2018

RELOCATION STUDY RESULTS

GREATER
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OBJECTIVE

fuseResearch collaborated with the Greater Palm Springs Convention & Visitors Bureau (GPSCVB) to develop, conduct, and analyze a survey to assess the interest level among a targeted sample set in relocating to Greater Palm Springs (GPS) for a preferred employment opportunity.

The goal of the survey is to aid in economic/employment decisions in GPS.
- Assessing whether potential college graduates would relocate to GPS for employment opportunities in their desired fields.
- Showcasing the destination appeal of GPS to companies considering relocating to the region.

METHODOLOGY

A total of 1,000 respondents completed the survey (n=1,000).

Survey participants met the following three qualifications:
1. Age: 20 to 26 years old
2. Geography: Currently residing in California (excluding GPS residents)
3. Education Level: Junior in college to recent college graduate (within the last few years)

KEY FINDINGS

The availability of preferred jobs drives interest and receptivity to relocating to GPS. Four out of five (79%) respondents would relocate or consider relocating to GPS if their preferred job existed in the area.

79% would relocate

The largest pools of prospective employees live in cities with high population densities. California regions with the highest population density have the greatest likelihood to relocate if their preferred job existed in the area. Eighty-one percent (81%) from the Northern California coast answered "yes," as did 79% from the Southern California coast.

81% would relocate from NorCal coast
79% would relocate from SoCal coast

The availability of preferred jobs matters across career fields. Across all career fields, at least three out of four (75%) study participants indicated they would relocate or would consider relocating to GPS if their preferred job existed in the area.

75% would relocate for a preferred job

KEY FINDINGS cont.

Those seeking the following career fields most often indicated that they would relocate or consider relocating:

96% Agriculture

87% Hospitality, Tourism, Service Industry

86% Computers and Technology

Familiarity with GPS increases interest.
Those who are most familiar with GPS have the greatest interest in relocating if their preferred job existed in the area.

Career and earnings potential are reasons to relocate.
Primary motivators that influence the decision to relocate are tied to career and earnings potential. The respondents surveyed prioritized the following motivating factors:

70% Salary   **52%** Lower cost of living

45% Opportunites for career advancement

39% Job perks/Fringe benefits

Climate, location and cost of living are potential barriers to prospective employees considering relocating to GPS for a job.
Among those who were not certain they would relocate for their preferred job, the written comments that described their reasons most often included the following:

- Perception of a hot desert climate in the area
- Location is far and/or isolated
- Cost of living

RESULTS

What is your current college or university status?

	PERCENT
Freshman	0.0
Sophomore	0.0
Junior	22.6
Senior	15.9
Graduate level or higher	24.8
Recent college graduate within the last few years	36.7
I have never attended college	0.0
Total Responses	**1,000**

In which California region do you currently reside?

	PERCENT
Inland area away from the coast (e.g. Fresno, Bakersfield, etc.)	12.1
Northern California coast (e.g. San Francisco, San Jose, etc.)	34.4
Central California coast (e.g. Monterey, San Luis Obispo, Santa Barbara, etc.)	6.2
Southern California coast (e.g. Los Angeles, San Diego, etc.)	47.3
I don't currently live in California	0.0
Total Responses	**1,000**

What is your current age range?

	PERCENT
19 or younger	0.0
20 to 26	100.0
27 to 34	0.0
35 to 49	0.0
50 or older	0.0
Total Responses	**1,000**

What is your major area of study?

	PERCENT
Biology/Life sciences	11.1
Business Administration and Management	12.5
Communications	5.0
Computer Science/Technology	6.1
Economics	2.8
Education	8.4
Engineering	3.7
English Language and Literature	3.7
Finance	1.7
Government/Political Science	2.9
Medical	7.7
Nursing/Psychology	11.7
Other	22.7
Total Responses	**1,000**

In what field do you hope to find your first job after you graduate college?

	PERCENT
Agriculture	2.6
Architecture and Civil Engineering	1.8
Communications	5.3
Computers and Technology	10.2
Education and Social Services	16.1
Hospitality, Tourism, and the Service Industry	4.7
Management, Business, and Finance	12.9
Medical/Life Sciences	21.5
Sustainability	1.8
Other	23.1
Total Responses	**1,000**

How familiar are you with Greater Palm Springs in California?

	PERCENT
I have lived in Greater Palm Springs	4.3
I have visited Greater Palm Springs	30.9
I'm very familiar with Greater Palm Springs	10.4
I'm somewhat familiar with Greater Palm Springs	22.8
Not at all familiar with Greater Palm Springs	31.6
Total Responses	**1,000**

If your preferred job existed in Greater Palm Springs, would you consider relocating to the area?

	PERCENT
Yes, I would relocate	39.7
I would consider relocating	39.3
No, I would not relocate	21.0
Total Responses	**1,000**

What are the top 5 factors that would influence your decision about relocating for a job in Greater Palm Springs? (Please select up to 5)

	PERCENT
Activities, things to do in the community	31.7
Desirable known company or organization	19.9
Family is close by	26.0
Geographic area	18.3
Job description	26.6
Job perks (fringe benefits)	38.9
Job title	23.0
Lower cost of living	52.2
Opportunities for career advancement	44.7
Public perception of a company or organization brand	7.5
Salary	69.9
Startup company with growth potential	9.6
A short drive from where I live now	14.3
Weather	28.4
Other (please specify)	2.5
Total Responses	**1,000**

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