

# Ageing workforce business survey May 2016

Consumer Link Business Panel

# Ageing workforce survey - about

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## **Our survey:**

Base: 500 companies weighted by number of employees

Date of survey: 11 May 2016 – 25 May 2016

10 questions including demographics

## **The Consumer Link Business Panel:**

The business survey was conducted using Consumer Link's business panel

Over 20,000 panel members

The Consumer Link Business Panel is specifically designed to understand and interact with SME businesses

Panel represents a broad cross section of New Zealand's predominantly SME business sector

The business panel targets SME owners, self-employed and key decision makers

Has a range of businesses from 1-5 employees up to 100+ employees

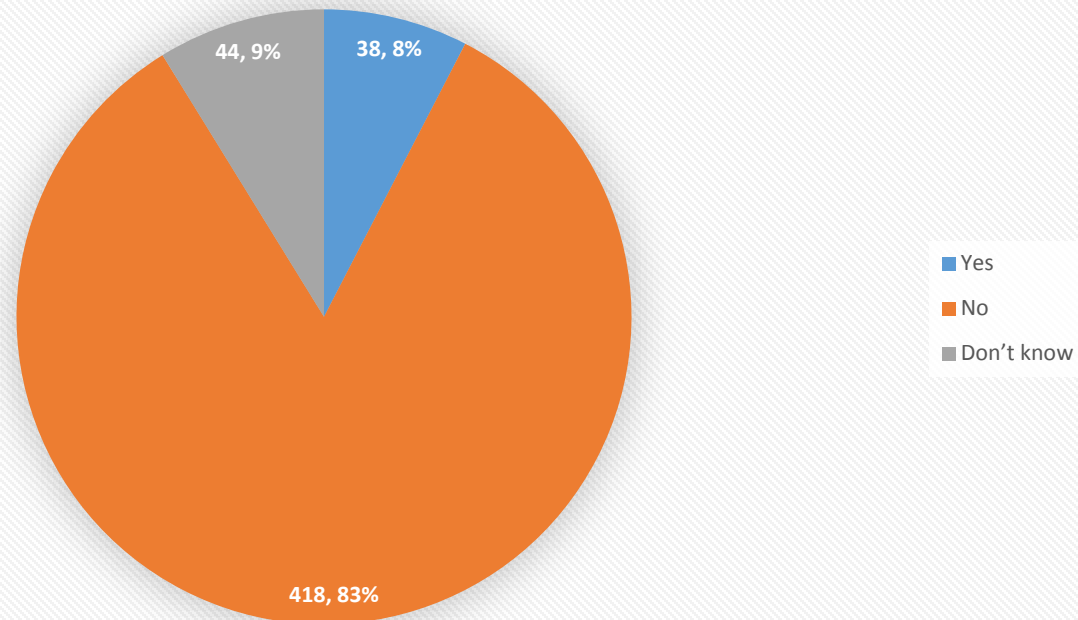
Panel set up and management processes meet or exceed all ESOMAR 'Best Practice Online Panel Guidelines for Market Research'

Solely used for research purposes with a 30-40% response rate

Incentivised using Fly Buys loyalty programme

# Policies or strategies for older workers

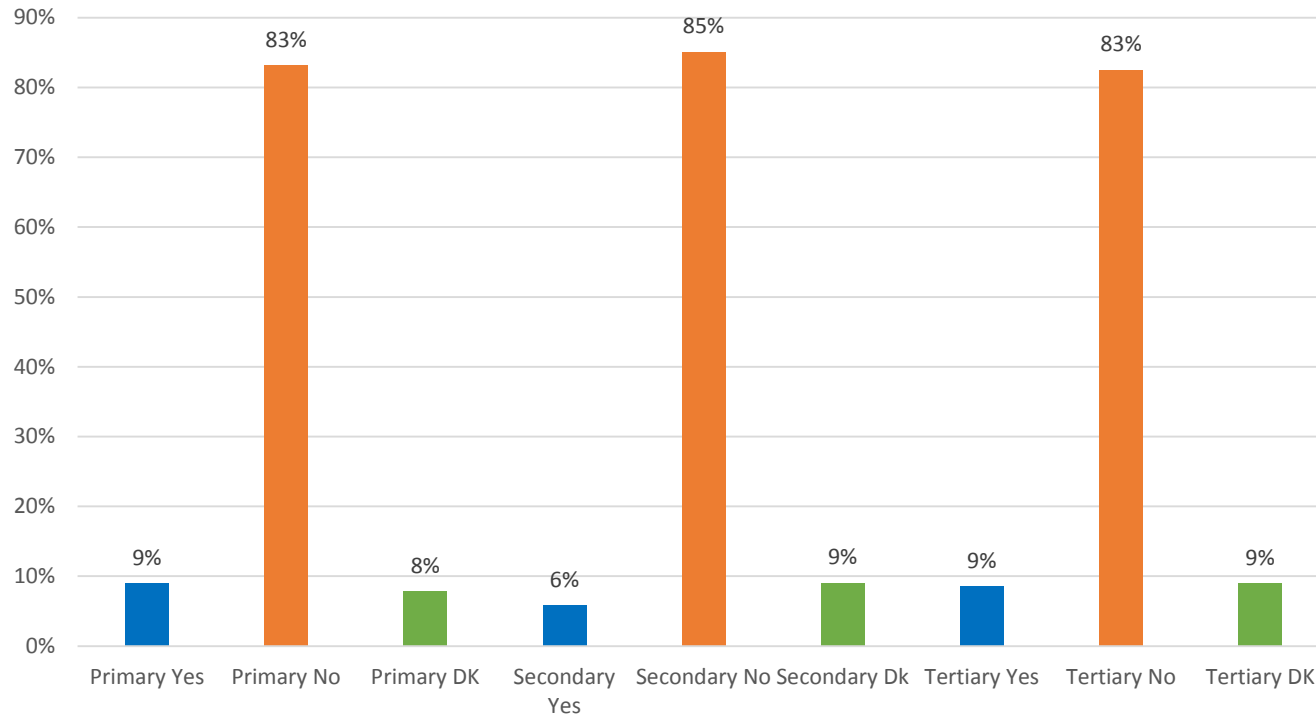
Does your organisation have any specific policies or strategies relating to older workers (aged 50+)?



