



2018 GRANDPARENTS TODAY NATIONAL SURVEY

Grandmothers and Grandfathers



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Executive Summary

- **Grandmothers and grandfathers represent a strong base with great combined spending power, although grandfathers have an economic advantage.**
 - Grandmothers and grandfathers equally have, on average, four to five grandchildren, and, by 2030, more than 70 percent of U.S. 8-year-olds will have a living great-grandparent.¹
 - Grandfathers spend an average of \$2,688 annually on their grandchildren, which is slightly more than grandmothers, who spend \$2,471. But 40 million grandmothers have more spending power than 29 million grandfathers. Grandmothers' projected total spending power is \$100 billion per year, which is \$21 billion more than grandfathers' projected \$79 billion total spending power.
 - Grandmothers also spend a greater portion of their income on their grandchildren compared to grandfathers. While grandfathers only spend about 8% more on grandchildren than grandmothers, more grandfathers (54%) are considered high income earners than grandmothers (37%).
- **Grandmothers and grandfathers are pivotal to the family, though both play slightly different roles.**
 - Grandchildren refer to their grandparents by traditional names like "grandma" and "grandpa," but more often for grandmothers (70%) than for grandfathers (60%). Grandfathers are twice as likely (10%) as grandmothers (5%) to use a nontraditional name.
 - Though grandparents provide moral guidance on a wide range of values and issues, grandmothers are more comfortable than grandfathers discussing important issues.
 - Regardless of gender, grandparents place high importance on the role they play (grandmothers: 83%; grandfathers: 79%).
 - Grandmothers thrive in the roles of teaching culture, storytelling, and imparting wisdom to grandchildren, while grandfathers prefer family figurehead roles such a mentor and valued elder.
 - Grandfathers are more likely than grandmothers to disagree with current parenting styles, and more likely (60%) than grandmothers (50%) to agree that spanking is an effective form of discipline (compared to 4 percent of parents who do it today²).

Executive Summary (cont.)

- **Changes in attitudes, technology, and our world have resulted in universal shifts in how grandmothers and grandfathers relate and engage with their grandchildren.**
 - As a group, grandparents are embracing multiculturalism. Equal numbers of grandmothers and grandfathers (33%) have grandchildren of a different race or ethnicity.
 - Grandmothers have particularly strong connections to their heritage, and it is very important to them that their grandchild of a different race or ethnicity knows about the heritage they share. Yet both genders embrace cultural differences: two in three grandmothers and grandfathers help their grandchildren learn about the heritage they do not share.
 - Although grandmothers are more liberal in their social and parenting beliefs than grandfathers, both grandmothers and grandfathers fervently believe in raising girls to be strong, independent women, and a majority of both groups would support an LGBT grandchild.
- **While distance and busy schedules are a challenge, grandparents are finding ways to spend time and connect with their grandchildren, but grandmothers are more actively engaged.**
 - Distance, the biggest barrier to seeing grandchildren, does not differ by gender. Half of grandmothers and grandfathers 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.
 - Busy personal schedules as well as the schedules of their children and grandchildren are the second biggest barrier to grandmothers and grandfathers spending time with their grandchildren, with grandmothers feeling more impacted by busy schedules than grandfathers.
 - Grandparents are overcoming these challenges with increased technological savviness and travel, with an equal number of grandmothers and grandfathers enjoying “skip gen” travel (travel without parents) with their grandchildren.
 - Grandmothers are more likely than grandfathers to take part in activities with grandchildren, as well as engage in more in-person opportunities with them. It is not surprising that grandmothers are more interested in information about fun activities with grandchildren than grandfathers.
 - Both grandparents equally seek additional information about connecting with their grandchildren and staying relevant in their lives, and they turn to traditional and online media sources for grandparenting information. While grandfathers’ top preference for grandparenting information is the internet, grandmothers are more interested than grandfathers in magazines, newsletters, and social media resources.

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.³

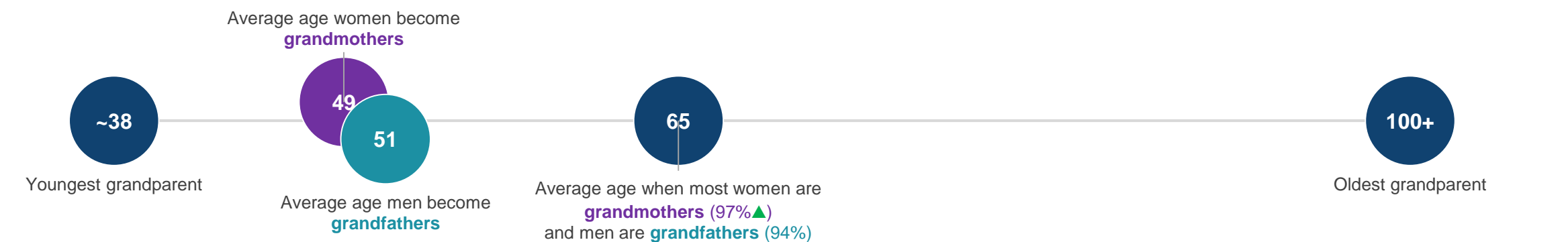
- Grandmothers and grandfathers agree that having grandchildren has a positive impact on mental health.
- Both genders also agree that having grandchildren makes them more sociable and physically active.



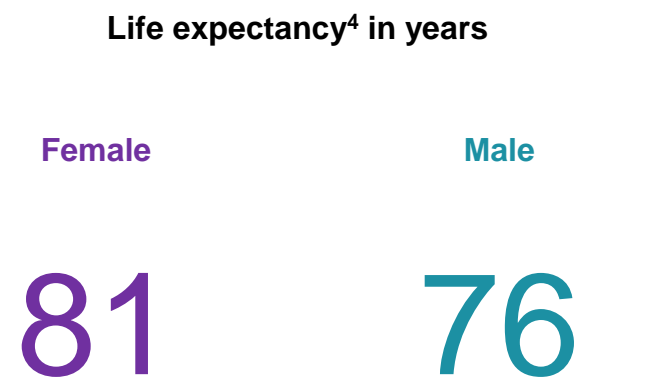
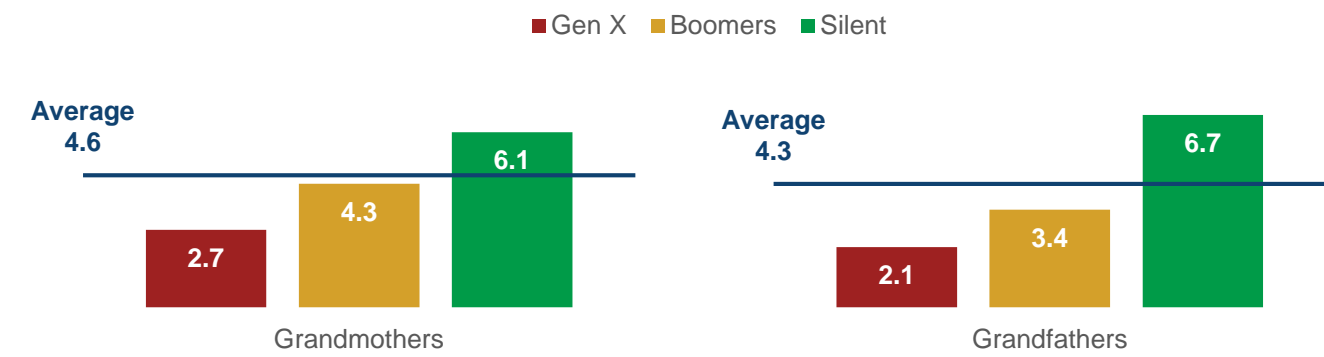


GRANDPARENTS TODAY

Women become grandmothers at a younger age on average than men become grandfathers, and they are grandparents for longer.



