

# Drivers and barriers to long-term care

2024 long-term care consumer study

## What prompts Americans to plan for long-term care?



**52%**  
Peace of mind



**46%**  
Ensure they receive adequate care



**46%**  
Protect their finances or retirement planning from an LTC event

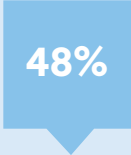


**46%**  
Remove the burden from their family

## What keeps Americans from making a plan for long-term care?



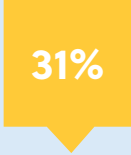
Cost of LTC protection



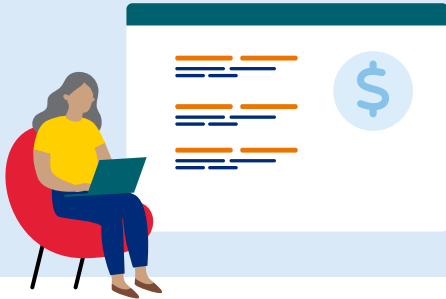
Medical and support costs associated with LTC need



Competing financial priorities



Lack of information about care options



Across all age groups surveyed, Americans age 60 and older are **77%** more likely to cite cost as a barrier to purchasing LTC protection.



## 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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