



USING A.I. AND BIG DATA TO TAP INTO THE VOICE OF THE PEOPLE TO UNVEIL INSIGHTS AROUND LIVING IN A MULTIGENERATIONAL HOUSEHOLD PRE & DURING COVID-19

December 2020



Challenge

AARP is looking to unveil insights around a key topic of interest: living in a multigenerational household and what is triggering or preventing people from living in shared households with other generations. As the global COVID-19 pandemic is impacting every aspect of people's lives, AARP is also looking to see the impact of COVID-19 on people's attitudes towards multigenerational living.

Opportunity

Tap into the unsolicited and authentic voice of people online to understand how they see multigenerational living before COVID-19 and during the pandemic. These actionable insights will help inform interventions to **promote living in a multigenerational household across multiple segments.**



The method

With the power of A.I. we have tech-enabled a way to mine and discover actionable Cultural Intelligence® straight from the digital voice of the people

Our algorithm turns all available open-source digital discussions into actionable insights.

We are redefining how we can understand people's mindset, sentiment and insights without the limitations, cost and time constraints of traditional methods like online surveys, polls or focus groups. We are privacy compliant and uniquely able to report findings by ethnicity, gender and other segments or geographies.



FEATURED BY AND
AWARDED BY

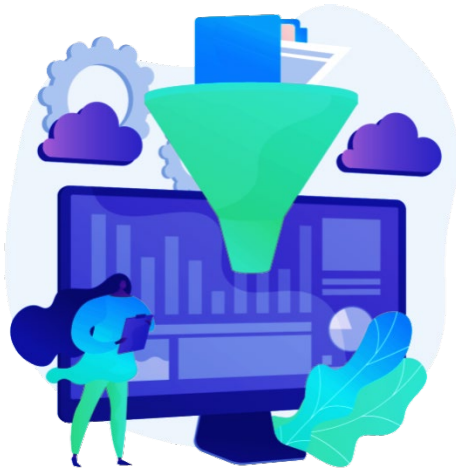


Forbes



How it works

Our proprietary algorithm uses leading AI, Natural Language Processing (NLP), machine learning and big data tools scrape and harvest all available open-source digital discussions to discover patterns in sentiment, drivers, barriers and factors impacting decision journeys **across segments, globally.**



MINE AND HARVEST EVERY AVAILABLE DIGITAL DISCUSSIONS

Harvest relevant open-source digital comments anywhere they are available



DISCOVER PATTERNS AND INSIGHTS

Discover patterns in public opinion, sentiment, tonality and key drivers by segment and discover patterns



VISUALIZE AND STRATEGIZE

Visualize and prioritize opportunities, interventions and Cultural Intelligence® maps to inform strategy, messaging, marketing and promotions.

Quantitative analysis of qualitative data, in days instead of months



Key burning questions

What do people discuss when talking about living in a multigenerational household online?

How do people feel about living in a multigenerational household and why?

What is triggering or preventing them from living in a multigenerational household?

Are there any differences by segments?

How have the attitudes towards living in a multigenerational household been impacted by COVID-19?

Universe of Conversations mined

PRE-COVID	
Feb 1st 2019 - Feb 29th 2020	
<i>N Values</i>	
US	8.3M
LatAm	11M
Nov 2018 - November 2019	
Europe	13.3M
Asia	48.5M

MID-COVID	
Mar 1st, 2020 - June 23rd, 2020	
<i>N Values</i>	
US	1M
LatAm	2M
Dec 2019 - June 2020	
Europe	1.4M
Asia	4.4M

Note: the conversations are tagged as pertaining to a certain group based on self-identification either in the conversation itself or on the public profile of the person involved in the conversation.

Segments we analyzed

US

Millennials, GenX, Boomers

Black Americans

(Millennials, GenX, Boomers)

US Hispanics

(Millennials, GenX, Boomers)

Asian Americans

(Millennials, GenX, Boomers)

50+

Living in rural vs. urban setting

2 Generations

3 Generations

Grandfamily

OTHER REGIONS

Millennials, GenX, Boomers

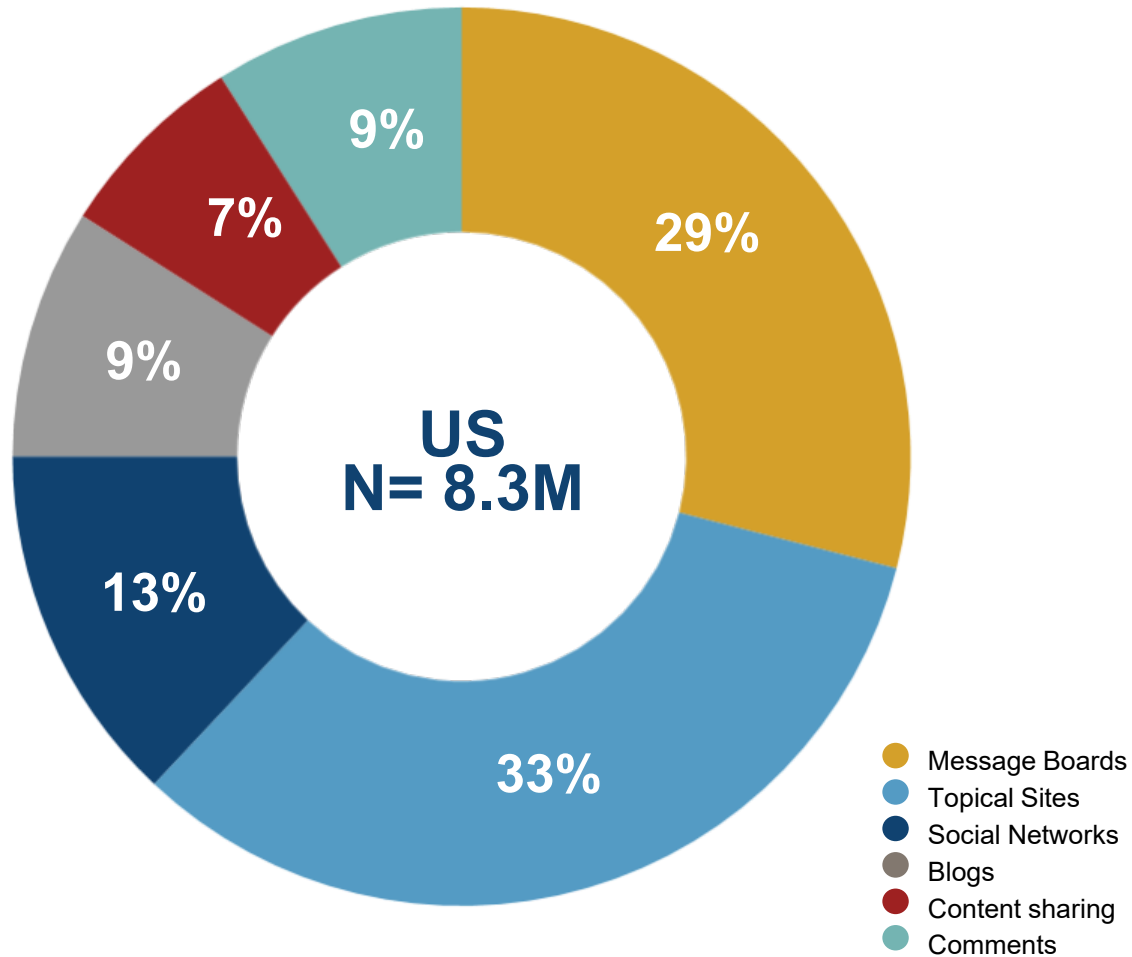
2 Generations

3 Generations

Grandfamily

Note: the conversations are tagged as pertaining to a certain group based on self-identification either in the conversation itself or on the public profile of the person involved in the conversation.

Channel Profile PRE-COVID



62% of all conversations took place in message boards and topical sites.

Social networks only represent **13%** of all conversations.

MESSAGE BOARDS

An internet forum or message board is an online discussion site where people can hold conversations in the form of posted messages

TOPICAL SITES

Topical sites are sites that relate to a specific topic

COMMENTS

Comments are conversations happening on a comment box

Key Findings

A person wearing a blue button-down shirt is pointing their right index finger towards a glass surface. On the glass, several colorful sticky notes (yellow, green, pink) are attached. The person's left hand is holding a black pen. The background is a bright, out-of-focus window with a view of a city skyline.

**Overall population
PRE-COVID & MID-COVID**

COVID 19 impacted people's attitudes towards living in a multigenerational household in 3 ways

MOTIVATIONS:

People's motivations to consider multigenerational living have changed drastically triggered by the economic downturn

SENTIMENT:

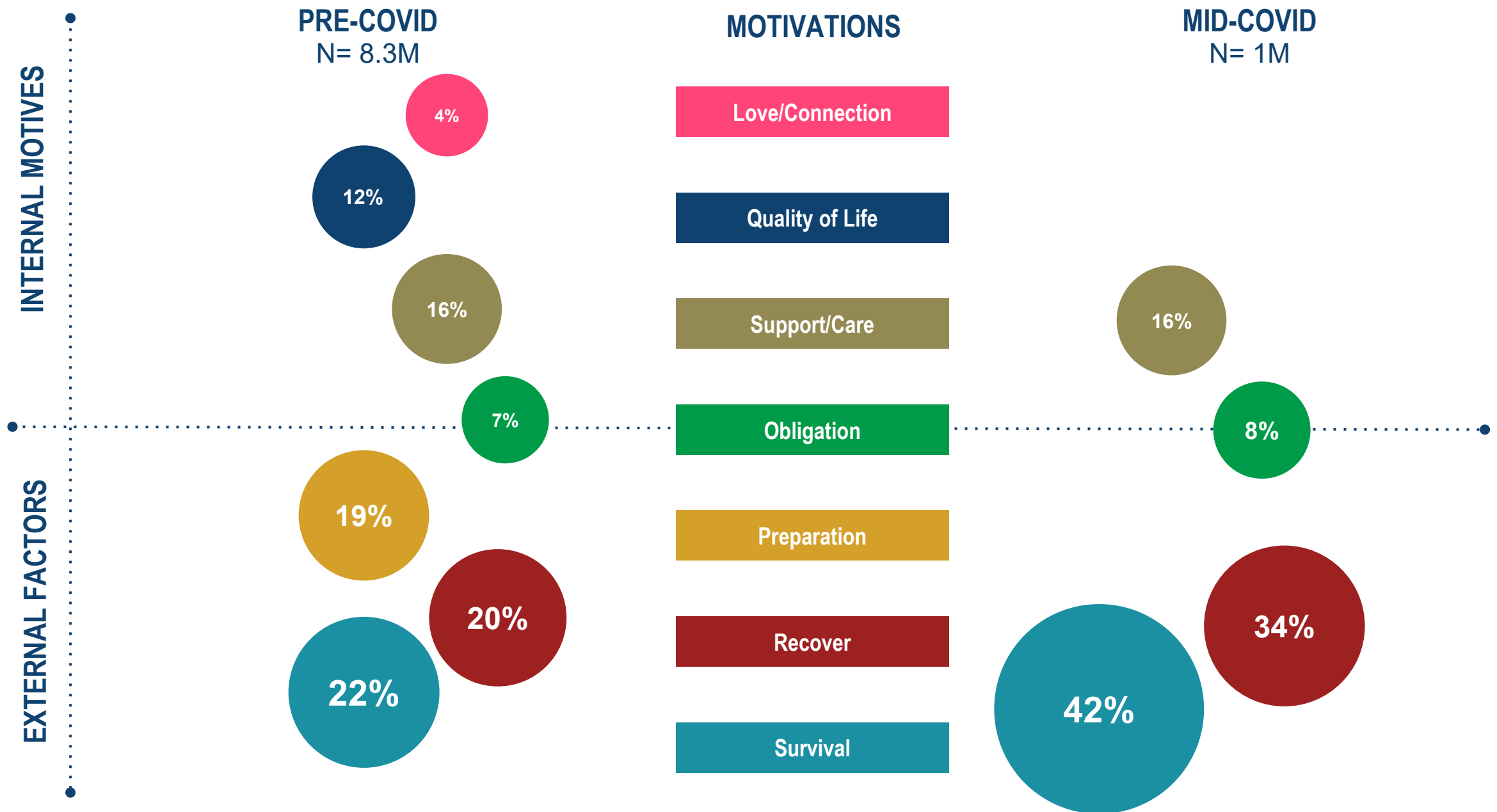
People have become more negative towards multigenerational living

BARRIERS/DRIVERS:

The barriers and drivers to adopting multigenerational living have also shifted

We identified 7 motivations behind considering / adopting living in a multigenerational household that spread across a continuum of factors from the most external and practical to the most internal and emotional.

