

Baseline Assessment

1. Overview

- To diagnose the elderly affinity of Jung-gu, Busan, the basic needs of the elderly population living in Jung-gu are analyzed by reviewing the social survey contents of Jung-gu, Busan, along with the analysis of aging conditions and conditions.
- A sample of the elderly aged 60 or older out of 988 households in Jung-gu, the population of the "2025 Busan (Jung-gu) Social Survey."
- The reason why the sample composition targets the elderly aged 60 or older, not the elderly population aged 65 or older, is to collect both the perspective of the preliminary elderly and the perspective of the current elderly population to establish a mid- to long-term elderly-friendly city.
- The "2025 Busan (Jung-gu) Social Survey" consists of 49 common items and four characteristic items of the district, and only the responses of the elderly aged 60 or older are extracted from the relevant survey items and used as basic data for the elderly affinity check.
- Among the social survey items, questions related to the elderly affinity check were extracted, and the analysis was conducted by dividing into the areas of the WHO Aged-Friendly City Guide.
- 2024 The survey on 'health, safety, environment, family, social integration, etc.' is conducted in the Busan (Jung-gu) Social Survey, and the 2025 Busan (Jung-gu) Social Survey on 'labor, residence/transportation, culture/leisure, income/consumption, etc.' is conducted by dividing odd and even years.
- To check the elderly affinity of Jung-gu, Busan, by the eight areas of WHO's elderly-friendly city, detailed items that meet the purpose of establishing an

elderly-friendly city are set as follows, using the 2025 Jung-gu Social Survey.

- Outdoor space and buildings (four items), transportation (three items), housing (three items), leisure and social activities (three items), respect and social inclusion (one item), civic participation and employment (six items), community support and health services (two items)

2. Analysis results

1) outdoor space and buildings

- Residential Environment Satisfaction: Walking Environment in the Neighborhood
 - Residential Environment Satisfaction: As a result of the survey on the surrounding walking environment, 15.6% said they were very satisfied, 21.2% satisfied, 25.5% moderate, 26.9% slightly dissatisfied, 10.9% very dissatisfied
 - Satisfaction with the walking environment is confirmed to be similar in satisfaction and dissatisfaction, but the opinion that they are dissatisfied is somewhat high
- Residential Environmental Satisfaction: Use of Parking Lot
 - Residential Environment Satisfaction: According to the survey on satisfaction with parking lot use, 17.3% said they were very satisfied, 31% said they were slightly satisfied, 29.8% said moderate, 20.3% said they were slightly dissatisfied, and 1.6% said they were very dissatisfied
 - The response to the satisfaction of the residential environment for the use of the parking lot was found to be relatively high
- Satisfaction with Cultural Leisure Facilities
 - According to the survey, 1.1% of respondents said they were very satisfied with the results of Jung-gu's cultural leisure facilities, 14.1% said they were slightly satisfied, 57.8% said normal, 21.2% said they were slightly dissatisfied, and 5.8% said they were very dissatisfied

- Satisfaction with cultural leisure facilities in Jung-gu was found to be moderate, and the rate of dissatisfaction was higher than that of satisfaction
- Cultural Facilities that Need to be Expanded
 - 10.4% responded that it is a performance facility as a cultural facility, 5.6% of exhibition facilities, 2.5% of book facilities, 36.6% of local cultural welfare facilities, 2.2% of cultural welfare facilities, 42.4% of sports facilities, and 2% of others
 - The response from the elderly aged 60 or older showed that local cultural welfare facilities had a significantly higher preference than other age groups.
 - The elderly population responded that sports facilities (42.4%) are the first cultural facilities to be expanded

2) Transportation

- Satisfaction with Public Transportation: City/Village Buses
 - 95.9% of the elderly aged 60 or older in Jung-gu answered that they use public transportation (city village bus)
 - 37.2% said they were very satisfied, 41.2% said they were slightly satisfied, 18.7% said moderate, 2.5% said they were slightly dissatisfied, and 0.3% said they were very dissatisfied
 - Many people answered that they are satisfied with the city village bus
- Public Transportation Satisfaction: Subway, Light Rail, Donghae Line
 - 95.7% of the elderly aged 60 or older in Jung-gu answered that they use public transportation (subway, light rail, and Donghae Line)
 - Among those who use public transportation (subway, light rail, East Sea Line), 35.1% said they were very satisfied, 41.4% said they were slightly satisfied, 17.7% said moderate, 5.1% said they were slightly dissatisfied, and 0.7% said they were very dissatisfied

