

2025 Attitude Survey of Setagaya Residents

(Summary)

The Attitude Survey of Setagaya Residents (Summary) is the summary of the 2025 Attitude Survey of Setagaya Residents conducted in May 2025 and has been prepared so that a wider range of city residents may be informed about it.

This year's survey included topics for understanding changes that occur over time such as "Intention of Permanent Residence" and "Reception of City-Staff", and in addition to these, ones regarding "Public Relations", "Cultural Activities", and "Gender Equality".

The results of the survey are used as basic data for carrying out the mission of the city government.

Those who wish further information may view the full 2025 Attitude Survey of Setagaya Residents at the City Civic Information Centers, City Civic Information Corners, and on the city website.

Survey Outline

Sample	Male and female Setagaya City residents at least 15 years of age
Sample Size	5,000 people (Breakdown: 4,832 Japanese nationals, 168 foreign nationals)
Sample Method	Stratified random sampling
Methodology	Distributed by postal mail and responses collected by postal mail or via the Internet
Survey Period	May 14 – June 4, 2025
Effective Responses	2,214 (Breakdown: 2,185 Japanese nationals, 29 foreign nationals)
Effective Responses Rate	44.3% (Breakdown: 62.2% [1,377] responded by postal mail, 37.8% [837] responded via the Internet)

(Conducted in May 2025)

Respondent Attributes

- 1 Intention of Permanent Residence
- 2 City Government
- 3 Reception of City-Staff
- 4 Public Relations
- 5 Welfare and Healthcare
- 6 Disaster Preparations
- 7 Crime Prevention
- 8 Local Community
- 9 Cultural Activities
- 10 Multicultural Coexistence
- 11 Gender Equality
- 12 Healthy living
- 13 Sports
- 14 Smoking Etiquette
- 15 Job Search Activities
- 16 Urban Design
- 17 Transportation
- 18 SETAGAYA Pay
- 19 Library

September 2025



City of Setagaya

The items in this year's survey are as follows: The ones marked with a ★ are covered in this summary

1 Intention of Permanent Residence

- (1) Number of years of residence
- ★ (2) Satisfaction with current day-to-day life
- ★ (3) Livability
- ★ (4) Intention of permanent residence
- (5) Reasons for wanting to reside here permanently
- (6) Reasons for not wanting to reside here permanently
- ★ (7) Difficulties faced in day-to-day life in the area

2 City Government

- ★ (1) Initiatives which the city should actively pursue

3 Reception of City-Staff

- ★ (1) Counter Services and Responses
- ★ (2) Good impression
- ★ (3) Bad impression
- ★ (4) Points to pay attention to regarding staff service

4 Public Relations

- ★ (1) Sources of information on the city's efforts and local information
- (2) Methods of distribution or access for the city's newsletter
- (3) Usability of the homepage of the city's official website
- (4) User-friendly or desirable features and services of the city's official website
- (5) Information considered important on the city's official website

5 Welfare and Healthcare

- (1) Awareness of Welfare Hotlines
- (2) Awareness of in-home medical care
- ★ (3) Awareness of ACP (Advance Care Planning)
- ★ (4) How people feel about dementia

6 Disaster Preparations

- ★ (1) Evacuation actions during a major earthquake
- (2) Mutual assistance among residents during disasters
- (3) Keeping a stock of water and food
- (4) Storing emergency electrical power
- (5) Keeping a stock of portable toilets
- (6) Awareness of flood risk at home

7 Crime Prevention

- ★ (1) Crimes of concern
- (2) Crime prevention practices in daily life
- (3) Crime prevention measures at home

8 Local Community

- ★ (1) Intent to participate, and experience participating in, community activities

9 Cultural Activities

- ★ (1) Awareness of the cultural facilities within Setagaya City
- (2) Events that make you want to visit Setagaya Egret Hall

10 Multicultural Coexistence

- ★ (1) Progress of the city's efforts to become a multicultural coexistence society
- (2) Status of enhanced living support for international residents
- (3) Progress of participation of international residents in community activities
- (4) Status of efforts to eliminate prejudice and discrimination against international residents in the city

11 Gender Equality

- ★ (1) Necessity of education and measures for protecting the rights of sexual minorities
- (2) Awareness of the "Setagaya City Partnership Agreement" initiative

12 Healthy living

- ★ (1) Amount of time spent walking per day

13 Sports

- (1) Sports or exercises engaged in over the past year
- ★ (2) Number of times residents exercised or participated in sports over the past year
- (3) Opportunities to engage in sports or exercises more frequently

14 Smoking Etiquette

- ★ (1) Satisfaction with smoking etiquette in area of residence

15 Job Search Activities

- ★ (1) Methods of collecting information for job search
- (2) Important factors when choosing a job

16 Urban Design

- ★ (1) Initiatives considered important for urban development based on universal design
- (2) Interest in the scenery within Setagaya City
- (3) Scenery development activities you would like to try

17 Transportation

- ★ (1) Satisfaction with transportation in Setagaya City
- (2) Status of helmet use while riding a bicycle
- (3) Reasons for not wearing a helmet
- (4) Status of enrollment in bicycle liability insurance
- (5) Reasons for not enrolling in bicycle liability insurance

18 SETAGAYA Pay

- ★ (1) Awareness and usage of SETAGAYA Pay
- (2) Expectations for SETAGAYA Pay

19 Library

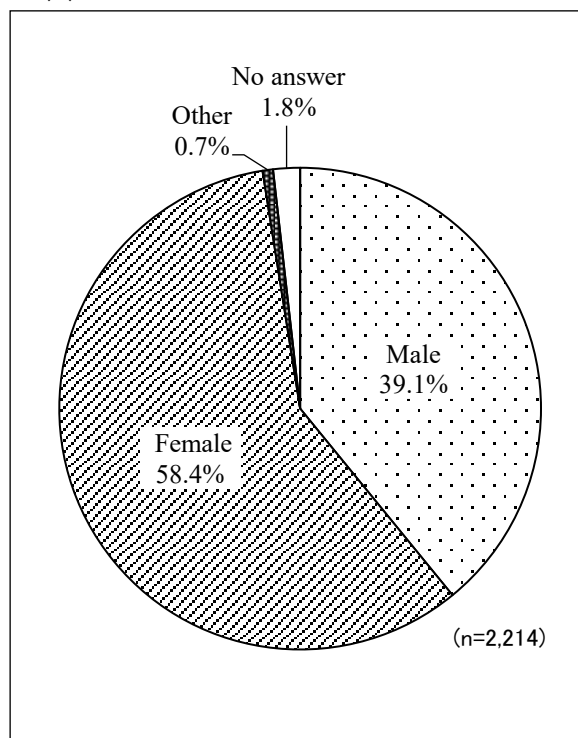
- ★ (1) Awareness and usage of the Library Book Box
- (2) Locations where you would like to use the Library Book Box if it were available

Understanding the Graphs

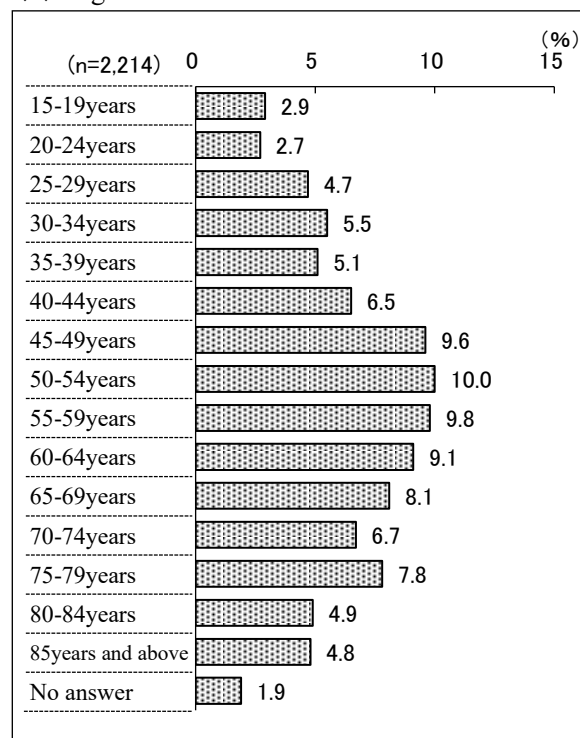
- 1 Only one response was selected for a given question unless it was stated “(multiple responses)”.
- 2 Totals for some questions may not reach 100.0% due to rounding off to one decimal place.
- 3 Totals may exceed 100.0% where multiple responses are allowed for a given question.
- 4 The letter “n” inside the graphs represent the number of residents who responded to the given question.

Respondent Attributes

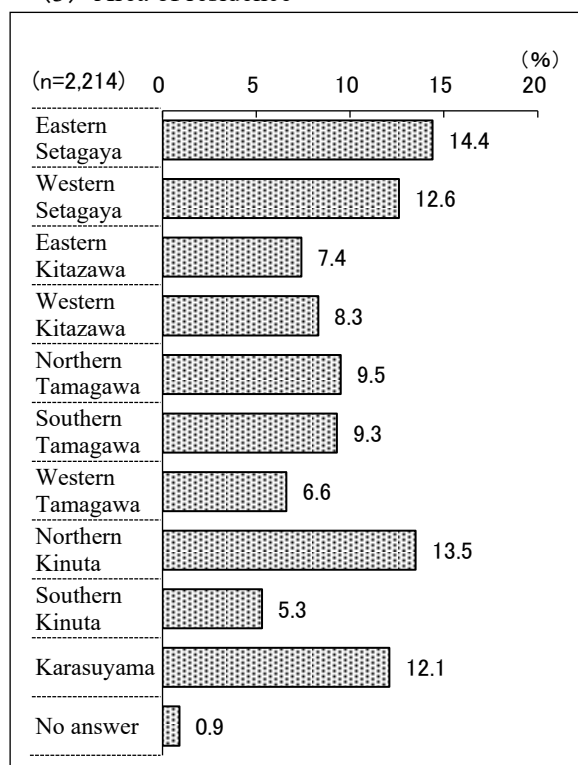
(1) Sex



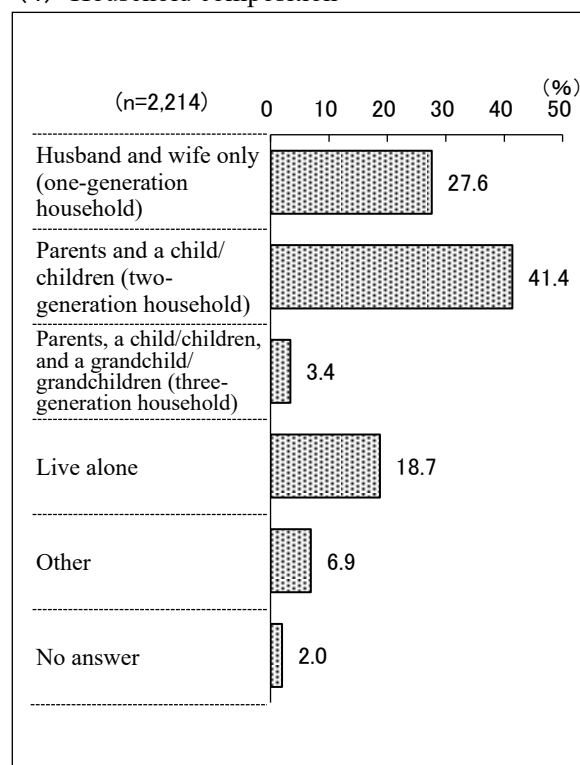
(2) Age



(3) Area of residence



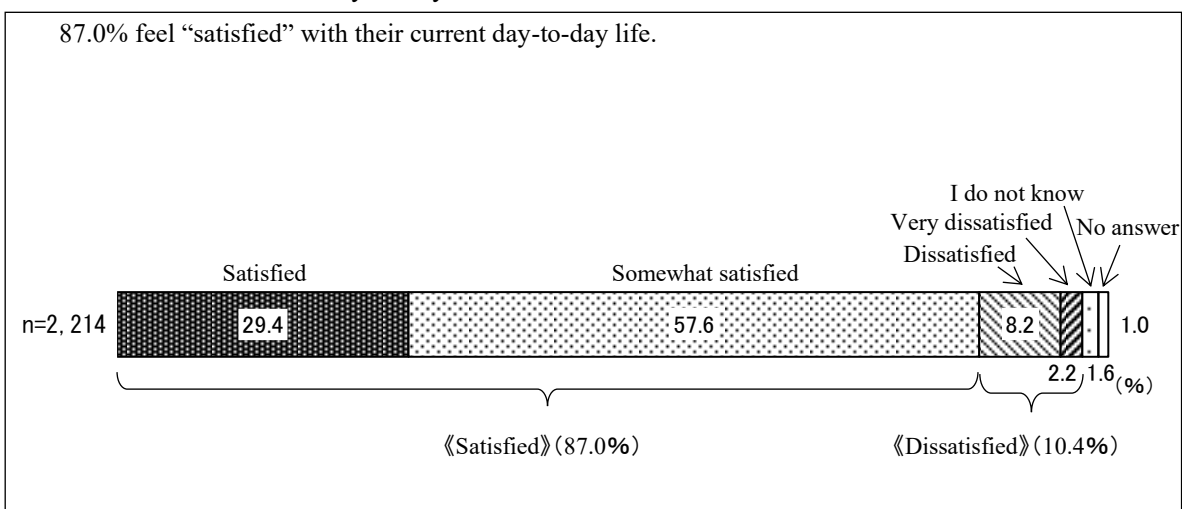
(4) Household composition



1. Intention of Permanent Residence

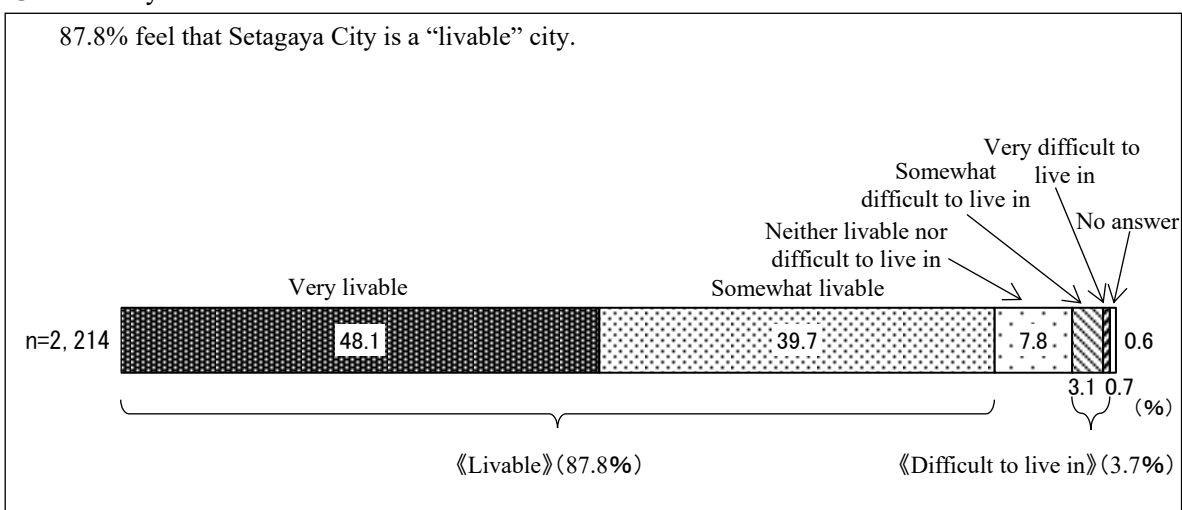
● Satisfaction with current day-to-day life

87.0% feel “satisfied” with their current day-to-day life.



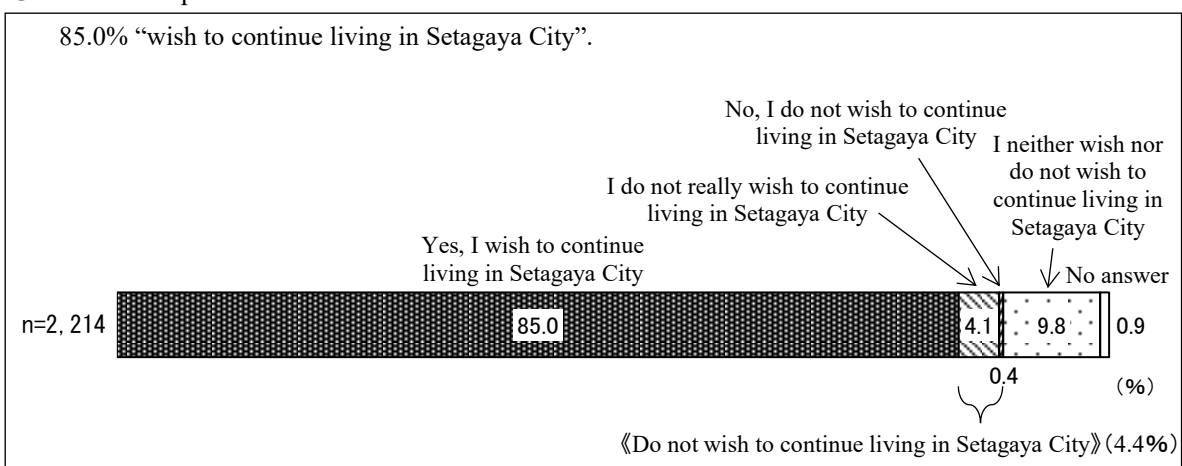
● Livability

87.8% feel that Setagaya City is a “livable” city.



