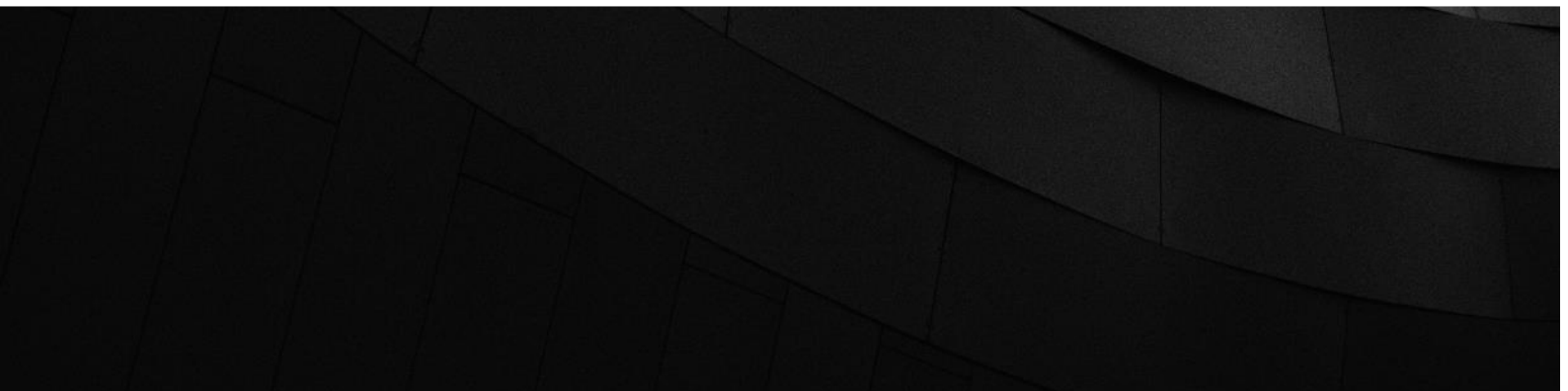


The Australian Seniors Series  
RAISING MODERN AUSTRALIA

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SEPTEMBER 2017



## KEY FINDINGS

### Grandparents underestimate the role they play in their grandchildren's lives

- Grandparents believe they play a big role in their grandchildren's lives, especially in doing fun things and helping to teach life skills, values and wisdom
- However, parents think grandparents play a much larger and more important role in their children's lives
- Grandparents most likely see themselves as the 'Grandbuddy' or the 'Long Distance Grandie'
- Many grandparents spend up to 10 hours a week on average helping take care of their grandchildren and making sacrifices such as being on call when needed and altering plans
- Grandparents also feel they have big role in the future of their grandchildren's happiness, empathy and generosity
- Grandparents think they are encouraging physical activity, limiting access to technology and the Internet and encouraging healthy eating better than their grandchildren's parents, which is a view similarly shared by the parents

### Parenting styles have evolved and grandparents and parents just tend to agree to disagree

- Grandparents agree that parenting styles have changed considerably since they were children and since they were raising their children
- Parenting styles have changed in such a way that parents are more over protective, less strict and are spoiling their children more these days compared to the time the grandparents were children and there has also been less smacking when they were raising their own children
- Grandparents have also admitted to having disagreements within their family about how to raise the children, mostly on discipline standards and eating rituals and they just decided to agree to disagree on these issues
- They also think modern parenting styles have gotten worse and will have less disciplined and more entitled children as a result. They also believe their grandchildren will be negatively impacted by the praise and reward inspired culture that exists today
- Grandparents also think too many parents these days are 'helicopter parents', are overly concerned with dietary requirements and personal safety issues and should simply take the time to enjoy being parents
- Parents may agree on too many parents these are 'helicopter parents', but think grandparents wave off concerns about dietary requirements and personal safety issues for children too easily

### Grandparents show their love for their grandchildren in various ways

- Grandparents are likely to spoil their grandchildren by taking them to places they would like to go to and give them treats and food they like
- They also have contributed financially to their children's families, mainly in helping with presents for special occasions such as Christmas and birthdays
- This does not however give them any say on how their grandchildren are raised and instead, they just enjoy the laidback relationship they have with their grandkids

Important note:

The sample in this research is restricted to grandparents or parents who have dependent children 12 years or younger living with them.

**Grandparents** – refer to respondents aged 50 years and above who have at least one grandchild aged 12 years and below

**Parents** – refer to respondents aged below 50 years, have at least one child aged 12 years and below and have at least one parent of their own (or grandparent of their children) still alive

## MAIN FINDINGS

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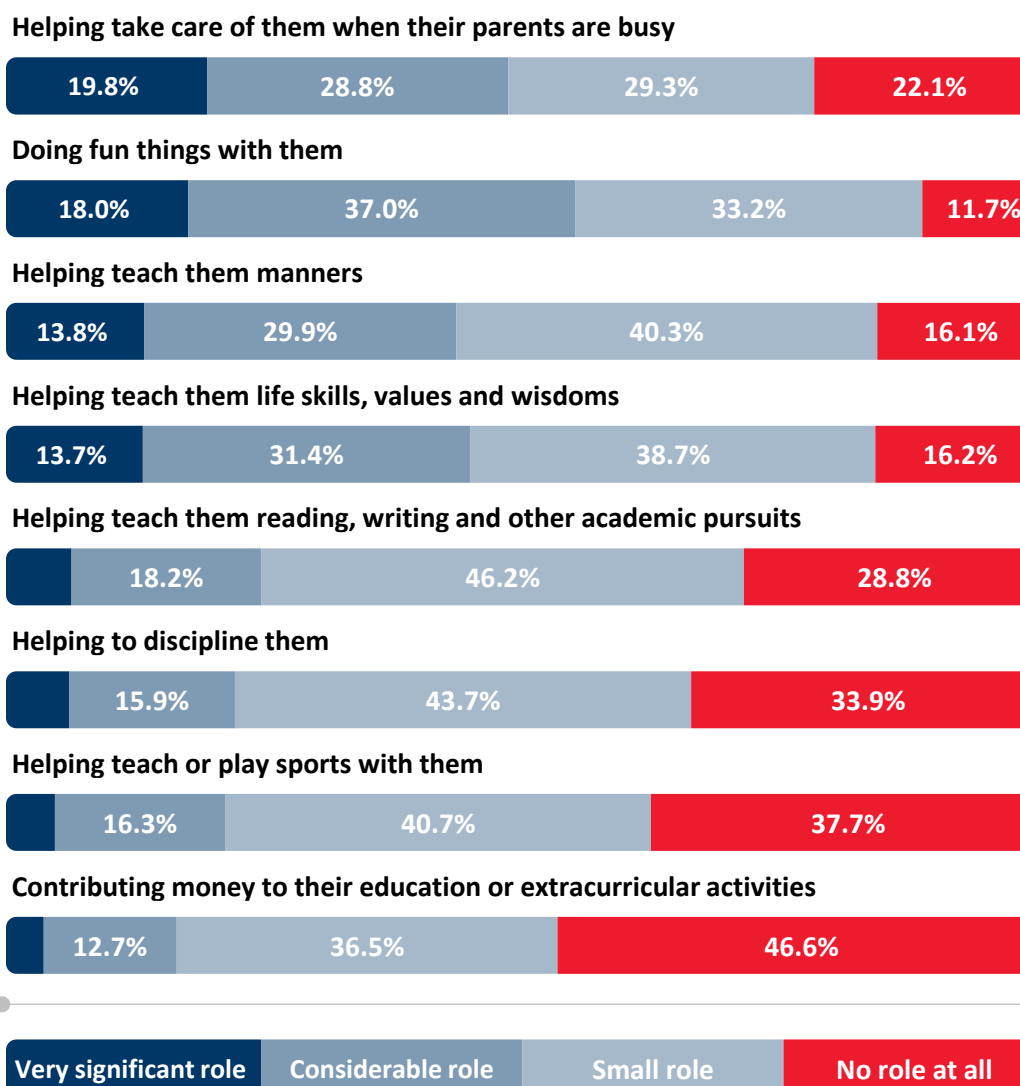
### THE ROLE OF GRANDPARENTS IN MODERN FAMILIES

- Grandparents believe they play a big role in their grandchildren's lives, especially in doing fun things and helping to teach life skills, values and wisdom
- However, parents think grandparents play a much larger and more important role in their children's lives
- Grandparents most likely see themselves as the 'Grandbuddy' or the 'Long Distance Grandie'
- Many grandparents spend up to 10 hours a week on average helping take care of their grandchildren and making sacrifices such as being on call when needed and altering plans
- Grandparents also feel they have big role in the future of their grandchildren's happiness, empathy and generosity
- Grandparents think they are encouraging physical activity, limiting access to technology and the Internet and encouraging healthy eating better than their grandchildren's parents, which is a view similarly shared by the parents

How much of a role do you play in your grandchildren’s lives in the following aspects?



**Grandparents**

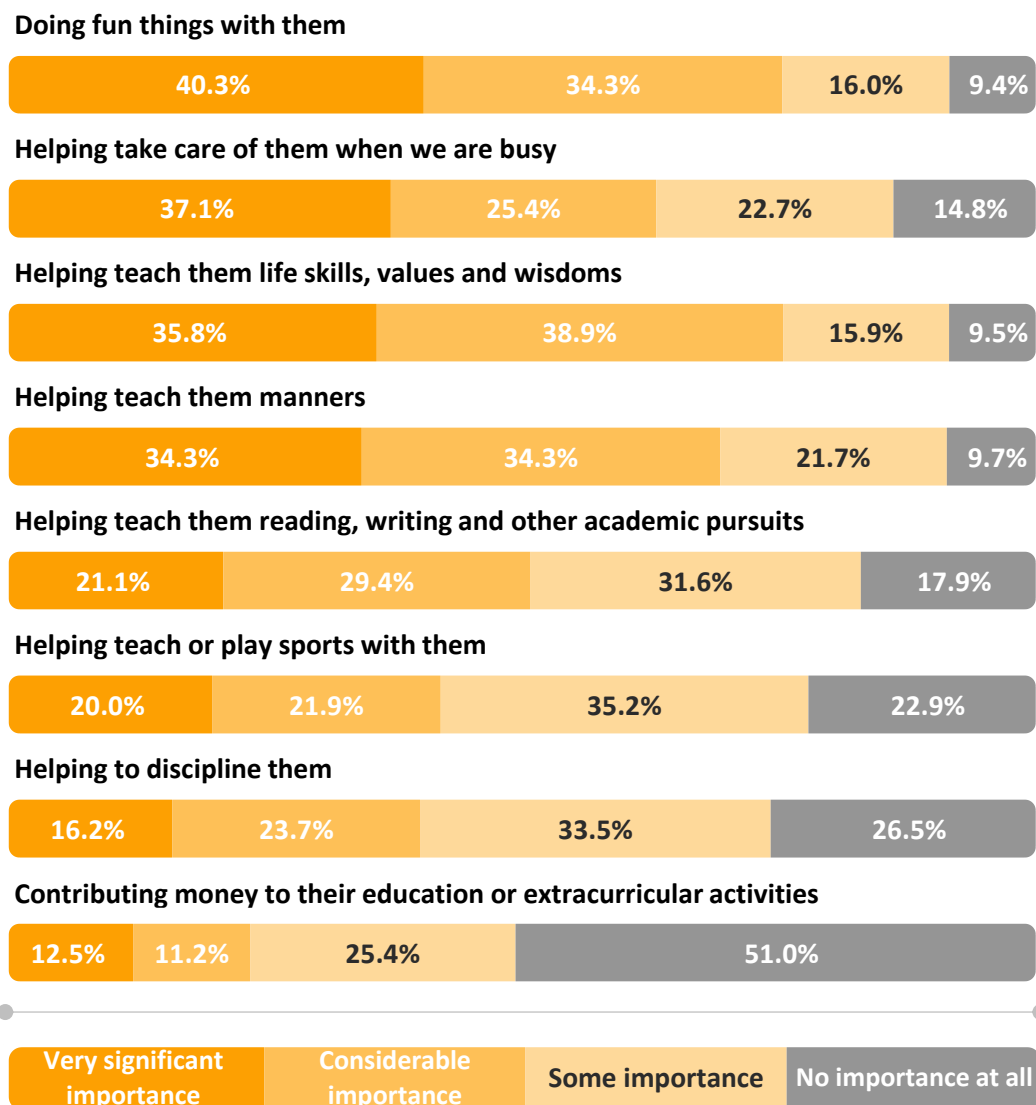


Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: How much of a role do you play in your grandchildren’s lives in the following aspects?

More than half (55.0%) of grandparents say they have a considerable to significant role in doing fun things with their grandchildren. To a lesser extent, they also have the same level of involvement in helping to take care of their grandchildren when their parents are busy (48.6%), helping to teach their grandchildren life skills, values and wisdom (45.1%), as well as manners (43.7%).

However, a sizeable number of grandparents say they have no role at all with contributing money to their grandchildren’s education or extracurricular activities (46.6%), in helping teach or play sports with them (37.7%) or in helping to discipline them (33.9%).

How important is the role your parents play in their grandchildren’s lives in the following aspects?

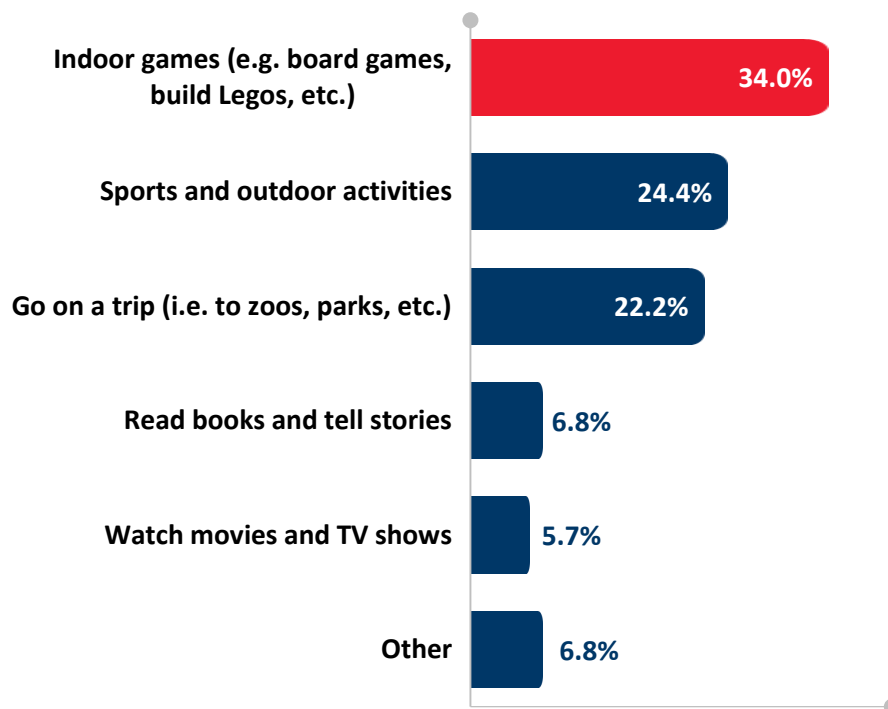


Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: How important is the role your parents play in their grandchildren’s lives in the following aspects?

The large majority of parents say their parents (or the ‘grandparents’) have a considerable to significantly important role in doing fun things with the children (74.6%), in helping to teach their children life skills, values and wisdom (74.7%) as well as manners (68.6%).

Interestingly, more than half (51.0%) of parents say their parents do not play an important role at all in contributing money to the children’s education or extracurricular activities. To a much lesser degree, they also say their parents are not involved in helping them discipline the children (26.5%) or in helping teach or play sports (22.9%).

What are the fun things you usually do with your grandchildren?



Source: CoreData - Grandparent Wars Survey (September 2017)

Question: What are the fun things you usually do with your grandchildren?

More than a third (34.0%) of grandparents say they count playing indoor games such as board games as a fun activity with their grandchildren. Other fun things they do with their grandchildren include sports and outdoor activities (24.4%) and going on trips to zoos or parks (22.2%).

What are the fun things you usually do with your grandchildren?

*"Play games, read with them these days as we only see them now & again. We used to look after them when their parents were at work but then they moved and are too far away." (Grandfather, 82 years old, WA)*

*"We like to go swimming in summer, play on the playground, go shopping, take them out for lunch, play with them at home with their toys, watch them doing their dance and gymnastics at home." (Grandmother, 56 years old, SA)*

*"Take them on holidays, both within Australia and overseas. Take them and go to various amusements and activities. Take them out with me regularly. Sit and chat. Play board games." (Grandfather, 73 years old, NSW)*

*"Play with dolls and cars play internet games talk to them. I am quite isolated from them I don't have a car their parents are busy so I see them maybe twice a year maximum. I would love to see them every day to be truthful." (Grandmother, 61 years old, QLD)*

*"Sometimes have them stay with us over school holidays, they spend a lot of time in the pool, but largely entertain themselves watching TV programs they would not see at home, on the computer, or when watching movies." (Grandfather, 71 years old, WA)*

*"Reading to them, kicking ball or playing catch, playing board games, cooking or baking, going to pictures, going bowling (when they are down visiting or I am up there, they live in the country)." (Grandmother, 66 years old, SA)*

*"I go to their sports days, grandparent day at school, go to the park with them and do arts and crafts with them. I also sit and talk with them to find out what they have been doing." (Grandmother, 64 years old, QLD)*

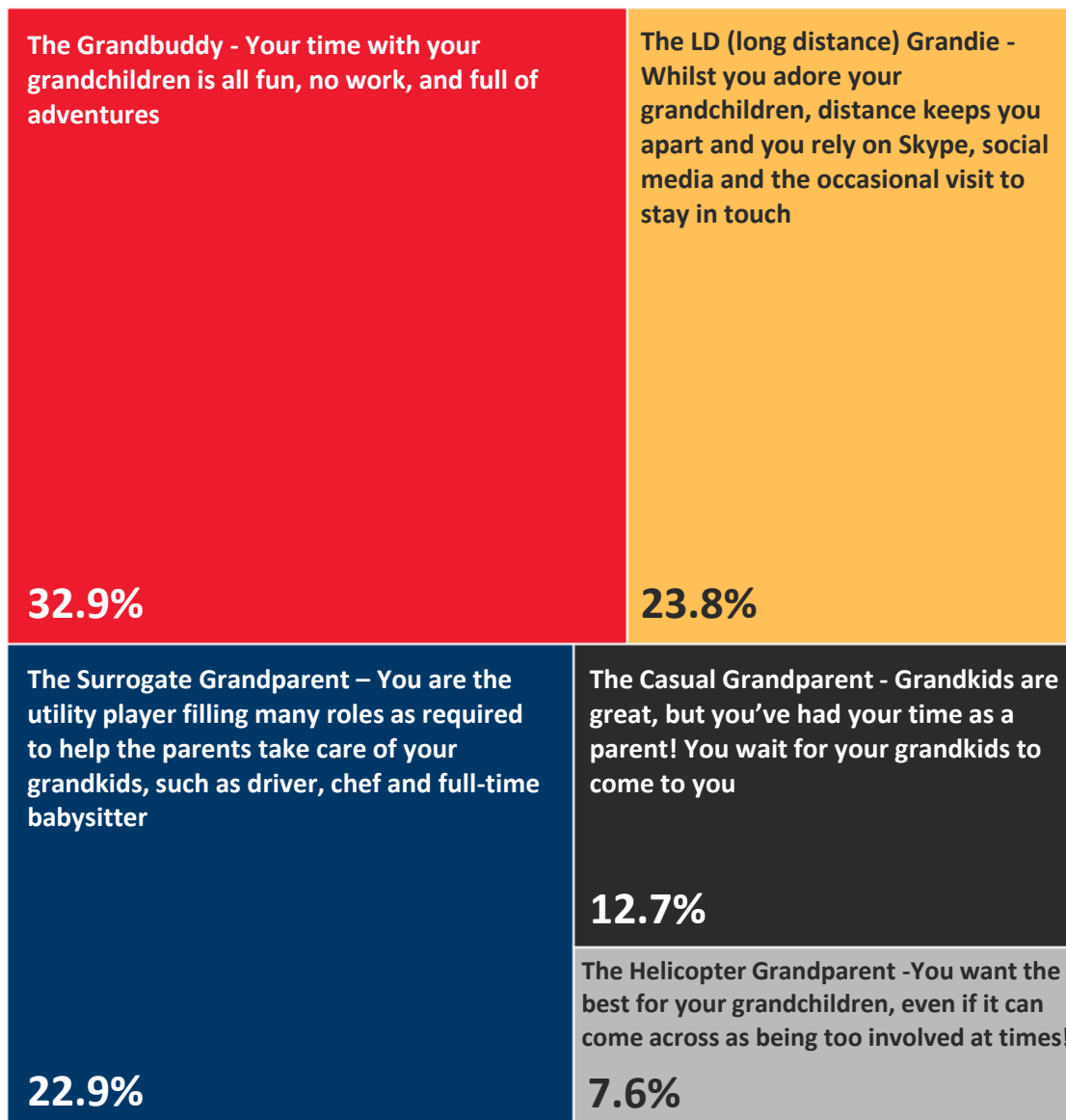
*"I only see them every 6 months due to living a 10-hour drive away, but when there I take them to the park I let my 7 year old show me things on her tablet. We read together, with my 3 year old and play with their dolls, I actually bought some shells down from my beach and things of this nature." (Grandmother, 52 years old, NSW)*

*"As they live in another state and I usually only see them once a year, I like to constantly involve myself with a lot of fun things when they visit my home. So we play board games or go to the local playground." (Grandfather, 73 years old, VIC)*

*"My grandson is only 20 months old so I play with him with musical toys. We read books together and jump and dance. I take him into the garden to explore plants, ornaments and the cat. I take his hand and we walk to the nearby oval and watch people play soccer. I take him to cafes and let him try new food." (Grandfather, 62 years old, TAS)*



What 'type' of grandparent do you see yourself as? If you were forced to choose, which of the following grandparent 'personas' best describe you?

