

## The JABA Study Fact Sheet

This document presents highlights of the 2007 JABA Study. Highlights from the full report will be available on the JABA Web site, [www.jabacares.org](http://www.jabacares.org).

### Study Methodology:

- Overall study was designed and conducted by the Southeastern Institute of Research, Inc., a 42-year-old Richmond-based marketing research firm that has conducted over 12,000 studies.
- Random telephone calling (RDD) conducted between January 25 to February 3, 2007, with households in Charlottesville, Albemarle, Fluvanna, Greene, Louisa, and Nelson counties.
- 21-minute average telephone survey.
- Quotas imposed for age to ensure large segments of respondents, ages 50-64 and 65+, were included.
- Data are weighted by age to the regional population.
- 1,200 interviews were conducted. The margin of error is +/- 3.0 percentage points.
- A "sister" online poll was conducted as part of this overall study. This document just outlines key findings of the telephone survey.

### JABA-Specific Highlights from the Telephone Study:

**Awareness of JABA among residents of the Charlottesville region is high.** Two in five (41%) mentioned JABA *unaided* when asked about "local organizations in the Charlottesville region that provide information and services to help people care for themselves or family members when it comes to aging issues and services for the elderly." When combined with aided awareness (77%), four in five (83%) are aware of JABA by unaided or aided recall.

**Familiarity with JABA among residents of the Charlottesville region is in line with other area organizations.** One in three (33%) rated their familiarity with JABA a "4" or "5" on a scale of "1" to "5" where "1" is "not at all familiar" and "5" is "very familiar." This is comparable to familiarity with organizations such as Region Ten, Thomas Jefferson Health Department, and United Way.

**Familiarity with JABA drives propensity to turn to an Area Agency on Aging for help.** Respondents familiar with JABA were more likely to say they would turn to an Area Agency on Aging if they need "information or assistance with aging-related issues," while respondents not familiar with JABA were more likely to say they would turn to a family member for help.

**Half of those aware of JABA would consider JABA's aging services for themselves or another person.** Half of all respondents (46%) who are aware of JABA rated their likelihood of using JABA a "4" or "5" on a scale of "1" to "5" where "1" is "not at all likely" and "5" is "very likely," with three in ten (28%) saying they would be "very likely." This level of consideration remains relatively constant across age and income categories; however, females, those with a relative receiving care, and 50-64 year olds were slightly more likely to say they would consider using JABA's services.

**Those familiar with JABA are twice as likely to say they would use JABA.** Of those who rated their familiarity with JABA a “4” or “5” (on a scale of “1” to “5” where “1” is “not at all familiar” and “5” is “very familiar”), half (52%) say they would be likely to use JABA, rating it a “4” or “5” on a scale of “1” to “5” where “1” is “not at all likely” and “5” is “very likely.”

**Residents have a positive image of JABA.** When asked, unaided, about their general image of JABA, one in four respondents (25%) said something about JABA’s “good image” or that “they do good work.” A large number of residents responded in numerous ways that JABA “helps” seniors or senior citizens with services or care, or has helped them or someone they know.

**Residents are aware of JABA through mass media.** Nearly one in three respondents (31%) said they had heard of JABA through ads or stories in newspapers or on television. Word of mouth, knowing someone who volunteers with JABA, and radio/internet round out the top five information sources.

**JABA is well respected in the community.** Four in five respondents (81%) said the statement “JABA is a well-respected organization in this community” describes JABA. They agreed with a “4” or “5” on a scale of “1” to “5” where “1” is “does not accurately describe” and “5” is “very accurately describes” that the statement describes JABA.

**JABA serves seniors of all types.** Three in four respondents (75%) said the statement “JABA serves all seniors regardless of income” describes JABA. They agreed with a “4” or “5” on a scale of “1” to “5” where “1” is “does not accurately describe” and “5” is “very accurately describes” that the statement describes JABA.

**A preliminary assessment on the market’s openness to an aging-related publication or a service coordinating information and care is positive.** Four in five respondents (79%) said the community would benefit from “a publication that is directed toward aging related issues.” Additionally, two in five (44%) overall and nearly half (47%) of respondents over age 50 said that they would “be willing to pay for a service that coordinated information and care for you or an older family member.” The feasibility of such products and services would, however, require further investigation.

### **Other Telephone Study Highlights:**

**Caring for an aging relative is a relevant issue for almost a quarter of the adults living in the Charlottesville region.** One in five (22%) of all residents report having a parent, stepparent, or older relative that they or someone else provides care for. Caring for an aging relative is especially relevant for Charlottesville region Baby Boomers (born 1946-64) where over a quarter (28%) have a parent, stepparent, or older relative that they or someone else is caring for or helping provide care for. One in seven (14%) of this group say the aging relative lives with them.

