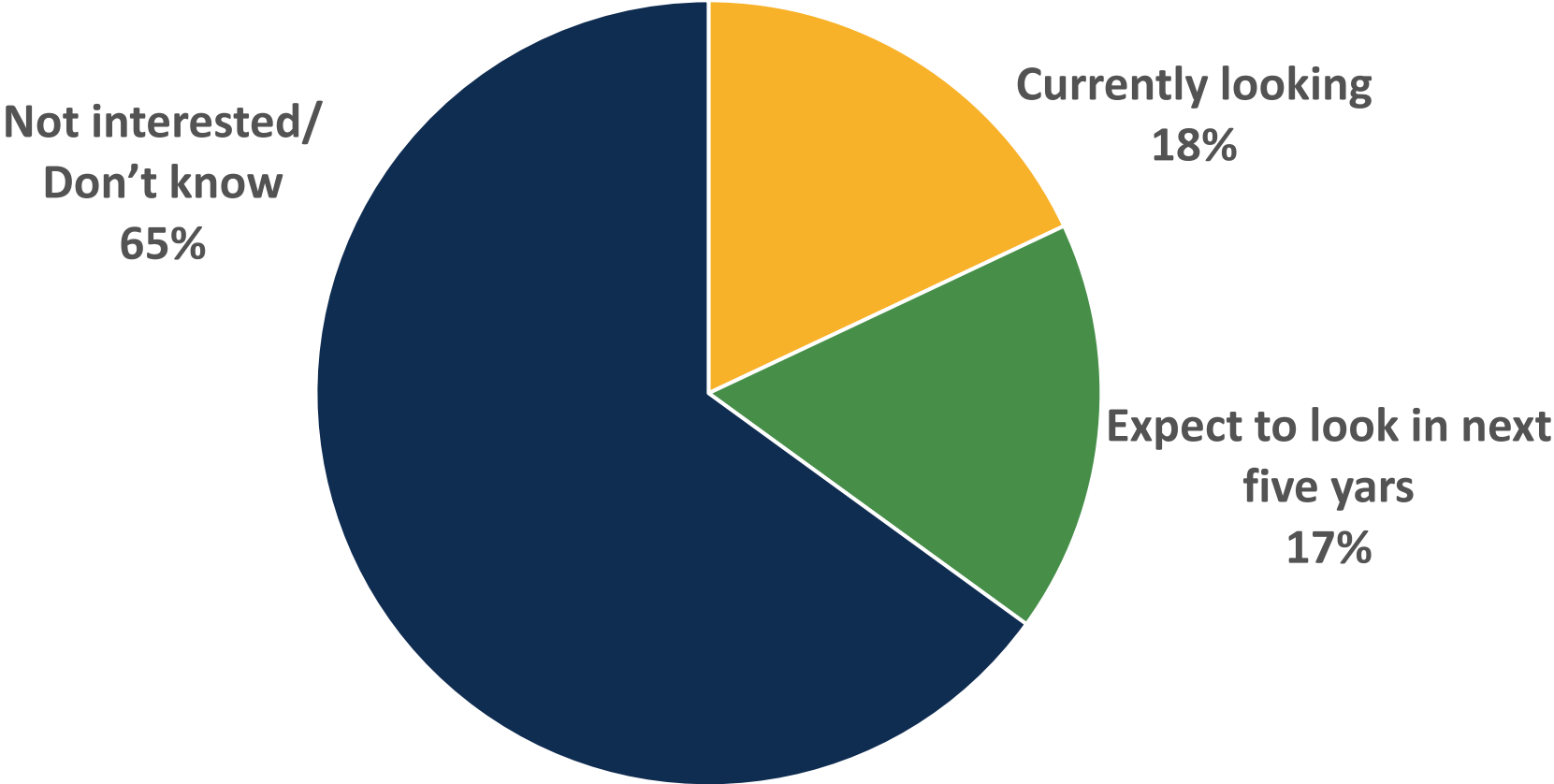


METHODOLOGY

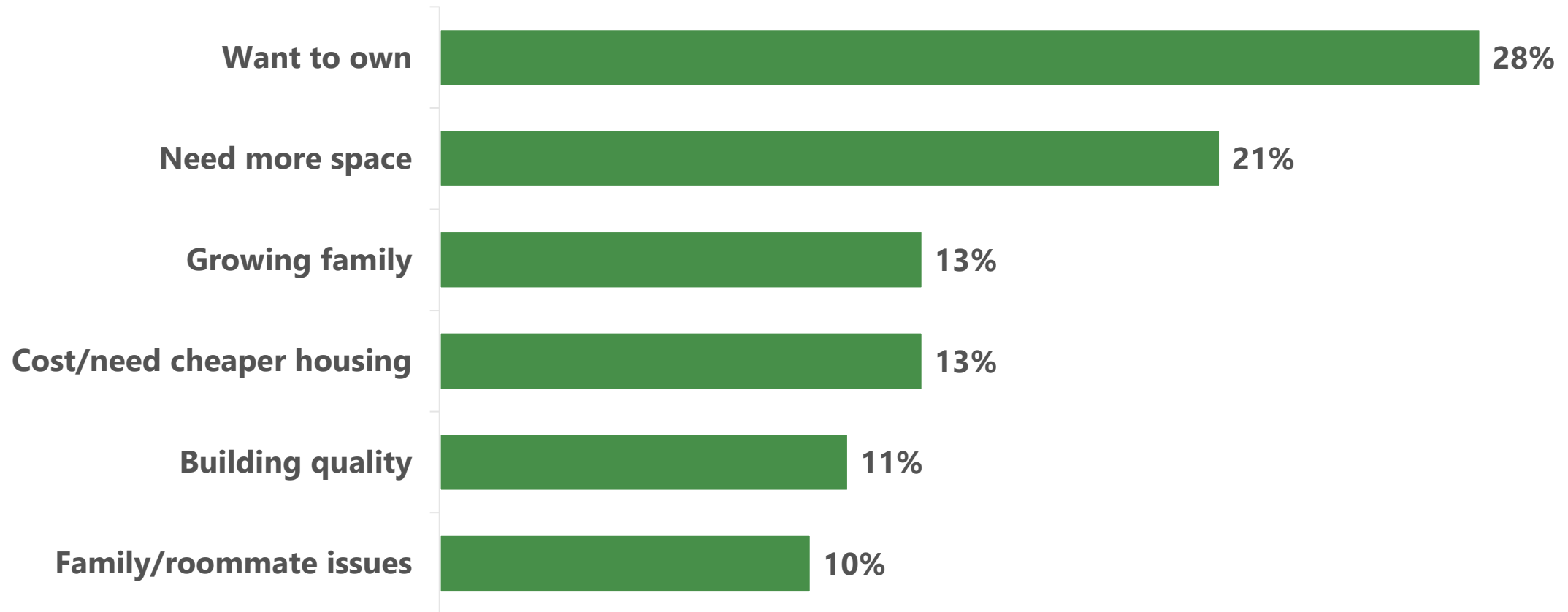
- Telephone survey
- Conducted by McKinley Research Group (formerly McDowell Group) in January 2021
- 403 randomly selected households
- Margin of error: $\pm 4.8\%$.
- Data weighted by age to reflect Census (older people more likely to participate in survey)
- Other demographic characteristics closely matched Census data (gender, ethnicity, income)

