



2018 GRANDPARENTS TODAY NATIONAL SURVEY

Asian American Pacific Islander Grandparents



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Executive Summary

Asian American Pacific Islander (AAPI) grandparents represent a strong base with great spending power.

- By 2055, Asians are projected to become the largest immigrant group in the U.S., making up two-fifths of the population. As the Asian population grows old, so will the number of Asian grandparents.¹
- The median annual household income of households headed by Asian Americans is \$73,060, compared with \$53,600 among all U.S. households. They are also less likely than the general U.S. population to live in poverty in 2015 (12% vs. 15%). However, this percentage refers to the overall Asian American population; the percentage fluctuates among different nationalities.²
- Most AAPI grandparents have, on average, three to four grandchildren, and, by 2030, more than 70 percent of U.S. 8-year-olds will have a living great-grandparent.³
- AAPI grandparents spend an average of \$2,330 annually on their grandchildren, totaling \$3.3 billion per year.

The fundamentals of the grandparenting role remain the same, with grandchildren upholding respect for their grandparents and grandparents sharing wisdom and assisting with childcare.

- Grandchildren of AAPI grandparents continue to refer to their grandparents by the traditional names (58% use a form of “grandma”; 79% use a form of “grandpa”).
- AAPI grandparents provide a moral compass on issues such as education, decorum, and values, and about half consider themselves a valued elder in the family.
- More than half of AAPI grandparents take care of their grandchildren by babysitting, with one in five living in the same household with their grandchildren.
- In comparison to the general population of grandparents, AAPI grandparents are more empathetic to the current generation of parents in how they raise children, although about half agree that spanking is an effective form of discipline, in comparison to 4 percent of parents who do it today.⁴

Executive Summary (cont.)

However, changes in attitudes, technology, and our world have resulted in definite shifts in how grandparents relate and engage with their grandchildren.

- The majority of AAPI grandparents are foreign born (75%), representing a huge array of different nationalities and ethnicities from across the globe.
- As a whole, AAPI grandparents are embracing multiculturalism. Half (51%) have grandchildren of a different race or ethnicity, higher than the 34 percent among the general population.
- Nearly all AAPI grandparents say it is important that their different race/ethnicity grandchild knows about the heritage they share, and two in three make an effort to help their grandchildren learn about the heritage they do not share.
- Today's AAPI grandparents value teaching gender equality, and nearly all believe in raising girls to be strong, independent women.

While distance and busy schedules are a challenge, AAPI grandparents are finding ways to spend time with and to connect with their grandchildren.

- Distance is the biggest barrier to seeing grandchildren. Half of AAPI grandparents have at least one grandchild who lives more than 200 miles away, and about a quarter live more than 50 miles from their closest grandchild.
- About four in ten AAPI grandparents today are in the workforce. Their busy schedules as well as the schedules of their children and grandchildren are the second biggest barrier to spending time with their grandchildren.
- AAPI grandparents are overcoming these challenges with increased technological savviness, more in-person opportunities with grandchildren, and travel, with a third of grandparents enjoying “skip gen” travel (travel without parents) with their grandchildren.
- Grandparents also seek additional information about connecting with their grandchildren and staying relevant in their lives. AAPI grandparents welcome online media sources for grandparenting information, although they also consult traditional media.

Executive Summary (cont.)

Grandkids are the elixir of life! The greater emotional support grandparents and grandchildren receive from one another, the better their psychological and physiological health.⁵

- AAPI grandparents agree that having grandchildren has a positive impact on mental health.
- Grandchildren also make AAPI grandparents more sociable and physically active.





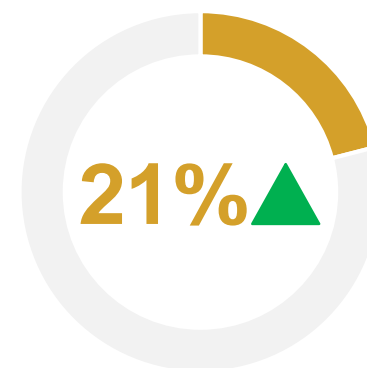
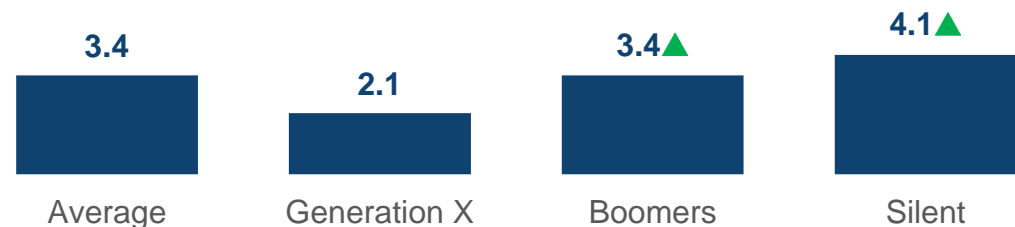
GRANDPARENTS TODAY

Asian American Pacific Islander grandparents are an older and more varied group.

AAPI grandparents are older than the general population (only 17% are under the age of 44)



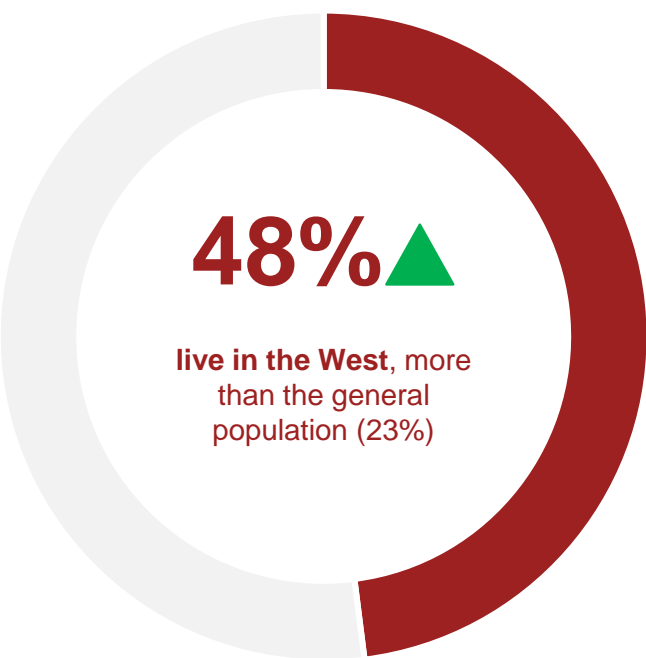
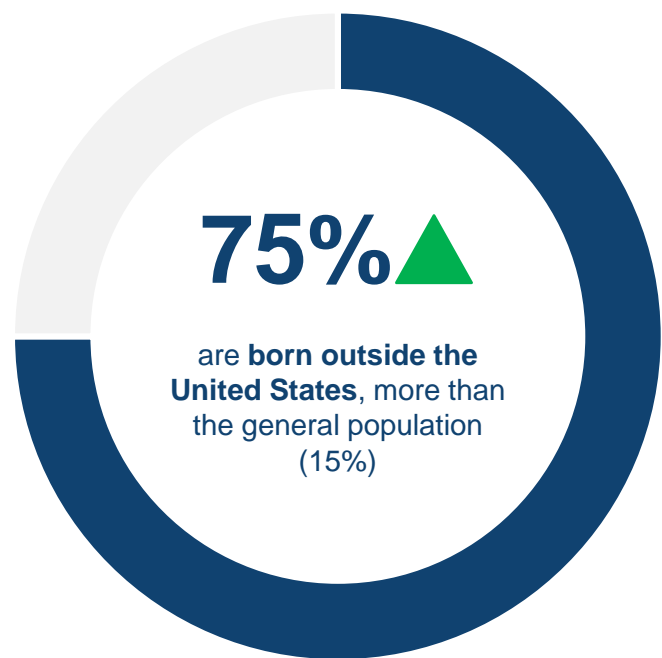
Asian American grandparents, on average, have 3 to 4 grandchildren. (General population average: 4.5)



have a **grandchild living with them**, twice as many as the general population (11%)

▲ Statistically higher than the general population at the 95% confidence level ▼ Statistically lower than the general population at the 95% confidence level

Most AAPI grandparents are foreign born and live in the western United States.

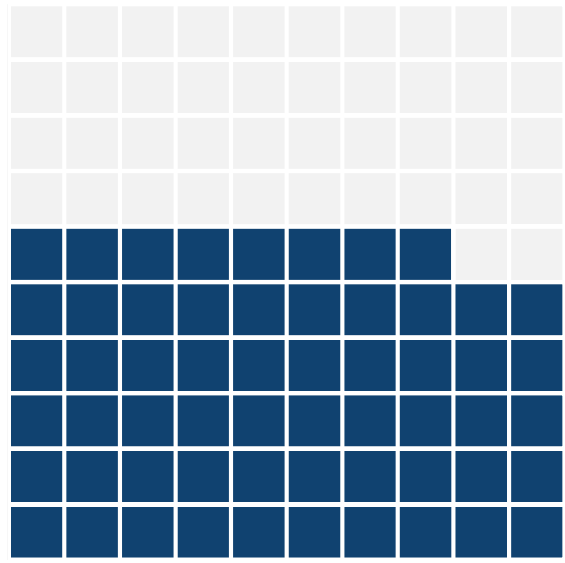


Base: Total AAPI grandparents (n=605);
Q83. In what country/region were you born? Q6. In what state do you live?