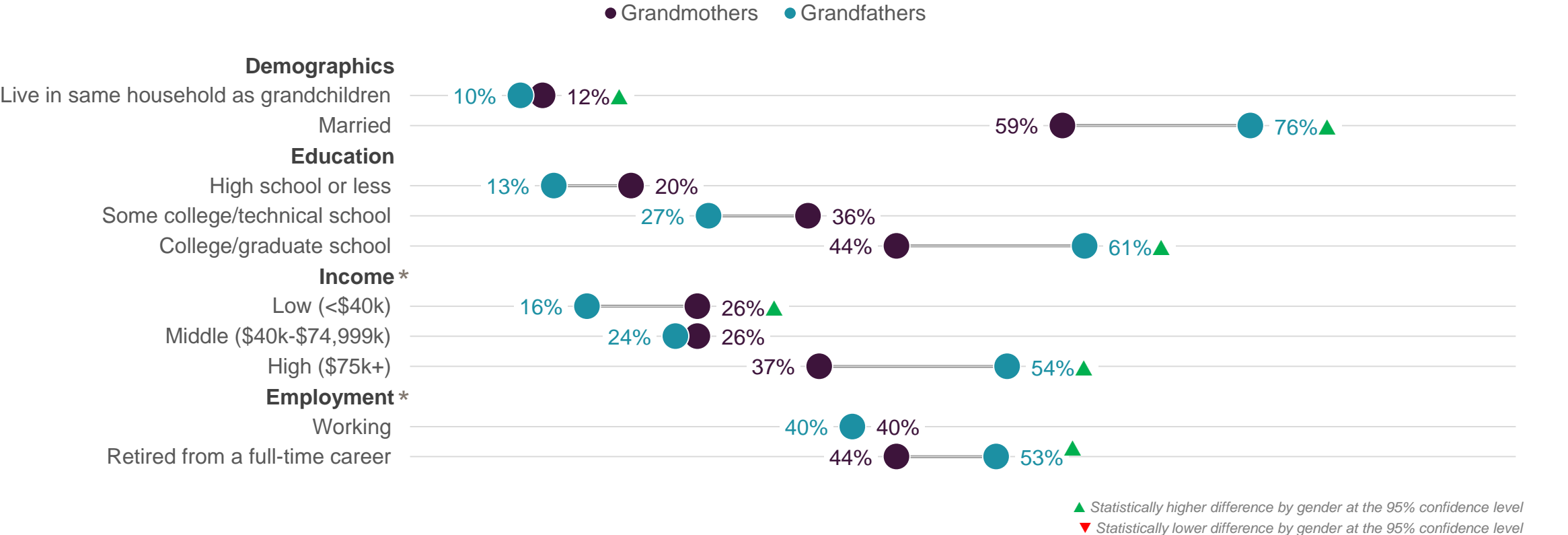
Grandmothers and grandfathers **have, on average, 4 to 5 grandchildren.**



▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

Grandmothers outnumber grandfathers, but grandfathers have an economic advantage over grandmothers.

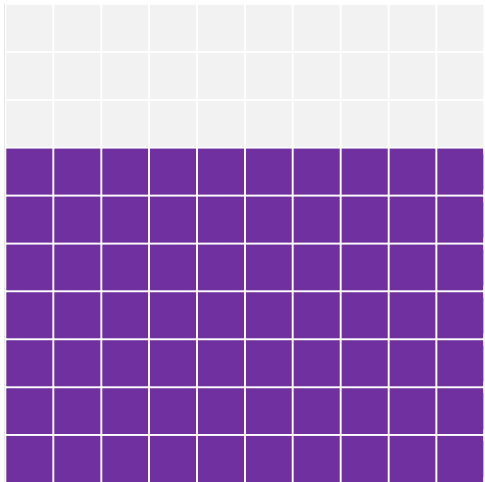
There are 70 million grandparents:⁵ 40.3 million (56%) are grandmothers, and 29.3 million (44%) are grandfathers.



* Refused/Other not shown

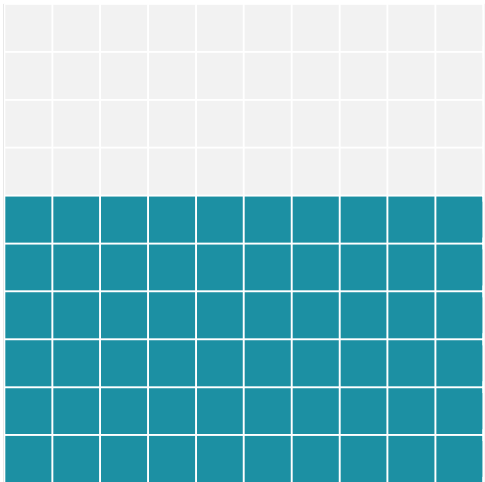
Most grandparents, particularly grandmothers, are referred to by traditional names.

70%▲ of grandmothers are called some form of “grandma”



5% of grandmothers are called nontraditional names (e.g., Yaya, Nanny, or Lola)

60% of grandfathers are called some form of “grandpa”



10%▲ of grandfathers are called nontraditional names (e.g., GranDude, Pappap, or Lolo)



Base: Grandmothers (n=799), Grandfathers (n=522)
Q33: What do your grandchildren call you?

▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level



THE ROLE OF THE GRANDPARENT

Grandmothers and grandfathers are highly engaged with their grandchildren.

83% of grandmothers

and

79% of grandfathers

say they **play an important role in their grandchildren's lives.**



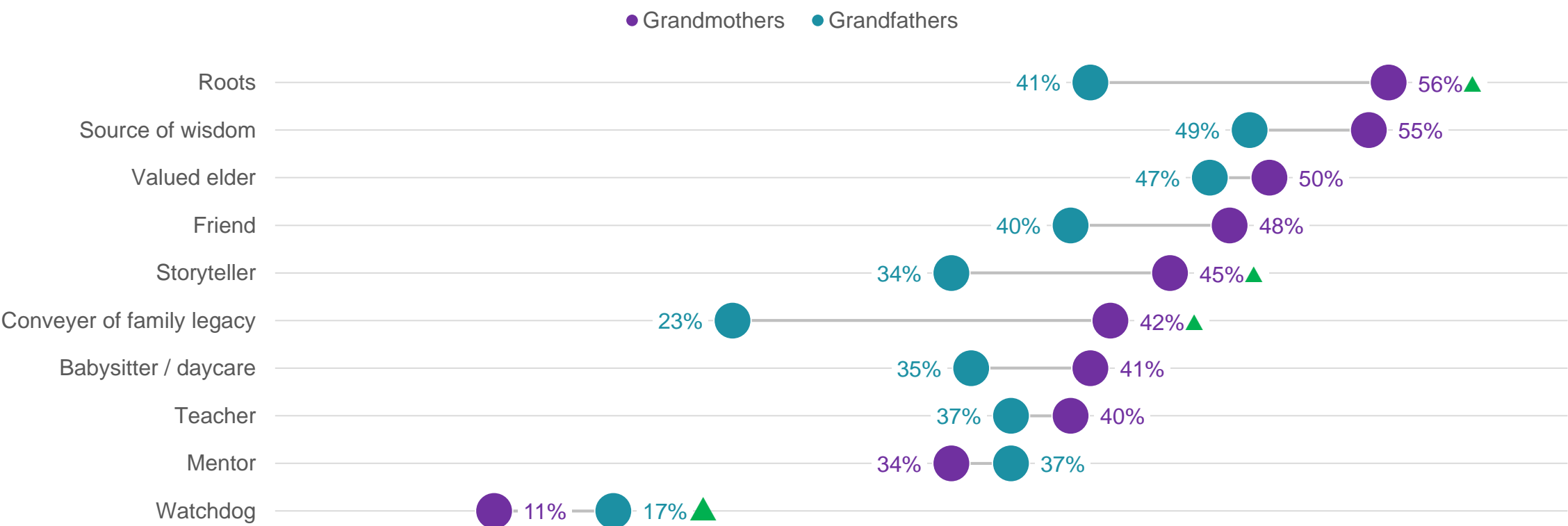
Base: Total grandparents (Female n=1,553; Male n=1,101)

