

2026 Attitude Survey of Setagaya Residents

(Summary)

The Attitude Survey of Setagaya Residents (Summary) is the summary of the 2026 Attitude Survey of Setagaya Residents conducted in May 2026 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 “Local Community”, “Housing”, and “Foster Care System”.

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 2026 Attitude Survey of Setagaya Residents at the City Civic Information Centers, City Civic Information Corners, and on the city website.

(Conducted in May 2026)

Respondent Attributes

- 1 Intention of Permanent Residence**
 - 2 City Government**
 - 3 Reception of City-Staff**
 - 4 Public Relations**
 - 5 Welfare and Healthcare**
 - 6 Childrearing**
 - 7 Foster Care System**
 - 8 Disaster Preparations**
 - 9 Local Community**
 - 10 Gender Equality**
 - 11 Peace Museum**
 - 12 Healthy Living**
 - 13 Urban Design**
 - 14 Housing**
 - 15 Transportation**
 - 16 Employment and Entrepreneurship**
-

Survey Outline

Sample	Setagaya City residents aged 15 and over
Sample Size	5,000 people (Breakdown: 4,821 Japanese nationals, 179 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 13 – June 3, 2026
Effective Responses	2,477 (Breakdown: 2,411 Japanese nationals, 66 foreign nationals)
Effective Response Rate	49.5% (Breakdown: 57.3% [1,419] responded by postal mail, 42.7% [1,058] responded via the Internet)

September 2026



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) Happiness
- ★ (4) Livability
- ★ (5) Intention of permanent residence
- (6) Reasons for wanting to reside here permanently
- (7) Reasons for not wanting to reside here permanently
- ★ (8) 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) City's efforts or information residents would like to receive

5 Welfare and Healthcare

- (1) Awareness of the welfare consultation service
- (2) Awareness of home medical care
- ★ (3) Awareness of ACP (Advance Care Planning)
- (4) Whether there is someone close to consult with
- (5) Whether there is a worry or concern about day-to-day life
- (6) Support from governmental agencies and private organizations
- (7) Mutual support among community members
- ★ (8) How people feel about dementia

6 Childrearing

- ★ (1) Childrearing environment in Setagaya City

7 Foster Care System

- ★ (1) Awareness of the foster care system
- (2) How people learned about the foster care system

8 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) Awareness of Setagaya City Disaster Prevention Portal website

9 Local Community

- ★ (1) Intent to participate, and experience participating in, community activities
- (2) Membership in neighborhood or community associations
- (3) Reasons for not joining neighborhood or community associations

10 Gender Equality

- (1) Opinion on the idea that men should work and women should remain in the home
- ★ (2) Priority of “work”, “home life” and “community/personal life”
- (3) Thoughts concerning domestic violence

11 Peace Museum

- ★ (1) Awareness of Setagaya Peace Museum of the Future (Setagaya Peace Museum)

12 Healthy Living

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

13 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

14 Housing

- ★ (1) Living difficulties due to housing cost factors
- (2) Reasons for feeling difficulty in continuing to live
- (3) Reasons for not feeling difficulty in continuing to live

15 Transportation

- ★ (1) Satisfaction with transportation in Setagaya City

16 Employment and Entrepreneurship

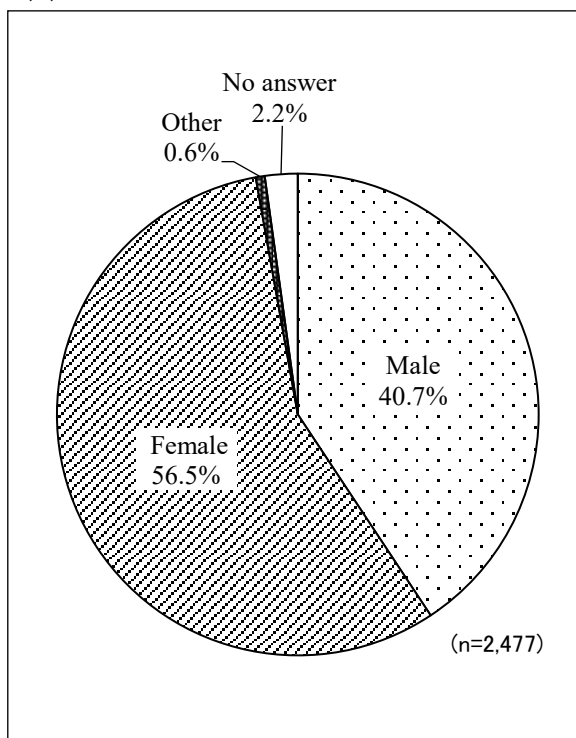
- ★ (1) Interest in career advancement
- (2) Views on career advancement
- (3) Intention of paid work
- (4) Preferred work style
- (5) Interest in starting a business
- (6) Situation regarding starting a business
- (7) Interest in information and support on starting a business

