



2018 GRANDPARENTS TODAY NATIONAL SURVEY

Multicultural Report: Hispanic/Latinx Grandparents

March 4, 2019

AARP[®]
Real Possibilities

Table of Contents

Executive Summary	3
Grandparents Today	6
The Role of the Grandparent	10
Cultural Shifts in Grandparenting	18
Grandparents Connecting	22
Health Impact and Outcomes	30
Appendix: Sample Profile	35
Methodology	39
Footnotes	44
Contact	46



Executive Summary

Hispanic/ Latinx (H/L) grandparents represent a strong base with great spending power.

- The Hispanic/Latinx population in the United States reached nearly 58 million in 2016 and accounts for half of national population growth since 2000. As the H/L population grows older, so will the number of H/L grandparents.¹
- The median annual income for U.S. Hispanic/Latinx households hit a record high of \$50,486 in 2017, compared with \$53,600 among all U.S. households.²
- The average age of first-time grandparents is 48. Most H/L grandparents have, on average, five to six grandchildren, and, by 2030, more than 70 percent of U.S. 8-year-olds will have a living great-grandparent.³
- H/L grandparents spend an average of \$1,740 annually on their grandchildren, totaling \$14.6 billion per year.

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

- Grandchildren of H/L grandparents continue to refer to their grandparents by the traditional names (65% use a form of “grandma” or “abuela”; 57% use a form of “grandpa” or “abuelo”).
- H/L grandparents impart roots and culture to their grandchildren, and about two in five consider themselves a valued elder in the family.
- Two in five H/L grandparents take care of their grandchildren by babysitting, with 12 percent living in the same household with their grandchildren.
- In comparison to the general population of grandparents, H/L grandparents are more empathetic than the general population to the current generation of parents in how they raise children, although over half agree that spanking is an effective form of discipline, in comparison to 4 percent of parents who do it today.⁴

Executive Summary (cont.)

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

- One in three H/L grandparents are foreign born (35%), representing a huge array of different nationalities and ethnicities from across the globe. An equal number prefer to speak Spanish at home.
- As a group, H/L grandparents are embracing multiculturalism. Two in five (42%) have grandchildren of a different race or ethnicity, higher than the general population (34%).
- Nearly all H/L grandparents say it is important that their different race or ethnicity grandchildren knows about the heritage they share, and seven in ten make an effort to help their grandchildren learn about the heritage they do not share.
- Today's H/L grandparents value teaching gender equality, and nearly all believe in raising girls to be strong, independent women.

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

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

Executive Summary (cont.)

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

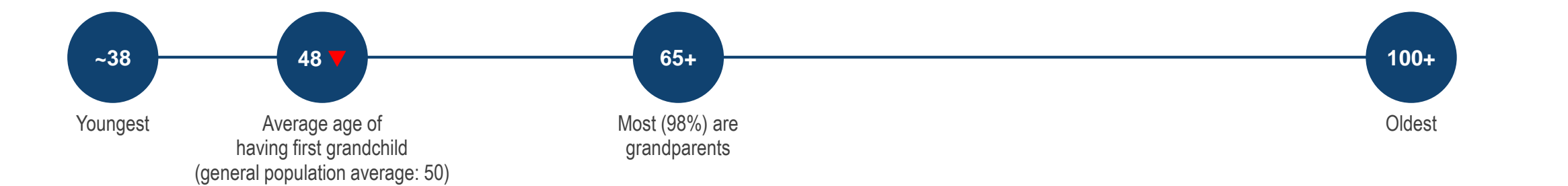
- Nearly all H/L grandparents agree that having grandchildren has a positive impact on their mental health.
- Three in four H/L grandparents say grandchildren also make them more sociable and more physically active.



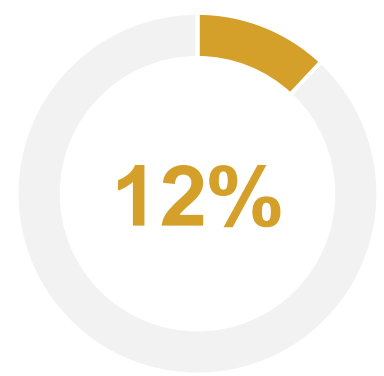
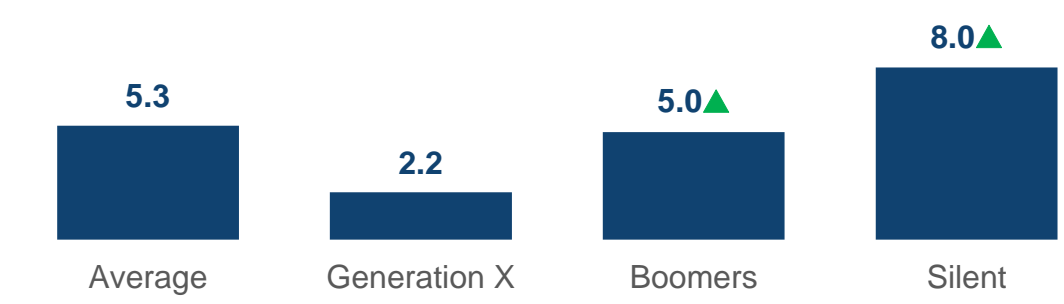


GRANDPARENTS TODAY

Hispanic/Latinx grandparents start their role at a younger age and have larger families than the general population.



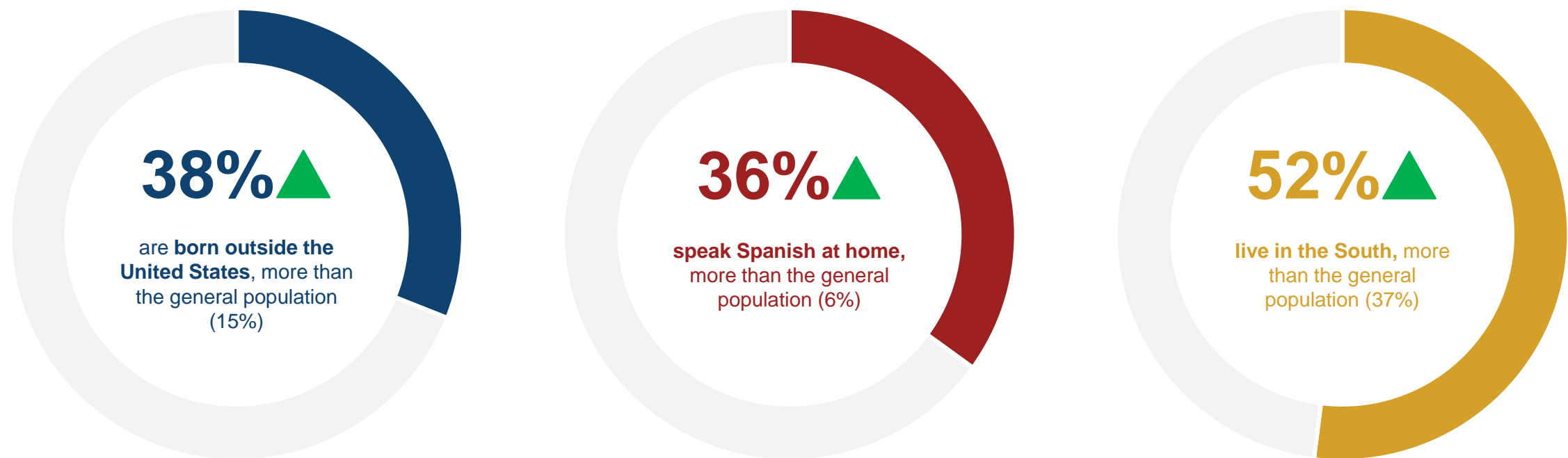
Hispanic/ Latinx grandparents, on average, have 5 to 6 grandchildren. (General population average: 4.5)



have a **grandchild living with them** (general population: 11%)

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

Many H/L grandparents live in the southern United States, are foreign born, and prefer to speak Spanish at home.

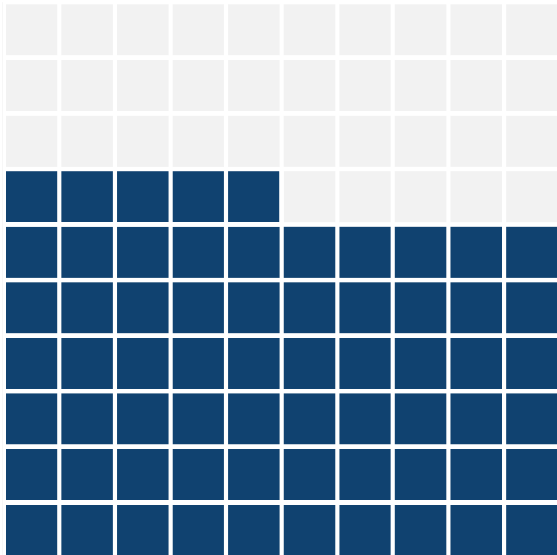


Base: Hispanic/Latinx grandparents (n=604)
Q83. In what country/region were you born? Q6. In what state do you live?

