

## Original Research

# Policy demand for K-CCRC as a housing model for integrated care for older adults among baby boomers in the seoul metropolitan area: implications for relocation and settlement support

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## ABSTRACT

South Korea became a "super-aged society" in December 2024, as baby boomers entered the senior population (65+) amid declining birth rates and population aging. In response, the government introduced the Korean-version Continuing Care Retirement Community (K-CCRC) policy in 2020 to encourage baby boomers in metropolitan areas to relocate to non-metropolitan regions, interact with diverse generations, and enjoy a healthy, vibrant retirement. The policy was originally based on a 2011 web-based survey reporting a 66.3% potential rural relocation rate. However, this data is now outdated due to limited geographic scope, exclusion of digitally illiterate older adults, and over a decade of social and economic changes. A new face-to-face interview survey was therefore conducted to assess current relocation intentions, preferred areas, and housing types among metropolitan baby boomers. The results were analyzed using Necessity-Effectiveness Analysis (NEA) and Importance-Performance Analysis (IPA) to identify priority areas for relocation promotion and settlement support. Findings show that respondents were predominantly middle class, with high education levels, monthly incomes of 4–5 million KRW, and average household assets of 835 million KRW—suggesting a need to expand housing support beyond low-income groups. Willingness to participate in the K-CCRC reached 80.6% in the current survey. Direct comparison with the 2011 Fig. of 66.3% should be interpreted with caution given substantial differences in geographic scope, target cohort, survey administration mode, and question framing between the two studies (see Table 1). Preferred destinations were within an hour of the Seoul metropolitan area (76.3%) and near medical facilities (35.7%). Desired housing types included low-rise apartments (34.1%), 66–99m<sup>2</sup> units (33.4%), and mixed ownership-rental complexes (43.8%). Key relocation support needs included financial assistance and regulatory easing to facilitate the sale of existing properties. Settlement support priorities included improved parks, local amenities, safety infrastructure, and access to public services.

## 1. Introduction

South Korea will enter the era of a super-aged society by 2025, accounting for 20 per cent of the total population due to the declining birth rate and the transition of baby boomers (born between 1955 and 1974, about 17.58 million, 34 per cent of the total population in 2022) into the population of those aged 65 years [1]. In addition, the declining birth rate and ageing population are more severe in regions other than overpopulated Seoul and metropolitan area, causing a decline in the regional population and unbalanced national development.

In December 2020, the government announced the age-friendly housing project of "Korean-version Continuing Care Retirement

Community (K-CCRC)" for baby boomers (48.3% of the total population based on 2018 data) residing in metropolitan area. It is a "complex model where baby boomers can relocate to regions away from large cities in metropolitan area, interact with various generations, and live a healthy and active life" [2,3].

The rationale for this policy is based on the results (66.3% of respondents plan or hope to relocate after retirement) of a survey conducted for baby boomers living in metropolitan area in 2011 [4]. However, this is no longer valid for three reasons. First, the survey was conducted over a decade ago and is hardly relevant today. Second, the survey was conducted on a web server, and the method was inappropriate considering the low digital literacy of the older generation.

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According to the digital competence state survey conducted in 2021 by the Ministry of Science and ICT, the digital literacy level of older adults, representing the extent of their ability to use computers, smartphones, and unmanned information devices, was only 58.3 per cent in 2017 and 69.1 per cent in 2021 [5]. Moreover, it has the drawback of being biased towards people familiar with the internet and digital devices, making it difficult to consider as an appropriate research method. This also implies that the possibility that baby boomers with low access to digital devices, including computers, low educational backgrounds, and low incomes, were excluded from the research was high. Finally, the previous survey aimed to ask whether participants were willing to spend their later years in rural areas. However, the current policy focuses on establishing K-CCRC in regions outside the metropolitan area to encourage relocation. Therefore, the results of the previous survey are not suitable for reference.

For these reasons, a face-to-face survey on the perception of K-CCRC among baby boomers in metropolitan areas is necessary. Since the government has not conducted this research in advance, studies on relocation intention, preferred areas, and housing types should precede other research related to K-CCRC.

Therefore, this study addresses three analytically distinct but related dimensions of demand: (a) baseline relocation demand — the extent to which metropolitan baby boomers are willing to leave the Seoul metropolitan area after retirement, independent of any specific housing model; (b) K-CCRC-specific demand — willingness to relocate specifically to a K-CCRC, conditional on understanding the K-CCRC concept and service bundle; and (c) preferred destination and service characteristics — among those willing to relocate to K-CCRC, what location, housing type, and support conditions are preferred. By separating these three dimensions, the study avoids conflating general relocation preferences with demand for a specific policy product. The findings should be understood as preference-based demand data rather than as implementation-ready policy prescriptions: they establish a baseline for hypothesis generation and policy-oriented inquiry and are intended to complement — not replace — more rigorous feasibility assessments, stakeholder consultations, and multi-site validation studies.

## 2. Flow and methodology

This study employed one-on-one individual interviews and Importance-Performance Analysis (IPA) to examine consumer perceptions of the K-CCRC and to identify strategies for enhancing policy demand [6]. IPA is an analytical technique commonly used in the development of corporate image, management strategies, marketing plans, and policies. In this study, IPA was applied to assess the importance, satisfaction, necessity, and effectiveness of the policies, in order to establish priority areas for policy implementation, such as priorities and focused improvements.

The survey was designed in three phases: (1) questionnaire development, (2) field administration, and (3) data analysis. The questionnaire was developed iteratively, drawing on two prior K-CCRC studies [7,8] and the 2011 baseline survey [4]. A draft questionnaire was reviewed by three expert researchers and revised following a pilot test conducted with 20 baby boomer respondents in November 2022. The pilot test confirmed that the K-CCRC concept explanation was comprehensible to respondents and that the Likert scale items produced sufficient variance. Minor wording adjustments were made before finalizing the survey instrument.

The survey was conducted by twenty trained interviewers, deployed across the 11 survey cities. Prior to data collection, all interviewers attended a two-hour briefing session covering: (1) the purpose and context of the study; (2) the verbatim K-CCRC concept explanation to be read to respondents before willingness questions; (3) protocols for respondent eligibility screening; and (4) procedures for recording partial completions and refusals. Interviewers were issued official identification badges and formal cooperation request letters addressed to institutions.

Interviews were conducted between 16 and 23 December 2022 at senior centers, community centers, and district offices. Each interview lasted approximately 25–30 minutes. Interviewers read the K-CCRC concept explanation verbatim and were instructed not to add personal commentary. Field supervisors checked completed questionnaires for internal consistency before submission.

An estimated refusal rate of approximately 15% was recorded across all survey sites. Refusals were most common among individuals who did not meet eligibility criteria (birth year or residential area). No systematic difference in refusal rate was observed across cities. Completed questionnaires with missing data on key outcome variables (less than 2% of all completions) were excluded from analysis.

The study proceeded in three analytical stages. First, the survey was designed and administered as described above. Next, results regarding relocation willingness, preferred regions, space requirements, and post-relocation activities were organized and analyzed. Finally, results related to relocation promotion and settlement support were analyzed using NEA and IPA to derive prioritized policy recommendations.

## 3. Literature review

### 3.1. Policy background: K-CCRC and the super-aged society

Research on Continuing Care Retirement Communities (CCRC) in South Korea began to be published in the 2000s, as the baby boomer generation started to age. This period marked the point when Korea's ageing rate surpassed 7 per cent. In response, the government initiated preparations in 2003 and established the Presidential Committee on Ageing Society and Population Policy in 2005. In June 2006, the First Basic Plan for Low Fertility and Ageing Society (2006–2010) was formulated and announced [19]. At that time, no one could have predicted the rapid decline in birth rates and the surge in ageing rates. The birth rate dramatically dropped from 1.48 in 2000 to 1.30 in 2012, and further plummeted to 0.78 in 2022. The ageing rate is projected to exceed 20 per cent by 2025 [1]. Subsequently, the government announced the Fourth Basic Plan for Low Fertility and Ageing Society (2020–2025), which includes the K-CCRC [2].

The issue is that this trend is becoming increasingly pronounced in all regions, except for the metropolitan area. Similar to Japan, which faced the threat of regional extinction about a decade ago due to low fertility and an ageing population, South Korea is now experiencing the same phenomenon. In response, Japan began promoting the Japanese version of CCRC, the "Lifelong Active Village" (2016–2020), in April 2016 [9]. The concept of the Japanese CCRC was first discussed in 2014 [10], and the second phase of the Lifelong Active Village (2021–2025) is currently being implemented (Fig. 1).