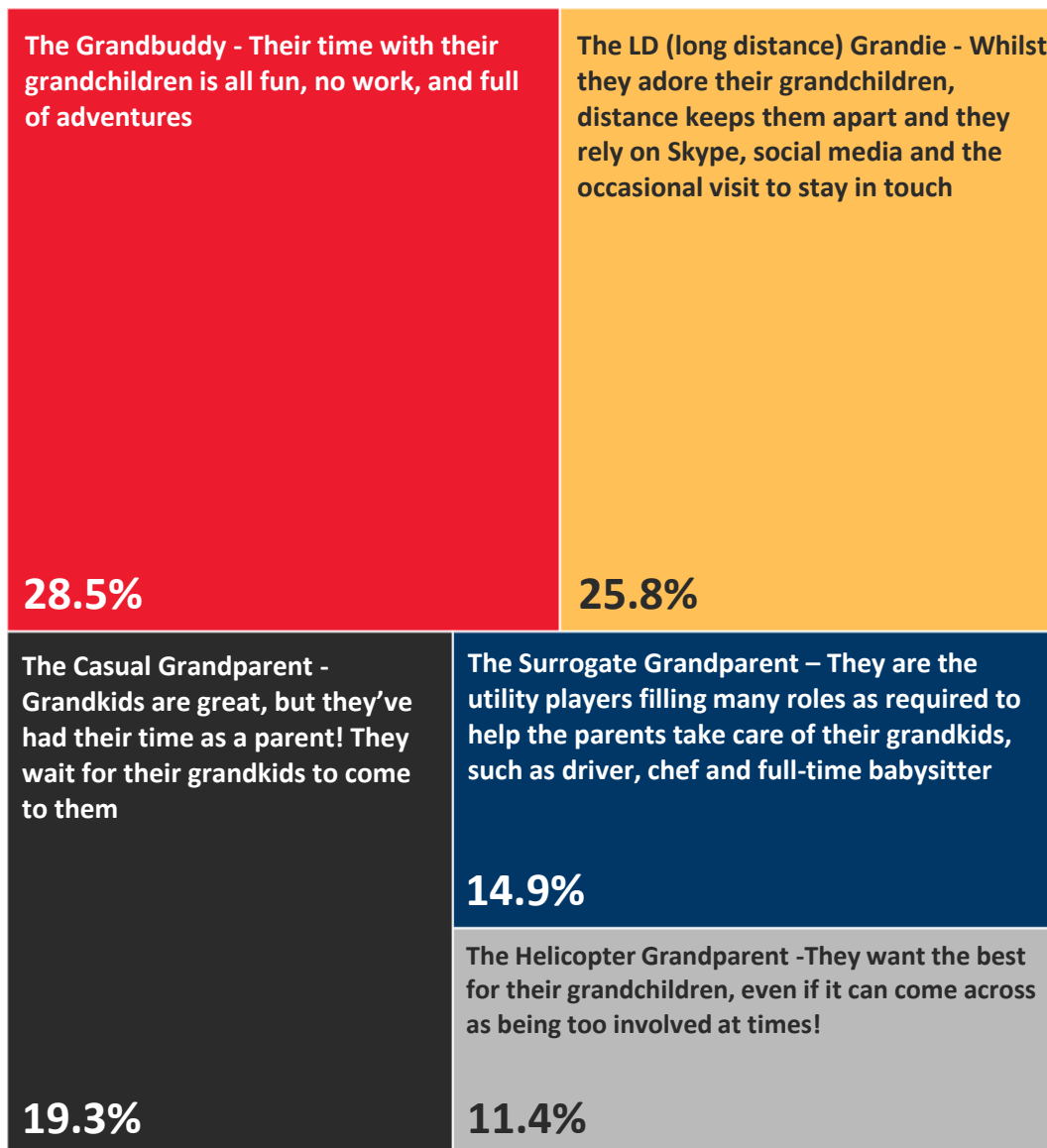


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: What 'type' of grandparent do you see yourself as? If you were forced to choose, which of the following grandparent 'personas' best describe you?

Close to a third (32.9%) of grandparents describe themselves as the 'Grandbuddy'. Similar proportions see themselves as the 'LD (long distance) Grandie' (23.8%) and the 'Surrogate Grandparent'. Fewer say they are the 'Casual Grandparent' (12.7%) or the 'Helicopter Grandparent' (7.6%).

What 'type' of grandparent do you see your parents as? If you were forced to choose, which of the following grandparent 'personas' best describe them?

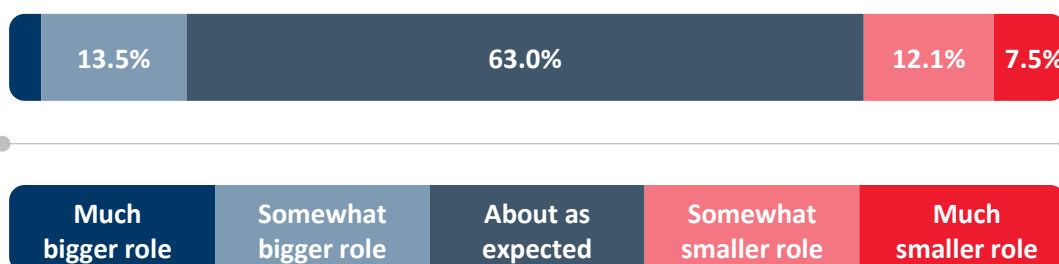


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: What 'type' of grandparent do you see your parents as? If you were forced to choose, which of the following grandparent 'personas' best describe them?

More than a quarter of parents see their parents as the 'Grandbuddy' (28.5%) or the 'LD (long distance) Grandie' (25.8%). Close to one in five (19.3%) describe their parents as the 'Casual Grandparent'. Fewer see their parents as the 'Surrogate Grandparent' (14.9%) or the 'Helicopter Grandparent' (11.4%).

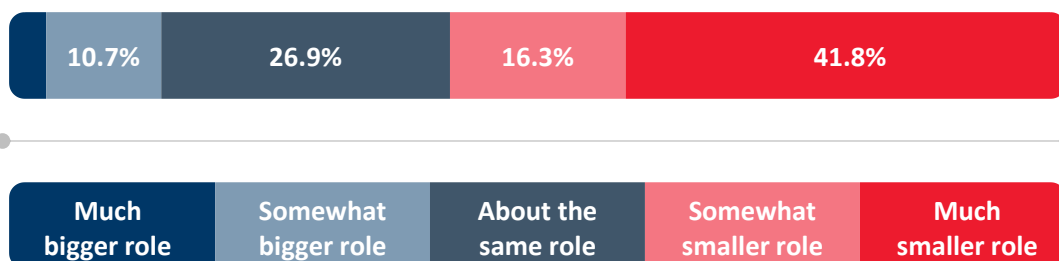
Looking back before your children had their own children, did you expect to be having such a big role in helping take care of your grandchildren?



Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Looking back before your children had their own children, did you expect to be having such a big role in helping take care of your grandchildren?

Close to one in five (17.3%) grandparents say they expected to have a bigger role in helping take care of their grandchildren, while a similar proportion (19.6%) say they expected to have a smaller role. The majority (63.0%) say their role is about as expected as before their children had their own children.

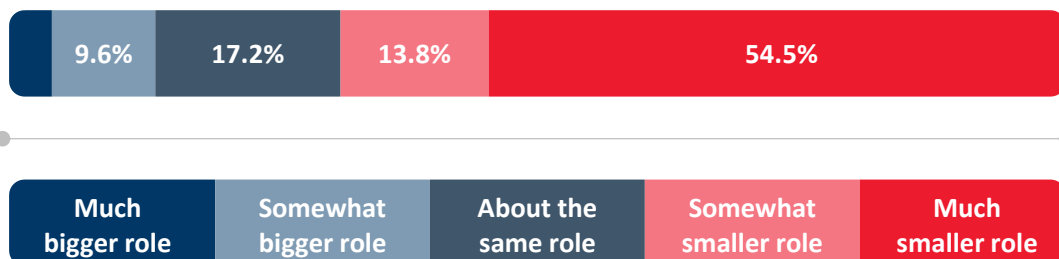
Did your parents play as big a role helping take care of your children as you do now helping take care of your grandchildren?



Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Did your parents play as big a role helping take care of your children as you do now helping take care of your grandchildren?

Compared to the role they have now in taking care of their grandchildren, close to three in five (58.1%) grandparents say their parents played a smaller role in taking care of their grandchildren, while close to one in six (15.0%) say their parents played a bigger role. More than a quarter (26.9%) say their parents played about the same role in helping take care of their grandchildren as the grandparents do now for their grandchildren.

When you were young did your grandparents play as big a role helping take care of you as you do now helping take care of your grandchildren?

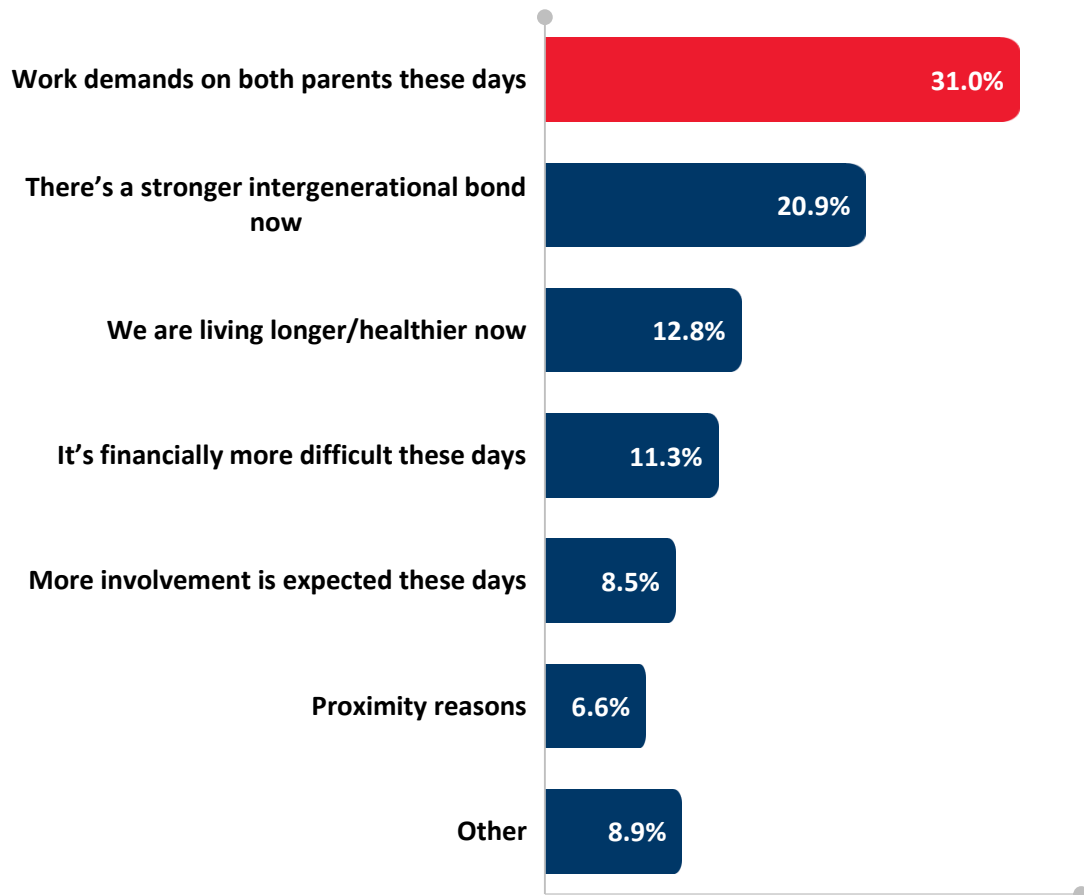


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: When you were young did your grandparents play as big a role helping take care of you as you do now helping take care of your grandchildren?

Compared to the role they have now in taking care of their grandchildren, more than two thirds (68.3%) of grandparents say their grandparents played a smaller role in taking care of them, while one in seven (14.4%) say their grandparents played a bigger role. Close to one in five (17.2%) say their grandparents played about the same role in helping take care of them as grandchildren as the grandparents do now for their grandchildren.

Why do you think this role has changed in your family?

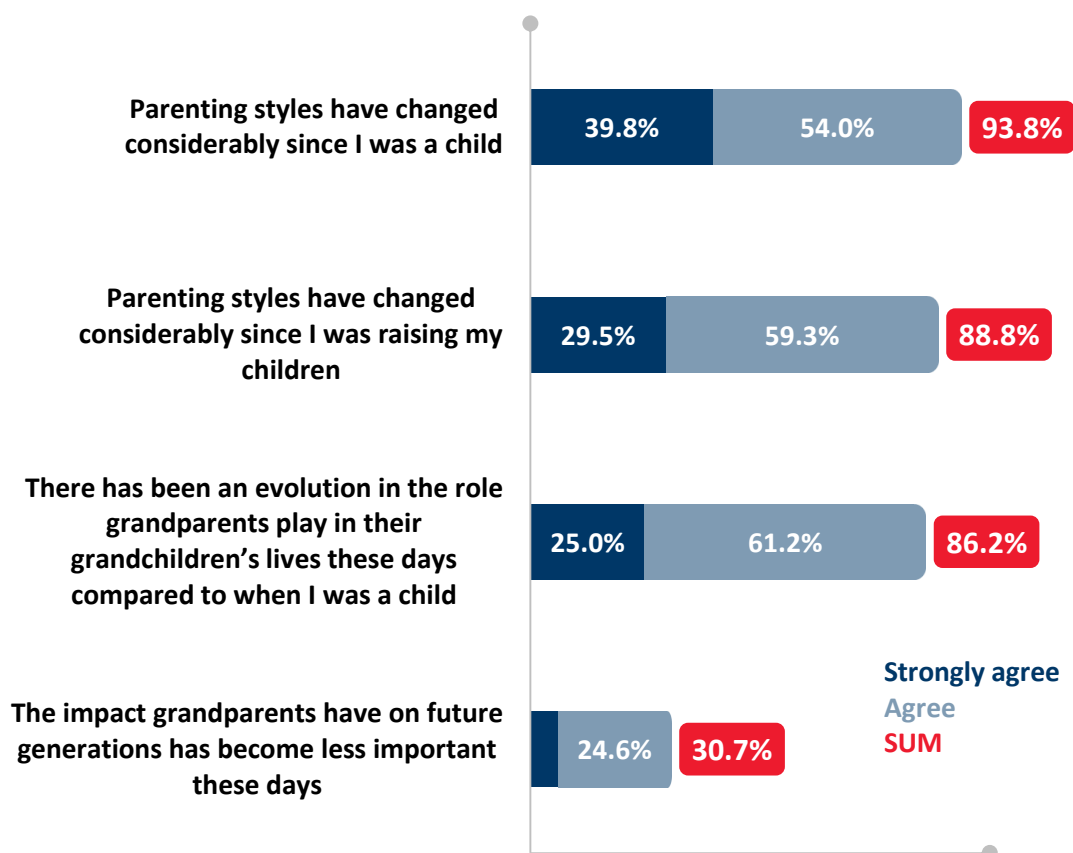


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: Why do you think this role has changed in your family?

For grandparents who think their grandparents played a smaller role in taking care of them, close to a third (31.0%) attribute the change to work demands on both parents (or their grandchildren's parents) these days. Stronger intergenerational bonds (20.9%), grandparents living longer and healthier (12.8%) and difficulty in terms of finances (11.3%) are also cited as reasons for the change in role of the grandparents.

How much do you agree with the following statements about the role grandparents play these days?

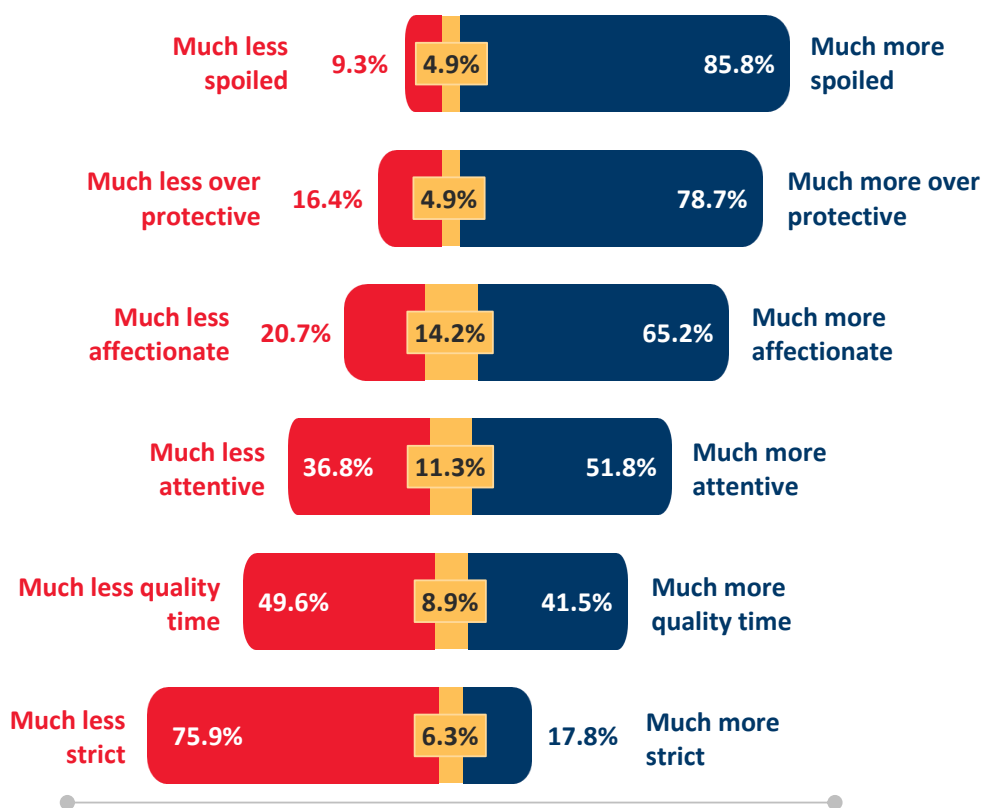


Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: How much do you agree with the following statements about the role grandparents play these days?

The vast majority of grandparents agree that parenting styles have changed considerably since they were children (93.8%) or since they were raising their children (88.8%). Grandparents also agree there has been an evolution in the role grandparents play in their grandchildren's lives these days compared to when they were children.

However, only three in 10 (30.7%) grandparents agree that the impact they have on future generations has become less important these days.

How have parenting styles changed over the generations since you were a child?

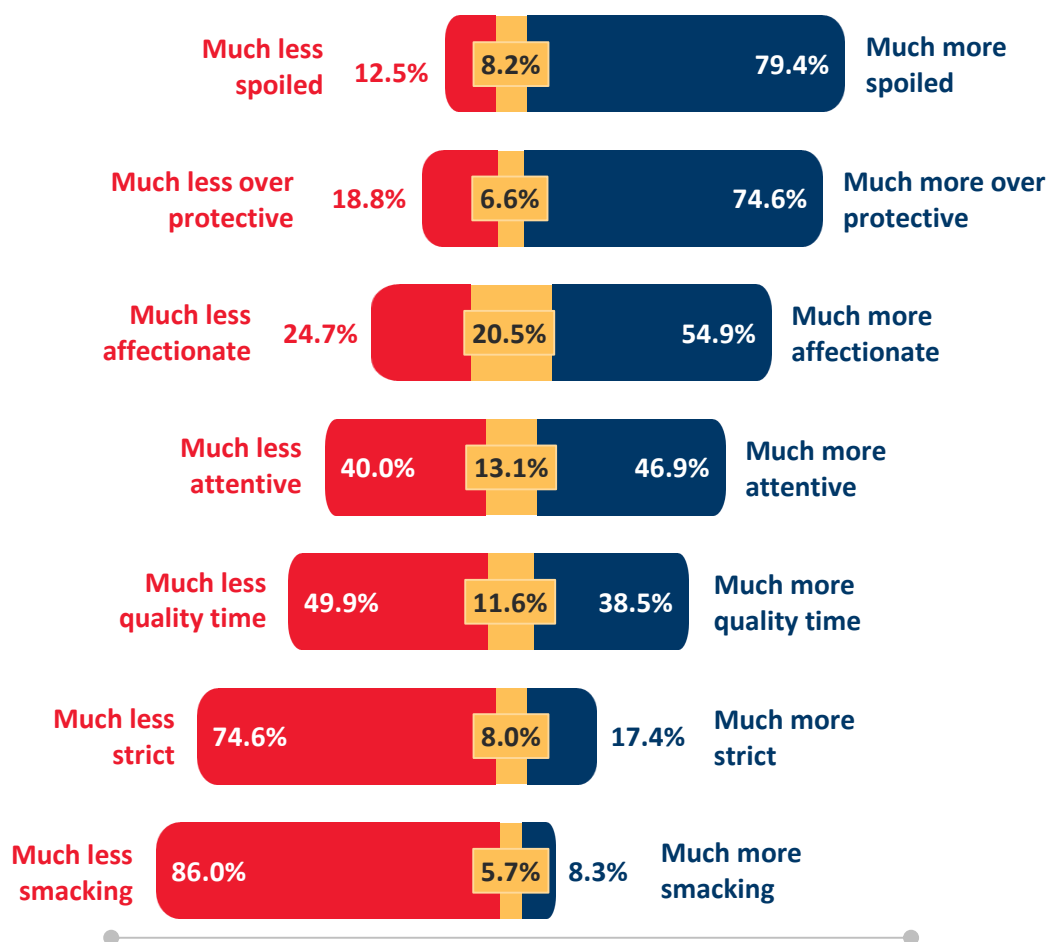


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: How have parenting styles changed over the generations since you were a child?

The large majority of grandparents think parenting styles have become much more spoiled (85.8%), much more over protective (78.7%) or much less strict (75.9%) compared to when they were children themselves. They also think parents nowadays have become much more affectionate (65.2%) or attentive (51.8%) but have much less quality time (49.6%).

How have parenting styles changed over the generations since you were raising children?



Source: CoreData - Grandparent Wars Survey (September 2017)

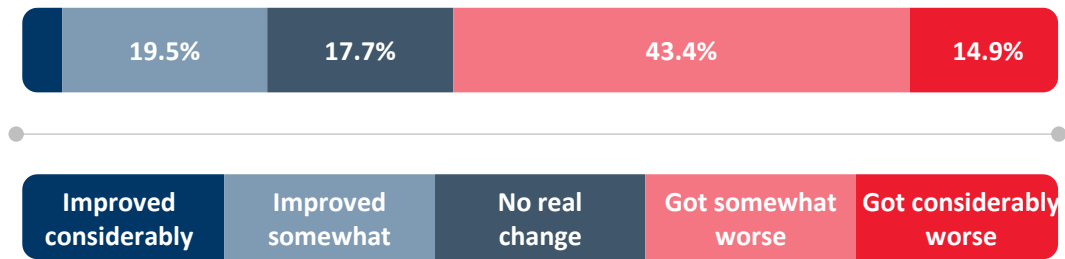
Question: How have parenting styles changed over the generations since you were raising children?

