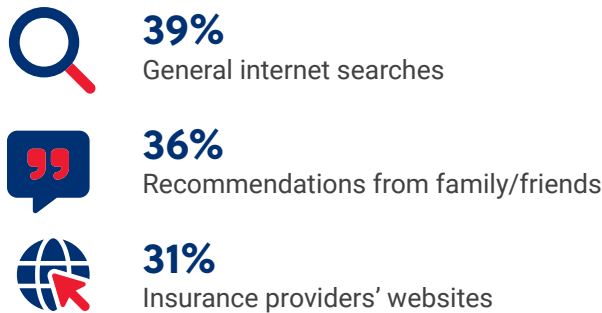


# Getting information about long-term care

2024 long-term care consumer study

## Where do Americans go for information about long-term care protection?



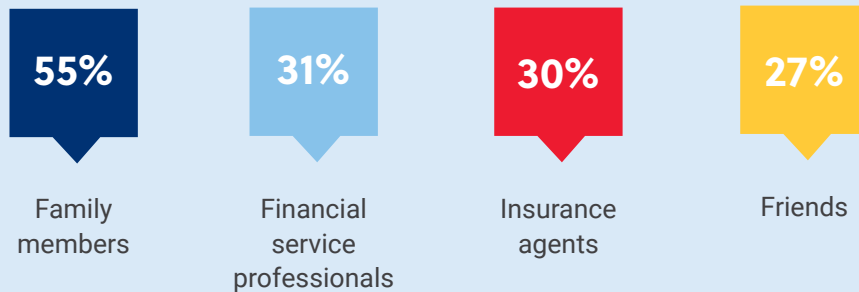
Younger Americans (age 40-49) are **38%** more likely to look for information on social media



## Which attributes of long-term care protection do Americans care about most?



## Who do Americans discuss long-term care insurance with?



### 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 Financial<sup>SM</sup> is the marketing name for the companies of OneAmerica Financial.

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