

Grandparents Report



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About the report

This research explores the multifaceted role of Australian grandparents in 2025, examining the emotional, physical, and financial dimensions of modern grandparenting. As more Australians marry and have children later in life, many are becoming grandparents at an older age, which can influence their own retirement plans, health, and wellbeing.

The study also looks at how grandparenting and parenting styles have evolved across generations – and the family tensions these differences can sometimes create.

This report is based on research commissioned by Australian Seniors and conducted by MYMAVINS between 2 October and 2 November 2025. The study involved a quantitative online survey of 4,205 Australian grandparents aged 50 and over.

The sample is broadly representative of Australia's senior population by age, gender, wealth, and state or territory.

Important things to observe about the charts and figures

- Footnotes beneath charts mainly refer to sampling details for each question. This helps clarify which respondents were asked specific questions in the survey.
- Charts without a specific note represent questions asked to all respondents.
- The type of question is also noted. For example, 'Multiple responses allowed' appears when respondents could select more than one answer.
- Some charts and figures may not total 100% due to rounding. This also applies to aggregated figures.
- Figures are based on self-reported estimates provided by respondents.
- Outliers have been removed from certain figures, with a specific note included wherever this applies.



Key findings



Key findings

Over half of grandparents over 50 provide hands-on care

- Over 1 in 2 (52%) grandparents aged 50 and over provide direct care, with 59% doing so two or more days per week and 44% providing 10 or more care hours weekly.
- Overnight stays (63%), emergency care (56%), school events (55%), last-minute care (54%), and babysitting during the day (54%) are among the most common types of care support.

The personal impacts of providing care can be significant

- Around 1 in 3 (33%) feel emotionally stretched, and 3 in 10 (30%) report physical strain from caregiving.
- Grandmothers report more strain – they are more likely than grandfathers to experience emotional and physical impacts.
- Support access is limited, with 3 in 4 (75%) emotionally impacted grandparents having not accessed any form of support.
- Nearly 1 in 7 (15%) experience disruptions to their daily schedule, and moderate to extreme impacts on their social activities and personal pursuits (17%).

Over half of grandparents over 50 provide financial support to their families

- Just over half (51%) of grandparents over 50 currently provide financial support to their grandchildren or their adult children – 40% give occasionally, while 22% provide monthly support.
- On average, grandparents spend \$3,066 per year on financial support for their family: \$1,647 on non-essentials and \$1,418 on essentials.
- Despite the cost, nearly 7 in 10 (69%) don't feel reluctant or resentful about helping their family financially.

Providing financial support to their family can take a personal toll

- Over 1 in 2 (55%) have dipped into retirement funds to provide support, and over 1 in 5 (22%) have delayed or adjusted their retirement plans due to family financial needs.
- Accordingly, 3 in 5 (60%) aren't confident they can maintain their desired retirement lifestyle, and around 1 in 3 (34%) feel torn between helping their family and protecting their retirement.
- Over 1 in 2 (53%) say they've made trade-offs to balance their retirement dreams and support their family financially – most commonly by cutting back on personal travel or leisure activities (55%) or by reducing spending on hobbies or interests (49%).
- Nearly 4 in 5 (79%) say they give out of love and affection, while just over half (54%) aim to ease the financial burden on parents.

Most feel their role has evolved from previous generations

- Nearly 7 in 10 (69%) grandparents over 50 say their role has evolved from previous generations.
- Grandparents feel they have become more socially and digitally connected (44%) and more involved in childcare (43%) than those of earlier generations.
- Cost-of-living pressures have raised expectations, with over 2 in 5 (42%) generally expected to do more and over 1 in 3 (36%) offering increased financial support.
- Over 1 in 3 (37%) live farther from their grandchildren, while around 1 in 3 (36%) became grandparents later in life. Many feel they have less authority than in the past (33%) or have to juggle caregiving with work (32%).

Parenting styles have also evolved since they were parents

- Over 2 in 5 (44%) grandparents feel their children use less corporal punishment than they did, while only 1 in 10 (10%) feel they themselves used less.
- Over 1 in 3 (35%) grandparents feel their children focus more on positive reinforcement and encouragement, while 1 in 5 (19%) feel they themselves focus on this more.
- Around 1 in 2 (50%) feel their children rely more on negotiating or reasoning with children, while just over 1 in 10 (12%) feel they relied on this more.
- Around 1 in 2 (50%) feel their children are more lenient in terms of discipline, while only just over 1 in 10 (12%) feel they were more lenient.

Grandparenting styles often differ from their adult children's parenting styles

- Nearly 3 in 5 (57%) grandparents over 50 say their grandparenting style differs from that of their adult children – most notably in terms of discipline and setting boundaries (56%), expectations for behaviour and manners (47%), screen time or technology use (46%), and diet, food choices, or mealtime routines (45%).
- Among those with differing styles, grandparents are more likely to be stricter in expectations for behaviour and manners (63%), screen time or technology use (61%), and discipline and setting boundaries (60%). However, they tend to be more permissive in terms of independence and freedom (58%) and diet, food choices, or mealtime routines (55%).
- Around 3 in 4 (75%) say they are more inclined to favour traditional over gentle parenting styles than their adult children.

Family tensions can arise from grandparenting roles

- Over 1 in 2 (52%) say grandparenting improves ties with adult children, but 1 in 5 (21%) report tensions.
- The most common conflicts are lack of communication (40%), differences in parenting style or discipline (38%), and lack of respect or appreciation (37%).
- Close to 1 in 2 (49%) say differing parenting versus grandparenting styles create tension, while nearly 2 in 5 (36%) report that differences in grandparenting styles between sides of the family also cause tension.

Long-distance grandparenting is a common reality

- Grandparents have an average of two grandchildren living in another city, town, or country. Among those with distant grandchildren, nearly 2 in 5 (37%) see their grandkids once a year or less.
- Close to 4 in 5 (78%) say maintaining that connection is very important, and nearly 3 in 5 (57%) wish they lived closer.
- Almost 1 in 2 (47%) feel they miss important moments in their grandkids' lives, and close to 1 in 5 (19%) feel disconnected, sad, or lonely because of the distance (17%).
- Despite physical separation, 77% feel at least somewhat connected – with phone calls (63%), visits (56%), and video calls (46%) bridging the gap.
- Busy schedules (46%), travel costs (42%), and time or distance barriers (45%) are the top challenges to staying close across generations.

Most grandparents feel under-supported by the government

- Nearly 7 in 10 (69%) feel the government does not provide enough support for grandparents who provide regular childcare, and most (70%) believe grandparents who provide regular childcare should receive financial compensation.
- The most helpful forms of government assistance are subsidies or payments for childcare (57%), tax relief or deductions (42%), and discounted or free healthcare (40%).
- On the community side, free or subsidised activities for grandparents and grandkids (67%) and access to affordable holiday care programs (44%) top the list of most valuable support.
- Nearly 3 in 4 (73%) would personally use government or community services designed to support caregiving grandparents.

Despite the challenges, most feel appreciated

- Over 4 in 5 (82%) feel appreciated by their family for their care and support, and 3 in 4 (75%) feel society at least somewhat values their role in caring for grandchildren.
- Grandparents feel less recognised for the financial support they provide, with only 6% saying they are always recognised for it, and nearly 2 in 3 (64%) feeling they are rarely or never acknowledged for the financial help they give their families.
- Despite this lack of recognition, grandparents typically express positive emotions about their role – nearly 3 in 4 feel grateful (74%) or happy (74%), and a similar percentage (73%) feel proud to be a grandparent.

Grandparenting roles



The third parent

Do you provide regular care for your grandchildren? (e.g., babysitting, school pick-ups, overnight stays)



52%
Yes



47%
No

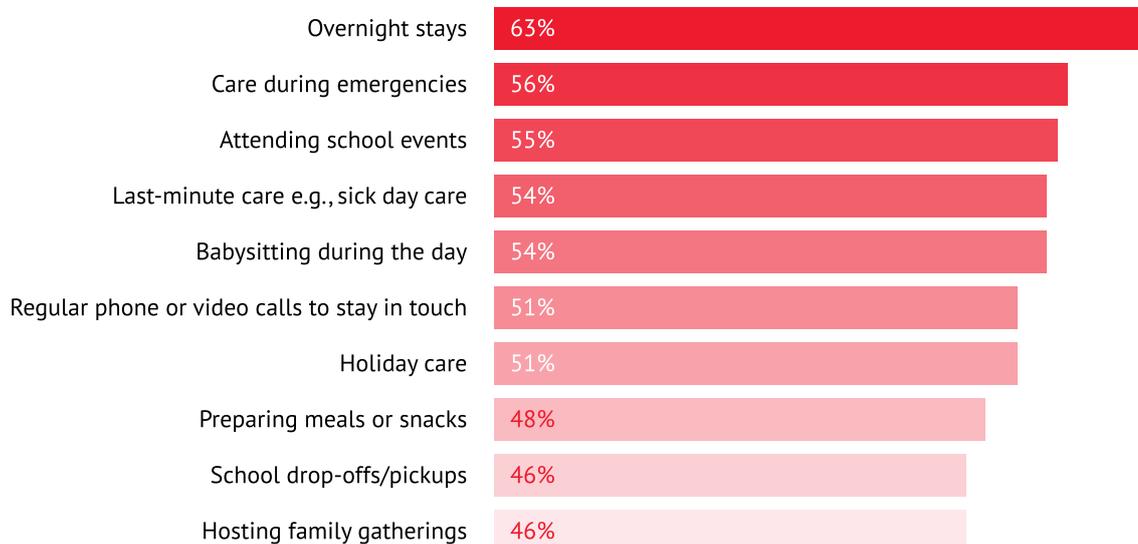


1%
Prefer not to say

Over 1 in 2 (52%) provide hands-on care for their grandchildren. Among them, nearly 3 in 5 (59%) typically provide care two or more days per week, while 1 in 5 (19%) feel it varies too much to say. Over 2 in 5 (44%) provide 10 or more hours of care a week, while 17% say it varies too much to quantify.