Source: ConsumerLink Survey, May 2016. Sample of 500 firms

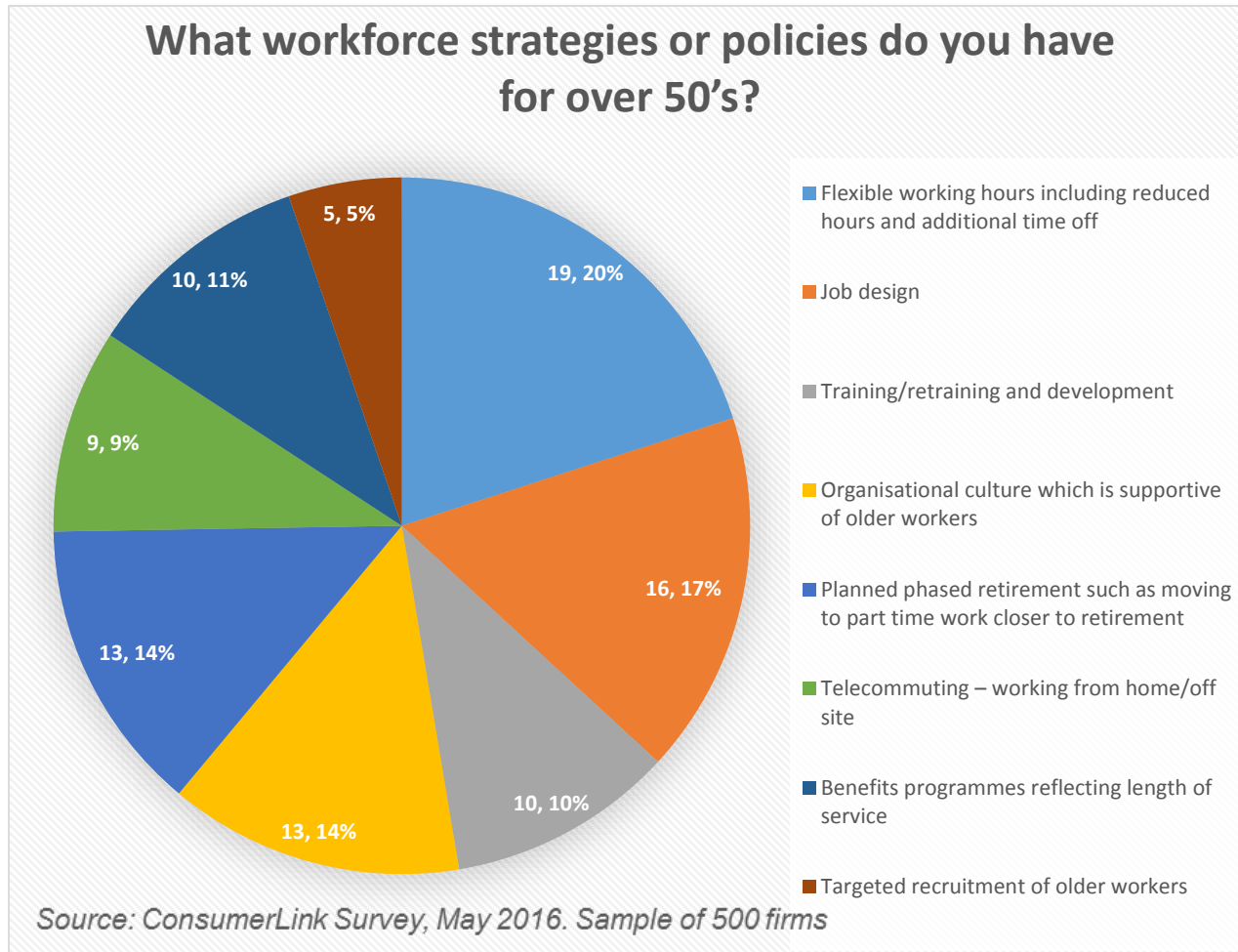
# Policies or strategies for older workers

Does your organisation have any specific policies or strategies relating to older workers – by industry type (%)



