

1. Hoengseong-gun Survey on the Living Conditions of the Elderly (2026)

■ The results of the age-friendliness survey by Hoengseong-gun's 8 domains are as follows.

- Among the 8 domains, Social Participation (Rank 1, 3.66) and Civic Participation and Employment (Rank 2, 3.61) had highest scores.
- The low-scoring domains were Outdoor Spaces and Buildings (Rank 8, 2.78) and Communication and Information (Rank 7, 3.17).
- The overall average was 3.33, indicating a somewhat positive perception across the 8 domains overall.

<Table 1> Hoengseong-gun Age-Friendliness Survey Results (Average)

No.	Domain	Average (out of 5)	Rank
1	Outdoor Spaces and Buildings	2.78	8
2	Transportation	3.16	6
3	Housing	3.44	4
4	Social Participation	3.38	5
5	Respect and Social Inclusion	3.66	1
6	Civic Participation and Employment	3.61	2
7	Communication and Information	3.27	3
8	Community Support and Health Services	3.17	7
Total	Average of 8 Domains	3.33	

2. Key Findings and Implications

■ Survey Results

- Hoengseong-gun's overall level of age-friendliness is somewhat positive (average 3.33), with relatively high satisfaction particularly in "Social Participation" (3.66) and "Civic Participation and Employment" (3.61).
 - A positive self-perception of mental health prevails, with 49.4% of seniors reporting they feel "happy," and this is reflected in participation in active leisure pursuits such as sports (47.7%).
- Despite strong willingness for social activity, satisfaction with physical infrastructure such as Outdoor Spaces and Buildings (2.78) is relatively low, indicating a need to expand walking paths and resting facilities (19.2%) to support seniors' activity levels.
- Intent to continue residing in Hoengseong-gun is very high at 92.9%, and there is a strong desire for "Aging in Place" (62.6%) — wishing to remain in their familiar homes even if mobility becomes difficult.
 - While the current family-centered care structure (51.7%) should be maintained, there is a need to build a system that supports independent elder living by strengthening home-visit care (52.4%) and home-visit nursing services, which seniors prefer.
- Satisfaction with private clinics/hospitals is high for medical services, but expanded public health support is also needed for preventive health checkups (37.2%) and for specific specialties with lower accessibility, such as ENT and ophthalmology.
- Economic participation rates are high, and the intention to continue working reaches 95.8% — indicating a notably strong willingness among seniors to contribute productively to society compared to other localities.
 - While seniors are mainly engaged in government-supported jobs and agriculture, there is a need to identify "senior-friendly job" models — such as part-time work (38.8%) or roles requiring no special expertise — that account for physical changes such as declining stamina.

- Reliance on personal referrals for finding employment (41.5%) is high, so there is a need to strengthen the credibility of job information provision (24.8%) and matching systems through public institutions.
- A significant proportion of respondents cited "I am too young" as the reason for not using senior centers or welfare centers, suggesting that existing senior welfare facilities need to shift from spaces of "protection" toward spaces for "self-development."
 - Diversifying programs to meet the needs of the "Young-Old" generation — such as culture and arts (31.2%) and practical education — is expected to improve facility utilization rates.
- Internet (30.7%) was the most common channel for obtaining information, confirming a degree of digital readiness; therefore, it is necessary to expand IT education experience (31.6%) and distribute senior-friendly devices and content to strengthen digital communication channels.

3. Delphi Survey and Focus Group Interviews (FGI)

- Keywords such as health, safety, participation, happiness, and coexistence were the primary concepts identified in defining an "age-friendly city."

■ Communication and Information

- The need to expand the audible range of disaster-safety village broadcasts and to concurrently use digital means such as smartphones and AI robots was emphasized; a demand-survey-based individualized delivery system for customized county administration public relations and strengthened effectiveness of the Council of Elders (advisory committee) were called for.
 - Regarding the Council of Elders, opinions included the need to strengthen its effectiveness and bring in diverse talent, alongside a view that reflecting the needs of the general senior population would be more meaningful.
 - Regarding the Civil Complaint Direct-Notification System, opinions called for improved, customized approaches for seniors unfamiliar with electronic devices.

■ Respect and Social Inclusion

- Proposals included improving beneficiary-centered programs such as the health support allowance and longevity celebration gifts, raising the eligible age, and introducing a system where recipients directly choose their benefits; there were also calls to shift the lonely-death prevention program from an event-based approach to a continuous care system.
 - Regarding the longevity celebration gift program, opinions diverged — some called for more diverse items selected based on actual demand, while others felt there were already too many item options.
 - Regarding group homes for seniors living alone, opinions diverged between reassessing the effectiveness of the operating model and, alternatively, continuing to accumulate experience in construction and operation despite some trial and error.
 - Regarding support for healthy families and multicultural families, opinions diverged between expanding support such as Korean language education and viewing current support as already excessive.

