

The Matanuska-Susitna Borough

Growth continues to eclipse rest of Alaska

1 Mat-Su Borough's Population Estimates, 2000 to 2009

	Estimated Population 2009	2000 Census 2000	Change 2000 to 2009	Percentage Change 2000 to 2009
Alaska	692,314	626,931	65,383	10%
Anchorage	290,588	260,283	30,305	12%
Fairbanks North Star Borough	93,779	82,840	10,939	13.2%
Matanuska-Susitna Borough	84,314	59,322	24,992	42%
All places in the Mat-Su Borough are Census Designated Places (CDPs) unless footnoted.				
Big Lake	3,331	2,635	696	26%
Buffalo Soapstone	738	699	39	6%
Butte	3,255	2,561	694	27%
Chase	35	41	-6	-15%
Chickaloon	277	213	64	30%
Farm Loop	1,313	1,067	246	23%
Fishhook	3,337	2,030	1,307	64%
Gateway	4,068	2,952	1,116	38%
Glacier View	246	249	-3	-1%
Houston city	1,664	1,202	462	38%
Knik-Fairview	13,824	7,049	6,775	96%
Knik River	631	582	49	8%
Lake Louise	100	88	12	14%
Lakes	8,388	6,706	1,682	25%
Lazy Mountain	1,446	1,158	288	25%
Meadow Lakes	7,319	4,819	2,500	52%
Palmer city ¹	5,532	4,533	999	22%
Petersville	6	27	-21	-78%
Point MacKenzie	273	111	162	146%
Skwentna	73	111	-38	-34%
Susitna	16	37	-21	-57%
Sutton-Alpine	1,407	1,080	327	30%
Talkeetna	894	772	122	16%
Tanaina	7,407	4,993	2,414	48%
Trapper Creek	444	423	21	5%
Wasilla city ²	7,245	5,469	1,776	32%
Willow	2,218	1,658	560	34%
Y	1,057	956	101	11%
Remainder of Mat-Su Borough	7,770	5,101	2,669	52%

¹ Palmer had an annexation on September 5, 2003.

² Wasilla had a small annexation on May 3, 2002.

Sources: Alaska Department of Labor and Workforce Development, Research and Analysis Section; and the U.S. Census Bureau

The story of the Matanuska-Susitna Borough's growth in population and employment, which has long outstripped the rest of the state, is an old one. That saga continued in 2009, as employment kept growing in the borough even when it fell in the rest of Alaska for the first time in 21 years. Early indicators for 2010 are also positive.

One large place

Only Fairbanks and Anchorage have more residents than the Mat-Su Borough, which had a 2009 population of 84,314. (See Exhibit 1.) In addition, the Mat-Su is nearly as large as West Virginia at 24,682 square miles. Although it is a big place, 90 percent of its residents live in "the Valley," a tight corridor between the communities of Sutton on the Glenn Highway and Willow on the Parks Highway.

Wasilla, Palmer, and Houston are the only three communities that are incorporated or have political boundaries, and the residents of these three towns represent just 17 percent of the borough's population. The rest live in various unorganized or census-designated places (CDPs). According to state demographer Greg Williams, ten of the top 14 places in the state that experienced the most rapid growth between 2000 and 2009 are in the Mat-Su Borough. If these places were to incorporate, four of them would be larger than the City of Wasilla. One of them, Knik-Fairview, would become the fourth-largest city in the state.

Different economy than most

Historically, the lifeblood of the area came from farming, gold, and coal mining. Although the Mat-Su Borough remains the largest agricultural producer in the state and coal mining might make

a comeback, these industries were eclipsed decades ago by forces that have put the borough on the state's economic pedestal.

Today, an array of sectors vitalize the area's economy. Its most important stimulus is its status as a bedroom community — a place where people live while working elsewhere. An expanding visitor industry also plays a role, as does a growing list of borough enterprises that provide services to the rest of the state. One example is the new Goose Creek prison, which is scheduled to open in 2012.

However, the most important explanation for the borough's rapid employment growth is that its businesses and institutions are providing a larger range of goods and services to its burgeoning population.

