

REDI

Millennial Talent Study

February 2, 2017



RESEARCH & BUSINESS
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Objective

Conduct research to determine trends among working millennials in Eastern Idaho.

Key questions relating to:

- Talent attraction
- Retention
- Talent Development

Methodology

Focus Groups

- 10+ Hours of Discussion, 31 Participants
- 50 Hours of Transcription
- Rexburg, Idaho Falls (2), Blackfoot, Pocatello

Focus Group Demographics

- **Gender:** Male, *17*; Female, *14*
- **Age:** Average, *27 years old*
- **Marital Status:** Married, *16*; Single, *15*

- **Highlighted Response Categories**
 - Social Media
 - Motivation
 - Progression
 - Family & Kids
 - Flexibility
 - Location

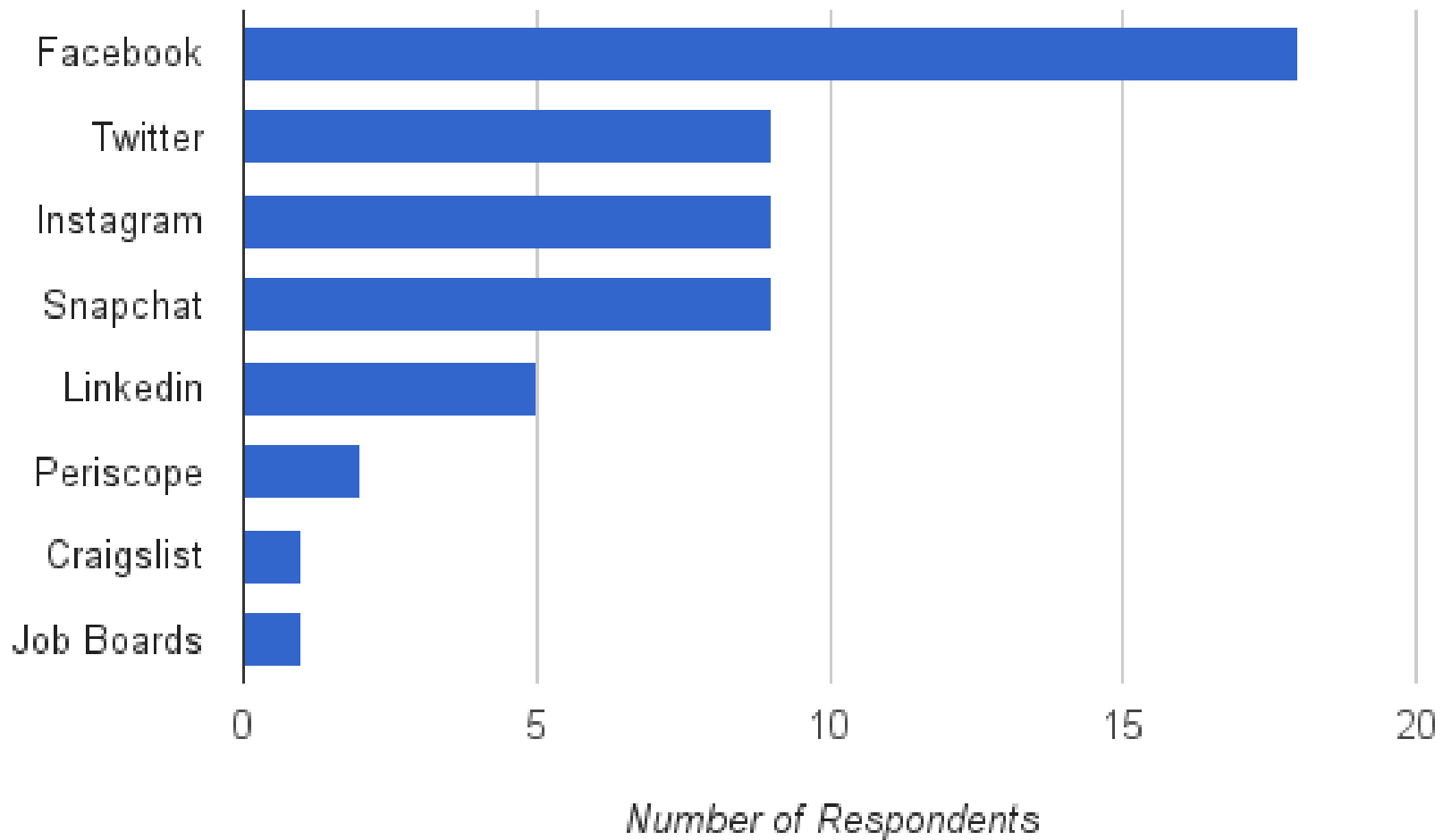
Social Media

- Social Media Disconnect
- Very few participants were attracted to jobs in eastern Idaho though social media.

“I definitely think that [social media is] growing. I’m from Washington, I moved down here for my job, they only job I didn’t apply for via social media was this job, it was printed and faxed to my work. In Washington, from personal experience, [social media is] how you get your jobs, that’s how you apply for your jobs... Its moving this way, slowly.”

- *Female, Pocatello*

What Social Media Platforms Do You Use The Most?



What social media platforms do you use the most?