Understanding the Graphs

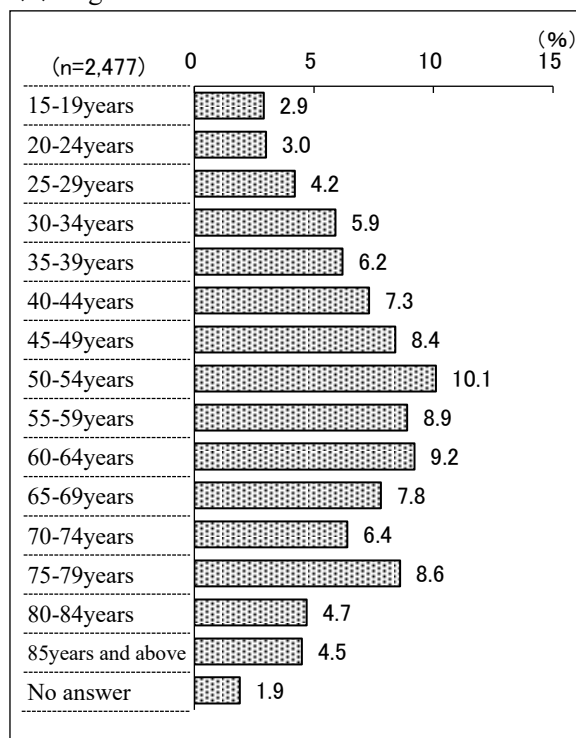
- 1 Only one response was selected for a given question unless it was stated “(multiple responses)”.
- 2 Totals for some questions may not reach 100.0% due to rounding off to one decimal place.
- 3 Totals may exceed 100.0% where multiple responses are allowed for a given question.
- 4 The letter “n”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

