

**THE AARP GRANDPARENTING SURVEY:  
THE SHARING AND CARING BETWEEN MATURE  
GRANDPARENTS AND THEIR GRANDCHILDREN**

**Let the good times roll.**



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THE SHARING AND CARING BETWEEN MATURE  
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November 1999

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AARP is the nation's leading organization for people age 50 and older. It serves their needs and interests through information and education, research, advocacy, and community services which are provided by a network of local chapters and experienced volunteers throughout the country. The organization also offers members a wide range of special benefits and services, including *Modern Maturity* magazine and the monthly *Bulletin*.

### Acknowledgments

AARP Research Group staff, in collaboration with Margaret Hollidge of AARP's Grandparent Information Center, prepared this report on The AARP Grandparenting Survey. They include Gretchen Straw, Laura O'Connor and Debbie Gann. Fieldwork for this study was done by IRC Survey Research of Media, Pennsylvania. For more information about this report, contact Gretchen Straw at (202) 434-6334.

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## EXECUTIVE SUMMARY

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The *AARP Grandparenting Survey* was designed to provide a general profile of how grandparents interact with their grandchildren on a broad array of grandparenting issues. It examines the various activities grandparents engage in with their grandchildren, criteria that determine those activities, the quality of the perceived relationship with grandchildren, the roles grandparents play, and the values or ethics they would like to pass on. The survey was conducted among 823 grandparents age 50+, including 152 caregivers who are raising a grandchild or providing daycare on a regular basis. Interviews were conducted between Sept. 28 and Oct. 25, 1998 by ICR Survey Research Group in Media, Pennsylvania.

It should be no surprise that mature grandparents are extremely diverse. Often there are differences in attitudes and experiences based on the grandparent's gender or age; sometimes differences are a function of both gender and age. Race sometimes plays a critical role, as does proximity.

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### AS TIME GOES BY – DEFINING THE GENERATIONS

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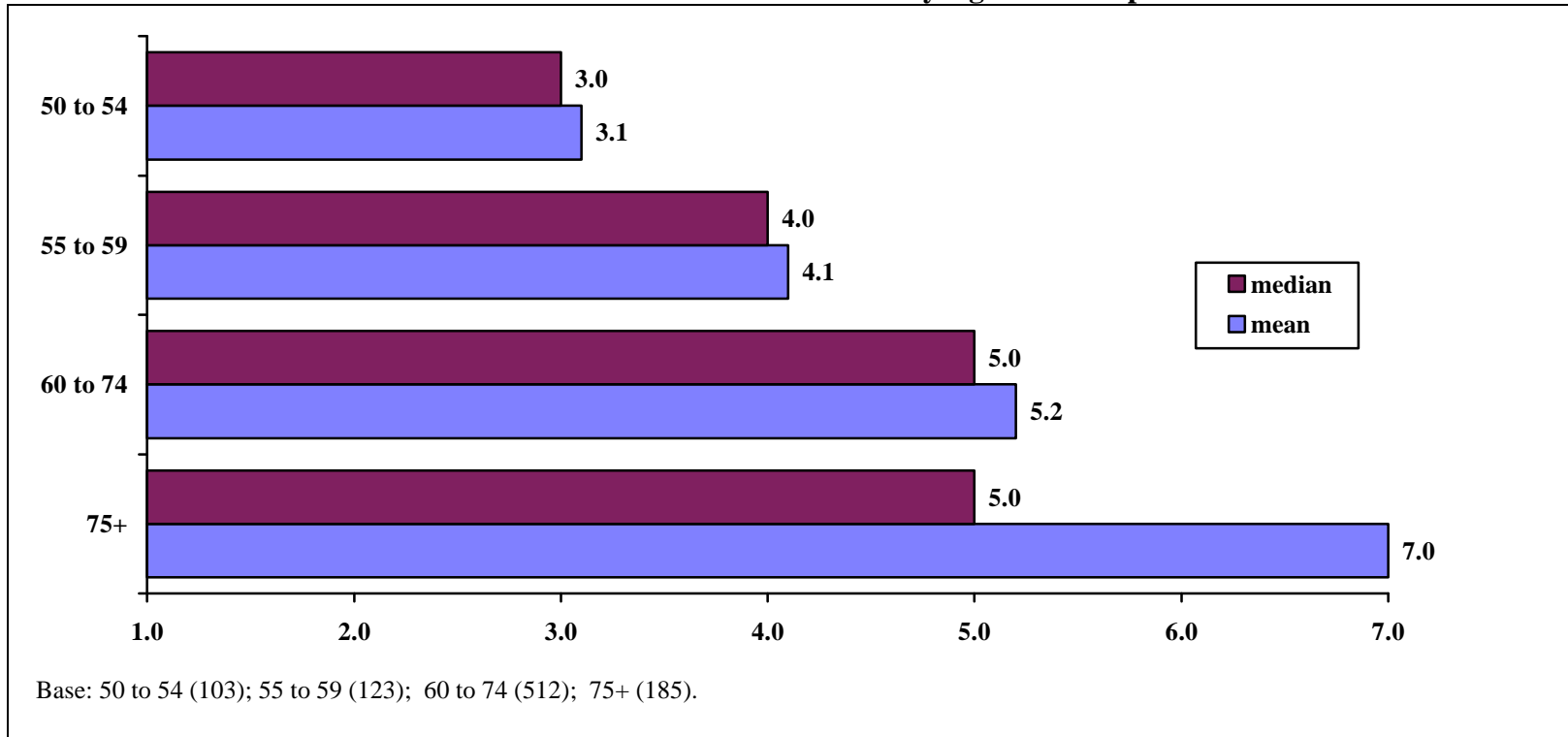
The grandparents in this study, like mature Americans in general, comprise a number of special subsegments. These subsegments may be demographically driven, or defined simply by the sheer number of grandchildren one has. If there *is* any such thing as a typical grandparent, he or she has a median of five grandchildren/great grandchildren who are of different ages. One-fourth of mature grandparents have great grandchildren; just over one-fourth (26%) have step grandchildren/great grandchildren. Three-quarters have more than two grandchildren/great grandchildren. The most commonly reported ages of grandchildren are 3 or younger (58%), 4 to 7 (57%), and 8 to 12 (59%).

Income has less effect on basic behavioral patterns than do age, gender, and race. Given that half of mature grandparents are retired, incomes vary widely within the segment as a whole. Just over one-third have income under \$25,000 while 30% have incomes of at least \$50,000.

Two in five grandparents (39%) have grandchildren who live more than an hour's drive away and grandchildren who live within an hour's drive. One-third only have grandchildren nearby (within an hour's drive), but one-fourth only have grandchildren more than an hour's drive away. The latter tend to be older grandparents.

Eleven percent of mature grandparents are caregivers. That is, they say they are raising a grandchild (3%) or providing day-care to one on a regular basis (8%). A very small proportion of grandparents and grandchildren live in the same household without the caregiver relationship.

### Mean and Median Number of Grandchildren/Great Grandchildren by Age of Grandparent



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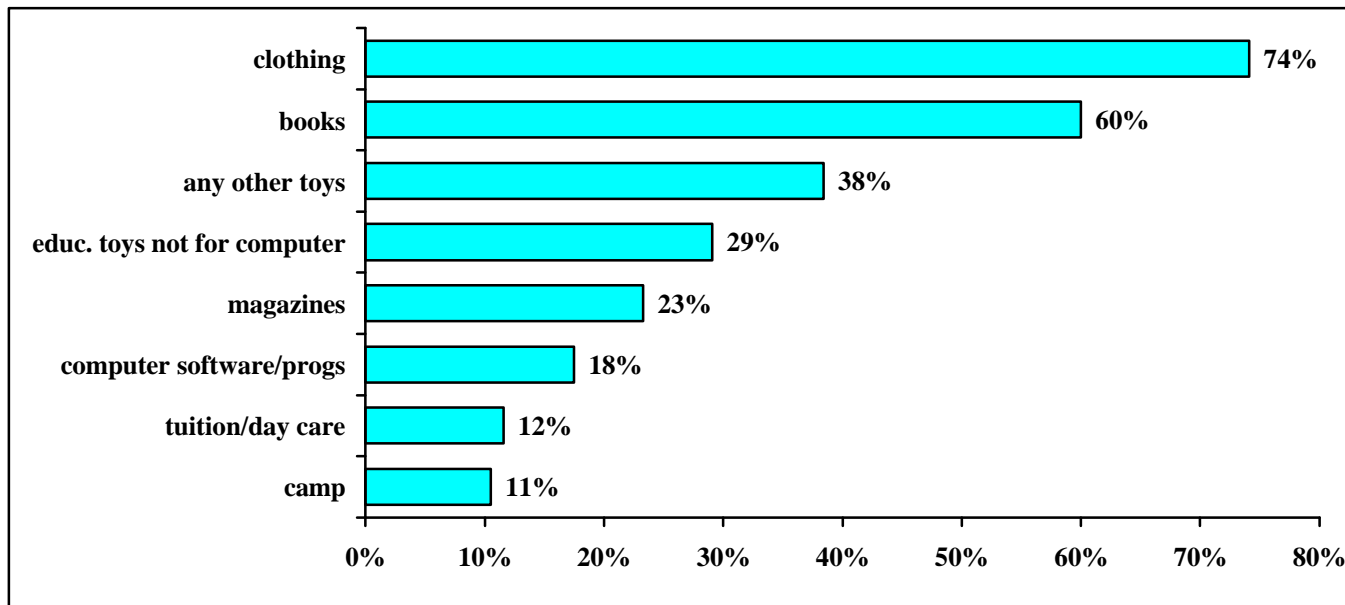
## HOW MUCH IS THAT DOGGIE IN THE WINDOW?

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Mature grandparents spend a median of \$489/year on gifts, clothes, outings, tuition, and so forth for their grandchildren. Naturally, income greatly affects this figure, with a median spending of \$239 among lower income grandparents (those earning less than \$25,000) and a median of \$840 for those with incomes of \$75,000 or more. More than half of mature grandparents say that, within the past 12 months, they purchased clothing (74%) or books (60%) for a grandchild. Substantial proportions bought them magazines or magazine subscriptions (23%) or computer software or computer programs (18%). Almost three in ten say they bought educational toys other than those for a computer. Likelihood of making all these purchases tends to increase with income.

### Items Purchased for Grandchildren Within the Past Twelve Months

(Base = 823)



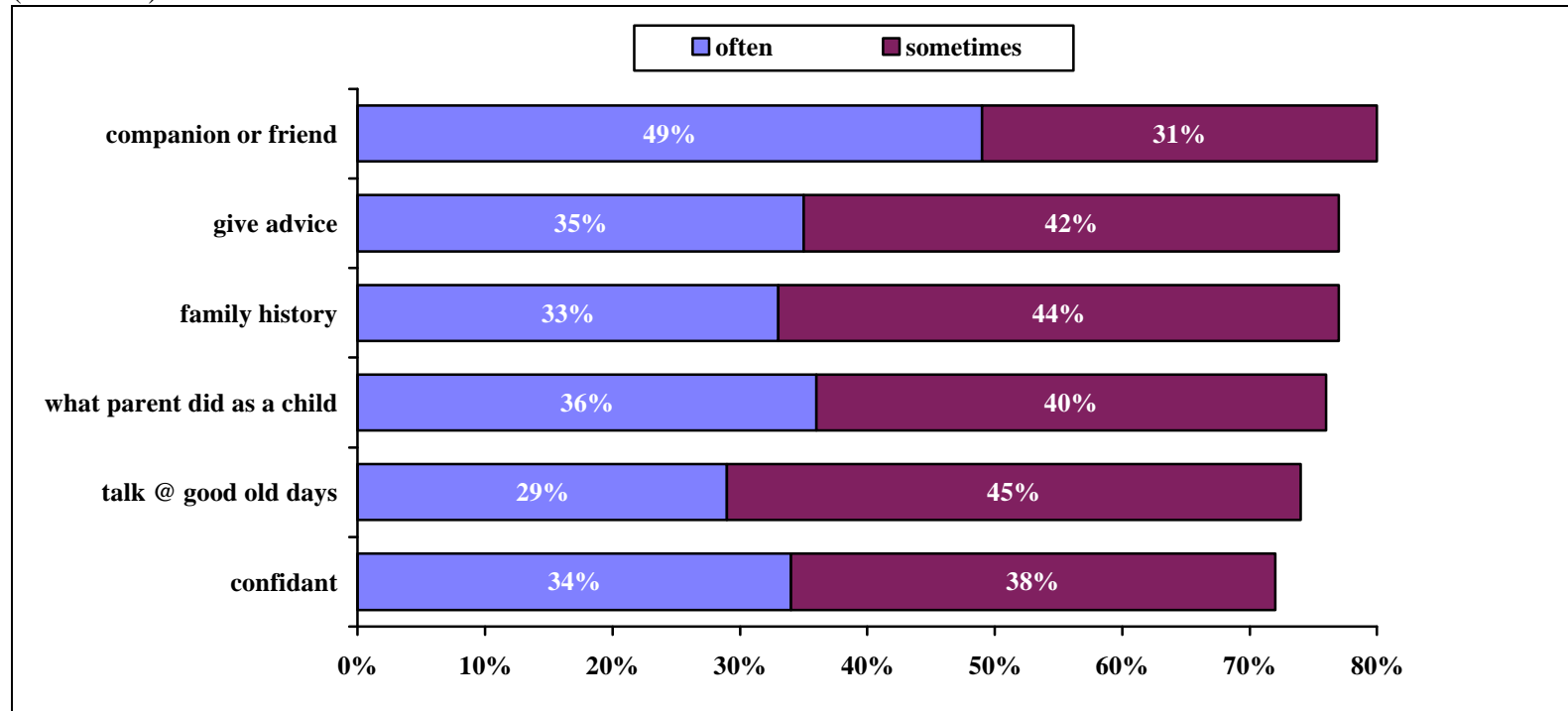


## I HEARD IT THROUGH THE GRAPEVINE – FORMS OF COMMUNICATION

There are different roles grandparents can play when interacting with their grandchild. One half of grandparents say they often are a companion/friend to their grandchildren and roughly 30% to 35% say they often play other roles such as being a confidant, talking about the good old days, telling the children what their parent did as a child, telling other aspects of the family history, or being an advisor. However, these roles are very much a function of gender, with grandmothers generally stating they play each role more often than do grandfathers. The one exception is the role of advisor. Gender does not play a role, but middle income and black grandparents are more apt than others to say they give advice to grandchildren.

### Frequency of Playing Various Roles as Grandparent

(Base=823)



More than four in ten mature grandparents who are not caregivers and do not have all their grandchildren living with them say that they see a grandchild at least weekly, and another 25% do so bi-weekly or monthly. This leaves 14% who see a grandchild quarterly and

16% less than quarterly. Grandparents who are age 75 and older see a grandchild less often, likely due to many of them having only grandchildren who live a distance away.

What about the telephone? Essentially, the people who see a grandchild more often also talk to them on the telephone more often. Overall, the numbers for frequency of talking on the telephone are very similar to those of seeing a child: 45% talk weekly or more and, at the opposite extreme, 10% do so less than quarterly. Taking these two forms of communication together, only about 12% might be defined as being less in touch in that they talk on the telephone monthly or less and see a grandchild quarterly or less.

Communication might also take place via e-mail or traditional mail/cards. Half say they sent or gave a greeting card to a grandchild in the past month, and three in ten sent a letter or postcard to a grandchild. Letters and postcards are more likely to have been sent by older grandparents. Grandmothers are the heavier senders of both letters/postcards and greeting cards.

Though we did not measure the use of e-mail to grandchildren in this survey, we did find that 22% of mature grandparents have used an online service provider, the Internet, or sent e-mail to someone in the past 12 months. This continues to be a function of age and gender, with the highest incidence among grandfathers 50 to 59 (47%). Many grandmothers are interested in learning how to send e-mail to grandchildren.

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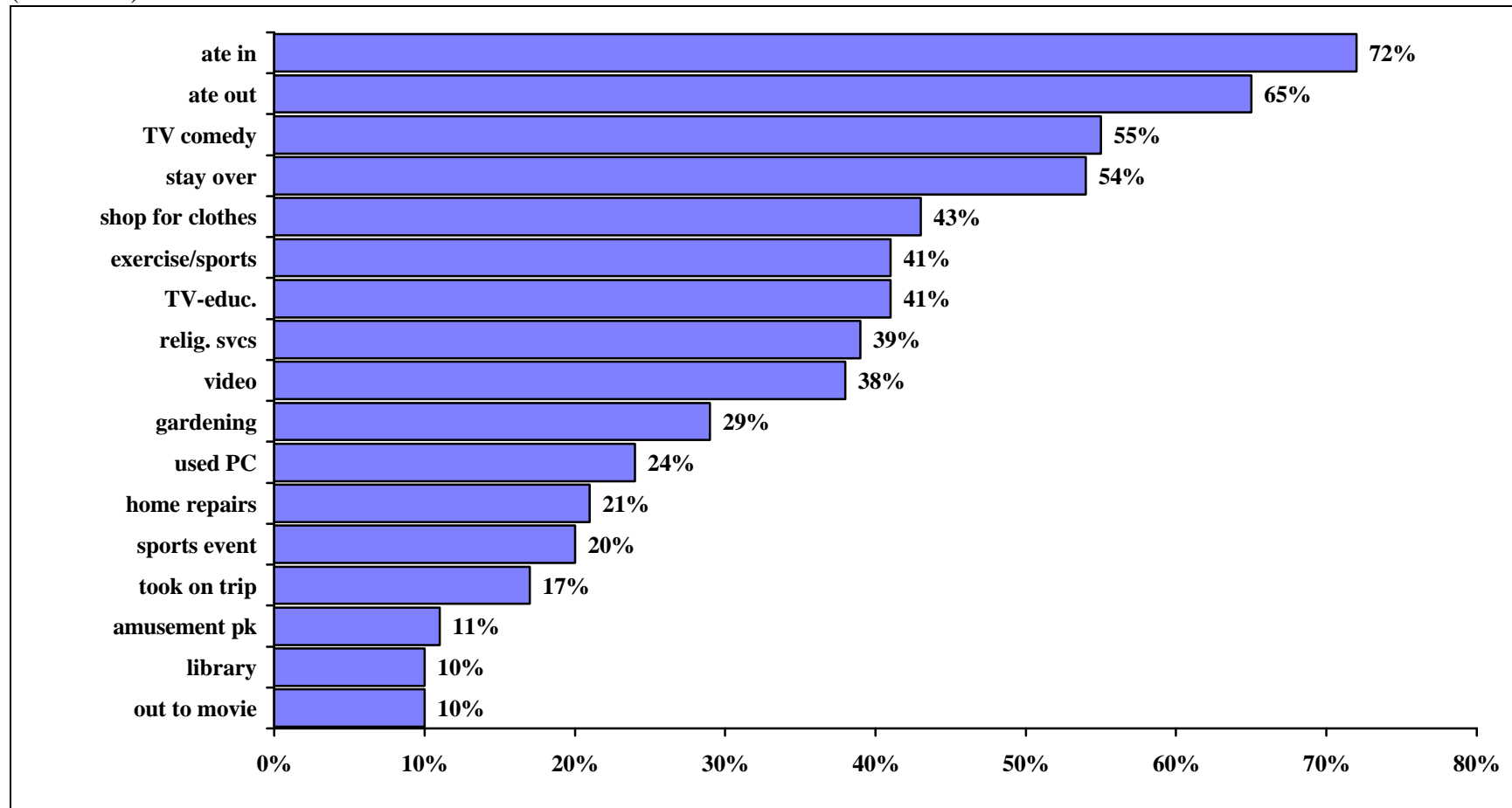
## **HERE, THERE, AND EVERYWHERE: ACTIVITIES ENGAGED IN WITH GRANDCHILDREN**

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We asked grandparents about 17 activities they might have engaged in with any grandchild in the past month. The most prevalent activity was eating together, either in (72%) or out (65%). In addition, roughly 40% to 50% say they watched a TV comedy with a grandchild, watched an educational TV show, had them stay overnight, shopped or browsed for clothes, engaged in exercise/sports, went to religious services, and/or rented a video. Although grandparents age 75 + are less likely than others to engage in a particular activity, the set of activities is the same regardless of age. That is, the most prevalent activities of 50 to 59 year old grandparents are the same ones that older grandparents engage in. Overall, grandmothers 50 to 59 engage in the greatest number of activities with grandchildren. A few activities are stereotypical: grandfathers are the more apt to engage in exercise/sports with a grandchild and grandmothers are the ones who take the child shopping for clothes.

## Activities Engaged in With Any Grandchild in Past Month

(Base=823)



Many grandparents indicate that certain activities they do with grandchildren are the children's idea: exercise/sports, renting videos, watching TV comedies, using a PC, and talking on the telephone. Grandparents seldom say that the activities they do with grandchildren are the parent's idea.

Mature grandparents are quite divided as to whether they even want the child's parents along: 27% say they prefer activities alone with the grandchild and a similar proportion – 35% -- say they prefer the parents be there, too. Regardless of age, grandfathers are much more likely than grandmothers to want the parents there. Thus, a significant proportion of grandparent and grandchild activities may actually involve three generations.

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## WISHFUL THINKING

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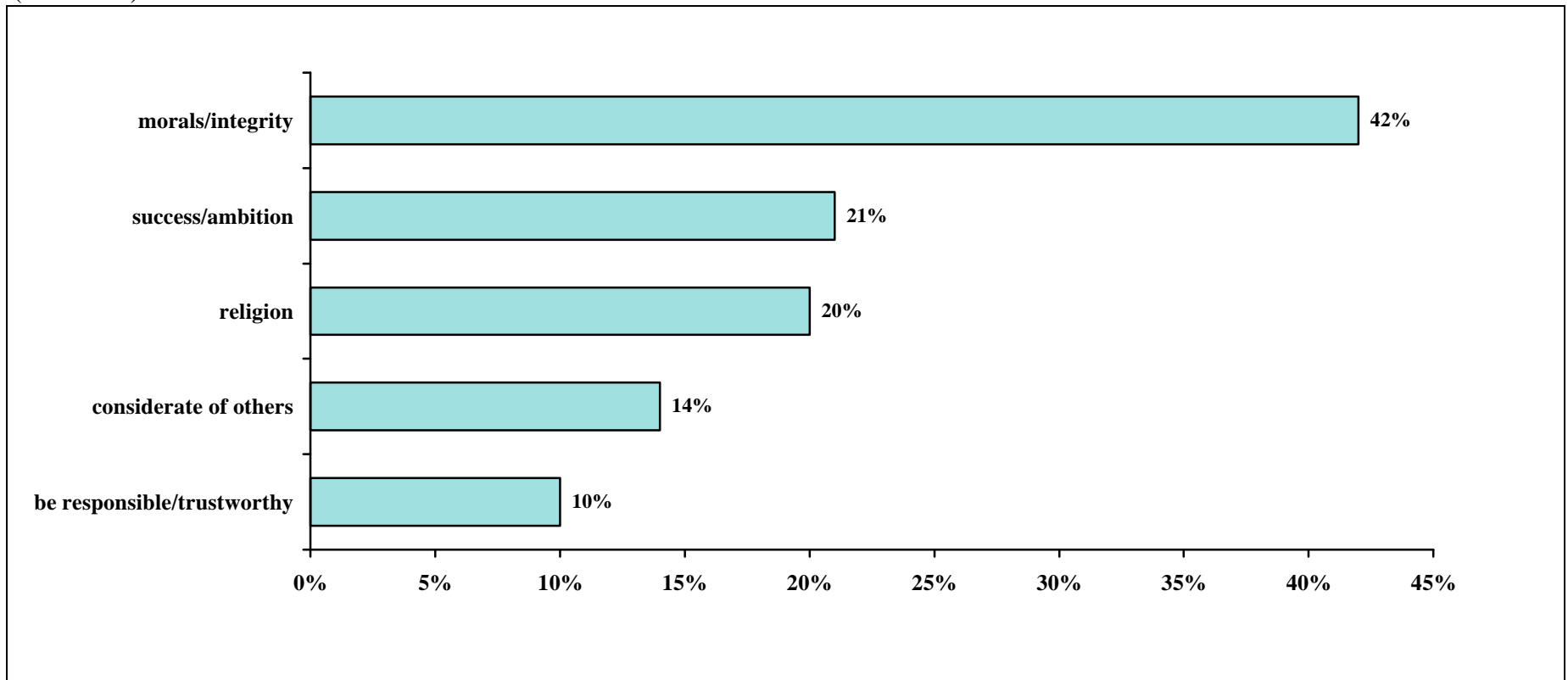
Regarding the other interactions grandparents have with grandchildren, we explored issues such as how important it is to teach a grandchild about one's own interests and how useful it would be to have objective "how-to" information on a variety of topics. A large proportion of grandparents feel it is important to their own personal satisfaction to teach a grandchild about a hobby, topic, or activity that they (the grandparents) are interested in. Almost half (47%) say this is very important, and this figure increases among black grandparents and middle-income ones.

We also asked grandparents to tell us, in an open-ended, free-response question, what are the most important values or ethics that they would like to pass on to their grandchildren. Responses differ by race: black grandparents most often cite answers having to do with success/ambition (35%), followed by morals/integrity (22%). This order is reversed among white grandparents: morals/integrity (44%) and success/ambition (20%). Other answers do not differ based on race and include: religion (20% of total), being considerate of others (14% of total), and being responsible/trustworthy (10%). Religious-oriented answers are more of a focus for middle-income grandparents than others.

A different aspect of interacting involves topics the grandparent might want help in learning more about, such as how to discuss sensitive topics with grandchildren, how to finance a grandchild's education, how to send e-mail, etc. Approximately 50% to 60% of mature grandparents say it would be very or somewhat useful to receive such information. Those topics that would be very useful include: safety tips for childproofing the home (34%), selecting age-appropriate books (32%), understanding teaching methods used in schools (33%), how to finance a child's education (29%), setting up savings or investments for a grandchild (27%), how to send e-mail to grandchildren (24%), or how to talk about sensitive topics (16%).

Grandparents age 75+ express less interest than others in any particular category, but the rank order of their interests is similar to that of younger grandparents. Black grandparents see more utility in all these topics than do white grandparents. Income has a limited impact: middle to upper income respondents express the most interest in information on sensitive topics, e-mail, and teaching methods.

**Most Important Value/Ethics to Pass On**  
(Base=823)



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**GETTING TO KNOW YOU: AN IN-DEPTH LOOK AT THE RELATIONSHIP WITH ONE GRANDCHILD**

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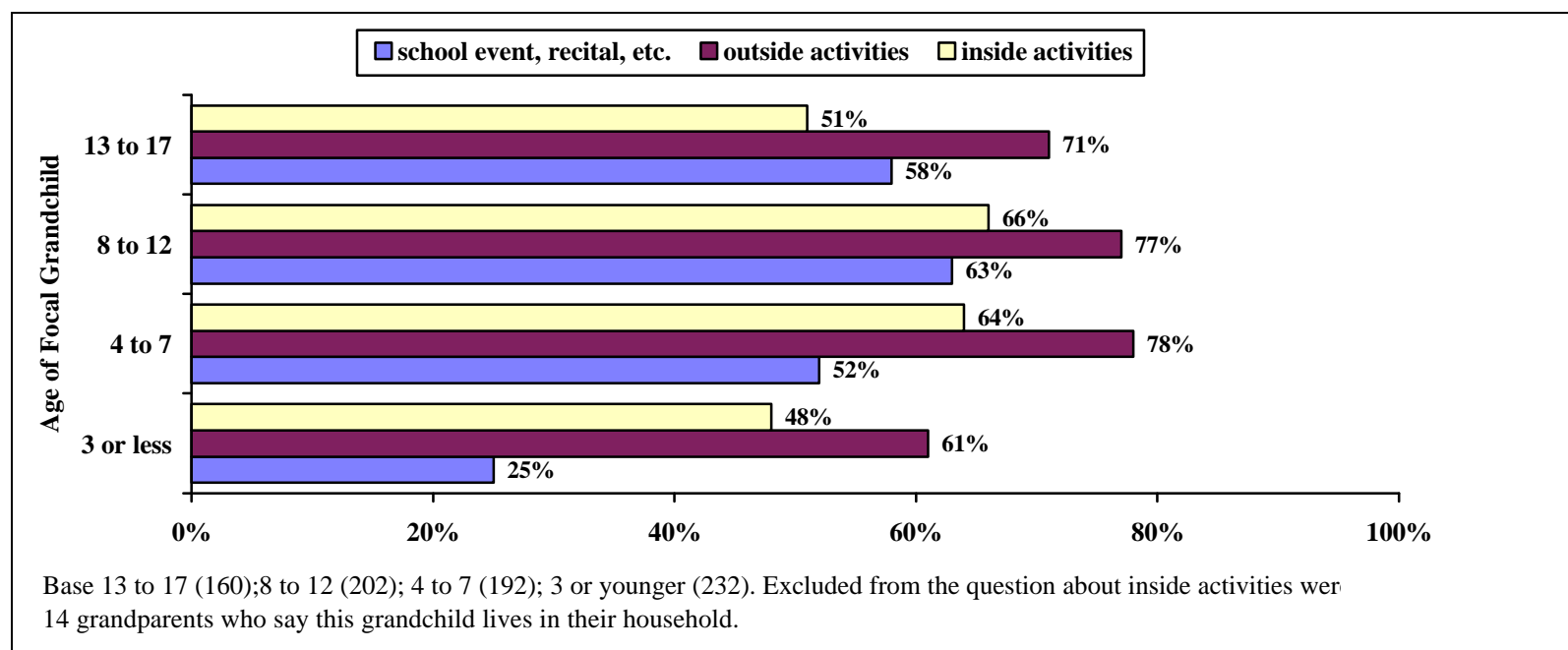
In order to determine how grandparents interact with children of different ages, we asked them some questions about one grandchild rather than about their grandchildren as a whole. The computer randomly selected the focal grandchild.

Grandparents clearly like to *think* of their relationships with grandchildren as being very positive. On a scale of 0 to 10 where 10 is excellent, they rate their relationship with a focal grandchild a mean of 8.7 and 81% rate it an eight or higher. These ratings do not vary with the age of the child. When asked how well they know this child, taking into account his/her favorite foods and colors, friends' names, hobbies, etc., ratings drop in that only 57% rate their knowledge as an eight or higher, but the mean still is 7.2. Ratings for teenage grandchildren are somewhat lower and ratings for a child 4 to 7 somewhat higher. Proximity comes into play, with ratings

being much higher when the child lives within 50 miles. Grandparents who say they know this child very well are three times as likely as those who know the child least to say they engaged in activities inside or outside the home in the past 12 months with this child. They are seven times as likely to have attended a school event, recital, play, or something of this sort that the child was involved in.

Grandparents with a grandchild under age 8 say they read to or with this child either frequently (31%) or sometimes (22%). This usually is more prevalent among grandmothers, with the exception of those who are age 75+. As a whole, the kinds of activities that grandparents say they most enjoy doing with the focal grandchild tend to be the kinds of things that they actually did with any grandchild within the past month: recreational sports or outdoor activities (33%), outings (26%), indoor or educational activities (18%). Recreational sports or outdoor activities is a top mention for each age of grandchild.

### Percentage of Grandparents Who Participated in These Activities Within Past 12 Months With Focal Grandchild of Various Ages



Many grandparents say it is very easy to come up with activities for the focal grandchild (43%), regardless of the child's age. Black grandparents are particularly apt to say this is very easy, as are those with incomes of \$25,000 or more. In thinking of activities, grandparents indicate that the most important thing is that the grandchild appreciate it as coming from the grandparent. The survey

reveals that grandparents more often look for activities the child is already familiar with than something that is new. Also, an activity that is exciting wins out over one that is culturally enriching. Black grandparents are much more prone than white ones to often take into account that the activity be educational (57% vs. 43%), culturally enriching (51% vs. 33%), or something new that the child has not experienced before (45% vs. 27%).

According to grandparents, the amount of time they spend with the focal grandchild is affected more by the grandparent's own set of activities than by the child's activities. Relatively few say that their health has a big impact or that the money it costs to do things has a big impact. Grandparents age 75+ do not cite health obstacles any more than do younger grandparents.

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## CAREGIVER GRANDPARENTS

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As noted earlier, 11% of mature grandparents are caregivers for their grandchildren, either because they are raising them (3%) or providing regular childcare for them (8%). These caregivers are more likely than other grandparents to be African American (13% vs. 6% for non-caregivers) and to be age 50 to 59 (33% vs. 26% for non-caregivers).

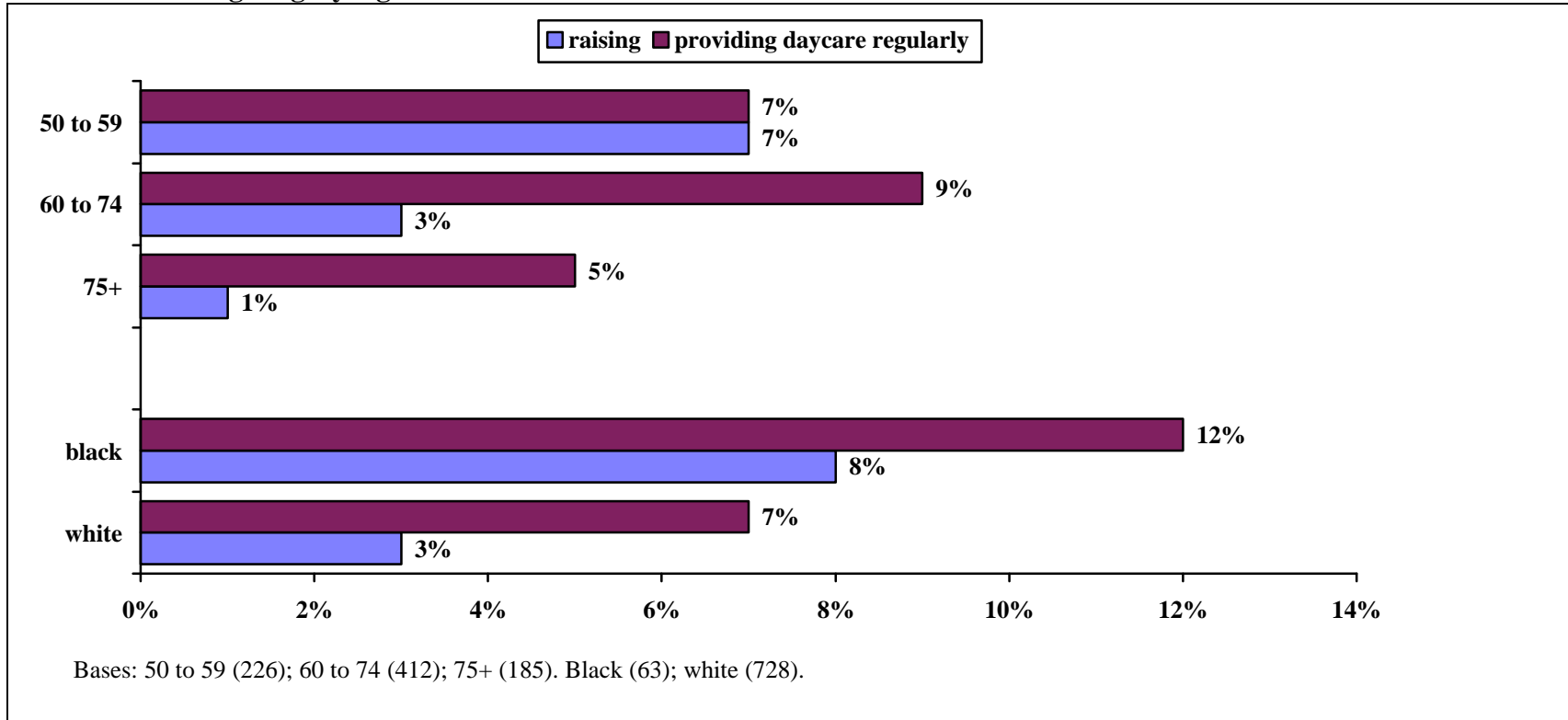
The number of caregivers actually raising their grandchildren interviewed is small, and findings based on that subgroup should be interpreted as suggestive rather than definitive. With that caution in mind, there are a few key difference between grandparents raising their grandchildren and those providing regular daycare. Grandparents raising their grandchildren are younger (53% vs. 25% of those providing daycare are age 50 to 59), more likely to be employed (40% vs. 22% of those providing daycare), and less likely to characterize their health as good or excellent (47% vs. 71%). Grandparents who provide daycare are more likely to have incomes of \$25,000 or less (44% vs. 22% among those raising their grandchildren).

If one phrase could be used to describe the differences between the behaviors and opinions of caregivers and non-caregivers, it would be “caregivers spend more, do more, and are interested in more.”

- Caregivers spend more on their grandchildren each year than do non-caregivers (median of \$688 vs. \$469).
- They are more likely than non-caregivers to have made almost every type of purchase tested.
- Caregivers are more likely to play the roles of friend (68%), advisor (57%), and confidant (52%) than are non-caregiving grandparents.
- They are also more likely to engage in virtually every activity examined in the survey. It is interesting to note that the relative ranking of activity popularity is the same for caregiver and non-caregiver grandparents. Eating and TV are the most frequently mentioned activities for both groups.
- Grandparents providing care for their grandchildren are more interested in information on teaching methods, selecting age-appropriate books, financing a grandchild's education, and discussing sensitive topics than are other grandparents.

Caregivers and non-caregiving grandparents differ somewhat in the values they would like to pass on to their grandchildren. Although both groups mention morals or integrity most frequently, caregivers are far more likely to want to pass on their religious beliefs (30%) than non-caregivers (19%).

### Incidence of Caregiving By Age and Race





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## COMMENTARY

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Most grandparents *regularly* interact with their grandchildren. More than eight in ten have talked to a grandchild on the telephone or have seen a grandchild in person in the past month. Seven in ten have purchased a gift for a grandchild in the last month and a similar number have had a grandchild to their home to eat a meal. Even among the quarter of grandparents whose grandchildren live at least an hour away, seven in ten have talked on the phone, six in ten have purchased a gift, and half have sent a card to a grandchild in the past month.

The survey identifies a range of activities that grandparents are likely to do with their grandchildren. Grandparents are especially likely to initiate eating out or at home, shopping for clothing, and watching educational TV. Other common activities, such as watching a comedy on TV or exercise, are more frequently initiated by grandchildren. Grandparents and grandchildren both initiate telephone calls. The generations clearly have some give and take in their relationships, each bringing their own ideas of fun to the table when they spend time together.

Grandparents spend a median of \$489 a year on their grandchildren. Over half have purchased books and clothing.