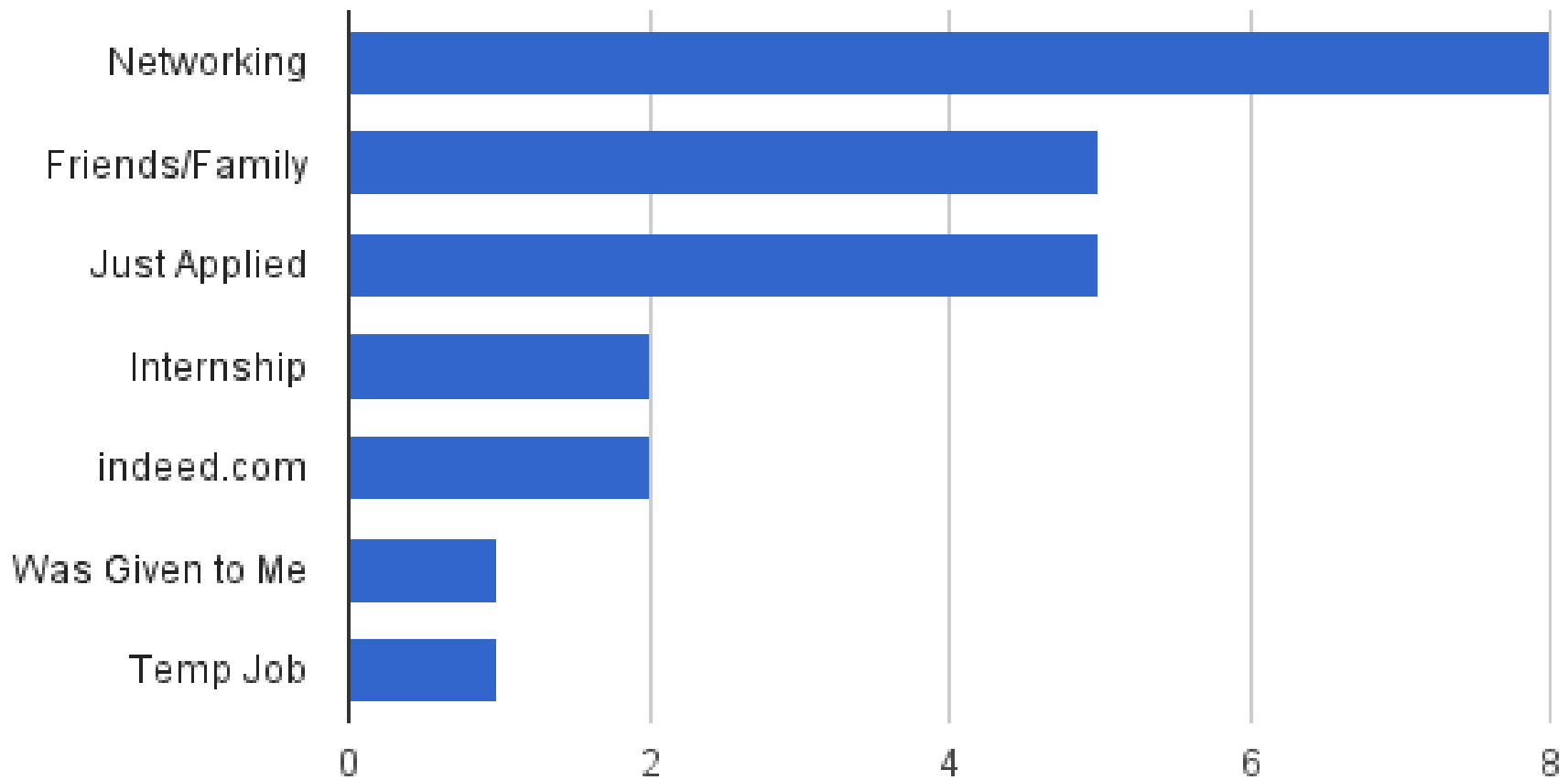
“Facebook has been integrated as personal and business. I’ve become personal friends with people I’ve been working with, and the connections I’ve made there, they become one and the same.”

-Male, Idaho Falls (Facebook)

“I’m the youngest person in my office by 25 years, but everyone has Facebook and they all want to be my friends. But, they don’t know how to utilize Facebook. They have it, they have Snapchat, but they don’t know how to use it.”

-Female, Pocatello (Facebook, Snapchat)

