



# 2018 GRANDPARENTS TODAY NATIONAL SURVEY

Grandparents in Urban, Suburban, and Rural Communities



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# Executive summary

**Where a grandparent lives has no bearing on a lot of elements of being a grandparent, yet in some aspects grandparent experiences represent a unique blend of lifestyle choices and vary somewhat depending on where they live (urban, suburban, or rural).**

## **Urban Grandparents**

- The Urban grandparent is somewhat younger with less grandchildren and spends more money each year on their grandchildren. They also spend the most on their grandchildren's education, averaging \$5,486 per year.
- Twice as many urban grandparents live with their grandchildren as compared to suburban and rural grandparents resulting in them being more likely to be financial supporters and disciplinarians to their grandchildren.
- Urban grandparents have more experience with multicultural families. Thirty-one percent of urban grandparents have a grandchild of a different race or ethnicity.

## **Rural Grandparents**

- Rural grandparents strongly believe their role as a grandparent is to share roots and history. Compared to urban and suburban grandparents, rural grandparents are less likely to believe parenting and discipline are better today than in the past.
- Although rural grandfathers are mostly called some form of "grandpa," rural grandmothers are more likely to be called something else.
- Rural grandparents, who are less tech savvy than urban and suburban grandparents, are cultivating more day-to-day in-person opportunities with their grandchildren compared to those in other communities.

## **Suburban Grandparents**

- Over half (55%) of grandparents live in suburban communities.
- Suburban grandparents are in the best of health and identify as babysitters.

# Executive summary (cont'd)

**No matter location, all grandparents are dealing with definite, modern shifts in how they relate and engage with their grandchildren.**

- Distance is the biggest barrier to seeing grandchildren, particularly for suburban and rural grandparents. Regardless of community, half of all 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 two in five grandparents today are in the workforce. In all communities, grandparents' busy schedules as well as the schedules of their children and grandchildren are the second biggest barrier to spending time with their grandchildren. Urban and suburban grandparents, more so than rural grandparents, are overcoming these challenges with increasing technological savvy.
- All grandparents across communities enjoy connecting with grandchildren by traveling together. About a third of urban, suburban, and rural grandparents have enjoyed "skip gen" travel (travel without parents) with their grandchildren.
- Grandparents seek additional information about connecting with their grandchildren and staying relevant in their lives, although all grandparents welcome online media sources for grandparenting information, they also consult traditional media.
- Regardless of the urban, rural, or suburban setting, today's grandparents value teaching gender equality, and nearly all believe in raising girls to be strong, independent women.

# Executive summary (cont'd)

**Grandkids are the elixir of life! The greater emotional support grandparents and grandchildren receive from one another, the better their psychological and physiological health.<sup>3</sup>**

- Urban, suburban, and rural grandparents agree that having grandchildren has a positive impact on mental health.
- Grandchildren also make grandparents across communities more sociable and physically active.



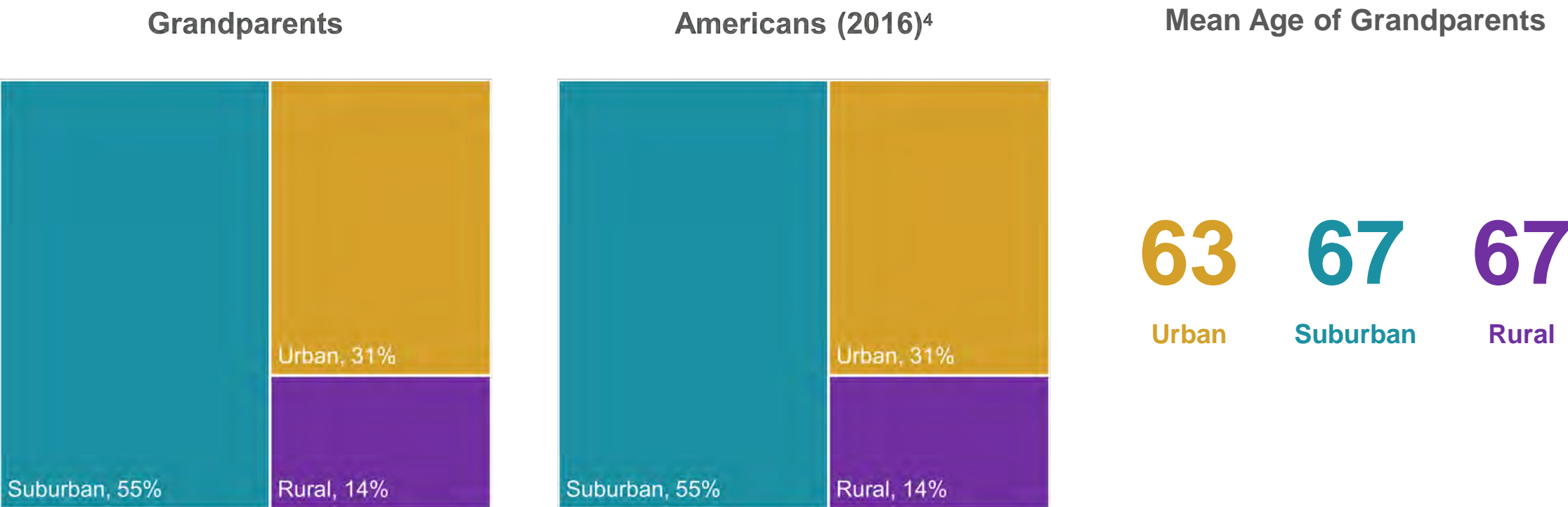




# GRANDPARENTS TODAY

# Over half of all grandparents say they live in a suburban area, consistent with the U.S. adult population figures.

Grandparents living in urban communities are slightly younger than those living in suburban or rural communities.

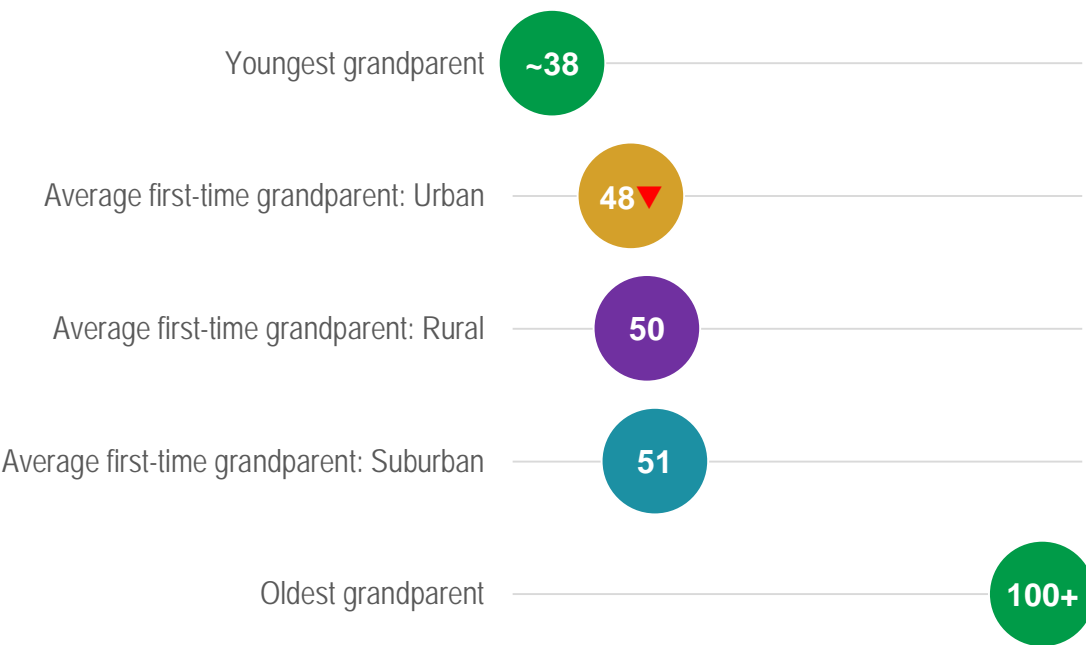


Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)  
Q3: Which best describes the community where you live? Q8: In what year were you born?

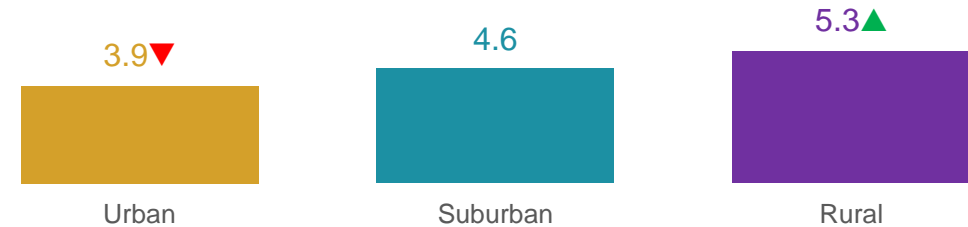
▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

# Multigenerational households are far more common among grandparents who live in urban areas, but grandparents in rural areas have larger families.