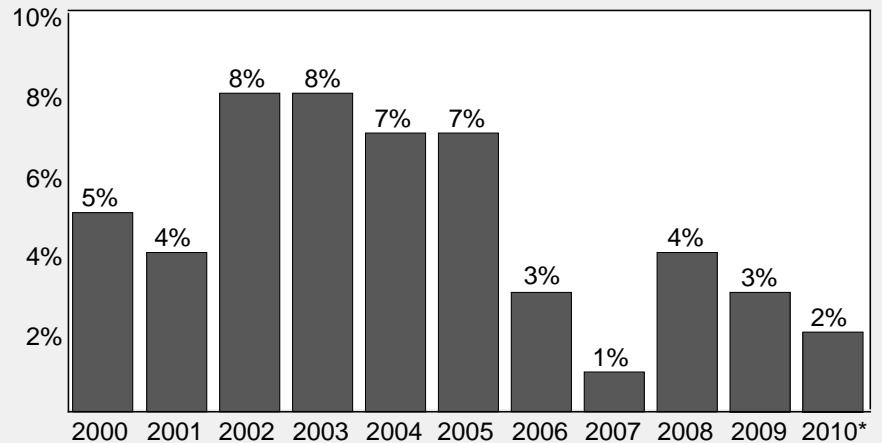
Residents spend more locally

Exhibits 2 and 3 show employment growth in the borough over the past decade and since 1959. The number of jobs in the borough grew more than three times as fast as the rest of the state in the past decade, and this trend continues because residents spend a growing share of their income locally. Economists call this phenomenon import substitution, and it increases payroll as well as salaries. For example, between 2000 and 2009, health care employment doubled and retail added more than 1,000 jobs.

The fact that employment grew considerably faster than population may be another indicator of this trend. Growth in sales tax revenue in Palmer and Wasilla is further evidence of the borough capturing more of its residents' consumption dollars. Between 2000 and 2009, collected sales tax more than doubled (even after adjustment for inflation), even though the borough's population grew only 42 percent.

