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.
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**

<table>
<thead>
<tr>
<th>Group</th>
<th>N Values</th>
</tr>
</thead>
<tbody>
<tr>
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<td>8,283,384</td>
</tr>
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</tr>
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<td>Black American</td>
<td>1,573,385</td>
</tr>
<tr>
<td>Hispanic</td>
<td>1,228,283</td>
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<tr>
<td>Asian American</td>
<td>594,384</td>
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<td>2 Generations</td>
<td>2,673,283</td>
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<td>3 Generations</td>
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<tr>
<td>Grandfamily</td>
<td>818,697</td>
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</table>

### MID-COVID

**Mar. 1, 2020 - Jun. 23, 2020**

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<tr>
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<tbody>
<tr>
<td><strong>Overall</strong></td>
<td>1,002,284</td>
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<tr>
<td>50+</td>
<td>294,394</td>
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<tr>
<td>Black American</td>
<td>187,284</td>
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<td>Hispanic</td>
<td>128,394</td>
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<tr>
<td>Asian American</td>
<td>23,293</td>
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<td>2 Generations</td>
<td>368,485</td>
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<tr>
<td>3 Generations</td>
<td>126,273</td>
</tr>
<tr>
<td>Grandfamily</td>
<td>23,394</td>
</tr>
</tbody>
</table>

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

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

Social networks only represent 13% of all conversations.

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

TOPICAL SITES
Topical sites are sites that relate to a specific topic.

COMMENTS
Comments are conversations happening on a comment box.
What do people discuss when talking about living in a multigenerational household?
What multigenerational living means for us...

- Living in an accessory dwelling unit
- Living in the same home with others
- Living with other family members
- Living with stranger
- Living with other generations in the same household

Multigenerational living
What multigenerational living means for the people...

A much broader concept

There are 3 main themes represented in the word cloud from people who are going online to discuss multigenerational living:

- **WHO** they are going to be living with (parents, children, roommates, etc.)
- **FINANCIAL BENEFITS** that living with others has (sharing, rent, resources, groceries, etc.)
- **ADAPTATION TO CHANGE** required when the decision is made (moving back, temporary, adjustments, etc.)

N= 8.3M
What do people discuss when talking about living in a multigenerational household?

<table>
<thead>
<tr>
<th>PERSONAL SITUATIONS</th>
<th>TRIGGERING CIRCUMSTANCES</th>
<th>CHALLENGES OF LIVING TOGETHER</th>
<th>BENEFITS OF LIVING TOGETHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>They share their personal experience</td>
<td>They discuss what triggered the decision</td>
<td>They expose the challenges of living with others</td>
<td>They describe the benefits of living with others</td>
</tr>
</tbody>
</table>

- **PERSONAL SITUATIONS**
  
  “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**

  “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**

  “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**

  “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.”

N= 8.3M

- 32% They share their personal experience
- 29% They discuss what triggered the decision
- 23% They expose the challenges of living with others
- 16% They describe the benefits of living with others
What are the triggering circumstances to consider living with other generations prior to COVID 19?

N= 2.4M

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

49% of conversations related to a direct financial impact (job loss, money-related reasons like saving)

<table>
<thead>
<tr>
<th>Circumstances</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Loss</td>
<td>27%</td>
</tr>
<tr>
<td>Money Related</td>
<td>22%</td>
</tr>
<tr>
<td>Illness/Injury</td>
<td>19%</td>
</tr>
<tr>
<td>Children Related</td>
<td>10%</td>
</tr>
<tr>
<td>Divorce</td>
<td>8%</td>
</tr>
<tr>
<td>Death</td>
<td>4%</td>
</tr>
<tr>
<td>Others</td>
<td>10%</td>
</tr>
</tbody>
</table>
What benefits of living together are people discussing?

N= 1.3M

We drilled on the different topics that people discuss when talking about the benefits of living together.

43% of conversations go beyond the pragmatic benefits and focus on deeper and more emotional aspects of what living with others means.

### BENEFITS OF LIVING TOGETHER

**ECONOMIC**
- 32%
- “I’m thankfully able to save on expenses”

**CARE/SUPPORT**
- 25%
- “I can be there for them whenever they need me”

**QUALITY OF LIFE**
- 24%
- “We now have a decent place to live”

**CONNECTION**
- 19%
- “It’s so nice to have someone around me”
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.

**EXTERNAL FACTORS**
- **LOVE/CONNECTION** with parents, children and others
- **QUALITY OF LIFE** housing, lifestyle, neighborhood
- **SUPPORT/CARE** to parents, to children, to self
- **OBLIGATION** to parents, to children, to family
- **PREPARATION** for the next chapter allowing debt reduction, down payment, a life change
- **RECOVER** from a financial situation, a life trauma (accident, fire), an infirmity
- **SURVIVAL** for me, me & my children, my parents

**INTERNAL MOTIVES**
- "I moved back with my dad mostly because he is my best friend."
- "My wife and I are moving back into my parent’s home. We currently live in a dinky run down 1 bedroom apartment."
- "Living together greatly reduces my mom’s risk of a medical emergency going unnoticed. Also, she is happy to provide free daycare when the time comes."
- "I live with them because they need me."
- "Living with my mother is not ideal but I’ve been saving since last summer."
- "I’ve been unemployed for a couple of months, I’ve opted to move back in with my parents."
- "We were left with little choice but to move in with my mom just to have a roof over our heads and food in our stomachs."
32% of conversations lean towards internal motivations. The objective to move into a multigenerational household is to **enhance people’s situation**.

