

LIVING IN A MULTIGENERATIONAL HOUSEHOLD

PRE-COVID / MID-COVID

**HISPANICS
IN THE U.S.**

Using A.I. and Big Data to tap into the voice of Hispanics 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?

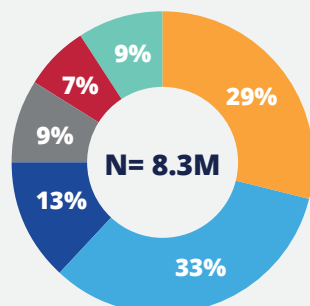
PRE-COVID**1.2M**

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

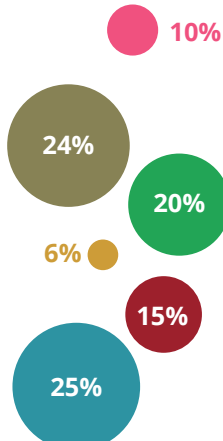
- Message boards
- Topical sites
- Social networks
- Blogs
- Content sharing
- Comments



WHAT MOTIVATES HISPANICS 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.

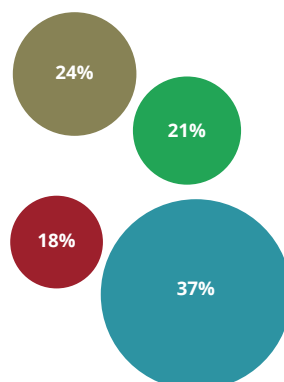
For Hispanics, love/connection and support/care were more important as a motivation. Obligation was important as well, as it is part of their culture to take care of other generations. During the pandemic, they are still driven by the support and care they can get or offer and by obligation.

PRE-COVID**MID-COVID****34%****46%**

INTERNAL MOTIVES



EXTERNAL MOTIVES

24%**55%**

WHAT IS THE SENTIMENT OF HISPANICS 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, Hispanics valued the help and support they received as well as having a beneficial financial arrangement. Social stigma was not a significant barrier. Mid COVID-19, the pandemic has undoubtedly impacted them. Negative sentiment has drastically increased, as they are feeling the dependency weigh on them more severely than before.

PRE-COVID**MID-COVID**

POSITIVE DRIVERS

- 32% Help or Support ↑
"We take good care of each other"
- 30% Financial Advantage
"Gives us all a better life"
- 23% Strengthened Relationships
- 12% Improved Lifestyle ↓
- 3% Sharing Different POVs

NEGATIVE BARRIERS

- 21% Roles/Responsibilities ↑
"They don't really do enough to help"
- 19% Dependency
"I can't keep supporting them"
- 18% Personalities Discord ↑
"The arguing is everyday now"
- 16% Burden/Inconvenience/Crowding
- 10% Emotional Toll
- 9% Lack of Privacy
- 7% Social Stigma ↓

POSITIVE DRIVERS

- 38% Help or Support
"Our whole family is helping each other out"
- 35% Financial Advantage
"We are all contributing to help get through this"
- 27% Improved Lifestyle

NEGATIVE BARRIERS

- 34% Dependency ↑
"I'm ashamed I can't do it by myself"
- 24% Burden/Inconvenience/Crowding ↓
"They expect me to do everything"
- 21% Emotional Toll ↓
- 21% Roles/Responsibilities ↑



VARIATIONS AGAINST OVERALL AUDIENCE

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

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