

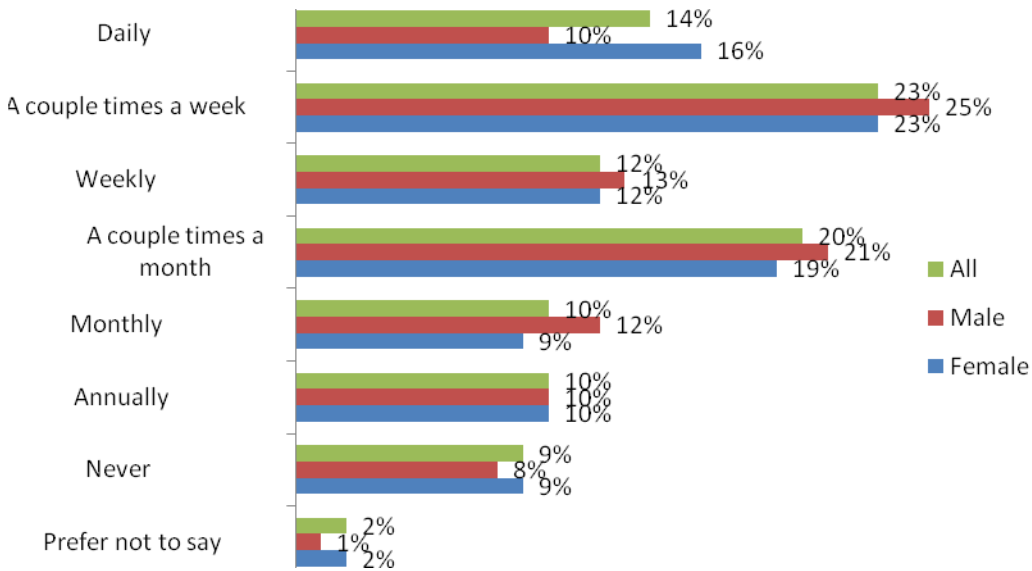


Methodology:

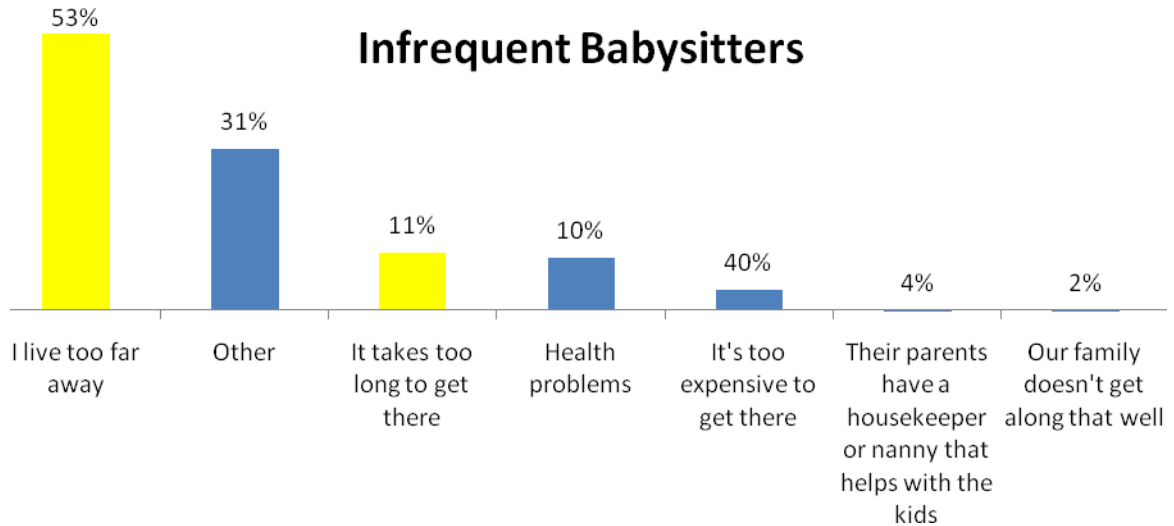
Penn, Schoen and Berland Associates, conducted an Internet survey on September 2-3, 2009 among 621 grandparents aged 40 or older. Of this group, 300 respondents babysat their grandchildren at least once per week. Within this subgroup, the margin of error is +/- 5.66% at the 95% confidence level.

Results:

49 percent of grandparents in America babysit for their grandkids at least once a week, and another 30 percent do it at least once a month.



