

FY 2018

Public Opinion in Sumida 2018

== The Digest version of the result of the '25th Survey for Residents' Awareness in Sumida' ==

【 Preface 】

This brochure is a digest version of the report regarding the 'Survey for Residents' Awareness in Sumida', which was conducted between Thursday 12 July and Friday 27 July, 2018.

We really thank the residents who took part in this survey for their help. The result of it will be used as invaluable data for future administration.

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《Outline of the Survey》

- ◇ **Subjects** : The City residents aged 18 years or above
- ◇ **Number of subjects** : 3,000
- ◇ **Survey method** : Distributed and collected by mail
- ◇ **Number of answered-questionnaires** : 1,473
- ◇ **Collection rate** : 49.1%
- ◇ **Survey Period** : Between Thursday 12 July and Friday 27 July, 2018

《How to read this brochure》

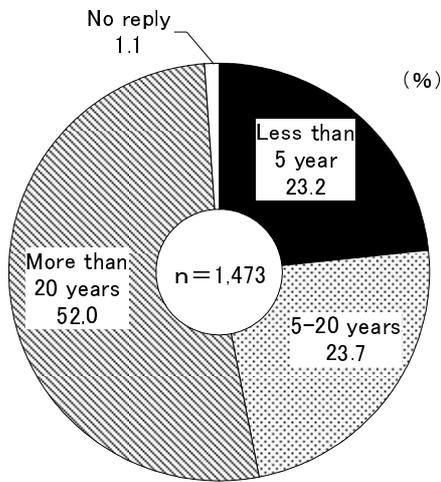
- ◆ The total number of respondents is represented as 100 percent. Every number in this brochure is based on this rate.
- ◆ When numbers are rounded off, the sum total can be some other number than 100%.
- ◆ When response alternatives are extracted, the sum total of them can be under 100%.
- ◆ In questions which require more than two answers, the sum total can be over 100%.
- ◆ In the cases where we have combined multiple options, we calculated the percentage based on the sum of the frequencies of each option.
- ◆ “n” represents the number of respondents.

● This brochure is produced with recycled paper.

Established Residency

○ Years of Residence

• • • Long-term inhabitants who chose 'More than 20 years' surpass half



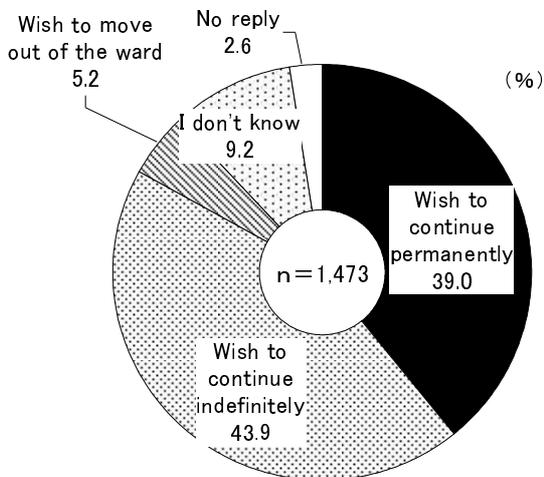
The city residents are composed of short-term inhabitants who chose 'Less than 5 year' (23.2%), mid-term inhabitants who chose '5-20 years' (23.7%), and long-term inhabitants who chose 'More than 20 years' (52.0 %).

○ Wish to settle down in the city

• • • More than 80 % of the respondents expressed their 'wish to settle down in the city'

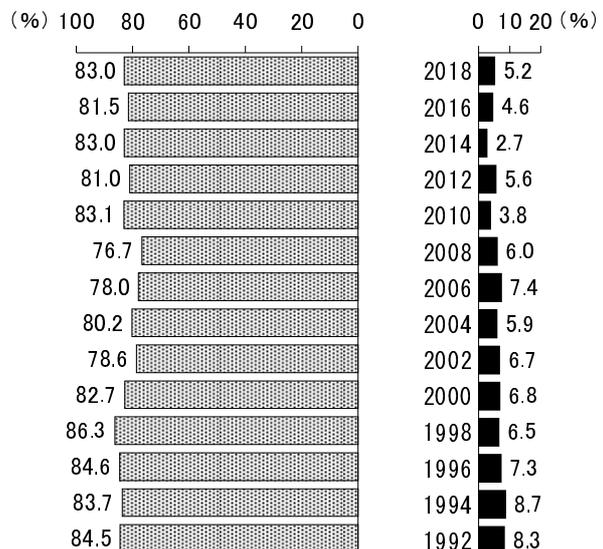
Almost 40% of respondents chose 'Wish to continue permanently' (39.0%). Including the respondents who chose 'Wish to continue indefinitely' (43.9%), more than 80% of respondents express their intention to settle down (83.0%). On the other hand, those who chose 'Wish to move out of the ward' are less than 10% (5.2%).

According to the transition from 1992, the number of those who 'wish to settle down' was, after peaking in 1998, on the decrease by 2008. However, it has been more than 80% since 2010. The number in the current survey has slightly increased from last year.