Employment Continues to Grow **2** Matanuska-Susitna Borough, 2000 to 2010

Annual employment growth

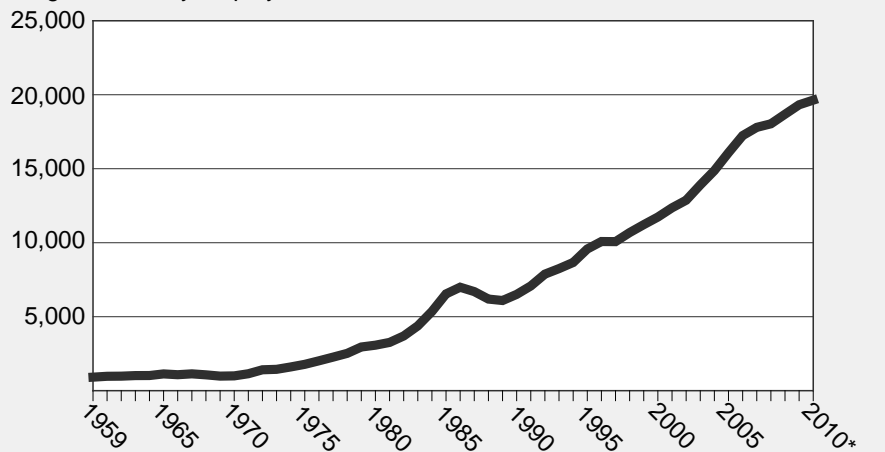


*estimate

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

A History of Strong Growth **3** Matanuska-Susitna Borough, 1959 to 2010

Wage and salary employment



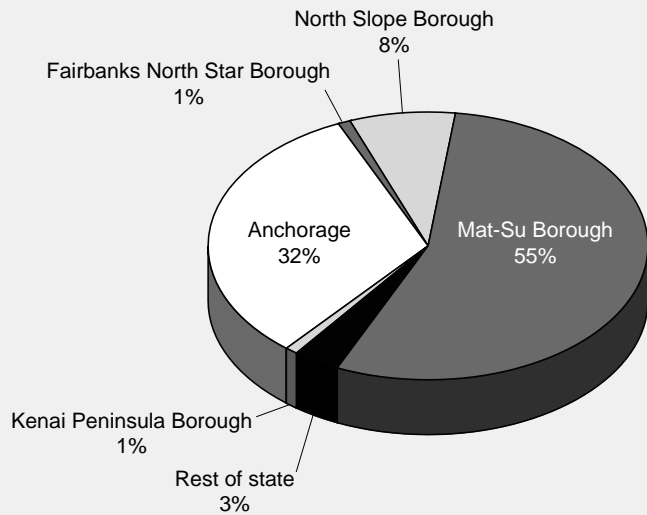
*estimate

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

Many earn their living elsewhere

In some ways, the Matanuska-Susitna Borough's commuter patterns are not that different from elsewhere in the country. That is, many people who live there commute outside the borough each day, and data produced by the Alaska Department of Labor and Workforce Development shed some

4 Where Mat-Su Residents Work¹ 2008



¹Excludes uniformed military, federal, and self-employed workers, 2008
Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

light on where these residents work. (See Exhibits 4, 5, 6, and 7.) According to these data (which exclude federal, uniformed military, and self-employed workers), nearly a third of the Mat-Su Borough's residents work in Anchorage, and this hasn't changed much over the years. (See Exhibit 4.)

Unlike many areas that are home to a large population of commuters, the borough also has many residents that travel to remote job sites. For example, in 2008, 8 percent of the area's residents worked on the North Slope and another 5 percent held jobs in other distant places around the state.

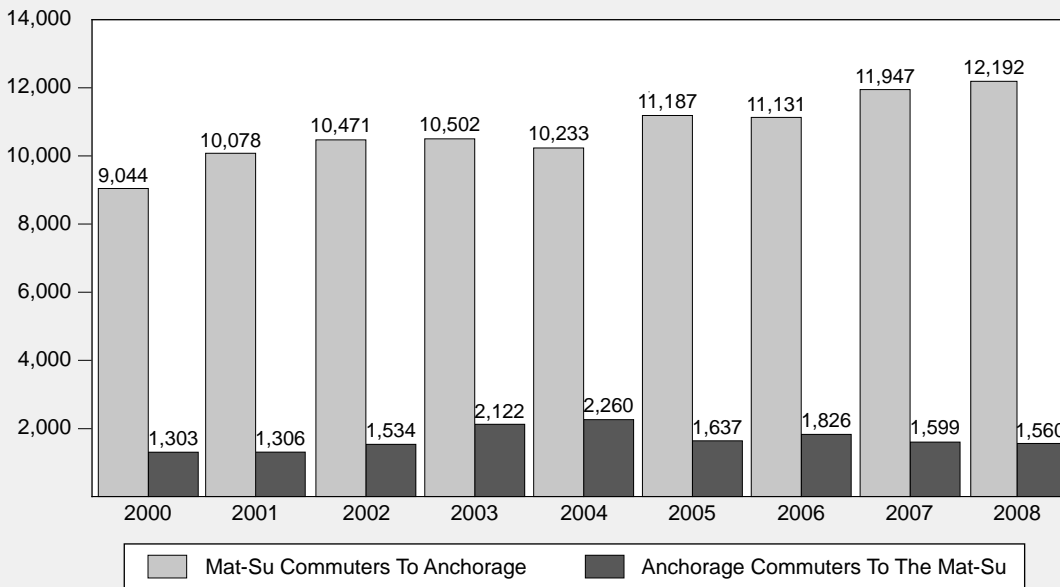
Over the past decade, the proportion of commuters and those who work locally has not changed much. In both 2000 and 2008, 45 percent commuted beyond the borough's boundaries. However, an interesting trend emerged: workers were taking more jobs farther away. The number of commuters working on the North Slope doubled between 2005

and 2008 — a reflection of the employment rebound in the state's oil patch and the Mat-Su area's role as home to a large share of the state's oil industry workforce. The borough supplies the second-largest group of oil industry workers to the North Slope, after Anchorage.

