

Florida State-Specific Data from the Genworth 2013 Cost of Care Survey

Home Care Providers, Adult Day Health Care Facilities,
Assisted Living Facilities and Nursing Homes



Florida

Homemaker Services Hourly Rates (Licensed)

Region	Minimum	Rate Range Median	Maximum	Median Annual Rate ¹	Five-Year Annual Growth ²
USA	\$10	\$18	\$36	\$41,756	1%
Florida - Whole State	\$12	\$18	\$26	\$41,115	1%
Cape Coral-Fort Myers	\$15	\$19	\$24	\$43,472	0%
Crestview-Fort Walton Beach-Destin	\$17	\$17	\$19	\$39,468	2%
Deltona-Daytona Beach-Ormond Beach	\$12	\$17	\$20	\$37,752	1%
Gainesville	\$16	\$20	\$23	\$45,188	1%
Jacksonville	\$14	\$17	\$21	\$38,782	0%
Lakeland-Winter Haven	\$14	\$17	\$20	\$37,752	-1%
Miami-Fort Lauderdale-Pompano Beach	\$12	\$16	\$26	\$36,608	1%
Naples-Marco Island	\$20	\$22	\$25	\$49,192	2%
North Port-Bradenton-Sarasota	\$17	\$19	\$25	\$43,472	1%
Ocala	\$15	\$18	\$20	\$41,184	0%
Orlando-Kissimmee-Sanford	\$12	\$18	\$22	\$40,040	1%
Palm Bay-Melbourne-Titusville	\$16	\$17	\$21	\$39,193	1%
Palm Coast	\$14	\$17	\$18	\$39,926	0%
Panama City-Lynn Haven-Panama City Beach	\$16	\$17	\$19	\$39,468	2%
Pensacola-Ferry Pass-Brent	\$16	\$17	\$21	\$39,468	-1%
Port St. Lucie	\$15	\$18	\$23	\$40,109	N/A
Punta Gorda	\$17	\$20	\$20	\$45,646	0%
Sebastian-Vero Beach	\$15	\$18	\$20	\$40,040	0%
Tallahassee	\$16	\$18	\$22	\$40,040	1%
Tampa-St. Petersburg-Clearwater	\$15	\$18	\$22	\$41,184	-1%
Florida - Rest of State	\$16	\$20	\$22	\$45,485	4%

Home Health Aide Services Hourly Rates (Licensed)

Region	Minimum	Rate Range Median	Maximum	Median Annual Rate ¹	Five-Year Annual Growth ²
USA	\$10	\$19	\$37	\$44,479	1%
Florida - Whole State	\$12	\$19	\$28	\$42,328	1%
Cape Coral-Fort Myers	\$18	\$21	\$26	\$48,048	2%
Crestview-Fort Walton Beach-Destin	\$19	\$19	\$19	\$43,358	1%
Deltona-Daytona Beach-Ormond Beach	\$14	\$18	\$22	\$41,184	2%
Gainesville	\$18	\$22	\$25	\$49,192	4%
Jacksonville	\$15	\$20	\$23	\$45,760	2%
Lakeland-Winter Haven	\$14	\$18	\$22	\$41,184	0%
Miami-Fort Lauderdale-Pompano Beach	\$12	\$16	\$26	\$36,608	0%
Naples-Marco Island	\$20	\$22	\$25	\$50,336	1%
North Port-Bradenton-Sarasota	\$18	\$21	\$28	\$48,048	1%
Ocala	\$16	\$18	\$20	\$41,184	-2%
Orlando-Kissimmee-Sanford	\$15	\$18	\$22	\$40,040	0%
Palm Bay-Melbourne-Titusville	\$16	\$18	\$21	\$41,184	2%
Palm Coast	\$14	\$17	\$20	\$39,926	-1%
Panama City-Lynn Haven-Panama City Beach	\$18	\$18	\$20	\$41,756	0%
Pensacola-Ferry Pass-Brent	\$17	\$20	\$21	\$44,616	0%
Port St. Lucie	\$15	\$18	\$23	\$40,887	N/A
Punta Gorda	\$17	\$20	\$21	\$45,646	-2%
Sebastian-Vero Beach	\$17	\$19	\$21	\$43,472	-1%
Tallahassee	\$17	\$19	\$22	\$42,328	1%
Tampa-St. Petersburg-Clearwater	\$16	\$19	\$25	\$44,570	1%
Florida - Rest of State	\$18	\$20	\$24	\$45,760	5%

