



Australian Government

Equal Opportunity for
Women in the Workplace Agency

media release

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Generation F: Attract, Engage, Retain Research Methodology

About Generation F

Generation F are women in the Australian labour force, including women wishing to return to work, who are aged between 16 and 65 years. Present across the Baby Boomer, X and Y Generations, Generation F are employers' main solution to the nation's proliferating skills shortage. Harnessing their skills, commitment and experience will help organisations to secure effective and sustainable workforces.

Methodology

Qualitative Research

A total of seven focus groups were conducted in June 2006, among Australian women aged between 20-59 years from across a range of occupations, industries and demographic groups. Each session ran for approximately 90 minutes and comprised up to eight participants.

Quantitative Research

An online survey was also conducted in December 2006, among Australian women and men aged 20-55 years, working on either a full-time, part-time or casual basis for private sector organisations with more than fifty employees.

Women on maternity leave and women and men not currently working but actively seeking or intending to seek work in the next twelve months were also included if they had most recently worked on a full-time, part-time or casual basis for a private sector organisation with more than fifty employees.

The 1,610 survey participants represented all age groups from 20-55 years, all Australian states and territories, over 18 different industries, different family situations and all salary ranges between <\$30K-\$150K+.