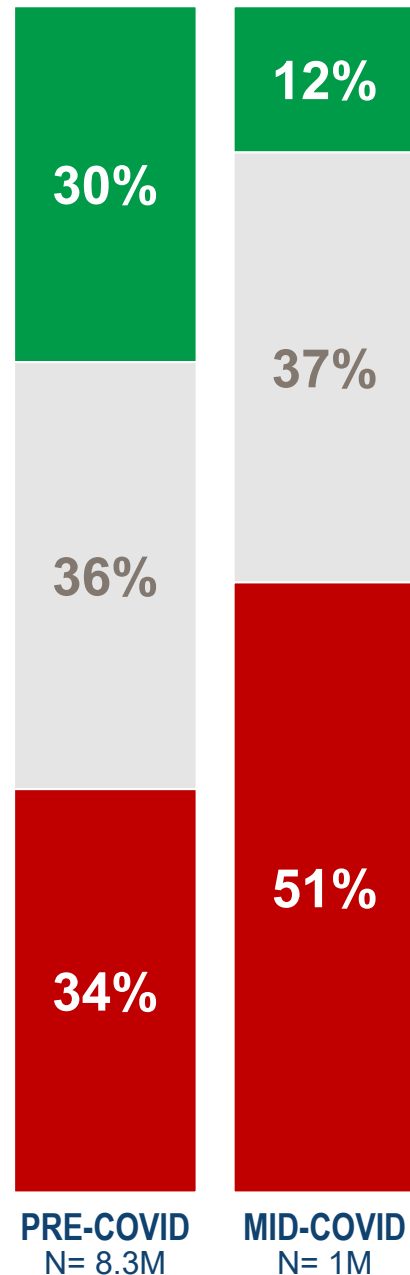




A spike in negativity

Conversations are **3x** less positive about living with other generations and **1.5x** more negative....

probably fueled by the many stressors emerging from the crisis and new people coming into the conversations who may have had to move into a multigenerational household involuntarily.



Positive sentiment

"I don't know about this whole 'swallow my pride' thing. Living at home for a bit after college seems like the default option to me. I had a very nice job lined up after college. It was near enough to my parents that living with them for a while seemed like a good idea. After 2.5 years I had a down payment on a small house, owned my car outright and had savings."

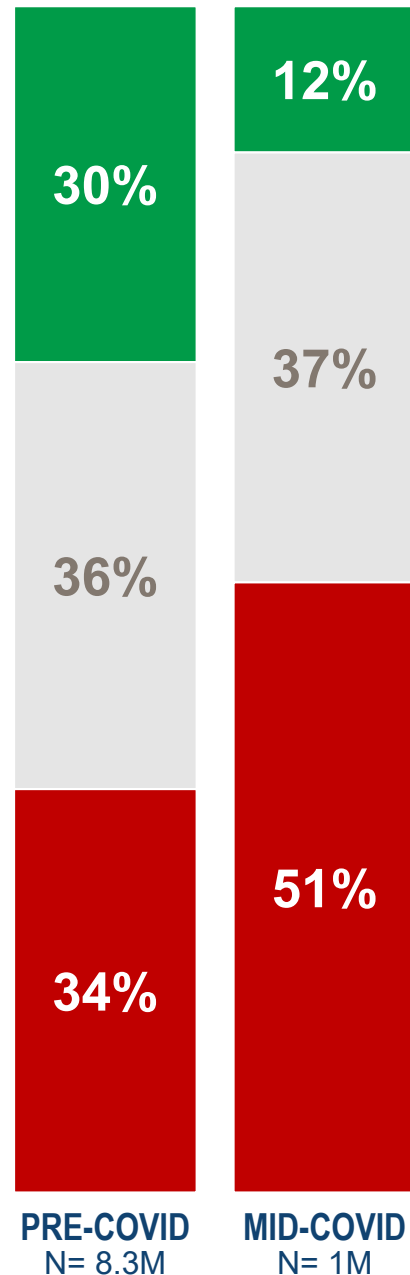
Neutral sentiment

"I help around the house, do chores clean up yet I still do things on my own. I like to treat my folks to dinner sometimes though, and a plus is that I can still eat my mom's cooking. I don't see too much of a taboo like some of my Anglo friends though, since I'm Latino, and we pretty much tend to stick around until we marry anyway."

Negative sentiment

"I did it for about a year when I was 24. I had just gotten out of the Navy and was starting college. That's about all I could take. My dad still treated me like a 17 year old. Living in my own crappy apartment near campus was better than living in a nice place under someone else's rules."

Why?



Positive sentiment

- The **help/support** they can get and provide is the #1 driver of positivity (1.8x vs. pre-COVID).
- **Financial advantage** is the 2nd driver of positivity (1.4x more vs. pre-COVID).
- The **emotional drivers** such as strengthening their relationships or sharing different POV have completely disappeared.

Neutral sentiment

People come online to **ask questions** about such living arrangement 1.6x more than in the past.

Barriers:

- **Social stigma** was the #1 barrier but completely disappeared.
- During COVID-19, the top 2 barriers are **crowding** (2.3x vs. pre-COVID) and the **emotional toll** (4x vs. pre-COVID).

Key Findings

A person wearing a blue button-down shirt is pointing their right index finger towards a glass wall. The glass wall is covered with several colorful sticky notes in shades of yellow, green, and pink. The person's left hand is holding a black pen. The background is a blurred view of a city skyline through a window.

**US Segments
PRE-COVID & MID-COVID**



BLACK AMERICANS PRE & MID COVID-19

How COVID 19 impacted Black Americans' attitudes towards living in a multigenerational household in 3 ways

MOTIVATIONS:

- Among all diverse segments, Black Americans were the most motivated by survival (with US Hispanics) and recovery.
- With COVID-19, they are still motivated by those 2 drivers.
- They are also motivated by giving and finding support/care 1.7x more as they rely on their community.

SENTIMENT:

Black Americans are still the most negative and the least positive about multigenerational living of all diverse segments.

BARRIERS/DRIVERS:

- They were the most impacted by social stigma. With COVID-19, this barrier disappeared but they are the most affected by the emotional toll.
- They are now the most driven by the financial advantage to live with other generations.

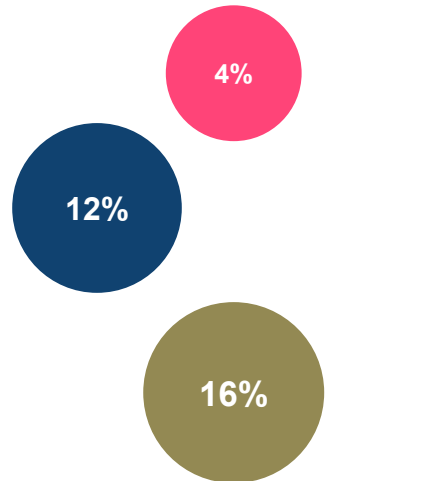
↑↓ Variations against overall audience



28% ↓

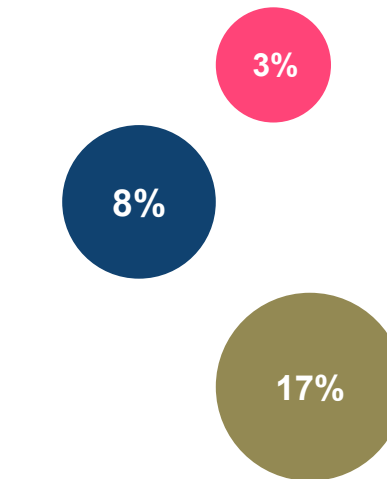
of conversations lean towards internal motivations. The objective to move into a multigenerational household is to **enhance people's situation**.

OVERALL
MOTIVATIONS
N= 8.3M



INTERNAL MOTIVES

BLACK AMERICANS
MOTIVATIONS
N= 1.6M

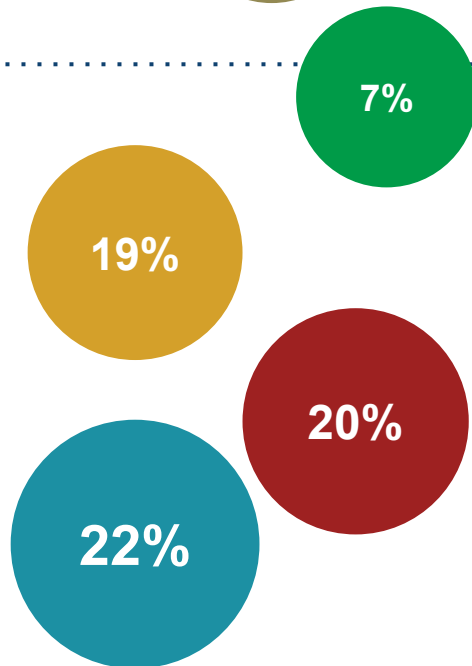


EXTERNAL FACTORS

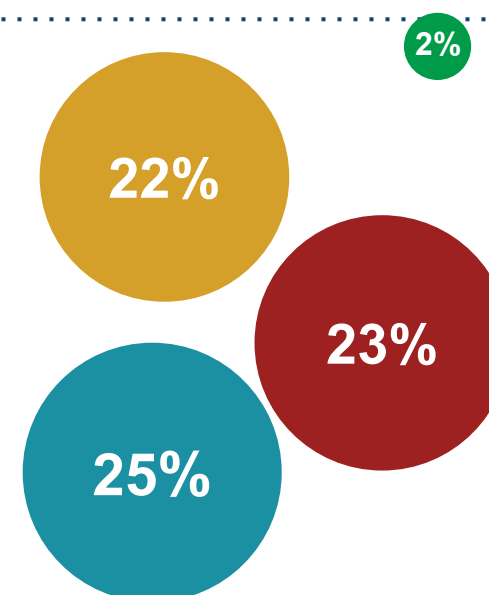


70% ↑

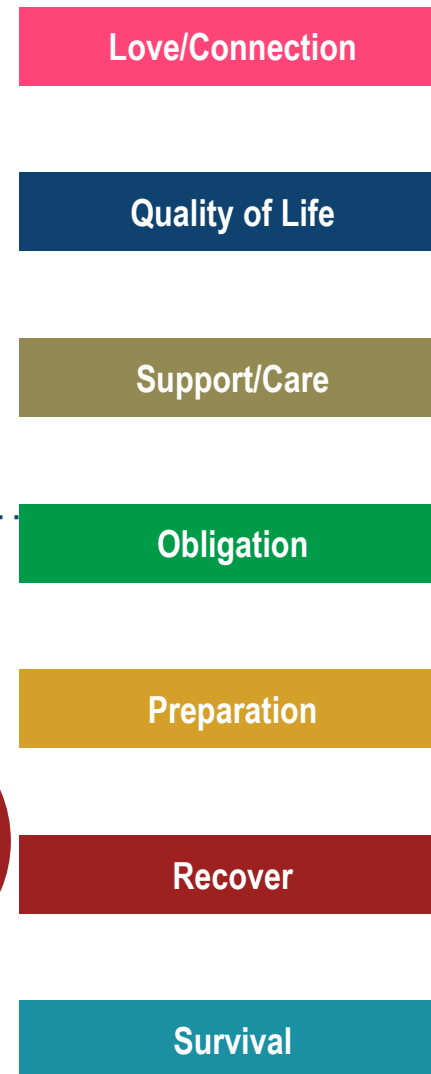
of conversations are anchored on motivations fueled by external factors with a financial impact. The objective to move into a multigenerational household is to **offset a difficult situation**.



EXTERNAL FACTORS



2%



↑↓ Variations against overall audience

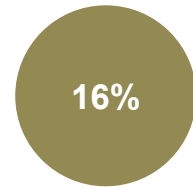


27%↑

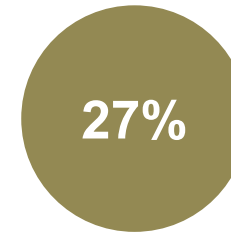
of conversations lean towards internal motivations.

Black Americans are 1.7x more motivated by finding support and care in a multigenerational household.