In summary, the study found grandparents who are involved with their grandchildren. They stay in touch, spend time with their grandchildren, give them gifts, and when asked about a single “focal” grandchild, feel they have a good relationship with that grandchild and know him or her well. Grandparents play a variety of roles with their grandchildren, but the most common is just being a friend. Their relationships with grandchildren appear to be rich in a variety of ways.



## **BACKGROUND AND OBJECTIVES**

Much of the published research on grandparents focuses on grandparents' demographic characteristics (Szinovacz, 1998) or on particular subgroups of grandparents such as grandparent caregivers (Chalfie, 1994; Fuller-Thomas, Minkler, and Driver, 1997). These studies provide an important foundation for understanding grandparenting, and for exploring the experiences of and policy issues unique to grandparent caregivers. However, AARP also feels it is important to paint a broad picture of grandparenting, one which includes the “fun” aspects of the grandparent experience.

The AARP Grandparenting Survey includes a broad segment of grandparents: all grandparents who are age 50+. It includes a special oversample of caregivers, both regular baby-sitters and surrogate parents, so that they can be studied, too. The study seeks to determine:

- the types of hobbies and activities that grandparents engage in with their grandchildren, and the extent to which the grandchild's parents participate
- the extent to which grandparents spend money on their grandchildren, and the kinds of purchases they have made in the past year
- the forms and frequency of communications between grandparents and grandchildren
- the different roles that grandparents may play – such as confidant, keeper of family history, companion
- the values grandparents want to pass on
- topics and issues that grandparents might be interested in receiving information about so that they can better discuss them with their grandchildren, or interact more positively with them in other ways (e.g., learning to use e-mail)
- factors that impact the relationship
- the differences between caregiver grandparents and other mature grandparents.

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## METHODOLOGY

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The study was conducted by telephone and was executed and tabulated by ICR Survey Research Group. The study sample includes 823 grandparents age 50 or older (*referred to in this report as mature grandparents*). The respondents include a core sample of 738 grandparents age 50+ who were identified through random digit dialing (RDD), and a special, supplemental sample of 85 caregivers who are raising a grandchild or providing daycare on a regular basis. The oversample of caregivers was added to the caregivers whom we found by chance within the core sample, resulting in a total of 152 caregivers. In order to efficiently screen the oversample, ICR recontacted people age 50+ who had participated in previous ICR omnibus studies. Caregivers from the special sample and core sample have virtually the same demographic composition; therefore, we have combined the two caregiver samples and weighted<sup>1</sup> the data to accurately represent the total mature grandparent population.

The sampling error for the total sample is  $\pm 3.5\%$  at the 95% confidence interval. This means that in 95 out of 100 samples of this size, the results obtained in the sample would fall within a range of  $\pm 3.5$  percentage points of what would have been obtained if every grandparent age 50 and older had been surveyed. The sampling error for the subsample of grandparent caregivers is  $\pm 8\%$ .

Interviews took place between Sept. 28 and Oct. 25, 1998, and averaged 25 minutes.

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## ABOUT THIS REPORT

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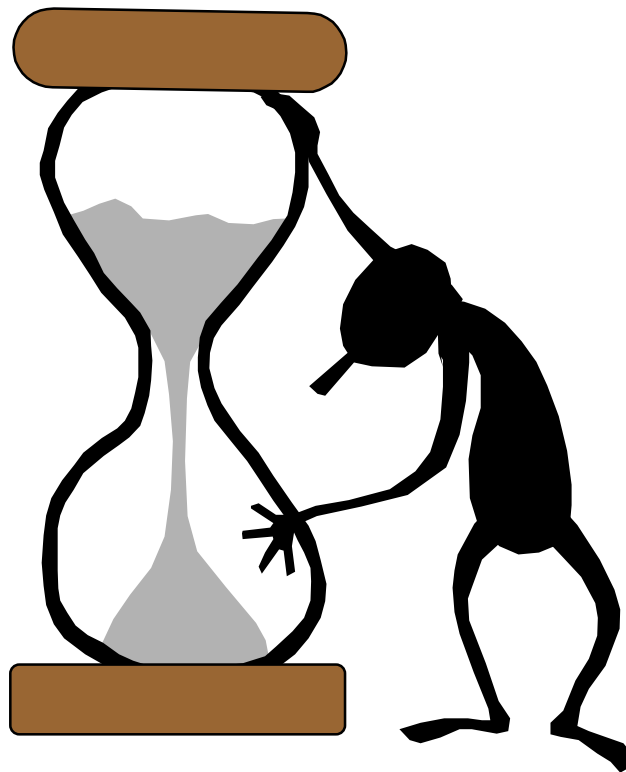
All differences noted in this report are statistically significant at the 95% level of confidence. Thus, 95 times out of 100, differences reported represent true differences between groups, not chance occurrences. Differences between subsegments with a small number of survey respondents are only reported if those differences are extremely large and statistically significant. Even so, caution is needed when examining results based on a small sample because the sampling error for these small groups is large.

The Appendix contains a grid which shows whether various issues covered in this study are affected by grandparent's age, gender, or both. Following this is an annotated copy of the questionnaire.

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<sup>1</sup>That is to say, although we interviewed 152 caregivers to provide a more accurate picture of that subgroup's experience, the total grandparent data in this report was weighted to insure that caregiving grandparents were included in their proper proportion within the 50+ grandparent population.

**CHAPTER I**  
**AS TIMES GOES BY -- DEFINING THE GENERATIONS**



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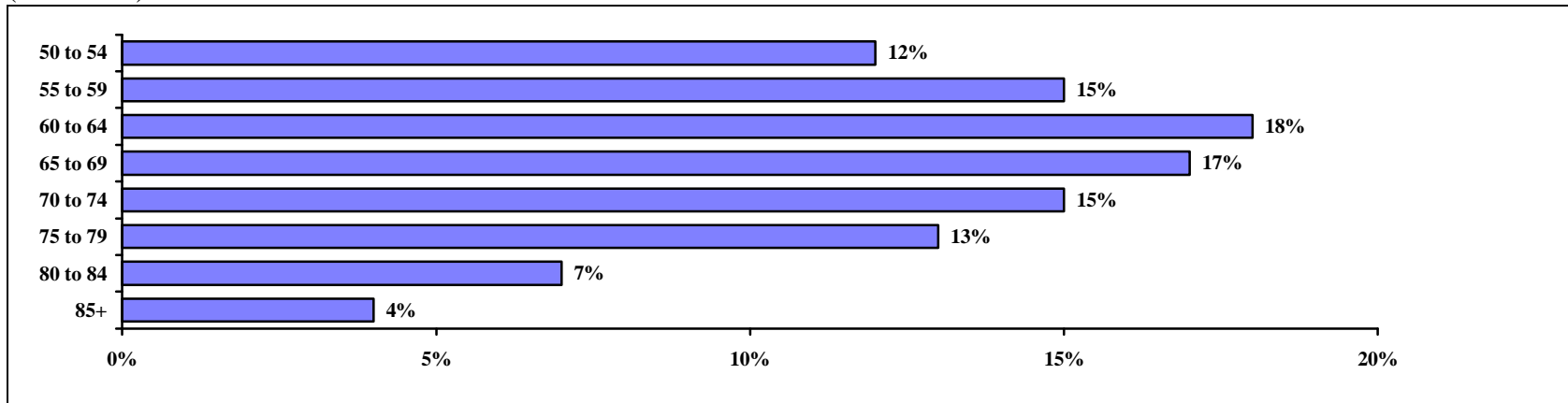
## LIFE STAGE

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Almost three in ten mature grandparents participating in this study are under age 60, just over one-third are 60 to 69, and a similar proportion are 70 and older. Just over half are retired.

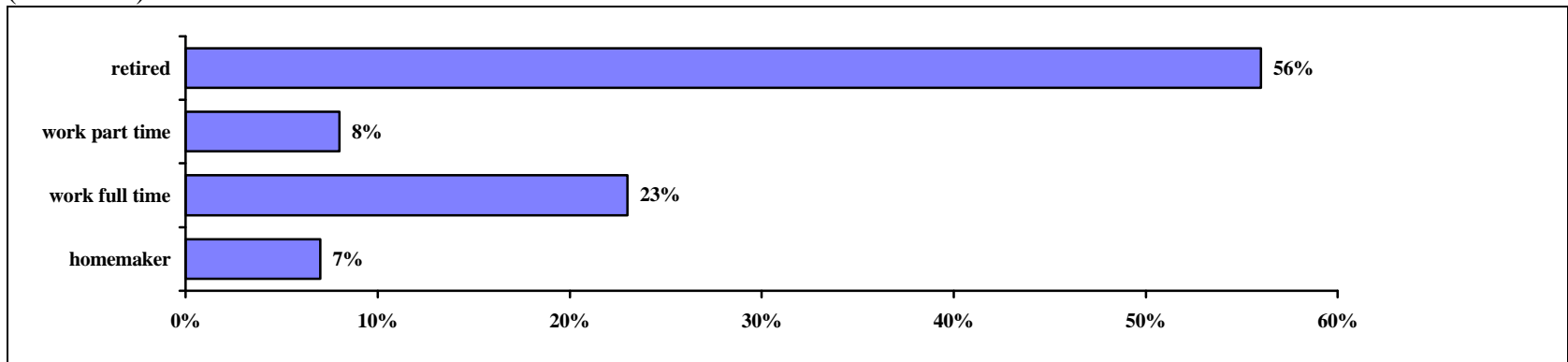
### Exhibit I-1: Age Distribution of Mature Grandparents

(Base=823)



### Exhibit I-2: Employment Status

(Base=823)



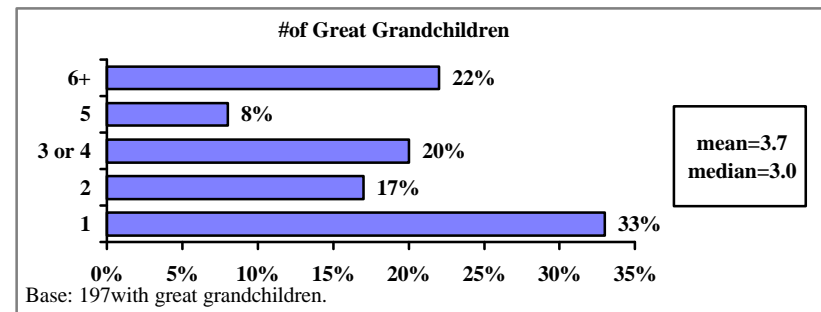
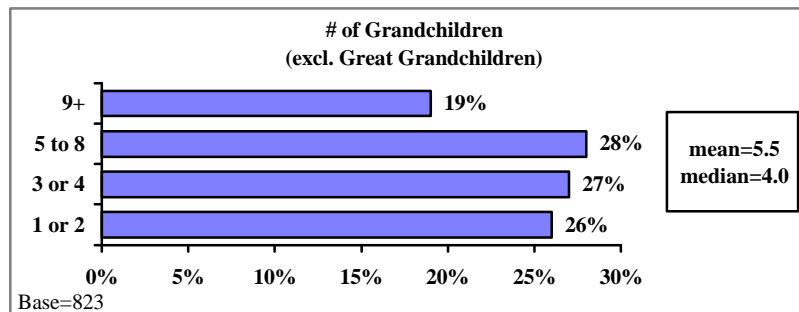
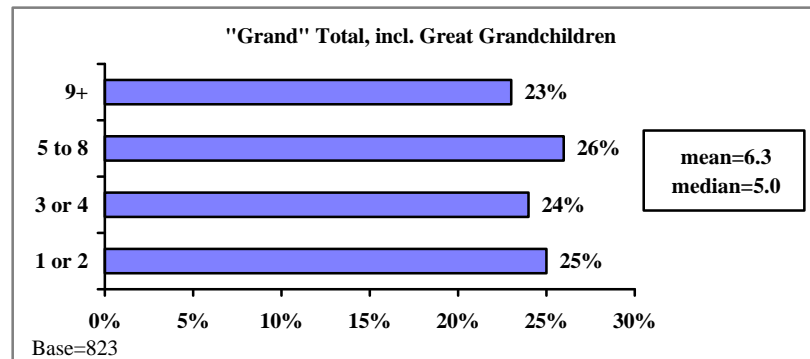
## NUMBER OF GRANDCHILDREN AND GREAT GRANDCHILDREN

The mature grandparent segment is quite diverse regarding the number of grandchildren or great grandchildren they have. Half of mature grandparents have four or more grandchildren.

One-fourth (24%) of mature grandparents also have *great* grandchildren. This incidence increases from 5% of grandparents age 50 to 59, to 24% of those age 60 to 74, to 46% of those 75+. We summed the number of grandchildren and great grandchildren, finding that mature grandparents have a median of five.

*Note: respondents with great grandchildren were told that, on subsequent questions, they should think of the word “grandchildren” including great grandchildren. Therefore, throughout the rest of this report unless specifically noted, we have done the same.*

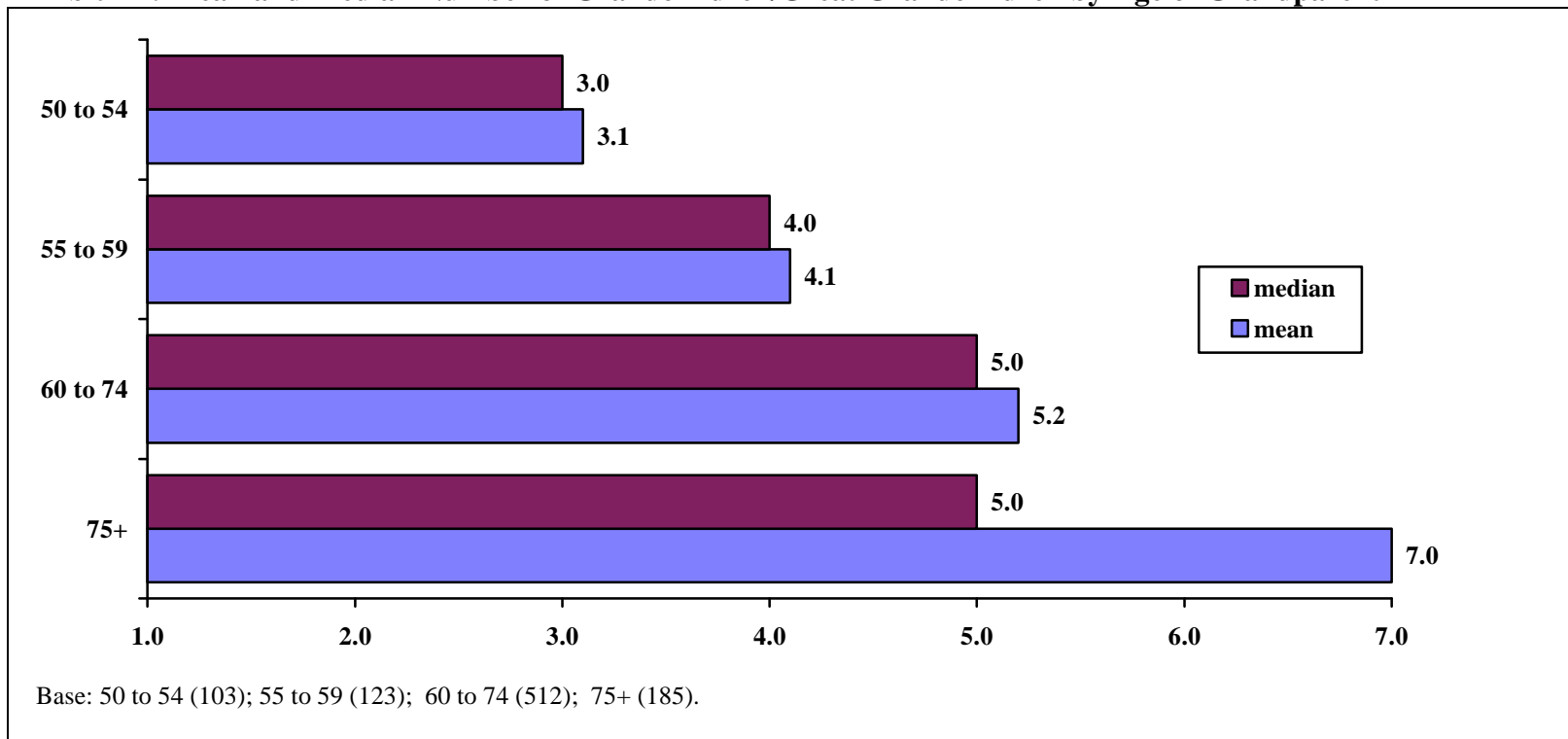
### Exhibit I-3: Number of Grandchildren and Great Grandchildren



Who has the greatest number of grandchildren/great grandchildren?

- Naturally, age has the single biggest impact on the number of grandchildren/great grandchildren. Grandparents age 75 and older have, on average, more than twice as many as those age 50 to 54 (see Exhibit I-4).

**Exhibit I-4: Mean and Median Number of Grandchildren/Great Grandchildren by Age of Grandparent**

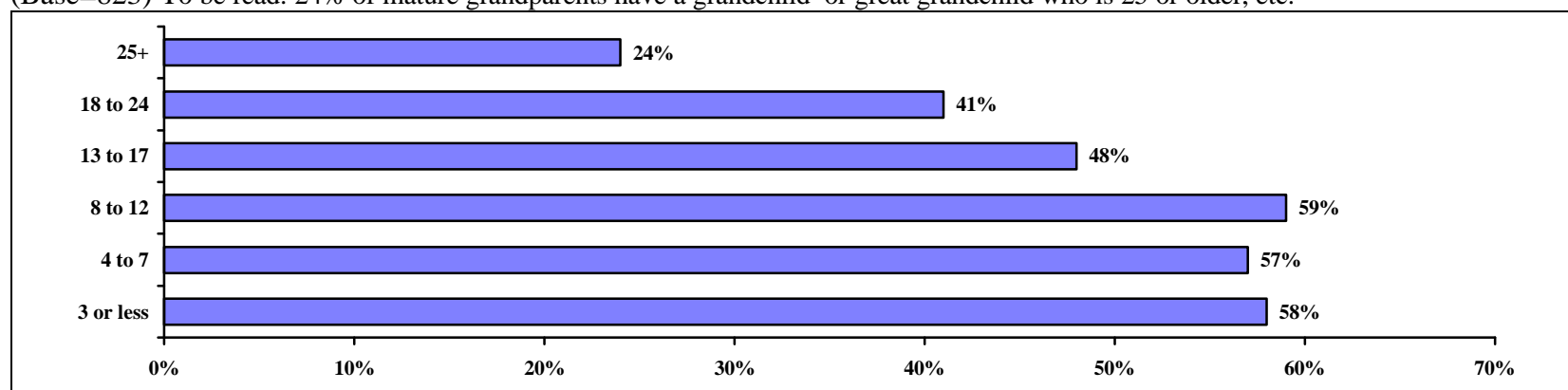


## AGES OF GRANDCHILDREN/GREAT GRANDCHILDREN

A recent article in *The Gerontologist* notes that “the interval between the births of the first and last grandchild is quite long; on average it is a decade and close to 15 years for blacks” (Szinovacz, 1998). This span clearly is reflected in the diverse ages of these third and fourth generations. As exhibit I-5 shows, mature grandparents have grandchildren or great grandchildren ranging in age from infancy through adulthood. The largest proportions of grandparents report having a grandchild aged 3 or less, 4 to 7, and/or 8 to 12.

### Exhibit I-5: Ages of Grandchildren/Great Grandchildren

(Base=823) To be read: 24% of mature grandparents have a grandchild or great grandchild who is 25 or older, etc.



	Age of Grandparent:			
	50 to 54 (n=103)	55 to 59 (n=123)	60 to 74 (n=412)	75+ (n=185)
<b>Age of grandchild or great grandchild</b>	(%)	(%)	(%)	(%)
3 or less	75	66	55	50
4 to 7	63	68	58	47
8 to 12	41	62	65	51
13 to 17	19	38	55	52
18 to 24	7	18	47	60
25+	1	1	23	52



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## “NONTRADITIONAL” RELATIONSHIPS

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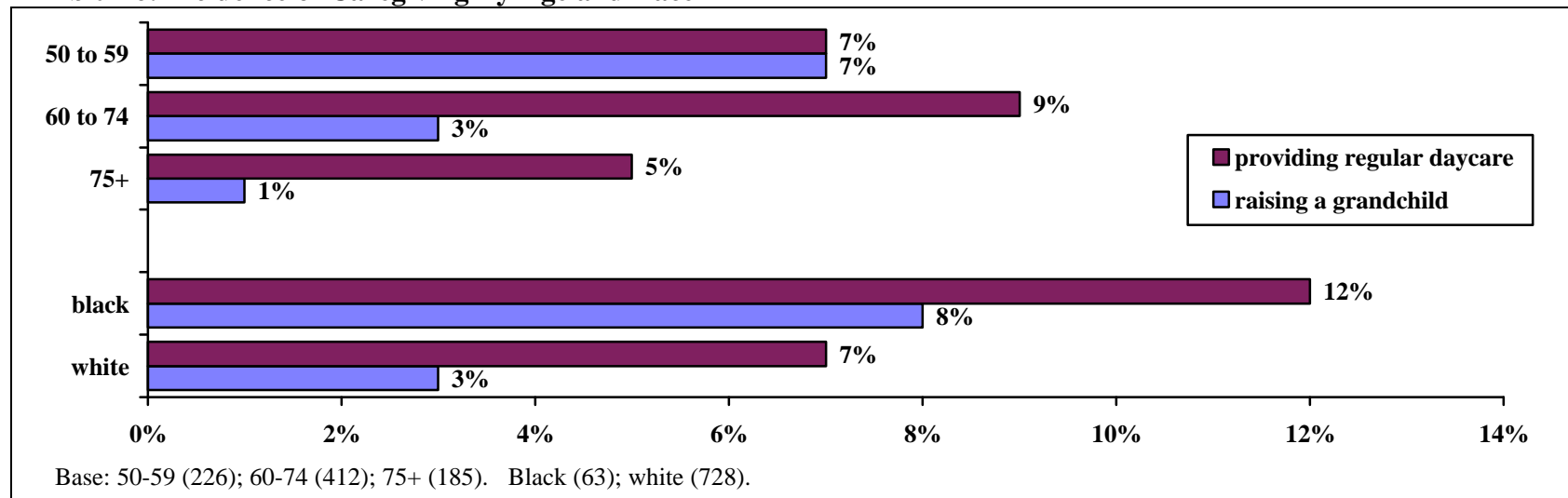
This study measured two nontraditional aspects of grandparenting: step-grandparenting and regular caregiving. Caregiving was defined as raising a grandchild or providing daycare for one on a regular basis.

**Step-Grandchildren:** Just over one-fourth of mature grandparents (26%) say they have a step-grandchild.

**Caregivers:** Eleven percent of mature grandparents say they are caregivers, including 3% who say they are raising a grandchild and another 8% who say they “provide day-care on a regular basis.” (Only two respondents report doing both.) Differences between those raising the child and those who provide daycare regularly are explored in more detail in a later chapter. Here, it is useful to note the incidences.

- Younger grandparents are as apt to be raising a grandchild as they are to be providing regular daycare. Conversely, older grandparents are more likely to be providing regular daycare than to be raising a grandchild. (see Exhibit I-6).
- The incidences of caregiving (either raising a grandchild or providing regular daycare) are twice as high among black mature grandparents as among white ones (see Exhibit I-6).

**Exhibit I-6: Incidence of Caregiving By Age and Race**



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## LIVING ARRANGEMENTS

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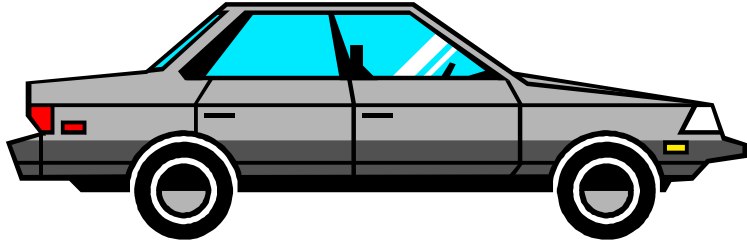


The incidence of grandchildren living in the same household as grandparents has increased during some decades and decreased during others. These patterns also have varied based on race and family structure. In this AARP survey, 7% of mature grandparents say that they currently live in the same household as at least one of their grandchildren. However, current measurements may under-represent lifetime exposure to such arrangements. Data from the National Survey of Families and Households (NSFH) shows that “well over one quarter of the NSFH respondents experienced co-residence with grandparents sometime during their childhood or adolescence” (Szinovacz, 1998).

Since there are only 84 co-resident households in the sample, some care should be taken in using the following information:

- About six in ten of these co-resident grandparents are caregivers: 26% provide regular daycare for a grandchild and another 38% say they are raising a child. Four in ten co-resident grandparent households are not performing either role.
- Eleven percent say that both of the child’s parents live with them and another 40% say one of the parents lives there (typically, the mother).
- For the most part, what is known as downward extension exists; that is, the grandchild and his/her parents live in the mature grandparent’s home (82%).
- Four in ten co-resident grandparents say that more than one grandchild/great grandchild lives there (42%).

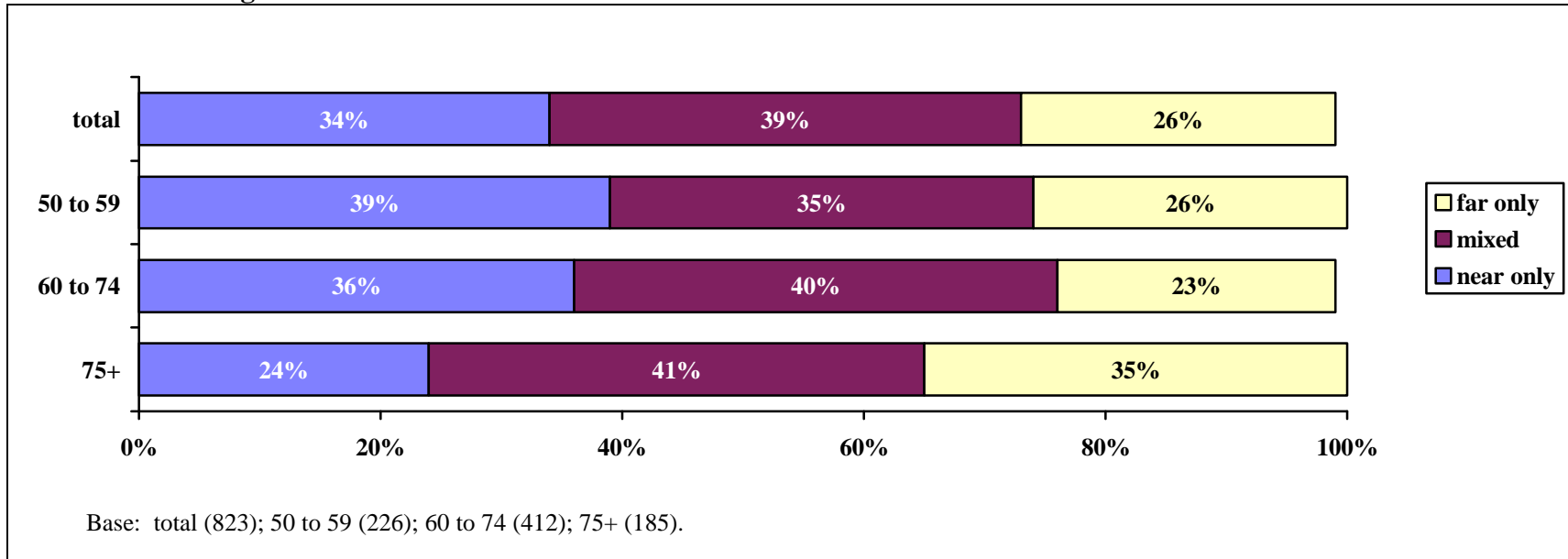
## PROXIMITY



Because mature grandparents have a median of five grandchildren/great grandchildren, it is not surprising that many of them have at least one grandchild who lives more than an hour's drive and at least one who lives closer (39%). Conversely, one-third only have grandchildren nearby (defined as within an hour's drive) and one-fourth only have grandchildren who live more than an hour's drive away.

- Older grandparents are least likely to have grandchildren only nearby, presumably because they have more grandchildren/great grandchildren than others.

**Exhibit I-7: Driving Distance of Grandchildren**

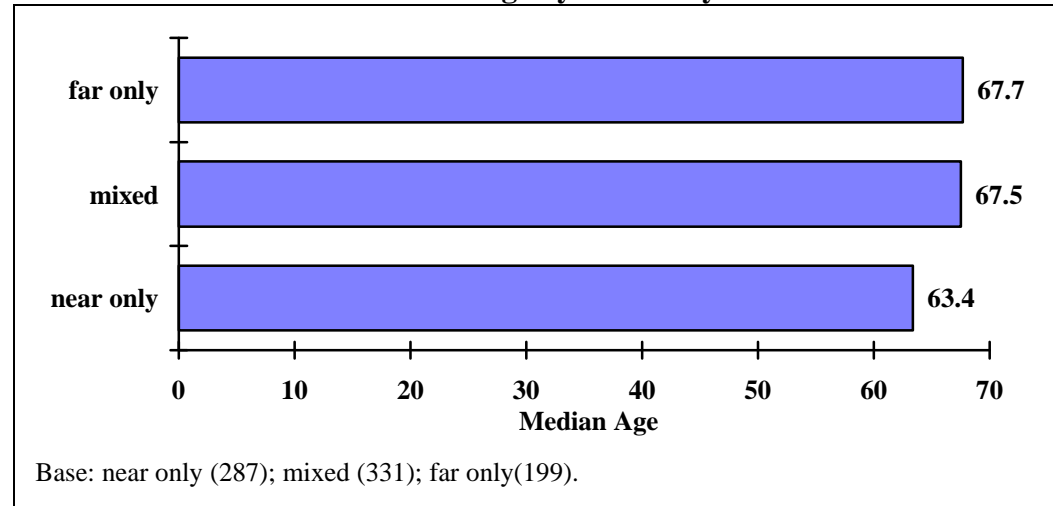


Grandparents who only have grandchildren nearby are, on average, five years younger than others and they are less likely to be retired.

Grandparents who only have grandchildren far from them have slightly higher educational levels and income levels than do the mixed segment (those with grandchildren near and far).

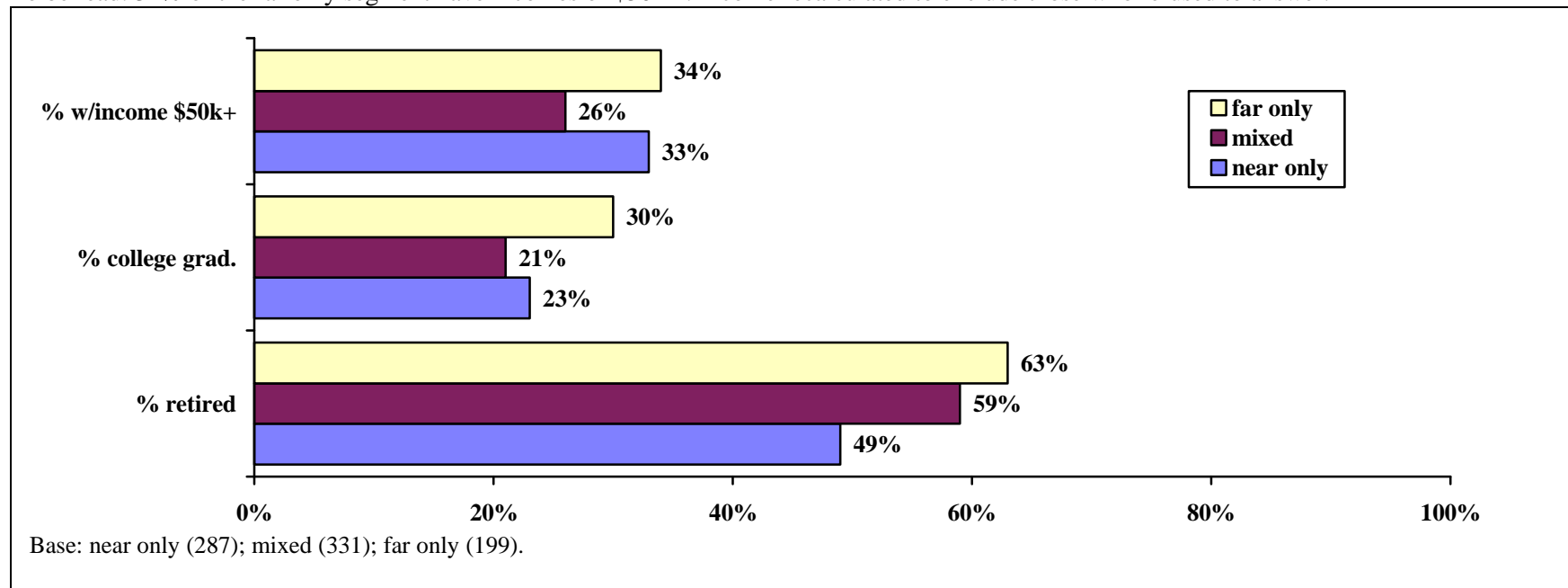
- Marital status, race and ethnicity, self-reported health, and the incidence of caregivers do not vary among these three segments.

**Exhibit I-8: Median Age by Proximity**



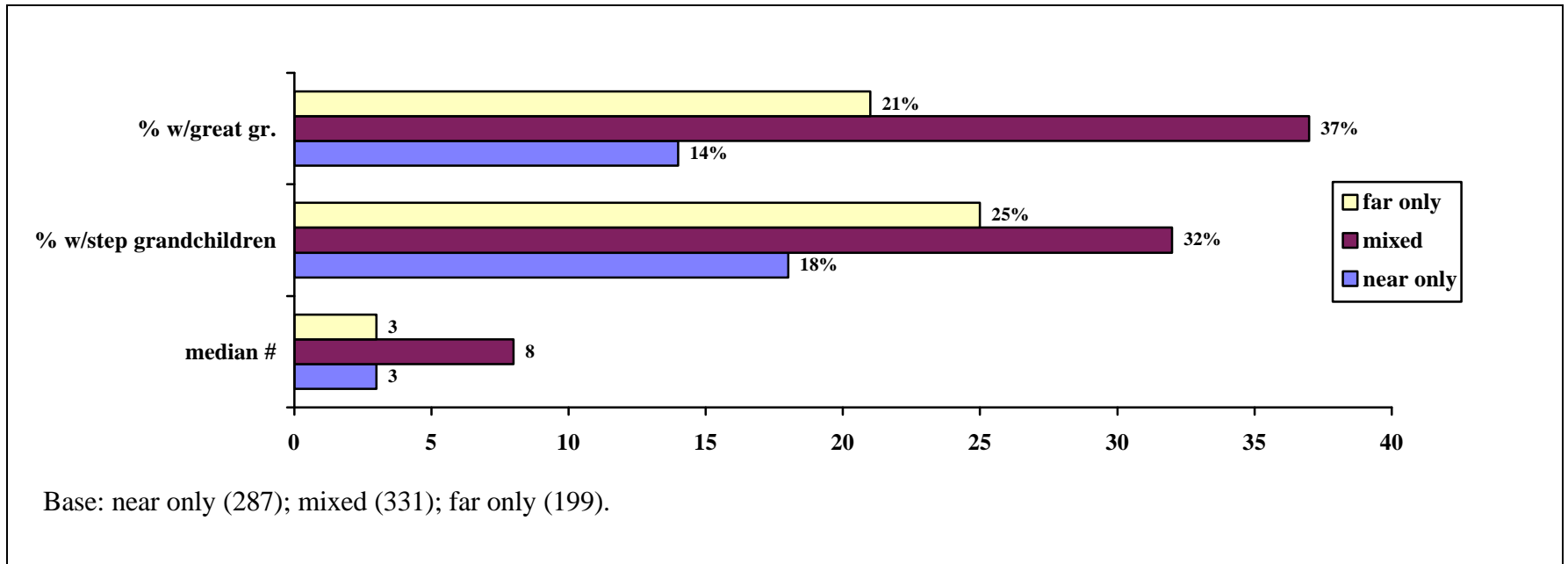
**Exhibit I-9: Demographic Differences by Proximity**

To be read: 34% of the far only segment have incomes of \$50K+. Income recalculated to exclude those who refused to answer.



One of the biggest differences between the proximity-based segments, and presumably the reason for some of the other variation that exists, is that the mixed segment has the most grandchildren/great grandchildren. Not surprisingly, they also are the most likely to have step-grandchildren and great grandchildren.

**Exhibit I-10: Number of Grandchildren/Great Grandchildren**



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## OTHER DEMOGRAPHICS

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**Marital Status:** Almost two-thirds of mature grandparents in this study currently are married: 47% to their first spouse and 17% to a subsequent spouse.

Other demographics are shown below.

