

# DRIVERS & BARRIERS TO LIVING IN A MULTIGENERATIONAL HOUSEHOLD

PRECOVID- MIDCOVID

September 2020



# Challenge

AARP is looking to unveil insights around a key topic of interest: multigenerational living 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 multigenerational living 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 happening anywhere, not just on social media, 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



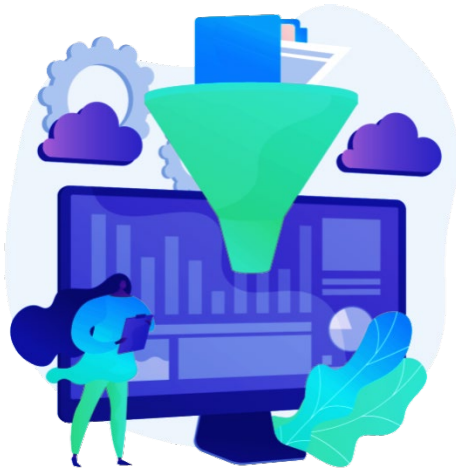
Forbes





# How It Works

Our proprietary algorithm uses leading AI, Natural Language Processing (NLP), machine learning and big data tools to 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 DISCUSSION

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 create strategy, messaging, marketing and promotions.

*Quantitative analysis of qualitative data, in days instead of months*



# Key Burning Questions

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

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?

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# Universe of Conversations Mined

## PRE-COVID

Feb. 1, 2019 - Feb. 29, 2020

*N Values*

**Overall** **8,283,384**

50+ 4,034,934

Black American 1,573,385

Hispanic 1,228,283

Asian American 594,384

2 Generations 2,673,283

3 Generations 1,423,845

Grandfamily 818,697

*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.*

## MID-COVID

Mar. 1, 2020 - Jun. 23, 2020

*N Values*

**Overall** **1,002,284**

50+ 294,394

Black American 187,284

Hispanic 128,394

Asian American 23,293

2 Generations 368,485

3 Generations 126,273

Grandfamily 23,394

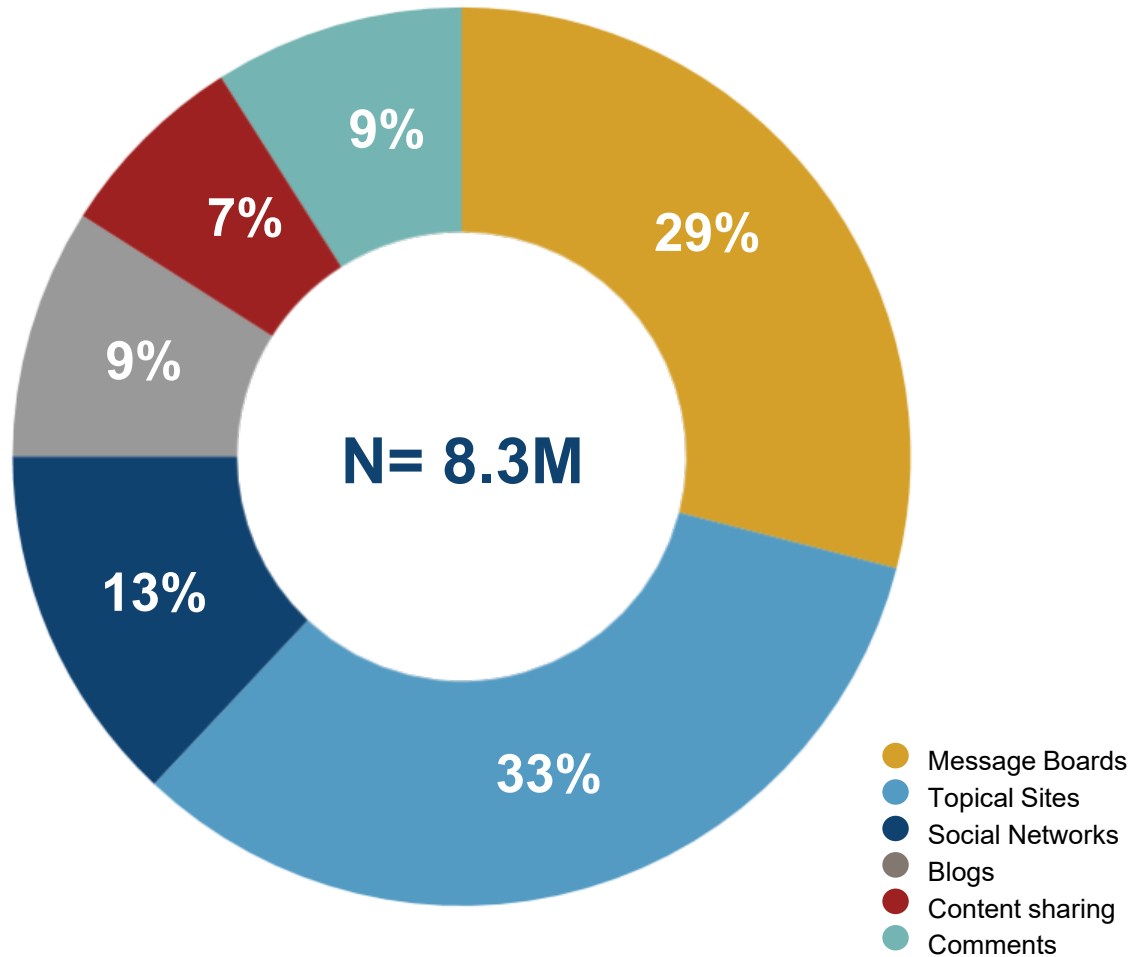
# Key Findings

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.

**Overall Population  
PRE-COVID**



# 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**

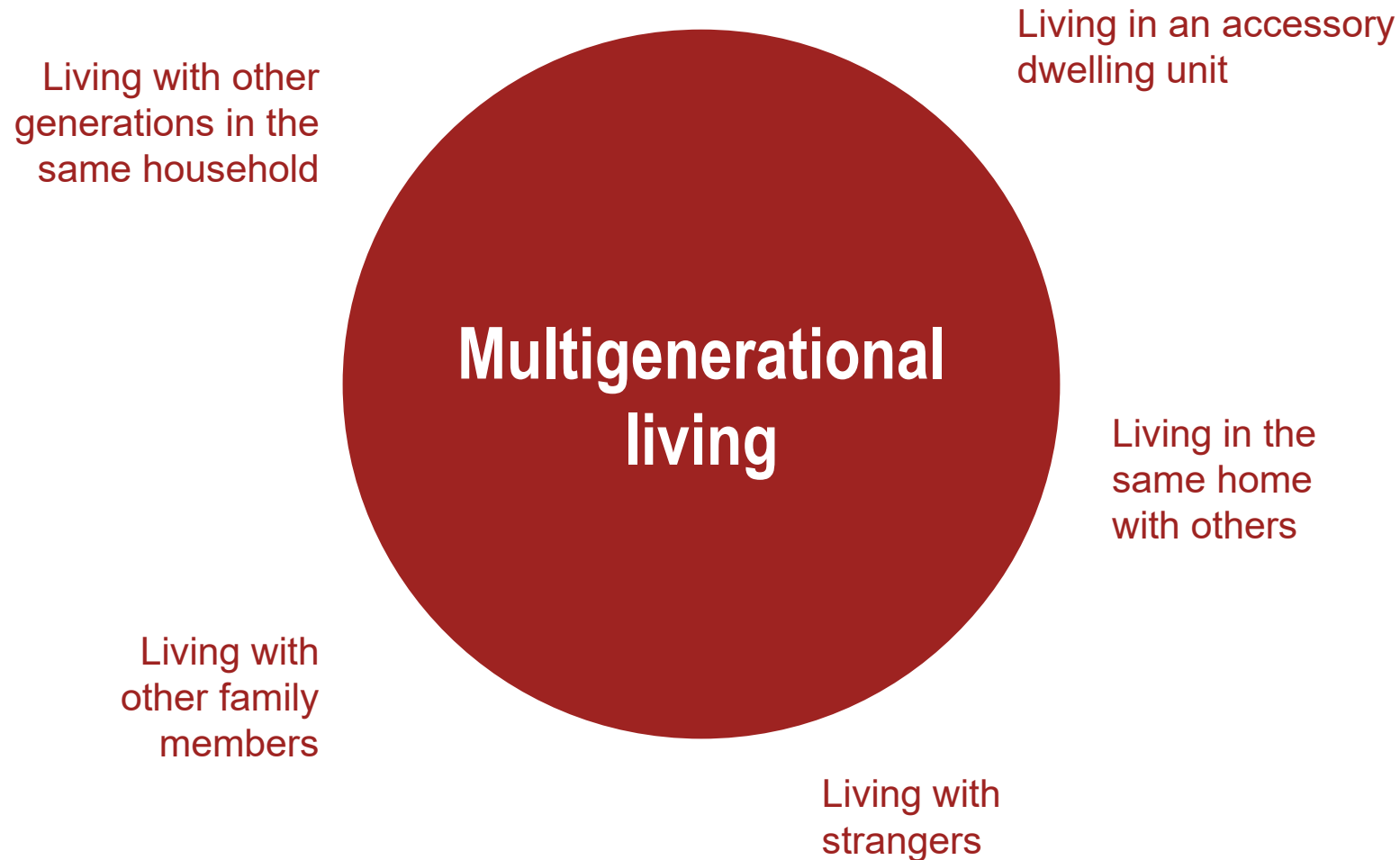
*Comments are conversations happening on a comment box*

# Topic Analysis

A photograph of two men sitting on a couch in a living room. The man on the left is older, with grey hair, wearing a blue and white checkered shirt. The man on the right is younger, with dark curly hair and a beard, wearing a brown sweater. They are both looking at each other and gesturing with their hands, appearing to be in a conversation. The background shows a window with light-colored curtains.

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

# What multigenerational living means for us...





## *A much broader concept*



- **ADAPTATION TO CHANGE**  
required when the decision is made  
(moving back, temporary,  
adjustments, etc.)

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

N= 8.3M



## PERSONAL SITUATIONS

They share their personal experience

*“My wife and 2 kids (under 5) moved back to my hometown. It was a cross-country move so we stayed with my parents for 18 months, which provided the capstone for our down payment for our own house. It was tough at times (for everyone) but certainly worth it. Any longer and I would have worried about long term relationship damage though.”*

## TRIGGERING CIRCUMSTANCES

They discuss what triggered the decision

*“All it took was my mom breaking her wrist badly. She has lived with us for over 4 years now. We aren’t planning on asking her to leave and probably never will. We are in our early 30’s and already lost the battle. Part of the issue may be that we are Hispanic. We don’t tend to send away our parents.”*

## CHALLENGES OF LIVING TOGETHER

They expose the challenges of living with others

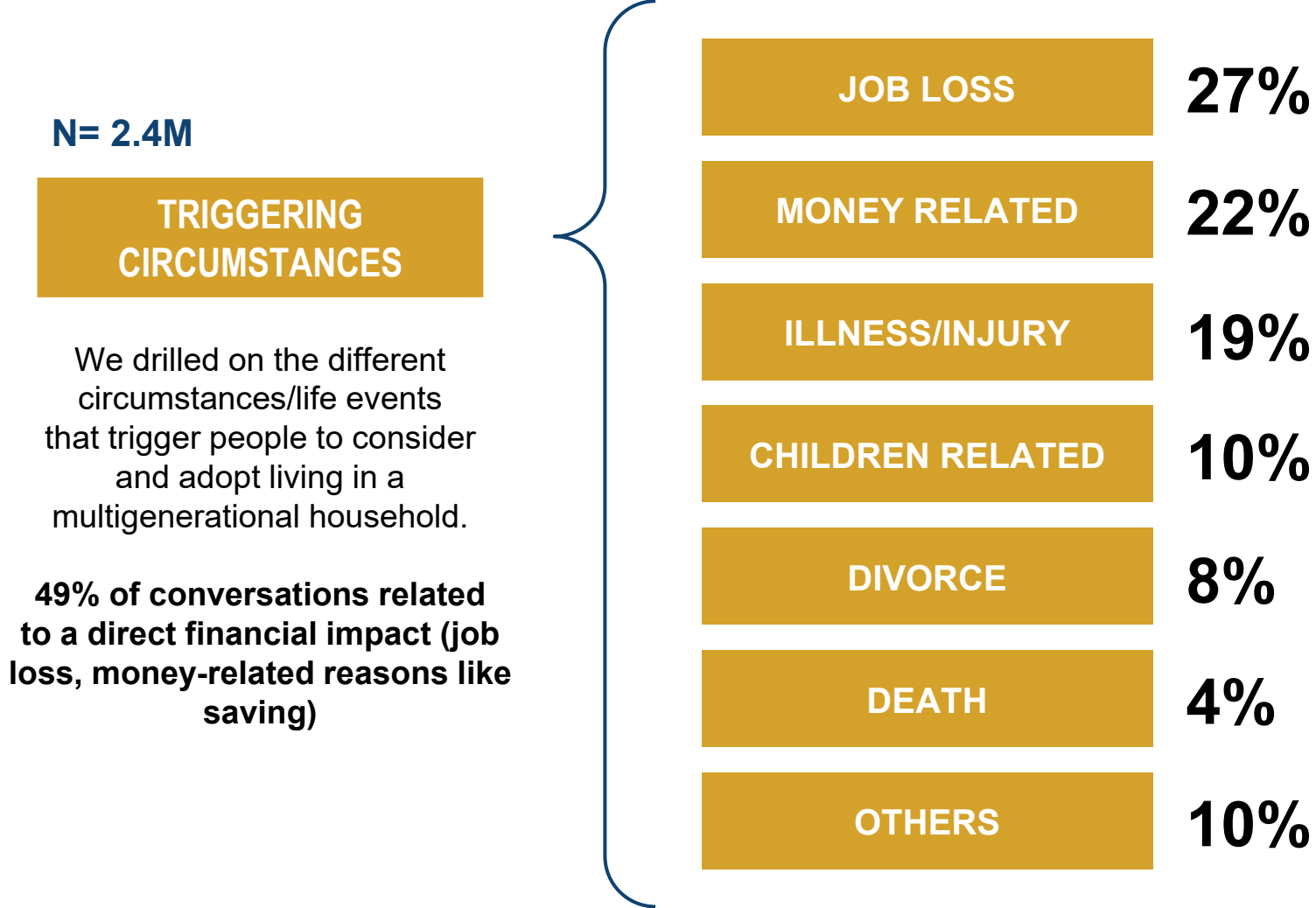
*“We pay rent, buy groceries etc but I still hate it here. Feels like I been sentenced to life without possibility of parole. I’m youngest person here by at least 19 years. My fun consists of running errands to Walmart where I can get a few minutes away. I love my family, just wish I didn’t have to live with them. Has also been hard on marriage. 😞”*

## BENEFITS OF LIVING TOGETHER

They describe the benefits of living with others

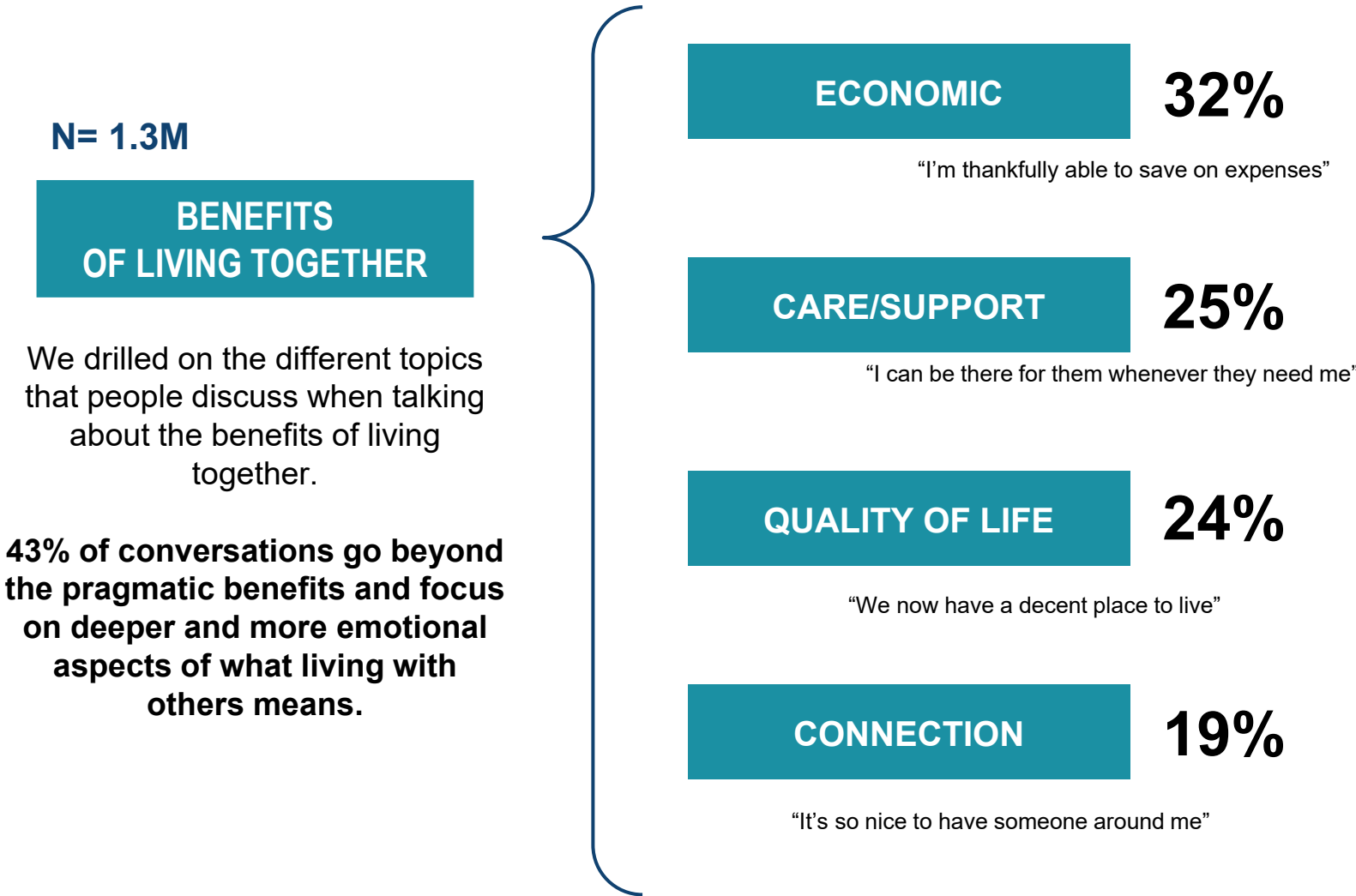
*“I just moved in with my step dad. I’m running a business and want to save money. I’ve lived on my own since 21. I’m now 34. He could use the extra rent money and help around the house. Turning into a win-win for everyone. I could have rented another place. I chose to help out the family and keep expenses cheap for everyone.”*

# What are the triggering circumstances to consider living with other generations prior to COVID 19?





# What benefits of living together are people discussing?



# Motivations Analysis



**What motivates people to consider and adopt living in a multigenerational household?**

# Motivations for living in a multigenerational household:

The reasons why people consider living in a multigenerational household. Motivations can be fueled by internal or external factors.



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.





32%

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

INTERNAL MOTIVES

## MOTIVATIONS

N= 8.3M

Love/Connection

Quality of Life

Support/Care

Obligation

Preparation

Recover

Survival



61%

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

12%

4%

16%

7%

19%

20%

22%

# Sentimeter Analysis

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



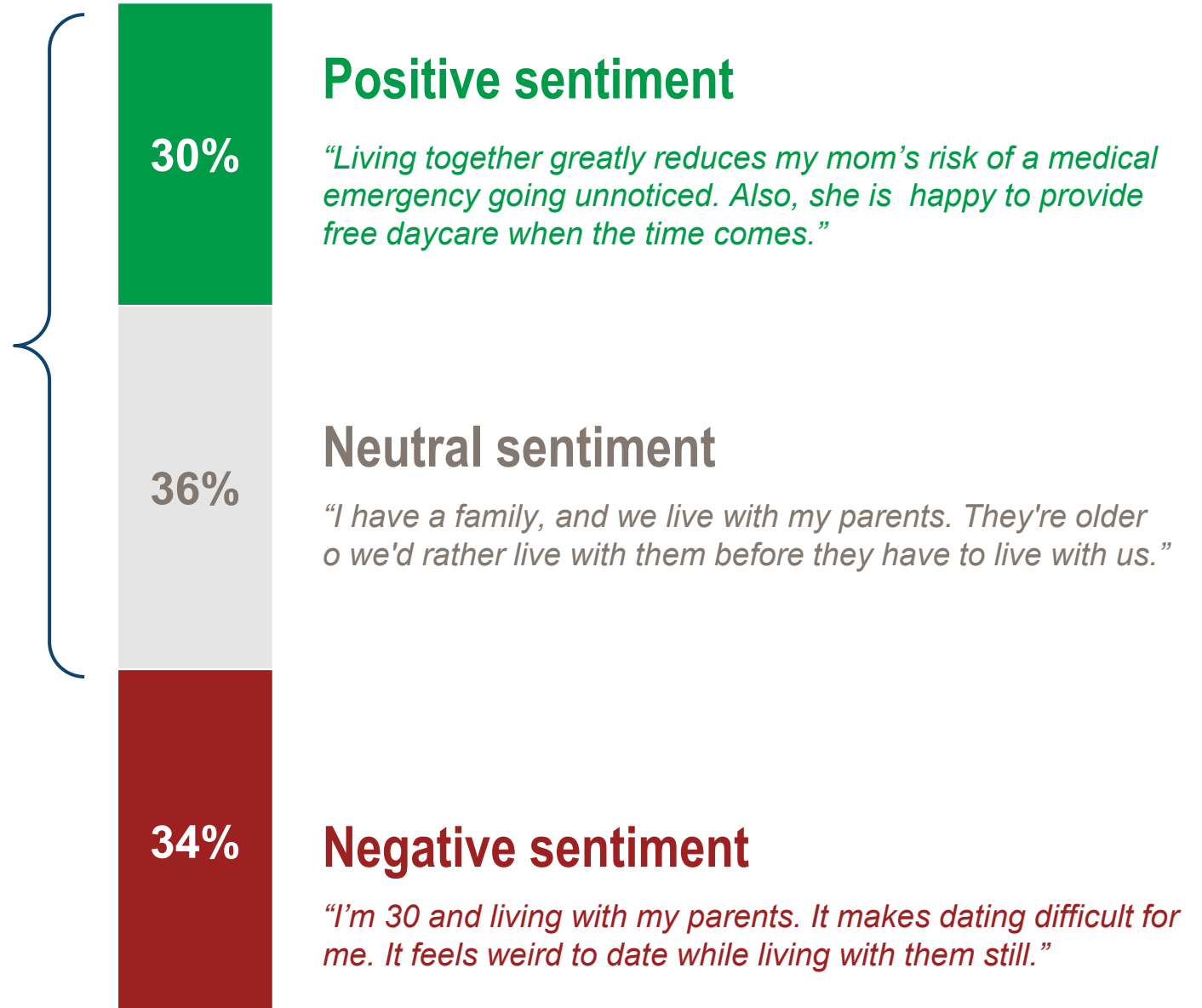
## Sentiments' drivers and barriers:

Positive drivers and negative barriers are the perceived benefits or pain points associated with living in a multigenerational household. They drive the positive or negative sentiment towards this topic.

# An opportunity to convert more people

**66%** of the conversations show that people tend to look on the bright side of this living arrangement or have yet to form an opinion, which might be seen as an opportunity to turn them into positive.

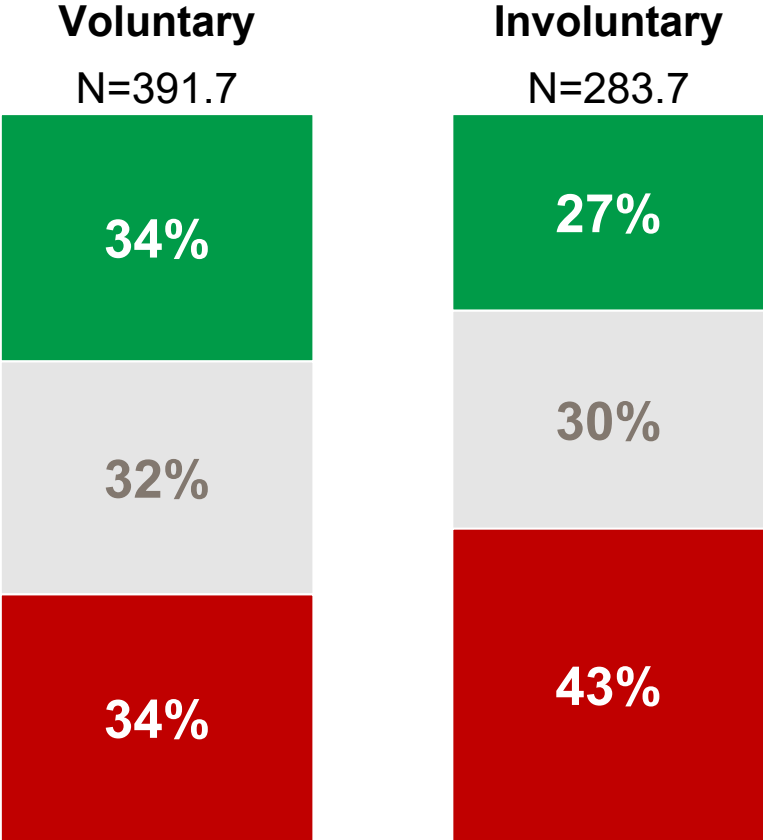
**N= 8.3M**



# Voluntary vs. Involuntary multigenerational household sentiment prior to COVID 19

When it comes to multigenerational households living together in a *voluntary* setting, the segments had a **split positive and negative sentiment** towards their living situation prior to COVID.

However, multigenerational households that lived together *involuntarily* before the pandemic were **1.3x more negative** towards their living situation.



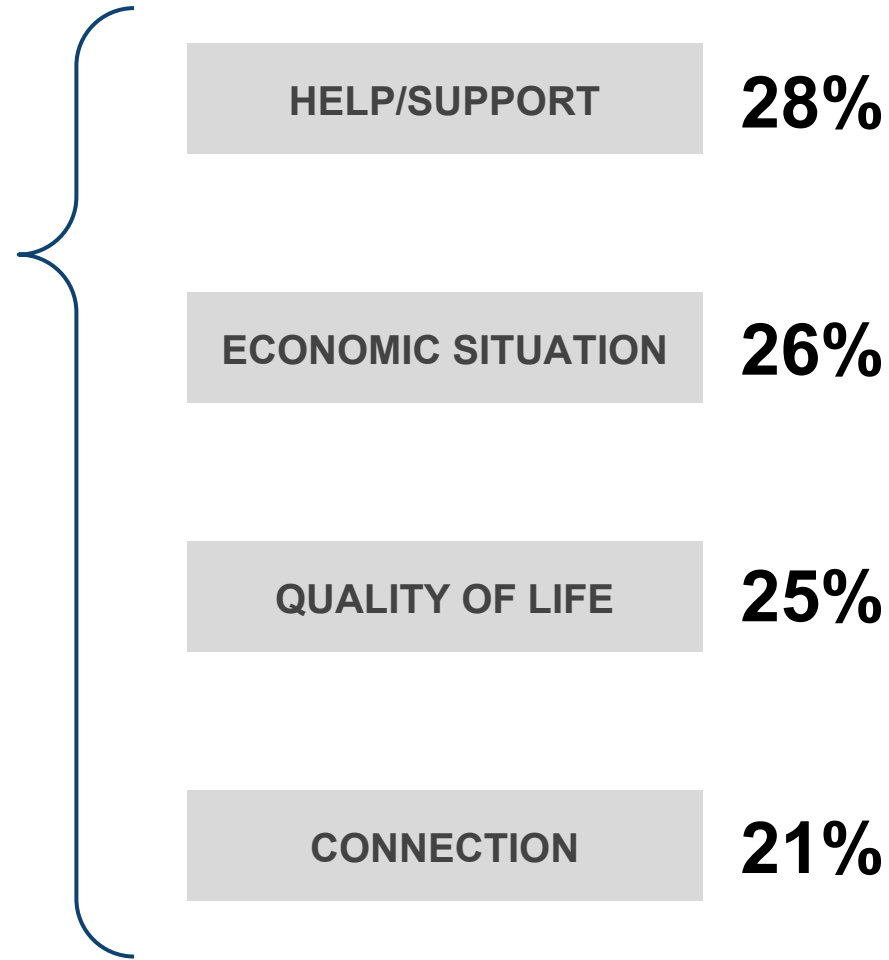


# People who voluntarily move in a multigenerational household, discuss the circumstances that triggered their decision

N=391.7

**The topics are similar to the benefits of living together that the overall sample discuss.**

However they focus a little bit more on the **pragmatic benefits** such as seeking support or alleviate their economic situation: **54%**



# The bright side

N= 2.4M

The drivers to living in a multigenerational household can be understood in two categories:

1. Practical drivers
2. Emotional or intellectual drivers

## FINANCIAL ADVANTAGE

*“Allowed us to save our down payment for our own house that would have been out of reach otherwise.”*

## HELP OR SUPPORT

*“LOVE the built-in daycare!!”*

## IMPROVED LIFESTYLE

*“Was working mad hours, was hardly ever home. Moved back in with the parents, saved a shit load of money, cut down on commute and actually had chill time.”*

## STRENGTHENED RELATIONSHIPS

*“My parents are very warm and inviting people so they've offered several times to have us there, also on the plus side is that they also have 5 dogs so we'll have furry companions to hangout with too.”*

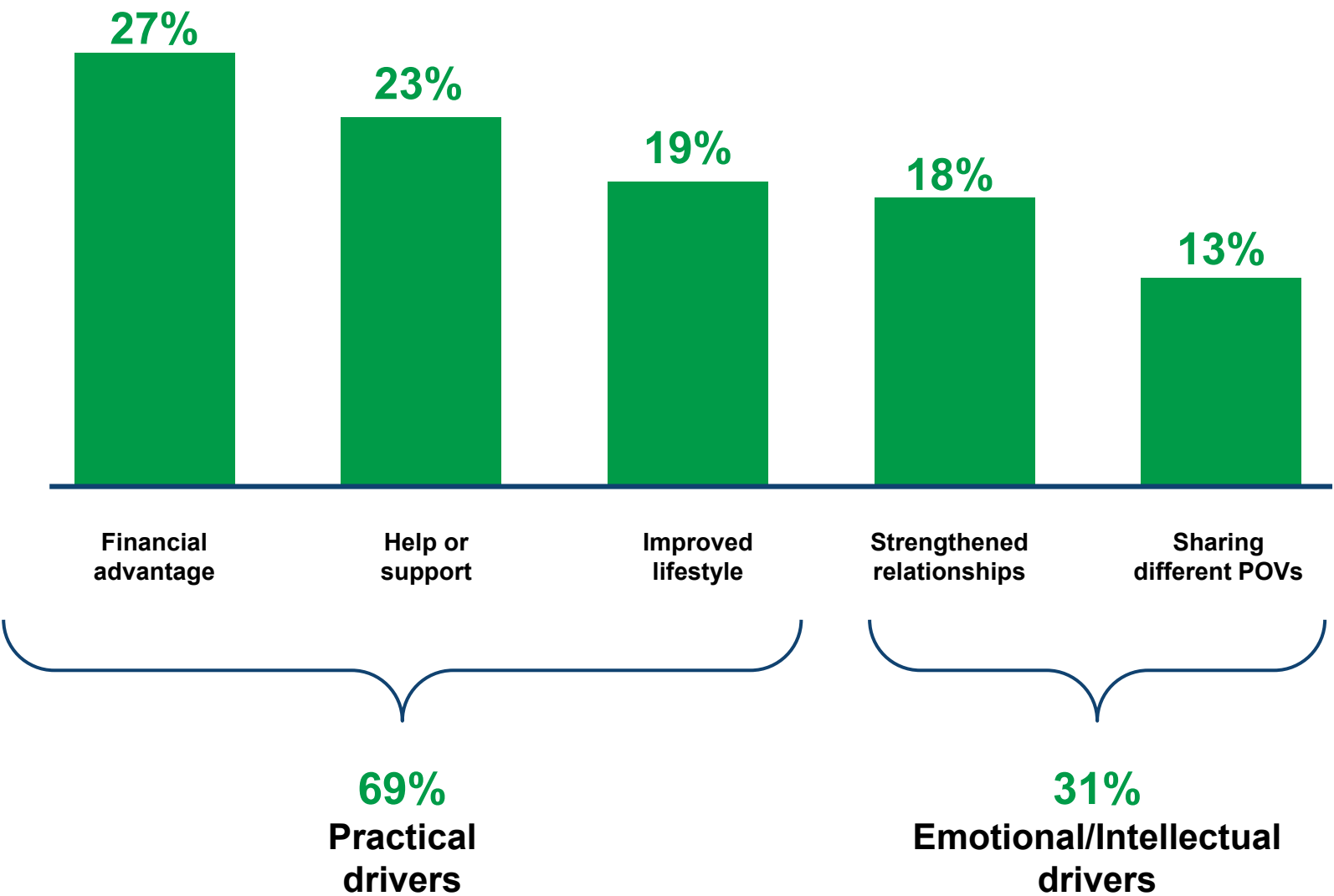
## SHARING DIFFERENT POINTS OF VIEW

*“Living with grandparents provided the kids with stability, safety, wisdom and fun.”*

# The bright side

N= 2.4M

**69%** of the drivers are more practical, while the remaining **31%** are more emotional and intellectual benefits.



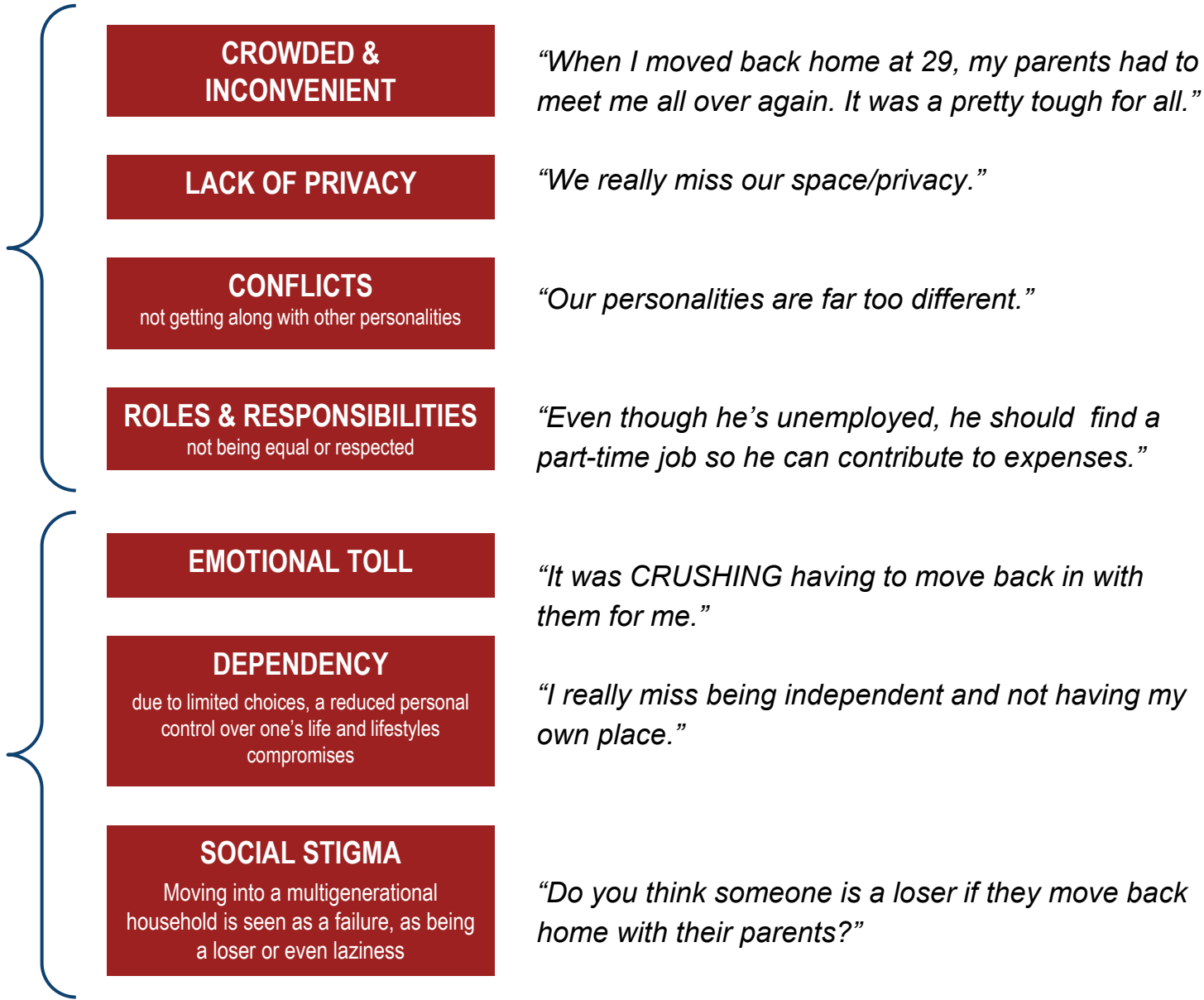


# The negative side

N= 2.8M

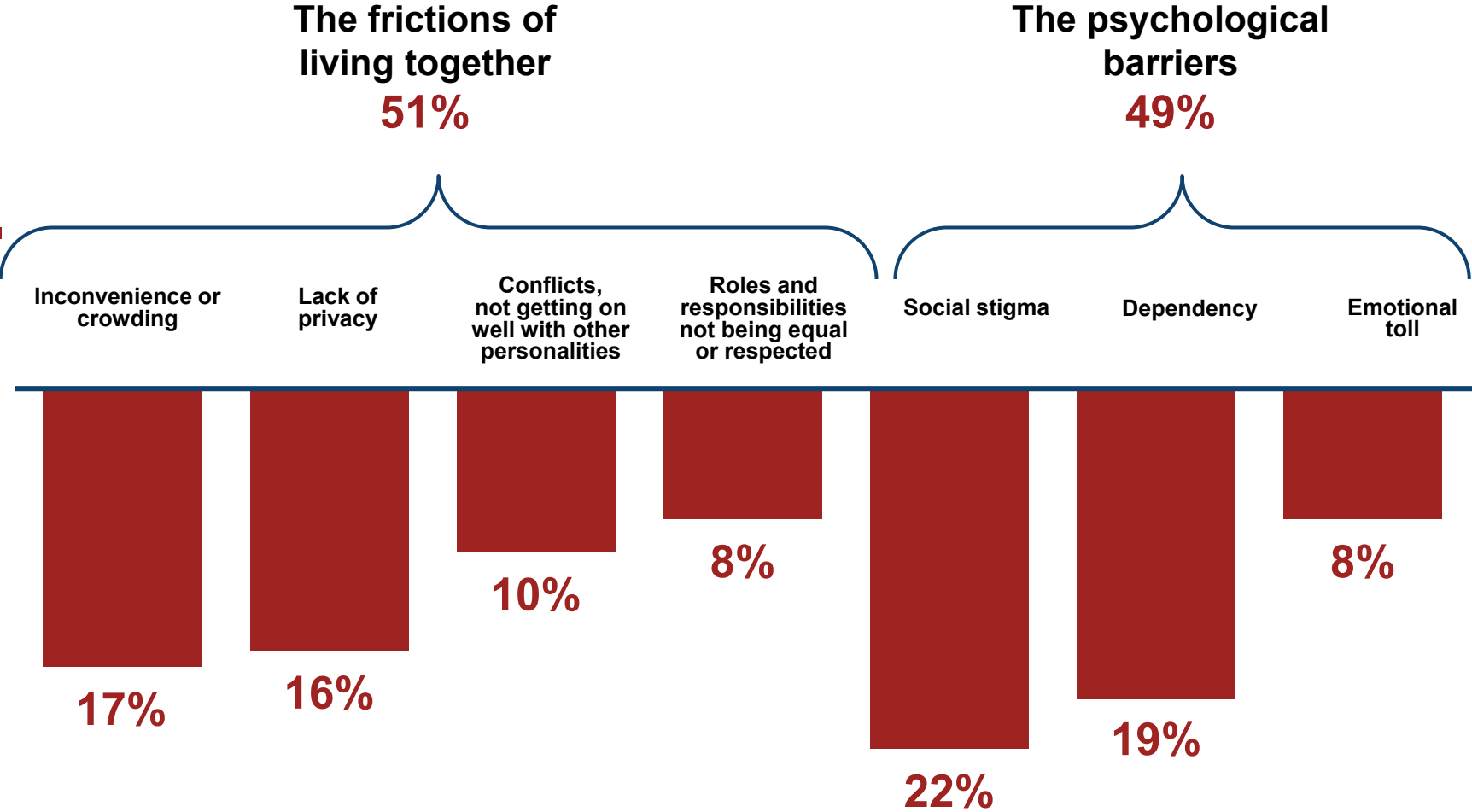
The barriers to living in a multigenerational household can be understood in two categories:

- 1.The frictions of living together
- 2.Psychological barriers



# Barriers to living in a multi-generational household

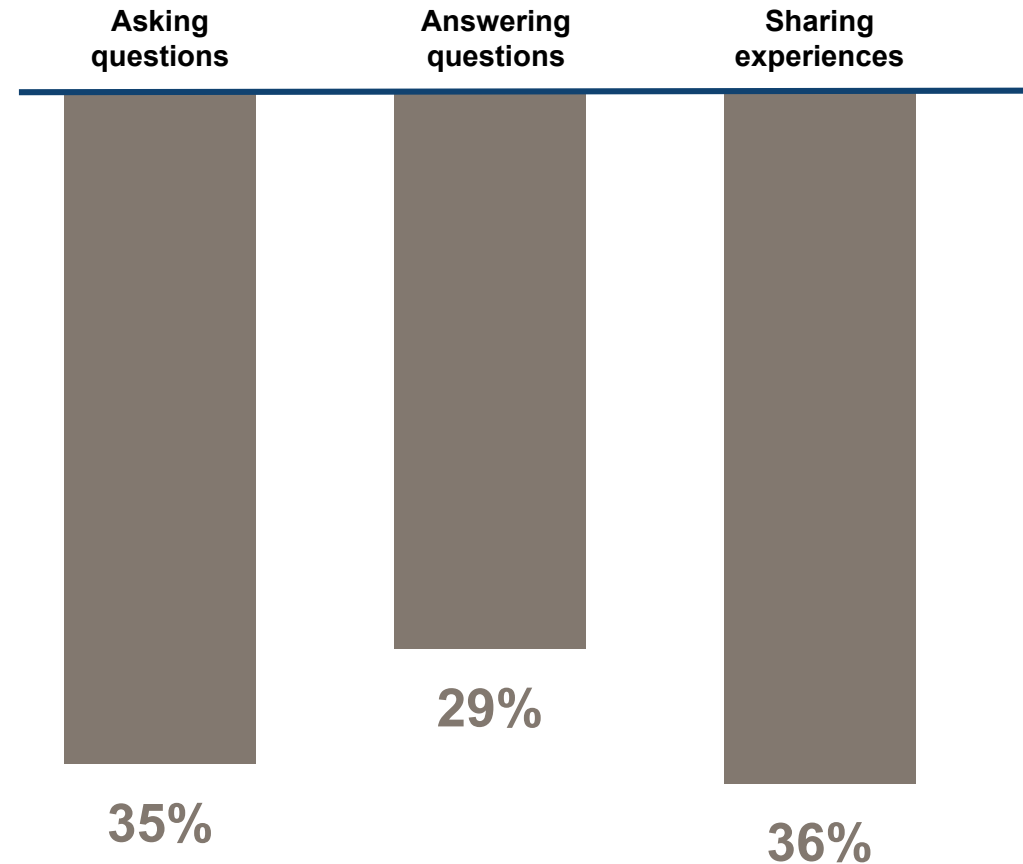
N= 2.8M



# The Practical Side

N= 3M

**1 out of 3** conversations are about people sharing information and experiences, showing a high level of engagement with the topic.



