



## URBAN vs. RURAL IN THE U.S. PRE-& MID-COVID



## Urban Population



## Rural Population

Having to deal with a higher cost of living, people in urban areas turned to multigenerational living when they had the need to do it. Most of the time this solution was not perceived as ideal and they ended up feeling forced to withstand social stigma and lack of privacy.

For people living in rural areas, multigenerational living was somewhat familiar and a way to consolidate their support system around their own households and their loved ones. Just as Hispanics, this family-first mindset allowed them to get or provide help, and strengthen their relationships.

During the pandemic, more people in urban areas are losing their jobs and are having to move back in with others just to have a roof over their heads. Although they value the help they are getting, living with others has become hard to bear with because of the inconveniences it brings along.

During the pandemic, they have taken a big economical impact and are feeling forced to rely on others in order to survive and recover. Having to seek more practical solutions, more people may have had to consider such living arrangement out of necessity. This has made their negative sentiment spiked as the emotional toll and the sense of dependency sink in.

# Universe of Conversations Mined in the U.S.

PRE-COVID	
Feb. 1, 2019 - Feb. 29, 2020	

*N Values*

Urban	5.6M
Rural	2.3M

MID-COVID	
Mar. 1, 2020 - Jun. 23, 2020	

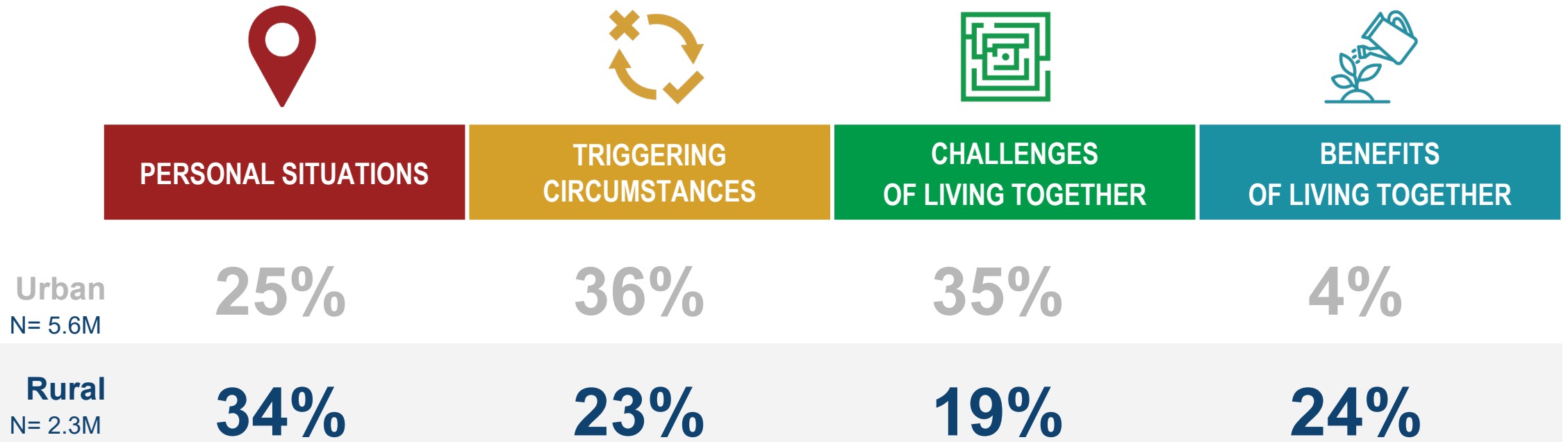
*N Values*

Urban	284K
Rural	148K

*Note: The conversations are tagged as pertaining to a certain group based on self-identification either in the conversation itself or on the public profile of the person involved in the conversation.*

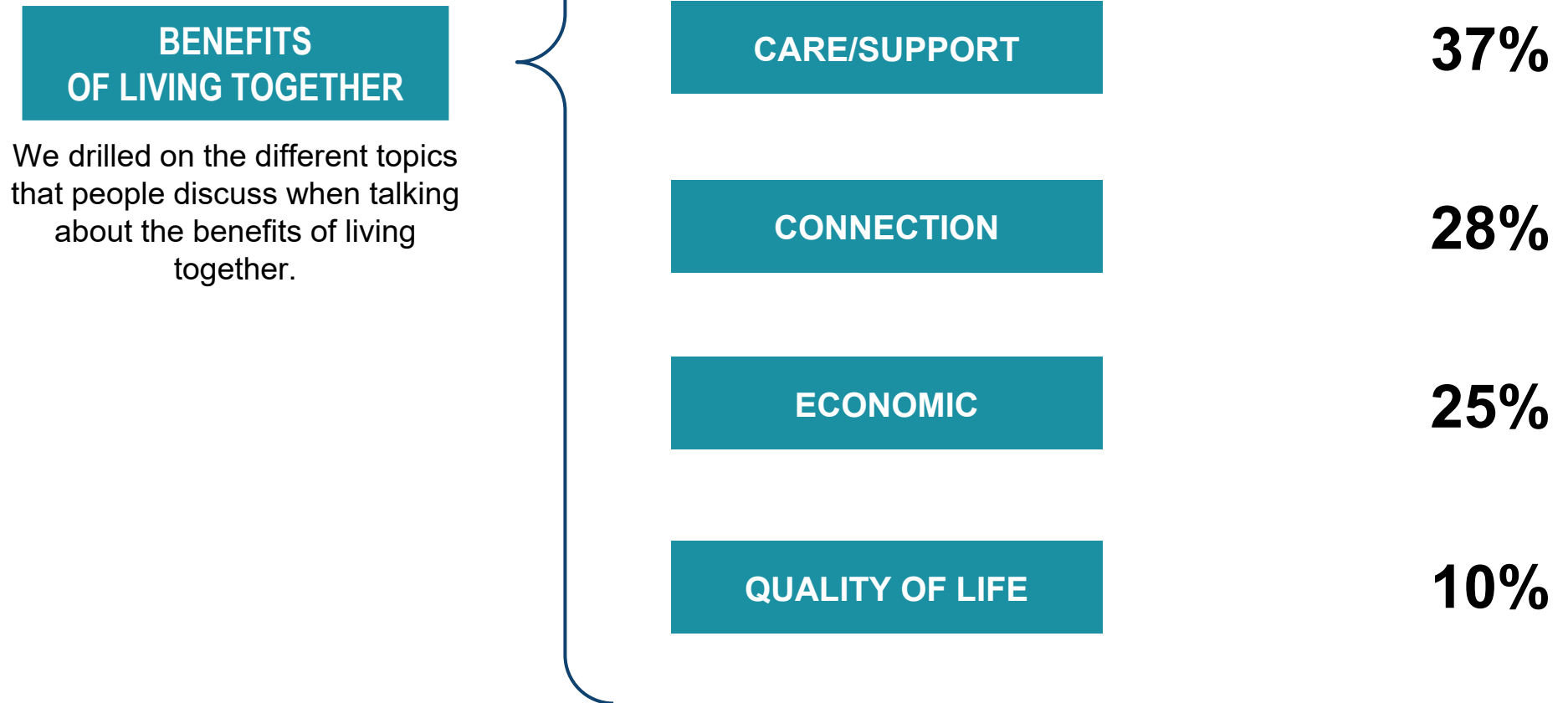
# What do people from urban and rural areas discuss when talking about living in a multigenerational household?

People living in urban areas put triggers and emerging challenges in the center of the conversation, while people living in rural areas focused on their personal situation and discussed benefits of living together 6x more.



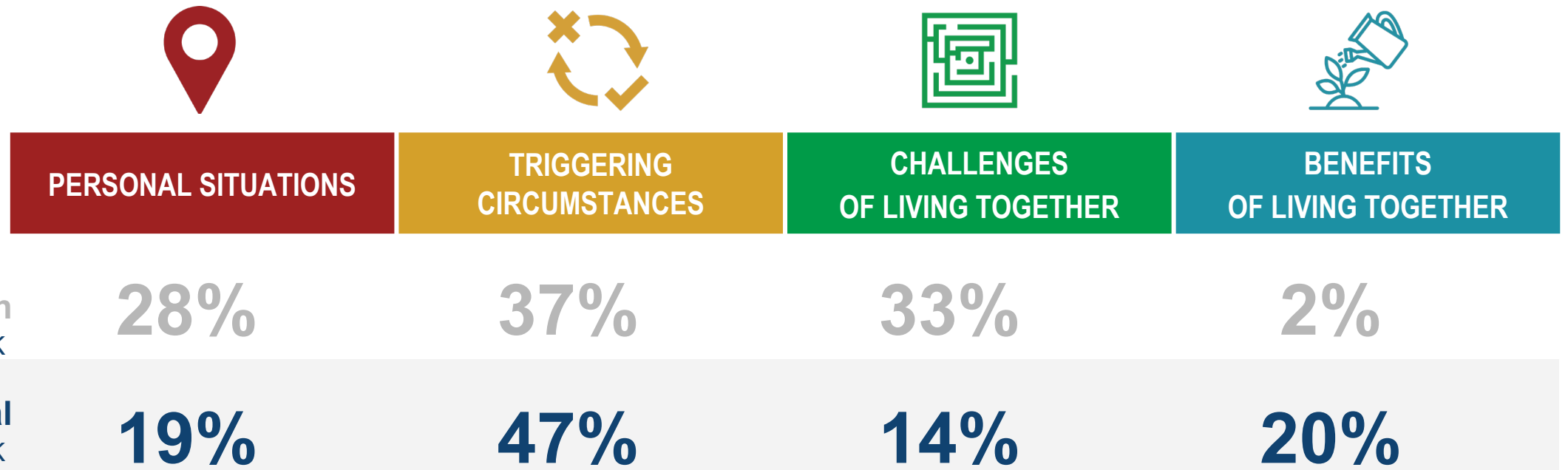


# What benefits of living together were people living in rural areas discussing before the pandemic?



# What do people from different locations discuss when talking about living in a multigenerational household?

During the pandemic, the conversation for people living in urban areas has not changed as significantly as it has changed for people living in rural areas. People living in rural areas are now discussing their personal situation less and are talking 2x more about what triggered the decision of living with others.



# What benefits of living together are people living in rural areas discussing during the pandemic?

## BENEFITS OF LIVING TOGETHER

We drilled on the different topics that people discuss when talking about the benefits of living together.

ECONOMIC

Rural  
N= 30K

39%

CARE/SUPPORT

39%

QUALITY OF LIFE

16%

CONNECTION

6%

People living in rural areas moved in with other seeking to connect and find support. They were also 2.4x more motivated by obligation. Urban people, on the other hand, were more motivated by external factors, especially preparation for their next step, but they also valued the quality of life this arrangement provided.

29%

URBAN  
N= 5.6M

RURAL  
N= 2.3M

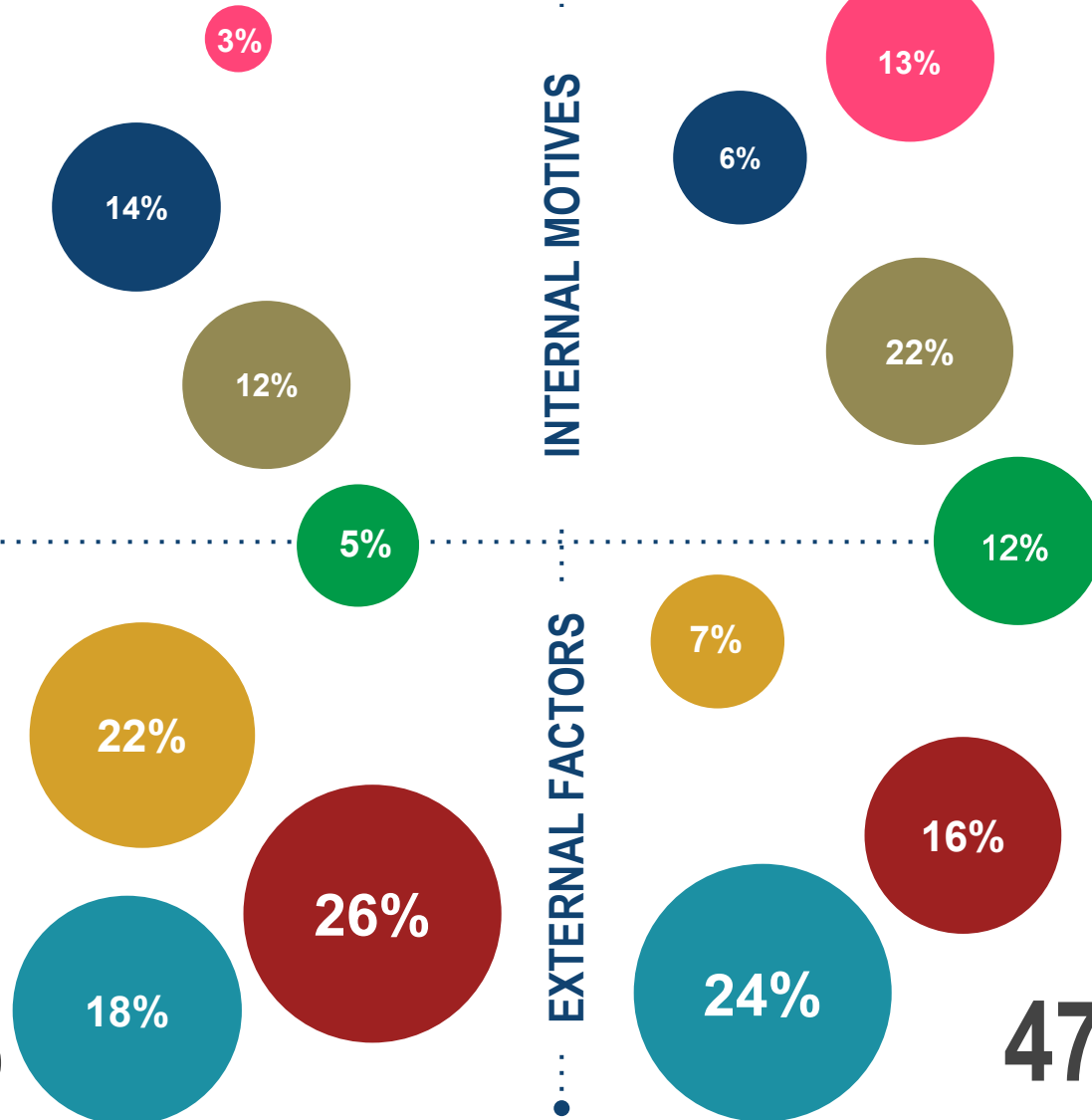
41%

INTERNAL MOTIVES

EXTERNAL FACTORS

66%

47%



Love/Connection

Quality of Life

Support/Care

Obligation

Preparation

Recover

Survival



15%

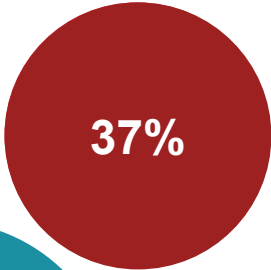
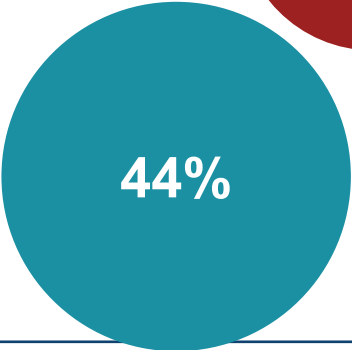
URBAN  
N=284K

RURAL  
N=148K

22%

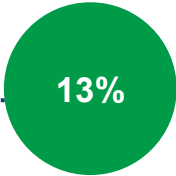
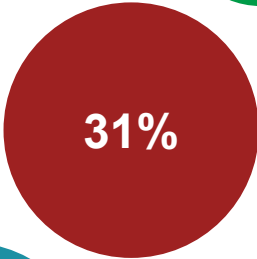
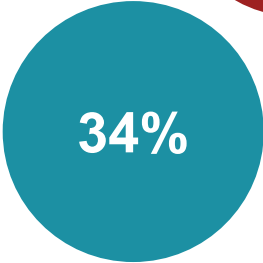
During COVID-19, we see an homogenization of the motivations between the two segments. Although people in rural areas maintain their sense of obligation and support-seeking intact, they are 2x more motivated by recovering from a situation than before COVID-19. In urban areas, people are relying 2.4x more on living with others to be able to survive than in the past.

81%



INTERNAL MOTIVES

EXTERNAL FACTORS



Love/Connection

Quality of Life

Support/Care

Obligation

Preparation

Recover

Survival

65%

# How do people from urban and rural areas feel about living in a multigenerational household and why?

## Urban

## Rural

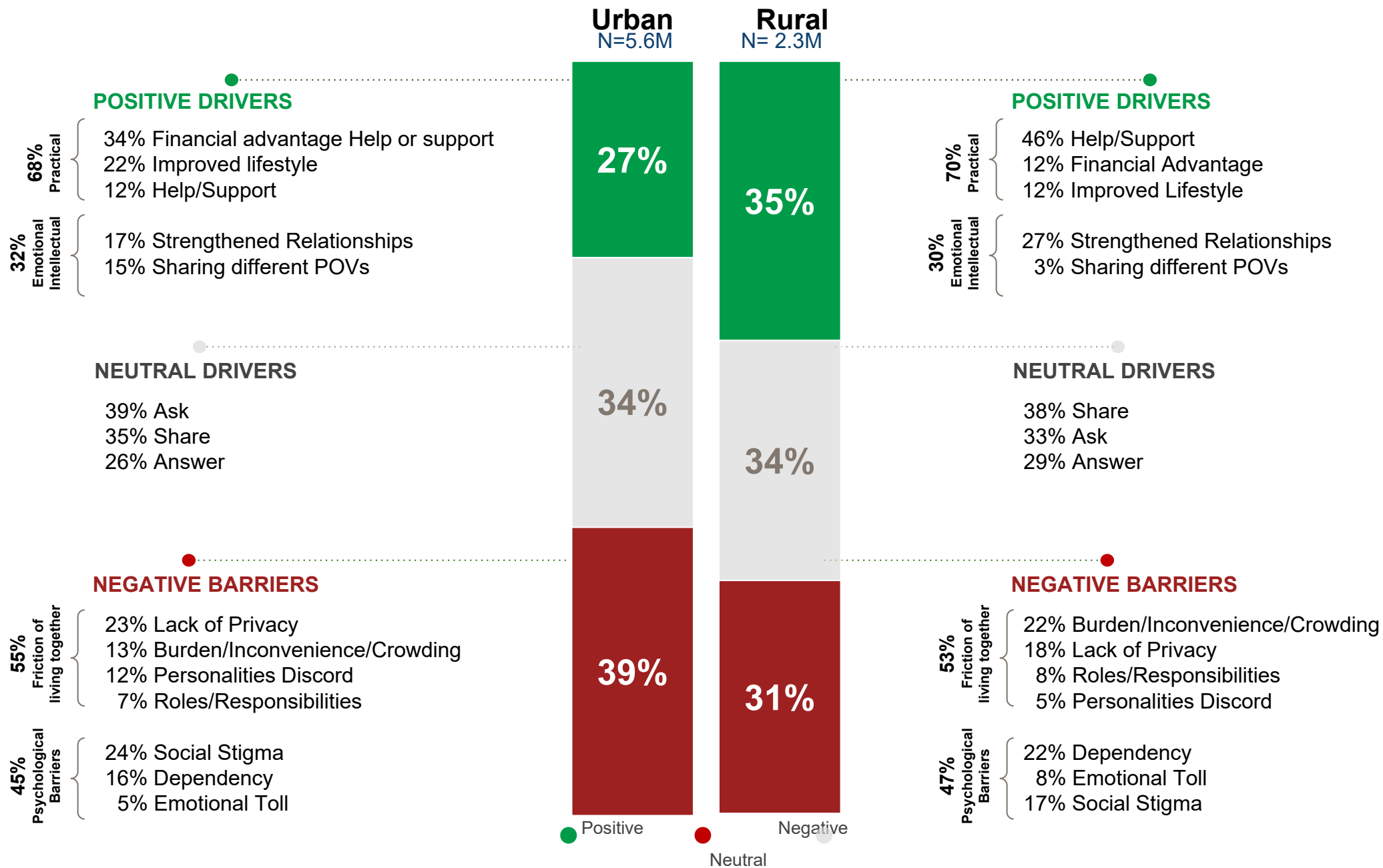
PRE-COVID

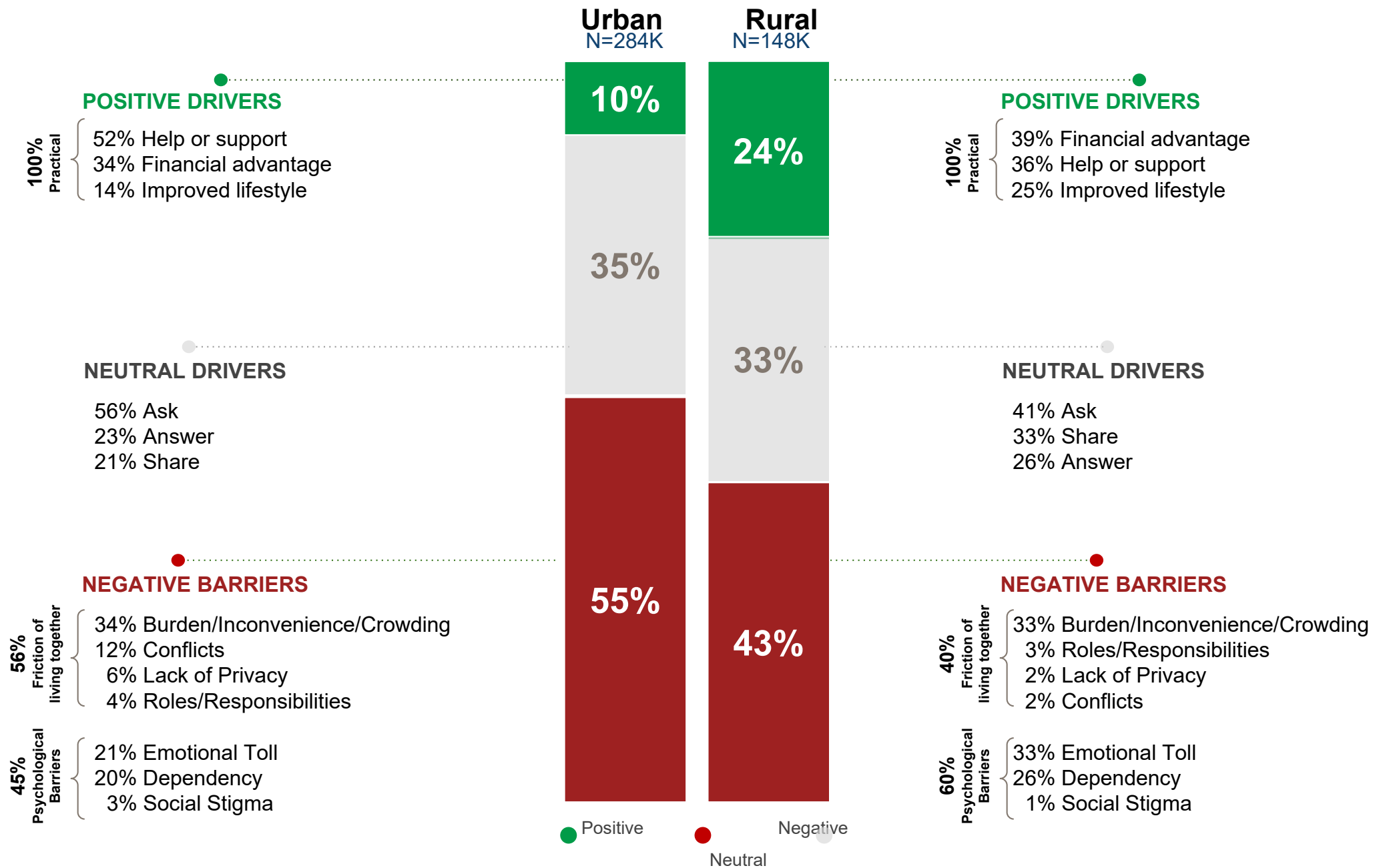
Although people in urban areas were not as positive as people in rural areas, they had a positive sentiment that was driven by the **financial advantages** and the possibility of **sharing different POVs** with others. Nevertheless, they found Lack of Privacy and Social Stigma to be considerable barriers.

People in rural areas were 1.3x more positive than people living in rural areas. This sentiment was driven especially by the motivation to provide or get **support** and the need to **strengthen their relationships**. However, they refer to the sense of dependency and inconvenience as negative aspects they had to deal with.

MID-COVID

Both segments are 1.4x more negative during the pandemic, in line with the overall population. Compared to pre-COVID, they discuss 4x more the emotional toll of living with others and 1.5x more the inconvenience and burden of living in a crowded environment. Meanwhile, social stigma completely disappeared as a barrier to multigenerational living.









**MILLENNIALS, GENX AND Boomers  
IN THE U.S.  
PRE-& MID-COVID**

# Universe of Conversations Mined in the U.S.

PRE-COVID	
Feb. 1, 2019 - Feb. 29, 2020	

*N Values*

Millennials	1.5M
Gen X	873K
Boomers	421K

MID-COVID	
Mar. 1, 2020 - Jun. 23, 2020	

*N Values*

Millennials	193K
Gen X	121K
Boomers	87.6K

*Note: The conversations are tagged as pertaining to a certain group based on self-identification either in the conversation itself or on the public profile of the person involved in the conversation.*





## U.S. Millennials



## U.S. Gen X



## U.S. Boomers

PRE-COVID

Millennials valued independence and saw the ability to have their own place as a sign of maturity and achievement. However, the lack of jobs and financial stability forced them to move in with others, which was often seen as a setback and make them feel ashamed.

As the sandwich generation, Gen X were caught up in multiple responsibilities and saw living with others as a way to find and get support and improve their quality of life when needed. However, they had a very polarized sentiment, struggling between the benefits of living together and the sense of dependence that comes with it.

Boomers were the most positive towards multigenerational living because it enabled them to strengthen their relationships with others and prevent social isolation at the same time, while feeling useful again not only getting but providing help and support to others.

MID-COVID

The impact of the pandemic on Millennials together with their already unsteady financial security, left them with no choice but to move back in with others in order to survive. This situation has taken a big emotional toll which they are sharing online.

Caught in the middle of two generations that were hit in different ways by the pandemic, they have struggled to remain positive. They are especially affected by the lack of privacy as they are being forced to live with others to get and provide support.

During the pandemic they keep on seeing the silver lining and remain positive about multigenerational living. Fueled by a sense of obligation to help others, living with others has come with challenges they acknowledge, but also with relationship benefits.

# TOPICS

	U.S. Millennials	U.S. Gen X	U.S. Boomers
PRE-COVID	Millennials discussed the events that <b>triggered</b> the decision and the <b>challenges</b> of living together more than any other generations. They may try to justify this choice that goes against the willingness to be independent.	Gen X talked about <b>triggering</b> circumstances more than any other topic, but also discussed their <b>personal situation</b> and the <b>challenges</b> emerging from it.	Boomers' conversations were more focused on sharing their <b>personal situation</b> and the <b>benefits</b> of living with others.
MID-COVID	They still discuss <b>triggers</b> , but are now focused on sharing their <b>personal situation more</b> and their challenges less.	They talk about their personal situation less, and now discuss 2x more the <b>benefits</b> of living with others (economic and support related) . They saw a silver lining in the ability to live together again with other generations that had left their households.	They talk more than ever about the <b>benefits</b> of living with others (economic and support related), but also acknowledge the <b>challenges</b> that come with this type of living arrangement.

# What do people from different generations discuss when talking about living in a multigenerational household?



PERSONAL  
SITUATION



TRIGGERING  
CIRCUMSTANCES



CHALLENGES  
OF LIVING  
TOGETHER



BENEFITS  
OF LIVING  
TOGETHER

U.S. OVERALL  
N=8.3M

32%

29%

23%

16%

MILLENNIALS  
N=1.5M

21%

43%

31%

5%

GEN X  
N=873.4K

25%

36%

26%

13%

Boomers  
N=421.5K

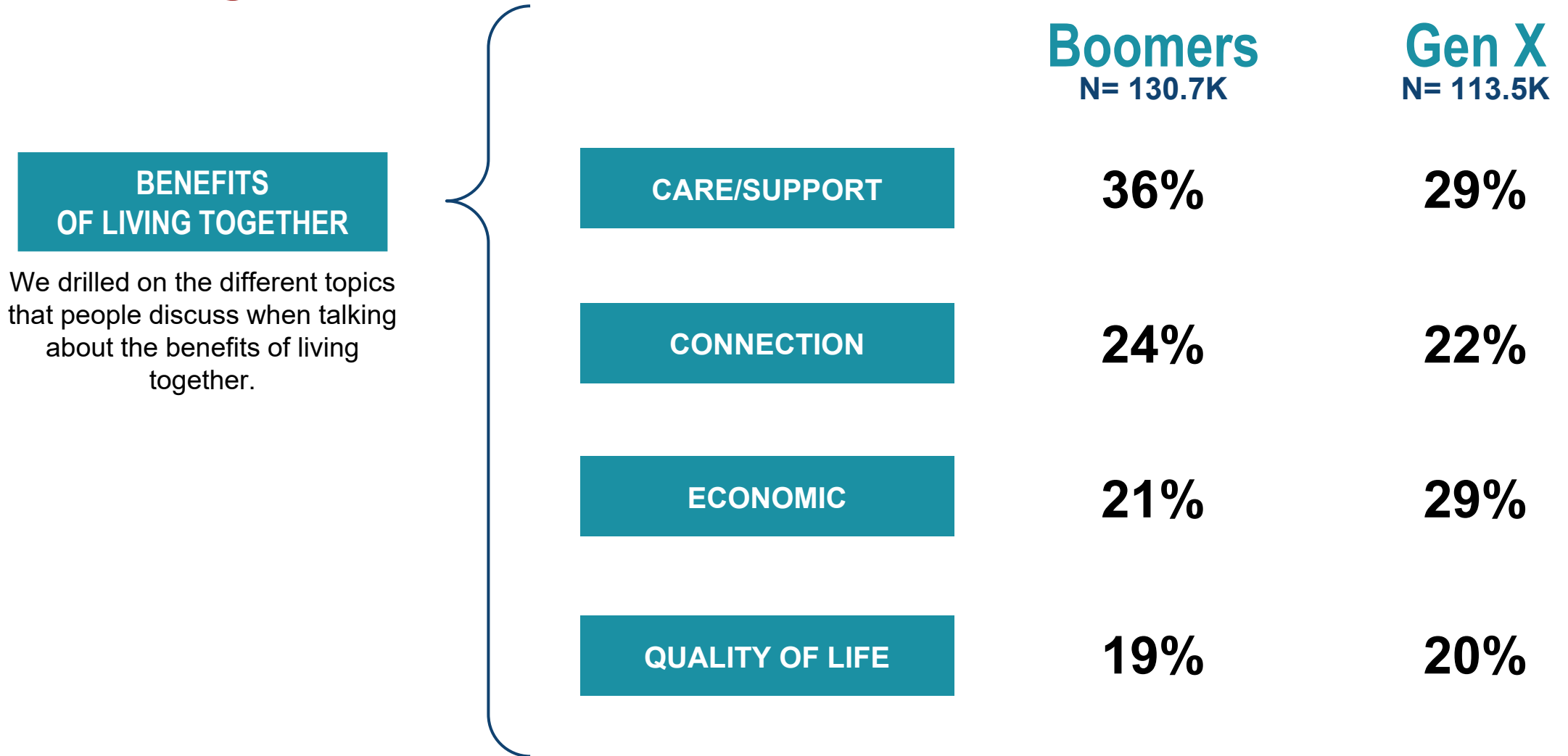
33%

12%

24%

31%

# What benefits of living together were Boomers and Gen X discussing before the pandemic?



# What do people from different generations discuss when talking about living in a multigenerational household?



PERSONAL  
SITUATION



TRIGGERING  
CIRCUMSTANCES



CHALLENGES  
OF LIVING  
TOGETHER



BENEFITS  
OF LIVING  
TOGETHER

U.S. OVERALL  
N=1M

34%

36%

27%

3%

MILLENNIALS  
N=193K

31%

49%

15%

5%

GEN X  
N=121K

12%

33%

27%

28%

Boomers  
N= 87K

11%

19%

33%

37%

# What benefits of living together are Boomers and Gen X discussing during the pandemic?

## BENEFITS OF LIVING TOGETHER

We drilled on the different topics that people discuss when talking about the benefits of living together.

ECONOMIC

Boomers  
N= 32.2K

35%

Gen X  
N= 33.9K

39%

CARE/SUPPORT

29%

30%

QUALITY OF LIFE

27%

26%

CONNECTION

9%

5%

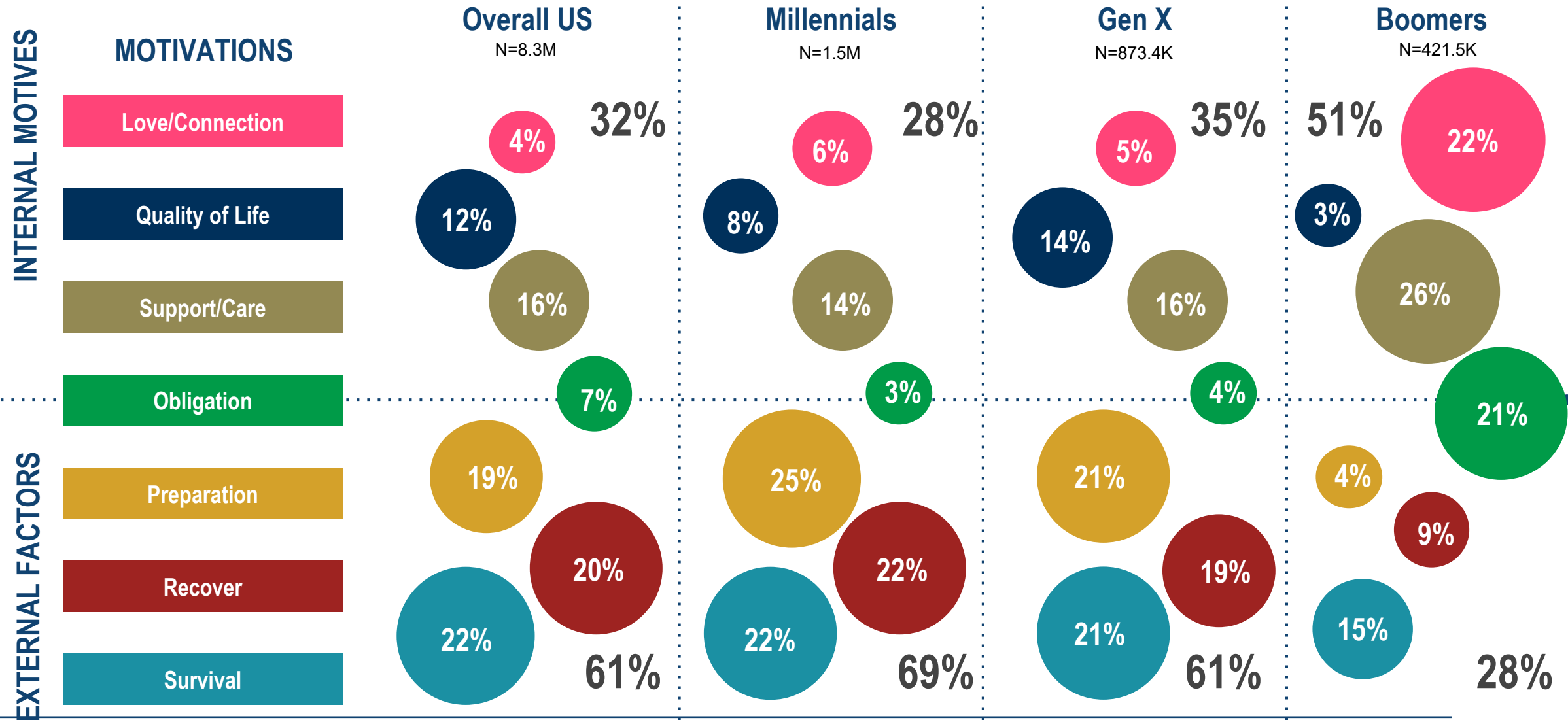


# MOTIVATIONS

	U.S. Millennials	U.S. Gen X	U.S. Boomers
PRE-COVID	The most motivated by external factors, Millennials used to move in with others to prepare for the future, recover from a crisis or even survive.	Just as Millennials, they were more motivated by external factors. However, they saw living with others an opportunity to have a better quality of life, 1.7x more than Millennials.	Boomers were the most motivated by internal factors, especially support and connection. They also had the strongest sense of obligation. of all 3 generations.
MID-COVID	During the pandemic they have become even more motivated by external factors, with a strong focus on survival and recovery.	Survival and recovery have become strong motivations for them but they also see in this decision a way to provide and get needed support.	During COVID they do not feel as motivated by internal factors as before, because Survival and recovery are now very top motivations.

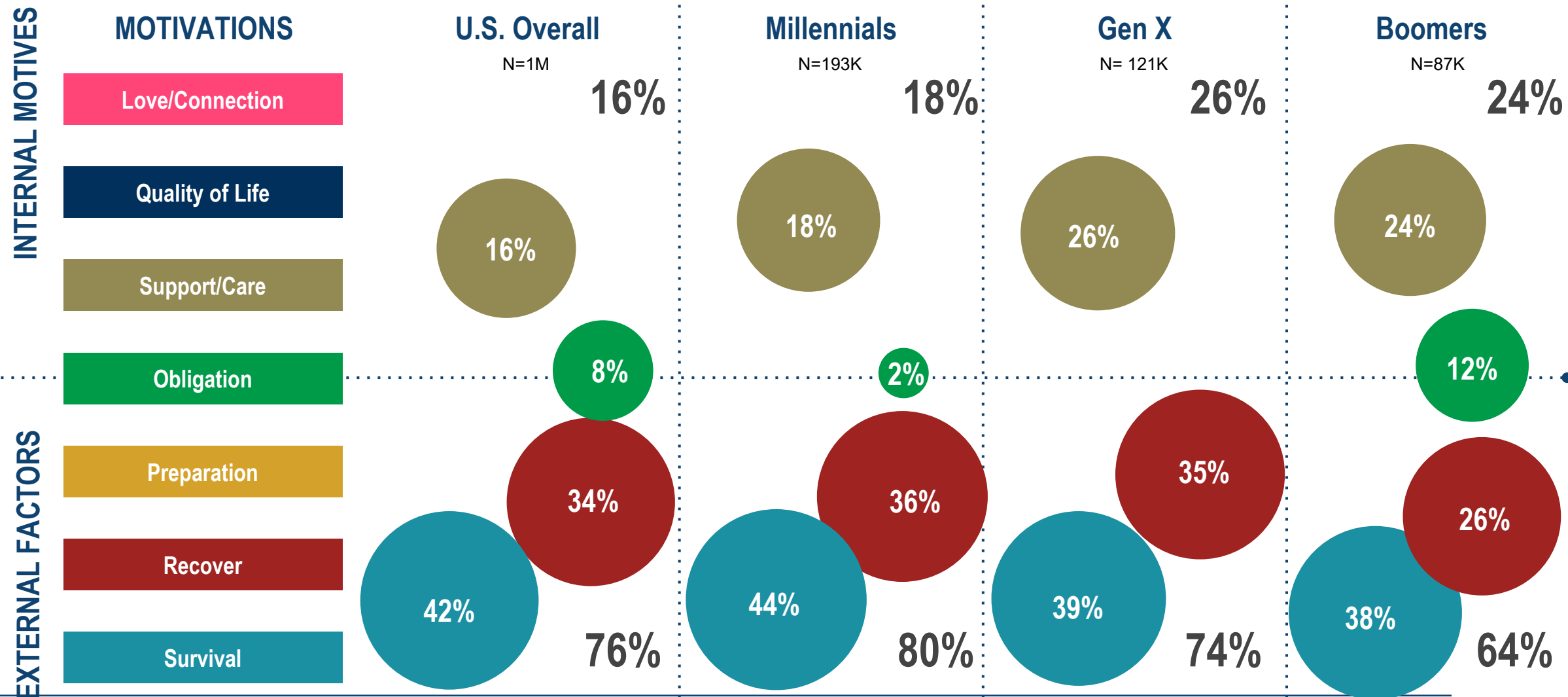
# What motivates people from different generations to consider and adopt living in a multigenerational household?

PRE-COVID



# What motivates people from different generations to consider and adopt living in a multigenerational household?

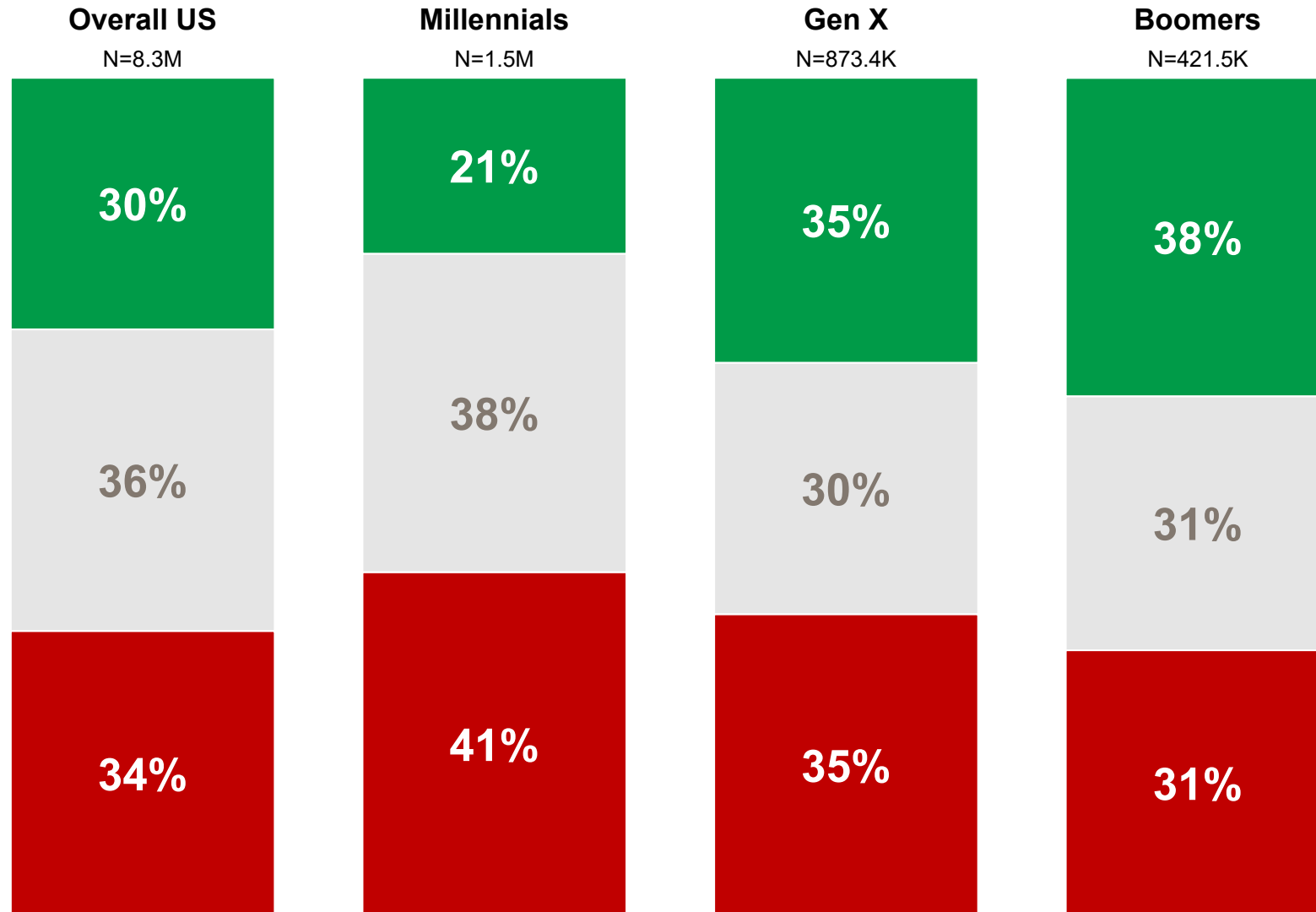
MID-COVID



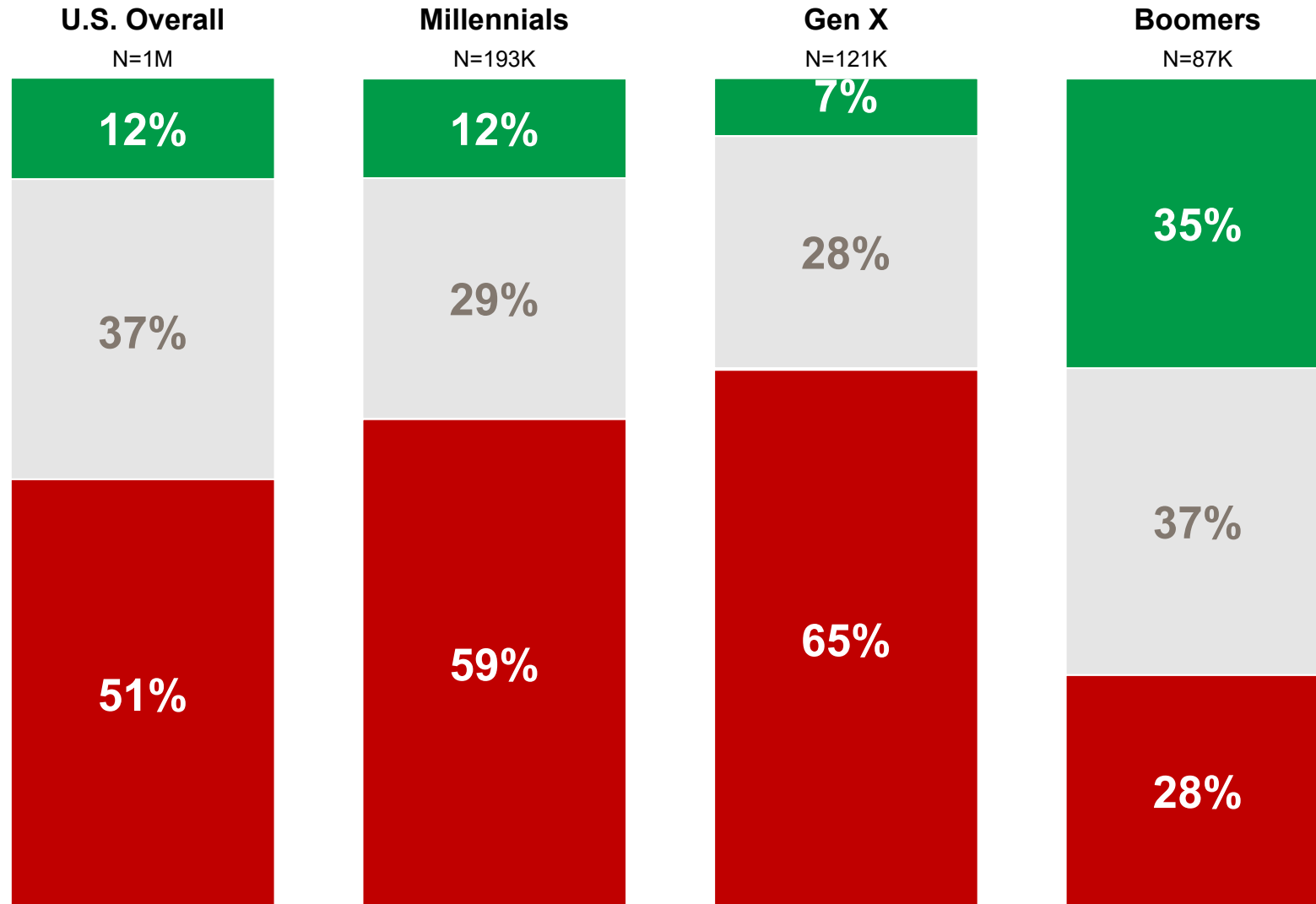
# SENTIMENT

	U.S. Millennials	U.S. Gen X	U.S. Boomers
PRE-COVID	They were the least positive segment because they struggled with lack of privacy and social stigma. And they turned online to ask questions more than others.	They had a polarized sentiment because they saw living with other as a way of getting/giving support, but also had to deal with crowding and social stigma.	They were the most positive segment and saw in multigenerational living an opportunity to strengthen their relationships and improve their lifestyle.
MID-COVID	Their negative sentiment increases but it now relates to inconvenience/crowding and the emotional toll. They come online to share their story more than to ask questions.	During the pandemic, they are the most negative segment, mainly affected by the lack of privacy. They are going online to ask questions, just as they did before.	They maintain their positivity driven by the help and support they can give or get. When negative, they suffer from a sense of dependency and the emotional toll of having to live with others.

# How do people from different generations feel about living in a multigenerational household and why?



# How do people from different generations feel about living in a multigenerational household and why?





# What drives positive sentiment?



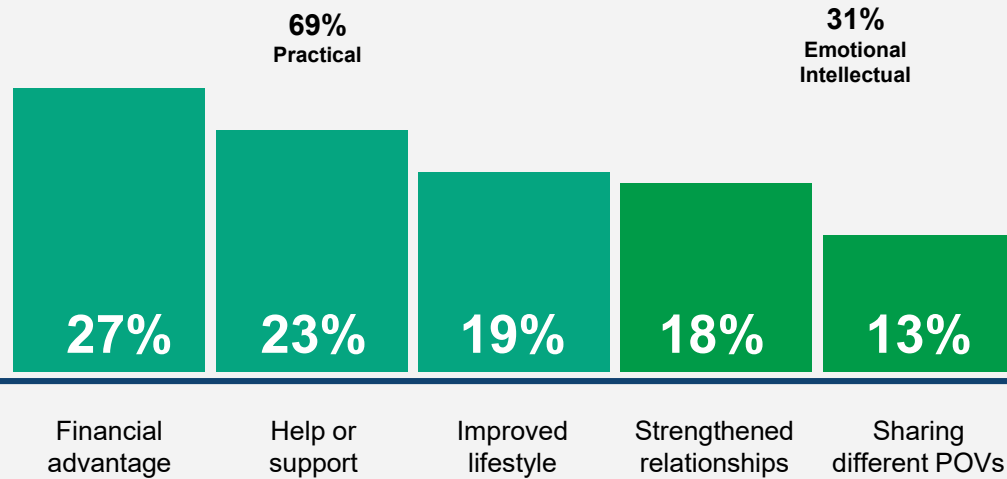
Practical drivers



Emotional/ Intellectual drivers

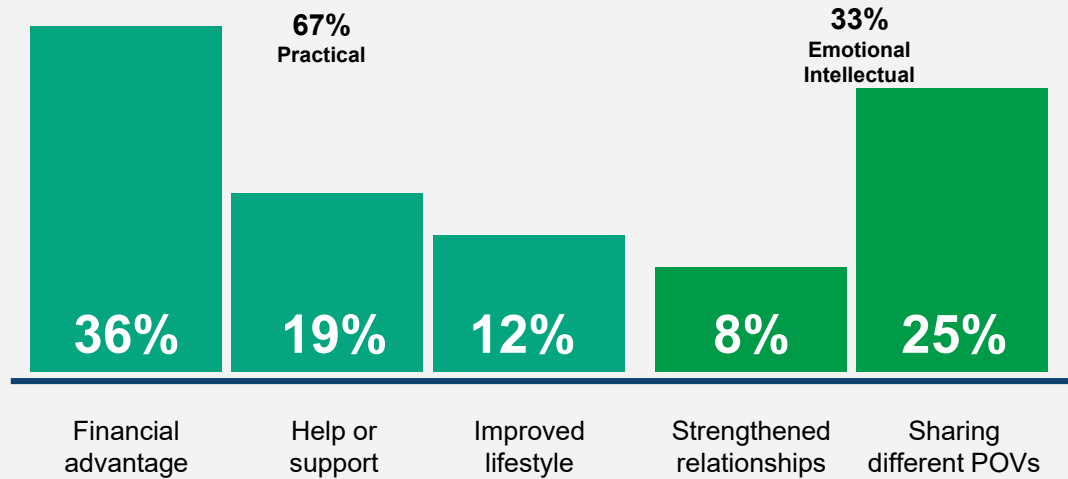
## U.S. Overall

N=2.5M



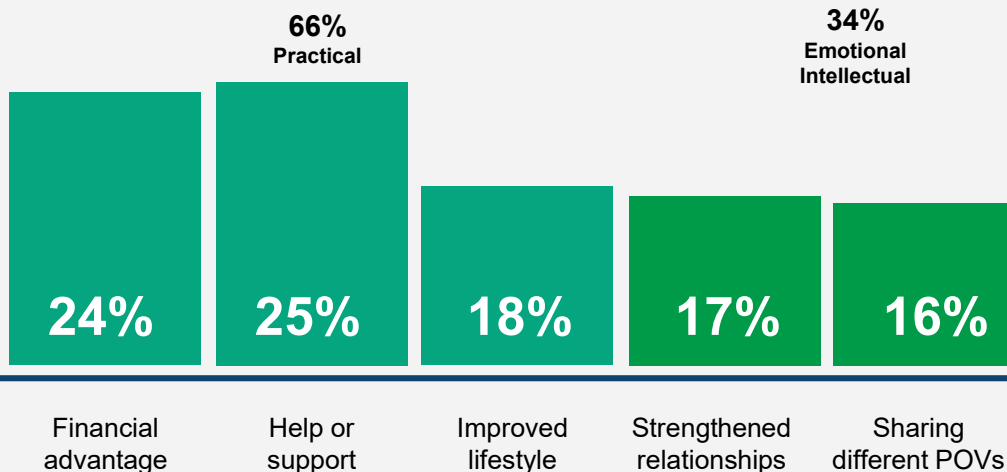
## Millennials

N=315K



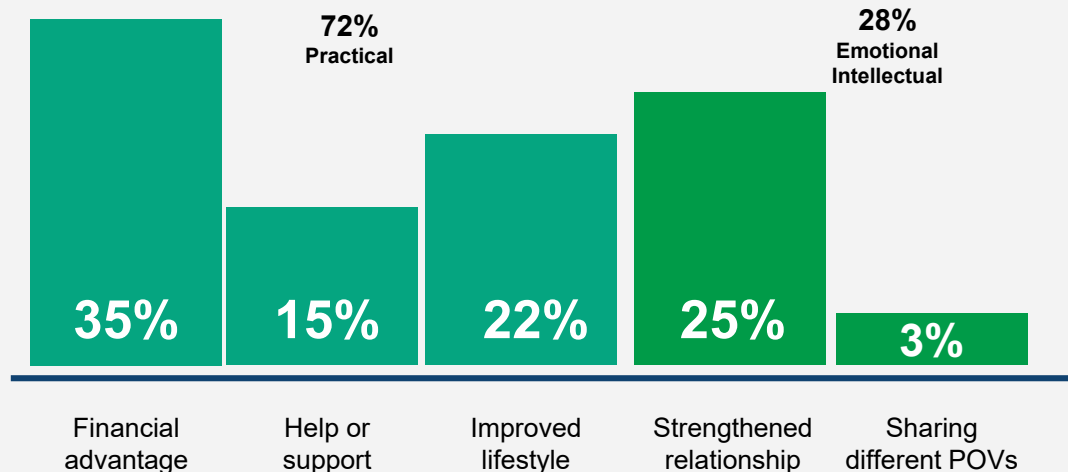
## Gen X

N=305K



## Boomers

N=160K



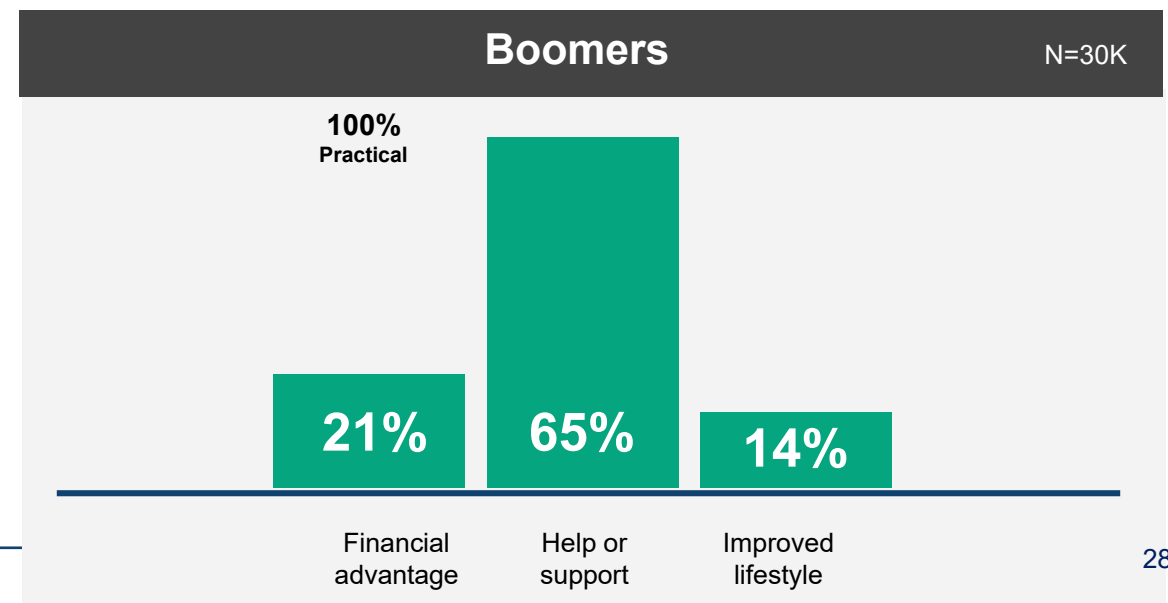
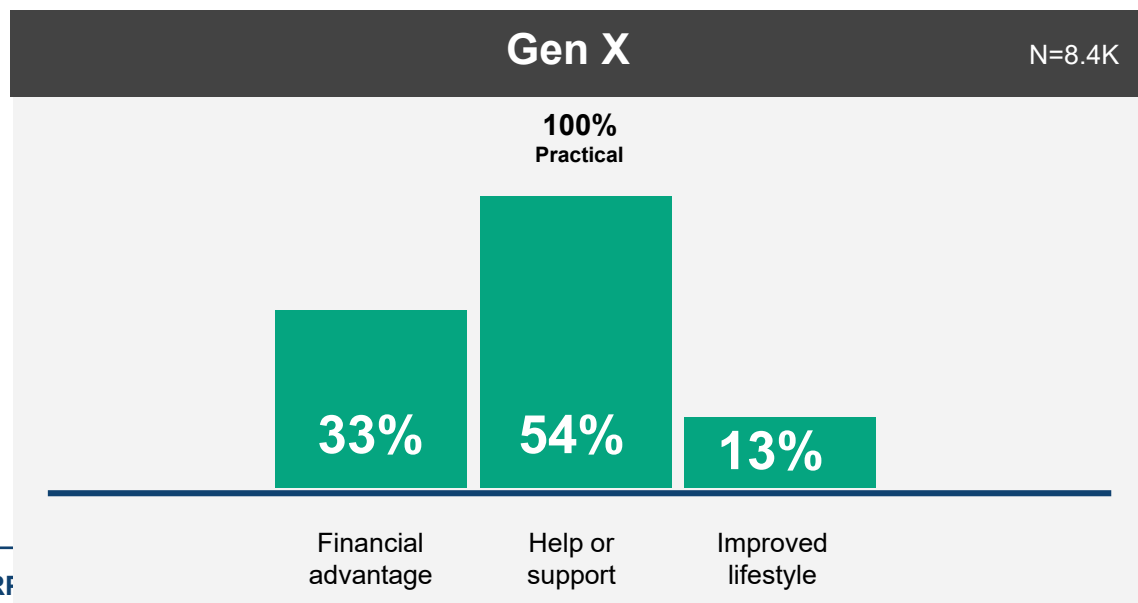
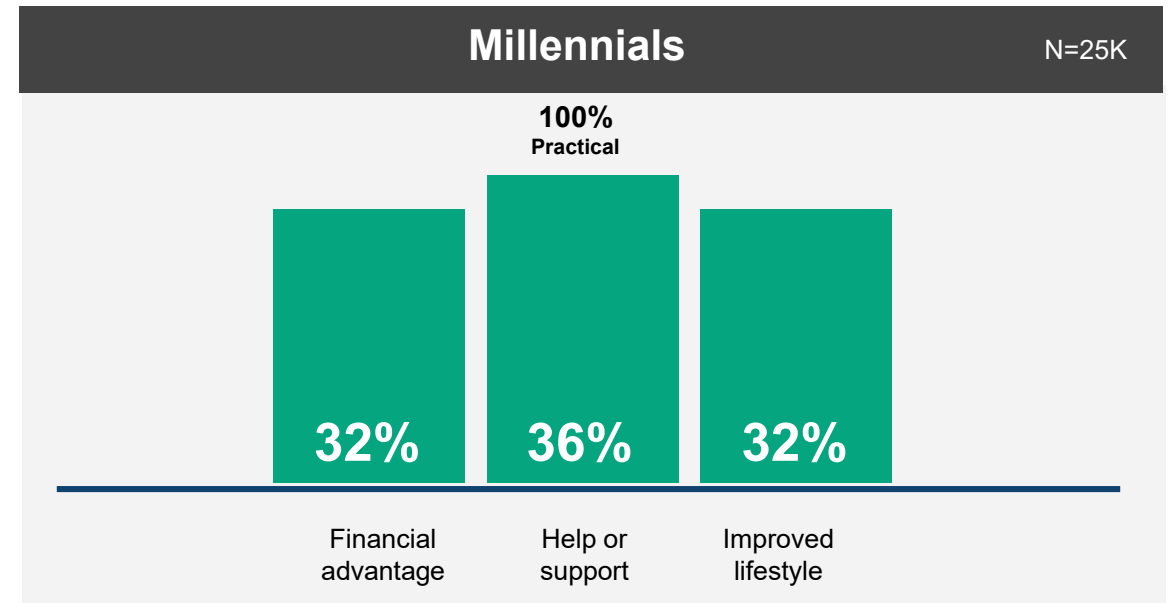
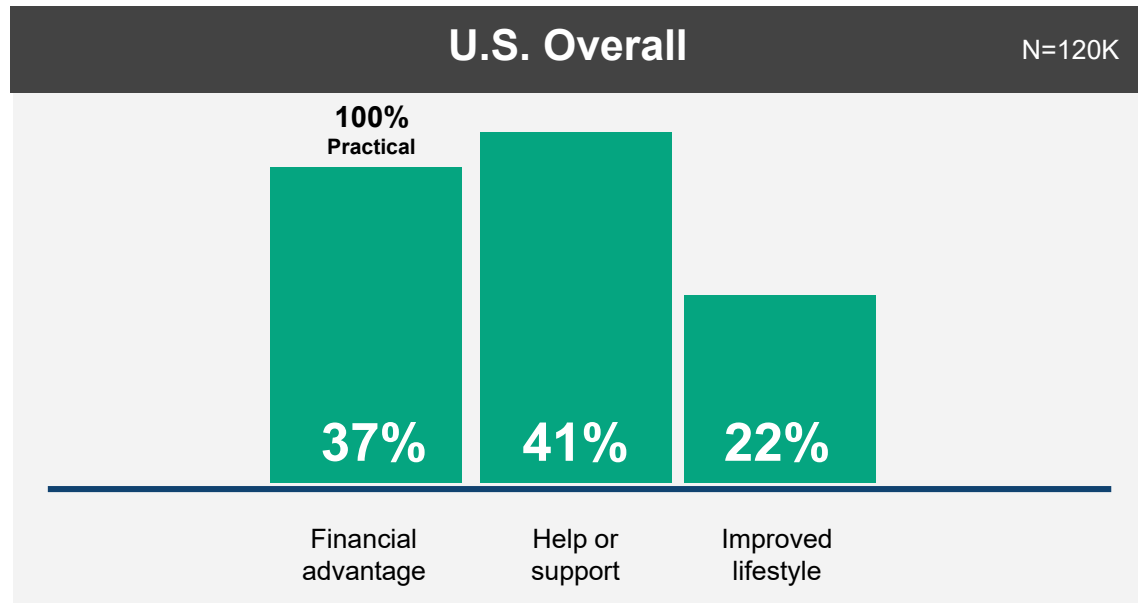
# What drives positive sentiment?