The vast majority (90%) share caregiving duties with others. Around 3 in 5 (60%) share care with the grandchildren's parents, while nearly half (49%) share it with a partner or spouse. Some also share duties with other grandparents (25%) or other family members (14%).

What types of care do you usually provide for your grandchildren?



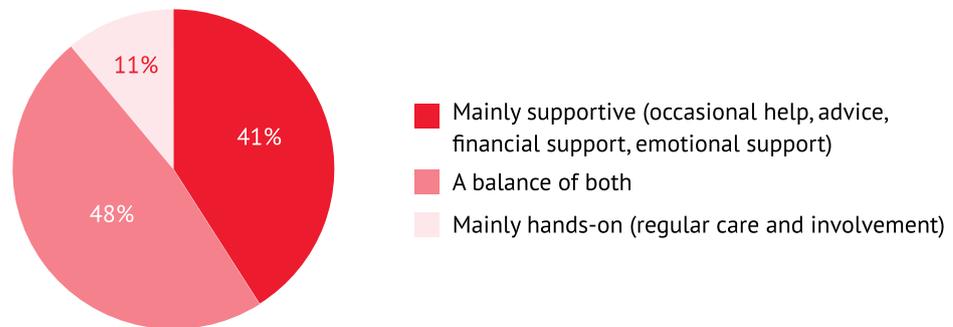
*n=2,196, those who provide regular care for their grandchildren. Top 10 responses only. Multiple responses allowed.

Overnight stays (63%) are the most common type of support, followed by emergency care (56%) and school events (55%). Many also provide last-minute care (54%) and daytime babysitting (54%).

Other common types of care include regular phone or video calls to stay in touch (51%), holiday care (51%), preparing meals or snacks (48%), school drop-offs or pick-ups (46%), and hosting family gatherings (46%).

Hands-on grandparenting

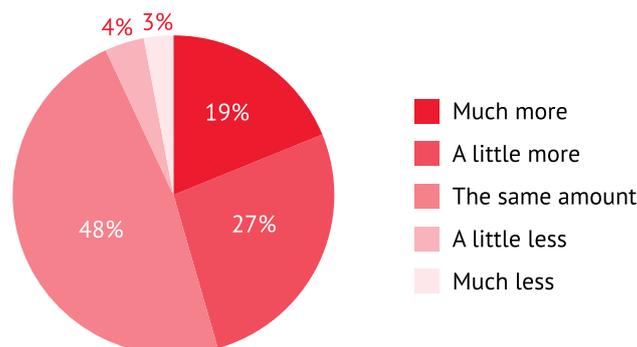
Would you describe your role as a grandparent as mainly supportive or mainly hands-on?



Over 2 in 5 (41%) describe their role as a grandparent as mainly supportive, providing occasional help, advice, and financial or emotional support. In contrast, only 11% see their role as primarily hands-on, involving regular care and active involvement. Overall, nearly half (48%) say they provide a balance of both.

Grandmothers are more likely than grandfathers to identify with the hands-on role (13% vs. 8%), while grandfathers are more likely to see themselves as mainly supportive (46% vs. 37%). Across generations, Baby Boomers are more likely to identify with the hands-on role, Silent Generation grandparents tend to see themselves as mainly supportive, and Gen Xers are more likely to describe their role as a balance of both.

Would you like to provide more or less care than you currently do?



Nearly 1 in 2 (48%) say they are content with the amount of care they currently provide. However, a similar proportion (46%) say they'd like to give more – either a little more (27%) or much more (19%). A small minority (6%) say they'd prefer to provide less.

Across generations, Gen Xers are the most likely to want to give more care (56%), while older generations tend to be more content with their current level of support (50% of Baby Boomers and 61% of the Silent Generation).

Giving financial support

Do you currently provide financial support to your grandchildren or their parents?



51%
Yes



46%
No



3%
Prefer not to say

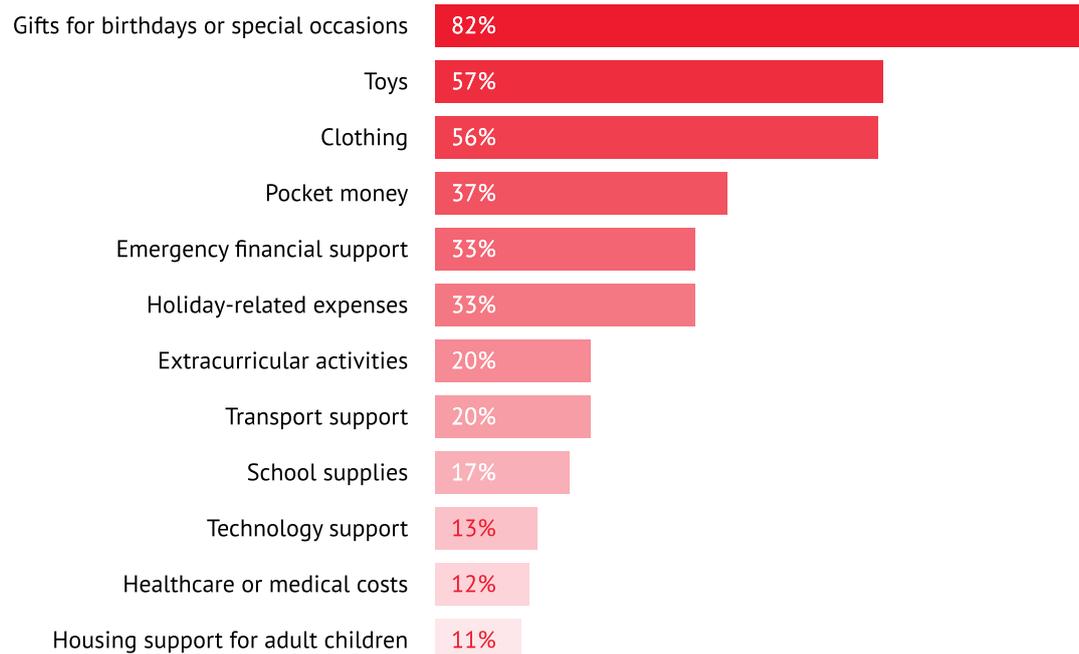
Just over half (51%) of grandparents over 50 currently provide financial support to their grandchildren or their adult children. Among these, 2 in 5 (40%) offer support occasionally when something comes up, rather than on a set schedule. More than 1 in 5 (22%) give monthly support, while smaller shares contribute weekly (12%) or fortnightly (11%).

Regular support is more common among younger grandparents – nearly 1 in 5 (18%) Gen Xers provide weekly assistance, compared to fewer than 1 in 10 (8%) among the Silent Generation. Older grandparents are more likely to offer help on an as-needed basis, with nearly 3 in 5 (58%) Silent Generation grandparents giving support occasionally.

Over 7 in 10 (72%) say they usually offer financial support proactively. Around 1 in 8 (12%) give support when their adult children ask, while fewer come to an agreement with their adult children in advance (7%) or have a formal arrangement in place (4%).



What types of financial support do you provide?



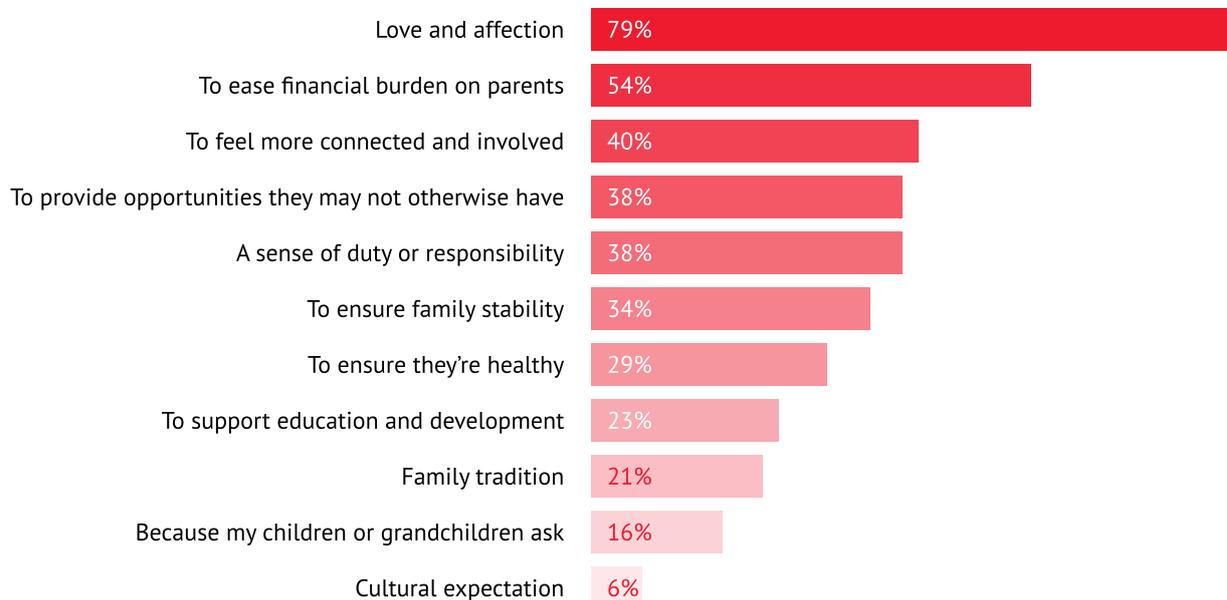
**n=2,151, those who provide financial support for their grandchildren. Top 12 responses only. Multiple responses allowed.*

The most common forms of financial support include gifts for birthdays or special occasions (82%), toys (57%), and clothing (56%).

