



Gen X & Millennials Take on the Role of Caregiver

A 2020 report exploring the implications and burden Gen X and Millennials face when supporting their aging parents.

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Survey Methodology

GoHealth commissioned 2,000 online interviews through a third-party survey tool from August 27 to August 31, 2020.

The survey polled respondents who met the following criteria:

- **Age 24 to 39 who have a relationship with a living parent(s).** Throughout the report, we will refer to this group as **Millennials**. (n=1,000)
- **Age 40 to 55 who have a relationship with a living parent(s).** Throughout the report, we will refer to this group as **Gen X**. (n=1,000)

Demographic breakout

- Gender: Male; Female
- Income: Low (<\$40K); Middle (\$40K - \$119.99K); High (\geq \$120K)
- Region: Northeast; Midwest; West; South

Data were collected from the general market to guarantee robust base sizes and adequate representative sampling. The general market sample's initial recruitment was balanced to households from the U.S. Census Bureau based on age, ethnicity/race, region, and gender. The general market sample was divided into relevant respondent groups for the study based on responses to the screening questions.

Overview

The Baby Boomer generation, generally defined as those born between 1946 and 1964, is the second-largest generation in America. According to the Census Bureau, all Boomers will be over 65 by the year 2030.

As this generation continues to age, more Millennials and Gen X'ers find themselves in a new role taking on their parents' care from both a health and financial perspective. We surveyed 1,000 Millennials and 1,000 Gen X'ers to learn:

- The extent of financial and healthcare assistance they are providing.
- How being involved is impacting their own finances and retirement goals.

What we found was enlightening:

A third of Millennials and Gen X'ers assist their parent(s) financially, and most believe assisting their parent(s) will impact their finances.

More than a quarter of Millennials and more than a third of Gen X'ers help manage their parents' healthcare.

3 in 5

Help pay their parent(s) healthcare bills

4 in 5

Worry about having enough money to support themselves and assist their parent(s)

3 in 4

Gen X'ers indicate that due to their role, they will need to delay retirement (Millennials: 1 in 2)

1 in 2

Millennials say a significant medical event prompted their role as caregiver (Gen X: 3 in 5)

11.5 hours

Hours spent per week managing their parent(s) healthcare

14 to 16 years

Projected time both generations expect to be caregivers



Supporting Aging Parents:

Financial Management

Key Findings

One in three Millennials (29%) and Gen X'ers (32%) currently assist their parent(s) financially. Across generations, men are 2X more likely as women to help their parent(s) and those that live in the same household as their parent(s) are 3X more likely to provide financial assistance.



I expect to help my parent(s) financially in the future

50% of Millennials and 44% of Gen X'ers expect to help their parent(s) in the future.

While four in five help with day-to-day expenses like monthly utility bills and/or groceries and food, **three in five provide financial assistance with their parent(s) healthcare bills.** Gen X'ers are more likely to help pay their parents' healthcare bills (Millennial: 59%; Gen X: 69%).

Impact on Caregiver

2 in 3 say assisting their parent(s) financially does or will impact their own financial planning (Millennial: 66%; Gen X: 67%)

4 in 5 Millennials (82%) and Gen X'ers (86%) worry about having enough money to support both themselves and their parent(s)

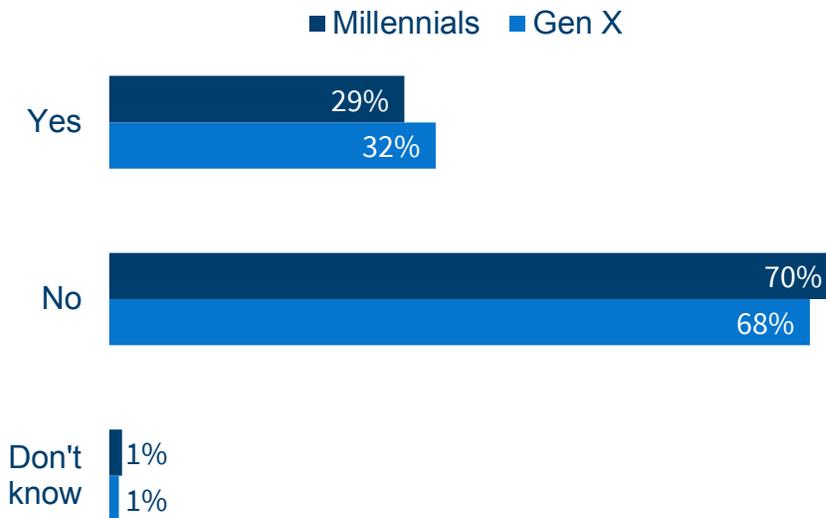
Both generations are likely to take on debt to assist their parent(s) financially (Millennials: 44%; Gen X: 55%). Nearly one in four Millennials (23%) and Gen X'ers (23%) do not feel they will be able to save enough money for their retirement in addition to assisting their parent(s) financially, and **over half of Millennials (56%) and three in four Gen X'ers (73%) indicate they will need to delay retirement because of it.**

As a result, **over half of both generations feel anxious and/or stressed about providing financial support.** Women across both generations are more likely than men to experience stress (Millennial: men 56% vs. women 63%; Gen X: men 52% vs. women 64%).

Do you currently assist your parent(s) financially?

Millennials are almost as likely as Gen X'ers to be assisting their parent(s) financially

- **Millennial men are 2X more likely** than women to assist. **Gen X men are 2.5X more likely** than women.
- **Those that live with their parents are 3X more likely to provide financial assistance.** (Millennials: 58% that live with their parent(s) provide assistance vs. 19% that don't live with their parent(s); Gen X: 69% vs. 21%)



1 in 3

Millennials and Gen X'ers are currently assisting their parent(s) financially

Millennials - By Demographic

Northeasterners Apt to Assist Parents Financially

- One in three (33%) Northeasterners assist their parents, while only one in four Midwesterners (23%), Southerners (28%) and Westerners (29%) say the same.

Men are 2X More Likely to Assist Financially

- More than two in five (43%) men assist their parent(s) financially, compared to just one-in-five (21%) women.

High Income Earners Most Likely to Help Out

- More than two in five (43%) high income earners financially assist their parents, more than low (27%) or middle (28%) income earners.

Gen X - By Demographic

Midwesterners Least Likely to Assist Financially

- Less than one in five (17%) Midwesterners financially assist their parents, compared to two in five (41%) Northeasterners and one in three Southerners (34%) and Westerners (30%).

Men are 2.5X More Likely to Help Their Parents

- Nearly half of men (47%) financially assist their parent(s), while less than one in five (18%) women say the same.

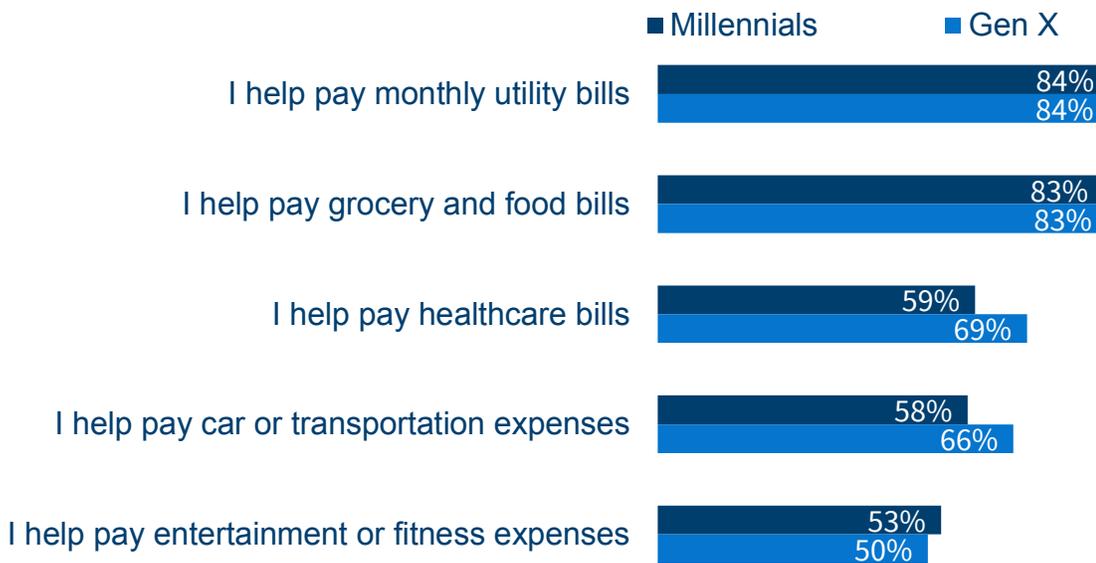
High Earners 3X More Likely to Assist Than Low Earners

- Nearly two in three (64%) upper income earners assist their parent(s), compared to less than one in five (19%) low and one in three (30%) middle income earners.

