

LIVING IN A MULTIGENERATIONAL HOUSEHOLD

PRECOVID / MIDCOVID

REGIONS:
All age groups

Using A.I. And Big Data to tap into the voice of the people 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.

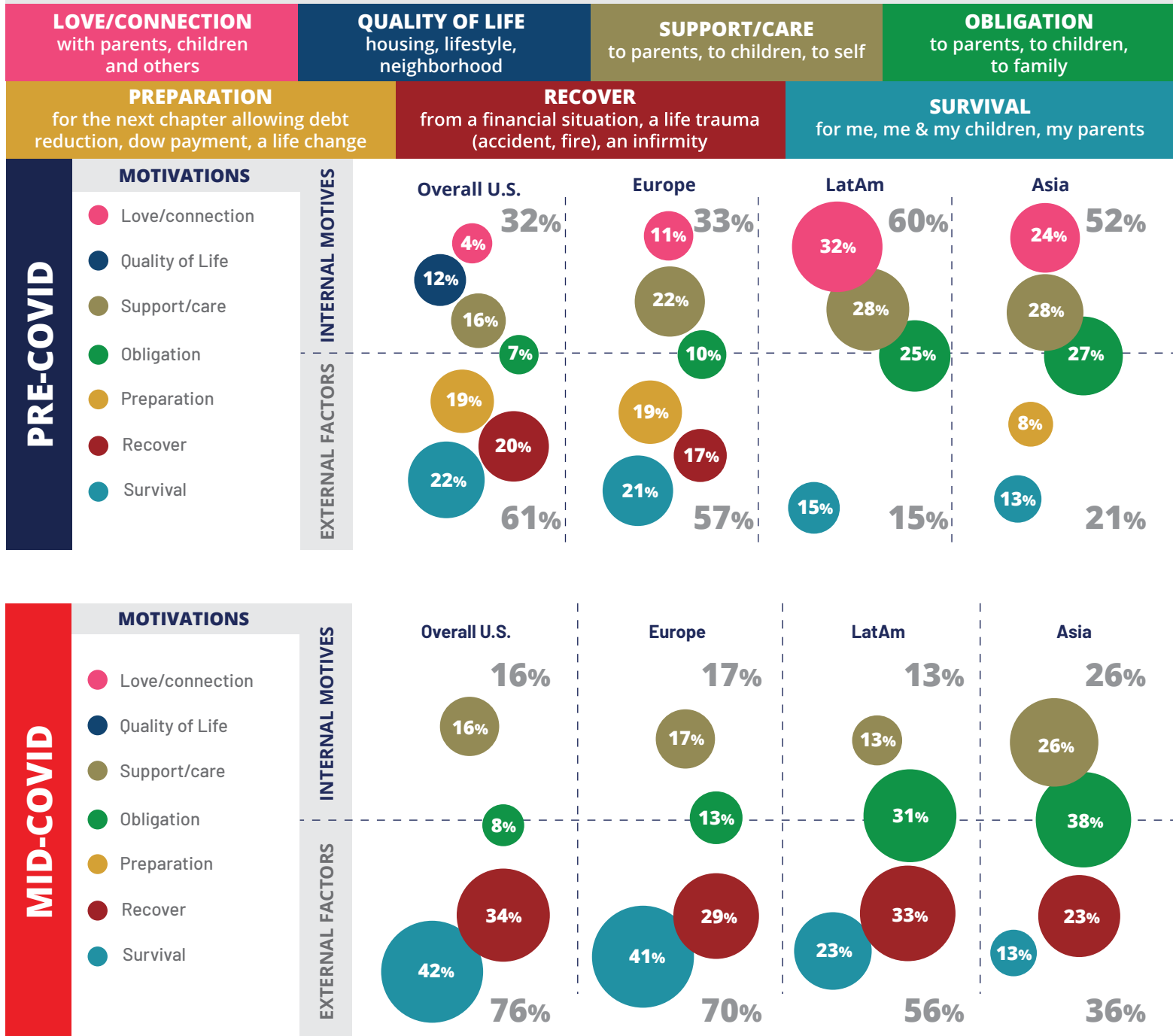
THE CONVERSATIONS

Relevant digital conversations about Multigenerational Living in the U.S., Europe, LatAm and Asia.

