

# 2017 Dawson Household Survey Results

Regional Economic Development Advisory Board



Funding provided by North Yukon READI

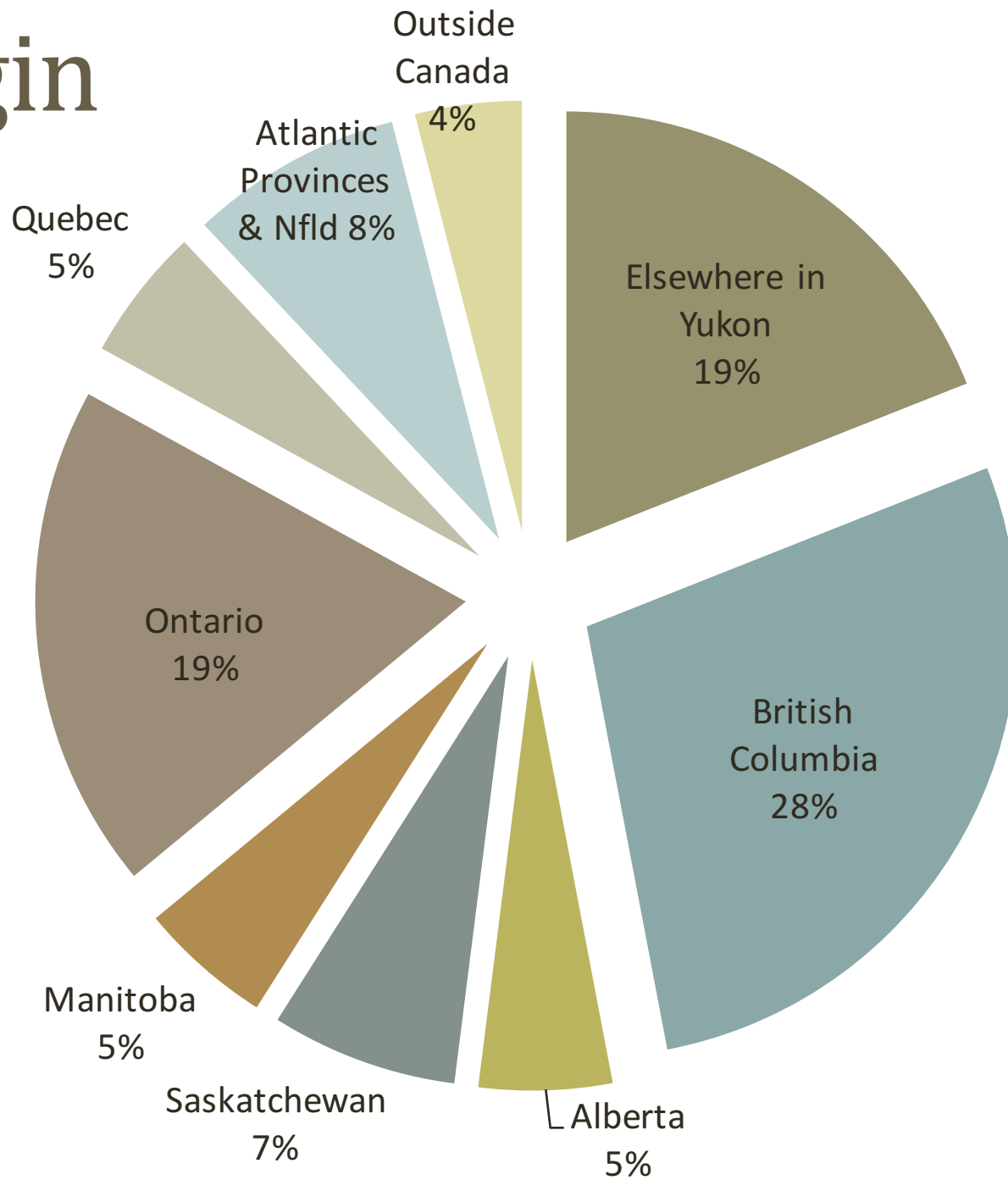


**Yukon**  
Government

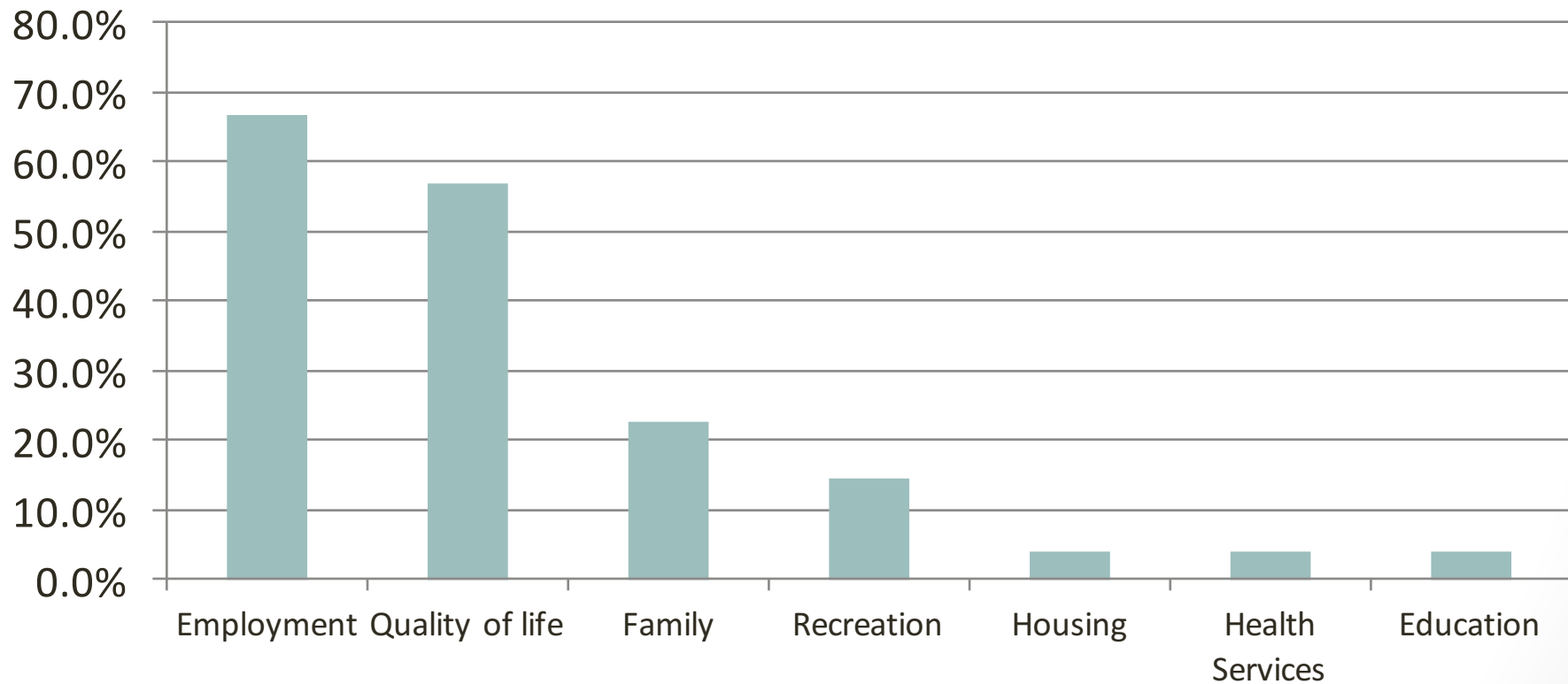
# Profile of Surveyed Households

- 133 households, 329 people, 14.9% of population
- Average age: 34.7
- Average # years in Klondike: 15.6
- 95% year-round residents
- Household income average approx. \$75-\$80,000
- Broadly comparable sample to 2011 survey
  - Slightly older population
  - Newer to Dawson City
  - More year-round
  - Higher income (5.1% compound annual increase)

