



Methodology Report: Global Insights on Retaining Workers Ages 45-Plus

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Introduction

This survey was conducted by BVA-BDRC on behalf of AARP. The purpose of this study is to better understand current workforce dynamics and the impact of COVID-19 on employees' perceptions of work, and more broadly, their careers. For more information about the content of this study, including the questionnaire and results, please either visit the project page located here:

<https://www.aarpinternational.org/initiatives/future-of-work/llel/research> or contact the project lead: Lona Choi-Allum, LAllum@aarp.org.

Survey Statistics in Brief: among 12 markets

Mode(s) of Data Collection	Online, Phone (CATI)
Total number of completed surveys	12,158
Margin of Error (this does not include the design effect)	± [3%] pct pts

Sample Source(s)

Dynata panel consists of online, opt-in panelists recruited from digital sources in each of the 12 markets. Panelists are recruited using a variety of online techniques appropriate to market and were given an incentive for completing the survey.

Sampling

For this study, 12,158 workers ages 25+ were surveyed in 12 countries (approximately n=1000 per market). Online panels were used exclusively in 11 of the 12 markets. However for Brazil, approximately 20% of the sample was based on CATI telephone interviews (or n=200).

All online panel respondents were invited to participate via email (if a current panelist) or recruited online via various online ads and/or other digital recruitment techniques. Each participant was provided an incentive appropriate to each local market.

CATI interviews in Brazil were conducted at random from a telephone directory. Each respondent who completed a survey was provide an incentive to complete the survey. To achieve the CATI sample size of n=200 a total of 1,515 call were made.

Panelists received a generic notification alerting them to the availability of a survey. Panelists who responded to this invite were directed to complete several screener questions which were used to determine if they qualified for study. A survey router utilized this screener information to determine if a panelist qualified for one or both survey modules (e.g. survey module II was to be completed by only workers aged 45+ while module I was to be taken by all qualified adults aged 25+).

Proportional quota sampling was employed during fielding to help ensure the final sample resembled the target population and to minimize the required post-stratification weighting. The US employed a total of 5 quotas (4 demographic and 1 geographic) while all other markets employed 3 quotas (2 demographic and 1 geographic). [Note for non-US markets geographic regions are not shown in the tables below due to the extended list of regions in each market]

North America: US

VARIABLE	VALUE	TARGET PROPORTION	ACTUAL PROPORTION	ALLOWED VARIATION	ACTUAL VARIATION
Gender	Male	50%	50%	± 8 pct pts	0%
	Female	50%	50%	± 8 pct pts	0%
Race	White	75%	79%	± 6 pct pts	4%
	AA/Black	13%	9%	± 6 pct pts	4%
	Other Race	11%	12%	± 6 pct pts	1%
Age	Age_25_to_34	26%	24%	± 5 pct pts	2%
	Age_35_to_44	24%	25%	± 5 pct pts	1%
	Age_45_to_54	26%	22%	± 5 pct pts	4%
	Age_55_to_64+	24%	29%	± 5 pct pts	5%
Income	Less than 25K	9%	8%	± 8 pct pts	1%
	25K_to_LT 50	18%	17%	± 8 pct pts	1%
	50K_to_LT 100K	32%	34%	± 8 pct pts	2%
	100K or More	40%	41%	± 8 pct pts	1%
Census region	Northeast	17%	18%	± 8 pct pts	1%
	Midwest	20%	19%	± 8 pct pts	1%
	South	38%	41%	± 8 pct pts	3%
	West	25%	22%	± 8 pct pts	3%

North America: Canada

VARIABLE	VALUE	TARGET PROPORTION	ACTUAL PROPORTION	ALLOWED VARIATION	ACTUAL VARIATION
Gender	Male	50%	52%	± 8 pct pts	2%
	Female	50%	48%	± 8 pct pts	2%
Age	Age_25_to_34	24%	20%	± 5 pct pts	4%
	Age_35_to_44	24%	24%	± 5 pct pts	0%
	Age_45_to_54	27%	24%	± 5 pct pts	3%
	Age_55_to_64+	25%	32%	± 5 pct pts	7%