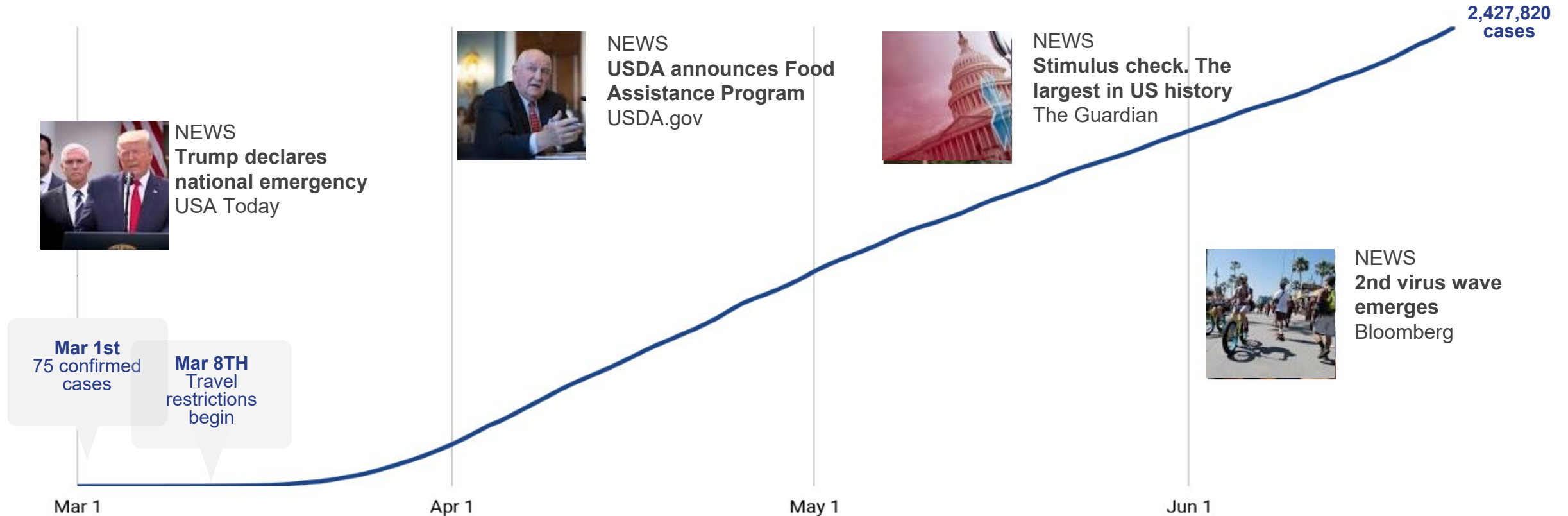




# The Impact of Covid-19

# COVID-19 in the USA

Timeline March 1, - June 23, 2020



Shortcomings in the US response have hampered efforts to contain the spread of the disease throughout the nation. Some of the most problematic situations have been medical supply shortages, testing delays, the lack of clarity in the federal government and social-distancing failures.

Source: <https://www.worldometers.info/coronavirus/>

# COVID-19

# USA 2020

	NUMBER OF CASES	NUMBER OF DEATHS	CASES / 1M POP
MARCH 1 <sup>ST</sup> 2020	75	2	0
JUNE 23 <sup>RD</sup> 2020	2,427,820	126,060	7,360

Source: <https://www.worldometers.info/coronavirus/>



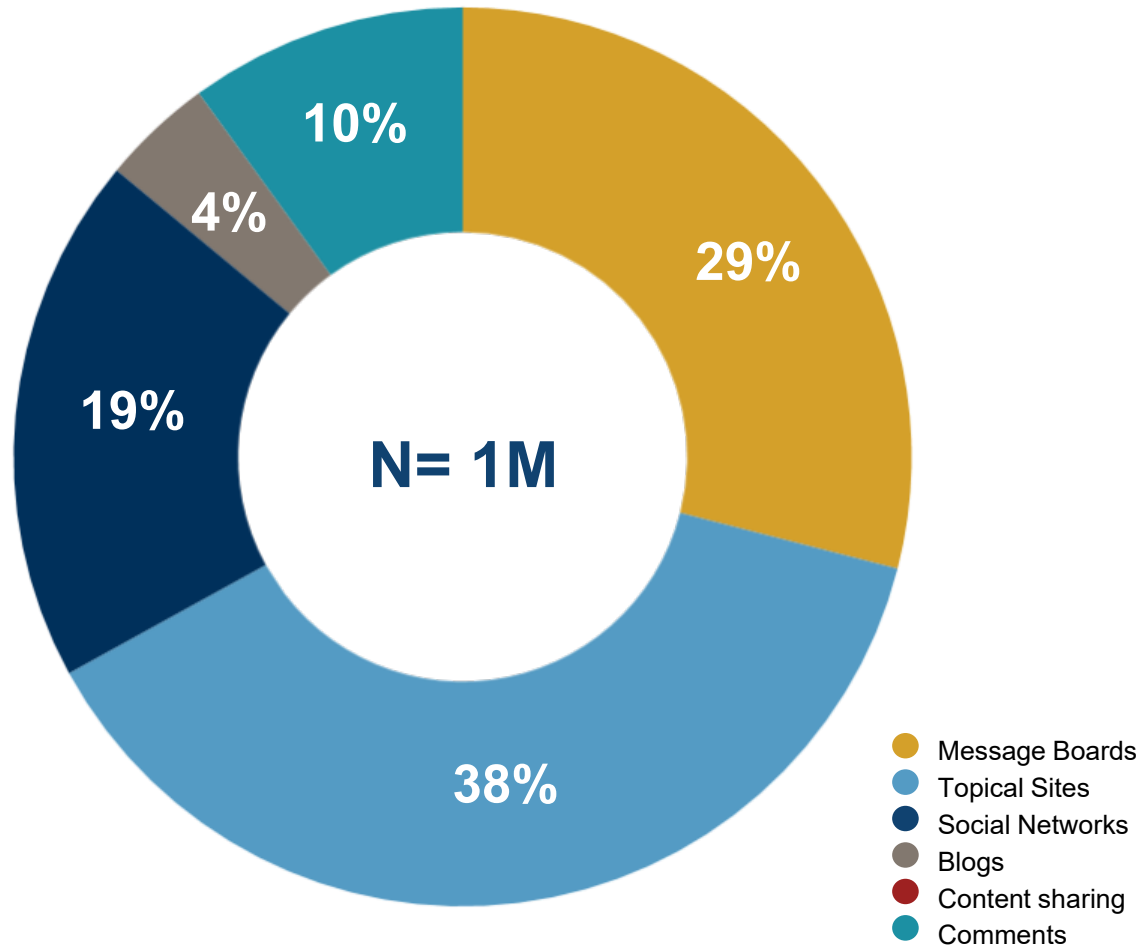
# Key Findings

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  
MID-COVID**



# Channel Profile MID-COVID



**67%** of all conversations took place in message boards and topical sites.

Social networks represent **19%** of all conversations vs. 11% pre- COVID-19.

## **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.*

# What do people discuss when talking about living in a multigenerational household during COVID-19?

N= 1M

**ONLY 3%**  
are discussing the benefits of  
living with others during COVID

Instead, they are focusing even more than before on the **financial triggers and the challenges of living with others**. This may be due to the fact that people coming to the conversations are people who had to consider and adopt living in a multigenerational household due to the economic pressure of COVID-19. **Their choice may be less voluntary than for others pre-COVID-19.**

# What do people discuss when talking about living in a multigenerational household during COVID-19?

↑ ↓ Variations against overall audience

PRE-COVID: N= 8.3M / MID-COVID: N= 1M



# What are the triggering circumstances to consider living with other generations during COVID 19?

N= 687K

TRIGGERING CIRCUMSTANCES

We drilled on the different circumstances/life events that trigger people to consider and adopt living in a multigenerational household during COVID 19.

67% of conversations related to a direct financial impact (job loss, money-related reasons like saving)

For people who move in a multigenerational household voluntarily, the top 3 triggering circumstances are the need for childcare or elder care, the economic need to save for the future, a job loss.

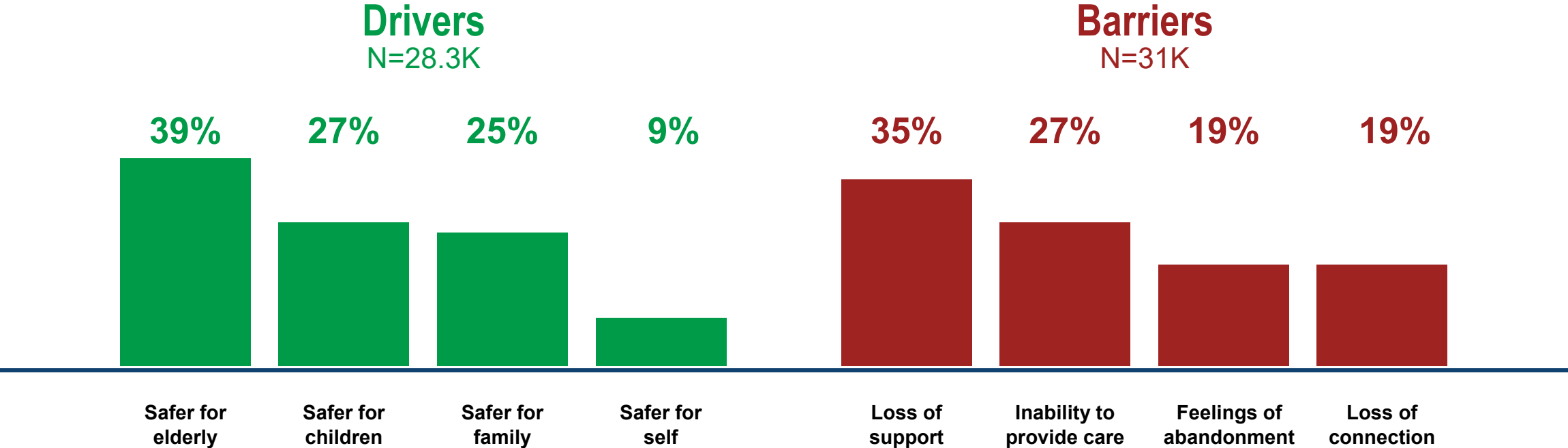




# Has anyone living in a multigenerational household moved out because of COVID and how has it affected them?

N=78.3K

We mined 78k conversations online of people discussing moving out due to COVID.  
We mined this conversations from 1/1/2020 to 7/22/2020





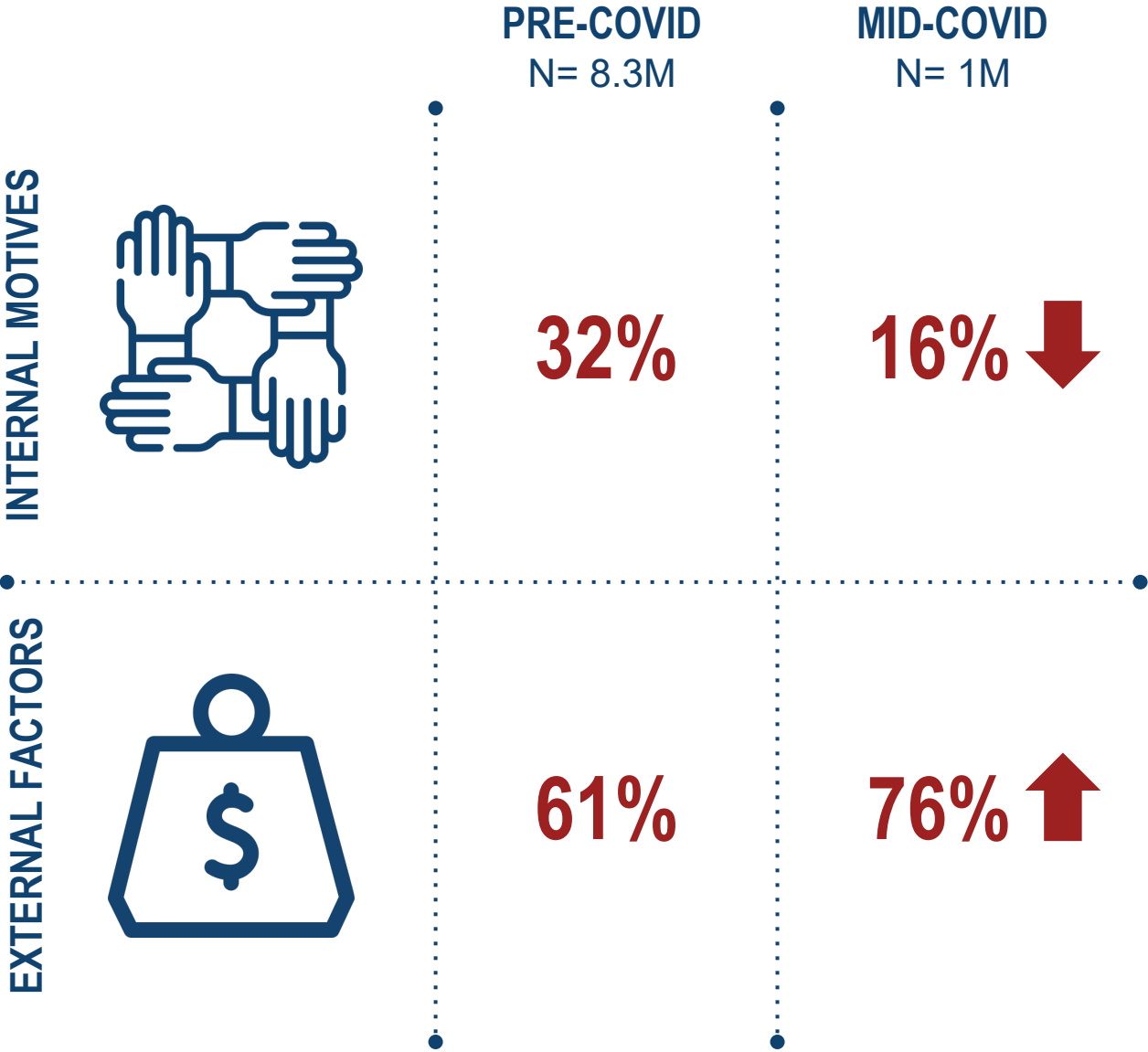
# Motivations Analysis



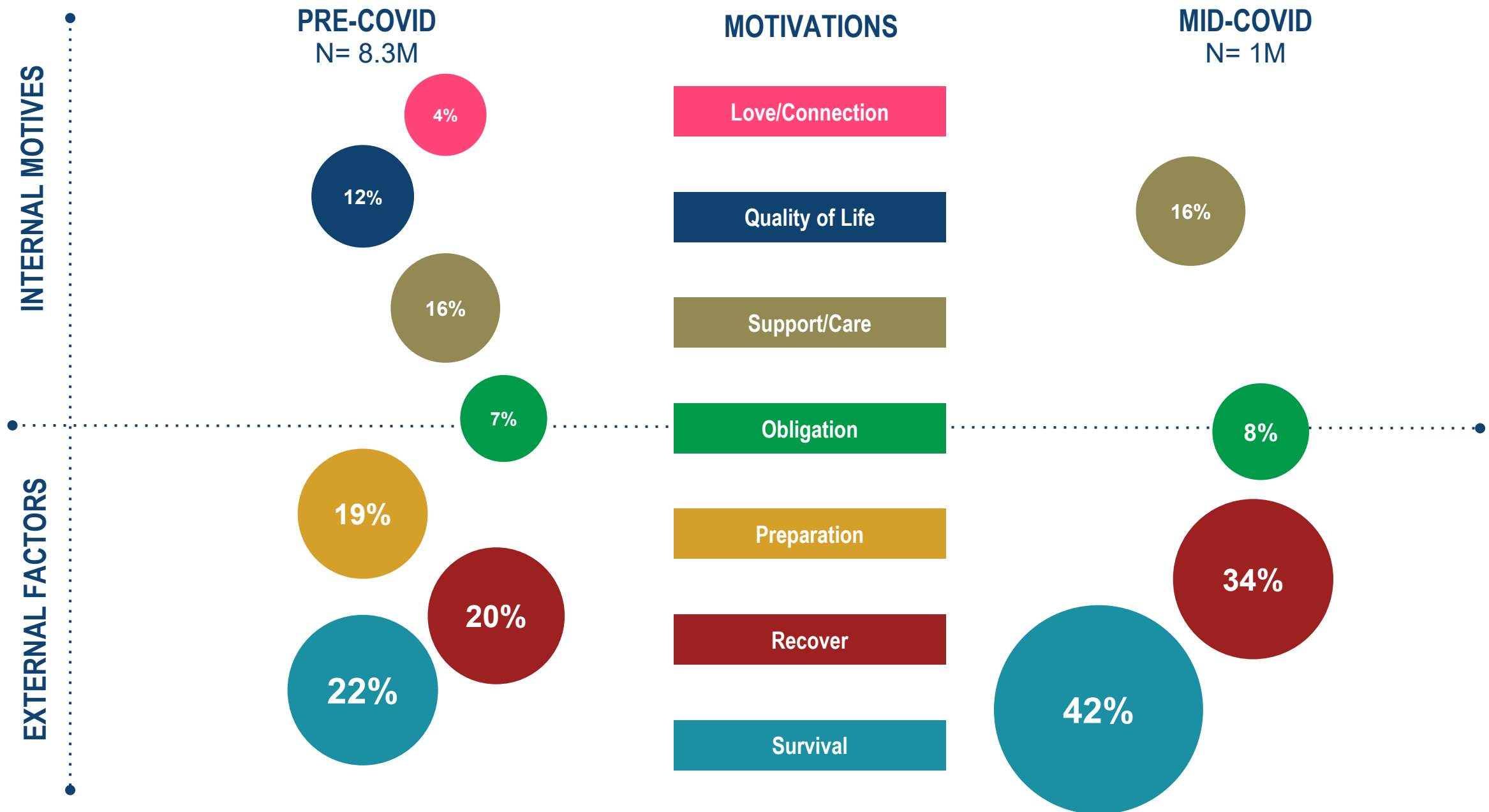
**What motivates people to consider and adopt living in a multigenerational household during COVID-19?**



The economic downturn triggered by the pandemic has intensified the external motivations people have to make the decision of living with others. Surviving and recovering from the crisis are the two main motivations.



↑↓ Variations against overall audience





# Sentimeter Analysis

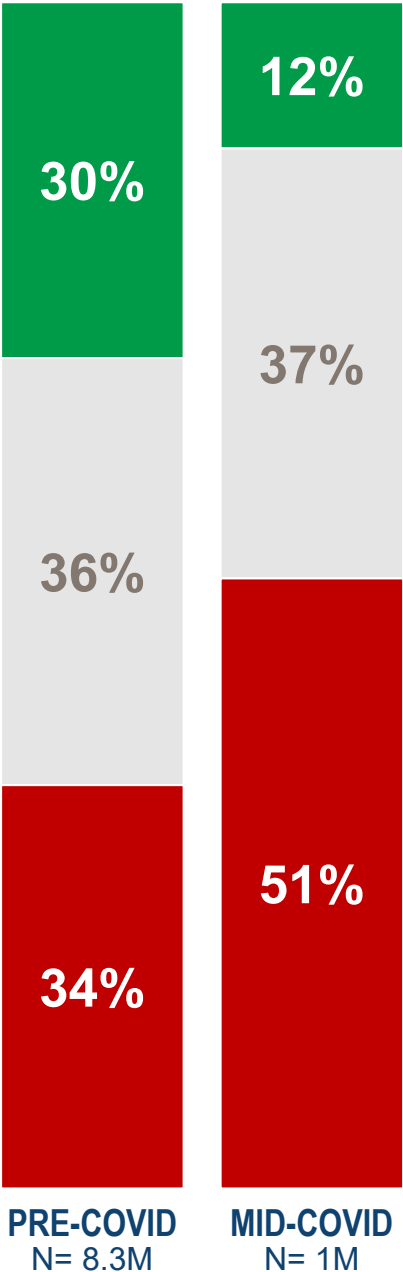
A man with a beard and white headphones is seated at a desk, looking at a large computer monitor. The monitor displays a video call with three participants. To his left, a young boy in a red and black striped shirt is also looking at the monitor. In the foreground, a young girl in a red and white striped shirt is holding a tablet and looking at the screen. The background shows a home office setting with shelves and a wooden door.

**How do people feel about living in a multigenerational household during COVID-19, and why?**



# A spike in negativity

The positive sentiment has shrunk almost one third, jumping straight to a negative sentiment that is 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.”*

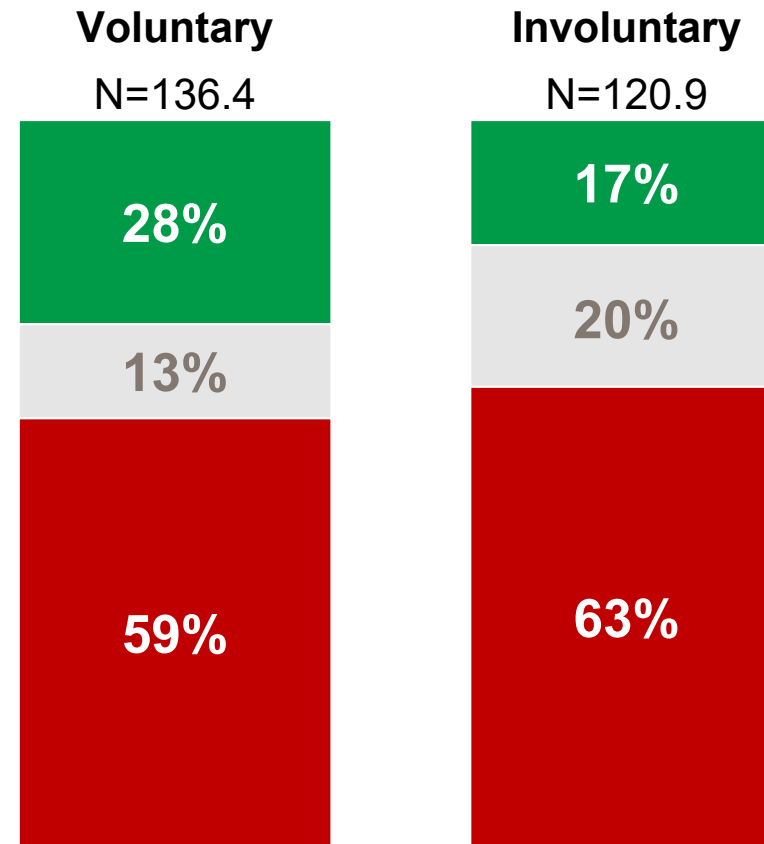
## Negative sentiment

*“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.”*

# Voluntary vs. Involuntary Multigenerational Household Sentiment During COVID 19

During the pandemic, **59%** of multigenerational families living together *voluntarily* were **negative** towards the situation, that's 1.7x more than pre COVID-19. This is most likely because of the pressure put on living together in a pandemic era and under lockdown measures.

The sentiment towards living in a multigenerational household during the pandemic is about **1.5x more negative** when the decision is *involuntary*.



# Mid-Covid The bright Side

N= 120K

The drivers to living in a multigenerational household MID-COVID are only focused on practical drivers, leaving behind the emotional or intellectual drivers that were seen PRE-COVID.

FINANCIAL  
ADVANTAGE

*“Not paying rent until we get back on our feet is a godsend.”*

HELP OR  
SUPPORT

*“Moved in with them after being laid off, my parents have been wonderful in helping with my children.”*

IMPROVED  
LIFESTYLE

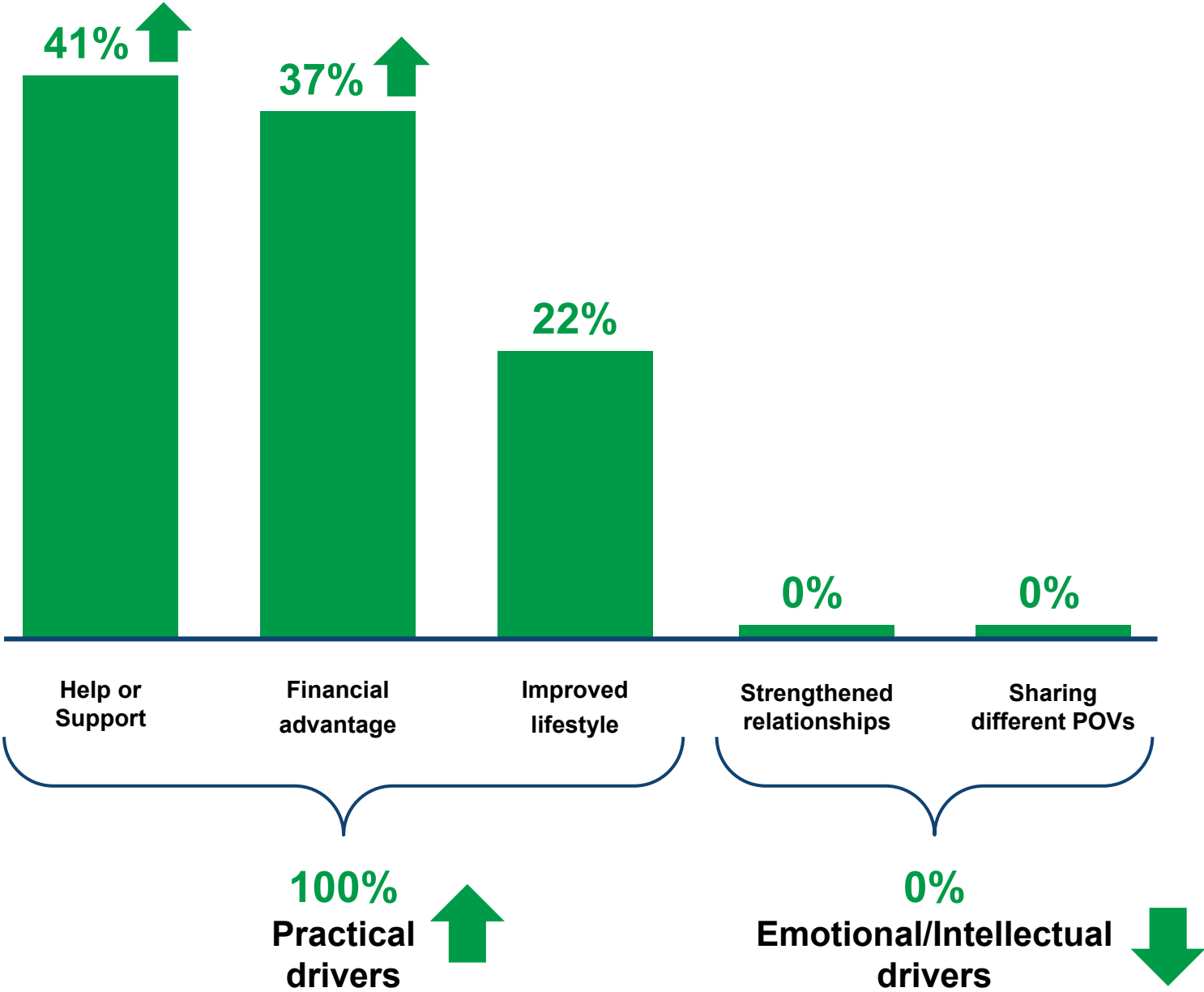
*“It's a great place to live until we can afford something ourselves.”*



# Drivers during Covid

N= 120K

The rather small positive sentiment people are having now towards living with others is leveraged by practical drivers as the pandemic has people in need of support and financial aid.



↑↓ Variations against overall audience

# Mid-Covid The Negative Side

N= 511K

The barriers to living in a multigenerational household can still be understood in the same two categories:

- 1.The frictions of living together
- 2.Psychological barriers

## CROWDED & INCONVENIENT

*"It's' small and we are tripping over one another I'm hoping everyday to be called back to work so we can move out!"*

## LACK OF PRIVACY

*"There is always a comment or that look at everything we do."*

## ROLES & RESPONSIBILITIES not being equal or respected

*"She's treating me like a child and bossing me around."*

## EMOTIONAL TOLL

*"I'm feeling a little hopeless and worthless right now."*

## DEPENDENCY

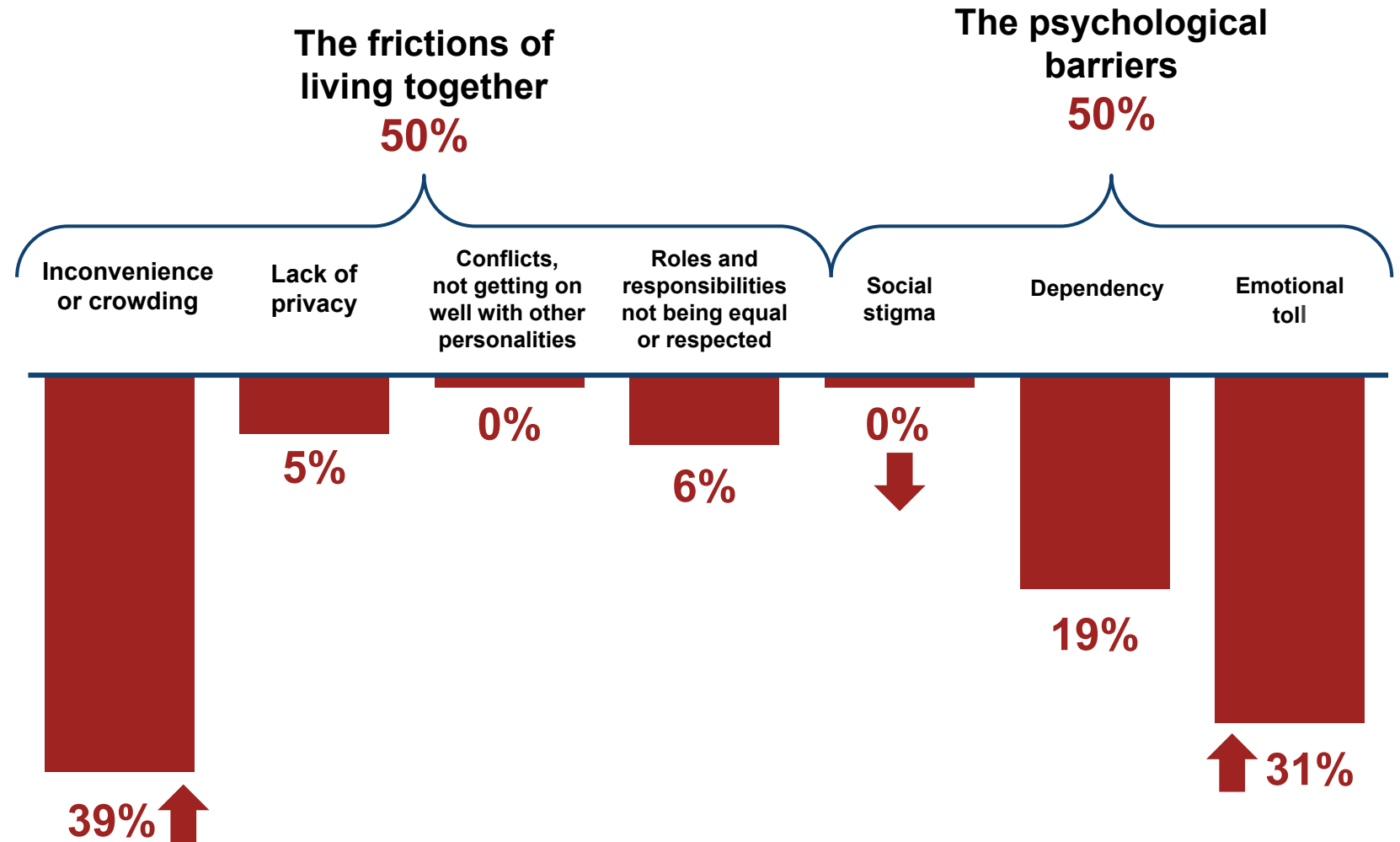
due to limited choices, a reduced personal control over one's life and lifestyles compromises

*"I hate having to rely on help from them."*

# Barriers during Covid

N= 511K

Social stigma of living with others ceased to be an issue during the pandemic, but the negative sentiment spiked because the inconveniences and the emotional toll have intensified.



↑↓ Variations against overall audience

# “Health risk” as a Barrier for Living in Multigenerational Households

Prior to COVID, only **less than one percent** of multigenerational households saw possible health risks as a barrier for living together. This means multigenerational families were **less worried** about spreading disease to each other while living together before the pandemic.

## HEALTH RISK AS A BARRIER

During the pandemic, seeing health risks as a barrier to living together **rose to two percent** in multigenerational households. While the number has risen during COVID, health risk as a barrier **overall is still significantly less relevant than the other barriers**.

PRE-COVID

<1%



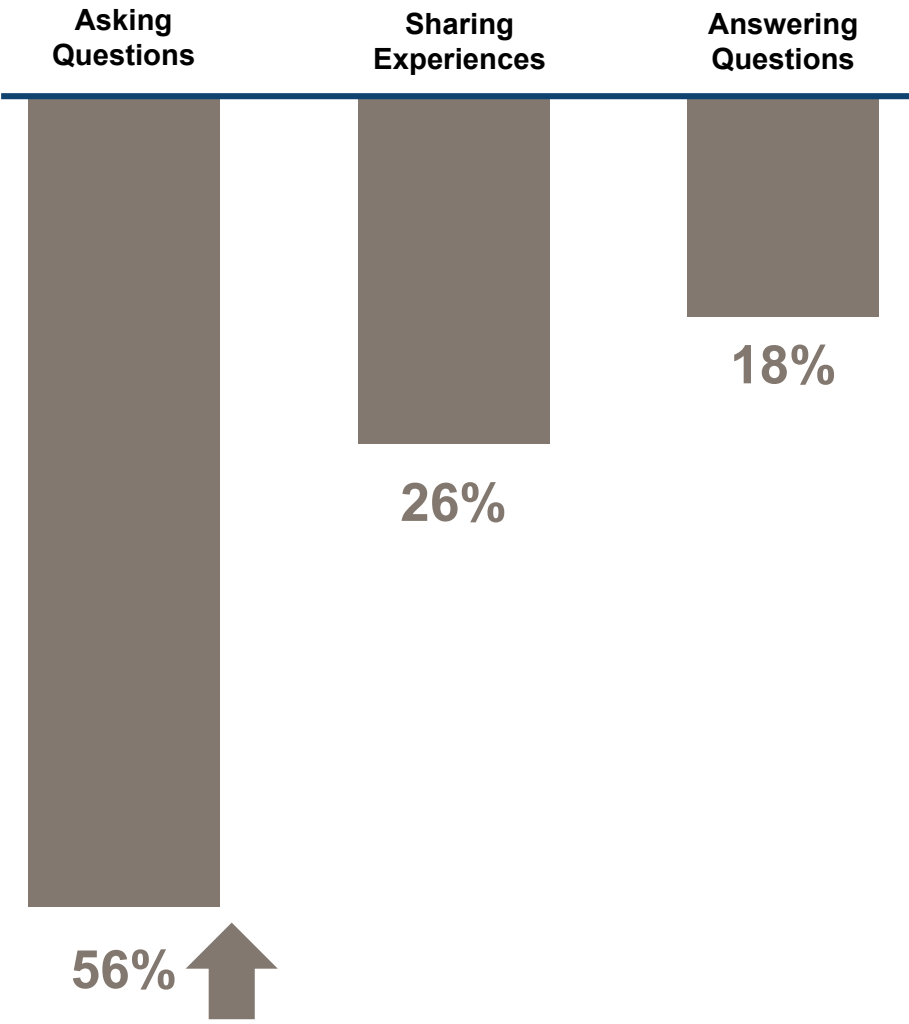
MID-COVID

2%

# The Practical Side

N= 370K

Still, **1 out of 3** conversations are about people engaging with the topic, but that engagement has turned to **asking more question** as people venture into the unknown.



↑↓ Variations against overall audience



# What It Means for You

**Multigenerational living is usually triggered by practical and financial motivations, yet once people live together, frictions and psychological stressors emerge and they are not necessarily equipped with the strategies to cope with the situation.**

The pandemic has not changed this dynamic but it has intensified it. More than ever, people feel pushed to make this decision even if the household and emotional conditions are not optimal.

# What it means for you



Shine a positive light



Guide your policy work

What it means for you

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

Social stigma and emotional toll indicate the need for communication and intervention to change the perception on multigenerational living and equip people to be able to live together with practical advice and tips.

There are barriers such as crowding and lack of privacy which indicates the opportunity of advocating for different types of housing.

# Segments



**What do different segments think about multigenerational living? PRE- & MID-COVID-19**





# 50+ PRE- & MID-COVID-19



# Summary:

## 50+

### PRE-COVID

50+ people have a polarized feeling towards living on a multigenerational household. On one hand, they see it as a means to find the support they need, but on the other hand, there's an emotional toll to pay.

## WHAT IT MEANS FOR YOU



Help them regain the feeling of independence and usefulness they long for, especially because they find it hard to cope with the burden and emotional toll of multigenerational living.

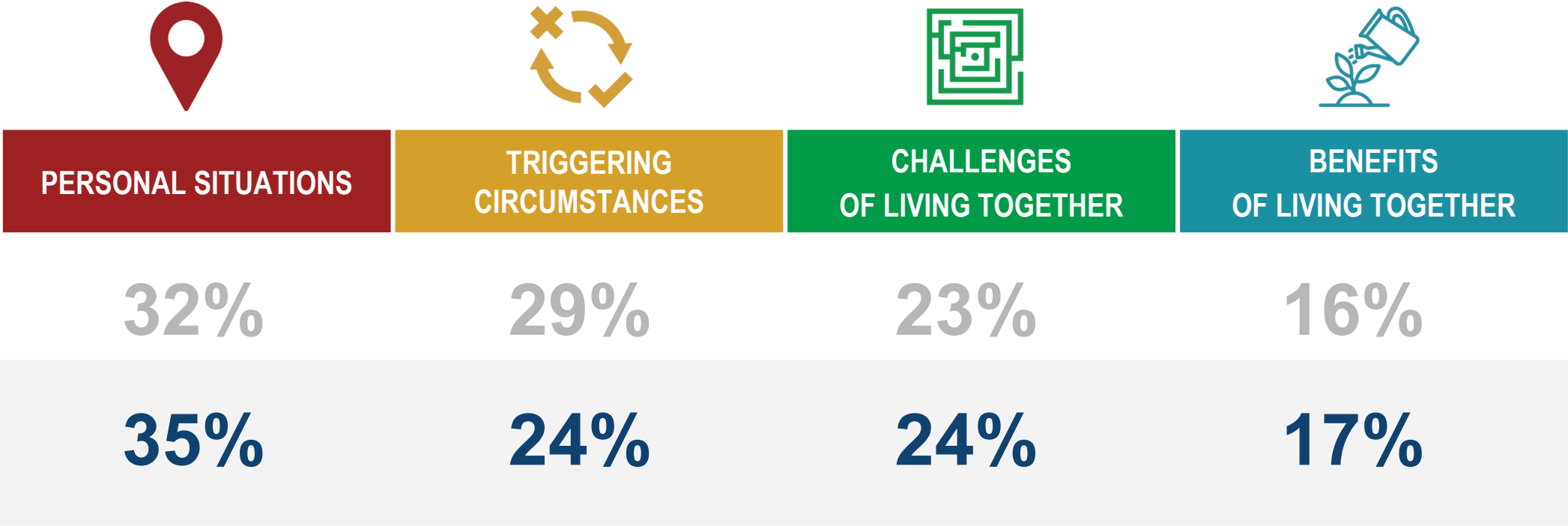
### MID-COVID

More than ever 50+ people are in need in support and may even feel obligated to move in with others to make sure they are safe, even if the conditions are not optimal. This may end up taking a bigger emotional toll on them.

