

# The Value of Experience: AARP Work and Jobs Multicultural Study Methodology Report



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## Study Design & Documentation

### Introduction

The GfK Group (GfK, formerly Knowledge Networks) conducted the Value of Experience project on behalf of AARP. Specifically, the study examines US adults 45+ who are in the labor force. The survey was conducted using sample from KnowledgePanel®. KnowledgePanel methodology information is available at <https://www.gfk.com/products-a-z/us/knowledgepanel-united-states/>.

### Sample Definition

The target population consists of the following: non-institutionalized adults age 45+ and over residing in the United States who are in the labor force.

To sample the population, GfK selected households from its KnowledgePanel, a probability-based web panel designed to be representative of the United States. The survey consisted of the main survey with the study-eligible respondents. To qualify for the main survey, a panel member must have been:

- At least 45 years of age;
- Employed, or looking for work.

### Data Collection Field Period & Survey Length

The data collection field periods were as follows:

Stage	Start Date	End Date
Pre-Test	9/01/2017	9/08/2017
Main	9/12/2017	10/02/2017

Participants completed the main survey in 16 minutes (median).

### Survey Completion and Sample Sizes

The number of respondents sampled and participating in the survey, the survey completion rates for the screener and main interview, and the incidence/eligibility rate are presented below.

## Key Survey Response Statistics: Main Survey

N Sampled for Main Survey	N Complete Main Survey	Main Survey Completion Rate	Qualified for Main Survey	Incidence Rate
7,878	4,210	53.4%	3,900	92.6%

### Survey Cooperation Enhancements

As a standard, email reminders to non-responders were sent on day three of the field period.

Beyond the standard email reminder on day three of the field period, the following steps were also taken:

- Additional email reminders to non-responders were sent on day 7, 10, and 17 of the field period.

### Response Rates

As a member of the American Association of Public Opinion Researchers (AAPOR), GfK follows the AAPOR standards for response rate reporting. While the AAPOR standards were established for single survey administrations and not for multi-stage panel surveys; however, we use the Callegaro-DiSogra (2008) algorithms for calculations of response rates for KnowledgePanel surveys<sup>1</sup>. Typically, completion rate for KnowledgePanel surveys is about 65% with possibility of minor variations due to survey length, topic, and other fielding characteristics. In contrast, virtually all surveys that employ nonprobability online panels typically achieve completion rates that are in low single digits. This means aside from the fact that nonprobability panels are inherently not representative of any known populations, the effective size of KnowledgePanel ( $35,750 = 55,000 \times 0.65$ ) would be equivalent to a nonprobability panel with 1,787,500 members that on average secures completion rates close to 2%.

### Sample Weighting

As detailed above, significant resources and infrastructure are devoted to the recruitment process for the KnowledgePanel (KP) so that our active panel members can properly represent the adult population of the U.S. This representation is not only achieved with respect to a broad set of geodemographic indicators, but also hard-to-reach adults – such as those without Internet access or Spanish language dominant Hispanics – are recruited in proper proportions as well. Consequently, the raw distribution of KP mirrors that of the US adults fairly closely, barring occasional disparities that may emerge for certain subgroups due to differential attrition.

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<sup>1</sup> Callegaro, Mario and Charles DiSogra (2008). "Computing Response Metrics for Online Panels." *Public Opinion Quarterly*, Vol. 72, No. 5 2008, pp. 1008–1032.

In spite of the above, for selection of general population samples from KP a patented methodology has been developed that ensures all samples behave as EPSEM. Briefly, this methodology starts by weighting the pool of active members to the geodemographic benchmarks secured from the latest March supplement of the Current Population Survey (CPS) along several dimensions. Using the resulting weights as measure of size, in the next step a PPS (probability proportional to size) procedure is used to select study specific samples. It is the application of this PPS methodology with the imposed size measures that produces fully self-weighting samples from KP, for which each sample member can carry a design weight of unity. Moreover, in instances where a study design requires any form of oversampling of certain subgroups, such departures from an EPSEM design are accounted for by adjusting the design weights in reference to the CPS benchmarks for the population of interest.

