Health of the Employer Pledge Program

Q3 2021 vs Q3 2020

- **NEW SIGNERS**
  - Q3 2021: 137 (270% ↑)
  - Q3 2020: 37

- **EMPLOYEE REACH**
  - Q3 2021: 77,204 (298% ↑)
  - Q3 2020: 19,515

2021 YTD vs 2020 YTD

- **NEW SIGNERS**
  - 2021 YTD: 347 (136% of 2020 YTD)
  - 2020 YTD: 147

- **EMPLOYEE REACH**
  - 2021 YTD: 526,601 (948% ↑)
  - 2020 YTD: 50,228

Q3 2021 New Signers

- Large (500+ Employees): 31 (3000% ↑)
- Medium (26–499 Employees): 46 (188% ↑)
- Small (<25 Employees): 47 (62% ↑)

Q3 2020 New Signers

- Large (500+ Employees): 1
- Medium (26–499 Employees): 29
- Small (<25 Employees): 16

Touchpoints

- **MONTHLY NEWSLETTERS**
  - July 2021: 746
  - Aug 2021: 772
  - Sept 2021: 784

- **TOPICAL EMAILS**
  - July 2021: 1,414
  - Aug 2021: -
  - Sept 2021: 1,432

SUBSCRIBERS

- Monthly Newsletters
- Topical Emails
General Employer Engagement

EMPLOYER EVENTS
July 20th Hybrid Workforce & Equity Webinar

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Employer Focus Groups

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EMPLOYER RESOURCE PAGE METRICS:
WWW.AARP.ORG/EMPLOYERS

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TOP DOWNLOADED

- Supporting Caregivers in the Workplace: A Practical Guide for Employers
- Age Diversity & Inclusion Worksheet
- Say this, Not that: How to remove age bias from your job descriptions

TOP THREE ARTICLES

1. Employer Spotlight: Work At Home Vintage Experts
2. 3 Reasons You Should Hire an Age-Diverse Workforce
3. More Americans Working Past 65

SOCIAL POSTS

- 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: [http://aarp.org/65+EmployerPledge](http://aarp.org/65+EmployerPledge)
- When AARP’s Heather Tilney-Flyk that started talking to companies about the importance of hiring and retaining older employees, “It was crickets a lot of the time,” she says. “No one was really speaking on this at HR conferences.”
- How Reshuffling Energizes a Multigenerational Workforce - From Day One