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**.
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

Positive sentiment

“Living together greatly reduces my mom’s risk of a medical emergency going unnoticed. Also, she is happy to provide free daycare when the time comes.”

Neutral sentiment

“I have a family, and we live with my parents. They’re older so we’d rather live with them before they have to live with us.”

Negative sentiment

“I’m 30 and living with my parents. It makes dating difficult for me. It feels weird to date while living with them still.”
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%

- Help/Support: 28%
- Economic Situation: 26%
- Quality of Life: 25%
- Connection: 21%
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

- Crowded & Inconvenient
- Lack of Privacy
- Conflicts
  - not getting along with other personalities
- Roles & Responsibilities
  - not being equal or respected
- Emotional Toll
- Dependency
  - due to limited choices, a reduced personal control over one’s life and lifestyles compromises
- Social Stigma
  - Moving into a multigenerational household is seen as a failure, as being a loser or even laziness

“When I moved back home at 29, my parents had to meet me all over again. It was a pretty tough for all.”

“We really miss our space/privacy.”

“Our personalities are far too different.”

“Even though he’s unemployed, he should find a part-time job so he can contribute to expenses.”

“It was CRUSHING having to move back in with them for me.”

“I really miss being independent and not having my own place.”

“Do you think someone is a loser if they move back home with their parents?”
Barriers to living in a multi-generational household

N=2.8M

The frictions of living together
- Inconvenience or crowding: 17%
- Lack of privacy: 16%
- Conflicts, not getting on well with other personalities: 10%
- Roles and responsibilities not being equal or respected: 8%
- Social stigma: 22%
- Dependency: 19%
- Emotional toll: 8%

The psychological barriers
- 49%

51%
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/
<table>
<thead>
<tr>
<th></th>
<th>NUMBER OF CASES</th>
<th>NUMBER OF DEATHS</th>
<th>CASES / 1M POP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MARCH 1</strong>&lt;sup&gt;ST&lt;/sup&gt; 2020</td>
<td>75</td>
<td>2</td>
<td>0</td>
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<tr>
<td><strong>JUNE 23</strong>&lt;sup&gt;RD&lt;/sup&gt; 2020</td>
<td>2,427,820</td>
<td>126,060</td>
<td>7,360</td>
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</table>

Source: [https://www.worldometers.info/coronavirus/](https://www.worldometers.info/coronavirus/)
Key Findings

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?

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.

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

N= 1M
What do people discuss when talking about living in a multigenerational household during COVID-19?

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

### TRIGGERING CIRCUMSTANCES

- **PRE-COVID:** 29%
- **MID-COVID:** 36%

“I got laid off and I wasn’t surprised, but I was scared. “It happened,” I sheepishly told my mom over the phone later that day. We both knew I had to move back…”

### PERSONAL SITUATIONS

- **PRE-COVID:** 32%
- **MID-COVID:** 34%

“My student loan payments are so high that I simply can’t afford rent, nor can I afford the temporary increased costs to relocate, so here I am stuck.”

### CHALLENGES OF LIVING TOGETHER

- **PRE-COVID:** 23%
- **MID-COVID:** 27%

“As for living there, well, my mom still annoys me, sometimes doesn’t respect the privacy of my mail and gets into my business too much.”

### BENEFITS OF LIVING TOGETHER

- **PRE-COVID:** 16%
- **MID-COVID:** 3%

“Throughout all of it I was at my parents getting healthy and doing the best thing for me. They were an amazing support system with unconditional love and great advice. 10/10 would do it again.”
What are the triggering circumstances to consider living with other generations during COVID 19?

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.

N= 687K

<table>
<thead>
<tr>
<th>circumstance</th>
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<tbody>
<tr>
<td>Job Loss</td>
<td>36%</td>
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<tr>
<td>Money Related</td>
<td>31%</td>
</tr>
<tr>
<td>Illness/Injury</td>
<td>23%</td>
</tr>
<tr>
<td>Others</td>
<td>7%</td>
</tr>
<tr>
<td>Children Related</td>
<td>3%</td>
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</table>

N= 687K
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

Drivers
N=28.3K

- Safer for elderly: 39%
- Safer for children: 27%
- Safer for family: 25%
- Safer for self: 9%

Barriers
N=31K

- Loss of support: 35%
- Inability to provide care: 27%
- Feelings of abandonment: 19%
- Loss of connection: 19%
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.
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.

<table>
<thead>
<tr>
<th></th>
<th>Voluntary</th>
<th>Involuntary</th>
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<tbody>
<tr>
<td></td>
<td>N=136.4</td>
<td>N=120.9</td>
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<tr>
<td>Voluntary</td>
<td>28%</td>
<td>17%</td>
</tr>
<tr>
<td>Involuntary</td>
<td>59%</td>
<td>63%</td>
</tr>
</tbody>
</table>

13% 20%
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.
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.”

Mid-Covid
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.
“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**.
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.
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

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.

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.

Guide your policy work

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

There are barriers such as crowding and lack of privacy which indicates the opportunity of advocating for different types of housing.
What do different segments think about multigenerational living? 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.

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 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.
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.

