



The Grandparent Study 2002 Report

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Acknowledgements

The authors wish to acknowledge Jane King, Amy Goyer, Margaret Hollidge and Linda Barrett for their valuable input and suggestions. We also want to thank Jeff Love for his managerial review.

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Report Summary

The current study was undertaken by AARP's Grandparent Information Center to examine the relationship between grandparents and their grandchildren. This study presents a comprehensive look at the grandparent-grandchild relationship from the grandparents' perspective.

Issues addressed in the current report include: visitation, communication between grandparent and grandchild, child day care and the grandparent market.

A telephone survey was fielded in November 2001. A total of 1,500 grandparent respondents, all AARP members, were surveyed. The age of the grandparent respondents ranged from 45 years to 100 years, with a mean age of 64 years. Roper ASW conducted the survey and data entry.

Summary Highlights

- The average age that a respondent became a grandparent for the first time is 48.
- Grandparents reported sharing a number of roles with parents. These roles include: teaching children values, entertaining children, and listening to their problems. They identified the role of family historian and spoiling their grandchildren as more of the grandparents' role.
- Most grandparents (68%) said they see a grandchild every one or two weeks. Another 24 percent said they see a grandchild once a month to once every few months. Two major barriers, which prevent them from seeing their grandchildren, are living too far away (45%), and their grandchildren's busy schedule (22%).
- Eight in ten grandparents (80%) contact a grandchild by telephone at least once every couple weeks. Fewer (12%) reported using traditional mail (i.e. letters, greeting cards or videos) at least once every couple weeks and fifty-four percent send traditional mail at least every few months. While 65 percent of grandparents surveyed never send email to their grandchildren those grandparents who do send email do so more frequently than those who send letters, greeting cards, or videos. Nineteen percent of grandparents who do send email report sending email to at least one grandchild every two weeks.
- Respondents seem to be more likely to speak to grandchildren about day-to-day issues such as school (84%), morals or values (78%), planning future visits (72%), and daily activities (72%). Deeper, more sensitive issues are also discussed between grandparent and grandchild, religion/spirituality (65%), cigarettes (47%), drinking or alcohol use (43%), illegal drugs such as marijuana or cocaine or drug use (45%) and sex (24%).

- While grandparents felt that grandchildren are often more likely to discuss serious issues with their parents, some grandparents felt that their grandchildren are equally likely to talk to them and their parents about sensitive issues such as religion or spirituality (44%), drinking and alcohol use (31%), and drugs or drug use (30%).
- Grandparents spend an average of \$500 on their grandchildren annually. Many grandparents spend money on basic support needs of their grandchildren. A little more than half of all grandparents surveyed (52%) reported they spend money on the educational needs of their grandchildren. Roughly 45 percent of grandparents said they help pay living expenses of their grandchildren. Fewer grandparents (25%) reported helping with the medical expenses of a grandchild.
- Although 56 percent of grandparents surveyed have access to the Internet, only 14 percent report buying items for their grandchildren very often or sometimes online.
- The most popular activities that grandparents reported doing with their grandchildren during visits include: having them over for dinner (86%), going out to dinner (84%), watching an entertainment program on TV (76%), going shopping (75%), and reading to them (75%).
- Results indicate that grandparents are physically active with their grandchildren. Fifty-three percent said they had exercised or played sports with their grandchildren in the past six months. At least 50 percent of grandparents in each age group reported exercising or playing sports with their grandchildren.
- Respondents were asked if they would like to participate in events with their grandchildren that are organized specifically for grandchildren and their grandparents. Approximately 60 percent said they would like to participate in such an event.
- A number of items were found to be strongly related to how grandparents feel about the role they play in the lives of their grandchildren. The following items are the most significant:
 - 1) How often grandparents see their grandchildren.
 - 2) How important it is for grandparents to spend time alone with their grandchildren.
 - 3) How comfortable grandparents feel giving advice to parents about how to raise grandchildren.
 - 4) How comfortable grandparents feel giving advice to grandchildren.
 - 5) How often grandparents provide childcare for grandchildren when parents are not at work.
 - 6) Grandparents who talk to grandchildren about day-to-day issues (i.e. school, homework, and household chores).

7) How often grandparents send traditional mail to their grandchildren (i.e. cards and letters).

- Approximately 15 percent of the respondents provide child day care services for their grandchildren while the parents are at work. Nearly one in four (24%) of those provide child day care services for their grandchildren at least once a week to once every couple weeks while the parents are not at work.
- Six percent of grandparents report they have grandchildren living with them. In more than 43 percent of these homes the parent is not present. Approximately five percent of White grandparents and 17 percent of African American grandparents have grandchildren residing in their homes.
- Appendix “A” includes a comparison of Boomer grandparents and Non-Boomer grandparents. The Boomer comparative analysis looks at items that indicate ideal grandparent–grandchild interaction. These include things such as: activities, topics of discussion, spending, methods of communication and Internet use.

Introduction

The current study was undertaken by AARP's Grandparent Information Center to examine the relationship between grandparents and their grandchildren. This study presents a comprehensive look at the grandparent-grandchild relationship from the grandparents' perspective.

A number of issues were addressed in the current study. Grandparents were asked questions concerning the frequency of face-to-face visits with their grandchildren as well as other methods of contact such as telephone, mail and email. The topics grandparents discuss with their grandchildren and the activities in which they engage were also of interest, so questions were developed for the survey regarding these two central issues. Topics of discussion for which respondents were queried included mostly day-to-day subject matter, but also included more sensitive subjects (i.e. sex, alcohol consumption and drug use, smoking and religion/spirituality).

Grandparents were surveyed about topics they discuss with the parents of their grandchildren as well. Parents often act as the facilitator of contact between a grandparent and grandchild. This may be especially true for infants and young children. Respondents were questioned about conversations between themselves and parents they might have had regarding their grandchildren. The frequency with which these conversations occurred was also reported.

In addition to providing information concerning grandchild-grandparent verbal interaction, grandparents provided information about the physical activities they engaged in with their grandchildren. Grandparents were surveyed about the types of activities in which they have participated with their grandchildren. Activities that were listed on the survey included: exercise, sports, shopping, gardening, going to local parks and playgrounds, etc... (See the Annotated Questionnaire Q#5 in Appendix B for a full list of activities.)

Grandparents were not questioned about the cost of individual activities. Instead, they were surveyed about the amount of spending they do for all grandchildren annually. Grandparents were asked to provide an estimated dollar range of what they spend annually for their grandchildren. Respondents were also asked to provide reasons why they spend as well as the items purchased.

In addition, the issue of grandparent care giving is addressed in this report. A fair number of questions were devoted to this segment of grandparents. A little more than 200 respondents reported providing some form of childcare for their grandchildren. Fewer grandparents reported residing in the same household with at least one grandchild. Grandparents who supply childcare for their grandchildren were asked about the frequency and other circumstances regarding the childcare they provide.

The remainder of this report is divided into three sections: 1) the methodology section, which explains the test statistics and methods used to analyze the data; 2) the findings, which explain the significance of the more important data analyzed; and 3) the summary of findings.

Methods

A telephone survey was fielded by AARP in November 2001. A total of 1,500 AARP members, all grandparents, responded to the survey. Every individual surveyed was a grandparent. The age of the grandparent respondents ranged from 45 years to 100 years, with a mean age of 64 years. Roper ASW conducted the telephone survey and data entry.

All analyses were conducted by AARP's Knowledge Management – Strategic Issue Research staff. The following test statistics were used to analyze the data: Cross Tabulations, Spearman Correlations, and Logistic Regression. Any findings that are reported as significant were calculated at a .05 level of significance.

For tabulation purposes, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total significantly more than 100%, depending on the number of different responses offered by each respondent. Similarly, when only selected responses are shown, percentages may total less than 100%.

Grandparents were asked to include all of their grandchildren when responding to questions. This means that grandparent responses may include grandchildren, great grandchildren and step-grandchildren.

Findings

What do AARP grandparent members look like?

The average age of this sample of AARP grandparents is 64 years. Almost half (48%) of these grandparents were under 50 years of age when their first grandchild was born. The average age that an AARP member first became a grandparent is 48 years. Five percent of respondents became first-time grandparents within a year of this study. The average grandparent has a total of six grandchildren.

The majority of respondents are married (77%). Approximately one in five (21%) are divorced, widowed or separated. Few grandparents (2%) said they are single. Almost two-thirds of the respondents (64%) are female and 36 percent are male. Respondents were grouped into four age categories: under 50 years = 2%, 50-59 years = 28%, 60-69 years = 44%, and 70 and older = 23%.

The race and ethnicity of respondents is reflective of AARP’s general membership. Approximately 91 percent of respondents are White, four percent are Black and one percent is Native American. Three percent of respondents said they are Hispanic or Latino (see Figure 1).

**Figure 1
Demographics I**

		AARP Member Grandparents (n = 1,500) (%)
Marital Status	Single	2
	Currently Married	77
	Divorced/Widowed/Separated	21
	Refused	1
Age	Under 50	2
	50 – 59	28
	60 – 69	44
	70 and older	23
	Refused	3
Gender	Male	36
	Female	64
Race	White	91
	Black	4
	Asian	-----
	Native American	1
	Some Other Race	2
	Don’t Know / Refused	3
Ethnicity	Hispanic	3
	Non-Hispanic	95
	Don’t Know / Refused	2

Note: ----- indicates less than 1%.

Source: The AARP Grandparenting Survey, 2002

Half of this sample (50%) are retired and no longer working. Eleven percent have retired but are still working and 30 percent are employed or self-employed. Just less than half of the respondents (46%) have a high school diploma or less. Roughly 42 percent have graduated from college or have attended college and 10 percent have attended graduate school or hold a graduate degree. Almost half of the sample (47%) have a combined household income between \$20,000 and just under \$60,000 (see Figure 2).

**Figure 2
Demographics II**

		AARP Member Grandparents (n = 1,500) (%)
Employment Status	Retired and no longer working	50
	Retired, but still working	11
	Employed (never retired)	25
	Self-employed	5
	Unemployed	2
	Homemaker	5
	Refused	2
Education Level	High School or Less	46
	Some College	23
	College Graduate	19
	Graduate Work/Degree	10
	Refused	2
Annual Household Income	Under \$20,000	7
	\$20,000 - \$39,999	27
	\$40,000 – \$59,999	20
	\$60,000 - \$79,999	9
	\$80,000 or more	11
	Don't Know / Refused	26

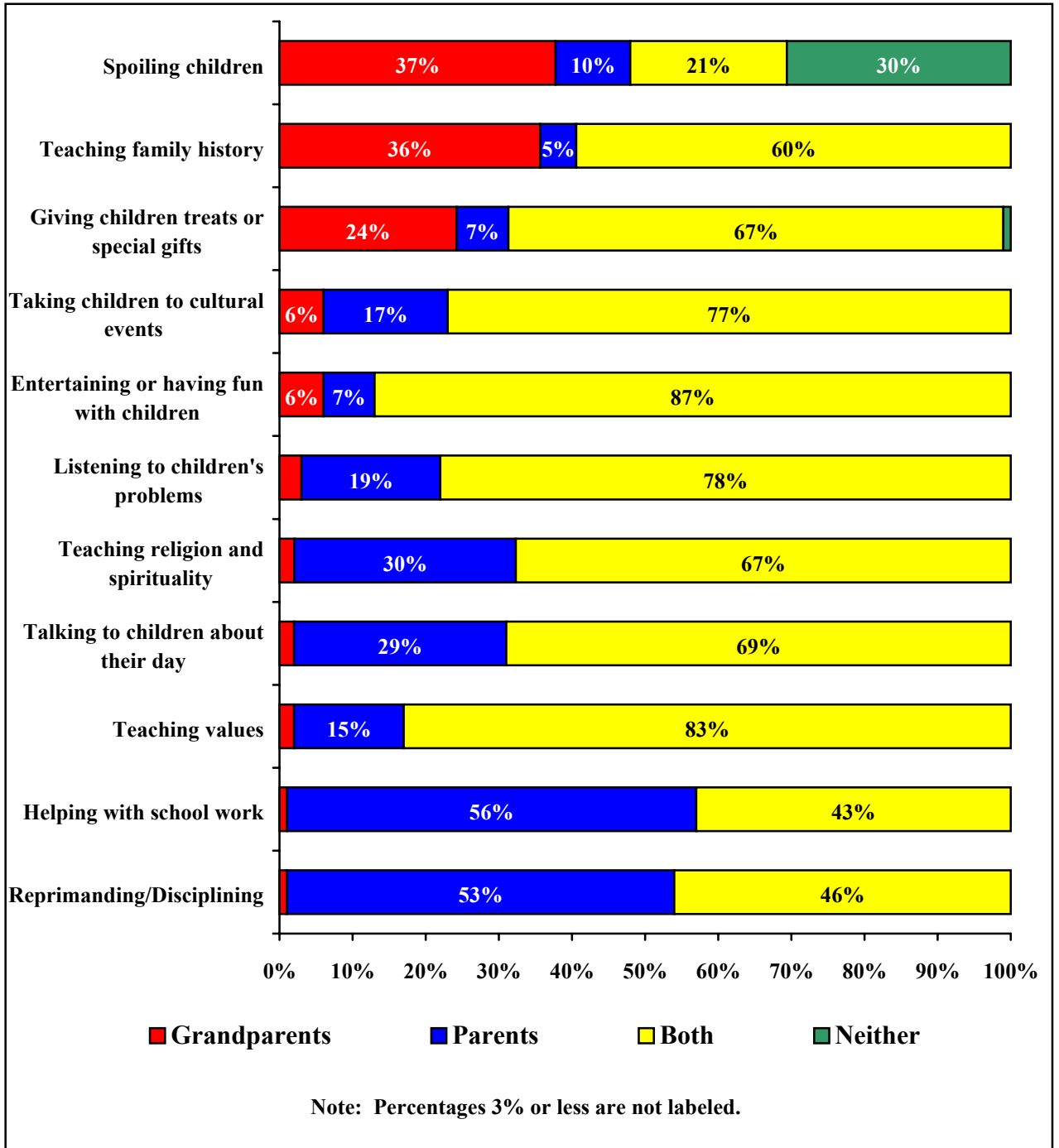
Source: The AARP Grandparenting Survey, 2002

Whose role is it?

Grandparents were read a list of activities that adults sometimes do with children. They were asked to decide which of the items were more a part of the grandparents' role, the parents' role, or both. Grandparents said they believe the majority of the items in question are the role of both the grandparent and the parent. Approximately 87 percent reported entertaining or having fun with children is the role of the grandparent and the parent (see Figure 3). Almost as many respondents (83%) reported teaching children values is the role of both grandparents and parents.

A majority of grandparents also said that listening to children's problems (78%) and taking children to cultural events, such as museums or concerts (77%) is the role of both the grandparent and the parent. Items that received a greater response for the grandparent's role than the parent's include: telling grandchildren about the family history (grandparents received a response of 36% versus 5% for parents), spoiling children by buying them too much (grandparents received a response of 37% versus 10% for parents), and giving children treats or special gifts (grandparents received 24% of affirmative responses versus 7% for parents).