# Origin

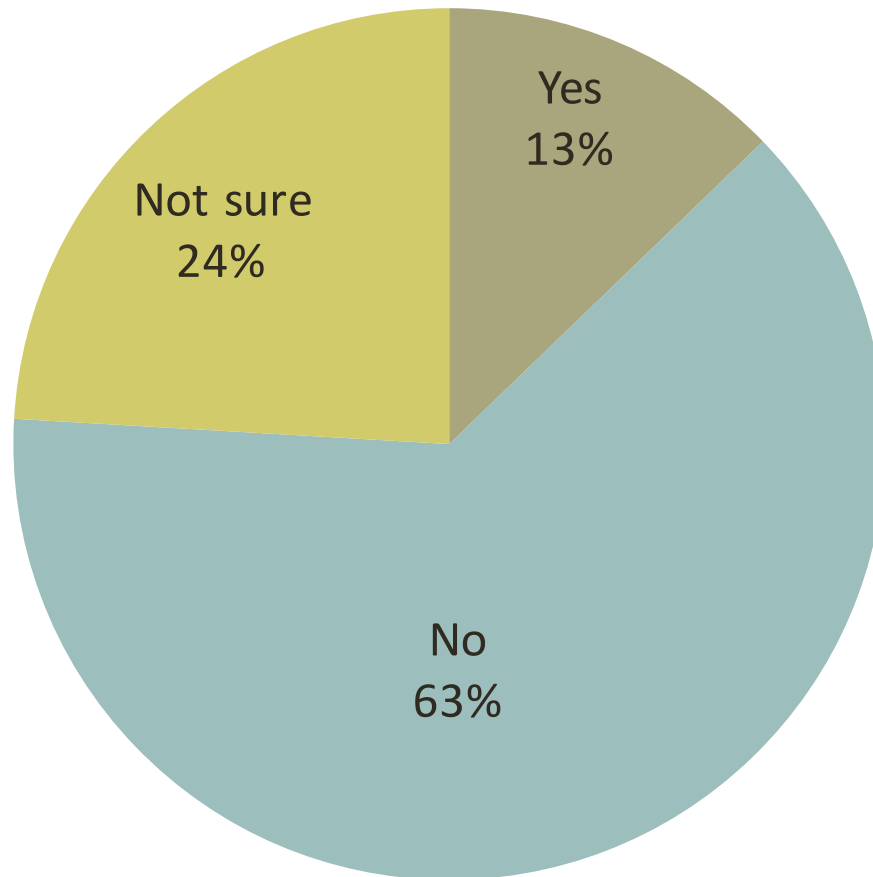


# Why come to live in Dawson?

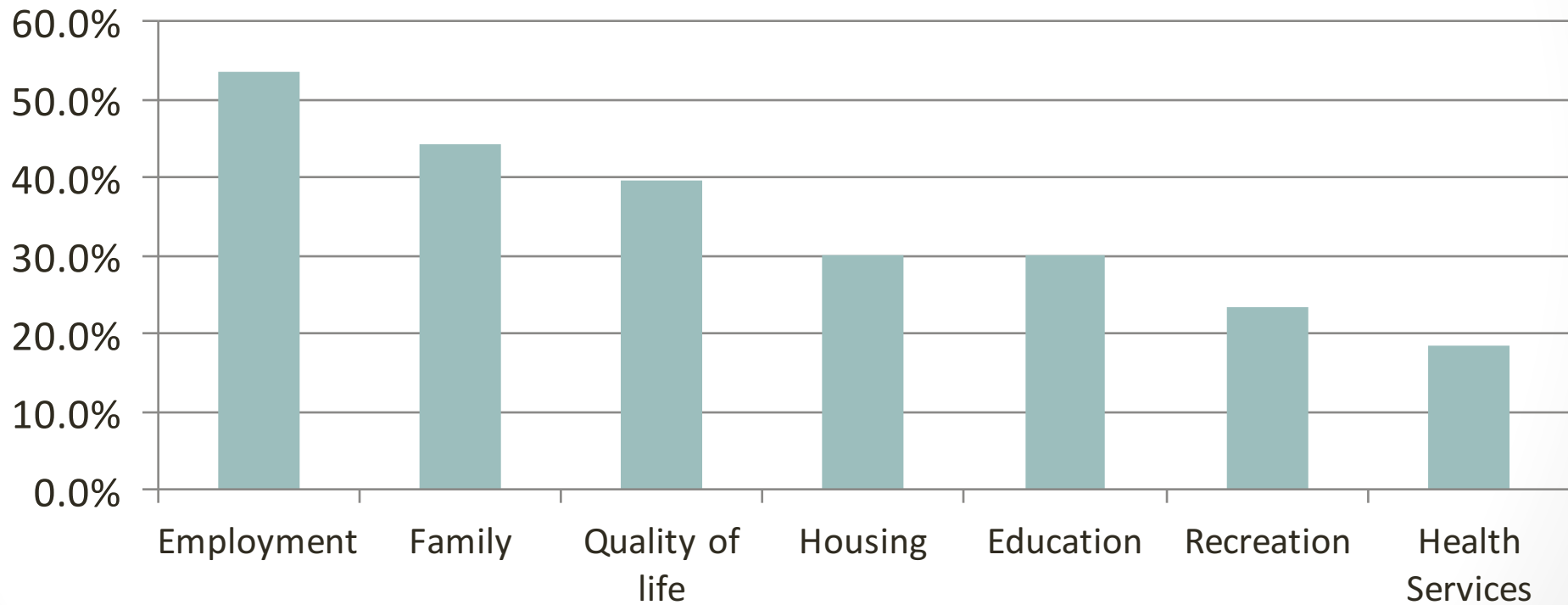


