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SERVING ALL OF THE DESERT CITIES AND UNINCORPORATED AREAS OF RIVERSIDE COUNTY IN THE COACHELLA VALLEY

New Study Shows Generational Shifts in How News is Consumed

By Staff Reports

Brodeur Partners has released the findings from its latest Relevance Study on the media consumption habits of Generation Z, the "digital native generation" born between 1995 and the mid-2000's. The survey results were previewed as a part of Brodeur Partners' CEO Andrea "Andy" Coville's recent presentation at the PRSA 2018 International Conference in Austin, Texas. The study highlights three trends in news consumption, all driven by aging Millennials and the emerging GenZ generations.

In general, Gen Z is no different than other generations in that an overwhelming majority – nearly two-thirds– say they watch or listen to more news than they read. However, both Millennials and Gen Z are very different when it comes to how those visual elements are formatted and enhanced. 48% of Millennials and 47% of Gen Z prefer journalism that includes virtual and augmented reality compared to 33% of Gen Xers and 20% of Boomers.

"The way we all consume news is changing," said Andrea "Andy" Coville, CEO of Brodeur Partners, states. "And much of that change is being spearheaded by the demand for innovative forms of delivery for our news—such as the increased presence of VR and AR."

The study found that the consumption of news is shifting, and shifting dramatically, from traditional news channels to social channels. This trend shows clear generational differences. When asked to rank their most important source of news, well over half (59%) of GenZ ranked social networks as the 1st or 2nd most important news source. This compares to 48% for Millennials, 29% for Xers and only 18% for Boomers.

In addition, while news con-

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HARC Launches Fifth Coachella Valley Community Health Survey

By Staff Reports

HARC, a nonprofit research and evaluation firm in Palm Desert has launched the fifth iteration of their critical population health survey known as the Coachella Valley Community Health Survey. Anyone who has a cellphone or a land line, could be called to answer questions in this confidential survey related to important health topics. On behalf of HARC, interviewers from Kent State University will be making phone calls from January to June. Each week, HARC will randomly select a new participant to receive a $100 Visa gift card.

The survey is a population health study that allows HARC to estimate the prevalence of health conditions, behaviors, major diseases, mental health, and much more for the entire Coachella Valley region. HARC also collects general demographics to more closely examine group differences, such as gender, race/ethnicity, and age. For example, HARC can estimate how many people need mental health care, but can't get

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it, and which demographics are most impacted. Because this survey will be the fifth iteration, there will also be many areas that allow for examining trends of health characteristics over the past decade.

The survey is conducted via random-digit-dialing to minimize biased sampling and improve representativeness of the overall population. In other words, anyone in the Valley with a cellphone or a landline has an equal chance of being called to take this 22- minute survey. Those who participate in the survey help HARC to estimate critical health information for both adults and children. Data are collected over a period of 6 months and then weighted using data from the U.S. Census Bureau's American Community Survey.

Once data collection is finished and HARC has analyzed and written the report of findings, everyone in the Valley will have access to this information for free. In fact, HARC produces a hard-copy report, conducts presentations, and uploads the data to HARC search, an online and user-friendly database.

Riverside County. However, the state and the county as a whole have a significantly different story to tell compared to the Coachella Valley. Because of that, data at the Coachella Valley level is collected and analyzed to accurately reflect the needs of our local community.

Local organizations including nonprofits, governments, educational institutions, hospitals, and healthcare providers use HARC's data to prioritize health needs in the community, develop programs to meet those needs, make compelling cases for funding, and for research purposes. Essentially, the data can help by identifying what the needs are and which groups need help. In fact, for HARC's most recent 2016 version, local organizations brought in over $1.5 million in the first year since the results were released (January 31, 2017 to February 2018), citing HARC's data.

Anyone who receives a call from Kent State University is strongly encouraged to take the time to take the 22-minute confidential survey. Sharing your story helps the Valley as a whole to improve the health and quality of life in the region. All who participate have a chance to receive a $100 Visa gift card, which will be distributed on a weekly basis.