DATE	PRE-COVID	DATE	MID-COVID
Feb 1st, 2019 Feb 29th, 2020	U.S. 8.3M LatAm 11M	Mar 1st, 2019 Jun 23rd, 2020	U.S. 1M Europe 1.4M
Nov, 2018 Dec, 2019	Europe 13.3M Asia 48.5M	Dec, 2019 Jun 23rd, 2020	LatAm 2M Asia 4.5M

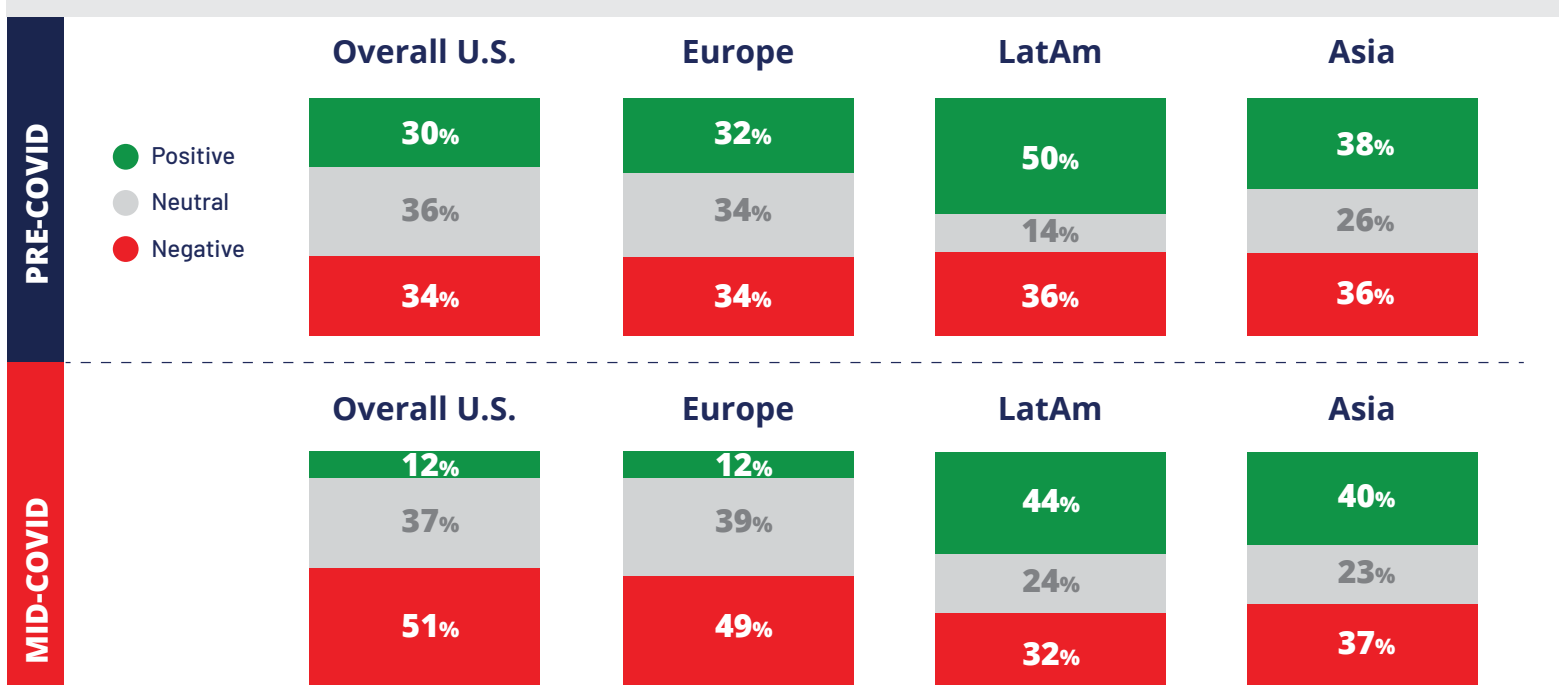
WHAT MOTIVATES THE DIFFERENT REGIONS TO LIVE WITH OTHER GENERATIONS?

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.