-
- Commuting to and from School and Means of Transportation
 - Among the elderly population in Jung-gu, 42.9% of the population commutes, 60.5% on foot, 1.1% on bicycles, 2% on motorcycles, 18.6% on city village buses, 0.4% on intercity buses, 0.7% on commuter buses, 4.4% on urban railroads, 2% on taxis, and 10.2% on private vehicles

3) Residence

- County Resident Response
 - According to a survey of responses to the residential intention in Jung-gu District, 61.3% said very much yes, 25.6% said it was slightly so, 7.9% said it was just so, 4.6% said it was not very much, and 0.6% said it was not at all
 - The number of people who want to continue living in Jung-gu is very high, at about 86%
- Residential Environment Satisfaction: Housing
 - In the residential environment satisfaction survey for housing, 14.9% said they were very satisfied, 30.5% said they were slightly satisfied, 34.5% said normal, 17.9% said they were slightly dissatisfied, and 2.2% said they were very dissatisfied
 - It was found to be relatively satisfied in terms of residential environment satisfaction (housing)
- Residential Environment Satisfaction: Infrastructure such as Water Supply and Sewage
 - 18.9%, 38.7% were slightly satisfied, 32.9% were moderate, 8.8% were slightly dissatisfied, and 0.7% were very dissatisfied in the survey on the satisfaction of the residential environment for infrastructure such as water and sewage
 - Satisfaction with infrastructure, such as water and sewage, was found to be relatively higher than normal

4) Leisure and social activities

- Satisfaction with Leisure Activities
 - The response to satisfaction with leisure activities was found to be 1.7% very satisfied, 18.6% slightly satisfied, 46.6% moderate, 56.4% slightly dissatisfied, and 6.7 very dissatisfied
 - The satisfaction level of leisure activities among the elderly in Jung-gu is moderate, and the response below is very high
- Weekend or Holiday Leisure Activities (multiple responses)
 - As a result of the survey to enable multiple responses regarding leisure activities on weekends or holidays, 77.4% of respondents were watching video content, followed by rest activities with 71.5%. In addition, 2.2% of cultural arts viewing, 1.1% of cultural arts participation, 7.3% of sports activities, 3.6% of tourism activities, 5.9% of self-development of hobbies, 26.7% of social and other activities, and 0% of sports viewing and others
 - In the leisure activity survey, video content viewing and relaxation activities were found to be much higher than other activities
- Attendance at Cultural and Artistic Events
 - To investigate the viewing rate of cultural and artistic events, 23.1% of respondents said they had experience, and 76.9% said they had no experience
 - According to a survey of the audience rate of specific events for those with experience in cultural and artistic events, 19.3% said they had watched music, concerts, 8.8% for plays, madang plays, musicals, 2.8% for dance, 80.6% for movies, 16.3% for museums, 6.9% for literature events, 7.5% for sports, and 0% for others
 - Movies show the highest results in terms of attendance at cultural events

5) Respect and Social Inclusion

- Satisfaction and Emotional Experience with Life: Overall Satisfaction with Life
 - Investigate detailed satisfaction by dividing the overall satisfaction of life by 0 points to 10 points for not being satisfied at all
 - Satisfaction with life is considered to be an indicator of social satisfaction and stability, as it is likely to show the satisfaction of daily living in Jung-gu, as well as personal life
 - Based on normal (5 points), the distribution between 5 and 8 points is the most, so it seems that life satisfaction is generally high
- Life Satisfaction and Emotional Experience: Overall Satisfaction in Residential Areas
 - As the distribution between 5 and 8 points is the highest based on normal (5 points), satisfaction with the residential area is also generally high

6) Citizen Participation and Employment (Employment and Social Participation)

- The State of Economic Activity during the Week
 - According to a survey of the state of economic activity in Jung-gu, 43.9% of respondents said they did it, and 56.1% said they did not
 - Among those who responded that they were engaged in weekly economic activities, 6.2% were looking for a job, 0.2% were preparing for employment
 - Most of the respondents who said they did not engage in weekly economic activities were 52.3% for childcare or housework, 15.6% for resting, 3.2% for health difficulties, and 22.4% for others
- Enough Jobs in the District (old county)
 - According to a survey of the job sufficiency of the elderly population in Jung-gu, 10.2% said very yes, 10.3% said so, 41.7% said it was moderate, 40.8% said it was

