

BULLETIN POLL: FAMILY REUNIONS

2012

COMPARISON OF THOSE 18-49 YEARS AND THOSE AGE 50+

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AARP

Research & Strategic Analysis

601 E Street, NW

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About this research

The purpose of this brief poll was to investigate the similarities and differences of those ages 18 to 49 and those ages 50+ regarding whether their family has reunions. If their family has reunions we wanted to know the frequency of the reunion and why they attend the reunion. Among those who do not have family reunions, we wanted to know why they do not have them.

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Key Findings



Key Findings

People 18-49 Years

- ❑ Half (50%) of this age group have family reunions. Family reunions are most often held once a year.
- ❑ Among those who say they have a family reunion, more than eight in ten (86%) say they attend.
 - Reconnecting with old and new family members, making new memories and sharing family history motivate people to attend their reunions.
- ❑ Among those who do not have family reunions over half (53%) do not want them.
 - The most frequently cited reasons for not having them are lack of an organizer, can't afford or don't have time, or family disagreements.

People 50+

- ❑ Half (50%) of this age group have reunions. Family reunions are most often held once a year.
- ❑ Among those who say they have a family reunion, more than nine in ten (93%) say they attend.
 - Reconnecting with old and new family members, making new memories and sharing family history motivate people to attend their reunions.
- ❑ Among those who do not have family reunions, over half (58%) do not want them.
 - The most frequently cited reasons for not having them are lack of an organizer, can't afford or don't have time.

The findings for these two age groups are remarkably similar.

Recommendation

Regardless of age category, half (50%) of family members report having a reunion. It seems reasonable to suggest that we use these data for educational and informational purposes only. There is an abundance of information on the internet providing “how-to” guidance about planning, organizing and implementing a family reunion for those who choose to engage in this activity.

General Research Methods Overview 2012

- **Data Collection Mode:** →Random-digit dial telephone omnibus survey, data gathered by SSRS.
- **Sample:** →the total sample included 1,016 respondents age 18+.
- **Objectives:** →To understand if contemporary families have reunions, if so how often, what do they do, why do they participate. If they do not have reunions, why not.
- **Fielded:** →March 21 – 25, 2012.
- **Margin of Error** →For total respondents is +/-3.07% at the 95% level of confidence.

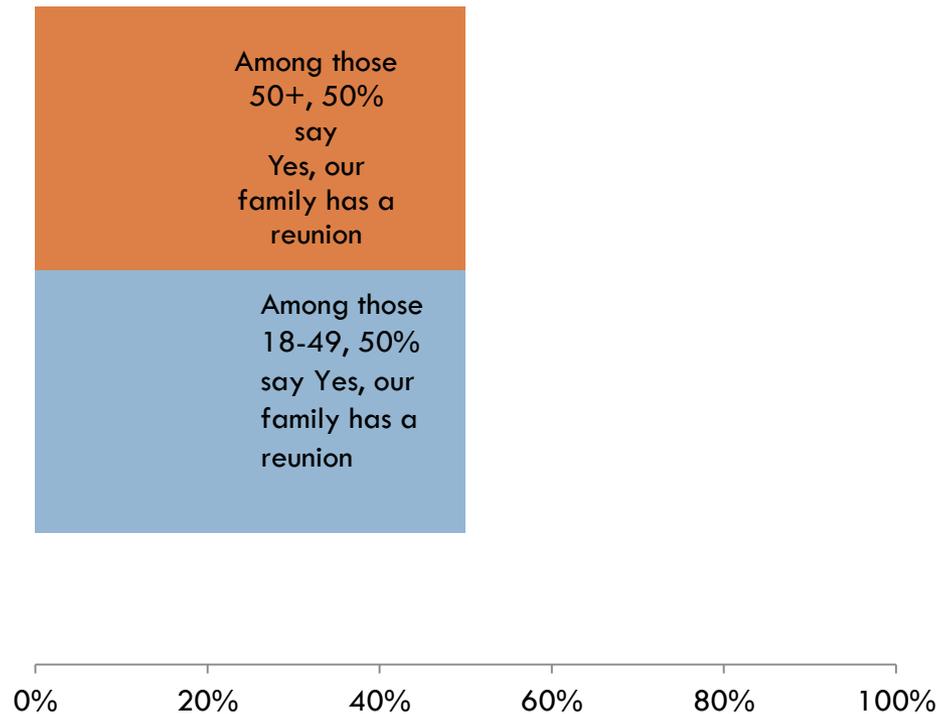
Detailed Findings: Family Reunions



Percentage who have a Family Reunion

Q1. Some families gather together for a reunion after they have been separated by distance or time. Does your family have a family reunion?