HARC is a nonprofit 501(c)(3) organization based in Palm Desert, CA. HARC provides research and evaluation services in the field of health, wellness, and quality of life, with a special focus on the Coachella Valley. To learn more about HARC, visit www.HARCdata.org.

The Coachella Valley Community Health Survey is made possible by funding from Alzheimer's Association Coachella Valley, City of Cathedral City, City of Coachella, City of Desert Hot Springs, City of Palm Desert, City of Palm Springs, Desert AIDS Project, Desert Care Network: Desert Regional Medical Center & JFK Memorial Hospital, Desert Healthcare District, Eisenhower Health, First 5 Riverside, Inland Empire Health Plan (IEHP), RAP Foundation, Riverside University Health System - Behavioral Health, Riverside University Health System - Public Health, and several generous private donors. TPR

Find Out More
LISTEN to
THE PUBLIC RECORD PODCAST
thepublicrecord.podbean.com

The Public Record's Managing Editor, Ken Alan, interviews Dr. Jenna LeComte-Hinely, CEO of Palm Desert-based, HARC (Health Assessment and Research for Communities), a non-profit research firm on their recent report on Coachella Valley's homeless clients served by Path of Life Ministries in the first year (July 2017-July 2018). The podcast also touches on the 2019 triennial health survey that will be conducted by phone from January through June 2019, with final results reported in January 2020.

Download the full Path of Life report here: http://199.87.185.104/sirepub/cache/2/v5e25vg2zhfbtypkxacp5m3t/19015201062019050607867.PDF

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New Study Shows Generational Shifts in How News is Consumed

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sumption has long been visual, the domination that television once enjoyed is now being challenged by online platforms, like YouTube, where there is a strong preference for consuming news in video form. Amazingly, nearly half (49%) of GenZ ranked YouTube as the 1st or 2nd most important news source. Millennials were not far behind with 44% saying YouTube was their 1st or 2nd most important news source. By contrast, YouTube's combined 1st and 2nd ranking was only 26% for Xers and 12% for Boomers.

Only 17% of GenZ ranked newspapers and magazines 1st or 2nd – compared to 31% for Millennials, 51% for Xers and 60% for Boomers.

The study also found that entertainment and engagement are increasingly important to consumers of news and journalism. The study showed that the younger you are, the more you consider the journalism you consume on a daily basis as "entertainment." When asked what percentage of the news they consumer is "entertainment" and what percentage is "information," approximately two in five (41%) boomers said that the news they consume is 50% or more entertainment. But that number jumps to 60% for GenXers, 76% for Millennials, and 74% for GenZ.

In addition to the survey, Brodeur talked to more than a dozen Gen Z'ers about their daily news consumption habits and found a consistent theme—platforms like Snapchat and Instagram are where they are spending time consuming traditional news.

"Journalists and media outlets need to think about how they deliver reporting to this new generation of consumers," continued Coville. "They live in an 8-second world, and everything is sensory to them. So to get their attention, the media needs to continue to adapt the way they deliver the news, and brands need to think about how they package their news to reporters to help them tell their stories in a more sensory way." TPR

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FINDING HIGH QUALITY APPLICANTS RATED AS TOP HR CHALLENGE FOR 2019

Finding high quality applicants, ensuring employees have the necessary skill sets, creating a succession plan and increasing employee engagement are among the most difficult workforce challenges facing employers in 2019, says a new XpertHR survey of over 800 human resource professionals. The survey found that the biggest challenge was finding high quality applicants, with sixty-four percent of survey respondents reporting difficulty sourcing top talent.

The unemployment rate stands at 3.7 percent, the lowest in nearly 50 years, according to the Bureau of Labor Statistics. Candidates have many choices and the tight job market is a very real problem for HR professionals who are trying to attract high quality applicants.

"Employers are having an increasing difficult time finding people with the right skills," says Beth Zoller, JD, Legal Editor, XpertHR. "With today's low unemployment rate, workforce planning is, and will likely continue to be, a major concern for HR and one that requires creative and strategic planning and development."