The geodemographic benchmarks used to weight the active panel members for computation of size measures include:

- Gender (Male/Female)
- Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Household income (under \$10k, \$10K to <\$25k, \$25K to <\$50k, \$50K to <\$75k, \$75K to <\$100k, \$100K to <\$150k, and \$150K+)
- Home ownership status (Own, Rent/Other)
- Metropolitan Area (Yes, No)

### *Study-Specific Post-Stratification Weights*

Once the study sample has been selected and the survey administered, and all the survey data are edited and made final, design weights are adjusted to account for any differential nonresponse that may have resulted during the field period. Depending on the specific target population for a given study, geodemographic distributions for the corresponding population are obtained from the CPS, the American Community Survey (ACS), or in certain instances from the weighted KP profile data. For this purpose an iterative proportional fitting (raking) procedure is used to produce the final weights. In the final step, calculated weights are examined to identify and, if necessary, trim outliers at the extreme upper and lower tails of the weight distribution. The resulting weights are then scaled to aggregate to the total sample size of all eligible respondents.

For this study, the following benchmark distributions of 45+ adults in the labor force from the most recent Current Population Survey (CPS) were used for the raking adjustment of weights:

Weight1/Weight2:

Cell level (White, AA, All Else, Hispanic):

- Gender (Male/Female)
- Age (45-49, 50-54, 55-59, 60+)
- Census Region (Northeast, Midwest, South, West)
- Metro/non-Metro status
- Education (Less than High School or High School, Some College, Bachelor and beyond)
- Household Income (under \$25K, \$25-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and over)
- LGBT (Yes, No)

Overall:

- Gender (Male/Female) by Age (45-49, 50-54, 55-59, 60+)
- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
- Census Region (Northeast, Midwest, South, West) by Metro/non-Metro status
- Primary Language of Hispanics from Northeast (English Proficient Hispanic, Bilingual Hispanic, Spanish Proficient Hispanic, Non-Hispanic)
- Hispanic Origin (Mexican Hispanic, Puerto Rican Hispanic, Cuban Hispanic, other Hispanic, Non-Hispanic)

Weight3:

- Gender (Male/Female) by Age (45-49, 50-54, 55-59, 60+)
- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other or 2+ Races/Non-Hispanic, Hispanic)
- Census Region (Northeast, Midwest, South, West)
- Metro/non-Metro status
- Primary Language of Hispanics from Northeast (English Proficient Hispanic, Bilingual Hispanic/Spanish Proficient Hispanic, Non-Hispanic)
- Hispanic Origin (Mexican Hispanic, Puerto Rican Hispanic/Cuban Hispanic/other Hispanic, Non-Hispanic)
- Education (Less than High School or High School, Some College, Bachelor and beyond)
- Household Income (under \$25K, \$25-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and over)

#### Weight4:

- For LGBT cases, their “weight4” weights were identical to the LGBT specific weights (i.e., weight3) and the “weight4” weights were sum to the un-weighted sample size of 520 LGBT cases.
- For non-LGBT cases, their “weight4” weights were created by re-scaling their “weight1” weights and the “weight4” weights were sum to the un-weighted sample size of 3,900 non-LGBT cases.

#### MOE (95% confidence level):

Weight1:  $\pm 2.12\%$

Weight2:

White:  $\pm 2.58\%$

AA:  $\pm 4.90\%$

Hispanic:  $\pm 4.89\%$

Weight3:  $\pm 6.68\%$

Weight4:

Overall:  $1.8089/\pm 2.11\%$

LGBT:  $2.4155/\pm 6.68\%$

Non-LGBT:  $1.7159/\pm 2.21\%$

Detailed information on the demographic distributions of the benchmarks can be found in Appendix A.

## Appendix A: Benchmarks

### 45+ Employed Population Benchmarks Source: March 2017 CPS Supplement Data

ppgender	Frequency	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
		Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Male	36635641	52.53	25822388	53	3316150	45.91	4922494	55.9	
Female	33108479	47.47	22900515	47	3906899	54.09	3883906	44.1	

age4	Frequency	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
		Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
45-49	16700730	23.95	10564919	21.68	1967555	27.24	2766270	31.41	
50-54	16620770	23.83	11115305	22.81	1856171	25.7	2410831	27.38	
55-59	15643256	22.43	11236421	23.06	1551648	21.48	1790638	20.33	
60+	20779364	29.79	15806258	32.44	1847675	25.58	1838661	20.88	