- Half the people between the ages of 18 to 49 years say their family has had a reunion.
- Half the people age 50+ say their family has had a reunion.
- Consequently, there is no difference between age groups in the incidence of family reunions.
- Among those who say they have a family reunion, more than nine in ten (93%) of the 50+ say they attend while 86% of those 18 to 49 years attend.

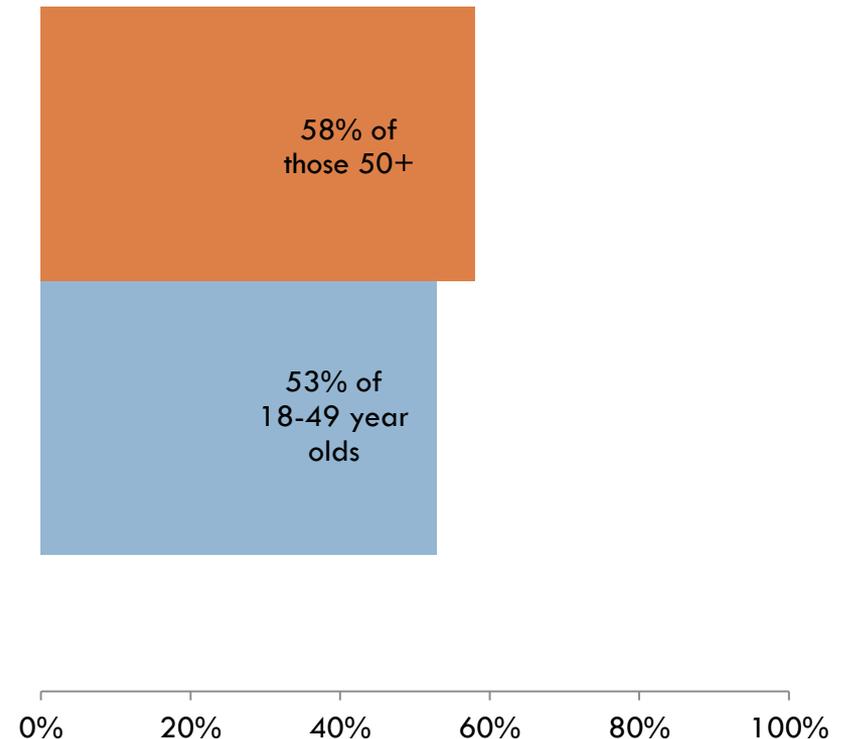


Source: AARP Bulletin Poll: Family Reunions, March, 2012, n=1,016 (all respondents).

Desire for Family Reunions

Q2. Would you like to have a reunion? (Among those who do not have family reunions.)

- Among those who say they do not have family reunions, more than half do not want one.
- Among those 18-49 the most frequently cited reasons for not wanting a reunion are:
 - 31% no one wants to organize it
 - 21% can't afford to go or don't have time to go
 - 20% too many disagreements among family members
 - 20% some other reason
 - 16% no interest
 - 5% no living relatives
- Among those 50+ the most frequently cited reasons for not wanting a reunion are:
 - 25% can't afford to go or don't have time to go
 - 23% no one wants to organize it
 - 23% some other reason
 - 12% no interest
 - 15% no living relatives
 - 10% too many disagreements among family members

