

FY 2020

Public Opinion in Sumida 2020

== The Digest version of the result of the '26th 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 Monday 20 July and Wednesday 5 August, 2020.

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** : 1,687
- ◇ **Collection rate** : 56.2%
- ◇ **Survey Period** : Between Monday 20 July and Wednesday 5 August, 2020

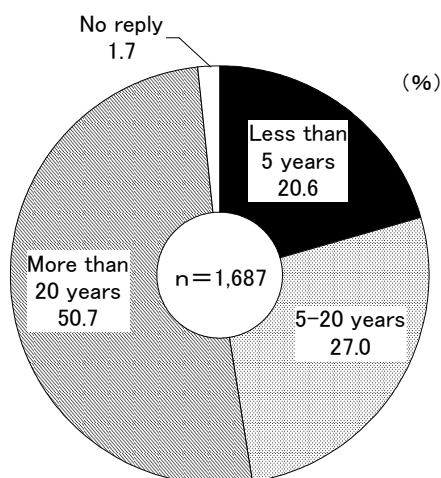
《How to read this brochure》

- ◆ 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.

Established Residency

○ Years of Residence

・ ・ ・ About 50% of the long-term inhabitants who chose 'More than 20 years'



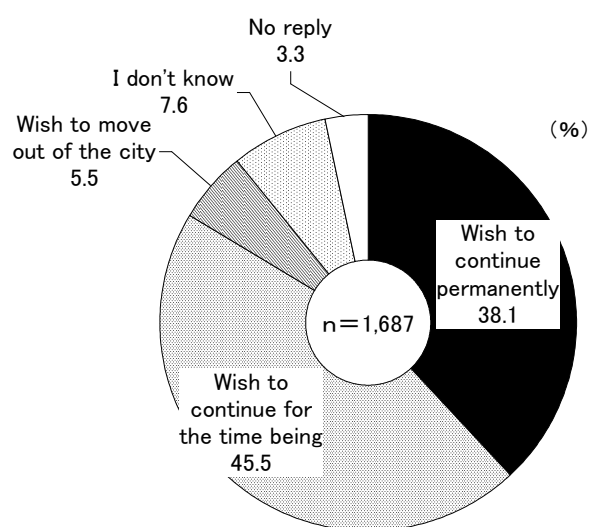
The city residents are composed of short-term inhabitants who chose 'Less than 5 years' (20.6%), mid-term inhabitants who chose '5-20 years' (27.0%), and long-term inhabitants who chose 'More than 20 years' (50.7 %).

○ Wish to settle down in the city

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

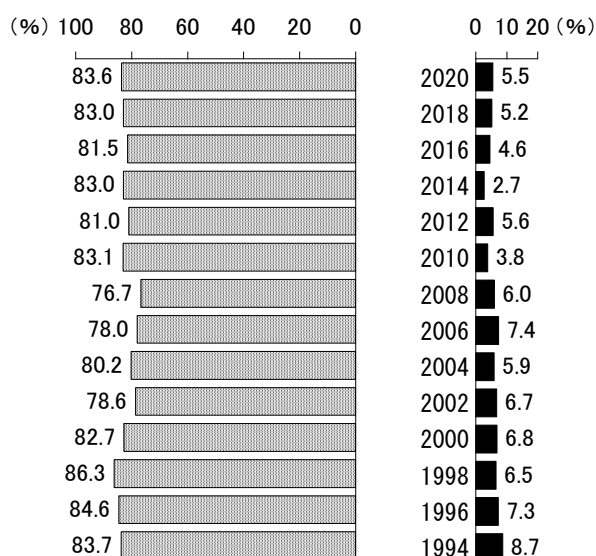
Almost 40% chose 'Wish to continue permanently' (38.1%). Including the respondents who chose 'Wish to continue for the time being' (45.5%), more than 80% of respondents express their intention to settle down (83.6%). On the other hand, those who chose 'Wish to move out of the city' are less than 10% (5.5%).

According to the transition from 1994, 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'】

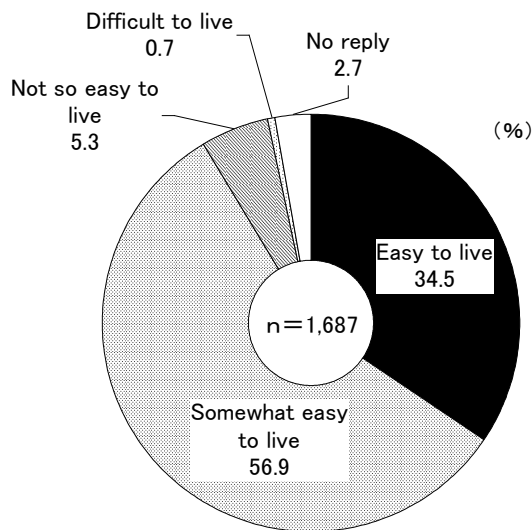
【Transition of the number of those who 'wish to move out'】