Nearly nine in 10 (86.0%) grandparents say parents nowadays do much less smacking compared to the time when they were raising their children. The large majority also say parents are raising much more spoiled children nowadays (79.4%), are much more over protective but much less strict (both 74.6%).

More than half (54.9%) of grandparents describe parenting styles now as much more affectionate. Less than half say parents nowadays have much less quality time (49.9%) but are much more attentive (46.9%) compared the time when they were raising their children.



Do you think modern parenting styles have improved since you were raising children yourself?

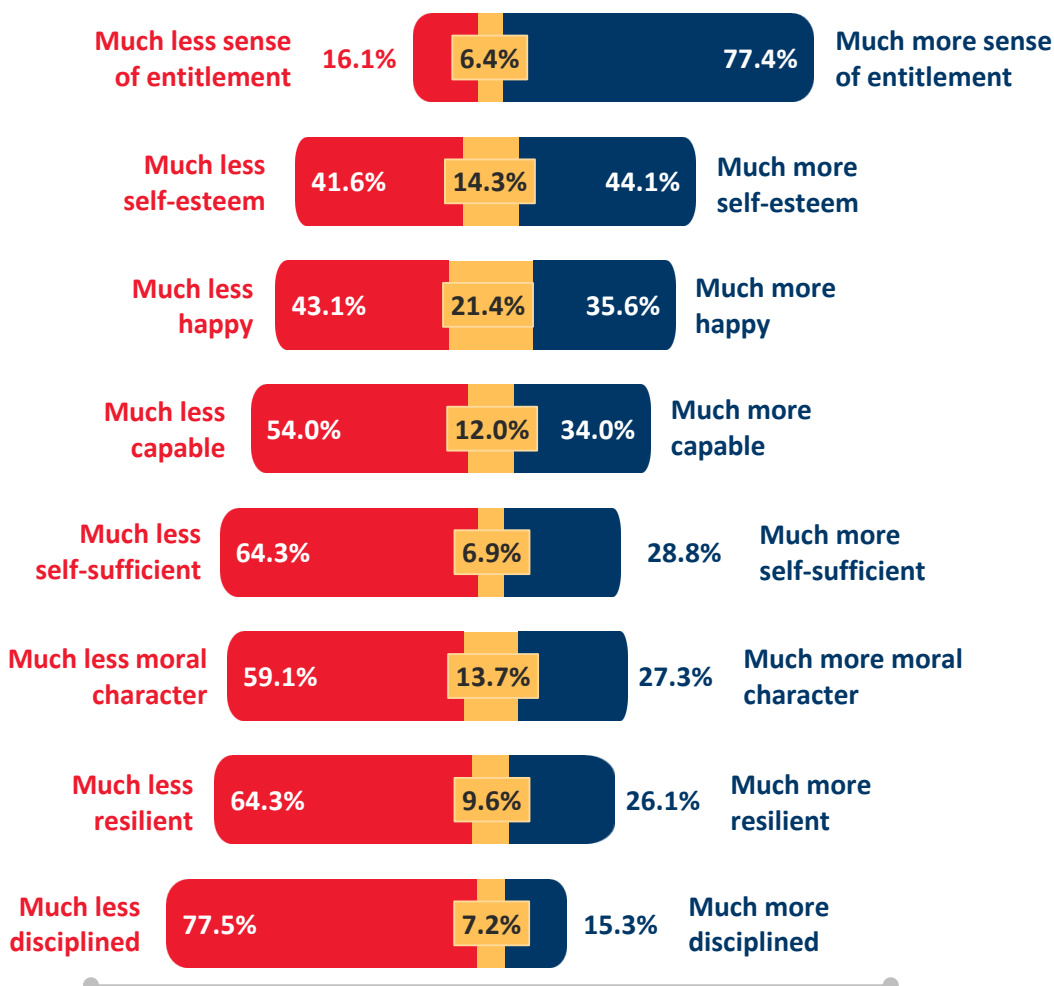


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: Do you think modern parenting styles have improved since you were raising children yourself?

Close to a quarter (24.1%) of grandparents think modern parenting style have improved since they were raising their children. However, close to three in five (58.3%) think parenting styles have gotten somewhat or considerably worse as the years pass by.

What do you think the long-term implications for these changes in parenting styles will have on the children?

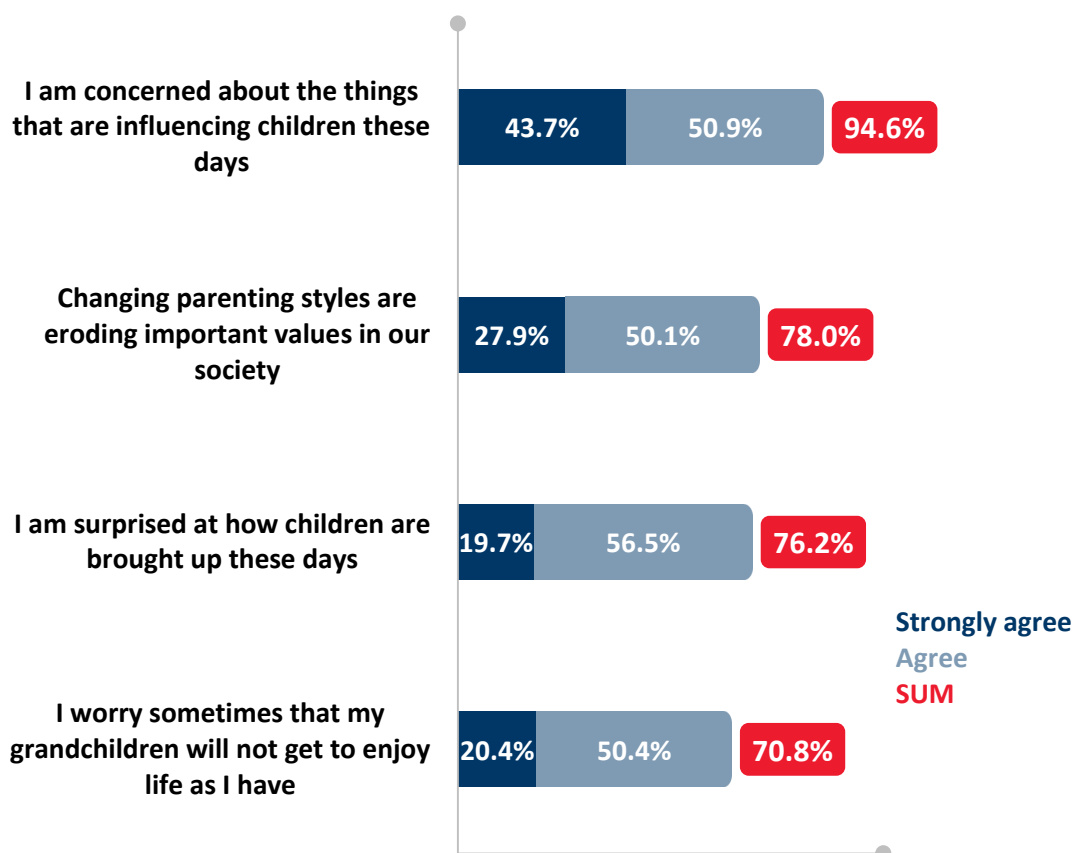


Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: What do you think the long-term implications for these changes in parenting styles will have on the children?

Grandparents think children nowadays will be much less disciplined and have much more sense of entitlement resulting from the changes in parenting styles. Other long-term implications also include children becoming much less self-sufficient, resilient (both 64.3%) or capable (54.0%) as well as having much less moral character (59.1%).

More than two in five grandparents think the impact of these changes in parenting results would be children with much more self-esteem (44.1%) but much less happy ones (43.1%).

How much do you agree with the following statements about changes in our society and how we raise children?

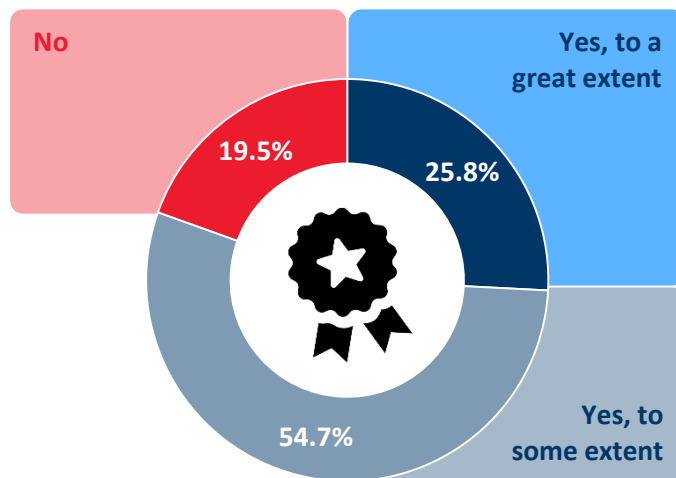


Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: How much do you agree with the following statements about changes in our society and how we raise children?

Nearly all (94.6%) grandparents agree they are concerned about the things that are influencing children these days.

The large majority also agree that changes to parenting styles are eroding important values in society (78.0%), that they are surprised at how children are brought up these days (76.2%) or that they worry their grandchildren will not get to enjoy life as they have (70.8%).

Do you think your grandchildren will be negatively impacted in the future by the praise and reward inspired culture that exists today (e.g. every child gets an award simply for participating)?

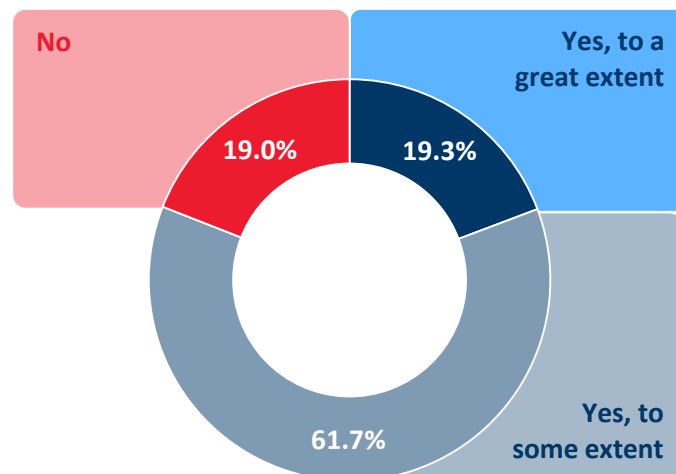


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: Do you think your grandchildren will be negatively impacted in the future by the praise and reward inspired culture that exists today (e.g. every child gets an award simply for participating)?

Four in five (80.5%) grandparents think their grandchildren will be negatively impacted in the future by the praise and reward inspired culture that exists today.

Do you fear for the future happiness of your grandchildren for when they grow up to be adults?

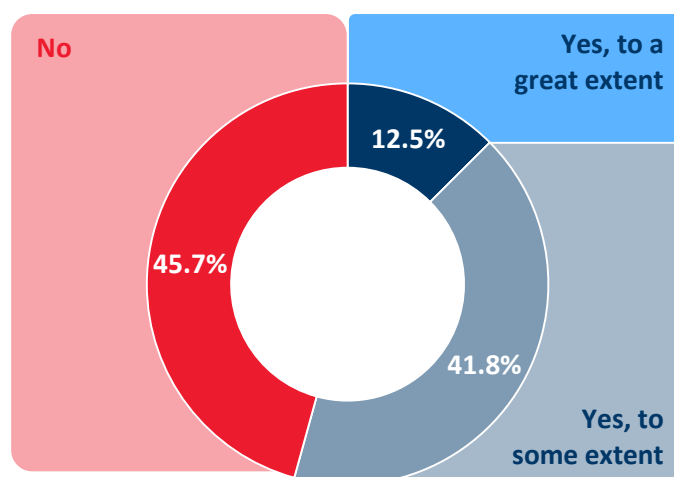


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: Do you fear for the future happiness of your grandchildren for when they grow up to be adults?

More than four in five (81.0%) grandparents fear for the future happiness of their grandchildren for when they grow up to be adults.

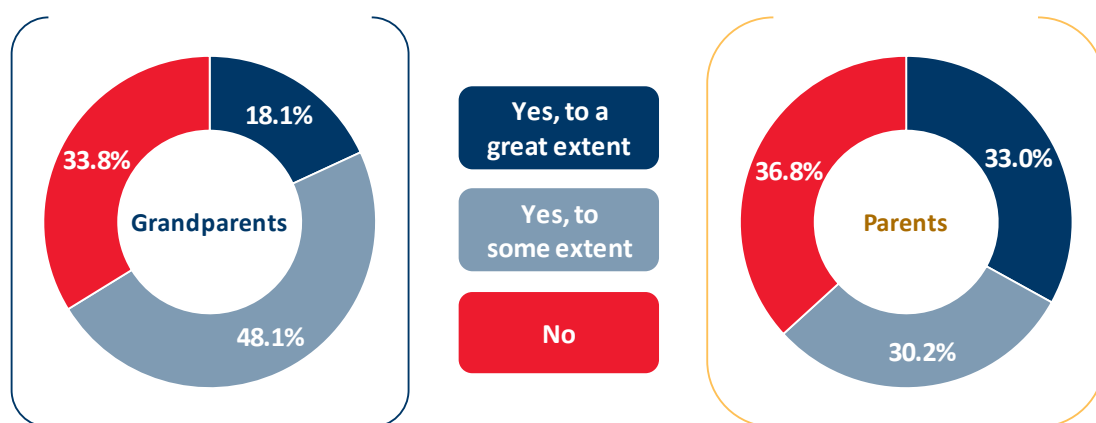
Do you think children of today are doomed because of modern day parenting styles?



Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Do you think children of today are doomed because of modern day parenting styles?

More than half (54.3%) of grandparents think children of today are doomed because of modern parenting styles.

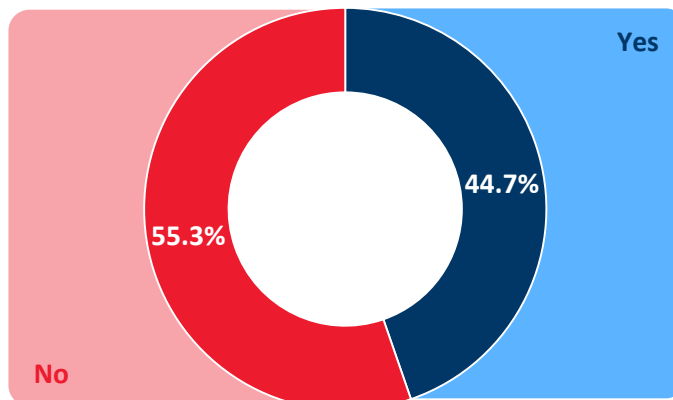
Do you think there is a difference between the maternal and paternal grandparent sides of your family in terms of the roles they play?



Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Do you think there is a difference between the maternal and paternal grandparent sides of your family in terms of the roles they play?

Similar proportions of grandparents (66.2%) and parents (63.2%) think there is a difference between the maternal and paternal grandparent sides of their family in terms of the roles they play.

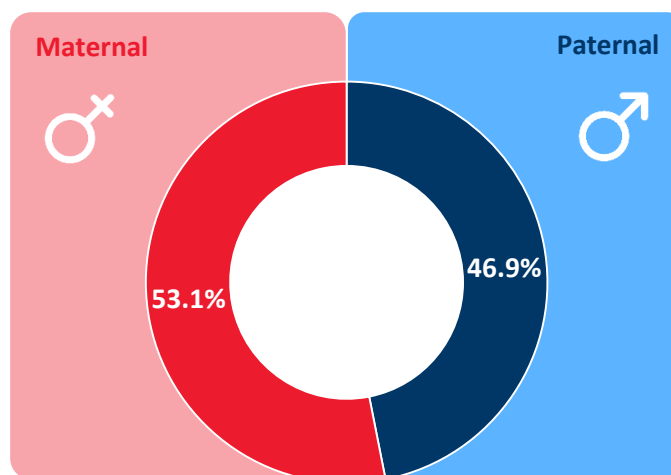
Have you experienced being both on the maternal and paternal grandparent side of the family (i.e. have both son and daughter with children)?



Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Have you experienced being both on the maternal and paternal grandparent side of the family (i.e. have both son and daughter with children)?

More than two in five (44.7%) grandparents have experienced being both on the maternal and paternal grandparent side of the family.

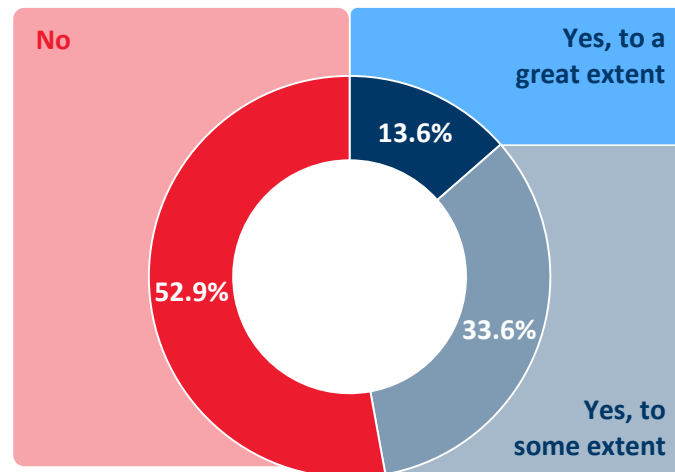
Are you on the maternal or paternal grandparent side of the family?



Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Are you on the maternal or paternal grandparent side of the family?

For those who have not experienced being both on the maternal and paternal grandparent side of the family, more than half (53.1%) are in the maternal side only of the family while the remaining portion are on the paternal side (46.9%).

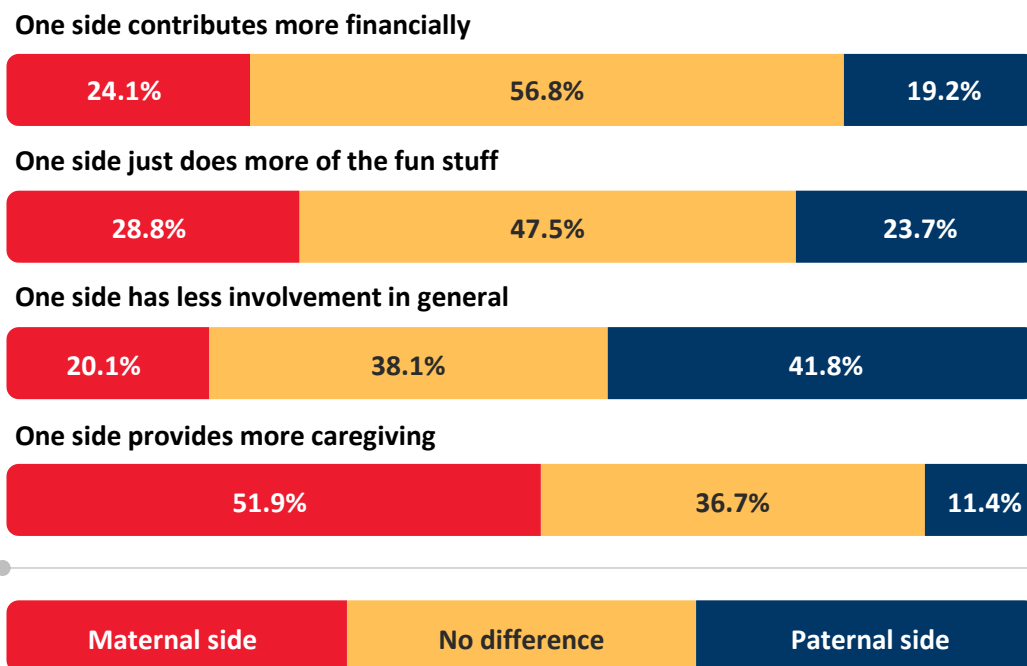
Do you feel there is a difference in your roles with the grandchildren because of either being on the maternal or paternal grandparent side of the family?



*Source: CoreData - Grandparent Wars Survey (September 2017)  
Question: Do you feel there is a difference in your roles with the grandchildren because of either being on the maternal or paternal grandparent side of the family?*

For those who have experienced being both on the maternal and paternal grandparent side of the family, close to half (47.2%) feel there is a difference in their roles with the grandchildren because of either being on the maternal or paternal grandparent side of the family.

What are the key differences in the roles being on the maternal vs paternal side?



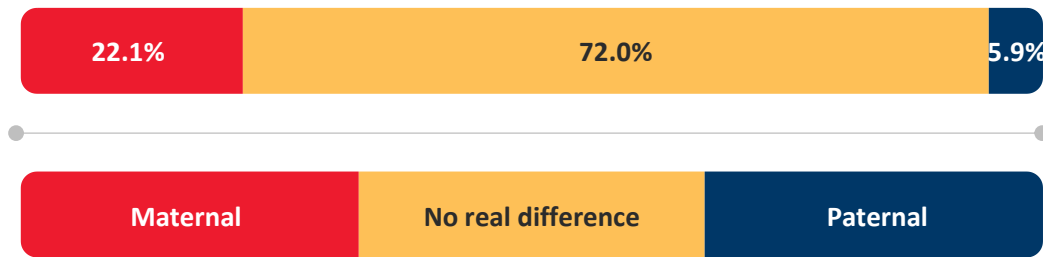
Source: CoreData - Grandparent Wars Survey (September 2017)

Question: What are the key differences in the roles being on the maternal versus paternal side?

For those who feel there is a difference in their roles with the grandchildren (because of either being on the maternal or paternal grandparent side of the family), more than half (51.9%) say the maternal side provides more caregiving, while two in five (41.8%) say the paternal side has less involvement in general.



Which side of the family do you think it is better to be on, the maternal or paternal grandparents?