OVERALL
MOTIVATIONS
N= 1M



BLACK AMERICANS
MOTIVATIONS
N= 187K



Support/Care

INTERNAL MOTIVES



0%

Obligation

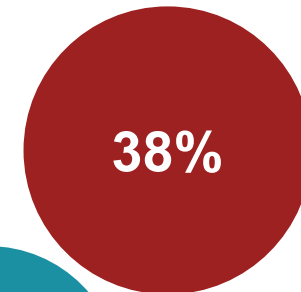
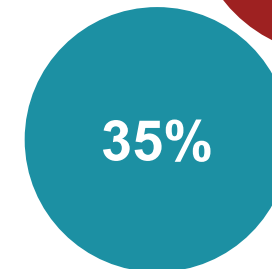
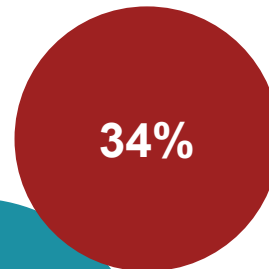
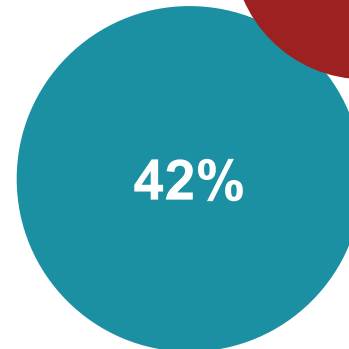
EXTERNAL FACTORS



73%↓

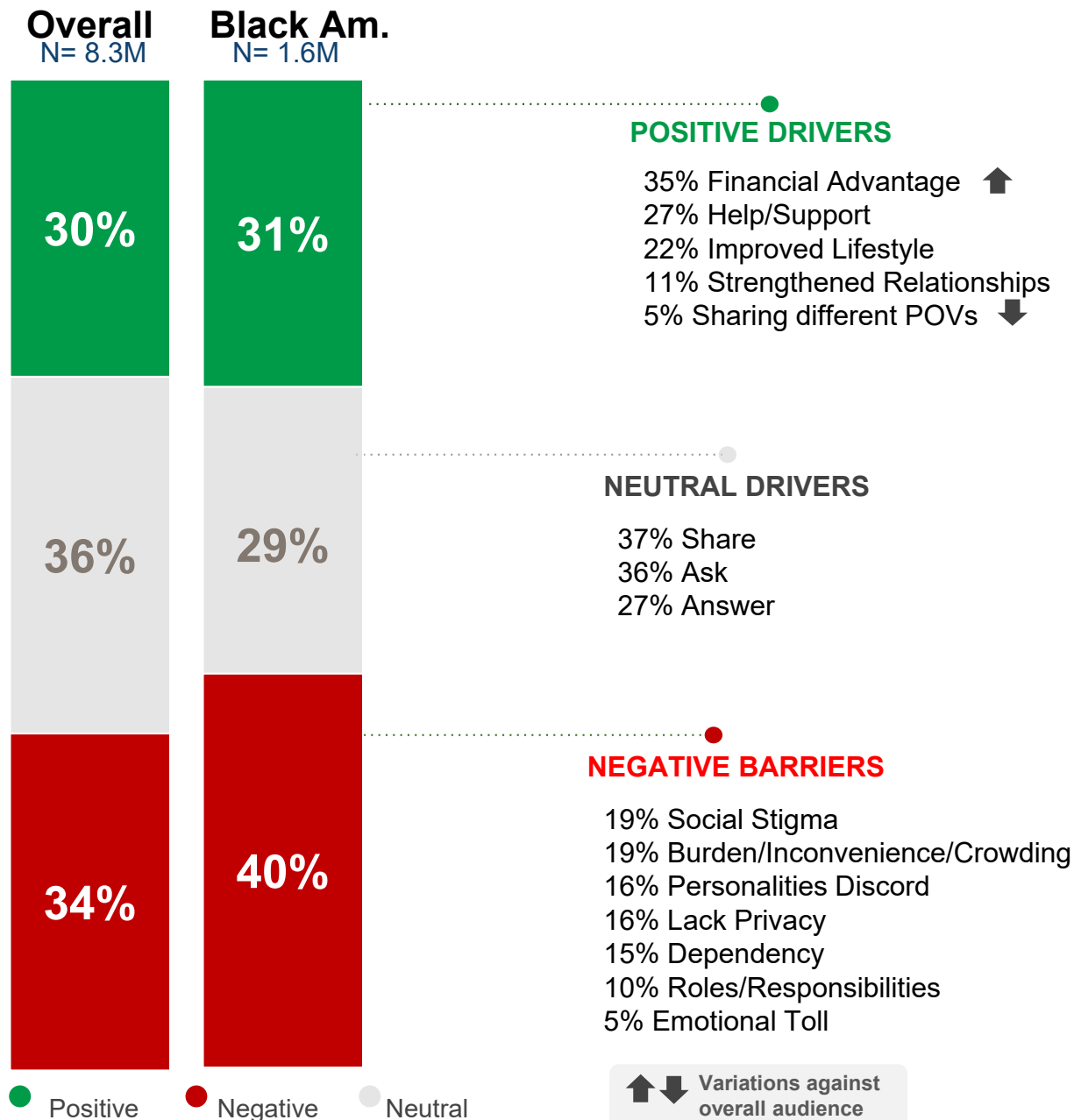
of conversations are anchored on motivations fueled by external factors with a financial impact.

Black Americans are not motivated by a sense of obligation but rather to recover or survive.



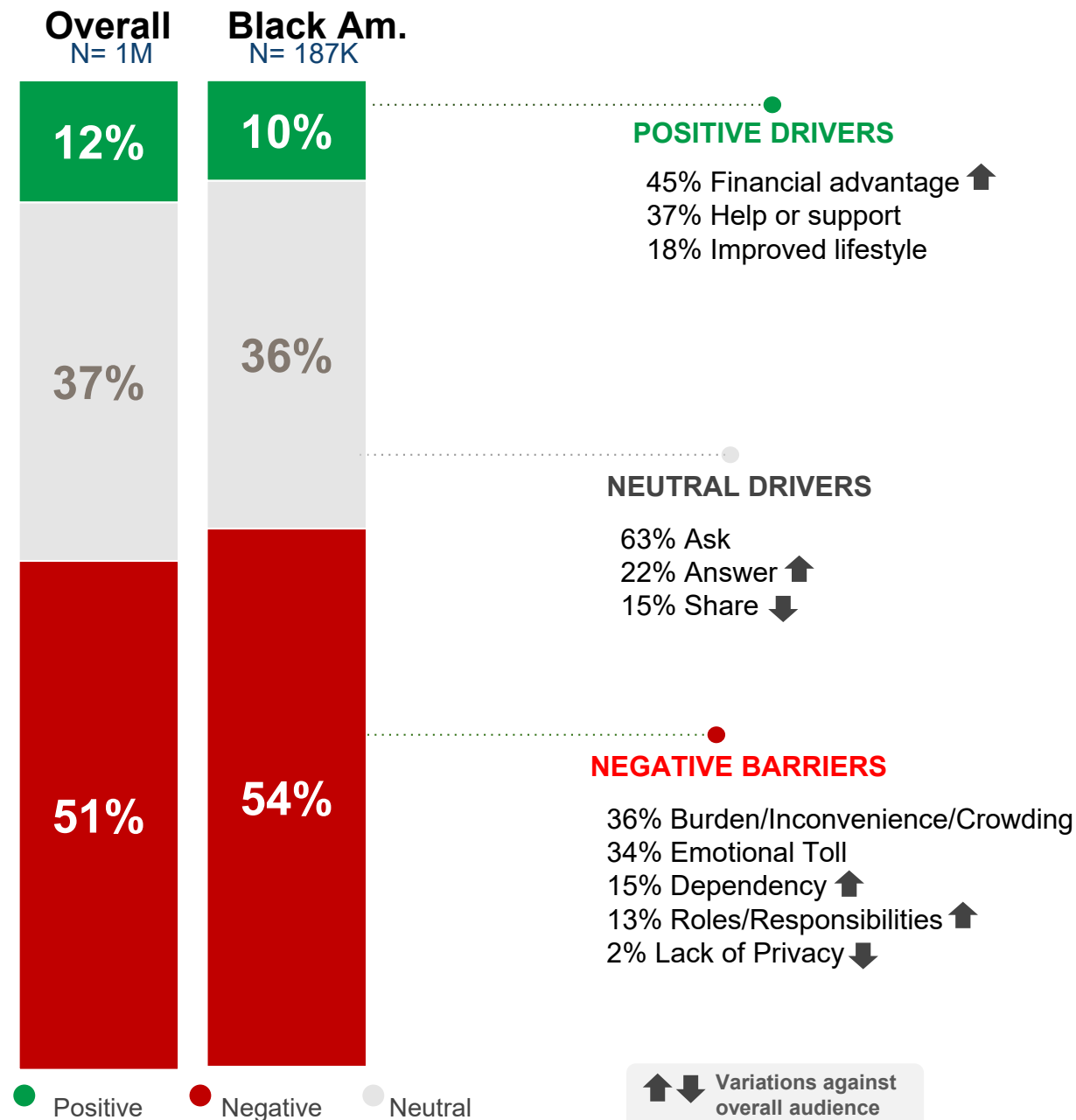
Recover

Survival



Sentiment, drivers and barriers among Black Americans

Black Americans are motivated to live with others by the financial advantages it offers and the support they get out of it. Just as the overall population, the main barriers are the social stigma and the inconvenience living with others may bring.



Sentiment, drivers and barriers during COVID-19 among Black Americans

Black Americans have the lowest positive sentiment of any segment, this may be do to the overwhelming Emotional Toll that many are feeling which has increased by 5X during the pandemic. They are also Sharing substantially less and Asking with more frequency, meaning many are feeling lost and in need of an outlet to deal with the pressures of cohabitation even as Financial Advantage becomes more of a priority.

Black Americans by generations

Black American Millennials

The most motivated by **survival and recovery** of all generations. **Lack of privacy** was their #1 barrier (23%). Now, they struggle the most with the **crowding** (43% of all barriers).

Black American Gen X

The 2nd most motivated by **survival** (43% of all their motivations) and struggling the most with the **emotional toll** (32% of all barriers).

Black American Boomers

The most motivated by a sense of **obligation** (23% of all their motivations) and staying the most **positive** about multigenerational living even during the pandemic because of the **help they can receive and give** (50% of all drivers).



US HISPANICS PRE & MID COVID-19

How COVID 19 impacted US Hispanics' attitudes towards living in a multigenerational household in 3 ways

MOTIVATIONS:

- Among all diverse segments, US Hispanics were the most motivated by survival, help/support, and love/connection (a cultural trait they shared with residents in Latam).
- They were also 3x more motivated by the sense of obligation than the overall audience another cultural trait they shared with residents in Latam).
- With COVID-19, survival becomes their main motivation.

SENTIMENT:

US Hispanics are still the most positive and the least negative about multigenerational living of all diverse segments, as it is a custom embraced culturally.

BARRIERS/DRIVERS:

- Struggling with “Roles and responsibilities” was their main barrier. With COVID-19, this barrier stayed the same.
- However, US Hispanics also struggle the most with a sense of dependency.
- Finding and getting help/support stays their top driver to live with others.

↑↓ Variations against overall audience

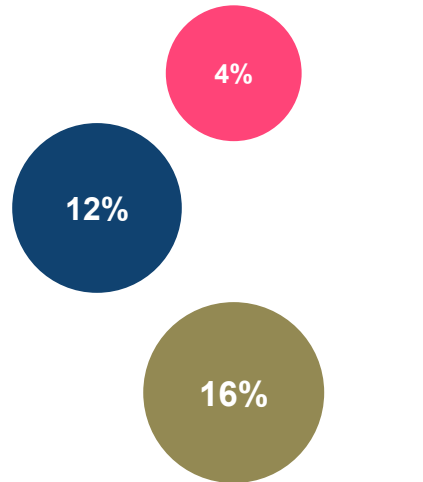


34%↑

of conversations lean towards internal motivations.

For US Hispanics love and connection is 2.5x more important and support/care is 1.5X more important as a motivation.

OVERALL
MOTIVATIONS
N= 8.3M



INTERNAL MOTIVES

US HISPANICS
MOTIVATIONS
N= 1.2M

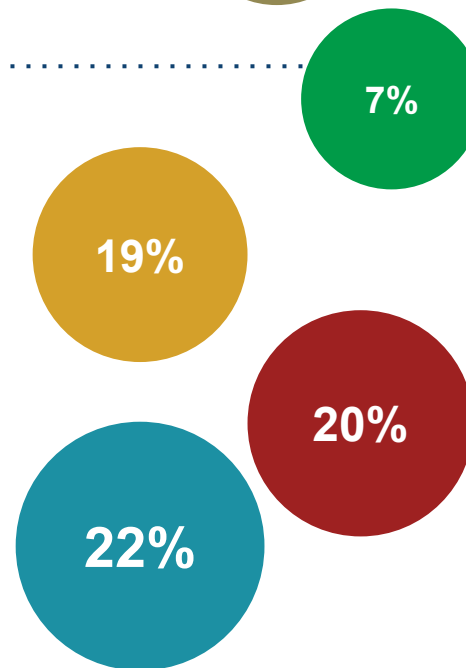
EXTERNAL FACTORS



46%↓

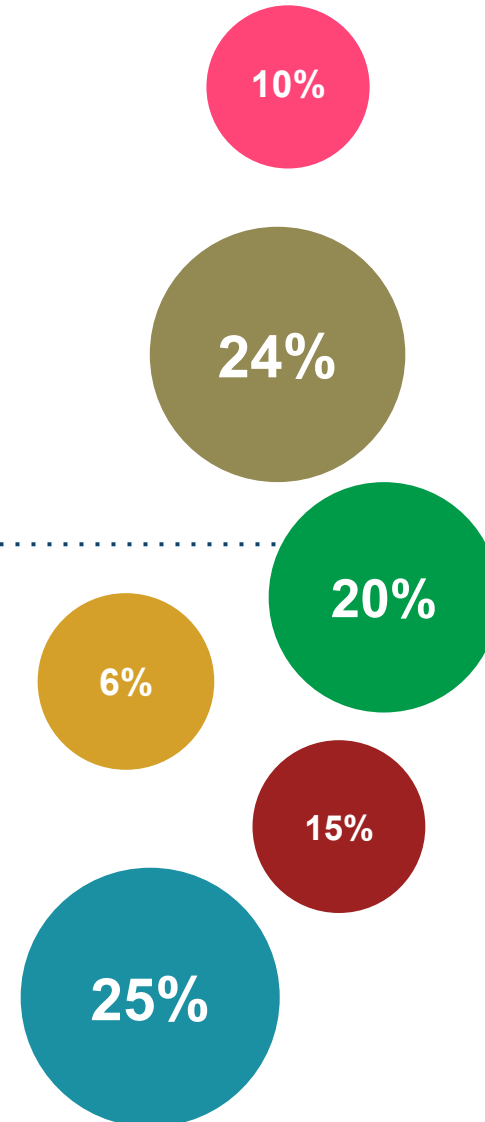
of conversations are anchored on motivations fueled by external factors with a financial impact.