The Korean government, drawing on Japan's policies, introduced the K-CCRC [2]. However, when this policy was announced, there was a notable lack of concrete supporting data, apart from the 2011 survey previously mentioned.

The purpose of the previous survey was to analyse the intentions and reasons for rural relocation after retirement among urban-dwelling baby boomers, identify policy demand, and derive implications. The survey participants consisted of baby boomers born between 1955 and 1963, residing in large metropolitan cities within regional economic zones, specifically in Seoul, Busan, Daegu, Gwangju, and Daejeon. The main topics of the survey included preferred residential areas, intentions and reasons for rural relocation, locational preferences, demands for post-relocation activities, and policy requirements for facilitating rural relocation and settlement.

This survey, designed in alignment with the objectives of the K-CCRC policy, differs significantly from the previous survey in terms of its purpose, target population, geographic scope, methodology, and questionnaire structure. For example, while the previous survey focused on five major metropolitan cities in South Korea, the current survey includes 10 metropolitan cities within the Seoul metropolitan area.

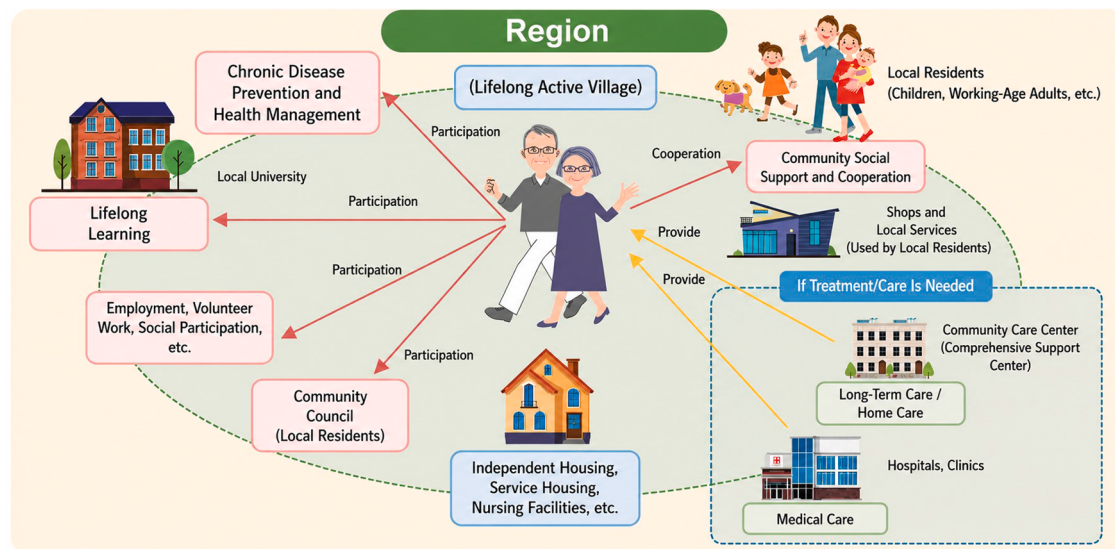


Fig. 1. Conceptual Diagram of the Lifelong Active Village (J-CCRC) [2].

Additionally, the previous survey was conducted via an online questionnaire, whereas the current survey employs one-on-one individual interviews. The key topics of the previous survey included intentions and motivations for rural relocation, as well as policy needs for facilitating rural relocation and settlement. In contrast, the current survey primarily addresses intentions and reasons for relocating to regionally appropriate, age-friendly residential areas, as well as policies to promote relocation and support settlement.

There are two key prior studies related to K-CCRC. The first is an academic paper that theoretically proposes the basic concepts and direction of K-CCRC [7], while the second is a research report that analyses the policies of K-CCRC (including its objectives, target populations, and suitable regions), examines case studies of Japan's Lifelong Active Village, and explores healthcare service provision models [8]. The design of this survey was informed by both of these prior studies, as well as the previous survey.

### 3.2. Defining K-CCRC: conceptual scope and survey operationalization

For the purposes of this study, K-CCRC is defined as a government-designated residential community located outside the Seoul metropolitan area that integrates independent housing, shared living facilities, intergenerational interaction spaces, leisure and cultural amenities, and tiered welfare and medical services — designed specifically to attract metropolitan baby boomers to relocate after retirement. This definition draws directly from the Fourth Basic Plan for Low Fertility and Ageing Society [2] and the K-CCRC planning framework developed by Kim et al [8].

It is important to distinguish K-CCRC from three related but distinct concepts: (a) conventional senior housing, which does not require relocation or intergenerational integration; (b) rural retirement migration, which is voluntary, unstructured, and not tied to a specific service bundle; and (c) long-term care facilities, which are institution-based and designed for high-dependency older adults. K-CCRC is positioned between independent ageing-in-place and institutional care: it is a structured, community-based housing model for active, relatively healthy baby boomers who choose to relocate.

Before responding to willingness-to-relocate questions in the survey, all respondents were provided with the following standardized explanation by the interviewer: "K-CCRC is a residential community to be built outside the Seoul metropolitan area, where baby boomers can relocate after retirement, interact with people of various generations, and enjoy a healthy and active life. These communities will include

housing, shared living facilities, leisure amenities, and welfare and medical services." This explanation was read verbatim from the questionnaire script. Interviewers were instructed not to add personal commentary beyond this standardized text.

### 3.3. Theoretical framework: relocation intention in later life

The decision to relocate in later life is shaped by push factors (dissatisfaction with the current residential environment), pull factors (perceived advantages of a destination), and enabling or constraining conditions such as health, income, social ties, and the policy environment [11,12]. Retirement migration has been conceptualized as a lifestyle-driven transition among relatively healthy, resource-endowed older adults — closely matching the target population of K-CCRC [13].

The tension between ageing-in-place — the preference of most older adults to remain in familiar residential environments [14] — and relocation-based models such as CCRC represents a central challenge for retirement housing policy. CCRC demand internationally has been found to be strongest among higher-income, better-educated cohorts [15,16], a pattern that aligns with the predominantly middle-class sample in the present study.

In the Korean context, older adults's intention to relocate to rural areas is further shaped by strong place attachment to the Seoul metropolitan area, preferences for accessibility to healthcare facilities, and the structural dependence of older Koreans on real estate assets as their primary source of retirement wealth, and the generally inferior conditions of rural regions compared to the metropolitan area, with the exception of the natural environment. These factors create specific barriers that hinder metropolitan-to-rural relocation.

### 3.4. IPA and NEA as policy demand assessment tools

Importance-Performance Analysis (IPA), introduced by Martilla and James [6], is widely used in service marketing and public policy to identify priority areas for improvement by mapping stated importance against current satisfaction. Necessity-Effectiveness Analysis (NEA) extends this logic to assess the perceived necessity and expected effectiveness of proposed policy interventions, making it useful for pre-implementation demand assessment where no performance baseline yet exists [7].

Both tools are heuristic in nature: they structure and visualize preference data rather than establish causal relationships between policy inputs and outcomes. Quadrant placement is sensitive to the choice of

cut-off values (here, scale averages), and items near the boundary are susceptible to reclassification with small shifts in mean scores. The value of NEA and IPA in the present study is to provide a systematic overview of respondents' policy priorities — not to generate precise implementation prescriptions.

## Survey Outline

Based on the definition of K-CCRC mentioned earlier, the survey targets baby boomers born between 1955 and 1974 (early period: 1955–1964, late period: 1965–1974) living in large cities within the Seoul metropolitan area [8].

The survey areas include Seoul and 10 other cities: Incheon, Goyang, Bucheon, Gwangmyeong, Gwacheon, Anyang, Guri, Seongnam, Suwon, and Gwangju. The metropolitan area has a radius of approximately 70 km from Seoul; however, in practice, large cities are concentrated within a 35 km radius (Fig. 2). According to the Urban Development Act, large cities are defined as those with a population exceeding 500,000 [18]. The cities that meet these criteria include Incheon, Goyang, Bucheon, Anyang, Seongnam, Suwon, and Gwangju. However, Gwangmyeong, Gwacheon, and Guri, which are adjacent to Seoul, are administratively separate but are considered part of Seoul's metropolitan area due to their integrated social, cultural, and economic activities. As such, they were also included in the survey regions.

The sample size was set at 1,000, with 500 participants selected from Seoul (approximately 10 million people) and 500 from the surrounding metropolitan area (approximately 20 million people) (Table 2). The equal allocation of 50 participants per non-Seoul city was a deliberate design choice: the purpose of this survey was not to compare cities or produce city-level estimates, but rather to obtain an exploratory picture of metropolitan baby boomers' relocation preferences across the full range of city types within the Seoul metropolitan region. Equal allocation ensures that smaller cities are not statistically invisible in the analysis. We acknowledge that this design does not produce a probability-representative sample of all metropolitan baby boomers; findings should be interpreted as indicative stated preferences within this purposively sampled cohort rather than as statistically generalizable population estimates. No post-hoc population weighting was applied.