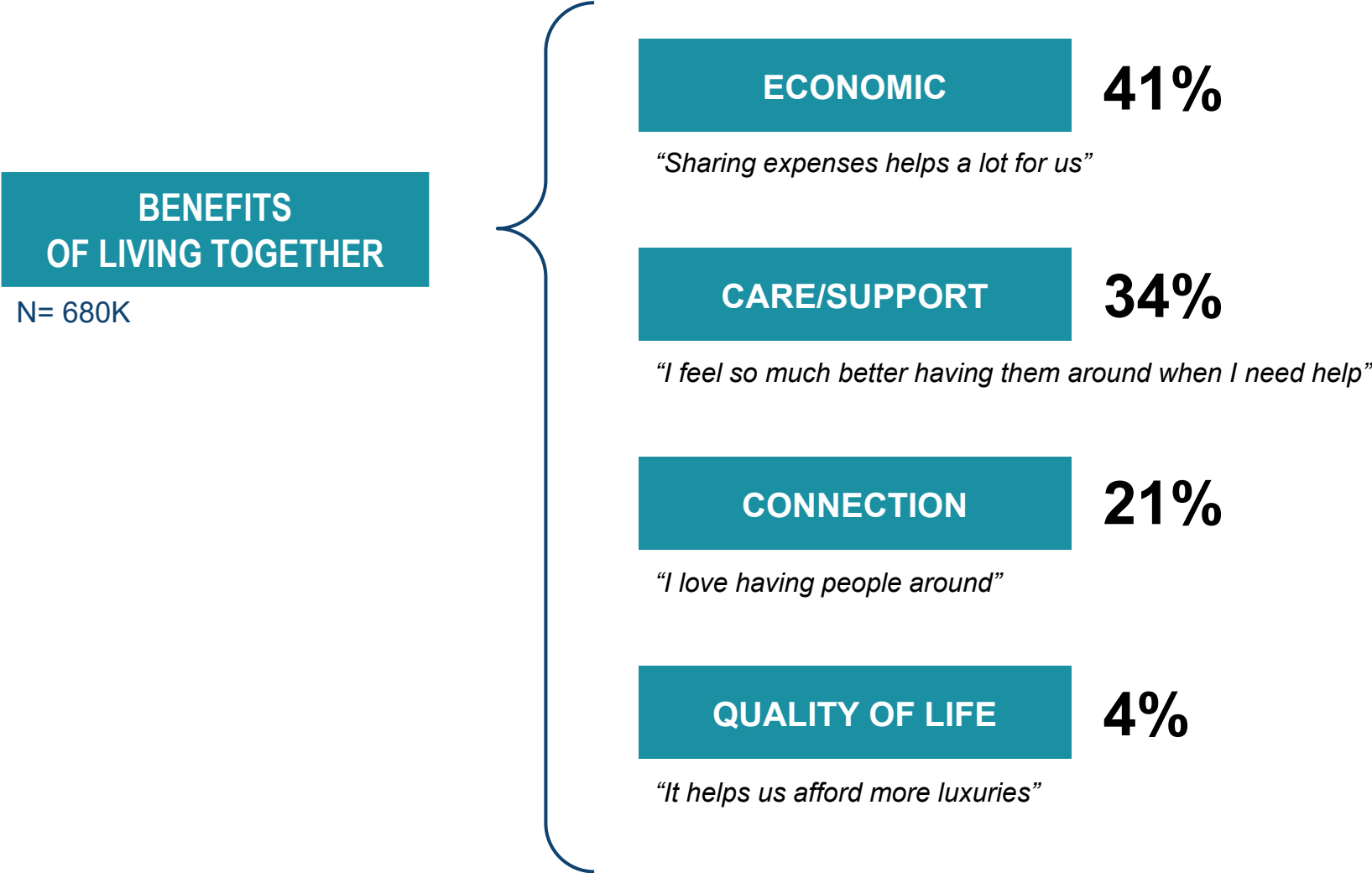
# What do 50+ people discuss when talking about living in a multigenerational household?

They tend to discuss their personal situation slightly more than the overall population, focusing a little less on the triggers.

PRE-COVID

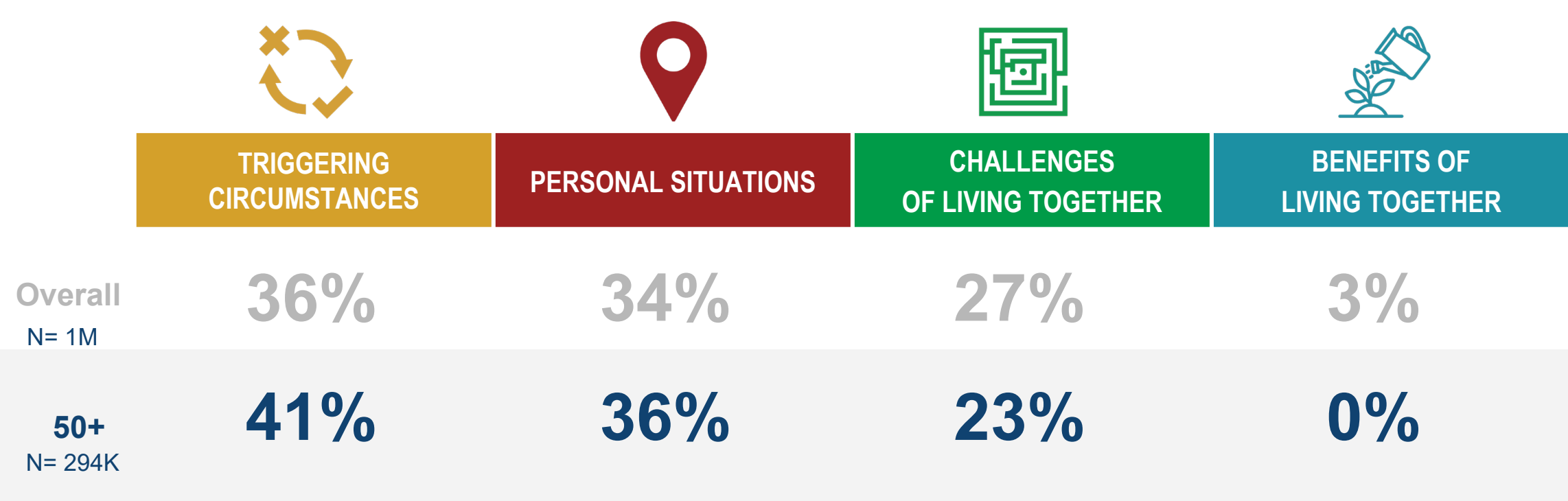


# What benefits of living together are people discussing?



# What do 50+ people discuss when talking about living in a multigenerational household during COVID-19?

Discussions among 50+ have shifted towards Triggering Circumstances 1.7X more during the pandemic, while Benefits have declined from 17% to 0%





↑↓ Variations against overall audience



**43% ↑**

of conversations lean towards internal motivations.

**50+ are 3X more motivated by love and 1.75X more by finding support/care than overall population.**

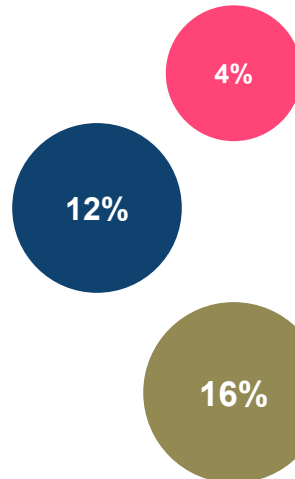


**49% ↓**

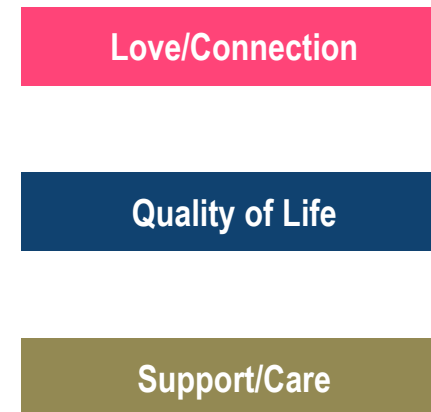
of conversations are anchored on motivations fueled by external factors with a financial impact.

**50+ are 1.3X more motivated by survival.**

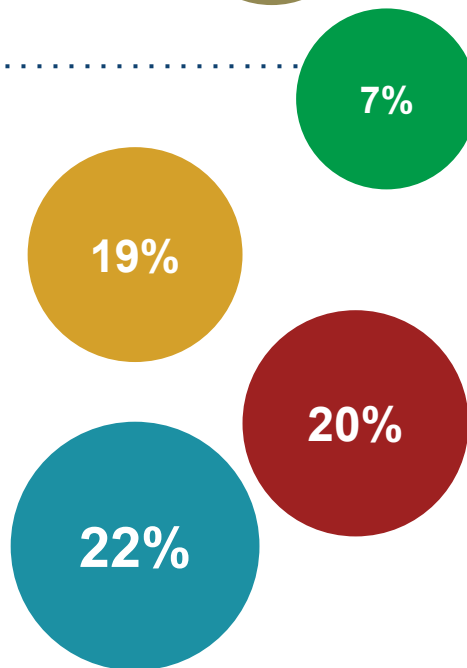
OVERALL  
MOTIVATIONS  
N= 8.3M



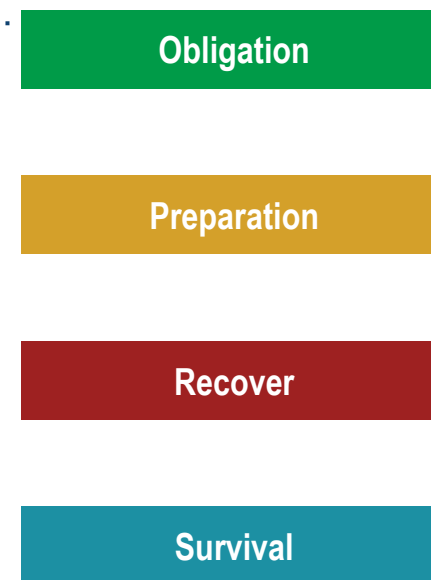
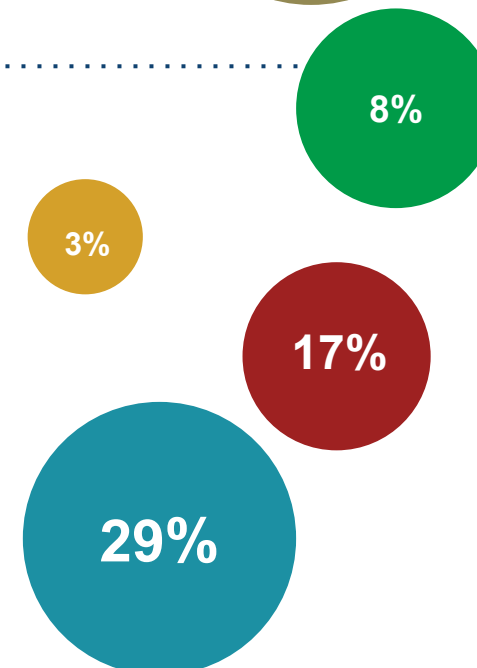
50+  
MOTIVATIONS  
N= 4M



INTERNAL MOTIVES



EXTERNAL FACTORS



↑↓ Variations against overall audience

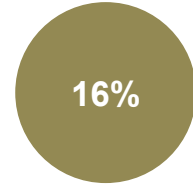


33% ↑

of conversations lean towards internal motivations.

**50+ are 2X more motivated by support and care vs. overall population**

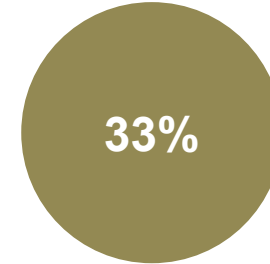
OVERALL  
MOTIVATIONS  
N= 1M



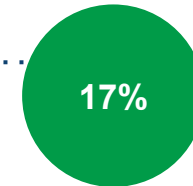
50+  
MOTIVATIONS  
N= 294K

Support/Care

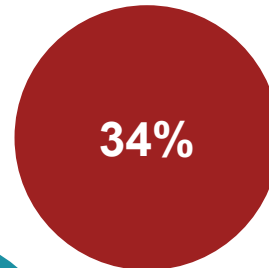
INTERNAL MOTIVES



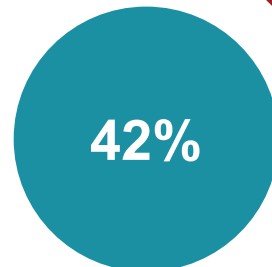
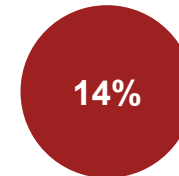
Obligation



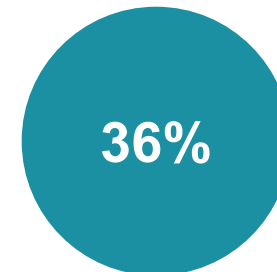
EXTERNAL FACTORS



Recover



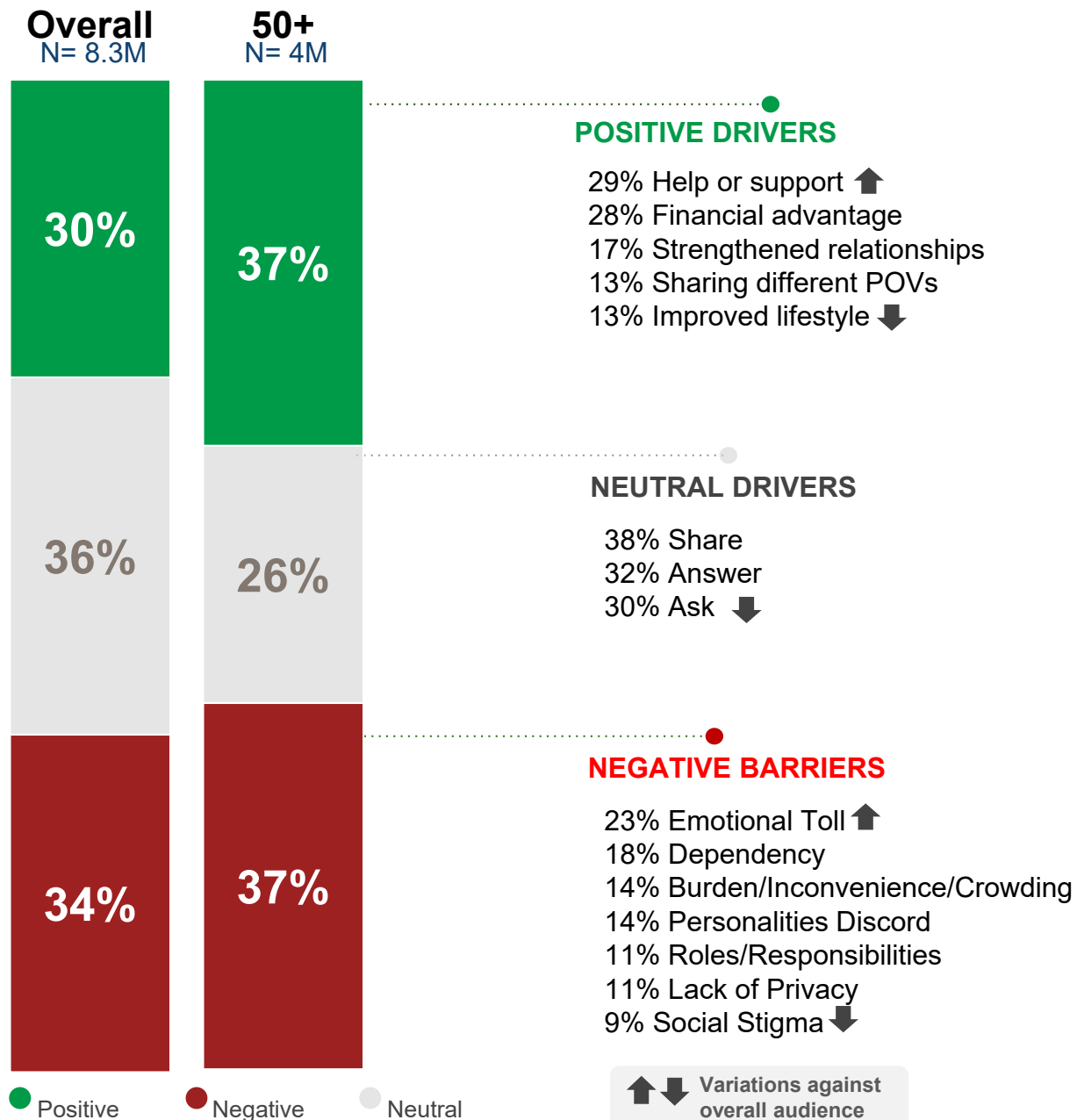
Survival



50% ↓

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

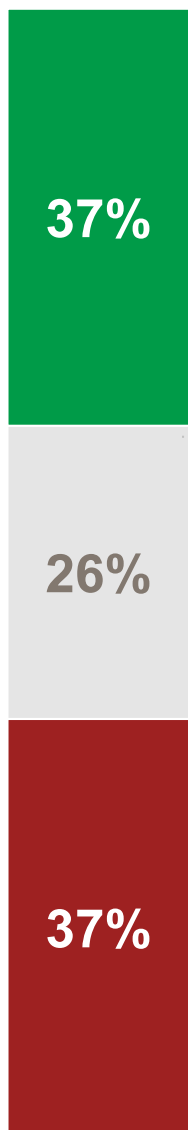
**50+ are 2X more motivated by a sense of obligation** maybe towards their children that now have to move back with them.



## Sentiment, drivers and barriers 50+

The main drivers for 50+ people living on a multigenerational household are seeking the help they need and having a beneficial financial arrangement. Social stigma is not a significant barrier, but they do face an emotional toll.

50+  
N= 4M



### POSITIVE DRIVERS

- 29% Help or support ↑ "They are a great help having the here"
- 28% Financial advantage "Sharing expenses allows me to stretch my fixed income"
- 17% Strengthened relationships "We are closer than ever before"
- 13% Sharing different POVs "There's never a dull moment around here now"
- 13% Improved lifestyle ↓ "It's so much fun to get out and do things with them"

### NEUTRAL DRIVERS

- 38% Share "We pooled our resources and moved into a larger house"
- 32% Answer "We share all the monthly utilities equally"
- 30% Ask ↓ "How about the lack of privacy?"

### NEGATIVE BARRIERS

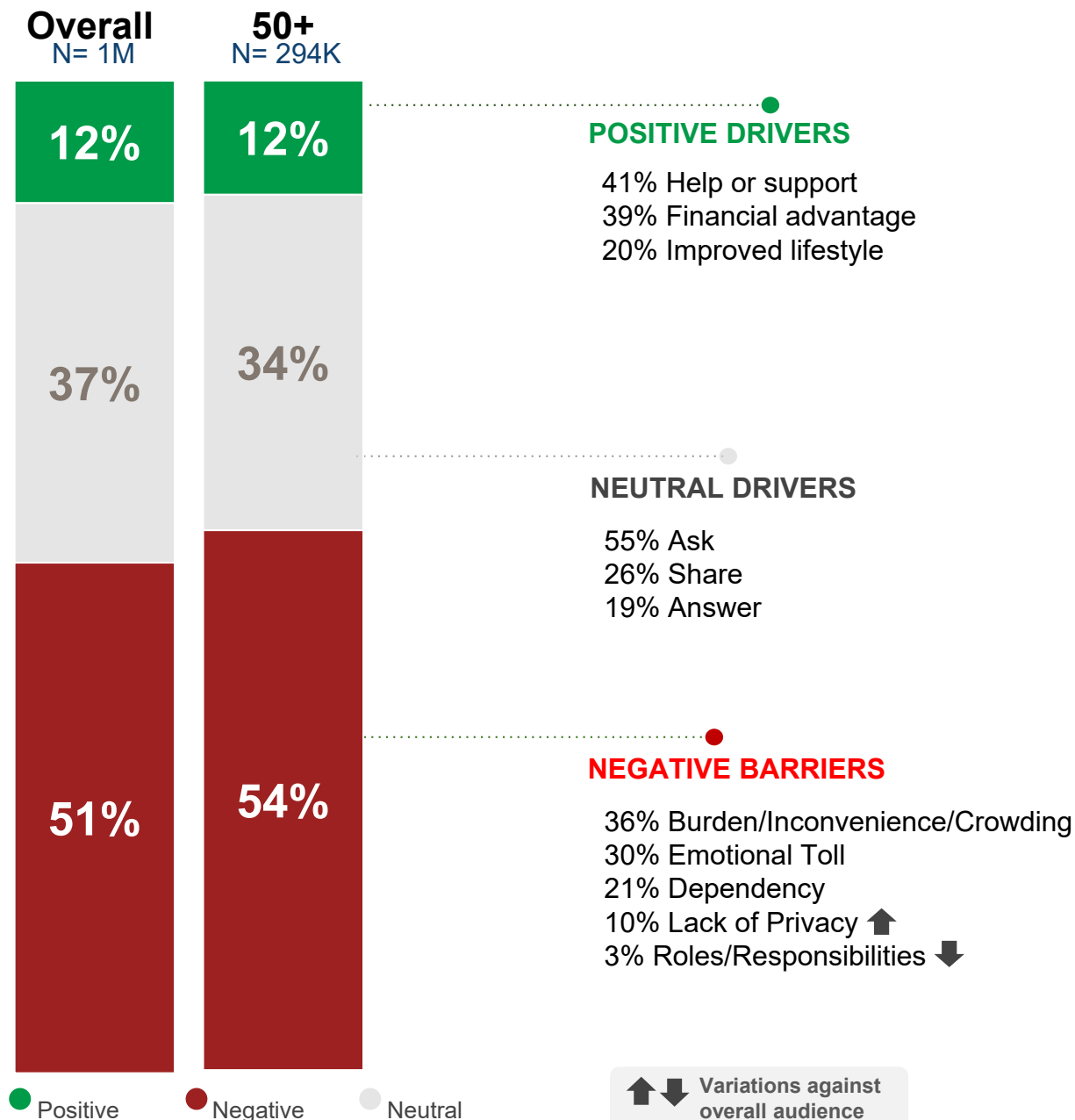
- 23% Emotional Toll ↑ "It can be extremely irritating at times"
- 18% Dependency "I'm afraid they will never be able to make it on their own"
- 14% Burden/Inconvenience/Crowding "The situation can get intolerable at times"
- 14% Personalities Discord "Constant bickering all the time"
- 11% Roles/Responsibilities "They think I'm their housekeeper"
- 11% Lack of Privacy "No privacy at all!"
- 9% Social Stigma ↓ "I'm afraid they think I'm a loser"

● Positive ● Negative ● Neutral

↑ ↓ Variations against overall audience

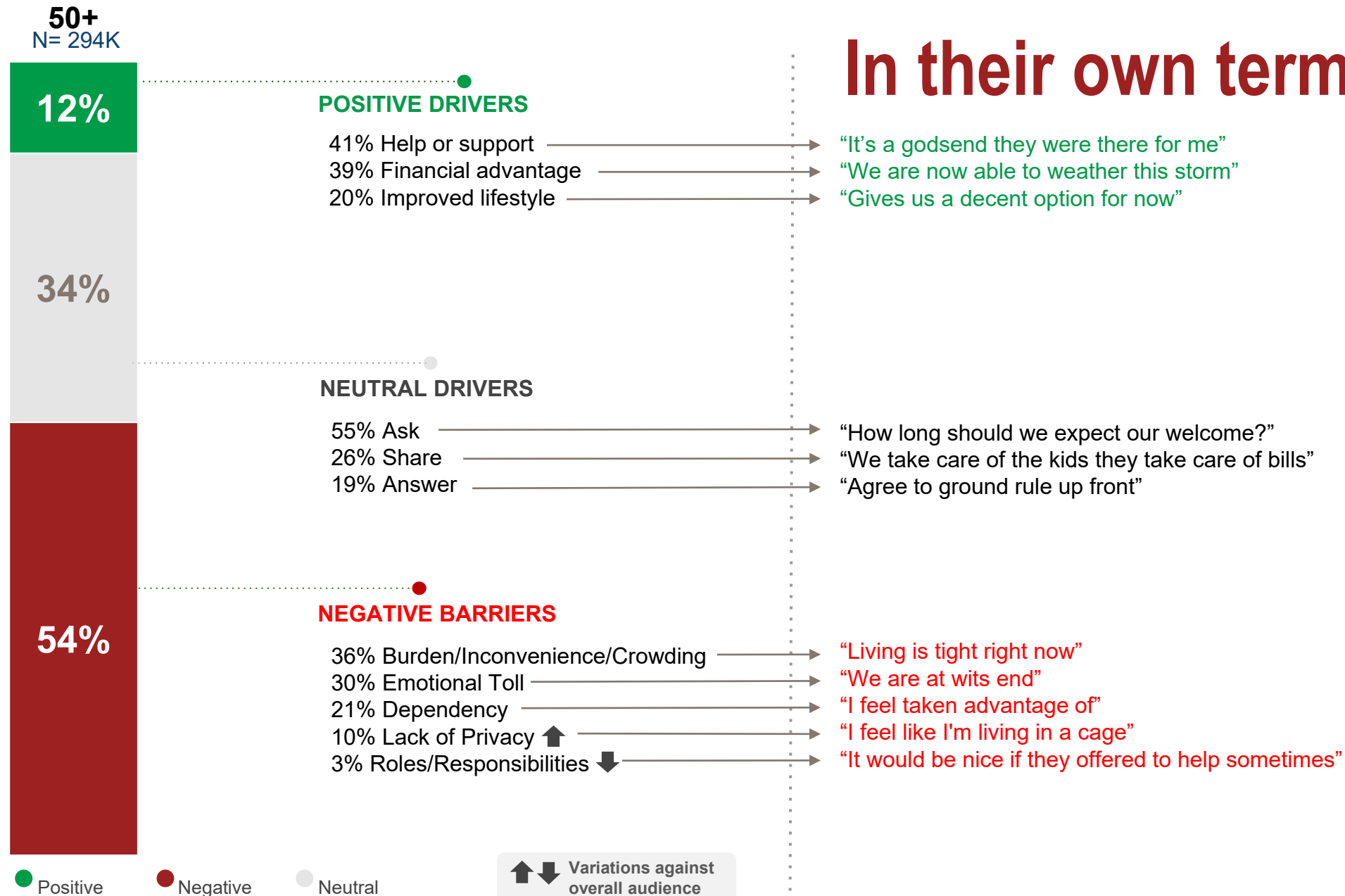
# In their own terms





## Sentiment, Drivers and Barriers During COVID-19 Among 50+

During the pandemic, 50+ have seen a drastic drop in positive sentiment just like overall, especially because they are feeling the inconveniences of living with others. 50+ are asking at a much higher rate during the pandemic, almost 2X more, implying they are in need of connecting with others to help ease their situation.



# In their own terms





## **BLACK AMERICANS PRE- & MID-COVID-19**

# Summary: Black Americans

## PRE-COVID

Black Americans are the most negative segment and the ones that discuss the benefits of living with others the least. This may be related to the fact that they feel pushed to move in because of financial difficulties they can't overcome by themselves.

## WHAT IT MEANS FOR YOU



Provide information that resonates with them and offer an outlet to discuss so they feel motivated to express their frustration and find ways to cope with the emotional distress living with others is putting on them.

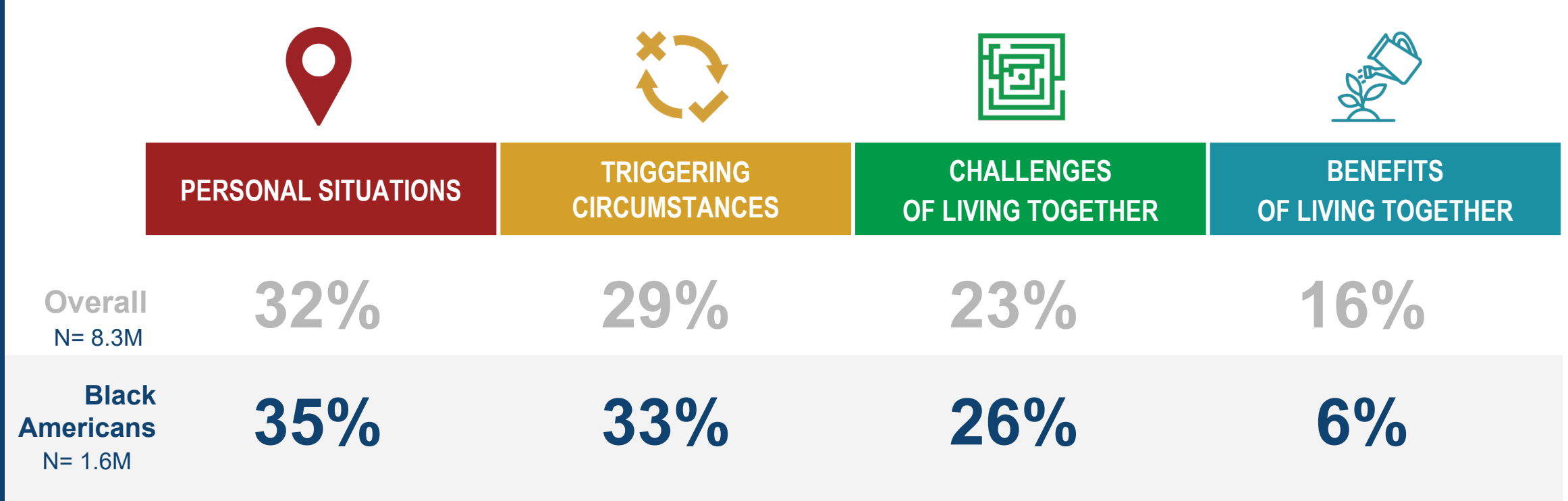
## MID-COVID

Even though they are aware of the financial advantages of multigenerational living, they are feeling overwhelmed by the emotional toll and the pressure of a situation they are not really talking about or sharing with others.



# What do Black Americans discuss when talking about living in a multigenerational household?

They talk almost 3x less about the benefits of living on a multigenerational household than the overall population.

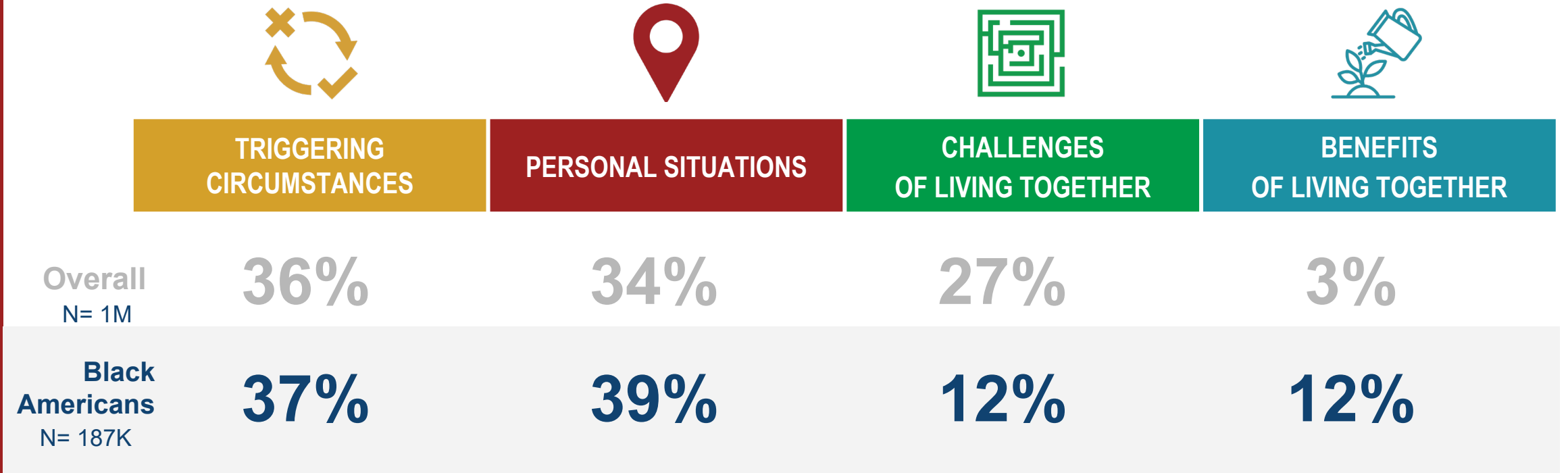


# What benefits of living with together are people discussing?



# What do Black Americans discuss when talking about living in a multigenerational household during COVID-19?

Black Americans have seen a drastic decline in the number of conversations about the Challenges of cohabiting, at the same time that Benefits of living together has increased by 2X.



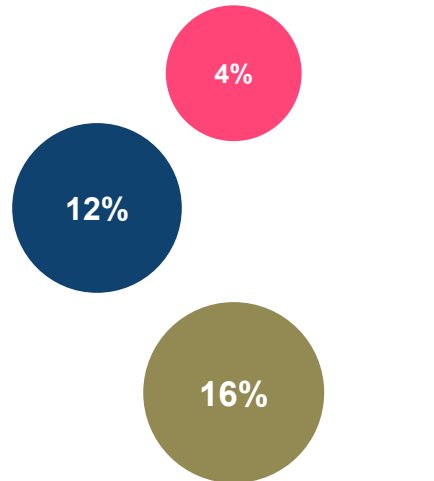
↑↓ Variations against overall audience



**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

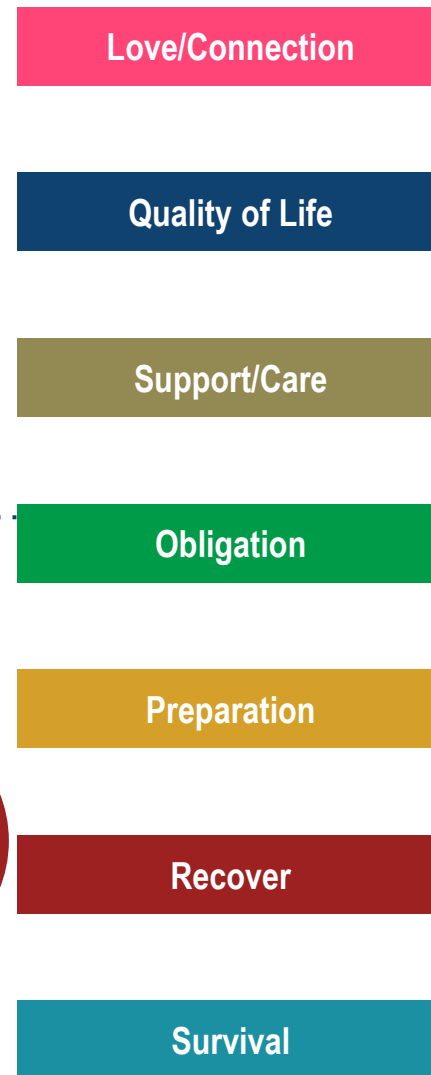
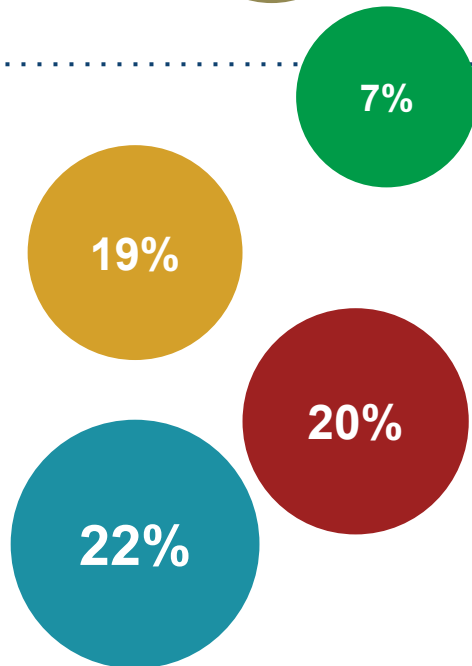
BLACK AMERICANS  
MOTIVATIONS  
N= 1.6M

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**.





↑↓ Variations against overall audience

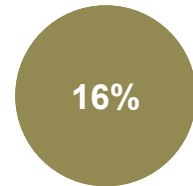


27%↑

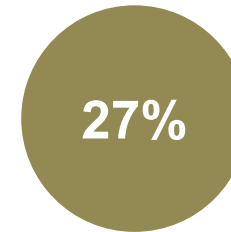
of conversations lean towards internal motivations.