ppethm	Frequency	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
		Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
White, Non-Hispanic	48722903	69.86	48722903	100					
Black, Non-Hispanic	7223049	10.36			7223049	100			
Other, Non-Hispanic	4386888	6.29							
Hispanic	8806400	12.63					8806400	100	
2+ Race, Non-Hispanic	604880.5	0.87							

ppreg4	Frequency	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
		Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Northeast	13063540	18.73	9896341	20.31	1172580	16.23	1134354	12.88	
Midwest	15218503	21.82	12750070	26.17	1145425	15.86	760864.7	8.64	
South	25748003	36.92	16792867	34.47	4263690	59.03	3434700	39	
West	15714073	22.53	9283625	19.05	641354.2	8.88	3476481	39.48	



	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
ppmsacat	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Non-Metro	9780148	14.02	8279076	16.99	610219.6	8.45	525084	5.96
Metro	59963972	85.98	40443827	83.01	6612829	91.55	8281316	94.04

	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
ppeducat3	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
LHS/HS	24429969	35.03	14816979	30.41	2855406	39.53	5177972	58.8
Some College	18856123	27.04	13727015	28.17	2202334	30.49	1931640	21.93
Bachelor or Above	26458029	37.94	20178908	41.42	2165309	29.98	1696787	19.27

	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
income6	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Under \$25,000	4165590	5.97	2282727	4.69	759101.7	10.51	836321.1	9.5
\$25,000-\$49,999	10594882	15.19	6339314	13.01	1670925	23.13	1911499	21.71
\$50,000-\$74,999	12030367	17.25	7873140	16.16	1505654	20.85	1919643	21.8
\$75,000-\$99,999	10807336	15.5	7590133	15.58	1070141	14.82	1432557	16.27
\$100,000-\$149,999	14608832	20.95	10772199	22.11	1252840	17.35	1553152	17.64
\$150,000 and over	17537114	25.14	13865389	28.46	964387.1	13.35	1153228	13.1

	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
origin5	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Mexican Hispanic	5066626	7.26					5066626	57.53
Puerto Rican Hispanic	723022.7	1.04					723022.7	8.21
Cuban Hispanic	489776.5	0.7					489776.5	5.56
Other Hispanic	2526975	3.62					2526975	28.69
Non-Hispanic	60937720	87.37	48722903	100	7223049	100		

**AARP Employment Survey 2017 - Total Respondents  
Trimmed and weighted:**

	by Weight1		by Weight2		by Weight2		by Weight2	
	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
<b>PPGENDER</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>
Male	2052.374	52.62	976.9417	53.07	405.2189	44.87	575.5343	55.55
Female	1847.626	47.38	864.0583	46.93	497.7811	55.13	460.4657	44.45

	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
<b>age4</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>
45-49	917.7801	23.53	397.0223	21.57	247.7211	27.43	325.1125	31.38
50-54	930.2639	23.85	420.6191	22.85	231.259	25.61	288.8244	27.88
55-59	874.0208	22.41	425.2226	23.1	192.1166	21.28	196.9445	19.01
60+	1177.935	30.2	598.136	32.49	231.9033	25.68	225.1186	21.73

	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
<b>PPETHM</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>
White, Non-Hispanic	2779.006	71.26	1841	100				
Black, Non-Hispanic	398.503	10.22			903	100		
Other, Non-Hispanic	212.8248	5.46						
Hispanic	474.7612	12.17					1036	100
2+ Race, Non-Hispanic	34.90475	0.89						

	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
<b>PPREG4</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>
Northeast	725.378	18.6	374.3471	20.33	143.9422	15.94	130.6749	12.61
Midwest	861.2462	22.08	481.7618	26.17	143.4458	15.89	89.35718	8.63
South	1433.429	36.75	634.1402	34.45	539.6463	59.76	409.8631	39.56
West	879.9466	22.56	350.7509	19.05	75.9657	8.41	406.1048	39.2