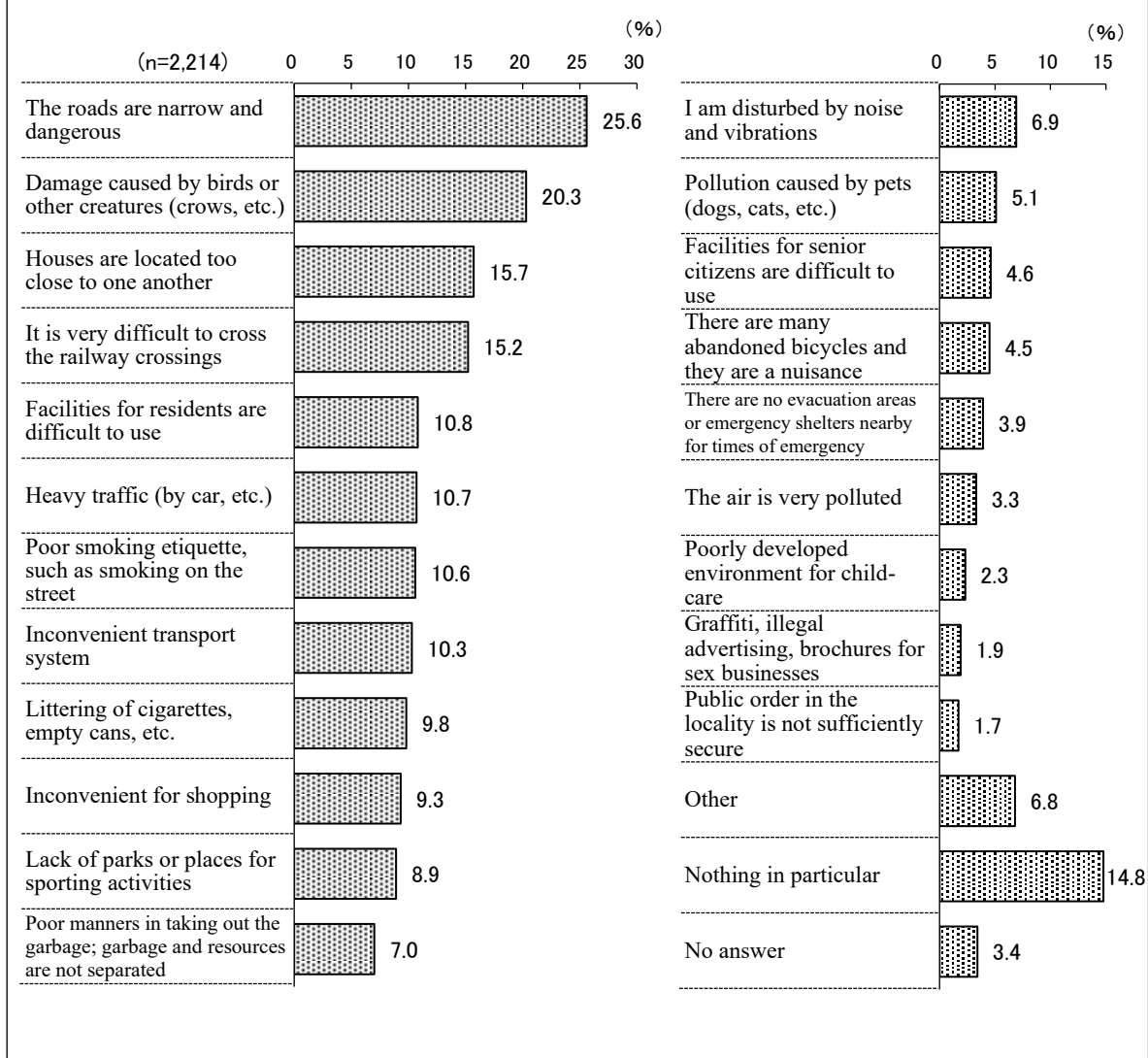
● Intention of permanent residence

85.0% “wish to continue living in Setagaya City”.



● Difficulties faced in day-to-day life in the area (multiple responses)

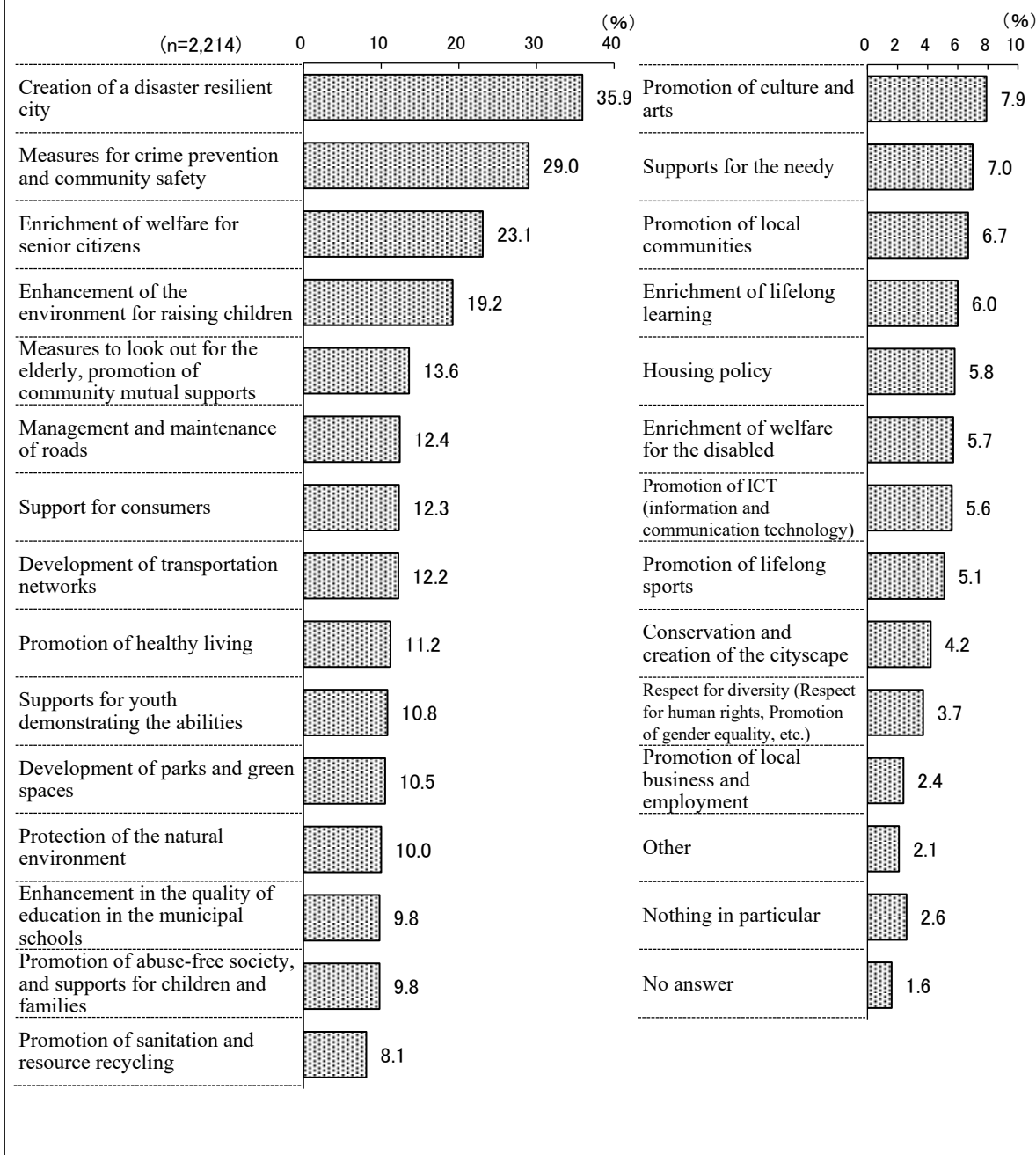
The highest response was 25.6% for “The roads are narrow and dangerous”, followed by “Damage caused by birds or other creatures (crows, etc.)”, “Houses are located too close to one another”, etc.



2. City Government

● Initiatives which the city should actively pursue (multiple responses)

The highest response was 35.9% for “Creation of a disaster resilient city”, followed by “Measures for crime prevention and community safety”, “Enrichment of welfare for senior citizens”, etc.

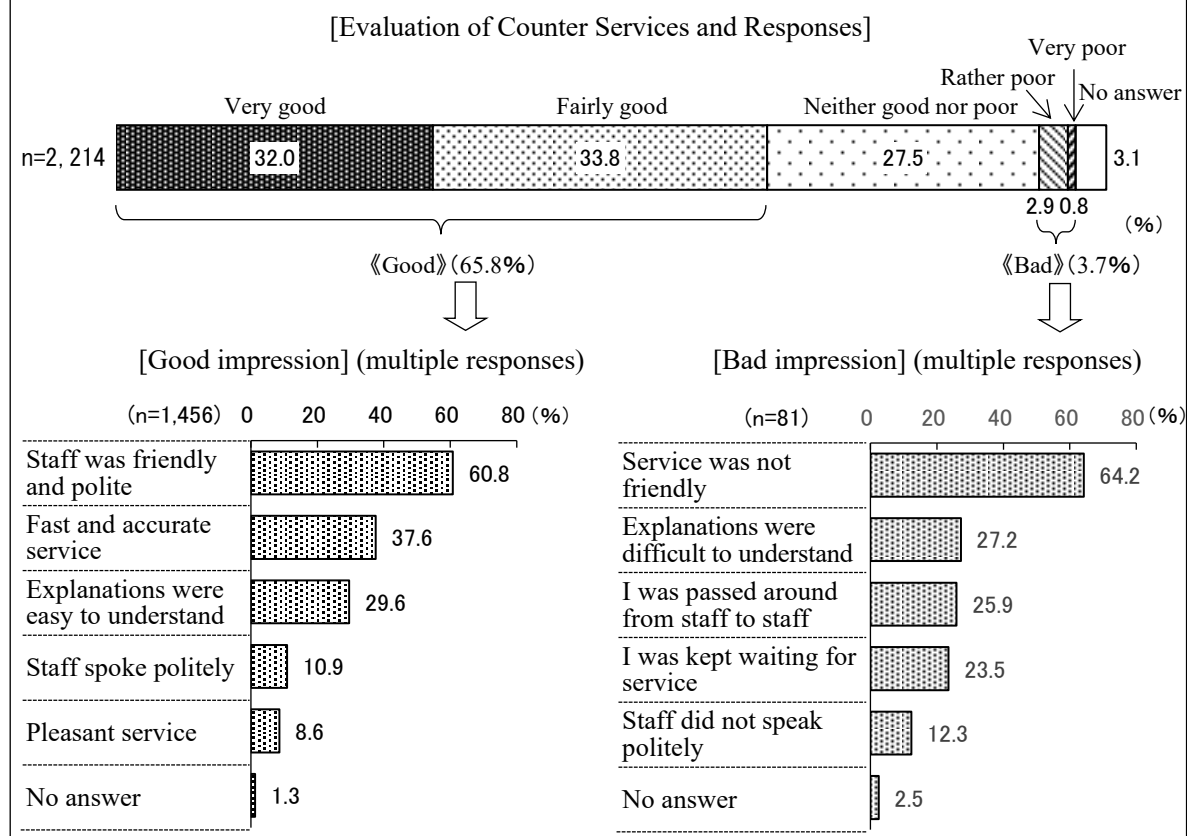


3. Reception of City-Staff

- Evaluation of the city government's counter services and responses, and those which left good and bad impressions

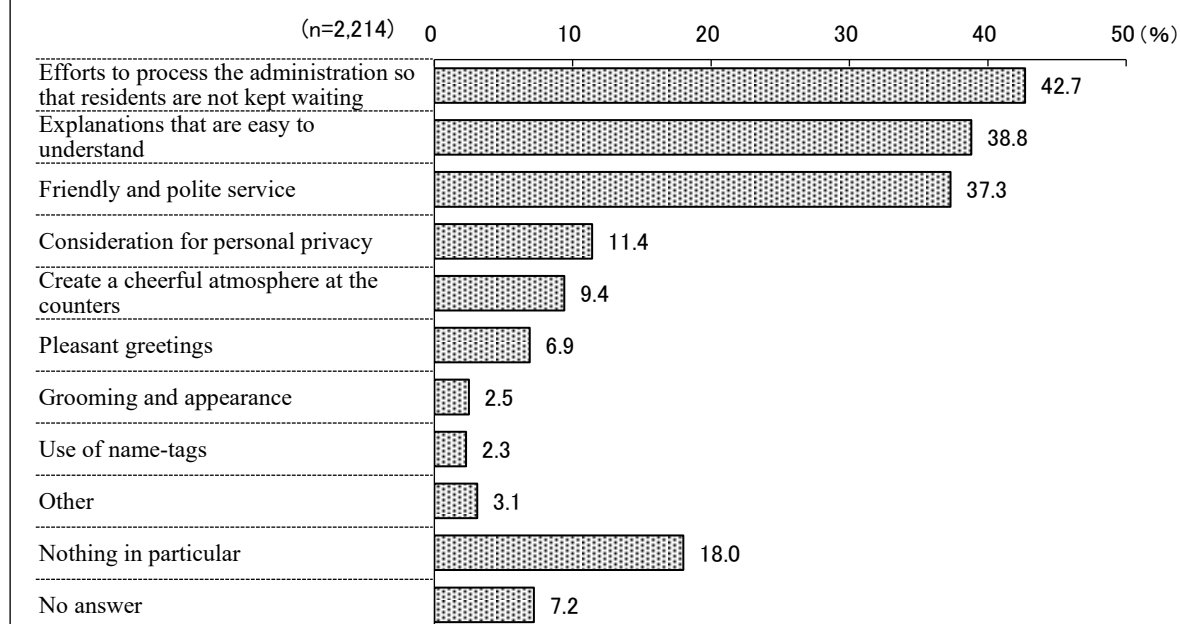
65.8% of the respondents felt that the city's counter services were good.

Whether or not staff was friendly and polite was a determining factor.



- Points to pay attention to regarding staff service (multiple responses)

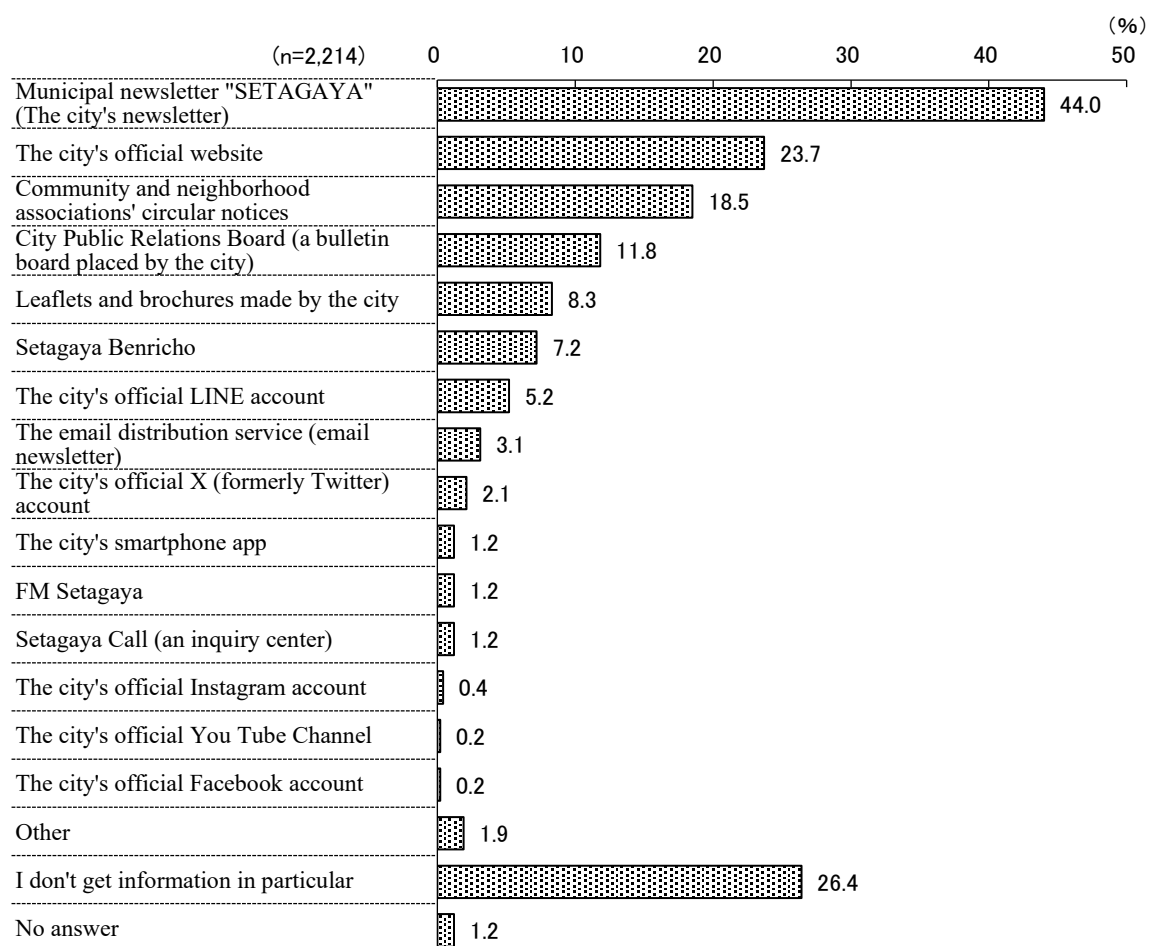
The highest response was 42.7% for "Efforts to process the administration so that residents are not kept waiting", followed by "Explanations that are easy to understand", "Friendly and polite service", etc.