Practical drivers

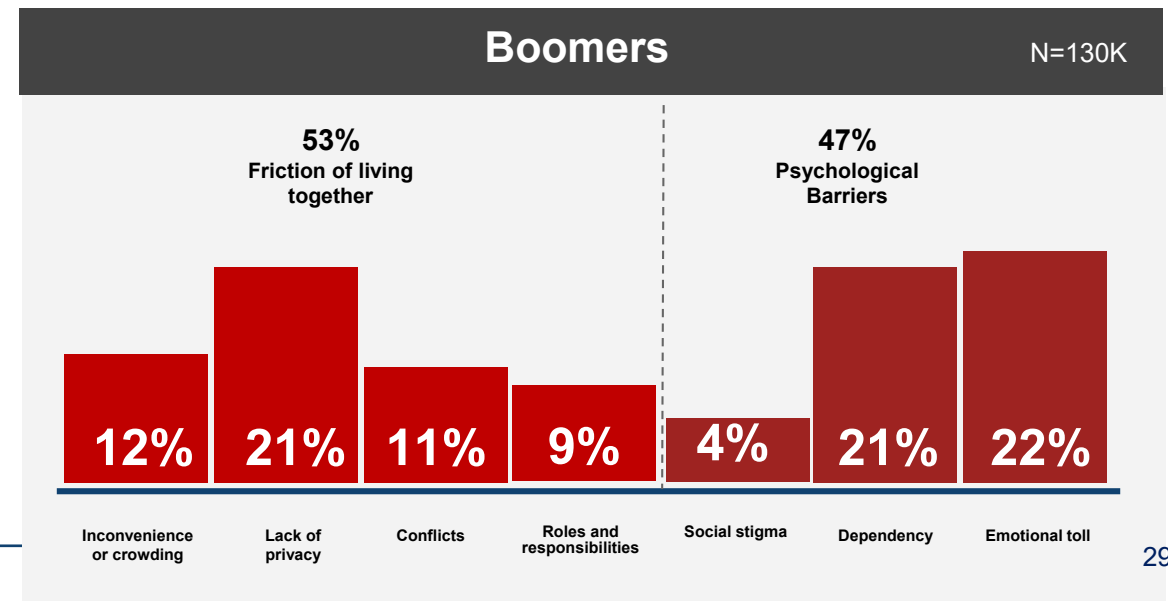
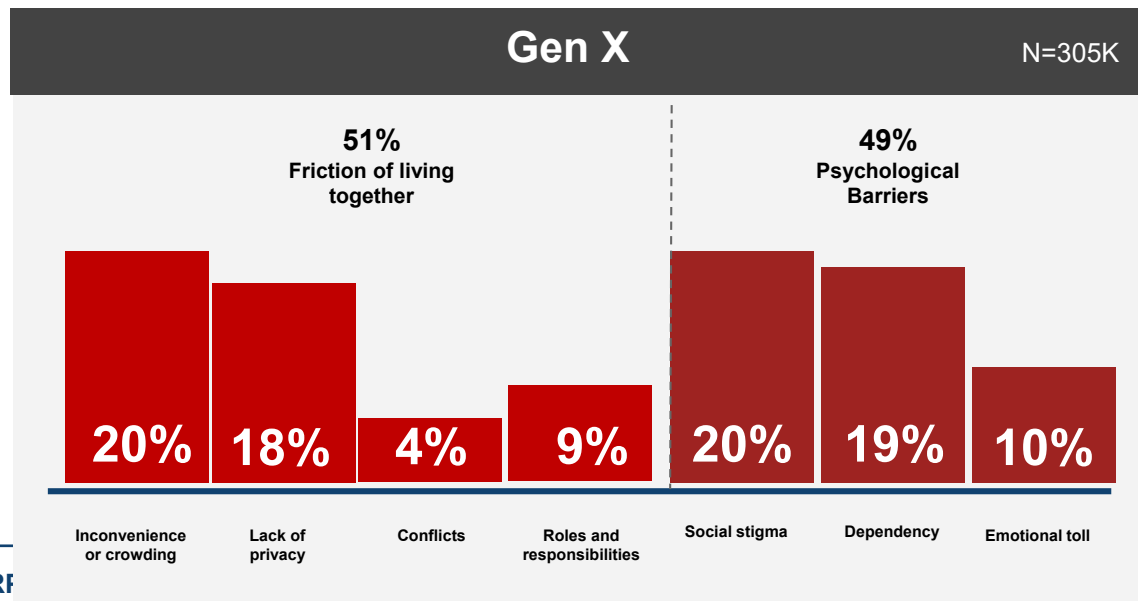
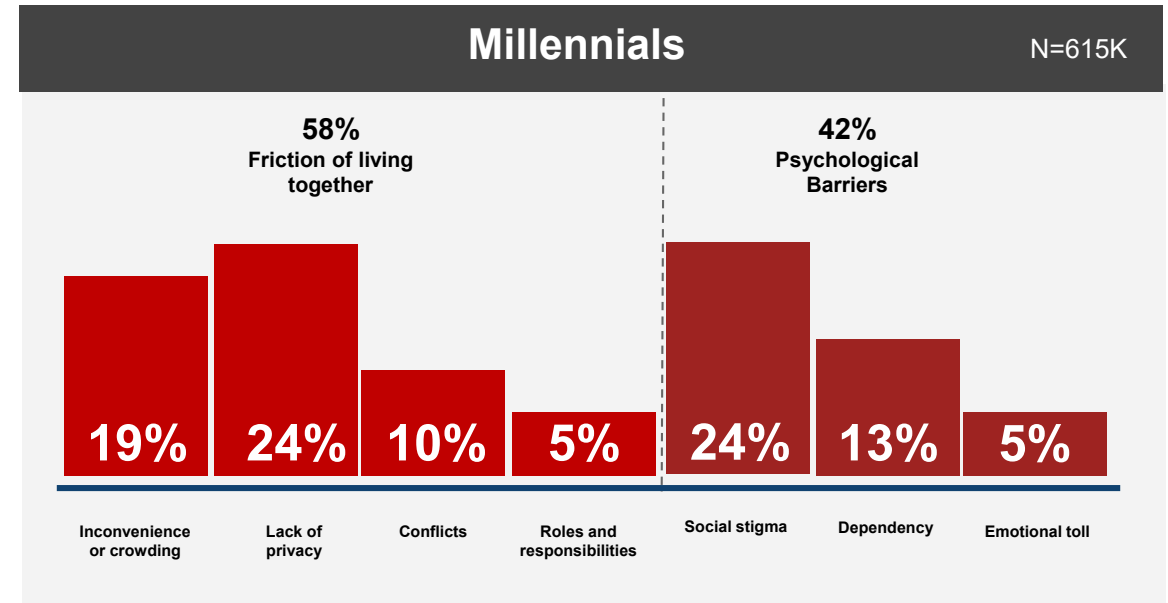
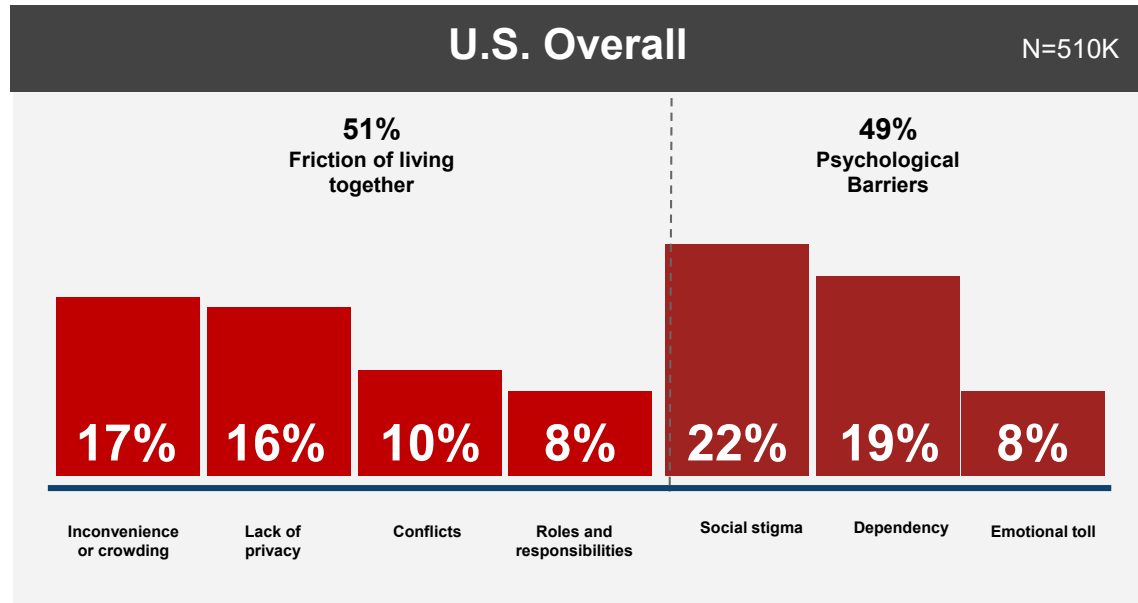


Emotional/ Intellectual drivers



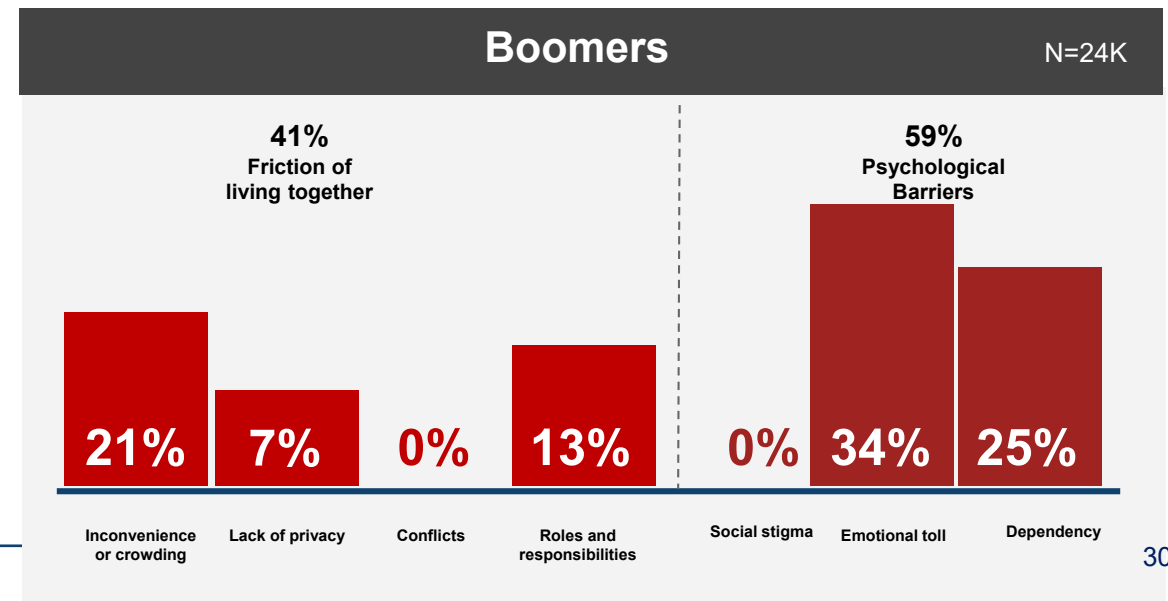
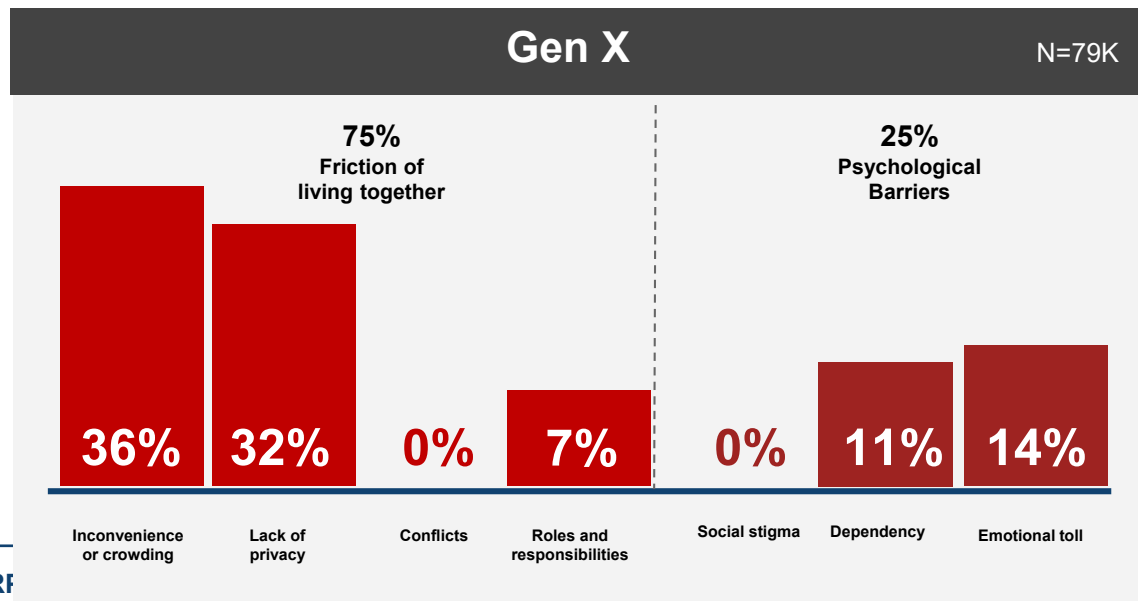
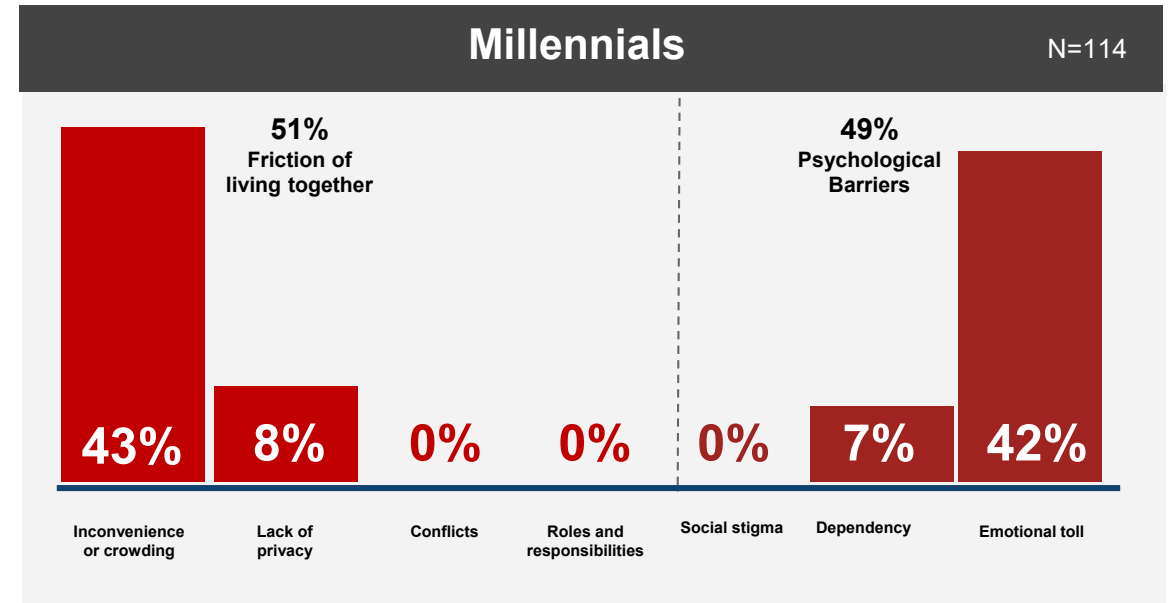
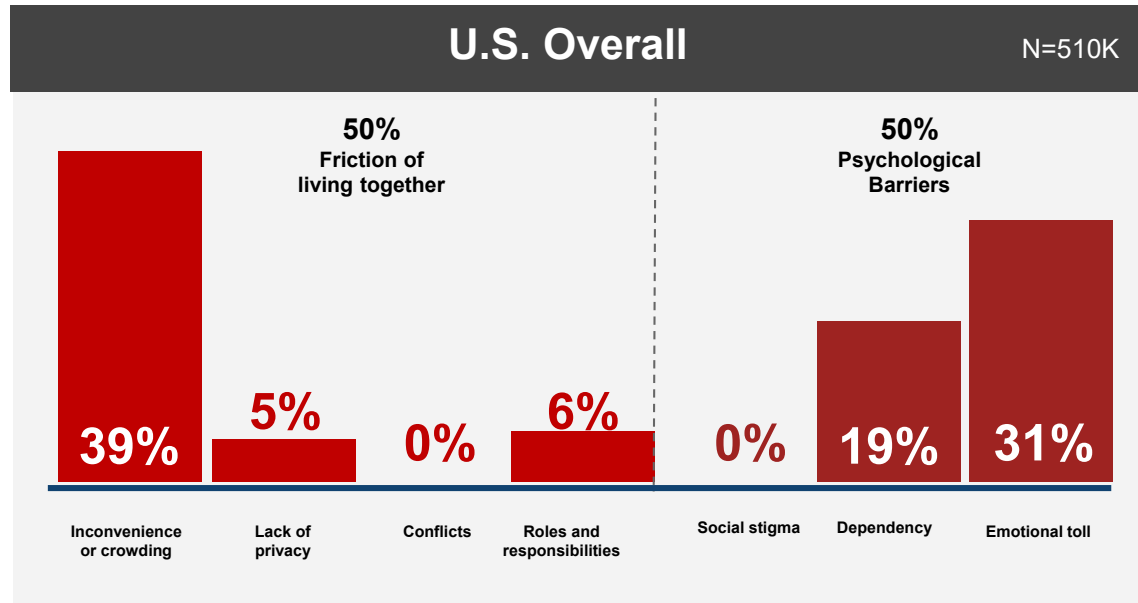
# What drives negative sentiment?

● Frictions of living together ● Psychological barriers



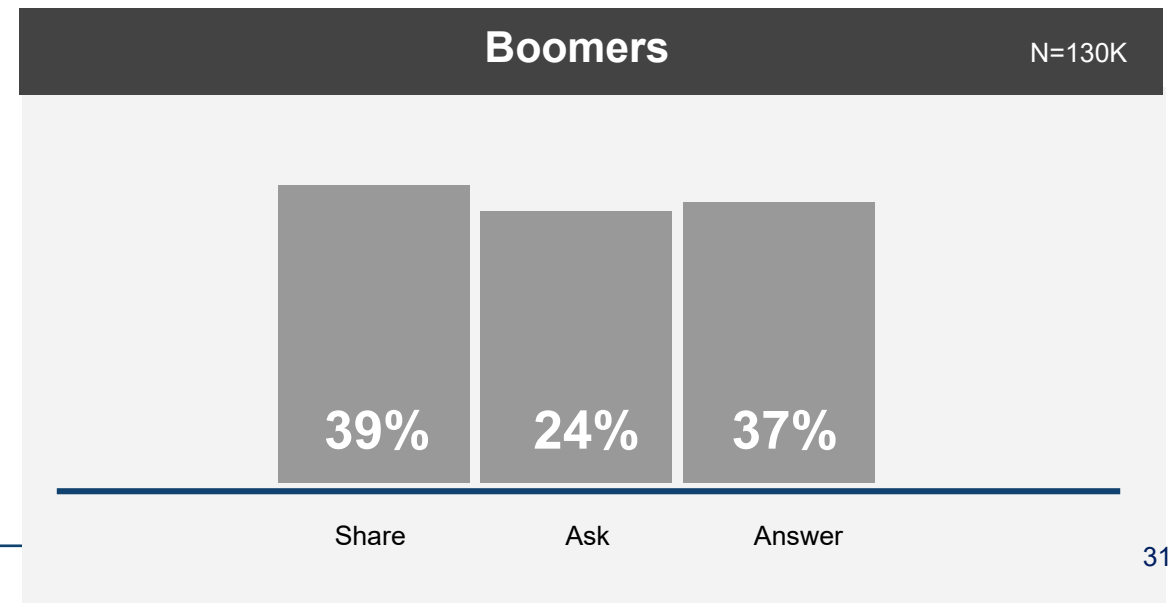
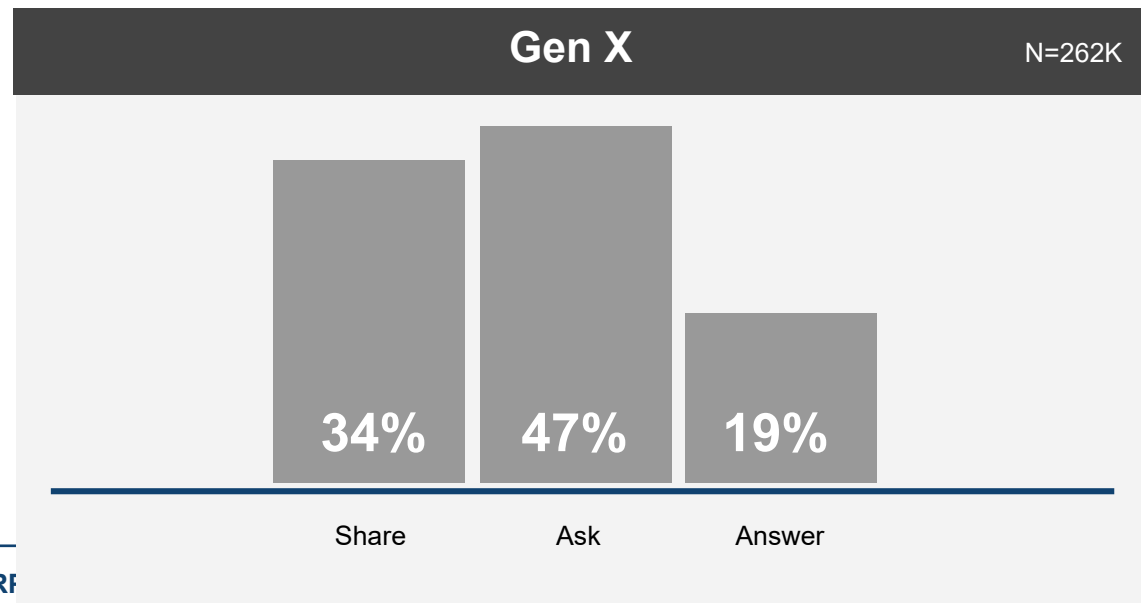
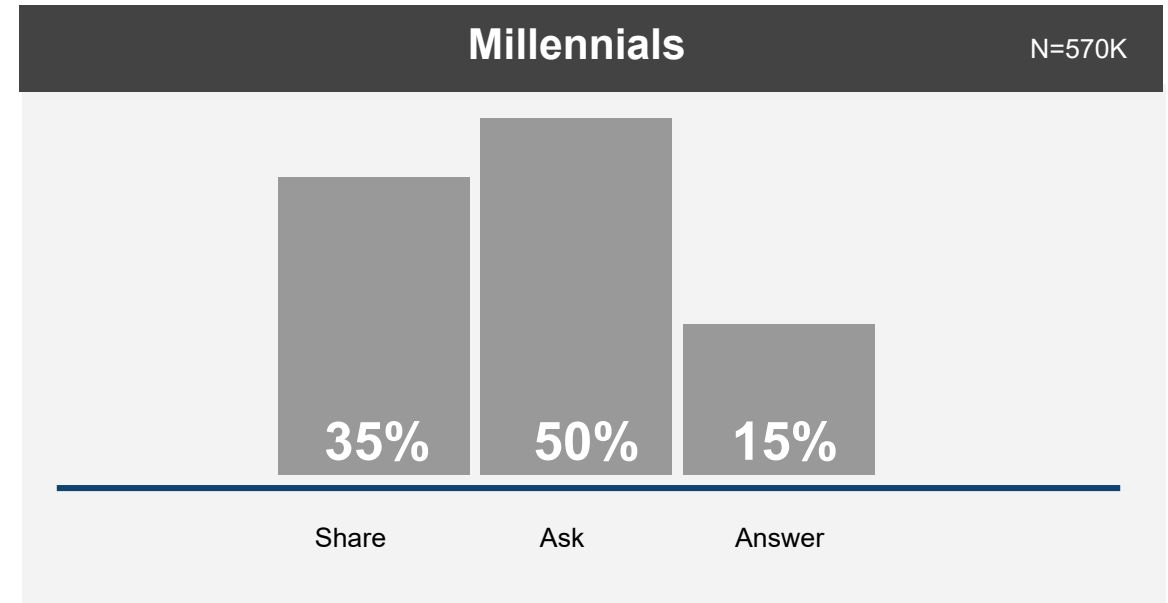
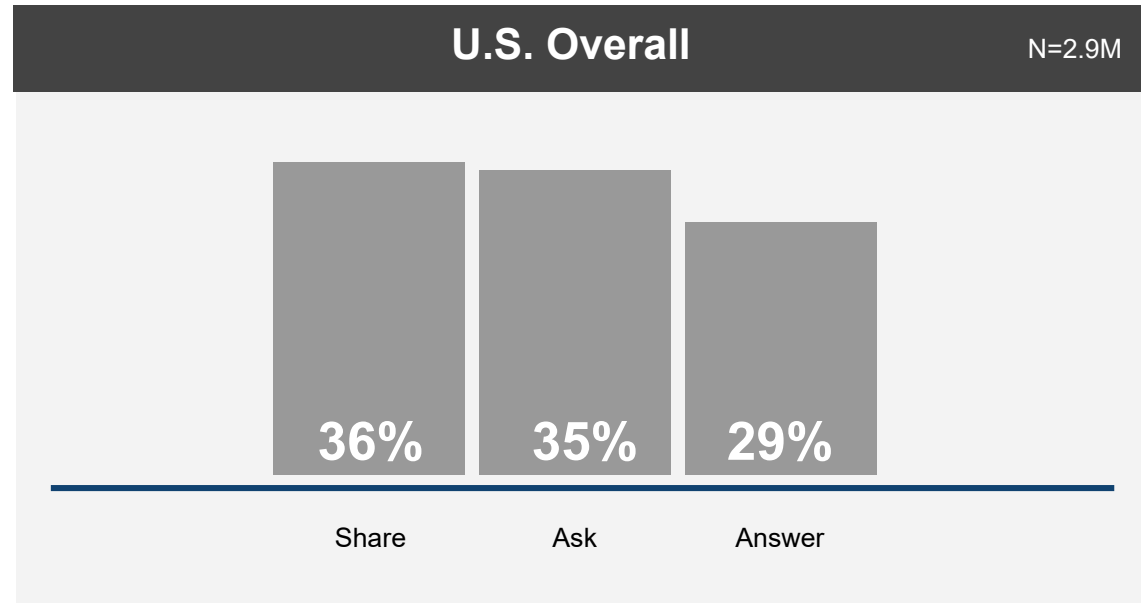
# What drives negative sentiment?

● Frictions of living together ● Psychological barriers



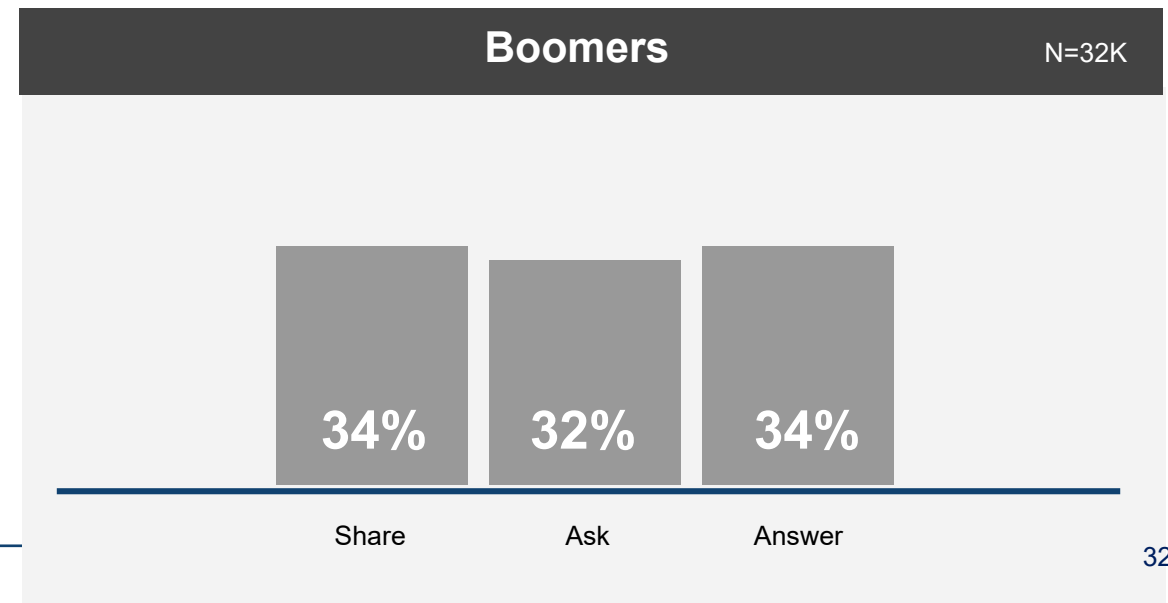
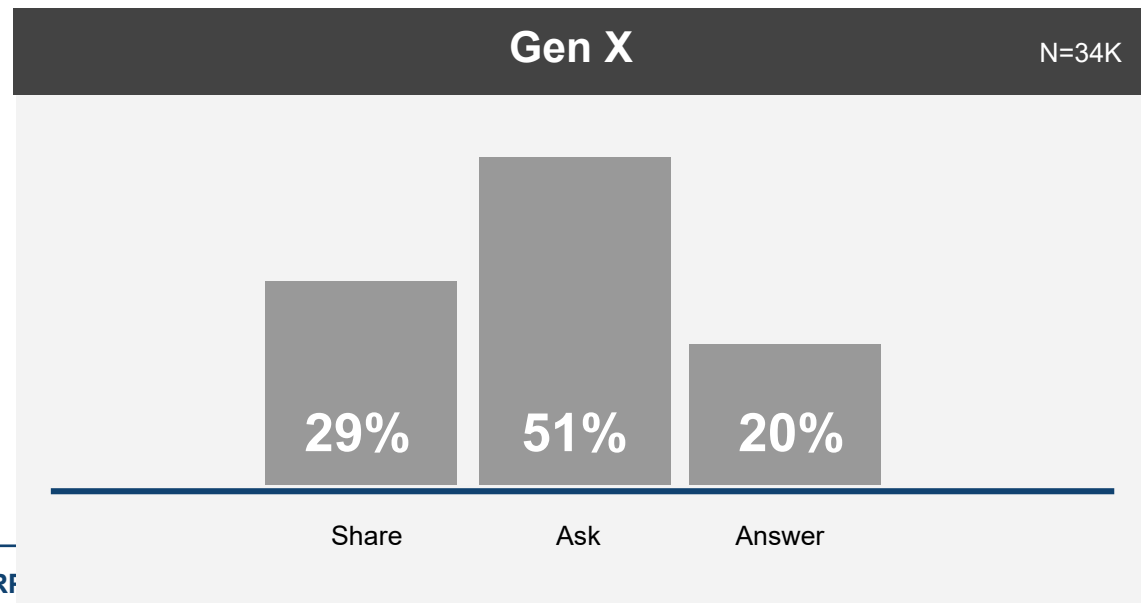
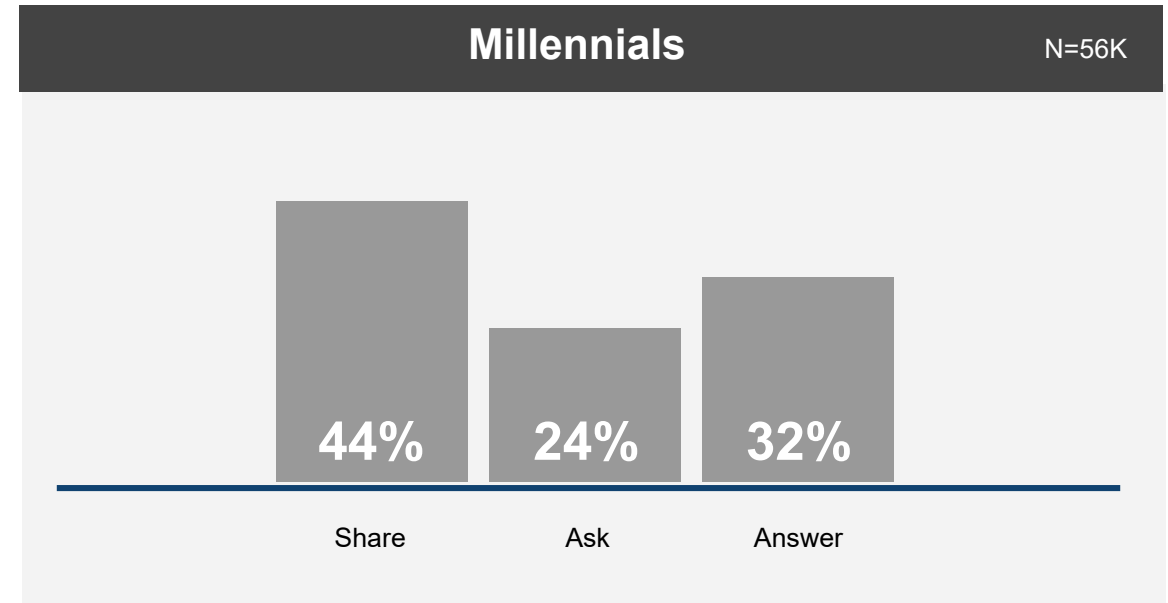
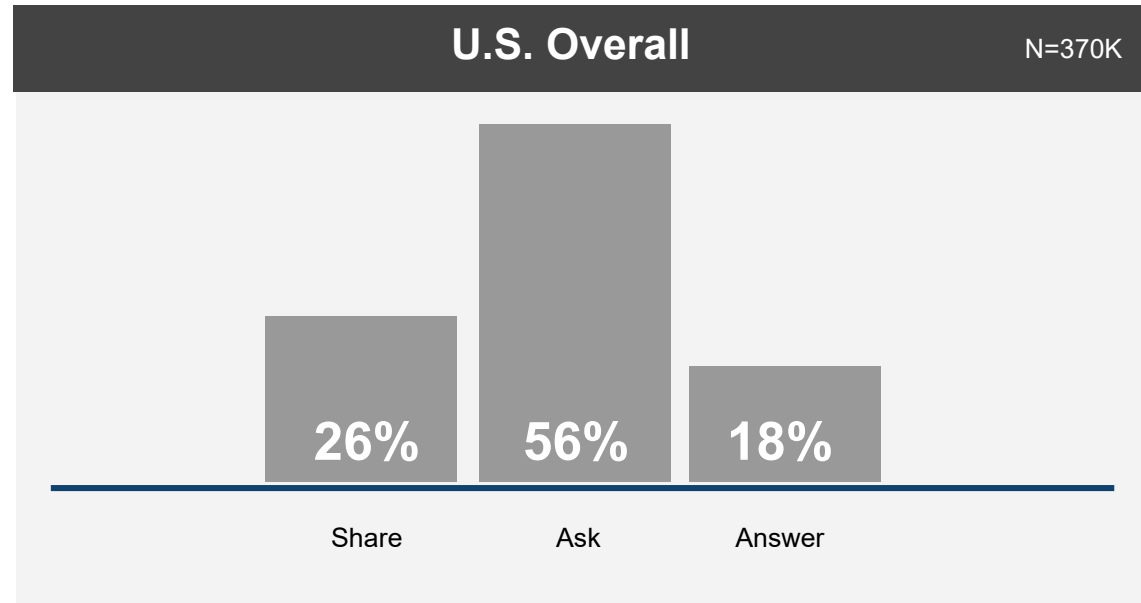
# What are they doing online?

● Neutral drivers




# What are they doing online?

● Neutral drivers





A photograph of a man and a woman laughing together in a living room. The man, on the left, is wearing a green button-down shirt and has sunglasses on his head. The woman, on the right, has long blonde hair and is wearing a tan cardigan over a white top. They are both looking at each other and laughing. The background shows a bookshelf and a fireplace.

## **HISPANIC MILLENNIALS, GENX AND Boomers IN THE U.S. PRE-& MID-COVID**

# Universe of Conversations Mined in the U.S.

PRE-COVID	
Feb. 1, 2019 - Feb. 29, 2020	

*N Values*

<b>Overall Hispanics</b>	<b>1.2M</b>
Hispanic Millennials	582K
Hispanic Gen X	401K
Hispanic Boomers	87K

MID-COVID	
Mar. 1, 2020 - Jun. 23, 2020	

*N Values*

<b>Overall Hispanics</b>	<b>128K</b>
Hispanic Millennials	21K
Hispanic Gen X	17K
Hispanic Boomers	9K

*Note: The conversations are tagged as pertaining to a certain group based on self-identification either in the conversation itself or on the public profile of the person involved in the conversation.*

## US Hispanic Millennials

## US Hispanic Gen X

## US Hispanic Boomers

PRE-COVID

### **Coping with conflict within the household**

Hispanic Millennials were quite similar to overall Millennials. They moved in with others looking to prepare for the future and have a better quality of life before being able to afford their own place. But, they had to give up on privacy. They were going online for guidance, discussing triggers and challenges of living with others, and asking questions.

### **Facing the challenges of living together**

Supporting each other in the family and community is a cultural value especially for Hispanic Gen X. That's why, they valued the help they received and provided. However, they had to deal with lack of privacy and emerging conflicts more than other generations.

### **Living with others has always been a good idea**

They adopted it to find/provide support but also to connect and strengthen their relationships. It was a way to stay productive and contribute while fighting isolation.

MID-COVID

### **Withstanding the storm by living with others**

The economic aftermath of COVID-19 have impacted Hispanic Millennials even more. The need to recover and get financial support is pushing them to move in with others, and although they are trying to appreciate the benefits of the decision, it has come with an emotional toll they have yet to adjust to.

### **Fighting the sense of dependency**

While economic pressure is increasing, they move in with others in order to survive. Although this is improving their lifestyle it is also forcing them to deal with crowding, an emotional toll and a sense of dependency that is hard to deal with. To cope, they are going online to share their personal situation.

### **Feeling obligated to give/receive help and losing their independence**

In difficult times, Hispanic rely on their family and community to stay resilient. That's why Hispanic Boomers are motivated by obligation to help or receive help more than any other generation. However, this comes with the cost of feeling dependent on others, which is their worst nightmare.

# TOPICS in the US

	US Hispanic Millennials	US Hispanic Gen X	US Hispanic Boomers
PRE-COVID	<p>Hispanic Millennials discussed the events that <b>triggered</b> the decision and the <b>challenges</b> of living together more than any other generations and more than Millennials in LatAm. As much as they are proud of their heritage, they have also adopted American values such as independence just like overall Millennials and may be torn between the financial advantage of living with others and the willingness to have their own place.</p>	<p>Hispanic Gen X talked about <b>their personal situation, the triggering circumstances and the challenges nearly equally</b>. As the sandwich generation, they seem to be the ones facing the most pressure in a multigenerational environment. They discuss their challenges more than Gen X in LatAm.</p>	<p>Hispanic Boomers were the ones talking the most about the <b>benefits of living with other generations</b> and they talked the least about the <b>challenges of living together</b>. Such living arrangement helped them stay connected with their family and fight isolation contributing by helping others. They discussed their triggering circumstances more than Boomers in LatAm, as living with others was less the norm in the US.</p>
MID-COVID	<p>Just like overall Millennials, they now still discuss <b>triggers</b>, but are focused on sharing their <b>personal situation more</b> and their challenges less while Millennials in LatAm discuss even more than challenges. They also see the silver lining of living together.</p>	<p>They talk about their <b>personal situation</b> more during COVID-19 and the <b>triggering circumstances and challenges</b> nearly equally. They talk the least about the benefits of living together. It does not mean they don't see a benefit to it, they may have internalized such benefits as living with others is just what they do. .</p>	<p>They focus on the silver lining and talk even more about the <b>benefits</b> of living with others (economic and support related), and talk much less about the <b>challenges</b> that come with this type of living arrangement than other generations.</p>



# What do Hispanics from different generations discuss when talking about living in a multigenerational household?



PERSONAL  
SITUATION



TRIGGERING  
CIRCUMSTANCES



CHALLENGES  
OF LIVING  
TOGETHER



BENEFITS  
OF LIVING  
TOGETHER

OVERALL HISPANIC  
N=1.2M

35%

25%

20%

20%

HISPANIC  
MILLENNIAL  
N=582K

21%

36%

33%

10%

HISPANIC GEN X  
N=401K

32%

31%

31%

6%

HISPANIC BOOMER  
N=87K

29%

21%

12%

38%

# What do Hispanics from different generations discuss when talking about living in a multigenerational household?



PERSONAL  
SITUATION



TRIGGERING  
CIRCUMSTANCES



CHALLENGES  
OF LIVING  
TOGETHER



BENEFITS  
OF LIVING  
TOGETHER

OVERALL HISPANIC  
N=128K

41%

29%

10%

20%

HISPANIC  
MILLENNIAL  
N=21K

34%

36%

12%

18%

HISPANIC GEN X  
N=17K

36%

27%

28%

9%

HISPANIC BOOMER  
N=9K

21%

23%

11%

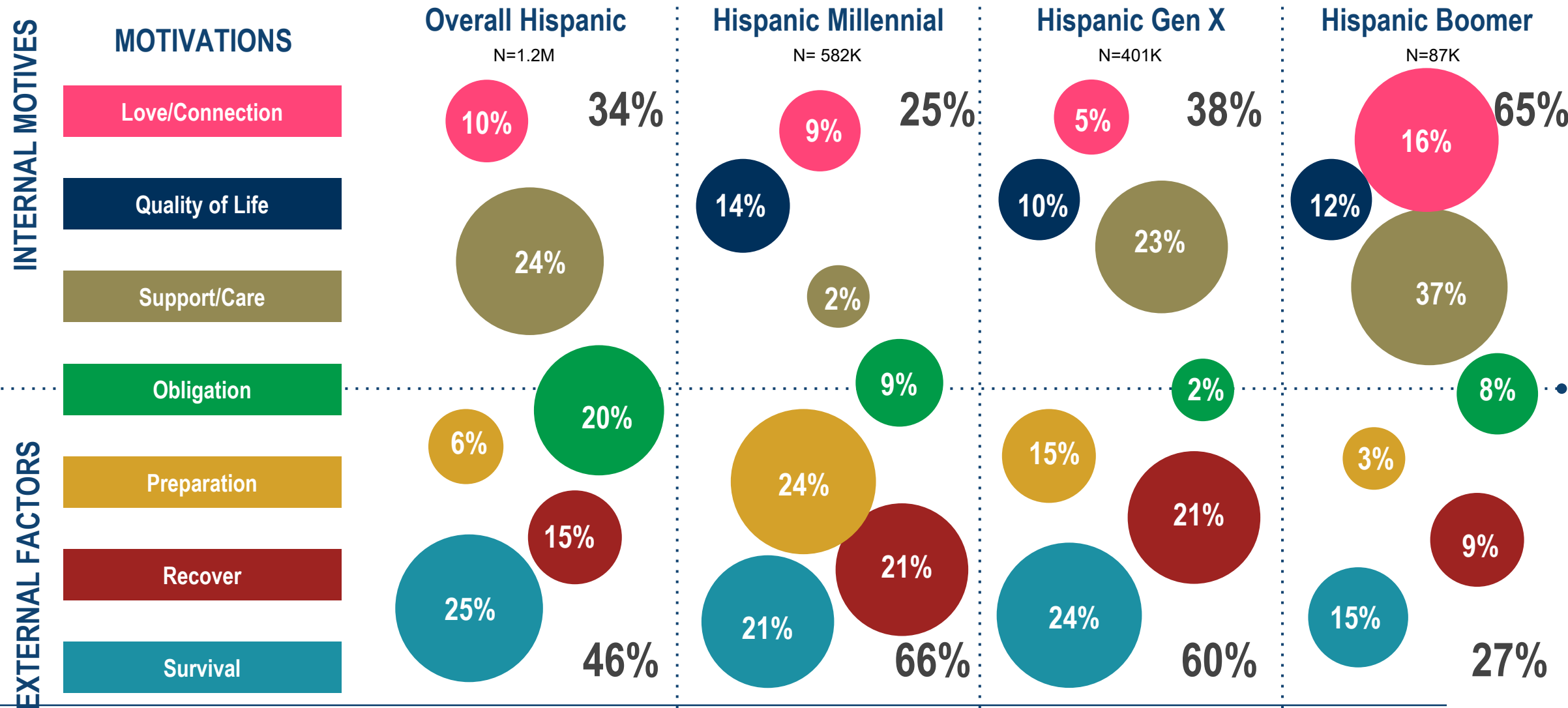
45%

# MOTIVATIONS in the US

	US Hispanic Millennials	US Hispanic Gen X	US Hispanic Boomers
PRE-COVID	<p>The most motivated by <b>external factors</b>, Hispanic Millennials used to move in with others as a transition to prepare for the future, recover from a crisis or even survive while also accessing a better quality of life, just like overall Millennials. They are also the most motivated by <b>obligation even vs. Millennials in LatAm</b>, as they see it as a duty to actually provide care and support to other generations.</p>	<p>Just as Millennials, they were more motivated by <b>external factors</b> such as survival and recovery. However, they also saw living with others as a practical arrangement <b>to gain and give support to others, which is something that they do culturally.</b></p>	<p>Boomers were the most motivated by <b>internal factors</b>. They saw living with other generations as a way to not only <b>get the support they need but also to provide some support and deepen their relationship with others.</b> They also had a sense of <b>obligation</b> in line with Millennials. Living with others was also a way to increase their quality of life more than Boomers in LatAm.</p>
MID-COVID	<p>During the pandemic they have become even more motivated by external factors, with a strong focus on <b>recovering from the economic downturn and surviving.</b> They are also motivated by the <b>support</b> they can provide and get through such living arrangement more than Millennials in LatAm.</p>	<p>They are the generation that is the most motivated by <b>survival</b>. They may be the most affected by the pandemic that challenges their ability to make both ends meet while they have responsibilities towards their children and their parents.</p>	<p>During COVID, just like other generations, they are driven by survival and recovery but also by <b>a strong sense of obligation of helping other generations</b> in these difficult times just like Boomers in LatAm.</p>

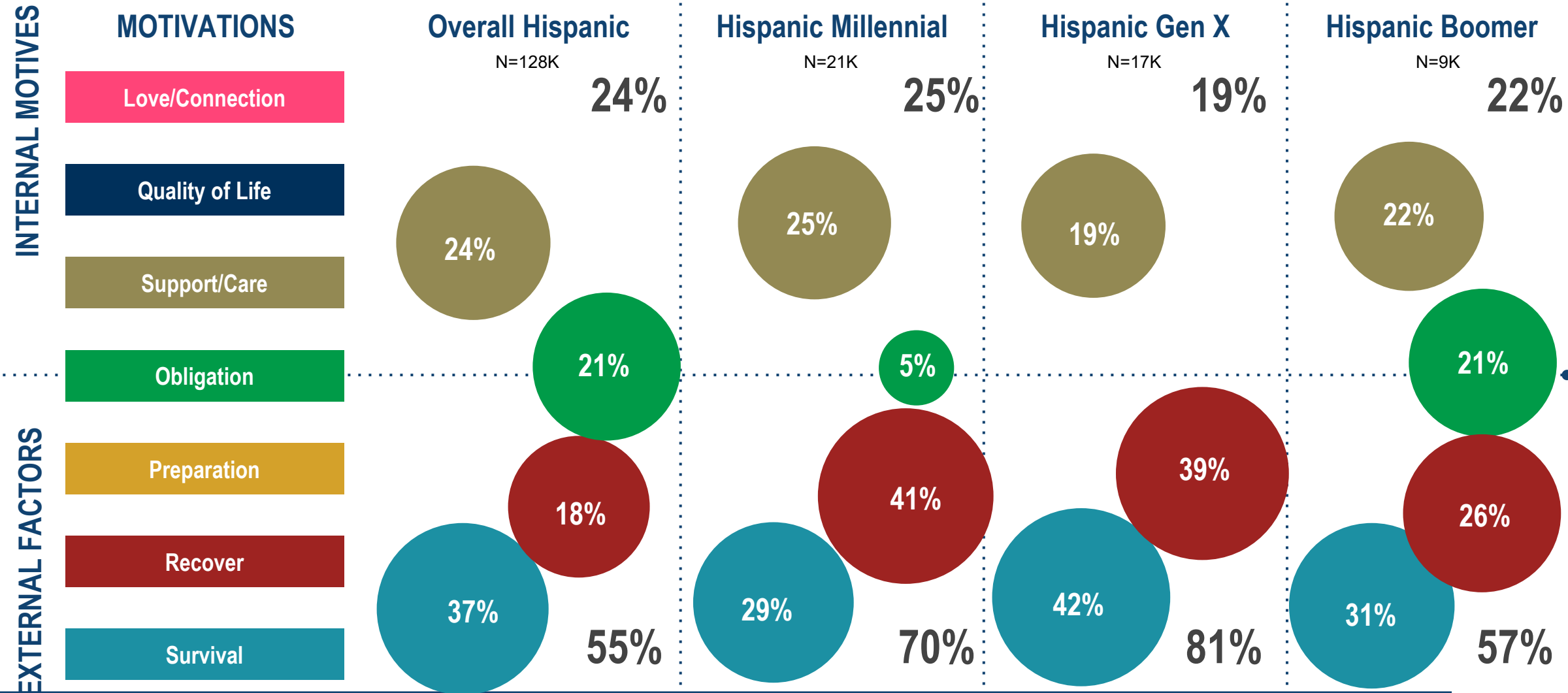
# What motivates Hispanics from different generations to consider and adopt living in a multigenerational household?

PRE-COVID





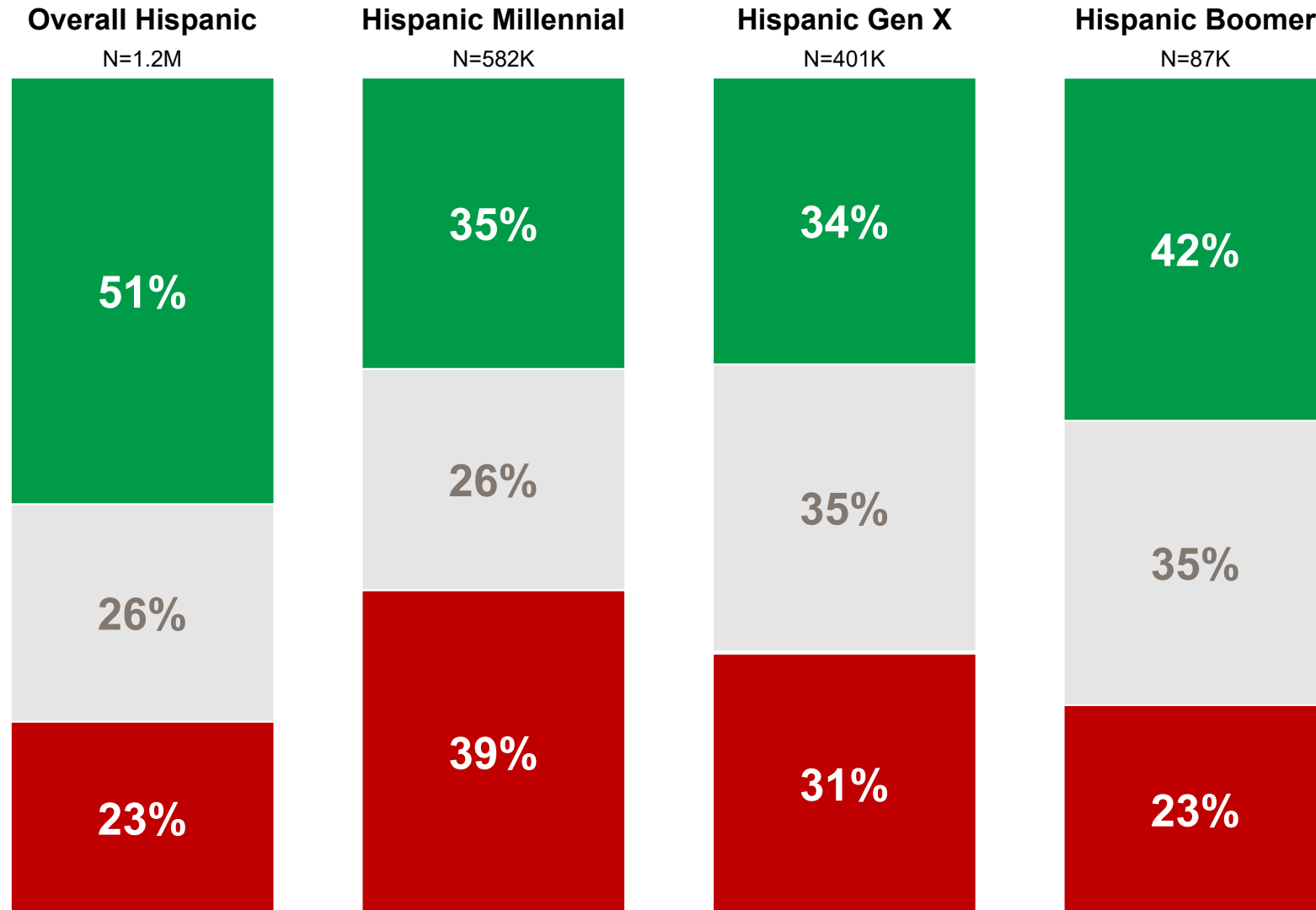
# What motivates Hispanics from different generations to consider and adopt living in a multigenerational household?



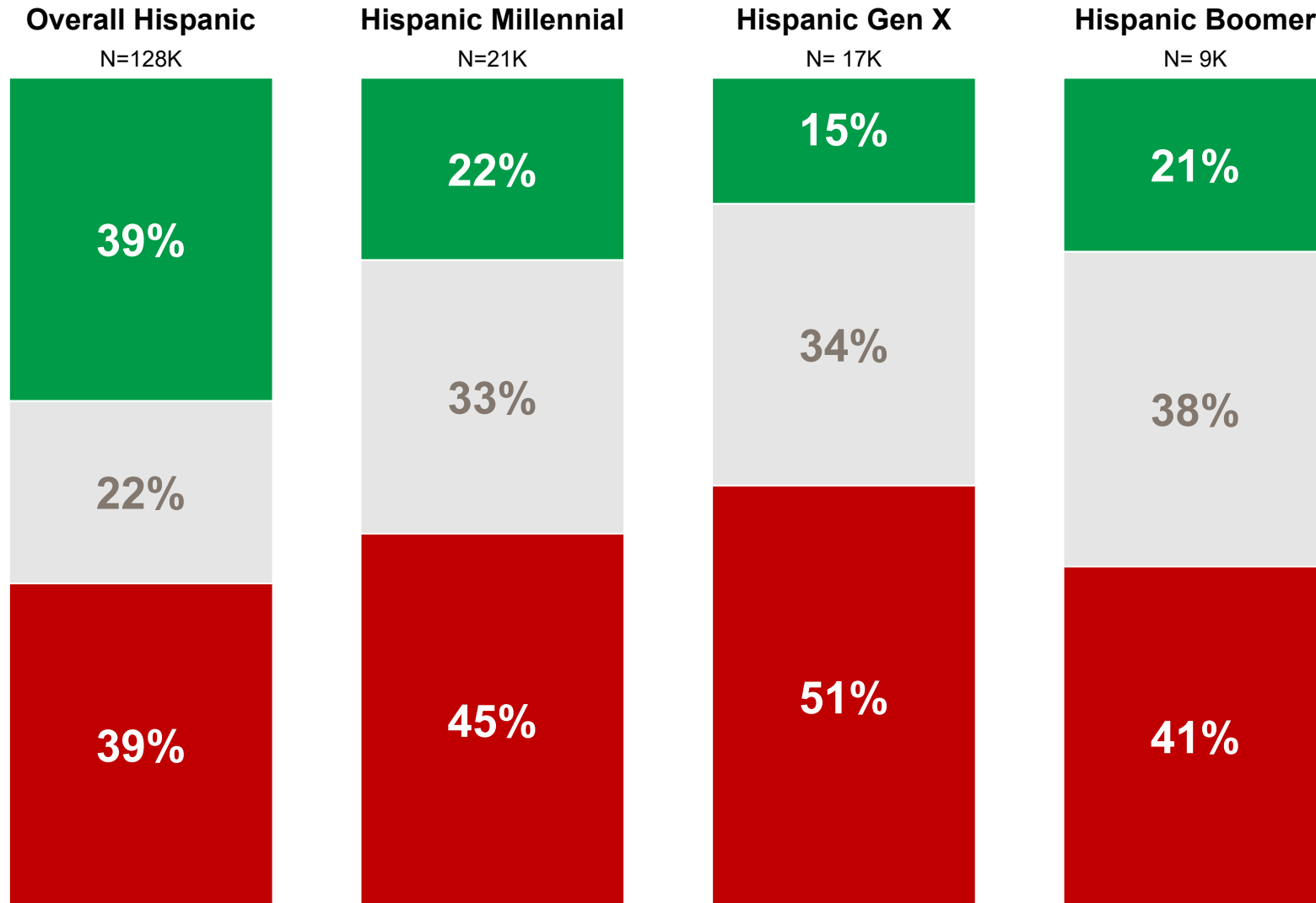
# SENTIMENT in the US

	US Hispanic Millennials	US Hispanic Gen X	US Hispanic Boomers
PRE-COVID	<p>They were the most negative about multigenerational living because they <b>struggled with lack of privacy, social stigma and conflicts. Social stigma was less of a barrier in Millennials in LatAm.</b> They turned online to ask questions more than others. They also saw more practical benefits of living with others such as <b>giving and gaining support, financial advantage and an improvement in their lifestyle.</b></p>	<p>They were the most neutral about living with other generations as they were coming online to be able to share their situation and ask questions on how to make it work. <b>They were mostly affected by the crowding and lack of privacy.</b></p>	<p>They were the <b>most positive segment</b> and saw in multigenerational living an opportunity to <b>strengthen their relationships and get and give support rather than a financial advantage for Boomers in LatAm.</b> Just like overall Boomers, living with other generations help them fight isolation and feel that they can still contribute to the lives of others.</p>
MID-COVID	<p>Their negative sentiment increases but it now relates to <b>inconvenience/ crowding, the emotional toll</b> rather than the social stigma, and the difficult task of <b>sharing roles and responsibilities.</b></p>	<p>During the pandemic, <b>they are the most negative segment, mainly affected by crowding, the emotional toll but also the sense of dependency</b> as they now have to ask for help. They are going online to share their situation even more while Gen X in LatAm looks for answers.</p>	<p>They are <b>twice less positive and nearly twice more negative</b> about living with other generations. Hispanic Boomers' biggest fear is to become a burden for others. That's why, when negative, they suffer from a sense of dependency more than any other generation and in line with Boomers in LatAm.</p>