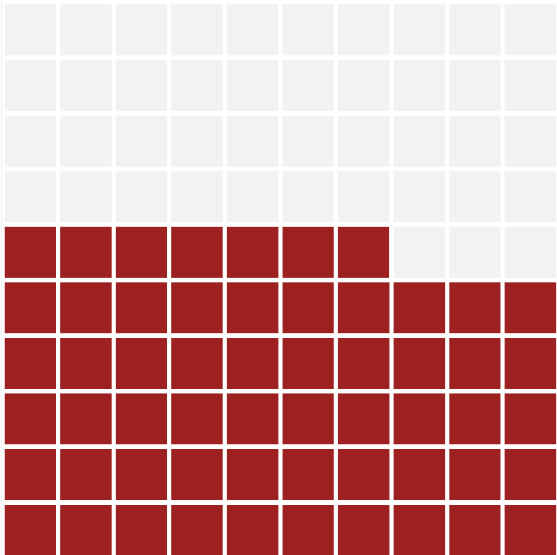
▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level

Most H/L grandparents today are referred to by traditional names in Spanish or in English.

65% of grandmothers are called some form of **"grandma/abuela"**



57% of grandfathers are called some form of **"grandpa/abuelo"**



Base: H/L Grandmothers (n=192), Grandfathers (n=133)
Q33: What do your grandchildren call you?

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



THE ROLE OF THE GRANDPARENT

H/L grandparents are highly engaged with their families.

85% ▲

of Hispanic/Latinx grandparents say **they play an important role in their grandchildren's lives**, more than the general population (81%).



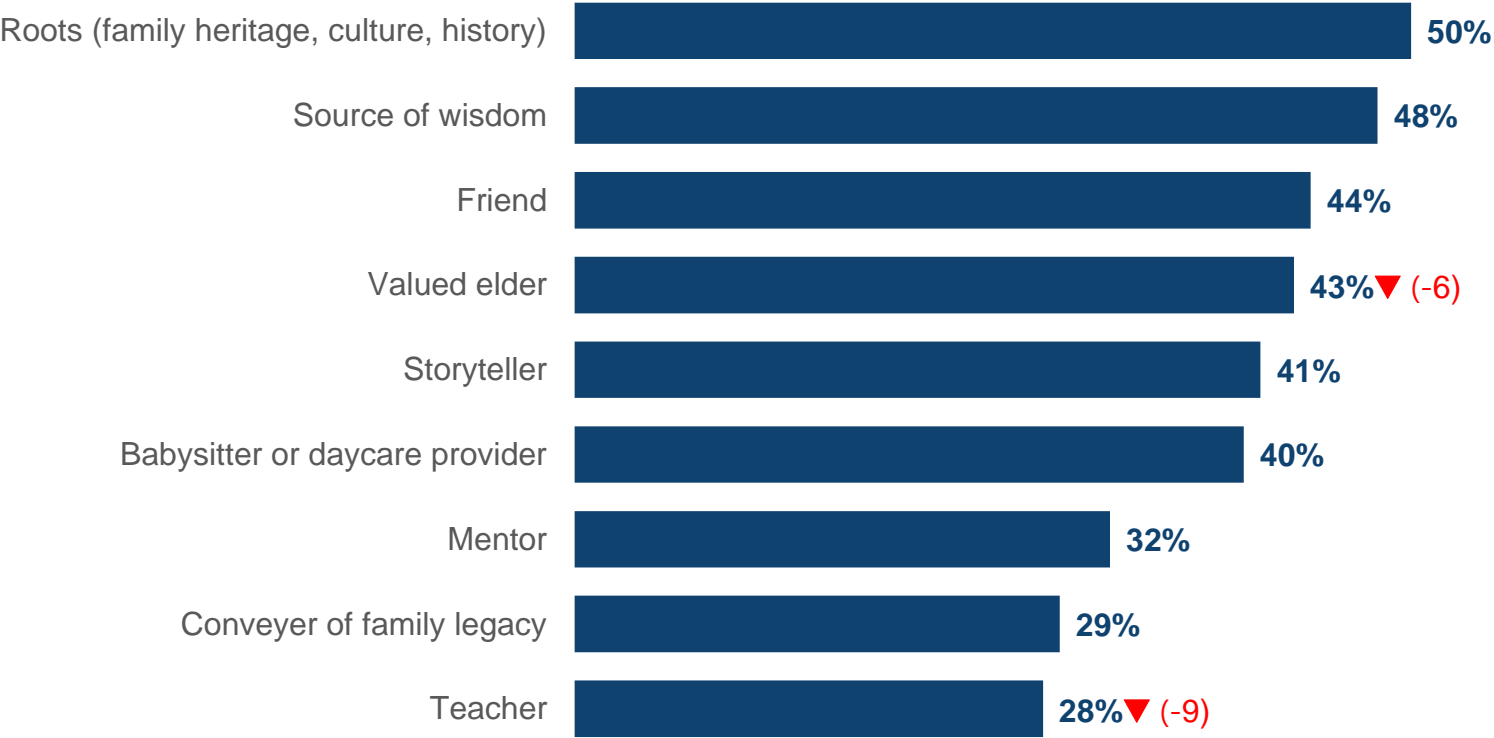
Base: Total Hispanic/Latinx grandparents (n=604)

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

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

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

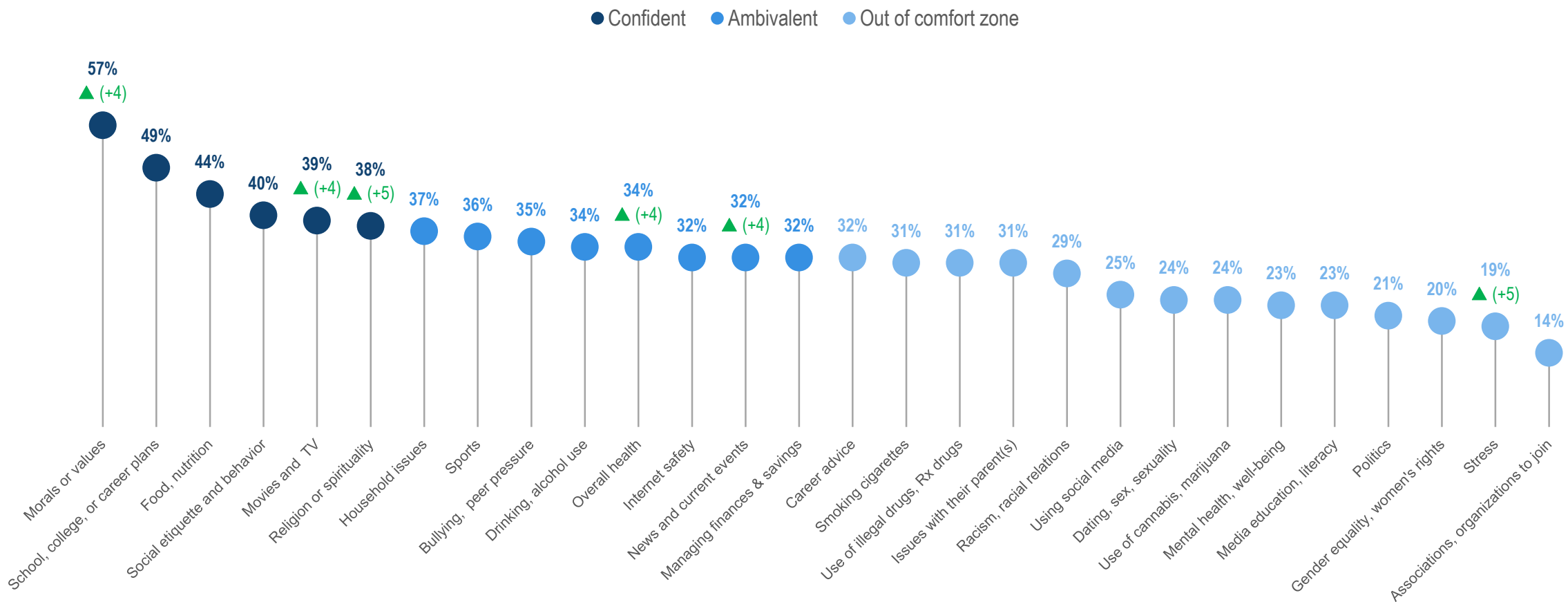
H/L grandparents impart history, wisdom, and friendship to their grandchildren.



Base: Hispanic/Latinx Answered (n=279)
Q32: Below is a list of roles that grandparents may (or may not) play in grandchildren's lives.

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

H/L grandparents are comfortable guiding morals and cultural experiences but less comfortable discussing sexuality and politics.



Total Base: Hispanic / Latinx grandparents (n=604)

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

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

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

Education of their grandchildren is an extremely high priority.

64%

of H/L grandparents think it is **Important for their grandchildren to get a higher education**, slightly more than the general population (62%).