4. Public Relations

● Sources of information on the city's efforts and local information (multiple responses)

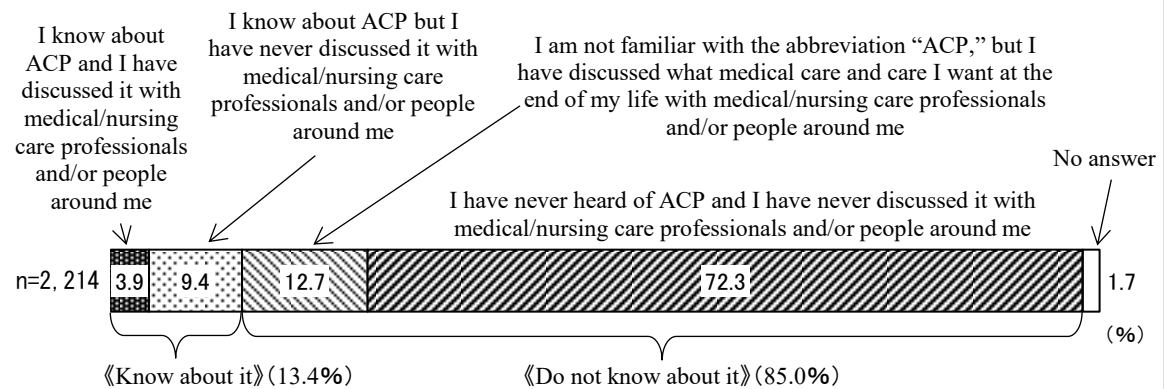
When asked about the sources of information on the city's efforts and local information, respondents who chose "Municipal newsletter "SETAGAYA" (The city's newsletter)" accounted for the highest percentage at 44.0%, followed by those who chose "The city's official website", "Community and neighborhood associations' circular notices", "City Public Relations Board (a bulletin board placed by the city)", etc. On the other hand, 26.4% of respondents chose "I don't get information in particular."



5. Welfare and Healthcare

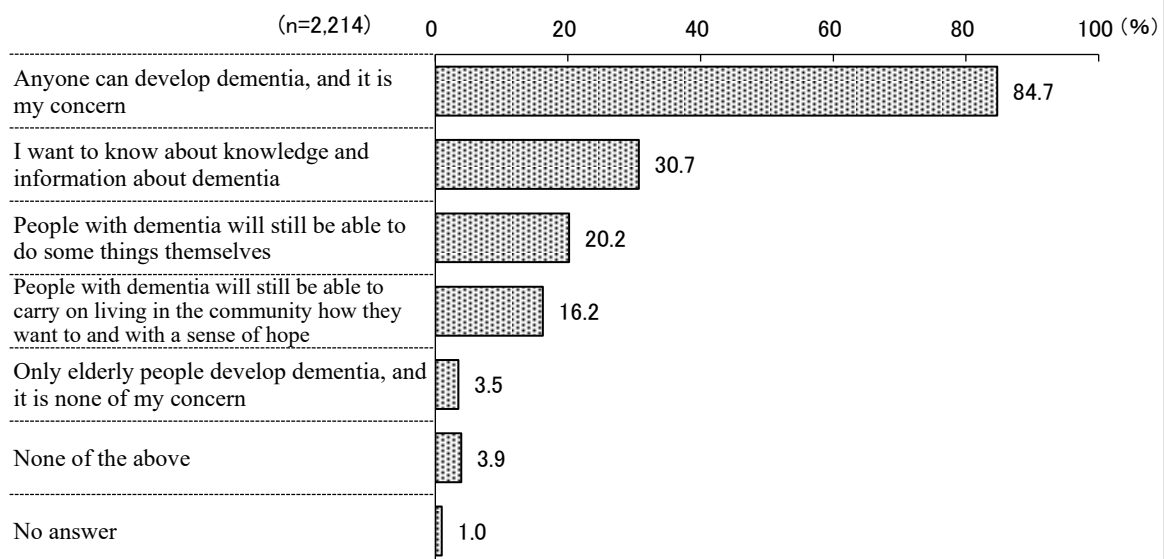
● Awareness of ACP (Advance Care Planning)

Asked how aware respondents were of ACP (Advanced Care Planning), 3.9% of them said "I know about ACP and I have discussed it with medical/nursing care professionals and/or people around me" and 9.4% "I know about ACP but I have never discussed it with medical/nursing care professionals and/or people around me", giving the total of 13.4% knew about it. 12.7% said "I am not familiar with the abbreviation "ACP," but I have discussed what medical care and care I want at the end of my life with medical/nursing care professionals and/or people around me" and 72.3% "I have never heard of ACP and I have never discussed it with medical/nursing care professionals and/or people around me", giving the total of 85.0% said they did not know about it.



● How people feel about dementia (multiple responses)

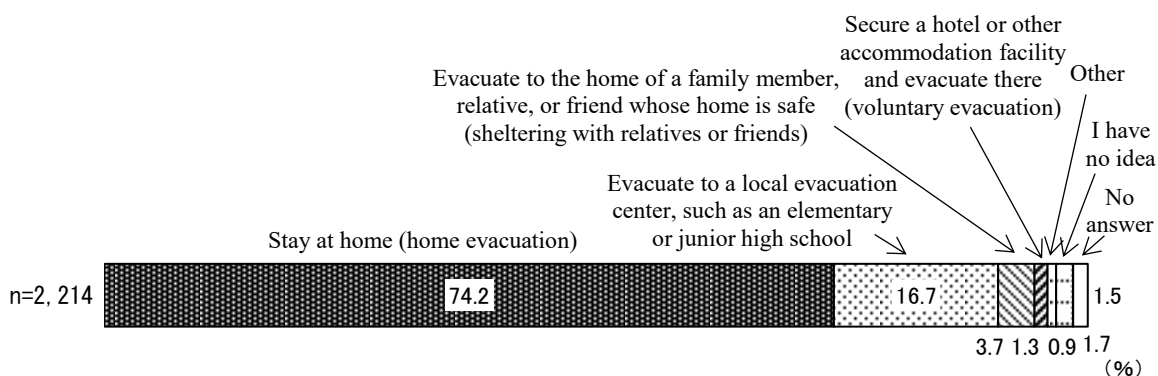
When asked about how they feel about dementia, respondents who chose "Anyone can develop dementia, and it is my concern" accounted for the highest percentage at 84.7%, followed by those who chose "I want to know about knowledge and information about dementia", "People with dementia will still be able to do some things themselves", "People with dementia will still be able to carry on living in the community how they want to and with a sense of hope", etc.



6. Disaster Preparations

● Evacuation actions during a major earthquake

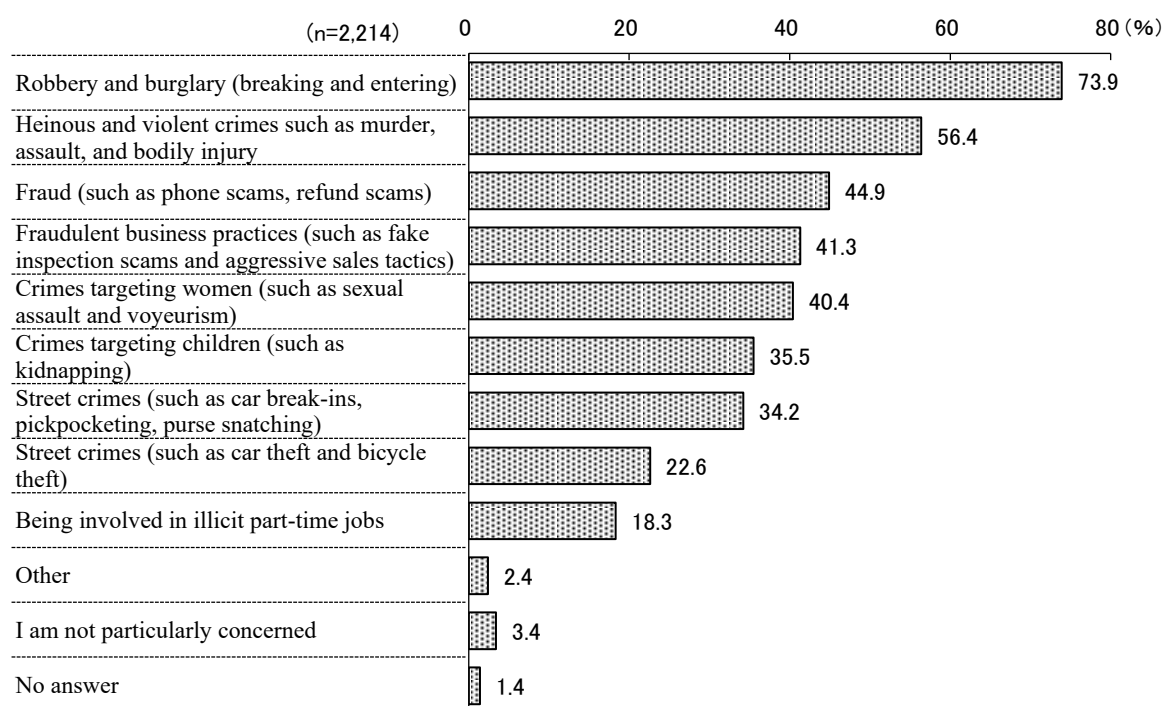
When asked about the evacuation actions during a major earthquake, respondents who chose “Stay at home (home evacuation)” accounted for the highest percentage at 74.2%, followed by those who chose “Evacuate to a local evacuation center, such as an elementary or junior high school”, “Evacuate to the home of a family member, relative, or friend whose home is safe (sheltering with relatives or friends)”, etc.



7. Crime Prevention

● Crimes of concern (multiple responses)

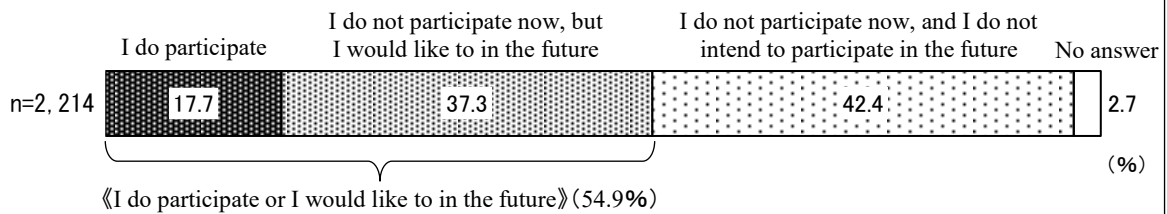
When asked about the crimes of concern, respondents who chose “Robbery and burglary (breaking and entering)” accounted for the highest percentage at 73.9%, followed by those who chose “Heinous and violent crimes such as murder, assault, and bodily injury”, “Fraud (such as phone scams, refund scams)”, etc.



8. Local Community

● Intent to participate, and experience participating in, community activities

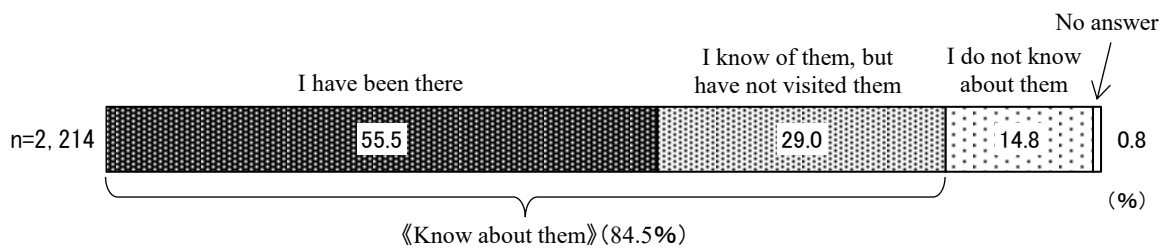
When asked whether respondents were participating in local community activities, 17.7% of them replied "I do participate" and 37.3% "I do not participate now, but I would like to in the future", giving the total of 54.9% said "I do participate or I would like to in the future". 42.4% of them replied "I do not participate now, and I do not intend to participate in the future".



9. Cultural Activities

● Awareness of the cultural facilities within Setagaya City

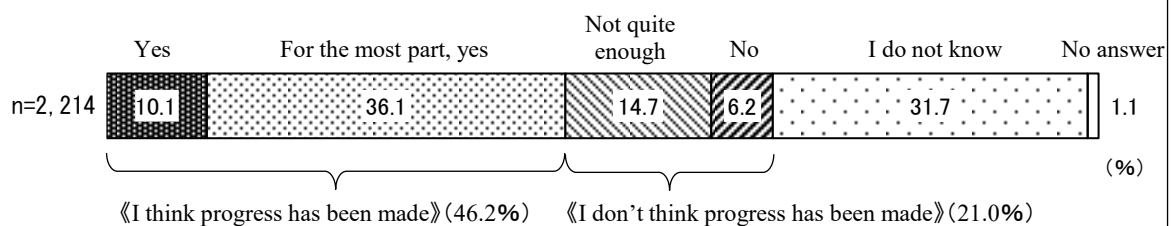
When respondents were asked about their awareness of the cultural facilities within Setagaya City, 55.5% of them replied "I have been there" and 29.0% "I know of them, but have not visited them", giving the total of 84.5% "Know about them". 14.8% of them replied "I do not know about them".



10. Multicultural Coexistence

● Progress of the city's efforts to become a multicultural coexistence society

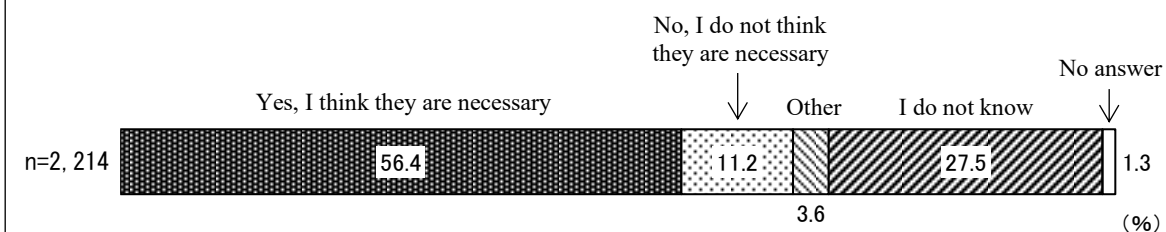
When asked about the progress of the city's efforts to become a multicultural coexistence society, 46.2% said "I think progress has been made" and 21.0% said "I don't think progress has been made".



11. Gender Equality

● Necessity of education and measures for protecting the rights of sexual minorities

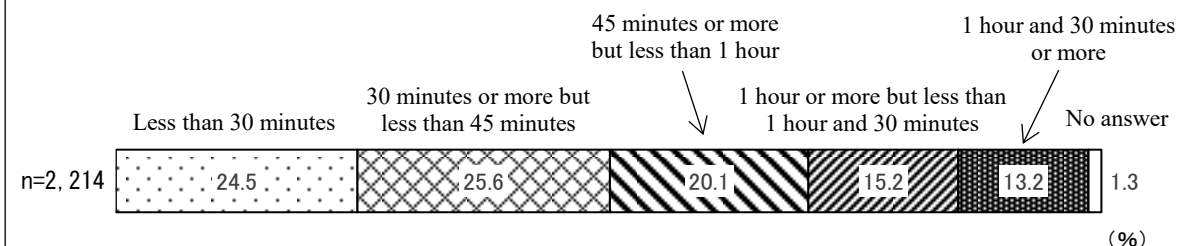
When asked whether education and measures for protecting the rights of sexual minorities are necessary, 56.4% said “Yes, I think they are necessary” and 11.2% said “No, I do not think they are necessary”. 27.5% said “I do not know”.