Source: ConsumerLink Survey, May 2016. Sample of 500 firms

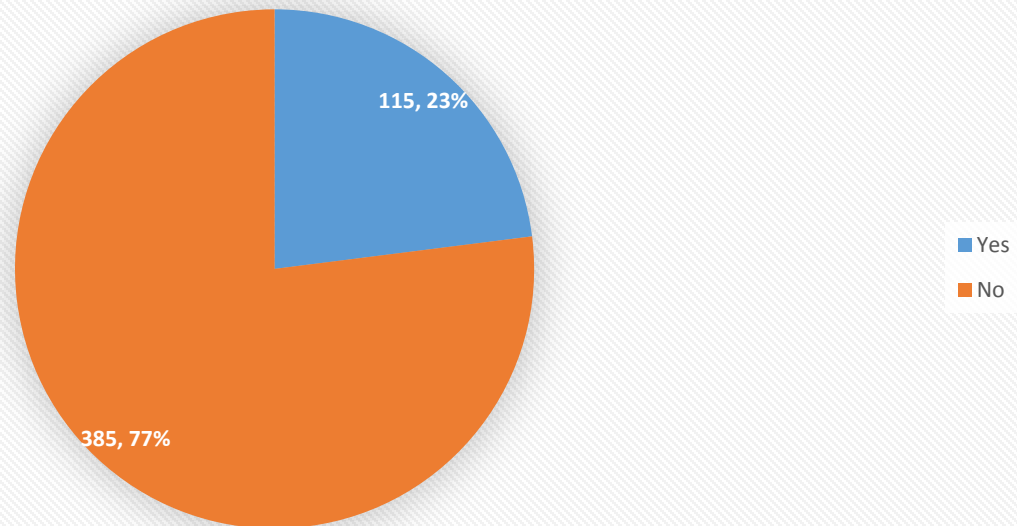
# Workforce strategies and policies



# Active retirement planning

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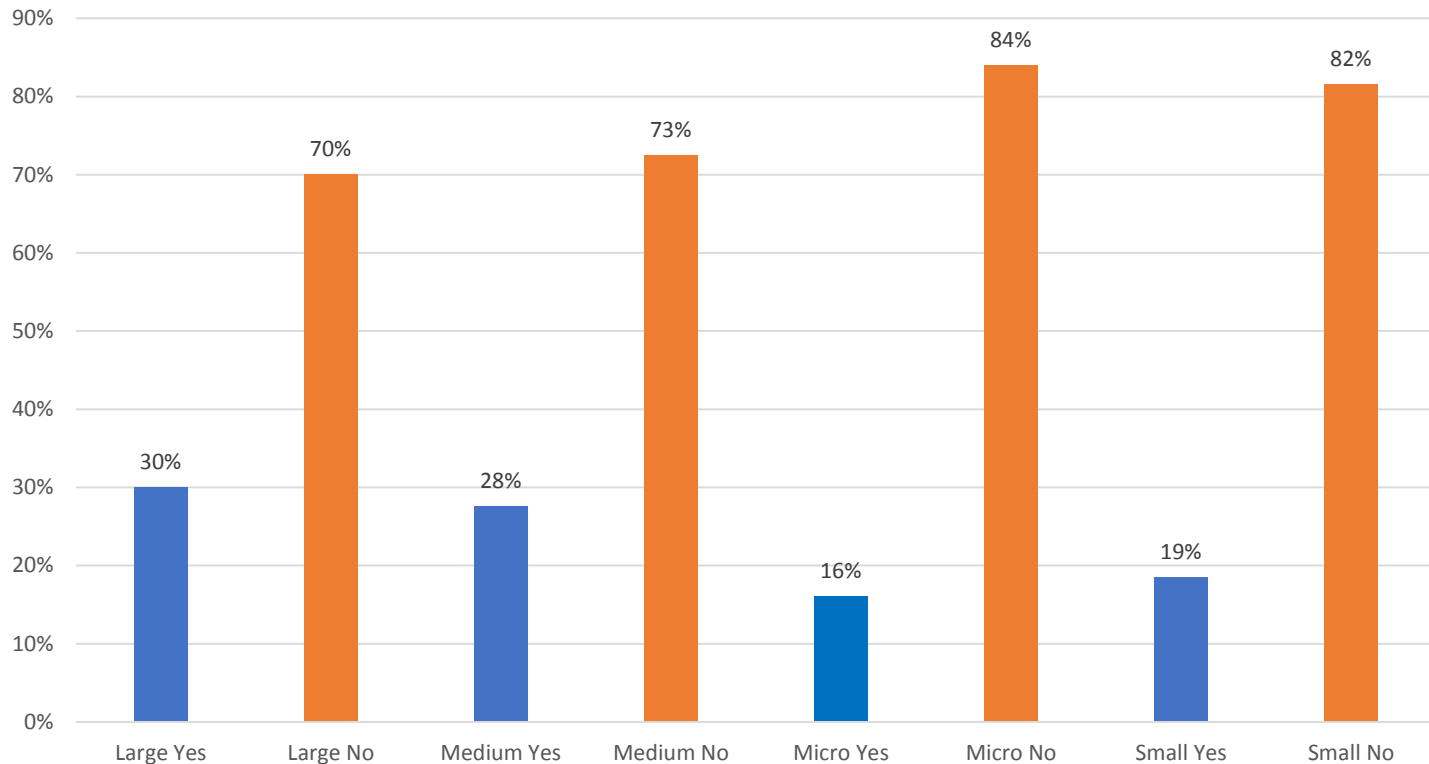
Does your organisation carry out any active retirement planning with employees, such as having conversations about their intentions to finish work?