【Transition of the number of those who 'wish to settle down'】

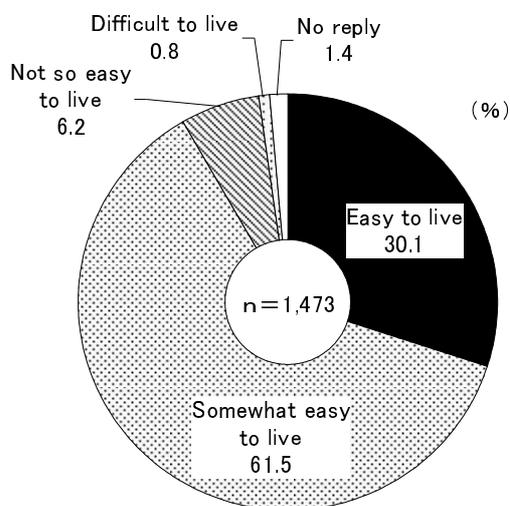
【Transition of the number of those who 'wish to move out'】



Evaluation of living environment

○ Evaluation of Livability

• • • More than 90% of respondents are satisfied with the living environment



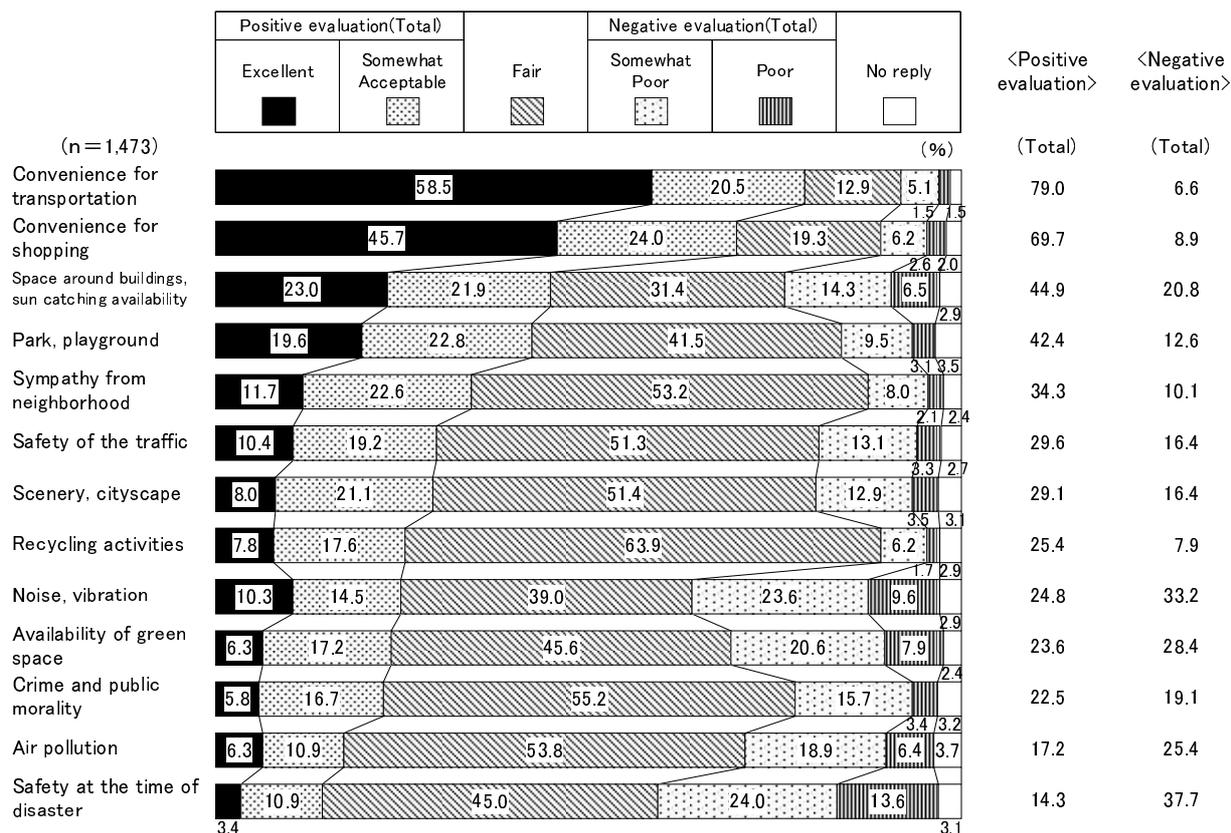
When asked about the current living environment in Sumida, more than 60% chose 'Somewhat easy to live' (61.5%). Including those who chose 'Easy to live' (30.1%), 91.6% of respondents are satisfied with the current living environment of Sumida.

○ Evaluation of living environment

• • • About 80% give 'Convenience for transportation' a positive evaluation

We asked respondents to evaluate 13 aspects about the living environment of Sumida on a 5-point scale. When we combine those who chose 'Excellent' or 'Somewhat Acceptable' for the rate of positive evaluation, 'Convenience for transportation' (79.0%) is the most highly evaluated, followed by 'Convenience for shopping' (69.7%).

On the other hand, respondents give negative evaluation, which include 'Poor' and 'Somewhat Poor', on 'Safety at the time of disaster' (37.7%), 'Noise, vibration' (33.2%), and 'Availability of green space' (28.4%).