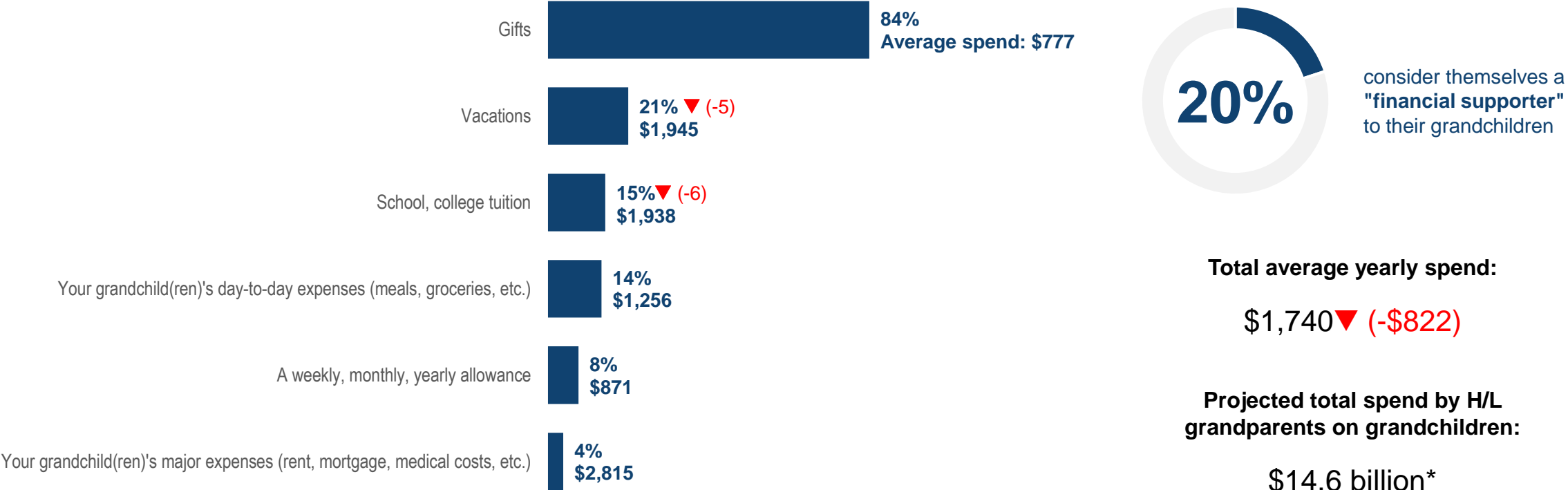
Base: Hispanic / Latinx grandparents (n=604)

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

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

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

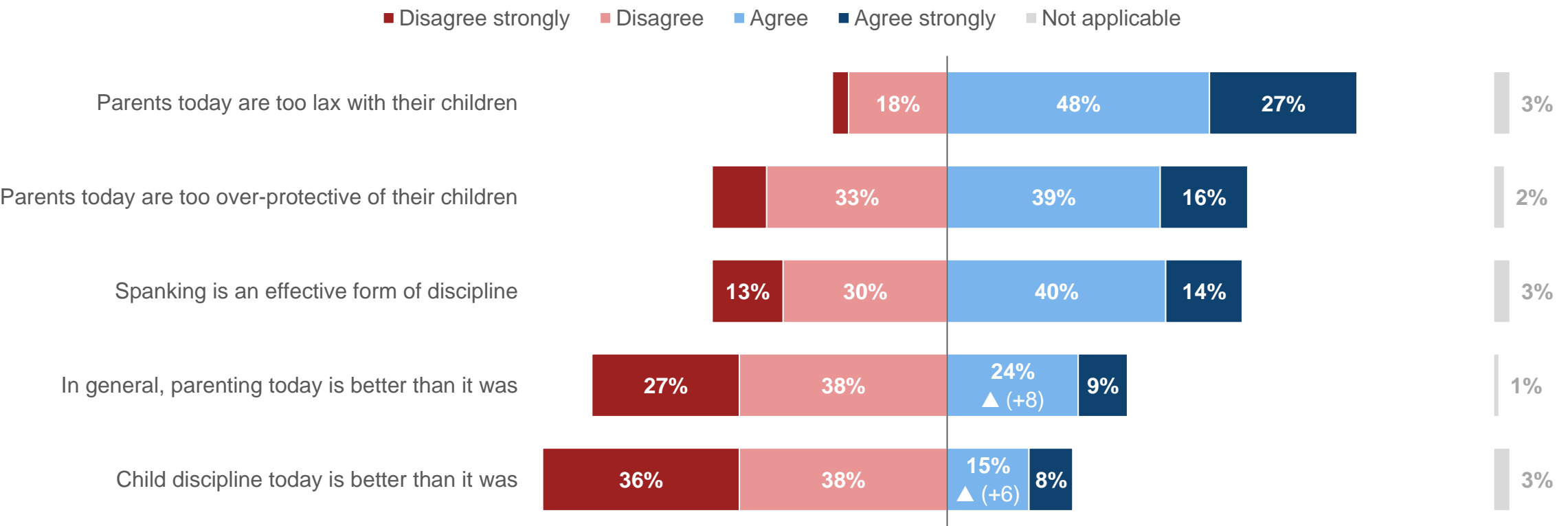
Although most H/L grandparents do not consider themselves a financial supporter, the breadth of expenses they provide for grandchildren tells a different story.



Base: Hispanic / Latinx grandparents (n=604). Q30: Which of the following, if any, do you spend your money on for your grandchildren?
Base: Hispanic / Latinx grandparents spent mean (n=604). Q31: In a given year, how much do you think you spend on your grandchildren?
Total spend = \$1,740 x 8,390,804.

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

H/L grandparents are sympathetic to the challenges of the next generations' parents and are supportive of today's parenting styles.



4% of US parents today spank their children⁴

Base: Hispanic / Latinx grandparents (n=604)
Q45: Below is a list of modern parenting topics (you may OR may not be aware of). Please indicate how much you agree or disagree with each point?

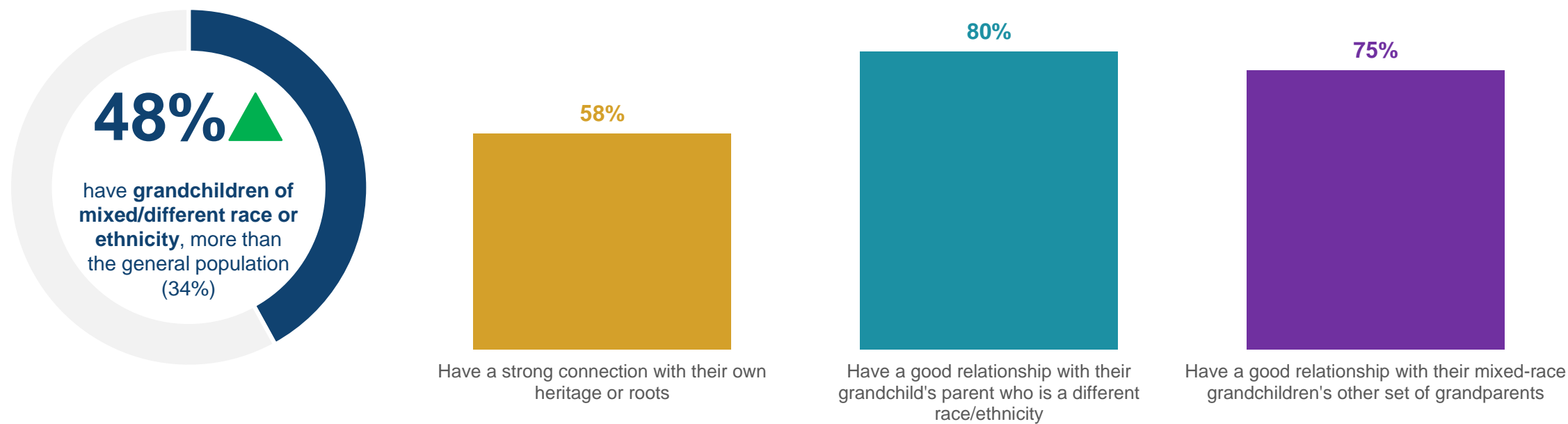
▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level



CULTURAL SHIFTS

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

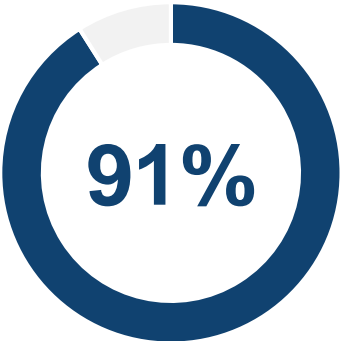
Of the grandparents who have grandchildren of mixed/different race or ethnicity



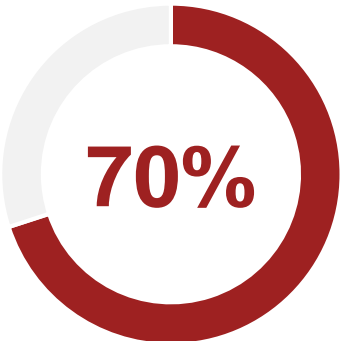
Base: Hispanic / Latinx grandparents (n=604). Q50: Are any of your grandchildren...
Base: Grandparents whose grandchildren are of different race/ethnicity (n=209).
Q52: Multiracial: Please indicate how much you agree or disagree with the following statements.
Q51: How strong is your connection to your own cultural, racial or ethnic heritage or roots?

