LIVING IN A MULTIGENERATIONAL HOUSEHOLD

PRE-COVID / MID-COVID

Using A.I. and Big Data to tap into the voice of Black Americans in the U.S. to unveil insights around multigenerational living before and during COVID-19

CulturIntell's™ innovative methodology uncovers actionable insights by gathering, mining and analyzing the open-sourced, unbiased, and unfiltered peer-to-peer conversations that are spontaneously happening online.

WHERE ARE THE CONVERSATIONS TAKING PLACE?

Relevant digital conversations Black Americans in the U.S. had about Multigenerational Living from February 1st, 2019 to February 29th, 2020

WHAT MOTIVATES BLACK AMERICANS TO LIVE WITH OTHER GENERATIONS?

Motivations for living in a multigenerational household. The reasons why people consider living in a multigenerational household. Motivations can be fueled by internal or external factors.

WHAT IS THE SENTIMENT OF BLACK AMERICANS LIVING IN MULTIGENERATIONAL HOUSEHOLDS?

Driving positive sentiments are perceived benefits, and driving negative sentiments are pain points associated with living in a multigenerational household.

VARIATIONS AGAINST OVERALL AUDIENCE

Access the full report at www.aarp.org/multigenhome2020

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