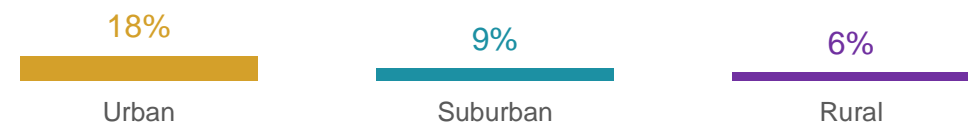
Ages of Grandparents



Average Number of Grandchildren



Have Grandchildren Who Live with Them

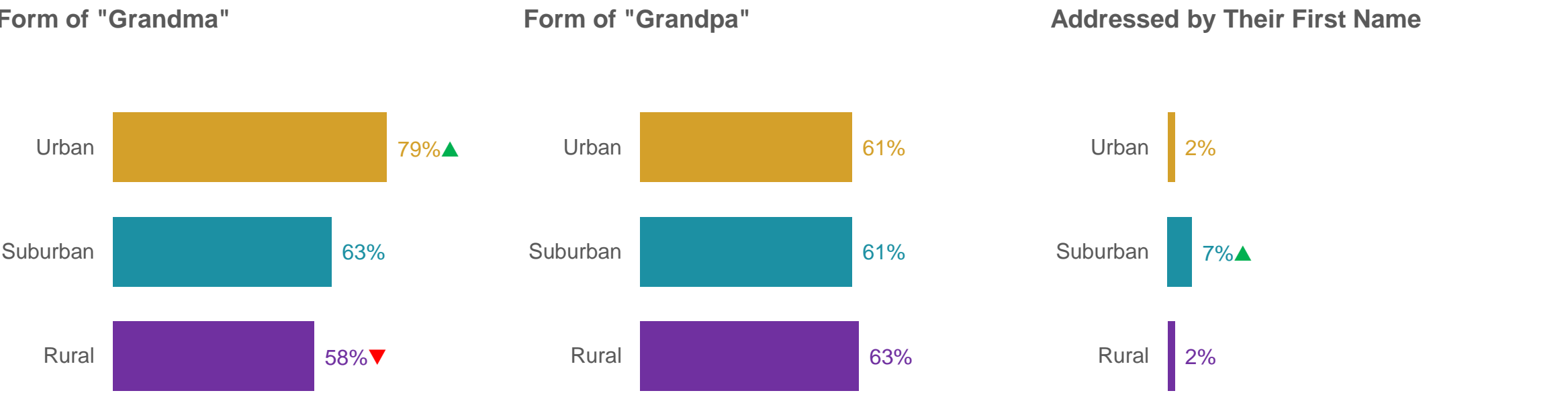


▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level



# Most grandparents today are referred to by traditional names, although rural grandmothers are more likely to forgo “grandma” for something else.

More grandmothers in Suburban areas are addressed by their first name (7%) compared to those in Urban and Rural areas (2%).



Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)  
Q33: What do(es) your grandchildren call you?  
▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level



# THE ROLE OF THE GRANDPARENT



# Across geographies grandparents are highly engaged with their families.

Say they play an important role in their grandchildren's lives

Urban

84%

Suburban

80%

Rural

80%

Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)

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

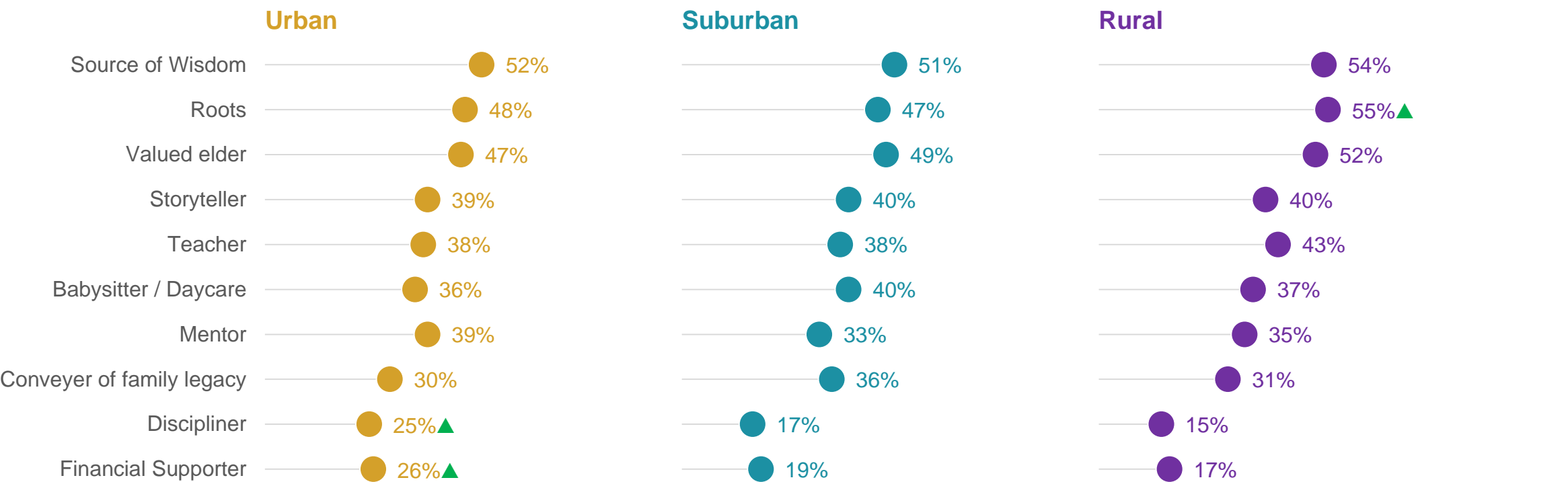
▲ Statistically higher than both groups at the 95% confidence level

▼ Statistically lower than both groups at the 95% confidence level



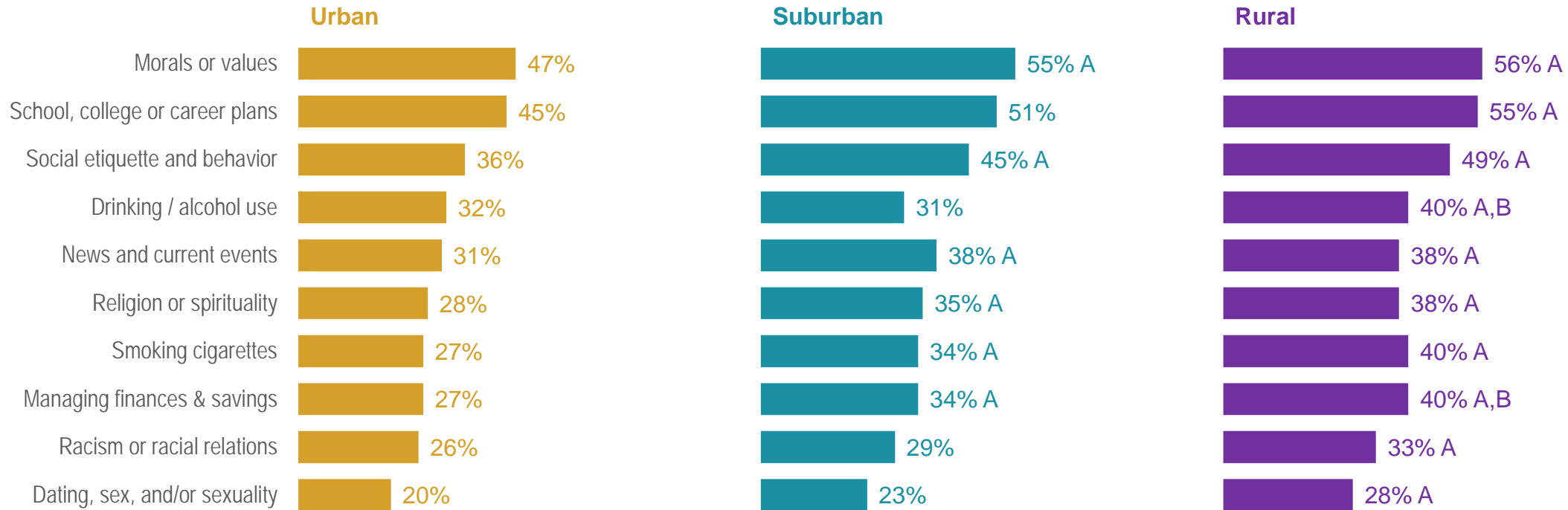
# Perceptions of the grandparent role vary across communities, but all grandparents see themselves as a source of wisdom and roots.

