

Minato Opinion Vol. 22 (Overview of the 29<sup>th</sup> Minato City Public Opinion Poll)

# MINATO OPINION

## Overview of the Minato City Opinion Poll

### ■ Survey design etc.

Surveyed population: Men and women aged 20 and over living in Minato City (including foreign residents)

No. of samples: 2,000 samples

Sampling method: Random sampling taken from the Basic Resident Register

Survey method: Postal method

Survey duration: 27 November (Wednesday) to 13 December (Friday) 2013

No. of valid responses returned: 653 responses

Valid response rate: 32.7%

### ■ Surveyed items

- |   |   |
|---|---|
| (1) Intention of permanent residence        | (6) Nutrition and diet                                  |
| (2) City government in general              | (7) Disaster-resistant city development                 |
| (3) Minato City Basic Plan                  | (8) Community safety                                    |
| (4) Promoting collaboration within the city | (9) Sports  |
| (5) Health promotion                        | (10) Hosting the 68th National Sports Festival of Japan |

\*Due to the fact that some questions have several responses and the percentages giving each response are rounded up to the nearest decimal place, the percentages for some questions in the report may not add up to 100.

Minato City

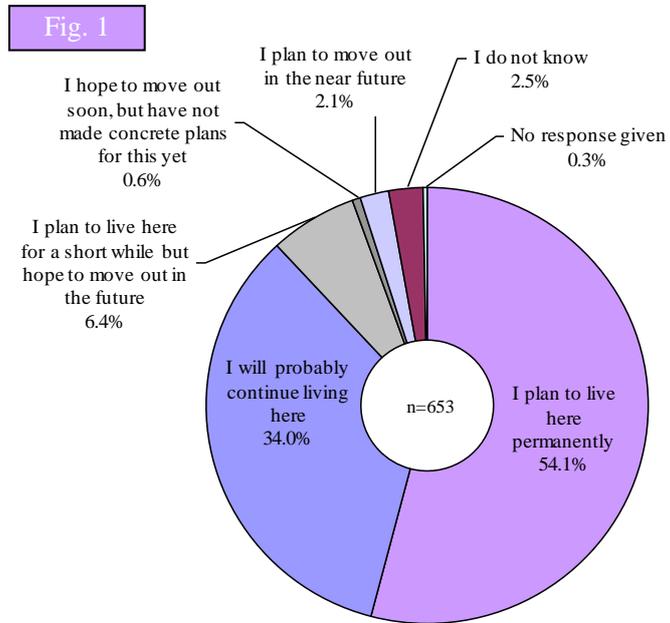
Minato City has been carrying out the Minato City Public Opinion Poll since 1976 to look at what city residents think of administration in the city and what kind of attitudes they have about their everyday lives. The poll was carried out every year until 1997 and every alternate year thereafter. This year was the 29th Minato City Public Opinion Poll.

In this year's survey, we asked 2,000 city residents to take part including foreign residents living in Minato City, and received 653 valid responses back. We will use the results of the survey in the future administration and running of the city.

# 1. Intention of permanent residence

When respondents were asked whether they planned to continue living in Minato City in the future, the commonest response at well over 50% of responses was "I plan to live here permanently" (54.1%); the figures for this response and for "I will probably continue living here" (34.0%) together indicated that nearly 90% (88.1%) of all residents intended to live in Minato City long-term.

Conversely, less than 10% (9.1%) of all responses corresponded to "intention of moving out," combining figures for "I plan to live here for a short while but hope to move out in the future" (6.4%), "I hope to move out soon, but have not made concrete plans for this yet" (0.6%) and "I plan to move out in the near future" (2.1%). (Fig. 1)

