Reimagining Intergenerational Housing

Thank you for joining us.
The webinar will begin shortly.

Photo: Bridge Meadows, Portland, Oregon

Reimagining Intergenerational Housing

Housing Gaps and the Role of Intergenerational Options

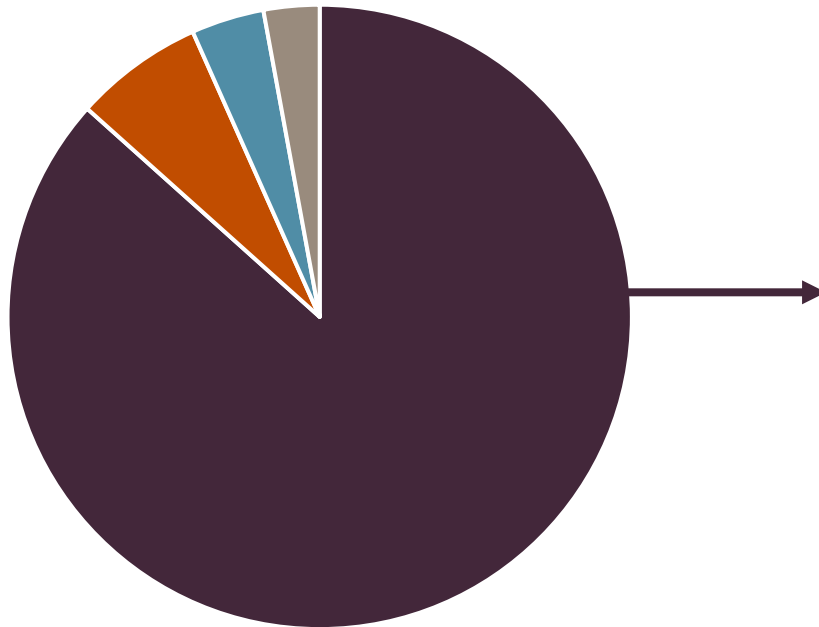Jennifer Molinsky

Project Director, Housing an Aging Society Program

**Harvard Joint Center for Housing Studies**

August 23, 2022

JCHS — **JOINT CENTER FOR HOUSING STUDIES** OF HARVARD UNIVERSITY

Most Older Adults Live in Their Own Homes As Single Persons or Couples

Individuals 65 and Over

Households Headed by Someone 65 or Over

Legend (pie chart):
- Own Household
- Child's Household
- Other Household
- Group Quarters

Bar chart categories:
- Age 65-79
- Age 80 and Over
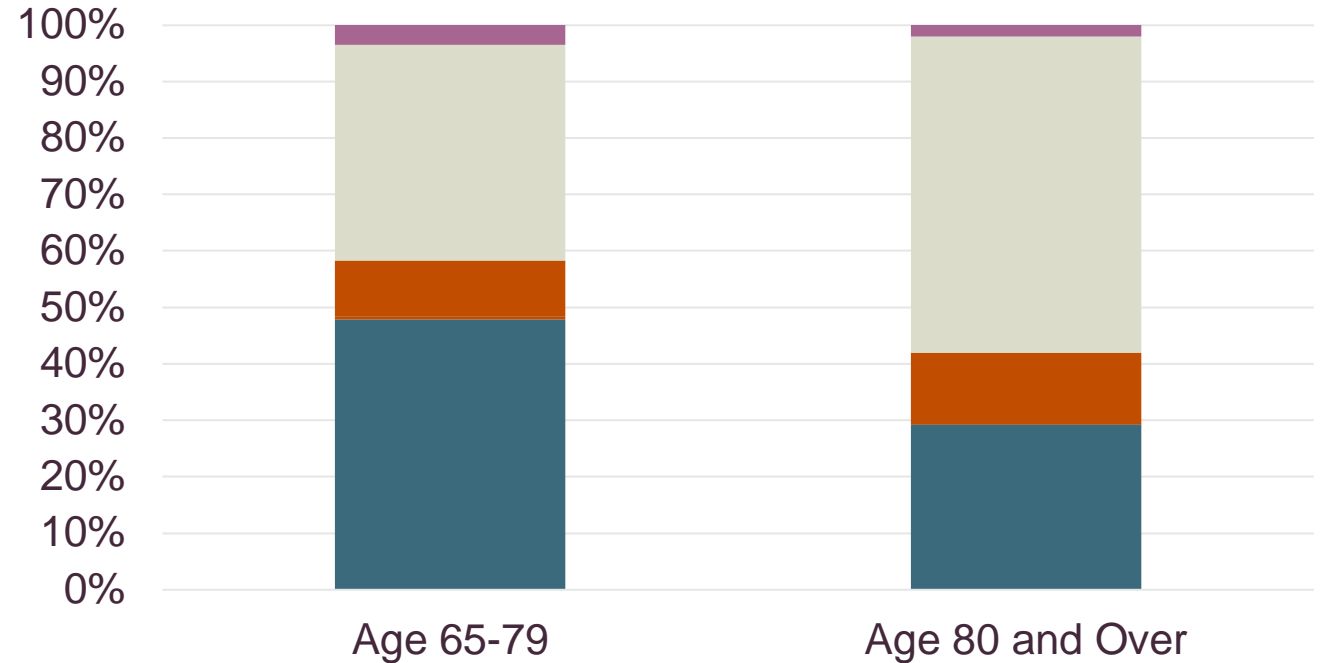
Legend (bar chart):
- Married w/o minor children
- Married/single w/ minor children
- Other family household
- Single person
- Other non family household

Notes: Bar chart describes composition of households headed by older adults (those living in "own household").
Source: Joint Center tabulations of 2018 American Community Survey.