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

OVERALL  
MOTIVATIONS  
N= 1M



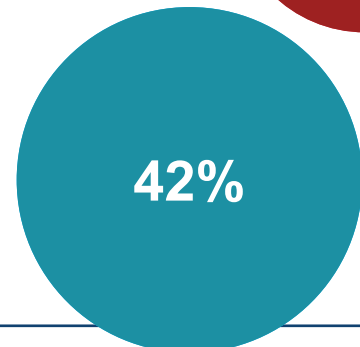
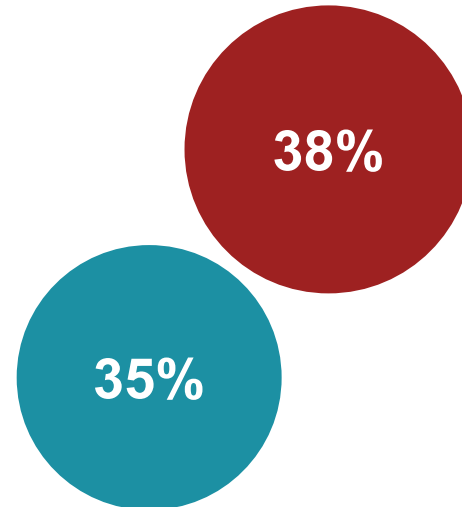
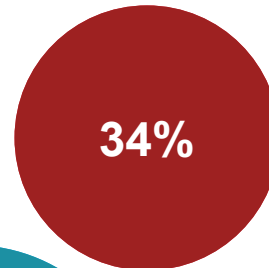
BLACK AMERICANS  
MOTIVATIONS  
N= 187K



INTERNAL MOTIVES



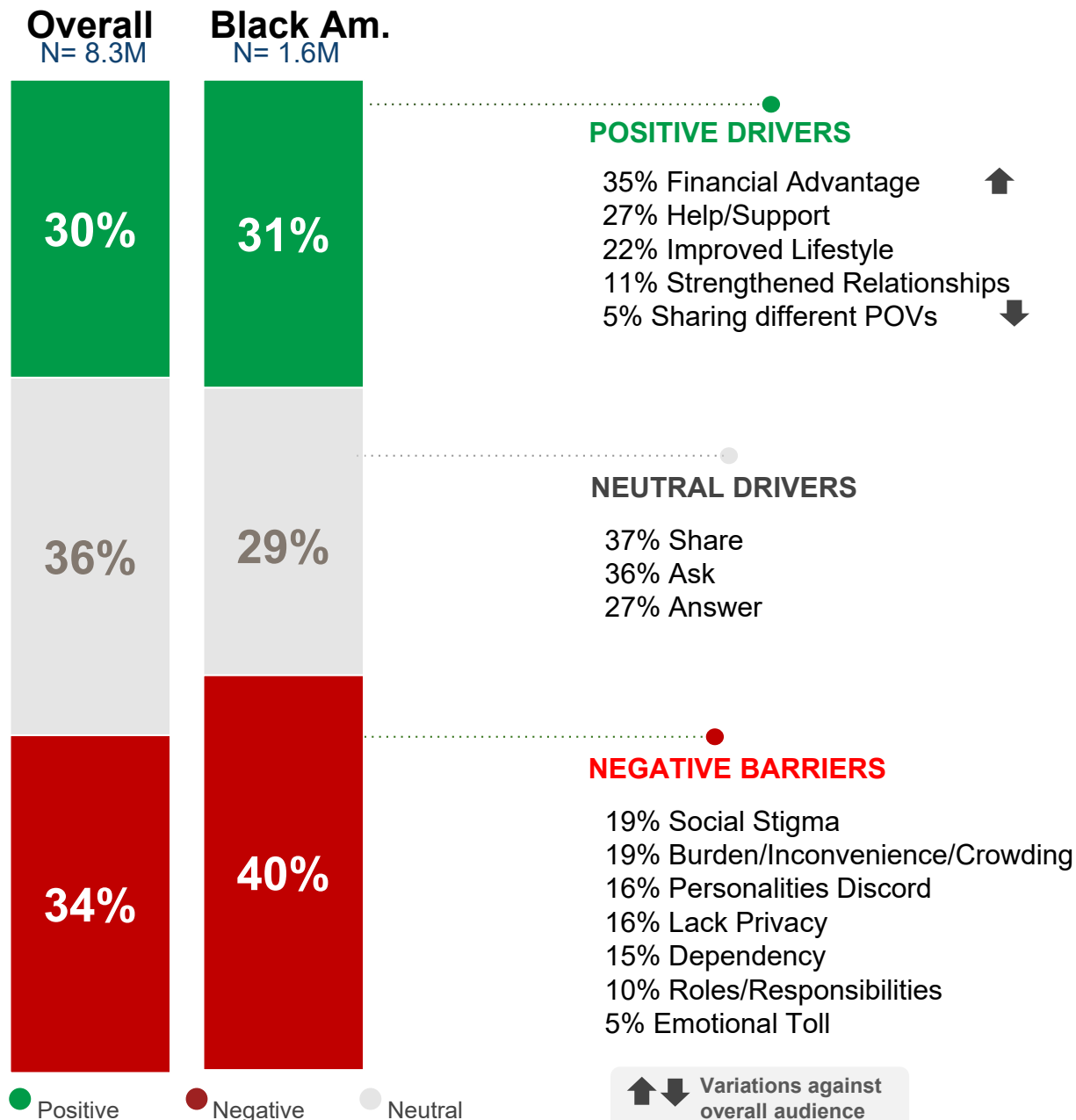
EXTERNAL FACTORS



73%↓

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

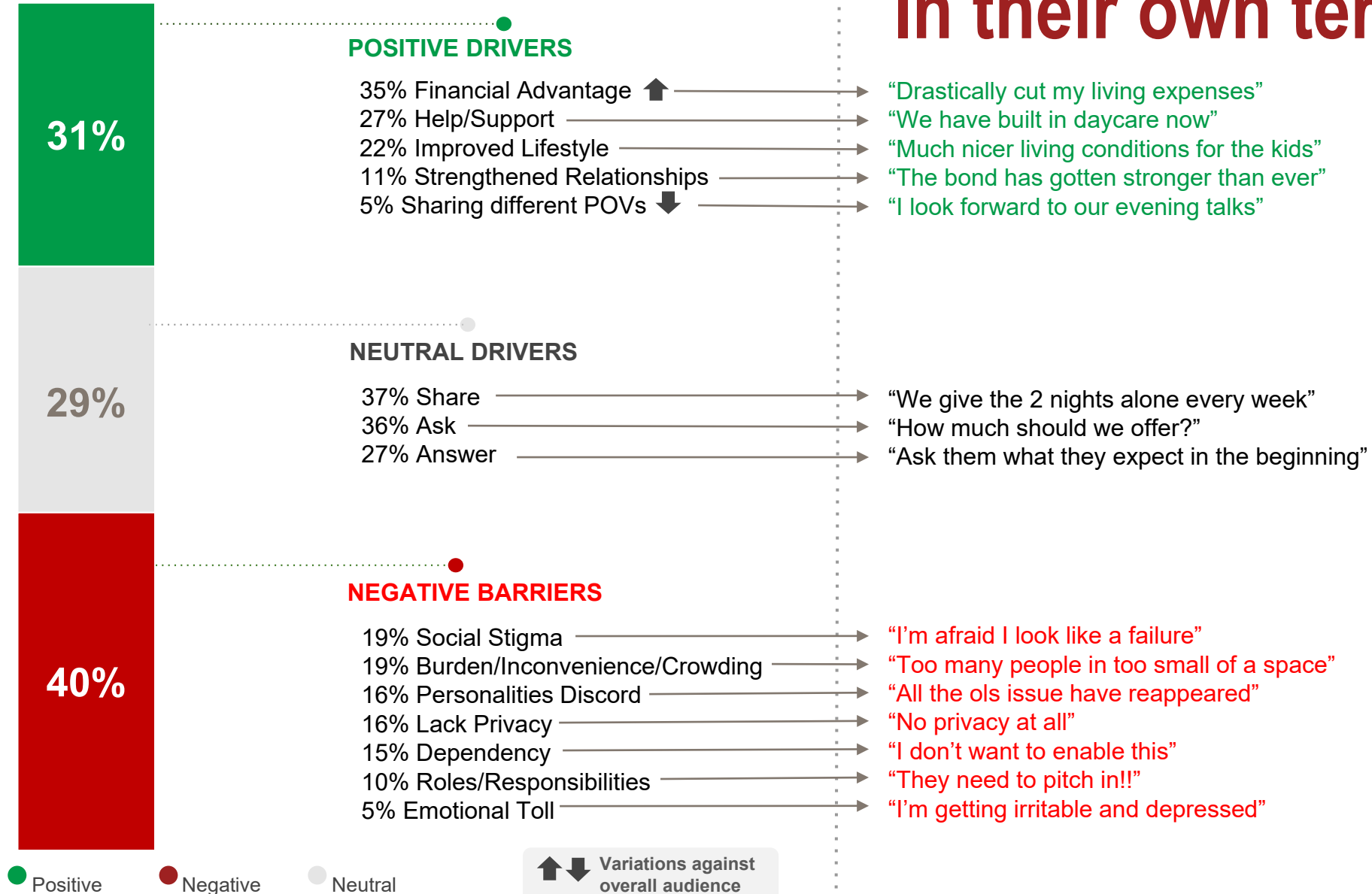
**Black Americans are not motivated by a sense of obligation but rather to recover or survive.**



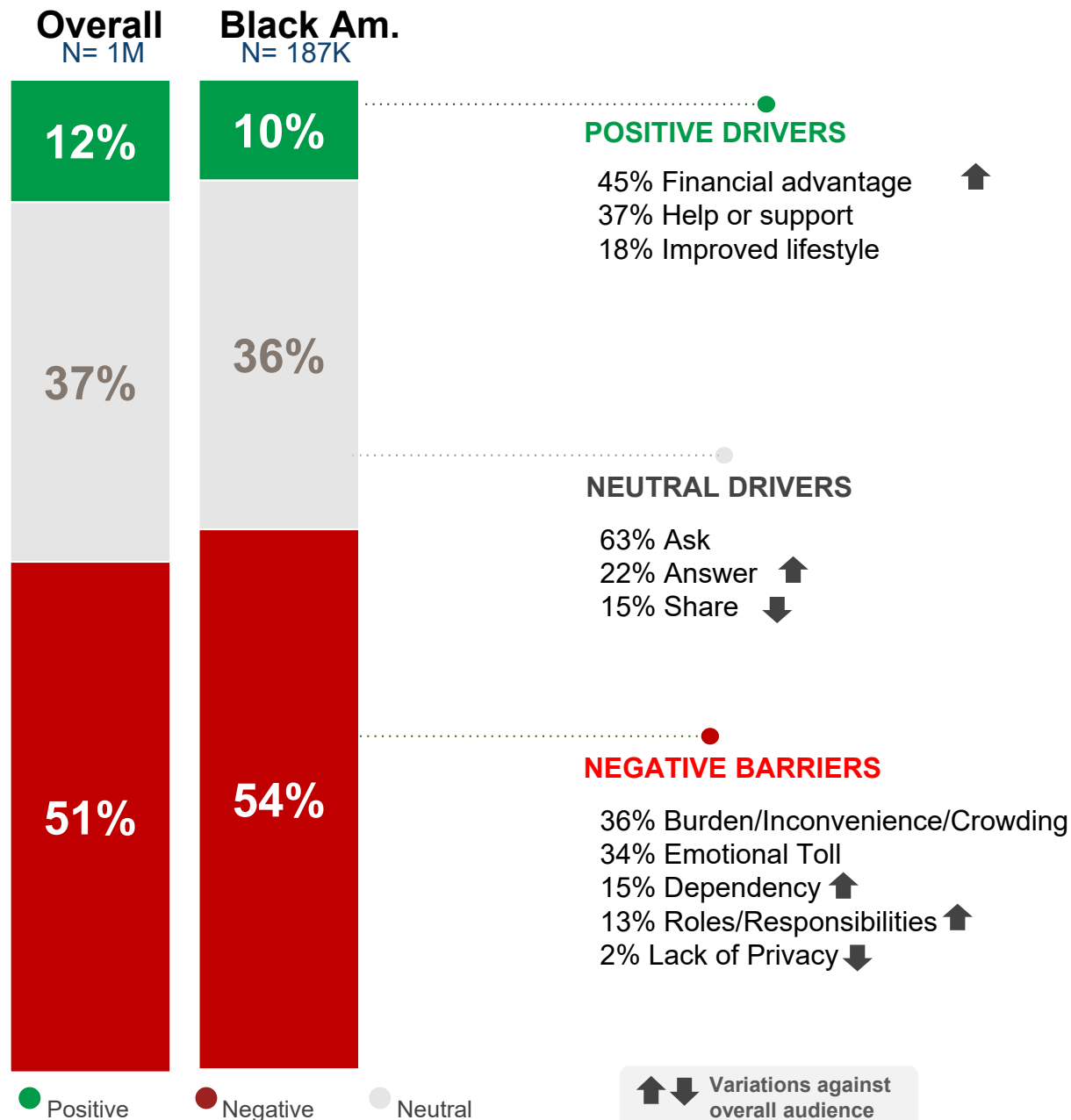
## Sentiment, Drivers and Barriers: Black Americans

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

Black Am.  
N= 1.6M



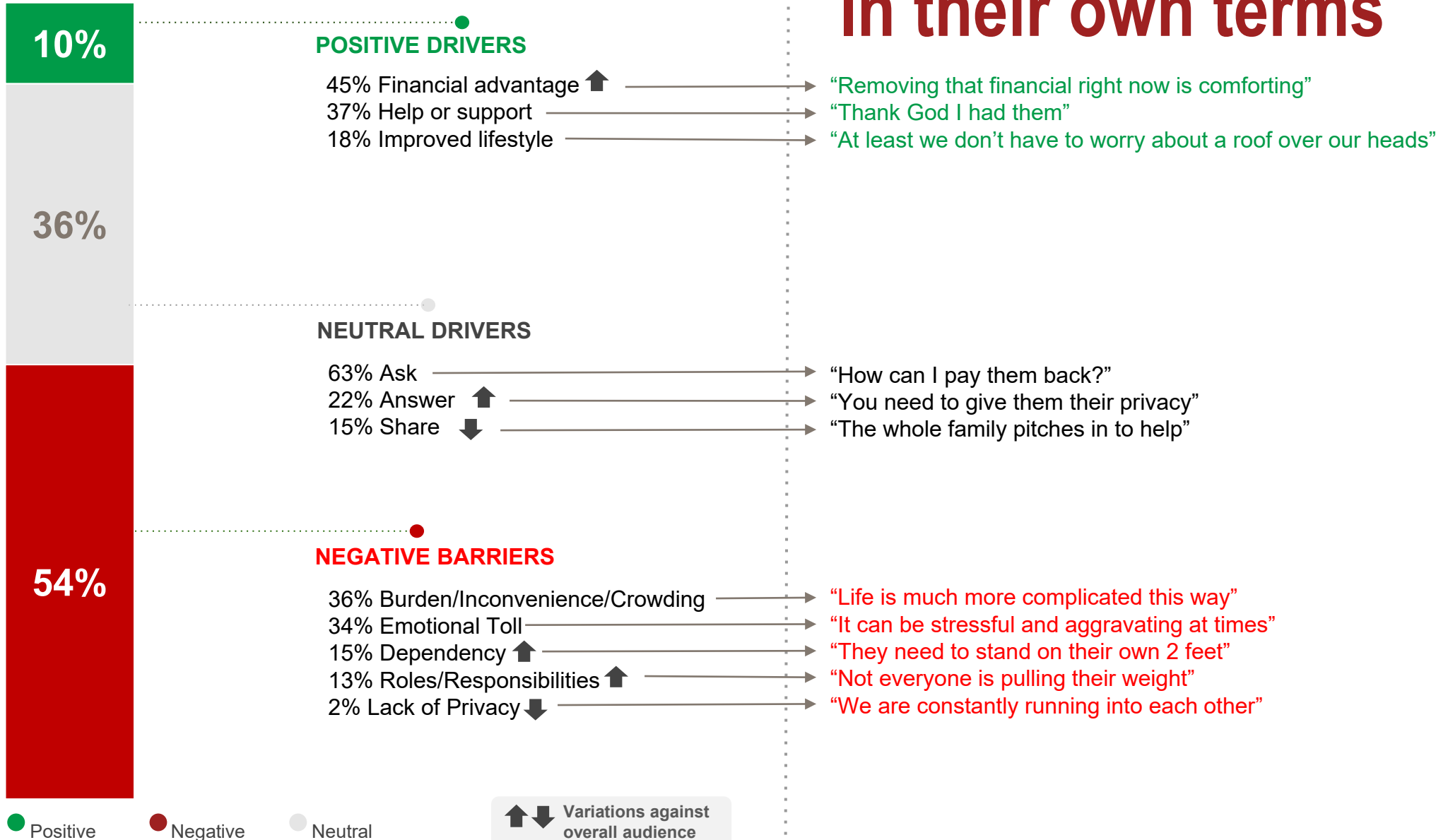
# In their own terms



## 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 Am.  
N= 187K



# In their own terms





## HISPANICS PRE & MID COVID-19

# Summary: Hispanics

## PRE-COVID

Hispanics are the most positive segment yet they are also the only ones not discussing quality of life. **Their motivation is also influenced by their culture as a sense of obligation to take care of other generations is one of their key drivers along with love and support/care.**

## WHAT IT MEANS FOR YOU



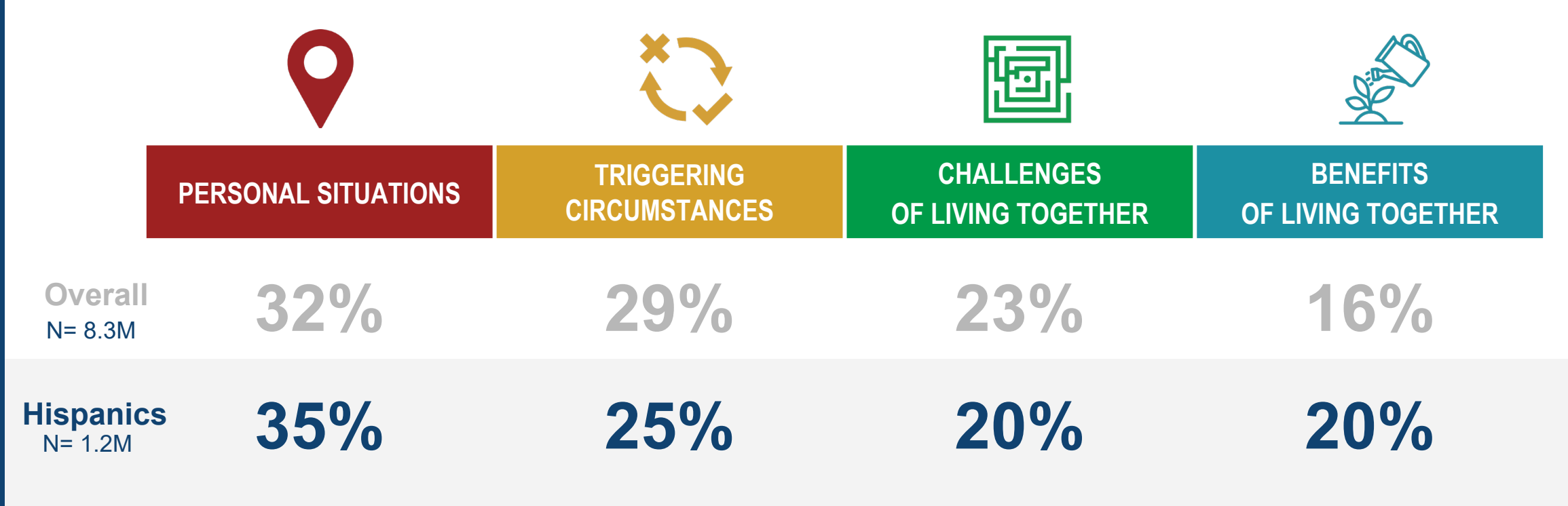
Give them tools to see help them connect with their individuality and acknowledge that even if they tend to be family oriented they have personal needs and desires to fulfill.

## MID-COVID

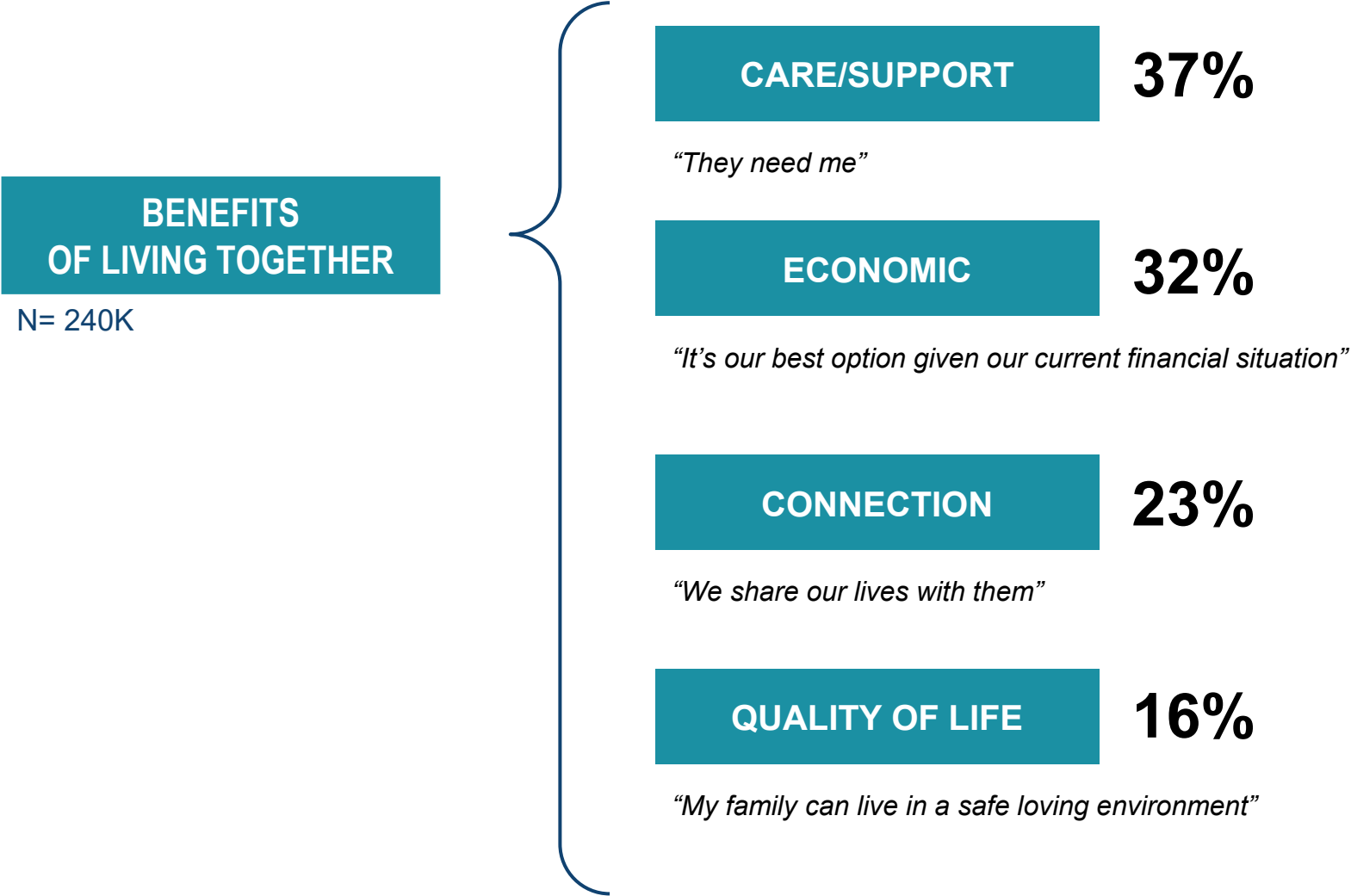
They are more used to multigenerational living than other segments, but that doesn't mean that the pandemic has not taken a toll on them. They see their dreams of social advancement shattered by the pandemic and an increased dependence on others.

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

Hispanics discuss almost 1.3x more the benefits of living in a multigenerational household than the overall population.



# What benefits of living with together are people discussing?





# What do Hispanics discuss when talking about living in a multigenerational household during COVID-19?

Personal situations conversations among Hispanics have increased during COVID-19 but more noticeably, Benefits of living together is 2X less important now than it was before the pandemic.



TRIGGERING  
CIRCUMSTANCES



PERSONAL SITUATIONS



CHALLENGES  
OF LIVING TOGETHER



BENEFITS  
OF LIVING TOGETHER

Overall  
N= 1M

36%

34%

27%

3%

Hispanics  
N= 128K

29%

41%

20%

10%



↑↓ Variations against overall audience

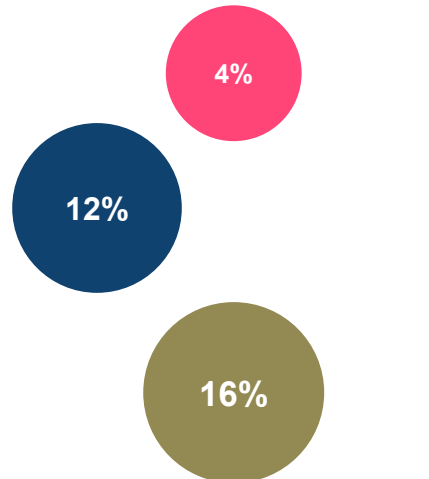


34%↑

of conversations lean towards internal motivations.

**For 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

HISPANICS  
MOTIVATIONS  
N= 1.2M

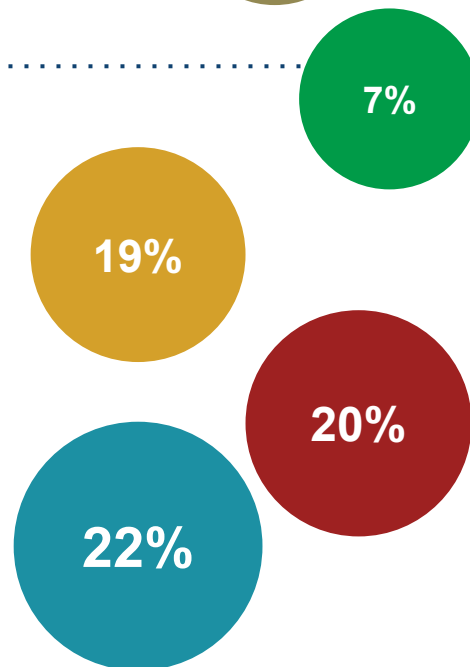
EXTERNAL FACTORS



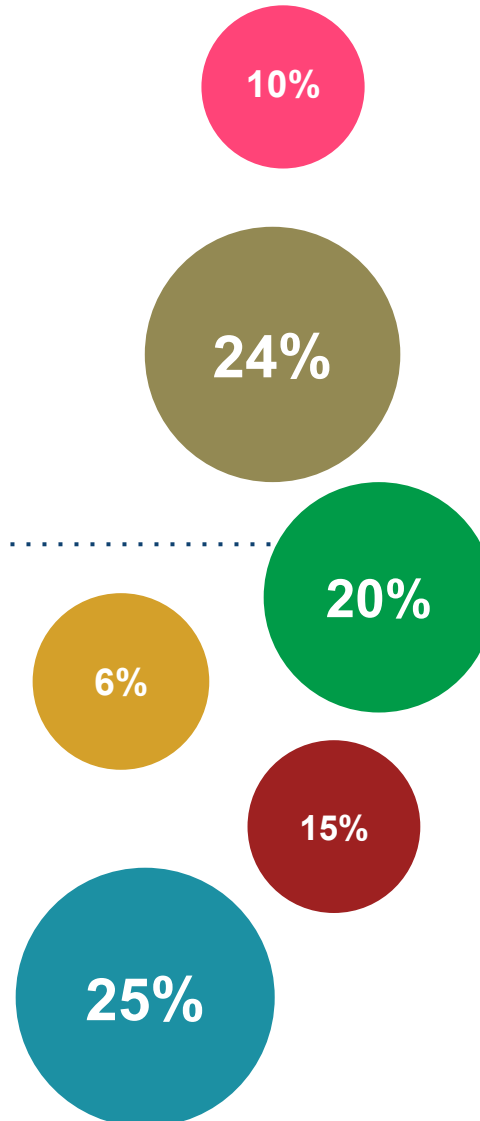
46%↓

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.**



EXTERNAL FACTORS



Love/Connection

Quality of Life

Support/Care

Obligation

Preparation

Recover

Survival

↑↓ Variations against overall audience

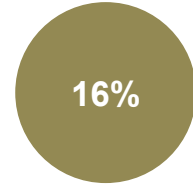


**24%↑**

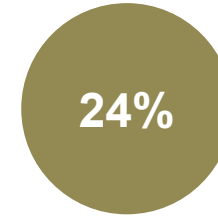
of conversations lean towards internal motivations.

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

OVERALL  
MOTIVATIONS  
N= 1M

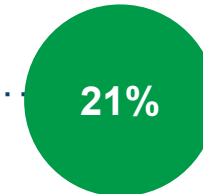
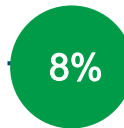


HISPANIC  
MOTIVATIONS  
N= 128K



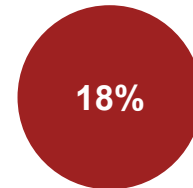
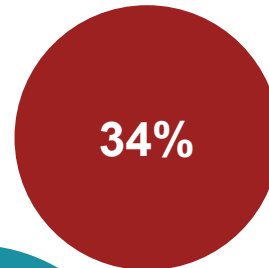
Support/Care

INTERNAL MOTIVES

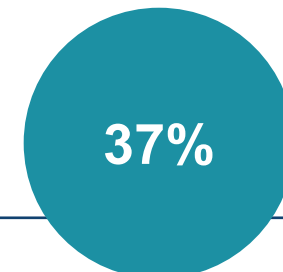
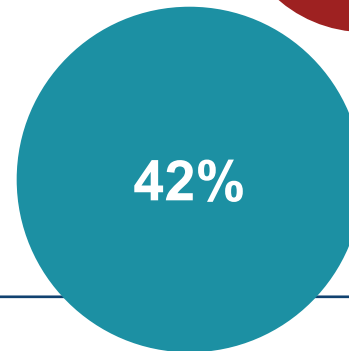


Obligation

EXTERNAL FACTORS



Recover



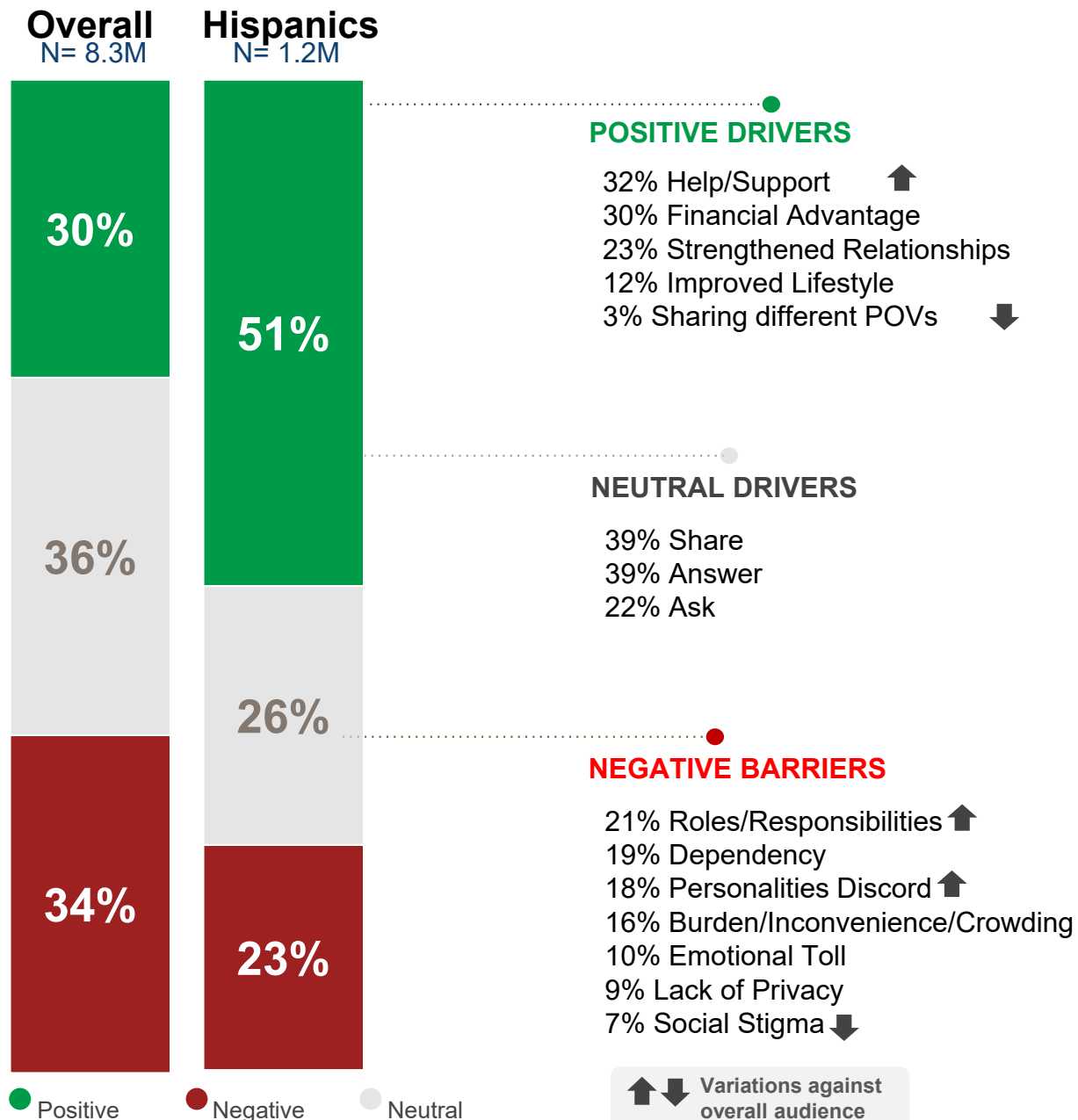
Survival



**55%↓**

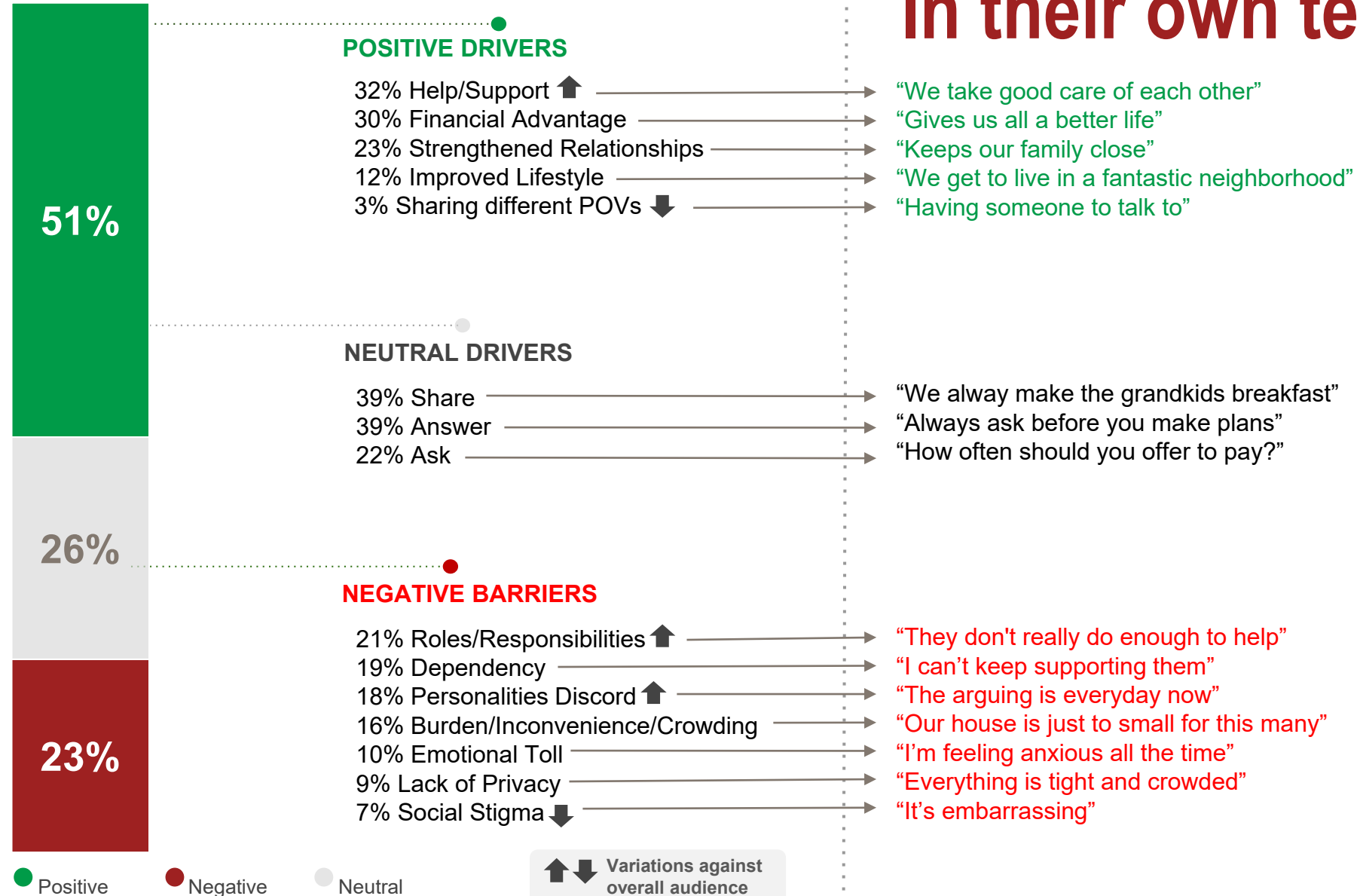
of conversations are anchored on motivations fueled by external factors with a financial impact.

**Hispanics are also more driven by a sense of obligation.**

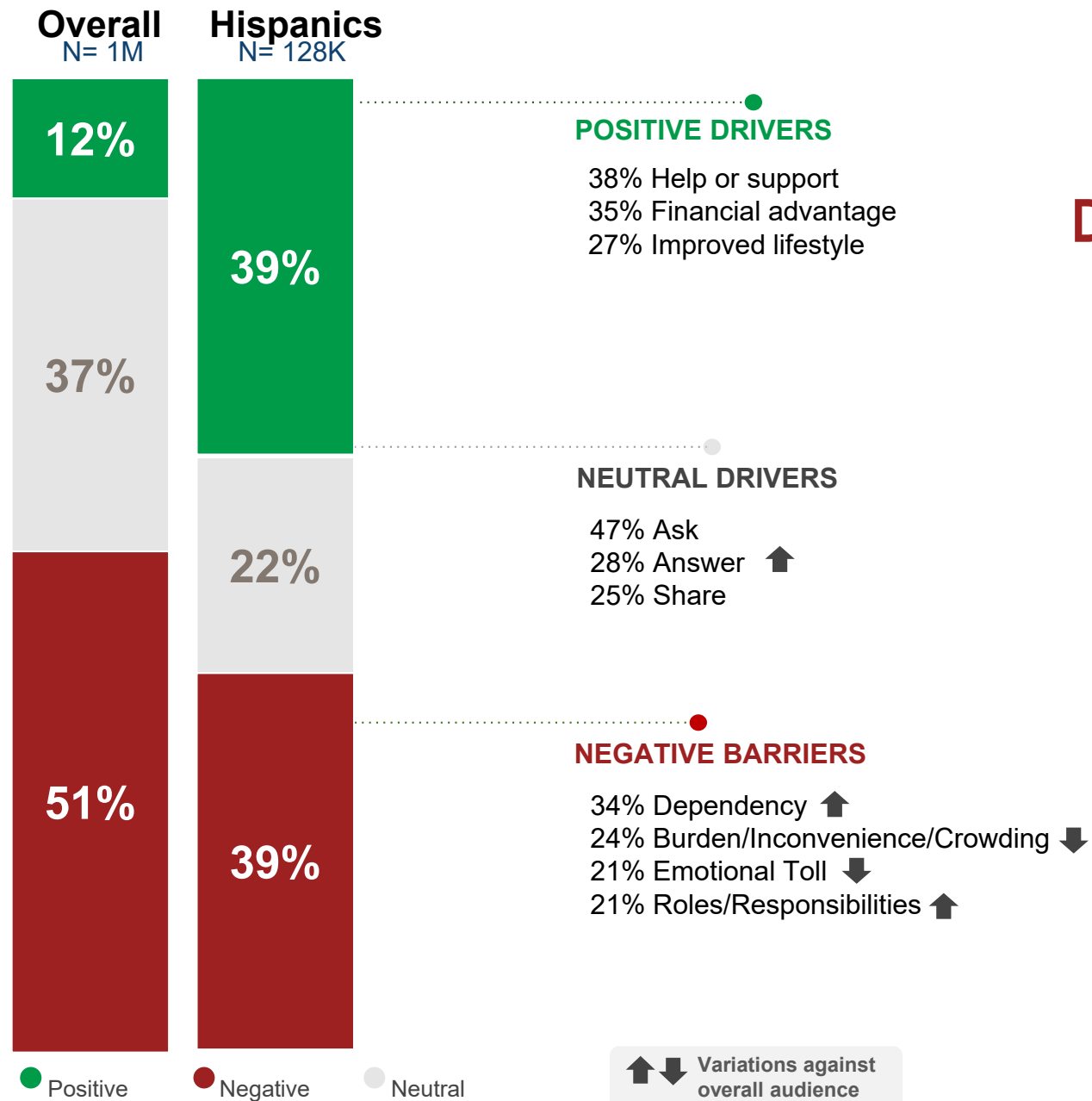


## Sentiment, Drivers and Barriers: Hispanics

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

**Hispanics**  
N= 1.2M

# In their own terms

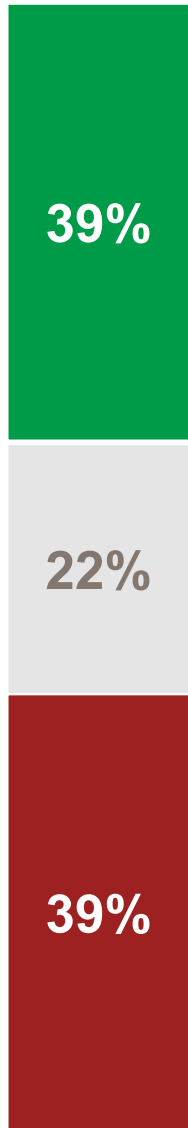


# Sentiment, Drivers and Barriers During COVID-19 Among Hispanics

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, as they are feeling the Dependency weigh on them more severely than pre-COVID.



# Hispanics N= 128K



## POSITIVE DRIVERS

38% Help or support

35% Financial advantage

27% Improved lifestyle

“Our whole family is helping each other out”

“We are all contributing to help get through this”

“Together we can live in better conditions”

## NEUTRAL DRIVERS

47% Ask

28% Answer ↑

25% Share

“Is there any assistance for shared expenses?”

“You need to apply to SSA before the deadline”

“City town hall is tomorrow evening”

## NEGATIVE BARRIERS

34% Dependency ↑

24% Burden/Inconvenience/Crowding ↓

21% Emotional Toll ↓

21% Roles/Responsibilities ↑

“I’m ashamed I can’t do it by myself”

“I feel like a burden”

“I’m so depressed right now”

“They expect me to do everything”

● Positive ● Negative ● Neutral

↑ ↓ Variations against overall audience

# In their own terms

# Segments vs. Regions: Hispanics vs. Residents of LatAm

## PRE-COVID

**US Hispanics more motivated by external factors**

**3.1x** more than residents of LatAm.

US Hispanics consider multigenerational housing out of necessity because of external factors, 3.1x more than residents of LatAm. They have a 1.9x more neutral sentiment, showing that they are less familiar with that type of living arrangement than residents of LatAm..

In LatAm, Residents were more motivated by internal factors and had a more negative sentiment even when they were discussing benefits more. They are also 1.3x more driven by by strengthening their relationships, and the main barrier they discuss is the lack of privacy.

## MID-COVID

**Residents of LatAm discuss the benefits of multigenerational living**

**1.9X** more than US Hispanics.

MID-COVID, US Hispanics are more affected by the emotional toll of living in a multigenerational household. They cope focusing more on internal factors and discussing their personal situation.

In contrast, Residents of LatAm keep on discussing the benefits of living with other generations, 1.9x more than US Hispanics. They are more motivated by a cultural sense of obligation. Lack of Privacy is still an important barrier and they are also affected by crowding 1.8x more than US Hispanics.



