



# Genworth Cost of Care Survey

**Summary and Methodology**

# Summary of 2020 Survey Findings

Aging impacts us all. Whether we love someone who is growing older, or we ourselves are in our later years, everyone is touched by aging and the cost of care. At Genworth, we honor this experience because we are all someone's daughter or son, husband or wife, coworker, neighbor, or friend. To help families just like ours plan for long term care, in 2004 we created the Genworth Cost of Care Survey, a comprehensive analysis and interactive digital tool to calculate long term care expenses across all 50 states.

Over the last 17 years, we have continuously seen nationwide increases in the cost of care. 2020 is no exception, as unprecedented obstacles, namely the COVID-19 pandemic, coincided with an escalation in other operating expenses for care providers.

Pre-pandemic, the rapidly aging population required heightened levels of care at an increasing cost. Amid the pandemic, care providers and facilities are reporting yet another round of rising rates. 2020 saw a considerable increase in the cost of assisted living facilities that offer care in a residential community. Following last year's trend, in-home care is also on the rise. This includes the cost of both homemaker services – that is assistance with "hands off" everyday tasks such as cooking, cleaning, laundry, and providing companionship – as well as home health aides who provide "hands on" assistance with activities like bathing, eating, going to the bathroom, and getting dressed.

Over a single year, assisted living facility rates increased by 6.15%, resulting in an annual national median cost of \$51,600 per year. Homemaker services increased by 4.44%, equating to an annual national median cost of \$53,768, closely followed by home health aide services with a 4.35% increase and an annual national median cost of \$54,912. Private room nursing home rates increased by 3.57% with an annual national median cost of \$105,850 along with semi-private nursing home rates escalating by 3.24% to an annual national median cost of \$93,075. Adult day care decreased by 1.33% with an annual national median cost of \$19,240.

In response to this year's price escalations, we conducted a follow-up study to understand how COVID-19 is impacting the cost of care. Our research suggests that the following factors are contributing to rate increases:

- Labor shortages
- Personal Protective Equipment (PPE) costs
- Regulatory changes (including updated CDC guidelines)
- Employee recruitment and retention challenges
- Wage pressures
- Supply and demand

To learn more, visit [www.Genworth.com/CostofCareTrends](http://www.Genworth.com/CostofCareTrends).

The following information provides a high level overview of the 2020 national median rates for the various types of care settings including changes since the 2019 survey, the five-year annual growth rate, as well as the methodology used for the survey.<sup>1</sup>

<sup>1</sup> Genworth Cost of Care Survey, conducted by CareScout®, August 2020. Represents the Year over Year growth rate based on Genworth Cost of Care Surveys conducted from 2016 to 2020. This rate can be influenced by a number of factors such as random variation in samples, different sample sizes, and new surveyed providers.

## 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  
**\$23.50**

CHANGE  
SINCE  
2019  
**4.44%**

FIVE-YEAR  
ANNUAL  
GROWTH<sup>2</sup>  
**3.80%**

**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 is the rate charged by a non-Medicare certified, licensed agency.

NATIONAL  
MEDIAN  
HOURLY RATE  
**\$24**

CHANGE  
SINCE  
2019  
**4.35%**

FIVE-YEAR  
ANNUAL  
GROWTH<sup>2</sup>  
**3.71%**

## COMMUNITY

**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, medical management and meals.

NATIONAL  
MEDIAN  
DAILY RATE  
**\$74**

CHANGE  
SINCE  
2019  
**-1.33%**

FIVE-YEAR  
ANNUAL  
GROWTH<sup>2</sup>  
**1.45%**

## FACILITY

**Assisted Living Facility (ALF):** 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  
**\$4,300**

CHANGE  
SINCE  
2019  
**6.15%**

FIVE-YEAR  
ANNUAL  
GROWTH<sup>2</sup>  
**3.62%**

**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  
**\$255**

CHANGE  
SINCE  
2019  
**3.24%**

FIVE-YEAR  
ANNUAL  
GROWTH<sup>2</sup>  
**3.00%**

**Private Room**

NATIONAL  
MEDIAN  
DAILY RATE  
**\$290**

CHANGE  
SINCE  
2019  
**3.57%**

FIVE-YEAR  
ANNUAL  
GROWTH<sup>2</sup>  
**3.01%**

<sup>2</sup> Percentage increase represents the compound annual growth rate for surveys conducted from 2016 to 2020.

# Methodology

## CareScout®

CareScout has conducted the Genworth Cost of Care Survey annually since 2004. Located in Waltham, Massachusetts, CareScout has specialized in helping families find long term care providers nationwide since 1997.