Nearly 2 in 5 (37%) provide pocket money, while around 1 in 3 offer help during emergencies (33%) or contribute to holiday-related expenses (33%). Smaller shares assist with extracurricular activities (20%), transport costs (20%), or school supplies (17%).

Support motivation

What motivates you to provide financial support?

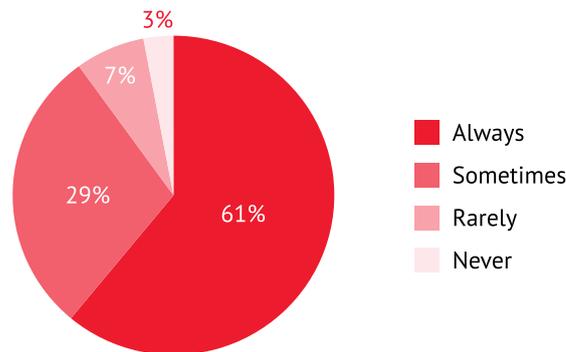


**n=2,151, those providing financial support for grandchildren. Multiple responses allowed.*

When asked what motivates them to provide financial support, grandparents cite emotional and family-driven reasons. Nearly 4 in 5 (79%) say they give out of love and affection, while just over half (54%) aim to ease the financial burden on parents.

Around 2 in 5 say they give to feel more connected and involved (40%), to offer opportunities their grandchildren might not otherwise have (38%), or out of a sense of duty and responsibility (38%). About 1 in 3 (34%) are motivated by a desire to help ensure family stability.

Do you feel that your financial contributions are adequately acknowledged by your adult children?



**n=2,151, those providing financial support for grandchildren*

The vast majority (90%) of grandparents over 50 who provide financial support feel that their contributions are acknowledged by their adult children at least sometimes, including over 3 in 5 (61%) who say their support is always acknowledged. However, a smaller portion (10%) feel their contributions are rarely or never recognised.

Nearly 9 in 10 (84%) report that financial support has not caused tension within their family, while 16% say it has – either occasionally (13%) or frequently (3%).

Financial impacts



Cost of love

Approximately how much do you spend on your grandchildren in a year for... ?**

Gifts and less essential items	\$1,647
Necessities (e.g., school, health, housing, transport, emergencies etc.)	\$1,418

Total	\$3,066

**n=2,151, those providing financial support for grandchildren*

***Spend per year based on midpoint averages*

Combined, Australian grandparents over 50 who provide financial support spend an estimated \$3,066 per year on average across both essentials and non-essentials.

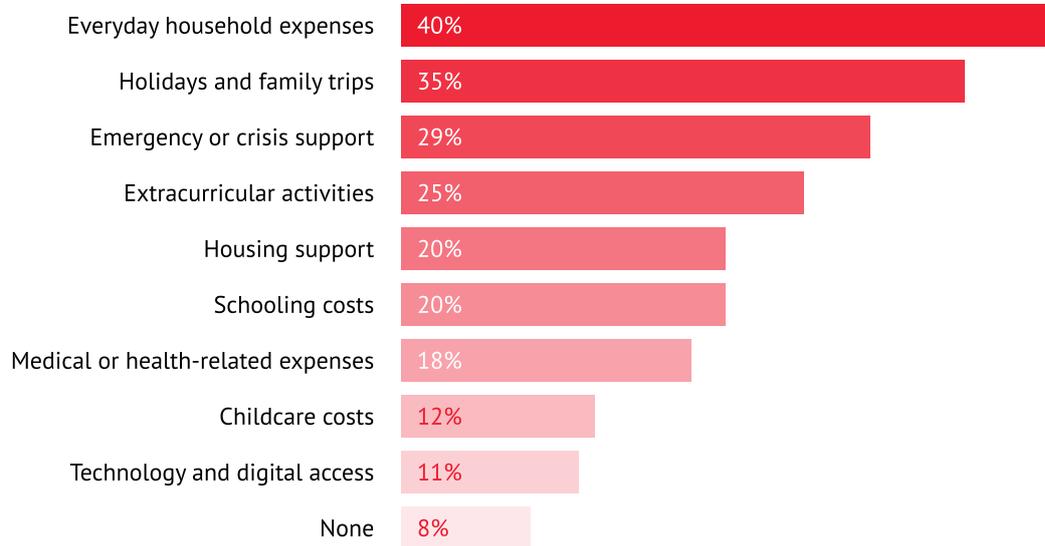
Most (54%) grandparents who financially support their grandchildren spend under \$1,000 annually on gifts and other non-essential items. Around 1 in 4 (24%) spend between \$1,000 and \$2,499, while close to 1 in 5 (18%) spend \$2,500 or more. Based on midpoints, the average annual spend on gifts and non-essentials is estimated at \$1,647.

For essential expenses – such as school, health, housing, or transport – nearly half (49%) spend less than \$500 per year. Around 1 in 6 (16%) spend \$500–\$999, and 1 in 7 (14%) spend between \$1,000 and \$2,499. A smaller group (15%) contributes \$2,500 or more. Using midpoints, the average annual spend on essentials is estimated at \$1,418.

Despite the cost, nearly 7 in 10 (69%) don't feel reluctant or resentful about helping their family financially.

Family life benefits

In your view, which areas of family life benefit most from your financial contributions as a grandparent?



**n=2,151, those providing financial support for grandchildren. Multiple responses allowed.*

The most common areas of family life benefiting from grandparent contributions include everyday household expenses (40%) and holidays or family trips (35%), followed by emergency or crisis support (29%) and extracurricular activities (25%).

Still, 3 in 10 (31%) grandparents over 50 feel some reluctance or resentment about contributing to certain areas – most notably holidays and family trips (13%), technology and digital access (11%), everyday household expenses (11%), and housing support (10%).

Retirement impacts

Have you ever dipped into your savings or retirement funds to support your grandchildren or their parents?



15%
Yes, regularly



40%
Yes, occasionally

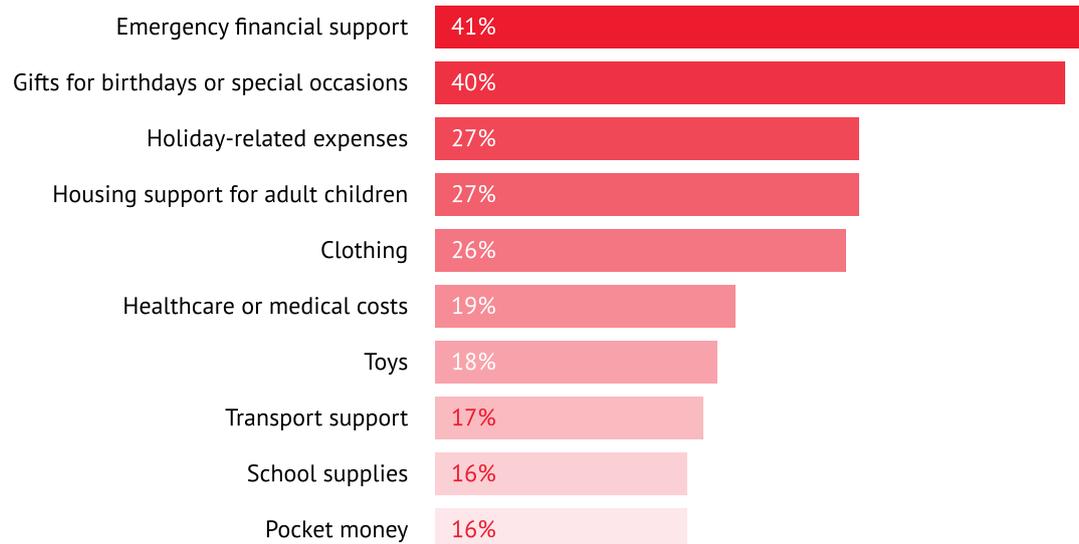


45%
No, never

**n=2,151, those providing financial support for grandchildren*

Over 1 in 2 (55%) have dipped into retirement funds to provide support, and over 1 in 5 (22%) have delayed or adjusted their retirement plans due to family financial needs.

What did you dip into your savings or retirement funds to cover?

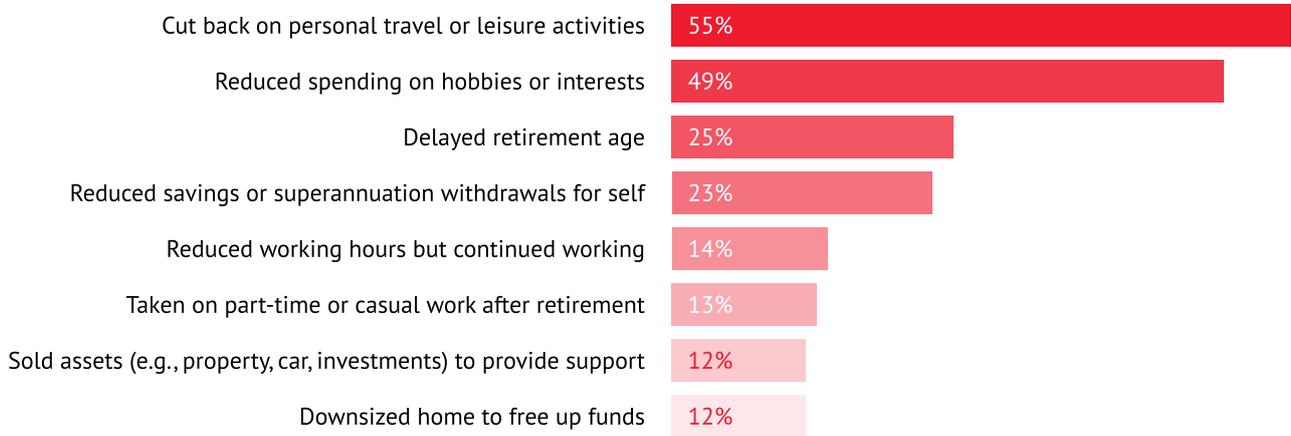


**n=1,179, those who have dipped into savings or retirement funds to support grandchildren or their parents. Multiple responses allowed.*

Among those who have, the most common reasons include providing emergency financial support for unexpected bills or crises (41%) and covering gifts for birthdays or special occasions (40%). Over 1 in 4 have used savings for either holiday-related expenses (27%), housing support for adult children (27%), or grandchildren's clothing (26%).