	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
<b>PPMSACAT</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>
Non-Metro	548.1133	14.05	314.9635	17.11	76.23083	8.44	66.16377	6.39
Metro	3351.887	85.95	1526.037	82.89	826.7692	91.56	969.8362	93.61

ppeducat3	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
LHS/HS	1315.397	33.73	559.8113	30.41	338.281	37.46	583.1751	56.29
Some College	1075.385	27.57	519.3519	28.21	284.4254	31.5	240.6548	23.23
Bachelor or Above	1509.218	38.7	761.8368	41.38	280.2936	31.04	212.17	20.48

income6	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Under \$25,000	238.6391	6.12	86.41764	4.69	98.87762	10.95	104.8854	10.12
\$25,000-\$49,999	592.3606	15.19	239.7845	13.02	214.729	23.78	233.423	22.53
\$50,000-\$74,999	678.9912	17.41	297.802	16.18	189.3329	20.97	232.1946	22.41
\$75,000-\$99,999	600.021	15.39	286.5619	15.57	132.2641	14.65	162.9588	15.73
\$100,000-\$149,999	808.3247	20.73	407.6308	22.14	148.6956	16.47	174.7168	16.86
\$150,000 and over	981.6634	25.17	522.8032	28.4	119.1008	13.19	127.8214	12.34

origin5	Overall		White, Non-Hispanic		AA, Non-Hispanic		Hispanic	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Mexican Hispanic	269.8001	6.92					588.7442	56.83
Puerto Rican Hispanic	41.36434	1.06					90.26318	8.71
Cuban Hispanic	26.81506	0.69					58.51448	5.65
Other Hispanic	136.7817	3.51					298.4782	28.81
Non-Hispanic	3425.239	87.83	1841	100	903	100		

**45+ LGBT Employed  
Population Benchmarks**

Source: KP

nmhi	Frequency	Percent
45-49 Male	141.0946	13.26
45-49 FeMale	113.8788	10.7
50-54 Male	217.5039	20.44
50-54 Female	92.49367	8.69
55-59 Male	143.0085	13.44
55-59 Female	100.7182	9.46
60+ Male	151.0883	14.2
60+ Female	104.5574	9.82

ppeth4	Frequency	Percent
White/Non-Hispanic	652.7471	61.33
Black/Non-Hispanic	99.59315	9.36
Other or 2+ Races/Non-Hispanic	115.1754	10.82
Hispanic	196.8278	18.49

ppreg4	Frequency	Percent
Northeast	179.0648	16.82
Midwest	180.6317	16.97
South	384.241	36.1
West	320.406	30.1

ppmsacat	Frequency	Percent
Non-Metro	110.1918	10.35
Metro	954.1517	89.65

ppeducat3	Frequency	Percent
LHS/HS	345.8498	32.49
Some College	267.8614	25.17
Bachelor or Above	450.6323	42.34

**AARP Employment Survey 2017  
Total LGBT Respondents**

Trimmed and Scaled: Weighted by  
weight3

v1	Frequency	Percent
45-49 Male	58.13714	11.18
45-49 FeMale	60.0806	11.55
50-54 Male	102.2407	19.66
50-54 Female	45.48009	8.75
55-59 Male	73.67051	14.17
55-59 Female	47.1344	9.06
60+ Male	78.00402	15
60+ Female	55.25258	10.63

ppeth4	Frequency	Percent
White/Non-Hispanic	340.8798	65.55
Black/Non-Hispanic	49.60846	9.54
Other or 2+ Races/Non-Hispanic	42.21746	8.12
Hispanic	87.2943	16.79

PPREG4	Frequency	Percent
Northeast	87.03849	16.74
Midwest	80.12603	15.41
South	195.0214	37.5
West	157.814	30.35

PPMSACAT	Frequency	Percent
Non-Metro	57.00279	10.96
Metro	462.9972	89.04

ppeducat3	Frequency	Percent
LHS/HS	146.4883	28.17
Some College	139.5554	26.84
Bachelor or Above	233.9563	44.99

income6	Frequency	Percent
Under \$25,000	97.93894	9.2
\$25,000-\$49,999	173.0431	16.26
\$50,000-\$74,999	172.802	16.24
\$75,000-\$99,999	157.1287	14.76
\$100,000-\$149,999	188.4403	17.7
\$150,000 and over	274.9904	25.84

income6	Frequency	Percent
Under \$25,000	45.71609	8.79
\$25,000-\$49,999	85.03063	16.35
\$50,000-\$74,999	78.84959	15.16
\$75,000-\$99,999	81.76033	15.72
\$100,000-\$149,999	93.06709	17.9
\$150,000 and over	135.5763	26.07