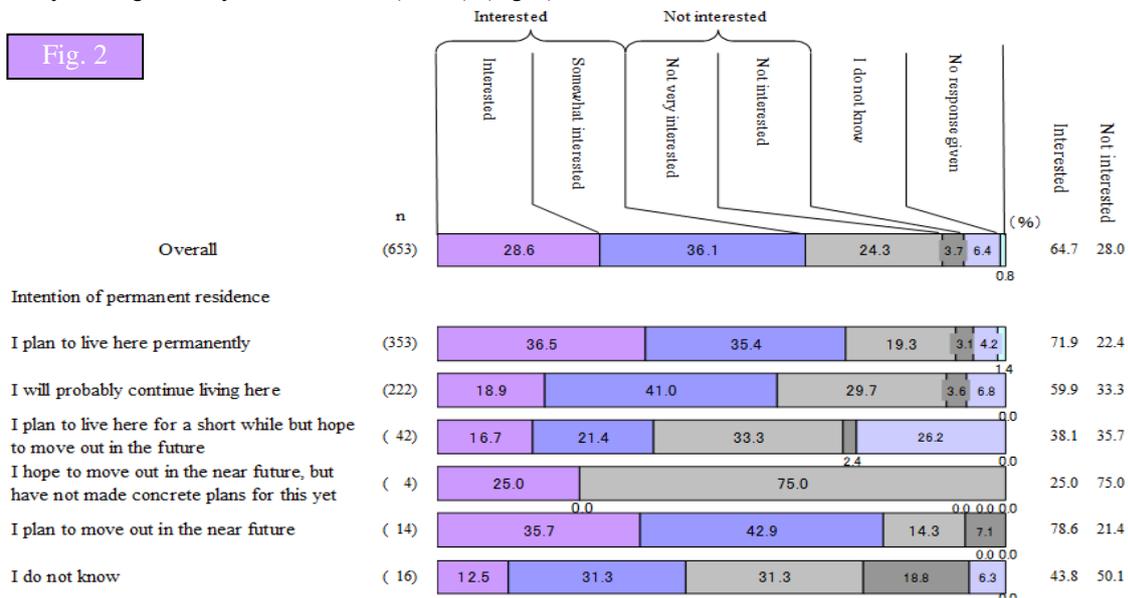


# 2. City government in general

When respondents were asked about whether they were interested in city administration, the commonest response at well over 30% was "Somewhat interested" (36.1); when combined with those responding that they are "Interested" in administration (28.6%) this indicates that overall well over 60% of respondents (64.7%) are "interested" in city administration.

However, almost 30% of respondents indicated that they were "not interested" in city administration (28.0%), combining figures for "Not very interested" (24.3%) and "Not interested" (3.7%).

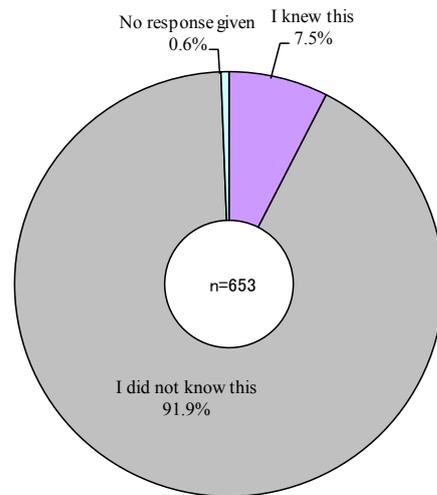
If we break down each response by long-term residence intention, it is apparent that generally speaking, the stronger a respondent's long-term residence intention the higher his/her level of interest in city administration, with more than 70% of those responding that "I plan to live here permanently" stating that they were interested (71.9%). (Fig. 2)



### 3. Minato City Basic Plan

When respondents were asked if they knew that a new Minato City Basic Plan would be formulated in 2014, less than 10% responded that “I knew this” (7.5%) while more than 90% stated that “I did not know this” (91.9%). (Fig. 3)

Fig. 3



Looking at the policies which respondents placed in the top position as the policies which they believed the city should engage in as priority areas, the most common response at around 30% was “Building a city center where people can live in safety and peace of mind” (29.6%), followed by “Supporting elderly and disabled people in living fully-developed independent lives in their communities” and “Building a platform for a vigorous, trailblazing city which is open to the world” (6.7% each) and “Making efforts to ensure that city residents can lead safe and healthy lives” (6.0%).

