



# 2018 GRANDPARENTS TODAY NATIONAL SURVEY

Gen X, Boomer, and Silent Generation Grandparents



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# Executive Summary

- Generations are groups of people who were born and raised during a particular time period and who share important formative experiences. Generational differences are frequently a proxy for age differences. For many people their generation and corresponding age has a significant impact on their experiences, attitudes, and behavior.<sup>1</sup>
- **Generational differences directly influence the experience of grandparenting today.**
  - Most Gen X grandparents (born 1965–1979, ages 39–54) are still in the workforce (79%) and dealing with busy personal lives while also establishing themselves in their new role in the family. Most Gen X grandparents have two or three grandchildren, many under age four. Nearly one third of Gen X grandparents (29%) live in multigenerational households, much higher than Boomers (8%) or Silent Generation grandparents (7%). Though Gen X grandparents are engaged in their grandchildren’s day-to-day activities and caregiving, feelings of loneliness and isolation are high.
  - Boomer grandparents (born 1946–1964, ages 55–72), are more established as grandparents and enjoy sharing their wisdom. Boomers are still active with their grandchildren, and want to build and maintain a fun relationship with them. They connect with grandchildren over travel.
  - Silent Generation grandparents (born 1945 or earlier, ages 73+) are the oldest grandparents and have six or seven grandchildren. Most Silent Generation grandparents are enjoying the latter stages of life as valued family elders while navigating modern technology to stay connected. One in five Silent generation grandparents see themselves as financial supporters of their grandchildren
- **Grandparents of all generations represent a strong base with great spending power.**
  - Gen X grandparents spend an average of \$1,928 annually on their grandchildren, with one in four providing for basic day-to-day expenses.
  - Boomer grandparents spend an average of \$2,224 annually on their grandchildren, with more spending on vacations than each of the other generations.
  - Grandparent spending is likely tied to age of grandchildren, as average spending increases with each generation. Silent Generation grandparents—the oldest generation—spend, on average, almost double what Gen X grandparents spend on their grandchildren: \$3,402 annually or \$51 billion per year. Education and other large, major expenses such as housing account for the sharp differences in generational spending.
  - Silent Generation grandparents spend more than double the amount of money on education (\$7,258) compared to Gen X (\$2,189) and Boomer (\$2,372) grandparents.

# Executive Summary (cont.)

- **Changes in attitudes, technology, and our world have all resulted in definite shifts in how grandparents relate and engage with their grandchildren.**
  - As a whole, grandparents today are embracing multiculturalism, especially younger grandparents. Over half (56%) of Gen X grandparents have grandchildren of a different race or ethnicity, higher than Boomer (28%) or Silent Generation (32%) grandparents.
  - All grandparents say that their different race or ethnicity grandchild should know about the heritage they share.
  - Grandparents are seeking information about connecting with their grandchildren and staying relevant in their lives. Gen X and Boomers welcome online media sources for grandparenting information much more than Silent generation grandparents, although all generations also consult traditional media.
  - Each generation prefers their parenting style over the style of today's parents, but opinions about spanking are surprising: Gen X grandparents strongly support spanking, with three in four (75%) agreeing that spanking is an effective form of discipline, compared to roughly half of Boomer (53%) and Silent Generation (44%) grandparents. Only 4 percent of parents do it today.<sup>2</sup>
- **However, all grandparents, regardless of generation, share some values.**
  - Today's grandparents value teaching gender equality, and nearly all believe in raising girls to be strong, independent women. They also embrace social changes and most would support an LGBT grandchild.
  - Regardless of generation, all grandparents value their role as grandparent and believe it is important.
  - Nearly all think higher education is a priority for their grandchildren.
  - All grandparents are comfortable being a moral compass for their grandchildren. They are most comfortable discussing health and education with their grandchildren, but they tend to shy away from discussing sexuality and politics.
  - All grandparents want to live closer to their grandchildren, and this distance from them is the greatest barrier to connecting.
  - Though most grandchildren refer to their grandparents by traditional names, regardless of generation, Boomer grandparents more often allow nontraditional names than Gen X or Silent Generation grandparents.



