

LIVING IN A MULTIGENERATIONAL HOUSEHOLD

PRE-COVID / MID-COVID

50+ PEOPLE IN THE U.S.

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

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

4M

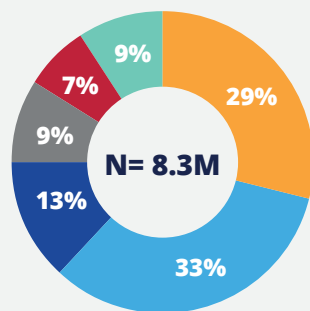
Relevant digital conversations
50+ people in the U.S. had about
Multigenerational Living from February
1st, 2019 to February 29th, 2020

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

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



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.

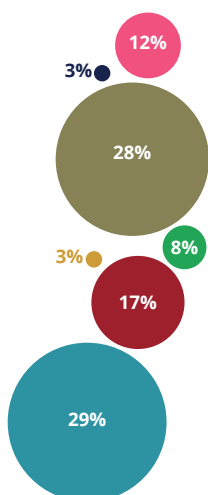
PRE-COVID, 50+ people were more motivated by love, by finding support/care and by survival than the overall population. During the pandemic they were still motivated by support and care, but they were also more motivated by obligations, probably towards their children who may have had to move back in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

PRE-COVID

MID-COVID

43%

49%



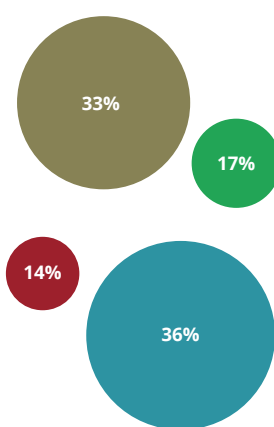
INTERNAL MOTIVES

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

EXTERNAL MOTIVES

33%

50%



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

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

Pre COVID-19, the main drivers for 50+ people were seeking the help they need and having a beneficial financial arrangement. Social stigma was not a significant barrier, but they did face 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.

PRE-COVID

MID-COVID

POSITIVE DRIVERS

- 29% Help or Support
- "They are a great help having them here"
- 28% Financial Advantage
- "Sharing expenses allows me to stretch my fixed income"
- 17% Strengthened Relationships
- 13% Sharing Different POVs
- 13% Improved Lifestyle

NEGATIVE BARRIERS

- 23% Emotional Toll
- "It can be extremely irritating at times"
- 18% Dependency
- "I'm afraid they will never be able to make it on their own"
- 14% Burden/Inconvenience/Crowding
- 14% Personalities Discord
- 11% Roles/Responsibilities
- 11% Lack of Privacy
- 9% Social Stigma

POSITIVE DRIVERS

- 41% Help or Support
- "It's a godsend they were there for me"
- 39% Financial Advantage
- "We are now able to weather this storm"
- 20% Improved Lifestyle

NEGATIVE BARRIERS

- 36% Burden/Inconvenience/Crowding
- "Living is tight right now"
- 30% Emotional Toll
- "We are at wits end"
- 21% Dependency
- 10% Lack of Privacy
- "I feel like I'm living in a cage"
- 3% Roles/Responsibilities



VARIATIONS AGAINST OVERALL AUDIENCE

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

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