Obligation is 3x more of a motivation for Hispanics as it is part of their culture to take care of other generations.



INTERNAL MOTIVES

EXTERNAL FACTORS



Love/Connection

Quality of Life

Support/Care

Obligation

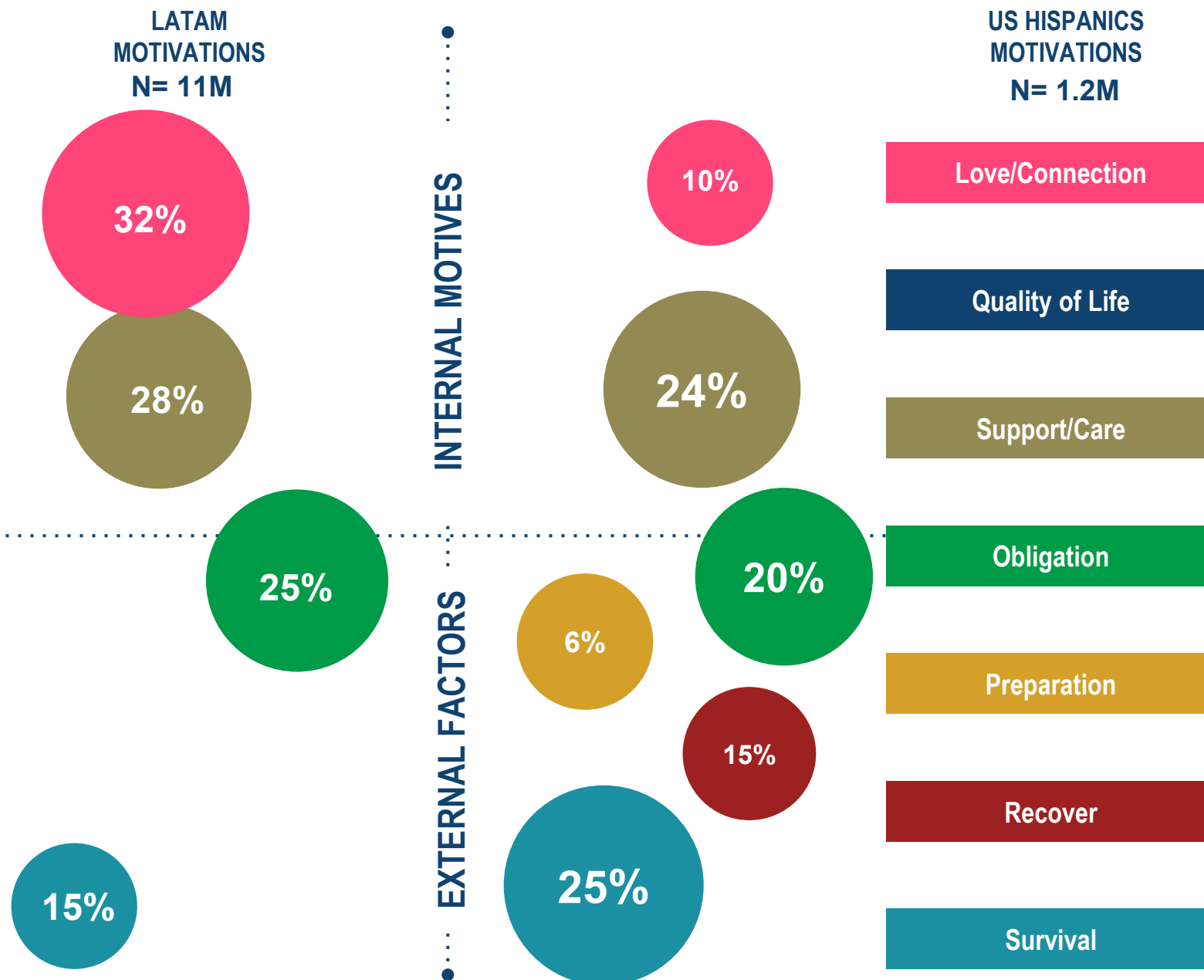
Preparation

Recover

Survival



Compared to residents in Latam, US Hispanics were 1.7x more driven by **“Survival” and recover and preparation**. They were **3x** less motivated by love/connection.



↑↓ Variations against overall audience

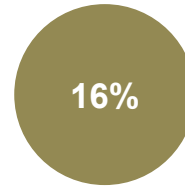


24%↑

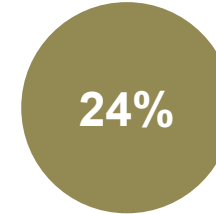
of conversations lean towards internal motivations.

US Hispanics are 1.5x more driven by the support and care they can get or offer than overall population

OVERALL
MOTIVATIONS
N= 1M



US HISPANICS
MOTIVATIONS
N= 128K



Support/Care

INTERNAL MOTIVES

EXTERNAL FACTORS



55%↓

of conversations are anchored on motivations fueled by external factors with a financial impact. **US Hispanics are also more driven by a sense of obligation.**

8%

34%

42%

18%

21%

37%

Obligation

Recover

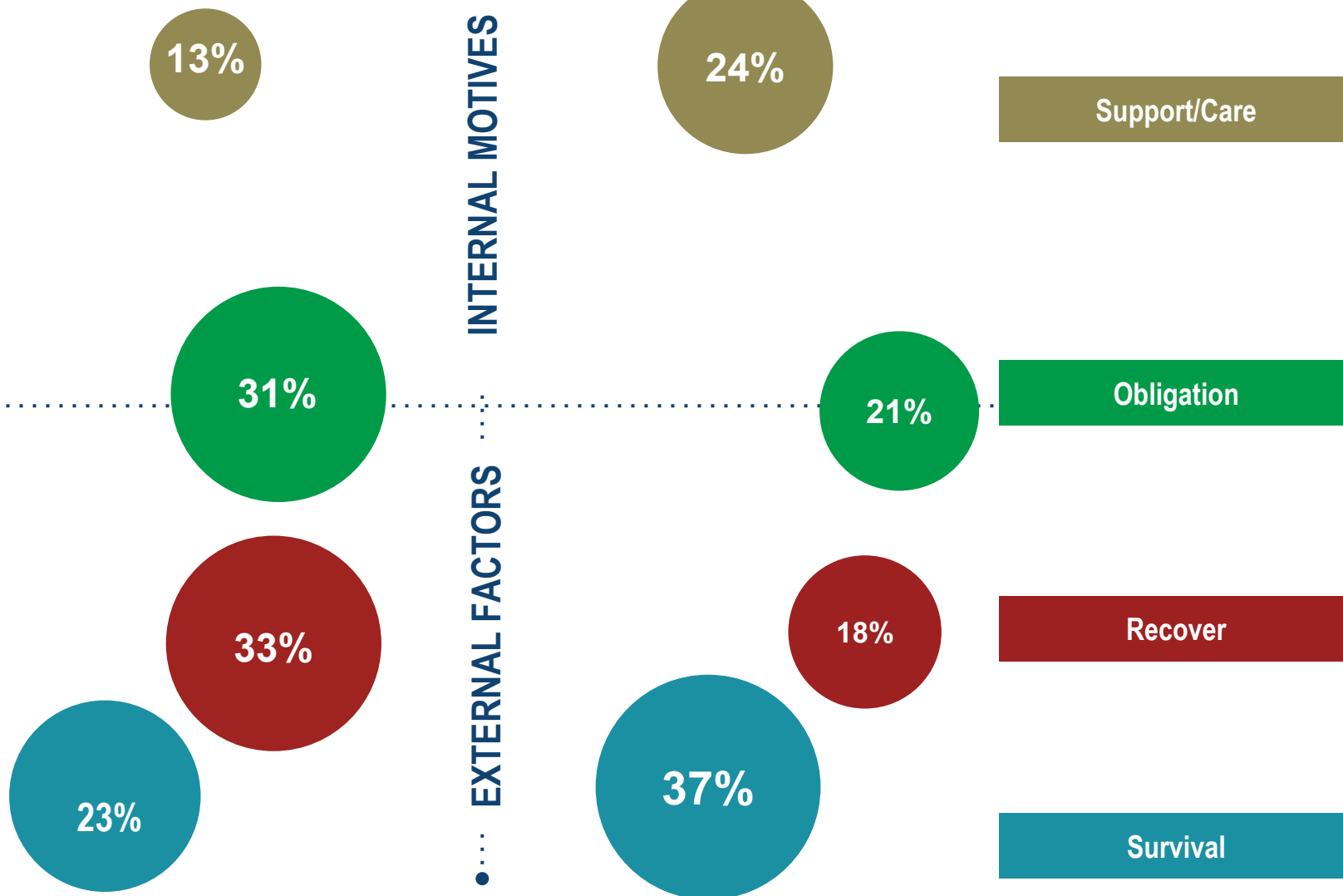
Survival

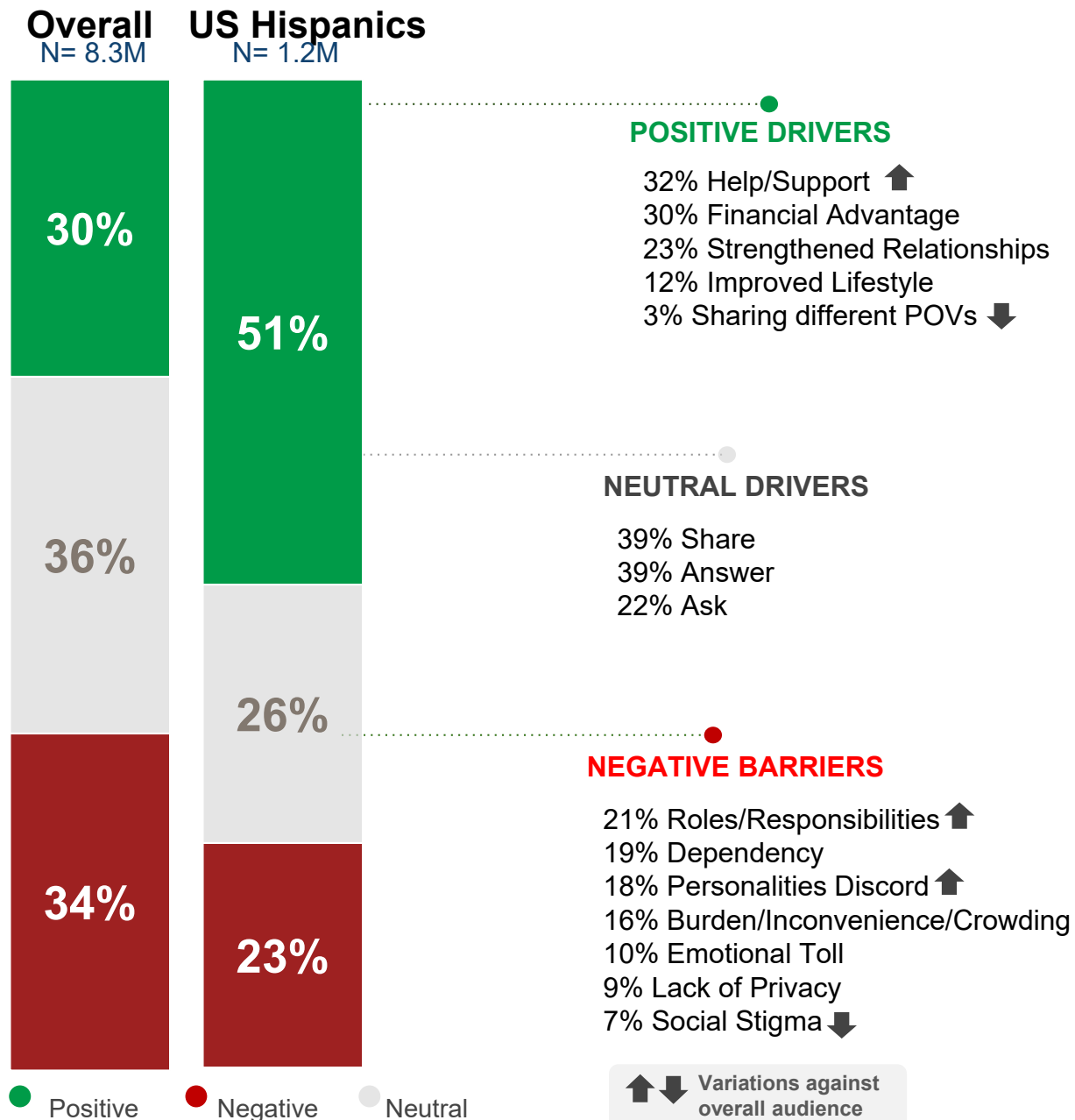


Compared to residents in Latam, during COVID-19, US Hispanics are **2x more driven by support/care** and **1.6x more driven by survival**.