The survey was conducted between December 16 and 23, 2022, at senior centers, community centers, and district offices where older adults frequently gather. To ensure credibility and reliability, official letters were sent in advance to each institution requesting cooperation and securing survey locations. Individual interviews were then conducted by interviewers wearing official identification badges.

The survey items were categorized into seven groups to align with the research objectives [8], as follows: (1) 'respondent selection' based on the survey target; (2) 'respondent characteristics,' including housing type, living arrangement, family size, education level, occupation, income, and asset size; (3) 'preferred residential area after retirement'; (4) 'willingness to relocate to a senior-friendly residential community'; (5) 'preferred relocation area and characteristics of the residential space,' including location, transportation, and environment; (6) 'support policies for promoting relocation to and settlement in senior-friendly residential communities'; and (7) 'Willingness to engage in social and economic activities after relocation,' including job-seeking, economic activities, and community involvement.

## Survey design

After classifying the survey items according to the research objectives, questions were developed for each topic, and respondents were asked to select answers from multiple-choice options (Table 3). However, the questions in Topic 6, which focused on policies for promoting relocation and settlement in senior-friendly housing, were designed using a 5-point Likert scale for the NEA and IPA.

To screen respondents based on the predefined 'respondent

selection' criteria, the survey included questions about participants' year of birth, residential area, and gender. If any of the required conditions were not met, the survey was terminated.

The 'respondent characteristics' section gathered data on the participants' current living situation (e.g., single-family home or apartment, owned or rented), level of education, occupation, income, and asset size. These questions aimed to gather information about respondents' social status, educational background, and economic standing.

The 'preferred residential region after retirement' section inquired about participants' preferred living areas post-retirement, their willingness to relocate outside the Seoul metropolitan area, and the reasons behind their preferences. This section was designed to assess participants' initial preferences before introducing the concept of senior-friendly residential communities.

In the 'willingness to relocate to a senior-friendly residential community' section, respondents were asked about their willingness to move to such communities, the reasons for their decisions, and whether they would reconsider if potential relocation barriers were addressed. Prior to these questions, the survey provided descriptions such as: "communities where baby boomers can relocate to areas outside the Seoul metropolitan region, interact with various generations, and enjoy a healthy and active retirement," and "the communities will consist of housing, shared living facilities, and various welfare services, including leisure and medical services." Interviewers also provided detailed explanations before participants responded.

The 'preferred relocation area and characteristics of residential space' section asked about respondents' preferred regions for senior-friendly housing, as well as their preferences for location, housing type, size, and price range. This section aimed to identify optimal locations, housing types, and the appropriate scale and cost for constructing these communities.

The 'support policies for promoting relocation to senior-friendly residential communities and settlement' section presented four items related to relocation promotion and eleven items related to settlement support, all evaluated using a five-point Likert scale. The former assesses the necessity and effectiveness of the policies, while the latter measures their importance and satisfaction. To identify priority policies for relocation promotion, NEA was performed based on the five-point scale ratings, while IPA was applied to determine the priority policies for settlement support using the same evaluation scale.

The final section, 'willingness to engage in social and economic activities after relocation,' focuses on participants' intentions regarding job-seeking and other socioeconomic activities in the event of relocating to a senior-friendly residential community. This section aligns with the objectives of the K-CCRC policy, which seeks to foster a healthy and vibrant retirement through intergenerational interactions within the community. Its aim is to identify the specific areas of employment and socioeconomic activities that participants are interested in pursuing.

## Survey results and analysis

1,000 respondents were selected based on the target population, geographic region, and gender distribution. A conventional margin of error of  $\pm 3.10$  per cent at a 95 per cent confidence level is reported for reference.<sup>1</sup> However, readers should note that this statistic assumes simple random sampling from a defined population. The present survey employed a purposive, structured allocation design and therefore does not meet the assumptions for probability-sample inference. The margin of error Fig. should be understood as an indicative benchmark rather

<sup>1</sup> The margin of error:  $z_0 \times \sqrt{\frac{p(1-p)}{n}}$ ,  $z_0$  at a 95 per cent confidence level 1.96 (standard normalized value),  $p(1-p)$ : the largest value when alternative values of the variance is  $p = 0.5$ ,  $n$ : number of samples.

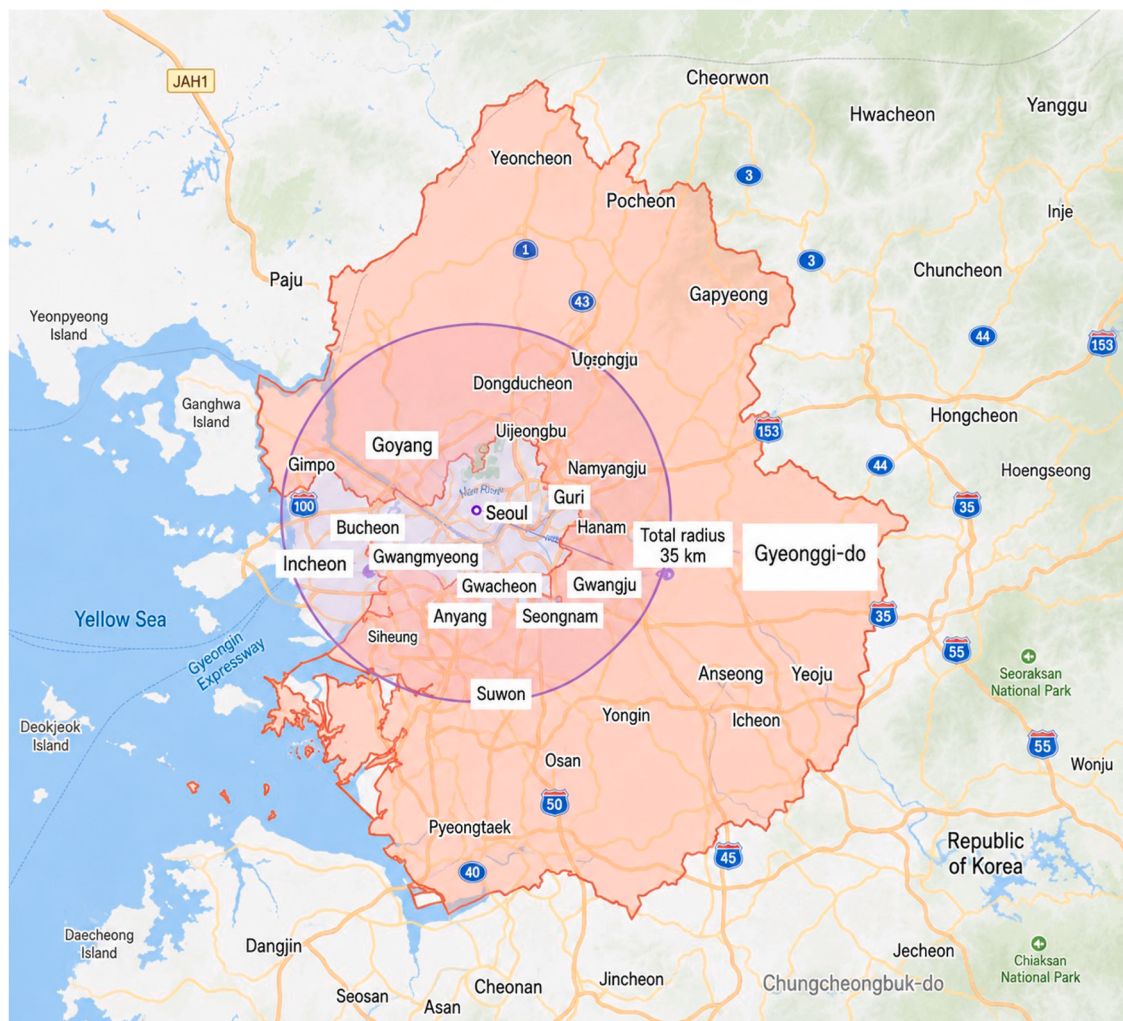


Fig. 2. Survey regions: Seoul, Incheon, Goyang, Bucheon, Gwangmyeong, Gwacheon, Anyang, Guri, Seongnam, Suwon, Gwangju.

than a claim to strict probability-sample precision.