<table>
<thead>
<tr>
<th>PERSONAL SITUATIONS</th>
<th>TRIGGERING CIRCUMSTANCES</th>
<th>CHALLENGES OF LIVING TOGETHER</th>
<th>BENEFITS OF LIVING TOGETHER</th>
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<tbody>
<tr>
<td>Overall</td>
<td>32%</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
<td>N= 8.3M</td>
<td>50+</td>
<td>35%</td>
<td>24%</td>
</tr>
</tbody>
</table>
What benefits of living together are people discussing?

**BENEFITS OF LIVING TOGETHER**

- **ECONOMIC**: 41%
  - “Sharing expenses helps a lot for us”

- **CARE/SUPPORT**: 34%
  - “I feel so much better having them around when I need help”

- **CONNECTION**: 21%
  - “I love having people around”

- **QUALITY OF LIFE**: 4%
  - “It helps us afford more luxuries”

N= 680K
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%.

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TRIGGERING CIRCUMSTANCES</strong></td>
<td>36%</td>
<td>41%</td>
</tr>
<tr>
<td><strong>PERSONAL SITUATIONS</strong></td>
<td>34%</td>
<td>36%</td>
</tr>
<tr>
<td><strong>CHALLENGES OF LIVING TOGETHER</strong></td>
<td>27%</td>
<td>23%</td>
</tr>
<tr>
<td><strong>BENEFITS OF LIVING TOGETHER</strong></td>
<td>3%</td>
<td>0%</td>
</tr>
</tbody>
</table>

N= 1M
N= 294K
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.
33%↑

of conversations lean towards internal motivations.
50+ are 2X more motivated by support and care vs. overall population

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.
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.
In their own terms

**POSITIVE DRIVERS**
- 29% Help or support
- 28% Financial advantage
- 17% Strengthened relationships
- 13% Sharing different POVs
- 13% Improved lifestyle

"They are a great help having the here"
"Sharing expenses allows me to stretch my fixed income"
"We are closer than ever before"
"There’s never a dull moment around here now"
"It’s so much fun to get out and do things with them"

**NEUTRAL DRIVERS**
- 38% Share
- 32% Answer
- 30% Ask

"We pooled our resources and moved into a larger house"
"We share all the monthly utilities equally"
"How about the lack of privacy?"

**NEGATIVE BARRIERS**
- 23% Emotional Toll
- 18% Dependency
- 14% Burden/Inconvenience/Crowding
- 14% Personalities Discord
- 11% Roles/Responsibilities
- 11% Lack of Privacy
- 9% Social Stigma

"It can be extremely irritating at times"
"I’m afraid they will never be able to make it on their own"
"The situation can get intolerable at times"
"Constant bickering all the time"
"They think I’m their housekeeper"
"No privacy at all!"
"I’m afraid they think I’m a loser"
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

POSITIVE DRIVERS
- 41% Help or support
- 39% Financial advantage
- 20% Improved lifestyle

“IT'S A GODSEND THEY WERE THERE FOR ME”
“WE ARE NOW ABLE TO WEATHER THIS STORM”
“GIVES US A DECENT OPTION FOR NOW”

NEUTRAL DRIVERS
- 55% Ask
- 26% Share
- 19% Answer

“How long should we expect our welcome?”
“We take care of the kids they take care of bills”
“Agree to ground rule up front”

NEGATIVE BARRIERS
- 36% Burden/Inconvenience/Crowding
- 30% Emotional Toll
- 21% Dependency
- 10% Lack of Privacy
- 3% Roles/Responsibilities

“LIVING IS TIGHT RIGHT NOW”
“We are at wits end”
“I feel taken advantage of”
“I feel like I’m living in a cage”
“It would be nice if they offered to help sometimes”

Variations against overall audience

50+
N= 294K
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.

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 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.
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.

<table>
<thead>
<tr>
<th>PERSONAL SITUATIONS</th>
<th>TRIGGERING CIRCUMSTANCES</th>
<th>CHALLENGES OF LIVING TOGETHER</th>
<th>BENEFITS OF LIVING TOGETHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>32%</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
<td>N= 8.3M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black Americans</td>
<td>35%</td>
<td>33%</td>
<td>26%</td>
</tr>
<tr>
<td>N= 1.6M</td>
<td></td>
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</tbody>
</table>
What benefits of living with together are people discussing?

- **ECONOMIC** (42%): “We are grateful to be able to reduce our expenses this way.”
- **QUALITY OF LIFE** (25%): “Gives my family a decent home while we regroup.”
- **CONNECTION** (19%): “My family has been a blessing.”
- **CARE/SUPPORT** (14%): “My parents have been great helping with the kids.”

N = 96K
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.

Overall
- **36%** Overall
- **34%** Overall
- **27%** Overall
- **3%** Overall

Black Americans
- **37%** Black Americans
- **39%** Black Americans
- **12%** Black Americans
- **12%** Black Americans
28% of conversations lean towards internal motivations. The objective to move into a multigenerational household is to **enhance people’s situation**.

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**.
27% of conversations lean towards internal motivations. Black Americans are 1.7x more motivated by finding support and care in a multigenerational household.