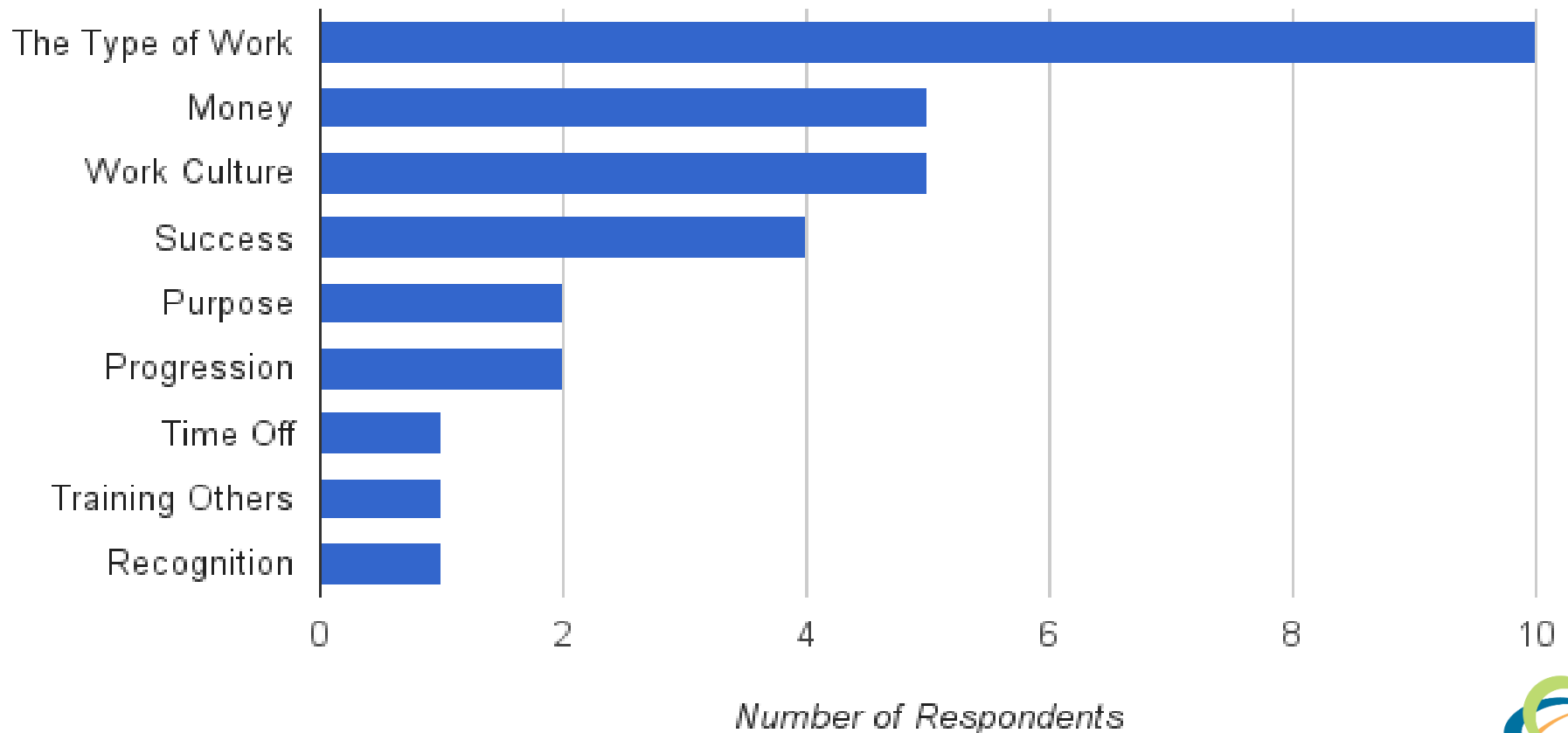
How Did You Find Your Current Job?



Number of Respondents

Motivation

What Motivates You At Work?



What motivates you at work?

“Training and developing people is motivating to me. I did management roles for a very long time so training two members and just seeing their development and their success is motivating.”

-Female, Rexburg (Type of Work)

“I think it’s really that intrinsic value to feel connected and a part of a community when you are at a workplace.”

-Female, Pocatello (Work Culture)

“The feeling of accomplishment when I’m doing something complicated and important.”

-Female, Idaho Falls (Success)

Progression

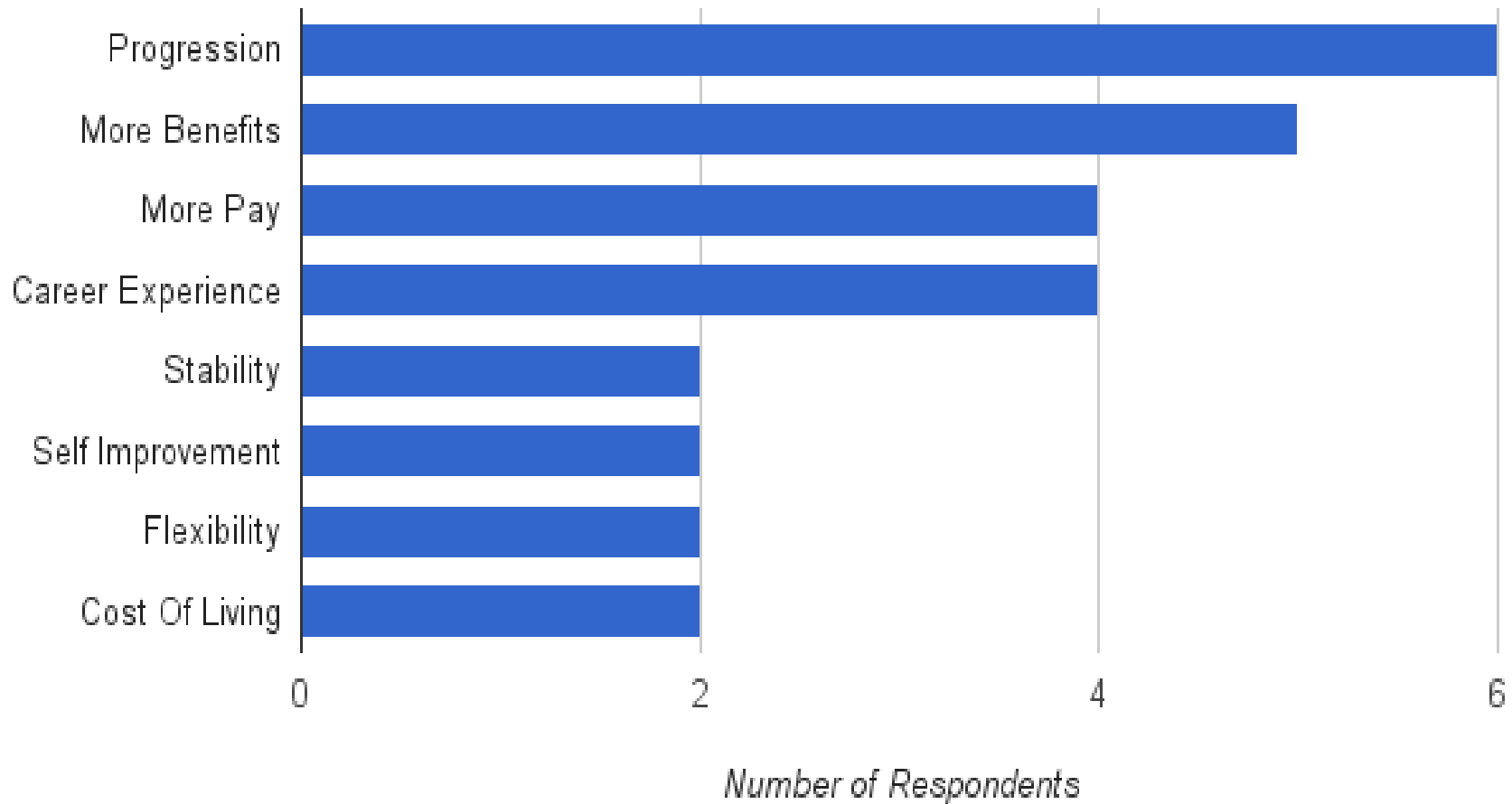
- Motivation to stay at current job
- It's why they left their last job
- Viewed current job as good preparation to help meet professional goals
- Mismatch between degree and job opportunities
- Participants were not planning on staying in eastern Idaho because of a perceived lack of opportunity