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Family Households Typically Include Multiple Generations

Share of Older Adults in Households with at Least Two Generations (Percent)
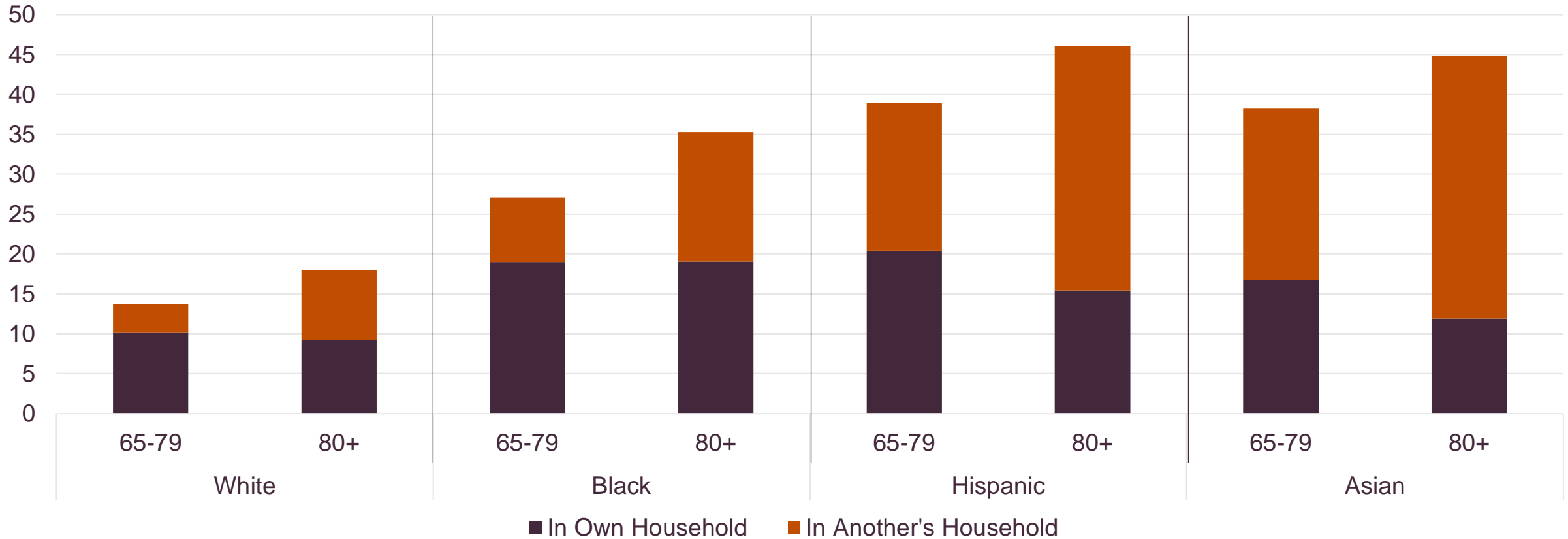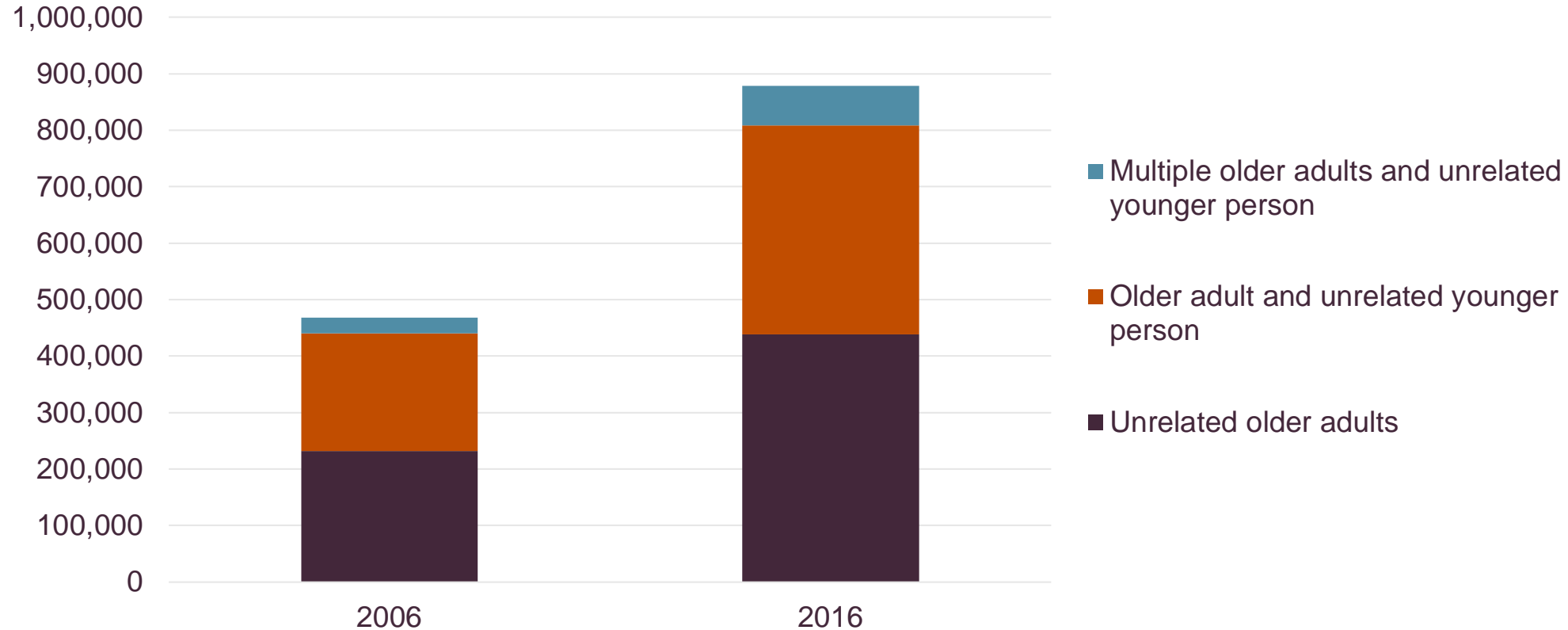

