



Press Release

Lee Kum Kee Family Foundation - “Appreciating Grandparents: Family Relationships and Love” Survey Result Spending more time together does not necessarily mean better, Grandparents expect “quality over quantity” in interaction

(October 9, 2024) **Lee Kum Kee Family Foundation** is dedicated to promoting harmonious and healthy family relationships. The **"Appreciating Grandparents: Family Relationships and Love" Survey**, organized by Lee Kum Kee Family Foundation in collaboration with Wofoo Social Enterprises, is to explore the interactions between grandparents with their family members and their experiences of being cared for, and to understand grandparents' life satisfaction and preferred ways of appreciation. This is intended to encourage the public to express gratitude in action for the contributions that grandparents made to the family, particularly on the upcoming Grandparents' Day on October 13 this year.

During the month of **August 2024**, Wofoo Social Enterprises collected a total of **592** valid questionnaires through elderly community centers, integrated family service centers, and community centers in 8 districts of Hong Kong Island, Kowloon, and the New Territories, as well as online platforms. The results showed that **Hong Kong grandparents' satisfaction level with their current grandparent-grandchild relationship scores 8.05**. Furthermore, it was found that the better the relationship with their children, the better the relationship with their grandchildren. The survey also revealed that **the duration of time spent together does not directly impact grandparents' satisfaction level toward their relationships with grandchildren**. **Nearly 70% of the grandparents expressed what they desire most is "quality time" with their grandchildren, rather than the quantity of time**. Therefore, even grandparents who help to take care of their grandchildren spend more time together, it may not necessarily bring closer relationships. Grandchildren should also proactively express their love and care towards their grandparents.

We invited Ms. Li, an 83-year-old grandmother (referred to as “燦嫂”) to share her experiences with her grandchildren. She described the happiest moments as when her grandchildren come home every day and hug and kiss her, and they also accompany each other in doing things they are interested in, such as building blocks for the grandchildren and knitting for Ms. Li. On the contrary, she dislikes when other families only focus on their phones during meals and neglect communication, reflecting that quality time spent with grandparents is important.

A) Five Key Findings

Survey Finding 1: The better the relationship with children, the better the relationship with grandchildren.

- The research team designed 7 questions to assess grandparents' time spent with children and grandchildren, as well as closeness, relationship satisfaction, and life satisfaction among the interviewed grandparents, and conducted a correlation analysis.
- Hong Kong grandparents rated their current relationship satisfaction with children and grandchildren at 8.11 and 8.05 respectively (out of 10).
- Overall, the closer the relationship between grandparents and their children, the more satisfied they are with their grandparent-grandchild relationship.
- Maintaining a close relationship with children is the key to enhance relationship satisfaction with grandchildren. The satisfaction level in these three relationships also positively impact the life satisfaction of grandparents (see Appendix Table 1).

Survey Finding 2: Assisting in taking care of grandchildren helps bring grandparents and grandchildren closer, yet there is a slight difference in parenting styles with children.

- Findings show that assisting in taking care of grandchildren helps bring grandparents and grandchildren closer (see Appendix Table 2).
- Regarding parenting styles towards grandchildren, grandparents perceive slight differences in opinions with their children, with an average score of 6.94. When it comes to making important decisions for grandchildren, their opinions are less valued by their children, with a score of only 6.75. Although both scores are still above medium, they are still comparatively lower than the average score of the other questions in the survey.

Survey Finding 3: More time spent together does not necessarily mean a better relationship; the key is "quality over quantity."

- Findings show that the amount of time spent together does not directly affect the relationship satisfaction of grandparents with their children and grandchildren, nor their overall life satisfaction (see Appendix Table 3).
- However, based on the Five Love Languages¹, the survey found that the majority of grandparents (close to 70%) hope to have quality time with their children and grandchildren.
- Overall, what makes grandparents feel most loved are "quality time", "words of affirmation," and "physical touch" (see Appendix Table 3), which also contribute to an increase in their life satisfaction.

Survey Finding 4: Grandparents who live alone have relatively lower closeness in relationships with their children and grandchildren, which also affects their life satisfaction.

- The survey asked about the current living situation of grandparents. Compared to those living with their families, grandparents who live alone have relatively lower closeness in relationships with their grandchildren, with scores of 7.88 and 7.18 respectively. This reflects that grandparents who live with their families naturally have more opportunities to interact with and be closer to their grandchildren (see Appendix Table 4).
- Both groups' life satisfaction levels are also affected, with scores of 8.35 and 8.05 respectively.