Figure 3
Whose role is it?
(n = 1,500)

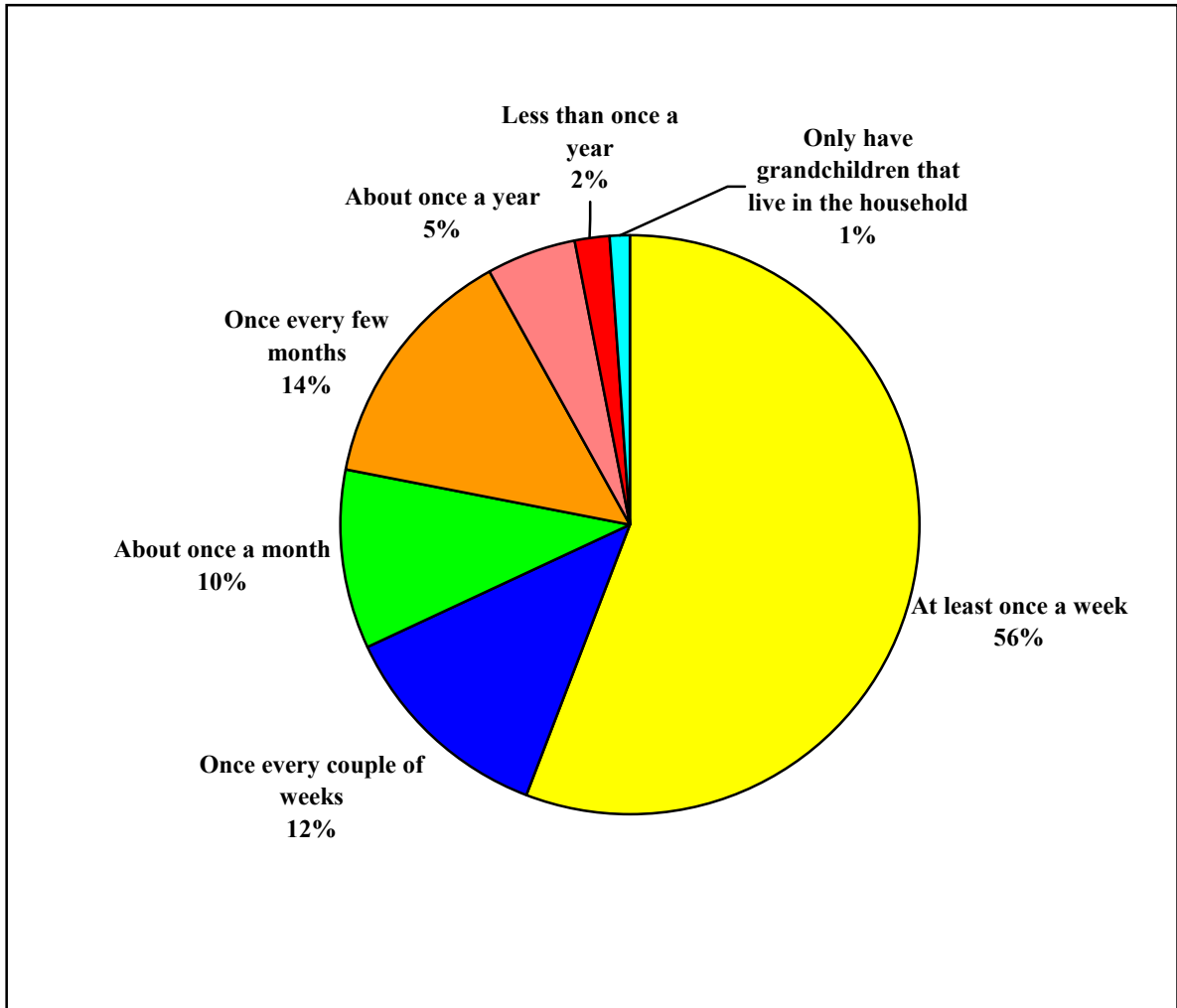


Source: *The AARP Grandparenting Survey, 2002*

Face-to-face contact

Grandparents were asked to report how often they see at least one of their grandchildren. Most grandparents (68%) said they see a grandchild every one or two weeks. Another 24 percent said they see a grandchild once a month to once every few months. These results suggest that a good percentage of grandparents have regular visits with at least one of their grandchildren (see Figure 4).

Figure 4
How often do grandparents see at least one of their grandchildren?
(n = 1,500)



Source: *The AARP Grandparenting Survey, 2002*

Face-to-face contact: age groups

Grandparents age 60-69 seem to see their grandchildren more often than grandparents in other age groups. Sixty-two percent of grandparents age 60-69 see at least one of their grandchildren once a week. Fifty-five percent of those age 50-59 and 70-79 see at least one of their grandchildren once a week.

Grandparents age 60-69 may be able to see their grandchildren more frequently for any number of reasons (see Figure 5). Many people retire between 65-69 years of age. Thus, people in this age group may have more free time with which to visit family. People in this age group may also be less dependent upon others for transportation. More mature people, older than 69 years, may have more health problems and are more likely to rely on others for transportation; such reliance may hinder family visits.

Figure 5
Frequency of grandparents seeing their grandchildren
by age group of the grandparents
(n = 1,454)

To be read: Thirty-four percent of the grandparents age 45-49 see their grandchildren at least once a week.

		Age Groups				
		45 – 49 (%)	50 – 59 (%)	60 – 69 (%)	70 – 79 (%)	80 + (%)
Frequency of seeing grandchildren	At least once a week	34	55	62	55	50
	Once every couple of weeks	20	14	11	6	8
	About once a month	14	9	9	15	8
	Once every few months	20	13	13	16	17
	About once a year	11	6	4	5	8
	Less than once a year	-----	1	2	2	8
	Never	-----	1	-----	-----	-----
	Only have grandchildren in the home	-----	1	-----	-----	-----
	Don't Know	-----	-----	-----	1	-----
	Refused	-----	-----	-----	-----	-----

Note: ----- indicates less than 1%.

Source: The AARP Grandparenting Survey, 2002

Barriers which may prevent contact

Grandparents were presented with a list of reasons that might prevent them from seeing their grandchildren. Reasons that were presented on the list included: a busy schedule (for grandparent or grandchild), lack of energy, health problems, lack of money, divorce or separation, and living too far from their grandchildren. These things can act as barriers to grandparent-grandchild visitation.

Respondents were asked to choose which items were major reasons, minor reasons, or not a reason preventing them from seeing their grandchildren. Items identified most often by grandparents as a major reason included: “living too far away” (45%), and “your grandchildren’s busy schedule” (22%). It is worth noting that 45 percent of respondents reported that they have grandchildren that live more than 200 miles away and that this is the exact percentage of grandparents who chose “living too far away” as a major reason for not seeing their grandchildren.

It’s no wonder grandparents chose distance most often as the major barrier to seeing their grandchildren. Across all age groups grandparents reported a high percentage live more than 200 miles from a grandchild. More mature grandparents age 80+ reported that 75 percent have to travel more than 200 miles to see the grandchild(ren) who live the furthest away. Fifty-six percent of respondents age 70-79 said they have to travel the same distance to see the grandchild who lives the furthest from them (see Figure 6).

Figure 6
Distance grandparents need to travel to see their grandchild
who is the furthest away by age group
(n = 1,486)

To be read: Twenty-five percent of grandparents age 45-49 need to travel 10 miles or less to see the grandchild furthest away from them.

		Age Groups				
		45 – 49 (%)	50 – 59 (%)	60 – 69 (%)	70 – 79 (%)	80 + (%)
Distance grandparents need to travel to see grandchild furthest away	10 miles or less	25	28	18	9	-----
	11 – 50 miles	8	18	16	17	17
	51 – 100 miles	6	9	7	7	-----
	101-150 miles	8	7	5	5	-----
	151 – 200 miles	3	4	9	7	8
	More than 200 miles	38	33	47	56	75
	Only have grandchildren in the home	9	3	-----	-----	-----
	Don't Know	3	-----	-----	-----	-----
	Refused	-----	-----	-----	-----	-----

Note: ----- indicates less than 1%.

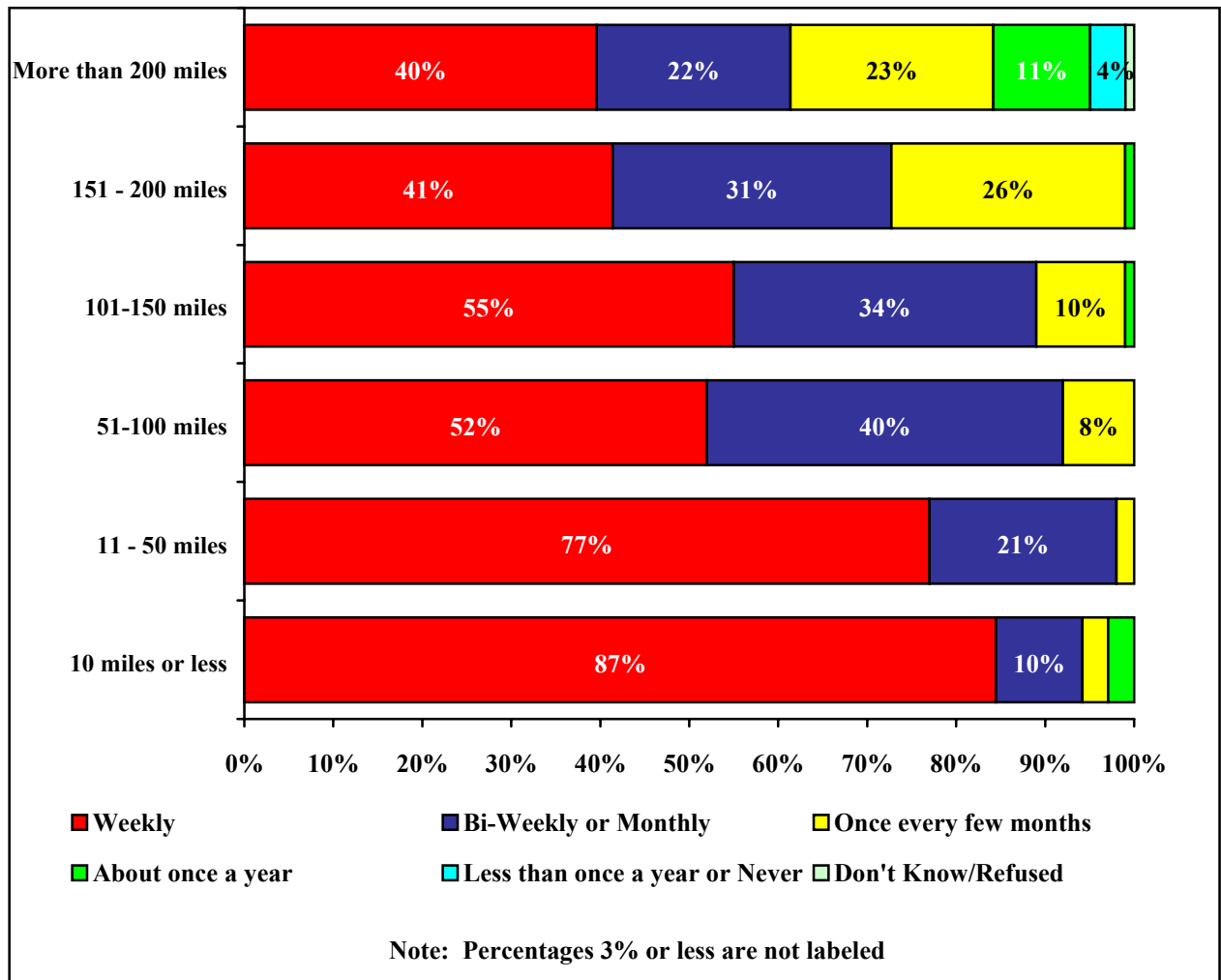
Source: The AARP Grandparenting Survey, 2002

Distance and visits

Grandparents who have a greater number of grandchildren living far away from them reported fewer weekly visits. Eighty-seven percent of respondents who live ten miles or less from their grandchildren have weekly visits. Conversely, 40 percent of grandparents who have a grandchild(ren) living more than 200 miles away have weekly visits with at least one grandchild. The results in Figure 7 suggest that the breaking point for visits between grandparents and grandchildren is fifty miles. Frequent visits decrease dramatically after the fifty-mile range.

Figure 7
Distance grandparents need to travel to see grandchildren by frequency of visits
(n = 1,500)

To be read: Of the grandparents that need to travel more than 200 miles to see the grandchild that lives furthest from them, 40% see at least one of their grandchildren weekly.

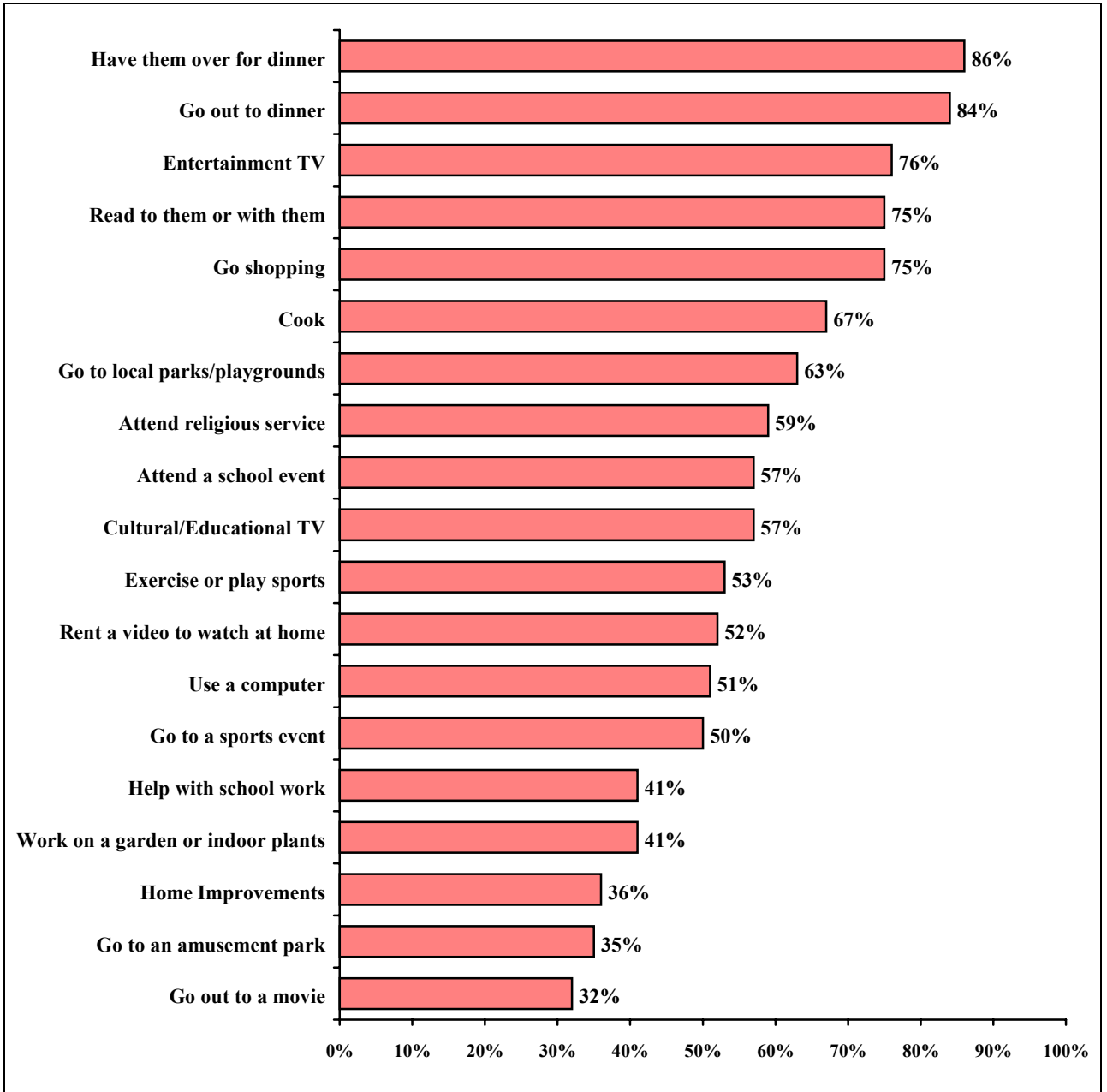


Source: The AARP Grandparenting Survey, 2002

Activities

Respondents reported participating in a variety of activities with their grandchildren. The most popular activities that grandparents reported doing with their grandchildren during visits included have them over for dinner (86%), go out to dinner (84%), watching an entertainment program on TV (76%), going shopping (75%), and reading to them (75%)(see Figure 8).

Figure 8
Which of the following activities have grandparents participated in with their grandchildren in the last six (6) months?
(n = 1,500)



Source: The AARP Grandparenting Survey, 2002

A list of the top five activities grandparents reported doing most often with their grandchildren has been provided below (see Figure 9). The table breaks down responses by age group and gender of grandparents who said they participated in these activities with grandchildren in the past six months. The results seem to indicate that both males and females are equally active with their grandchildren. It also indicates that males and females age 60-69 are more active with grandchildren than other age groups.

Figure 9
Top five activities grandparents reported participating in with their grandchildren
in the past six months by gender and age group
(n = 1,500)

Activity	Age groups	% Males	% Females
1) Have them over for dinner	<50	1	-----
	50-59	30	29
	60-69	47	48
	70-79	22	20
	80+	1	1
2) Go out to dinner	<50	1	-----
	50-59	28	28
	60-69	46	47
	70-79	24	21
	80+	1	1
3) Watch entertainment program	<50	1	-----
	50-59	30	29
	60-69	46	47
	70-79	23	20
	80+	1	1
4) Go shopping	<50	1	3
	50-59	29	30
	60-69	49	48
	70-79	22	18
	80+	1	1
5) Reading to them	<50	1	3
	50-59	33	33
	60-69	47	46
	70-79	21	18
	80+	1	1

Note: ----- indicates less than 1%.

