



aPlace for Mom.

A Place for Mom 2024 State of Caregiving Report

**Rising Caregiving Crisis for Families
Caring for Aging Parents in America**

#BecauseWeCare Campaign Aims to Spark National Conversation Around the Importance of Caregiving

A Place for Mom, the leading online caregiver platform that helps enable families to make confident senior care decisions for their loved ones, released its 2024 State of Caregiving Report. The report highlights important findings about U.S. family caregiver challenges and emphasizes the need to raise awareness of the increased and urgent need for support and resources.

“We are living in unprecedented times, where over the next six years there will be 100 million more 80+-year-olds with a higher acuity of care needed than before.”

- Tatyana Zlotsky, CEO at A Place for Mom

Methodology Statement

In October 2024, A Place for Mom commissioned a nationwide online survey conducted by Morning Light Strategy. 1,077 unpaid caregivers of older loved ones across the United States participated in the survey, providing valuable insights into the difficulties faced by family caregivers.

1,077 surveyed



Highlights from the Responses of Unpaid Caregivers of Senior Loved Ones Surveyed in the 2024 State of Caregiving Report:

A Balancing Act



Nearly eight out of 10 (**79%**) were not fully prepared to take on the role of caregiver for their aging loved ones

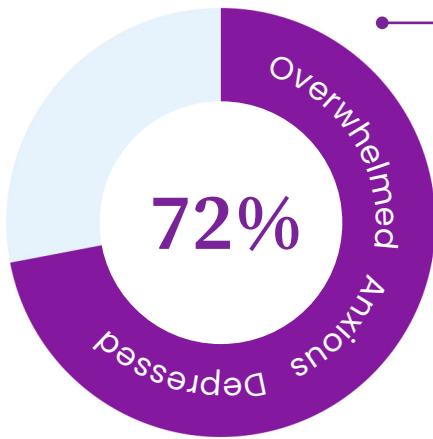
Almost half (**43%**) are part of the “sandwich generation,” facing the double challenge of caring for senior loved ones while also managing the needs of their children or grandchildren

“My mother lives in another state so I’ve been driving back and forth every other week, while my younger brother cares for her in between. It would be better if we could get her into [assisted living] but money is a major factor.”

- Male, Age 53



An Emotional and Financial Toll



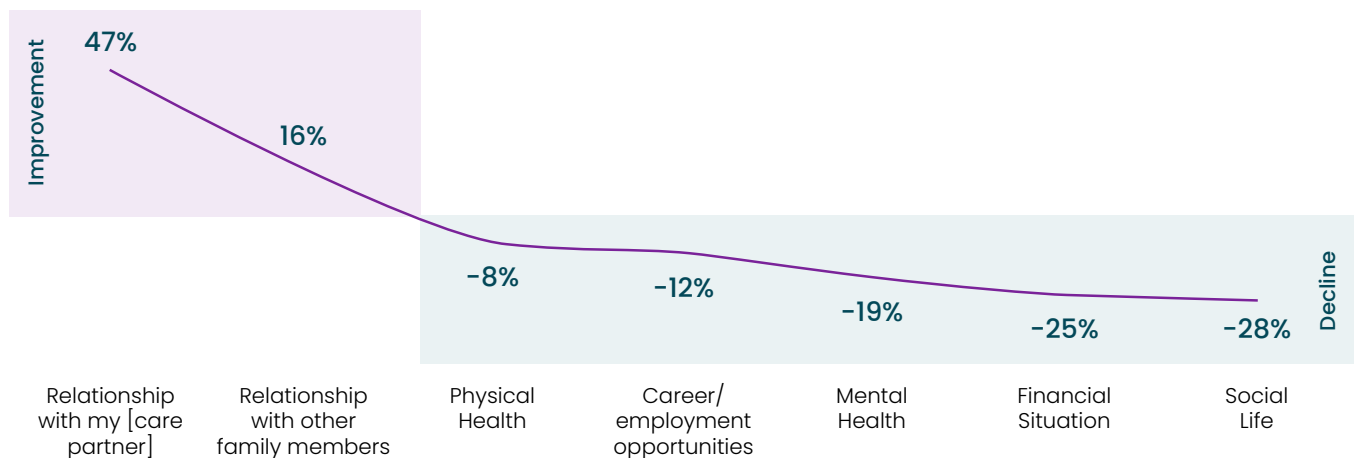
Most caregivers (**72%**) report feeling more overwhelmed, anxious, or depressed after taking on the responsibility of caring for aging loved ones

72% of caregivers experience financial strain due to caring for aging loved ones

Among those who were employed before taking on this role, **65%** report having less time for work or have had to quit their jobs entirely

While caregiving can strengthen relationships, it can take a toll on health, finances, career and social life.

Personal Changes for Caregiver



“I wasn’t prepared for the mental drain of taking care of the person who used to take care of me.”

- Male, (caring for mother)

Day-to-Day Challenges



Caregiving is typically a long-term commitment, with **75%** of caregivers providing support for more than one year; on average, they provide care for 2.5 years

Most caregivers help their loved ones on a daily basis, dedicating an average of **22 hours** to their duties each week

Caregivers who work full-time have to balance their careers and caregiving and still spend an average of **20 hours** per week as a caregiver outside of their jobs

77% have family and/or friends involved in caring for their aging loved ones, but **74%** of those report disagreements on care decisions

67% say they are either not receiving enough help or are receiving no help at all from friends and family



Caregivers spend:

22 Hours

per week on
caregiving duties

Employed caregivers spend:

20 Hours

per week caregiving
outside their jobs



“By providing care for her I put myself out too far sometimes and crash when I get home. I wish I could do more for her but I’m elderly too.”

- Female, Age 67 (caring for aunt)

A Need for Support



Nearly half (**47%**) need help from a professional caregiver (at home or in a senior living community), but only **15%** currently receive this support



More than half (**55%**) of caregivers lack full confidence in the care they provide

86% of caregivers say they are concerned about their loved one's loneliness

72% of caregivers find aspects of caregiving and future care planning difficult to navigate, while one-third (**33%**) find it hard to discuss alternative care options with their aging loved ones

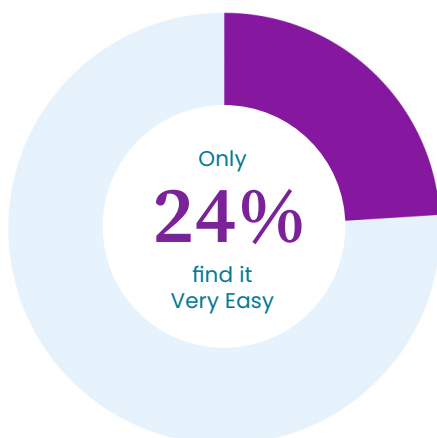
A Need for Veterans Support

74% of caregivers of veterans do not fully understand the benefits available to them

76% of caregivers of veterans don't find accessing veterans benefits to be very easy



Ease of Getting Access to Veterans Benefits



How Well Caregiver Understands Veterans Benefits