Notes: Multigenerational households in this analysis can include older adult(s) + adult children; older adult(s), adult child(ren)n, + grandchild(ren); or older(s) adult + grandchild(ren). White, Black, and Asian households are non-Hispanic. Hispanic households may be of any race.
Source: JCHS tabulations of US Census Bureau, American Community Survey, 2018.

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A Growing Number of Older Adults Share Homes with Non-Relatives

People Age 65 or Over Living with Non-Relatives Only

Legend:
- Multiple older adults and unrelated younger person
- Older adult and unrelated younger person
- Unrelated older adults

Note: The population sharing homes includes the reference person and those they identify as housemates or roommates, roomers or boarders, and other nonrelatives. This analysis excludes those who live with a spouse, partner, or other family as well as nonrelatives.
Source: JCHS tabulations of U.S. Census Bureau, 2001 and 2016 American Community Surveys.

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Broad Challenges Around Aging & Housing in the US

- Millions unaffordably housed & housing assistance is not an entitlement

- Little housing is accessible

- Care and support that allows people to remain in their homes is expensive and housing and care subsidy criteria don't match

- Social isolation and loneliness, which relate to where people live, are serious health risks

- Many communities lack age-friendly infrastructure, services, opportunities for engagement, housing options

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Millions of Older Adults Are Unaffordably Housed

**Share of Cost Burdened Households by Age of Household Head (Percent)**
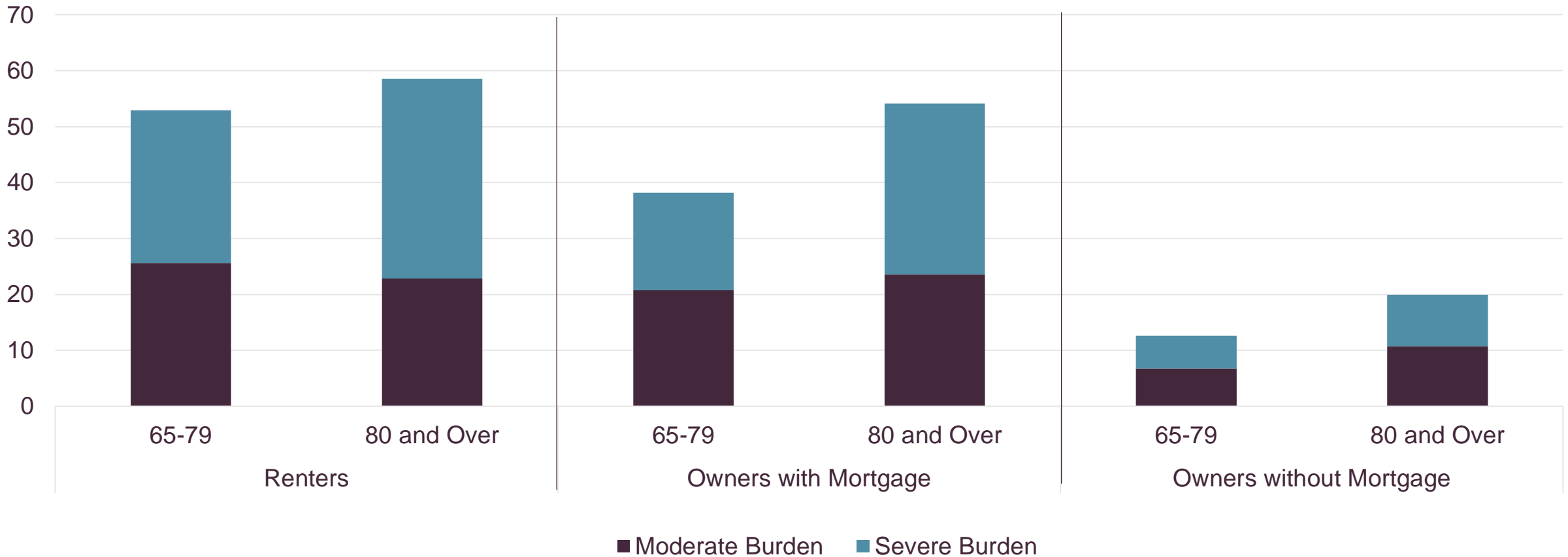
Note: Moderate (severe) cost burdens are defined as housing costs of 30-50% (more than 50%) of household income. Households with zero or negative income are assumed to be severely burdened, while renters not paying cash are assumed to be unburdened.
Source: JCHS tabulations of US Census Bureau, 2019 American Community Survey.

