



# New research underscores need for increased consumer awareness of long-term care planning solutions

A Special Report from Lincoln Financial Group's  
Consumer Insights Research

## Survey Methodology



### **Lincoln Financial and CivicScience, Long-Term Care Insurance Sentiment & Barriers to Purchase (2022)**

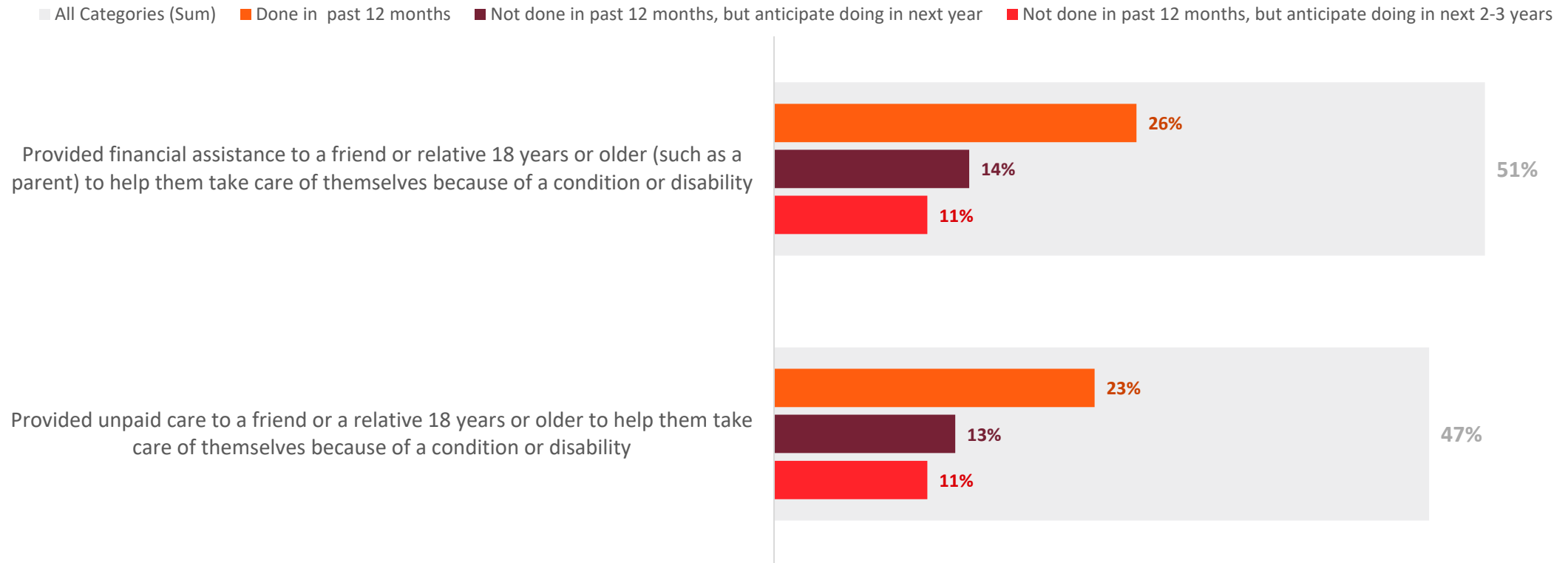
The goal of this research is to understand how US adults feel about long-term care insurance, the value of various long-term care insurance features and benefits, and barriers to purchase. Responses were gathered in October 2022 using the CivicScience market intelligence platform. The number of responses varied by question, with response counts ranging from 2662 to 3023. Data are weighted to represent the total U.S. adult population. If this study were a random survey, the margin of error would be within +/- 2 percentage points at a confidence level of 95%.

### **Lincoln Financial, Monthly Consumer Sentiment Tracker, May 2021**

The goal of this research is to gauge consumer sentiment on a variety of financial topics. Responses were gathered from 5/12/2021-5/20/2021 using the Qualtrics survey platform. Responses were collected from a total of 1,044 U.S. Adults, including 457 who are caregivers. The sample included quotas to be representative of the total U.S. adult population.

