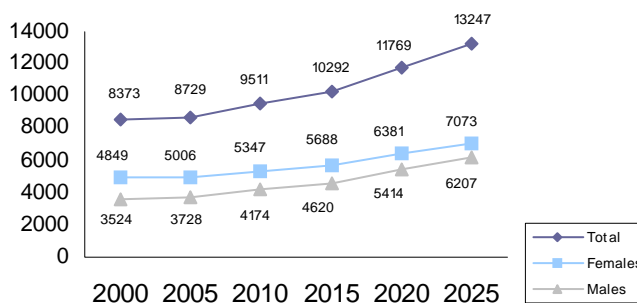


Successful Aging in Johnson County: A Market Analysis

Prepared by the
Johnson County Consortium on Successful Aging
June, 2005

Johnson County is home for slightly more than 8,300 persons who are over the age of 65. Among Iowa's 99 counties, the county ranks eighth in the size of the older population, and second in the growth rate among older residents. In the next 10 to 15 years, the aging population will become even more visible. The population is projected to grow by more than 50% and as many as 12,000 older adults may be living in Johnson County by 2020.

Population Projections 65+: 2000-2025



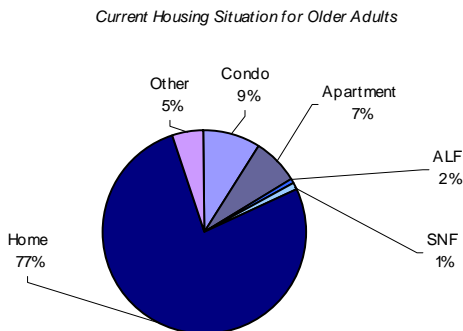
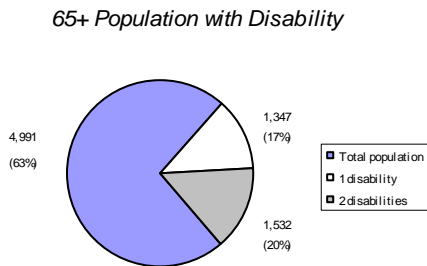
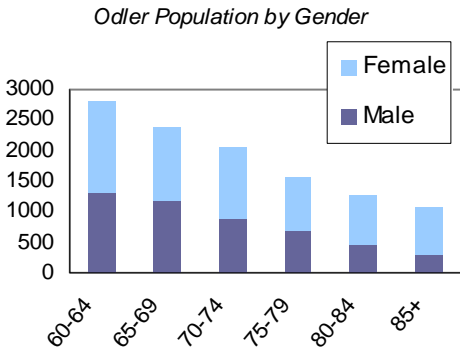
The Johnson County Consortium on Successful Aging recognizes that local community efforts are critical to the well-being of older residents. Communities help provide health and supportive services, accessible and affordable housing options, opportunities to age successfully, and accessible transportation services.

The Consortium conducted a formal market analysis of the opportunities to age successfully in Johnson County. The objectives of this analysis were to compile information that will help prepare program administrators, service providers, and policy makers to meet the challenges and opportunities presented by the aging population, and to identify specific issues that warrant further attention.

The Consortium conducted a detailed demographic portrait of older adults; compiled an inventory of the programs, services and policies that target older adults; determined how well the needs and preferences of older adults were being met; and proposed four recommendations that will make Johnson County an even friendlier place for older adults.

Who is the typical older adult living in Johnson County?

City	Pop. 55 to 64	Pop. 65 +
Coralville	769	836
Hills	55	110
Iowa City	3247	4375
Lone Tree	84	155
N Liberty	193	218
Oxford	72	82
Shueyville	17	20
Solon	78	210
Swisher	77	66
Tiffin	53	65
Univ Hts	81	124



It is hard to describe the typical older person who lives in Johnson County. There is a mix of married couples, widows and widowers, and persons who have never been married. Women outnumber men, but this does not become apparent until after the age of 80. Older adults are well-educated, but some seniors have not gone beyond a high school education. While the poverty rate in Johnson County is below average, some older adults are challenged to meet the costs of healthcare. Many more are concerned that they do not have sufficient resources to afford potential long-term care costs. One out of five older adults, especially men, continues to work. As many as two out of every five, especially women, serve as volunteers. Most older adults live in their own homes and want to stay there as long as possible, but there are others who live in apartments or residential facilities and are challenged to make their monthly payments. Some persons have been here most of their lives, while others have identified Johnson County as a retirement destination to which they recently have relocated. Most seniors are in good health but 1 out of every 5 persons has some trouble with two or more daily activities like getting dressed or taking a bath. In short, there are more than 8,300 individuals in Johnson County who happen to be over the age of 65.

What makes Johnson County such a friendly place for seniors?

The market supply of programs, services, and policies pertaining to older adults suggested that Johnson County stands apart as a great place for seniors. One of the most notable features is the availability of healthcare services and providers. There are few reasons to think that older persons cannot receive health care when needed, cannot remain at home as long as possible and cannot successfully navigate the challenges presented by age-related changes in health status. The housing supply in Johnson County also appears to be well-suited for the majority of older adults, and may help many older adults to age-in-place. Johnson County offers ample opportunity for older adults to engage in a number of different activities, and they have little trouble traveling to and fro. Such breadth and depth of opportunities for older adults to age successfully adds significantly to the notion that Johnson County is indeed a friendly place for older adults.

*Market supply of programs and services
pertaining to aging successfully in Johnson County*

Health Services	Inpatient Hospitals Outpatient Clinics Allied Health Services Home and Community Based Care
Housing	Single Family Homes Apartments Continuing Care Retirement Community Subsidized Housing Assisted Living Facility Nursing Facilities
Successful Aging	Leisure Opportunities Health Promotion Opportunities Employment Opportunities Educational Opportunities Volunteer Opportunities Faith-Based Organizations Supportive Services
Transportation and Mobility	Independent Driving Assisted Driving Driver Education programs Para Transit Public Transit

What can be done to make Johnson County an even friendlier place?

Executive Summary

The Consortium on Successful Aging resolved that the larger community must work together to make Johnson County an even friendlier place for seniors, and the Consortium would like to make the following four recommendations:

1. Request the Johnson County Board of Supervisors, the cities, and the Chamber of Commerce and private organizations to:
 - a) Adopt resolutions to be a senior-friendly community.
 - b) Ask their departments/committees to recommend ways their entity could be more senior-friendly.
 - c) Appoint representatives of all generations to their boards and committees.

2. Use the four follow-up studies (Health and Supportive Services, Transportation, Housing, Successful Aging) being completed by the Consortium to
 - a) Define specific needs of seniors in Johnson County.
 - b) Identify best practices and viable responses.
 - c) Obtain the support that will allow stakeholders to address the needs.

3. Create a high-quality independent, current and comprehensive repository of programs/services/ polices that pertain to older adults in Johnson County.

4. Recruit, through a collaborative effort, a professional staff person (i.e. aging specialist) to implement the recommendations just presented.

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