General ward administration

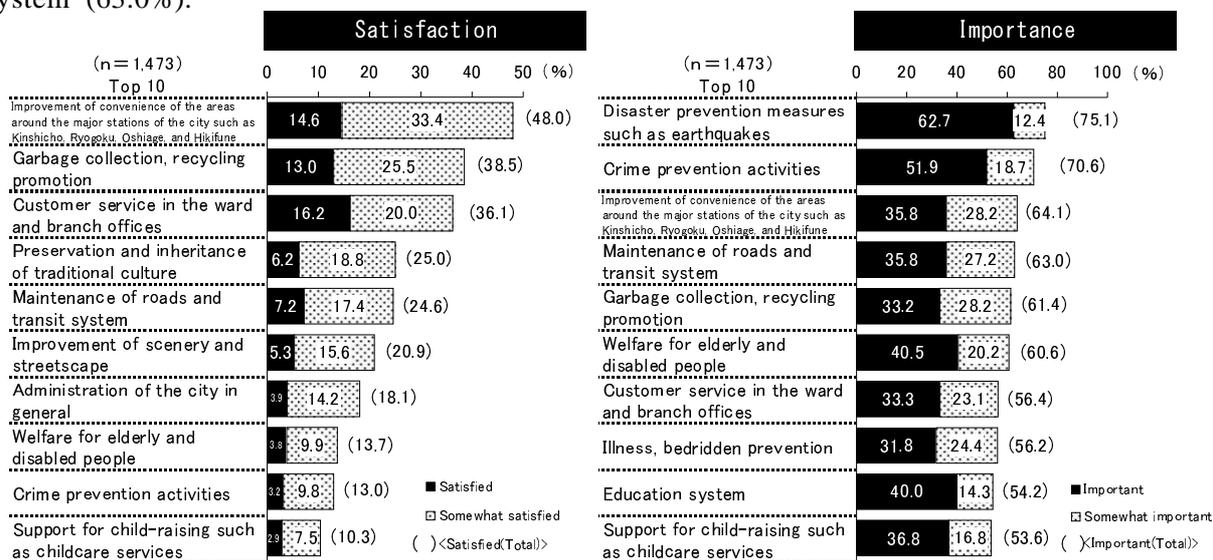
○ Satisfaction and Importance of Administration of the Ward

- ・ ・ ・ The satisfaction level is high with ‘Improvement of convenience of the areas around the major stations of the city’ and the level of importance is high with ‘Disaster prevention measures such as earthquakes’

We asked the respondents to evaluate the administration of the ward classified into 15 categories on a 5-point scale.

Regarding the level of satisfaction, when we combine those who chose ‘Satisfied’ or ‘Somewhat satisfied’, ‘Improvement of convenience of the areas around the major stations of the city’ (48.0%) is the most selected option, followed by ‘Garbage collection, recycling promotion’ (38.5%), and ‘Customer service in the ward and branch offices’ (36.1%).

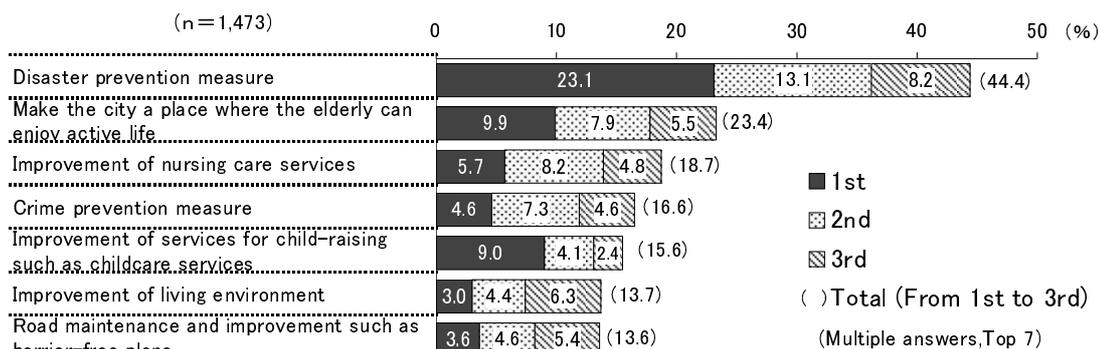
Regarding the level of importance, when we combine those who chose ‘Important’ or ‘Somewhat important,’ ‘Disaster prevention measures such as earthquakes’ (75.1%) is the most selected option, followed by ‘Crime prevention activities’ (70.6%), ‘Improvement of convenience of the areas around the major stations of the city’ (64.1%), and ‘Maintenance of roads and transit system’ (63.0%).



○ Measures to be promoted

- ・ ・ ・ Mid-40% of respondents chose ‘Disaster prevention measure’

We asked the respondents to rank the measures of the ward in order of importance as 1st, 2nd, and 3rd. When we combine all the answers (including 1st, 2nd and 3rd), ‘Disaster prevention measure’ (44.4%) is the most selected option, followed by ‘Make the city a place where the elderly can enjoy active life’ (23.4%), ‘Improvement of nursing care services’ (18.7%), and ‘Crime prevention measure’ (16.6%).



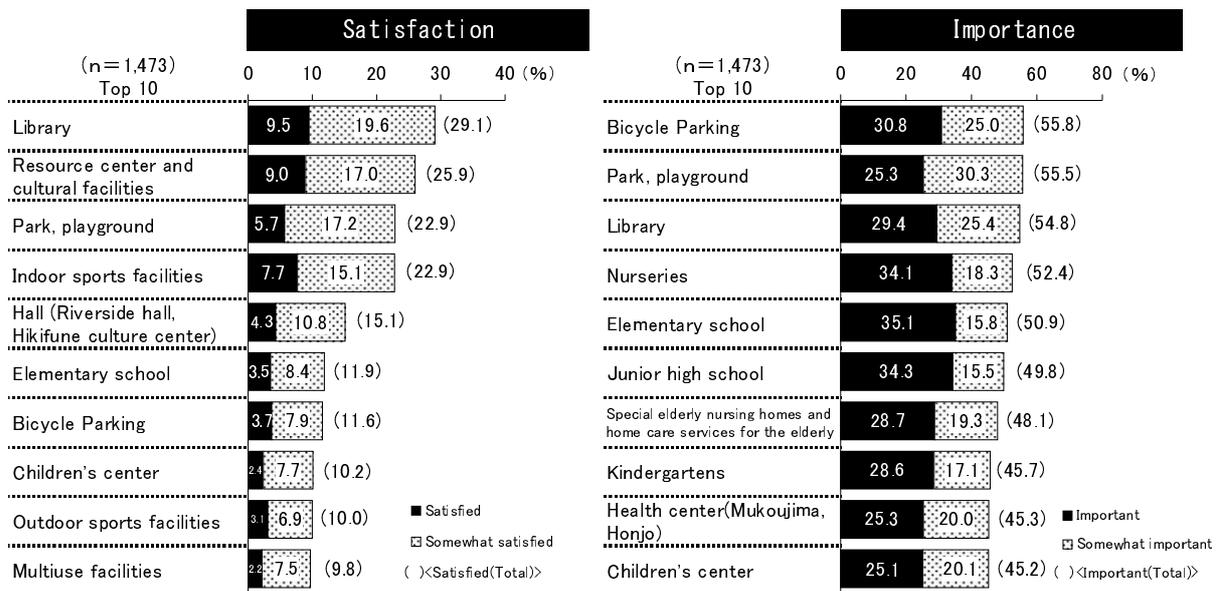
○ Satisfaction and importance of services provided in facilities by the ward