Florida

Adult Day Health Care Daily Rates

Region	Minimum	Rate Range Median	Maximum	Median Annual Rate ¹	Five-Year Annual Growth ²
USA	\$15	\$65	\$210	\$16,900	2%
Florida - Whole State	\$42	\$60	\$160	\$15,600	2%
Cape Coral-Fort Myers	\$60	\$86	\$90	\$22,368	N/A
Crestview-Fort Walton Beach-Destin	N/A	N/A	N/A	N/A	N/A
Deltona-Daytona Beach-Ormond Beach	\$50	\$57	\$60	\$14,820	N/A
Gainesville	N/A	N/A	N/A	N/A	N/A
Jacksonville	\$42	\$63	\$96	\$16,250	3%
Lakeland-Winter Haven	\$56	\$56	\$56	\$14,560	N/A
Miami-Fort Lauderdale-Pompano Beach	\$45	\$55	\$65	\$14,300	0%
Naples-Marco Island	\$55	\$55	\$55	\$14,300	2%
North Port-Bradenton-Sarasota	\$84	\$84	\$84	\$21,840	N/A
Ocala	\$55	\$73	\$90	\$18,850	N/A
Orlando-Kissimmee-Sanford	\$60	\$60	\$60	\$15,600	0%
Palm Bay-Melbourne-Titusville	\$55	\$60	\$63	\$15,600	4%
Palm Coast	\$65	\$65	\$65	\$16,900	3%
Panama City-Lynn Haven-Panama City Beach	N/A	N/A	N/A	N/A	N/A
Pensacola-Ferry Pass-Brent	\$65	\$65	\$65	\$16,900	N/A
Port St. Lucie	\$60	\$60	\$60	\$15,600	N/A
Punta Gorda	N/A	N/A	N/A	N/A	N/A
Sebastian-Vero Beach	\$63	\$63	\$63	\$16,380	5%
Tallahassee	\$50	\$50	\$50	\$13,000	N/A
Tampa-St. Petersburg-Clearwater	\$66	\$84	\$160	\$21,840	1%
Florida - Rest of State	N/A	N/A	N/A	N/A	N/A

Florida

Assisted Living Facility Monthly Rates (One Bedroom - Single Occupancy)

Region	Minimum	Rate Range Median	Maximum	Median Annual Rate ¹	Five-Year Annual Growth ²
USA	\$718	\$3,450	\$9,500	\$41,400	4%
Florida - Whole State	\$913	\$3,000	\$6,510	\$36,000	3%
Cape Coral-Fort Myers	\$1,900	\$3,000	\$4,985	\$36,000	N/A
Crestview-Fort Walton Beach-Destin	\$2,050	\$3,450	\$5,050	\$41,400	N/A
Deltona-Daytona Beach-Ormond Beach	\$1,800	\$3,500	\$4,700	\$42,000	N/A
Gainesville	\$1,700	\$3,300	\$5,633	\$39,600	0%
Jacksonville	\$1,000	\$2,500	\$6,250	\$30,000	-1%
Lakeland-Winter Haven	\$1,500	\$3,200	\$4,395	\$38,400	N/A
Miami-Fort Lauderdale-Pompano Beach	\$925	\$2,125	\$5,250	\$25,500	-5%
Naples-Marco Island	\$2,360	\$4,490	\$6,250	\$53,880	7%
North Port-Bradenton-Sarasota	\$2,250	\$3,098	\$5,081	\$37,170	N/A
Ocala	\$2,250	\$3,545	\$5,650	\$42,540	N/A
Orlando-Kissimmee-Sanford	\$1,500	\$3,330	\$5,050	\$39,960	5%
Palm Bay-Melbourne-Titusville	\$2,000	\$3,500	\$6,200	\$42,000	4%
Palm Coast	\$2,000	\$2,900	\$5,065	\$34,800	8%
Panama City-Lynn Haven-Panama City Beach	\$1,600	\$2,475	\$4,013	\$29,700	0%
Pensacola-Ferry Pass-Brent	\$1,750	\$3,000	\$4,080	\$36,000	9%
Port St. Lucie	\$2,050	\$2,900	\$4,820	\$34,800	N/A
Punta Gorda	\$2,000	\$3,050	\$4,715	\$36,600	5%
Sebastian-Vero Beach	\$2,100	\$3,000	\$6,510	\$36,000	N/A
Tallahassee	\$2,500	\$4,399	\$5,778	\$52,788	20%
Tampa-St. Petersburg-Clearwater	\$913	\$2,750	\$6,000	\$33,000	1%
Florida - Rest of State	\$1,500	\$2,565	\$4,339	\$30,780	4%

Florida

Nursing Home Daily Rates (Semi-Private Room)