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

Nearly all H/L 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

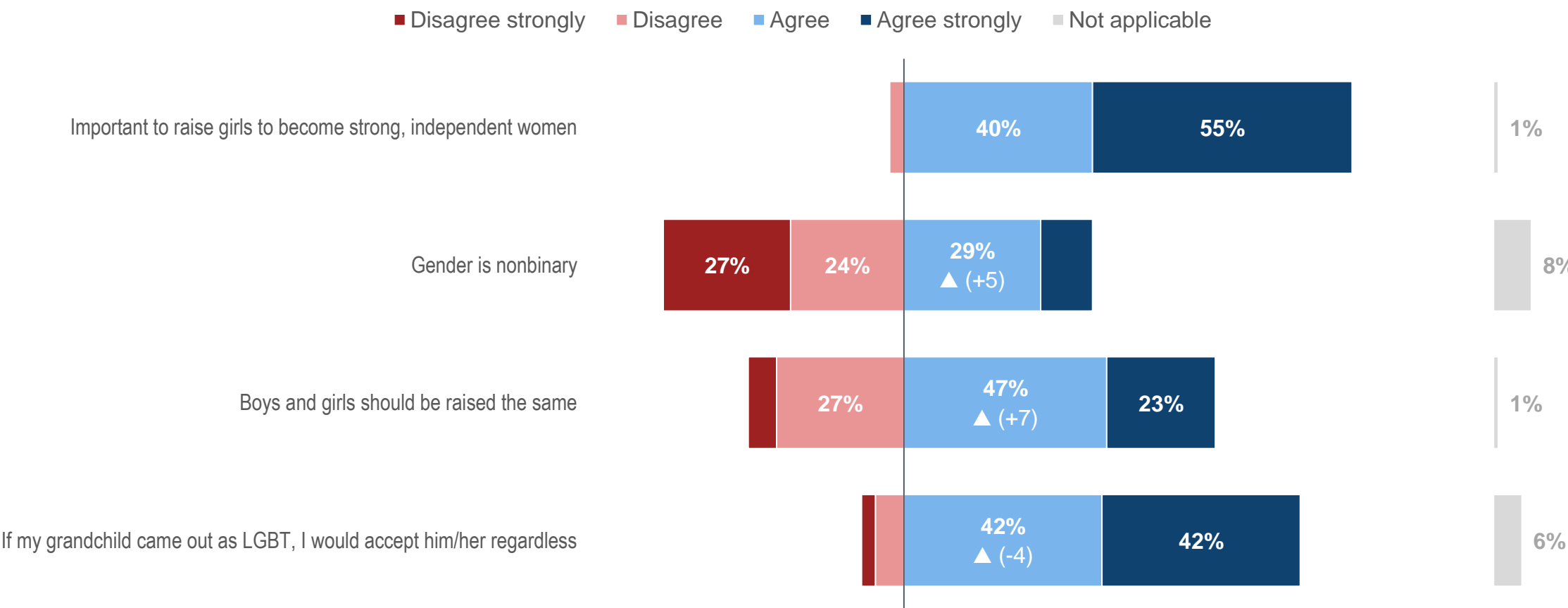


make an effort to help their grandchildren who are a different race or ethnicity learn about their own heritage

Base: Hispanic / Latinx grandparents whose grandchildren are of different race/ethnicity (n=259)
Q52: Multiracial: Please indicate how much you agree or disagree with the following statements.

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

H/L grandparents value teaching gender equality and raising girls to be strong, independent women.



Base: Hispanic / Latinx grandparents (n=604)

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

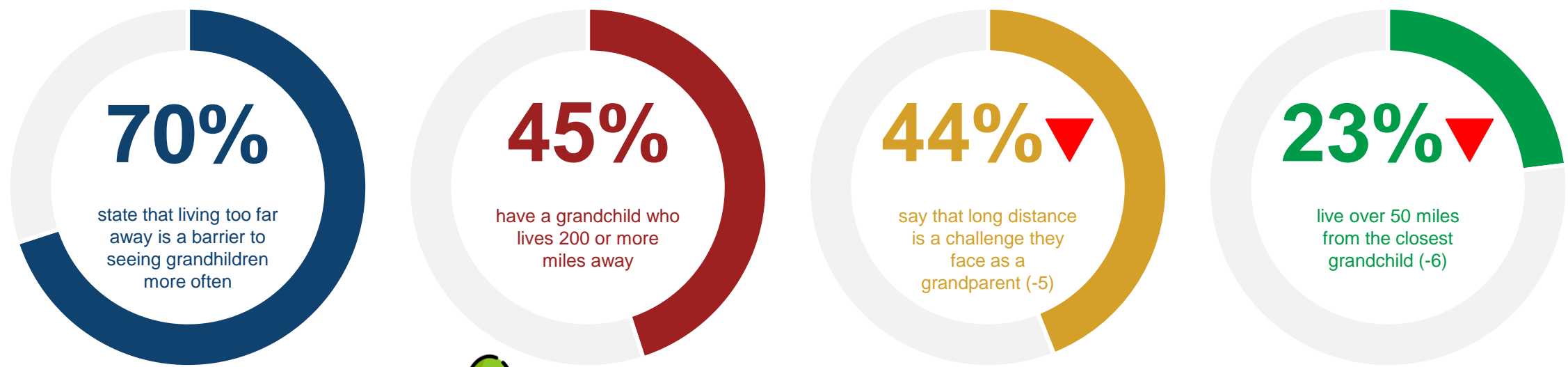
▲ Statistically higher than the general population at the 95% confidence level

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



GRANDPARENTS CONNECTING

For H/L grandparents, distance is the biggest barrier to seeing grandchildren.



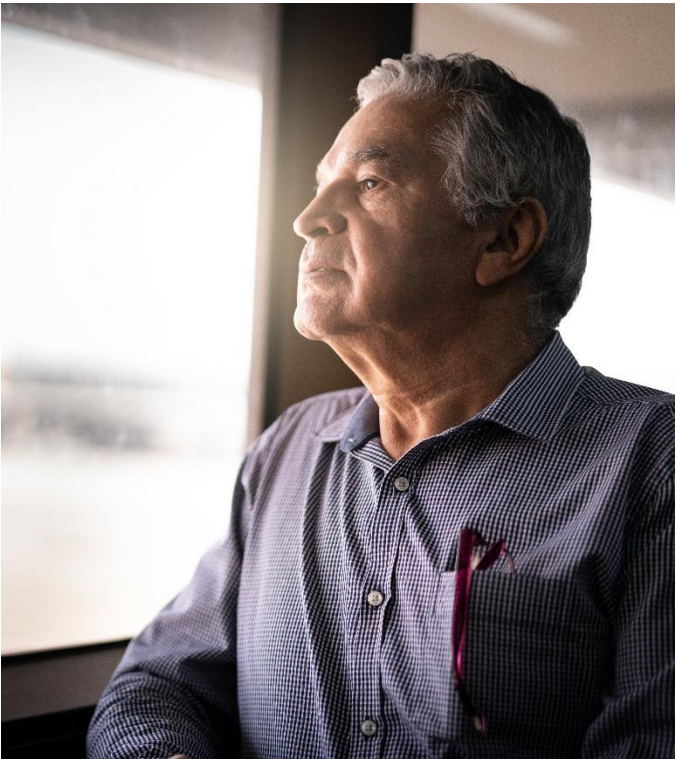
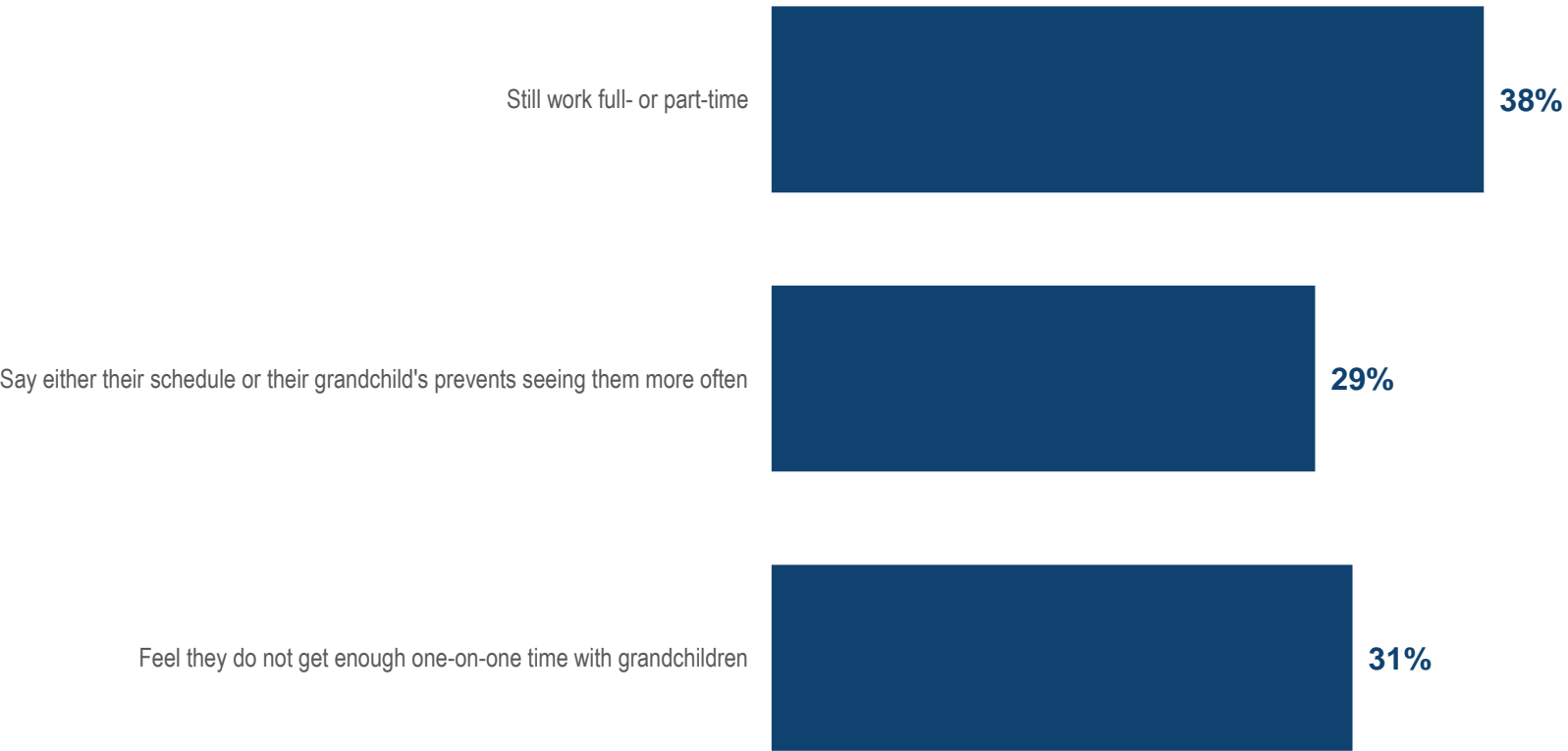
16% have moved to be closer to grandchildren, higher than the general population (11%)



Base: Grandparents who do not live with grandchildren; (Closest n=580; Furthest n=449).
Q26: How close (in proximity) do you live to your grandchildren?
Base: Hispanic / Latinx grandparents who feel seeing grandchildren not often enough (n=337).
Q29: Which of the following reasons prevent you from seeing your grandchildren more often?
Base: Hispanic / Latinx grandparents (n=604).
Q47: Which of the following challenges, as a grandparent, do you face?