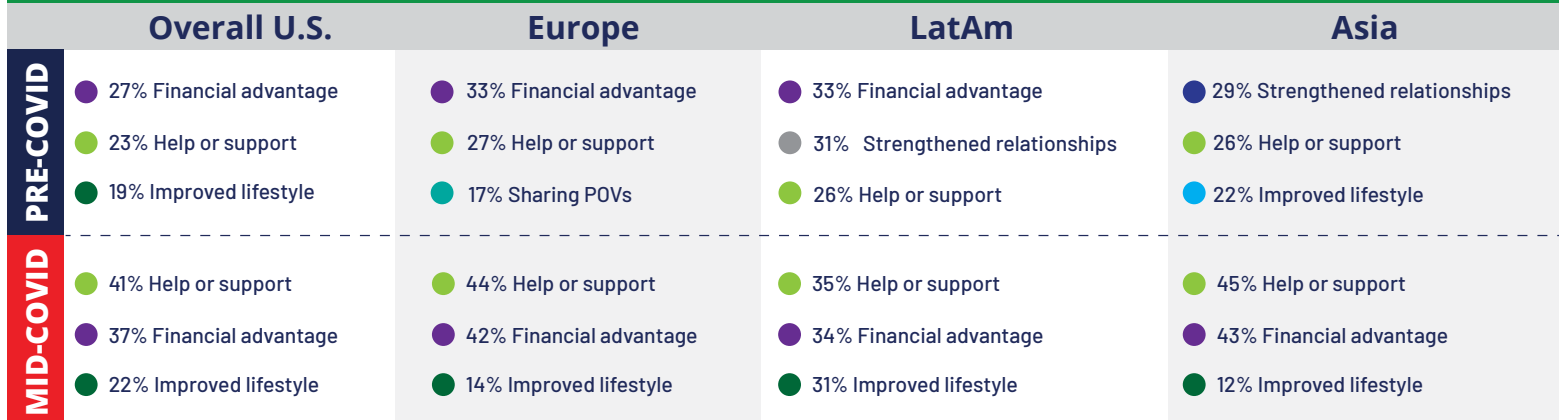


WHAT IS THE SENTIMENT OF PEOPLE FROM DIFFERENT REGIONS LIVING IN MULTIGENERATIONAL HOUSEHOLDS?

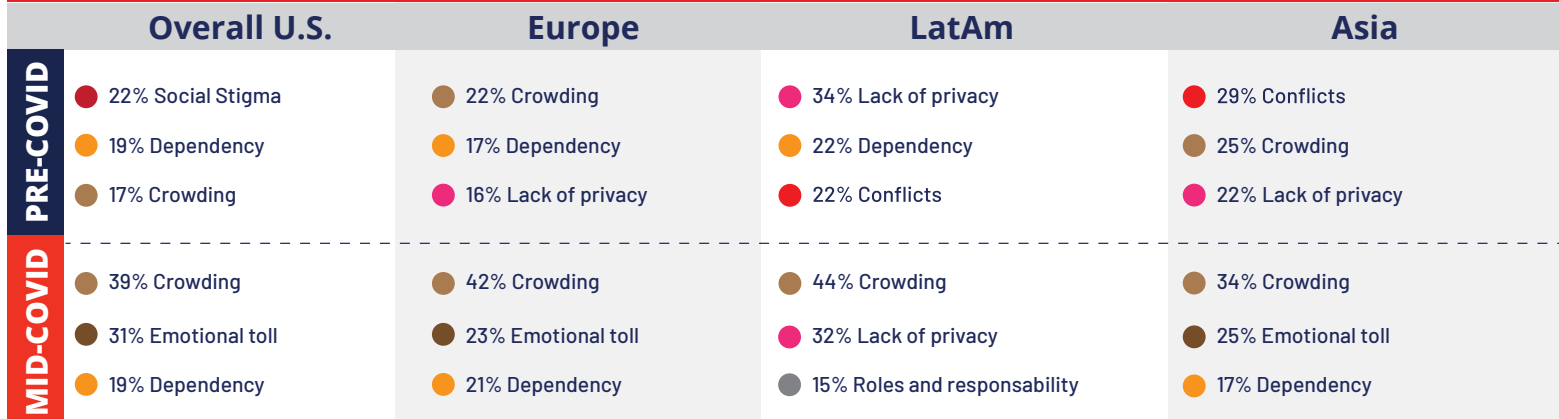
Driving positive sentiments are perceived benefits, and driving negative sentiments are pain points associated with living in a multigenerational household.



WHAT DRIVES POSITIVE SENTIMENT? TOP 3 DRIVERS



WHAT DRIVES NEGATIVE SENTIMENT? TOP 3 BARRIERS



SUMMARY

Overall U.S. Social stigma was a very relevant barrier for this region PRE-COVID. MID-COVID people are motivated more by external factors to live with other generations. Their negative sentiment towards multigenerational living has spiked.

Europe Europeans used to value more than any other region the intellectual benefits of living with others. MID-COVID they are focusing more on the triggers, especially those than emerge from external factors and have now a more negative sentiment.

LatAm LatAm is the most positive region towards multigenerational living because they see it as an opportunity to have better relationships and improve their lifestyle. They are more motivated by internal factors because living in a multigenerational household is embedded in their culture.

Asia This region has experienced a low increase in the negative sentiment MID-COVID, because they are more focused on the benefits and come online to share their experience.

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

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