How do you financially assist your parent(s)?

(Those who are currently assisting their parent(s) financially)

Gen X'ers are more likely than Millennials to pay for their parents' healthcare and transportation expenses



2 in 3
Gen X'ers help pay healthcare bills and/or transportation costs

Millennials - By Demographic

Westerners are More Apt to Assist With Healthcare

- Two in three (69%) Westerners help pay healthcare costs, more than Northeasterners (57%), Midwesterners (52%) and Southerners (56%).

Men are More Likely to Pay for Healthcare Expenses

- Three in four (73%) men help pay their parents' healthcare bills, compared to just two in five (44%) women.

Middle-Income Earners are More Likely to Help With Transportation Costs

- Two in three (66%) middle-income earners help pay healthcare expenses, while just half of upper (52%) and two in five (44%) lower-income earners do the same.

Gen X - By Demographic

Southerners Least Likely to Pay for Transportation

- Three in five (60%) Southerners help pay car costs, less than Northeasterners (70%), Midwesterners (65%) and Westerners (73%).

Most Men Help Pay for Their Parents' Healthcare

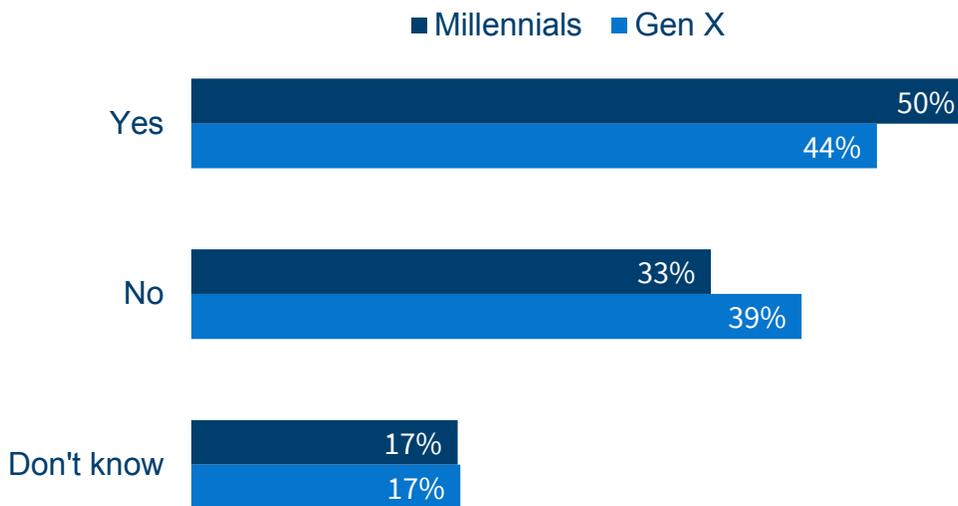
- Four in five (79%) men help pay for their parents' healthcare, while less than half (46%) of women do the same.

The Likelihood to Pay for Healthcare Increases with Income

- Upper income earners are more than 2X more likely than low-income earners to help pay healthcare costs (88% vs. 39%).
- Two in three (68%) middle-income earners help pay for their parents' healthcare.

Do you expect to assist your parent(s) financially in the future?

The expectation of financially assisting their parent(s) in the future is common among both Millennials and Gen X'ers



50%

Of Millennials expect to assist their parent(s) financially in the future

44%

Of Gen X'ers expect to financially assist their parent(s) in the future

Millennials - By Demographic

Across Regions, Half Expect to Assist in the Future

- About half of Northeasterners (49%), Midwesterners (48%), Southerners (50%) and Westerners (52%) expect to financially assist their parent(s) in the future.

Men Likely to Expect to Financially Assist Parent(s)

- Nearly two in three (62%) men expect to financially assist their parent(s), more than the two in five (43%) women who expect the same.

High Earners Expect to Financially Assist in the Future

- More than two in three (69%) upper income earners expect to assist their parent(s) in the future, compared to just half of lower (51%) and middle (49%) income earners.

Gen X - By Demographic

Midwesterners Unlikely to Expect to Assist Financially in the Future

- Half (50%) of Midwesterners do not expect to assist their parents financially, while one in five (21%) aren't sure.

Men More Prone to Expectation of Financial Assistance

- Nearly three in five (57%) men expect to assist their parent(s), while just one-in-three (33%) women say the same.

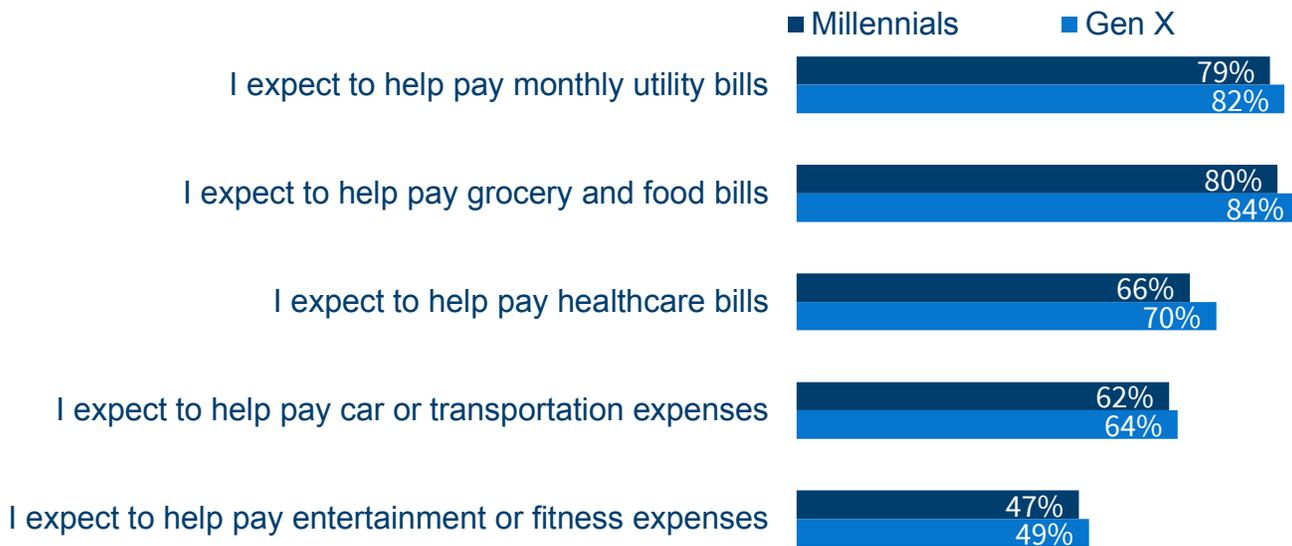
High Earners Most Likely to Expect to Assist

- Almost three in four (73%) upper-income earners expect to assist their parent(s) in the future, more than lower (31%) and middle (44%) income earners.

How do you expect you will need to financially assist your parent(s) in the future?

(Those who expect to assist their parent(s) financially in the future)

In addition to everyday utility and grocery bills, 2 in 3 expect to help pay their parents' healthcare bills in the future



Millennials - By Demographic

Region Doesn't Impact Expectations of Paying Healthcare Bills

- Two in three Northeasterners (69%), Midwesterners (64%), Southerners (62%) and Westerners (68%) expect to help pay healthcare costs.

Both Men and Women Expect to Pay for Healthcare

- Two in three men (69%) and women (63%) expect to help pay their parents' healthcare bills in the future.

Expectations of Paying for Healthcare Increase with Income

- While half (56%) of low-income earners expect to help pay for healthcare, two-in-three (68%) middle and four-in-five (86%) upper-income earners expect the same.

Gen X - By Demographic

Midwesterners Least Likely to Expect to Help with Healthcare Bills

- Only three in five (59%) Midwesterners expect to assist their parent(s), compared to nearly three in four Northeasterners (72%), Southerners (71%) and Westerners (73%).