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

▲ Statistically higher difference by gender at the 95% confidence level

▼ Statistically lower difference by gender at the 95% confidence level

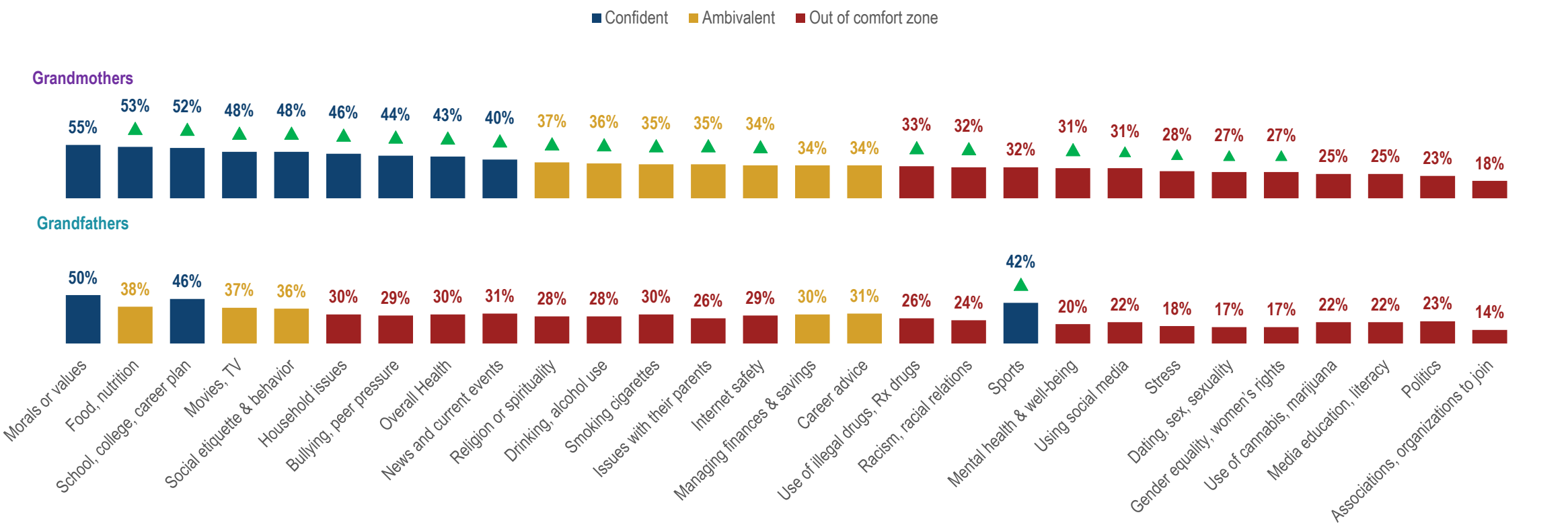
Grandmothers take on many roles in the family, particularly embracing those related to roots, culture, and family legacy compared to Grandfathers who say they are mentors and watchdogs.



Base: Total Answered (Female n=754; Male n=579)
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. Select all that apply.

▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

Grandmothers are more comfortable than grandfathers discussing important life issues, although both grandparents find discussing sex and politics uncomfortable.

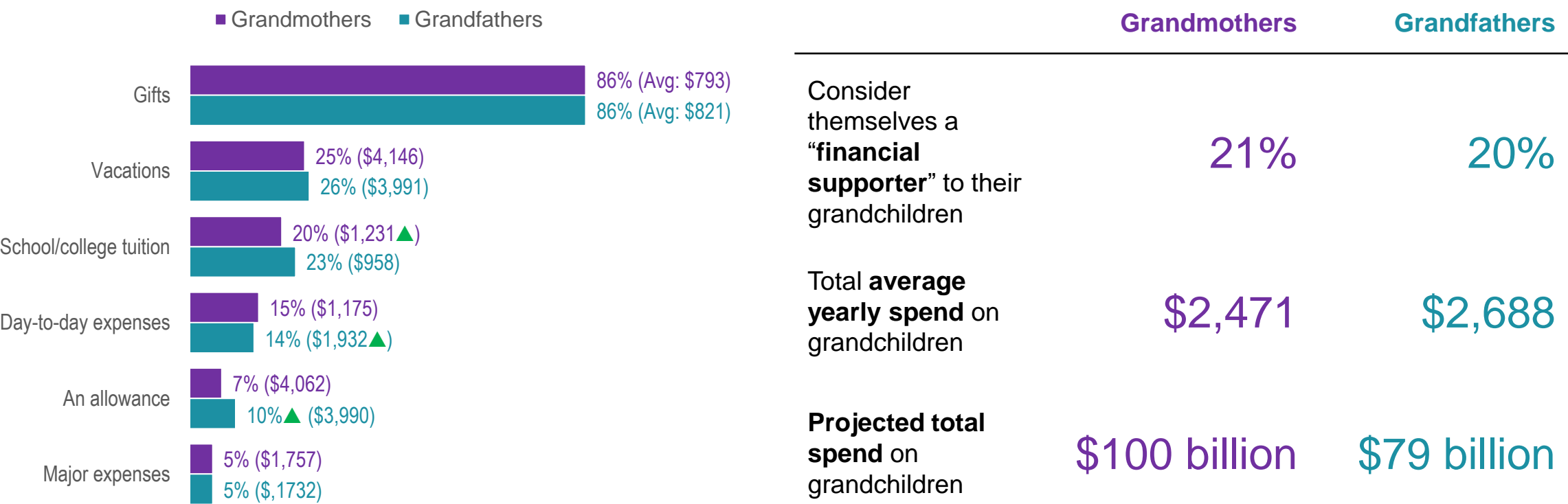


Base: Total grandparents (Female n=1,553; Male n=1,101)
Q40: Which of the following topic areas are you comfortable giving advice or talking to your grandchildren about ...?

▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

Most grandparents do not consider themselves financial supporters, yet grandparents provide for a wide range of expenses.

Grandfathers spend more on average on grandchildren than grandmothers.



Base: Total grandparents (Female n=1,553; Male n=1,101)
Q30: Which of the following, if any, do you spend your money on for your grandchildren?
Q31: In a given year, how much do you think you spend on your grandchildren?

▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

Grandparents think education is important for their grandchildren.

9 in 10

grandmothers (96%) and
grandfathers (95%) think it is
important for their
grandchildren to get a higher
education.



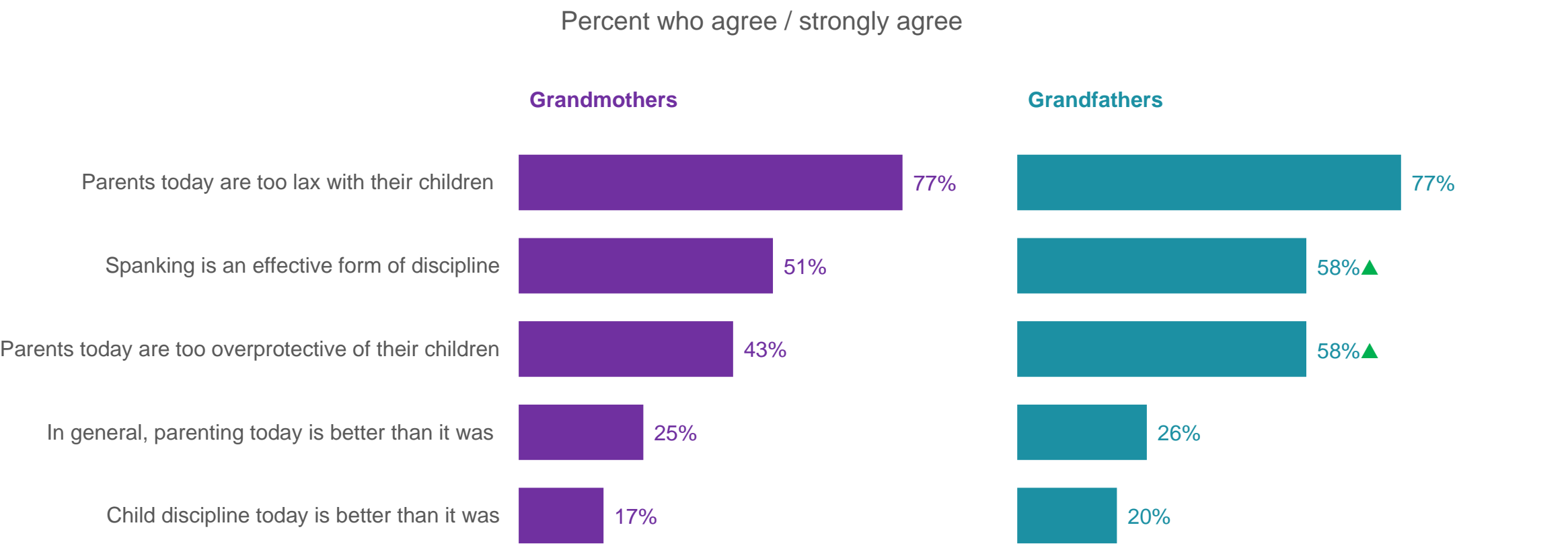
Base: Total grandparents (Female n=1,553; Male n=1,101)

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 difference by gender at the 95% confidence level

▼ Statistically lower difference by gender at the 95% confidence level

More grandfathers than grandmothers think spanking is acceptable and see parents today as too overprotective.