The survey results are presented in three sequential stages corresponding to the three demand dimensions identified in the Introduction. First, baseline relocation willingness is reported — respondents' general intention to leave the metropolitan area after retirement, independent of any specific housing model. Second, K-CCRC-specific willingness is reported — assessed after respondents received the standardized K-CCRC explanation. Third, preferred destination and service characteristics among K-CCRC-willing respondents are presented. This sequential structure ensures that stated preferences for K-CCRC are not conflated with general retirement relocation intentions.

The characteristics of the respondents are as follows: 87.6 per cent resided in apartments, 71.1 per cent were homeowners, and 91.4 per cent lived with their families. Among the respondents, 37.3 per cent were employed in professional and office jobs, while 30.8 per cent were unemployed, including housewives. Regarding monthly income, 16.9 per cent earned between 4 and 5 million won, 15.2 per cent earned between 3 and 4 million won, 14.7 per cent earned between 5 and 6 million won, and 12.6 per cent earned between 2 and 3 million won. The average monthly income of all respondents was 4.98 million won. In terms of education, 72.5 per cent had a university degree or higher. The average asset value was 835 million won, significantly higher than the national average household asset of 547 million won in March 2022 [1].

Over half of the respondents (54.8%) preferred 'large cities in metropolitan areas' as their preferred place of residence after retirement. Regarding the intention to relocate to non-metropolitan areas either

after retirement or in the near future, 62.7 per cent of respondents expressed interest. When combined with those who have specific relocation plans (12.5%), the total percentage rises to 75.2 per cent. The current survey recorded a baseline relocation willingness of 75.2%. This Fig. is nominally higher than the 66.3% reported in the 2011 survey [4]; however, direct trend comparison is methodologically problematic due to substantial differences in geographic scope, target cohort, administration mode, and question framing between the two surveys (see Table 1 and Limitations section). The apparent difference should not be interpreted as a confirmed longitudinal shift in preferences.

Among the 752 respondents who expressed an intention or had plans to relocate, 40.7 per cent cited 'a stable life after retirement' as the primary reason for their decision, 27.3 per cent mentioned 'reduction of living and housing costs,' 23.8 per cent indicated 'returning to their hometown or rural life,' and 8.0 per cent chose 'a lifestyle of spending five days in the city and two days in the countryside.' Regarding the timing of relocation, more than half of the respondents (50.1%) selected 'after age 65,' the age at which senior pensions are received, suggesting that many respondents plan to relocate once they have a stable pension income after retirement.

Among the 248 respondents unwilling to relocate to non-metropolitan regions either after retirement or in the near future, 39.9 per cent cited 'conditions of medical welfare service facilities' as the main reason, 16.5 per cent pointed to 'conditions for finding jobs and employment support,' and 15.3 per cent mentioned 'public transportation accessibility conditions.' The most common response,

**Table 1**  
Comparison with previous survey.

| Div.          | Previous Survey                                                                                                                                                                                                                                                                                                                                                           | Current Survey                                                                                                                                                                                                                                                                                                                                                                                                  |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Objective     | Analysis of Urban-Dwelling Baby Boomers' Intentions and Reasons for Rural Relocation After Retirement, Policy Needs, and the Implications for Policy Development                                                                                                                                                                                                          | Analysis of Baby Boomers in the Seoul Metropolitan Area: Intentions and Reasons for Relocating to Regionally Appropriate and Age-Friendly Residential Areas After Retirement, and Strategies for Promoting Relocation and Supporting Settlement                                                                                                                                                                 |
| Target        | Baby Boomers Aged 1955-1963 Residing in Large Metropolitan Cities within Regional Economic Zones (Extended to include those born between 1952 and 1965)                                                                                                                                                                                                                   | Baby Boomers in the Seoul Metropolitan Area (Born between 1955 and 1974)                                                                                                                                                                                                                                                                                                                                        |
| Area          | Seoul, Busan, Daegu, Gwangju, Daejeon                                                                                                                                                                                                                                                                                                                                     | Seoul, Incheon, Goyang, Bucheon, Gwangmyeong, Gwacheon, Anyang, Guri, Seongnam, Suwon, Gwangju                                                                                                                                                                                                                                                                                                                  |
| Sample Size   | 1,000 participants                                                                                                                                                                                                                                                                                                                                                        | 1,000 participants                                                                                                                                                                                                                                                                                                                                                                                              |
| Period        | May 10, 2011~June 10, 2011                                                                                                                                                                                                                                                                                                                                                | December 16, 2022~December 23, 2022                                                                                                                                                                                                                                                                                                                                                                             |
| Method        | Computer Aided Web Interview                                                                                                                                                                                                                                                                                                                                              | One-on-One Individual Interviews                                                                                                                                                                                                                                                                                                                                                                                |
| Key Questions | ·Preferred Residential Areas<br>·Locational Preferences, Activity Demands After Relocation, etc.<br>·Policy Needs for Rural Relocation and Settlement                                                                                                                                                                                                                     | ·Preferred Residential Regions, Intentions and Reasons for Relocation to Different Regions<br>·Intentions and Reasons for Relocating to Age-Friendly Residential Areas<br>·Preferred Living Spaces and Locational Characteristics<br>·Policies for Promoting Relocation to and Supporting Settlement in Age-Friendly Residential Areas<br>·Intentions for Relocation: 74.9%<br>·None: 25.1%                     |
| Key Findings  | Intentions for Rural Relocation<br>·Relocation Plans: 13.9%<br>·Desire for Relocation: 52.4%<br>·Interest: 26.8%<br>·None: 6.9%<br>Barriers to Relocation<br>·Healthcare and Welfare Conditions: 33.3%<br>·Poor Cultural, Educational, and Sports Activity Conditions: 21.7%<br>Policies to Encourage Settlement<br>·Creation of a New Concept of Rural Settlement Models | Barriers to Relocation<br>·Healthcare and Welfare Service Facilities Conditions: 36.3%<br>·Job Creation and Employment Support Conditions: 15.9%<br>Measures for Promoting Relocation and Supporting Settlement<br>·Relocation Promotion: Support for Relocation Costs and Relaxation of Regulations During Relocation<br>·Settlement: Improvement of Natural Environment and Convenience Facilities Conditions |

\* Direct comparison of percentage findings between the two surveys is not recommended due to differences in geographic scope, target population, administration mode, and question framing.

**Table 2**  
Survey outline.

| Div.        | Content                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Population  | Baby boomers living in Seoul and Metropolitan area (born between 1955~74)<br>Categorization of baby boomers: Early baby boomers born between 1955~64 and late baby boomers born between 1965~74                                                                                                                                                                                                                                                              |
| Region      | Seoul and Metropolitan: Within a 35km radius from the center of Seoul, small- and medium-sized cities connected to Seoul, and large cities with a population of 500,000 or above under the Urban Development Act<br>(Incheon, Goyang, Bucheon, Gwangmyeong, Gwacheon, Anyang, Guri, Seongnam, Suwon, and Gwangju)                                                                                                                                            |
| Sample size | 1,000 participants (identical gender ratio)<br>500 participants from Seoul (250 participants each from early and late baby boomer categories)<br>500 participants from non-Seoul areas (250 participants each from early and late baby boomer categories)                                                                                                                                                                                                    |
| Period      | December 16~23, 2022                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Method      | One-on-one individual survey                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Questions   | 1. Selection of respondents<br>2. Characteristics of respondents<br>3. Preferred regions of residence after retirement<br>4. Willingness to migrate to older-adult-friendly residential areas<br>5. Characteristics of the preferred region of relocation and residential space<br>6. Support policies for relocation and settlement in older-adult-friendly residential area<br>7. Willingness to be socially and economically active after relocation<br>- |

'conditions of medical welfare service facilities,' reflects the inadequate state of medical services in non-metropolitan areas as well as the increasing need for medical facilities due to ageing. When asked whether they would consider relocating if these relocation barriers were improved, 38.7 per cent (96 individuals) of the 248 respondents indicated they would be willing to move.

The following presents the survey results regarding respondents' willingness to relocate to age-friendly housing communities (K-CCRC). Prior to the survey, participants were thoroughly informed about the K-CCRC concept. In response to the question about whether they would be willing to relocate if K-CCRC were developed in non-metropolitan areas, 74.9 per cent (749 respondents) indicated they would be willing to relocate, either after retirement or in the near future. The reasons for this willingness were as follows: 22.6 per cent cited 'a stable life after retirement,' 21.2 per cent mentioned 'various welfare facilities for older adults,' and 18.6 per cent referred to 'safe, age-friendly living areas.' Among those willing to relocate, more than half (55.9%) indicated a preference for relocating 'after age 65, when they begin receiving senior pensions.'