Men Far More Likely to Expect to Pay for Healthcare

- Four in five (79%) men expect to help cover healthcare bills for their parent(s), compared to just half (56%) of women.

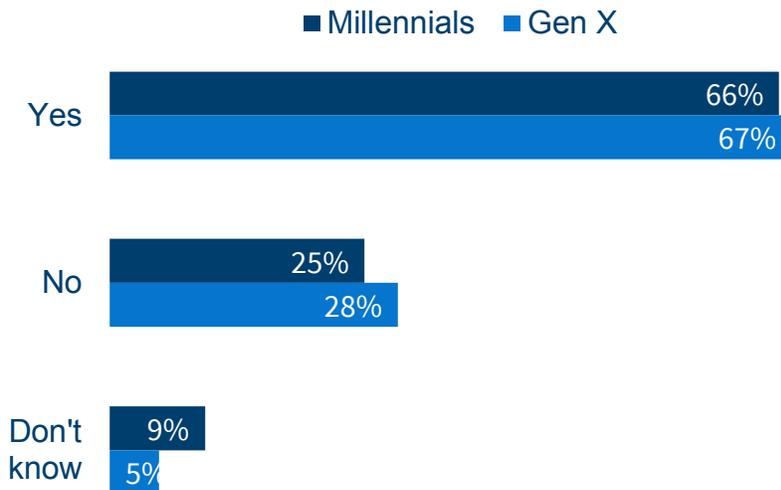
Low Income Earners Don't Expect to Assist with Healthcare Bills

- Less than half (45%) of low earners expect to pay for healthcare costs, while three-in-four (72%) middle and four in five (84%) upper-income earners do.

You mentioned that you are currently assisting your parent(s) financially and/or expect to do so in the future. Does or will this impact your financial planning?

(Those who currently financially assist their parent(s) or expect to in the future)

Most say assisting their parent(s) financially does or will have an impact on their financial planning



2 in 3

Millennials and Gen X'ers say assisting their parent(s) financially has an impact on their financial planning

Millennials - By Demographic

Southerners Least Impacted by Assisting Parents

- Nearly one in three (30%) Southerners do *not* expect their own financial planning to be impacted by assisting their parent(s), compared to one in five Northeasterners (22%), Midwesterners (20%) and Westerners (23%).

Assisting Parents Will Impact Men's Financial Planning to A Greater Extent

- More than two in three (70%) men say assisting their parent(s) will impact their own financial planning, slightly more than women (62%).

Assisting Parents Financially Will Impact All Earners

- Two in three low (63%), middle (67%) and upper (70%) income earners say assisting their parent(s) will impact their planning.

Gen X - By Demographic

Westerners Most Likely to be Impacted

- Three in four (74%) Westerners believe assisting their parents will impact their planning, more than Northeasterners (70%), Midwesterners (65%) and Southerners (62%).

Men More Likely to be Impacted by Assisting Parents

- Nearly three in four men say assisting their parent(s) financially will impact their financial planning, compared to three in five (61%) women.

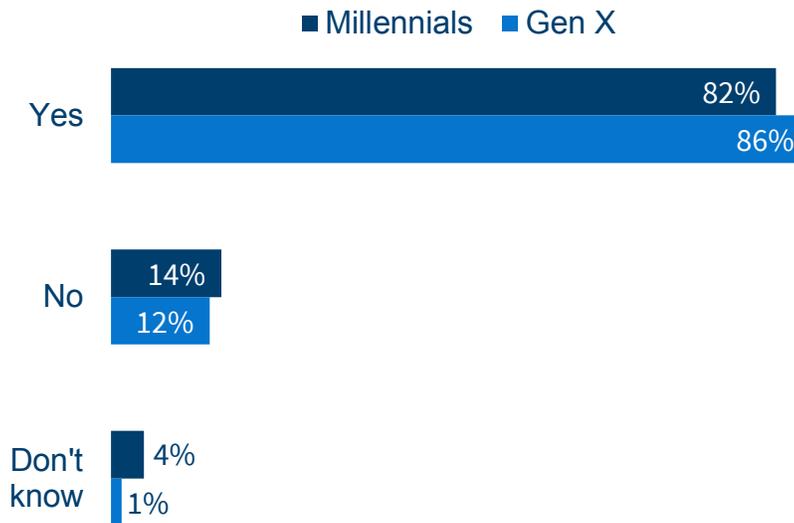
Upper Income Earners Most Likely Impacted

- Three in four (75%) upper-income earners indicate their finances will be impacted, more than low (58%) and middle (66%) income earners.

Do you worry about having enough money to support yourself/your family in addition to having to assist your parent(s) financially?

(Those whose finances will be impacted by financially assisting their parent(s))

Both Millennials and Gen X'ers worry about having enough money to support both themselves and their parent(s)



4 in 5

Millennials and Gen X'ers worry about having enough money to support themselves and their parent(s)

Millennials - By Demographic

Across Regions, Millennials are Worried

- Four in five Northeasterners (80%), Midwesterners (78%), Southerners (84%) and Westerners (85%) are concerned about having enough money for themselves and their parent(s).

Men and Women are Equally Concerned

- Four in five men (83%) and women (82%) worry about having enough money to support themselves and assist their parent(s).

All Earners Worry About Having Enough Money

- Only one in ten upper (12%), middle (15%) and low (10%) do not worry about having enough money.

Gen X - By Demographic

Midwesterners are Least Concerned

- While nine in ten Northeasterners (89%), Southerners (89%) and Westerners (86%) worry about having money for both themselves and their parent(s), only three in four (74%) Midwesterners say the same.

Women Just as Concerned as Men

- Nearly nine in ten men (87%) and women (87%) are concerned they won't have enough money.

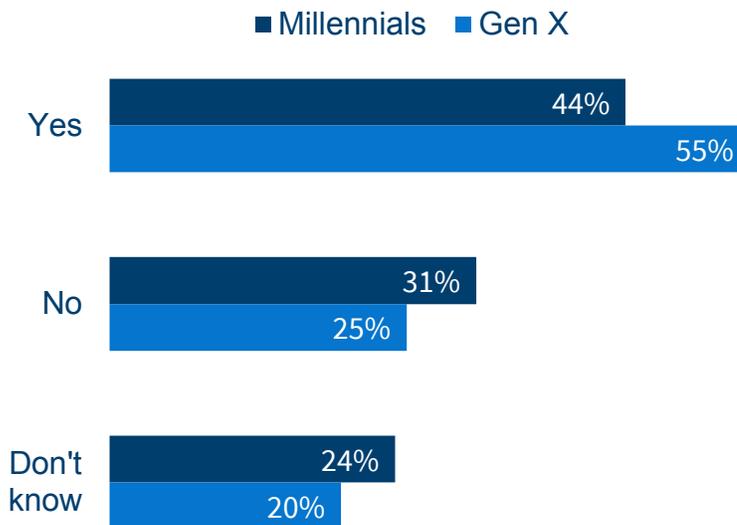
High Earners Slightly Less Worried

- Four in five (81%) high-income earners are worried, compared to nearly nine in ten lower (88%) and middle (88%) income earners.

Will you have to take on debt to assist your parent(s) financially?

(Those whose finances will be impacted by financially assisting their parent(s))

Millennials and Gen X'ers are likely to take on debt in order to assist their parent(s) financially



44%

Of Millennials will have to take on debt

55%

Of Gen X'ers will have to take on debt

Millennials - By Demographic

Northeasterners and Southerners are More Likely to Acquire Debt

- Nearly half of Northeasterners (47%) and Southerners (46%) will have to take on debt, compared to just two in five Midwesterners (41%) and Westerners (41%)

Men Show Greater Likelihood to Incur Debt

- More than half (55%) of men say they'll have to take on debt, while only one in three (34%) women report the same.

High Earners Most Likely to Take on Debt

- Two in three (69%) high income earners will have to take on debt, compared to roughly two in five lower (37%) and middle (45%) income earners.

Gen X - By Demographic

Midwesterners are the Most Unsure

- Nearly one in three (31%) Midwesterners are unsure if they'll incur debt in order to assist their parents, compared to just one in five Northeasterners (20%), Southerners (18%) and Westerners (16%).