LATAM
MOTIVATIONS
N= 2M

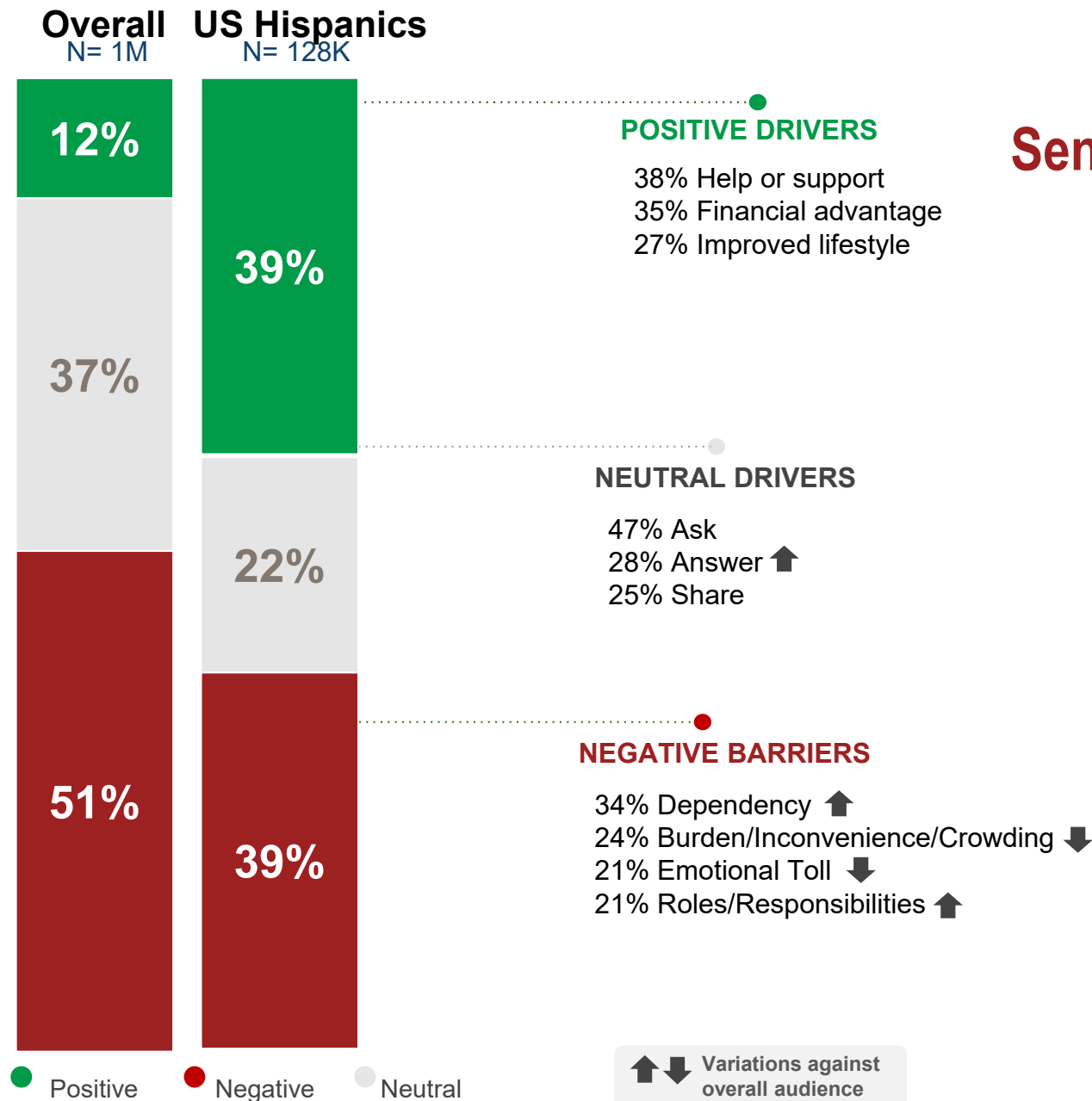
US HISPANICS
MOTIVATIONS
N= 128K





Sentiment, drivers and barriers among US Hispanics

US Hispanics living in a multigenerational household value the help and support they receive as well as having a beneficial financial arrangement. Social stigma is not a significant barrier, but they do face difficulties with the Roles and Responsibilities which may manifest in feelings of inequality or disrespect. They also ask less than other segments, showing some familiarity with this type of living arrangement.



Sentiment, drivers and barriers during COVID-19 among US Hispanics

US Hispanics are the most positive segment mid-COVID, however, they were also previously the most positive segment, and the pandemic has undoubtedly impacted them. In parallel, negative sentiment has drastically increased, the sense of dependency and the emotional toll are affected them much more than residents in Latam.

US Hispanics by generations

US Hispanic Millennials

Social stigma was their #1 barrier (23%). Now, they struggle the most with the **emotional toll** of having to live with other generations just like Boomers in their community (28% of all barriers).

US Hispanic Gen X

The most motivated by **survival** (42% of all their motivations) and struggling the most with the **inconvenience and crowding** (42% of all barriers), just like GenX in Latam.

US Hispanic Boomers

The most motivated by a sense of **obligation** (21% of all their motivations) and struggling the most with **the sense of dependency** (27% of all barriers), just like Boomers in Latam.



ASIAN AMERICANS PRE & MID COVID-19

How COVID 19 impacted Asian Americans' attitudes towards living in a multigenerational household in 3 ways

MOTIVATIONS:

- Of all segments, Asian Americans were the most motivated by a sense of obligation (a cultural trait they shared with residents in Asia) and enhancing their quality of life.
- They were the least motivated by survival and recovery.
- With COVID-19, getting and receiving help becomes their top motivation as they rely on their community to wither the pandemic just like residents in Asia.

SENTIMENT:

Asian Americans are more positive and less negative about multigenerational living than the overall population as it is a custom embraced culturally.

BARRIERS/DRIVERS:

- Struggling with “personality discord” was their main barrier. With COVID-19, this barrier decreased drastically.
- Asian Americans now suffer from crowding the most.
- Finding and getting help/support becomes their top driver to live with others.

↑↓ Variations against overall audience



41% ↑

of conversations lean towards internal motivations.

Asian Americans are 2x more motivated by love, 1.4x more by support/care and 3X more by obligation.

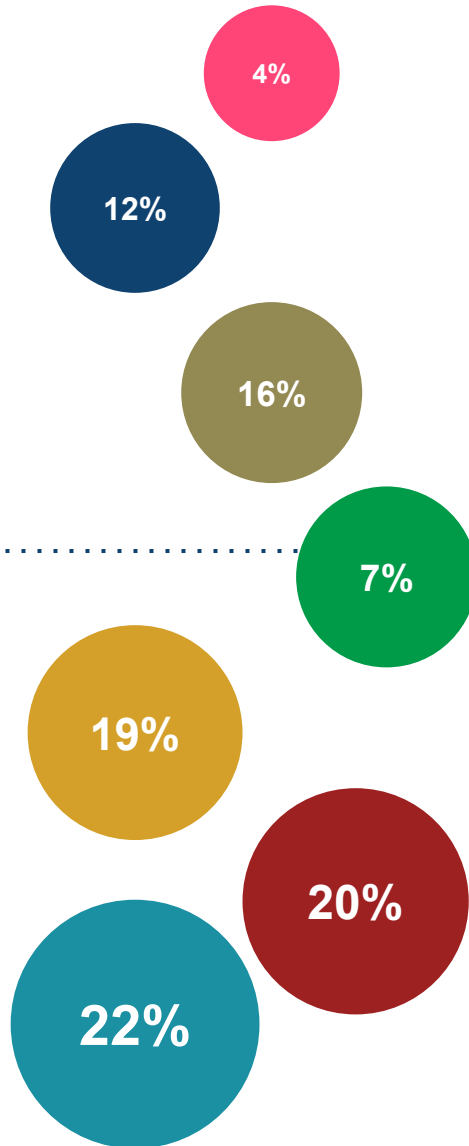


37% ↓

of conversations are anchored on motivations fueled by external factors with a financial impact.

They are 3x less motivated by survival.