Survey Finding 5: Geographical separation affects closeness in relationships

- Among all the respondents, close to one-third of grandparents indicated that at least one of their children or grandchildren has emigrated.
- Compared to grandparents whose children and grandchildren all live in Hong Kong, grandparents with children and grandchildren living abroad have lower closeness in relationships with their grandchildren (see Appendix Table 5).

¹ According to Gary Chapman, the author of *The Five Love Languages: How to Express Heartfelt Commitment to Your Mate*, the "five love languages" include "words of affirmation", "physical touch", "quality time", "receiving gifts" and "acts of service".

B) Recommendations

Recommendation 1: Understand the true meaning of quality time and prioritize “quality over quantity” in interactions.

- Both children and grandchildren need to understand that quality time refers to a period where external distractions are minimized, allowing grandparents and their family to focus on meaningful communication and connection. The duration of time spent together is not the most crucial factor; the key is the ability to share and be present with each other.
- For example, everyone willingly puts away their phones and chats about their daily lives during a meal together, or regularly spends holidays having tea with grandparents. Having “quality over quantity” in interactions by spending leisure time engaging in activities that interest grandparents, such as playing chess, knitting, or cooking together, are highly recommended as they are what grandparents most desire.

Recommendation 2: When there is misalignment in parenting style, try to understand the reasons behind.

- When conflicts arise, both parties need to manage their emotions and avoid arguments in front of grandchildren. Children should express goodwill and seek to reach consensus together, while avoiding direct criticism and blame to grandparents. Both parties can consider sharing tasks, establishing respective roles and principles, and learning new knowledge about parenting together with grandparents when needed.
- In case of misalignment, it is important to firstly understand the intention of grandparents. The difference in life experience and growth environments of parents and grandparents may shape different perspectives on parenting across generations.
- As a son or daughter, it is important to understand the reasons for the conflict. It may be due to different views on parenting or because grandparents feel pressured to help take care of grandchildren. The reason most easily overlooked is that grandparents may not have sufficient energy to take care of energetic grandchildren, that’s why having a tendency to fulfill grandchildren's requests in all matters.

Recommendation 3: Leverage on technology for communication to compensate for the distance that makes it difficult to meet in person.

- Children are advised to arrange the basic living needs of grandparents before living independently or emigrating, including their daily routines and meals, or their plan for retirement.
- If it is not feasible for grandparents to meet with their children or grandchildren in person frequently, technology and the internet can be used for daily communication. Children and grandchildren can teach grandparents the basic functions of smartphones, such as video calls or communication apps.
- Daily communication should focus more on grandparents’ fun experience in daily life. Children and grandchildren can patiently listen to their sharing, making grandparents feel being loved and cared.

C) Conclusion

Grandparents in Hong Kong play a special role in the family. They possess rich life wisdom and extensive experience, and close grandparent-grandchild relationships can provide significant emotional support to each other. Moreover, with the prevalence of dual-income families in today's society, many grandparents need to assist in the role of taking care of their grandchildren after retirement. Children and grandchildren are advised to express love and care to strengthen the relationship with grandparents. By engaging in positive communication and understanding the needs of grandparents, we can cultivate the virtue of respecting and caring for the elderly among grandchildren.

D) Photo of Press Conference



From left: Dr. Eric Au Yeung Kwok-Wai, Wofoo Community Service Network Steering Committee; **Ms. Esther Chan Wai-Fong**, Head of Lee Kum Kee Family Foundation; and **Madam Li “燦嫂”**, Grandmother representative; **Ms. Eva Chan Kit-Wah**, Wofoo Community Service Network Steering Committee



Madam Li, aged 83, shared that her daily interaction with grandchildren fully demonstrated the “Five Love Languages” including quality time, physical touch, and acts of service, which made her very happy every day. For example, she accompanied her grandchildren to play blocks, and they learned knitting from her, and patiently taught her how to use electronic devices. Madam Li reminisced, "I feel delighted when my grandchildren voluntary helped me 'pick crab meat,' and when I told them to save it for themselves to eat, they always said, *Grandma, you eat first!*"