Evaluation of living environment

○ Evaluation of Livability

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



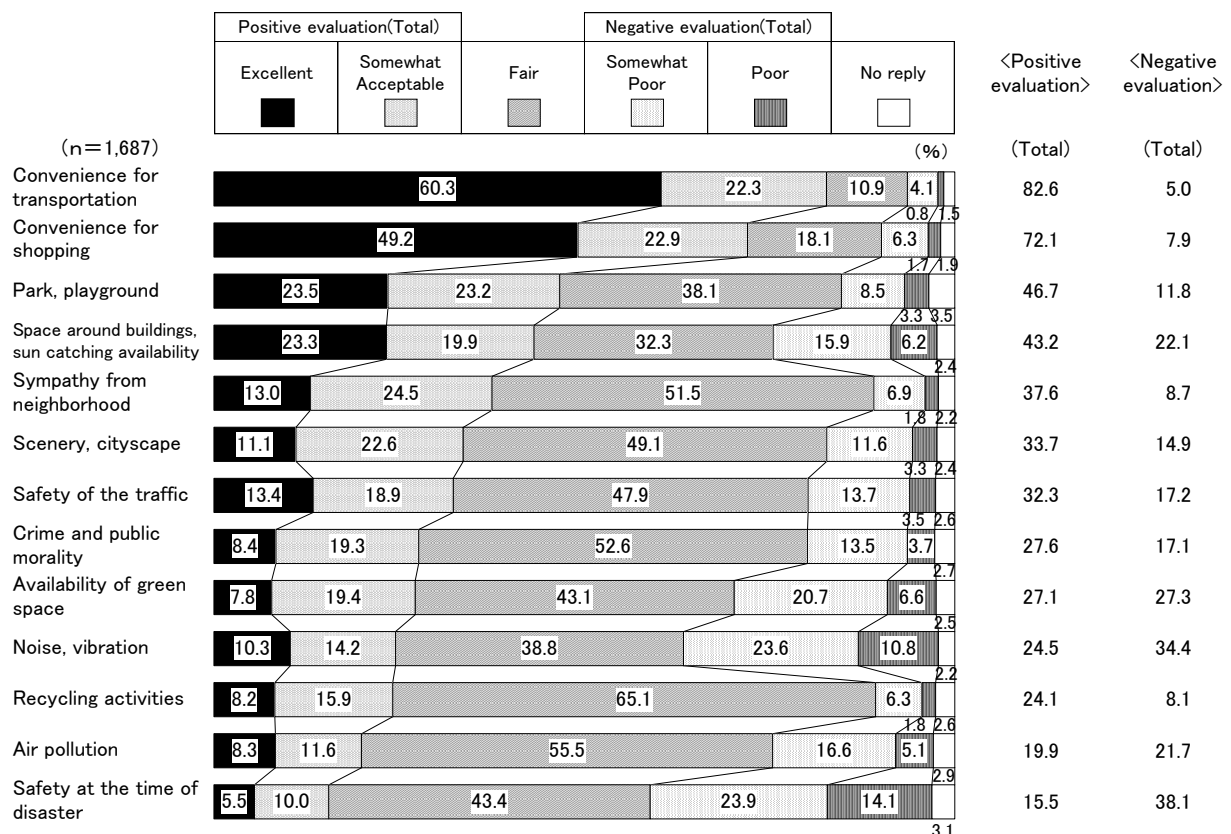
When asked about the current living environment in Sumida, almost 60% chose 'Somewhat easy to live' (56.9%). Including those who chose 'Easy to live' (34.5%), 91.4% of respondents are satisfied with the current living environment of Sumida.

○ Evaluation of living environment

・ ・ ・ More than 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' (82.6%) is the most highly evaluated, followed by 'Convenience for shopping' (72.1%).

On the other hand, respondents give negative evaluation, which include 'Poor' and 'Somewhat Poor', on 'Safety at the time of disaster' (38.1%), 'Noise, vibration' (34.4%), and 'Availability of green space' (27.3%).



General city administration

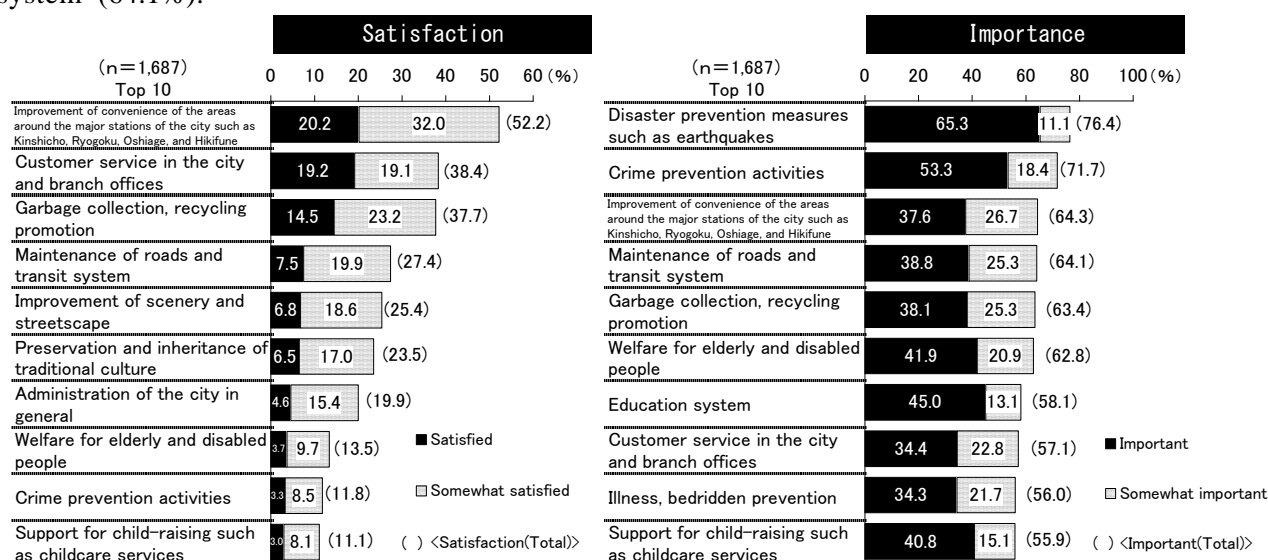
○ Satisfaction and Importance of Administration of the City

