

LIVING IN A MULTIGENERATIONAL HOUSEHOLD

PRECOVID / MIDCOVID

ASIAN AMERICANS IN THE U.S.

Using A.I. And Big Data to tap into the voice of Asian Americans in the U.S. to unveil insights around multigenerational living before and during COVID-19

CulturIntel innovative methodology unveils actionable insights by gathering, mining and analyzing the open-sourced, unbiased, and unfiltered peer-to-peer conversations that are spontaneously happening online.



WHERE ARE THE CONVERSATIONS TAKING PLACE?

PRE-COVID

594.4k

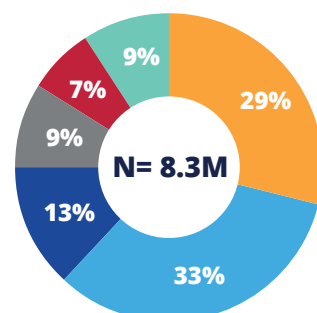
Relevant digital conversations Asian Americans in the U.S. had about Multigenerational Living from February 1st, 2019 - February 29th, 2020

MID-COVID

23.3k

Relevant digital conversations Asian Americans in the U.S had about Multigenerational Living from March 1st, 2020 - June 23rd, 2020

- Message boards
- Topical sites
- Social networks
- Blogs
- Content sharing
- Comments



WHAT MOTIVATES ASIAN AMERICANS TO LIVE WITH OTHER GENERATIONS?

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.

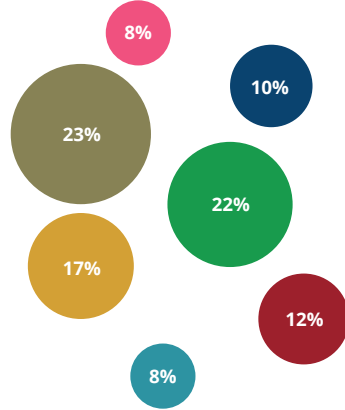
Pre-Covid, Asian Americans were more motivated than the overall population by internal factors such as obligation, love/connection and support. Mid-Covid, just as the overall population, they tend to focus more on external factors, however Support and Obligation remain more relevant motivators for this segment.

PRE-COVID

MID-COVID

41%

37%



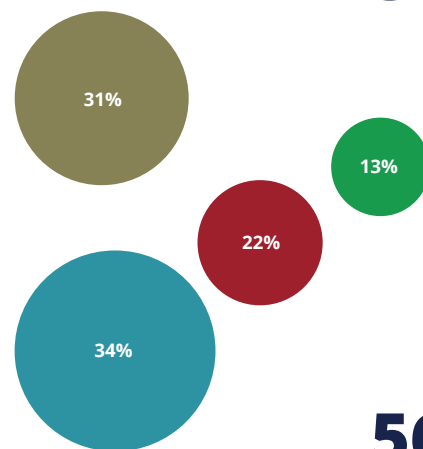
INTERNAL MOTIVES

- Love/connection
- Quality of Life
- Support/care
- Obligation
- Preparation
- Recover
- Survival

EXTERNAL MOTIVES

31%

56%



WHAT IS THE SENTIMENT OF ASIAN AMERICANS LIVING IN MULTIGENERATIONAL HOUSEHOLDS?

Driving positive sentiments are perceived benefits, and driving negative sentiments are pain points associated with living in a multigenerational household.

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. Mid-Covid, they still display higher positivity than the overall population. This may be due to the fact that they keep on relying on help or support as well as seeing the great financial advantages that come along with it.

PRE-COVID

MID-COVID

POSITIVE DRIVERS

- 35% Help/Support "They (my parents or my children) are always there for us"
- 21% Financial Advantage "We can save for our own house"
- 18% Strengthened Relationships
- 15% Sharing different POVs
- 11% Improved Lifestyle

NEGATIVE BARRIERS

- 20% Personalities Discord "Our personalities seem to constantly clash"
- 19% Roles/Responsibilities "They need to offer some assistance around here"
- 17% Burden/Inconvenience/Crowding
- 14% Dependency
- 14% Lack of Privacy
- 9% Social Stigma
- 7% Emotional Toll

POSITIVE DRIVERS

- 48% Help/Support "I'm so grateful they were there to help"
- 44% Financial Advantage "I can at least save some money now"
- 8% Improved Lifestyle

NEGATIVE BARRIERS

- 41% Burden/Inconvenience/Crowding "Daily living has become a challenge"
- 26% Emotional Toll "This is getting seriously on my nerves"
- 21% Dependency
- 6% Roles/Responsibilities
- 6% Lack of Privacy



VARIATIONS AGAINST OVERALL AUDIENCE

Access the full report at www.aarp.org/multigenhome2020

KEY CONTACT:

Joanne Binette, jbinette@aarp.org, AARP Research;
Stephanie Firestone, sfirestone@aarp.org, AARP International