Press Conference Guest Speakers

- **Ms. Esther Chan Wai-Fong**, Head of Lee Kum Kee Family Foundation
- **Dr. Eric Au Yeung Kwok-Wai**, Wofoo Community Service Network Steering Committee & The Chinese University of Hong Kong Department of Social Work Lecturer
- **Ms. Eva Chan Kit-Wah**, Wofoo Community Service Network Steering Committee & Assistant Chief Executive of Sai Kung District Community Centre

E) Upcoming Activities

Organized by Lee Kum Kee Family Foundation, "Appreciating Grandparents: Family Relationships and Love" Survey is one of the kick off events of the Foundation's "Grandparents' Day 2024/25" campaign. From now on until 2025, a series of online and offline activities will be held, including various "appreciation starts at home" programs in collaboration with several local non-governmental organizations to promote the grandparent appreciation culture in kindergartens, primary schools and the community. A funfair will be held on "Grandparents' Day" in October next year to further strengthen grandparent appreciation culture and build harmonious loving families.

Ongoing Activity: "Upload Your Grand Moments" Intergenerational Photo Collection Campaign

From now on until Oct 13, 2024, share a photo of you and your grandparents celebrating Grandparents' Day on social media and complete the steps below to participate in this campaign! The 20 "warmest photos" winners will each receive a supermarket voucher valued at HK\$100. See details of the online campaign below.

Method to join this campaign:

1. Follow @lovingfamilyhk on Instagram / Like @lovingfamilyhk on Facebook
2. Like a winning story from "The Grand Love" Share Your Story Campaign which you like most
3. Post a photo of you and your grandparents on your social media Feed or Story and write a message of appreciation to your grandparents and tag @lovingfamilyhk
4. Screenshot your post / story (the archive page 24 hours after publishing) and DM us at @lovingfamilyhk

Winners will be announced on Oct 18, 2024 at the event webpage. The campaign is subject to relevant terms and conditions. Please refer to the [event webpage](#) for details.



Grandparents' Day
祖父母感謝節
讚美自家長輩

代代上傳
祖孫合照收集箱

由即日起至2024年10月13日，參加者只需於社交媒體分享與祖父母一同慶祝祖父母節的合照，並完成下方的參加步驟，即可參與是次活動。

20位「最溫馨合照」得獎者將各得價值港幣\$100的超市禮券

HK\$100 超市禮券

參加方法

- 1 追蹤 loving family 代代有愛
- 2 讚好 《祖孫情·緣字愛》得獎故事
- 3 發佈 發佈一張你和祖父母的合照，當中撰寫一句想對祖父母說的感謝說話，並標記 @lovingfamilyhk
- 4 截圖 截圖並私訊至 @lovingfamilyhk

- END -

About Lee Kum Kee Family Foundation

Lee Kum Kee Family Foundation is a private family foundation set up by Lee Kum Kee family in 2008. The Foundation's missions are to "Promote happy family relationships" and "Empower youth to build their future through improving their mental wellness and psychosocial competence". Aligning with the Lee family's core value of "Si Li Ji Ren" ("considering everyone's interests before taking action"), the Foundation advocates the concept of "prevention before sickness" to build awareness and engage in preventive actions before negative impact arises, enabling healthy families to unlock their potentials and give back to the community.

Lee Kum Kee Family Foundation Website: <https://www.lkkfamily.foundation>

About Wofoo Social Enterprises

Wofoo Social Enterprises is a collaborative platform that provides a wide range of services which was founded in 1997. Wofoo is committed to cooperating with the government, business sector, academia, social groups and people from various walks of life, so that resources can be pooled to offer high-quality and up-to-date social services. Wofoo's projects emphasize both innovative ideas and sustainable development, as well as aim to strengthen the general public's commitment and contribution to society.

