

# ALASKA ECONOMIC **TRENDS**

JUNE 2011

## Leisure and Hospitality in Alaska

### WHAT'S INSIDE

The Makeup of Alaska's Population  
2010 Census release includes race, age  
Alaska's Personal Income in Top 10  
Growth recovers somewhat in 2010



ALASKA DEPARTMENT OF LABOR  
& WORKFORCE DEVELOPMENT

Governor Sean Parnell  
Commissioner Click Bishop

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Brynn Keith, Chief  
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A student chops mushrooms during culinary career training at AVTEC, Alaska's Institute of Technology.

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# Leisure and hospitality a key industry statewide



By Commissioner  
Click Bishop

Nearly one in 10 Alaska jobs, or 9.7 percent of the 323,386 total in 2010, were in leisure and hospitality. This industry includes occupations in arts, entertainment, recreation, accommodations, food service, bars, and restaurants.

Although the leisure and hospitality industry benefits from more than 1.5 million visitors each year, many of these businesses are almost entirely patronized by residents.

Total employment in this sector is highest in Anchorage, but leisure and hospitality jobs are critical to communities around the state. For example, in the Denali Borough almost 50 percent of jobs are in the industry, with 22 percent in Haines and 20 percent in Skagway.

With Jet Blue and Edelweiss airlines adding service to Anchorage, new flights to Fairbanks from Korea and Denver, higher cruise industry traffic, and residents participating more as local economies continue to improve, resident services and tourism employment appear likely to continue growing modestly.

## Alaska's population

This month's *Trends* also presents the first set of 2010 Census data and provides a look at the makeup of our state's population. Alaska was ground zero for the latest census, as the first U.S. resident was counted on Jan. 25, 2010, in the Alaska Native village of Noorvik.

In the 10 years since the last census, Alaska gained 83,300 residents. The boroughs with the largest populations continued to grow, with more than 80 percent of the state's population in places with 2,500 people or more.

Since 1981, the Alaska Department of Labor and Workforce Development's Research and Analysis Section has played a key role in Alaska census planning as the lead agency of the Census and Geographic Information Network, a network of 10 state agencies and local government planning offices.

The U.S. Census Bureau will release "Summary File 1" between June and

August, which will include more detailed population information and housing characteristics. Research and Analysis' redesigned Web site, <http://labor.alaska.gov/research/census/#>, includes more information.

## Alaskans' personal income

Also in June Trends is an article written by economist Neal Fried about Alaska's personal income. For more than 30 years, Fried has been part of R&A, which produces labor market information and this magazine. He was recently recognized with a prestigious Governor's Denali Peak Performance Award for exceptional productivity, problem solving, creativity, and prioritizing of objectives.

Alaska's job outlook continues to improve — and another indicator that our economy is growing is the increase in personal income. Alaskans earned \$31.4 billion in 2010 — \$1.2 billion more than in 2009.

Training for employment continues to be one of our top priorities, especially in rural areas where job opportunities can be limited.

The department recently released 2009 Non-residents Working in Alaska, which reports nonresident hire in 2009 was down to 19.1 percent from the previous year's 19.6 percent, but nonresidents earned \$1.8 billion and spent much of it elsewhere.

Alaska's Oil and Gas Training Plan, coupled with the Career and Technical Education plan, will help us address challenges such as worker shortages and skills gaps — but we ultimately depend on the participation of Alaska's employers in creating solutions.

The Alaska Workforce Investment Board recently passed a resolution that recommends we provide incentives for businesses and industries to employ more skilled Alaskans. The AWIB also supports the new Alaska Performance Scholarship, as it will encourage Alaska students to perform better in secondary school, earn a high school diploma, and pursue postsecondary education to prepare them for rewarding careers in Alaska.



Economist Neal Fried, left, poses with Gov. Sean Parnell after receiving a Governor's Denali Peak Performance Award in May.

# Leisure and Hospitality in Alaska

## Eat, play, and stay



**L**eisure and hospitality includes services aimed at residents as well as visitors, encompassing employment in mostly local establishments such as gyms, snack bars in malls, and food service contractors for other far-flung industries across the state.

Off-season employment can mostly be attributed to these resident services and industry support, and this helps us quantify tourism employment when examining the seasonal swings in Alaska's leisure and hospitality industry. Exhibit 1 shows this seasonality and how it compares to employment in construction and seafood processing, two other highly seasonal industries.

Leisure and hospitality employment is often used to measure the health of tourism, because it includes

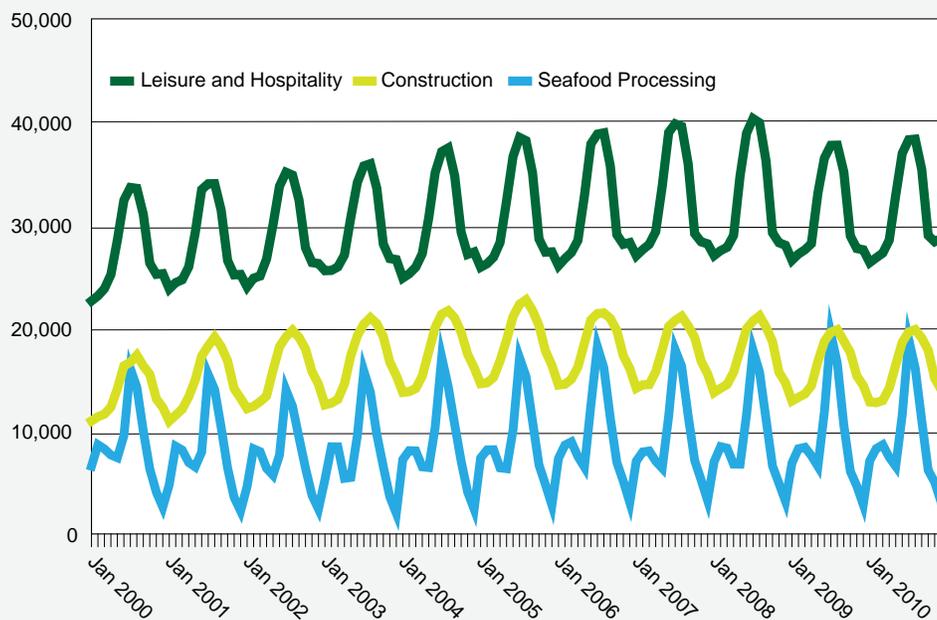
jobs in recreation, food and drink, and accommodations. However, while the two are related, there are key differences between leisure and hospitality and what most people think of as tourism, besides the services aimed at residents. Major parts of tourism — such as transportation and retail trade — are not included in the leisure and hospitality industry.

### Recreation tends to serve locals

The arts, entertainment, and recreation sectors are the smallest and least seasonal parts of leisure and hospitality, at 13.9 percent of the industry's average annual employment. (See Exhibit 2.) Businesses such as gyms, bingo halls, and intramural sports clubs fit under this umbrella, and a significant portion of its firms cater to locals.

### 1 Dramatic Seasonal Swings

Alaska wage and salary employment, 2000 to 2010



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

Fitness, sports, and recreation centers make up the largest piece of employment in this category, at 30 percent in 2010. Pull tab parlors and bingo halls — home to Alaska's unofficial indoor winter sports — make up the second-largest slice at 16 percent.

Employment at these establishments continued to rise even as the nationwide recession took hold. But by 2009, the sector could no longer hold on to growth. Employment declined 0.5 percent in 2009 and 3.1 percent in 2010. However, the sector has still expanded overall since 2001, adding slightly more than 700 jobs. (See Exhibit 3.)

### Eat, drink, and be merry

Food service and drinking places range from upscale res-

restaurants to simple cafeterias, and from coffee shops to bars and strip clubs. These establishments represent the largest sector in leisure and hospitality, with average annual employment of 19,300 in 2010 and significant growth in the summer. From the winter low to the summer peak in 2010, employment grew by nearly 5,000 jobs.

Average annual employment has also grown consistently, from 17,200 jobs in 2001 to 19,500 in 2007. Employment started to drop in 2008, declining by more than 100 jobs, and continued to fall in 2009 by another 500 jobs. Growth rebounded in 2010, recovering nearly 400 jobs.

The rapid recovery of food service and drinking places is likely due in part to increasing local demand in a growing statewide economy. Another reason could be that Alaska is playing catch-up. Jobs at food service and drinking places make up 6 percent of statewide employment versus 7 percent nationwide.