# Executive summary (cont.).

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

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

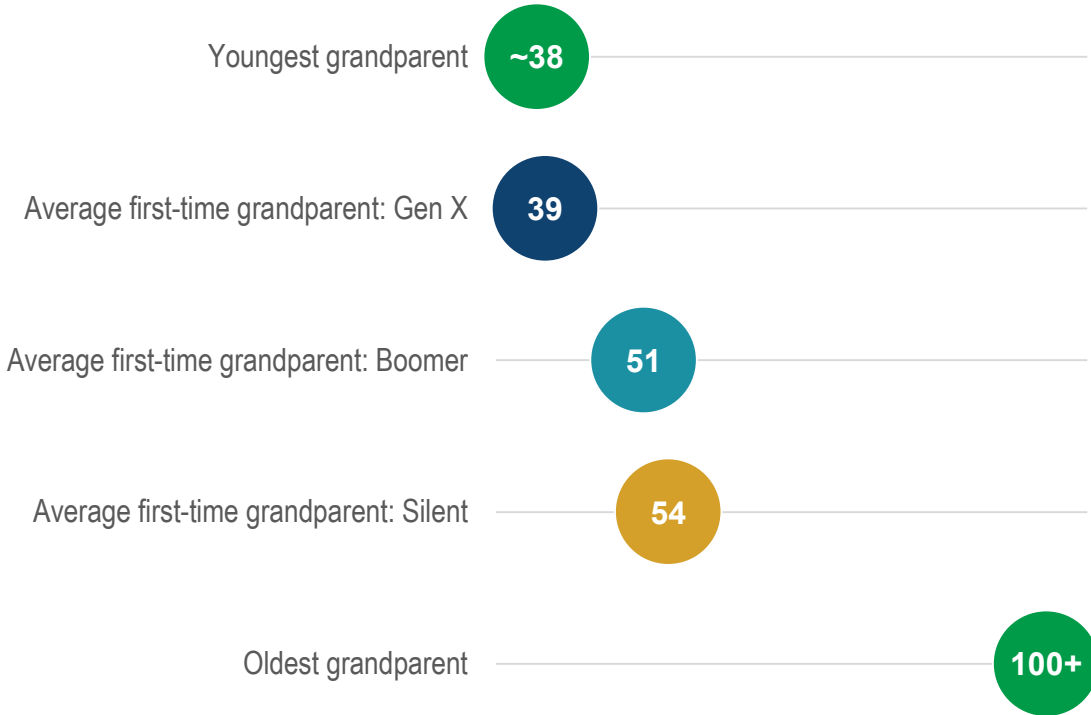




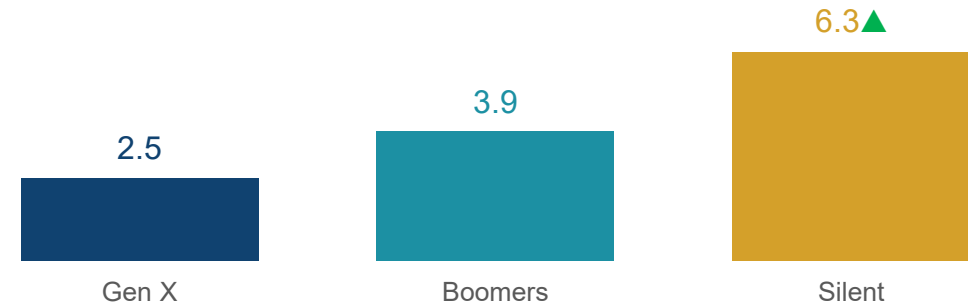
# GRANDPARENTS TODAY

# Not surprising, the older you are, the more grandchildren you have.

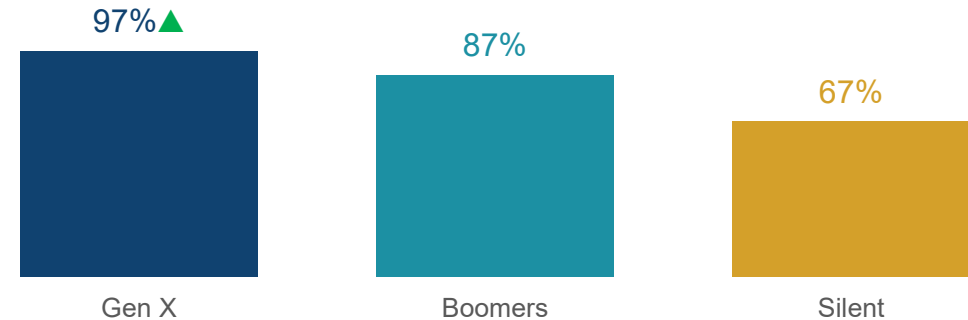
Ages of grandparents



Average number of grandchildren



Have grandchildren age 4 or younger

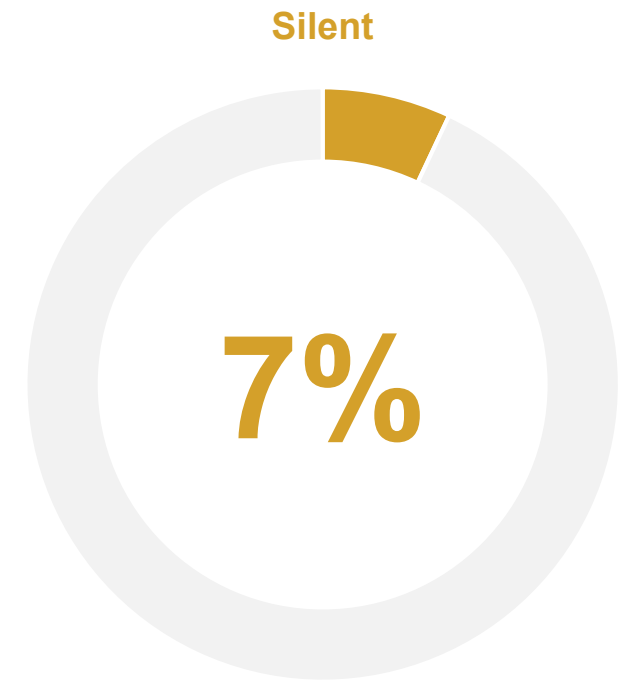
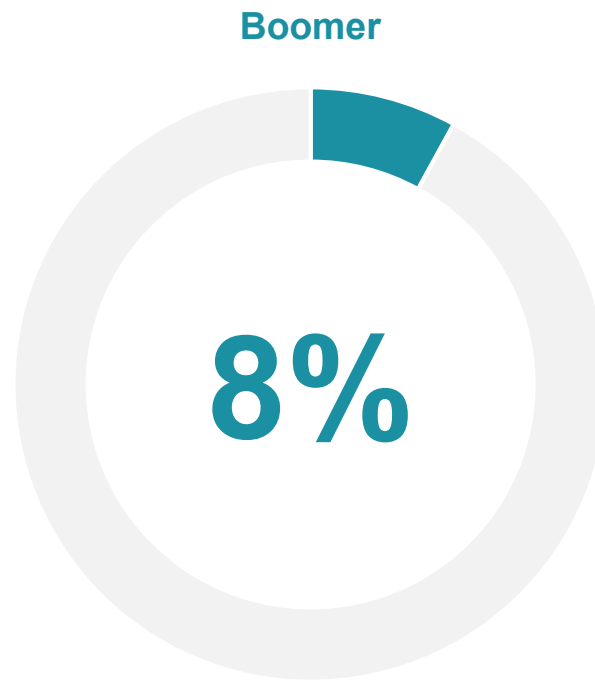
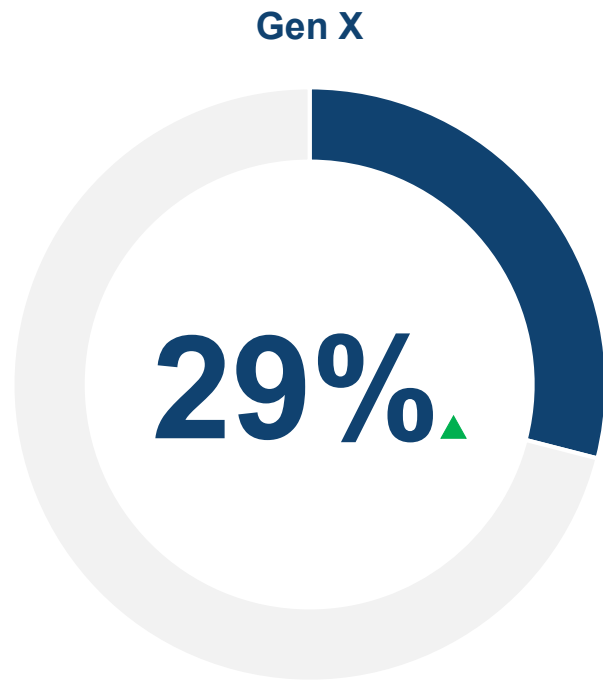


▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level



# Gen X grandparents are more present in their grandchildren's life.

About three in ten Gen X grandparents **live in the same household with their grandchildren**, over twice the amount compared to Boomers or Silent Generations.

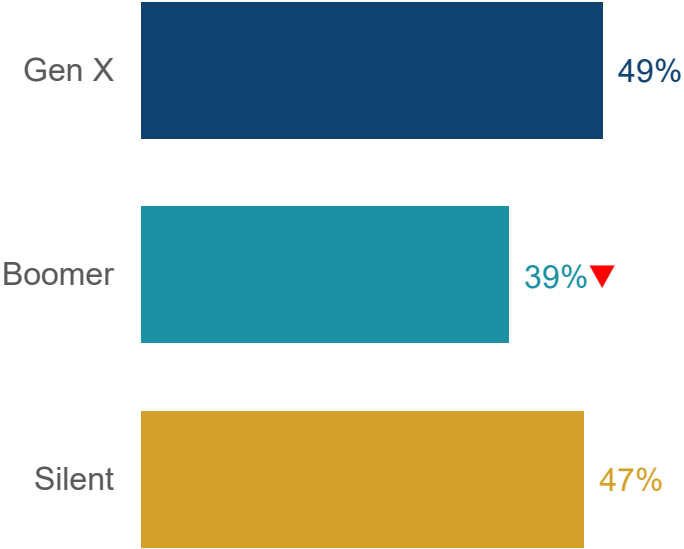


▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

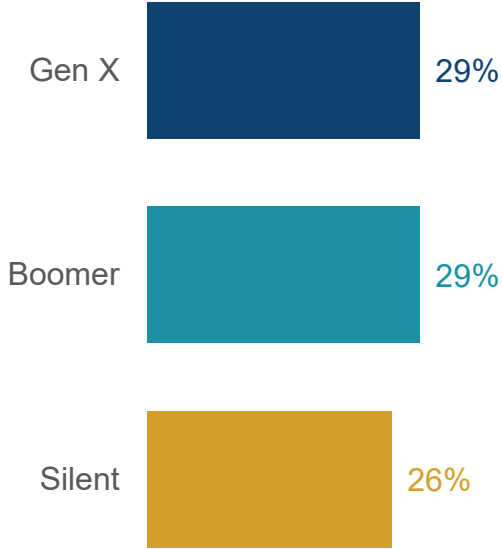


# Regardless of generation, most grandparents today are referred to by traditional names, although more Boomer grandparents have shifted to nontraditional names.

Some Form of "Grandma"



Some Form of "Grandpa"



Base: Grandmothers (n=833), Grandfathers (n=506)  
Q33: What do 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 generations, all grandparents are highly engaged with their families, with Gen X grandparents strongly embracing their new role.



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

Gen X

About 3x's more likely to live in multigenerational households than Boomers or Silents

Boomer

Silent

90%▲

80%

78%

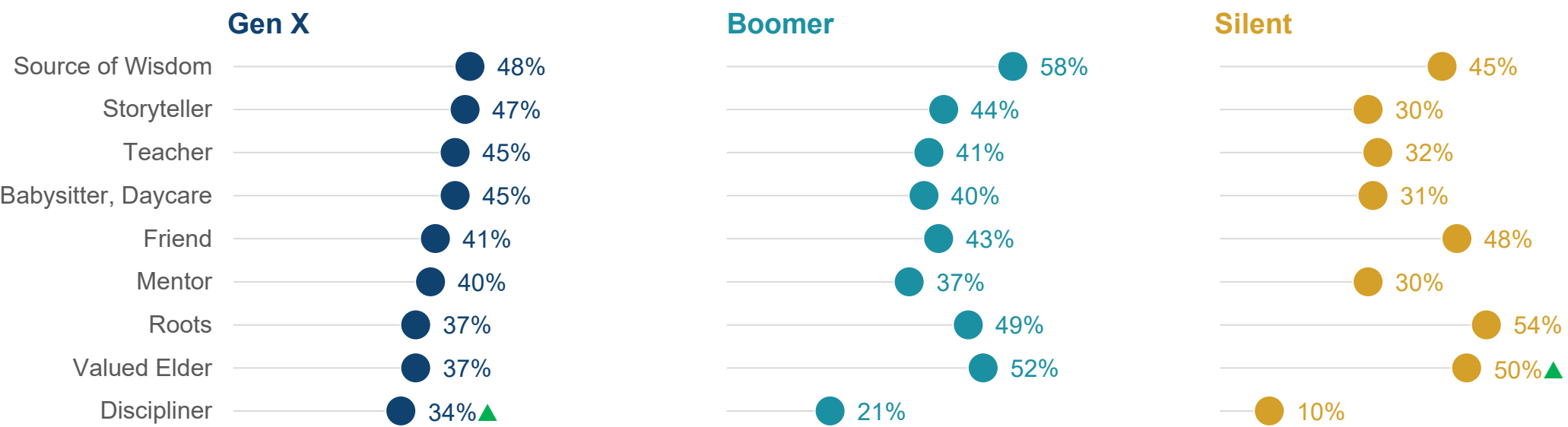
Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771)  
Q61: Overall, how important of a role do you think you play in your grandchild/children's lives?

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



# Generational differences, likely tied to the age of their grandchildren, influence the roles experienced by grandparents today.

Gen X grandparents are more likely to take on hands-on roles, such as teaching and babysitting. Boomer grandparents see themselves as sowing the seeds of knowledge by being a source of wisdom and family storytelling, while the Silent Generation adopt the “valued elder” role and are the bearer of roots and family history.