## ASIAN AMERICANS PRE- & MID-COVID-19

# Summary: Asian Americans

## PRE-COVID

Asian Americans are more positive about multigenerational living than the overall population.

Even if they discuss feeling obligated to do so more, as it is ingrained in their own culture, they also know they can benefit from such situation and decide to keep an open mind.

## WHAT IT MEANS FOR YOU



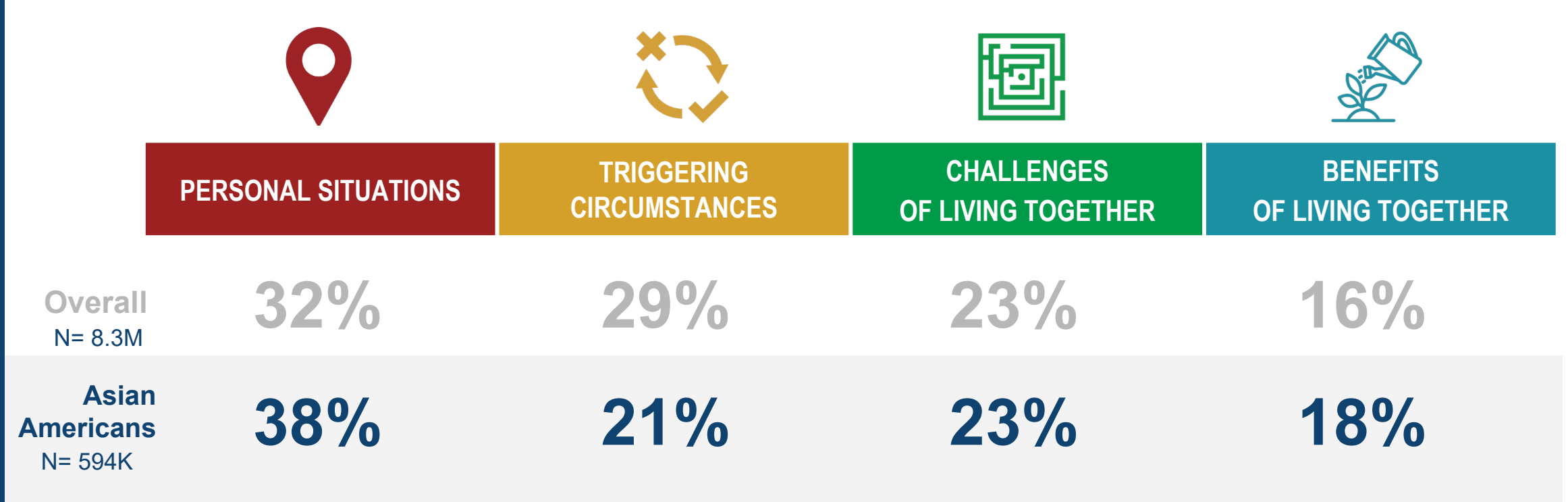
Enable them to feel listened to and express their frustrations, without the fear of being criticized if they don't meet their cultural expectations.

## MID-COVID

Just as Hispanics, Asian Americans are more used to multigenerational living than other segments, which has allowed them to maintain a slightly more positive sentiment than the overall population, especially because their motivations tend to be more internalized.

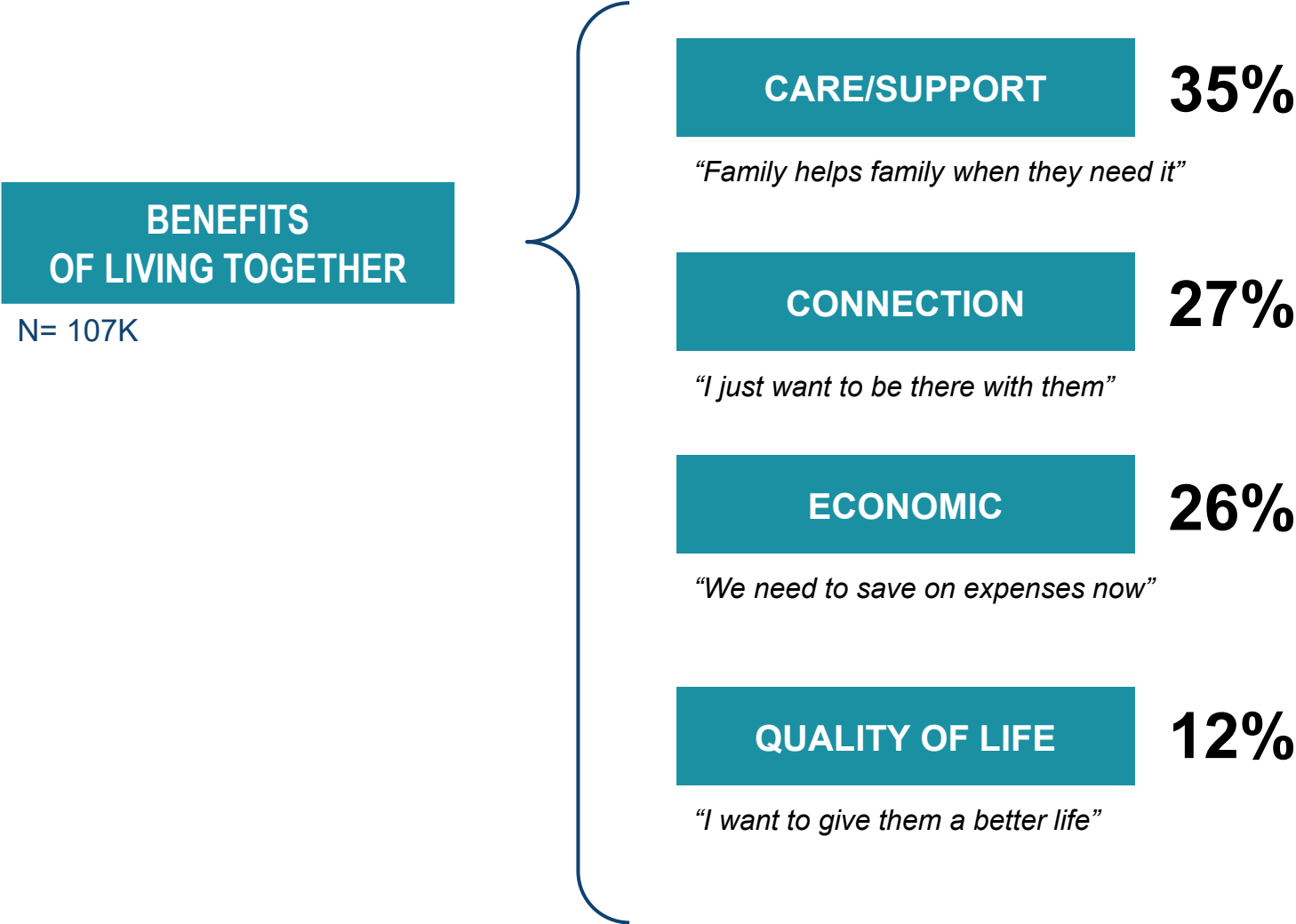
# What do Asian Americans people discuss when talking about living in a multigenerational household?

Asian Americans discuss almost 1.2x more the personal situations involved in living in a multigenerational household than the overall population.



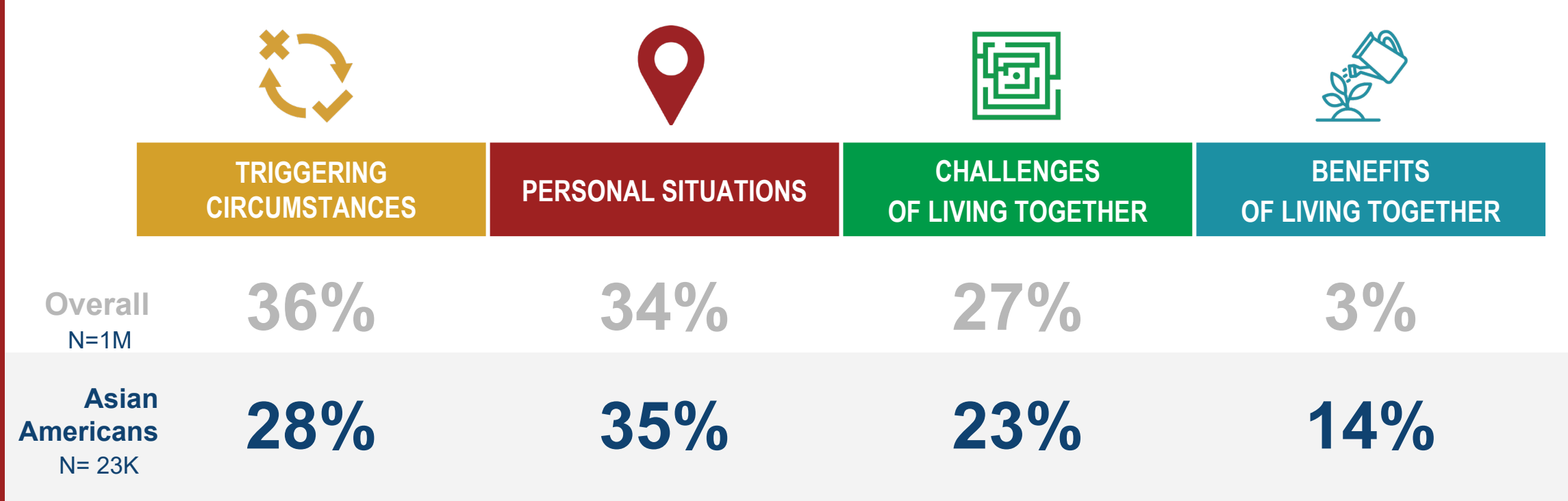


# What benefits of living with together are people discussing?



# What do Asian Americans discuss when talking about living in a multigenerational household during COVID-19?

The pandemic has affected Asian American conversations making them 1.3X more about Triggering Circumstances than pre-COVID.



↑↓ 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.**

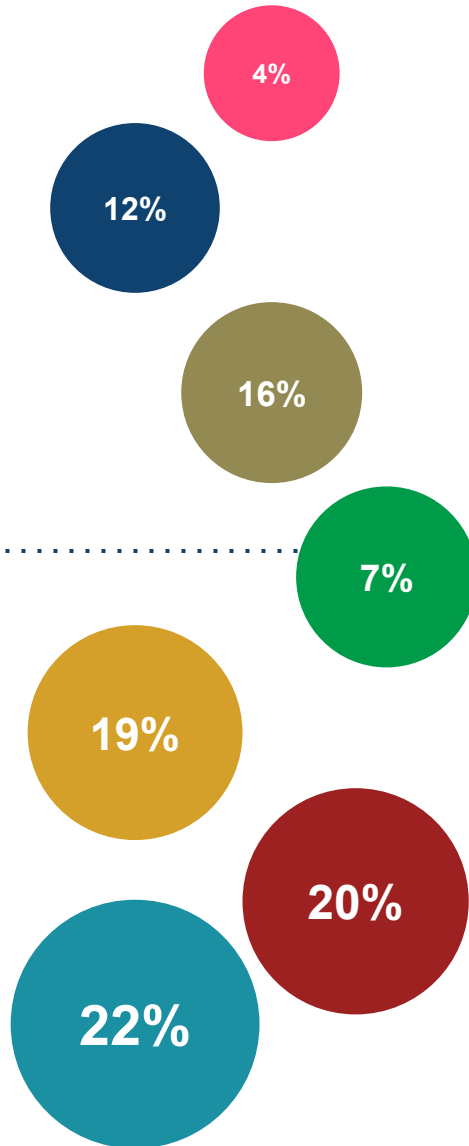


37% ↓

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

**They are 3x less motivated by survival.**

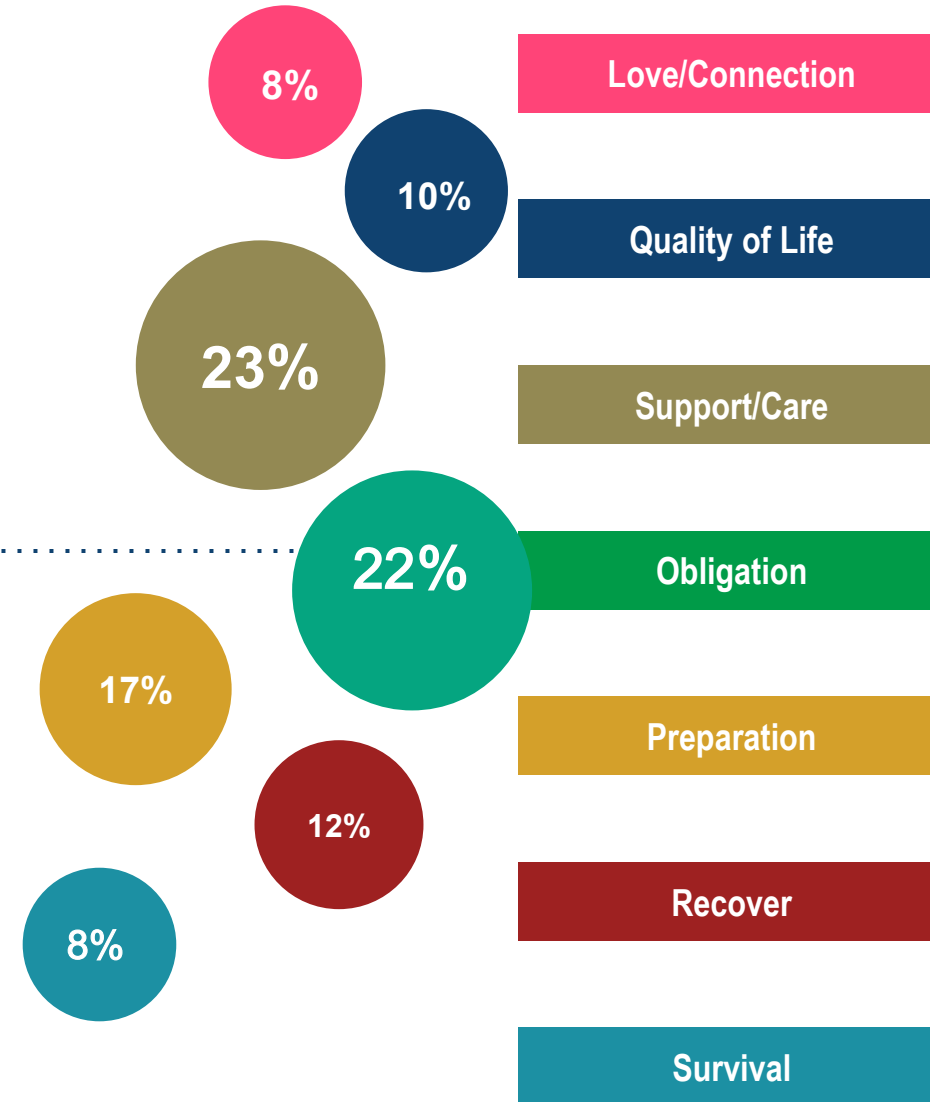
OVERALL  
MOTIVATIONS  
N= 8.3M



INTERNAL MOTIVES

EXTERNAL FACTORS

ASIAN AMERICANS  
MOTIVATIONS  
N= 594K



↑↓ Variations against overall audience

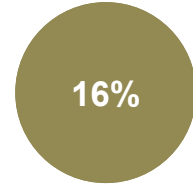


31% ↑

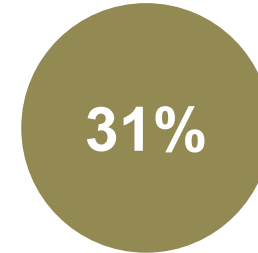
of conversations lean towards internal motivations.

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

OVERALL  
MOTIVATIONS  
N= 1M

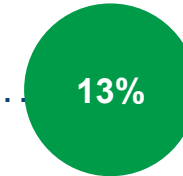


ASIAN AMERICANS  
MOTIVATIONS  
N= 23K



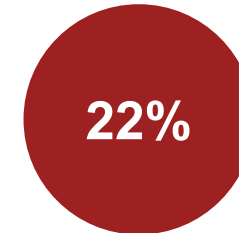
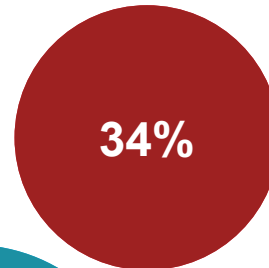
Support/Care

INTERNAL MOTIVES

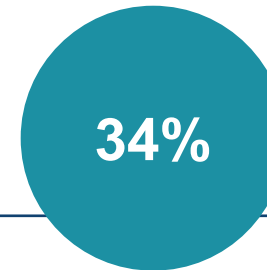
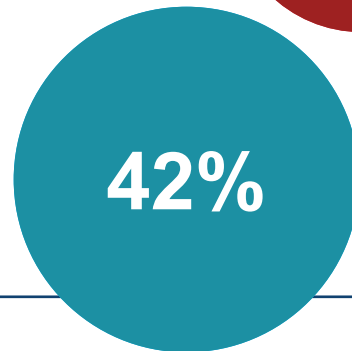


Obligation

EXTERNAL FACTORS



Recover



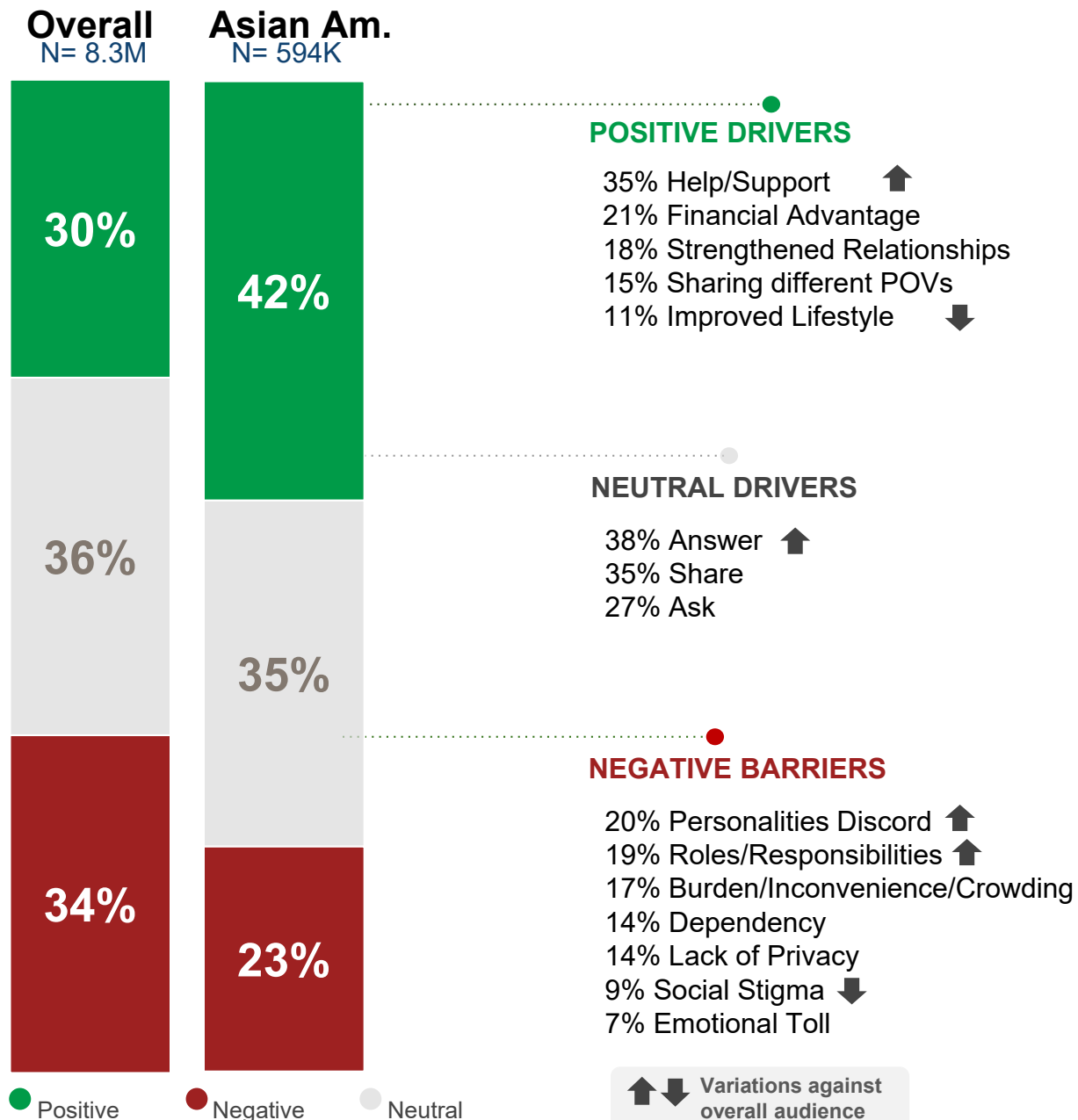
Survival



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.**

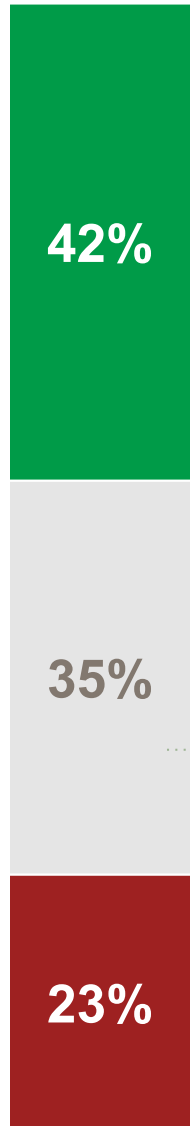


## Sentiment, Drivers and Barriers: Asian Americans

Asian Americans see 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.



# In their own terms



## POSITIVE DRIVERS

- 35% Help/Support ↑ "They are always there for us"
- 21% Financial Advantage "We can save for our own house"
- 18% Strengthened Relationships "They love spending time with us"
- 15% Sharing different POVs "It's always interesting around here"
- 11% Improved Lifestyle ↓ "Life is good this way"

## NEUTRAL DRIVERS

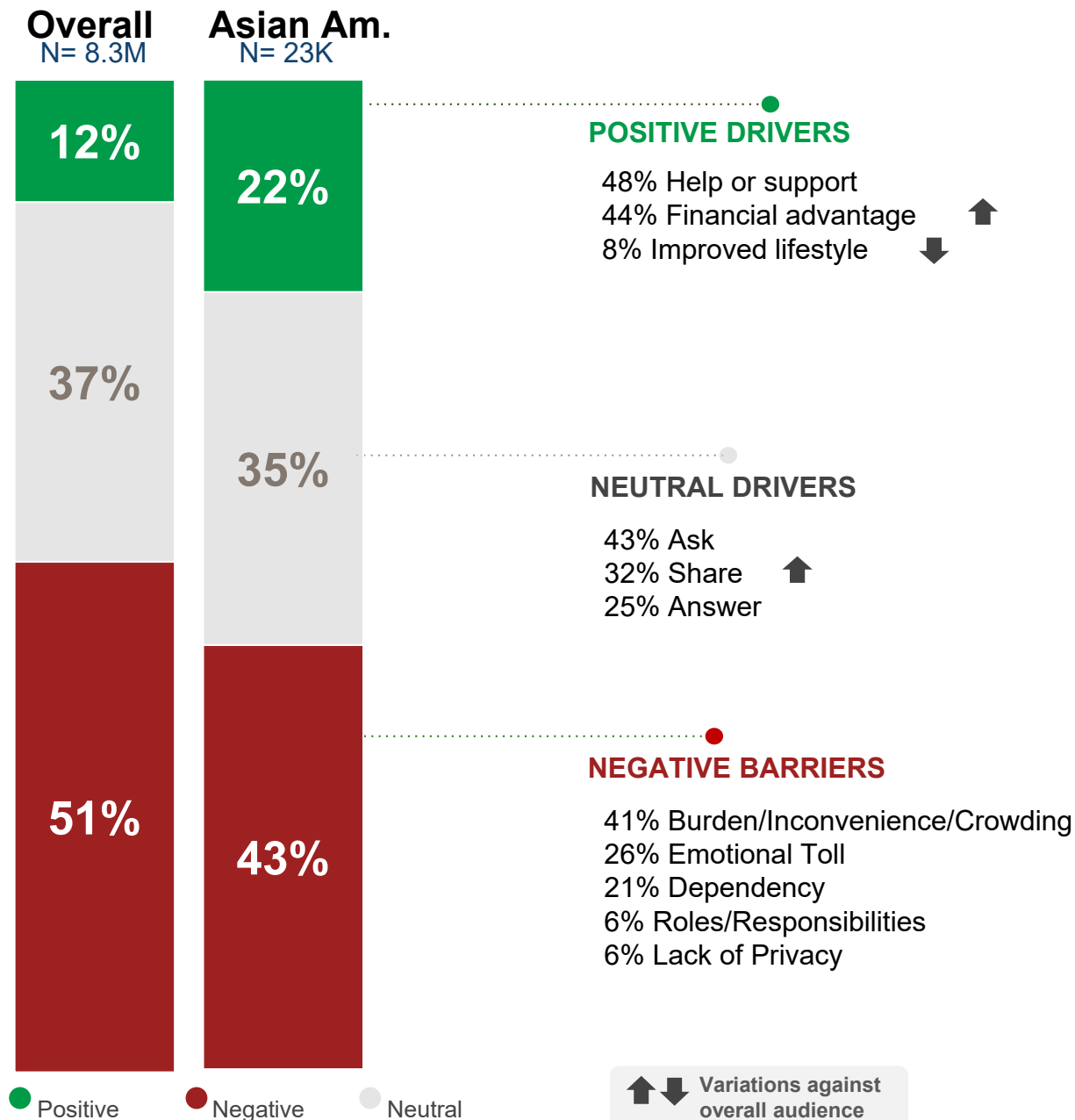
- 38% Answer ↑ "You need to agree on responsibilities together"
- 35% Share "We always make time for each other daily"
- 27% Ask "Should we expect any compensation?"

## NEGATIVE BARRIERS

- 20% Personalities Discord ↑ "Our personalities seem to constantly clash"
- 19% Roles/Responsibilities ↑ "They need to offer some assistance around here"
- 17% Burden/Inconvenience/Crowding "It's just too crowded"
- 14% Dependency "The work has increased to help has not"
- 14% Lack of Privacy "We are never alone anymore"
- 9% Social Stigma ↓ "I feel like an inadequate provider"
- 7% Emotional Toll "This makes me so so sad"

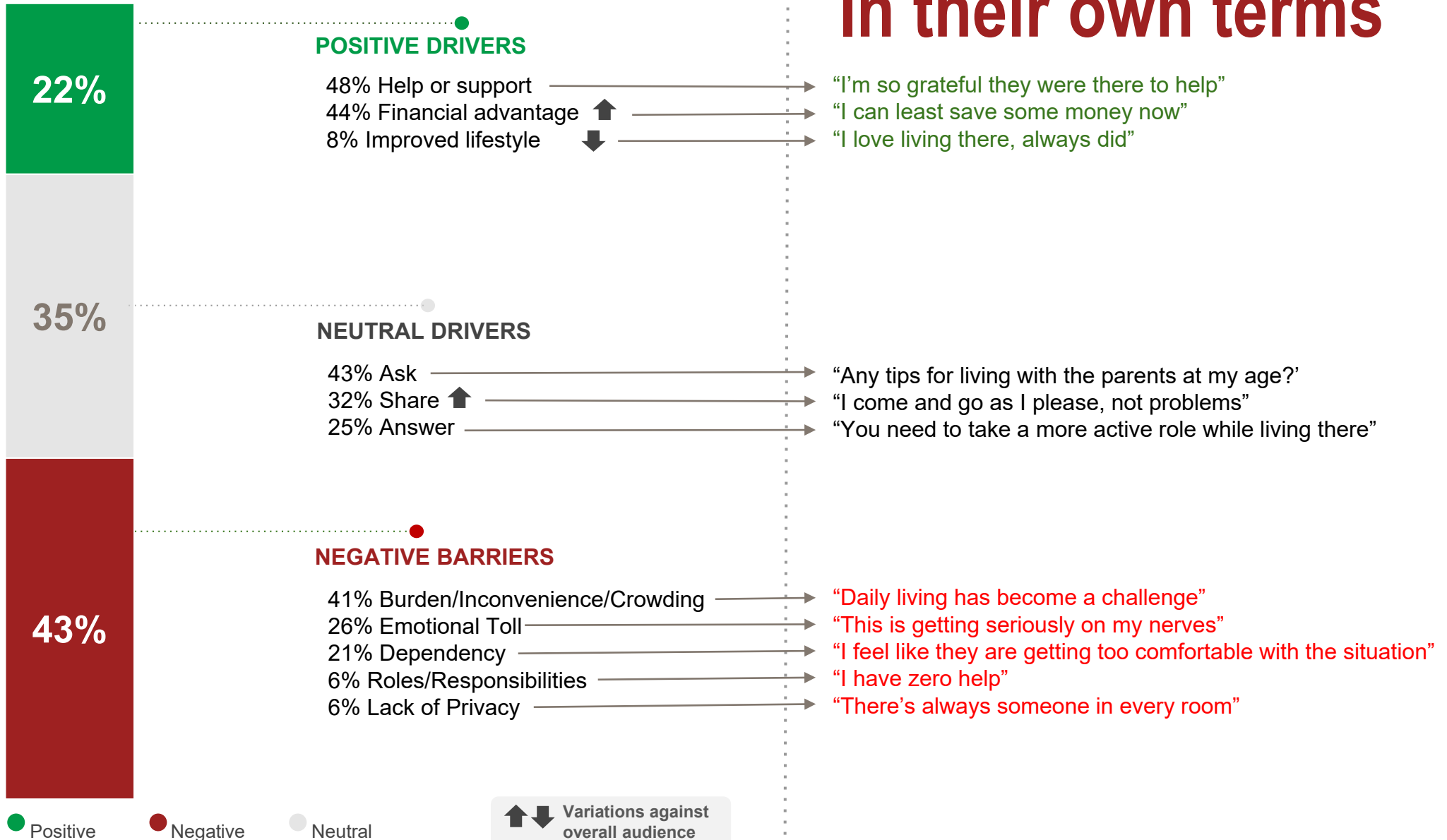
● Positive ● Negative ● Neutral

↑ ↓ Variations against overall audience



# Sentiment, Drivers and Barriers During COVID-19 Among Asian Americans

Just as 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.

Asian Am.  
N= 23K

# In their own terms

# Segments vs. Regions: Asian Americans vs. Residents of Asia

PRE-COVID	MID-COVID
-----------	-----------

Asian Americans  
are motivated by external factors

**1.8x** more than residents of Asia .

Asian Americans consider multigenerational housing out of necessity because of external factors, 1.8x more than Residents of Asia. Getting and receiving help and support are the key drivers to consider such housing format for Asian Americans while Residents of Asia are more driven by strengthening their relationships.

As Residents of Asia seem more familiar to that type of living arrangement, they are also more negative. Lack of privacy, crowding and conflict are key sources of dissatisfaction.

Residents of Asia are motivated by a  
sense of obligation to consider  
multigenerational living

**2.9X** more than Asian

**Americans.**

Asian Americans are more triggered by external factors and discuss the challenges of multigenerational living almost 2x more than Residents of Asia. They also tend to be more neutral, asking questions and receiving advice online.

In contrast, living in a multigenerational household is more embraced by Residents of Asia. They are 1.8x more positive about living in a multigenerational household. They are 2.9x more motivated by obligation, a cultural responsibility to take care of other generations in the family. As a result, they discuss the benefits of living with others almost 2x more t.



## 2 GENERATIONS PRE- & MID-COVID-19



# Summary: 2 Generations

## PRE-COVID

Two-generation households were triggered to live with others before the pandemic by external and financial factors more than internal motives. Their sentiment is polarized, the lifestyle and financial benefits are the most relevant drivers, but the frictions on living together make them feel negative about the decision of living with others.

## WHAT IT MEANS FOR YOU



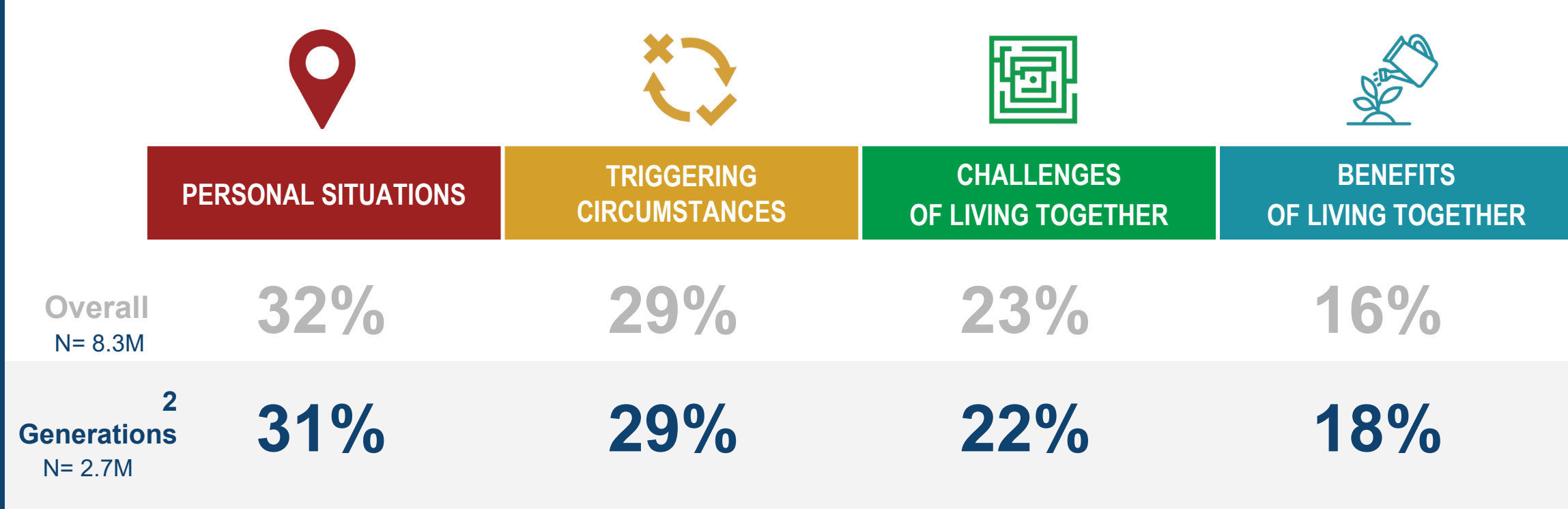
Help them give meaning to their experience starting conversations about the benefits of living with others and educating them to cope with the emerging challenges.

## MID-COVID

During COVID external factors became even more relevant as triggers of moving in with others. Even though they were as negative as the overall population, they have remained slightly more positive because they have focused on the support and the financial advantages of the situation.

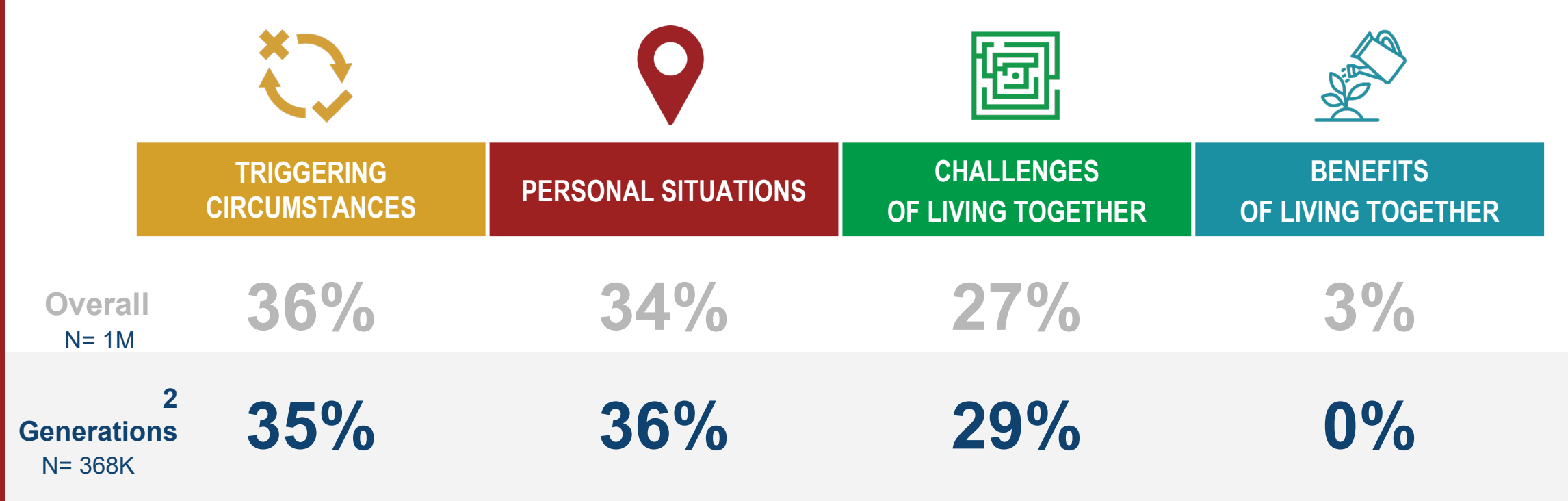
# What do the 2 Generations discuss when talking about living in a multigenerational household?

Just as the overall population, two-generation households tend to discuss their personal situations and the triggers that led to live with others more than other topics.



# What do the 2 Generations discuss when talking about living in a multigenerational household during COVID-19?

During COVID they are still talking about those two topics the most. However, discussing the challenges of living together has become very relevant, as they face the struggles of life at home.



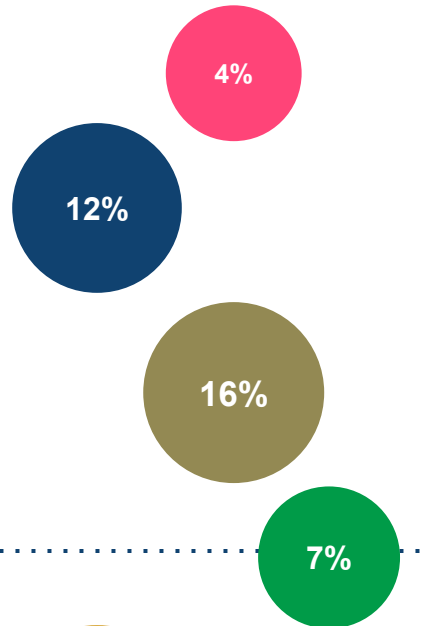
↑↓ Variations against overall audience



30% ↓

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

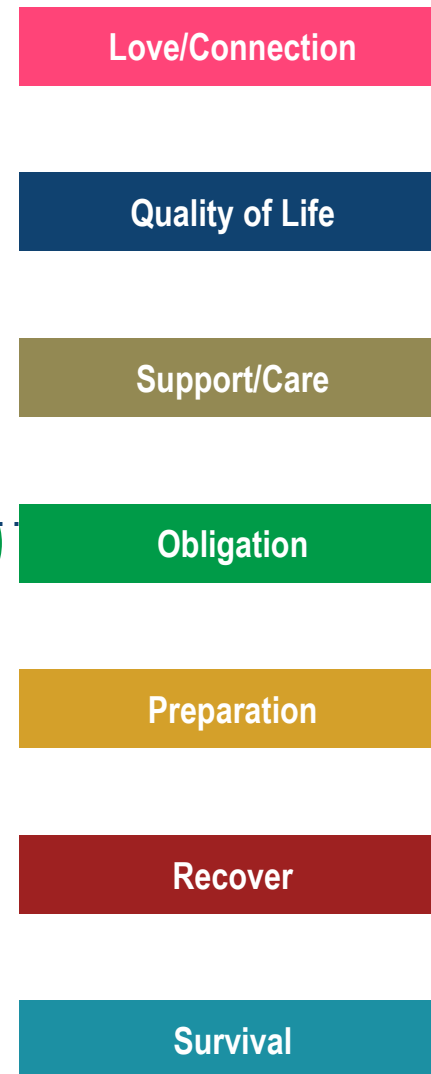
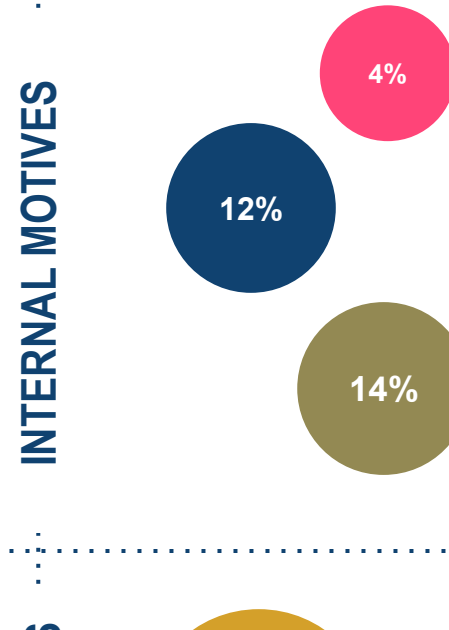
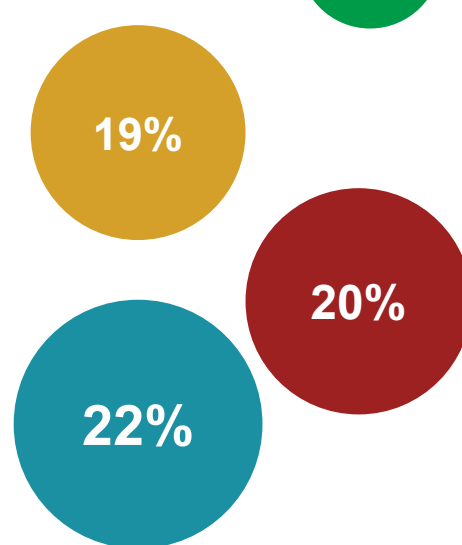
2 GENERATIONS  
MOTIVATIONS  
N= 2.7M

EXTERNAL FACTORS



64% ↑

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**.