If we combine all citations (from first place to fifth place) of each policy, the most commonly cited policy at well over 50% was “Building a city center where people can live in safety and peace of mind” (55.8%), followed by “Creating and conserving green spaces and waterside spaces and building an urban environment that is sensitive to people and living creatures” (35.9%) and “Making efforts to ensure that city residents can lead safe and healthy lives” (31.8%) and “Supporting elderly and disabled people in living fully-developed independent lives in their communities” (28.8%). (Fig. 4)

Fig. 4

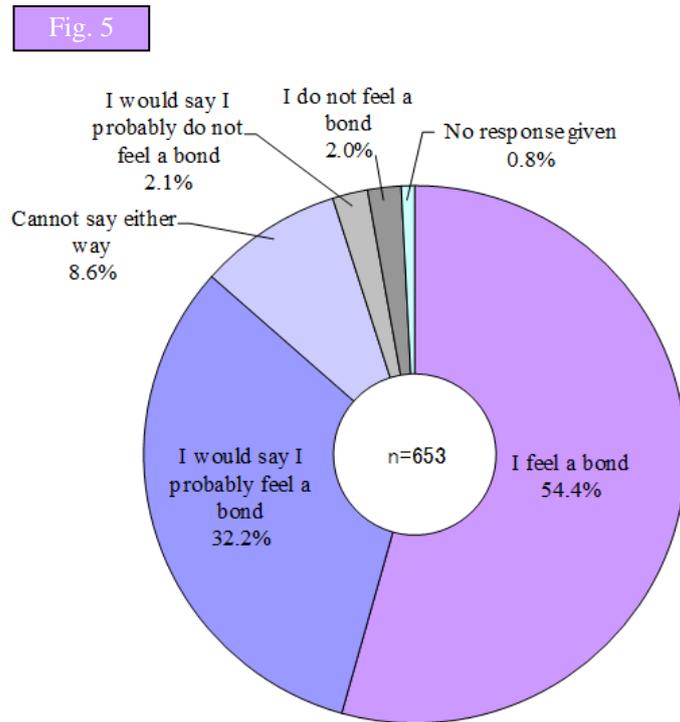


## 4. Promoting collaboration within the city

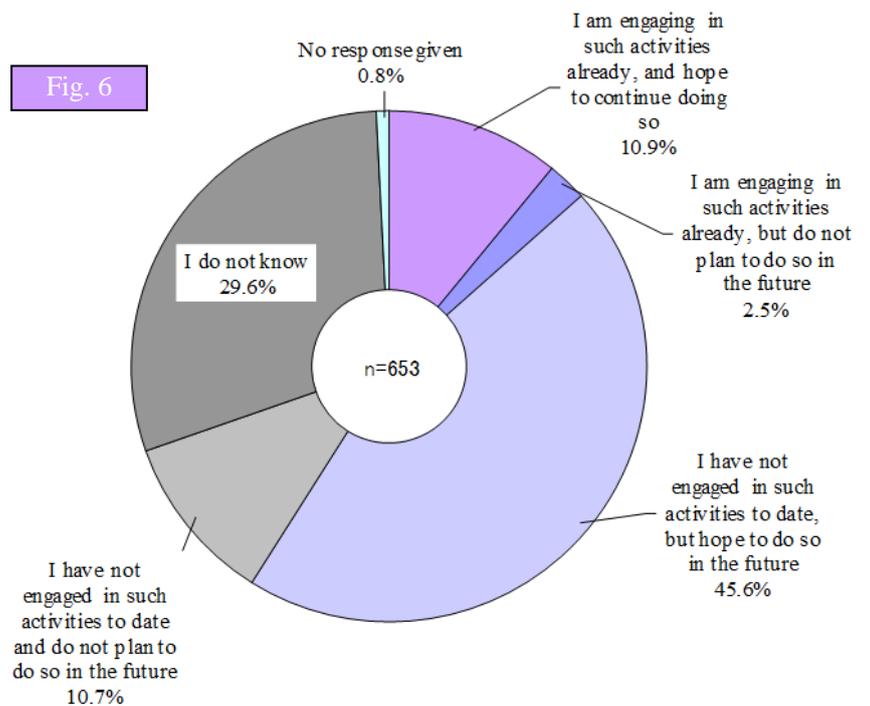
When respondents were asked if they felt a bond with the area they lived in, the commonest response at well over 50% was “I feel a bond” (54.4%); when combined with those responding “I would say I probably feel a bond” (32.2%) this indicates that overall nearly 90% of respondents (86.6%) “feel a bond” with their area.

Conversely, only a minority (4.1%) indicated that they “do not feel a bond” with their areas, combining the figures for those stating that “I would say I probably do not feel a bond” (2.1%) and those stating “I do not feel a bond” (2.0%).