Source: The AARP Grandparenting Survey, 2002

Exercising and playing sports

Physical activity is of particular interest to AARP. There has been a good amount of literature published that expresses the benefits of exercise and physical activity at any stage in life. Recent studies on aging have shown that physical activity can greatly enhance the quality of life for mature adults.

Question #5 of the survey asks whether grandparents exercise and/or play sports with their grandchildren. The results indicate that grandparents are physically active with their grandchildren. Seventy-five percent of males age 45-49 said they exercised or played sports with their grandchildren in the past six months. Approximately 60 percent of males age 50-59 and 65 percent of males age 60-69 reported exercising or playing sports with their grandchildren in the past six months. Another 45 percent of males age 70-79 and 67 percent of men age 80 or older reported doing so.

Women also reported exercising or playing sports with their grandchildren. Fifty-eight percent of females between the ages of 45-49 and slightly more females ages 50-59 (59%) reported doing so. A little more than three in seven (47%) females age 60-69 and more than half (55%) of females age 70-79 said they had exercised or played sports with their grandchildren in the past six months. Twenty-two percent of females eighty or older reported engaging in this type of activity in the past six months with their grandchildren.

It seems that grandparents across all age groups surveyed engage in some form of physical activity with their grandchildren from time to time. Overall, a greater percentage of men than women reported exercising or playing sports with their grandchildren.

**Participation in exercise and sports by age and gender of grandparent
(n = 1,500)**

		Male Grandparents (%)	Female Grandparents (%)
Age Groups	45 – 49	75	58
	50 – 59	60	59
	60 – 69	65	47
	70 – 79	45	55
	80 +	67	22

Source: The AARP Grandparenting Survey, 2002

Participate in events organized for grandparents

Respondents were asked if they would like to participate in events with their grandchildren that are organized specifically for grandchildren and their grandparents. Approximately 60 percent said they would like to participate in such an event.

The results in Figure 10 include responses from two separate questions: 1) activities grandparents reported doing with their grandchildren in the past six months; and 2) respondents who said they would be interested in participating in events specifically organized for grandchildren and grandparents. Activities in Figure 10 were selected according to whether or not such an event could be organized in any given community. Activities such as having grandchildren over for dinner and renting a video to watch at home were not selected. Such activities are more personal and less likely to be done in a group setting.

These analyses were conducted to gain a better understanding of what organized events grandparents would be likely to participate with their grandchildren. The results suggest that grandparents may be more likely to attend a function where they eat/dine with their grandchildren. Grandparents are also likely to attend an organized event where they could take their grandchildren to a local park or playground (see Figure 10).

Figure 10
Cross Tabulation: a. Grandparents who would participate in events organized for grandparents;
b. the activities grandparents participated in with their grandchildren in the past 6 months.
(n = 872)

Activity	Age	Grandparents (%)
Go to local parks and playgrounds (n = 593)	<50	70
	50-59	72
	60-69	71
	70-79	60
	80+	50
Go out to dinner (n = 736)	<50	74
	50-59	82
	60-69	87
	70-79	87
	80+	100
Exercise or play sports (n = 497)	<50	63
	50-59	61
	60-69	58
	70-79	54
	80+	50
Go to a sports event (n = 450)	<50	37
	50-59	45
	60-69	54
	70-79	56
	80+	67

Note: ----- indicates less than 1%.

Source: The AARP Grandparenting Survey, 2002

Means of communication

Respondents reported using a variety of means to communicate with their grandchildren. A far greater percentage use traditional mail and the telephone to communicate with their grandchildren. However, there are a few who use e-mail to keep in touch.

Grandparents were asked how often they use various means of communication to contact their grandchildren. Sixty-five percent of all respondents telephone at least one of their grandchildren at least once a week. A majority of grandparents ages 50-59 (67%) and 60-69 (66%) speak to their grandchildren once a week on the phone (see Figure 11). A little more than six in ten (63%) grandparents age 70-79 and fifty eight percent of those age 80 and older use the telephone to speak to their grandchildren once a week. Fifty-four percent of those age 45-49 used this means of communication to keep in touch with grandchildren once a week.

Figure 11
Frequency of grandparent/grandchild telephone contact by age of grandparent
(n = 1,454)

To be read: Fifty-four percent of grandparents age 45-49 speak to their grandchildren at least once a week on the telephone.

		Age Groups				
		45 – 49 (%)	50 – 59 (%)	60 – 69 (%)	70 – 79 (%)	80 + (%)
Frequency of communicating via telephone	At least once a week	54	67	66	63	58
	Once every couple of weeks	14	12	17	14	25
	About once a month	3	8	7	12	8
	Once every few months	6	4	5	6	-----
	About once a year	-----	-----	-----	1	-----
	Less than once a year	6	-----	1	-----	8
	Never	14	6	3	2	-----
	Only have grandchildren nearby	-----	-----	-----	-----	-----
	Only have grandchildren in the home	3	1	-----	-----	-----
	Don't Know	-----	-----	-----	-----	-----
	Refused	-----	-----	-----	-----	-----

Note: ----- indicates less than 1%.

Source: The AARP Grandparenting Survey, 2002

It seems that grandparents call their grandchildren more often than they send them mail. Eight in ten grandparents (80%) contact a grandchild by telephone at least once every couple weeks. Fewer (12%) reported using traditional mail (i.e. letters, greeting cards or videos) at least once every couple weeks and fifty-four percent send traditional mail at least every few months. While 65 percent of grandparents surveyed never send email to their grandchildren those grandparents who do send email do so more frequently than those who send letters, greeting cards, or videos. Nineteen percent of grandparents who do send email report sending email to at least one grandchild every two weeks.

Thirty-one percent of those age 70-79 send mail once every few months (see Figure 12). This age group reported the greatest response rate for sending mail every few months. Grandparents age 60-69 (28%) and twenty-six percent age 50-59 said they send mail as often. Twenty percent of respondents age 45-49 said they send mail every few months to their grandchildren. Grandparents age 80 and above reported sending mail more often; thirty-three percent send mail to their grandchildren about once a month.

Figure 12
Frequency of grandparent/grandchild traditional mail
contact by age of grandparent
(n = 1,454)

To be read: Six percent of grandparents age 45-49 communicate with their grandchildren via traditional mail at least once a week.

		Age Groups				
		45 – 49 (%)	50 – 59 (%)	60 – 69 (%)	70 – 79 (%)	80 + (%)
Frequency of communicating via traditional mail (ie. greeting cards, post card, letters, etc.)	At least once a week	6	4	4	8	17
	Once every couple of weeks	3	4	8	9	8
	About once a month	17	13	16	15	33
	Once every few months	20	26	28	31	25
	About once a year	11	12	12	13	-----
	Less than once a year	-----	12	5	3	8
	Never	40	6	24	19	8
	Only have grandchildren nearby	-----	33	2	-----	-----
	Only have grandchildren in the home	3	1	-----	-----	-----
	Don't Know	-----	-----	-----	-----	-----
	Refused	-----	-----	-----	-----	-----

Note: ----- indicates less than 1%.

Source: The AARP Grandparenting Survey, 2002

To a great extent, grandparents across every age group said they never send e-mail to their grandchildren (see Figure 13). On average 65 percent of all grandparents surveyed reported never sending e-mail to their grandchildren. Only 34 percent of all grandparents surveyed ever send email. Younger grandparents age 45-49 are about twice as likely to send e-mail to their grandchildren once a week than more mature grandparents age 80+.

Figure 13
Frequency of grandparent/grandchild e-mail contact by age of grandparent
(n = 1,454)

To be read: Seventeen percent of grandparents age 45-49 communicate with their grandchildren via e-mail at least once a week.

		Age Groups				
		45 – 49 (%)	50 – 59 (%)	60 – 69 (%)	70 – 79 (%)	80 + (%)
Frequency of communicating via e-mail	At least once a week	17	11	15	12	8
	Once every couple of weeks	9	5	5	8	8
	About once a month	-----	4	5	4	-----
	Once every few months	-----	4	5	5	8
	About once a year	-----	2	2	1	-----
	Less than once a year	9	6	4	2	8
	Never	63	67	63	66	67
	Only have grandchildren nearby	-----	-----	-----	-----	-----
	Only have grandchildren in the home	3	-----	-----	-----	-----
	Don't Know	-----	-----	-----	-----	-----
	Refused	-----	-----	-----	-----	-----

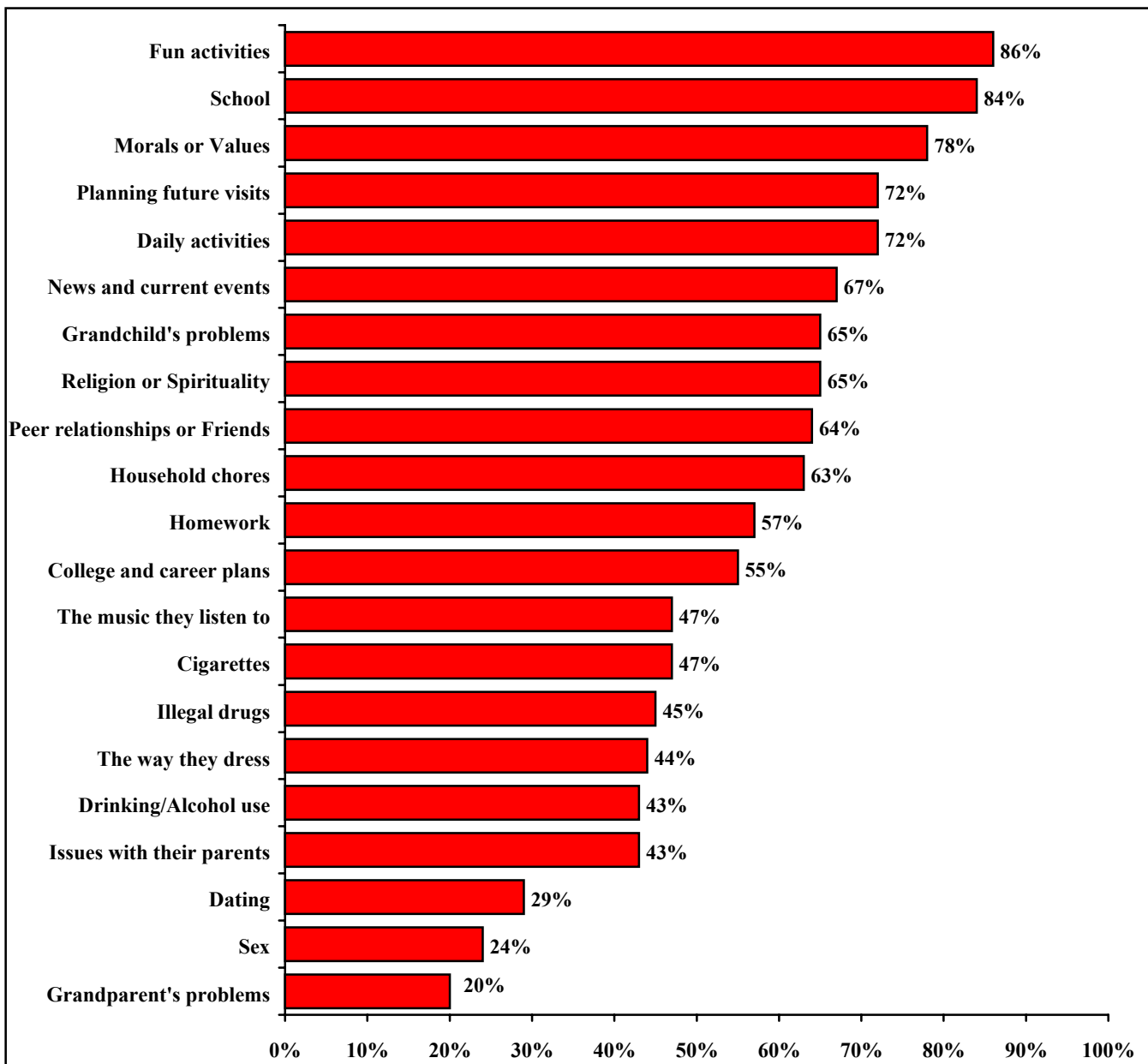
Note: ----- indicates less than 1%.

Source: The AARP Grandparenting Survey, 2002

Topics of discussion

Respondents seem to be more likely to speak to grandchildren about day-to-day issues that arise in their lives. When asked to identify topics they discuss with their grandchildren, fun activities they are looking forward to (86%), school (84%), morals or values (78%), planning future visits (72%), and daily activities (72%) were the most popular choices. The data also suggest that a substantial number of grandparents and grandchildren do discuss deeper issues such as religion/spirituality (65%), cigarettes, (47%) drinking or alcohol use (43%), illegal drugs, such as marijuana, cocaine or drug use (45%), and sex (24%) (see Figure 14).

Figure 14
Topics grandparents discuss with their grandchildren
(n = 1,500)

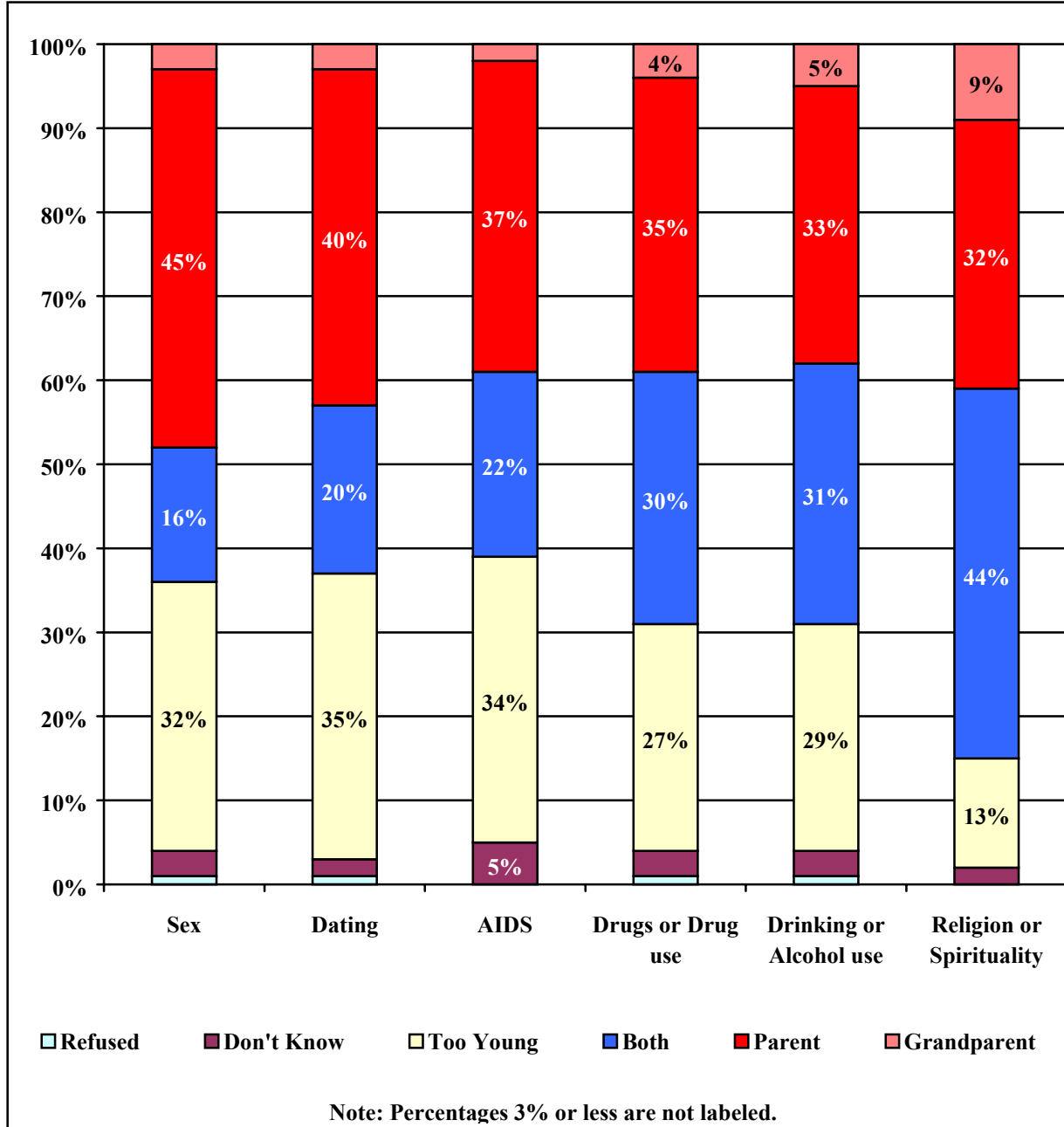


Source: The AARP Grandparenting Survey, 2002

After reviewing results regarding topics respondents discuss with grandchildren, it was of interest to see with whom grandparents believe their grandchildren would be most likely to discuss sensitive issues. Respondents were asked if their grandchildren would be more likely to speak with their parents, grandparents, or both about sensitive issues.