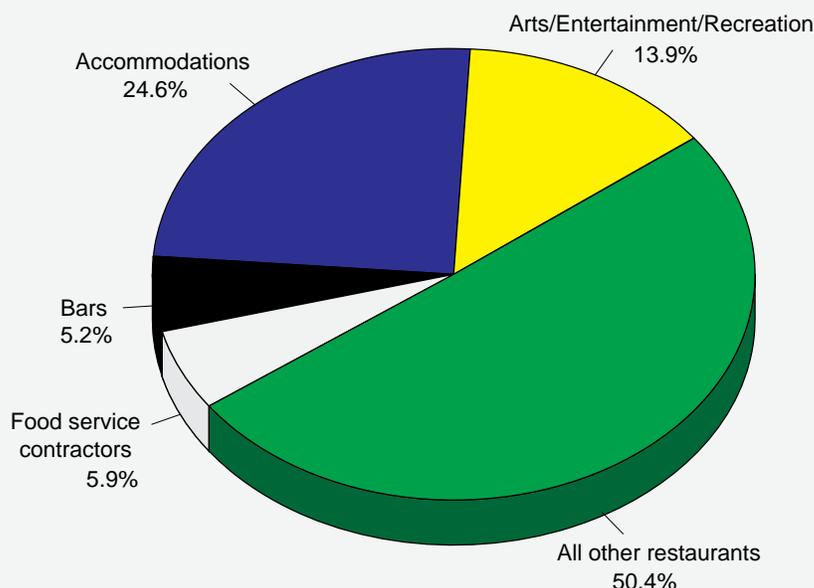
## Places to stay

Job growth in accommodations firms — for example, hotels, motels, and recreational camps — has followed the same long-term upward trend as food, drink, and recreation places. However, growth from 2001 to 2007 was not as consistent. Like other sectors in leisure and hospitality, accommodations employment dropped in the late 2000s, falling by 6.8 percent in 2009 and 0.1 percent in 2010.

Accommodations employment data have a key shortcoming, however. Jobs in bed and breakfasts and remote hunting and fishing lodges are important but often unaccounted for. These establishments are often small, family-run operations that generally do not have employment reportable under the unemployment insurance program, leaving scant wage and salary employment data for these places.

## Most Jobs are in Food and Drink **2**

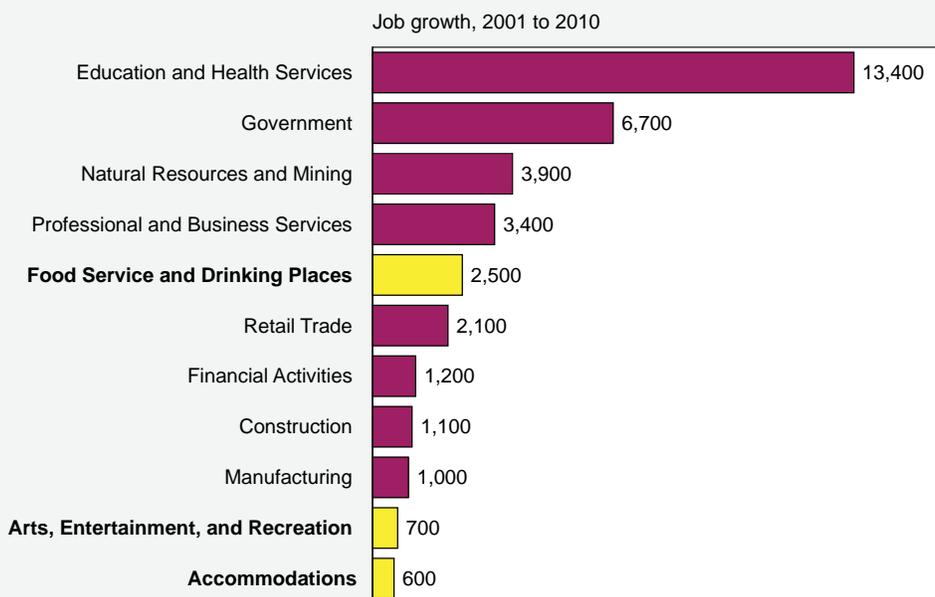
Leisure and hospitality in Alaska, 2010



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

## Growth in Leisure and Hospitality Subsectors **3**

Alaska industries, 2001 to 2010



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

## On the rise, until ...

Average annual employment in the leisure and hospitality sector grew for years at a rate of about 2 percent annually, reaching an annual average of 32,200 jobs at its peak. (See Exhibit 4.) In 2008, the global recession dented the number of visitors and the confidence of Alaska's tourism-dependent

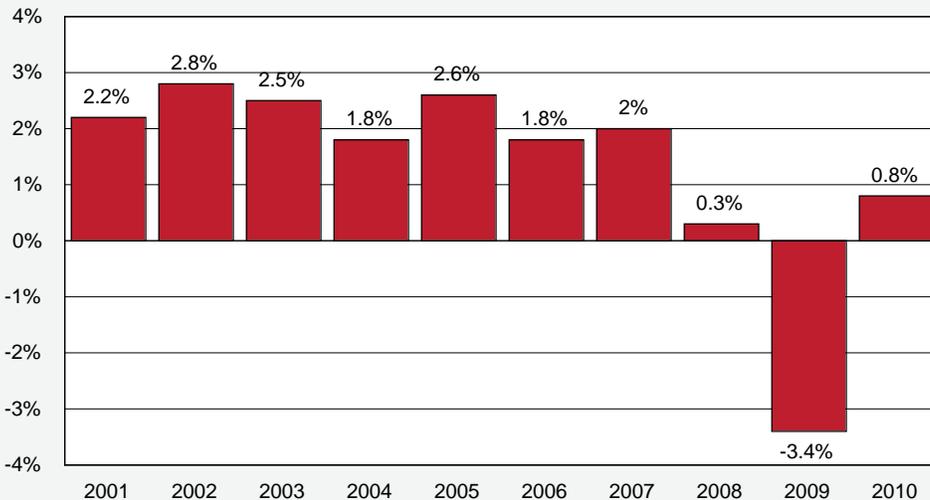
seasonal employers. The number of jobs in leisure and hospitality still grew in 2008 but just barely, at 0.3 percent. This kept the rounded annual employment numbers stable.

Employment didn't decline significantly until 2009, when it dropped by 3.4 percent to 31,200. Growth resumed in 2010 by just enough to renew hopes of continued growth in 2011.

Out-of-state visitor numbers also fell near the end of the last decade, bringing the number of tourists down from a peak of 1,714,100 in 2007 to 1,505,600 in 2010. (See Exhibit 5.)

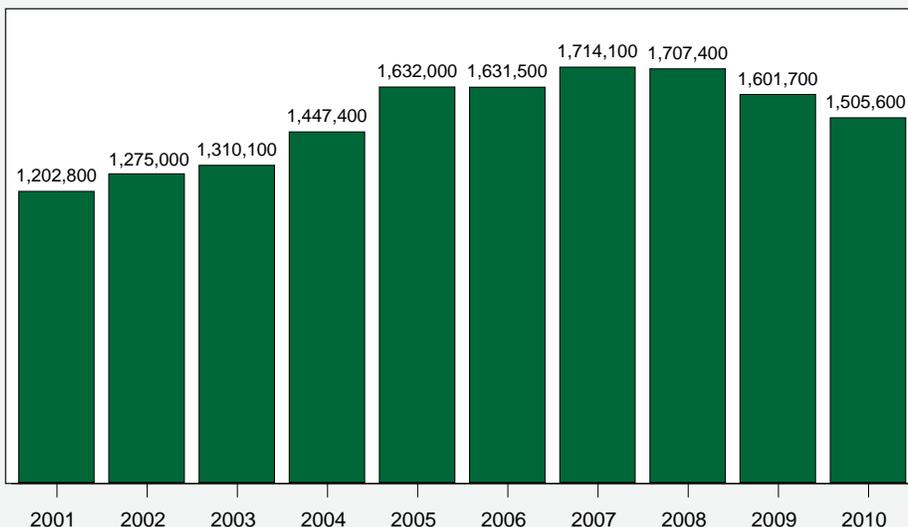
Among total summer visitors, 58 percent were cruise ship passengers in 2010, down from 65 percent in 2009. The biggest drop in cruise ship visitors came in 2010, when several cruise lines pulled ships from Alaska's waters. The reduction in vessels pulled the total number of cruise ship passengers below 1,000,000 for the first time since 2007.

### 4 Growth Continues After Brief Drop Leisure and hospitality in Alaska, 2001 to 2010



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

### 5 Visitor Numbers Fall Below 2005 Levels Summers in Alaska, 2001 to 2010



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

## Major seasonal swings

Alaska's economy is highly seasonal, and leisure and hospitality is the second most seasonal industry, following seafood processing. Along with seafood processing and construction, the leisure and hospitality industry is a major driver of Alaska's seasonality. (See Exhibit 1.)