Source: ConsumerLink Survey, May 2016. Sample of 500 firms

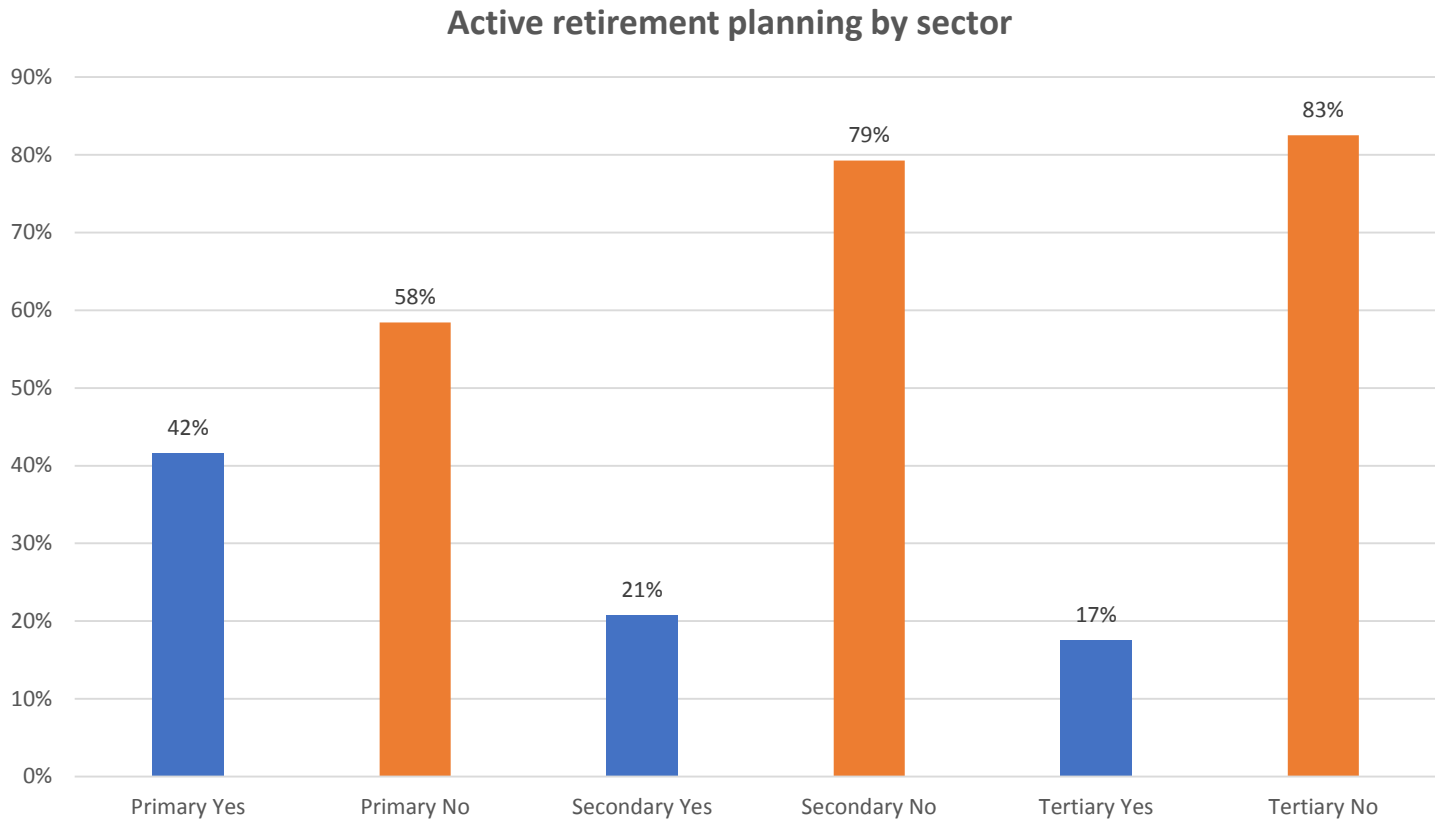
# Active retirement planning

Active retirement planning by company size