Men Twice as Likely to Obtain Debt

- One in three (34%) women will have to take on debt, compared to two in three (68%) men.

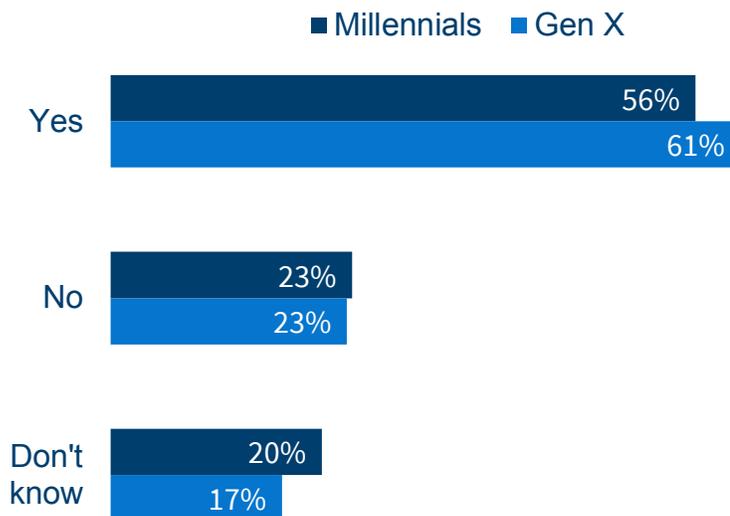
Debt Likely for High Income Earners

- Two in three (67%) high-income earners say they will acquire debt, while just half (55%) of middle and one in three (38%) lower-income earners indicate the same.

Do you feel you will be able to save enough money for your retirement, and assist your parent(s) financially?

(Those whose finances will be impacted by financially assisting their parent(s))

Nearly 1 in 4 do not feel they will be able to save enough money for their retirement in addition to assisting their parent(s) financially



1 in 5

aren't sure if they'll be able to save enough for retirement

Millennials - By Demographic

Midwesterners are Most Likely to Feel They Can't Save Sufficiently

- One in three (31%) Midwesterners feel they won't be able to save enough, compared to one in four Southerners (26%) and one in five Northeasterners (20%) and Westerners (18%).

Women are Unable to Save Enough for Retirement

- More than one in four (28%) women will not be able to save enough money, compared to less than one in five (18%) men.
- Additionally, one in four (25%) women are unsure if they can save enough.

Feelings of Inadequacy Increases With Income

- Just two in five (43%) low-income earners feel they won't be able to save enough, while three in five (61%) middle and nine-in-ten (88%) upper-income earners feel the same.

Gen X - By Demographic

Midwesterners Feel the Most Uncertain

- Nearly one in four Midwesterners is not sure if they can save enough, slightly more than Northeasterners (18%), Southerners (13%) and Westerners (16%).

Women are 3X More Likely to Feel They Can't Save Enough

- One in three (33%) women feel they can't save enough for retirement, while just one-in-ten (13%) men feel the same.

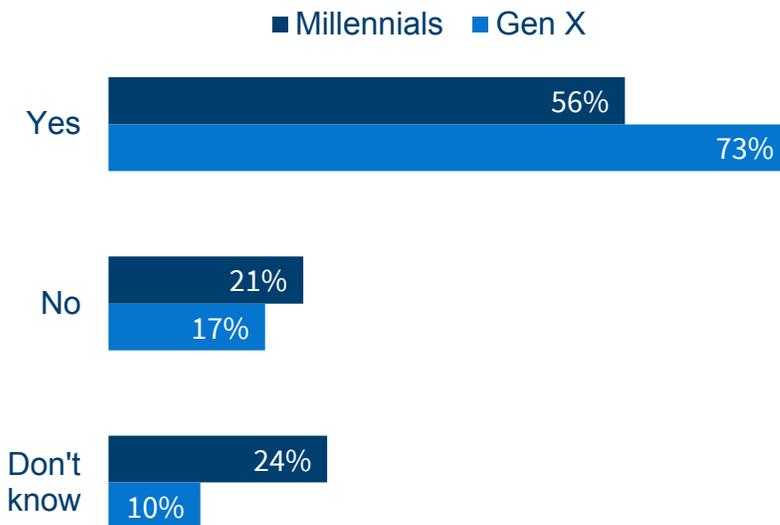
Upper Earners Feel Unable to Adequately Save

- Almost nine in ten (87%) upper-income earners feel unable to save enough, more than 2X low-income earners (40%).
- More than half (56%) of middle-income earners also feel they can't save sufficiently.

Will you have to delay the timing of your retirement due to assisting your parent(s) financially?

(Those whose finances will be impacted by financially assisting their parent(s))

Both Millennials and Gen X'ers are likely to delay their retirement due to financially assisting their parent(s)



2 in 4

Of Millennials will delay retirement

3 in 4

Of Gen X'ers will delay retirement

Millennials - By Demographic

Millennials Across Regions are Likely to Postpone Retirement

- Half of Northeasterners (55%), Midwesterners (55%), Southerners (56%) and Westerners (56%) say they'll delay their retirement due to assisting their parent(s).

Men are More Likely to Reschedule Retirement

- Three in five (61%) men will have to delay retirement while just half (51%) of women say the same.

All Income Earners are Apt to Defer Retirement

- More than half of low (52%), middle (58%) and upper (65%) income earners say they'll delay retirement.

Gen X - By Demographic

Southerners Most Prone to Pushing Back Retirement

- Four in five (79%) Southerners will have to delay their retirement due to assisting their parent(s), more than Northeasterners (68%), Midwesterners (72%) and Westerners (73%).

Both Men and Women Likely to Delay Retirement

- Three in four men (76%) and more than two-in-three (69%) women will postpone their retirement.

Higher Earners Tend to Report Needing to Postpone

- Three in four middle (77%) and upper (73%) income earners will need to delay retirement, compared to three-in-five (60%) low-income earners.

Do you experience any of the following due to assisting your parent(s) financially?

(Those who are currently assisting their parent(s) financially)

More than half experience anxiety and/or stress due to assisting their parent(s) financially

	Millennials “Yes” Responses	Gen X “Yes” Responses
Anxiety	61%	57%
Stress	59%	56%
Pressured for time or feeling like there’s not enough time in the day	53%	46%
Feelings of inadequacy or letting others in your life down	47%	48%
Feelings of guilt	42%	40%
Depression	41%	38%
Feelings of resentment	36%	39%

Millennials - By Demographic

Anxiety is Likely Among Midwesterners

- Nearly three in four (71%) Midwesterners suffer from anxiety, more than Northeasterners (63%), Southerners (61%) and Westerners (54%).

Women Slightly More Likely to Experience Stress

- Two in three (63%) women report feeling stress due to assisting their parents, compared to half (56%) of men.

Anxiety is Experienced Across All Income Levels

- Three in five (60%) low, middle (63%) and upper (61%) income earners experience anxiety because of helping their parent(s) financially.

Gen X - By Demographic

Northeasterners and Westerners Prone to Stress

- Three in five Northeasterners (63%) and Westerners (61%) experience stress, more than Midwesterners (56%) and Southerners (48%).

Women Most Likely Suffer From Stress

- Two in three (64%) women feel stress as a result of assisting their parent(s), compared to just half (52%) of men.

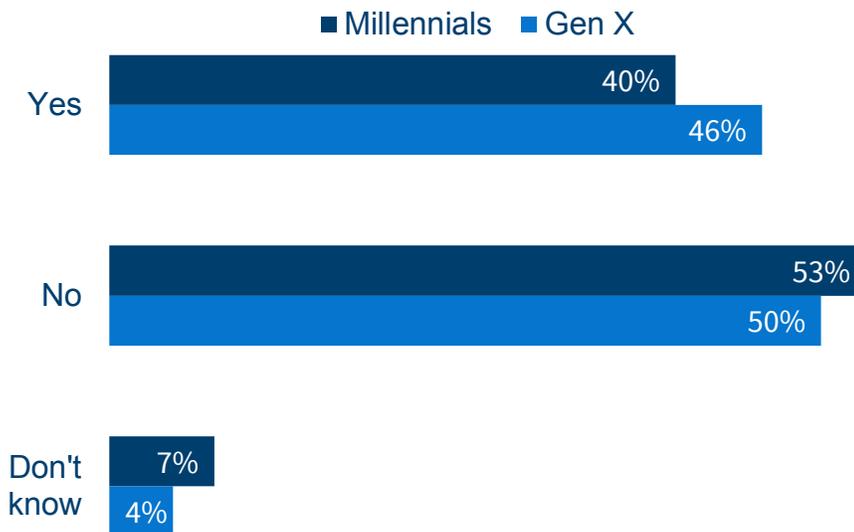
Anxiety is More Common Among Low and Upper Income Earners

- Two in three low (63%) and upper (64%) income earners experience anxiety, while just half (51%) of middle-income earners do.

