

NAVIGATING INTERGENERATIONAL LIVING

Multigenerational living in the US is on the rise, led by the rapid growth in multicultural populations.

- + From 1971 to 2021, multigenerational living has quadrupled to 59.7M people.
- + The growth is attributed to the rapid growth of Asian and Hispanic populations, who, along with Black Americans, are more likely than White Americans to live with extended family, especially if they are immigrants.
- + Among young adults ages 25 to 29, nearly a third (31%) live in multigenerational households, often in their parents' home.
- + Main reasons: finances or family caregiving

Fuse multicultural viewers are 3x more likely than the average adult to live with other adults in their household.

Close to 90 percent of parents say their children influence buying decisions.



Sources: Market Research – Pew Research Center, March 23, 2022.; NRF: Gen Z influences over one-third of household purchases October 8, 2019.; Resonate, Multicultural Linear/Fuse+/Fast (Proxy) June 2022 to May 2023

FOR MORE FUSE MEDIA INSIGHTS: <https://about.fuse.tv/insights>.