Retirement trade-offs

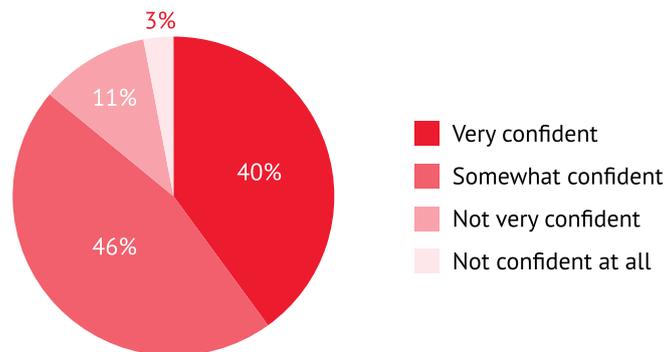
What trade-offs have you made to balance retirement dreams and supporting your family financially?



**n=1,148, those providing financial support for grandchildren AND have made trade-offs to balance retirement dreams and supporting the family financially. Multiple responses allowed.*

Over 1 in 2 (53%) say they've made trade-offs to balance their retirement dreams and support their family financially. The most common sacrifices include cutting back on personal travel or leisure activities (55%) and reducing spending on hobbies or interests (49%). Smaller but notable shares have delayed their retirement age (25%) or reduced their own savings or superannuation withdrawals (23%).

How confident do you feel about maintaining your desired retirement lifestyle while supporting your grandchildren?



**n=2,151, those providing financial support for grandchildren*

At least 3 in 5 (60%) say they aren't very confident they can maintain their desired retirement lifestyle, and around 1 in 3 (34%) feel torn between helping their family and protecting their retirement.

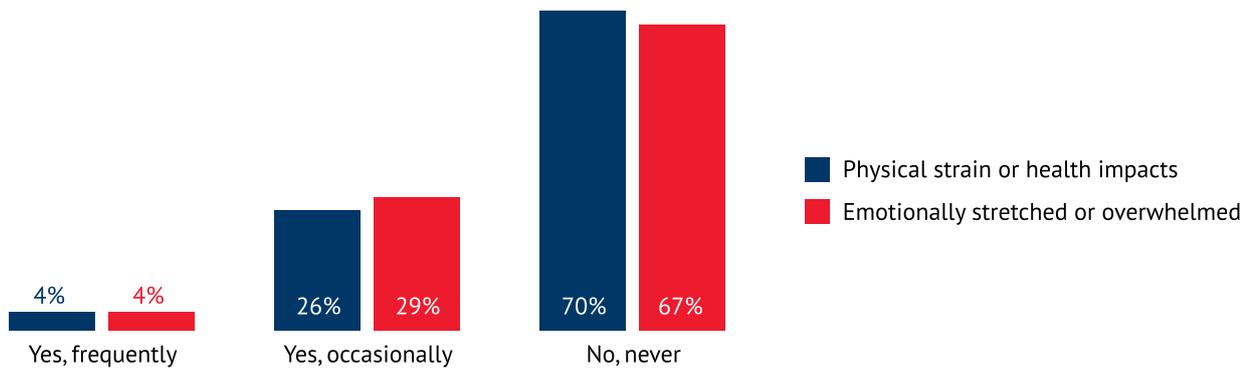
Lifestyle impacts



Wellness impacts

Have you experienced physical strain or health impacts from grandparenting?*

Do you ever feel emotionally stretched or overwhelmed by grandparenting responsibilities?***



*n=2,196, those providing regular care for grandchildren

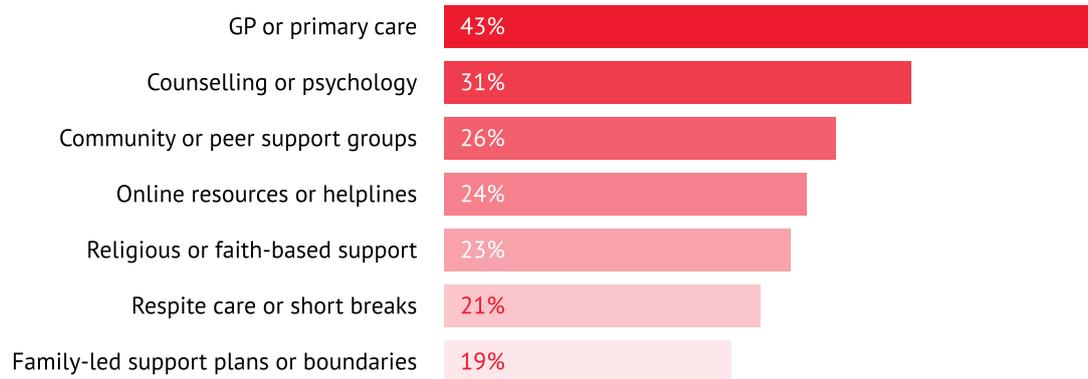
***n=2,984, those providing regular care for grandchildren OR providing financial support for grandchildren

Among grandparents providing regular care, nearly 1 in 6 (17%) report that caregiving impacts their social activities and personal pursuits at least moderately, while 15% say it affects their daily schedule. Around 3 in 10 (30%) report experiencing physical strain or health impacts at least occasionally.

Among those providing regular care or financial support, a third (33%) report feeling emotionally stretched or overwhelmed by their responsibilities, at least occasionally.

Grandmothers are more likely to report emotional and physical strain, while grandfathers are more likely to say they have never experienced these impacts.

Have you accessed any support for your own wellbeing related to grandparenting?



**n=248, those who feel emotionally stretched or overwhelmed by grandparenting responsibility AND have accessed any wellbeing support related to grandparenting. Multiple responses allowed.*

Only 1 in 4 (25%) grandparents over 50 who were emotionally impacted have accessed any form of support – most commonly GP or primary care (43%), followed by counselling or psychology (31%), and community or peer support groups (26%) or online resources and helplines (24%).



Relationship impacts

How has grandparenting affected your relationship with your adult children?



52%
Strengthened our relationship



3%
Often created tension or conflict



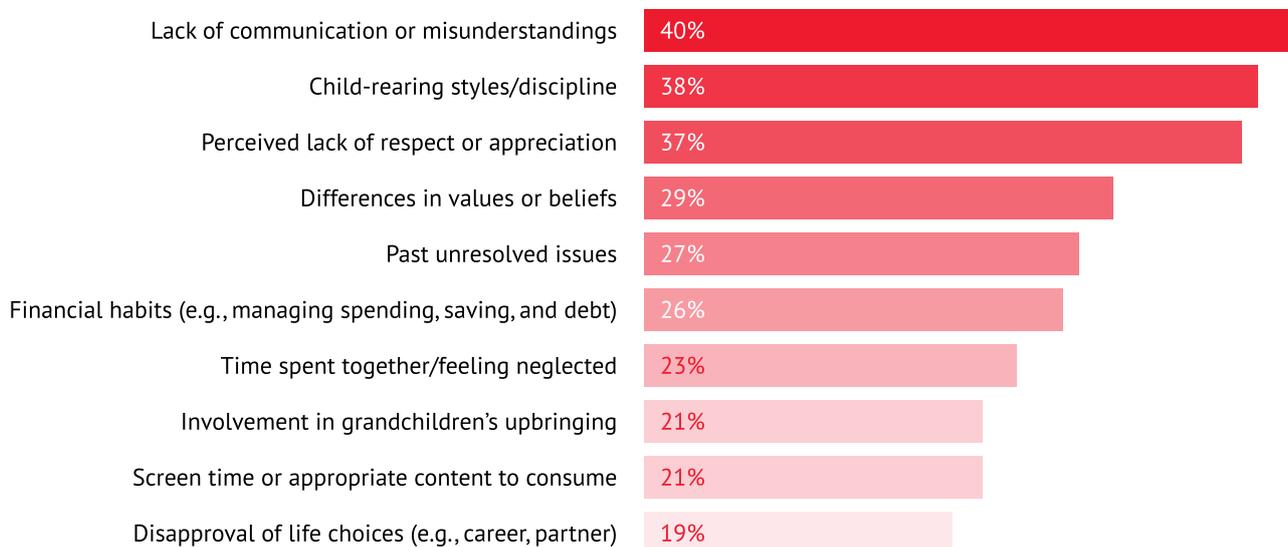
17%
Sometimes created tension, but overall positive



28%
No impact

More than half (52%) of grandparents feel that grandparenting has strengthened their relationship with their adult children. However, just over 1 in 5 (21%) say it has sometimes created tension – including 17% who describe the relationship as overall positive but occasionally strained, and 3% who say tension occurs often.

What kinds of conflict or tension have arisen in your relationship with your adult children?



**n=865, those whose grandparenting sometimes created tension OR often created tension or conflict. Top 10 responses only. Multiple responses allowed.*

The most common kinds of conflict or tension include lack of communication or misunderstanding (40%), differences in child-rearing styles or discipline (38%), and perceived lack of respect or appreciation (37%). Other contributing factors include differences in values or beliefs (29%), unresolved past issues (27%), and financial habits (26%).

Modern grandparenting



Evolving roles

Do you believe the role of grandparents in Australia has changed compared to previous generations?