# Mobility

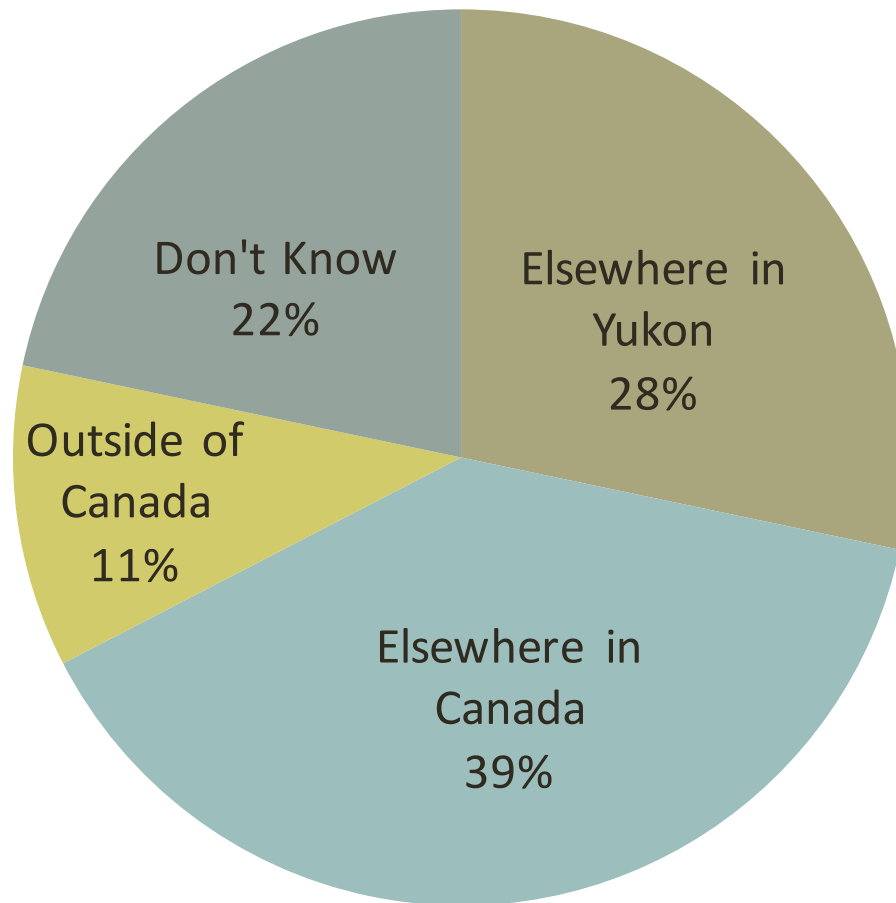
**Do you expect to move away from the Klondike in the next five years?**