By and large grandparents feel that grandchildren are more likely to discuss sensitive issues with their parents. However, some grandparents feel that their grandchildren are equally likely to talk to them and their parents about religion or spirituality (44%), drinking and alcohol use (31%), and drugs or drug use (30%) (see Figure 15).

Figure 15
Who do grandparents think grandchildren are more likely
to speak to about sensitive issues?
(n = 1,500)

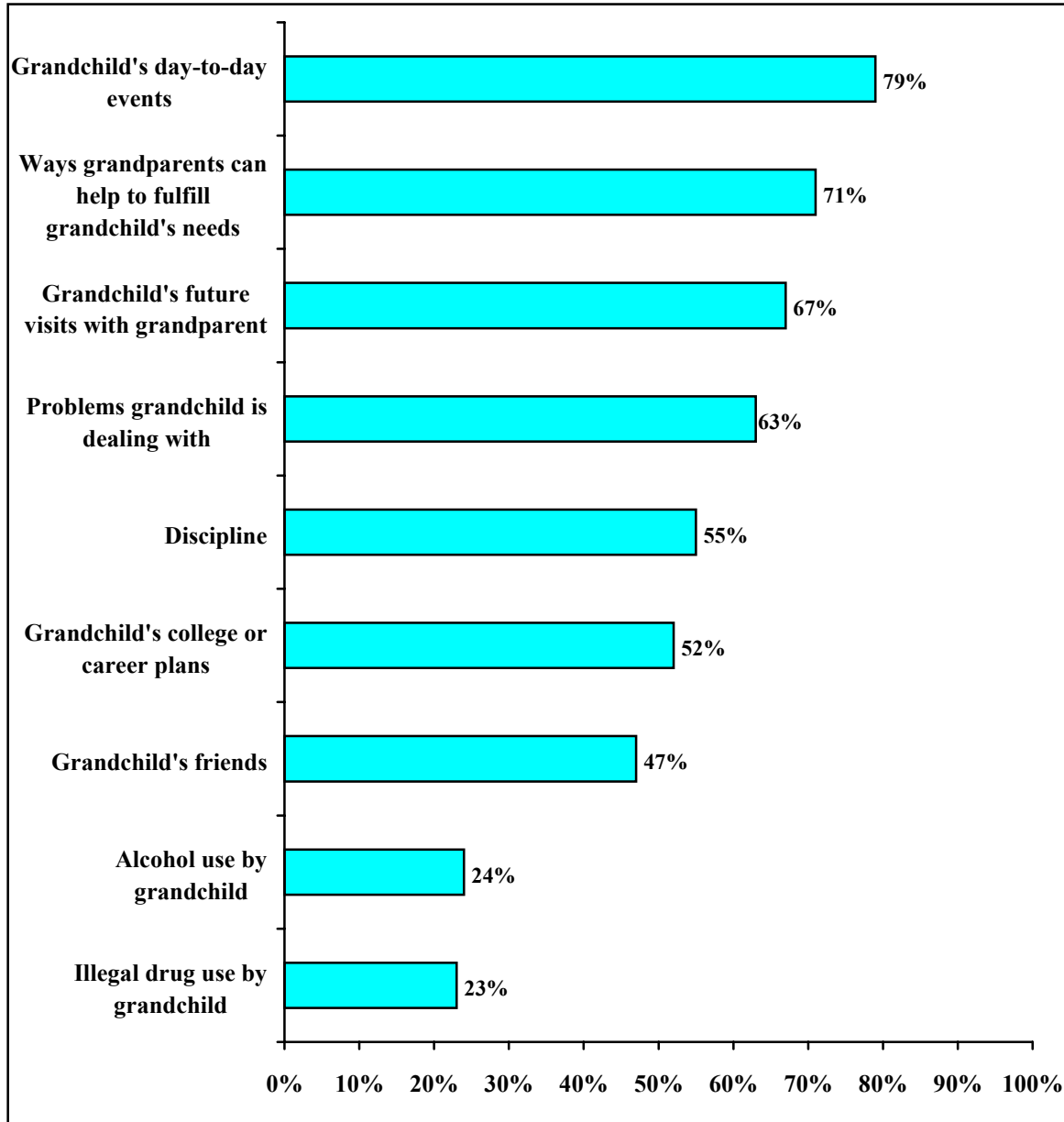


Source: The AARP Grandparenting Survey, 2002

Topics discussed between parent and grandparent

Grandparents were also asked to respond to a list of topics they may discuss with the parent(s) of their grandchildren regarding their grandchildren. The results are similar to topics discussed between grandparents and grandchildren. The most noted topics of discussion are: day to day activities (79%), ways grandparents can help fulfill your grandchild's needs (71%), and future visits (67%). (Figure 16 presents a complete list of topics of discussion between parents and grandparents).

Figure 16
What do grandparents discuss with the parents
of their grandchildren concerning their grandchildren?
(n = 1,500)



Source: *The AARP Grandparenting Survey, 2002*

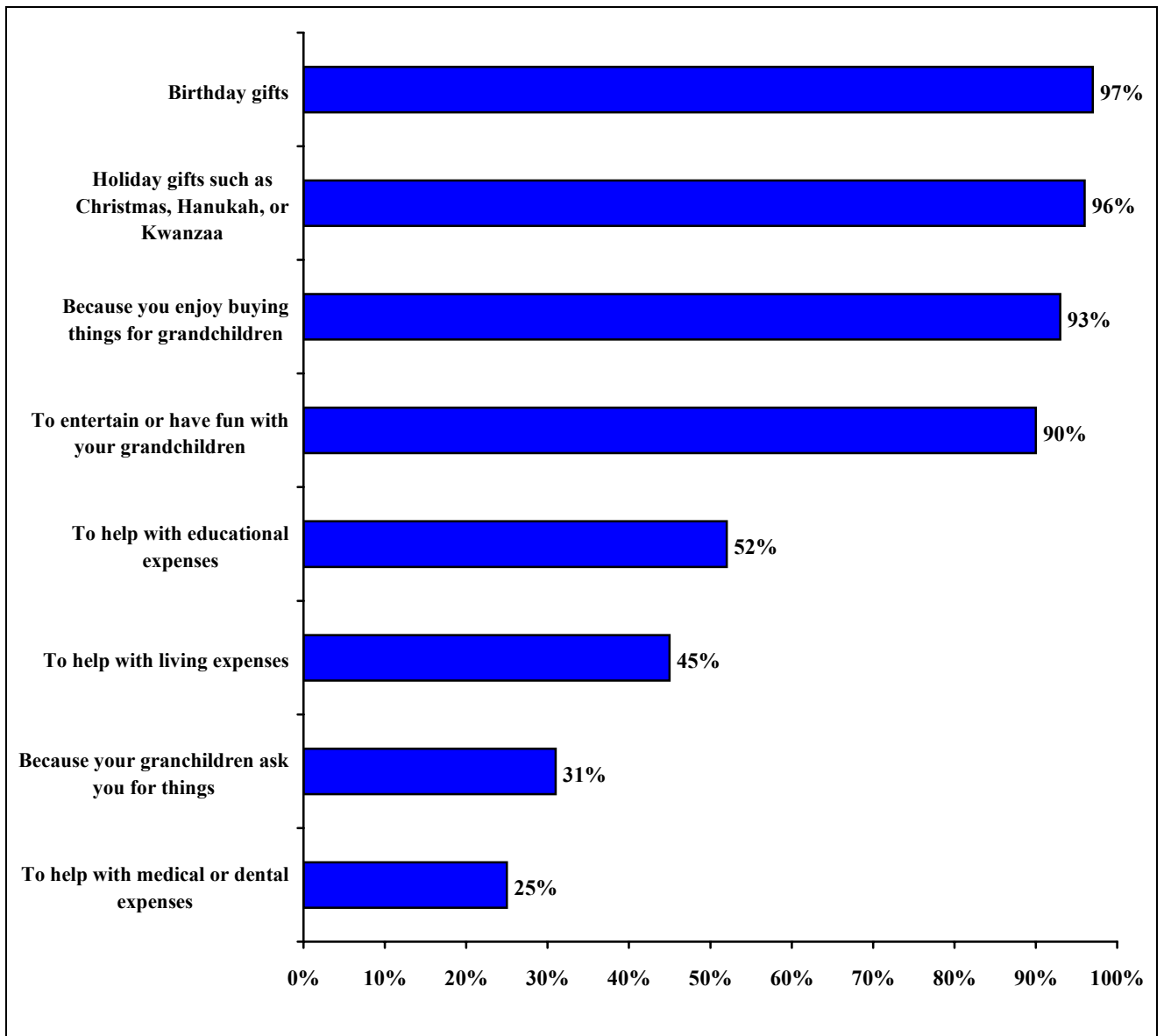
The grandparent market

There is a fair amount of existing literature that describes mature adults as an untapped and emerging market. Financial institutions as well as other commercial businesses and organizations have come to realize they can no longer ignore mature adults. The primary reason for this recent occurrence is a tremendous reversal of fortune. In recent decades older adults have gone from being the poorest segment of society to the richest. Today, people over 50 earn almost \$2 trillion annually. They represent a little over 50 percent of all discretionary spending power. With this in mind, questions were asked of grandparents concerning their spending as it relates to their grandchildren.

Questions were asked regarding the types of items grandparents purchased for their grandchildren and the reasoning behind such purchases. Among the most frequently reported reasons are: birthdays and holiday gifts such as Christmas, Hanukah or Kwanzaa (97% and 96% respectively). Another 93 percent said they purchase things for their grandchildren because they enjoy it, and 90 percent made purchases to entertain or have fun with their grandchildren (see Figure 17).

Respondents identified more practical reasons for spending money on their grandchildren. A little more than half of all grandparents surveyed (52%) reported they spend money for grandchildren's educational needs. Roughly, 45 percent of grandparents said they help pay living expenses of their grandchildren. A significant percentage of grandparents (25%) also help to pay the medical expenses of a grandchild. These results indicate that significant numbers of grandparents are helping their children support their grandchildren on a day-to-day basis.

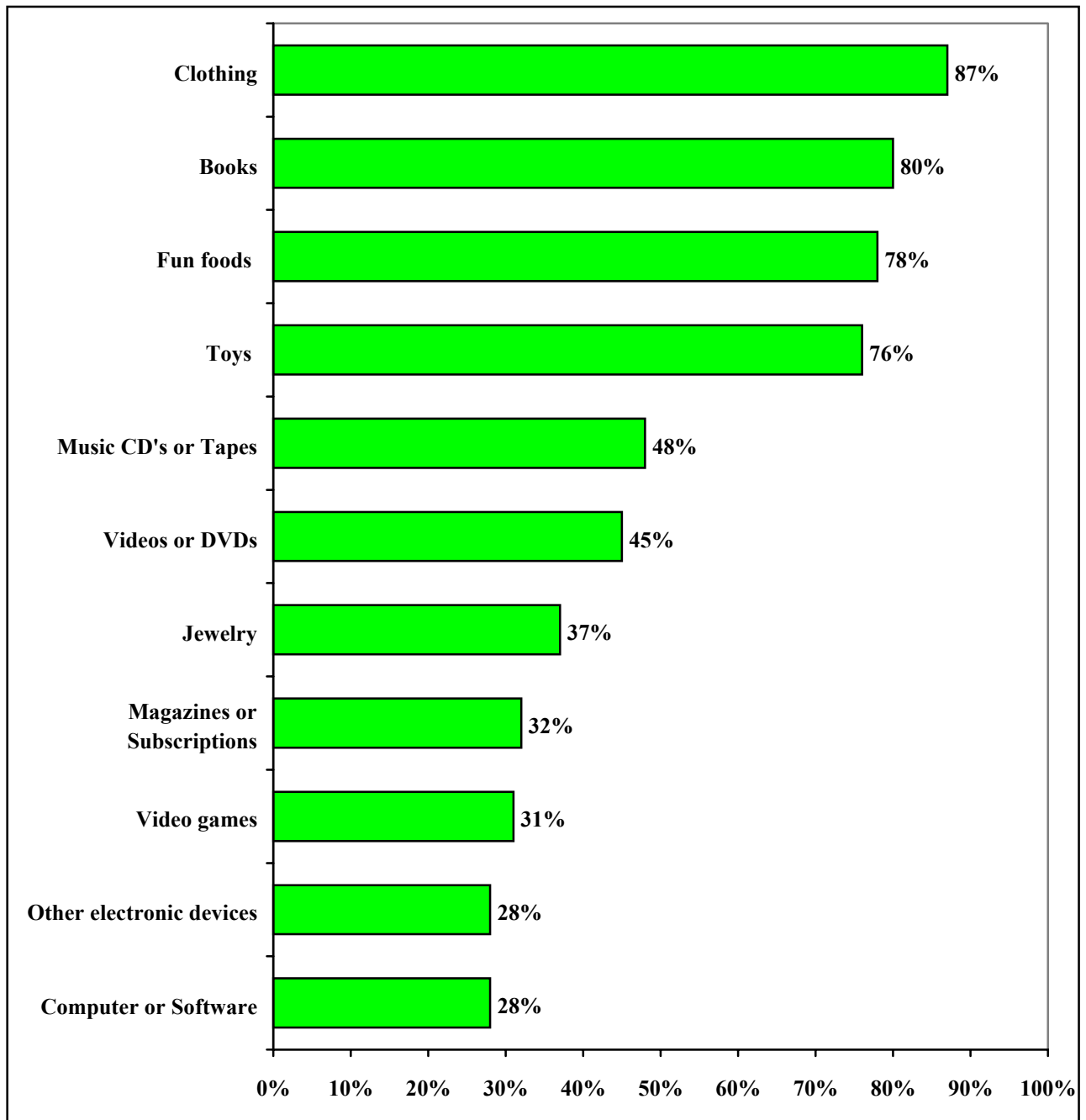
Figure 17
Reasons grandparents spend money on their grandchildren?
(n = 1,500)



Source: *The AARP Grandparenting Survey, 2002*

Items respondents are more likely to purchase for their grandchildren most often include: clothing (87%), books (80%), fun foods such as snacks or fast food (78%), toys or other non-computerized games such as board games, dolls or cards (76%).

Figure 18
What have grandparents purchased for their grandchildren in the last 12 months?
(n = 1,500)



Source: *The AARP Grandparenting Survey, 2002*

Grandparents spend an average of \$500 on their grandchildren annually. A little more than two out of five grandparents (44%) spend approximately \$100 to just under \$500 on their grandchildren annually and 33 percent of grandparents spend \$500 to \$2,499 on their grandchildren annually. Men and women report spending equal amounts of money on their grandchildren. Greater differences in spending exist across age groups. Grandparents between the ages of 45 -69 more often spend between \$250 and \$499 per year (see Figure 19), while grandparents ages 70 to 79 more often spend between \$100 and \$249 per year. More mature grandparents age 80+ are more likely to spend between \$1,000-\$2,499 annually.

Figure 19
Annual spending by age of grandparent
(n = 1,454)

To be read: Fourteen percent of grandparents age 45-49 spend under \$100 a year on their grandchildren.

