

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

Opportunity

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



The method

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

Our algorithm turns all available open-source digital discussions 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

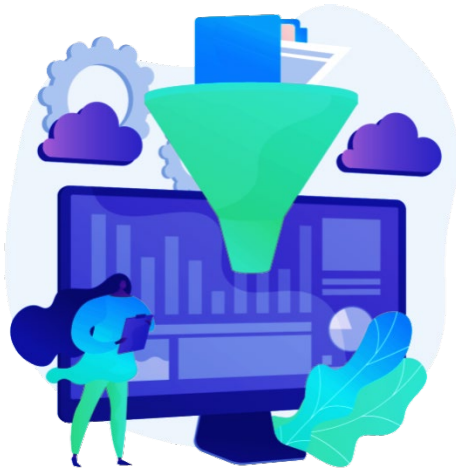


Forbes



How it works

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



MINE AND HARVEST EVERY AVAILABLE DIGITAL DISCUSSIONS

Harvest relevant open-source digital comments anywhere they are available



DISCOVER PATTERNS AND INSIGHTS

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



VISUALIZE AND STRATEGIZE

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

Quantitative analysis of qualitative data, in days instead of months



Key burning questions

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

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

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

Are there any differences by segments?

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

Universe of U.S. Conversations mined

PRE-COVID

N Values

Feb 1st 2019 - Feb 29th 2020

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

MID-COVID

N Values

Mar 1st, 2020 - June 23rd, 2020

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

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. The conversations were mined in English, in Spanish and in Chinese.

Universe of Conversations mined in other regions

PRE-COVID

N Values

Feb 1st 2019 - Feb 29th 2020

US	8.3M
LatAm	11M

Nov 2018 - November 2019

Europe	13.3M
Asia	48.5M

MID-COVID

N Values

Mar 1st, 2020 - June 23rd, 2020

US	1M
LatAm	2M

Dec 2019 - June 23rd, 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.

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.

**U.S. Overall population
PRE-COVID & MID COVID**

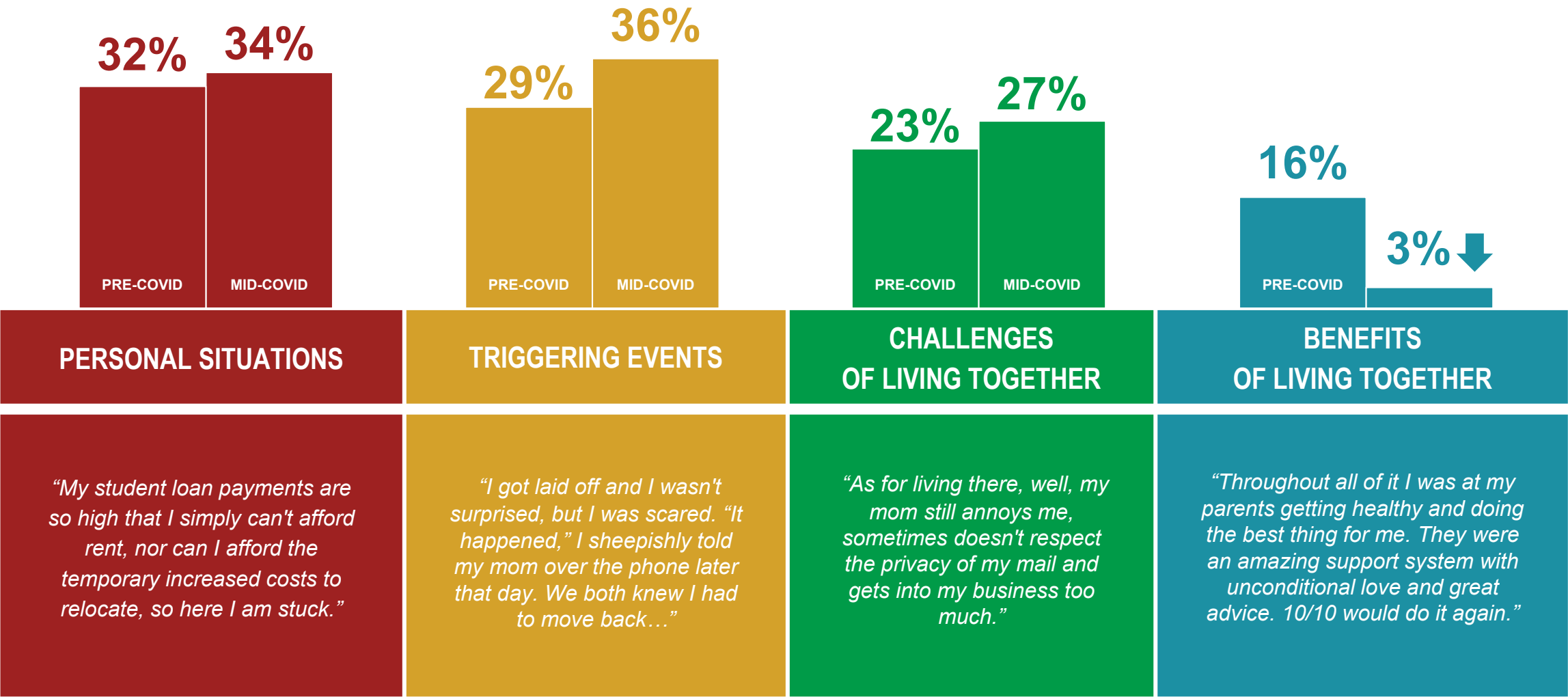
Topic Analysis

A photograph of two men sitting on a couch in a living room. The man on the left, older with grey hair, is wearing a blue and white checkered shirt and is gesturing with his hands while speaking. The man on the right, younger with dark curly hair and a beard, is wearing a brown sweater and is listening attentively, looking towards the older man. The background shows a window with light-colored curtains.

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

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

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



Motivations Analysis



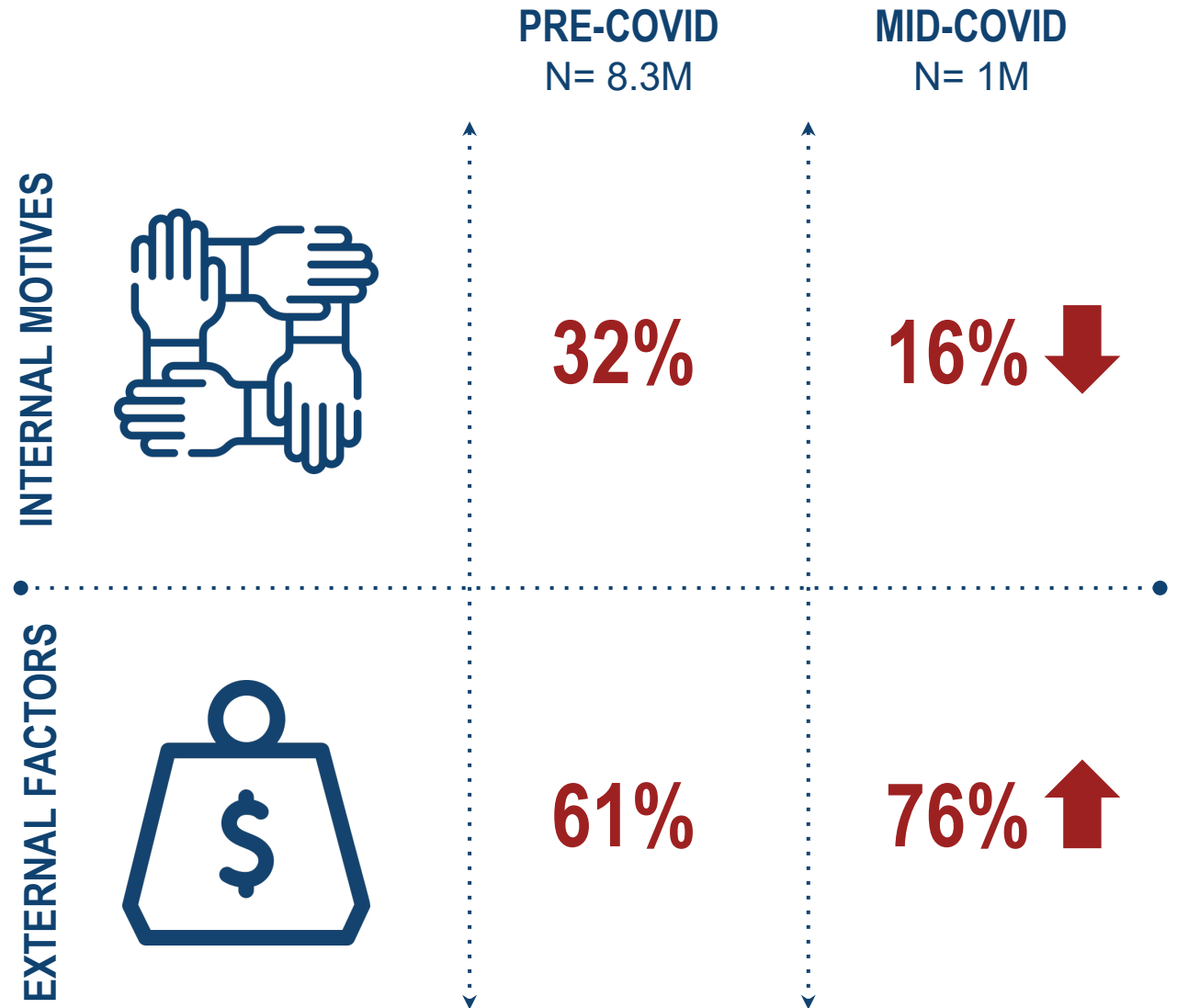
What motivates people to consider and adopt living in a multigenerational household?

