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FOR SAN DIEGO MILLENNIALS JOB SATISFACTION MEANS KNOWING THEY MATTER

New Chamber study identifies what engages millennial employees and employer best practices

SAN DIEGO (May 23, 2019) – Millennial employees in San Diego want purpose, supportive supervisors who provide development opportunities, and affordable places to live. These are the findings of “Millennials at Work: The Purpose-Driven Generation” a new study from the San Diego Regional Chamber Foundation that points to several key strategies for retaining millennial workers.

“Every business wants to recruit top talent - millennials are that talent and they are seeking the workplaces that work best for them,” said Jerry Sanders, Chamber President and CEO. “It is up to us as business leaders to create the environment that best engages and maximizes this talent because their success is tied to the success of our region.”

Millennials are the largest segment of the workforce. If businesses want to stay competitive, it is critical to create a workplace culture that brings out the best in these emerging business leaders. In San Diego, which has a higher percentage of millennials in the workforce than any of our competitor metropolitan areas, there is an unprecedented opportunity to redefine the region as a world-class place to work.

Businesses recognize the need to adapt to the changing workforce and the benefits that come along with creating a culture that encourages employee engagement.

“To thrive as a business in this region, it’s critically important for employers to attract and retain a diverse workforce, and that includes millennials who bring fresh ideas and perspectives to the workplace,” said Karen Sedgwick, Chief Human Resources and Chief Administrative Officer at SDG&E. “We take pride in creating a purpose-driven culture where employees find meaning in their daily work to help deliver clean, safe and reliable energy to 3.6 million people.”

The Chamber study is based on a survey of nearly 400 San Diego County millennials to determine what they value in their job and how it compares with the leading recommendations for creating a millennial-friendly workplace.

The study outlines four recommendations for employers who want to retain these sought after employees:

- 1. Create a purpose-driven organizational culture.** Millennials want to understand how their organization is making a difference and what role they play. This sense of meaning is so important to millennial employees in San Diego that of those who are considering leaving their job in the next six months, over 30 percent cited a lack of meaning as a top factor driving their job satisfaction.
- 2. Support with coaching and professional development.** Millennials want to understand how they can advance and develop professionally within the workplace. Professional development is cited by 22.1 percent of millennials as a top driver of workplace satisfaction, compared to office perks cited by only 5.8 percent.
- 3. Encourage quality and frequent communication.** Regular check-ins with managers help employees to better see how their day-to-day work is linked to the organization's goals and success. Among San Diego millennials whose supervisors regularly communicate the reasons for the tasks and responsibilities are 36.8 percent more likely to be engaged.
- 4. Recognize and understand the shift from work/life balance to work/life integration.** Millennials have embraced technology and an always connected lifestyle. In the workplace this translates to a preference to integrate work and life rather than just balance them. This shift towards integration is incredibly important for employers to understand as "work hours / schedule flexibility" is cited by San Diego millennials more than anything else as the top factor driving workplace satisfaction (30 percent) and more than twice as often as pay.

Outside of the workplace, a factor affecting the longevity of San Diego millennials in the workforce is the region's housing shortage and affordability crisis. Forty-four percent of millennials are considering leaving the county in the next two years. Of those who were "very likely" to leave, the top reason was lack of affordable housing options. To address the overwhelming significance of this issue, the study makes a public policy recommendation to incentivize more housing.

"Millennials at Work: The Purpose-Driven Generation" is a product of the San Diego Regional Chamber Foundation, a 501(c)3 foundation focused on research, education, and leadership cultivation around the issues that influence San Diego's business climate. The study is sponsored by United Way of San Diego County, San Diego Workforce Partnership, SDG&E, and the City of San Diego.

The full study and a dashboard highlighting key findings are available at:

<https://sdchamber.org/foundation/regional-jobs-strategy>.

About the San Diego Regional Chamber of Commerce

The San Diego Regional Chamber is the hub for connections and collaboration among the regional business community, and uses that clout to advocate for public policies and candidates that support economic growth and the creation of jobs for all businesses. As the largest local Chamber on the West Coast, representing approximately 2,500 businesses and an estimated 300,000 jobs, the San Diego Regional Chamber is fighting to make San Diego the most business-friendly region in California. For more information, please visit SDChamber.org or call 619-544-1300.

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