・ ・ ・ *The level of satisfaction is high with ‘Library’ and the level of importance is high with ‘Bicycle Parking’*

We asked the respondents to evaluate the 27 facilities of the ward on a 5-point scale, regarding the level of satisfaction and importance.

Regarding the level of satisfaction, when we combine those who chose ‘Satisfied’ or ‘Somewhat satisfied’ for a total number of satisfied respondents, ‘Library’ (29.1%) is the most selected option, followed by ‘Resource center and cultural facilities’ (25.9%), ‘Park, playground’ (22.9%), and ‘Indoor sports facilities’ (22.9%).

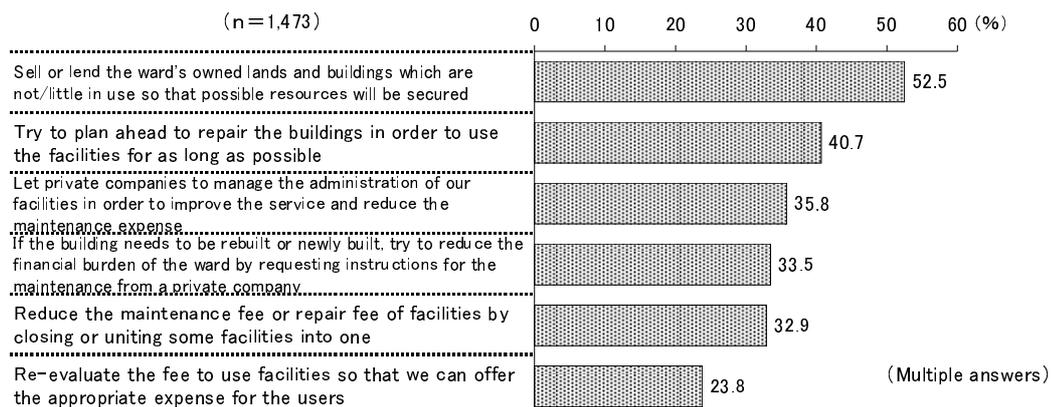
Regarding the level of importance, when we combine those who chose ‘Important’ or ‘Somewhat important’, mid-50% of respondents chose ‘Bicycle Parking’ (55.8%), ‘Park, playground’ (55.5%), and ‘Library’ (54.8%); these were followed by ‘Nurseries’ (52.4%), ‘Elementary school’ (50.9%), and ‘Junior high school’ (49.8%).



○ Plan to be emphasized in order for facilities to provide safe and effective services for the future

・ ・ ・ *Over 50% chose ‘Sell or lend the ward's owned lands and buildings which are not/little in use so that possible resources will be secured’*

When asked about plan to be emphasized in order for facilities to provide safe and effective services for the future, the largest group at over 50% chose ‘Sell or lend the ward's owned lands and buildings which are not/little in use so that possible resources will be secured’ (52.5%); this was followed by ‘Try to plan ahead to repair the buildings in order to use the facilities for as long as possible’ (40.7%), and ‘Let private companies to manage the administration of our facilities in order to improve the service and reduce the maintenance expense’ (35.8%).

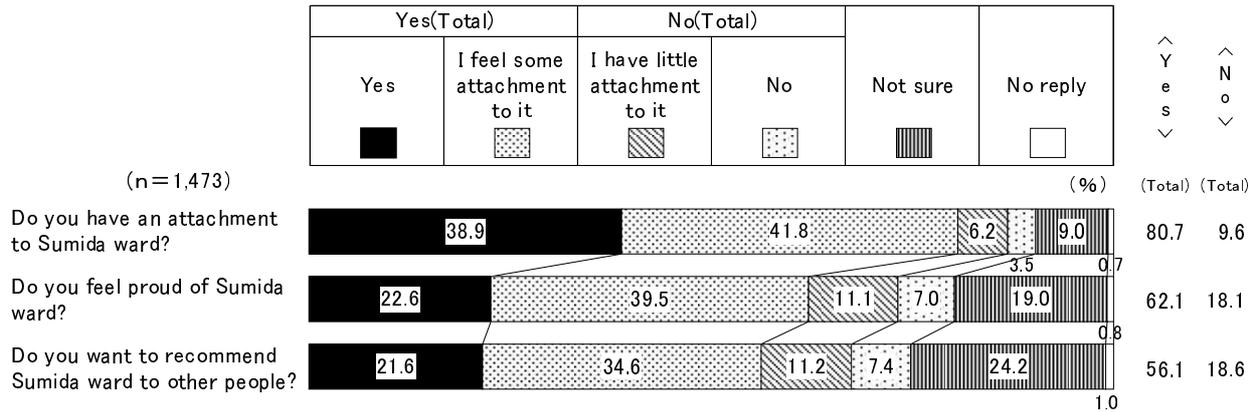


City Promotion

○ Feelings about Sumida ward

・ ・ ・ About 80% have an attachment to the ward; over 60% feel proud of the ward; and mid-50% want to recommend the ward to others.

