

MINATO OPINION

This booklet provides an overview of the results of the 31st Minato City Public Opinion Poll, which was conducted in September 2017. We would like to express our sincere gratitude to all of the residents who participated.

【Overview of the Survey】

■ Survey design, etc.

【Survey population】 Minato City residents, men and women aged 18 years and older (including non-Japanese residents)

【Sample size】 2,000 people

【Sampling】 Stratified random sampling from the Basic Resident Register

【Survey methodology】 Distribution and collection by post, electronic submission

【Survey period】 September 4 (Mon) – September 19 (Tue), 2017

【Number of effective responses】 826 people

【Effective response rate】 41.3%

■ Survey items

- | | |
|--|-------------------------------------|
| (1) Intention of permanent residence | (6) Minato City's landscape/scenery |
| (2) City administration in general | (7) Shopping in Minato City |
| (3) Minato City Basic Plan | (8) Disaster measures |
| (4) Non-Japanese residents' community participation and collaboration | (9) Community safety |
| (5) Minato Smile Gift Certificates (gift certificates redeemable throughout Minato City) | (10) Pacifism |
| | (11) Discrimination |

* The “n” in graphs is used to refer to the number of respondents for a particular question

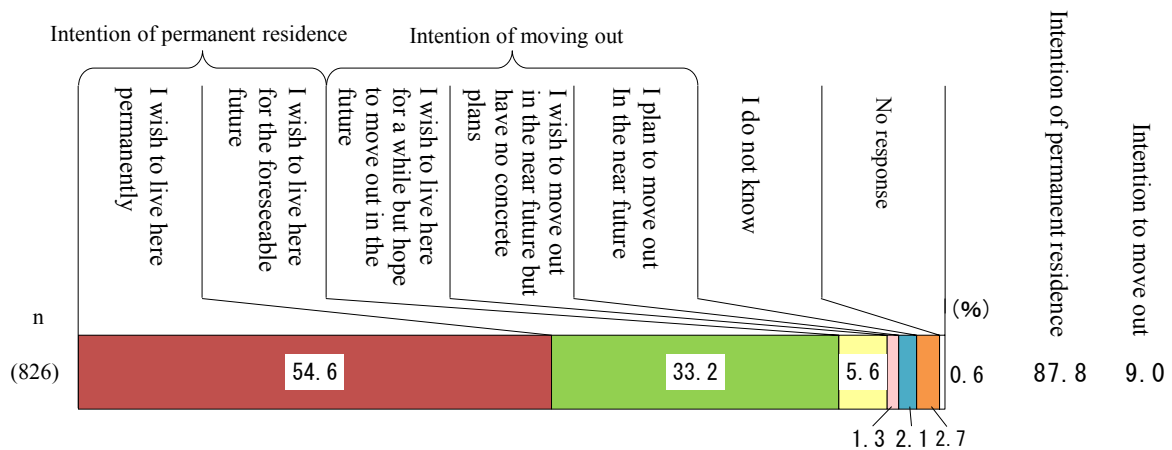
* As the percentages in this report are rounded off to the nearest two decimal places and there are cases where there are multiple answers, the total percentage may not add up to 100.

* When multiple answers are possible, response rates may exceed 100%.

1 Intention of permanent residence

In response to the question “Do you wish to continue living in Minato City?”, more than 50% and the largest number of respondents selected “I wish to live here permanently” (54.6%), followed by “I wish to live here for the foreseeable future” (33.2%), making up close to 90% of the respondents indicating an intention of permanent residence (87.8%). On the other hand, 5.6% selected “I wish to live here for a while but hope to move out in the future,” 1.3% selected “I wish to move out in the near future but have no concrete plans”, and 2.1% selected “I plan to move out in the near future,” making up 9.0% of the respondents indicating an intention to move out of Minato City. (Figure 1)