From 2008's summer peak to its winter low, employment dropped by 13,300 jobs, or 41 percent, making it the largest-ever seasonal swing observed in the leisure and hospitality industry. However, in 2009, the decrease in overall jobs affected peak employment enough that the summer-to-winter decline was less dramatic. Preliminary employment numbers show that jobs rebounded slightly in 2010,

particularly in the summer, which renewed the large seasonal disparity.

## Lowest private earnings

As in seafood processing and retail trade, the seasonality of employment in the leisure and hospitality industry contributes greatly to its low average annual earnings: the lowest of any private industry. (See Exhibit 6.)

This doesn't mean that all leisure and hospitality jobs are low-paid. For example, lodging managers earned \$24.74 per hour on average in 2009, the most recent year for which data are available.

Of the three main sectors in leisure and hospitality, accommodations jobs have the highest average annual earnings, at \$24,340. Other sectors earn considerably less; food service and drinking place workers make \$17,752 a year on average, while jobs in arts, entertainment, and recreation average \$16,830.

## Several large employers

Thirteen leisure and hospitality firms made it into the *Trends 100* list in 2009, meaning they were among the 100 largest in the state. Five of these companies were in accommodations, and all of those were large hotels.

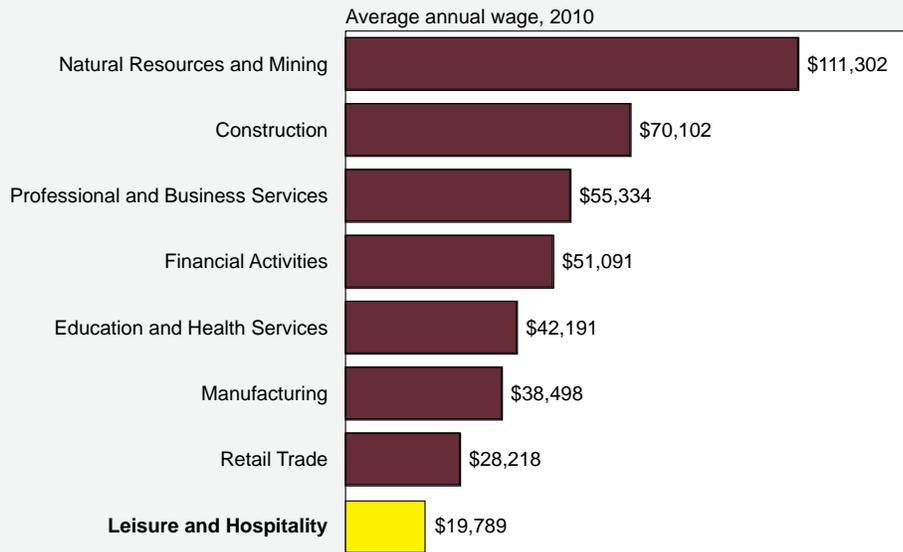
Seven of these 13 firms are in the food service and drinking business, and all seven cater mainly to residents and workers. In recreation, only the fitness center The Alaska Club made it into the *Trends 100* list.

Eleven of the 13 firms will be back on the *Trends 100* list for 2010 (see Exhibit 7), which will be published in the July edition of *Trends*.

Firms that were not on the *Trends 100* list but were among the top 20 employers in the industry included mostly restaurants and other food ser-

## The Lowest-Wage Private Industry **6**

Alaska, 2010



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

## Trends 100 Employers **7**

Leisure and hospitality heavyweights, 2010

Accommodations	Average monthly employment
Alaska Hotel Properties (Princess Hotels)	500-749
Alyeska Resort (Includes O'Malley's on the Green)	500-749
Hickel Investment Company (Hotel Captain Cook)	250-499
Westmark Hotels	250-499
Columbia Sussex Management (Anchorage Marriott, Hilton Anchorage)	250-499
<b>Food Service and Drinking Places</b>	
McDonald's Restaurants	750-999
Doyon Universal Services	750-999
Denali Foods (Taco Bell)	250-499
Aramark Sports	250-499
Pizza Hut of Alaska	250-499
Subway of Alaska	250-499
<b>Arts, Entertainment, and Recreation</b>	
The Alaska Club	750-999

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



## Top 20 Employers in Leisure and Hospitality Alaska, 2010

Rank	Firm Name	Average monthly employment
1	McDonald's Restaurants	750-999
2	Doyon Universal Services	750-999
3	The Alaska Club	750-999
4	Alaska Hotel Properties (Princess Hotels)	500-749
5	Alyeska Resort (Includes O'Malley's on the Green)	500-749
6	Denali Foods (Taco Bell)	250-499
7	Aramark Sports	250-499
8	Hickel Investment Company (Hotel Captain Cook)	250-499
9	Westmark Hotels	250-499
10	Columbia Sussex Management (Anchorage Marriott, Hilton Anchorage)	250-499
11	Pizza Hut of Alaska	250-499
12	Subway of Alaska	250-499
13	The Brews Brothers (Glacier Brewhouse and Orso)	100-249
14	Duke Investments (Chili's Grill and Bar)	100-249
15	Statewide Services	100-249
16	Fountainhead Development	100-249
17	Film-on Productions (Bear Tooth)	100-249
18	Ambrose (McDonald's Johanson)	100-249
19	Moose's Tooth Pub and Pizza	100-249
20	J&D Restaurants	100-249

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

vice businesses. (See Exhibit 8.) The Alaska Club remains the only recreation establishment on the list.

The majority of these top 20 employers are based in Anchorage. Of the five exceptions, Fountainhead Developments, LLC, and McDonald's are based in the Fairbanks North Star Borough; Aramark Sports, LLC, and Alaska Hotel Properties, LLC, are in the Denali Borough; and the second-largest leisure and hospitality employer, Doyon Universal Services, operates out of the North Slope Borough.

### Services not just for tourists

Total employment in leisure and hospitality is highest in Alaska's largest city, Anchorage. However, it makes up the largest slice of total employment in the Denali Borough, at nearly 50 percent of all jobs. (See Exhibit 9.) Haines Borough is next, at 21.8 percent of total employment. Two

Southeast areas with heavy cruise ship traffic, Skagway and the Hoonah-Angoon census area, also have high rates of leisure and hospitality employment at 19.7 and 17.8 percent, respectively.

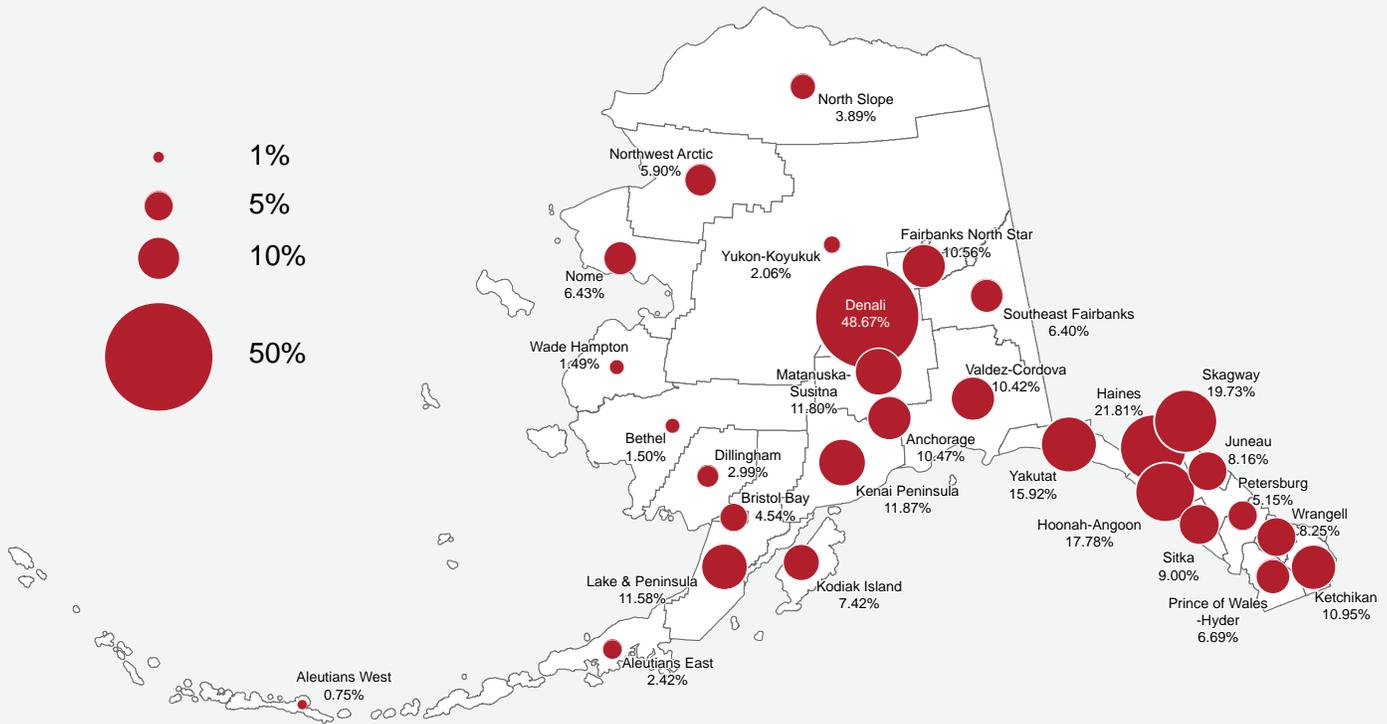
In these high-tourism areas, the large percentage of jobs in leisure and hospitality directly relates to the areas' dependence on tourism, but this is not always the case.