INTEREST IN NEW HOUSING



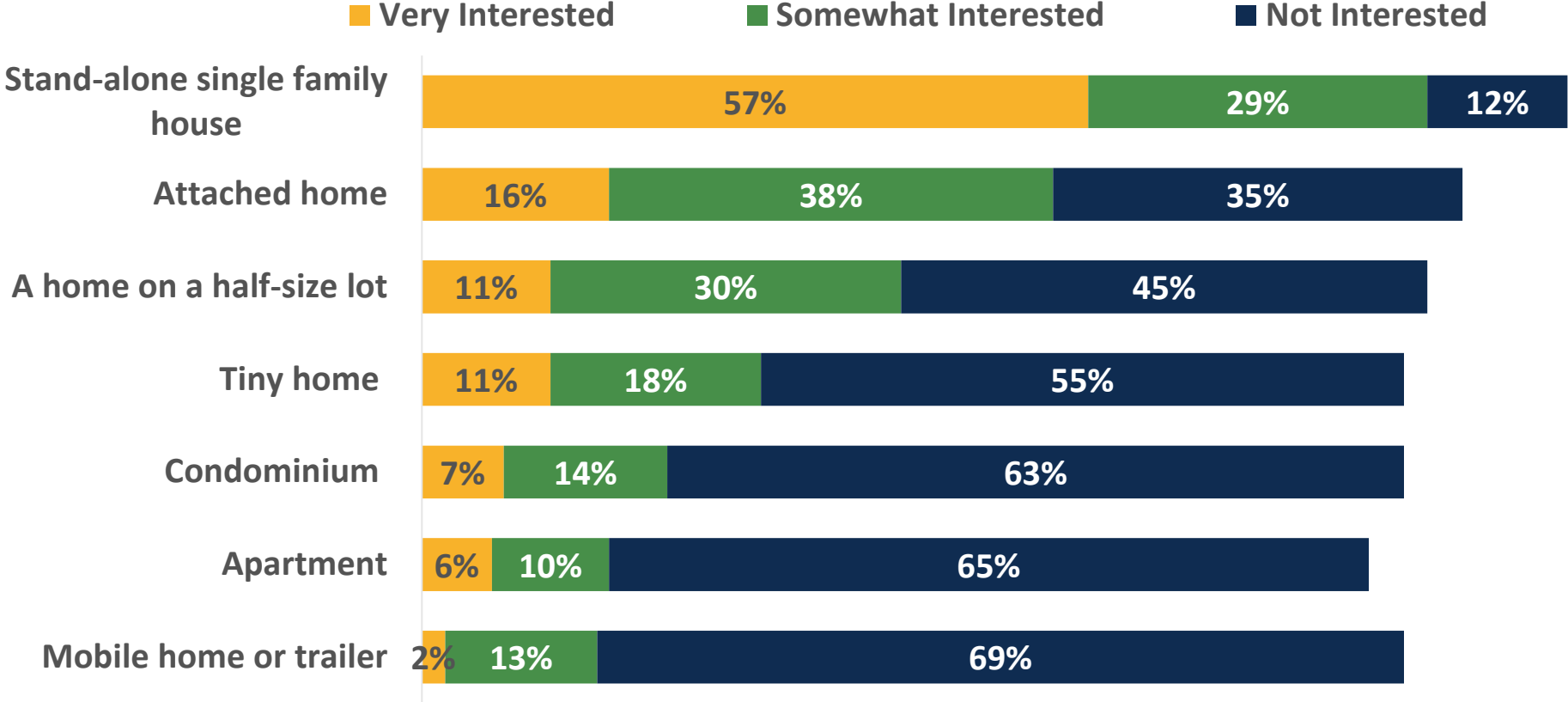
TOP REASONS FOR LOOKING FOR NEW HOUSING

Base: Looking/plan to look for new housing



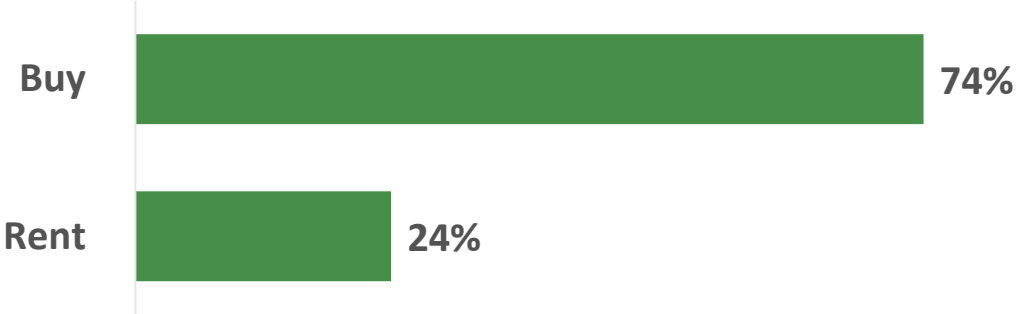
INTEREST IN HOUSING BY TYPE