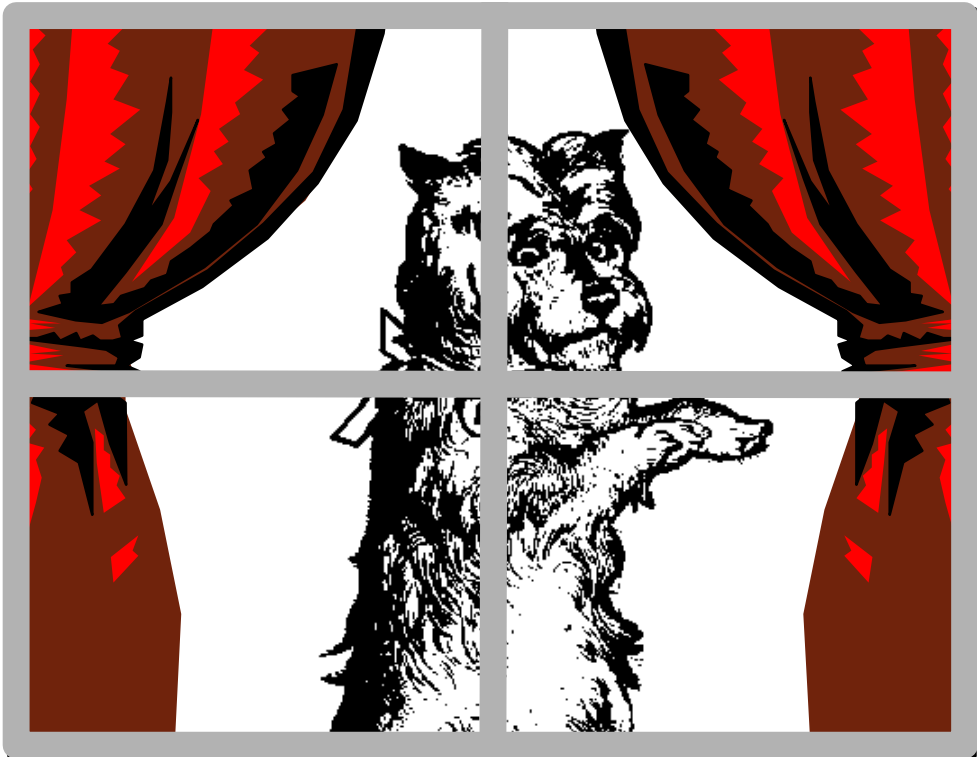
### Exhibit I-11: Other Demographics of Mature Grandparents

(Base=823)

		<b>Grandparents 50+</b> (%)
<b>Marital Status</b>	Currently married	64
	Widowed, divorced, separated	35
	Never married	1
<b>Race</b>	White	89
	Black or African American	7
	Asian	1
	American Indian or Alaska native	1
	Of Hispanic or Latino Origin	2
<b>Education</b>	High school graduate or less	52
	Technical school/some college	24
	College graduate	17
	Post graduate work or degree	7
<b>Household Income *</b>	Under \$15K	16
	\$15K-<\$25K	20
	\$25K-<\$50K	35
	\$50K-<\$75K	16
	\$75K+	14
<b>Have children 18 or younger</b>		5

\*re-computed to exclude those who refused to answer

**CHAPTER II:  
HOW MUCH IS THAT DOGGIE IN THE WINDOW?**



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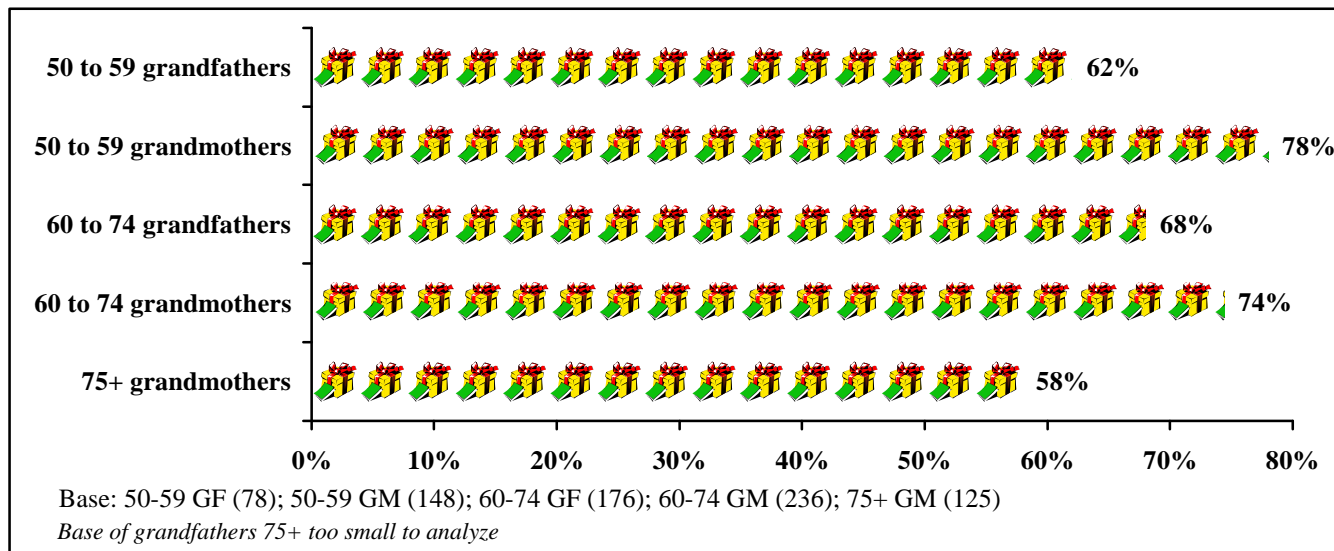
## INCIDENCE OF PURCHASING GIFT IN PAST MONTH

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We asked grandparents whether they have purchased a gift for a grandchild within the past month. Seven in ten grandparents report that they have done so.

Grandmothers under age 75 are the most likely to have purchased a gift for a grandchild within the past month. Four in five grandmothers age 50 to 59 and three quarters of those age 60 to 74 have done so. Exhibit II-1 shows the differences among grandparents by gender and age.

**Exhibit II-1 Gifts Purchased Within Past Month Based on Age/Gender**

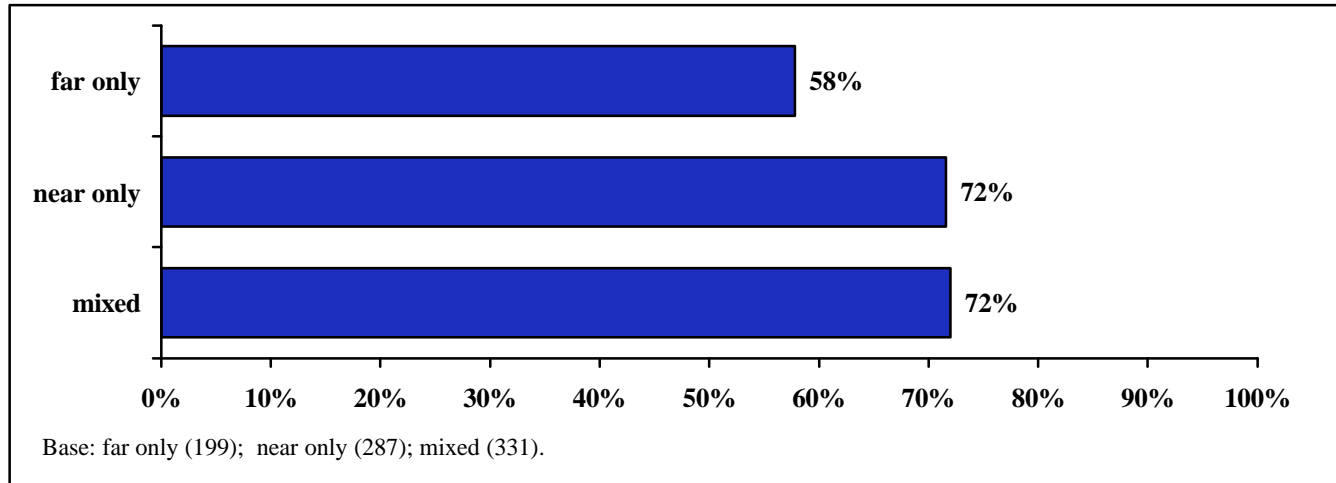


- Middle income (\$25,000 to less than \$50,000) and upper income (\$50,000+) grandparents are more likely than lower income (less than \$25,000) grandparents to have purchased a gift within the past month for a grandchild (73% middle and 74% upper vs. 60% lower).
- White grandparents (69%) were more likely than black grandparents (53%) to have purchased a gift within the past month.



One quarter of the grandparents surveyed have only grandchildren that live more than an hour away. These grandparents are less likely to have purchased a gift for any of their grandchildren within the past month.

**Exhibit II-2 Gifts Purchased in the Past Month by Proximity to Grandchildren**

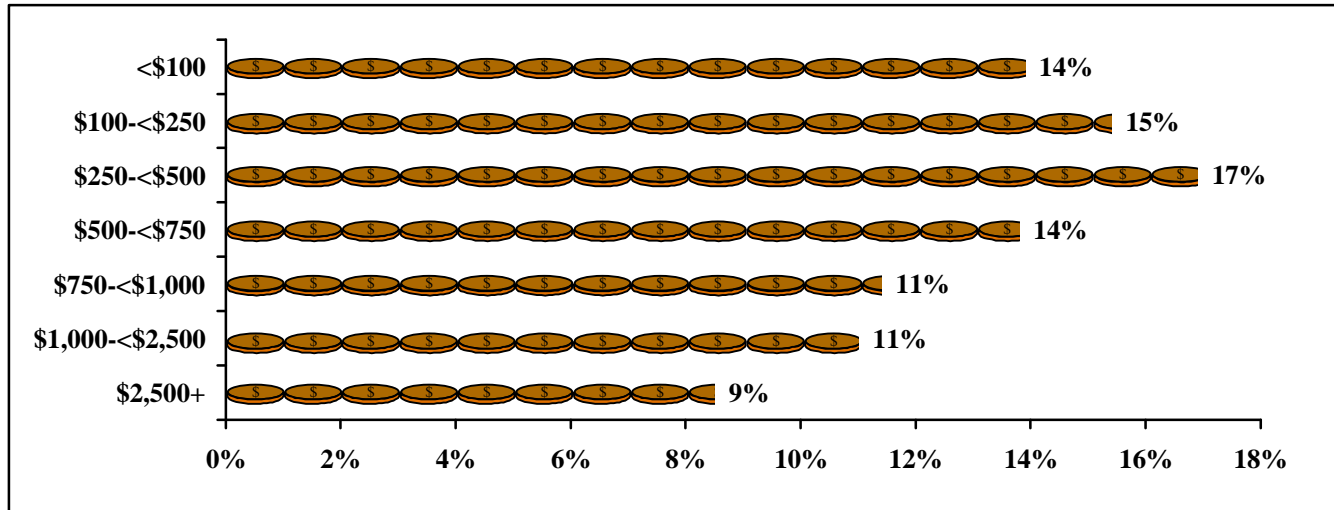


## IF I WERE A RICH MAN

We asked grandparents to tell us how much they have spent on their grandchildren in the past twelve months. They were asked to take into account: gifts, clothing purchased, outings, activities, any money given to grandchildren, or contributing to their support. The median amount spent is \$489.

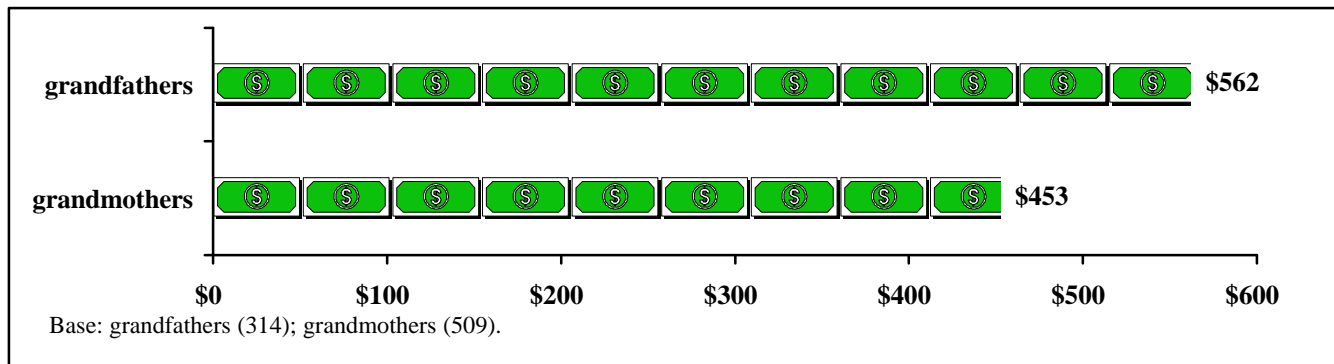
**Exhibit II-3 Amount Spent on Grandchildren in the Past 12 Months**

(Base = 823)



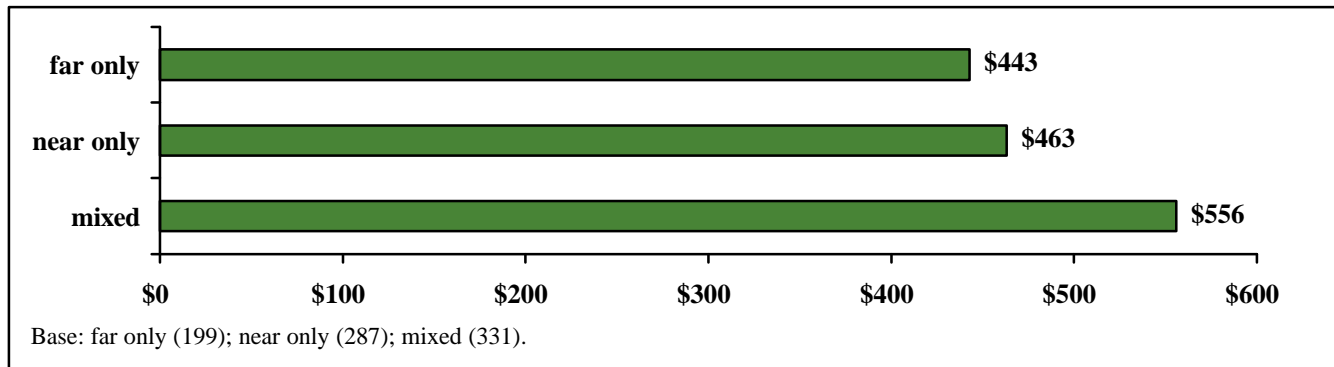
Grandfathers spent more than grandmothers did on their grandchildren within the past year.

**Exhibit II-4 Median Amount Grandparents Spent on Grandchildren Within Past Year**



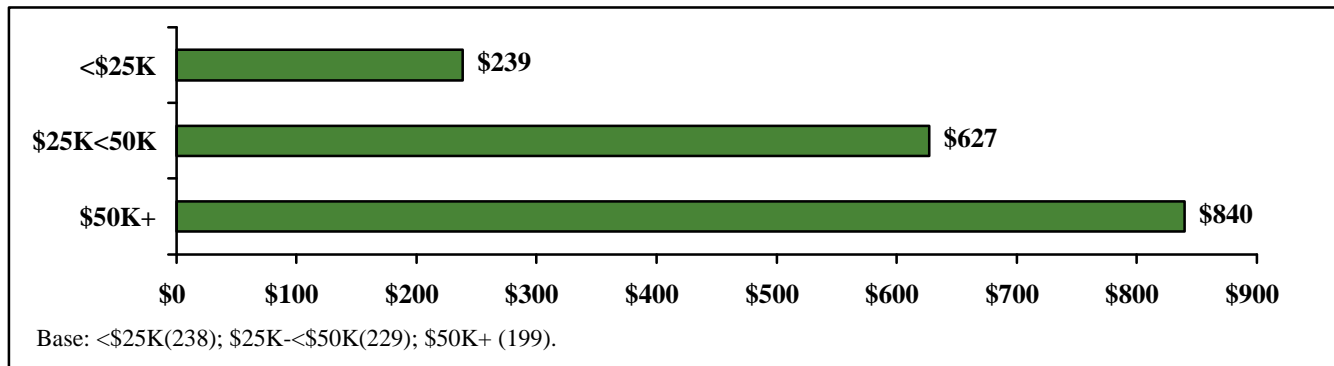
- Grandparents age 75+ spent less than those under 75 (\$344 vs. \$553 if 50 to 59 and \$522 if 60 to 74).
- Grandparents with at least one grandchild who lives more than an hour's drive and at least one who lives closer (mixed) spent more than those with only grandchildren more than an hour's drive (far) or only grandchildren within an hour's drive (near). However, recall that the median number of grandchildren for the mixed group is about two and a half times (8.0) that of the near (3.0) and the far (3.0) groups, a difference that may account for the difference in overall spending.

**Exhibit II-5 Median Amount Spent By Grandparents Within Different Proximities**



- The amount of money grandparents spend on their grandchildren increases dramatically with income. In the past year, those in the upper income group (\$50,000+) spent about three and a half times more than those in the lower income group (less than \$25,000). The median number of grandchildren for those in the lower income group is twice that of the upper income group, emphasizing the difference in the amount spent per grandchild.

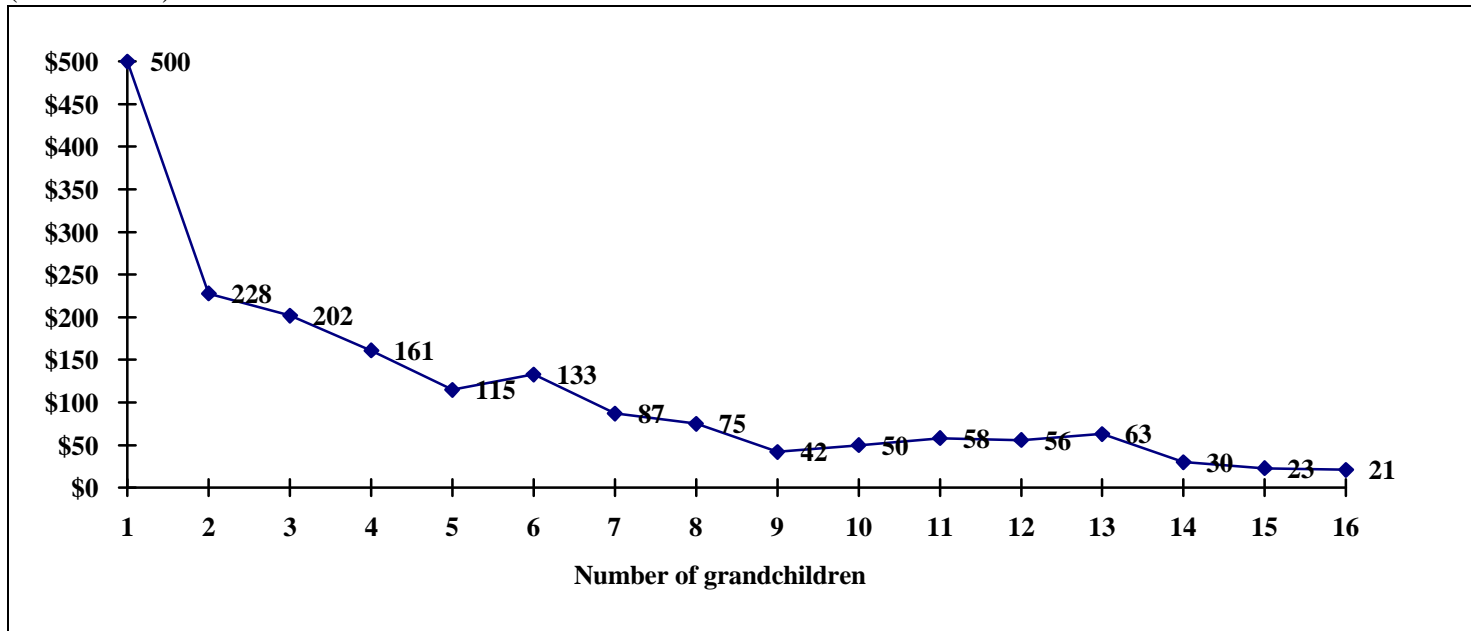
**Exhibit II-6 Median Amount Spent By Grandparents Within Different Income Groups**



Another way to look at spending is to ask how much grandparents spend per grandchild. Grandparents spend more per grandchild when they have fewer grandchildren. Those survey respondents who had only one grandchild spent a median of \$500 in the past year on that single grandchild. Spending per child dropped to just over \$200 per child with two or three grandchildren. As Exhibit II-7 illustrates, with a few exceptions, spending per child continues to drop and reaches a low of under \$50 per child with 14 or more grandchildren.

**Exhibit II-7 Median Spending per Child by Number of Grandchildren**

(Base = 823)



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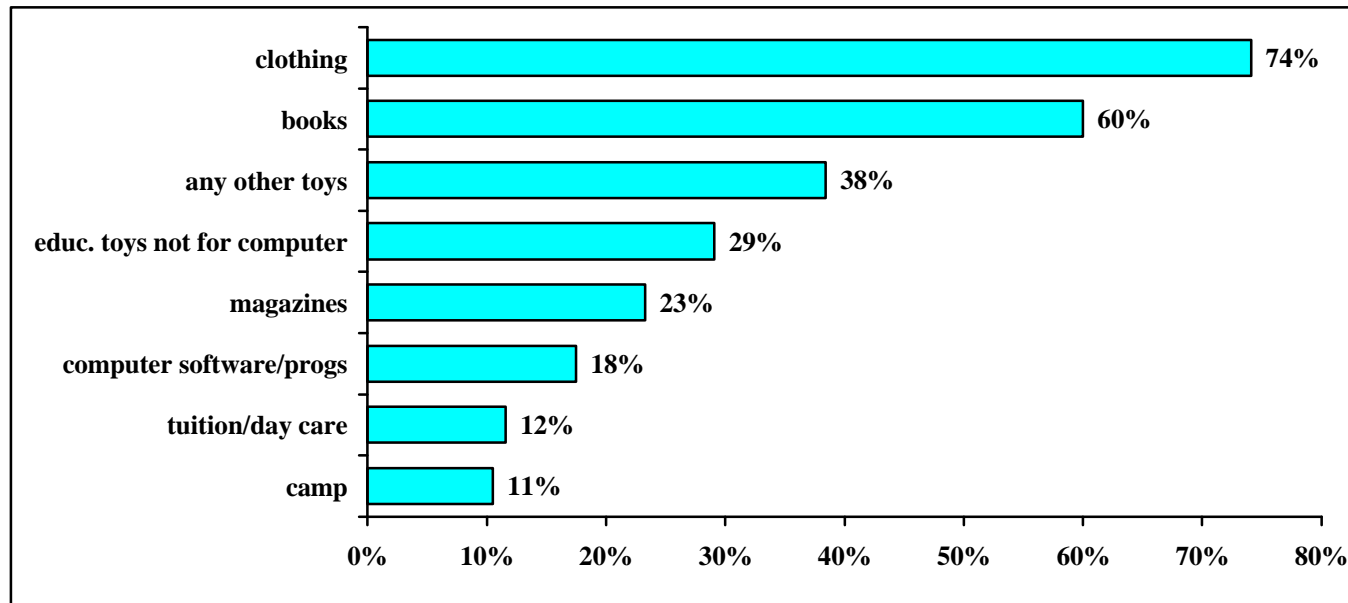
## NATURE OF PURCHASES

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We asked grandparents to indicate whether they had purchased particular items for their grandchildren within the past twelve months. Clothing and books are purchased most frequently.

### Exhibit II-8 Items Purchased for Grandchildren Within the Past Twelve Months

(Base = 823)

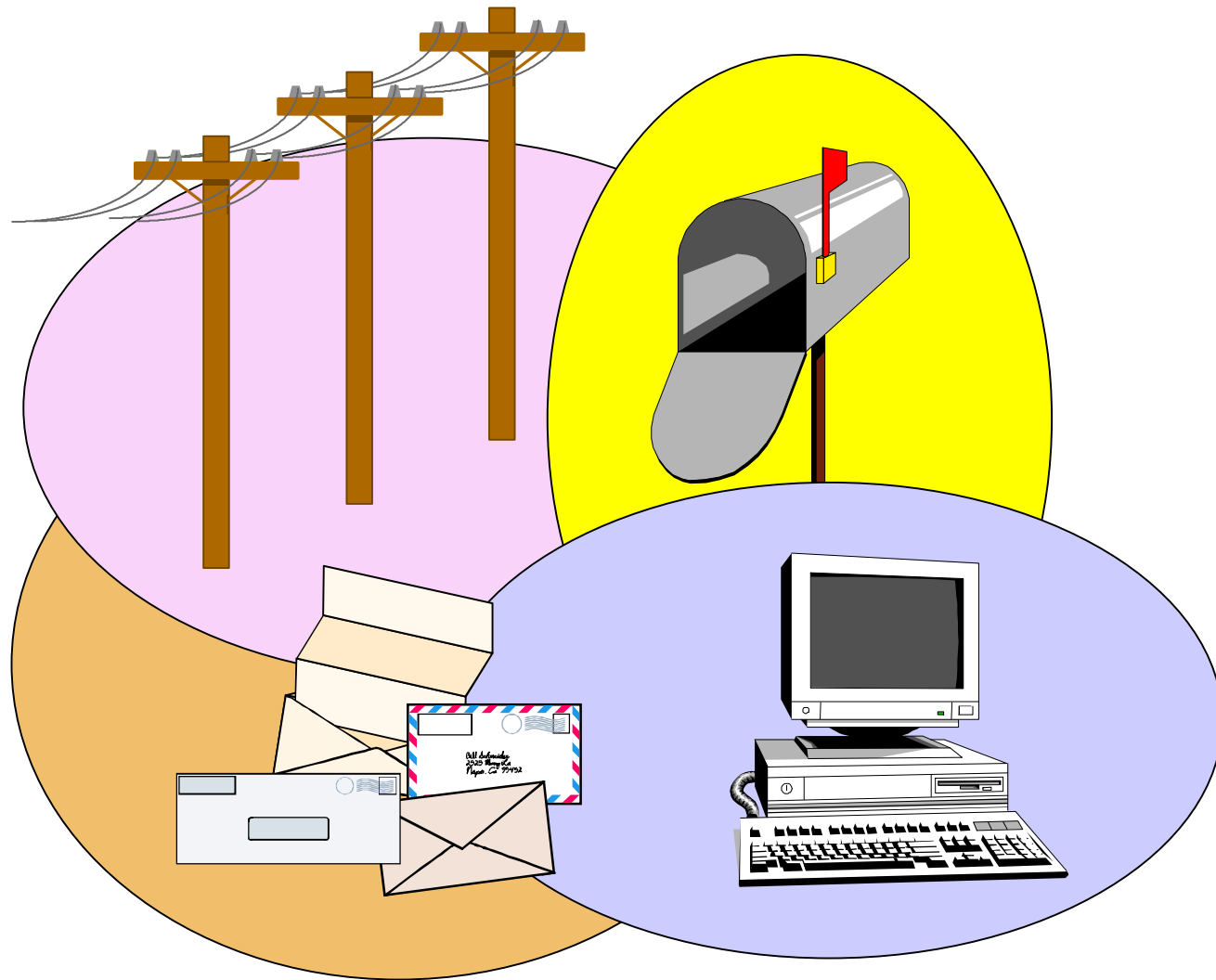


- Not surprisingly, grandparents who are Internet users also were more likely to buy computer software than magazines or magazine subscriptions. This group is much more likely to have purchased computer software or programs than nonusers.
  - Among those who purchased computer software or programs within the past twelve months, the most frequent purchase was educational software followed by computer games.
  - In the past twelve months, those grandparents who are Internet users were more likely to have purchased any of the items mentioned.

- Among the different income groups, the order of the types of items purchased was about the same as in Exhibit II-8 with two exceptions: the higher-income group is more likely to have purchased computer software or programs than magazine subscriptions; the lower-income group is more likely to have paid for overnight or day camp than for school tuition.
  - Likelihood of having purchased any of the items increases with income.

# CHAPTER III

## I HEARD IT THROUGH THE GRAPEVINE: FORMS OF COMMUNICATION

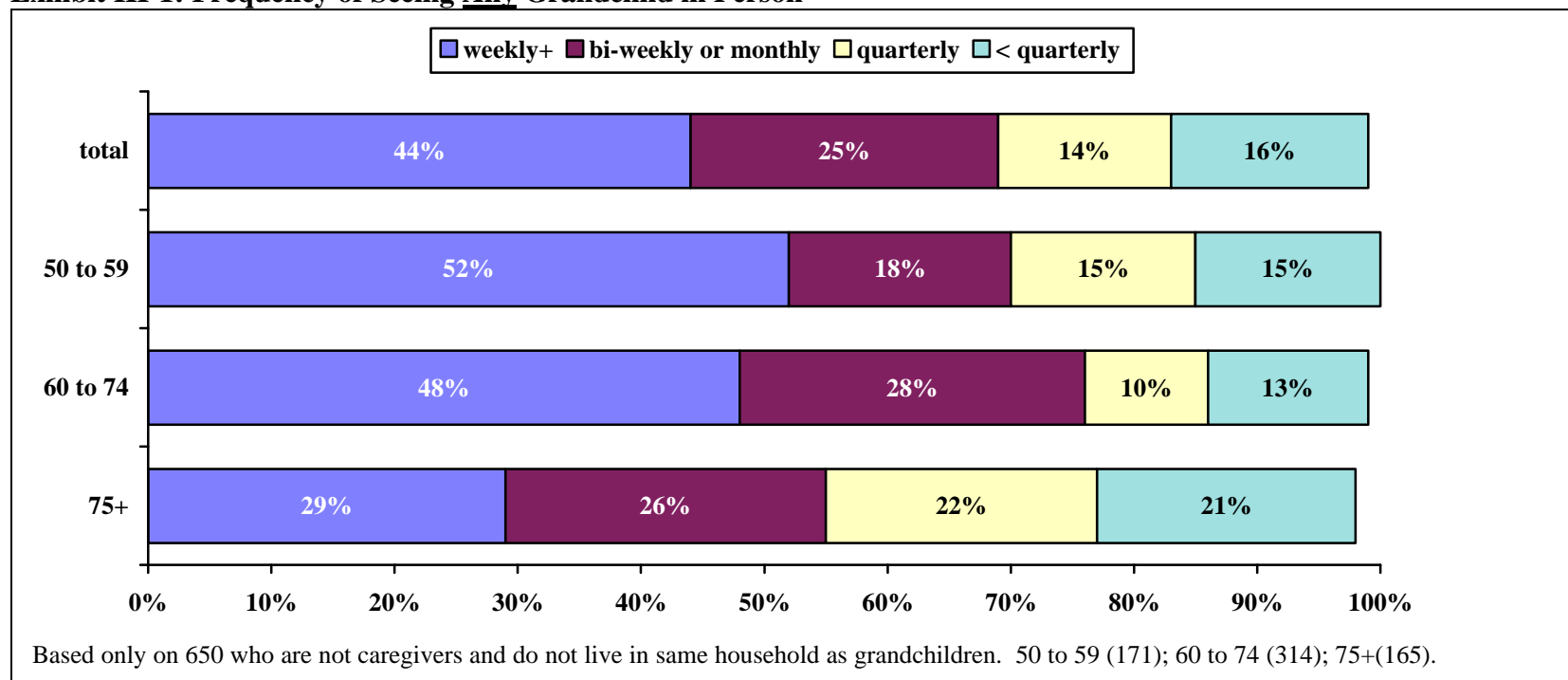


## IN-PERSON VISITS

How often do grandparents who are not caregivers and do not have all their grandchildren living with them see any of their grandchildren? More than eight in ten of these grandparents (82%) say that they saw a grandchild in the month preceding this survey. Further, more than four in ten (44%) say that they generally see a grandchild at least once a week. At the opposite extreme, 16% say that they see a grandchild less than once every few months (shown in Exhibit III-1 as less than quarterly).

- Grandparents age 75+ do not see a grandchild nearly as often as others (see Exhibit III-1). Although they are the most likely segment to only have grandchildren who are more than an hour's drive away, the converse is that two-thirds **do** have a grandchild within an hour's drive.

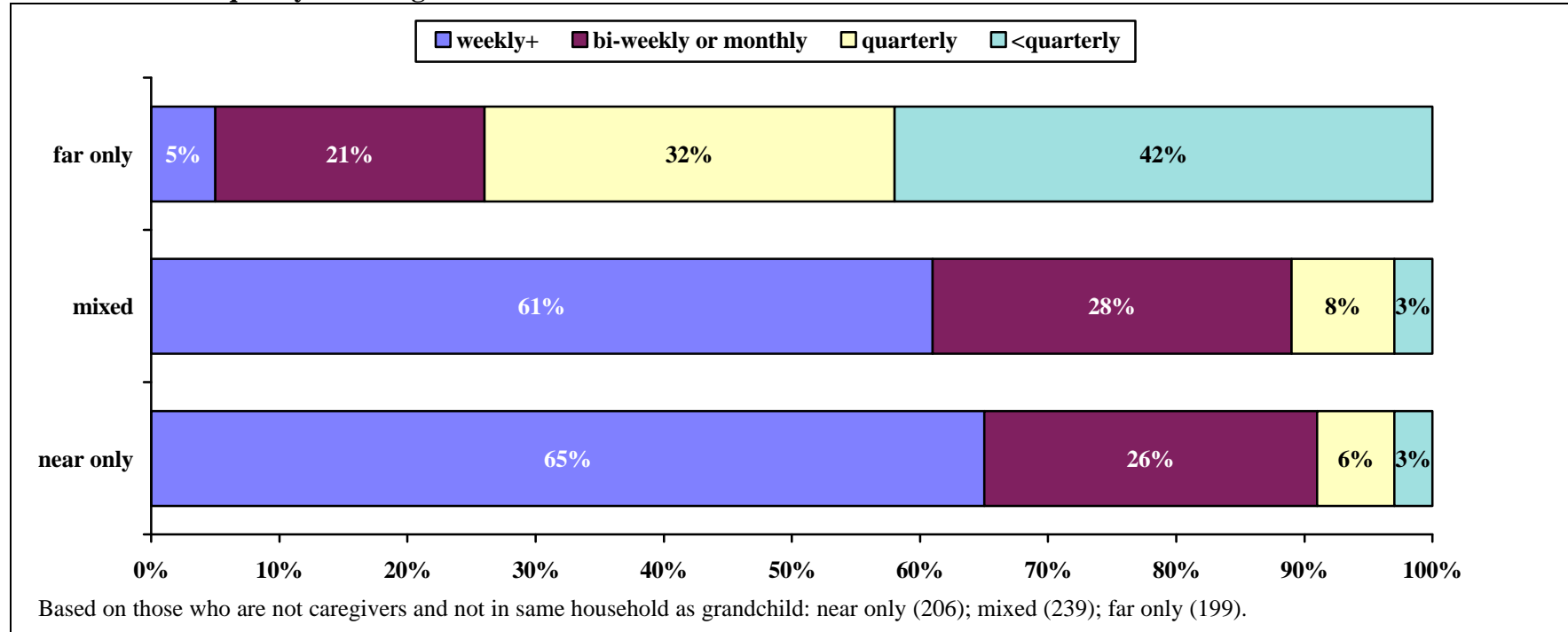
**Exhibit III-1: Frequency of Seeing Any Grandchild in Person**





Proximity has a dramatic impact on the frequency with which grandparents see their grandchildren. About four in ten of those grandparents whose grandchildren all live at least an hour away see a grandchild less than every few months. In contrast, over six in ten of those who have at least one grandchild who lives nearby report seeing a grandchild at least weekly.

**Exhibit III-2: Frequency of Seeing a Grandchild**



Three in ten grandparents who have grandchildren more than an hour’s drive away say that they took a trip in the past month to visit one of those grandchildren.

- Likelihood of such a trip does not vary by age or most other demographics. The survey found, however, that lower income grandparents (less than \$25,000) are not as apt as others to have taken such a trip (24% vs. 35%).

## TELEPHONE VISITS

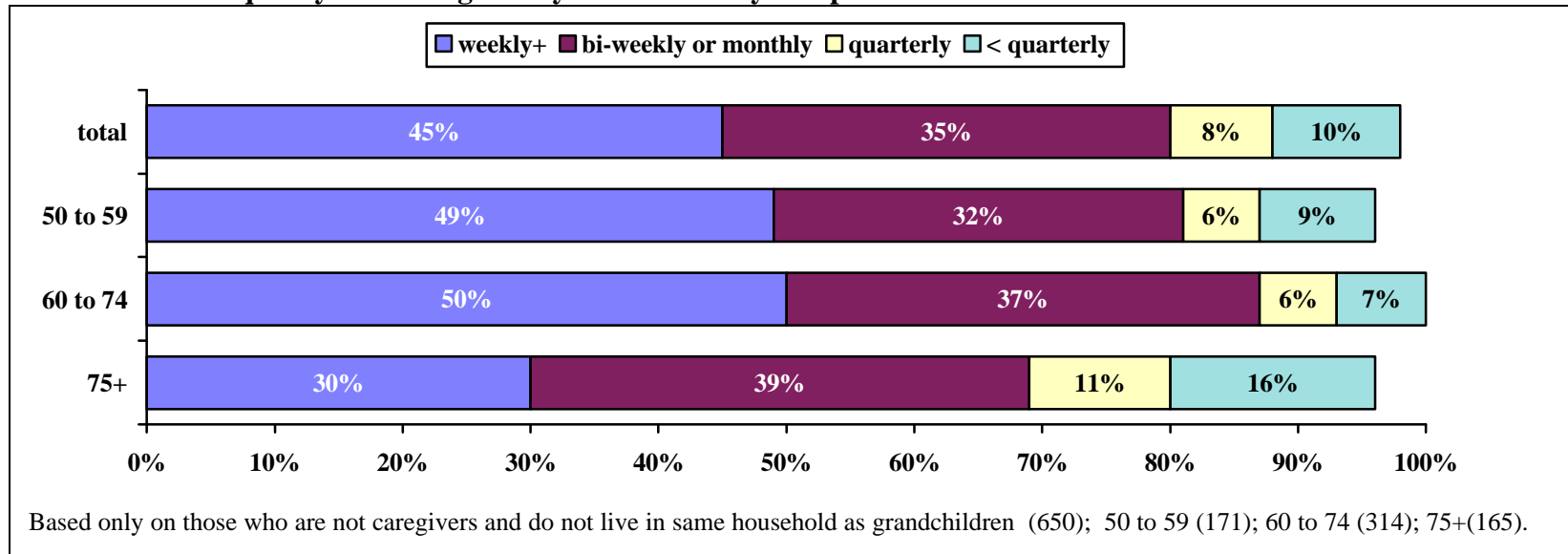
We presented all of the grandparents surveyed with a list of hobbies and activities that they may have done with a grandchild within the past month. More than eight in ten (85%) say that they talked to a grandchild in the past month by telephone.

We also asked only those who are not caregivers and do not live in the same household as their grandchildren how frequently they talk to a grandchild on the telephone. The proportion of those grandparents who talk to a grandchild on the telephone at least once a week (45%) is virtually identical to that of those grandparents who see them face-to-face at least weekly (44%).