Respondent Attributes

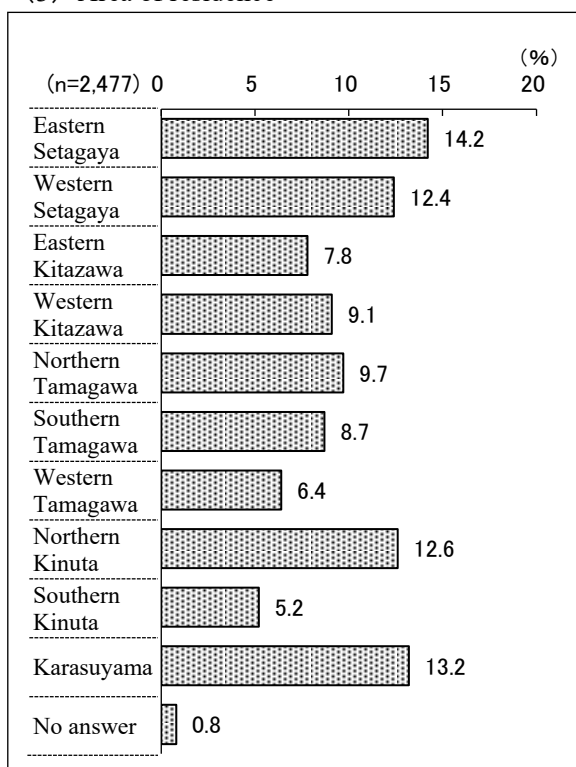
(1) Gender



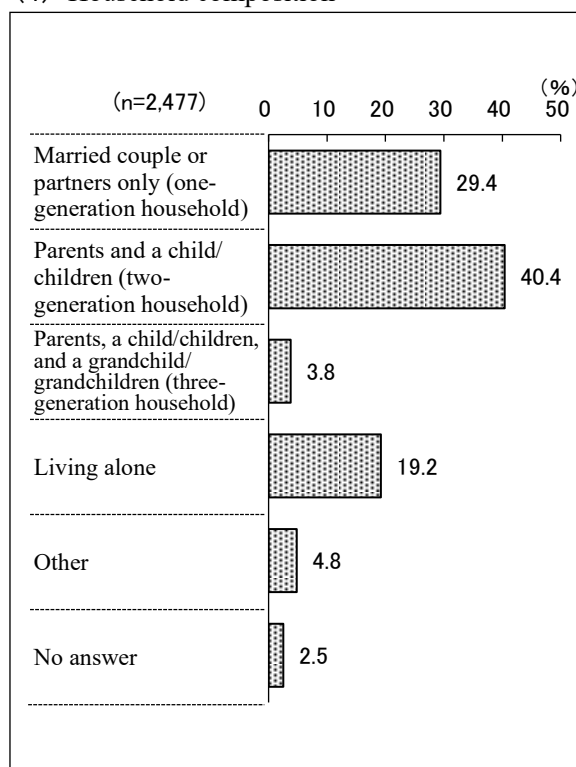
(2) Age



(3) Area of residence



(4) Household composition



1. Intention of Permanent Residence

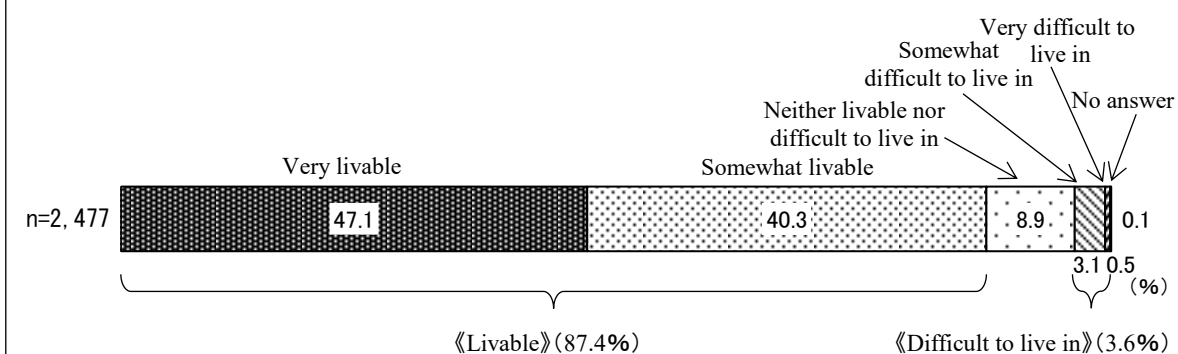
● Satisfaction with current day-to-day life

87.7% feel “satisfied” with their current day-to-day life.



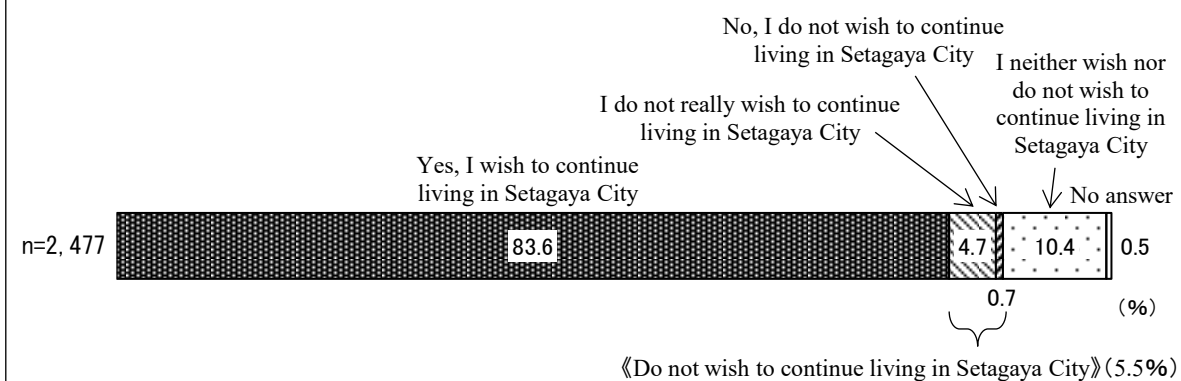
● Livability

87.4% feel that Setagaya City is a “livable” city.