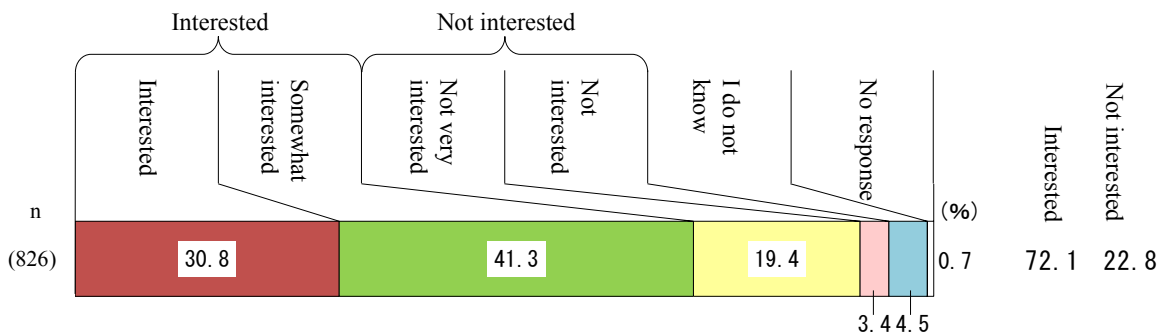
Figure 1



2 City administration in general

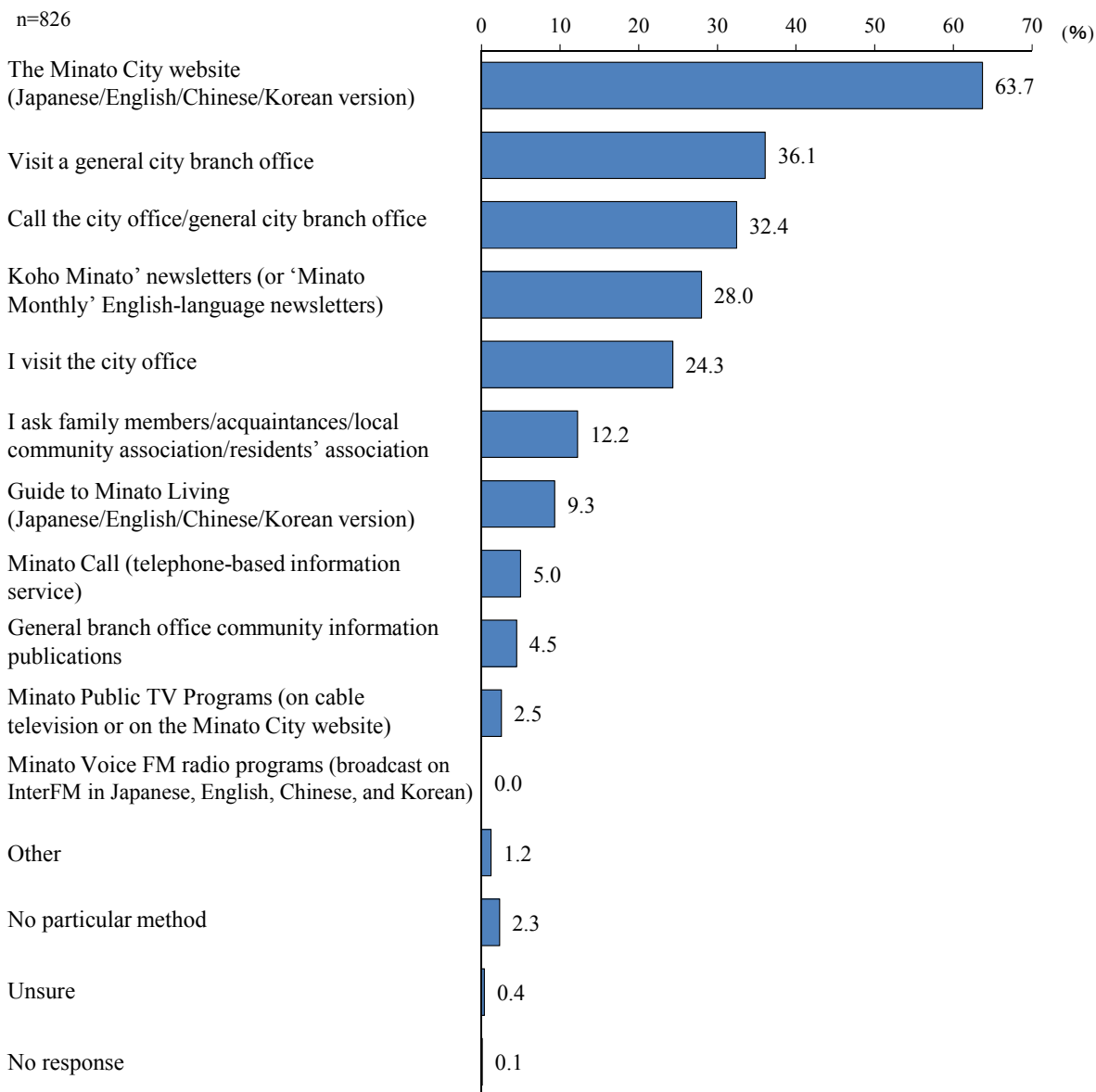
In response to the question “Are you interested in city administration?”, more than 40% and the largest number of respondents selected “Somewhat interested” (41.3%), followed by “Interested” (30.8%), making up 72.1% of the respondents indicating an interest in city administration. On the other hand, 19.4% selected “Not very interested” and 3.4% selected “Not interested,” making up 22.8% of the respondents indicating that they had no interest in city administration. (Figure 2)

Figure 2



When respondents were asked what methods they use to obtain information about Minato City government services and procedures, the most common answer was “The Minato City website” at 63.7%, followed by “Visit a general city branch office” at 36.1%, then “Call the city office/general city branch office” at 32.4%, and “‘Koho Minato’ newsletters (or ‘Minato Monthly’ English-language newsletters)” at 28.0% (Figure 3).

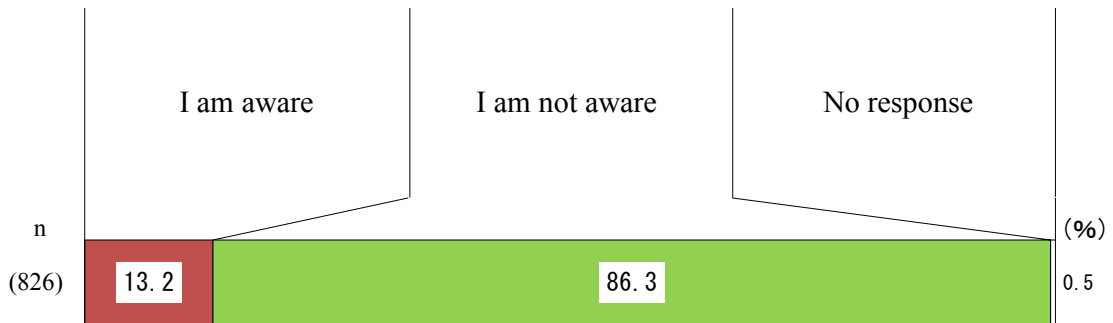
Figure 3



3 Minato City Basic Plan

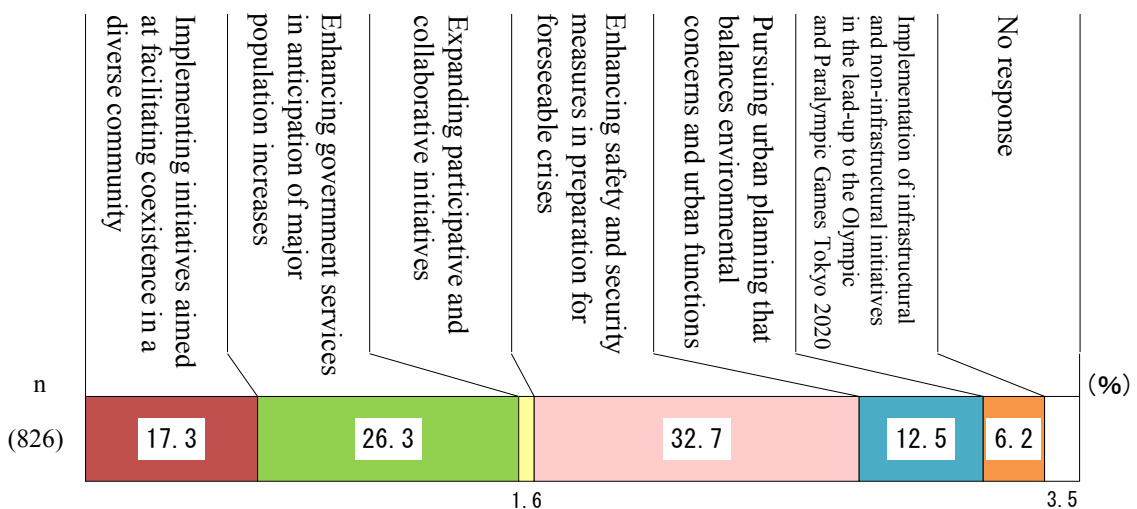
When respondents were asked if they know that the current Minato City Basic Plan (FY2015 to FY2020) was drawn up in FY2014, more than 1% indicated that they were aware (13.2%), while 86.3% indicated that they were not aware. (Figure 4).