Source: ConsumerLink Survey, May 2016. Sample of 500 firms

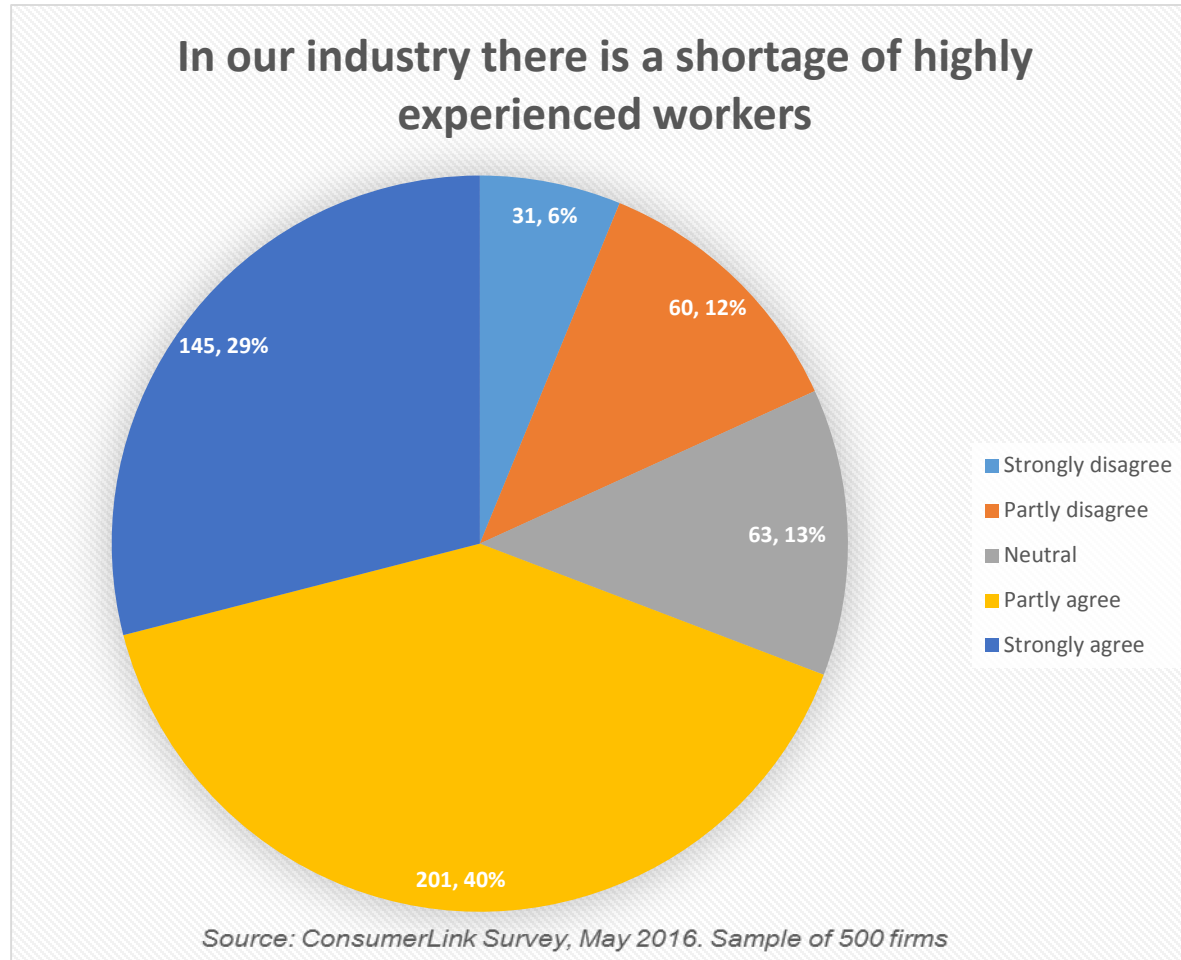
# Active retirement planning



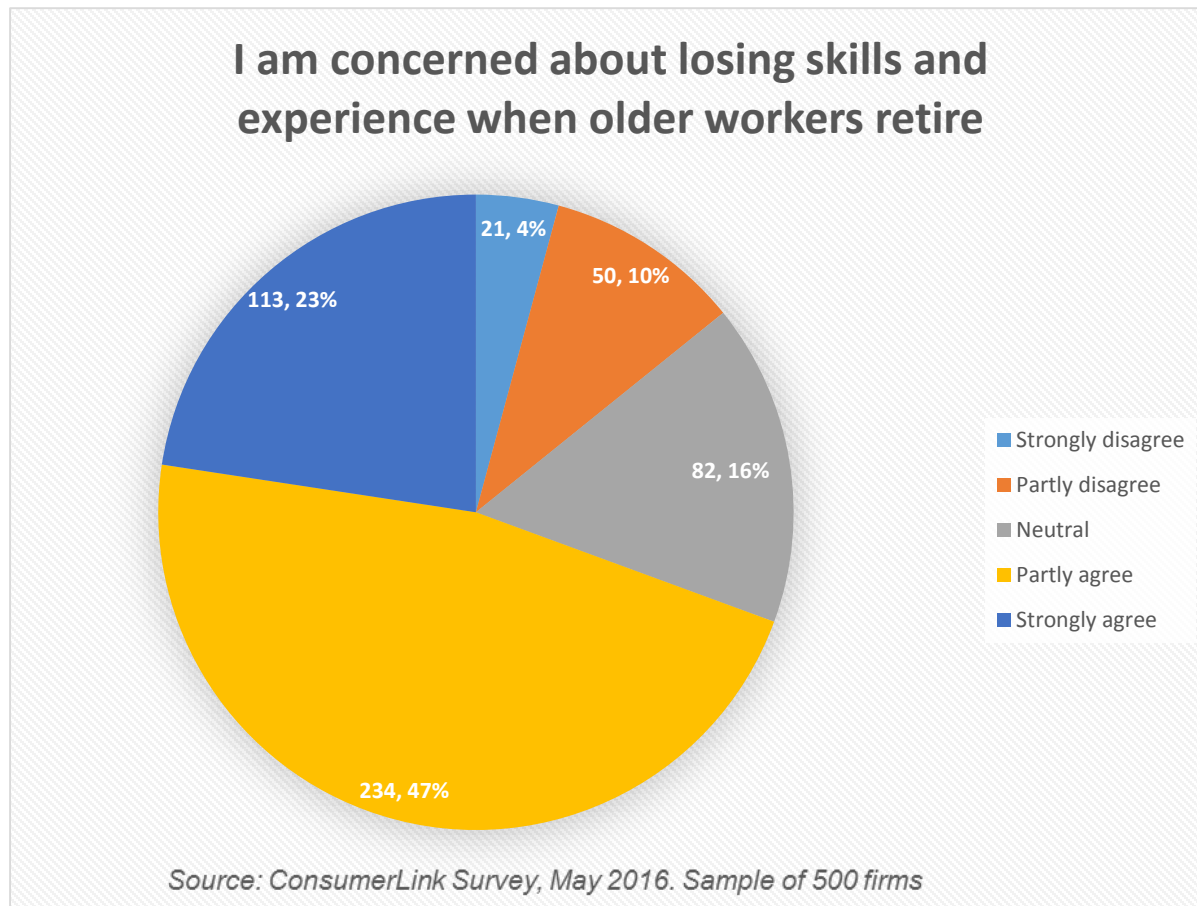
Source: ConsumerLink Survey, May 2016. Sample of 500 firms