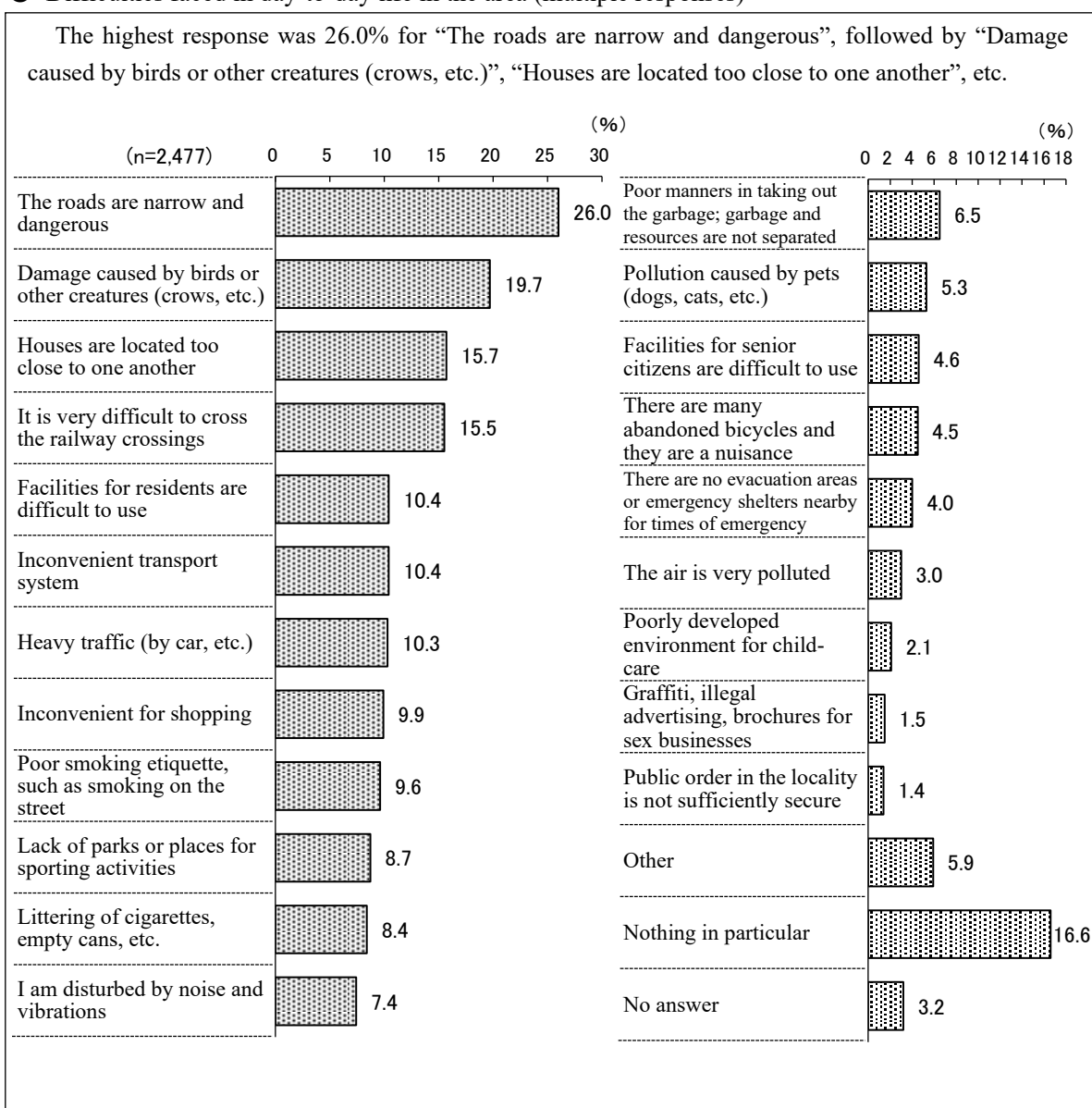


● Intention of permanent residence

83.6% “wish to continue living in Setagaya City”.