Figure 4



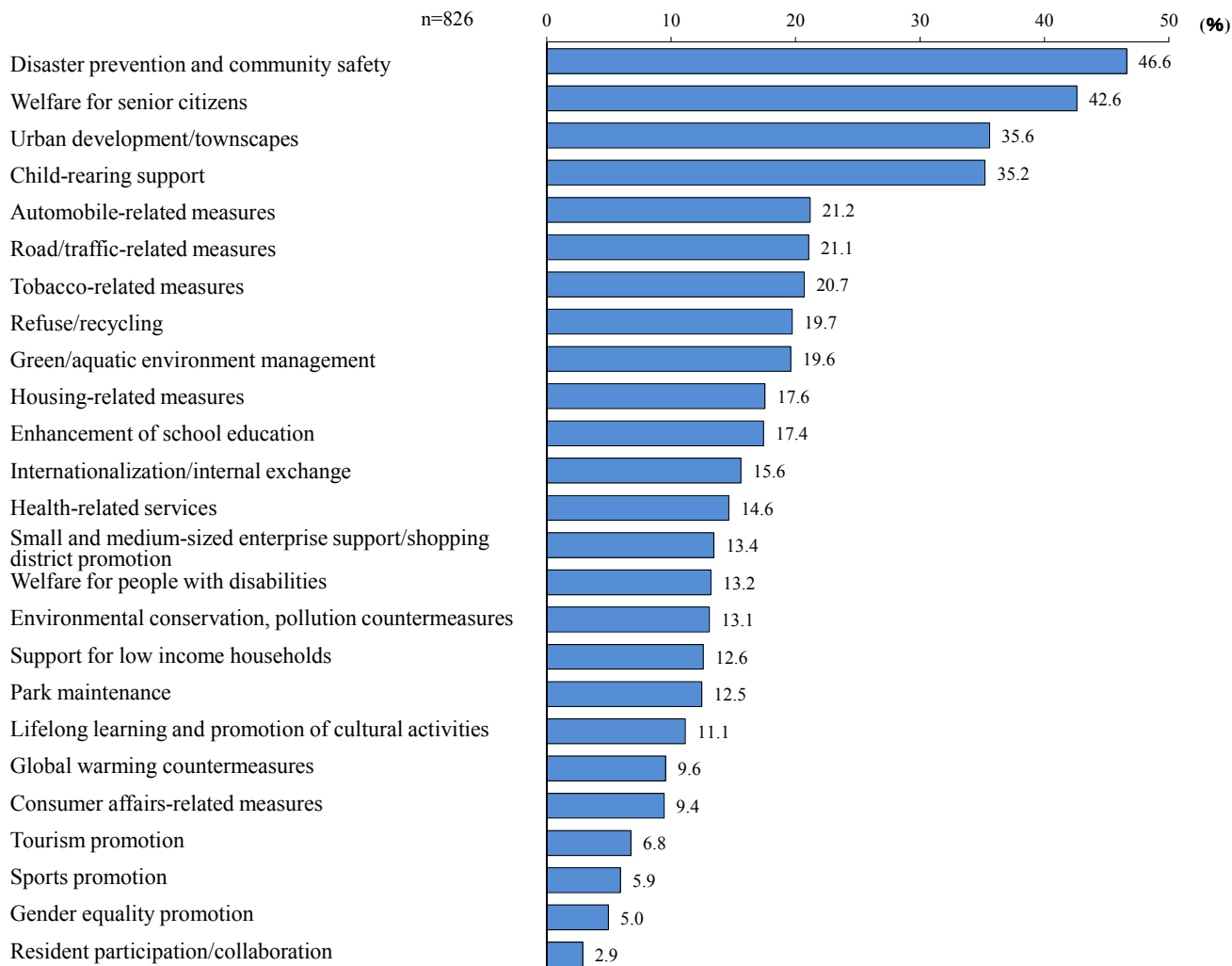
When respondents were asked which of the six priority issues requiring particular focus ought to be given top priority by the Minato City government, the most common answer was “Enhancing safety and security measures in preparation for foreseeable crises” (32.7%). This was followed by “Enhancing government services in anticipation of major population increases” at 26.3%, then “Implementing initiatives aimed at facilitating coexistence in a diverse community” at 17.3% (Figure 5).

Figure 5



When respondents were asked which policies Minato City ought to be giving top priority to, the most common response was “Disaster prevention and community safety” at 46.6%, followed by “Welfare for senior citizens” at 42.6%, “Urban development/townscapes” at 35.6%, then “Child-rearing support” at 35.2% (Figure 6).