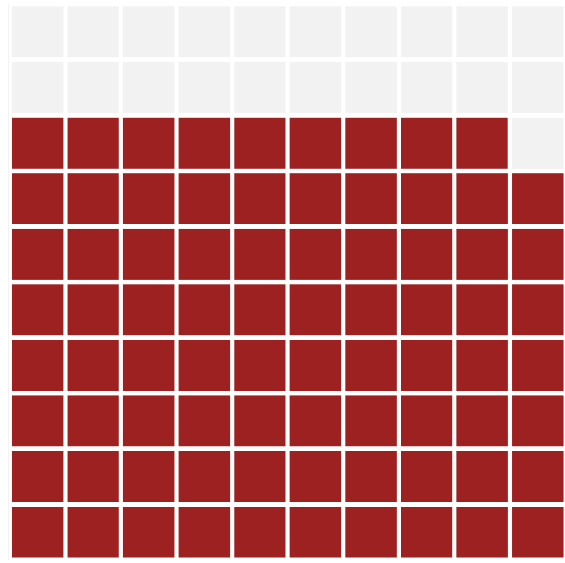
▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

Most AAPI grandparents today are referred to by traditional names.

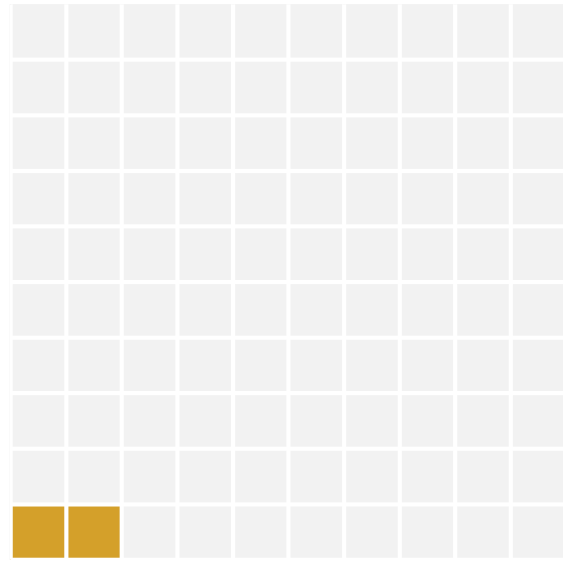
58% of grandmothers are called some form of "grandma"



79% of grandfathers are called some form of "grandpa"



2% are addressed by their first name



Base: AAPI Grandmothers (n=175), AAPI Grandfathers (n=142)
Q33: What do(es) your grandchild(ren) call you?

▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level



THE ROLE OF THE GRANDPARENT

AAPI grandparents are highly engaged with their families.

84% ▲

of AAPI grandparents say **they play an important role in their grandchild(ren)'s lives**, more than the general population (81%).

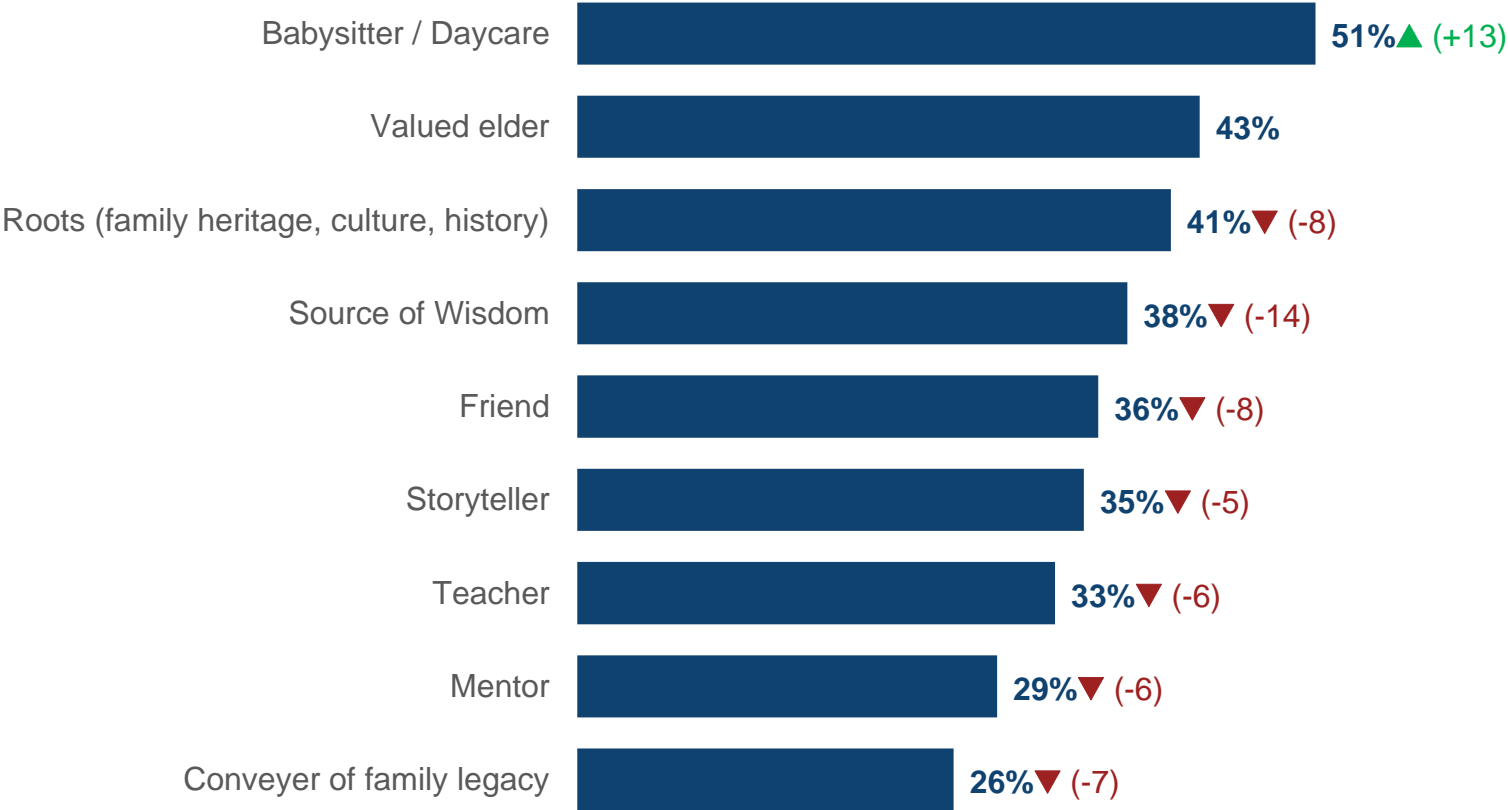
Base: Total Asian American Pacific Islander grandparents (n=605)

Q61: Overall, how important of a role do you think you play in your grandchild/children's lives?

▲ Statistically higher than the general population at the 95% confidence level

▼ Statistically lower than the general population at the 95% confidence level

AAPL grandparents provide important caregiving support to parents.

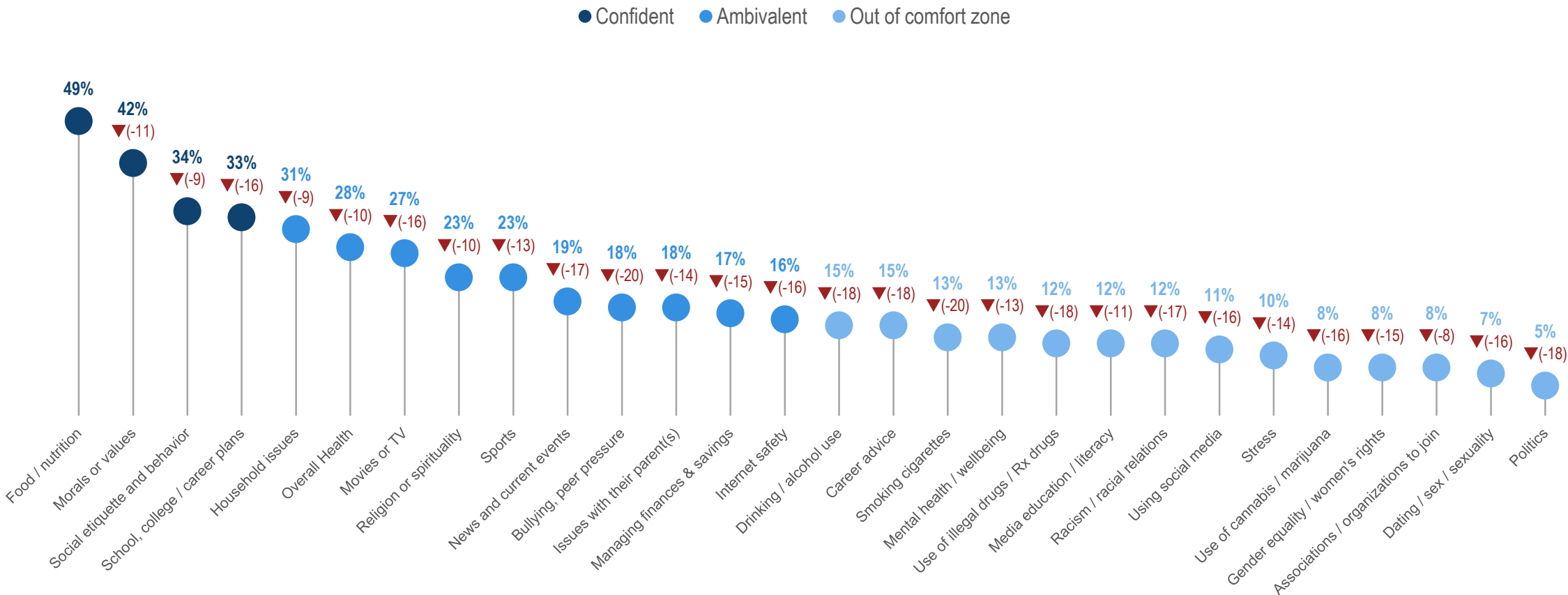


Base: AAPL grandparents answered (n=288)
Q32: Below is a list of roles that grandparents may (or may not) play in grandchildren's lives.
Please select all roles that you identify with, as a grandparent.



▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

AAPI grandparents are comfortable guiding morals and decorum, but are less comfortable discussing sexuality and politics.



Total Base: Asian American grandparents (n=605)
Q40: Which of the following topic areas are you comfortable giving advice or talking to your grandchild(ren) about ...?
▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

Education of their grandchildren is an extremely high priority.

65% ▲

of AAPI grandparents think it is
**Important for their grandchild(ren)
to get a higher education**, more
than the general population (62%).



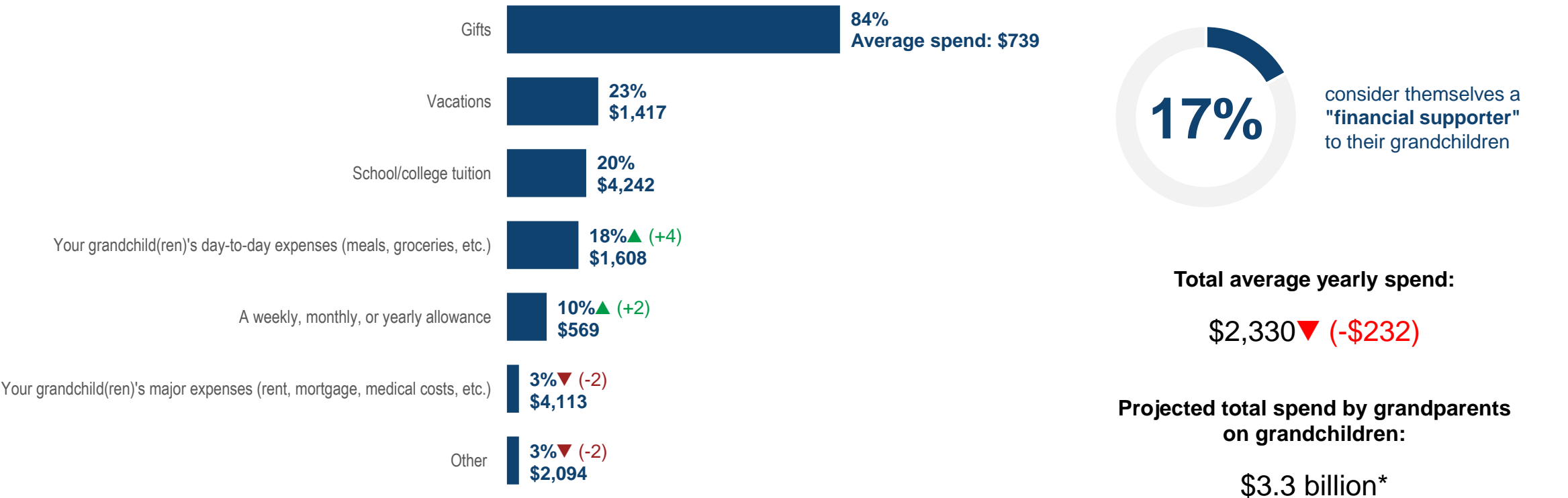
Base: Total Asian American Pacific Islander (n=605)

Q45: Below is a list of modern parenting topics (you may OR may not be aware of). Please indicate how much you agree or disagree with each point?

▲ Statistically higher than the general population at the 95% confidence level

▼ Statistically lower than the general population at the 95% confidence level

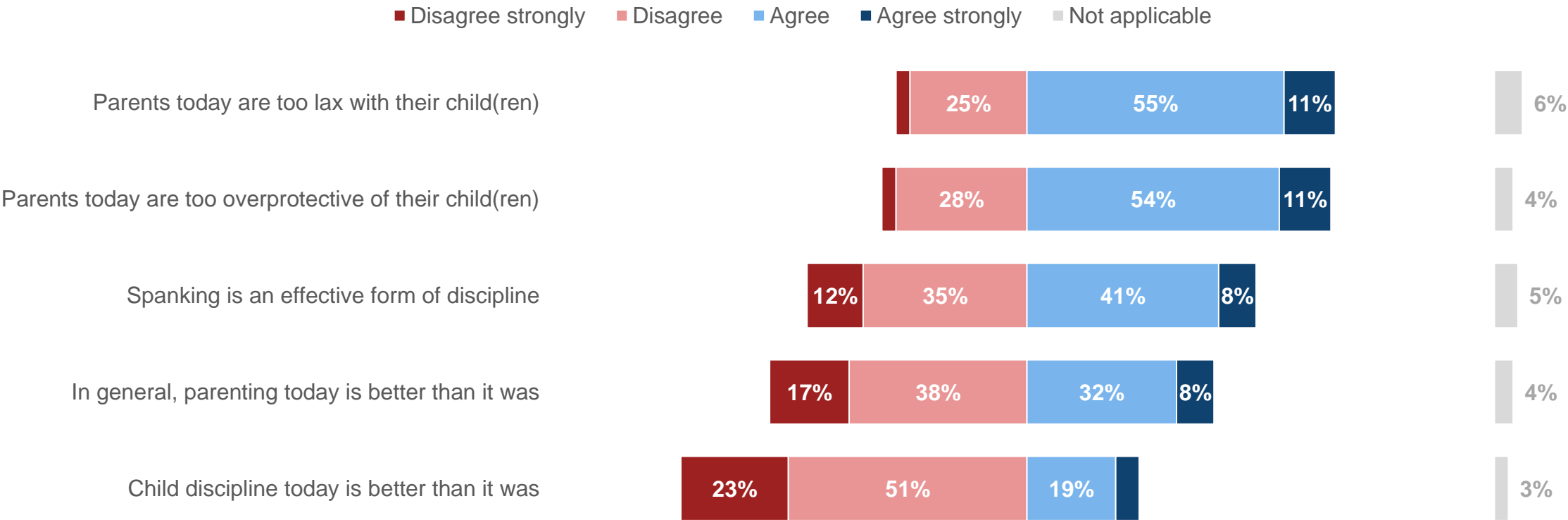
Although most AAPI grandparents do not consider themselves a financial supporter, the breadth of expenses they provide for grandchildren tells a different story.



Base: Total Asian American grandparents (n=605)
Q30: Which of the following, if any, do you spend your money on for your grandchild(ren)? Please select all that apply.
Base: Total spent mean (n=605); Q31: In a given year, how much do you think you spend on your grandchild(ren)? *Total spend = \$2,330 x ~1,416,000

▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

AAPI grandparents are sympathetic to modern day parenting and feel parental styles of today are better than past generations.



4% of US parents today spank their children⁴

Base: AAPI grandparents (n=605)
Q45: Below is a list of modern parenting topics (you may OR may not be aware of). Please indicate how much you agree or disagree with each point?

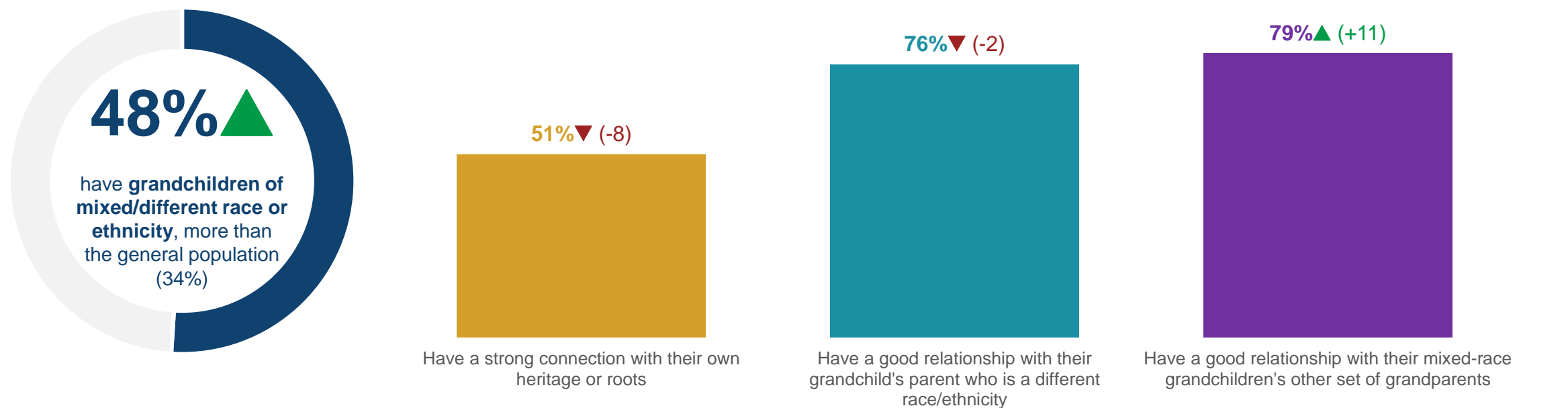
▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level



GRANDPARENT ROLE CULTURAL SHIFTS

AAPL grandparents in multicultural families have strong connections with their own cultural roots and feel that it is important to have good relations with their grandchild’s parents and other set of grandparents.

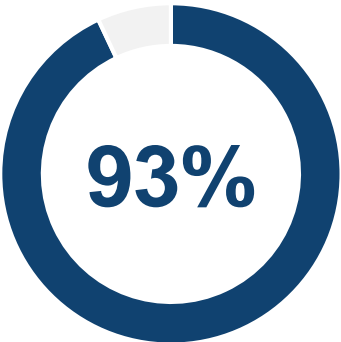
Of the grandparents who have grandchildren of mixed/different race or ethnicity . . .