We asked the respondents about their feeling about Sumida ward with three distinct questions. The sum of the affirmative answers including ‘Yes’ and ‘I feel some attachment to it’ is about 80% with the question, ‘Do you have an attachment to Sumida ward?’; over 60% with the question, ‘Do you feel proud of Sumida ward?’; and mid-50% with the question, ‘Do you want to recommend Sumida ward to other people?’

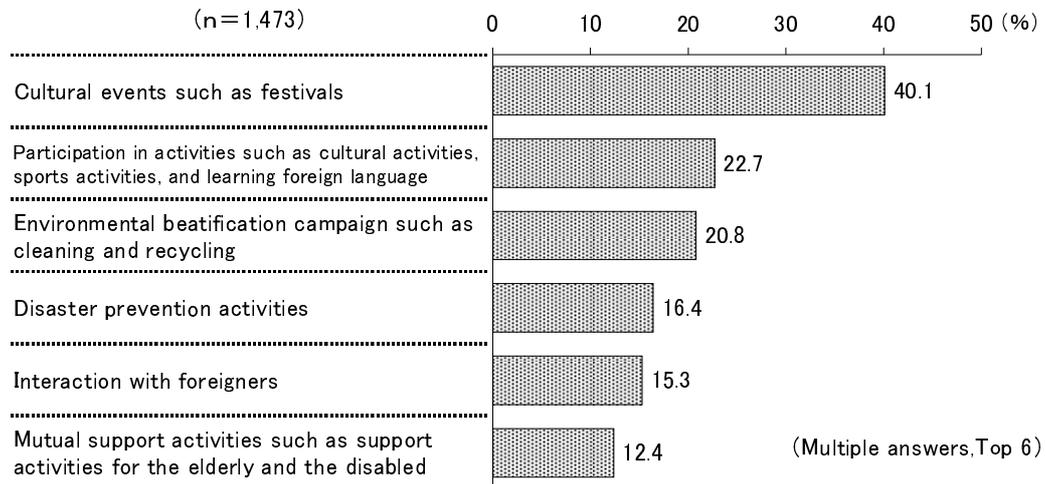


Development and Promotion of Regional Potential

○ Local activities you actually participate in or want to participate in

・ ・ ・ About 40% chose ‘Cultural events such as festivals’

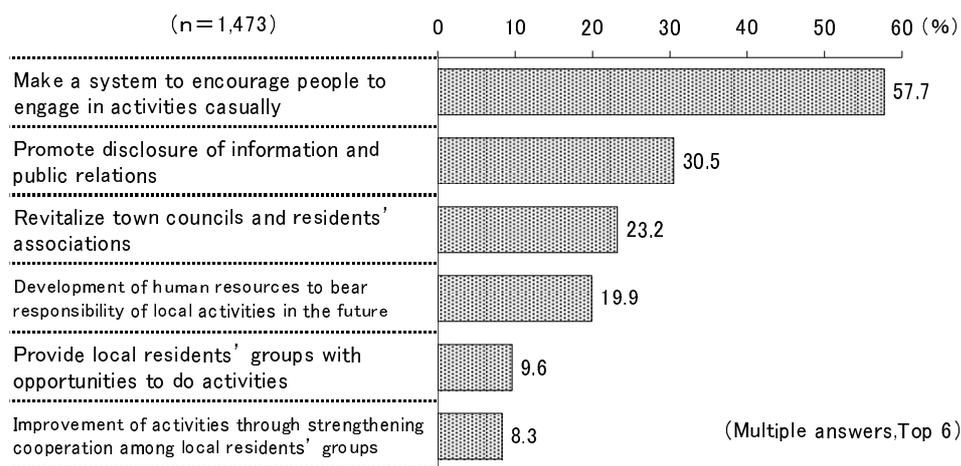
When asked about which local activities respondents participate in or want to participate in, the largest group at about 40% chose ‘Cultural events such as festivals’ (40.1%); this was followed by ‘Participation in activities such as cultural activities, sports activities, and learning foreign language’ (22.7%), ‘Environmental beatification campaign such as cleaning and recycling’ (20.8%), and ‘Disaster prevention activities’ (16.4%).



○ Policies to enhance the regional potential

- • • *Almost 60% chose ‘Make a system to encourage people to engage in activities casually’*

When asked about what kind of policies the city should promote in order to enhance the regional potential, the largest group at almost 60% chose ‘Make a system to encourage people to engage in activities casually’ (57.7%); this was followed by ‘Promote disclosure of information and public relations’ (30.5%), ‘Revitalize town councils and residents’ associations’ (23.2%), and ‘Development of human resources to bear responsibility of local activities in the future’ (19.9%).

