

**Insights and Spending Habits of Modern
Grandparents
African American and Hispanic/Latino
Sample**

August 2012



Insights and Spending Habits of Modern Grandparents African American and Hispanic/Latino Sample Chart Book

Telephone survey data collected by Woelfel Research, Inc.
In-depth Interviews conducted by Alan Newman Research

Report Prepared by Jane Bittner

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Acknowledgements

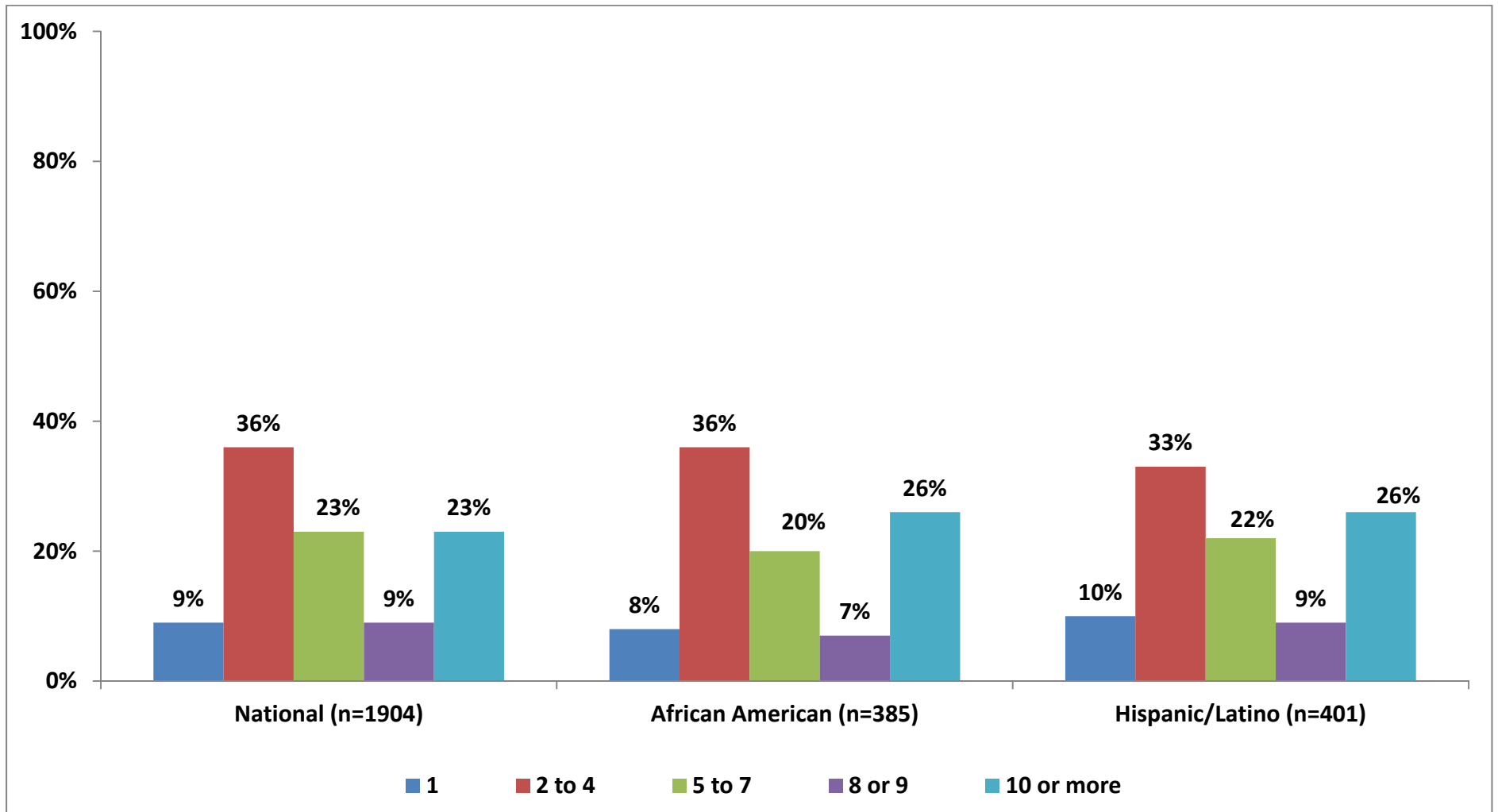
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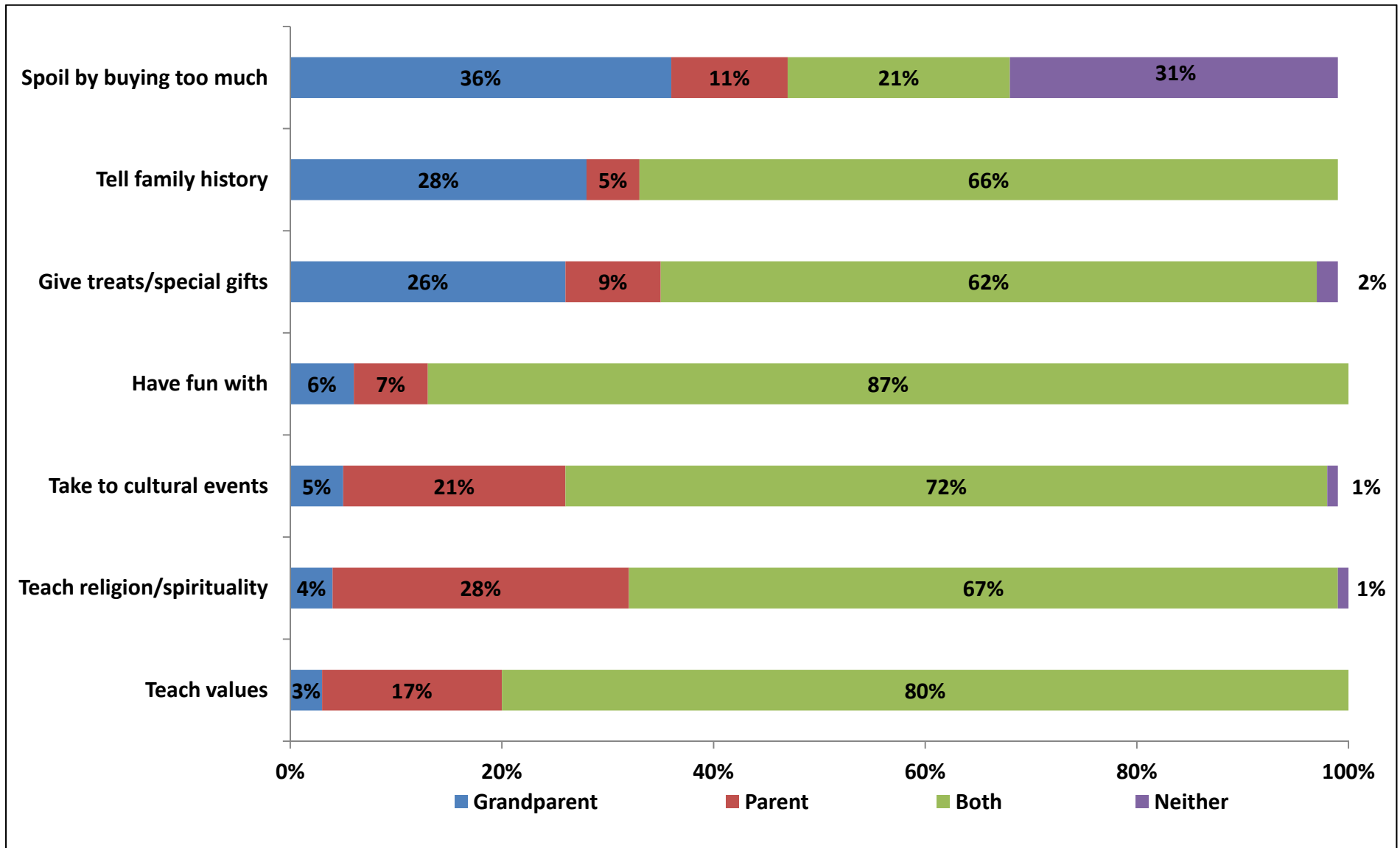
Figure 1: Number of grandchildren



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 2: Whose role is it to...

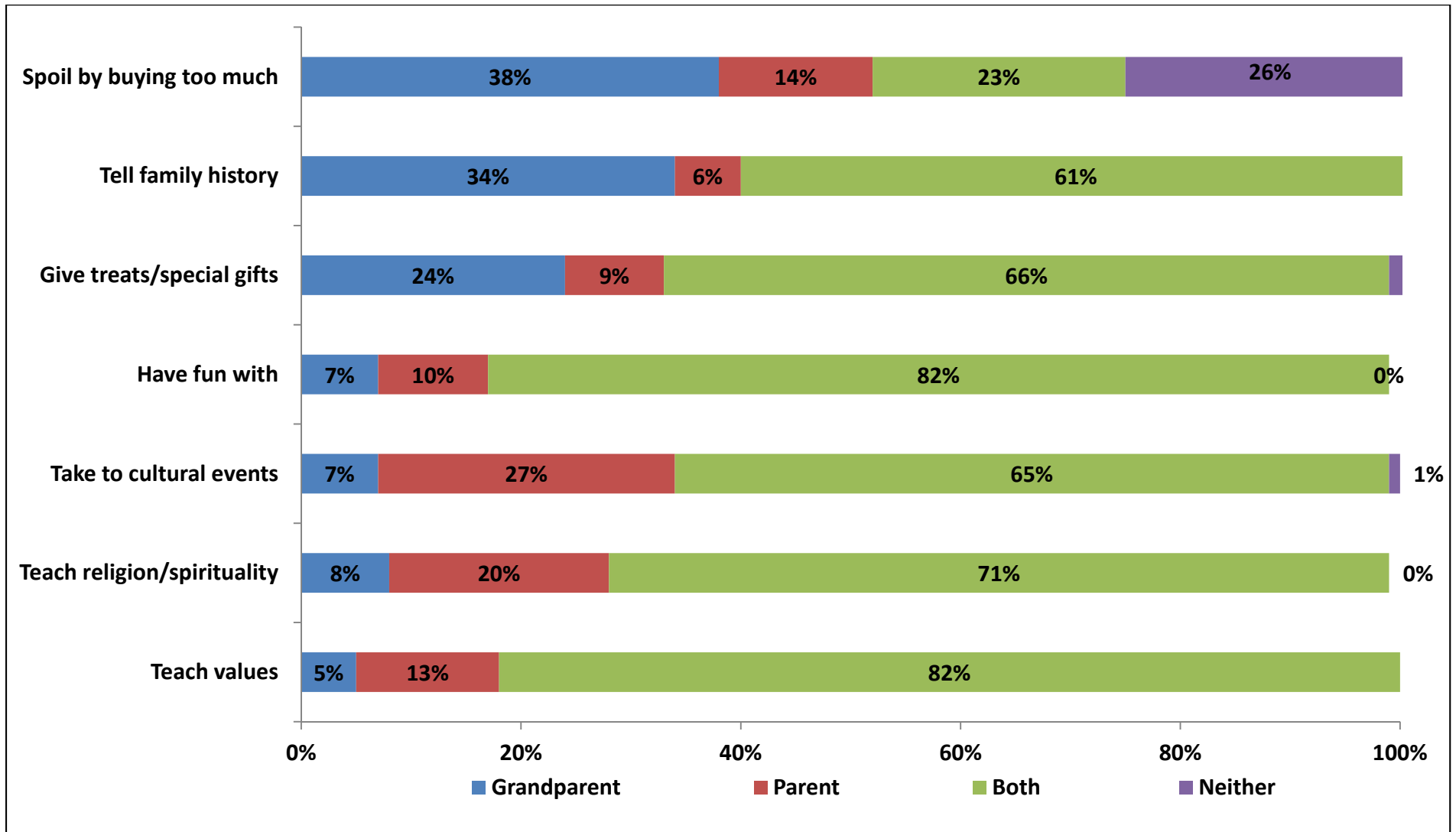
National Sample (n=1904)



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 3: Whose role is it to...

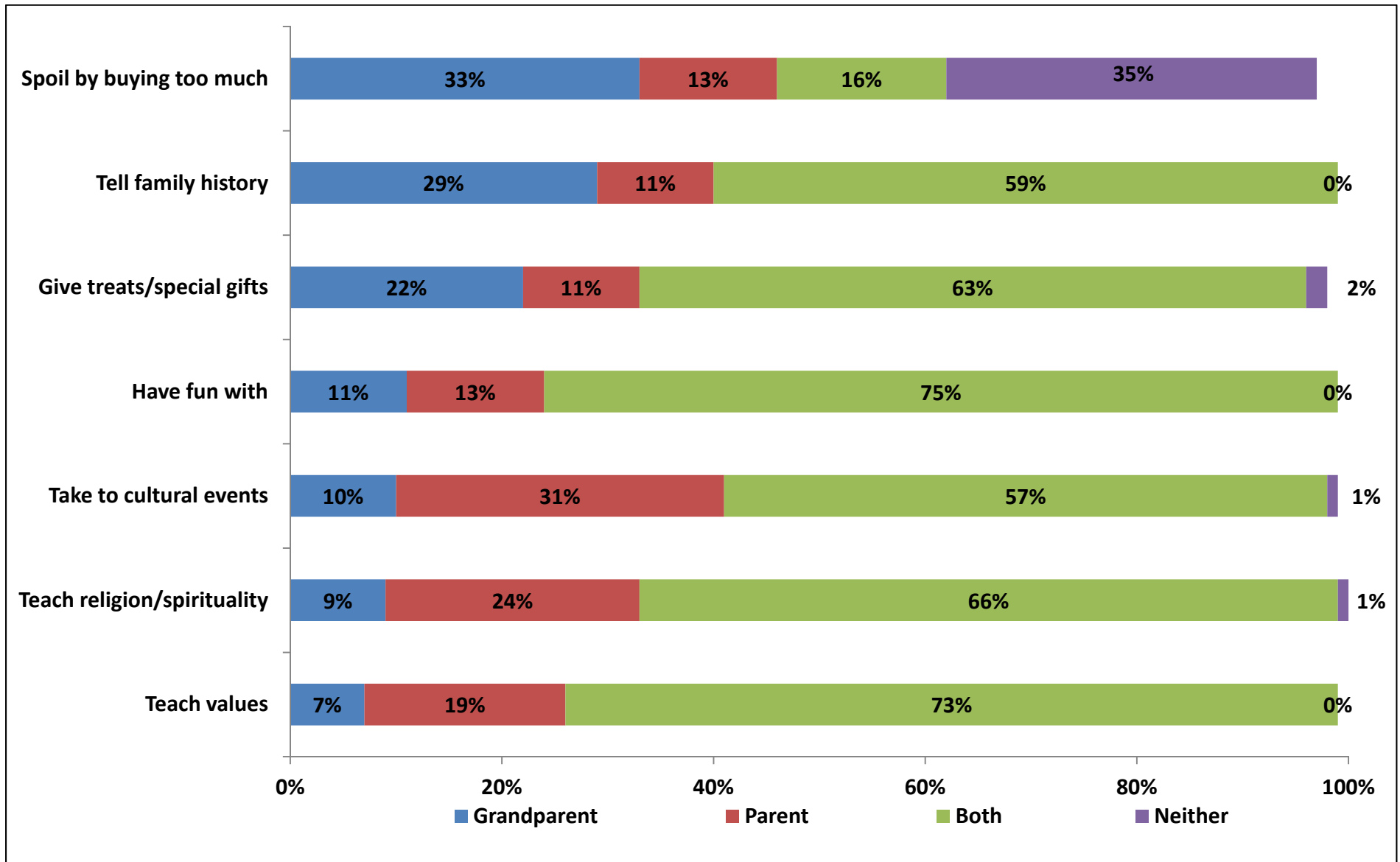
African American Sample (n=385)



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

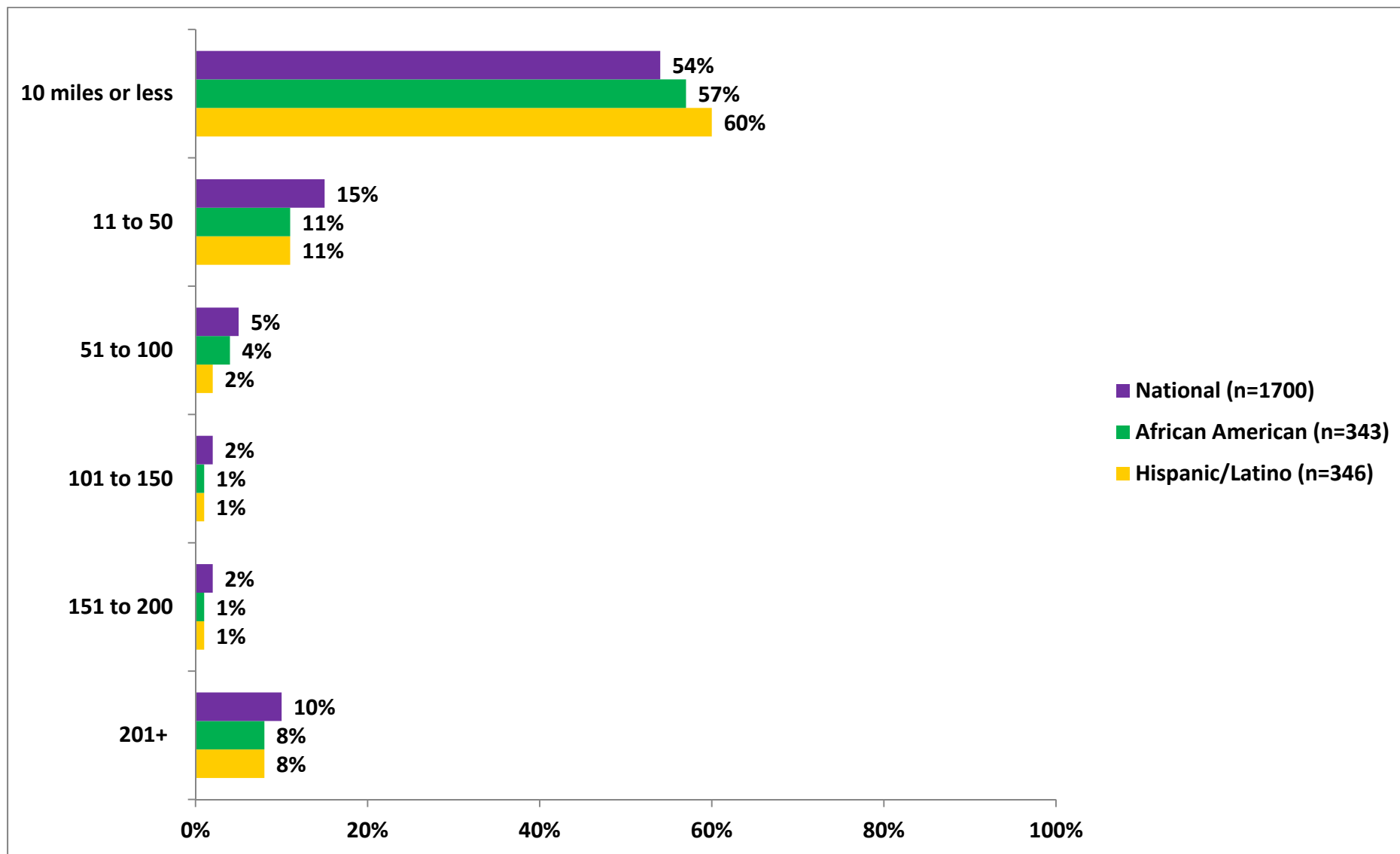
Figure 4: Whose role is it to...