Base: Total grandparents (Female n=1,553; Male n=1,101)
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?

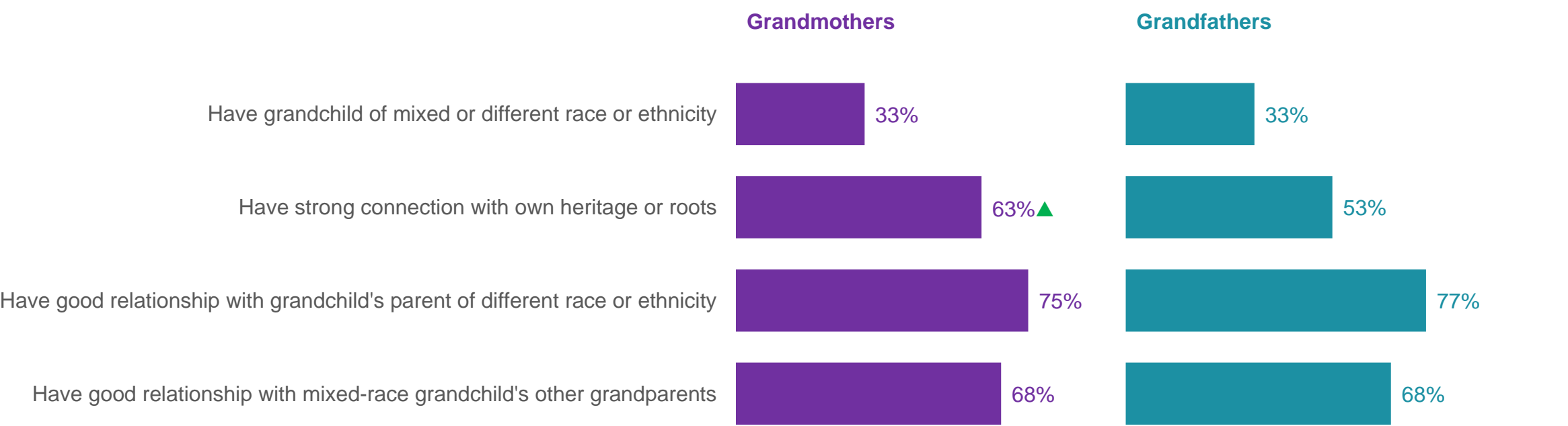
▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level



CULTURAL SHIFTS IN THE GRANDPARENT ROLE

Grandmothers, who are often keepers of the culture, have stronger connections to their roots and heritage than grandfathers.

Grandmothers and grandfathers in multicultural families have good relations with their grandchildren's other family.



Base: Total grandparents (Female n=1,553; Male n=1,101). Q50: Are any of your grandchildren... Select all that apply.

Base: Grandparents whose grandchildren are of different race/ethnicity (Female n=379; Male n=262)

Q51: How strong is your connection to your own cultural, racial or ethnic heritage or roots?

▲ Statistically higher difference by gender at the 95% confidence level

▼ Statistically lower difference by gender at the 95% confidence level

Imparting knowledge about shared roots and heritage is extremely important to grandmothers, more so than grandfathers.



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



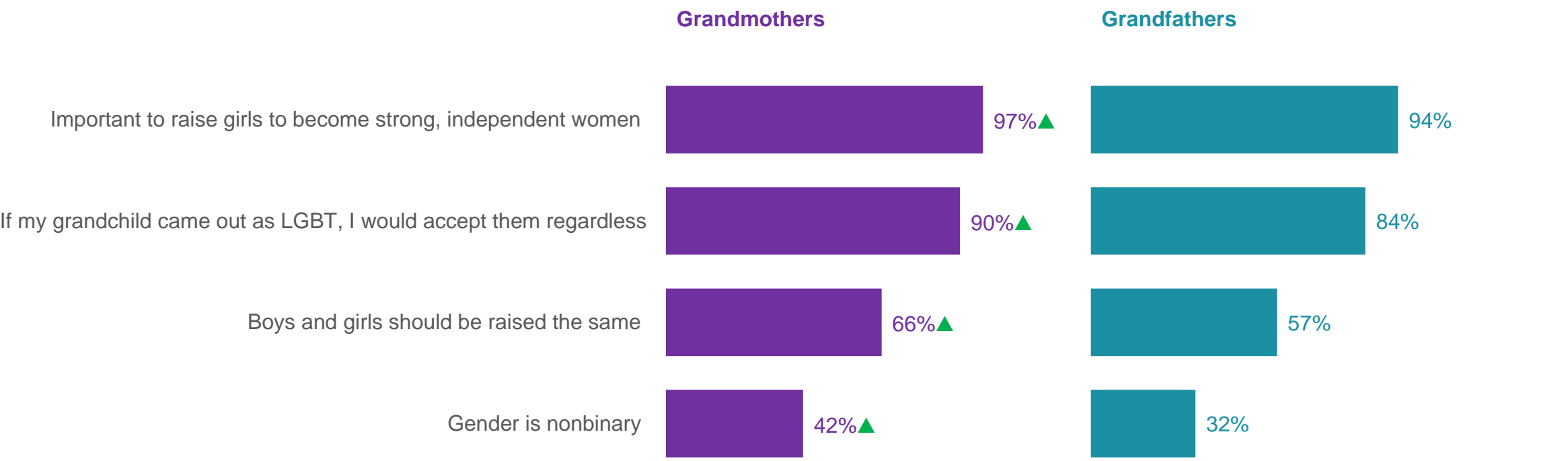
Help their grandchildren who are a different race or ethnicity learn about their own heritage



Base: Grandparents whose grandchildren are of different race/ethnicity (Female n=379; Male n=262)
Q52: Multiracial: Please indicate how much you agree or disagree with the following statements.

▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

Grandmothers and grandfathers value raising girls to be strong, independent women, but grandmothers are more open to changing gender norms than grandfathers.



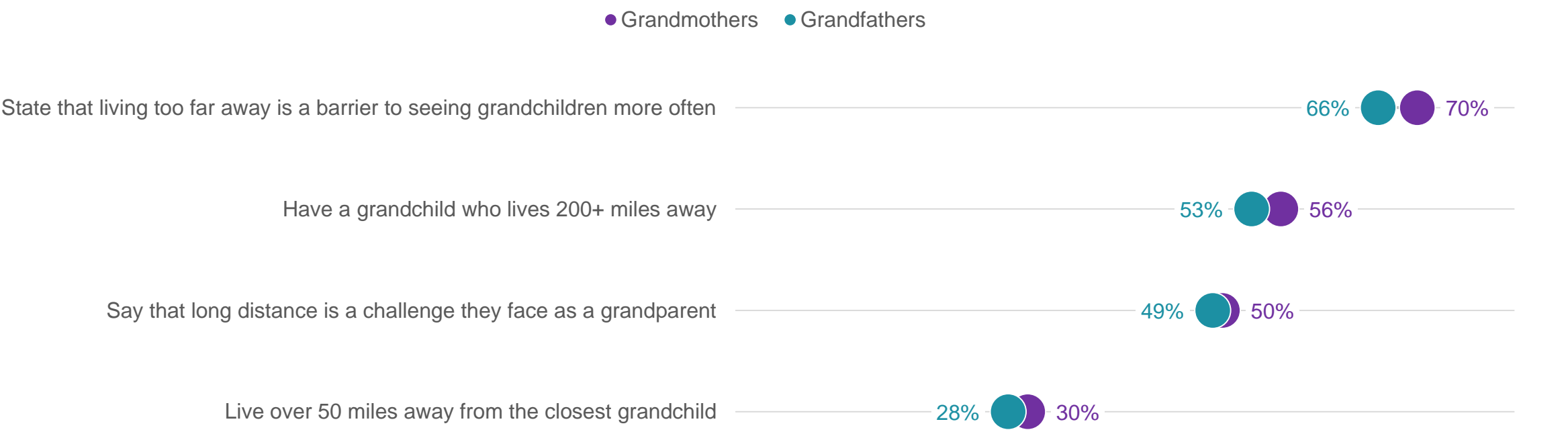
Base: Total grandparents (Female n=1,553; Male n=1,101)
Q45: Below is a list of modern parenting topics (you may OR may not be aware of).

▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level



GRANDPARENTS CONNECTING

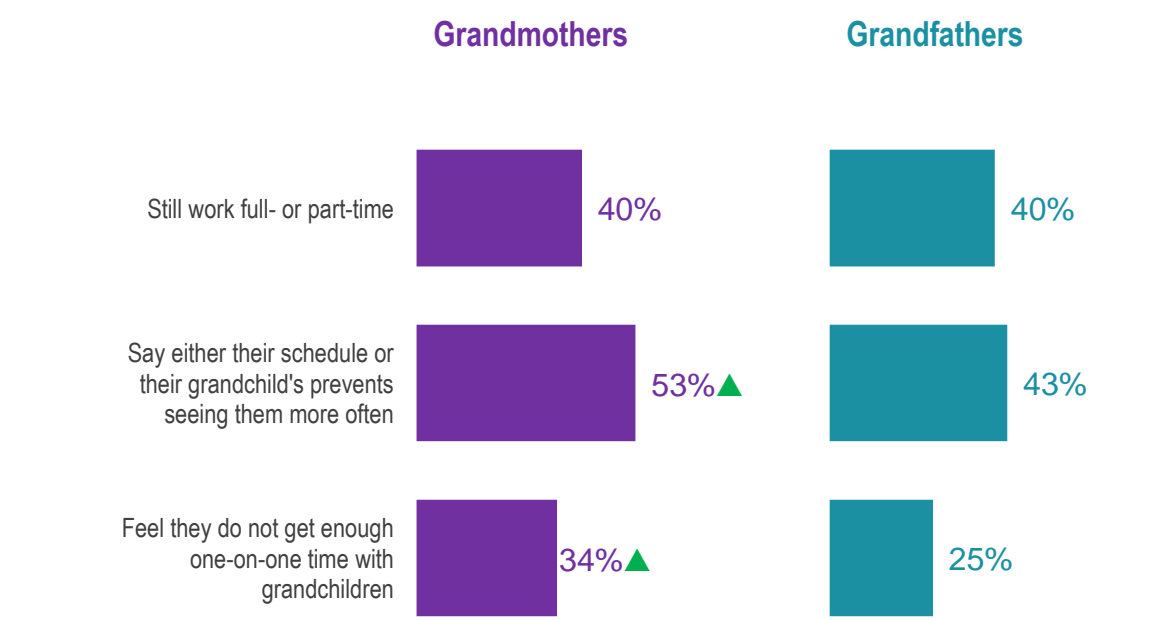
For grandmothers and grandfathers, distance is biggest barrier to seeing grandchildren.



Base: Grandparents who do not live with grandchildren; (Closest n=2,585; Furthest n=2,104)
Q26: How close (in proximity) do you live to your grandchildren?
Base: Grandparents who do not see grandchildren often enough (n=1659)
Q29: Which of the following reasons prevent you from seeing your grandchildren more often?
Base: Total grandparents (n=2,654)
Q47: Which of the following challenges, as a grandparent, do you face?

▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

Busy schedules are the second biggest barrier to seeing grandchildren for grandmothers and grandfathers. Grandmothers are particularly busy, but they also want more one-on-one time.

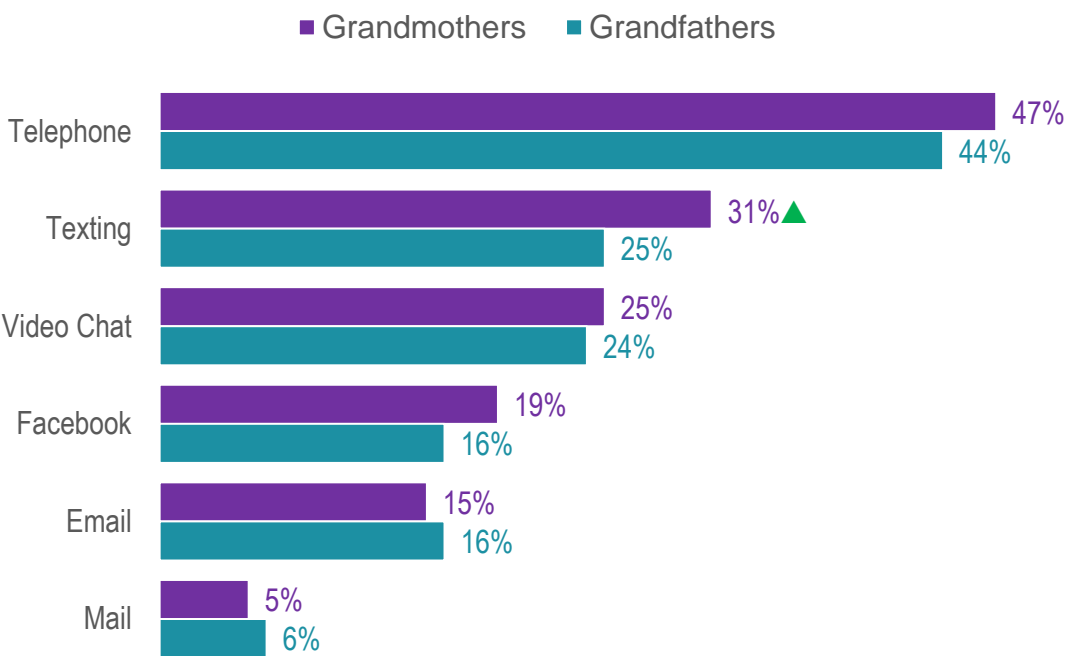


Base: Grandparents who do not see grandchildren often enough (n=1659)
Q29: Which of the following reasons prevent you from seeing your grandchildren more often?
Base: Total grandparents (Female n=1,553; Male n=1,101) Q76: Which best describes your current employment status?
Q47: Which of the following challenges, as a grandparent, do you face?

▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

While grandmothers are more interested than grandfathers in using a variety of modern technology platforms to communicate with grandchildren, texting is the only tool grandmothers use more than grandfathers.

50% of grandfathers feel they are tech savvy compared to 41% of grandmothers.