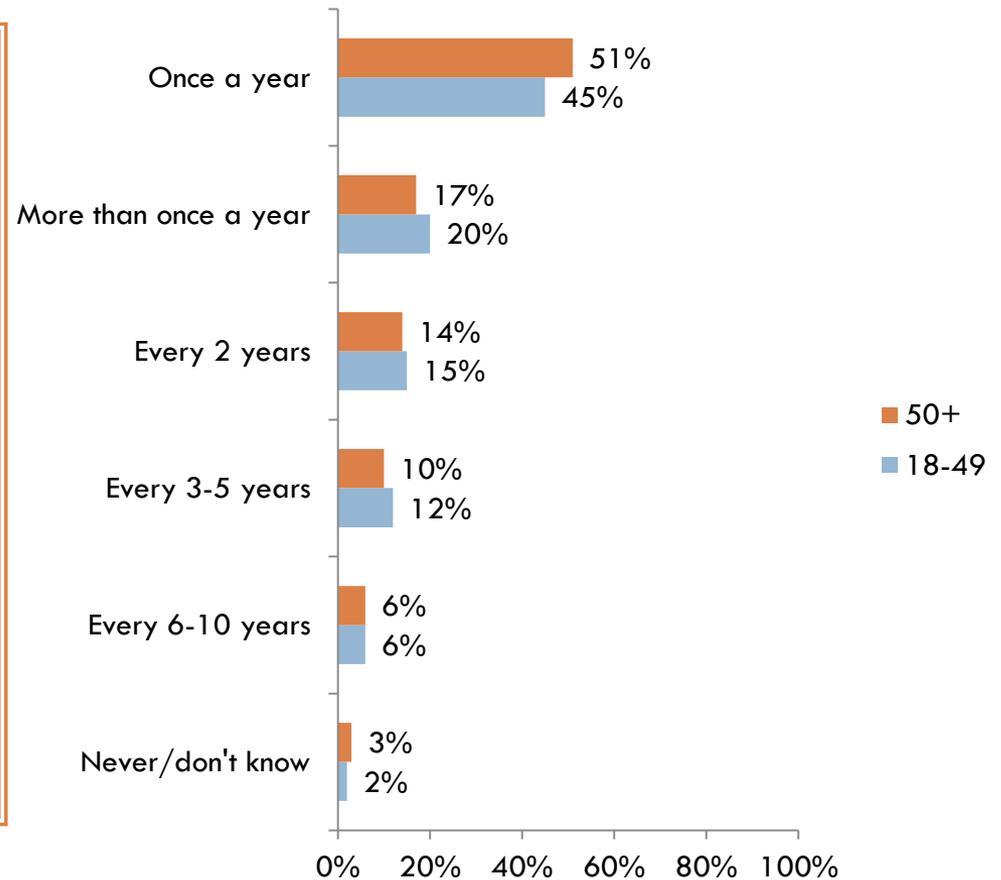


Source: AARP Bulletin Poll: Family Reunions, March, 2012, n= 506 (respondents who say they do not have family reunions).

Frequency of Family Reunions

Q3. How often do family members have a reunion? (Among those who have a family reunion)

- Regardless of age, the largest proportion of participants say their families have a reunion once a year.
- Regardless of age, about one in five people say their family reunites more than once a year.
- Regardless of age, the proportion of people who say their family has a reunion every two years or less is relatively small.