*Source: CoreData - Grandparent Wars Survey (September 2017)*

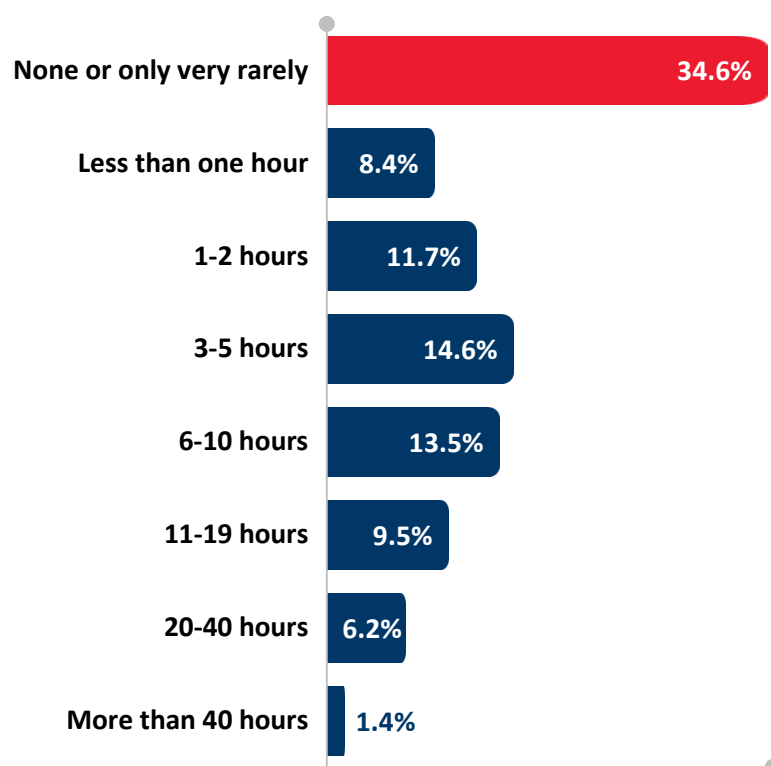
*Question: Which side of the family do you think it is better to be on, the maternal or paternal grandparents?*

The large majority (72.0%) of grandparents think there is no difference between the maternal or paternal side of the family. However, more than one in five (22.1%) say it is better to be on the maternal grandparent side of the family.

## THE IMPACT ON GRANDPARENTS' LIVES

- Many grandparents say they spend up to 10 hours a week on average helping take care of their grandchildren, sacrificing things such as being on call when needed and altering plans
- However, they feel helping care for their grandchildren has had positive health outcomes for themselves
- Grandparents also feel they have big role in the future of their grandchildren's happiness, empathy and generosity

How much time do you spend every week on average helping take care of your grandchildren?



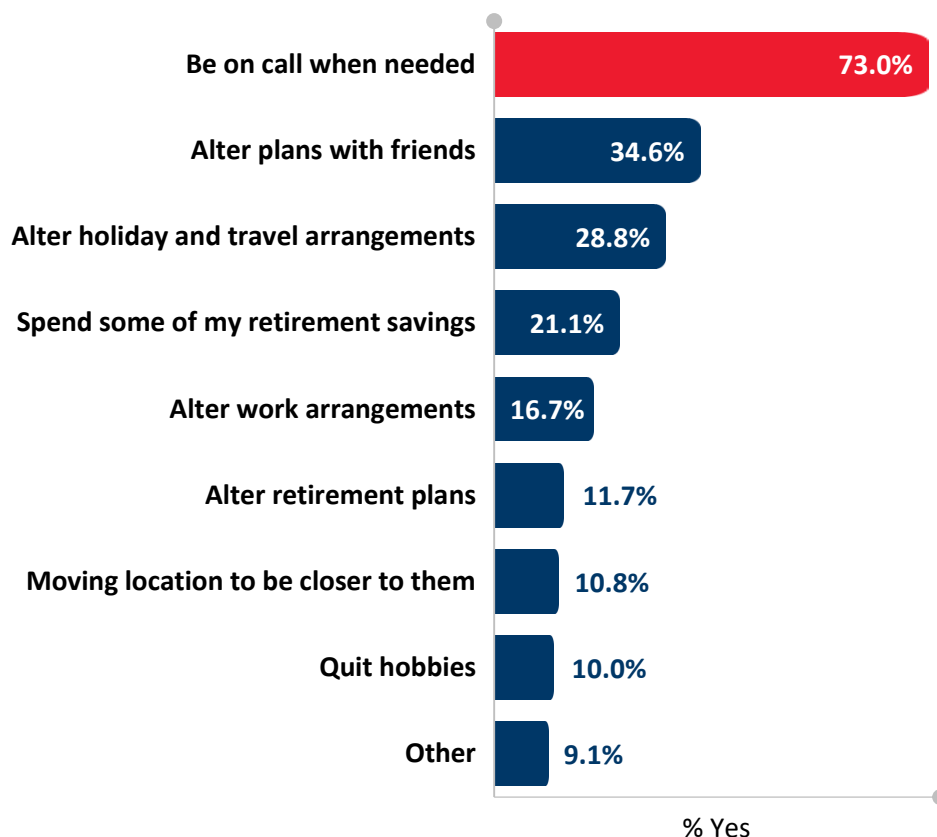
Source: CoreData - Grandparent Wars Survey (September 2017)

Question: How much time do you spend every week on average helping take care of your grandchildren?

One in five (20.1%) grandparents spend on average up to 2 hours in a week on average helping take care of their grandchildren, while close to three in 10 (28.1%) say they spend between 3 and 10 hours on average weekly.

Interestingly, close to one in five (17.1%) say they spend more than 10 hours on average every week helping take care of their grandchildren, while more than a third (34.6%) say they very rarely do this or do not do this at all.

What kind of sacrifices do you make in order to help take care of your grandchildren?



\*Multiple answers allowed

Source: CoreData - Grandparent Wars Survey (September 2017)

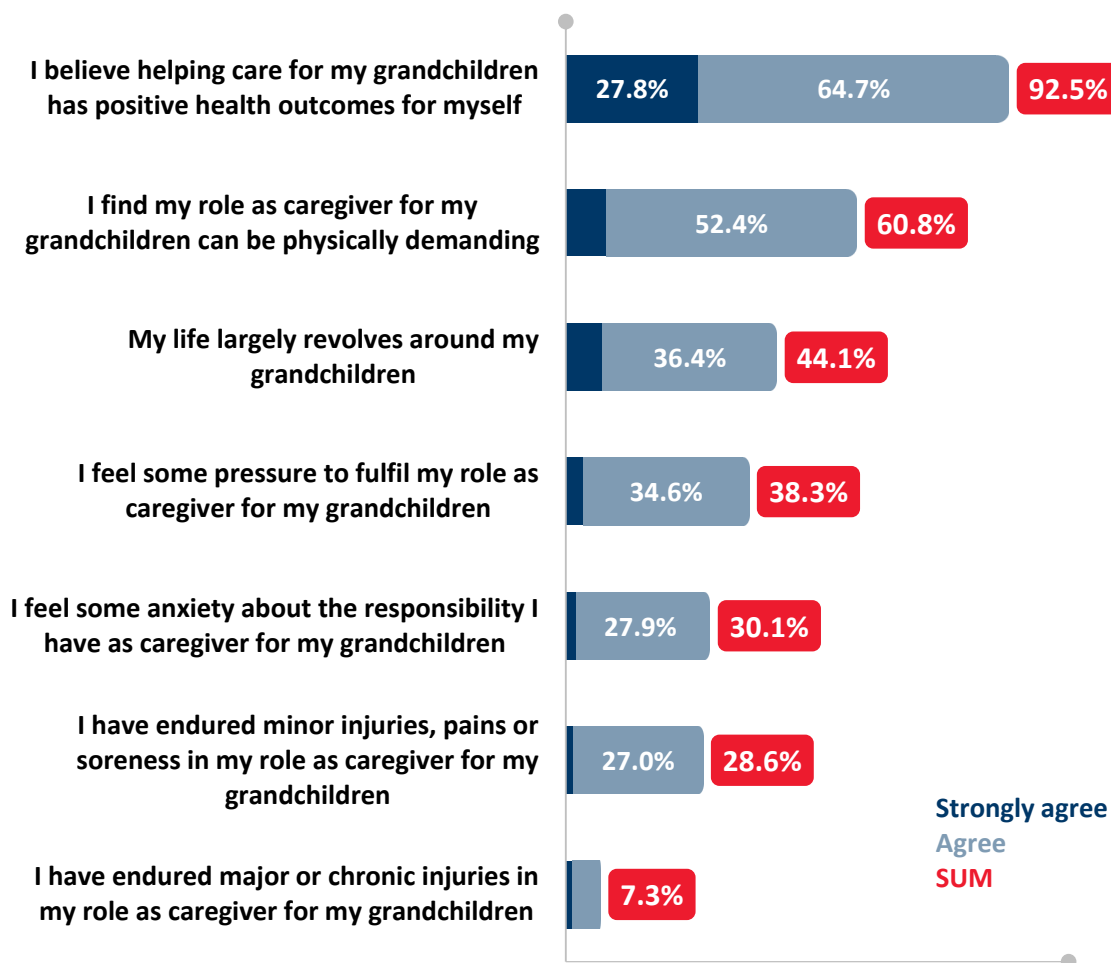
Question: What kind of sacrifices do you make in order to help take care of your grandchildren?

Grandparents who typically spend time every week in helping take care of their grandchildren claim to have made a lot of sacrifices, with the large majority (73.0%) saying they have had to be on call when needed.

Other sacrifices they have had to make in order to help take care of their grandchildren include altering the following: plans with friends (34.6%), holiday and travel arrangements (28.8%) and work arrangements (16.7%).

Some grandparents also claim they have had to spend some of their retirement savings (21.1%) or even alter retirement plans (11.7%) so they can help in taking care of their grandchildren.

How much do you agree with the following statements about your role in helping take care of your grandchildren?



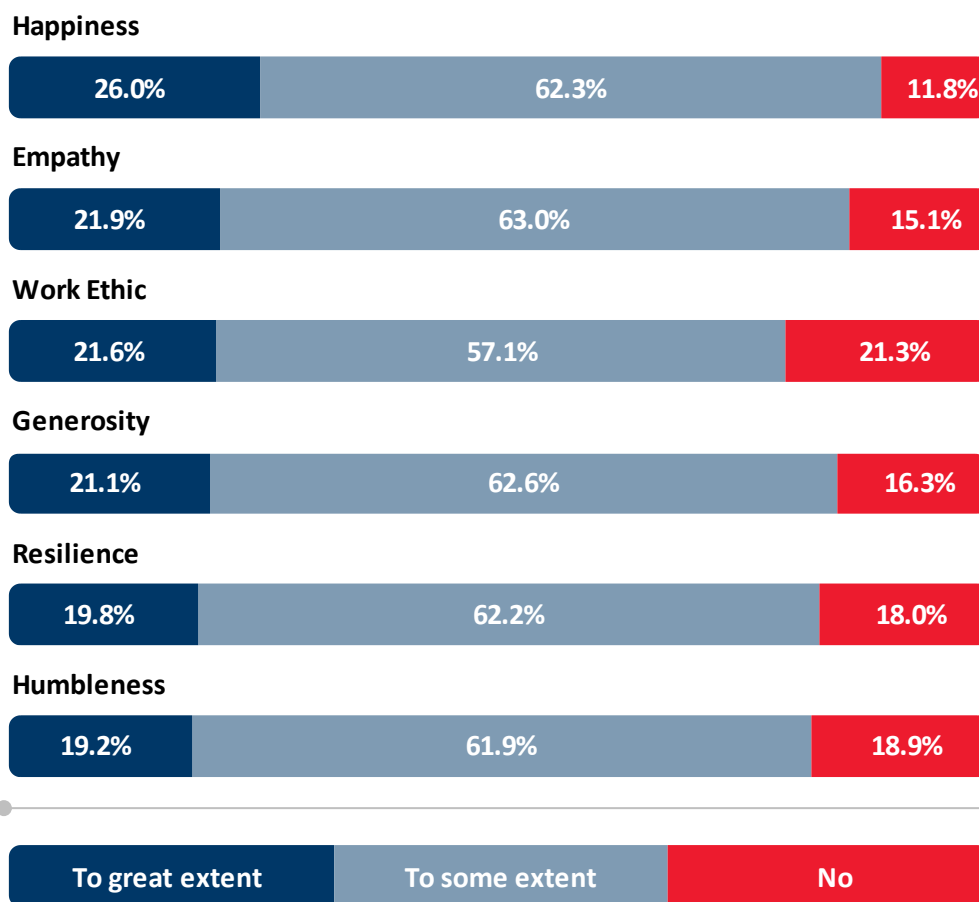
Source: CoreData - Grandparent Wars Survey (September 2017)

Question: How much do you agree with the following statements about your role in helping take care of your grandchildren?

Among grandparents who typically spend time every week in helping take care of their grandchildren, nearly all (92.5%) agree that helping care for their grandchildren has positive health outcomes for themselves. This is despite three in five (60.8%) also agreeing that they find their role as caregiver can be physically demanding and more than two in five (44.1%) agreeing their lives revolve around their grandchildren.

To a lesser extent, grandparents also agree that in their role as caregiver for their grandchildren, they feel some pressure to fulfill their role (38.3%), some anxiety about the responsibility they have (30.1%) or have endured minor injuries, pains or soreness in their role (28.6%).

Do you feel you have a role to play in the future of your grandchildren's:



Source: CoreData - Grandparent Wars Survey (September 2017)

Question: Do you feel you have a role to play in the future of your grandchildren's:

The vast majority of grandparents feel they have a role to play in the future of their grandchildren's happiness (88.3%), empathy (84.9%) or generosity (83.7%). Similar proportions also believe they have a role to play in the future of their grandchildren's resilience (82.0%), humbleness (81.1%) or work ethic (78.7%).

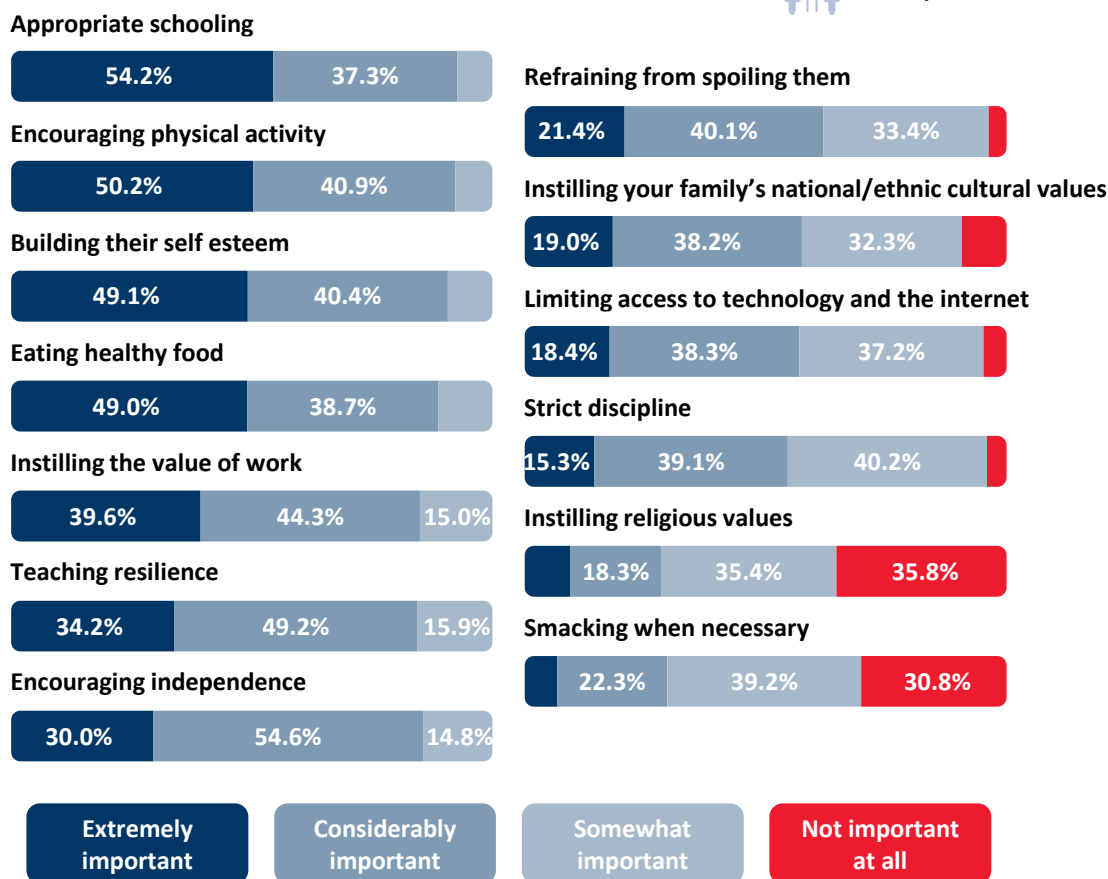
## MODERN DAY PARENTING PEEVES

- Grandparents feel appropriate schooling and encouraging physical activity are important aspects of raising children nowadays, which is similar to what parents think are important along with building the self-esteem of children
- Many grandparents are likely to spoil their grandchildren by taking them to places they would like to go to and give them treats and food they like
- Grandparents agree smacking children is necessary sometimes if required and think the reluctance to smack children these days makes them harder to handle
- Some have admitted to having disagreements within their family about how to raise the children, mostly on discipline standards and eating rituals and they just decided to agree to disagree on these issues
- Most of the time, many grandparents say they tend to agree on the principles of raising children with their children, other grandparents and family members
- Nearly all grandparents do not compete at all with their grandchildren's other grandparents, parents and other family members for their grandchildren's affection

How important do you feel the following are for raising children these days?



Grandparents

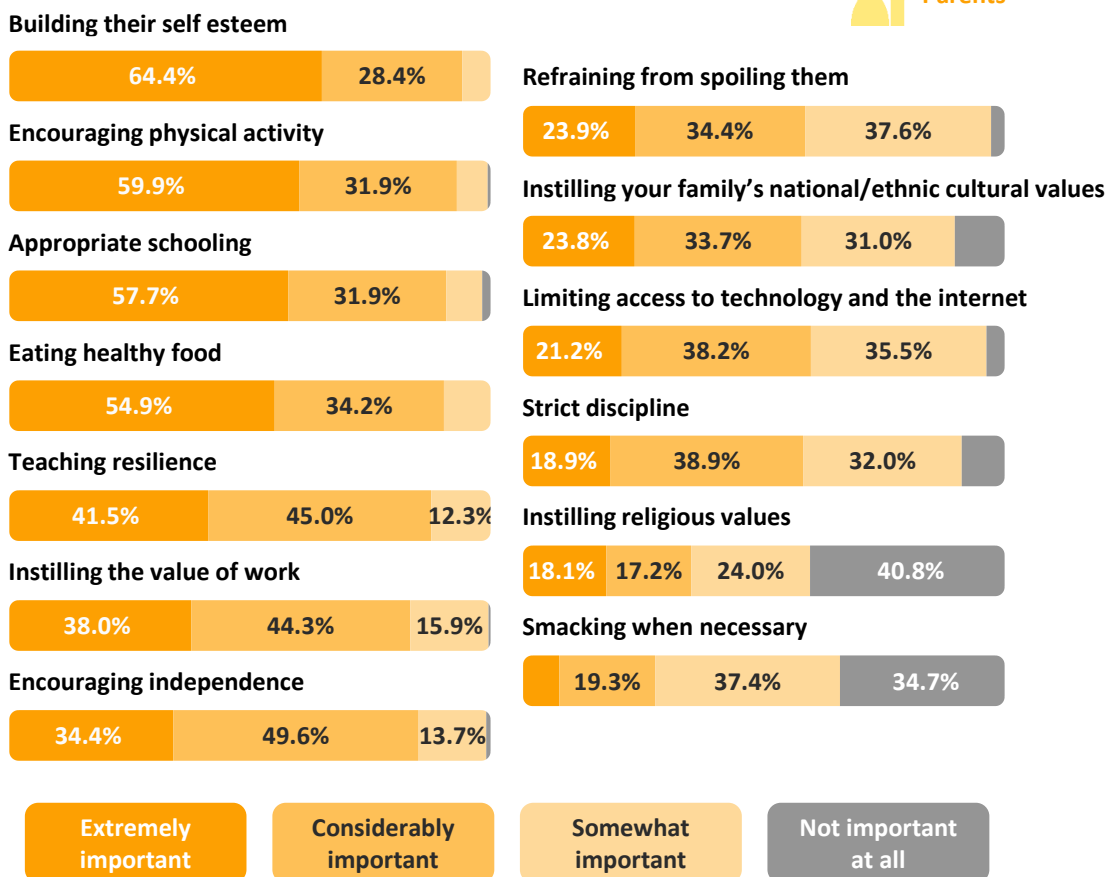


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: How important do you feel the following are for raising children these days?

Nearly all grandparents feel appropriate schooling (91.5%) or encouraging physical activity (91.1%) are important parts of raising children these days. The vast majority also think building the children's self-esteem (89.5%), ensuring they are eating healthy food (87.7%) or encouraging them to be independent (84.6%) are also important.

Instilling religious values (28.8%) and smacking when necessary (30.1%) are low on the list of importance in terms of raising children these days.