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Results of Cost-Burdens: Low-Income Households with Severe Cost Burdens Have Little to Spend on Other Necessities

Median Monthly Expenditures of Low-Income Households (Dollars)

Legend: ■ Unburdened ■ Severely Burdened

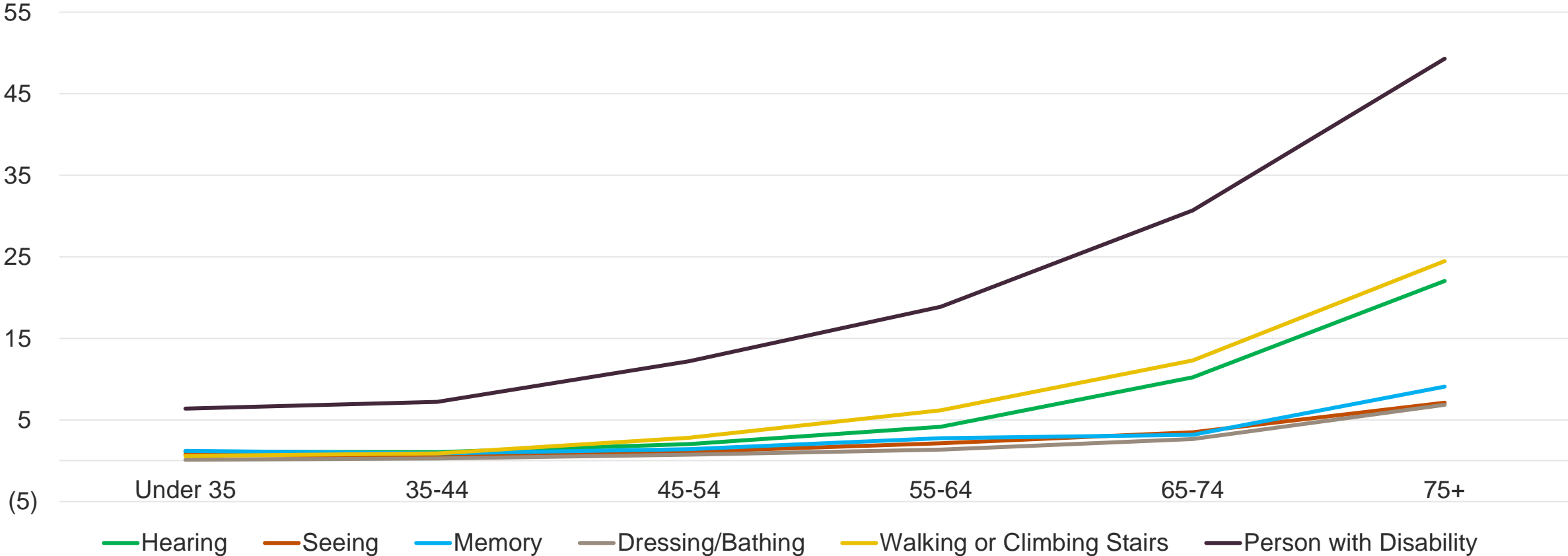Categories: Food, Health, Retirement, Transportation
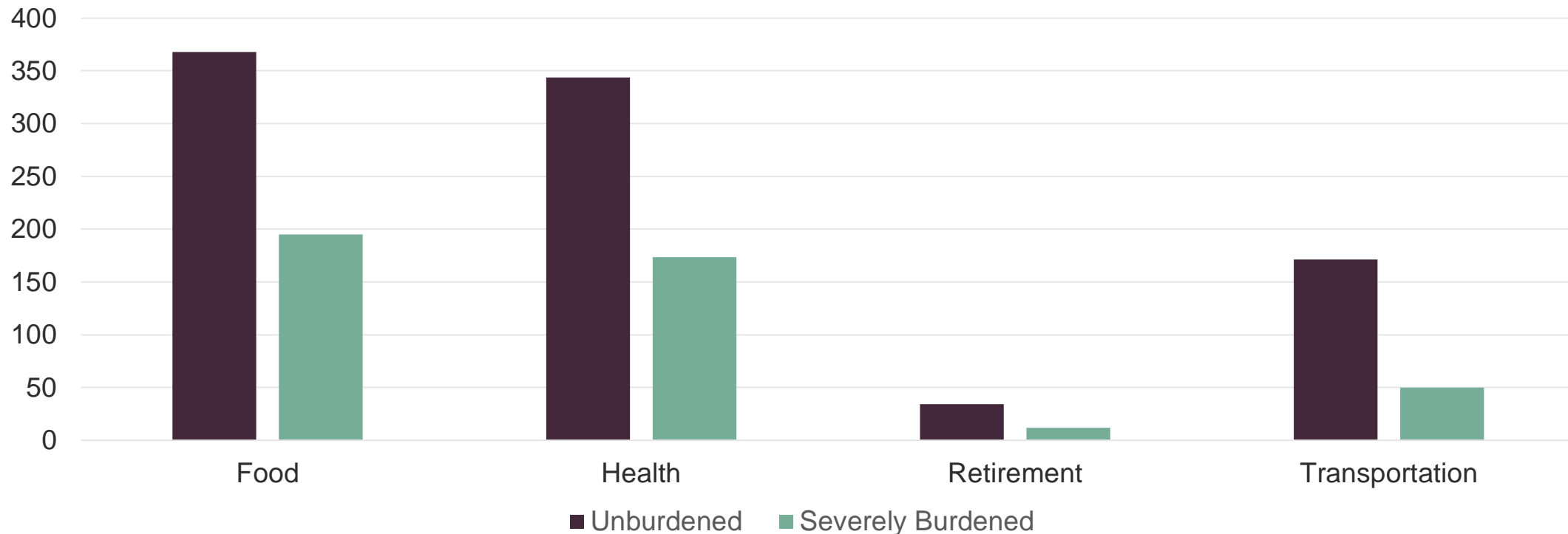
Notes: Low-income households are in the bottom quartile of all households ranked by total spending. Not burdened (severely burdened) households devote 30% or less (more than 50%) of expenditures to housing, including utilities.
Source: JCHS tabulations of US Bureau of Labor Statistics, 2018 Consumer Expenditure Survey.