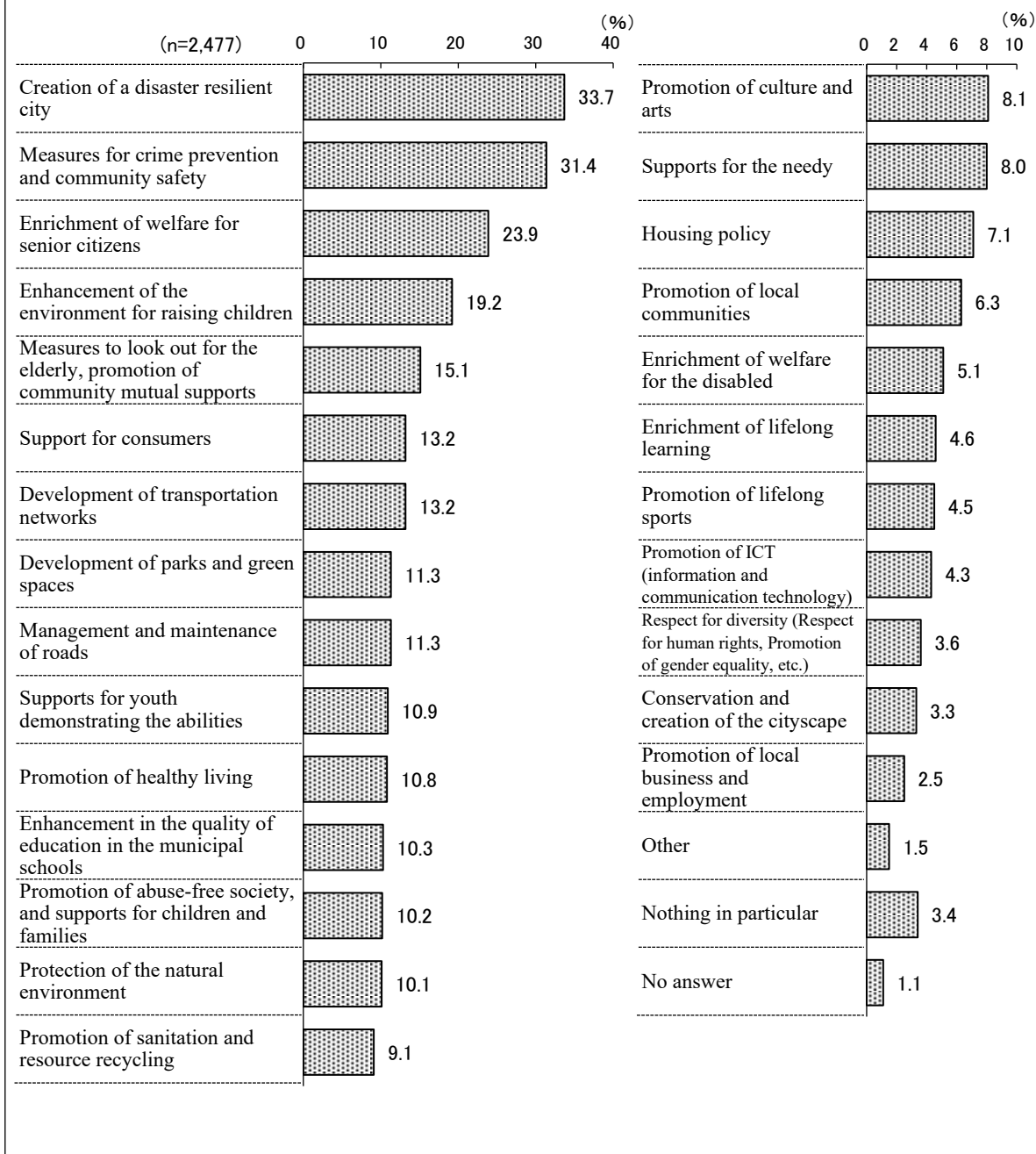
● Difficulties faced in day-to-day life in the area (multiple responses)



2. City Government

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

The highest response was 33.7% for “Creation of a disaster resilient city”, followed by “Measures for crime prevention and community safety”, “Enrichment of welfare for senior citizens”, etc.