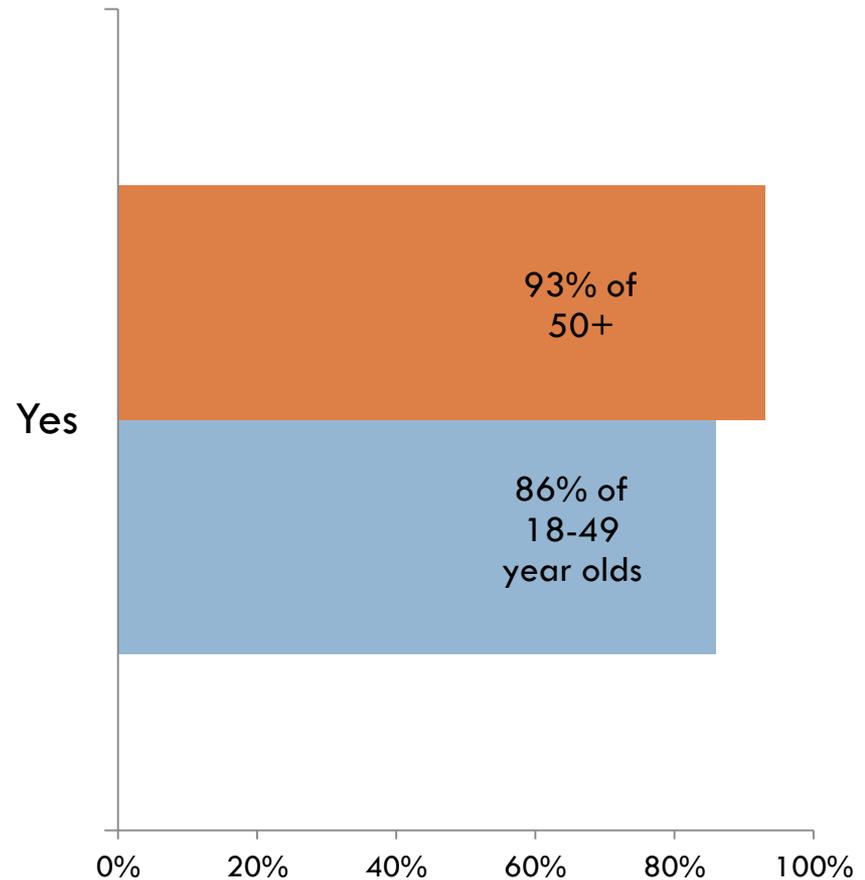


Source: AARP Bulletin Poll: Family Reunions, March, 2012, n= 510 (respondents who say they do have family reunions).

Participation in Family Reunions

Q4. Do you attend your family reunions? (Among those who have had at least one family reunion and say they attended)

•Regardless of age, a high proportion of people say they attend their family reunion. However, people 50+ are somewhat more likely to say they attend their reunion than younger adults.



Source: AARP Bulletin Poll: Family Reunions, March, 2012, n= 507 (respondents who say they do have family reunions).

Relationships Motivate Attending Family Reunions

Q5. Why do you go to your family reunions? (among those who have attended family reunion)

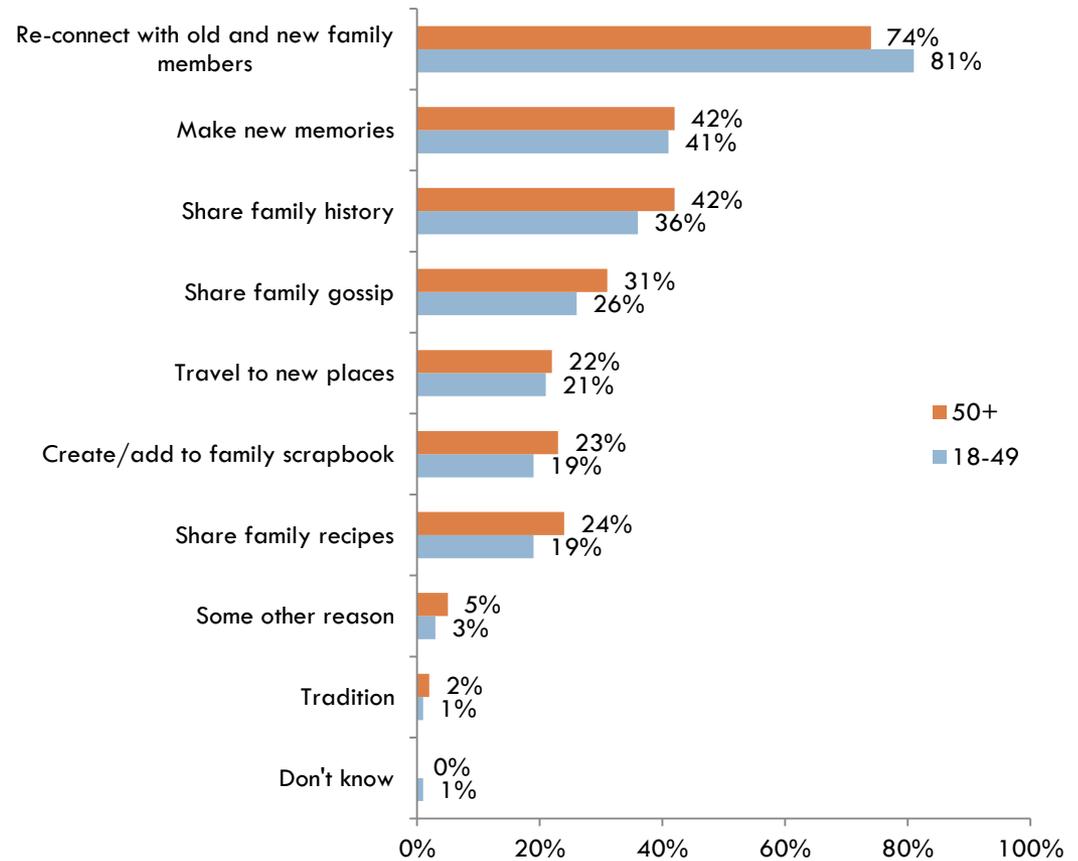
Choose as many as apply.

