LIVING IN A MULTIGENERATIONAL HOUSEHOLD
PRE-COVID / MID-COVID

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

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

WHERE ARE THE CONVERSATIONS TAKING PLACE?

PRE-COVID
1.2M

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

MID-COVID
128.4K

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

WHAT MOTIVATES HISPANICS TO LIVE WITH OTHER GENERATIONS?

For Hispanics, love/connection and support/care were more important as a motivation. Obligation was important as well, as it is part of their culture to take care of other generations. During the pandemic, they are still driven by the support and care they can get or offer and by obligation.

INTERNAL MOTIVES

PRE-COVID

34%

Love/connection

24%

Quality of life

29%

Support/care

22%

Obligation

20%

Preparation

6%

Recover

5%

Survival

EXTERNAL MOTIVES

PRE-COVID

36%

Love/connection

24%

Quality of life

28%

Support/care

21%

Obligation

18%

Preparation

6%

Recover

5%

Survival

WHAT IS THE SENTIMENT OF HISPANICS LIVING IN MULTIGENERATIONAL HOUSEHOLDS?

Prior to COVID-19, Hispanics valued the help and support they received as well as having a beneficial arrangement. Social stigma was a significant barrier. MID-COVID - the pandemic has undoubtedly impacted them. Negative sentiment has drastically increased, as they are feeling the dependency weigh on them more severely than before.

OPEN-ENDED RESPONSES:

POSITIVE DRIVERS

32% Help or Support

30% Financial Advantage

32% Help or Support

30% Financial Advantage

23% Strengthened Relationships

12% Improved Lifestyle

3% Sharing Different POVs

NEGATIVE BARRIERS

21% Roles/Responsibilities

18% Dependency

18% Personalities Discord

16% Burden/Inconvenience/Crowding

10% Emotional Toll

9% Lack of Privacy

7% Social Stigma

VARIATIONS AGAINST OVERALL AUDIENCE

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

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HISPANICS IN THE U.S.