This year, CareScout – a Genworth company – contacted 57,981 providers<sup>3</sup> to complete 14,326 surveys of nursing homes, assisted living facilities, adult day health facilities and home care providers. Potential respondents were selected randomly from the CareScout nationwide database of providers in each category of long term care services. Survey respondents representing all 50 states and the District of Columbia were contacted by phone during July and August of 2020. Survey respondents were informed that survey data provided would be included in the Genworth Cost of Care Survey 2020 results. Survey questions varied based on the type of care provider.

One of the most comprehensive surveys of its kind, the Genworth Cost of Care Survey publishes costs in 435 regions based on the 384 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 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)<sup>3</sup>

Across 422 regions, surveyors completed 3,981 interviews with licensed home health care providers representing 17.2 percent of home care agencies.<sup>4</sup> 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. Where a rate range was provided, the midpoint was used. The survey excludes holiday rates.

## Adult Day Health Care (ADH)

Across 292 regions, surveyors polled 22.1 percent of adult day health care facilities, resulting in 870 completed surveys. ADH 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.

<sup>3</sup> Various provider categories used in the survey may not be the same as the definitions used in a long term care insurance policy.

<sup>4</sup> 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.

ADH 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.

ADH 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 Facilities (ALF)<sup>5</sup>

Across 427 regions, surveyors polled 13.3 percent of licensed assisted living facilities, resulting in 6,050 completed surveys. Surveyors also determined whether the facility charges a non-refundable community or entrance fee. This study shows that approximately 59 percent of assisted living facilities charge a one-time, non-refundable fee.

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

Currently, there are more than 70 different names or designations for facilities licensed as some form of an assisted care facility. Generally, fewer than 40 percent of these care facilities use the term "assisted living facility" as a part of their formal name or licensure designation. For example, some facilities may be identified as "residential care facilities." Because of variations in licensing requirements by state, both small group homes and large multi-service facilities qualified as assisted living facilities 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 facility. 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)

Across 430 regions of the study, surveyors polled 22.7 percent of certified and licensed nursing homes, resulting in 3,425 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 more than 90 percent of all nursing homes in the U.S.<sup>6</sup> 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.

<sup>5</sup> Assisted Living Facilities are referred to as Residential Care Facilities in California.

<sup>6</sup> Nursing Home Data Compendium 2015 Edition, Centers for Medicare and Medicaid Services, [https://www.cms.gov/Medicare/Provider-Enrollment-and-Certification/CertificationandCompliance/Downloads/nursinghomedatacompendium\\_508-2015.pdf](https://www.cms.gov/Medicare/Provider-Enrollment-and-Certification/CertificationandCompliance/Downloads/nursinghomedatacompendium_508-2015.pdf), site accessed 11/13/20.

# Region Definitions

State	Region
Alaska	State Median
	Fairbanks
	Anchorage
Alabama	State Median
	Florence, Muscle Shoals
	Gadsden
	Daphne, Fairhope, Foley
	Decatur
	Dothan
	Anniston, Oxford
	Auburn, Opelika
	Birmingham, Hoover
	Huntsville
	Mobile
	Montgomery
Arkansas	State Median
	Fort Smith
	Fayetteville, Springdale, Rogers
	Pine Bluff
	Jonesboro
	Hot Springs
Arizona	State Median
	Flagstaff
	Yuma
	Lake Havasu City, Kingman
	Phoenix, Mesa, Chandler
	Prescott Valley, Prescott
California	State Median
	Fresno
	El Centro
District of Columbia	Chico
	Yuba City
	Santa Maria, Santa Barbara

State	Region
California	Santa Rosa, Petaluma
	Redding
	Riverside, San Bernardino, Ontario
	Sacramento, Roseville, Folsom
	Salinas
	San Diego, Chula Vista, Carlsbad
	San Francisco, Oakland, Berkeley
	San Jose, Sunnyvale, Santa Clara
	San Luis Obispo, Paso Robles
	Santa Cruz, Watsonville
	Vallejo
	Visalia
	Stockton
	Oxnard, Thousand Oaks, Ventura
	Modesto
Colorado	Napa
	Madera
	Merced
	Los Angeles, Long Beach, Anaheim
	Hanford, Corcoran
	Bakersfield
Colorado	State Median
	Grand Junction
	Greeley
	Fort Collins
	Colorado Springs
	Denver, Aurora, Lakewood
Connecticut	Boulder
	Pueblo
	State Median
Connecticut	Norwich, New London
	New Haven, Milford
	Bridgeport, Stamford, Norwalk
	Hartford, East Hartford, Middletown
District of Columbia	State Median
	Washington, Arlington, Alexandria