69%
Yes



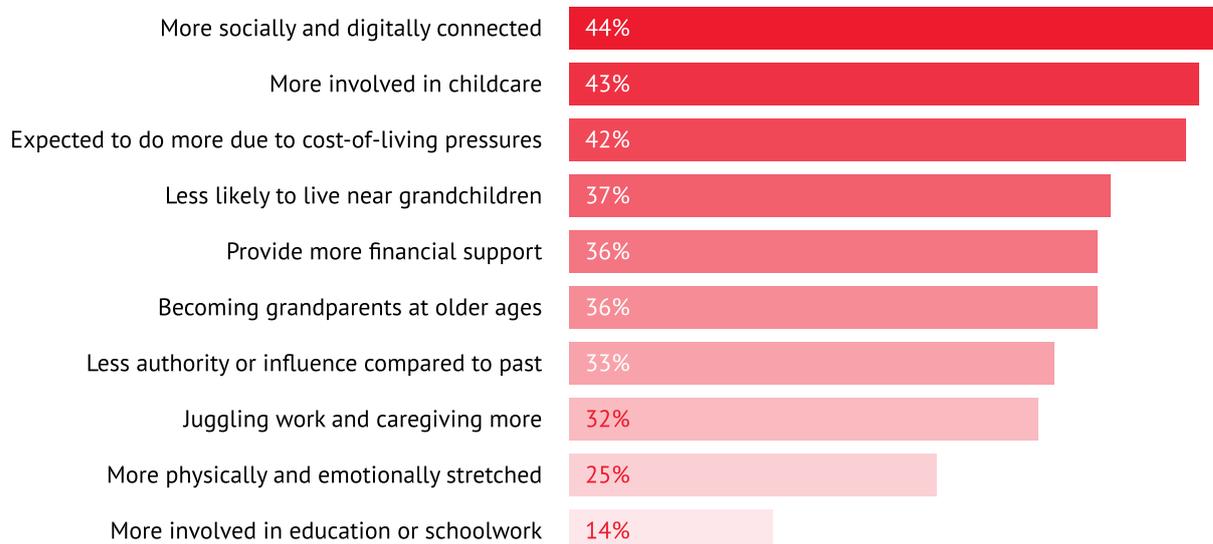
13%
No



18%
Not sure

Nearly 7 in 10 (69%) grandparents over 50 believe their role has changed compared to previous generations.

How do you think the role has changed?



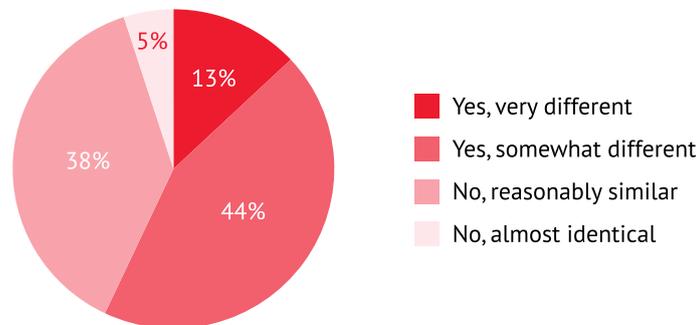
*n=2,914, those who believe the role of grandparents in Australia has changed compared to previous generations. Multiple responses allowed.

Over 2 in 5 say they are now more socially and digitally connected (44%) and more involved in childcare (43%) than grandparents were in the past. A similar proportion (42%) feel greater expectations due to cost-of-living pressures.

Over 1 in 3 (37%) report being less likely to live near their grandchildren. A similar proportion (36%) say they provide more financial support, and another 36% note they became grandparents later in life. About 1 in 3 (33%) feel they have less authority or influence than earlier generations, and a similar share (32%) are juggling work and caregiving. Around 1 in 4 (25%) say they are more physically or emotionally stretched than grandparents before them.

Grandparenting styles

Do you and your adult children have different parenting/
grandparenting styles?

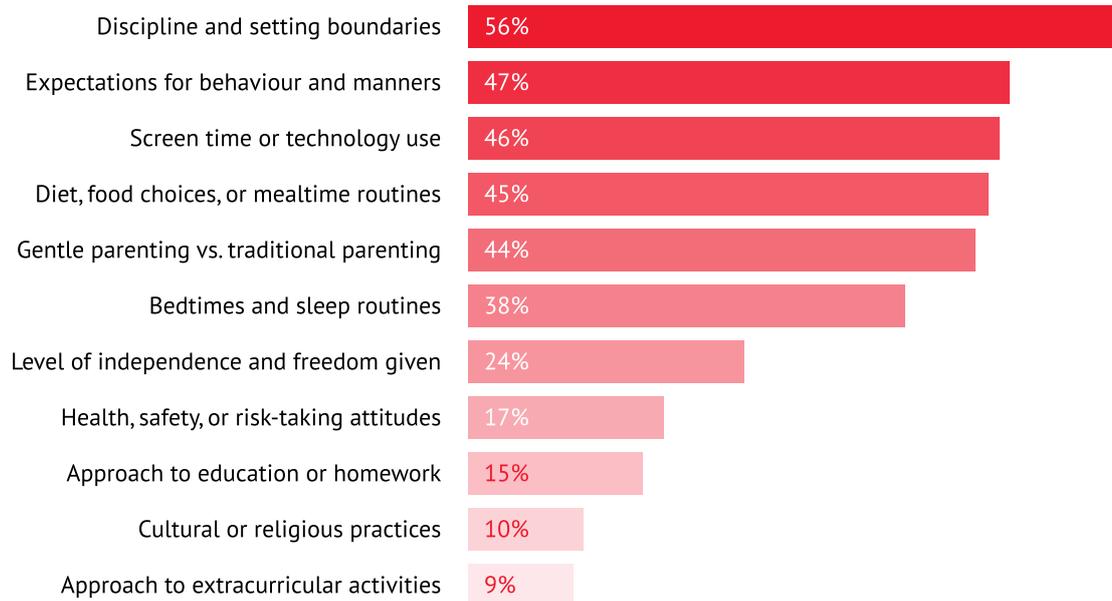


Nearly 3 in 5 (57%) grandparents over 50 say their grandparenting style differs from their adult children's parenting style – including 13% who say it is very different and 44% who say it is somewhat different. In contrast, 2 in 5 (43%) feel their approach is similar, with 38% describing it as reasonably similar and 5% as almost identical.

Close to 1 in 2 (49%) say differing parenting versus grandparenting styles have caused tension because of these differences.



In what ways do your grandparenting/parenting styles differ from your adult children?



**n=2,413, those who think their grandparenting/parenting style differs from that of their adult children. Multiple responses allowed.*

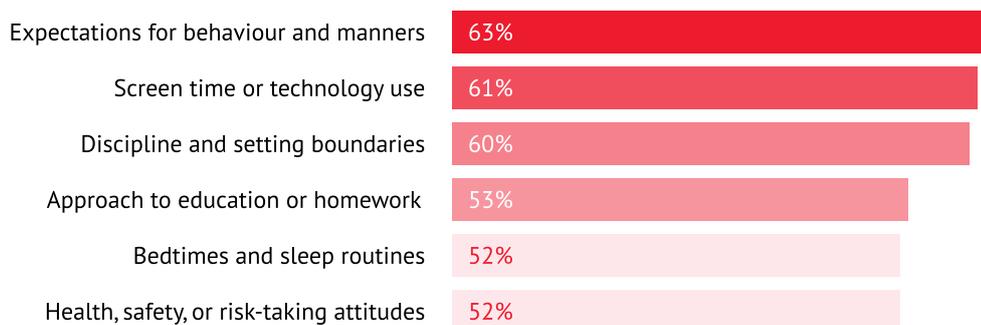
Among those who see differences, the biggest contrasts relate to discipline and setting boundaries (56%), followed by expectations for behaviour and manners (47%), and screen time or technology use (46%). Other notable areas of difference include diet and mealtime routines (45%), approaches to gentle versus traditional parenting (44%), and bedtimes and sleep routines (38%).

Smaller gaps appear around independence (24%), health and safety attitudes (17%), and education or homework approaches (15%).

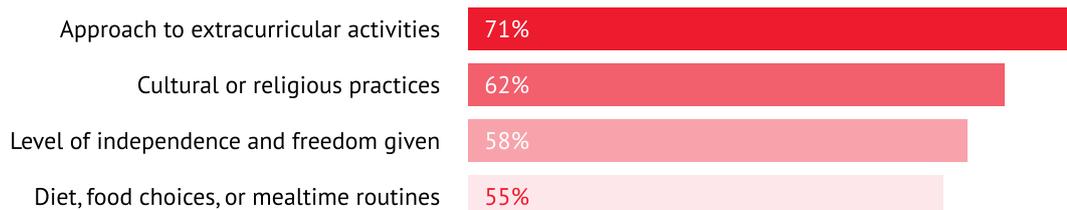
Strict vs. permissive

Regarding differences in parenting style, do you tend to be more permissive or stricter with your grandchildren than your adult children are in the following areas?