# How do Hispanics from different generations feel about living in a multigenerational household and why?

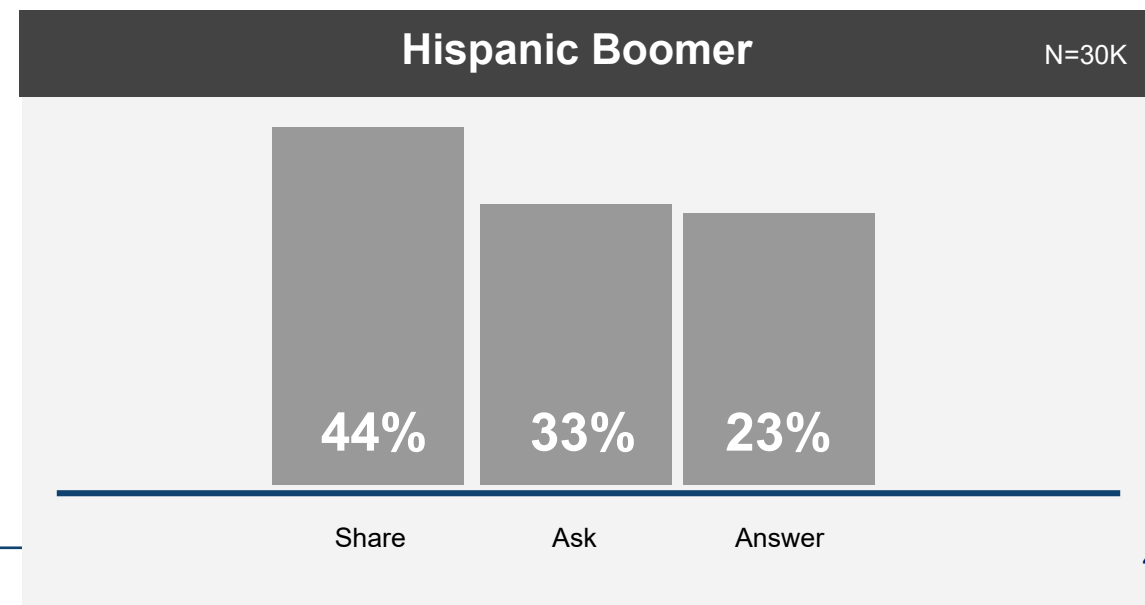
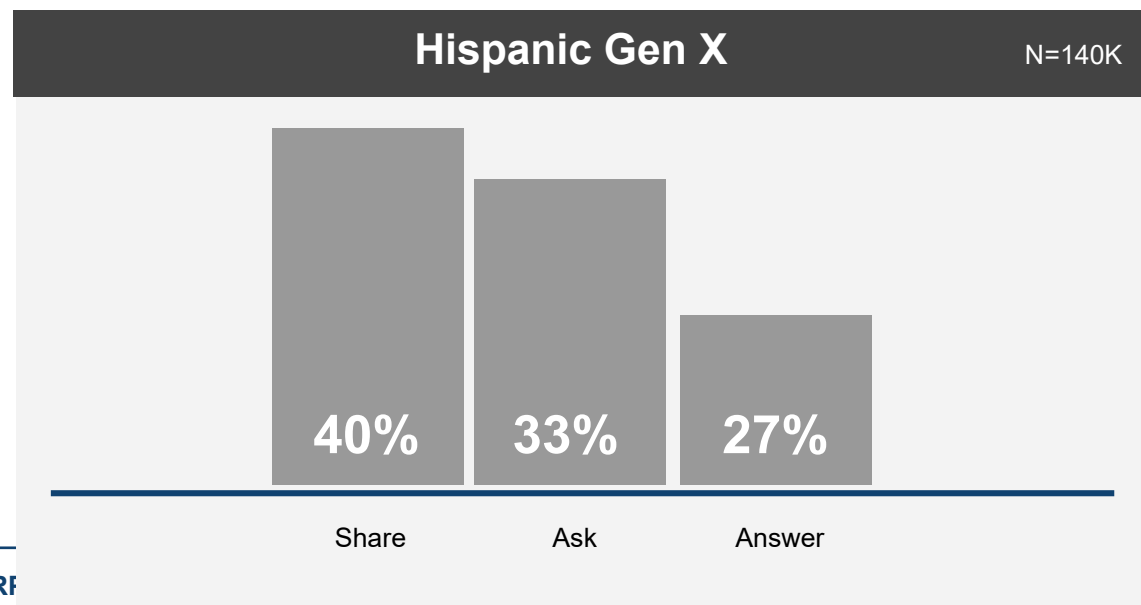
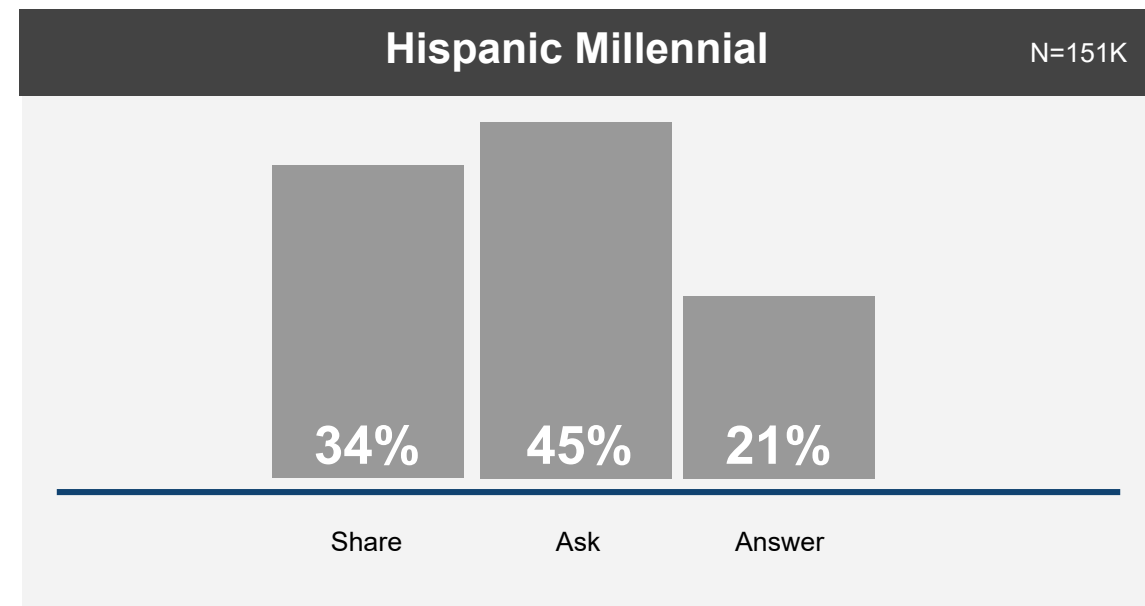
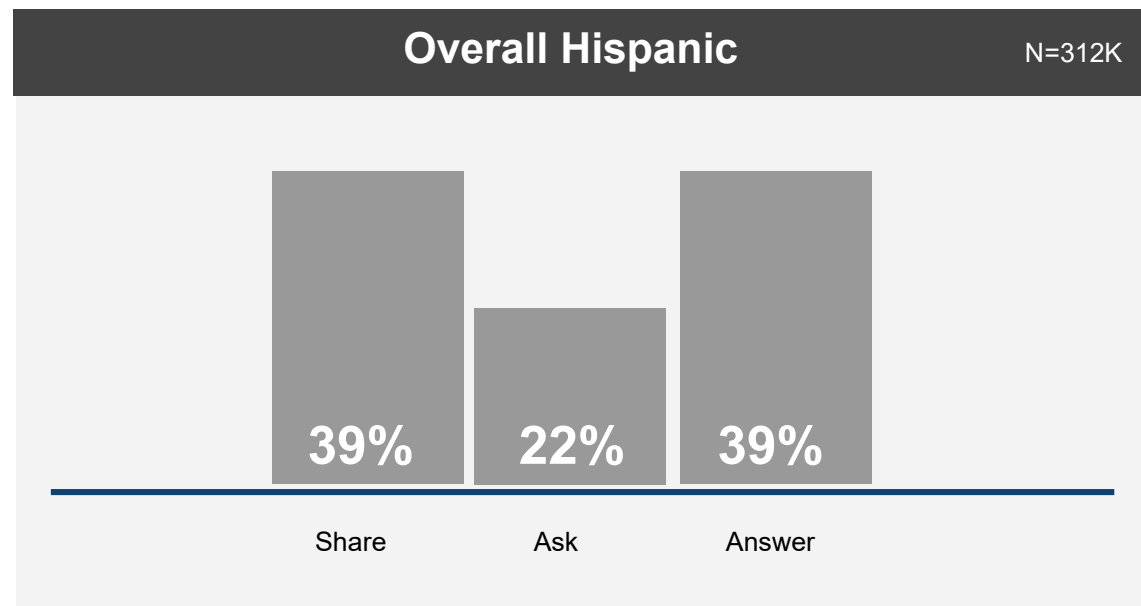


# How do Hispanics from different generations feel about living in a multigenerational household and why?



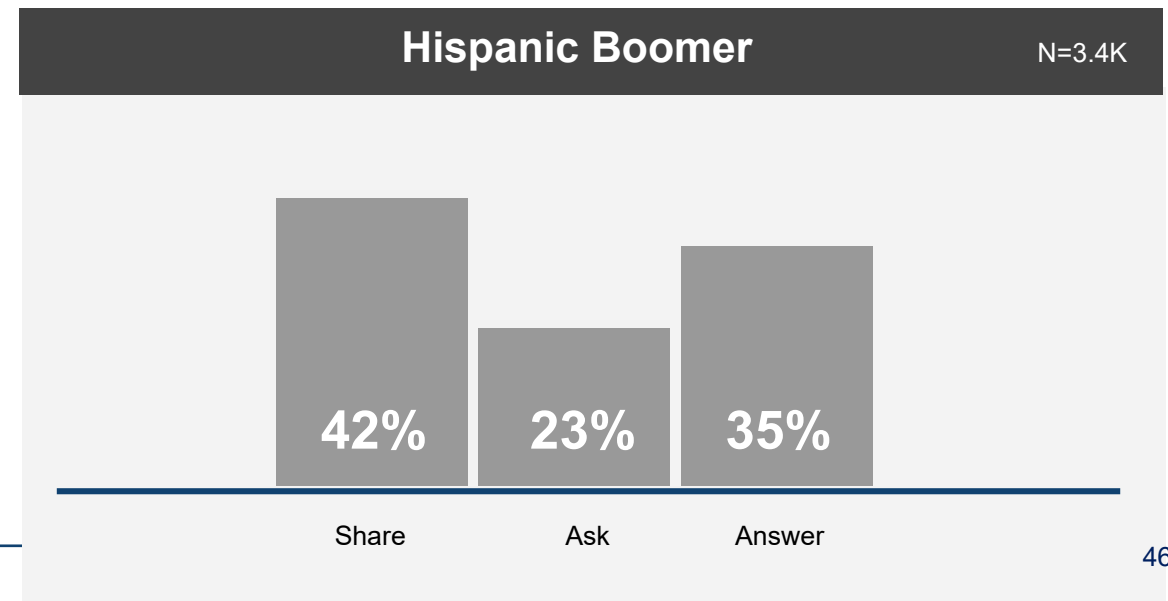
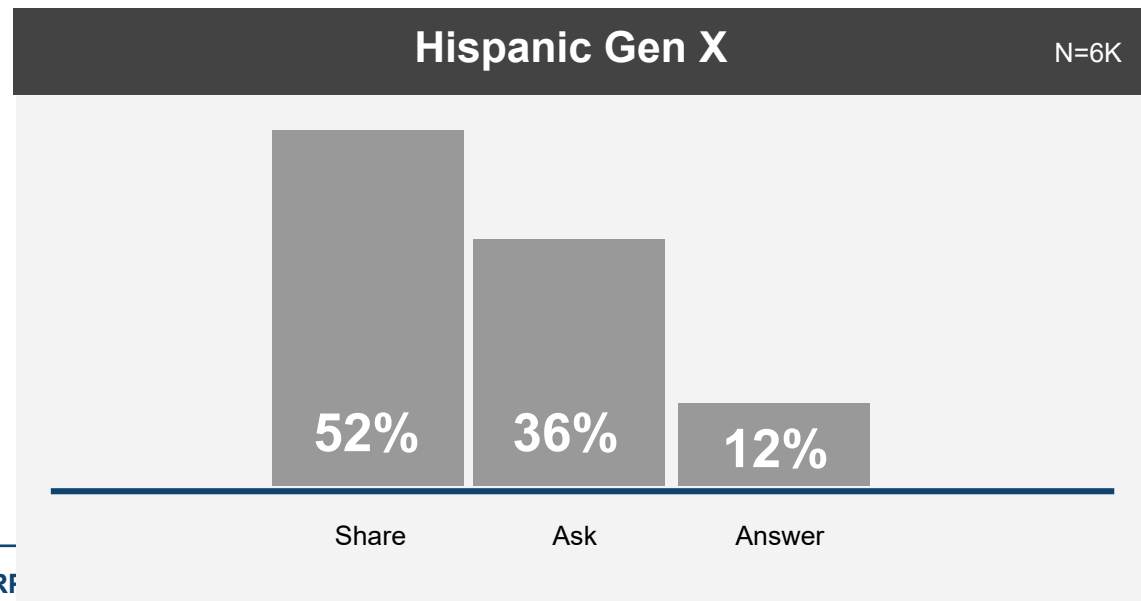
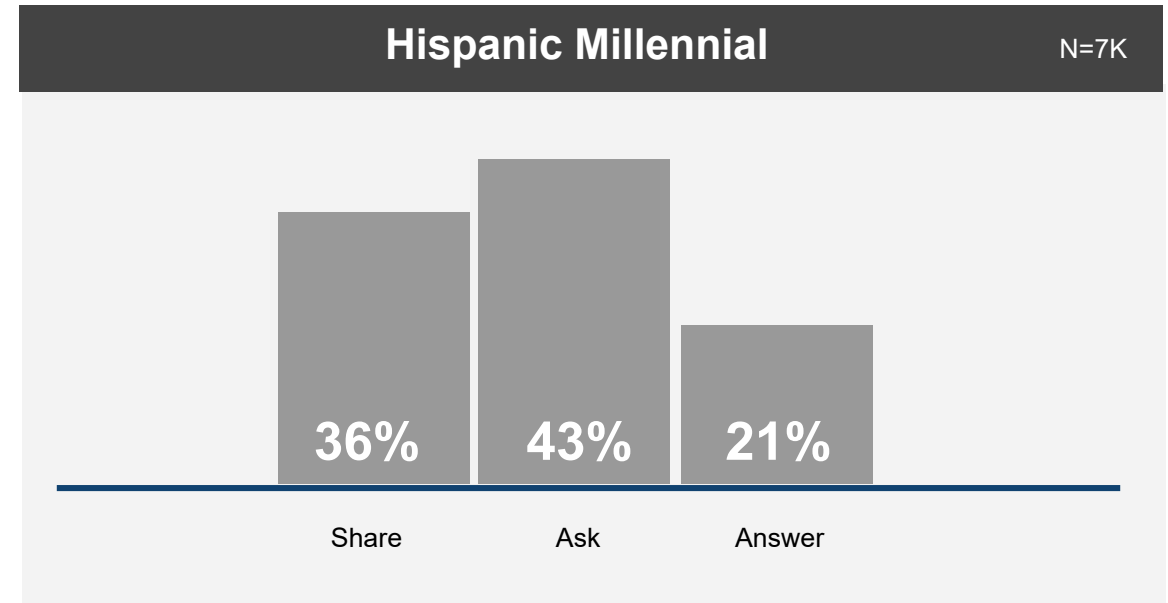
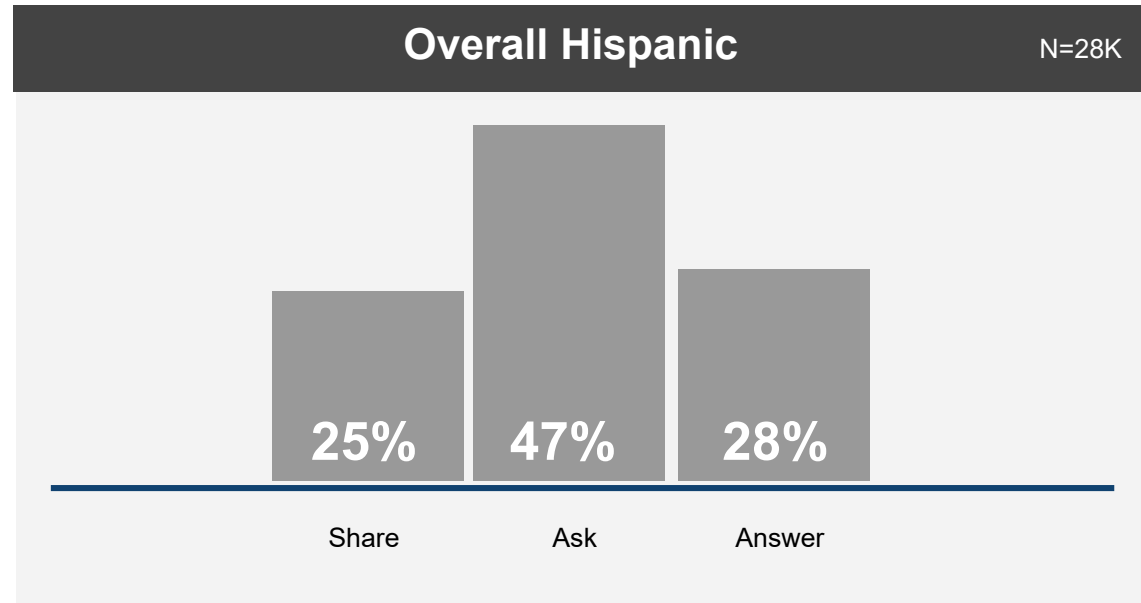
# What are they doing online?

● Neutral drivers



# What are they doing online?

● Neutral drivers



# What drives positive sentiment?



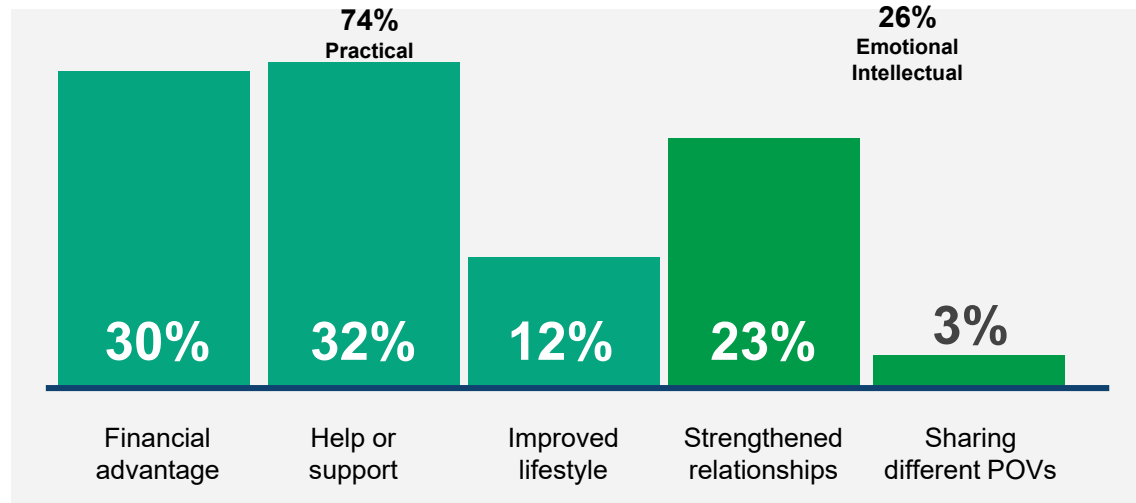
Practical drivers



Emotional/ Intellectual drivers

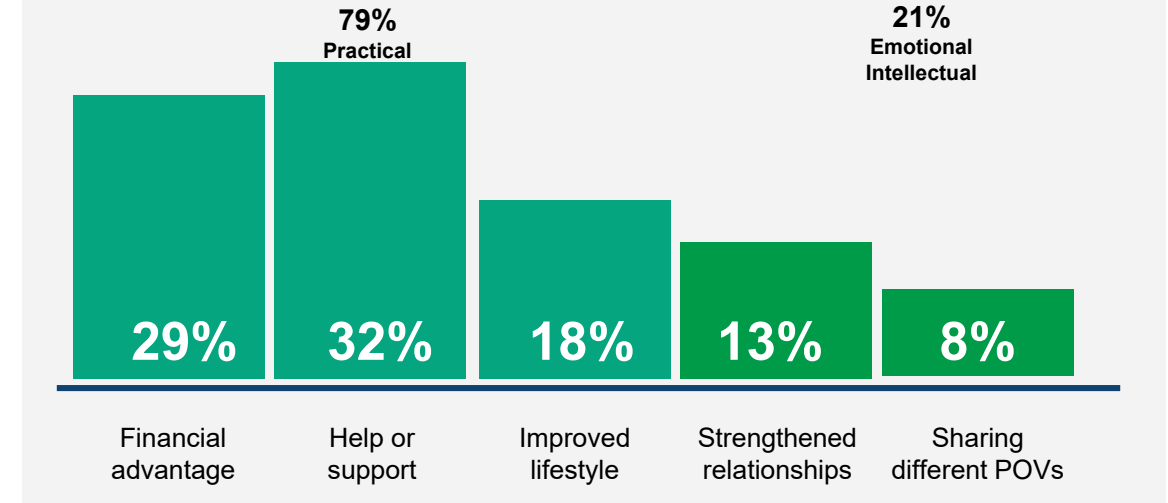
## Overall Hispanic

N=612K



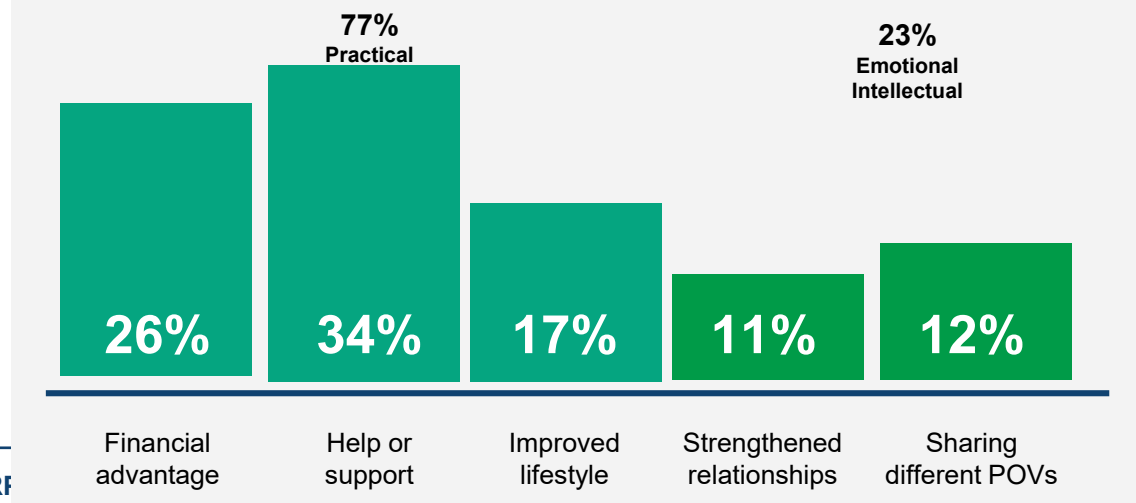
## Hispanic Millennial

N=203K



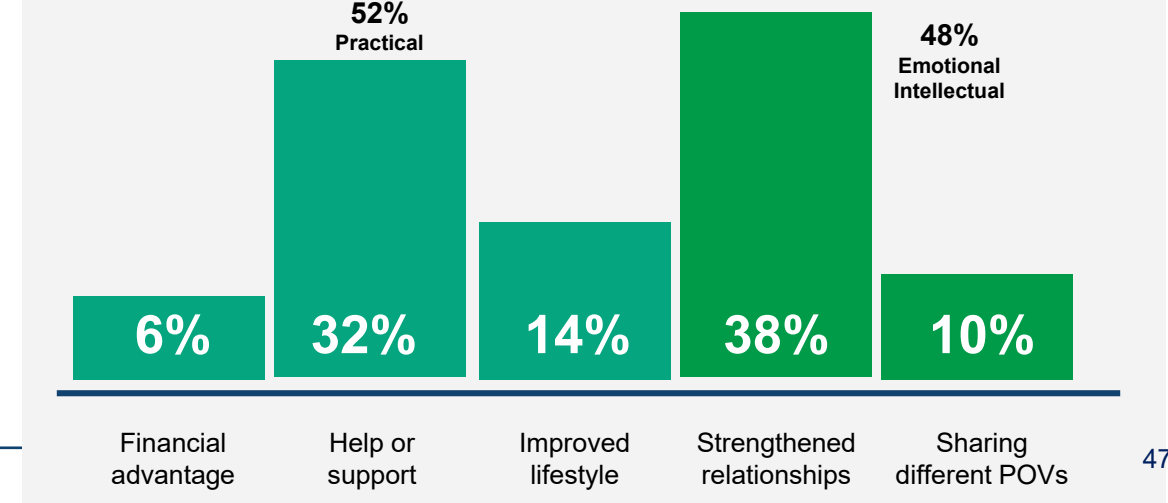
## Hispanic Gen X

N=136K



## Hispanic Boomer

N=36K



# What drives positive sentiment?



Practical drivers



Emotional/ Intellectual drivers

## Overall Hispanic

N=50K

100%  
Practical

35%

Financial  
advantage

38%

Help or  
support

27%

Improved  
lifestyle

## Hispanic Millennial

N=5K

100%  
Practical

34%

Financial  
advantage

37%

Help or  
support

29%

Improved  
lifestyle

## Hispanic Gen X

N=2.5K

100%  
Practical

12%

Financial  
advantage

54%

Help or  
support

34%

Improved  
lifestyle

## Hispanic Boomer

N=2K

100%  
Practical

5%

Financial  
advantage

74%

Help or  
support

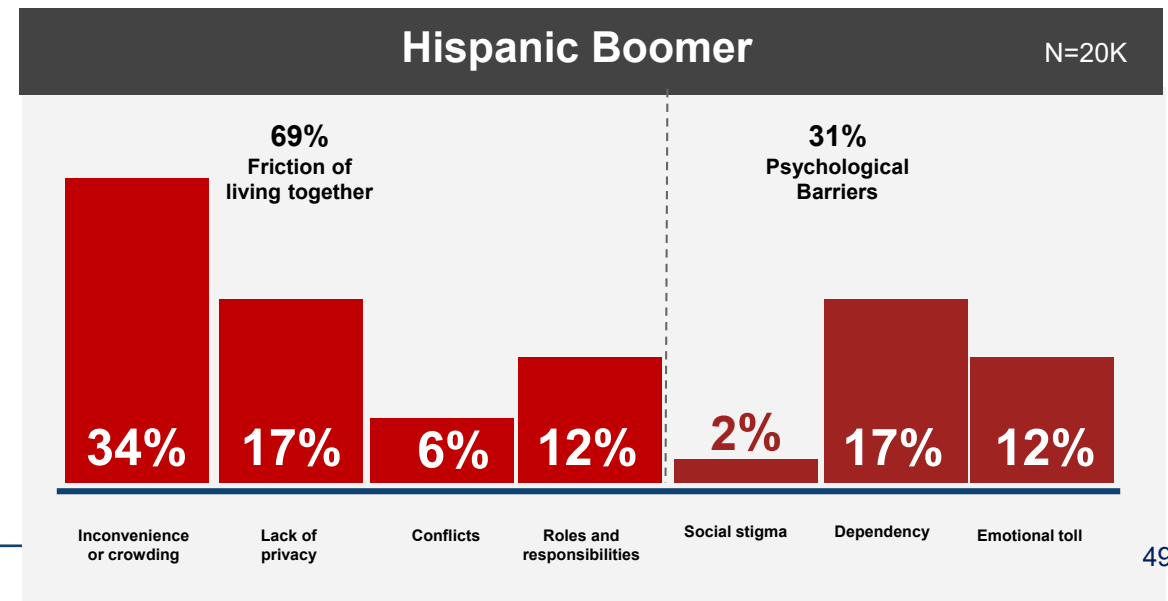
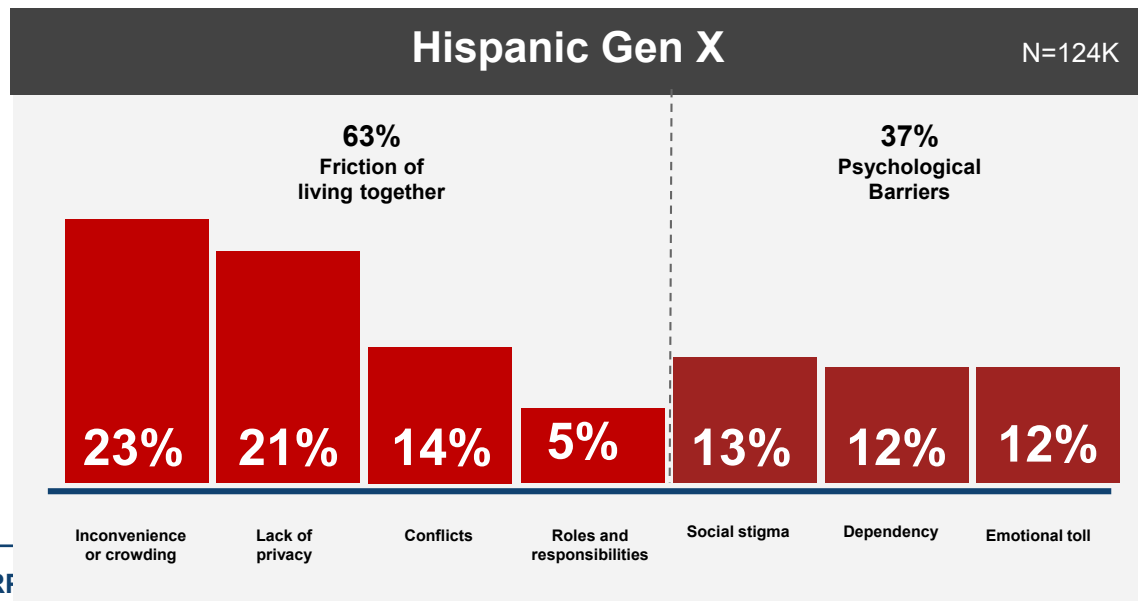
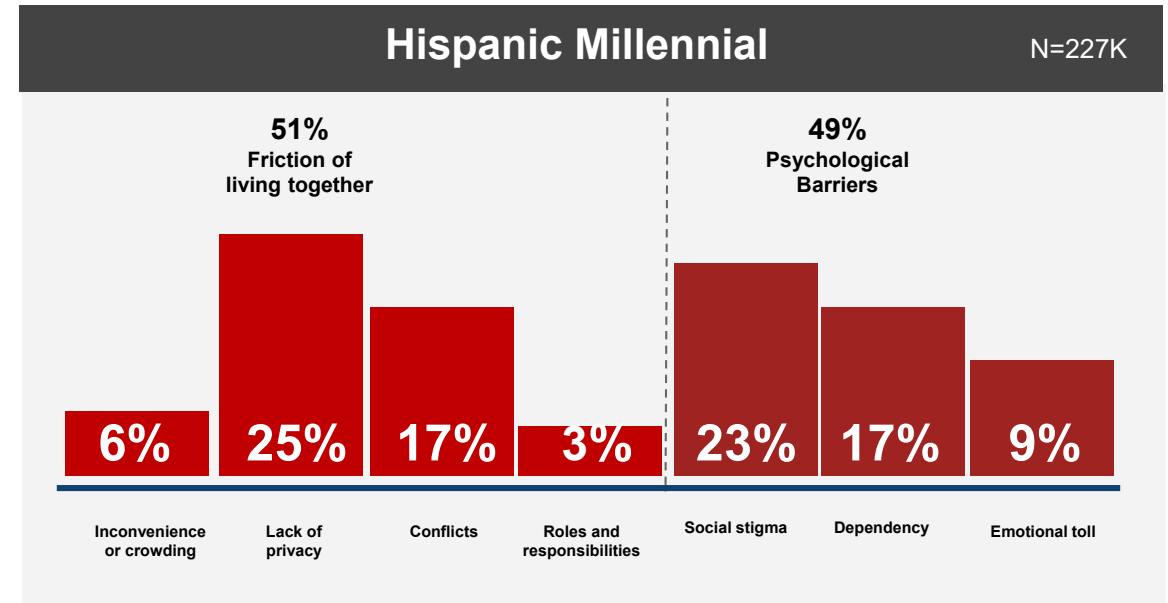
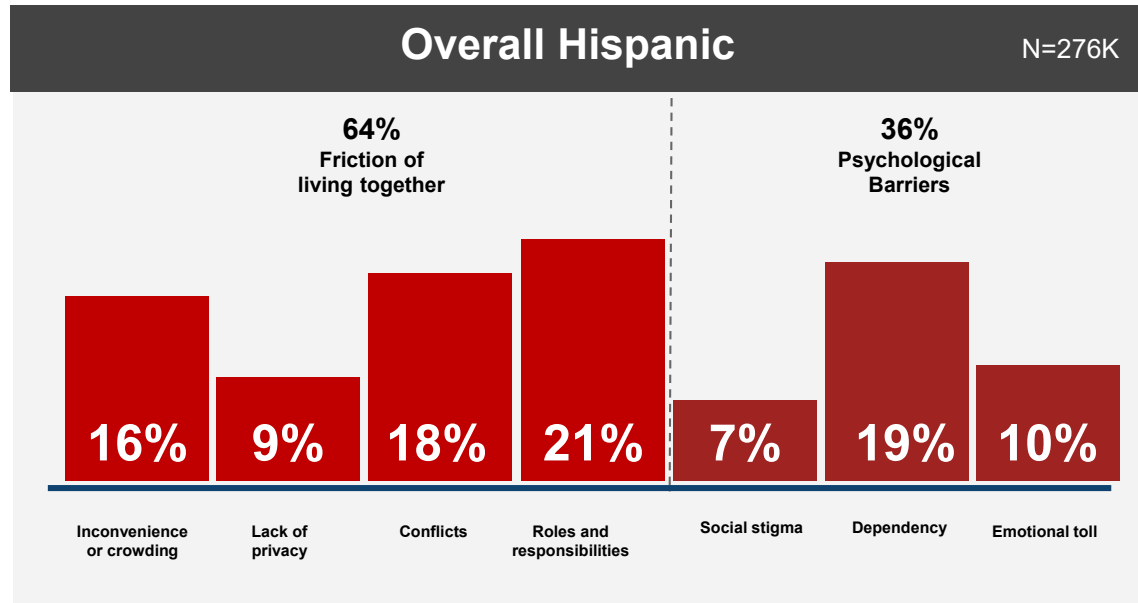
21%

Improved  
lifestyle



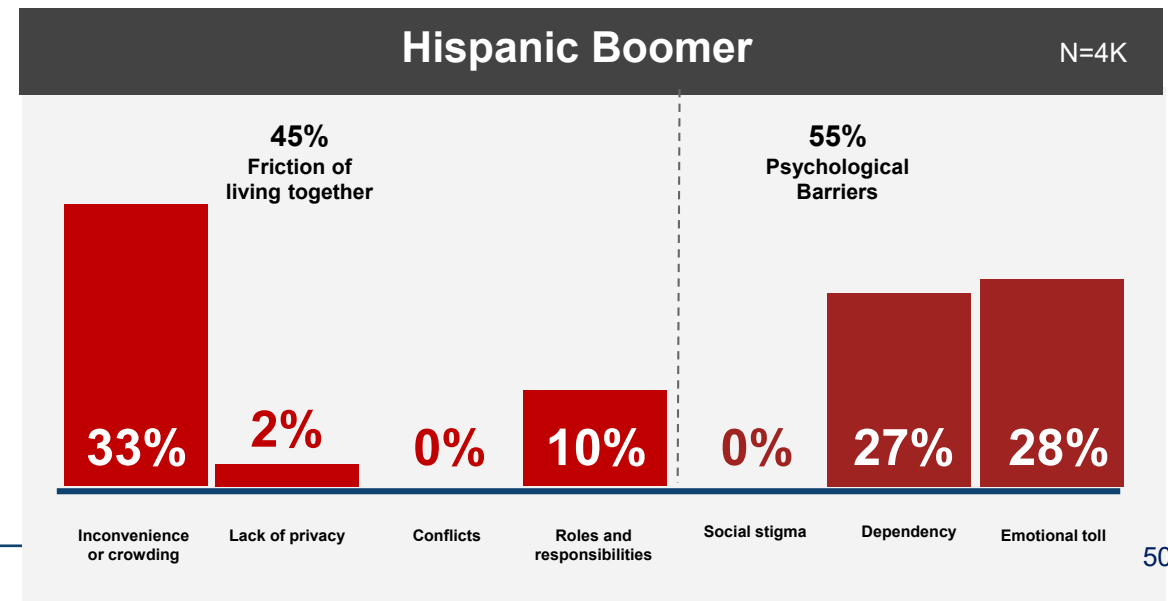
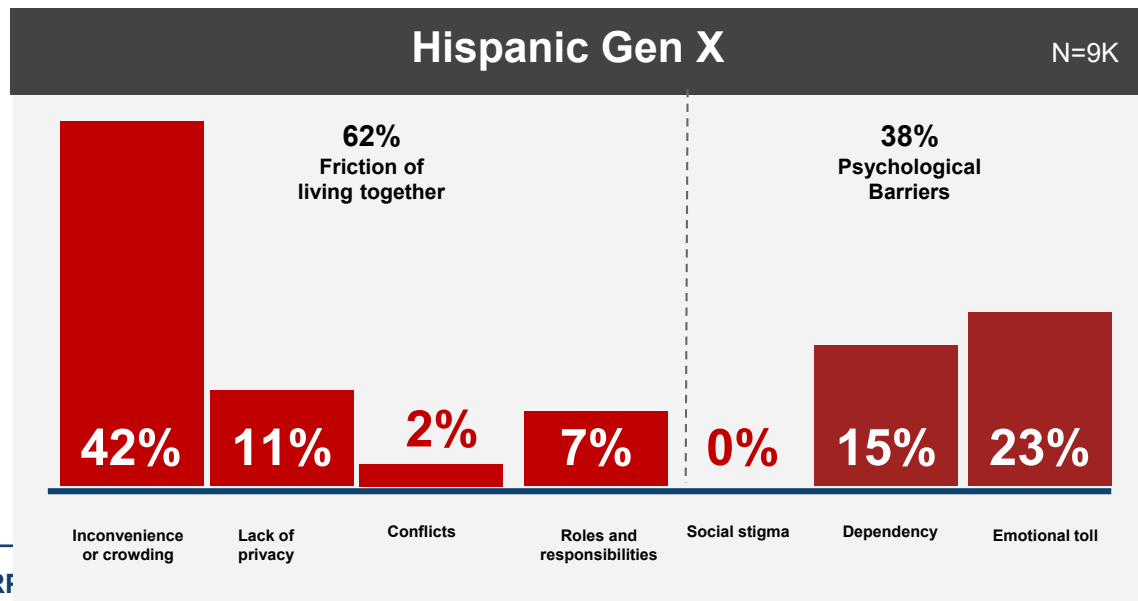
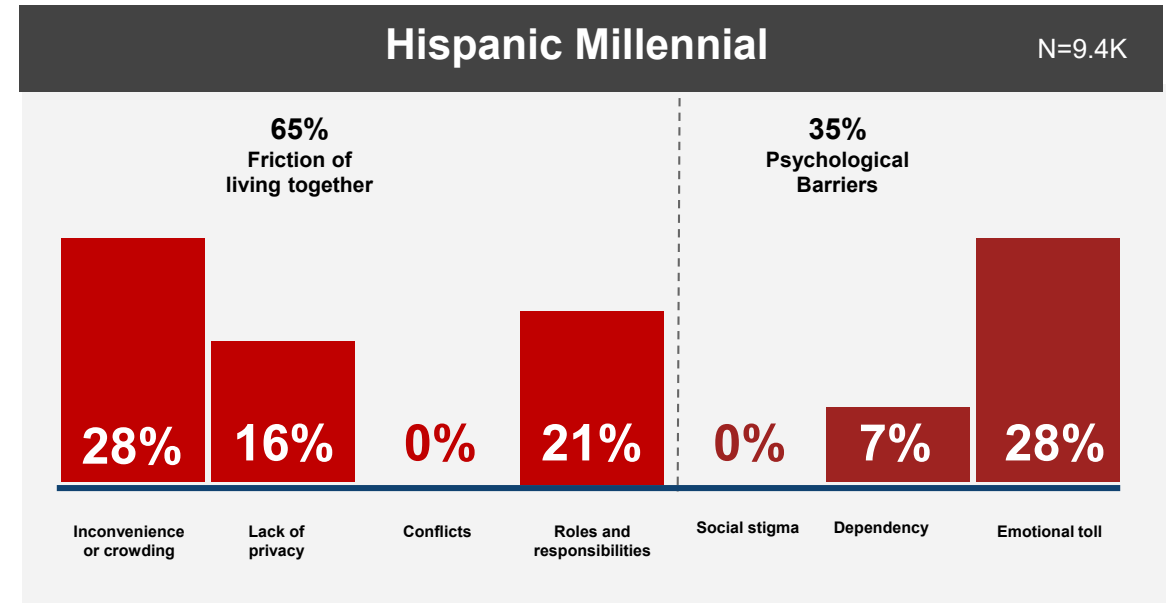
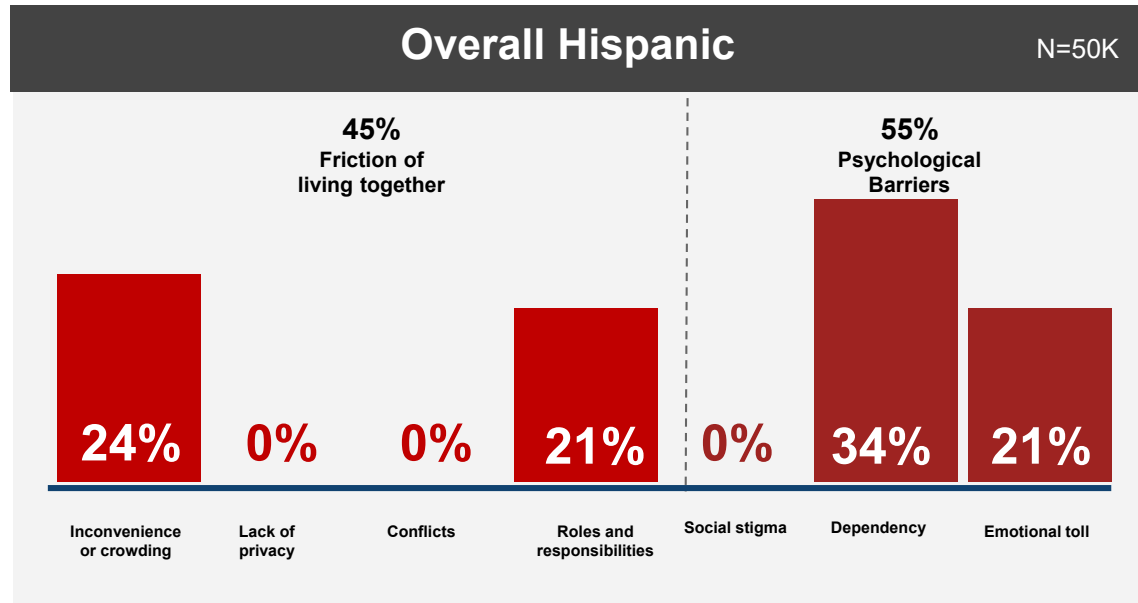
# What drives negative sentiment?

● Frictions of living together ● Psychological barriers



# What drives negative sentiment?

● Frictions of living together ● Psychological barriers



A diverse group of Black Americans of various ages are smiling and posing for a photo indoors. In the foreground, a young woman with short dark hair and a red shirt is smiling broadly, looking slightly off-camera. Behind her, several other people are visible, including a woman in a yellow sweater, a man in a blue button-down shirt, and an older man with a white beard. The background shows a bright, sunlit room with large windows and a blue wall.

## **BLACK AMERICANS MILLENNIALS, GENX AND Boomers IN THE U.S. PRE-& MID-COVID**

# Universe of Conversations Mined in the U.S.

PRE-COVID	
Feb. 1, 2019 - Feb. 29, 2020	

*N Values*

<b>Overall Black</b>	<b>1.6M</b>
Black Millennials	745K
Black Gen X	475K
Black Boomers	189K

MID-COVID	
Mar. 1, 2020 - Jun. 23, 2020	

*N Values*

<b>Overall Black</b>	<b>188K</b>
Black Millennials	39K
Black Gen X	29K
Black Boomers	14K

*Note: The conversations are tagged as pertaining to a certain group based on self-identification either in the conversation itself or on the public profile of the person involved in the conversation.*

# Black Millennials

# Black Gen X

# Black Boomers

PRE-COVID

## A pragmatic decision to withstand the challenges of starting their adult life

Living with others was a pragmatic decision as they were not ready to fulfill their adult responsibilities on their own. They were mostly motivated by factors such as survival, recovery and getting ready for their next step. Living with others came with challenges of lacking privacy and the social stigma associated with not being able to live on their own.

## A needed set back

For Black Gen X, living with other generations was not their ideal choice, conflicting with their drive to advance, be self-sufficient and independent. They were motivated to consider such living arrangement to withstand financial challenges. Although they valued the financial advantages and support they good get and give, social stigma and a sense of dependency negatively impacted them.

## A way to fight isolation and help others

They were the more positive segment and were highly motivated by internal motives suchs as connecting with others, giving and receiving help and a sense of obligation. Living with others helped fight isolation and contribute to others' lives in a fulfilling way. They were going online to share their personal situation, the benefits but also the challenges of living with others (crowding, lack of privacy, sense of dependency)

MID-COVID

## An inevitable choice

Their community has become disproportionately hit by the pandemic, living with others becomes inevitable as they need a way to survive and recover. They face the challenges of living in a crowded place and struggle with the emotional toll of not being able to live on their own. They are coming online to share their knowledge and their personal situations.

## Facing challenges together

Even though living with others help them survive and get support they need, they are more negative than before because of the crowding and also the emotional impact it implies. They are looking for ways to make it work as there is no other option for them at this time.

## Dealing with a sense of obligation

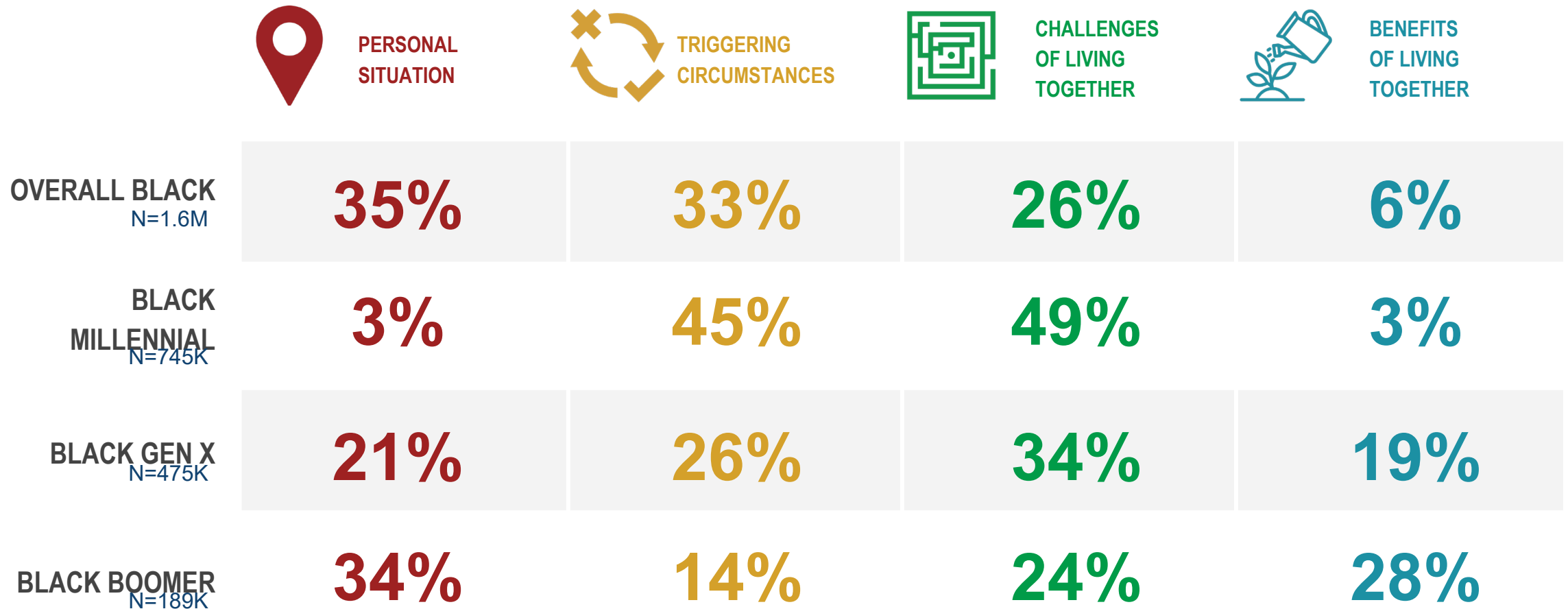
Living together becomes a way to survive and recover in those difficult times. Being community minded just like other generations, Boomers feel a strong sense of obligation to help others by sharing their living space. However, they suffer from the crowding but also the sense of dependency of having to rely on others. Still they see a silver lining in the support they can get and provide and the improvement in their lifestyle.



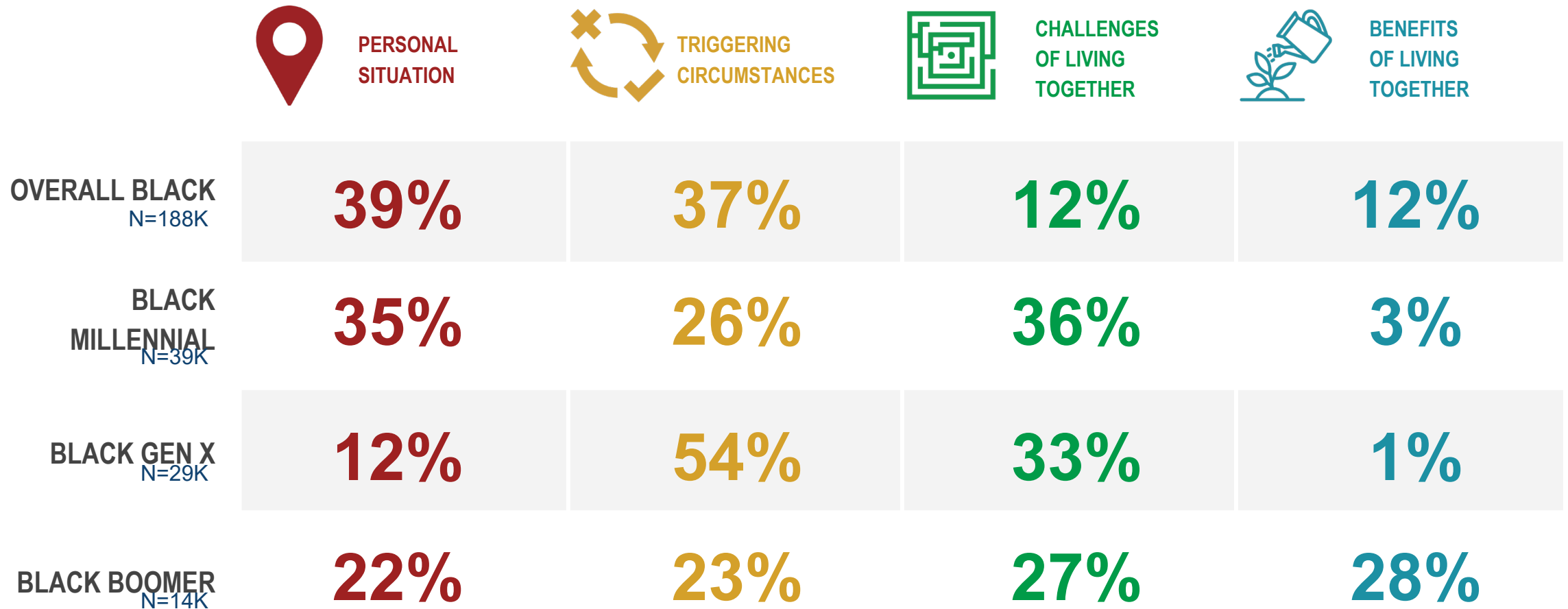
# TOPICS

	Black Millennials	Black Gen X	Black Boomers
PRE-COVID	Black Millennials discussed the most the <b>challenges</b> of living together as well as the <b>situations that triggered</b> the decision of living together more than any other generations and more than Millennials in general. They are coming online to share their challenges but also to find solutions to make it work.	Black Gen X talked about the <b>challenges</b> , the <b>triggering</b> circumstances and their <b>personal situation</b> . They also discussed the <b>benefits of living together</b> much more than Millennials. Multigenerational living for them seem to be an interesting arrangement that comes with challenges but benefits as well.	Black Boomers' conversations were more focused on sharing their <b>personal situation</b> and the <b>benefits</b> of living with others. They were the generation that could see the most the benefits of living with other generations as a way to fight isolation just like other Boomers.
MID-COVID	They still discuss <b>triggers and personal situation but less</b> , as they are now focused on sharing their <b>personal situation with others</b> . They look for an outlet to discuss their story but also to connect with people in similar situations.	As they have been particularly hit by COVID-19 health-wise and economy-wise, they discuss the <b>triggering circumstances</b> more than any other generation. They also discuss their <b>challenges</b> . Their conversations about the benefits have nearly disappeared. Black Gen X may have had to rely on multigenerational living involuntarily to withstand the storm.	They still talk first about the <b>benefits</b> of living with others (economic and support related), but also acknowledge the <b>triggering circumstances</b> and the <b>challenges</b> that come with this type of living arrangement. They are still focused on the silver lining yet the choice of living with other generations may have come out of necessity and they need help to make it work.

# What do Black Americans from different generations discuss when talking about living in a multigenerational household?



# What do Black Americans from different generations discuss when talking about living in a multigenerational household?



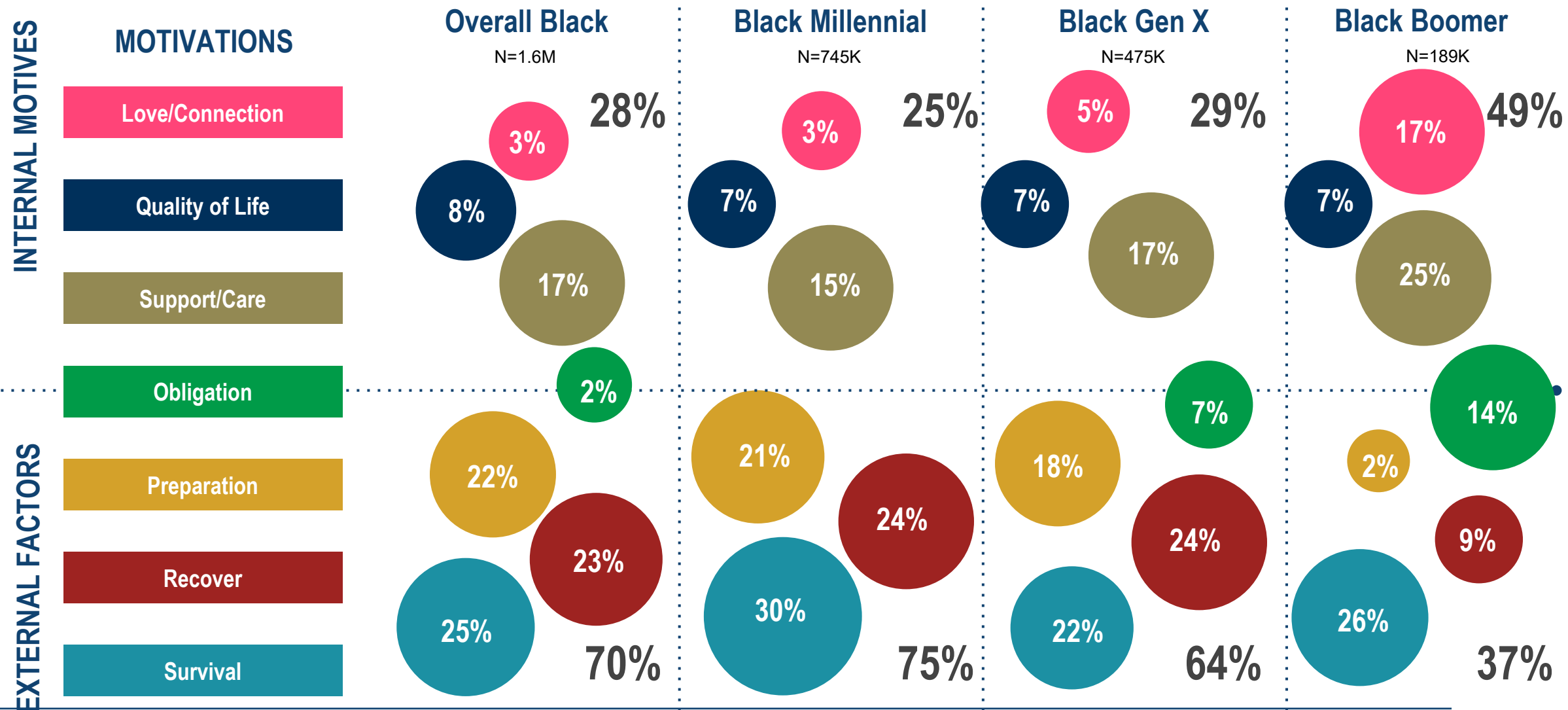


# MOTIVATIONS

	Black Millennials	Black Gen X	Black Boomers
PRE-COVID	<p>The most motivated by <b>external factors</b>, Black Millennials used to move in with others <b>first to survive, than to recover from a crisis or get ready for their next chapter</b>. Living with others seemed to be a more pragmatic choice as they faced the challenges of starting their adult life and fulfilling their responsibilities. Living with other generations could also help them give and receive the <b>support they needed</b>.</p>	<p>Just as Millennials, they were more motivated by external factors and living with others seemed to be more of a pragmatic choice. Multigenerational living was a way to <b>recover from a situation, survive and also get ready for a new chapter</b>. They also saw this living arrangement as a way to <b>get and give support</b>.</p>	<p>Just like other Boomers, Black Boomers were the most motivated by <b>internal factors, especially support and connection</b>. They also had the strongest sense of <b>obligation</b> of all 3 generations. Living with other generations was definitely a choice that could help them fight isolation and find a sense of fulfillment while helping others.</p>
MID-COVID	<p>During the pandemic they have become even more motivated by external factors, with a dominant focus on <b>survival and recovery</b> as their community has been disproportionately hit by the pandemic.</p>	<p>Just like Millennials, <b>survival and recovery</b> have become strong motivations for them but they also see in this decision a way to <b>provide and get needed support</b> in such challenging times.</p>	<p>During COVID, their motivations are mostly fueled by <b>external factors</b>. Living with other generations become a pragmatic and reactive choice to <b>survive and recover</b>. Also, they feel a strong <b>sense of obligation</b> to help other generations as their whole community has been affected by the pandemic in major ways.</p>

# What motivates Black Americans from different generations to consider and adopt living in a multigenerational household?

PRE-COVID



# What motivates Black Americans from different generations to consider and adopt living in a multigenerational household?