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

For H/L grandparents, busy schedules are the second biggest barrier to seeing grandchildren.

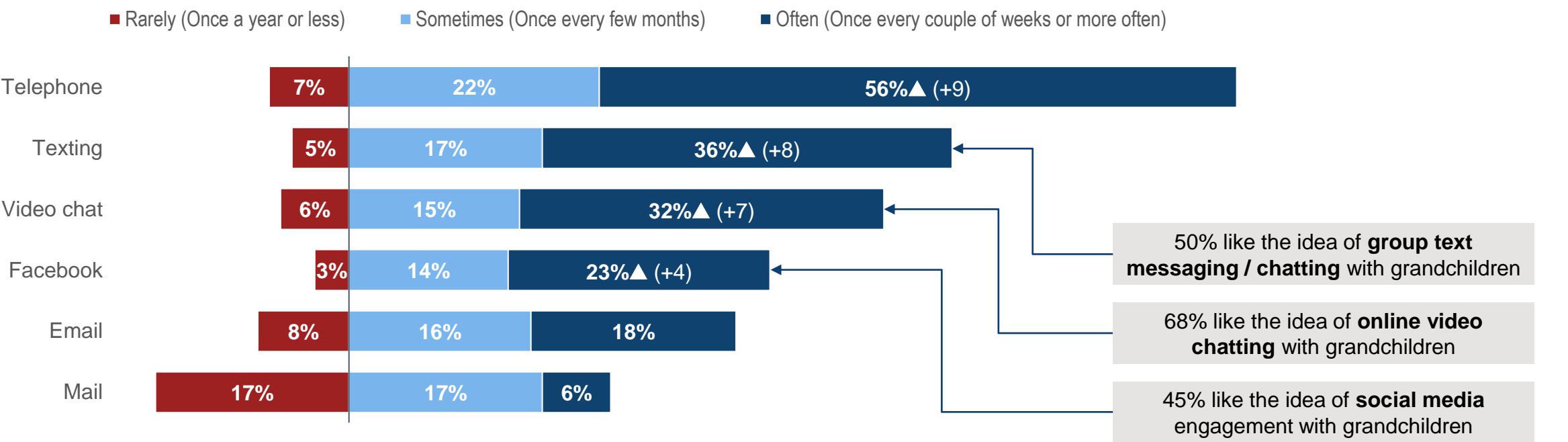


Base: Grandparents who do not see grandchildren often enough (n=337)
Q29: Which of the following reasons prevent you from seeing your grandchildren more often?
Base: Total H/L Grandparents (n=604). Q76: Which best describes your current employment status?
Q47: Which of the following challenges, as a grandparent, do you face?

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

While many still use the telephone, H/L grandparents are connecting with grandchildren in different ways, particularly text messaging and video chat.

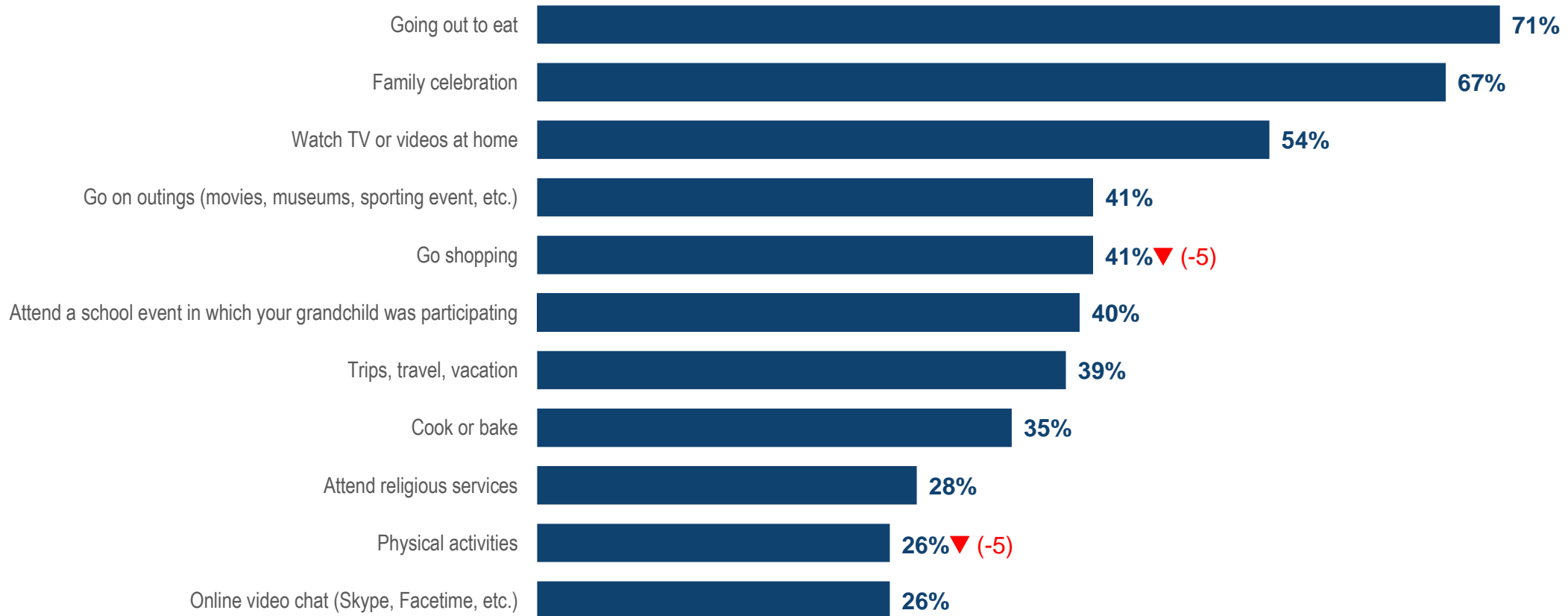
44% of Hispanic/ Latinx grandparents feel they are tech savvy. One in three H/L grandparents are using video chat or text messaging to communicate with grandchildren.



Base: H/LGrandparents who do not live with grandchildren (n=580)
Q38: In general, how often do you communicate with your grandchildren using the following...?
Q45: Below is a list of new ideas...please indicate if you like or dislike each idea? Base: Total HL Grandparents (n=604)
Q71: How would rate your level of competency with technology and use of technological devices?

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

H/L grandparents are cultivating more in-person opportunities to connect with their grandchildren.



Base: Hispanic / Latinx grandparents (n=604)

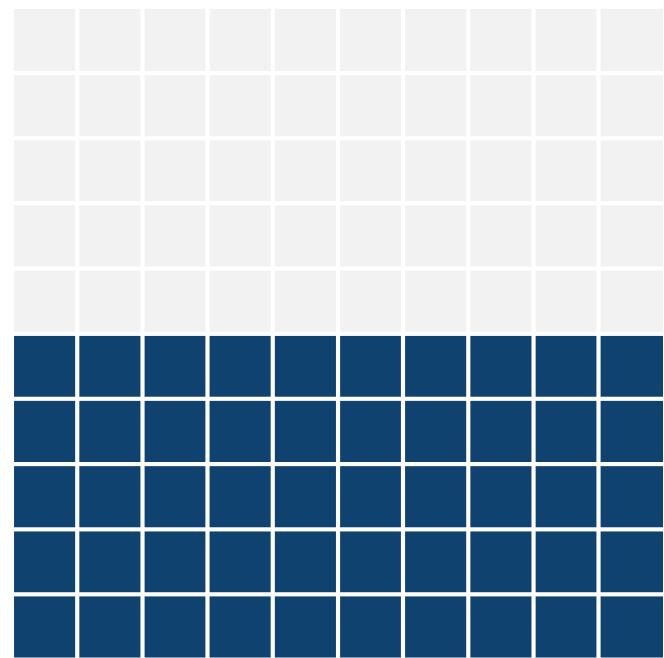
Q34: Have you done any of the following activities with your grandchildren in the past 12 months?