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.
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.
In their own terms

POSITIVE DRIVERS
- 35% Financial Advantage
- 27% Help/Support
- 22% Improved Lifestyle
- 11% Strengthened Relationships
- 5% Sharing different POVs

"Drastically cut my living expenses"
"We have built in daycare now"
"Much nicer living conditions for the kids"
"The bond has gotten stronger than ever"
"I look forward to our evening talks"

NEUTRAL DRIVERS
- 37% Share
- 36% Ask
- 27% Answer

"We give the 2 nights alone every week"
"How much should we offer?"
"Ask them what they expect in the beginning"

NEGATIVE BARRIERS
- 19% Social Stigma
- 19% Burden/Inconvenience/Crowding
- 16% Personalities Discord
- 16% Lack Privacy
- 15% Dependency
- 10% Roles/Responsibilities
- 5% Emotional Toll

"I’m afraid I look like a failure"
"Too many people in too small of a space"
"All the ols issue have reappeared"
"No privacy at all"
"I don’t want to enable this"
"They need to pitch in!!"
"I’m getting irritable and depressed"
Sentiment, Drivers and Barriers During COVID-19 Among Black Americans

Black Americans have the lowest positive sentiment of any segment, this may be due 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.
In their own terms

Black Am. N= 187K

**POSITIVE DRIVERS**

- 45% Financial advantage
- 37% Help or support
- 18% Improved lifestyle

“Removing that financial right now is comforting”
“Thank God I had them”
“At least we don’t have to worry about a roof over our heads”

**NEUTRAL DRIVERS**

- 63% Ask
- 22% Answer
- 15% Share

“How can I pay them back?”
“You need to give them their privacy”
“The whole family pitches in to help”

**NEGATIVE BARRIERS**

- 36% Burden/Inconvenience/Crowding
- 34% Emotional Toll
- 15% Dependency
- 13% Roles/Responsibilities
- 2% Lack of Privacy

“Life is much more complicated this way”
“It can be stressful and aggravating at times”
“They need to stand on their own 2 feet”
“Not everyone is pulling their weight”
“We are constantly running into each other”
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.

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 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.
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.

<table>
<thead>
<tr>
<th><strong>PERSONAL SITUATIONS</strong></th>
<th><strong>TRIGGERING CIRCUMSTANCES</strong></th>
<th><strong>CHALLENGES OF LIVING TOGETHER</strong></th>
<th><strong>BENEFITS OF LIVING TOGETHER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>32%</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
<td>N= 8.3M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanics</td>
<td>35%</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>N= 1.2M</td>
<td></td>
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</tbody>
</table>
What benefits of living with together are people discussing?

**BENEFITS OF LIVING TOGETHER**

- **CARE/SUPPORT**: 37%
  - “They need me”
- **ECONOMIC**: 32%
  - “It’s our best option given our current financial situation”
- **CONNECTION**: 23%
  - “We share our lives with them”
- **QUALITY OF LIFE**: 16%
  - “My family can live in a safe loving environment”

N= 240K
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.
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.

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.
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.

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.
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

POSITIVE DRIVERS
32% Help/Support
30% Financial Advantage
23% Strengthened Relationships
12% Improved Lifestyle
3% Sharing different POVs

NEUTRAL DRIVERS
39% Share
39% Answer
22% Ask

NEGATIVE BARRIERS
21% Roles/Responsibilities
19% Dependency
18% Personalities Discord
16% Burden/Inconvenience/Crowding
10% Emotional Toll
9% Lack of Privacy
7% Social Stigma

Variations against overall audience

In their own terms

“We take good care of each other”
“We gives us all a better life”
“We keeps our family close”
“We get to live in a fantastic neighborhood”
“We having someone to talk to”

“We alway make the grandkids breakfast”
“Always ask before you make plans”
“How often should you offer to pay?”

“They don’t really do enough to help”
“I can’t keep supporting them”
“The arguing is everyday now”
“Our house is just to small for this many”
“I’m feeling anxious all the time”
“Everything is tight and crowded”
“It’s embarrassing”
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.
In their own terms

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”

Variations against overall audience

Positive
Negative
Neutral
### Segments vs. Regions: Hispanics vs. Residents of LatAm

<table>
<thead>
<tr>
<th></th>
<th>PRE-COVID</th>
<th>MID-COVID</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>US Hispanics</strong></td>
<td>More motivated by external factors</td>
<td>Residents of LatAm discuss the benefits of multigenerational living</td>
</tr>
<tr>
<td></td>
<td><em>3.1X more than residents of LatAm.</em></td>
<td><em>1.9X more than US Hispanics.</em></td>
</tr>
</tbody>
</table>

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, 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.
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.

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 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.
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.

<table>
<thead>
<tr>
<th></th>
<th>PERSONAL SITUATIONS</th>
<th>TRIGGERING CIRCUMSTANCES</th>
<th>CHALLENGES OF LIVING TOGETHER</th>
<th>BENEFITS OF LIVING TOGETHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
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<td>29%</td>
<td>23%</td>
<td>16%</td>
</tr>
<tr>
<td>N= 8.3M</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian Americans</td>
<td>38%</td>
<td>21%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>N= 594K</td>
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</tbody>
</table>
What benefits of living with together are people discussing?

BENEFITS OF LIVING TOGETHER

N= 107K

- CARE/SUPPORT (35%)
  - “Family helps family when they need it”

- CONNECTION (27%)
  - “I just want to be there with them”

- ECONOMIC (26%)
  - “We need to save on expenses now”

- QUALITY OF LIFE (12%)
  - “I want to give them a better life”
The pandemic has affected Asian American conversations making them 1.3X more about Triggering Circumstances than pre-COVID.
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.
31\% \uparrow \text{ of conversations lean towards internal motivations. Asian Americans are 2X more motivated by support and care.}

56\% \downarrow \text{ 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.

