

*Please email both sections of your anonymous survey to sgstudy.cua@gmail.com
by **March 31, 2021**
Thank you for your participation!*

Introduction

The purpose of this study is to gain insight into the experience of Sandwich Generation (SG) members living in the United States. A sandwich generation member is someone who simultaneously provides support (emotional, material, or financial) to children and at least one parent or parent-in-law.

Questionnaire

Please complete the demographic section before proceeding to the narrative questions. Please **do not include** your name or any other personally identifiable information in this survey.

Demographics

QUESTION	RESPONSE
Today's date	
Age today	
Sex (Male/Female)	
Race/ethnicity	
Religion – answer “none” if no religious affiliation	
Married? (yes/no)	
Veteran or military? (yes/no)	
# children under your care	
# children living with you in the same house	
# parents or parents-in-law that you are providing some care for (monetary, material, or emotional)	
# parents or parents-in-law currently living with you in the same house	
Current job occupation	
Full-time or part-time?	
Estimated annual household salary per year, in US dollars	
Hometown (where you are living now)	
Expected age of your retirement	

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Narrative questions

Please answer the following questions in your own words, with no more than 500 – 750 words per response. Write as if you are telling your story to an outsider and provide whatever details you feel are relevant to helping the researcher understand your perspective. **Please do not include your name or the names of anyone else in your response.** Instead of names you can include a made-up letter in quotes, like “A” or “C”. Your responses will be studied with the responses of other participants but may not appear in the final study. Remember: a sandwich generation member is someone who simultaneously provides support (emotional, material, or financial) to children and at least one parent or parent-in-law.

Q1. Describe your everyday experience as someone who cares for both children and at least one aging parent or parent-in-law, living in the United States.

Q2. Consider your responsibilities for your family members around work, school, recreation, health care, and personal growth. What do you find the most challenging to manage and why?

Q3. Consider the things you do in the marketplace as you attend to your needs and the needs of your family.

- What businesses and/or service providers understand you the most regarding your own needs? Why?
- What companies do you feel “get” the needs of people caring for family members in adjacent generations? Please provide specific examples.
- What do you wish your local businesses could do differently to meet your needs and the needs of the family members you care for?
- What companies least understand you as a sandwich generation shopper? Please be specific.

Q4. If there were one thing in the American marketplace that would better meet the needs of sandwich generation shoppers in the next 6-12 months, what would it be and why?