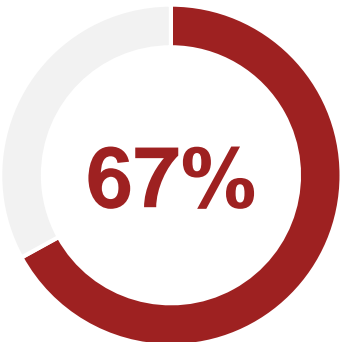
Base: AAPL grandparents(n=605); Q50: Are any of your grandchildren...
Base: Grandparents whose grandchildren are of different race/ethnicity (n=311);
Q52: Multiracial: Please indicate how much you agree or disagree with the following statements;
Q51: How strong is your connection to your own cultural, racial or ethnic heritage or roots?

▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

Nearly all AAPI grandparents say it is important that their mixed or different race grandchild knows about the heritage they share.



think it is important that their grandchildren know about the heritage they share

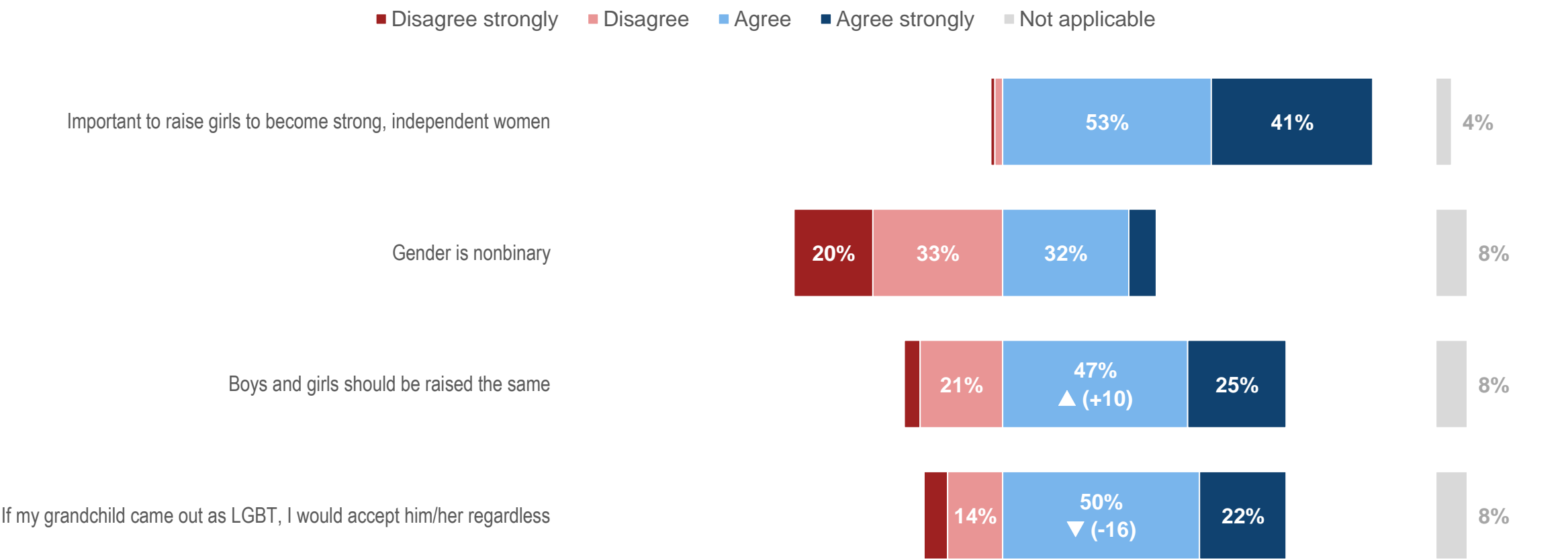


make an effort to help their grandchildren who are a different race or ethnicity learn about their own heritage

Base: Grandparents whose grandchildren are of different race/ethnicity (n=311)
Q52: Multiracial: Please indicate how much you agree or disagree with the following statements.

▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

AAPI grandparents value teaching gender equality and raising girls to be strong, independent women.



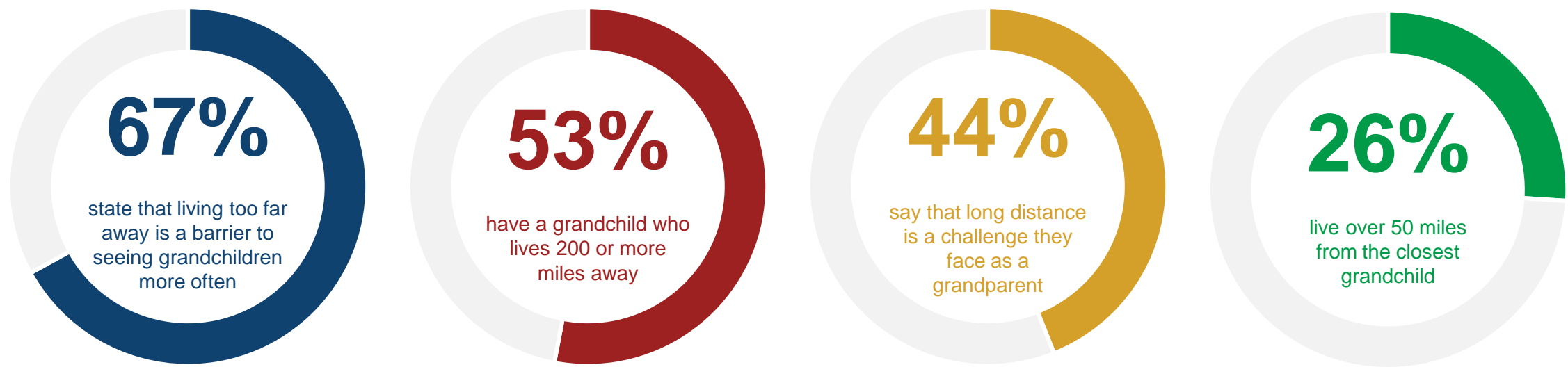
Base: AAPI grandparents(n=605)
Q45: Below is a list of modern parenting topics (you may OR may not be aware of). Please indicate how much you agree or disagree with each point.

▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level



GRANDPARENTS CONNECTING

For AAPI grandparents, distance is the biggest barrier to seeing grandchildren.



23% have grandchildren who live with them



Base: Grandparents who do not live with grandchildren; (Closest n=553; Furthest n=398); Q26: How close (in proximity) do you live to your grandchild(ren)?
Base: Grandparents who do not see grandchildren often enough (n=248); Q29: Which of the following reasons prevent you from seeing your grandchild(ren) more often?
Base: AAPI grandparents(n=605); Q47: Which of the following challenges, as a grandparent, do you face?

For AAPI grandparents, busy schedules are the second biggest barrier to seeing grandchildren.

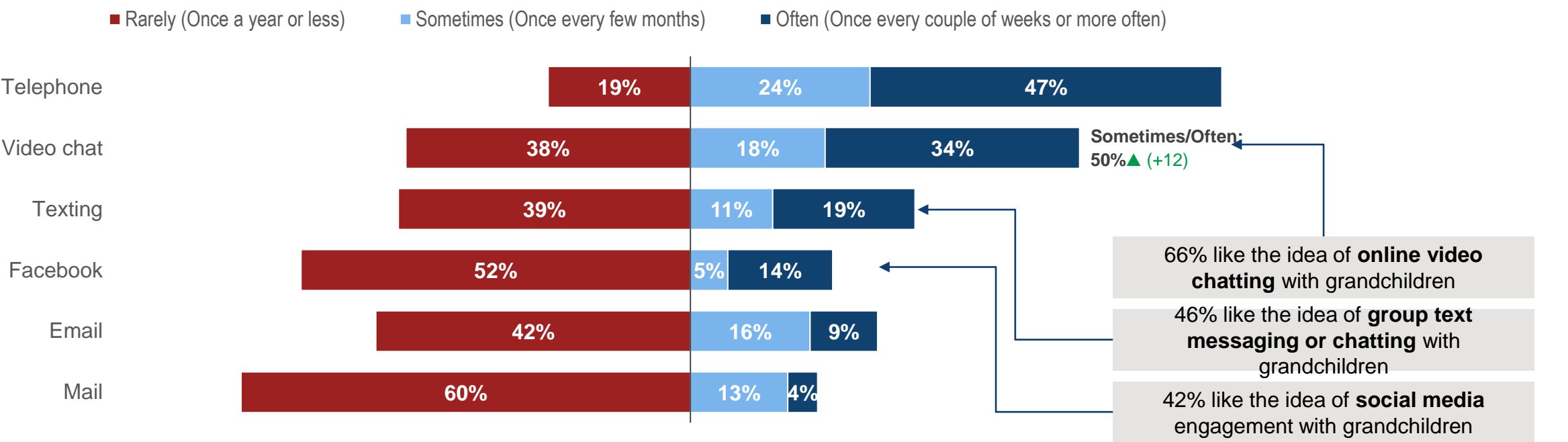


Base: Grandparents who do not see grandchildren often enough (n=1659)
Q29: Which of the following reasons prevent you from seeing your grandchild(ren) more often?
Base: Total AAPI Grandparents (n=605) Q76: Which best describes your current employment status?
Q47: Which of the following challenges, as a grandparent, do you face?

▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

While many still use the telephone, AAPI grandparents are connecting with grandchildren in different ways, particularly video chat.