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.



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

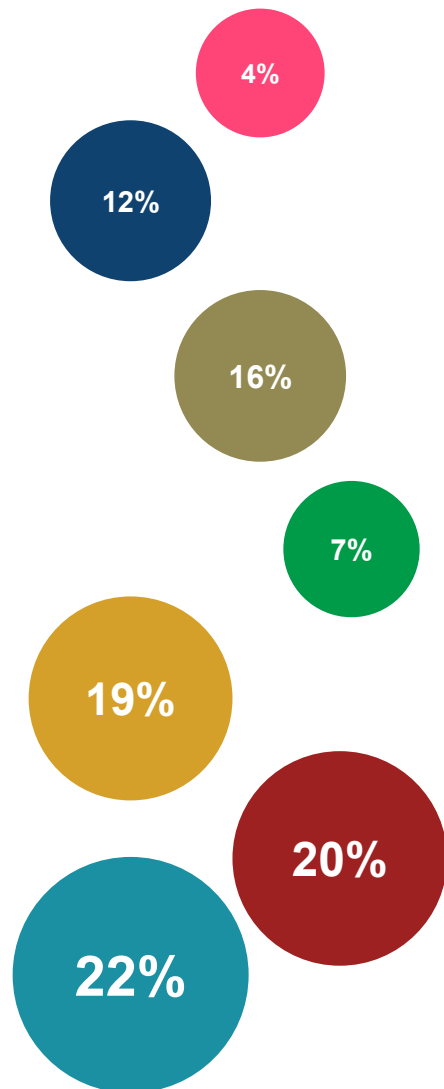


INTERNAL MOTIVES

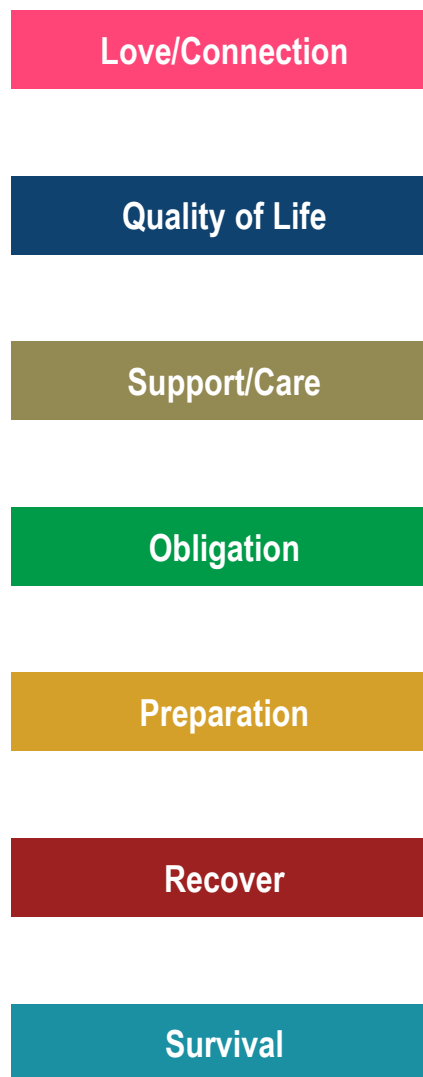
EXTERNAL FACTORS

PRE-COVID

N= 8.3M

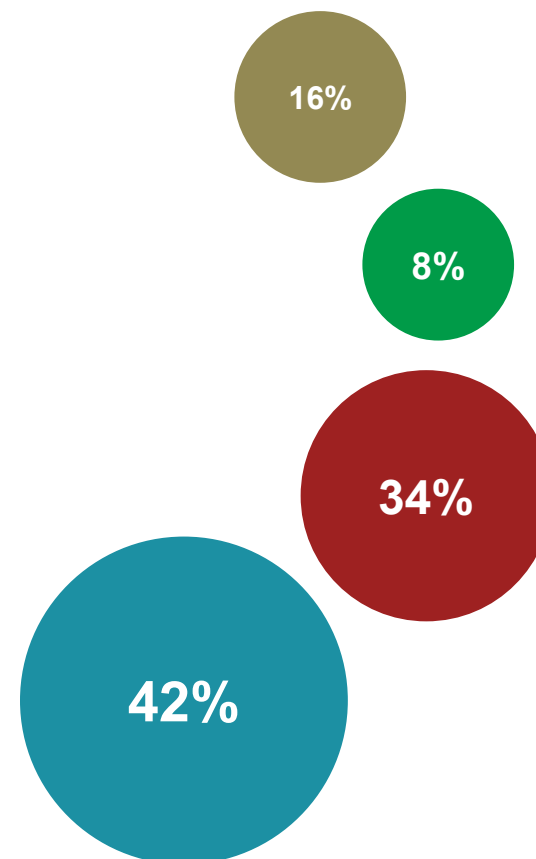


MOTIVATIONS



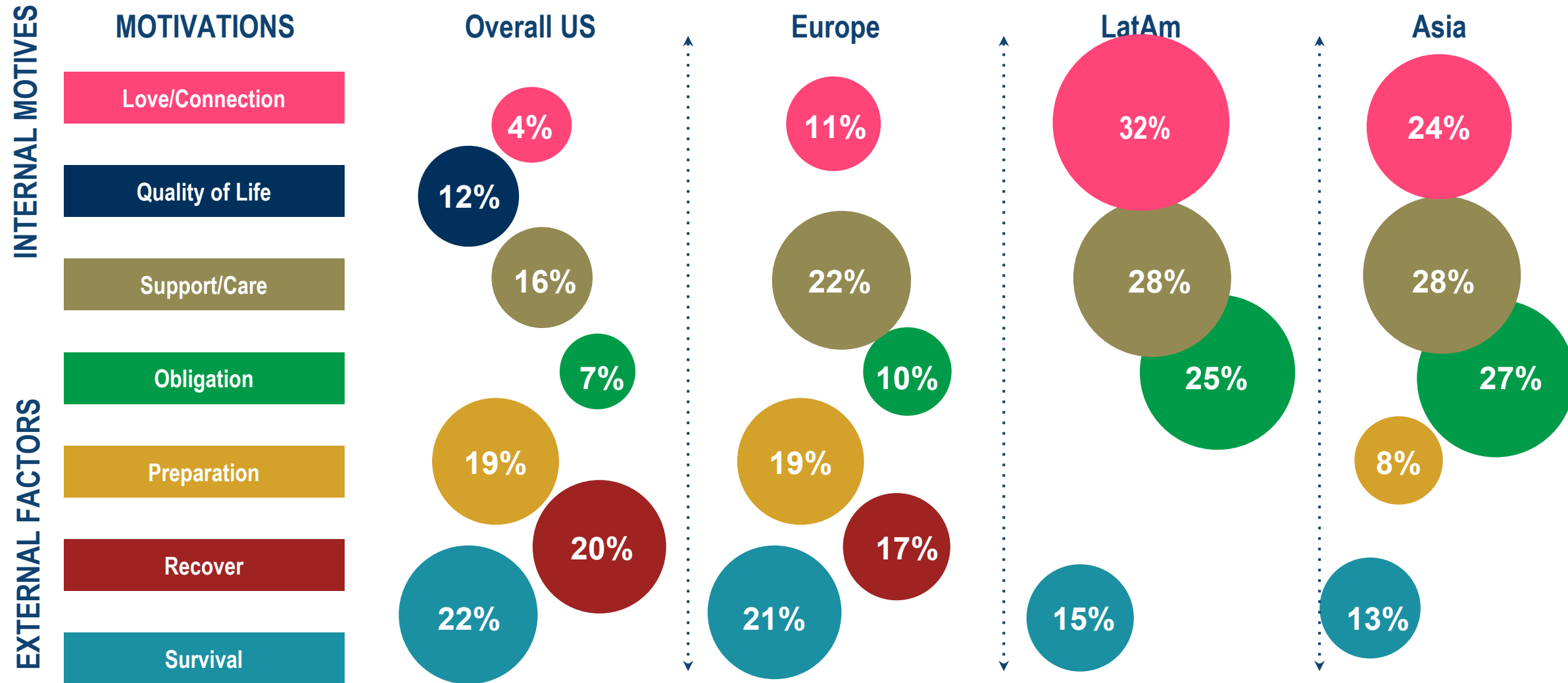
MID-COVID

N= 1M

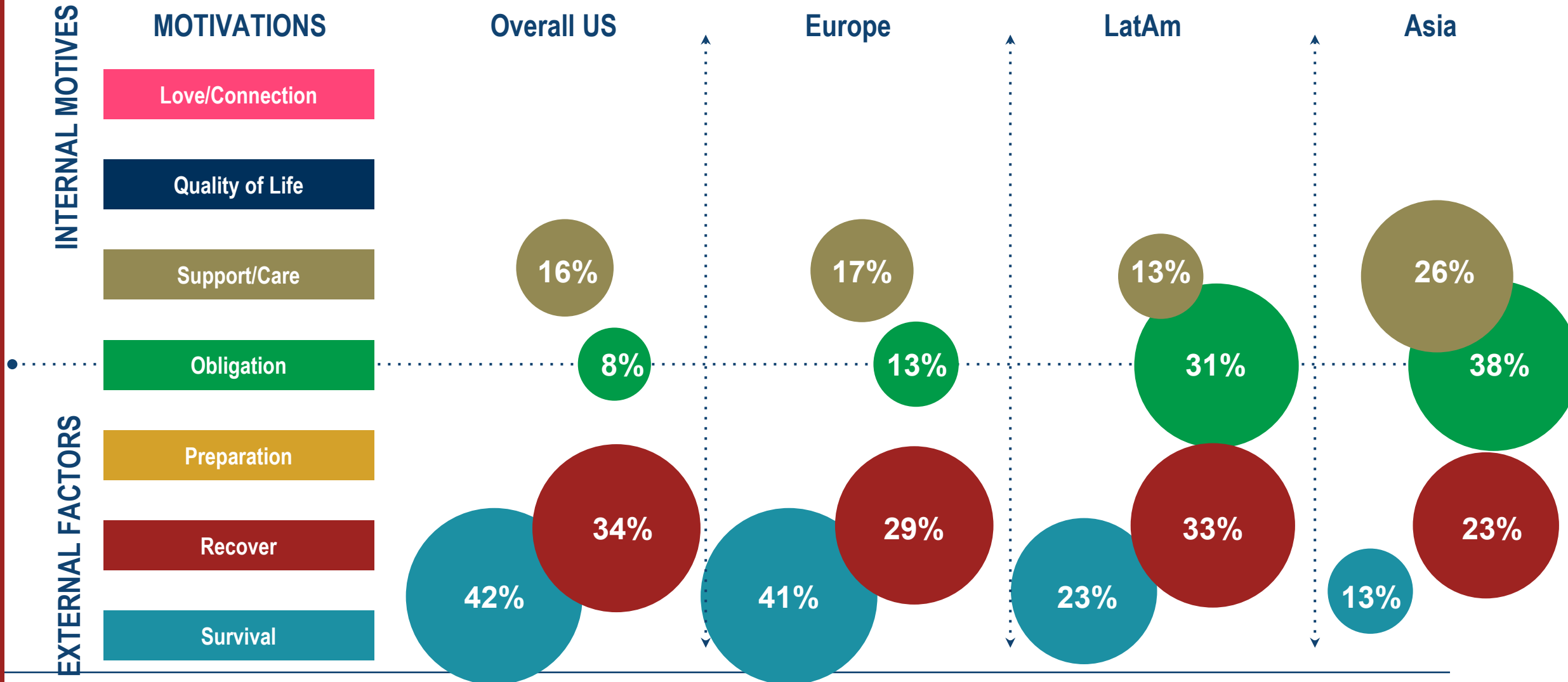


What motivates people from different regions to consider and adopt living in a multigenerational household?

PRE-COVID