INTERNAL MOTIVES

## MOTIVATIONS

Love/Connection

Quality of Life

Support/Care

Obligation

Preparation

Recover

Survival

EXTERNAL FACTORS

## Overall Black

N=188K

27%

27%

35%

38%

73%

## Black Millennial

N=39K

11%

11%

44%

42%

86%

## Black Gen X

N=29K

20%

20%

43%

36%

79%

## Black Boomer

N= 14K

12%

12%

31%

34%

65%

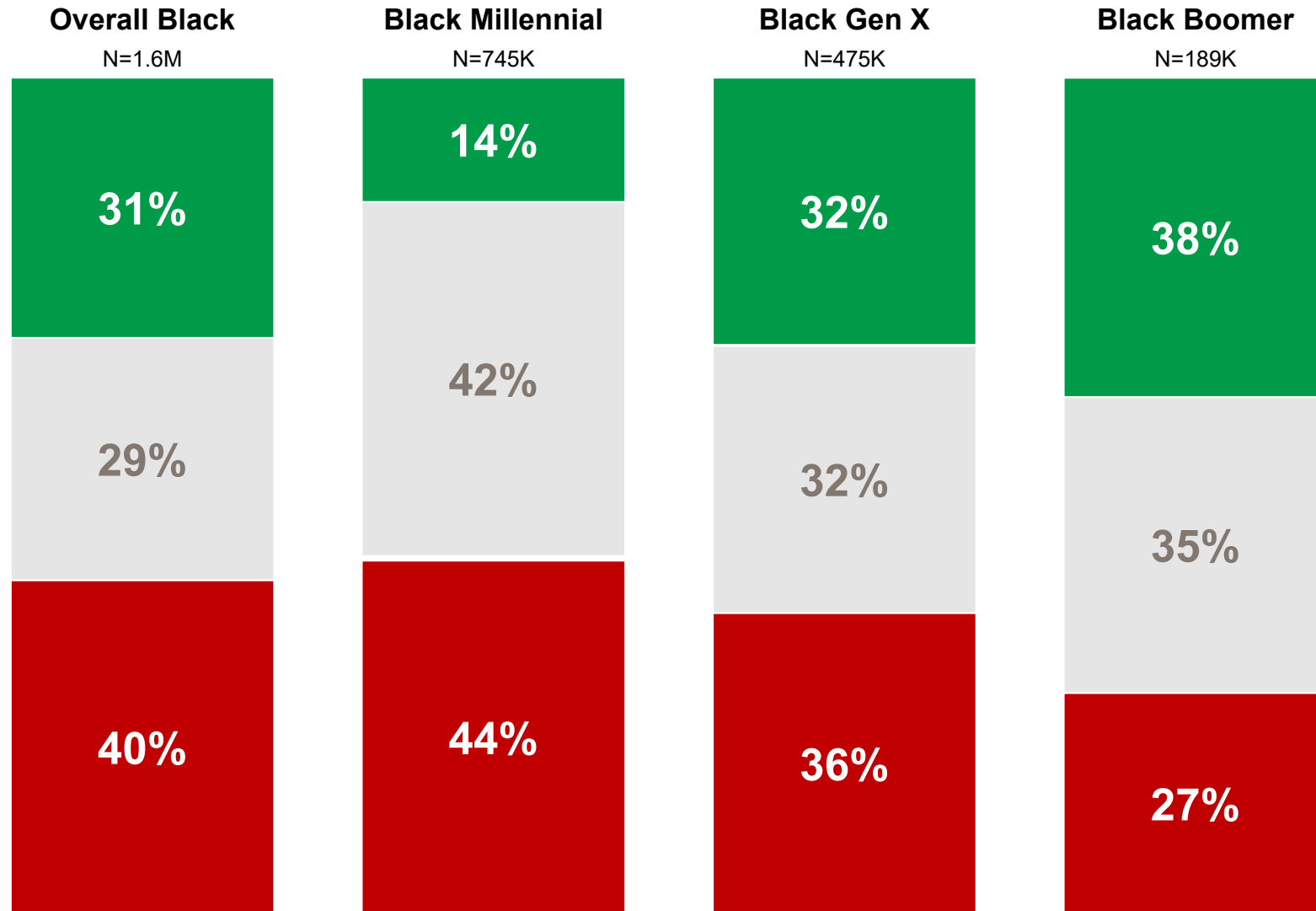
23%

MID-COVID

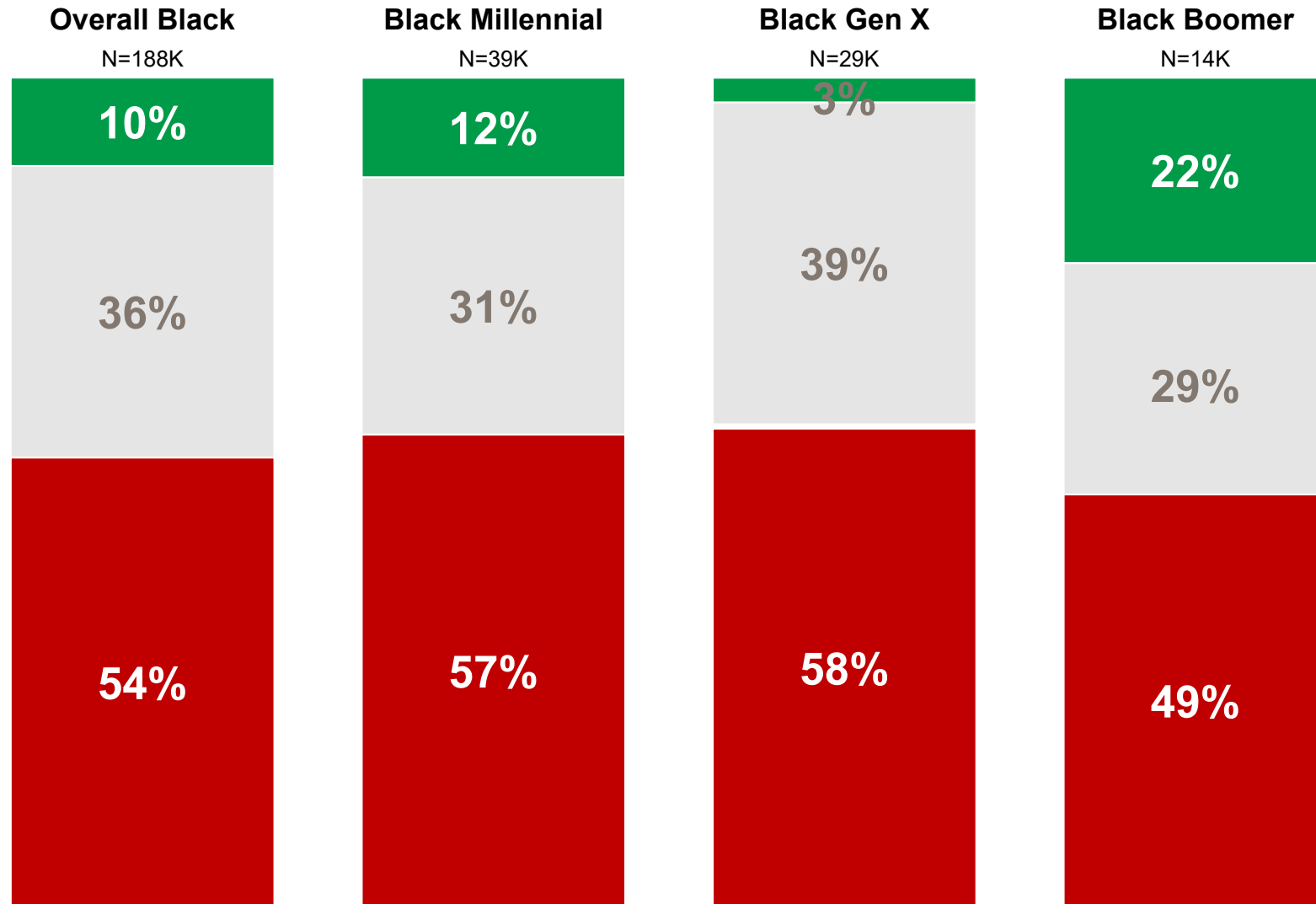
# SENTIMENT

	Black Millennials	Black Gen X	Black Boomers
PRE-COVID	<p>They were the <b>most negative and the least positive</b> about living with other generations because they struggled with <b>lack of privacy, social stigma and the emotional toll</b>. They were also the most <b>neutral</b>, coming online to <b>ask questions</b> about such living arrangement looking to evaluate if it was a good choice for them and how to make it work.</p>	<p>They had a <b>polarized sentiment</b>. They saw living with other as a way of <b>getting/giving support and a financial advantage</b>, but also they had to deal with <b>social stigma and the sense of dependency</b>. Living with others for them may have been seen as a needed setback to their advancement.</p>	<p>Just like other Boomers, they were the <b>most positive segment</b> and saw in multigenerational living an opportunity to <b>get and give the needed support and strengthen their relationships</b>. As they may be more familiar than other generations with such living arrangement, they came online to <b>share their experience</b> with others the most.</p>
MID-COVID	<p>Their <b>negative sentiment increases</b> but it now relates to <b>inconvenience/ crowding</b> and the <b>emotional toll</b> just like other Millennials. As more of them have adopted such living arrangement, they come online to <b>answer questions</b> more than any other generations, looking to help others by sharing their experience and tips.</p>	<p>During the pandemic, they are the most negative segment, affected equally by the <b>crowding and the emotional toll and a sense of dependency</b>. Their positive sentiment has nearly disappeared. They are going online to <b>ask questions</b> more than other generations in order to find support and advice on making it work.</p>	<p>With the pandemic, their <b>negative sentiment</b> increases and their <b>positive sentiment</b> dropped. When negative, they suffer from the <b>crowding, the sense of dependency and the emotional toll</b> of having to live with others. Still the silver lining comes with <b>getting and giving the needed support as well as improving their lifestyle</b>.</p>

# How do Black Americans from different generations feel about living in a multigenerational household and why?

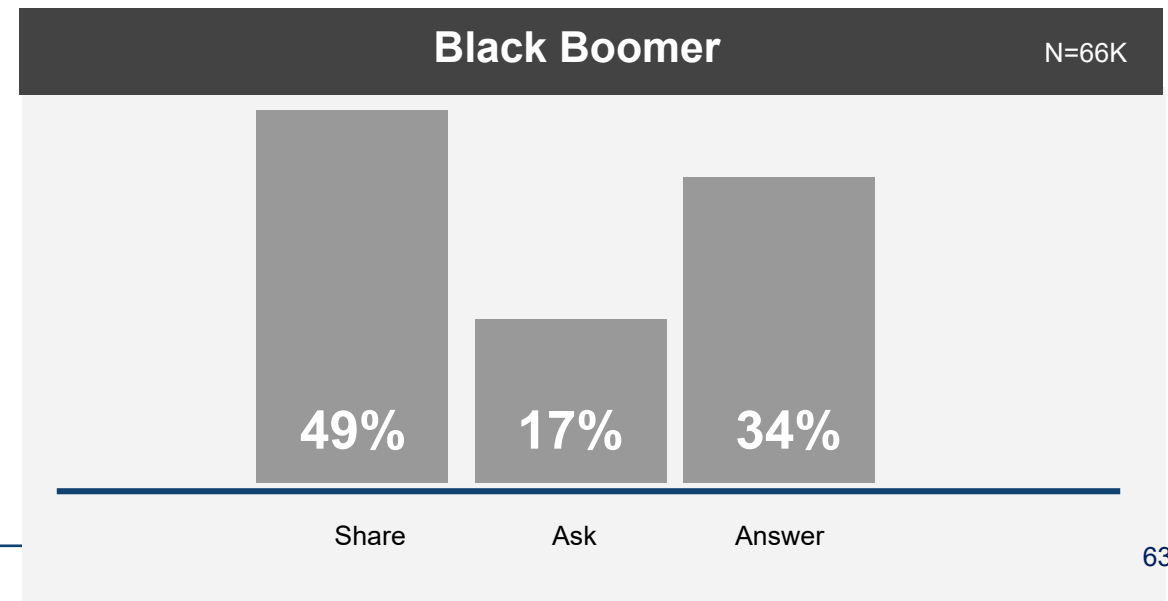
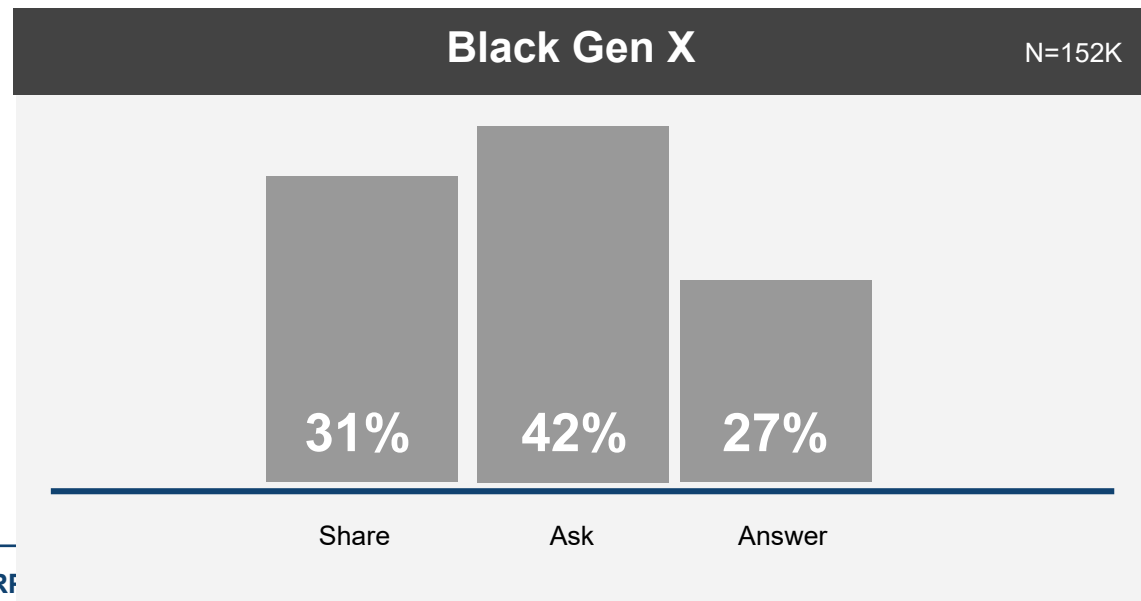
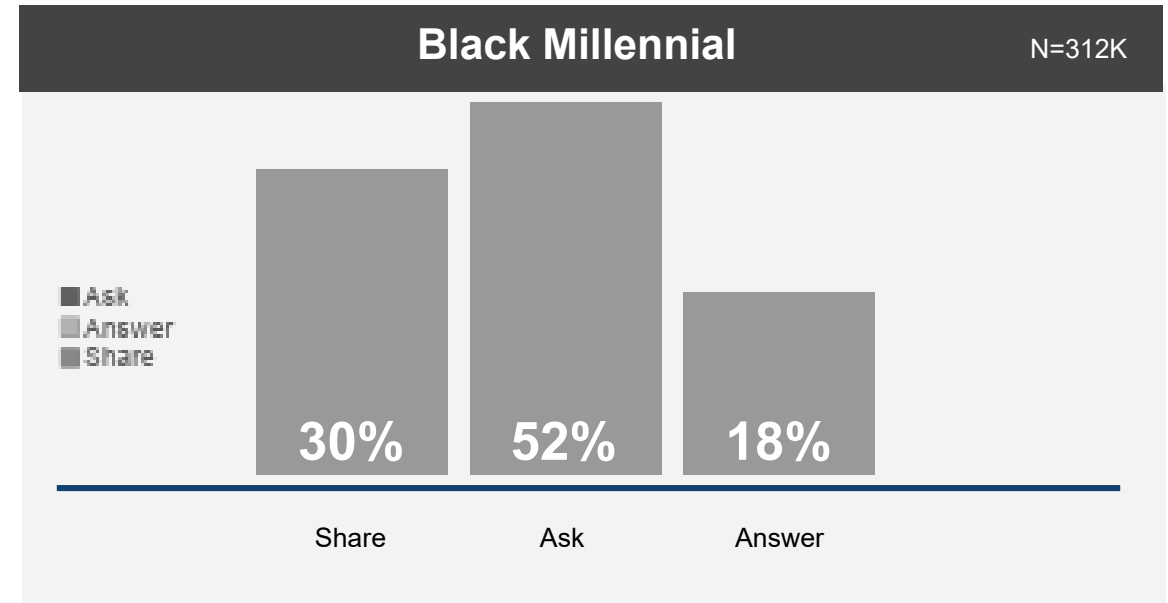
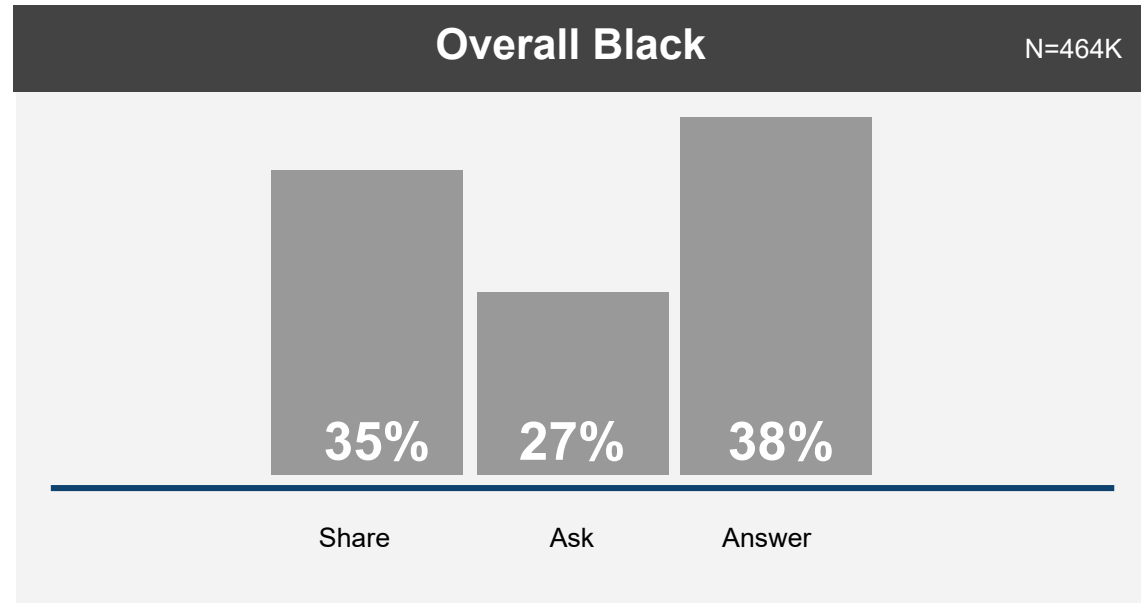


# How do Black Americans from different generations feel about living in a multigenerational household and why?



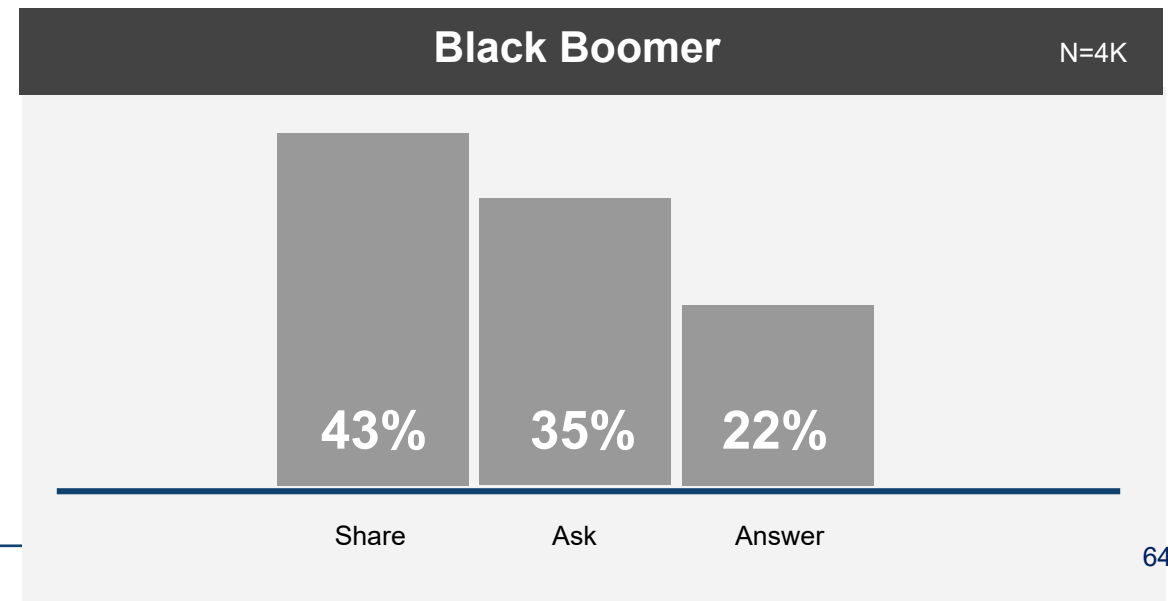
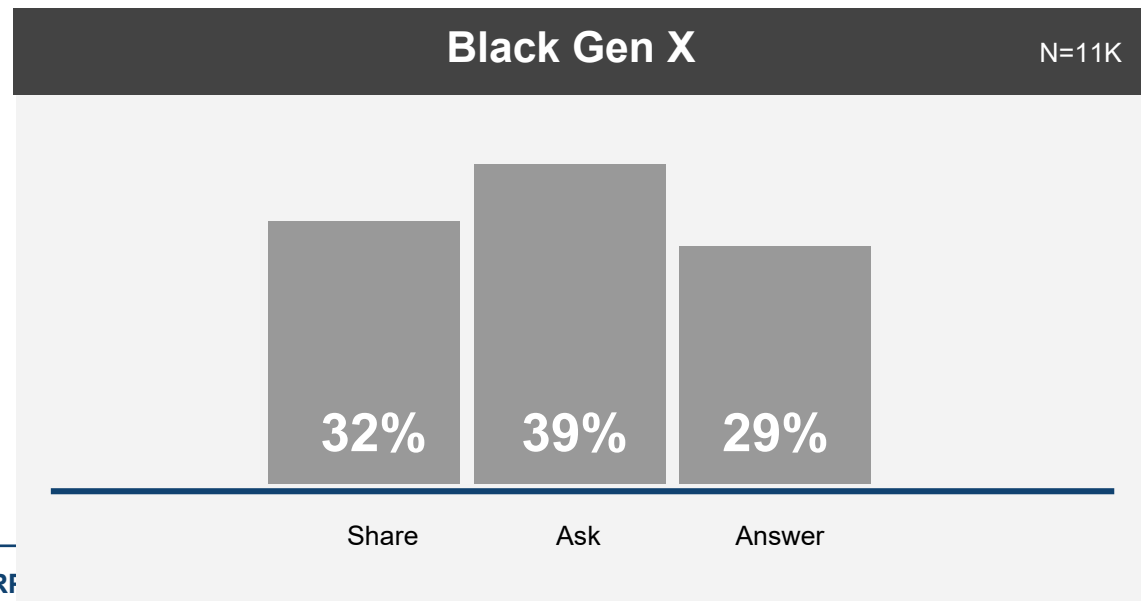
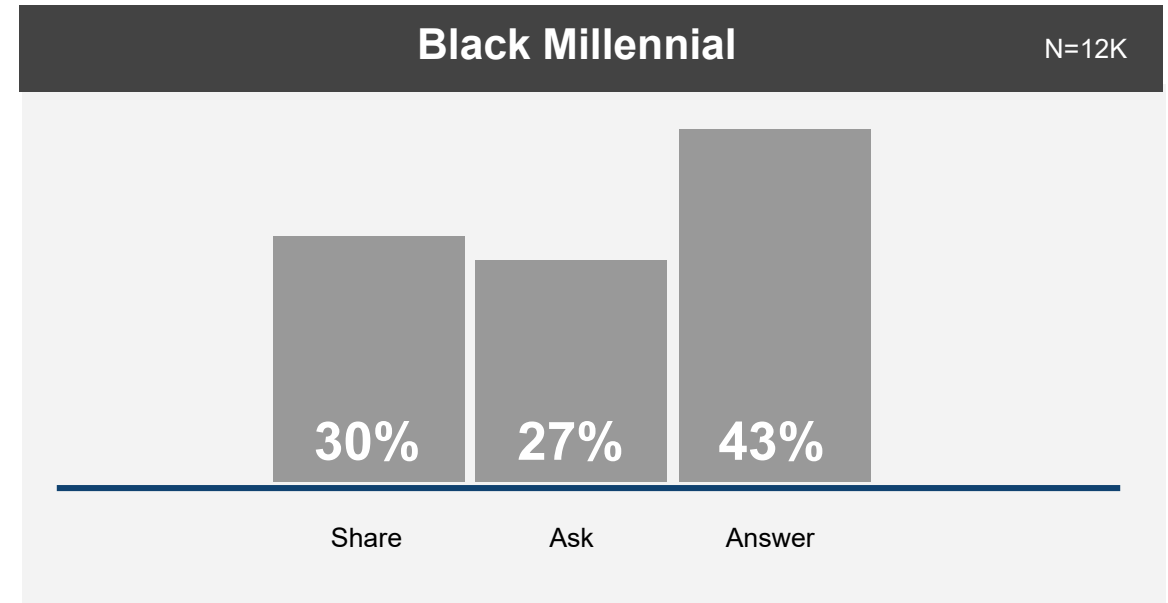
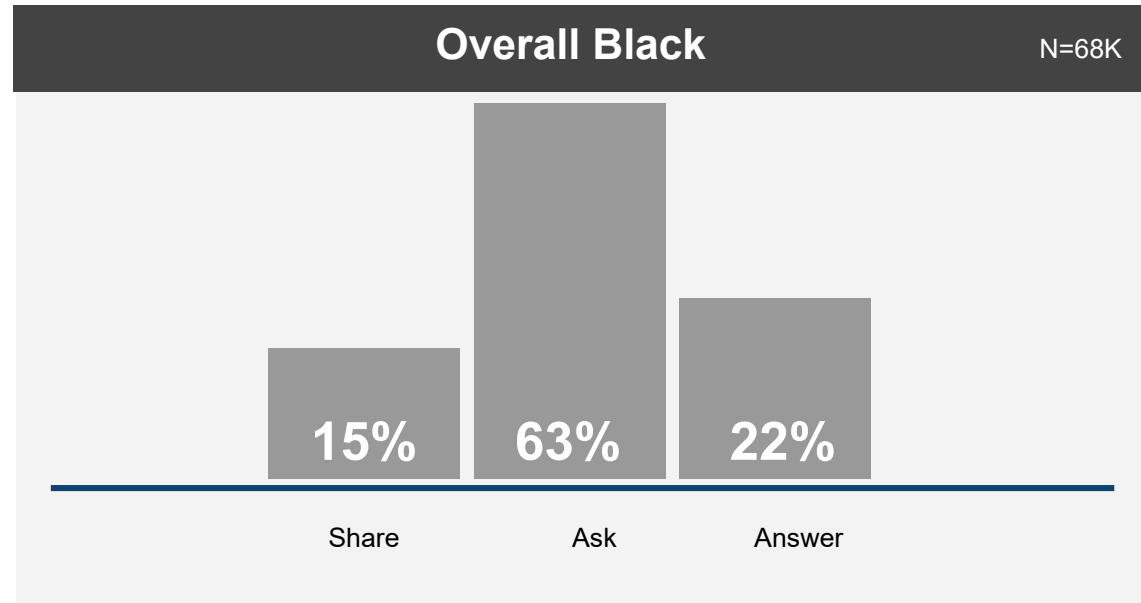
# What are they doing online?

● Neutral drivers



# What are they doing online?

● Neutral drivers





# What drives positive sentiment?



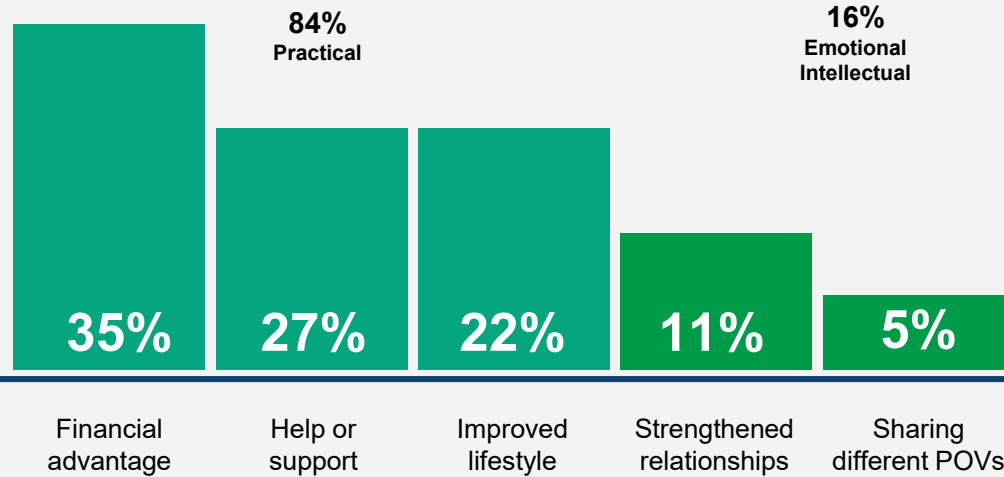
Practical drivers



Emotional/ Intellectual drivers

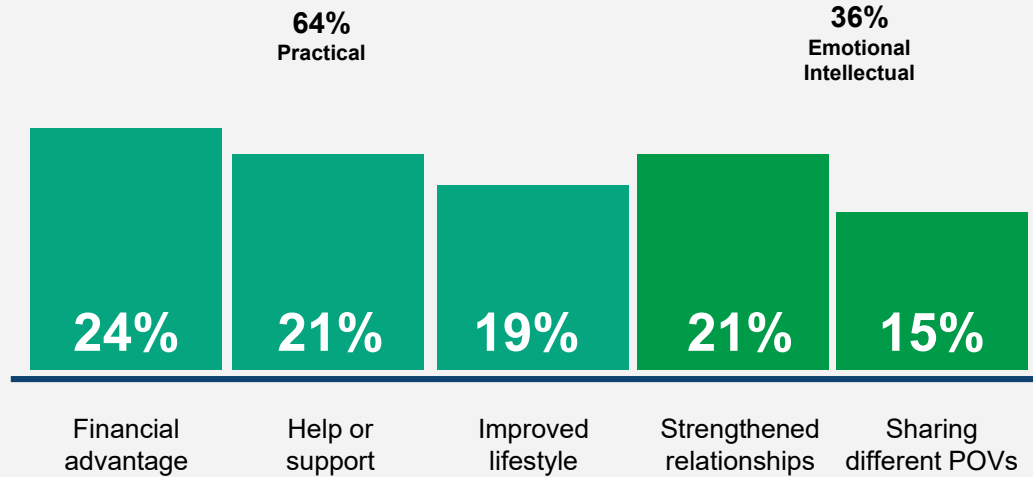
## Overall Black

N=496K



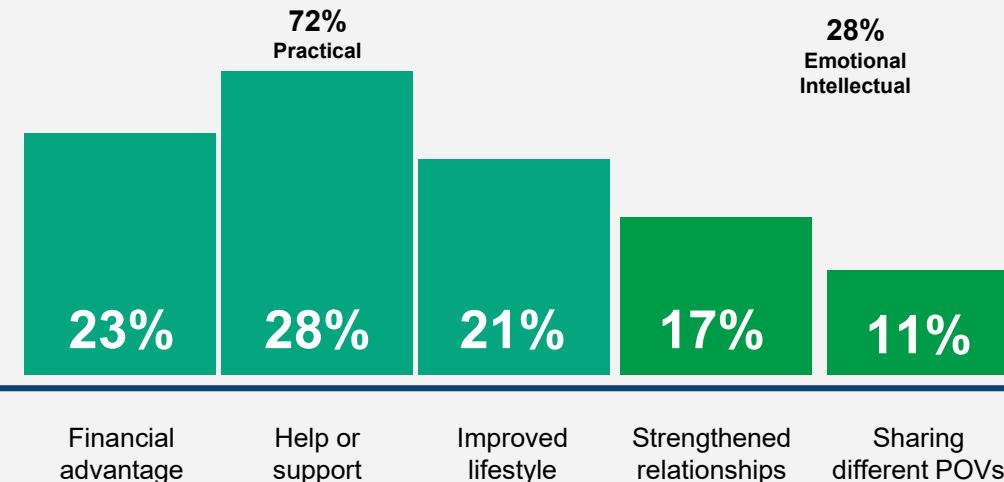
## Black Millennial

N=104K



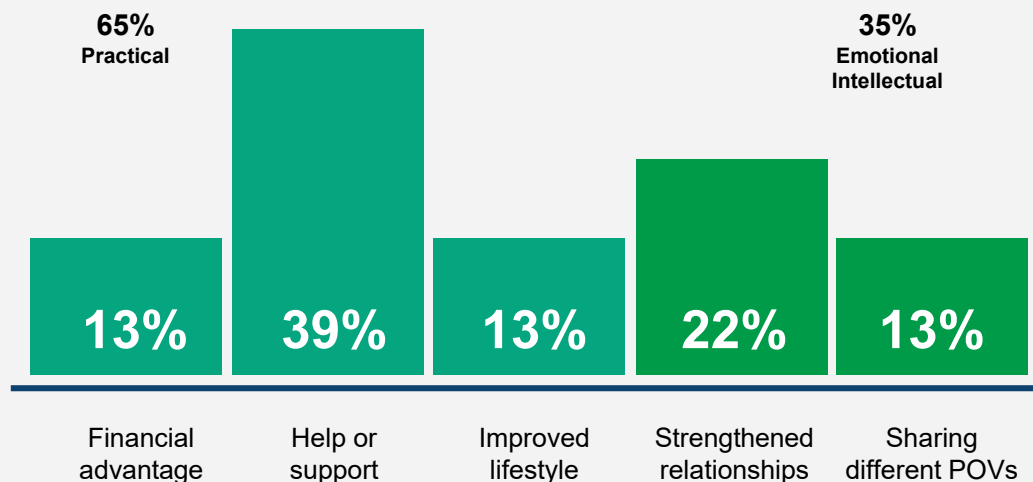
## Black Gen X

N=152K



## Black Boomer

N=72K



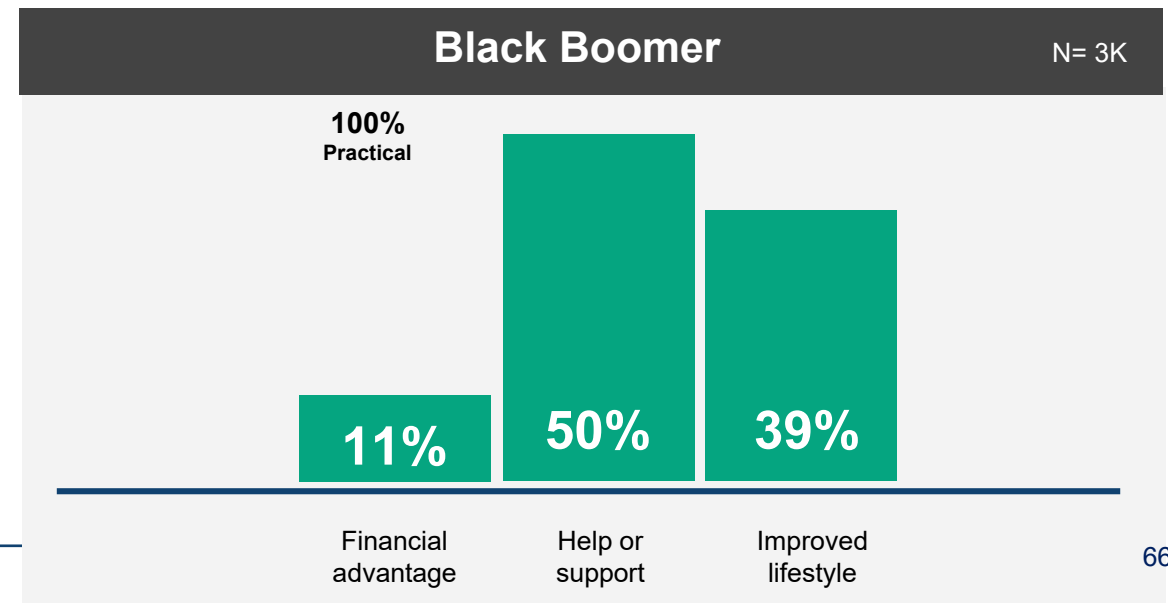
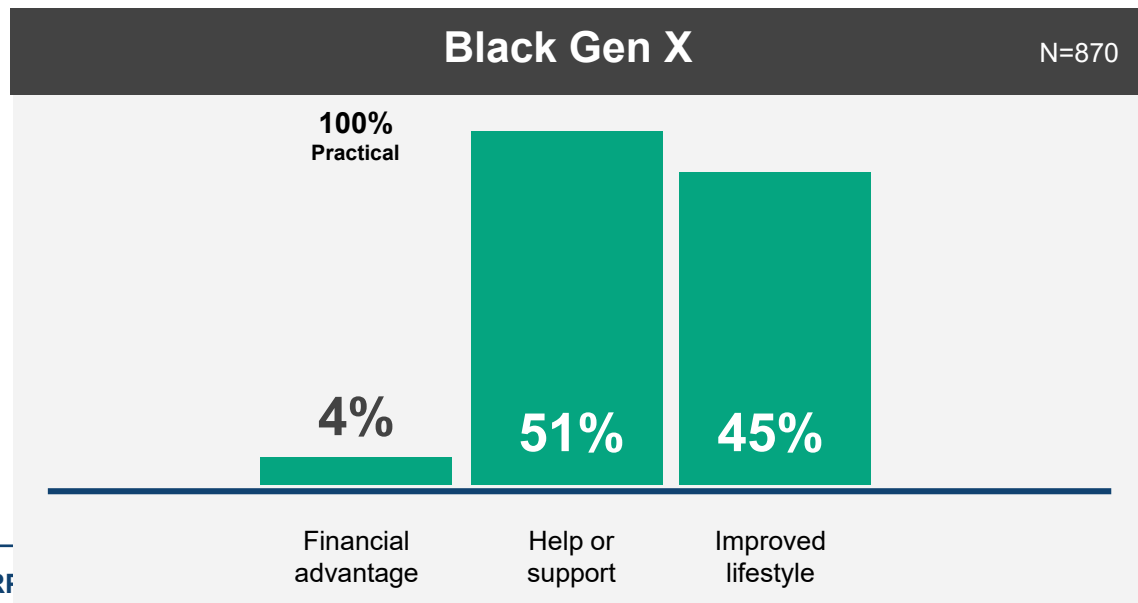
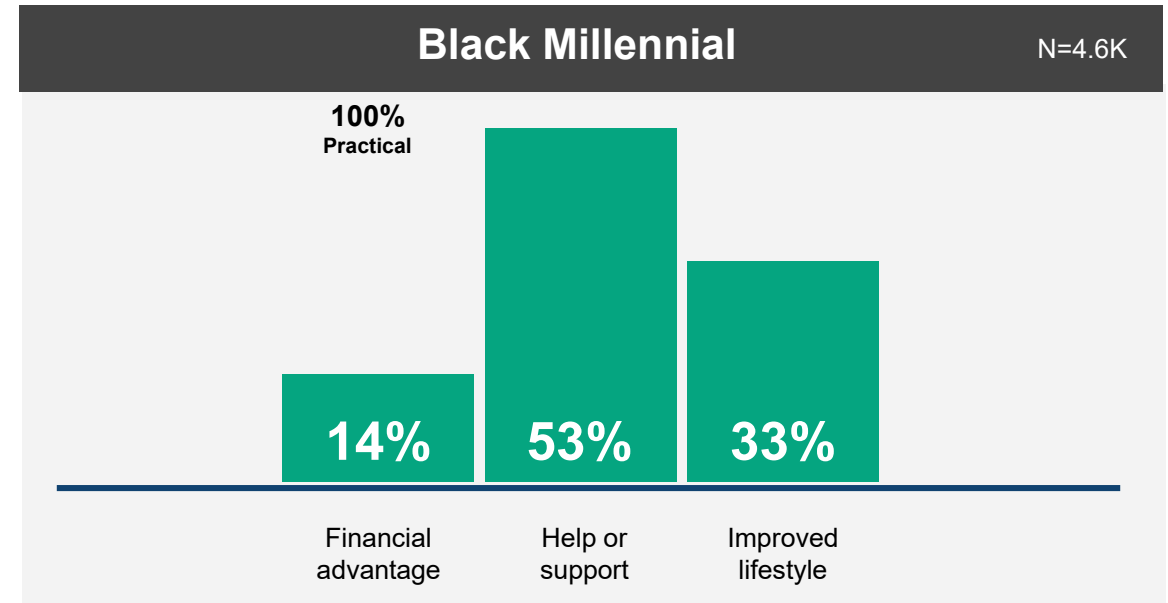
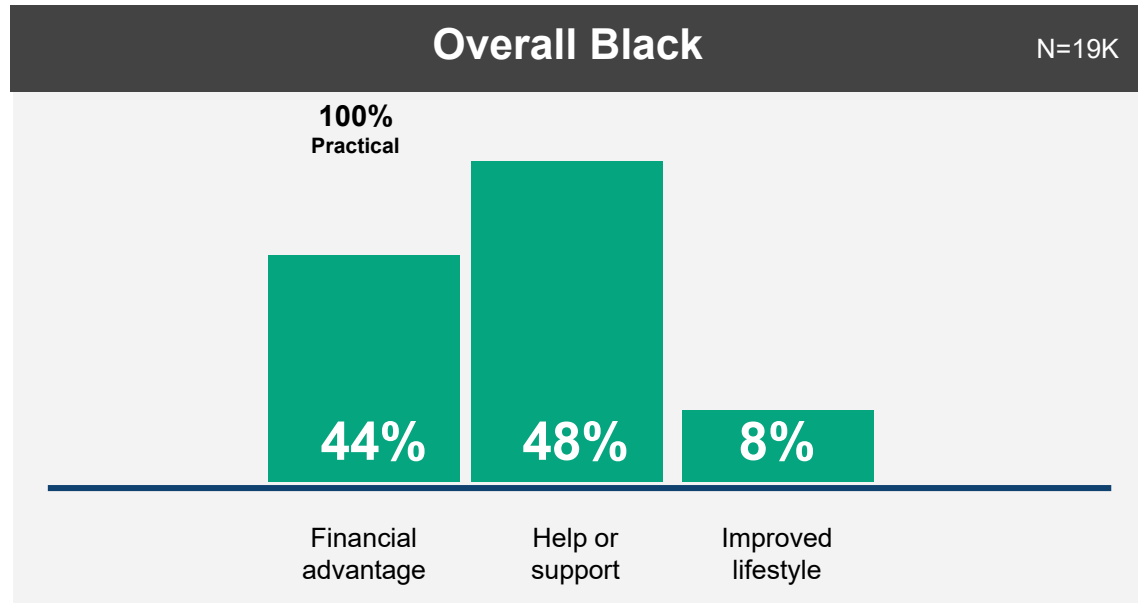
# What drives positive sentiment?



Practical drivers

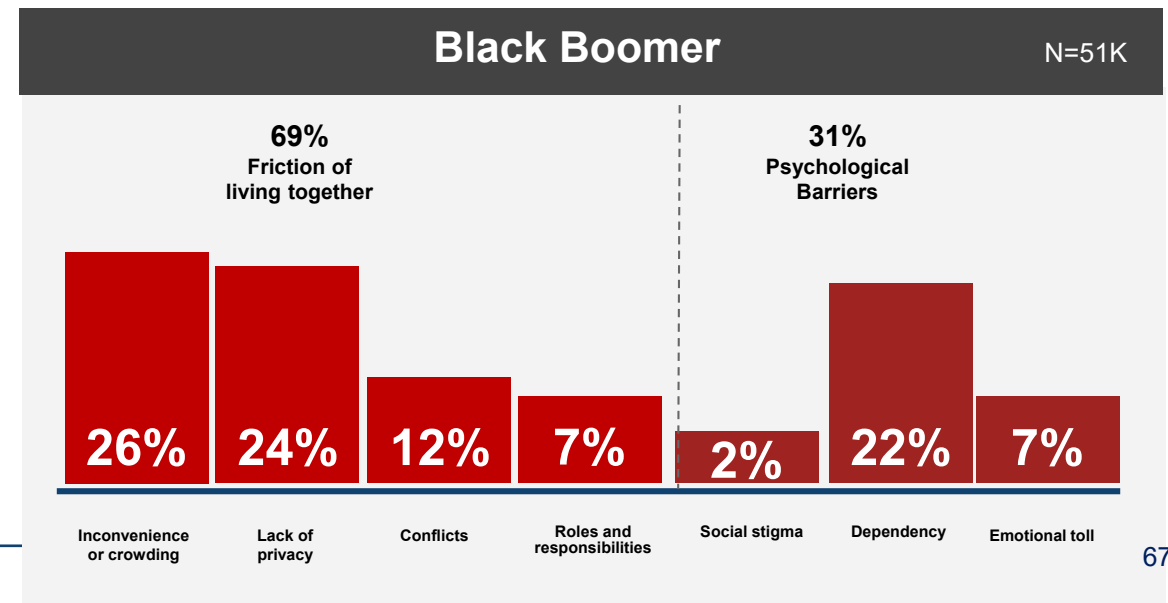
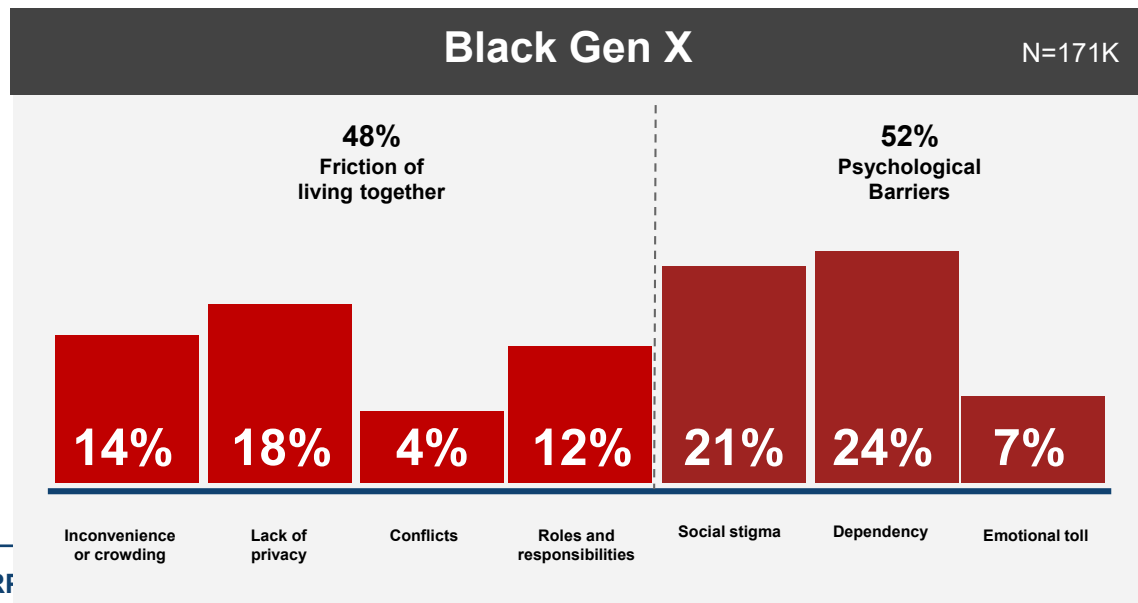
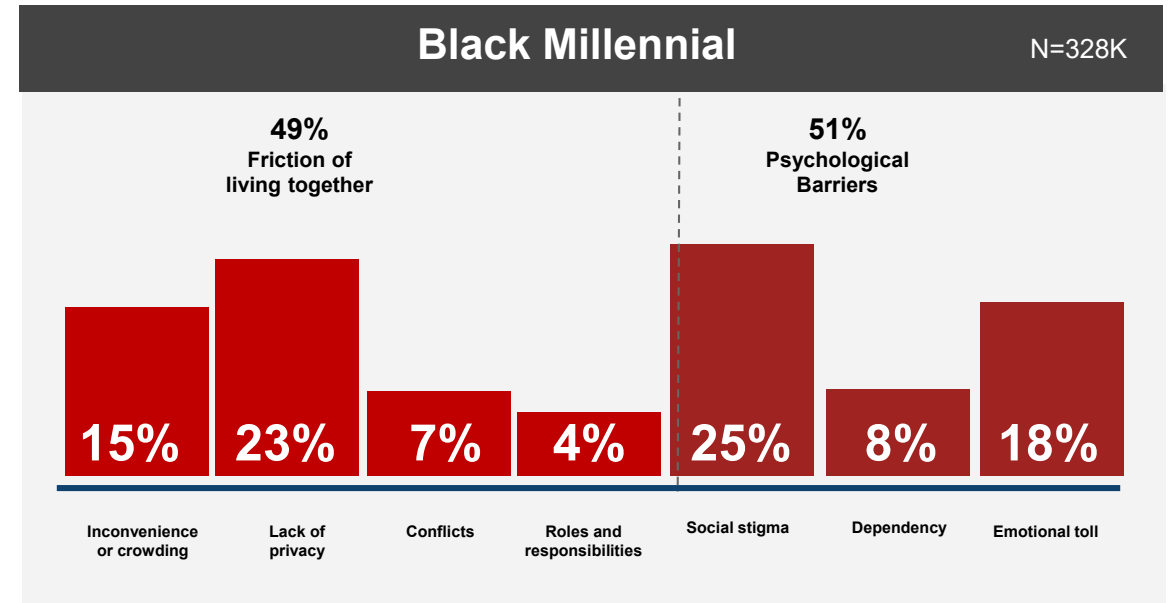
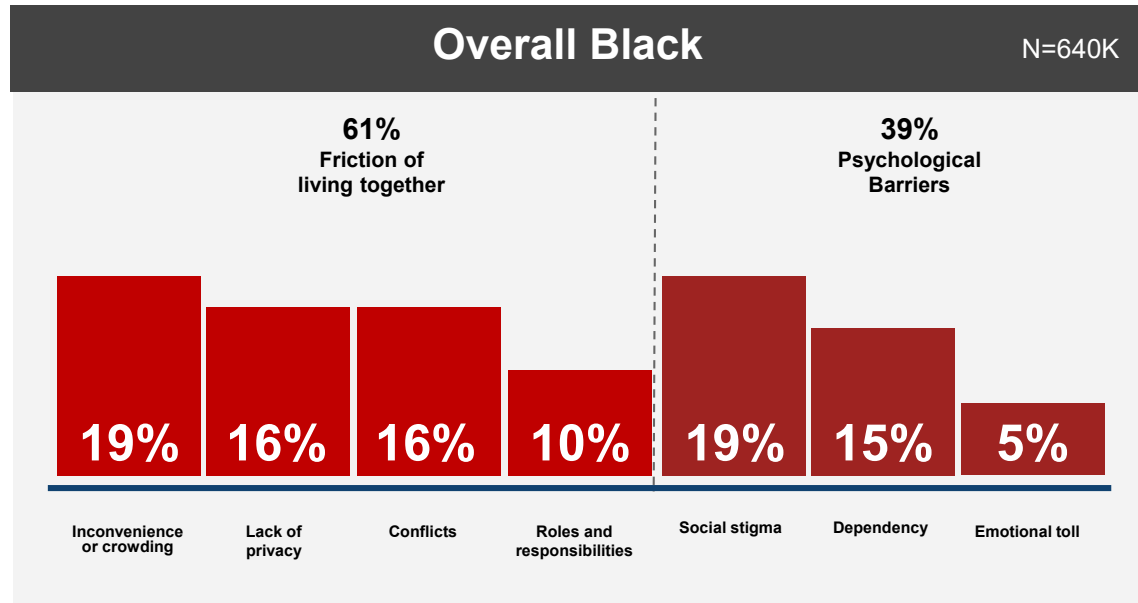


Emotional/ Intellectual drivers



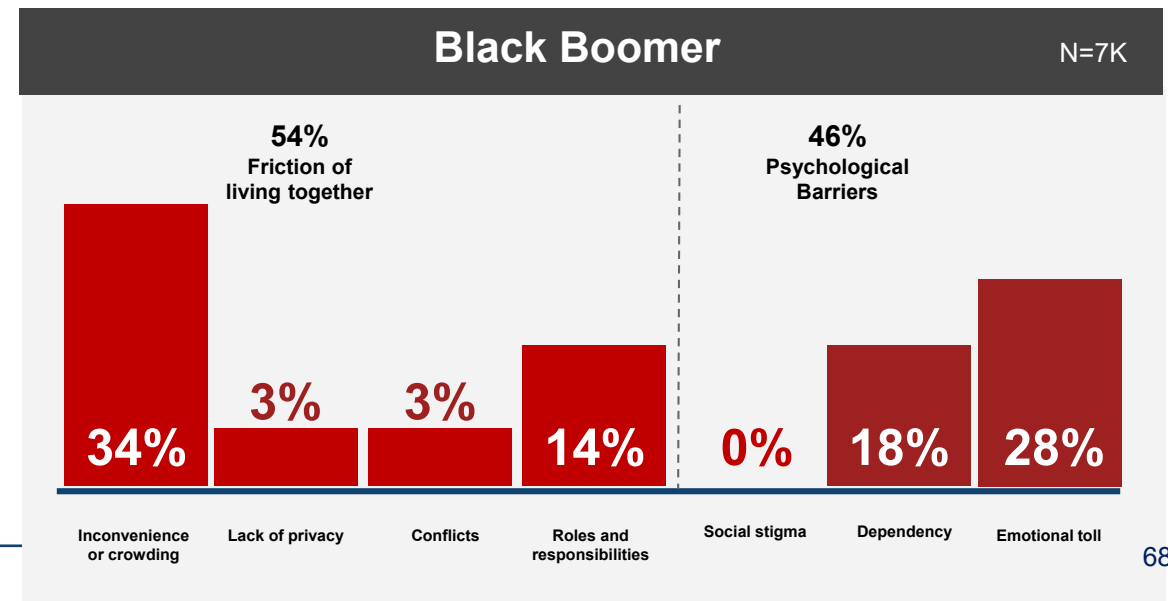
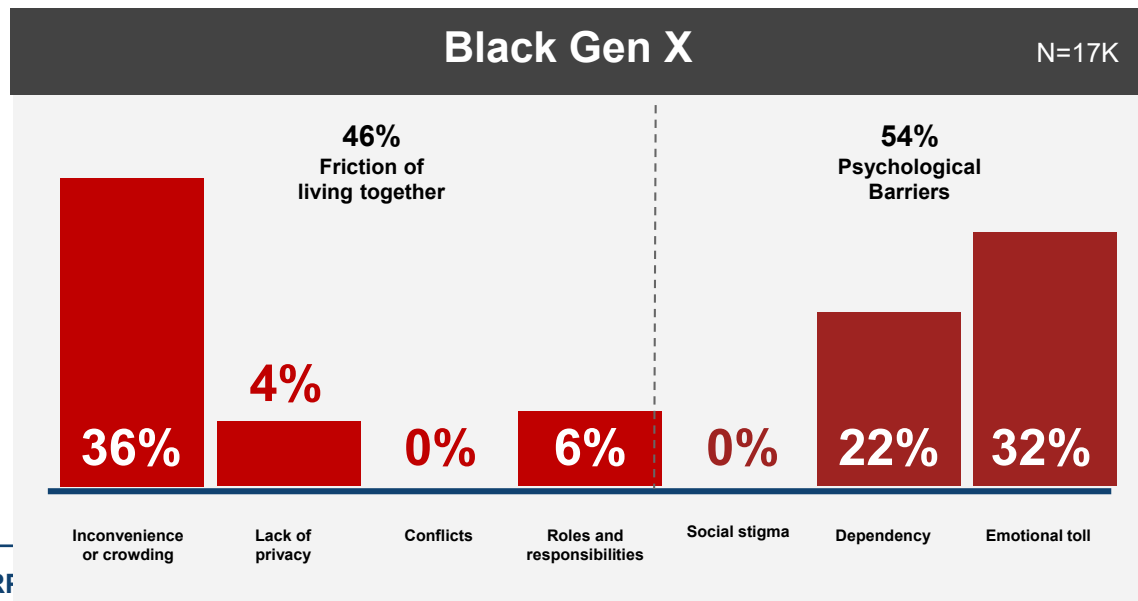
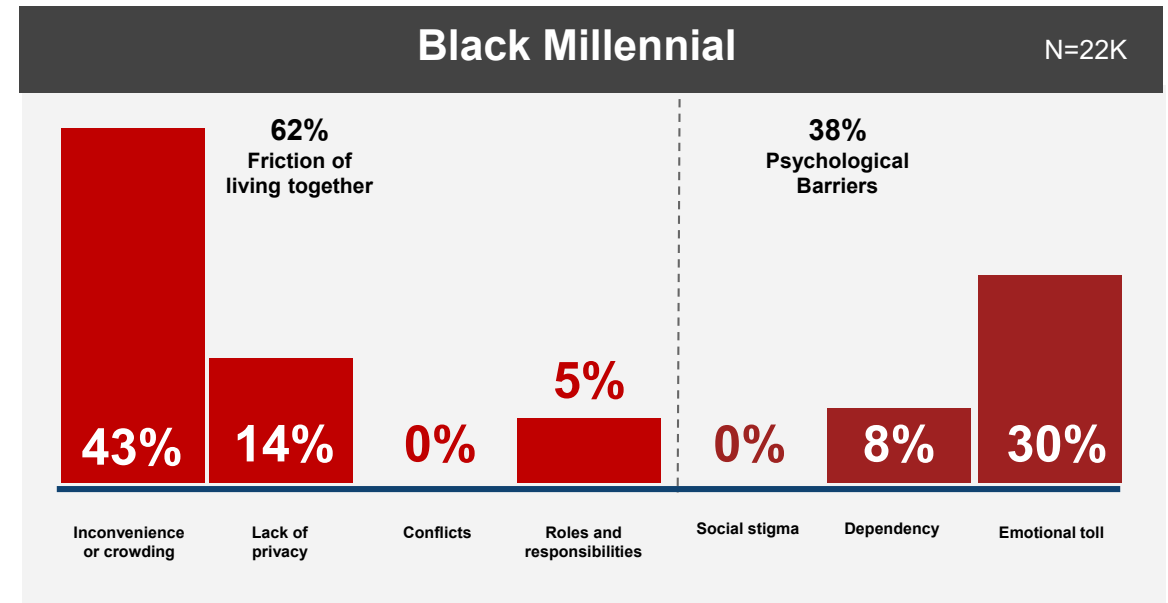
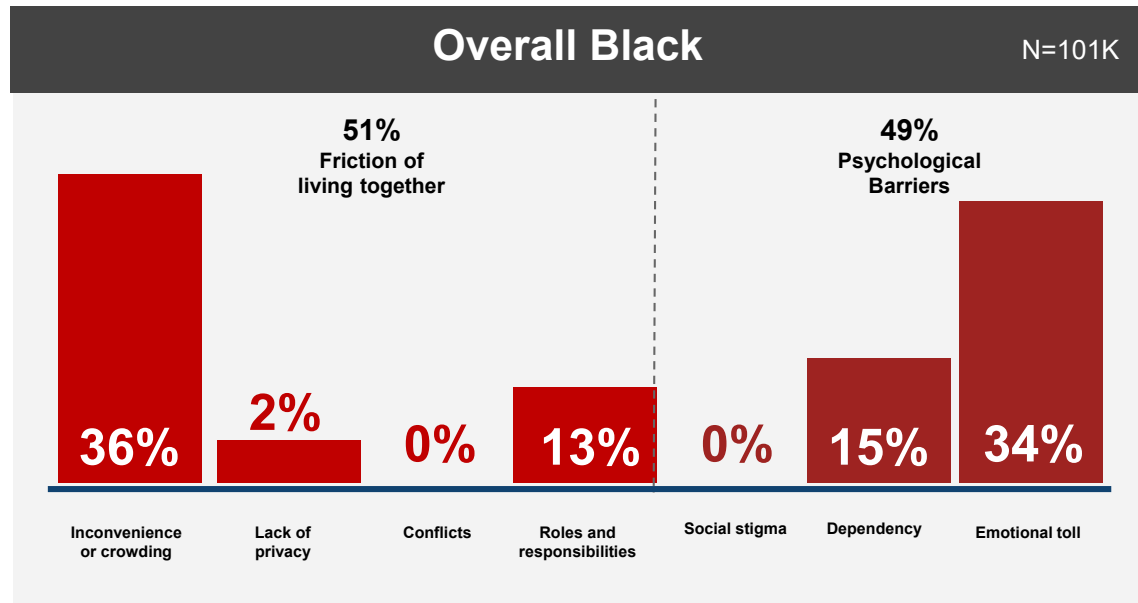
# What drives negative sentiment?

● Frictions of living together ● Psychological barriers



# What drives negative sentiment?

● Frictions of living together ● Psychological barriers





**ASIAN AMERICANS MILLENNIALS,  
GENX AND Boomers IN THE U.S.  
PRE-& MID-COVID**



# Universe of Conversations Mined in the U.S.

PRE-COVID	
Feb. 1, 2019 - Feb. 29, 2020	

*N Values*

<b>Overall Asian Americans</b>	<b>594K</b>
Asian Millennials	184K
Asian American Gen X	138K
Asian American Boomers	41K

MID-COVID	
Mar. 1, 2020 - Jun. 23, 2020	

*N Values*

<b>Overall Asian Americans</b>	<b>23K</b>
Asian American Millennials	3.5K
Asian American Gen X	2.4K
Asian American Boomers	938

*Note: The conversations are tagged as pertaining to a certain group based on self-identification either in the conversation itself or on the public profile of the person involved in the conversation.*

## Asian Am. Millennials

## Asian Am. Gen X

## Asian Am. Boomers

PRE-COVID

### Looking at the bright side of traditional living

In a culture where multigenerational living is expected, they had a positive and pragmatic mindset about it and generally knew how to do it well, looking for the benefits that it could bring them and how it could improve their lives.

### Difficulty fulfilling their responsibility

While many felt a sense of duty or obligation towards multigenerational living, dealing with the conflicts that arise and the lack of privacy caused by sharing a home with a great number of people, was a tough challenge to overcome.

### Managing it as best as possible

Although faced with the usual inconveniences and feelings of crowding, they were the most positive segment, and valued the help and support they could get and offer. They were also motivated by a cultural sense of obligation towards others.

MID-COVID

### Dealing with the emotional toll

Fuelled by cultural values of supporting each other especially in adversity, living with other generations has become a solution to a crisis. However, they are deeply affected by the emotional toll and see online as an outlet to share their feelings beyond the circle they live in.

### Struggling to make it work

COVID-19 has put their cultural sense of obligation to others and their community first mindset to the test. They are deeply affected by the crowding and the emotional toll of living with others. Many are going online to ask, looking for strategies to make it work as there is no other option.

### Keeping the silver lining in mind

Just like other Boomers, living with others becomes even more a pragmatic choice for support but also to survive and recover. They are also driven by a sense of obligation that is culturally rooted. As much as they try to keep the silver lining in mind, they need an outlet to share their experience and feelings outside of the circle they live in.

# TOPICS

	Asian Am. Millennials	Asian Am. Gen X	Asian Am. Boomers
PRE-COVID	Compared to other Millennials, Asian Am. Millennials talked the most about the benefits of living together. This shows that living with others was part of their culture and that they definitely saw a benefit to it.	Asian Am. Gen X, also a sandwich generation, talked the most about the <b>challenges of living together vs. other generations</b> . However, just like Asian Am. Millennials, they discussed as well the benefits of living with others. Having a pragmatic mindset, living with others was a good solution for them to fulfill their responsibilities to the elders, despite the challenges.	Just like other Boomers, Asian Am. Boomers' conversations were more focused on <b>benefits</b> of living with others and sharing their personal situation. They discussed the challenges of living together the least of all generations. They definitely focused on the positive aspect and again this type of living arrangement was part of their culture.
MID-COVID	They still discuss the benefits of living together but now they first come online to share their personal situations. Some of them may have had to consider living with other generations due to the pandemic.	The COVID-19 pandemic particularly hit this generation as economic pressure and the responsibility to take care of others intensified. They now focus on the difficulties of living together and discuss the challenges of living together more. Their conversations about the benefits are now minimal, just like Overall Gen X.	They still talk first about the <b>benefits</b> of living with others but now first come online to discuss their personal situation. Compared to other Boomers, they talk less about the challenges of living together as they may focus more on the silver lining and the fact that the pandemic may reinforce their cultural habit of living with other generations.



# What do Asian Americans from different generations discuss when talking about living in a multigenerational household?



PERSONAL  
SITUATION



TRIGGERING  
CIRCUMSTANCES



CHALLENGES  
OF LIVING  
TOGETHER



BENEFITS  
OF LIVING  
TOGETHER

OVERALL ASIAN AM.  
N=594K

**38%**

**21%**

**23%**

**18%**

ASIAN AM.  
MILLENNIALS  
N=184K

**26%**

**24%**

**23%**

**27%**

ASIAN AM. GEN X  
N=138K

**29%**

**21%**

**25%**

**25%**

ASIAN AM.  
BOOMERS  
N=41K

**32%**

**20%**

**12%**

**36%**

# What do Asian Americans from different generations discuss when talking about living in a multigenerational household?



PERSONAL  
SITUATION



TRIGGERING  
CIRCUMSTANCES



CHALLENGES  
OF LIVING  
TOGETHER



BENEFITS  
OF LIVING  
TOGETHER

OVERALL ASIAN AM.  
N=23K

36%

23%

15%

26%

ASIAN AM.  
MILLENNIAL  
N= 3.5K

37%

24%

17%

22%

ASIAN AM. GEN X  
N= 2.4K

27%

34%

32%

7%

ASIAN AM. BOOMERS  
N=938

44%

14%

11%

31%

# MOTIVATIONS

	Asian Am. Millennials	Asian Am. Gen X	Asian Am. Boomers
PRE-COVID	<p>Compared to overall US Millennials and Asian Millennials in Asia, Asian Am. Millennials were driven first by the <b>need to give and receive support vs. increasing their quality of life</b> due to their culture and their pragmatic mindset. Living with others seemed also to be a preparation for their next step in life such as starting their own family.</p>	<p>Asian Am. Gen X were motivated by both <b>the need to give and receive support but also the ability to recover</b> from a life event by living with others. They also had more of a sense of obligation towards other generations compared to Gen X living in Asia, fueled by their culture and being the sandwich generation.</p>	<p>Asian Am. Boomers were the most motivated by <b>support they can get and receive as well as the need to survive</b>. They also had the strongest sense of <b>obligation</b> of all 3 generations and compared to Boomers living in Asia. Living with other generations was definitely a pragmatic option that could help them get and give support and just be able to survive.</p>
MID-COVID	<p>They have become even more motivated by external factors, with a dominant focus on <b>survival and recovery</b> just like other Millennials. However, receiving and giving support through living with others is more important for them than other Millennials. They feel their responsibility to take care of others more but not as much as Asian Millennials in Asia.</p>	<p>Just like Millennials, <b>survival and recovery</b> have become strong motivations for them but they also see in this decision a way to <b>provide and get needed support</b> in such challenging times. They are also motivated by a sense of <b>obligation</b> even more than Gen X living in Asia.</p>	<p>During COVID, their motivations are mostly fueled by <b>external factors just like other Boomers</b>. Living with other generations become a pragmatic and reactive choice to <b>survive and recover compared to Boomers in Asia</b>. Also, they feel a strong <b>sense of obligation</b> to help other generations, as it is their responsibility to help others in their community.</p>

# What motivates Asian Americans from different generations to consider and adopt living in a multigenerational household?

PRE-COVID

INTERNAL MOTIVES

## MOTIVATIONS

Love/Connection

Quality of Life

Support/Care

Obligation

Preparation

Recover

Survival

EXTERNAL FACTORS

## Overall Asian Am.

N= 594K

41%

10%

23%

22%

17%

12%

8%

37%

## Asian Am. Millennials

N= 184K

39%

8%

24%

5%

21%

19%

16%

56%

## Asian Am. Gen X

N= 138K

33%

4%

23%

11%

20%

22%

14%

56%

## Asian Am. Boomers

N= 41K

52%

10%

34%

17%

2%

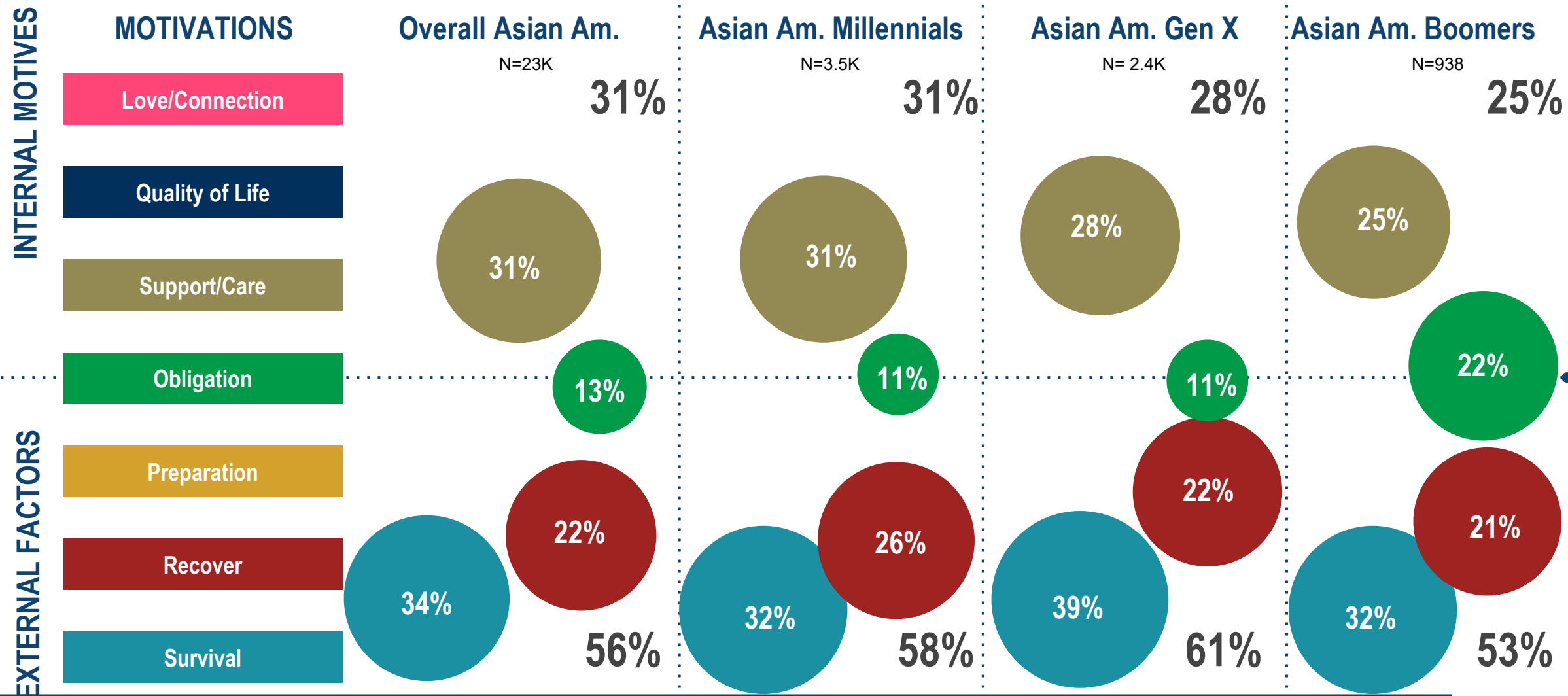
8%

21%

31%

# What motivates Asian Americans from different generations to consider and adopt living in a multigenerational household?