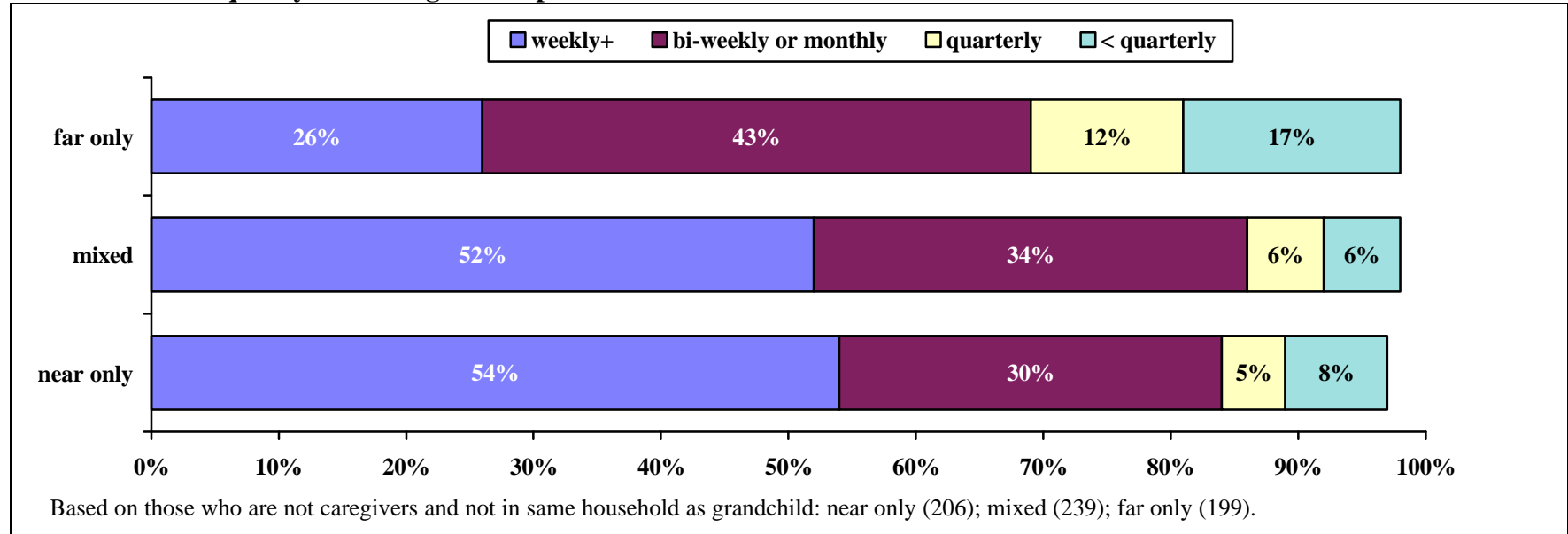
- Grandparents age 75+ — who are least likely to see a grandchild frequently — also are least likely to speak to any of them by telephone as often as do others (see Exhibit III-3).

**Exhibit III-3: Frequency of Talking to Any Grandchild by Telephone**



Although one might expect that grandparents whose grandchildren all live at a distance would use the telephone as a substitute for face to face interactions, that was not the case. About a quarter of grandparents whose grandchildren all live far away say they talk to a grandchild by phone on a weekly basis, compared to over half of grandparents who have grandchildren nearby.

**Exhibit III-4: Frequency of Talking on Telephone with Grandchild**



Does the telephone “substitute” for, or supplement, in-person visits? This survey reveals that most of the “frequent” communicators are one and the same; that is, 70% of the weekly callers also see a grandchild weekly. Conversely, more than 40% of grandparents who call quarterly or less see a grandchild less often than quarterly (see Exhibit III-5).

**Exhibit III-5: Frequency of Seeing Grandchild, Based on Frequency of Talking on Telephone with Grandchild**

	Frequency of Talking on Telephone with Grandchild:			
	Weekly (n=289) (%)	Bi-weekly or monthly (n=229) (%)	Quarterly (once every few months) (n=49)** (%)	Less often than once every few months (n=64)** (%)
<b>Frequency of Seeing a Grandchild:</b>				
Weekly	70	26	16	19
Bi-weekly or monthly	20	38	12	13
Quarterly (once every few months)	6	20	29	19
Less than once every few months	4	14	43	48

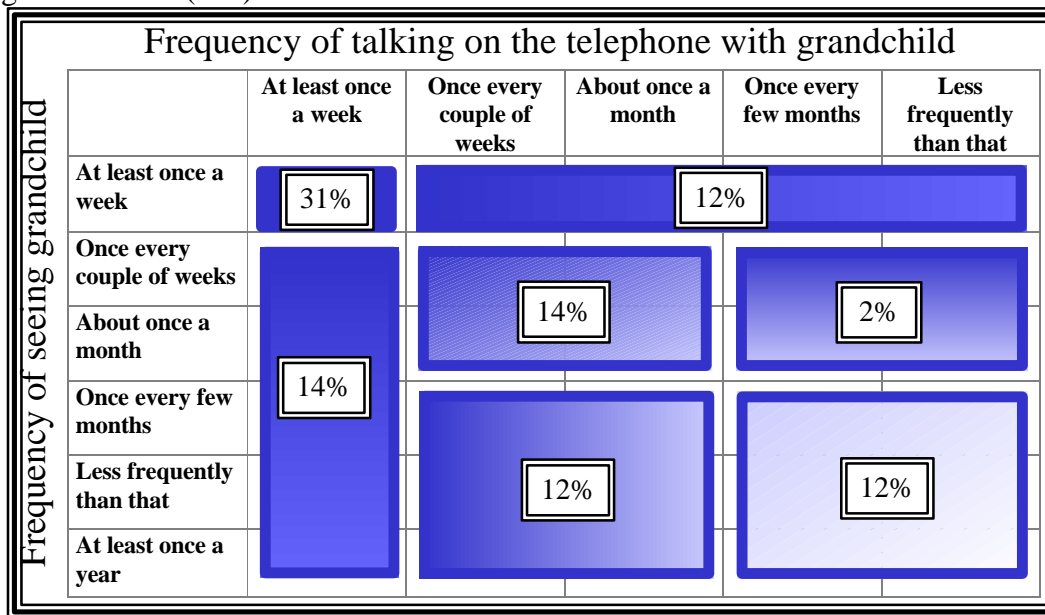
\*\* Caution; small base

- ⇒ **Exhibit III-5** is to be read: Of those who call weekly, 70% also see a child weekly. Percents represent percent within the subgroup identified in the column heading.
- ⇒ **Exhibit III-6** is to be read: 31% of all grandparents (who aren't caregivers) both talk on the phone weekly and see grandchildren weekly. Percents are based on the total population that meets the criteria in the column and row headings.

The net result is that a fairly large segment of grandparents (31%) both see and speak by telephone to a grandchild weekly. Another fairly large group (26%) has weekly contact by telephone or in person. Of these, 14% talk on the phone at least weekly, but see their grandchildren less often; 12% see their grandchildren weekly, but talk on the phone less often. Just over one in ten grandparents (12%) might be deemed out of touch, in that they talk on the telephone and see a grandchild every few months or less. See Figure III-6.

**Exhibit III-6: Size of “Communications” Segments**

Based only on those who are not caregivers and do not live with all their grandchildren (650)



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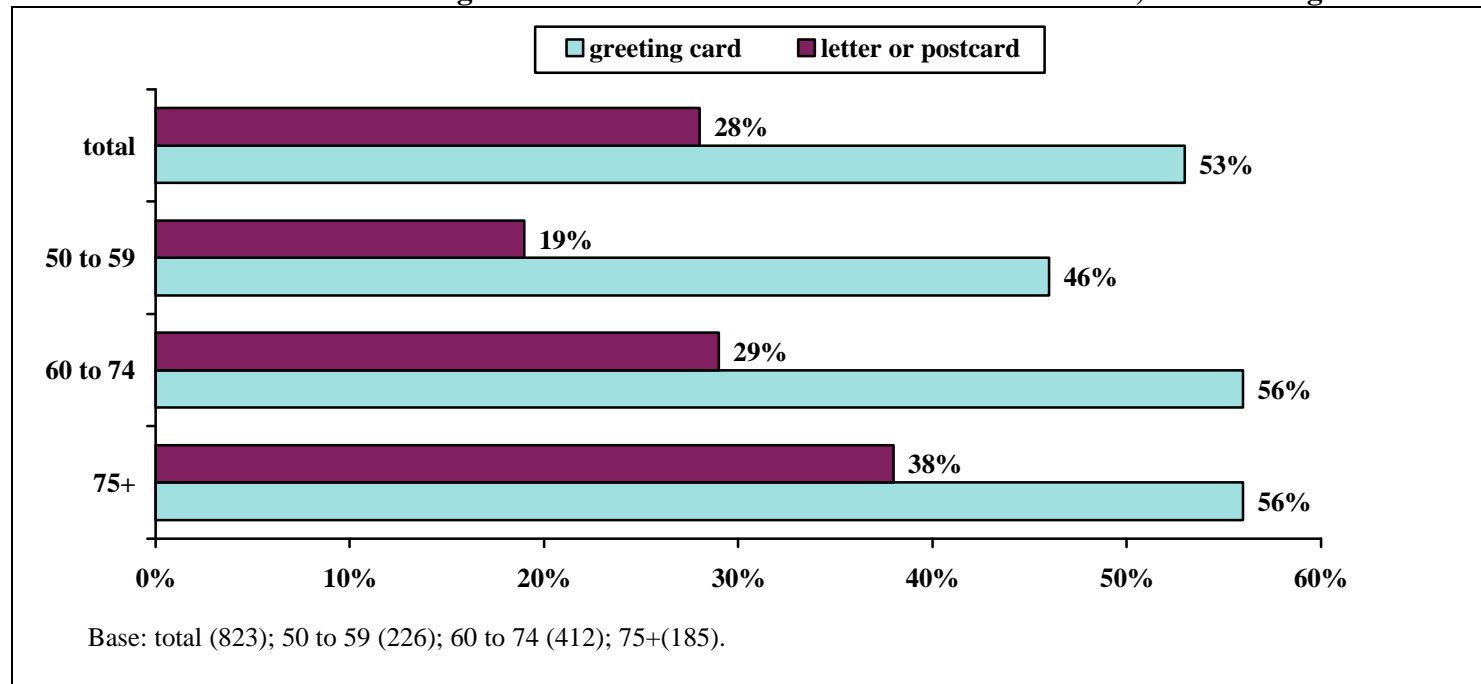
## GREETING CARDS AND OTHER PAPER MAIL

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This survey confirms that grandparents are good for the greeting card industry. About half (53%) say that, in the past month, they sent or gave a greeting card to a grandchild. Three in ten grandparents who do not live with all their grandchildren sent a letter or postcard to a grandchild; this equates to 28% of all mature grandparents.

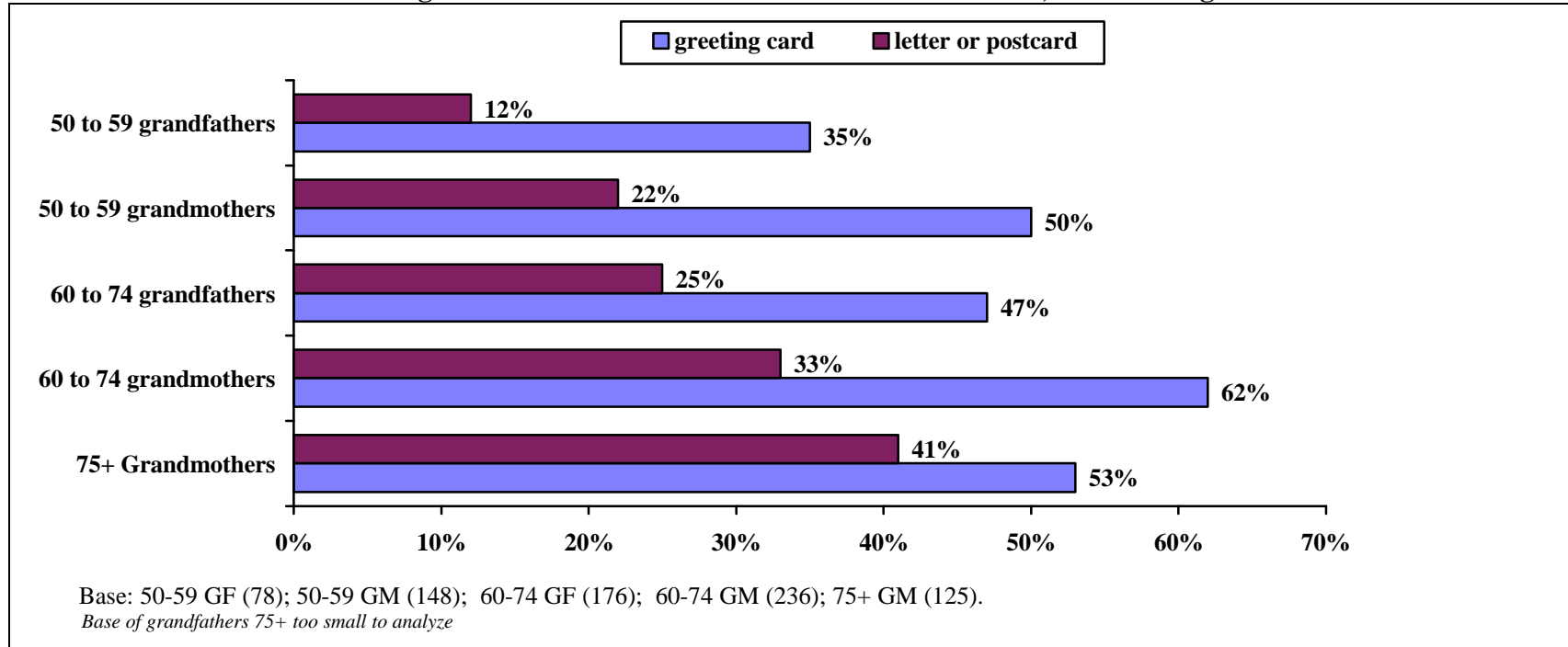
- Likelihood of having sent a letter or postcard increases substantially with the grandparent's age, whereas the use of greeting cards does not differ significantly by age group (see Exhibit III-7). When both gender and age are taken into account, differences become even more pronounced (see Exhibit III-8).

**Exhibit III-7: Sent/Gave Greeting Card or Sent Mail in Past Month to Grandchild, Based on Age**



- Grandmothers age 60 to 74 report the highest use of greeting cards, whereas grandmothers age 75+ exhibit the highest likelihood of having sent a letter or postcard to a grandchild in the past month. Note that, for both activities, grandfathers age 50 to 59 are least likely to participate.

**Exhibit III-8: Sent/Gave Greeting Card or Sent Mail in Past Month to Grandchild, Based on Age/Gender Combination**



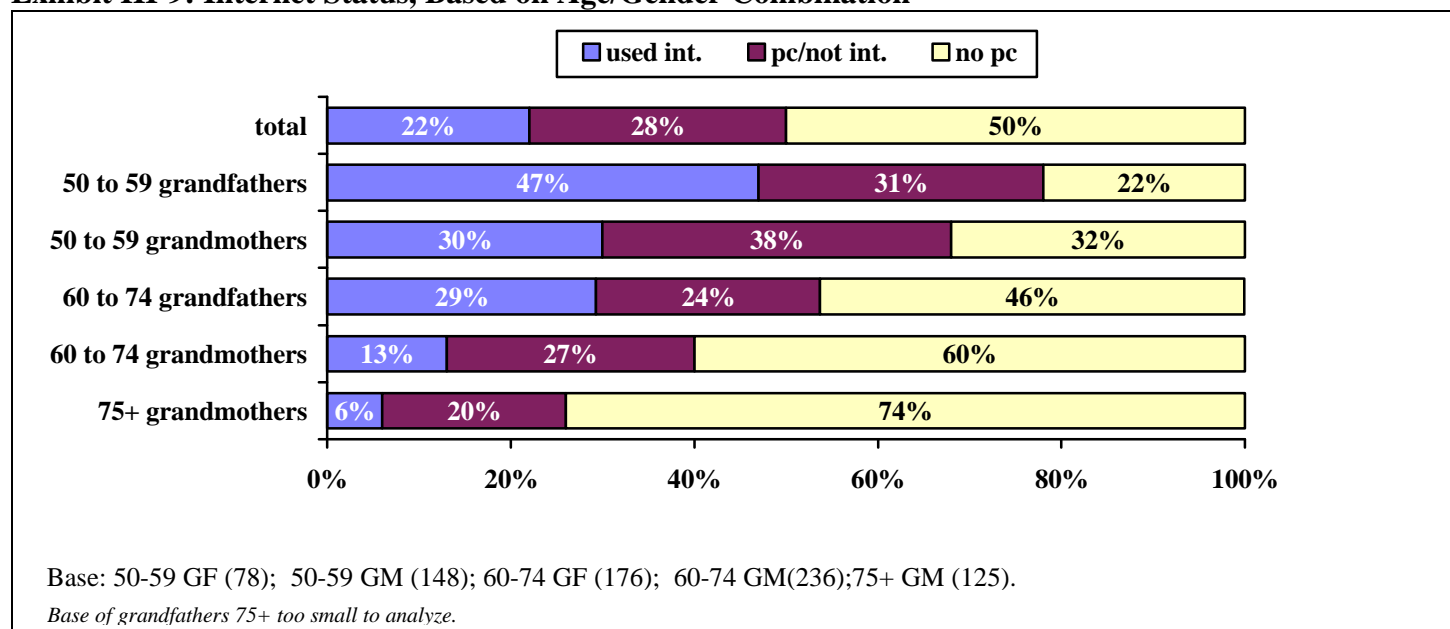
- Grandparents who only have grandchildren nearby are least likely to have sent them a letter or postcard (14% vs. 35% mixed and 37% far only).
- Greeting cards were sent more frequently by those with grandchildren both nearby and at a distance, probably because those grandparents have more grandchildren (62% mixed vs. 42% near only and 54% far only).

## INTERNET STATUS

Although we did not ask whether or not mature grandparents used e-mail to keep in touch with grandchildren, we measured overall PC usage and Internet status. Half of mature grandparents in this study say they have access to a PC either at home or at work and just under half of those with access (22% of the total sample) have used an online service provider, the Internet, or sent an e-mail in the past 12 months.

- Internet use is a function of both age and gender. The greatest incidence in this study is among grandfathers who are 50 to 59 (47%).

**Exhibit III-9: Internet Status, Based on Age/Gender Combination**



- Income also affects Internet use. Almost four in ten (39%) grandparents with incomes of \$50,000 or more have used the Internet in the past year, compared to 26% of grandparent households with incomes of \$25,000 to less than \$50,000 and 7% of lower-income grandparent households.
- Grandparents whose grandchildren all live at a distance are more likely to have used the Internet in the past 12 months (28%) than those whose grandchildren all live nearby (19%) or who have some grandchildren nearby and some far (20%).

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## WHEN I WAS YOUR AGE . . .

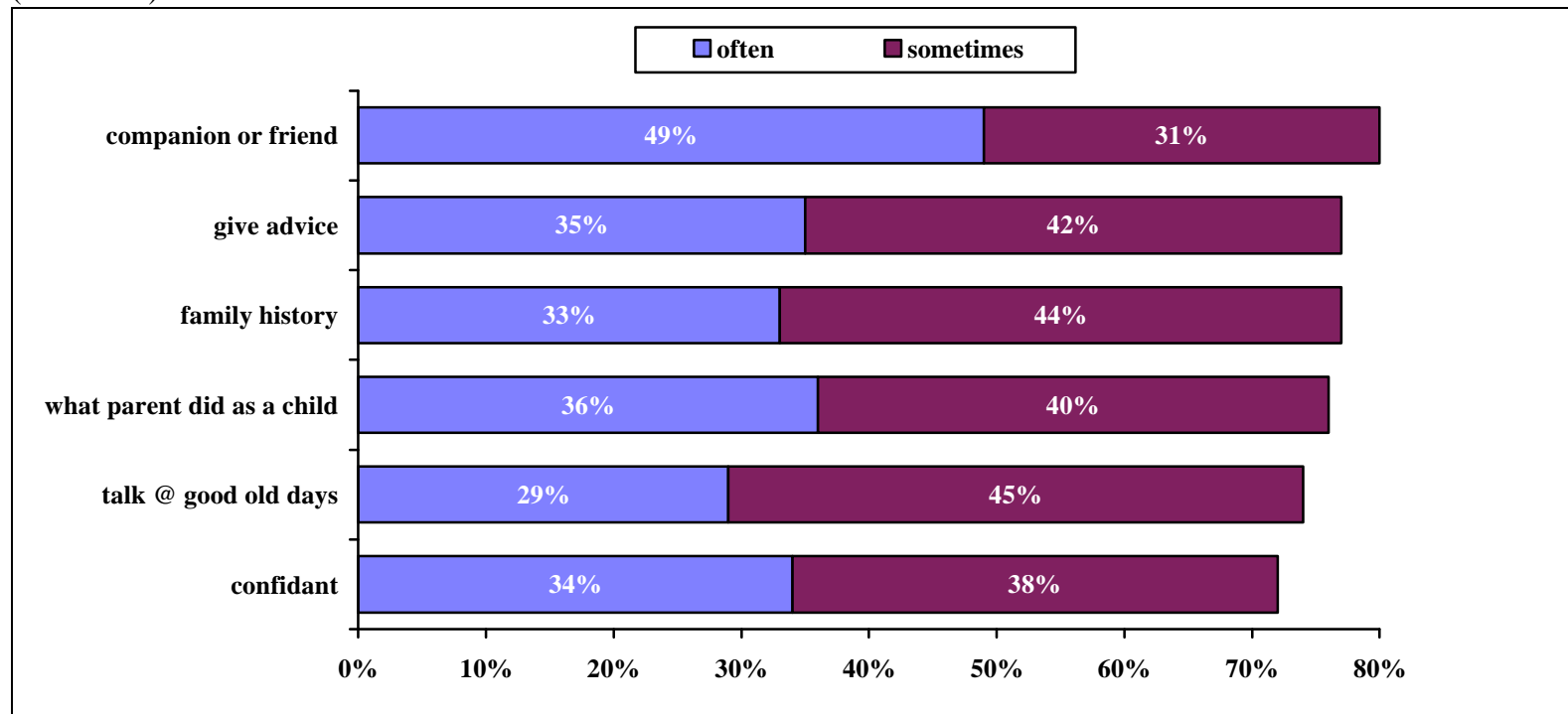
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Grandparents clearly interact with their grandchildren regularly. In those interactions, they play different roles, ranging from companion to advisor to storyteller about “the good old days.” We presented mature grandparents with six such roles and asked them whether they engage in these roles often, sometimes, or hardly ever/never. At least three-fourths say they engage in each of these roles at least sometimes, but the most common role is serving as a companion or friend to a grandchild.

- Differences by age are minor. Grandparents age 75+ are least likely to often play the role of advisor or companion/friend.

### Exhibit III-10: Frequency of Playing Various Roles as Grandparent

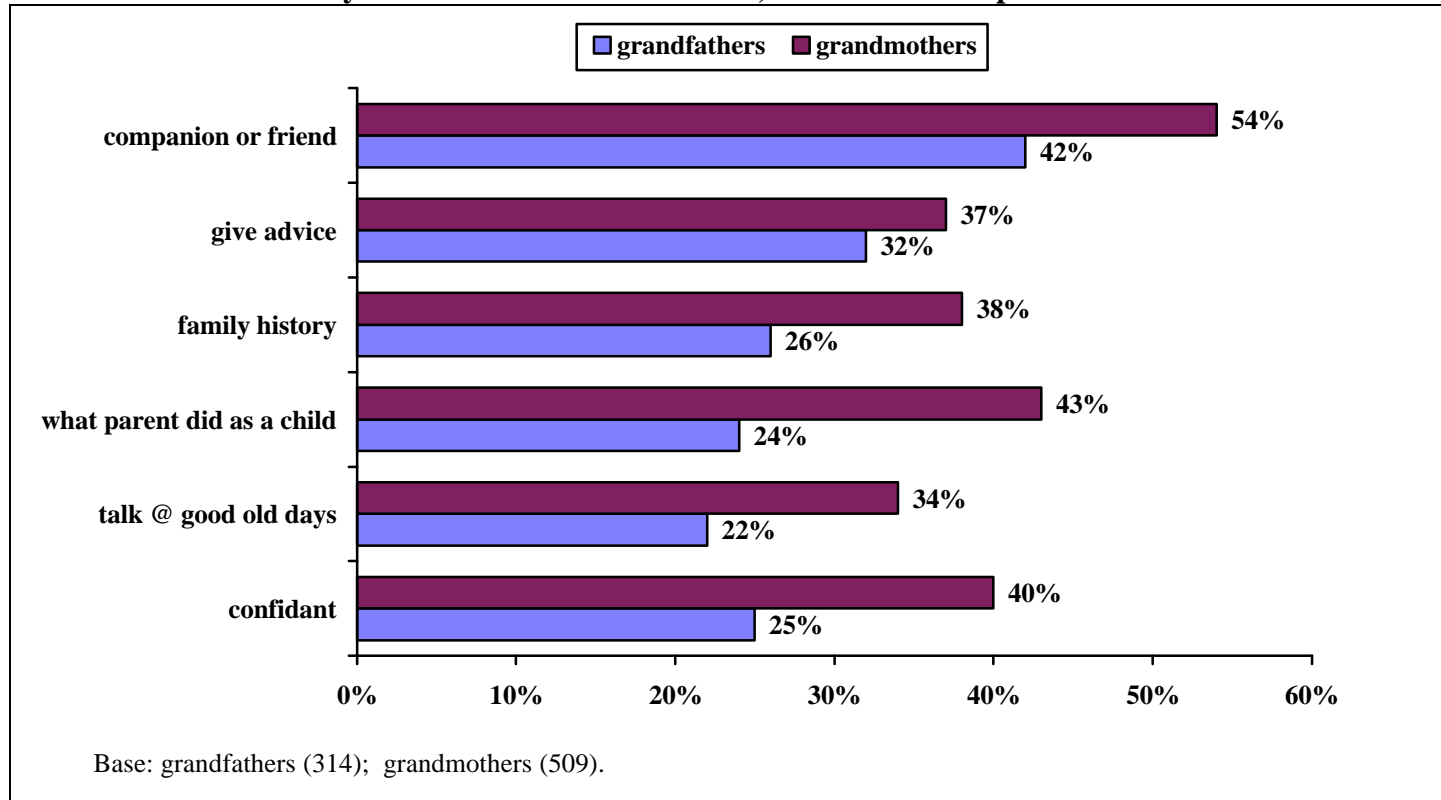
(Base=823)





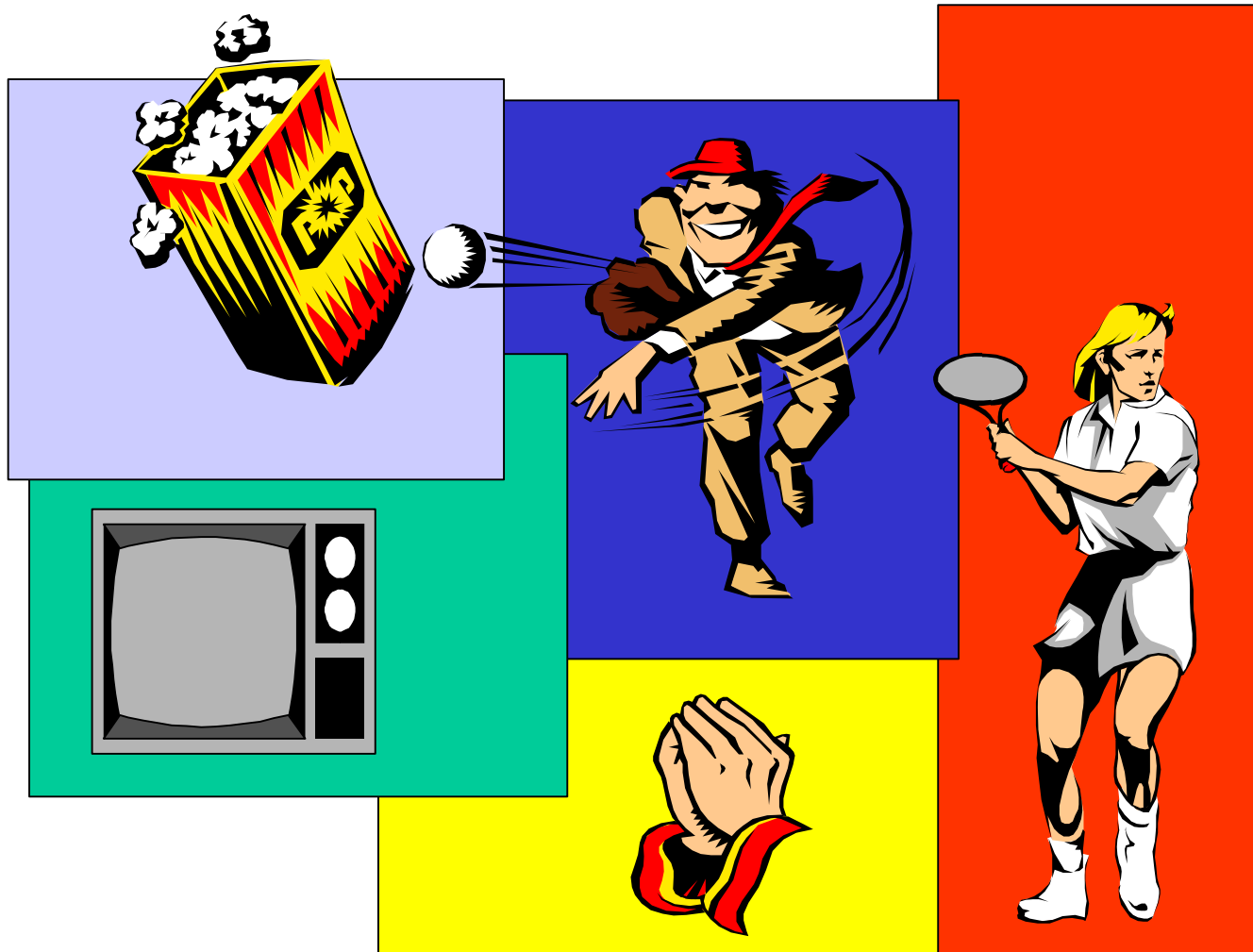
- The most consistent and pronounced differences in roles are a function of gender. Grandmothers are much more inclined than grandfathers to say they **frequently** play all the roles, except for advisor (where no statistically significant difference exists).

**Exhibit III-11: Roles Played Often with Grandchildren, Based on Grandparent’s Gender**



- Middle-income grandparents (\$25,000 to less than \$50,000) are the ones who say they most often give advice and/or act as a companion or friend (advice: 45% middle income vs. 31% lower income and 33% higher income; companion/friend: 57% middle income vs. 43% lower and 50% higher income).
- Black grandparents are much more likely than white ones to say they often advise a grandchild (57% vs. 33%).

**CHAPTER IV**  
**HERE, THERE, AND EVERYWHERE:**  
**ACTIVITIES ENGAGED IN WITH GRANDCHILDREN**



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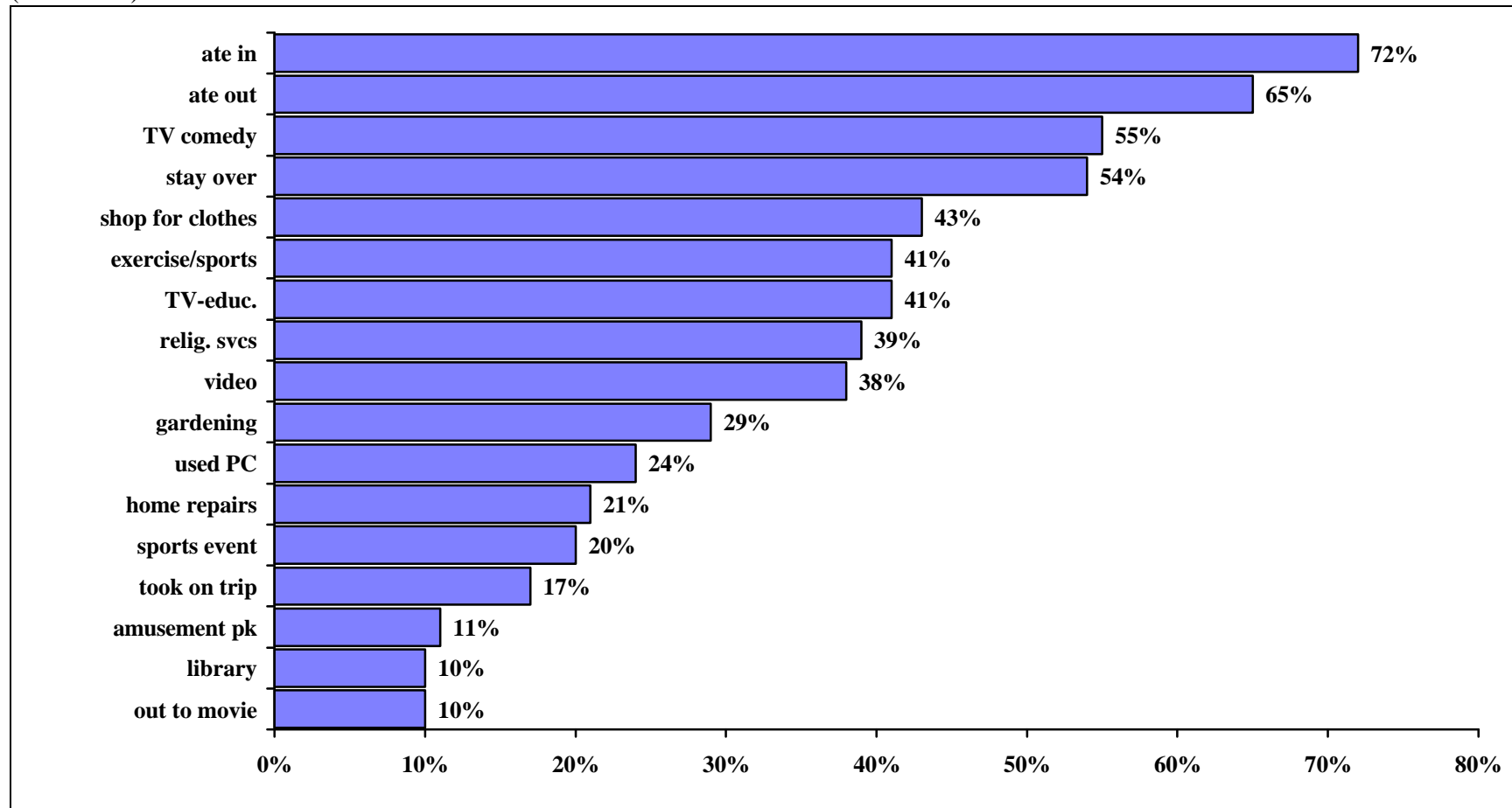
## THE WAY TO A GRANDCHILD'S HEART MAY BE THROUGH THE STOMACH

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We asked grandparents about 17 activities that they may have engaged in with any grandchild or great grandchild in the past month. Results show that mature grandparents could be characterized as “I get around.” Note that the two most popular activities from the list involve food, followed by watching comedies on TV.

### Exhibit IV-1: Activities Engaged in With Any Grandchild in Past Month

(Base=823)



### Activities by Age of Grandparent and Other Segments

- Grandparents age 75+ generally are less likely than those under 75 to engage in any particular activity, but the *rank order* of the activities is about the same for each age segment. That is, when one looks at the activities that each group is most likely to engage in, the same activities are on each list.
- Grandmothers are more likely to take part in six of the activities than grandfathers. In some cases, the impact of gender is stereotypical: grandfathers are the more apt to engage in exercise/sports with a grandchild, and grandmothers are more prone to take the child shopping for clothes.

**Exhibit IV-2: Significant Differences In Activities By Grandparent Age And Gender**

Activity	Age			Gender	
	50 to 59 (n=226)	60 to 74 (n=412)	75+ (n=185)	Male (n=314)	Female (n=509)
Ate in	83%	74%	55%		
Watched TV comedy	58%	59%	36%		
Grandchild stayed overnight	66%	56%	36%		
Shopped for clothes	56%	45%	23%	31%	51%
Exercised or participated in sports	54%	42%	22%	47%	37%
Watched educational TV	50%	42%	29%	36%	44%
Attended religious services				34%	43%
Rented a video				33%	41%
Worked in garden or with plants	47%	28%	12%	21%	34%
Used a computer	36%	23%	13%		
Took grandchild on a trip	27%	16%	8%		
Went to the library				6%	13%

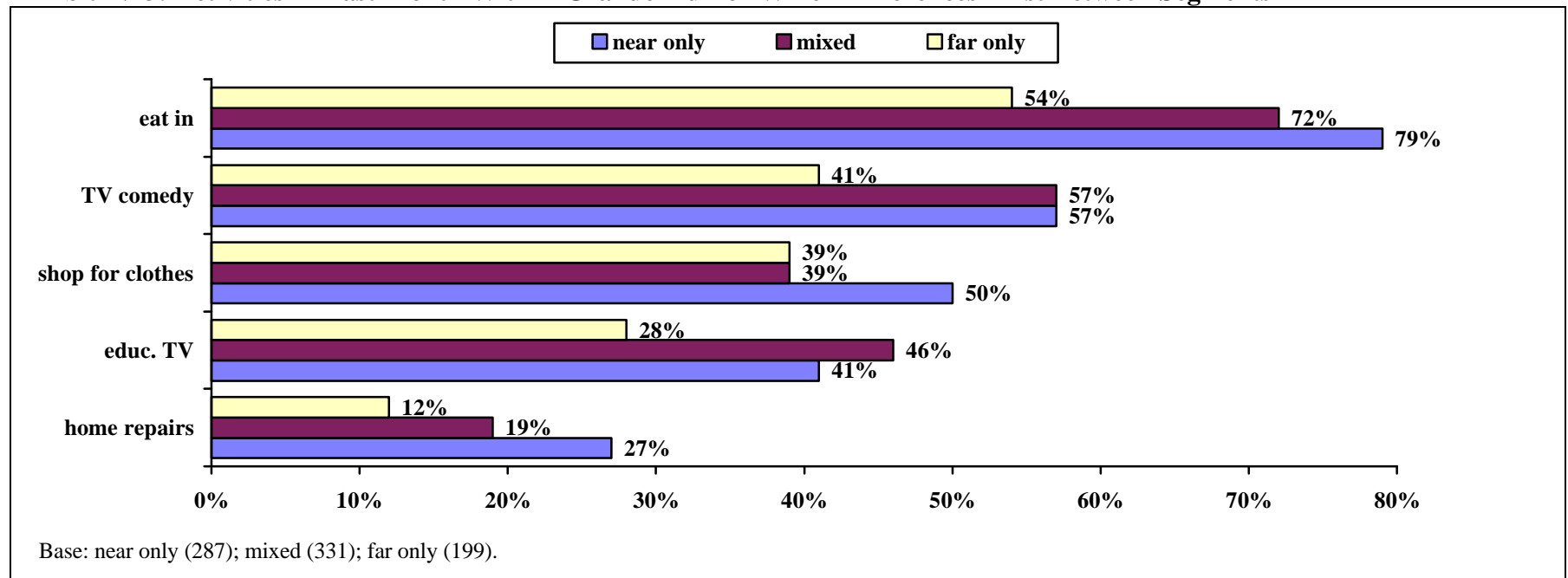
- Overall, grandmothers age 50 to 59 engage in the greatest number of activities. Not only are they most likely to shop or browse for clothes with a grandchild, but they also are the most likely to have eaten out with a grandchild, watched educational TV, worked on a garden or plants, used a PC with a grandchild, or taken a grandchild on a trip.
- Sixty percent of grandparents who say they have used the Internet indicate that they used a PC with a grandchild in the past month, compared to 15% of grandparents who are not Internet users.