• Both age groups share the top three reasons for going to their family reunion:

1. Reconnect with old and new family members
2. Make new memories
3. Share family history

• Specific activities like creating a scrapbook or sharing recipes are less important.

• Surprisingly tradition is the least cited reason for attending.



Source: AARP Bulletin Poll: Family Reunions, March, 2012, n= 480 (respondents who say they have attended a family reunion)

Bulletin Poll: Family Reunions 2012

**For more information contact: Linda Barrett Ph.D.,
202-434-6197 or lbarrett@aarpp.org**

Bulletin team:

Barbranda Walls, (Study lead)

Jim Toedtman

RSA team (Health, Home and Family):

Linda L. Barrett, Ph.D. (Study Lead)

Teresa A. Keenan, Ph.D.

Cheryl Lampkin, Ph.D.

Jennifer Leslie

Family Reunions Annotated Questionnaire

This study was conducted for AARP via telephone by SSRS, an independent research company. Interviews were conducted from March 21 – March 25, 2012 among a nationally representative sample of 1,016 respondents age 18 and older. The margin of error for total respondents is +/-3.07% at the 95% confidence level. More information about SSRS can be obtained by visiting www.ssrs.com

FR-1 Some families gather together for a reunion after they have been separated by distance or time. Does your family have a family reunion?

	Yes	No	Don't know	Refused
3/25/12	50	50	*	*

(Asked of total who do not have family reunions; n = 514)

FR-2 Would you like to have a reunion?

	Yes	No	Don't know	Refused
3/25/12	43	55	1	*

(Asked of total who have family reunions; n = 502)

FR-3 How often do your family members have a reunion?

	More than once a year	Once a year	Every two years	Every three to five years	Every six to ten years	Never	Don't know	Refused
3/25/12	19	48	14	11	6	1	1	--

FR-1/3. Combo Table

	3/25/12
Have family reunions	50
More than once a year	9
Once a year	24
Every two years	7
Every three to five years	5
Every six to ten years	3
Never	*
Do not have family reunions	50
Don't know	*
Refused	*

(Asked of total who have family reunions and say they have ever had one; n = 499)

FR-4 Do you attend your family reunions?

	Yes	No	Sometimes	Don't know	Refused
3/25/12	89	6	5	--	--

FR-1/4. Combo Table

	Have family reunions and say have ever had one			Do not have family reunions or say they've never had one	Don't know	Refused
	NET	Attend family reunions	Do not attend family reunions			
3/25/12	50	47	3	50	*	*

(Asked of total who attend family reunions; n = 480)

FR-5 Why do you go to your family reunions?

	3/25/12
Re-connect with old and new family members	77
Share family history	37
Make new memories	41
Share family recipes	20
Share family gossip	27
Travel to new places	22
Create or add to a family scrapbook	21
Tradition	2
Some other reason	4
Don't know	1
Refused	--

Base = total respondents who have family reunions and say they have ever had one (n = 499)

FR-4/5. Combo Table

	3/25/12
Attend family reunions	94
Re-connect with old and new family members	73
Share family history	35
Make new memories	38
Share family recipes	19
Share family gossip	25
Travel to new places	20
Create or add to a family scrapbook	20
Tradition	2
Some other reason	4
Do not attend family reunions	6

(Asked of total who do not attend or do not have family reunions; n = 533)

FR-6 Why don't you attend family reunions?

	3/25/12
No interest	13
No living relatives	9
No one wants to organize it	26
Can't afford to go or don't have time to go	26
Too many disagreements among family members	15
Some other reason	21
Don't know	1
Refused	1