

Cost of Care Survey 2024

Summary and Methodology

Summary of 2024 Survey Findings

To help families plan for potential long-term care needs, Genworth and CareScout have conducted the Cost of Care Survey since 2004. This comprehensive data-gathering effort compiles current median rates charged by long-term care service providers across all 50 states and makes them easily accessible through an interactive digital tool that can now be found on [CareScout.com/cost-of-care](https://www.carescout.com/cost-of-care).

Here are the key findings of the Cost of Care Survey 2024:

- The national median costs associated with all long-term care types increased in 2024, with the majority of care types outpacing inflation growth.
- Inflation and labor costs are seen as equal contributors to the increases in long-term care costs. Inflation was the number one driver for assisted living communities, nursing homes, and adult day care, while labor costs was the number one driver for home care.

To learn more, visit [CareScout.com/cost-of-care](https://www.carescout.com/cost-of-care)

HOME

Homemaker services: Services providing help with household tasks that cannot be managed alone. Homemaker services includes "hands-off" care such as cooking, cleaning and running errands.

NATIONAL MEDIAN
HOURLY RATE
2024
\$33

NATIONAL MEDIAN
HOURLY RATE
2023
\$30

YEAR-OVER-YEAR PERCENT
CHANGE
10%

Home health aide services: Home health aides offer services to people who need more extensive care. It is "hands-on" personal care, but not medical care. The rate listed here are standard hourly private rate for home health aide services.

NATIONAL MEDIAN
HOURLY RATE
2024
\$34

NATIONAL MEDIAN
HOURLY RATE
2023
\$33

YEAR-OVER-YEAR PERCENT
CHANGE
3%

Adult day health care (ADC): Provides social and support services in a community-based, protective setting. Various models are designed to offer socialization, supervision and structured activities. Some programs may provide personal care, transportation, medication management and meals.

NATIONAL MEDIAN
DAILY RATE 2024
\$100

NATIONAL MEDIAN
DAILY RATE 2023
\$95

YEAR-OVER-YEAR PERCENT
CHANGE
5%

Assisted living community (ALC): Residential arrangements providing personal care and health services. The level of care may not be as extensive as that of a nursing home. Assisted living is often an alternative to a nursing home, or an intermediate level of long term care.

NATIONAL MEDIAN
MONTHLY RATE
2024
\$5,900

NATIONAL MEDIAN
MONTHLY RATE
2023
\$5,350

YEAR-OVER-YEAR PERCENT
CHANGE
10%

COMMUNITY

Nursing home care: These facilities often provide a higher level of supervision and care than Assisted Living Facilities. They offer residents personal care assistance, room and board, supervision, medication, therapies and rehabilitation, and on-site nursing care 24 hours a day.

Semi-Private Room

NATIONAL MEDIAN
DAILY RATE 2024
\$305

NATIONAL MEDIAN
DAILY RATE 2023
\$285

YEAR-OVER-YEAR PERCENT
CHANGE
7%

Private Room

NATIONAL MEDIAN
DAILY RATE 2024
\$350

NATIONAL MEDIAN
DAILY RATE 2023
\$320

YEAR-OVER-YEAR PERCENT
CHANGE
9%

Methodology

About

This year, 141,812 providers were contacted resulting in 11,848 completed surveys covering 15,111 nursing homes, assisted living communities, adult day care centers and home care providers. Potential respondents were selected from Genworth's nationwide database of providers, supplemented with additional providers in each category of long-term care services. CareScout is a wholly owned subsidiary of Genworth Financial, Inc. that helps older adults and their families navigate the aging journey and find quality care.

Respondents representing all 50 states and the District of Columbia completed the survey by either phone or online between July and December 2024. Survey respondents were informed that the survey data provided would be included in the 2024 Cost of Care Survey results. Current rates and survey questions varied based on the type of care provided.

One of the most comprehensive surveys of its kind, the Cost of Care Survey publishes costs in 431 regions based on 383 U.S. Metropolitan Statistical Areas (MSAs). MSA definitions are established by the U.S. Office of Management and Budget. The survey also includes some counties outside of the MSA regions. Data collection was attempted for all provider types in all regions. The following results in this document represent the number of regions where data collection was successful.

Home Care (HC)¹

Surveyors completed 5,011 interviews with licensed home health care providers representing 7 percent of home care agencies.² The agencies surveyed provided home health care and homemaker services where a skilled nurse does not need to be present. A home health aide will typically help with bathing, dressing, transferring and toileting, but not with catheters or injections. Most of these agencies also provide homemaker services that typically include assistance with shopping, finances, cooking, errands and transportation. Homemaker services may also be employed for the purpose of providing companionship.