There are many reasons so many Mat-Su residents commute, but two are paramount. The borough offers a competitive housing market, and the state's largest labor market (Anchorage) is within easy reach of most residents.

5 Commuter Traffic Continues to Grow¹ Matanuska-Susitna Borough, 2000 to 2008

Number of commuters



¹Excludes uniformed military, federal, and self-employed workers
Source: Alaska Department of Labor and Workforce Development, Research and Analysis

Primary Place of Work and Wages¹ Matanuska-Susitna residents, 2008

6

	Number of Workers	Percent	Wages		Number of Workers	Percent	Wages
Matanuska-Susitna Borough	20,665	55%	\$543,926,149	Bristol Bay Borough	48	0%	\$1,557,543
Anchorage Municipality	12,192	32%	\$553,470,946	Ketchikan Gateway Borough	43	0%	\$1,064,649
North Slope Borough	2,858	8%	\$222,468,891	Kodiak Island Borough	42	0%	\$1,151,191
Kenai Peninsula Borough	359	1%	\$14,978,354	Dillingham Census Area	41	0%	\$1,515,610
Fairbanks North Star Borough	350	1%	\$12,726,821	Lake and Peninsula Borough	41	0%	\$1,347,090
Northwest Arctic Borough	142	0%	\$9,893,588	Aleutians East Borough	40	0%	\$1,207,105
City and Borough of Juneau	141	0%	\$5,501,178	Wade Hampton Census Area	34	0%	\$1,230,727
Valdez-Cordova Census Area	135	0%	\$6,803,009	City and Borough of Sitka	21	0%	\$487,742
Bethel Census Area	125	0%	\$6,056,487	Skagway-Angoon Census Area	18	0%	\$492,495
Nome Census Area	114	0%	\$5,856,028	Wrangell-Petersburg Census Area	15	0%	\$355,965
Denali Borough	96	0%	\$2,334,864	Prince of Wales-Outer Ketchikan CA	12	0%	\$411,236
Yukon-Koyukuk Census Area	79	0%	\$3,268,004	Haines Borough	0	0%	\$0
Southeast Fairbanks Census Area	71	0%	\$3,650,749	Hoonah-Angoon Census Area	0	0%	\$0
Aleutians West Census Area	60	0%	\$3,468,193	City and Borough of Yakutat	0	0%	\$0
Total	37,744	100%	\$1,405,224,612				

¹Excludes uniformed military, federal, and self-employed workers, 2008

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

Housing is key to the economy

The numbers clearly show that a large part of the Mat-Su Borough's appeal is its affordable housing market. Other factors such as lifestyle and scenery probably play an important role, but they are more difficult (if not impossible) to quantify.

In 2010, the average sale price of a single-family home in the area was \$239,572: just three-quarters of the price of a single-family home in Anchorage (see Exhibit 8) and significantly below the state-wide average of \$277,941. This difference is a strong enticement to those who want to live close to a larger city.

Measuring how many wage earners it takes to pay the average mortgage also shows why an Anchorage worker might choose to live in the Mat-Su area. It takes 1.2 Anchorage wage earners to pay the average Mat-Su mortgage versus 1.6 to buy a home in Anchorage.¹ (See Exhibit 9.) Because average wages in the borough are significantly lower than those in Anchorage, it also takes 1.6 wage earners for those who work in the Mat-Su to afford a home there, so those who live and work

¹ The Alaska Affordability Index is a measurement of the number of wage earners necessary to afford an average home, based on workers who earn average wages for their geographic location, and the average price for a single family home.