		Age of Grandparents				
		45 –49 (%)	50 –59 (%)	60–69 (%)	70–79 (%)	80+ (%)
Annual grandparent spending	Under \$100	14	5	6	12	8
	\$100 - \$249	11	20	20	23	17
	\$250 - \$499	31	28	23	16	17
	\$500 - \$749	20	13	17	13	17
	\$750- \$999	----	6	7	5	----
	\$1000-\$2499	11	12	13	11	25
	\$2500 or more	9	8	7	5	----
	Do not spend money on grandchildren	----	----	----	----	----
	Don't Know / Refused	3	8	8	15	17

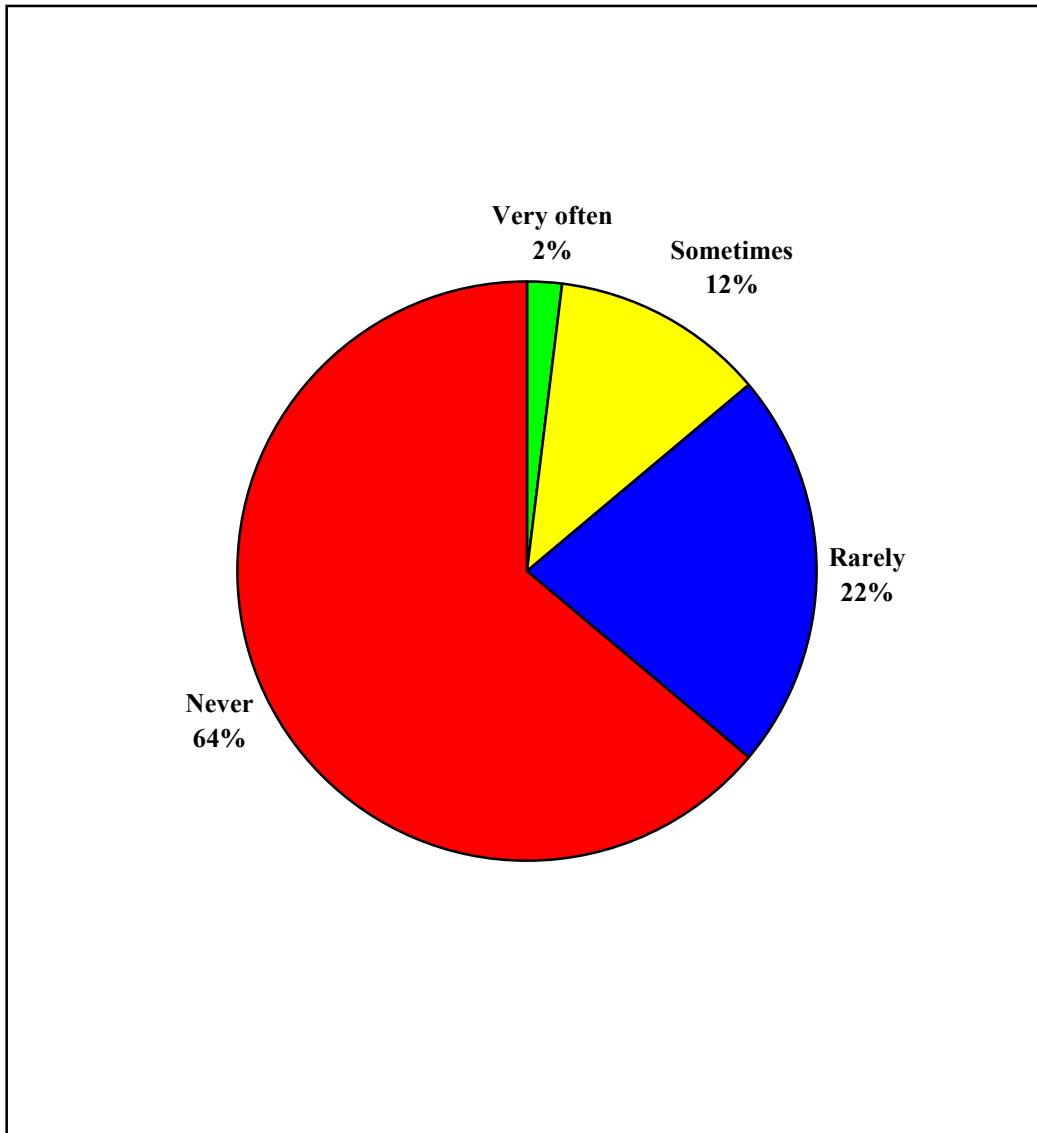
Note: ----- indicates less than 1%.

Source: The AARP Grandparenting Survey, 2002

Internet access and use

Although 56 percent of grandparents surveyed have access to online services or the Internet, only 14 percent report buying items for their grandchildren very often or sometimes via the Internet. As many as 64 percent of grandparents with Internet access said they never purchase items for their grandchildren via the Internet. Males and females between 55 and 69 years of age tend to have greater access to the Internet than those ages 45–49 and 70–79 (see Figure 20).

Figure 20
How often do grandparents purchase items for their grandchildren on the Internet?
(n = 1,500)



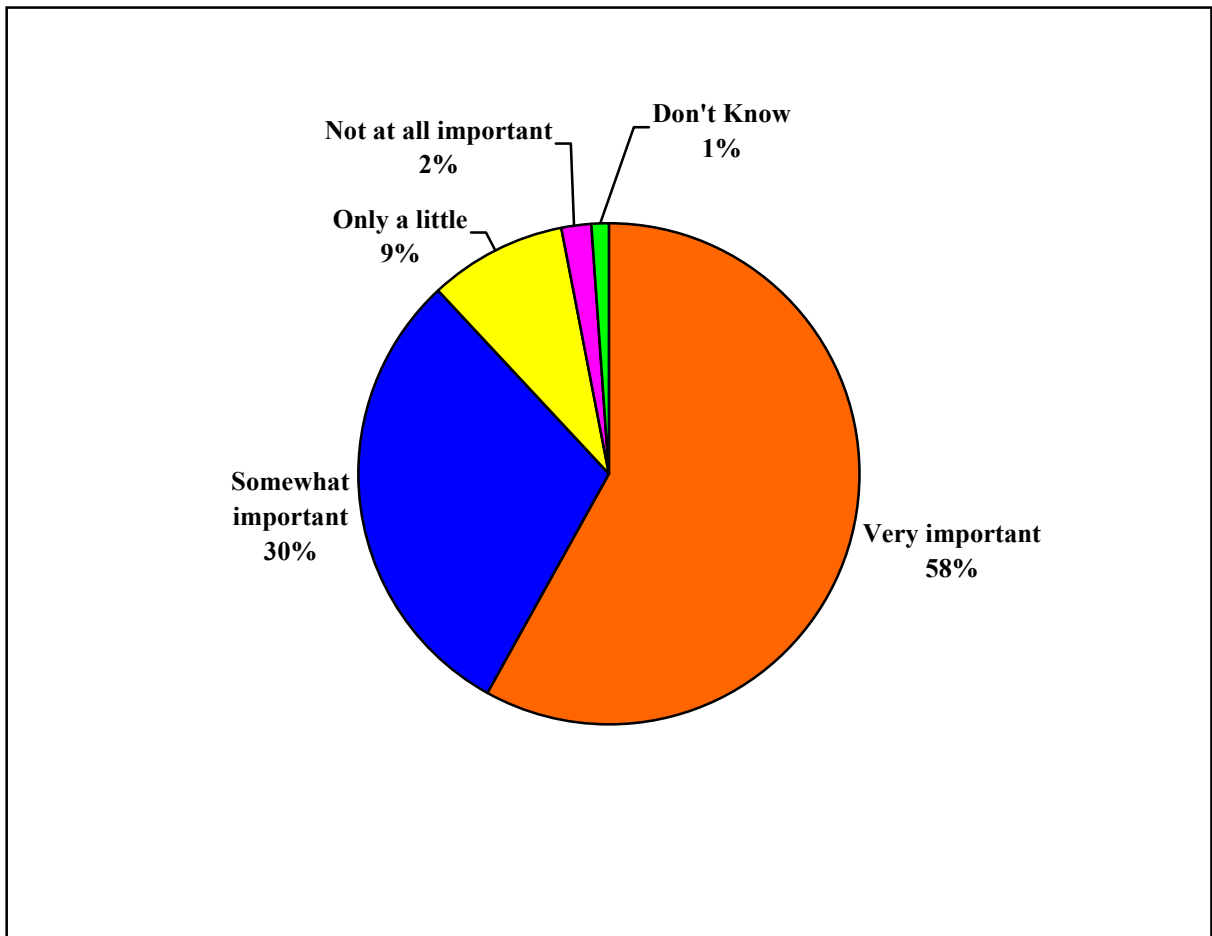
Source: *The AARP Grandparenting Survey, 2002*

Importance of role

Grandparents were asked to evaluate how important they are to their grandchildren. More than half (58%) said they play a very important role in the lives of their grandchildren. Thirty percent reported they feel they play a somewhat important role. (See Figure #25 for more information.)

It is very interesting to see that so many grandparents believe they play an important role in the lives of their grandchildren. Analyses were conducted to gain insight into the factors that affect grandparents' sense of importance to their grandchildren.

Figure 21
How important do grandparents think they are to their grandchildren?
(n = 1,500)



Source: The AARP Grandparenting Survey, 2002

A number of factors were found to be strongly related to how grandparents feel about the role they play in the lives of their grandchildren. Figure 26 shows the circumstances that influence a grandparent’s sense of importance to grandchildren. Hence, item number 1 has the strongest effect on grandparents’ perceptions of how important their role is in the lives of their grandchildren. Item number 7 has a strong effect as well but has the weakest effect of the seven.

Figure 22
(n = 1,500)

Item Rank	Items strongly related to how important grandparents feel their role is in the lives of their grandchildren.
1	How often grandparents see their grandchildren.
2	How important it is for grandparents to spend time alone with their grandchildren.
3	How comfortable grandparents feel giving advice to parents about how to raise grandchildren.
4	How comfortable grandparents feel giving advice to grandchildren.
5	How often grandparents provide childcare for grandchildren when parents are not at work.
6	Grandparents who talk to grandchildren about day-to-day issues (i.e. school, homework, and household chores).
7	How often grandparents send traditional mail to their grandchildren (i.e. cards and letters).

Results indicate that the frequency of face-to-face contact with grandchildren affects how important grandparents feel about their role in the lives of their grandchildren. How often grandparents have fact-to-face contact with their grandchildren has the strongest effect on how grandparents perceive the quality of their relationship with their grandchild.

The items ranked second and fifth respectively complement one another. Grandparents who care for a child while parents are not at work may do so because they wish to spend quality time with the child rather than out of a sense of obligation. Grandparents who believe it is important to spend time alone with grandchildren are more likely to feel their role as a grandparent is important. The same is true for grandparents who provide childcare when parents are not at work.

How comfortable grandparents feel giving advice to their grandchildren and the parents of grandchildren is strongly related to the importance they feel about their role. Advice-giving either to the child or the parent of the child suggests a certain level of intimacy. The more comfortable one is offering advice, the more intimate one may be with the person receiving the advice.

The chart shows that, though giving advice to grandchildren is significant, a stronger contributor to grandparents' sense of importance is the comfort level they have giving advice directly to the parents.

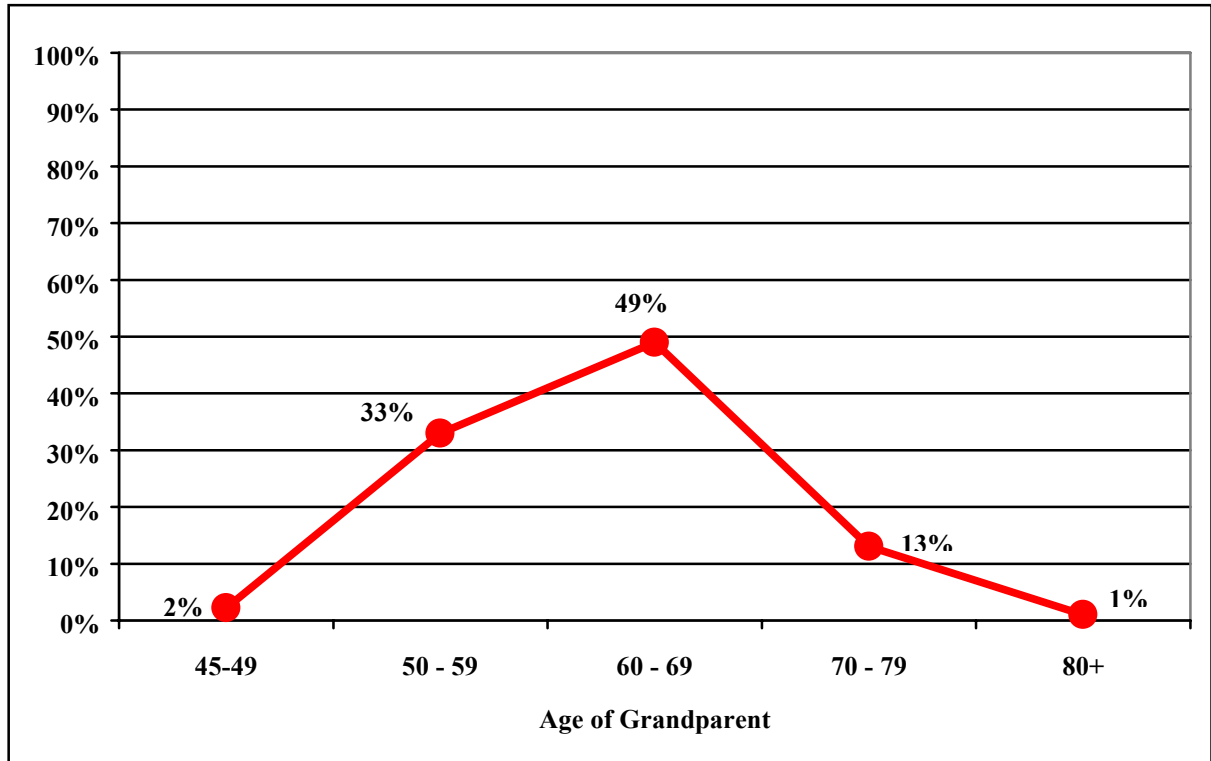
These results also suggest that it is not just the frequency of communication between grandparents and grandchildren that impacts the level of importance a grandparent feels but the method of communication as well. Simply put, the more grandparents send traditional mail to their grandchildren, the more important grandparents may feel their role is.

Child Day Care

Approximately 15 percent of grandparents provide childcare services for their grandchildren while the parents are at work. Twenty-four percent of grandparents who provide childcare services for their grandchildren do so at least once a week to once every two weeks while the parents are not at work. Almost 80 percent of grandparents who provide childcare are looking after one or two grandchildren. Another 17 percent look after as many as three or four grandchildren. Results shown in Figure 21 present the age distribution in the sub-sample of grandparents who provide childcare.

Figure 23
Grandparents who provide any level of child day care for grandchildren
by age of the grandparent
(n = 183)

To be read: Two percent of grandparents who indicated that they provide child day care for their grandchildren are between the ages of 45 and 49.



Source: *The AARP Grandparenting Survey, 2002*

Grandparents raising grandchildren

Six percent of grandparents (n = 1,500) reported that they have grandchildren who live with them. In more than 43 percent of these homes the parent is not present.

Grandparents who reported that they have grandchildren who live in their household, regardless of the presence of the child's parent, are considered grandparents raising grandchildren (GRG). About 5 percent of White grandparents and 17 percent of African American grandparents have grandchildren living in their homes.

Approximately, 3 in 10 (30%) of all GRG households have an annual income between \$20,000 and just under \$40,000. Another 33 percent earn between \$40,000 and just under \$60,000. The remainder of these grandparents have a combined household income of \$60,000 or more.

Well over half of GRG's (63%) are retired but 13 percent of those retired are still working either a part-time or full-time job. Thirty one percent are employed, full-time, part-time or self-employed. Less than half (45%) have a high school education or less. Forty-five percent have some college or a college degree, and nine percent have a graduate degree. Seventy percent of these grandparents are married.

Approximately 30 percent of GRG respondents are male and 70 percent are female. Three percent are between 45-49 years of age. Almost a third (28%) are between 50-59. Those age 60-69 are in the majority (44%). Another 23% are between 70-79 years followed by three percent in the 80+ age group.

Grandparents who are raising grandchildren (GRG) were divided into two categories: 1) those with a child's parent residing in the home; and 2) those without the child's parent residing in the home. The results in Figure 22 and Figure 23 present GRG responses to demographic questions.

The demographics for both groups are very similar. The marital status of these grandparents is virtually equal for both groups. This was also true for the race and ethnicity of both groups (see Figure 22).

Figure 24
Demographic Profile I: Grandparents raising grandchildren

		Grandparents Raising Grandchildren <i>with</i> Parents in the Household (n = 35) (%)	Grandparents Raising Grandchildren <i>without</i> Parents in the Household (n = 47) (%)
Marital Status	Single (Never Married)	-----	3
	Currently Married	70	69
	Divorced/Widowed/Separated	30	29
Age	45 – 49	4	-----
	50 – 59	39	12
	60 – 69	41	49
	70 – 79	13	36
	80 +	2	3
Gender	Male	26	37
	Female	74	63
Race	White	79	80
	Black	11	11
	Native American	2	3
	Some Other Race	6	3
	Refused	2	3
Ethnicity	Hispanic	4	3
	Non-Hispanic	94	97
	Refused	2	-----

Note: ----- indicates less than 1%.