## Activities by Proximity

Just over four in ten (44%) of the far-only grandparents saw any of their grandchildren in the past month, compared to about 95% of those with grandchildren within an hour's drive. Given this difference, it is surprising to find *any* activities on which these groups are similar.

- However, no differences exist in terms of likelihood of the following in the past month: eating out with grandchildren, having them stay over, exercise/sports — or any of the less prevalent activities such as religious services, videos, movies, gardening, PC usage, sports event, amusement park, or library.
- Instead, the activities seemingly affected by proximity include: having grandchildren over to eat, shopping for clothing with them, watching TV together (either comedies or educational shows), and home repairs. Further, the Exhibit below shows that grandparents only with grandchildren nearby are identical to the mixed segment regarding having the children over to eat and watching TV. But those who only have grandchildren nearby are the single most likely group to say they took a grandchild shopping or did home repairs with a grandchild in the past month.

**Exhibit IV-3: Activities In Past Month With A Grandchild For Which Differences Exist Between Segments**



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## WHOSE IDEA WAS THIS, ANYWAY?

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When a grandparent and a grandchild get together for a particular activity, who usually initiates the idea — and to what extent does this aspect of interaction vary based on the specific activity? Interviewers asked grandparents who engaged in a particular activity in the past month whose idea it was the last time they engaged in the activity. To keep the questioning from being burdensome, this was asked for no more than three activities (which the computer selected at random). Interviewers also asked whether or not a parent also “participated.”

Exhibit IV-4 shows the complete information for each activity with a base of at least 50 respondents. Some highlights include:

- Grandparents often say that an activity was the grandchild’s idea. This is especially true regarding exercise/sports, videos, TV comedies, PC use, and talking on the telephone.
- Only one activity often involves a joint decision: attending religious services (37%).
- Grandparents seldom say that an activity is the parent’s idea. One exception: staying over. Almost three in ten grandparents say the last time this occurred it was the parent’s idea, which is the same proportion who say it was the child’s idea.
- Grandparents seldom cite an idea as being their spouse’s. That is, grandmother respondents overwhelmingly say an idea was theirs rather than their spouse’s, while grandfather respondents overwhelmingly say the idea was their own. Therefore, the data are summarized for either grandparent without regard to whose idea it was.
- Parents participate in many of these activities — especially religious services and eating at the grandparents’ house.

**Exhibit IV-4: Activities Initiated by Grandparent vs. Grandchild (the Last Time They Did This Together)**

Q. 14 “The last time you (ACTIVITY DONE IN PAST MONTH), whose idea was it? Was it mostly your idea, mostly your spouse’s idea, mostly the grandchild’s idea, or mostly the parent’s idea?” (Volunteered answers were accepted to indicate it was a joint decision or someone else’s idea).

Q. 15 “In addition to you and a grandchild, did a parent also participate?”

	a. exercise or sports	d. rent video	e. eat out at restaurant	f. religious services	g. shop or browse for clothing	i. TV comedy	j. cultural/educ. TV show	k. use PC with grandchild	l. garden or indoor plants	m. have them stay overnight	n. talk on phone	o. have them over to eat
% who did this in past month w/ grandchild	41%	38%	65%	39%	43%	55%	41%	24%	29%	54%	85%	72%
Base: asked q.14 and q. 15 *	(105)	(114)	(191)	(96)	(90)	(152)	(92)	(55)	(76)	(146)	(507)	(173)
<b>Whose idea</b>	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Grandparent	28	23	57	40	50	23	42	31	71	21	43	54
Grandchild	48	46	9	11	12	57	30	53	15	28	39	12
Parent	2	13	15	11	16	1	5	4	3	29	5	10
Joint decision	17	11	16	37	17	13	17	10	10	21	11	21
<b>Parent participated</b>	44	47	65	68	49	40	50	33	30	34	66	68

\* Each respondent was asked about no more than three activities they engaged in within the past month. These were selected randomly by the computer. The activities not shown have a base of fewer than 50 respondents so the data are not as stable as these.

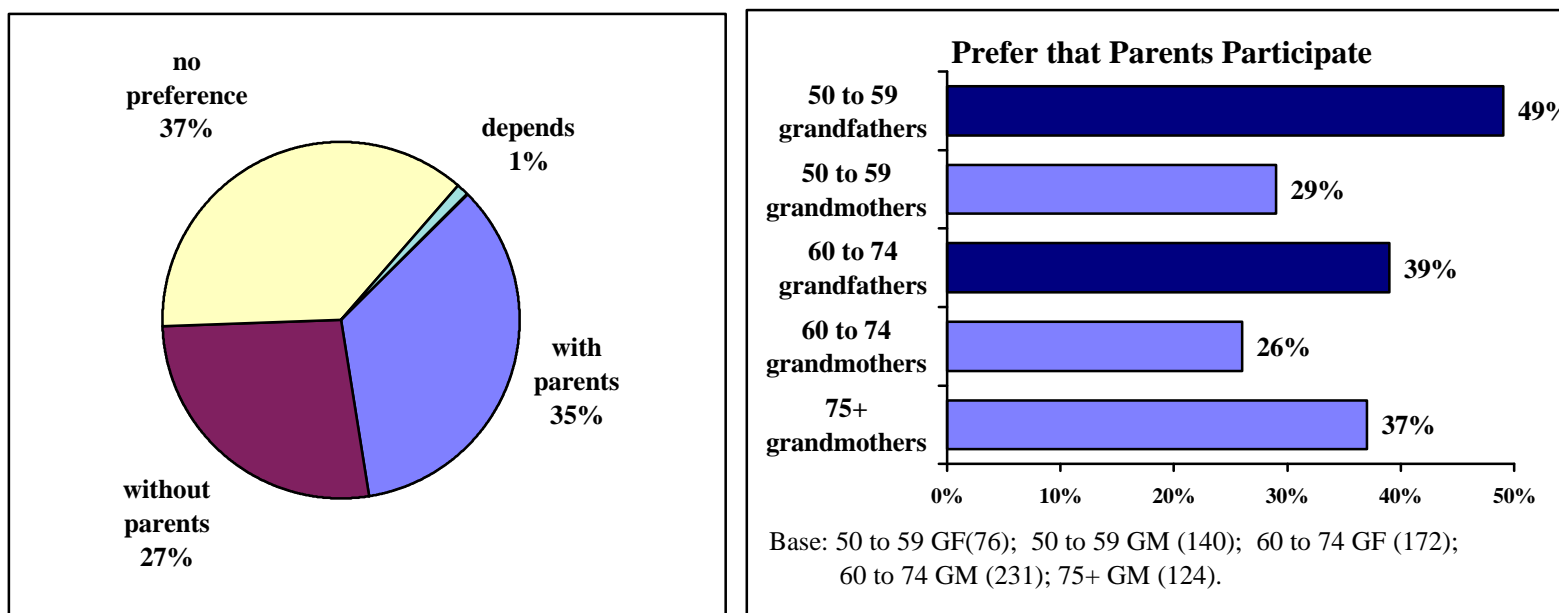
## HAVING A GREAT TIME -- WISH YOU WERE HERE (SORT OF)

Slightly more than one quarter (27%) of grandparents say they prefer spending time with a grandchild without his or her parents. The proportion of grandparents who say they prefer that parent(s) be there (35%) is similar to those who say they have no preference (37%). (The questionnaire was set up so that the interviewers could record volunteered answers such as ‘it depends on the child’ or ‘it depends on the parent.’ However, only 1% of respondents made such comments.)

- Regardless of age, grandfathers are more apt than grandmothers to say they prefer parental participation.

### Exhibit IV-5: Do Grandparents Generally Prefer Being With Grandchildren Alone, or With The Parents

(Base = 803 who indicated that at least one parent is living)



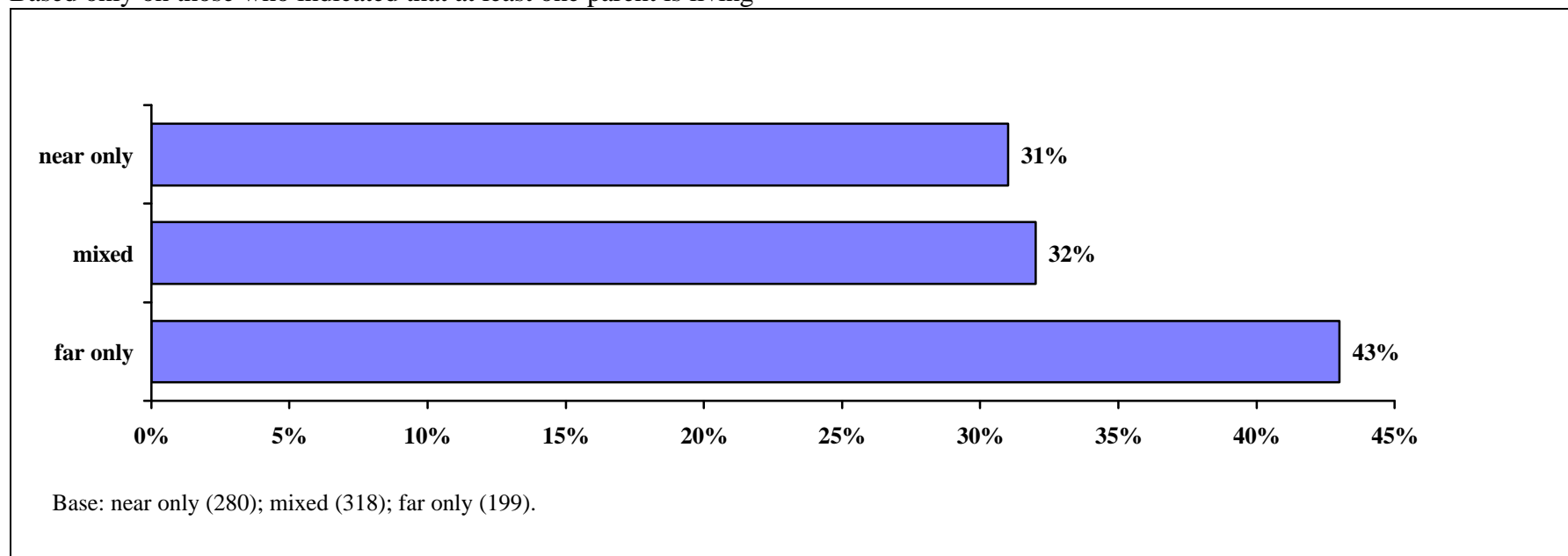
- The preference for parental participation is greater among black grandparents than white grandparents (47% vs. 33%).



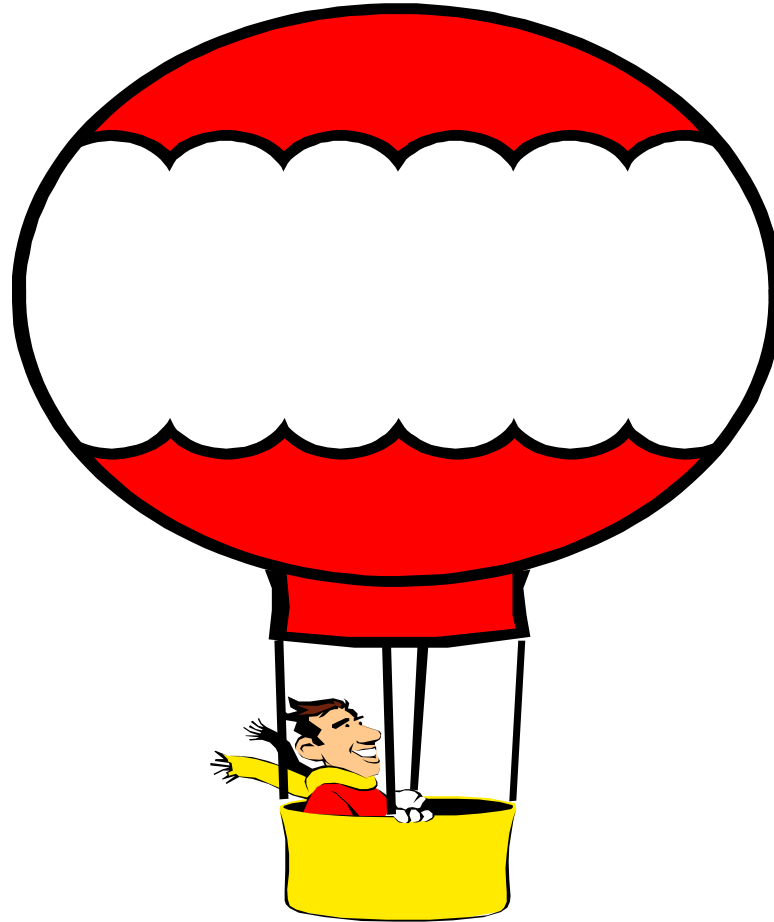
- Proximity also affects the desire for parental participation. Regardless of what activities usually occur, the far-only segment is much more inclined to prefer that a parent participate than that they spend time alone with their grandchildren. In sharp contrast, those with grandchildren nearby — regardless of whether they also have some farther away — are as likely to prefer having the grandchildren alone as with the parents.

**Exhibit IV-6: Percentage Who Prefer Having Parent(s) Participate With Grandchildren**

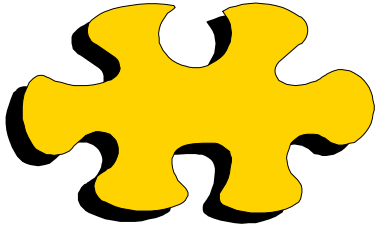
Based only on those who indicated that at least one parent is living



# CHAPTER V WISHFUL THINKING



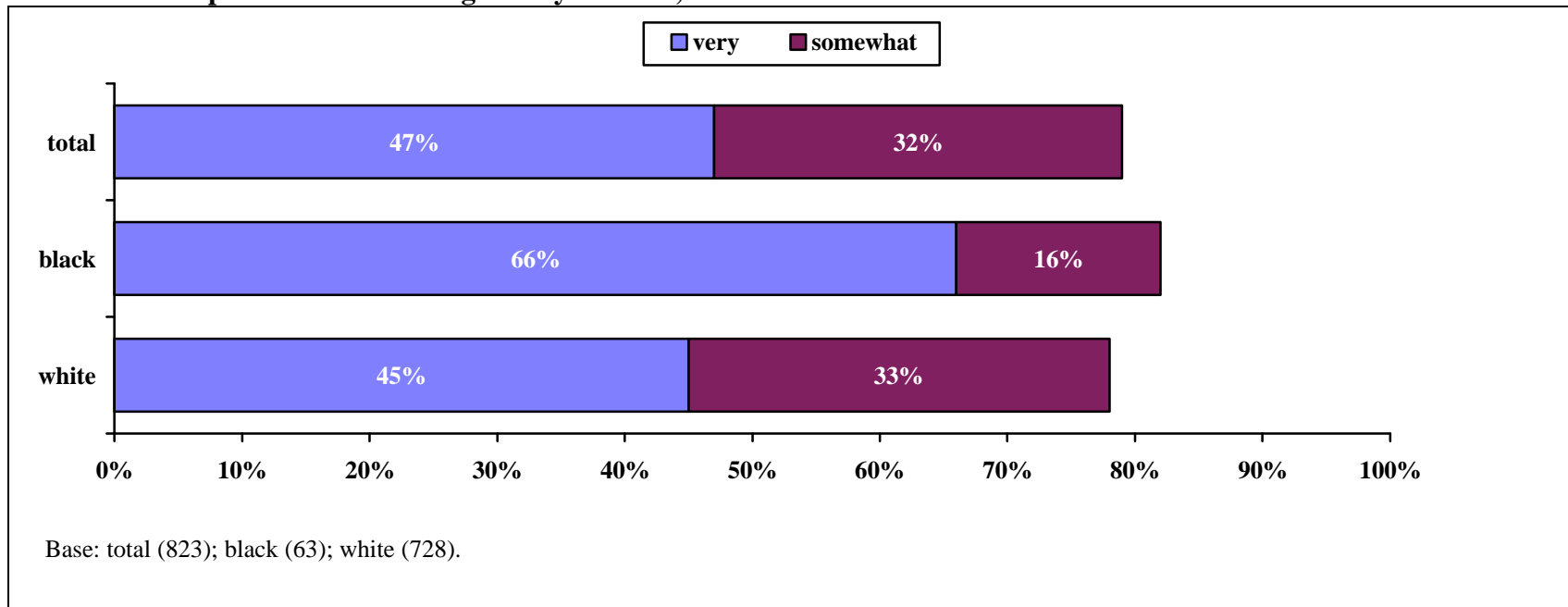
## IMPORTANCE OF DOING HOBBIES TOGETHER



Large proportions of grandparents feel it is important to their personal satisfaction to teach a grandchild about a hobby, topic, or activity that the grandparents are interested in. Almost half say this is very important (47%) and another one-third (32%) say it is somewhat important.

- This perception is pervasive across all demographic segments in this study and is even stronger among black grandparents than white grandparents (see Exhibit V-1).

**Exhibit V-1: Importance of Teaching Hobby/Interest, Etc. to Grandchild**



## WISHES FOR FUTURE

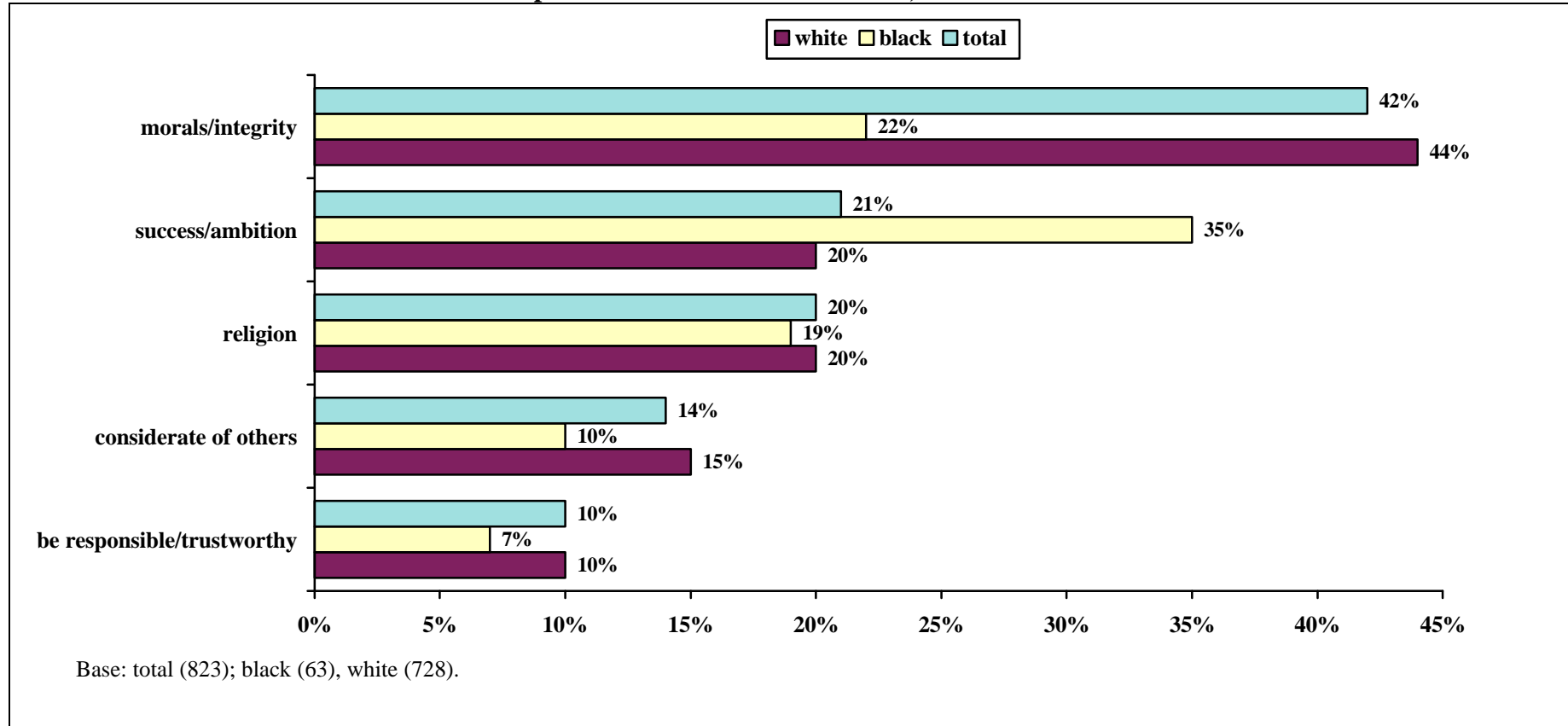


What are the most important values or ethics that mature grandparents would like to pass on to their grandchildren? They told us, in an open-ended question, and ICR Survey Research categorized their answers.

More than anything else (42%), grandparents would like to pass on their feelings and beliefs regarding high morals and integrity. The next two top mentions, but far less frequent than integrity, are success/ambition (21%) and religion (20%) (see Exhibit V-2 for other categories of top mentions).

- Whites are more likely to cite morals/integrity for this question; blacks more likely to cite ambition/success.

**Exhibit V-2: Most Important Value/Ethics to Pass On, Based on Race**



Samples of verbatim comments:

- ❁ *To find something you like to do and go with it, with a passion, and try to make it income-producing.*
- ❁ *Fair, honest, and kind. Faith and honesty.*
- ❁ *Trust in God. Be dependable. I don't want any of my grandchildren not to expect the consequences of any wrongdoings.*
- ❁ *Anything is achievable. Any value is achievable. There are no barriers. The only barrier is the one between your ears.*
- ❁ *Concern for others, helping people when they are in need of help. The ability to share what you have with others, be it money or other personal time or goods.*
- ❁ *Good moral character and a pride in what is a good, American upstanding citizen. Christian heritage is important as well.*
- ❁ *Responsibility, honesty, trustworthiness, and the main thing [is to] be an independent person.*
- ❁ *To love everyone. I would want them to know that's very important. Values of life — to love people and treat them how you'd like to be treated. It's a pretty tough world these days.*
- ❁ *Just being able to make your own living and know how to do it. Learn how to save. We are brought up independent. This is how I would like to see my grandchildren brought up. Self-sufficient and independent. Brought up to lead your own life. Learn to live within your means. If you can't afford it, you shouldn't get it.*
- ❁ *Stay in school, save money and always work.*
- ❁ *Honesty is #1; moral ethics, integrity, compassion for your fellow man, respect for your parents, elders ... and yourself.*
- ❁ *The most important thing is heritage; family background and history. To let the child know where they came from.*
- ❁ *Love yourself, and love everybody for what they are, and who they are.*
- ❁ *Be honest and contribute to society.*
- ❁ *Do the right thing even if it is hard or it hurts.*

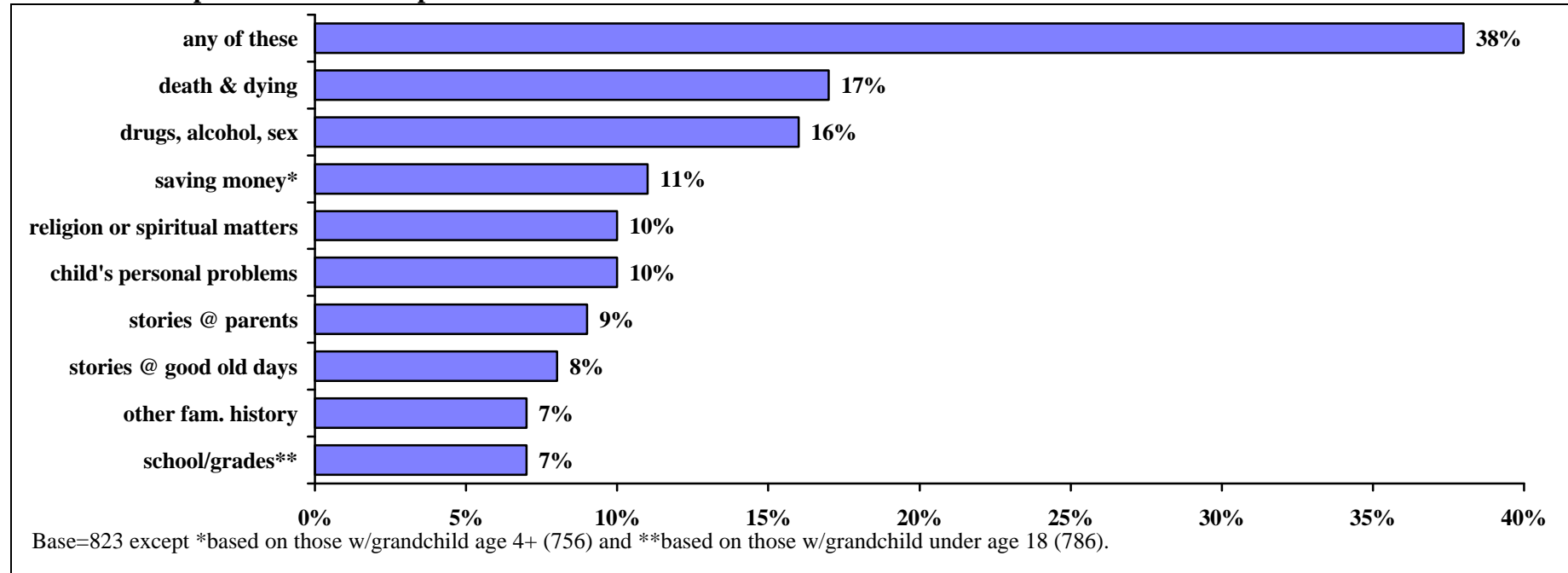
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## POTENTIALLY SENSITIVE TOPICS

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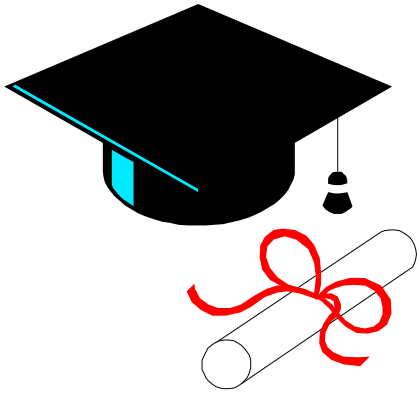
Are there topics that grandparents find difficult to discuss with their grandchildren? We asked grandparents which topics they would personally find “at least somewhat difficult” to discuss with their grandchildren. Almost four in ten (38%) said that one or more topics would be somewhat difficult. Leading the list are the topics of death and dying, drugs, alcohol, and sex.<sup>3</sup>

**Exhibit V-3: Topics Mature Grandparents Find at Least Somewhat Difficult to Discuss with Grandchildren**



<sup>3</sup> According to Szinovacz “. . . most grandchildren will experience the death of one or more grandparents during adolescence and early adulthood. Even by age 12, only one third of grandchildren have four living grandparents” (1998). Kornhaber believes that many parents underestimate their children’s pain when a grandparent dies (1996).

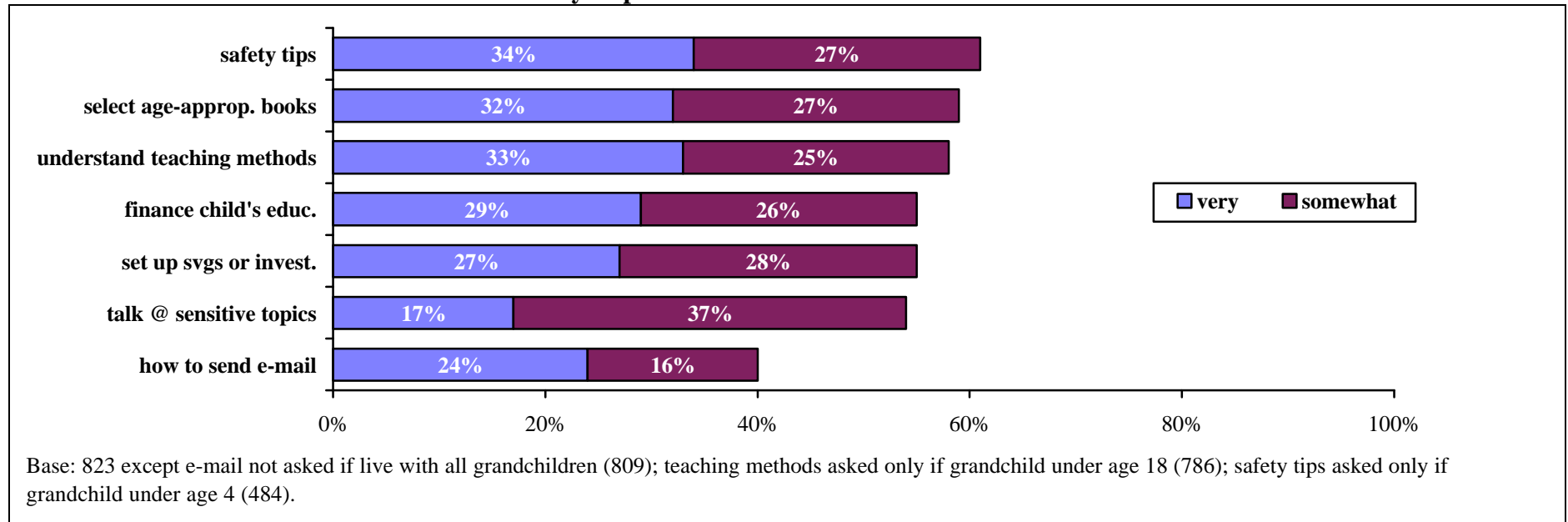
## USEFULNESS OF “HOW-TO” INFORMATION



In a series of questions on the usefulness of information on specific topics, a majority of grandparents say information from a non-profit organization would be very or somewhat useful on most of the topics mentioned. Regardless of whether one looks at the percentage who say very useful (signifying stronger interest) or those who say somewhat useful, each topic elicits about the same reaction. E-mail is the exception (see Exhibit V-4). Respondents expressed somewhat lower interest in learning how to use a computer to send e-mail to grandchildren (40%), but this clearly is related to PC and Internet access.

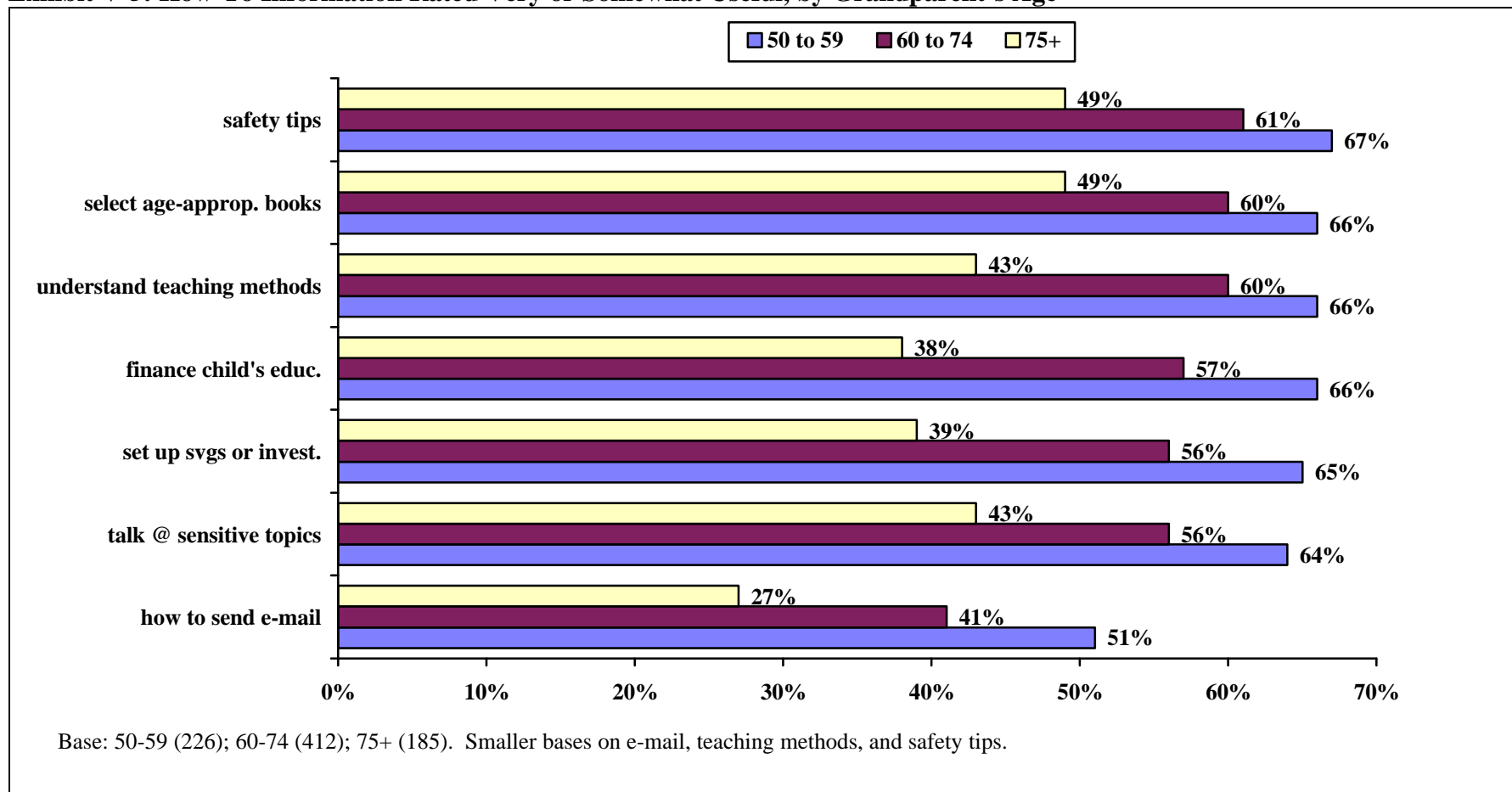
- Most grandparents who are PC users, but not Internet users (52%), are at least somewhat interested in information on how to send e-mail to grandchildren. The interest level drops among PC users already using the Internet (44%) and among non-PC users (32%).

**Exhibit V-4: Usefulness of How-To Information by Topic**



- The level of interest in these topics is age related. Grandparents age 75 or older are not as interested in these topics as younger grandparents. Grandparents age 50 to 59 express the most interest in each topic.

**Exhibit V-5: How-To Information Rated Very or Somewhat Useful, by Grandparent's Age**



- Black grandparents see more utility in all these topics than do white grandparents. Among black grandparents, 68% to 76% say information on any of these topics would be useful (except for e-mail, rated at 60%). Corresponding figures for white grandparents are 53% to 60%, with e-mail being a low of 38%. Further, black grandparents are much more inclined to rate each as very useful.
- Household income affects reaction to only three items. Middle to upper income grandparents (incomes of \$25,000 or more) are more likely than lower income grandparents to say it would be very/somewhat useful to have information on sensitive topics (45% lower vs. 63% middle and 62% upper), e-mail (36% lower vs. 46% middle and 48% upper), and teaching methods (53% lower vs. 68% middle and 62% upper).



## CHAPTER VI

# GETTING TO KNOW YOU: AN IN-DEPTH LOOK AT THE RELATIONSHIP WITH ONE GRANDCHILD



Most of the questions in this survey were in the context of grandchildren *as a whole*. That is, what have grandparents done in the past month with any of their grandchildren. We also wanted to be able to focus on how they interact with grandchildren of various ages; to do this, we had the computer randomly select one grandchild to focus on for a series of in-depth questions. The only exception to the randomized process is that if the person had a grandchild under age 18 as well as 18+, the program was set up to choose the child under 18. In this chapter, we refer to the selected grandchild as the “focal” grandchild.

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## RATINGS OF RELATIONSHIPS WITH AND KNOWLEDGE OF GRANDCHILDREN

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**Relationships:** On a 0 to 10 scale where 10 means excellent, grandparents state that their relationships with both the focal grandchild and his/her parent are quite good: a mean of 8.7 for the relationship with the grandchild and a mean of 9.1 for the relationship with the child's parent. (We asked them to rate only the parent who provided the lineage to this focal grandchild.) Viewed in another way, 54% rate their relationship with the child as a "10," and 68% rate their relationship with the parent at this same high level.

- These ratings do not vary with the age of the focal child.
- Grandparents age 75+ report the most positive perceptions of these relationships (see Exhibit VI-1).
- If the child lives within 50 miles, grandparents rate the relationship higher than if the child lives farther away (59% vs. 48% rate it a "10").

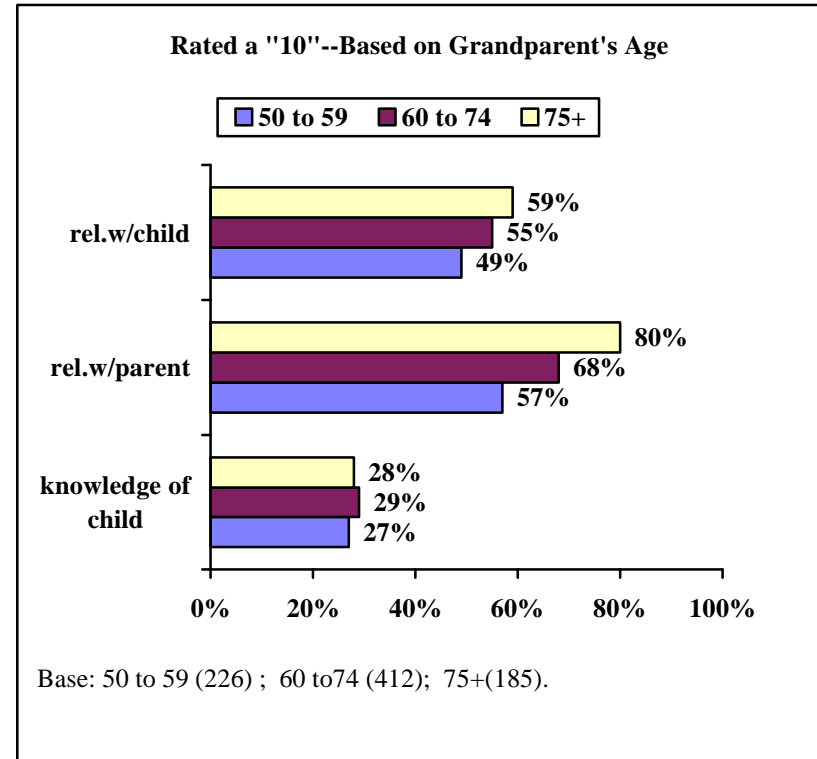
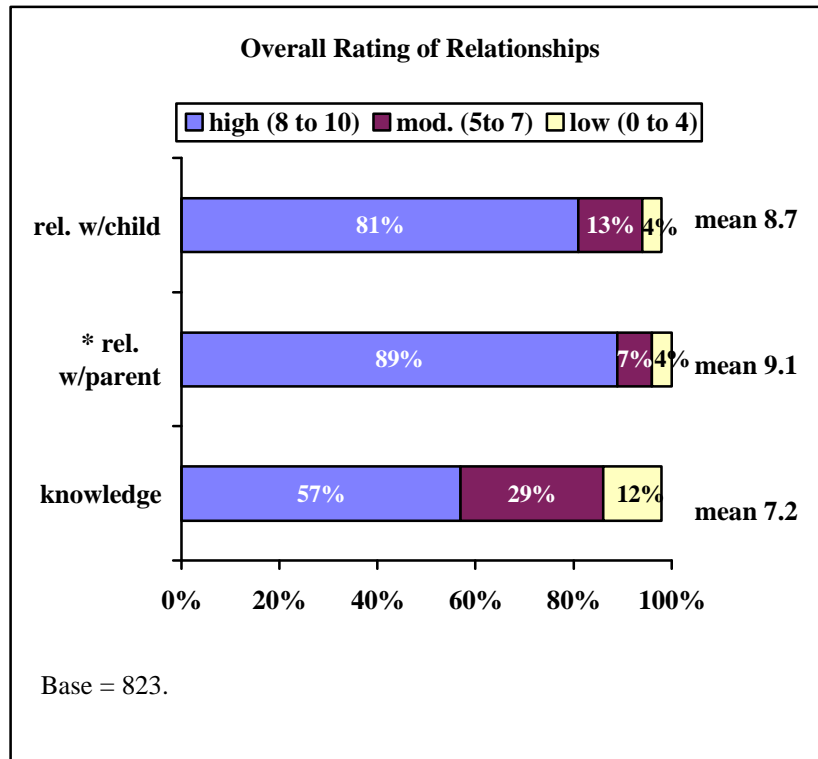
**Knowledge:** We also asked grandparents to rate their knowledge of this focal grandchild, with the following question: *"Now I'd like you to think about how well you know this grandchild, in terms of such things as his/her favorite foods or favorite colors, friends' names, hobbies, or even fears and concerns. Using a scale of zero to ten where a rating of ten means you truly feel you know this grandchild very well and a zero means you do not know him/her well at all, what rating would you give?"*

Reactions to this measure are not as positive as the previous questions: a mean of 7.2, with only 29% rating their knowledge a "10."