Region	Minimum	Rate Range Median	Maximum	Median Annual Rate ¹	Five-Year Annual Growth ²
USA	\$85	\$207	\$948	\$75,405	4%
Florida - Whole State	\$145	\$225	\$375	\$82,125	4%
Cape Coral-Fort Myers	\$205	\$244	\$280	\$88,878	5%
Crestview-Fort Walton Beach-Destin	\$190	\$200	\$205	\$73,000	5%
Deltona-Daytona Beach-Ormond Beach	\$210	\$245	\$276	\$89,243	6%
Gainesville	\$175	\$195	\$217	\$71,175	0%
Jacksonville	\$195	\$217	\$247	\$79,205	4%
Lakeland-Winter Haven	\$145	\$235	\$260	\$85,775	5%
Miami-Fort Lauderdale-Pompano Beach	\$212	\$256	\$325	\$93,440	4%
Naples-Marco Island	\$241	\$250	\$297	\$91,250	5%
North Port-Bradenton-Sarasota	\$195	\$245	\$375	\$89,425	4%
Ocala	\$210	\$220	\$225	\$80,300	N/A
Orlando-Kissimmee-Sanford	\$212	\$228	\$297	\$83,038	5%
Palm Bay-Melbourne-Titusville	\$209	\$240	\$302	\$87,600	5%
Palm Coast	\$225	\$230	\$235	\$83,950	6%
Panama City-Lynn Haven-Panama City Beach	\$200	\$203	\$220	\$74,095	3%
Pensacola-Ferry Pass-Brent	\$180	\$203	\$239	\$73,913	4%
Port St. Lucie	\$145	\$214	\$272	\$77,928	4%
Punta Gorda	\$217	\$235	\$305	\$85,775	-1%
Sebastian-Vero Beach	\$220	\$226	\$274	\$82,388	N/A
Tallahassee	\$190	\$198	\$205	\$72,270	6%
Tampa-St. Petersburg-Clearwater	\$183	\$240	\$293	\$87,600	5%
Florida - Rest of State	\$170	\$210	\$242	\$76,650	5%

Florida

Nursing Home Daily Rates (Private Room)

Region	Minimum	Rate Range Median	Maximum	Median Annual Rate ¹	Five-Year Annual Growth ²
USA	\$100	\$230	\$948	\$83,950	4%
Florida - Whole State	\$170	\$250	\$421	\$91,250	5%
Cape Coral-Fort Myers	\$220	\$264	\$359	\$96,360	6%
Crestview-Fort Walton Beach-Destin	\$200	\$211	\$215	\$77,015	4%
Deltona-Daytona Beach-Ormond Beach	\$220	\$274	\$400	\$100,010	8%
Gainesville	\$205	\$240	\$250	\$87,600	-1%
Jacksonville	\$210	\$227	\$295	\$82,855	4%
Lakeland-Winter Haven	\$200	\$245	\$290	\$89,425	5%
Miami-Fort Lauderdale-Pompano Beach	\$240	\$318	\$391	\$116,216	6%
Naples-Marco Island	\$252	\$304	\$421	\$110,934	3%
North Port-Bradenton-Sarasota	\$205	\$275	\$385	\$100,375	4%
Ocala	\$225	\$240	\$275	\$87,600	N/A
Orlando-Kissimmee-Sanford	\$225	\$255	\$348	\$93,075	5%
Palm Bay-Melbourne-Titusville	\$226	\$259	\$320	\$94,535	5%
Palm Coast	\$255	\$258	\$260	\$93,988	6%
Panama City-Lynn Haven-Panama City Beach	\$216	\$220	\$300	\$80,300	5%
Pensacola-Ferry Pass-Brent	\$205	\$220	\$255	\$80,300	3%
Port St. Lucie	\$170	\$226	\$294	\$82,490	4%
Punta Gorda	\$235	\$250	\$345	\$91,250	-3%
Sebastian-Vero Beach	\$235	\$239	\$375	\$87,235	N/A
Tallahassee	\$200	\$215	\$230	\$78,475	6%
Tampa-St. Petersburg-Clearwater	\$193	\$255	\$347	\$93,075	4%
Florida - Rest of State	\$180	\$220	\$260	\$80,300	3%

Data Table End Notes

¹Median Annual Rates* are calculated based on the following:

Homemaker Services - hourly rate multiplied by 44 hours per week, multiplied by 52 weeks

Home Health Aide Services - hourly rate multiplied by 44 hours per week, multiplied by 52 weeks

Adult Day Health Care - daily rate multiplied by 5 days per week, multiplied by 52 weeks

Assisted Living Facility - monthly rate multiplied by 12 months

Nursing Home - daily rate multiplied by 365 days

²Represents the compound annual growth rate based on Genworth Cost of Care Survey data from 2008 to 2013

*Hourly, daily and monthly rates are rounded to the nearest whole dollar.

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