Urban grandparents are more likely to be financial supporters and disciplinarians than rural and suburban grandparents.



Base: Total Answered (Generation n=306; Suburban n=648; Rural n=379)  
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 both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

# Morals, goals, and decorum are comfortable topics for grandparents to discuss, regardless of community.

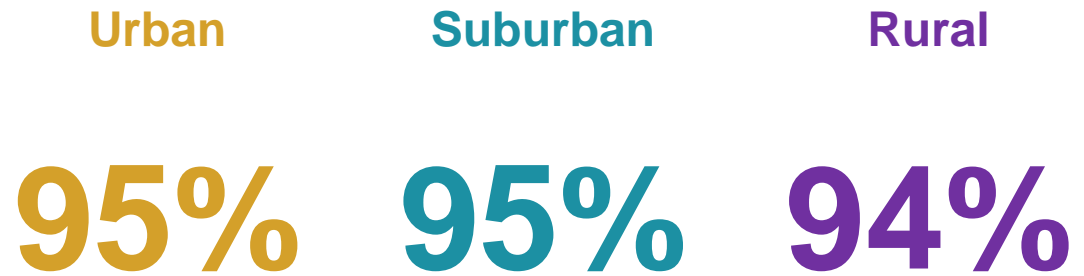


**A:** Statistically different than Urban  
**B:** Statistically different than Suburban  
**C:** Statistically different than Rural

Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)

Q40: Which of the following topic areas are you comfortable giving advice or talking to your grandchildren about ...?

# Education of their grandchildren is an extremely high priority for grandparents across generations.



Nearly all grandparents think it is **important for their grandchildren to get a higher education.**



Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)

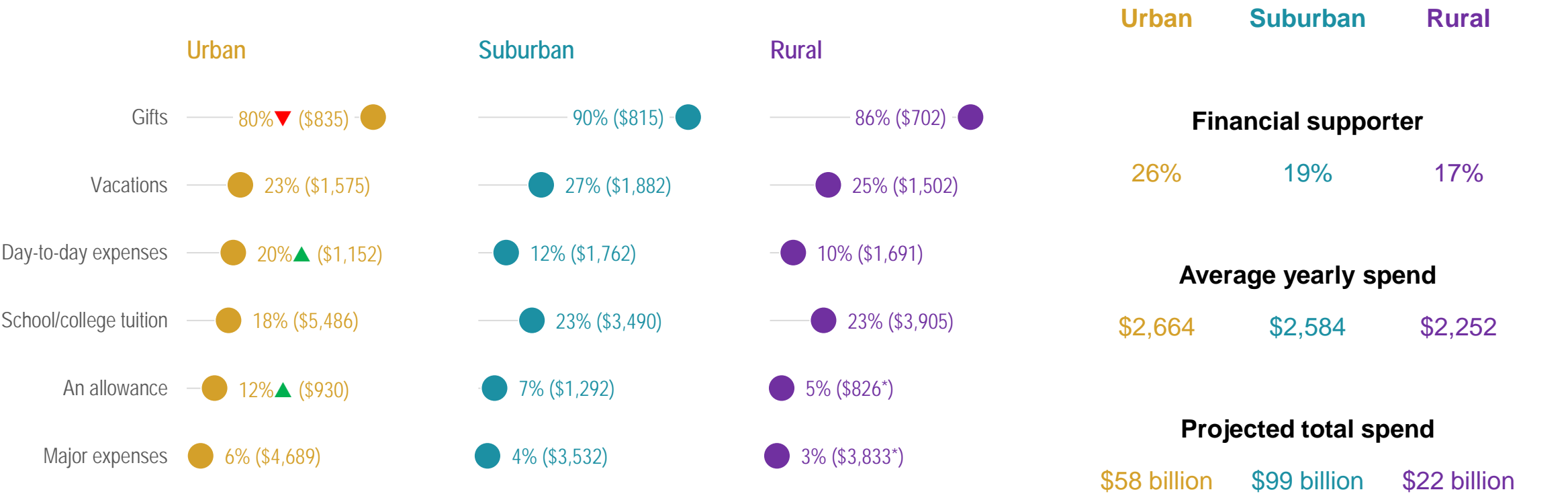
Q45: Below is a list of modern parenting topics (you may OR may not be aware of). Please indicate how much you agree or disagree with each point?

▲ Statistically higher than both groups at the 95% confidence level

▼ Statistically lower than both groups at the 95% confidence level



# Many grandparents are pitching in on education expenses. Across all communities, grandparents' highest grandchild expense is education.



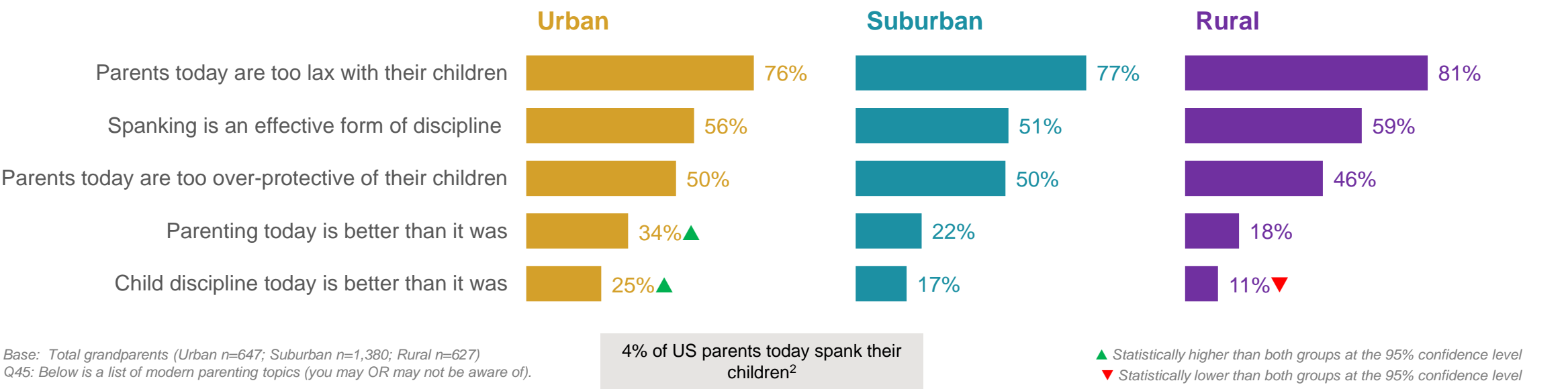
Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)  
Q30: Which of the following, if any, do you spend your money on for your grandchildren?  
Base: Total spent mean (Urban n=647; Suburban n=1,380; Rural n=627)  
Q31: In a given year, how much do you think you spend on your grandchildren?  
\*Low base sizes for average spend calculations

▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

# Urban and rural grandparents have the most divergent attitudes about discipline and parenting styles, while suburban grandparents fall in the middle.

Across community grandparents agree parents today are too lax with their children, but opinions about discipline vary. Urban grandparents are more likely to agree that parenting and child discipline is better today than bygone generations, while Rural grandparents disagree. Suburban grandparents fall in the middle.