Q: What would motivate you to stay with your current company?

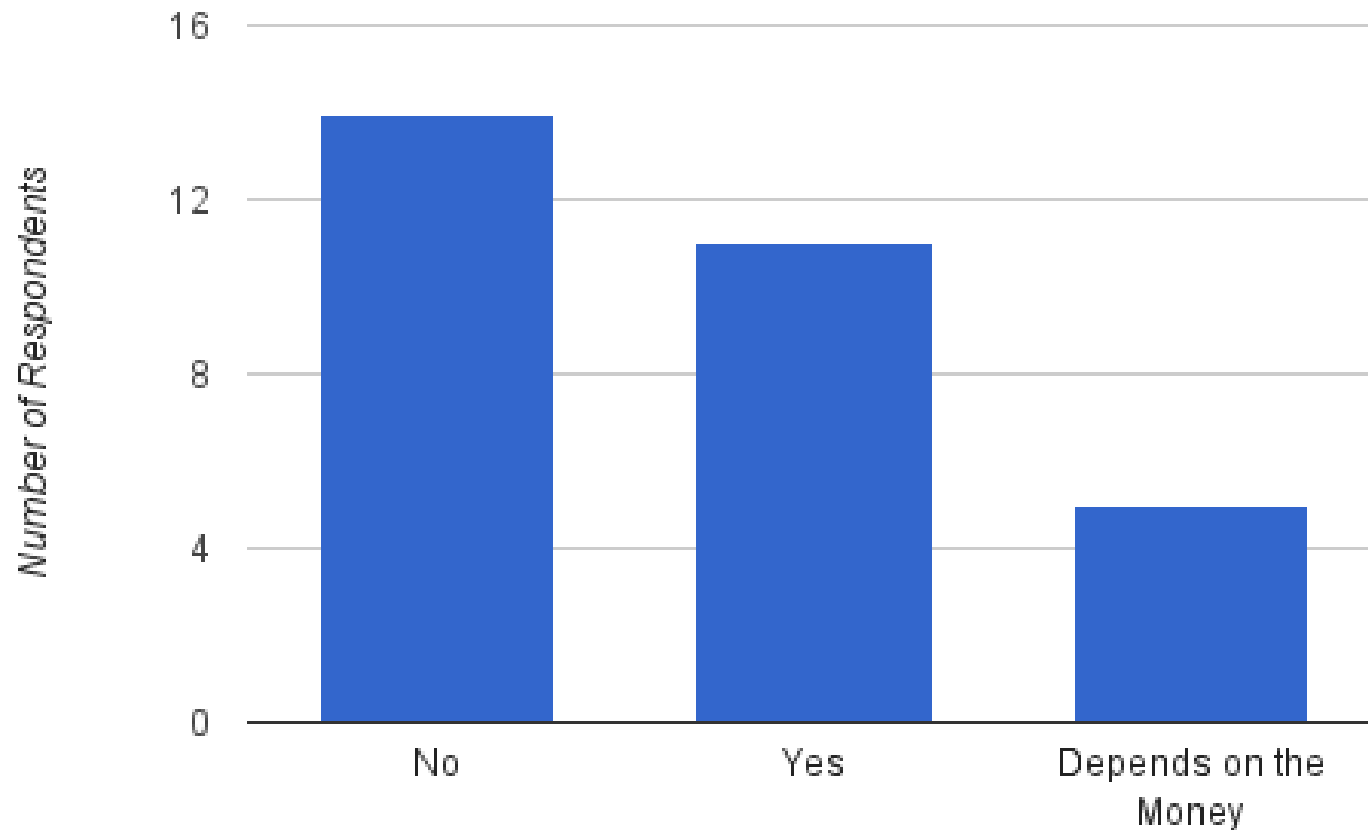
“The possibility to progress. No one wants to stay at the bottom of the totem pole as a grunt.”