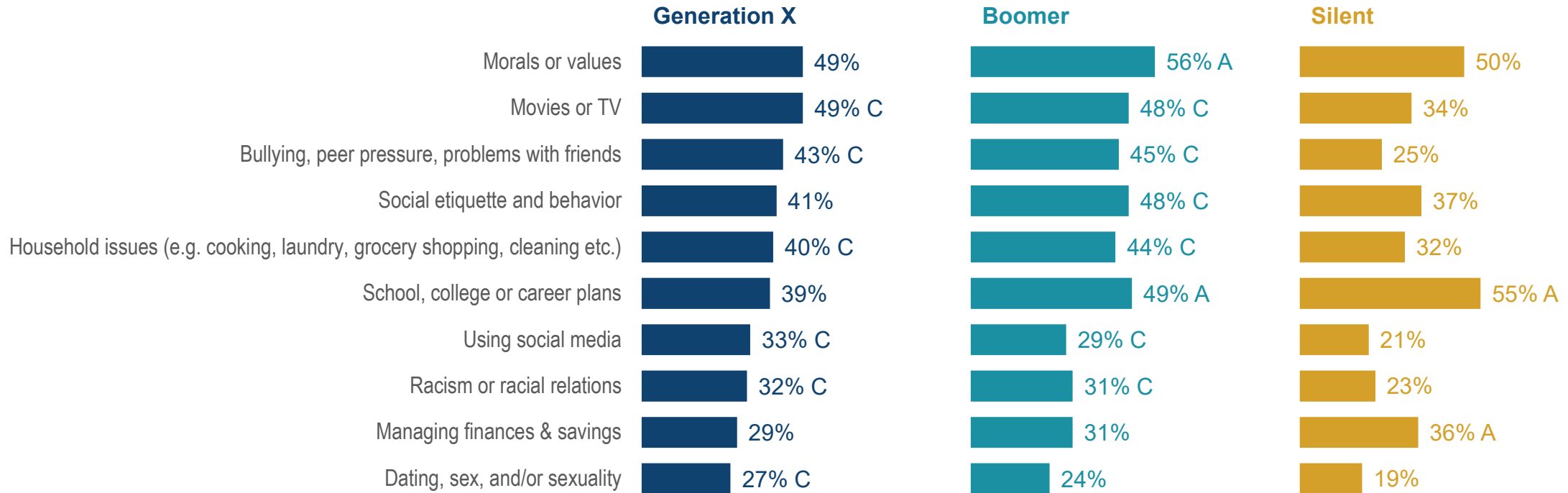


Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771)  
Q32: Below is a list of roles that grandparents may (or may not) play in grandchildren's lives.

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



# Grandparents are comfortable discussing values and education, but as generations change many become less comfortable discussing edgy, modern parenting topics such as sexuality or politics.



**A:** Statistically different than Generation X

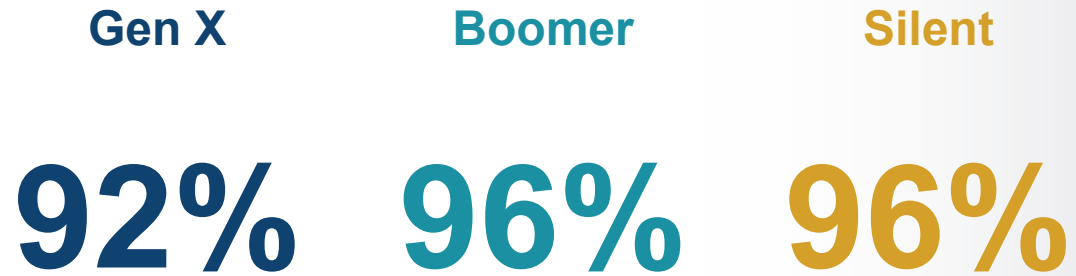
**B:** Statistically different than Boomer

**C:** Statistically different than Silent

Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771)

Q40: Which of the following topic areas are you comfortable giving advice or talking to your grandchild(ren) 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 (Generation X n=600; Boomers n=1,283; Silent n=771)

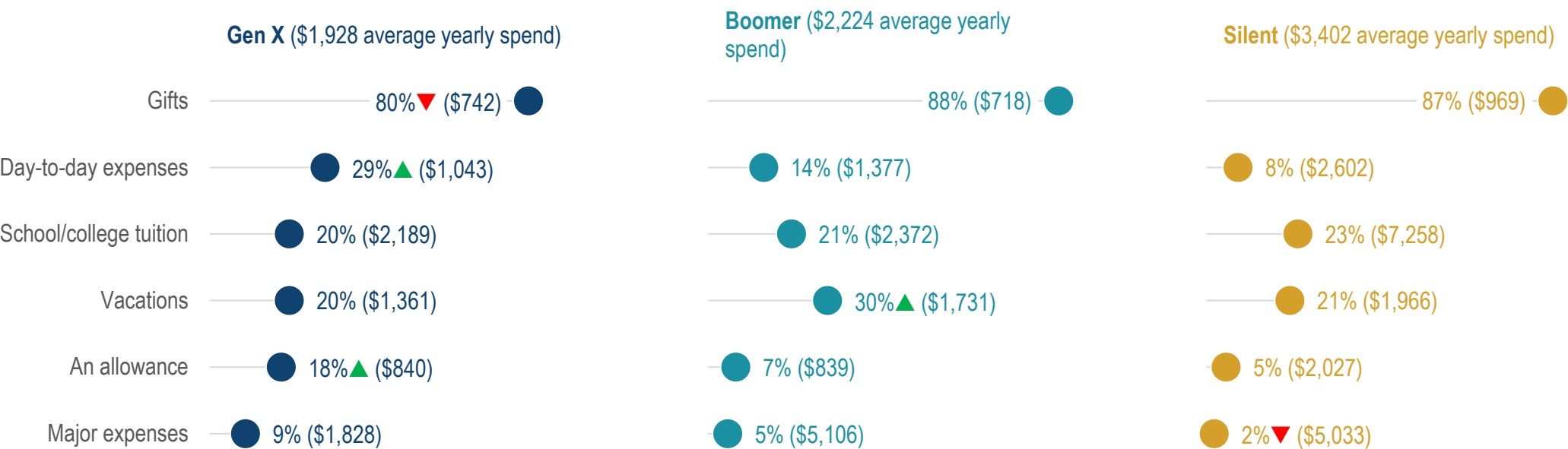
Q45: Below is a list of modern parenting topics (you may OR may not be aware of). Please indicate how much you agree or disagree with each point?

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

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

# Grandparent spending is likely tied to age of grandchildren, as average spending increases with each generation.

While many Gen X grandparents see themselves as financial supporters and pay for daily living expenses, Silent Generation grandparents spend on average almost twice as much on their grandchildren compared to Gen Xers. Education expenses are particularly high for Silent Generation grandparents.

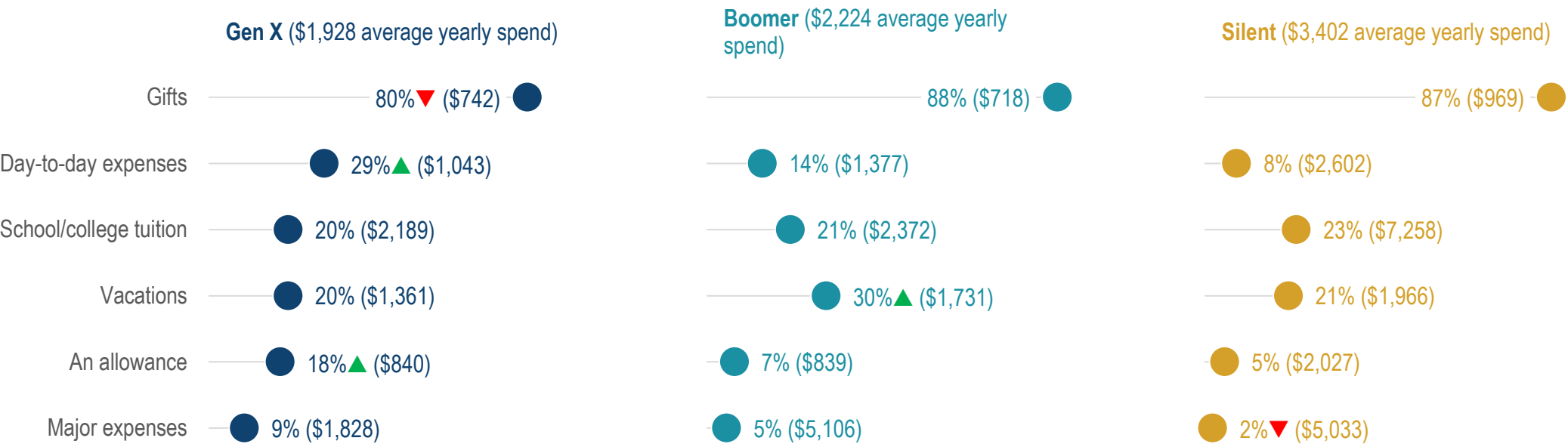


Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771) Q30: Which of the following, if any, do you spend your money on for your grandchild(ren)?  
Base: Total spent mean (Generation X n=600; Boomers n=1,283; Silent n=771) Q31: In a given year, how much do you think you spend on your grandchild(ren)?

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

# Grandparent spending is likely tied to age of grandchildren, as average spending increases with each generation.

While many Gen X grandparents see themselves as financial supporters and pay for daily living expenses, Silent Generation grandparents spend on average almost twice as much on their grandchildren compared to Gen Xers. When it comes to total annual spend, the massive Boomer generation spends the most in total on grandchildren.



Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771)  
Q30: Which of the following, if any, do you spend your money on for your grandchild(ren)?  
Base: Total spent mean (Generation X n=600; Boomers n=1,283; Silent n=771)  
Q31: In a given year, how much do you think you spend on your grandchild(ren)?

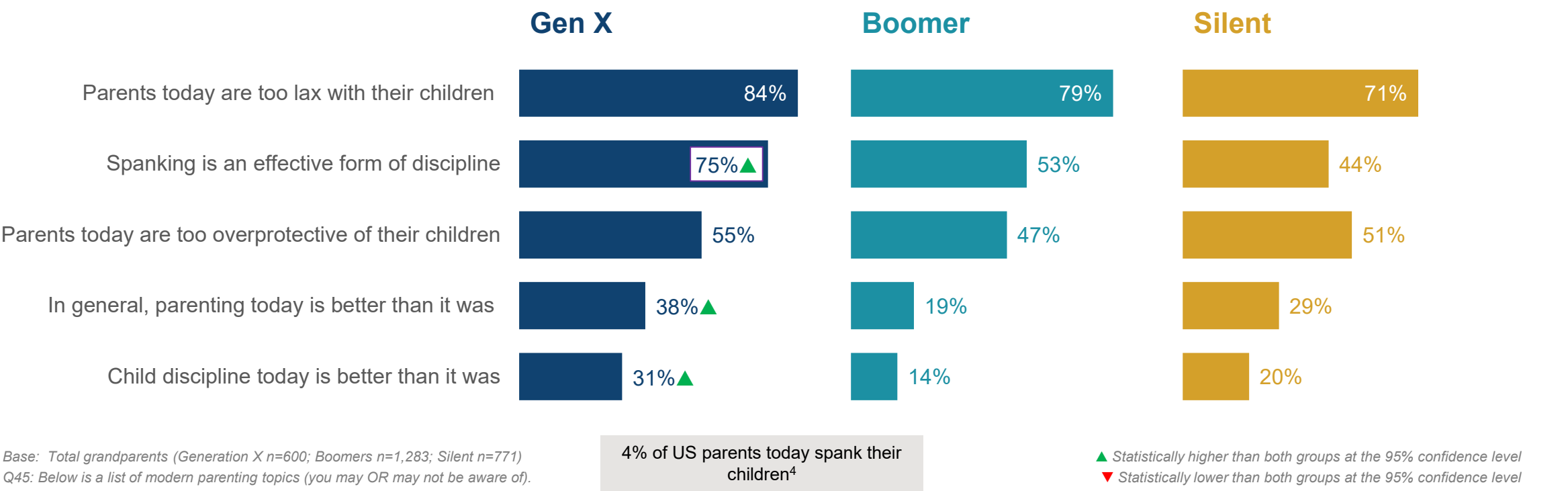
▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level



# Gen X , Boomers, and Silents each prefer their parenting style over the style of today's parents.

Spanking, a traditional form of discipline, is particularly popular with Gen X grandparents, who paradoxically agree that modern discipline today is better than it was in the past.

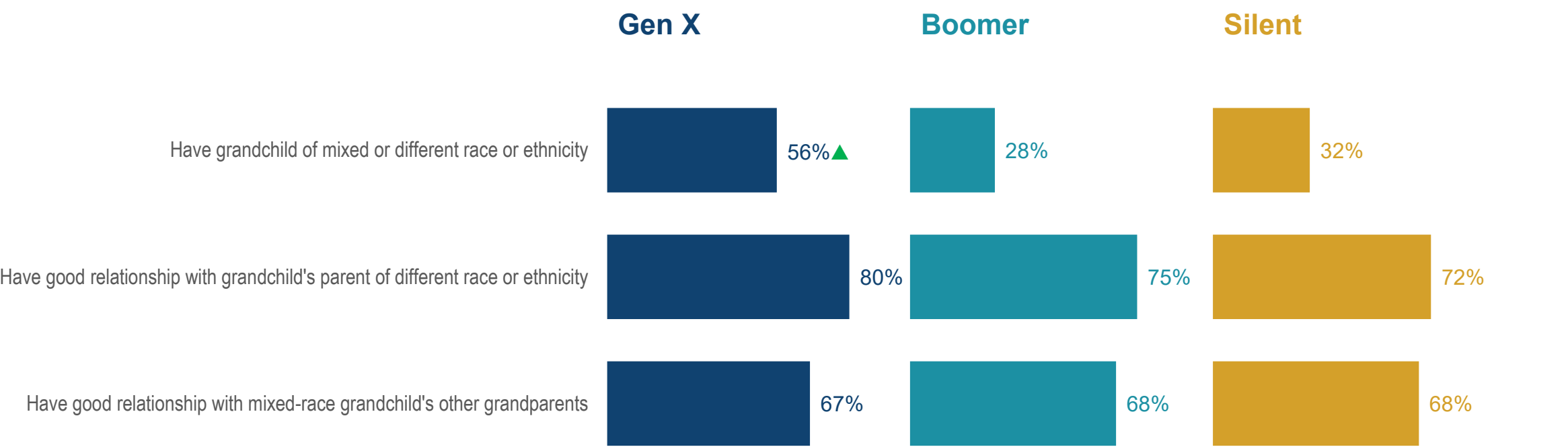
Percent who agree / strongly agree





# GRANDPARENT CULTURAL SHIFTS

# Grandparents in multicultural families have good relations with their grandchild's parents and other set of grandparents. Gen X grandparents have the most mixed or different race or ethnicity grandchildren.



Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771) 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 than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

# Across generations, nearly all 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

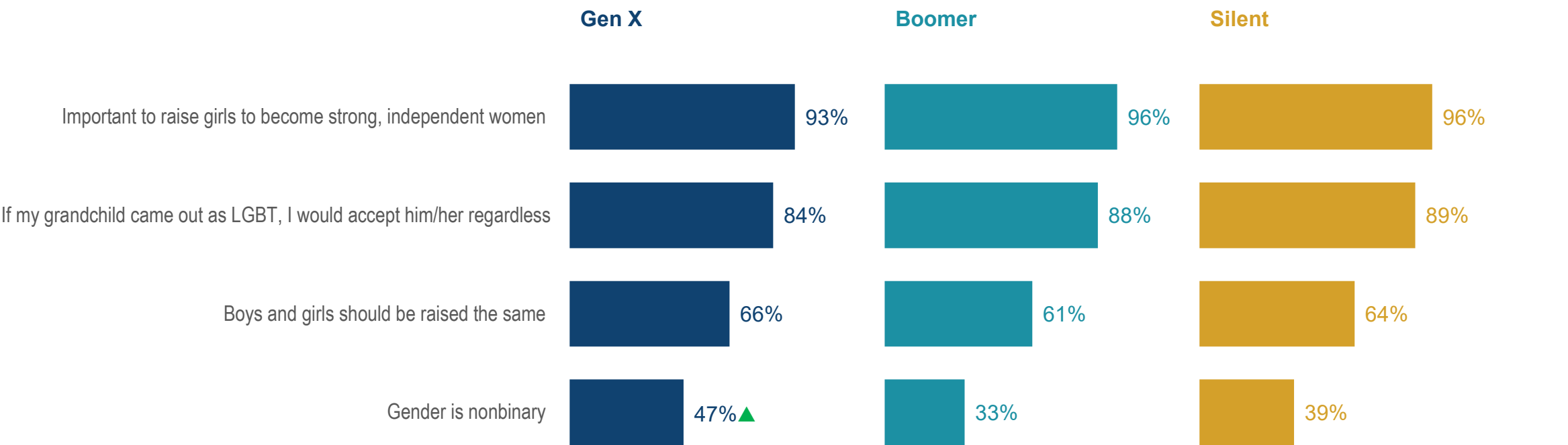


Base: Grandparents whose grandchildren are of different race/ethnicity (GenerationX n=209; Boomer n=257; Silent n=175)  
Q52: Multiracial: Please indicate how much you agree or disagree with the following statements.