- • • 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 city classified into 15 categories on a 5-point scale.

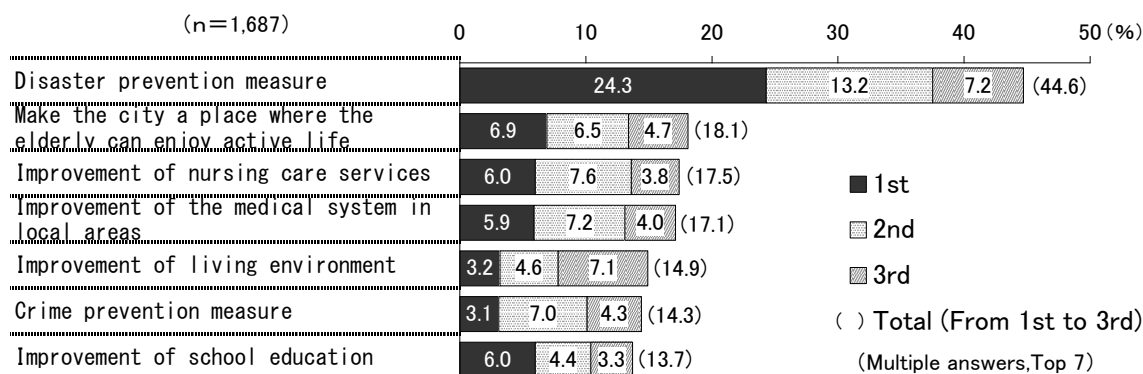
Regarding the level of satisfaction, when we combine those who chose ‘Satisfied’ or ‘Somewhat satisfied’, ‘Improvement of convenience of the areas around the major stations of the city’ (52.2%) is the most selected option, followed by ‘Customer service in the city and branch offices’ (38.4%), and ‘Garbage collection, recycling promotion’ (37.7%).

Regarding the level of importance, when we combine those who chose ‘Important’ or ‘Somewhat important,’ ‘Disaster prevention measures such as earthquakes’ (76.4%) is the most selected option, followed by ‘Crime prevention activities’ (71.7%), ‘Improvement of convenience of the areas around the major stations of the city’ (64.3%), and ‘Maintenance of roads and transit system’ (64.1%).



○ Measures to be promoted • • • Mid-40% chose ‘Disaster prevention measure’

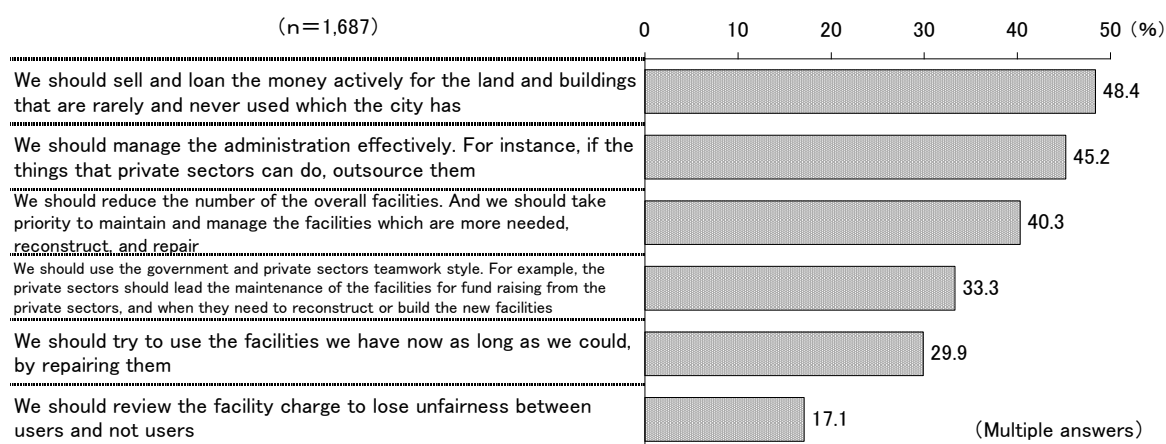
We asked the respondents to rank the measures of the city in order of importance as 1st, 2nd, and 3rd. When we combine all the answers (including 1st, 2nd and 3rd), ‘Disaster prevention measure’ (44.6%) is the most selected option, followed by ‘Make the city a place where the elderly can enjoy active life’ (18.1%), ‘Improvement of nursing care services’ (17.5%), and ‘Improvement of the medical system in local areas’ (17.1%).