# Why leave Dawson?

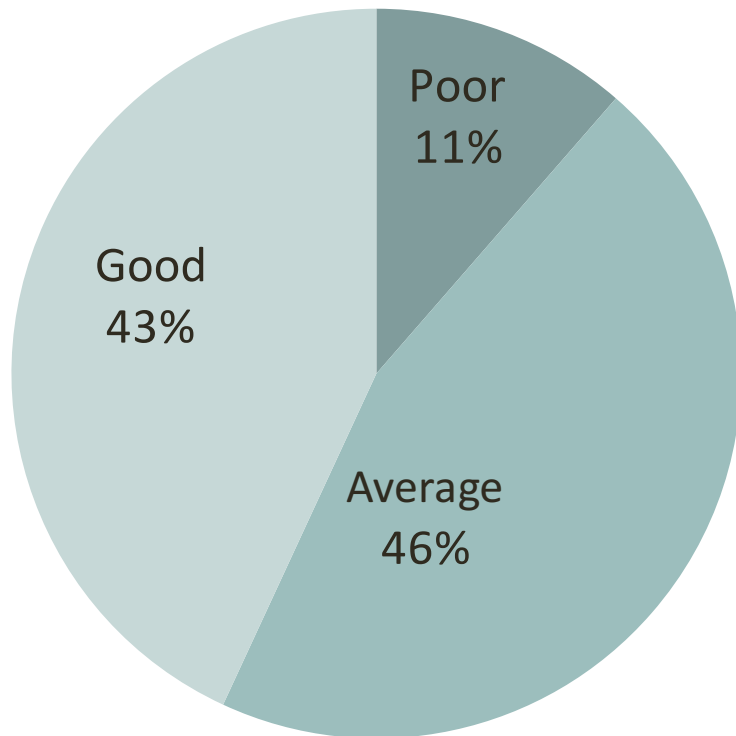


# Where to?

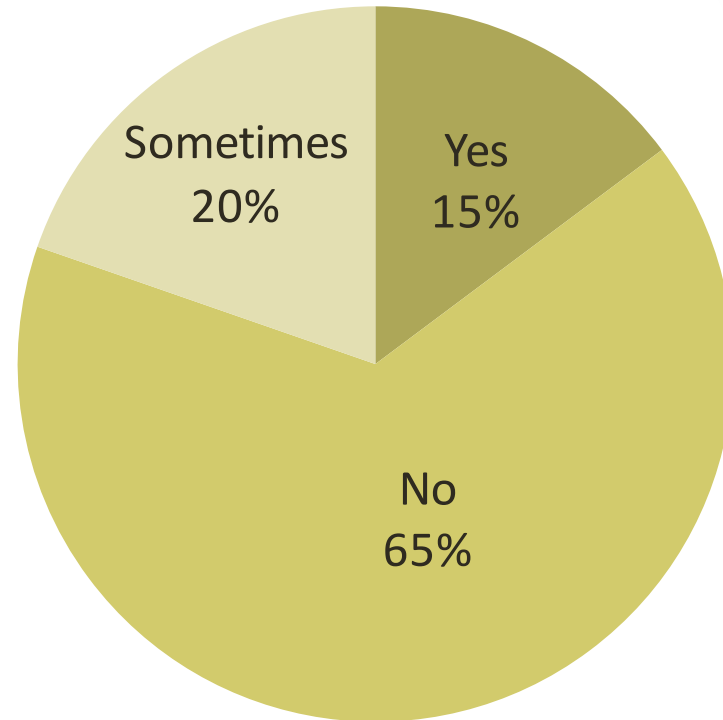


# Employment is Good (mostly....)

Employment Opportunities in Dawson



Do you experience Barriers?

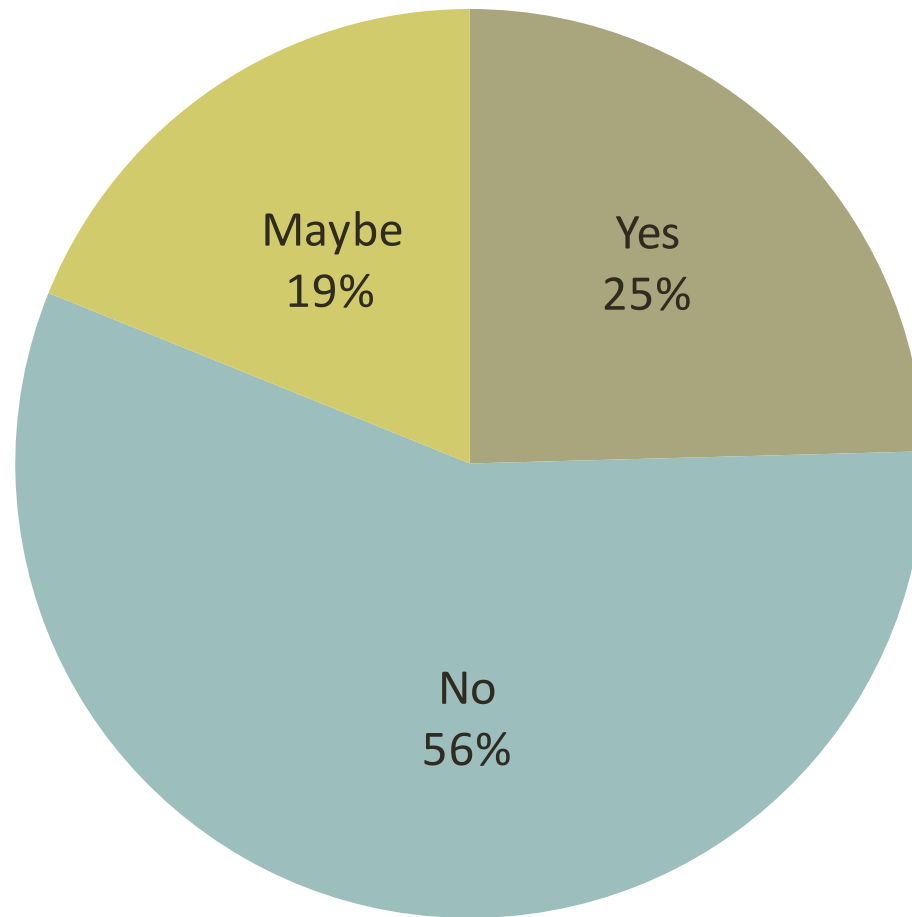


- Some wage concerns
- Little diversity in opportunities
- Short-term and seasonal job insecurity
- Good YEAR-ROUND jobs hard to find (public employment in Whitehorse)
- Limited chances to progress and move up scale



