



# 2014 BUYING TRENDS

## LONG TERM CARE INSURANCE

GENDER	
Female	56%
Male	44%

MARITAL STATUS	
Single	14%
<b>Married/Partner</b>	<b>84%</b>

AGE RANGE	
Under 40	2%
40 - 44	2%
45 - 49	4%
50 - 54	11%
<b>55 - 59</b>	<b>26%</b>
<b>60 - 64</b>	<b>36%</b>
65 - 69	14%
70 or older	5%

BENEFIT PERIOD	
Less than 3 years	17%
<b>3 years</b>	<b>58%</b>
4 years	14%
5 years	9%
More than 5 years	2%

MAXIMUM MONTHLY BENEFIT	
\$1000 - \$1999	2%
\$2000 - \$2999	4%
\$3000 - \$3999	25%
<b>\$4000 - \$4999</b>	<b>42%</b>
\$5000 - \$5999	19%
\$6000 - \$6999	5%
\$7000 or more	3%

ELIMINATION PERIOD	
30 Days	.7%
60 Days	.7%
<b>90 Days</b>	<b>96%</b>
100 Days	.3%
180 Days	1%
365 Days	.6%

### SUBMITTED DATA

Submitted application data compiled by LTC Consumer is based on 2,049 new applications submitted by LTC Consumer Specialists from January 1, 2013 to November 21, 2014. Findings may be used with the following attribution: "LTC Consumer 2014 Buying Trends."