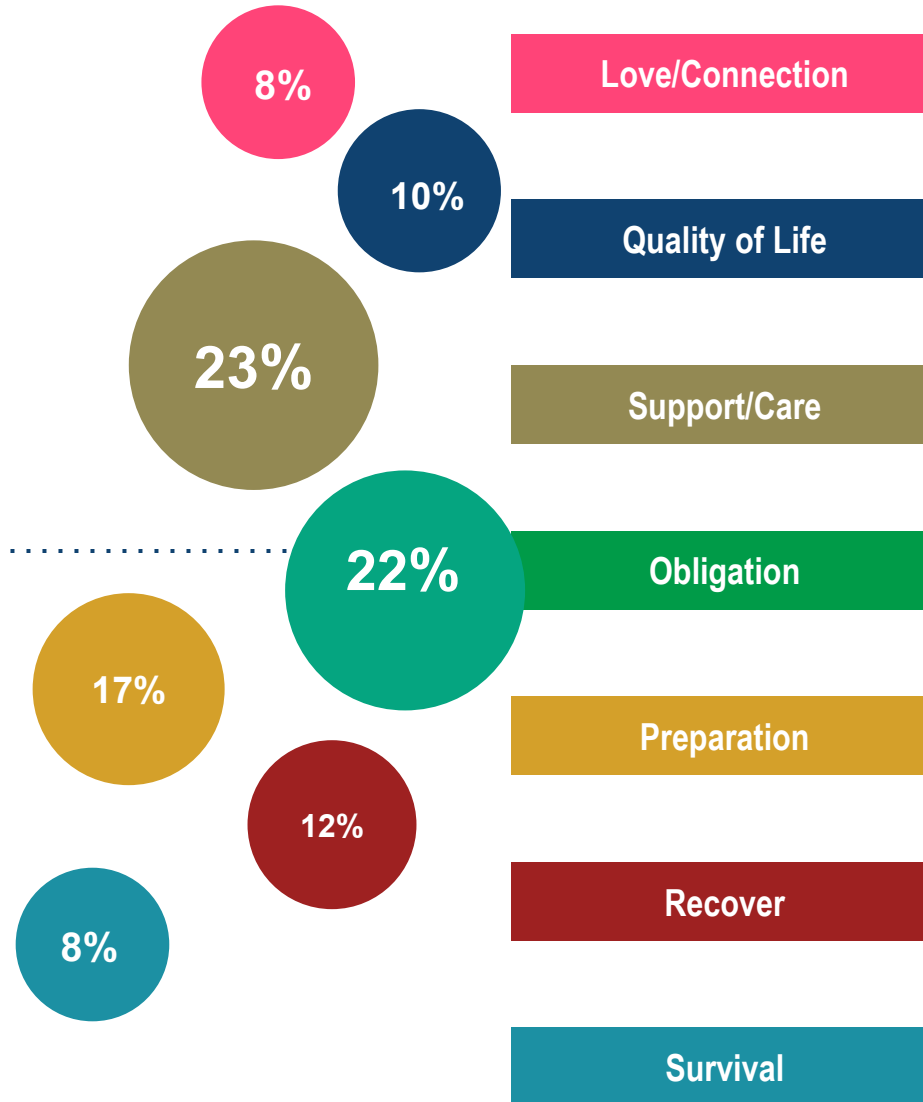
OVERALL US
MOTIVATIONS
N= 8.3M



ASIAN AMERICANS
MOTIVATIONS
N= 594K

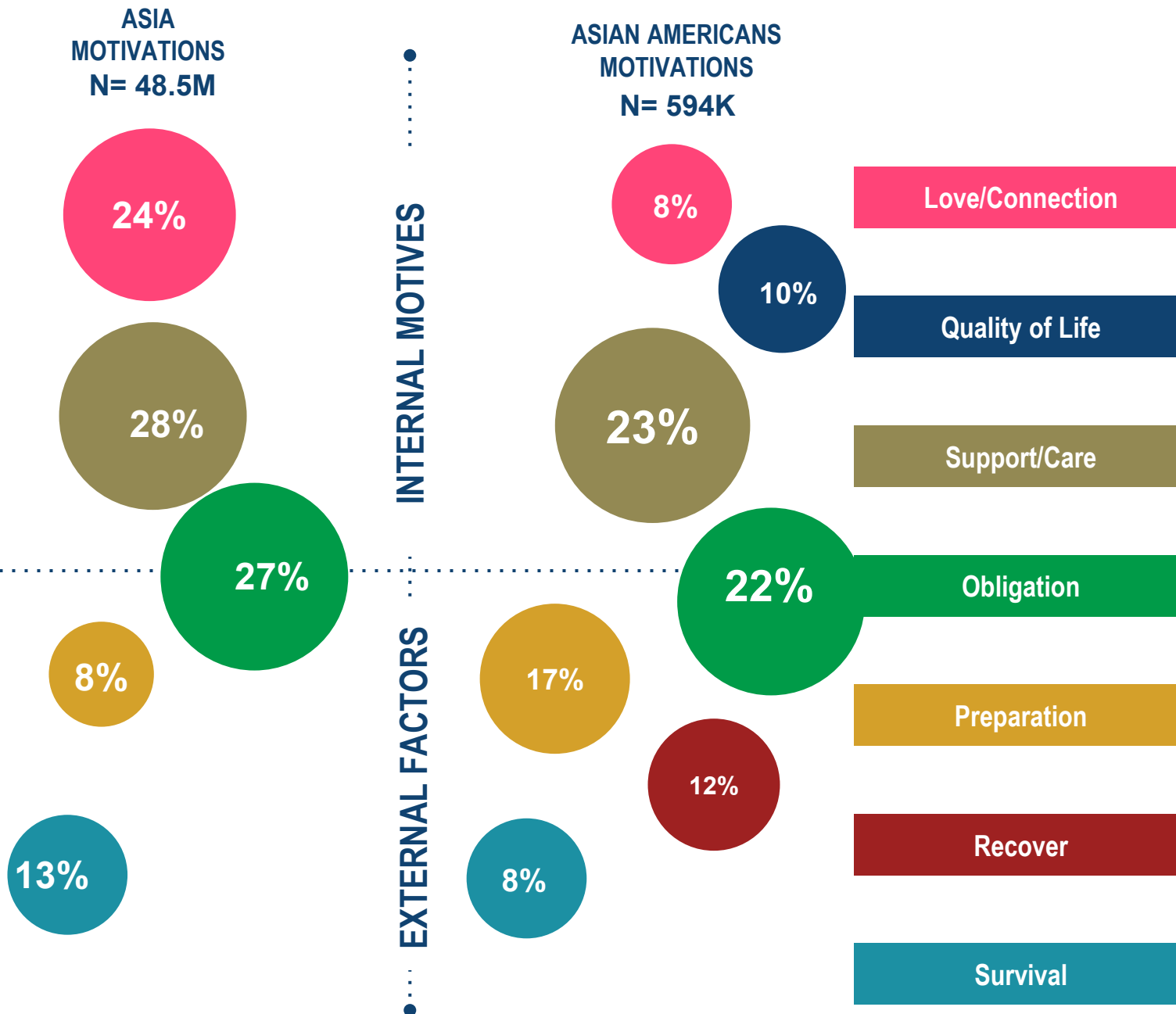
INTERNAL MOTIVES

EXTERNAL FACTORS





Compared to residents in Asia, Asian Americans were more driven by “**Quality of life**”, “**preparation**” and “**recover**”.



↑↓ Variations against overall audience

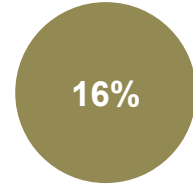


31% ↑

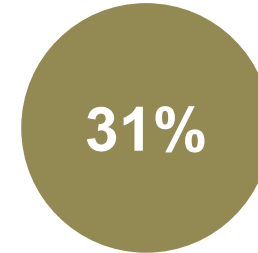
of conversations lean towards internal motivations.

Asian Americans are 2X more motivated by support and care.

OVERALL
MOTIVATIONS
N= 1M



ASIAN AMERICANS
MOTIVATIONS
N= 23K



Support/Care

INTERNAL MOTIVES

EXTERNAL FACTORS



56% ↓

of conversations are anchored on motivations fueled by external factors with a financial impact.

They are 1.6X more motivated by cultural obligation vs. overall.

8%

34%

42%

13%

Obligation

22%

Recover

34%

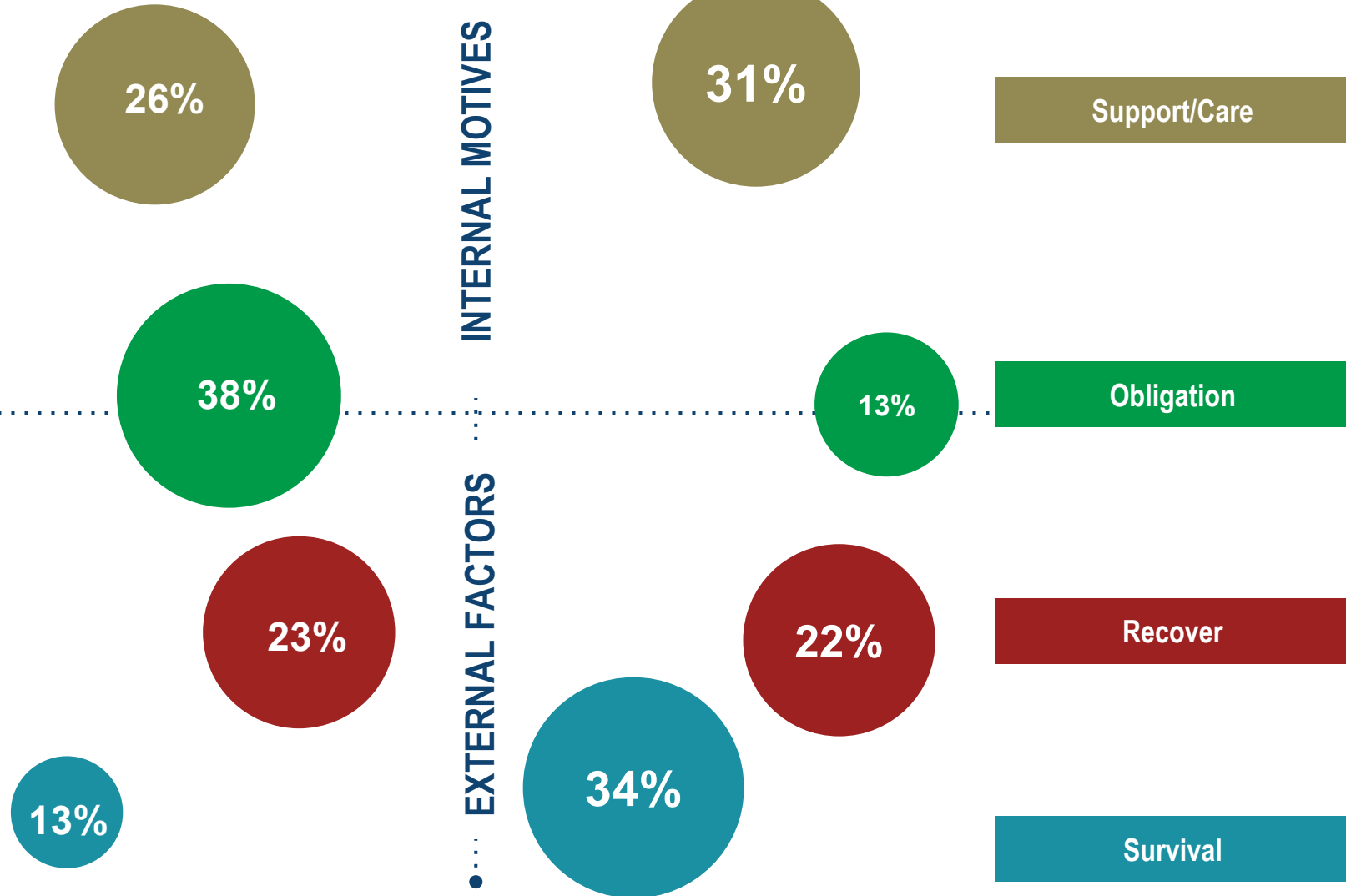
Survival

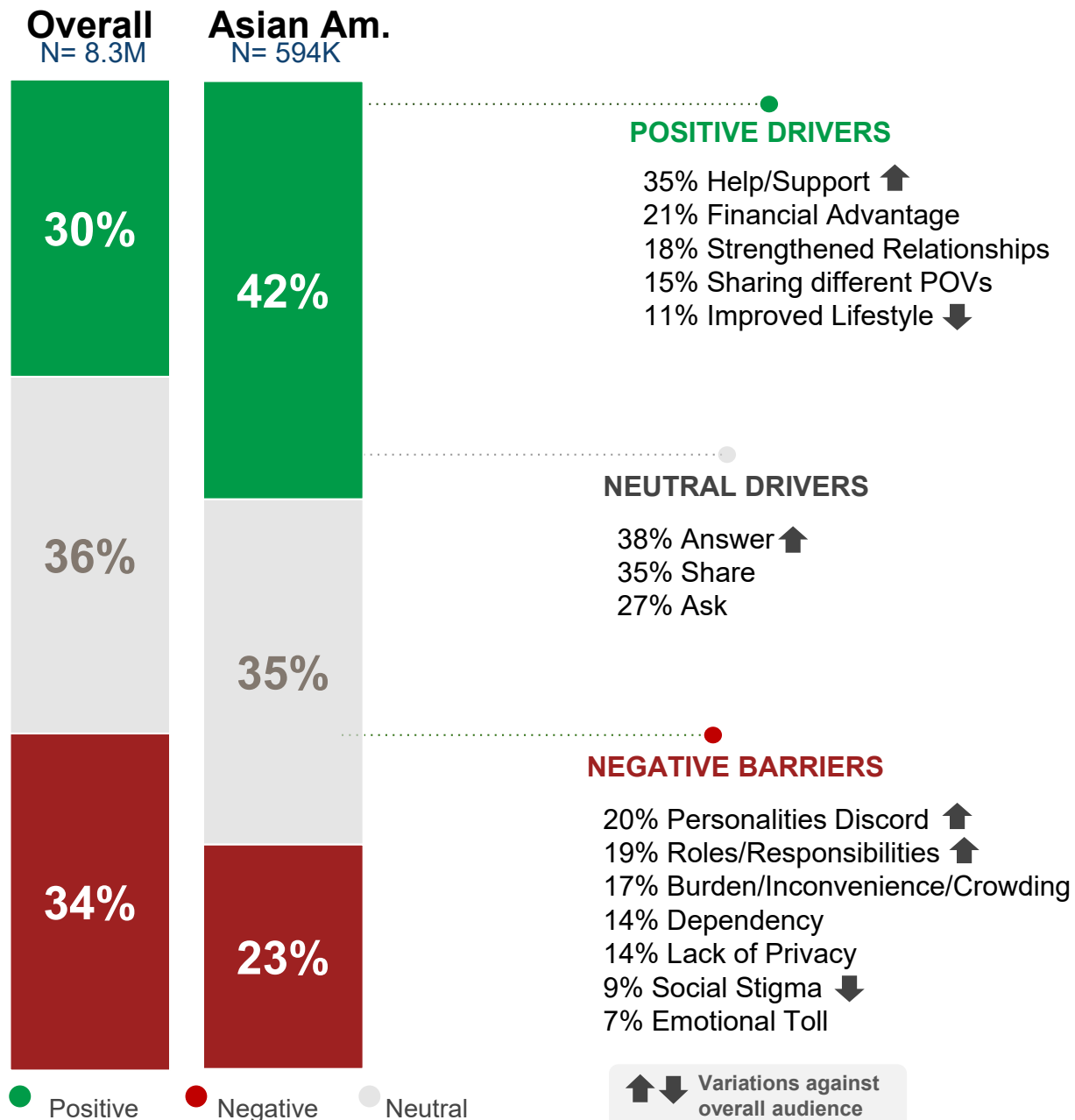


Compared to residents in Asia, mid-COVID, Asian Americans are **2.6x more driven by “Survival”** and **3x less by obligation.**