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

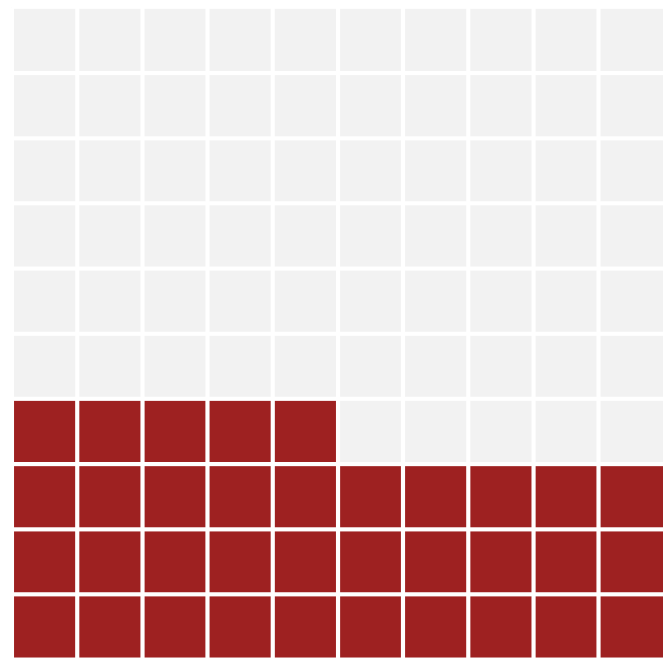
▼ Statistically lower than the general population at the 95% confidence level

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

50% are interested in traveling alone with their grandchildren



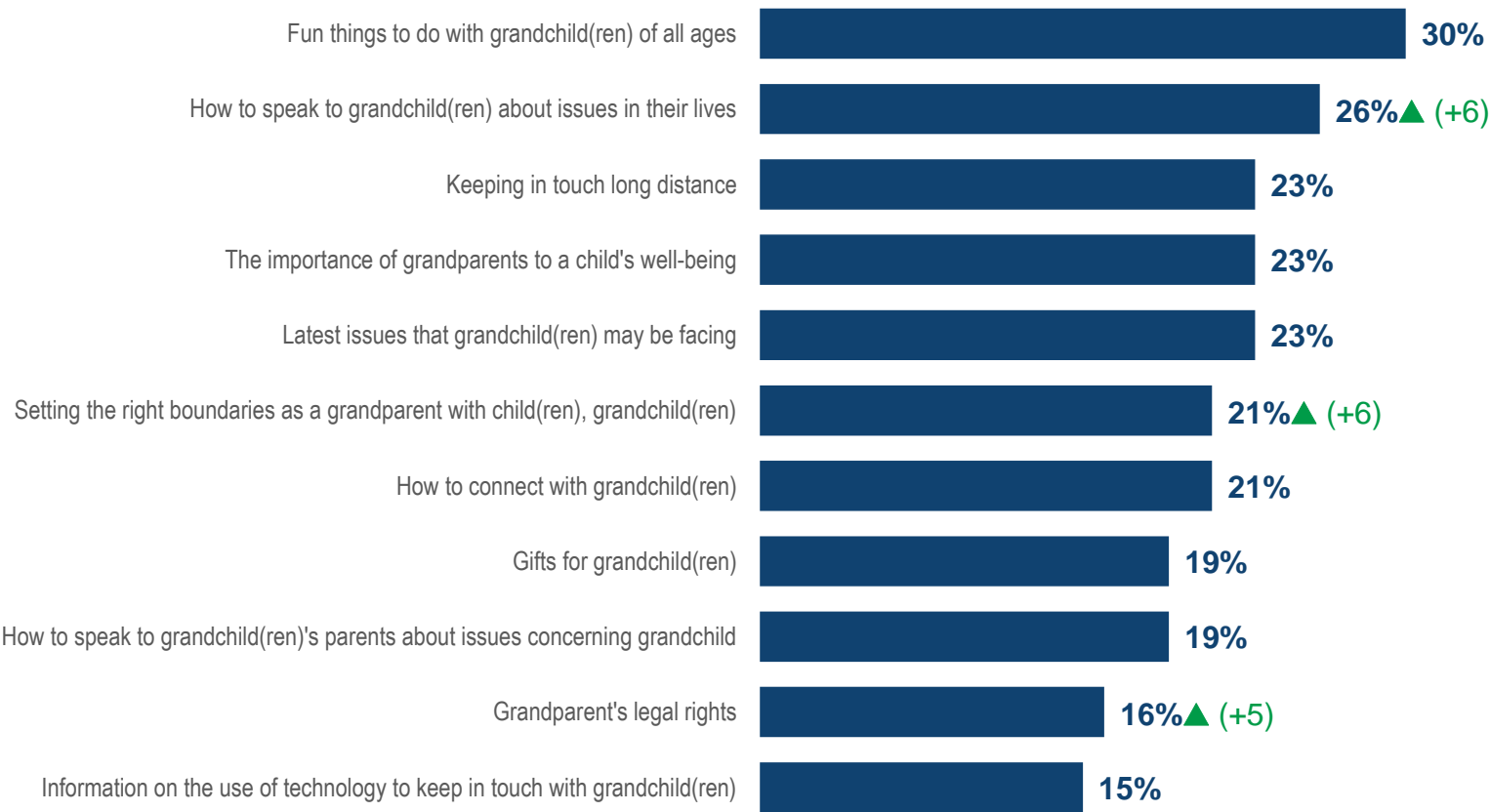
35% have taken their grandchildren on a skip-gen trip without their parents



Base: Hispanic / Latinx grandparents (n=604)
Q37: How likely, if at all, are you to take a multigenerational trip in the next 12 months? Q38: Have you ever paid for and taken a trip with your grandchildren without their parents (i.e., their mom and dad stay at home).
Q46: Below is a list of new ideas for grandparenting that you may OR may not have heard of. For each, please indicate if you like OR dislike each idea, by selecting the thumbs up for "like," thumbs sideways for "neutral," and thumbs down for "dislike."

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

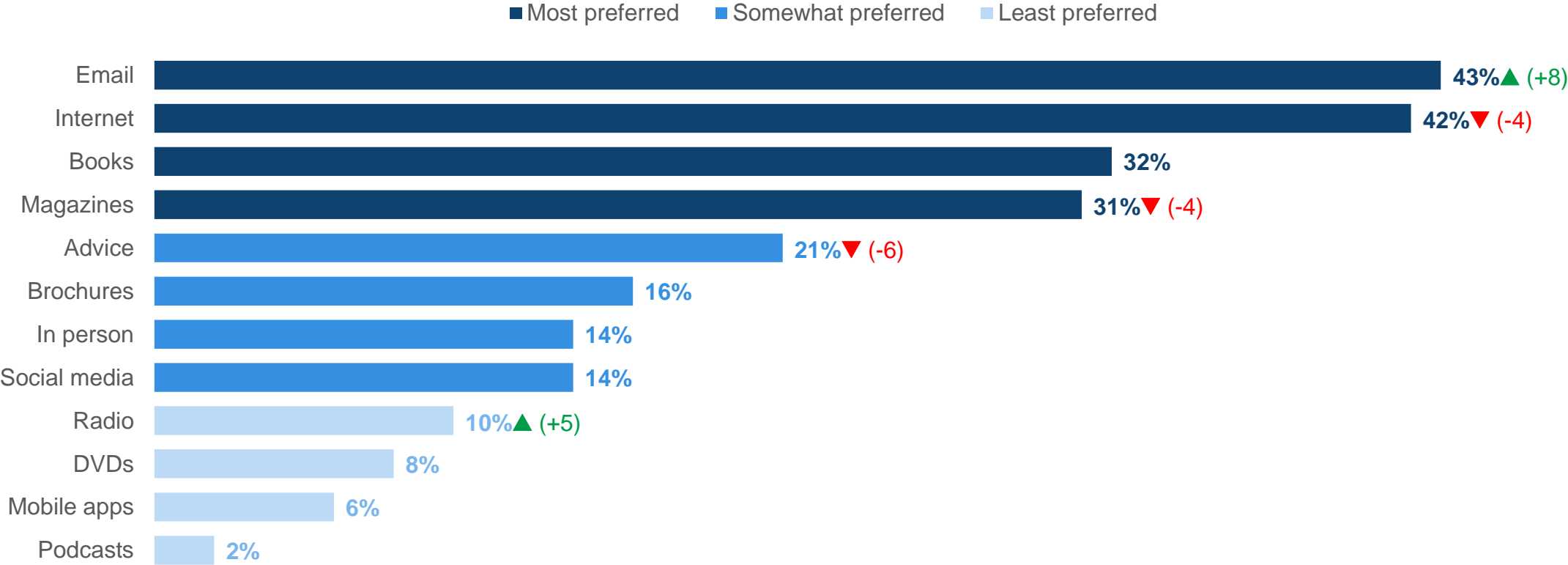
H/L grandparents seek additional information about connecting with their grandchildren and staying relevant in their lives.



Base: Total Hispanic / Latinx grandparents (n=604)
Q48: Which of the following topics would you like more information on as it relates to your role as a grandparent? Select all that apply.

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

H/L grandparents welcome online media sources for grandparenting information, although they still use traditional media.



Base: Hispanic / Latinx grandparents who need any information (n=454)
Q49: What is your preferred method of receiving information (on grandparenting)? Select all that apply.