**For the most part, people in the region believe the quality of life for seniors is lower than it is for all adults. Seniors feel otherwise.** Charlottesville area residents rate the overall quality of life in the Charlottesville Region very high. 74% of residents give the overall quality of life (“*the general well-being of residents taking into consideration such things as the quality of education available, employment opportunities, the economy, personal safety . . .*”) a “4” or “5” on a scale of “1” to “5” where “1” is “poor” and “5” is “excellent.” This high quality of life rating compares very favorably with other larger urban markets in the Southeast such as Richmond, Charlotte, Nashville, and Jacksonville.

When it comes to everyone’s perception of the quality of life the region offers to seniors, only 60% of the adult population rate the overall quality of life high for people age 65 or older – 60% of all adults give a “4” or “5” on a scale of “1” to “5” where “1” is “poor” and “5” is “excellent.” This significant fall off from 74% to 60% rating of seniors’ quality of life is based on perception, not reality. The reality is that 69% of the region’s senior residents, people 65 years old or older, actually rate the quality of life for their age group a “4” or “5,” which is much closer to the overall population quality of life rating of 74%. Perceptions of a higher quality of life for older adults increase with age.

**When it comes to information or assistance with aging-related issues, area residents say they turn to their families for help.** When asked where they would turn for help if they need information or assistance with aging-related issues, one in five (19%) residents of all ages said “family,” followed by 14% who said an area agency on aging and 12% who said a physician. When it comes to organizations that provide aging-related information and services, many area institutions have a relatively high level of awareness.

**For the most part, seniors and people who care for seniors see the same major challenges when it comes to dealing with age-related basic needs or “visible logistics.”** “Obtaining healthcare & keeping up with prescriptions” (58% rate “5-significant issue” and “4”) and “maintaining independence” (56% rate “5-significant issue” and “4”) topped the list of concerns of respondents age 65 and older. These are also the same top challenges caregivers see facing family members and friends who are trying to help take care of people 65 years old or older living in the Charlottesville region.

**Seniors may not be getting exactly what they want when it comes to where they are living.** Forty-nine percent (49%) of the people who say their parents, stepparents, or older relatives need care report that their relative in need of care lives independently. The balance, however, live in nursing homes/assisted living facilities (24%) and live with the respondent or family member (24%). The fact that more seniors in need of care do not live in their own homes is counter to what people report they want. According to the 2007 *Ecumen “Age Wave” Study*, 89% of the adult population, even those with a debilitating illness, wants to live at home.

**There are some areas, however, where seniors and caregivers may not be in sync - such as in the area of invisible “social” needs.** While seniors (*people age 65 and older*) and caregivers (*members and friends who are trying to help take care of people 65 years older*) see the same top challenges, caregivers are not as sensitive to the importance seniors place on keeping spiritually engaged (55% seniors rate top 2 boxes as challenges vs. 33% of caregivers) and socially engaged (48% vs. 33%).

**Only half of all residents under age 65 say they personally feel prepared to navigate the challenges of aging.** Only 53% of residents of all ages rated their own “aging preparedness” (how well-prepared they feel to navigate the challenges of aging - a “4” or “5” on a scale of “1” to “5” where “1” is “not at all prepared” and “5” is “very prepared”). The older you get, however, the more prepared people seem to feel when it comes to facing age-related challenges: 18-49 year olds - 45% feel prepared (top two boxes); 50-64 year olds - 56% feel prepared; and 65 plus year olds - 82% feel prepared. Feeling prepared for the age-related challenges appears to increase with age.

**Residents believe it is extremely important to continue future planning efforts to help make the Charlottesville region a national model on how a region serves its aging population.** Three out of four (75%) residents feel it is important to continue future planning efforts to help make the Charlottesville region a national model on how a region serves its aging population - 75% gave this issue as a “4” or “5” on a scale of “1” to “5” where “1” is “not at all important” and “5” is “very important.” In fact, half (49%) said it was very important (“5” rating).

**Currently, 5% of the residents in the Charlottesville region say “retirement” originally brought them to the area.** Today, 57% say they would encourage (rate “5” very likely and “4”) their own aging relative or friend to move to the Charlottesville region.

### **About the Southeastern Institute of Research:**

The Southeastern Institute of Research, Inc. (SIR), a full-service marketing research firm, conducted the JABA Study. SIR is a 42-year-old full-service marketing research company that has conducted over 12,000 marketing research studies. SIR, through its Boomer Project ([www.boomerproject.com](http://www.boomerproject.com)), regularly conducts studies on age-related issues and how America is preparing for the coming Age Wave.

### **For More Information on the 2007 JABA Study:**

Highlights from the full report will be available on the JABA Web site, [www.jabacares.org](http://www.jabacares.org).