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



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



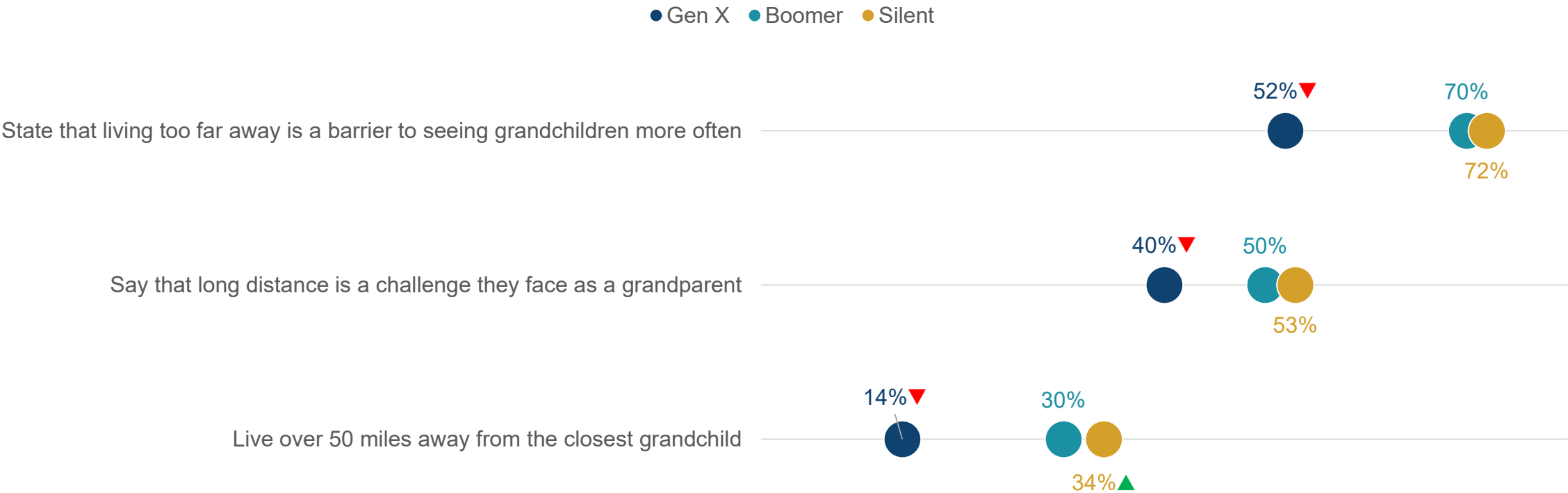
6% of Generation X identify as LGBT, compared to 1% for Boomers and Silent Generations

Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771) Q45: Below is a list of modern parenting topics (you may OR may not be aware of).  
Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771) Q15: Do you identify yourself as...  
▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level



## GRANDPARENTS CONNECTING

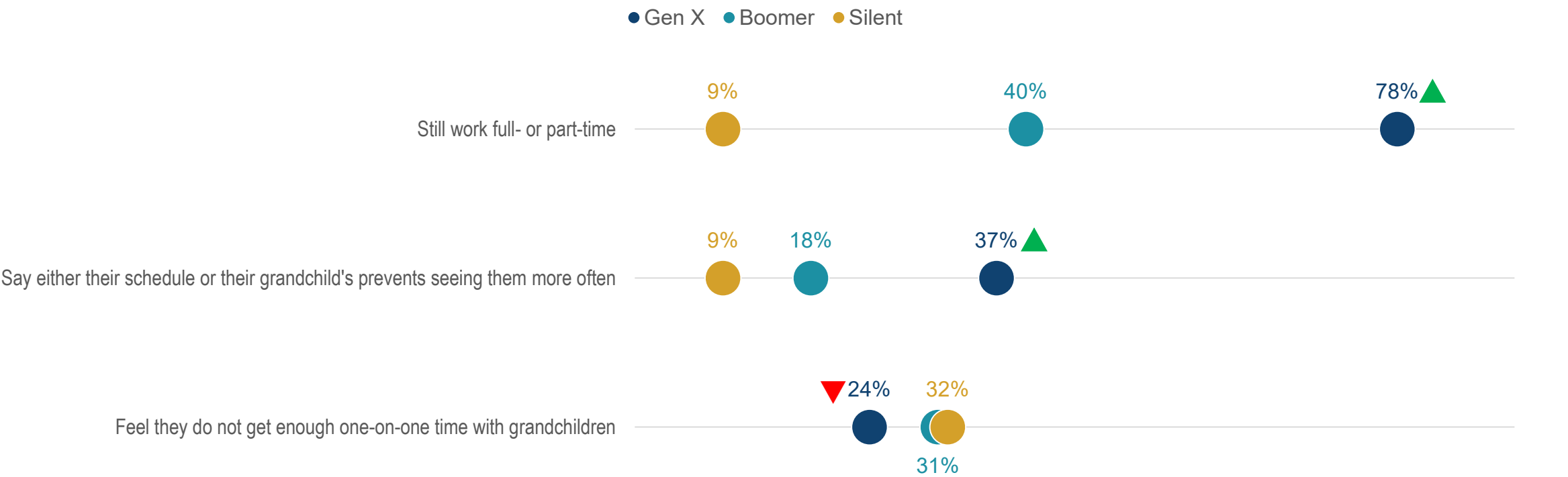
# Across generations, distance is the biggest barrier to seeing grandchildren, although Gen X experiences fewer issues with distance than other generations.



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 grandchild(ren)?  
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 grandparents (n=2,654) 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 biggest barrier to seeing grandchildren, particularly for Gen X grandparents who are nearly all in the workforce.

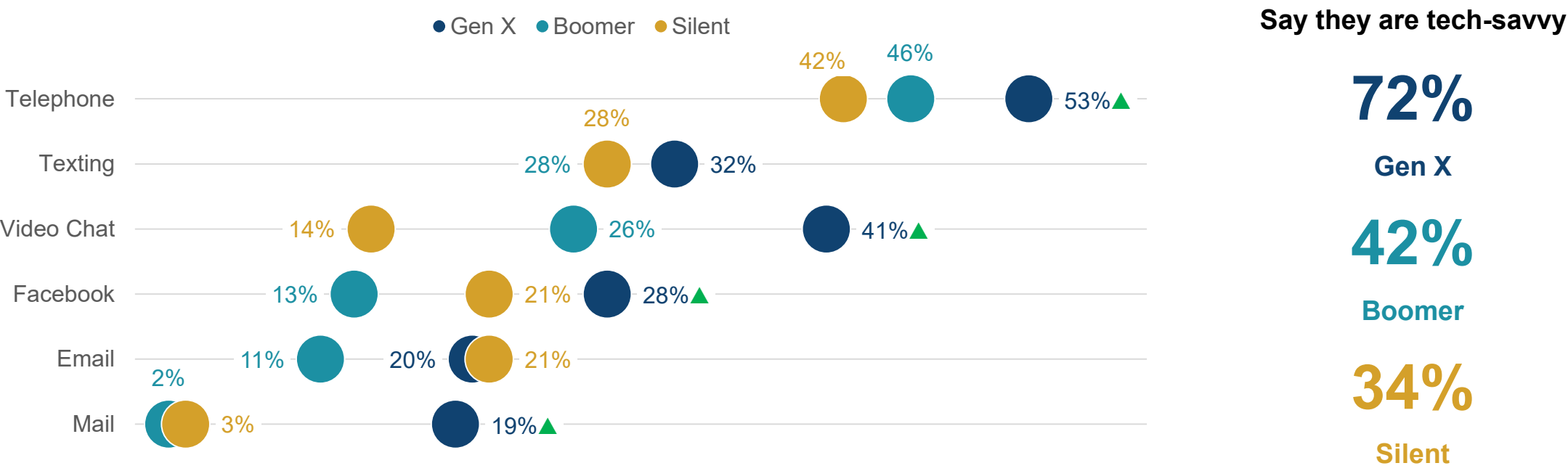


Base: Grandparents who do not see grandchildren often enough (n=1659) Q29: Which of the following reasons prevent you from seeing your grandchild(ren) more often? ▲ Statistically higher than both groups at the 95% confidence level  
Base: Total AAPI Grandparents (n=605) Q76: Which best describes your current employment status? ▼ Statistically lower than both groups at the 95% confidence level  
Q47: Which of the following challenges, as a grandparent, do you face?



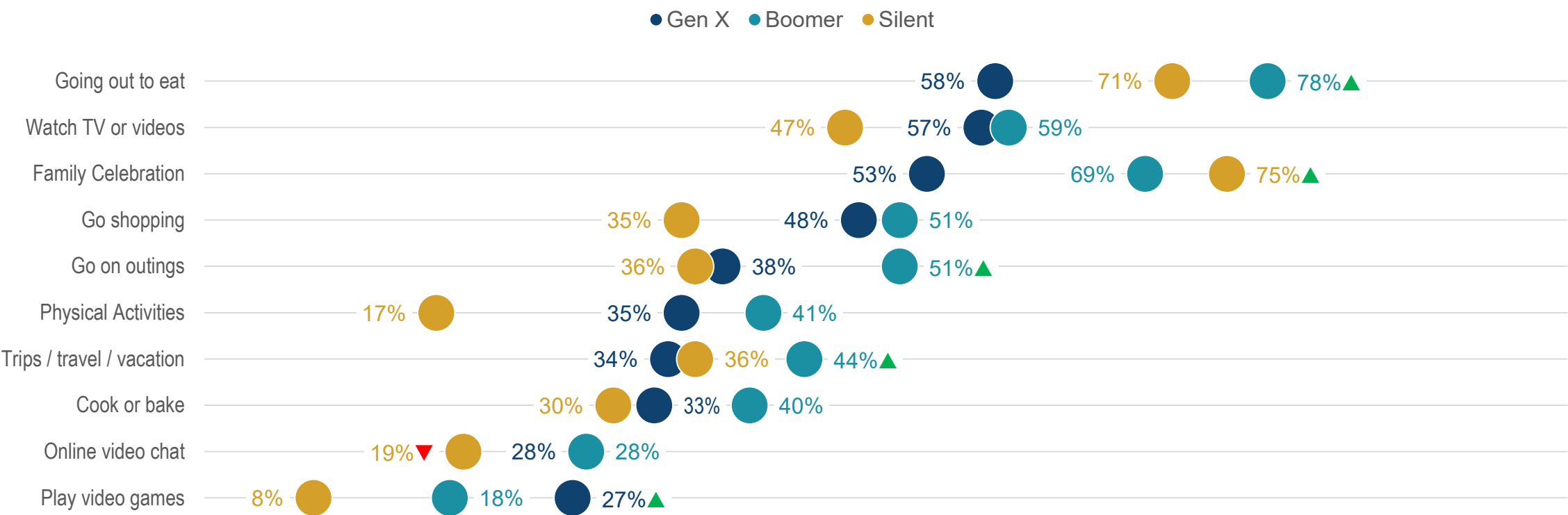
# Grandparents are connecting with grandchildren across many different platforms. Gen X are more likely to use the phone, video chat, social media, and “snail mail” compared to other generations.