Hispanic/Latino Sample (n=401)



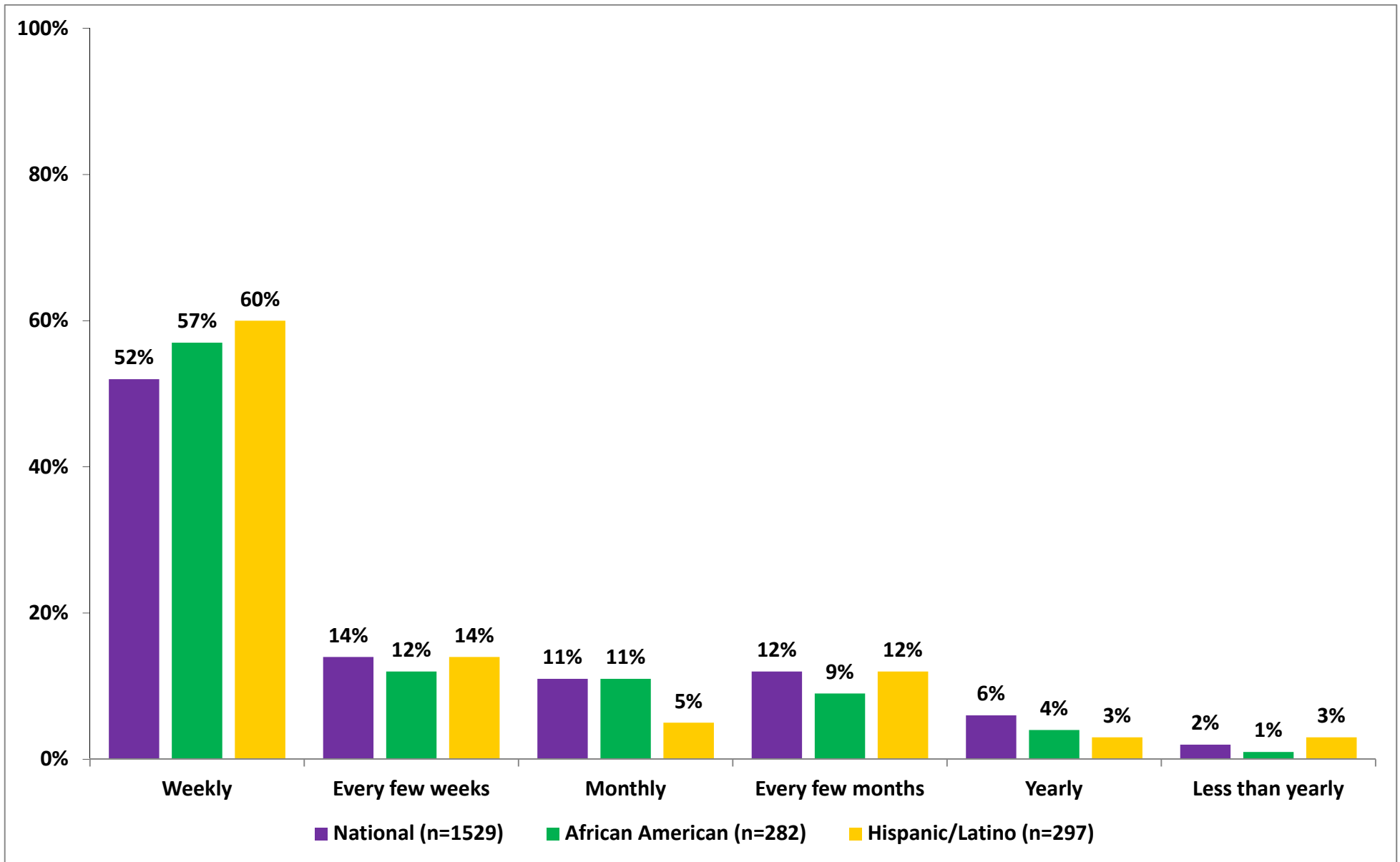
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 5: Distance (in miles) from closest grandchildren



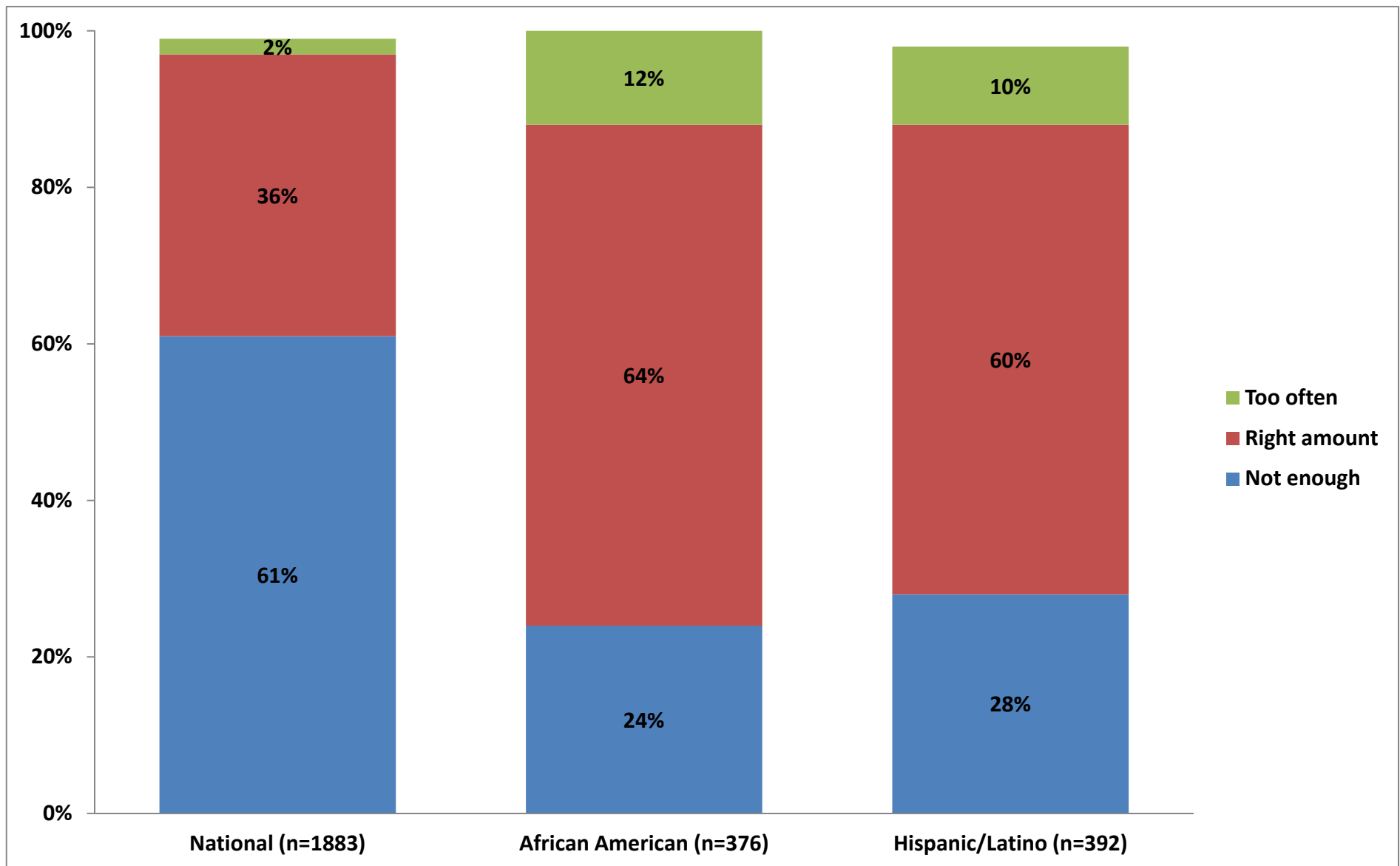
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 6: Frequency of seeing closest grandchildren



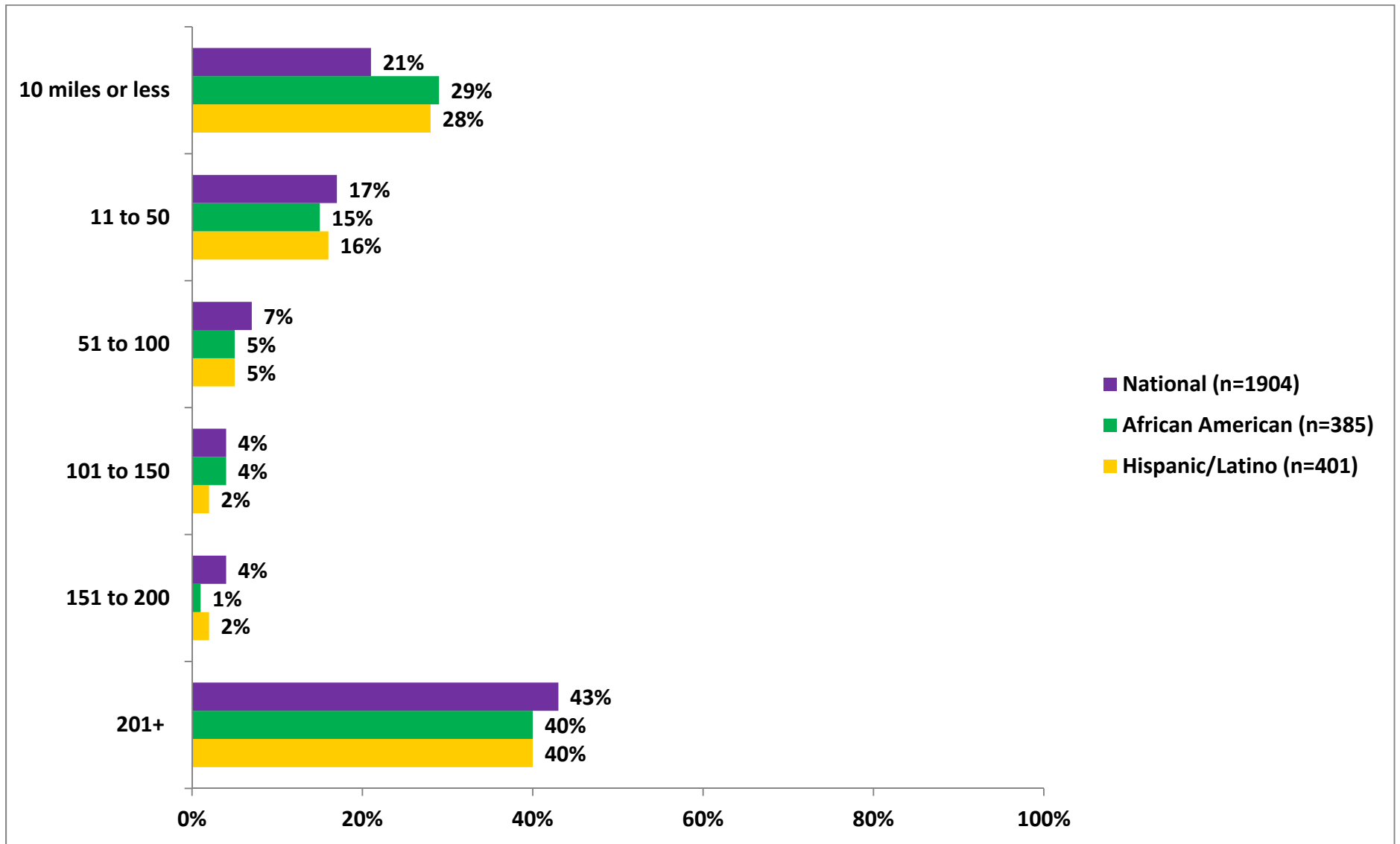
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 7: Feelings about frequency of seeing closest grandchildren



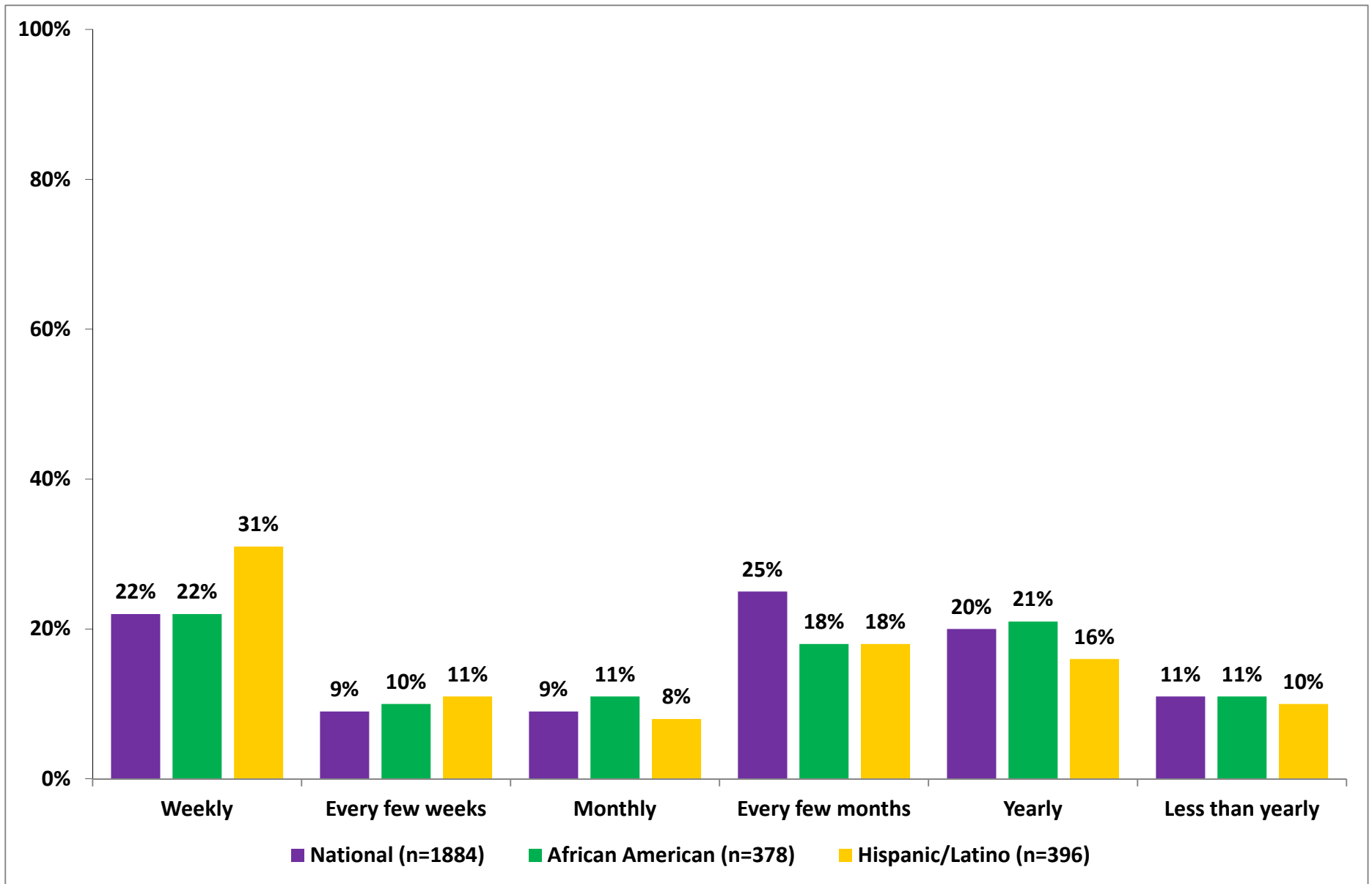
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 8: Distance (in miles) from furthest grandchildren



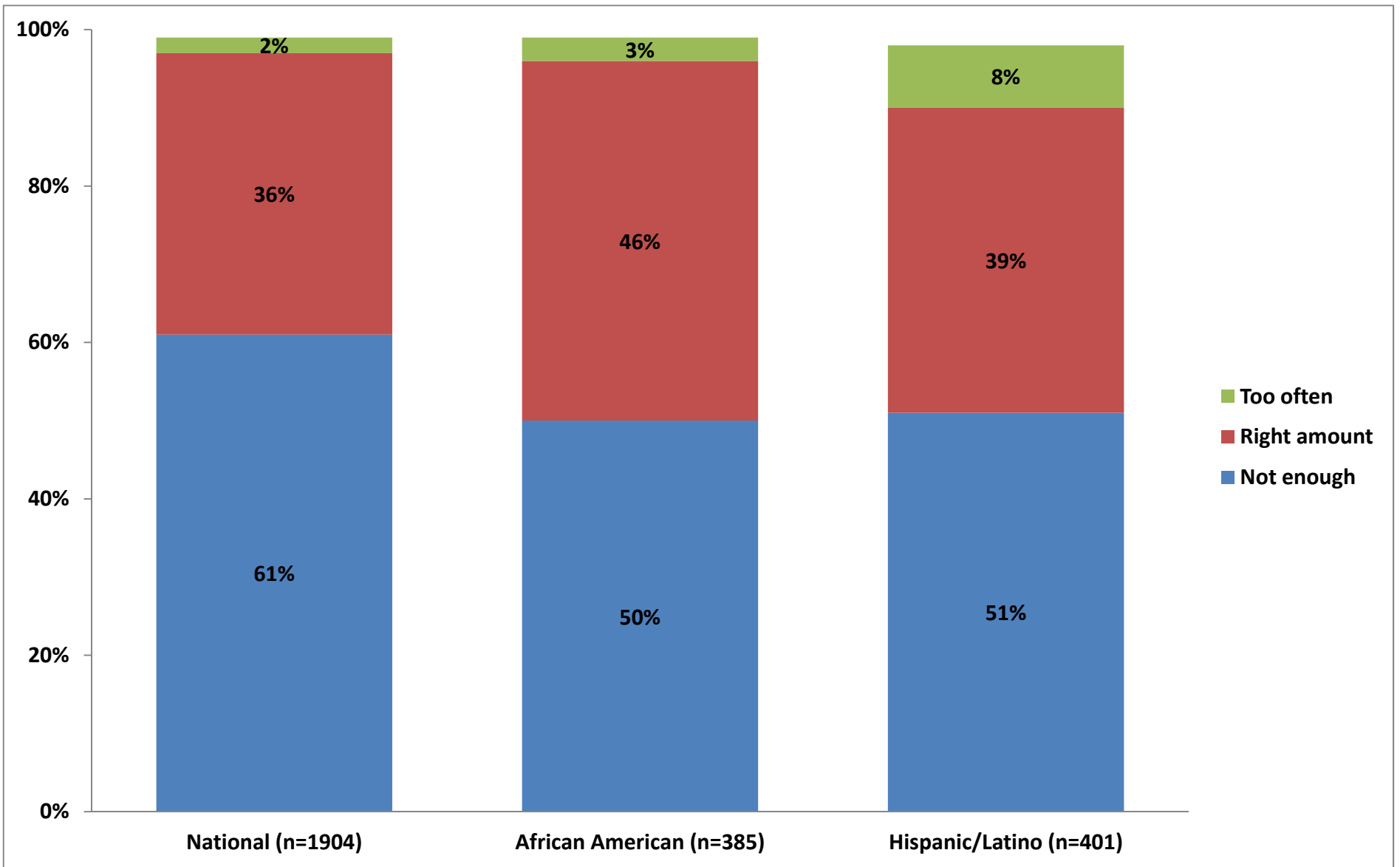
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 9: Frequency of seeing furthest grandchildren