South America: Brazil

VARIABLE	VALUE	TARGET PROPORTION	ACTUAL PROPORTION	ALLOWED VARIATION	ACTUAL VARIATION
Gender	Male	49%	52%	± 8 pct pts	3%
	Female	51%	48%	± 8 pct pts	3%
Age	Age_25_to_34	33%	28%	± 5 pct pts	5%
	Age_35_to_44	28%	29%	± 5 pct pts	1%
	Age_45_to_54	23%	22%	± 5 pct pts	1%
	Age_55_to_64+	16%	21%	± 5 pct pts	5%

Northern/Western Europe: Germany

VARIABLE	VALUE	TARGET PROPORTION	ACTUAL PROPORTION	ALLOWED VARIATION	ACTUAL VARIATION
Gender	Male	49%	52%	± 8 pct pts	3%
	Female	51%	48%	± 8 pct pts	3%
Age	Age_25_to_34	22%	20%	± 5 pct pts	2%
	Age_35_to_44	22%	24%	± 5 pct pts	2%
	Age_45_to_54	31%	26%	± 5 pct pts	5%
	Age_55_to_64+	25%	30%	± 5 pct pts	5%

Northern/Western Europe: UK

VARIABLE	VALUE	TARGET PROPORTION	ACTUAL PROPORTION	ALLOWED VARIATION	ACTUAL VARIATION
Gender	Male	51%	52%	± 8 pct pts	1%
	Female	49%	48%	± 8 pct pts	1%
Age	Age_25_to_34	22%	20%	± 5 pct pts	2%
	Age_35_to_44	22%	24%	± 5 pct pts	2%
	Age_45_to_54	31%	26%	± 5 pct pts	5%
	Age_55_to_64+	25%	30%	± 5 pct pts	5%

Northern/Western Europe: Finland

VARIABLE	VALUE	TARGET PROPORTION	ACTUAL PROPORTION	ALLOWED VARIATION	ACTUAL VARIATION
Gender	Male	52%	51%	± 8 pct pts	1%
	Female	48%	49%	± 8 pct pts	1%
Age	Age_25_to_34	24%	23%	± 5 pct pts	1%
	Age_35_to_44	26%	25%	± 5 pct pts	1%
	Age_45_to_54	24%	26%	± 5 pct pts	2%
	Age_55_to_64+	25%	26%	± 5 pct pts	1%

Northern/Western Europe: France

VARIABLE	VALUE	TARGET PROPORTION	ACTUAL PROPORTION	ALLOWED VARIATION	ACTUAL VARIATION
Gender	Male	51%	50%	± 8 pct pts	1%
	Female	49%	50%	± 8 pct pts	1%
Age	Age_25_to_34	24%	23%	± 5 pct pts	1%
	Age_35_to_44	25%	26%	± 5 pct pts	1%
	Age_45_to_54	26%	29%	± 5 pct pts	3%
	Age_55_to_64+	25%	21%	± 5 pct pts	4%

Southern Europe: Italy

VARIABLE	VALUE	TARGET PROPORTION	ACTUAL PROPORTION	ALLOWED VARIATION	ACTUAL VARIATION
Gender	Male	49%	56%	± 8 pct pts	7%
	Female	51%	44%	± 8 pct pts	7%
Age	Age_25_to_34	21%	19%	± 5 pct pts	2%
	Age_35_to_44	28%	25%	± 5 pct pts	3%
	Age_45_to_54	28%	32%	± 5 pct pts	4%
	Age_55_to_64+	22%	24%	± 5 pct pts	2%

Southern Europe: Spain

VARIABLE	VALUE	TARGET PROPORTION	ACTUAL PROPORTION	ALLOWED VARIATION	ACTUAL VARIATION
Gender	Male	51%	54%	± 8 pct pts	3%
	Female	49%	46%	± 8 pct pts	3%
Age	Age_25_to_34	23%	20%	± 5 pct pts	3%
	Age_35_to_44	31%	28%	± 5 pct pts	3%
	Age_45_to_54	26%	31%	± 5 pct pts	5%
	Age_55_to_64+	20%	21%	± 5 pct pts	1%