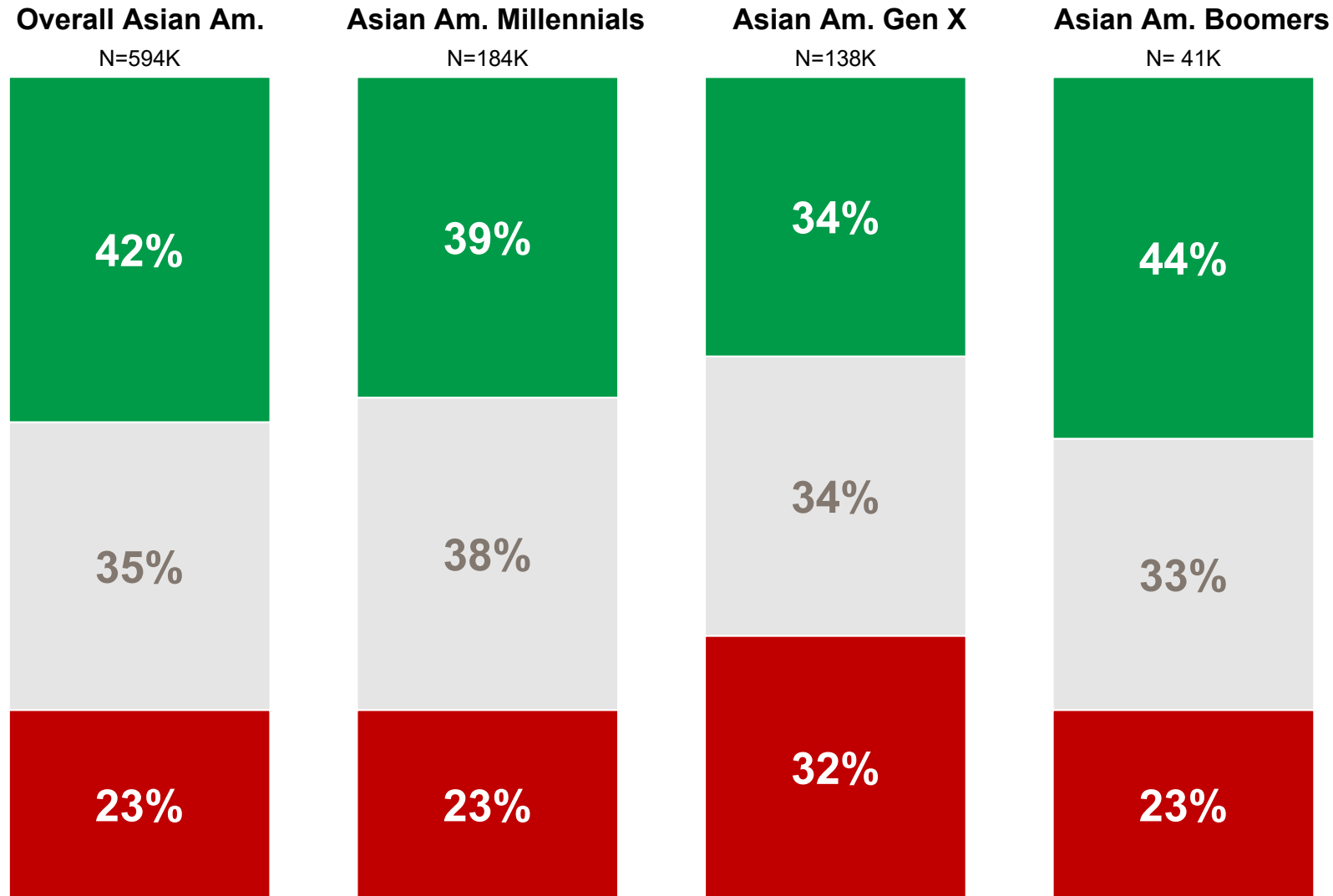
MID-COVID



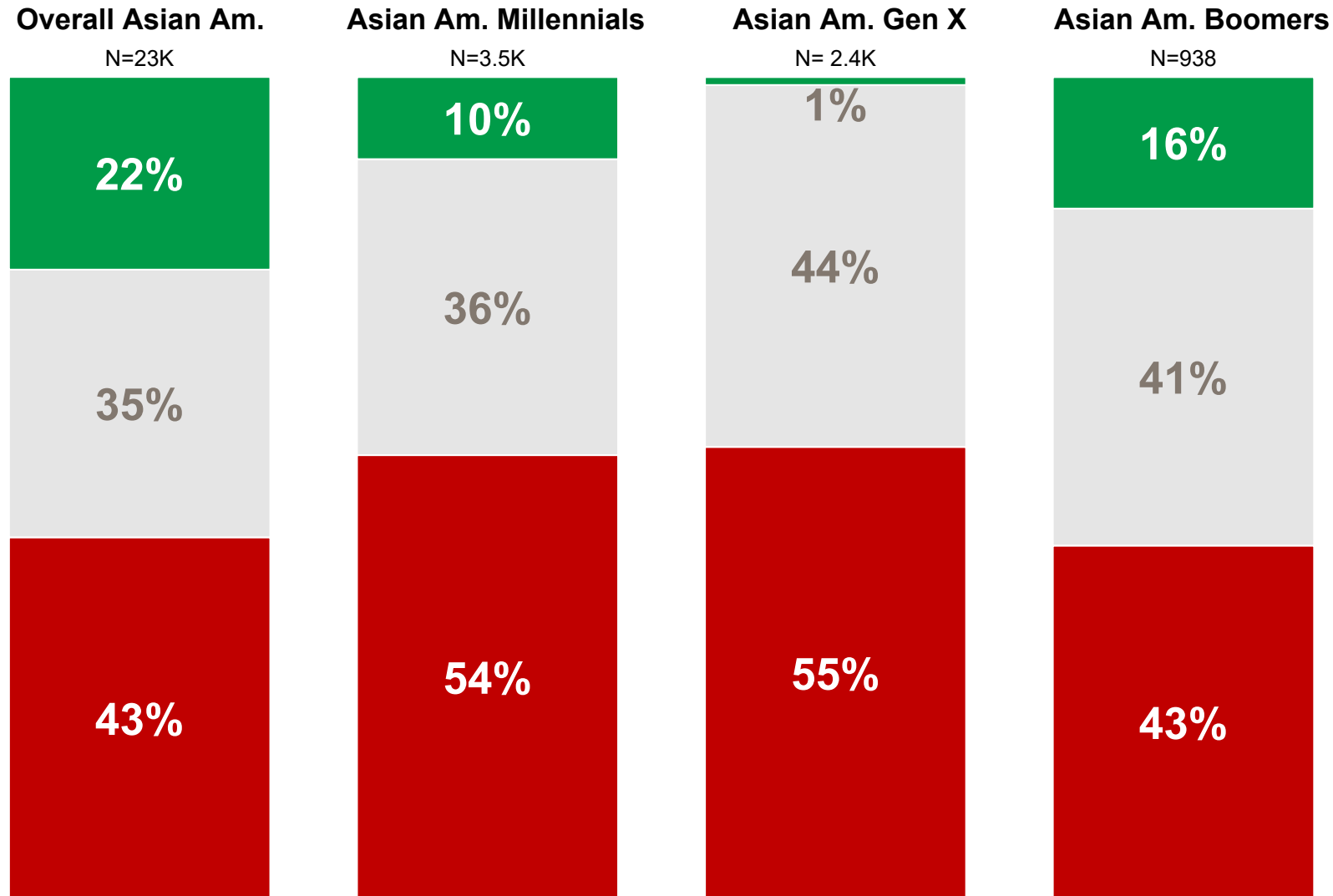
# SENTIMENT

	Asian Am. Millennials	Asian Am. Gen X	Asian Am. Boomers
PRE-COVID	<p>Compared to US Millennials and Millennials in Asia, Asian Am. Millennials were more positive about living with others. They looked at it from a pragmatic lens and saw a financial advantage and an improvement in their lifestyle by living with other generations even if it meant dealing with crowding.</p>	<p>Just like overall Gen X, they had a polarized sentiment but were more positive than Gen X in Asia. They saw living with other as a practical benefit, but also had to deal with crowding, lack of privacy and social stigma.</p>	<p>They were the most positive segment and saw in multigenerational living an opportunity to strengthen their relationships and get and receive support. However, they felt a stronger sense of dependency than Boomers in Asia.</p>
MID-COVID	<p>Their negative sentiment increases significantly but it now relates first to the emotional toll (more than Millennials in Asia) followed by the crowding. They come online to share their situation in order to find an outlet to express their feelings and connect with others in the same situation.</p>	<p>During the pandemic, they are the most negative segment, mainly affected by the crowding, the emotional toll and a sense of dependency. Their positive sentiment has disappeared. They come online to ask questions as they are willing to make it work.</p>	<p>Contrary to other Boomers, Asian Am. Boomers have lost a lot of their positive sentiment. They are also more negative due to the emotional toll but also the crowding and sense of dependency. Just like Millennials, they come online to find a way to express their feelings outside of their circle and get support from others in the same situation.</p>

# How do Asian Americans from different generations feel about living in a multigenerational household and why?



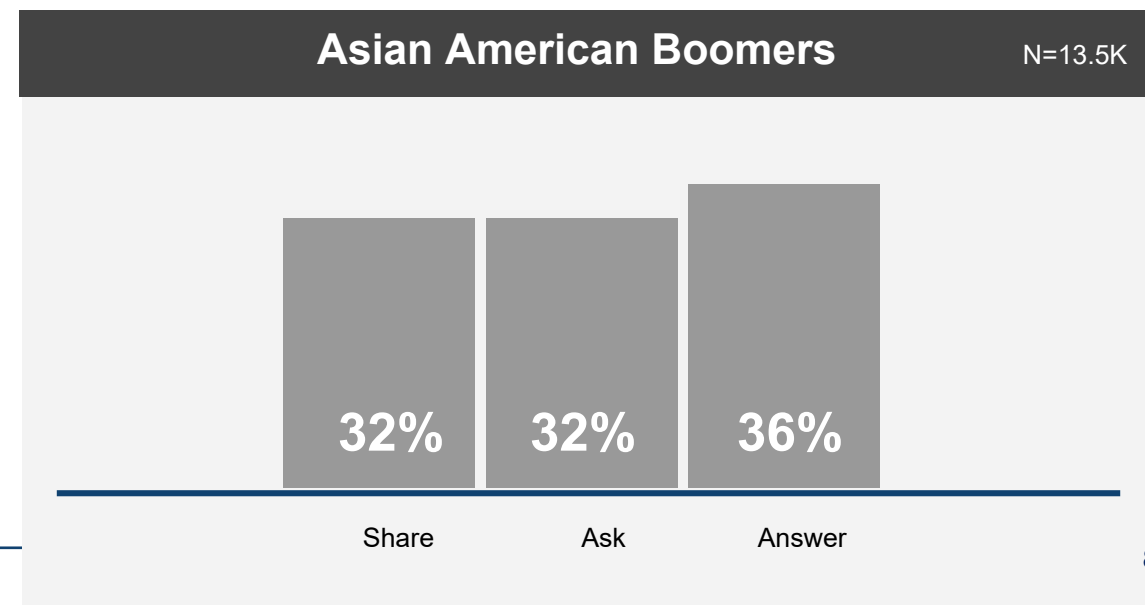
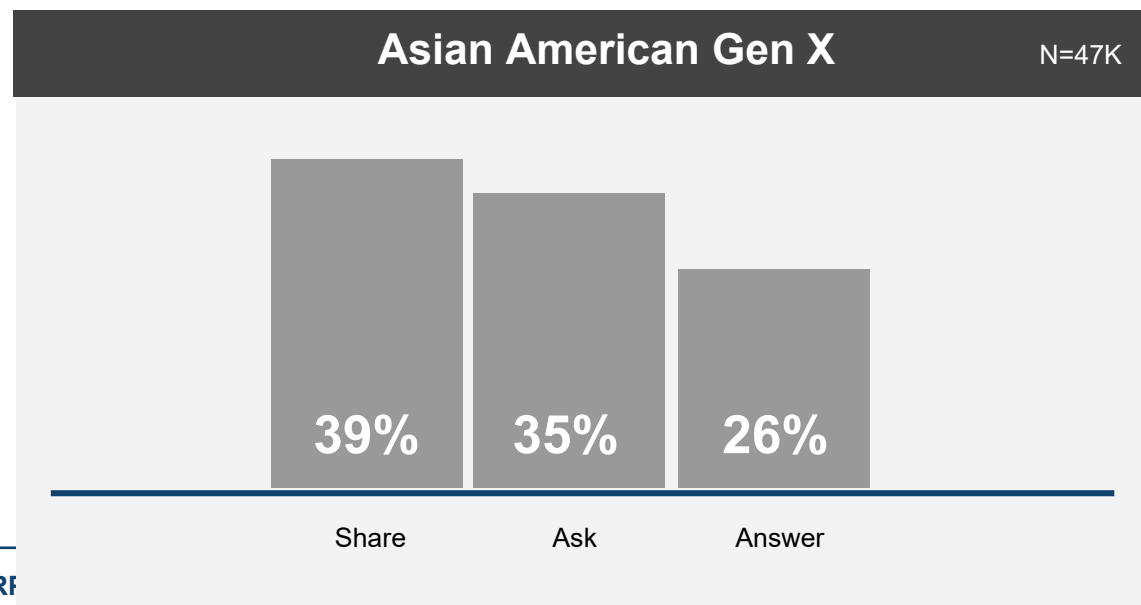
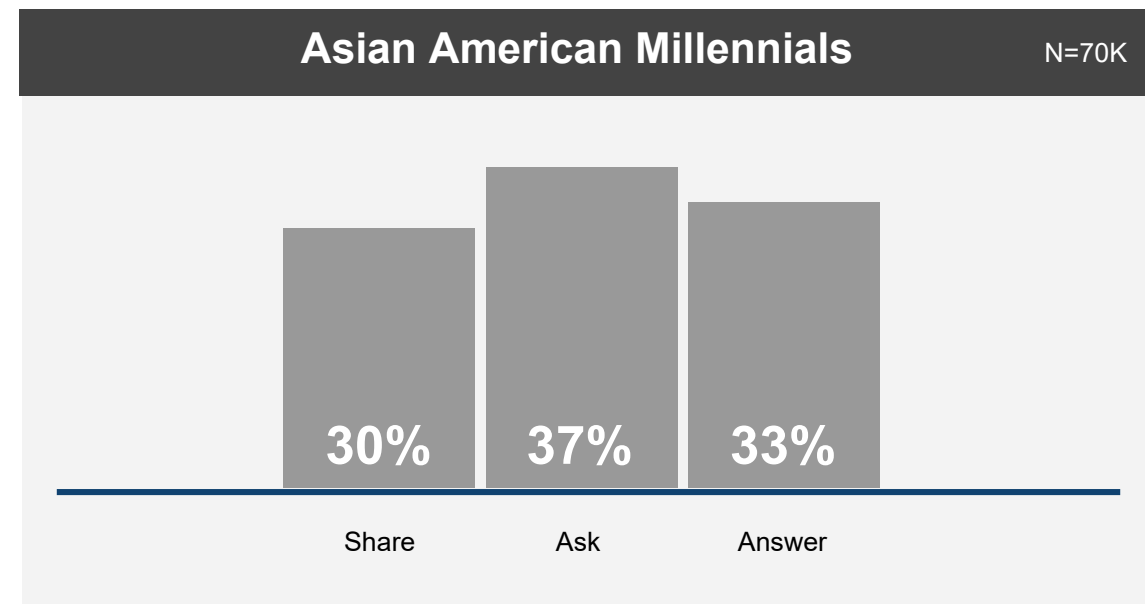
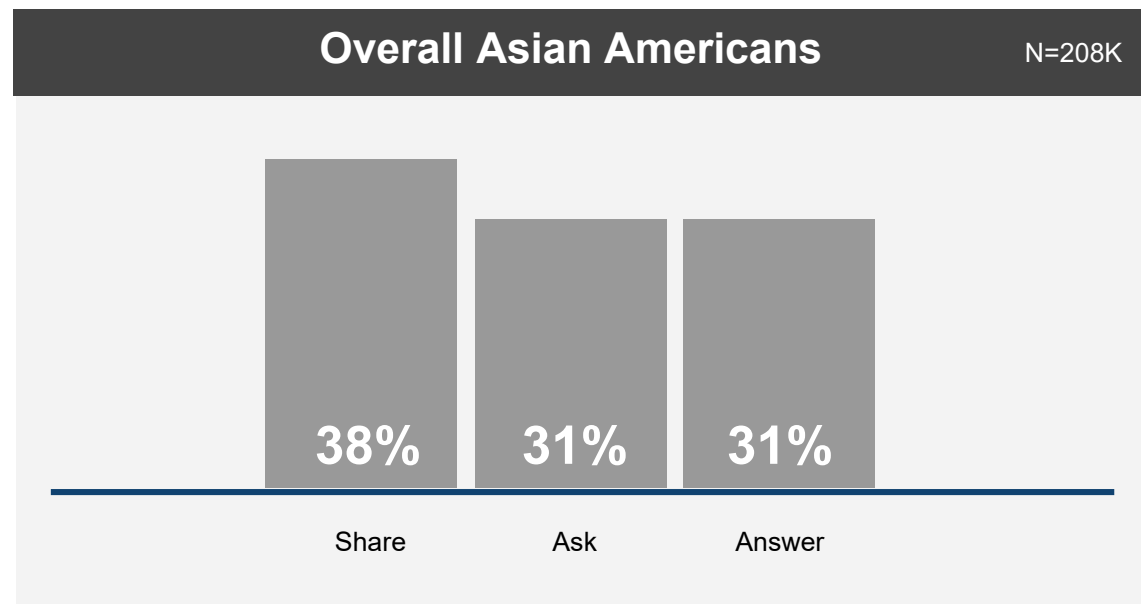
# How do Asian Americans from different generations feel about living in a multigenerational household and why?





# What are they doing online?

● Neutral drivers

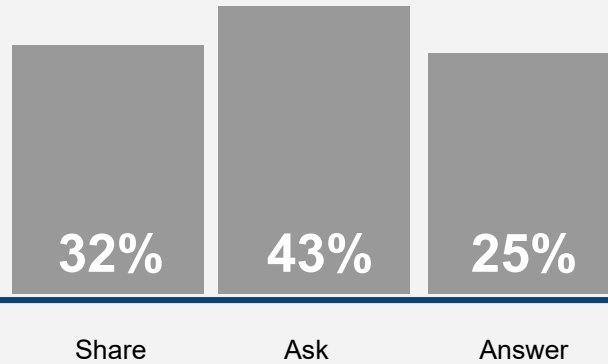


# What are they doing online?

● Neutral drivers

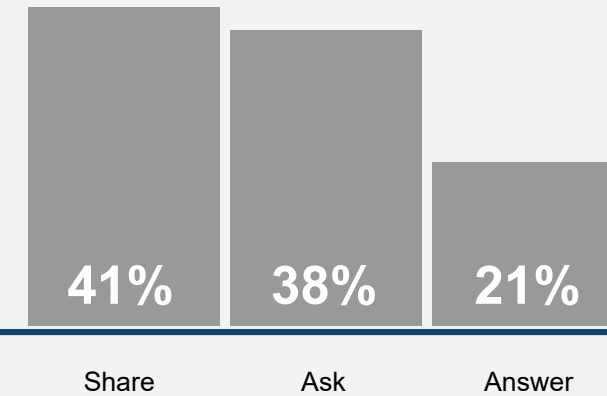
Overall Asian Americans

N=8K



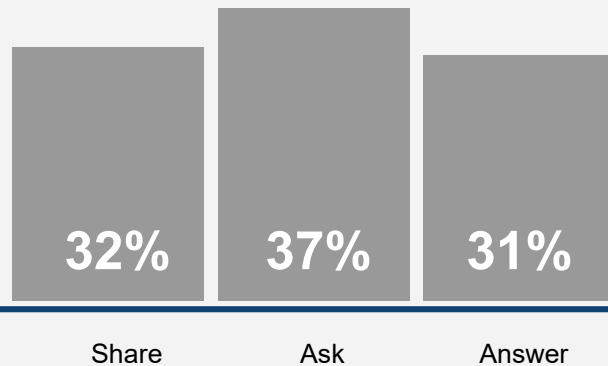
Asian American Millennials

N=1.3K



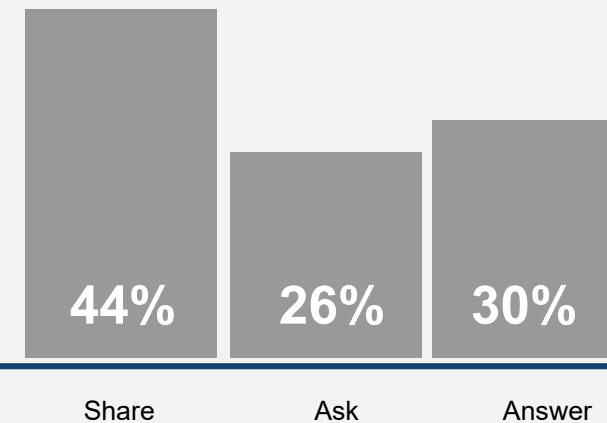
Asian American Gen X

N=1K



Asian American Boomers

N=384



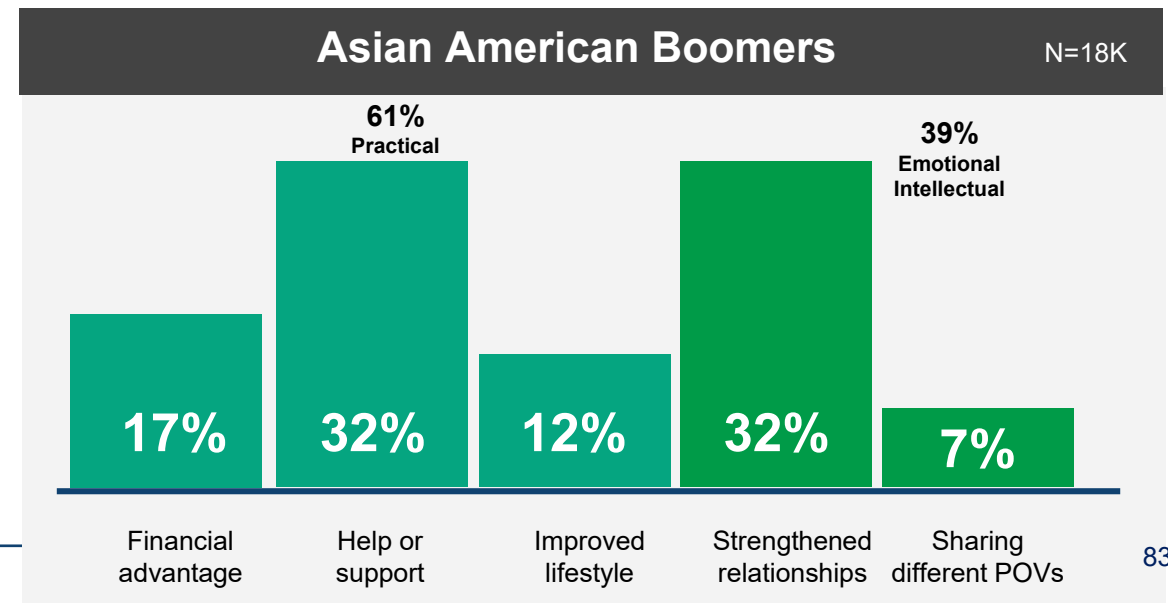
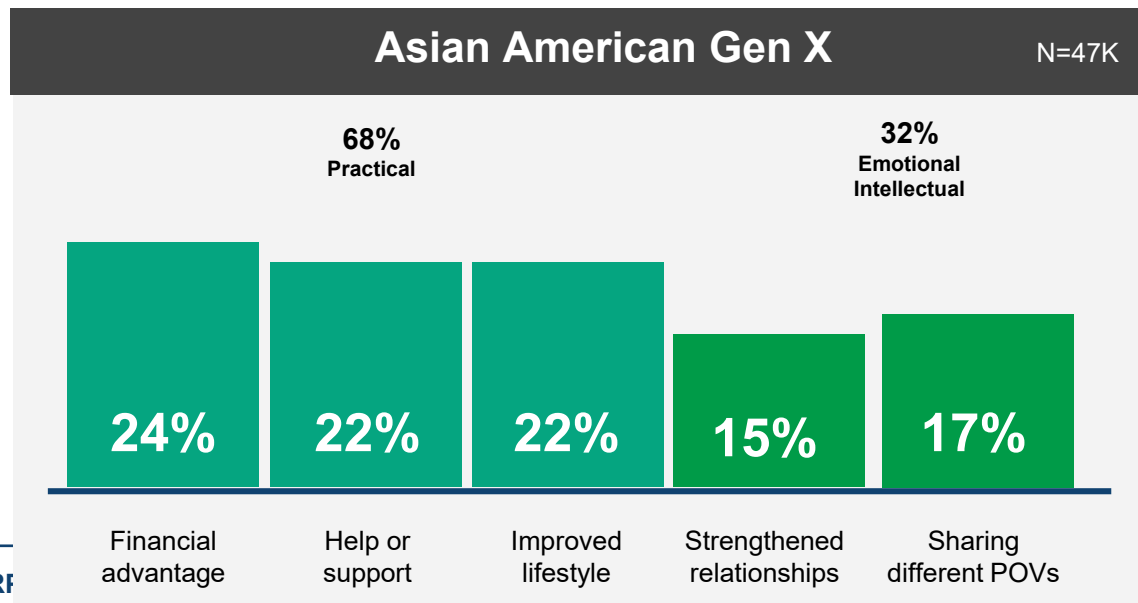
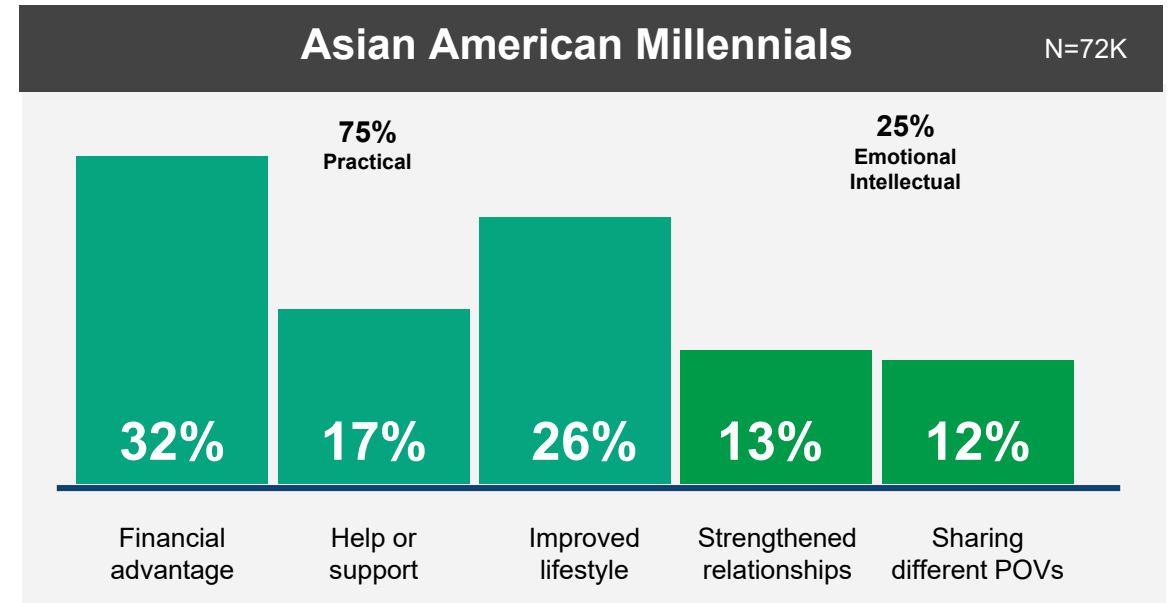
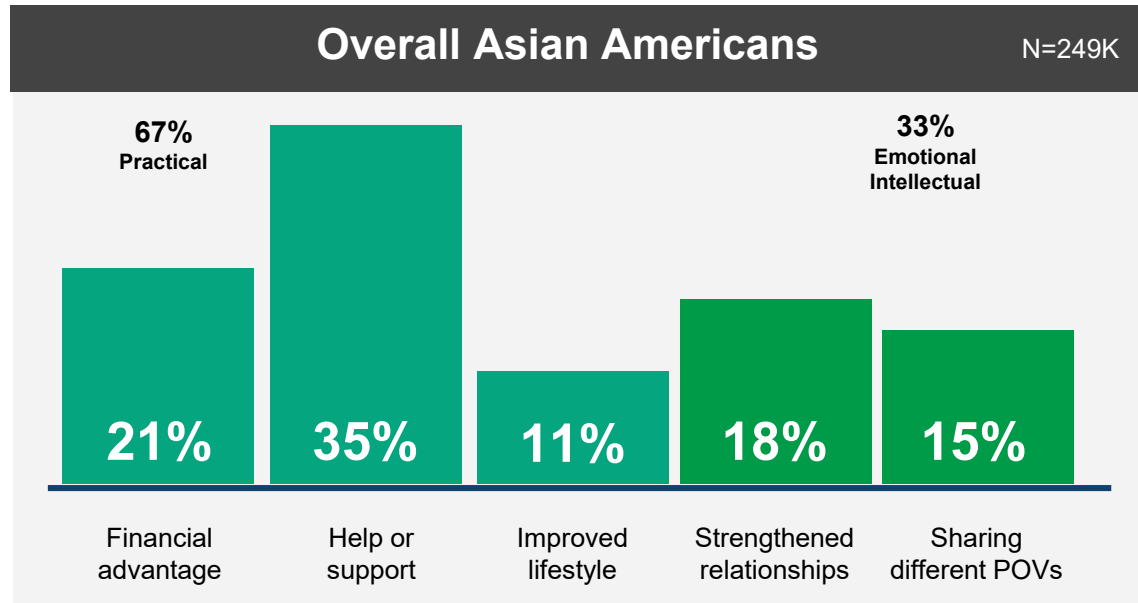
# What drives positive sentiment?



Practical drivers



Emotional/ Intellectual drivers



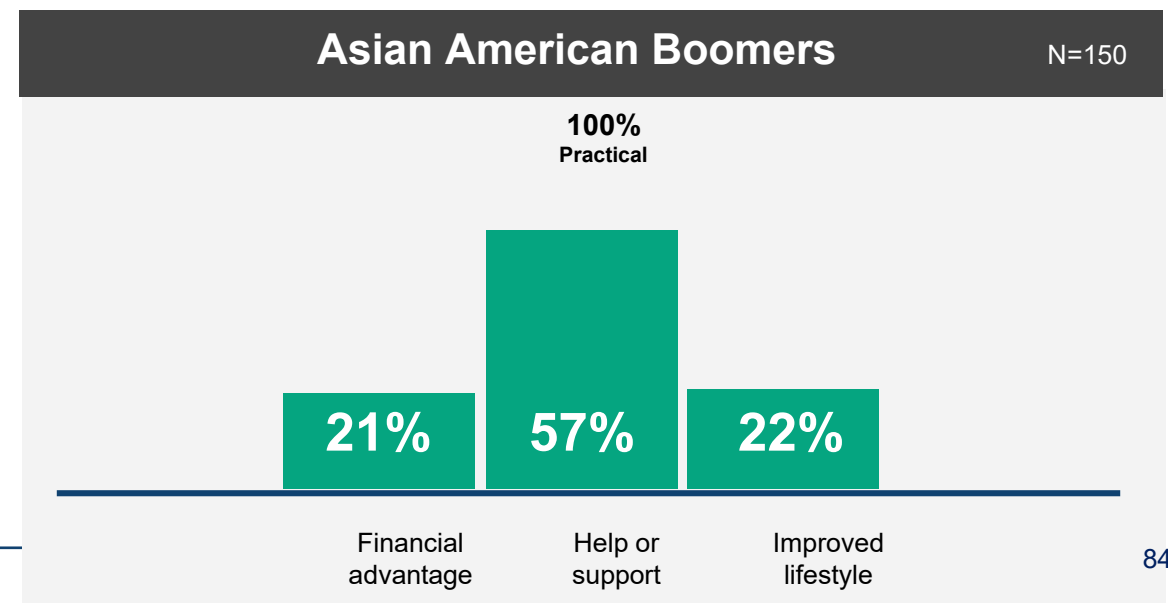
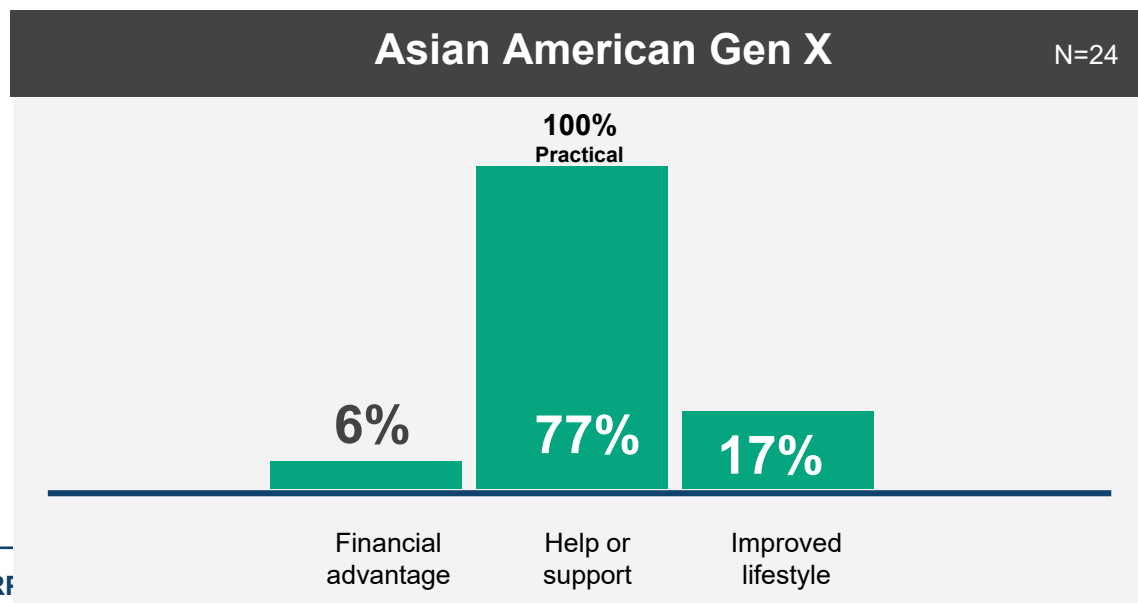
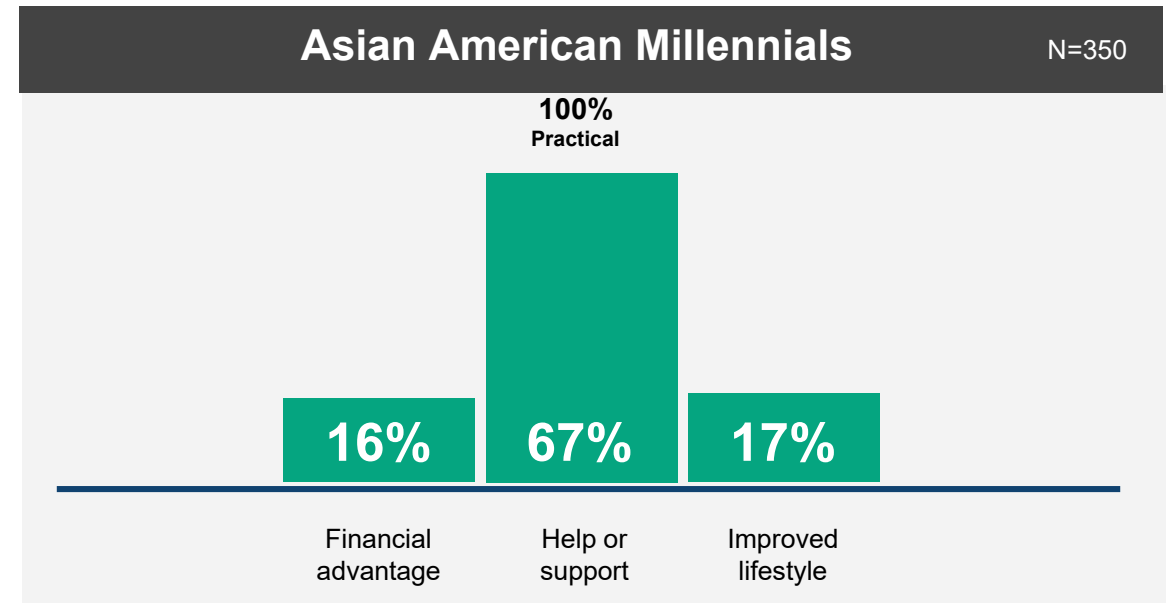
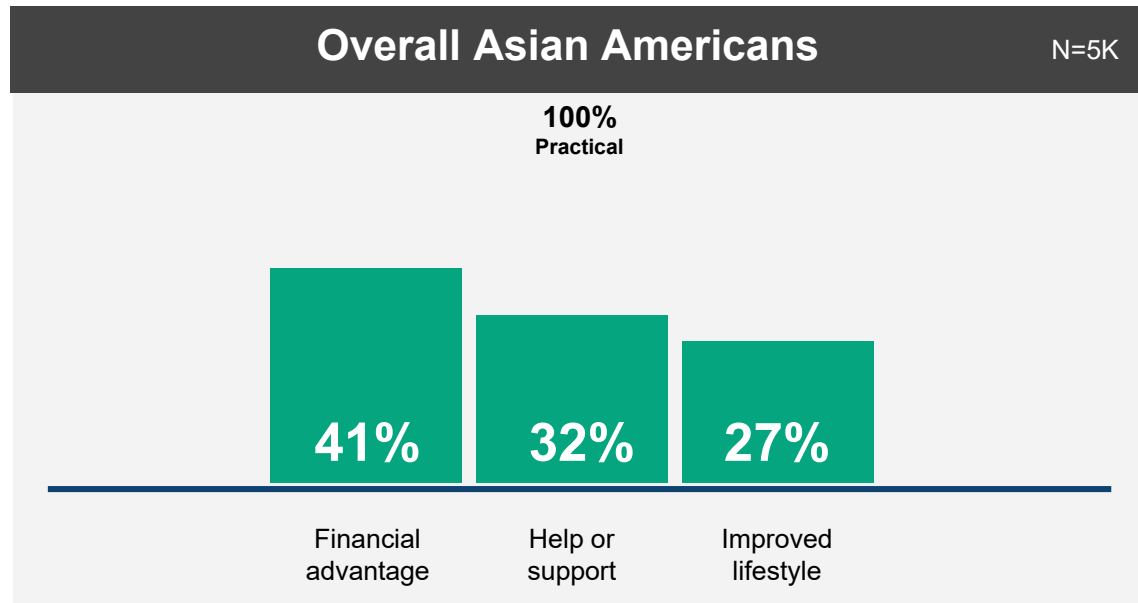
# What drives positive sentiment?



Practical drivers

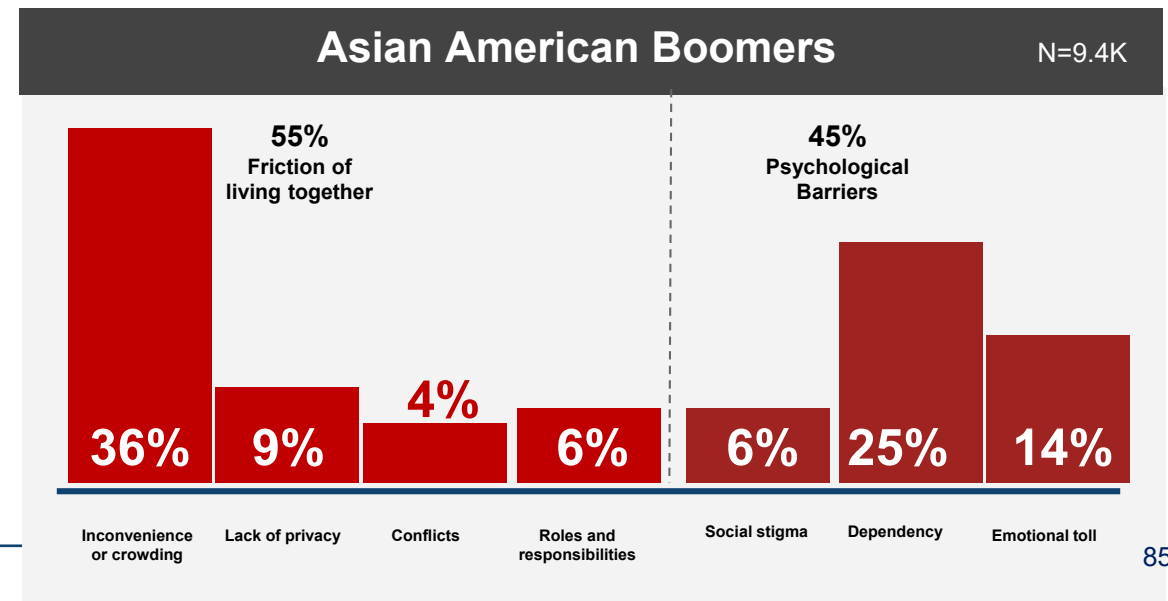
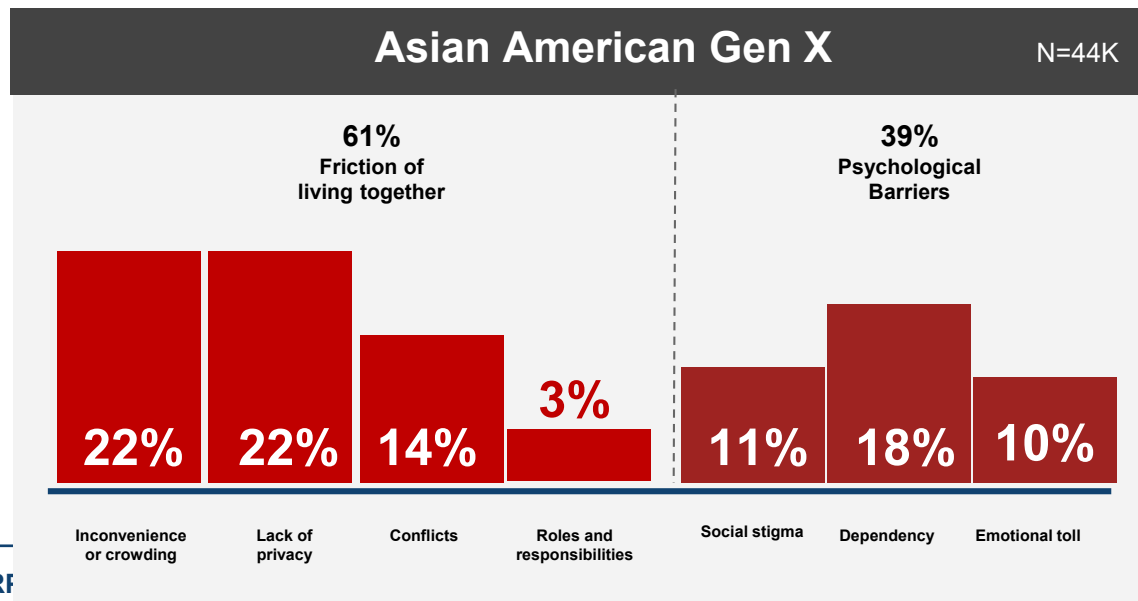
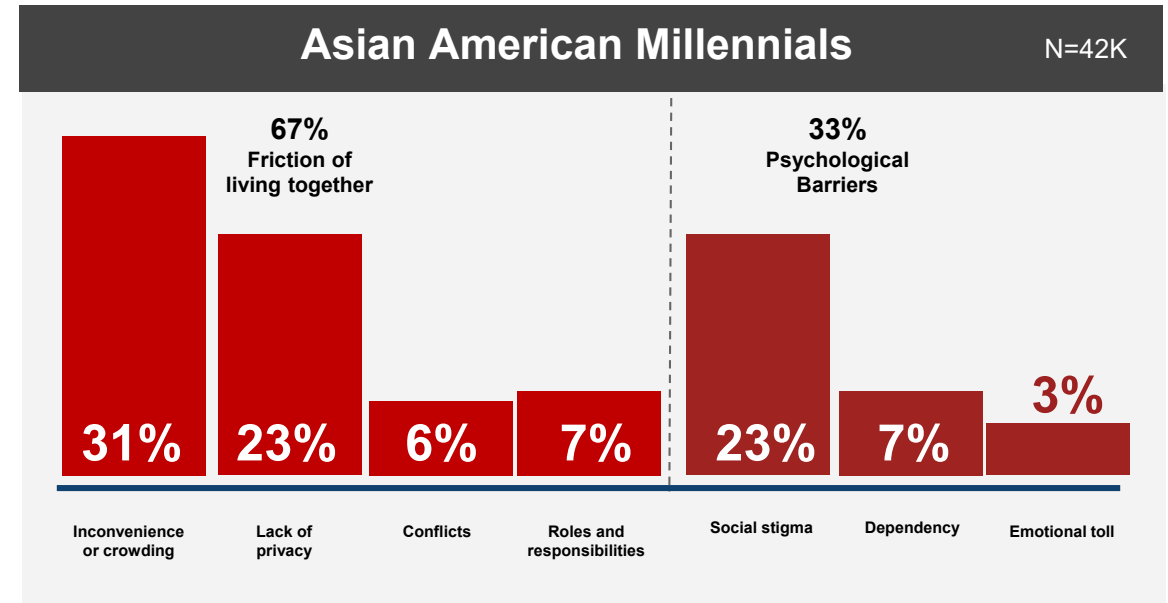
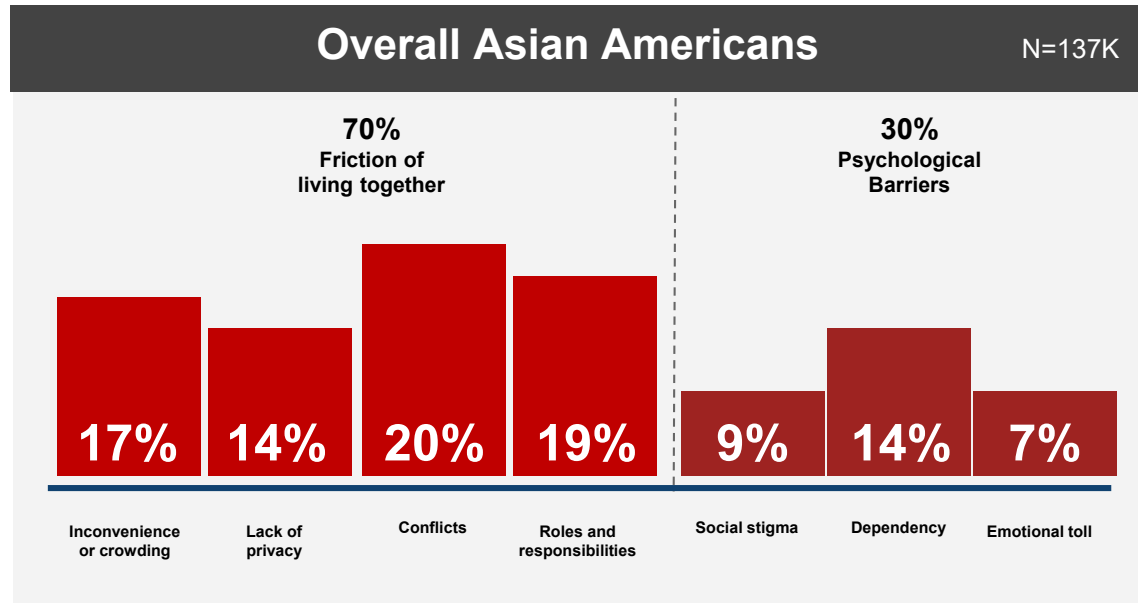


Emotional/ Intellectual drivers



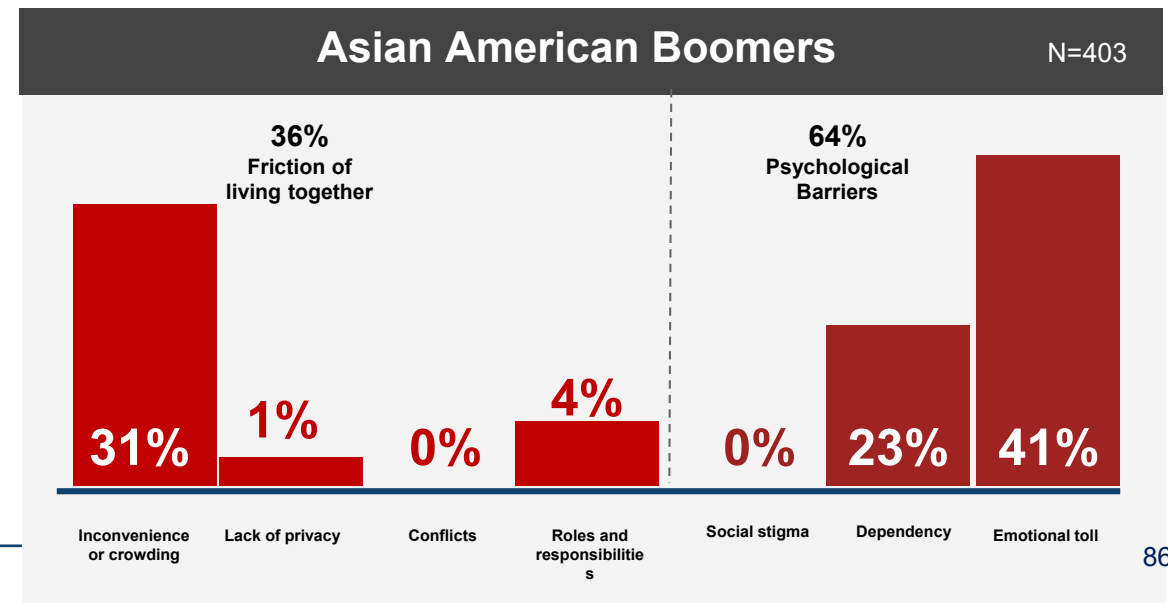
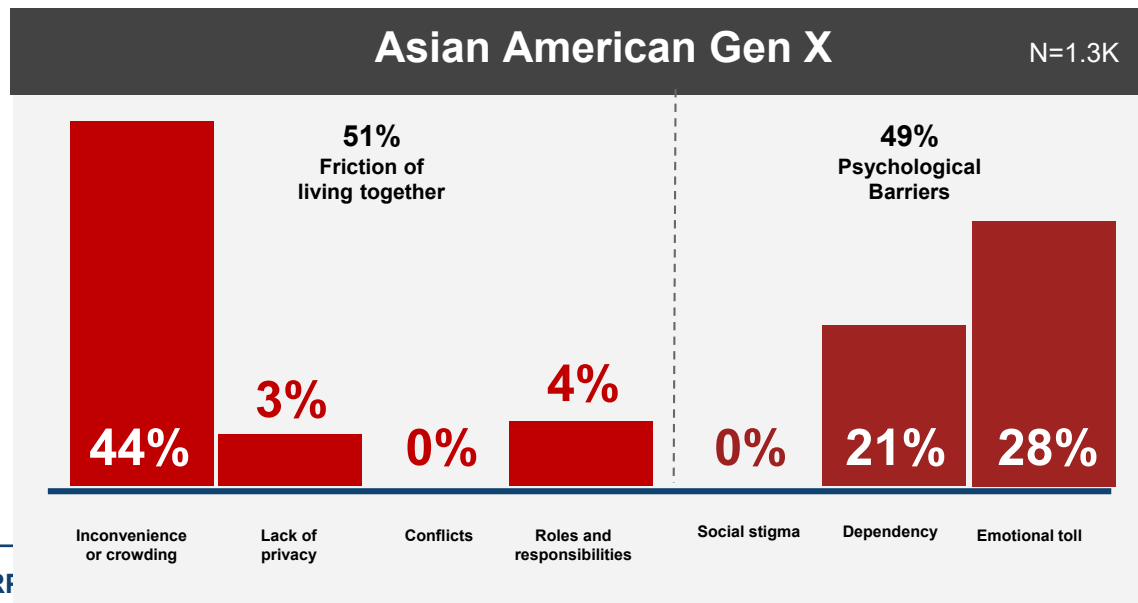
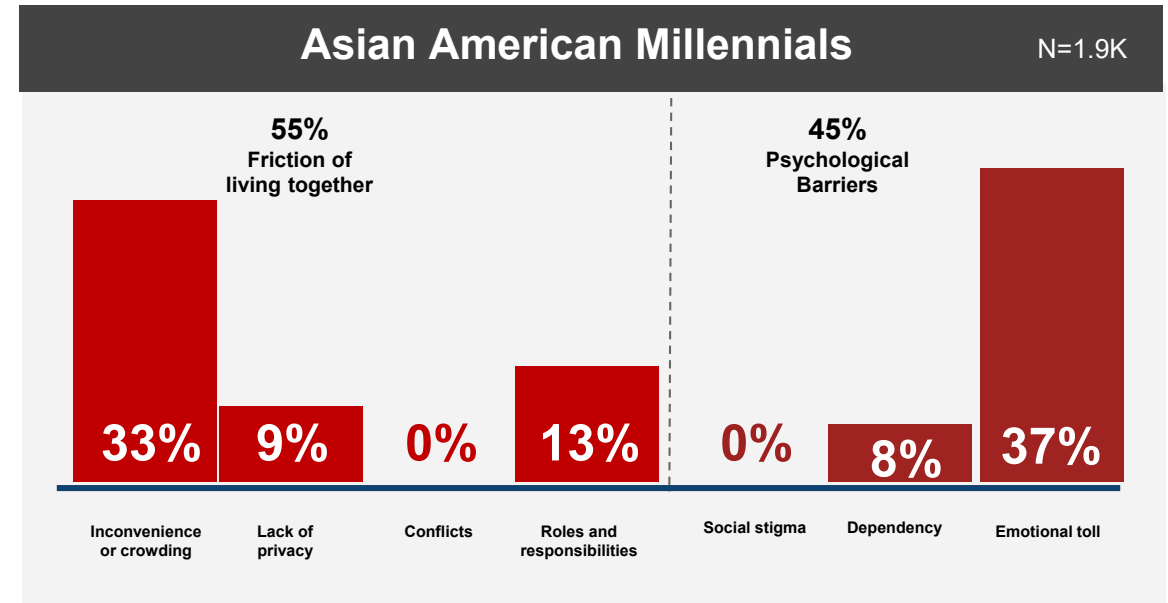
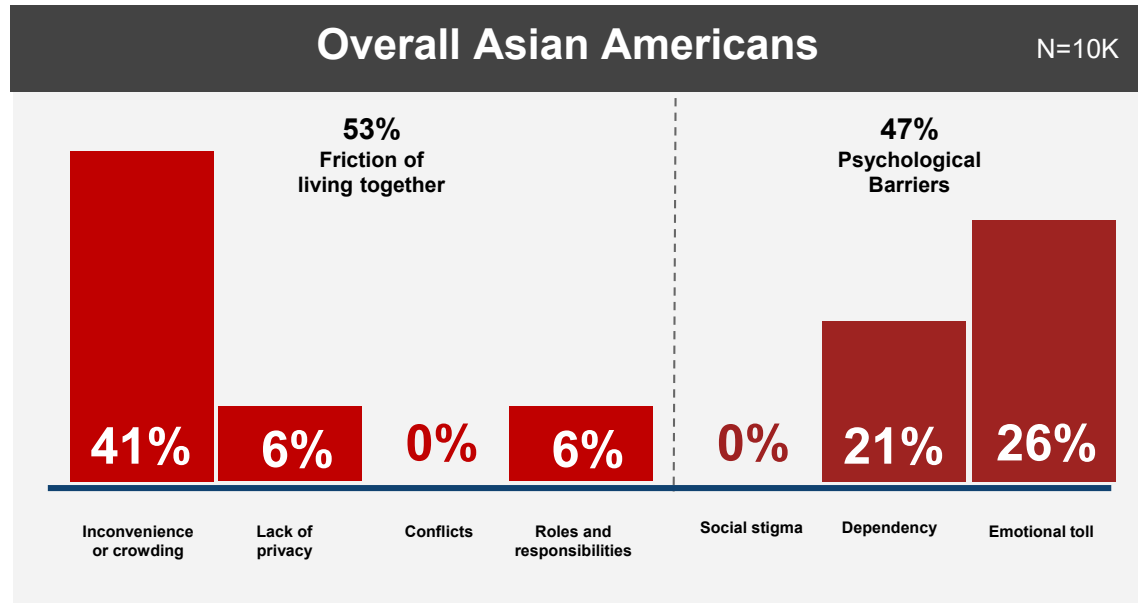
# What drives negative sentiment?

● Frictions of living together ● Psychological barriers



# What drives negative sentiment?

● Frictions of living together ● Psychological barriers







## MILLENNIALS, GENX AND Boomers IN EUROPE PRE-& MID-COVID

# Universe of Conversations Mined in Europe

PRE-COVID	
Feb. 1, 2019 - Feb. 29, 2020	

*N Values*

<b>Overall Europe</b>	<b>13.3M</b>
European Millennials	3.6M
European Gen X	1.8M
European Boomers	989K

MID-COVID	
Mar. 1, 2020 - Jun. 23, 2020	

*N Values*

<b>Overall Europe</b>	<b>1.4M</b>
European Millennials	185K
European Gen X	124K
European Boomers	93K

*Note: The conversations are tagged as pertaining to a certain group based on self-identification either in the conversation itself or on the public profile of the person involved in the conversation.*



## European Millennials

## European Gen X

## European Boomers

PRE-COVID

### Triggered by external motives but stopped by social stigma

They moved in with others motivated by external factors such as recovering from a situation over preparing for the future. However, social stigma and lack of privacy were challenges they had to face.

### Remaining pragmatic while dealing with a sense of dependency

They were the most polarized segment. Moving in with others was a preparation for the future and an opportunity to give/receive support. Yet, they had to deal with a strong sense of dependency over the crowding.

### Appreciating the benefits of living together

They were the most positive segment and were motivated by enhancing their quality of life and recovery beyond giving/receiving support.

MID-COVID

### Having to depend on others

Recovering from the pandemic as a society has pushed them to seek for and give help/support, but this has carried along inconveniences, crowding and a strong sense of dependency. They are coping going online looking for answers.

### Struggling with the emotional side

Living with others as become a way to survive during the pandemic. However, this support comes with a surging emotional toll and an intensified sense of dependency. They are going online looking for answers to navigate those difficult times.

### Protecting each other

During the pandemic they have been motivated to live with others out of survival and obligation. They are going online to share their personal experiences and challenges of the crowding issue but also the emotional toll affecting them tremendously.

# TOPICS

	European Millennials	European Gen X	European Boomers
PRE-COVID	European Millennials focused on what was not working. They discussed the <b>challenges</b> of living together more than any other generations and more than US Millennials. They also discussed the benefits of living with others the least.	European Gen X talked about <b>the challenges of living together</b> , more than US Gen X. They also discuss the triggering circumstances and their personal situation much more than the benefits.	Just like US Boomers, European Boomers were the most focused on the benefits of living with others of all generations.
MID-COVID	They discuss even more the <b>triggers that push them to consider living with other generations due to the pandemic</b> , and their personal situation to connect with others in the same situation..	Contrary to US Gen X, European Gen X focus now their conversations on the <b>triggering circumstances</b> (1.5x more than before pre COVID-19). The discussions around the benefits have nearly disappeared as they don't see any silver lining of living together during the pandemic.	During the pandemic, they talk 2x more about the <b>triggering circumstances</b> of living with others and discuss significantly less the benefits of living with others. They come online to share their personal situation hoping to connect with others.

# What do people in Europe from different generations discuss when talking about living in a multigenerational household?



PERSONAL  
SITUATION



TRIGGERING  
CIRCUMSTANCES



CHALLENGES  
OF LIVING  
TOGETHER



BENEFITS  
OF LIVING  
TOGETHER

OVERALL  
EUROPEAN  
N=13.3M

37%

22%

17%

24%

EUROPEAN  
MILLENNIAL  
N=3.6M

25%

31%

36%

8%

EUROPEAN  
GEN X  
N=1.8M

29%

28%

31%

12%

EUROPEAN  
BOOMER  
N=989.3K

25%

16%

27%

32%

# What do people in Europe from different generations discuss when talking about living in a multigenerational household?



PERSONAL  
SITUATION



TRIGGERING  
CIRCUMSTANCES



CHALLENGES  
OF LIVING  
TOGETHER



BENEFITS  
OF LIVING  
TOGETHER

OVERALL  
EUROPEAN  
N=1.4M

36%

45%

19%

0%

EUROPEAN  
MILLENNIAL  
N=185.4K

31%

39%

25%

5%

EUROPEAN  
GEN X  
N=124K

21%

43%

34%

2%

EUROPEAN  
BOOMER  
N=93K

32%

30%

17%

21%

# MOTIVATIONS

	European Millennials	European Gen X	European Boomers
PRE-COVID	European Millennials were the most motivated by external factors. Compared to the US, European Millennials saw living with others as an <b>option to recover from a situation before prepping for the future.</b>	Just as Millennials, they were more motivated by external factors such as <b>preparing for the future.</b> However, they also saw living with others as an opportunity to give and receive <b>support</b> more than increasing their quality of life vs. US Gen X.	Despite the support they could give and receive, European Boomers were more motivated by <b>recovery and an enhanced quality of life</b> than the love & connection or sense of obligation towards others vs. US Boomers. They were the most motivated by obligation of all 3 European generations.
MID-COVID	During the pandemic, living with others is definitely a way to recover. They are also <b>2.2x more motivated by the support</b> they can get and give to others than before, and less motivated by survival than US Millennials.	The economic impact of COVID-19 has made them consider living with others as a way to <b>survive</b> 2.4x more than in the past and more than US Gen X.	During COVID, they are more motivated by external factors. They are 2.6x more motivated by <b>survival</b> and 1.5x more by <b>obligation.</b>

# What motivates people in Europe from different generations to consider and adopt living in a multigenerational household?

PRE-COVID

INTERNAL MOTIVES

## MOTIVATIONS

Love/Connection

Quality of Life

Support/Care

Obligation

Preparation

Recover

Survival

EXTERNAL FACTORS

## Overall Europeans

N= 13.3M

33%

11%

22%

10%

19%

17%

21%

57%

## European Millennials

N= 3.6M

23%

5%

6%

12%

24%

31%

22%

77%

## European Gen X

N= 1.8M

37%

8%

9%

20%

21%

19%

19%

59%

## European Boomers

N= 989.3K

47%

7%

12%

28%

12%

5%

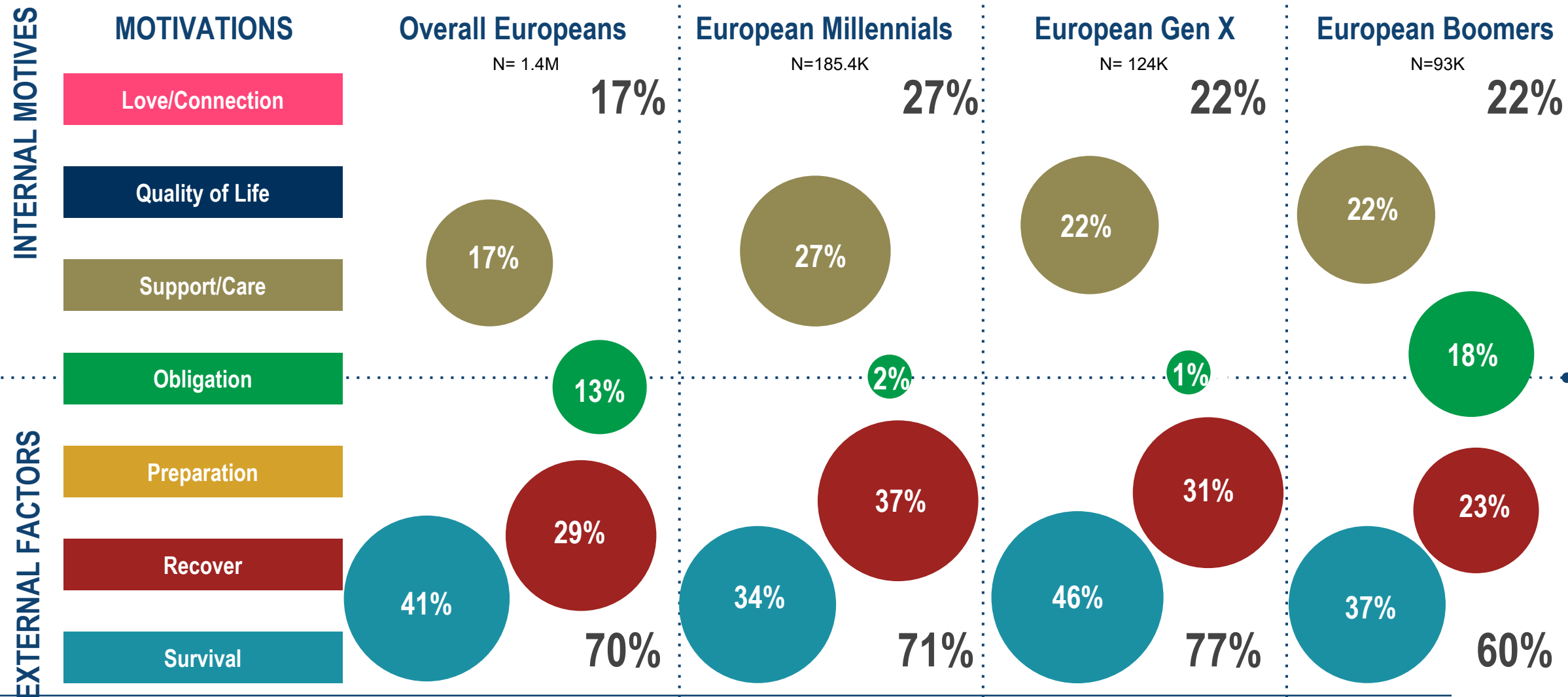
22%

14%

41%

# What motivates people in Europe from different generations to consider and adopt living in a multigenerational household?