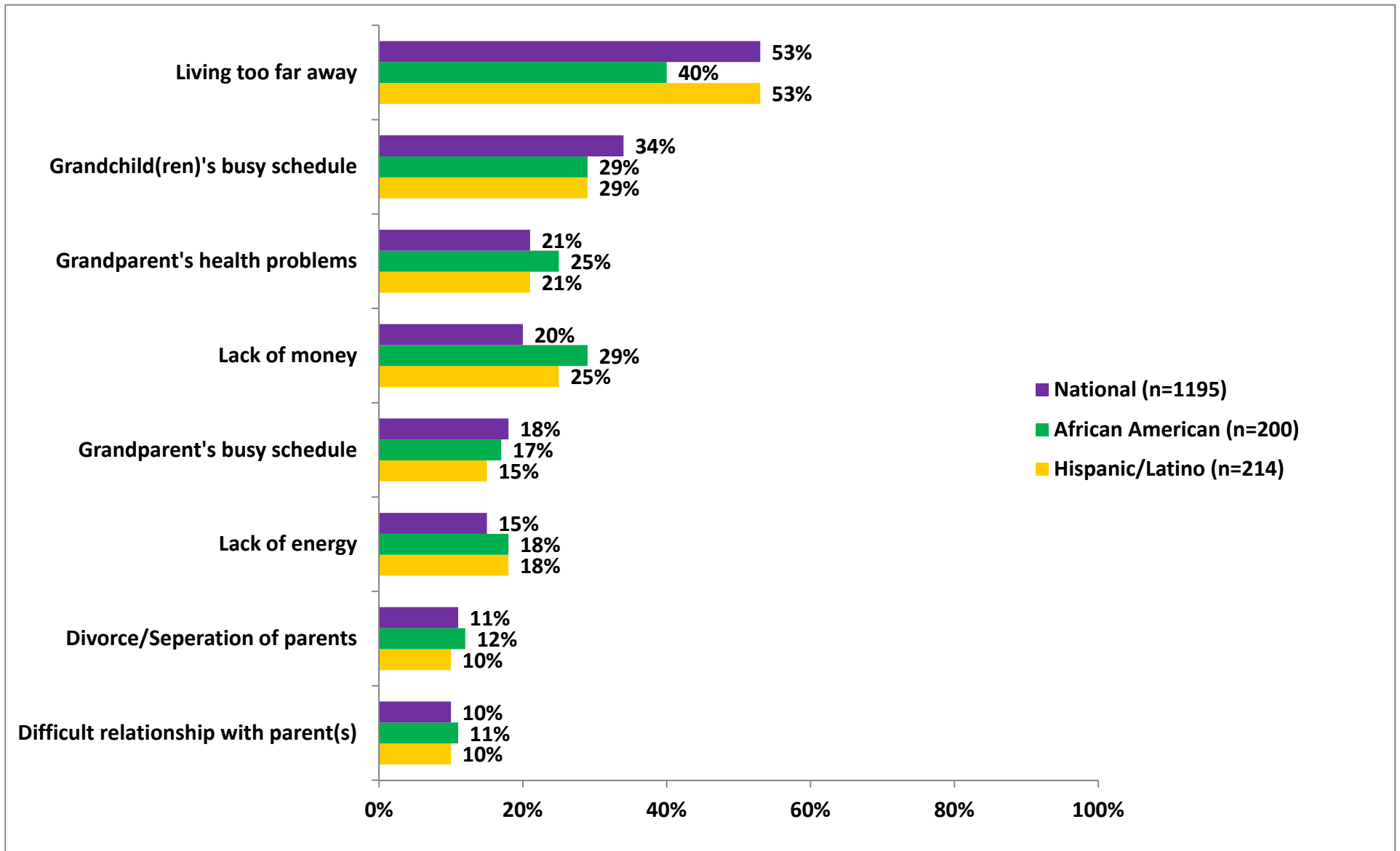
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 10: Feelings about frequency of seeing furthest grandchildren



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 11: Reasons for not seeing grandchildren enough – Major Reason



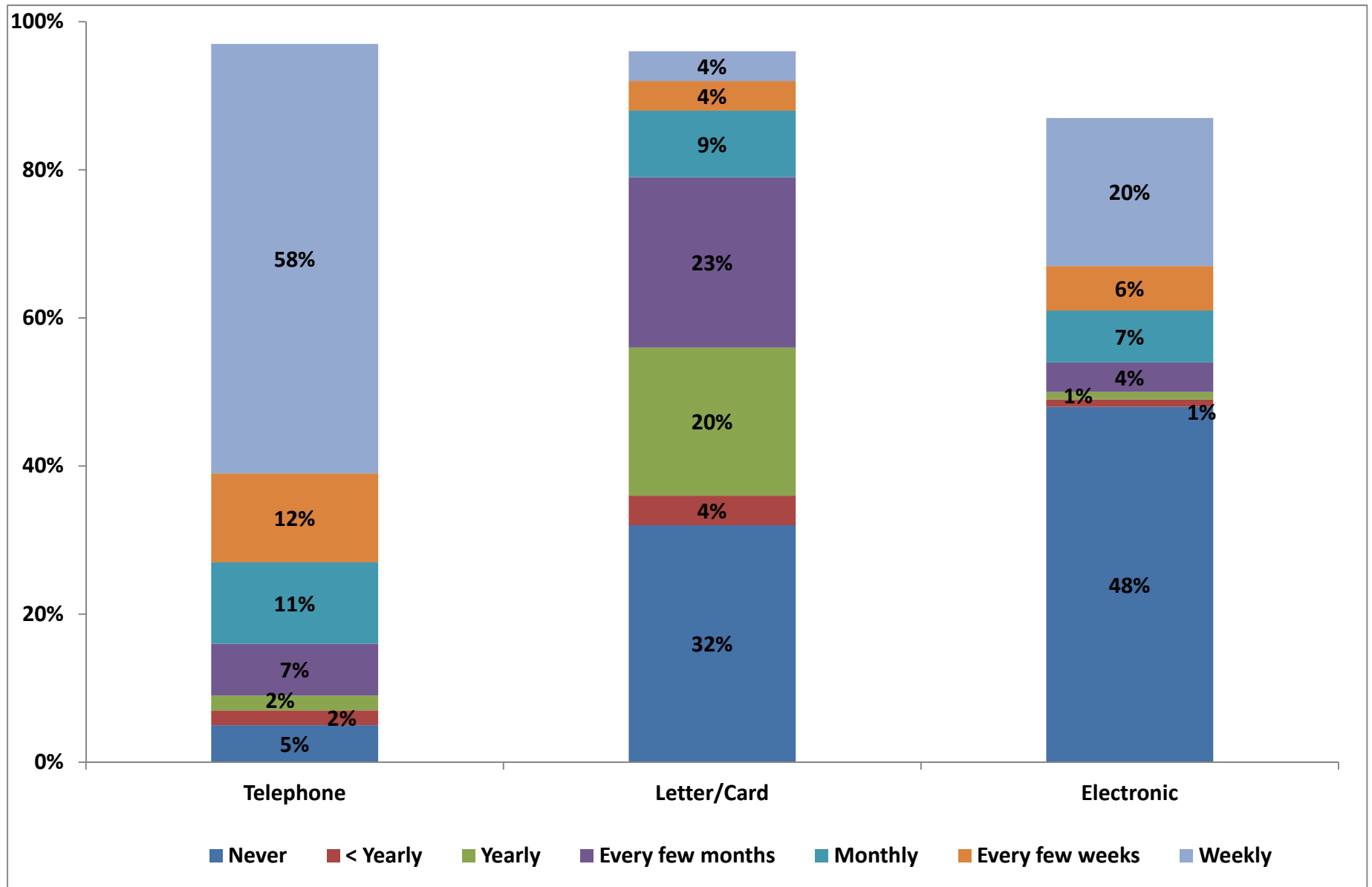
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Table 1: Activities with grandchildren in past six months

	National (n=1904)	African American (n=385)	Hispanic/ Latino (n=401)
	% Yes	% Yes	% Yes
Watch TV or videos at home	75	81	76
Go shopping	63	64	67
Physical activities like exercise, play sports, garden, etc.	58	50	46
Cook or bake	58	64	63
Go on outings like the movies, museums and amusement parks	55	56	60
Go to the library, read to/with	49	50	40
Attend religious services	47	65	53
Play games on a computer or gaming system (i.e., Wii, Playstation, etc.)	35	46	36

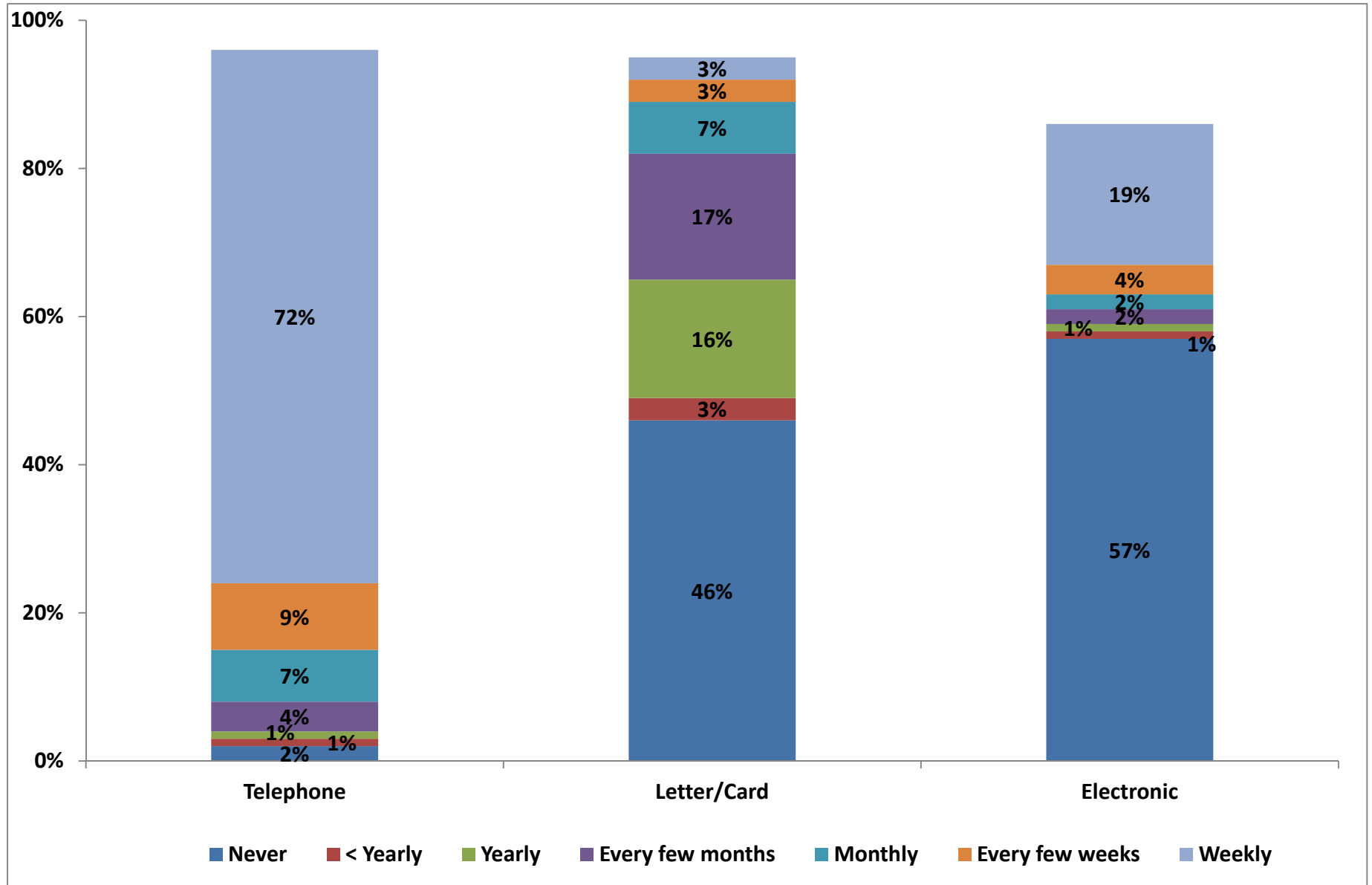
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 12: How grandparents communicate with grandchildren - National Sample (n=1904)



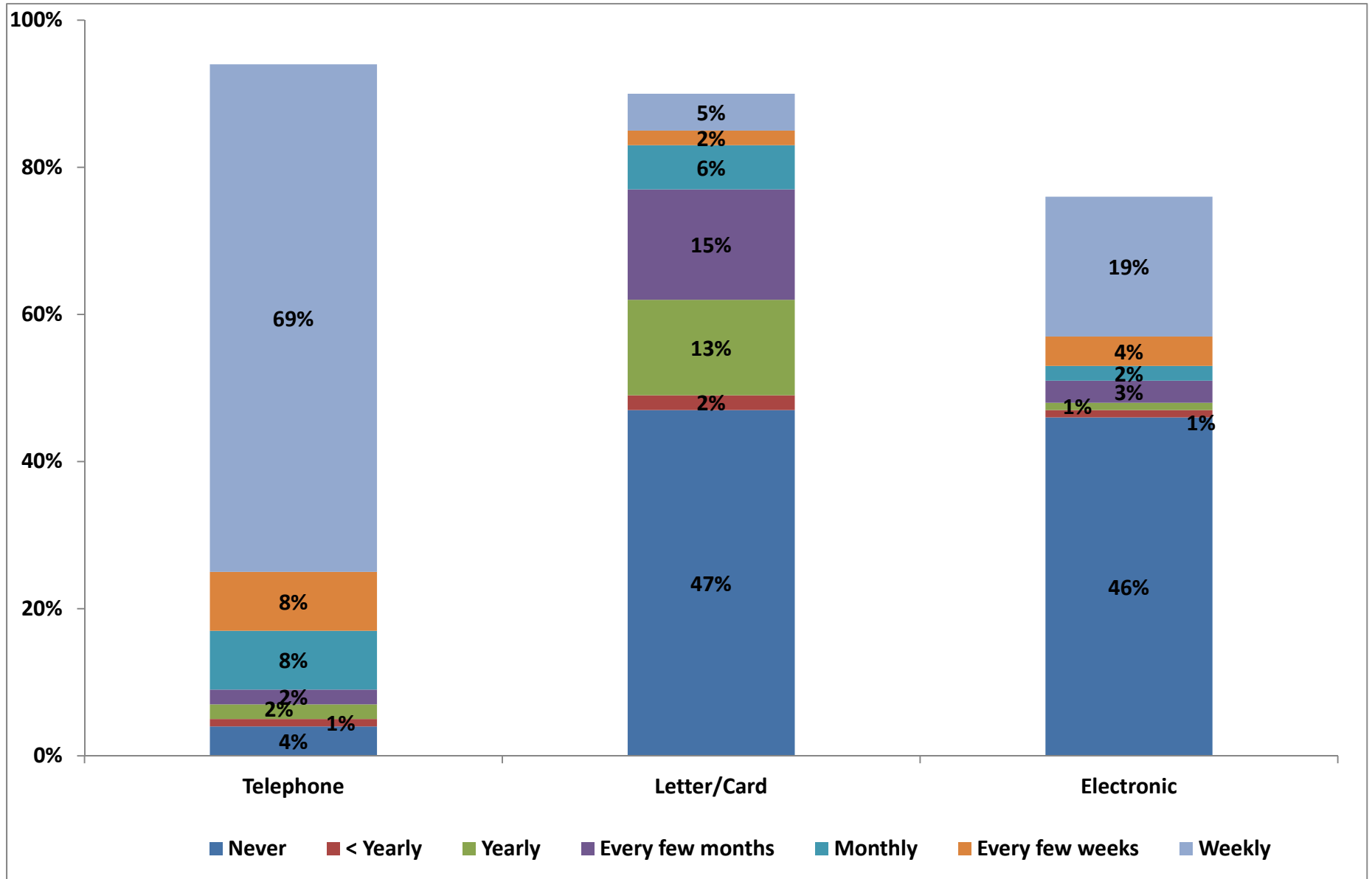
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 13: How grandparents communicate with grandchildren – African American Sample (n=385)



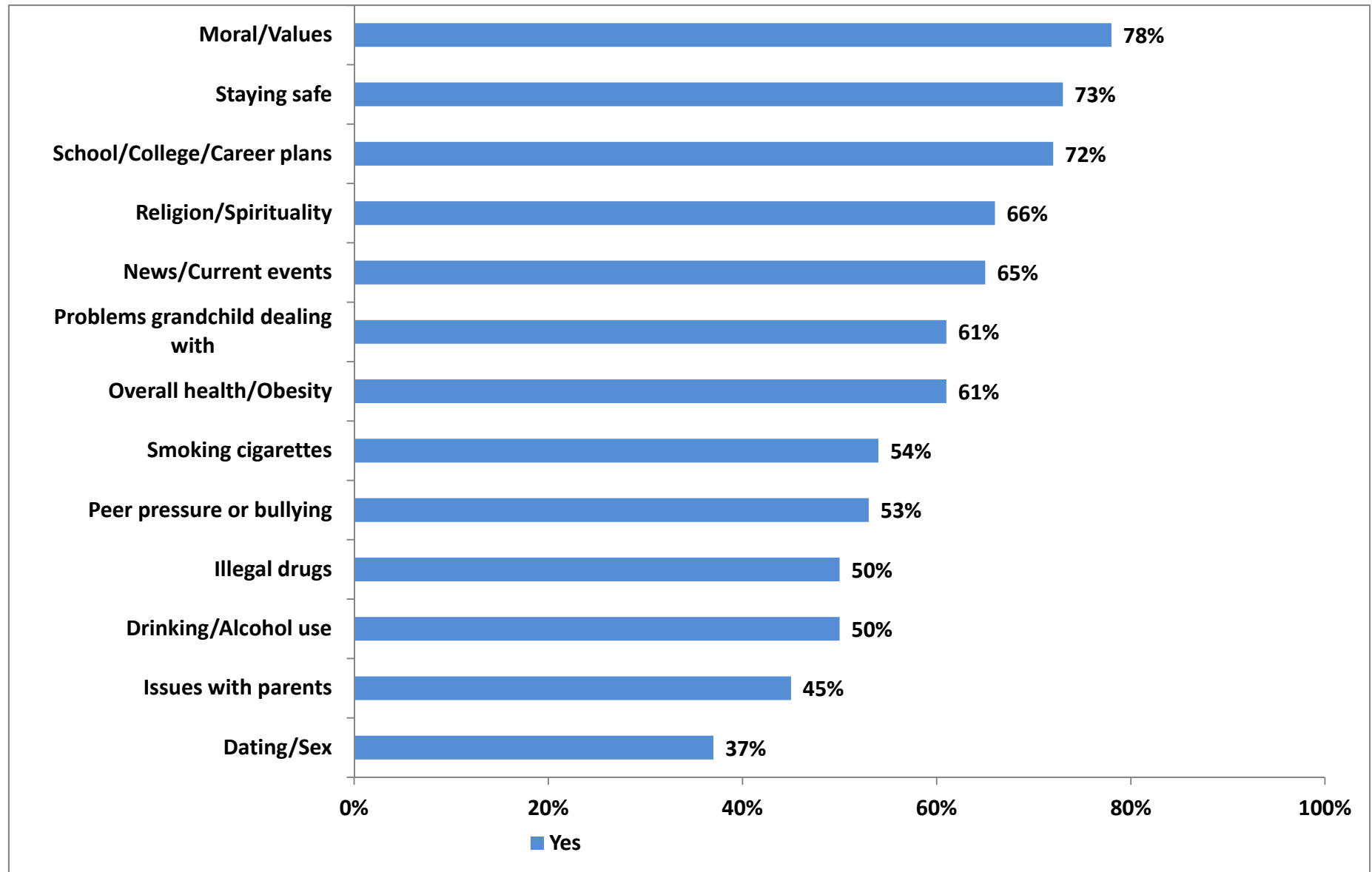
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 14: How grandparents communicate with grandchildren – Hispanic/Latino Sample (n=401)