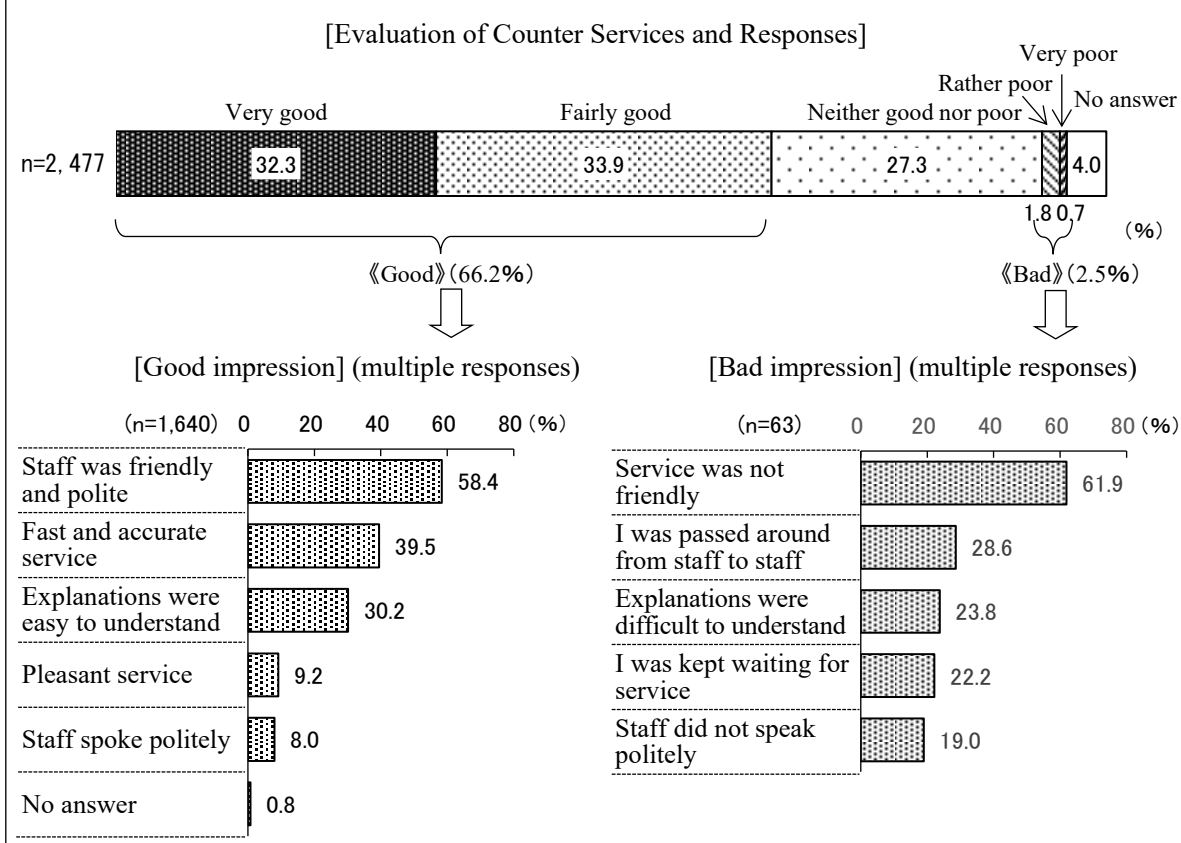


3. Reception of City-Staff

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

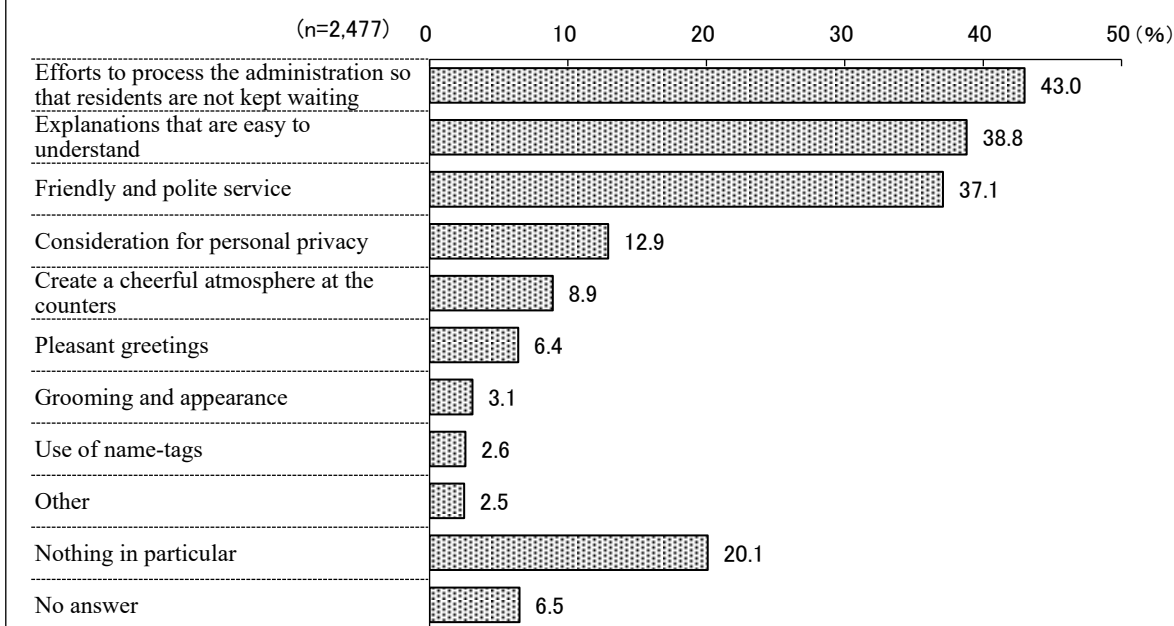
66.2% of the respondents felt that the city's counter services were good.