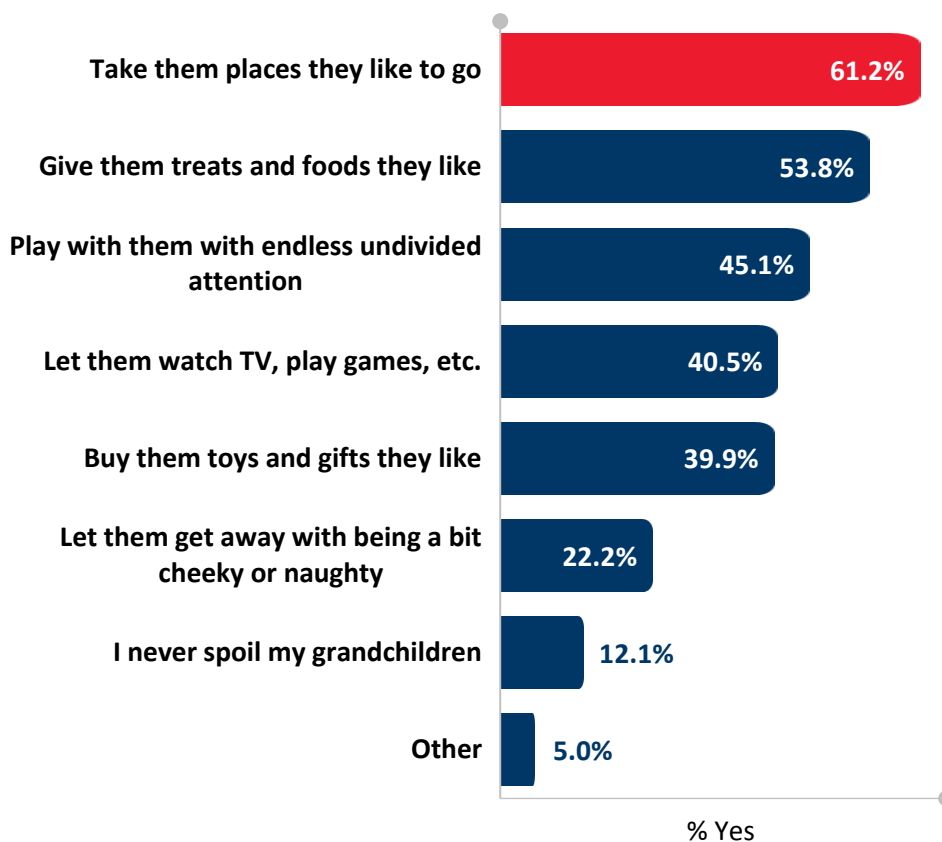
Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: How important do you feel the following are for raising children these days?

Similarly, nearly all parents feel building their children’s self-esteem (92.8%) or encouraging physical activity (91.8%) are important aspects of raising children these days. The vast majority also think appropriate schooling (89.6%), ensuring they are eating healthy food (89.1%) or encouraging them to be resilient (86.5%) are also important.

Similar to the grandparents, parents also place smacking when necessary (27.9%) and instilling religious values (35.3 %) low on the list of importance in terms of raising children these days.



How are you most likely to spoil your grandchildren?



\*Multiple answers allowed

Source: CoreData - Grandparent Wars Survey (September 2017)

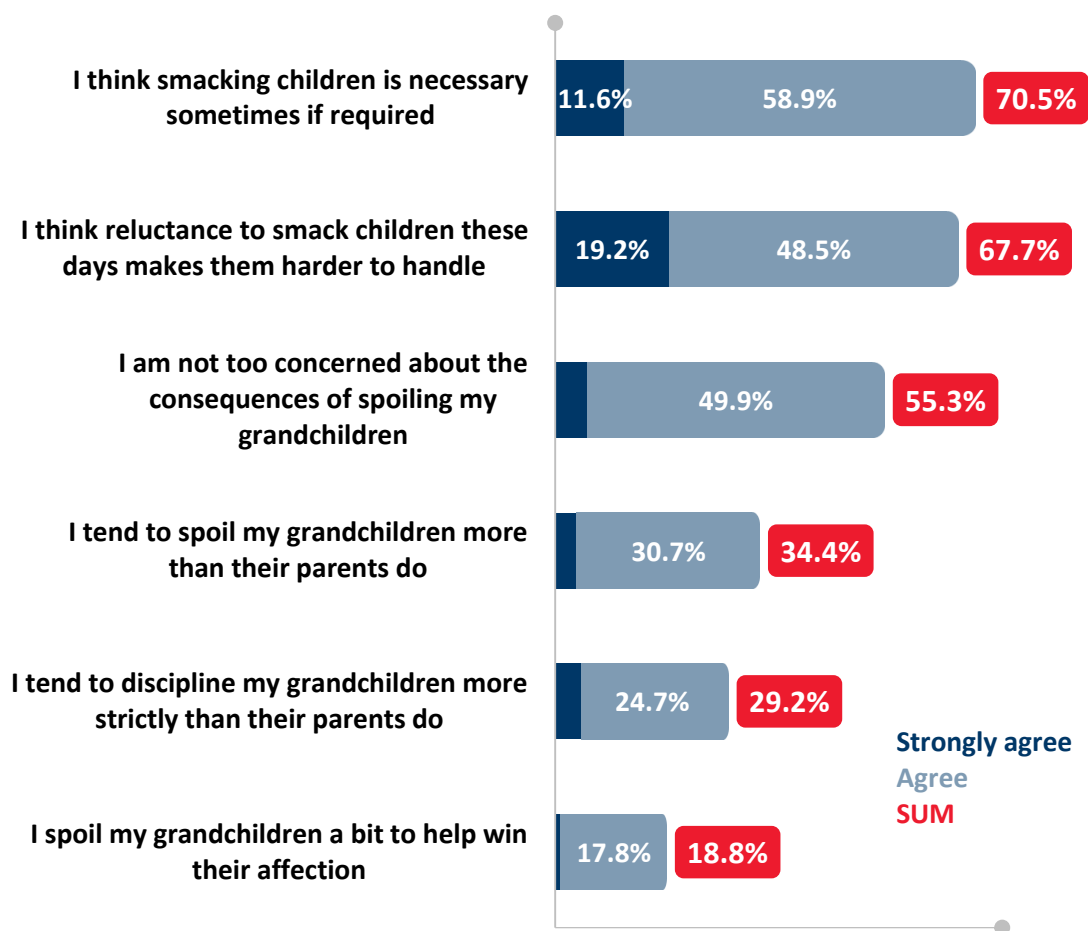
Question: How are you most likely to spoil your grandchildren?

More than three in five (61.2%) grandparents say they are most likely to spoil their grandchildren by taking them to places they would like to go to, while more than half (53.8%) cite giving them treats and food they like.

Close to half (45.1%) say they play with their grandchildren with endless undivided attention, while close to two in five let them watch TV or play games (40.5%) or buy them toys and gifts they like (39.9%).

Only one in eight (12.1%) claim they never spoil their grandchildren, while more than two in five (22.2%) admit to letting their grandchildren get away with being a bit cheeky or naughty.

How much do you agree with the following statements about spoiling and disciplining your grandchildren?

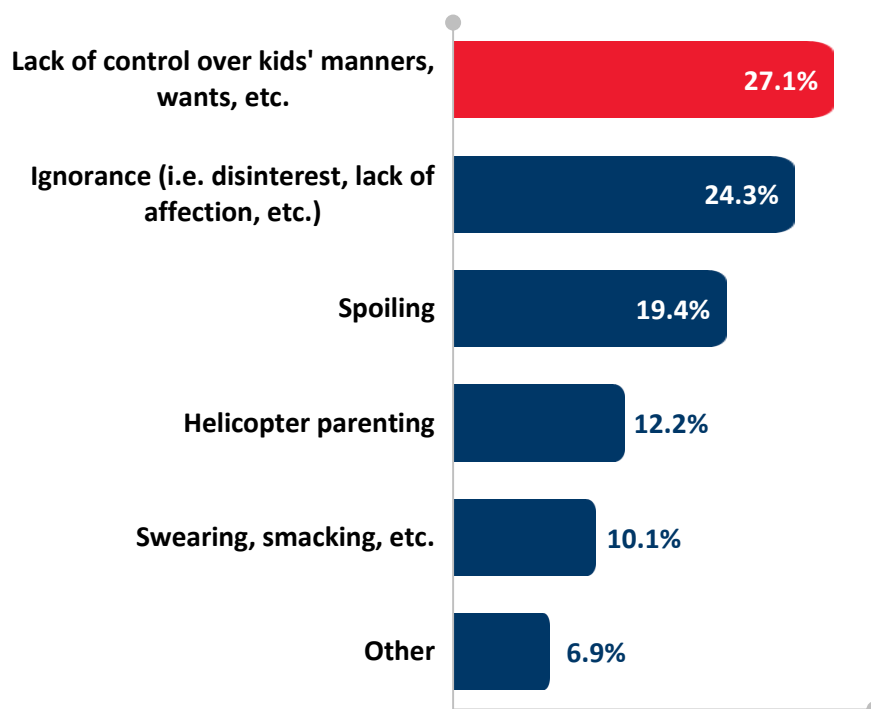


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: How much do you agree with the following statements about spoiling and disciplining your grandchildren?

Seven in 10 (70.5%) grandparents agree smacking children is necessary sometimes if required, while two thirds (67.7%) think the reluctance to smack children these days makes them harder to handle. More than half (55.3%) agree they are not too concerned about the consequences of spoiling their grandchildren.

What is the most absurd thing you have witnessed from current parenting styles?



Source: CoreData - Grandparent Wars Survey (September 2017)

Question: What is the most absurd thing you have witnessed from current parenting styles?

Close to three in 10 (27.1%) grandparents say the most absurd thing they have witnessed from current parenting styles is the lack of control over their children's manners and wants among other things. Other common things they consider as absurd are ignorance (24.3%) and spoiling (19.4%).

What is the most absurd thing you have witnessed from current parenting styles?

*"A certain parent feeding their young children McDonald's for lunch and dinner with the excuse that they won't eat anything else. A certain parent leaving her 3 young children at home on their own to score drugs or to see their father. Seeing children as young as 10 on the streets as late as 12 midnight." (Grandmother, 56 years old, SA)*

*"Each child has a different way of addressing the upbringing of my grandchildren. I am proud of both of them and the way they are raising their children. I could criticise and/or note the absurdities, but it is not my place to do so. They have to learn how to be great parents or blame themselves for the results." (Grandfather, 75 years old, VIC)*

*"One thing that really gives me the irritations is when the mother picks up the child each time he or she wants to be picked up. This happens many, many times a day. As soon as the child gives a little cry, she picks him/her up. For goodness sake, let the child cry and let him/her know that you are not at their begging call each second. Next to no discipline from one parent and somewhat opposite from the other. No consistency." (Grandfather, 66 years old, VIC)*

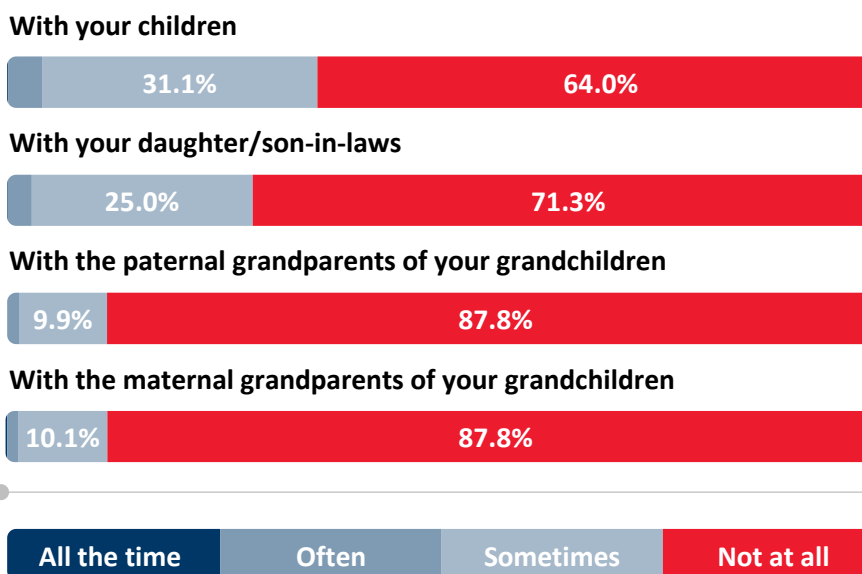
*"Not sure if it's classed as absurd, but the way children speak to their parents is disgusting, there was a young girl on the bus going to school with her mother, all the way she was arguing and being rude to her mother, this child is approximately 8 years old." (Grandmother, 60 years old, NSW)*

*"I have seen parents who are themselves dressed warmly and appropriately for the weather out with children who have no shoes on and only wearing very thin clothing or even singlet tops on very cold days. I have also been out in public spaces or events where I have seen children behaving badly, hitting other children at a playground or acting in way which endanger that child and others where parents simply do nothing to chastise their child for bad behaviour. There have been times I have had to remove my grandchild from the situation and leave the area because of the behaviour of these children. No doubt these will be the children who will grow up to bully others." (Grandmother, 68 years old, QLD)*

*"Newer generations of parents thinking that they are harder done by than us or our parents; we had to both work and our mortgage took all of my salary and some of my wife's but we still seemed to be able to devote time to voluntary groups." (Grandfather, 68 years old, QLD)*

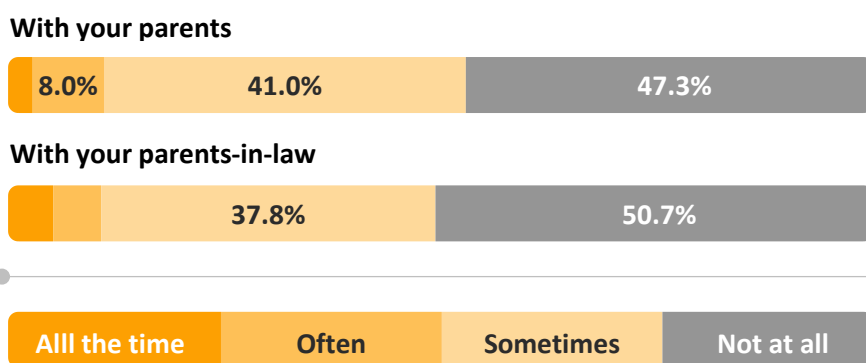
*"The child is in charge. It can take hours for my daughter to go home from our house for example because she has to wait for my grandchild to be ready to go. He is not made to do anything he doesn't want to do and I feel my daughter and son-in-law have already lost the authority they should have being the parents. They seem to want to just be a friend, not a parent." (Grandfather, 57 years old, NSW)*

Do you ever have disagreements in your family about how best to raise the children?



Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Do you ever have disagreements in your family about how best to raise the

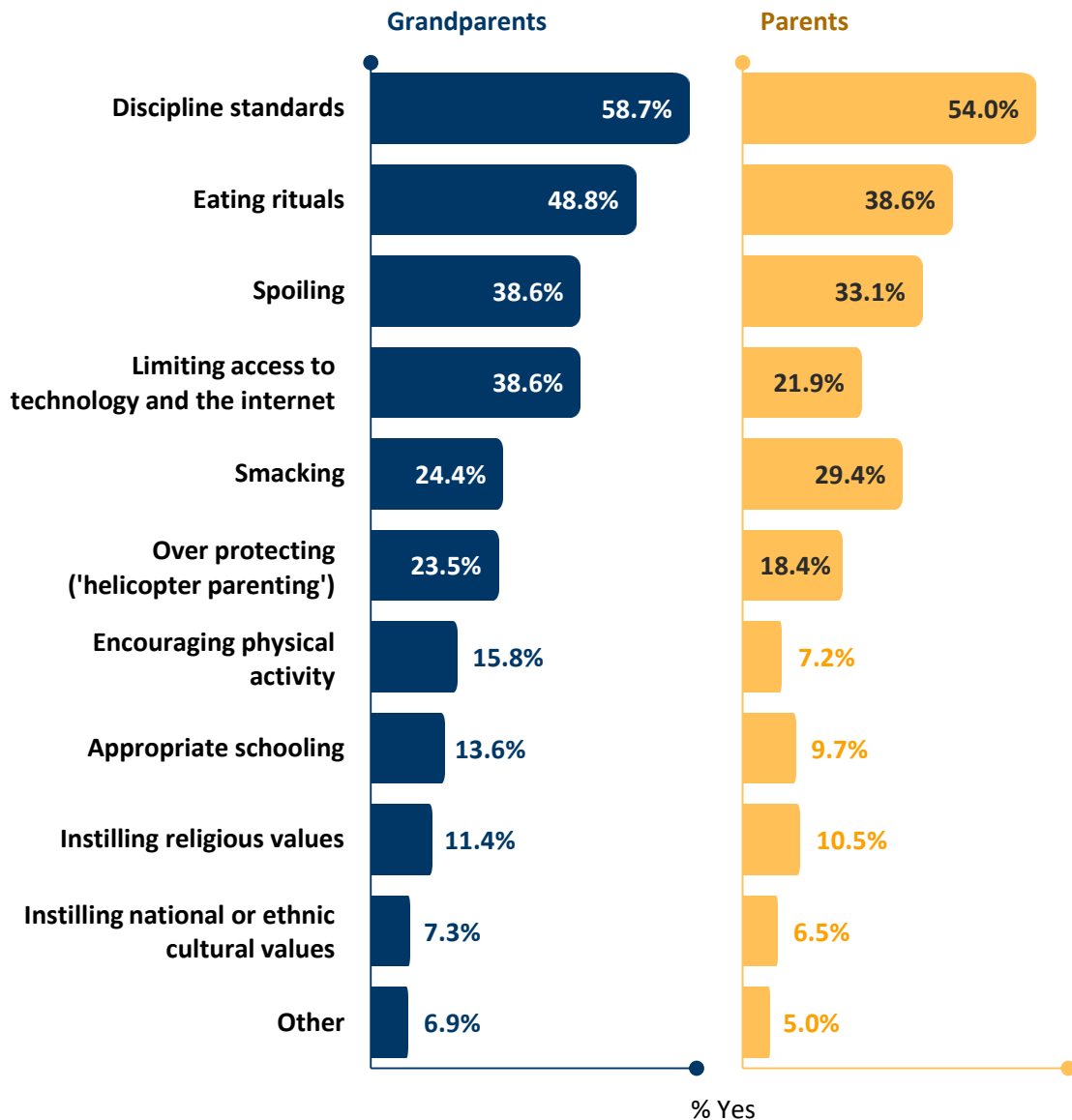
More than a third (35.9%) of grandparents say they have disagreed at least sometimes with their children on how to best raise the kids, while close to three in 10 (28.7%) admit to having had disagreements with their sons-in-law or daughters-in-law. One in eight (12.3%) say they have disagreed with the maternal grandparents or the paternal grandparents of their grandchildren about the best way to raise children.



Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Do you ever have disagreements in your family about how best to raise the

Parents are more likely to think they have had disagreements, with 52.7% saying they have had disagreements at least sometimes with their parents about how best to raise the children, while close to half (49.3%) say they have disagreed with their parents-in-law.

What do you tend to have disagreements in your family about how best to raise the children?



\*Multiple answers allowed

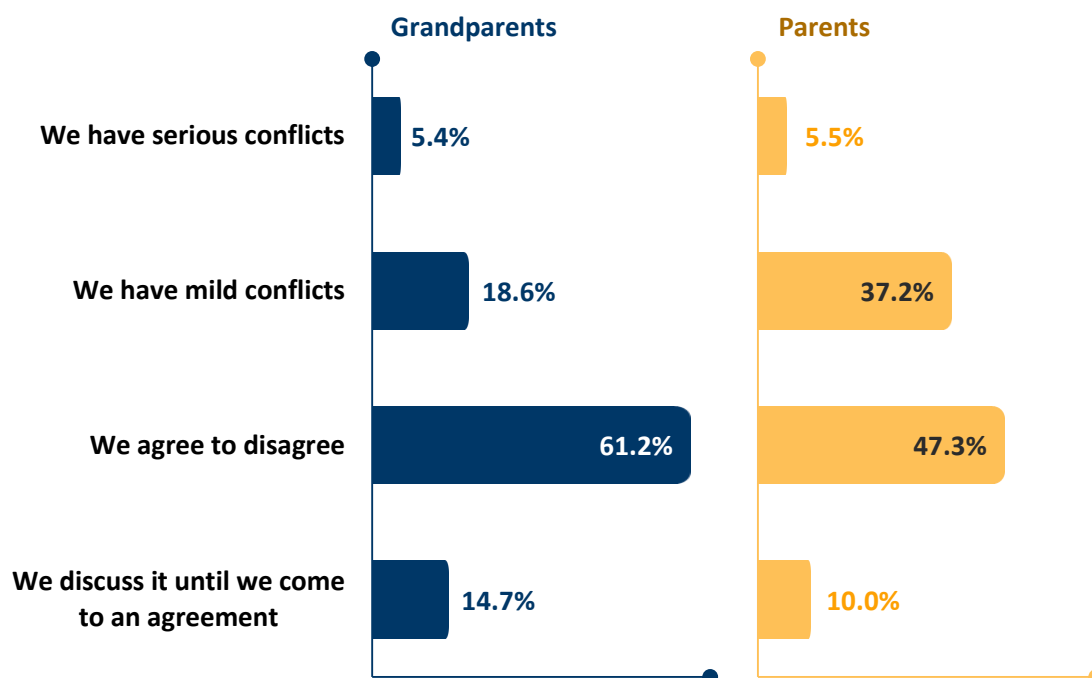
Source: CoreData - Grandparent Wars Survey (September 2017)

Question: What do you tend to have disagreements in your family about how best to raise the children?

Among those who have had disagreements in their family about how best to raise the children, close to three in five (58.7%) grandparents say they tend to be about discipline standards, while close to half (48.8%) say eating rituals are what they argue about. Other topics of disagreement include spoiling, limiting access to technology and the internet (both 38.6%), smacking (24.4%) or over protecting (23.5%).

This is also similar for parents, who most commonly point to topics such as discipline standards (54.0%) or eating rituals (38.6%) as the sources of disagreements in their family.

What usually happens when you don't agree with family about how best to raise the children?



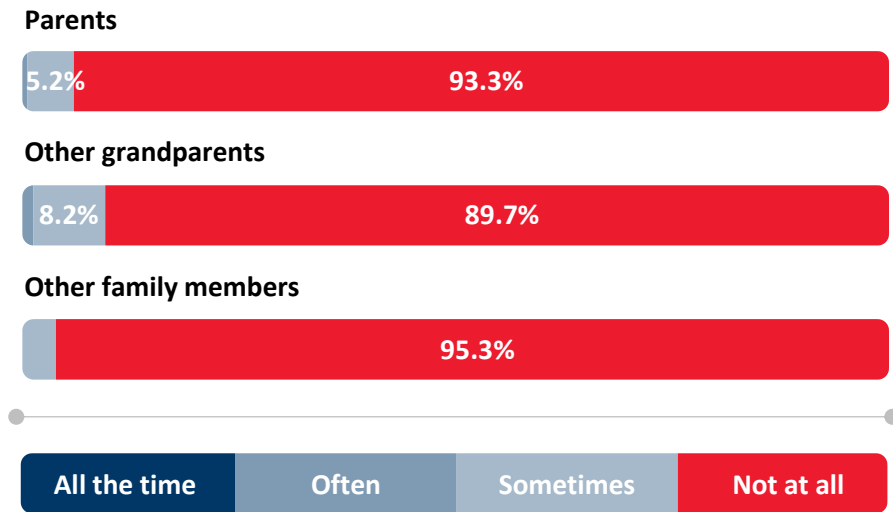
Source: CoreData - Grandparent Wars Survey (September 2017)

Question: What usually happens when you don't agree with family about how best to raise the children?

