

# *Investigation, analysis and research on the supply and demand of township elderly care*

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**Abstract:** At a time when the degree of aging is deepening, the township old-age care model has become the key to solving the old-age care problem of the rural elderly population. This article focuses on the multi-dimensional impact of the township elderly care model on the lives of the elderly. Through the design of questionnaires, a questionnaire survey is carried out for the elderly in townships and elderly care institutions, and statistical analysis of the results of 713 questionnaires is carried out. It can be seen that the family old-age model still occupies an important position in townships. It gives the elderly emotional comfort and living care, which is conducive to maintaining family ties and enhancing the sense of belonging of the elderly. However, the miniaturization of the family structure made it face challenges. The rise of the community elderly care model has provided diversified services such as day care and rehabilitation nursing for the elderly, enriching their spiritual and cultural life of the elderly, improving their quality of life and social participation, and alleviating the pressure of family old-age care. The institutional elderly care model provides professional care for the disabled and semi-disabled elderly to ensure their basic living needs. However, there are problems such as insufficient resources and uneven service levels in township institutions. Research shows that we should build a diversified township elderly care model, integrate family, community and institutional elderly care resources, improve the elderly care service system, improve the happiness and security of the township elderly, so that the township elderly can enjoy their old age in peace.

## **1. Introduction**

With the acceleration of the aging of the global population, the problem of aging in China is also increasingly prominent, and the aging situation in township areas is particularly serious. Compared with cities, the economic development of townships and regions is relatively lag behind, the social security system is not perfect, and the family old-age care function is gradually weakened, which makes the old-age care problem of the elderly in townships face many challenges. At the same time, a large number of rural labor forces has been transferred to cities, resulting in the emergence of a large-scale group of elderly people left behind in townships. It is difficult to effectively meet their needs in terms of living care, health care, spiritual comfort, etc. The traditional family old-age model is difficult to continue, while the development of the new old-age model in township areas is still in its infancy and faces many difficulties.

From a theoretical point of view, the in-depth study of the impact of township old-age care on the elderly is conducive to enriching and improving the theoretical system of old-age care security, and providing theoretical support for solving the problem of township old-age care. From a practical point of view, paying attention to the impact of township old-age care on the elderly can effectively understand the real needs of the elderly, and provide a basis for the government and society to formulate more accurate and effective old-age care policies and service measures, so as to improve the quality of life and happiness of the township elderly. In addition, the study of the township old-age care model and its impact on the elderly is of great practical significance to promote the harmonious and stable development of township society and narrow the gap between urban and rural old-age care, which is conducive to promoting the comprehensive and balanced development of China old-age care industry.

Yu Boyang [1] studied the quality of catering services in township elderly care institutions. The research proposed a method of correcting the DINESERV scale through interviews, and collected relevant data from township elderly care institutions in Z County, Shijiazhuang City. Through pre-research, exploratory factor analysis, questionnaire surveys, and SPSS and IPA analysis, the study constructed an evaluation model for the quality of catering services in these institutions. The conclusions addressed three key aspects: the importance of various factors influencing catering service quality, the impact of demographic information on evaluation indicator scores, and the discrepancy between service expectations and perceived service quality. Based on these findings, the study identified existing issues and proposed corresponding countermeasures.

Fang Li <sup>[2]</sup> studied the planning and layout of township elderly care facilities in the background of artificial intelligence. It proposed a method to optimize and simulate site selection points by using the spatial relationship between traffic accessibility coverage and the current distribution of the elderly population in combination with the theoretical analysis method of operations and planning. It collected relevant data from Zhaixia Town, Yuanzhou District, Yichun City, and used the decision tree the model constructs the planning and layout model of township elderly care facilities, and draws the conclusion that the simulation results generated by the decision tree model have a greater reference value at the township level than the central urban area, which can effectively supplement the lack of elderly care support facilities in rural areas and improve the scientific layout of elderly care service facilities.

Yang Jiezhong <sup>[3]</sup> studied the leisure and old-age needs of elderly residents in townships, took Dali Xizhou Town as an example for analysis, put forward a method of field research and analysis, collected relevant data of elderly residents in Xizhou Town, and used comparative analysis and other methods to build an analysis model of the leisure and elderly needs of elderly residents in townships, and derived the township. It is concluded that there is an obvious gap between elderly residents and urban elderly residents in terms of the concept of leisure and old-age care and supply and demand conditions, and puts forward countermeasures and suggestions in terms of strengthening personal demand guidance, improving enterprise supply and market cultivation, and increasing government support.