Annual rates are based on 44 hours of care per week, multiplied by 52 weeks. The survey excludes holiday rates.

Adult Day Care (ADC)

Surveyors polled 6 percent of adult day health care facilities, resulting in 587 completed surveys. ADC is designed to meet the needs of adults who are functionally and/or severely cognitively impaired. Programs are intended to be structured and comprehensive, and to take place in a protective setting that promotes well-being through a variety of health, social and other support services. These services are intended to help enable individuals live more independently in the community and may also be used to provide relief for family caregivers.

¹ Various provider categories used in the survey may not be the same as the definitions used in a long-term care insurance policy.

² Not all states require a license for home care. Data includes certain states where unlicensed providers are included because the state does not offer or does not have HH license requirements.

ADC facility rates are structured in a variety of ways: Some charge by the hour, some by the half-day and others for the full day, regardless of utilization. All rates used in Genworth's survey were extrapolated to a daily (6–8 hours) rate.

ADC facility rates may be subsidized by the government or the community. A government subsidy is based on the individual's ability to pay. However, a community subsidy is available to individuals regardless of their income level. This survey captures the full private pay rates or, where applicable, the community subsidy rates. This survey does not capture the government subsidy rates.

Annual rates are based on the daily rate multiplied by five days per week, then multiplied by 52 weeks.

Assisted Living Communities (ALC)³

Surveyors polled 17 percent of licensed assisted living communities, resulting in 4,610 completed surveys. Surveyors also determined whether the facility charges a non-refundable community or entrance fee. This study shows that approximately 58 percent of assisted living communities charge a one-time, non-refundable fee.

Unlike nursing homes, there is no uniform regulatory standard for assisted living communities. As a consequence, states have instituted licensing standards that vary from state to state. The assisted living communities polled were licensed according to the licensure requirements of the state in which the assisted living community was located.

Currently, there are more than 70 different names or designations for facilities licensed as some

form of an assisted care communities. Generally, fewer than 40 percent of these care communities use the term "assisted living" as a part of their formal name or licensure designation. For example, some communities may be identified as "residential care." Because of variations in licensing requirements by state, both small group homes and large multi-service communities qualified as assisted living communities for the purposes of this study.

Surveyors collected the monthly private pay rates as they ranged from basic care to more substantial care for a one-bedroom unit in an assisted living communities. Where a rate range was provided, the average of the high and low was used in the annual cost calculation.

Annual rates are based on the monthly fee multiplied by 12 months.

Nursing Homes (NH)

Surveyors polled 10 percent of certified and licensed nursing homes, resulting in 4,608 completed surveys.

Surveyors collected the daily rates for private rooms (single occupancy) and semi-private rooms (double occupancy) in Medicare-certified nursing facilities. Medicare-certified nursing homes represent nearly 98 percent of all nursing homes in the U.S.⁴ The daily room charge usually includes services beyond rent, such as three meals a day, laundry, sundries, basic nurse supervision and generic non-prescription pharmaceuticals.

Annual rates are based on the daily fee multiplied by 365.

³ Referred to as Residential Care facilities in California

⁴ Nursing Home Data Compendium 2015 Edition, Centers for Medicare and Medicaid Services (https://www.cms.gov/Medicare/Provider-Enrollment-and-certification/CertificationandCompliance/Downloads/nursinghomedata-compendium_508-2015.pdf), site accessed 03/06/24.

Region Definitions

State	Region
Alabama	AL Rest of State
	Anniston, Oxford
	Auburn, Opelika
	Birmingham
	Columbus
	Daphne, Fairhope, Foley
	Decatur
	Dothan
	Florence, Muscle Shoals
	Gadsden
	Huntsville
	Mobile
	Montgomery
	Tuscaloosa
Alaska	AK Rest of State
	Anchorage
	Fairbanks, College
Arizona	AZ Rest of State
	Flagstaff
	Lake Havasu City, Kingman
	Phoenix, Mesa, Chandler
	Prescott Valley, Prescott
	Sierra Vista, Douglas
	Tucson
Arkansas	Yuma
	AR Rest of State
	Fayetteville, Springdale, Rogers
	Fort Smith
	Hot Springs
	Jonesboro
California	Little Rock, North Little Rock, Conway
	Texarkana
	Bakersfield, Delano
	CA Rest of State
	Chico
	Fresno
	Hanford, Corcoran