Among the 251 respondents who were unwilling to relocate to K-CCRC, the primary reasons for their decision were as follows: inadequate 'conditions of medical welfare service facilities' (36.3%), 'condition for finding job and employment support' (15.9%), and 'public transportation accessibility conditions' (13.5%). When asked if they would reconsider relocating if these barriers were addressed, 22.7 per cent (approximately 57 respondents) expressed a willingness to relocate. Combining these responses with the 749 respondents who had already expressed a willingness to relocate, the total number of individuals expressing stated willingness to move increases to 806 (80.6%). It is important to note that stated willingness in a survey context may differ substantially from actual relocation behavior under real-world conditions, including financial constraints, family obligations, health considerations, and housing market dynamics. These Fig.s therefore represent a ceiling estimate of potential policy uptake rather than a projection of confirmed demand.

The following presents the survey results regarding preferred

**Table 3**  
Classification of survey topic and summary of the questionnaire.

| Div.                                                                                       | Questionnaire                                                                                                                                                                                                                                                                                                                                                                    |
|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Respondent selection                                                                    | What is your gender? When were you born? Where do you live?                                                                                                                                                                                                                                                                                                                      |
| 2. Respondent characteristics                                                              | What type of housing do you currently live in? What is your occupation?<br>↓ Are you a tenant, or do you own your residence? What is your average monthly income?<br>What is your level of education? What is the value of your assets (real estate+personal property)?                                                                                                          |
| 3. Residential area after retirement                                                       | Where is your preferred area of residence after retirement? Are you willing to migrate to non-metropolitan regions after retirement? ↓ If yes, what is the reason, and if not, what is the reason?                                                                                                                                                                               |
| 4. Willingness to migrate to older-adult-friendly residential areas                        | If an older-adult-friendly residential area is constructed in a non-metropolitan region, are you willing to migrate after retirement? ↓ If yes, what is the reason, and if not, what is the reason?<br>If barriers to relocation are resolved, will you be willing to migrate?                                                                                                   |
| 5. Characteristics of residential areas and preferred area of migration                    | Which region would you prefer if older-adult-friendly residential areas were constructed in non-metropolitan regions? What are the characteristics of the location of the preferred older-adult-friendly residential area, and what is the type of housing? What is the area of the preferred older-adult-friendly residential area, and how much are you willing to pay for it? |
| 6. Support policies for migration and settlement to older-adult-friendly residential areas | What support is required to promote the migration to older-adult-friendly residential areas?<br>(Indicate your score for four criteria on a scale of five points)<br>What support do you think is necessary for settlement after migration to older-adult-friendly residential areas?<br>(Indicate your score for 11 criteria on a scale of five points)                         |
| 7. Willingness to be socially and economically active after migration                      | Are you willing to find a job after migration to an older-adult-friendly residential area? ↓ If yes, in which field do you want to work?<br>Are you willing to be socially and economically active after migration to an older-adult-friendly residential area? ↓ If yes, in which field do you want to be socially and economically active?                                     |

relocation regions and the characteristics of residential areas. Among the 806 respondents expressing a potential willingness to relocate, the most preferred regions were 'regions adjacent to a metropolitan area' (37.8%) and 'regions within one hour of metropolitan access' (38.5%). As for the preferred characteristics of age-friendly housing locations, 'regions with easily accessible medical service facilities' ranked highest (35.7%), followed by 'regions where a living zone is formed' (23.2%) and 'regions where transportation is convenient' (20.8%).

Regarding housing types, 34.1 per cent preferred 'multi-family housing, such as low-rise townhouses,' while 43.8 per cent preferred

'mixed-use condominiums.' Despite the recent trend favoring large-scale apartment complexes, the preference for low-rise multi-family housing suggests a significant interest in mixed-tenure developments, with many respondents expressing positive views toward social mixing.

Concerning housing area, 17.4 per cent preferred '66–99 m<sup>2</sup> for one person,' and 33.4 per cent preferred '66–99 m<sup>2</sup> for two people.' Regarding preferred housing tenure, 46.4 per cent chose ownership, 46.2 per cent chose Jeonse, and 7.3 per cent preferred monthly rent. Among the 806 respondents, 374 who preferred ownership indicated that '7 million won per 3.3 m<sup>2</sup>' was an acceptable price (60.7%). Of the 372 who preferred Jeonse, 60.5 per cent selected '3 million won per 3.3 m<sup>2</sup>,' while 59 respondents (7.3%) who preferred monthly rent most commonly chose '50,000 won per 3.3 m<sup>2</sup>' (71.2%). These findings are consistent with a general preference for right-sizing residential space and managing costs after retirement, though the causal motivations behind these preferences would require further qualitative investigation to confirm.

Finally, the survey results regarding the willingness to engage in social and economic activities after relocation are as follows. Among the 806 respondents who expressed a willingness to relocate, 688 (82.9%) indicated an interest in being socially and economically active, and 606 (75.2%) expressed a willingness to seek employment. Among the 688 respondents interested in social and economic activities, 46.3 per cent selected 'finding a job and work life' and 53.3 per cent chose 'engaging with the local community.' Among the 606 respondents willing to seek employment, 49.5 per cent preferred 'general jobs across various sectors,' while 50.3 per cent preferred 'public sector jobs for older adults.' Women expressed a preference for public-sector employment approximately 20 percentage points higher than men. This pattern is consistent with broader gender differences observed across the subgroup analyses — including women's stronger concern about medical access and daily living infrastructure — though the precise motivations behind this employment preference cannot be confirmed from the survey data alone and should be treated as a hypothesis for future research.

To provide a more nuanced picture of the survey findings, the following tables disaggregate key outcomes by gender, birth cohort (early: 1955–64 vs. late: 1965–74), and residential location (Seoul vs. non-Seoul) (Table 4). Data are drawn from the primary research report [17].

Late baby boomers (1965–74) showed notably higher willingness (77.0%) than early baby boomers (72.8%). Non-Seoul residents expressed higher willingness (78.2%) than Seoul residents (71.6%), consistent with lower average real estate assets among non-Seoul respondents (KRW 524 million vs. KRW 816 million for Seoul).

Women cited medical welfare facilities as the primary barrier more frequently (41.6%) than men (29.8%), while men cited public transport more frequently (17.5% vs. 10.2%) (Table 5).

Female respondents showed substantially stronger preference for capital-adjacent locations (52.0% vs. 35.6% for males), consistent with their stronger concern about medical access and daily living infrastructure (Table 6).

The Seoul vs. non-Seoul asset gap (KRW 292 million in average real estate assets) suggests that relocation financial support policies may need to be calibrated differently for the two groups (Table 7).

Across all 11 settlement support factors, female respondents

**Table 4**  
K-CCRC relocation willingness by subgroup.

| Subgroup         | Category                | Willing (%) | Not Willing (%) |
|------------------|-------------------------|-------------|-----------------|
| Overall          | Total (N = 1,000)       | 74.9        | 25.1            |
| Gender           | Male (n = 500)          | 77.2        | 22.8            |
|                  | Female (n = 500)        | 72.6        | 27.4            |
| Birth cohort     | Early 1955–64 (n = 500) | 72.8        | 27.2            |
|                  | Late 1965–74 (n = 500)  | 77.0        | 23.0            |
| Residential area | Seoul (n = 500)         | 71.6        | 28.4            |
|                  | Non-Seoul (n = 500)     | 78.2        | 21.8            |

**Table 5**

Primary relocation barriers by gender (1st choice, %).

| Barrier                            | Overall (%) | Male (%) | Female (%) |
|------------------------------------|-------------|----------|------------|
| Medical welfare service facilities | 36.3        | 29.8     | 41.6       |
| Job finding and employment support | 15.9        | 18.4     | 13.9       |
| Public transport accessibility     | 13.5        | 17.5     | 10.2       |
| Living convenience facilities      | 10.8        | 9.6      | 11.7       |

**Table 6**

Preferred relocation destination by gender (%).

| Subgroup | Adjacent to Capital (%) | Within 1 hr (%) | Nature/Transport (%) |
|----------|-------------------------|-----------------|----------------------|
| Overall  | 43.8                    | 33.9            | 16.0                 |
| Male     | 35.6                    | 38.6            | 18.4                 |
| Female   | 52.0                    | 29.2            | 13.6                 |

**Table 7**

Average asset values by subgroup (KRW 100 million).

| Subgroup            | Real Estate (avg.) | Financial (avg.) | Total (avg.) |
|---------------------|--------------------|------------------|--------------|
| Overall             | 6.70               | 1.65             | 8.35         |
| Seoul residents     | 8.16               | 1.87             | 10.03        |
| Non-Seoul residents | 5.24               | 1.44             | 6.68         |
| Male                | 7.04               | 1.73             | 8.77         |
| Female              | 6.36               | 1.58             | 7.94         |

consistently rated importance higher than male respondents (Table 8). The gender gap was largest for medical welfare service facilities, security and safety, and accessibility to public institutions.