Disability Prevalence Increases with Age

Share of Households Reporting at Least One Member with Difficulty (Percent)

Legend: Hearing — Seeing — Memory — Dressing/Bathing — Walking or Climbing Stairs — Person with Disability

Age groups: Under 35, 35-44, 45-54, 55-64, 65-74, 75+

Source: JCHS tabulations of 2019 American Housing Survey.

Few Homes Have Basic Accessibility Features

Share of Housing Units by Structure Type (Percent)
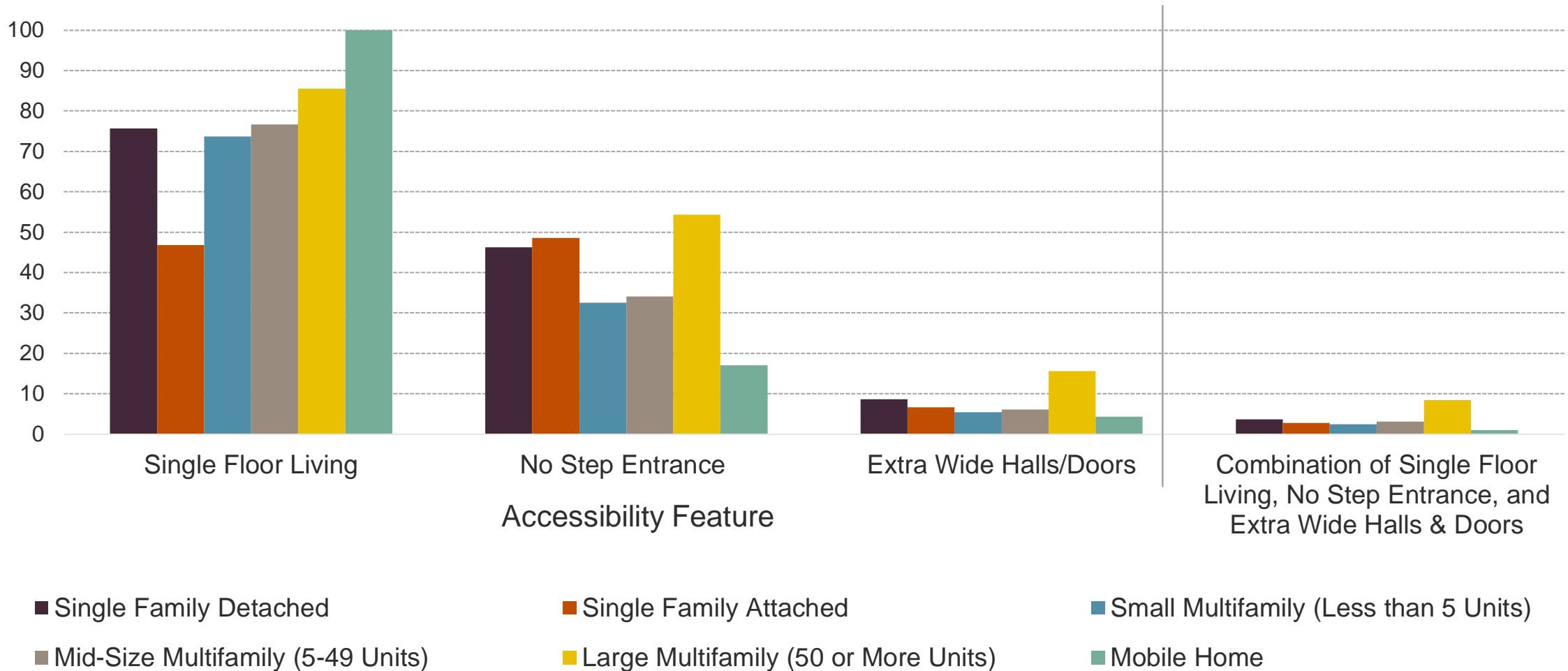
Source: JCHS tabulations of HUD, 2011 American Housing Survey.

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Many Have Unmet Needs for Support at Home

- 59% of community-dwelling older adults report unmet need with activity of daily living or instrumental activity of daily living

- Median national cost of homemaker services is $26/hour, and home health aide is $27/hour

