

# Caregivers in the US are stressed out from caring for their recipients

Article



**The trend:** Caregivers in the US are overburdened from taking on more responsibility for their recipients, according to the results of two recent surveys from CivicScience and M3 MI.

**Who are caregivers?** [CivicScience's survey](#) categorizes them as adults ages 25 and up who are the primary caregivers for someone (typically a family member) with a medical condition

who is unable to care for themselves. Between 31% and 42% of US adults provide some caregiver support and many don't get paid for it, according to the surveys.

**What types of support do caregivers provide?** Everything from the early part of the patient journey such as researching medical information and healthcare providers to managing appointments and medications and taking care of everyday tasks, per M3 MI.

- 36% of caregivers buy medications and refill prescriptions for their loved ones.
- 36% make doctor's appointments and 35% provide transportation to get there.
- 34% assist with daily household chores or personal care such as bathing, dressing, or eating.
- 29% discuss medical and treatment options with their recipient's doctor.
- 25% research condition or treatment information.
- 29% manage finances or provide financial support.
- 18% administer or monitor medications.

**Yes, but:** Caregivers' added responsibilities affect their relationships, social interactions, their ability to work, and their well-being, per CivicScience.

- 47% of women and 34% of men say that caregiving has caused them emotional and/or physical strain.
- 35% of women and 28% of men cite depression or anxiety as a result of caregiving.
- About 1 in 6 parents have decided to leave, change, or turn down a job in the past 12 months because of their caregiving duties.

**Zooming out:** We're expecting to see an increased demand for caregivers, but less supply, as the population ages.

- Many Gen Xers and millennials who are not currently caregivers are likely going to provide care for loved ones in the coming years.
- While there are now seven potential family caregivers per older adult, that will drop to four by 2030, according to the CDC.

**What it means for marketers:** Caregivers are a unique cohort of consumers in that many influence their recipients' healthcare decisions, yet are stressed from taking on more work.

Healthcare and pharma companies that create caregiver-focused marketing strategies could earn the trust of patients and their families.

- For example, pharma brands should develop educational material on a condition or medication that's specifically designed for caregivers.
- Healthcare companies could look to invest in apps that provide caregivers some relief. Health insurers in particular would be interested in [Uber Caregiver](#), which allows caregivers to use recipients' insurance benefits to schedule and pay for patients' rides to the doctor.
- Marketers can also [connect caregivers to "carefluencers"](#) on social media whose content provides support and education to overburdened caregivers.

**Social Media Accounts US Social Media Users\*  
Follow for Health-Related Content, Dec 2023**

% of respondents



Note: n=485; Q: "Is the person you follow for health-related content on social media platforms one or more of the following? Select all that apply."; \*who followed/engaged with a health influencer on social media platforms  
Source: Insider Intelligence | eMarketer Survey, "US Digital Health," Feb 2024

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