



# LIVING IN A MULTIGENERATIONAL HOUSEHOLD

PRE-COVID / MID-COVID

BLACK AMERICANS IN THE U.S.

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

CulturiIntel™ 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

1.6M

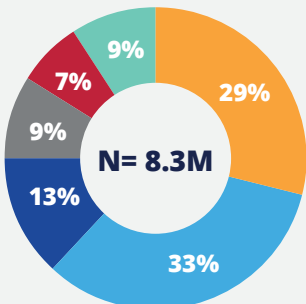
Relevant digital conversations Black Americans in the U.S. had about Multigenerational Living from February 1st, 2019 to February 29th, 2020

MID-COVID

187.3K

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

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



## WHAT MOTIVATES BLACK 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.

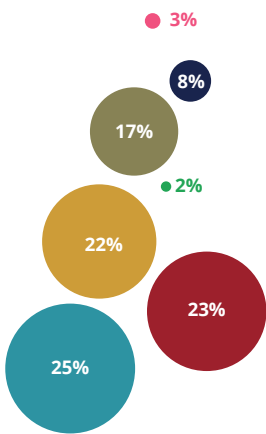
Prior to COVID-19, the objective to move into a multigenerational household was to enhance their situation or offset a difficult one. During the pandemic, they are more motivated by finding support, by recovering from a past situation or surviving rather than by a sense of obligation.

PRE-COVID

MID-COVID

28%

70%



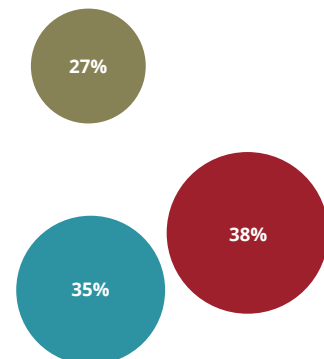
### INTERNAL MOTIVES

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

### EXTERNAL MOTIVES

27%

73%



## WHAT IS THE SENTIMENT OF BLACK 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.

Prior to COVID-19, Black Americans were motivated to live with others by the financial advantages that it implied and the support they got out of it. Just as the overall population, the main negative barriers were social stigma and inconvenience. Mid COVID-19, they have the lowest positive sentiment of any segment, this may be do to the overwhelming emotional toll that many are feeling.

PRE-COVID

MID-COVID

### POSITIVE DRIVERS

- 35% Financial Advantage  
"Drastically cut my living expenses"
- 27% Help or Support  
"We have built in daycare now"
- 22% Improved Lifestyle
- 11% Strengthened Relationships
- 5% Sharing Different POVs

### NEGATIVE BARRIERS

- 19% Social Stigma  
"I'm afraid I look like a failure"
- 19% Burden/Inconvenience/Crowding  
"Too many people in too small of a space"
- 16% Personalities Discord
- 16% Lack of Privacy
- 15% Dependency
- 10% Roles/Responsibilities
- 5% Emotional Toll

### POSITIVE DRIVERS

- 45% Financial Advantage  
"Removing that financial right now is comforting"
- 37% Help or Support  
"Thank god I had them"
- 18% Improved Lifestyle

### NEGATIVE BARRIERS

- 36% Burden/Inconvenience/Crowding  
"Life is much more complicated this way"
- 34% Emotional Toll  
"It can be stressful and aggravating at times"
- 15% Dependency  
"They need to stand on their own two feet"
- 13% Roles/Responsibilities  
"Not everyone is pulling their weight"
- 2% Lack of Privacy



VARIATIONS AGAINST OVERALL AUDIENCE

Access the full report at [www.aarp.org/multigenhome2020](http://www.aarp.org/multigenhome2020)

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