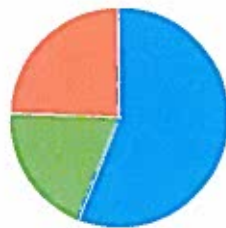
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$11,771	\$275,165
New Vehicle Purchase	\$2,245	\$52,494
Used Vehicle Purchase	\$1,964	\$45,912
Motorcycles (New And Used)	\$49	\$1,155
Vehicle Finance Charges	\$267	\$6,257
Gasoline And Oil	\$3,292	\$76,954
Vehicle Repair And Maintenance	\$1,112	\$26,006
Vehicle Insurance	\$1,306	\$30,531
Public Transportation	\$783	\$18,325
Other Transportation Costs	\$749	\$17,531

Health Care (2016)

- Health Care Insurance
- Health Care Services
- Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,944	\$115,575
Health Care Insurance	\$2,767	\$64,688
Health Care Services	\$877	\$22,850
Health Care Supplies And Equipment	\$1,199	\$28,038

Miscellaneous Expenses (2016)

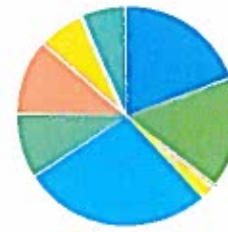
- Legal And Accounting
- Funeral And Cemetery
- Finance Charges Excluding Mortgage And Vehicle
- Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$911	\$21,302
Legal And Accounting	\$110	\$2,576
Funeral And Cemetery	\$101	\$2,367
Finance Charges Excluding Mortgage And Vehicle	\$586	\$13,715
Other Miscellaneous Expenses	\$113	\$2,643

Personal Insurance (2016)

- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$13,129	\$318,012
New Vehicle Purchase	\$2,540	\$61,548
Used Vehicle Purchase	\$2,138	\$51,804
Motorcycles (New And Used)	\$53	\$1,294
Vehicle Finance Charges	\$295	\$7,162
Gasoline And Oil	\$3,626	\$87,651
Vehicle Repair And Maintenance	\$1,241	\$30,065
Vehicle Insurance	\$1,448	\$35,086
Public Transportation	\$921	\$22,318
Other Transportation Costs	\$862	\$20,884

Health Care (2021)

- Health Care Insurance
- Health Care Services
- Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$5,497	\$133,158
Health Care Insurance	\$3,076	\$74,523
Health Care Services	\$1,085	\$26,305
Health Care Supplies And Equipment	\$1,334	\$32,330

Miscellaneous Expenses (2021)

- Legal And Accounting
- Funeral And Cemetery
- Finance Charges Excluding Mortgage And Vehicle
- Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,018	\$24,659
Legal And Accounting	\$123	\$2,985
Funeral And Cemetery	\$113	\$2,758
Finance Charges Excluding Mortgage And Vehicle	\$654	\$15,858
Other Miscellaneous Expenses	\$126	\$3,059

Personal Insurance (2021)

\$ PER HOUSEHOLD	TOTAL \$000'S
\$467	\$10,916

\$ PER HOUSEHOLD	TOTAL \$000'S
\$548	\$13,293

Contributions (2016)

\$ PER HOUSEHOLD	TOTAL \$000'S
\$2,752	\$64,333

Contributions (2021)

\$ PER HOUSEHOLD	TOTAL \$000'S
\$3,300	\$79,950

Retail Potential (2016)

	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$4,231	\$98,916
User Car Dealers	\$252	\$5,911
Recreational Vehicle Dealers	\$12	\$301
Motorcycle and Boat Dealers	\$183	\$4,290
Auto Parts and Accessories	\$658	\$15,394
Tire Dealers	\$300	\$7,013
Furniture Stores	\$431	\$10,076
Floor Covering Stores	\$153	\$3,577
Other Home Furnishing Stores	\$143	\$3,344
Appliances and Electronics Stores	\$990	\$23,151
Computer Stores	\$1,788	\$41,807
Camera and Photography Stores	\$111	\$2,805
Hardware Stores	\$233	\$5,448
Paint and Wallpaper Stores	\$21	\$501
Home Centers	\$514	\$12,028
Other Building Materials Stores	\$622	\$14,547
Outdoor Power Equipment Stores	\$19	\$454
Nursery and Garden Stores	\$154	\$3,613
Grocery Stores	\$7,059	\$165,007
Convenience Stores	\$299	\$7,000
Meat Markets	\$70	\$1,652
Fish and Seafood Markets	\$16	\$391
Fruit and Vegetable Markets	\$33	\$777
Other Specialty Food Markets	\$51	\$1,215
Liquor Stores	\$189	\$3,956
Pharmacy and Drug Stores	\$1,491	\$34,858
Cosmetics and Beauty Stores	\$63	\$1,486
Optical Goods Stores	\$148	\$3,482
Other Health and Personal Care Stores	\$120	\$2,814
Gasoline Stations with Convenience Stores	\$1,128	\$26,379
Gasoline Stations without Convenience Stores	\$183	\$4,293
Men's Clothing Stores	\$62	\$1,464
Women's Clothing Stores	\$201	\$4,702
Children's and Infant's Clothing Stores	\$111	\$2,608
Family Clothing Stores	\$423	\$9,891
Clothing Accessory Stores	\$22	\$536
Other Apparel Stores	\$50	\$1,174
Shoe Stores	\$134	\$3,144
Jewelry Stores	\$277	\$6,495
Luggage Stores	\$252	\$5,908
Sporting Goods Stores	\$186	\$4,360
Hobby, Toy, and Game Stores	\$56	\$1,313
Sewing and Needlecraft Stores	\$21	\$509
Musical Instrument Stores	\$44	\$1,040
Book Stores	\$391	\$9,145
Record, Tape, and CD Stores	\$105	\$2,469
Department Stores	\$3,373	\$78,864
Warehouse Superstores	\$1,428	\$33,382
Other General Merchandise Stores	\$404	\$9,460
Florists	\$33	\$773

Source: Applied Geographic Solutions, 2018

Office and Stationary Stores	\$309	\$7,243
Gift and Souvenir Stores	\$99	\$2,316
Used Merchandise Stores	\$64	\$1,514
Pet and Pet Supply Stores	\$129	\$3,034
Art Dealers	\$12	\$296
Mobile Home Dealers	\$0	\$22
Other Miscellaneous Retail Stores	\$134	\$3,139
Mail Order and Catalog Stores	\$2,458	\$57,460
Vending Machines	\$101	\$2,370
Fuel Dealers	\$414	\$9,685
Other Direct Selling Establishments	\$214	\$5,021
Hotels and Other Travel Accomodations	\$161	\$3,765
RV Parks	\$2	\$80
Rooming and Boarding Houses	\$1	\$23
Full Service Restaurants	\$1,081	\$25,290
Limited Service Restaurants	\$1,070	\$25,019
Special Food Services and Catering	\$179	\$4,204
Drinking Places	\$99	\$2,315