### 3.5. NEA of support items for promoting relocation

To assess the necessity and effectiveness of the support items for promoting relocation to senior-friendly housing, the following items were evaluated on a five-point scale (Table 9): 'establishment of a relocation promotion and support center,' 'support for relocation costs,' 'relaxation of regulations for the disposal of existing real estate and the purchase of senior-friendly housing,' and 'installation of relocation experience housing.'

The necessity of the support items for relocation promotion was characterized by more than half of the respondents selecting 'necessary,' and the average scores for all items were high, approximately around 4 points on the five-point scale. The average scores were as follows: 4.10 for 'support for relocation costs,' 4.06 for 'relaxation of regulations for the disposal of existing real estate and the purchase of senior-friendly housing,' 3.88 for 'establishment of a relocation-related promotion and support center,' and 3.87 for 'installation of relocation experience housing.' Notably, as shown in the table, the sum of respondents selecting 'necessary' and 'highly necessary' for 'support for relocation costs' and 'relaxation of regulations for the disposal of existing real estate and the purchase of senior-friendly housing' were 82.1 per cent and

**Table 8**

Settlement support importance ratings by gender (5-point avg.).

| Settlement Support Factor            | Overall | Male | Female |
|--------------------------------------|---------|------|--------|
| Medical welfare service facilities   | 4.48    | 4.37 | 4.59   |
| Security and safety conditions       | 4.31    | 4.14 | 4.48   |
| Public transport accessibility       | 4.23    | 4.08 | 4.38   |
| Living convenience facilities        | 4.23    | 4.07 | 4.39   |
| Park and natural environment         | 4.09    | 4.00 | 4.17   |
| Accessibility to public institutions | 4.03    | 3.87 | 4.19   |
| Integrated care service provision    | 3.96    | 3.80 | 4.12   |
| Cultural and sports activities       | 3.87    | 3.75 | 3.98   |
| IT skills for local life             | 3.68    | 3.59 | 3.77   |
| Parking facilities                   | 3.81    | 3.71 | 3.91   |
| Job finding and employment           | 3.53    | 3.45 | 3.61   |

80 per cent, respectively.

The effectiveness of the relocation promotion support items was slightly higher than the necessity assessment for all items. The average scores were as follows: 4.25 for 'support for relocation costs,' 4.11 for 'relaxation of regulations for the disposal of existing real estate and the purchase of senior-friendly housing,' 3.96 for 'installation of relocation experience housing,' and 3.92 for 'establishment of a relocation-related promotion and support center.' Similarly to the necessity evaluation, the sum of respondents who selected 'effective' and 'highly effective' for 'support for relocation costs' and 'relaxation of regulations for the disposal of existing real estate and the purchase of senior-friendly housing' were 83.1 per cent and 81.4 per cent, respectively.

When these results were analysed using a NEA, the priorities section (high necessity, high effectiveness) included 'support for relocation costs' and 'relaxation of regulations for the disposal of existing real estate and the purchase of senior-friendly housing' (Fig. 3). The re-evaluation section (low necessity, low effectiveness) included 'installation of relocation experience housing' and 'establishment of a relocation-related promotion and support center.' However, the two items in this section had scores around 4 points, which is slightly above the average of 3 points on the five-point scale. Therefore, rather than discarding these items, it may be more feasible to consider them for improvement.

It should be noted that NEA is a heuristic prioritization tool. Quadrant placement is sensitive to the choice of cut-off values (here: necessity mean = 3.98; effectiveness mean = 4.06), and small shifts in mean scores can alter which quadrant an item occupies. The two re-evaluation items scored only 0.10–0.14 points below the mean on both dimensions, making their classification sensitive to small measurement variations. NEA results therefore reflect relative priorities within this sample and should be used to structure policy dialogue rather than to determine implementation sequencing with mechanical precision. Because all four items scored above the scale midpoint, no item is categorically unimportant; the "re-evaluation" quadrant in this context indicates comparatively lower priority, not redundancy.

### 3.6. IPA of policies for supporting settlement

To assess the importance and satisfaction of settlement support for senior-friendly residential communities, 11 factors were evaluated on a five-point scale, ranging from 'conditions for finding jobs and employment support' to 'conditions of accessibility to public institutions,' as outlined in the Table 10 and Fig. 4 below, as previously mentioned.

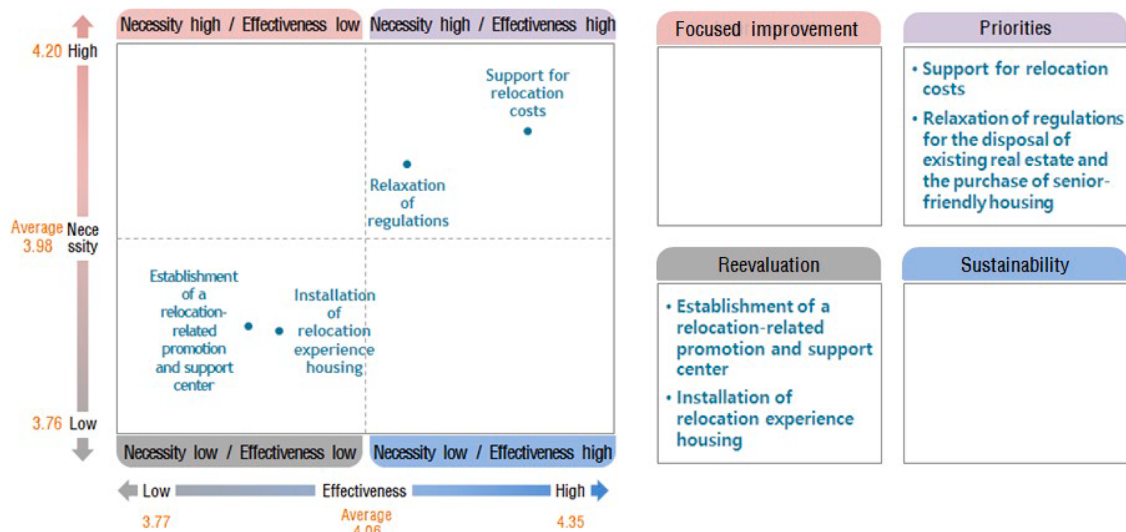
As shown in the table above, when evaluating the importance of each support factor for baby boomers in the metropolitan area who would settle in senior-friendly housing, the 'conditions of medical welfare service facilities' received the highest score of 4.48 on the five-point scale. This suggests that medical facilities are recognized as essential and critical for the elderly. Following this, 'security and safety facilities and system conditions' scored 4.31, 'public transportation accessibility conditions' and 'conditions of living facilities' both scored 4.23, and 'park and natural environment conditions' scored 4.09, in descending order.

Next, the results of the satisfaction evaluation for each support factor, when metropolitan area baby boomers settle in senior-friendly housing, showed that 'park and natural environment conditions' received a satisfaction score of 3.62, 'parking facility conditions' scored 3.48, and 'conditions of accessibility to public institutions' scored 3.38. As indicated in the table, all factors scored slightly above the average of 3 points on the five-point scale, indicating that respondents are generally not very satisfied with the current conditions. Low satisfaction scores for certain factors suggest that the conditions in these areas are poor and require improvement. For example, 'conditions for finding jobs and employment support' scored 3.03, 'conditions for acquiring information technology necessary for local life' scored 3.18, and 'conditions of medical welfare service facilities' scored 3.26, indicating that these areas need attention and improvement.