# Nearly half of US adults already are or anticipate becoming adult caregivers within three years

Participation in Caregiving Activities  
Among US adults

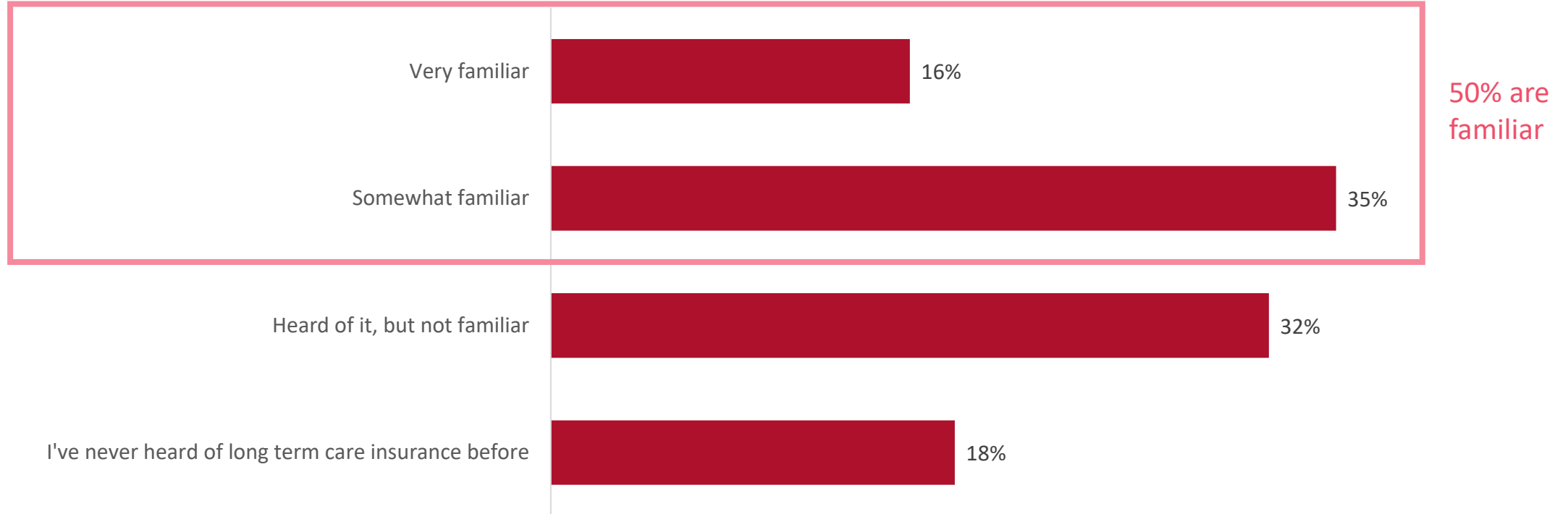


Question: Which of the following have you done?

Source: Lincoln Financial, Consumer Sentiment Tracker, May 2021

# Only 16% of US adults are very familiar with long term care insurance

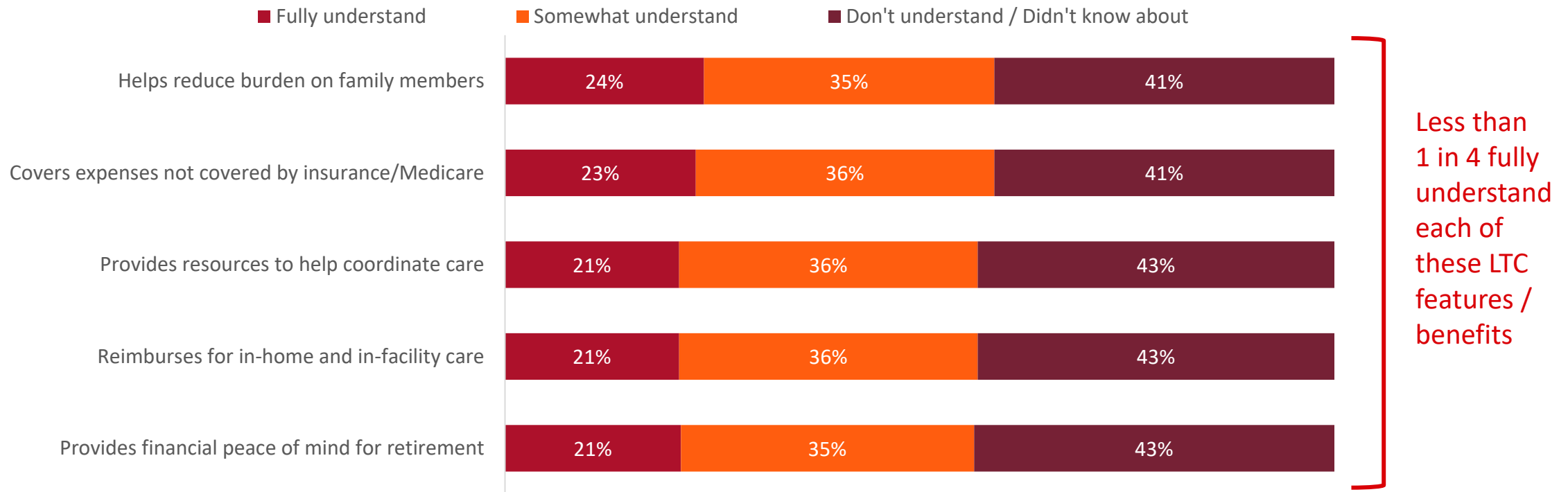
How familiar are you with the features and benefits of long term care insurance?  
*Among all US adults*



Question: How familiar are you with the features and benefits of long term care insurance?  
Source: Lincoln Financial and CivicScience, Long Term Care Insurance Sentiment & Barriers to Purchase (2022)

# US adults report a lack of awareness & understanding of key benefits and features of LTC insurance

How well do you understand the following benefits of long term care insurance?  
*Among all US adults*



Question: How well do you understand the following benefits of long term care insurance?  
Source: Lincoln Financial and CivicScience, Long Term Care Insurance Sentiment & Barriers to Purchase (2022)

# For more information:

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