State	Region
	Los Angeles, Long Beach, Anaheim
	Merced
	Modesto
	Napa
	Oxnard, Thousand Oaks, Ventura
	Redding
	Riverside, San Bernardino, Ontario
	Sacramento, Roseville, Folsom
	Salinas
	San Diego, Chula Vista, Carlsbad
	San Francisco, Oakland, Fremont
	San Jose, Sunnyvale, Santa Clara
	San Luis Obispo, Paso Robles
	Santa Cruz, Watsonville
	Santa Maria, Santa Barbara
	Santa Rosa, Petaluma
	Stockton, Lodi
	Vallejo
	Visalia
	Yuba City
Colorado	Boulder
	CO Rest of State
	Colorado Springs
	Denver, Aurora, Centennial
	Fort Collins, Loveland
	Grand Junction
	Greeley
	Pueblo
Connecticut	Bridgeport, Stamford, Danbury
	CT Rest of State
	Hartford, West Hartford, East Hartford
	New Haven
	Norwich, New London, Willimantic
	Worcester
DC	Washington, Arlington, Alexandria
Delaware	DE Rest of State
	Dover

State	Region
Florida	Philadelphia, Camden, Wilmington
	Cape Coral, Fort Myers
	Crestview, Fort Walton Beach, Destin
	Deltona, Daytona Beach, Ormond Beach
	FL Rest of State
	Gainesville
	Homosassa Springs
	Jacksonville
	Lakeland, Winter Haven
	Miami, Fort Lauderdale, West Palm Beach
	Naples, Marco Island
	North Port, Bradenton, Sarasota
	Ocala
	Orlando, Kissimmee, Sanford
	Palm Bay, Melbourne, Titusville
	Panama City, Panama City Beach
	Pensacola, Ferry Pass, Brent
	Port St. Lucie
	Punta Gorda
	Sebastian, Vero Beach, West Vero Corridor
	Sebring
	Tallahassee
	Tampa, St. Petersburg, Clearwater
	Wildwood, The Villages
Georgia	Albany
	Athens, Clarke County
	Atlanta, Sandy Springs, Roswell
	Augusta, Richmond County
	Brunswick, St. Simons
	Chattanooga
	Columbus
	Dalton
	GA Rest of State
	Gainesville
	Macon, Bibb County
	Rome
	Savannah
	Valdosta
	Warner Robins
Hawaii	HI Rest of State
	Kahului, Wailuku

State	Region
Idaho	Urban Honolulu
	Boise City
	Coeur d'Alene
	ID Rest of State
	Idaho Falls
	Lewiston
	Logan
Illinois	Pocatello
	Twin Falls
	Bloomington
	Champaign, Urbana
	Chicago, Naperville, Elgin
	Davenport, Moline, Rock Island
	Decatur
	IL Rest of State
	Kankakee
	Paducah
Indiana	Peoria
	Rockford
	Springfield
	St. Louis
	Bloomington
	Chicago, Naperville, Elgin
	Cincinnati
Iowa	Columbus
	Elkhart, Goshen
	Evansville
	Fort Wayne
	IN Rest of State
	Indianapolis, Carmel, Greenwood
	Kokomo
	Lafayette, West Lafayette
	Louisville/Jefferson County
	Michigan City, La Porte
	Muncie
	South Bend, Mishawaka
	Terre Haute
	Ames
	Cedar Rapids
	Davenport, Moline, Rock Island
	Des Moines, West Des Moines

State	Region
	Dubuque
	IA Rest of State
	Iowa City
	Omaha
	Sioux City
	Waterloo, Cedar Falls
	Kansas
	Joplin
	KS Rest of State
	Kansas City
	Lawrence
	Manhattan
	Topeka
	Wichita
	Kentucky
	Bowling Green
	Cincinnati
	Clarksville
	Elizabethtown
	Huntington, Ashland
	KY Rest of State
	Lexington-Fayette
	Louisville/Jefferson County
	Owensboro
	Paducah
	Louisiana
	Alexandria
	Baton Rouge
	Houma, Bayou Cane, Thibodaux
	LA Rest of State
	Lafayette
	Lake Charles
	Monroe
	New Orleans, Metairie
	Shreveport, Bossier City
	Slidell, Mandeville, Covington
	Maine
	Bangor
	Lewiston, Auburn
	ME Rest of State
	Portland, South Portland
	Maryland
	Baltimore, Columbia, Towson
	Hagerstown, Martinsburg
	Lexington Park
	MD Rest of State