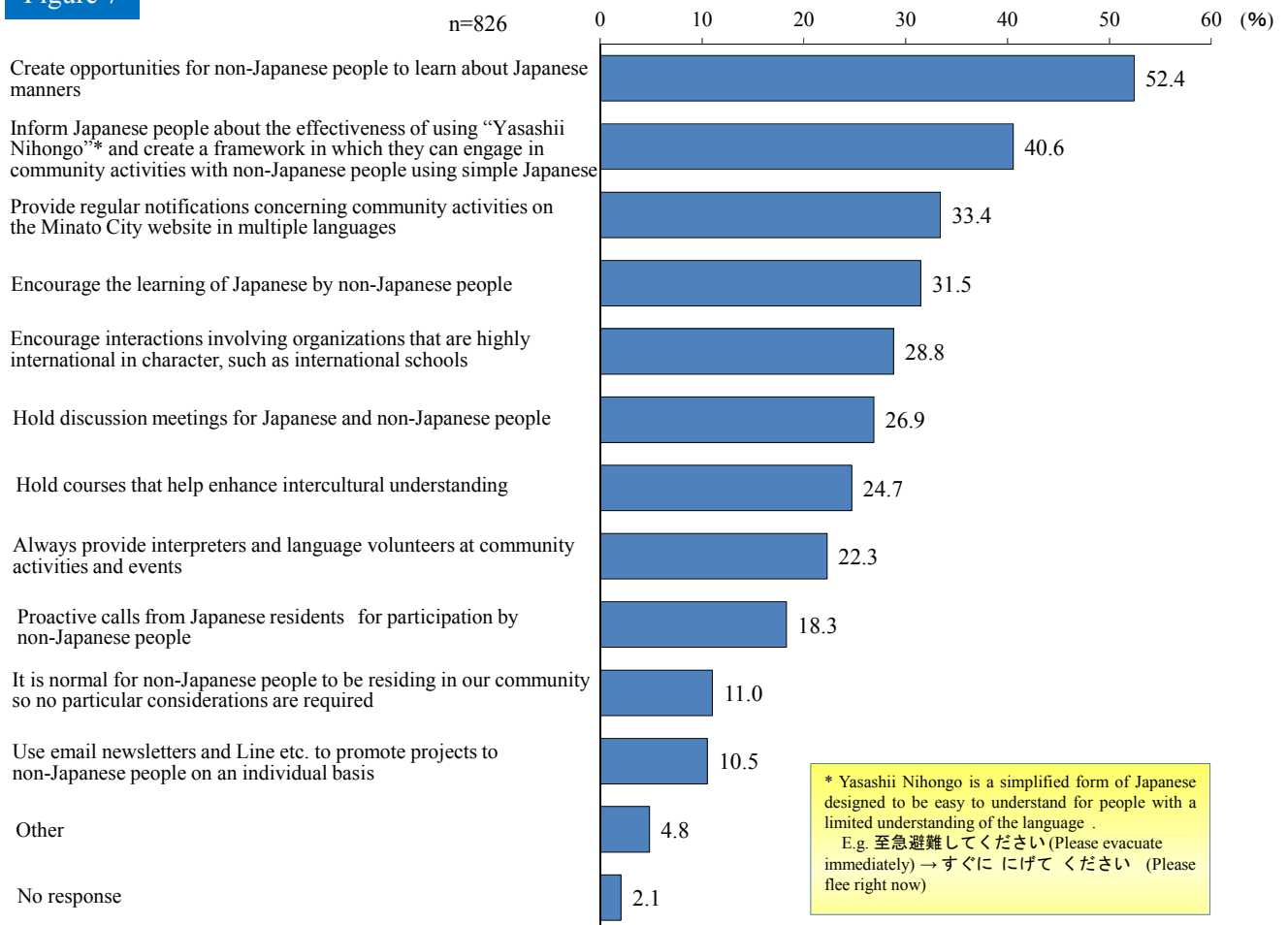
Figure 6



4 Non-Japanese residents' community participation and collaboration

Respondents were asked which initiatives are needed to facilitate the creation of a community in which Japanese and non-Japanese people can think about issues together, act together, and support each other. The most common answer was “Create opportunities for non-Japanese people to learn about Japanese manners” at 52.4%, followed by “Inform Japanese people about the effectiveness of using ‘Yasashii Nihongo’ (simple Japanese) and create a framework in which they can engage in community activities with non-Japanese people using simple Japanese” at 40.6%, then “Provide regular notifications concerning community activities on the Minato City website in multiple languages” at 33.4% (Figure 7).

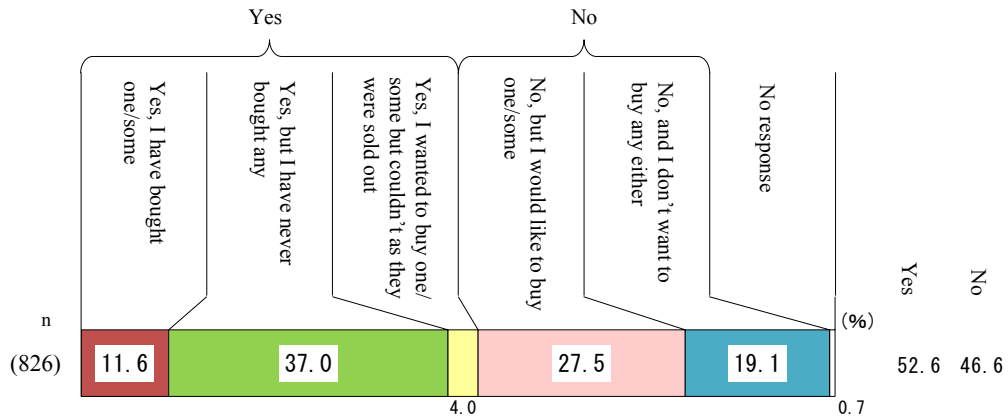
Figure 7



5 Minato Smile Gift Certificates (gift certificates redeemable throughout Minato City)

When respondents were asked if they knew about “Premium Minato City Gift Certificates” the most common response was “Yes, but I have never bought any” at 37.0%. Combined with the respondents answering “Yes, I have bought one/some” at 11.6% and “Yes, I wanted to buy one/some but couldn’t as they were sold out” at 4.0%, the percentage of respondents who responded with “Yes” was 52.6%. On the other hand, the percentage of respondents who responded with “No” was 46.6%, comprising those who answered “No, but I would like to buy one/some” at 27.5% and “No, and I don’t want to buy any either” at 19.1% (Figure 8).