Wu Fan <sup>[4]</sup> studied the evaluation of the exchange space of township elderly buildings from an inclusive perspective. He selected six elderly buildings in Wuyang County, Luohe City as research objects. For the in-depth research of elderly buildings in Xin'an Town, he put forward field research, theoretical research, construction evaluation system and example verification methods, and collected elderly buildings and the relevant data of the elderly living in use hierarchical analysis method, fuzzy analysis method, AHP-fuzzy comprehensive analysis method, etc., to build a comprehensive evaluation system of township interaction space from an inclusive perspective, and derive an optimization strategy for architectural interaction space. It is believed that the evaluation system has good operability and accuracy, and evaluated from an inclusive perspective, the price is

more universal and comprehensive.

Tang Yu and others<sup>[5]</sup> studied the practical problem of town social work stations participating in rural community elderly care services. They put forward the use of participatory observation methods and interview methods, and comprehensively used a variety of social work methods to participate in services. They collected data from community C in Hunan Province, and used social support theory and active aging theory to construct a theoretical analysis. The framework method builds a practical analysis model for the participation of township social work stations in rural community elderly care services, draws practical conclusions, discoveries and optimization suggestions on the participation of township social work stations in rural community elderly care services, enriches practical theoretical research and provides guidance for practical conclusions.

Yu Senqiang and others<sup>[6]</sup> studied the problems and countermeasures in the purchase of home-based elderly care services by township governments in Changzhou City, put forward a method of selecting typical cases to analyze problems and put forward targeted suggestions. They collected data on the purchase of elderly care services in five townships in Changzhou City, and used case analysis, problem cause analysis and other methods to build Changzhou. The analysis model of the problems and countermeasures of municipal and township governments purchasing home-based elderly care services has derived five major problems such as the current system and platform of purchasing services, and puts forward the conclusion of five improvement suggestions.

Li Chunli and others<sup>[7]</sup> studied the design of "combination of medical and nursing" township elderly care institutions, put forward design ideas based on "demand-oriented", using literature consultation, questionnaires, analysis and summary and other methods, collected data from Guanyin Town, Dazhu County, Sichuan Province, and used case analysis, questionnaire survey to analyze needs and other methods. The planning and design scheme model of "combination of medical and nursing" township elderly care institutions has been constructed, and important contents such as planning layout and space allocation of elderly care institutions that meet the elderly care needs of rural elderly people have been derived. The conclusions have been provided for reference to conclusions for the construction of rural medical and nursing combined elderly care institutions.

Chen Chen and others<sup>[8]</sup> studied the problems and countermeasures in the supply of public elderly care services by township governments. They put forward research methods using literature analysis, questionnaire survey, interviews and other methods for T-town as the object, collected data from T-town, and used new public services, Marxist government functions and other theoretical analysis methods. The analysis and countermeasures model of the supply of public elderly care services of township governments has been constructed, problems such as planning and construction in the supply of public elderly care services by the T-town government have been drawn, and the conclusion of improving improvement measures such as supervision and management has been put forward.

Tang Yu et al.<sup>[9]</sup> studied the interaction between township governments and social organizations from the perspective of new institutionalism, put forward a method of combining with actual case analysis from the new institutionalism of organizational sociology, collected data on the purchase of home-based elderly care service projects by the S county government in Sichuan Province, and used the new institutional theory to analyze the dilemma of the system. An analysis model of the interaction between township governments and social organizations was constructed, and the conclusion was drawn that there was an institutional dilemma in the interaction between township governments and social organizations, and the dilemma should be solved from the level of institutional environment.

In summary, township elderly care is a very important part of today's society. Society pays attention to the strategies and life aspects of township elderly people in the new era, aiming to continuously improve the services of township elderly care. Therefore, this article investigates and analyzes the current situation of elderly demand and supply through a questionnaire design.