not, and 6.0% said it was not

- About 82.5% of the elderly in Jung-gu said that jobs are normal or not, and they feel that there are not enough jobs
- Satisfaction with Working Conditions of Wage Workers: Overall Satisfaction
 - As a result of a survey of the overall satisfaction of wage workers' working conditions, 10.0% said they were very satisfied, 33.7% said they were slightly satisfied, 51.0% said they were moderate, 4.7% said they were slightly dissatisfied, and 0.6% said they were dissatisfied
 - The overall satisfaction with the working conditions of wage workers is moderate, with 94.7% being satisfied or very satisfied, and the satisfaction with working conditions is relatively high
- Job Selection Factors (Primary Response)
 - In response to major factors while choosing a job, the reputation was 2.6%, stability was 41.6%, income was 80.4%, aptitude·interest was 20.2%, rewarding·self-achievement was 7.5%, working environment was 40.3%, developmental·disability was 13.1%, working hours were 22.9%, major was 2.0%, others were 0%, and 1.5% were not sure
 - Income (80.3%) was considered the most important factor when choosing a job. Next, stability and working environment were found to be factors to consider over 40%
- Satisfaction with the Employment Expansion Policy
 - Looking at the responses to the satisfaction of the elderly population with the employment expansion policy, 1.4% were very satisfied, 12.9% were slightly satisfied, 50.0% were moderate, 13.5% were slightly dissatisfied, 2.3% were very dissatisfied, and 19.9% were not sure
 - Satisfaction with the employment expansion policy is usually found to be similar to satisfaction and dissatisfaction

- Support Policy for Increased Employment
 - According to a survey of preferences for support policies to expand employment, 3.4% for vocational training, 2.2% for start-up support, 12.3% for job placement, 56.7% for job expansion, 25.4% for attracting companies and promoting employment, and 0% for others
 - It is judged that they want a direct employment policy, considering that it ranks high in the order of job expansion, corporate attraction, employment accumulation, and job placement as a support policy to expand employment

3. SWOT Analysis Based on Social Survey

1) SWOT analysis and strategic direction for each area

- Based on the results of the Jung-gu social survey analysis, we would like to present a SWOT analysis and strategic directions for each area.

- (S)Strengths: Good access to healthcare, convenient public transportation, community-based presence
- (W)Weaknesses: Deepening super-aging, denser old homes, and more senior citizens living alone
- (O)Opportunities: Utilizing WHO networks, developing smart care technologies, and expanding support for Busan City
- (T)Threats: Accelerating population decline, increasing welfare and finance burdens, and surging demand for care

(1) External environment and facilities

- Jung-gu District is evaluated as a strength of high satisfaction with the parking lot, and satisfaction with the walking environment and cultural leisure facilities is low, so it is analyzed as a weakness and a threat
 - Discontent in the walking environment appears to be both a weakness and a long-term threat
 - The result of low satisfaction with cultural leisure facilities is evaluated as a major issue that needs to be improved as a key weakness

- First of all, it seems to be an opportunity factor as it will help Jung-gu's policy priorities by clearly answering the facilities that need to be expanded.
- Performing facilities with the highest demand for expansion have the most priority policy opportunities, and the demand for expansion of exhibition facilities seems to be an opportunity for the demand to enjoy culture to expand
- Suggest each strategy direction to follow the SWOT analysis as follows:
 - SO Strategy: Strengthen access to performance facilities and exhibition facilities by utilizing the use of high-satisfaction parking lots, maintain the convenience of parking around cultural facilities, and create a cultural hub by utilizing the accessibility of the elderly and family visitors
 - WO Strategy: Discontent with the walking environment and deterioration of satisfaction with cultural leisure facilities should be improved at the same time. In addition to expanding performance and exhibition facilities, the walking environment should be improved, such as maintenance of sidewalks, improvement of crosswalk safety, and improvement of ramps
 - ST Strategy: Be sure not to rely solely on user-centered accessibility while actively utilizing the strength of parking convenience. Accessibility should be strengthened so that the elderly can use cultural facilities safely on foot and by public transportation
 - WT Strategy: If only cultural facilities are expanded without improving the walking environment, there is a concern that the actual utilization rate will decrease. Therefore, areas where walking is vulnerable, and areas where the elderly live alone, should be reorganized first