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



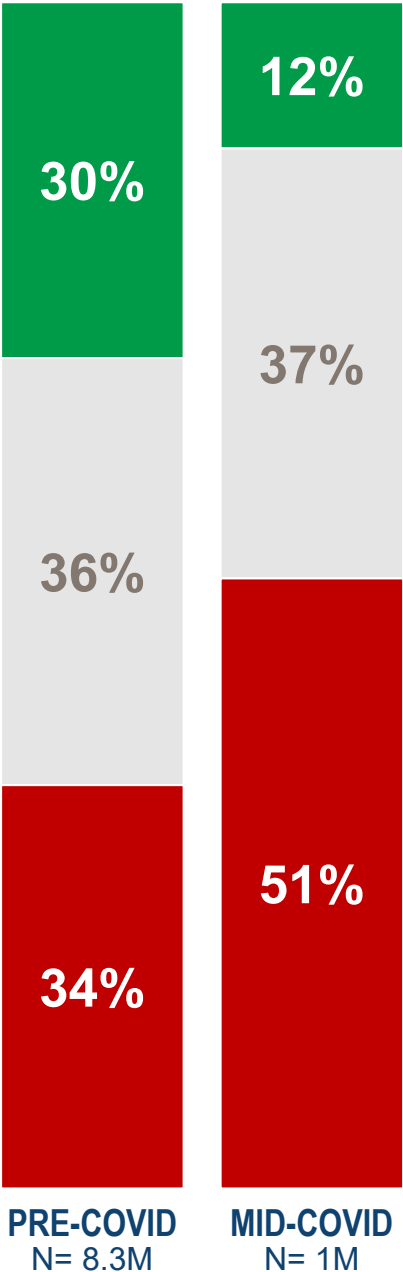
Sentimeter Analysis

A photograph of three women of different ages smiling together. On the left, a young woman with long brown hair wears a blue denim jacket over a brown turtleneck. In the center, an elderly woman with white hair and glasses wears a white textured sweater and a colorful beaded necklace. On the right, a middle-aged woman with dark hair pulled back wears a white polka-dot shirt. The background is a bright, modern interior with a kitchen area visible on the right.