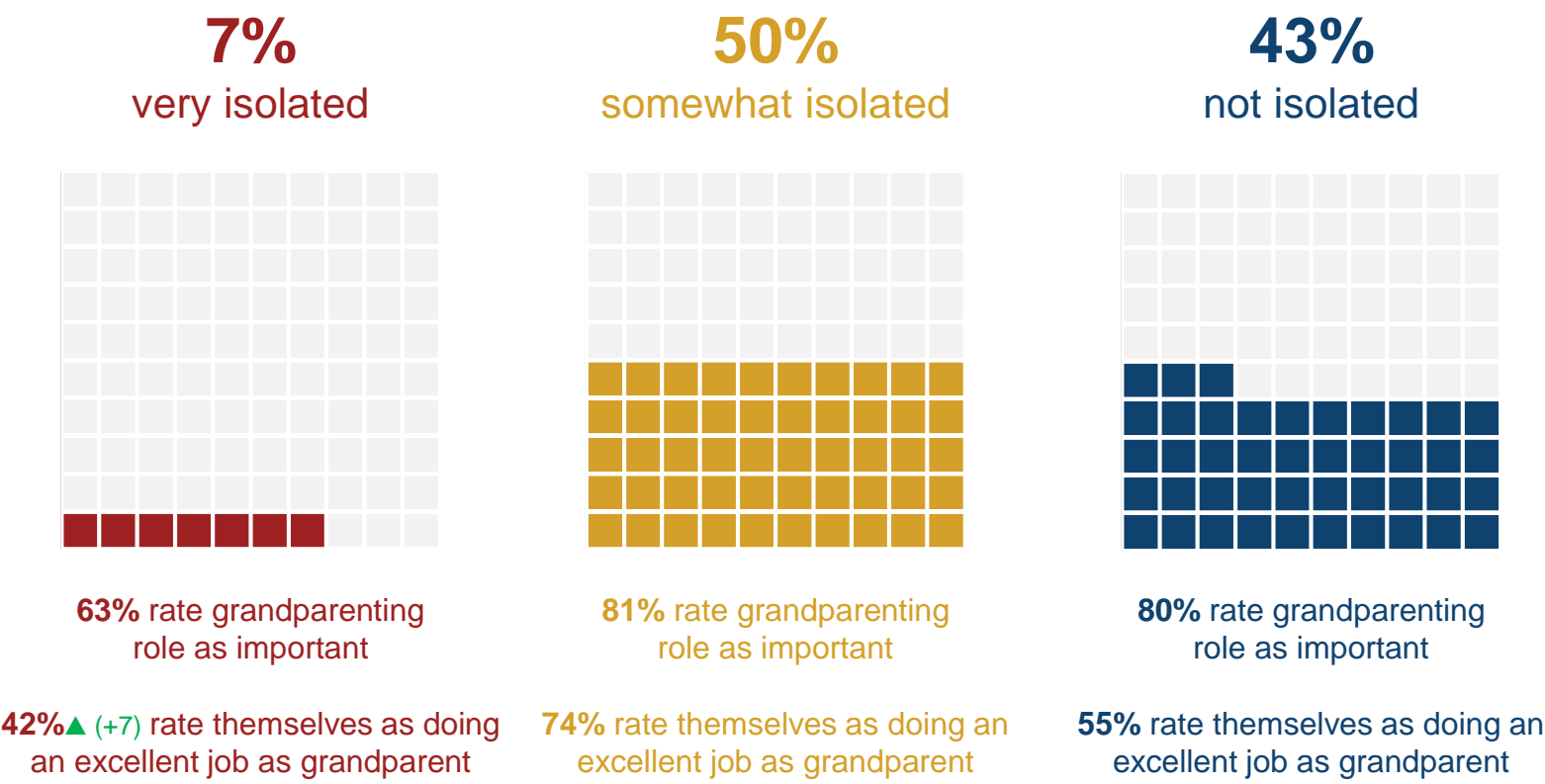
▲ Statistically higher than the general population at the 95% confidence level
▼ Statistically lower than the general population at the 95% confidence level



HEALTH IMPACT AND OUTCOMES

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

Their low isolation could be attributed to their high levels of engagement in their grandchildren's lives.



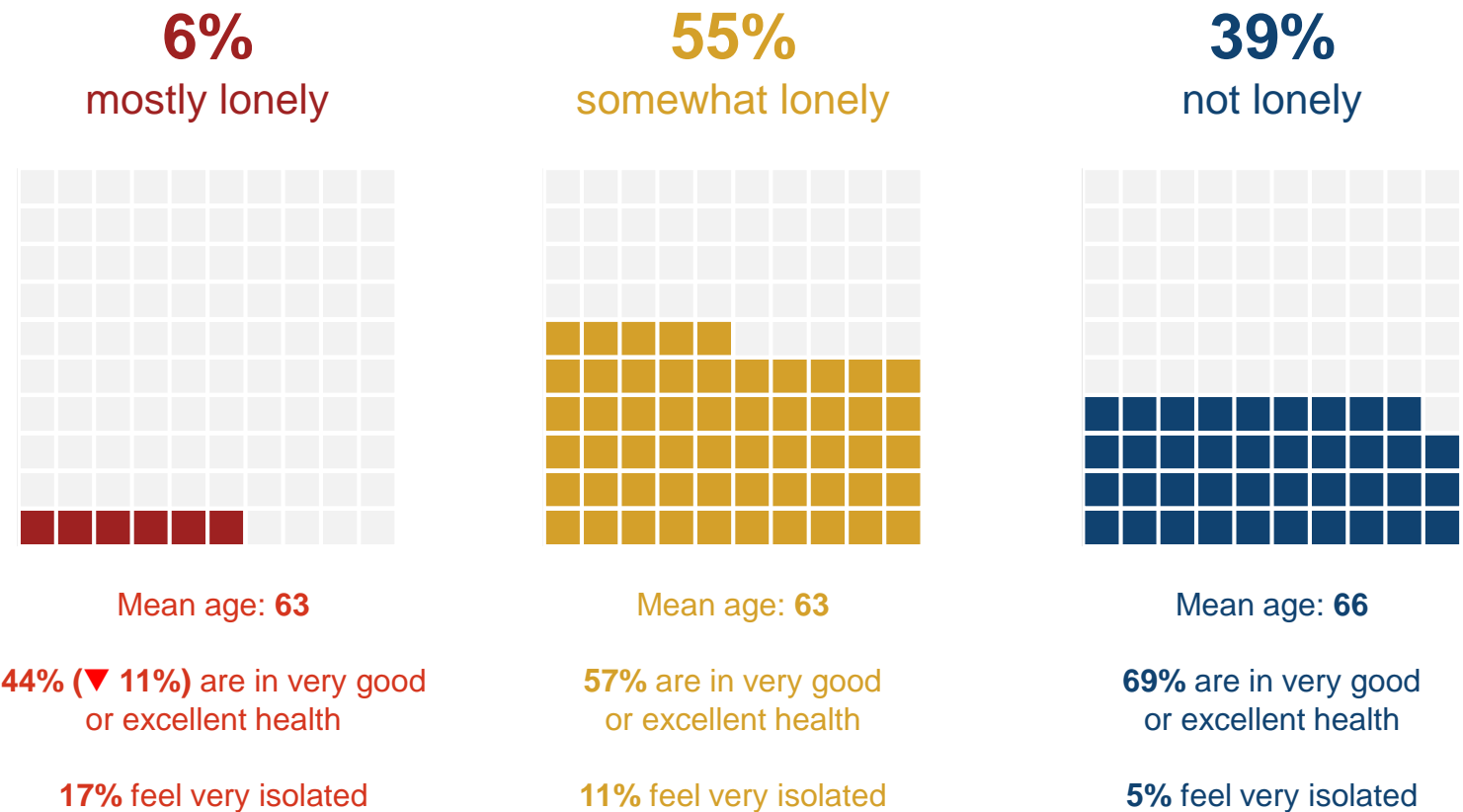
Isolation: The objective experience of diminished social connectedness as measured by the quality, type, frequency, and emotional satisfaction of social ties. Social isolation can impact health, quality of life, and the quality of the environment and community in which people live.

Base: Hispanic / Latinx grandparents (n=604)
Isolation as defined by Q68, 69, 70.

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

They are as lonely as the general population.

The lonely are less healthy, but overall low loneliness further highlights the importance of grandchildren on overall well-being.



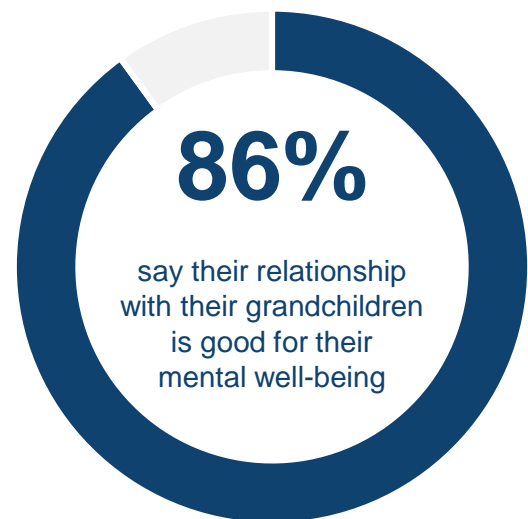
Loneliness: The subjective experience of how people perceive their personal experiences and whether they feel they lack connections, companionship, or a sense of belonging that we need as humans.

Base: : Hispanic / Latinx grandparents (n=604)
Q65: The following statements describe how people sometimes feel...
*Low base size for most lonely Hispanic/Latinx grandparents (n=25).