Top 25 Employers¹ Matanuska-Susitna Borough, 2009

7

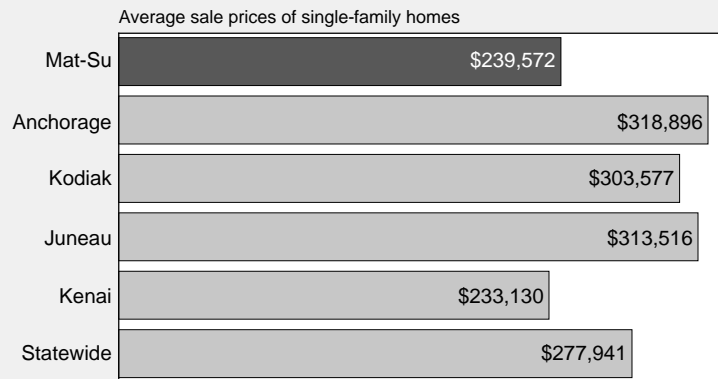
Rank	Employer	Employment Range ²
1	Matanuska-Susitna Borough School District	2,013
2	State of Alaska (excludes University of Alaska)	947
3	Mat-Su Regional Medical Center	500-749
4	Wal-Mart/Sam's Club	250-499
5	Fred Meyer	250-499
6	Matanuska-Susitna Borough	368
7	Matanuska Telephone Association	250-499
8	First Student	250-499
9	Carrs/Safeway	100-249
10	Federal government	235
11	Mat-Su Services for Children and Adults, Inc.	100-249
12	University of Alaska	165
13	First Student	100-249
14	Spensard Builders Supply	100-249
15	Chugach Government Services (Job Corps)	100-249
16	Target	100-249
17	City of Wasilla	143
18	Alaska Hotel Properties	100-249
19	Three Bears	100-249
20	Lowe's	100-249
21	McDonald's Restaurants	100-249
22	Home Depot	100-249
23	Matanuska Electric Association	100-249
24	Alaska Home Care	100-249
25	Matanuska Valley Federal Credit Union	100-249

¹ Excludes federal employees and uniformed military

² Due to confidentiality restrictions, employment data for private-sector firms are provided in ranges.

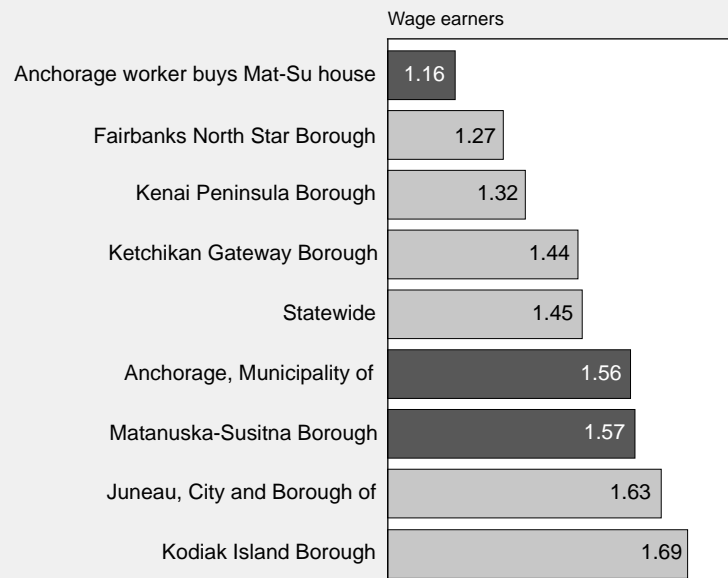
Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

8 Housing a Big Attraction in Mat-Su First quarter, 2010



Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

9 Buying a Single-Family Home Wage earners needed to pay mortgage



Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

in the Mat-Su don't see the benefit of the lower housing prices.

Most earnings come from elsewhere

One reason many residents choose to work outside the borough is that they can earn better wages elsewhere. (See Exhibit 10.) The average annual salary in the Mat-Su area in 2009 was \$36,492, nearly

\$13,000 less than in Anchorage. Even higher wages are available on the North Slope and elsewhere in Alaska. The borough's wages tend to be lower because of the prevalence of retail and service jobs. (See Exhibit 11.)

More of the higher paying jobs — such as those in oil, transportation, government, and the military — are also based elsewhere in the state. In 2008, Mat-Su residents earned more of their wages in Anchorage than they did at home, and 61 percent of all earnings came from outside the borough. (See Exhibit 6.)

Mat-Su provides services statewide

Besides the visitor industry and the housing market, other types of businesses provide services to the rest of the state, bringing new jobs into the Mat-Su area. These include Job Corps, Alaska Department of Corrections, GCI, and the surveying company TerraSond. Other examples are car dealers, greenhouses, farmer's markets, and others that cater to the local population as well as to Anchorage clientele.