Among those who have had disagreements in their family about how best to raise the children, close to a quarter (24.0%) of grandparents say they have mild to serious conflicts during these disagreements, while this proportion is notably higher among parents (42.7%).

More than three in five (61.2%) grandparents say they just agree to disagree, while close to half (47.3%) of parents say the same thing.

In your family do you tend to compete for your grandchildren’s affection and time with their...



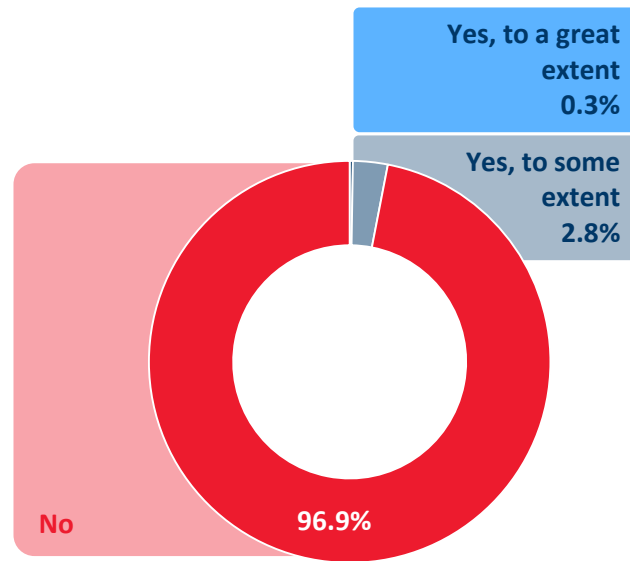
Source: CoreData - Grandparent Wars Survey (September 2017)

Question: In your family do you tend to compete for your grandchildren’s affection and time with their...

The overwhelming majority of grandparents say they do not tend to compete with their grandchildren’s other grandparents (89.7%), parents (93.3%) and other family members (95.3%) for their grandchildren’s affection.



In your family do you tend to compete with your grandchildren's other grandparents to be the most popular?

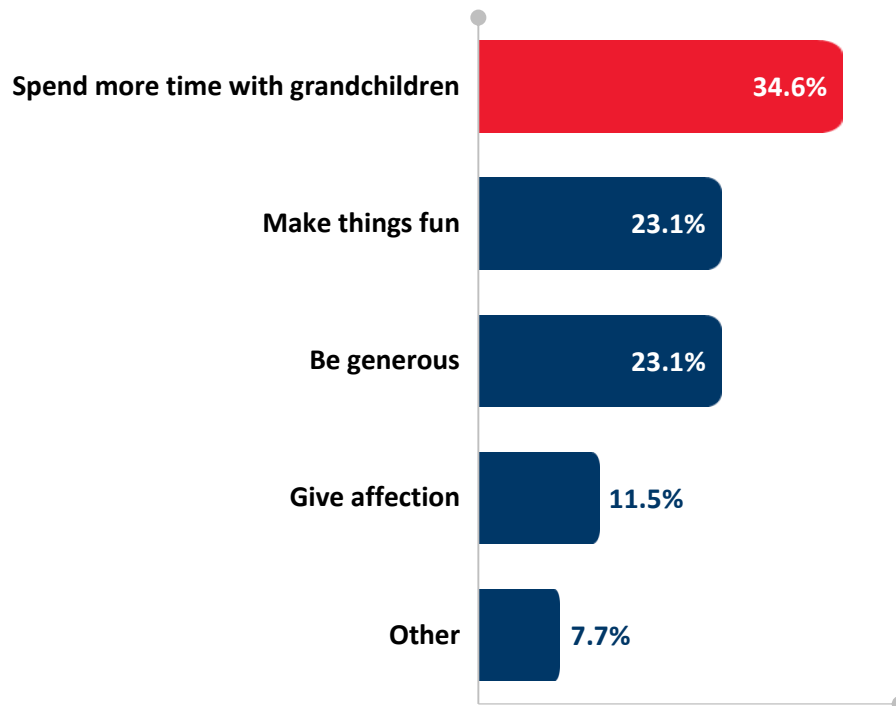


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: In your family do you tend to compete with your grandchildren's other grandparents to be the most popular?

Nearly all (96.9%) grandparents say they do not tend to compete with their grandchildren's other grandparents to be the most popular.

How do you try to up the ante on each other to be the most popular Pop and Gran?



*Source: CoreData - Grandparent Wars Survey (September 2017)*

*Question: How do you try to up the ante on each other to be the most popular Pop and Gran?*

More than a third (34.6%) of grandparents say they try to up the ante on the other set of grandparents to be the most popular Pop and Gran by trying to spend more time with their grandchildren. They also make things more fun or try to be more generous than the other side (both 23.1%).

How do you try to up the ante on each other to be the most popular Pop and Gran?

*"By not pressuring them and letting them decide what they want to do and tell us."  
(Grandmother, 67 years old, VIC)*

*"We don't. We try never to show our upset when they visit our grandchildren's other grandparents more than us." (Grandfather, 72 years old, NSW)*

*"Taking them out to places when the other grandparents work most of the time."  
(Grandmother, 63 years old, SA)*

*"By doing more exciting things with the grandchild such as baking, gardening, letting the grandchild collect the eggs from the hen house." (Grandmother, 50 years old, NSW)*

*"Never. They take me as they see me." (Grandfather, 64 years old, WA)*

*"I give my grandchildren a lot of affection the in laws don't." (Grandmother, 53 years old, NSW)*

*"Pick them up from school, footy cards, take them out on school holidays." (Grandfather, 70 years old, VIC)*

*"Making sure to be at all sporting events even sometimes an event I would probably rather not go to." (Grandfather, 79 years old, QLD)*

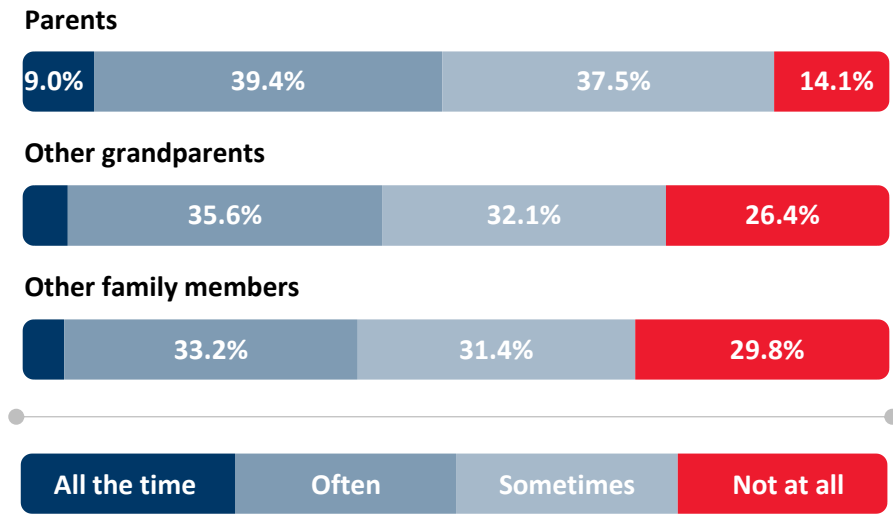
*"I try to be more exciting for her, take for new places, give new food, talk about life."  
(Grandmother, 55 years old, QLD)*

*"To be generous and play a lot with them." (Grandmother, 55 years old, WA)*

*"Just by being myself - not done in an underhanded way - but I naturally have a bubbly personality so I tend to be more engaged and interact on my grandchild's level."  
(Grandmother, 65 years old, SA)*

*"Trying to spend more time with them." (Grandfather, 74 years old, VIC)*

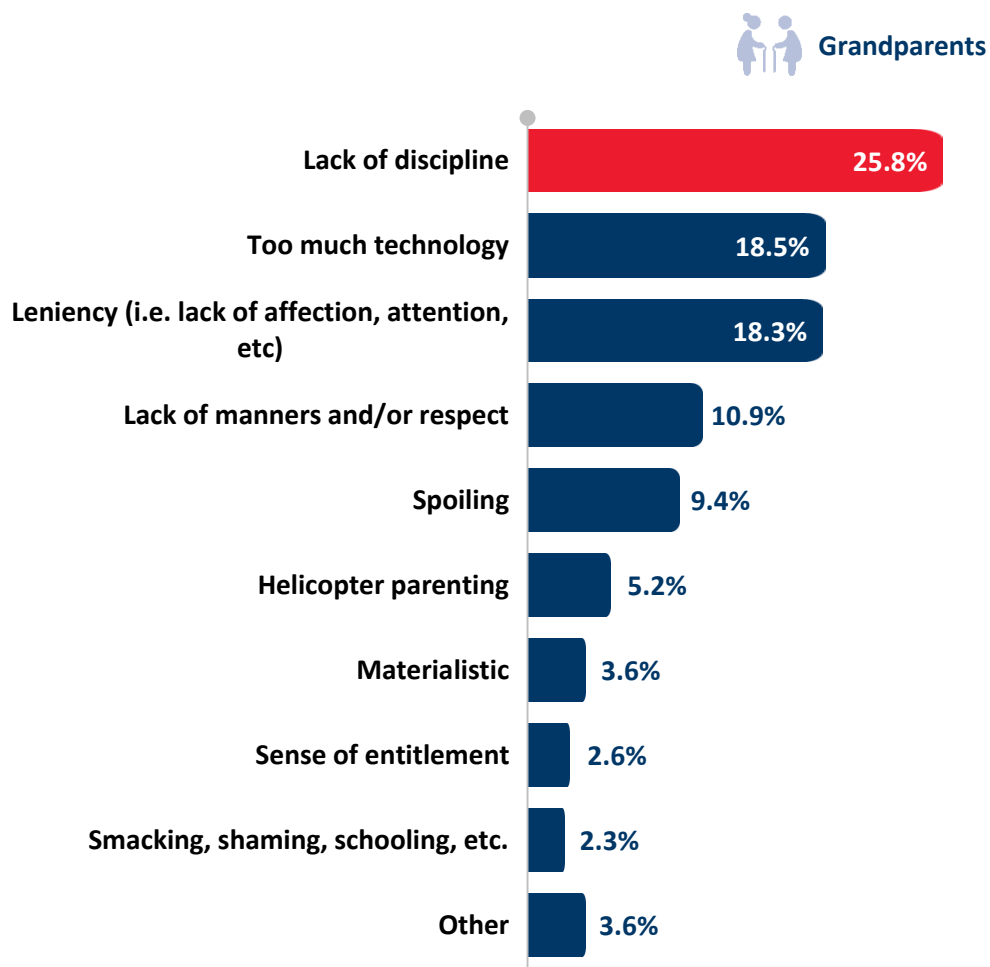
Do you feel you ever see eye-to-eye on the principles of raising children?



Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Do you feel you ever see eye-to-eye on the principles of raising children?

The vast majority (85.9%) of grandparents say they tend to agree with their grandchildren’s parents on the principles of raising children. The large majority also tend to agree with their grandchildren’s other grandparents (73.7%) and other family members (70.2%).

What is your biggest pet peeve about modern parenting and children these days?



Source: CoreData - Grandparent Wars Survey (September 2017)

Question: What is your biggest pet peeve about modern parenting and children these days?

A quarter (25.8%) of grandparents point to the lack of discipline as their biggest pet peeve about modern parenting and children these days. They also commonly cite too much use of technology (18.5%) and leniency (18.3%) as their pet peeves.

## What is your biggest pet peeve about modern parenting and children these days?

*"Rushed into adulthood far too quickly and early. Particularly the idea of teaching queer theory at school to children is disastrous. It puts so much pressure on parents. My daughter and son-in-law are really worried about it. The government seems determined to impose its will on every family despite individual beliefs and some evidence that queer theory could be wrong."  
(Grandfather, 64 years old, QLD)*

*"The children are not disciplined, do as they like, are not taught to respect anything and to them it's a very throw away world. They don't appreciate anything and are bought toys EVERY week so birthdays and Christmas are not special anymore and all the kids care about is the next parcel to open and don't really care about what's in the parcels. They're not taught to look after ANYTHING."  
(Grandmother, 60 years old, SA)*

*"Putting kids into a situation where they think they have an equal vote in a discussion. As a parent, my favorite saying to my kids was "This is NOT a democracy." As a parent, my son has 30 years on his daughter, he's got experience and he knows how the world works. That's what being a parent is about, not some stupid 'let's all talk about this' but 'I've been there, this is how it works, your contribution is noted, but I cast the winning vote."  
(Grandmother, 59 years old, VIC)*

*"The children's sense of entitlement, especially the young married couple's sense that they are entitled to the standard of living that their parents worked very hard to achieve; plus the ridiculously high importance given by some parents and children to very unimportant things like the latest fashions and electronic equipment; and a general lack of interest in saving for the future."  
(Grandfather, 80 years old, WA)*

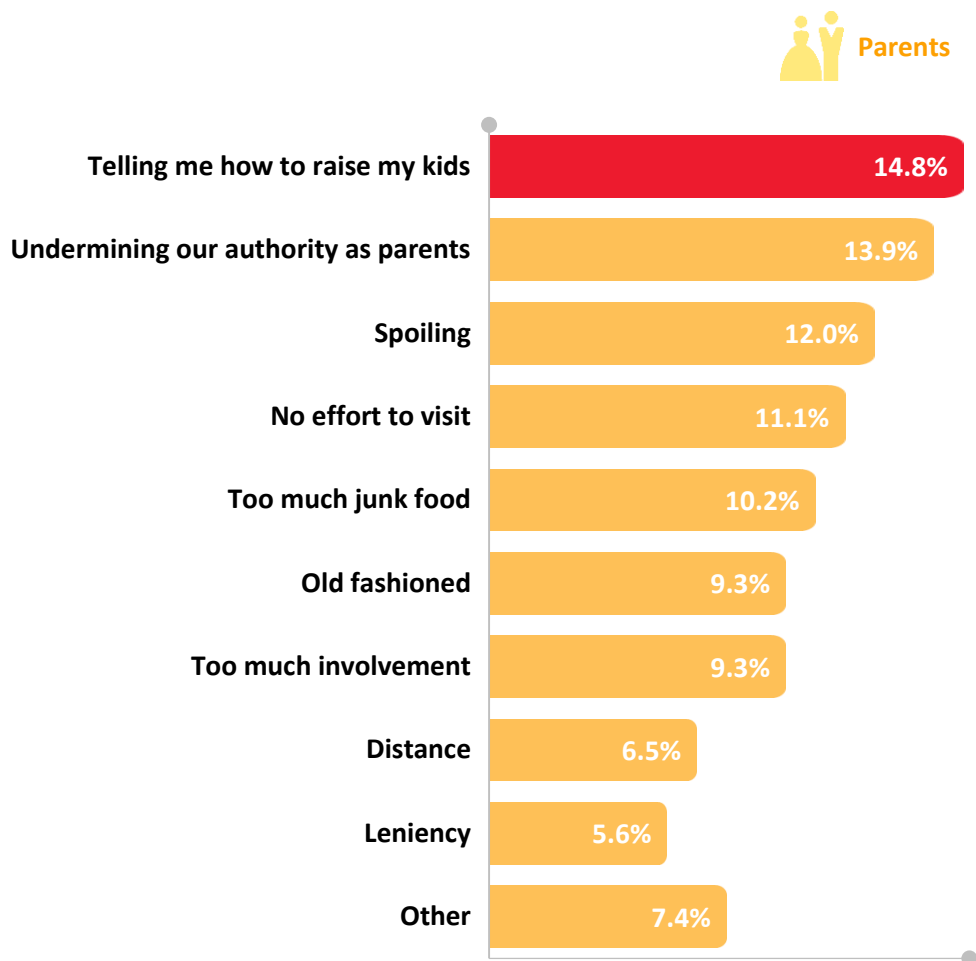
*"Not enough discipline, when a child is misbehaving, these day's most parents send their children to their room, the problem with that is that all of their toys are in the bedroom, the child goes willingly into the room and play's with the toy's, the child does not learn a lesson about right or wrong, the child gets a reward because they can play with the toy's in the bedroom."  
(Grandfather, 55 years old, QLD)*

*"They don't know that children need to wait their turn to speak. The children are allowed to believe their needs are the greatest and require immediate attention instead of politely waiting. And not get me on the subject of behaving in public. Discipline is essential, and not a take it or leave it choice."  
(Grandmother, 72 years old, QLD)*

*"If kids are naughty there seems to be little or no discipline. I don't think the way I was brought up to be the right way (smacking, the belt, etc.) but we seem to have gone too far the other way. Also, why do we need to reward them for taking part? If they didn't win, say well done for trying, but don't give them a medal/reward just for taking part."  
(Grandmother, 53 years old, QLD)*

*"Helicopter parents, I found the older the parent the more they consult Google and have very weird ideas, one side is having all the time taken up with activities and on the other side not enough seems like there is no middle ground I have a 19 year old grandson not able to get a job because Mum didn't want him to when the time was right, now no experience no job."  
(Grandmother, 67 years old, WA)*

What is your biggest pet peeve about the role your parents play with raising your children?



Source: CoreData - Grandparent Wars Survey (September 2017)

Question: What is your biggest pet peeve about the role your parents play with raising your children?

Parents point to telling them how to raise their kids (14.8%) and undermining their authority as parents (13.9%) as their biggest pet peeve about the role their own parents play in raising their children. Other pet peeves include spoiling (12.0%), not making any effort to visit (11.1%) and feeding their grandchildren too much junk food (10.2%).

What is your biggest pet peeve about the role your parents play with raising your children?

*"Going against the set pattern of the child raising. Making exceptions to fast rules in regard to homework and bedtimes." (Father, 48 years old, NSW)*

*"Nothing really. They don't interfere. They are there to help out as much as possible but they never try and interfere or get involved with how we raise our children. They understand they are our children and it's up to us to parent them in the best way we can - if we make mistakes then so be it." (Father, 36 years old, VIC)*

*"My mum disagrees with things I do and makes a BIG deal of it. My in laws disagree with important things like vaccines." (Mother, 45 years old, SA)*

*"Grandmother in-law is totally useless and selfish while my parents rarely saw them due to long distance but they totally love and are very fond of each other and have formed special memories." (Father, 45 years old, SA)*

*"I hate the way they sometimes downplay something that happens to my children, that I think is significant, by saying, 'well it never hurt you' or 'don't worry, kids are resilient', when, actually, whatever it was did affect me, and that is why I don't want it to happen to my children. For example, my son's tennis coach was teasing him and encouraging the class to laugh at him, which my mother downplayed - but a similar thing happened to me with a primary teacher and remembering this event makes me feel awful to this day." (Mother, 37 years old, NSW)*

*"That they think they have the right to tell us what to do with our kids when they are not here on a daily basis to witness their behaviour." (Father, 49 years old, QLD)*

*"When they disagree with me, they either struggle or are completely incapable of trying to understand my decisions and respect my authority." (Mother, 26 years old, ACT)*

*"I don't have any regarding my own parents, as far as their Fathers Mother is concerned she is not a very good grandparent." (Mother, 35 years old, QLD)*

*"Hardly ever visits & when she does, she's always on technology...even though she's more than happy to have discussions about children being on tech too much these days." (Mother, 40 years old, QLD)*

*"Nothing any concerns I have a communicate with them as they are meant to enjoy their grandchild give them treats and if I ask for support in an area with my child who has special needs I know they will follow my wishes and what is best for them." (Mother, 39 years old, SA)*

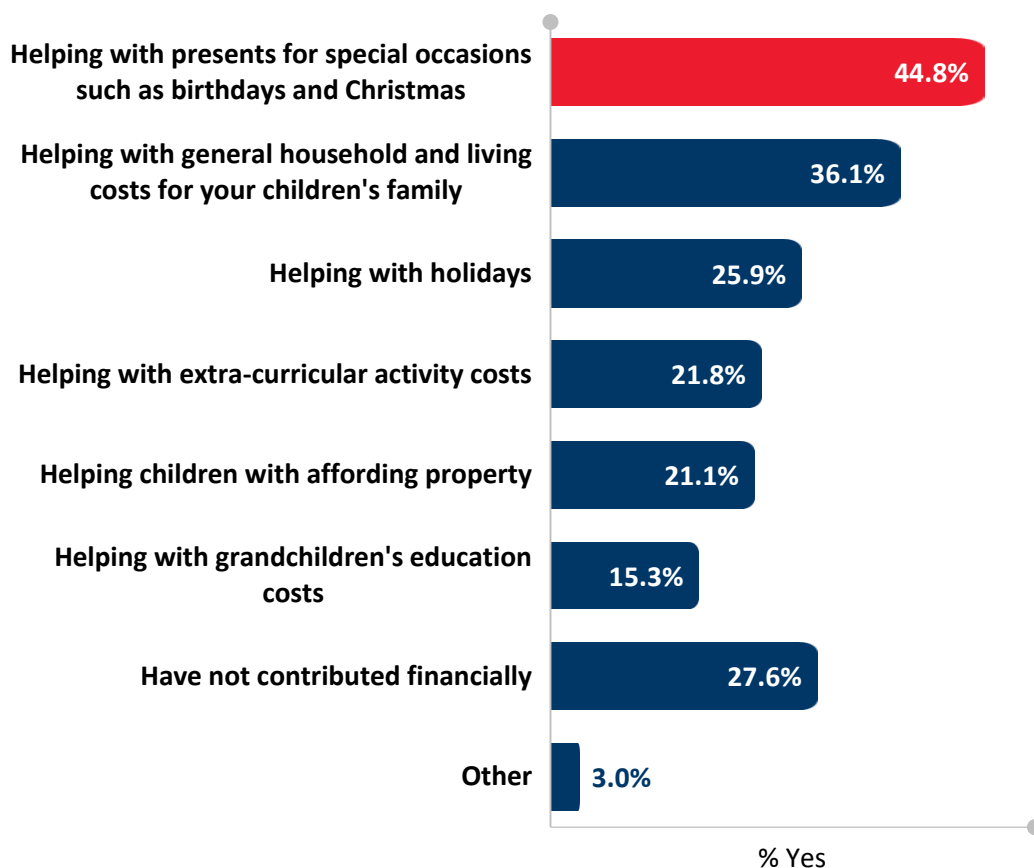
*"My parents have no contact with me and only send my children birthday cards when they feel like it. My in-laws spoil the other grandchildren but not mine - they are treated differently & that's not right." (Mother, 37 years old, SA)*



## PASSING THE BUCK

- Most grandparents have contributed financially to their children's families, mainly in helping with presents for special occasions such as Christmas and birthdays
- This does not however give them any say on how their grandchildren are raised and instead, they just enjoy the laidback relationship they have with their grandkids

Do you or have you contributed financially to any of the following in your family?