Percent who agree / strongly agree

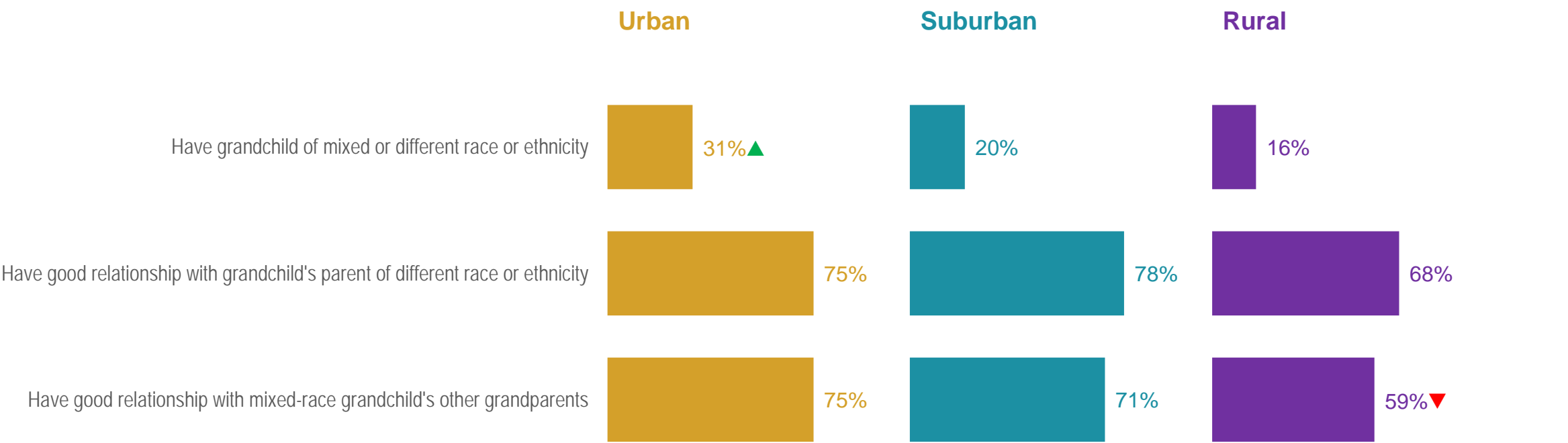




# GRANDPARENT CULTURAL SHIFTS



# Multicultural families are twice as common among urban than rural grandparents, yet urban multicultural extended families have better family relationships than those in rural or suburban communities.



Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627) Q50: Are any of your grandchildren...  
Base: Grandparents whose grandchildren are of different race/ethnicity (Urban n=215; Suburban n=311; Rural n=115)  
Q52: Multiracial: Please indicate how much you agree or disagree with the following statements

▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

# Nearly all grandparents in all areas 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

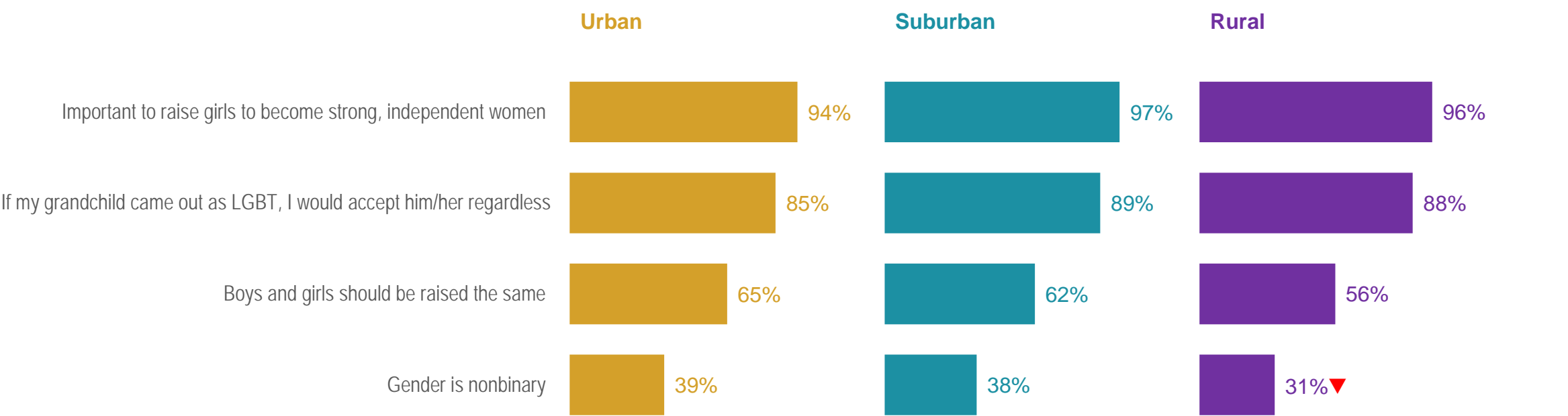


Base: Grandparents whose grandchildren are of different race/ethnicity (Generation X n=209; Boomer n=257; Silent n=175)  
Q52: Multiracial: Please indicate how much you agree or disagree with the following statements.

▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

# Grandparents across urban, rural, and suburban communities are consistently open to societal changes around gender and sexuality.

Grandparents across all geographies agree that raising women to be independent is important and that regardless of sexuality they would accept their grandchildren.



Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)  
Q45: Below is a list of modern parenting topics (you may OR may not be aware of).

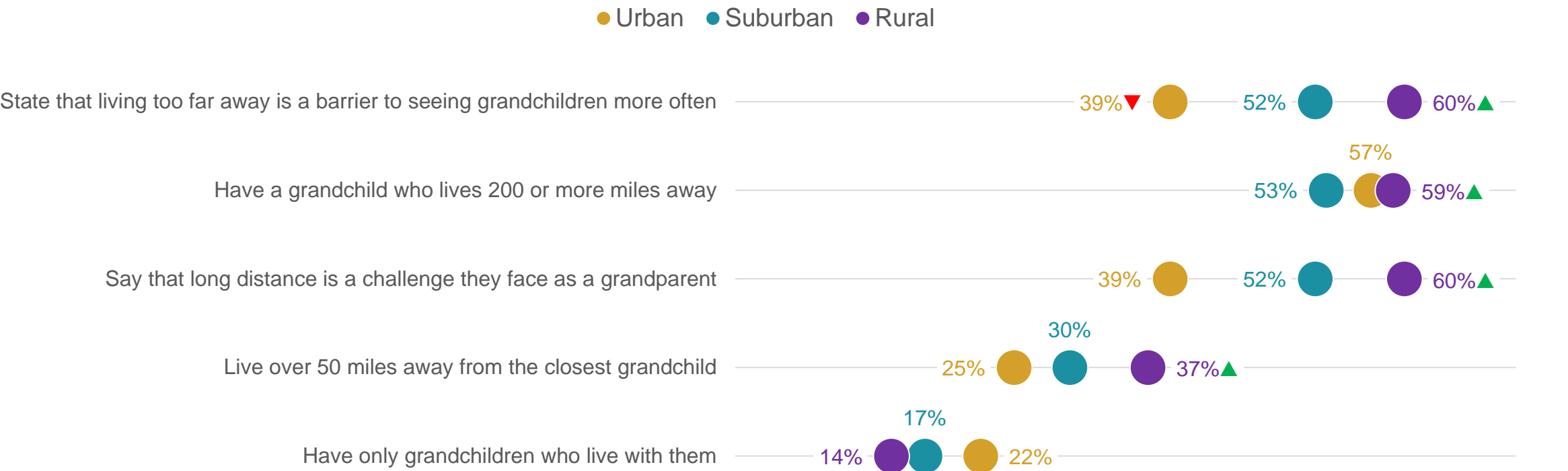
▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level





# GRANDPARENTS CONNECTING

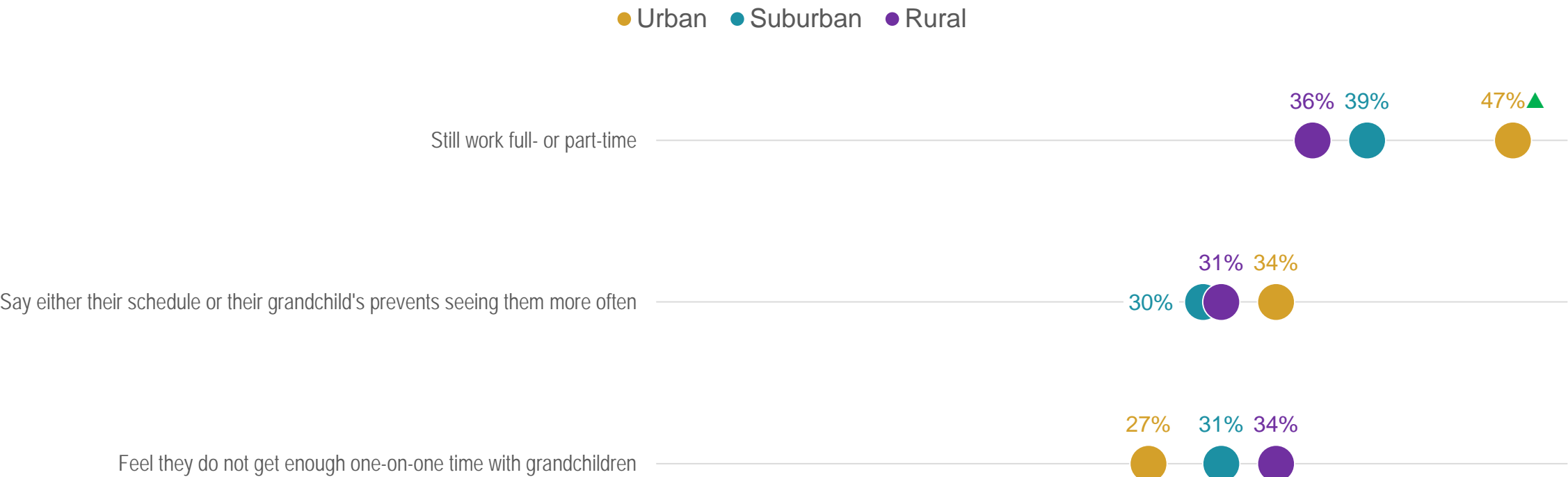
# Distance is the top barrier to seeing grandchildren, particularly for suburban and rural grandparents.