How do people feel about living in a multigenerational household 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.”

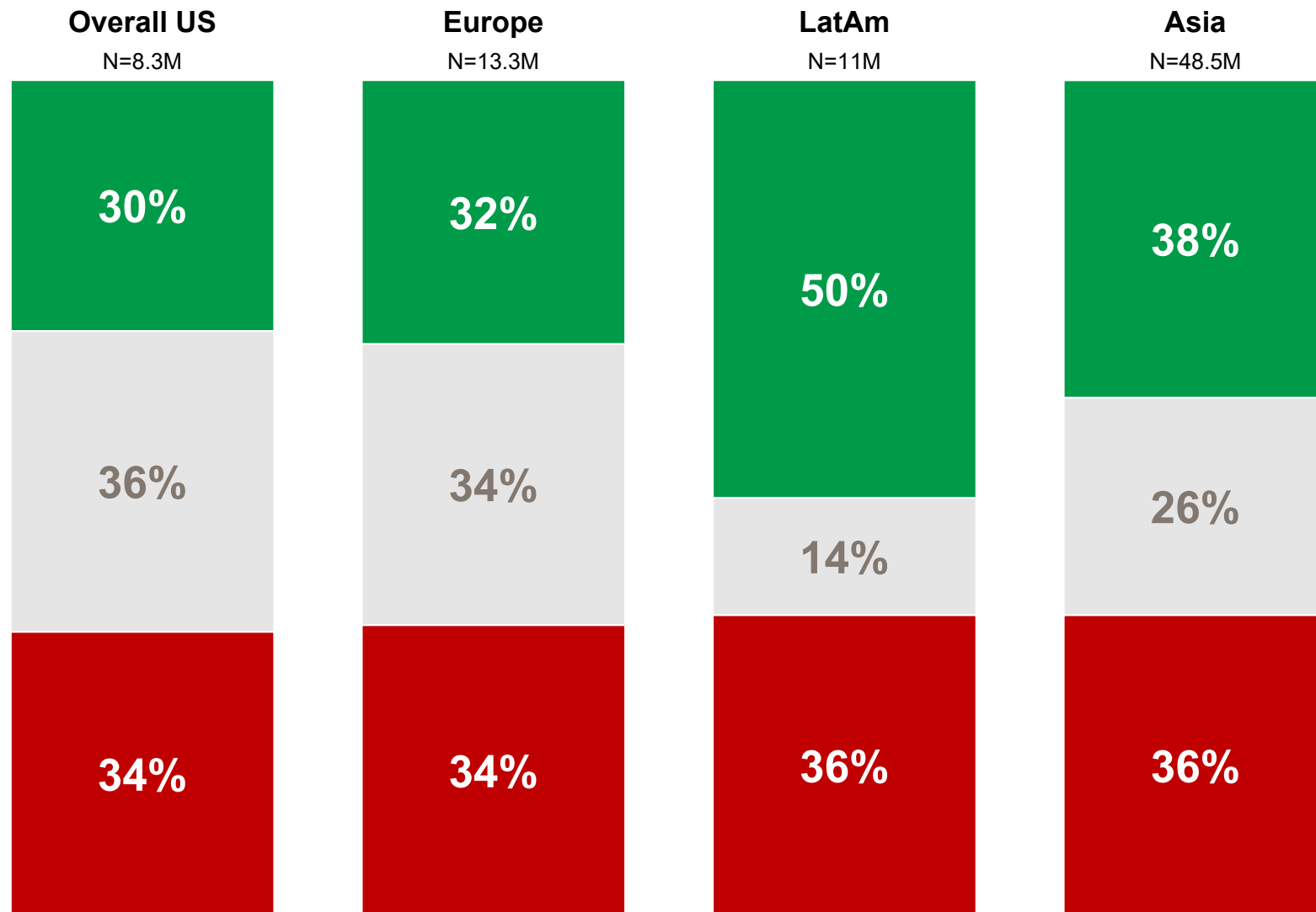
Neutral sentiment

“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.”

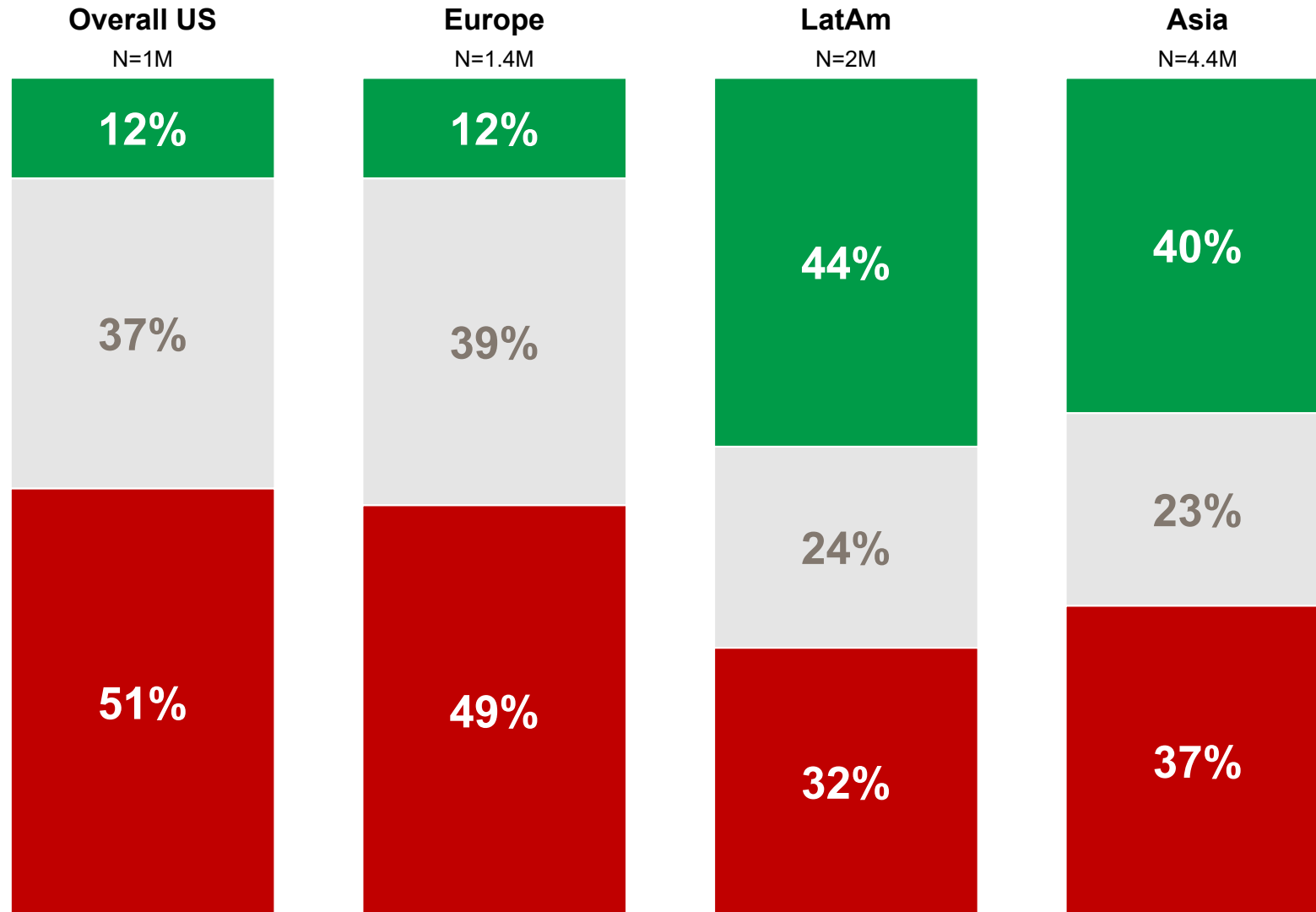
Negative sentiment

“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.”