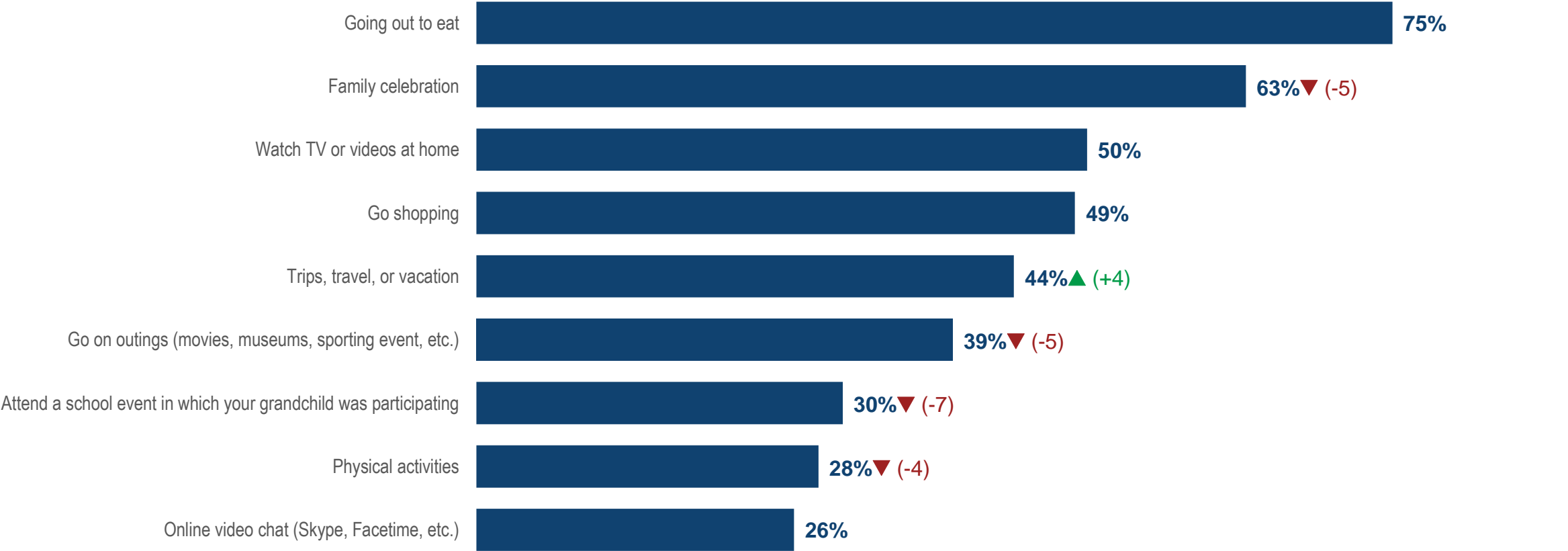
43% of Asian American grandparents feel they are tech savvy. About half of AAPI grandparents are using video chat and many text often to communicate with grandchildren.



Base: AAPI Grandparents who do not live with grandchildren (n=553)
Q38: In general, how often do you communicate with your grandchildren using the following...?
Q45: Below is a list of new ideas...please indicate if you like or dislike each idea? Base: Total AAPI Grandparents (n=605)
Q71: How would rate your level of competency with technology and use of technological devices?

▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

AAPL grandparents are cultivating more in-person opportunities to connect with their grandchildren.

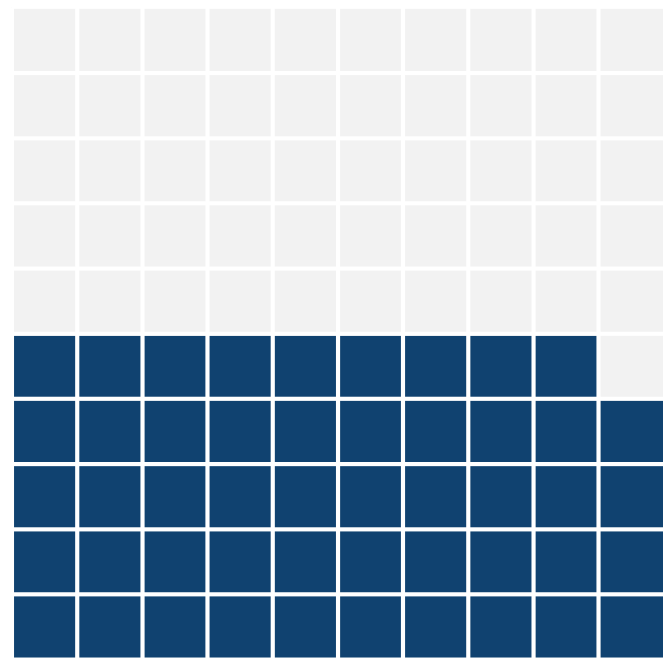


Base: Total AAPI grandparents (n=605) Q34: Have you done any of the following activities with your grandchild(ren) in the past 12 months?
Please select all that apply Q37: How likely, if at all, are you to take a multigenerational trip in the next 12 months?
Base: AAPI grandparents who have travelled with grandchildren in past 12 months (n=248); Q35: Have you taken a multigenerational trip in the past 12 months?

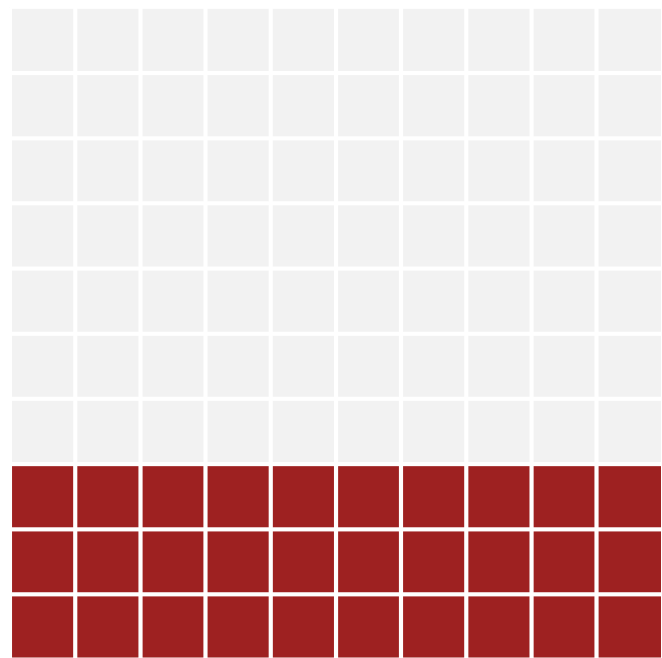
▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

AAPL grandparents are interested in skip-gen travel (grandparent–grandchild only trips).

49%▼ (-12) are interested in traveling alone with their grandchild(ren) . . .



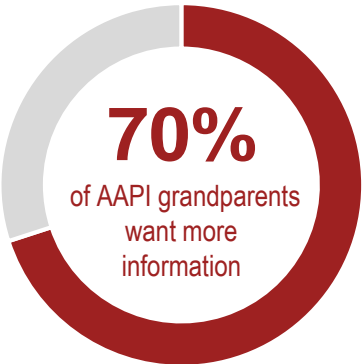
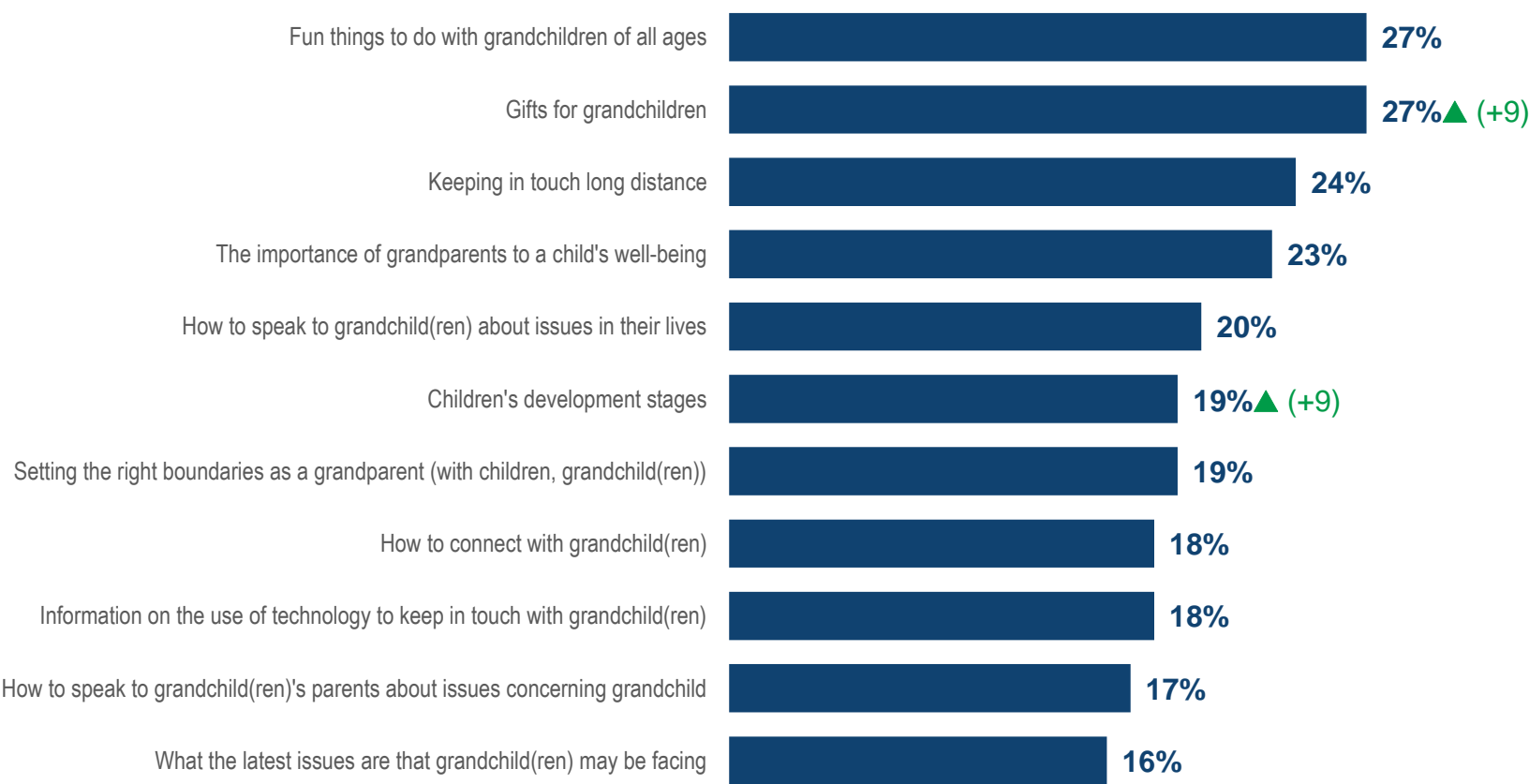
. . . and **30%** have taken their grandchild(ren) on a skip-gen trip without their parents



Base: Total AAPL grandparents (n=605)
Q37: How likely, if at all, are you to take a multigenerational trip in the next 12 months? Q38: Have you ever paid for and taken a trip with your grandchildren without their parents (i.e., their mom and dad stay at home).
Q46: Below is a list of new ideas for grandparenting that you may OR may not have heard of. For each, please indicate if you like OR dislike each idea, by selecting the thumbs up for “like,” thumbs sideways for “neutral,” and thumbs down for “dislike.”

▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

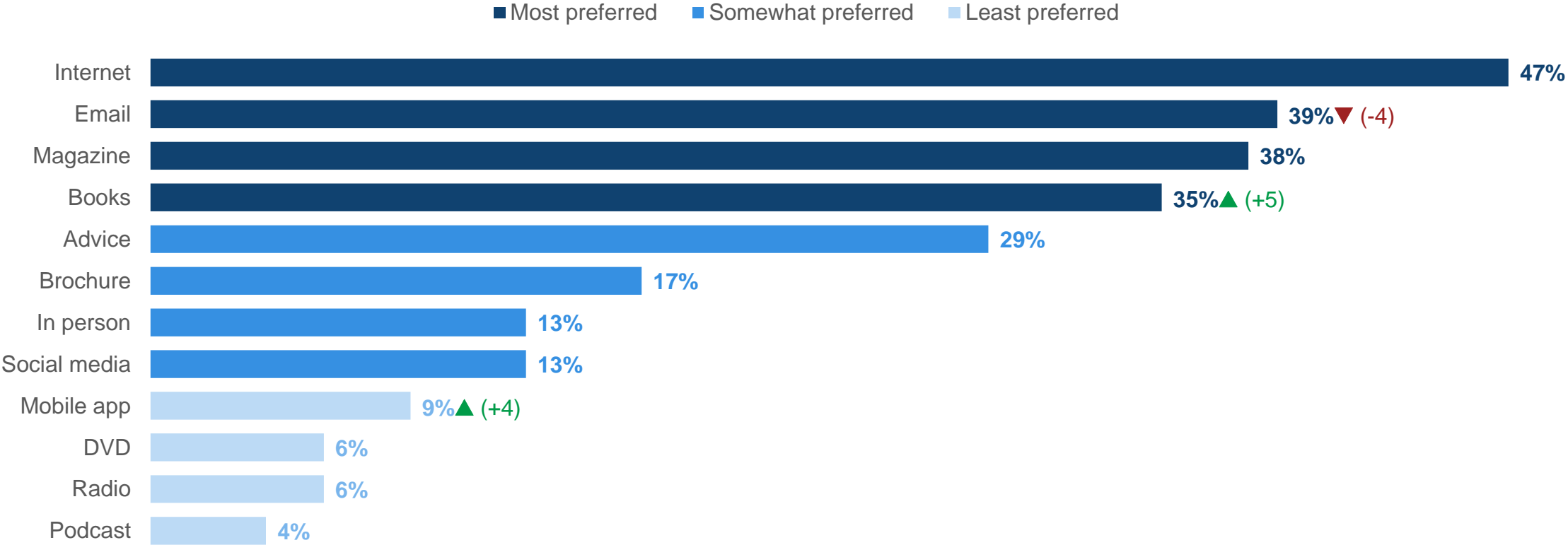
AAPI grandparents seek additional information about connecting with their grandchildren and staying relevant in their lives.



Base: Total AAPI grandparents (n=605)
Q48: Which of the following topics would you like more information on as it relates to your role as a grandparent? Select all that apply.

▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

AAPI grandparents welcome online media sources for grandparenting information, although they still use traditional media.



Base: AAPI grandparents who need any information (n=439)

Q49: What is your preferred method of receiving information (on grandparenting)? Select all that apply.

▲ Statistically higher than the general population at the 95% confidence level

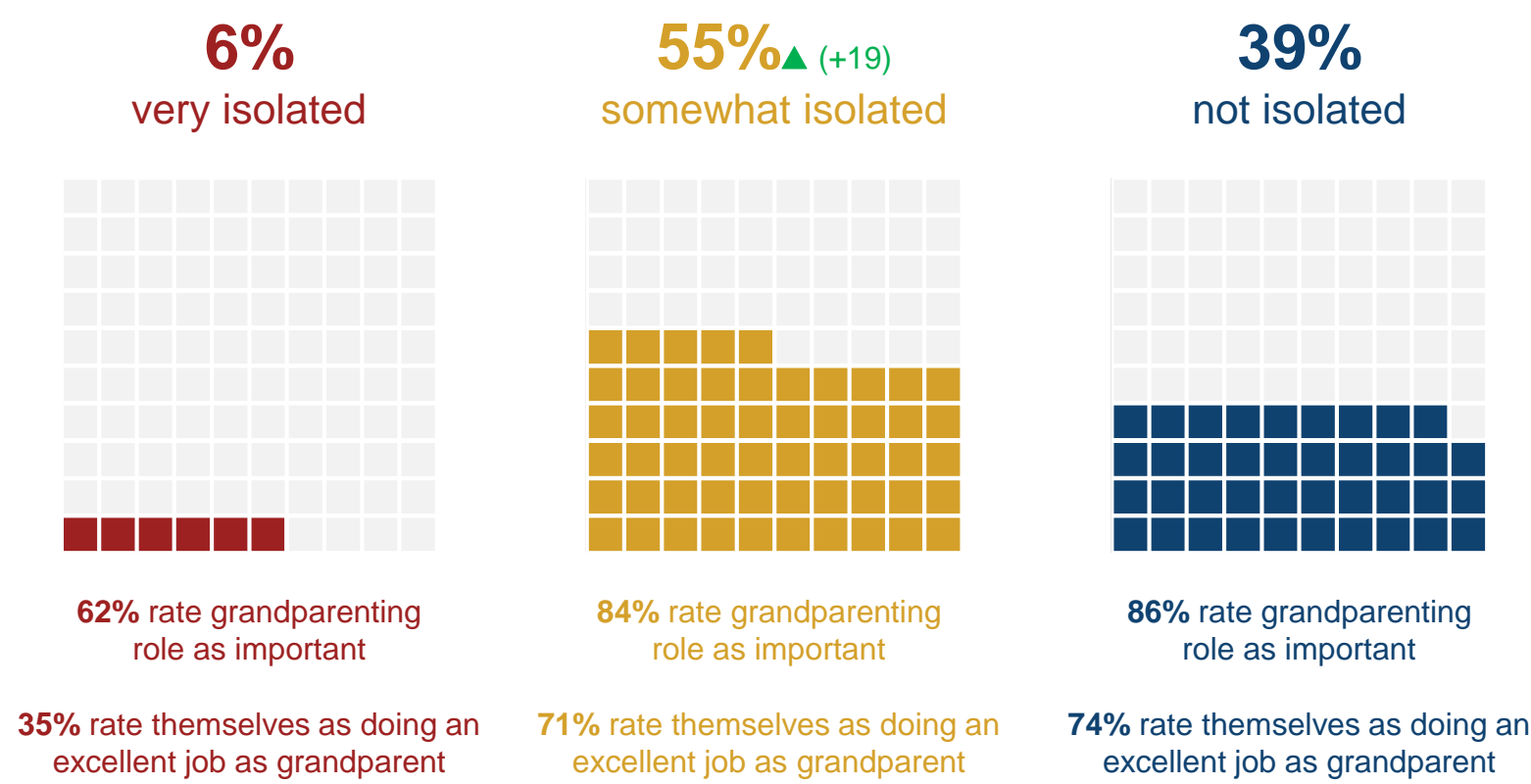
▼ Statistically lower than the general population at the 95% confidence level



HEALTH IMPACT AND OUTCOMES

Isolation is generally low among AAPI grandparents, which may be related to increased multigenerational households.

This low level of isolation could be attributed to their high levels of engagement in their grandchildren’s lives.