Base: Grandparents who do not live with grandchildren; (Closest: (Urban n=615, Suburban n=1,358, Rural n=612)  
Furthest (Urban n=468, Suburban n=1,123, Rural n=513 ) ; Q26: How close (in proximity) do you live to your grandchild(Ren)?  
Base: Grandparents who do not see grandchildren often enough (Urban n=355; Suburban n=875; Rural n=429);  
Q29: Which of the following reasons prevent you from seeing your grandchildren more often?  
Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627) Q47: Which of the following challenges, as a grandparent, do you face?

▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

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



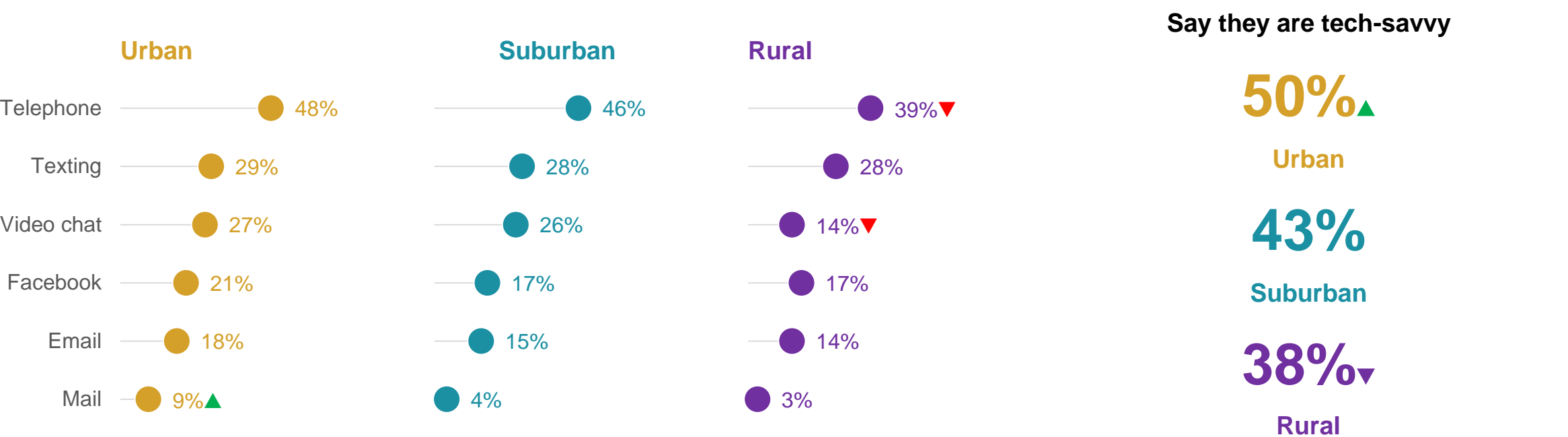
Base: Grandparents who do not see grandchildren often enough (Urban n=647, Suburban n=1,380, Rural n=627)  
Q29: Which of the following reasons prevent you from seeing your grandchildren more often?  
Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)  
Q76: Which best describes your current employment status? Q47: Which of the following challenges, as a grandparent, do you face?

▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level



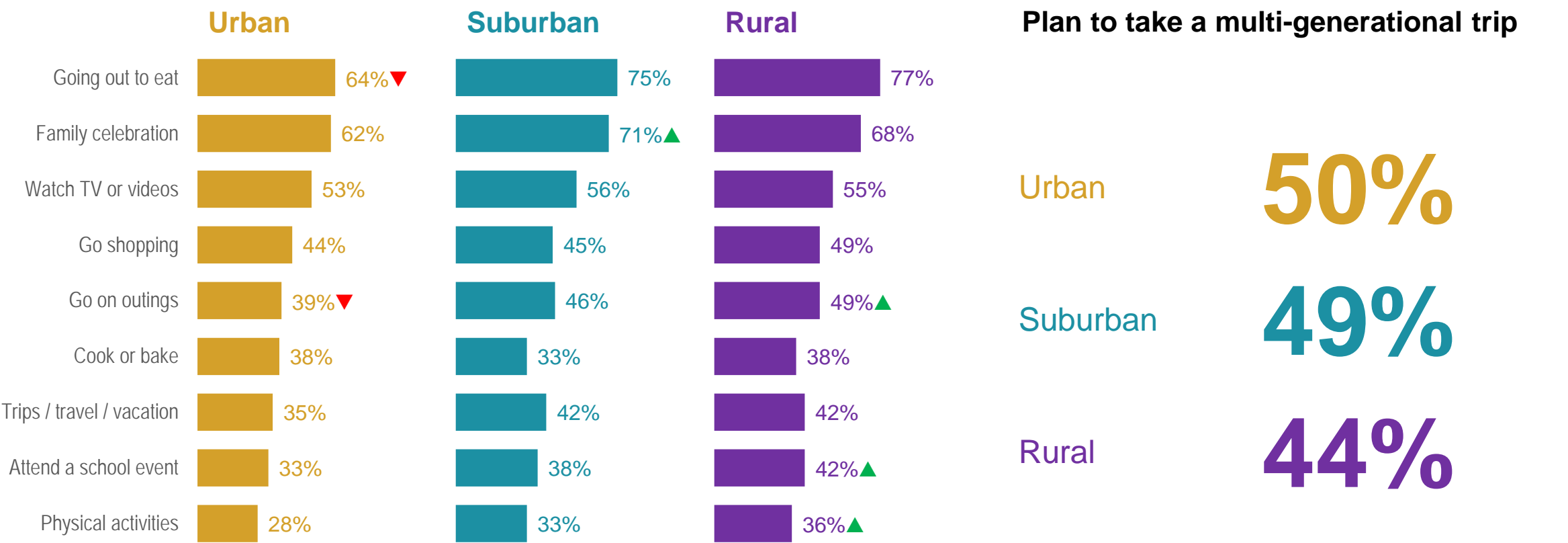
# Rural grandparents, who need technology the most given their distance challenges, are the least comfortable with it and use it the least compared to other communities.

Only 1 in 7 rural grandparents uses video chat compared to 1 in 4 urban and suburban grandparents.



Base: Grandparents who do not live with grandchildren (Urban n=559; Suburban n=1,261; Rural n=765)  
Q39: In general, how often do you communicate with your grandchildren using the following...?  
▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

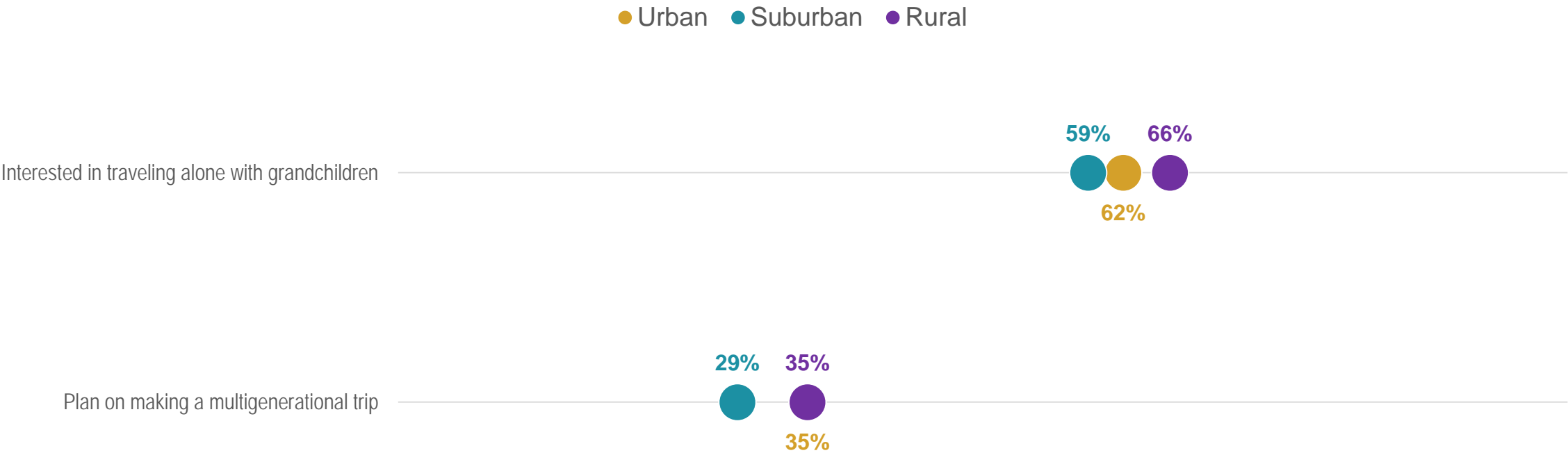
# All grandparents are cultivating in-person opportunities to connect with grandchildren, especially rural grandparents.



Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)  
Q34: Have you done any of the following activities with your grandchildren in the past 12 months? Please select all that apply

▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

# Travel is a great equalizer for geographically dispersed grandparents. Similar numbers across all communities are interested in or have taken skip-gen travel (grandparent–grandchild only trips).

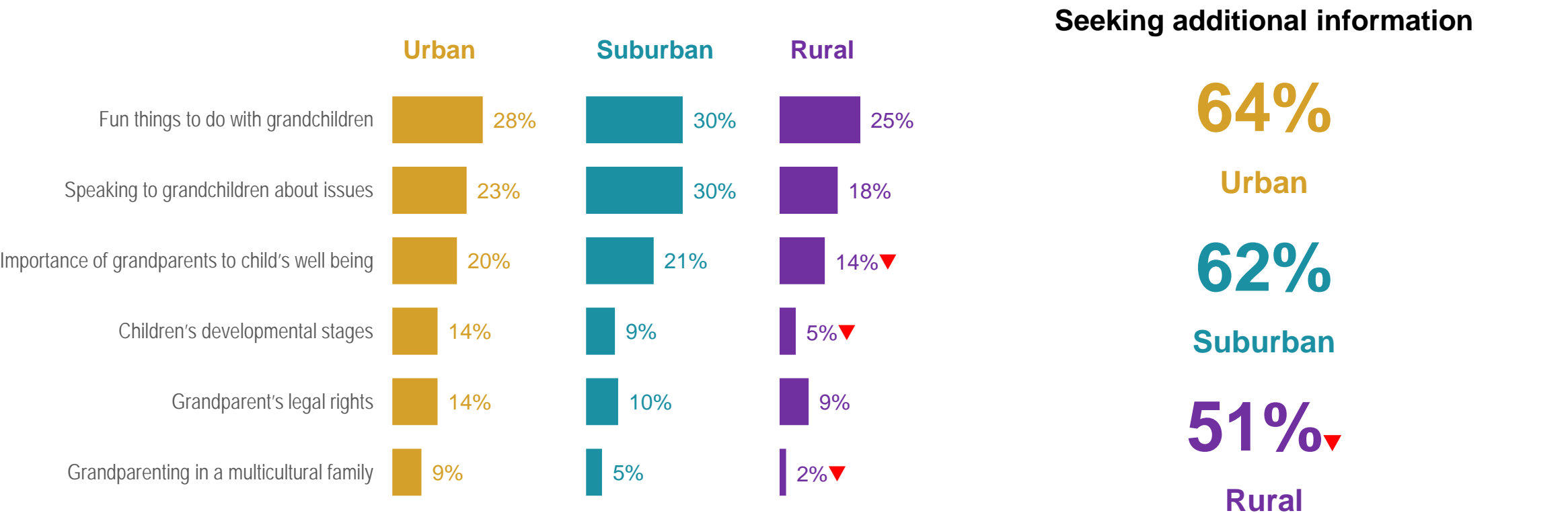


Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627) Q37: How likely, if at all, are you to take a multigenerational trip in the next 12 months?  
Q38: Have you ever paid for and taken a trip with your grandchildren without their parents (i.e., their mom and dad stay at home).  
Q46: 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 both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level



# Fun things to do with grandchildren is the most popular topic for all grandparents, but rural grandparents are less interested in seeking out grandparenting information in general.

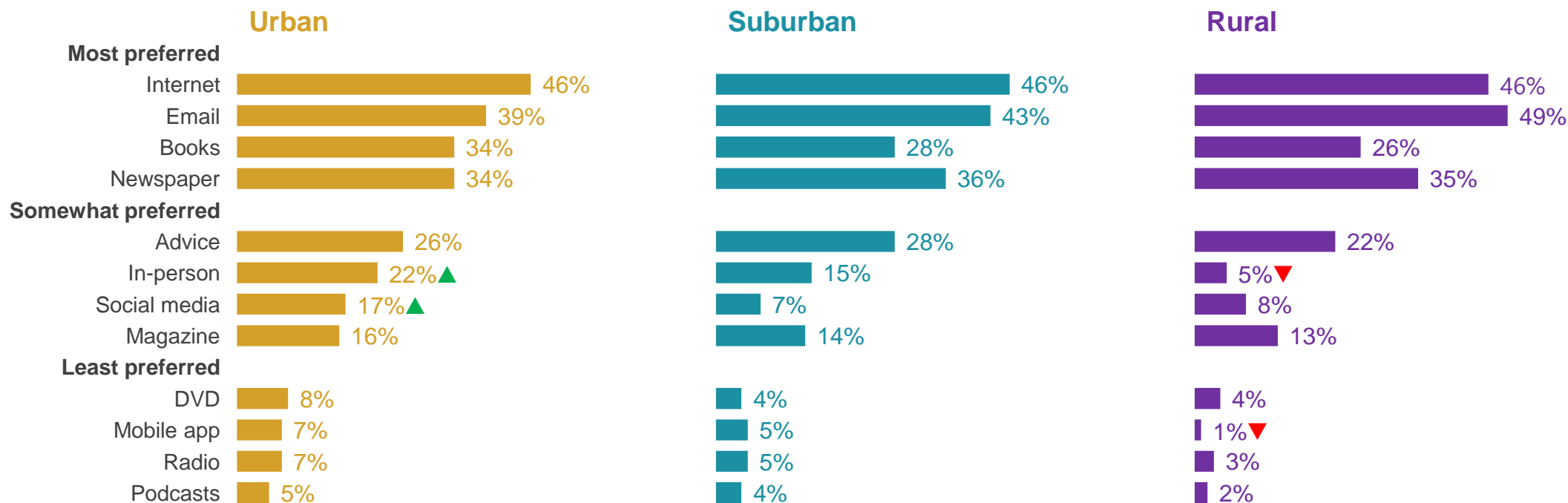


Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)  
Q48: Which of the following topics would you like more information on as it relates to your role as a grandparent?

▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

# Regardless of community, grandparents welcome online and traditional media sources for grandparenting information.

Urban grandparents have a greater interest in social media and in-person events compared to those in rural or suburban communities.



Base: Grandparents who need any information (Urban n=413, Suburban n=837, Rural n=334)  
Q49: What is your preferred method of receiving information (on grandparenting)? Select all that apply.

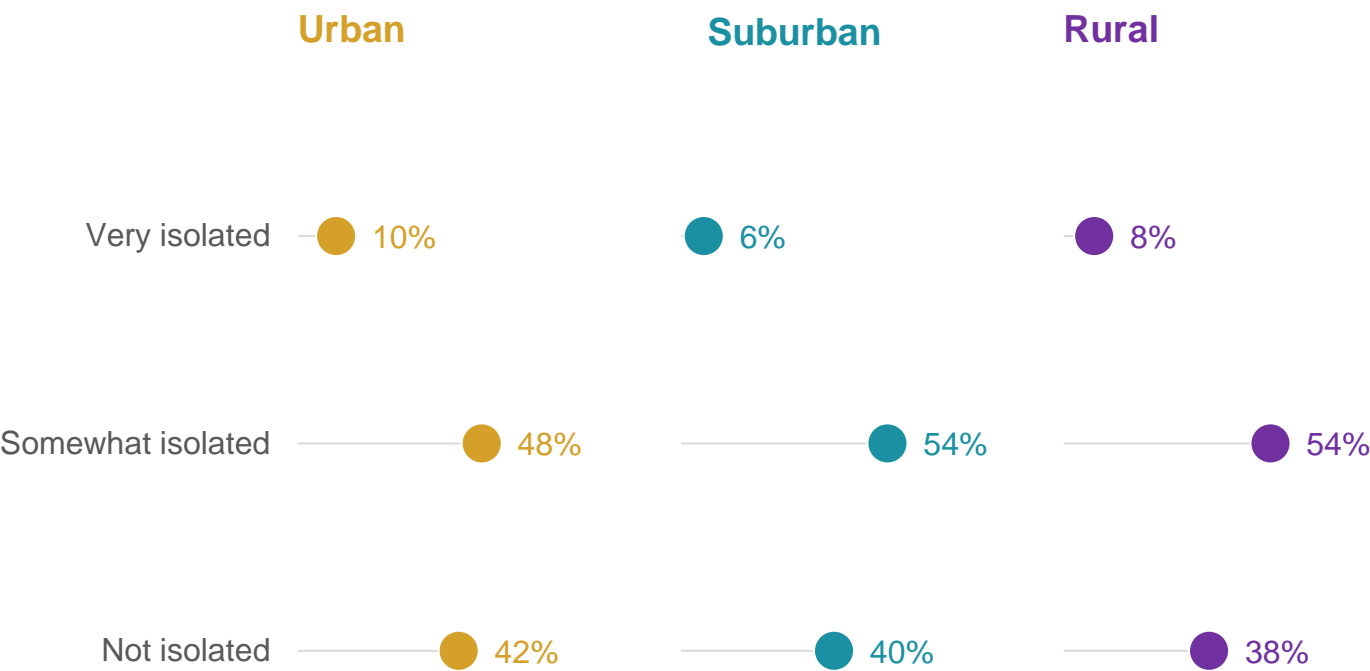
▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level