State	Region
	Philadelphia, Camden, Wilmington
	Washington, Arlington, Alexandria
	Massachusetts
	Amherst Town, Northampton
	Barnstable Town
	Boston, Cambridge, Newton
	MA Rest of State
	Pittsfield
	Providence, Warwick
	Springfield
	Worcester
	Michigan
	Ann Arbor
	Battle Creek
	Bay City
	Detroit, Warren, Dearborn
	Flint
	Grand Rapids, Wyoming, Kentwood
	Jackson
	Kalamazoo, Portage
	Lansing, East Lansing
	MI Rest of State
	Midland
	Monroe
	Muskegon, Norton Shores
	Niles
	Saginaw
	Traverse City
	Minnesota
	Duluth
	Fargo
	Grand Forks
	La Crosse, Onalaska
	MN Rest of State
	Mankato
	Minneapolis, St. Paul, Bloomington
	Rochester
	Sioux Falls
	St. Cloud
	Mississippi
	Gulfport, Biloxi
	Hattiesburg
	Jackson
	MS Rest of State
	Memphis

State	Region
Missouri	Cape Girardeau
	Columbia
	Jefferson City
	Joplin
	Kansas City
	MO Rest of State
	Springfield
	St. Joseph
Montana	St. Louis
	Billings
	Bozeman
	Helena
	MT Rest of State
Nebraska	Missoula
	Grand Island
	Lincoln
	NE Rest of State
	Omaha
Nevada	Sioux City
	Carson City
	Las Vegas, Henderson, North Las Vegas
	NV Rest of State
	Reno
New Hampshire	Boston, Cambridge, Newton
	Manchester, Nashua
	NH Rest of State
New Jersey	Allentown, Bethlehem, Easton
	Atlantic City, Hammonton
	New York, Newark, Jersey City
	Philadelphia, Camden, Wilmington
	Trenton, Princeton
New Mexico	Vineland
	Albuquerque
	Farmington
	Las Cruces
	NM Rest of State
	Santa Fe
	Albany, Schenectady, Troy
	Binghamton
	Buffalo, Cheektowaga
	Elmira

State	Region
	Glens Falls
	Ithaca
	Kingston
	Kiryas Joel, Poughkeepsie, Newburgh
	NY Rest of State
	New York, Newark, Jersey City
	Rochester
	Syracuse
	Utica, Rome
	Watertown, Fort Drum
North Carolina	Asheville
	Burlington
	Charlotte, Concord, Gastonia
	Durham, Chapel Hill
	Fayetteville
	Greensboro, High Point
	Greenville
	Hickory, Lenoir, Morganton
	Jacksonville
	NC Rest of State
	Pinehurst, Southern Pines
	Raleigh, Cary
	Rocky Mount
	Virginia Beach, Chesapeake, Norfolk
	Wilmington
	Winston-Salem
	Bismarck
North Dakota	Fargo
	Grand Forks
	Minot
	ND Rest of State
Ohio	Akron
	Canton, Massillon
	Cincinnati
	Cleveland
	Columbus
	Dayton, Kettering
	Beavercreek
	Huntington, Ashland
	Lima
	Mansfield

State	Region
Ohio	OH Rest of State
	Sandusky
	Springfield
	Toledo
	Weirton, Steubenville
	Wheeling
	Youngstown, Warren
	Enid
	Fort Smith
	OK Rest of State
Oklahoma	Oklahoma City
	Tulsa
Oregon	Albany
	Bend
	Eugene, Springfield
	Grants Pass
	Medford
	OR Rest of State
	Portland, Vancouver, Hillsboro
	Salem
Pennsylvania	Allenton, Bethlehem, Easton
	Altoona
	Chambersburg
	Erie
	Harrisburg, Carlisle
	Johnstown
	Lancaster
	Lebanon
	PA Rest of State
	Philadelphia, Camden, Wilmington
Pittsburgh	Pittsburgh
	Reading
	Scranton, Wilkes-Barre
	State College
	Williamsport
	York, Hanover
Rhode Island	Providence, Warwick
South Carolina	Augusta, Richmond County
	Charleston, North Charleston
	Charlotte, Concord, Gastonia
	Columbia