(Fig. 5)

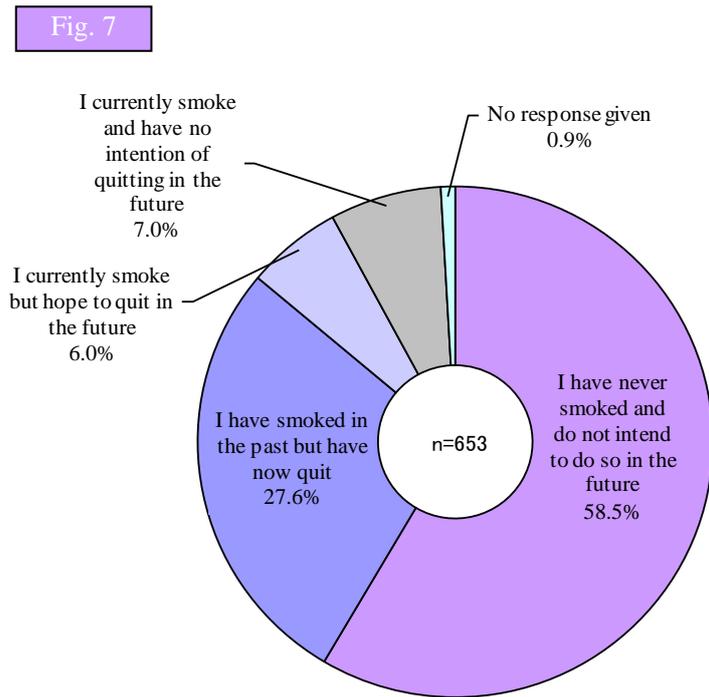


When respondents were asked if they hoped to engage in activities to serve their local community, the commonest response at well over 40% was “I have not engaged in such activities to date, but hope to do so in the future” (45.6%). Around 10% of respondents each stated that “I am engaging in such activities already, and hope to continue doing so” (10.9%) and “I have not engaged in such activities to date and do not plan to do so in the future” (10.7%), while only a small minority stated that “I am engaging in such activities already, but do not plan to do so in the future” (2.5%). (Fig. 6)



## 5. Health promotion

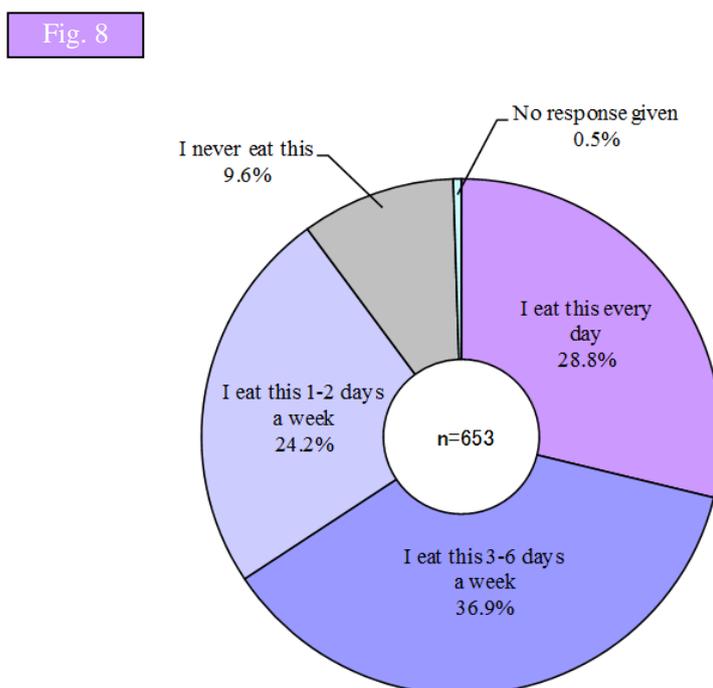
When respondents were asked if they smoked, the commonest response at nearly 60% was “I have never smoked and do not intend to do so in the future” (58.5%). Nearly 30% of respondents stated that “I have smoked in the past but have now quit” (27.6%) while the responses “I currently smoke and have no intention of quitting in the future” (7.0%) and “I currently smoke but hope to quit in the future” (6.0%) were each given by less than 10% of respondents. (Fig. 7)