Nearly 1 in 3 grandparents across all generations are using texting to engage their grandchildren.



Base: Grandparents who do not live with grandchildren (Generation X n=424; Boomer n=1302; Silent n=858)  
Q39: In general, how often do you communicate with your grandchildren using the following...?  
Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771)  
Q71: How would rate your level of competency with technology and use of technological devices?  
▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level

# Across generations, grandparents are cultivating in-person activities. Boomers and Silent Generation grandparents particularly enjoy family celebrations and going out to eat.



Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771)

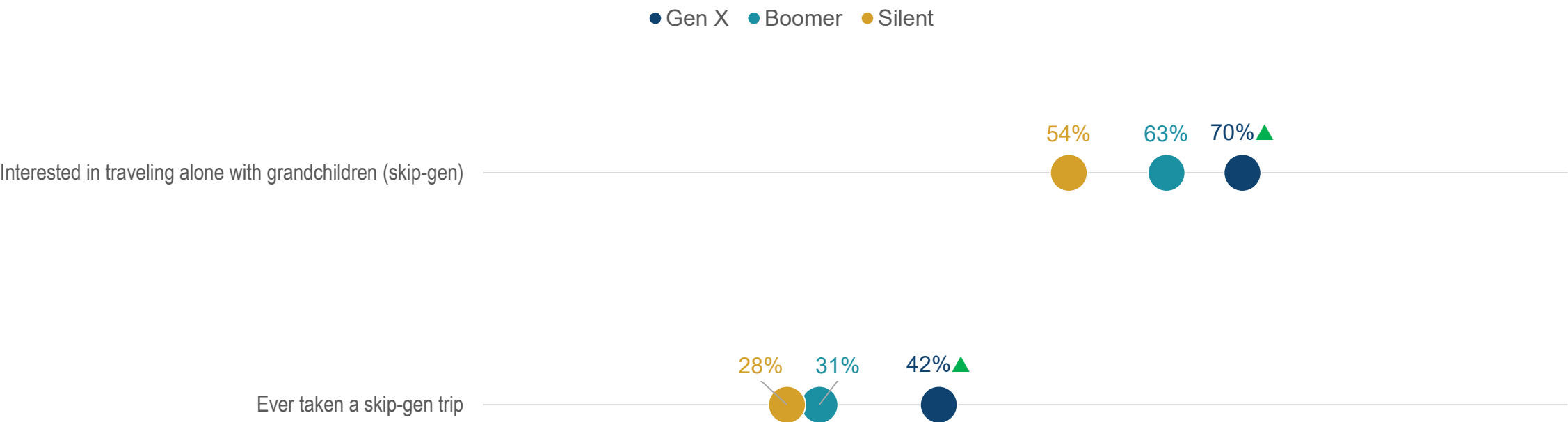
Q34: Have you done any of the following activities with your grandchild(ren) in the past 12 months? Select all that apply.

Q37: How likely, if at all, are you to take a multi-generational trip in the next 12 months?

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

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

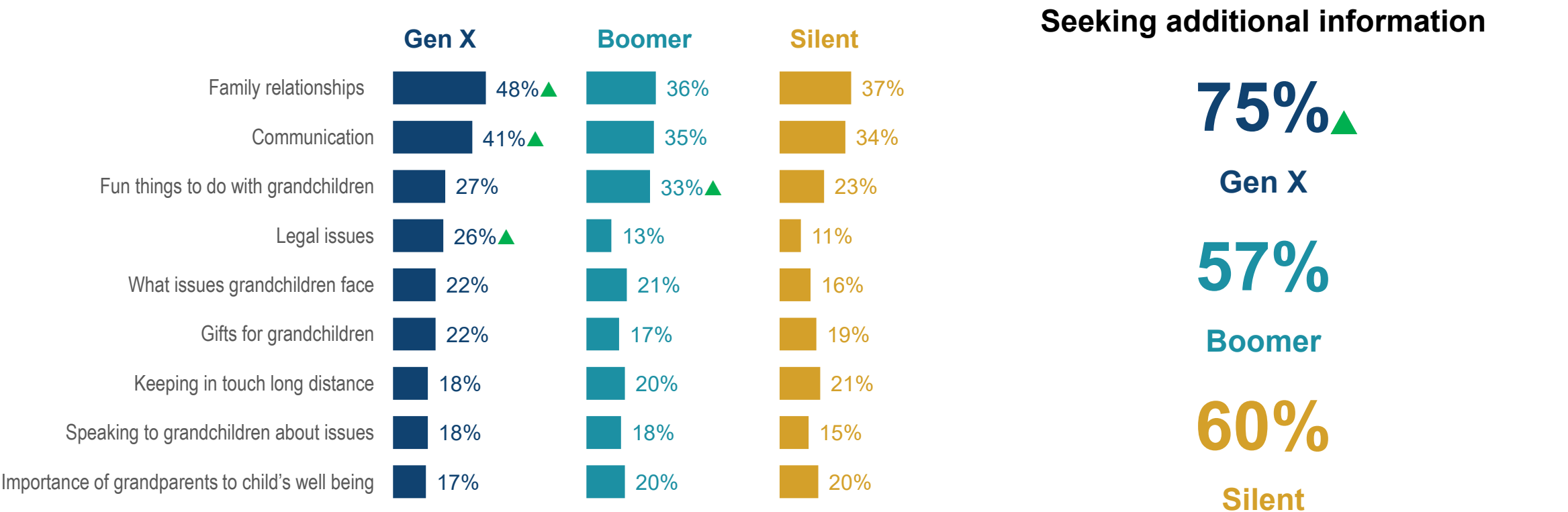
# Gen X, Boomers, and Silent Generations all share an interest in skip-gen travel. Younger grandparents are more interested and have more experience with skip-gen travel than older ones.



Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771)  
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).  
Q48: 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

# Compared to Boomers or Silent Generations, Gen X grandparents are more interested in important information related to navigating their grandparent role.



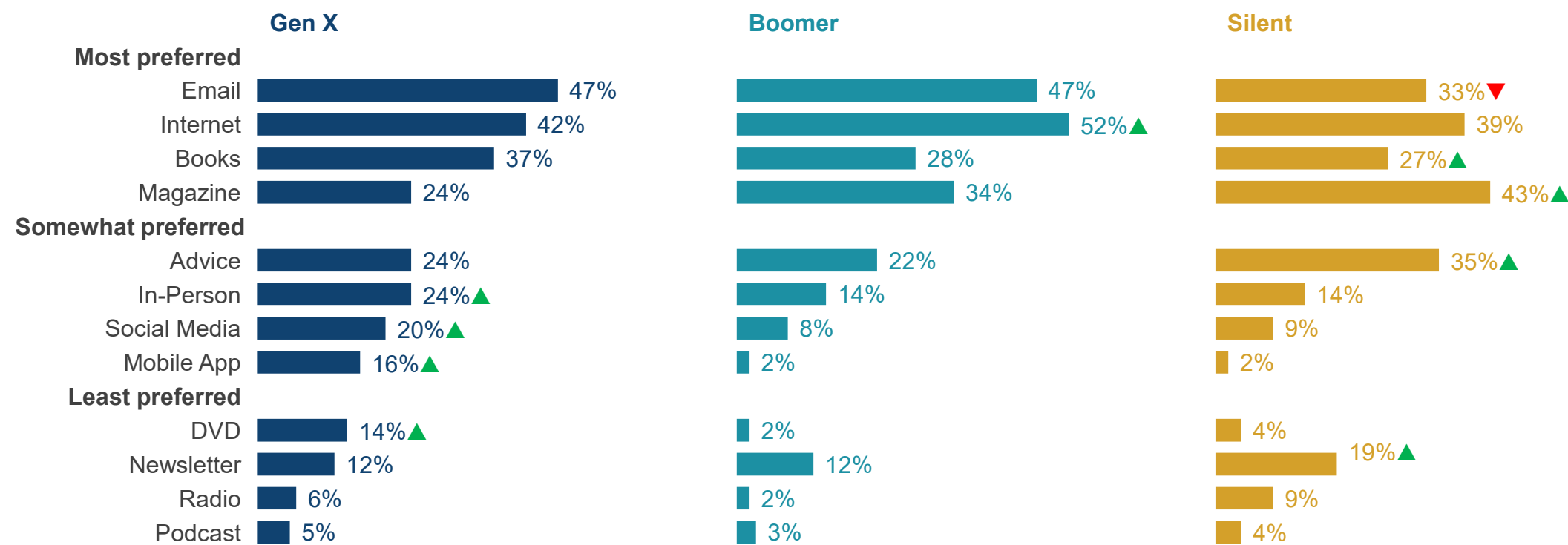
Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771)

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



# Gen X and Boomer grandparents are more open to online media sources for grandparenting information than Silents, but all generations share an interest in traditional media.



