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Entrepreneurial Spirit: San Francisco Millennial Investors Bolder Than Others

Washington, DC – Millennials living in San Francisco are twice as likely to describe themselves as “real risk takers” in their investment strategy than millennials nationwide, according to the Center for Audit Quality’s (CAQ) [2015 Main Street Investor Survey](#).

An annual survey of U.S. investors, this year's Main Street Investor Survey focuses on millennials, comparing investors from the millennial generation (defined as being between the ages of 18 and 34) with their peers nationwide and investors in other generations.

When it comes to investing, 43 percent of millennial San Franciscans say they are willing to take risks after adequate research, versus 35 percent for their peers across the country. Similarly, 6 percent of San Francisco millennial investors say they are "real risk takers," versus just 3 percent for investors nationwide.

Main Street Investor Survey Tracks Years of Investor Confidence

Since 2007, the CAQ has measured the confidence of investors in U.S. capital markets, global capital markets, and audited financial information, as well as confidence in investing in publicly traded companies. The survey also polls investors on the current financial and economic landscape.

According to the survey, nationally 73 percent of all Main Street investors have confidence in U.S capital markets, holding steady from 2014 levels and up 12 percentage points from the post-crisis low in 2011. This confidence cuts across generations and geography.

More Findings on San Francisco Millennial Investors

According to this year's Main Street Investor Survey, San Francisco millennial investors...

- Are more likely to view the financial sector skeptically (22%) than others nationwide;
- Are also significantly less likely to fear too much government regulation (13% compared to 23% nationally) and more likely to view too little government regulation as a risk to their portfolio; and
- Are more likely to worry about climate change and sustainability issues (9%) than millennials nationally (2%).

In addition to findings on San Francisco millennials, the 2015 Main Street Investor Survey also presents focused data on millennials in New York, NY and Houston, TX.

Survey Resources

- Survey report: [*The CAQ's Ninth Annual Main Street Investor Survey: Investor of the Future*](#)
- Additional statistical and questionnaire information: [All investors](#)
- Additional statistical and questionnaire information: [Millennials](#)
- Video: CAQ Executive Director discusses survey findings

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The Center for Audit Quality (CAQ) is an autonomous public policy organization dedicated to enhancing investor confidence and public trust in the global capital markets. The CAQ fosters high quality performance by public company auditors, convenes and collaborates with other stakeholders to advance the discussion of critical issues requiring action and intervention, and advocates policies and standards that promote public company auditors' objectivity, effectiveness and responsiveness to dynamic market conditions. Based in Washington, DC, with an office in New York, NY, the CAQ is affiliated with the American Institute of CPAs. For more information, visit www.thecaq.org.