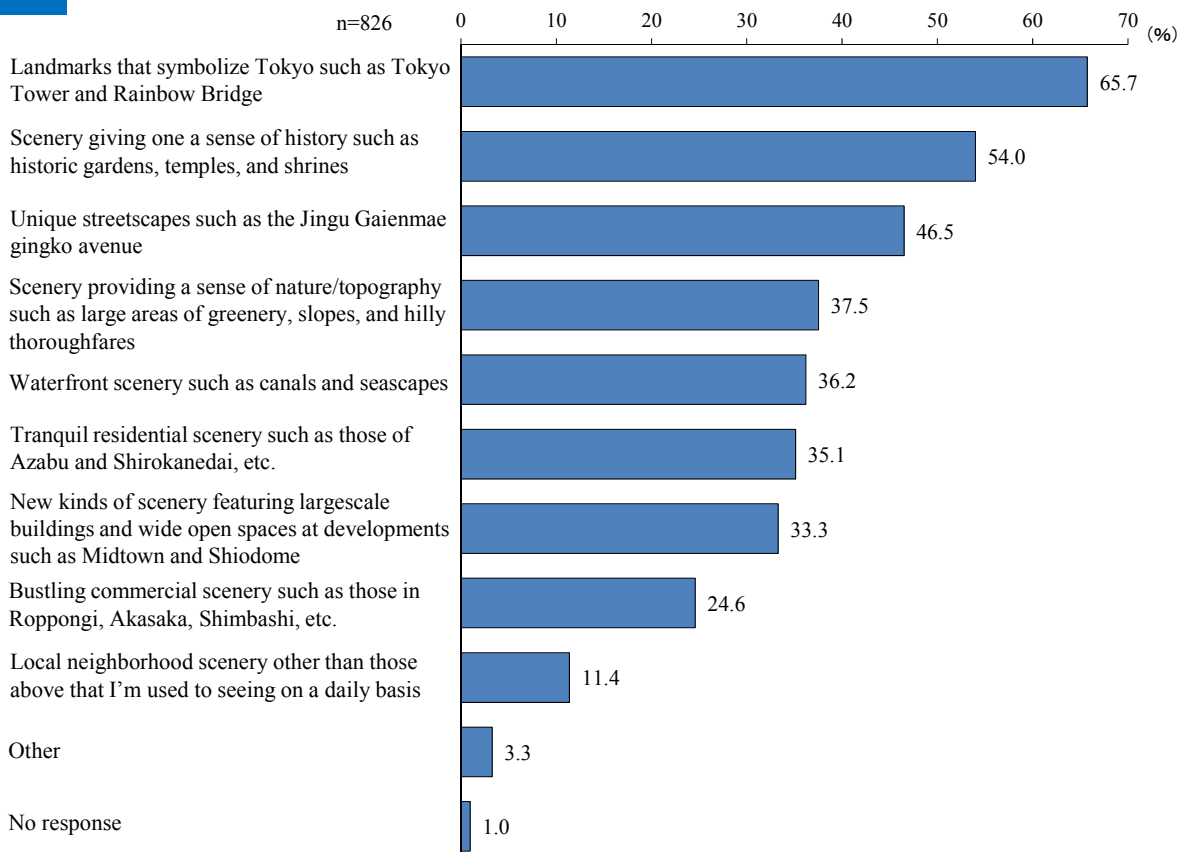
Figure 8



6 Minato City’s landscape/scenery

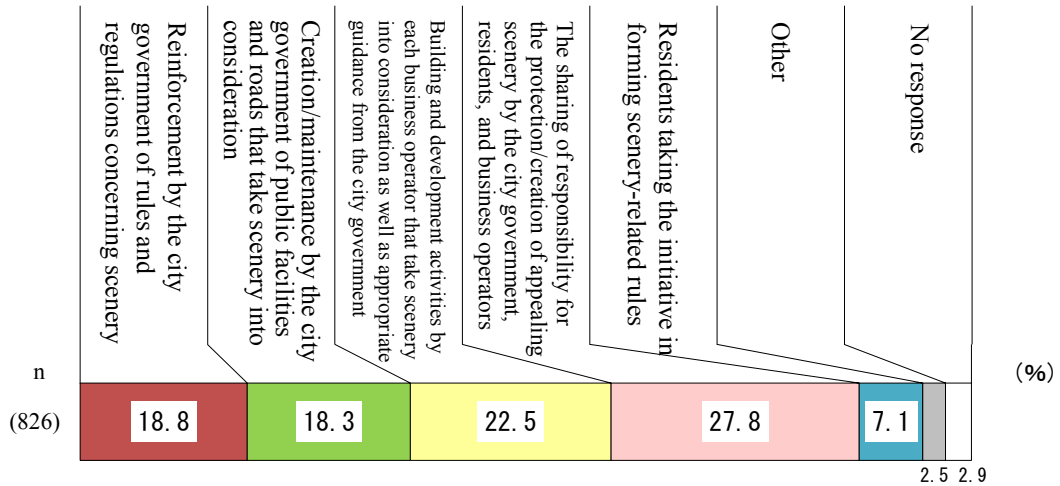
When respondents were asked about landscape/scenery in Minato City that they were proud of or felt attached to, the most common answer was “Landmarks that symbolize Tokyo such as Tokyo Tower and Rainbow Bridge” at 65.7%, followed by “Scenery giving one a sense of history such as historic gardens, temples, and shrines” at 54.0%, “Unique streetscapes such as the Jingu Gaienmae gingko avenue” at 46.5%, then “Scenery providing a sense of nature/topography such as large areas of greenery, slopes, and hilly thoroughfares” at 37.5% (Figure 9).

Figure 9



When respondents were asked what they think is the most important consideration when it comes to enhancing Minato City’s local scenery (protecting/creating good scenery), the most common response was “The sharing of responsibility for the protection/creation of appealing scenery by the city government, residents, and business operators” at 27.8%, followed by “Building and development activities by each business operator that take scenery into consideration, as well as appropriate guidance from the city government” at 22.5% (Figure 10).