acslang2	Frequency	Percent
English Proficient	50.13642	4.71
Bilingual/Spanish Proficient	146.6914	13.78
Non-Hispanic	867.5157	81.51

acslang2	Frequency	Percent
English Proficient	26.50959	5.1
Bilingual/Spanish Proficient	60.78472	11.69
Non-Hispanic	432.7057	83.21

origin3	Frequency	Percent
Mexican Hispanic	105.4604	9.91
Other Hispanic	91.36743	8.58
Non-Hispanic	867.5157	81.51

origin3	Frequency	Percent
Mexican Hispanic	45.29021	8.71
Other Hispanic	42.00409	8.08
Non-Hispanic	432.7057	83.21

LGBT	Frequency	Percent
Yes	1064.343	100

LGBT	Frequency	Percent
Yes	520	100

**AARP Employment Survey 2017 - Total Respondents  
Trimmed and weighted:**

	by Weight4		by Weight4	
	Non-LGBT		LGBT	
PPGENDER	Frequency	Percent	Frequency	Percent
Male	1768.087	52.31	312.0523	60.01
Female	1611.913	47.69	207.9477	39.99

	Non-LGBT		LGBT	
	Frequency	Percent	Frequency	Percent
age4				
45-49	796.6669	23.57	118.2177	22.73
50-54	803.2634	23.77	147.7208	28.41
55-59	756.4026	22.38	120.8049	23.23
60+	1023.667	30.29	133.2566	25.63

	Non-LGBT		LGBT	
	Frequency	Percent	Frequency	Percent
PPETHM				
White, Non-Hispanic	2421.41	71.64	340.8798	65.55
Black, Non-Hispanic	346.5517	10.25	49.60846	9.54
Other, Non-Hispanic	176.5003	5.22	38.28235	7.36
Hispanic	405.29	11.99	87.2943	16.79
2+ Race, Non-Hispanic	30.248	0.89	3.935112	0.76

	Non-LGBT		LGBT	
	Frequency	Percent	Frequency	Percent
PPREG4				
Northeast	634.0669	18.76	87.03849	16.74
Midwest	753.0842	22.28	80.12603	15.41
South	1237.003	36.6	195.0214	37.5
West	755.8458	22.36	157.814	30.35

	Non-LGBT		LGBT	
	Frequency	Percent	Frequency	Percent
PPMSACAT				
Non-Metro	485.7827	14.37	57.00279	10.96
Metro	2894.217	85.63	462.9972	89.04

ppeducat3	Non-LGBT		LGBT	
	Frequency	Percent	Frequency	Percent
LHS/HS	1160.662	34.34	146.4883	28.17
Some College	932.9081	27.6	139.5554	26.84
Bachelor or Above	1286.429	38.06	233.9563	44.99

income6	Non-LGBT		LGBT	
	Frequency	Percent	Frequency	Percent
Under \$25,000	192.7134	5.7	45.71609	8.79
\$25,000-\$49,999	510.7182	15.11	85.03063	16.35
\$50,000-\$74,999	585.1919	17.31	78.84959	15.16
\$75,000-\$99,999	515.699	15.26	81.76033	15.72
\$100,000-\$149,999	708.4138	20.96	93.06709	17.9
\$150,000 and over	867.2636	25.66	135.5763	26.07

origin5	Non-LGBT		LGBT	
	Frequency	Percent	Frequency	Percent
Mexican Hispanic	229.3201	6.78	45.29021	8.71
Puerto Rican Hispanic	36.53989	1.08	4.346147	0.84
Cuban Hispanic	22.98955	0.68	5.733554	1.1
other Hispanic	116.4404	3.44	31.92439	6.14
NonHispanic	2974.71	88.01	432.7057	83.21

Acslang	Non-LGBT		LGBT	
	Frequency	Percent	Frequency	Percent
English Proficient	85.39813	2.53	26.50959	5.1
Bilingual	218.8178	6.47	33.0814	6.36
Spanish Proficient	101.074	2.99	27.70331	5.33
Non-Hispanic	2974.71	88.01	432.7057	83.21

LGBT	Non-LGBT		LGBT	
	Frequency	Percent	Frequency	Percent
No	3380	100		
Yes			520	100