- Older renter households have a median wealth of $5,800 and annual income of $23,400
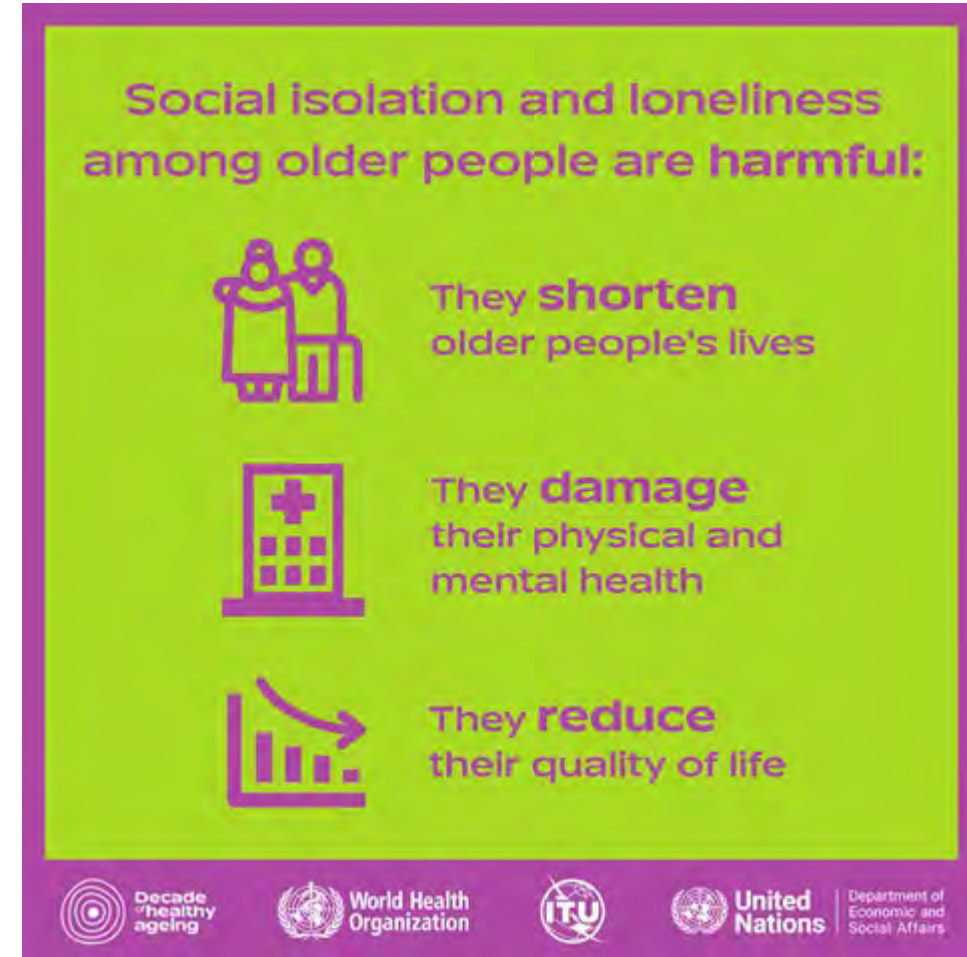

Note: Data on unmet needs excludes older adults (age 65 and over) who spent time in a nursing home.
Source: Joint Center tabulations of 2010-2018 Health and Retirement Study data; 2021 Genworth Cost of Care Survey; Joint Center tabulations of Federal Reserve Bank, 2019 Surveys of Consumer Finance. Photo: Centre for Ageing Better.

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Loneliness and Social Isolation

- Before pandemic, estimated **43%** of older adults were socially isolated

- Isolation can lead to loneliness, higher rates of depression, falls, decline in ability to perform everyday tasks, cognitive decline, trips to emergency departments, mortality

Social isolation and loneliness among older people are harmful:

They **shorten** older people's lives

They **damage** their physical and mental health

They **reduce** their quality of life

Decade of healthy ageing | World Health Organization | ITU | United Nations Department of Economic and Social Affairs

Source: Elman, A., et al. (2021). Unmet needs and social challenges for older adults during and after the COVID-19 Pandemic: An opportunity to improve care. *Journal of Geriatric Emergency Medicine*, *2*(11), 1. World Health Organization.

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Housing Options and All-Age Neighborhoods Are Needed to Support Intergenerational Connections

Photos: Jennifer Molinsky, Ann Forsyth, Centre for Ageing Better

Thank you!

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https://www.jchs.harvard.edu/research-areas/aging

"We formed Generations United to argue for a caring society."

Laying the foundation for LEGACY

Kansas City, Missouri

Creating Intergenerational Communities

The number of Americans living in a multigenerational household has nearly quadrupled in the past decade.

There was a 271% increase from 2011[ii] to 2021 (7% vs. 26%).

2011

2021

generations
united
Because we're stronger together®

Multigenerational living is here to stay:
More than 7 in 10 (72%) plan to continue living in a multigenerational household long-term.

Intergenerational Home Sharing

Reimagining Our Role

2 in 3

adults would like to spend more time with people outside their age group.

More than 3 in 4

wish there were more opportunities in their community for people from different age groups to meet and get to know one another.

generations
united
Because we're stronger together®

In addition to sharing skills and talents through interactions, **92%** of Americans believe activities that bring together children/youth and older adults can help to reduce loneliness across all ages.