MID-COVID

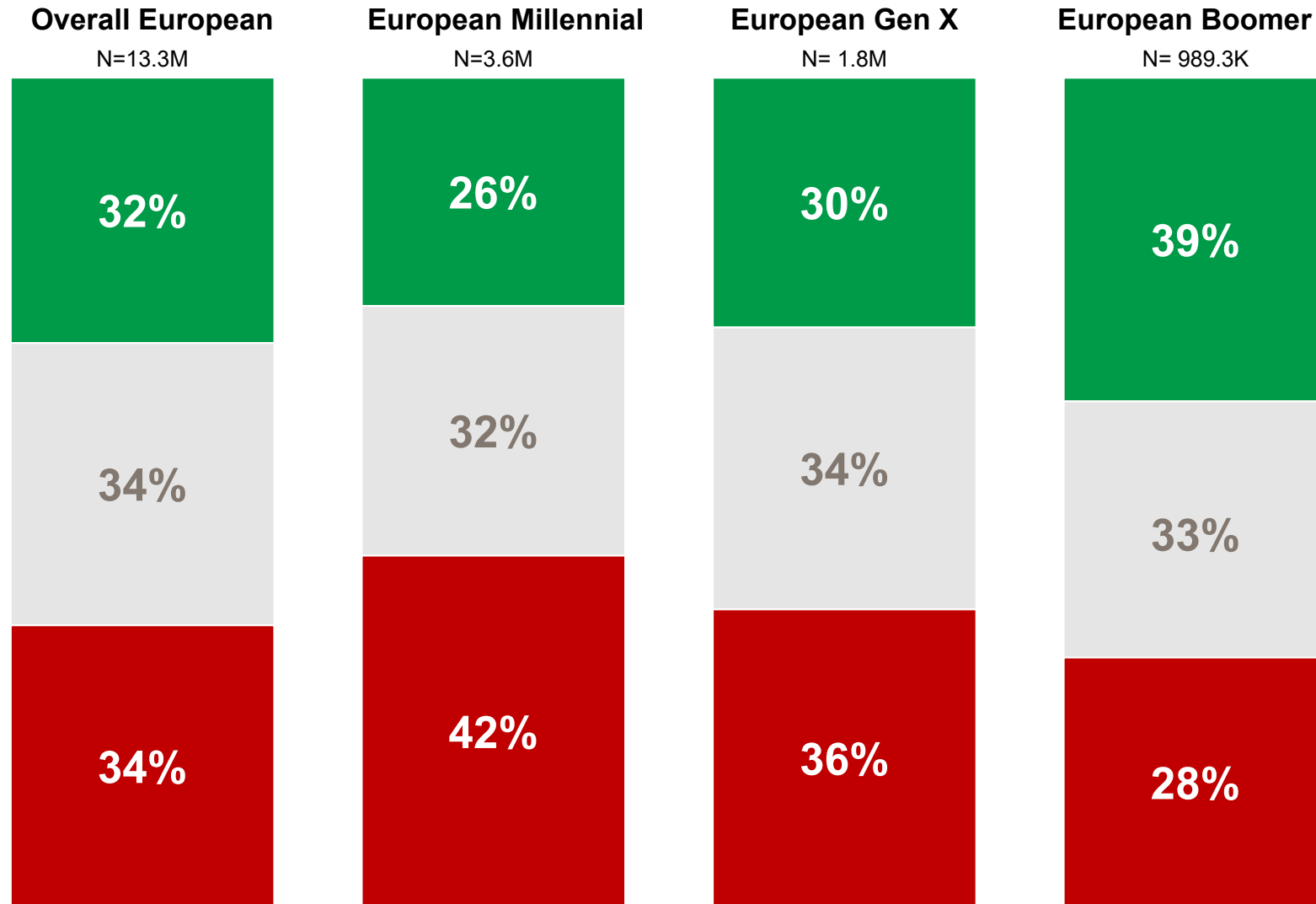


# SENTIMENT

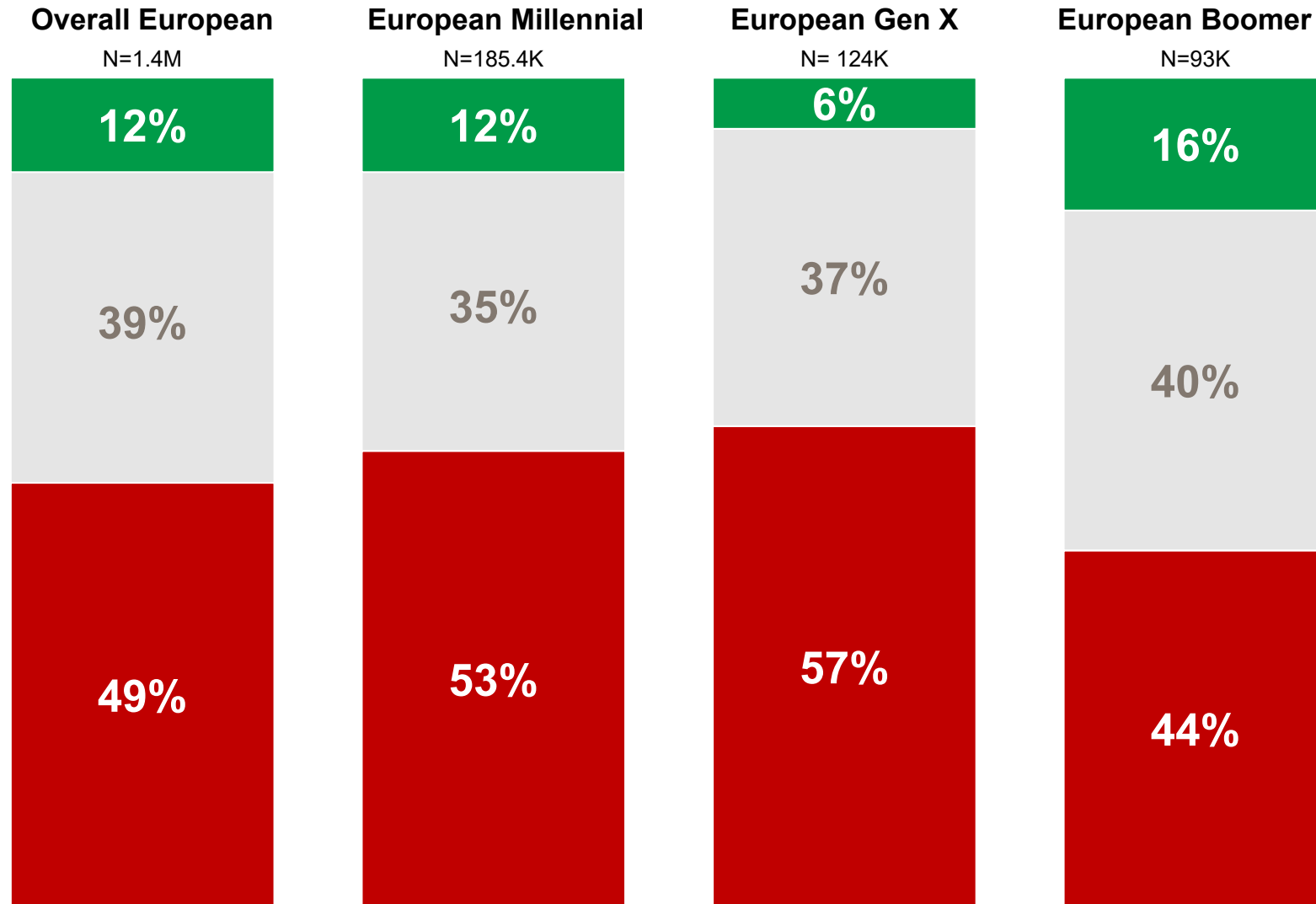
	European Millennials	European Gen X	European Boomers
PRE-COVID	<p>They were the most negative segment because they struggled with <b>social stigma and lack of privacy</b> more than any other generations just like US Millennials. They turned online to ask questions more than others.</p>	<p>They had a polarized sentiment because they saw living with other as a way of getting/giving <b>support</b>, but also had to deal with a sense of <b>dependency</b> over the <b>crowding</b> issue.</p>	<p>Just like US Boomers, they were the most positive segment. However, they saw in multigenerational living more of an opportunity to <b>give/receive support</b> while <b>sharing different point of views</b>, compared to US Boomers.</p>
MID-COVID	<p>Their negative sentiment increases but it now relates to <b>inconvenience/crowding and a sense of dependency</b> (2x more than in the past). They come online to ask questions even more to find support.</p>	<p>During the pandemic, they are the most negative segment, mainly affected by the <b>emotional toll</b> (4x more than in the past) and the <b>crowding issue</b> (1.6x more). They are coming online to ask questions 1.5x more than in the past.</p>	<p>They are 2.4x less positive and 1.6x more negative during the pandemic. When negative, beyond the <b>crowding</b>, they suffer from the <b>emotional toll</b> of having to live with others 4.7X more than in the past. They come online to share their situation and wisdom as well as to ask questions.</p>



# How do people in Europe from different generations feel about living in a multigenerational household and why?

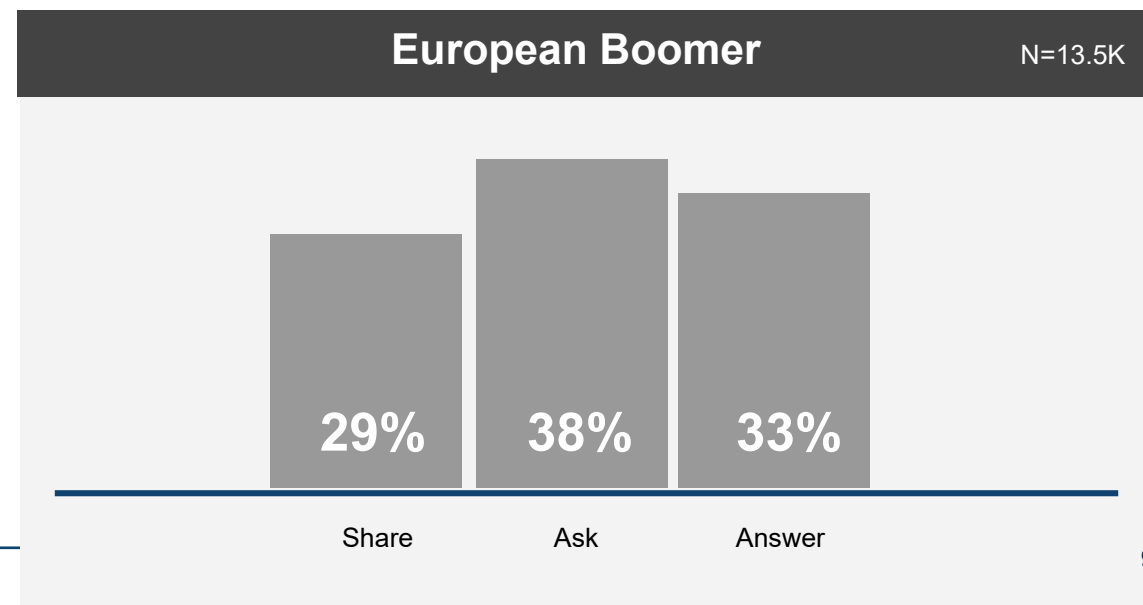
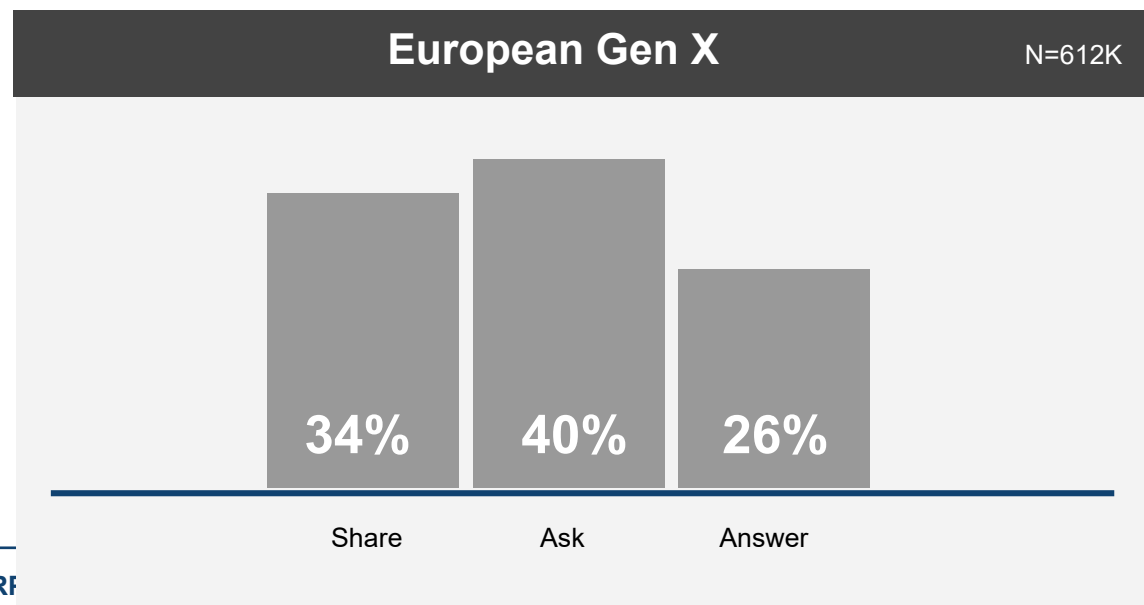
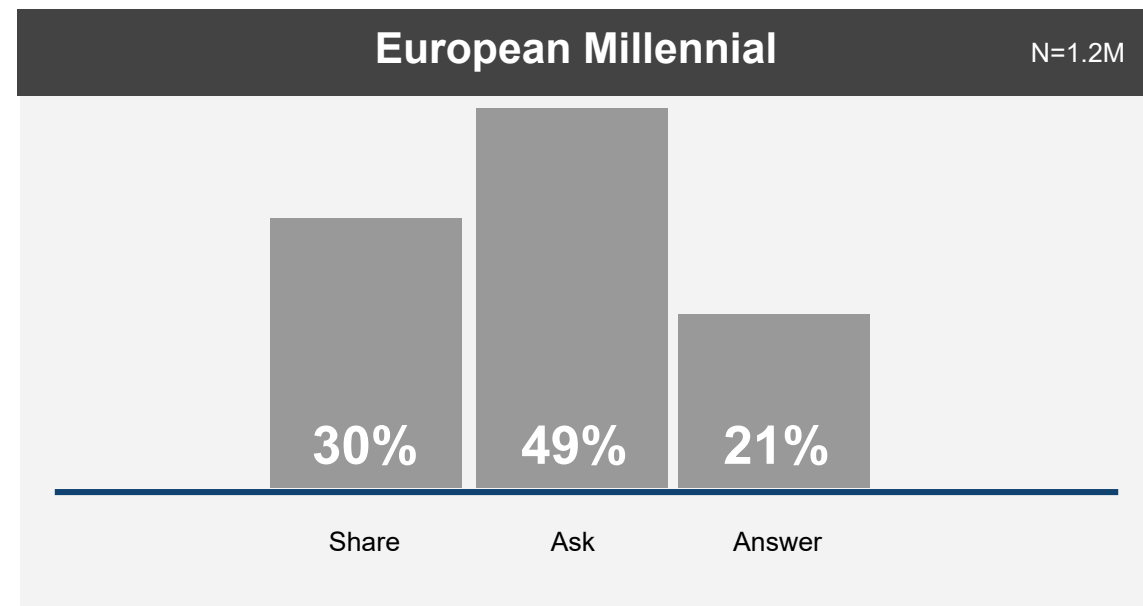
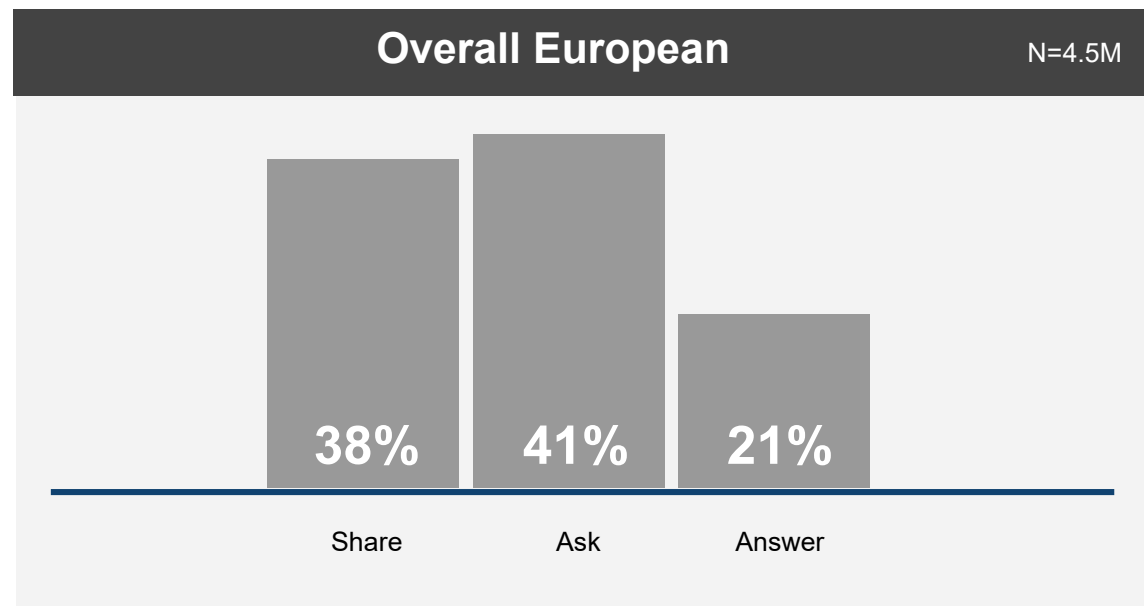


# How do people in Europe from different generations feel about living in a multigenerational household and why?



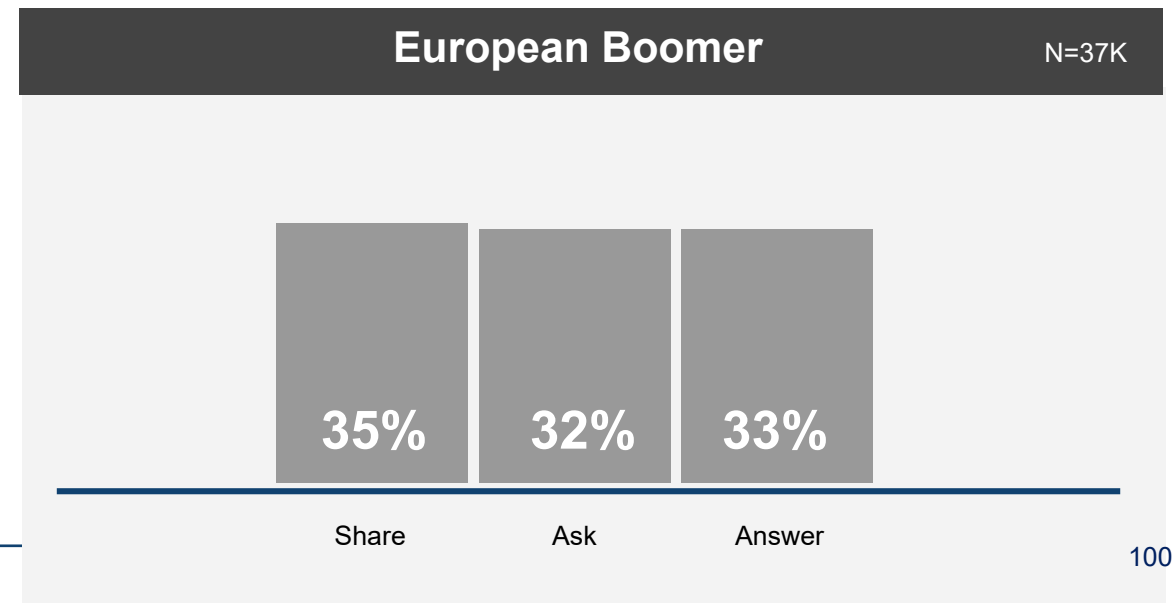
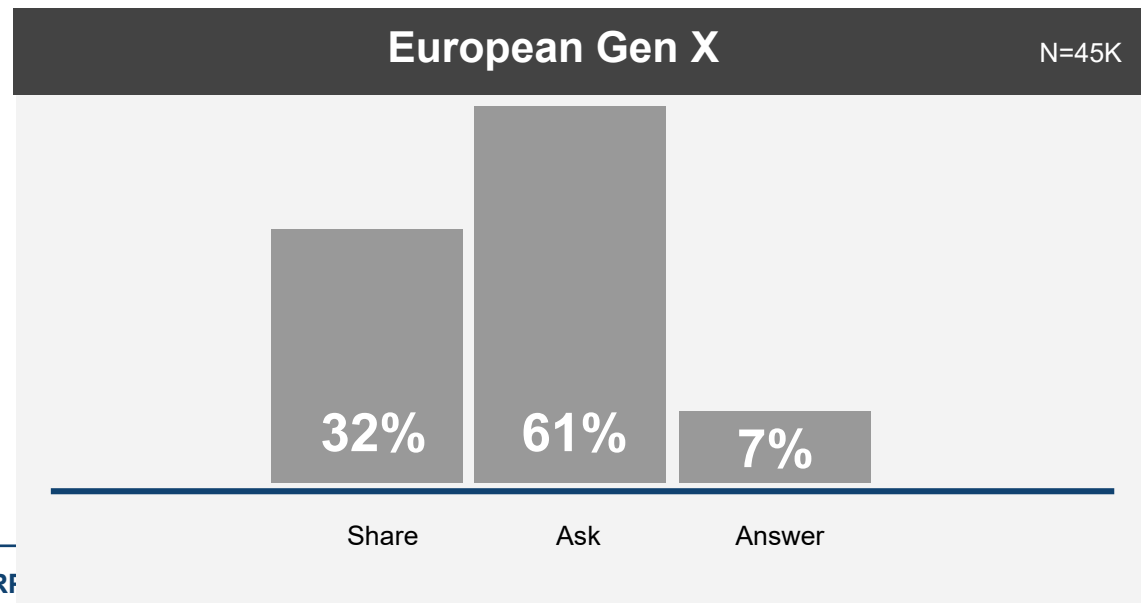
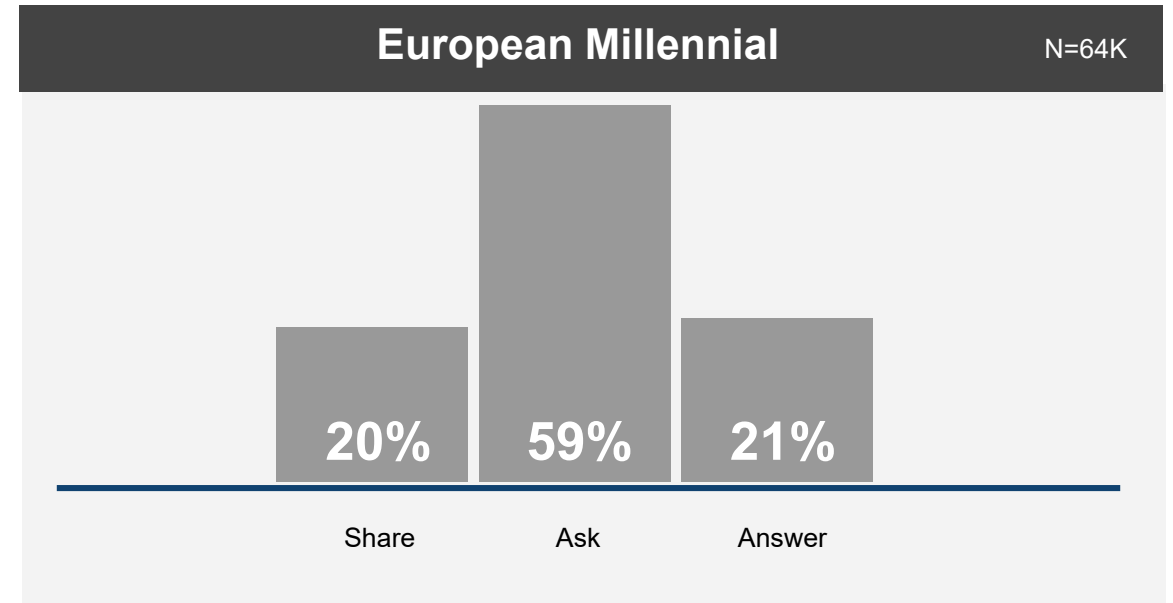
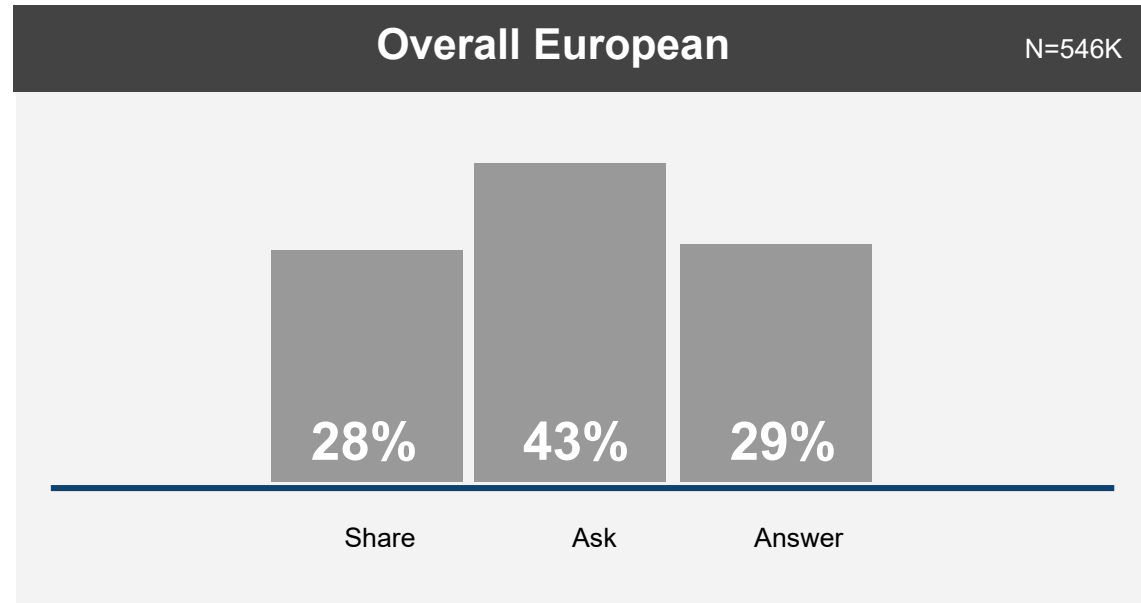
# What are they doing online?

● Neutral drivers



# What are they doing online?

● Neutral drivers



# What drives positive sentiment?



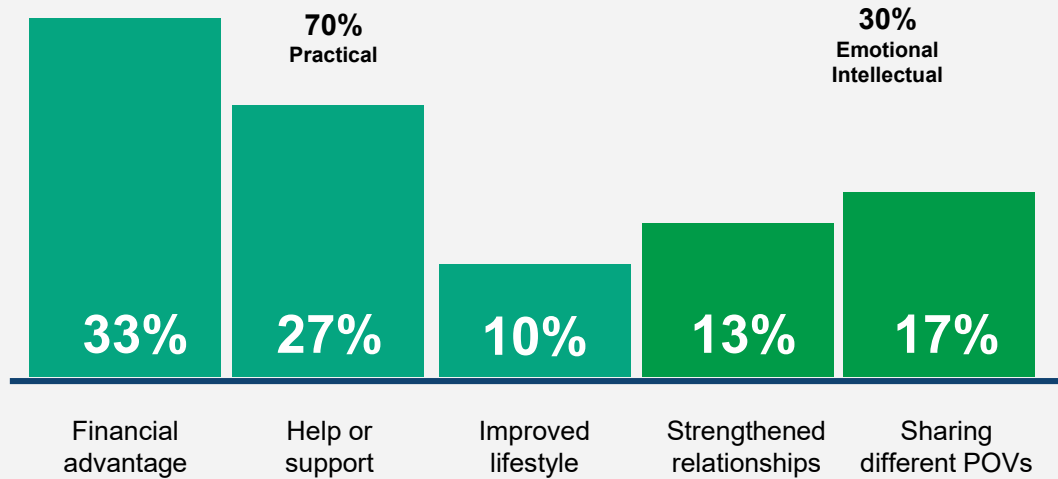
Practical drivers



Emotional/ Intellectual drivers

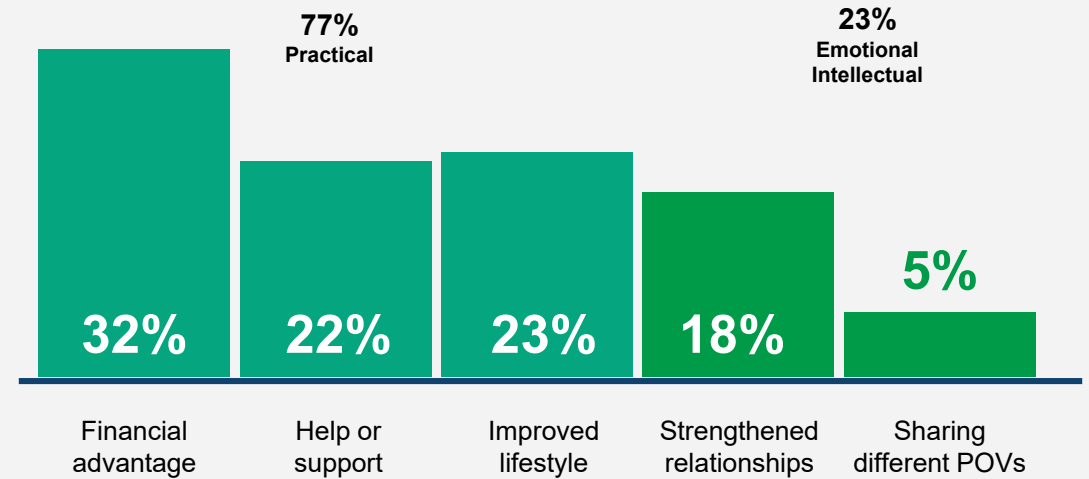
## Overall European

N=4.2M



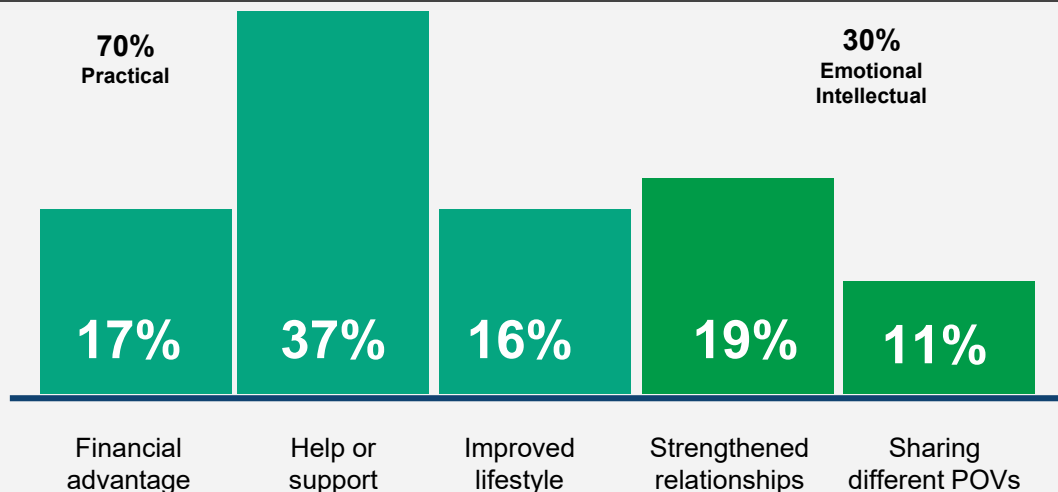
## European Millennial

N=936K



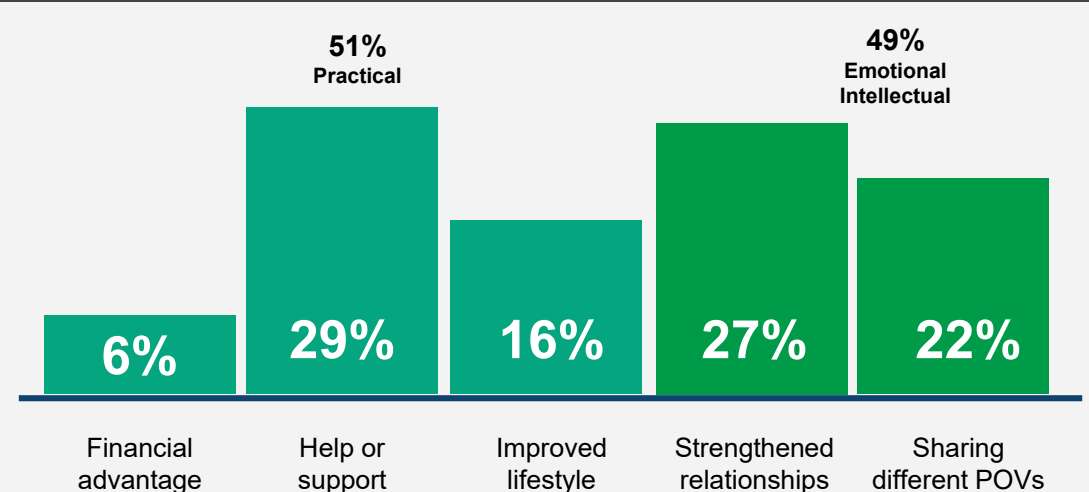
## European Gen X

N=540K



## European Boomer

N=386K



# What drives positive sentiment?



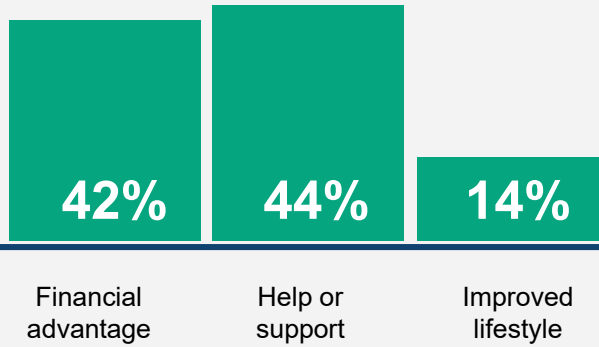
Practical drivers



Emotional/ Intellectual drivers

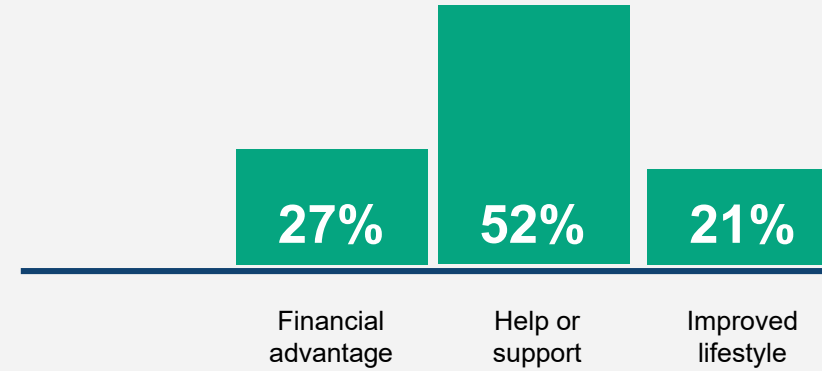
## Overall European

N=168K

**100%**  
Practical

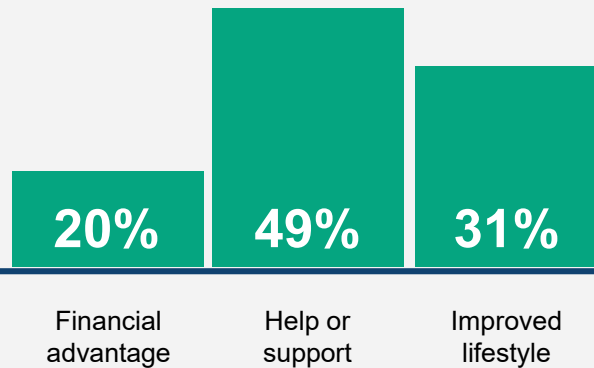
## European Millennial

N=22K

**100%**  
Practical

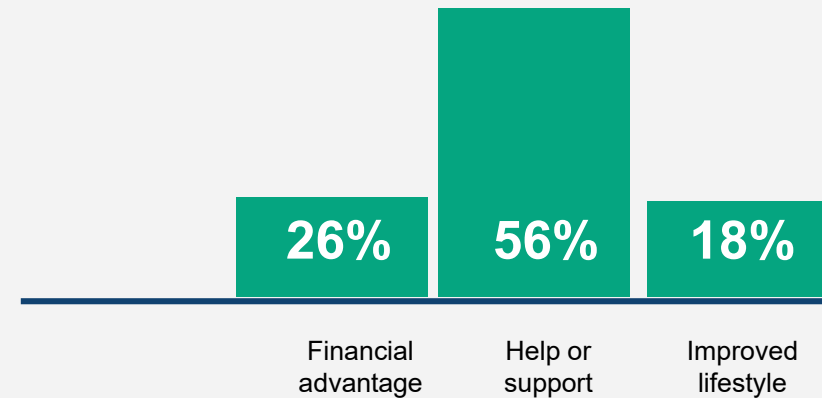
## European Gen X

N=7K

**100%**  
Practical

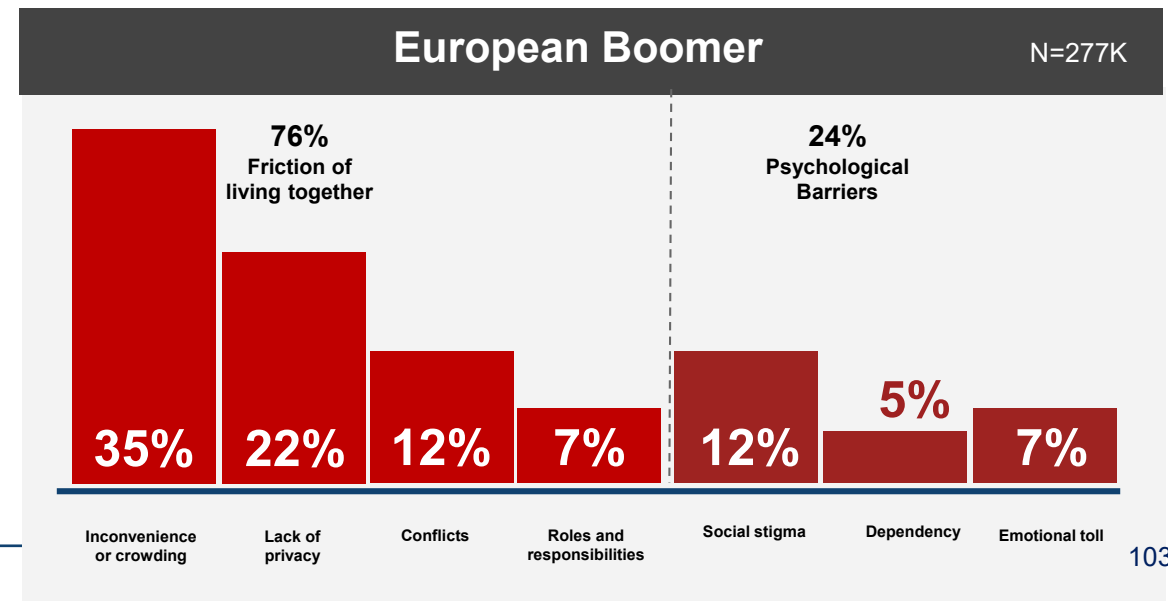
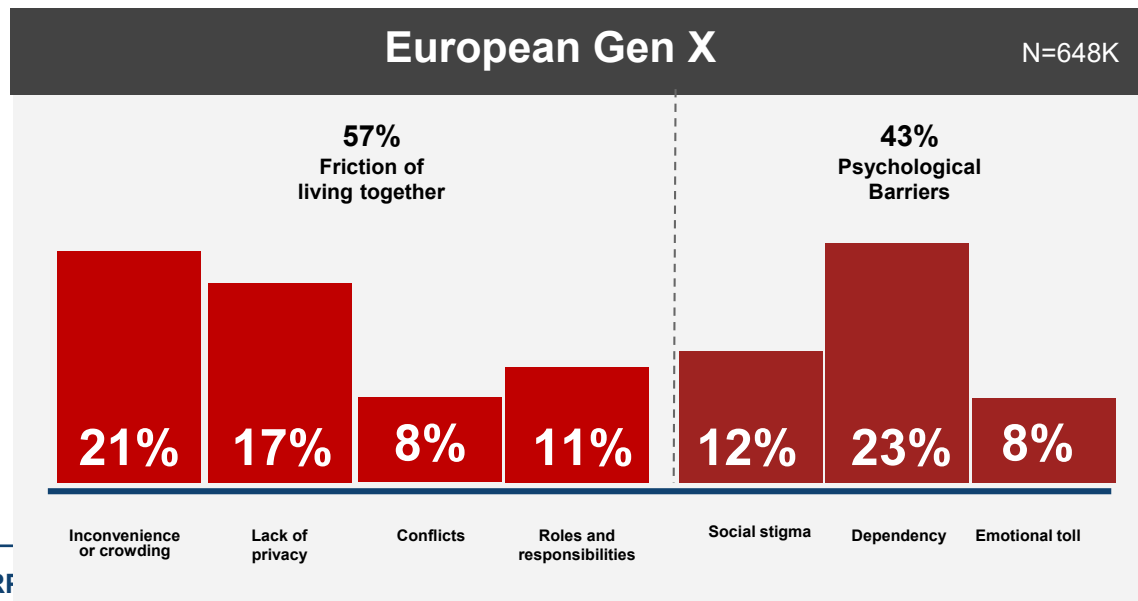
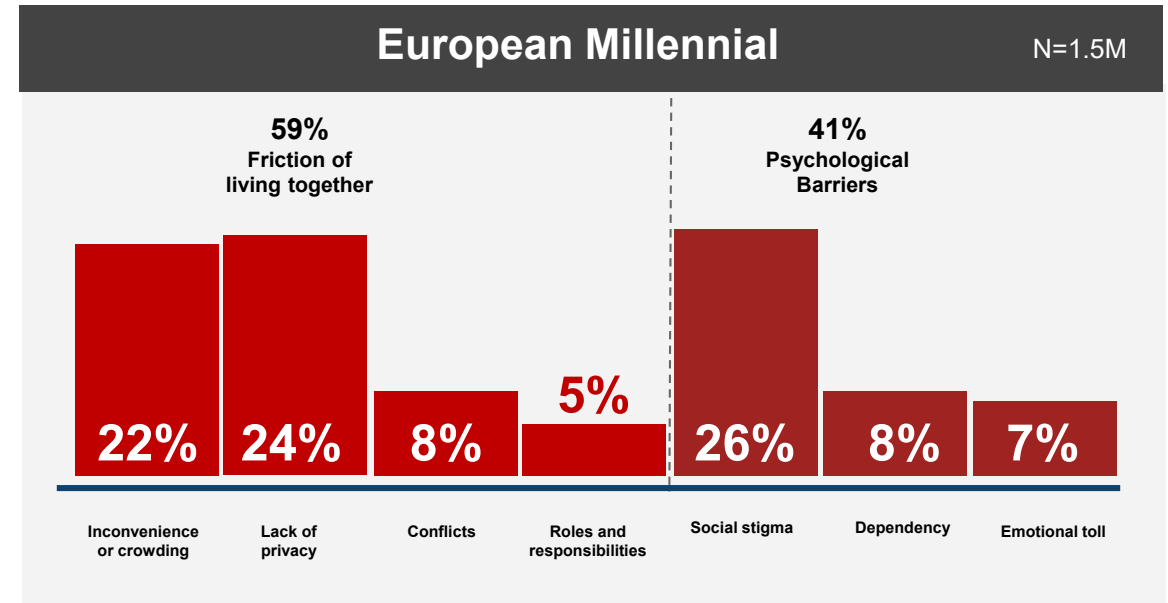
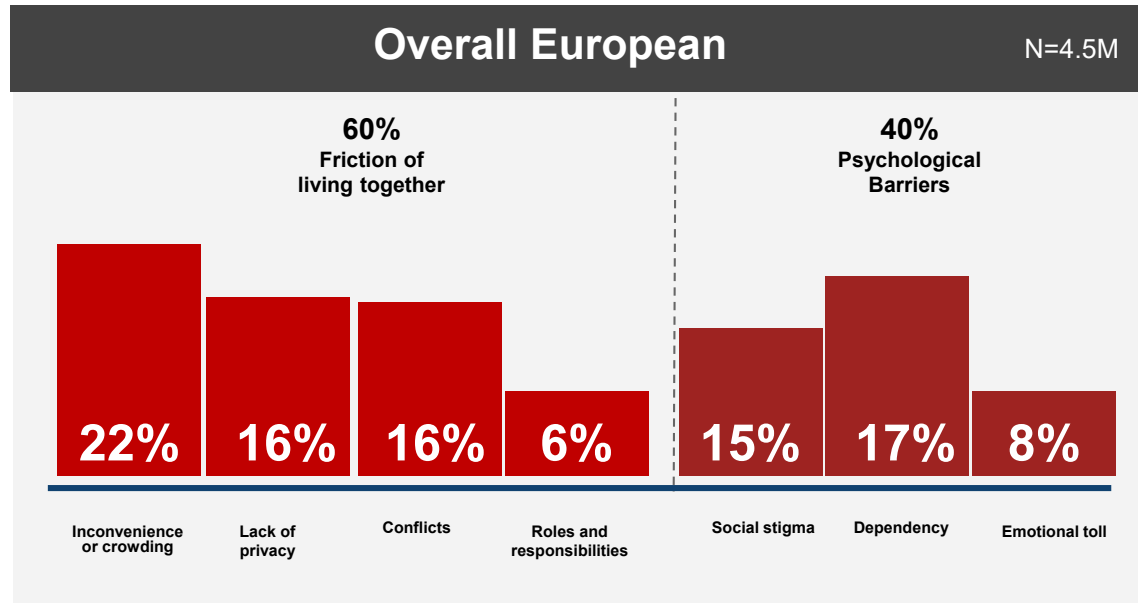
## European Boomer

N=14K

**100%**  
Practical

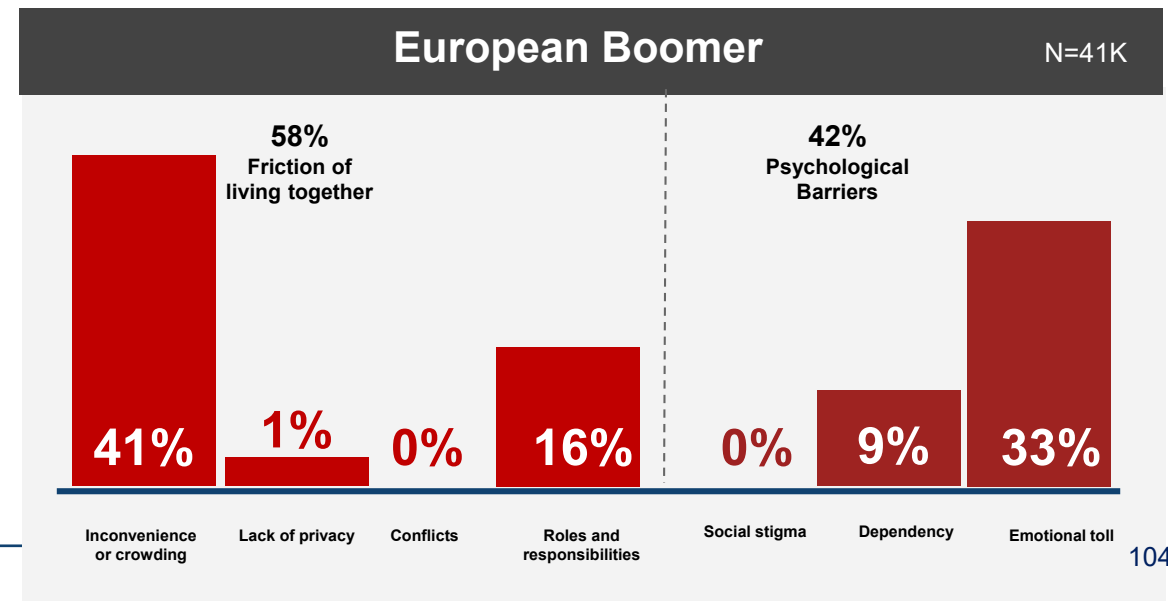
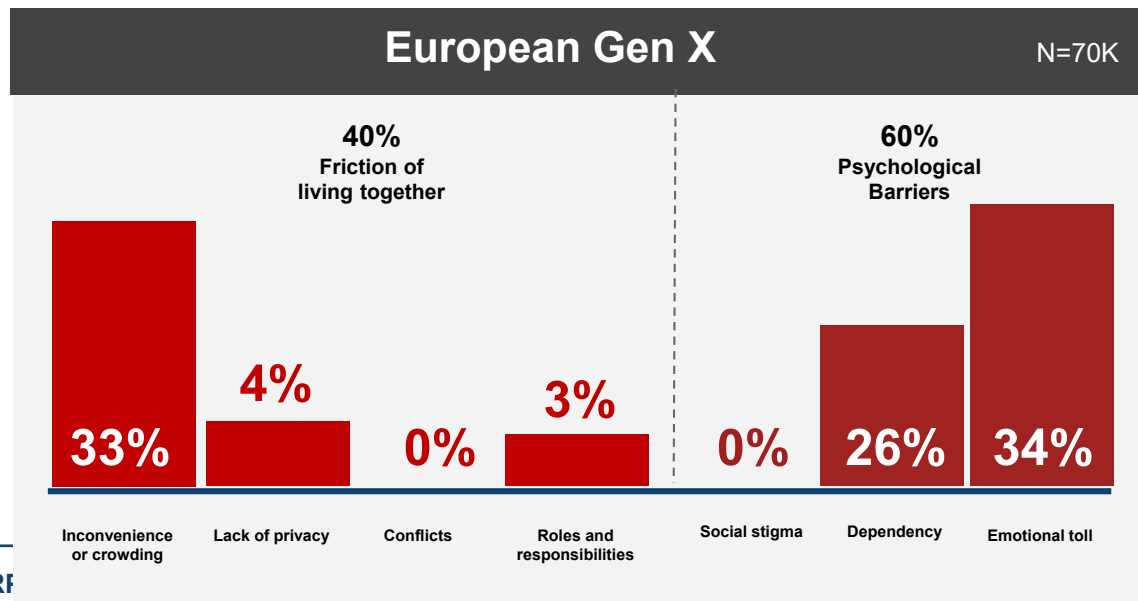
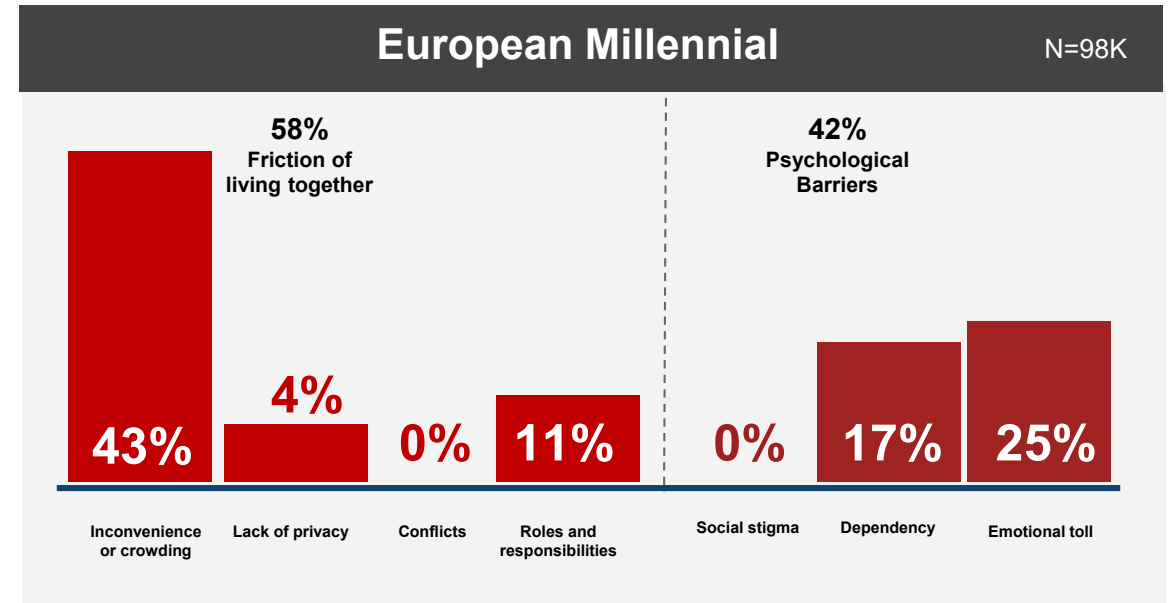
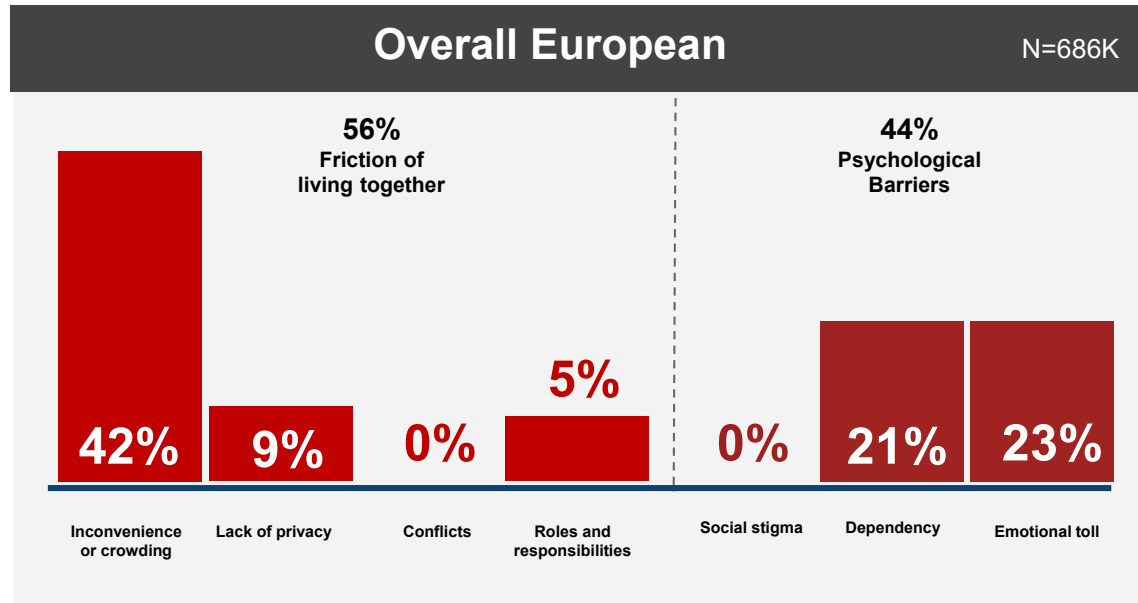
# What drives negative sentiment?

● Frictions of living together ● Psychological barriers



# What drives negative sentiment?

● Frictions of living together ● Psychological barriers







## MILLENNIALS, GENX AND Boomers IN LATIN AMERICA PRE-& MID-COVID

# Universe of Conversations Mined in Latin America

PRE-COVID	
Feb. 1, 2019 - Feb. 29, 2020	

*N Values*

<b>Overall LatAm</b>	<b>11M</b>
LatAm Millennials	2.7M
LatAm Gen X	1.4M
LatAm Boomers	893K

MID-COVID	
Mar. 1, 2020 - Jun. 23, 2020	

*N Values*

<b>Overall LatAm</b>	<b>11M</b>
LatAm Millennials	1.4M
LatAm Gen X	851K
LatAm Boomers	202K

*Note: The conversations are tagged as pertaining to a certain group based on self-identification either in the conversation itself or on the public profile of the person involved in the conversation.*

## LatAm Millennials

### Coping with the challenges of living together

Living with other generations was a pragmatic choice motivated by **economic factors such as survival and recovery** more than US Millennials. LatAm Millennials were the most negative of all generations but less than US Millennials, struggling with the **crowdings and the conflicts** and less from the social stigma. They were more **neutral**, coming online to ask questions on how to make it work.

## LatAm Gen X

### Facing the stigmas for a better life

Living with others was a way to fulfill their cultural responsibilities of **caring for each other, strengthening their relationships** but also to **increase their quality of life**. However, the **social stigma and the negative sense of dependency** were a price to pay.

## LatAm Boomers

### Appreciating the support by living with others

They were the most positive segment seeing in living together a way to **get and give support, strengthen their relationships and share different points of views**. They were also more motivated by **survival** than US Boomers due to their economic situation.

### Looking for ways to move forward while torn between obligation and dependence

Just like everyone, living with others have been a way to survive and recover. However, Millennials in LatAm feel a strong sense of obligation to support each other during these difficult times, while aspiring for independence, which creates an emotional toll and a negative sense of dependency more than in US Millennials.

### Struggling to see the bright side

Living with others has had even more of an emotional impact on Gen X in LatAm than in the US. They suffer from **the emotional toll** rather than the social stigma. They come online to connect with others and find solutions to make it work and navigate their feelings.

### Doing their part to help others

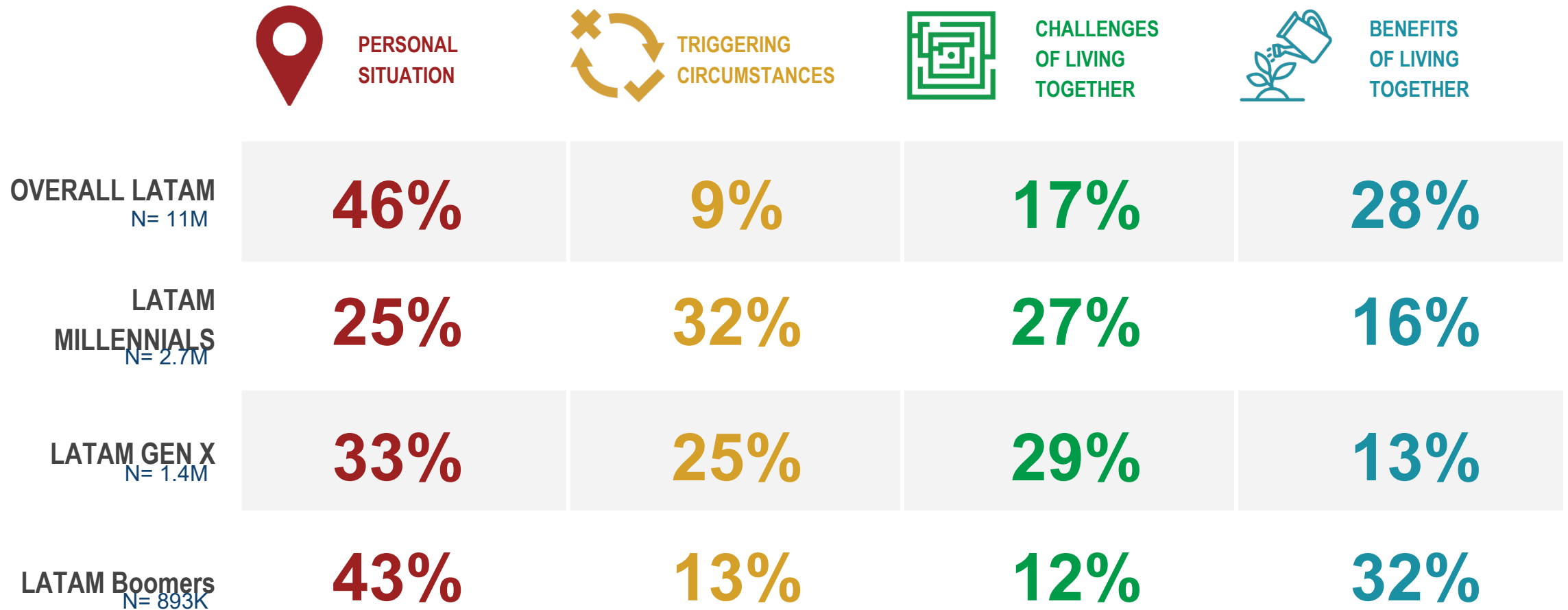
During the pandemic, they have felt a stronger **sense of obligation** to do their part to support their community. While they have become less positive about living with others, they have also become **more neutral**, coming online to share their experience and wisdom and find solutions. That said, they also suffer from an **increased sense of dependency** that affects them more than US Boomers.