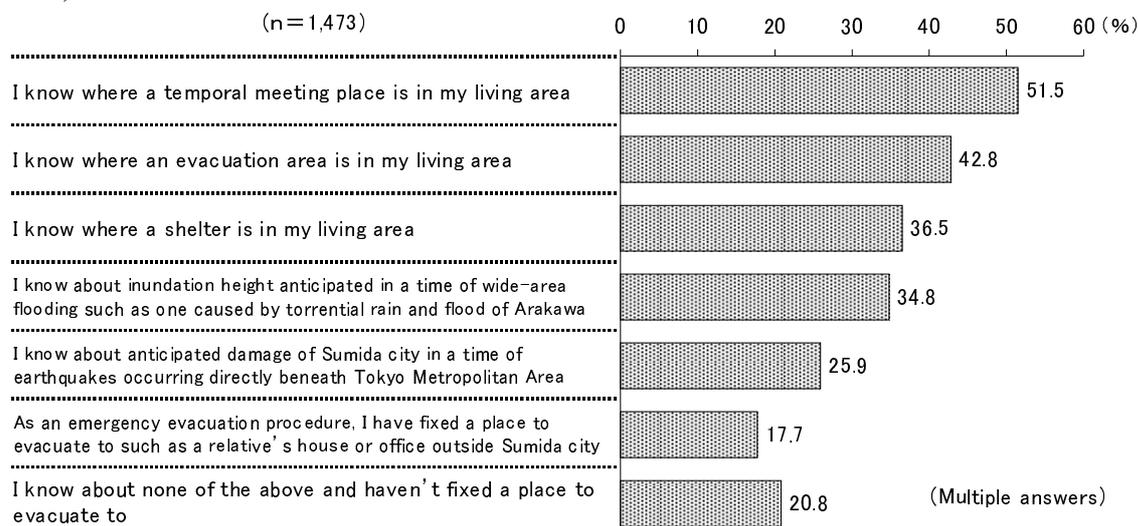


Disaster prevention measure

○ Anticipated damage and an emergency evacuation procedure in a time of disaster and wide-area flooding

- • • *Over 50% chose ‘I know where a temporal meeting place is in my living area’*

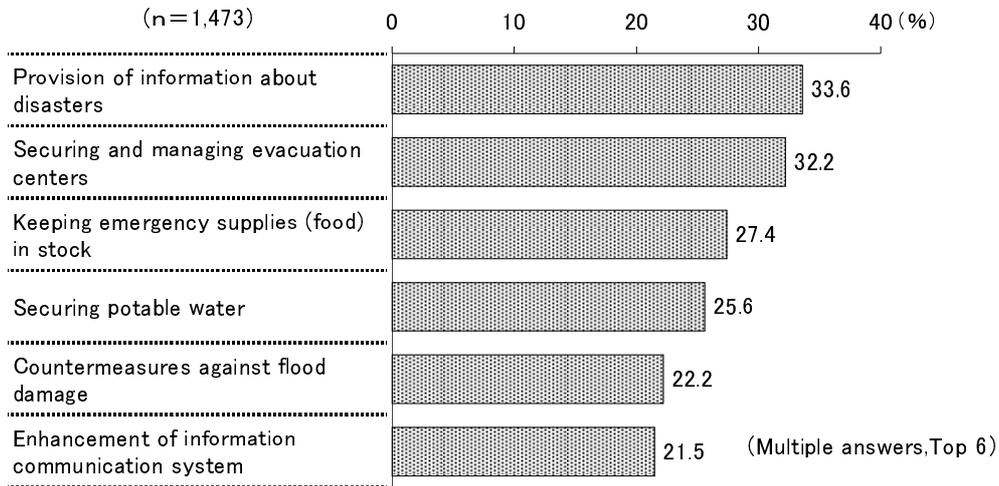
When asked about anticipated damage and an emergency evacuation procedure in a time of disaster and wide-area flooding, the largest group at over 50% chose ‘I know where a temporal meeting place is in my living area’ (51.5%); this was followed by ‘I know where an evacuation area is in my living area’ (42.8%), ‘I know where a shelter is in my living area’ (36.5%), and ‘I know about inundation height anticipated in a time of wide-area flooding such as one caused by torrential rain and flood of Arakawa’ (34.8%).



○ Disaster prevention to be needed

• • • More than 30% of respondents chose 'Provision of information about disasters' and 'Securing and managing evacuation centers'

When asked about what the city should emphasize for disaster prevention, over 30 % of respondents chose 'Provision of information about disasters' (33.6%) and 'Securing and managing evacuation centers' (32.2%), which are followed by 'Keeping emergency supplies (food) in stock' (27.4%), 'Securing potable water' (25.6%), and 'Countermeasures against flood damage' (22.2%).

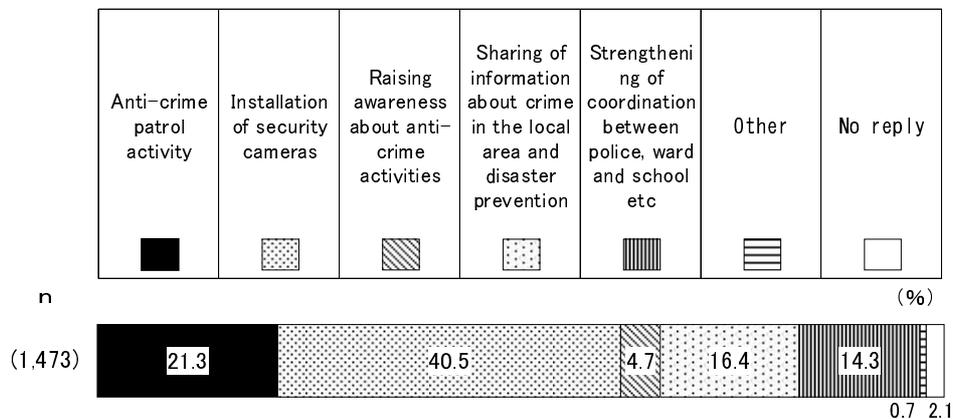


Crime prevention

○ The effective plan to realize the safety of our neighborhood

• • • About 40% chose 'Installation of security cameras'

When asked about what plan is effective in order to realize the safety of our neighborhood, the largest group at about 40% chose 'Installation of security cameras' (40.5%), followed by 'Anti-crime patrol activity' (21.3%), and 'Sharing of information about crime in the local area and disaster prevention' (16.4%).