State	Region
Delaware	State Median
	Dover
Florida	State Median
	Gainesville
	Deltona, Daytona Beach, Ormond Beach
	Crestview, Fort Walton Beach, Destin
	Homosassa Springs
	Jacksonville
	Lakeland, Winter Haven
	Cape Coral, Fort Myers
	Naples, Marco Island
	Miami, Fort Lauderdale, Pompano Beach
	Ocala
	North Port, Sarasota, Bradenton
	Palm Bay, Melbourne, Titusville
	Panama City
	Orlando, Kissimmee, Sanford
	Pensacola, Ferry Pass, Brent
Punta Gorda	
Port St. Lucie	
Tallahassee	
Tampa, St. Petersburg, Clearwater	
The Villages	
Sebastian, Vero Beach	
Sebring, Avon Park	
Georgia	State Median
	Gainesville
	Valdosta
	Warner Robins
	Dalton
	Columbus
	Savannah
	Rome
Macon, Bibb County	

State	Region
	Brunswick
	Augusta, Richmond County
	Athens, Clarke County
	Atlanta, Sandy Springs, Alpharetta
	Albany
	Hinesville
Hawaii	State Median
	Kahului, Wailuku, Lahaina
	Urban Honolulu
Iowa	State Median
	Waterloo, Cedar Falls
	Davenport, Moline, Rock Island
	Dubuque
	Des Moines, West Des Moines
	Ames
	Cedar Rapids
	Iowa City
	Sioux City
Idaho	State Median
	Coeur d'Alene
	Twin Falls
	Boise City
	Idaho Falls
	Lewiston
	Pocatello
Illinois	State Median
	Chicago, Naperville, Elgin
	Decatur
	Danville
	Bloomington
	Champaign, Urbana
	Carbondale, Marion
	Kankakee
	Peoria
Springfield	
Rockford	

State	Region
Indiana	State Median
	Fort Wayne
	Evansville
	Elkhart, Goshen
	Columbus
	Bloomington
	Kokomo
	Lafayette, West Lafayette
	Indianapolis, Carmel, Anderson
	Terre Haute
	South Bend, Mishawaka
	Michigan City, La Porte
	Muncie
Kansas	State Median
	Wichita
	Lawrence
	Manhattan
Kentucky	State Median
	Elizabethtown, Fort Knox
	Bowling Green
	Lexington, Fayette
	Louisville, Jefferson County
Louisiana	State Median
	Alexandria
	Baton Rouge
Louisiana	Lake Charles
	Hammond
	Houma, Thibodaux
	New Orleans, Metairie
	Monroe
Massachusetts	State Median
	Worcester
	Barnstable Town
	Boston, Cambridge, Newton
	Springfield
	Pittsfield

State	Region
Maryland	State Median
	Cumberland
	Hagerstown, Martinsburg
	Baltimore, Columbia, Towson
	California, Lexington Park
	Salisbury
Maine	State Median
	Bangor
	Lewiston, Auburn
	Portland-South Portland
Michigan	State Median
	Flint
	Grand Rapids, Kentwood
	Detroit, Warren, Dearborn
	Ann Arbor
	Battle Creek
	Bay City
	Lansing, East Lansing
	Jackson
	Kalamazoo, Portage
Monroe	
Minnesota	State Median
	Duluth
	Rochester
	St. Cloud
	Minneapolis, St. Paul, Bloomington
Missouri	Mankato
	State Median
	Columbia
	Cape Girardeau
	Joplin
	Jefferson City
	Kansas City
St. Joseph	
St. Louis	St. Louis
	Springfield



State	Region
Mississippi	State Median
	Jackson
	Hattiesburg
	Gulfport-Biloxi
Montana	State Median
	Great Falls
	Billings
	Missoula
North Carolina	State Median
	Goldsboro
	Fayetteville
	Durham, Chapel Hill
	Winston, Salem
	Wilmington
	Greensboro, High Point
	Greenville
	New Bern
	Raleigh, Cary
	Rocky Mount
	Burlington
	Asheville
	Charlotte, Concord, Gastonia
Hickory, Lenoir, Morganton	
Jacksonville	
North Dakota	State Median
	Grand Forks
	Fargo
	Bismarck
Nebraska	State Median
	Grand Island
	Lincoln
	Omaha, Council Bluffs
New Hampshire	State Median
	Manchester, Nashua
New Jersey	State Median
	Ocean City
	Trenton, Princeton
	Vineland, Bridgeton
	Atlantic City, Hammonton

State	Region
New Mexico	State Median
	Farmington
	Albuquerque
	Las Cruces
	Santa Fe
Nevada	State Median
	Reno
	Las Vegas, Henderson, Paradise
	Carson City
New York	State Median
	Elmira
	Glens Falls
	Watertown, Fort Drum
	Poughkeepsie, Newburgh, Middletown
	Buffalo, Cheektowaga
	Binghamton
	Albany, Schenectady, Troy
	Kingston
	Ithaca
	Rochester
Utica, Rome	
Syracuse	
New York, Newark, Jersey City	
Ohio	State Median
	Youngstown, Warren, Boardman
	Dayton, Kettering
	Cleveland, Elyria
	Columbus
	Cincinnati
	Mansfield
Toledo	
Springfield	Lima
	Akron
	Canton, Massillon
Oklahoma	State Median
	Enid
	Lawton
	Tulsa
	Oklahoma City