Do(es) your parent(s) ever express frustration or embarrassment that you have to support them financially?

(Those who are currently assisting their parent(s) financially)

Parents of Gen X'ers are slightly more likely than parents of Millennials to express embarrassment that their child(ren) have to support them financially



Millennials - By Demographic

Northeastern Parents Least Likely to be Embarrassed

- Only one in three (31%) Northeasterners say their parents are embarrassed, less than the two in five Midwesterners (43%), Southerners (42%) and Westerners (44%).

Men Likely to Report Parents' Embarrassment

- Half of men (48%) say their parents are embarrassed they support them financially, compared to just one in three (32%) women.

Parents' Embarrassment Increases with Income

- One in four low (26%) income earners indicate their parents express embarrassment, while half (45%) of middle and three in five (61%) upper income earners say the same.

Gen X - By Demographic

Western Parents Tend to Convey Embarrassment

- Half of Westerners (50%) report that their parents express embarrassments, more than Northeasterners (46%), Midwesterners (41%) and Southerners (45%).

Fewer Parents of Women Express Embarrassment

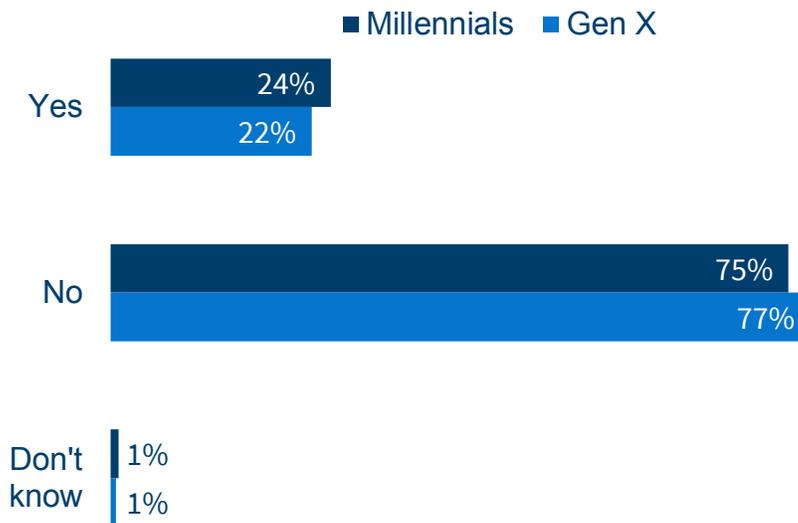
- One in three (31%) women say their parents convey embarrassment, less than men (53%) who say the same.

Parents of Upper Income Earners Most Likely to Express Embarrassment

- Three in five (58%) upper income earners indicate their parents are embarrassed, compared to two in five (45%) middle and one in four (24%) low income earners.

Do(es) your parent(s) currently live in your household?

Nearly 1 in 4 report that their parent(s) currently reside in their household



Millennials - By Demographic

Northeastern Parents Most Apt to Live in Same Home

- Almost one in three (29%) Northeasterners say their parents live with them, more than Midwesterners (18%), Southerners (23%) and Westerners (27%).

Men are More Likely to Have Parents Residing in Their Home

- One in three (34%) men report their parent(s) currently resides in their household, compared to just one in five (19%) women.

Parents More Likely to Live with High Income Earners

- Two in five (44%) upper income earners indicate their parents live in their home, compared to one in four (25%) low and one in five (21%) middle income earners.

Gen X - By Demographic

Northeastern and Western Parents More Inclined to Live in Same Household

- One in four Northeasterners (25%) and Westerners (26%) disclose that their parent(s) resides in their home, slightly more than the one in five Midwesterners (17%) and Southerners (21%).

Men 2X More Likely to Live with Parent(s)

- One in ten (14%) women report that their parents reside in their household, compared to one in three (32%) men.

Upper Income Earners Most Likely to Reside in Same Home with Parent(s)

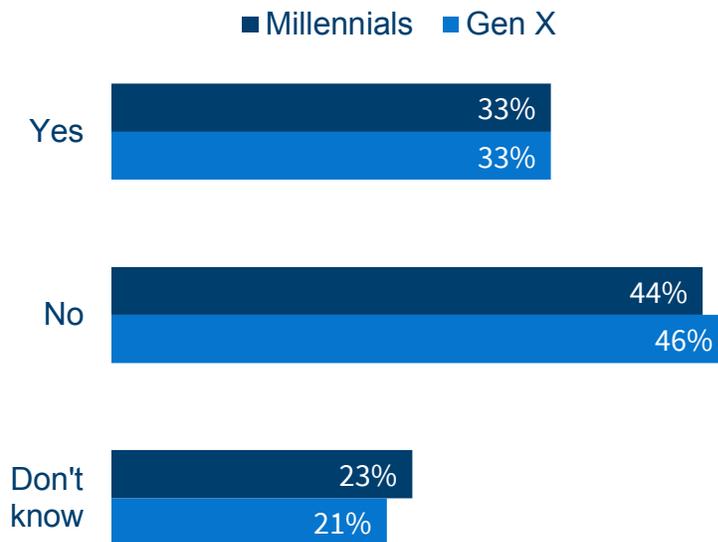
- Two in five (38%) high earners reside with their parent(s), while just one in five low (20%) and middle (20%) report the same.

Do you expect your parent(s) to live in your household in the future?

1 in 3 expect their parent(s) to live in their household in the future

1 in 5

are unsure if their parent(s) will live with them in the future



Millennials - By Demographic

Region Doesn't Impact Expectations

- One in three Northeasterners (35%), Midwesterners (35%), Southerners (30%) and Westerners (35%) expect their parent(s) to live with them in the future.

Men Tend to Expect Their Parent(s) Will Live with Them in the Future

- Two in five (40%) men expect to live with their parent(s) in the future, while less than one in three (29%) women expect the same.

High Earners Most Likely to Reside with Parent(s) in the Future

- Half (52%) of upper income earners expect they'll live with their parent(s), compared to one in three low (33%) and middle (32%).

Gen X - By Demographic

Midwesterners Least Likely to Expect Parent(s) Will Live in Same Home in the Future

- One in four (27%) Midwesterners say their parent(s) will reside with them, less than Northeasterners (36%), Southerners (32%) and Westerners (38%).

Expectations of Parent(s) Living in Same Home Skews Towards Men

- Two in five (44%) men expect their parent(s) will live with them, compared to one in four (24%) women.

Upper Income Earners Expect to Live with Parent(s)

- More than half (55%) of high earners expect to live with their parent(s), while one in four (25%) low and one in three (32%) middle income earners expect the same.



Supporting Aging Parents:

Healthcare Management

Key Findings



My parent(s) health and well-being is a priority

39% of Gen X'ers and 28% of Millennials help manage their parent(s) healthcare.

Half of Millennials (51%) and nearly three in five Gen X'ers (59%) say **a significant medical event prompted them to take on the role of 'caregiver'**. Between both generations, four in five (83%) say the health and well-being of their parent(s) is a priority in their life. The top common ways both generations manage their parents' healthcare include: selecting doctors, scheduling appointments, providing transportation, attending doctor visits, and explaining insurance claims.