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



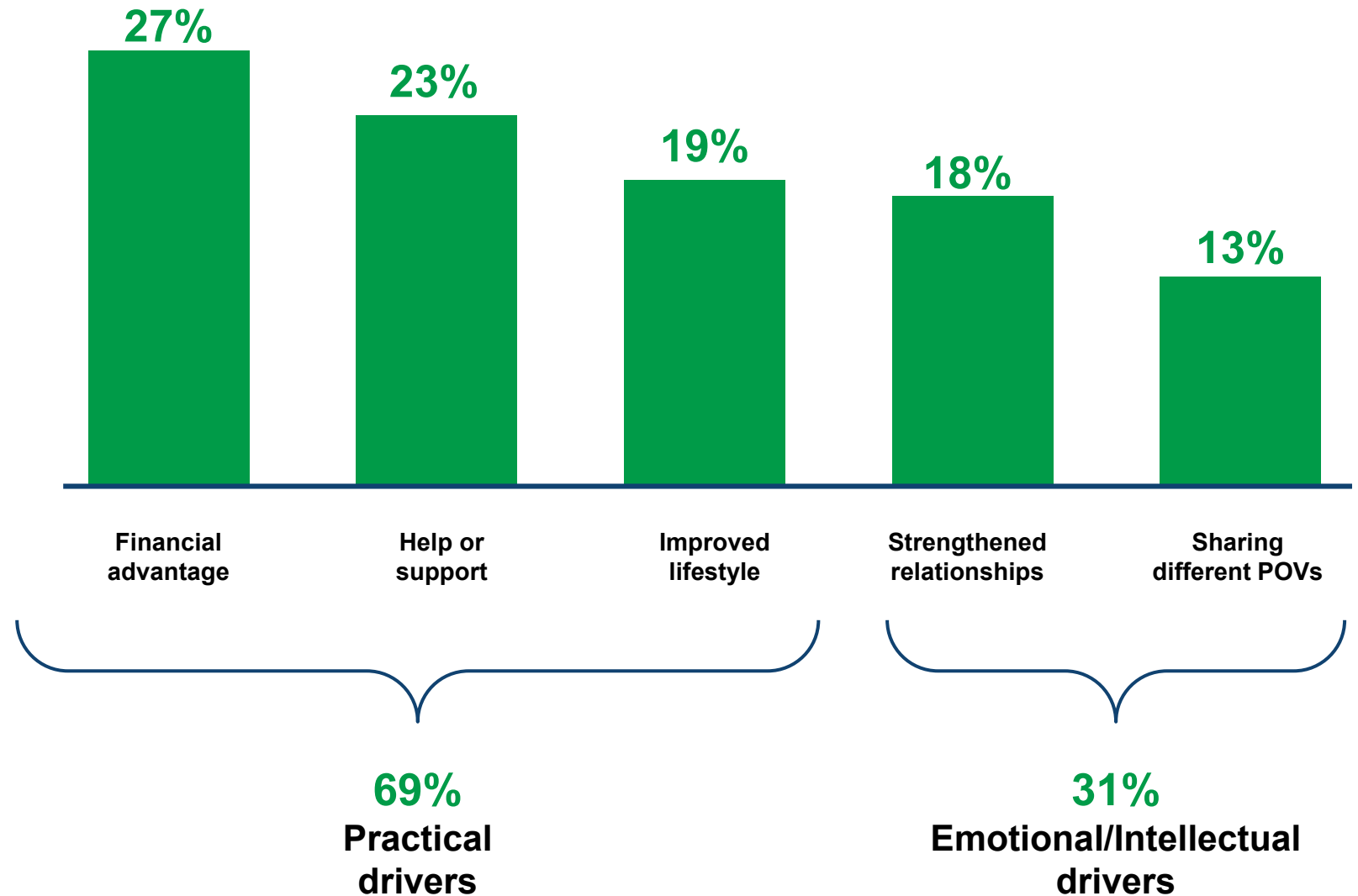
How do people from different regions feel about living in a multigenerational household?



The bright side

N= 2.4M

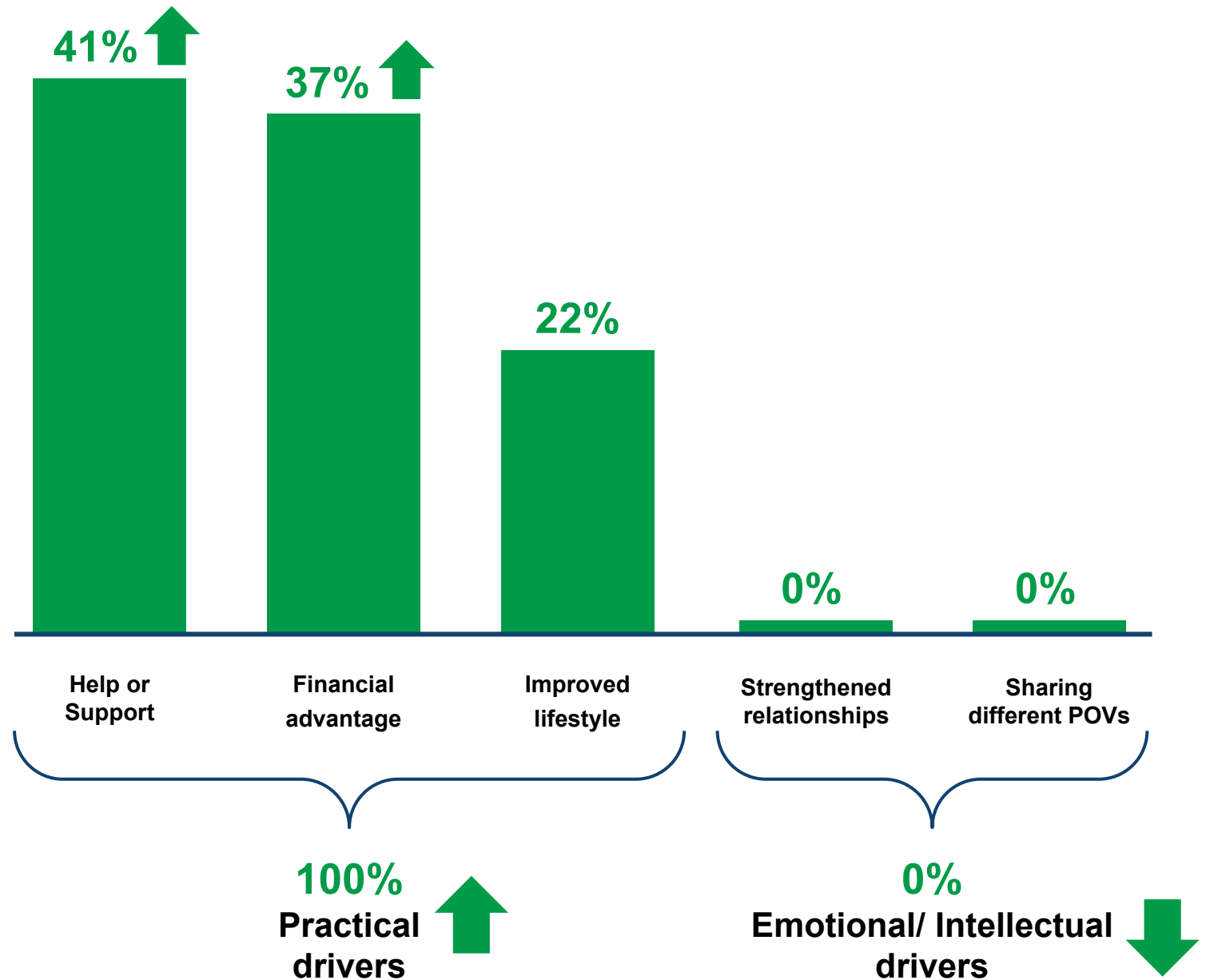
69% of the drivers are more practical, while the remaining **31%** are more emotional and intellectual benefits.



