

Joyful Grandparents — 20% of the nationally representative sample



Who are they?

Joyful Grandparents love being grandparents and being part of a multigenerational family. They feel it is very important to transmit Jewish values and beliefs which they model for their grandchildren.

“I am teaching my granddaughter Hebrew and am astounded at her recall ability. Her first Shabbat after she was born....my son held her in his arms as he chanted Kiddush, as if it were a lullaby. We are so blessed to have them so close.”

Family Relationships:

Joyful Grandparents seem to be particularly inspired by relationships. They report the highest level of satisfaction with overall family relationships—both with the grandchild’s parents and their other grandparents. They are statistically more likely to agree strongly that “my relationship with my own grandparents positively influenced the way I grandparent,” “my parents’ relationship with my children positively influenced the way I grandparent,” and that “being a grandparent has improved my relationship with my adult children.” They are the most likely of all groups to agree strongly that “being a grandparent takes priority over almost everything else in my life.”

Joyful Grandparents consistently report a high level of engagement with their grandchild(ren) on all measures although they are no more likely than the national norm to live near their grandchild.

Key statements they are *more* likely to agree strongly with include:

- Being a grandparent is generally a joyful experience.
- Watching my adult child(ren) be parents is a great joy.
- I feel respected by my child(ren) and grandchild(ren) in my role as a grandparent.

Jewish Life:

Nearly 2/3’s of Joyful Grandparents are members or regular participants in synagogues or minyanim. Their children participate at nearly the same rate and tend to be married to other Jews. 1/5 of Joyful Grandparents belong to local or national Jewish organizations and 15% are JCC members.

Key statements they are *more* likely to agree strongly with include:

- It is important to me to transmit Jewish values to my grandchild.
- It is important to me to teach my grandchild about Jewish heritage, traditions and customs.
- Being Jewish is an important part of my life.
- It is important to support Jewish charities/causes.
- I consider myself a spiritual person.

Opportunities for Engagement:

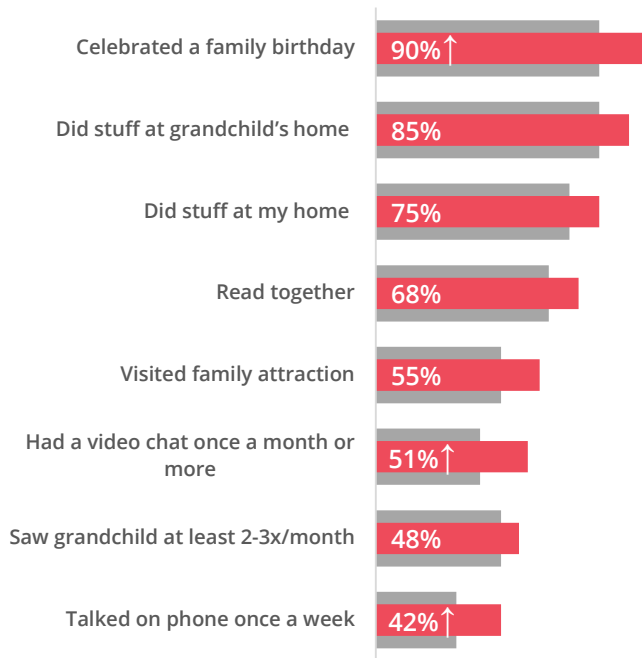
Joyful Grandparents’ strong family relationships, keen interest in passing on customs and traditions, stories, culture and Jewish connections of all kinds, coupled with their affiliation in Jewish communal life and commitment to tzedakah, make them obvious engagement partners.

If acknowledged intentionally as grandparents and invited to participate in the creation and execution of experiences designed to enrich their already strong grandparent/grandchild and family relationships, they will likely respond with enthusiasm. As Boomers, they will want to drive the process and as individuals with decades of workplace and life experience, they will bring considerable talent to the table.

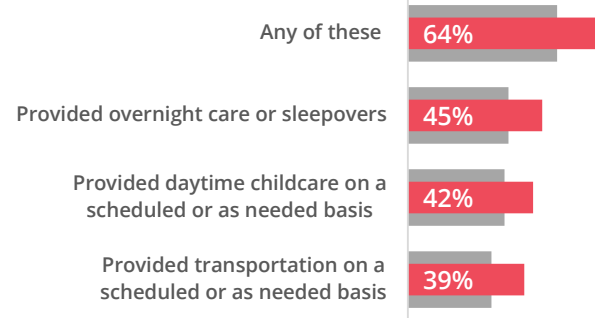
Joyful (n=205)

Total Sample (n=1,017)

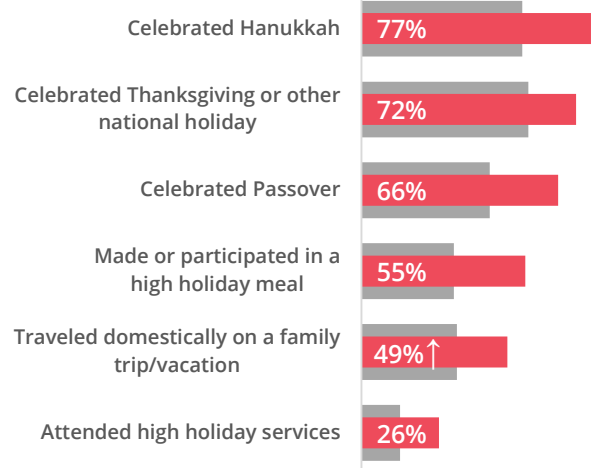
Secular Activities Done with Grandchild - Past Year



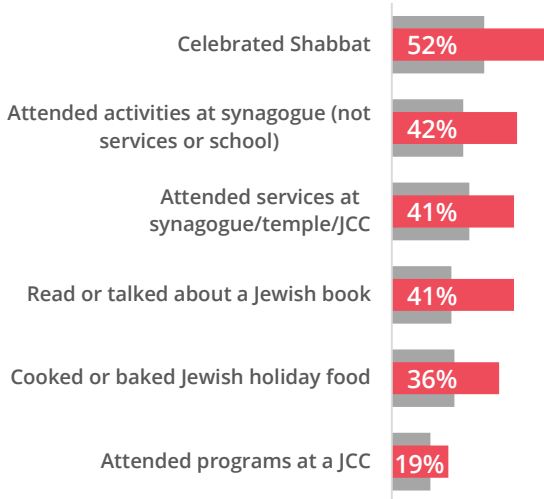
Family Support



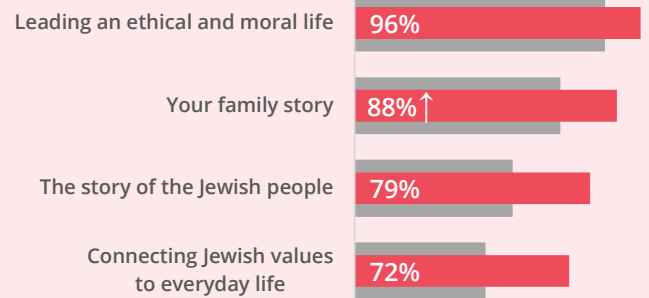
Activities Done with Grandchild - Past 3 Years



Jewish Activities Done with Grandchild - Past Year



Passing on Concepts & Values to Grandchild (% very interested)



↑ indicates that the % is significantly higher than all of the other groups

↓ indicates that the % is significantly lower than all of the other groups