To effectively manage and plan its workforce, an employer needs to make sure it has the right people for the right jobs at the right cost in order be successful in a global and competitive marketplace. The gig economy and use of independent contractors, flexible working arrangements and remote workers are just some of the ways employers are identifying high quality applicants in a tight labor market.

The survey also identified other workforce challenges for 2019. Fifty-two percent of survey respondents reported being challenged by ensuring employees and supervisors have the necessary skill sets now and for future responsibilities: 50% were challenged by creating a succession plan; 49% were challenged when it came to increasing employee engagement, morale and satisfaction; and 40% found it difficult to retain employees.

In addition, 47% found managing performance and providing professional development opportunities to be a challenge; 43% viewed aligning the talent retention strategy with business objectives as very or extremely challenging; and handling employee mergers and acquisitions was very or extremely challenging for 40% of respondents.

"Workforce planning is a key challenge for HR and requires an employer to review all phases of the employment relationship from start to end in order to make strategic business decisions that have a positive impact on the employer's bottom line," says Zoller.

XpertHR advises that key stakeholders and members of management assess the unique factors affecting the employer's business and shaping its workforce as well as the organization's short- and long-term goals. Data analytics may be a useful tool to measure and evaluate progress and to understand where and how an employer should focus its efforts as well as to reduce costs.

"Today's workforce is changing at an incredibly rapid rate as transformations in society, government, culture, technology, communications and the legal landscape impact employers and the workplace," says Zoller. "We will continue to identify new and different challenges as they emerge and help employers prepare to address them."

SURVEY EXPOSES HOW CREDIT, SAVINGS AND DEBT FACTOR INTO MILLENNIALS' RELATIONSHIPS

Self Lender, a leading fintech startup offering Americans a way to build their credit score while also saving money, has released a research report that surveyed 500 millennial women and men, ages 18-34 across the country. The research uncovers attitudes towards love, credit, savings and debt. Comparing

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responses from men and women, and Gen Z versus Millennials, the survey ultimately found that while women are more likely than men to raise the subject of personal finances with their significant other earlier in the relationship, both men and women, millennial or Gen Z, are overwhelmingly likely to help their partner improve their credit score.

Self Lender's survey ran nationwide September 21 through September 28, showcasing the company's commitment to identifying sentiment associated with credit scores, debt and savings and developing solutions that support positive financial journeys. The company aimed to see how much financial concerns factor into Millenial and Gen Z relationships.

Respondents' reactions around credit, savings or debt, and the time frames in the relationship when people start discussing what's in their bank account and on their credit scores, is revealed throughout the survey.

It takes six months to a year for most people to ask about their partner's credit score, debt and savings. Most millennials don't proactively consider their partner's finances when dating (about 63% haven't asked their partners about their savings, credit score or debt).

While millennials may ask about their partners' credit score, debt or savings before getting engaged (26.68%), they're waiting until marriage to bring up the question of joint accounts.

When it comes to savings, people understand the struggle. One quarter of respondents said they'd feel absolutely fine if their fiancé / fiancée had minimal savings as minimal savings is common. More than half are worried but would talk about making a plan.

Looks like millennial men are less likely to ask the question about credit, debt and savings — 73.67% of men haven't asked compared with 62.82% of women.

"Asking millennials how they would react to learning about their partners' credit, debt and savings, shows how finances play a role in relationships. It also paints a clear picture of what that means for young people trying to manage their credit, debt and savings," said James Garvey, CEO of Self Lender. "We hope that by bringing attention to how millennials discuss finances, and how it might impact relationships, people will be encouraged to find effective ways to take control of their money and responsibly plan for their future."