Source: The AARP Grandparenting Survey, 2002

There were some differences in responses for homes with parents present and those without. There were more female respondents in both cases. Sixty-three percent of respondents are female in households without parents present versus 75 percent for those with parents present in the household. Households without parents present had a greater percentage of grandparents who are retired and no longer working (54% without parents in household versus 47% with parents in the household). Grandparent households with parents present recorded a greater percentage of grandparents with some college (38% versus 29% for household without parents present. See Figure 24 for more comparisons.

Figure 25
Demographic Profile II: Grandparents raising grandchildren

		Grandparents Raising Grandchildren <i>with</i> Parents in the Household (n = 35) (%)	Grandparents Raising Grandchildren <i>without</i> Parents in the Household (n = 47) (%)
Employment Status	Retired and no longer working	47	54
	Retired, but still working	15	11
	Employed (never retired)	26	29
	Self-employed	4	3
	Unemployed	4	-----
	Homemaker	4	3
Education Level	High School or Less	47	43
	Some College	38	29
	College Graduate	9	14
	Graduate Work/Degree	4	14
	Refused	2	-----
Annual Household Income	Under \$20,000	9	9
	\$20,000 - \$39,999	19	26
	\$40,000 – \$59,999	34	26
	\$60,000 - \$79,999	9	6
	\$80,000 or more	15	3
	Don't Know / Refused	15	32

Note: ----- indicates less than 1%.

Source: The AARP Grandparenting Survey, 2002

Summary of findings

Generally, grandparents across all age groups are attempting to keep in contact and visit their grandchildren. However, many grandparents may have to travel great distances to see them. More and more often families are spreading themselves across the states rather than across town. Yet, grandparents are still reporting a relatively high rate of visits with grandchildren.

Grandparents report engaging in a wide range of activities during visits with grandchildren. A vast majority gravitates toward activities that include cooking or dining. This may be in large part because people at any age can sit down and enjoy a meal with family. It may also be that grandparents today are a generation of people who typically gathered around the dinner table in the kitchen and shared the happenings of the day with one another.

Though grandparents do discuss a rather diverse number of topics with their grandchildren, they believe grandchildren are more likely to discuss serious issues with their parents. Grandparents may act as back-up or support rather than as the sole person to whom a grandchild may turn.

A good percentage of grandparents provide childcare for grandchildren. Others have grandchildren and parents residing in their household. Some grandparents offer support in other ways such as financial support. Grandparents reported spending a fair amount of money on purchases for grandchildren. Some of the items they reported purchasing are items of necessity rather than luxury.

The findings presented in this report show that grandparents and grandchildren are interacting and connecting in many different ways. It also suggests that grandparents feel they do contribute to the lives of younger people. This reaffirms their belief that they do indeed have an important role to play in the lives of their grandchildren.

APPENDIX A: Grand-Boomers

APPENDIX A

Grand-Boomers

The average grand-boomer

There were a total of 262 (17% of sample) baby-boomer age grandparents in the sample. These grandparents were born between 1946 and 1964. The boomers are all grown up. Their kids are having kids now. The boomers are entering the grand-boomer phase.

Boomers have received abundant media coverage as well as attention from marketers and politicians. The following analysis compares the average AARP grand-boomer to AARP member grandparents who are not boomers.

One third (33%) of grand-boomers interviewed were male and 67% were female. The majority of grand-boomers (69%) are employed. Fifty-three percent are employed full-time, eight percent part-time with an equal percent self-employed. Almost half (40%) have a high school education or less. Five in ten (50%) have attended or graduated from college and 11 percent have gone to graduate school. Approximately 25 percent have household income between \$20,000 and just under \$40,000. Twelve percent have a total household income of \$40,000 to just under \$50,000 and 46 percent have a combined household income between \$50,000 and \$80,000 plus.

The majority of grand-boomers (78%) see their grandchildren between once a week and once a month. They are likely to speak to their grandchildren about fun activities they may enjoy together (85%), planning future visits (73%) and school (74%).

Grand-boomers were asked if they would like to participate in an event organized for grandparents and their grandchildren. Seventy percent of grand-boomers said they would like to participate in such events, compared to 60% of the total sample. Grand-boomers who would participate in events held for grandparents and grandchildren were also likely to have gone to local parks and playgrounds with their grandchildren in the last six months (69%). They also reported exercising or playing sports with their grandchildren in the past six months (57%).

Comparison of Grand-Boomers and Non-Boomers

Activities

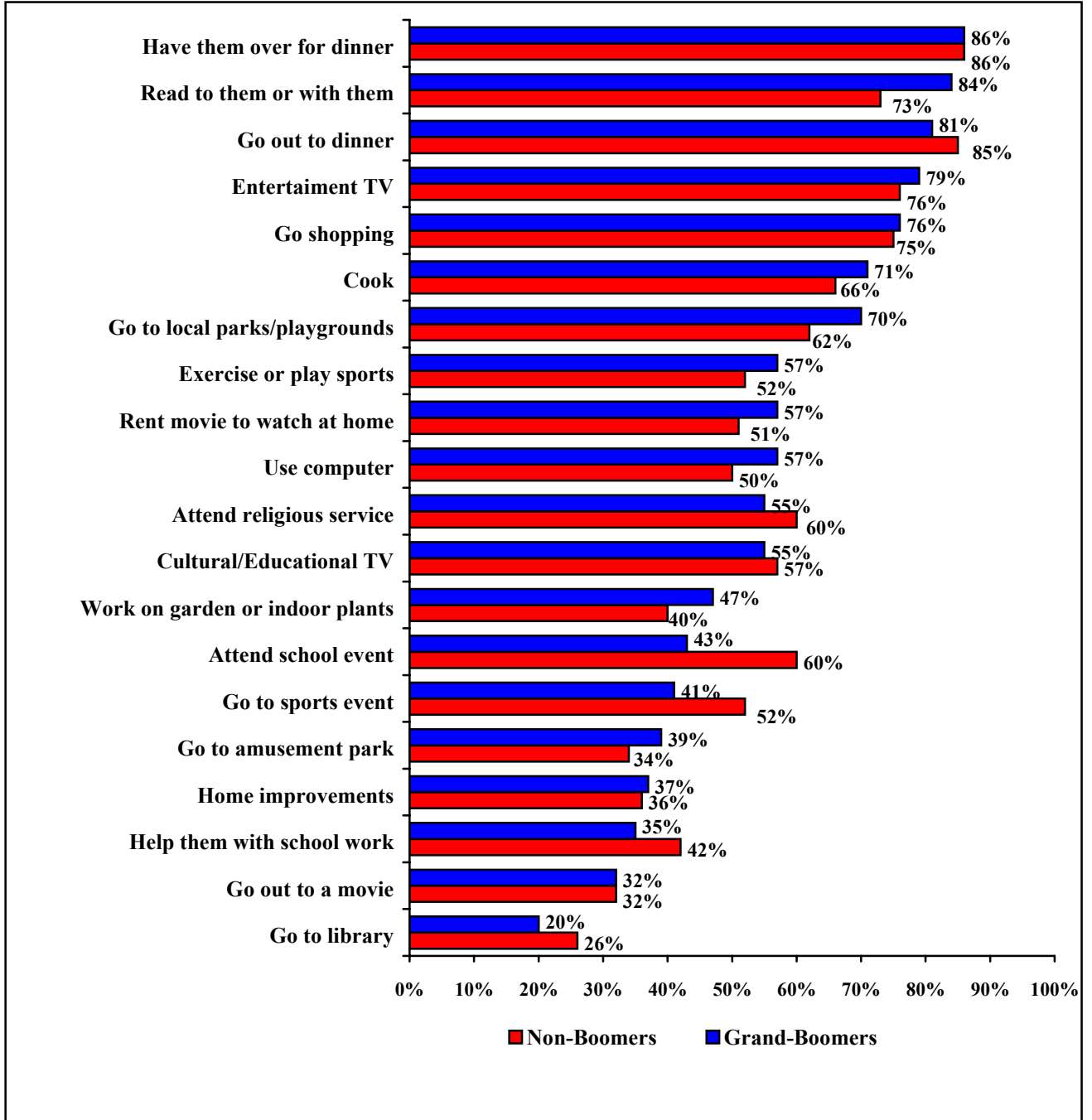
In previous sections of this report, survey results suggest that age may have an effect on several issues related to the grandparent-grandchild relationship. The age of a grandparent may affect activities in which grandparents participate with their grandchildren. It may also have an effect on the methods grandparents use to communicate with grandchildren as well as the amount of money they spend on them.

Similarly, effects of age should hold true for grand-boomers and non-boomer comparisons made in this section, especially since these sub-samples are divided or categorized by birth years or age.

Grand-boomers were more likely than non-boomers to participate in physical activities with their grandchildren. Fifty-seven percent of grand-boomers reported exercising or playing sports with grandchildren versus 52 percent of non-boomers. Seven in ten grand-boomers (70%) said they went to local parks/playgrounds with grandchildren versus 62 percent of non-boomers. Grand-boomers also reported going to an amusement park with grandchildren (39%), versus thirty-four percent of non-boomers.

Non-boomers appear to be more involved with their grandchildren's schooling and school activities than grand-boomers. Forty-two percent of non-boomers reported helping their grandchildren with schoolwork versus thirty-five percent of grand-boomers. Non-Boomers also said they attend school events (60% versus 43% of grand-boomers) and take their grandchildren to the library (26% versus 20% of grand-boomers). (See Figure 1A for more activity comparisons).

Figure 1A
Activities grandparents participate in with their grandchildren:
Grand-Boomers vs. Non-Boomers
(n = 1,500)



Source: The AARP Grandparenting Survey, 2002

Topics of discussion

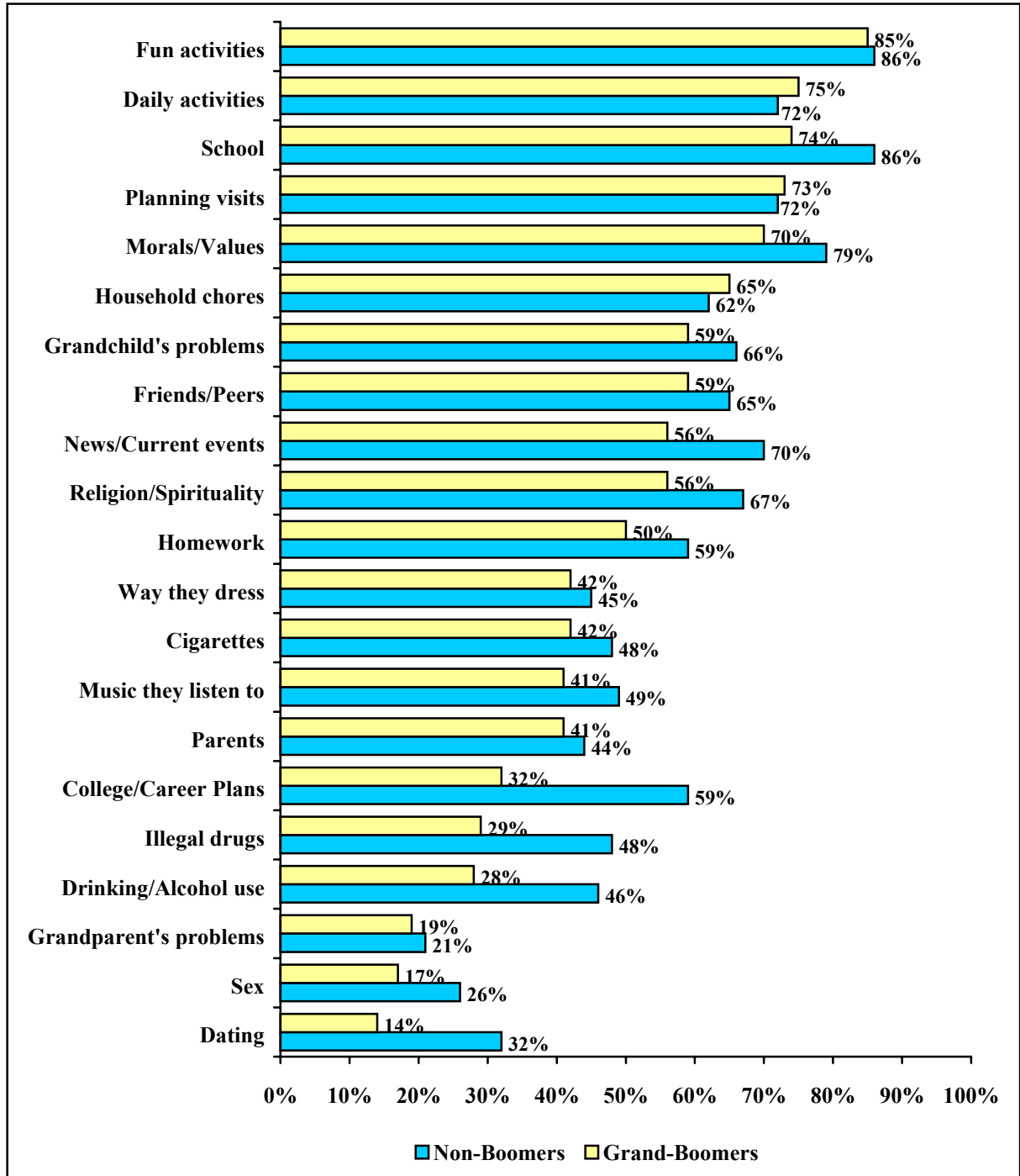
Non-boomers reported greater frequencies for every discussion topic listed in the survey, with two exceptions, daily activities and household chores (see figure 2A). Non-boomers reported more frequencies in discussing sensitive topics than grand-boomers.

Forty-eight percent of non-boomers discuss illegal drugs with their grandchildren versus 29 percent of grand-boomers. Non-boomers also said they spoke to their grandchildren about drinking/alcohol use (46%) versus 28 percent of grand-boomers, and sex (non-boomers 26 percent versus 17 percent of grand-boomers). However, grand-boomers are more likely to have younger grandchildren who may be too young to discuss sensitive issues. .

While there were marked differences between grand-boomers and non-boomers concerning topics of discussion, the differences between these two groups concerning methods of communication are very slight. When asked how often they speak to at least one of their grandchildren on the phone, grand-boomers reported that 67 percent speak to a grandchild at least once a week (versus 65% for non-boomers). Eighty percent of non-boomers speak to at least one of their grandchildren on the phone every two weeks versus 79 percent of grand-boomers.

Grand-boomers (3%) were less likely to send traditional mail (i.e., letters, postcards, and greeting cards) than non-boomers (5%). They were also less likely to send email than non-boomers. Nineteen percent of non-boomers reported sending email between once a week and every two weeks to at least one grandchild, versus 16 percent of grand-boomers.

Figure 2A
What do grandparents discuss with their grandchildren?:
Grand-Boomers vs. Non-Boomers
(n = 1,500)



Source: The AARP Grandparenting Survey, 2002

Spending

Grand-boomers and non-boomers report spending almost equal sums of money on their grandchildren. The key exception is at the \$250-\$499 spending level. Ten percent more grand-boomers spend at this level than non-boomers (grand-boomers 31 percent versus 21 percent of non-boomers). See Figure 3A.

Figure 3A
Spending by Grand-Boomers and Non-Boomers
(n = 1,500)

To be read: Five percent of Grand-Boomers spend under \$100 a year on their grandchildren.

		Grand-Boomers (%)	Non-Boomers (%)
Grand-boomer and Non-Boomer spending	Under \$100	5	8
	\$100 - \$249	19	21
	\$250 - \$499	31	21
	\$500 - \$749	13	15
	\$750- \$999	5	6
	\$1000-\$2499	12	12
	\$2500 or more	8	7
	Do not spend money on grandkids	----	----
	Don't Know / Refused	5	9

Note: ----- indicates less than 1%.