Doyon Universal Services is an example of a large leisure and hospitality company that has nothing to do with tourism. Doyon Universal Services provides food and accommodations around Alaska for the oil and gas, engineering, construction, mining, and government (including military) sectors.

A company like Doyon Universal Services is a good reminder that although leisure and hospitality data are often used as a barometer for tourism, other information is necessary to get the full picture. Data on sales, car and RV rentals, and bed

## Some Economies Depend on Leisure and Hospitality Industry as a percentage of total employment, Alaska, 2010

9



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

taxes help round out the visitor data as reliable indicators of the tourism industry's overall health.

Some of these other indicators improved from 2009 to 2010. Bed taxes in 2010 were up 12 percent in Denali Borough, 10 percent in Sitka, 9 percent in Anchorage, and 8 percent in the City of Fairbanks. Also, in the Kenai Peninsula Borough, taxable sales increased by 2.7 percent from 2009 to 2010. Rental car and RV taxes were also up over the year in Anchorage.

### Public sector role not so clear

Alaska's vast and numerous parks and preserves are managed by thousands of public employees from the local to national levels. State and local government jobs related to leisure and hospitality are often considered administrative, making it difficult to pin down a state and local employment picture in the industry.

Nearly 1,500 federal jobs support the national monuments, parks, and preserves in Alaska that

draw thousands of in-state and out-of-state visitors every year. As the federal budget shrinks, though, these jobs may dwindle.

### 2011 looks promising

The 2011 visitor season looks a bit stronger than 2010. The two new airlines servicing Anchorage (Jet Blue and Edelweiss), additional flights to Fairbanks from Korea and Denver, and more cruise ships will likely boost visitor traffic this summer.

These factors will likely combine to raise the summer peak for leisure and hospitality employment in 2011. The local patronage of leisure and hospitality services is also likely to improve statewide this year as the rest of the economy continues its trend of moderate growth.

# The Makeup of Alaska's Population

2010 Census release includes race, age



Every spring following the decennial census, the U.S. Census Bureau releases its first set of figures — the redistricting file. These 2010 Census data provide a picture of the population in Alaska, broken out by voting age and race/ethnicity for all areas in the state.

The main purpose of these figures is the redistricting of electoral boundaries, so they are highly anticipated by the public and researchers alike. The Alaska Department of Labor and Workforce Development also uses the census population figures to identify demographic trends, and as a base for estimates used in tax cap formulas and funding allocations.

## Race

Starting with the 2000 Census, respondents could define themselves by one or more races. Although the 2010 Census is only the second to offer multi-race data, comparing the two gives a general picture of the racial trends in the state and the nation.<sup>1</sup> Exhibit 1 shows the racial makeup of the

<sup>1</sup>Census information — including race and Hispanic origin — is self-reported, so these numbers simply reflect how Alaska residents identify themselves. Because the ways that people self-identify can change over time, it may not be reliable to compare multi-race data from 2010 to 2000.

state in 2010.

Nationwide, the proportion of the population that is “white alone” declined, while minority and multi-race shares rose.

Alaska’s proportion of “Native alone” and “black alone” respondents decreased — and following the national trend, the state’s “white alone” percentage also declined.

Unlike the U.S., the only races to increase their share of the whole in Alaska besides multi-race were “Asians alone” and “Pacific Islanders alone.”

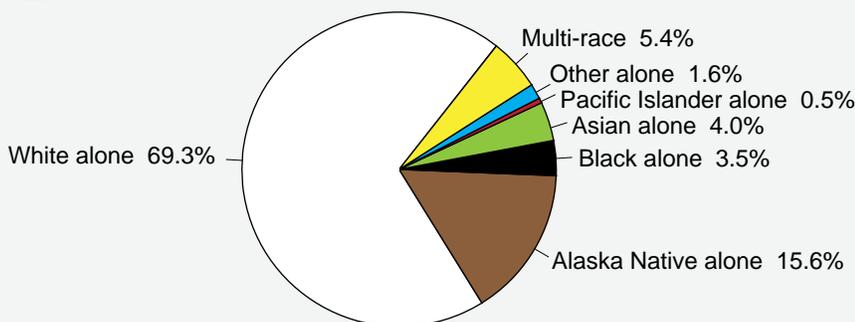
Among multi-race categories, the “Alaska Native alone and in combination<sup>2</sup>” and “black alone and in combination” respondents increased as a percentage of the state population. “Asian alone and in combination” and “Pacific Islander alone and in combination” have also gone up since the 2000 Census.

Because of geographic boundary differences (incorporations and annexations) between the 2000 and 2010 censuses, race data are comparable for only 27 boroughs and census areas. The proportion of “white alone” declined in 21 of these 27 boroughs/census areas, and all but three of them reported a rise in the proportion of multi-race residents.

The growth and decline in the “Alaska Native alone” category was scattered throughout the state, with the largest increase in Anchorage and the biggest loss

<sup>2</sup>When respondents define themselves by two or more races, they are counted in each racial category they report. In this example, those who reported that they are Alaska Native, all or in part, are counted as Alaska Natives whether it’s just a small part of their racial makeup or they consider themselves solely Alaska Native.

## 1 Alaska's Racial Makeup 2010



Source: U.S. Census Bureau, 2010 Census; Alaska Department of Labor and Workforce Development, Research and Analysis Section

## 2 Population by Race/Ethnicity and Population Density

Alaska boroughs and census areas, 2010

Area	2010 Census population	White alone	Native alone	Black alone	Asian alone	Pacific Islander alone	Other alone	Multi-race (2+)	Hispanic/Latino	People per sq. mile
Aleutians East Borough	3,141	21%	28%	7%	36%	1%	3%	5%	12%	0.45
Aleutians West Census Area	5,561	36%	15%	6%	29%	2%	6%	6%	13%	1.27
Anchorage, Municipality of	291,826	66%	8%	6%	8%	2%	2%	8%	8%	171.19
Bethel Census Area	17,013	11%	83%	0%	1%	0%	0%	4%	1%	0.42
Bristol Bay Borough	997	48%	34%	0%	1%	0%	0%	17%	2%	1.98
Denali Borough	1,826	90%	4%	1%	1%	0%	1%	4%	2%	0.14
Dillingham Census Area	4,847	18%	72%	0%	1%	0%	0%	9%	2%	0.26
Fairbanks North Star Borough	97,581	77%	7%	5%	3%	0%	1%	7%	6%	13.30
Haines Borough	2,508	83%	9%	0%	1%	0%	1%	6%	2%	1.08
Hoonah-Angoon Census Area	2,150	47%	41%	0%	1%	0%	0%	10%	4%	0.29
Juneau, City and Borough of	31,275	70%	12%	1%	6%	1%	1%	9%	5%	11.58
Kenai Peninsula Borough	55,400	85%	7%	0%	1%	0%	1%	6%	3%	3.45
Ketchikan Gateway Borough	13,477	68%	14%	1%	7%	0%	1%	9%	4%	2.77
Kodiak Island Borough	13,592	55%	13%	1%	20%	1%	3%	8%	7%	2.08
Lake and Peninsula Borough	1,631	23%	65%	1%	0%	0%	0%	10%	3%	0.07
Matanuska-Susitna Borough	88,995	85%	6%	1%	1%	0%	1%	6%	4%	3.62
Nome Census Area	9,492	16%	76%	0%	1%	0%	0%	6%	1%	0.41
North Slope Borough*	9,430	33%	54%	1%	5%	1%	1%	5%	3%	0.11
Northwest Arctic Borough	7,523	11%	81%	0%	1%	0%	0%	6%	1%	0.21
Petersburg Census Area	3,815	71%	16%	0%	3%	0%	1%	9%	3%	1.16
Prince of Wales-Hyder Census Area	5,559	50%	40%	0%	0%	0%	0%	9%	2%	1.42
Sitka, City and Borough of	8,881	65%	17%	1%	6%	0%	1%	10%	5%	3.09
Skagway, Municipality of	968	91%	4%	0%	1%	0%	0%	4%	2%	2.14
Southeast Fairbanks Census Area	7,029	80%	11%	1%	1%	0%	1%	5%	3%	0.28
Valdez-Cordova Census Area	9,636	74%	14%	0%	4%	1%	0%	7%	4%	0.28
Wade Hampton Census Area	7,459	3%	95%	0%	0%	0%	0%	2%	0%	0.44
Wrangell, City and Borough of	2,369	73%	16%	0%	1%	0%	0%	9%	2%	0.93
Yakutat, City and Borough of	662	42%	36%	0%	4%	2%	0%	15%	3%	0.09
Yukon-Koyukuk Census Area	5,588	22%	71%	0%	0%	0%	0%	6%	1%	0.04

\*Data include the group quarters population in Prudhoe Bay in the North Slope Borough, a population that is largely white. The U.S. Census Bureau used the group quarters questionnaire, which includes the question, "Where do you spend most of your time?" If the respondent wrote a city and state without the required physical address, the respondent was counted at the group quarters facility. The department is evaluating how to address this issue in future estimates.