When these results are analyzed using IPA (Importance-Performance

**Table 9**5-point scale evaluation of the necessity and effectiveness of support items for promoting relocation ( $N = 1000$ , unit: %, points).

| Div.                                                                                                           | Absolutely not necessary<br>(1 point) | Not necessary<br>(2 points) | Intermediate<br>(3 points) | Necessary<br>(4 points) | Essential (5 points) | Average |
|----------------------------------------------------------------------------------------------------------------|---------------------------------------|-----------------------------|----------------------------|-------------------------|----------------------|---------|
|                                                                                                                | Absolutely not effective<br>(1 point) | Not effective<br>(2 points) | Intermediate<br>(3 points) | Effective<br>(4 points) | Essential (5 points) |         |
| Establishment of a relocation-related promotion and support center                                             | 0.8                                   | 1.6                         | 22.7                       | 58.8                    | 16.1                 | 3.88    |
| Support for relocation costs                                                                                   | 0.4                                   | 1.5                         | 18.6                       | 64.3                    | 15.2                 | 3.92    |
|                                                                                                                | 0.3                                   | 3.6                         | 14.0                       | 50.1                    | 32.0                 | 4.10    |
| Relaxation of regulations for the disposal of existing real estate and the purchase of senior-friendly housing | 0.3                                   | 1.6                         | 15.0                       | 39.3                    | 43.8                 | 4.25    |
|                                                                                                                | 0.2                                   | 3.5                         | 16.3                       | 50.0                    | 30.0                 | 4.06    |
| Installation of relocation experience housing                                                                  | 0.2                                   | 2.9                         | 15.5                       | 48.7                    | 32.7                 | 4.11    |
|                                                                                                                | 0.5                                   | 4.6                         | 23.3                       | 50.4                    | 21.2                 | 3.87    |
| Total average                                                                                                  | 0.4                                   | 2.6                         | 22.6                       | 49.4                    | 25.0                 | 3.96    |
|                                                                                                                | Necessity                             |                             |                            |                         |                      | 3.98    |
|                                                                                                                | Effectiveness                         |                             |                            |                         |                      | 4.06    |

**Fig. 3.** NEA of support items for promoting relocation.

Analysis), as shown in the Fig. 5 above, the following priorities emerge: In the priority action quadrant, the factors are 'park and natural environment conditions,' 'conditions of living facilities,' 'security and safety facilities and system conditions,' and 'conditions of accessibility to public institutions.' In the focused improvement action quadrant, factors such as 'conditions of medical welfare service facilities' and 'public transportation accessibility conditions' are included. In the gradual improvement action quadrant, the factors 'conditions for finding jobs and employment support,' 'conditions for acquiring information technology necessary for local life,' 'local society's integrated care service provision conditions,' and 'conditions of culture and sports activities' are included. Lastly, 'parking facility conditions' fall into the sustainability quadrant.

These NEA and IPA results should be understood as a structured overview of respondents' relative priorities, providing an empirical basis for policy dialogue rather than a definitive implementation roadmap. The specific instruments and timelines through which these priorities are addressed would require additional feasibility assessment, stakeholder consultation, and site-specific analysis beyond the scope of the present study.

As with any IPA application, these results should be interpreted with methodological caution. Quadrant boundaries are defined by mean scores (importance mean = 4.02; satisfaction mean = 3.33) and are sensitive to scale properties and sample characteristics. The priority classifications reflect the relative importance and satisfaction ratings

within this specific survey cohort and should be treated as inputs to policy deliberation rather than as definitive rankings. Cross-validation with expert assessment, site-specific feasibility analysis, and longitudinal follow-up would be needed before translating these heuristic priorities into implementation decisions.

### 3.7. Limitations

This study has several limitations that should inform how the findings are interpreted and used. First, the sampling design does not produce a probability-representative sample of all metropolitan baby boomers. Equal city allocation means that smaller cities are over-represented relative to their share of the target population, and no post-hoc weighting was applied. Readers should not treat percentage Fig.s as population prevalence estimates.

Second, all relocation and willingness measures are based on stated intentions in a face-to-face interview context. Hypothetical-response bias is a well-documented limitation in stated-preference research: respondents may express higher willingness in an interview than they would act upon in real life. Social desirability effects may further inflate reported willingness.

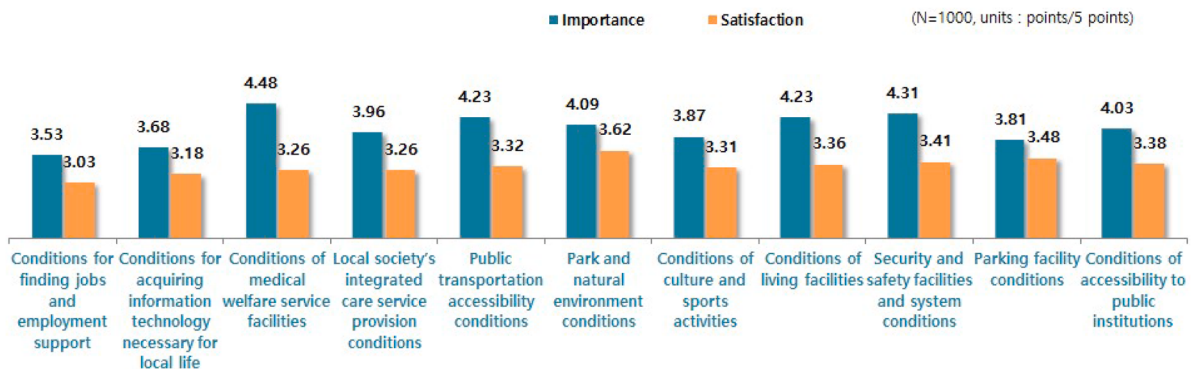
Third, interviewer effects cannot be fully excluded. Although interviewers followed a structured questionnaire, variation across interviewers and sites may have influenced responses.

Fourth, the sample is predominantly middle-class, highly educated,

**Table 10**

5-point scale evaluation of the importance and satisfaction of settlement support items (N = 1000, unit: %, points).

| Div.                                                                     | Not important (1 point)<br>Highly insufficient (1 point) | Not important (2 points)<br>Insufficient (2 points) | Intermediate (3 points)<br>Intermediate (3points) | Important (4 points)<br>Satisfactory (4 points) | Highly important (5 points)<br>Highly satisfactory (5 points) | Average |
|--------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------|---------------------------------------------------|-------------------------------------------------|---------------------------------------------------------------|---------|
| Conditions for finding jobs and employment support                       | 1.9                                                      | 10.4                                                | 31.2                                              | 45.7                                            | 10.8                                                          | 3.53    |
| Conditions for acquiring information technology necessary for local life | 3.4                                                      | 24.1                                                | 43.9                                              | 23.5                                            | 5.1                                                           | 3.03    |
| Conditions of medical welfare service facilities                         | 0.6                                                      | 6.2                                                 | 30.6                                              | 49.5                                            | 13.1                                                          | 3.68    |
| Local society's integrated care service provision conditions             | 2.3                                                      | 16.6                                                | 46.4                                              | 30.0                                            | 4.7                                                           | 3.18    |
| Public transportation accessibility conditions                           | -                                                        | 1.3                                                 | 8.4                                               | 31.0                                            | 59.3                                                          | 4.48    |
| Park and natural environment conditions                                  | 6.9                                                      | 21.2                                                | 27.8                                              | 26.9                                            | 17.2                                                          | 3.26    |
| Conditions of culture and sports activities                              | 0.6                                                      | 3.7                                                 | 19.5                                              | 51.3                                            | 24.9                                                          | 3.96    |
| Conditions of living facilities                                          | 2.6                                                      | 17.2                                                | 40.2                                              | 31.5                                            | 8.5                                                           | 3.26    |
| Security and safety facilities and system conditions                     | 0.2                                                      | 2.0                                                 | 13.2                                              | 43.9                                            | 40.7                                                          | 4.23    |
| Parking facility conditions                                              | 3.8                                                      | 18.0                                                | 33.3                                              | 32.5                                            | 12.4                                                          | 3.32    |
| Conditions of accessibility to public institutions                       | 0.2                                                      | 2.6                                                 | 18.0                                              | 46.9                                            | 32.3                                                          | 4.09    |
| Total average                                                            | 0.8                                                      | 8.0                                                 | 32.2                                              | 46.9                                            | 12.1                                                          | 3.62    |
|                                                                          | 0.3                                                      | 2.7                                                 | 27.4                                              | 49.3                                            | 20.3                                                          | 3.87    |
|                                                                          | 2.0                                                      | 14.8                                                | 41.0                                              | 34.8                                            | 7.4                                                           | 3.31    |
|                                                                          | -                                                        | 1.6                                                 | 12.8                                              | 46.8                                            | 38.8                                                          | 4.23    |
|                                                                          | 2.8                                                      | 16.2                                                | 34.0                                              | 35.9                                            | 11.1                                                          | 3.36    |
|                                                                          | 0.3                                                      | 1.2                                                 | 12.6                                              | 39.1                                            | 46.8                                                          | 4.31    |
|                                                                          | 2.8                                                      | 13.1                                                | 37.5                                              | 33.6                                            | 13.0                                                          | 3.41    |
|                                                                          | 0.6                                                      | 3.8                                                 | 28.2                                              | 49.0                                            | 18.4                                                          | 3.81    |
|                                                                          | 1.1                                                      | 8.8                                                 | 40.7                                              | 40.0                                            | 9.4                                                           | 3.48    |
|                                                                          | 0.2                                                      | 1.9                                                 | 20.1                                              | 50.4                                            | 27.4                                                          | 4.03    |
|                                                                          | 1.8                                                      | 12.8                                                | 40.1                                              | 36.1                                            | 9.2                                                           | 3.38    |
| Total average                                                            | Importance                                               |                                                     |                                                   |                                                 |                                                               | 4.02    |
|                                                                          | Satisfaction                                             |                                                     |                                                   |                                                 |                                                               | 3.33    |

**Fig. 4.** Comparison of average scores for the importance and satisfaction evaluation of settlement support items (5-point scale average scores).

and homeownership. Lower-income, less mobile, care-dependent, or digitally excluded older adults — populations potentially most in need of structured retirement housing — are underrepresented. The findings speak more directly to the preferences of relatively advantaged baby boomers than to the full spectrum of the ageing population.