# Industry shortage of experience

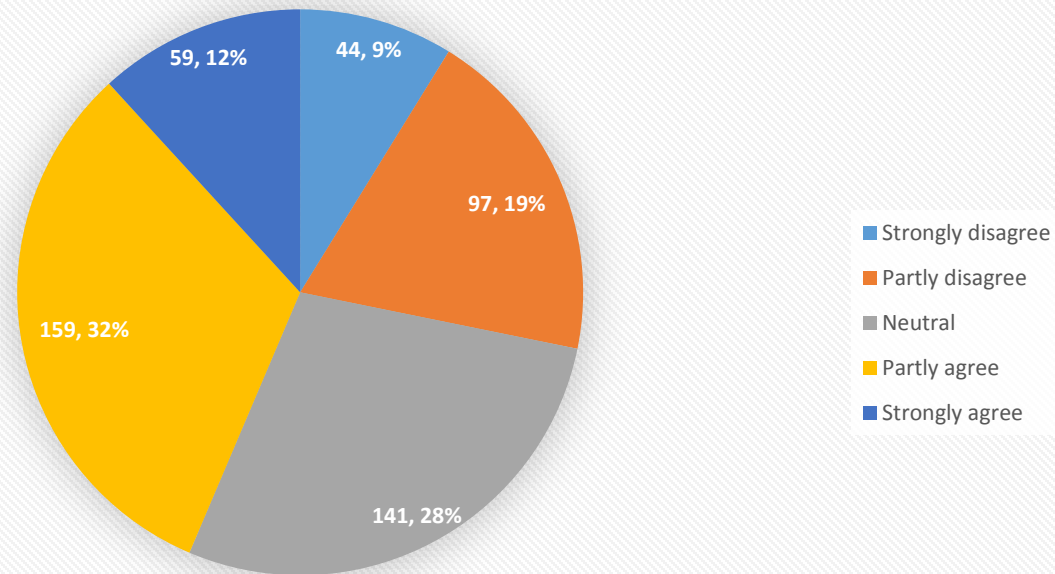


# Concern over losing skills



# Impact of ageing workforce

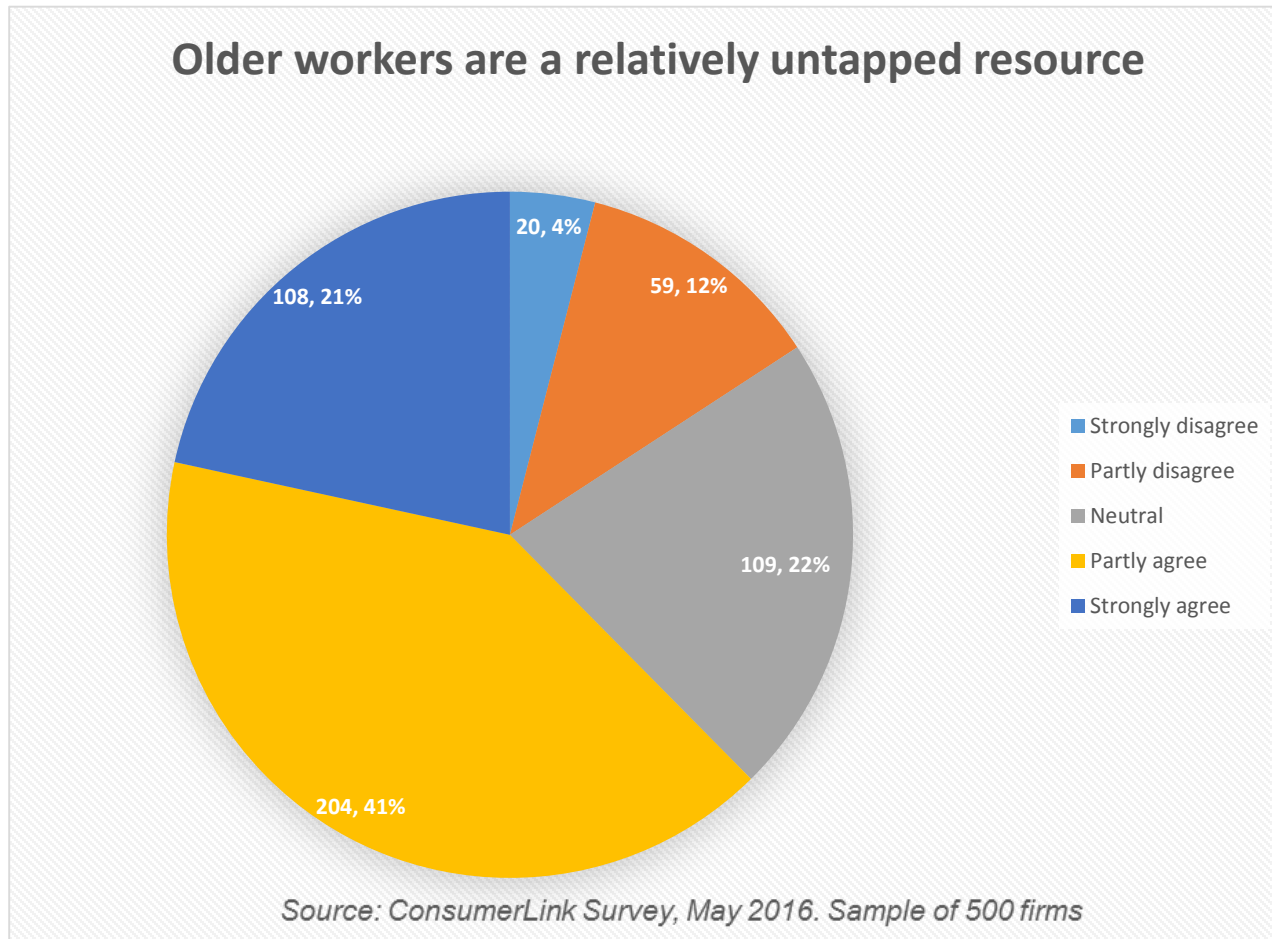
I am concerned about the impact an ageing workforce will have on my business over the next decade