# TOPICS IN LATAM

	LatAm Millennials	LatAm Gen X	LatAM Boomers
PRE-COVID	<p>LatAm Millennials discussed the events that <b>triggered</b> the decision more than any generation. They also discussed <b>challenges</b> of living together. Living with other generations may be a cultural trait of their community and they see some benefits to it more than US Millennials. However, it may be more of a decision pressed by external circumstances.</p>	<p>LatAm Gen X talked about <b>their personal situation more than US Gen X and the triggering circumstances less</b>. As the sandwich generation in LatAm, living with other generations to support each other was just a way of life. It came with some challenges that they discuss the most compared to other LatAm generations.</p>	<p>LatAm Boomers were the ones talking the most about the <b>benefits of living with other generations</b> and they talked the least about the <b>challenges of living together</b>. They focus more on the silver lining than US Boomers and less about the challenges. Just like Boomers, living with others is a way to stay connected and to contribute to others.</p>
MID-COVID	<p>With COVID, just like US Millennials, they now still discuss <b>triggers</b>, but are focused on sharing their <b>personal situation more</b> and their challenges a bit less. They also see the silver lining of living together much more than US Millennials.</p>	<p>They talk about their <b>personal situation</b> more during COVID-19 and the <b>triggering circumstances</b>. They talk less about the challenges but also the benefits of living together less than in the past and less than US Gen X. They may come online to find an outlet to share their situations and find support from people under the same circumstances.</p>	<p>They focus primarily on the silver lining and talk even more about the <b>benefits</b> of living with others (economic and support related), and much less about the <b>challenges</b> that come with this type of living arrangement than other generations and US Boomers.</p>

# What do people in LatAm from different generations discuss when talking about living in a multigenerational household?



# What do people in LatAm from different generations discuss when talking about living in a multigenerational household?



PERSONAL  
SITUATION



TRIGGERING  
CIRCUMSTANCES



CHALLENGES  
OF LIVING  
TOGETHER



BENEFITS  
OF LIVING  
TOGETHER

OVERALL LATAM  
N= 11M

29%

31%

21%

19%

LATAM  
MILLENNIALS  
N= 1.4M

29%

28%

24%

19%

LATAM GEN X  
N= 851K

37%

39%

17%

7%

LATAM Boomers  
N= 202K

36%

22%

6%

36%

# MOTIVATIONS in LatAm

	LatAm Millennials	LatAm Gen X	LatAm Boomers
PRE-COVID	<p>The most motivated by <b>external factors</b>, LatAm Millennials used to move in with others to survive and recover more than US Millennials or as a transition to prepare for the future, while also accessing a better quality of life, just like US Millennials. They were the least motivated by <b>obligation</b> vs. other generations.</p>	<p>Just as LatAm Millennials, they were more motivated by <b>external factors</b> such as recovery, survival and prepping for the future. However, just like US Gen X, they also saw living with others as a practical arrangement <b>to gain and give support to others and increase their quality of life.</b></p>	<p>LatAm Boomers were the most motivated by <b>internal factors</b>. They saw living with other generations as a way to <b>get the support they need but also to provide some support</b>. They were also motivated by survival, more than US Boomers. They were the most motivated by <b>obligation</b> vs. other generations.</p>
MID-COVID	<p>During the pandemic they have become even more motivated by external factors, with a strong focus on <b>surviving and recovering from the economic downturn</b>. They are also motivated by a sense of obligation more than in the past and more than US Millennials as, culturally, in the face of adversity, it is their duty to help their family and community.</p>	<p>This is the generation that is the most motivated by <b>recovery followed by survival</b>. They may be the most affected by the pandemic that challenges their ability to make both ends meet while they have responsibilities towards their children and their parents.</p>	<p>During COVID, just like other generations, they are driven by <b>survival and recovery</b> but also by <b>a strong sense of obligation of helping other generations</b> in these difficult times.</p>

# What motivates people in LatAm from different generations to consider and adopt living in a multigenerational household?

PRE-COVID

INTERNAL MOTIVES

## MOTIVATIONS

Love/Connection

Quality of Life

Support/Care

Obligation

Preparation

Recover

Survival

EXTERNAL FACTORS

## Overall LatAm

N= 11M

60%

32%

28%

25%

15%

15%

## LatAm Millennials

N= 2.7M

24%

3%

11%

10%

3%

19%

24%

30%

73%

## LatAm Gen X

N= 1.4M

35%

5%

14%

16%

5%

15%

24%

21%

60%

## LatAm Boomers

N= 893K

49%

10%

7%

32%

13%

2%

15%

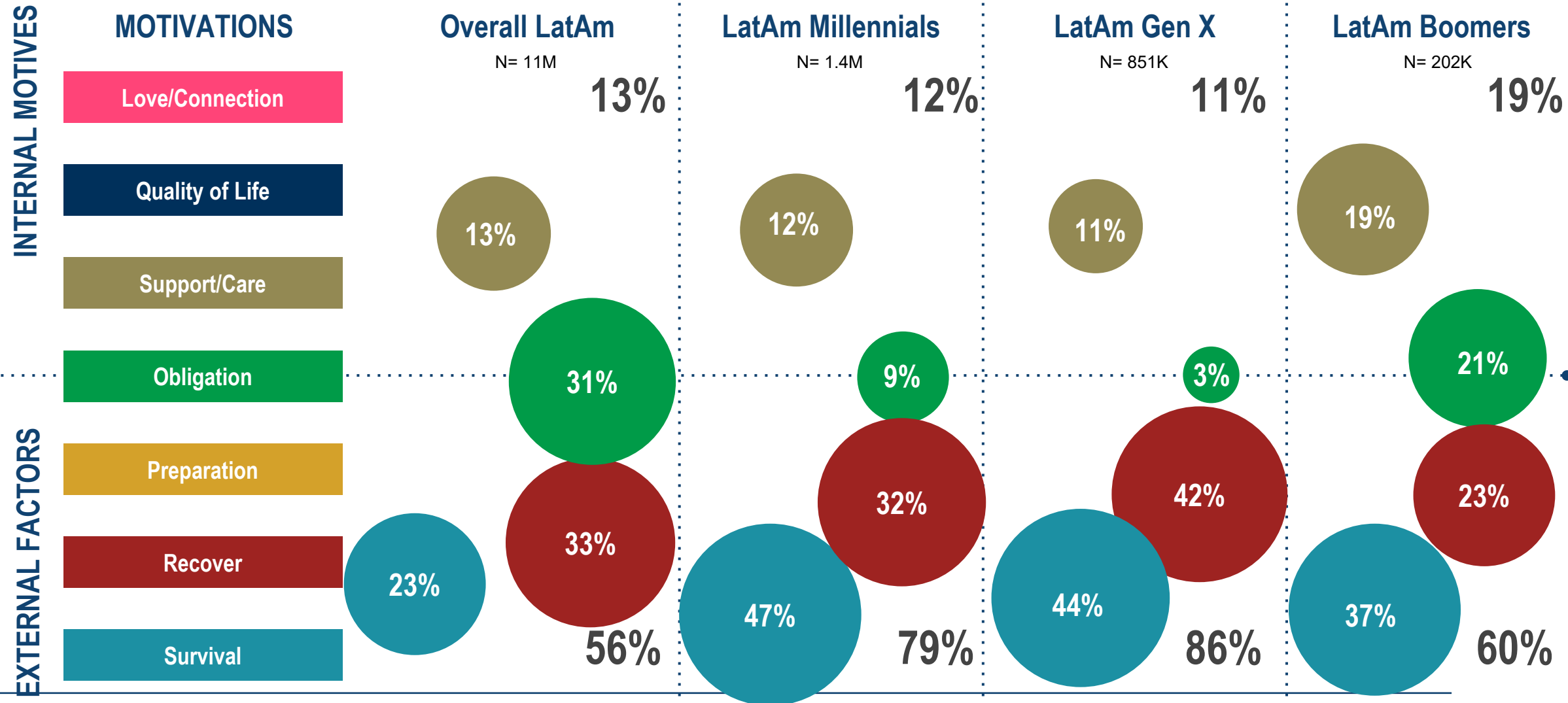
21%

38%



# What motivates people in LatAm from different generations to consider and adopt living in a multigenerational household?

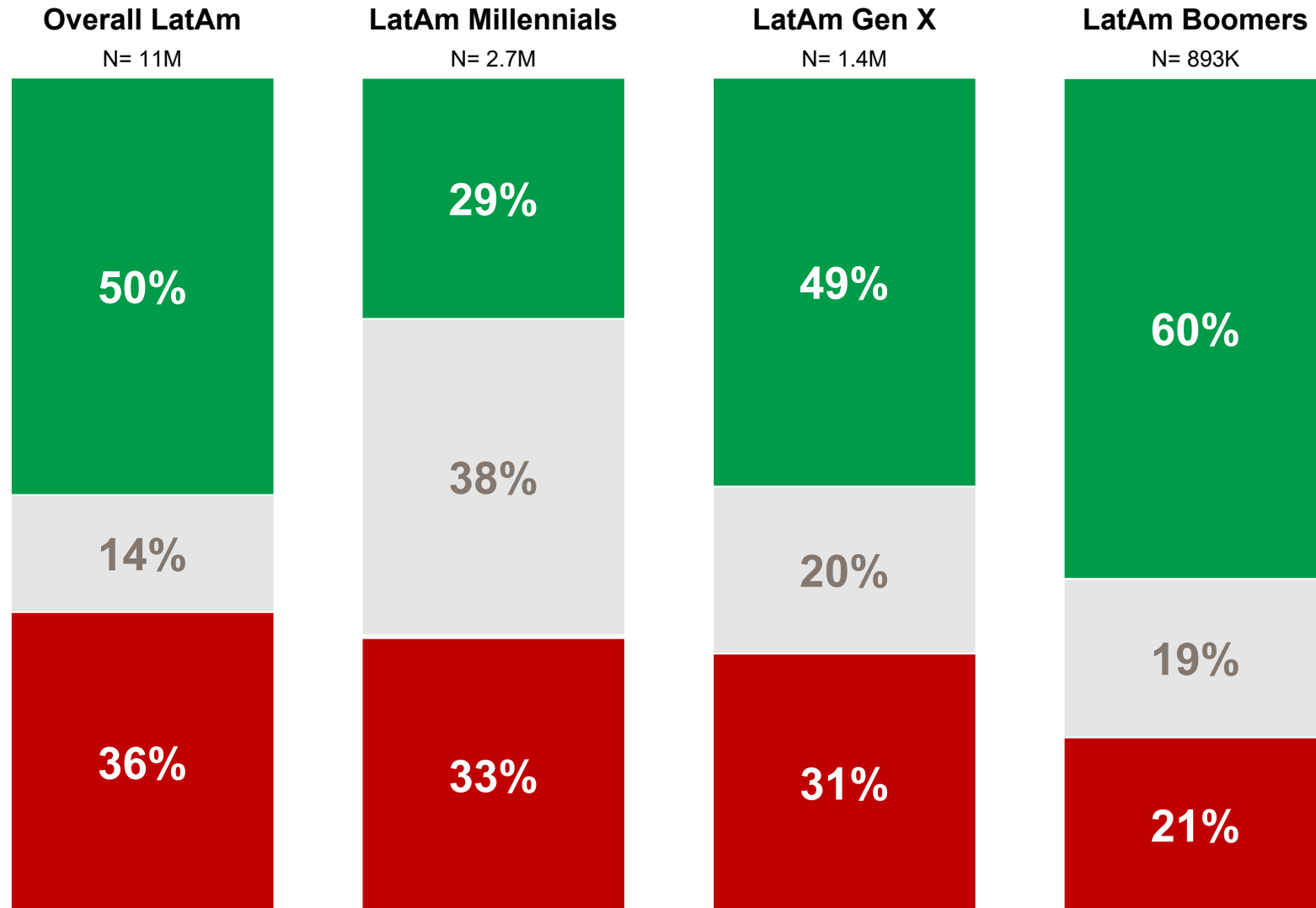
MID-COVID



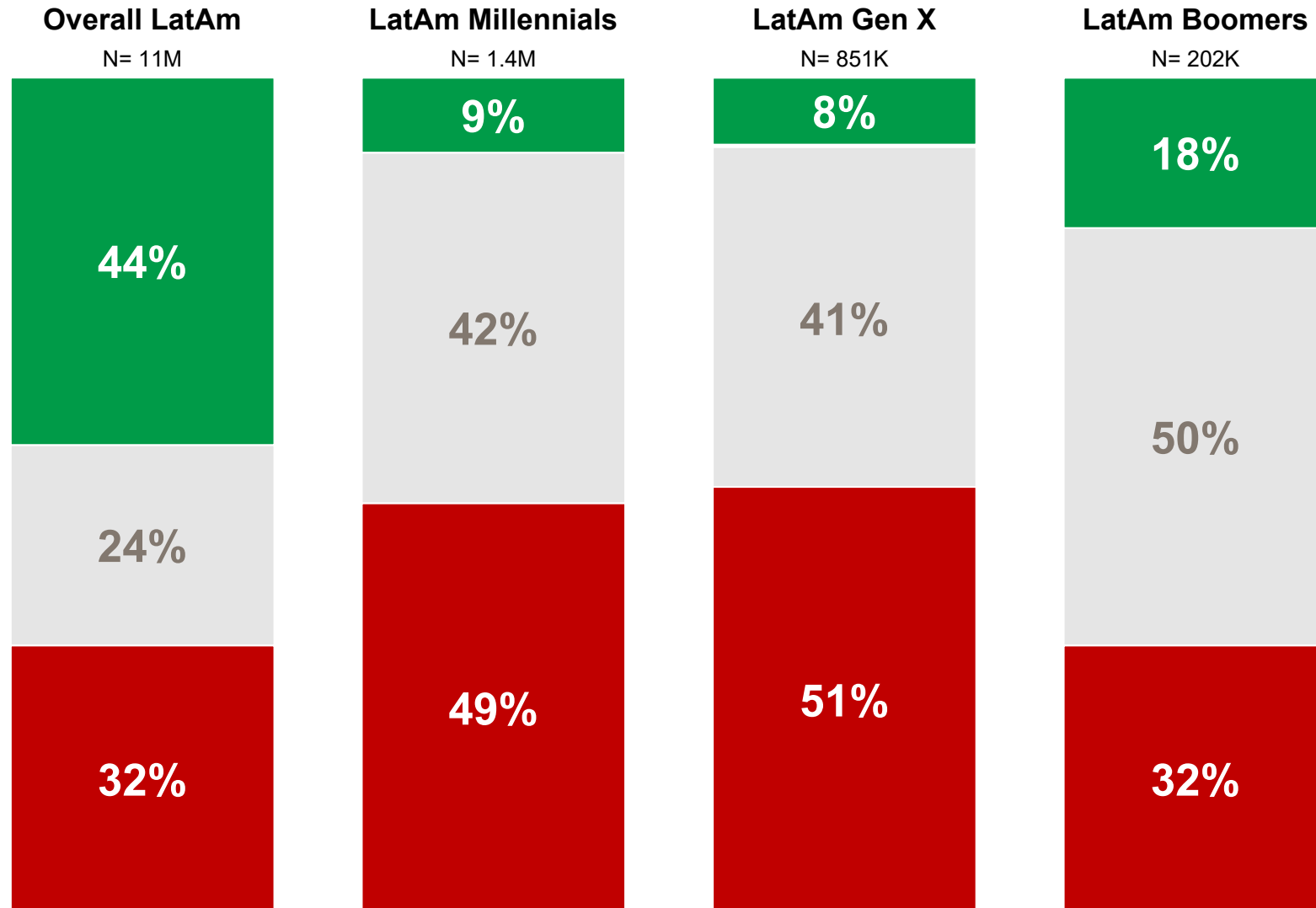
# SENTIMENT in LatAm

	LatAm Millennials	LatAm Gen X	LatAm Boomers
PRE-COVID	<p>They were the most negative about multigenerational living because they <b>struggled with the crowding and the lack of privacy. Social stigma was much less important for them vs. US Millennials.</b> What they appreciated from living with others were the help they could get and give and the financial advantage. As the most neutral generation, <b>they came online to ask questions more than to share their experience.</b></p>	<p>They were more positive about living with other generations than US Gen X as they saw the support they could give/get as well as their strengthened relationships with others. <b>They were more affected by the sense of dependency and the social stigma than other generations in LatAm, in line with US Gen X.</b></p>	<p>They were the <b>most positive segment</b> and saw in multigenerational living an opportunity to get and give support but also to <b>strengthen their relationships and share different point of views.</b> They were less focused on the financial advantage of living with others than US Boomers.</p>
MID-COVID	<p>Their negative sentiment increases but it now relates to <b>the emotional toll and the sense of dependency (more than the US Millennials)</b> rather than the social stigma or the crowding. They also come online to ask more questions about such living arrangement in order to navigate through their difficulties.</p>	<p>During the pandemic, <b>they are the most negative segment. They are affected by the emotional toll more than US Gen X.</b> They also come online to ask more questions as they are looking for ways to make it work.</p>	<p>They are <b>three times less positive and 2.6 times more neutral than in the past.</b> LatAm Boomers use online as an outlet to share their experience but also to ask and answer questions. They are also more negative. They are more affected by a <b>sense of dependency than US Boomers.</b></p>

# How do people in LatAm from different generations feel about living in a multigenerational household and why?

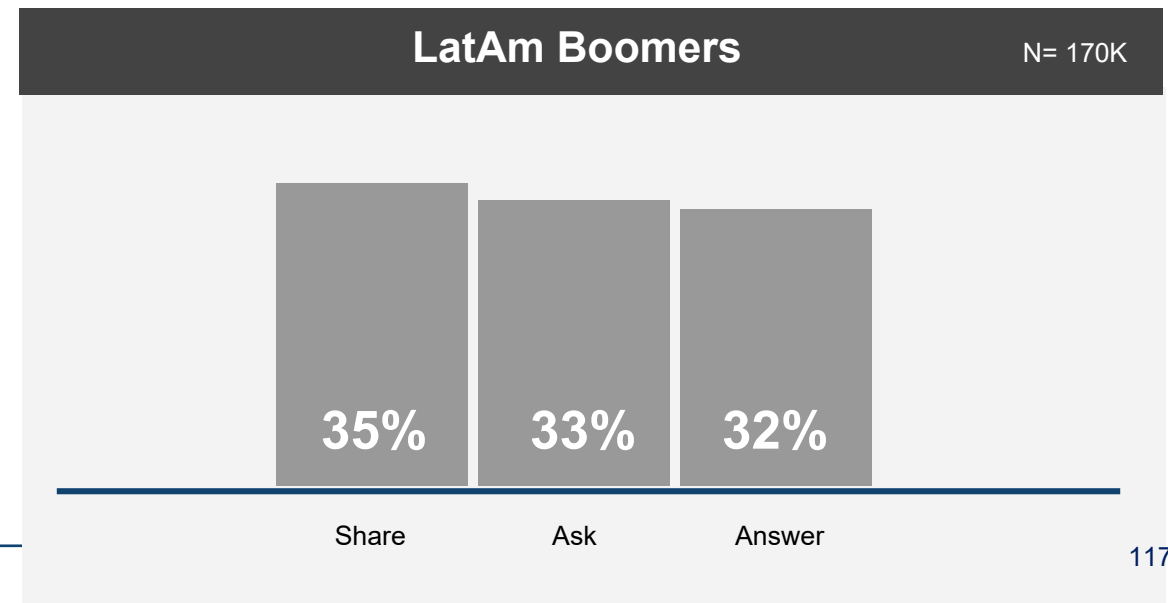
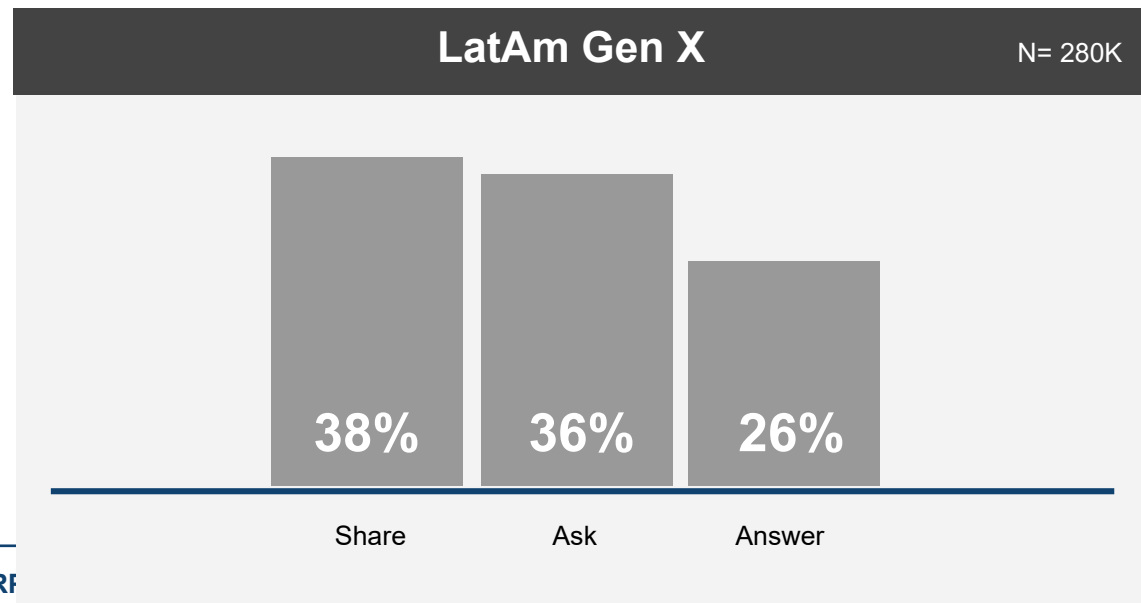
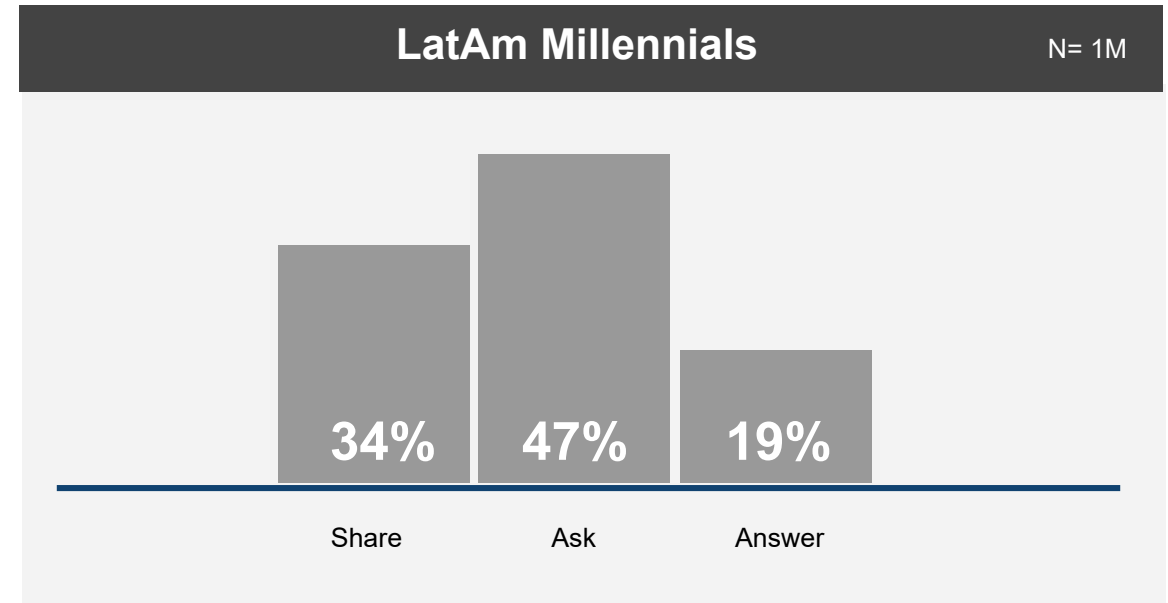
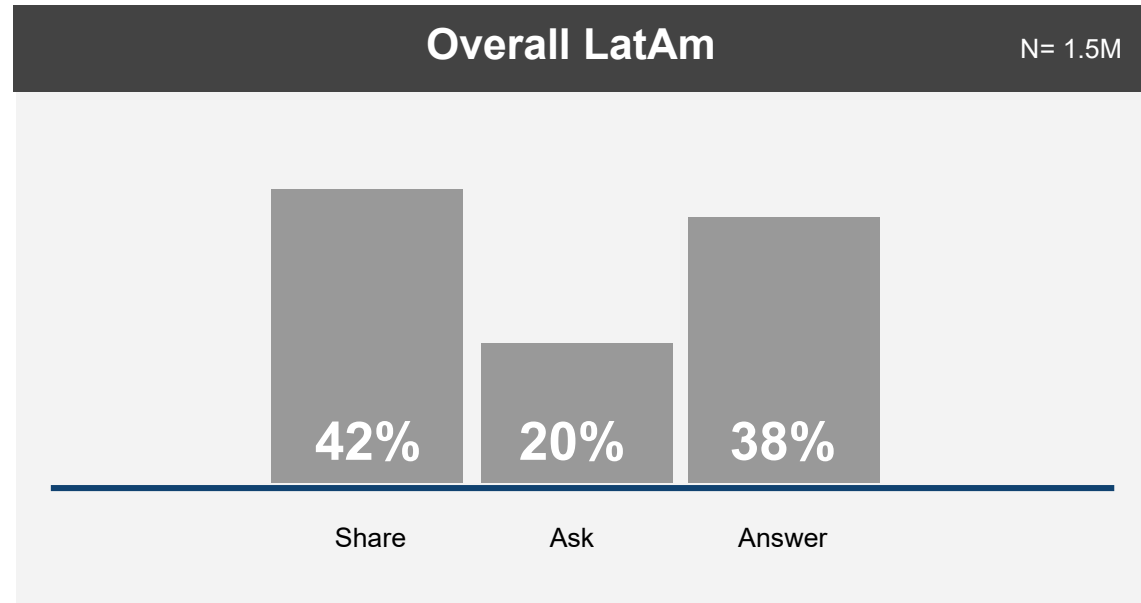


# How do people in LatAm from different generations feel about living in a multigenerational household and why?



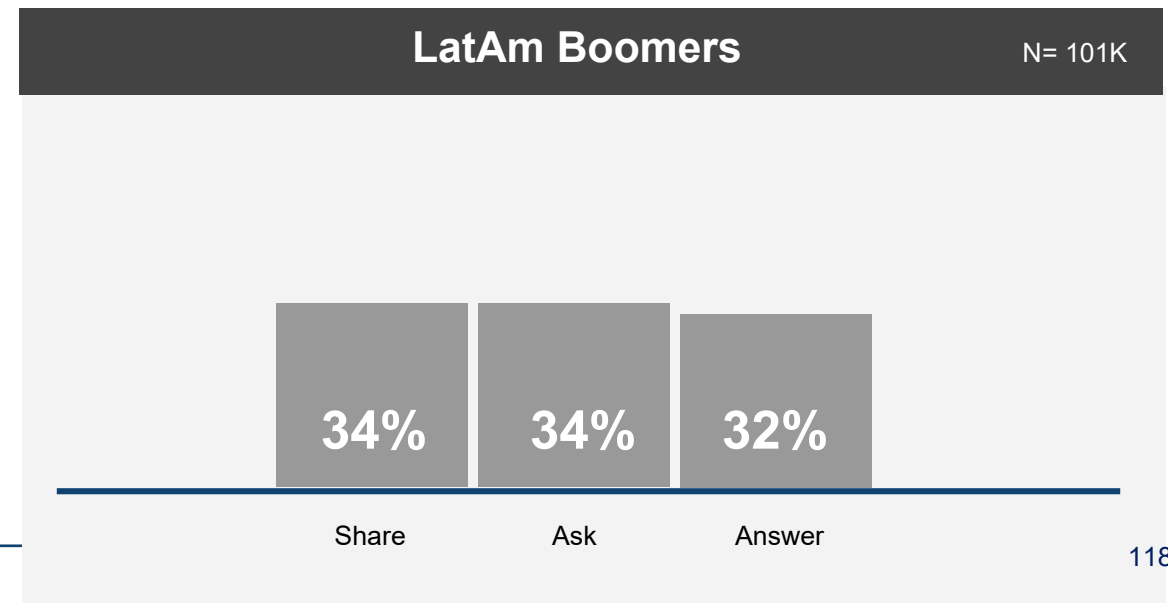
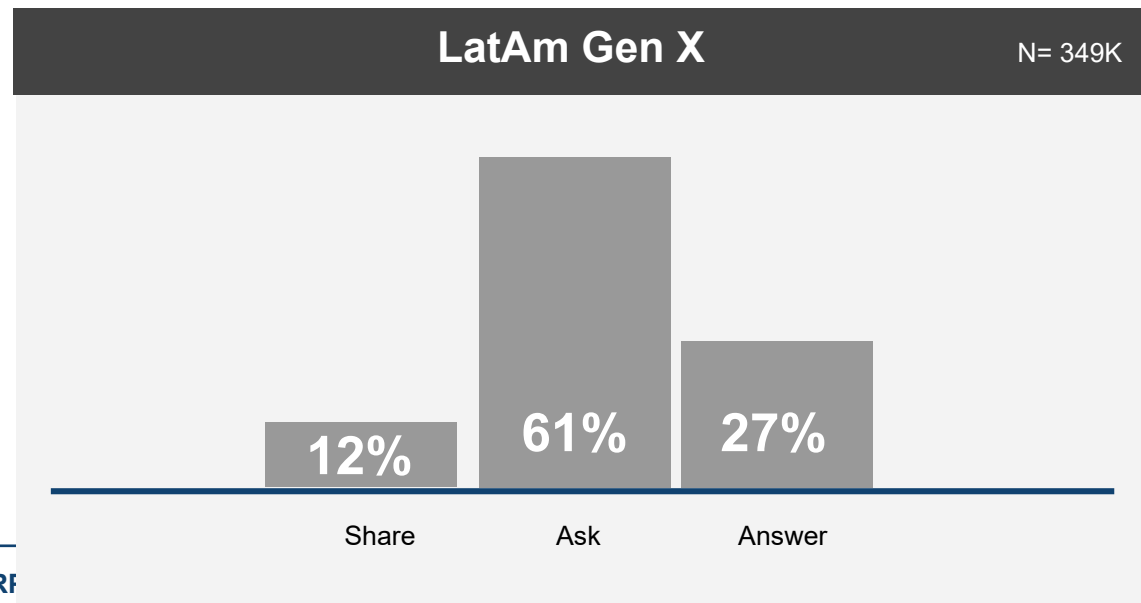
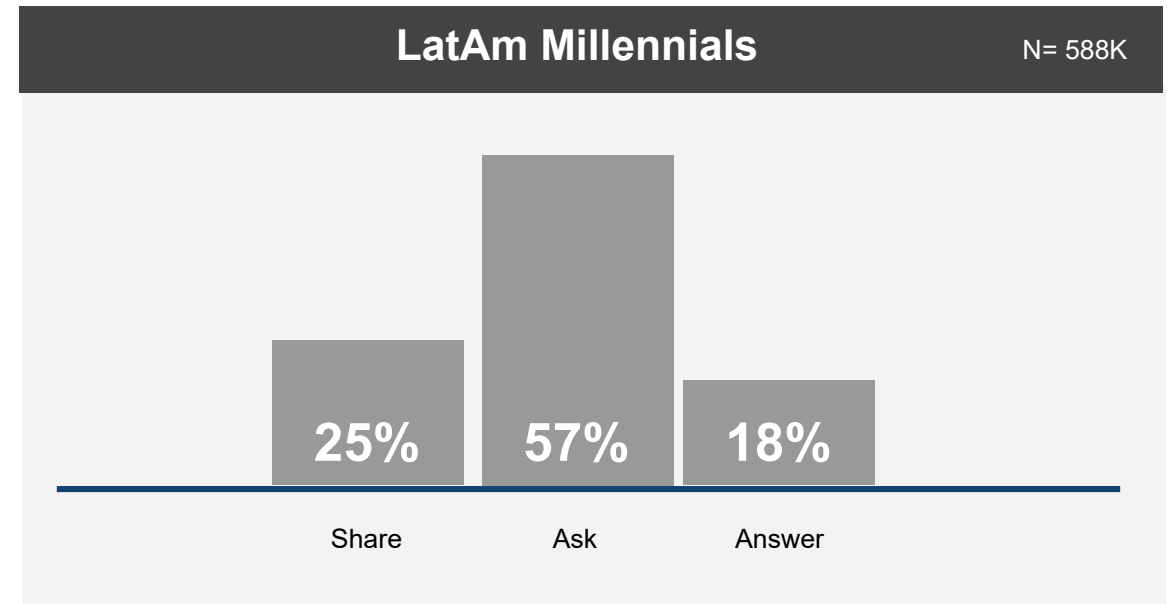
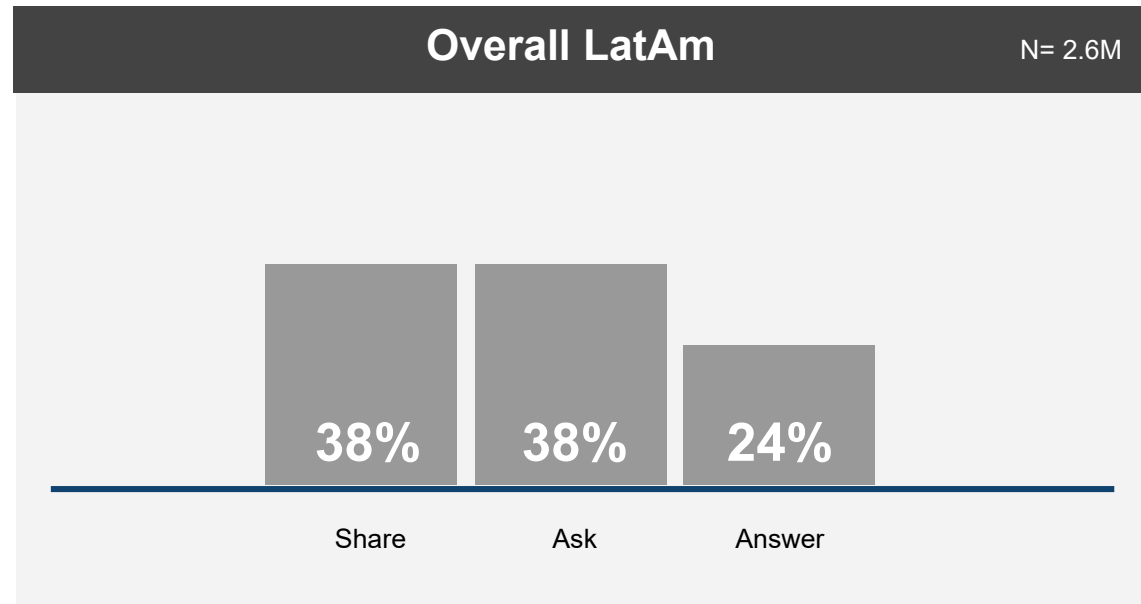
# What are they doing online?

● Neutral drivers



# What are they doing online?

● Neutral drivers



# What drives positive sentiment?



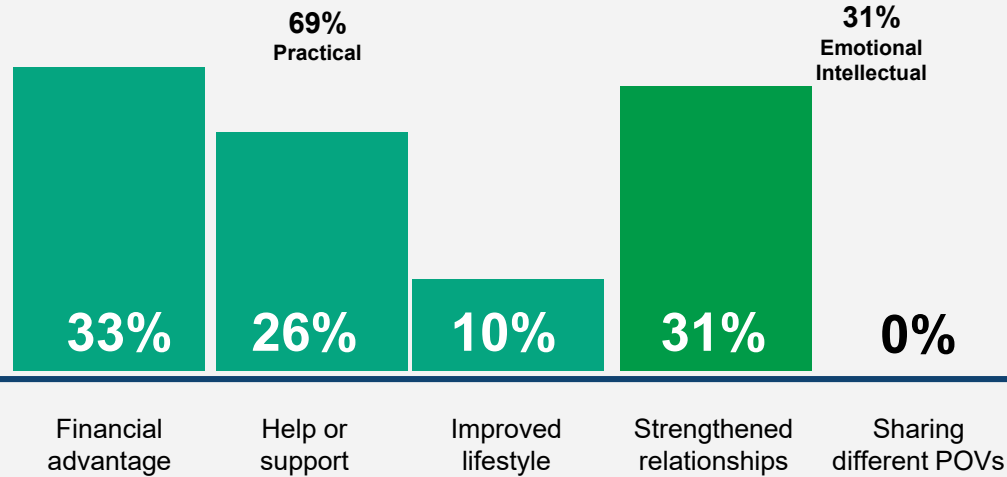
Practical drivers



Emotional/ Intellectual drivers

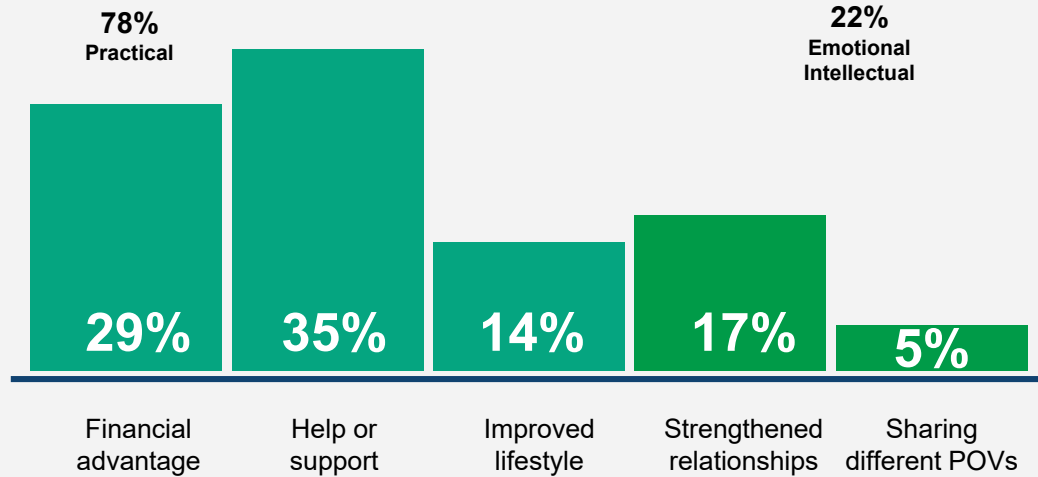
## Overall LatAm

N= 5.5M



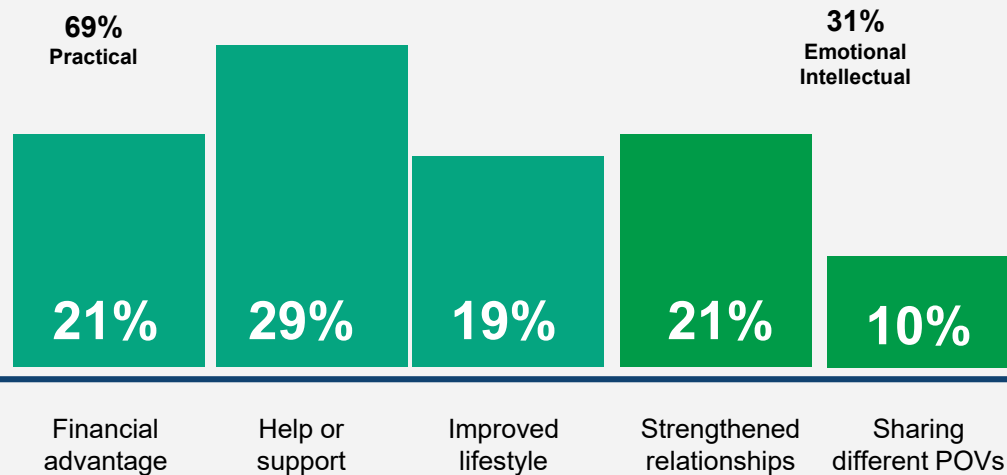
## LatAm Millennials

N= 783K



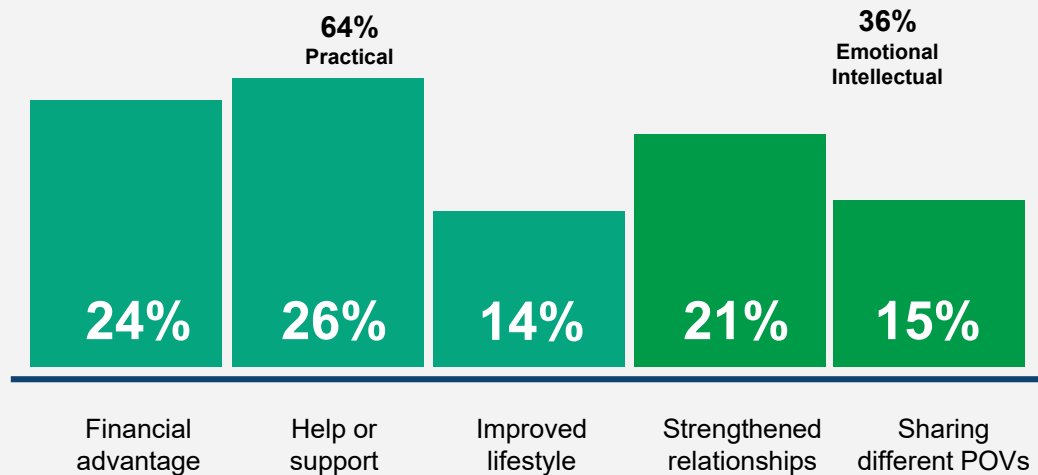
## LatAm Gen X

N= 686K



## LatAm Boomers

N= 536K



# What drives positive sentiment?



Practical drivers



Emotional/ Intellectual drivers

## Overall LatAm

N= 4.8M

100%  
Practical

31%

Financial  
advantage

35%

Help or  
support

34%

Improved  
lifestyle

## LatAm Millennials

N= 126K

100%  
Practical

29%

Financial  
advantage

42%

Help or  
support

29%

Improved  
lifestyle

## LatAm Gen X

N= 68K

100%  
Practical

32%

Financial  
advantage

55%

Help or  
support

13%

Improved  
lifestyle

## LatAm Boomers

N= 36K

100%  
Practical

43%

Financial  
advantage

34%

Help or  
support

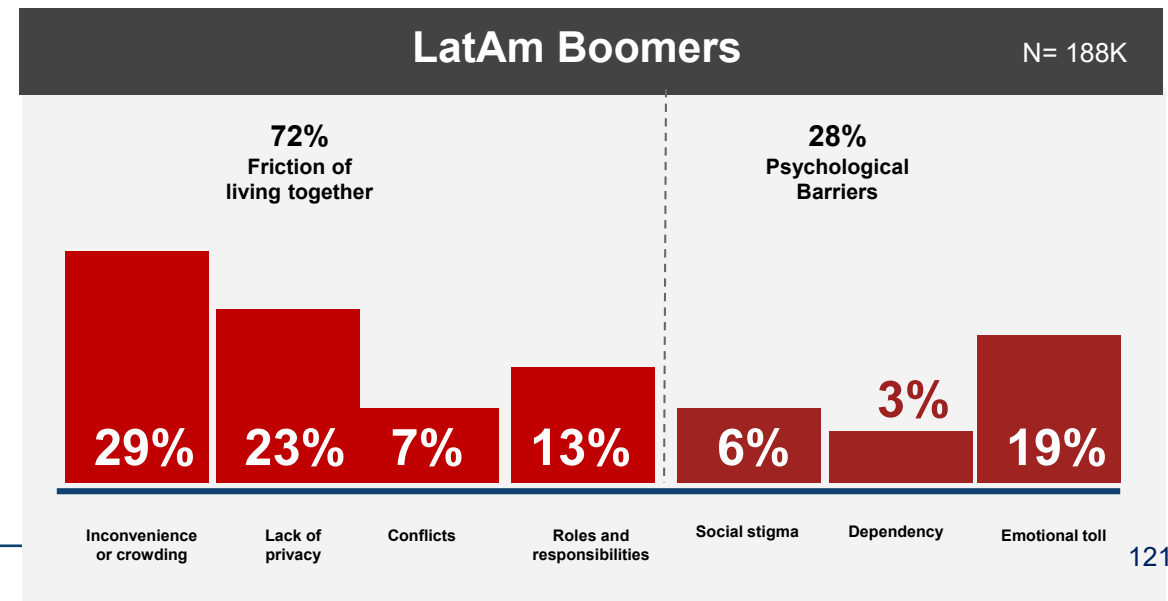
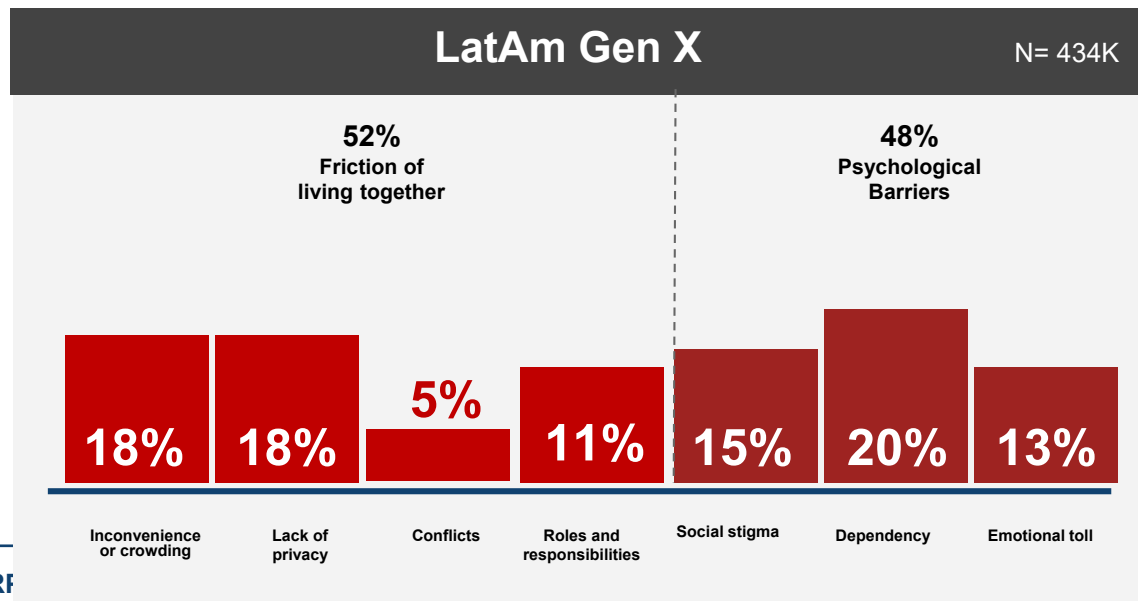
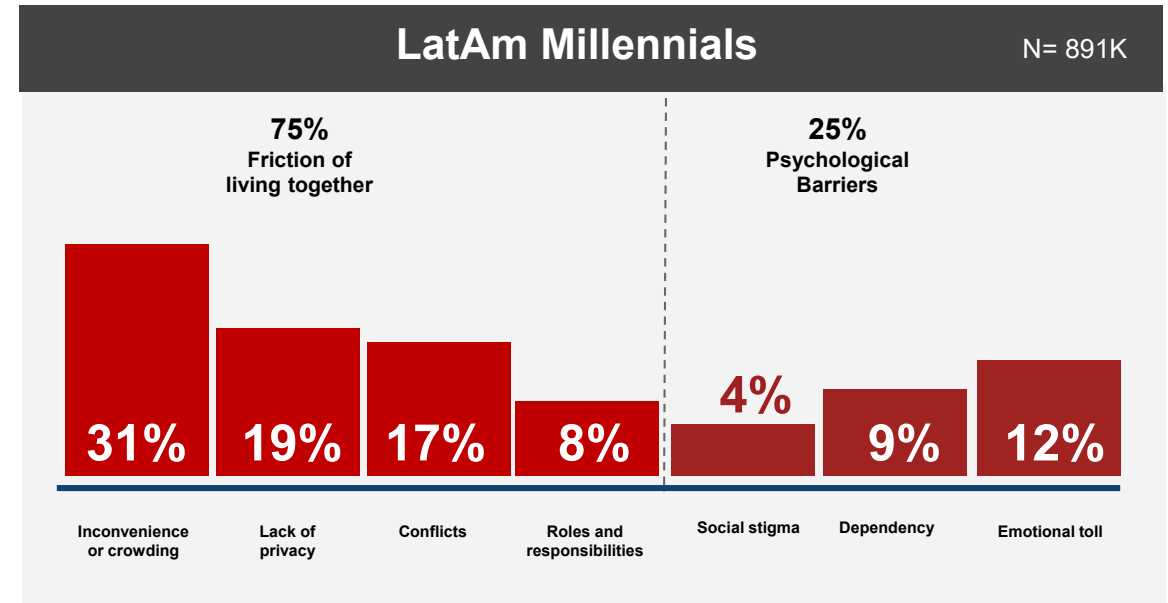
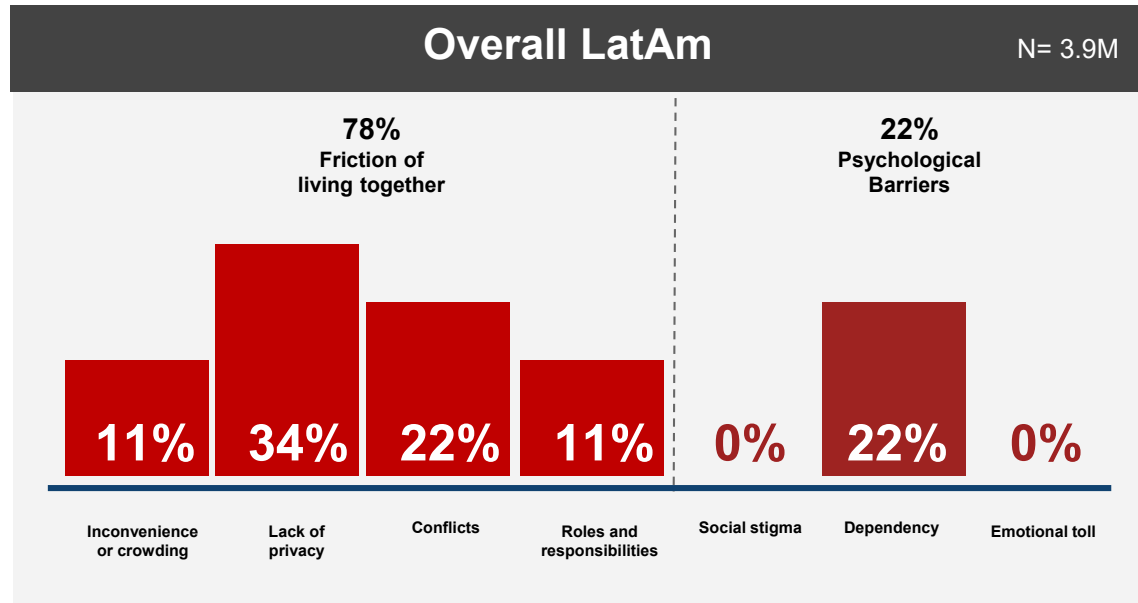
23%

Improved  
lifestyle



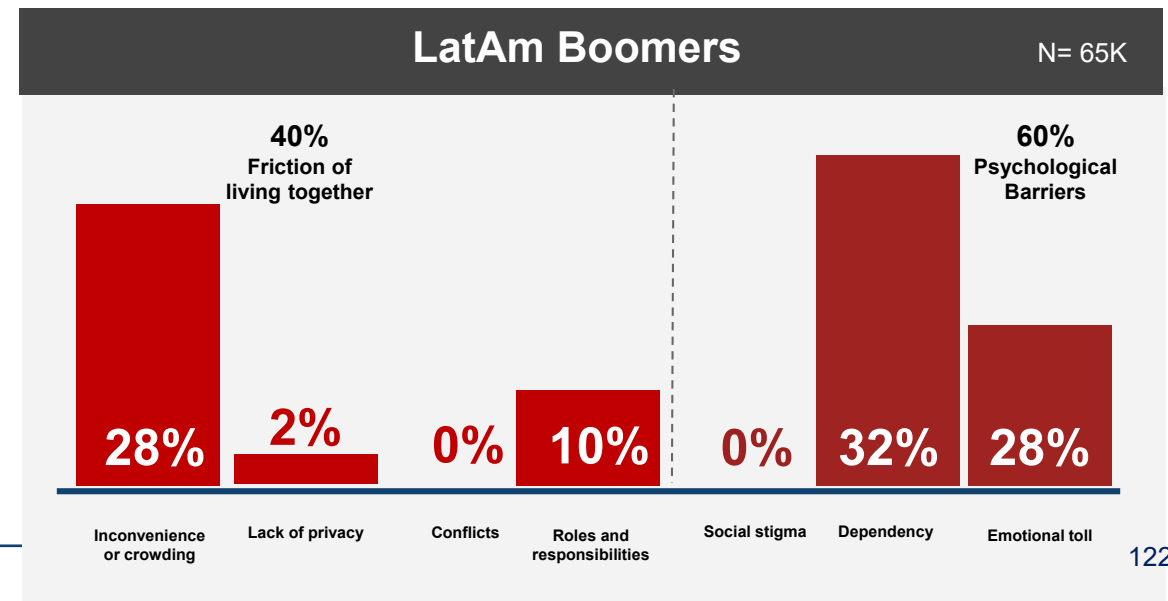
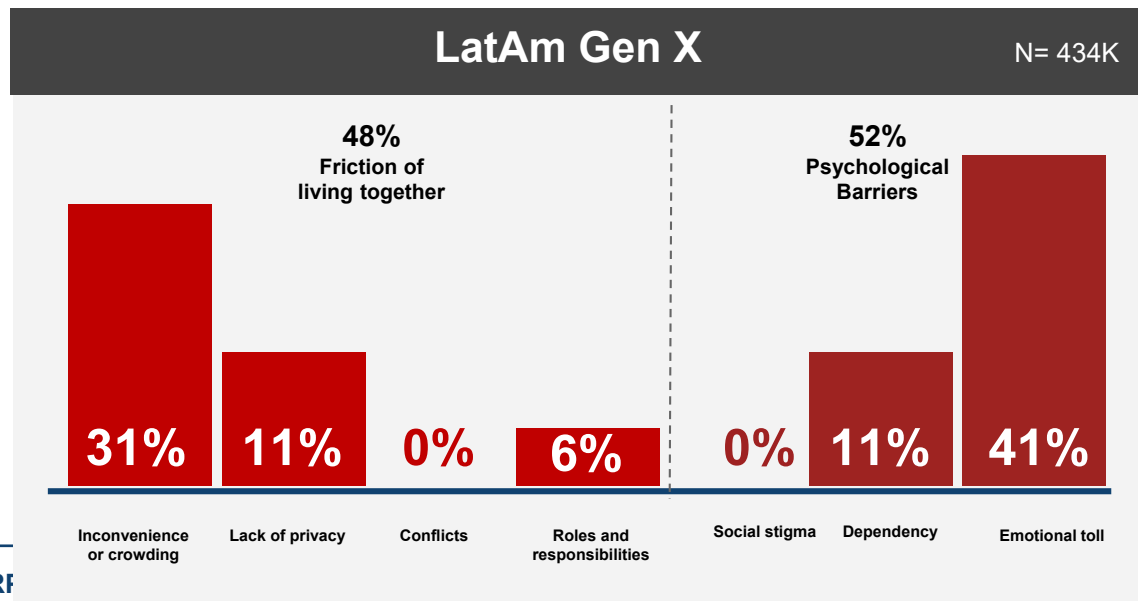
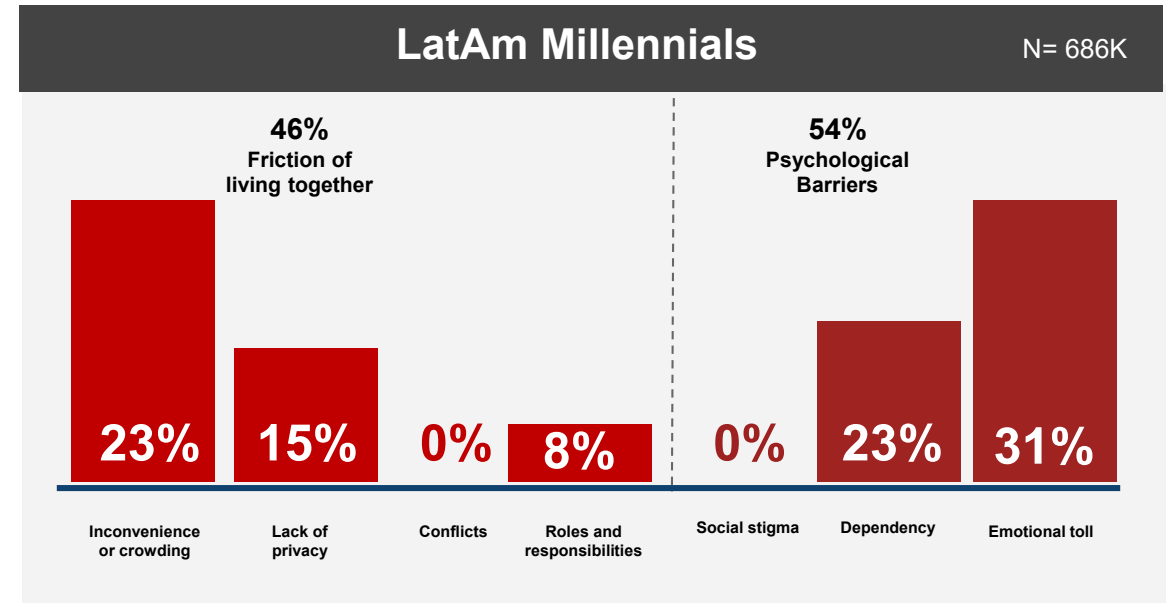
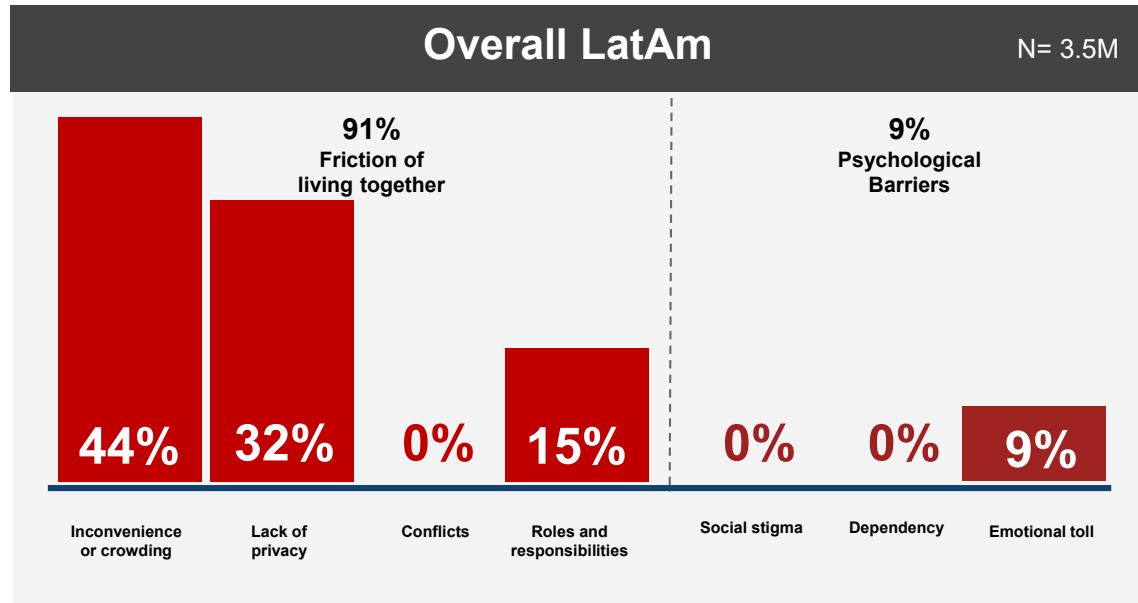
# What drives negative sentiment?

● Frictions of living together ● Psychological barriers



# What drives negative sentiment?

● Frictions of living together ● Psychological barriers





**MILLENNIALS, GENX AND Boomers  
IN ASIA  
PRE-& MID-COVID**

# Universe of Conversations Mined in Asia

PRE-COVID	
Feb. 1, 2019 - Feb. 29, 2020	

	<i>N Values</i>
<b>Overall Asia</b>	<b>48.5M</b>
Asian Millennials	10.3M
Asian Gen X	2.4M
Asian Boomers	1.2M

MID-COVID	
Mar. 1, 2020 - Jun. 23, 2020	

	<i>N Values</i>
<b>Overall Asia</b>	<b>2M</b>
Asian Millennials	289K
Asian Gen X	202K
Asian Boomers	99K

*Note: The conversations are tagged as pertaining to a certain group based on self-identification either in the conversation itself or on the public profile of the person involved in the conversation.*

## Asia Millennials

### **At the crossroad between tradition and desire of independence**

Their quality of life had improved and they were enjoying the benefits, financial advantages, as well as help and support that comes with multigenerational living. However, they were longing for more privacy and independence and fighting the social stigma of living with others.

## Asia Gen X

### **A pragmatic choice**

Living with others had some pragmatic benefits and economic motivations, however it came with a price of feeling dependent while they are building their families and are expected culturally to take care of other generations.

## Asia Boomers

### **Embracing positivity while navigating challenges**

They were the most positive segment, focusing on the ability to give and receive support while approaching some challenges such as inconveniences and crowding or other conflicts as an opportunity to share different POVs.

### **Fulfilling obligations made easier by the benefits**

Caring for and supporting their family members as part of their cultural obligation can also be rewarding. Many, in fact, are going online to share their experiences with others, as a way to connect with like-minded people in similar situations.

### **Dealing with dependency on their way to recovery**

The pandemic has taken a toll on them, many are in need to survive, recover and currently depend on their families to move forward. Beyond the crowding, the sense of dependency has been exacerbated and they also suffer from the emotional toll.

### **Trading an improved situation for some discomforts**

Fulfilling their sense of obligation has led to some discomforts like crowding and other inconveniences, however, their general lifestyle has improved. They have come online to share their experience and wisdom but also find answers in making it work.