## HEALTH IMPACT AND OUTCOMES



# Grandparents across communities experience similar feelings of social isolation.

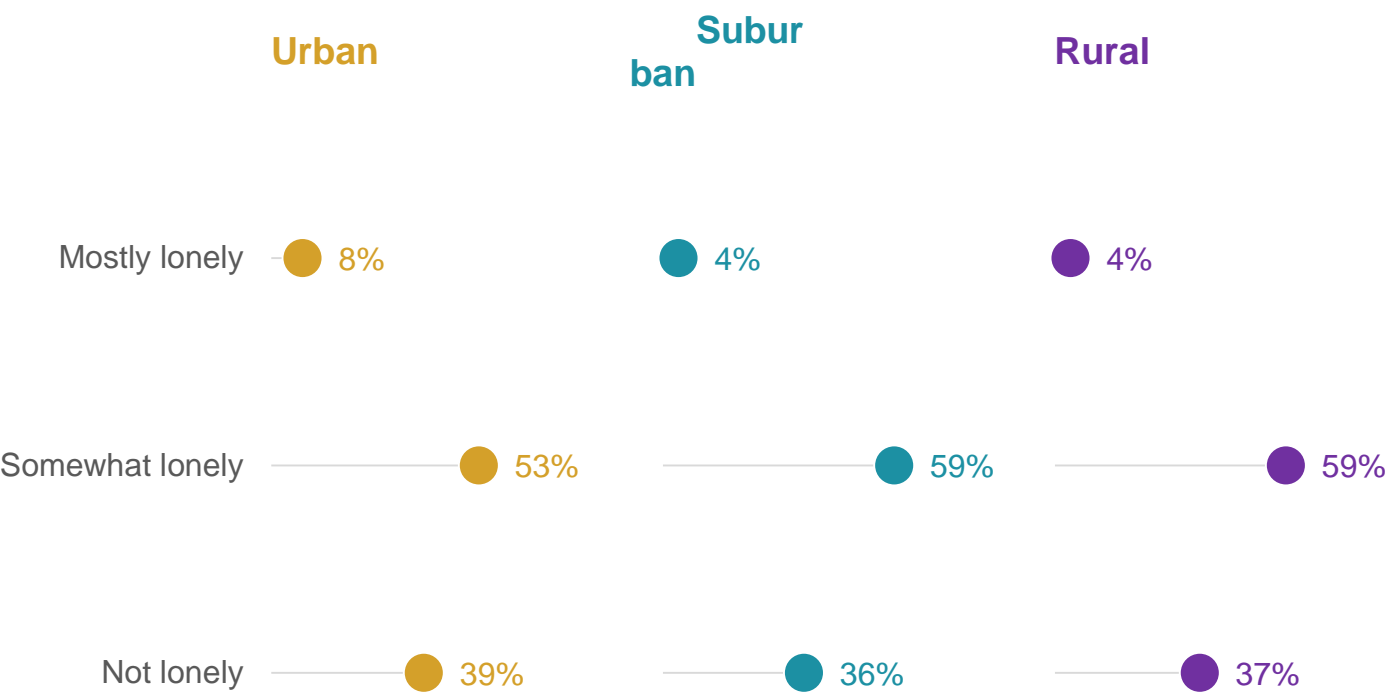


**Isolation:** The objective experience of diminished social connectedness as measured by the quality, type, frequency, and emotional satisfaction of social ties. Social isolation can impact health, quality of life, and the quality of the environment and community in which people live.

Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)  
Isolation as defined by Q68, 69, 70..

▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

# Grandparents across communities also experience similar feelings of loneliness.



**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.

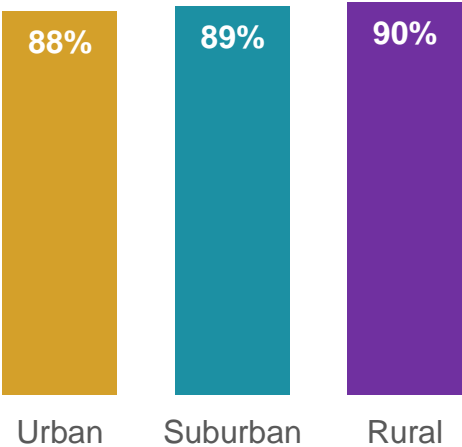
Base: Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)  
Q65: The following statements describe how people sometimes feel. For each statement, please indicate how often you feel the way described.

▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

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

## Mental

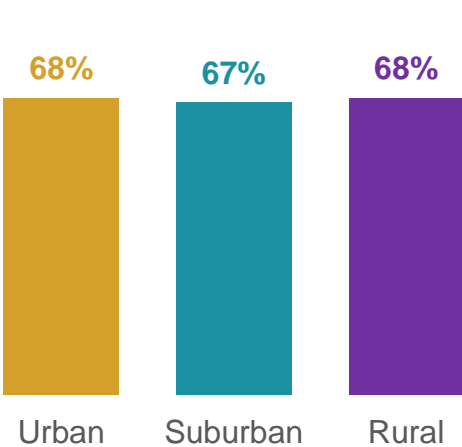
Say their relationship with their grandchildren is good for their mental well-being



“ 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. ”

## Emotional

Say their grandchildren make them more sociable



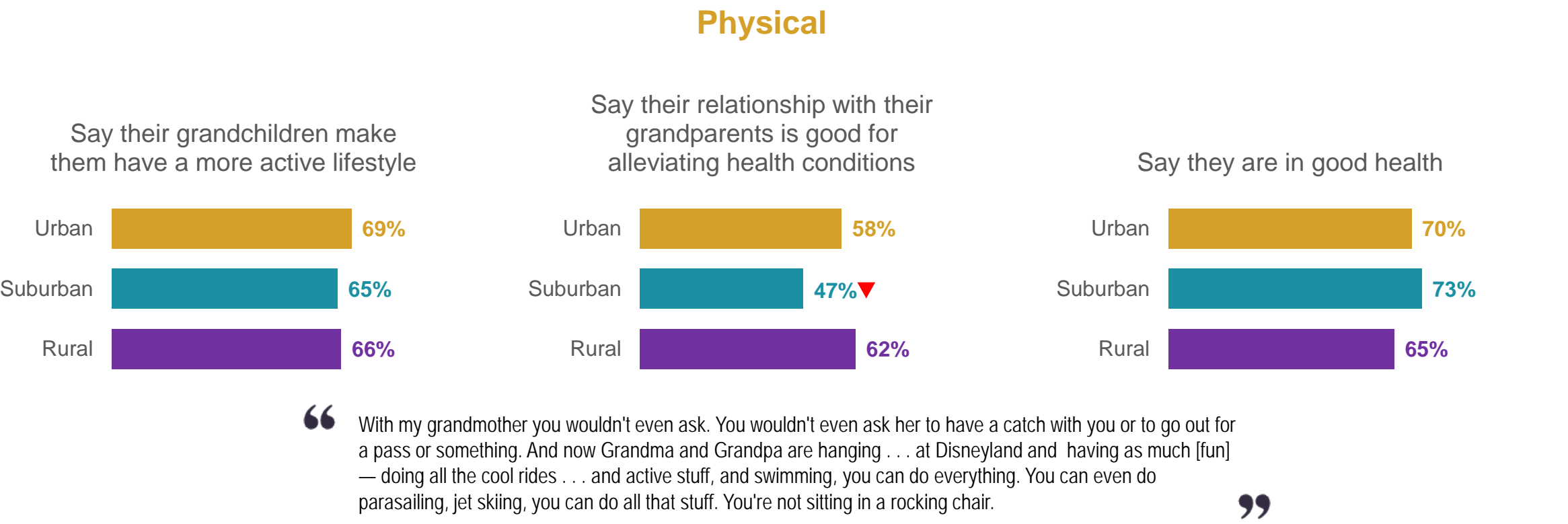
“ I like for him to go outside. I want him to run. So I always take him...-- let's go play outside. I want him to run. I want him to have a physical activity. That's important for me. ”

Base Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)  
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



# Many grandparents believe having grandkids encourages an active lifestyle, although suburban grandparents are more reluctant to link grandchildren to better physical health.