Drivers

N= 120K

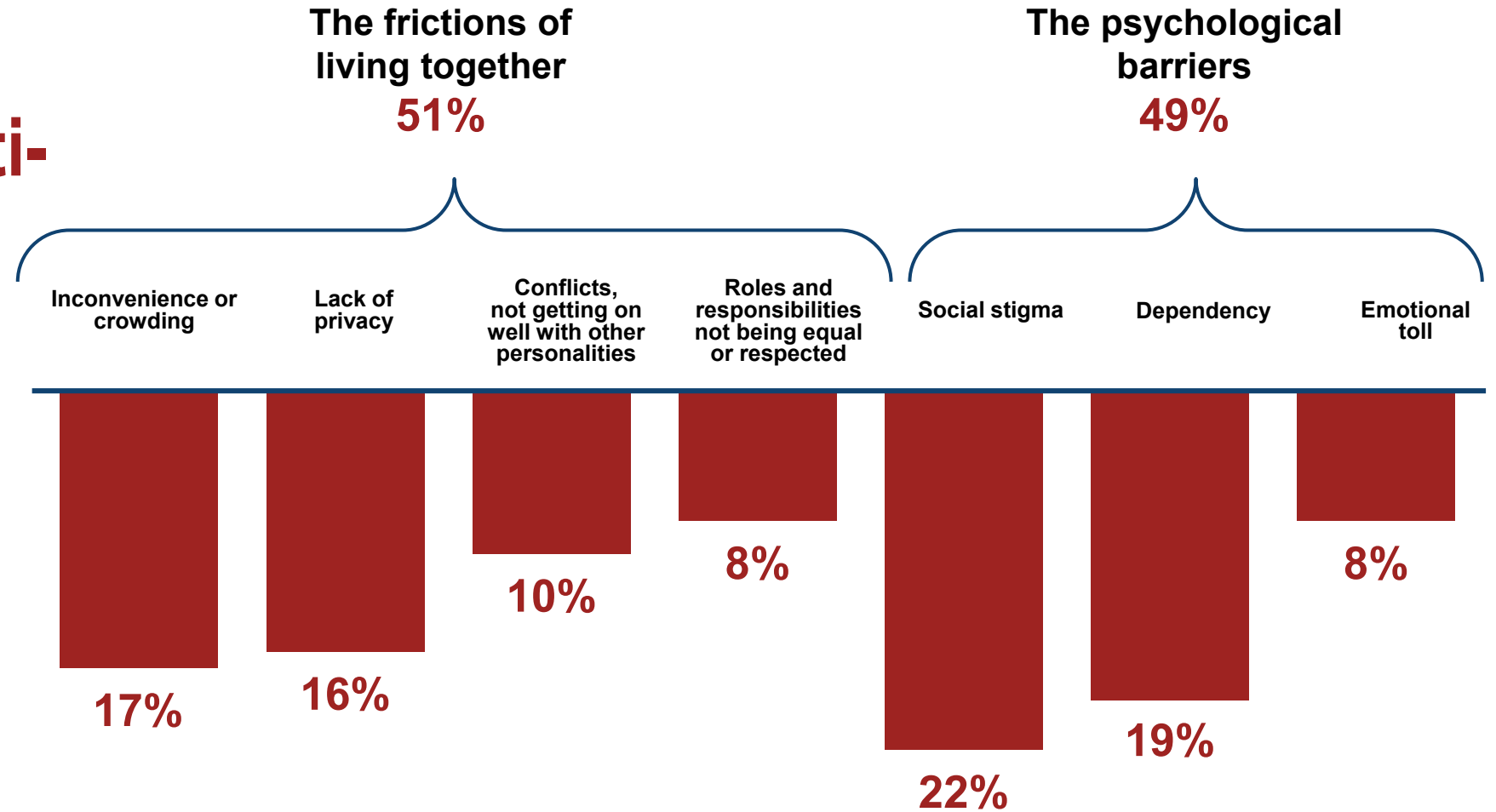
The rather small positive sentiment people are having now towards living with others is leveraged by practical drivers as the pandemic has people in need of support and financial aid.



↑↓ Variations against overall audience

Barriers to living in a multi-generational household

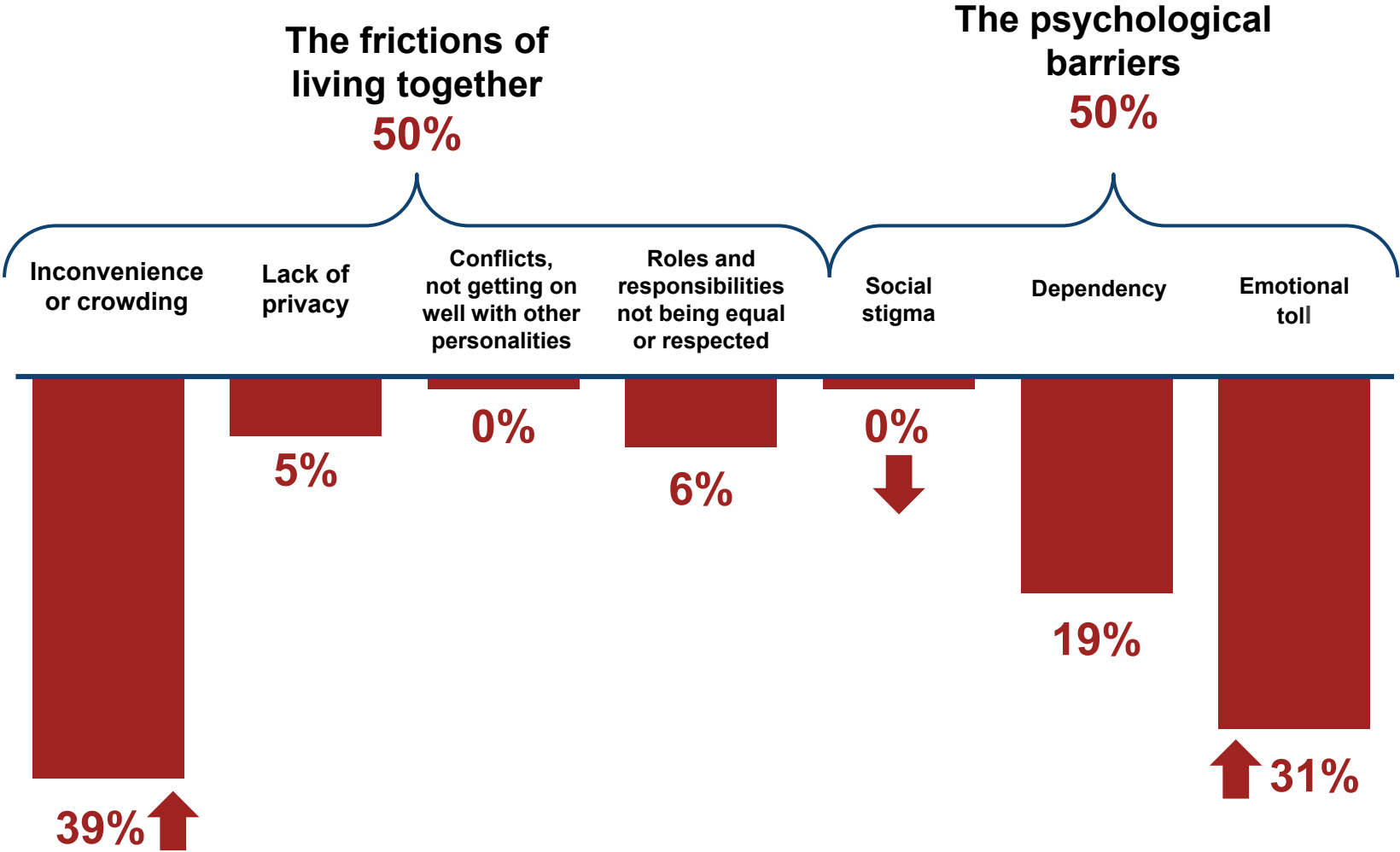
N= 2.8M



Barriers

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

Segments

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

Segment analysis

BEFORE COVID-19

Different segments saw living in a multigenerational household differently. Culture definitely played an important part in people's motivations and attitude towards such living arrangement.