-Male, Blackfoot (Progression)

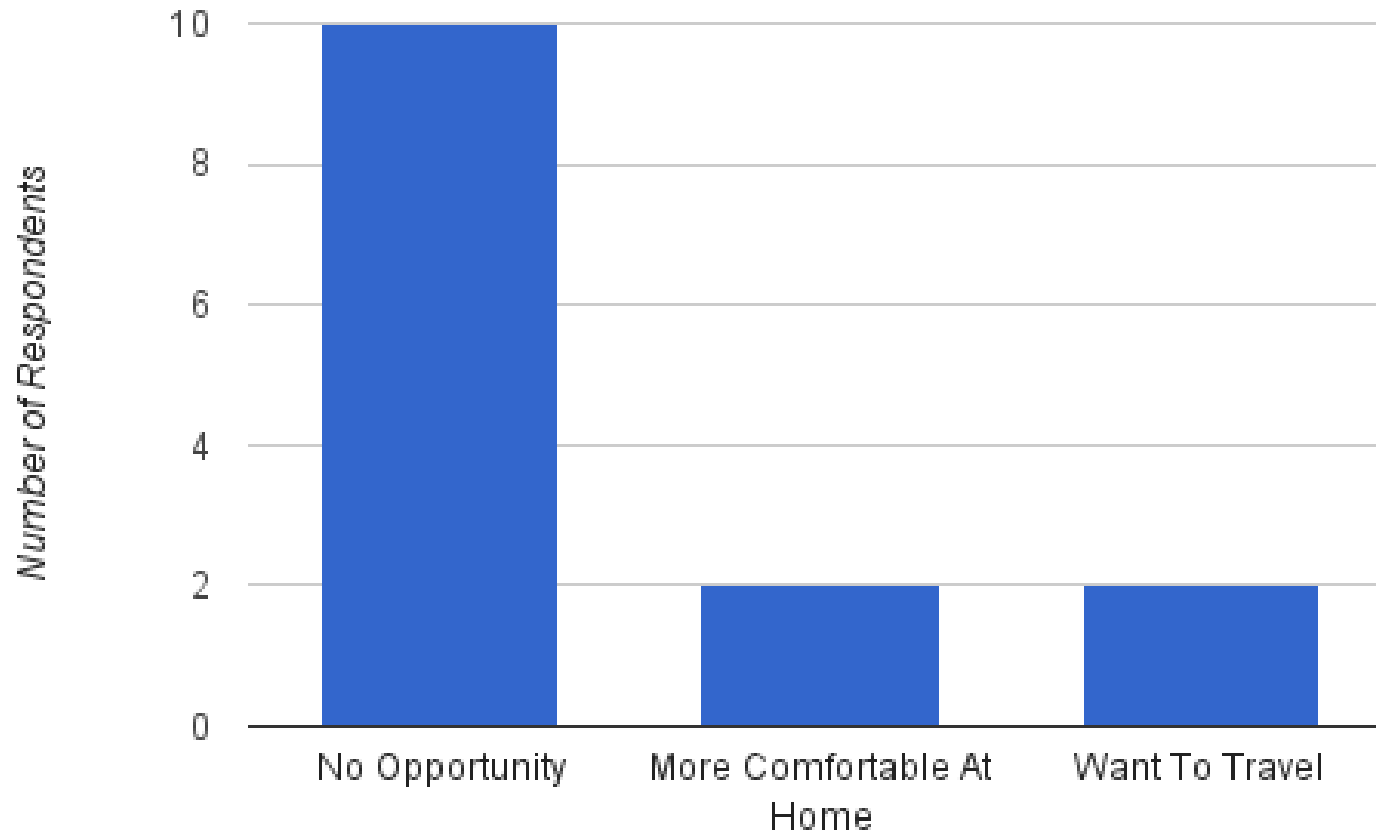
What Would Motivate You To Stay With Your Current Company?



Do You Plan To Continue Working In Eastern Idaho?



Reasons Why You Are Not Planning On Working In Eastern Idaho:



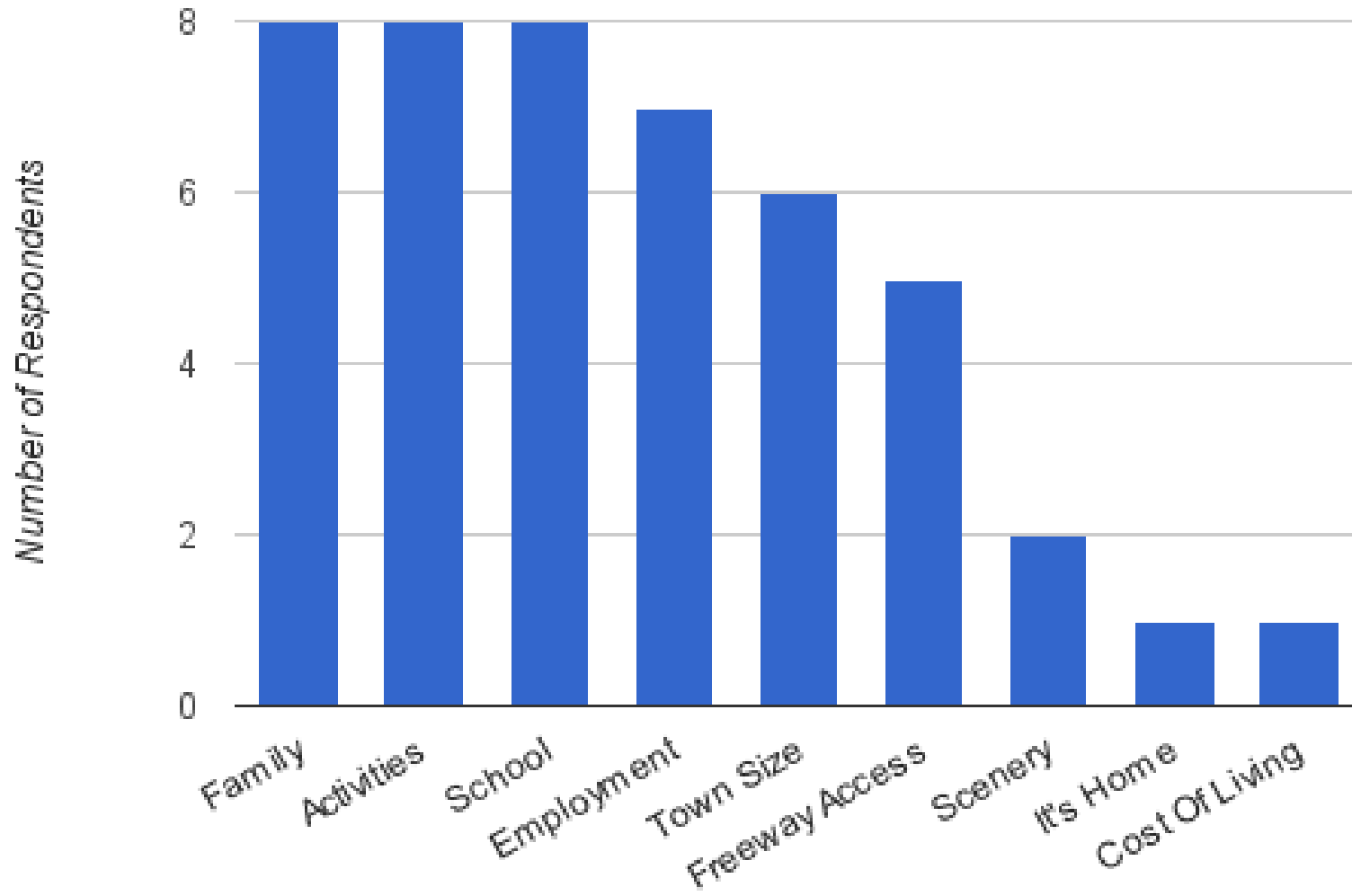
Family & Kids

- Life goals: Weekends off, PTO, spending time with kids, flexibility
- Family was a main attractor to eastern Idaho and a source for finding their current job
- Concern regarding education for kids
 - 2x more comments than job opportunities
 - Many participants didn't even have kids yet

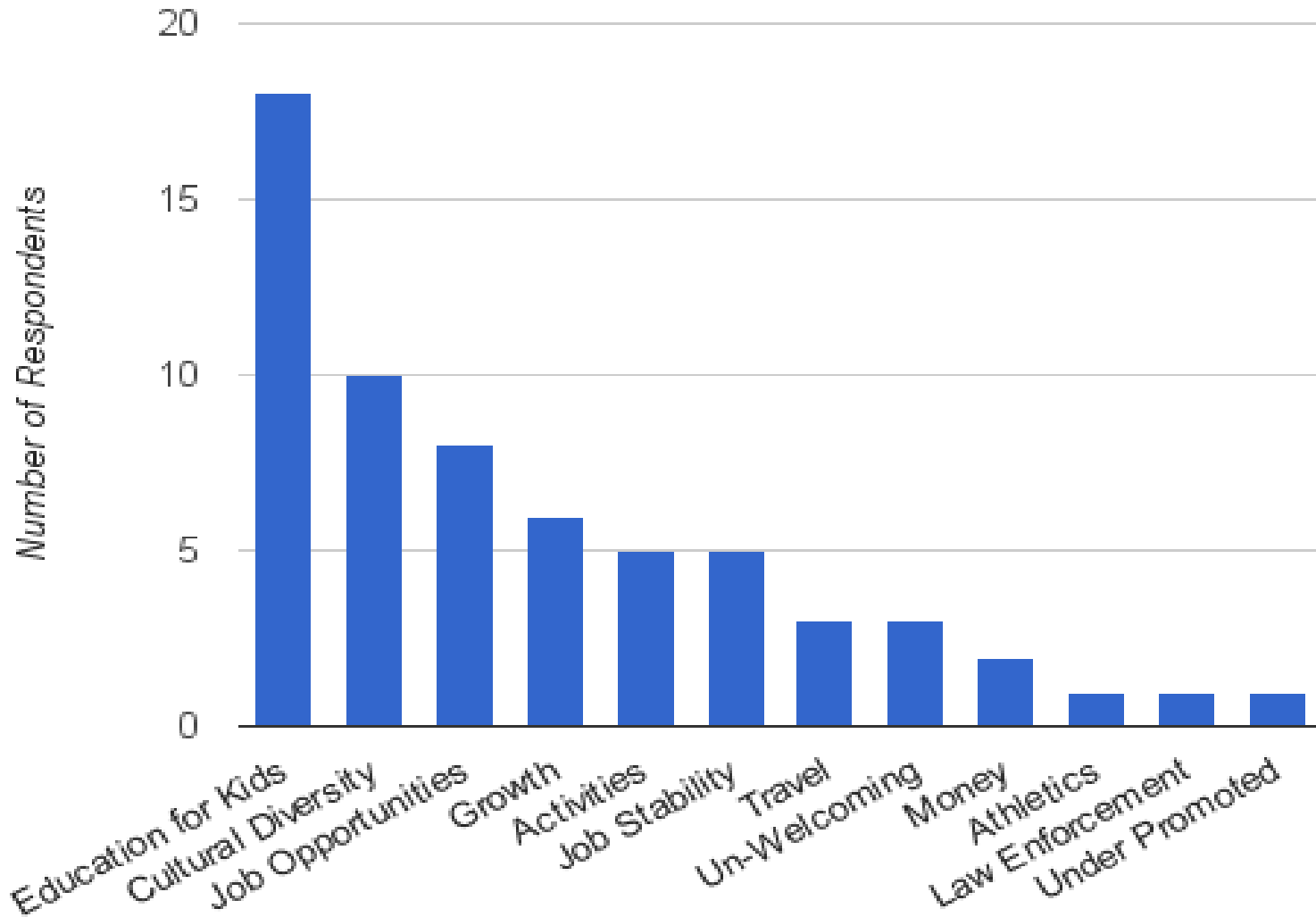
“Just seeing the difference in education here compared to where I'm from and how low Idaho is. It's scary to actually have your kids go through this education system.”