- Extremely high ratings (a "10") are more prevalent for a child age 4 to 7 than teenagers (36% vs. 23%).
- Although grandparents age 75 and older perceive their relationship with the focal grandchild as relatively better than do grandparents age 50 to 74, they do not rate their knowledge of the child any differently than younger grandparents do (see Exhibit VI-1).
- Again, proximity correlates with higher ratings. When the grandchild lives within 50 miles, just over one-third (35%) of grandparents rate their knowledge of the child a "10," compared to 18% of grandparents speaking of a child over 50 miles away.

This apparent discrepancy between their ratings of closeness and knowledge is typical of what Arthur Kornhaber refers to as their "symbolic role." He suggests that grandparents "fill their consciousness with a feeling, a mental image, or a nostalgic daydream about their grandchild" in order to fulfill their "drive" to grandparent (Kornhaber, 1996).

**Exhibit VI-1: Ratings of Relationship with Focal Grandchild and His/Her Parent, and Knowledge of the Focal Grandchild (0 to 10 scale where 10 = highest)**



\* child's parent refers to the parent to whom the respondent is related

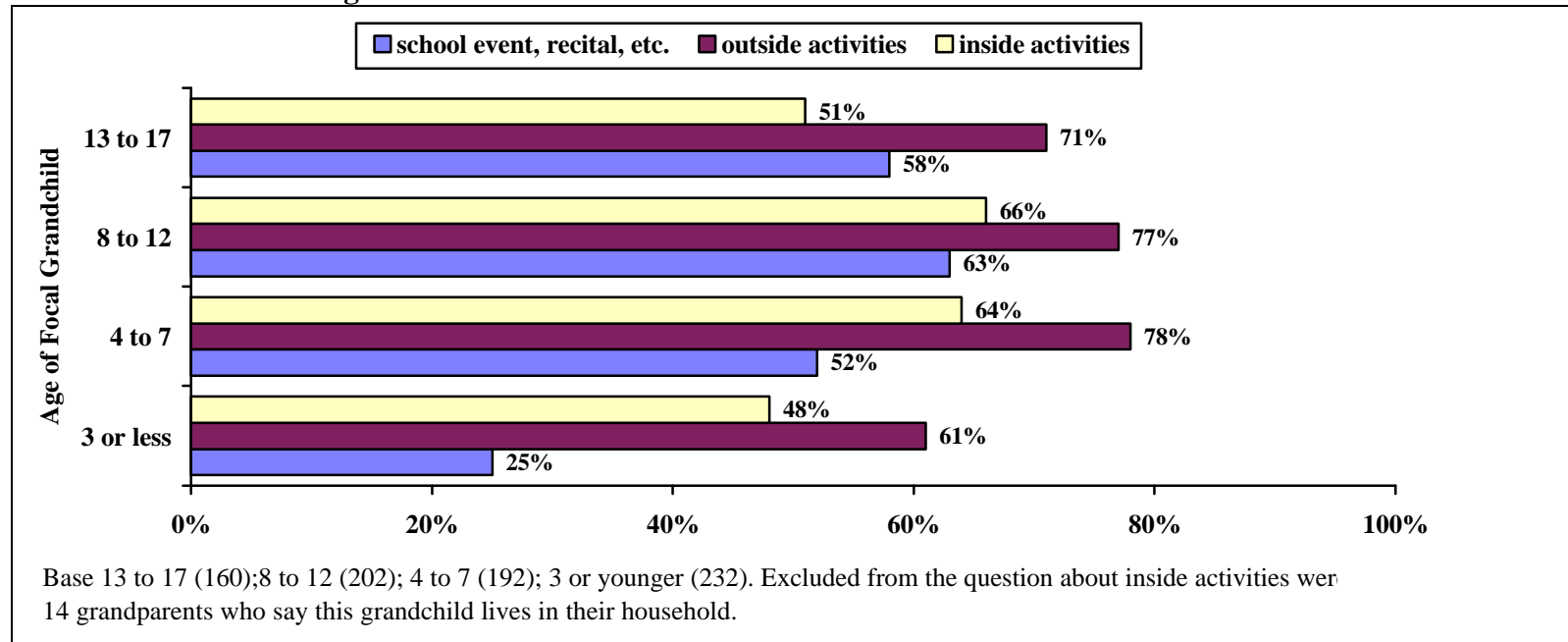
## NATURE OF INVOLVEMENT



We asked grandparents about major categories of activities that they may have engaged in with the focal grandchild within the past year.

- Likelihood of having **attended an event** in which this child was involved, such as a school event, a play, sports competition, recital, or similar activities, does not vary with the child’s age except for lower incidence for very young children.
- Grandparents are most likely to participate in **activities outside the home**, such as shopping, going to a movie, eating out, etc., when the grandchild is 4 to 7 or 8 to 12.
- Similar results exist for **inside activities**, including home repairs, crafts projects, etc.; participation is greatest when the grandchild is 4 to 7 or 8 to 12.

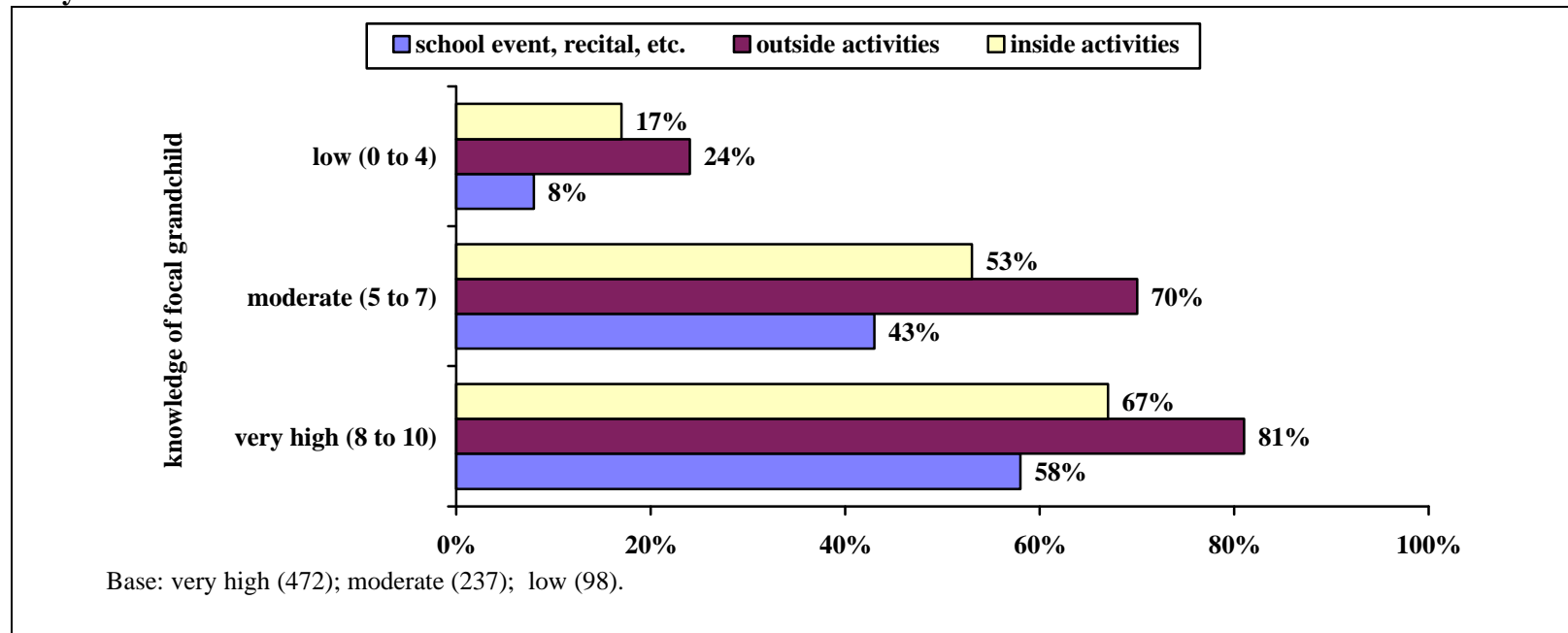
**Exhibit VI-2: Percentage of Grandparents Who Participated in These Activities Within Past 12 Months With Focal Grandchild of Various Ages**



## The Chicken or The Egg

Grandparents' reports of their involvement in the grandchild's life and the grandparents' perceptions of how well they know this child are strongly related. Grandparents who feel they know the child the best (rating of 8 to 10) are three times as likely as those who know the child least (rating of 0 to 4) to say they have engaged in activities with this child in the past 12 months, either inside or outside the home. Even more notable, they are seven times as likely as those who do not know the child well to say they attended a school event, recital, play or something of this sort that the child was involved in within the past 12 months.

**Exhibit VI-3: Percentage of Grandparents who Engage in Activities with Focal Grandchild, Based on How Well They Say They Know This Grandchild**



## Influence of Grandparent Age and Proximity

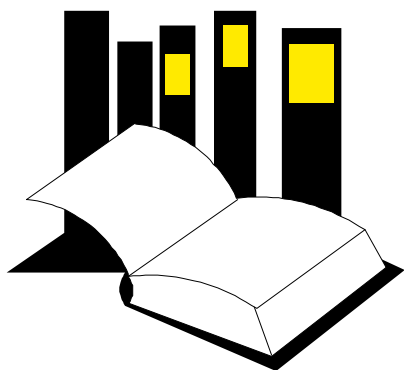
Grandparents who live within 50 miles of the focal grandchild are more likely to interact with the child in a variety of ways. This is particularly pronounced regarding events such as school plays or recitals. Age of the grandparent affects participation, too, though not in a completely consistent pattern:

- For school events and similar activities, regardless of age group, grandparents who live closer are more apt than those who live farther to have participated. Grandparents age 60 to 74 who live within 50 miles of the child are more likely than any other segment to participate in these activities.
- Regarding activities outside the home such as movies, shopping, etc., proximity does **not** affect the incidence in a statistically significant manner for younger grandparents. That is, grandparents 50 to 59 who live farther away are just as likely as those living closer to have done such an activity with the focal grandchild. Proximity **does** matter for grandparents who are older.
- Similar findings exist for grandparents age 50 to 59 regarding activities inside the home, such as crafts, cooking, home repairs, etc. Proximity does not affect their likelihood of having engaged in these activities within the past 12 months, but does affect the incidence among grandparents age 60 or older.

**Exhibit VI-4: Percentage of Grandparents who Engage in Activities with Focal Grandchild, Based on Grandparent Age and Proximity**

	<b>Age 50 to 59 and:</b>		<b>Age 60 to 74 and:</b>		<b>Age 75+ and:</b>	
Base	<b>&lt;50 miles</b> (n=129)	<b>50+ miles</b> (n=83)	<b>&lt;50 miles</b> (n=227)	<b>50+ miles</b> (n=169)	<b>&lt;50 miles</b> (n=87)	<b>50+ miles</b> (n=95)
<b>In past 12 months, did the following with/for focal grandchild:</b>	(%)	(%)	(%)	(%)	(%)	(%)
attended school event, recital, play, etc.	52	33	63	38	46	34
activities outside home such as shopping, movie, eating out, etc.	78	69	80	64	65	50
activities inside home such as crafts, cooking, home repair, etc.	66	68	64	47	53	30

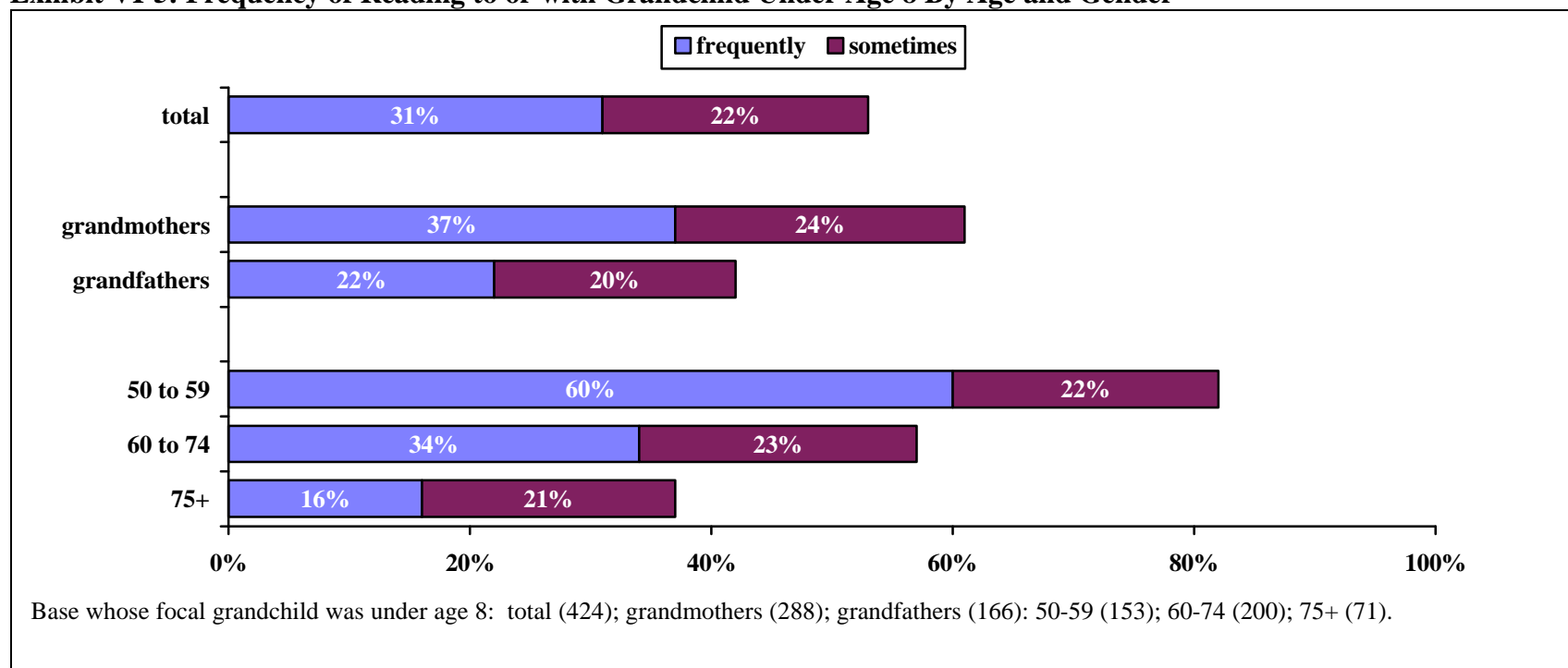
## FREQUENCY OF READING TO/WITH YOUNGER GRANDCHILD



If the focal grandchild was age 7 or younger, we also asked about the frequency of **reading** to, or with, the grandchild. Answers vary widely. Almost one-third (31%) of grandparents say they do so frequently and another 22% report sometimes doing so, but the other half do so hardly ever (16%) or never (30%).

- Age and gender each impact this activity. Grandmothers are more likely than grandfathers to say they read at least occasionally. Similarly, grandparents age 50 to 74 are more likely to read to their grandchildren at least sometimes than are older grandparents (see Exhibit VI-5).
- Other segments most likely to say they read to a younger grandchild frequently or sometimes include those who say they know the child well (72%) and grandparents whose focal grandchild lives within 50 miles (59%).

**Exhibit VI-5: Frequency of Reading to or with Grandchild Under Age 8 By Age and Gender**



## THESE ARE A FEW OF MY FAVORITE THINGS

In an **open-ended** question, grandparents named the one or two activities they most enjoy doing with the focal grandchild.

**Recreational sports** or outdoor activities elicited the most mentions (33%). We included in this category activities such as ball sports, yard activities, going for walks, swimming, watching the children play sports, and going to sporting events. This is the top mention, or one of the top mentions, for each age of grandchildren.

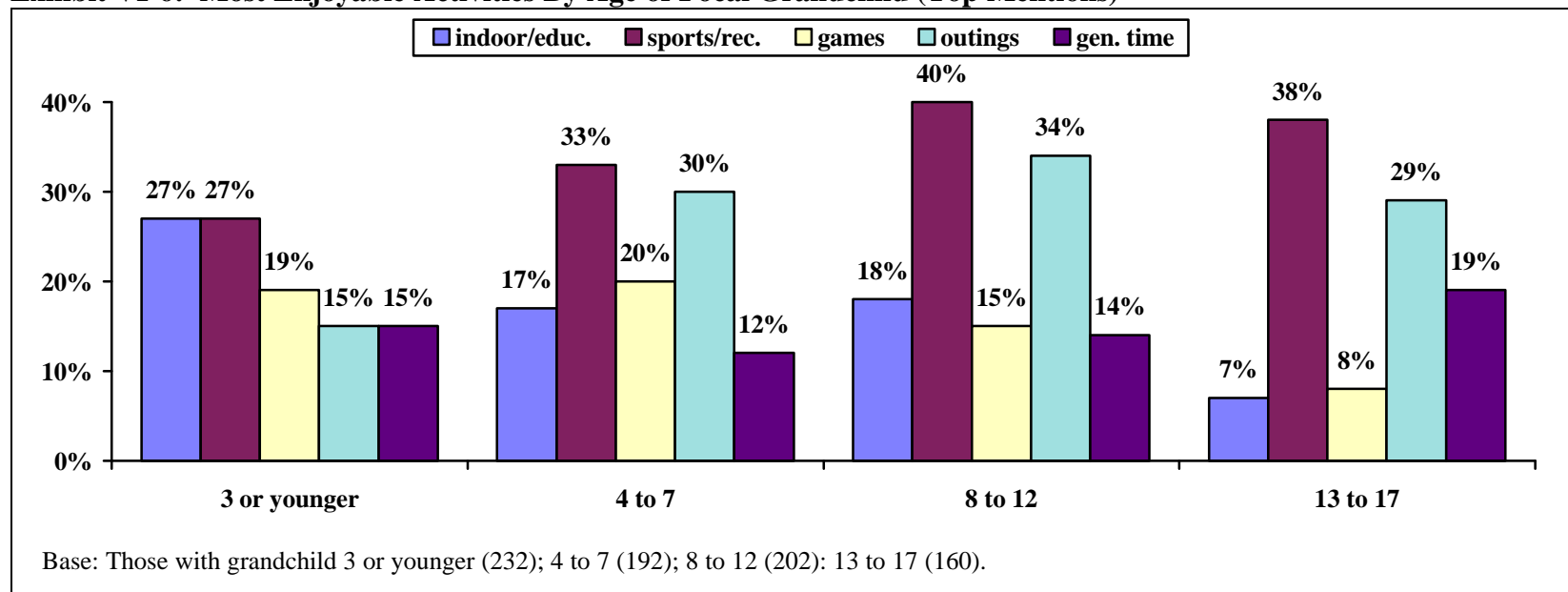
The general category we labeled “**outings**” includes activities such as going to the movies, travel, or simply eating out or shopping. This category (26%) follows close behind recreational activities, but is less prevalent among grandchildren ages 3 or younger than among older grandchildren.

**Indoor/educational** activities are mentioned by 18%. This is one of the top mentions for very young grandchildren but diminishes greatly by the time the grandchild is a teenager. This includes reading, writing, and other educational or enrichment activities.

**Games** are mentioned by 16% of grandparents. Playing games is most commonly a favorite activity with younger grandchildren.

“**General time**” might be phrased “just hanging out.” With a 15% incidence, this includes just talking to/spending time with the grandchild (either in person or by telephone) or just being together. This is cited more for teenage grandchildren than others.

**Exhibit VI-6: Most Enjoyable Activities By Age of Focal Grandchild (Top Mentions)**





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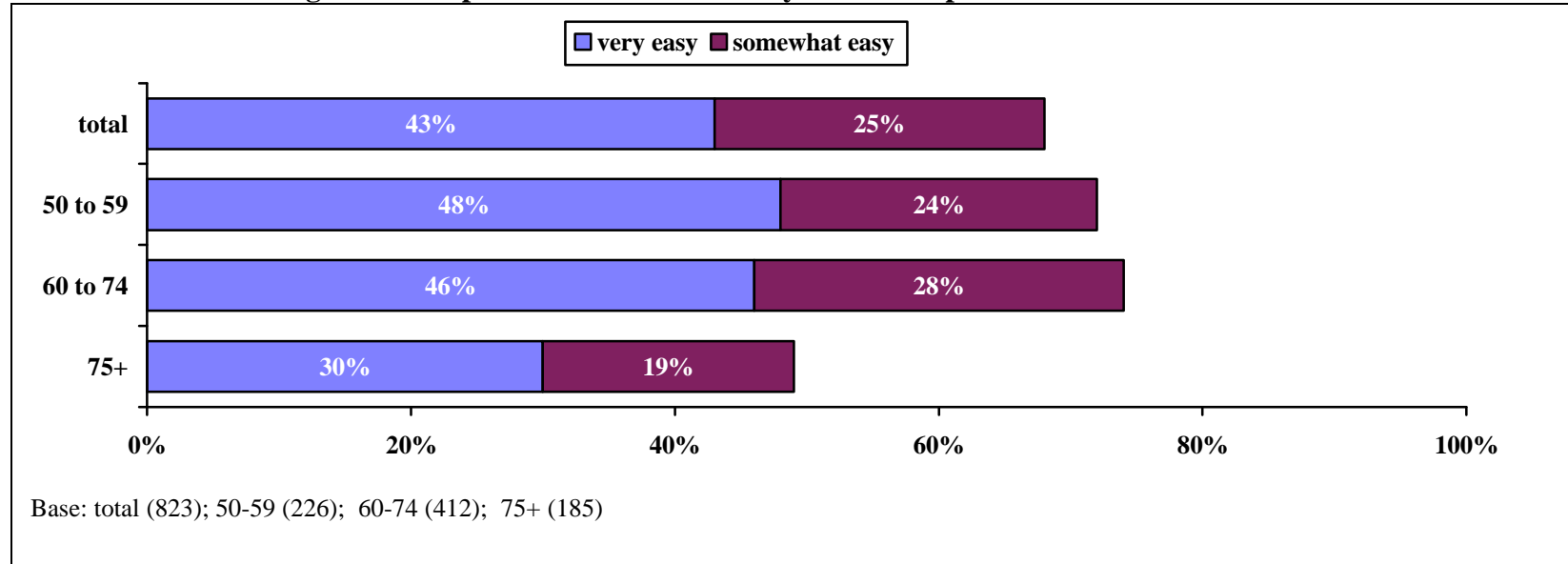
## NECESSITY, THE MOTHERHOOD OF INVENTION

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How hard is it to come up with an activity to do with the focal grandchild? Many grandparents (43%) say it is very easy to come up with the potential activities that the focal grandchild will enjoy and an additional 25% feel the task is somewhat easy.

- These feelings do not vary based on the age of the focal grandchild. Instead, the grandparent's age is the driving force, with the oldest grandparents (75+) least likely to find it even somewhat easy to come up with potential activities (see Exhibit VI-7).

**Exhibit VI-7: Percentage of Grandparents Who Find It Easy to Come Up with Activities for Focal Grandchild**



- Subsegments who say that coming up with activities to do with a grandchild is very easy include: black grandparents more than white grandparents (56% vs. 42%); those with incomes of \$25,000 or more than grandparents with lower incomes (51% vs. 31%), and Internet users more than nonusers (56% vs. 39%).

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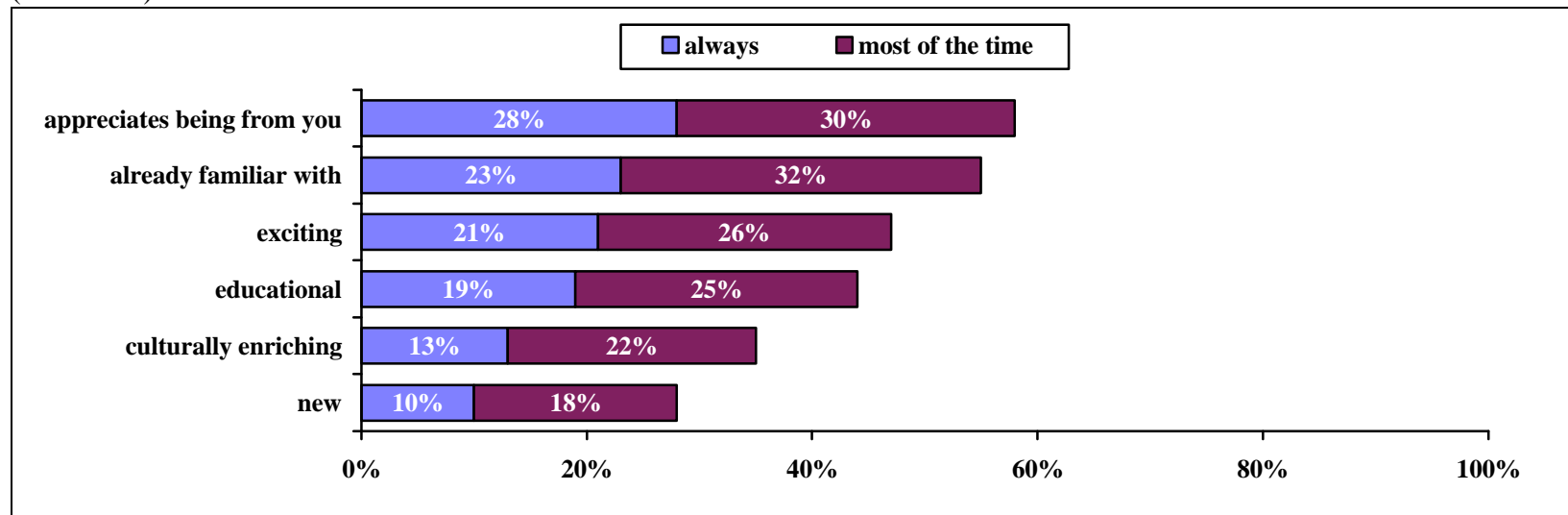
## SO MANY CHOICES . . .

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How **do** grandparents come up with activities to do with their grandchildren? Do they seek out educational/cultural opportunities, or do they aim for sheer excitement? How important is it that the activity be “fresh,” that is, something new for the grandchild? We asked grandparents how frequently various decision criteria come into play when they are trying to think of something they can do with a grandchild. Of the items in this inquiry, the most often used criterion is that it be something the child appreciates as coming from the grandparent. Overall, excitement and/or familiarity win out over newness and culture.

### Exhibit VI-8: Factors That Grandparents Think Of When Trying to Come Up With Activities for Focal Grandchild

(Base=823)



- When thinking of activities for a grandchild age 13 to 17, nearly one-third of grandparents (30%) say they always/mostly try to think of something educational. For younger ages, roughly 50% take this into account. No other differences exist by child’s age.
- Black grandparents are much more prone than white grandparents to often take into account that the activity be educational (57% vs. 43%); culturally enriching (51% vs. 33%); or something new that the child has not experienced before (45% vs. 27%).
- Grandmothers are more inclined than grandfathers to say they often try to take all these things into account. Grandmothers age 50 to 74, who seem to interact with grandchildren more frequently than other segments do, are especially likely to emphasize education, cultural enrichment, and exciting activities, as well as something the child will appreciate as coming from her.

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## SO LITTLE TIME...

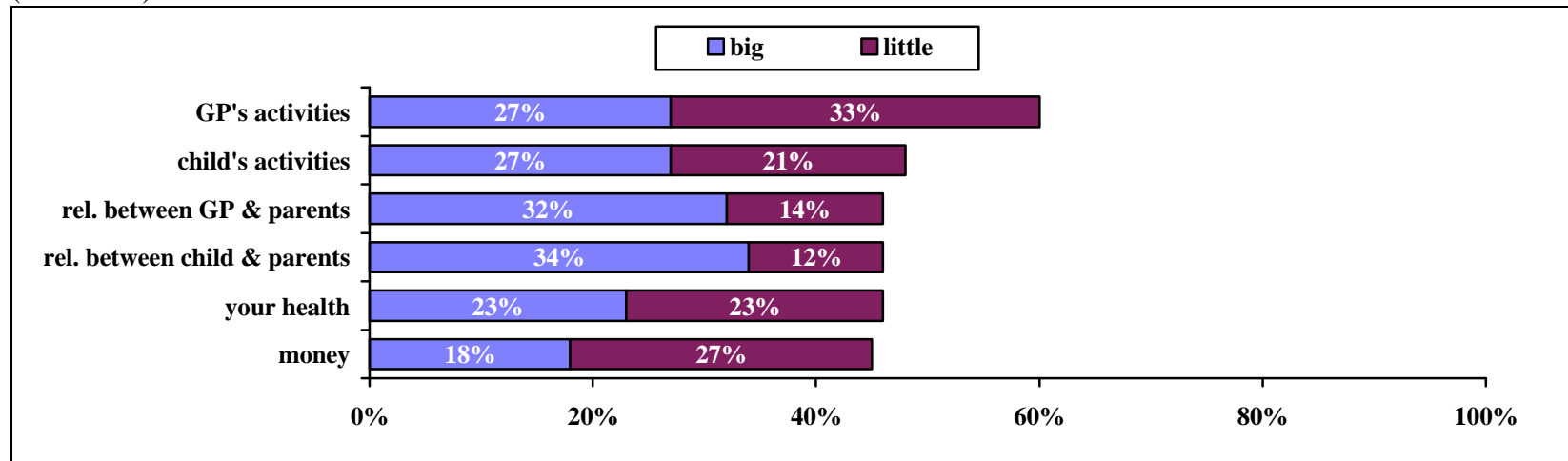
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Is the amount of time spent with a grandchild influenced more by what the grandparent has going on in his or her life, or more by what the child has going on? How do money and health come into play? And which has more impact -- relationships between the child and his/her parent, or relations between the grandparent and the child's parent?

We asked mature grandparents to rate the influence of six factors on the amount of time spent with the focal grandchild. For one in three grandparents, relationship issues — either between them and the parent or between the parent and grandchild — have a big impact on the amount of time they spend with the focal grandchild. Slightly over a quarter said that activities, theirs or their grandchild's, have a big impact on the time spent with this grandchild. When looking at items that have any impact at all, six in ten grandparents say their own activities have at least some impact on the time they spend with their grandchild. As a whole, grandparents rate each of the other items fairly similarly; over four in ten say that each impacts the amount of time at least a little.

### Exhibit VI-9: Impact of Various Factors on Amount of Time Spent with Focal Grandchild

(Base=823)



- These findings are constant across the different children's ages except that few people say that their time with a grandchild who is 3 or younger is affected by the child's school activities, hobbies, and so forth.
- The only difference based on the grandparent's age is that those age 75 and older seldom cite their own activities as having much impact on the amount of time spent with the focal grandchild.

- Health obstacles are **not** cited any more often by grandparents 75 and older than by younger ones. But half of those who say their health is poor say that their health has a large impact and another 29% say it has a small impact. Of those who claim excellent health, 72% say their health has no impact.

# CHAPTER VII GRANDPARENT CAREGIVERS

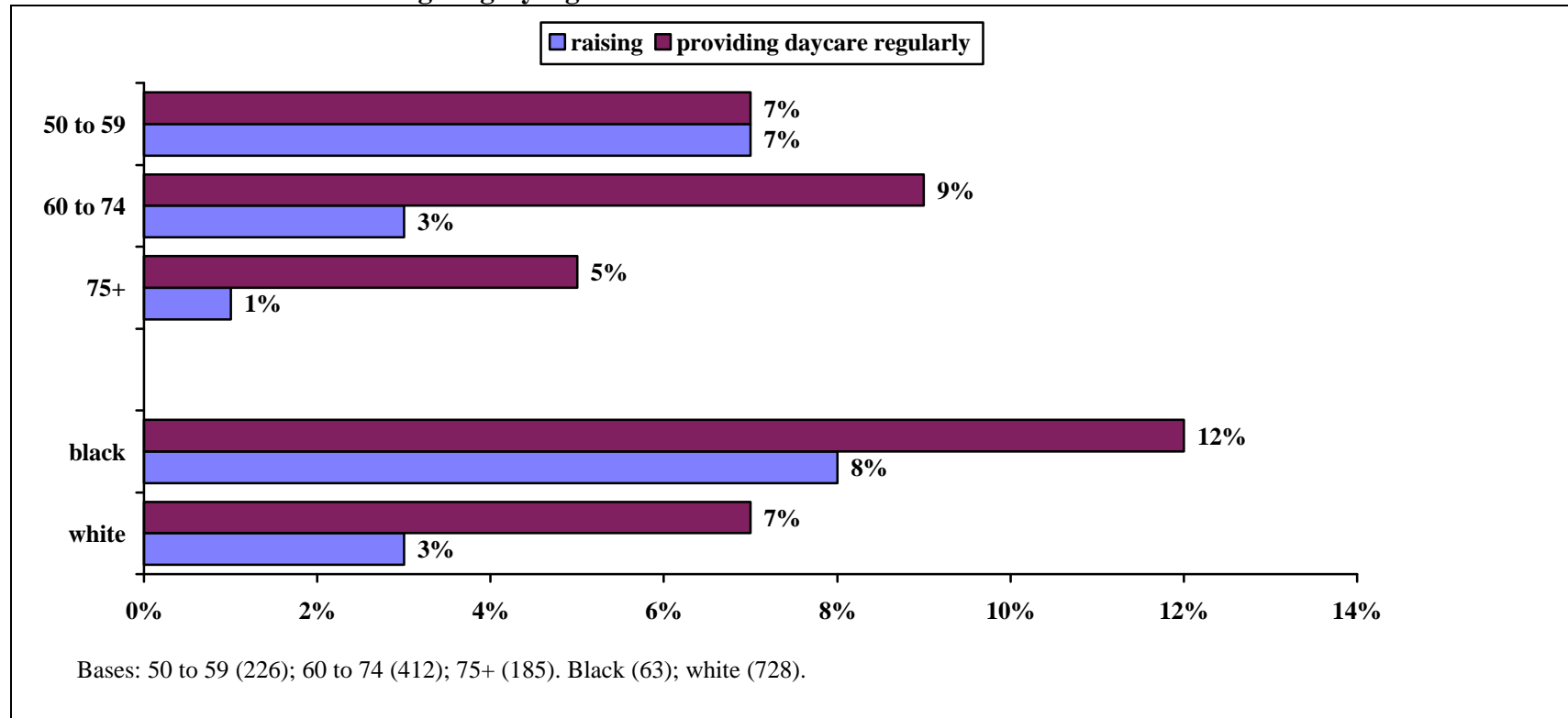


## WHO IS WATCHING THE CHILDREN?

Eleven percent of grandparents 50+ say they are either raising a grandchild (3%) or providing daycare (8%) regularly. Only two respondents report doing both. The incidence of caregiving overall (either raising a grandchild and/or providing regular daycare) is less pronounced among grandparents 75 and older. Younger grandparents are as likely to be raising a grandchild as providing daycare for a grandchild, while those 60 and older are more likely to be providing daycare than raising a grandchild.

Although the number of black grandparents who participated in this survey is quite low, it appears that black grandparents who are age 50 or older are much more likely than white grandparents to report being caregivers.

**Exhibit VII-1: Incidence of Caregiving By Age and Race**



When we turn these data around to look at the characteristics of segments of grandparents — caregivers as a whole, those providing daycare, those raising their grandchildren, and non-caregivers — we find differences by age and race. Note, however, that the number of grandparents in this survey who are actually raising their grandchildren is very small. Results for that subgroup should be viewed as suggestive rather than definitive. A study with a much larger sample of grandparents raising grandchildren is needed to provide statistically reliable estimates of their characteristics and behaviors.