WITH COVID-19

The motivations have harmonized across segments due to the economic and financial pressure imposed by the pandemic, yet still some cultural nuances remain. Understanding and acknowledging the cultural differences but also the challenges due to COVID-19 will be key to promote multigenerational living.

What motivates people from different segments in the U.S. to consider and adopt living in a multigenerational household?

PRE-COVID

INTERNAL MOTIVES

MOTIVATIONS

Love/Connection

Quality of Life

Support/Care

Obligation

Preparation

Recover

Survival

EXTERNAL FACTORS

50+
N=4M

Black Americans
N=1.6M

Hispanics
N=1.2M

Asian Americans
N=594K

12%

3%

28%

8%

3%

17%

29%

3%

8%

17%

2%

22%

23%

25%

10%

24%

20%

6%

15%

25%

8%

23%

22%

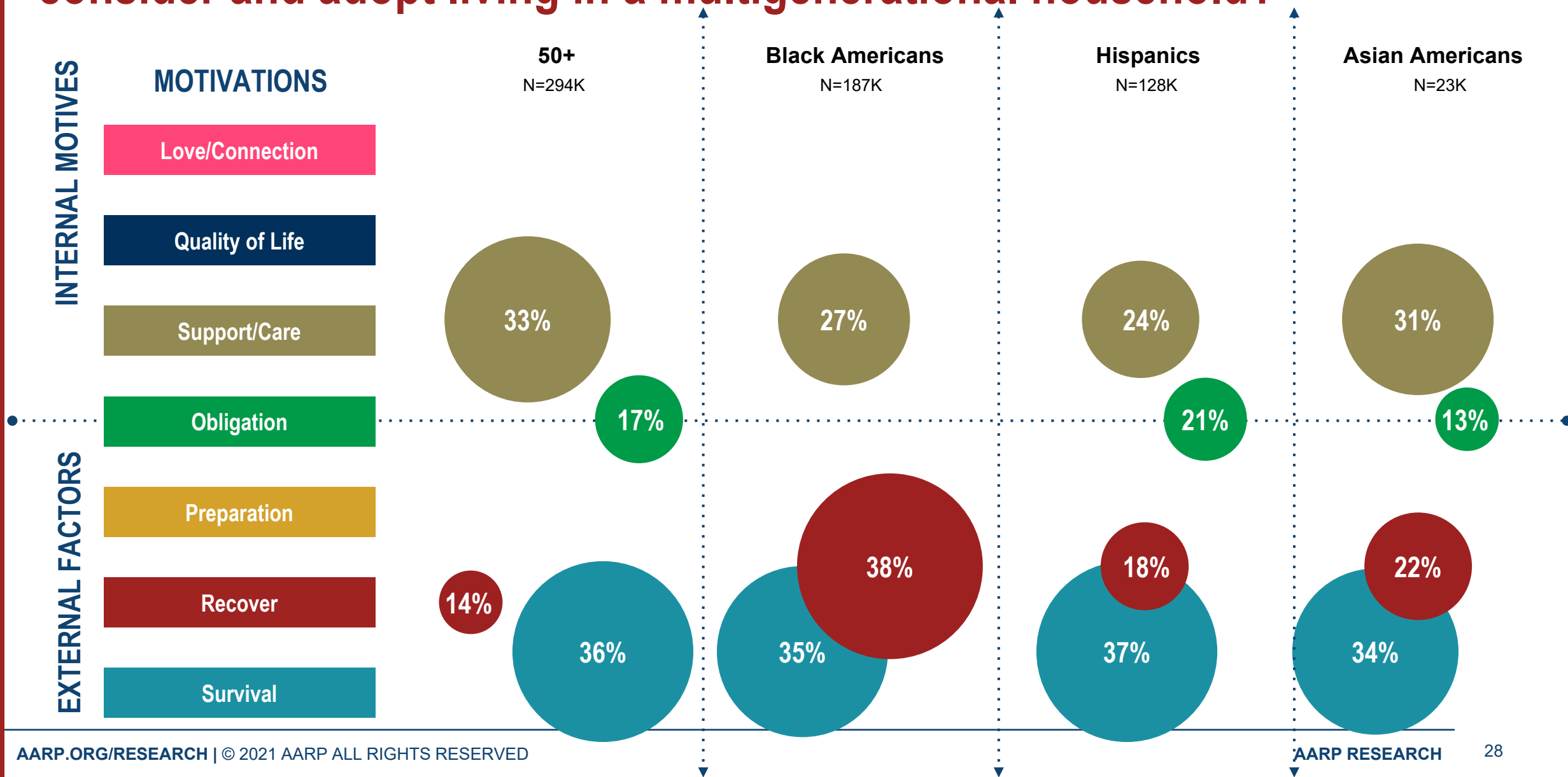
17%

12%

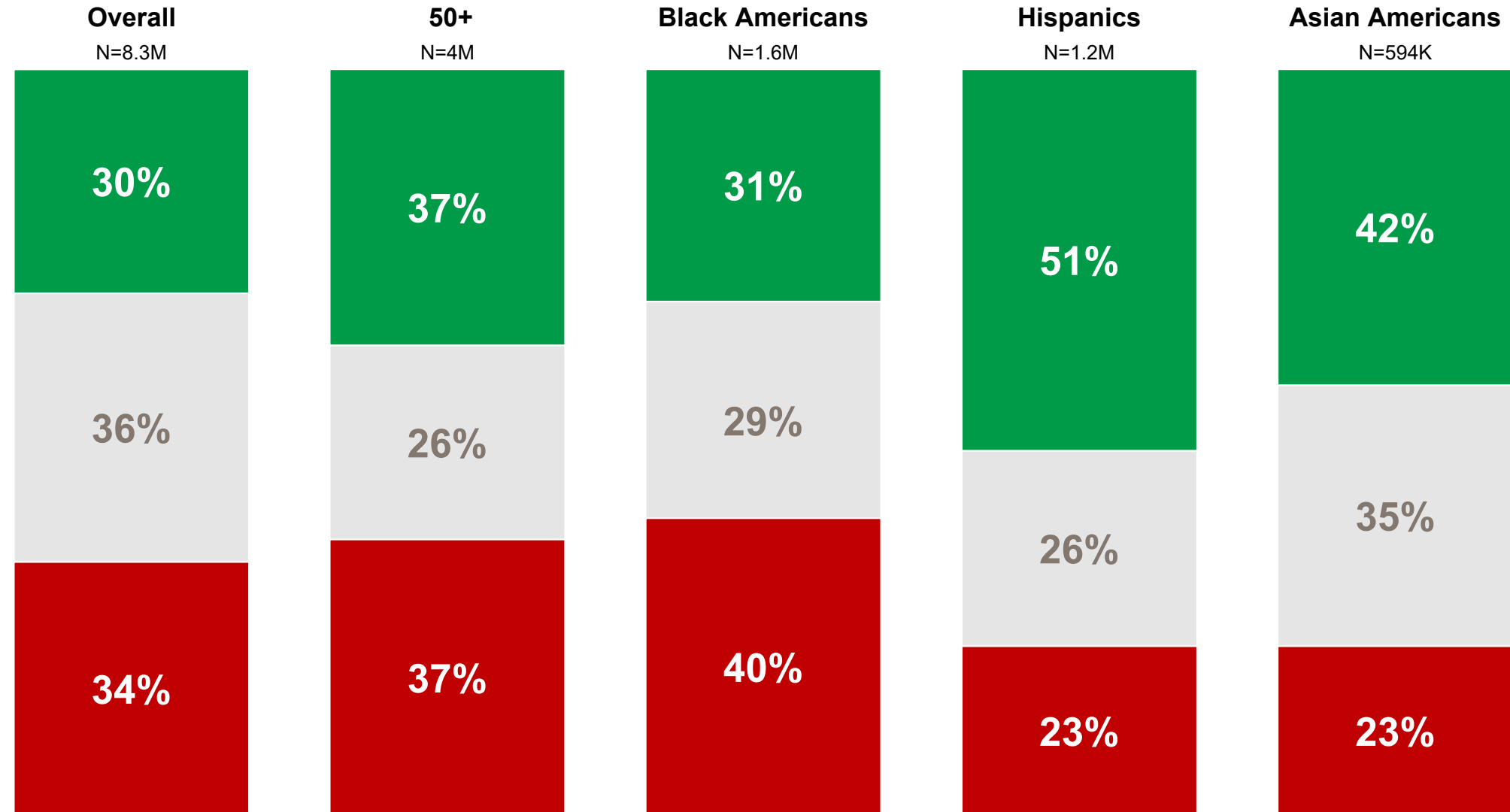
8%

10%

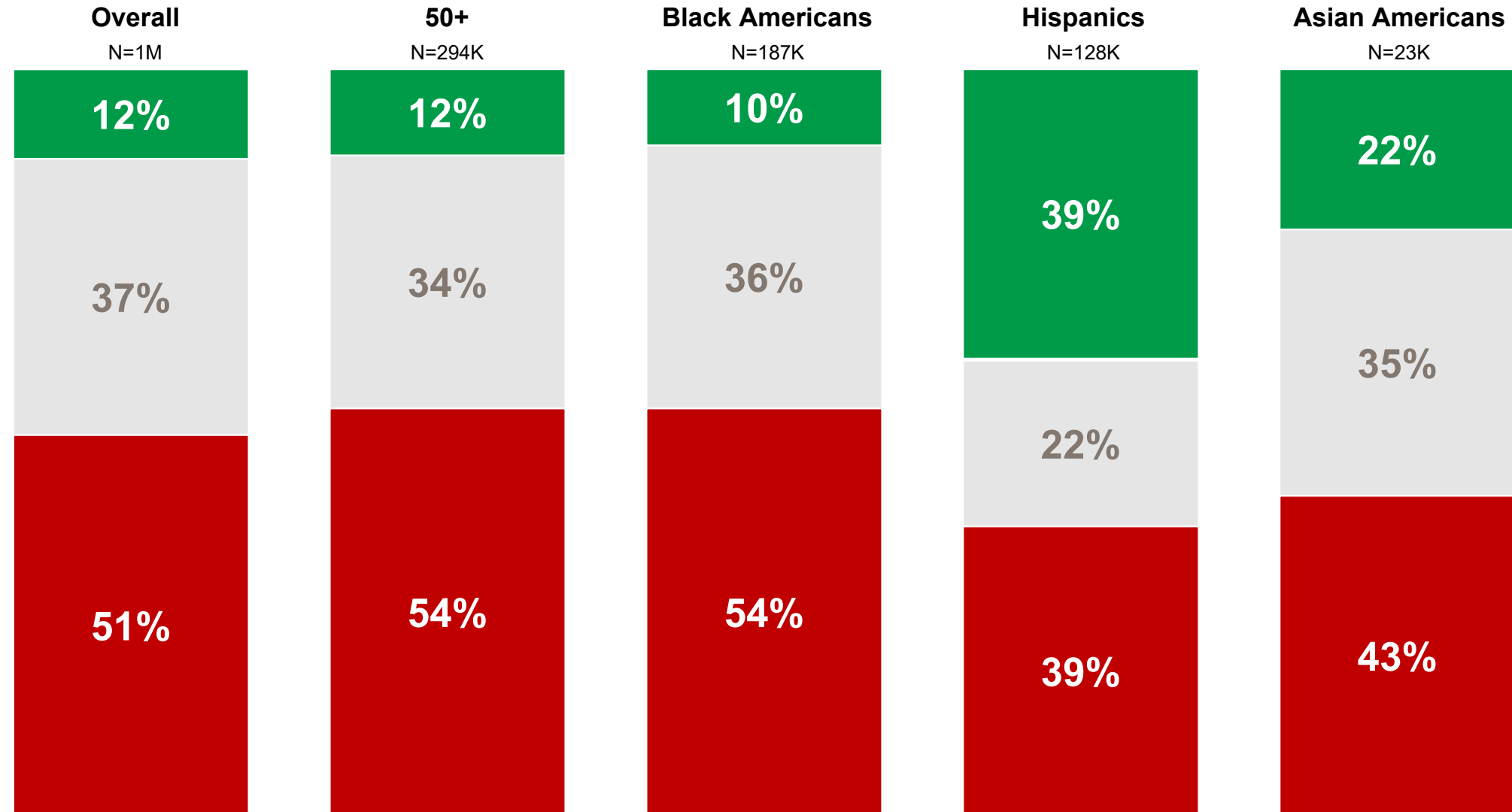
What motivates people from different segments in the U.S. to consider and adopt living in a multigenerational household?



How do people from different segments in the U.S. feel about living in a multigenerational household?



How do people from different segments in the U.S. feel about living in a multigenerational household?



Drivers & Barriers by segments

	50+	U.S. Black Americans	U.S. Asian Americans	U.S. Hispanics
Top Drivers	Getting and giving help and support to other generation Financial advantage			
Top Barriers	Inconveniences of living with others Emotional toll			Sense of dependency on others