A dynamic visitor sector

Bed tax receipts in the Mat-Su area more than tripled over the past five years — mainly due to the opening of large destination lodges — while visitor growth in most of the state was muted. The borough also has a well-developed visitor industry that caters to more independent travelers. A significant slice of its visitors come from Anchorage, and many own recreational property in the area.

Agriculture is still a player

The Mat-Su area remains the largest agricultural producer in the state. Most of its value is in crops like vegetables, potatoes, hay, and livestock. The recent explosion of farmer's markets in Southcentral Alaska is boosting farming in the Mat-Su.

Population, population, population

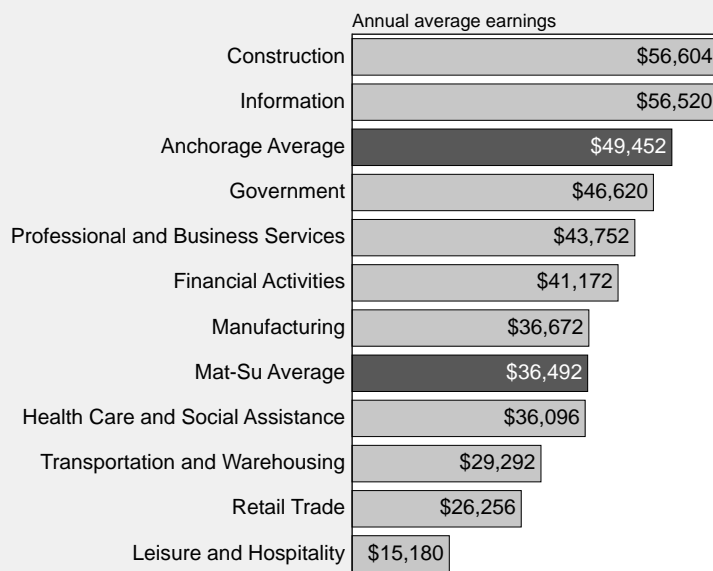
Since 2000, the borough's population has grown by 42 percent versus a 9 percent increase for An-

chorage and 10 percent statewide. (See Exhibit 12.) The Mat-Su's 2009 population of 84,314 is an increase of 24,992 people since 2000. Only Anchorage's absolute population grew more than that, but not by much. Unlike the rest of the state, most of this growth came from migration. (See Exhibit 13.) Overall, the borough went from comprising 7 percent of the state's population in 1990 to 12 percent in 2009. (See Exhibit 14.)

The demographics are different

The median age of the Mat-Su area's population is 34.5, one year older than the statewide median age and nearly four years older than the area's median age in 1990. (See Exhibit 15.) Its population is considerably less diverse than the state's — 84.1 percent white versus 70.4 percent statewide. The age breakdown of its population is similar to the state average, as is the ratio of men to women.

Average Annual Earnings Matanuska-Susitna Borough, 2009 **10**



Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

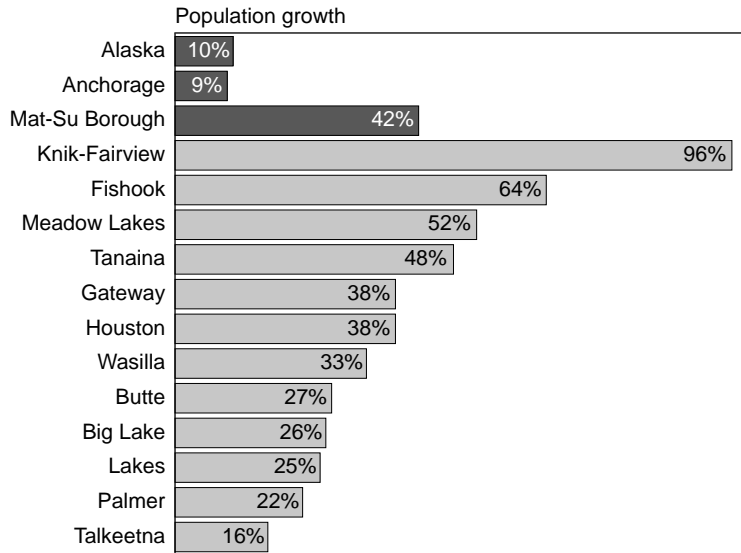
Average Annual Wage and Salary Employment by Industry Matanuska-Susitna Borough, 2000 to 2009 **11**

