

What's driving Americans to explore long-term care planning?

2024 long-term care consumer study

In 2024, 64% of Americans prioritize long-term care (LTC) planning – and 74% believe they are likely to need long-term care in the future.¹

An aging population in the United States.



The average American is expected to live to **~80 years old**²



By 2030, all Baby Boomers will be **over age 65**.³



Older adults are **projected to outnumber** children under age 18 by 2034.³



Global dementia cases are expected to **triple by 2050**⁴



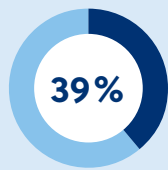
People age 65 and older live **~4-8 years** after an Alzheimer's diagnosis⁵



At age 80, **~75%** of people with Alzheimer's live in a nursing home⁵



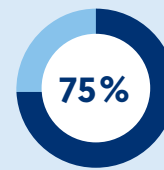
When individuals have personal experience with long-term care:



of them become aware of the need for LTC planning¹



are motivated to create their own LTC plans¹



are motivated to purchase LTC insurance¹



Our commitment

At OneAmerica Financial, we're dedicated to continuously evolving our products to help our customers prepare for a more secure future. We're leveraging insights from our 2024 Long-Term Care Consumer Study to better understand and meet the needs of the marketplace. Learn more about the survey [here](#).

Note: OneAmerica FinancialSM is the marketing name for the companies of OneAmerica Financial.

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1. Leading Tomorrow: 2024 Long-Term Care Consumer Study
2. <https://www.cnn.com/2017/02/21/health/life-expectancy-increase-globally-by-2030/index.html>
3. <https://www.census.gov/library/stories/2019/12/by-2030-all-baby-boomers-will-be-age-65-or-older.html>, Dec. 10, 2019.
4. <https://www.mckinsey.com/mhi/our-insights/adding-years-to-life-and-life-to-years>, Mar. 22, 2022.
5. <https://www.alz.org/media/Documents/alzheimers-facts-and-figures.pdf>, 2024.

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