

Caught in the Middle: The Sandwich Generation Needs Help



The nature of caregiving is changing. Our parents are living longer – and so will we. On the other side, our children are staying dependent – and often staying at home – longer.

MANY SUPPORT THEIR ADULT CHILDREN

44% households include adult children living with their parent(s)

17% support adult children who don't still live at home

MANY SUPPORT OR HELP THEIR PARENTS / IN-LAWS

29% provide regular assistance or care

8% have parents / in-laws living with them

SUPPORTING ADULT FAMILY MEMBERS GETS IN THE WAY FINANCIALLY AND PERSONALLY



- 34%:** Supporting adult family members can get in the way of other savings goals
- 35%:** It gets in the way of saving for retirement
- 30%:** Feel "sandwiched" in caregiving for multiple generations of family members
- 28%:** It takes up time when they should be at work
- 25%:** It distracts them from their own lives

FOR THE INDUSTRY, THIS MEANS ...

The increasing industry focus on improving financial wellness overall offers an opportunity to help. Financial wellness programs – and benefits strategies – can include services and tools to help today's workers manage their multi-generational financial obligations.

Based on a LIMRA Consumer Sentiment survey of 847 "head of household" consumers. The online survey was conducted in the 4th quarter, 2015, by IPSOS.