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	Employment Change 2000-2009	Percent Change 2000-2009
Statewide	12,361	12,873	13,904	15,002	16,087	17,216	17,896	18,038	18,684	19,320	6,959	56%
Natural Resources	69	83	105	120	117	132	118	96	116	128	59	86%
Construction	1,163	1,298	1,439	1,546	1,736	1,850	1,788	1,602	1,648	1,577	414	36%
Manufacturing	118	140	167	221	214	218	221	246	281	249	131	111%
Trade	2,467	2,510	2,609	2,755	3,036	3,386	3,432	3,429	ND	ND	*	*
Retail	2,394	2,435	2,547	2,670	2,928	3,268	3,313	3,296	3,429	3,491	1,097	46%
Transportation, Warehousing	259	280	397	453	543	559	539	781	814	809	550	212%
Utilities	152	147	137	147	148	145	143	141	ND	ND	*	*
Information	405	407	401	498	520	534	557	663	646	659	254	63%
Financial Activities	368	362	404	494	551	589	702	744	728	751	383	104%
Professional Services	703	731	805	836	894	912	943	856	929	989	286	41%
Educational and Health Care Services	1,771	1,807	1,970	2,293	2,424	2,608	2,827	2,900	3,020	3,353	1,582	89%
Health Care/Social Assistance	1,561	1,603	1,736	1,979	2,161	2,339	2,503	2,582	2,692	3,094	1,533	98%
Leisure and Hospitality	1,323	1,446	1,579	1,760	1,917	2,053	2,234	2,301	2,333	2,274	951	72%
Accommodations/Eating and Drinking	1,149	1,218	1,364	1,524	1,645	1,775	1,970	2,025	1,983	1,909	760	66%
Accommodations	255	200	228	396	447	538	647	675	635	542	287	113%
Eating and Drinking	894	1,018	1,136	1,127	1,198	1,238	1,323	1,350	1,347	1,368	474	53%
Other Services	477	423	548	518	550	572	588	601	626	691	214	45%
Government	3,042	3,140	3,344	3,357	3,426	3,649	3,741	3,658	3,819	4,040	998	33%
Federal Government	206	163	171	182	192	203	223	199	207	235	29	14%
State Government	876	896	904	952	963	990	1,011	1,002	1,058	1,111	235	27%
Local Government	1,960	2,081	2,269	2,223	2,272	2,457	2,507	2,456	2,554	2,694	734	37%

ND: Not disclosable

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

12 Dramatic Population Growth Matanuska-Susitna Borough, 2000 to 2009



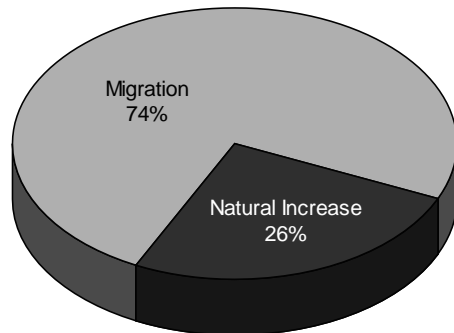
Sources: Alaska Department of Labor and Workforce Development, Research and Analysis Section, and U.S. Census Bureau

There are more married couples and family households in the borough (two or more people related by blood or marriage) than there are statewide, and those households are considerably bigger. The average family size in the Mat-Su was 4.3, versus 3.4 statewide. Median household income was \$67,132 — close to the statewide average, but 7 percent below Anchorage.