11.5 hours per week

Spent managing their parent(s) healthcare

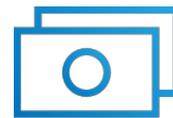


14 to 16 years

Projected time as a caregiver

**3 in 5 Gen X'ers
& 1 in 2 Millennials**

Use their own money to fund their parent(s) healthcare



Over \$10,000 in the last year

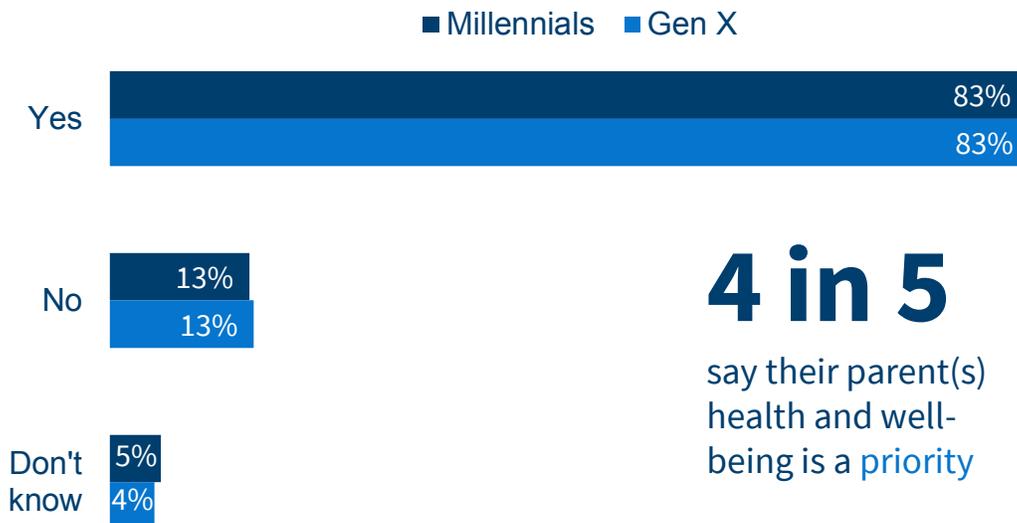
Gen X'ers are more likely to have spent over \$10,000 compared to Millennials

Across both generations, those caring for their parent(s) view it as an-going responsibility. On average, Millennials anticipate needing to manage their parents' healthcare for 16 years, while Gen X'ers anticipate 14 years. Currently, both groups estimate over 11 hours each week helping to manage their parent(s) healthcare.

Half of Millennials (53%) and three in five Gen X'ers (61%) are funding their parents' healthcare costs with their own money. While one in four Millennials (24%) have contributed \$5-10K of their own money this past year, one in five Gen X'ers (20%) have paid more than \$20K. Millennials are nearly 2X more likely than Gen X'ers to report that managing their parents' healthcare has become more of a financial burden during the pandemic.

Is the health and well-being of your parent(s) a priority in your life?

Most report that the health and well-being of their parent(s) is a priority in their life



4 in 5

say their parent(s) health and well-being is a priority

Millennials - By Demographic

Region Doesn't Impact Priorities

- Four in five Northeasterners (82%), Midwesterners (81%), Southerners (86%) and Westerners (80%) say their parents' health and well-being is a priority.

Men More Inclined to Say Parents' Health is a Priority

- Nearly nine in ten (87%) men report their parents' health is a priority in their life, compared to four in five (80%) women.

Low Earners Most Likely to Deprioritize Their Parents' Health

- Nearly one in five (17%) low income earners say their parents' health is not a priority, more than middle (10%) or upper (9%) income earners.

Gen X - By Demographic

Northeasterners Most Apt to Prioritize Parents' Health

- Nine in ten (90%) Northeasterners prioritize their parents' health, compared to four in five Midwesterners (82%) and Southerners (82%) and three in four (77%) Westerners.

Men and Women Equally Likely to Prioritize Parents' Health and Well-being

- Four in five men (84%) and women (82%) indicate their parents' health is a priority.

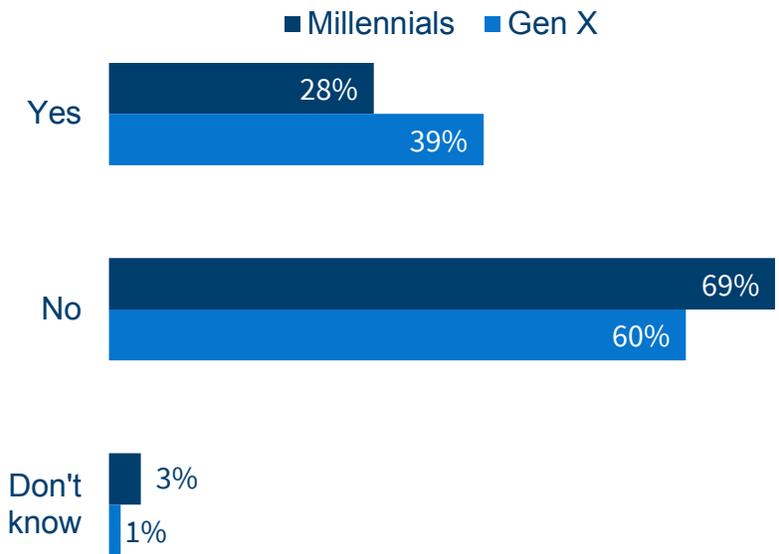
Low Earners Least Likely to Prioritize Parents' Health

- Only three in four (77%) low earners prioritize their parents' health, compared to nine in ten middle (85%) and upper (90%).

Do you manage or help manage your parent(s) healthcare?

Gen X'ers are more likely than Millennials to manage or help manage their parents' healthcare

- **Millennial men are 2X more likely** than women to help. **Half of Gen X men help**, compared with only a third of Gen X women.



2 in 5

Gen X'ers manage or help manage their parents' healthcare

Millennials - By Demographic

Northeasters Slightly More Inclined to Help Manage Parents' Healthcare

- Almost one three (31%) Northeasters help manage their parents' healthcare, slightly more than Midwesterners (25%), Southerners (27%) and Westerners (26%).

Men 2X More Likely to Help Manage Healthcare

- Two in Five (41%) men help manage their parents' healthcare, while one in five (21%) women do the same.

High Earners More Prone to Managing Healthcare

- More than half (56%) of upper income earners help with healthcare, compared to one in four low (22%) and middle (29%) income earners

Gen X - By Demographic

Northeasters Prone to Managing Healthcare

- Half (48%) of Northeasters help their parent(s) with healthcare, more than Midwesterners (30%), Southerners (39%) and Westerners (36%) who do the same.

Men Tend to Help Manage Parents' Healthcare

- Half (51%) of men help manage their parents' healthcare, compared to less than one in three (29%) women.

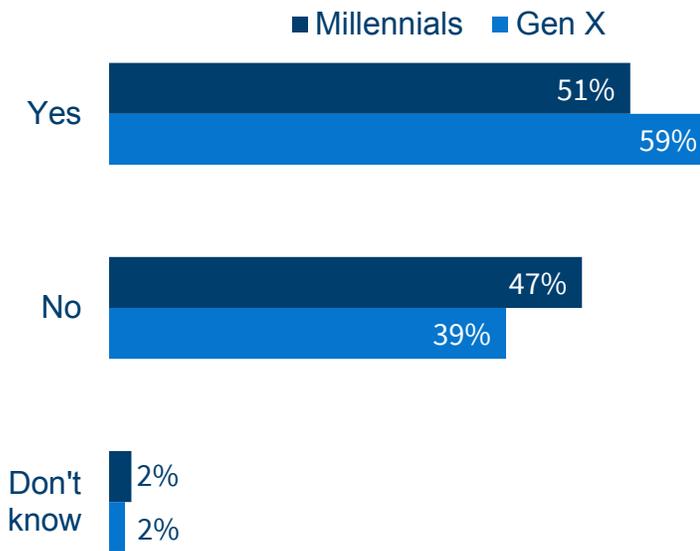
High Earners Most Likely to Help Manage

- Two in three (66%) upper income earners help manage their parents' healthcare, while just one in five (20%) low and two in five (41%) middle do the same.

Did a significant medical event (such as a heart attack, stroke, onset of dementia, etc.) prompt you to begin managing your parent(s) healthcare?

(Those who are managing their parent(s) healthcare)

The occurrence of a significant medical event is likely to prompt Millennials and Gen X'ers to begin managing their parents' healthcare



1 in 2

Millennials say a medical event caused them to begin managing their parent(s) care

3 in 5

Gen X'ers say the same

Millennials - By Demographic

A Medical Event is Most Likely to Prompt Westerners

- Three in five (58%) Westerners say a medical event compelled them to begin managing their parents' care, while just half of Northeasterners (51%), Midwesterners (50%) and Southerners (47%) say the same.

Men and Women Equally Likely to Manage Care Due to a Medical Event

- Half of men (55%) and women (48%) report that a medical event prompted them to begin managing their parents' healthcare.