# Entrepreneurism is Active

**Are you considering starting a business in Dawson?**



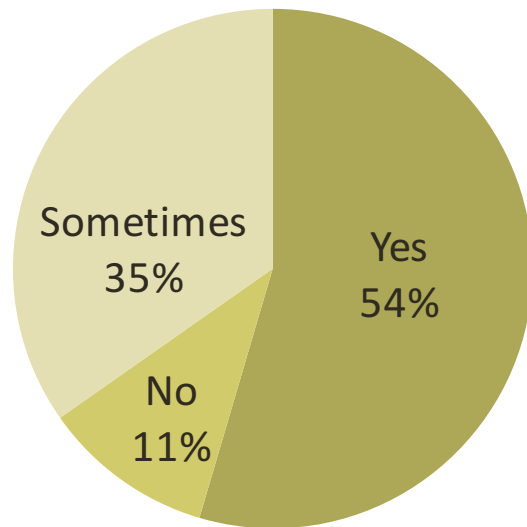
# Barriers to New Business

- Access to finance
- Land availability
- Rental spaces
- Market and demand research for planning
- Technical advice and business training
- Internet service capacity
- Regulations
- Anti-competition policies

Business Advisory Service Awareness – 40%

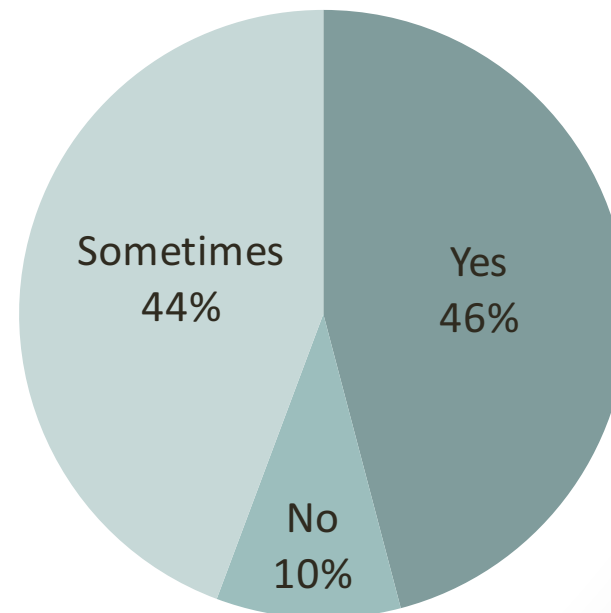
# Local Spending

**Do you deliberately search out local business?**



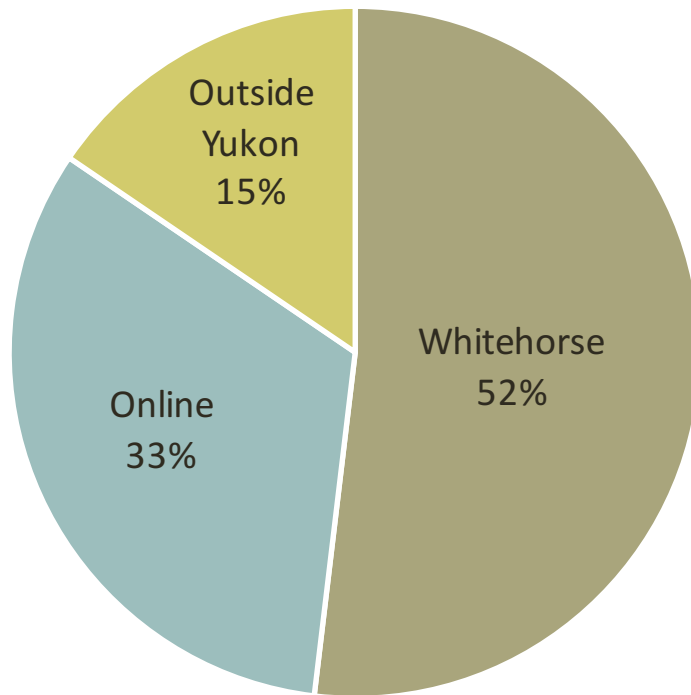
- Local spending intent **RISING**
  - Up from 82% in 2011