<table>
<thead>
<tr>
<th>Overall</th>
<th>Asian Am.</th>
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</thead>
<tbody>
<tr>
<td>N= 8.3M</td>
<td>N= 594K</td>
</tr>
</tbody>
</table>

**Positive Drivers**
- 35% Help/Support
- 21% Financial Advantage
- 18% Strengthened Relationships
- 15% Sharing different POVs
- 11% Improved Lifestyle

**Neutral Drivers**
- 38% Answer
- 35% Share
- 27% Ask

**Negative Barriers**
- 20% Personalities Discord
- 19% Roles/Responsibilities
- 17% Burden/Inconvenience/Crowding
- 14% Dependency
- 14% Lack of Privacy
- 9% Social Stigma
- 7% Emotional Toll

Variations against overall audience

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*PRE-COVID*
PRE-COVID

**Asian Am.**

N= 594K

**POSITIVE DRIVERS**
- 35% Help/Support
- 21% Financial Advantage
- 18% Strengthened Relationships
- 15% Sharing different POVs
- 11% Improved Lifestyle

**Neutral Drivers**
- 38% Answer
- 35% Share
- 27% Ask

**NEGATIVE BARRIERS**
- 20% Personalities Discord
- 19% Roles/Responsibilities
- 17% Burden/Inconvenience/Crowding
- 14% Dependency
- 14% Lack of Privacy
- 9% Social Stigma
- 7% Emotional Toll

**In their own terms**
- "They are always there for us"
- "We can save for our own house"
- "They love spending time with us"
- "It’s always interesting around here"
- "Life is good this way"
- "You need to agree on responsibilities together"
- "We always make time for each other daily"
- "Should we expect any compensation?"

"Our personalities seem to constantly clash"
- "They need to offer some assistance around here"
- "It’s just too crowded"
- "The work has increased to help has not"
- "We are never alone anymore"
- "I feel like an inadequate provider"
- "This makes me so so sad"

**Variations against overall audience**
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.
In their own terms

**POSITIVE DRIVERS**
- 48% Help or support
- 44% Financial advantage
- 8% Improved lifestyle

“*I’m so grateful they were there to help*
“*I can least save some money now*
“*I love living there, always did*”

**NEUTRAL DRIVERS**
- 43% Ask
- 32% Share
- 25% Answer

“*Any tips for living with the parents at my age?*
“*I come and go as I please, not problems*
“*You need to take a more active role while living there*”

**NEGATIVE BARRIERS**
- 41% Burden/Inconvenience/Crowding
- 26% Emotional Toll
- 21% Dependency
- 6% Roles/Responsibilities
- 6% Lack of Privacy

“*Daily living has become a challenge*
“*This is getting seriously on my nerves*
“*I feel like they are getting too comfortable with the situation*
“*I have zero help*
“*There’s always someone in every room*”

Variations against overall audience

Asian Am.
N=23K
## Segments vs. Regions: Asian Americans vs. Residents of Asia

<table>
<thead>
<tr>
<th>PRE-COVID</th>
<th>MID-COVID</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Asian Americans</strong> are motivated by external factors</td>
<td><strong>Residents of Asia</strong> are motivated by a sense of obligation to consider multigenerational living</td>
</tr>
<tr>
<td>1.8x more than residents of Asia</td>
<td>2.9x more than Asian Americans</td>
</tr>
</tbody>
</table>

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.

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.
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.

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 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.
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.

<table>
<thead>
<tr>
<th></th>
<th>Overall N= 8.3M</th>
<th>Generations 2 N= 2.7M</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONAL SITUATIONS</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>TRIGGERING CIRCUMSTANCES</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>CHALLENGES OF LIVING TOGETHER</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>BENEFITS OF LIVING TOGETHER</td>
<td>16%</td>
<td>18%</td>
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</tbody>
</table>
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.
30%↓ of conversations lean towards internal motivations. The objective to move into a multigenerational household is to enhance people’s situation.

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.
15% of conversations lean towards internal motivations. The objective to move into a multigenerational household is to enhance people’s situation.

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.
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 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.
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.

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

<table>
<thead>
<tr>
<th>PERSONAL SITUATIONS</th>
<th>TRIGGERING CIRCUMSTANCES</th>
<th>CHALLENGES OF LIVING TOGETHER</th>
<th>BENEFITS OF LIVING TOGETHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall N= 8.3M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32%</td>
<td>29%</td>
<td>23%</td>
<td>16%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Generations N= 1.4M</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>34%</td>
<td>27%</td>
<td>31%</td>
<td>8%</td>
</tr>
</tbody>
</table>
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.

Overall  
N= 1M

<table>
<thead>
<tr>
<th>TRIGGERING CIRCUMSTANCES</th>
<th>PERSONAL SITUATIONS</th>
<th>CHALLENGES OF LIVING TOGETHER</th>
<th>BENEFITS OF LIVING TOGETHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>36%</td>
<td>34%</td>
<td>27%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Generations  
N= 126K

<table>
<thead>
<tr>
<th>3 Generations</th>
<th>21%</th>
<th>45%</th>
<th>34%</th>
<th>0%</th>
</tr>
</thead>
</table>

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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.
26% ↑

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

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.