## 6. Nutrition and diet

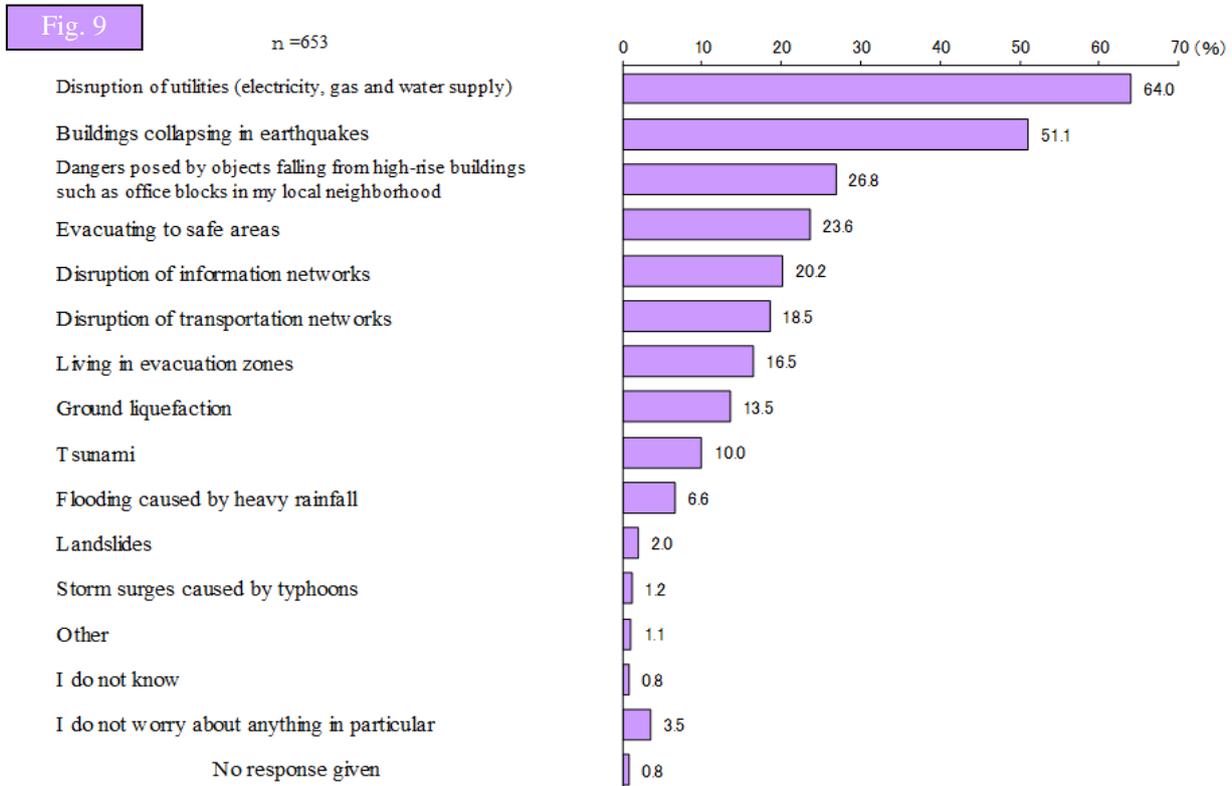
When respondents were asked whether they eat around 350g of vegetables per day, the commonest response at nearly 40% was “I eat this 3-6 days a week” (36.9%), followed by “I eat this every day” (28.8%) and “I eat this 1-2 days a week” (24.2%).

Meanwhile, around 10% of respondents stated that “I never eat this” (9.6%). (Fig. 8)