Low Earners Least Likely to be Compelled by a Medical Event

- Only two in five (44%) low earners state that a medical event prompted them to begin managing, compared to half (51%) of middle and two in three (70%) upper income earners.

Gen X - By Demographic

A Medical Event is a Likely Trigger Across Regions

- Three in five Northeasterners (63%), Midwesterners (56%), Southerners (59%) and Westerners (56%) indicate that a medical event caused them to begin managing their healthcare.

Men More Apt to Begin Care After a Medical Event

- Two in three (69%) men start caring for their parent (s) after a medical event, compared to less than half (44%) of women.

Upper Income Earners Most Likely to Begin Care After a Medical Event

- Two in three (69%) high earners began managing their parents' healthcare after a medical event, compared to three in five (60%) middle and half (40%) of low earners.

To what extent do you manage your parent(s) healthcare? (Those who are managing their parent(s) healthcare)

Helping to select doctors, attending doctor visits and providing transportation to and from appointments are common responsibilities

	Millennials “Yes” Responses	Gen X “Yes” Responses
I provide transportation to and from doctor visits when needed	75%	77%
I attend my parent(s) doctor visits	70%	75%
I select or help select their doctor(s)	72%	75%
I schedule my parent(s) doctor visits	66%	73%
I help explain their insurance claims	68%	73%
I pay or help pay for my parent(s) prescription medications	65%	62%
I help shop for and select insurance for my parent(s), including Medicare and/or Medicaid	65%	59%
I pay or help pay my parent(s) health insurance premiums	64%	58%
I pay or help pay my parent(s) copayments and deductibles	59%	54%
I pay or help pay for other healthcare related costs besides premiums, copayments, deductibles or prescription medication	60%	54%

Millennials - By Demographic

Westerners Most Apt to Attend Doctor Visits

- Four in five (83%) Westerners attend doctor visits, compared to two in three Northeasterners (64%), Midwesterners (65%) and Southerners (68%).

Men and Women are Equally Likely to Schedule and Attend Doctor Visits

- Two in three men (67%) and women (65%) *schedule* their parents’ doctor visits.
- Two in three men (70%) and women (69%) *attend* their parents’ doctor visits.

Low Income Earners More Likely to Schedule Doctor Appointments

- Three in four (72%) low earners schedule appointments, compared to two in three middle (64%) and upper (63%) income earners.

Gen X - By Demographic

Northeasterners Most Likely to Schedule Doctor Appointments

- Four in five (83%) Northeasterners schedule doctor appointments, more than Midwesterners (70%), Southerners (70%) and Westerners (66%).

Men More Inclined to Schedule Doctor Visits

- Four in five (79%) men schedule their parents’ doctor visits, while just two in three (64%) women do the same.

Middle and Upper Income Earners More Likely to Attend Doctor Visits

- Three in four middle (76%) and upper (78%) income earners attend doctor visits, compared to two in three (65%) low earners.

Do you face any of the following when it comes to managing your parent(s) healthcare?

(Those who are managing their parent(s) healthcare)

Not having enough time to attend their parents' doctor visits is the challenge most commonly faced by both Millennials and Gen X'ers

	Millennials "Yes" Responses	Gen X "Yes" Responses
Not having the time to attend their doctor visits	62%	58%
Not having enough money to cover all of their healthcare costs	54%	43%
Not having the authority to properly manage their care	48%	41%
Not understanding all the medical issues they face	48%	43%
Not understanding their plan benefits or coverage options	44%	44%
Not understanding health insurance in general	44%	40%

Millennials - By Demographic

Midwesterners Most Challenged by Shortage of Time

- Three in four (72%) Midwesterners don't have the time to attend doctor visits, more than two in three (64%) Westerners and three in five Northeasterners (58%) and Southerners (58%) who report the same.

Men More Strapped For Time Than Women

- More than two in three (70%) men feel they don't have the time to attend their parents' doctor visits, compared to half (53%) of women.

Difficulty Understanding Benefits Challenges All Income Levels

- Two in five low (41%), middle (45%) and upper (43%) income earners have trouble understanding their parents' benefits.

Gen X - By Demographic

Northeasterners Most Likely to Lack Enough Time

- Two in three (68%) Northeasterners report they lack the time to attend doctor visits, while only half of Midwesterners (54%), Southerners (54%) and Westerners (54%) state the same.

Men Commonly Lack an Understanding of Medical Issues Faced

- Half of men (53%) say they don't understand all the medical issues their parents face, compared to one in three (30%) women.

Lack of Time Increase as Income Does

- While half (49%) of low earners say they don't have the time to attend doctor visits, three in five (58%) middle and two in three (64%) upper income earners say the same.

How long do you anticipate you'll need to manage your parent(s) healthcare?

(Those who are managing their parent(s) healthcare)

On average, Millennials anticipate needing to manage their parents' healthcare for 16 years, while Gen X'ers anticipate a slightly shorter obligation of 14 years



Millennials - By Demographic

Westerners Expect the Longest Obligation

- Westerners anticipate managing their parents' care for an average of 19.8 years, more than Northeasterners (13.8), Midwesterners (17.3) and Southerners (13.5).

Women Anticipate a Longer Duration Than Men

- Women expect to manage their parents' healthcare for an average of 16.8 years, while men anticipate 14.5 years.

Middle Income Earners Presume the Lengthiest Commitment

- Middle income earners expect to manage their parents' care for 16.3 years, compared to lower and upper income earners who anticipate 14 and 14.5 years, respectively.

Gen X - By Demographic

Northeasterners Foresee the Shortest Duration

- Northeasterners believe they'll need to manage their parents' healthcare for just an average of 12.9 years, slightly less than Midwesterners (14), Southerners (13.8) and Westerners (14.7).

Men Predict Managing Parents' Healthcare Longer

- Men expect to manage their parents' care for 14.8 years, on average, while women anticipate 14.8 years.

Expectations Increase with Income

- Low earners anticipate managing their parents' care for an average of 9.3 years, while middle income earners expect 13.9 years and high earners expect 15.4 years.

How many hours per week do you spend managing your parent(s) healthcare?

(Those who are managing their parent(s) healthcare)

Millennials and Gen X'ers spend about 11.5 hours each week managing their parents' healthcare



Millennials - By Demographic

Midwesterners Spend the Most Time Managing Parents' Healthcare

- Midwesterners spend 13.1 hours per week, on average, handling their parents' healthcare, longer than Northeasterners (10.2), Southerners (11.2) and Westerners (11.7).

Men Dedicate More Time Than Women

- On average, men spend 12.5 hours each week managing their parents' care, while women spend 10 hours per week.

High Earners Devote the Least Hours

- Upper income earners dedicate an average of 9.6 hours per week to managing their parents' healthcare, while low and middle income earners spend 11.4 and 11.3 hours respectively.

Gen X - By Demographic

Southerners Allocate the Most Time Per Week

- While Southerners devote 13.2 hours each week dealing with their parents' care, Northeasterners spend just 10.8 hours, Midwesterners spend 10.3 hours and Westerners spend 10.7 hours each week.

Women Spend Less Time Managing Parents' Healthcare

- Women spend just 9.4 hours per week managing their parents' healthcare, while men dedicate 13 hours.

Low Earners Dedicate the Most Hours Each Week

- Low earners devote 14.9 hours each week to handling their parents' healthcare, while middle income earners spend 11 hours and high earners spend 12.4 hours each week.

How are you funding your parent(s) healthcare costs? (Those who help pay for their parent(s) healthcare)

Most are funding their parents' healthcare costs with their own money

1 in 2 Millennials and **3 in 5 Gen X'ers** are using their own money.

- I use my own money
- I use my parent(s) money
- A combination of my and my parent(s) money
- A combination of my, my parent(s) and my siblings money
- A combination of my money and loans I've taken
- I've taken out loans
- A combination of my and my siblings money
- I don't know

Millennials	Gen X
53%	61%
18%	17%
11%	11%
5%	5%
5%	3%
3%	1%
3%	2%
3%	0%

Millennials - By Demographic

Southerners Least Apt to Use their Parents' Money

- Only one in ten (11%) Southerners use their parents' money, while one in five Northeasterners (19%) and Westerners (21%), and one in four Midwesterners (27%) do the same.

