Health of the Employer Pledge Program

Q2 2021 vs Q2 2020

- **NEW SIGNERS**
  - Q2 2021: 142 (373%↑)
  - Q2 2020: 30

- **EMPLOYEE REACH**
  - Q2 2021: 131,335 (573%↑)
  - Q2 2020: 19,515

2021 YTD vs 2020 YTD

- **NEW SIGNERS**
  - 2021 YTD: 210 (143% of 2020 YTD)
  - 2020 YTD: 147

- **EMPLOYEE REACH**
  - 2021 YTD: 449,397 (895%↑)
  - 2020 YTD: 50,228

Q2 2021 New Signers

- **Large** (500+ Employees): 25 (500%↑)
- **Medium** (26–499 Employees): 66 (250%↑)
- **Small** (<25 Employees): 49 (250%↑)

Q2 2020 New Signers

- **Large** (500+ Employees): 5
- **Medium** (26–499 Employees): 11
- **Small** (<25 Employees): 14

Touchpoints

- **MONTHLY NEWSLETTERS**
  - April 2021: 775
  - May 2021: 803
  - June 2021: 811

- **TOPICAL EMAILS**
  - April 2021: 1,296
  - May 2021: 1,364
  - June 2021: 1,413

SUBSCRIBERS

- Monthly Newsletters: 1,296
- Topical Emails: 1,413
Pledge Signer Engagement

EMPLOYER EVENTS
How the Multigenerational Workforce Has Adapted to Working Remotely

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<thead>
<tr>
<th>Event</th>
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<th>Attendees</th>
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<td>AARP Business Roundtable</td>
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<td>24</td>
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<tr>
<td>New Member Orientation Call</td>
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<tr>
<td>Quarterly Call: Support Working Caregivers</td>
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EMPLOYER RESOURCE PAGE METRICS:
WWW.AARP.ORG/EMPLOYERS

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<th>June 2021</th>
<th>Visits</th>
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TOP THREE ARTICLES

1. 3 Reasons You Should Hire an Age-Diverse Workforce
2. More Americans Working Past 65
3. 6 Ways to Add Age In Your Diversity and Inclusion Guide

SOCIAL POSTS

1. Older workers offer more stability and less turnover costs. Learn more about AARP's work to fight age discrimination and the benefits of hiring an age-diverse workforce through our Employer Pledge Program: https://www.aarp.org/work/job-search/employer-pledge-companies
2. Studies reveal that older hires are good for company culture, with 77 percent of younger colleagues valuing older workers because they can learn new skills from them. Learn more about AARP's work to fight age discrimination and the numerous benefits of fostering an age-diverse workforce through our Employer Pledge Program: https://www.aarp.org/work/job-search/employer-pledge-companies
3. Great ideas can happen at any age. In fact, 47 is the average age of innovators at the time of their groundbreaking innovation. Source: Information Technology and Innovation Foundation: http://www2.itif.org/2016-demographics-of-innovation.pdf