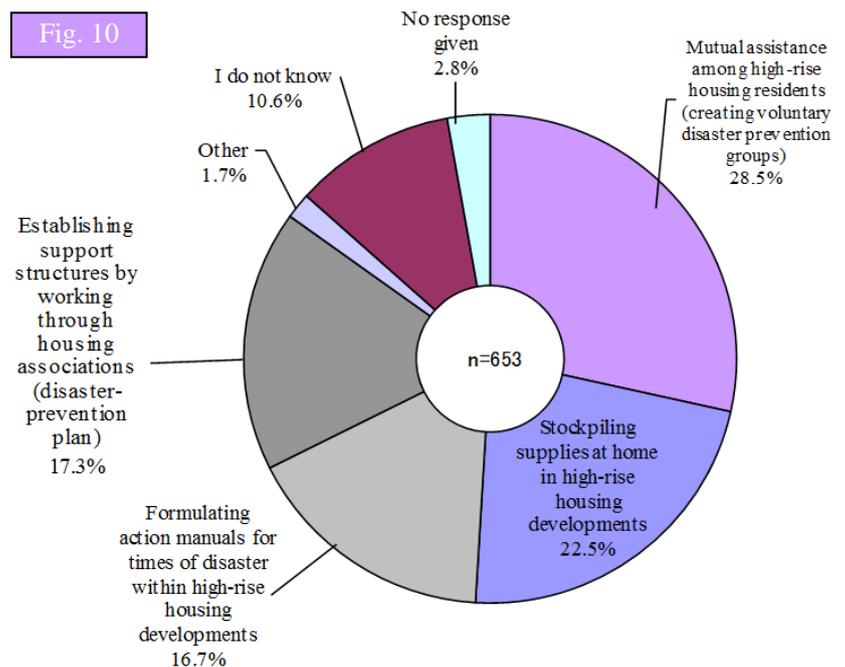


## 7. Disaster-resistant city development

When respondents were asked what kind of things they were worried about in relation to natural disasters in their area, the commonest response at well over 60% was “Disruption of utilities (electricity, gas and water supply)” (64.0%), followed by “Buildings collapsing in earthquakes” (51.1%), “Dangers posed by objects falling from high-rise buildings such as office blocks in my local neighborhood” (26.8%) and “Evacuating to safe areas” (23.6%). (Fig. 9)

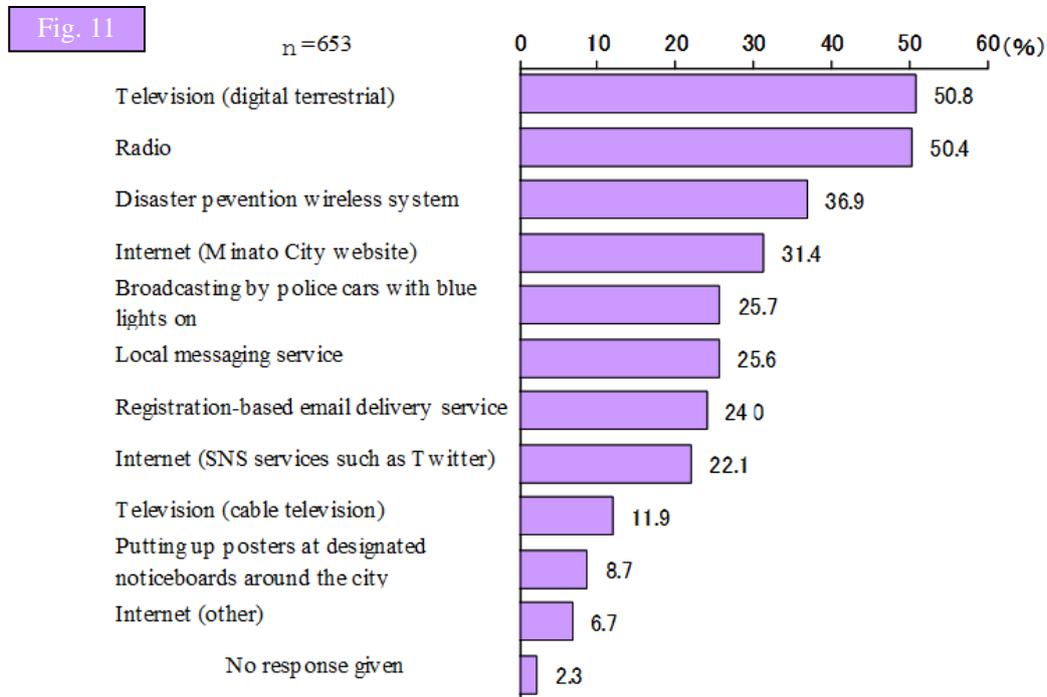


When residents were asked what they thought was the most important disaster-prevention countermeasure that high-rise housing developments should engage in at the individual building level, the commonest response at nearly 30% was “Mutual assistance among high-rise housing residents (creating voluntary disaster prevention groups)” (28.5%). More than 20% cited “Stockpiling supplies at home in high-rise housing developments” (22.5%) while nearly 20% each cited “Establishing support structures by working through housing associations (disaster-prevention plan)” (17.3%) and “Formulating action manuals for times of disaster within high-rise housing developments” (16.7%). (Fig. 10)