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

- • • Almost 50% chose ‘We should sell and loan the money actively for the land and buildings that are rarely and never used which the city has’

When asked about plan to be emphasized in order for facilities to provide safe and effective services for the future, the largest group at almost 50% chose ‘We should sell and loan the money actively for the land and buildings that are rarely and never used which the city has’ (48.4%); this was followed by ‘We should manage the administration effectively. For instance, if the things that private sectors can do, outsource them’ (45.2%), and ‘We should reduce the number of the overall facilities. And we should take priority to maintain and manage the facilities which are more needed, reconstruct, and repair’ (40.3%). And we should take priority to maintain and manage the facilities which are more needed, reconstruct, and repair’ (40.3%).

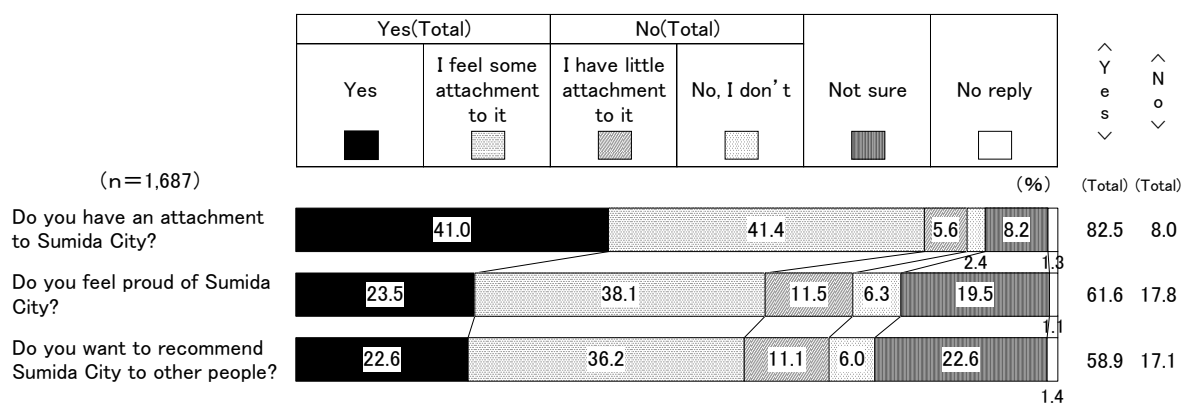


City Promotion

○ Feelings about Sumida city

- • • More than 80% have an attachment to the city; more than 60% feel proud of the city; and almost 60% want to recommend the city to others.

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

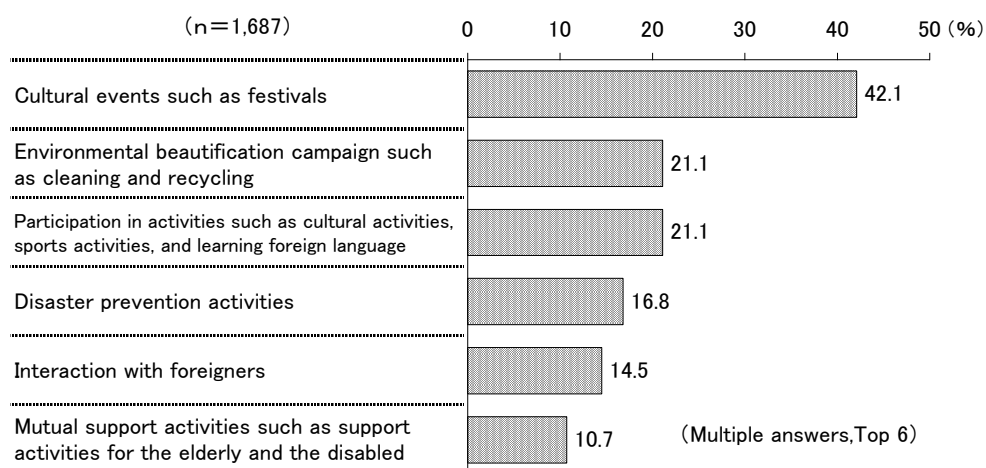


Development and Promotion of Regional Potential

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

・ ・ ・ More than 40% chose ‘Cultural events such as festivals’