**POSITIVE DRIVERS**
- 44% Financial advantage
- 35% Help or support
- 21% Improved lifestyle

**NEUTRAL DRIVERS**
- 57% Ask
- 26% Share
- 20% Answer

**NEGATIVE BARRIERS**
- 33% Burden/Inconvenience/Crowding
- 23% Emotional Toll
- 15% Dependency
- 15% Roles/Responsibilities
- 14% Lack of Privacy

Overall: N= 1M
3 Gen.: N= 126K
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.

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 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.
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.

<table>
<thead>
<tr>
<th>PERSONAL SITUATIONS</th>
<th>TRIGGERING CIRCUMSTANCES</th>
<th>CHALLENGES OF LIVING TOGETHER</th>
<th>BENEFITS OF LIVING TOGETHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>32%</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
<td>N= 8.3M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grandfamily</td>
<td>35%</td>
<td>32%</td>
<td>22%</td>
</tr>
<tr>
<td>N= 818K</td>
<td></td>
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</tr>
</tbody>
</table>
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.

### Overall

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>N= 1M</th>
</tr>
</thead>
<tbody>
<tr>
<td>Triggering circumstances</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Personal situations</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Challenges of living together</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Benefits of living together</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

### Grandfamily

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>N= 23K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Triggering circumstances</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>Personal situations</td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>Challenges of living together</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Benefits of living together</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>
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.
18% of conversations lean towards internal motivations.

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.
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

<table>
<thead>
<tr>
<th></th>
<th><strong>PRE-COVID</strong></th>
<th></th>
<th><strong>MID-COVID</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Feb 1st 2019 - Feb 29th 2020</strong></td>
<td><strong>Mar 1st, 2020 - June 23rd, 2020</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>N Values</strong></td>
<td><strong>N Values</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>US</td>
<td>8.3M</td>
<td>1M</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LatAm</td>
<td>11M</td>
<td>2M</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td>13.3M</td>
<td>1.4M</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asia</td>
<td>48.5M</td>
<td>4.4M</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.
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:

<table>
<thead>
<tr>
<th>Overall US</th>
<th>Europe</th>
<th>LatAm</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>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.</td>
<td>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.</td>
<td>Asia was discussing both benefits and challenges a lot PRE-COVID. Currently it is the only region discussing benefits more than challenges.</td>
</tr>
</tbody>
</table>
What do people from different regions discuss when talking about living in a multigenerational household?

<table>
<thead>
<tr>
<th>Region</th>
<th>Personal Situation</th>
<th>Triggering Circumstances</th>
<th>Challenges of Living Together</th>
<th>Benefits of Living Together</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>32%</td>
<td>29%</td>
<td>23%</td>
<td>16%</td>
</tr>
<tr>
<td>EUROPE</td>
<td>37%</td>
<td>22%</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>LATAM</td>
<td>46%</td>
<td>9%</td>
<td>17%</td>
<td>28%</td>
</tr>
<tr>
<td>ASIA</td>
<td>39%</td>
<td>16%</td>
<td>23%</td>
<td>22%</td>
</tr>
</tbody>
</table>

**Pre-COVID**

- US: N= 8.3M
- EUROPE: N= 13.3M
- LATAM: N= 11M
- ASIA: N= 48.5M

Variations against overall US
What do people from different regions discuss when talking about living in a multigenerational household?

<table>
<thead>
<tr>
<th>Region</th>
<th>Personal Situation</th>
<th>Triggering Circumstances</th>
<th>Challenges of Living Together</th>
<th>Benefits of Living Together</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>34%</td>
<td>36%</td>
<td>27%</td>
<td>3%</td>
</tr>
<tr>
<td>Europe</td>
<td>36%</td>
<td>45%</td>
<td>19% (↓)</td>
<td>0%</td>
</tr>
<tr>
<td>Latam</td>
<td>29%</td>
<td>31%</td>
<td>21% (↓)</td>
<td>19% (↑)</td>
</tr>
<tr>
<td>Asia</td>
<td>28%</td>
<td>33%</td>
<td>13% (↓)</td>
<td>26% (↑)</td>
</tr>
</tbody>
</table>

Variations against overall US

**Table Key:**
- **US:** N= 1M
- **Europe:** N= 1.4M
- **Latam:** N= 21M
- **Asia:** N= 4.4M
How do people from different regions feel about living in a multigenerational household and why?
## What are they doing online?

<table>
<thead>
<tr>
<th>Overall US</th>
<th>Europe</th>
<th>LatAm</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>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.</td>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>
What are they doing online?

<table>
<thead>
<tr>
<th>Region</th>
<th>Share</th>
<th>Ask</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall US</td>
<td>36%</td>
<td>35%</td>
<td>29%</td>
</tr>
<tr>
<td>Europe</td>
<td>41%</td>
<td>38%</td>
<td>21%</td>
</tr>
<tr>
<td>LatAm</td>
<td>42%</td>
<td>38%</td>
<td>20%</td>
</tr>
<tr>
<td>Asia</td>
<td>35%</td>
<td>33%</td>
<td>32%</td>
</tr>
</tbody>
</table>

N=3M

Variations against overall US:
- Europe: -3%
- Asia: -21%

Women are more likely to ask questions online.
What are they doing online?

