





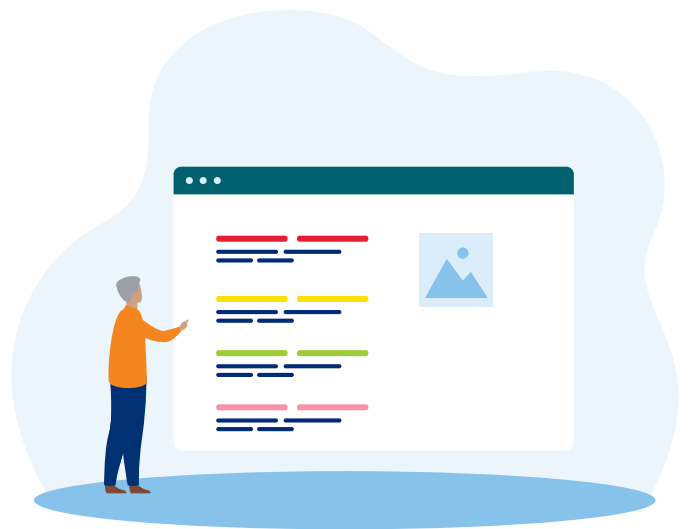


When it comes to long-term care planning, how do younger Americans differ from older Americans?

2024 long-term care consumer study

Younger Americans (age 40-49) are more likely to:

-  **85%**
Believe they will need LTC in the future
-  **78%**
Purchase hybrid life/LTC protection
-  **75%**
Prioritize LTC planning
-  **55%**
Be confident in their current LTC plans
-  **55%**
Plan to use LTC protection for unexpected LTC costs
-  **38%**
Use social media to research LTC protection



**Older Americans (age 60+)
are more likely to look for
information about:**

89%

Price

85%

Level of care
covered

81%

Length of care
covered



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.

**NOT A DEPOSIT • NOT FDIC OR NCUA INSURED • NOT BANK OR CREDIT UNION GUARANTEED •
NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY • MAY LOSE VALUE**

© 2024 All rights reserved. OneAmerica FinancialSM, the OneAmerica Financial logo and flag pictorial mark are service marks of OneAmerica Financial Partners, Inc.

For use with financial professionals only. Not for public distribution.

I-37592 09/09/24