Base Total grandparents (Urban n=647; Suburban n=1,380; Rural n=627)

Q67: Grandchildren impact on health: Please indicate how much you agree or disagree with the following statements.

Q62: How would you rate your overall health at the present time?


▲ 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



	Urban (A)	Suburban (B)	Rural (C)
<i>Base:</i>	<i>n= 600</i>	<i>n=1,380</i>	<i>n=627</i>
 <b>Gender</b>			
Female	38	44	40
Male	62	56	59
<b>Age</b>			
Gen X (38-44)	28 <b>BC</b>	13 <b>C</b>	8
Baby Boomer (54-72)	41	52 <b>A</b>	61 <b>AB</b>
Silent Gen (73-85+)	32	34	31
<b>Census Region</b>			
Northeast	18	17	21
Midwest	18	23 <b>A</b>	28 <b>AB</b>
South	38	37	34
West	26 <b>C</b>	23 <b>C</b>	17
<b>Community</b>			
Urban	100	-	-
Suburban	-	100	-
Rural	-	-	100
<b>Marital Status</b>			
Married / Living with partner	61	69 <b>A</b>	73 <b>A</b>
Widowed	17	13	13
Divorced / Separated	16	15	14
Single	6 <b>C</b>	4 <b>C</b>	1
<b>Sexuality Identification</b>			
Heterosexual	93	96	96
Prefer not to answer	4	2	3

	Urban (A)	Suburban (B)	Rural (C)
<i>Base:</i>	<i>n= 600</i>	<i>n=1,380</i>	<i>n=627</i>
 <b>Income</b>			
High (75k+)	36	48	40
Medium (40k–74,999k)	24	25	27
Low (<40k)	30	16	24
<b>Race/Ethnicity</b>			
White	51	72 <b>A</b>	91 <b>AB</b>
Black / African American	22 <b>BC</b>	12 <b>C</b>	2
Hispanic / Latino	16 <b>BC</b>	9 <b>C</b>	1
Asian American	8 <b>C</b>	7 <b>C</b>	3
<b>Education</b>			
< High school	3	1	1
High school	15	14	18 <b>B</b>
Technical training	7	5	6
Some college	25	25	34 <b>AB</b>
College	31 <b>C</b>	34 <b>C</b>	23
Graduate	19	21	16
<b>Employment</b>			
Employed full-time	31 <b>C</b>	27	23
Employed part-time	9	8	8
Homemaker	8 <b>B</b>	5	7
Retired/No longer working	38	52 <b>A</b>	54 <b>A</b>
Unemployed, looking for work	4 <b>BC</b>	2	1
Retired/Working elsewhere part-time	6 <b>B</b>	3	3


# Detailed Profile of Grandparents



	Urban (A)	Suburban (B)	Rural (C)
<i>Base:</i>	<i>n= 600</i>	<i>n=1,380</i>	<i>n=627</i>
<b>Birth Country</b>			
USA	79	87 <b>A</b>	95 <b>AB</b>
Latin America	10 <b>BC</b>	6 <b>C</b>	1
East / Southeast Asia	3 <b>C</b>	3 <b>C</b>	1
Europe	3	2	1
<b>Most Common Language Spoken at Home</b>			
English	86	93 <b>A</b>	98 <b>AB</b>
Spanish	11 <b>BC</b>	4 <b>C</b>	1

	Urban (A)	Suburban (B)	Rural (C)
<i>Base:</i>	<i>n= 600</i>	<i>n=1,380</i>	<i>n=627</i>
<b>Attend Religious Services</b>			
Weekly or more often	28	33	31
A few times a month	15 <b>C</b>	13	10
A few times a year	19 <b>C</b>	18 <b>C</b>	13
Less often than once a year	30	31	41 <b>AB</b>
Prefer not to answer	8 <b>B</b>	5	6
<b>Volunteered in Past 12 Months</b>			
Yes	42	45	49
No	56 <b>C</b>	51	48





# Detailed Profile of Grandparents (cont'd)

	Urban (A)	Suburban (B)	Rural (C)
<i>Base:</i>	<i>n= 600</i>	<i>n=1,380</i>	<i>n=627</i>
<b>Type of Grandchildren</b>			
Grandchildren	95	93	95
Step-grandchildren	17	18	21
Great grandchildren	15	15	21 <b>AB</b>
Adopted grandchildren	3	4	5
<i>Mean number of grandchildren</i>	<i>3.9</i>	<i>4.6 <b>A</b></i>	<i>5.3 <b>AB</b></i>
<b>Grandchildren's Gender</b>			
Granddaughters	84	84	84
<i>Mean number of granddaughters</i>	<i>2.1</i>	<i>2.3</i>	<i>2.6 <b>AB</b></i>
Grandsons	78	81	87 <b>AB</b>
<i>Mean number of grandsons</i>	<i>1.9</i>	<i>2.3 <b>A</b></i>	<i>2.7 <b>AB</b></i>
<b>Age of Grandchildren</b>			
0–11months	12	15	18 <b>A</b>
1–4	45	45	46
5–9	44	47	53 <b>A</b>
10–12	34	35	39
13–17	33	39 <b>A</b>	44 <b>A</b>
18–34	37	40	45 <b>A</b>
35–44	7	6	6
45+	2	1	2
<b>Children Raised*</b>			
<i>Mean number of children raised</i>	<i>3.2</i>	<i>2.9</i>	<i>3.1</i>



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

	Urban (A)	Suburban (B)	Rural (C)
<i>Base:</i>	<i>n= 600</i>	<i>n=1,380</i>	<i>n=627</i>
<b>Maternal/Paternal</b>			
From my daughter(s)	37	34	38
From my son(s)	33	35 <b>C</b>	28
Both	29	31	34
<b>Maternal/Paternal Grandchild Closeness</b>	<i>n=184</i>	<i>n=438</i>	<i>n=202</i>
I am equally close to both / all	77	73	65
Daughter/Granddaughter	17	23	26
Son/Grandson	7	4	10
<b>Why Closer Relationship</b>	<i>n=57</i>	<i>n=130</i>	<i>n=82</i>
They live with me*	87	58	75
I see them more often	61	59	72
They live closer to me	59	47	54
I have a closer relationship with my son / daughter	23	43 <b>A</b>	44 <b>A</b>
Son / Daughter is my biological child	12	10	16
My son's / daughter's children are younger	11	14 <b>C</b>	3
My son's / daughter's children are older	7	9	7
I don't get along with my son's / daughter's partner	2	11 <b>A</b>	8
Other	3	3	2



\*only shown to those with children in the household



## METHODOLOGY

# Methodology: Quantitative Survey

- **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  $\geq 1$  grandchild (inclusive of step grandchildren, adopted grandchildren and great grandchildren)
- **Sample:** Research Now SSI Panel, **n = 2,654**
- **Interviewing Dates:** August 20 to September 4, 2018
- **Language of Interview:** English, Spanish and Mandarin (Chinese Simplified)
- **Weighting:** The data is 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 geographical differences (urban, suburban, and rural)**

# 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 grandchildren at least a couple of times per year
- **Interviewing Dates:** July 26 and 27, 2018
- **Language of Interview:** English





# Footnotes

<sup>1</sup> 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.

<sup>2</sup> ["Parenting in America: Outlook, worries, aspirations are strongly linked to financial situations."](#) Washington, DC: Pew Research Center, December 17, 2015.

<sup>3</sup> Gholipour, Bahar. [Grandparents and Grandchildren Can Protect Each Other's Mental Health](#). Live Science, August 12, 2013.

<sup>4</sup> ["Shrinking share of Americans in rural communities."](#) Washington, DC: Pew Research Center, May 15, 2018.

# 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](http://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](http://www.Hotspex.com).



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