Needs	<ul style="list-style-type: none"> Ask twice as much about the topic than before COVID-19 Need to connect with others in a similar situation 	<ul style="list-style-type: none"> Ask nearly twice as much about the topic than before COVID-19 and share their experience significantly less Need to find solutions to make living in a multigenerational household work 	<ul style="list-style-type: none"> Share their experience more as they are most accustomed to this living arrangement Look for guidance on how to make it work during a pandemic 	<ul style="list-style-type: none"> Share advice and tips about multigenerational living more than the overall audience as they are more familiar with it Look for connections to discuss and alleviate the sense of dependency

Key takeaways

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

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

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

What it means for AARP



**Shine a
positive light**



**Guide AARP
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

Thought starters:

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

Thought starters:

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

Visual Production Credits

Page 1: <https://www.gettyimages.com/detail/photo/grandparents-cooking-with-kids-royalty-free-image/913410718?adppopup=true>

Page 5: <https://www.gettyimages.com/detail/photo/two-girls-and-grandfather-reading-book-in-living-royalty-free-image/919443520?adppopup=true>

Page 8: Standard Findings image

Page 9: <https://www.gettyimages.com/detail/photo/quality-time-keeps-a-bond-alive-royalty-free-image/1159310863?adppopup=true>

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Page 25: <https://www.gettyimages.com/detail/photo/happy-grandmother-helping-grandson-disinfection-his-royalty-free-image/1213921343?adppopup=true>

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.