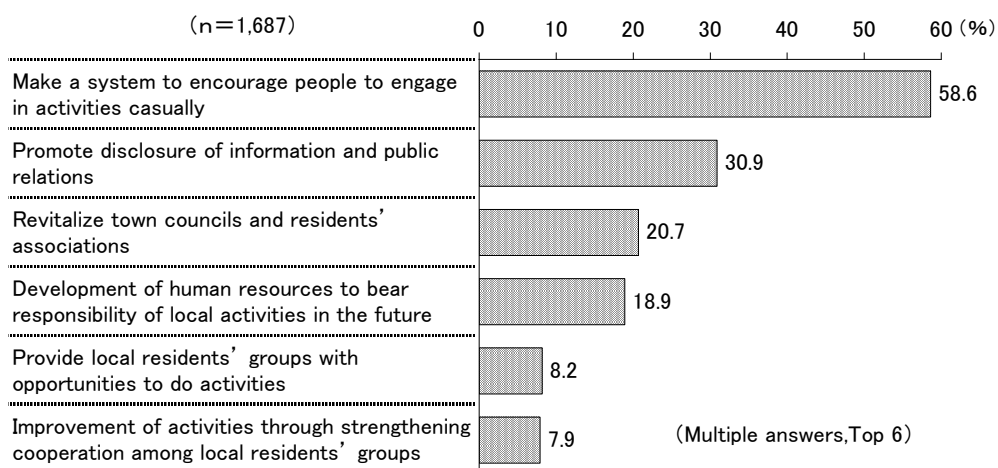
When asked about which local activities respondents participate in or want to participate in, the largest group at more than 40% chose ‘Cultural events such as festivals’ (42.1%); this was followed by ‘Environmental beautification campaign such as cleaning and recycling’ (21.1%), ‘Participation in activities such as cultural activities, sports activities, and learning foreign language’ (21.1%), and ‘Disaster prevention activities’ (16.8%).



○ 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’ (58.6%); this was followed by ‘Promote disclosure of information and public relations’ (30.9%), ‘Revitalize town councils and residents’ associations’ (20.7%), and ‘Development of human resources to bear responsibility of local activities in the future’ (18.9%).

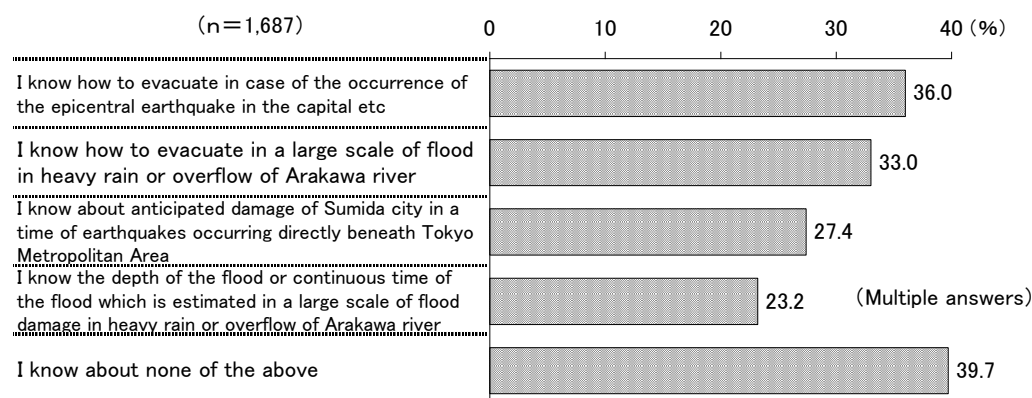


Disaster prevention measure

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

- ・ ・ ・ Mid-30% chose 'I know how to evacuate in case of the occurrence of the epicentral earthquake in the capital etc'

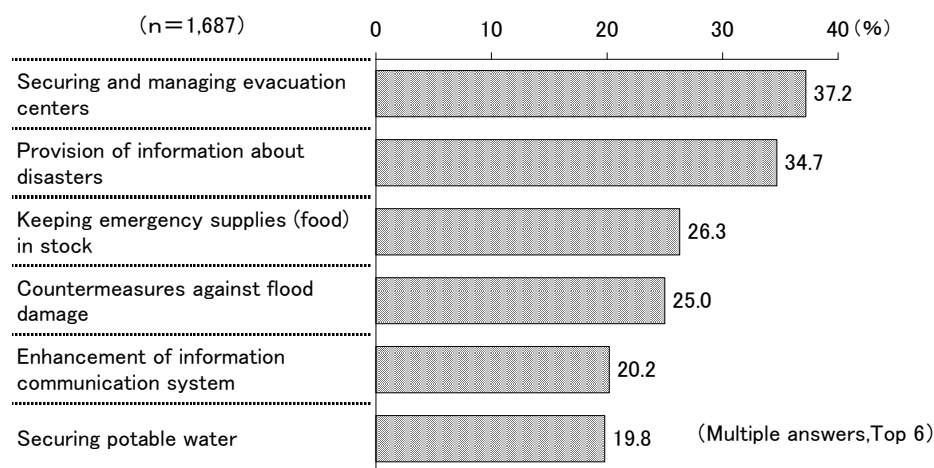
When asked about anticipated damage and an emergency evacuation procedure in a time of earthquake and wide-area flooding, the largest group at mid-30% chose 'I know how to evacuate in case of the occurrence of the epicentral earthquake in the capital etc' (36.0%); this was followed by 'I know how to evacuate in a large scale of flood in heavy rain or overflow of Arakawa river' (33.0%), and 'I know about anticipated damage of Sumida city in a time of earthquakes occurring directly beneath Tokyo Metropolitan Area' (27.4%).