\*Multiple answers allowed

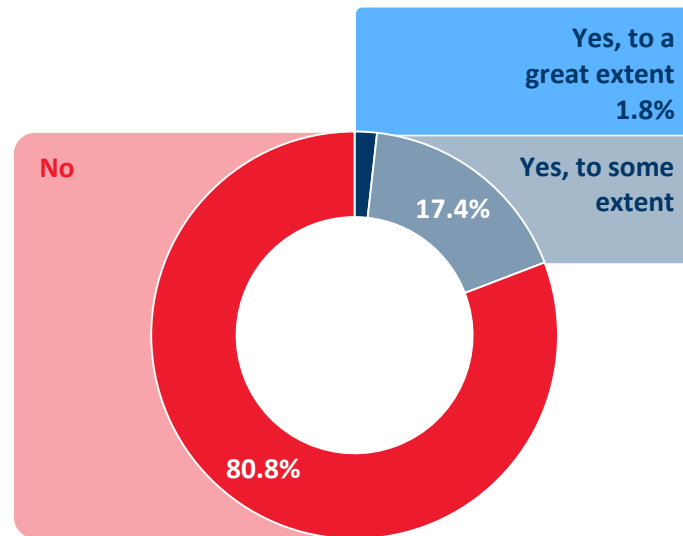
Source: CoreData - Grandparent Wars Survey (September 2017)

Question: Do you or have you contributed financially to any of the following in your family?

More than two in five (44.8%) grandparents say they have contributed financially to their family by helping with presents for special occasions such as birthdays and Christmas, while more than a third (36.1%) have also helped with general household and living costs for their children's family.

Interestingly, close to three in ten (27.6%) claim they have not contributed financially to their children's family.

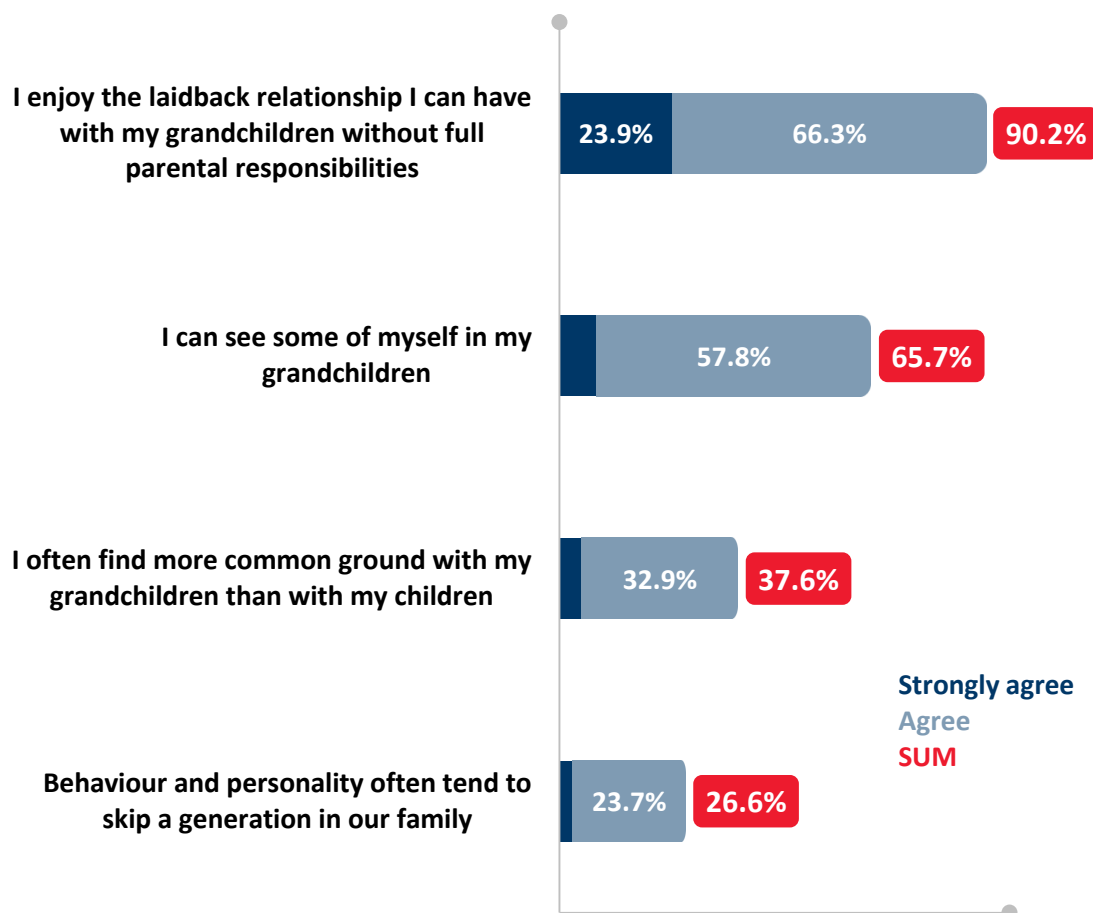
Do you feel this should give you a say on how your grandchildren are raised?



*Source: CoreData - Grandparent Wars Survey (September 2017)*  
*Question: Do you feel this should give you a say on how your grandchildren are raised?*

For those who have contributed financially in some way to their children's family, less than one in five (19.2%) feel this should give them a say on how their grandchildren are raised.

How much do you agree with the following statements about things you have in common across generations in your family?



Source: CoreData - Grandparent Wars Survey (September 2017)

Question: How much do you agree with the following statements about things you have in common across generations in your family?

Nine in 10 (90.2%) grandparents agree they enjoy the laidback relationship they have with their grandchildren without full parental responsibilities. Close to two in three (65.7%) agree they can see some of themselves in their grandchildren.

Fewer grandparents agree they often find more common ground with their grandchildren than with their children (37.6%) or that behavior and personality often tend to skip a generation in their family (26.6%).

## GRANDPARENT COMPETENCIES

- Some grandparents worry it is getting too hard to manage helping taking care of their grandchildren
- Grandparents think they are encouraging physical activity, limiting access to technology and the Internet or encouraging healthy eating better than their grandchildren’s parents
- Grandparents also think too many parents these days are ‘helicopter parents’, are overly concerned with dietary requirements and personal safety issues and should simply take the time to enjoy being parents
- Parents may agree on too many parents being ‘helicopter parents’ but they think grandparents these days wave off concerns about dietary requirement and personal safety issues for children too easily

Do you ever worry about it getting too hard to manage helping taking care of your grandchildren?

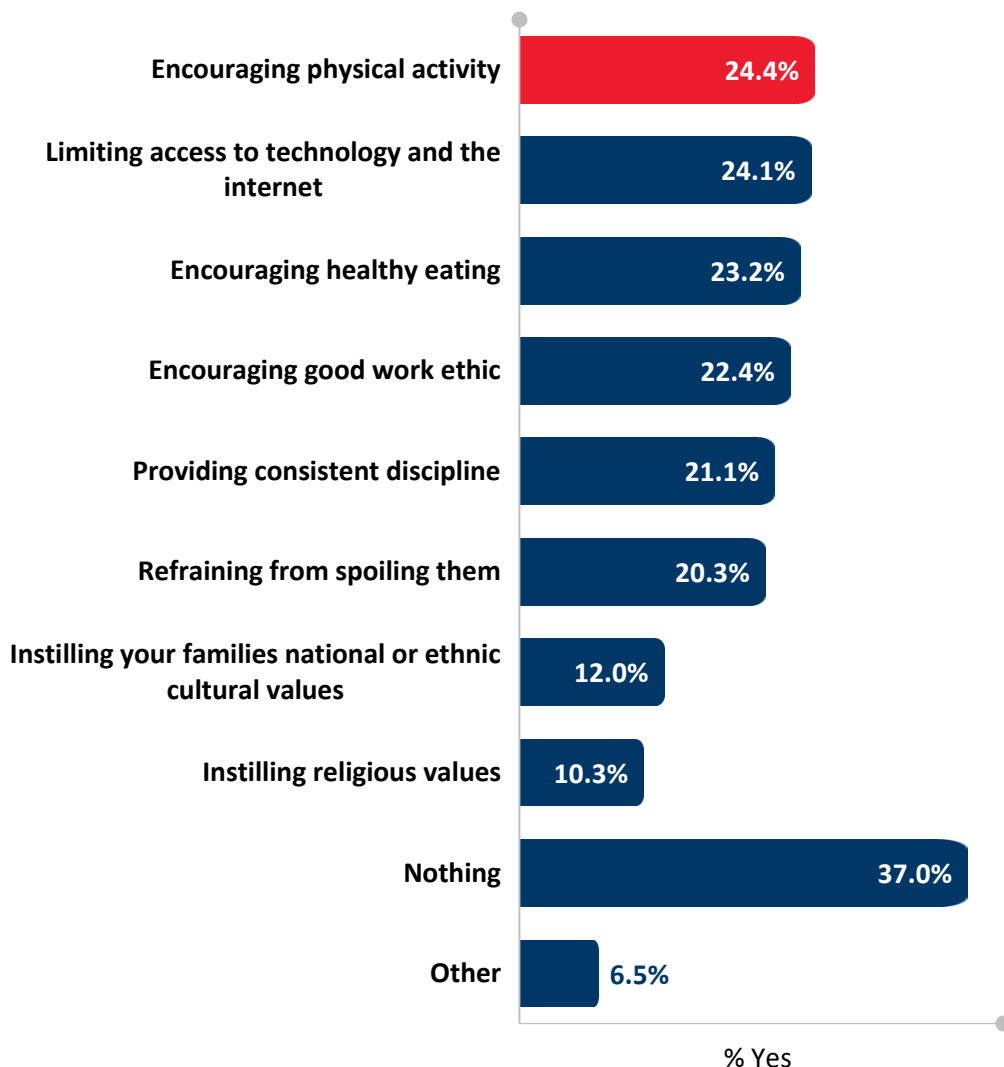


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: Do you ever worry about it getting too hard to manage helping taking care of your grandchildren?

More than a third (36.8%) of grandparents are worried about it getting too hard to manage helping taking care of their grandchildren.

What do you think you are better doing as a grandparent than the parents of your grandchildren?



\*Multiple answers allowed

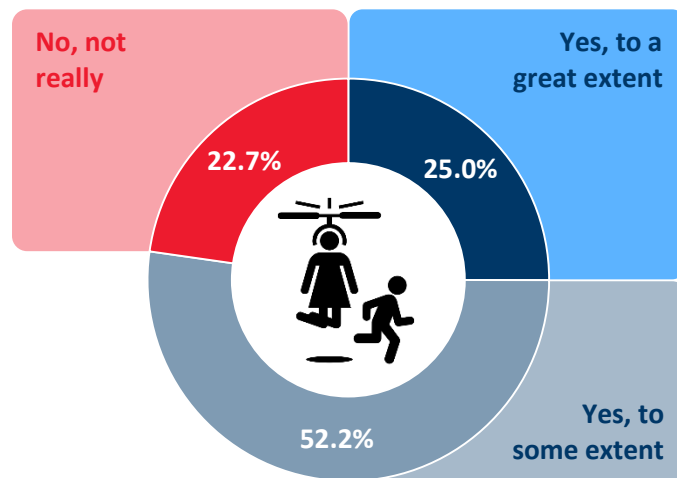
Source: CoreData - Grandparent Wars Survey (September 2017)

Question: What do you think you are better doing as a grandparent than the parents of your grandchildren?

Close to a quarter grandparents think they are encouraging physical activity (24.4%), limiting access to technology and the Internet (24.1%) or encouraging healthy eating better (23.2%) than their grandchildren’s parents.

However, close to two in five (37.0%) grandparents believe there is nothing they are doing better as grandparents than the parents of their grandchildren.

Do you think too many parents these days coddle their children too much and rightly earn the title 'helicopter parents'?

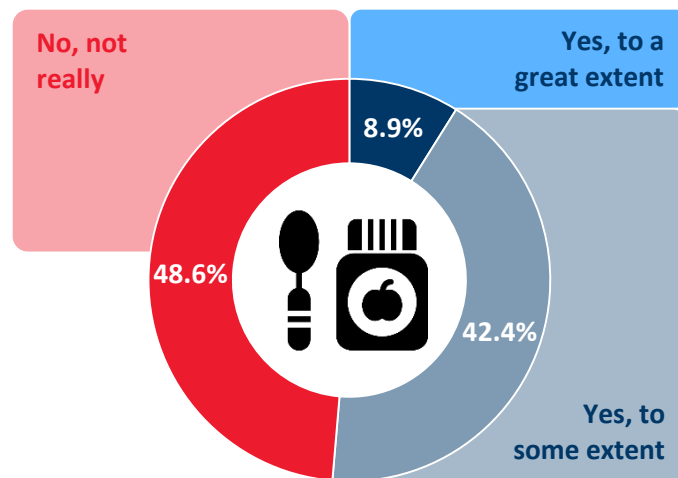


 **Grandparents**

Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Do you think too many parents these days coddle their children too much and rightly earn the title 'helicopter parents'?

The large majority (77.2%) of grandparents think too many parents these days coddle their children too much and rightly earn the title 'helicopter parents'.

Do you think too many parents these days are overly concerned with dietary requirements for their children?

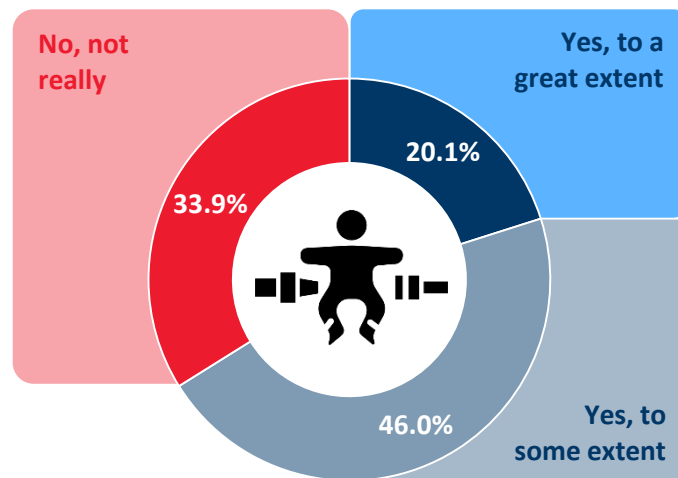


 **Grandparents**

Source: CoreData - Grandparent Wars Survey (September 2017)  
Question: Do you think too many parents these days are overly concerned with dietary requirements for their children?

grandparents are on the fence on whether parents these days are overly concerned with dietary requirements for their children, with 51.3% thinking parents are concerned and the remaining half (48.6%) thinking otherwise.

Do you think too many parents these days are overly concerned with personal safety issues for their children?



 **Grandparents**

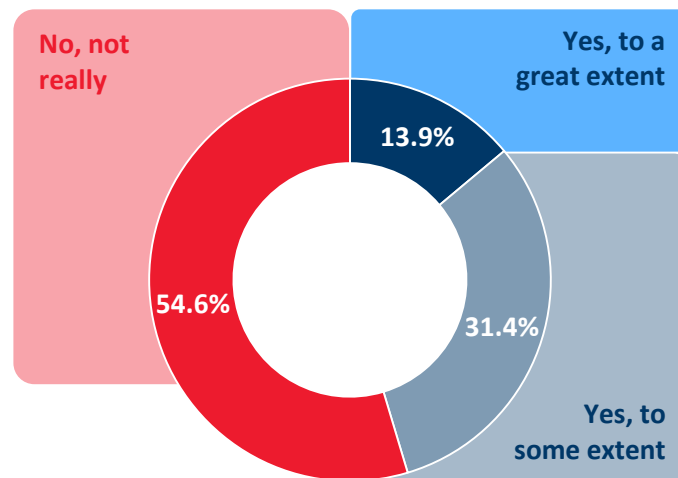
Source: CoreData - Grandparent Wars Survey (September 2017)

Question: Do you think too many parents these days are overly concerned with personal safety issues for their children?

Two thirds (66.1%) of grandparents think too many parents these days are overly concerned with personal safety issues for their children.



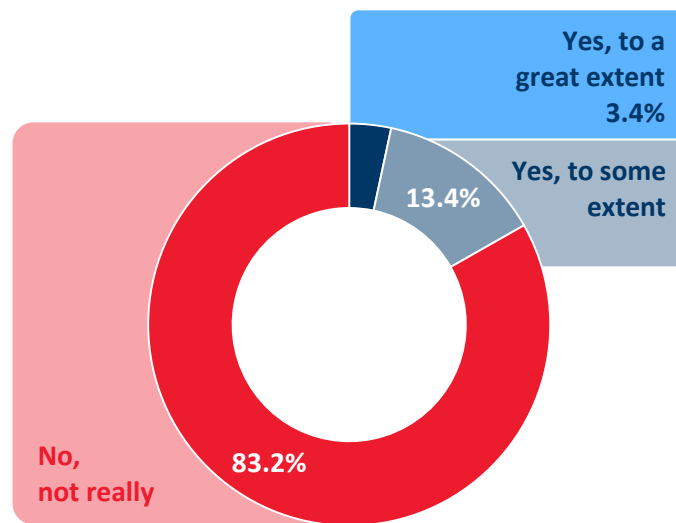
Do you find that the effect of spoiling your grandchildren has lost its shine because they are already spoiled by their parents and “treats” have become expected?



*Source: CoreData - Grandparent Wars Survey (September 2017)  
Question: Do you find that the effect of spoiling your grandchildren has lost its shine because they are already spoiled by their parents and “treats” have become expected?*

Close to half (45.3%) of grandparents say the effect of spoiling their grandchildren has lost its shine because they are already spoiled by their parents and ‘treats’ have become expected.

Do you find grandparenting less enjoyable than you thought it would be because you've had to be stricter or taken on more of a disciplinary role?

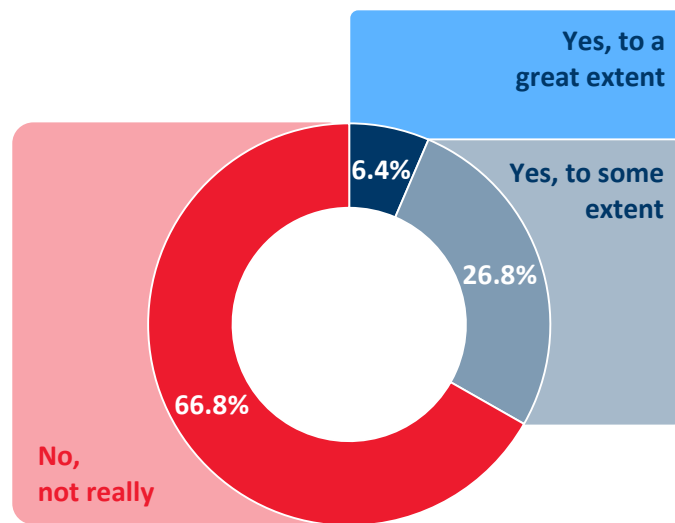


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: Do you find grandparenting less enjoyable than you thought it would be because you've had to be stricter or taken on more of a disciplinary role?

One in six (16.8%) grandparents say they find grandparenting less enjoyable than they thought it would be because they had to be stricter or have taken on more of a disciplinary role.

Do you find you have to be stricter with your grandchildren than you'd like to be because they haven't been taught to respect others' property, belongings, etc.?

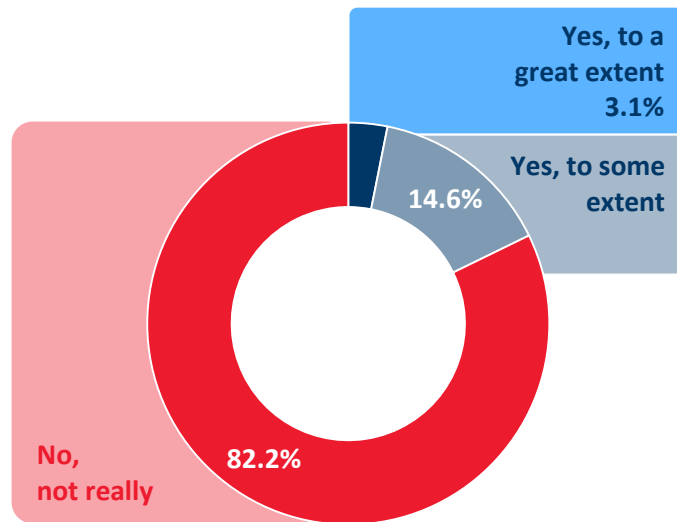


Source: CoreData - Grandparent Wars Survey (September 2017)

Question: Do you find you have to be stricter with your grandchildren than you'd like to be because they haven't been taught to respect others' property, belongings, etc.?

A third (33.2%) of grandparents admit they have to be stricter with their grandchildren than they would like to be because they have not been taught to respect others' property/belongings.

Are there things you would like to do with your grandchildren that you aren't allowed to do because their parents won't allow it due to health or safety reasons?

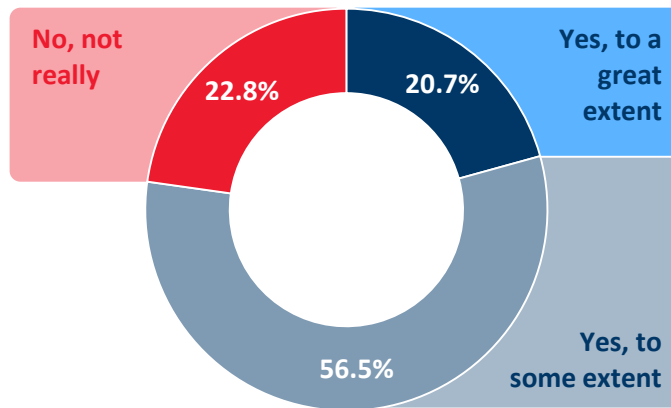


*Source: CoreData - Grandparent Wars Survey (September 2017)*

*Question: Are there things you would like to do with your grandchildren that you aren't allowed to do because their parents won't allow it due to health or safety reasons?*

Close to one in five (17.7%) grandparents say there are things they would like to do with their grandchildren they are not allowed to do because their parents would not allow it due to health or safety reasons.