92%

Intergenerational & Multigenerational

Intergenerational Housing Types

- Multigenerational families
- Grandfamilies housing
- Intergenerational home sharing
- Older adults living on campus
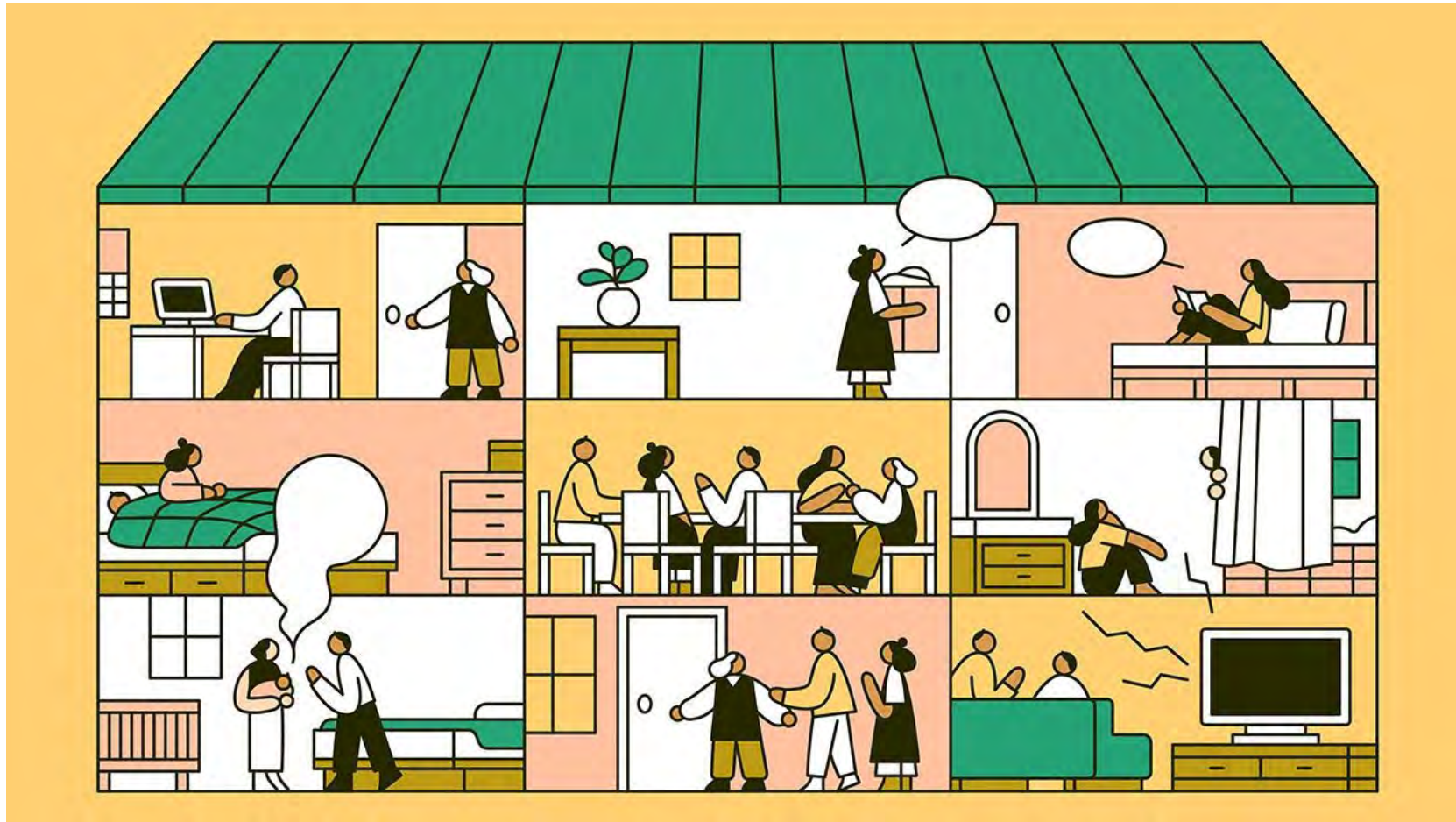- Older adults + households with children

Multigenerational Families

Illustration by Rose Wong for Teen Vogue
https://www.teenvogue.com/story/multigenerational-homes-covid-19-pandemic

Campus Based - San Pasquel Academy Neighbors

PSS/WSF Grandparent Family Apartments - NYC

Bridge Meadows – Portland, Oregon

Comprehensive City Planning

Looking to the future

Nesterly

A better way to share

Nesterly

Nesterly's mission is to increase the supply of affordable housing while bridging generations

Nesterly

Safe, legal homesharing made easy

Young people

E.g. Grad student in new city seeking 1-12 month housing

✓ Cheap housing

✓ Flexible lease (>30 days)

✓ Built-in community

Older adults

E.g. Empty nester with spare room and desire to age in home

✓ Extra income

✓ Friendship

✓ Chore help

Nesterly

Nesterly's platform is easy-to-use and secure

Qualified housemates

We track down your potential housemates' history so you don't have to

✓ Complete application
✓ Full background check
✓ Minimum two references
✓ Proof of income

Ongoing support

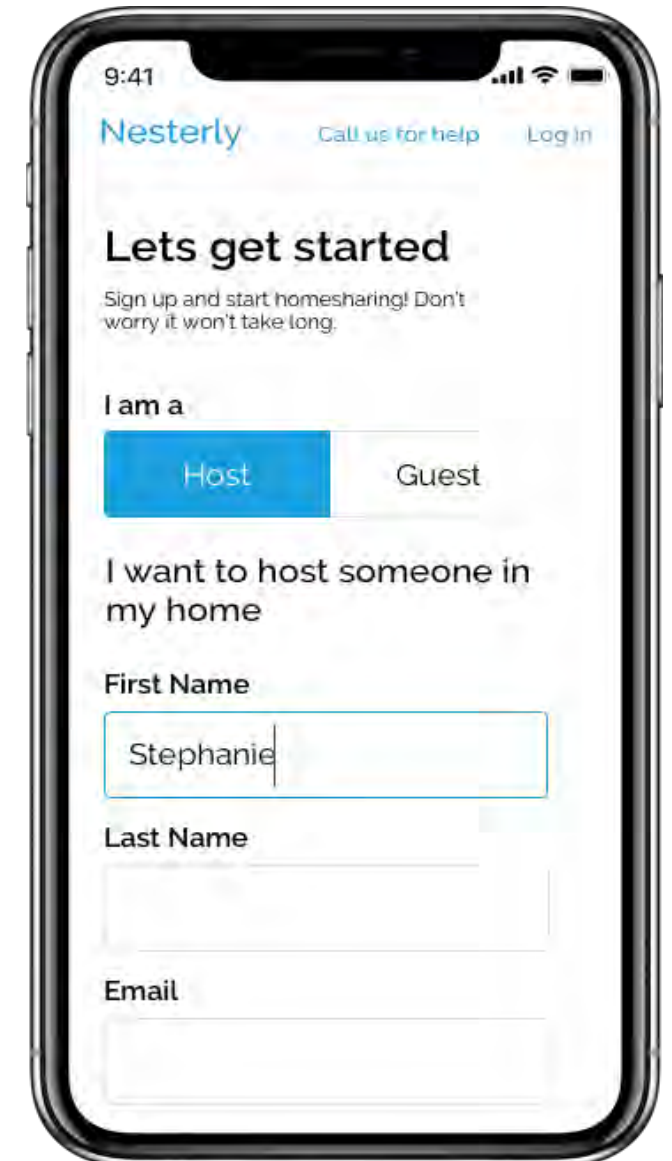Our support team is there for you from sign up to the end of the stay