More strict



More permissive



**n=404 to 1,350, those who report their grandparenting/parenting style differs from that of their adult children in specific areas*

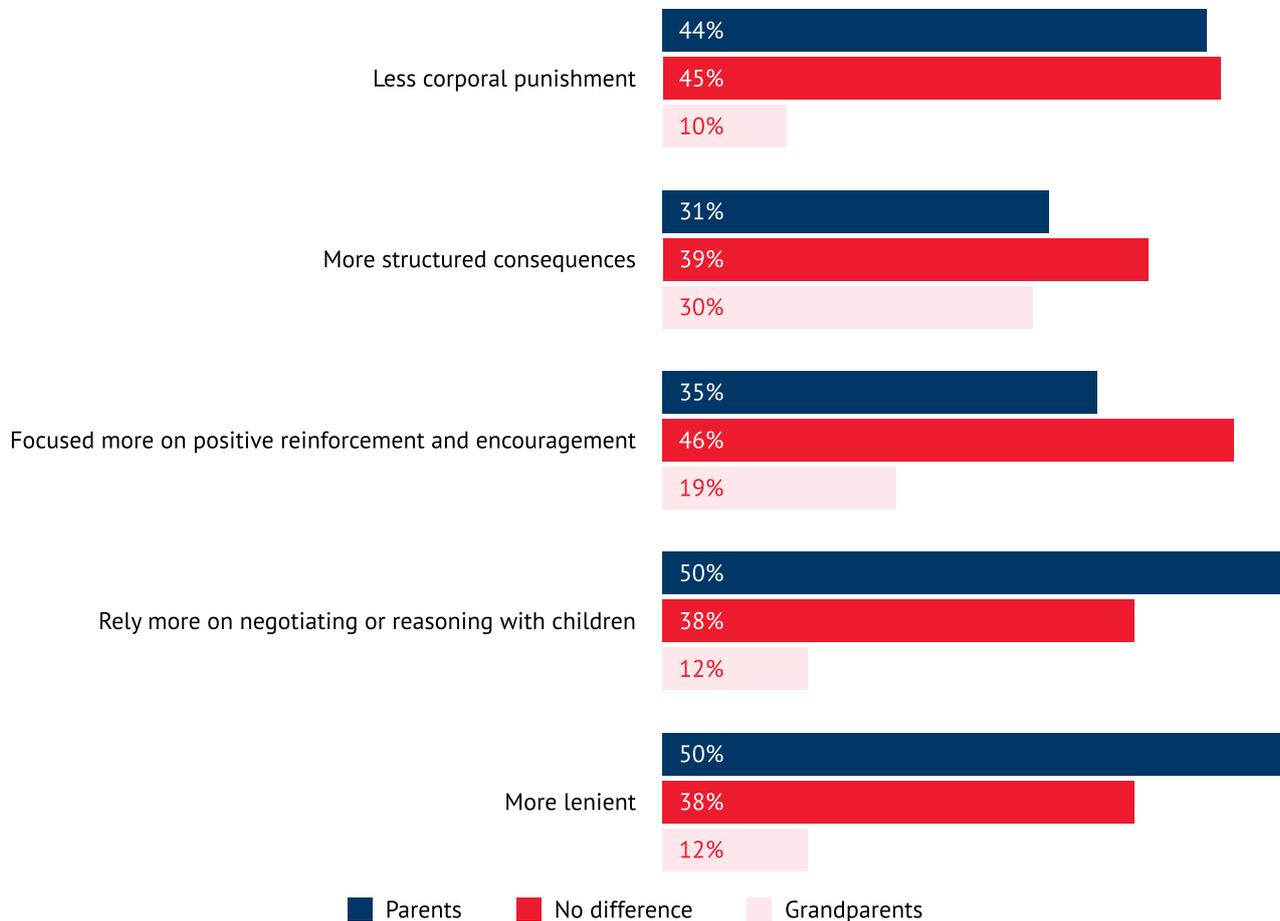
A majority say they are stricter when it comes to expectations for behaviour and manners (63%), screen time or technology use (61%), and discipline and setting boundaries (60%). They are also more likely to enforce rules around education or homework (53%), health or safety and risk-taking attitudes (52%), and bedtimes and sleep routines (52%).

In contrast, grandparents over 50 tend to be more permissive than their adult children in areas seen as lower stakes or more socially oriented. They are most lenient when it comes to extracurricular activities (71%), independence and freedom (58%), cultural or religious practices (62%), and diet or mealtime habits (55%).

Around 3 in 4 (75%) say they lean toward traditional approaches rather than gentle parenting when compared with their adult children.

Discipline styles

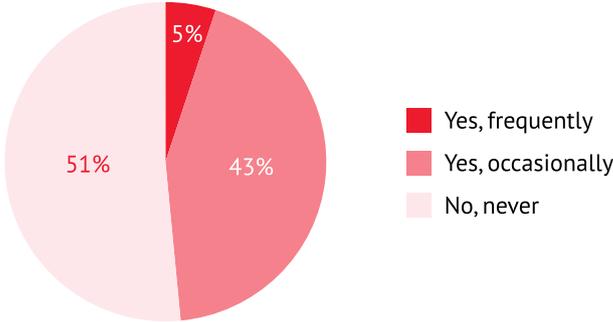
How do you feel your discipline style when you were a parent differs from the way your adult children discipline their children in terms of...?



About 1 in 2 (50%) grandparents over 50 believe their adult children are more lenient with their kids than they were when raising their own. A similar proportion (50%) also feel their adult children rely more on negotiating or reasoning with their kids, and 1 in 3 (35%) say their adult children focus more on positive reinforcement and encouragement.

In contrast, when it comes to discipline, over 2 in 5 (44%) grandparents say their adult children use less corporal punishment, while just over 3 in 10 (31%) think their children use more structured consequences such as time-outs or loss of privileges – approaches that reflect a shift towards more measured, communicative parenting styles.

Have differences in grandparenting/parenting styles between you and your adult children ever created tension?



**n=2,413, those who think their grandparenting/parenting style differs from that of their adult children. Multiple responses allowed.*

Close to 1 in 2 (49%) grandparents over 50 say differences in parenting or grandparenting styles have created at least occasional tension with their adult children – including 5% who say it happens frequently. However, just over 1 in 2 (51%) say they've never experienced tension.

Co-grandparenting dynamics



Shared grandparenting

Are both sides of the family grandparents involved with the care of your grandchildren?



59%
Yes



29%
No, only mother's side



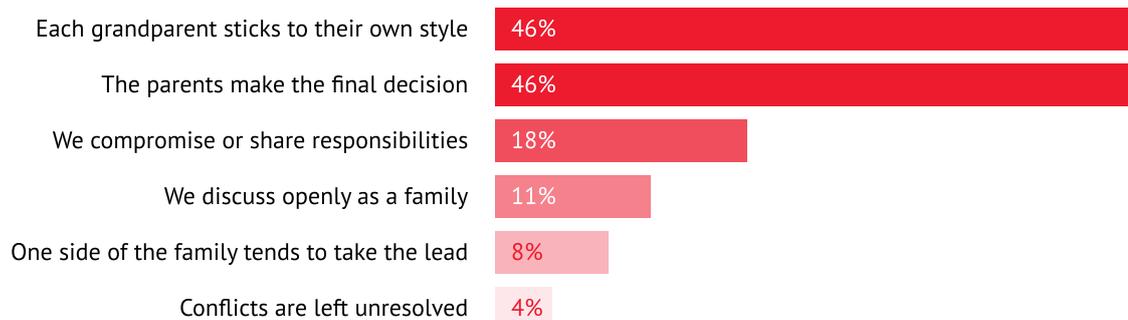
12%
No, only father's side

Close to 3 in 5 (59%) grandparents over 50 say both sides of the family are involved in caring for their grandchildren, while nearly 3 in 10 (29%) say only the mother's side is involved, and just over 1 in 10 (12%) say it's only the father's side.

Among those where both sides are active, over 2 in 5 (43%) think the two sides differ in their approach to care, with 1 in 10 (11%) seeing those differences as very distinct. However, around half (52%) say the approaches are reasonably similar, suggesting most families maintain a shared sense of how to support their grandchildren.

Nearly 2 in 5 (36%) say differences in grandparenting styles between sides of the family have caused tension because of this.

When there are different approaches between grandparents, how is it usually resolved?

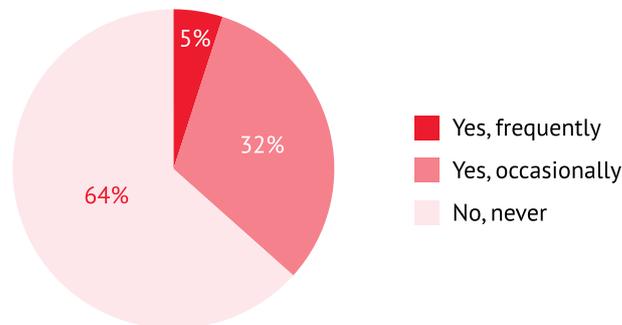


**n=1,077, those who think grandparents on maternal and paternal side have different approaches to caring for the grandchildren*

When grandparents disagree on how to care for their grandchildren, nearly 1 in 2 (46%) say each grandparent simply follows their own approach, while a similar share (46%) say the parents ultimately make the final decision. Far fewer work through it collaboratively – only around 1 in 5 (18%) compromise or share responsibilities, and 1 in 10 (11%) discuss it openly as a family.

Family competition

Have differences in grandparenting styles between family sides ever created tension?

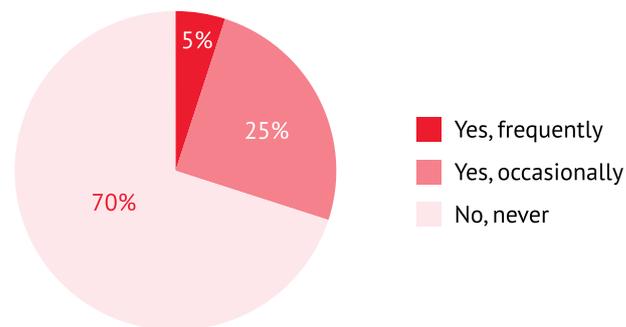


**n=1,077, those who think grandparents on the maternal and paternal sides have different approaches to caring for the grandchildren*

Nearly 2 in 5 (36%) grandparents over 50 say differences in grandparenting styles between family sides have caused tension – with nearly 1 in 3 (32%) experiencing it occasionally and another 5% saying it happens frequently. While the majority remain conflict-free, these findings show that differing approaches can sometimes spark friction within families.

Over 1 in 3 (36%) grandparents believe the mother's side of the family plays a greater role in day-to-day caregiving, compared to just 1 in 10 (12%) who say the father's side is more involved. Around 3 in 10 (31%) think both sides contribute equally, while a smaller group (14%) says it depends on the situation.