-Male, Idaho Falls (Education For Kids)

What Attracted You To Eastern Idaho?



If You Decided To Live In Eastern Idaho For The Rest Of Your Life, What Would Be Your Biggest Concerns?



Flexibility

- One of the top attractors to current job
- Ranked high on list about what they like about current job
- One of top responses for helping achieve life goals

Location

- Drawn to rural areas but like to have access to urban settings
- Recreational opportunities was a main attractor to eastern Idaho

Q: Do you prefer to live in an urban or rural area?

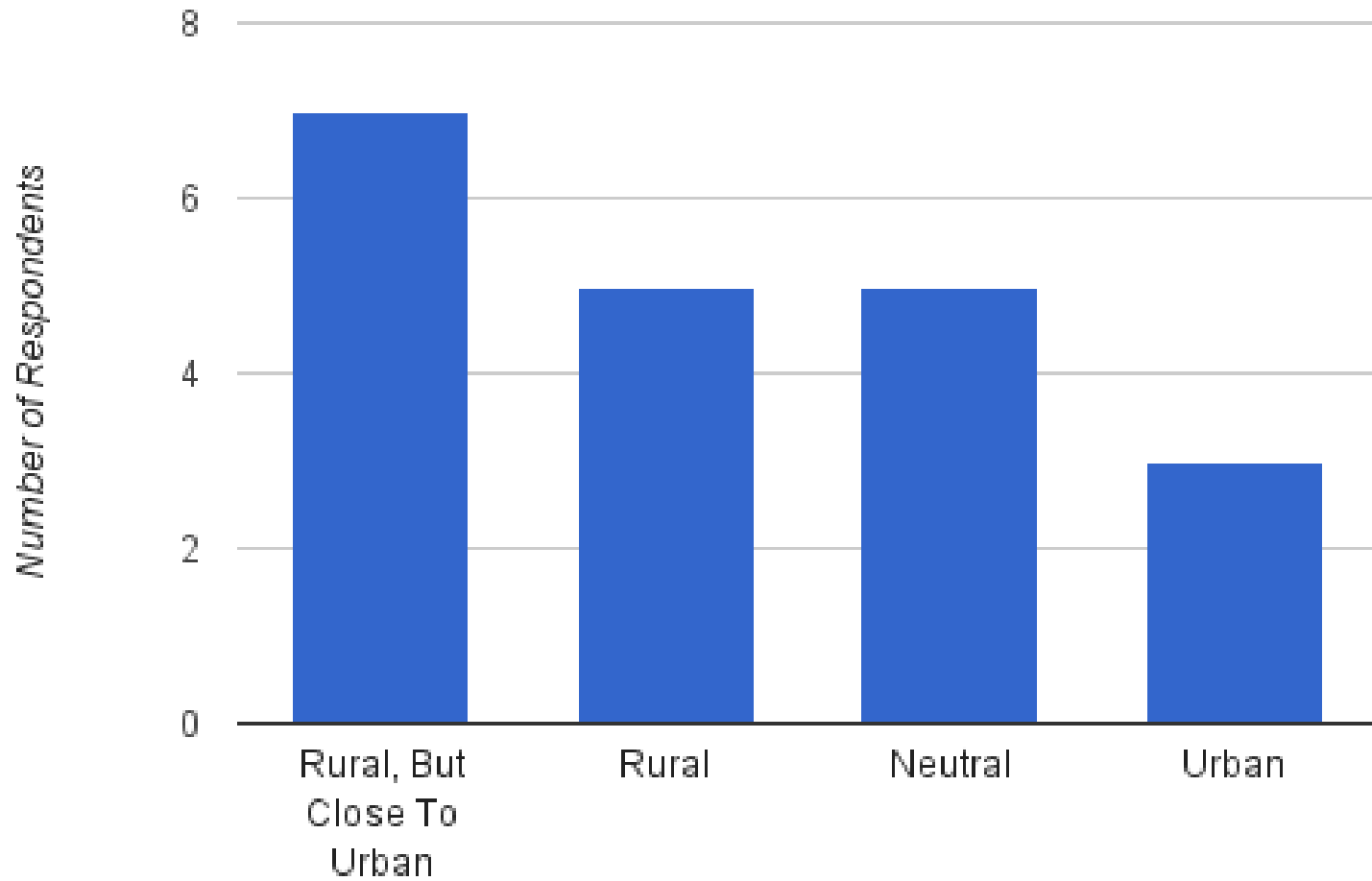
“I like rural but I’m not gonna lie, I find myself complaining when I have to travel to Boise or Salt Lake for a concert or something.”