12. Healthy living

● Amount of time spent walking per day

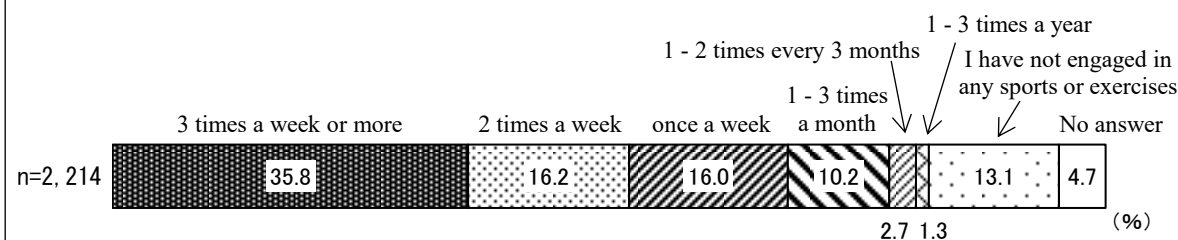
When asked about the amount of time spent walking per day, respondents who chose “30 minutes or more but less than 45 minutes” accounted for the highest percentage at 25.6%, followed by those who chose “Less than 30 minutes” at 24.5%, and those who chose “45 minutes or more but less than 1 hour”, “1 hour or more but less than 1 hour and 30 minutes” and “1 hour and 30 minutes or more”.



13. Sports

● Number of times residents exercised or participated in sports over the past year

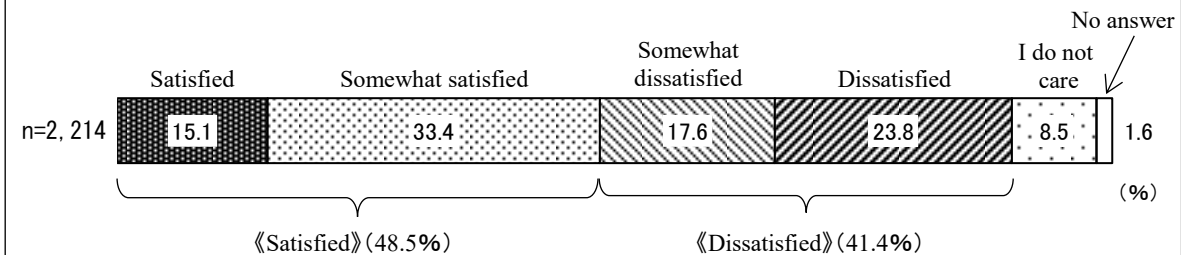
When respondents were asked how often they have exercised or participated in sports over the past year, respondents who chose “3 times a week or more” accounted for the highest percentage at 35.8%, followed by those who chose “2 times a week”, “once a week”, “I have not engaged in any sports or exercises”, etc.



14. Smoking Etiquette

● Satisfaction with smoking etiquette in area of residence

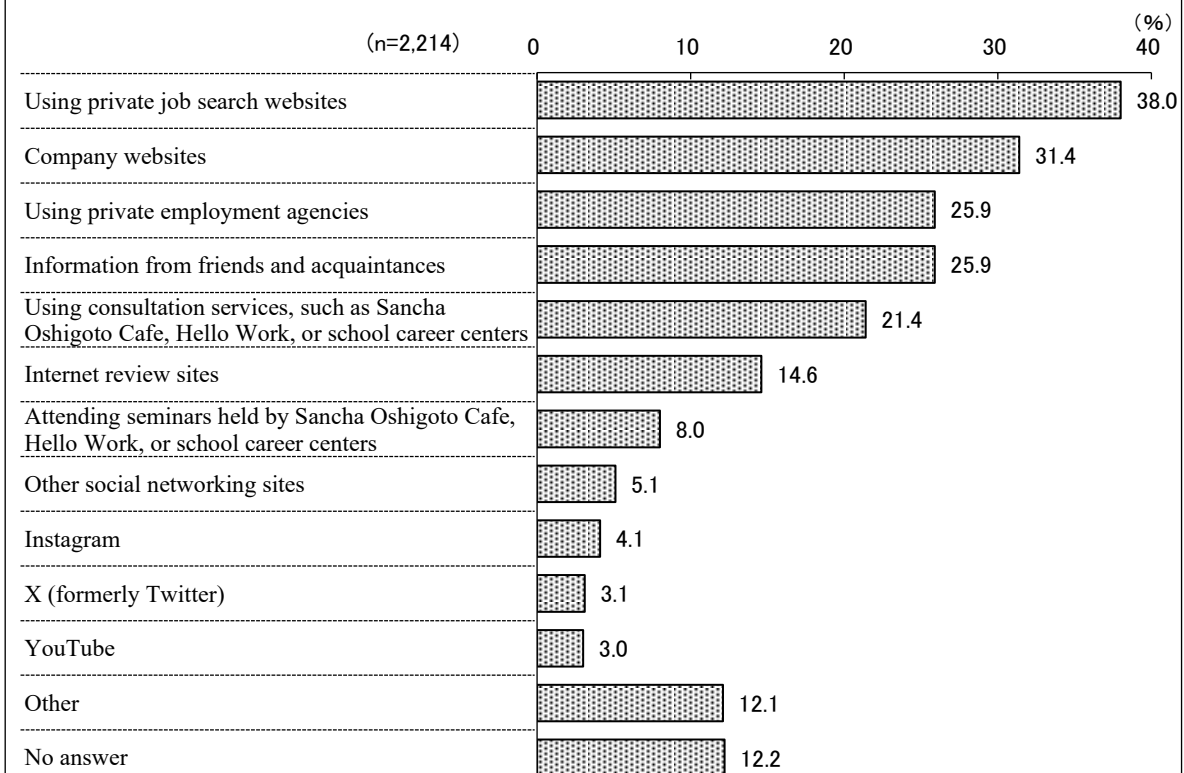
When respondents were asked about their satisfaction with smoking etiquette in the area where they reside, 48.5% said that they were “Satisfied” and 41.4% said “Dissatisfied”.



15. Job Search Activities

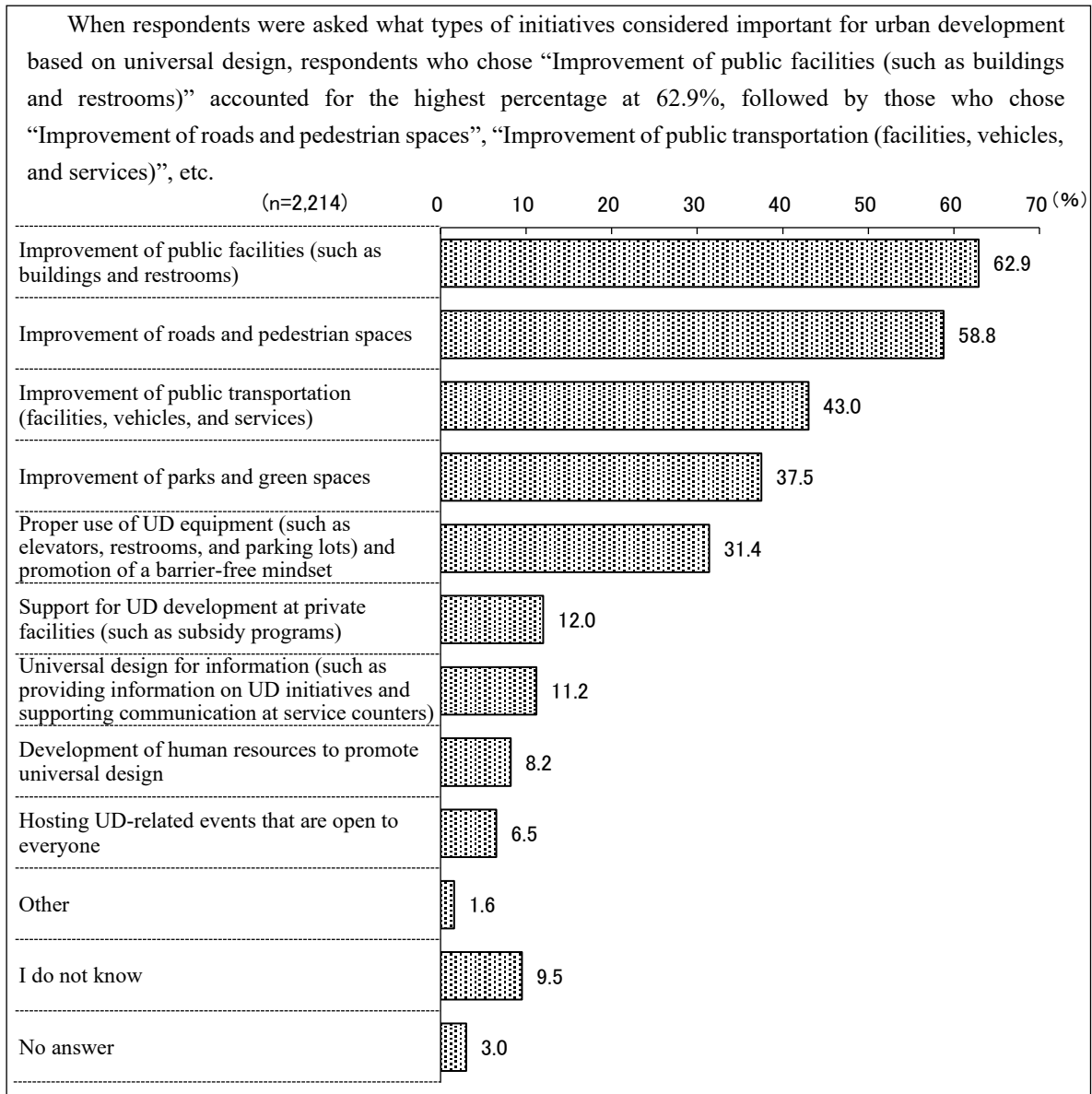
● Methods of collecting information for job search (multiple responses)

When respondents were asked about how they collect information for job search, respondents who chose “Using private job search websites” accounted for the highest percentage at 38.0%, followed by those who chose “Company websites”, “Using private employment agencies”, “Information from friends and acquaintances”, etc.



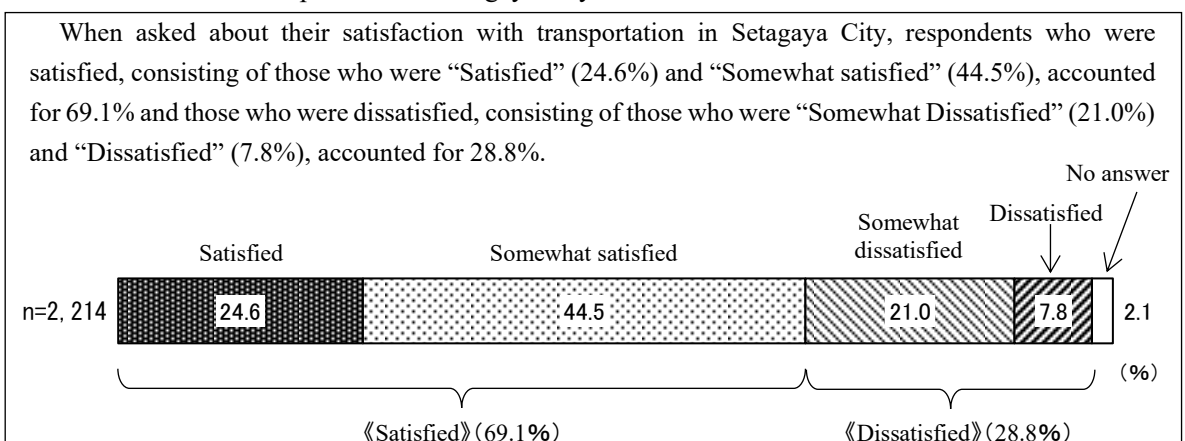
16. Urban Design

● Initiatives considered important for urban development based on universal design (multiple responses)



17. Transportation

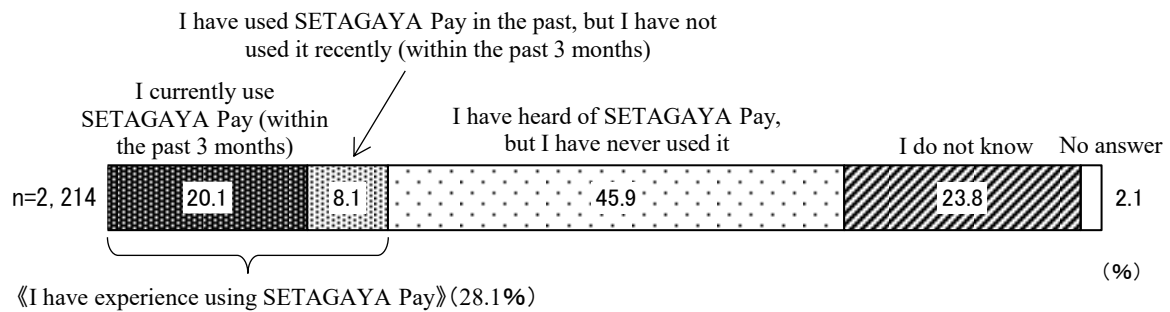
● Satisfaction with transportation in Setagaya City



18. SETAGAYA Pay

● Awareness and usage of SETAGAYA Pay

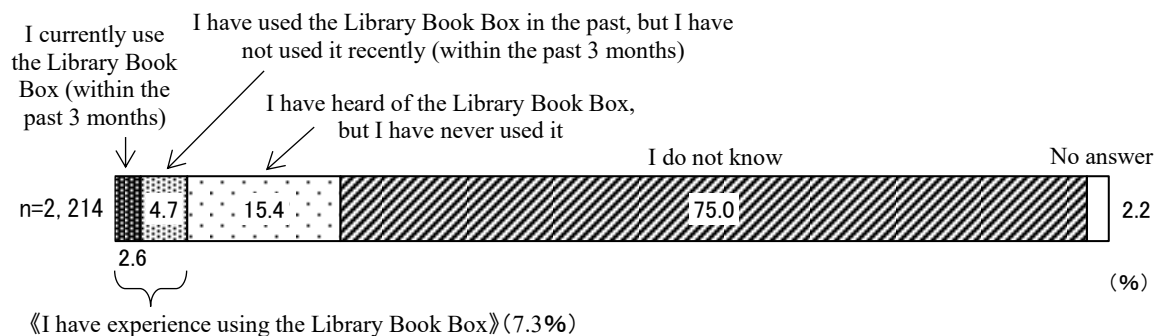
When respondents were asked about their awareness and experience of SETAGAYA Pay, the highest response was "I have heard of SETAGAYA Pay, but I have never used it" (45.9%). 20.1% said "I currently use SETAGAYA Pay (within the past 3 months)", and 8.1% "I have used SETAGAYA Pay in the past, but I have not used it recently (within the past 3 months)"; thus 28.1% of them overall have experience using it.



19. Library

● Awareness and usage of the Library Book Box

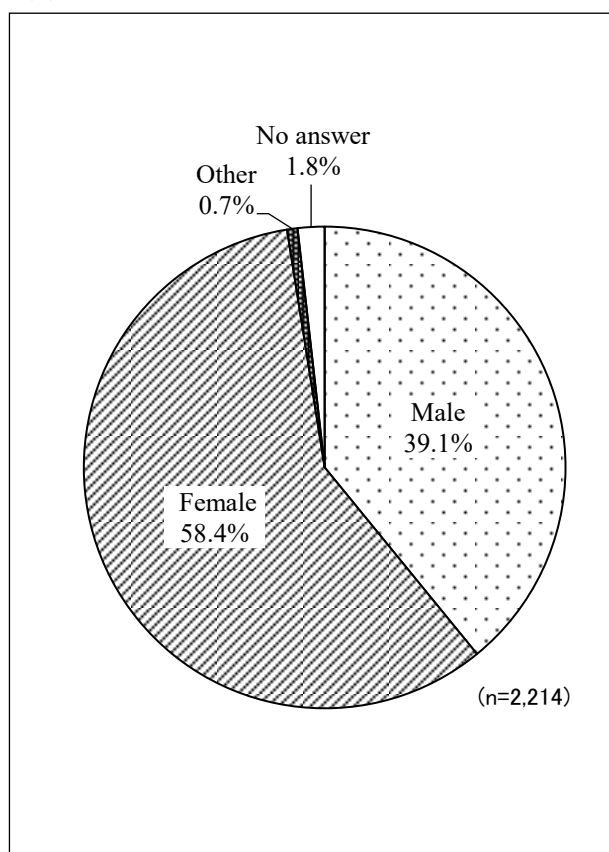
When respondents were asked about their awareness and experience of the Library Book Box, the highest response was "I do not know" (75.0%), followed by "I have heard of the Library Book Box, but I have never used it" (15.4%). 2.6% said "I currently use the Library Book Box (within the past 3 months)", and 4.7% "I have used the Library Book Box in the past, but I have not used it recently (within the past 3 months)"; thus 7.3% of them overall have experience using it.