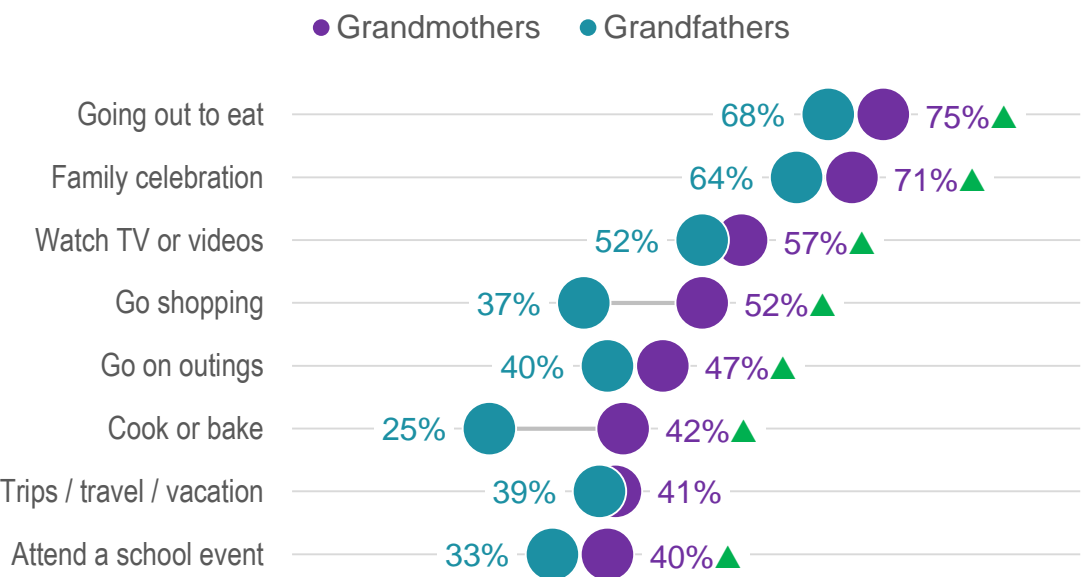
Like the idea of...	Grandmothers	Grandfathers
Group text messaging or chatting with grandchildren	54%▲	37%
Online video chatting with grandchildren	71%▲	61%
Social media engagement with grandchildren	44%▲	38%

Base: Grandparents who do not live with grandchildren (Female n=1,512; Male n=1,073)
Q39: In general, how often do you communicate with your grandchildren using the following...?
Base: Total grandparents (Female n=1,553; Male n=1,101) Q71: How would rate your level of competency with technology and use of technological devices?

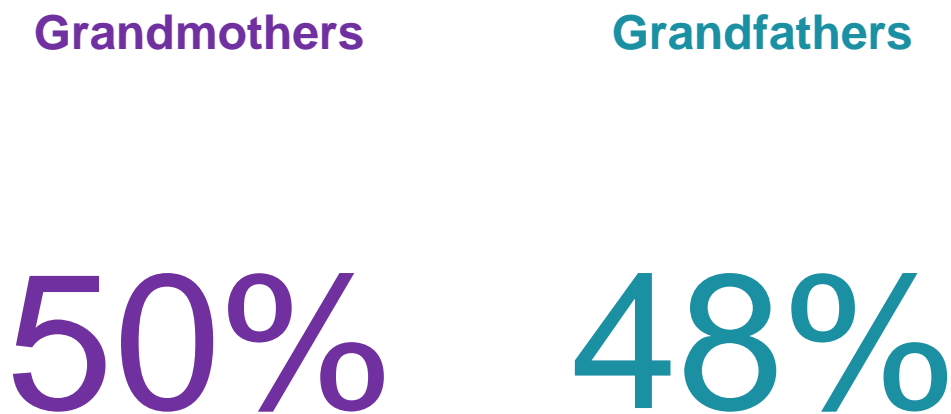
▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

Grandmothers do more activities and cultivate more in-person connections with their grandchildren than grandfathers in all social areas except travel.

Activities with grandchildren in the past 12 months



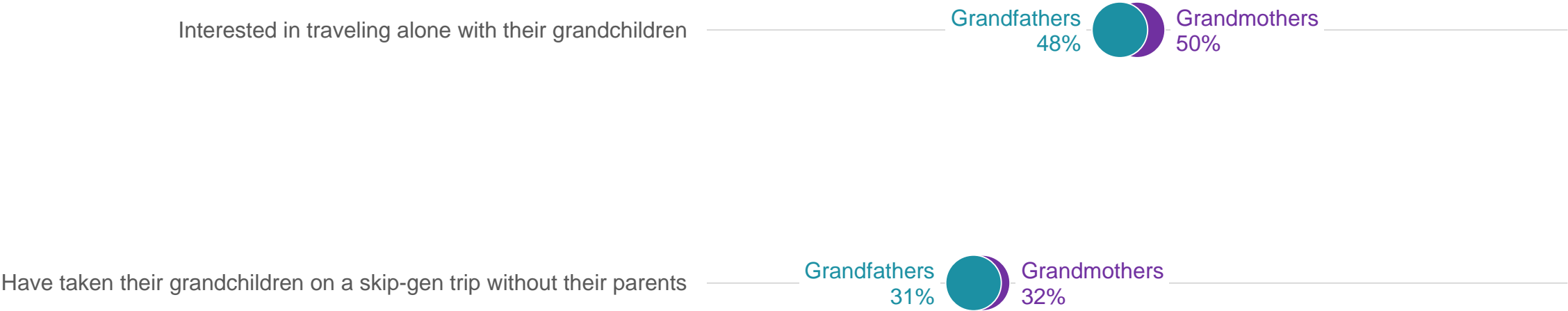
Plan to take a multigeneration trip in the next 12 months



Base: Total grandparents (Female n=1,553; Male n=1,101) .
Q34: Have you done any of the following activities with your grandchildren in the past 12 months? Please select all that apply.
Base: Total grandparents (Female n=1,553; Male n=1,101) Q37: How likely, if at all, are you to take a multigeneration trip in the next 12 months?

▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

Grandmothers and grandfathers are equally interested in skip-gen travel (grandparent–grandchild only trips).

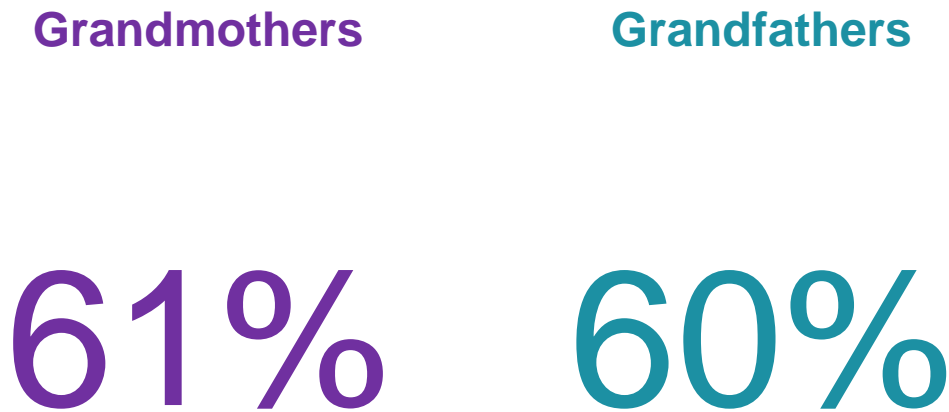


▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

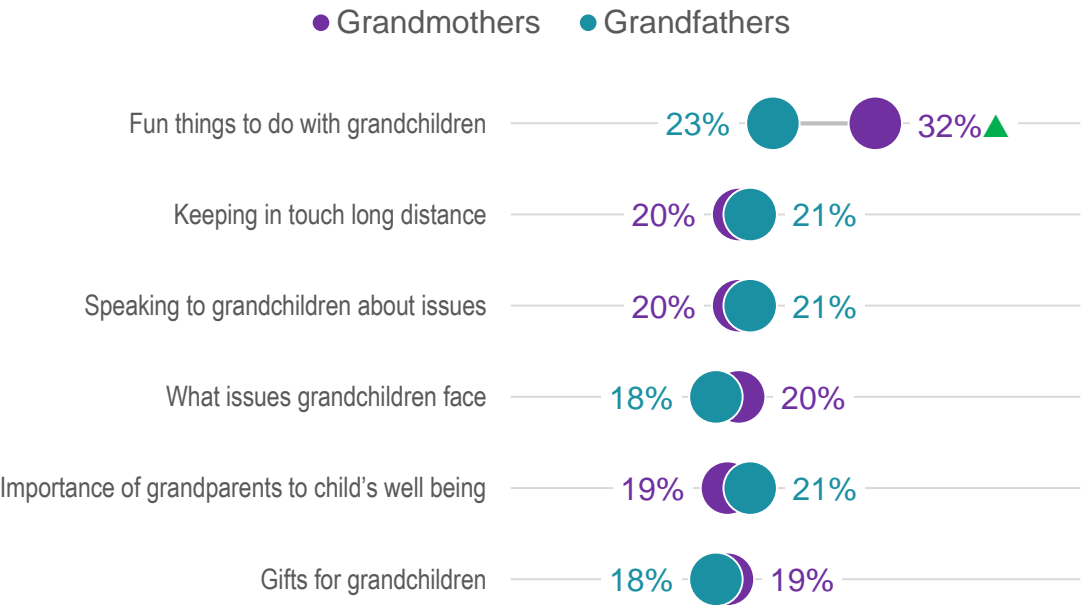
Base: Total grandparents (Female n=1,553; Male n=1,101)
Q37: How likely, if at all, are you to take a multigenerational trip in the next 12 months? Q38: Have you ever paid for and taken a trip with your grandchildren without their parents (i.e., their mom and dad stay at home).
Q46: Below is a list of 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.”