## 2. Questionnaire design and collection analysis

### 2.1 Questionnaire design

Based on literature research and field interviews, this article designed a questionnaire consisting of 12 questions, including the following: (1) Cultural and entertainment activities of nursing homes. (2) Daily life care. (3) Medical care and health. (4) Regarding the management of nursing homes. The specific questions are as follows:

- 1) How often do you currently organize cultural and entertainment activities in the nursing home?
- 2) What types of cultural and entertainment activities do you want the nursing home to add?
- 3) How enthusiastic are you about participating in the cultural and entertainment activities of the nursing home?
- 4) What do you think is the main problem of cultural and entertainment activities at present?
- 5) Does the diet of the nursing home meet your tastes and nutritional needs?
- 6) Are you satisfied with the living environment (room hygiene, facilities and equipment, etc.) of the nursing home?
- 7) What is the service attitude and professional level of the nursing home staff in daily life care (such as assisting in dressing, washing, taking medicine, etc.)?
- 8) Is the nursing home equipped with a professional medical staff?
- 9) Are you satisfied with the daily health check-up and nursing services provided by the nursing home?
- 10) When you are sick, can the nursing home provide medical help in time?
- 11) Are you satisfied with the overall management and operation of the nursing home?
- 12) What aspects do you think nursing homes need to be improved and upgraded?

### 2.2 Questionnaire collection and data analysis

This article received 713 questionnaires through online questionnaires. The main direction of the questionnaire is the supply and demand of township nursing homes.

In terms of supply and demand:

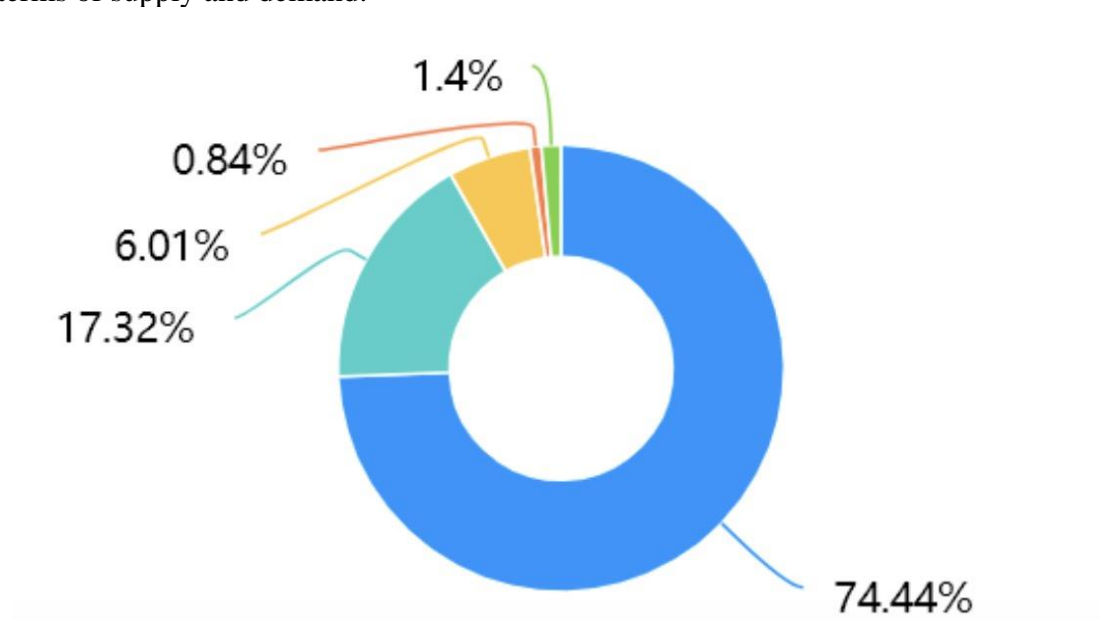


Figure 1 Questionnaire results of cultural and entertainment activities

### (1) Cultural and entertainment activities

Satisfaction: More than 70% (74.33%) are satisfied with the frequency of activities, but still 7.87% are dissatisfied. Expected activities: artistic creation, literary performances, health lectures, etc. are popular. Participation enthusiasm: More than 60% (64.94%) are very active, but 1.68% do not participate at all. There is a problem: more than half (51.33%) think that the content of the activity is monotonous, and there are also organizational arrangements, facilities and other problems.(Figure 1)

### (2) Daily life care

Diet: More than 70% (71.25%) think it meets their taste and nutritional needs. Living environment: More than 70% (76.02%) are satisfied with the living environment. Staff service: Most (75.32%) have a high evaluation of the staff service attitude and professional level.(Figure 2)