↑↓ Variations against overall audience



15% ↓

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

OVERALL  
MOTIVATIONS  
N= 1M

2 GENERATIONS  
MOTIVATIONS  
N= 368K

INTERNAL MOTIVES

EXTERNAL FACTORS

16%

15%

Support/Care

8%

10%

Obligation

34%

36%

Recover

42%

39%

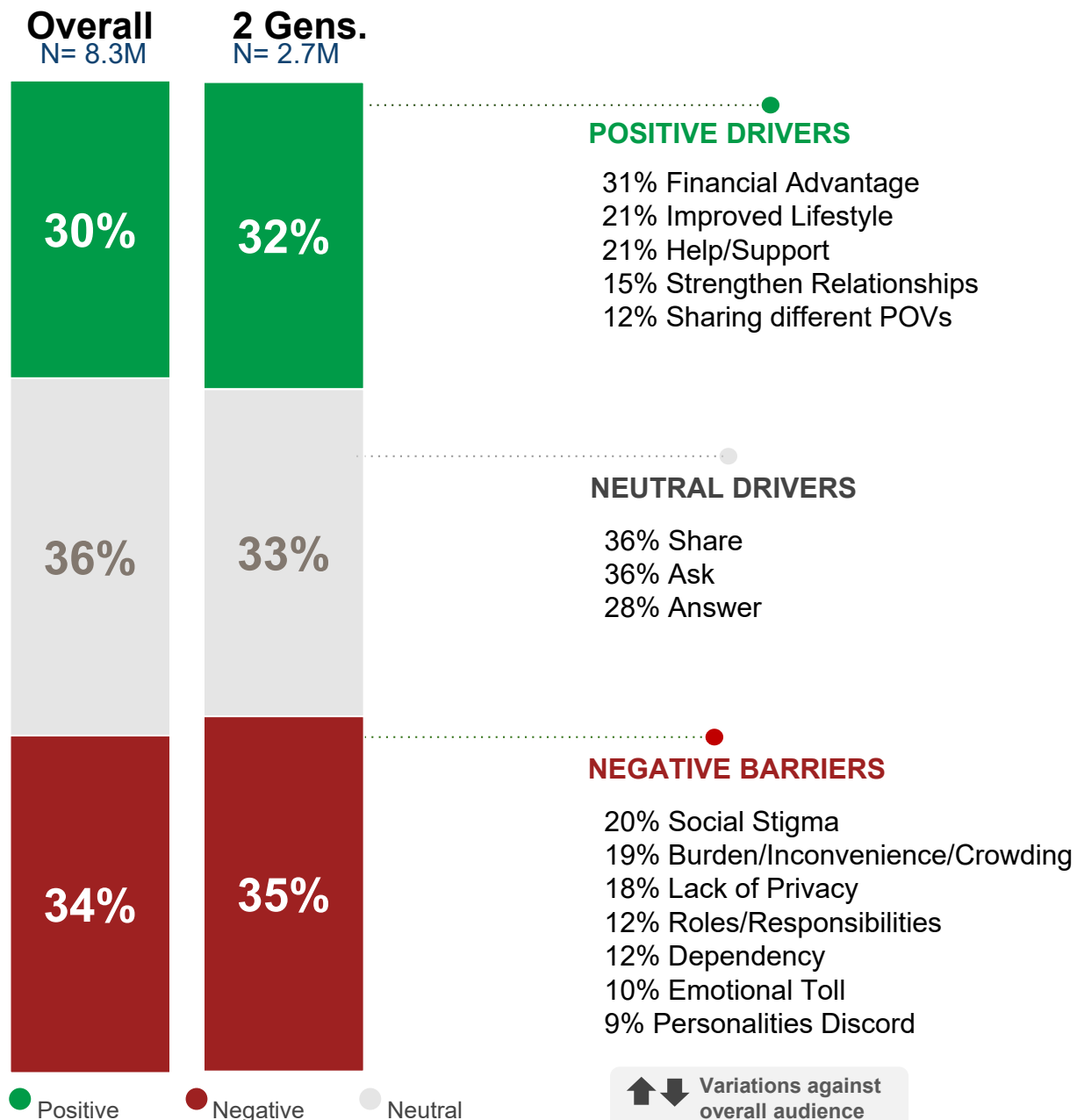
Survival



75% ↑

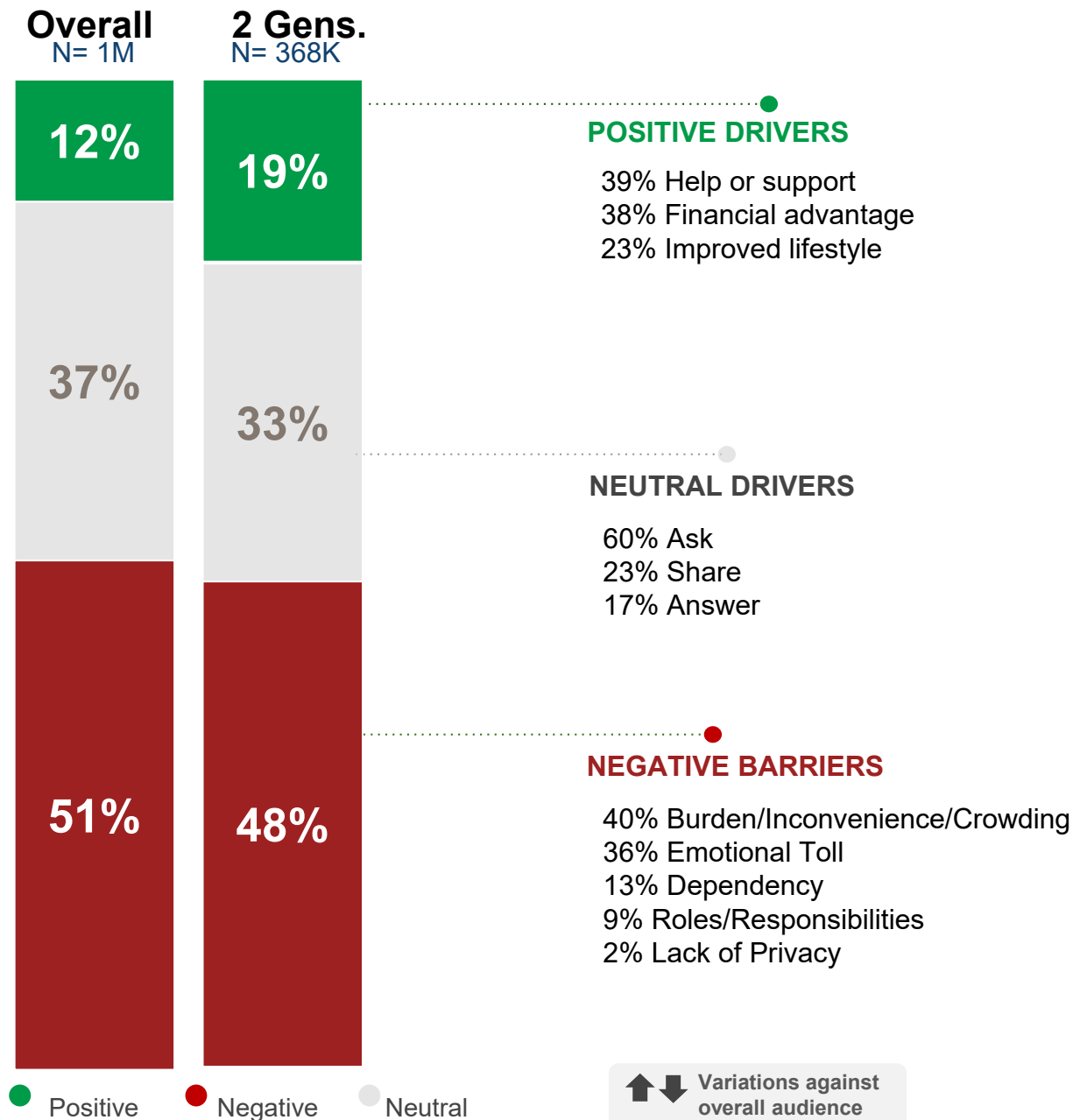
of conversations are anchored on motivations fueled by external factors with a financial impact. The objective to move into a multigenerational household is to **offset a difficult situation**.





## Sentiment, Drivers and Barriers: 2 Generations

Two-generation households' sentiment is quite similar to the overall population before COVID. 1 out of 3 conversations denotes a positive sentiment fueled by the lifestyle and financial benefits of living with others, while 1 out of 3 conversations denotes a negative mindset generated by the frictions of living together and other psychological barriers.



# Sentiment, Drivers and Barriers During COVID-19 Among 2 Generations

During COVID, two-generation households have become less positive about living with others, but have remained slightly more positive than the overall population, because they have focused on the support and the financial advantages of the situation.



## 3 GENERATIONS PRE- & MID-COVID-19

# Summary: 3 Generations

## PRE-COVID

Even though 3 generation households focus more in internal motivations for living with others, they feel it's more challenging and therefore feel slightly more negative, especially because of the crowding situation and lack of privacy.

## WHAT IT MEANS FOR YOU



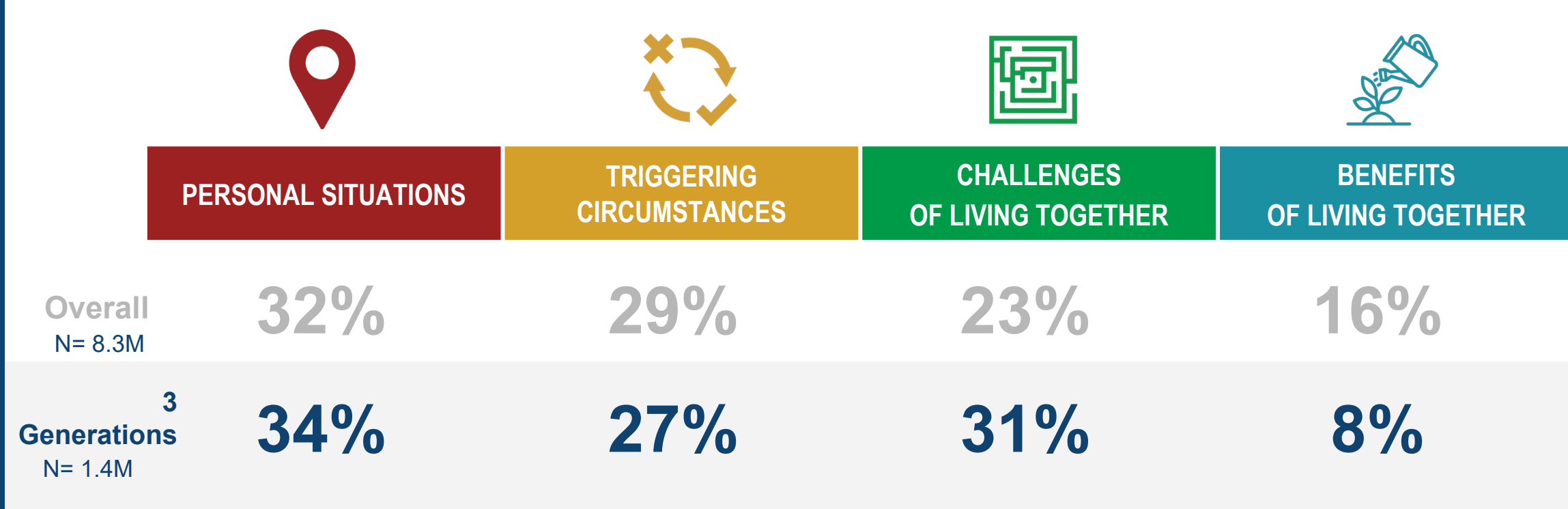
Educate people to resolve conflicts, establish boundaries and cope with the challenges that emerge when living with others.

## MID-COVID

They turned to sharing their personal situations and asking questions, and their motivations drastically shifted to a more reactive and external approach. The crisis has had a huge impact on this segment who has been affected by the roles they have to assume and the lack of privacy.

# What do the 3 Generations discuss when talking about living in a multigenerational household?

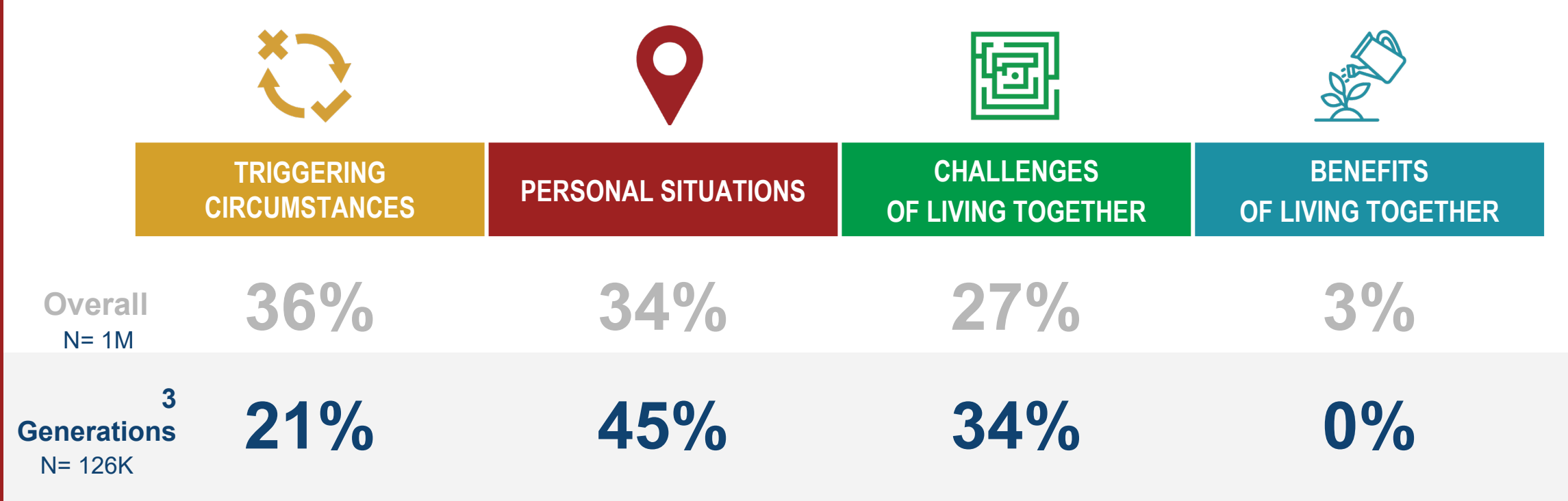
Three-generation households discuss the challenges of living together 1.3x more than the overall population, while they discuss the benefits twice less than overall.





# What do the 3 Generations discuss when talking about living in a multigenerational household during COVID-19?

During COVID these households discuss their personal situations 1,3x more than the overall population, and they keep on focusing on the challenges of living together.



↑↓ Variations against overall audience



**52% ↑**

of conversations lean towards internal motivations.

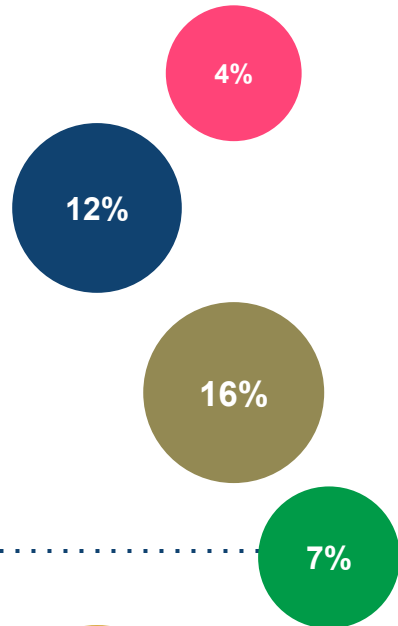
**They are 3x more motivated by love and 2x more by the support/care they receive.**



**33% ↓**

of conversations are anchored on motivations fueled by external factors with a financial impact. They are 2X more motivated by a sense of obligation.

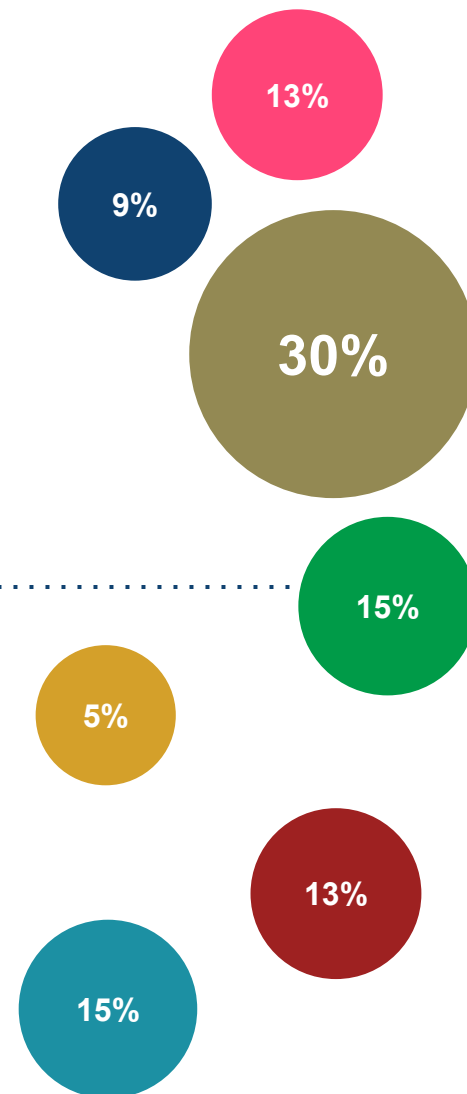
OVERALL  
MOTIVATIONS  
N= 8.3M



INTERNAL MOTIVES

EXTERNAL FACTORS

3 GENERATIONS  
MOTIVATIONS  
N= 1.4M



Love/Connection

Quality of Life

Support/Care

Obligation

Preparation

Recover

Survival

↑↓ Variations against overall audience



**26% ↑**

of conversations lean towards internal motivations. They are 1.5x more motivated by the support/care they can receive and offer.

OVERALL  
MOTIVATIONS  
N= 1M

3 GENERATIONS  
MOTIVATIONS  
N= 126K

INTERNAL MOTIVES

EXTERNAL FACTORS

16%

26%

Support/Care

8%

6%

Obligation

34%

26%

Recover

42%

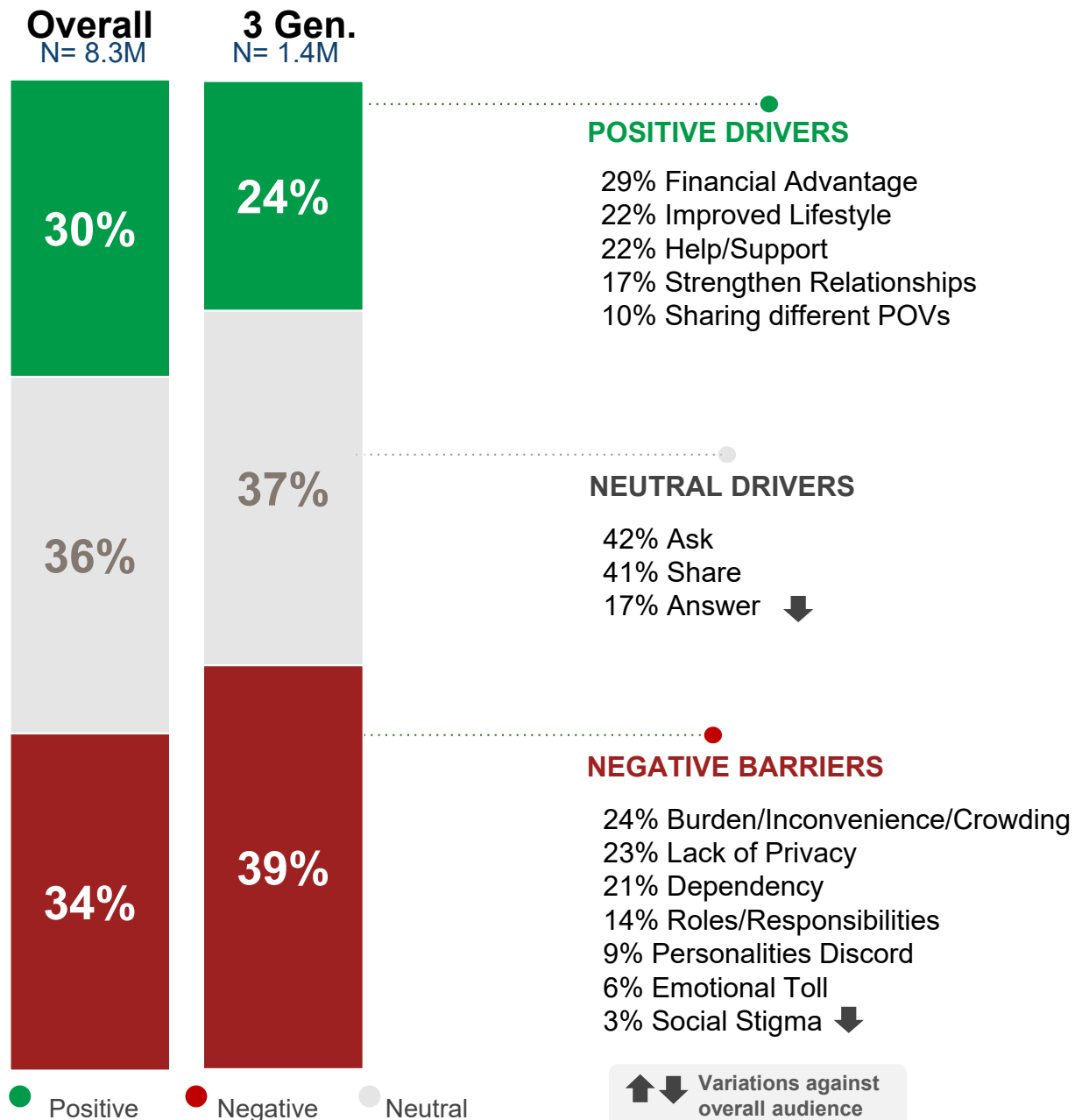
42%

Survival



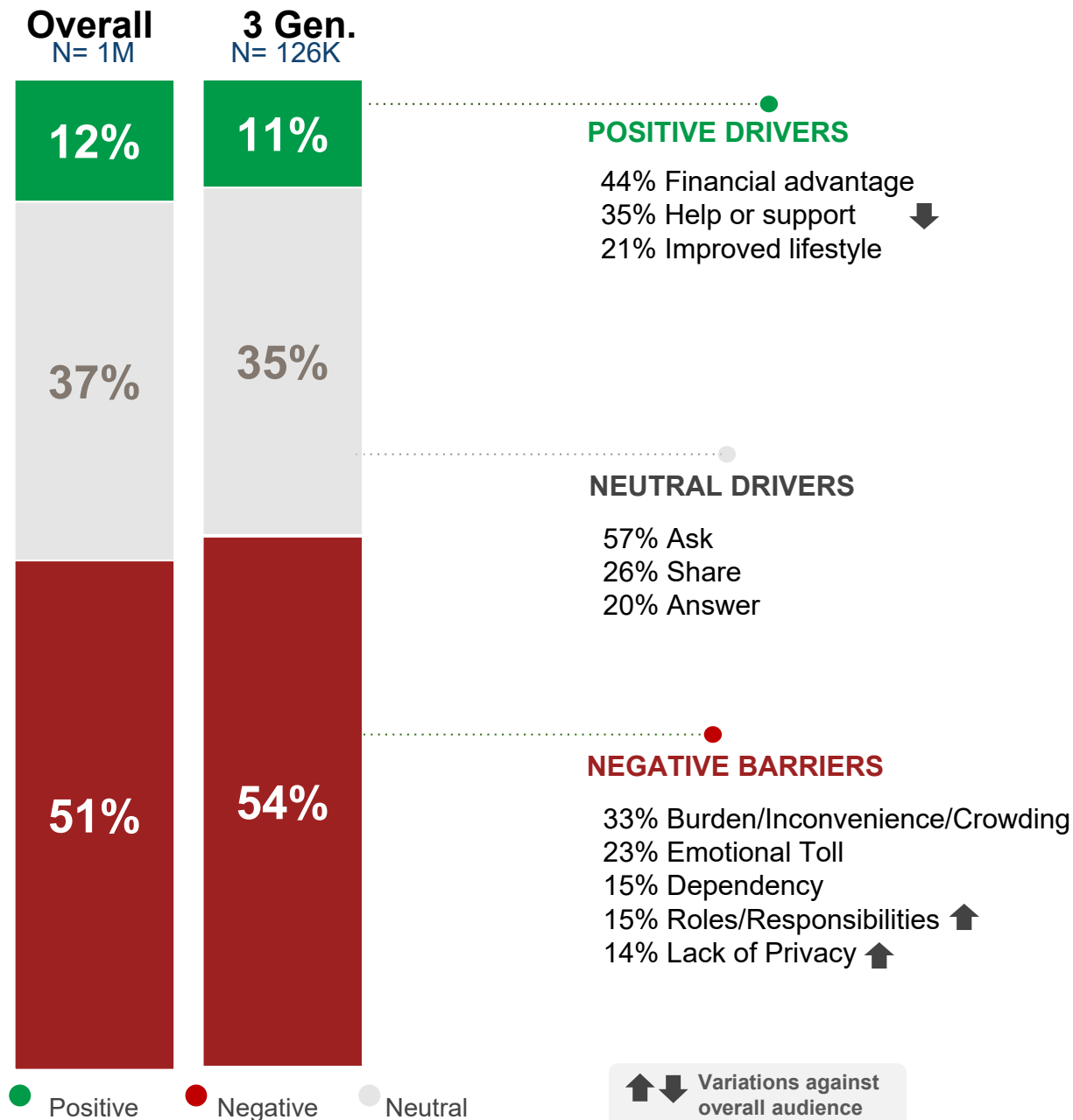
**68% ↓**

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



## Sentiment, Drivers and Barriers: 3 Generations

Three-generation households are slightly more negative than the overall population. But the barriers are not necessarily psychological such as social stigma or emotional toll. Instead, they feel strongly about the frictions of living with others (70% of the barriers).



## Sentiment, Drivers and Barriers During COVID-19 Among 3 Generations

During COVID, their sentiment is 1.4x more negative, intensified by the inconveniences of living with others during the pandemic and the emotional toll that rocketed, becoming 3.8x more relevant.





## GRANDFAMILY PRE- & MID-COVID-19

# Summary: Grandfamilies

## PRE-COVID

Grandfamilies are triggered by internal factors but also by a sense of obligation that pushes them to assume roles they no longer had.

Nevertheless, they undertake the decision with a positive mindset.

## WHAT IT MEANS FOR YOU



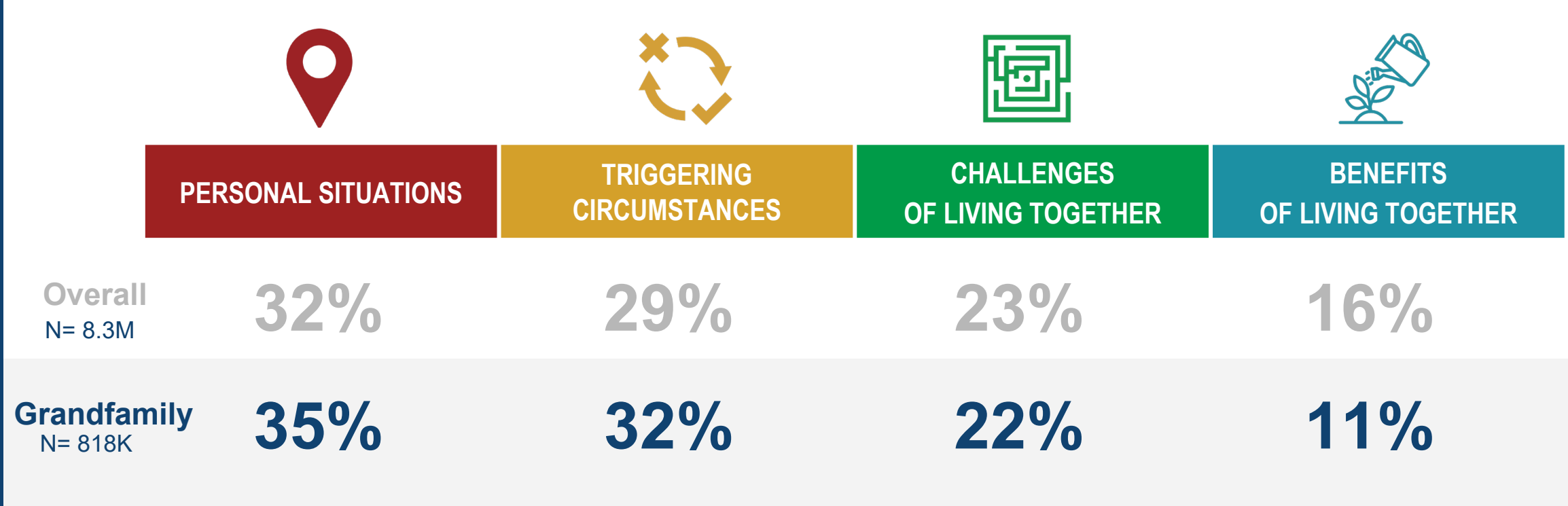
Offer a safe platform that allows them to express the difficulties and emotional toll that comes with the roles and responsibilities they are assuming, especially during the pandemic.

## MID-COVID

The positive sentiment disappears because the pandemic comes with several stressors they need to deal with. They discuss the emotional toll less than any other segment, probably because they force themselves to minimize their frustrations.

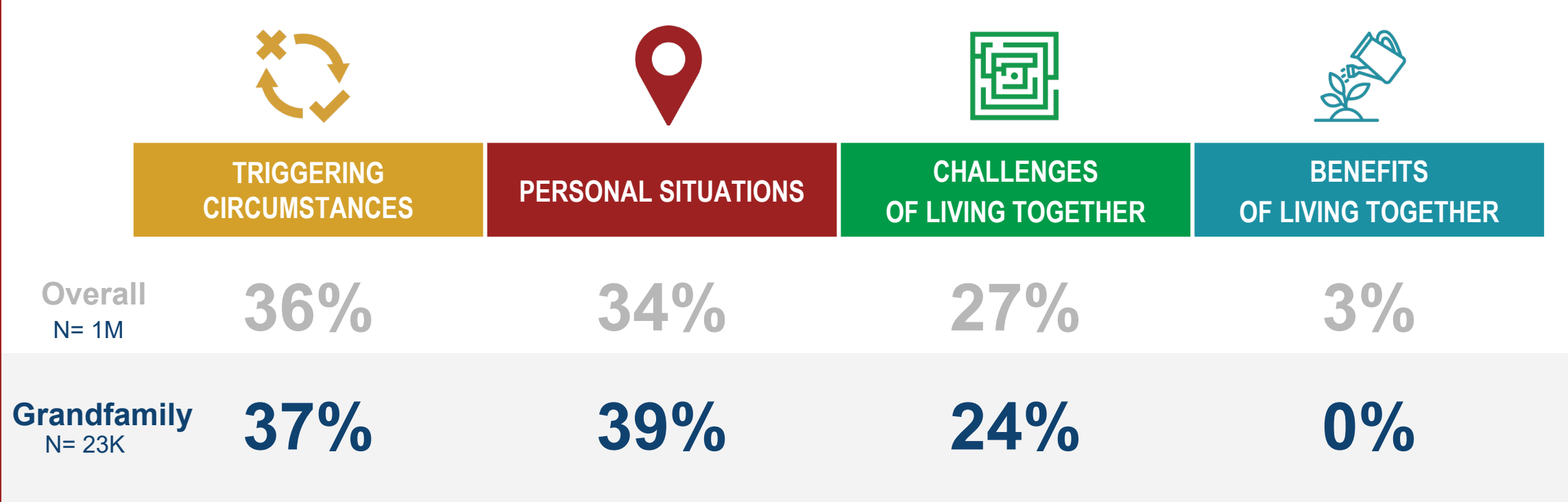
# What do Grandfamilies discuss when talking about living in a multigenerational household?

Grandfamily discussions are on par with the overall population yet, they discuss Benefits 1.5X less in the context of living in a multigenerational household than the overall population.



# What do Grandfamilies discuss when talking about living in a multigenerational household during COVID-19?

The pandemic has continued to affect Grandfamilies' share of discussions about benefits to zero, while triggering circumstances & personal situations both have increased slightly and are higher than for the overall population.





↑↓ Variations against overall audience



**51% ↑**

of conversations lean towards internal motivations.

**They are the segment most motivated by love (5x more than overall). They are also motivated by the support/care 1.8x more than overall.**

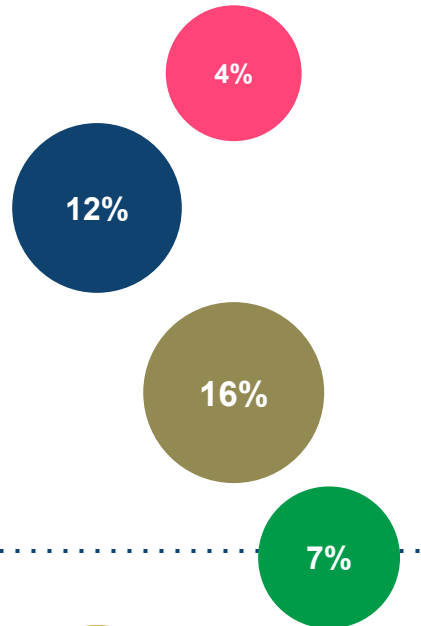


**27% ↓**

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

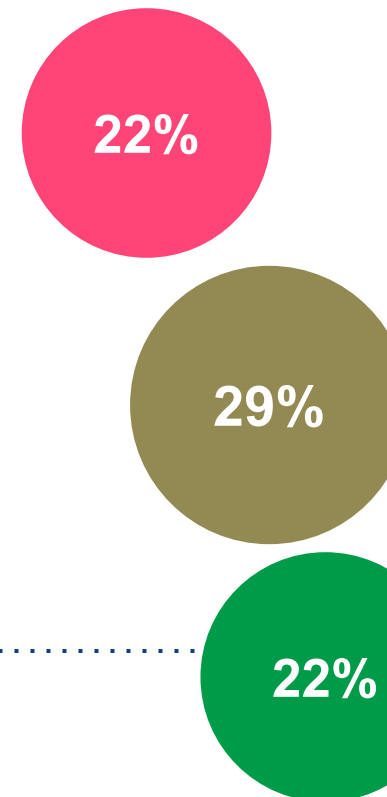
**They are motivated by a sense of obligation 3x more than overall.**

OVERALL  
MOTIVATIONS  
N= 8.3M

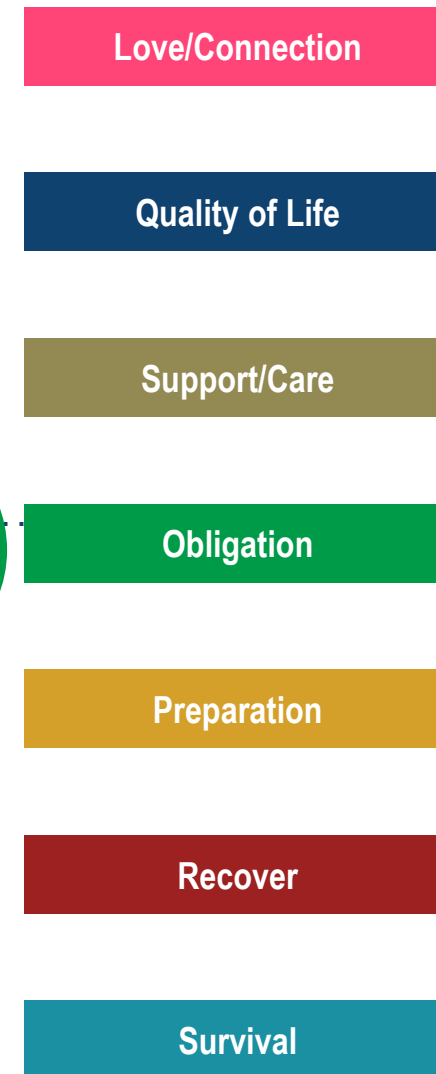
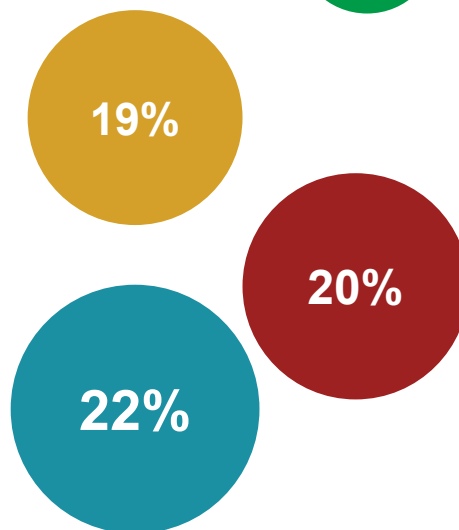


INTERNAL MOTIVES

GRANDFAMILY  
MOTIVATIONS  
N= 818K



EXTERNAL FACTORS





↑↓ Variations against overall audience



18% ↑

of conversations lean towards internal motivations.