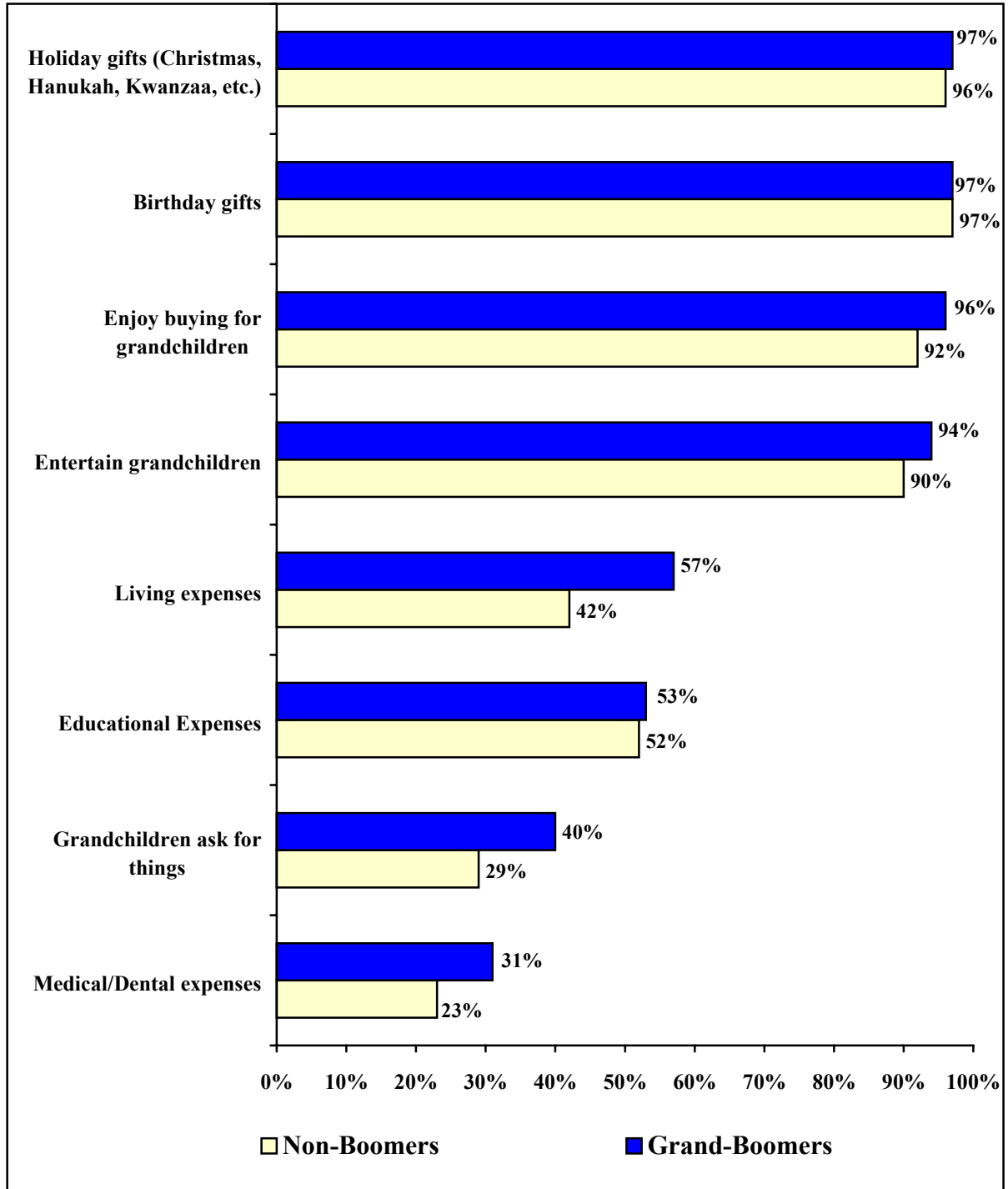
Source: The AARP Grandparenting Survey, 2002

Grand-boomers reported higher levels of purchasing than non-boomers in all categories in the survey regarding reasons for spending. (See Figure 4A). Grand-boomers reported slightly higher frequencies than non-boomers in purchasing for birthdays and holidays. However, grand-boomers reported much higher percentages than non-boomers in spending for necessities. Grand-boomers said they spend money for their grandchildren's living expenses (57 percent versus 42 percent for non-boomers) and medical/dental expenses (31 percent versus non-boomers 23 percent).

Although grand-boomers pay for necessities for their grandchildren, they also seem susceptible to impulse spending. Ninety-six percent of grand-boomers said they purchased items for their grandchildren because they enjoy buying for them (versus 92 percent of non-boomers). Forty percent of grand-boomers reported that they bought things because their grandchildren asked for them (versus 29 percent of non-boomers).

Both grand-boomers and non-boomers seem to spend a good amount of money on items for their grandchildren. Yet most grandparents in both groups make few purchases via the Internet. Still, grand-boomers are more likely to purchase items for their grandchildren via the Internet than non-boomers. Fifteen percent of grand-boomers reported that they very often or sometimes purchase items for their grandchildren via the Internet (versus eight percent for non-boomers).

Figure 4A
Reasons grandparents spend money on their grandchildren:
Boomers vs. Non-Boomers
(n = 1,500)



Source: The AARP Grandparenting Survey, 2002

Internet use

A majority of all grandparents surveyed reported having access to the Internet (56%). A greater percentage of grand-boomers (71%) have access to the Internet than non-boomers (53%). Most in both groups have accessed the Internet at home rather than at work. Slightly more than six in ten (61%) of grand-boomers and 45 percent of non-boomers have accessed the Internet in their home in the past 30 days.

Twenty-three percent of Grand-Boomers and 11 percent of non-boomers accessed the Internet at work in the past 30 days. The only place that more non-boomers than grand-boomers accessed the Internet was in the library. Four percent of non-boomers accessed the Internet at the library in the past 30 days, and only two percent of grand-boomers accessed the Internet from the library in the same amount of time.

Appendix B: Annotated Questionnaire

Annotated Grandparenting Study Questionnaire

Hello, my name is (NAME) from Roper ASW, a national survey research firm. We are conducting an important study about a variety of topics and would very much like to include your opinions. We are not selling anything and everything you tell us will be kept confidential.

First we are interested in learning more about American families.

1a. Do you have any grandchildren, including great grandchildren or step-grandchildren?

- 1 = Yes, have grandchildren (Go to Q2)
- 2 = No, do not have grandchildren (Go to Q1b)
- 7 = [DO NOT READ] Don't know (vol.) (Go to Q1b)
- 8 = [DO NOT READ] Refused (vol.) (Go to Q1b)

1b. We are especially interested today in speaking with grandparents. Is there anyone in your household who has grandchildren, including great grandchildren or step-grandchildren?

- 1 = Yes, will get (Go to Q1c)
- 2 = Yes, but not available (ASK FOR NAME AND SCHEDULE CALL BACK)
- 3 = No (THANK AND TERMINATE)
- 7 = [DO NOT READ] Don't know (vol.) (THANK AND TERMINATE)
- 8 = [DO NOT READ] Refused (vol.) (THANK AND TERMINATE)

1c. Hello, my name is (NAME) from Roper ASW, a national survey research firm. We are conducting an important study about a variety of topics and would very much like to include your opinions. We are not selling anything and everything you tell us will be kept confidential.

First we are interested in learning more about American families.

(Go to 1a)

2. I'm going to read you a list of things that adults sometimes do with children. Please tell me if you think each of these is more a part of the grandparents' role, the parents' role, or both? (READ LIST)

Base: Total Respondents (n = 1,500)

	GP	Parent	Both	Neither	DK	RF
Listening to children's problems	3%	19%	78%	----	----	----
Teaching children values	2%	15%	83%	----	----	----
Telling children about the family history	36%	5%	60%	----	----	----
Talking to children about their day	2%	29%	69%	----	----	----
Taking children to cultural events such as museums or concerts	6%	17%	77%	----	1%	----
Entertaining or having fun with children	6%	7%	87%	----	----	----
Reprimanding or disciplining children when they misbehave	1%	53%	46%	----	1%	----
Helping children with their schoolwork	1%	56%	43%	----	----	----
Teaching children about religion and spirituality	2%	30%	67%	----	----	----
Spoiling children by buying them too much	37%	10%	21%	30%	1%	----
Giving children treats or special gifts	24%	7%	67%	1%	1%	----

3. On average, how often do you see at least one of your own grandchildren? Please do not include grandchildren that live in your household. Would you say... (READ LIST)

Base: Total Respondents (n = 1,500)

01 = At least once a week	56%
02 = Once every couple of weeks,	12%
03 = About once a month,	10%
04 = Once every few months,	14%
05 = About once a year, or	5%

- 06 = Less than once a year?** 2%
- 07 = [DO NOT READ] Never (vol.)** ----
- 96 = [DO NOT READ] Only have grandchildren who live in household (vol.)** 1%
- 97 = [DO NOT READ] Don't know (vol.)** ----
- 98 = [DO NOT READ] Refused (vol.)** ----

4. There are many things that might prevent you from spending as much time with your grandchildren as you would like. As I read some of these, please tell me for each one whether it is a major reason, a minor reason, or not a reason at all why you don't spend as much time as you would like with your grandchildren.

Base: Total Respondents (n = 1,500)

	Major	Minor	Not a Reason	DK	RF
Lack of money	6%	22%	73%	----	----
Your busy schedule	15%	31%	54%	----	----
Your grandchildren's busy schedule	22%	35%	42%	1%	----
Lack of energy	6%	29%	65%	----	----
Your health problems	9%	23%	68%	----	----
Living too far away	45%	20%	35%	----	----
Divorce or separation of your child from grandchild's mother or father	9%	14%	77%	1%	----

5. I'm going to read you some activities you may or may not do with your own grandchildren. For each one please tell me whether it is something you have done with your own grandchildren in the past six months.

Base: Total Respondents (n = 1,500)

- Exercise or play sports** 53%
- Go to the library** 25%
- Go out to a movie** 32%

Rent a DVD/VCR movie to watch at home	52%
Attend Religious Service	59%
Go Shopping	75%
Make repairs or improvements to your home	36%
Watch an entertainment program on TV	76%
Watch a cultural or educational program on TV	57%
Use a computer	51%
Work on a garden or indoor plants	41%
Go to an amusement park	35%
Go to a sports event	50%
Go out to dinner	84%
Have them over for dinner	86%
Help them with homework or a school project	41%
Attend a school event	57%
Read to them or with them	75%
Cook	67%
Go to local parks/playgrounds	63%

6. Would you like to participate in events with your grandchild(ren) that are organized specifically for grandchildren and their grandparents?

Base: Total Respondents (n = 1,500)

1 = Yes	60%
2 = No	33%
DK	7%
RF	----

7. How important is it to you personally that you spend time alone with your grandchildren? Would you say it is (READ LIST)

Base: Total Respondents (n = 1,500)

4 = Very important,	68%
3 = Somewhat important,	24%
2 = Only a little, or	5%
1 = Not at all important	3%
7 = [DO NOT READ] DON'T KNOW	----
8 = [DO NOT READ] REFUSED	----

8. Do you take your Grandchildren alone on outings?

Base: Total Respondents (n = 1,500)

1 = Yes	73%
2 = No	27%
DK	----
RF	----

9. Do you prefer to have your grandchild's (ren) parents present during the time you spend with your grandchild(ren)?

Base: Total Respondents (n = 1,500)

1 = Yes	19%
2 = No	47%
3 = It depends	31%
DK	3%
RF	----

10. [IF YES] Please explain why? (RECORD VERBATIM)

11. How often do you speak to at least one of your grandchildren on the telephone?
Would you say... (READ LIST)

Base: Total Respondents (n = 1,500)

01 = At least once a week	65%
02 = Once every couple of weeks,	15%
03 = About once a month,	8%
04 = Once every few months,	5%
05 = About once a year, or	1%
06 = Less than once a year?	1%
07 = [DO NOT READ] Never (vol.)	4%
08 = [DO NOT READ] Only have grandchildren who live nearby (vol.)	1%
96 = [DO NOT READ] Only have grandchildren who live in household (vol.)	1%
97 = [DO NOT READ] Don't know (vol.)	----
98 = [DO NOT READ] Refused (vol.)	----

12. How often do you communicate with at least one of your grandchildren using traditional mail such as sending letters, cards, or videos in the mail? Would you say... (READ LIST)

Base: Total Respondents (n = 1,500)

01 = At least once a week	5%
02 = Once every couple of weeks,	7%
03 = About once a month,	15%
04 = Once every few months,	27%
05 = About once a year, or	12%
06 = Less than once a year?	5%
07 = [DO NOT READ] Never (vol.)	26%
08 = [DO NOT READ] Only have grandchildren who live nearby (vol.)	1%
96 = [DO NOT READ] Only have	----

grandchildren who live in household	
(vol.)	
97 = [DO NOT READ] Don't know	----
(vol.)	
98 = [DO NOT READ] Refused	1%
(vol.)	

13. How often do you communicate with at least one of your grandchildren using e-mail?
[IF NECESSARY SAY: electronic mail] Would you say... (READ LIST)

Base: Total Respondents (n = 1,500)

01 = At least once a week	13%
02 = Once every couple of weeks,	6%
03 = About once a month,	4%
04 = Once every few months,	5%
05 = About once a year, or	2%
06 = Less than once a year?	4%
07 = [DO NOT READ] Never (vol.)	65%
08 = [DO NOT READ] Only have	
grandchildren who live nearby (vol.)	----
96 = [DO NOT READ] Only have	
grandchildren who live in household	----
(vol.)	
97 = [DO NOT READ] Don't know	----
(vol.)	
98 = [DO NOT READ] Refused	1%
(vol.)	

14. Now I'm going to read you a list of some topics you may or may not discuss with your own grandchildren. For each one please tell me whether it is something you have discussed with at least one of your grandchildren?

Base: Total Respondents (n = 1,500)

Daily Activities	72%
Dating	29%
School	84%
Homework	57%
Household Chores	63%

Cigarettes	47%
Peer Relationships or Friends	64%
Issues with their Parents	43%
Illegal drugs such as Marijuana or Cocaine or drug use	45%
Religion or Spirituality	65%
Fun activities they are looking forward to	86%
Problems or Issues your grandchild is dealing with	65%
Problems or Issues YOU are dealing with	20%
Morals or Values	78%
Drinking or Alcohol Use	43%
Planning future visits	72%
Sex	24%
College and career plans	55%
The way they dress	44%
The music they listen to	47%
News and current events	67%

15. Now I'm going to read you a list of issues your grandchildren may want to talk to someone about. Please tell me if you think your grandchildren would be more likely to talk to you, more likely to talk to their parents, or equally likely to talk to you or their parents about the following issues? If your grandchildren are too young to talk to you about these issues please just say so.

Base: Total Respondents (n = 1,500)

	GP	Parent	Both	Too Young	DK	RF
Sex	3%	45%	16%	32%	3%	1%
Dating	3%	40%	20%	35%	2%	1%
Drugs or Drug Use	4%	35%	30%	27%	3%	1%
Drinking or Alcohol Use	5%	33%	31%	29%	3%	1%
Religion or Spirituality	9%	32%	44%	13%	2%	----

97 = [DO NOT READ] Don't know (vol.) 1%
 98 = [DO NOT READ] Refused (vol.) ----

19. In general, which of the following topics, if any, do you discuss with the parents of your grandchildren concerning your grandchildren? (READ LIST) (ACCEPT MULTIPLE ANSWERS)

Base: Total Respondents (n = 1,500)

Discipline	55%
Illegal Drug Use by your Grandchild	23%
Your grandchild's day-to-day events such as school event and other activities	79%
Ways that you can help fulfill your grandchild's needs	71%
Alcohol Use by your grandchild	24%
Problems your grandchild is dealing with	63%
Your grandchild's future visits with you	67%
Your grandchild's college or career plans	52%
Your grandchild's friends	47%

20. How often do the parents of your grandchild(ren) seek advice from you concerning your grandchild(ren)? Would you say... (READ LIST)

Base: Total Respondents (n = 1,500)

01 = At least once a week	14%
02 = Once every couple of weeks,	11%
03 = About once a month,	19%
04 = Once every few months,	21%
05 = About once a year, or	9%
06 = Less than once a year?	9%
07 = [DO NOT READ] Never (vol.)	15%

97 = [DO NOT READ] Don't know (vol.)	3%
98 = [DO NOT READ] Refused (vol.)	----

21. How comfortable are you giving the parents of your grandchild(ren) advice or guidance about how to raise your grandchildren? Are you... (READ LIST)

Base: Total Respondents (n = 1,500)

4 = Very comfortable,	54%
3 = Somewhat Comfortable	26%
2 = Not too comfortable	8%
1 = Not at all comfortable	9%
7 = [DO NOT READ] DON'T KNOW	3%
8 = [DO NOT READ] REFUSED	1%

22. Now I'm going to read you some reasons why some people might spend money on their grandchildren. Please tell me if this is a reason why you personally spend money on your grandchildren.