○ Disaster prevention to be needed

- ・ ・ ・ Almost 40% chose 'Securing and managing evacuation centers'

When asked about what the city should emphasize for disaster prevention, the largest group at almost 40% chose 'Securing and managing evacuation centers' (37.2%); this was followed by 'Provision of information about disasters' (34.7%), 'Keeping emergency supplies (food) in stock' (26.3%), and 'Countermeasures against flood damage' (25.0%).

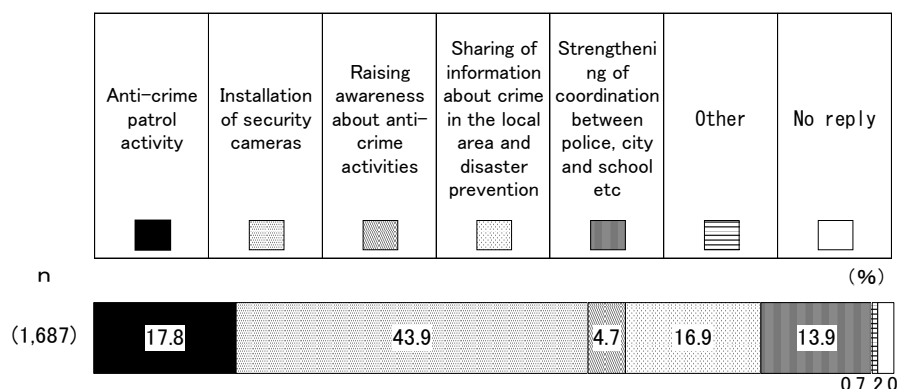


Crime prevention

○The effective plan to realize the safety of our neighborhood

・ ・ ・ More than 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 more than 40% chose ‘Installation of security cameras’ (43.9%), followed by ‘Anti-crime patrol activity’ (17.8%), and ‘Sharing of information about crime in the local area and disaster prevention’ (16.9%).

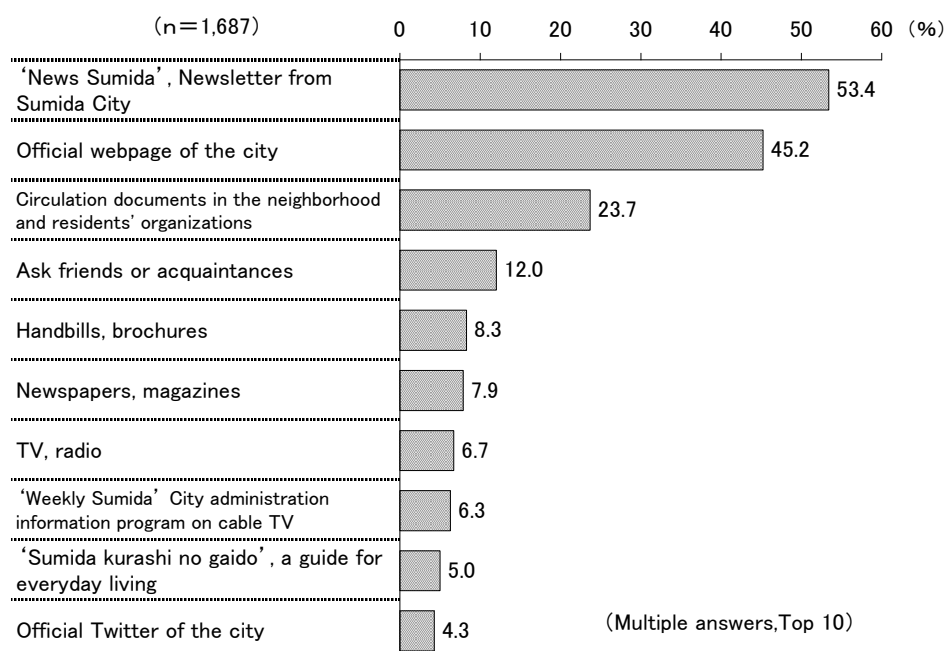


City administration information

○The way to obtain the information about city administration

・ ・ ・ More than 50% chose ‘‘News Sumida’, Newsletter from Sumida City’

When asked how to obtain the information about city administration, the largest group at more than 50% chose ‘‘News Sumida’, Newsletter from Sumida City’ (53.4%); this was followed by ‘Official webpage of the city’ (45.2%), ‘Circulation documents in the neighborhood and residents’ organizations’ (23.7%), and ‘Ask friends or acquaintances’ (12.0%).