Source: U.S. Census Bureau, 2010 Census; Alaska Department of Labor and Workforce Development, Research and Analysis Section

in the western boroughs and census areas. The Northern and Gulf Coast regions of Alaska have, and have always had, high proportions of Alaska Natives. (See Exhibits 2 and 3.) Higher fertility rates among Alaska Natives make up for much of the population losses due to net out-migration (more people moving out than in) in these regions, and generally result in a lower median age.

In the majority of boroughs, the "Alaska Native alone" population declined as a proportion of the total between 2000 and 2010. The biggest drops were in the North Slope and Bristol Bay boroughs, with declines of more than 10 percent-

age points each. However, when excluding the Prudhoe Bay group quarters<sup>3</sup> population, which is mainly white, the "Alaska Native alone" share of the North Slope Borough's population only

<sup>3</sup>Group quarters are places where people live or stay in a group living arrangement owned or managed by an entity or organization that provides housing and/or services for its residents. Examples include college residence halls, residential treatment centers, prisons, skilled nursing facilities, group homes, military barracks, and workers' dormitories.

Because Prudhoe Bay is composed solely of workers who live on site, the U.S. Census Bureau counted the population in 2010 using the group quarters questionnaire. In addition to the basic census questions, they asked, "Where do you spend most of your time?" If the respondent wrote a city and state without the required physical address, the respondent was counted at the group quarters facility. The Department of Labor is evaluating how to address this issue in future estimates.

### 3 Proportion Alaska Native

Alaska boroughs and census areas, 2010



\*Data exclude the largely white group quarters population in Prudhoe Bay in the North Slope Borough. The U.S. Census Bureau used the group quarters questionnaire, which includes the question, “Where do you spend most of your time?” If the respondent wrote a city and state without the required physical address, the respondent was counted at the group quarters facility. The department is evaluating how to address this issue in future estimates.

Source: U.S. Census Bureau, 2010 Census; Alaska Department of Labor and Workforce Development, Research and Analysis Section

declined by a half a percentage point.

Places with larger populations tended to have lower proportions of “Alaska Native alone” residents. Places with more than 10,000 residents were only 8 percent Alaska Native, while places with less than 2,500 were over 40 percent Alaska Native.

### Hispanic origin

Hispanic or Latino populations are reported as an ethnic group in the 2000 and 2010 censuses. “Hispanic” is not classified in the race category because people of Hispanic origin can be of any race. Following national trends, the percentage of Alaska’s population that is Hispanic increased from 2000 to 2010.

As with other population characteristics, there are significant differences in ethnic composition across the state. The boroughs and census areas with the

greatest and smallest percentages of Hispanics were the Aleutians West and Wade Hampton census areas, respectively. Aleutians West Census Area changed the most proportionally, with Hispanics increasing by more than two percentage points from 2000 to 2010.

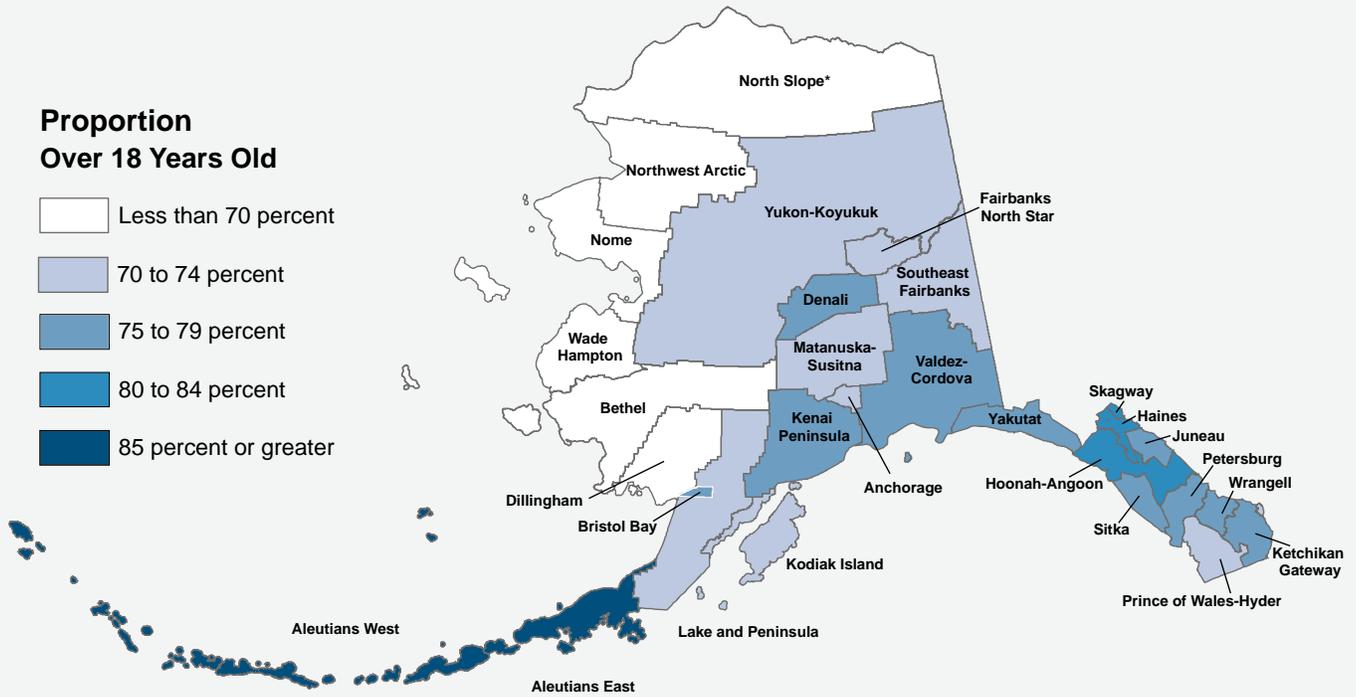
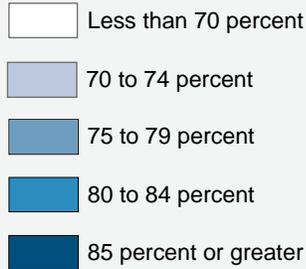
The Hispanic share only decreased in four boroughs or census areas: Aleutians East Borough, Denali Borough, Dillingham Census Area, and Wade Hampton Census Area. Overall, the majority of Hispanic population growth was in the Municipality of Anchorage, Matanuska-Susitna Borough, and Fairbanks North Star Borough.

Hispanic populations across the state ranged from 0 to 21 percent, with higher percentages of Hispanics in the more populous cities and census designated places. Other places with Hispanic population percentages in the double-digits were Fort Greely CDP, King Cove, Kodiak Station CDP, and Unalaska.

# Proportion Over Age 18 4

## Alaska boroughs and census areas, 2010

### Proportion Over 18 Years Old



\*Data exclude the quarters population in Prudhoe Bay in the North Slope Borough. The U.S. Census Bureau used the group quarters questionnaire, which includes the question, "Where do you spend most of your time?" If the respondent wrote a city and state without the required physical address, the respondent was counted at the group quarters facility. The department is evaluating how to address this issue in future estimates.