Among grandparents who don't do it at least once a week, 64 percent say they live too far away / travel time is too great.)



Eighty percent of grandparents say they “love” babysitting their grandchildren, and another 18 percent say they “like” it.

Overall, how do you feel about babysitting your grandchildren?	All	Male	Female
Love it	80	76	82
Like it	18	21	17
Neither like nor dislike	2	3	1
Dislike it	0	0	0
Hate it	0	0	0

35 percent say their grandchildren’s parents “are working more hours to make ends meet, so they ask me more often;”

Which of the following reasons is the main reason why you find yourself babysitting [more] than you did prior to the recession?	All	Male	Female
My grandchildren’s parents are working more hours to make ends meet, so they ask me more often	35	31	36
My grandchildren’s parents are trying to save money, so they ask me instead of hiring a babysitter	33	35	33
I now work fewer hours than I used to, so I have more free time	13	14	13
I’m cutting back on other activities, so I have more free time	10	14	8
Other	9	6	10

Nearly nine in ten grandparents say they have been babysitting more since the recession started; and of those, 41 percent say they are babysitting *much* more.

Do you find yourself babysitting more or less frequently than you did before the recession?	All	Male	Female
Much more frequently	41	39	42
Somewhat more frequently	47	46	47
Somewhat less frequently	12	15	11
Much less frequently	0	0	0

33 percent say “my grandchildren’s parents are trying to save money, so they ask me instead of hiring a babysitter,” and

Which of the following reasons is the main reason why you find yourself babysitting [more] than you did prior to the recession?	All	Male	Female
My grandchildren’s parents are working more hours to make ends meet, so they ask me more often	35	31	36
My grandchildren’s parents are trying to save money, so they ask me instead of hiring a babysitter	33	35	33
I now work fewer hours than I used to, so I have more free time	13	14	13
I’m cutting back on other activities, so I have more free time	10	15	8
Other	9	6	10

22 percent say “I work fewer hours than I used to” or “I’m cutting back on other activities,” so I have more time to babysit.

Which of the following reasons is the main reason why you find yourself babysitting [more] than you did prior to the recession?	All	Male	Female
My grandchildren’s parents are working more hours to make ends meet, so they ask me more often	35	31	36
My grandchildren’s parents are trying to save money, so they ask me instead of hiring a babysitter	33	35	33
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Other	9	6	10

...while grandparents report taking them to restaurants, malls, and sporting events less often due to financial concerns, they are increasingly streaming into playgrounds and parks, and hanging out at home with TV and board games. It's 20th century entertainment -- for some otherwise very fast-paced 21st century kids.

Now that we are in a recession, when you babysit your grandchildren how often do you partake in the following activities?	All		Male		Female	
	Always	(Always+Somewhat)/ (Rarely+Never)	Always	(Always+Somewhat)/ (Rarely+Never)	Always	(Always+Somewhat)/ (Rarely+Never)
Hang around the house or apartment	57	95/5	53	96/5	58	95/5
Watch TV	51	95/5	51	97/3	51	94/6
Go to the park	36	88/12	32	87/13	37	88/12
Play board games/ other games	31	79/21	30	75/25	31	80/20
Bring your grandkids out to meals in restaurants	14	64/36	12	61/39	15	65/35
Play sports	14	50/50	18	59/41	13	47/53
Go shopping	11	63/37	13	63/37	10	62/38
Go to the movies	7	47/53	9	55/45	7	45/55
Go to sporting events	6	25/75	9	25/75	5	25/75

Nearly half (47 percent) of the grandparents polled say that since they became grandparents, they or their children have moved, and of those, fewer than a third moved farther apart.

Since you have become a grandparent have you or your kids moved?	All	Male	Female
Yes	47	43	49
No	53	57	51

...and of those, fewer than a third moved farther apart

How would you describe the distance you live from your grandchildren since you or your kids have moved?	All
We have moved closer	49
We have moved further apart	33
We live about the same distance	18

Moving closer to family and monetary reasons are cited as the most common reasons for moving

Which of the following contributed to your decision to move? [Multiple Responses Permitted]	All	Male	Female
[If moved closer] To be closer to family	21	18	22
Monetary reasons	21	18	22
Move to a smaller home	16	21	15
Move to a larger home	13	15	13
[If moved farther apart] To distance myself from my family	0	0	0
Other	20	27	17
None of these reasons	19	21	18