Base: Looking/plan to look for new housing



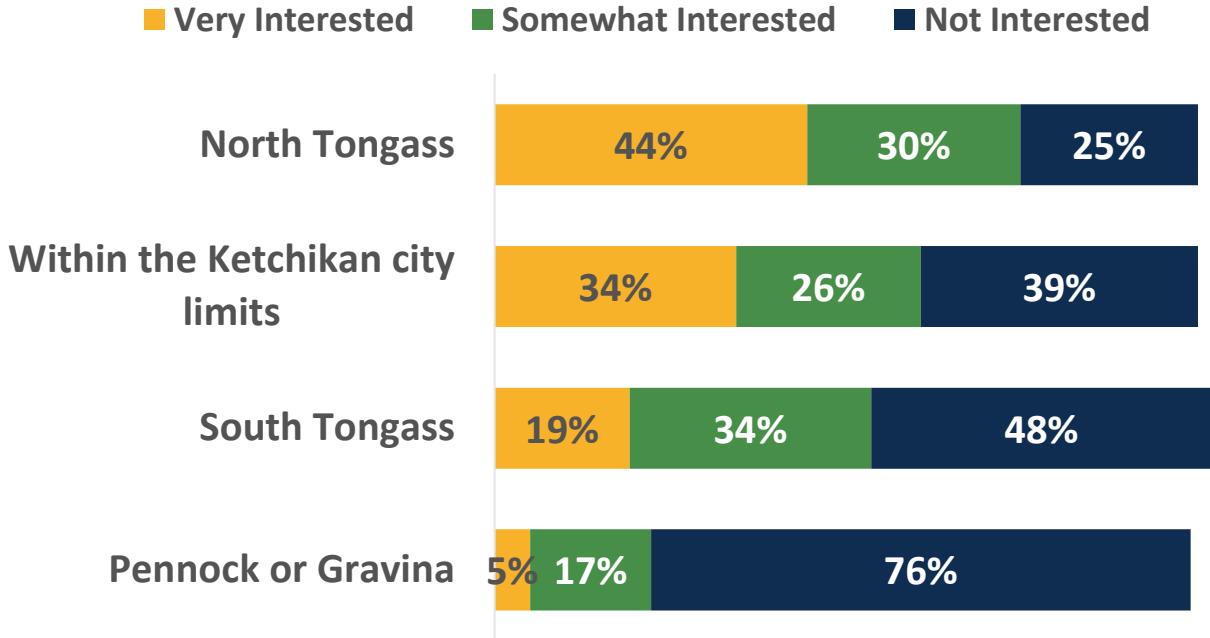
LIKELIHOOD OF RENTING VS. BUYING

Base: Looking/plan to look for new housing



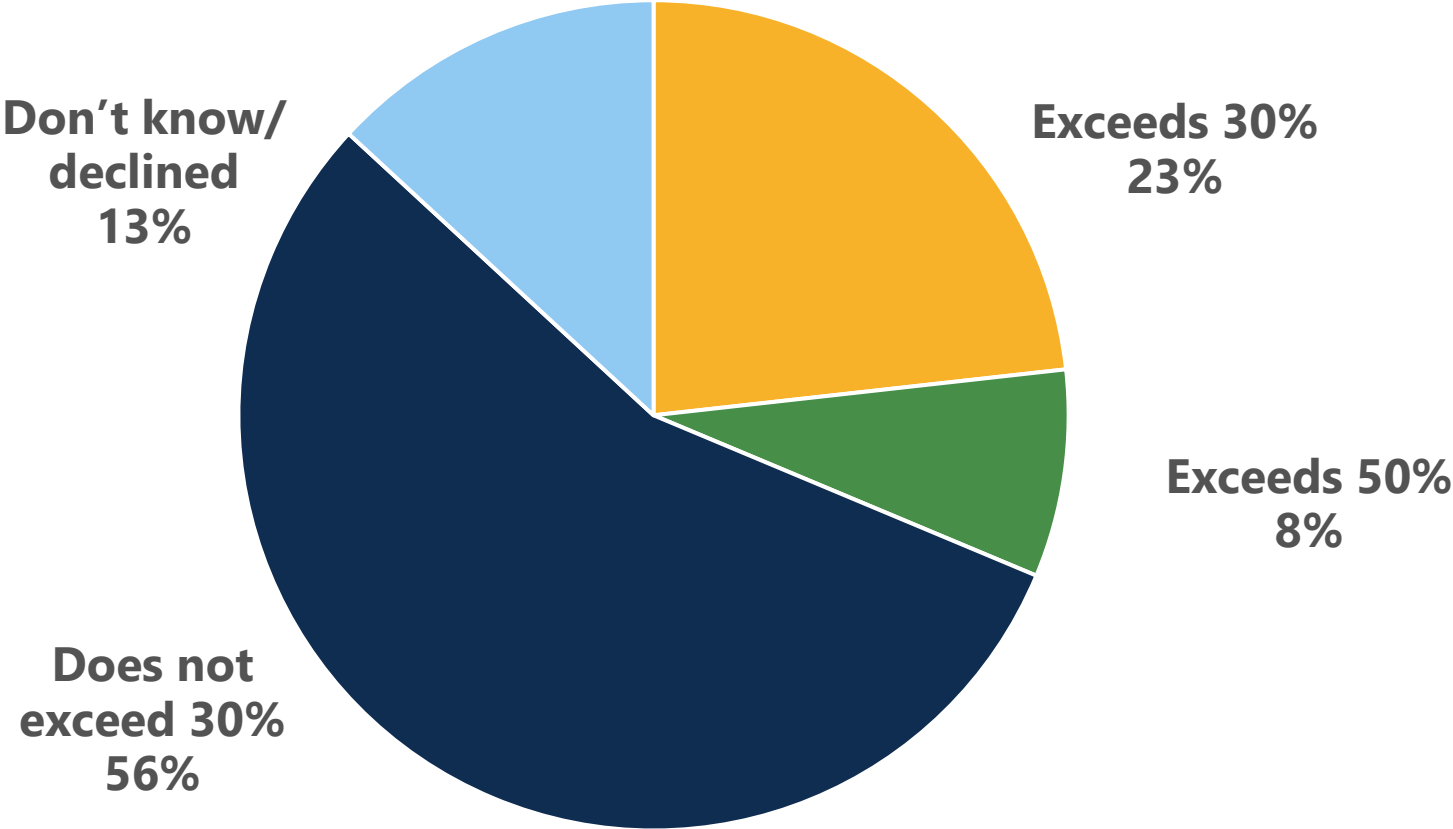