Do you feel there is competition between different grandparents for influence or time with the grandchildren?



**n=2,485, those who say both sides of the family grandparents are involved with the care of their grandchildren*

About 3 in 10 (30%) grandparents over 50 perceive competition between different grandparents for time or influence with the grandchildren. About 1 in 4 (25%) say this occurs occasionally, while 1 in 20 (5%) experience it more frequently.

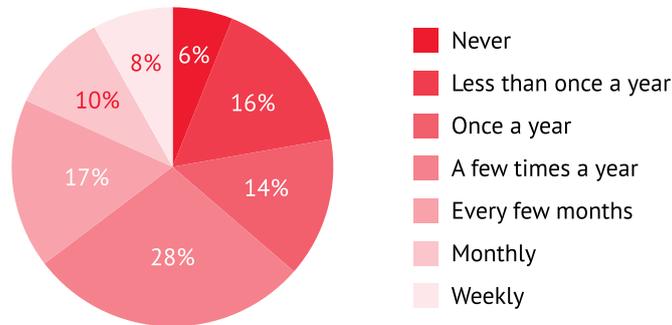
Despite this, around 2 in 3 (67%) grandparents feel both sides of the family are equally valued for their contributions to caring for grandchildren.

Long-distance grandparents



Family visits

For grandchildren living in a different city/town/state/country, how often do you see them in person?

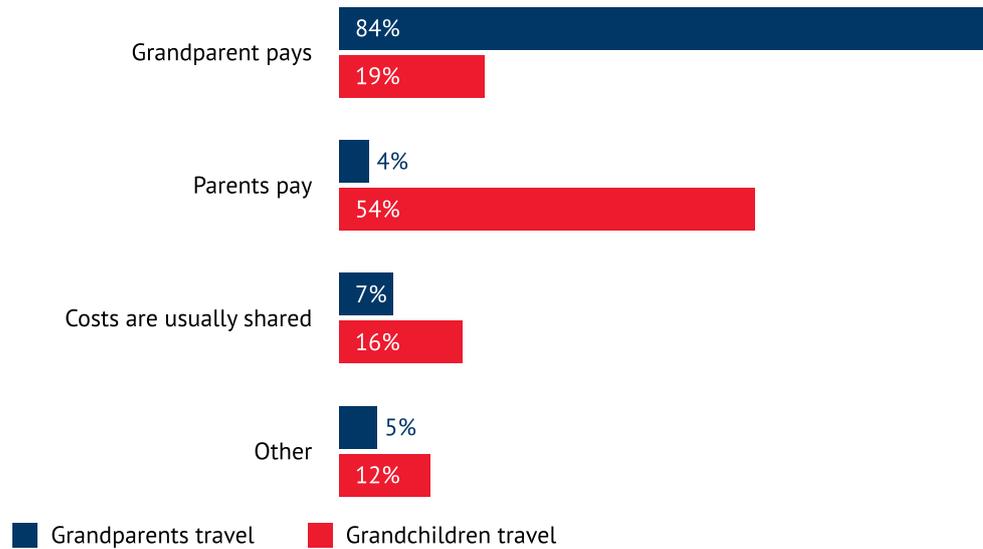


*n=2,362, those who have grandchildren living in a different city/town/state/country

Grandparents have an average of two grandchildren living in another city, town, or country. Nearly 3 in 5 (56%) have at least one grandchild living at a distance.

Among grandparents with grandchildren living in another city, state, or country, nearly 2 in 5 (37%) say they see them once a year or less often – including 16% who see them less than once a year, 14% once a year, and 6% who never see them in person. Close to 3 in 10 (28%) manage visits a few times a year, while 1 in 6 (17%) see them every few months. Just 1 in 10 (10%) report monthly visits, and 8% see their grandchildren weekly.

Who usually pays for your/your grandchildren's travel when visits occur?



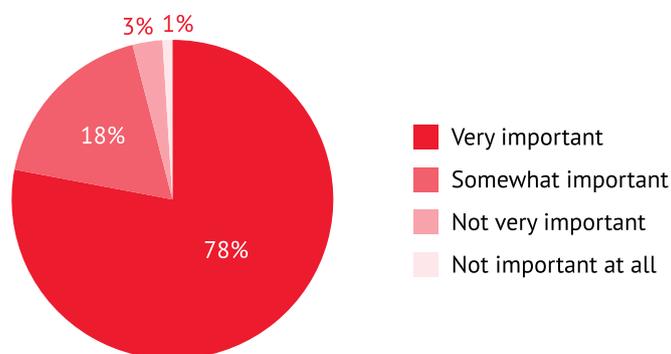
**n=2,362, those who have grandchildren living in a different city/town/state/country*

When grandparents travel to visit grandchildren in other cities or states, most (84%) pay for their own travel. Only 4% have their travel covered by their adult children, while 7% usually share costs.

When it's the grandchildren who travel, the financial responsibility shifts – parents typically pay (54%), while nearly 1 in 5 (19%) grandparents cover the cost themselves, and 16% share expenses.

Staying connected

How important is maintaining a strong connection with your long-distance grandchildren?



**n=2,362, those who have grandchildren living in a different city/town/state/country*

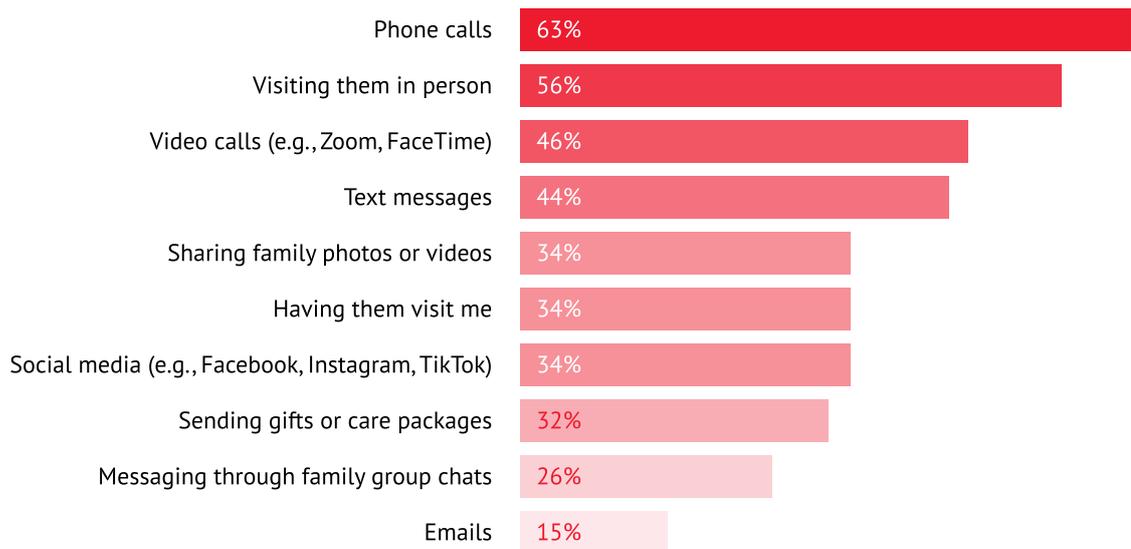
Close to 4 in 5 (78%) grandparents over 50 say maintaining a strong connection with grandchildren who live far away is very important to them, while nearly 1 in 5 (18%) view it as somewhat important. Grandmothers are particularly devoted, with over 4 in 5 (83%) rating it as very important, compared with 7 in 10 (71%) grandfathers.

Nearly 3 in 5 (57%) grandparents wish they lived closer to their grandchildren, while almost 1 in 2 (47%) feel they miss important moments in their grandkids' lives. Close to 1 in 5 (19%) feel disconnected, and 17% feel sad or lonely because of the distance.

The most common obstacles are busy schedules (46%), time or distance barriers (45%), and the cost of travel (42%) – all of which make in-person visits difficult. For some, a lack of effort from parents (18%), health limitations (17%), different time zones, or lack of interest from grandchildren (16%) further complicate staying close.

Despite living apart, most grandparents maintain meaningful connections with their grandchildren – over 3 in 4 (77%) feel at least somewhat connected, including nearly 2 in 5 (38%) who feel very connected and a similar percentage (39%) who feel somewhat connected. Only close to 1 in 4 (23%) say they do not feel very or at all connected.

How do you mainly stay in touch with long-distance grandchildren?



**n=2,362, those who have grandchildren living in a different city/town/state/country. Top 10 responses only. Multiple responses allowed.*

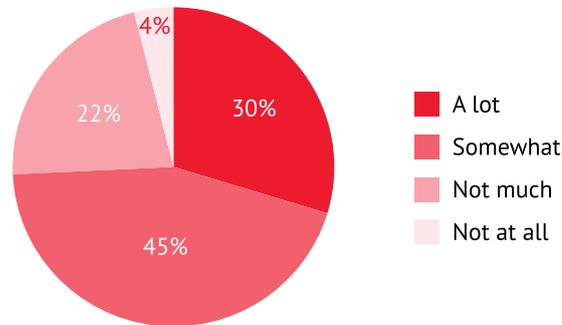
Phone calls (63%) are the most common form of communication, followed by grandparents personally visiting their grandchildren (56%). Video calls (46%) and text messages (44%) are also widely used. Around 1 in 3 use social media or share photos and videos (34%), or have their grandkids visit them (34%), while others send gifts or care packages (32%) to bridge the distance.

Support for grandparents



Grandparent appreciation

How much do you feel society values the role grandparents play in caring for grandchildren?