Fifth, the comparison to the 2011 survey should be treated with caution. Differences in geographic scope, target age cohort, administration mode, and question framing make direct trend comparisons methodologically problematic.

#### 4. Conclusion

##### 4.1. Summary of Survey Findings

The following summarizes findings directly observed in the survey data. Respondent profile: 87.6 per cent live in multi-unit housing; 71.1 per cent own their homes; average monthly income is approximately 5 million won; 72.5 per cent hold at least a college degree; average asset size is 835 million won, significantly higher than the national average of 550 million won in 2022.

Baseline relocation willingness: 75.2 per cent expressed willingness

to relocate to non-metropolitan areas after retirement. Late baby boomers (1965–74) expressed higher willingness (77.0%) than early baby boomers (72.8%); non-Seoul residents expressed higher willingness (78.2%) than Seoul residents (71.6%).

K-CCRC-specific willingness: After receiving the standardized K-CCRC explanation, 74.9 per cent expressed willingness to relocate to K-CCRC. Combined with those who would reconsider if barriers were addressed, stated willingness reaches 806 individuals (80.6%). These Fig.s represent a ceiling estimate of potential policy uptake. Primary stated barriers include medical welfare service conditions (36.3%), employment support conditions (15.9%), and public transport accessibility (13.5%). Women cited medical welfare facilities as the primary barrier more frequently (41.6%) than men (29.8%).

Preferred destinations and housing: The 806 respondents with stated willingness preferred locations adjacent to the metropolitan area (37.8%) or within one hour (38.5%), with medical service accessibility as the top locational criterion (35.7%). Women more strongly preferred capital-adjacent locations (52.0% vs. 35.6% for men). Low-rise townhouses (34.1%) and mixed ownership-rental complexes (43.8%) were the preferred housing forms.

Post-relocation activity intentions: 82.9 per cent expressed interest

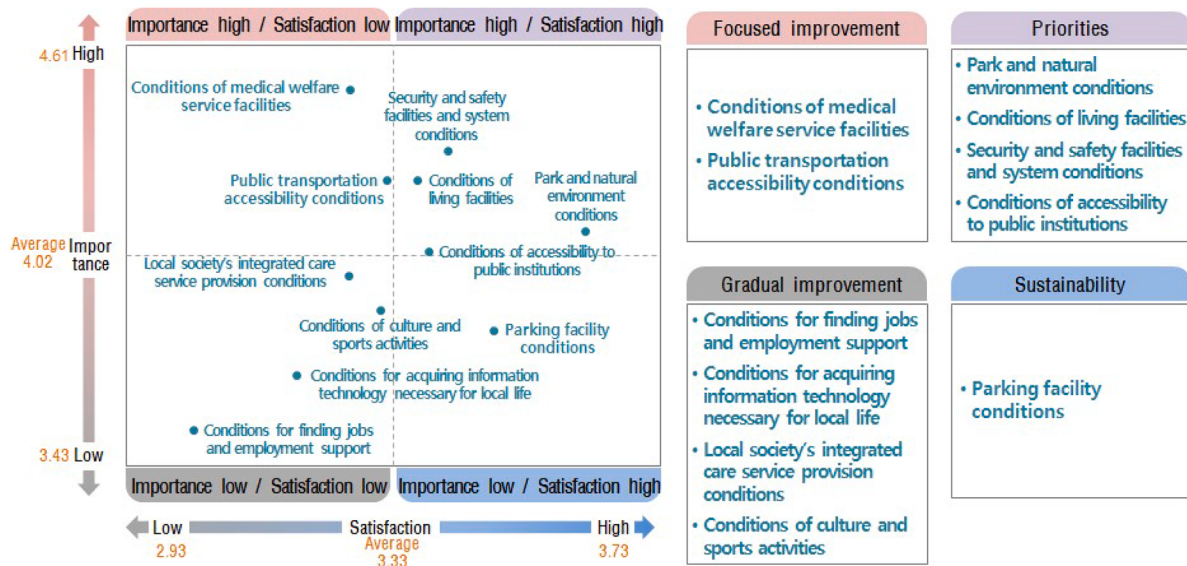


Fig. 5. IPA of settlement support items.

in social and economic activities after relocation; 75.2 per cent expressed willingness to seek employment. Women expressed a preference for public-sector employment approximately 20 percentage points higher than men.

NEA results: Priority relocation promotion policies were financial support for relocation costs and regulatory easing for property disposal and purchase. IPA results: Priority settlement support factors were park and natural environment conditions, living facility conditions, security and safety conditions, and public institution accessibility. Female respondents consistently rated all 11 settlement support factors higher than male respondents.

#### 4.2. Interpretive implications and policy considerations

The following statements go beyond directly observed data and should be read as interpretive implications. These findings provide exploratory, preference-based evidence from a face-to-face survey of metropolitan baby boomers regarding their stated willingness to relocate to K-CCRC. The study makes three specific contributions: (1) it updates the empirical basis for K-CCRC policy beyond the outdated 2011 web survey; (2) it distinguishes between baseline relocation demand, K-CCRC-specific demand, and preferred service characteristics; and (3) it applies NEA and IPA systematically to identify relative priorities for relocation promotion and settlement support.

However, the study's findings speak primarily to the preferences of a relatively advantaged cohort — predominantly middle-class, highly educated, homeownership baby boomers. K-CCRC policy design may need to account for the relatively high asset levels and middle-class housing expectations of this cohort, particularly if the policy is intended to serve a broader socioeconomic range of older adults.

The consistently higher importance ratings assigned to medical, safety, and transport infrastructure by female respondents suggests that K-CCRC settlement design may need to attend particularly to the service environment preferences of female residents. Women's stronger preference for capital-adjacent locations is consistent with — though not conclusive evidence of — greater concern about healthcare access and daily living support in a non-metropolitan setting.

The preference patterns observed suggest that non-metropolitan regions near the capital may represent relatively promising candidates for early K-CCRC development. However, this inference should be understood as a preference-based hypothesis rather than a comprehensive planning conclusion: site selection would require additional assessment

of land availability, infrastructure capacity, local government readiness, and healthcare system integration.

Future research should extend this inquiry to underrepresented groups, including lower-income older adults, renters, those with care needs, and residents of non-metropolitan areas. Longitudinal and mixed-methods designs would further help to bridge the gap between stated relocation preferences and actual residential mobility behavior. The present study is best understood as a necessary first step in an evidence-building process for K-CCRC, not as a self-sufficient policy mandate.

The preference patterns observed in this cohort are consistent with international findings on CCRC demand among resource-endowed older adults [15,16], but cannot be interpreted as evidence of a longitudinal shift without a methodologically comparable baseline.

To strengthen the evidentiary basis of policy-oriented surveys, future studies should: (1) implement multi-mode data collection (e.g., face-to-face and digital) to avoid digital exclusion and capture marginalized groups; (2) conduct periodic updates to reflect rapid shifts in economic conditions; and (3) oversample vulnerable subgroups (e.g., single-person households) to refine subsidy design. Such approaches will help ensure that K-CCRC policies remain responsive to the evolving aging trajectories and diverse needs of older adult populations.

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#### Declaration of the use of generative AI and AI-assisted technologies in scientific writing and in Figures, images and artwork

During the preparation of this work, the author used ChatGPT in order to improve language readability and grammar of the manuscript, as well as to assist in translating Korean place names into English for the map Fig. Following the use of this tool, the author reviewed, verified, and edited all content as needed, and takes full responsibility for the final content of the publication.

#### Studies on Human and/or Animal statement

This study involved human participants through a questionnaire survey and was conducted in accordance with relevant institutional

guidelines.

#### Informed consent

Not applicable.

#### Approval ± registration number

Not applicable.

#### Data statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

#### Declaration of competing interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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