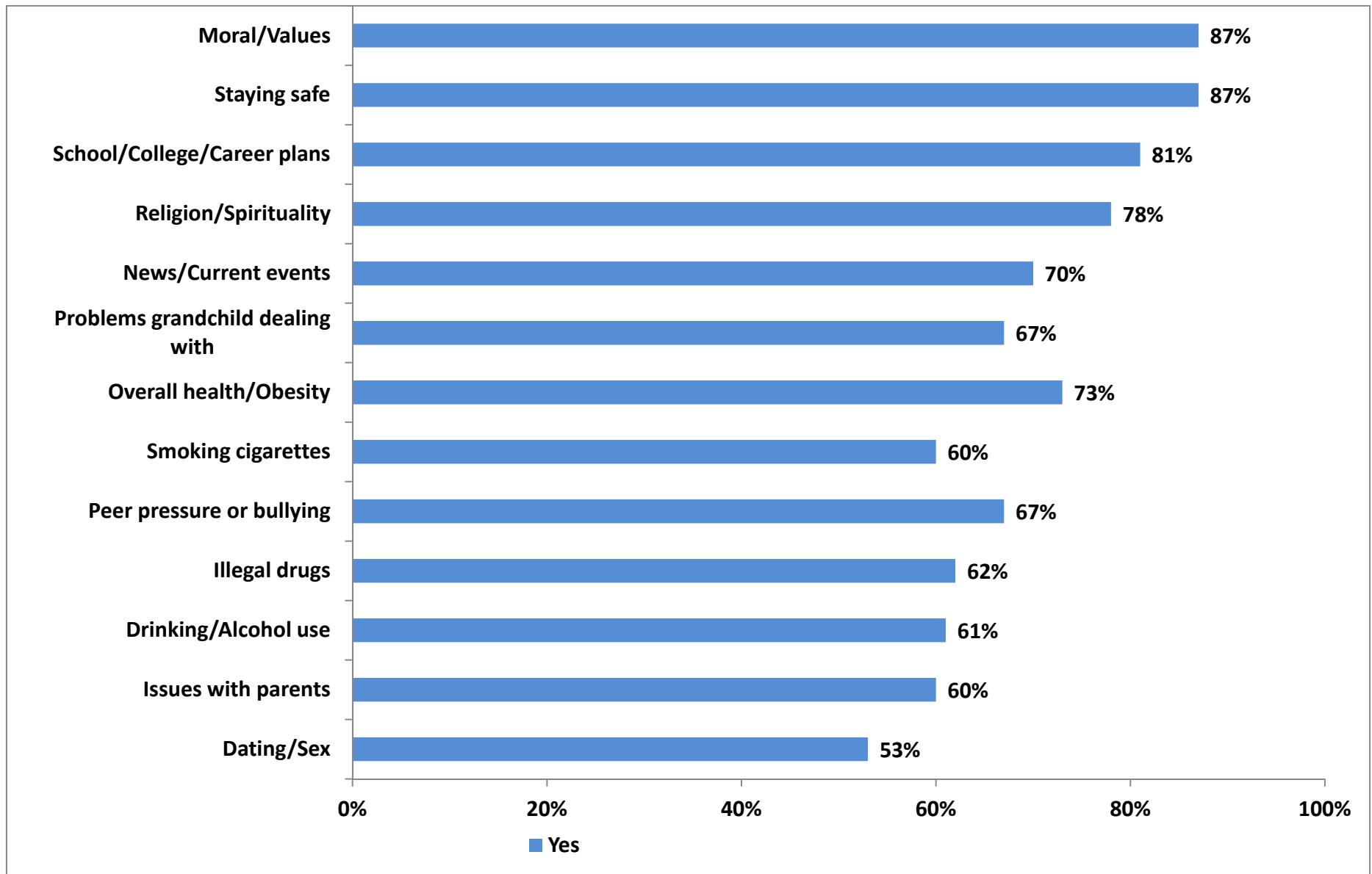
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 15: Topics discussed with grandchildren – National Sample (n=1904)



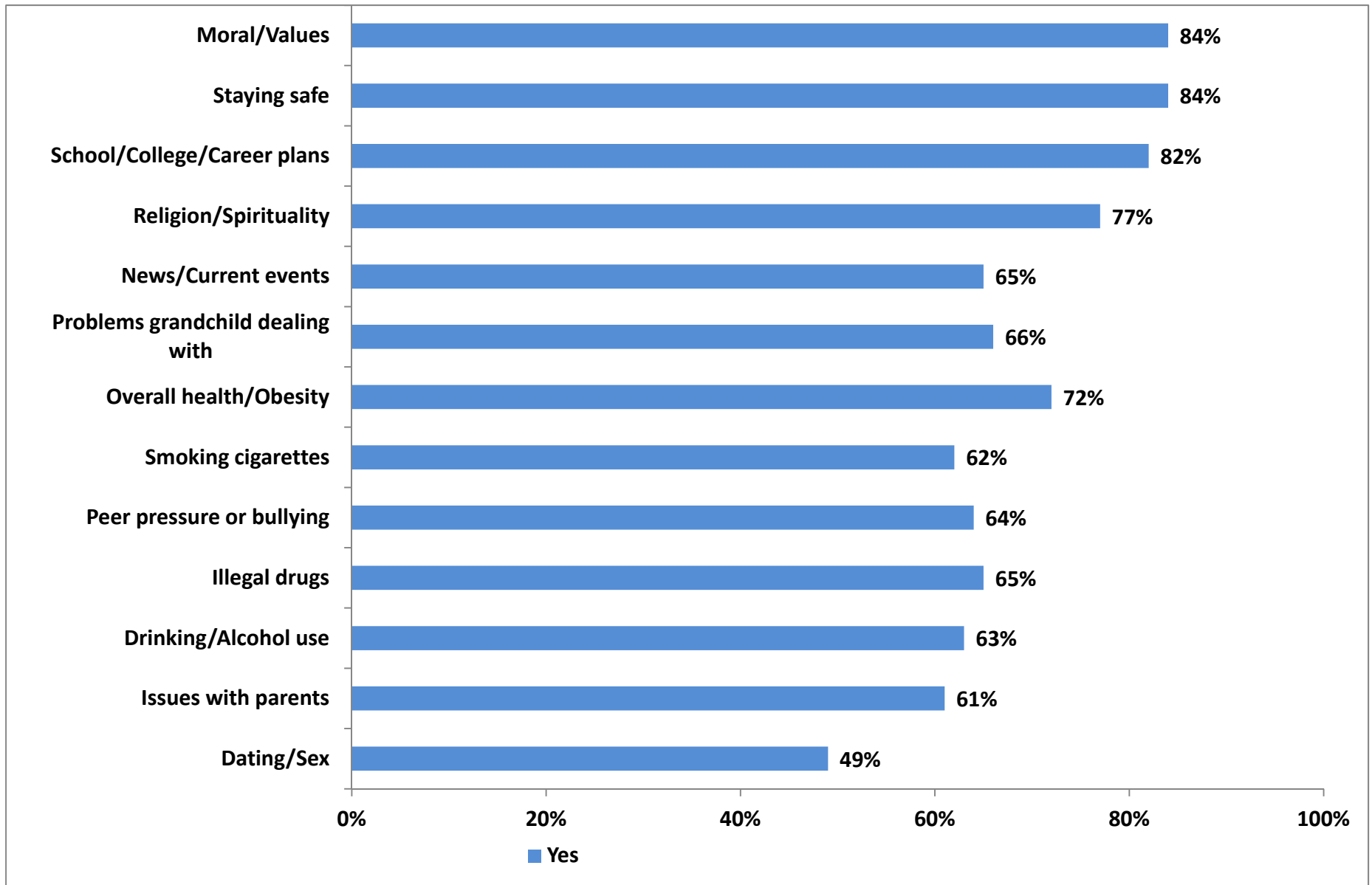
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 16: Topics discussed with grandchildren – African American Sample (n=385)



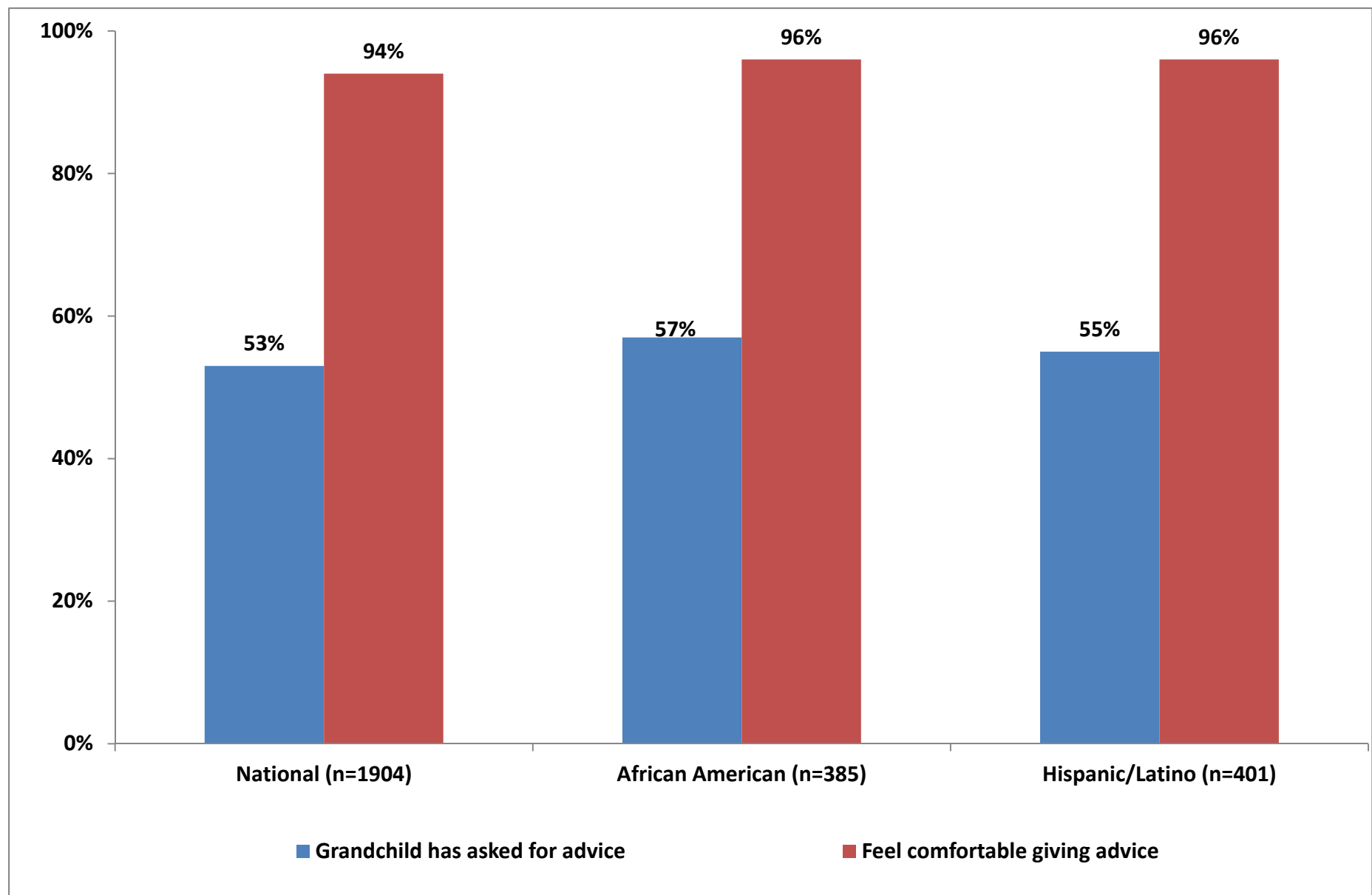
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 17: Topics discussed with grandchildren – Hispanic/Latino Sample (n=401)



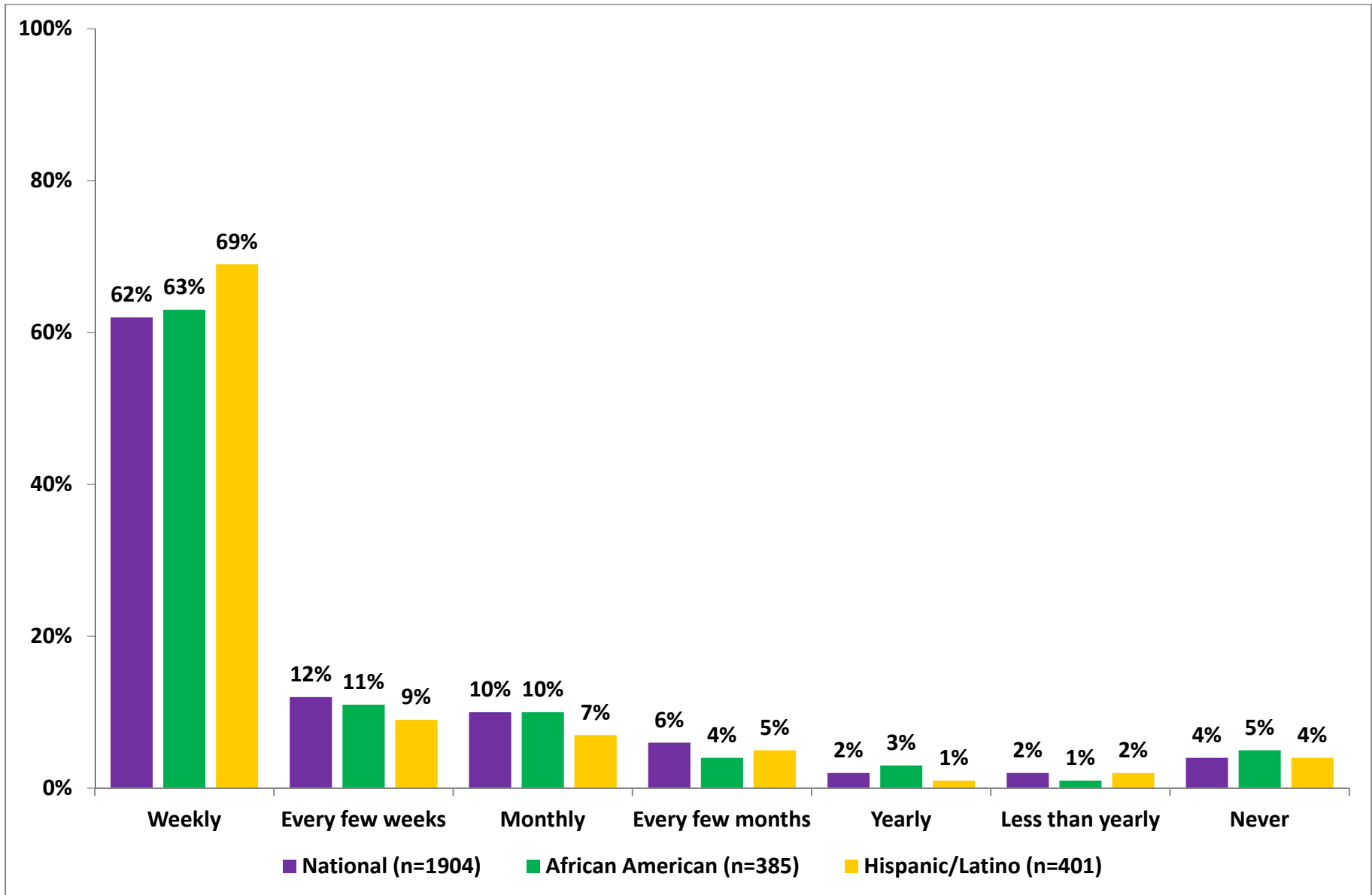
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 18: Giving advice to grandchildren



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 19: Frequency of speaking to own child about grandchild



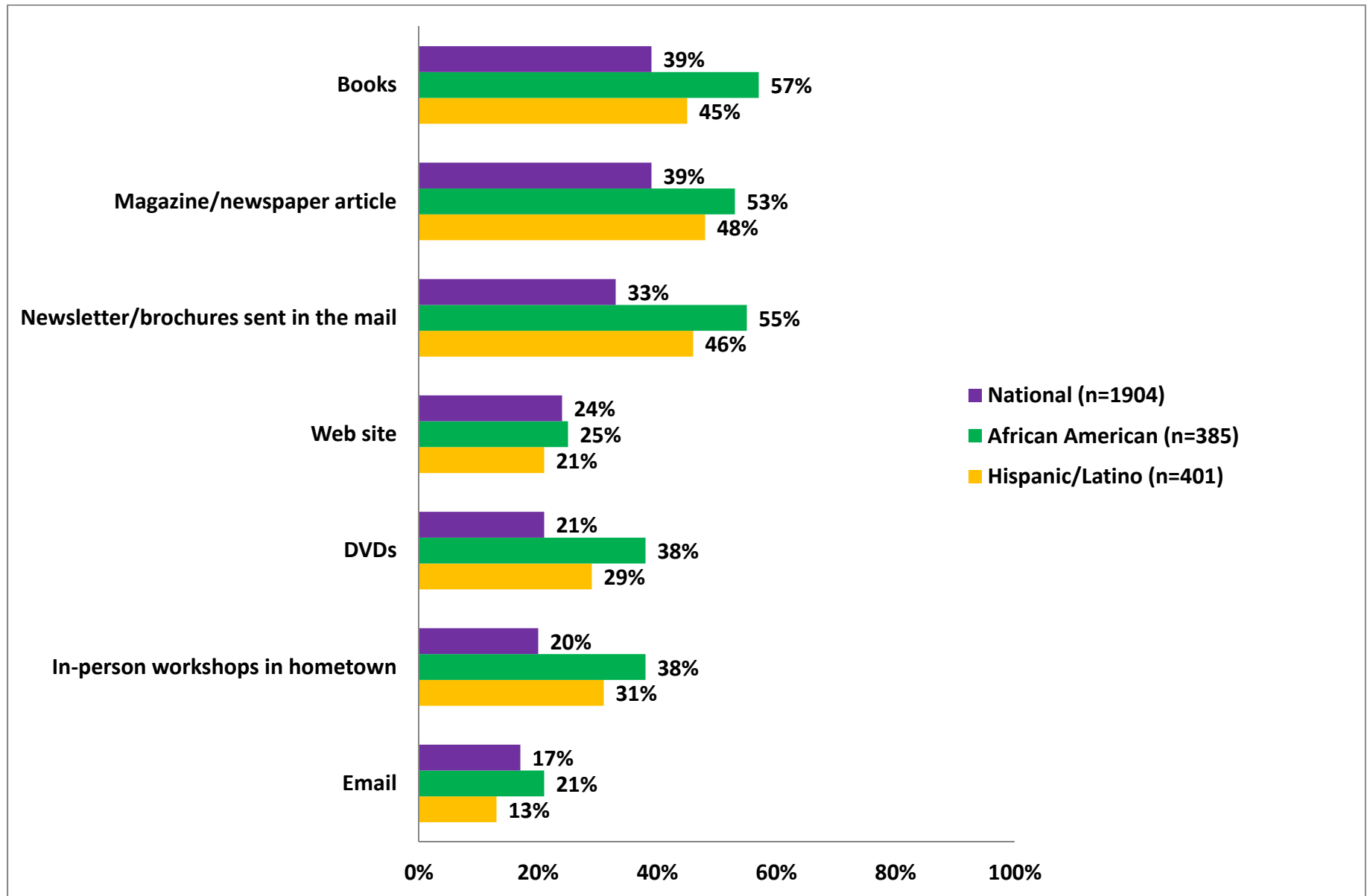
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Table 2: Information grandparents would like

	National (n=1904)	African American (n=385)	Hispanic/ Latino (n=401)
	% Yes	% Yes	% Yes
Fun things to do with grandchildren of all ages	43	57	51
Importance of grandparents to a child's well being	41	58	52
How to speak to grandchildren about issues in their lives	35	52	48
Gifts for grandchildren	34	42	45
Keeping in touch long distance	33	45	42
How to connect with your grandchildren	31	43	42
How to speak to own children about issues concerning the grandchildren	31	42	42
Children's developmental stages	30	49	47
Grandparent's legal rights	29	46	44
Information for grandparents raising grandchildren	24	41	40
Grandparenting in a blended family	22	41	40
Grandparenting in a multicultural family	18	37	40

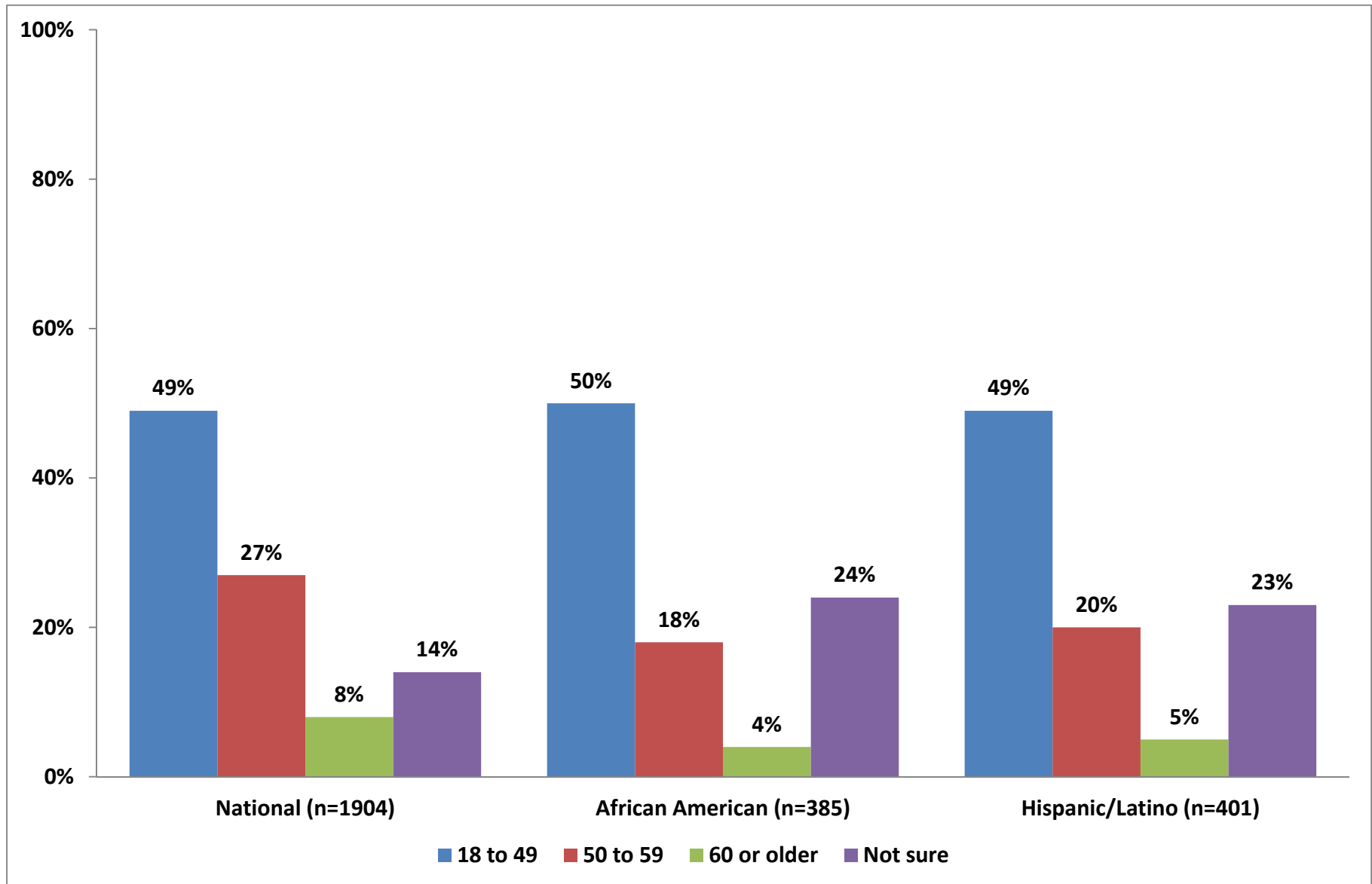
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 20: Preferences for receiving information