(2) Convenience of transportation

- Jung-gu District has very high satisfaction with city and village buses and subway use. This is a strength
- Of those who responded, 42.9% of the elderly commuted, most of whom, 60.5%,

said they commuted on foot

- Considering that most commutes are on foot, a SWOT analysis of factors for the walking environment is conducted together
- The high rate of commuting on foot is a strength of working within the living area, but considering the poor walking environment, it is evaluated as a weakness and a threat
- o The strategy, according to the traffic area SWOT analysis, is as follows.
 - SO Strategy: Reinforcing Jung-gu as a walking-oriented living area on public transportation by utilizing high satisfaction with bus and subway use and walking rate
 - WO Strategy: To improve the walking environment first, such as sidewalk maintenance, crosswalk improvement, and slope improvement, considering the large number of people commuting on foot
 - ST Strategy: To maintain the high level of satisfaction with public transportation, it is necessary to continuously manage the accessibility of walking around bus stops and subway stations
 - WT Strategy: Maintenance is required to prevent discontent in the walking environment from increasing the risk of accidents and reducing the number of people going out

(3) Residential Environment Safety

- o Satisfaction with housing, satisfaction, and water supply and sewage is very high, and the high intention to settle is considered a very good factor due to the development of the elderly-friendly area in Jung-gu
- o However, there are other demands for improvement of living conditions related to walking environment, lack of jobs, and lack of cultural conditions, so if this is not improved, it is expected to be a threat to the community.

- Analysis of SWOT strategies for residential areas
 - SO Strategy: Reinforcing Jung-gu as a stable elderly-friendly residential area by utilizing high residential intention, high satisfaction with residential and infrastructure
 - WO Strategy: Even if housing satisfaction is relatively high, it is necessary to supplement the inconveniences experienced by the elderly, such as the inconvenience of walking due to old houses and ramps
 - ST Strategy: High residential doctors lead to long-term residence of the elderly, preemptive response is needed to increase medical and welfare demands, and integrated management of housing, walking, welfare, and health care services is needed to maintain satisfaction with residential care
 - WT Strategy: If residential aging and aging progress at the same time, living satisfaction may decrease, so it is necessary to improve accessibility to living convenience facilities first, centered on vulnerable elderly households

(4) Leisure and social activities

- The satisfaction of leisure activities of the elderly in Jung-gu is relatively unsatisfactory, and spending most of their weekend or leisure time mainly watching videos or resting does not fully meet the various leisure needs of the elderly
- By utilizing the interest in film, related programs should be expanded to form opportunities, and leisure dissatisfaction should not be a threat for a long time.
- Analyzing SWOT strategies for leisure and social activities
 - SO Strategy: Using the preference for film and video content, film screenings and commentary film programs for the elderly are operated. Through this, the existing cultural demand is utilized as the starting point for expanding cultural participation
 - WO Strategy: Expanding programs such as performances, exhibitions, life

culture, and physical education to improve satisfaction with leisure activities and the lack of attendance at cultural events. Developing participatory programs such as singing, art, and health sports, as well as simple viewing types, is also operated

- ST Strategy: Expanded film-oriented cultural activities to other fields so that leisure activities of the elderly can be active rather than passive, thereby reducing the risk of social isolation and deterioration of quality of life
- WT Strategy: By analyzing the low satisfaction of the walking environment together, the link between cultural services and welfare programs for the elderly living alone, the low-income elderly, and the elderly who are unable to move is strengthened

(5) Respect and social integration

- Overall satisfaction with life and overall satisfaction with the residential area all responded positively based on a 5-point average
- Analyze SWOT strategies for respect and social integration.
- SO Strategy: Reinforcing Jung-gu into a residential area where the elderly can live slowly by utilizing the current stable living satisfaction and low dissatisfaction rate. Maintaining the advantages of basic infrastructure, such as existing housing, transportation, water supply, and sewage, and promoting linkage with other services
- WO Strategy: Considering that many respondents say it is normal, a policy that can increase the satisfaction felt is needed. In particular, improvement is needed to increase satisfaction by improving existing dissatisfaction factors, such as leisure activities, cultural facilities, and jobs for the elderly
- ST Strategy: A pre-emptive response to social problems caused by aging is needed to maintain satisfaction in residential areas.
- WT Strategy: Considering that overall satisfaction is at a normal level, complaints about detailed living environments should not be accumulated.