State	Region
South Carolina	Florence
	Greenville, Anderson, Greer
	Hilton Head Island, Bluffton, Port Royal
	Myrtle Beach, Conway, North Myrtle Beach
	SC Rest of State
	Spartanburg
	Sumter
South Dakota	Rapid City
	SD Rest of State
	Sioux City
	Sioux Falls
Tennessee	Chattanooga
	Clarksville
	Cleveland
	Jackson
	Johnson City
	Kingsport, Bristol
	Knoxville
	Memphis
	Morristown
	Nashville, Davidson, Murfreesboro, Franklin
Tennessee	TN Rest of State
Texas	Abilene
	Amarillo
	Austin, Round Rock, San Marcos
	Beaumont, Port Arthur
	Brownsville, Harlingen
	College Station, Bryan
	Corpus Christi
	Dallas, Fort Worth, Arlington
	Eagle Pass
	El Paso
Texas	Houston, Pasadena, The Woodlands
	Killeen, Temple
	Laredo
	Longview
	Lubbock
	McAllen, Edinburg, Mission
	Midland
	Odessa
	San Angelo

State	Region
	San Antonio, New Braunfels
	Sherman, Denison
	TX Rest of State
	Texarkana
	Tyler
	Victoria
	Waco
	Wichita Falls
Utah	Logan
	Ogden
	Provo, Orem, Lehi
	Salt Lake City, Murray
	St. George
	UT Rest of State
Vermont	Burlington, South Burlington
	VT Rest of State
Virginia	Blacksburg, Christiansburg, Radford
	Charlottesville
	Harrisonburg
	Kingsport, Bristol
	Lynchburg
	Richmond
	Roanoke
	Staunton, Stuarts Draft
	VA Rest of State
	Virginia Beach, Chesapeake, Norfolk
	Washington, Arlington, Alexandria
	Winchester
Washington	Bellingham
	Bremerton, Silverdale, Port Orchard
	Kennewick, Richland
	Lewiston
	Longview, Kelso
	Mount Vernon, Anacortes
	Olympia, Lacey, Tumwater
	Portland, Vancouver, Hillsboro
	Seattle, Tacoma, Bellevue
	Spokane, Spokane Valley
	WA Rest of State
	Walla Walla
	Wenatchee, East Wenatchee

State	Region
West Virginia	Yakima
	Beckley
	Charleston
	Hagerstown, Martinsburg
	Huntington, Ashland
	Morgantown
	Parkersburg, Vienna
	WV Rest of State
	Weirton, Steubenville
	Wheeling
Wisconsin	Winchester
	Appleton
	Duluth
	Eau Claire
	Fond du Lac
	Green Bay
	Janesville, Beloit
	Kenosha
	La Crosse, Onalaska
	Madison
	Milwaukee, Waukesha
	Minneapolis, St. Paul, Bloomington
	Oshkosh, Neenah
	Racine, Mount Pleasant
	Sheboygan
	WI Rest of State
	Wausau
Wyoming	Casper
	Cheyenne
	WY Rest of State

Cost of Care Survey regions are based on Metropolitan Statistical Areas (MSAs) as defined by the Office of Management and Budget (OMB) ([census.gov](https://www.census.gov)).

In July 2023, the OMB refined its MSA delineations, thereby impacting some of our region definitions. All 2024 Cost of Care data reflects survey results based on the new delineations, which can often include counties from other nearby states.

About Genworth Financial

Genworth Financial, Inc ("Genworth") (NYSE: GNW) is a Fortune 500 company focused on empowering families to navigate the aging journey with confidence, now and in the future. Headquartered in Richmond, Virginia, Genworth and its CareScout businesses provide guidance, products, and services that help people understand their caregiving options and fund their long-term care needs. Genworth is also the parent company and majority-owner of publicly traded Enact Holdings, Inc. (Nasdaq: ACT), a leading U.S. mortgage insurance provider.

About CareScout

CareScout helps older adults and their families navigate the aging journey and find quality care. Inspired by a mission to simplify and dignify the aging experience, we're building an integrated ecosystem of care and funding solutions. To learn more about CareScout, visit www.CareScout.com. CareScout, LLC (CareScout) is a wholly owned subsidiary of Genworth Financial, Inc. (NYSE: GNW).

Visit [CareScout.com/cost-of-care](https://www.CareScout.com/cost-of-care) to:

- Compare daily, monthly and annual costs across locations
- Calculate future costs of care
- Get more information about the Cost of Care Survey