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 |  |

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?