Expanding customized support centered on the elderly, and integrating culture, leisure, walking, and job policies are promoted

(6) employment and social engagement

- There are high responses that the elderly do not engage in weekly economic activities, and the reason for this is parenting or housework is that economic activities are limited by family care and housework. In addition, responses that there are not enough jobs in the region and complaints about employment expansion policies are analyzed as weaknesses and threats
- On the other hand, when it is positive that the working requirements are satisfied, the main purpose of working is clear, and the preferred policy is clear, there are many opportunities for civic participation and employment in Jung-gu.
- Analyzing SWOT strategies for citizen participation and employment areas
 - SO Strategy: Taking advantage of the high satisfaction of working requirements, it is necessary to expand jobs that the elderly can participate in while maintaining the quality of existing jobs
 - WO Strategy: It is necessary to expand employment opportunities tailored to the elderly to improve the weaknesses of many elderly people who are not economically active and lack jobs in the region. For the elderly with childcare and housework burdens, policies to expand employment centered on part-time, flexible work, and short-term jobs are needed
 - ST Strategy: Dissatisfaction with employment policy and dissatisfaction with retirement income should be alleviated based on the high satisfaction with current working requirements. Expanding employment opportunities while maintaining the root environment of existing jobs can contribute to the economic stability of the elderly
 - WT Strategy: Job shortage, increase in economic activity, and dissatisfaction with employment policy appear at the same time, so it is necessary to analyze

the effectiveness of the employment policy for the elderly. Rather than providing simple jobs, a customized job system that considers various requirements is needed

2) The summary of the Baseline Assessment

- In the policy of the elderly-friendly city, Baseline Assessment is a process of evaluating the current level of elderly-friendliness in the region to establish strategies and action plans for the next five years
- Jung-gu District is the original downtown area of Busan, where aging progressed very rapidly, and the main characteristics identified in the basic diagnosis are as follows
 - The proportion of the elderly population is higher than the average in Busan
 - an increase in the proportion of elderly people living alone
 - Low birth rate and youth outflow continue
 - an increase in elderly support costs
 - an increase in single-person households
- The strength of the built environment assessment is that the living area is relatively compressed, access to hospitals, markets, and administrative agencies is good, and public transport connectivity is excellent.
 - Vulnerabilities include a high percentage of aged housing, many slope and stair areas, a weak walking environment, risk of falling, and a lack of barrier-free facilities
 - Improvement is necessary to improve the walking environment, expand elderly-friendly public facilities, and create a safe residential environment
- As a key part of the Baseline Assessment, Jung-gu, Busan, has the following major challenges in the basic status diagnosis results
 - Rapid aging and a high percentage of senior citizens living alone
 - Old Residential and Walking Environment Problems

- Increasing demand for health and care services
- Social participation and lack of jobs
- digital digital digital divide
- a problem of social isolation
- o A strategy for the development of an elderly-friendly city was established with the core axis of "safe environment – healthy old age – active social participation – community care," while promoting the detailed projects in eight areas.

(1) Evaluation by 8 WHO Areas

- o Area 1. Outdoor space and buildings
 - Strengths: Excellent access to public institutions and close living areas
 - Problems: Many old sidewalks, dense staircases and slopes, lack of rest facilities, weak night lighting
 - Policy tasks: improvement of the walking environment, expansion of barrier-free design, and creation of elderly-friendly shelters
- o Area 2. Transportation
 - Strengths: Excellent accessibility to the subway, diverse bus routes
 - Problems: Lack of crosswalk signal time, inconvenience of getting on and off buses, and safety problems for elderly drivers
 - Policy tasks: Extending pedestrian signals and strengthening traffic safety education
- o Area 3. Residential
 - Strengths: Maintaining existing local communities
 - Problems: High percentage of old houses, risk of safety accidents, concentration of detached houses
 - Policy tasks: Support for housing renovation, installation of safety handles, and introduction of smart care housing
- o Area 4. Social Participation

-
- Strengths: Establishing a network for senior citizens and operating welfare center programs
 - Problems: Participant bias, low new participation rate
 - Policy tasks: Expansion of cultural and artistic programs and activation of generational integration activities
 - Area 5. Respect and Social Integration
 - Problems: Lack of intergenerational interactions, increasing social isolation
 - Policy tasks: Support for generational empathy projects and community activities
 - The elderly are perceived as experiencing difficulties such as intergenerational disconnection, social isolation, age discrimination, and weakening of their sense of belonging to the community
 - Necessary policies include generational empathy programs, revitalization of local communities, promotion of human rights for the elderly, and creation of an age-friendly culture
 - Area 6. Citizen Participation and Employment
 - Strengths: Operation of the Elderly Job Project
 - Problems: Lack of quality jobs, lack of career opportunities
 - Policy tasks: Development of professional career-type jobs and expansion of social contribution-type projects
 - Jung-gu operates welfare centers for the elderly, senior citizen centers, and community center programs, but problems such as a decrease in economic activity of the elderly, a reduction in social roles after retirement, and an increase in social isolation
 - Necessary policies include expanding jobs for the elderly, revitalizing volunteers, and strengthening lifelong education
 - With the expansion of generational integration programs, the need to convert the elderly into community participants rather than welfare recipients is raised