Overall US

- Ask: 56%
- Share: 26%
- Answer: 18%

Europe

- Ask: 43%
- Answer: 29%
- Share: 28%

LatAm

- Share: 38%
- Ask: 38%
- Answer: 24%

Asia

- Share: 56%
- Ask: 35%
- Answer: 9%
How do people from different regions feel about living in a multigenerational household and why?

<table>
<thead>
<tr>
<th>Overall US</th>
<th>Europe</th>
<th>LatAm</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>LatAm has seen a small decline in its positive sentiment but it’s still the more positive region of them all.</td>
<td>Asia is the region where COVID has had the least impact on the multigenerational living sentiment. 4 out 10 conversations are positive both PRE-COVID and MID-COVID.</td>
<td></td>
</tr>
</tbody>
</table>
How do people from different regions feel about living in a multigenerational household and why?

<table>
<thead>
<tr>
<th>Region</th>
<th>Satisfaction</th>
<th>Overall US</th>
<th>Europe</th>
<th>LatAm</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N=8.3M</td>
<td>N=13.3M</td>
<td>N=11M</td>
<td>N=48.5M</td>
<td></td>
</tr>
<tr>
<td>Satisfaction</td>
<td>30%</td>
<td>32%</td>
<td>50%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Variations</td>
<td></td>
<td></td>
<td>↑</td>
<td>↓</td>
<td>↑</td>
</tr>
<tr>
<td>Europe</td>
<td></td>
<td>34%</td>
<td>34%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>LatAm</td>
<td></td>
<td>34%</td>
<td>14%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Asia</td>
<td></td>
<td>34%</td>
<td>36%</td>
<td>36%</td>
<td></td>
</tr>
</tbody>
</table>
How do people from different regions feel about living in a multigenerational household and why?

Overall US (N=1M):
- 12% agree
- 37% neutral
- 51% disagree

Europe (N=1.4M):
- 12% agree
- 39% neutral
- 49% disagree

LatAm (N=2M):
- 44% agree
- 24% neutral
- 32% disagree

Asia (N=4.4M):
- 40% agree
- 23% neutral
- 37% disagree

Variations against overall US.
How do people from different regions feel about living in a multigenerational household and why?

<table>
<thead>
<tr>
<th>Overall US</th>
<th>Europe</th>
<th>LatAm</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial benefits and getting the help they need are the most relevant drivers PRE-COVID and MID-COVID. MID-COVID, these drivers intensify and help becomes a bit more relevant.</td>
<td>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. MIDC-OVID, help and financial support became basically the only drivers.</td>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>
What drives positive sentiment?

Overall US

- Financial advantage: 27%
- Help or support: 23%
- Improved lifestyle: 19%
- Strengthened relationships: 18%
- Sharing different POVs: 13%

Europe

- Financial advantage: 33%
- Help or support: 27%
- Sharing different POVs: 17%
- Strengthened relationships: 13%
- Improved lifestyle: 10%

LatAm

- Financial advantage: 33%
- Strengthened relationships: 31%
- Help or support: 26%
- Improved lifestyle: 10%
- Sharing different POVs: 0%

Asia

- Strengthened relationships: 29%
- Help or support: 26%
- Financial advantage: 22%
- Sharing different POVs: 15%
- Improved lifestyle: 8%

Variations against overall US:

- Europe:
  - Financial advantage: Up
  - Help or support: Down
  - Sharing different POVs: Down
  - Strengthened relationships: Down
  - Improved lifestyle: Down

- Asia:
  - Strengthened relationships: Up
  - Help or support: Down
  - Financial advantage: Down
  - Sharing different POVs: Down
  - Improved lifestyle: Down

N=2.5M, N=5.5M, N=4.3M, N=18.4M
What drives positive sentiment?

**Overall US**
- Help or support: 41%
- Financial advantage: 37%
- Improved lifestyle: 22%

**Europe**
- Help or support: 44%
- Financial advantage: 42%
- Improved lifestyle: 14%

**LatAm**
- Help or support: 35%
- Improved lifestyle: 34%
- Financial advantage: 31%

**Asia**
- Help or support: 45%
- Financial advantage: 43%
- Improved lifestyle: 12%

Variations against overall US:
- "↑" indicates an increase from overall US.
- "↓" indicates a decrease from 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.

<table>
<thead>
<tr>
<th>Overall US</th>
<th>Europe</th>
<th>LatAm</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>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.</td>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>
What drives negative sentiment?

### Overall US (N=2.8M)
- Social stigma: 22%
- Dependency: 19%
- Inconvenience or crowding: 17%
- Lack of privacy: 16%
- Conflicts: 13%
- Roles and responsibilities: 8%
- Emotional toll: 8%

### Europe (N=4.5M)
- Social stigma: 22%
- Dependency: 17%
- Inconvenience or crowding: 16%
- Lack of privacy: 16%
- Conflicts: 15%
- Emotional toll: 8%
- Roles and responsibilities: 6%

### LatAm (N=4M)
- Lack of privacy: 34%
- Dependency: 22%
- Inconvenience or crowding: 22%
- Conflicts: 11%
- Roles and responsibilities: 11%
- Emotional toll: 0%
- Social stigma: 0%

### Asia (N=17.5M)
- Conflicts: 29%
- Inconvenience or crowding: 25%
- Lack of privacy: 22%
- Roles and responsibilities: 14%
- Emotional toll: 10%
- Social stigma: 0%
- Dependency: 0%