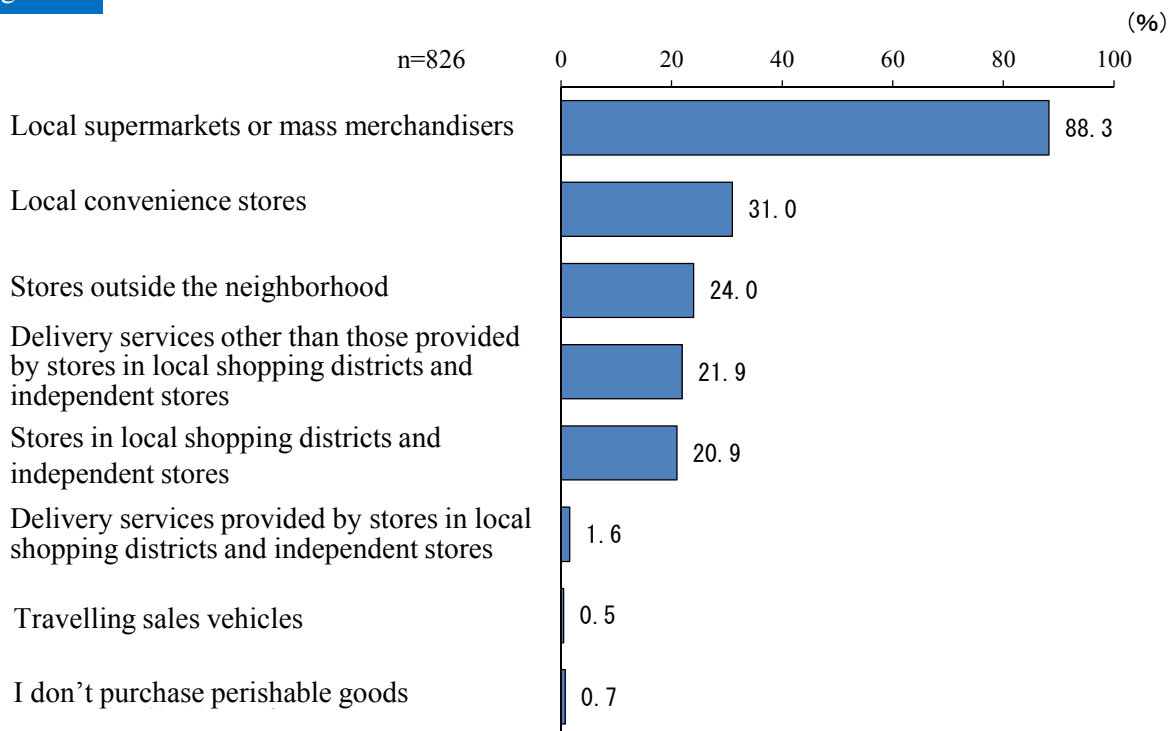
Figure 10



7 Shopping in Minato City

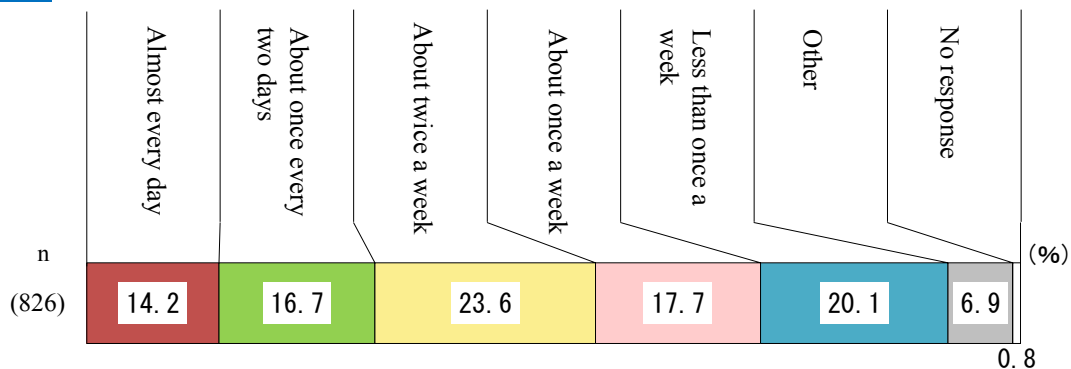
When respondents were asked where they purchase perishable foodstuffs, the most common answer was “Local supermarkets or mass merchandisers” at 88.3%, followed by “Local convenience stores” at 31.0%, then “Stores outside the neighborhood” at 24.0% (Figure 11).

Figure 11



When respondents were asked how often they travel to local shopping districts, the most common answer was “About twice a week” at 23.6%, followed by “Less than once a week” at 20.1%, then “About once a week” at 17.7% (see Figure 12).

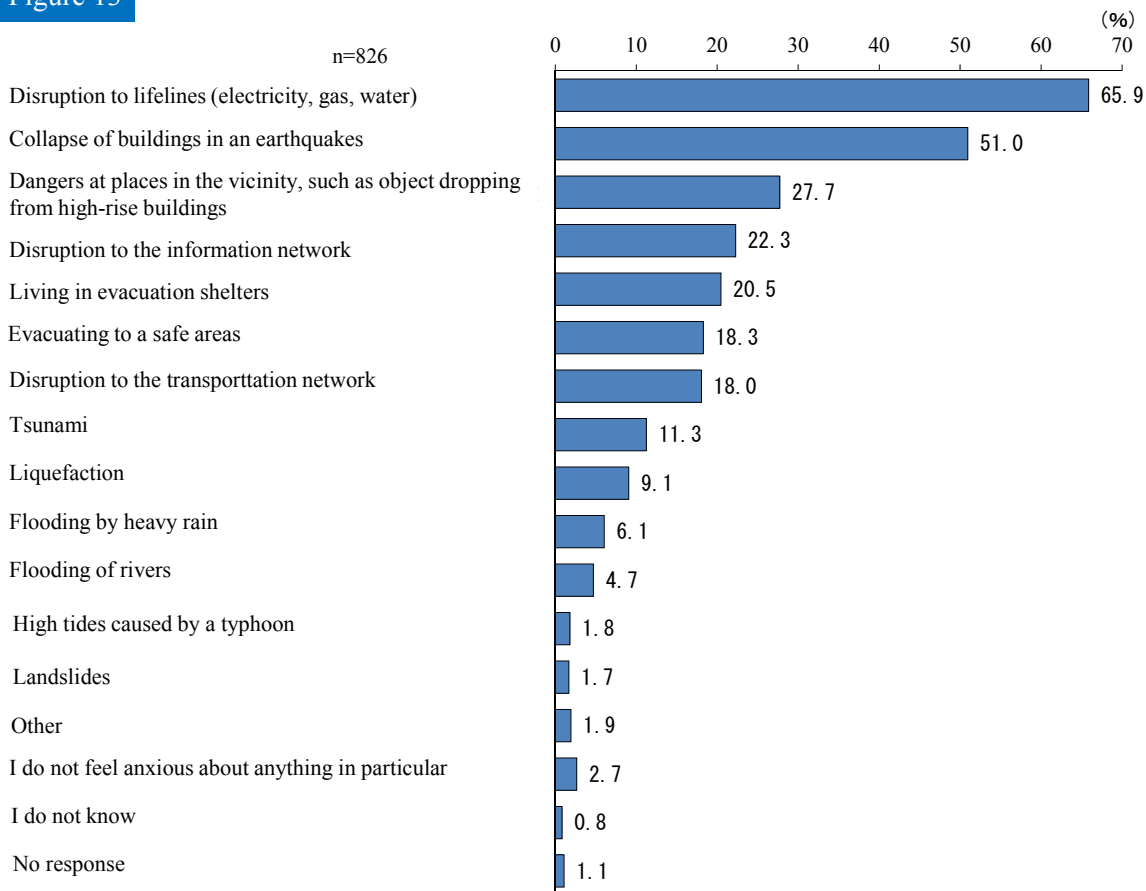
Figure 12



8 Disaster measures

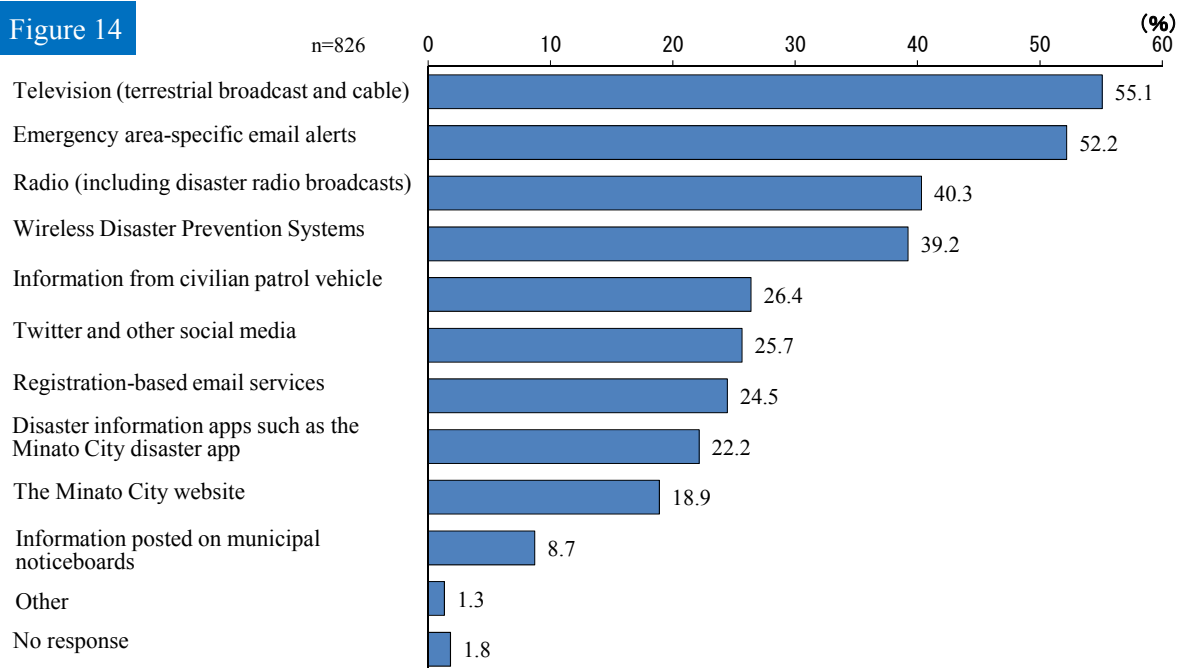
Respondents were asked “In the area of your residence, what do you feel anxious about with regard to disaster?” The largest proportion of respondents answered, “Disruption to lifelines (electricity, gas, water)” (65.9%), followed by “Collapse of buildings in an earthquake” (51.0%), “Dangers at places in the vicinity, such as objects dropping from high-rise buildings” (27.7%), and “Disruption to the information network” (22.3%). (Figure 13).