When respondents were asked what the most effective means of gathering information are at times of disaster, the commonest responses at around 50% were “Television (digital terrestrial)” (50.8%) and “Radio” (50.4%), followed by “Disaster prevention wireless system” (36.9%) and “Internet (Minato City website)” (31.4%).

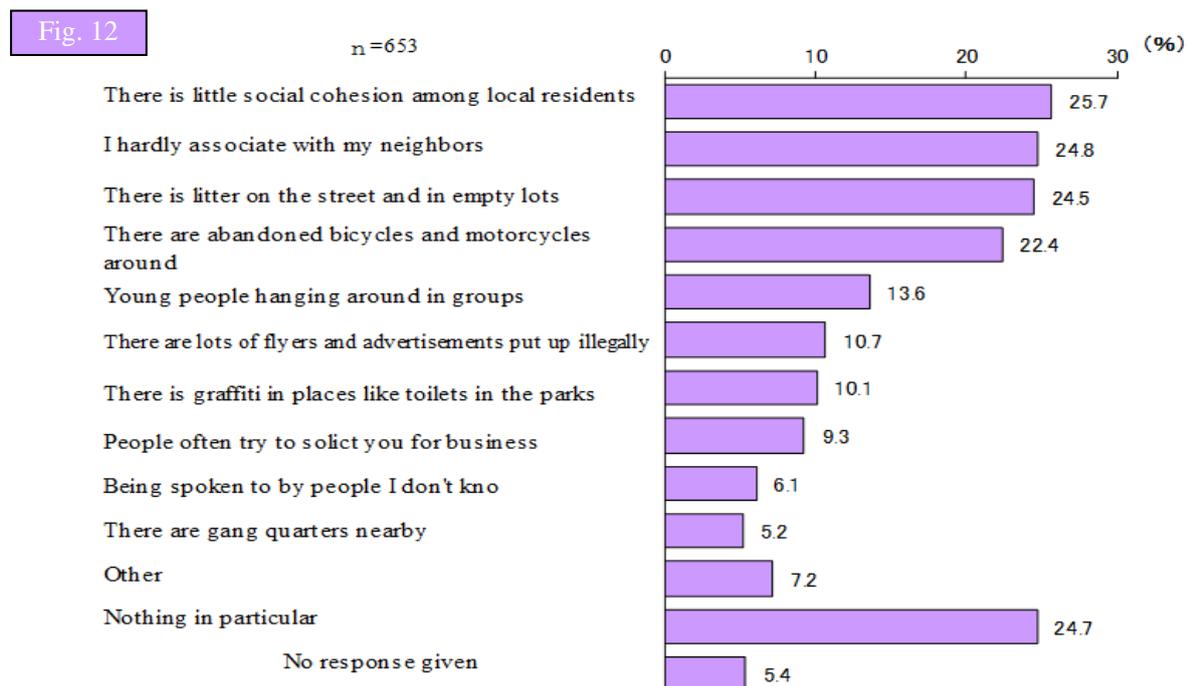
(Fig. 11)



## 8. Community safety

When respondents were asked whether they ever felt threatened or worried by anything in their everyday lives, the commonest responses at well over 20% each were “There is little social cohesion among local residents” (25.7%), “I hardly associate with my neighbors” (24.8%) and “There is litter on the street and in empty lots” (24.5%), followed by “There are abandoned bicycles and motorcycles around” (22.4%) and other responses.