ASIA
MOTIVATIONS
N= 4.4M

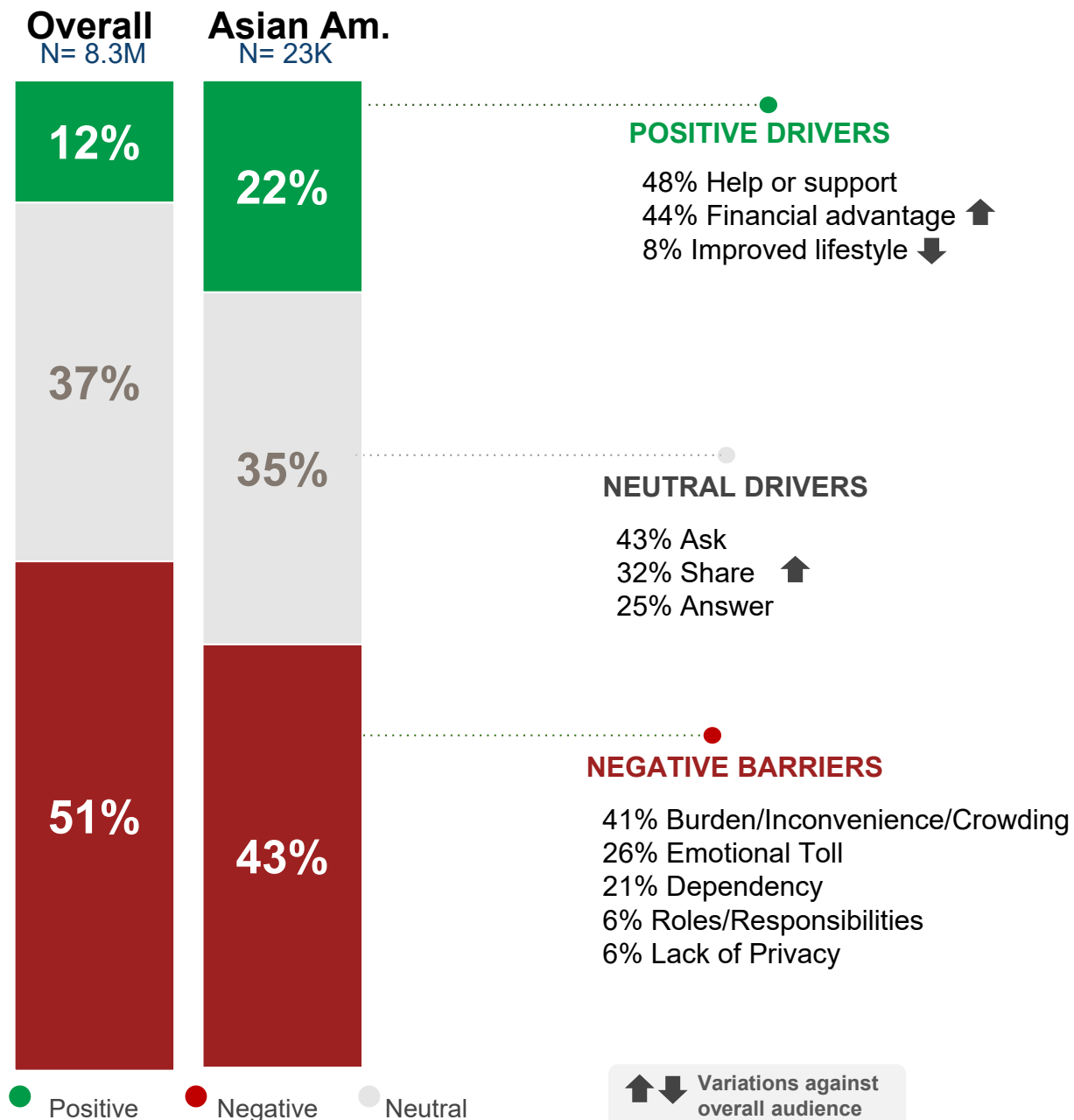
ASIAN AMERICANS
MOTIVATIONS
N= 23K





Sentiment, drivers and barriers Asian Americans

Asian Americans saw the benefits of living in a multigenerational household when considering the help and support they receive as well as the economic advantages it entails. Emotional toll and Social Stigma are not significant barriers, but they do struggle with Personality Discord and Roles/Responsibilities.



Sentiment, drivers and barriers during COVID-19 among Asian Americans

Just as US Hispanics, the Asian American community has a longstanding tradition of multigenerational living, meaning that while they have been affected by the pandemic, they still display higher positivity than the overall population. This may be due to the fact that they are relying on Help or Support as well as seeing the great Financial Advantages that come along with it. Lack of privacy is 3x less of a barrier than for residents in Asia.

Asian Americans by generations

Asian American Millennials

Crowding was their #1 barrier (31%). Now, they struggle with the **emotional toll** of having to live with other generations (37% of all barriers).
Twice less motivated by obligation than Millennials in Asia.

Asian American Gen X

The most motivated by **survival** (39% of all their motivations) just like GenX in Asia and struggling the most with the **inconvenience and crowding** (44% of all barriers).

Asian American Boomers

The most motivated by a sense of **obligation** (22% of all their motivations) and struggling the most with **the emotional toll** (41% of all barriers), just like Boomers in Asia.

Key Findings

**US vs. other international
regions
PRE-COVID & MID-COVID**

How COVID 19 impacted people's attitudes towards living in a multigenerational household around the globe

MOTIVATIONS:

People's motivations to consider multigenerational living have homogenized during the pandemic focusing on surviving/recovering as well as finding/giving support. Obligation is still a key motivation in Latam and Asia.

SENTIMENT:

People in Latam and Asia have retained strong positive sentiment towards such living arrangement as it is part of their culture.

BARRIERS:

Some barriers are shared such as the crowding but each region also has their own specific barriers.

What motivates people from different regions to consider and adopt living in a multigenerational household?