**Are you prepared to pay more to buy local?**



- Price premium tolerance steady at around 10 or 11%
- Higher for:
  - Local products esp. food
  - Quality higher-end items
- Sensitive to personal income

# Outside Spending



- **Households spend 20% outside**
  - Increased since 2011 (14%)
- **Online spending still increasing**
  - Up from 23% in 2011

## Local spending wish list:

- Food
- Clothing
- Dog food & pet supplies
- Professional services
- Furniture

## Top 5 spending leaks:

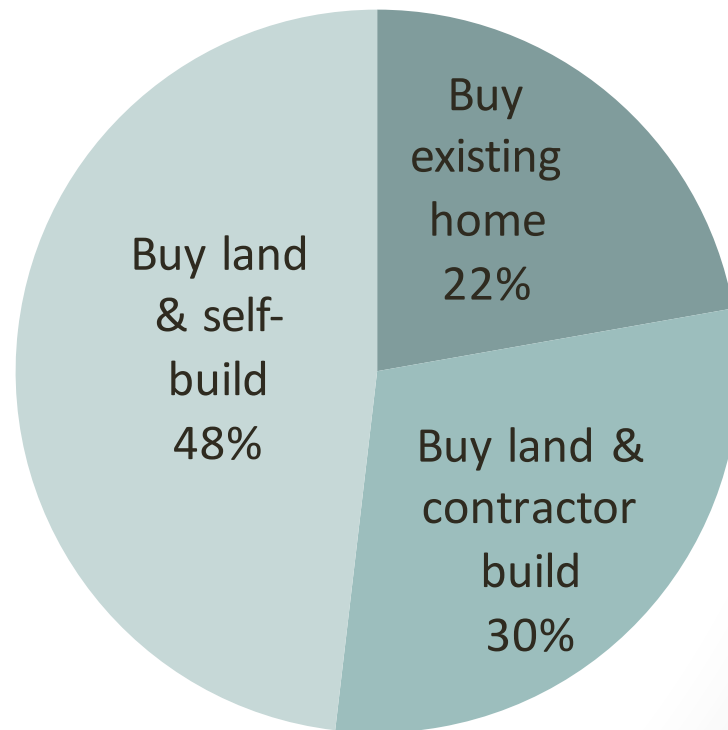
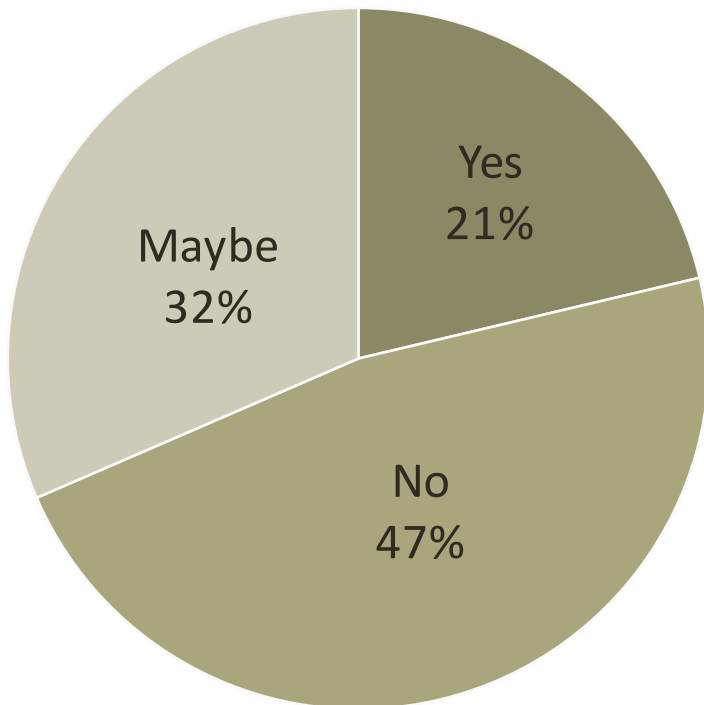
- Food
- Clothing
- Automotive
- Furniture
- Household supplies