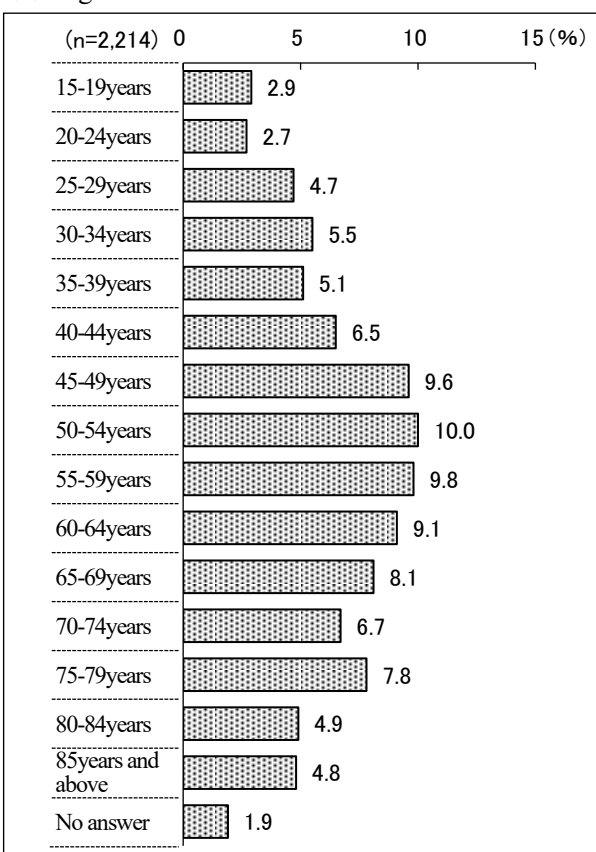
Sample distribution

Sample distribution

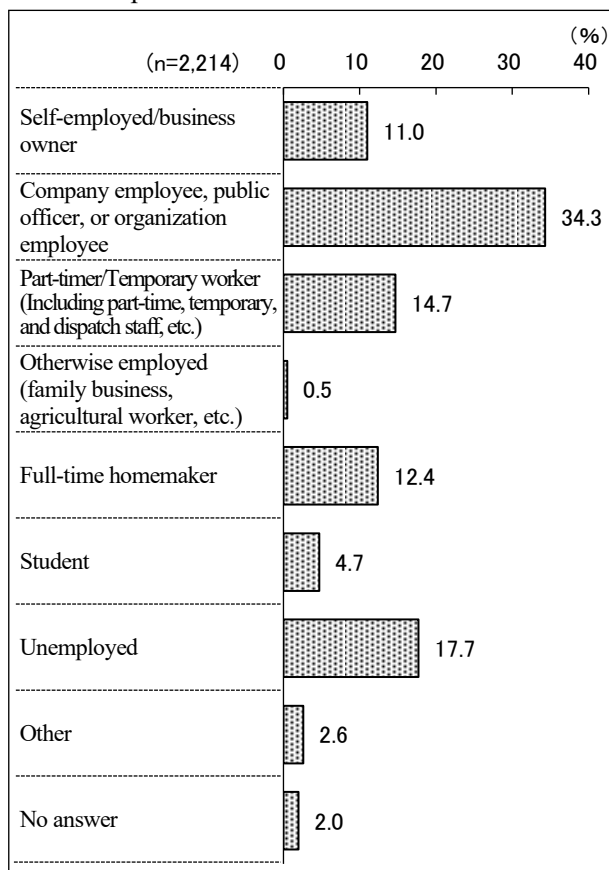
(1) Sex



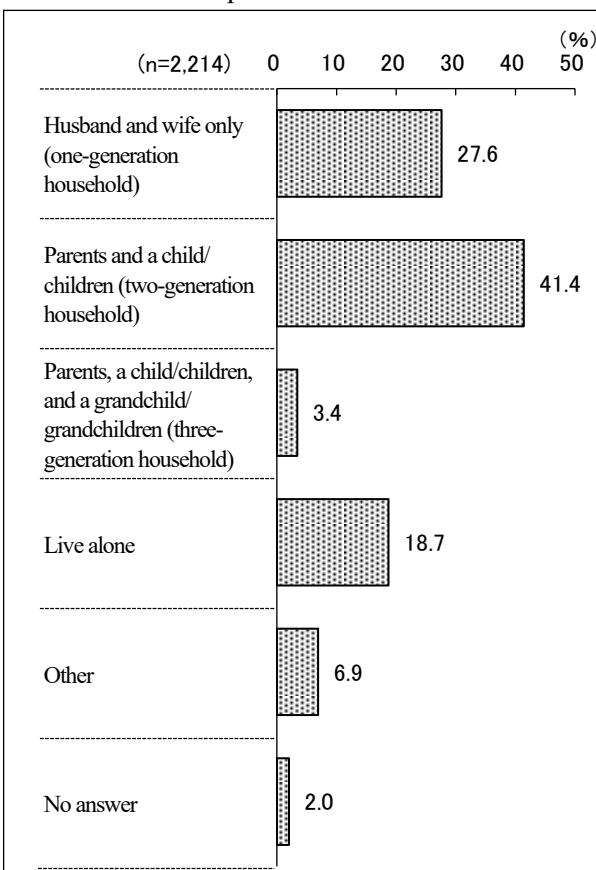
(2) Age



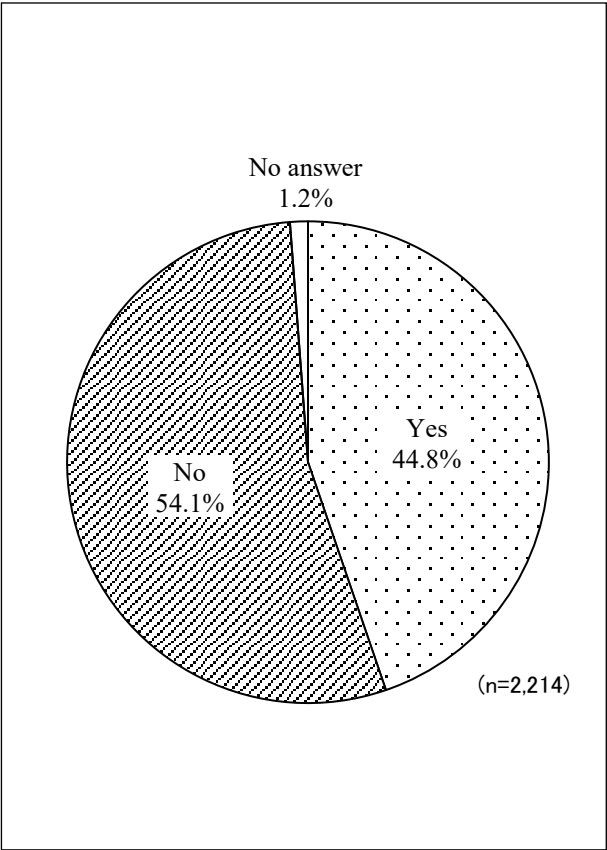
(3) Occupation



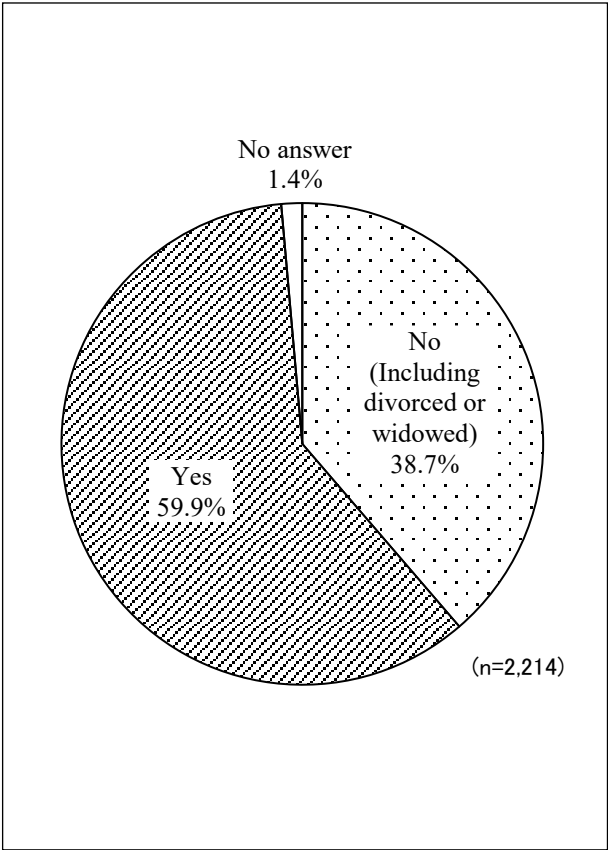
(4) Household composition



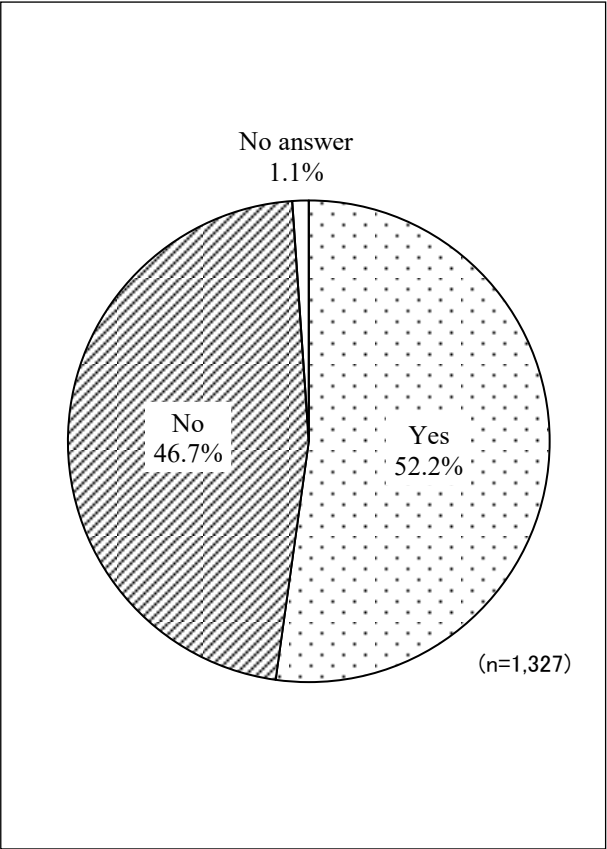
(5) Presence of elderly person(s) in family