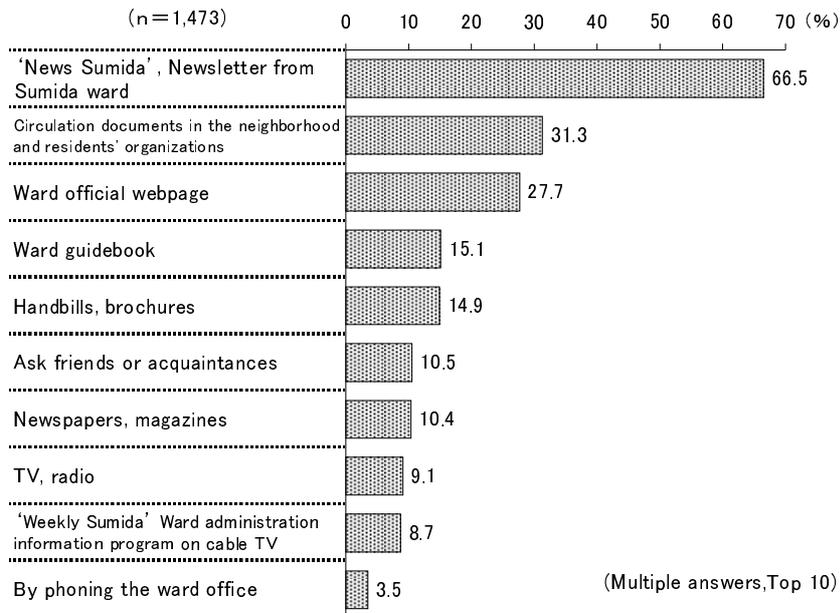


Ward administration information

○ The way to obtain the information about ward administration

- • • Almost 70% chose ‘News Sumida’, Newsletter from Sumida ward’

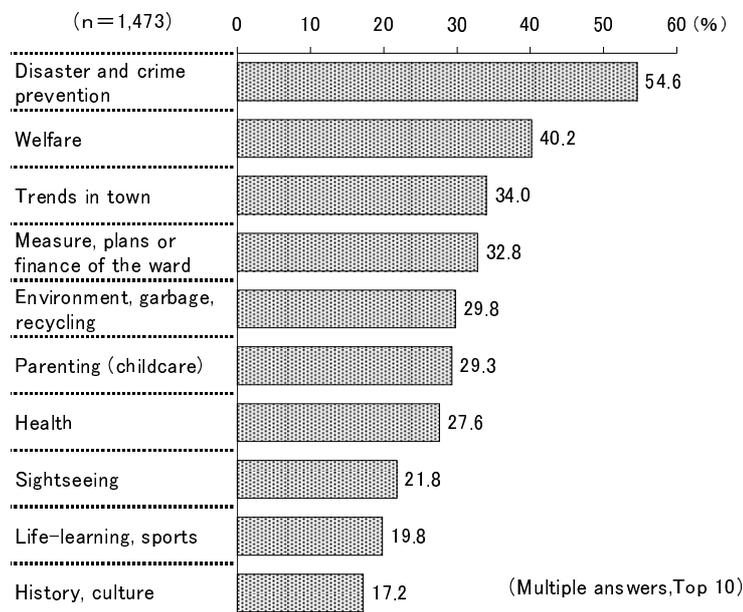
When asked how to obtain the information about ward administration, the largest group at almost 70% chose ‘News Sumida’, Newsletter from Sumida ward’ (66.5%); this was followed by ‘Circulation documents in the neighborhood and residents’ organizations’ (31.3%), ‘Ward official webpage’ (27.7%), ‘Ward guidebook’ (15.1%), and ‘Handbills, brochures’ (14.9%).



○ The information to be provided in more detail by the city

- • • Mid-50% chose ‘Disaster and crime prevention’

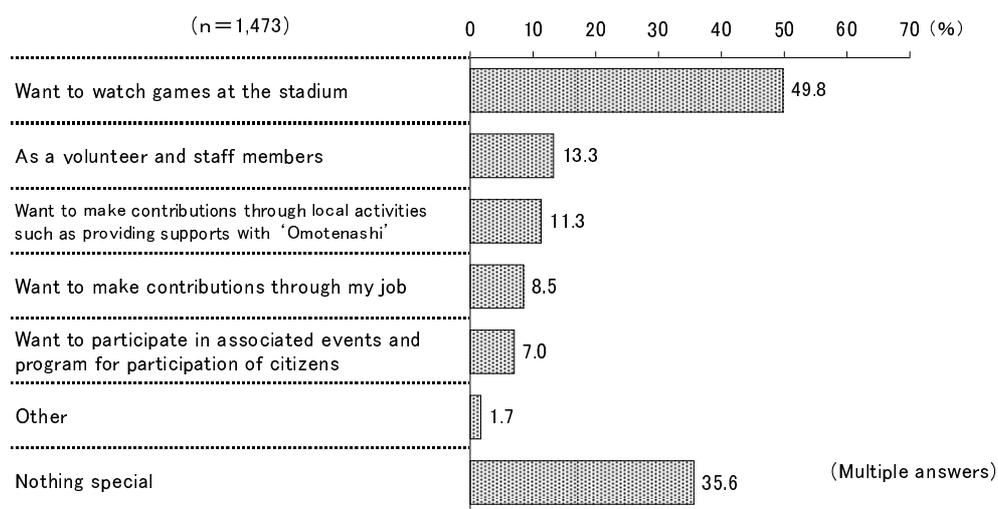
When asked about what kind of information the city should provide in more detail for transmission of information by the city, the largest group at mid-50% chose ‘Disaster and crime prevention’ (54.6%); this was followed by ‘Welfare’ (40.2%), ‘Trends in town’ (34.0%), ‘Measure, plans or finance of the ward’ (32.8%), and ‘Environment, garbage, recycling’ (29.8%).