Figure 13



When respondents were asked which information-collection methods they think are effective in the aftermath of a disaster, the most common response was “Television (terrestrial broadcast and cable)” at 55.1%, followed by “Emergency email alerts” at 52.2%, “Radio (including disaster radio broadcasts)” at 40.3%, and “Wireless Disaster Prevention Systems” at 39.2% (Figure 14).

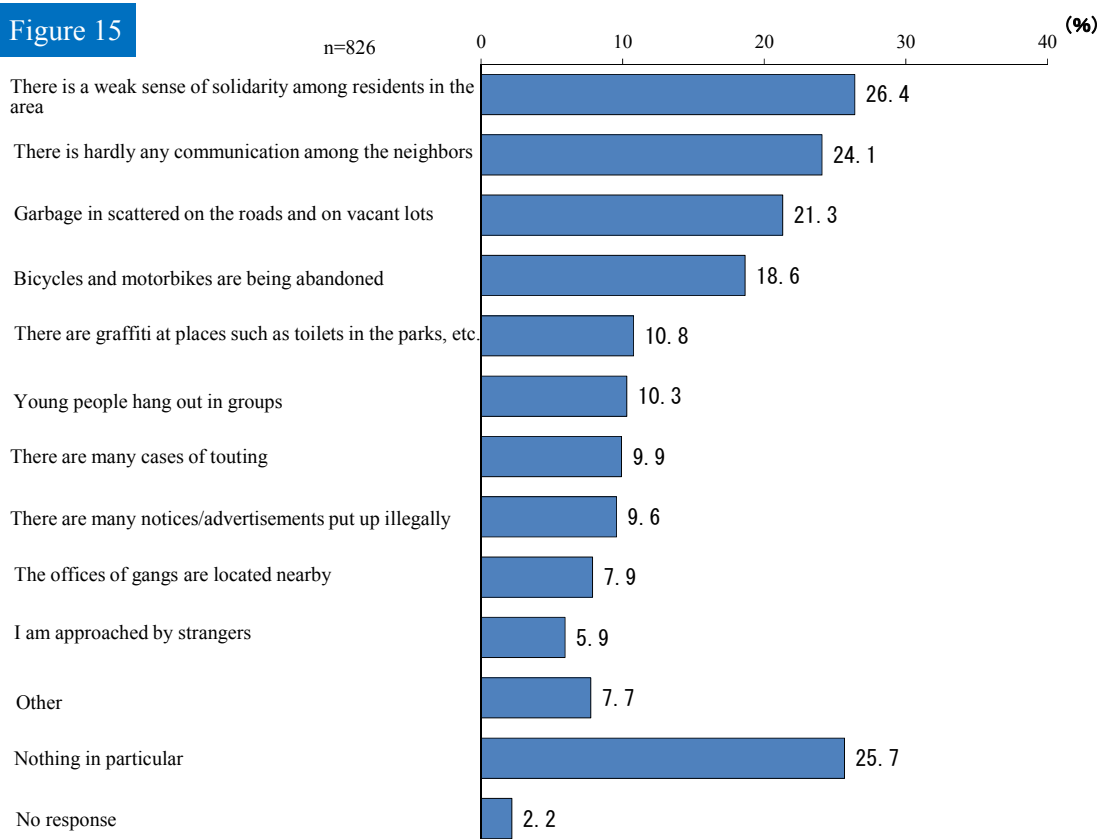
Figure 14



9 Community safety

Respondents were asked if they feel threatened about any aspects of their everyday lives. The top answer was “There is a weak sense of solidarity among residents in the area” (26.4%), followed by “There is hardly any communication among the neighbors” (24.1%) and “Garbage is scattered on the roads and on vacant lots” (21.3%). On the other hand, 25.7% indicated that they do not feel threatened in any particular aspects of their everyday lives. (Figure 15)