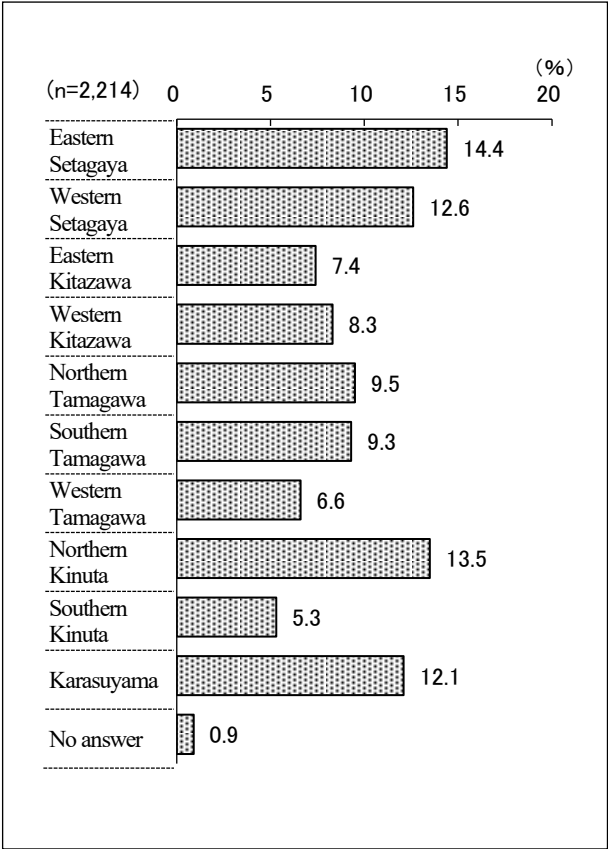
(6) Marital status



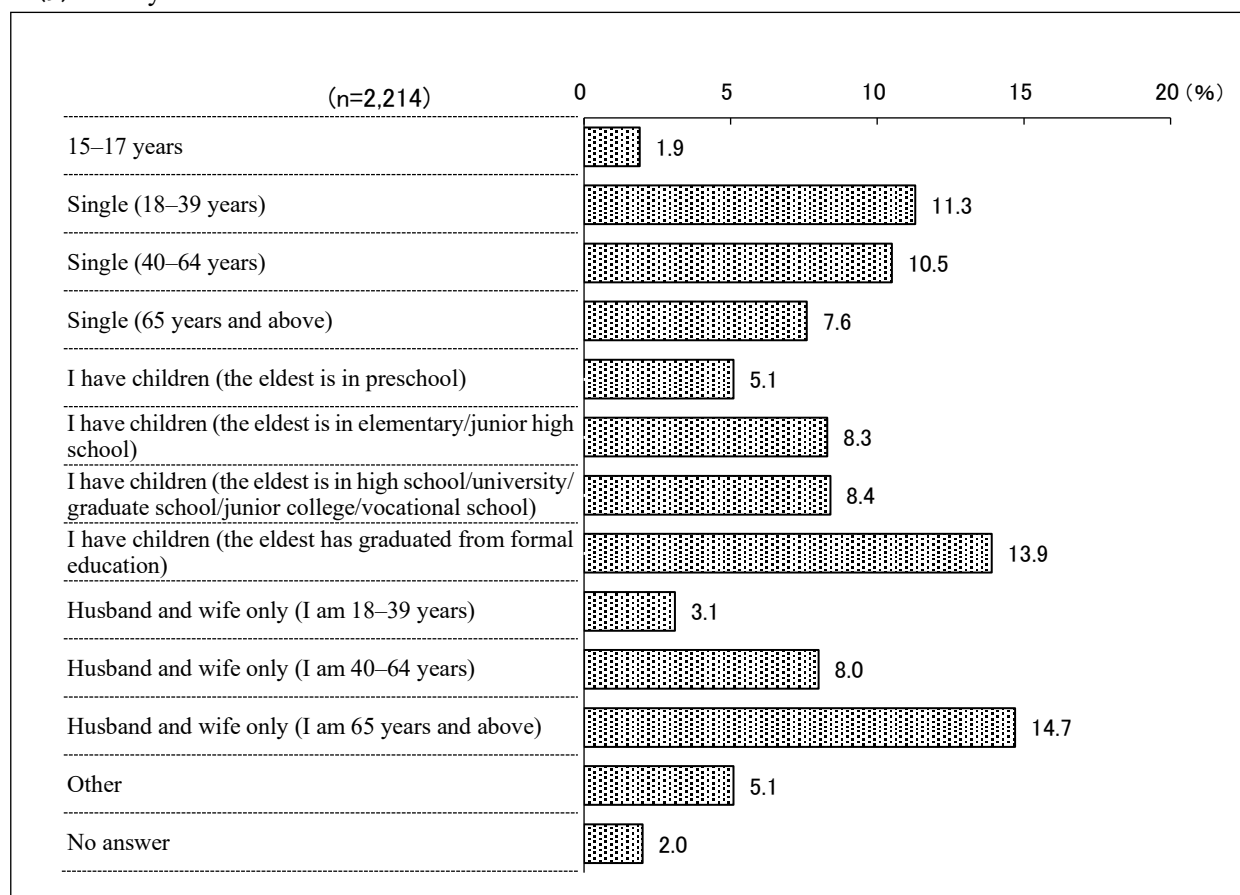
(7) Dual-income



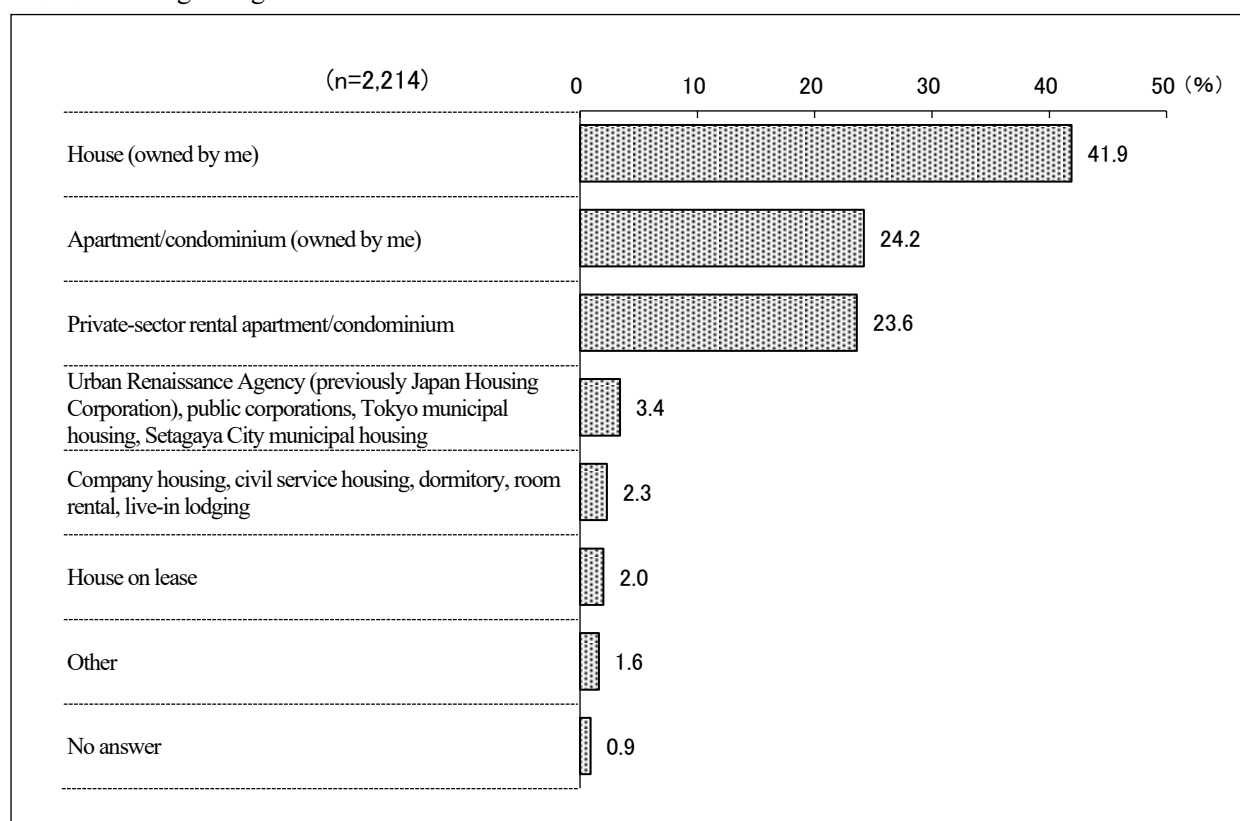
(8) Area of residence



(9) Lifestyle



(10) Housing arrangements



Questionnaire and Result

This survey is conducted by the City of Setagaya.

The 2025 Attitude Survey of Setagaya Residents Questionnaire

Instructions

1. This questionnaire should be completed by the individual to whom the envelope it was enclosed in was addressed. However, if it would be difficult for the individual to whom it was addressed to complete it, a family member may do so instead.
2. Please select your answer by circling (○) the appropriate number.
3. The number of answers to be selected (Choose one) (Choose all that apply) is indicated for each question. Please select the respective number of answers as indicated.
4. If you don't understand or don't want to answer a question, feel free to skip it.
5. You can send in your answers via postal service or on the Internet.

Please answer the survey questions by Wednesday, June 4.

» » Please call the number listed below for any inquiries relating to the contents of this questionnaire.

Setagaya Call Tel **03-5432-3333**
[8:00 a.m. - 9:00 p.m. (everyday)]

» » Research body **Public Relations and Public Hearing Division,
Policy Planning Department, City of Setagaya**

How to reply by mail

1. Please complete the questionnaire using a black ballpoint pen or a pencil.
2. When you are finished, please place the questionnaire in the enclosed envelope (no postage required) and post it.

How to answer the questions via the Internet (The questions are written in both Japanese and English.)

You can complete the questionnaire using your computer or smartphone.

URL : <https://○○○○/>

Your ID number : a12345



1. If you log-out of the questionnaire part-way through, you can log-in again later using your ID to continue answering the questions from where you left off.
2. The ID is randomly assigned and do not identify you. It is impossible to match people with their ID.
3. If you are using the Internet to provide your answers to the survey, you do not need to submit the paper questionnaire.

<Steps to answering the questions via the Internet>

- ① In order to answer the questions, please visit the page via the URL or 2D code shown on the cover of this questionnaire.
- ② You can change the language by clicking “日本語” (Japanese) or “English” in the upper right part of the screen.
- ③ Please enter your ID number as shown on the cover and click the “Next” button in the lower right part of the screen.
- ④ Please follow the instructions shown on the screen to answer the questions. You can complete the questionnaire by pressing the “Submit” button after answering all the questions.

[Smartphone]

[Computer/Tablet]

【 Intention of Permanent Residence 】

(All respondents)

Q1. Approximately how long have you lived in Setagaya City? (Choose one)

1	Less than 1 year	3. 0	5	10 to less than 18 years	16. 7
2	1 to less than 3 years	6. 0	6	18 to less than 30 years	21. 1
3	3 to less than 6 years	6. 2	7	30 years or more	39. 6
4	6 to less than 10 years	7. 3		(No answer)	0. 2

(All respondents)

Q2. Are you satisfied with your current day-to-day life? (Choose one)

1	Satisfied	29. 4	3	Dissatisfied	8. 2
2	Somewhat satisfied	57. 6	4	Very dissatisfied	2. 2
			5	I do not know	1. 6
				(No answer)	1. 0

(All respondents)

Q3. Do you think that Setagaya City is a livable city, or do you feel that it is a difficult place to live in? (Choose one)

1	Very livable	48. 1	4	Somewhat difficult to live in	3. 1
2	Somewhat livable	39. 7	5	Very difficult to live in	0. 7
3	Neither livable nor difficult to live in	7. 8		(No answer)	0. 6

(All respondents)

Q4. Do you wish to continue living in Setagaya City? (Choose one)

1	Yes, I wish to continue living in Setagaya City	85. 0		Please proceed to Q4-1
2	I do not really wish to continue living in Setagaya City	4. 1		→ Please proceed to Q4-2
3	No, I do not wish to continue living in Setagaya City	0. 4		
4	I neither wish nor do not wish to continue living in Setagaya City	9. 8		→ Please proceed to Q5
		(No answer)	0. 9	

(Please answer Q4-1 if you selected 1 in Q4.) (n=1, 881)

Q4-1. Why do you wish to continue living in Setagaya City? Please select your answer from the following options.

(Choose all that apply)

1	I am used to living here	70. 7	8	Good interpersonal relationships	17. 1
2	I have lived here ever since I was born	14. 9	9	Well-developed educational, cultural, or other	
3	I own the land (house)	36. 3		social facilities	20. 7
4	Good housing conditions (spacious houses, etc.)	9. 1	10	Work or commercial reasons	7. 0
5	Good living environment (nature, town, etc.)	50. 1	11	Suitable level of economic burden (rent, etc.)	2. 6
6	Convenient for everyday life		12	Friendly city for raising children	10. 5
	(commuting, shopping, etc.)	63. 4	13	Other	2. 9
7	Good transport accessibility		14	I do not know	0. 1
	(for commuting to work, school, etc.)	37. 2		(No answer)	0. 2

(Please answer Q4-2 if you selected 2 or 3 in Q4.) (*n*=98)

Q4-2. Why do you not wish to continue living in Setagaya City? Please select your answer from the following options.

(Choose all that apply)

1	I am not used to the neighborhood	12. 2	8	There is hardly any interaction with the	
2	It is not the place where I was born and raised	18. 4		community/neighbors	10. 2
3	I do not own the land (house)	10. 2	9	Poorly-developed educational, cultural, or other	
4	Poor housing conditions (small houses, etc.)	39. 8		social facilities	11. 2
5	Poor living environment (nature, town, etc.)	22. 4	10	Work or commercial reasons	4. 1
6	Inconvenient for everyday life		11	High level of economic burden (rent, etc.)	37. 8
	(commuting, shopping, etc.)	20. 4	12	It is not a friendly city for raising children	11. 2
7	Poor transport accessibility		13	Other	13. 3
	(for commuting to work, school, etc.)	15. 3	14	I do not know	0. 0
(No answer)					1. 0

(All respondents)

Q5. What problems do you face in the community where you live? Please select your answer from the following options. (Choose up to 3 answers)

《Community development and Living》			《Transportation》		
1	Lack of parks or places for sporting activities	8. 9	11	Inconvenient transport system	10. 3
2	Houses are located too close to one another	15. 7	12	Heavy traffic (by car, etc.)	10. 7
3	There are many abandoned bicycles and they are a nuisance	4. 5	13	It is very difficult to cross the railway crossings	15. 2
4	There are no evacuation areas or emergency shelters nearby for times of emergency	3. 9	14	The roads are narrow and dangerous	25. 6
5	Public order in the locality is not sufficiently secure	1. 7	《Environment and Garbage》		
6	Graffiti, illegal advertising, brochures for sex businesses	1. 9	15	I am disturbed by noise and vibrations	6. 9
7	Poorly developed environment for child-care	2. 3	16	The air is very polluted	3. 3
8	Facilities for residents are difficult to use	10. 8	17	Littering of cigarettes, empty cans, etc.	9. 8
9	Facilities for senior citizens are difficult to use	4. 6	18	Poor smoking etiquette, such as smoking on the street	10. 6
10	Inconvenient for shopping	9. 3	19	Poor manners in taking out the garbage; garbage and resources are not separated	7. 0
			20	Damage caused by birds or other creatures (crows, etc.)	20. 3
			21	Pollution caused by pets (dogs, cats, etc.)	5. 1
			22	Other	6. 8
			23	Nothing in particular	14. 8
(No answer)					3. 4

(All respondents)

Q6. Which of the following do you feel that are necessary initiatives that the city should pursue actively in the future?

Please select your answer from the following options. (Choose up to 3 answers)

《Health and Welfare》		
1	Promotion of healthy living	11.2
2	Measures to look out for the elderly, promotion of community mutual supports	13.6
3	Enrichment of welfare for senior citizens	23.1
4	Enrichment of welfare for the disabled	5.7
5	Supports for the needy	7.0
<hr/>		
《Children and Youth, Education》		
6	Supports for youth demonstrating the abilities	10.8
7	Enrichment of lifelong learning	6.0
8	Promotion of ICT (information and communication technology)	5.6
9	Enhancement of the environment for raising children	19.2
10	Enhancement in the quality of education in the municipal schools	9.8
11	Promotion of abuse-free society, and supports for children and families	9.8
<hr/>		
《Living and Community》		
12	Promotion of local communities	6.7
13	Measures for crime prevention and community safety	29.0
14	Support for consumers	12.3
15	Respect for diversity (Respect for human rights, Promotion of gender equality, etc.)	3.7
16	Promotion of culture and arts	7.9
17	Promotion of lifelong sports	5.1
18	Promotion of sanitation and resource recycling	8.1
19	Promotion of local business and employment	2.4
<hr/>		
《City Development》		
20	Creation of a disaster resilient city	35.9
21	Housing policy	5.8
22	Development of parks and green spaces	10.5
23	Protection of the natural environment	10.0
24	Conservation and creation of the cityscape	4.2
25	Development of transportation networks	12.2
26	Management and maintenance of roads	12.4
<hr/>		
27	Other	2.1
28	Nothing in particular	2.6
		(No answer) 1.6

【 Reception of City-Staff 】

(All respondents)

Q7. What is your impression of the services at the city hall counter and the responses of the staff?

(Choose one)

1	Very good	32.0		Please proceed to Q7-1
2	Fairly good	33.8		
3	Neither good nor poor	27.5	→	Please proceed to Q8
4	Rather poor	2.9	→	Please proceed to Q7-2
5	Very poor	0.8		
	(No answer)	3.1		

(Please answer Q7-1 if you selected 1 or 2 in Q7.) (n=1, 456)

Q7-1. Which of the following left a good impression on you? (Choose up to 2 answers)

1	Explanations were easy to understand	29.6	4	Staff was friendly and polite	60.8
2	Fast and accurate service	37.6	5	Staff spoke politely	10.9
3	Pleasant service	8.6		(No answer)	1.3

(Please answer Q7-2 if you selected 4 or 5 in Q7.) (n=81)

Q7-2. Which of the following left a poor impression on you? (Choose up to 2 answers)

1	Explanations were difficult to understand	27.2	4	Service was not friendly	64.2
2	I was kept waiting for service	23.5	5	Staff did not speak politely	12.3
3	I was passed around from staff to staff	25.9		(No answer)	2.5

(All respondents)

Q8. Which of the following do you think the city should pay attention to in the future with regard to staff service?

(Choose up to 3 answers)

1	Grooming and appearance	2.5
2	Explanations that are easy to understand	38.8
3	Use of name-tags	2.3
4	Pleasant greetings	6.9
5	Friendly and polite service	37.3
6	Efforts to process the administration so that residents are not kept waiting	42.7
7	Create a cheerful atmosphere at the counters	9.4
8	Consideration for personal privacy	11.4
9	Other	3.1
10	Nothing in particular	18.0
	(No answer)	7.2

【 Public Relations 】

The City of Setagaya provides information on its efforts and useful information related to the local communities in the city's newsletters and on its website and social media platforms.

(All respondents)

Q9. Where do you get information on the city's efforts and useful information related to the local communities?

(Choose all that apply)

1	Municipal newsletter "SETAGAYA" (The city's newsletter)	44.0	10	FM Setagaya	1.2
2	The city's official website	23.7	11	Setagaya Benricho	7.2
3	The city's official LINE account	5.2	12	Setagaya Call (an inquiry center)	1.2
4	The city's official X (formerly Twitter) account	2.1	13	City Public Relations Board (a bulletin board placed by the city)	11.8
5	The city's official Instagram account	0.4	14	Leaflets and brochures made by the city	8.3
6	The city's official You Tube Channel	0.2	15	Community and neighborhood associations' circular notices	18.5
7	The city's official Facebook account	0.2	16	Other	1.9
8	The email distribution service (email newsletter)	3.1	17	I don't get information in particular	26.4
9	The city's smartphone app	1.2			
(No answer)					1.2

(All respondents)

Q10. How do you think the newsletter published by the city (Municipal newsletter "SETAGAYA") should be distributed or made available? (Choose all that apply)

1	Inserted in newspapers	26.2	6	Available at post offices, convenience stores, etc.	15.9
2	Delivered to the residences of those who request it	19.4	7	Accessible on the city's official website	27.0
3	Delivered to all residences	18.3	8	Accessible through an app	21.9
4	Available at municipal facilities	14.8	9	Other	1.9
5	Available at PR stands in train stations within Setagaya city	16.7	10	I do not know	9.2
(No answer)					1.8

The City of Setagaya redesigned its official website in September 2024 to improve usability, enhance smartphone accessibility, and make information easier to understand visually by including more images.

The city's official website URL : <https://www.city.setagaya.lg.jp/index.html>



(All respondents)

Q11. How easy is it to find the information you need from the top page of the current official website? (Choose one)

1	Easy to find	9.2
2	Somewhat easy to find	33.2
3	Slightly difficult to find	12.9
4	Difficult to find	6.4
5	I do not search from the top page (I use external search services, 2D codes, etc.)	6.4
6	I have never used the website	27.7

(No answer) 4.2

(All respondents)

Q12. The city's official website offers a variety of functions and services to make it easier to find information. Which functions or services do you find easy to use or would like to use? (Choose all that apply)

1	Search Menu: Find the information you need by keyword, page ID, category, or area	30.7
2	Online Services: Access online procedures and consultation services, organized in an easy-to-understand format	28.3
3	Local Information: Find local information through a color-coded map that divides Setagaya City into five areas	22.9
4	Event Calendar: Search for events by filtering by genre, target audience, area, and more	18.4
5	Pop-up Notifications: View pop-up announcements with images providing updates on the city's initiatives and upcoming events	8.6
6	Counter Congestion Status: Check the current wait times and number of people at service counters, such as those handling move-in procedures	21.2
7	Other	1.6
8	Nothing in particular	24.2

(No answer) 7.6

(All respondents)

Q13. Which of the following information on the city's official website do you particularly want to know or find important? (Choose all that apply)

1	Procedures and consultations available online	47.0	10	Welfare and health	20.0
2	City procedures (notifications, certifications, applications, etc.)	52.2	11	Housing, roads, transportation, and community development	11.8
3	Local communities	6.2	12	Work and employment	6.6
4	City measures, plans, and financial situation	6.1	13	Garbage collection and recycling	36.8
5	Entertainments and events by the city	25.4	14	Environment and energy	3.4
6	Tax, pension, and insurance	31.0	15	Using city facilities	23.0
7	Crime and disaster prevention	18.6	16	Participation in city government	2.6
8	Children, childcare, and education	16.0	17	Other	1.2
9	Aging and nursing care	21.4	18	Nothing in particular	6.2

(No answer) 4.1

【 Welfare and Healthcare 】

(All respondents)

Q14. Are you aware of the Welfare Hotlines provided by the twenty-eight districts of the city for receiving various consultation inquiries through cooperation between Community Development Branch Offices, Anshin Sukoyaka Centers (Comprehensive Community Support Centers), and social welfare councils? (Choose one)

1	I have used them	19.8	3	Although I did not know what they were called, I was aware of such efforts	8.7
2	I have heard of them	25.3	4	I do not know	44.9

(No answer) 1.3

(All respondents)

Q15. Are you aware of home medical care, a service that allows people who are unable to visit medical institutions to receive healthcare at home from medical professionals, such as doctors and nurses? (Choose one)

1	Yes	55.7	2	No	43.3	(No answer)	0.9
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ACP (Advance Care Planning) refers to the process of repeatedly discussing what medical care and care you want at the end of your life with medical and nursing care professionals, family members, and other people around you whom you can trust.

