







In the House:

Support for adult family members takes many forms... especially when they are living in your home



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

SUPPORTING ADULT FAMILY MEMBERS GETS IN THE WAY FINANCIALLY AND PERSONALLY	To Children Age 18-22	To Children Age 23+	Parents/ In-laws
 Food / groceries	71%	56%	59%
 Mobile device service	56%	23%	33%
 Healthcare / insurance	58%	23%	25%
 Entertainment	38%	20%	33%
 Vacations	31%	23%	19%
 Education expenses / debt	40%	13%	n/a

FOR THE INDUSTRY, THIS MEANS ...

Workers can feel financial pressure at both ends of the generational spectrum... support for adult family members requires a combination of time, attention and money.

Financial wellness efforts need to consider workers' complete financial pictures.

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.