Wofoo Social Enterprises Website: <https://wse.hk>

Media Enquiries

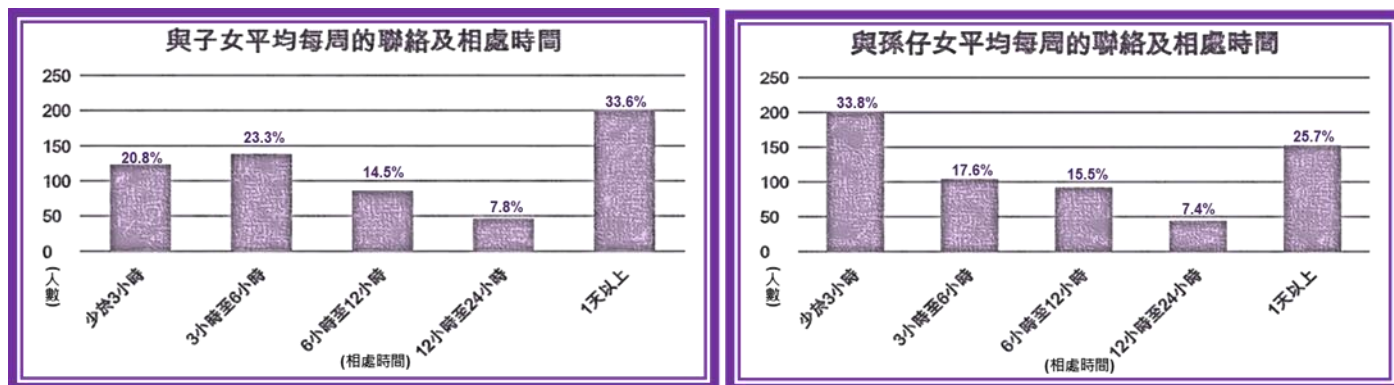
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【Appendix: Survey Data and analysis】

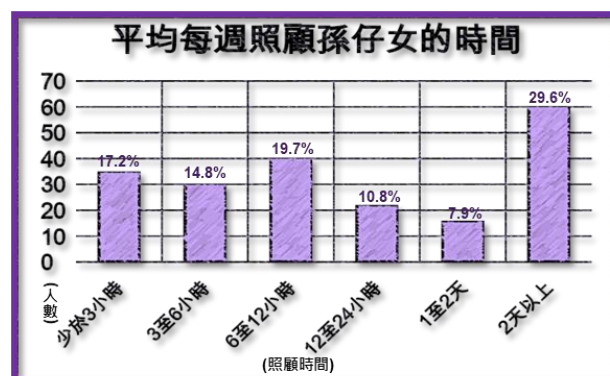
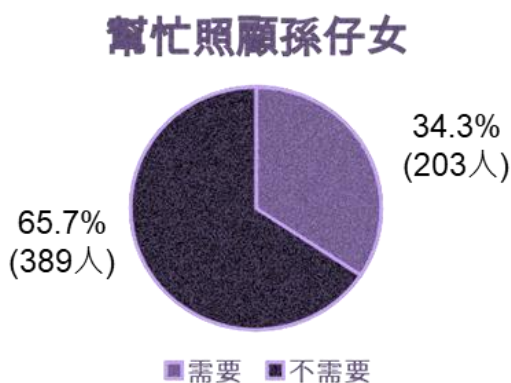
Table 1: Average weekly contact and time spent with grandparents, children, and grandchildren (upper graphic), Relationship between Grandparents and Grandchildren satisfaction levels (lower graphic)



Relationship with children and grandchildren	Mean (SD)	Pearson Correlation	P-value
Average weekly contact and time spent with children	/	0.252	< 0.001
Average weekly contact and time spent with grandchildren	/	0.366	< 0.001
Closeness in relationship with children	7.90 (1.98)	0.631	< 0.001
Closeness in relationship with grandchildren	7.73 (2.14)	0.736	< 0.001
Relationship satisfaction with children	8.11 (1.84)	0.804	< 0.001
Relationship satisfaction with grandchildren	8.05 (1.89)	1	/
Current life satisfaction level	8.29 (1.89)	0.702	< 0.001

Summary: The better the relationship with children, the better the relationship with grandchildren.

Table 2: Average weekly contact and time spent with grandparents, children, and grandchildren (upper graphic), Comparison between grandparents who need and do not need to take care of grandchildren (lower graphic)