PRE-COVID

INTERNAL MOTIVES

MOTIVATIONS

Love/Connection

Quality of Life

Support/Care

Obligation

Preparation

Recover

Survival

EXTERNAL FACTORS

Overall US

Europe

LatAm

Asia

4%

12%

16%

7%

19%

20%

22%

11%

22%

10%

19%

17%

21%

32%

28%

25%

15%

24%

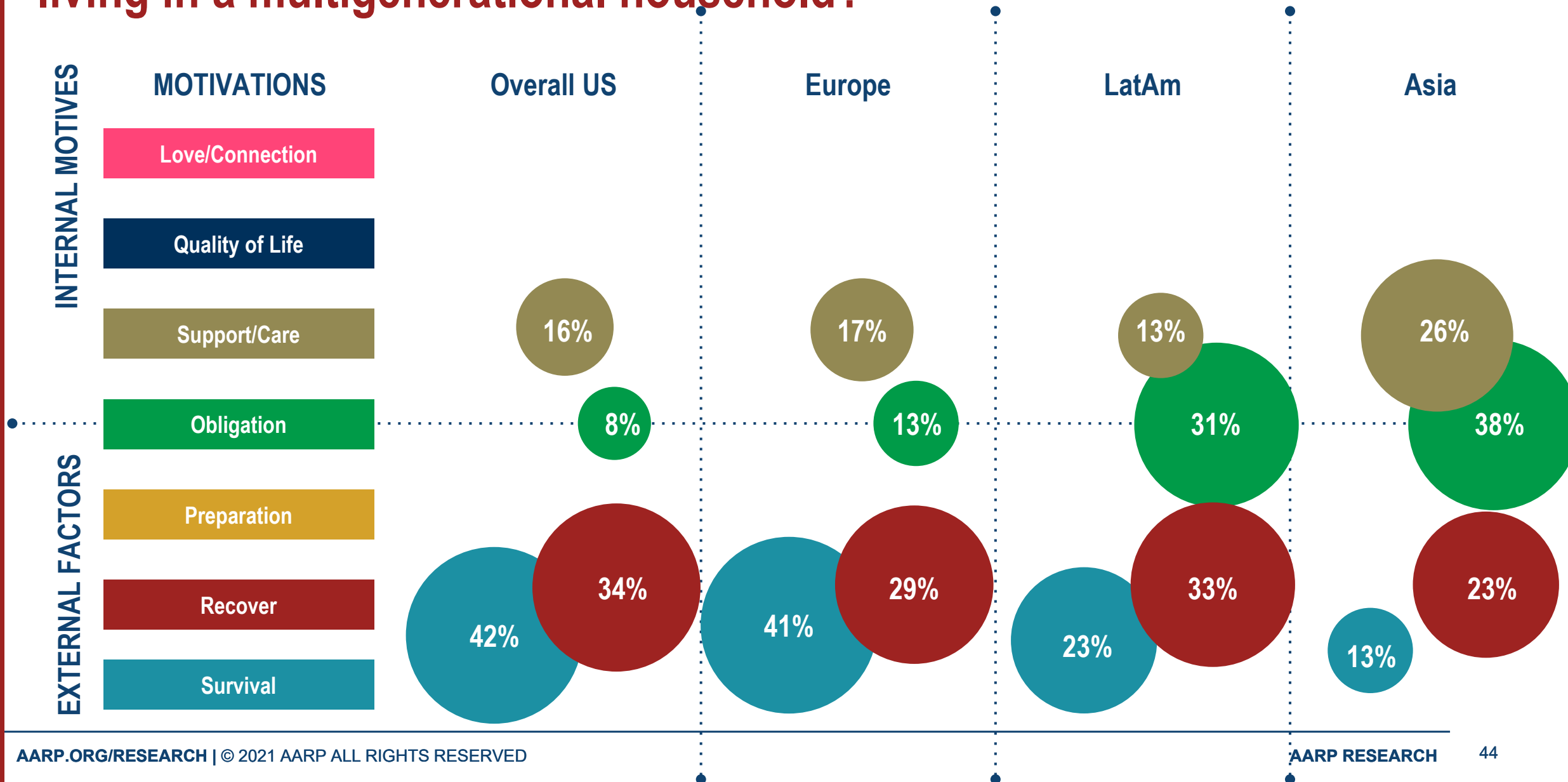
28%

27%

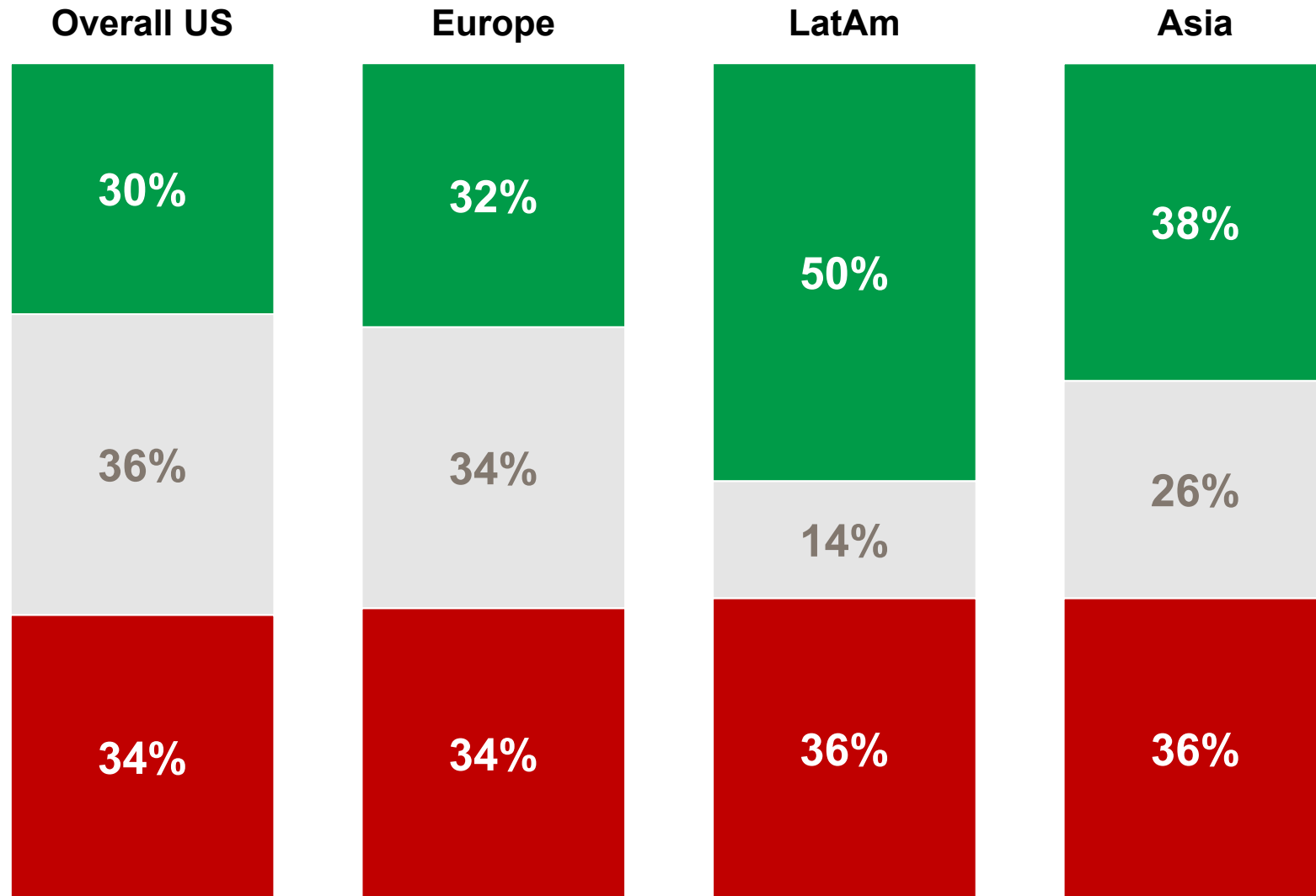
8%

13%

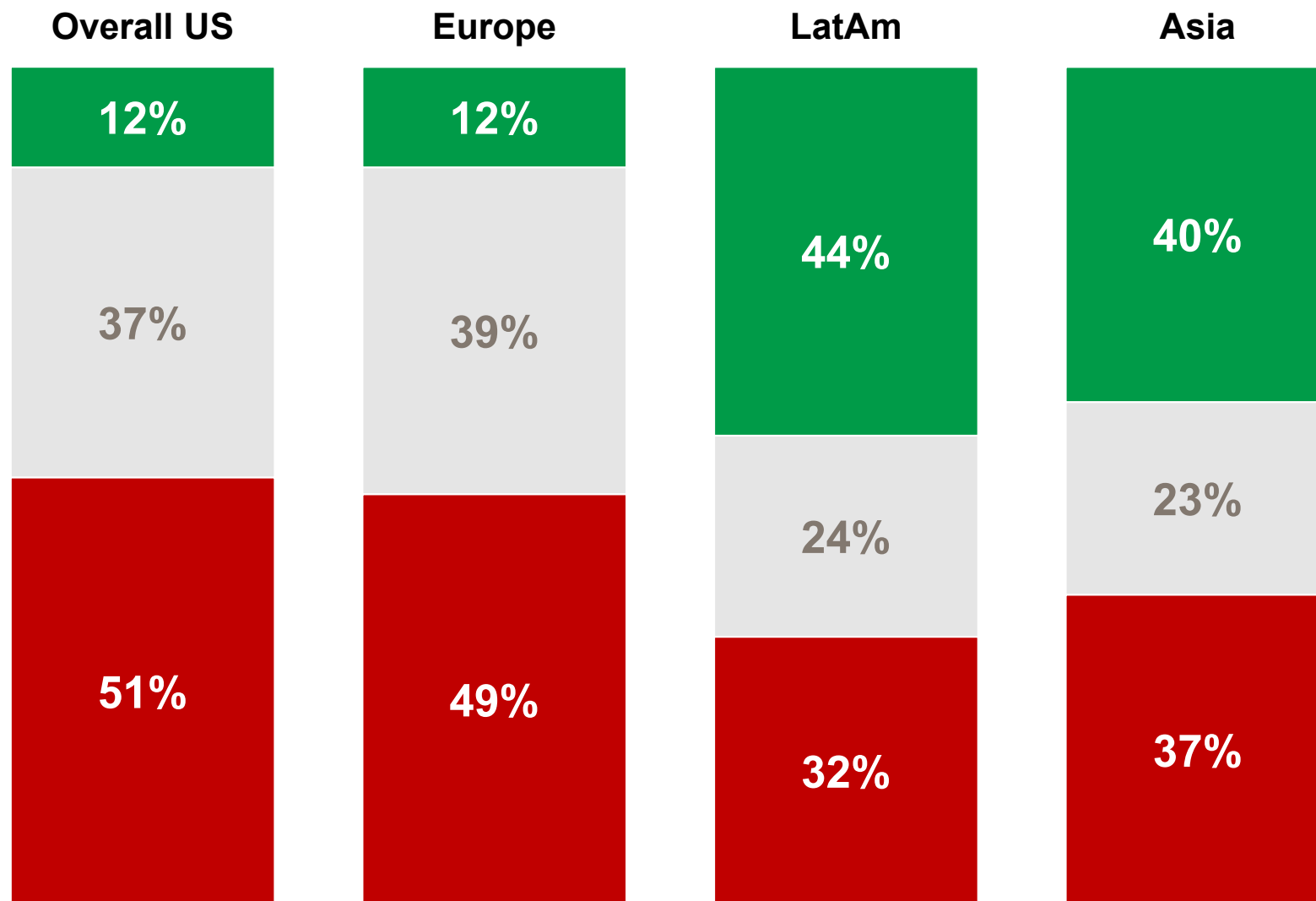
What motivates people from different regions to consider and adopt living in a multigenerational household?



How do people from different regions feel about living in a multigenerational household?



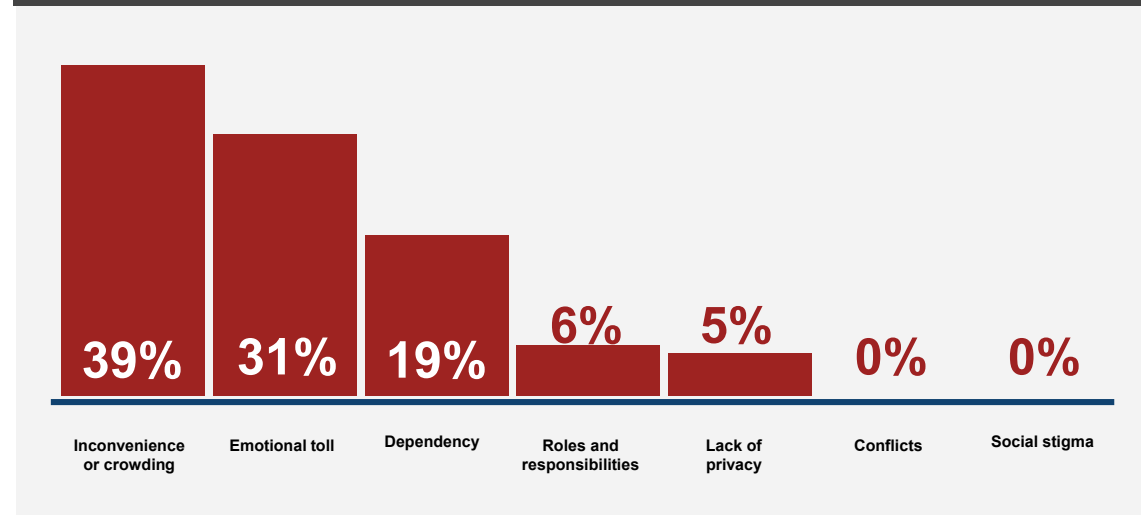
How do people from different regions feel about living in a multigenerational household?



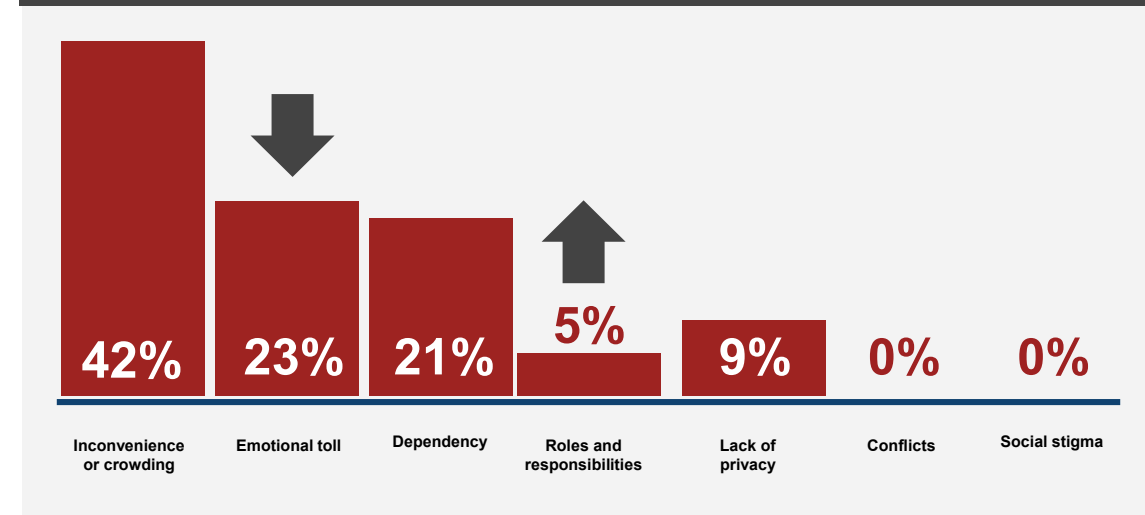
What drives negative sentiment?

↑↓ Variations against overall US

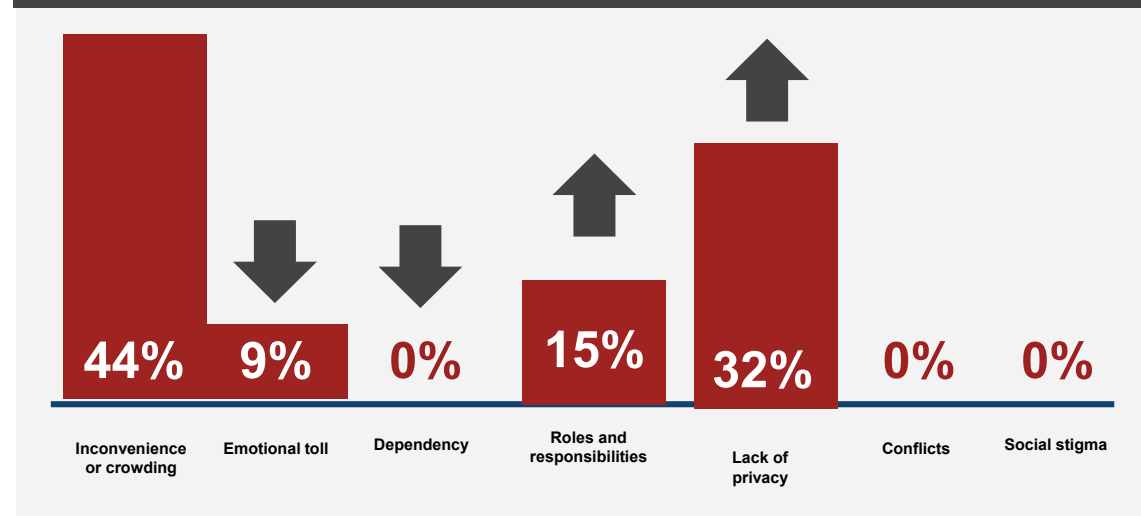
Overall US N=510K



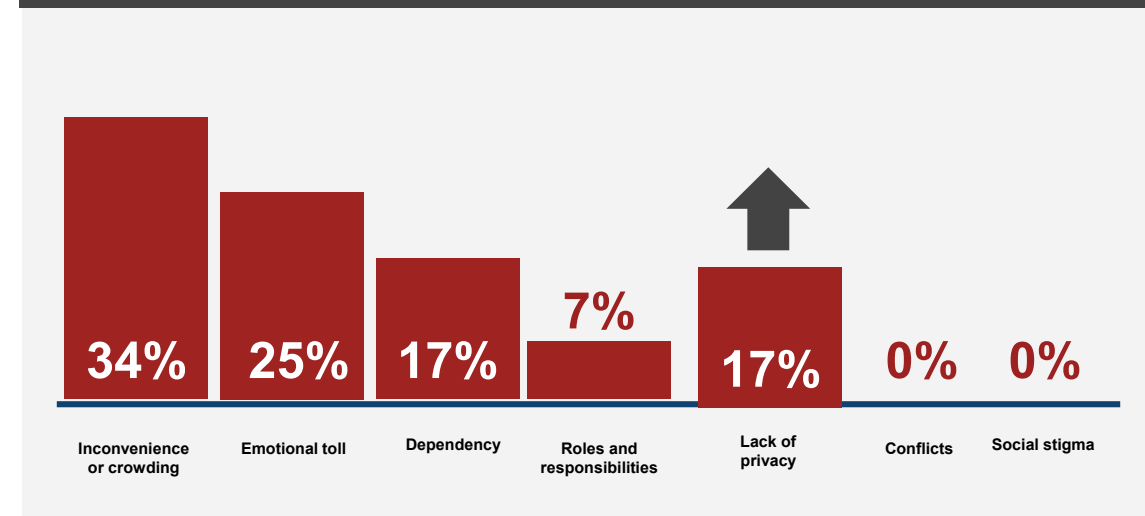
Europe N=686K



LatAm N=640K



Asia N=1.6M



Key takeaways

COVID-19 has impacted the way people consider multigenerational living in the U.S.

- People consider this living arrangement because of external factors (i.e., surviving or recovering from the economic pressure) more than in the past.
- People are less positive and more negative about such a living arrangement than in the past. Key reasons are the inconvenience of living in a crowded environment and the emotional toll on moving in with other generations.

Diverse segments in the U.S. approach multigenerational living differently. Understanding their idiosyncrasies and the culture's impact is key to overcoming the barriers of living together and encouraging such a living arrangement.

Implications for policy/program work



**Shine a
positive light**



**Guide
policy work**

**What it
means
for
AARP**

Change the conversation to dispel the negativity by showing successful stories and equipping people with practical advice on how to live together in an harmonious way.

Advocate for different types of housing to overcome the most common barriers

Thought starters:

- Testimonials
- “How to” guide to multigenerational living
- Community for people to discuss and share experiences and strategies to make multigenerational living work

Thought starters:

- Focus on advocating for spaces that address crowding and increase a sense of privacy even while living with others

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Page 9: Standard Findings image

Page 15: Standard Findings image

Page 16: <https://www.gettyimages.com/detail/photo/cheerful-grandparents-enjoying-with-granddaughters-royalty-free-image/1176846097?adppopup=true&uilo>

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Page 41: Standard Findings image

About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.



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The report and fact sheets can be accessed
at www.aarp.org/multigenhome2020.