East Asia/Pacific: Australia

VARIABLE	VALUE	TARGET PROPORTION	ACTUAL PROPORTION	ALLOWED VARIATION	ACTUAL VARIATION
Gender	Male	53%	51%	± 8 pct pts	2%
	Female	47%	49%	± 8 pct pts	2%
Age	Age_25_to_34	27%	21%	± 5 pct pts	6%
	Age_35_to_44	26%	27%	± 5 pct pts	1%
	Age_45_to_54	24%	26%	± 5 pct pts	2%
	Age_55_to_64+	23%	26%	± 5 pct pts	3%

East Asia/Pacific: South Korea

VARIABLE	VALUE	TARGET PROPORTION	ACTUAL PROPORTION	ALLOWED VARIATION	ACTUAL VARIATION
Gender	Male	51%	58%	± 8 pct pts	7%
	Female	49%	42%	± 8 pct pts	7%
Age	Age_25_to_34	24%	19%	± 5 pct pts	5%
	Age_35_to_44	27%	21%	± 5 pct pts	6%
	Age_45_to_54	28%	27%	± 5 pct pts	1%
	Age_55_to_64+	21%	33%	± 5 pct pts	12%

VARIABLE	VALUE	TARGET PROPORTION	ACTUAL PROPORTION	ALLOWED VARIATION	ACTUAL VARIATION
Gender	Male	50%	56%	± 8 pct pts	6%
	Female	50%	44%	± 8 pct pts	6%
Age	Age_25_to_34	22%	17%	± 5 pct pts	5%
	Age_35_to_44	28%	21%	± 5 pct pts	7%
	Age_45_to_54	25%	27%	± 5 pct pts	2%
	Age_55_to_64+	26%	35%	± 5 pct pts	9%

This survey was only available to individuals with internet access and therefore the results may not be generalizable to those households without internet access.

Fielding

The study (for both online panel and CATI samples) was fielded from June 1, 2022 to July 15, 2022.

For the CATI telephone interviews a total of 1,515 were call to capture the n=200 completed interviews.

Cooperation Strategies

All panelists who completed the survey received incentives that were appropriate to the time to complete the survey and with its local market currency. No additional steps were taken to increase cooperation rates for this study given the high rate of participation.

Survey Completion and Conversion Rates

Across the 12 markets at least a 70% of the screened respondents qualified to take the survey.

Data Processing and Procedures Ensuring Data Quality

BVA-BDRC conducted a series of quality checks on the collected data. Specifically, BVA-BDRC removed any records that had a survey length (i.e. the time to complete a survey) of less than one-third of the median time for the total sample. These checks enable BVA-BDRC to identify fraudulent and unengaged respondents and remove them from the final data.

Weighting

The data were weighted by individual market workforce benchmarks of age and gender based on OECD estimates. The only exception to this was in the United States, where census data were used to weight the American workforce.

Margin of Error and Design Effect

Although this study uses nonprobability sample, we calculated the margin of error at 95% confidence as:

MOE = 1.96 X SQRT(.25/(n - 1), where n is 12,158

MOE = .01

$$1.96 \times \text{SQRT}(.25/12,157) = 0.008888$$

It should be noted that the MOE is not technically appropriate for this study or other nonprobability surveys because a frame does not exist for all persons in the population from which the sample was selected; not every person in the population has a positive probability of selection; and the probability of selection can't be computed for each person selected for the study.¹ No design effect was calculated or included in the estimates of standard error.

Sampling error is only one of many potential sources of error in this study. There may be other unmeasured error (e.g. measurement error or nonresponse bias) in this or any other public opinion poll. This survey was only available to individuals with internet access. The results may not be generalizable to those households without internet access.

¹AAPOR Report on Non-Probability Sampling, June 2013. <https://www.aapor.org/Education-Resources/Reports/Non-Probability-Sampling.aspx>