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 21: Age when first became grandparent

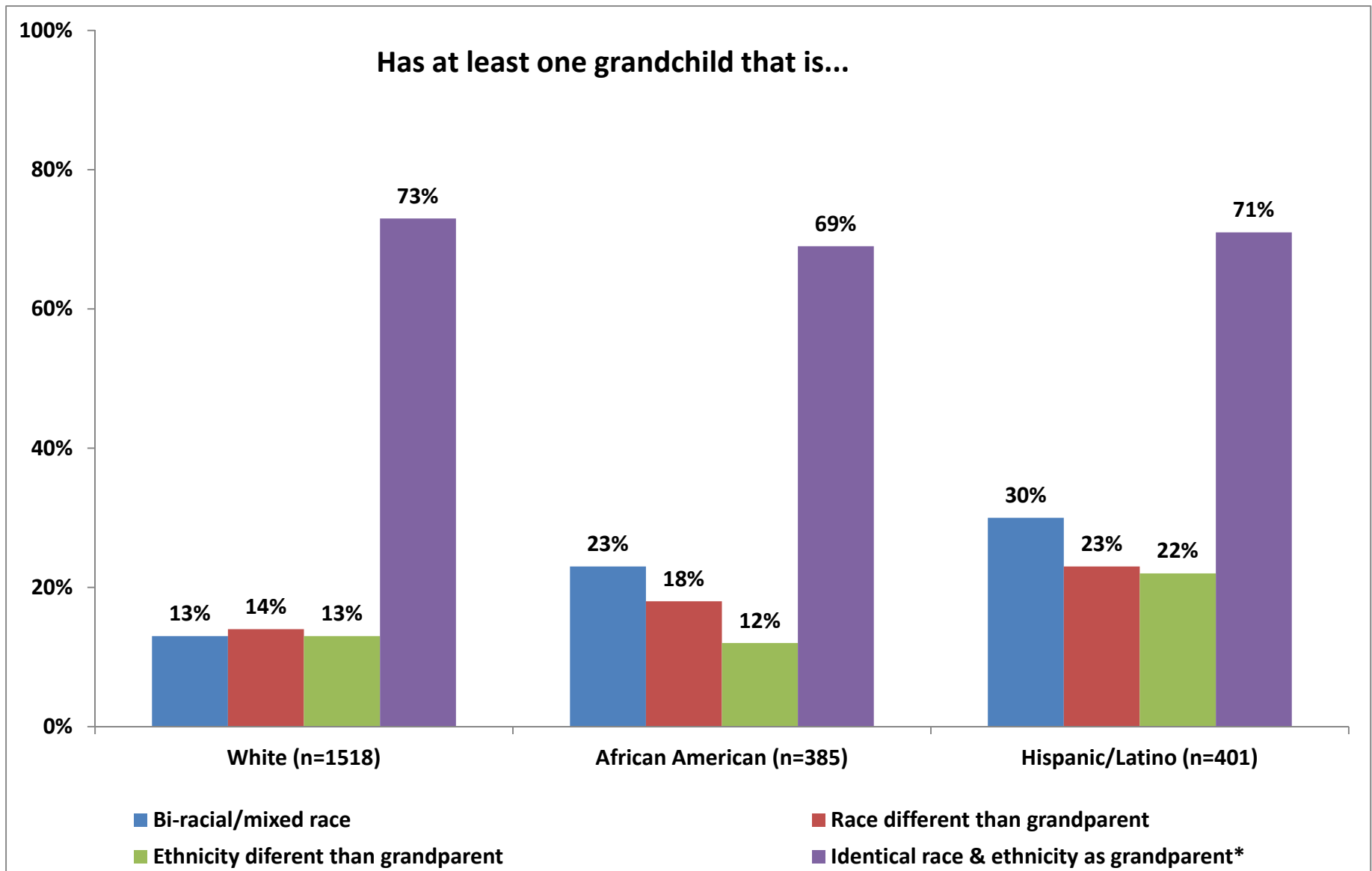


Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Module: Grandparenting in multiracial/multiethnic families

The quantitative survey included a module designed to measure the thoughts and opinions of grandparents who have multiracial or multiethnic grandchildren or grandchildren from races or ethnicities different from their own. This analysis includes all such grandparents (n=592).

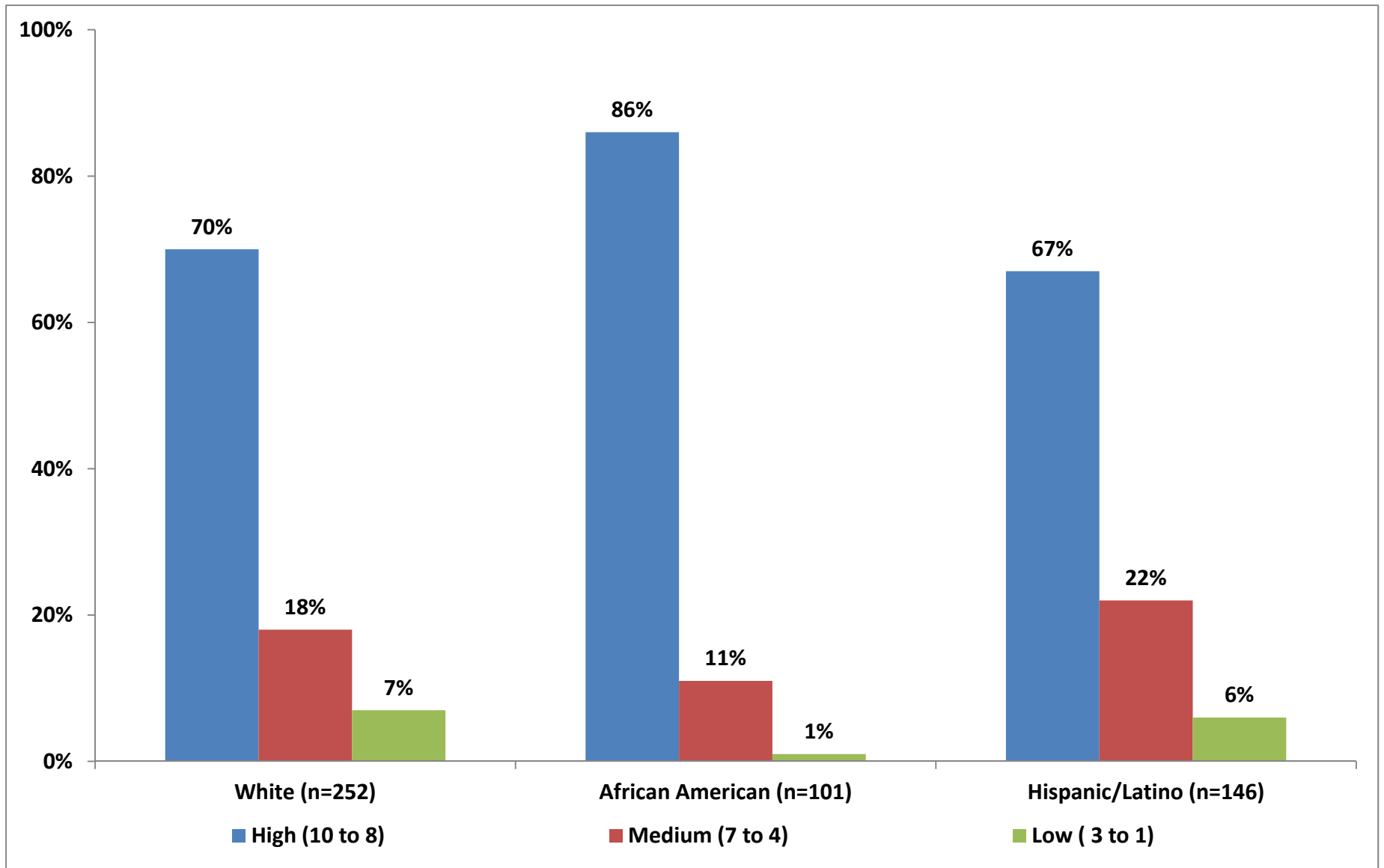
Figure 22: Grandparent in a multiracial or multiethnic family



*Grandparent has at least one grandchild that is of mixed race, different race or different ethnicity than the grandparent and at least one grandchild who has the same race and ethnicity as the grandparent.

Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

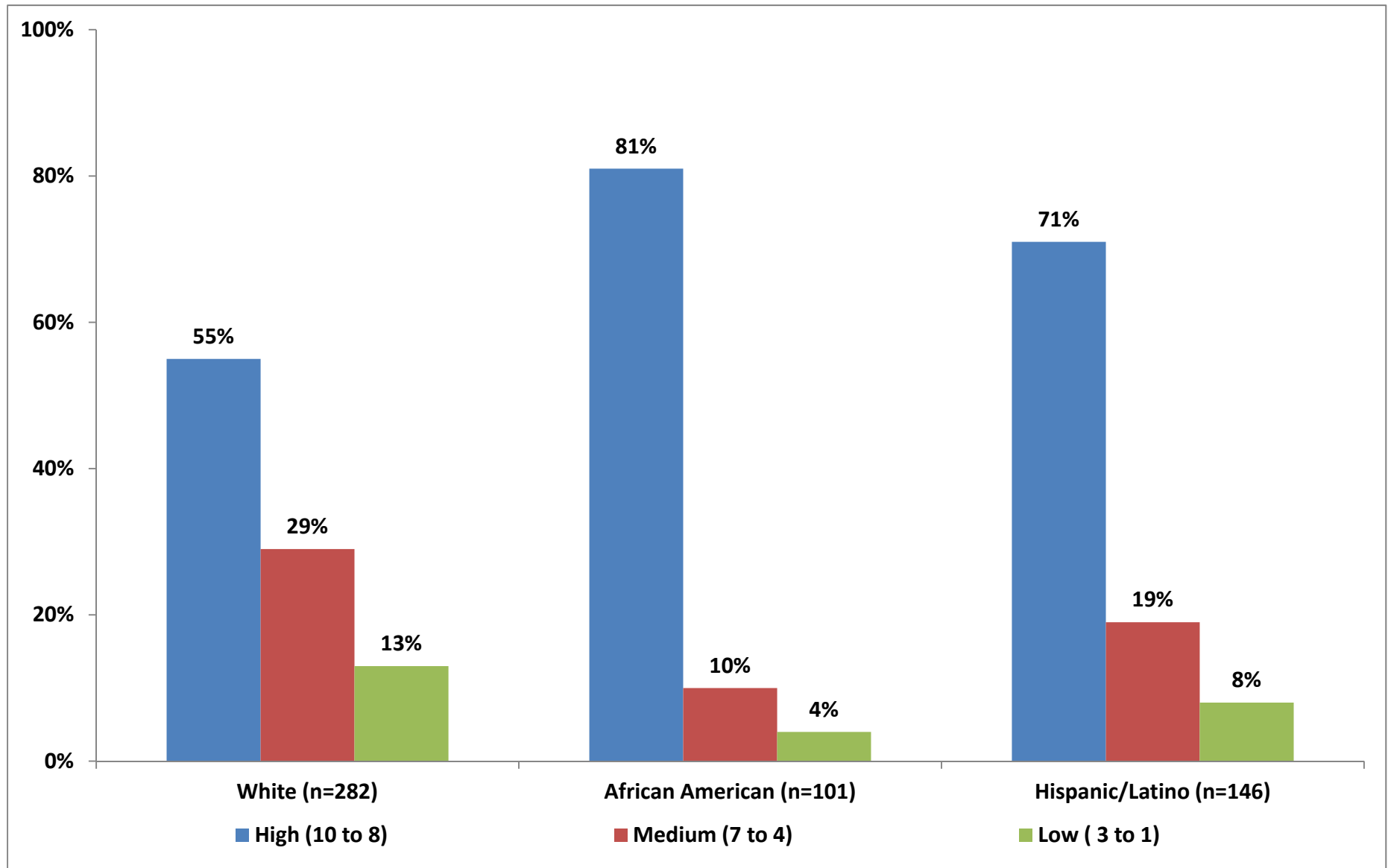
Figure 23: Connection to own cultural, racial, or ethnic heritage or roots



Grandparent asked to rate his/her own connection to heritage or roots using a scale of 1 meaning *not too strong* to 10 meaning *extremely strong*.

Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 24: Importance of being connection to own cultural, racial, or ethnic heritage or roots



Grandparent asked to rate how important it is for him/her to be connected to his/her own heritage or roots using a scale of 1 meaning *not too important* to 10 meaning *extremely important*.

Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Table 3: Opinion about grandparenting in multiracial/multiethnic families

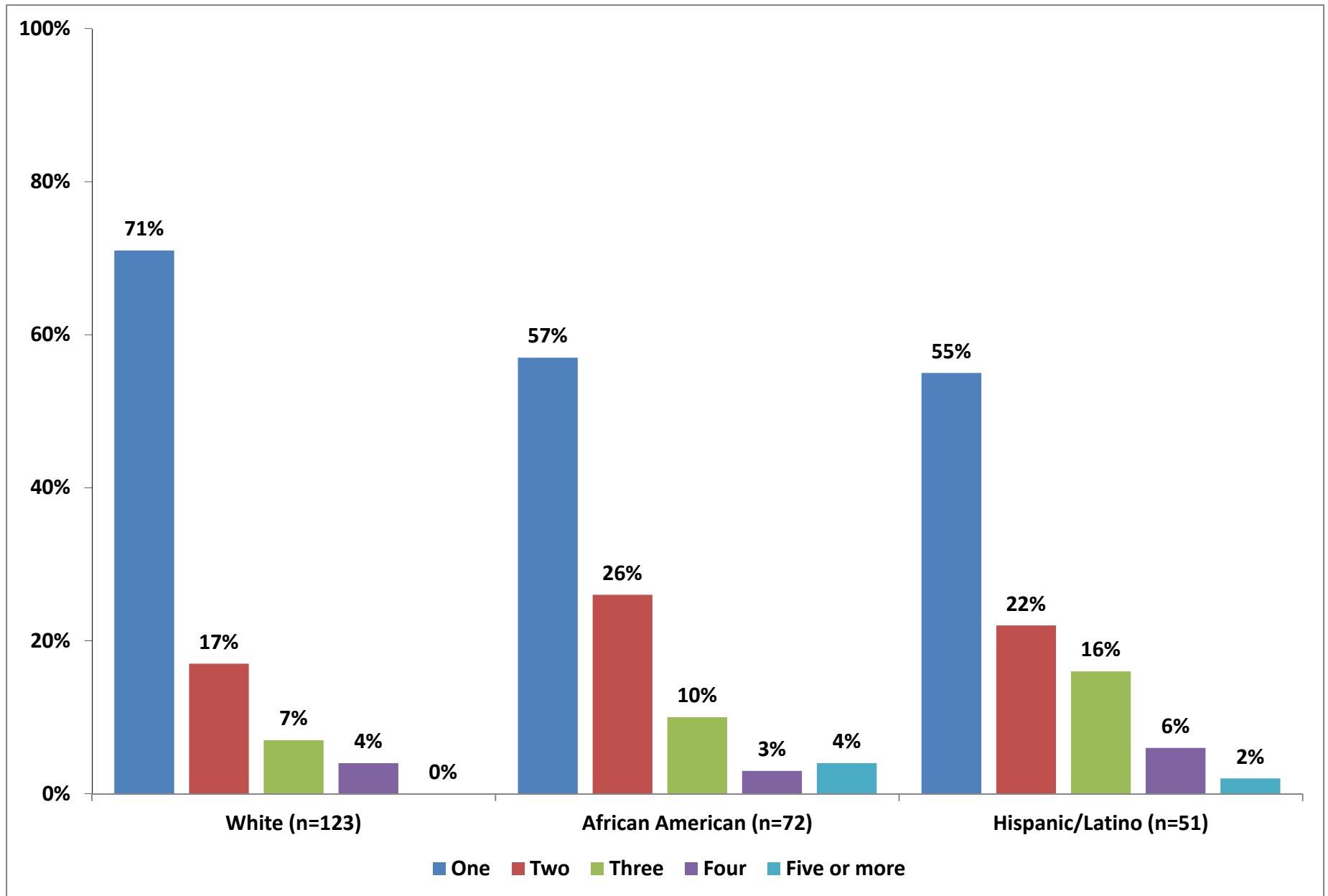
	% Agree		
	White (n=282)	African American (n=101)	Hispanic/ Latino (n=146)
“It is important that all my grandchildren know about my heritage and roots.”	87	98	94
“I make an effort to help my grandchildren who are a different race/ethnicity than I am, learn about their heritage and roots.”	68	78	81
“I have a good relationship with my grandchild’s parent who is a different race or ethnicity than I am.”	65	81	83
“I have a good relationship with my mixed-race grandchild’s other set of grandparents.”	57	73	80
Grandparents who have grandchildren from a different race/ethnicity have more challenges than grandparents who do not have grandchildren from different races.”	48	55	37
“Children who are of different races/ethnicities than their grandparents have more challenges than children who are not.”	50	53	37
I can relate better with my grandchildren who are the identical race/ethnicity as I am.”	25	37	35
“Having different racial/ethnic identities makes it difficult to relate to my grandchild.”	12	17	13

Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Module: Grandparents living with and raising grandchildren

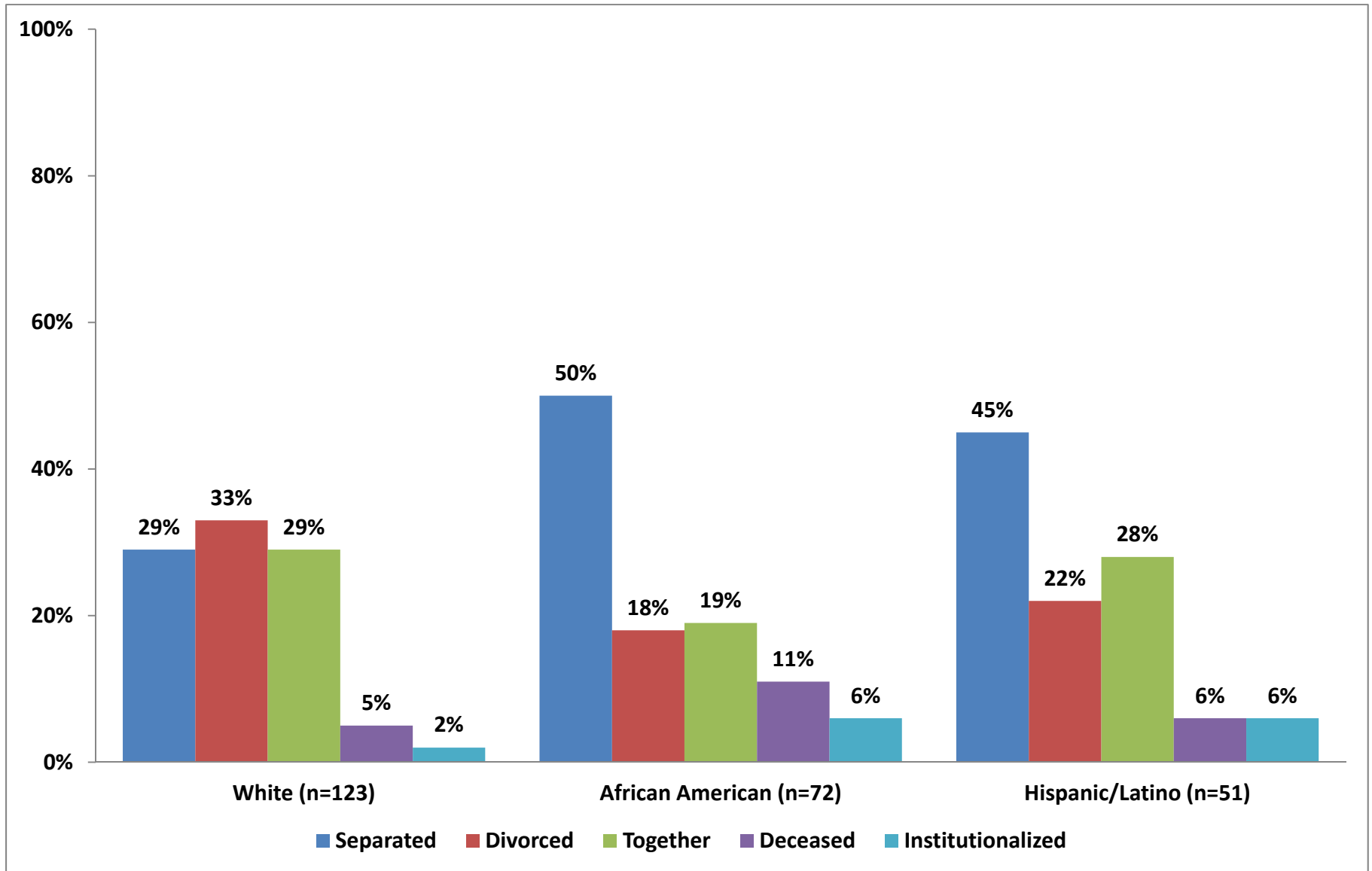
The quantitative survey included a module designed to measure the thoughts and opinions of grandparents who are living with and raising grandkids (n=264). About one in ten (11%, n=2485) grandparents who participated in the quantitative survey indicated that they have grandchildren living in the household. When looking at African American grandparents alone, the proportion of grandparents with grandchildren living with them nearly doubles to almost two in ten (19%, n=385). Comparatively, thirteen percent (n=401) of the Hispanic/Latino grandparents said they have grandchildren living with them, a pattern closer to the overall group.