Men 4X More Likely to Spend their Parents' Money

- One in four (27%) men use their parents' money to fund their healthcare costs, compared to one in ten (7%) women.

Most Use Their Own Money Regardless of Income Level

- Two in five (44%) low, half (55%) of middle and two in three (66%) upper income earners use their own money to fund their parents' healthcare.

Gen X - By Demographic

Midwesterners Most Likely to Use Their Parents' Money

- One in four (26%) Midwesterners spend their parents' money to fund their healthcare, while just one in five Southerners (20%) and one in ten Northeasterners (15%) and Westerners (11%).

Men Tend to Fund Their Parents' Healthcare with Own Money

- Two in three (67%) men use their own money, compared to two in five (40%) women.

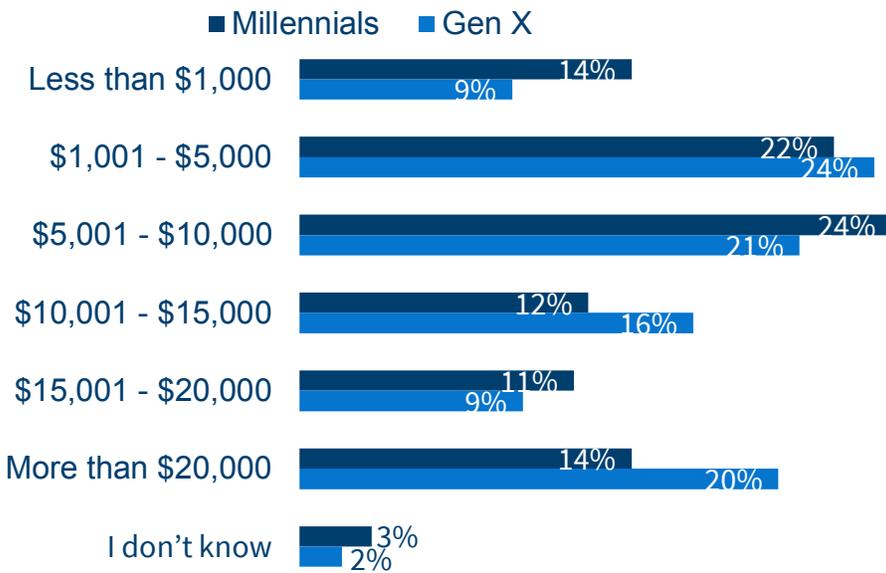
High Earners Prone to Using Their Own Money

- Three in four (73%) upper income earners use their own money, slightly more than low (48%) and middle (57%) income earners.

How much of your own money have you contributed to your parent(s) healthcare in the past year?

(Those who help pay for their parent(s) healthcare with their own money)

Gen X'ers tend to spend more of their own money than Millennials on their parents' healthcare



37%

Millennials have spent more than \$10K, where 14% have spent more than \$20K.

45%

Gen X'ers have spent more than \$10K, where 20% have spent more than \$20K.

Millennials - By Demographic

Most Spend Less than \$10k, Regardless of Region

- Three in four (76%) Midwesterners, two in three (68%) Westerners and half of Northeasterners (49%) and Southerners (56%) spent less than \$10k.

Men Tend to Spend More Than Women

- One in four (19%) men spent more than \$20k last year, while less than one in ten (8%) women spent the same.

Low Earners Likely to Spend the Least

- Two in three (66%) low earners spent \$5k or less last year, compared to one in four (28%) middle and one in ten (14%).

Gen X - By Demographic

Northeasters Spend the Most

- One in four (27%) Northeasters spent more than \$20k in the past year, compared to one in five Southerners (16%) and Westerners (21%) and less than one in ten (4%) Midwesterners.

Women Tend to Spend \$5k or Less

- Half (51%) of women spent \$5k or less, compared to only one in four (25%).

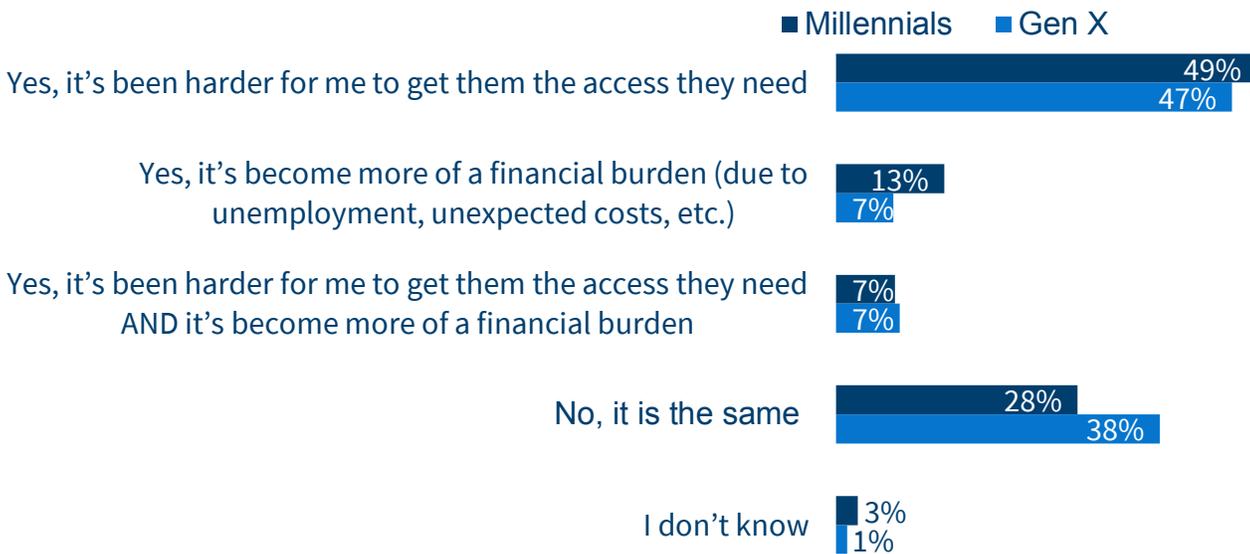
Upper Income Earners are the Highest Spenders

- One in three (36%) upper income earners spent more than \$20k last year, while no low earners spent that much and only one in ten (14%) upper income earners did.

Did your responsibilities for managing your parent(s) healthcare change during the pandemic?

(Those who are managing their parent(s) healthcare)

Millennials are nearly 2X more likely than Gen X'ers to indicate managing their parents' healthcare has become more of a financial burden



Millennials - By Demographic

Southerners Most Likely to Feel the Financial Burden

- One in five (18%) Southerners report it's become more of a financial burden since the pandemic, while just one in ten Northeasterners (8%), Midwesterners (11%) and Westerners (13%) feel the same.

Men Find it's Harder to Get the Access They Need

- Three in five (60%) men say it's harder to get their parent(s) the access they need, compared to two in five (38%) women.

The Increased Financial Burden is Felt Across Income Levels

- One in ten low (16%), middle (12%) and upper (13%) income earners say managing their parents' healthcare has become more financially burdensome.

Gen X - By Demographic

Northeasterners Most Prone to Access Difficulties

- Half (53%) of Northeasterners face issues getting the access they need, more than Midwesterners (38%), Southerners (45%) and Westerners (46%).

Men Nearly 2X More Likely to Struggle with Getting the Access They Need

- Three in five (57%) men say it's harder to get the access they need, while less than one in three (31%) women say the same.

Upper Income Earners Likely to Face Access Issues

- Two in three (69%) high earners report that it's been harder to get the access they need, compared to just one in three (30%) low and two in five (42%) middle income earners.



Thank you.

For more information about GoHealth or this survey, please visit [GoHealth.com](https://www.gohealth.com).

To receive additional insight or executive commentary on these findings, please contact GoHealth at pressinquiries@gohealth.com

About GoHealth, Inc.

GoHealth, Inc. (GoHealth) (NASDAQ: GOCO), a leading health insurance marketplace, mission is to improve access to healthcare in America. Enrolling in a health insurance plan can be confusing for customers, and the seemingly small differences between plans can lead to significant out-of-pocket costs or lack of access to critical medicines and even providers. GoHealth combines cutting-edge technology, data science and deep industry expertise to match customers with the healthcare policy and carrier that is right for them. Since its inception, GoHealth has enrolled millions of people in Medicare and individual and family plans. For more information, visit <https://www.gohealth.com>.