Source: U.S. Census Bureau, 2010 Census; Alaska Department of Labor and Workforce Development, Research and Analysis Section

## Age

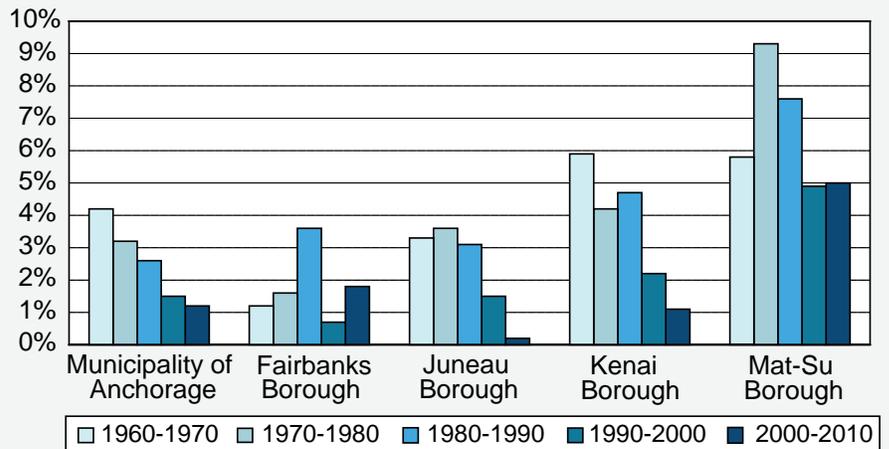
The initial release of census data covers the population as a whole as well as those ages 18 and over. The purpose of breaking out the data this way is to identify the voting-age population for redistricting.

Social and economic factors can influence the age structure of an area. Areas with higher percentages of adults in 2010 include the Aleutians (with its large fish processing industry), and Southeast Region (with an aging population).

Areas with lower proportions of adults tend to have higher fertility rates and a higher proportion of Alaska Natives. These include Northern Region and the majority of Southwest Region. Exhibits 3 and 4 show these trends.

# 5 Growth Trends of Most Populous Boroughs

## Alaska, 2010



Source: U.S. Census Bureau, 2010 Census; Alaska Department of Labor and Workforce Development, Research and Analysis Section

## 6 Population by Size of Place Alaska, 2000 and 2010

	April 1, 2010			April 1, 2000			Population change 2000-2010	Change in % of total 2000-2010
	Number of places	Census	Percent of state total	Number of places	Census	Percent of state total		
Alaska	372	710,231	100.0%	353	626,931	100.0%	83,300	0.0%
Places of 2,500+	37	573,387	80.7%	31	463,365	73.9%	110,022	6.8%
50,000+	1	291,826	41.1%	1	260,283	41.5%	31,543	-0.4%
10,000-49,999	6	122,921	17.3%	3	72,337	11.5%	50,584	5.8%
5,000-9,999	15	102,565	14.4%	10	65,974	10.5%	36,591	3.9%
2,500-4,999	15	56,075	7.9%	17	64,771	10.3%	-8,696	-2.4%
Places less than 2,500	335	122,659	17.3%	322	117,524	18.7%	5,135	-1.4%
1,000-2,499	29	48,063	6.8%	26	41,618	6.6%	6,445	0.2%
500-999	53	36,707	5.2%	53	36,306	5.8%	401	-0.6%
250-499	59	21,326	3.0%	58	21,018	3.4%	308	-0.4%
100-249	68	11,323	1.6%	89	14,044	2.2%	-2,721	-0.6%
Under 100	126	5,240	0.7%	96	4,538	0.7%	702	0.0%
Outside areas		14,185	2.0%		46,042	7.3%	-31,857	-5.3%

Source: U.S. Census Bureau, 2010 Census; Alaska Department of Labor and Workforce Development, Research and Analysis Section

The proportion of the population over age 18 in places with more than 500 residents ranges from a low of 53 percent in Fox River to a high of 100 percent in Prudhoe Bay.

### Growth in Alaska

Alaska grew overall from 2000 to 2010, however, rates varied across regions. All regions' populations increased in the last decade except Southeast, which declined due to net out-migration and low fertility rates.

The Anchorage/Mat-Su region grew the most between 2000 and 2010, with strong rates of in-migration and natural increase (births minus deaths).

The five most populous boroughs in the state continued to grow in the last decade; however, only Fairbanks and Mat-Su grew at a faster rate than the decade before. Juneau's rate of growth was the lowest, while Mat-Su's remained the highest. (See Exhibit 5.)

The population sizes of places have changed significantly since 2000. As in the past, there is a rural-to-urban migration trend in Alaska. More places than ever have more than 2,500 residents, and the number of places with populations of more than 10,000 has almost doubled since 2000.

Although Alaska's overall population density is low, over 80 percent live in places with 2,500 people or more. Just 2 percent live outside of cities and census designated places, and these populations as a share of the total continue to decrease. (See Exhibit 6.)

The populations of places with more than 2,500 residents also increased faster as a share of the total from 2000 to 2010 than from 1990 to 2000. The populations of places with less than 2,500 residents decreased as a share of the total during the 2000s, contrasted with an increase in sparsely populated places in the 1990s.

# Alaska's Personal Income in Top 10

## Growth recovers somewhat in 2010



All men, women, and children in Alaska combined earned \$1.2 billion more in 2010 than they did the year before, for a total of \$31.4 billion. The 2010 personal income figures recently released by the U.S. Bureau of Economic Analysis include Alaska, the other 49 states, and the nation as a whole.

“Personal income” includes net earnings (most from wages and salaries), investment income (includes corporate dividends, income from rent, and interest earned from savings), transfer payments (income from government or private social insurance programs and in our case, Alaska Permanent Fund dividends), and interest income.

Personal income data are negatively adjusted for residency, which in Alaska means that a sizeable portion is earned in the state but spent elsewhere. In other words, nonresidents working in Alaska earn that money, and it benefits the states where they live.

This means nearly \$1.6 billion earned in Alaska were subtracted from our total personal income in 2010 — nearly 5 percent of the total. This comes as no surprise, because 19.1 percent of all workers in the state do not live here. Only New York, North Dakota, and Kentucky had bigger negative residency adjustments in 2010.

Once all of these sources are added up minus nonresident income, we get total personal income — the most comprehensive measure of income in Alaska.

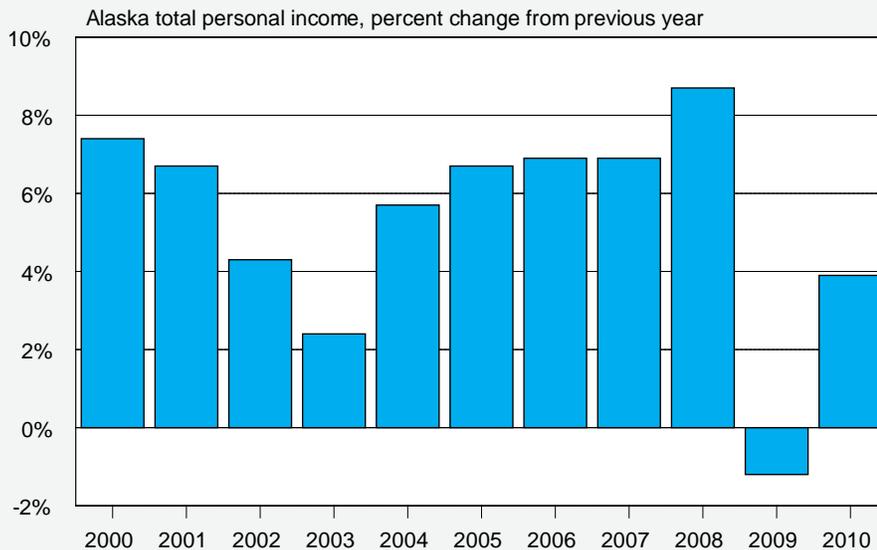
One of the most popular uses of this information is comparing per capita income among states. (See Exhibit 1.) Per capita income is how much money the average person in an area brings in each year, determined by dividing total personal income by area population. This is a good measurement of an area's general economic well-being.