# Outside Spending Motivation



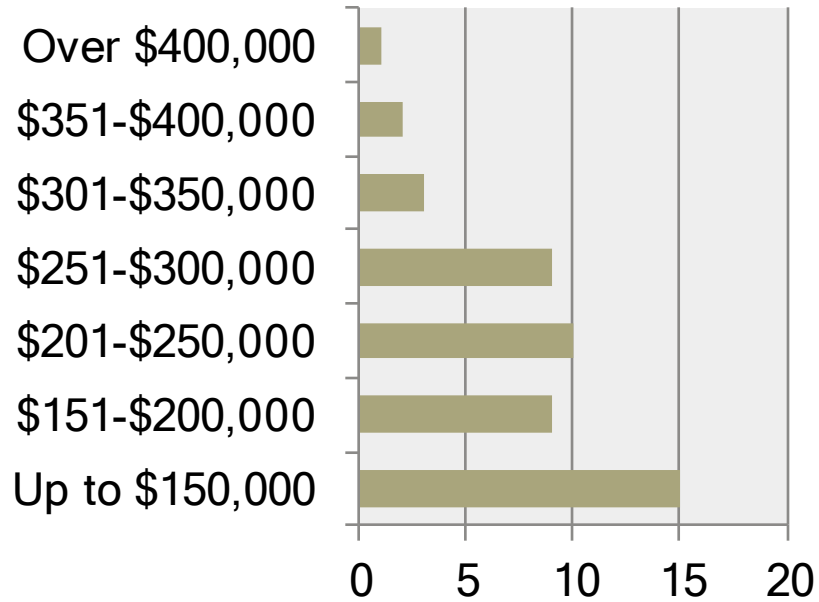
# Home Ownership

Are you currently looking to buy or build a home?

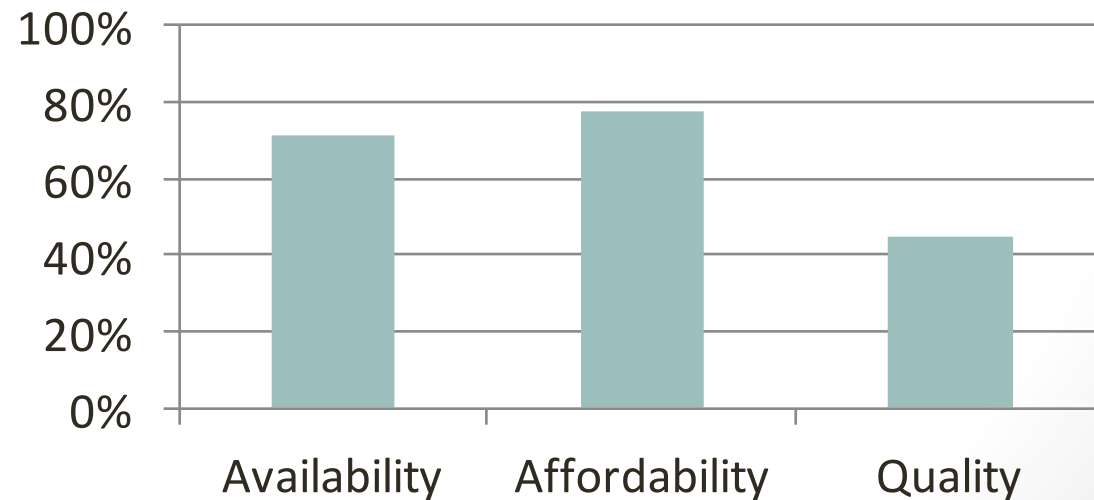


# Home Ownership

## What is your budget?



## Barriers



# Dawson's Assets as a place to live & work

access to wilderness arts beautiful **community**  
family feel history lifestyle mining opportunities people  
quality of life safe small support wilderness work

# Suggestions for improving Dawson

bridge businesses children development downtown health homes  
**housing** industrial internet land lots mining people recreation  
services students winter year round



# Strengthening Our Economy



A word cloud of economic and social terms. The words are arranged in a roughly rectangular shape, with 'business' being the largest and most prominent. Other large words include 'housing', 'jobs', 'local', 'tourism', 'support', 'mining', and 'development'. Smaller words include 'art', 'build', 'community', 'growth', 'industry', 'invest', 'opportunities', 'owners', 'people', 'seasonal', 'small', 'students', 'lot', 'workers', and 'year round'. The words are in various shades of blue and grey.

art build **business** community  
development encourage growth  
**housing** industry invest **jobs local**  
lots **mining** opportunities owners people  
seasonal small students **support tourism**  
training workers year round

# Early High Level Conclusions

- **Housing and land development limit prosperity**
  - Any economic investments will be constrained by housing and land
  - Emphasize economic resilience over growth in short-term
  - Prioritize winter employment and income growth
- **Entrepreneurism is strong but new business support services need increased marketing and engagement**
- **Internet capacity and cost critical – potential to leverage new fibre optic connection merits exploration**
- **Promote Dawson for ‘community’ and ‘quality of life’ over financial returns**
- **Local spending strategies better focused on marketing, service and availability than philosophy**