(All respondents)

Q16. Have you heard of ACP (Advance Care Planning)? (Choose one)

1	I know about ACP and I have discussed it with medical/nursing care professionals and/or people around me	3. 9
2	I know about ACP but I have never discussed it with medical/nursing care professionals and/or people around me	9. 4
3	I am not familiar with the abbreviation "ACP," but I have discussed what medical care and care I want at the end of my life with medical/nursing care professionals and/or people around me	12. 7
4	I have never heard of ACP and I have never discussed it with medical/nursing care professionals and/or people around me	72. 3
(No answer)		1. 7

Dementia is a condition (difficulty in daily life activities) that is caused by the impairment of the functions of the brain due to various causes, such as a brain disease, that interfere with a person's daily or social life. In 2020, the "Setagaya City Hope Ordinance on Coexistence with People with Dementia" was enacted in order to make the city a place where all individuals' hopes and rights are respected, and they can live how they want to with peace of mind.

(All respondents)

Q17. How do you feel about dementia? (Choose all that apply)

1	Only elderly people develop dementia, and it is none of my concern	3. 5
2	Anyone can develop dementia, and it is my concern	84. 7
3	I want to know about knowledge and information about dementia	30. 7
4	People with dementia will still be able to do some things themselves	20. 2
5	People with dementia will still be able to carry on living in the community how they want to and with a sense of hope	16. 2
6	None of the above	3. 9
(No answer)		1. 0

【 Disaster Preparations 】

The City of Setagaya promotes home evacuation. Evacuation centers are places that take in people who are no longer able to live in their homes due to fire or building collapse in the event of a disaster. As a general rule, if your home is undamaged in a disaster, you should stay there and use water and food supplies that you have accumulated and stored for you and your family's use (Home Evacuation). In addition, mutual assistance among community members is highly effective during a disaster. We encourage all residents to be more aware of the importance of mutual assistance in the community.

(All respondents)

Q18. What kind of evacuation action do you think you would take if a major earthquake with a seismic intensity of upper 6* occurred and your home remained safe and free of danger? (Choose one)

*In the event of a Tokyo inland earthquake, it is expected that approximately 70% of Setagaya City's area would experience a seismic intensity of upper 6.

1	Stay at home (home evacuation)	74. 2
2	Evacuate to a local evacuation center, such as an elementary or junior high school	16. 7
3	Evacuate to the home of a family member, relative, or friend whose home is safe (sheltering with relatives or friends)	3. 7
4	Secure a hotel or other accommodation facility and evacuate there (voluntary evacuation)	1. 3
5	Other	0. 9
6	I have no idea	1. 7

(No answer) 1. 5

(All respondents)

Q19. What kind of assistance do you think you could provide to community members or neighbors in the event of a disaster? Please select what you are able and willing to do. (Choose all that apply)

1	Confirm the safety of others (checking in on neighbors)	69. 8
2	Assist with transporting goods	48. 4
3	Share information (such as disaster and evacuation information)	54. 9
4	Help others evacuate	41. 5
5	Help people in need of assistance	44. 0
6	Assist with firefighting efforts	26. 5
7	Provide care and first aid	21. 4
8	Other	2. 6
9	I do not have a cooperative relationship with community members or neighbors	5. 9

(No answer) 2. 6

(All respondents)

Q20. How many days' supply of water and food do you have stored in your home for a disaster? (Choose one)

1	1-2 days	23. 2	4	1 week or longer	10. 5
2	3 days	33. 2	5	I have no supply of water or food stored in my home	9. 5
3	4-6 days	22. 8		(No answer)	0. 9

(All respondents)

Q21. Do you have emergency electrical power stored in your home for a disaster? (Choose all that apply)

1	I have a small generator stored at home	3. 7
2	I have a small portable storage battery stored at home	10. 8
3	I have a portable charger stored at home	36. 2
4	I have a hand-crank generator stored at home	11. 7
5	I have installed solar batteries	6. 9
6	I can secure electrical power from electric cars, etc.	1. 9
7	No, I do not have any electrical power stored at home	47. 4
		(No answer) 2. 6

(All respondents)

Q22. How many days' supply of portable toilets do you have stored in your home for a disaster? (Choose one)

*Recommended stockpiling standard: approximately five uses per person per day × number of family members

1	1-2 days	22. 7	4	1 week or longer	10. 3
2	3 days	19. 0	5	I have no supply of portable toilets stored in my home	33. 1
3	4-6 days	13. 9			(No answer) 1. 0

The City of Setagaya provides information and raises awareness about flood risks and appropriate evacuation actions through materials such as the “Setagaya City Flood and Inland Water Hazard Map”.

(All respondents)

Q23. Are you aware of the flood risk for your home based on information from the hazard map or other sources?

(Choose one)

1	I am aware of the flood risk and understand the evacuation actions I should take	20. 7
2	I am aware of the flood risk but do not understand the evacuation actions I should take	25. 9
3	I am not aware of the flood risk	24. 0
4	There is no flood risk for my home	27. 6
		(No answer) 1. 7

【 Crime Prevention 】

Since August 2024, a series of robberies and other crimes linked to so-called illicit part-time jobs have occurred, becoming a major social issue. The City of Setagaya is working to create a safe and secure community by raising local awareness of crime prevention and encouraging households to take security measures.

(All respondents)

Q24. What types of crime are you concerned about? (Choose all that apply)

1	Heinous and violent crimes such as murder, assault, and bodily injury	56. 4	7	Street crimes (such as car break-ins, pickpocketing, purse snatching)	34. 2
2	Robbery and burglary (breaking and entering)	73. 9	8	Fraudulent business practices (such as fake inspection scams and aggressive sales tactics)	41. 3
3	Fraud (such as phone scams, refund scams)	44. 9	9	Being involved in illicit part-time jobs	18. 3
4	Crimes targeting children (such as kidnapping)	35. 5	10	Other	2. 4
5	Crimes targeting women (such as sexual assault and voyeurism)	40. 4	11	I am not particularly concerned	3. 4
6	Street crimes (such as car theft and bicycle theft)	22. 6			(No answer) 1. 4

(All respondents)

Q25. Is there anything you do in your daily life to prevent crime? (Choose all that apply)

1	Improving your knowledge of crime prevention	42. 5
2	Installing security equipment and devices	20. 9
3	Participating in crime prevention patrols	2. 1
4	Regularly greeting or checking in with neighbors	10. 1
5	Maintaining relationships with neighbors	23. 0
6	Other	2. 9
7	Nothing in particular	29. 8
(No answer)		2. 0

(All respondents)

Q26. What kind of crime prevention measures are in place at your residence (including apartment buildings and other housing complexes)? (Choose all that apply)

1	Security cameras	38. 9	9	High-security door locks	23. 2
2	Intercom with video recording function	48. 9	10	Auxiliary door locks	19. 9
3	Security film for windows	3. 3	11	Lights with motion sensors	19. 9
4	Glass break sensors	2. 2	12	Security gravel (crunchy gravel that alerts with noise)	7. 6
5	Alarm systems with motion sensors	6. 5	13	Automatic call recording device	8. 3
6	Auxiliary window locks	14. 6	14	Other	2. 9
7	Security glass	7. 9	15	I am not doing anything in particular	16. 3
8	Window grilles	11. 3	(No answer)		1. 7

【 Local Community 】

The City of Setagaya promotes citizen participation in local communities and supports the revitalization of community activities, aiming to build a cooperative city where citizens, businesses, and the local government work together through civic engagement.

(All respondents)

Q27. Do you participate in *community activities? (Choose one)

1	I do participate	17. 7
2	I do not participate now, but I would like to in the future	37. 3
3	I do not participate now, and I do not intend to participate in the future	42. 4
(No answer)		2. 7

*Community activities: neighborhood association, NPO/volunteer group, childrearing support activities, youth development activities, seniors support activities, festivals/events, crime-prevention/disaster-preparedness activities, preventative long-term care activities/healthy living activities, sports activities, cultural/artistic activities, environment beautification/recycling activities, traffic safety activities, community business, etc.

【 Cultural Activities 】

(All respondents)

Q28. Are you familiar with the city's cultural facilities, such as Setagaya Art Museum, Setagaya Literary Museum, and Setagaya Public Theater? (Choose one)

1	I have been there	55. 5
2	I know of them, but have not visited them	29. 0
3	I do not know about them	14. 8
(No answer)		0. 8

Since its opening in 1959, Setagaya Civic Hall had faced a variety of different issues, including aging facilities and a lack of universal design. Renovation and reconstruction work was carried out alongside the maintenance work on Setagaya City Hall (Main Office), and the hall was reopened in September 2024 as a new center for culture and the arts. From April 2025, the hall will be known by its nickname, Setagaya Egret Hall. The City of Setagaya will promote initiatives that allow all citizens to experience, enjoy, and connect with culture and the arts through the hall.

(All respondents)

Q29. What types of events would make you want to visit Setagaya Egret Hall (Setagaya Civic Hall), a new center for culture and the arts? (Choose all that apply)

1	Music concerts (classical music)	40. 8
2	Music concerts (contemporary music such as pop music)	39. 2
3	Music concerts (other genres)	17. 3
4	Ballet, dance performances, etc.	17. 2
5	Performances of traditional performing arts, such as Noh and Kabuki	23. 6
6	Movie screenings	37. 0
7	Citizen-participation events such as concerts	8. 9
8	Concerts designed for children to enjoy	16. 2
9	Presentations by various activity groups	9. 8
10	Other	2. 6
11	Nothing in particular	19. 4
(No answer)		2. 3

【 Multicultural Coexistence 】

The City of Setagaya promotes multicultural coexistence to create a community where all people, regardless of nationality or ethnicity, can recognize and respect cultural differences, participate actively, and live safely and securely.

*In the following questions, non-Japanese people refers to individuals with foreign citizenship as well as those of foreign descent who hold Japanese citizenship.

(All respondents)

Q30. Do you think Setagaya City is an advanced city in terms of multicultural coexistence from the perspective of the coexistence of non-Japanese and Japanese residents? (Choose one)

1	Yes	10. 1	3	Not quite enough	14. 7
2	For the most part, yes	36. 1	4	No	6. 2
			5	I do not know	31. 7
(No answer)					1. 1

(All respondents)

Q31. The City of Setagaya provides comprehensive support for daily life, including the establishment of consultation centers for non-Japanese residents, operation of education consultation services, and provision of information related to housing and employment, so that non-Japanese people can live in the community with peace of mind. Do you think the city provides sufficient support for the daily lives of non-Japanese residents? (Choose one)

1	Yes	5. 9	3	Not quite enough	8. 8
2	For the most part, yes	18. 3	4	No	3. 1
			5	I do not know	62. 9
(No answer)					1. 1

(All respondents)

Q32. The City of Setagaya is promoting commitment of non-Japanese residents in communities through encouraging them to actively participate in local festival, disaster preparation drills, and volunteer activities. Do you think that the number of non-Japanese residents participating in community activities is increasing? (Choose one)

1	Yes	2. 7	3	Not quite enough	13. 7
2	For the most part, yes	12. 2	4	No	8. 3
			5	I do not know	61. 7
(No answer)					1. 4

(All respondents)

Q33. The City of Setagaya aims to realize an intercultural society by holding interactive events that help participants understand each other's diverse cultures and encouraging city residents to deepen their understanding of each other's cultures to eliminate prejudice and discrimination.

Do you think prejudice and discrimination against non-Japanese people have decreased in the city? (Choose one)

1	Yes	4. 7	3	Not quite enough	9. 0
2	For the most part, yes	24. 5	4	No	5. 0
			5	I do not know	55. 6
(No answer)					1. 3

【 Gender Equality 】

The City of Setagaya has set “building a society where diversity is respected and everyone can live with dignity” as one of the goals of the Second-Half Plan of the Second Gender Equality Plan, developed in March 2022. The city is implementing various initiatives to create a society where all people, including not only men and women but also individuals of diverse gender identities, are respected and able to participate fully.

(All respondents)

Q34. Do you think that education and measures for protecting the rights of sexual minorities are necessary?

(Choose one)

1	Yes, I think they are necessary	56.4	3	Other	3.6
2	No, I do not think they are necessary	11.2	4	I do not know	27.5
(No answer)					1.3

(All respondents)

Q35. Do you know about the “Setagaya City Partnership Agreement” initiative? (Choose one)

1	Yes, I know the details	9.3
2	I have heard of the name of the initiative but I do not know the details	26.4
3	I do not know	63.1
(No answer)		1.1

【 Healthy living 】

The City of Setagaya aims to realize a society where people can stay healthy and happy throughout their lives by advancing the development of the environment and systems where everyone can live safely with peace of mind in cooperation with city residents, community organizations, and businesses, while encouraging every city resident to take an interest in his or her own health and voluntarily make efforts to live healthily.

(All respondents)

Q36. How long do you walk in total per day? (Including commuting to and from school/work on foot, moving around indoors, and strolling) (Choose one)

1	Less than 30 minutes	24.5	4	1 hour or more but less than	
2	30 minutes or more but less than 45 minutes	25.6		1 hour and 30 minutes	15.2
3	45 minutes or more but less than 1 hour	20.1	5	1 hour and 30 minutes or more	13.2
(No answer)					1.3

【 Sports 】

The City of Setagaya defines sports broadly, not only as competitive activities based on rules aimed at winning or setting records but also as different forms of physical activity that promote mental and physical health, such as walking, light exercise, activities for health maintenance and nursing care prevention, leisurely walks and strolls, and recreational activities.

(All respondents)

Q37. In the past year, have you engaged in any of the following sports or physical activities? (Choose all that apply)

1	Playing ball sports or participating in competitive sports at sports facilities	11.3
2	Participating in club activities at school facilities (excluding PE classes)	2.7
3	Exercising at a sports club	18.5
4	Cycling, etc.	13.2
5	Walking (including leisurely walks and strolls), brisk walking while getting around, or walking one station farther instead of using the nearest station	59.5
6	Running, jogging, marathon, etc.	11.3
7	Doing exercises while doing household chores (such as step exercises using stairs or steps)	16.2
8	Using stairs instead of elevators	36.3
9	Doing exercises during breaks at work	2.1
10	Playing with family members or pets (such as running games)	7.2
11	Fitness activities using home gaming consoles	3.3
12	Exercising while watching videos	12.6
13	Other	6.9
14	I have not engaged in any	13.1
		(No answer) 1.8

(Please answer Q37-1 if you selected 1-13 in Q37.) (n=1,884)

Q37-1. If you combine all the sports and physical activities you selected in Q37, how often have you engaged in them over the past year? (Choose one)

the past year (Choose one)		
1	3 times a week or more	42.1
2	2 times a week	19.0
3	once a week	18.8
Please proceed to Q38		
4	1 - 3 times a month	12.0
5	1 - 2 times every 3 months	3.2
6	1 - 3 times a year	1.5
Please proceed to Q37-2		
(No answer)		3.4

(Please answer Q37-2 if you selected 14 in Q37 or 4-6 in Q37-1.) (n=606)

Q37-2. What do you think would encourage you to engage in sports or physical activities more often?