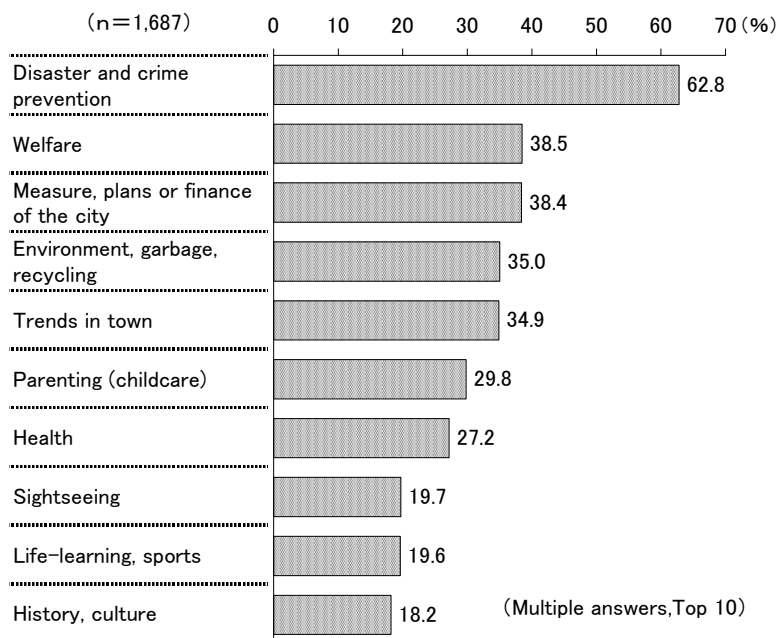


(Multiple answers, Top 10)

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

・ ・ ・ More than 60% chose 'Disaster and crime prevention'

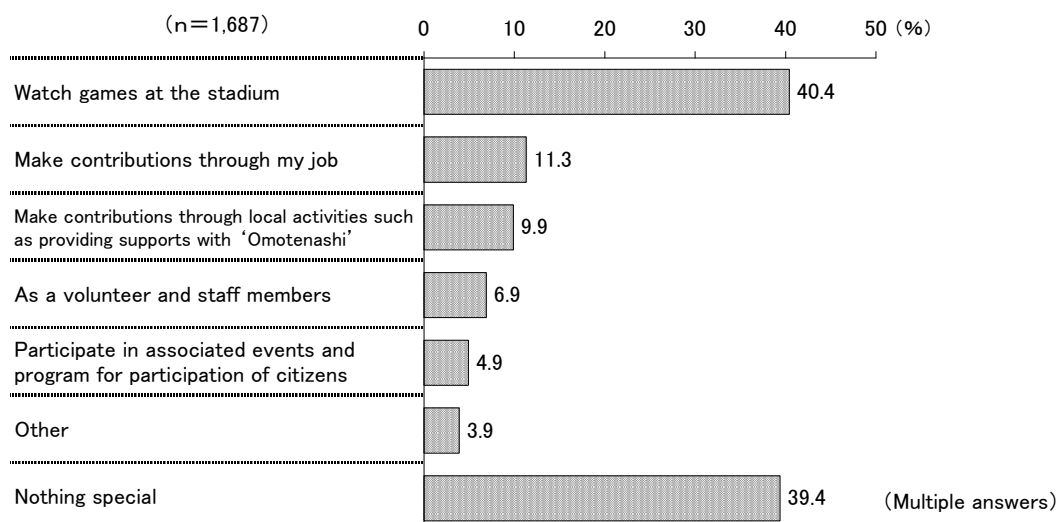
When asked about what kind of information the city should provide in more detail for transmission of information by the city, the largest group at more than 60% chose 'Disaster and crime prevention' (62.8%); this was followed by 'Welfare' (38.5%), 'Measure, plans or finance of the city' (38.4%), 'Environment, garbage, recycling' (35.0%), and 'Trends in town' (34.9%).



The 2020 Tokyo Olympic and Paralympic Games

○ How you want to participate in the 2020 Tokyo Olympic and Paralympic Games ・ ・ ・ About 40% chose '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 40% chose 'Watch games at the stadium' (40.4%); this was followed by 'Make contributions through my job' (11.3%), and 'Make contributions through local activities such as providing supports with 'Omotenashi'' (9.9%). On the other hand, about 40% chose 'Nothing special' (39.4%).

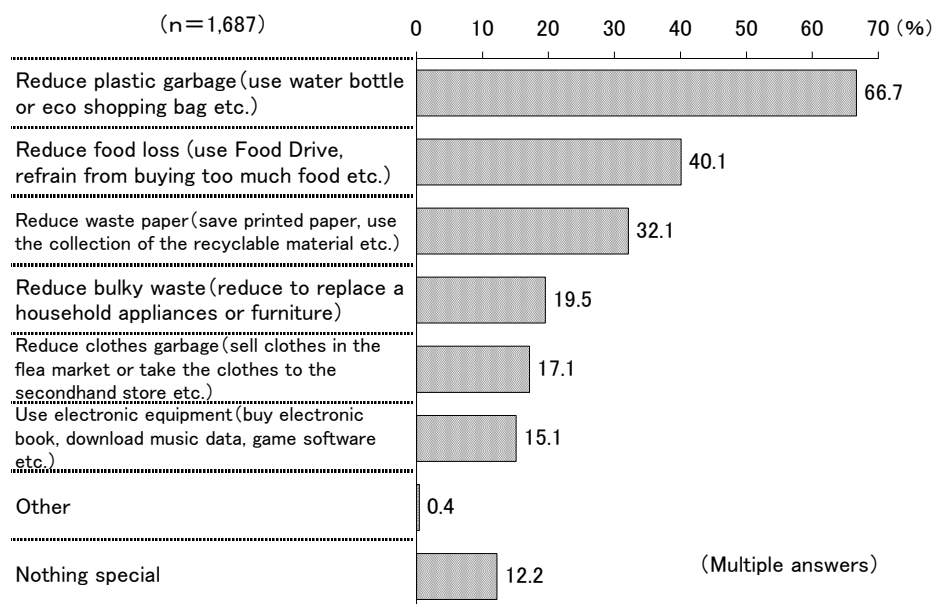


Environment, recycling, cleaning

○ Things to keep in mind about environmental issues in daily life

- ・ ・ ・ Almost 70% chose 'Reduce plastic garbage (use water bottle or eco shopping bag etc.) '