CATO REPORTS DECEMBER SAME-STORE SALES FLAT

The Cato Corporation (NYSE: CATO) has reported sales for the five weeks ended January 5, 2019 of $86.5 million, down 9% compared to sales of $94.7 million for the five week period ended December 30, 2017. Same-store sales for December were flat compared to the five weeks ended January 6, 2018. December same-store sales are compared to the five week period ended January 6, 2018 rather than the five week period ended December 30, 2017 due to the 53rd week in fiscal 2017.

Sales for the eleven months ended January 5, 2019 were $776.7 million, down 1% compared to sales of $787.9 million for the eleven months ended December 30, 2017. The Company's year-to-date same-store sales were flat.

"December same store sales were slightly below our expectations," stated John Cato, Chairman, President, and Chief Executive Officer.

The Company closed 33 stores in December. As of January 5, 2019, the Company operated 1,316 stores in 33 states, compared to 1,355 stores in 33 states as of December 30, 2017.

The Cato Corporation is a leading specialty retailer of value-priced fashion apparel and accessories operating three concepts, "Cato", "Versona" and "It's Fashion". The Company's Cato stores offer exclusive merchandise with fashion and quality comparable to mall specialty stores at low prices every day. The Company also offers exclusive merchandise found in its Cato stores at www.catofashions.com. Versona is a unique fashion destination offering apparel and accessories including jewelry, handbags and shoes at exceptional prices every day. Select Versona merchandise can also be found at www.shopversona.com. It's Fashion offers fashion with a focus on the latest trendy styles for the entire family at low prices every day.

71 PERCENT OF WASHINGTON, D.C. METRO AREA TECH EMPLOYEES WOULD CONSIDER LEAVING THEIR EMPLOYER FOR AMAZON

New research from Eagle Hill Consulting finds that nearly three-fourths of information technology (IT) workers in the Washington, D.C. area would consider leaving their employer to work for Amazon. About half of all workers (51 percent) say they would consider leaving their current job to work for Amazon, with the percentage even higher for Millennials (60 percent).

The research was conducted by Ipsos on behalf of Eagle Hill in December 2018 to assess the potential workforce impacts when Amazon opens a new headquarters in northern Virginia.

"Area employers should be worried, especially those that need to retain their tech talent. Employers should do all they can now to hang on to their employees before Amazon arrives – especially in such a tight labor market," says Melissa Jezior, Eagle Hill's president and chief executive officer. "And given the ongoing government shutdown and chronic morale issues, federal agencies should be particularly concerned about losing their top performers to Amazon," she warned.

The national unemployment rate is at a historic low – at 3.9 percent for December 2018.

"Importantly, the data reveal that people who would choose to stay at their job rather than going to Amazon say it is because they are happy with their work and job, feel they have work life balance, like their organization's culture and believe they are well paid. Employers who dig deep to understand their employees' satisfaction and deliver what their workforce needs are positioned to hold onto their star employees when Amazon moves in," Jezior explained.

She said questions local employers can ask now are: What makes em-

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ployees happy in their jobs? What can we do to help employees better juggle work and personal obligations? How are stress levels? Do we have a culture that empowers our workforce? Do employees feel fairly compensated? Getting this insight can be accomplished through employee conversations and surveys.

Half of all employees (51 percent) say they would consider leaving their current job to work for Amazon, with the percentage even higher (60 percent) for workers aged 18-34.

71 percent of IT workers say they would consider leaving their job to work at Amazon.

The most compelling reason to consider leaving a current job to work for Amazon would be for a better salary (71 percent), followed by securing more interesting work (45 percent) and working for a progressive company (45 percent). These numbers are somewhat consistent for IT workers – 71 percent say it's salary, followed by securing more interesting work (55 percent), and working at a progressive company (51 percent).

52 percent of all workers say they would NOT consider leaving their job because they are happy with the work they do, while 45 percent say it's because they are happy at their current job. Only 32 percent say they would stay put because they feel they are well paid.

88 percent say Amazon's arrival is good for job prospects for job seekers. This is slightly higher for IT workers (92 percent).

73 percent say Amazon's arrival will have a positive impact on overall compensation in the local market.

83 percent say Amazon will have a positive impact on the local economy.