## 1 Per Capita Income 2010

Rank	State	2010	% of U.S.
1	Connecticut	\$56,001	138%
2	Massachusetts	\$51,552	127%
3	New Jersey	\$50,781	125%
4	Maryland	\$49,025	121%
5	New York	\$48,821	120%
6	Wyoming	\$47,851	118%
7	Virginia	\$44,762	110%
8	ALASKA	\$44,174	109%
9	New Hampshire	\$44,084	109%
10	Washington	\$43,564	107%
11	Illinois	\$43,159	106%
12	California	\$43,104	106%
13	Minnesota	\$42,843	106%
14	Colorado	\$42,802	105%
15	Rhode Island	\$42,579	105%
16	Pennsylvania	\$41,152	101%
17	Hawaii	\$41,021	101%
18	North Dakota	\$40,596	100%
	U.S. AVERAGE	\$40,584	100%
19	Vermont	\$40,283	99%
20	Delaware	\$39,962	98%
21	Kansas	\$39,737	98%
22	Nebraska	\$39,557	97%
23	Texas	\$39,493	97%
24	Florida	\$39,272	97%
25	South Dakota	\$38,865	96%
26	Louisiana	\$38,446	95%
27	Wisconsin	\$38,432	95%
28	Iowa	\$38,281	94%
29	Maine	\$37,300	92%
30	Oregon	\$37,095	91%
31	Nevada	\$36,997	91%
32	Missouri	\$36,979	91%
33	Oklahoma	\$36,421	90%
34	Ohio	\$36,395	90%
35	North Carolina	\$35,638	88%
36	Michigan	\$35,597	88%
37	Georgia	\$35,490	87%
38	Montana	\$35,317	87%
39	Tennessee	\$35,307	87%
40	Arizona	\$34,999	86%
41	Indiana	\$34,943	86%
42	Alabama	\$33,945	84%
43	New Mexico	\$33,837	83%
44	Kentucky	\$33,348	82%
45	South Carolina	\$33,163	82%
46	Arkansas	\$33,150	82%
47	West Virginia	\$32,641	80%
48	Utah	\$32,595	80%
49	Idaho	\$32,257	79%
50	Mississippi	\$31,186	77%

Source: U.S. Department of Commerce, Bureau of Economic Analysis

## 2 Personal Income Rebounds After 2009 Drop Alaska, 2000 to 2010



Source: U.S. Department of Commerce, Bureau of Economic Analysis

## Alaska's income growth recovers in 2010

Total personal income grew by 4.0 percent in Alaska in 2010, coming in below the decade's average annual growth rate of 4.8 percent. (See Exhibit 2.)

Although weaker than the ten-year average, state income growth in 2010 was stronger than the national average of 3 percent. This was a big improvement over 2009, when total personal income in Alaska declined for the first time in 23 years.

The recovery in Alaska's economy helps explain most of the improvement. In addition, the low inflation rate in Anchorage<sup>1</sup> (1.8 percent) meant real gains in Alaskans' income.

## Per capita income ranks eighth among states

Alaska's per capita income of \$44,174 in 2010 put Alaska in eighth place among all 50 states, and nearly 9 percent higher than the national average. As recently as 2007, Alaska only ranked 15th.

<sup>1</sup>Anchorage's inflation rate is used as a default for the entire state.

# Employment Scene

## Unemployment rate at 7.3 percent in April

Alaska's seasonally adjusted unemployment rate for April fell slightly to 7.3 percent, down from March's unchanged revised rate of 7.4 percent. The national unemployment rate rose to 9.0 percent in April, up from 8.8 percent in March.

Jobless rates for Alaska and the nation remain below where they were a year ago, but Alaska's picture is still considerably brighter than the nation's. April represents the 30<sup>th</sup> straight month Alaska's jobless rate has come in below the U.S. rate. However, despite the minor increase in the national rate between March and April, U.S. employment has been growing for eight months.

### Labor force participation varies

Besides the unemployment rates, another good indicator of local labor market conditions is the labor force participation rate: the total number of residents 16 and older who are part of the labor force divided by the entire population ages 16 and older. Because this measure includes the entire working-age population, it is sometimes considered a more inclusive measure.

Labor force participation rates vary for a number of reasons. Age distribution is one. For example, labor force participation rates among 16- to 21-year-olds are low because many are still in high school or college. Populations ages 60 and over are largely retired.

Local labor market conditions are another powerful factor. Generally, workforce participation tends to be higher where there are more employment opportunities, and lower where opportunities are scarce. Although there are plenty of exceptions to these trends, labor force participation in Alaska's larger communities — such as Anchorage, Fairbanks, Juneau, Sitka, Kodiak, and Ketchikan — tends to be above average. (See Ex-



### Labor Force Participation Rates 2

Alaska, 2005 to 2009

<b>Alaska</b>	<b>71.8%</b>	Kodiak Island Borough	78.7%
<b>U.S.</b>	<b>65.0%</b>	Lake and Peninsula Borough	63.8%
Aleutians East Borough	92.0%	Matanuska-Susitna Borough	65.7%
Aleutians West Census Area	95.8%	Nome Census Area	67.7%
Anchorage, Municipality of	74.3%	North Slope Borough	72.0%
Bethel Census Area	66.6%	Northwest Arctic Borough	66.7%
Bristol Bay Borough	74.5%	Petersburg Census Area	69.7%
Denali Borough	84.4%	Prince of Wales Census Area	66.3%
Dillingham Census Area	67.8%	Sitka, City and Borough of	74.5%
Fairbanks North Star Borough	73.5%	Skagway, Municipality of	86.4%
Haines Borough	66.8%	Southeast Fairbanks CA	67.3%
Hoonah-Angoon Census Area	63.5%	Valdez-Cordova Census Area	68.3%
Juneau, City and Borough of	76.7%	Wade Hampton Census Area	60.8%
Kenai Peninsula Borough	63.3%	Wrangell, City and Borough of	67.6%
Ketchikan Gateway Borough	72.3%	Yakutat, City and Borough of	76.7%
		Yukon-Koyukuk Census Area	63.4%

Source: U.S. Census Bureau, American Community Survey 2005-2009

hibit 2.) Nearly all of the areas with participation rates of less than 65 percent are in rural Alaska, where there is no sizeable regional hub. The Wade Hampton, Hoonah-Angoon, and Yukon-Koyukuk census areas and Lake and Peninsula Borough are examples.

## 3 Statewide Employment

### Nonfarm wage and salary

	Preliminary		Revised		Year-Over-Year Change		90% Confidence Interval	
	4/11	3/11	4/10	4/10	4/10	4/10	Low	High
<b>Alaska</b>								
<b>Total Nonfarm Wage and Salary<sup>1</sup></b>	322,000	317,400	314,800	7,200	-183	14,583		
Goods-Producing <sup>2</sup>	41,000	41,000	39,900	1,100	-1,784	3,984		
Service-Providing <sup>3</sup>	281,000	276,400	274,900	6,100	-	-		
<b>Mining and Logging</b>	15,900	15,700	14,800	1,100	307	1,893		
Mining	15,500	15,400	14,500	1,000	-	-		
Oil and Gas	13,000	12,900	12,200	800	-	-		
<b>Construction</b>	14,500	12,800	14,100	400	-2,183	2,983		
<b>Manufacturing</b>	10,600	12,500	11,000	-400	-1,394	594		
Seafood Processing	7,600	9,000	7,400	200	*	*		
<b>Trade, Transportation, Utilities</b>	62,800	60,900	60,500	2,300	-72	4,672		
Wholesale Trade	6,000	6,000	6,100	-100	-656	456		
Retail Trade	35,100	33,900	34,600	500	-1,528	2,528		
Food and Beverage Stores	6,000	5,900	6,100	-100	-	-		
General Merchandise Stores	10,000	9,700	9,800	200	-	-		
Transportation, Warehousing, Utilities	21,700	21,000	19,800	1,900	862	2,938		
Air Transportation	5,600	5,500	5,400	200	-	-		
Truck Transportation	3,300	3,300	3,000	300	-	-		
<b>Information</b>	6,400	6,400	6,200	200	-381	781		
Telecommunications	4,300	4,200	4,100	200	-	-		
<b>Financial Activities</b>	15,100	15,100	14,500	600	-1,343	2,543		
<b>Professional and Business Services</b>	26,000	25,400	25,300	700	-1,093	2,493		
<b>Educational<sup>4</sup> and Health Services</b>	43,100	43,200	41,500	1,600	332	2,868		
Health Care	31,400	31,200	29,700	1,700	-	-		
<b>Leisure and Hospitality</b>	30,400	29,400	28,500	1,900	-137	3,937		
Accommodations	6,000	6,300	6,300	-300	-	-		
Food Services and Drinking Places	19,600	19,100	18,200	1,400	-	-		
<b>Other Services</b>	11,500	11,300	11,300	200	-2,976	3,376		
<b>Government</b>	85,700	84,700	87,100	-1,400	-	-		
Federal Government <sup>5</sup>	16,600	16,600	17,400	-800	-	-		
State Government	26,700	26,400	26,700	0	-	-		
State Government Education <sup>6</sup>	8,600	8,600	8,600	0	-	-		
Local Government	42,400	41,700	43,000	-600	-	-		
Local Government Education <sup>7</sup>	25,500	24,800	25,600	-100	-	-		
Tribal Government	3,700	3,700	3,500	200	-	-		

## 5 Regional Employment

### Nonfarm wage and salary

	Preliminary		Revised		Changes from		Percent Change		90% confidence interval	
	4/11	3/11	4/10	3/11	4/10	3/11	4/10	Low	High	
Anch/Mat-Su	171,200	168,000	168,400	3,200	2,800	1.9%	1.7%	-752	6,352	
Anchorage	149,650	148,300	148,950	1,350	700	0.9%	0.5%	-	-	

A dash indicates that confidence intervals aren't available at this level.