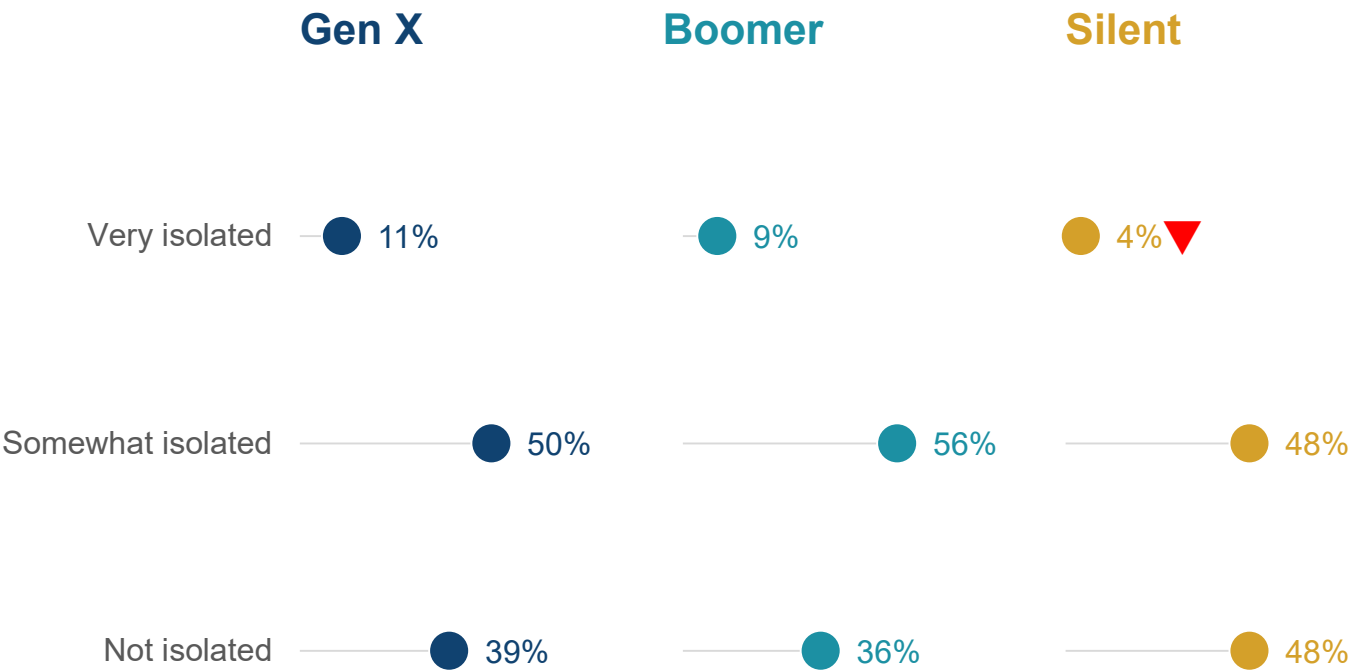
Base: Grandparents who need any information (Generation X n=407, Boomers n=725, Silent n=452)  
Q49: What is your preferred method of receiving information (on grandparenting)? Select all that apply.

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



## HEALTH IMPACT AND OUTCOMES

# Younger grandparents are the most likely to feel isolated compared to older grandparents. Gen X grandparents are nearly twice as likely to feel very isolated compared to Silent gen grandparents.

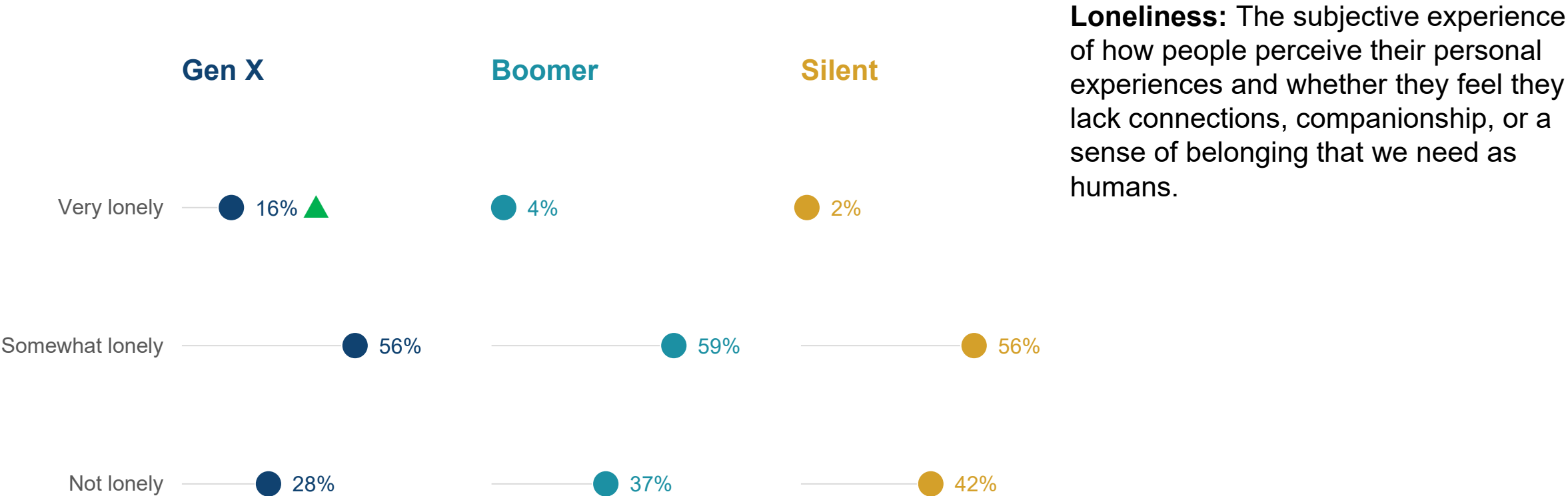


**Isolation:** The objective experience of diminished social connectedness as measured by the quality, type, frequency, and emotional satisfaction of social ties. Social isolation can impact health, quality of life, and the quality of the environment and community in which people live.

Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771)  
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

# Gen X grandparents are four times more likely than Boomers and eight times more likely than Silent Generations to feel loneliness.



Base: Total grandparents (Generation X n=600; Boomers n=1,283; Silent n=771)  
Q65: The following statements describe how people sometimes feel. For each statement, please indicate how often you feel the way described.

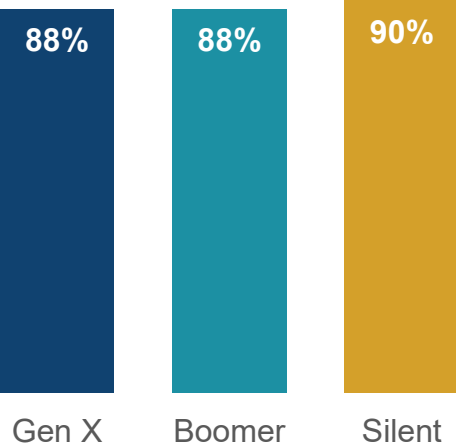
▲ Statistically higher than both groups at the 95% confidence level  
▼ Statistically lower than both groups at the 95% confidence level



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

## Mental

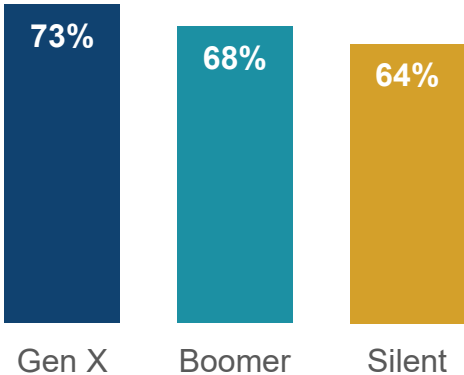
Say their relationship with their grandchildren is good for their mental well-being



“ 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 (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.

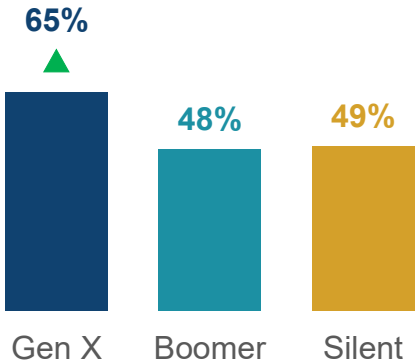
▲ Statistically higher than the general population at the 95% confidence level  
▼ Statistically lower than the general population at the 95% confidence level

# Gen X grandparents strongly agree that their grandchildren have a positive impact on their physical well-being.

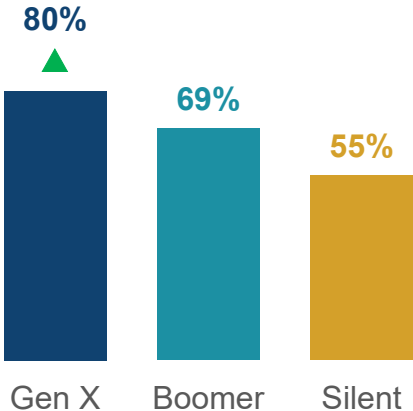
## Physical



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



Say their grandchildren make them have a more active lifestyle



“ 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. ”





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 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