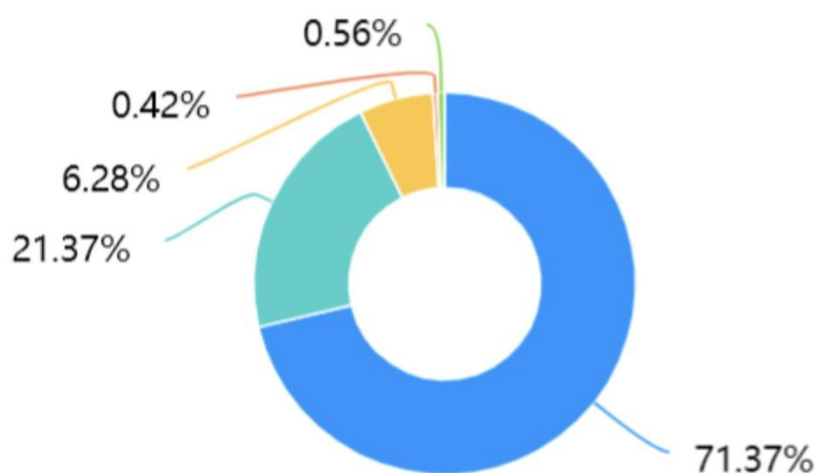


Figure 2 Daily life care questionnaire results

### (3) Medical and health services

Medical staff: More than 80% (81.21%) said they were equipped with professional medical staff. Health check-up and nursing services: More than 70% (73.49%) are satisfied with health check-up and nursing services. Medical help: More than 80% (81.35%) believe that they can get medical help in time when they are sick.(Figure 3)

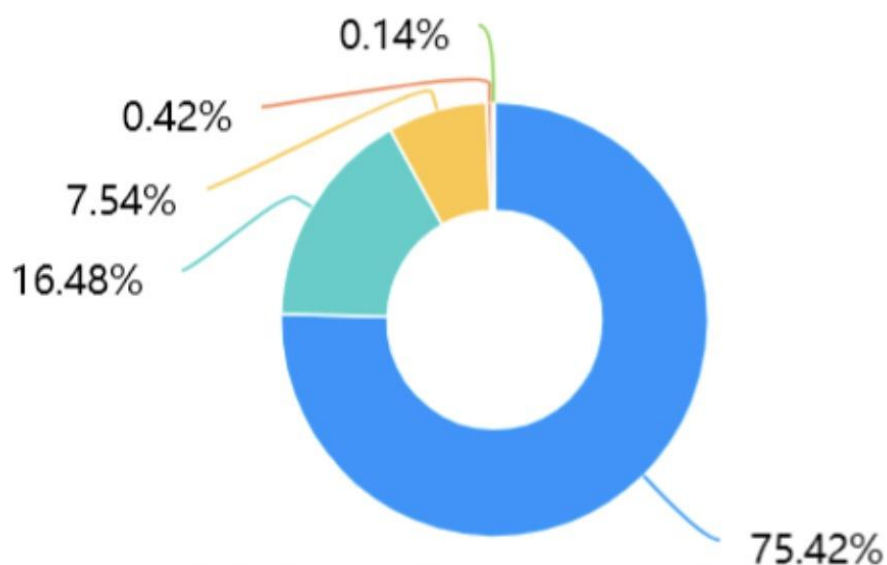


Figure 3 Medical and health service questionnaire results

#### (4) Other aspects

Satisfaction with overall management and operation: More than 90% (91.08%) expressed satisfaction with the overall management and operation of nursing homes. Improvement direction: More than 60% (62.41%) want to increase service projects, and 41.65% want to strengthen management communication.