Six in ten grandparents seek more information on grandparenting. Grandmothers are particularly interested in “fun things to do with their grandchildren.”

Want more information on grandparenting



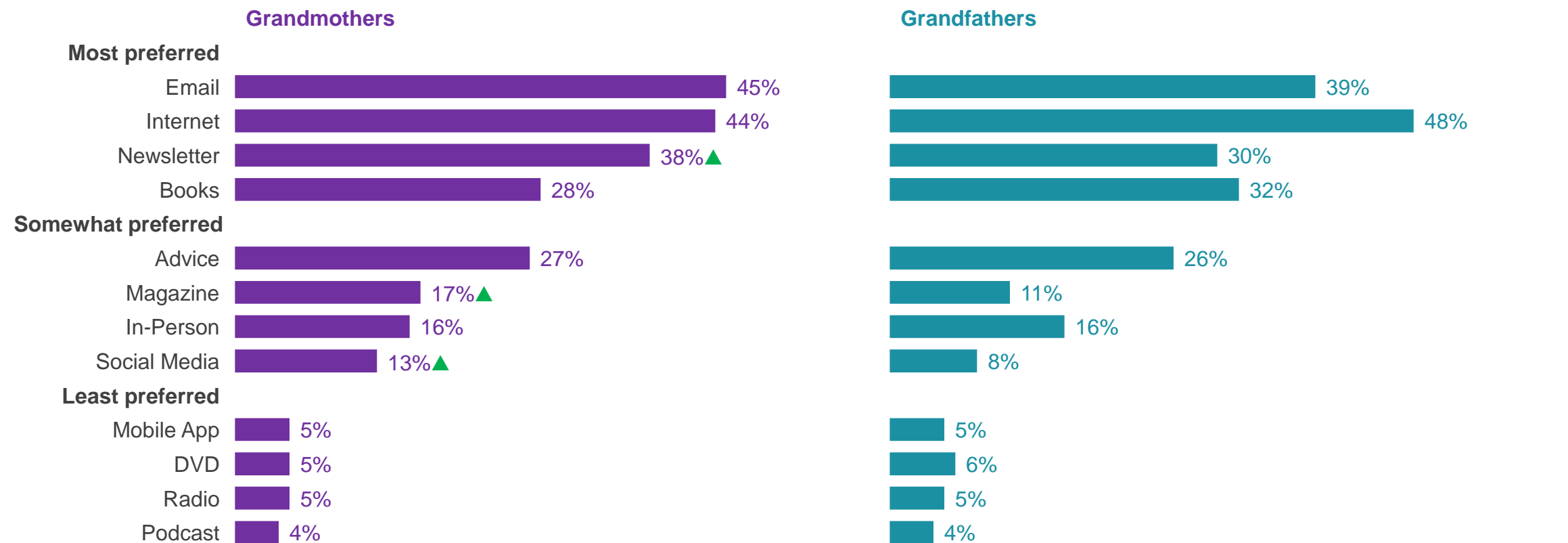
Topics grandparents would like more information on



Base: Total grandparents (Female n=1,553; Male n=1,101)
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 difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

Grandmothers are more interested than grandfathers in newsletters, magazines, and social media for grandparenting information.



Base: Grandparents who need any information (Female n=939, Male n=645)
Q49: What is your preferred method of receiving information (on grandparenting)? Select all that apply.

▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

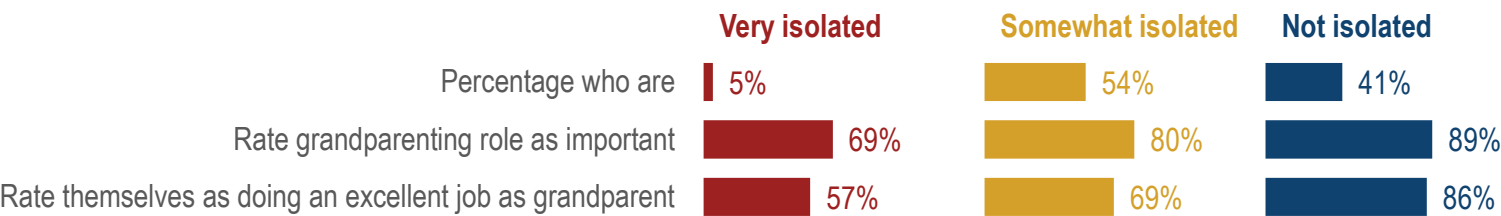


HEALTH IMPACT AND OUTCOMES

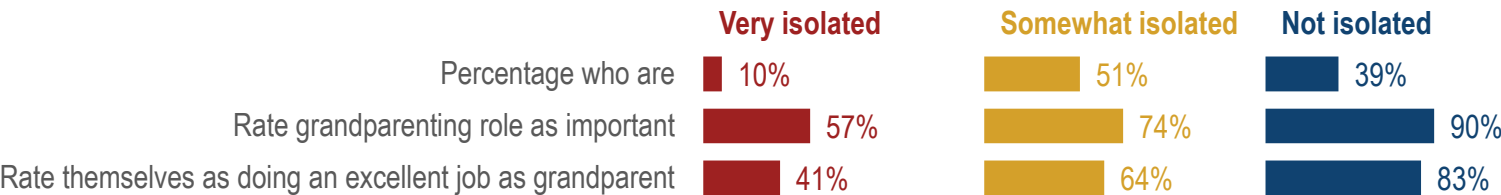
Isolation among grandfathers is twice the rate of isolation in grandmothers.

This difference in isolation among grandmothers and grandfathers could be attributed to their diverging levels of engagement in their grandchildren’s lives.

Grandmothers



Grandfathers



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.

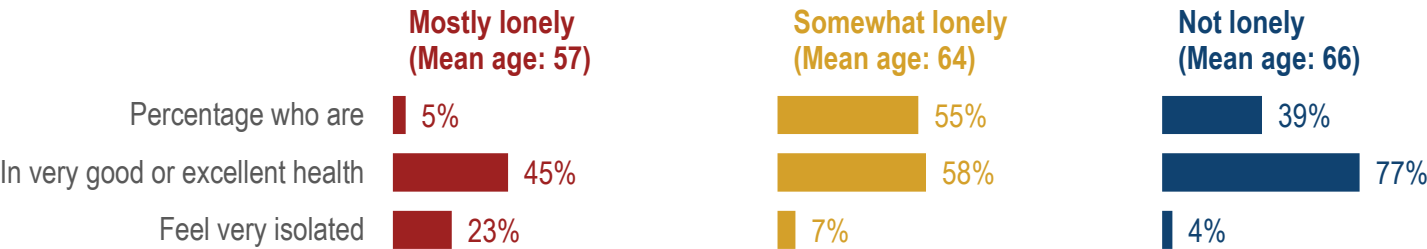
Base: Total grandparents (Female n=1,553; Male n=1,101)
Isolation as defined by Q68, 69, 70.

▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

Yet a majority of grandmothers and grandfathers experience loneliness. This feeling diminishes as they get older.

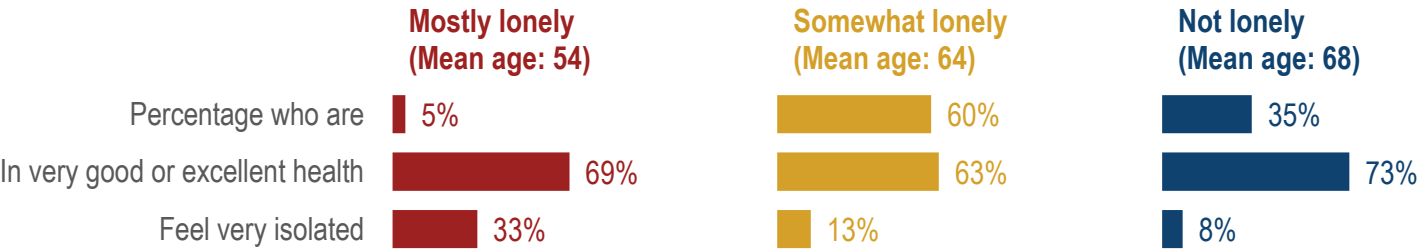
Grandparents’ experience of loneliness highlights the importance of grandchildren for their overall well-being.