INTEREST IN LIVING IN BOROUGH AREAS

Base: Looking/plan to look for new housing



MONTHLY RENT/MORTGAGE AS % OF INCOME

Base: Reported rent/income payment

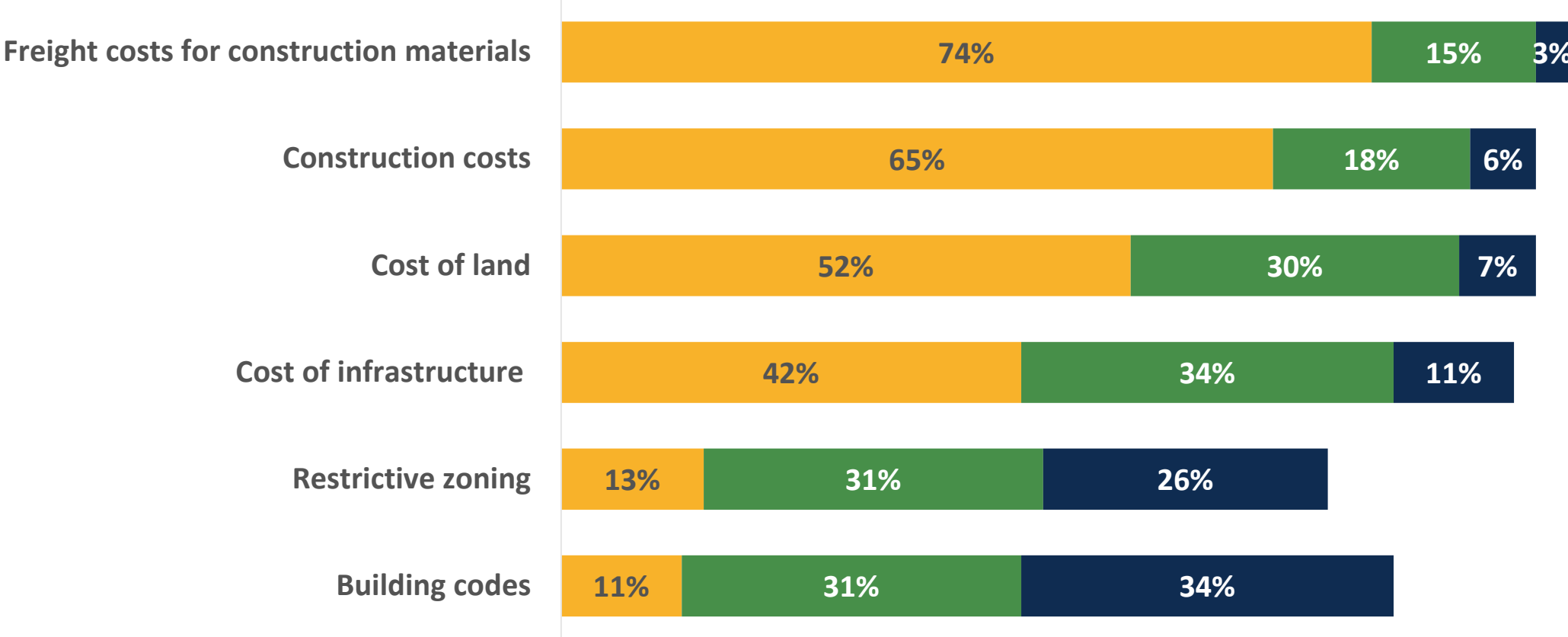


RATING KETCHIKAN HOUSING