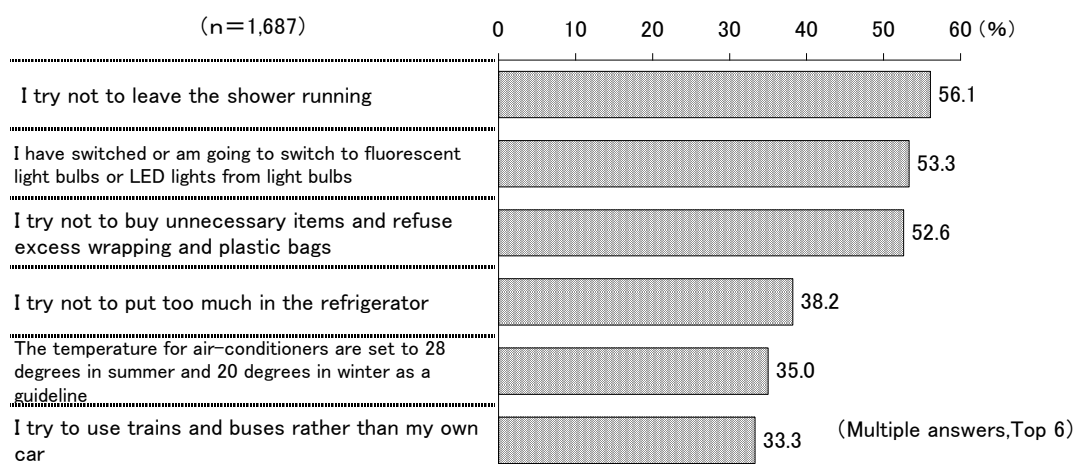
When asked what you are keep in mind about environmental issue in your daily life, the largest group at almost 70% chose 'Reduce plastic garbage (use water bottle or eco shopping bag etc.) ' (66.7%); this was followed by 'Reduce food loss (use Food Drive, refrain from buying too much food etc.) ' (40.1%), 'Reduce waste paper (save printed paper, use the collection of the recyclable material etc.) ' (32.1%), and 'Reduce bulky waste (reduce to replace a household appliances or furniture) ' (19.5%).



○ Efforts to prevent global warming at your household

- ・ ・ ・ Mid-50% chose 'I try not to leave the shower running'

When asked about global warming prevention measures that you are working on or want to work on at your household, the largest group at mid-50% chose 'I try not to leave the shower running' (56.1%); this was followed by 'I have switched or am going to switch to fluorescent light bulbs or LED lights from light bulbs' (53.3%), 'I try not to buy unnecessary items and refuse excess wrapping and plastic bags' (52.6%), and 'I try not to put too much in the refrigerator' (38.2%).

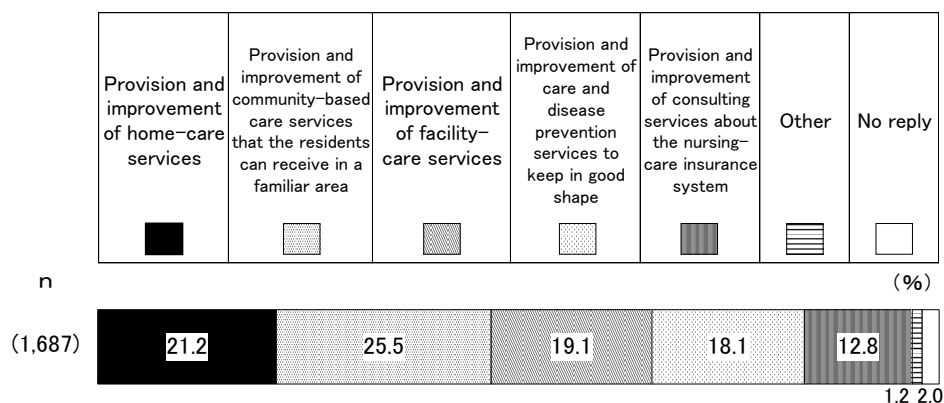


Public Welfare

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

- ・ ・ ・ Mid-20% 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% chose 'Provision and improvement of community-based care services that the residents can receive in a familiar area' (25.5%); this was followed by 'Provision and improvement of home-care services' (21.2%), and 'Provision and improvement of facility-care services' (19.1%).



Industry

○ About 'products made in Sumida'

- ・ ・ ・ Almost 50% 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 almost 50% chose 'I find them appealing, so I buy such products when I find something I like' (47.8%). On the other hand, about 20% chose 'I rather feel they are appealing, but I will not buy them' (20.0%); Less than 10% chose 'I feel no appeal of them' (2.4%), and more than 20% chose 'I don't know what kind of products are made in Sumida' (23.7%).