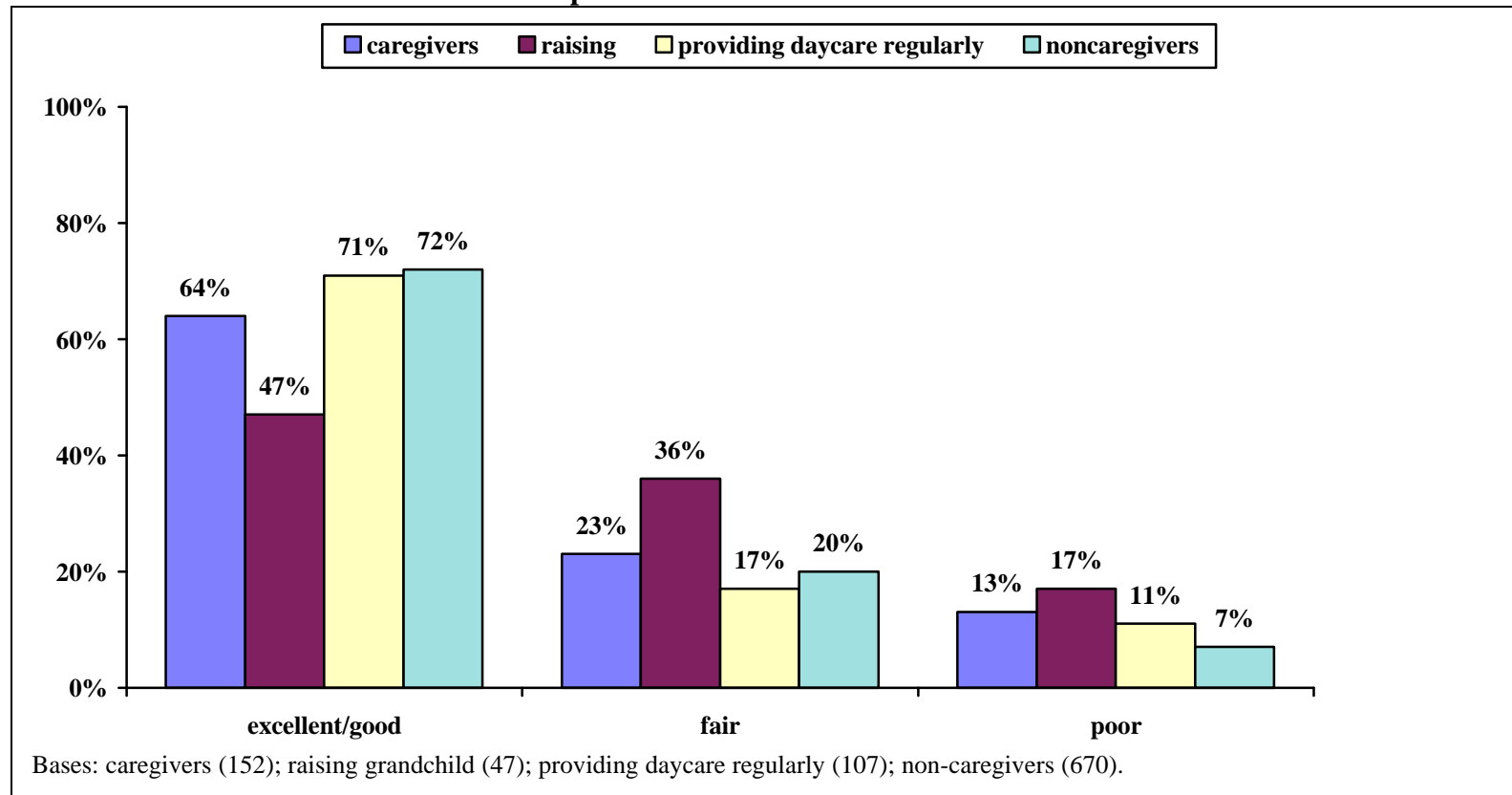
- Half the mature grandparents raising a grandchild are 50 to 59; one-fourth of those who are providing regular daycare are in this age group. Even the daycare providers, however, are slightly younger than the non-caregiver segment.
- The caregivers segment contains more black grandparents than does the non-caregiver segment. Racial differences between those raising a grandchild and providing regular daycare are not statistically significant.
- Distribution by gender is not as pronounced as might be expected. No differences exist between those raising a grandchild and providing daycare, although the caregiver segment as a whole contains a slightly larger proportion of females than does the non-caregiver segment.
- There are no differences in marital status between caregivers and non-caregivers.

**Exhibit VII-2: Age, Race, and Gender for Caregivers and Non-Caregivers**

	CAREGIVERS			NON-CAREGIVERS
	Total (n=152)	Raising Grandchild (n=47)	Providing Daycare Regularly (n=107)	Total (n=670)
<b>Age</b>	(%)	(%)	(%)	(%)
50 to 54	15	21	12	12
55 to 59	18	32	13	14
60 to 64	24	17	28	17
65 to 69	18	11	21	17
70 to 74	13	15	11	15
75+	12	4	15	25
<b>Black or African American</b>	13	17	11	6
<b>Female</b>	70	70	70	60

- One of the biggest differences between grandparents who are raising a grandchild and those who are not is their self-reported health status. Nearly half of those raising a grandchild (47%) say their health is excellent or good, compared to about seven in ten other grandparents. This differential of grandparents raising grandchildren is especially surprising given that this segment is the youngest one. On this dimension, grandparents who are providing regular daycare are virtually identical to non-caregivers.

- **Exhibit VII-3: Overall Health of Grandparent**



- Since grandparents raising grandchildren are younger, they are the most likely to be employed. In fact, as many of them are employed as retired. Of grandparents who provide daycare regularly, however, most are retired.
- Correlating with employment status, we find that grandparents providing daycare regularly have much lower household income levels than do their counterparts who are raising a grandchild (see Exhibit VII-4).



**Exhibit VII-4: Employment and Socioeconomic Status of Caregivers and Non-Caregivers**

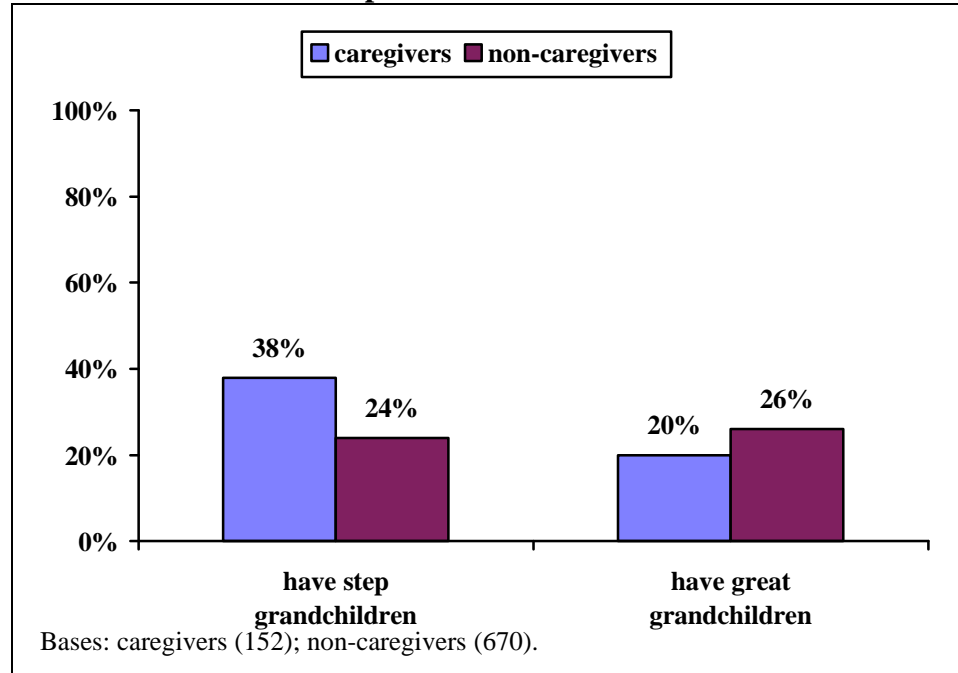
	CAREGIVERS			NON-CAREGIVERS
	Total (n=152) (%)	Raising Grandchild (n=47) (%)	Providing Daycare Regularly (n=107) (%)	Total (n=670) (%)
<b>Employment</b>				
Employed	28	40	22	32
Retired	57	38	65	56
<b>Household Income *</b>				
<\$25K	38	22	44	35
\$25K-<\$35K	15	27	10	19
\$35K-<\$50K	20	19	20	16
\$50K-<\$75K	18	24	15	16
\$75K+	9	7	11	15

\* household income was recalculated to exclude those who refused to answer.

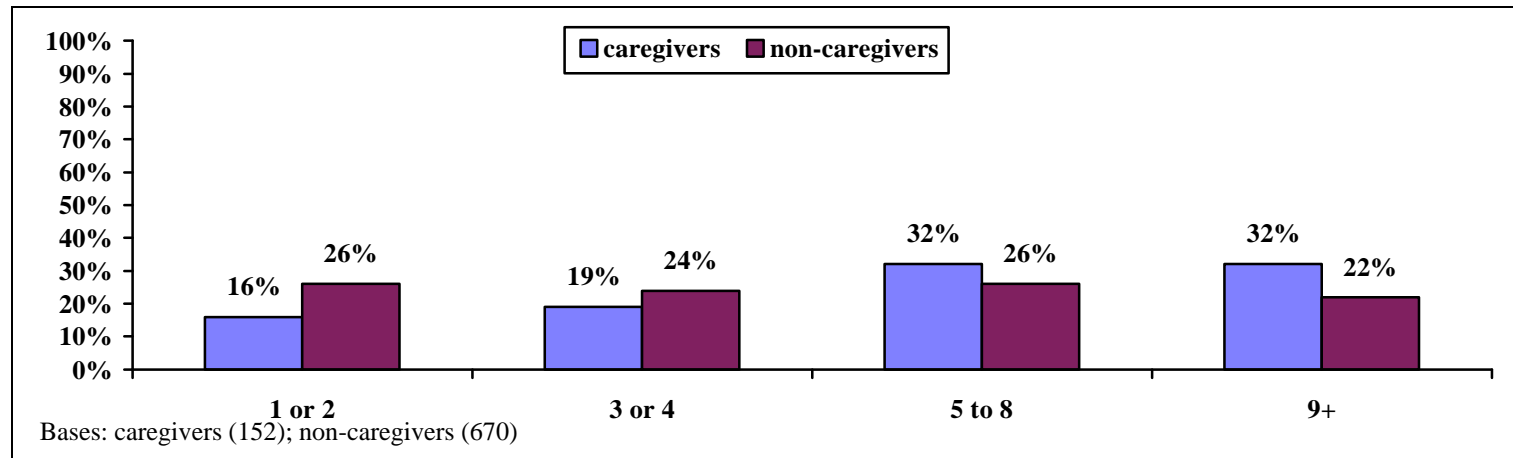
**NUMBER AND AGES OF GRANDCHILDREN/GREAT GRANDCHILDREN**

**Exhibit VII-6: Incidence of Step Grandchildren and Great Grandchildren**

- Caregivers as a whole are much more likely than non-caregivers to have a step grandchild.
- Non-caregivers are slightly more likely than caregivers to have at least one *great* grandchild.
- Combining the number of great grandchildren and grandchildren, we find that caregivers have more grandchildren than non-caregivers (median of six vs. four) but that no differences exist between the two sub-segments of caregivers. A sizable minority of caregivers have more than eight grandchildren/great grandchildren (32%).

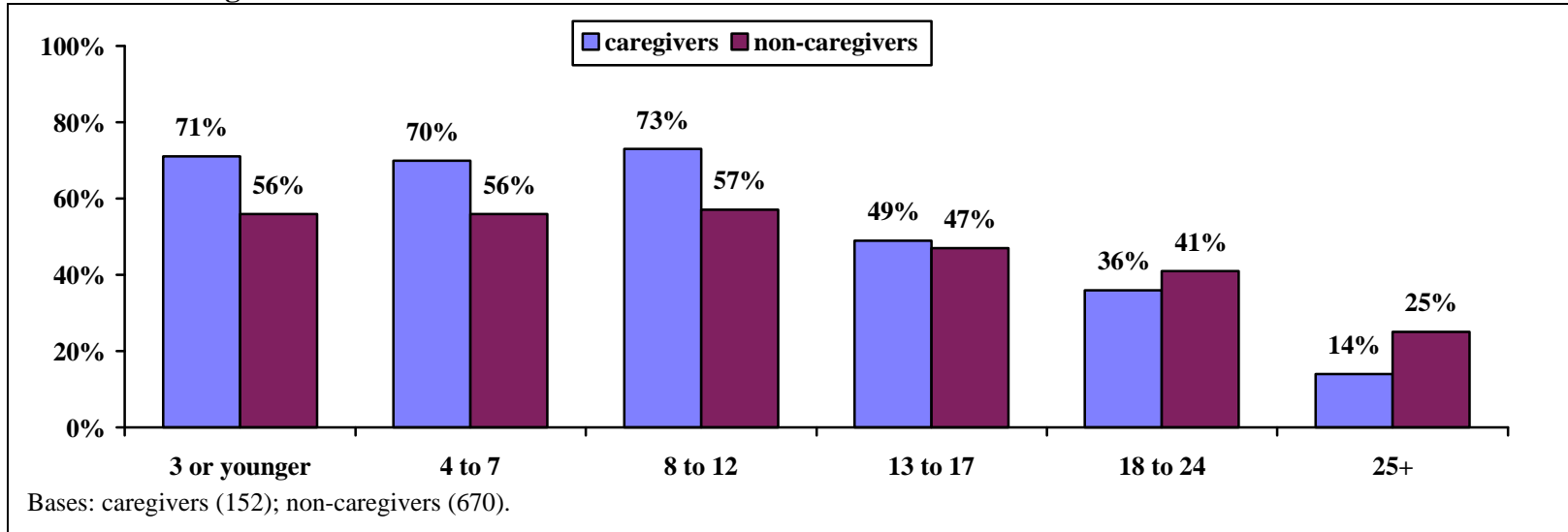


**Exhibit VII-7: Number of Grandchildren/Great Grandchildren**



Since caregivers are younger, and have more grandchildren/great grandchildren, than non-caregivers, it is logical that they are more likely to have younger grandchildren. Caregivers are more likely than non-caregivers to have grandchildren in each of the adolescent and preteen categories. Non-caregivers are more likely to have grandchildren who are 25 or older. No differences exist between the two subsegments of caregivers.

**Exhibit VII-8: Ages of Grandchildren/Great Grandchildren**



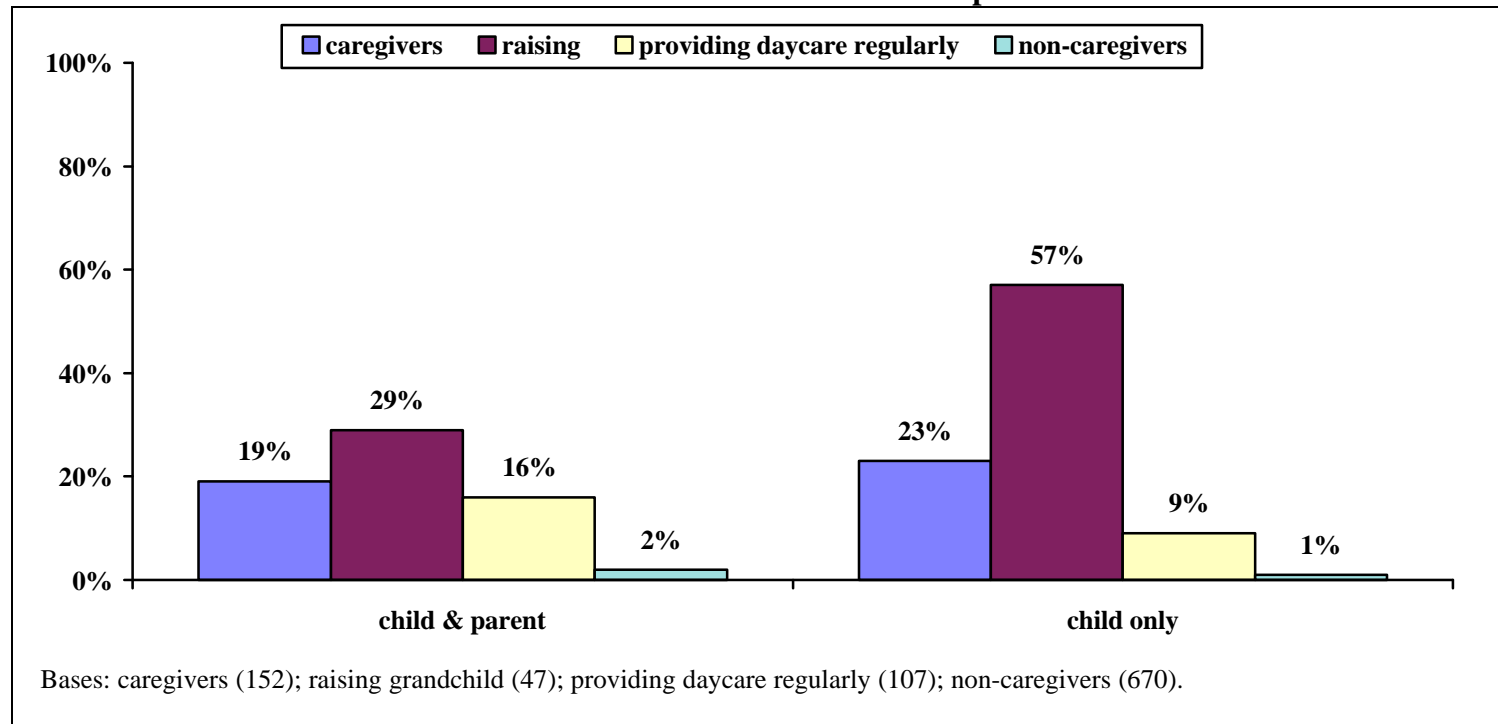
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## LIVING ARRANGEMENTS

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Although the base of grandparents raising a grandchild is small, it reflects households that are more likely to contain just the child rather than the child and his/her parent. Conversely, grandparents providing daycare are almost twice as likely to have three-generation households (16% child and parent vs. 9% child only). Only a small proportion of non-caregiver grandparents indicate that they live in the same household as a grandchild (see Exhibit VII-9). On a separate question, four in ten caregivers report that more than one grandchild lives in the same household as they do. This incidence does not differ between the two caregiver sub-segments.

**Exhibit VII-9: Co-Residence: Who Lives in Same Household as Grandparent?**

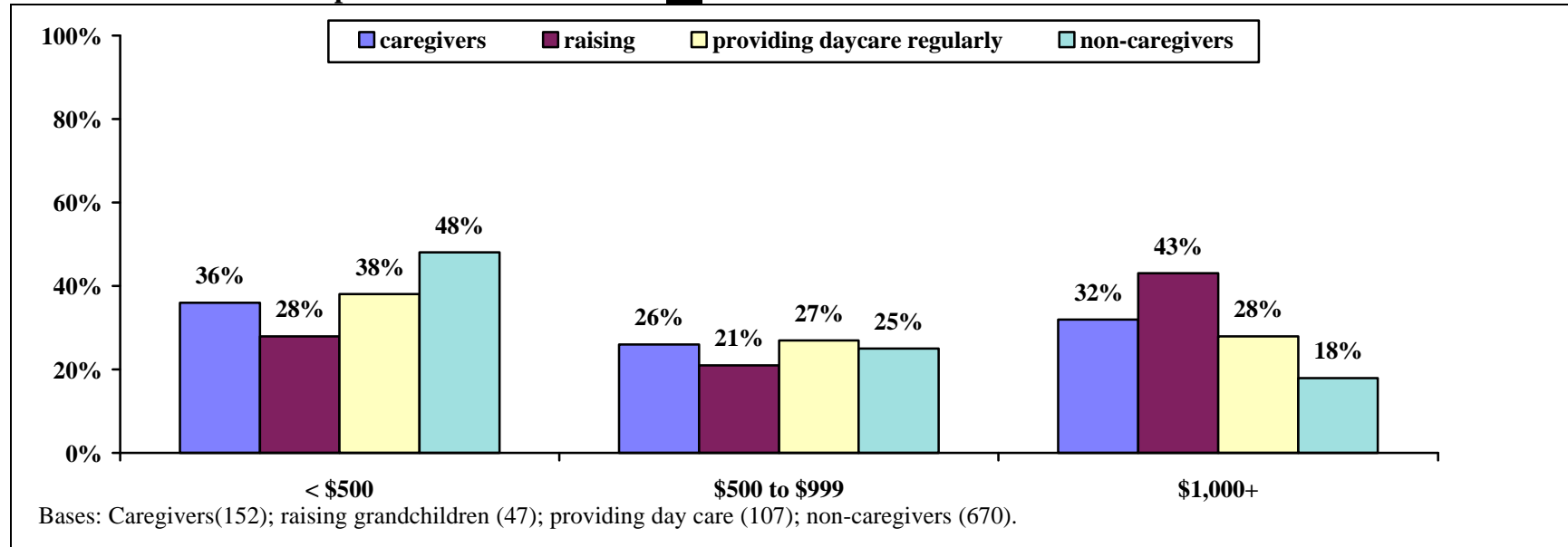


Many caregivers (55%) as well as non-caregivers (60%) have at least one grandchild who lives more than an hour's drive away. Likelihood of this does not differ between those raising a grandchild and those providing daycare. Among those with a grandchild more than an hour's drive away, approximately one-third say they took a trip in the past month to visit that grandchild.

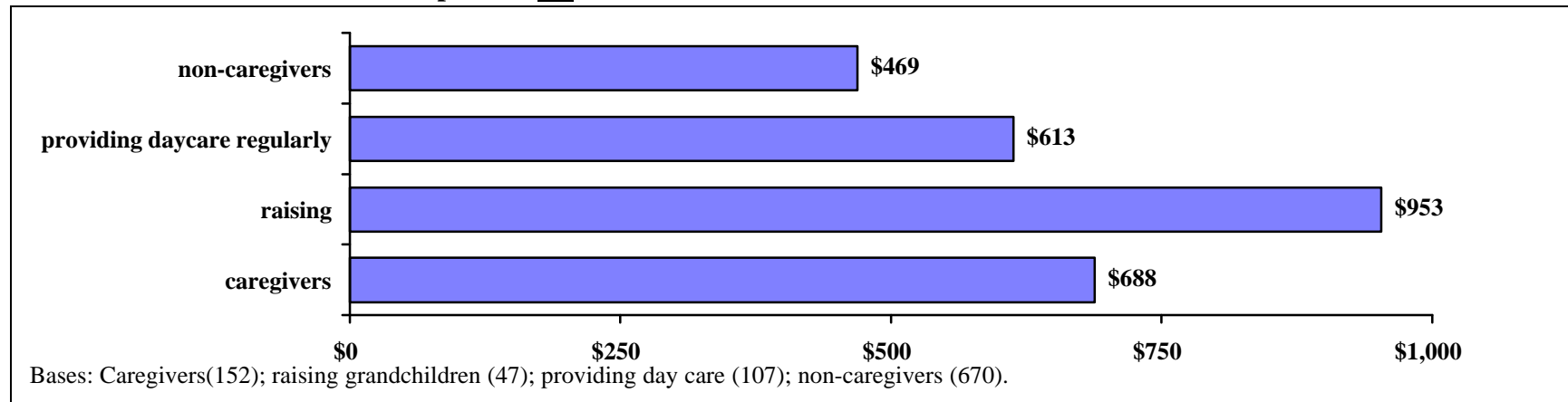
## IF I WERE A RICH MAN: SPENDING AND PURCHASING

Grandparents who are raising a grandchild spend much more on their grandchildren than do those providing regular daycare. Non-caregivers spend the least of the segments.

**Exhibit VII-10: Amount Spent in Past 12 Months on All Grandchildren**

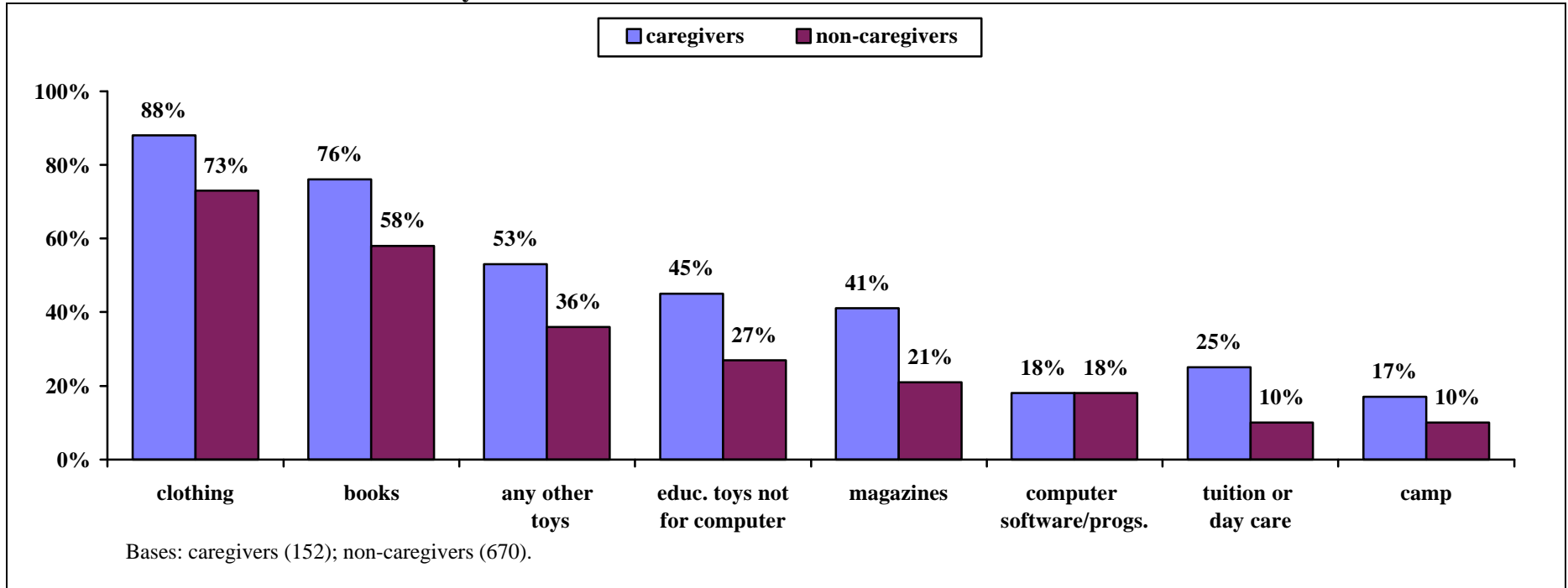


**Exhibit VII-11: Median Amount Spent on All Grandchildren**



We asked grandparents about the types of purchases they made for grandchildren within the past 12 months, including general categories ranging from clothing to magazines to overnight camp. Caregivers as a whole are more likely than non-caregiver grandparents to have made many of these purchases; the only difference between the two sub-segments of caregivers is that those raising a grandchild are somewhat more likely than those providing daycare to have purchased books (89% vs. 71%). The only item included in the survey on which non-caregivers were the same as caregivers in purchases was computer software, including educational software as well as games.

**Exhibit VII-12: Items Purchased for Any Grandchildren in Past 12 Months**



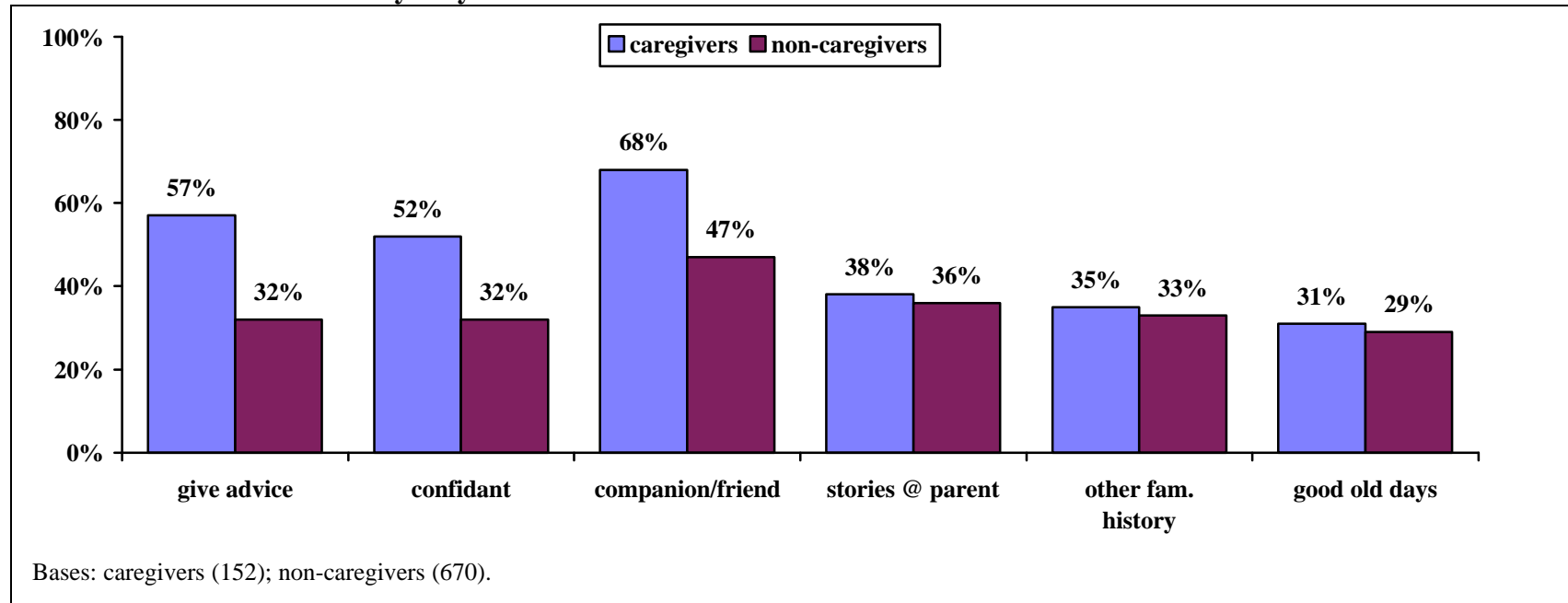
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## FRIEND, ADVISOR, AND CONFIDANT

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We asked grandparents how often, if ever, they play various roles with their grandchildren. Grandparents raising grandchildren differ from those providing daycare on only one item: They are more likely to say they often give advice to the child (70% vs. 51%). Caregivers of both subsegments are more likely than non-caregivers to often play roles such as being a confidant or a companion/friend of the grandchild. No differences exist in the percentage who often tell stories to a grandchild about: the parent when he/she was a child, other aspects of the family history, or the ‘good old days.’

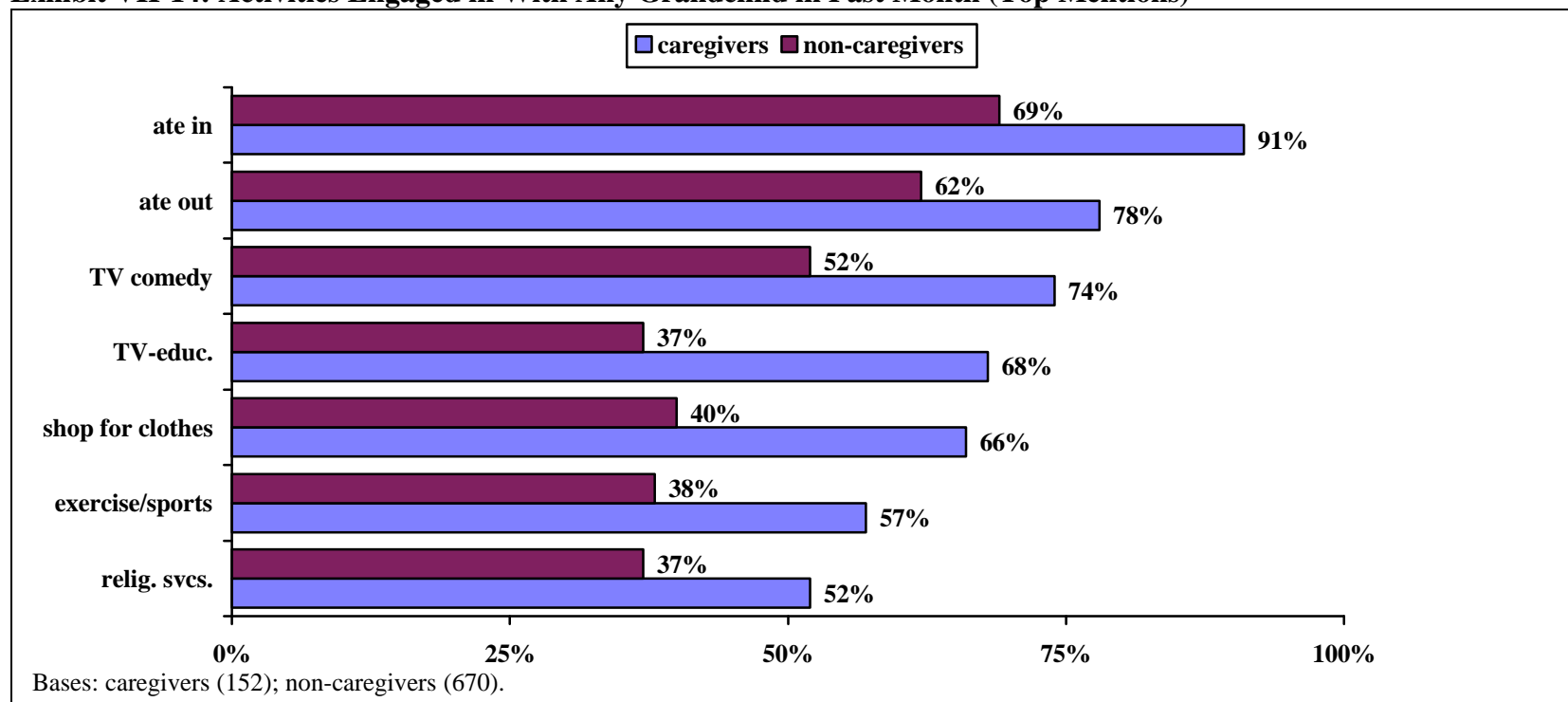
**Exhibit VII-13: Roles that They Play Often with a Grandchild**



## HERE, THERE, AND EVERYWHERE

In the past month, caregiver grandparents were more likely than non-caregivers to engage in virtually every activity we asked about in the survey. However, when ranked in order in terms of incidence, the most ‘popular’ activities with grandchildren are the same for each segment: eating in or out; watching a comedy on TV; engaging in exercise/sports, etc. These top mentions are shown in Exhibit VII-14. The only meaningful difference, which is not shown in the exhibit because it is not a “top mention,” is that grandparents raising a grandchild are much more likely than those providing daycare to say they took a grandchild on a trip within the past month (46% vs. 26%).

**Exhibit VII-14: Activities Engaged in With Any Grandchild in Past Month (Top Mentions)**



When asked whether the idea for an activity was the grandparent’s, the grandchild’s, or the parent’s, no differences existed between caregivers and non-caregivers. The initiator of the idea, instead, seemed to be mostly a function of the particular activity.

The caregiver and non-caregiver segments also are identical regarding the types of activities they say they would like to do more of with a grandchild. The top mention for all grandparents age 50+ falls into the category of recreational or sports activities (about four in ten).



Caregivers are as divided as non-caregivers regarding whether they generally prefer that a parent participate in the activities with them and the grandchild. Roughly one-third prefer being alone with the child; one-third want the parents there; and one-third have no preference.

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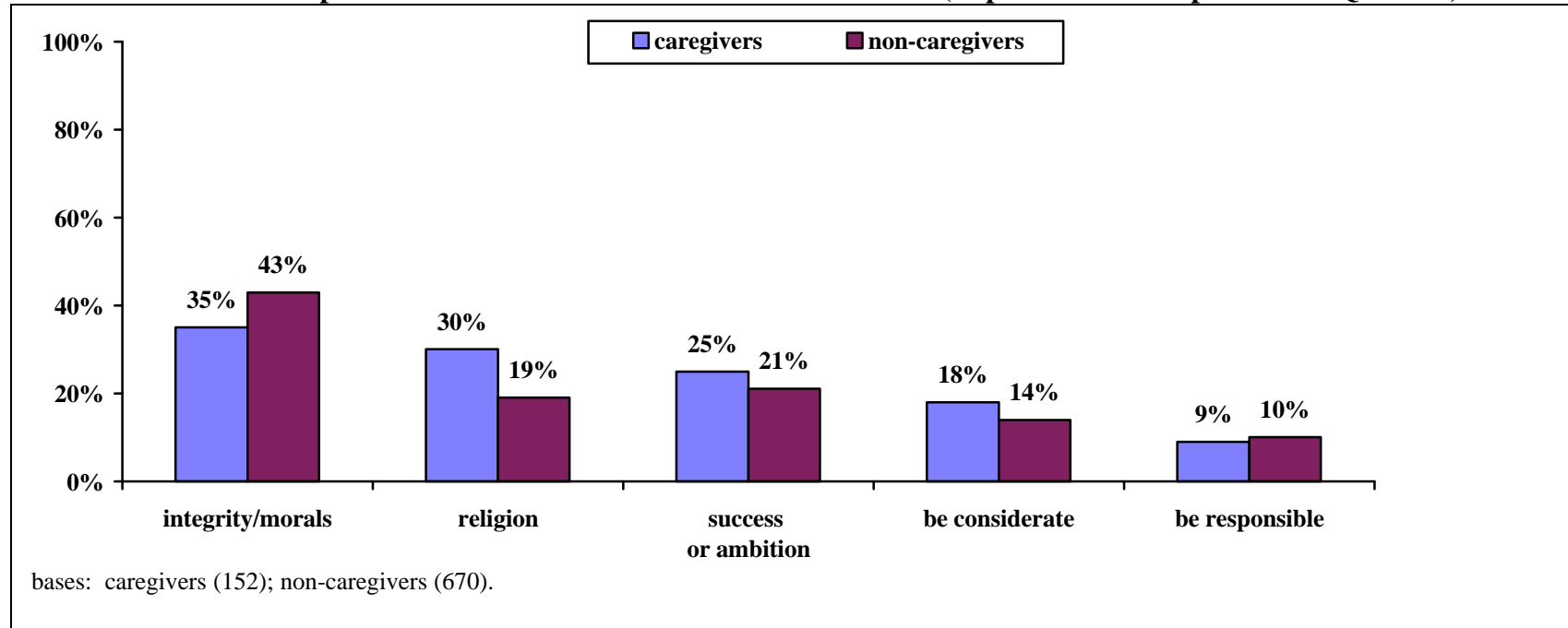
## WISHES FOR THE FUTURE

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Most grandparents, particularly caregivers, say that it is important to their own personal satisfaction that they teach a grandchild about a hobby, topic, or activity in which the grandparents are interested. Twice as many caregivers rate this very important (59%) as rate it somewhat important (26%). Non-caregivers are somewhat less intense in their ratings of the importance of passing on a hobby (45% very important and 33% somewhat important).

Grandparents gave varied answers when asked to name the most important value or ethic they would like to pass on to a grandchild. Caregivers' answers are about as likely to have to do with religion as with integrity/morals. Non-caregivers are twice as likely to cite integrity/morals as anything else. The most frequently mentioned values are shown in Exhibit 7-15.