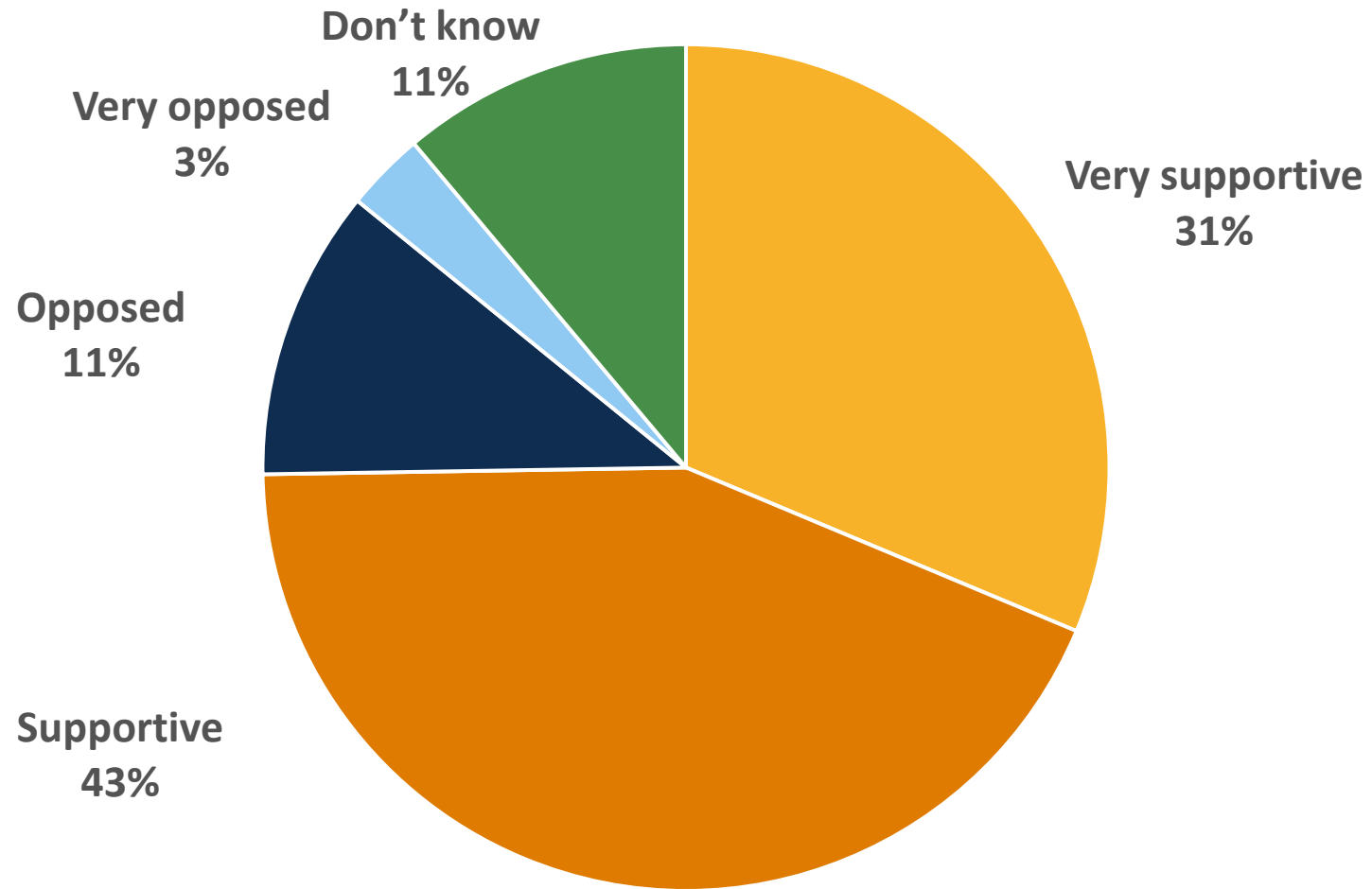


BARRIERS TO HOUSING DEVELOPMENT

■ Major Barrier ■ Minor Barrier ■ Not a Barrier



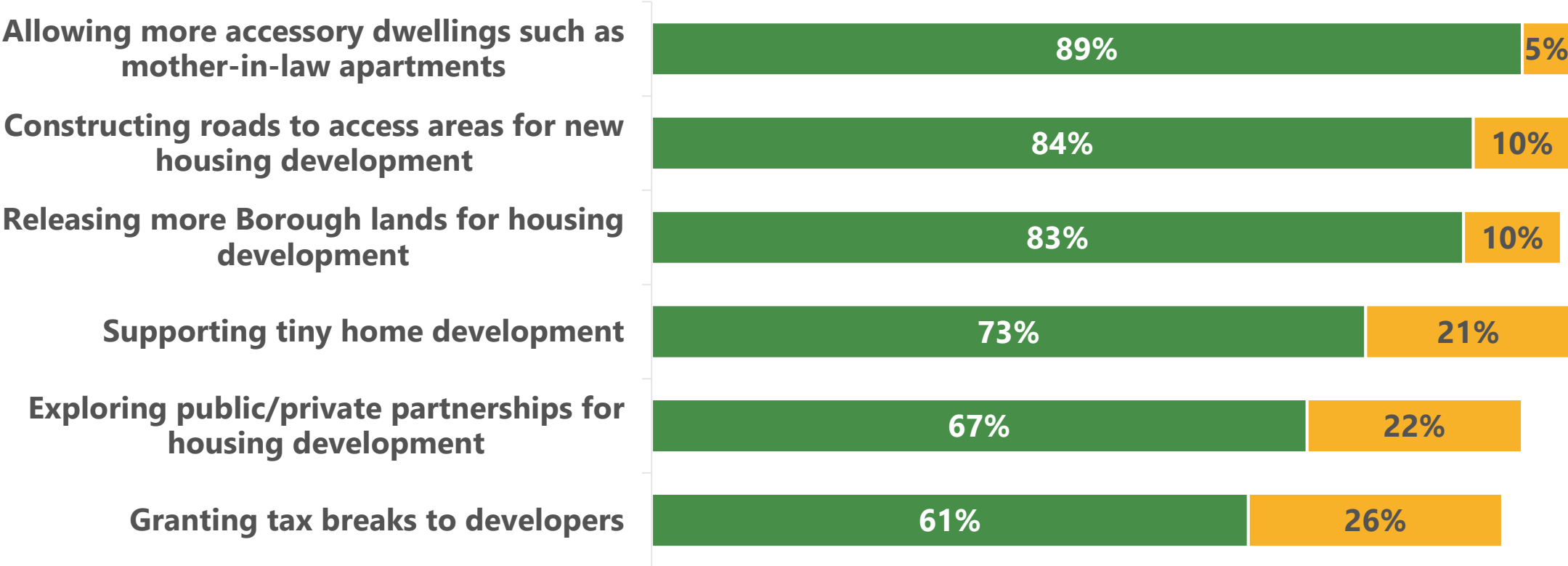
SUPPORT/OPPOSITION TO THE BOROUGH TAKING STEPS TO ADDRESS HOUSING



SUPPORT/OPPOSITION TO BOROUGH INITIATIVES

Slide 1 of 2

■ Supportive + Very Supportive ■ Opposed + Very Opposed



SUPPORT/OPPOSITION TO BOROUGH INITIATIVES

Slide 2 of 2

■ Supportive + Very Supportive ■ Opposed + Very Opposed