Do you think too many parents aren't taking the time to stop and simply enjoy being a parent?

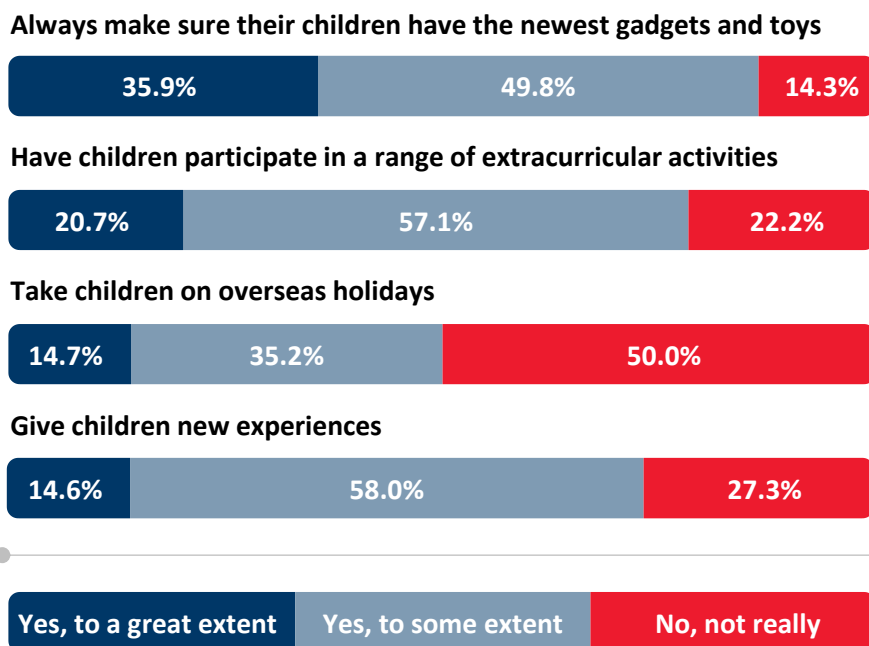


*Source: CoreData - Grandparent Wars Survey (September 2017)*

*Question: Do you think too many parents aren't taking the time to stop and simply enjoy being a parent?*

More than three in four (77.2%) grandparents think too many parents are not taking the time to simply enjoy being a parent.

Do you think there are too many expectations on parents to:



Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Do you think there are too many expectations on parents to:

The vast majority (85.7%) of grandparents think parents are expected to always make sure their children have the newest gadgets and toys. To a slightly lesser extent, they also believe parents are expected to have their children participate various extracurricular activities (77.8%), as well as give children new experiences (72.6%). Half (49.9%) of grandparents say parents are also expected to take their children on overseas holidays.

Do you ever worry about it getting too hard for grandparents to take care of their grandchildren?



Source: CoreData - Grandparent Wars Survey (September 2017)

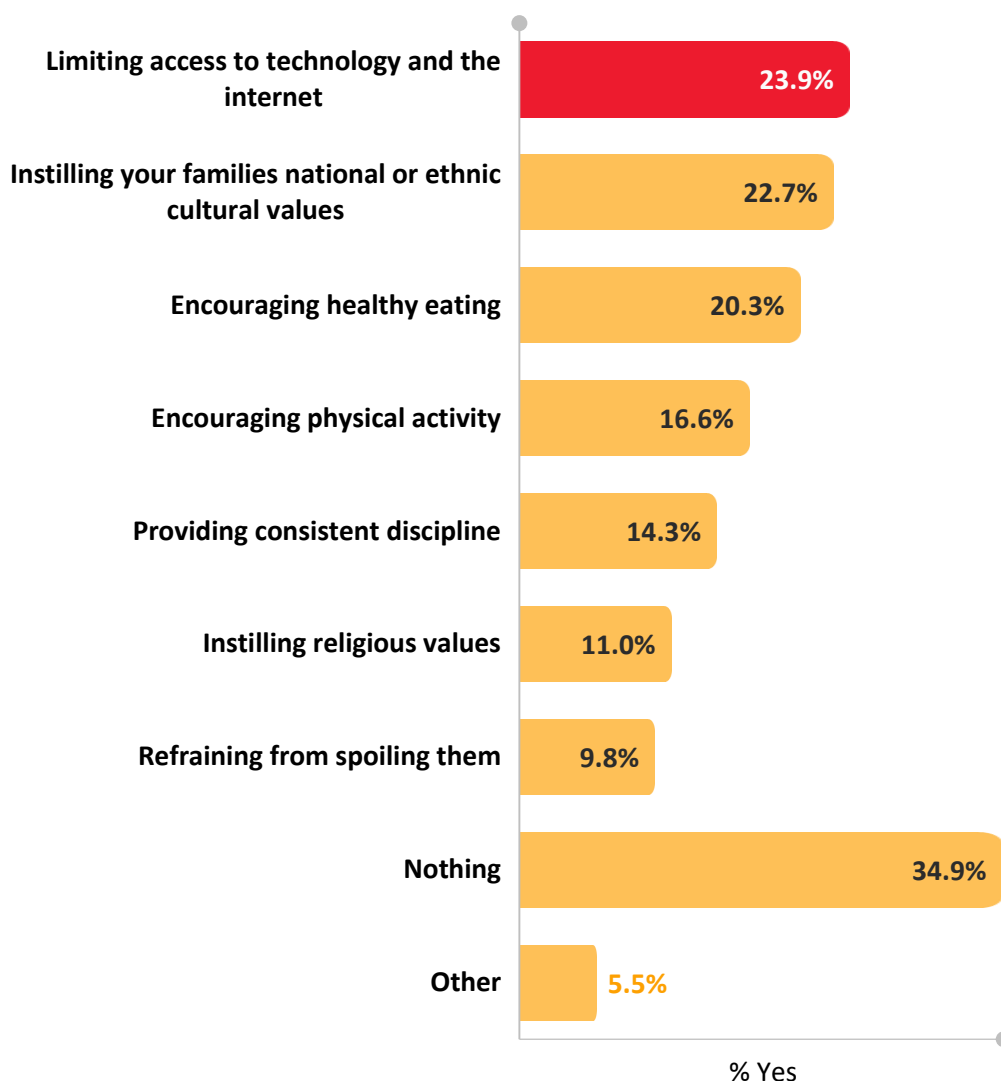
Question: Do you ever worry about it getting too hard for grandparents to take care of their grandchildren?

More than half (54.8%) of parents worry about it getting too hard for grandparents to take care of their grandchildren.

What do you think your children’s grandparents are better at doing with your children than you?



Parents



\*Multiple answers allowed

Source: CoreData - Grandparent Wars Survey (September 2017)

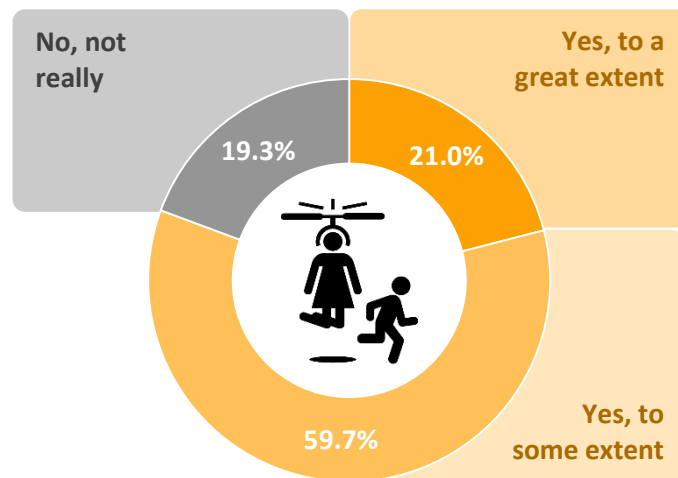
Question: What do you think your children’s grandparents are better at doing with your children than you?

Close to a quarter of parents think their children’s grandparents are limiting access to technology and the Internet (23.9%) or instilling their families’ national or ethnic cultural values (22.7%) better than they are.

However, more than a third (34.9%) of parents believe there is nothing the children’s grandparents are doing better with their children than them.



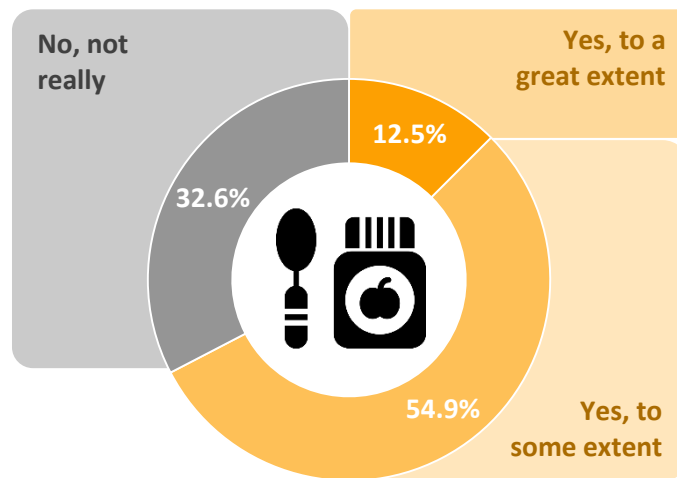
Do you think too many parents these days coddle their children too much and rightly earn the title 'helicopter parents'?



Source: CoreData - Grandparent Wars Survey (September 2017)  
Question: Do you think too many parents these days coddle their children too much and rightly earn the title 'helicopter parents'?

Four in five (80.7%) parents think too many parents these days coddle their children too much and rightly earn the title 'helicopter parents'.

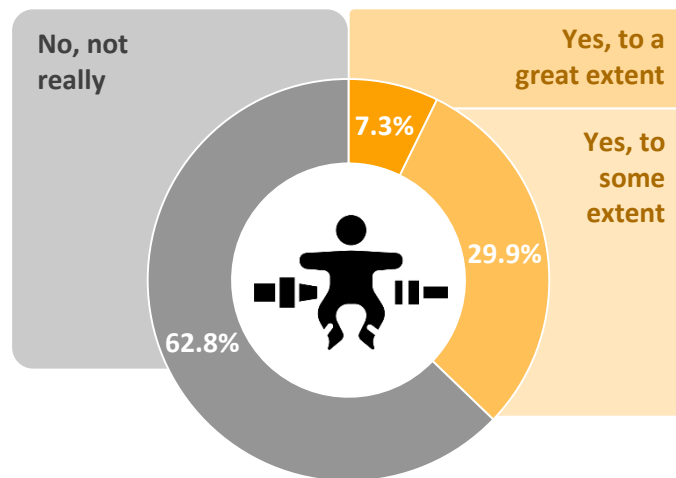
Do you think too many grandparents these days wave off concerns about dietary requirements issues for children too easily?



Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Do you think too many grandparents these days wave off concerns about dietary requirements issues for children too easily?

Two thirds (67.4%) of parents think too many grandparents these days wave off concerns about dietary requirements issues for children too easily.

Do you think too many grandparents these days wave off concerns about personal safety issues for children too easily?



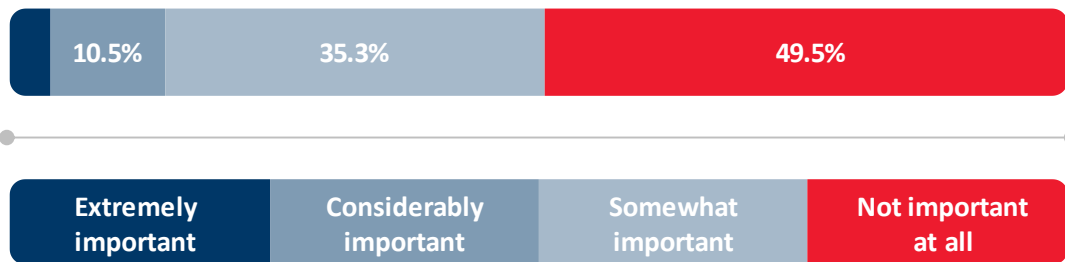
Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Do you think too many grandparents these days wave off concerns about dietary requirements issues for children too easily?

Close to two in five (37.2%) parents think too many grandparents these days wave off concerns about personal safety issues for children too easily.

## FAMILY COMMUNICATION

- A good number of grandparents think technology plays an important role in keeping them connected with their grandchildren
- Only a smaller portion feel they get enough quality time with their grandchildren to a great extent, with distance being a major barrier

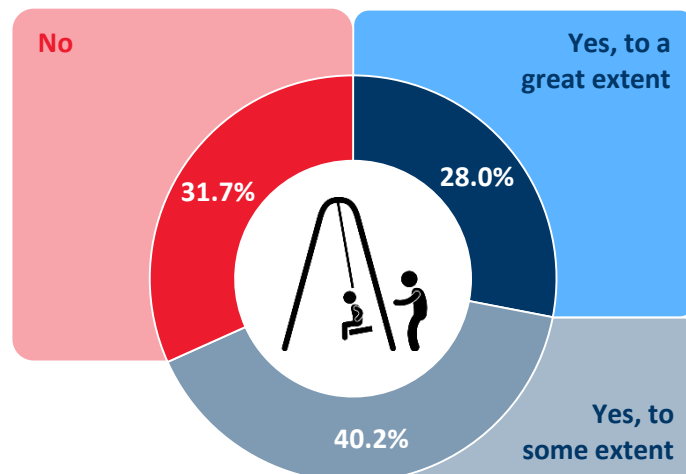
How important is the role of technology like social media and video chat etc. playing in your relationship with your grandchildren for keeping connected?



Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: How important is the role of technology like social media and video chat etc. playing in your relationship with your grandchildren for keeping connected?

Half (50.5%) of grandparents think technology plays an important role in keeping connected with their grandchildren.

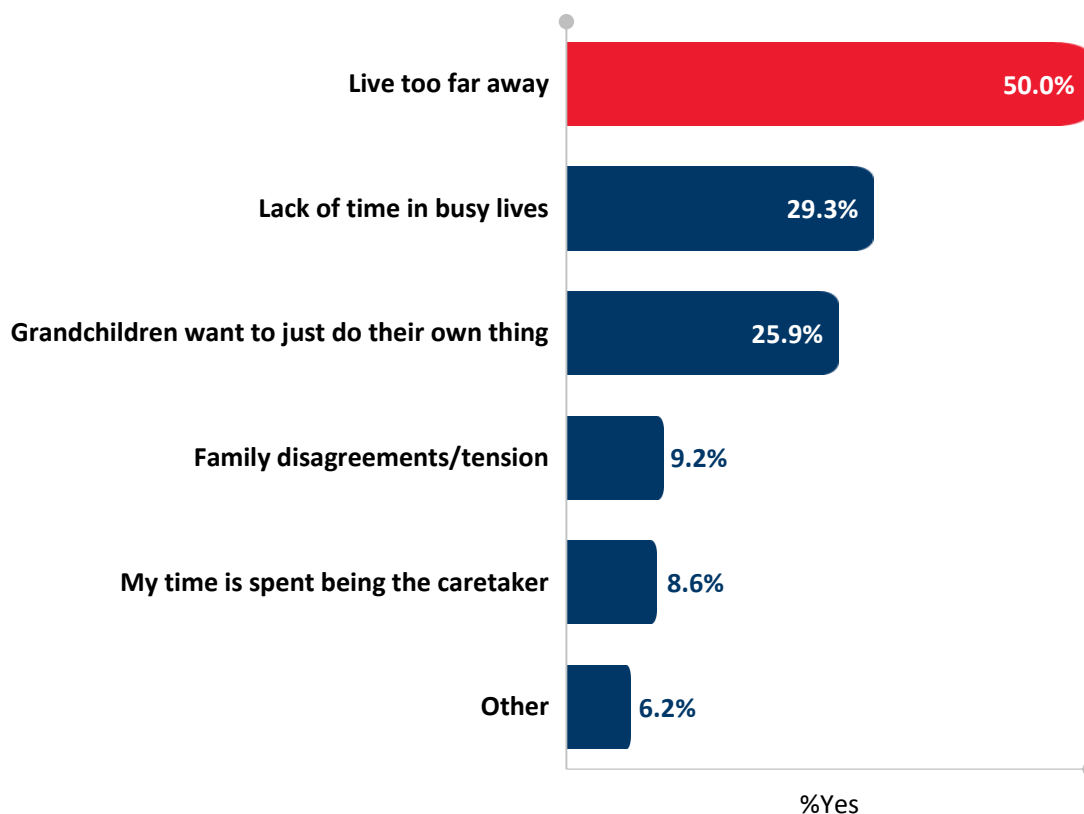
Do you feel you get enough quality time with your grandchildren (as opposed to just quantity of time)?



Source: CoreData - Grandparent Wars Survey (September 2017)  
 Question: Do you feel you get enough quality time with your grandchildren (as opposed to just quantity of time)?

Close to three in 10 (28.0%) grandparents feel they get enough quality time with their grandchildren to a great extent, while the rest say they only get enough quality time to some extent (40.2%) or not really enough (31.7%).

Why do you think this is?



\*Multiple answers allowed

Source: CoreData - Grandparent Wars Survey (September 2017)

Question: Why do you think this is?

For those who do not feel they get enough quality time with their grandchildren to a great extent, half (50.0%) cite the distance between them and their grandchildren. They also point to the lack of time in busy lives (29.3%) or their grandchildren wanting to just do their own thing (25.9%).

## DEMOGRAPHICS

Gender		
	Grandparents	Parents
Female	51.9%	55.6%
Male	48.1%	44.4%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

State		
	Grandparents	Millennials
ACT	1.8%	3.2%
NSW	20.1%	20.0%
NT	0.3%	0.5%
QLD	20.2%	20.0%
SA	13.2%	10.2%
TAS	5.1%	8.2%
VIC	19.5%	20.7%
WA	19.7%	17.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Area		
	Grandparents	Parents
The capital city of my state/territory	54.2%	56.4%
A regional centre	30.6%	34.9%
A rural area	15.2%	8.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Marital Status		
	Grandparents	Parents
Single	3.1%	9.8%
Living with partner/married	71.1%	84.8%
Separated/divorced/widowed	25.7%	5.3%
Other	0.1%	0.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Living Arrangement		
	Grandparents	Millennials
Living with your children (under 18 years) at home	3.5%	94.2%
Living with your children (both over and under 18 years) at home	10.7%	5.8%
Children have all left home	82.0%	0.0%
Other	3.8%	0.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Educational Attainment		
	Grandparents	Parents
Primary	0.4%	0.0%
Part of high school	15.2%	10.5%
Completed high school	23.5%	15.0%
Diploma or certificate qualification	39.6%	39.1%
Degree qualification	14.2%	23.6%
Postgraduate qualification	7.1%	11.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Employment Status		
	Grandparents	Parents
Full-time paid employment	16.5%	46.7%
Part-time paid employment	10.3%	13.0%
Self-employed	6.5%	7.7%
Casual employment	3.7%	2.2%
Transitioning to retirement and working part time	1.1%	0.0%
Fully retired	47.0%	0.0%
Full-time home duties	4.2%	20.3%
Maternity leave	0.0%	1.8%
Unemployed / not in paid employment	4.5%	5.8%
Student	0.2%	1.5%
On a disability pension	6.0%	1.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Occupation		
	Grandparents	Parents
Business owner	13.4%	4.9%
Manager	11.4%	19.0%
Professional	20.9%	31.4%
Technician	3.4%	4.8%
Trades worker	5.1%	4.4%
Community and personal service worker	8.5%	6.4%
Clerical and administrative worker	15.4%	12.7%
Sales worker	9.4%	3.6%
Machinery operators and driver	3.2%	4.0%
Labourer	6.0%	4.9%
Other	3.3%	3.9%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Personal Income		
	Grandparents	Millennials
\$20,000 or less	31.6%	19.3%
\$20,001 to \$30,000	26.6%	15.0%
\$30,001 to \$40,000	11.4%	10.8%
\$40,001 to \$50,000	8.0%	7.7%
\$50,001 to \$60,000	6.4%	9.3%
\$60,001 to \$70,000	4.8%	8.1%
\$70,001 to \$80,000	2.0%	5.4%
\$80,001 to \$90,000	1.6%	8.2%
\$90,001 to \$100,000	1.4%	5.3%
\$100,001 to \$125,000	3.7%	4.9%
\$125,001 to \$150,000	1.5%	2.6%
\$150,001 to \$200,000	0.7%	2.6%
More than \$200,000	0.4%	0.8%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>



Household Income		
	Grandparents	Millennials
\$50,000 or less	53.5%	29.3%
\$50,001 to \$75,000	21.2%	19.5%
\$75,001 to \$100,000	9.4%	17.4%
\$100,001 to \$125,000	6.0%	12.3%
\$125,001 to \$150,000	5.5%	10.7%
\$150,001 to \$200,000	3.1%	7.7%
\$200,001 to \$250,000	0.4%	0.9%
\$250,001 to \$350,000	0.4%	2.1%
\$350,001 or more	0.4%	0.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Investment Portfolio		
	Grandparents	Millennials
I have no investments	35.5%	35.4%
\$50,000 or less	12.2%	21.6%
\$50,001 to \$150,000	10.8%	14.9%
\$150,001 to \$250,000	10.6%	9.6%
\$250,001 to \$350,000	8.5%	5.1%
\$350,001 to \$450,000	5.3%	1.8%
\$450,001 to \$550,000	5.0%	4.4%
\$550,001 to \$650,000	3.5%	2.8%
\$650,001 to \$750,000	2.1%	1.5%
\$750,001 to \$1 million	3.3%	0.6%
More than \$1 million to \$3 million	3.1%	2.0%
More than \$3 million to \$5 million	0.1%	0.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Wealth Segments		
	Grandparents	Millennials
Mass Market	70.1%	50.7%
Mass Affluent	21.3%	36.7%
Core Affluent	6.5%	10.0%
HNW	2.2%	2.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

# COREDATA

## ABOUT US

CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research
- Deep understanding of industry issues and business trends
- In-house proprietary industry benchmark data
- Industry leading research methodologies
- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.



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