APPENDIX A
Research Design
RESEARCH DESIGN

A total of 500 employees of small and medium sized companies took part in this poll. All respondents worked for a company that had less than 1,500 employees, and were selected randomly from a regional sample in major metropolitan areas (MSA’s). The survey carries an error margin of approximately ± 4.5%. To take part in the survey, part-time employees needed to be actively seeking full-time employment and to have been employed full-time over the preceding six months.

Interviews were conducted by telephone from a central facility, which used a computer-assisted interviewing (CATI) system to ensure reliability and efficient processing of data.

Pre-testing of the questionnaire ensured the efficacy of survey items. A copy of the Interview Schedule (the survey questionnaire and frequency percentages) is in the Appendix.

Sample Composition

The following charts describe the sample composition according to employment status, age, and sex.

Employment Status

![Figure 1](image)

*“Are you…?” [QA]*

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Figure 2

Employment Status (Boomers vs. Gen Xers)

- Employed full-time in a business or organization:
  - Gen Xers: 89%
  - Baby Boomers: 88%
- Employed part-time:
  - Gen Xers: 3%
  - Baby Boomers: 3%
- Between jobs at this time:
  - Gen Xers: 6%
  - Baby Boomers: 7%
- Other:
  - Gen Xers: 2%
  - Baby Boomers: 2%

“Are you…?” [QA]

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Figure 3

Self-employed or Principal Owner (Overall)

- Yes: 15%
- No: 85%

“Are you (Were you) self-employed or one of the principle owners?” [QC]

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Figure 4
Self-employed or Principal Owner (Boomers vs. Gen Xers)

```
<table>
<thead>
<tr>
<th></th>
<th>Gen Xers</th>
<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>No</td>
<td>82%</td>
<td>88%</td>
</tr>
</tbody>
</table>
```

“Are you (Were you) self-employed or one of the principle owners?” [QC]

N=500 ©CommSciences, Inc. 1998

Figure 5
Number of People Employed at Company (Overall)

```
<table>
<thead>
<tr>
<th>Number of People</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-100</td>
<td>58%</td>
</tr>
<tr>
<td>101-500</td>
<td>24%</td>
</tr>
<tr>
<td>501-1000</td>
<td>9%</td>
</tr>
<tr>
<td>1001-1500</td>
<td>9%</td>
</tr>
</tbody>
</table>
```

“Approximately how many people, including yourself, are (were) currently employed at your company?” [QD]

N=500 ©CommSciences, Inc. 1998
Figure 6

Number of People Employed at Company
(Boomers vs. Gen Xers)

```
<table>
<thead>
<tr>
<th></th>
<th>Gen Xers</th>
<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-100</td>
<td>58%</td>
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</tr>
<tr>
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<tr>
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<td>9%</td>
</tr>
<tr>
<td>1001-1500</td>
<td>7%</td>
<td>9%</td>
</tr>
</tbody>
</table>
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“Approximately how many people, including yourself, are (were) currently employed at your company?” [QD]

N=500 ©CommSciences, Inc. 1998

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Figure 7

Age

```
<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby Boomers (34-52)</td>
<td>63%</td>
</tr>
<tr>
<td>Gen Xers (25-33)</td>
<td>37%</td>
</tr>
</tbody>
</table>
```

“What is your age?” [QE]

N=500 ©CommSciences, Inc. 1998
Figure 8
Sex
(Overall)

Men: 53%
Women: 47%

Figure 9
Sex
(Boomers vs. Gen Xers)

Men:
- Boomers: 50%
- Gen Xers: 56%
Women:
- Boomers: 44%
- Gen Xers: 50%

Sex [Q9]
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