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

**SURVIVAL**
- 25% Crowding PRE-COVID
- 26% Crowding MID-COVID

**DATE**
- Mar 1st, 2019
- Mar 1st, 2020
- Dec 1st, 2019
- Dec 1st, 2020

**EUROPE**
- U.S. 8.5M
- Europe 7.4M

**LATAM**
- Overall U.S. 13.2M
- Asia 4.5M

**ASIA**
- Overall U.S. 48.5M
- Europe 13.3M
- LatAm 11M

**DATE MID-COVID**
- Mar 1st, 2020
- Jun 23rd, 2020

**RATINGS**
- Overall U.S., Europe, LatAm, Asia

**WHAT MOTIVATES THE DIFFERENT REGIONS TO LIVE WITH OTHER GENERATIONS?**

**PRE-COVID**
- Social Stigma: 22% in Overall U.S., 19% in Europe, 17% in LatAm, 14% in Asia
- Financial advantage: 34% in Overall U.S., 36% in Europe, 32% in LatAm, 29% in Asia

**MID-COVID**
- Social Stigma: 23% in Overall U.S., 21% in Europe, 15% in LatAm, 16% in Asia
- Financial advantage: 43% in Overall U.S., 38% in Europe, 37% in LatAm, 38% in Asia

**WHAT DRIVES POSITIVE SENTIMENT? TOP 3 DRIVERS**

**PRE-COVID**
- Preparation: 16% in Overall U.S., 17% in Europe, 18% in LatAm, 23% in Asia
- Quality of Life: 24% in Overall U.S., 27% in Europe, 28% in LatAm, 27% in Asia
- Love/connection: 27% in Overall U.S., 28% in Europe, 29% in LatAm, 29% in Asia

**MID-COVID**
- Preparation: 16% in Overall U.S., 17% in Europe, 16% in LatAm, 19% in Asia
- Quality of Life: 24% in Overall U.S., 27% in Europe, 27% in LatAm, 28% in Asia
- Love/connection: 27% in Overall U.S., 28% in Europe, 27% in LatAm, 28% in Asia

**WHAT DRIVES NEGATIVE SENTIMENT? TOP 3 BARRIERS**

**PRE-COVID**
- Lack of privacy: 22% in Overall U.S., 25% in Europe, 34% in LatAm, 25% in Asia
- Dependency: 17% in Overall U.S., 13% in Europe, 15% in LatAm, 13% in Asia
- Emotional toll: 23% in Overall U.S., 14% in Europe, 25% in LatAm, 25% in Asia

**MID-COVID**
- Lack of privacy: 23% in Overall U.S., 15% in Europe, 35% in LatAm, 32% in Asia
- Dependency: 13% in Overall U.S., 13% in Europe, 14% in LatAm, 14% in Asia
- Emotional toll: 25% in Overall U.S., 28% in Europe, 26% in LatAm, 26% in Asia

**SUMMARY**
- Social stigma was a very relevant barrier for the Overall U.S. PRE-COVID. PRI-COVID people are more motivated by internal factors to live with other generations. Those negative sentiments towards multigenerational living have spiked.

**LATAM**
- Overall U.S.: 42%
- Europe: 57%
- LatAm: 61%
- Asia: 70%

**ASIA**
- Overall U.S.: 36%
- Europe: 54%
- LatAm: 32%
- Asia: 24%

**DATE**
- Feb 1st, 2019
- Nov, 2018
- Dec, 2019

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

**PRE-COVID**
- Social: 51%
- Neutral: 34%
- Positive: 14%

**MID-COVID**
- Social: 37%
- Neutral: 36%
- Positive: 26%

**WHO ARE THE INTERNAL AND EXTERNAL FACTORS THAT MOTIVATE PEOPLE TO LIVE WITH OTHER GENERATIONS?**

**PRE-COVID**
- Internal Motive: 49%
- External Factors: 51%

**MID-COVID**
- Internal Motive: 44%
- External Factors: 56%

**SUMMARY**
- People more want to live more that one other generation because of the emotional benefits.

**LATAM**
- Overall U.S.: 41%
- Europe: 23%
- LatAm: 13%
- Asia: 6%

**ASIA**
- Overall U.S.: 32%
- Europe: 27%
- LatAm: 19%
- Asia: 7%

**DATE**
- Mar 1st, 2019
- Jun 23rd, 2020

**WHAT MAKES THE SENTIMENT DIFFERENT?**

**MID-COVID**
- Social stigma was a very relevant barrier for this region PRE-COVID. PRI-COVID people are more motivated by external factors to live with other generations. Those negative sentiments towards multigenerational living have spiked.

**LATAM**
- Overall U.S.: 42%
- Europe: 57%
- LatAm: 61%
- Asia: 70%

**ASIA**
- Overall U.S.: 36%
- Europe: 54%
- LatAm: 32%
- Asia: 24%

**DATE**
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**WHAT MAKES THE SENTIMENT DIFFERENT?**

**PRE-COVID**
- Social: 51%
- Neutral: 34%
- Positive: 14%

**MID-COVID**
- Social: 37%
- Neutral: 36%
- Positive: 26%

**WHO ARE THE INTERNAL AND EXTERNAL FACTORS THAT MOTIVATE PEOPLE TO LIVE WITH OTHER GENERATIONS?**

**PRE-COVID**
- Internal Motive: 49%
- External Factors: 51%

**MID-COVID**
- Internal Motive: 44%
- External Factors: 56%