**Variations against overall US**
What drives negative sentiment?

Overall US (N=510K)

- Inconvenience or crowding: 39%
- Emotional toll: 31%
- Dependency: 19%
- Roles and responsibilities: 6%
- Lack of privacy: 5%
- Conflicts: 0%
- Social stigma: 0%

Europe (N=686K)

- Inconvenience or crowding: 42%
- Emotional toll: 23%
- Dependency: 21%
- Lack of privacy: 9%
- Roles and responsibilities: 5%
- Conflicts: 0%
- Social stigma: 0%

LatAm (N=640K)

- Inconvenience or crowding: 44%
- Lack of privacy: 32%
- Roles and responsibilities: 15%
- Emotional toll: 9%
- Conflicts: 0%
- Social stigma: 0%

Asia (N=1.6M)

- Inconvenience or crowding: 34%
- Emotional toll: 25%
- Dependency: 17%
- Lack of privacy: 17%
- Roles and responsibilities: 7%
- Conflicts: 0%
- Social stigma: 0%
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.

<table>
<thead>
<tr>
<th>Overall US</th>
<th>Europe</th>
<th>LatAm</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>These regions were more focused on external factors and that only intensified MID-COVID.</td>
<td></td>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
What motivates people from different regions to consider and adopt living in a multigenerational household?

**INTERNAL MOTIVES**
- Love/Connection: 4%
- Quality of Life: 12%
- Support/Care: 16%
- Obligation: 7%

**EXTERNAL FACTORS**
- Preparation: 19%
- Recover: 20%
- Survival: 22%

**Overall US**
- N=8.3M
- Love/Connection: 4%
- Quality of Life: 12%
- Support/Care: 16%
- Obligation: 7%
- Preparation: 19%
- Recover: 20%
- Survival: 22%

**Europe**
- N=13.3M
- Love/Connection: 11%
- Quality of Life: 22%
- Support/Care: 22%
- Obligation: 10%
- Preparation: 19%
- Recover: 17%
- Survival: 21%

**LatAm**
- N=11M
- Love/Connection: 32%
- Quality of Life: 28%
- Support/Care: 25%
- Obligation: 10%
- Preparation: 15%
- Recover: 13%
- Survival: 15%

**Asia**
- N=48.5M
- Love/Connection: 24%
- Quality of Life: 28%
- Support/Care: 28%
- Obligation: 27%
- Preparation: 8%
- Recover: 13%
- Survival: 13%

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

**INTERNAL MOTIVES**
- Love/Connection
- Quality of Life
- Support/Care
- Obligation

**EXTERNAL FACTORS**
- Preparation
- Recover
- Survival

### Overall US
- N=1M
- Love/Connection: 16%
- Quality of Life: 8%
- Support/Care: 34%
- Obligation: 42%
- Preparation: 41%
- Recover: 29%
- Survival: 23%

### Europe
- N=1.4M
- Love/Connection: 17%
- Quality of Life: 13%
- Support/Care: 31%
- Obligation: 33%
- Preparation: 38%
- Recover: 26%
- Survival: 13%

### LatAm
- N=2M
- Love/Connection: 13%
- Quality of Life: 31%
- Support/Care: 33%
- Obligation: 31%
- Preparation: 31%
- Recover: 23%
- Survival: 13%

### Asia
- N=4.4M
- Love/Connection: 26%
- Quality of Life: 38%
- Support/Care: 25%
- Obligation: 27%
- Preparation: 28%
- Recover: 13%
- Survival: 15%

**Variations against overall US**
- Love/Connection: 16% vs. 17%
- Quality of Life: 8% vs. 13%
- Support/Care: 34% vs. 31%
- Obligation: 42% vs. 33%
- Preparation: 41% vs. 38%
- Recover: 29% vs. 26%
- Survival: 23% vs. 23%
## Summary

<table>
<thead>
<tr>
<th>Overall US</th>
<th>Europe</th>
<th>LatAm</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>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 than emerge from external factors and have now a more negative sentiment.</td>
<td>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.</td>
<td>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.</td>
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</table>
## Segments vs. Regions: Hispanics vs. Residents of LatAm

<table>
<thead>
<tr>
<th>PRE-COVID</th>
<th>MID-COVID</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Hispanics more motivated by external factors</td>
<td>Residents of LatAm discuss the benefits of multigenerational living</td>
</tr>
<tr>
<td>3.1x more than residents of LatAm.</td>
<td>1.9X more than US Hispanics.</td>
</tr>
</tbody>
</table>

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, 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

<table>
<thead>
<tr>
<th></th>
<th>PRE-COVID</th>
<th>MID-COVID</th>
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<tbody>
<tr>
<td><strong>Asian Americans</strong></td>
<td></td>
<td></td>
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<tr>
<td>are motivated by external factors</td>
<td>1.8x more than residents of Asia</td>
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</tr>
<tr>
<td>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.</td>
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<tr>
<td>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.</td>
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<tr>
<td><strong>Residents of Asia</strong></td>
<td></td>
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</tr>
<tr>
<td>are motivated by a sense of obligation to consider multigenerational living</td>
<td>2.9X more than Asian Americans</td>
<td></td>
</tr>
<tr>
<td>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.</td>
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<tr>
<td>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.</td>
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</tbody>
</table>
About AARP

AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.
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The report and fact sheets can be accessed at www.aarp.org/multigenhome2020.