State	Region
Oregon	State Median
	Eugene, Springfield
	Grants Pass
	Corvallis
	Portland, Vancouver, Hillsboro
	Medford
	Salem
	Bend
	Albany, Lebanon
Pennsylvania	State Median
	Gettysburg
	Erie
	East Stroudsburg
	York, Hanover
	Williamsport
	Allentown, Bethlehem, Easton
	Altoona
	Bloomsburg, Berwick
	Chambersburg, Waynesboro
	Lebanon
	Lancaster
	Johnstown
	Harrisburg, Carlisle
	Scranton, Wilkes-Barre
	State College
	Pittsburgh
Reading	
Philadelphia, Camden, Wilmington	
Rhode Island	State Median
	Providence, Warwick
South Carolina	State Median
	Florence
	Columbia
	Myrtle Beach, Conway, North Myrtle Beach
	Spartanburg
	Sumter
	Hilton Head Island, Bluffton
	Greenville, Anderson
	Charleston, North Charleston

State	Region
South Dakota	State Median
	Sioux Falls
	Rapid City
Tennessee	State Median
	Clarksville
	Cleveland
	Chattanooga
	Nashville, Davidson, Murfreesboro, Franklin
	Morristown
	Memphis
	Johnson City
	Jackson
Knoxville	
Texas	Kingsport, Bristol
	State Median
	Wichita Falls
	College Station, Bryan
	Corpus Christi
	El Paso
	Dallas, Fort Worth, Arlington
	Killeen, Temple
	Laredo
	Lubbock
Longview	
Houston, The Woodlands, Sugar Land	
Austin, Round Rock, Georgetown	
Amarillo	
Abilene	
Brownsville, Harlingen	
Beaumont, Port Arthur	
Midland	
McAllen, Edinburg, Mission	
Odessa	
Sherman, Denison	
San Angelo	
San Antonio, New Braunfels	
Texarkana	
Tyler	
Victoria	
Waco	

State	Region
Utah	State Median
	St. George
	Salt Lake City
	Ogden, Clearfield
	Provo, Orem
	Logan
Virginia	State Median
	Winchester
	Charlottesville
	Lynchburg
	Harrisonburg
	Blacksburg, Christiansburg
	Richmond
	Roanoke
Staunton	
Vermont	State Median
	Burlington, South Burlington
Washington	State Median
	Yakima
	Wenatchee
	Bremerton, Silverdale, Port Orchard
	Bellingham
	Longview
	Kennewick, Richland
	Walla Walla
	Spokane, Spokane Valley
	Seattle, Tacoma, Bellevue
	Olympia, Lacey, Tumwater
Mount Vernon, Anacortes	

State	Region
Wisconsin	State Median
	Fond du Lac
	Green Bay
	Wausau, Weston
	Eau Claire
	Madison
	Milwaukee, Waukesha
	Oshkosh, Neenah
	Racine
	Sheboygan
	La Crosse, Onalaska
West Virginia	Janesville, Beloit
	Appleton
	State Median
	Weirton, Steubenville
	Wheeling
Wyoming	Beckley
	Charleston
	Huntington, Ashland
	Parkersburg, Vienna
	Morgantown
Wyoming	State Median
	Cheyenne
	Casper

Genworth Cost of Care regions are based on Metropolitan Statistical Areas (MSAs) as defined by the Office of Management and Budget (OMB) (census.gov). In February 2013, the OMB refined its MSA delineations, thereby impacting some of our region definitions. All 2020 Cost of Care data reflects survey results based on the new delineations.

## About CareScout®

Headquartered in Waltham, Massachusetts, CareScout helps Americans across the United States find quality care providers for their long term care needs. As an objective source for this provider information, CareScout, a Genworth company, developed the nation's first quality of care ratings system for certified nursing homes and home care providers. Large employers, risk underwriters and families rely on CareScout's proprietary ratings system, the CareScout network, and its database of about 100,000 providers, including nursing homes, assisted living facilities and home care agencies, to help find and arrange the most appropriate care for loved ones. For more information, visit [carescout.com](https://carescout.com).

## About Genworth Financial

Genworth Financial, Inc. is a leading insurance holding company committed to helping families achieve the dream of home ownership and address the financial challenges of aging through its leadership positions in mortgage insurance and long term care insurance. Headquartered in Richmond, Virginia, Genworth traces its roots back to 1871. For more information, visit [genworth.com](https://genworth.com).

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- Calculate future costs of care
- Get more information about the Cost of Care Survey

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