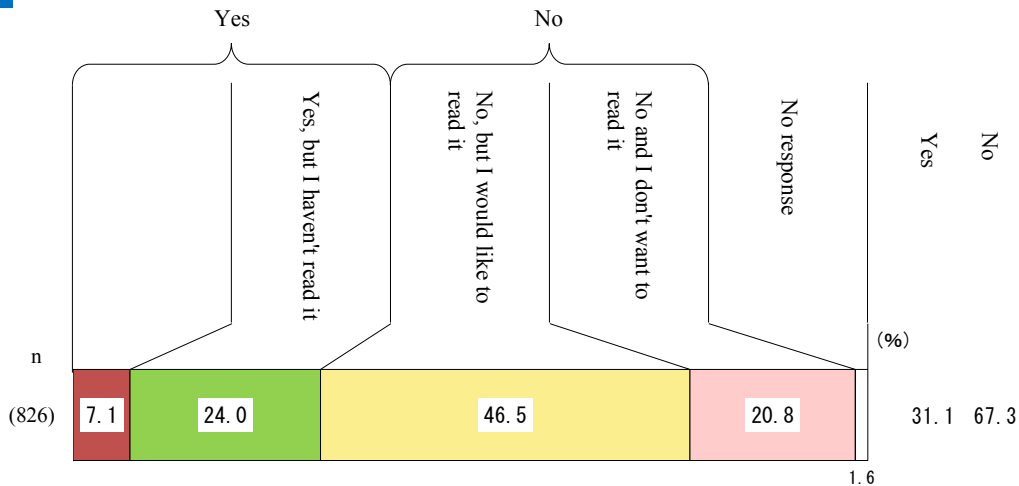
Figure 15



10 Pacifism

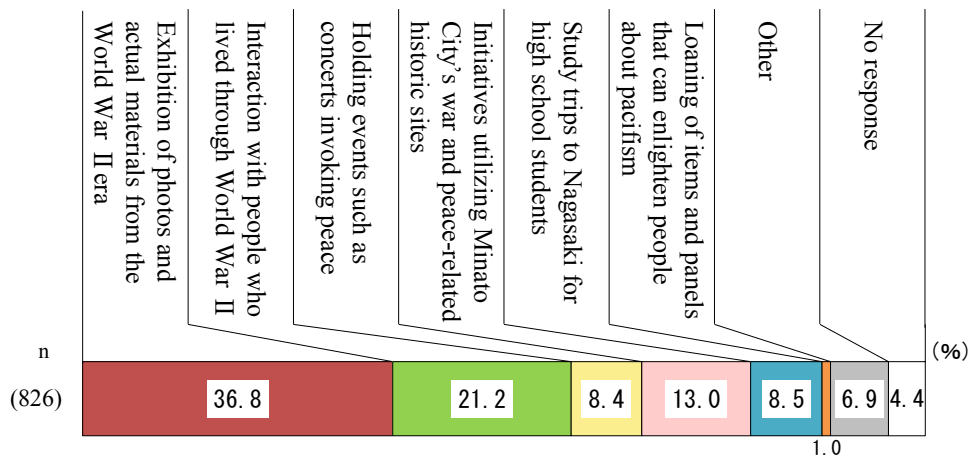
When respondents were asked if they knew about Minato City’s “Declaration as a City of Peace”, 31.1% said “Yes”. This percentage comprises 7.1% who answered “Yes, and I have read it” and 24.0% who answered “Yes, but I haven’t read it”. On the other hand, 67.3% said “No”, with 46.5% answering “No, but I would like to read it” and 20.8% answering “No and I don’t want to read it” (Figure 16).

Figure 16



When respondents were asked about the kinds of initiatives required to communicate about the importance of peace, the most common answer was “Exhibit photos and actual materials from the World War II era” at 36.8% (Figure 17).

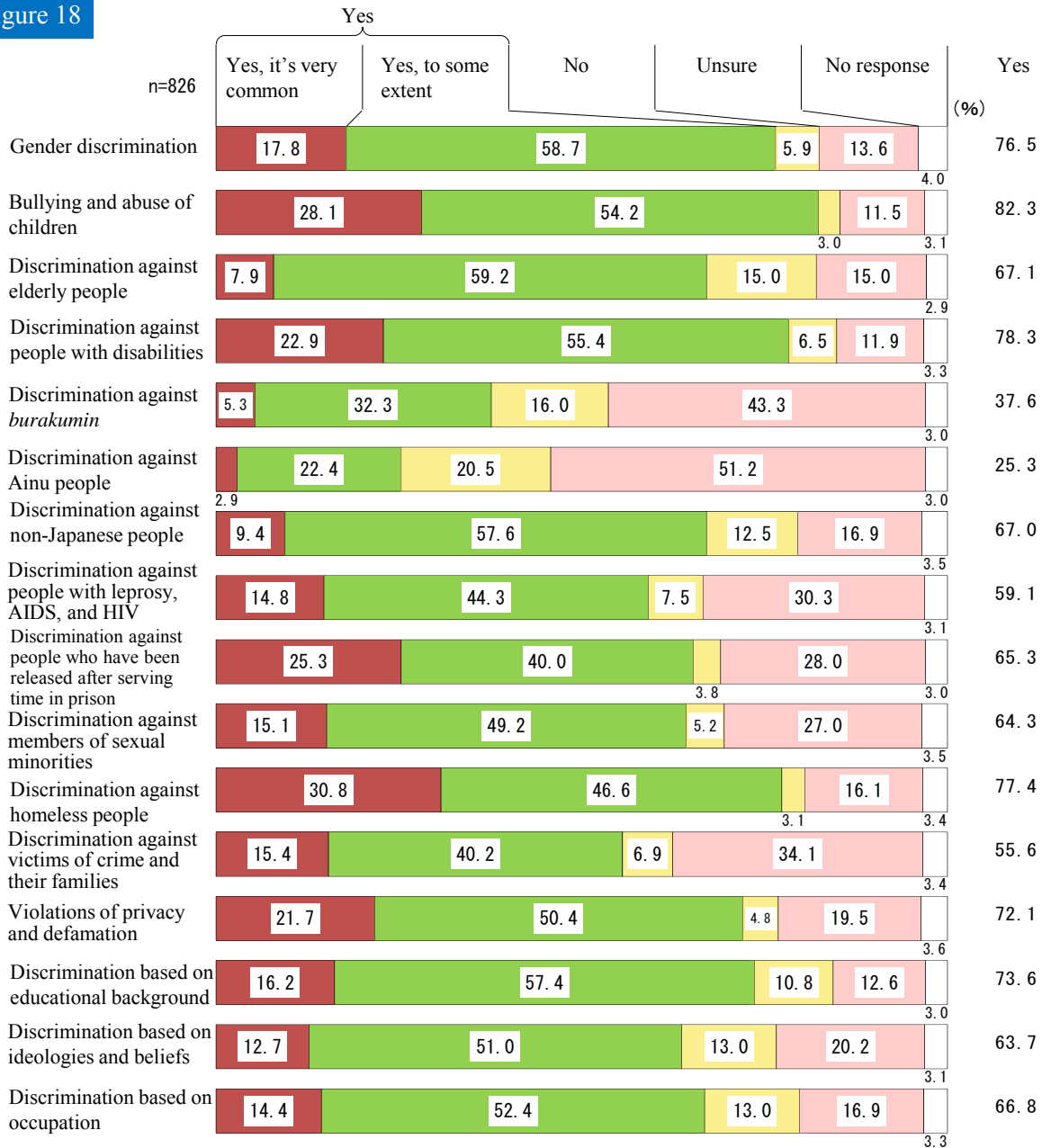
Figure 17



11 Discrimination

When respondents were asked whether societal discrimination exists, 82.3% responded with either “Yes, it’s very common” or “Yes, to some extent” in relation to “Bullying and abuse of children”. The percentage of “Yes” answers was 78.3% in relation to “Discrimination against people with disabilities”, 77.4% in relation to “Discrimination against homeless people”, and 76.5% in relation to “Gender discrimination” respectively (Figure 18).

Figure 18



Report on the 31st Minato City Public Opinion Poll, Digest Edition

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