The 2020 Tokyo Olympic and Paralympic Games

○ How you want to participate in the 2020 Tokyo Olympic and Paralympic Games · · · About 50% chose ‘Want to watch games at the stadium’

When asked about how each respondent wants to participate in the 2020 Tokyo Olympic and Paralympic Games, the largest group at about 50% chose ‘Want to watch games at the stadium’ (49.8%); this was followed by ‘As a volunteer and staff member’ (13.3%), ‘Want to make contributions through local activities such as providing supports with ‘Omotenashi’’ (11.3%), and ‘Want to make contributions through my job’ (8.5%). On the other hand, mid-30% chose ‘Nothing special’ (35.6%).

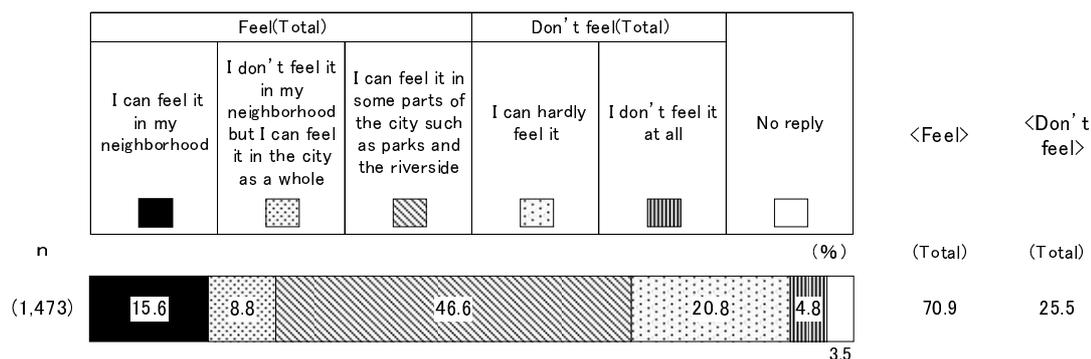


Environment, recycling, cleaning

○ An abundance of water and greenery felt in the city

· · · Almost 50% chose ‘I can feel it in some parts of the city such as parks and the riverside’

When asked about to what extent the respondents feel an abundance of water and greenery in the city, the largest group at almost 50% chose ‘I can feel it in some parts of the city such as parks and the riverside’ (46.6%). When we combine those who chose ‘I can feel it in my neighborhood’ (15.6%) and ‘I don’t feel it in my neighborhood but I can feel it in the city as a whole’ (8.8%), the total of respondents who feel it is about 70% (70.9%).

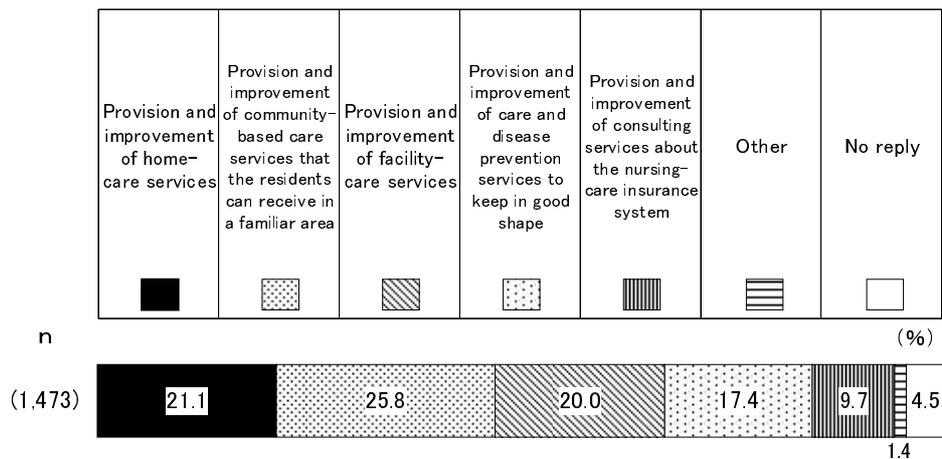


Public Welfare

○ Criteria to be focused on for the nursing insurance system for the elderly

- Mid-20% of respondents chose 'Provision and improvement of community-based care services that the residents can receive in a familiar area'

When asked about what kind of criteria to be focused on in order for elderly people to use the nursing insurance system comfortably, Mid-20% of respondents chose 'Provision and improvement of community-based care services that the residents can receive in a familiar area' (25.8%) and 'Provision and improvement of home-care services' (21.1%), and 'Provision and improvement of facility-care services' (20.0%).



Industry

○ About 'products made in Sumida'

- Mid-40% chose 'I find them appealing, so I buy such products when I find something I like'

When asked about what respondents think about products made in Sumida, less than 10% of respondents chose 'I find them so appealing that I often choose such products' (3.2%), and mid-40% chose 'I find them appealing, so I buy such products when I find something I like' (46.2%). On the other hand, more than 20% chose 'I rather feel they are appealing, but I will not buy them' (23.3%); Less than 10% chose 'I feel no appeal of them' (3.1%), and over 20% chose 'I don't know what kind of products are made in Sumida' (21.7%).