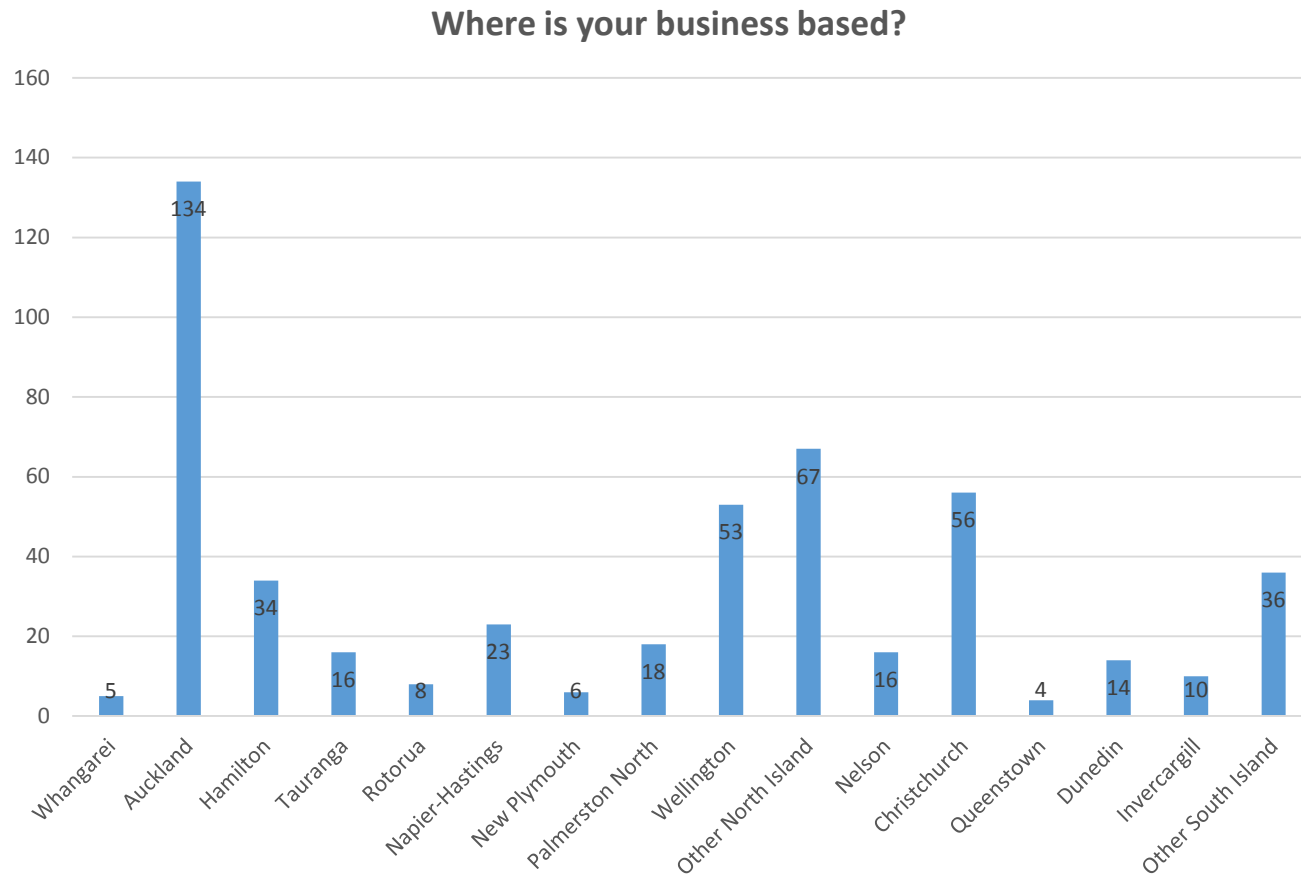
Source: ConsumerLink Survey, May 2016. Sample of 500 firms

# Older workers as a resource

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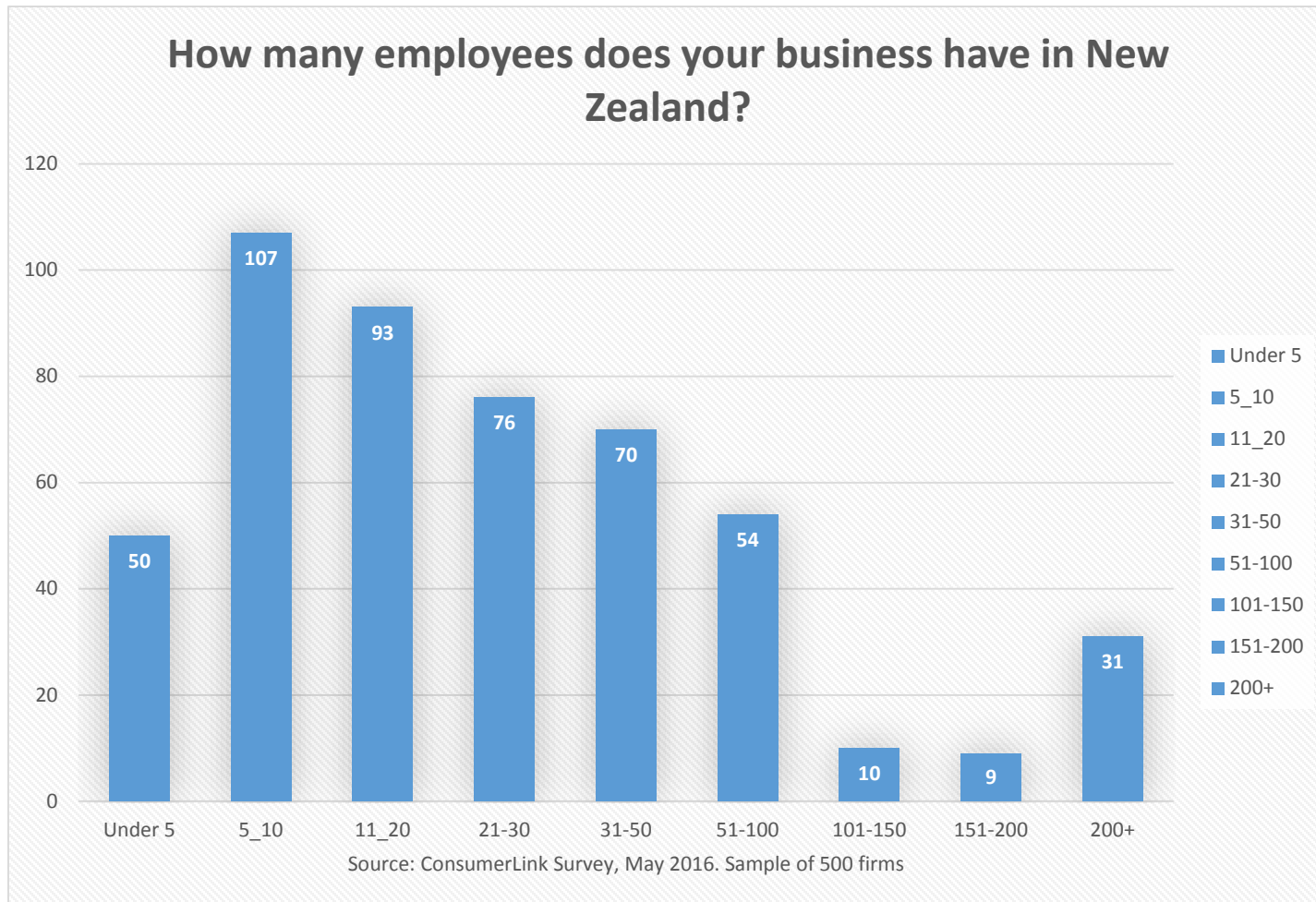