OVERALL  
MOTIVATIONS  
N= 1M

GRANDFAMILY  
MOTIVATIONS  
N= 23K

INTERNAL MOTIVES

16%

18%

Support/Care

8%

12%

Obligation

EXTERNAL FACTORS

34%

46%

Recover

24%

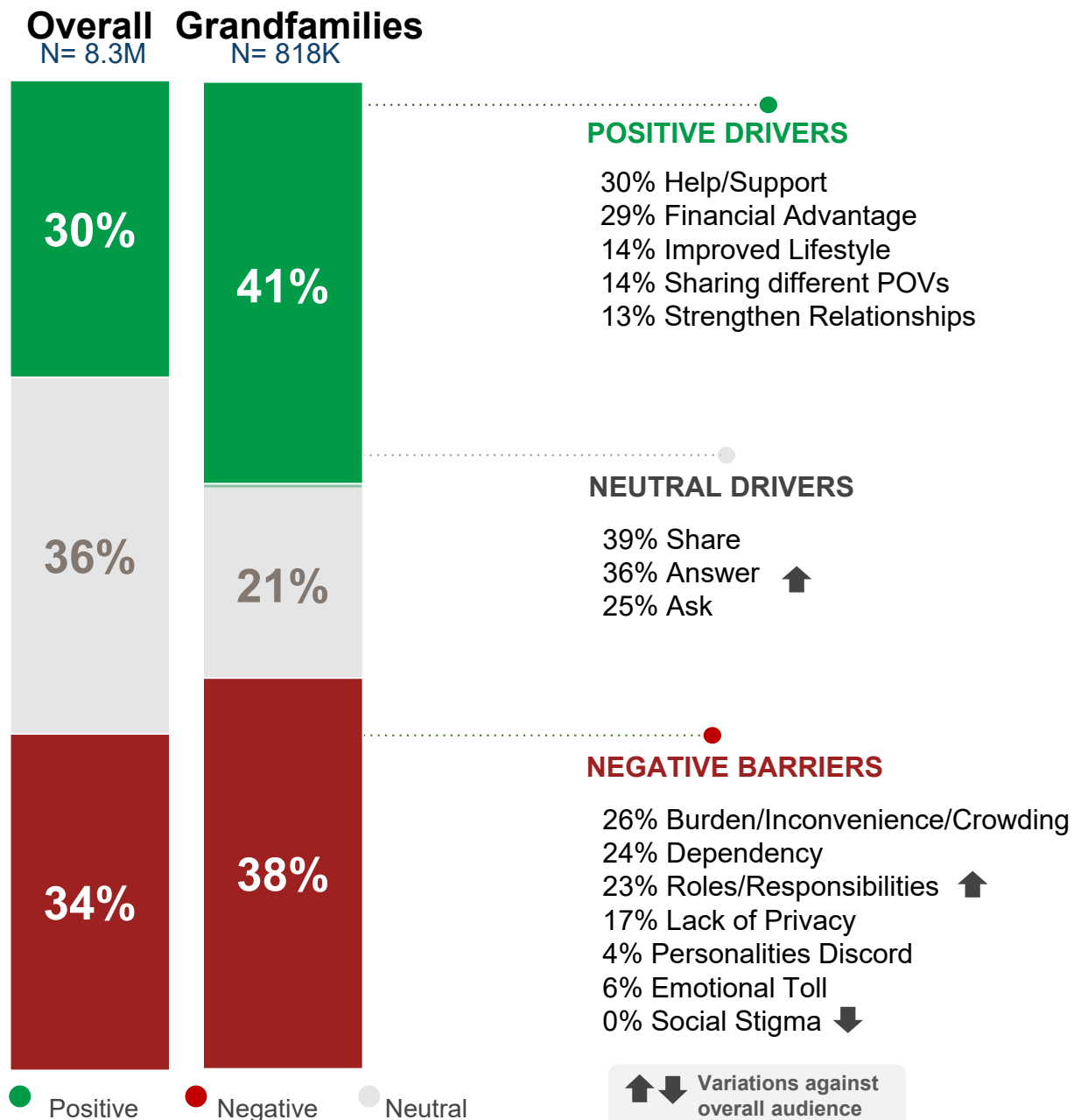
Survival

42%



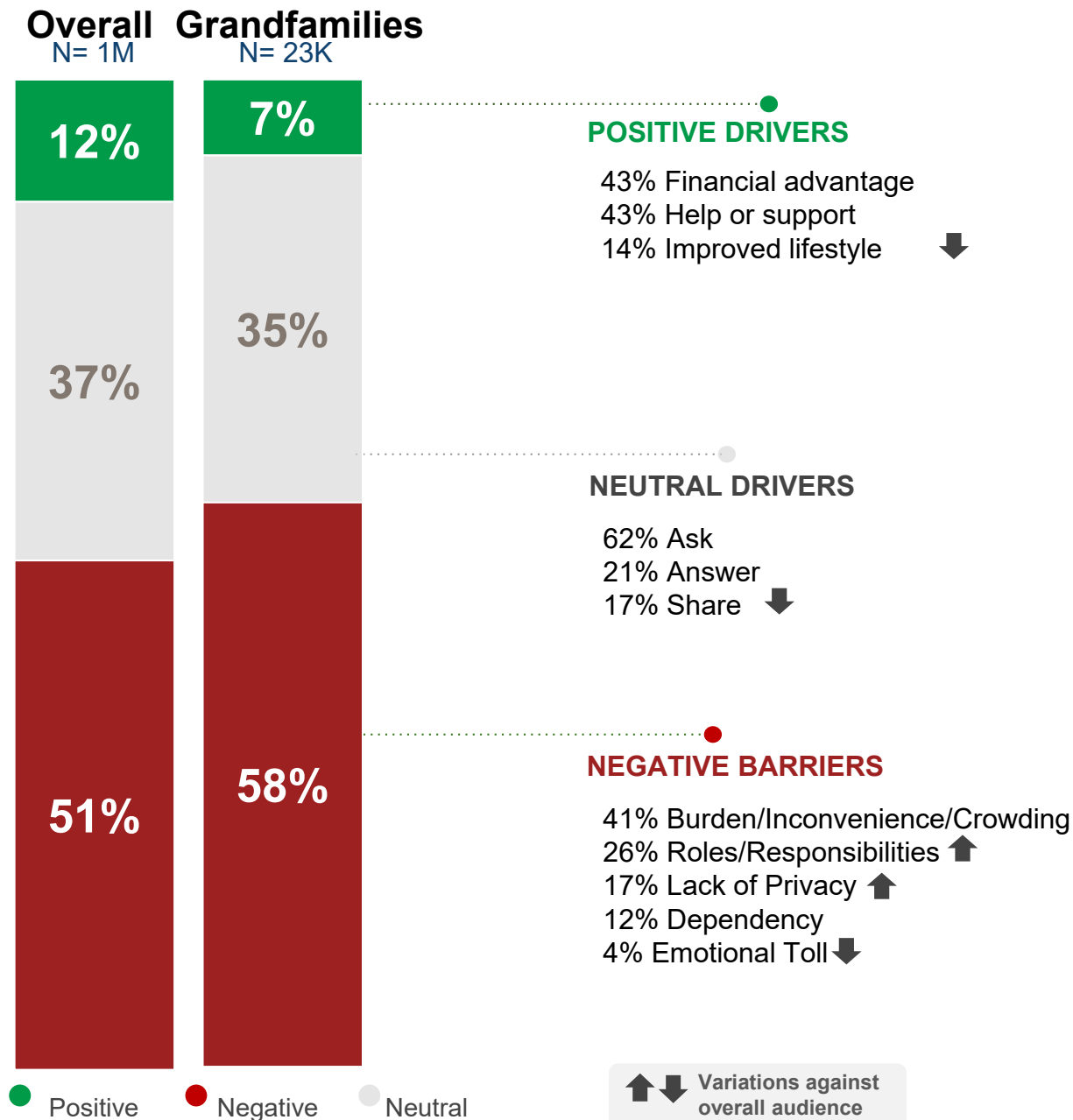
70% ↓

of conversations are anchored on motivations fueled by external factors with a financial impact. They are 1.3X more motivated by recovering from a situation to move in together.



## Sentiment, Drivers and Barriers: Grandfamily

Grandfamilies are 1.4X more positive than the overall population, we see that sentiment being driven by the help/support and financial advantage that multigenerational living provides. However, they are also slightly more negative than the overall population, mainly due to disagreements with roles/responsibilities yet surprisingly no social stigma at all.



# Sentiment, Drivers and Barriers During COVID-19 Among Grandfamilies

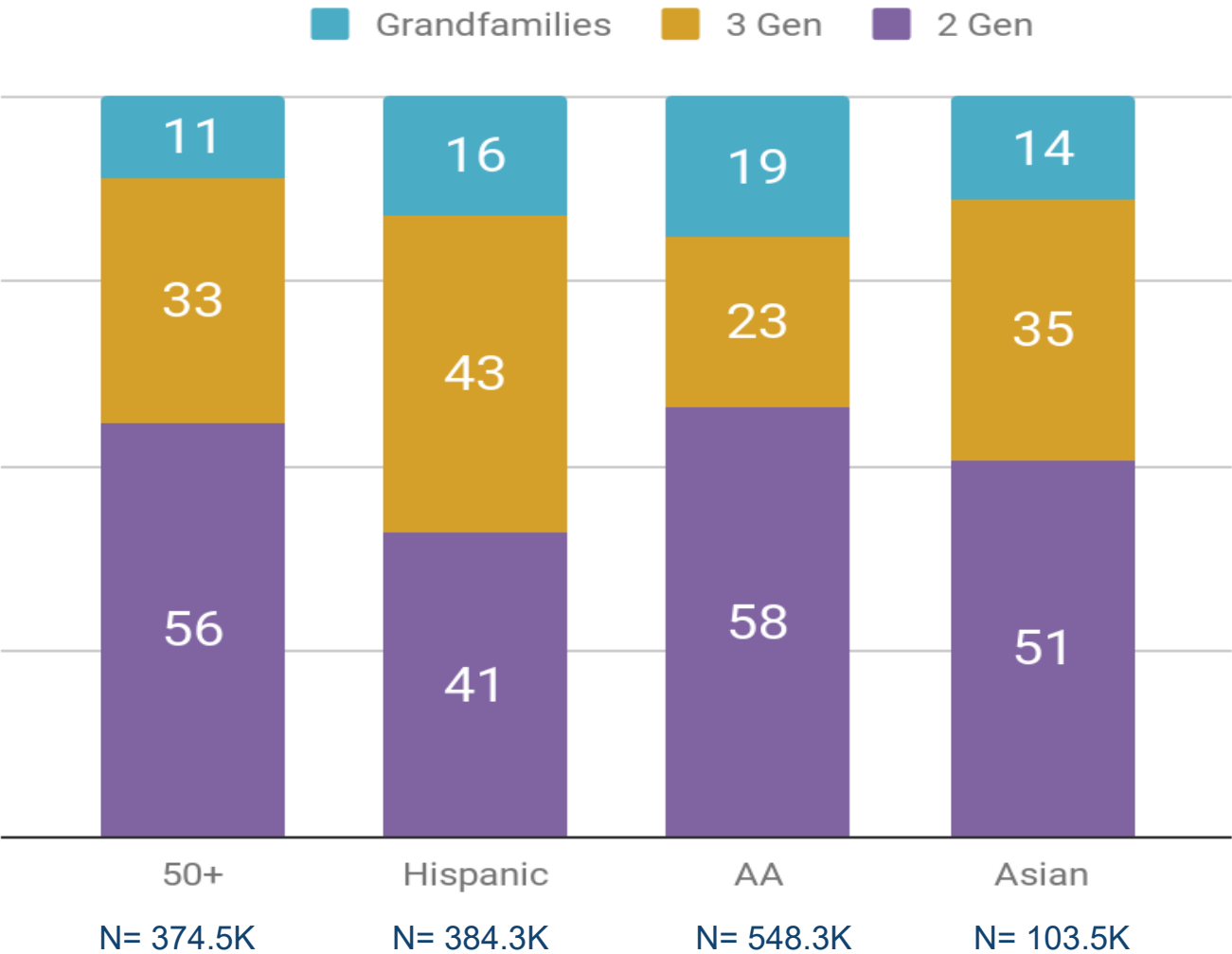
Grandfamilies have been overwhelmingly affected by the pandemic. Positive sentiment has dropped by almost 6X and it is almost 2X less than for the overall population.

On parallel, negative sentiment has risen making lack of privacy, burden and roles/responsibilities the main drivers of negative sentiment.

# Living arrangements discussed by segments PRE-COVID

Conversations online discussing their living situations prior to the pandemic came mostly from **people living in 2-generation households**, specifically among people **over the age of 50 and Black Americans**.

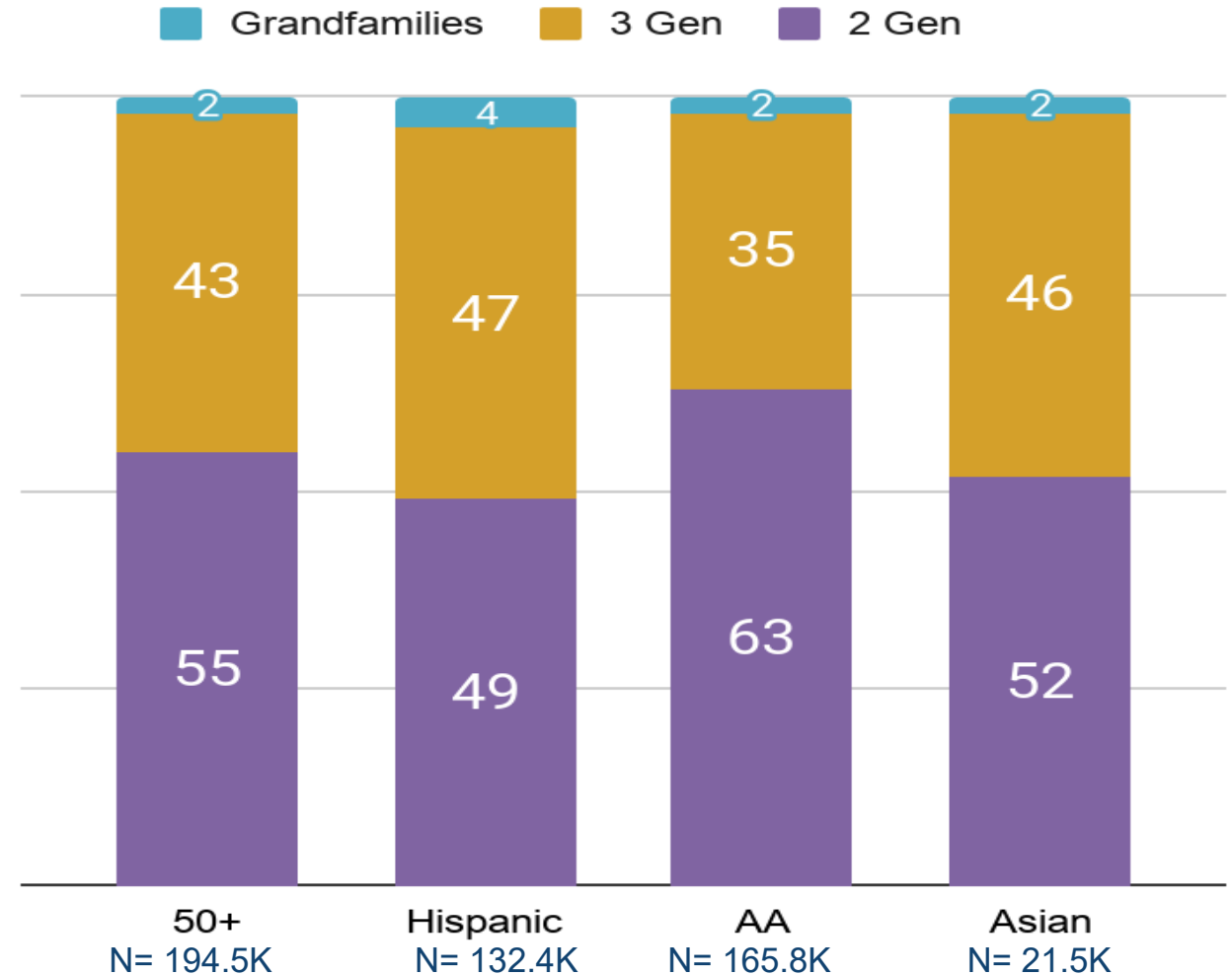
Among the Hispanic population, most online conversations about multigenerational households came from **people living in 3-generation households**.



# Living arrangements discussed by segments MID-COVID

During COVID-19, people across segments discuss more living in 2-generation and 3-generation households than before COVID-19. They discuss much less grand-families type of arrangements.

Hispanics and Asian Americans discuss 3-generational living arrangement more than other segments. This reflects the cultural value of taking care of the elderly that is more prominent in those two communities.





# Key Findings



**REGIONS**

# 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.*

# Topic Analysis

A photograph of an elderly man and a young girl standing in a field of tall green grass. The man, wearing a plaid shirt, dark overalls, and a baseball cap, is holding a smartphone. The girl, wearing a plaid shirt and jeans, is pointing at the screen. They are both looking at the phone with interest. The background shows a vast field under a cloudy sky with a warm, golden light, suggesting sunset or sunrise.

**What do people from different regions discuss when talking about living in a multigenerational household?**



# What do people from different regions discuss when talking about living in a multigenerational household?

**The most discussed topic among all regions is personal situation. Nevertheless, there are some differences between them:**

## Overall US

PRE-COVID, it was the region that discussed the benefits of living in a multigenerational household the least. MID-COVID, it is the region discussing challenges the most.

## Europe

Europe is one of the regions where benefits were being discussed the most and challenges the least. MID-COVID this region is focused on triggers and not discussing benefits as it used to.

## LatAm

Just as Europe, LatAm was discussing benefits the most and challenges the least. MID-COVID the landscape is much more polarized between challenges and benefits.

## Asia

Asia was discussing both benefits and challenges a lot PRE-COVID. Currently it is the only region discussing benefits more than challenges.

# What do people from different regions discuss when talking about living in a multigenerational household?



PERSONAL  
SITUATION



TRIGGERING  
CIRCUMSTANCES



CHALLENGES  
OF LIVING  
TOGETHER



BENEFITS  
OF LIVING  
TOGETHER

US  
N= 8.3M

32%

29%

23%

16%

EUROPE  
N= 13.3M

37%

22%

17% ↓

24% ↑

LATAM  
N= 11M

46% ↑

9% ↓

17% ↓

28% ↑

ASIA  
N= 48.5M

39%

16% ↓

23%

22% ↑

↑ ↓ Variations against overall US



# What do people from different regions discuss when talking about living in a multigenerational household?



PERSONAL  
SITUATION



TRIGGERING  
CIRCUMSTANCES



CHALLENGES  
OF LIVING  
TOGETHER



BENEFITS  
OF LIVING  
TOGETHER

US  
N= 1M

34%

36%

27%

3%

EUROPE  
N= 1.4M

36%

45%

19% ↓

0%

LATAM  
N= 21M

29%

31%

21% ↓

19% ↑

ASIA  
N= 4.4M

28%

33%

13% ↓

26% ↑



Variations against overall US

# Sentimeter Analysis

A photograph of a diverse group of people, including children, adults, and seniors, sitting around a table in a restaurant or cafe. They are all smiling and clapping their hands, suggesting a celebratory or joyful occasion. The setting is bright and airy, with large windows and potted plants visible in the background.

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

# What are they doing online?

## Overall US

PRE-COVID, people in the US went online mostly to share experiences and answer questions. MID-COVID, uncertainty made the region shift to an asking questions approach.

## Europe

4 out of 10 conversations PRE-COVID and MID-COVID are questions related to multigenerational living. MID-COVID, they are not sharing their experience as much as before.

## LatAm

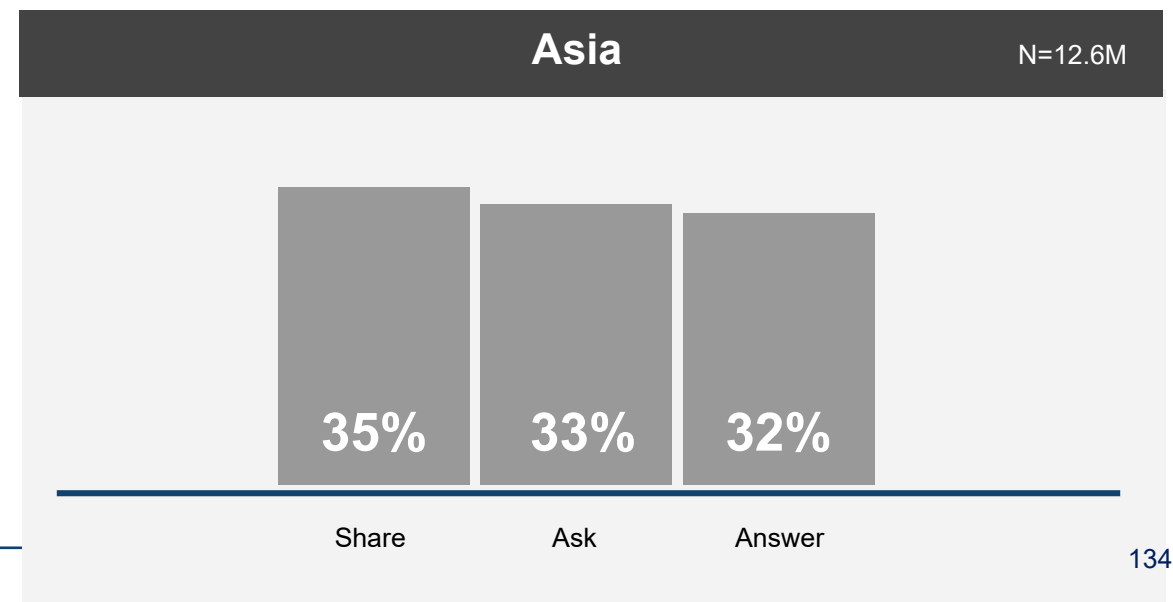
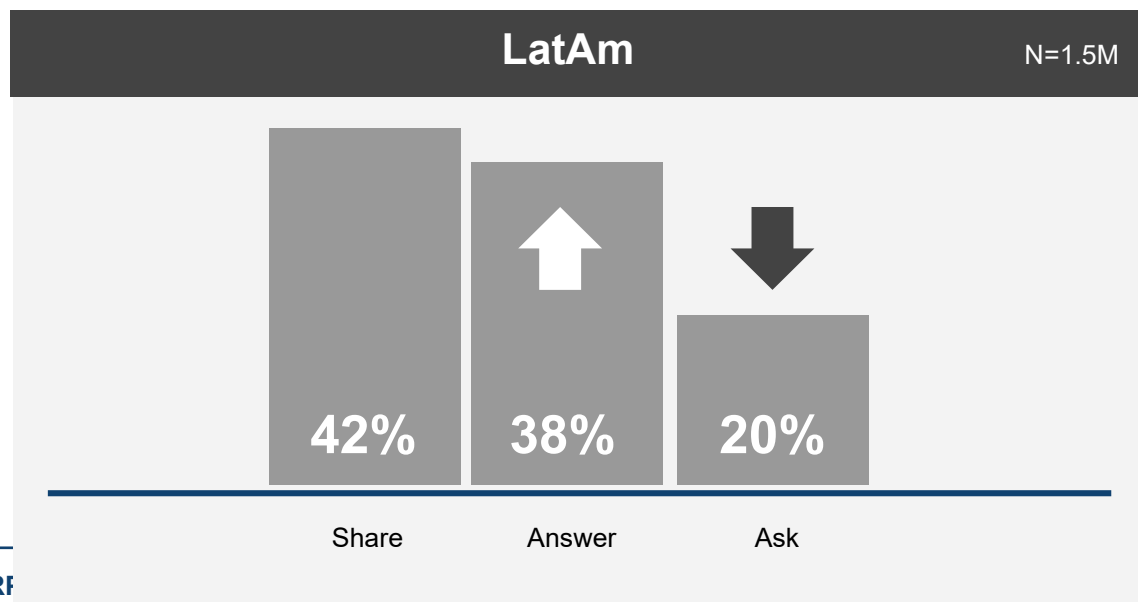
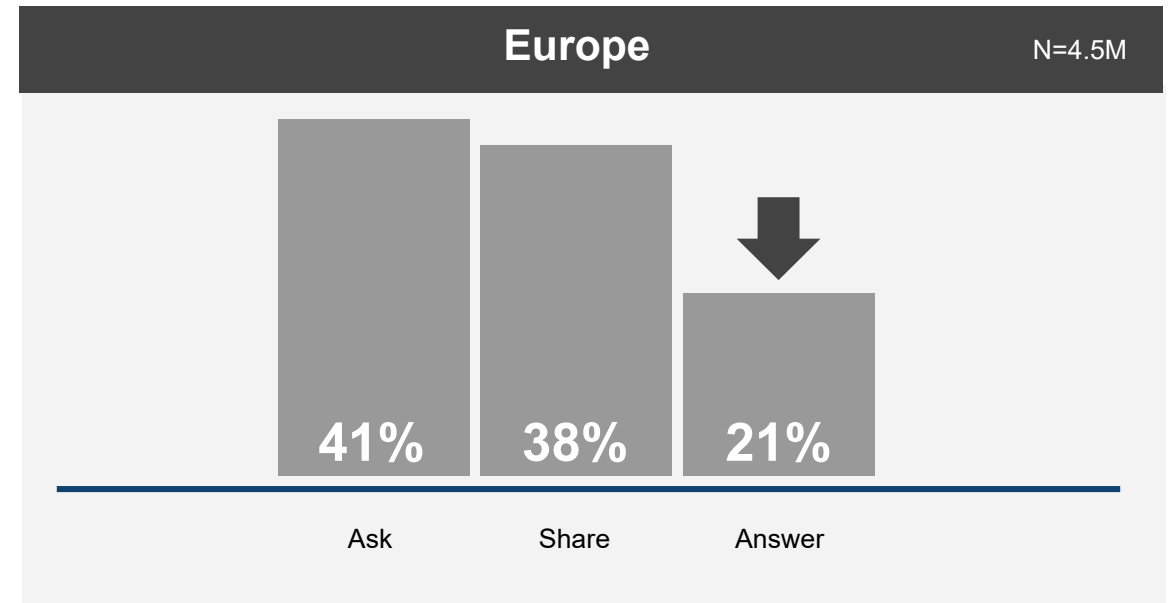
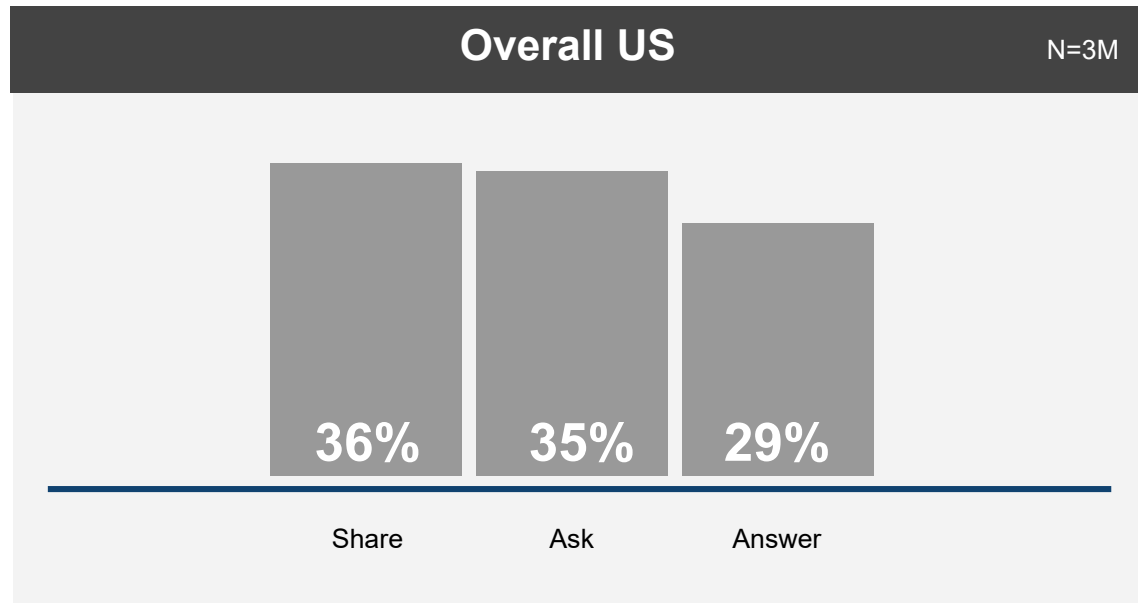
PRE-COVID, LatAm was the region that shared experiences the most. MID-COVID they are still doing it but they are also asking more questions than before.

## Asia

This region had a very balanced profile between asking, answering and sharing PRE-COVID. MID-COVID, they are sharing their experience more than any other region.

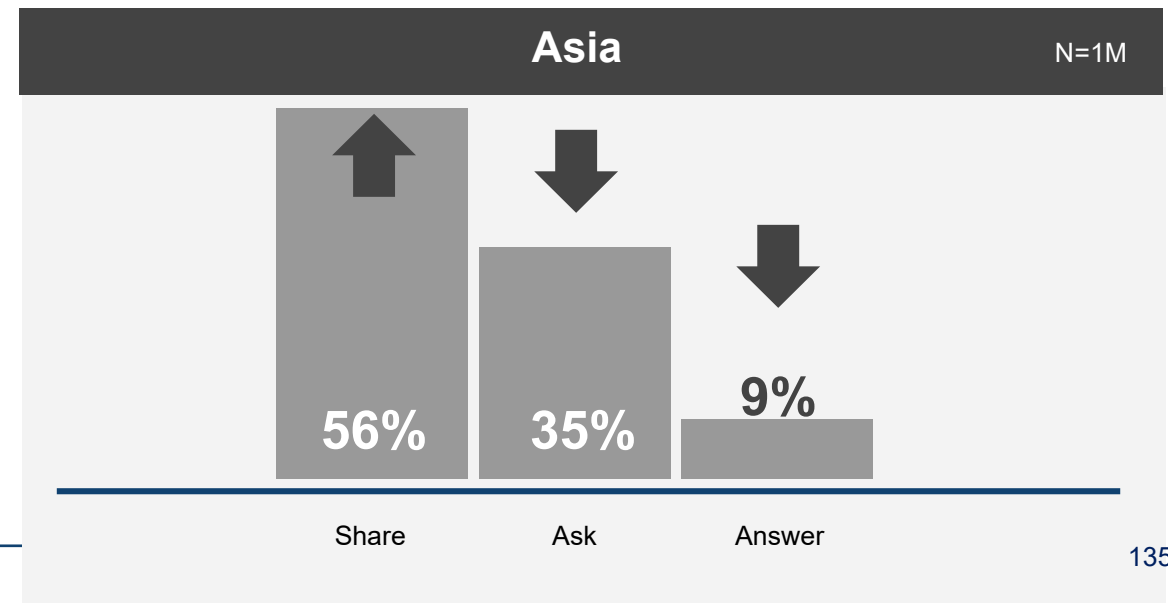
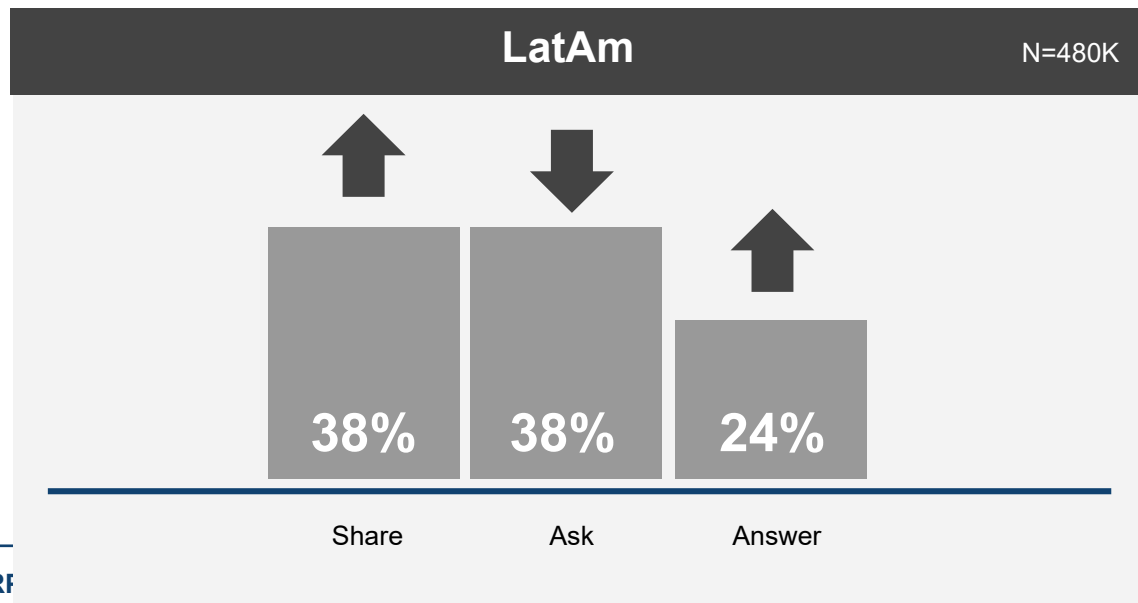
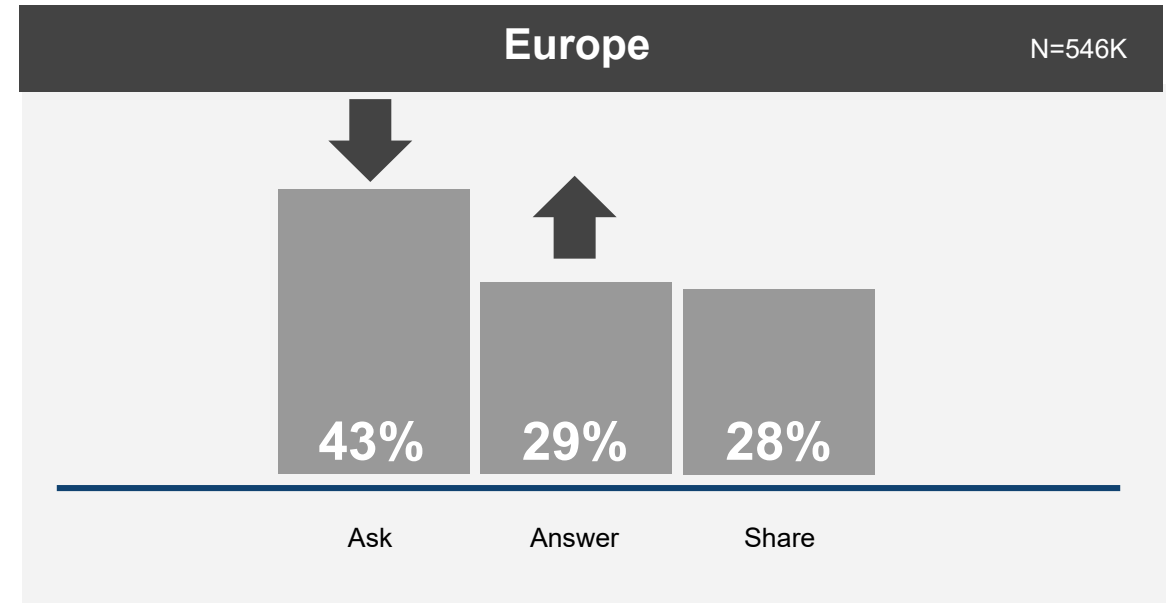
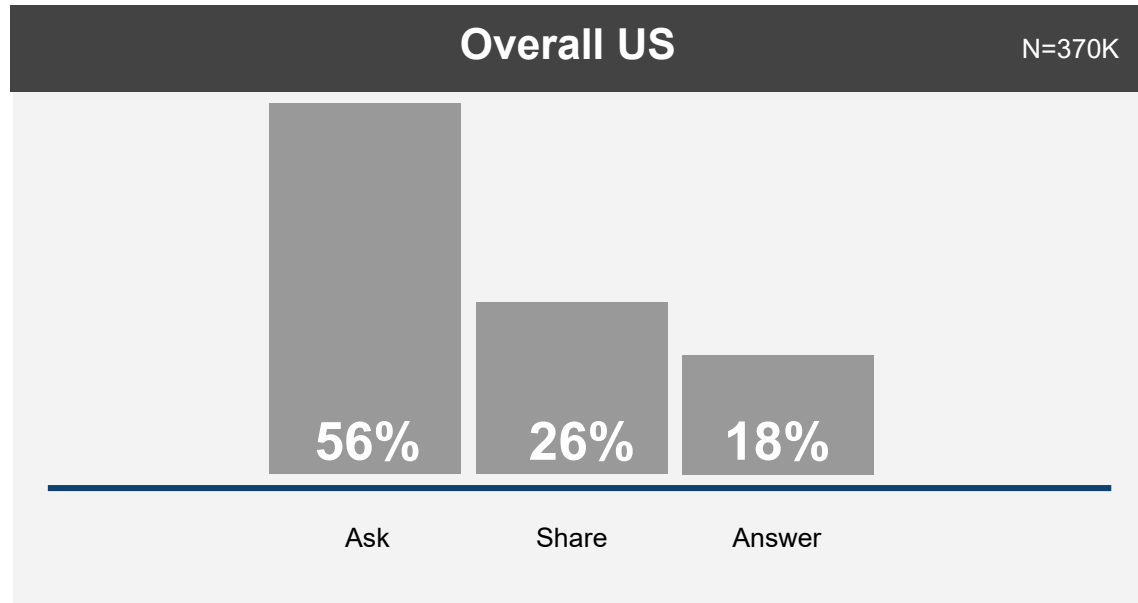
# What are they doing online?

↑↓ Variations against overall US



# What are they doing online?

↑↓ Variations against overall US





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

## Overall US

US and Europe have a very similar sentiment profile, going from a rather balanced positive sentiment PRE-COVID to a more negative sentiment MID-COVID.

## Europe

## LatAm

LatAm has seen a small decline in its positive sentiment but it's still the more positive region of them all.

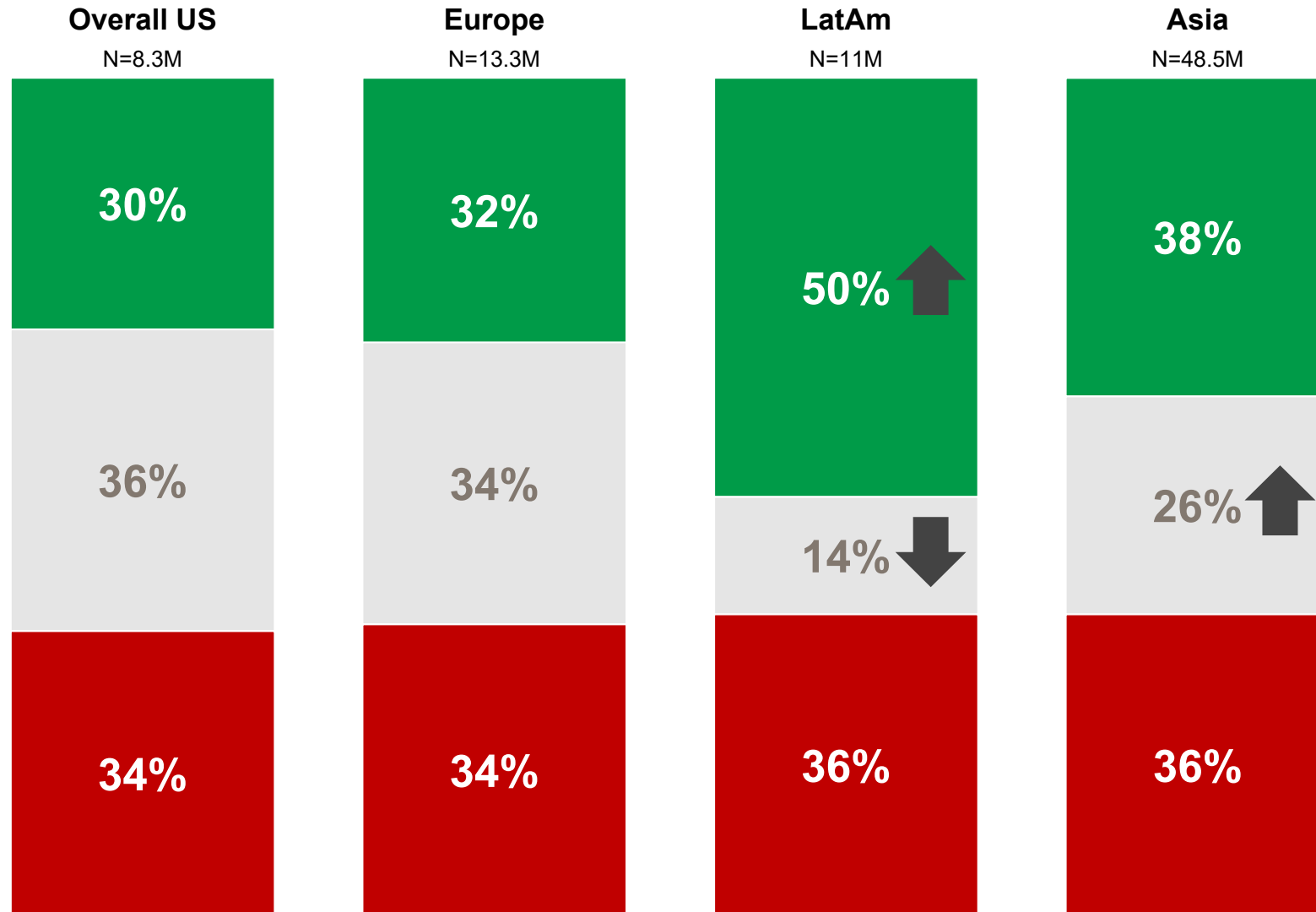
## Asia

Asia is the region where COVID has had the least impact on the multigenerational living sentiment.

4 out of 10 conversations are positive both PRE-COVID and MID-COVID.

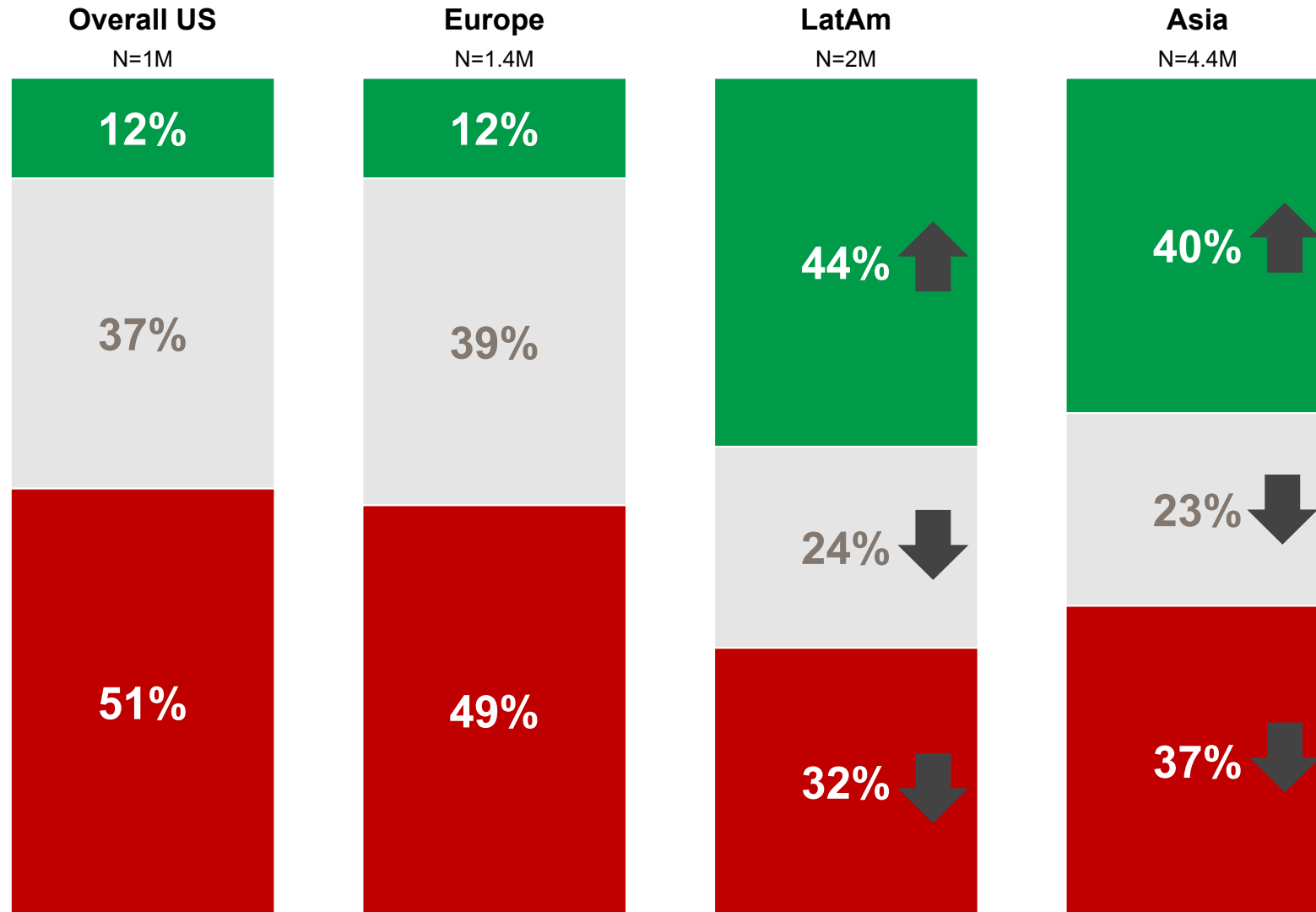
# How do people from different regions feel about living in a multigenerational household and why?