(Choose all that apply)

1	Introduction of various sports and exercises and the holding of trial events	11.4
2	Provision of information on classes for sports and exercise	15.7
3	Provision of information on sports/exercise organizations and clubs	11.9
4	Availability of facilities and environments where sports and exercise can be easily enjoyed	37.5
5	Incentives for engaging in sports or exercise (such as health points redeemable for prizes or local currency)	5.4
6	Instruction or advice from professionals	12.9
7	Having someone nearby to support me	16.3
8	Changes in my family environment	16.0
9	Increased free time	28.4
10	Other	4.3
11	Nothing in particular	20.6
		(No answer) 3.1

【 Smoking Etiquette 】

With the aim of realizing city development that deepens mutual understanding between smokers and non-smokers, and improve smoking etiquette within the community, the City of Setagaya enacted the “Setagaya City Tobacco Rules” in October 2018. These rules prohibit smoking on roads and in parks throughout Setagaya City.

(All respondents)

Q38. Are you currently satisfied with smoking etiquette, including smoking on the street and smoking-related litter, in the area where you reside? (Choose one)

1	Satisfied	15. 1	3	Somewhat dissatisfied	17. 6
2	Somewhat satisfied	33. 4	4	Dissatisfied	23. 8
			5	I do not care	8. 5
(No answer)					1. 6

【 Job Search Activities 】

The City of Setagaya offers a wide range of support services, including job matching and personalized (empathetic) support, to help as many people as possible who wish to work find stable employment, while also assisting local businesses in securing the human resources they need.

(All respondents)

Q39. How do you currently collect, or how would you like to collect, information when looking for a job (or changing jobs)? (Choose all that apply)

1	Using consultation services, such as Sancha Oshigoto Cafe* ¹ , Hello Work, or school career centers	21. 4	6	Instagram	4. 1
			7	YouTube	3. 0
2	Attending seminars held by Sancha Oshigoto Cafe, Hello Work, or school career centers	8. 0	8	Other social networking sites	5. 1
			9	Company websites	31. 4
3	Using private job search websites* ²	38. 0	10	Information from friends and acquaintances	25. 9
4	Using private employment agencies* ³	25. 9			
5	X (formerly Twitter)	3. 1	11	Internet review sites	14. 6
			12	Other	12. 1
(No answer)					12. 2

*1 Sancha Oshigoto Cafe: An employment support center operated by the Setagaya Public Corporation for Industrial and Tourism Promotion. It offers career counseling and assistance with job searches.

*2 Private job search websites: Employment websites listing companies and job openings; some allow users to apply directly to companies or register for seminars.

*3 Private employment agencies: Services where professional advisors conduct individual consultations and introduce job openings suited to users' preferences and aptitudes.

(All respondents)

Q40. What factors do you prioritize, or would you prioritize, when choosing a workplace during a job search or career change? (Choose all that apply)

1	Job description	71. 8	6	Work-life balance (days off, vacation time, overtime work, etc.)	51. 5
2	Management policy (including technological capabilities, growth potential, and stability)	19. 6	7	Employee benefits	27. 6
3	Company size	10. 0	8	Flexible working arrangements	37. 4
4	Corporate culture and workplace atmosphere	43. 1	9	Sense of fulfillment or personal satisfaction	29. 3
5	Salary (wages, bonuses, allowances, etc.)	59. 2	10	Other	6. 1
(No answer)					9. 6

【 Urban Design 】

The City of Setagaya not only works to eliminate various barriers in society, but also promotes urban development based on the concept of universal design (UD), creating environments that are easy and free to use anywhere by anyone. The city aims to anticipate diverse needs in advance and make facilities as accessible as possible to people of all ages, genders, nationalities, and abilities.

(All respondents)

Q41. What types of initiatives do you think are important for promoting urban development based on universal design (UD)? (Choose all that apply)

1	Improvement of public facilities (such as buildings and restrooms)	62.9
2	Improvement of roads and pedestrian spaces	58.8
3	Improvement of parks and green spaces	37.5
4	Improvement of public transportation (facilities, vehicles, and services)	43.0
5	Support for UD development at private facilities (such as subsidy programs)	12.0
6	Universal design for information (such as providing information on UD initiatives and supporting communication at service counters)	11.2
7	Proper use of UD equipment (such as elevators, restrooms, and parking lots) and promotion of a barrier-free mindset	31.4
8	Hosting UD-related events that are open to everyone	6.5
9	Development of human resources to promote universal design	8.2
10	Other	1.6
11	I do not know	9.5
<i>(No answer)</i>		3.0

The City of Setagaya promotes initiatives such as encouraging scenery development through a notification and consultation system, promoting citizen-led scenery activities, and raising public awareness about scenery development in order to preserve, nurture, and create landscapes that residents feel attached to and take pride in.

(All respondents)

Q42. Are you interested in the scenery (such as landscapes, views, and streetscapes) within Setagaya City? (Choose one)

1	Interested	45.7	4	Not very interested	5.1
2	Somewhat interested	32.8	5	Not interested	3.1
3	Neutral	11.0	<i>(No answer)</i>		2.2

(All respondents)

Q43. The City of Setagaya is considering measures to encourage residents to actively participate in scenery development activities. Please select the activities you would be interested in participating in.

(Choose all that apply)

1	Going out to see the attractive scenery of Setagaya	47. 1
2	Sharing photos of Setagaya's attractive scenery on social media or submitting photos to scenery photo contests	9. 2
3	Planting flowers and greenery around my home or on balconies to improve the appearance from the street	27. 8
4	Participating in events such as stamp rallies or city walking tours to learn about the local scenery	10. 2
5	Attending seminars, workshops, or exhibitions related to scenery development	5. 1
6	Participating in local beautification and cleanup activities	15. 5
7	Being mindful of the surrounding streetscape when constructing or renovating my home	16. 8
8	Participating in voluntary scenery development activities to nurture attractive local landscapes (such as activities related to local scenic assets or neighborhood declarations)	3. 4
9	Participating in discussions to create local rules for scenery development in the area where I live or work	3. 8
10	Other	3. 5
11	I am not interested in scenery development activities	14. 6
		(No answer) 5. 7

【 Transportation 】

The City of Setagaya aims to become a city where everyone can utilize various modes of transportation and travel comfortably and safely with peace of mind by comprehensively working on transportation-oriented city development in cooperation and collaboration with city residents and transportation operators to improve and expand the transportation network and improve the transportation environment in areas that have inconvenient public transportation systems.

(All respondents)

Q44. Are you satisfied with the transportation methods (ways of getting around) in Setagaya City? (Choose one)

1	Satisfied	24. 6	3	Somewhat dissatisfied	21. 0
2	Somewhat satisfied	44. 5	4	Dissatisfied	7. 8
					(No answer) 2. 1

The City of Setagaya conducts a variety of awareness-raising activities related to traffic safety to address the high number of traffic and bicycle accidents. As part of these efforts, the city encourages residents to wear bicycle helmets and purchase bicycle liability insurance as a precaution.

(All respondents)

Q45. Do you wear a helmet when riding a bicycle? (Choose one)

1	I always wear a helmet when riding a bicycle	3. 9	Please proceed to Q45-1
2	I sometimes wear a helmet when riding a bicycle	4. 7	
3	I ride a bicycle but do not wear a helmet	46. 5	
4	I do not ride a bicycle	42. 7	
(No answer)		2. 2	

(Please answer Q45-1 if you selected 2 or 3 in Q45.) (n=1, 134)

Q45-1. What are your reasons for not wearing a helmet? (Choose all that apply)

1	It is a hassle to wear a helmet	54. 1
2	Legally, wearing a helmet is only a recommended obligation, not a mandatory requirement	44. 3
3	There is no place to store a helmet at bicycle parking lots or at destinations	27. 2
4	It ruins my hairstyle	33. 3
5	Few people wear helmets	19. 0
6	Purchasing a helmet is a significant financial burden	11. 6
7	I do not feel that not wearing a helmet is dangerous	10. 2
8	Helmets do not look good	13. 2
9	I only use private bicycle-sharing or rental bicycle services, and helmets are not provided	2. 7
10	Other	8. 2
(No answer)		0. 4

(All respondents)

Q46. Under Tokyo's ordinance, bicycle riders are required to have bicycle liability insurance. Do you have bicycle liability insurance? (Including cases where you are covered under a family member's policy.) (Choose one)

1	I have insurance to ride a bicycle	38. 9	Please proceed to Q46-1
2	I ride a bicycle but do not have insurance	10. 9	
3	I do not know	8. 3	
4	I do not ride a bicycle	39. 7	
(No answer)		2. 2	

(Please answer Q46-1 if you selected 2 in Q46.) (n=241)

Q46-1. What are your reasons for not having bicycle liability insurance? (Choose all that apply)

1	I did not know it was mandatory	57. 3
2	Insurance premiums are too high	12. 0
3	People around me do not have insurance	7. 5
4	I do not know what kind of insurance to purchase	24. 1
5	I do not feel that insurance is necessary to use a bicycle	16. 6
6	I do not know how to purchase insurance	15. 8
7	I did not know bicycle liability insurance existed	12. 0
8	I only use bicycle-sharing or rental bicycle services	7. 1
9	Other	11. 2
(No answer)		0. 4

【 SETAGAYA Pay 】

“SETAGAYA Pay” is cashless payment app that can be used in Setagaya City. The app was launched in February 2021 by the Setagaya Federation of Shopping Centers Promotion Association with the support of the City of Setagaya.

(All respondents)

Q47. Do you know “SETAGAYA Pay”? If so, have you ever used “SETAGAYA Pay”? (Choose one)

1	I currently use SETAGAYA Pay (within the past 3 months)	20.1	Please proceed to Q47-1
2	I have used SETAGAYA Pay in the past, but I have not used it recently (within the past 3 months)	8.1	
3	I have heard of SETAGAYA Pay, but I have never used it	45.9	
4	I do not know	23.8	
		(No answer)	2.1

(Please answer Q47-1 if you selected 1, 2, or 3 in Q47.) (n=1, 639)

Q47-1. What would you like to see from SETAGAYA Pay in the future? (Choose all that apply)

1	Implementation of large-scale cashback campaigns	55.8
2	Expansion of the number of stores where it can be used	60.3
3	Provision of information on shopping street and community event announcements within the app	9.5
4	Provision of city government information within the app (such as support measures for child-rearing and seniors)	3.3
5	Coordination of support measures for local organizations and community leaders (such as awarding and distributing administrative points)	3.1
6	Expansion and enhancement of stamp rally events that users can participate in via the app	4.3
7	Improvement of the app's operability and user-friendliness (such as improved screen visibility and store search functions)	16.4
8	Expansion of available top-up methods (such as credit card top-ups)	35.0
9	Expansion of payment methods (such as introducing the store-scan method where stores scan customer codes)	14.3
10	Strengthening of security (such as prevention of unauthorized use)	26.1
11	Introduction of SETAGAYA Pay payments at city facilities and service counters (for facility usage fees, administrative service fees, etc.)	12.0
12	Enabling payment of taxes and insurance premiums using SETAGAYA Pay (by scanning the code printed on payment slips through the app)	12.5
13	Other	9.0

(No answer) 6.2

【 Library 】

The Library Book Box is a locker-type pickup machine installed at Shimokitazawa Station on the Odakyu Line in April 2024. It allows users to pick up reserved books and materials even when libraries are closed.

(All respondents)

Q48. Do you know the Library Book Box? If so, have you ever used the Library Book Box?

(Choose one)

1	I currently use the Library Book Box (within the past 3 months)	2. 6
2	I have used the Library Book Box in the past, but I have not used it recently (within the past 3 months)	4. 7
3	I have heard of the Library Book Box, but I have never used it	15. 4
4	I do not know	75. 0
<i>(No answer)</i>		2. 2

(All respondents)

Q49. Which of the following places would you like to use the Library Book Box if one were installed?

(Choose all that apply)

1	Railway stations (Tokyu Line, Keio Line, Odakyu Line)	57. 7
2	Public facilities (Branch Offices, Community Development Branch Offices, etc.)	24. 5
3	Libraries	23. 8
4	Commercial facilities (supermarkets, shopping streets, etc.)	31. 3
5	Other	7. 0
<i>(No answer)</i>		8. 4

*** Basic Information***

(All respondents)

F1. What is your sex? (Choose one)

1	Male	39.1	2	Female	58.4	3	Other	0.7	(No answer)	1.8
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F2. How old are you? (Choose one)

1	15–19 years	2.9	6	40–44 years	6.5	11	65–69 years	8.1	
2	20–24 years	2.7	7	45–49 years	9.6	12	70–74 years	6.7	
3	25–29 years	4.7	8	50–54 years	10.0	13	75–79 years	7.8	
4	30–34 years	5.5	9	55–59 years	9.8	14	80–84 years	4.9	
5	35–39 years	5.1	10	60–64 years	9.1	15	85 years and above	4.8	
								(No answer)	1.9

F3. What is your occupation? (Choose one)

1	Self-employed/business owner	11.0	
2	Company employee, public officer, or organization employee	34.3	
3	Part-timer/Temporary worker (Including part-time, temporary, and dispatch staff, etc.)	14.7	
4	Otherwise employed (family business, agricultural worker, etc.)	0.5	
5	Full-time homemaker	12.4	
6	Student	4.7	
7	Unemployed	17.7	
8	Other	2.6	
		(No answer)	2.0

F4. What is your household structure (who are family members living with you)? (Choose one)

1	Husband and wife only (one-generation household)	27.6	
2	Parents and a child/children (two-generation household)	41.4	
3	Parents, a child/children, and a grandchild/grandchildren (three-generation household)	3.4	
4	Living alone	18.7	
5	Other	6.9	
		(No answer)	2.0

F5. Is there anyone at the age of 65 or older in your household, including yourself? (Choose one)

1	Yes	44.8	2	No	54.1	(No answer)	1.2
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F6. Do you have a spouse? (Choose one)

1	No (Including divorced or widowed)	38.7	→ Please proceed to F7
2	Yes	59.9	Please proceed to F6-1
		(No answer)	1.4

(Please answer F6-1 if you selected 2 in F6.) (n=1, 327)

F6-1. Are you and your spouse both working? (Choose one)

1	Yes	52.2	2	No, only one of us is working	28.7	3	No, neither of us is working	18.0	
								(No answer)	1.1

(All respondents)

F7. Which of the following is applicable to you? (Choose one)

1	15–17 years	1. 9
2	Single (18–39 years)	11. 3
3	Single (40–64 years)	10. 5
4	Single (65 years and above)	7. 6
5	I have children (the eldest is in preschool)	5. 1
6	I have children (the eldest is in elementary/junior high school)	8. 3
7	I have children (the eldest is in high school/university/graduate school/junior college/vocational school)	8. 4
8	I have children (the eldest has graduated from formal education)	13. 9
9	Husband and wife only (I am 18–39 years)	3. 1
10	Husband and wife only (I am 40–64 years)	8. 0
11	Husband and wife only (I am 65 years and above)	14. 7
12	Other	5. 1
		(No answer) 2. 0

F8. Which of the following housing conditions is applicable to you? (Choose one)

1	House (owned by me)	41. 9
2	Apartment/condominium (owned by me)	24. 2
3	Private-sector rental apartment/condominium	23. 6
4	Urban Renaissance Agency (previously Japan Housing Corporation), public corporations, Tokyo municipal housing, Setagaya City municipal housing	3. 4
5	Company housing, civil service housing, dormitory, room rental, live-in lodging	2. 3
6	House on lease	2. 0
7	Other	1. 6
		(No answer) 0. 9

F9. In which district do you live? (Choose one)

1	Eastern Setagaya (Ikejiri, Shimouma, Mishuku, Taishido, Sangenjaya, Nozawa, Wakabayashi, Kamiuma, Komazawa 1-chome to 2-chome)	14. 4
2	Western Setagaya (Setagaya, Tsurumaki, Miyasaka, Sakura, Kyodo, Sakuragaoka)	12. 6
3	Eastern Kitazawa (Kitazawa, Daizawa, Ohara, Hanegi, Daita)	7. 4
4	Western Kitazawa (Matsubara, Umegaoka, Gotokuji, Akatsutsumi, Sakurajosui)	8. 3
5	Northern Tamagawa (Komazawa-koen, Komazawa 3-chome to 5-chome, Shimmachi, Fukasawa, Sakura-shimmachi, Yoga, Kami-yoga, Tamagawadai)	9. 5
6	Southern Tamagawa (Okusawa, Higashi-tamagawa, Tamagawa Den-en chofu, Todoroki, Oyamadai, Tamazutsumi)	9. 3
7	Western Tamagawa (Nakamachi, Noge, Seta, Kaminoge, Tamagawa)	6. 6
8	Northern Kinuta (Funabashi, Chitosedai, Soshigaya, Kinuta, Seijo)	13. 5
9	Southern Kinuta (Okura, Kinuta-koen, Okamoto, Kamata, Kitami, Unane)	5. 3
10	Karasuyama (Hachiman-yama, Minami-karasuyama, Kasuya, Kita-karasuyama, Kyuden, Kami-soshigaya, Kami-kitazawa)	12. 1
		(No answer) 0. 9

Thank you for your cooperation.

※ Please return the completed questionnaire by post by June 4.

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