Flexible experience

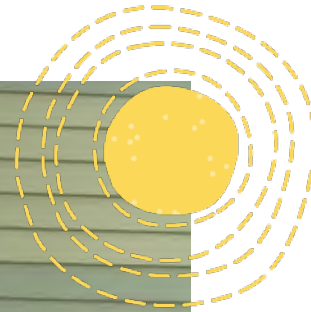You define and select the right renter and the right terms for you.

✓ Customizable lawyer-approved lease
✓ Secure messaging portal

Automated payments

Our payment system makes paying and receiving monthly rent a breeze

Nesterly

"It was perfect — Judith has become like my family. She even allowed me to adopt a cat. She now loves Mango as much as I do."

-Nadia, 26

$30,362.25

Nesterly

An innovative, efficient way to improve housing affordability, mental health and connection within your local community

One of a kind technology

Our unique set of tools enable you to easily and quickly launch a safe, trusted home sharing network for your community.

Fully integrated partnerships

We've assembled the tools you need to successfully launch and run a homesharing program: world class insurance coverage, rigorous candidate screening procedures, automated rent payments through secure payment providers and more.

Support every step of the way

Our award-winning, knowledgeable team is here to support you in successfully launching and scaling your own local program and impacting your community.

www.nesterly.com

Noelle Marcus
Founder and CEO
noelle@nesterly.com

Appendix

Glowing community reviews

Sarah, 56, empty nester

"My life is richer because I'm sharing the house with someone. It's not just the extra income, I genuinely am having fun!"

Abigail, 27, grad student

"Living with Brenda has been a great way to get to know my neighborhood—plus the rent is unbeatable."

Karla, 72, retired teacher

"You gain new perspectives when sharing the house with a younger person. Elyse is a Whatsapp expert and showed me how to operate it and other apps."

Nesterly

How it works

Create your free account

Share a few simple details about who you are and what you're looking for.

01

How it works

Meet great people

Get to know verified people safely using in-app messaging and video calls. Your information is kept private so you can remain anonymous until you're ready to book.

02

Nesterly

How it works

Sign on the dotted line

Choose who to live with then align on house rules. Do it all contact-free, from the comfort of your home with our easy online booking system.

03

Nesterly

How it works

Rent for a month, a year, or longer

04

Whether your stay is reserved for a month or a year, you'll always have options. Agree to extend, or with 30-days notice, shorten the stay at no cost.

Nesterly

Multi-step screening process

1 Complete applications are required to sign up. Each application is reviewed and approved by real humans on our team.

2 An industry-leading comprehensive background screening service conducts full criminal record checks on both hosts and renters.

3 Two references are contacted for every user and outside testimonials on what the person is like as a professional and roommate are made public on users' profiles.

4 Renters must provide employment verification and when applicable proof of school enrollment.

Human support, every step of the way

1 From sign-up throughout the duration of the homeshare, our team is here to support you, over the phone, through live-chat, or even by video.

2 We follow-up every month with regular check-in's to ensure housemates are having the best experience possible.

3 Our experienced team, led by licensed social workers, help ensure upfront clear communication and amicably settle any issues that may arise.

Health and safety guidelines

1 Get to know verified people contact-free using in-app messaging and video calls. Unlike other platforms, all your identifying information is kept private until you're ready to book.

2 Use our proprietary homesharing agreement to facilitate open and honest communication right from the start, including personal preferences and house rules related to health and COVID-19.

3 We outline the most recent CDC health and safety guidelines in our FAQ to help make it easy to know and abide by the latest recommendations.

https://www.instagram.com/p/Bw7NU8ynGOD/

"My high ceilings are hard to heat in the wintertime, so the extra income goes a long way"

-Brenda, 68

Nesterly

"I'm always learning something new with a younger person in my house. For instance, Elyse and I love to talk about the latest iphone apps. "

-Eileen, 65

"I'm looking for an affordable place that's close to my school and job"

-Cynthia, 30

Nesterly

Nesterly households increase their monthly income by as much as 50%

40% of single seniors rely on Social Security for 90% of their income

Nesterly

Nesterly renters save hundreds of dollars a month on rent

Nesterly rooms are 30% below market rate compared to a spare bedroom

Nesterly

Thank you!

For more information visit
www.gu.org

You will receive an email with a link to the recording of this webinar.