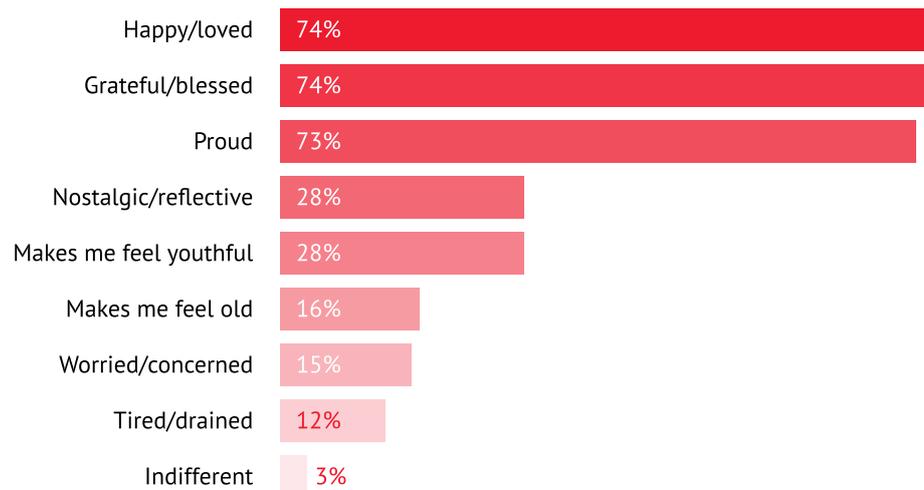


While 3 in 4 (75%) grandparents over 50 feel society at least somewhat values their role in caring for grandchildren, about 1 in 4 (25%) feel the broader community does not properly appreciate their efforts.

Over 4 in 5 (82%) feel appreciated by their family for their care and support, leaving nearly 1 in 5 (18%) feeling recognised only sometimes, rarely, or never.

Grandparents feel even less recognised for the financial support they provide, with only 6% saying they are always acknowledged for it and nearly 2 in 3 (64%) feeling they are rarely or never recognised for the financial help they give their families.

How does being a grandparent make you feel?



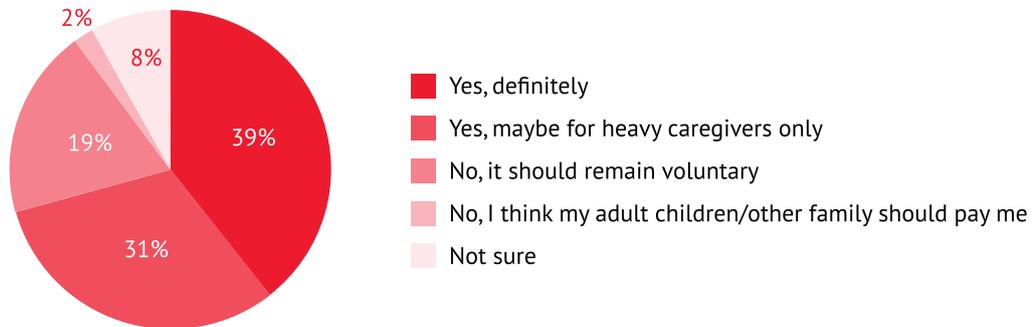
**Multiple responses allowed*

Despite sometimes feeling under-recognised, grandparents overwhelmingly express positive emotions about their role.

Nearly 3 in 4 report feelings of happiness and love (74%), gratitude and blessing (74%), and pride (73%) in their role. At the same time, around 1 in 4 experience more complex or reflective emotions such as nostalgia (28%) or a renewed sense of youthfulness (28%). A smaller proportion report feeling old (16%), worried or concerned (15%), or tired and drained (12%). Notably, only 3% of grandparents express indifference.

Government support

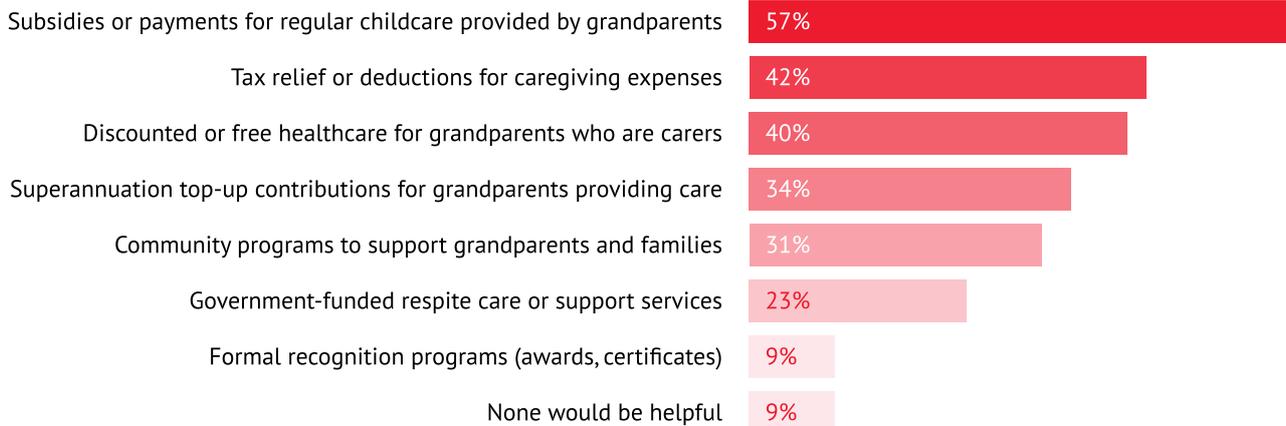
Should grandparents who provide regular childcare receive some form of financial compensation from the government?



Nearly 7 in 10 (69%) grandparents over 50 think the government currently does not provide enough support for those who provide care, including 30% who say there's no meaningful support at all. This sentiment is more pronounced among grandmothers, with only 7% reporting at least some adequate support, compared to 19% of grandfathers. Gen X grandparents are more likely to perceive some level of government support (20%) than older grandparents – just 9% of Baby Boomers and 11% of those from the Silent Generation report the same.

A majority (70%) believe grandparents who provide regular childcare should receive some form of financial compensation from the government. This view is more common among grandmothers and Gen Xers, while grandfathers and older generations are more likely to say such support should remain voluntary.

If the government recognised the economic value of grandparenting, which forms of support would be most helpful?

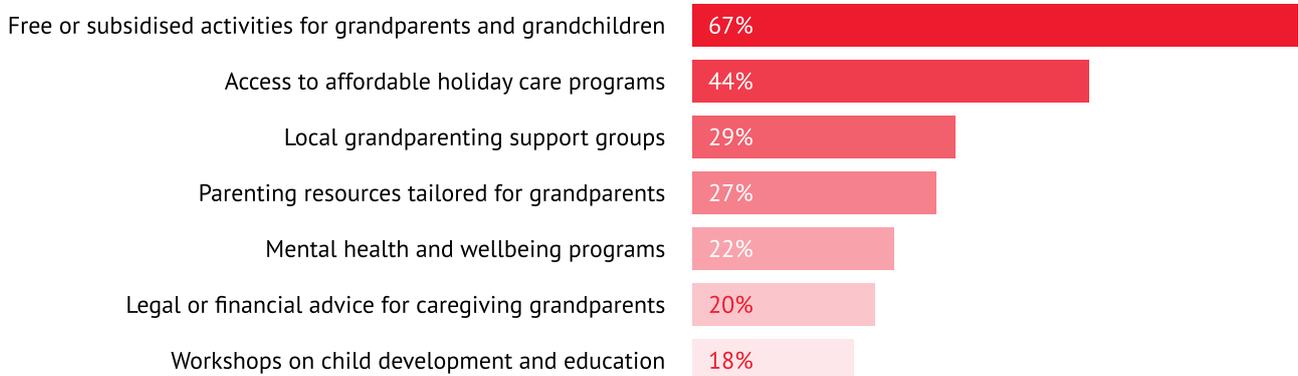


Subsidies or payments for regular childcare provided by grandparents top the list of most helpful government support, according to nearly 6 in 10 (57%) grandparents. Tax relief or deductions for caregiving expenses (42%) and discounted or free healthcare for caregiving grandparents (40%) follow as the next most helpful options. On the other hand, a few (9%) said none of these forms of support would be helpful.



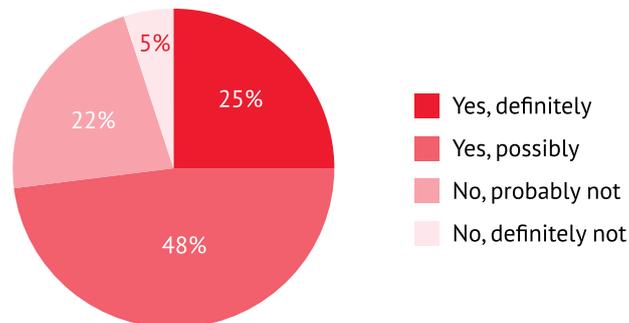
Community support

What type of community-based support would be most valuable to you as a grandparent?



Free or subsidised activities for grandparents and grandchildren (67%) top the list of most valuable community-based support. Access to affordable holiday care programs follows, cited by over 2 in 5 (44%) grandparents. Rounding out the list are local grandparenting support groups (29%) and parenting resources tailored for grandparents (27%).

Would you personally make use of government or community programs aimed at supporting grandparents?



Close to 3 in 4 (73%) say they'd personally make use of government or community programs aimed at supporting their caregiving role – including 25% who said they'd definitely use them. Just over 1 in 4 (27%) say they'd probably (22%) or definitely (5%) not use such programs.



More of the Australian Seniors Series coming soon...

About Australian Seniors

Australian Seniors launched in 1998 to meet the needs of the often-ignored over 50s market. Since then, we've helped countless Australians protect the most important things in life – whether it's their family's future, valuable assets, or even their long-planned retirement.

We strive to be different through the diverse offering of our life, funeral, health, car, home & contents, landlords, pet, and travel insurance products by carefully selecting underwriters that share our vision of providing insurance that's simple, easy to understand, and cost-effective. That's why our policies have helped everyone from hard-working over 50s to self-funded retirees take control of the things that matter most.