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

Using A.I. and Big Data to tap into the voice of 50+ people in the U.S. to unveil insights around multigenerational living before and during COVID-19

Culturintell™ innovative methodology unvels 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

Relevant digital conversations 50+ people in the U.S. had about Multigenerational Living from February 1st, 2019 to February 28th, 2020

MID-COVID

294.4K Relevant digital conversations 50+ people in the U.S. had about Multigenerational Living from March 1st, 2020 to June 23rd, 2020

WHAT MOTIVATES 50+ PEOPLE 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.

Relevant digital conversations 50+ people in the U.S. had about Multigenerational Living from March 1st, 2020 to June 23rd, 2020

INTERNAL MOTIVES

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

EXTERNAL MOTIVES

Financial Advantage
Sharing expenses allows me to stretch my income

37% 12%
36% 11%

29% 34%
28% 30%

26% 41%
29% 42%

50% 43%
50% 49%

POSITIVE DRIVERS

Help or Support
Financial Advantage
Improved Lifestyle
Sharing Different POVs
Better or Improved Quality of Life

NEGATIVE BARRIERS

Burden/Inconvenience/Crowding
Emotional Toll
Dependency
Lack of Privacy
Social Stigma

WHAT IS THE SENTIMENT OF 50+ LIVING IN MULTIGENERATIONAL HOUSEHOLDS?

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

PRE-COVID, 50+ people were more motivated by love, bonding support/care and by survival than the overall population. During the pandemic they were still motivated by support and care, but they were also more motivated by obligations, probably toward their children who may have had to move back in with them.

43% 49%
42% 50%

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Pre COVID-19, the main drivers for 50+ people were seeking the help they need and having a beneficial arrangement. Social stigma was not a factor, but they did have an emotional toll. During the pandemic, they have seen a drastic drop in the positive sentiment just like Overall, especially because they are feeling the inconveniences of living with others.

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VARIATIONS AGAINST OVERALL AUDIENCE

Access the full report at www.aarp.org/multigenehome2020

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