Figure 25: Number of grandchildren living in the home



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 26: Marital status of parents of grandchildren living in home



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Table 4: Length of time grandchildren has/is expected to live with grandparent

	White (n=123)		African American (n=72)		Hispanic/Latino (n=51)	
	Has lived with %	Expected to live with %	Has lived with %	Expected to live with %	Has lived with %	Expected to live with %
Less than 6 months	13	9	7	8	12	4
6 months to a year	11	9	6	7	8	8
A year to 2 years	11	11	13	6	8	16
2 to 3 years	9	7	7	4	10	4
3 to 4 years	6	3	4	4	8	4
4 to 5 years	10	4	10	1	6	0
More than 5 years	29	8	39	19	33	12
Indefinitely	11	34	13	33	16	39
Don't know/not sure	1	15	3	16	0	14

Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Table 5: Length grandparent has been/expects to be primary caregiver

	White (n=42)		African American (n=23)		Hispanic/Latino (n=15)	
	Has been primary %	Expected to be primary %	Has been primary %	Expected to be primary %	Has been primary %	Expected to be primary %
A year or less	19	17	9	13	27	20
2 years	5	12	13	0	0	0
3 years	7	5	4	0	0	0
4 years	7	5	17	9	0	0
5 years to less than 18 years	29	11	42	30	21	13
18 or more years	16	17	8	18	27	20
Don't know/not sure	5	20	0	26	13	27

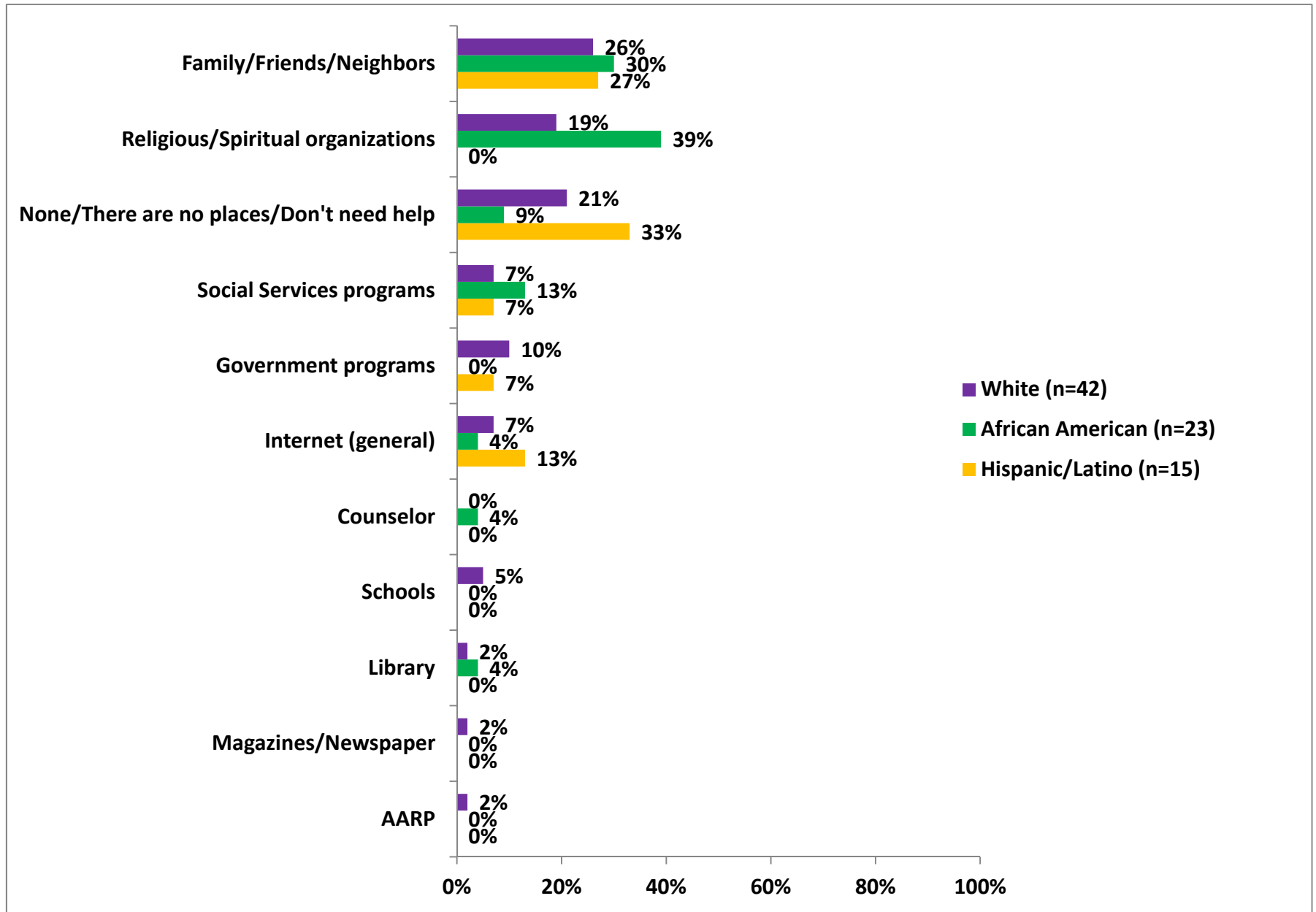
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Table 6: Information grandparents raising grandchildren need

	% Yes		
	White (n=42)	African American (n=23)	Hispanic/ Latino (n=15)
How to cope with the stress of raising children	24	22	40
Grandparent’s legal rights	21	26	7
The latest information on childcare/rearing	14	22	20
How to pay for college	17	26	0
How to get child help with home work	17	17	0
Age appropriate activities for grandchildren	7	22	7
How to prepare a healthy diet for kids/prevent obesity	10	17	7
Medical insurance	10	22	0

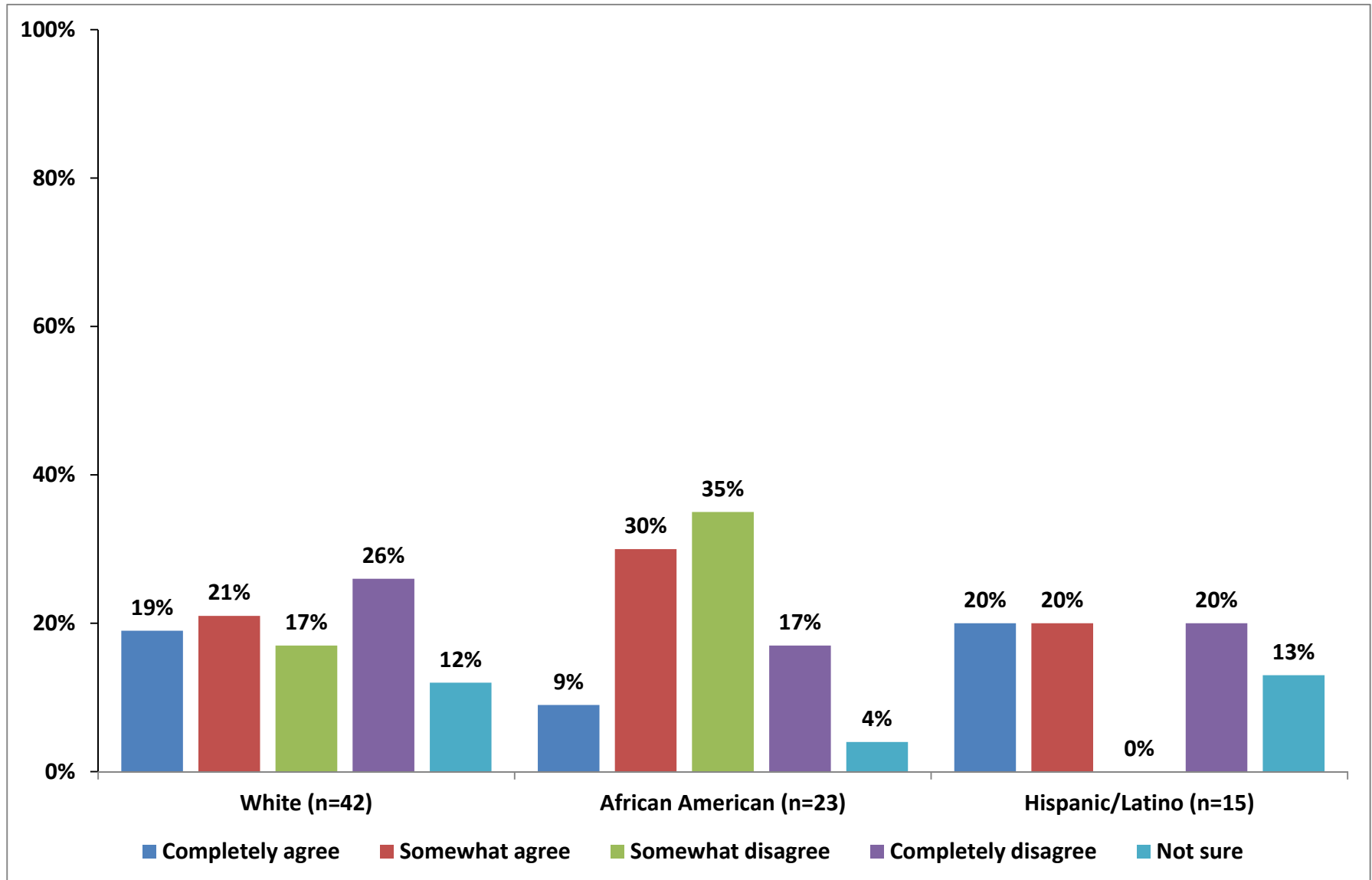
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 27: Sources for information/services needed for grandparent primary caregiver



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 28: Statement agreement: There are already enough resources for grandparent primary caregivers



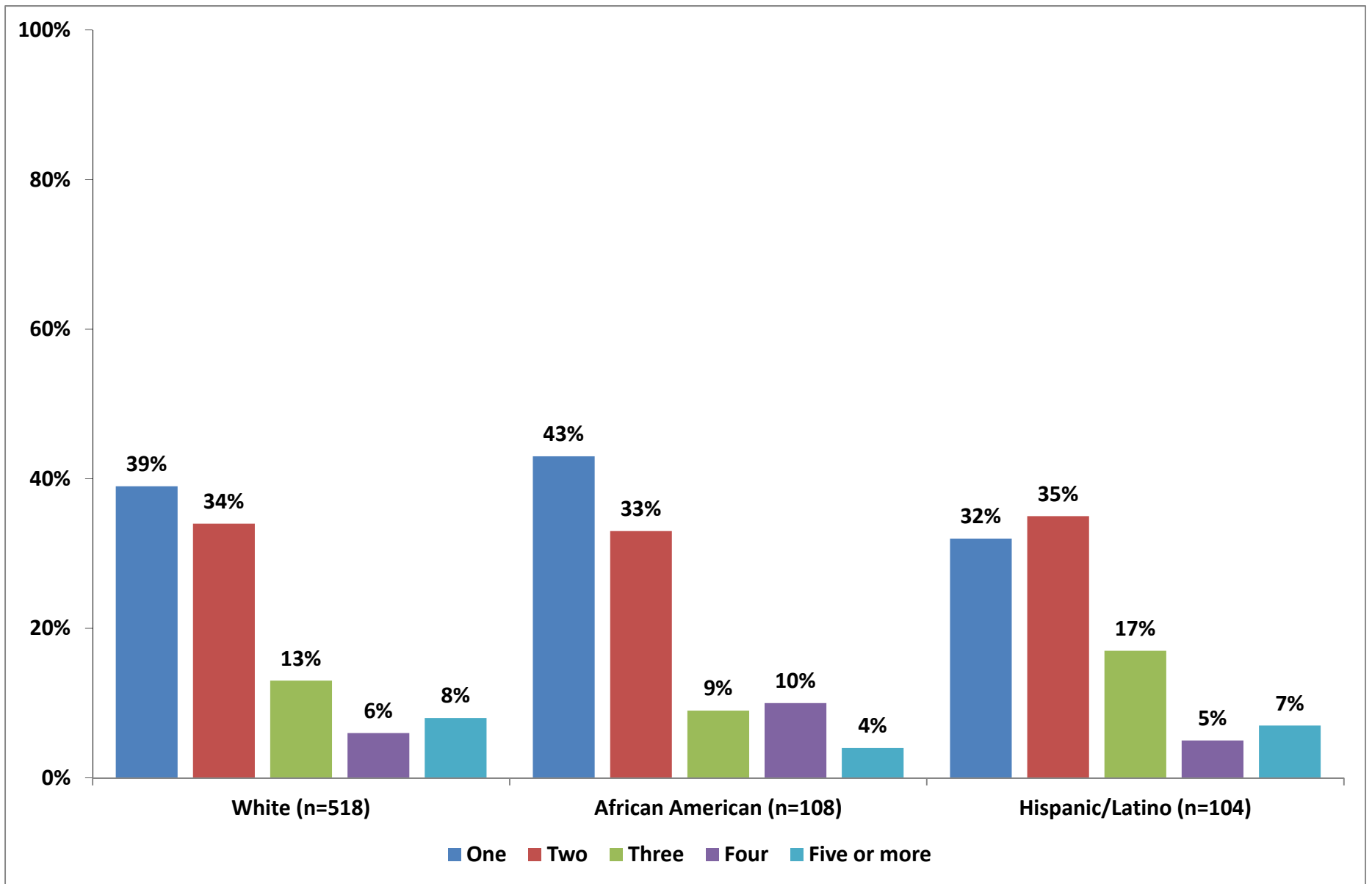
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Module: Grandparents providing daycare service

All participants in the quantitative survey who were not primary caregivers (n=2398) were asked about providing daycare services for their grandchildren. More than one in ten (16%) said they provide child daycare services for their grandchildren while the parents are at work or school. This proportion differs slightly for African American grandparents (14%) and Hispanic/Latino grandparents (19%).

Of those who did not currently provide daycare, a little more than a third (36%) said they had provided the service in the past. However, the majority (66%) said they provided daycare service for their grandchildren more than two years ago. Both grandparents who currently provide daycare service and those who provided the service in the past participated in this module. This group of grandparent daycare providers represents a third (33%) of the eligible survey participants (n=799).

Figure 29: Number of grandchildren for whom grandparent provides/provided daycare



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Table 7: Types of daycare service currently provides or provided

	% Yes		
	White (n=518)	African American (n=108)	Hispanic/ Latino (n=104)
When grandchild is sick (sick care)	69	74	79
Care for grandchild either before or after school	62	65	67
For grandchildren during summer breaks	60	63	68
Backup daycare when regular daycare falls/fell through	60	63	58
Regular daycare for grandchild not old enough to be in school yet	57	56	64
Care for grandchildren during school holidays	54	57	65

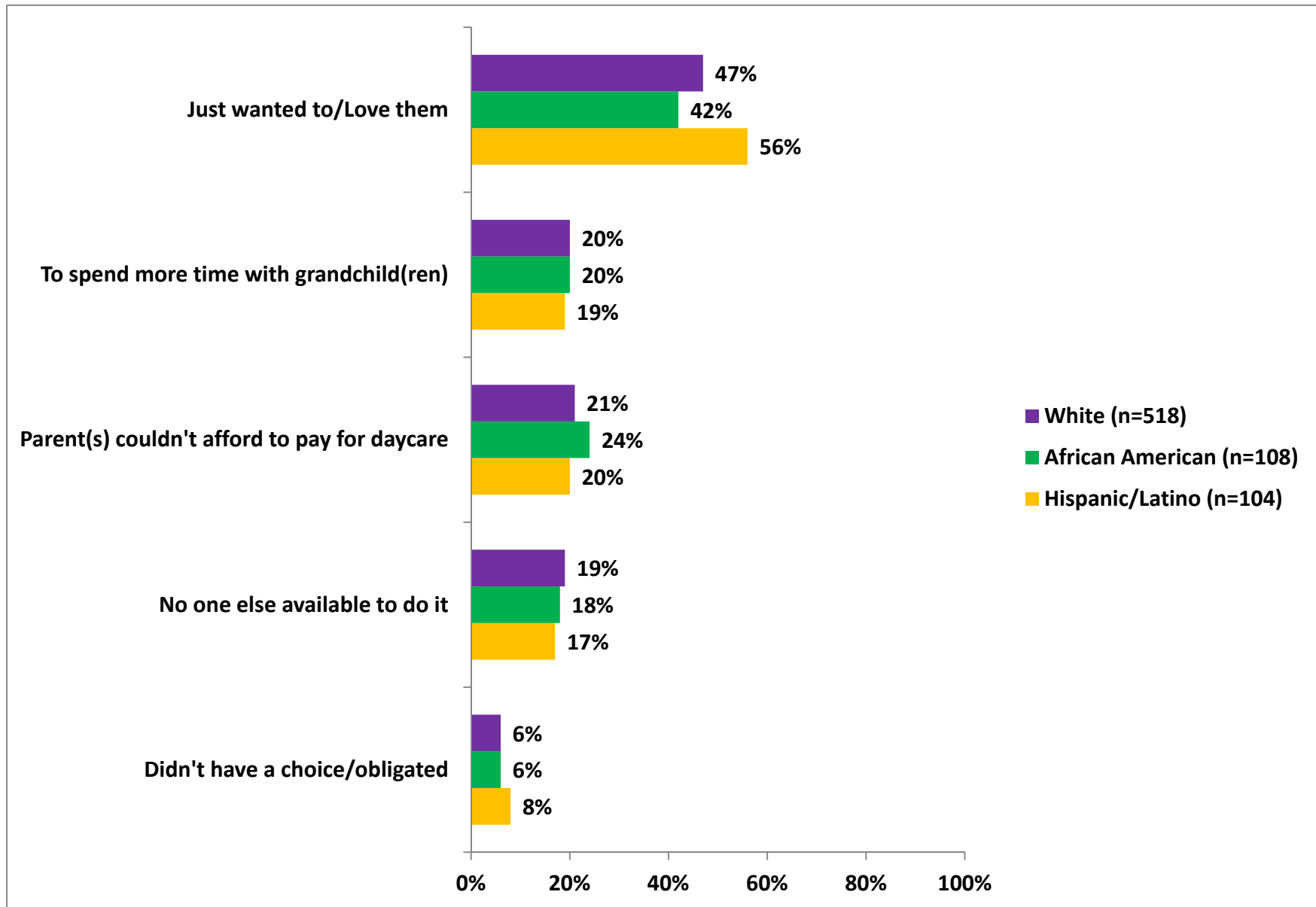
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Table 8: Length of time grandparent has been/provided and expects to provide daycare