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

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

Mental



“

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

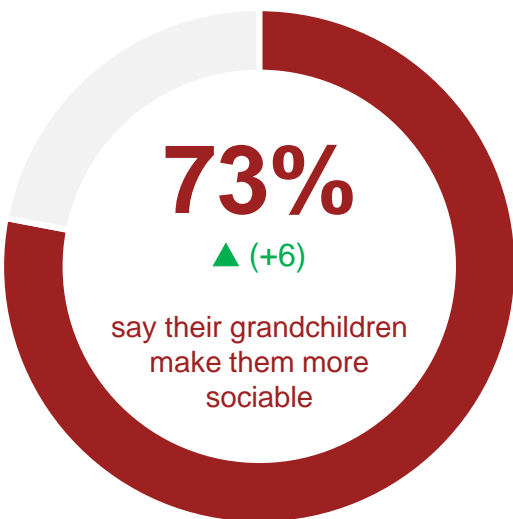
”

“

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

”

Emotional

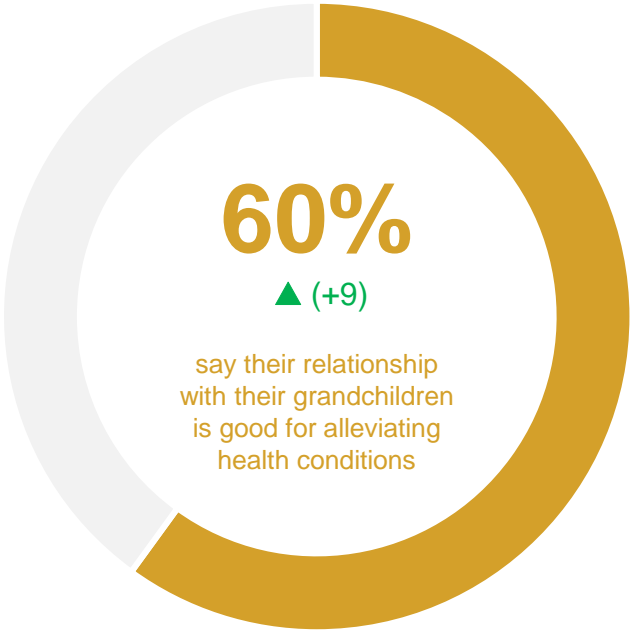
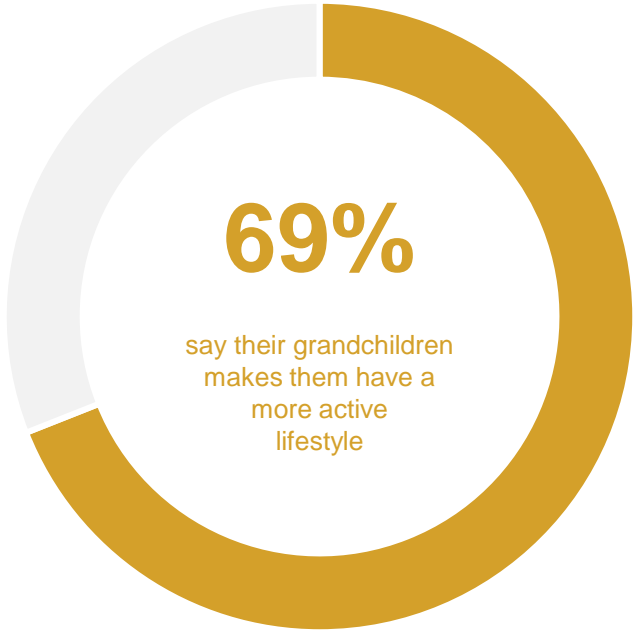


Base Hispanic / Latinx grandparents (n=604)
Q67: Grandchildren impact on health: Please indicate how much you agree or disagree with the following statements.

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

Grandkids also nourish their physical well-being.

Physical



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






Base: H/L grandparents (n=604)
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: H/L Grandparents

	Total Grandparents
<i>Base:</i>	<i>n= 604</i>
Age	
Generation X (38–53 years old)	17
 Boomers (54–72 years old)	50
Silent Generation (73–85+ years old)	33
Mean age	64.8
Gender	
 Female	53
Male	46
Other	<0.5
Census Region	
 Northeast	10
Midwest	12
South	52
West	26
Community	
 Urban	45
Suburban	43
Rural	12
Marital Status	
 Married / Living with partner	70
Widowed	10
Divorced / Separated	15
Single	5

	Total Grandparents
<i>Base:</i>	<i>n= 604</i>
Income	
 High (75k+)	33
Medium (40k-74,999k)	31
Low (<40k)	29
Race/Ethnicity	
 Hispanic / Latinx	100
White	40
Black / Hispanic	1
Asian American	1
Education	
 < High school	4
High school	19
Technical Training	7
Some college	28
College	24
Graduate	16
Employment	
 Retired/No longer working	43
Employed full-time	26
Employed part-time	11
Homemaker	6
Retired / Working elsewhere part-time	5
Unemployed, looking for work	4
Retired / Working elsewhere full-time	1
Student	<0.5
Other	2
Prefer not to answer	1

Detailed Profile of H/L Grandparents

	Total
<i>Base:</i>	<i>n= 604</i>
Birth Country	
United States	62
Latin America	32
Europe	1
Canada	1
East / Southeast Asia	<0.5
Africa	<0.5
South Asia	-
Middle East (excluding North Africa)	-
Australia, New Zealand, & the Pacific	-
Other	2
Prefer not to answer	3
Most common language spoken at home	
English	65
Spanish	32
Mandarin	<0.5
Other	3
Prefer not to say	<0.5



	Total
<i>Base:</i>	<i>n= 604</i>
Attend Religious Services	
Weekly or more often	33
A few times a month	13
A few times a year	22
Less often than once a year	25
Prefer not to answer	7
Volunteered in past 12 months	
Yes	40
No	60

Detailed Profile of H/L Grandparents (cont'd)

	Total
<i>Base:</i>	<i>n= 604</i>
Type of Grandchildren	
Grandchildren	97
Step-grandchildren	18
Great-grandchildren	16
Adopted grandchildren	4
Mean number of grandchildren	5.3
Grandchildren's Gender	
Granddaughters	86
Mean granddaughter	2.7
Grandsons	84
Mean grandson	2.6
Age of Grandchildren	
0–11months	15
1–4	45
5–9	54
10–12	41
13–17	46
18–34	42
35–44	5
45+	<0.5
Children Raised*	
Mean number of children raised	3.8



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

	Total
<i>Base:</i>	<i>n= 604</i>
Maternal/Paternal	
From my daughter(s)	35
From my son(s)	29
Both	37
<i>Maternal / Paternal Grandchild Closeness</i>	<i>n=200</i>
I am equally close to both / all	77
Daughter / granddaughter	20
Son / grandson	3
<i>Why Closer Relationship</i>	<i>n=45⁺</i>
I see them more often	63
They live closer to me	53
They live with me*	51
I have a closer relationship with my son / daughter	45
My son's / daughter's children are older	20
Son / daughter is my biological child	17
I don't get along with my son's / daughter's partner	15
My son's / daughter's children are younger	3
Other	4



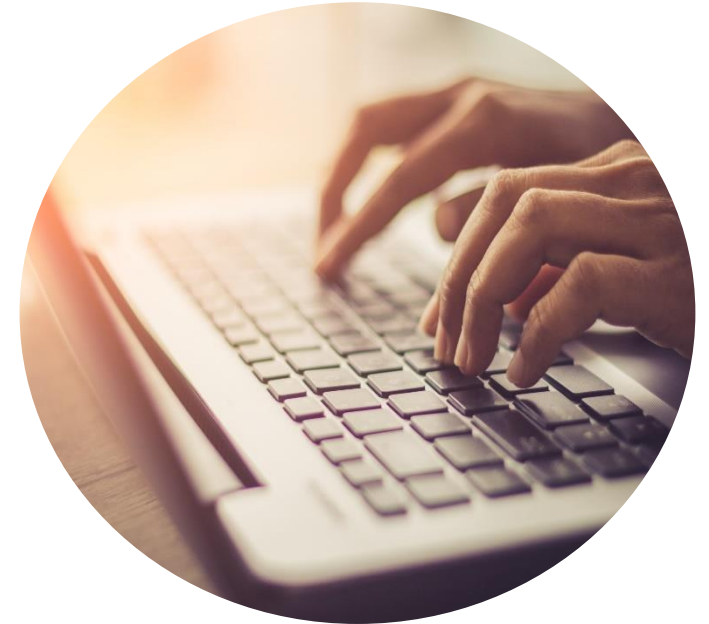
*only shown to those with children in the household
+ caution: small base size



METHODOLOGY

Methodology: Quantitative Survey, n=604

- **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=604**
- **Interviewing Dates:** August 20 to September 4, 2018
- **Language of Interview:** English, Spanish
- **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
Hispanic / Latinx Grandparents**

Methodology: Qualitative In-Depth Interviews (IDIs)

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



Defining “Isolation”

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

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

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

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

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

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

- Meet up (including both arranged and chance meetings)

Score for each response given:

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

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

- Meet up (including both arranged and chance meetings)

Score for each response given:

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

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

Not isolated – 13 to 18

Somewhat isolated – 7 to 12

Mostly isolated – 1 to 6

Defining “Loneliness”

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

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

How often do you feel that you lack companionship?

How often do you feel left out?

How often do you feel isolated from others?

Score for each response:

Always – 3

Sometimes – 2

Rarely – 1

Never – 0

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

Not lonely – 0 to 1.4

Somewhat lonely – 1.5 to 2.4

Mostly lonely – 2.5 to 3.0

Footnotes

¹ ["How the US Hispanic population is changing,"](#) Pew Research Center, September 18, 2017.

² ["Income and Poverty in the United States: 2017."](#) US Census Bureau. Washington, DC September 12, 2018

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

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

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

About AARP

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

About Hotspex Inc.

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



Brittne Nelson-Kakulla, bkakulla@aarp.org

Patty David, pdavid@aarp.org

This research was designed and executed by AARP Research