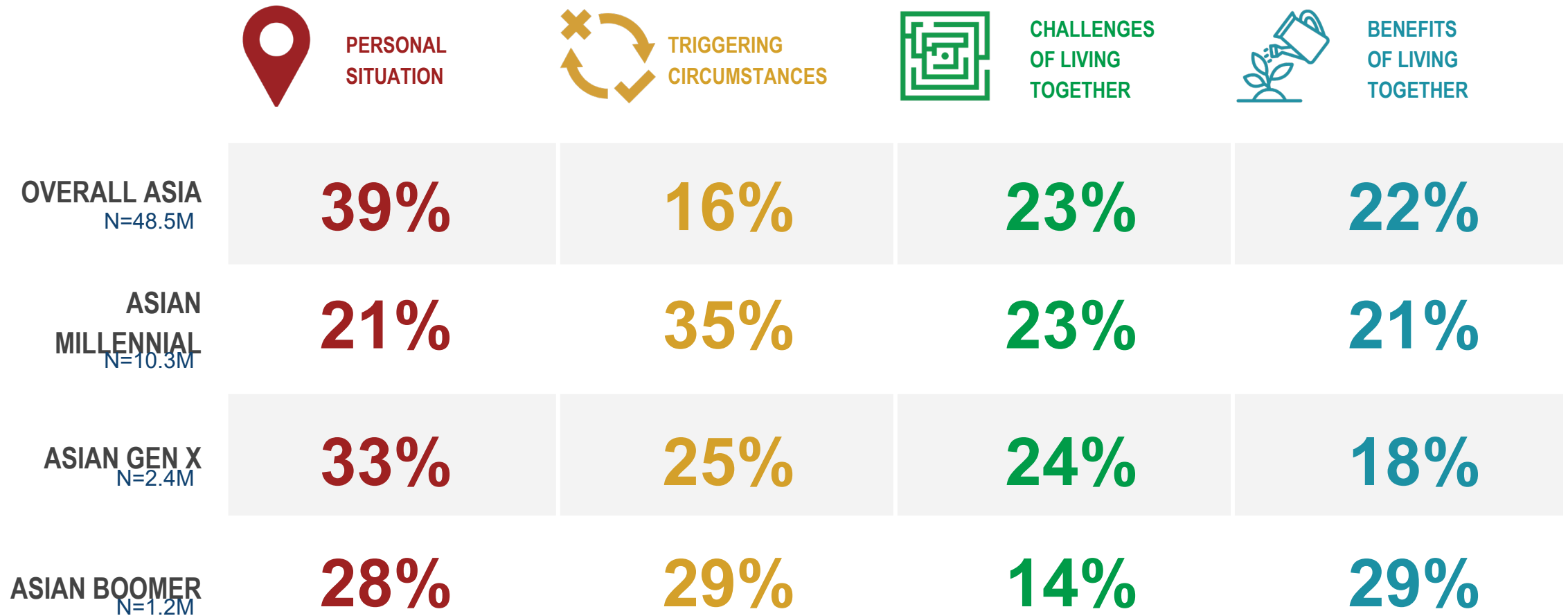


# TOPICS in ASIA

	Asian Millennials	Asian Gen X	Asian Boomers
PRE-COVID	<p>Asian Millennials talked the most about the <b>triggering circumstances</b> and the challenges of living together just like in US Millennials. However, they also discussed the <b>benefits of living together</b> much more. This shows that living with others was part of their culture and that they definitely saw a benefit to it, while they were looking to become more independent.</p>	<p>Asian Gen X, also a sandwich generation, came online to share their <b>personal situation</b> more than any other generations to connect with others in the same situation. They discussed the triggering circumstances less than any other generations and than US Gen X which may indicate that living with others was just part of what they did.</p>	<p>Asian Boomers' conversations were first focused on the <b>benefits</b> of living with others. They also shared the triggering circumstances that made them live with others and their personal situations. They discussed the challenges the least vs. other Asian generations or US Boomers. Moving with others was definitely a good option for them.</p>
MID-COVID	<p>The topics they discussed have not changed much during COVID-19 vs. pre COVID, which may be due to the fact that the pandemic may have been better controlled in most of Asian countries.</p>	<p>With COVID-19, they discuss much more the <b>triggering circumstances</b>, which indicates that they may have moved in with more generations as a result of the pandemic. They still discuss the <b>challenges of living together</b> but also the <b>benefits</b>, keeping their eyes on the silver lining.</p>	<p>They still talk first about the <b>benefits</b> of living with others but also come online to discuss their personal situation. Compared to other Boomers, they talk less about the challenges of living together as they may focus more on the silver lining and the fact that the pandemic may reinforce their cultural habit of living with other generations.</p>

# What do people in Asia from different generations discuss when talking about living in a multigenerational household?

PRE-COVID



# What do people in Asia from different generations discuss when talking about living in a multigenerational household?



PERSONAL  
SITUATION



TRIGGERING  
CIRCUMSTANCES



CHALLENGES  
OF LIVING  
TOGETHER



BENEFITS  
OF LIVING  
TOGETHER

OVERALL ASIA  
N=2M

28%

33%

13%

28%

ASIAN  
MILLENNIAL  
N=289K

22%

32%

23%

22%

ASIAN GEN X  
N=202K

17%

44%

23%

17%

ASIAN BOOMER  
N=99K

32%

16%

19%

32%



# MOTIVATIONS in ASIA

	Asian Millennials	Asian Gen X	Asian Boomers
PRE-COVID	<p><b>Just like overall US Millennials</b>, Asian Millennials were first driven by external and economic factors such as survival, recovery and the preparation for their next step in life. Living with others was also seen through a pragmatic lens as a way to give and receive support and <b>enhance their quality of life</b>.</p>	<p>Asian Gen X were very similar to US Gen X , motivated by both <b>recovering and getting ready for a next step</b> while <b>giving and receiving support</b>. They did not express a sense of obligation possibly as it was completely internalized culturally.</p>	<p>Asian Boomers were the most motivated by <b>support they can get and receive</b>. They also had the strongest sense of <b>obligation</b> of all 3 generations and saw the ability to connect with others and deepen their relationships more. . Living with other generations was definitely a pragmatic option that could help them get and give support and stay connected with others.</p>
MID-COVID	<p>They have become even more motivated by external factors, with a dominant focus on <b>survival</b> just like US Millennials. However, <b>receiving and giving support through living with others</b> is more important for them than other US Millennials as the <b>cultural sense of responsibility and obligation</b> towards others kicks in.</p>	<p>Asian Gen X become drastically more focused on <b>recovery and survival</b> and all other motivations nearly disappear. This indicates that they have been particularly hit economically and living with others becomes a matter of survival and moving forward.</p>	<p>During COVID, Living with other generations become a pragmatic and reactive choice to <b>survive and recover but also to give and receive support</b>. They feel a <b>sense of obligation</b> to help other generations much more than US Boomers as it is their responsibility culturally to help others in their community especially in the face of adversity.</p>

# What motivates people in Asia from different generations to consider and adopt living in a multigenerational household?

PRE-COVID

INTERNAL MOTIVES

## MOTIVATIONS

Love/Connection

Quality of Life

Support/Care

Obligation

Preparation

Recover

Survival

EXTERNAL FACTORS

## Overall Asia

N=48.5M

52%

24%

28%

27%

8%

13%

21%

## Asian Millennial

N=10.3M

35%

4%

14%

17%

3%

20%

19%

23%

62%

## Asian Gen X

N=2.4M

33%

4%

7%

22%

3%

22%

23%

19%

64%

## Asian Boomer

N=1.2M

50%

12%

7%

31%

13%

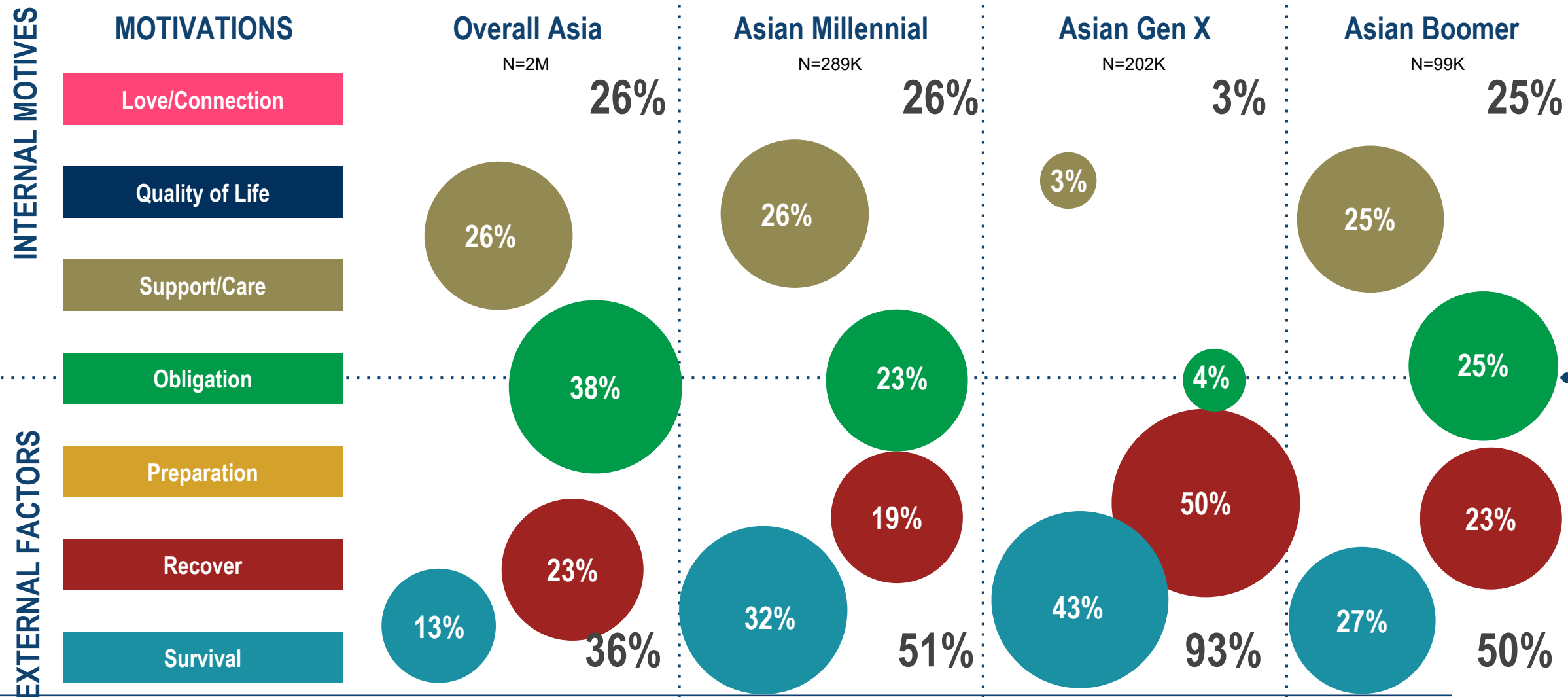
2%

18%

17%

37%

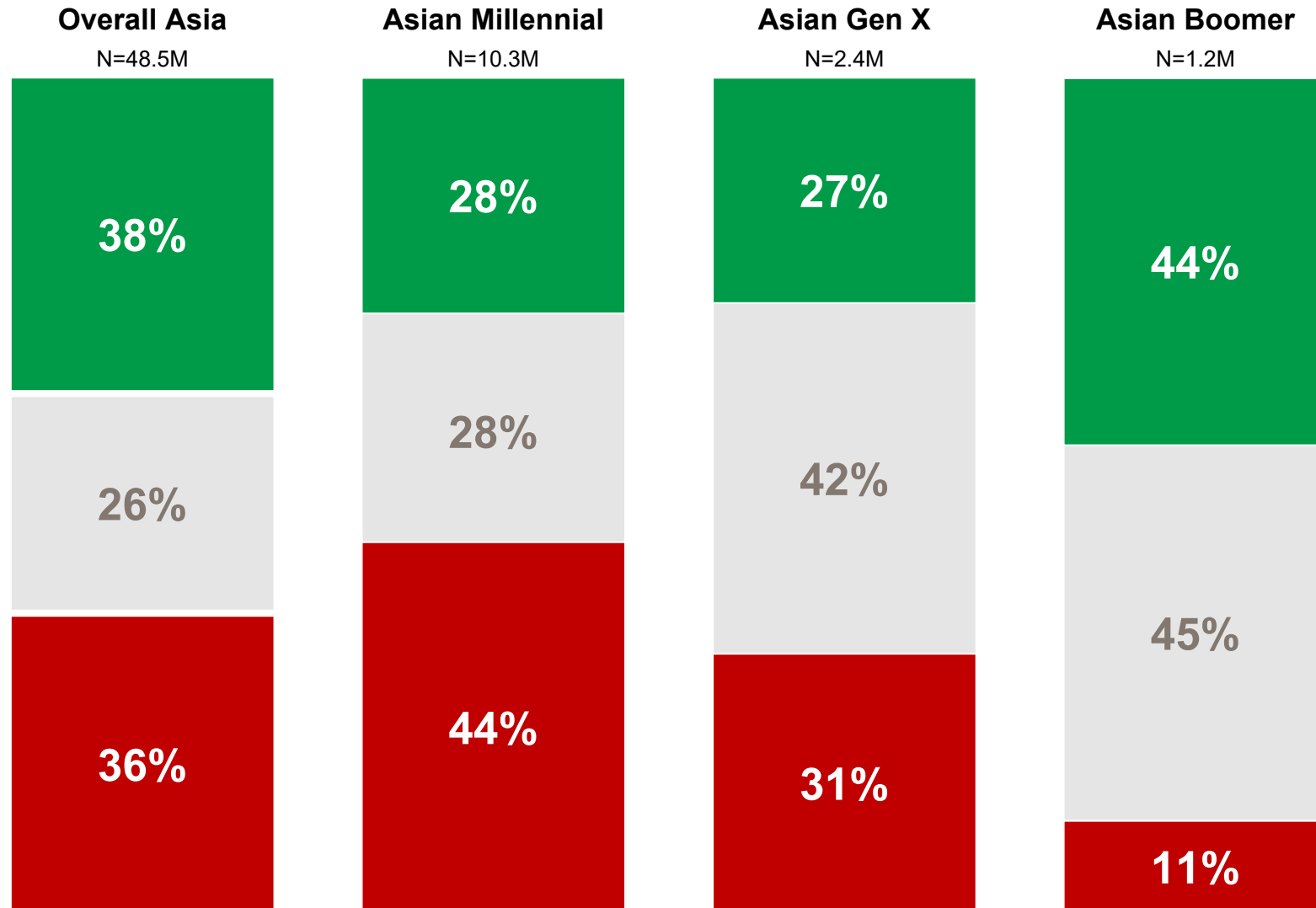
# What motivates people in Asia from different generations to consider and adopt living in a multigenerational household?



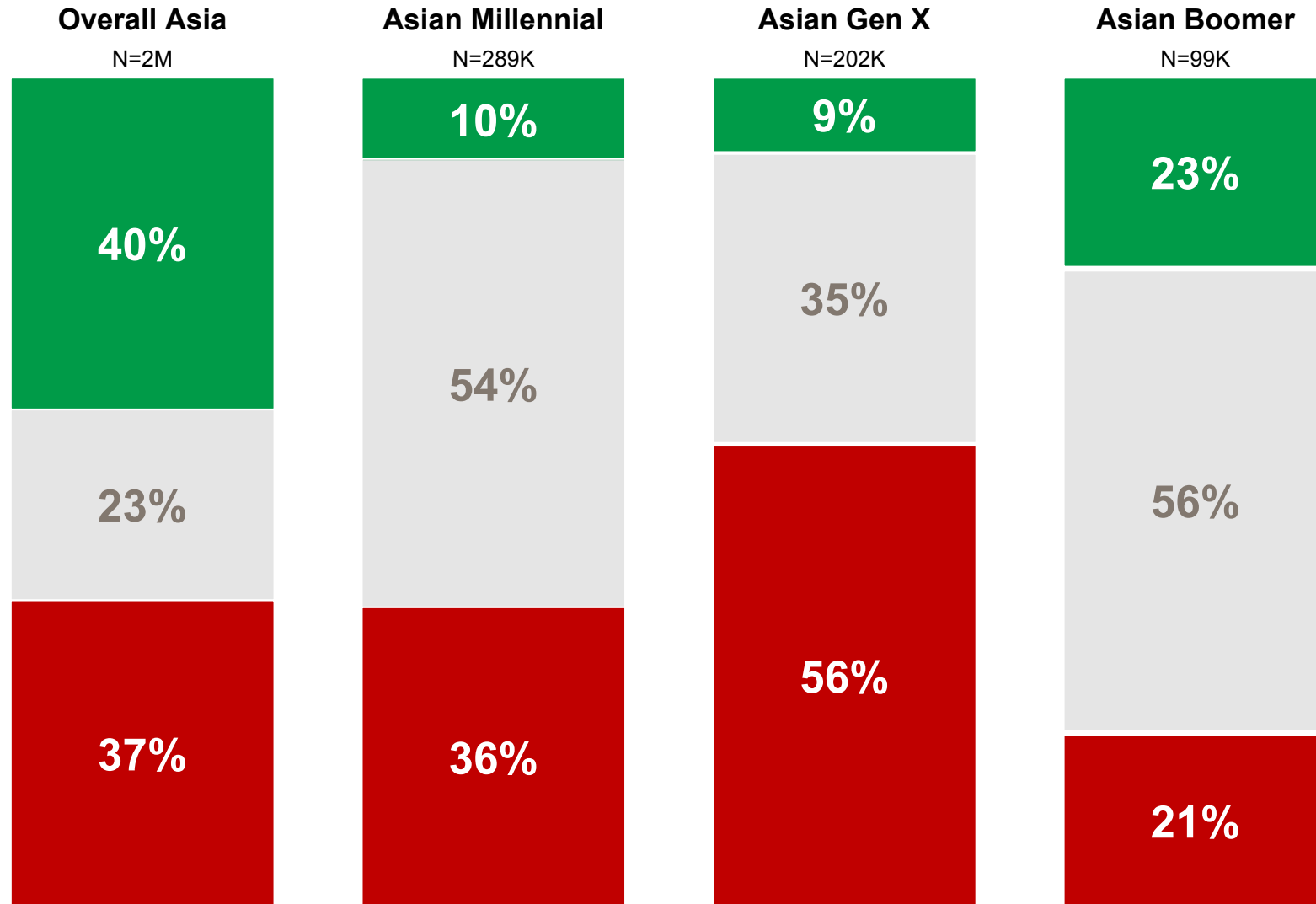
# SENTIMENT in ASIA

	Asian Millennials	Asian Gen X	Asian Boomers
PRE-COVID	<p>Asian Millennials were the most negative about multigenerational living vs. other generations in Asia. The lack of privacy, the crowding and the social stigma were key barriers for them as they may yearn to become independent. The benefits they saw were the support they could get/give and the financial advantage.</p>	<p>Just like US Gen X, they had a polarized sentiment because they saw living with other as a practical benefit, but also had to deal with the sense of dependency and the crowding of living with others. They also come online to ask questions on how to make it work more than US Gen X.</p>	<p>They were the most positive segment and saw in multigenerational living an opportunity to strengthen their relationships and get and receive support just like Asian American Boomers..</p>
MID-COVID	<p>Interestingly, their neutral sentiment has increased more, showing that they are coming online to share their experience and connect with others in the same situation more. Their negative feelings have decreased as well. The social stigma has disappeared but is replaced by the emotional toll.</p>	<p>During the pandemic, they are the most negative segment, mainly affected by the crowding, the sense of dependency and the crowding. Their positive sentiment is now minimal. They come online to ask questions even more as they looking for solutions.</p>	<p>Asian Boomers have lost a lot of their positive sentiment during COVID. They are also much more neutral, coming online to find share their experience, asking questions and answering. others' questions</p>

# How do people in Asia from different generations feel about living in a multigenerational household and why?

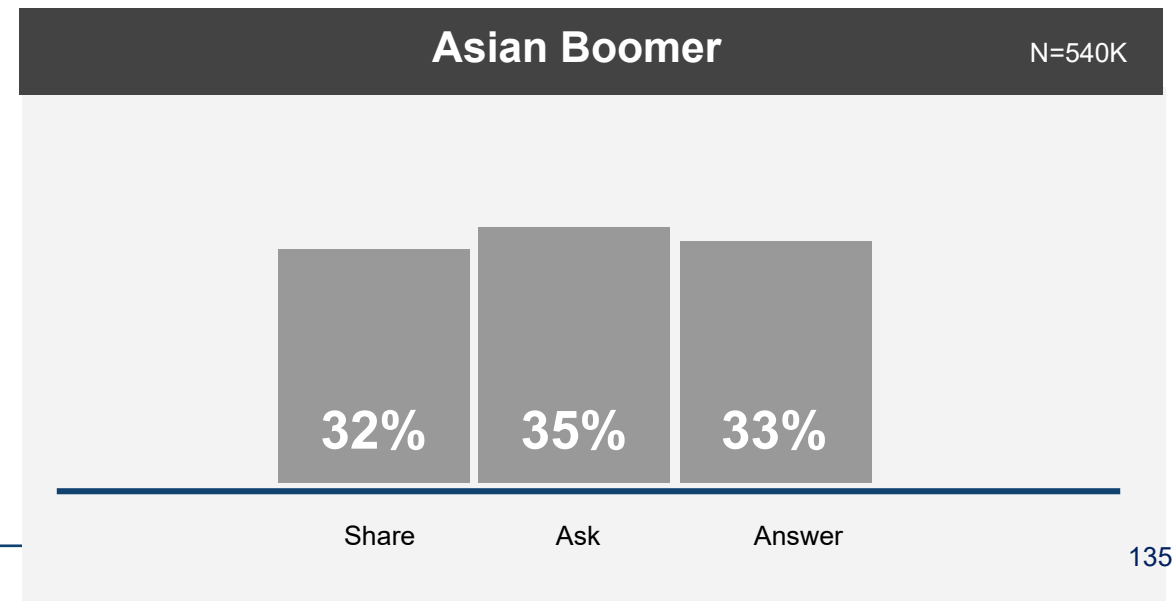
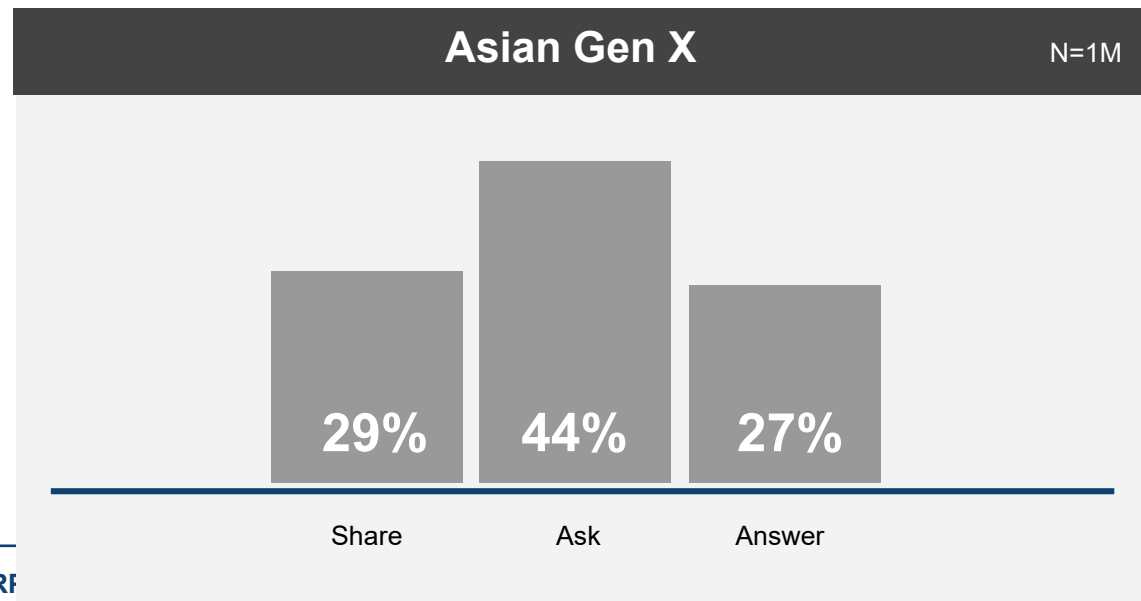
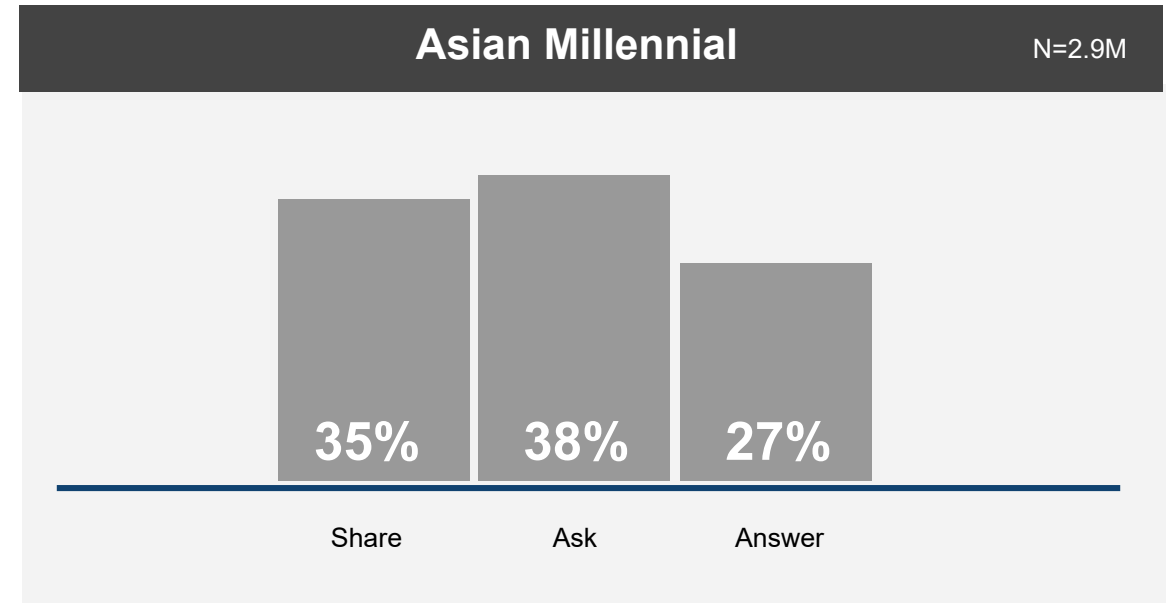
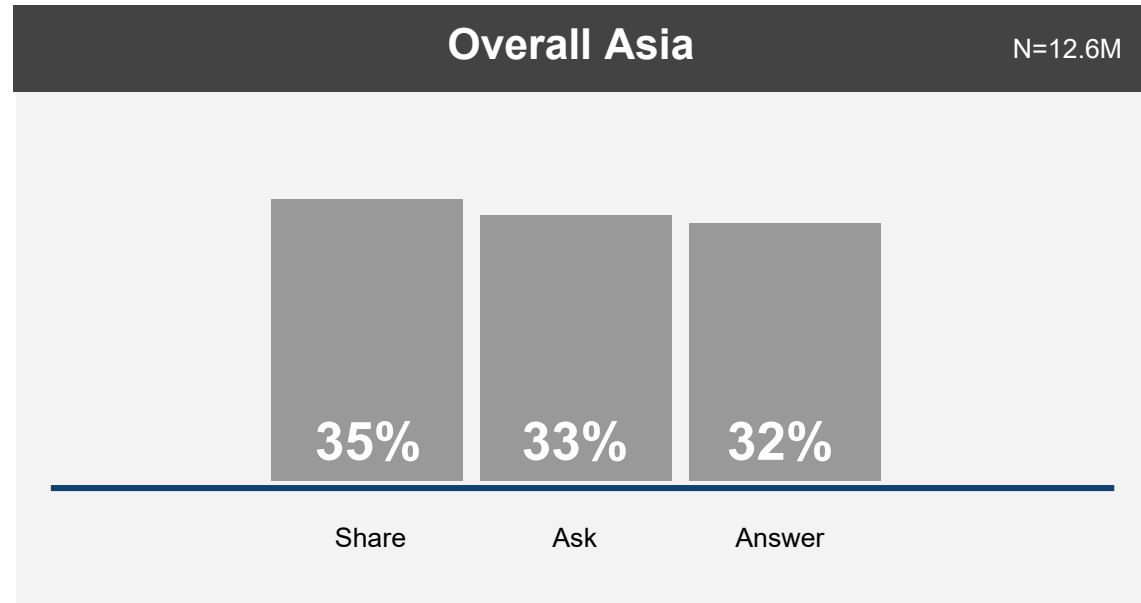


# How do people in Asia from different generations feel about living in a multigenerational household and why?



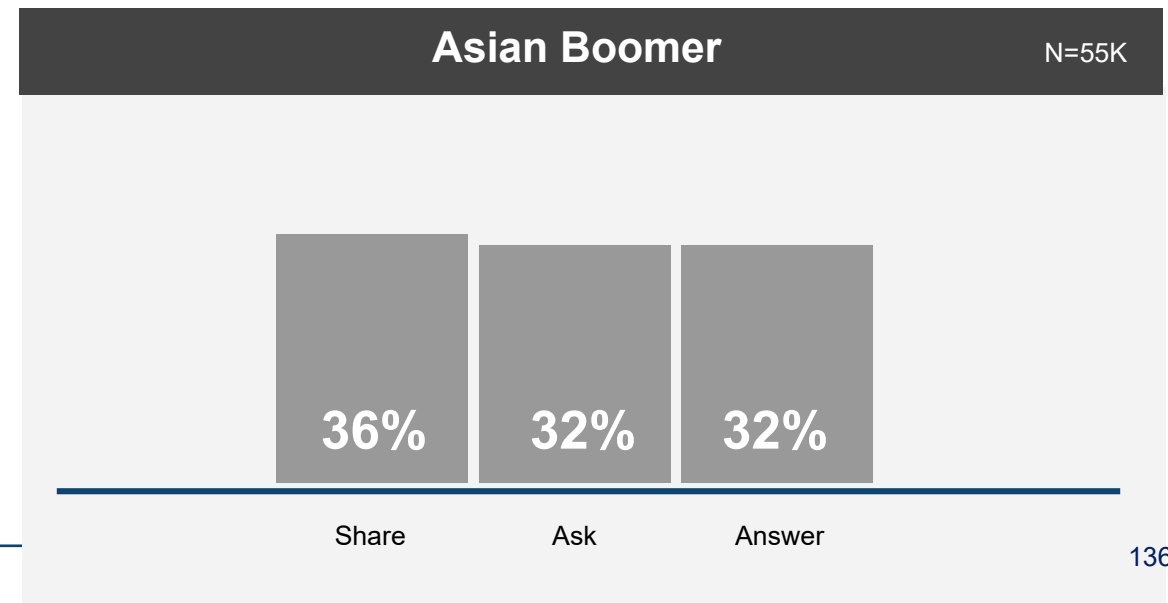
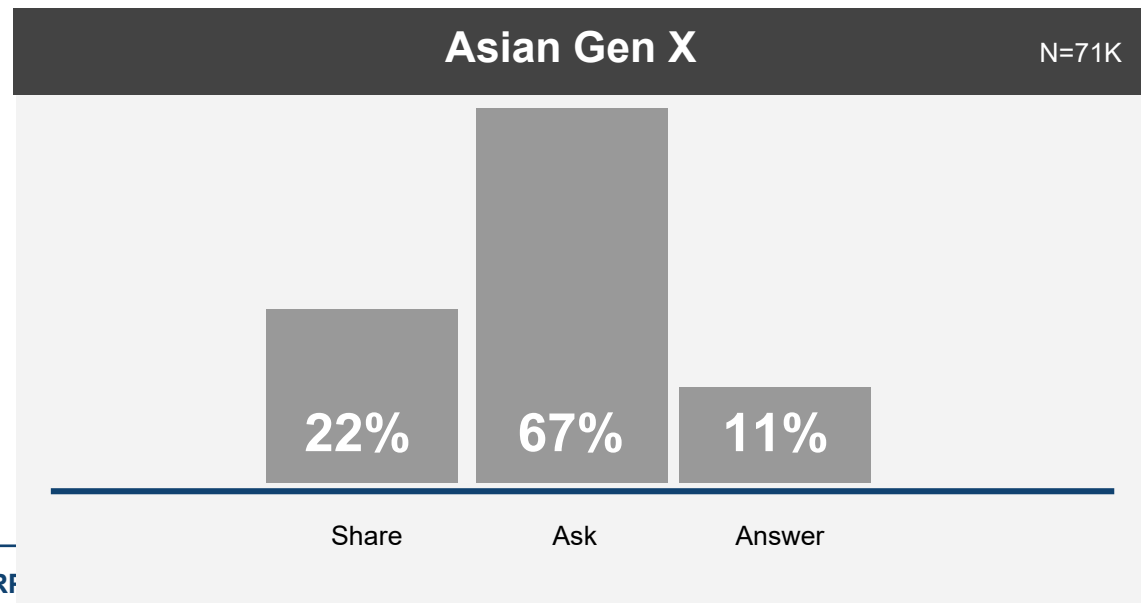
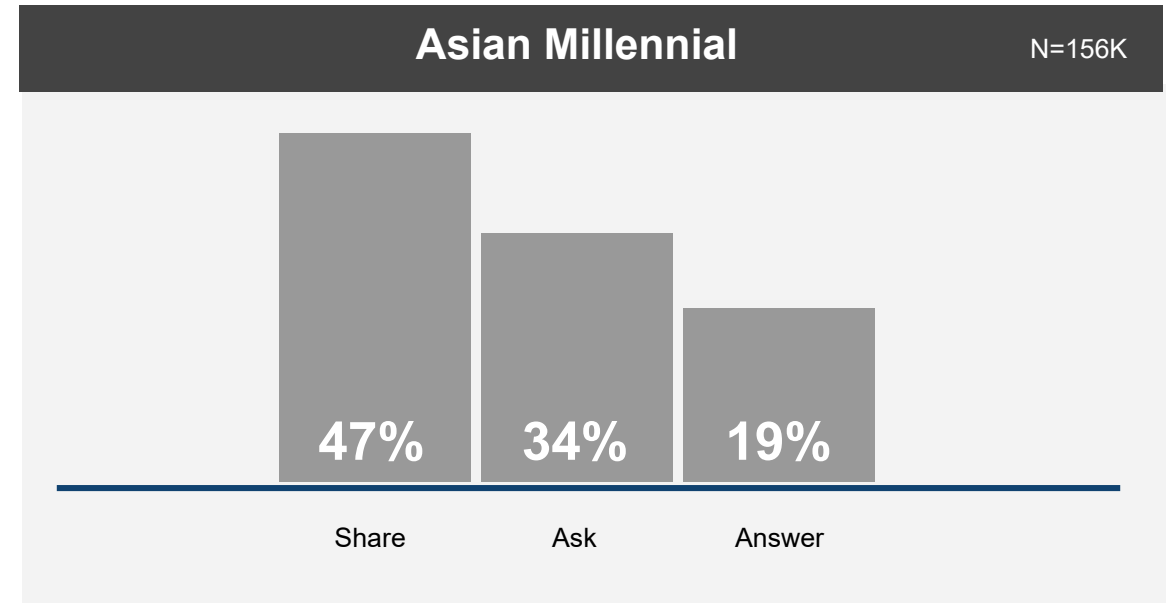
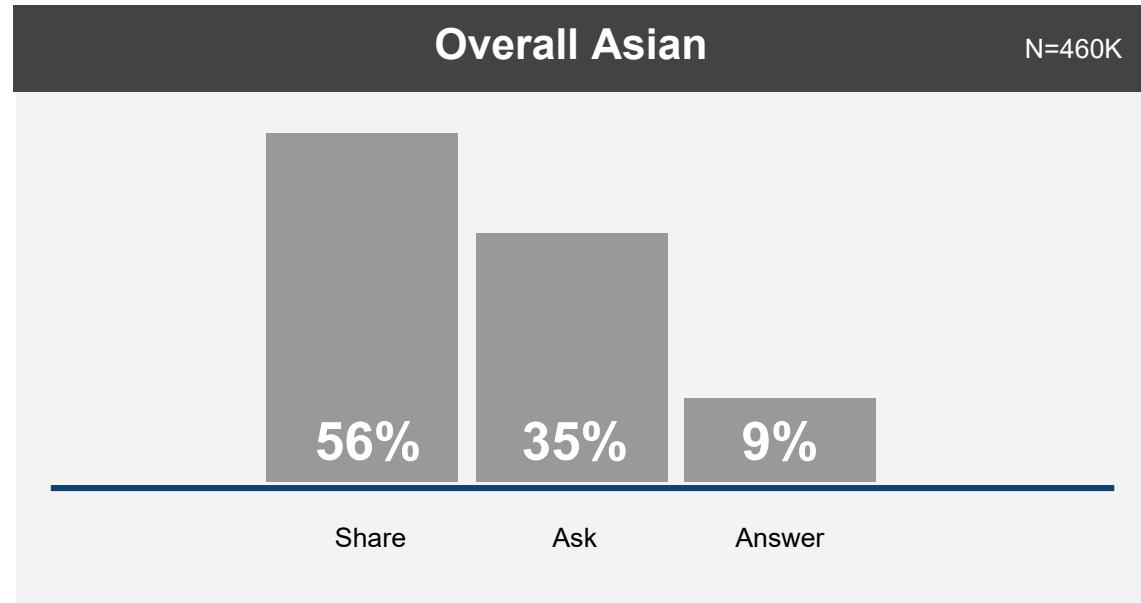
# What are they doing online?

● Neutral drivers



# What are they doing online?

● Neutral drivers





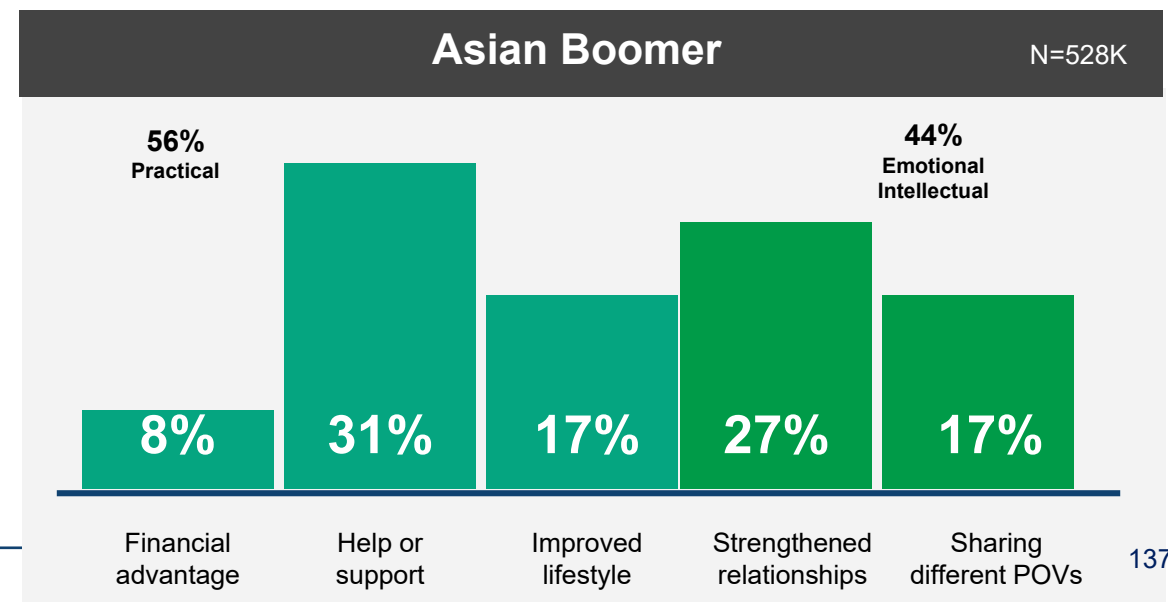
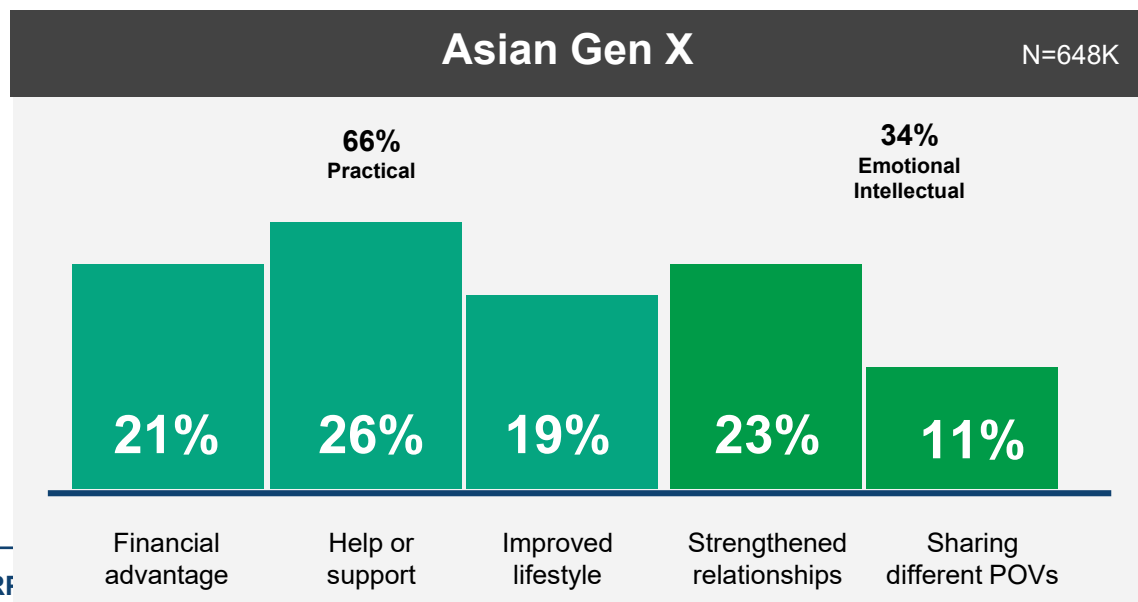
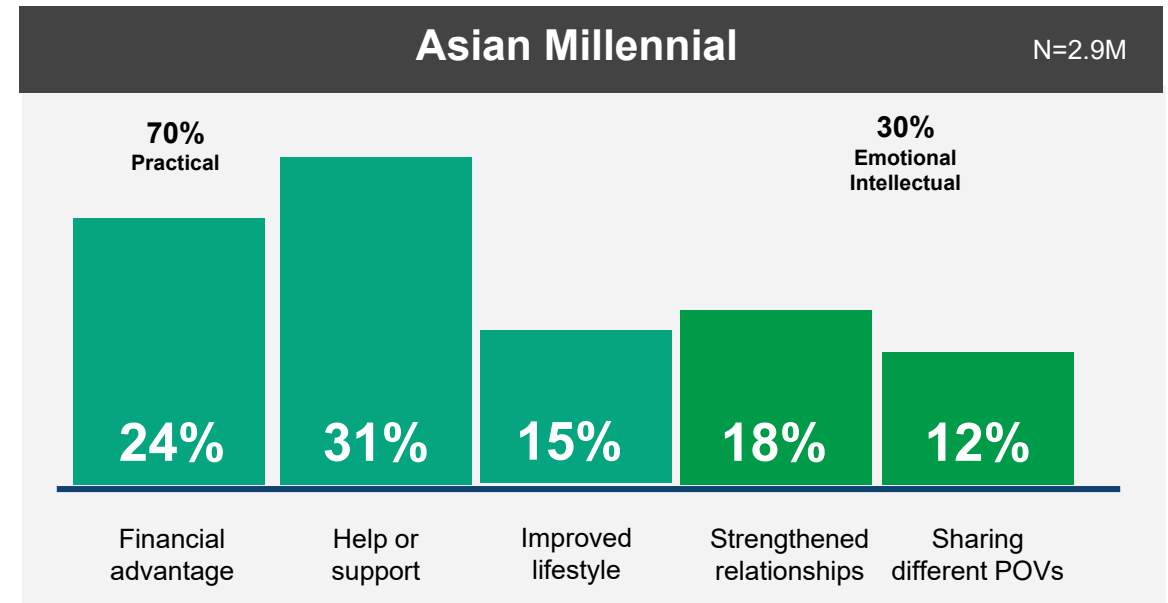
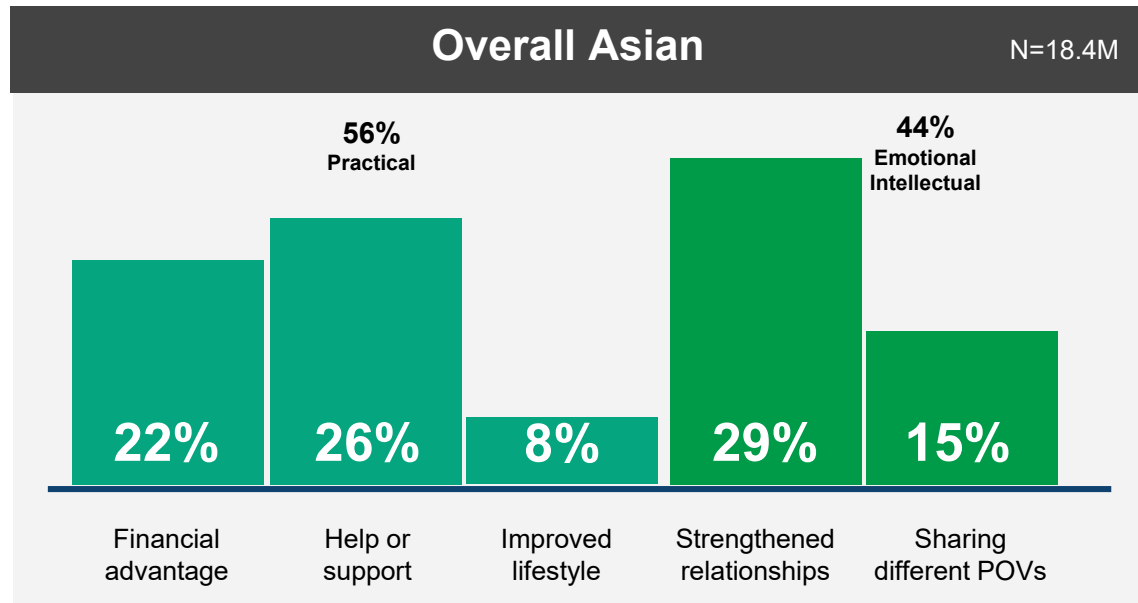
# What drives positive sentiment?



Practical drivers



Emotional/ Intellectual drivers



# What drives positive sentiment?



Practical drivers



Emotional/ Intellectual drivers

## Overall Asian

N=800K

100%  
Practical

43%

Financial  
advantage

45%

Help or  
support

12%

Improved  
lifestyle

## Asian Millennial

N=29K

100%  
Practical

39%

Financial  
advantage

39%

Help or  
support

22%

Improved  
lifestyle

## Asian Gen X

N=18K

100%  
Practical

34%

Financial  
advantage

42%

Help or  
support

24%

Improved  
lifestyle

## Asian Boomer

N=23K

100%  
Practical

23%

Financial  
advantage

55%

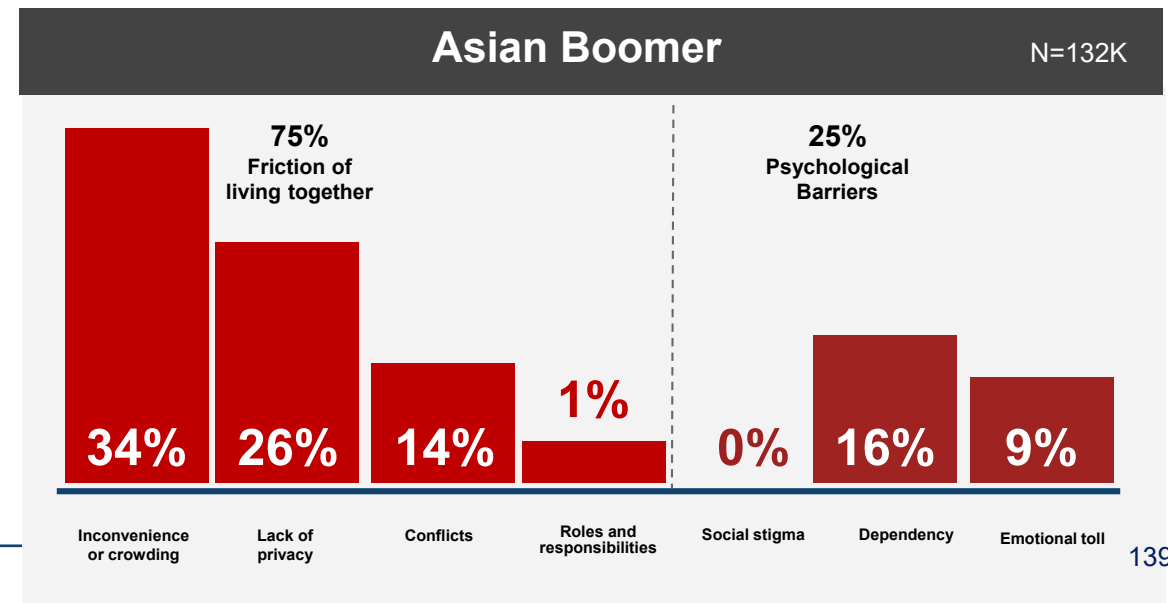
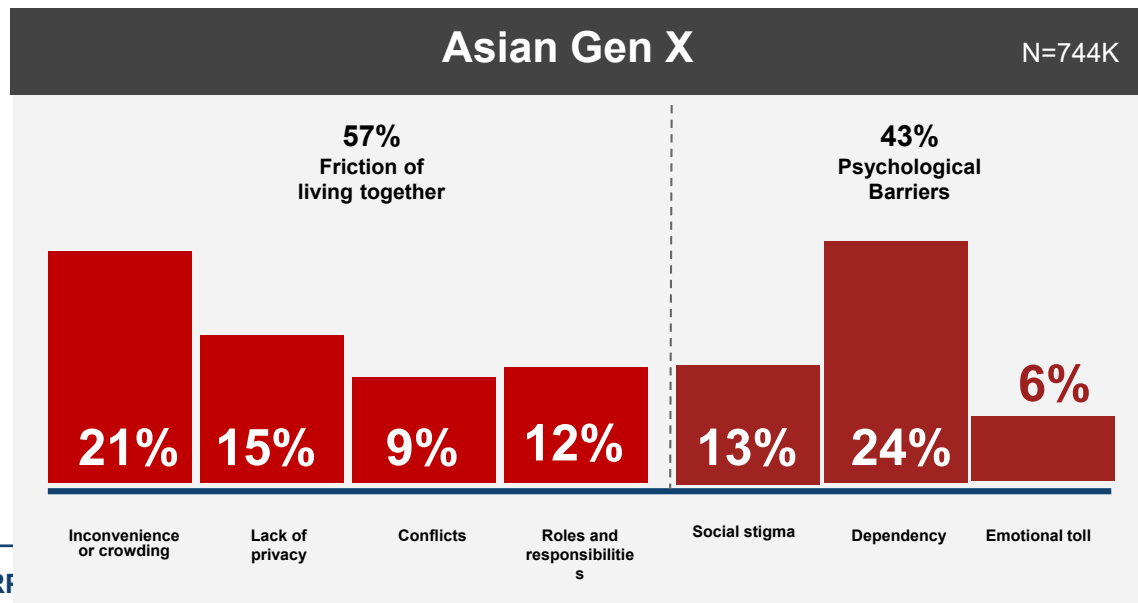
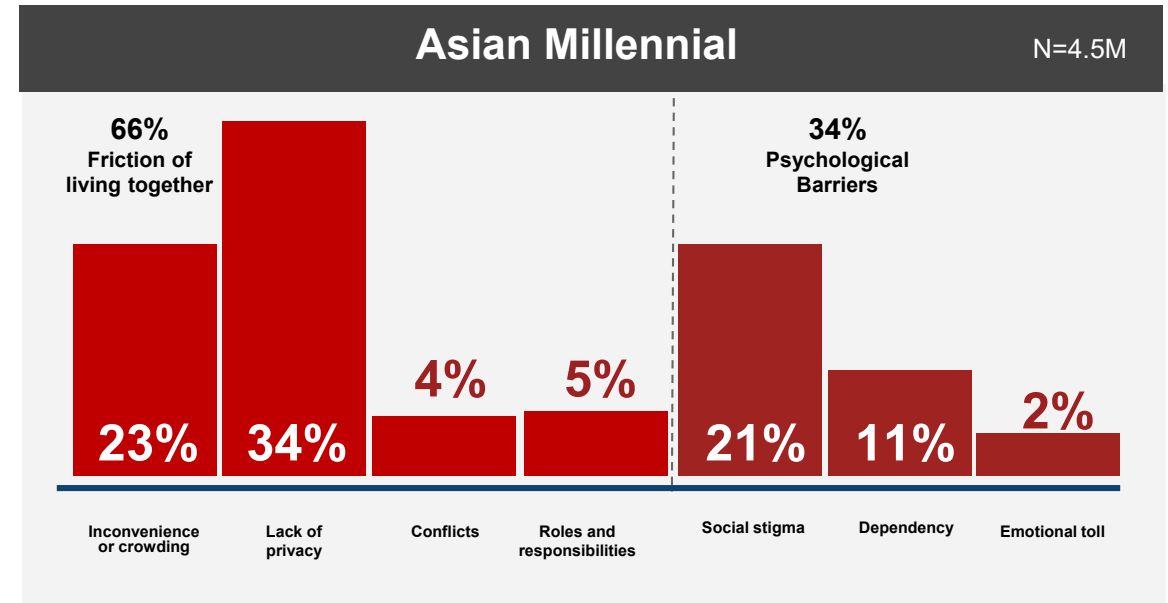
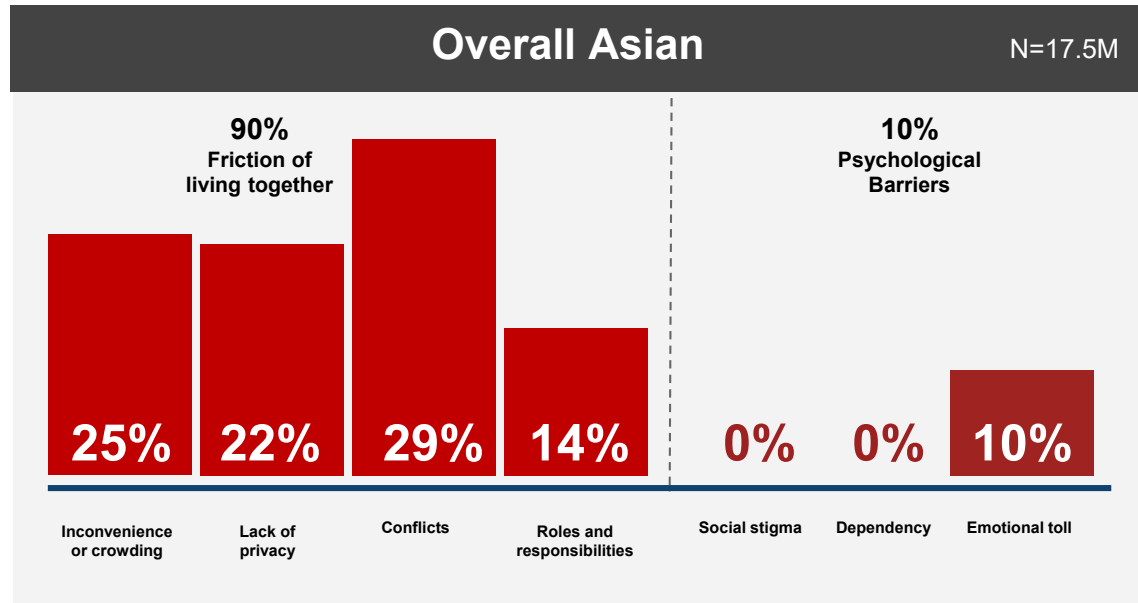
Help or  
support

22%

Improved  
lifestyle

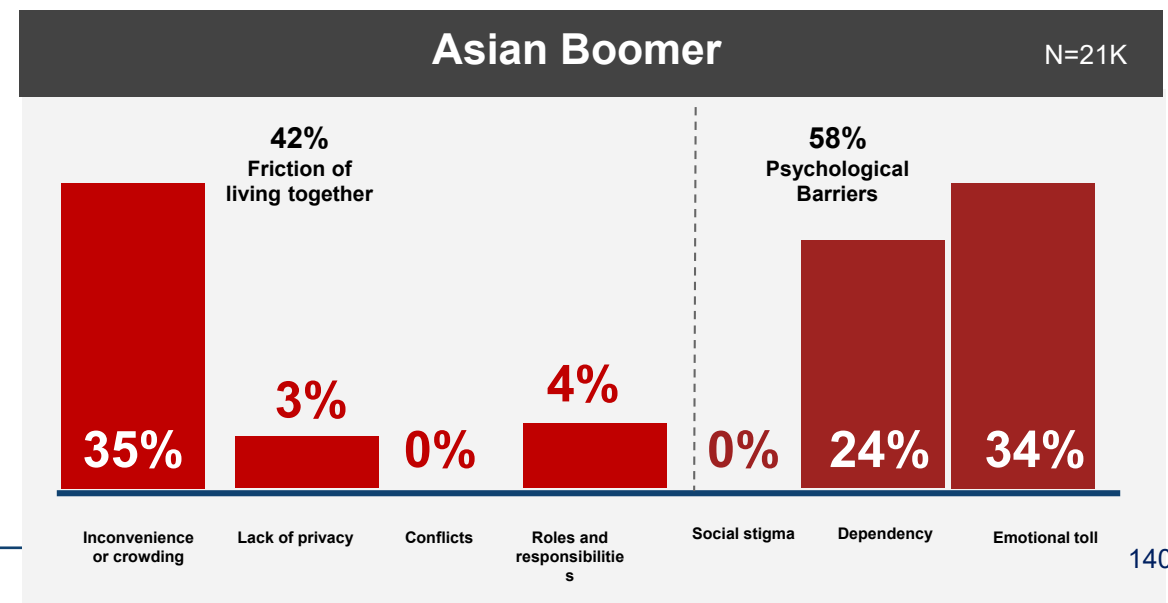
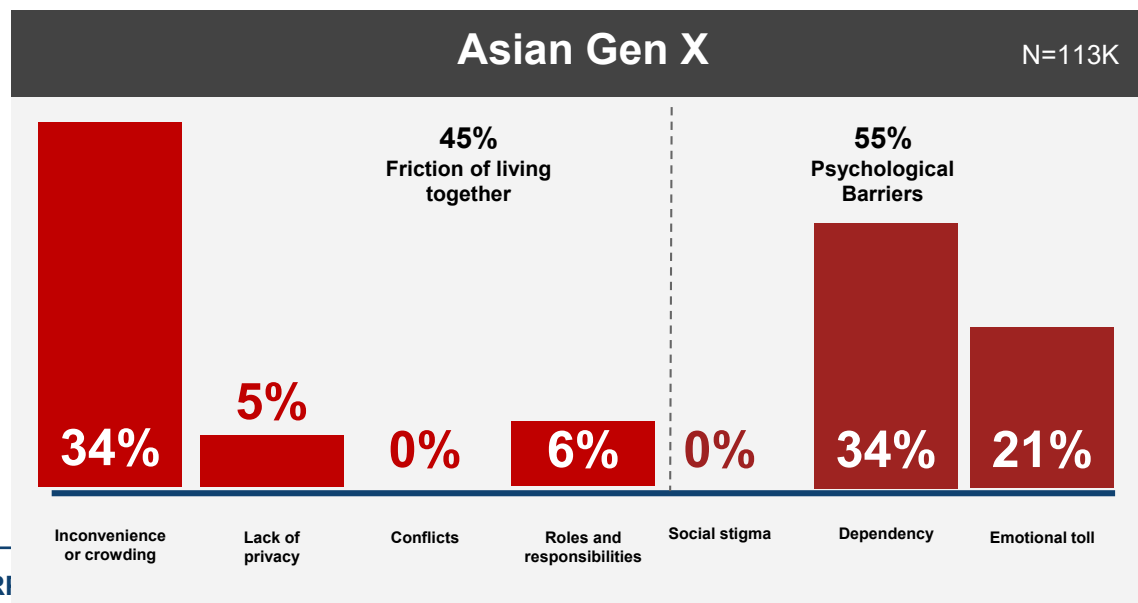
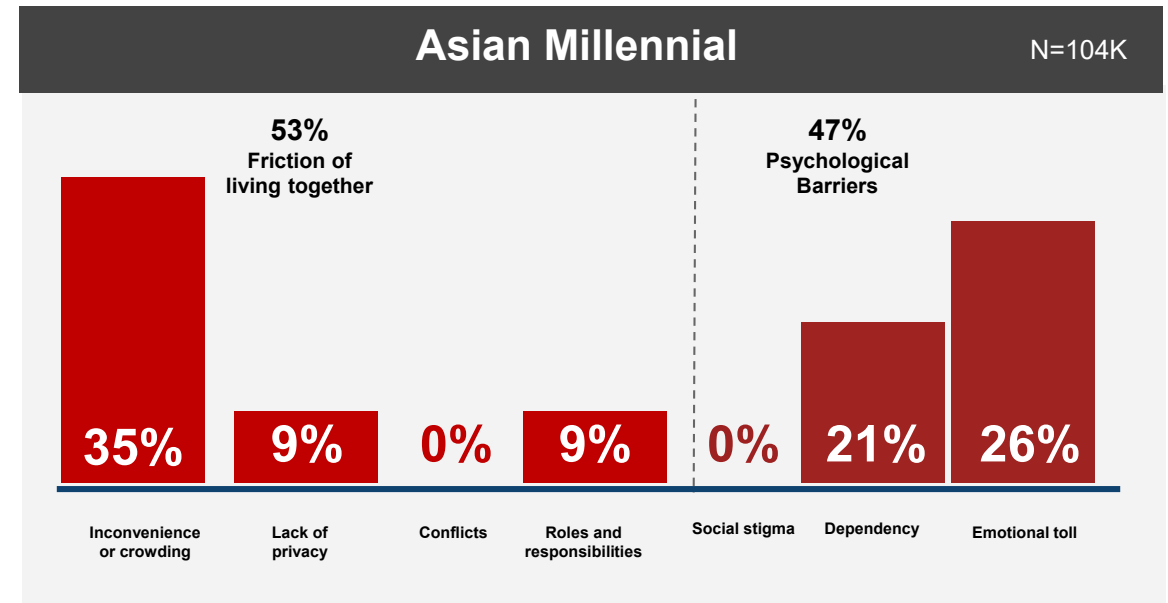
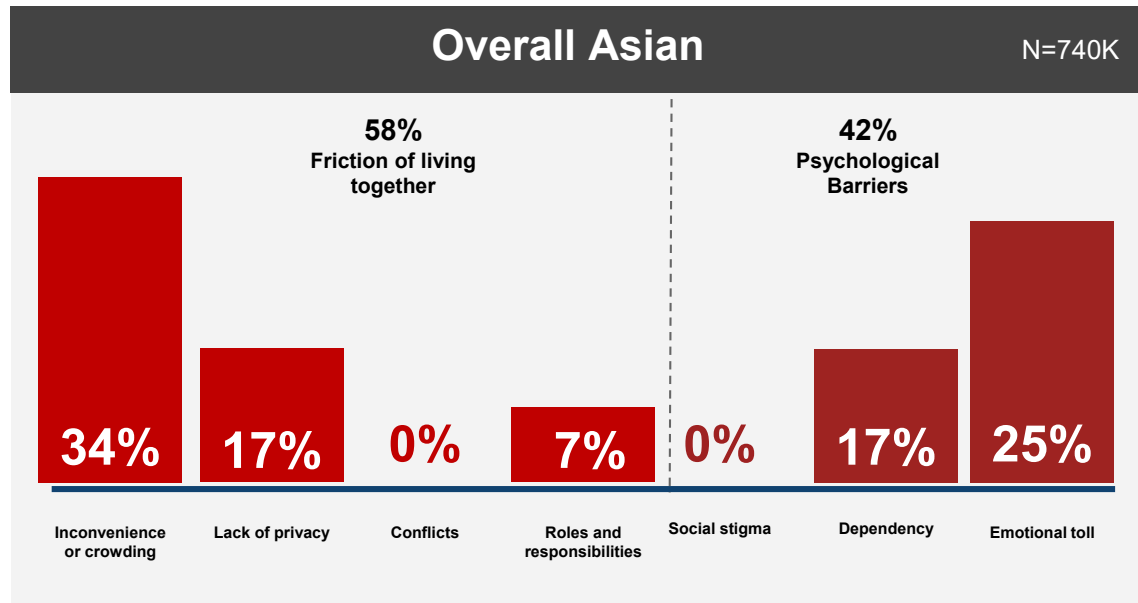
# What drives negative sentiment?

● Frictions of living together ● Psychological barriers



# What drives negative sentiment?

● Frictions of living together ● Psychological barriers



# Visual Production Credits

Page 1: <https://www.gettyimages.com/detail/photo/multi-generation-family-working-on-the-farm-royalty-free-image/185219767>  
Page 13: <https://www.gettyimages.com/detail/photo/this-ones-for-the-family-photo-album-royalty-free-image/664617546>  
Page 33: <https://www.gettyimages.com/detail/photo/happy-senior-couple-dancing-and-laughing-together-royalty-free-image/996990764>  
Page 51: <https://www.gettyimages.com/detail/photo/young-woman-taking-selfie-with-family-and-friends-royalty-free-image/1176848423>  
Page 69: <https://www.gettyimages.com/detail/photo/grandmother-children-grandchildren-pose-for-selfie-royalty-free-image/489662162>  
Page 87: <https://www.gettyimages.com/detail/photo/happy-senior-woman-leading-her-family-to-perfect-royalty-free-image/1135289130>  
Page 105: <https://www.gettyimages.com/detail/photo/latin-senior-man-serving-the-food-to-his-family-at-royalty-free-image/1167975422>  
Page 123: <https://www.gettyimages.com/detail/photo/portrait-of-three-generations-family-royalty-free-image/603316861>

# About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit [www.aarp.org](http://www.aarp.org) or follow @AARP and @AARPadvocates on social media.



**Joanne Binette, AARP Research**  
**[jbinette@aarp.org](mailto:jbinette@aarp.org)**

**For media inquiries, please contact**  
**[media@aarp.org](mailto:media@aarp.org)**

The report and fact sheets can be accessed  
at [www.aarp.org/multigenhome2020](http://www.aarp.org/multigenhome2020).