	White		African American		Hispanic/Latino	
	Has been/ provided Daycare (n=518) %	Expects to continue to provide daycare (n=184) %	Has been/ provided Daycare (n=108) %	Expects to continue to provide daycare (n=35) %	Has been/ provided Daycare (n=104) %	Expects to continue to provide daycare (n=39) %
A year or less	25	23	26	28	19	13
2 years	12	4	10	6	9	5
3 years	8	3	9	11	6	0
4 years	6	2	8	0	5	0
5 years or more	39	37	38	15	52	42
Don't know/not sure	9	30	8	40	8	36

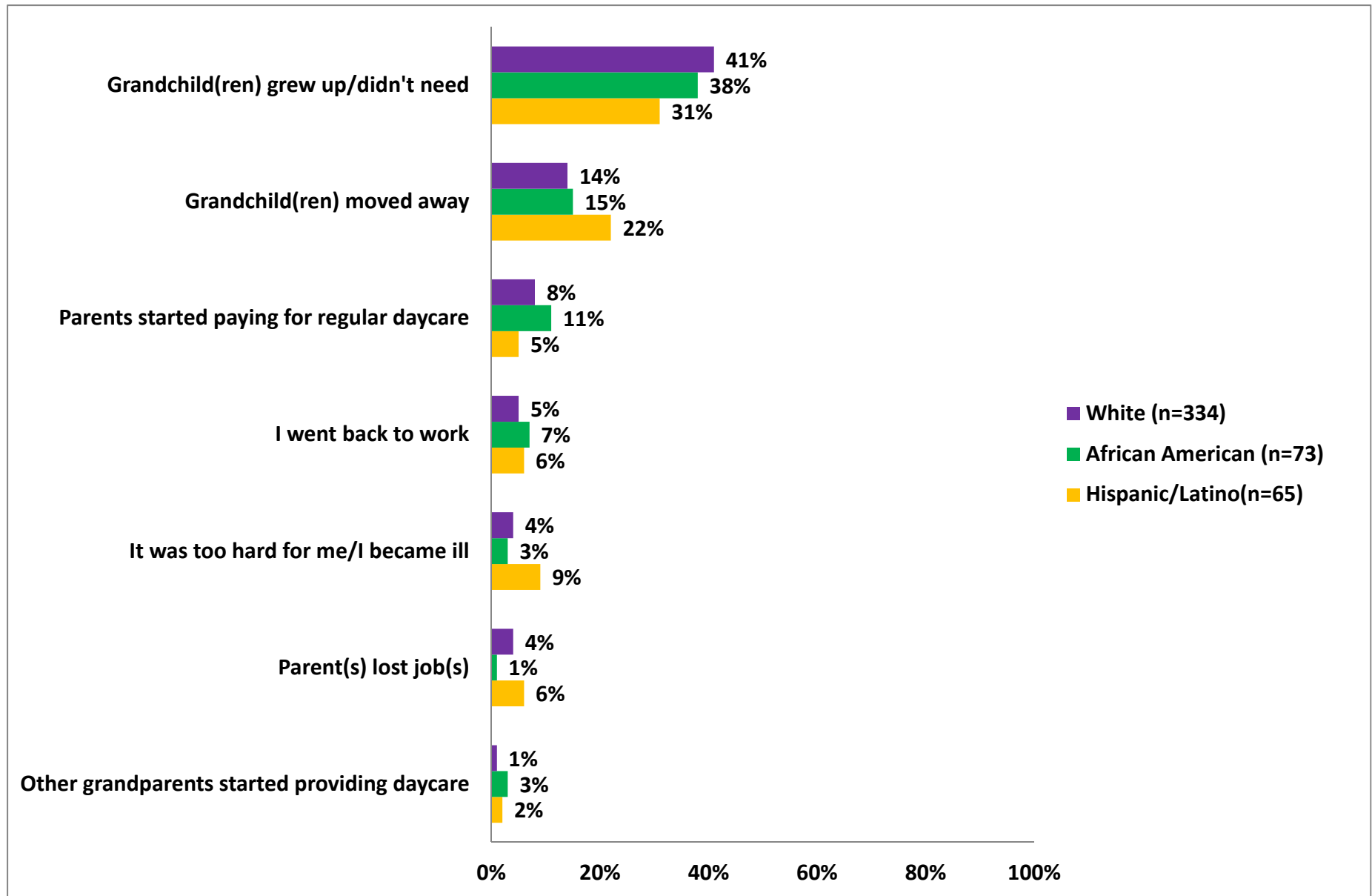
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 30: Reasons grandparents provide/did provide daycare services



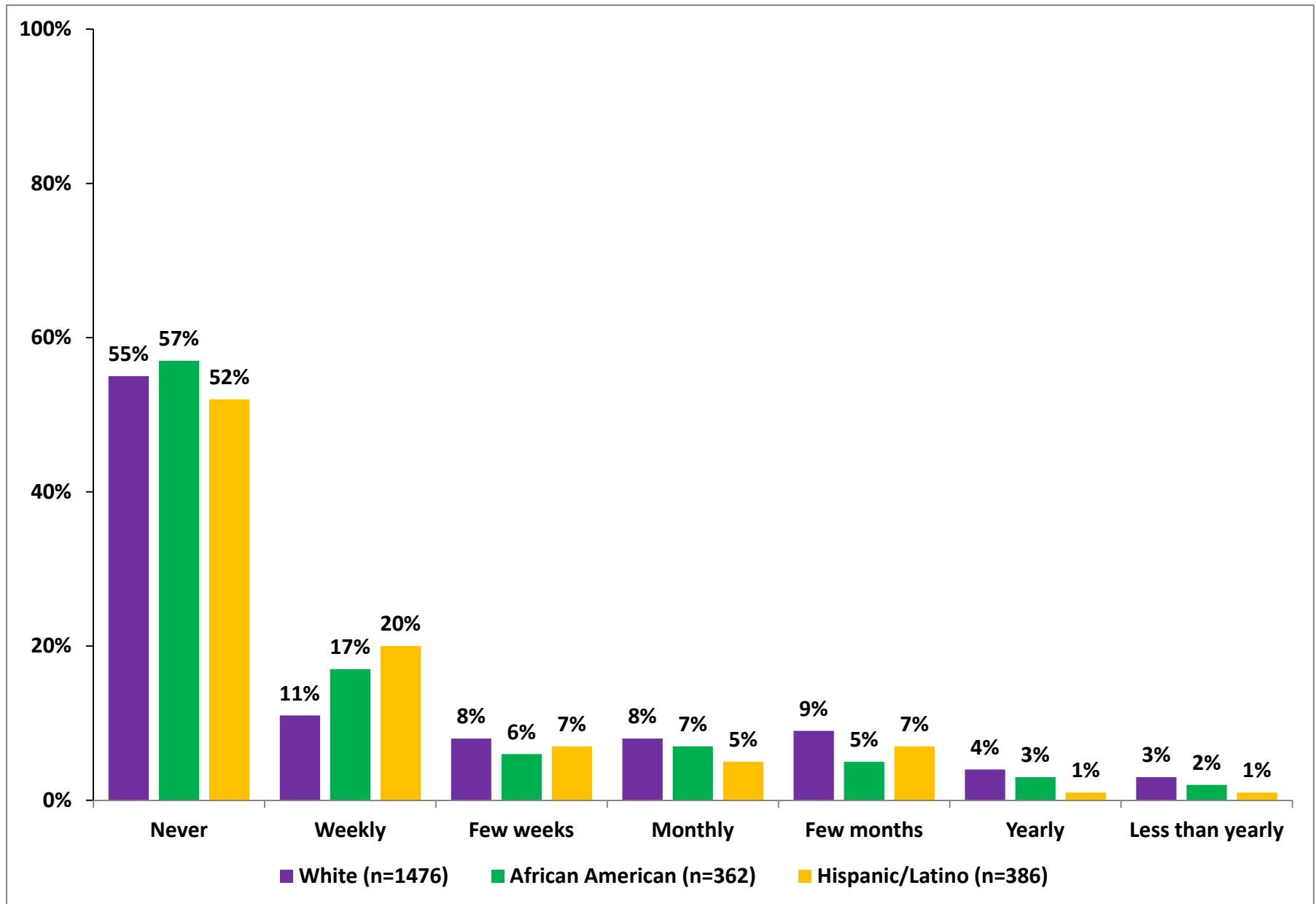
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 31: Reasons grandparents are no longer providing daycare services



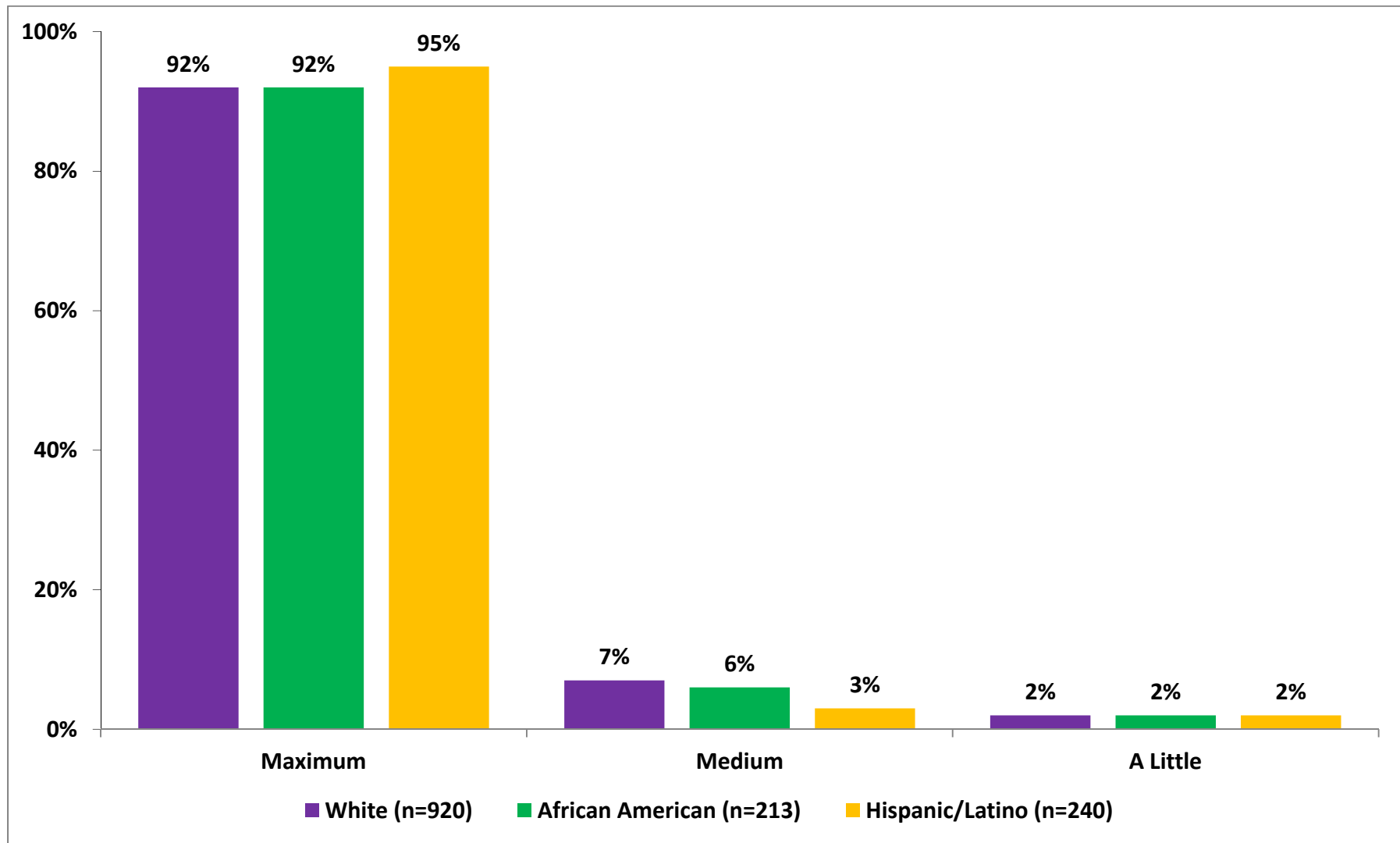
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 32: Frequency of babysitting grandchildren



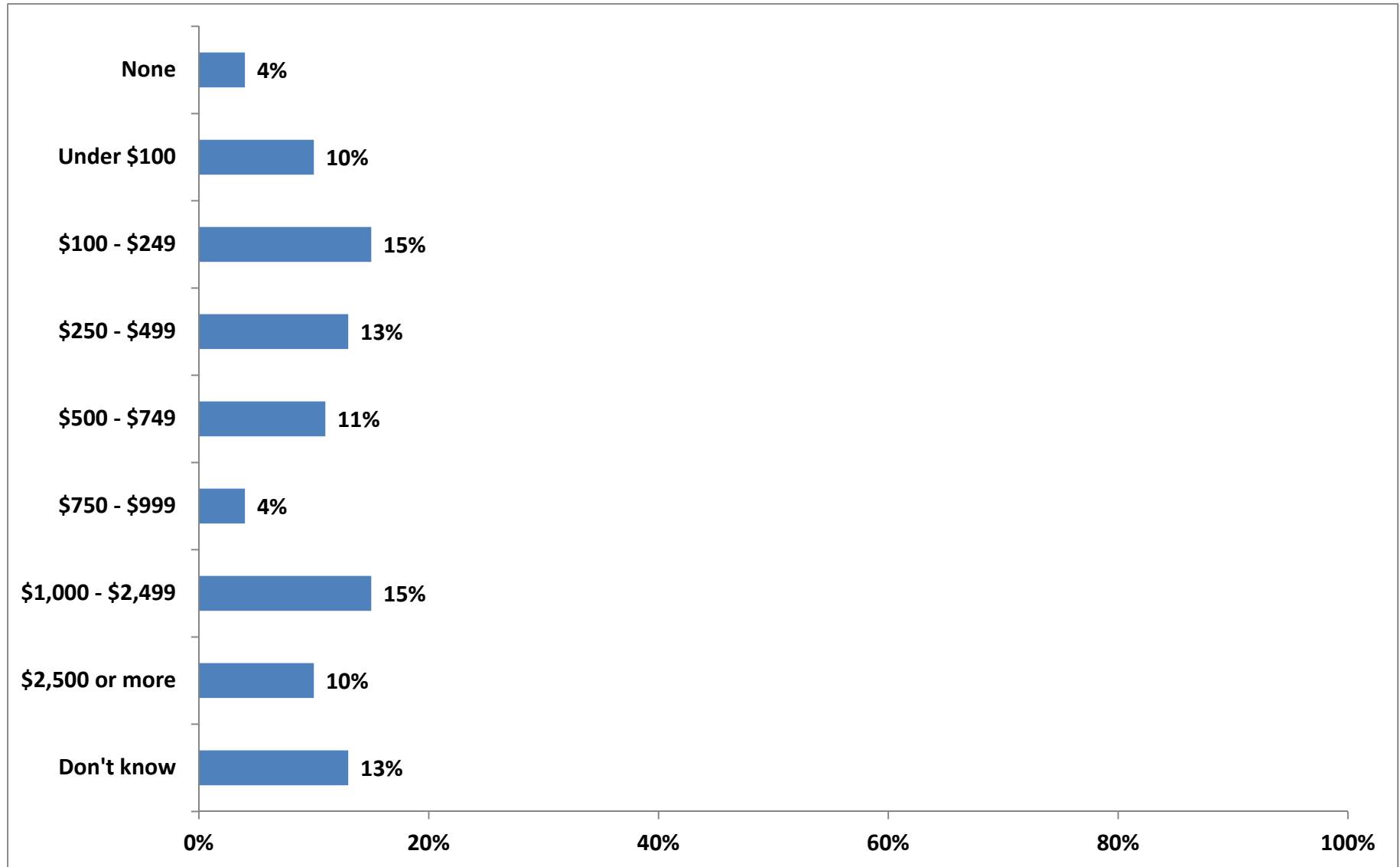
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 33: Level of enjoyment from taking care of grandchildren



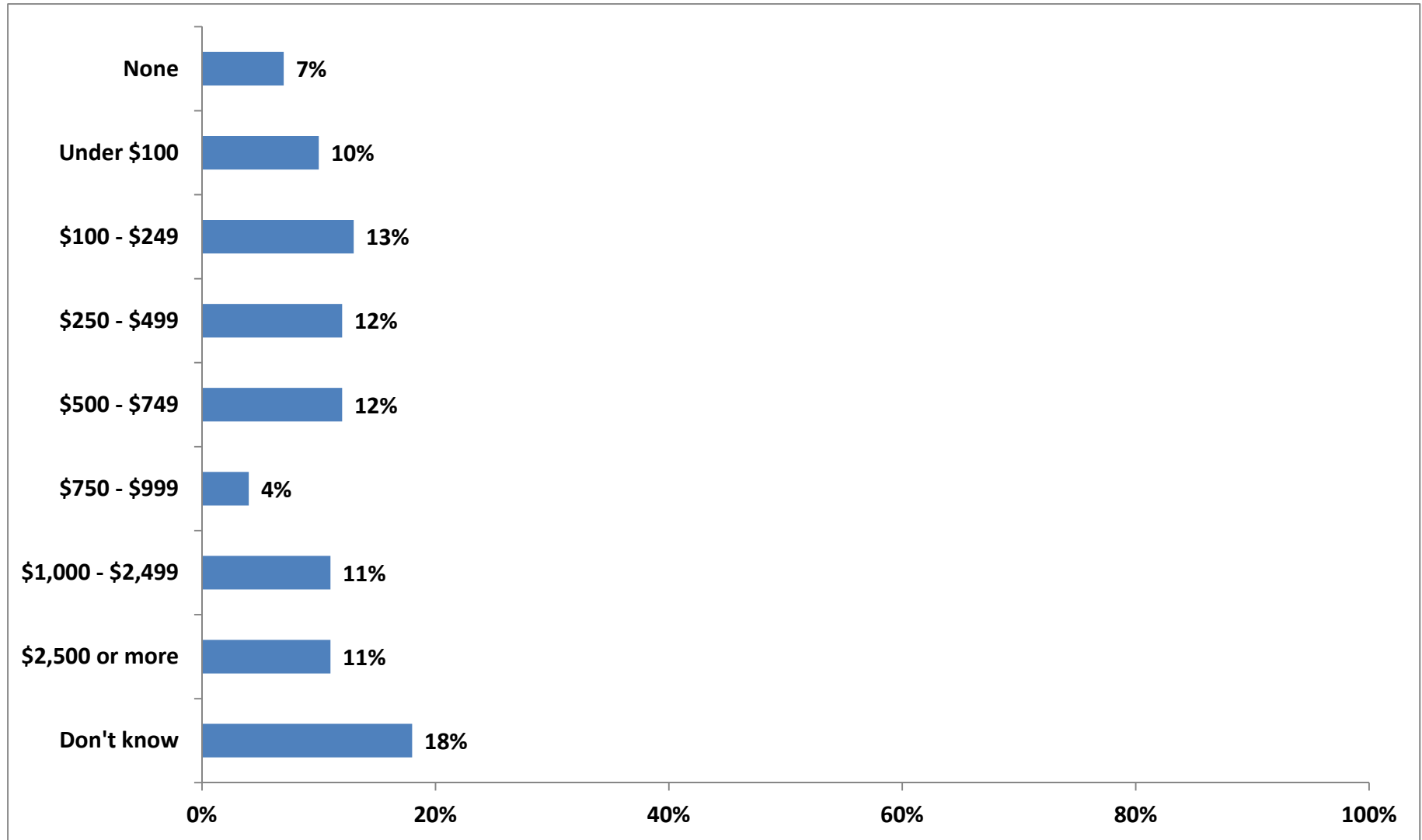
Key: Little enjoyment = 1 to 3; Medium enjoyment = 4 to 7; Maximum enjoyment = 8 to 10 out of a maximum of 10
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 34: Amount of money grandparent spent on grandchildren in last 12 months - National Sample (n=1904)