- Area 7. Communication and Information
 - Problems: Digital Gap Deepens, Difficulty Using Smartphones
 - Policy tasks: Digital competency education and smartphone utilization education
 - The level of digital use of the elderly was evaluated to be low, and the main problems were poor use of smartphones, limited access to online administrative services, and widening the information gap
 - Policy needs include digital competency education, smart device utilization education, and the establishment of an age-friendly information delivery system
- Area 8. Community support and health services
 - Strengths: Operation of a health care system centered on public health centers, securing access to medical institutions, operation of dementia relief centers, establishment of a welfare center for the elderly, and senior citizens
 - Problems: Increasing chronic diseases, surging demand for care, expanding dementia risk, and increasing risk of dying alone
 - Policy tasks: Expand integrated care, strengthen visiting health care, and expand emergency safety services

(2) Quantitative diagnosis: population and environmental baseline assessment

- Entry and acceleration of super-aged society: The proportion of the elderly aged 65 or older in Jung-gu exceeds about 32.6% of the total population, and it is a super-aged area among 16 districts and counties in Busan, with one in three elderly people
- Limitations of the Topography of the Old City: Jung-gu District has many slopes and has a unique physical environment, such as stairs and narrow alleys, so the risk of falling accidents and restrictions on the right to move are very high compared to other areas
- Single-person households and vulnerable groups: Due to the high proportion of

elderly people living alone (single-person households) among the elderly population, the risk of social isolation and loneliness, and the burden of health and medical expenses (such as dental treatment) of low-income families are analyzed as major solutions

(3) Qualitative Diagnosis: Survey on Aging Affinity Awareness

- According to a survey of satisfaction and demand in eight areas of the WHO's senior-friendly city for senior citizens and related experts living in Jung-gu, there is a clear gap (strengths and weaknesses) by area
 - Relative areas of excellence (strengths)
 - Transportation convenience: As the center of the original city center, the public transportation network, such as subways and buses, is densely equipped, so the accessibility itself is relatively high
 - Participation in social activities and leisure: Positively evaluated that the infrastructure centered on welfare centers and senior citizen centers is in place, and traditional elderly gatherings and leisure spaces such as Yongdusan Park are active
 - Common and complementary areas
 - Residential environment: Demand for renovation of safety facilities (safety handles, non-slip, etc.) in homes due to the large number of aging low-rise dwellings and high-rise houses
 - Community care and health: access to health care institutions is good, but the need for specialized medical support, such as a 'close non-face-to-face/smart care system' for the elderly living alone, and dentistry that reduces the economic burden
 - Areas of vulnerability and concentration improvement (weakness)
 - External environment and facilities: A direct trigger for the expansion of dedicated infrastructure, such as Bokbyeongsan 100-year-old Health Park, because ramps, insufficient barrier-free walkways, and a lack of safety facilities are pointed out
 - Citizen participation and employment (senior jobs): Lack of 'market-type and culture-linked jobs' that can meet the needs of highly educated and new senior citizens (baby boomers) beyond the simple form of public work
 - Communication and information (digital alienation): due to rapid smartization (kiosk,

mobile banking, smart pads, etc.), information alienation and psychological atrophy felt by the elderly are recognized as serious

(4) Policy Implications with Baseline Assessment

- Jung-gu District prioritizes and promotes policies below based on the results of this basic survey
 - Overcoming the Limitations of Physical Environment: Reflecting the Urgentness of the Maintenance of Highland Slope and the Creation of a Base Park for the Elderly (Bokbyeongsan Mountain)
 - Changing the paradigm of jobs for the elderly: Establishment of a plan to expand 'market-type jobs' that utilize tourism and cultural resources such as Jagalchi and the international market in Jung-gu
 - Resolving the Digital Gap: Deriving Ideas for Smartization of Senior Citizens and Permanentization of Kiosk Education
 - Social integration centered on filial piety: To induce the revitalization of cultural festivals that consider the elderly as assets of the region, not just as supporting targets