Generally speaking, nursing homes have been highly recognized in terms of daily life care, medical services, etc., but the content and richness of cultural and entertainment activities need to be improved. At the same time, it can be considered to increase service items and strengthen management communication according to the survey results to further improve the overall quality.(Figure 4)

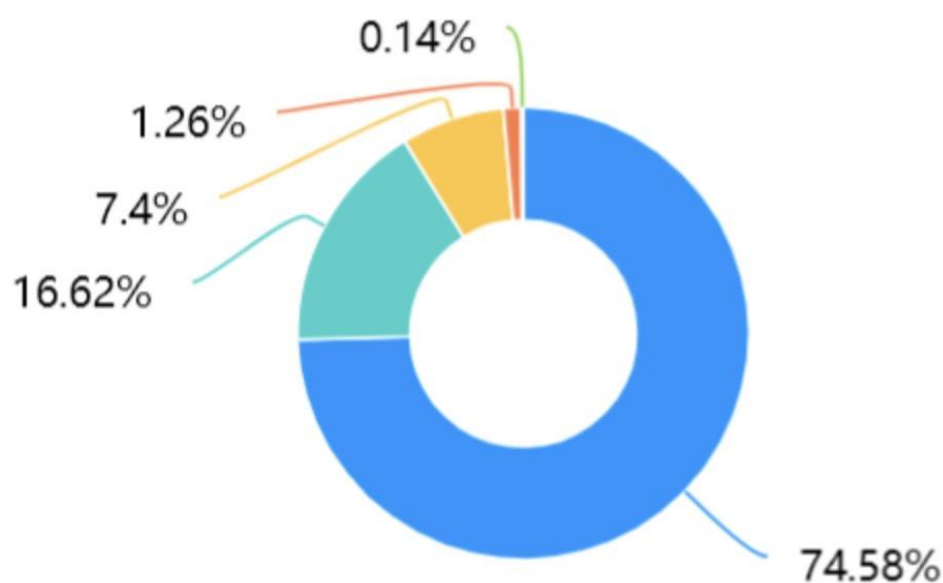


Figure 4 Other aspects of the questionnaire results

### 3. Suggestions on the supply policy of township elderly care services

In terms of entertainment activities, more than half of people think that the activities are monotonous. The activities mentioned in the nursing home in the recycling questionnaire are mainly individual activities and lack collective activities. Therefore, this article suggests that nursing homes should set up activities such as KTV, e-sports activity rooms for the elderly and group tours to increase group activities for the elderly, so as to make more elderly people interested in participating in recreational activities.

In terms of daily life care, most people are satisfied with the living environment, but some elderly people are still dissatisfied with the living environment. The questionnaire in the recycling shows that most of the reasons for dissatisfaction with the living environment are that the indoor facilities and decorations are too monotonous. The elderly generally like a lively environment, so this article suggests that nursing homes can appropriately add some decorations and promote the participation of the elderly in more social activities. Dissatisfaction with diet is partly due to the special taste of some elderly people, such as spicy taste, but the taste of nursing homes is generally light. This article suggests that nursing homes should provide some special flavor dishes for each meal to meet special people.

In terms of medical care and health, most people said that they could get effective medical help in time, but some elderly people still felt that they could not receive timely medical help. This article speculates that the possible reasons are: 1. Nursing homes are not equipped with emergency call

equipment, so some elderly people often do not receive effective protection when they need medical coverage at night. 2 The elderly are prone to injury during outdoor sports, and some medical personnel have not paid attention to them in a timely and effective manner. Therefore, this article suggests that medical personnel should pay more attention to the elderly outdoors.

For the management and operation of nursing homes, the vast majority of people are satisfied with the overall management and operation of nursing homes, but there are still a large number of elderly people who want to increase service items and strengthen effective management communication. This article suggests that nursing homes can increase the communication time between managers and the elderly, so that managers can effectively listen to the demands of the elderly and meet their demands.

Generally speaking, nursing homes have been highly recognized in terms of daily life care, medical services, etc., but the content and richness of cultural and entertainment activities need to be improved. At the same time, it can be considered to increase service items and strengthen management communication according to the survey results to further improve the overall quality.

#### 4. Conclusion

This article investigates and analyzes the current situation of supply and demand for township nursing homes by designing and distributing questionnaires. The study found that township nursing homes have been highly recognized in terms of daily life care and medical services, but cultural and entertainment activities have monotonous content and other problems. Based on this, suggestions such as enriching the form of entertainment activities, improving the living environment and food supply, strengthening medical security, and strengthening management communication are put forward in a targeted manner. Future research can focus on how to effectively integrate family, community and institutional old-age care resources, build a diversified township old-age care model, and explore how to improve the quality and efficiency of township old-age care services with the help of science and technology, and further improve the township old-age care service system.

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