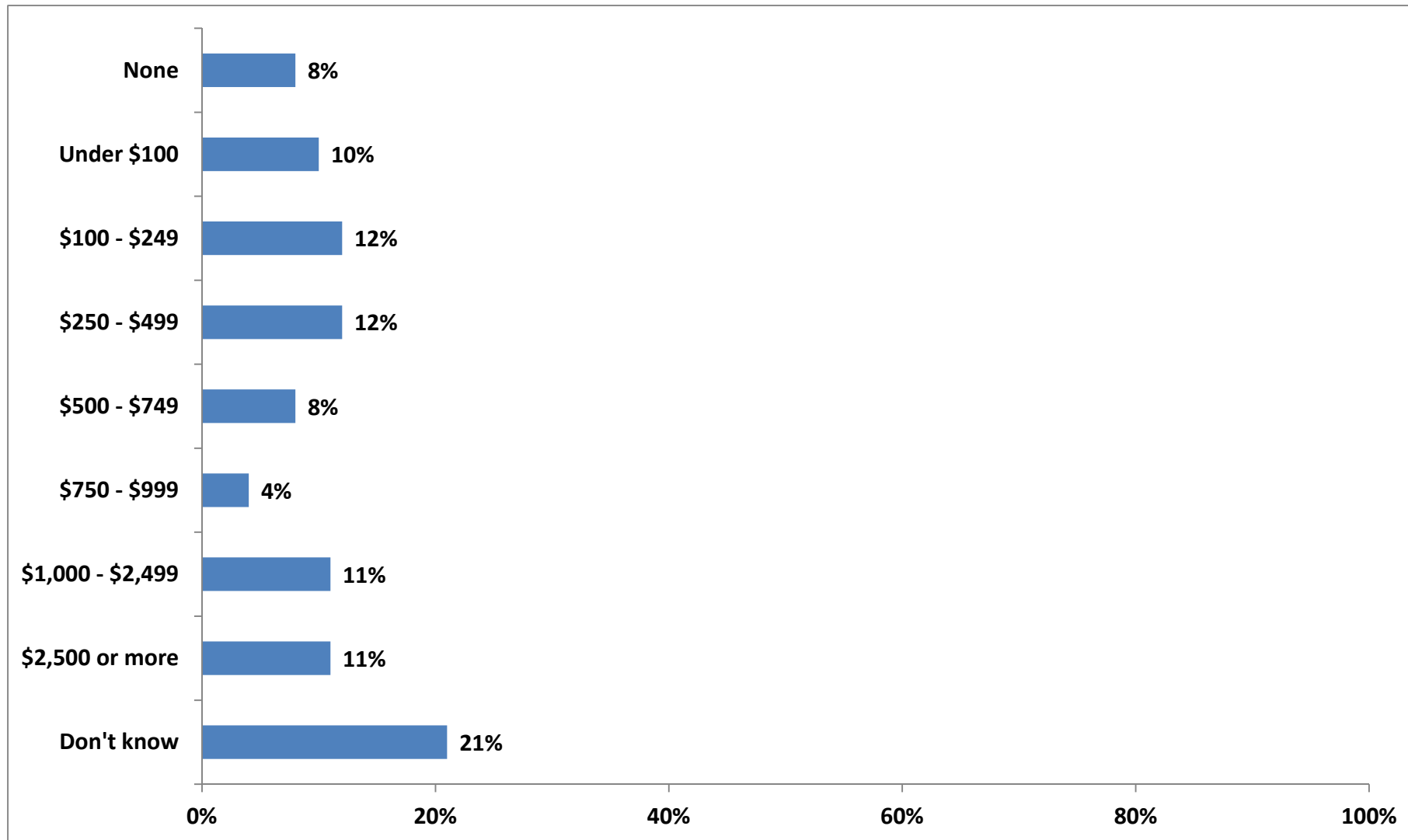
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 35: Amount of money grandparent spent on grandchildren in last 12 months – African American Sample (n=385)



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 36: Amount of money grandparent spent on grandchildren in last 12 months – Hispanic/Latino Sample (n=401)



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Table 9: Reasons grandparent spends money on grandchildren

	% Yes		
	National (n=1832)	African American (n=357)	Hispanic/ Latino (n=371)
Holiday gifts (i.e., Christmas, Hanukah, Kwanzaa)	95	92	95
Birthday gifts	95	94	94
Because enjoy buying things for grandchildren	89	91	93
To entertain or have fun with grandchildren	82	87	85
To help with educational expenses	53	68	58
To help with everyday living expenses	37	57	40
Because grandchildren ask for things	28	52	43
To help with medical or dental expenses	23	27	24

Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Module: Spending and Economics

Respondents from the random digit dial (RDD) sample, African American boost and Hispanic/Latino boost who did not qualify for any of the other modules (multicultural families, live with grandchild, or provide daycare) were asked the questions in the spending and economics module (n=1044). This subgroup of respondents was asked about how the current economy is affecting their spending on their grandchildren.

Table 10: How economy affects spending (top mentions)

	National %	African American %	Hispanic/ Latino %
Has the current economy affected how much you spend on your grandchildren? (% Yes)	(n=817) 44%	(n=154) 47%	(n=140) 41%
<u>Ways economy has affected how much is spent:</u>	<u>(n=355)</u>	<u>(n=73)</u>	<u>(n=57)</u>
Decrease amount spent on non-necessities like games	24	26	14
Buy less expensive gifts	17	25	25
Decrease amount given for birthdays and special events	13	14	7
Decrease amount spent on necessities like food and clothing	10	12	9
Spend less/cut back (general)	10	4	9
Spend less on entertainment activities like going to the movies	9	10	7
Don't see them as often/travel less	9	11	4
Only buy necessities like food and clothing	5	6	9

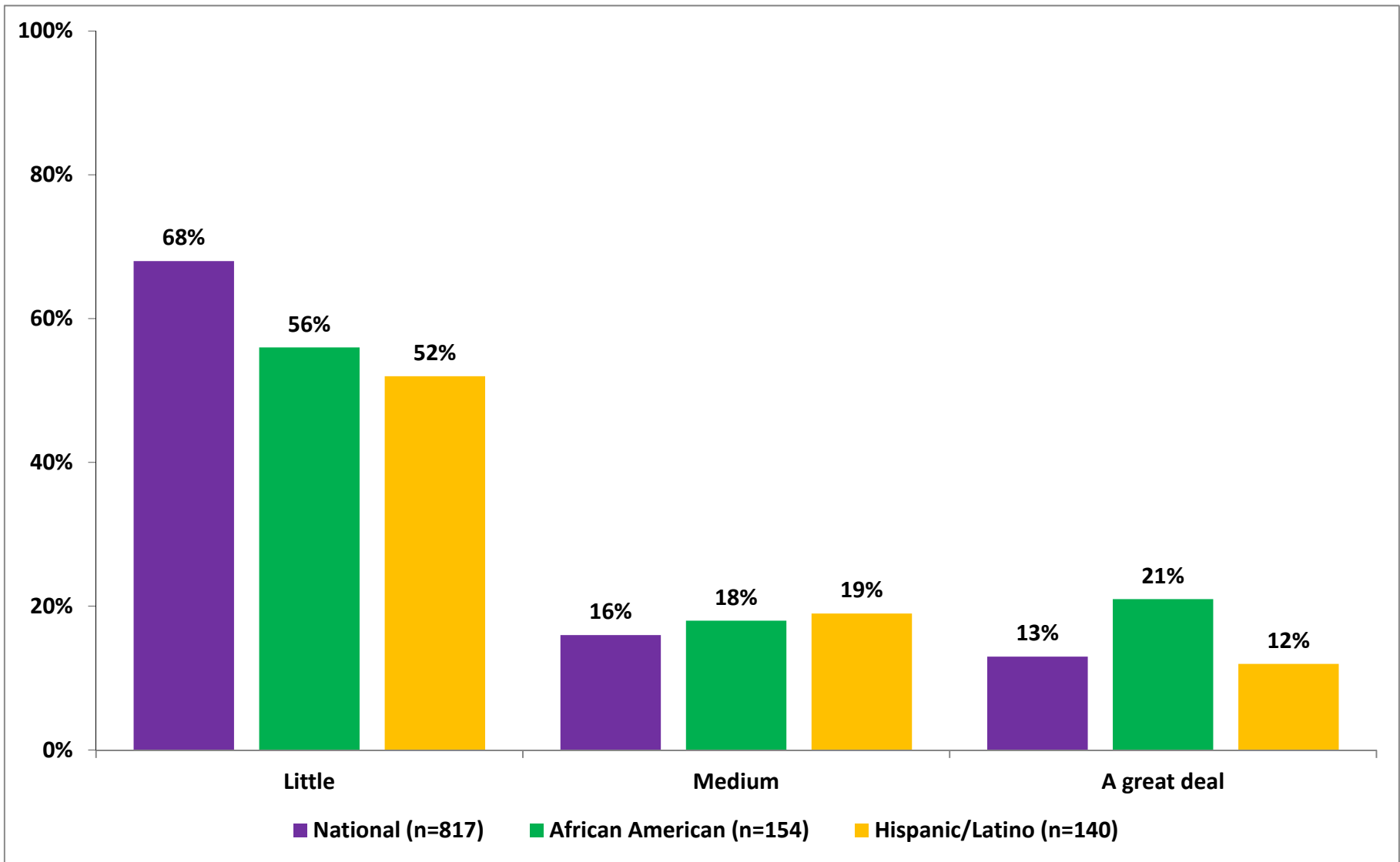
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Table 11: How the economy has affected living arrangements (top mentions)

	National %	African American %	Hispanic/ Latino %
Has had to change living arrangement because of economy and it has affected the amount of time spent with grandchildren. (% Yes)	(n=817) 9	(n=154) 14	(n=140) 14
<u>How economy has affected living arrangements</u>	(n=75)	(n=21)	(n=19)
Moved to smaller home/apartment	16	19	21
Moved in with my children and grandchildren	8	10	5
Grandchildren moved in with me	5	5	0
Moved further away from my grandchildren	4	10	11
Moved closer to my grandchildren	4	0	0
Moved to nursing/retirement home	4	0	0

Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

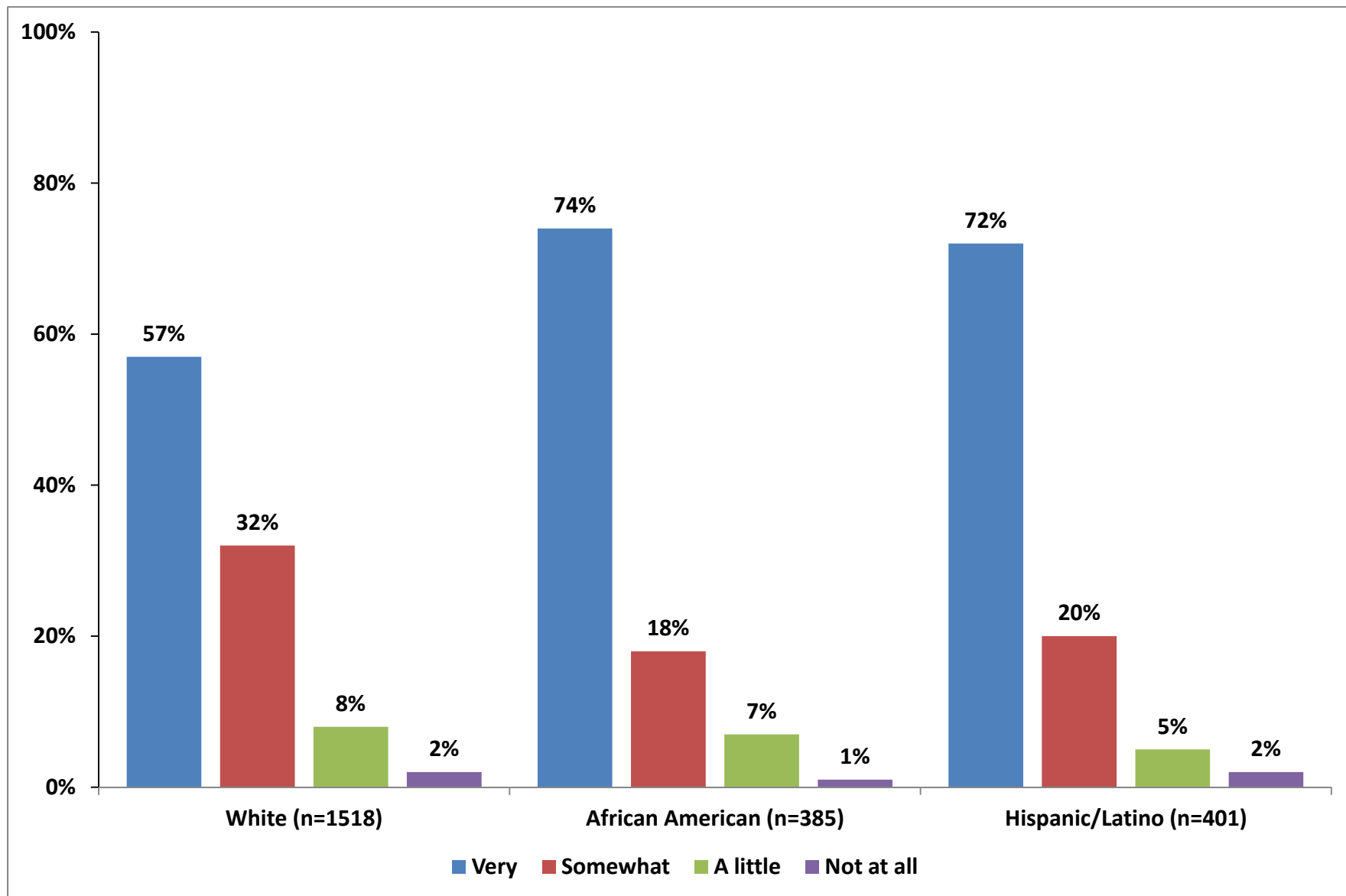
Figure 37: Amount economy has affected ability to be a “good” grandparent



Key: Little effect = 1 to 3; Medium amount of effect = 4 to 7; Great deal of effect = 8 to 10, where one means little to no effect and 10 means a great deal of effect

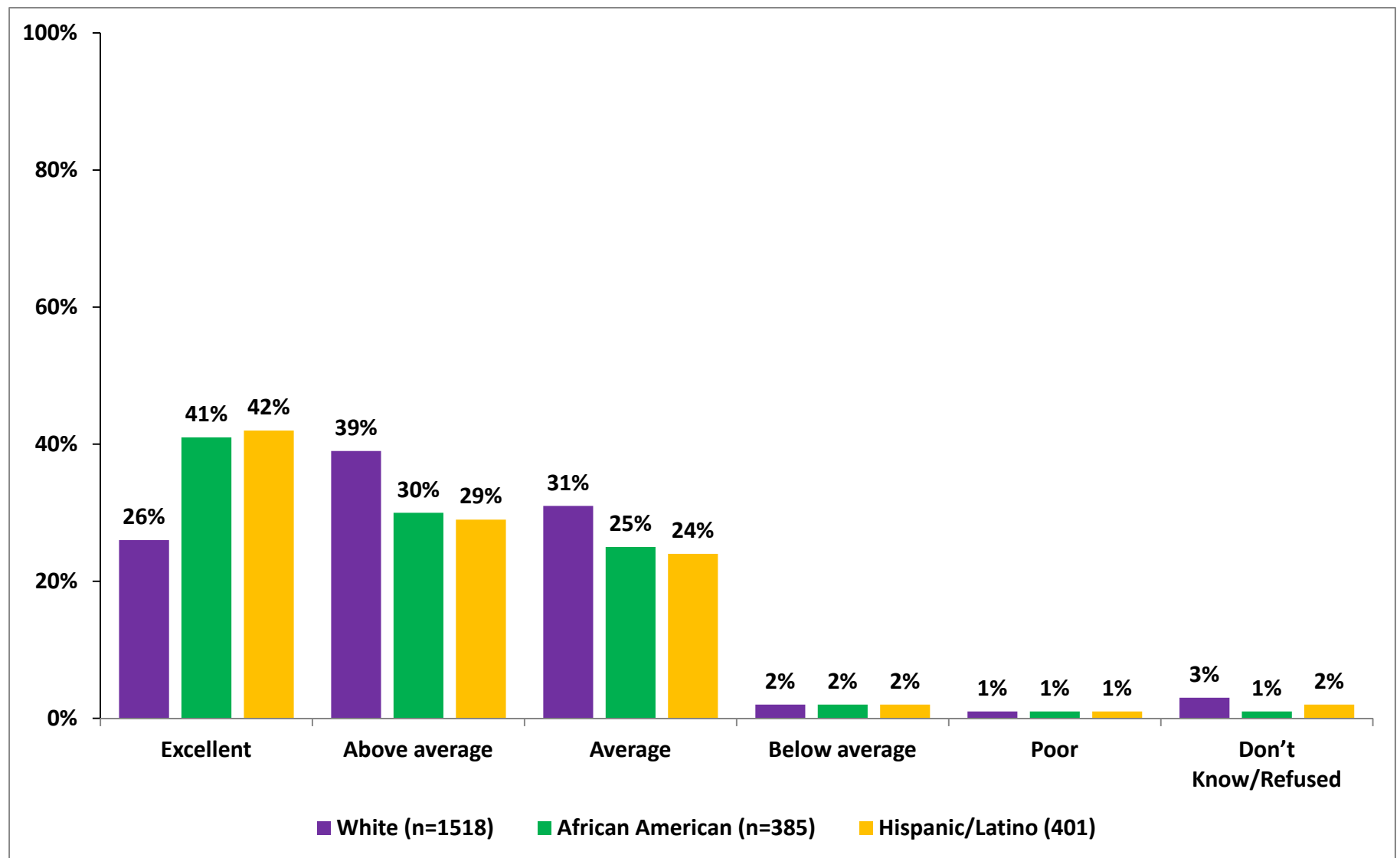
Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 38: Importance of the role in grandchildren's lives



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Figure 39: Self-rating of job as a grandparent



Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

Table 12: RDD, African American boost and Hispanic/Latino boost sample demographics*

	National RDD (n=1904) %	African American (n=385) %	Hispanic/Latino (n=401) %
Gender			
Male	31	29	34
Female	69	71	66
Age			
50 to 59	19	23	21
60 to 69	32	33	35
70+	46	40	40
Marital Status			
Married	55	37	56
Single	4	10	6
Divorced/Widowed/Separated	40	53	38
Number of children und 18 in household			
None	88	82	82
1 to 3	9	14	10
4 or more	2	2	2
Household Income			
Under \$25k	25	33	29
\$25 to less than \$50k	21	24	20
\$50k to less than \$75k	13	9	12
\$75k to less than \$100k	8	5	7
\$100k or more	9	6	5
Education			
Less than high school diploma (or equivalent)	12	16	26
High school graduate (or equivalent)	32	32	30
Post high school vocational/technical training	5	6	6
Some college (no degree)	22	26	18
College degree (4 year degree)	15	11	10
Post graduate study	4	3	3
Graduate/professional degree	8	6	6
Employment Status			
Retired (no longer working)	62	57	57
Retired (working)	6	7	5
Employed (never been retired)	21	17	21
Unemployed	2	6	2
Homemaker	3	2	5
Disabled	6	11	10

Source: Insights and Spending Habits of Modern Grandparents, AARP 2012

*Percentages may not total 100% due to rounding or non-response