

THE CASE FOR OLDER WORKERS IN A NUTSHELL

1. They tend to stay on the job longer than younger workers.
2. Their greater stability and experience translate into better service delivery, higher customer satisfaction, and higher profits.
3. They do not cost much more than younger workers due to changes in compensation and benefits.
4. Their job performance matches and often exceeds younger workers.



HIRE AND RETAIN OLDER WORKERS TODAY



**READ THE ENTIRE BUSINESS CASE
FOR OLDER WORKERS:**

mass.gov/businesscaseolderworkers

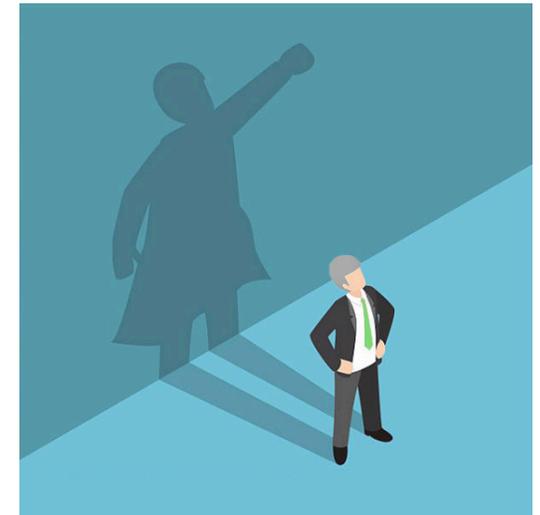
**BECOME A MASSACHUSETTS
AGE-FRIENDLY EMPLOYER:**

mass.gov/agefriendly

**REVIEW HR AND RECRUITMENT
POLICIES AND PRACTICES**

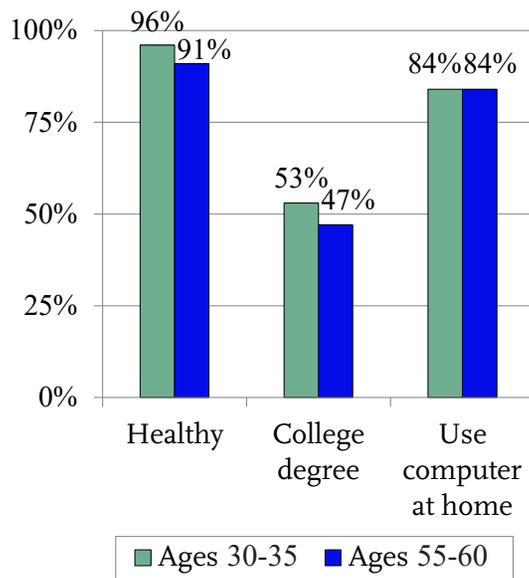
to ensure they are age-neutral.

OLDER WORKERS ARE GOOD FOR BUSINESS



*Older workers are a vital ingredient
to the success and growth of business
and the economy as a whole.*

OLDER WORKERS ARE HEALTHY, WELL-EDUCATED, AND COMPUTER SAVVY



Source: U.S. Census Bureau.

**“OLDER WORKERS TAKE THE
JOB MORE SERIOUSLY.”**

– Small Business Owner of a
Cleaning and Tailoring Company

OLDER WORKERS ARE RELIABLE

OLDER WORKERS HAVE LOWER TURNOVER

About 60 percent of older new hires are still with their employers after four years, compared to half of younger new hires.



OLDER WORKERS ARE PRODUCTIVE

OLDER WORKERS HAVE SKILLS AND EXPERIENCE

Numerous research studies find that the performance of older workers matches and often exceeds that of younger workers.

All of these benefits more than offset any cost differentials between older and younger workers.