↑↓ Variations against overall US



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

↑↓ Variations against overall US



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

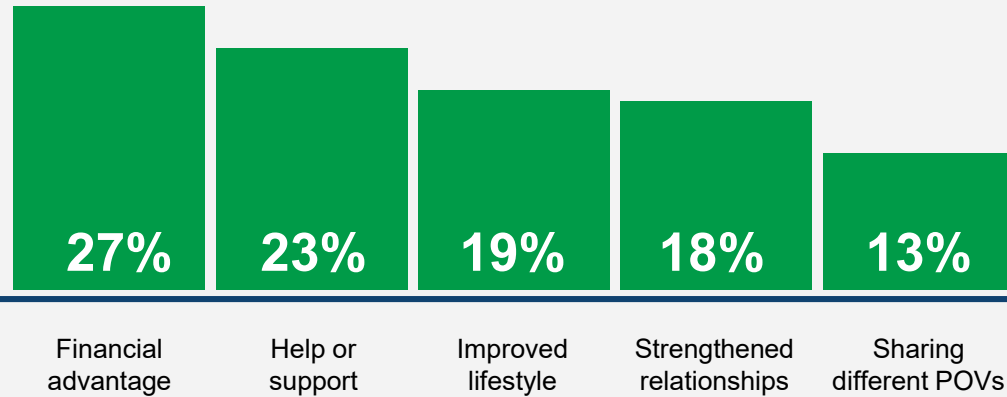
Overall US	Europe	LatAm	Asia
<p>Financial benefits and getting the help they need are the most relevant drivers PRE-COVID and MID-COVID.</p> <p>MID-COVID, these drivers intensify and help becomes a bit more relevant.</p>	<p>Even though financial support is the main driver, PRE-COVID they gave more importance than any other region to the intellectual benefits of living with others.</p> <p>MIDCOVI, help and financial support became basically the only drivers.</p>	<p>Even though financial benefits were the first driver, LatAm is the region more focused on the possibility of strengthening their relationships. MIDC-OVID, this region is seeing a bigger opportunity of improving their lifestyle.</p>	<p>Asia was the least focused on financial benefits, but that changed MID-COVID. They used to focus more on strengthening their relationships, and that's probably the reason why MID-COVID they talk about help and support more than any other segment.</p>

# What drives positive sentiment?

↑↓ Variations against overall US

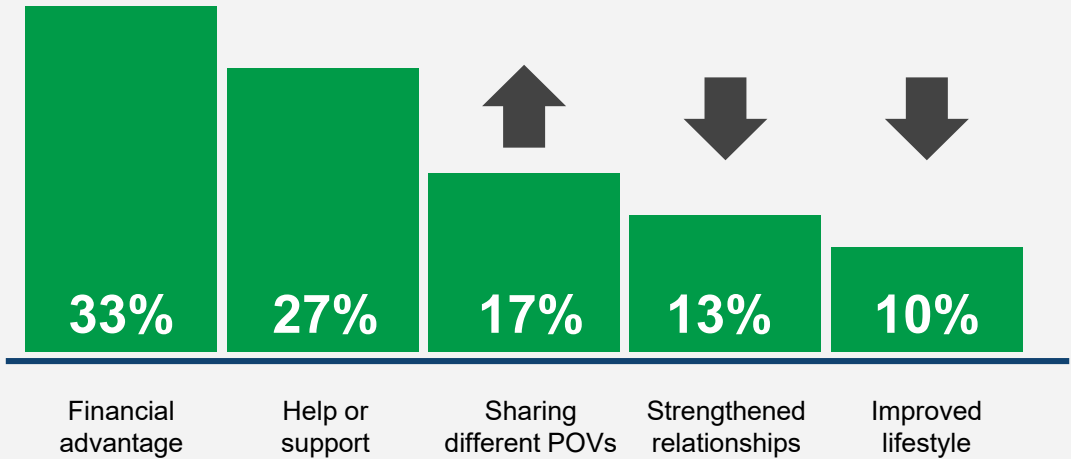
## Overall US

N=2.5M



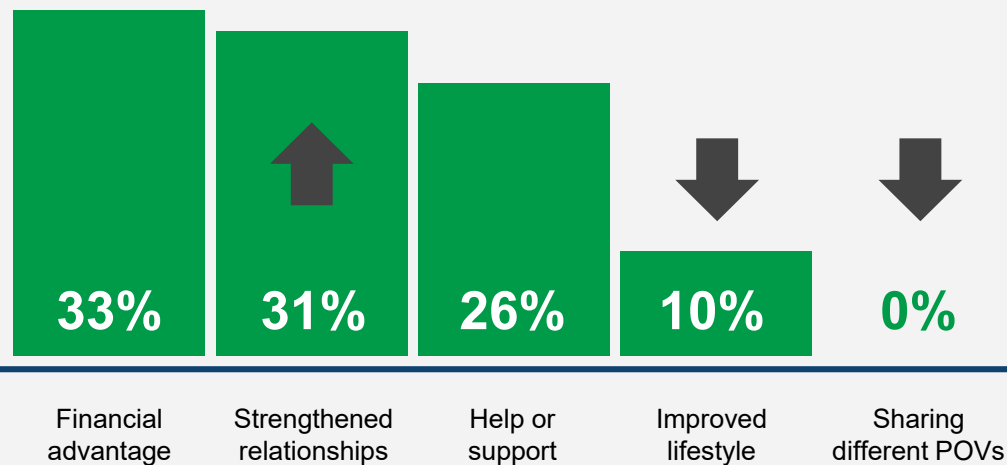
## Europe

N=4.3M



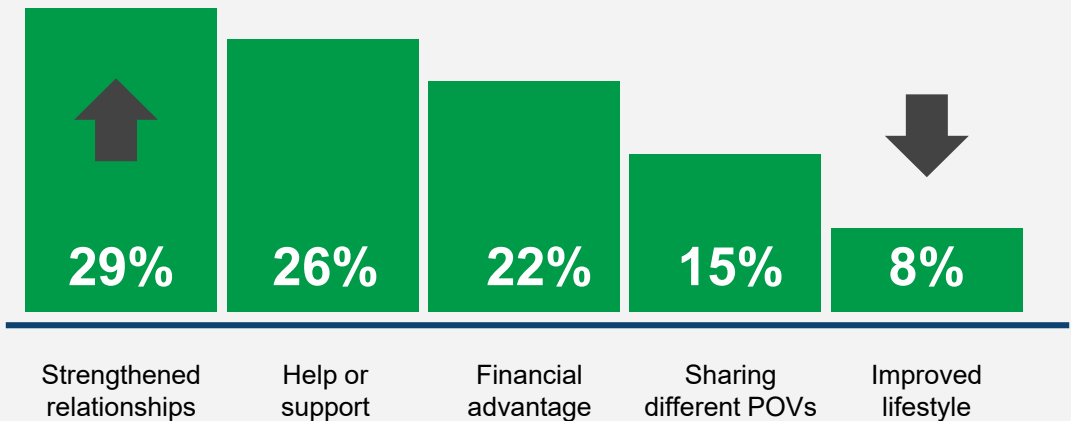
## LatAm

N=5.5M



## Asia

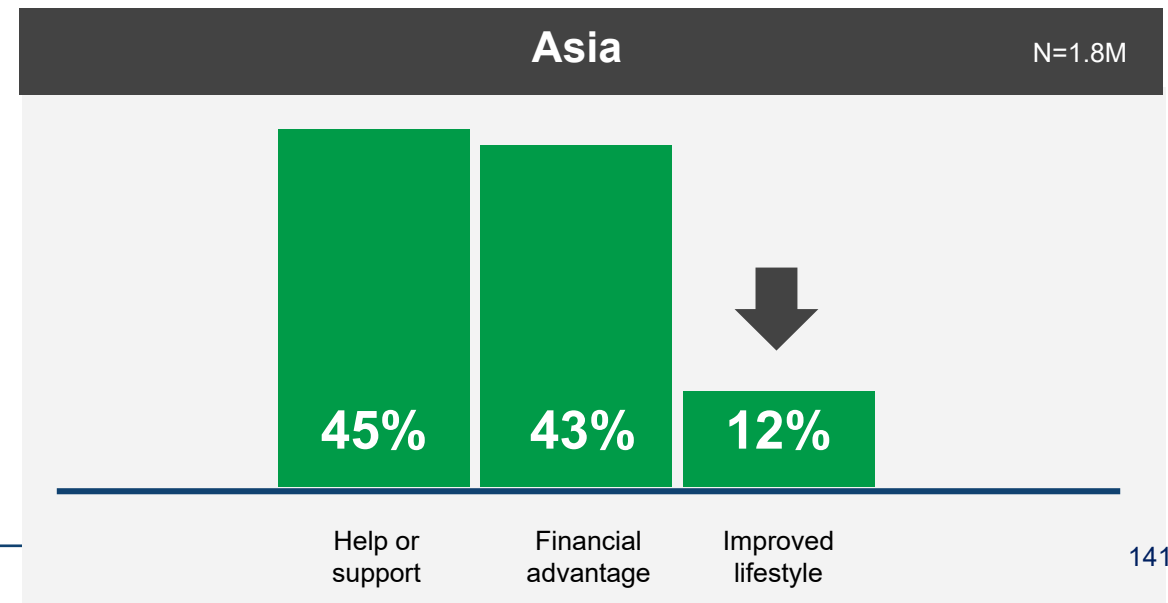
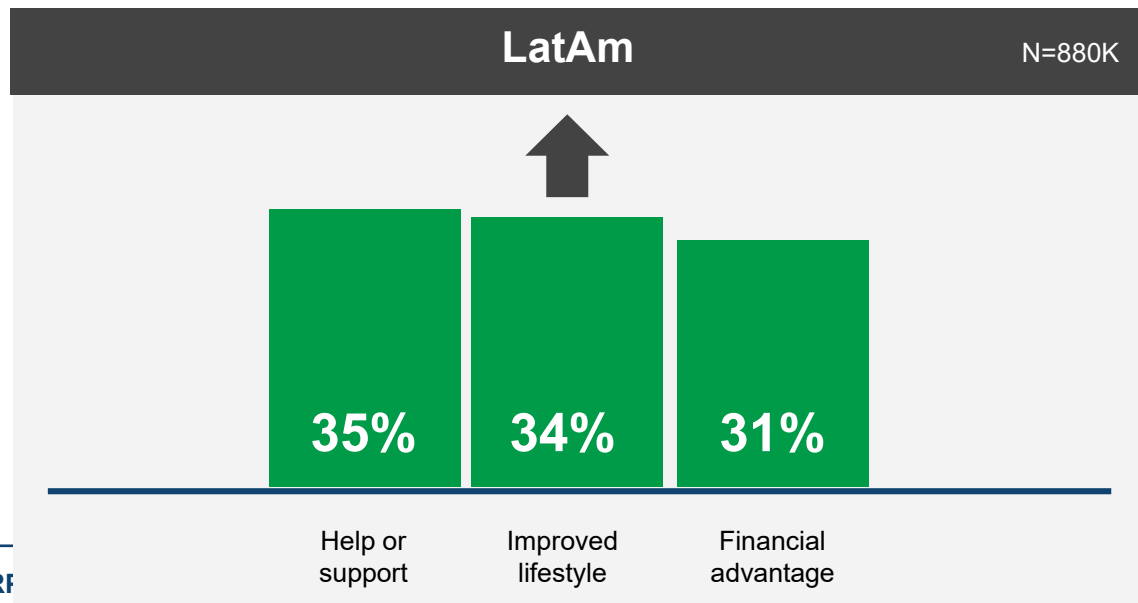
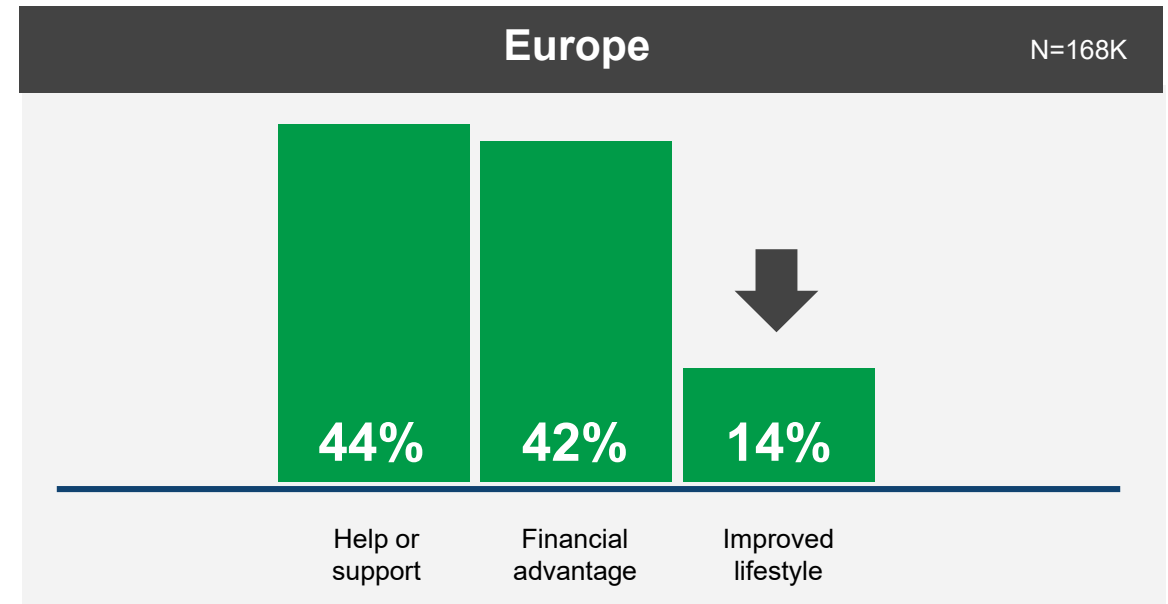
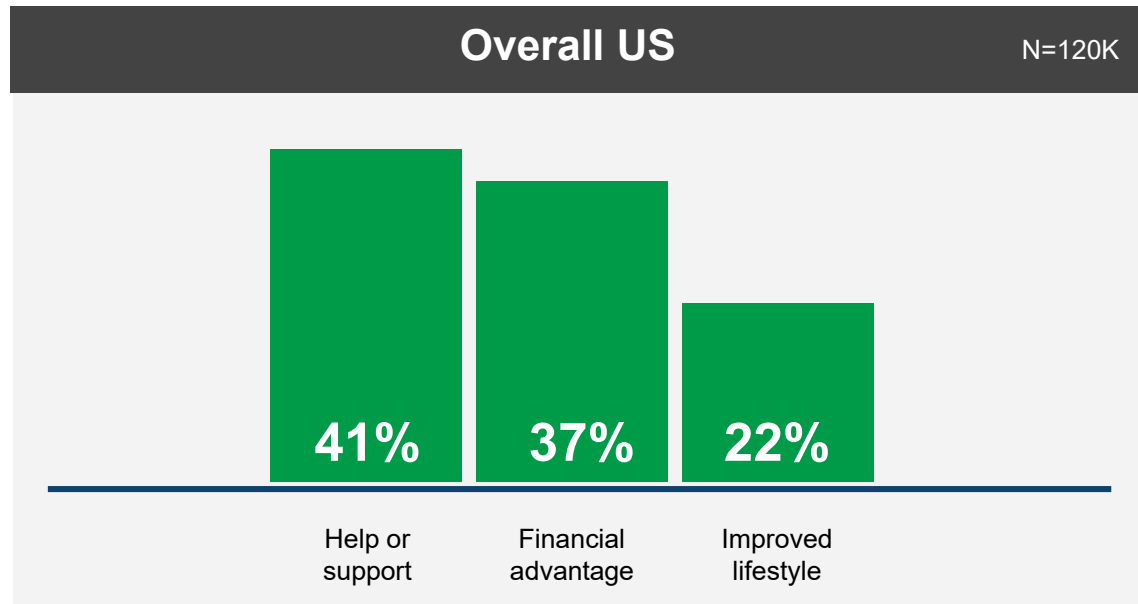
N=18.4M





# What drives positive sentiment?

↑↓ Variations against overall US



# What drives negative sentiment?

**PRE-COVID barriers were very related to each region's idiosyncrasies.  
MID-COVID all regions turned to "crowding" as the main barrier.**

## Overall US

Social stigma was bigger in the US than in any other region, along with dependency.  
That completely changed MID-COVID, when crowding and emotional toll became more relevant.

## Europe

For Europe, crowding was the most important barrier and it almost doubled MID-COVID.  
Dependency is another important barrier, while emotional toll significantly grew MID-COVID.

## LatAm

LatAm is the most focused region on lack of privacy as a barrier PRE-COVID and MID-COVID.  
But during COVID, crowding, which was unimportant before, became the first barrier.

## Asia

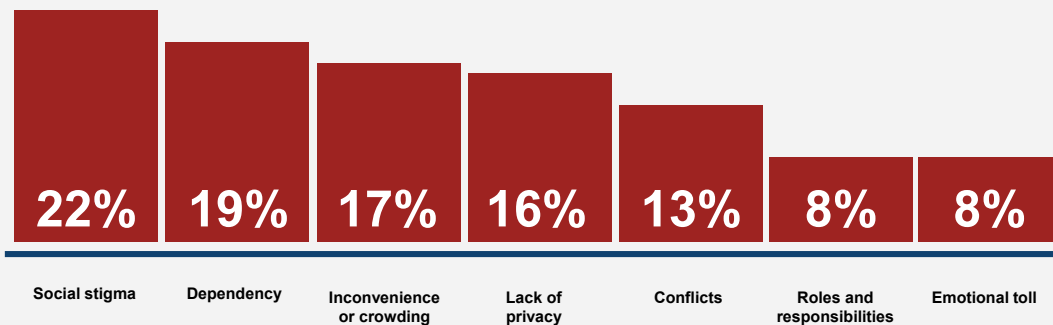
Asia was the region more focused on conflicts and roles and responsibilities. MID-COVID those barriers basically disappeared, opening the way to crowding and emotional toll as the main barriers.

# What drives negative sentiment?

↑↓ Variations against overall US

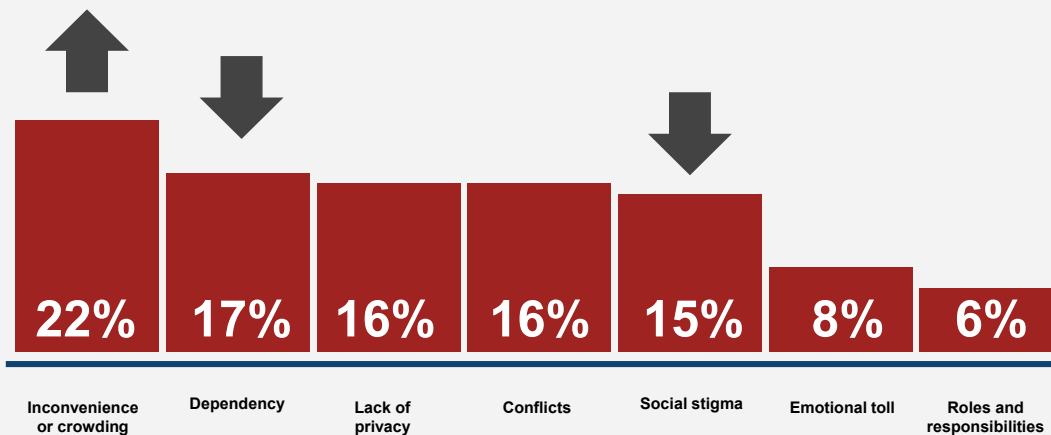
## Overall US

N=2.8M



## Europe

N=4.5M



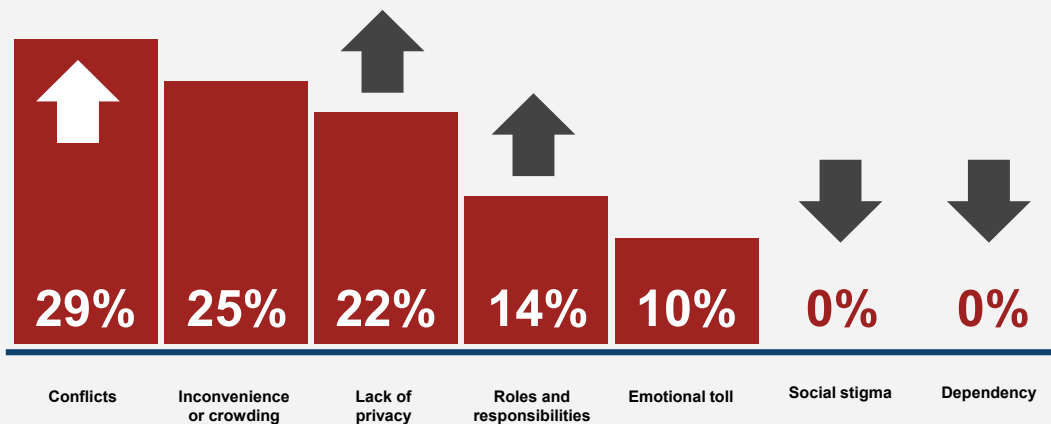
## LatAm

N=4M



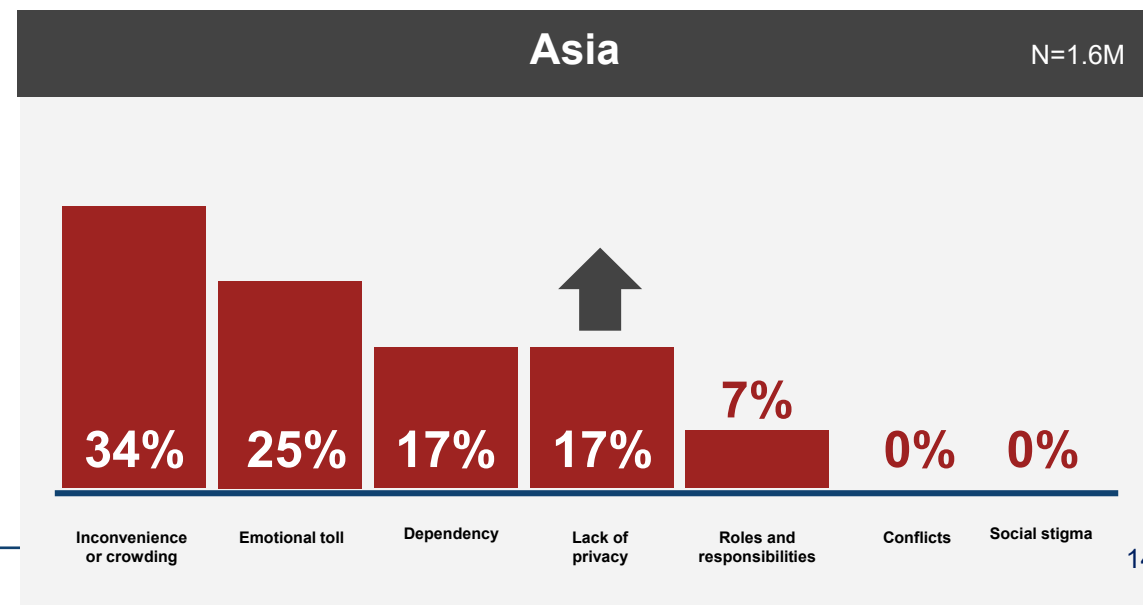
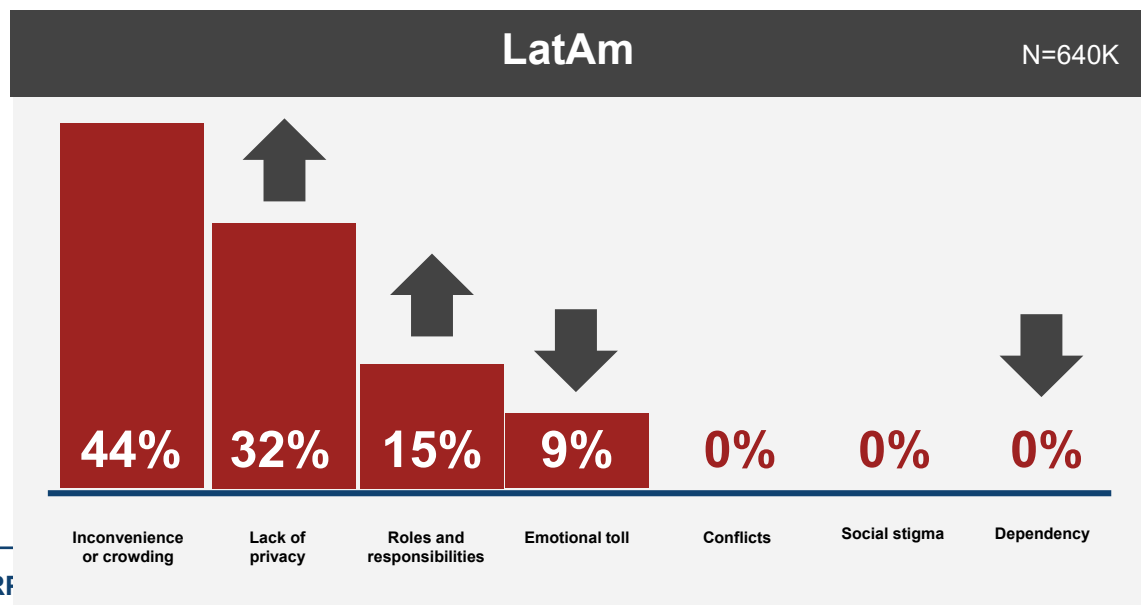
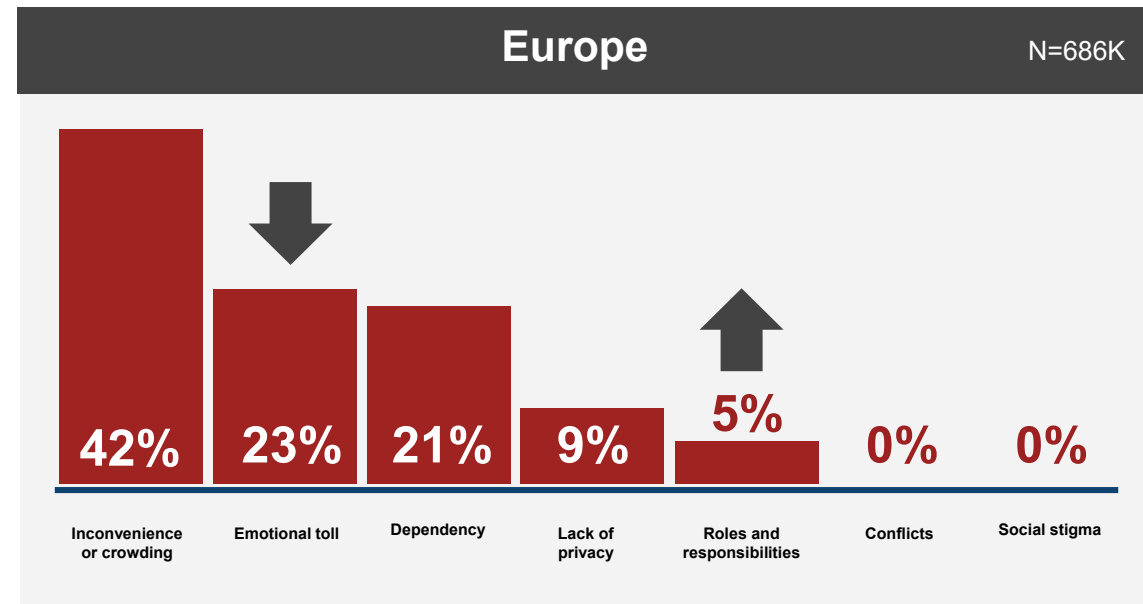
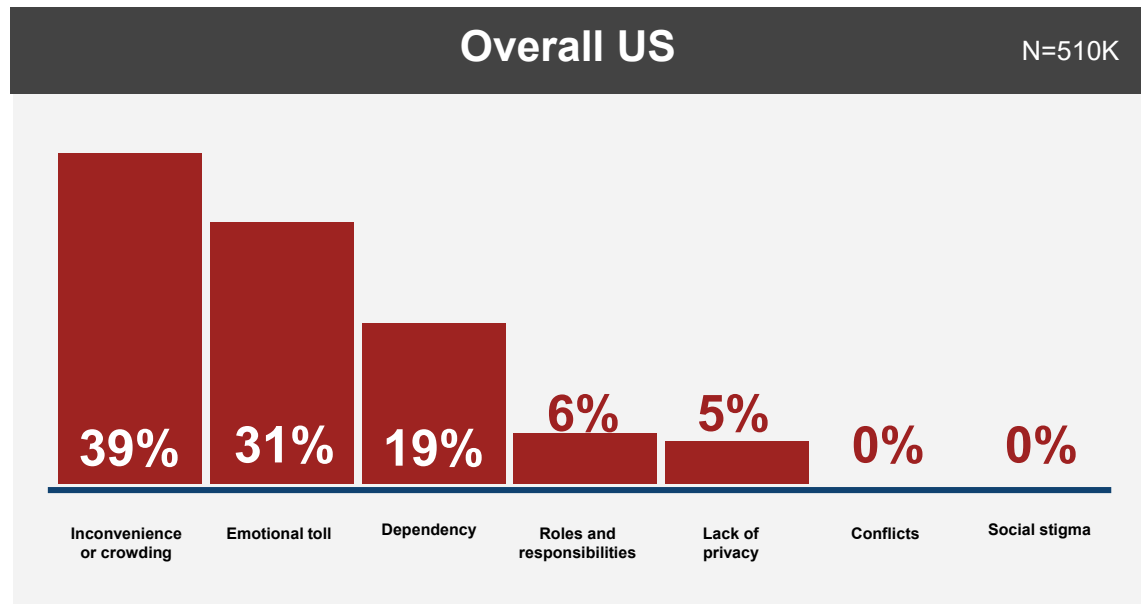
## Asia

N=17.5M



# What drives negative sentiment?

↑↓ Variations against overall US



# Motivations Analysis



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



# What drives people to consider and adopt living in a multigenerational household?

**PRE-COVID, all regions had more internal motives. MID-COVID, support and care is the only internal motivation and basically it all turned to external motivations.**

## Overall US

These regions were more focused on external factors and that only intensified MID-COVID.

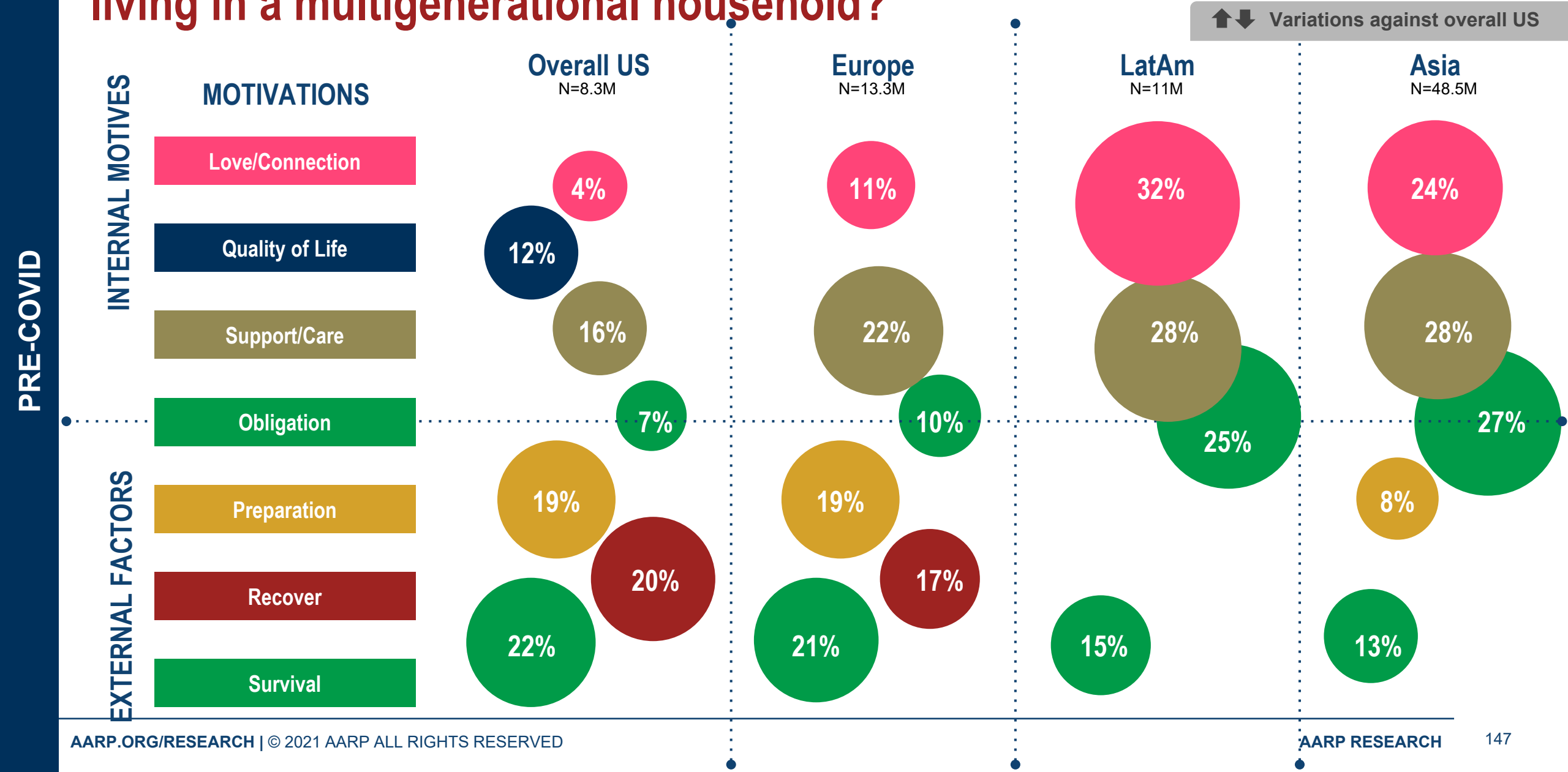
## Europe

## LatAm

## Asia

LatAm and Asia, on the other hand, were more focused on internal factors and obligation. Even though MID-COVID external factors began to play an important role, obligation has remained relevant and has even increased.

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



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

MID-COVID

INTERNAL MOTIVES

## MOTIVATIONS

Love/Connection

Quality of Life

Support/Care

Obligation

EXTERNAL FACTORS

Preparation

Recover

Survival

## Overall US

N=1M

16%

8%

42%

34%

## Europe

N=1.4M

17%

13%

41%

29%

## LatAm

N=2M

13%

31%

23%

33%

## Asia

N=4.4M

26%

38%

13%

23%

↑↓ Variations against overall US

# Summary

Overall US	Europe	LatAm	Asia
Social Stigma was a very relevant barrier for this region PRE-COVID. MID-COVID people are focusing more on external factors, making the negative sentiment towards multigenerational living spike.	Europeans used to value more than any other region the intellectual benefits of living with others. MID-COVID they are focusing more on the triggers, especially those that emerge from external factors and have now a more negative sentiment.	LatAm is the most positive region towards multigenerational living because they see it as an opportunity to have better relationships and improve their lifestyle. This mindset has to do with the fact that they are more motivated by internal factors.	This region has experienced a low increase in the negative sentiment MID-COVID, because they are more focused on the benefits and in sharing their experience.

# Segments vs. Regions: Hispanics vs. Residents of LatAm

PRE-COVID	MID-COVID
-----------	-----------

**US Hispanics more motivated by external factors**

**3.1X** more than residents of LatAm.

US Hispanics consider multigenerational housing out of necessity because of external factors, 3.1x more than residents of LatAm. They have a 1.9x more neutral sentiment, showing that they are less familiar with that type of living arrangement than residents of LatAm..

In LatAm, Residents were more motivated by internal factors and had a more negative sentiment even when they were discussing benefits more. They are also 1.3x more driven by by strengthening their relationships, and the main barrier they discuss is the lack of privacy.

**Residents of LatAm discuss the benefits of multigenerational living**

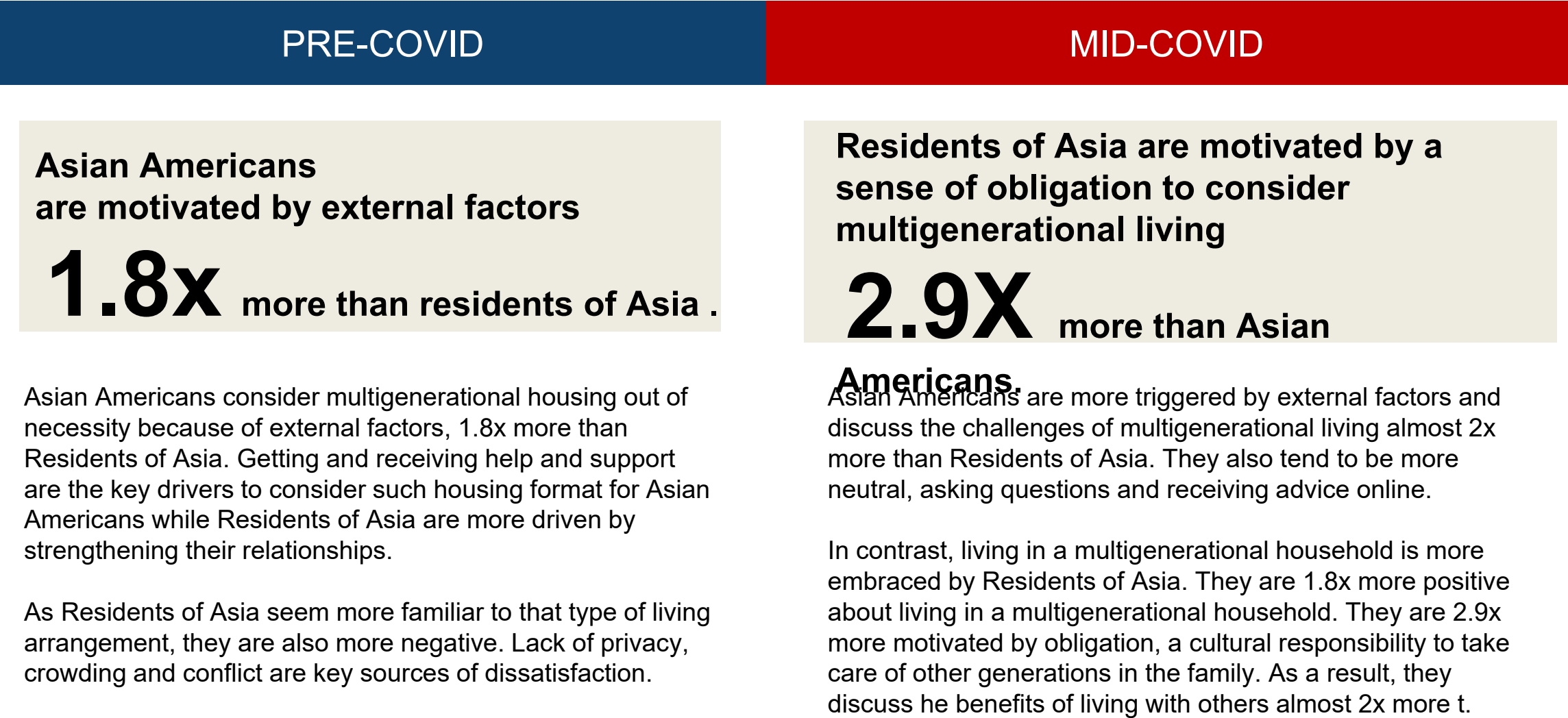
**1.9X** more than US Hispanics.

MID-COVID, US Hispanics are more affected by the emotional toll of living in a multigenerational household. They cope focusing more on internal factors and discussing their personal situation.

In contrast, Residents of LatAm keep on discussing the benefits of living with other generations, 1.9x more than US Hispanics. They are more motivated by a cultural sense of obligation. Lack of Privacy is still an important barrier and they are also affected by crowding 1.8x more than US Hispanics.



# Segments vs. Regions: Asian Americans vs. Residents of Asia



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# 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](http://www.aarp.org) or follow @AARP and @AARPadvocates on social media.



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