Base: Total Respondents (n = 1,500)

To help with Educational Expenses	52%
To help with living expenses	45%
To help with medical or dental expenses	25%
Birthday gifts	97%
Holiday gifts such as Christmas, Hanukah or Kwanzaa	96%
Because you enjoy buying things for your grandchildren	93%
Because your grandchildren ask you for things	31%
To entertain or have fun with your grandchildren	90%

23. Approximately how much money do you spend on your grandchildren annually? Please give us your best estimate. Would you say... (READ LIST)

Base: Total Respondents (n = 1,500)

01 = Under \$100	7%
02 = \$100 - \$249	21%
03 = \$250 - \$499	23%
04 = \$500 - \$749	15%
05 = \$750 - \$999	6%
06 = \$1000 - \$2499	12%
07 = \$2500 or more	7%
96 = [DO NOT READ] Nothing, don't spend money on grandchildren (vol.)	1%
97 = [DO NOT READ] Don't know (vol.)	8%
98 = [DO NOT READ] Refused (vol.)	2%

24. Which, if any, of the following have you purchased for any of your grandchildren in the past twelve (12) months?

Base: Total Respondents (n = 1,500)

Clothing	87%
Music CDs or tapes	48%
Books	80%
Magazines or magazine subscriptions	32%
Videos or DVDs	45%
Computer software or computer programs	28%
Fun foods such as snacks or fast food	78%
Other electronic devices such as radios or CD players	28%
Toys or other non-computerized games such as board games	76%
Video Games	31%
Jewelry	37%

25. Do you have access to online services or the Internet?

Base: Total Respondents (n = 1,500)

1 = Yes	56%
2 = No	44%
DK	----
RF	----

26. Have you accessed the Internet at home, at work, at the public library, or someplace else in the past 30 days? (READ LIST) (ACCEPT MULTIPLE RESPONSES)

[IF JUST SAY “YES”:] Please tell me in which of the following places have you used the Internet in the past 30 days. I’ll read the list again (READ LIST)

Base: Total Respondents (n = 1,500)

1 = At home	48%
2 = At work	13%
3 = At the library	3%
4 = Someplace else	2%
6 = [DO NOT READ] No, Have not accessed the Internet in past 30 days	44%
7 = [DO NOT READ] Don’t know (vol.)	1%
8 = [DO NOT READ] Refused (vol.)	1%

[IF DO NOT ACCESS THE INTERNET IN Q25 AND SAY NO, HAVE NOT ACCESSED THE INTERNET IN PAST 30 DAYS IN Q27 SKIP TO Q31]

27. How often do you use the Internet to purchase items for your grandchildren? Would you say... (READ LIST)

Base: Total Respondents (n = 932). This question was only asked of respondents who had accessed the Internet in the past 30 days.

4 = Very often	2%
3 = Sometimes	12%
2 = Rarely	22%

1 = Never	64%
7 = [DO NOT READ] DON'T KNOW	----
8 = [DO NOT READ] REFUSED	----

28. How many hours did you spend using the Internet in the past week for work-related purposes? Would you say... (READ LIST)

Base: Total Respondents (n = 932). This question was only asked of respondents who had accessed the Internet in the past 30 days.

01 = Less than 1 hour	23%
02 = 1 – 5 hours	15%
03 = 6-10 hours	5%
04= 11 –15 hours	2%
05 = 16 – 20 hours	2%
06 = 21 – 30 hours	1%
07 = More than 30 hours	2%
96 = [DO NOT READ] None (vol.)	49%
97 = [DO NOT READ] Don't know (vol.)	----
98 = [DO NOT READ] Refused (vol.)	----

29. How many hours did you spend using the Internet in the past week for personal purposes?
(READ LIST)

Base: Total Respondents (n = 932). This question was only asked of respondents who had accessed the Internet in the past 30 days.

01 = Less than 1 hour	19%
02 = 1 – 5 hours	36%
03 = 6-10 hours	14%
04= 11 –15 hours	5%
05 = 16 – 20 hours	2%

06 = 21 – 30 hours	2%
07 = More than 30 hours	2%
96 = [DO NOT READ] None (vol.)	20%
97 = [DO NOT READ] Don't know (vol.)	----
98 = [DO NOT READ] Refused (vol.)	----

30. Now I'm going to read you a list of some types of web sites. For each one please tell me if it is a type of web site you sometimes visit. (READ LIST) (ACCEPT MULTIPLE ANSWERS)

Base: Total Respondents (n = 932). This question was only asked of respondents who had accessed the Internet in the past 30 days.

Health	52%
Gambling	3%
Search Engines	50%
News Sites	54%
On-line Games	22%
Spiritual or Religious Sites	22%
Travel	61%
Weather	52%
Financial Services	34%
On-line Stores or Shopping Sites	45%

31. Now I'm going to read you some things about being a grandparent that you may wish you had more information about. Please tell me which of these, if any, you wish you had more information about.

Base: Total Respondents (n = 1,500)

The importance of grandparents to a child's well-being	39%
How to speak to your grandchildren's parents about issues concerning your grandchildren	22%
Fun things to do with grandchildren of all ages	45%

Resources for grandparents raising grandchildren	14%
Step-grandparenting	11%
Grandparenting in a multicultural family	10%
Keeping in touch long distance	27%
Gifts for grandchildren	30%
Children's developmental stages	24%
How to speak to your grandchildren about issues in their lives	31%

IF ANSWER "NO" TO ALL ITEMS IN PREVIOUS QUESTION, SKIP TO Q35

32. Now I'm going to read you some ways you might get that information. Please tell me which one of these you would most prefer for getting information about grandparenting. (READ LIST) (ACCEPT ONE ANSWER ONLY)

Base: Total Respondents (n = 997). This question was only asked of respondents who did NOT answer NO to ALL questions in Q31.

01 = E-mails	8%
02 = Web pages or Web sites	8%
03 = In person workshops or seminars in your hometown	7%
04 = Books	25%
05 = Magazine or newspaper articles	22%
06 = Newsletters or brochures sent in the mail	14%
07 = Videos or DVDs	3%
97 = [DO NOT READ] Don't know (vol.)	8%
98 = [DO NOT READ] Refused (vol.)	4%

33. Do any of your grandchildren live in your household?

Base: Total Respondents (n = 1,500)

1 = Yes	6%
2 = No	95%
DK	----
RF	----

34. How many of your grandchildren live with you?
_____ (RANGE 0-12)

Base: Total Respondents (n = 82). This question was only asked of respondents who said they had grandchildren living in their household.

One	66%
Two	20%
Three or More	13%
All	1%
DK	----
RF	----

35. Thinking about the grandchildren who live with you. Do any of their parents live with you as well?

Base: Total Respondents (n = 82). This question was only asked of respondents who said they had grandchildren living in their household.

1 = Yes	57%
2 = No	43%
DK	-----
RF	-----

36. Again, thinking about the grandchildren who live with you, for how many, if any, of those grandchildren are you the primary caregiver—meaning you are either the legal guardian of the grandchild or solely responsible for the grandchild’s care?

Base: Total Respondents (n = 82). This question was only asked of respondents who said they had grandchildren living in their household.

None	72%
One	20%
Two	4%
Three or More	1%
All	1%
DK	2%
RF	----

37. Do you provide child day care services for any of your grandchildren while their parents are at work? Please do not include children for whom you are the primary caregiver.

Base: Total Respondents (n = 1,500)

1 = Yes	15%
2 = No	85%
DK	----
RF	----

38. (If YES IN Q37, ASK:) For how many of your grandchildren do you provide child day care services for while their parents are at work? _____ (RANGE 0-10) Please do not include children for whom you are the primary caregiver.

Base: Total Respondents (n = 218). This question was only asked of respondents who said they provide child day care services for their grandchildren while their parents were at work.

None	4%
One	45%
Two	33%

Three or More	17%
All	----
DK	1%
RF	----

39. (IF YES IN Q37, ASK:) Do you provide this daycare ... (READ LIST)

[IF NECESSARY SAY: Please bare with me, I just need to ask you about all items listed. If you do not provide a certain type of daycare please say so.]

Base: Total Respondents (n = 218). This question was only asked of respondents who said they provide child day care services for their grandchildren while their parents are at work.

For grandchildren not old enough to be in school yet	57%
For grandchildren either before or after school	64%
For grandchildren during school holidays	60%
For grandchildren during summer breaks	66%

40. How often do you provide child care for your grandchildren when their parents are NOT at work? Please do not include regular planned visits. Please do not include children for whom you are the primary care giver. Would you say... (READ LIST)

Base: Total Respondents (n = 1,500)

01 = At least once a week	14%
02 = Once every couple of weeks,	10%
03 = About once a month,	13%
04 = Once every few months,	14%
05 = About once a year, or	5%
06 = Less than once a year?	4%
07 = [DO NOT READ] Never (vol.)	39%
97 = [DO NOT READ] Don't know (vol.)	2%
98 = [DO NOT READ] Refused (vol.)	----

41. Overall, how important of a role do you think you play in your grandchildren's lives? Would you say you play a very, somewhat, only a little, or not at all important role in the lives of your grandchildren?

Base: Total Respondents (n = 1,500)

4 = Very important,	58%
3 = Somewhat important,	30%
2 = Only a little, or	9%
1 = Not at all important	2%
7 = [DO NOT READ] DON'T KNOW	1%
8 = [DO NOT READ] REFUSED	----

DEMOGRAPHICS

The following questions are for classification purposes only.

D1. What year were you born? _____
 (RANGE: 1901 – 1956)
 (Age Range: 45 – 100 years)

Base: Total Respondents (n = 1,500)

Under 50	2%
50 – 59	28%
60 – 69	44%
70 and older	23%
Refused	3%

Mean (Average) Age: 63.54

D2. Are you ... (READ LIST)

Base: Total Respondents (n = 1,500)

1 = Married	77%
2 = Single, but living with a partner	1%
3 = Single never been married	1%

4 = Divorced/Widowed/Separated	21%
7 = [DO NOT READ] Don't know (vol.)	----
8 = [DO NOT READ] Refused (vol.)	1%

D3. How many grandchildren do you have all together (please include great-grandchildren and step-grandchildren)? (RANGE: 1 – 25 grandchildren)

Base: Total Respondents (n = 1,500)

1 – 2	26%
3 – 5	35%
6 – 10	25%
11 or more	14%
Don't Know	----
Refused	1%

Mean (Average) Number of Grandchildren: 5.89

D4. How many of your grandchildren are male (IF NECESSARY SAY: boys)?
_____ (RANGE 0-25)

Base: Total Respondents (n = 1,500)

None	11%
One	23%
Two	19%
Three or More	46%
Don't Know	1%
Refused	1%

(IF "0" IN PREVIOUS QUESTION SKIP TO QD6)

D5. In which of the following age groups are your grandsons? Are any of them... (READ LIST)

Base: Total Respondents (n = 1,317). This question was only asked of respondents that indicated that they had at least one grandson.

3 and under	43%
4 – 7	45%
8 – 11	44%
12 – 15	36%
16 – 19	29%
20 – 24	24%
25 and older	11%
[DO NOT READ]	----
Don't know (vol.)	----
[DO NOT READ]	----
Refused (vol.)	----

D6. How many of your grandchildren are female (IF NECESSARY SAY: girls)?
_____ (RANGE 0-25)

Base: Total Respondents (n = 1,500)

None	13%
One	25%
Two	20%
Three or More	40%
Don't Know	1%
Refused	1%

(IF "0" IN PREVIOUS QUESTIONS SKIP TO QD8)

D7. In which of the following age groups are your granddaughters? Are any of them age... (READ LIST)

Base: Total Respondents (n = 1,281). This question was only asked of respondents that indicated that they had at least one grandson.

3 and under	38%
4 – 7	42%
8 – 11	40%
12 – 15	35%
16 – 19	27%
20 – 24	21%
25 and older	9%
[DO NOT READ]	----
Don't know (vol.)	----
[DO NOT READ]	----
Refused (vol.)	----

D8. How old were you when your first grandchild was born? _____
(RANGE 30-80)

Base: Total Respondents (n = 1,500)

Under 50	49%
50 – 59	34%
60 – 69	5%
70 and older	1%
Don't Know	9%
Refused	2%

Mean (Average) Age: 47.98

D9. Did you become a first-time grandparent within the last 12 months?

Base: Total Respondents (n = 1,500)

1 = Yes 5%

2 = No 94%

DK ----

RF 1%

D10. What is the distance you need to travel to see your grandchild who lives the furthest from you? (READ LIST)

Base: Total Respondents (n = 1,500)

01 = 10 miles or less 19%

02 = 11 – 50 miles 15%

03 = 51 – 100 miles 7%

04 = 101 – 150 miles 6%

05 = 151 – 200 miles 5%

06 = More than 200 miles 45%

96 = [DO NOT READ] Only have grandchildren who live in household with me (vol.) 1%

97 = [DO NOT READ] Don't know (vol.) 1%

98 = [DO NOT READ] Refused (vol.) 1%

D11. What is the distance you need to travel to see your grandchild who lives the closest to you? Please do not include those grandchildren who live in your home. If you only have one grandchild, please just say so. (READ LIST)

Base: Total Respondents (n = 1,500)

01 = 10 miles or less 52%

02 = 11 – 50 miles 15%

03 = 51 – 100 miles 6%

04 = 101 – 150 miles 3%

05 = 151 – 200 miles 4%

06 = More than 200 miles	14%
07 = [DO NOT READ] Only have one grandchild	4%
96 = [DO NOT READ] Only have grandchildren who live in household with me (vol.)	1%
97 = [DO NOT READ] Don't know (vol.)	1%
98 = [DO NOT READ] Refused (vol.)	2%

D12. What is your employment status? Are you (READ LIST)?

Base: Total Respondents (n = 1,500)

01 = Retired and no longer working	50%
02 = Retired, but working part-time	8%
03 = Retired, but working full-time	3%
04 = Employed full-time (never been retired)	21%
05 = Employed part-time (never been retired)	4%
06 = Self-employed	5%
07 = Unemployed	2%
08 = Homemaker	5%
97 = [DO NOT READ] Don't know (vol.)	----
98 = [DO NOT READ] Refused (vol.)	2%

D13. What was the last grade of school you completed? (DO NOT READ LIST)

Note: The 1998 survey gives "Some high school or less and High School graduate as options. I have totaled the percentages here.

Base: Total Respondents (n = 1,500)

1 = High School or less	46%
2 = Some college	23%
3 = College graduate	19%

4 = Graduate work/degree	10%
7 = [DO NOT READ] Don't know (vol.)	----
8 = [DO NOT READ] Refused (vol.)	2%

D14. Do you consider yourself to be of Hispanic or Latin American origin, or not?

Base: Total Respondents (n = 1,500)

1 = Yes	3%
2 = No	95%
DK	1%
RF	1%

D15. Do you identify yourself as (READ LIST)?

Base: Total Respondents (n = 1,500)

1 = White	91%
2 = Black	4%
3 = Asian	----
4 = Native American	1%
5 = Something else	2%
7 = [DO NOT READ] Don't know (vol.)	1%
8 = [DO NOT READ] Refused (vol.)	2%

D16.Are you from the... (READ LIST)?

Base: Total Respondents (n = 1,500)

1 = Northeast	28%
2 = South	24%
3 = Midwest	33%
4 = West	11%
7 = [DO NOT READ] Don't know (vol.)	2%
8 = [DO NOT READ] Refused (vol.)	2%

D17.Which of the following categories best describes the combined annual income of all members of your household, including wages or salary, pensions, and all other sources? (READ LIST)

Base: Total Respondents (n = 1,500)

01 = Under \$20,000	7%
02 = \$20,000 to just under \$30,000	13%
03 = \$30,000 to just under \$40,000	14%
04 = \$40,000 to just under \$50,000	11%
05 = \$50,000 to just under \$60,000	9%
06 = \$60,000 to just under \$70,000	5%
07 = \$70,000 to just under \$80,000	4%
08 = \$80,000 or more	11%
97 = [DO NOT READ] Don't know (vol.)	6%
98 = [DO NOT READ] Refused (vol.)	20%

GENDER—INTERVIEWER RECORD BY OBSERVATION

Base: Total Respondents (n = 1,500)

1 = MALE	36%
2 = FEMALE	64%