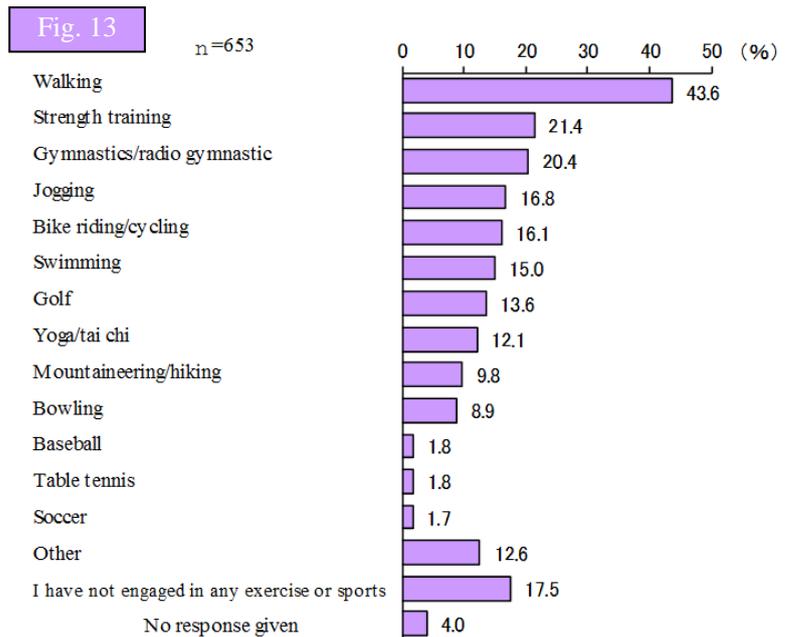
However, well over 20% stated that there was “Nothing in particular” (24.7%) that concerned them. (Fig. 12)



## 9. Sports

When respondents were asked what exercise or sports they had engaged in the past year, the commonest response at over 40% was “Walking” (43.6%), followed by “Strength training” (21.4%), “Gymnastics/radio gymnastics” (20.4%) and “Jogging” (16.8%).

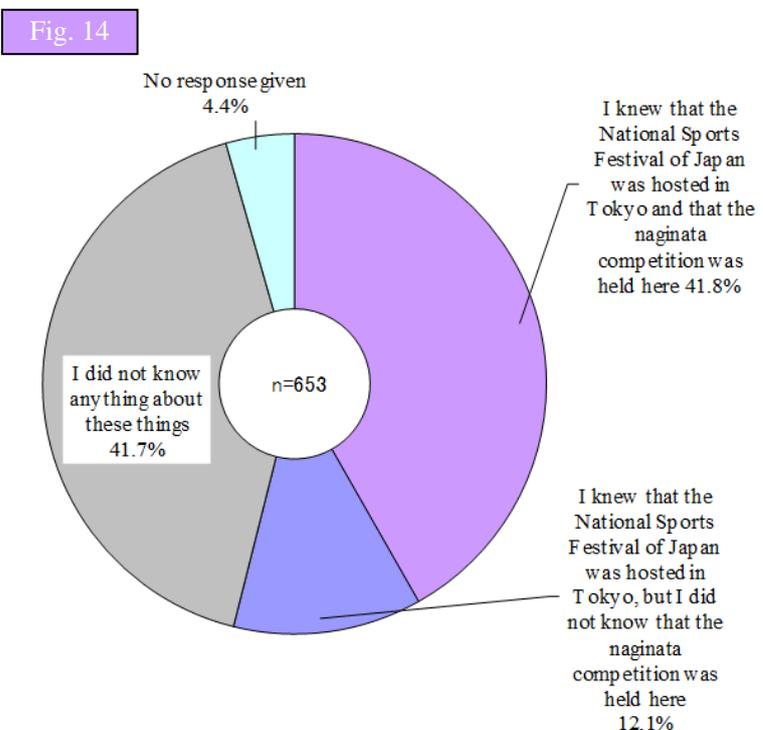
However, nearly 20% of respondents stated that “I have not engaged in any exercise or sports” (17.5%). (Fig. 13)



## 10. Hosting the 68th National Sports Festival of Japan

When respondents were asked whether they knew that the National Sports Festival of Japan had been hosted in Tokyo and that the naginata competition of the festival had been held in Minato City, more than 40% of respondents stated that “I knew that the National Sports Festival of Japan was hosted in Tokyo and that the naginata competition was held here” (41.8%) and more than 10% stated that “I knew that the National Sports Festival of Japan was hosted in Tokyo, but I did not know that the naginata competition was held here” (12.1%).

However, more than 40% of respondents stated that “I did not know anything about these things” (41.7%). (Fig. 14)



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