77 percent say Amazon's arrival will have a negative impact on traffic.

The 2018 Eagle Hill survey was conducted online by Ipsos between December 3 and 7, 2018. The online survey included more than 1000 working age people in the Washington, D.C. metro area.

STUDY PROVES BOOMERS SEEK EXPERIENCES AND SOCIAL CONNECTION ABOVE ALL

As Baby Boomers plan their retirement, where they live, opportunities they'll want to pursue and how they'll spend their time are key focuses when considering the next chapter in their lives. As they look to downsize and move to communities to be with people who may share their same interests, there is a common belief that a large community clubhouse is the primary appeal for Baby Boomer home shoppers and that bigger is always better. In a recent proprietary study from Trilogy by Shea Homes, surveying over 1,000 home shoppers above the age of 50 nationwide, 70 percent of participants said lifestyle programming and activities hosted by a community's club are far more important than its structure. Amenity spaces that shoppers could picture themselves using within the club were a deciding factor for prospective homebuyers, deflating the stereotype only large club spaces draw in 55-plus shoppers.

In the same study, 67 percent of Boomers, ages 55 to 58, said they would prefer to live in a smaller community with less amenities if they felt the ones offered met their needs.

Trilogy by Shea Homes, a national leading 55-plus and all ages lifestyle community brand, has been at the vanguard of creating new ways to meet consumer needs for pre-and post-retirees since 1999. With amenities and programming designed specifically to meet the needs of the Boomer generation uncovered by Trilogy in primary research, each experience residents take part in, whether it be outdoor excursions at Trilogy's signature space The Outfitter, cooking classes in the Culinary Studio, or author lectures simulcast at all Trilogy communities across the nation, is designed to encourage and galvanize authentic social connections through its resort-caliber clubs that are on the forefront of trend-based programming.

Amenities designed for residents are created based on consumer feedback, assuring spaces offered and the experiences that come with them are desirable to home shoppers and enjoyed by homeowners at each community.

A significant differential to others in its industry space, Trilogy's lifestyle is not delivered by HOA or volunteer staff but by hospitality-trained resort teams that are part of a wholly-owned resort management company that Shea created specifically to deliver the vision for Trilogy brand communities. This approach enables a daily experience that elevates the lifestyle and service level homeowners enjoy, and provides continuous ideation of new programming, events, education and travel opportunities for its residents. On any given day of the week, there are over 150 fitness classes, a dozen hosted happy hours and a variety of group excursions at the 14 Trilogy communities collectively across the nation.

"People who are interested in living at a Trilogy brand 55-plus community, no matter where they are in the U.S. are typically looking for more than the standard amenities within a conventional community club," said Jeff McQueen, President of Trilogy by Shea Homes. "They're looking to try new things, meet new friends and have more fun than they did in college. Without a strong priority on delivering exceptional lifestyle programming, Trilogy would just be a new neighborhood for homebuyers with a club that had an administrative staff and standard events and activities, not a true resort community that could change someone's life"

Trilogy has pioneered a variety of trend-forward programming throughout its history, including a way for its residents to explore the world through travel and develop friendships across the nation with other Trilogy homeowners through Explore 360, a cross-community travel program. Explore 360 allows Trilogy residents to explore the world alongside fellow residents. These trips are planned and coordinated by a National Lifestyle Director. Recently, Trilogy homeowners from all parts of the country headed to Italy together, an excursion that sold out in just under 18 hours. Additional expeditions have included a National Parks adventure, Turks & Caicos, the Galapagos and trip through Europe on a small cruise ship.

Currently, Trilogy manages 14 resort clubs within both their 55-plus and all ages communities across the country. Each club can include but is not limited to five-star worthy amenities such as hiking, walking and biking trails, chef-driven food and beverage programs, locally popular on-site dining venues led by Executive Chefs, championship golf, pickleball and sport courts, high-tech fitness facilities with personal training, full-service day spas, creativity studios, sports and game lounges and resort-caliber pools. TPR