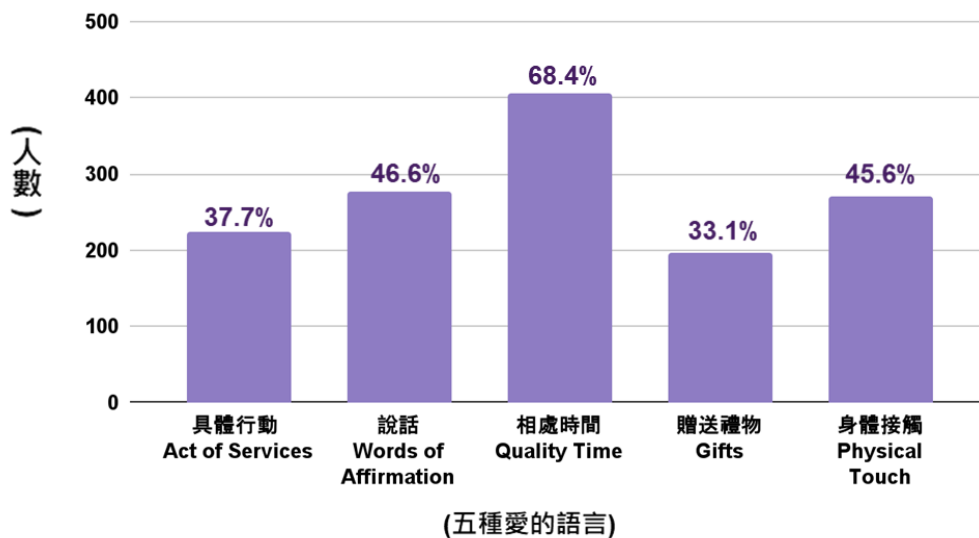
Relationship with children and grandchildren	Need to take care of grandchildren?	T value	P value
Average weekly contact and time spent with children	Yes	2.973	0.003
Average weekly contact and time spent with grandchildren		8.086	< 0.001
Closeness of relationship with children		0.345	0.731
Closeness of relationship with grandchildren		5.150	< 0.001
Satisfaction level with children		-0.605	0.546
Satisfaction level with grandchildren		1.825	0.069
Current life satisfaction level		-1.286	0.199

Summary: Assisting in taking care of grandchildren helps bring grandparents and grandchildren closer, yet there are slight differences in parenting styles with children.

Table 3: Comparison of time grandparents spent with children and grandchildren (upper graphic), Grandparents' most preferred ways of appreciation from their children and grandchildren (lower graphic)

Relationship with children and grandchildren	Significance	Contact and time spent with children	Contact and time spent with grandchildren
Closeness in relationship with children	Pearson Correlation	0.350	0.243
	P Value	< 0.001	< 0.001
Closeness in relationship with grandchildren	Pearson Correlation	0.275	0.416
	P Value	< 0.001	< 0.001
Relationship satisfaction with children	Pearson Correlation	0.296	0.260
	P Value	< 0.001	< 0.001
Relationship satisfaction with grandchildren	Pearson Correlation	0.252	0.366
	P Value	< 0.001	< 0.001

希望子女與孫子女以哪種方式表達關愛？(可選多於一項)



Summary: Spending more time together does not necessarily mean better, grandparents expect “quality over quantity” in interaction.

Table 4: Comparing two groups of grandparents who live alone and with family

Relationship with children and grandchildren	Living situation	Contact and time spent with children	T	P value
Closeness in relationship with children	Living alone	7.54 (2.05)	-2.296	<0.05
	Living with family	7.99 (1.95)		
Closeness in relationship with grandchildren	Living alone	7.18 (2.12)	-3.398	<0.001
	Living with family	7.88 (2.13)		
Relationship satisfaction with children	Living alone	8.13 (1.66)	0.239	0.911
	Living with family	8.09 (1.90)		
Relationship satisfaction with grandchildren	Living alone	7.95 (1.87)	-0.601	0.548
	Living with family	8.06 (1.91)		
Current life satisfaction level	Living alone	8.05 (1.51)	-2.024	<0.05
	Living with family	8.35 (1.49)		

Summary: Compared to living with family, grandparents who live alone have lower closeness in relationships with their children and grandchildren, which also affects their life satisfaction.

Table 5: Comparing two groups of grandparents with or without children and grandchildren emigrating

Relationship with children and grandchildren	Have any children or grandchildren emigrated?	Contact and time spent with children	T	P value
Closeness in relationship with children	Yes	7.84 (2.07)	-0.540	0.590
	No	7.93 (1.93)		
Closeness in relationship with grandchildren	Yes	7.46 (2.36)	-2.197	<0.05
	No	7.87 (2.00)		
Relationship satisfaction with children	Yes	8.17 (1.81)	0.577	0.282
	No	8.08 (1.86)		
Relationship satisfaction with grandchildren	Yes	8.07 (1.82)	0.147	0.884
	No	8.04 (1.94)		
Current life satisfaction level	Yes	8.44 (1.37)	1.865	0.063
	No	8.21 (1.56)		

Summary: Geographical separation affects closeness in relationships.