



2015 Millennial Survey

Executive Summary

The Chico Chamber of Commerce conducted its first survey of Chico area millennials (born between 1980 and the early 2000's) from June - August of this year in an effort to gauge how local millennials feel about living and working in Chico. As millennials represent the largest demographic of the nation's workforce, understanding the thoughts and feelings of this group is deeply important to employers and policy makers alike.

The online survey was well publicized in Chico Chamber publications, local news media outlets, and through the Chamber's membership. A total of 333 respondents completed the survey; 74% of all respondents were between the ages of 25 to 35. *(26 respondents reported to be over the age of 35.)*

➔ **Choosing Chico – #1 Higher Education**

A strong number of respondents came to Chico to attend California State University, Chico or Butte College (37.5%) or were born in the area and remained here (30.9%). Forty-one percent of all respondents identified as living in "North Chico."

➔ **Chico Favorites – #1 Bidwell Park**

Bidwell Park was ranked as the #1 feature millennials enjoy about living in Chico by a significant margin, with the cost of living the second most desirable aspect of Chico to millennials.

➔ **Employment Preferences - #1 Salary**

More than 51 percent of all respondents made more than \$50,000, with respondents representing a significant tax base contributing to public services. When looking for employment features, the highest ranking consideration for millennials is salary, followed by company culture, and a flexible work schedule.

➔ **Future of Chico - #1 Safety**

Overwhelmingly, when asked to consider a list of ten potential community projects, millennials responded that what they desire most in Chico is safer public spaces and safer neighborhoods. This was further reflected in the open-ended comment portion of the survey, where millennials were asked what they would like to see for the future of the city. Ninety-seven percent of all respondents completed this question, with comments including:

- "I would like to see the overall safety of all neighborhoods improve."
- "I would like to see Chico become a safer environment for families."
- "A vibrant and safe downtown and Bidwell Park."
- "Safer neighborhoods. Safer public spaces."

➔ **Community Engagement - #1 Service Groups**

More than 35% of all respondents belong to a service organization, 26% a church or religious community, and 22.8% volunteer or participate with youth organizations.

The survey results were formally presented at the Chico Chamber of Commerce Young Professionals Organization EPIC Event in mid-August, with summarized results also presented to the Chico City Council in August, as part of the Chamber Community Vision.

As the Chamber continues its meaningful work as the voice of business in championing a vibrant, safe, and prosperous community, the millennial generation will continue to be engaged in this process, and their voice a pivotal aspect to ensuring Chico remains a great place to live and work.

For more information, read the “15 Economic Facts About Millennials” report published by The Council of Economic Advisors, October 2014:

https://www.whitehouse.gov/sites/default/files/docs/millennials_report.pdf