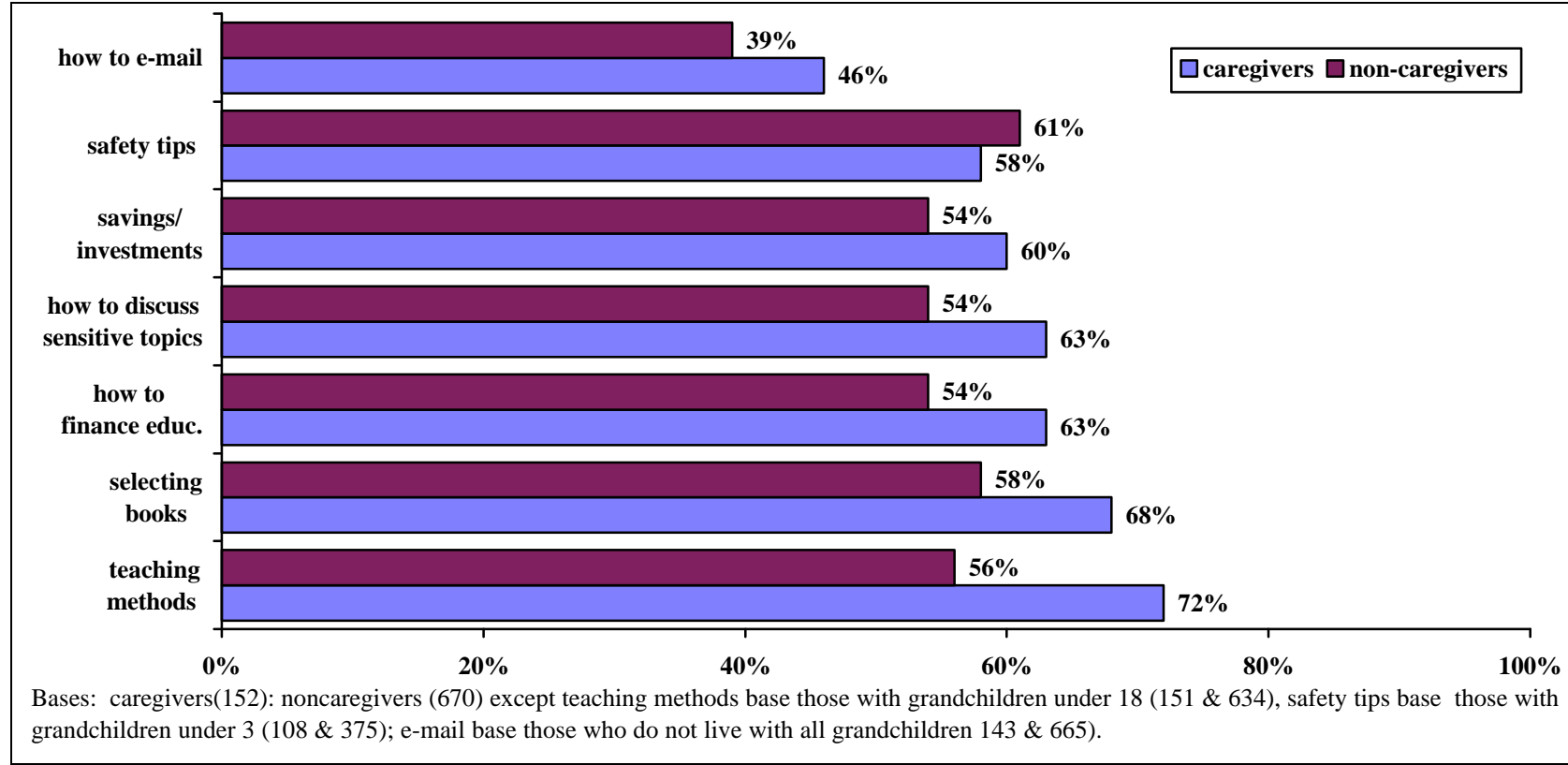
**Exhibit VII-15: Most Important Value/Ethic to Pass on to Grandchildren (Top Mentions to Open-Ended Question)**



## INFORMATION NEEDS

We asked grandparents how useful it would be to receive information on various “how-to” topics, such as how to select age-appropriate books, how to send e-mail to grandchildren, how to childproof a home, etc. Grandparents raising grandchildren do not differ at all from those who provide daycare, and differences between caregivers and non-caregivers mostly are minimal. The biggest exception is that caregivers are much more apt than non-caregivers to say it would be useful to have information that would help them to better understand the teaching methods used in schools so that they can better help to teach a grandchild. Caregivers also express somewhat more interest than non-caregivers in information about how to select age-appropriate books, set up accounts to help finance a grandchild’s education, and/or discuss sensitive topics with a grandchild.

**Exhibit VII-15: Topics that Grandparents Say Would be Very or Somewhat Useful to Receive Information About**





**CLOSING THOUGHTS**

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## **GENERATIONS TRULY ARE UNITED**

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Perhaps the most striking finding of this study is the extent to which the generations are connected to each other. In spite of a mobile society, busy lives, and the breakdown of many families, most grandparents regularly interact with their grandchildren.

- More than eight in ten have talked to a grandchild on the telephone or seen a grandchild in person in the past month.
- Seven in ten mature grandparents have purchased a gift for a grandchild within the past month.
- A similar number have shared a meal with a grandchild.
- Even among grandparents living more than an hour away from all of their grandchildren, seven in ten have had a phone conversation with a grandchild and six in ten have purchased a gift within the past month.

Not only do grandparents and grandchildren interact regularly, grandparents feel that they frequently play the roles of friend, advisor, and confidant with their grandchildren. When asked about a specific grandchild, grandparents say they know that grandchild well and have a close relationship. Taken together, these findings paint a picture of regular interaction and a strong relationship between grandparents and grandchildren.

# **APPENDIX**

Summary of Influence of Age and/or Gender

Annotated Questionnaire

### Summary of Influence of Age and/or Gender

	AGE DRIVEN	GENDER DRIVEN	BOTH
<b>ACTIVITIES IN PAST MONTH W/GRANDCHILD:</b>			
no difference by age or gender for sports events or amusement park			
attend relig. svcs		X	
rent video		X	
all else (a long list)			X
<b>Parental participation</b>			
parents there when talked on phone to grandchildren	X		
Prefer parents there in general?		X	
<b>ACTIVITIES WANT TO DO MORE OF:</b>			
general time together		X	
indoor activities		X	
games		X	
recreation/outdoor			X
Importance of teaching @ your hobbies		X	
<b>INFORMATION</b>			
Any topics difficult to talk about	X		
if difficult, useful to have info?	X		
if <i>not</i> difficult, useful to have info?	X		
usefulness of: books			X
finance	X		
savings	X		
email	X		
teaching methods		X	
safety tips	X		

	AGE DRIVEN	GENDER DRIVEN	BOTH
<b>ROLES</b>			
talk @ what parents did as kids		X	
else re family history		X	
good old days		X	
advice		X	
confidant		X	
friend/companion			X
<b>COMMUNICATIONS</b>			
freq of phone			X
freq of seeing		X	
live more than one hour drive	X		
<b>SERIES @ ONE GRANDCHILD</b>			
impact of various things: no difference except:			
amount it costs		X	
your activities	X		
rate: rel w/child		X	
rate: rel w/parents	X		
rate: knowledge		X	
attended event	X		
ease of finding activities		X	
did things outside home	X		
did things inside home			X
freq of reading			X
criteria:			
familiar with; new; cultural; from you		X	
educational			X
exciting	X		



	AGE DRIVEN	GENDER DRIVEN	BOTH
most enjoy: recreation/sports			X
indoor activities			X
<b>DEMOS/ETC.</b>			
amount spent	X		
types purchases	X		
used Internet			X
Ethics/values		X	



Media, Pennsylvania 19063

September 21, 1998

**AARP 1998 GRANDPARENTS SURVEY—Annotated Questionnaire**

**RECORD:**

Time Start am/pm

Time End am/pm

**SCREENER**

**MAIN INTRODUCTION:**

Hello, my name is (FULL NAME). I am calling from ICR, a public opinion research firm. We are conducting a brief opinion survey on behalf of AARP, The American Association of Retired Persons and we would very much like to include the opinions of someone in your household. (IF ASKED: This survey is about grandparents and their grandchildren.)

A. May I please speak to the male, 50 years of age or older, living in the household who had the most recent birthday?

- |   |   |   |
|---|---|---|
| 1 | Qualified person on phone                   | GO TO Q.J   |
| 2 | Qualified person available (not on phone)   | ASK TO SPEAK WITH, REPEAT<br>MAIN INTRO AND GO TO Q.B |
| 3 | Qualified person not available at this time | GO TO Q.C   |
| R | Refused                                     | TERMINATE/RQ.A  |

B. I would like to interview the male, 50 years of age or older, living in the household who had the most recent birthday? Are you that person?

- |   |                                    |                |
|---|------------------------------------|----------------|
| 1 | Yes, Qualified person now on phone | GO TO Q.J      |
| 2 | No, not qualified person           | RE-ASK Q.A     |
| R | Refused                            | TERMINATE/RQ.A |

C. Then, may I speak to any male, 50 years of age or older, living in this household?

- 1 Qualified person on phone GO TO Q.J
- 2 Qualified person available (not on phone) ASK TO SPEAK WITH,  
REPEAT MAIN INTRO AND GO TO Q.D
- 3 Qualified person not available at this time GO TO Q.E
- 4 No qualified male in household GO TO Q.E
- R Refused TERMINATE/RQ.AD.

D. I would like to interview a male, 50 years of age or older, living in the household . Are you that person?

- 1 Yes, Qualified person now on phone GO TO Q.J
- 2 No, not qualified person RE-ASK Q.C
- R Refused TERMINATE/RQ.A

E. May I please speak to the female, 50 years of age or older, living in the household who had the most recent birthday?

- 1 Qualified person on phone GO TO Q.J
- 2 Qualified person available (not on phone) ASK TO SPEAK WITH,  
REPEAT MAIN INTRO AND GO TO Q.F
- 3 Qualified person not available at this time GO TO Q.G
- R Refused TERMINATE/RQ.E

F. I would like to interview the female, 50 years of age or older, living in the household who had the most recent birthday? Are you that person?

- 1 Yes, Qualified person now on phone GO TO Q.J
- 2 No, not qualified person RE-ASK Q.E
- R Refused TERMINATE/RQ.E

G. Then, may I speak to any female, 50 years of age or older, living in household?

- 1 Qualified person on phone GO TO Q.J
- 2 Qualified person available (not on phone) ASK TO SPEAK WITH,  
REPEAT MAIN INTRO AND GO TO Q.H
- 3 Qualified person not available at this time GO TO Q.I
- R Refused TERMINATE/RQ.E

H. I would like to interview a female, 50 years of age or older, living in the household.  
Are you that person?

- 1 Yes, Qualified person now on phone GO TO Q.J
- 2 No, not qualified person RE-ASK Q.G
- R Refused TERMINATE/RQ.E

(PROGRAM NOTE: ASK Q.I IF NO QUALIFIED PERSON IS AVAILABLE AT THIS TIME. IF Q.G = 3 AND Q.E = 3 RECORD CALLBACK INFORMATION FOR QUALIFIED MALE. IF Q.G = 3 AND Q.E DOES NOT EQUAL 3, RECORD CALLBACK INFORMATION FOR QUALIFIED FEMALE.)

I. I would like to call back the (male/female) age 50 or older, at a more convenient time. When would be a good time to try back?  
(RECORD FIRST NAME, DATE AND TIME TO CALL BACK.)

(ASK QUALIFIED MALE/FEMALE:)

J. This survey is about grandparents and grandchildren. Do you currently have any grandchildren or great-grandchildren? Step-grandchildren, adopted grandchildren, or others who you consider to be your grandchildren are all considered grandchildren for the purpose of this survey.

- 1 Yes CONTINUE
- 2 No TERMINATE/TQ.J
- R Refused TERMINATE/RQ.J

K. To be sure I speak with grandparents of all ages, please tell me the year in which you were born?

Age of respondent  
total base (823)

12%	50-54
15	55-59
18	60-64
17	65-69
15	70-74
13	75-79
7	80-84
4	85+

L. Do you provide day-care on a regular basis for any grandchildren or great-grandchildren, or do you have any who you are raising? (CAN BE MULTI)

total base (823)

8%	Yes – Provide regular day-care	(FLAG AS CAREGIVER GP)
3	Yes – Raising grandchild(ren)	(FLAG AS CAREGIVER GP)
11	NET OF Above	
89	No – Neither	
*	Refused	

\* Less than 1%

M. DISPLAY GENDER

total base (823)

39%	Male
61	Female

MAIN QUESTIONNAIRE:

**KINSHIP DEFINITIONS**

1. How many of your grandchildren, if any, are (READ AGE CATEGORY)?  
 Total base (823). To be read: 44% have grandchildren age 3 or younger; 26% have one grandchild in this age group, etc.

	Any of this age	1	2	3-5	> 5
age 3 or younger	44%	26%	11%	7%	3%
age 4-7	48	24	13	10	1
age 8-12	55	24	16	12	2
age 13-17	46	20	14	10	1
age 18-24	41	16	9	12	3
age 25+	24	8	6	7	4

(PROGRAMMER: SUM ALL Q.1 CATEGORIES AND DISPLAY IN Q.2.

2. So, you have (Q.1 SUM) grandchildren, is this correct? (**note: this excludes great grandchildren**)

1	Yes	SKIP TO Q.3	total base (823) <u>combination of Q.1/q. 2a:</u>
2	No	ASK Q.2a	
D	Don't know/Can't recall	ASK Q.2a	
R	Refused	ASK Q.2a	
2a.	How many grandchildren do you have?		

_____	RECORD NUMBER	↗
-------	---------------	---

12%	one
14	two
14	three
12	four
28	Five - 8
23	>8
	Mean 5.5
	Median 4.0

3. And do you have any great-grandchildren?  
 Total base (823)

25%	Yes.....CONTINUE
75	No.....SKIP TO Q.7
*	Refused.....SKIP TO Q.7

\* Less than 1%

4. How many of your great-grandchildren, if any, are (READ AGE CATEGORY)?  
 Among those with great grandchildren  
 base(197)

	any of this age	1	2	3-5	< 5
age 3 or younger	83%	43%	22%	15%	3%
age 4-7	55	28	15	12	--
age 8-12	28	13	6	8	1
age 13-17	12	5	3	3	1
age 18-24	3	1	--	2	--
age 25+	2	1	1	1	--

(PROGRAMMER: SUM ALL Q.4 CATEGORIES AND DISPLAY IN Q.5.)

5. So, you have (Q.4 SUM) great-grandchildren, is this correct?

Base: have great grandchildren (197)

**Combination of q.4/q.5a:**

1	Yes	SKIP TO Q.6	33%	one
2	No	ASK Q.5a	27	two or three
D	Don't know/Can't recall	ASK Q.5a	41	four +
R	Refused	ASK Q.5a		

- 5a. How many great-grandchildren do you have?

6. As I ask you questions I will often use the words "grandchild" or "grandchildren". Throughout the rest of the survey, please think of these words as including great-grandchildren as well.

7. The next few questions will help us to determine the many different ways people may be related to their grandchildren. First, which of these categories best describes your current marital status?  
(READ ENTIRE LIST. ENTER ONE RESPONSE.)

total base (823)

47%	You are currently married and have only been married once
17	You are currently remarried after a divorce or after being widowed
34	You are divorced or widowed and you have not remarried
1	You are currently separated
1	You have never been married
--	(DO NOT READ) Other (SPECIFY)
*	(DO NOT READ) Refused

8. (Is your grandchild a step-grandchild/Are any of your grandchildren step-grandchildren?) By step-grandchild I mean a child who is related to you through marriage, either your own or someone else's, rather than by birth or adoption.

Total base (823)

26%	Yes
74	No
*	Refused

**LIVING ARRANGEMENTS**

9. (Does your grandchild/Do any of your grandchildren) currently live in the same household as you?

Total base (823)

7%	Yes	CONTINUE
93	No	SKIP TO INSTRUCTION BEFORE Q.12
*	Refused	SKIP TO INSTRUCTION BEFORE Q.12

10. How many of your grandchildren currently live with you?

Base: have any in same HH (84)

58%	one
28	two
14	three+

11. Does the mother or father live with you as well?

Base: have any in same HH (84)

31%	Yes-Mother
9	Yes-Father
49	No-Neither
11	Both
--	Refused

\* Less than 1%



(IF neither parent lives there, ASK Q.11a.)

11a. Are the parents living and able to care for the (child/children), or have they passed away or otherwise become indefinitely unable to care for the (child/children)?

Base: grandchildren in home and neither parent there (43)

51%	At least one parent is able to care for child/children
45	Neither parent able to care for child/children (dead/jailed/hospitalized/missing/in rehab/unknown/other)
4	Refused

(if parent lives there, too, ask q. 11b)

11b. Would you say that they are living with you, or that you are living with them?

Base: grandchildren in home and either parent there (41)

82%	They are living with grandparent
11	Grandparent is living with them
7	Refused

### **LEISURE ACTIVITIES**

12a. Have you seen (your grandchild/any of your grandchildren) in the past month?

Total base (823)

82%	Yes	CONTINUE
18	No	SKIP TO INSTRUCTION ABOVE
	Q.13	
*	Don't know/Can't recall	SKIP TO Q.16
--	Refused	SKIP TO Q.16

\* Less than 1\*

12b. I'm going to read a list of hobbies or activities you may have done with a grandchild. As I read each activity, please tell me if it is something you have done with a grandchild in the past month, regardless of whether or not their parent(s) were there.  
(ROTATE)

total base (823)

41%	exercise or play sports ( <b>exercised or played sports with a grandchild</b> )
10	go to the library ( <b>went to the library with a grandchild</b> )
10	go out to a movie ( <b>went to a movie with a grandchild</b> )
38	rent a video to watch at home ( <b>rented a video with a grandchild</b> )
65	eat out at a restaurant ( <b>went to a restaurant with a grandchild</b> )
39	attend services at a church, synagogue, or other religious institution ( <b>went to religious services with a grandchild</b> )
43	shop or browse for clothing ( <b>went clothes shopping with a grandchild</b> )
21	make repairs or improvements on your home ( <b>made repairs or home improvements</b> )

- with a grandchild)**
- 55% watch a comedy program on TV (**watched a comedy on TV with a grandchild**)
- 41 watch a cultural or educational program on TV (**watched an educational program on TV with a grandchild**)
- 24 use a computer (**used a computer with a grandchild**)
- 29 work on a garden or indoor plants (**worked on a garden or indoor plants with a grandchild**)

(IF didn't see grandchild in past month, SKIP TO SECOND SENTENCE IN Q.13 AND ASK ONLY ITEMS n AND q IN Q.13.)

13. Now I have a list of 7 more things you may have done with a grandchild in the past month. Again, it does not matter if the parent(s) were there. Did you (READ ITEM) with a grandchild in the past month? (ROTATE)

total base (823)

- 54% have them stay overnight\* (**had a grandchild stay overnight**)
- 85 talk to them on the phone\* (**talked to a grandchild on the phone**)
- 72 have them over to eat\* (**had a grandchild over to eat**)
- 11 take them to an amusement park\* (**took a grandchild to an amusement park**)
- 68 buy them a gift
- 20 take them to a sports event\* (**took a grandchild to a sports event**)
- 17 take them on a trip\* (**took a grandchild on a trip**)

(NOTE: RANDOMLY SELECT UP TO THREE OF Q.12b ITEMS OR Q.13 ITEMS WITH ASTERISK THAT ARE "YES" AND ASK Q.14 AND Q.15 IN SERIES FOR EACH USING BOLDED WORDING IN PARENTHESES IN Q.12b OR Q.13.)

14. The last time you (READ ITEM), whose idea was it? Was it...?

**(SEE GRID IN APPENDIX FOR ANSWERS BY ACTIVITY)**

Mostly your idea

Grandmother

Grandfather

Mostly your spouse's idea (DISPLAY ONLY IF Q.7 = 1 OR 2)

mostly the grandchild's idea

mostly the parent(s)' idea

(DO NOT READ) Mostly the idea of a friend or other family member

(DO NOT READ) It was a joint decision

(DO NOT READ) Don't recall

(DO NOT READ) Refused

15. In addition to you and a grandchild, did a parent also participate?

(SEE GRID IN APPENDIX FOR ANSWERS BY ACTIVITY)

- Yes
- No
- No Parent
- Don't recall
- Refused

16. Now, let's think in general about all the activities you might do with a grandchild. Regardless of how it usually works out, how would you most prefer to spend time with a grandchild? Would you prefer to spend time with a grandchild without his or her parents along, or would you prefer to spend time with both the grandchild and his or her parent?

Total base (803)

- 27% Just with grandchild
- 35 With parent(s) there
- 1 Depends on which grandchild it is
- \* Depends on which parent it is
- 37 No preference
- \* Refused

\*Less than 1%

17. What hobbies or activities, if any, would you like to do more of with a grandchild?

Total base (823)

Open end coded into the following categories:

TOP MENTIONS

- 41% Recreational Sport/Outdoor Related Activities/Sports
- 25 Educational/Recreational Outings
- 13 General Time/Conversation/Interaction
- 12 Indoor Educational/Learning Enrichment Activities
- 10 Games
- 9 Arts/Crafts/Hobbies

18. How important is it to your own personal satisfaction that you teach a grandchild about a hobby, or topic, or activity that you are very interested in? Is it...?

Total base (823)

- 47% Very important to you
- 32 Somewhat important
- 11 Not too important
- 9 Not at all important to you
- 1 (DO NOT READ) Don't know
- \* (DO NOT READ) Refused

• Less than 1%

**COMMUNICATIONS/INFO NEEDS**

19. My next few questions have to do with the nature of your communications with (your grandchild/grandchildren). In the past month, did you send or give a greeting card to a grandchild?

53% Yes  
No  
Don't recall  
Refused

(IF LIVE WITH ALL GRANDCHILDREN, SKIP TO Q.21.)

20. And did you send a letter or postcard to a grandchild in the past month?  
(base 739)

31% Yes  
No  
Don't recall  
Refused

21. Some grandparents may find it difficult to discuss certain topics with a grandchild. Which of the following topics, if any, would you personally find it at least somewhat difficult to talk about with (your grandchild/any of your grandchildren)? Just tell me yes, or no as I read each topic. (ROTATE, LINK e AND f, LINK g, h AND i)

total base of (823) unless otherwise noted

38% Any of the following  
10% Any personal problems the grandchild might have  
7 (IF ANY UNDER AGE 18) school or grades (base=786)  
11 (IF ANY AGE 4+) how they could save their money(base=756)  
16 subjects such as drugs, alcohol, or sex  
17 death and dying  
10 anything about religion or spiritual matters  
9 stories about things his or her parent did as a child  
7 other aspects of your family's history  
8 other stories about the "good old days"

(ASK Q. 22 IF SAID YES TO ANY ON Q.21: base=315)

22. If a non-profit organization such as AARP could provide objective information for grandparents on how to talk with their grandchildren about topics like those you find difficult, would this be...?

19% Very useful to you  
36% Somewhat useful  
44% Not too useful to you  
1 (DO NOT READ) Don't know  
-- (DO NOT READ) Refused

(NOW SKIP TO Q.23)

(ASK Q.22a IF did not say yes to anything on q. 21; base=508)

22a. Even though you have no difficulty discussing these sorts of things with (your grandchild/your grandchildren), if a non-profit organization such as AARP, could provide objective information for grandparents on how to talk with their grandchildren about these kinds of topics, would this be...?

16% Very useful to you  
38 Somewhat useful  
44 Not too useful  
2 (DO NOT READ) Don't Know  
\* (DO NOT READ) Refused

\*Less than 1%

23. There may be other kinds of information a non-profit organization could provide to grandparents that would be useful. As I read each of the following, please tell me if you would find it very useful, somewhat useful, or not too useful.

(IF NEEDED: I promise you that nobody will try to sell you something as a result of this.) (ROTATE, LINK B AND C)

3 Very useful to you  
2 Somewhat useful  
1 Not too useful to you  
D (DO NOT READ) Don't know  
R (DO NOT READ) Refused

total base of (823) unless otherwise noted

<u>% saying very useful:</u>		<u>% very/somewhat:</u>
32%	How to select books that are appropriate for different ages of children	59%
29	How to set up accounts to help finance a grandchild's education	55
27	How to set up other savings or investment accounts for a grandchild (IF LIVE WITH ALL GRANDCHILDRENDONOT ASK:)	55
24	How to use a computer to send e-mail to a grandchild (base=809)	40
33	(IF ANY AGE 17 OR YOUNGER) Information to help you better understand the teaching methods now used in schools, so that you can better help to teach a grandchild (base =786)	58
34	(IF ANY AGE 3 OR YOUNGER) Safety tips about how to childproof your home, how to store household poisons, how to install or position a child in a child safety seat in a car, etc. (base=484)	61

24. Grandparents often play different roles with their grandchildren, depending on the nature of the relationship. For each item I read, please tell me if this is something you do often, sometimes, or hardly ever with (your grandchild/any of your grandchildren)? (ROTATE. LINK A, B AND C. LINK E AND F)

total base (823)

- 3 often
- 2 sometimes
- 1 hardly ever or never
- D (DO NOT READ) Don't know
- R (DO NOT READ) Refused

**% who say often**

**% often/sometimes:**

36%	Provide stories about things the grandchild's parent did as a child	76%
33	Provide stories about other aspects of your family's history	77
29	Provide other stories about the "good old days"	74
35	Give advice to a grandchild	77
34	Are someone they actually confide in	72
49	Serve as a companion or friend to a grandchild	81

**PROXIMITY ISSUES AND OTHER OBSTACLES**

(IF CAREGIVER GP, OR IF LIVE WITH ANY GRANDCHILD/REN, SKIP TO INSTRUCTION ABOVE Q.28)

25. In terms of talking on the telephone with a grandchild, would you say you do that...?

Base: those not living with grandchild or not caregiver (650)

- 45% At least once a week
- 18 Once every couple of weeks
- 17 About once a month
- 8 Once every few months
- 10 Or less frequently than that
- 2 (DO NOT READ) Don't know
- 1 (DO NOT READ) Refused

26. And overall, how frequently do you actually see a grandchild? Is it...?

Base: those not living with grandchild or not caregiver (650)

- 44% At least once a week
- 13 Once every couple of weeks
- 12 About once a month
- 14 Once every few months
- 11 Or less frequently than that
- 5 At least once a year
- 1 (DO NOT READ) Don't know
- 1 (DO NOT READ) Refused

27. (Does your grandchild/Do any of your grandchildren) live within about an hour's drive from you?

Total base (823)

60%	Yes
26	No
*	Refused

\*Less than 1%

28. Do any of your grandchildren live more than about an hour's drive from you?

Total base (823)

61%	Yes	CONTINUE
39	No	SKIP TO INSTRUCTIONS BEFORE Q.30
--	Refused	SKIP TO INSTRUCTIONS BEFORE Q.30

29. Have you taken a trip to visit a grandchild who lives more than an hour away from you in the past month?

Base: have any more than an hour's drive

30%	Yes
67	No
--	Don't Know
3	Refused

**FOCUS ON A SINGLE CHILD, BASED ON AGE**

Important: this was set up so that the computer randomly selected one child to ask about. The only exception to the randomness is that, if the respondent had grandchildren under age 18 as well as 18+, the program was set up to select one under 18.

30. (IF HAVE MULTIPLE GRANDCHILDREN, SAY:) Just to keep things simple, for the next few questions, I want to focus just on one grandchild. The computer will help us randomly select one grandchild to talk about.

Okay, the computer has selected your grandchild who is (AGE RANGE SELECTED) Is this grandchild a girl, or a boy?

Girl	51%
Boy	49

32. In terms of the number of miles, how far does (he/she) live from you? Is it...?  
total base (823)

37%	Under 10 miles
17	10 to less than 50 miles
16	50 to less than 250 miles
27	250 miles or more
3	(DO NOT READ) He/she lives with me
1	(DO NOT READ) Don't know
--	(DO NOT READ) Refused

33. The amount of time you spend with a grandchild can be affected by many things besides where they live. As I read each of the following, please tell me if it has a big impact, a little impact, or no impact on the amount of time you spend with this grandchild.

Let's start with/How about (READ ITEM), does this have a big impact, a little impact, or no impact on how much time you spend with this grandchild? (ROTATE)

3	Big impact
2	Little impact
1	No impact
D	(DO NOT READ) Don't know
R	(DO NOT READ) Refused

total base (823)

<b>% saying</b>			<b><u>% big/little</u></b>
<b><u>big impact</u></b>			
23%	your own personal health		46%
18	the money it costs to do things		45
32	Your relationship with (his/her) parent(s)		46
34	(his/her) relationship with (his/her) parent(s)		46
27	(His/Her) involvement in school activities, or sports, or hobbies and so forth		48
27	Your own activities and commitments in your own life		60



34. Overall, how would you rate your relationship with (him/her). Please use a scale of zero to ten to answer, where ten means excellent and zero means poor (and of course you may use any number in between).

Total base (823)

54%	10
10	9
17	8
13	5-7
4	under 5

Mean 8.7

35. Is this grandchild related to you through (his/her) mother or (his/her) father?

Total base (823)

53%	Mother
46	Father
1	Refused

36. Overall, how would you rate your relationship with (his/her) (mother/father)? Again, please use a scale of zero to ten to answer, where ten means excellent and zero means poor (and of course you may use any number in between).

Total base (823)

	Mother	Father	Either
10	65%	72%	68%
9	9	9	9
8	13	11	12
5-7	7	5	7
under 5	4	2	4
Mean	9.0	9.3	9.1

37. Thinking now about the past 12 months, have you attended an event that this grandchild was involved in, such as a school event, a play, a sports competition, a musical recital, or something of this nature?

Total base (823)

47%	Yes
50	No
3	(IF VOLUNTEERED) Child is an adult/not applicable
*	Don't know
*	Refused

\*Less than 1%

- 37a. How easy or difficult is it for you to come up with activities that you think (he/she) will enjoy? Is it...? total base (823)

43%	Very easy
25	Somewhat easy
15	Somewhat difficult
12	Very difficult
4	(DO NOT READ) Don't know
1	(DO NOT READ) Refused

38. In the past 12 months, have you done any activities outside the home with this grandchild, such as shopping, going to a movie, eating out, and so forth?

Total base (823)

70%	Yes
30	No
*	Don't know
*	Refused

\*Less than 1%

(If only one grandchild and he/she lives with grandparent, do not ask q. 39)

39. And have you done any activities in the house with this grandchild in the past 12 months, such as home repairs, craft projects, cooking, and so forth?

Base: don't live together (809)

56%	Yes
44	No
*	Don't know
*	Refused

(IF SELECTED CHILD IS AGE 7 OR YOUNGER, ASK Q.40, OTHERWISE SKIP TO Q.41.)

40. In the past 12 months, how frequently did you, yourself, read a book or magazine either to (him/her) or with (him/her)?

Base: age 7 or younger (424)

31%	Frequently
22	Sometimes
16	Hardly ever
30	or Never
1	(DO NOT READ) Don't know
--	(DO NOT READ) Refused

41. Now I'd like you to think about how well you know this grandchild, in terms of such things as (his/her) favorite foods or favorite colors, friends names. Hobbies, or even fears and concerns. Using a scale of zero to ten where a rating of ten means you truly feel you know this grandchild very well and a zero means you do not know (him/her) well at all, on these dimensions, what rating would you give?

Total base (823)

29%	10
8	9
20	8
29	5-7
12	under 5

Mean 7.2

42. When you try to think of something you could do together that might interest (him/her), how often do you try to think of something (READ ITEM) (READ CHOICES)?  
(Rotate)

total base (823)

- 5 Always
- 4 Most of the time
- 3 Sometimes
- 2 Hardly ever, or
- 1 Never
- D (DO NOT READ) Don't know
- R (DO NOT READ) Refused

<b>% saying</b>		<b>% always/most of</b>
<b><u>always</u></b>		<b><u>time</u></b>
23%	that you are pretty sure (he/she) already is interested in or is familiar with	55%
10	new that (he/she) had not already experienced before	28
19	educational for (him/her)	44
13	that would provide a culturally enriching experience for (him/her)	35
21	that would be exciting for (him/her)	47
28	that (he/she) would appreciate as coming from you	58

**GENERAL REACTIONS AFTER HEARING PREVIOUS QUESTIONS**

43. What one or two activities, if any, do you most enjoy doing with this grandchild? It could be one of the activities I mentioned earlier, or it could be something else, or you may feel that this doesn't apply to your situation, in which case just tell me.

Total base: (823)

Open end coded into following categories

**TOP MENTIONS**

- 33% Recreational Sport/Outdoor Related Activities/Sports
- 26 Educational/Recreational Outings
- 15 General Time/Conversation/Interaction
- 18 Indoor Educational/Learning Enrichment Activities
- 16 Games

## PURCHASES

44. Thinking now of all your grandchildren, not just the one we have been talking about,) How much money (approximately) did you spend on gifts for holidays, birthdays, or any occasion for your (grandchild/grandchildren in total) in the past 12 months? This could include gifts you've given, clothes you've bought for them, places you've taken them, activities you've paid for for them, or any other money you have given them or contributed to their support. In the past 12 months, would you say this amount is approximately...?

Total base (823)

46%	Under \$500	ASK Q.44A
45	\$500 or more	ASK Q.44B
6	Don't know	SKIP TO Q.45
3	Refused	SKIP TO Q.45

44A. Was it...?

total base (823)

14%	Under \$100	NOW SKIP TO Q.45
15	\$100 to under \$250	NOW SKIP TO Q.45
17	\$250 to under \$500	NOW SKIP TO Q.45
	Don't know	NOW SKIP TO Q.45
	Refused	NOW SKIP TO Q.45

44B. Was it...?

total base (823)

14%	\$500 to under \$750
11	\$750 to under \$1,000
11	\$1,000 to under \$2,500
9	\$2,500 or more

MEDIAN \$489

45. Did you purchase any of the following for (your grandchild/any of your grandchildren) in the past twelve months?

Total base (823)

74%	Clothing
60	Books
23	Magazines or magazine subscriptions
18	Computer software or computer programs
*	(DO NOT READ) Don't know
*	(DO NOT READ) Refused

\*Less than 1%

(IF bought computer software/programs, ASK Q.46.)

46. Was the computer software you bought games, educational programs or something else?  
(MULTIPLE ANSWERS ACCEPTED.)

total base (823)

9%	games
13	educational
1	other
*	Don't know
--	Refused

\*Less than 1%

47. And did you spend any money in the past 12 months on any of the following for (your grandchild/any of your grandchildren)? (ROTATE. LINK 2 AND 3)

total base (823)

12%	tuition for school, or day care expenses
29	any educational toys other than those that are for a computer
38	any other toys other than those I've mentioned
11	overnight camp or day camp
*	(DO NOT READ) Don't know
*	(DO NOT READ) Refused

\*Less than 1%

### **CLASSIFICATION**

48. These last few questions are for classification purposes only. First, how would you rate your own general health? Would you say it is...?

total base (823)

24%	Excellent
47	Good
21	Fair
8	Poor
1	(DO NOT READ) Don't know
--	(DO NOT READ) Refused

49. How would describe your current employment status?

Total base (823)

56%	Retired
23	Employed full time
8	Employed part time
3	Not employed at this time
7	Homemaker
3	Other (SPECIFY) _____
*	Refused

\*Less than 1%

(IF EMPLOYED, ASK Q.49a)

49a. Have you ever retired?

Base total respondents not currently retired (excludes other/refused to employment) (332)

19%	Yes
81	No
--	Don't Know
--	Refused

50. Do you have access to a PC or Personal computer (IF EMPLOYED, SAY: either at home or at work)?

Total base (823)

50%	Yes	CONTINUE
50	No	SKIP TO Q.51
*	Don't know	SKIP TO Q.51
--	Refused	SKIP TO Q.51

\*Less than 1%

50a. In the past 12 months, have you, yourself, ever actually used this PC to send an e-mail message, to access the World Wide Web, or to access an on-line service such as America On-Line?

Total base (823)

22%	Yes
28	No
51	Don't have access (see q. 50)
--	Don't Know
--	Refused

51. What is the last grade of school you have completed or the highest degree you have received?

Total base (823)

18%	Some high school or less
35	High school graduate
4	Technical school
19	Some college, but no degree
17	College graduate (Associates or Bachelor's degree)
7	Post graduate work or degree
*	Don't Know
*	Refused

\*Less than 1%

52. Just for statistical purposes, can you tell me if your family's total income in 1997 before taxes, including wages, Social Security pensions, interest, and dividends, was (PLEASE STOP ME WHEN I GET TO THE RIGHT CATEGORY)

total base (823)

13%	Less than \$15,000
16	\$15,000 but less than \$ 25,000
15	\$25,000 but less than \$35,000
13	\$35,000 but less than \$50,000
13	\$50,000 but less than, \$75,000
11	\$75,000 or more
6	(DO NOT READ) Don't know
14	(DO NOT READ) Refused

53. Are you of Hispanic or Latino origin?

Total base (823)

2%	Yes
97	No
1	Don't know
1	Refused

53a. Which of the following groups best describes your race?

Total base (823)

89%	White
7	Black or African American
1	Asian
--	Native Hawaiian or other Pacific Islander
1	American Indian or Alaska Native
1	Don't know
2	Refused

\* (ADDED October 12, DURING FIELD PERIOD)

53b. Thinking for a moment as a parent rather than a grandparent, do you have any children under age 19?

\* Base: (511)

5%	Yes
95	No
--	Refused

54. Do you (or your spouse) currently belong to AARP, the American Association of Retired Persons?

Total base (823)

60%	Yes	SKIP TO Q.55
38	No	CONTINUE
2	Don't know	SKIP TO Q.55
*	Refused	SKIP TO Q.55

\*Less than 1%

54a. Have you (or your spouse) ever belonged?

Total base: (823)

16%	Yes
22	No
60	Current member (see. Q. 54)
*	Don't know
--	Refused

\*Less than 1%

55. And my last question is: what do you think is the most important value or ethic that you would like to pass on to a grandchild?

Total base (823)

Open end coded into following categories:

42%	High morals/integrity
21	Success/Ambition
20	Religion
14	Be considerate to others
10	Be responsible/trustworthy/good person
9	Be happy/do your thing
6	Importance of family
6	Be loving
6	Financial independence
5	Self respect/independence
5	Stay out of trouble
4	Other personal values
3	Be understanding of others
3	Love your country
2	Other
2	Don't know
1	Refused/Nothing

56. If at some future time AARP wanted to do another study about your relationship with your (grandchild/grandchildren) , would you be willing to be recontacted, or would you rather not?

Total base (823)

63%	Recontact ok
38	Do not recontact

Thank you very much. Those are all my questions. Please have a very nice day/evening and continue to enjoy your (grandchild/grandchildren).