Hints of a continued bright future

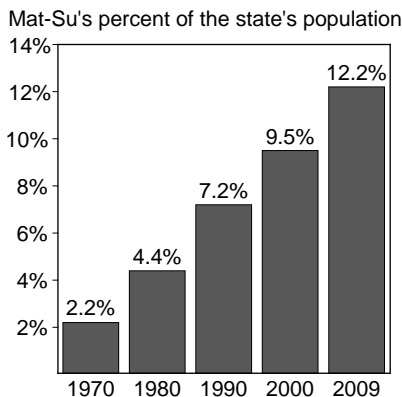
If Southcentral Alaska's economy continues to grow, the Mat-Su area will undoubtedly continue to capture a lopsided share of that action. The combination of its cost advantages and land availability is hard to beat. If projects such as a new coal mine, a rail extension, or Knik Arm crossing come to fruition or if Port MacKenzie attracts significant business, they too could become factors. But the economic fundamentals are likely to remain the most important factors in the borough's future: providing a competitive housing market, making more goods and services available locally, and finding new ways to sell goods and services to the rest of the state.

13 Growth Mostly Migration Mat-Su Borough, 1970 to 2009



Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

14 Growing Share of Alaska Mat-Su Borough, 1970 to 2009



Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

A Demographic Snapshot Matanuska-Susitna Borough, 2006 to 2009

15

2009 Population Estimates

	Mat-Su Borough	Anchorage	Alaska
Total Population	84,314	290,588	692,314
Median Age	34.5	33.1	33.5
Race			
White	84.1%	72.8%	70.4%
Native American	7.5%	9.5%	16.2%
Black	1.9%	5.9%	3.8%
Asian/Pacific Islanders	2.1%	6.7%	4.8%
Two or More Races	4.4%	5.1%	4.8%
Age			
Under 5	7.9%	8.3%	8.4%
18+	70.4%	71.8%	71.1%
65+	7.6%	7.1%	7.5%
Female	48.8%	49.9%	49.0%

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

¹A family household is two or more people living together who are related by blood or marriage.

²Poverty is measured using thresholds in a matrix that cross-classifies a variety of factors, such as family size, composition, and the number of people under age 18.

American Community Survey 2006-2008

	Mat-Su Borough	Anchorage	Alaska
Total population	82,485	278,716	681,235
Type of households			
Average family size	4.3	3.2	3.4
Average household size	3.8	2.7	2.8
Family household ¹	73.1%	67.4%	67.7%
Born in Alaska	36.2%	33.5%	38.9%
Labor force	66.2%	74.7%	72.3%
Income			
Median household income	\$67,132	\$72,137	\$66,293
Median family income	\$74,232	\$84,443	\$77,020
Living in poverty ²	9.6%	7.6%	9.5%
Educational attainment (age 25+)			
Less than ninth grade	2.6%	3.3%	3.6%
Ninth to 12th grade, no diploma	7.8%	4.9%	5.8%
High school graduate or equivalent	32.7%	23.7%	28.5%
Some college, no degree	27.6%	27.4%	27.5%
Associate's degree	9.6%	8.3%	8.1%
Bachelor's degree	12.9%	20.7%	16.8%
Graduate or professional degree	6.8%	11.6%	9.7%
Veterans	15.6%	15.6%	14.7%
Housing			
Owner-occupied housing units	80.6%	61.6%	64.1%
Renter-occupied housing units	19.4%	38.4%	35.9%
Mean travel time to work in minutes	33.7	18.1	18.1

Source: U.S. Department of Commerce, Bureau of the Census, American Community Survey, 2006-2008, Three-Year Estimates

A Safety Minute

Tread safely this winter

Winter is here, and so are icy, slippery conditions. Slips and falls are the number two cause of accidental death and disability behind vehicle accidents, so please be prepared this season. Preparation may mean anything from studded tires or chains on our vehicles to personal traction devices on our shoes. There are many types of traction devices available depending on your needs. Here are a few more winter travel tips:

- Wear footwear with maximum traction.
- Remove snow immediately from walkways or driveways before it becomes packed or turns to ice.
- Prevent ice from forming by spreading an ice melt product, and always read the directions before use.
- Walk defensively in parking lots, because cars and trucks cannot stop as fast on ice and snow.
- Watch your footing while exiting a vehicle; hold on to the vehicle for more stability.