Grandmothers



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.

Grandfathers



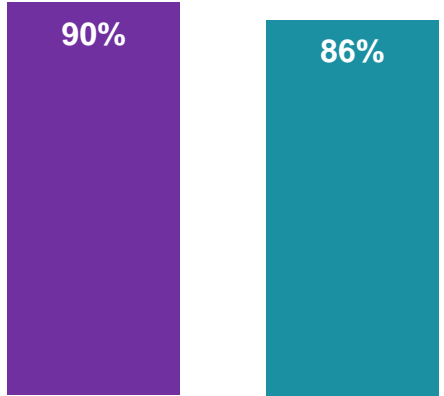
Base: Total grandparents (Female n=1,553; Male n=1,101).
Q65: The following statements describe how people sometimes feel. For each statement, please indicate how often you feel the way described.

▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

Grandkids are the elixir of life! A majority of both grandmothers and grandfathers 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



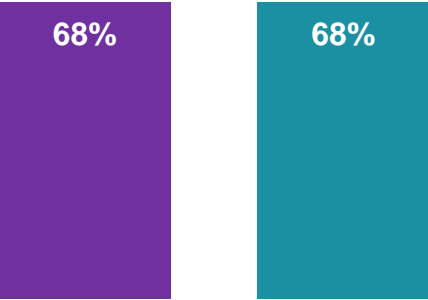
Grandmothers Grandfathers

“ 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

Say their grandchildren make them more sociable



Grandmothers Grandfathers

Base Total grandparents (Female n=1,553; Male n=1,101)
Q67: Grandchildren impact on health: Please indicate how much you agree or disagree with the following statements.

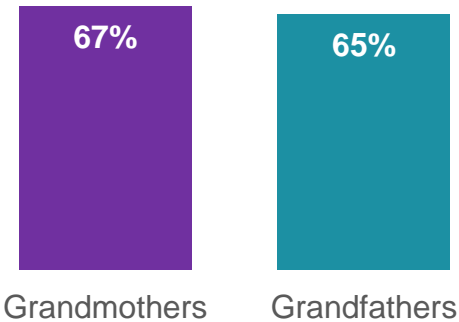
▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level

As well as improving their physical well-being.

Physical

Say their grandchildren make them have a more active lifestyle

Say their relationship with their grandchildren is good for alleviating health conditions



“ 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, 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. ”

Total grandparents (Female n=1,553; Male n=1,101)
Q67: Grandchildren impact on health: Please indicate how much you agree or disagree with the following statements.

▲ Statistically higher difference by gender at the 95% confidence level
▼ Statistically lower difference by gender at the 95% confidence level



APPENDIX: SAMPLE PROFILE

Sample profile: Gender

	Grandmothers	Grandfathers
<i>Base:</i>	<i>n= 1,553</i>	<i>n=1,101</i>
Gender		
Female	100	-
Male	-	100
Other	-	<0.5
Census Region		
Northeast	17	19
Midwest	21	23
South	37	36
West	24	22
Community		
Urban	33	28
Suburban	53	58
Rural	14	14
Marital Status		
Married/Living with partner	59	76
Widowed	18	9
Divorced/Separated	19	11
Single	4	4
Sexuality Identification		
Gay/Lesbian	1	1
Bisexual	*	1
Transgender/Transsexual	-	-
Heterosexual	94	96
Other	1	<0.5
Prefer not to answer	4	1



	Grandmothers	Grandfathers
<i>Base:</i>	<i>n= 1,553</i>	<i>n=1,101</i>
Income		
High (75k+)	37	54
Medium (40k–74,999k)	26	24
Low (< 40k)	26	16
Race/Ethnicity		
White	66	72
Black/African American	17	9
Hispanic/Latino	11	8
Asian American	5	8
Education		
< High school	2	2
High school	18	11
Technical training	6	5
Some college	30	21
College	28	37
Graduate	16	24
Employment		
Retired/No longer working	44	53
Employed full-time	26	30
Employed part-time	10	7
Homemaker	10	1
Retired/Working elsewhere part-time	4	4
Unemployed, looking for work	2	2
Retired/Working elsewhere full-time	1	1
Student	<0.5	<0.5
Other	2	1
Prefer not to answer	1	1




Detailed profile of grandparents: Gender

	Grandmothers	Grandfathers
<i>Base:</i>	<i>n= 1,553</i>	<i>n=1,101</i>
Birth Country		
USA	84	87
Latin America	8	5
East/Southeast Asia	2	4
Europe	2	2
South Asia	1	1
Canada	1	1
Africa	<0.5	<0.5
Australia, New Zealand, & the Pacific	<0.5	-
Middle East (excluding North Africa)	<0.5	<0.5
Other	<0.5	1
Prefer not to answer	1	1
Most common language spoken at home		
English	92	91
Spanish	7	4
Mandarin	1	2
Other	<0.5	3
Prefer not to say	<0.5	<0.5



	Grandmothers	Grandfathers
<i>Base:</i>	<i>n= 1,553</i>	<i>n=1,101</i>
Attend Religious Services		
Weekly or more often	31	31
A few times a month	13	13
A few times a year	18	17
Less often than once a year	30	35
Prefer not to answer	6	5
Volunteered in past 12 months		
Yes	48	44
No	52	56

Detailed profile of grandparents (cont'd): Gender

	Grandmothers	Grandfathers			Grandmothers	Grandfathers
<i>Base:</i>	<i>n= 1,553</i>	<i>n=1,101</i>	<i>Base:</i>		<i>n= 1,553</i>	<i>n=1,101</i>
Type of Grandchildren			Maternal/Paternal			
Grandchildren	94	95	From my daughter(s)		33	35
Great grandchildren	16	16	From my son(s)		35	36
Step-grandchildren	20	16	Both		32	29
Adopted grandchildren	4	4	<i>Maternal/Paternal Grandchild</i>		<i>n=493</i>	<i>n=331</i>
Mean number of grandchildren	4.6	4.3	<i>Closeness</i>			
Grandchildren's Gender			I am equally close to both/all		73	73
Granddaughters	85	83	Daughter/granddaughter		21	22
Mean number of granddaughters	2.4	2.1	Son/grandson		6	5
Grandsons	81	82	<i>Why Closer Relationship</i>		<i>n=169</i>	<i>n=100</i>
Mean number of grandsons	2.2	2.2	They live with me*		72	84
Age of Grandchildren			I see them more often		63	62
0–11 months	14	16	They live closer to me		54	48
1–4	45	46	I have a closer relationship with my		39	37
5–9	48	46	son/daughter		11	12
10–12	36	34	Son/daughter is my biological child		9	6
13–17	38	37	My son's/daughter's children are older		7	16
18–34	43	35	My son's/daughter's children are younger		4	15
35–44	8	5	I don't get along with my		4	1
45+	2	1	son's/daughter's partner			
Children Raised*			Other			
Mean number of children raised	3.0	3.1				

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

*only shown to those with children in the household



METHODOLOGY

Methodology: Quantitative survey

- **Objectives:** Explore modern grandparent topics, trends, and 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 = 2,654**
- **Interviewing Dates:** August 20 to September 4, 2018
- **Language of Interview:** English, Spanish, 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 gender differences (female and male)

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

¹ 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.

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

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

⁴ Arias, Elizabeth, and Xu, Jiaquan. [United States Life Tables, 2017](#). National Vital Statistics Reports. Volume 68, Number 7. Washington DC: June 24, 2019.

⁵ Monte, Lindsay. [Household Economic Studies. Current Population Reports](#). Fertility Research Brief No. P70BR-147. Washington, DC: U.S. Census Bureau, March 2017.

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