# Location of surveyed businesses

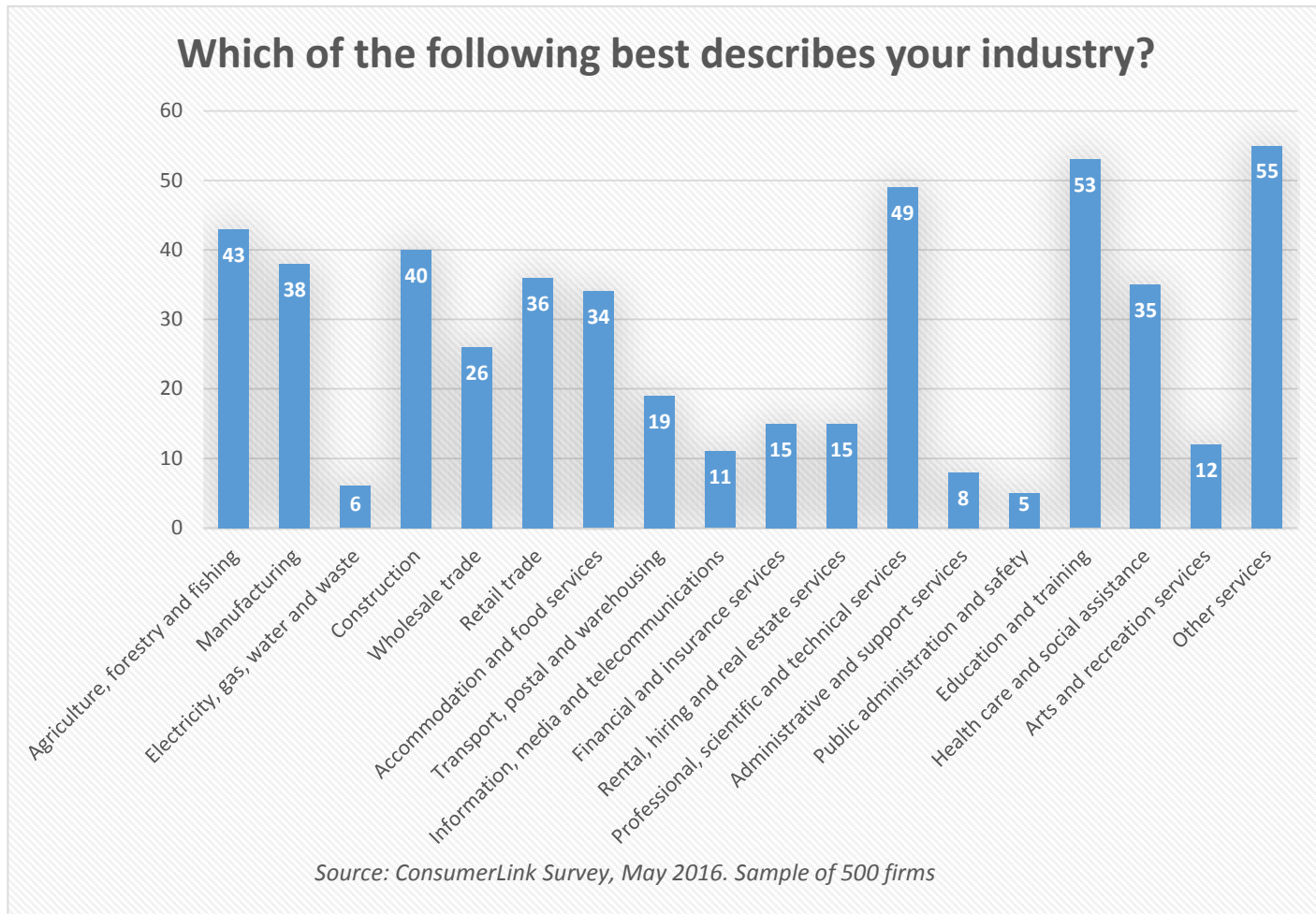


Source: ConsumerLink Survey, May 2016. Sample of 500 firms

# Size of companies surveyed



# Businesses surveyed by industry



# Industry classification

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Primary	Secondary	Tertiary
<ul style="list-style-type: none"><li>• Agriculture, forestry and fishing</li><li>• Electricity, gas, water and waste</li><li>• Construction</li></ul>	<ul style="list-style-type: none"><li>• Manufacturing</li><li>• Wholesale trade</li><li>• Retail trade</li><li>• Accommodation and food services</li><li>• Transport, postal and warehousing</li><li>• Health care and social assistance</li></ul>	<ul style="list-style-type: none"><li>• Information, media and telecommunications</li><li>• Financial and insurance services</li><li>• Rental, hiring and real estate services</li><li>• Professional, scientific and technical services</li><li>• Administrative and support services</li><li>• Public administration and safety</li><li>• Education and training</li><li>• Arts and recreation services</li><li>• Other services</li></ul>



# Business classification by size

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<b>Company classification</b>	<b>Number of employees</b>
Micro	5 and under
Small	6 to 19
Medium	20 to 99
Large	100 and over