-Male, Idaho Falls (Rural But Close To Urban)

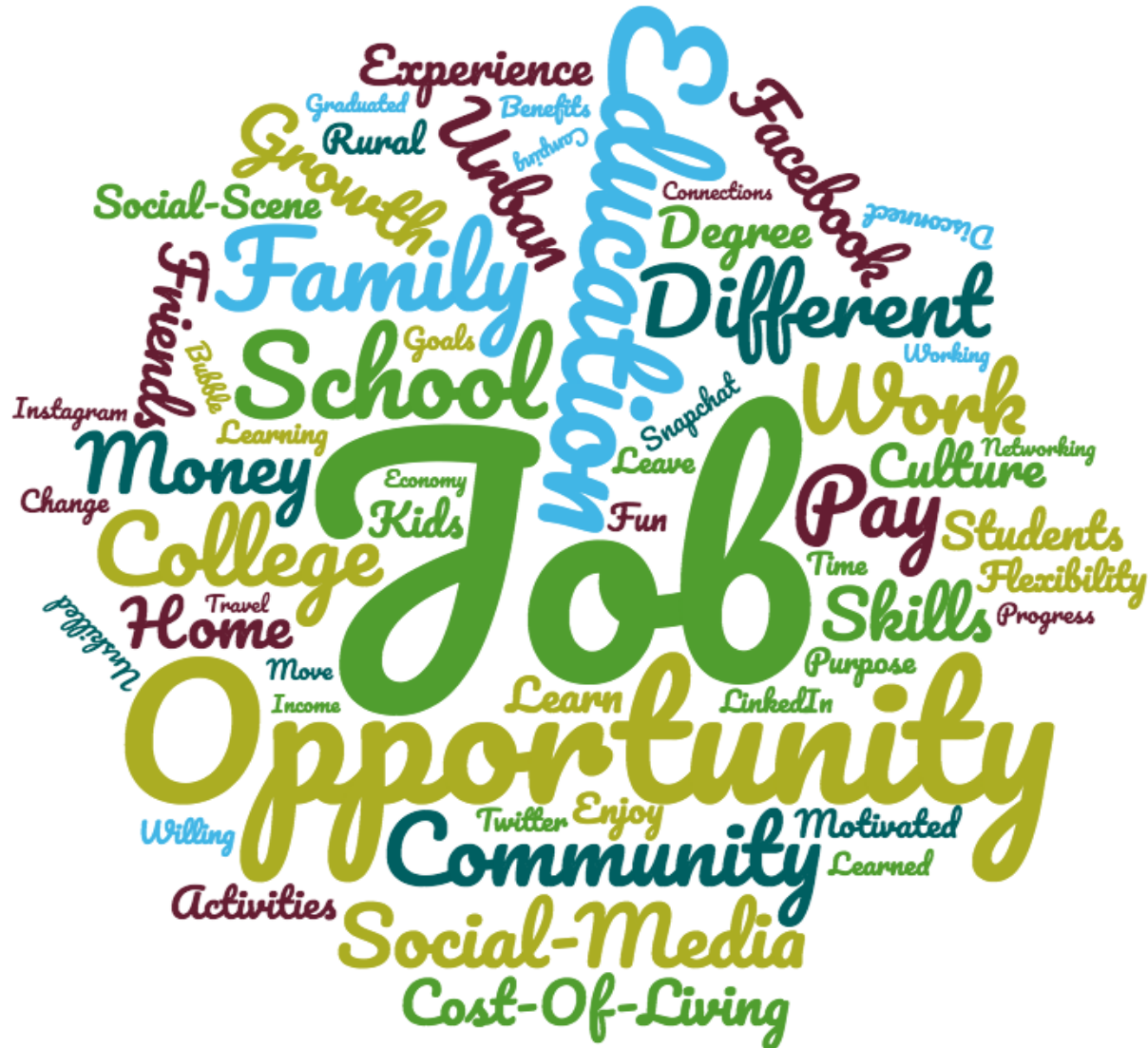
“I don’t have to worry about my [future] kids walking to school, I don’t have to worry about them being outside and like the safety factor with the small community as well.”

-Male, Rexburg (Rural)

Do You Prefer To Live In An Urban Or Rural Area?



Most Frequently Used Words



Summary - Millennials in Eastern Idaho:

- Are concerned with the availability and opportunity to progress in their respective fields
- Have a negative perception of job opportunities in the region
- Are concerned about the education of their children
- Feel that companies underuse social media when attracting potential employees
- Value family relationships and want to be close to them for support
- Want a positive work culture and to feel more connected to their co-workers
- Enjoy the rural environment of Eastern Idaho, and like to be close to urban environments



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