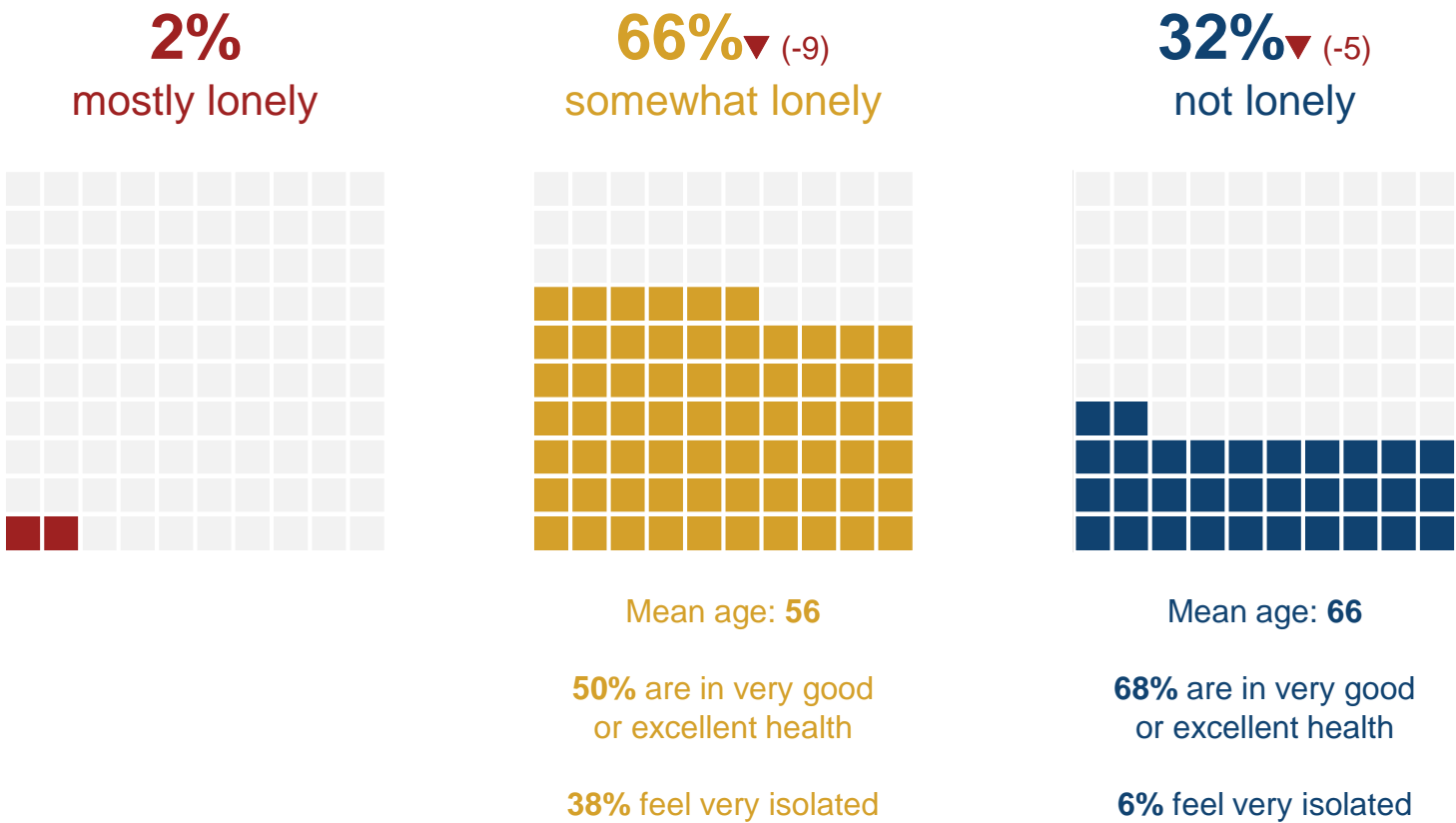


Isolation: The objective experience of diminished social connectedness as measured by the quality, type, frequency, and emotional satisfaction of social ties. Social isolation can impact health, quality of life, and the quality of the environment and community in which people live.

Base: Total Asian American Pacific Islander grandparents (n=605)
Isolation as defined by Q68, 69, 70..
▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

They are also less lonely than the general population.

This further highlights the importance of their grandchildren on their overall well-being.



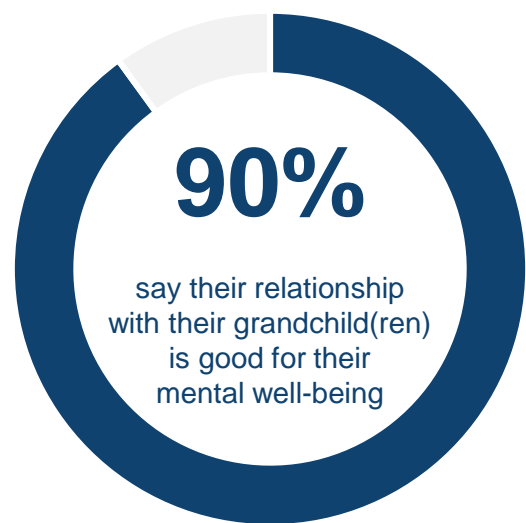
Loneliness: The subjective experience of how people perceive their personal experiences and whether they feel they lack connections, companionship, or a sense of belonging that we need as humans.

Base: Total Asian American Pacific Islander (n=605).
Q65: The following statements describe how people sometimes feel. For each statement, please indicate how often you feel the way described.
*Low base size for most lonely AAPI grandparents (n=9).

▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

Grandkids are the elixir of life! A majority of AAPI grandparents agree that relationships with grandchildren nourish their mental and social well-being.

Mental



“

Just be a kid with the kid. Enjoy a moment with them. That's how I raised my kids and you do the same with the grandkids. Just act their age with them and get the enjoyment out of them that you can, and let them have fun with you.

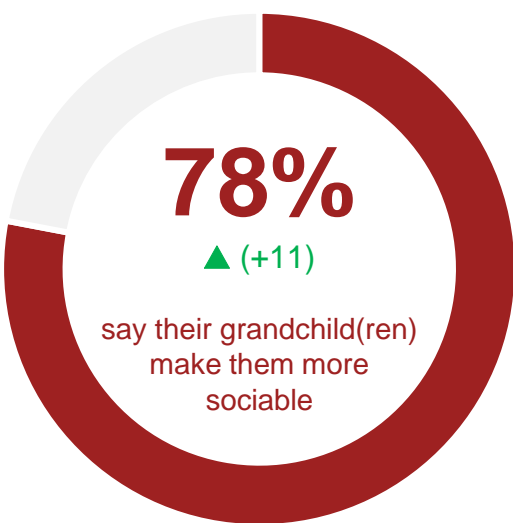
”

“

I like for him to go outside. I want him to run. So I always take him...--let's go play outside. I want him to run. I want him to have a physical activity. That's important for me.

”

Emotional

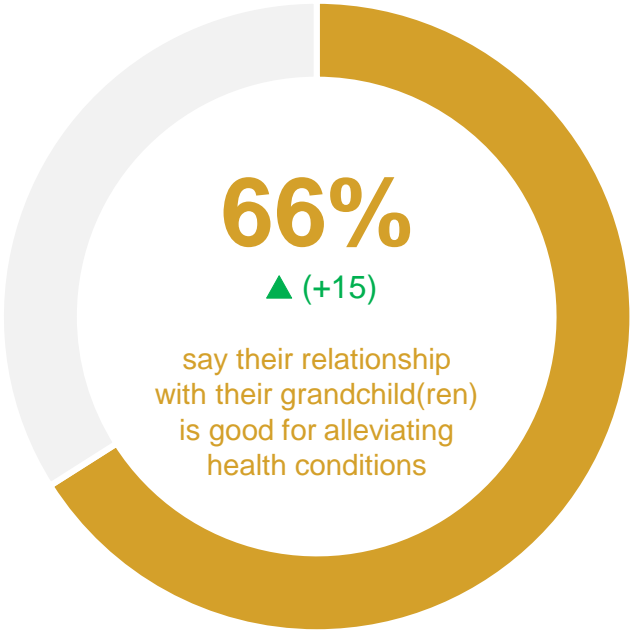
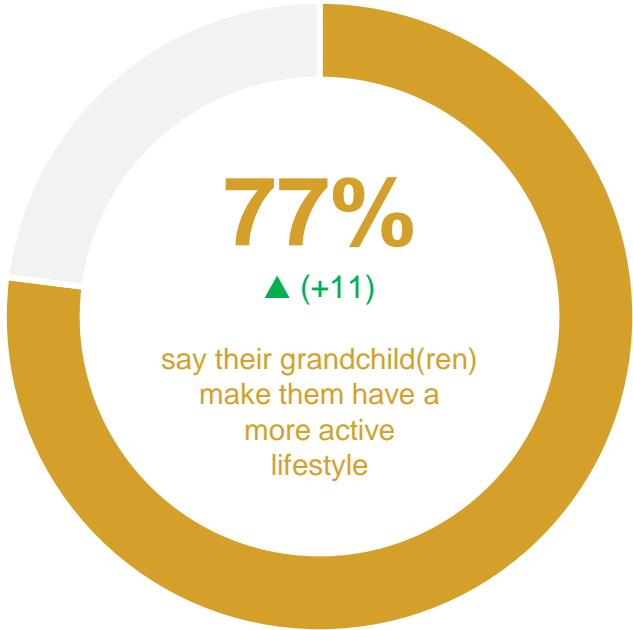


Base: AAPI grandparents (n=605)
Q67: Grandchildren impact on health: Please indicate how much you agree or disagree with the following statements.

▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

As well as their physical well-being.

Physical



“ With my grandmother you wouldn't even ask. You wouldn't even ask her to have a catch with you or to go out for a pass or something. And now Grandma and Grandpa are hanging . . . at Disneyland and having as much [fun]-
- doing all the cool rides . . . and active stuff, and swimming, you can do everything. You can even do parasailing, jet skiing, you can do all that stuff. You're not sitting in a rocking chair. ”






Base: AAPI grandparents (n=605)
Q67: Grandchildren impact on health: Please indicate how much you agree or disagree with the following statements.





▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level



APPENDIX — SAMPLE PROFILE

Sample Profile: AAPI Grandparents

	Total Grandparents
<i>Base:</i>	<i>n= 605</i>
Age	
 Generation X (38 to 53 years old)	17
Boomers (54 to 72 years old)	50
Silent Generation (73 to 85+ years old)	33
Mean age	65.8
Gender	
 Female	46
Male	54
Other	-
Census Region	
 Northeast	18
Midwest	14
South	20
West	48
Community	
 Urban	33
Suburban	54
Rural	13
Marital Status	
 Married / Living with partner	81
Widowed	10
Divorced / Separated	9
Single	1

	Total Grandparents
<i>Base:</i>	<i>n= 605</i>
Income	
 High (75k+)	41
Medium (40k–74,999k)	26
Low (<40k)	24
Race/Ethnicity	
 White	-
Black / Asian American	-
Hispanic / Latino	-
Asian American	100
Education	
< High school	5
High school	11
 Technical training	3
Some college	22
College	33
Graduate	26
Employment	
Retired/No longer working	50
Employed full-time	26
 Employed part-time	10
Homemaker	6
Retired/Working elsewhere part-time	2
Retired/Working elsewhere full-time	2
Unemployed, looking for work	1
Student	-
Other	1
Prefer not to answer	1

Detailed Profile of AAPI Grandparents





	Total
<i>Base:</i>	<i>n= 605</i>
Birth Country	
East / Southeast Asia	42
United States	25
South Asia	18
Latin America	2
Europe	1
Australia, New Zealand, & the Pacific	1
Africa	1
Canada	<0.5
Middle East (excluding North Africa)	-
Other	5
Prefer not to answer	5
Most Common Language Spoken at Home	
English	72
Mandarin	10
Spanish	<0.5
Other	14
Prefer not to say	4






	Total
<i>Base:</i>	<i>n= 605</i>
Attend Religious Services	
Weekly or more often	31
A few times a month	9
A few times a year	18
Less often than once a year	28
Prefer not to answer	13
Volunteered in Past 12 months	
Yes	39
No	60
<i>Specific Asian Race</i>	<i>n=605</i>
Chinese	23
Japanese	7
Filipino	18
Vietnamese	10
Korean	8
Asian Indian	19
Asian Pacific Islander	3
Another Asian race	11



Detailed Profile of AAPI Grandparents (cont'd)

	Total
<i>Base:</i>	<i>n= 605</i>
Type of Grandchildren	
 Grandchildren	97
Step-grandchildren	10
Great grandchildren	6
Adopted grandchildren	1
Mean number of grandchildren	3.4
Grandchildren's Gender	
 Granddaughters	78
Mean granddaughter	1.6
Grandsons	79
Mean grandson	1.8
Age of Grandchildren	
0-11months	12
1-4	48
5-9	51
 10-12	35
13-17	33
18-34	22
35-44	2
45+	1
Children Raised*	
 Mean number of children raised	3.3

*Children raised includes own children, grandchildren, other family members, children of your friends or within the community

	Total
<i>Base:</i>	<i>n= 605</i>
Maternal/Paternal	
 From my daughter(s)	38
From my son(s)	34
Both	28
<i>Maternal/Paternal Grandchild Closeness</i>	<i>n= 135</i>
 I am equally close to both or all	63
Daughter / Granddaughter	32
Son / Grandson	6
<i>Why Closer Relationship</i>	<i>n= 33⁺</i>
They live with me*	95
I see them more often	45
 My son's / daughter's children are younger	32
They live closer to me	28
I have a closer relationship with my son / daughter	27
Son / Daughter is my biological child	23
My son's / daughter's children are older	21
I don't get along with my son's / daughter's partner	1
Other	4

*only shown to those with children in the household

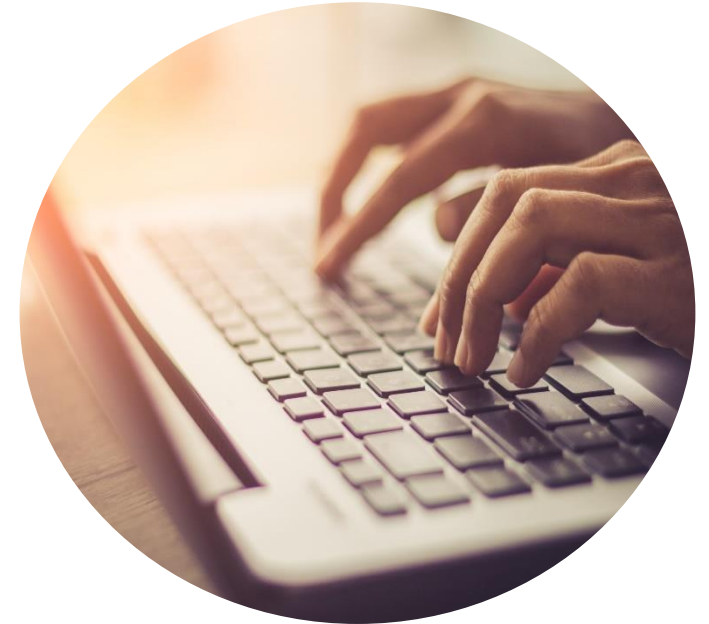
+ caution: small base size



METHODOLOGY

Methodology: Quantitative Survey, n=605

- **Objectives:** Explore modern grandparent topics / trends / issues to help fully understand the evolving role of grandparents today
- **Vendor:** Research conducted by Hotspex Inc.
- **Methodology:** Online survey via Research Now SSI Panel (targeting panelists age 38 or older), supplemented with offline intercepts (among those age 73 or older)
- **Qualifications:** Age 38 or older; have ≥ 1 grandchild (inclusive of step grandchildren, adopted grandchildren, and great grandchildren)
- **Sample:** Research Now SSI Panel, **n=605**
- **Interviewing Dates:** August 20 to September 4, 2018
- **Language of Interview:** English and Mandarin (Chinese Simplified)
- **Weighting:** The data are weighted according to demographics within general grandparents age 38+
- **Questionnaire length:** The survey was approximately **21** minutes in length online (**30** minutes offline/intercept)



**The focus of this report is on
Asian American Pacific Islander grandparents**

Methodology: Qualitative In-Depth Interviews (IDIs)

- **Objectives:** To obtain in-depth and personal insight into grandparenting as it relates to various topics
- **Vendor:** IDIs were conducted by Hotspex Inc.
- **Methodology:** Ten 45-minute in-depth phone interviews (IDIs)
- **Qualifications:** Grandparents between 43 and 76 years old who saw their grandchild(ren) at least a couple of times per year
- **Interviewing Dates:** July 26 and 27, 2018
- **Language of Interview:** English



Defining “Isolation”

The following definition was used to define level of **isolation** among grandparents:

Q68. How many of your friends OR family members would you say you have a close relationship with?

- Close friends (range 0 to 10+)
- Close family (range 0 to 10+)

Each respondent scored based on number of close friends and family:

- 0 to 4 friends/family members – 1
- 5 to 7 friends/family members – 2
- 8 to 10 friends/family members – 3
- 11 to 13 friends/family members – 4
- 14 to 16 friends/family members – 5
- 17+ friends/family members – 6

Q69. On average, how often do you do each of the following with any of your friends?

- Meet up (including both arranged and chance meetings)

Score for each response given:

- 3 or more times a week – 6
- Once or twice a week – 5
- Once or twice a month – 4
- Every few months – 3
- Once or twice a year – 2
- Less than once a year or never – 1

Q70. On average, how often do you do each of the following with any of your family?

- Meet up (including both arranged and chance meetings)

Score for each response given:

- 3 or more times a week – 6
- Once or twice a week – 5
- Once or twice a month – 4
- Every few months – 3
- Once or twice a year – 2
- Less than once a year or never – 1

A score is calculated across the number for friends and family they have and the frequency of physical interactions they have to determine level of isolation:

Not isolated – 13 to 18

Somewhat isolated – 7 to 12

Mostly isolated – 1 to 6

Defining “Loneliness”

The following definition was used to define level of **loneliness** among grandparents:

Q65. The following statements describe how people sometimes feel. For each statement, please indicate how often you feel the way described.

How often do you feel that you lack companionship?

How often do you feel left out?

How often do you feel isolated from others?

Score for each response:

Always – 3

Sometimes – 2

Rarely – 1

Never – 0

A mean score is provided to each respondent across the three statements, used to categorize level of loneliness:

Not lonely – 0 to 1.4

Somewhat lonely – 1.5 to 2.4

Mostly lonely – 2.5 to 3.0

Footnotes

¹ ["Key facts about Asian Americans, a diverse and growing population."](#) Washington, DC: Pew Research Center, September 8, 2017.

² "American Asians & Asian diversity cultural information." Provo, UT: Brigham Young University, David O. McKay School of Education.

³ Xu, Jiaquan et al. [Mortality in the United States, 2015](#). NCHS Data Brief No. 267. Washington, DC: Centers for Disease Control and Prevention, December 2016.

⁴ ["Parenting in America: Outlook, worries, aspirations are strongly linked to financial situations."](#) Washington, DC: Pew Research Center, December 17, 2015.

⁵ Gholipour, Bahar. [Grandparents and Grandchildren Can Protect Each Other's Mental Health](#). Live Science, August 12, 2013.

About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million that helps people turn their goals and dreams into 'Real Possibilities' by changing the way America defines aging. With staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and promote the issues that matter most to families such as healthcare security, financial security and personal fulfillment. AARP also advocates for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation magazine, AARP The Magazine and AARP Bulletin. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. To learn more, visit www.aarp.org or follow @aarp and our CEO @JoAnn_Jenkins on Twitter.

About Hotspex Inc.

Hotspex Inc. is a full-service market research company with 1 purpose: to help brands grow. Founded in 2000, Hotspex has conducted research in 34 countries around the world. Hotspex operates globally, with offices in Toronto, New York and London. For more information, visit Hotspex's website at www.Hotspex.com.



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This research was designed and executed by AARP Research