■ Social Participation

- Continued budget expansion was called for regarding the new construction of a senior welfare center and renovation of senior centers, along with a need to diversify senior centers' function from simple rest spaces into hubs for senior welfare.
 - Regarding the Small Cinema (Hoengseong Cinema), most opinions were positive about expanding it.
 - Regarding hearing aid donations for low-income seniors, opinions actively called for relaxed eligibility and pricing criteria and improved after-sales service.
 - Regarding the free senior cafeteria and home meal delivery for food-insecure seniors, opinions called for expanding eligibility, improving meal quality, and increasing staffing.
 - Regarding the new senior welfare center, opinions varied — concerns about securing budget, views that it is the most needed welfare facility, and suggestions to re-purpose existing vacant buildings.

■ Civic Participation and Employment

- Emphasis was placed on identifying quality jobs and expanding wages under the senior jobs program, along with a need to strengthen links to retraining so that new-middle-age (semi-senior) career experience can contribute to the community.
 - Regarding farm work cost support for elderly farmers, opinions diverged between viewing current support as sufficient and calling for expansion.
 - Regarding senior jobs and social activity support, most opinions called for individualized support based on physical condition/ability and expanded dedicated staffing.

■ Community Support and Health Services

- Emphasis was placed on expanding dedicated staff for the Hoengseong-type integrated senior care program and encouraging participation from clinics/hospitals, along with converting the emergency safety confirmation service for seniors living alone to smart devices and expanding AI/IoT-based health management programs.
 - Regarding the hospital companion service, opinions diverged between calling for expanded vehicle support and noting that actual usage and satisfaction are low.
 - Regarding customized care services for seniors, opinions called for increasing home-visit days by life-support workers and improving service content.
 - Regarding building a dementia-friendly environment, opinions called for establishing a care system for severe dementia patients and expanding it region-wide.

■ Transportation

- Calls were made to expand the service area of the 100-Won Hope Taxi and introduce a digital reservation system, along with emphasis on pedestrian-centered safety improvements such as sidewalk construction in myeon (township) areas.
 - Regarding the free bus fare program for seniors aged 65+, there was strong positive response along with calls for continued budget assurance.
 - Regarding the rural-type transportation model, opinions called for continued discussion and exploration of a development direction tailored to Hoengseong-gun's characteristics.

■ Outdoor Spaces and Buildings

- Proposals included expanding the healing complex using forest resources and walking trails to more areas, along with a shift from facility-centered development toward program and content development.
 - Regarding the forest trail (hiking path) maintenance project, opinions called for introducing barrier-free and universal design and regular maintenance.
 - Regarding the Hoengseong Majung-gil (welcoming path) development project, opinions called for visible changes such as landmark structures and photo spots, and expansion to additional areas.

■ Housing

- Opinions called for reassessing the effectiveness of the Cheongil-myeon silver housing project, replacing it with senior welfare housing linked to integrated care, and expanding the volume and speeding up administrative processing for the slate-roof removal support project.
 - Regarding silver housing development, opinions diverged between the need to review effectiveness/operating methods and the need to expand to more areas.
 - Regarding the new/renewable energy convergence support project and the living-conditions improvement project for vulnerable areas, opinions called for stronger promotion and expanded support areas.

■ The FGI was conducted with 8 seniors aged 65+ residing and 8 experts.

■ FGI Findings

- Hoengseong-gun seniors cited the pleasant environment as a strength, but identified a lack of indoor rest spaces and mobility difficulties as key problems.
 - This suggests a need for public rest spaces to facilitate interaction among seniors, beyond simply expanding convenience facilities.
- Seniors' mobility is constrained by difficulty driving themselves and insufficient public transportation, narrowing their daily activity range.
- There is significant anxiety about the lack of transportation alternatives after

surrendering a driver's license, and the need for a demand-responsive transportation system was emphasized.

- Participation rates in leisure programs are low due to insufficient promotion and lack of transportation, leading to opinions calling for repurposing senior centers and building multi-purpose leisure facilities.
- Small, scattered facility operations hinder accessibility, indicating strong demand for integrated hub facilities offering multiple functions in one location.
- Along with expanding quality senior jobs, there is a need for customized job policies that leverage the potential of seniors with existing experience and capabilities.
 - In particular, there is a need to leverage the expertise of seniors who have returned to farming/rural life, and to strengthen private-sector partnerships and startup support for the 65-75 "healthy middle-age" bgroup.
- There is a need to strengthen the care system by addressing insufficient mental health support, the separate operation of health and welfare administration, and inadequate local medical infrastructure.
- Emotional issues such as isolation and depression need to be incorporated into the care system, and efforts to improve medical accessibility are needed.