	Generation X (A)	Boomer (B)	Silent (C)
<i>Base:</i>	<i>n= 600</i>	<i>n=1,283</i>	<i>n=771</i>
 <b>Gender</b>			
Female	39	43	41
Male	61	56	59
Other	-	<0.5	-
 <b>Census Region</b>			
Northeast	17	20	16
Midwest	23	21	23
South	39	36	38
West	21	23	24
 <b>Community</b>			
Urban	51 <b>BC</b>	25	30
Suburban	43	58 <b>A</b>	57 <b>A</b>
Rural	7	17 <b>A</b>	13 <b>A</b>
 <b>Marital Status</b>			
Married / Living with partner	70 <b>C</b>	74 <b>C</b>	53
Widowed	2	8 <b>A</b>	29 <b>AB</b>
Divorced / Separated	15	16	15
Single	12 <b>BC</b>	2	4 <b>B</b>
<b>Sexuality Identification</b>			
Gay / Lesbian	4 <b>BC</b>	<0.5	<0.5
Bisexual	2	<0.5	<0.5
Transgender / Transsexual	-	-	-
Heterosexual	91	95 <b>A</b>	97 <b>A</b>
Other	1	1	-
Prefer not to answer	2	3	3



	Generation X (A)	Boomer (B)	Silent (C)
<i>Base:</i>	<i>n= 600</i>	<i>n=1,283</i>	<i>n=771</i>
<b>Income</b>			
High (75k+)	52 <b>BC</b>	45 <b>C</b>	35
Medium (40k-74,999k)	25	23	28 <b>B</b>
Low (<40k)	20	21	23
<b>Race/Ethnicity</b>			
White	42	72 <b>A</b>	76 <b>AB</b>
Black / African American	31 <b>BC</b>	13 <b>C</b>	6
Hispanic / Latino	21 <b>BC</b>	6	10 <b>B</b>
Asian American	5	7 <b>A</b>	6
<b>Education</b>			
< High school	1	1	3 <b>B</b>
High school	13	15	16
Technical Training	3	6 <b>A</b>	7 <b>A</b>
Some college	27	29 <b>C</b>	22
College	41 <b>BC</b>	30	29
Graduate	15	19	23 <b>A</b>
<b>Employment</b>			
Employed full-time	70 <b>BC</b>	29 <b>C</b>	4
Employed part-time	8	11 <b>C</b>	5
Homemaker	8	5	7
Retired/No longer working	5	45 <b>A</b>	74 <b>AB</b>
Unemployed, looking for work	3 <b>C</b>	3 <b>C</b>	1
Retired/Working elsewhere full-time	1	1	2 <b>A</b>
Student	1	<0.5	<0.5
Retired/Working elsewhere part-time	<0.5	4 <b>A</b>	6 <b>A</b>
Other	2	2	1
Prefer not to answer	1	1	2



# Detailed Profile of Grandparents: Generations

	Generation X (A)	Boomer (B)	Silent (C)
<i>Base:</i>	<i>n= 600</i>	<i>n=1,283</i>	<i>n=771</i>
<b>Birth Country</b>			
USA	83	89 <b>AC</b>	81
Latin America	12 <b>BC</b>	4	9 <b>B</b>
East / Southeast Asia	2	3	3
Europe	1	2	3
Africa	1 <b>B</b>	<0.5	-
South Asia	<0.5	1	1
Prefer not to answer	<0.5	<0.5	2 <b>AB</b>
Australia, New Zealand & the Pacific	<0.5	-	-
Middle East (excluding North Africa)	-	<0.5	<0.5
Canada	-	1	1
Other	1	<0.5	1
<b>Most common language spoken at home</b>			
English	91 <b>C</b>	94 <b>C</b>	89
Spanish	7 <b>B</b>	3	9 <b>B</b>
Mandarin	1	1	1
Other	1	2 <b>A</b>	2 <b>A</b>
Prefer not to say	<0.5	<0.5	<0.5



	Generation X (A)	Boomer (B)	Silent (C)
<i>Base:</i>	<i>n= 600</i>	<i>n=1,283</i>	<i>n=771</i>
<b>Attend Religious Services</b>			
Weekly or more often	25	27	40 <b>AB</b>
A few times a month	25 <b>BC</b>	11	10
A few times a year	18	19	15
Less often than once a year	28	35 <b>AC</b>	29
Prefer not to answer	3	8 <b>A</b>	5
<b>Volunteered in past 12 months</b>			
Yes	44	44	46
No	55	51	52

# Detailed Profile of Grandparents: Generations (cont'd)

	Generation X (A)	Boomer (B)	Silent (C)
<i>Base:</i>	<i>n= 600</i>	<i>n=1,283</i>	<i>n=771</i>
<b>Type of Grandchildren</b>			
Grandchildren	91	92	99 <b>AB</b>
Step-Grandchildren	3	9 <b>A</b>	34 <b>AB</b>
Great Grandchildren	19	19	16
Adopted Grandchildren	6 <b>B</b>	3	4
<i>Mean number of grandchildren</i>	2.5	3.9 <b>A</b>	6.3 <b>AB</b>
<b>Grandchildren's Gender</b>			
Granddaughters	76	83 <b>A</b>	90 <b>AB</b>
<i>Mean number of granddaughters</i>	1.3	2.0 <b>A</b>	3.2 <b>AB</b>
Grandsons	69	80 <b>A</b>	90 <b>AB</b>
<i>Mean number of grandson</i>	1.2	1.9 <b>A</b>	3.1 <b>AB</b>
<b>Age of Grandchildren</b>			
0–11 months	23 <b>BC</b>	17 <b>C</b>	7
1–4	67 <b>BC</b>	47 <b>C</b>	31
5–9	41	55 <b>AC</b>	37
10–12	18	38 <b>A</b>	40 <b>A</b>
13–17	13	39 <b>A</b>	49 <b>AB</b>
18–34	5	30 <b>A</b>	71 <b>AB</b>
35–44	<0.5	2 <b>A</b>	16 <b>AB</b>
45+	<0.5	<0.5	4 <b>AB</b>
<b>Children Raised*</b>			
<i>Mean number of children raised</i>	3.2 <b>B</b>	2.7	3.4 <b>B</b>

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

	Generation X (A)	Boomer (B)	Silent (C)
<i>Base:</i>	<i>n= 600</i>	<i>n=1,283</i>	<i>n=771</i>
<b>Maternal/Paternal</b>			
From my daughter(s)	41 <b>C</b>	36 <b>C</b>	26
From my son(s)	41 <b>C</b>	36	32
Both	18	28 <b>A</b>	42 <b>AB</b>
<b>Maternal/Paternal Grandchild Closeness</b>	<i>n= 100</i>	<i>n=365</i>	<i>n=359</i>
I am equally close to both / all	76	73	72
Daughter/Granddaughter	19	21	22
Son/Grandson	5	6	6
<b>Why Closer Relationship</b>	<i>n= 38*</i>	<i>n=130</i>	<i>n=101</i>
They live with me*	54	87	49
I have a closer relationship with my son / daughter	53	38	35
I see them more often	35	63 <b>A</b>	67 <b>A</b>
They live closer to me	34	50	56
Son / Daughter is my biological child	31 <b>BC</b>	10	10
My son's / daughter's children are younger	17	11	9
I don't get along with my son's / daughter's partner	6	4	12 <b>B</b>
My son's / daughter's children are older	3	5	13
Other	4	4	1

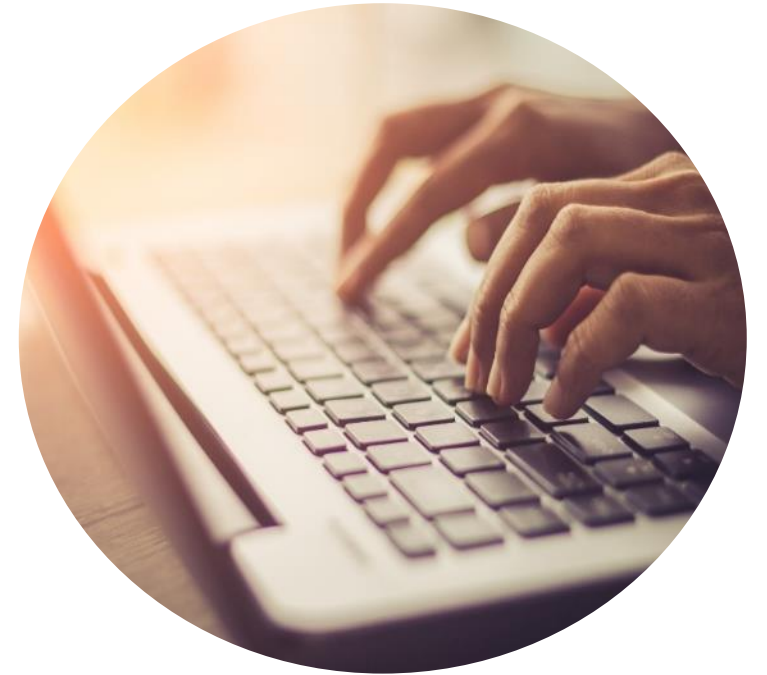
\*only shown to those with children in the household  
+ caution: small base size



## 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  $\geq 1$  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 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 generational differences (Generation X, Boomer and Silent Generations)**

# Footnotes

<sup>1</sup> "The Whys and Hows of Generations Research." Washington, DC: Pew Research Center, September 3, 2015.

<sup>2</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>3</sup> 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](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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This research was designed and executed by AARP Research