<sup>1</sup>Excludes the self-employed, fishermen and other agricultural workers, and private household workers. For estimates of fish harvesting employment and other fisheries data, go to [labor.alaska.gov/research/seafood/seafood.htm](http://labor.alaska.gov/research/seafood/seafood.htm).

<sup>2</sup>Goods-producing sectors include natural resources and mining, construction, and manufacturing.

<sup>3</sup>Service-providing sectors include all others not listed as goods-producing sectors.

<sup>4</sup>Private education only

<sup>5</sup>Excludes uniformed military

<sup>6</sup>Includes the University of Alaska

<sup>7</sup>Includes public school systems

Sources for Exhibits 1, 3, and 4: Alaska Department of Labor and Workforce Development, Research and Analysis Section; and U.S. Department of Labor, Bureau of Labor Statistics

Sources for Exhibit 5: Alaska Department of Labor and Workforce Development, Research and Analysis Section; and the U.S. Department of Labor, Bureau of Labor Statistics, for Anchorage/Mat-Su

## 4 Unemployment Rates

### Boroughs and census areas

	Prelim.		Revised	
	4/11	3/11	4/10	4/10
<b>SEASONALLY ADJUSTED</b>				
<b>United States</b>	9.0	8.8	9.8	
<b>Alaska Statewide</b>	7.3	7.4	8.1	
<b>NOT SEASONALLY ADJUSTED</b>				
<b>United States</b>	8.7	9.2	9.5	
<b>Alaska Statewide</b>	7.7	8.2	8.3	
<b>Anchorage/Mat-Su Region</b>	6.9	7.3	7.6	
Municipality of Anchorage	6.2	6.5	7.1	
Matanuska-Susitna Borough	9.1	10.1	9.6	
<b>Gulf Coast Region</b>	9.5	10.1	9.9	
Kenai Peninsula Borough	10.0	11.0	10.8	
Kodiak Island Borough	6.7	6.4	7.0	
Valdez-Cordova Census Area	10.2	11.0	9.2	
<b>Interior Region</b>	7.7	8.4	8.1	
Denali Borough	15.2	19.0	15.1	
Fairbanks North Star Borough	6.7	7.3	7.2	
Southeast Fairbanks Census Area	11.2	12.2	11.2	
Yukon-Koyukuk Census Area	15.9	17.4	15.4	
<b>Northern Region</b>	9.4	9.6	10.0	
Nome Census Area	12.2	12.3	13.3	
North Slope Borough	4.1	4.4	5.0	
Northwest Arctic Borough	15.0	15.2	14.1	
<b>Southeast Region</b>	7.4	8.6	7.8	
Haines Borough	9.6	11.2	10.5	
Hoonah-Angoon Census Area <sup>1</sup>	19.5	25.0	18.6	
Juneau, City and Borough of	5.3	5.8	5.8	
Ketchikan Gateway Borough <sup>1</sup>	7.6	8.8	8.5	
Petersburg Census Area <sup>1</sup>	10.5	12.6	-	
Prince of Wales-Hyder Census Area <sup>1</sup>	14.7	18.3	-	
Prince of Wales-Outer Ketchikan CA <sup>1</sup>	-	-	13.9	
Sitka, City and Borough of <sup>1</sup>	5.9	6.8	5.8	
Skagway, Municipality of <sup>1</sup>	16.2	23.2	16.5	
Wrangell, City and Borough of <sup>1</sup>	8.2	10.1	-	
Wrangell-Petersburg Census Area <sup>1</sup>	-	-	10.1	
Yakutat, City and Borough of	12.4	13.5	11.3	
<b>Southwest Region</b>	13.6	12.5	13.2	
Aleutians East Borough	9.9	7.6	7.2	
Aleutians West Census Area	7.5	3.8	6.1	
Bethel Census Area	15.5	15.8	15.8	
Bristol Bay Borough	9.6	10.4	8.7	
Dillingham Census Area	10.8	11.4	10.6	
Lake and Peninsula Borough	11.2	11.8	9.8	
Wade Hampton Census Area	20.6	20.8	20.6	

<sup>1</sup> Because of the creation of new boroughs, this borough or census area has been changed or no longer exists. Data for the Municipality of Skagway and Hoonah-Angoon Census Area became available in 2010. Data for the City and Borough of Wrangell, Petersburg Census Area, and Prince of Wales-Hyder went into effect in January 2011. Prior to January, data were published for Wrangell-Petersburg Census Area and Prince of Wales-Outer Ketchikan Census Area.

### Changes in Producing the Estimates

Beginning with the production of preliminary estimates for March 2011, production of state and metropolitan area Current Employment Statistics estimates has transitioned from state workforce agencies to the U.S. Bureau of Labor Statistics. Concurrent with this transition, the BLS implemented several changes to the methods to help standardize estimation across states. While these changes reduce the potential for statistical bias in state and metropolitan area estimates, they may increase month-to-month variability. More detailed information on the CES changes is available on the BLS Web site at <http://www.bls.gov/sae/cesprocs.htm>.

For more current state and regional employment and unemployment data, visit our Web site: [laborstats.alaska.gov](http://laborstats.alaska.gov)

# Employer Resources

## Job Center Business Connection provides free services for employers

The Alaska Job Center Network acts as a recruiting agency for Alaska businesses and provides a range of free services. Employers can call or visit a local Job Center and the Business Connection staff will answer questions and explain the recruiting process.

Business Connection staff members help match the right employee with the right job by referring job-ready applicants based on employers' needs. At an employer's request, staff will prescreen applicants and only refer qualified candidates. These include veterans and eligible spouses with priority of service.

Business Connection provides information and assistance on employment security tax, unemployment insurance, foreign labor certifications, work opportunity tax credits, fidelity bonding, workers' compensation, wage and hour, and occupational safety and health.

Staff members can also connect employers with other services and information through the Employment Security Division of the Department of Labor and Workforce Development, including job recruiting and advertising, employer information and assistance, referral of qualified job-ready

applicants, training services, participation in job fairs, and on-site recruitments.

The Alaska Job Center Network also provides various training programs such as apprenticeships, on-the-job training, the Alaska Career Ready Program, skills upgrade training, and incumbent worker training. The Rapid Response program is available to businesses addressing economic impacts, industry changes, or other issues that might lead to layoffs.

The online service ALEXsys (Alaska's Labor Exchange System) is available 24 hours a day to match businesses with Alaskans looking for jobs. Employers can post job announcements, view resumes, and obtain area labor market information. The ALEXsys address is: <https://alexsys.labor.state.ak.us/>

For more information on the Alaska Job Center Network Business Connection, contact your closest Job Center toll-free at (877) 724-2539 or on the Web at: <http://www.jobs.state.ak.us/offices/index.html>. Employer services are online at: <http://www.jobs.state.ak.us/employer.htm>.

# A Safety Minute

## Slips, trips, and falls are the No. 1 cause of injuries in restaurants

As summer approaches, focus turns to safety in the service industries that will greet visitors. Statistics show that most nonfatal falls happen in service jobs. Slips, trips, and falls also represent 10 percent of accidental deaths and are the fourth-highest cause after vehicle accidents, homicides, and being struck by objects or equipment.

In restaurants, slips, trips, and falls are the primary cause of injuries and accidents for both employees and guests. To protect themselves and their customers, all restaurant employees should eliminate hazards or report them to a supervisor. Hazards include clumsiness from being in a hurry, uneven walking surfaces, water and grease on floors, rug or mat edges, cords or hoses, clutter, or blocked aisles. If employees identify a hazard, they should remain in the area until help arrives.

To prevent slips:

- Keep floors free from liquids.
- Wear nonskid footwear.
- Post wet floor signs when necessary to warn others.
- Avoid spills when transferring cooking oil.
- Check ice machine areas systematically.

To prevent trips:

- Pay attention when walking, especially when carrying something or walking around blind corners and through intersections.
- Ensure mats and carpets are flat on the floor.
- Keep walkways clear of boxes or other obstacles.
- Keep shoelaces securely tied.

To prevent falls:

- When using a ladder, ask a fellow worker to stand by for assistance.
- Ensure stairways have acceptable handrails.
- Use a stepstool or ladder rather than a table.

Owners, managers, and supervisors must also uphold safety standards and warn people about potential hazards. Several OSHA standards apply to slip, trip, and fall prevention. These include: 29 CFR 1910.21(b)(8); 22; 23; 24; 25; 26; 27; and 141(a)(3). Respectively, these standards address stairways, general, guarding of floor and wall openings, fixed stairs, portable wood ladders, portable metal ladders, fixed ladders, and housekeeping.