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



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

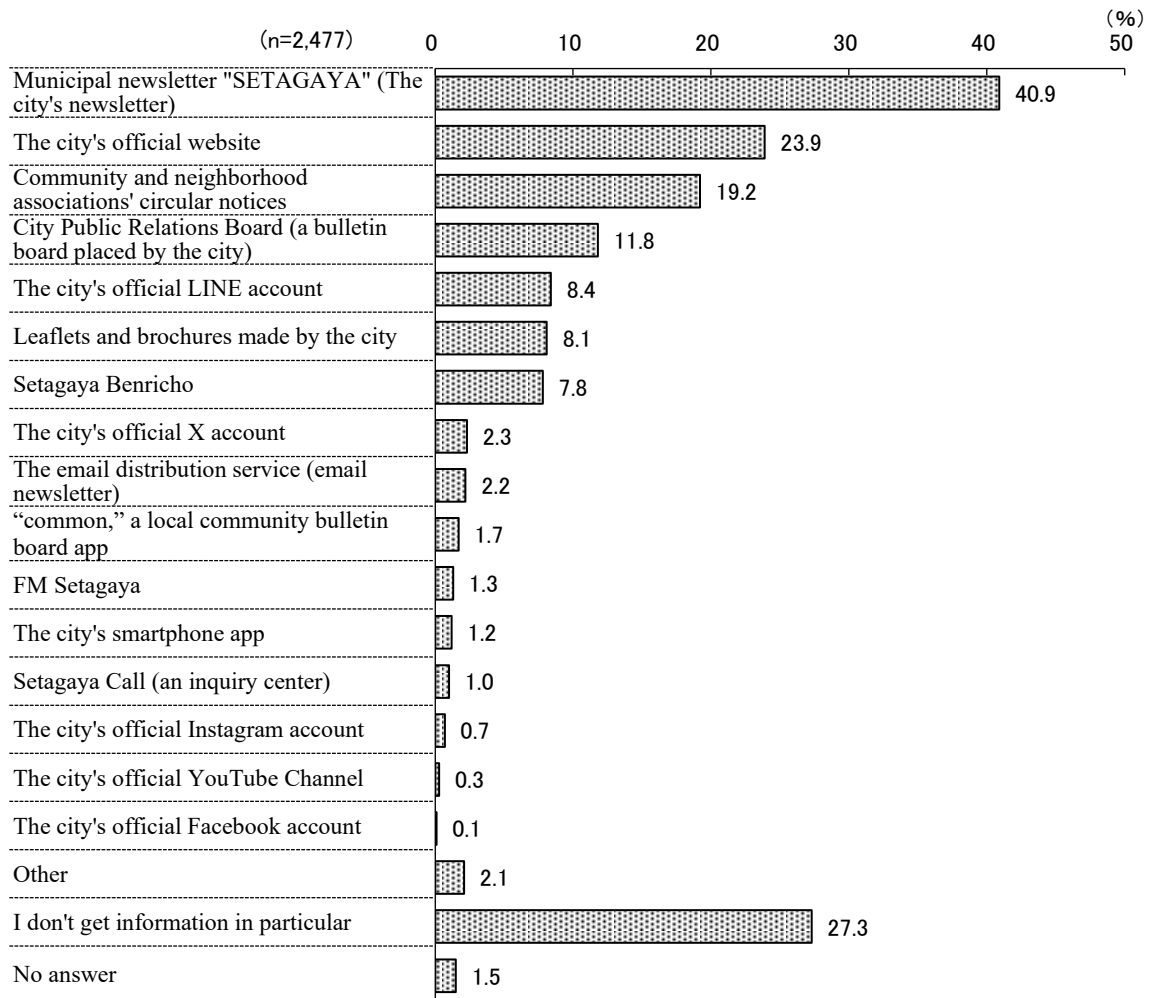
The highest response was 43.0% for "Efforts to process the administration so that residents are not kept waiting", followed by "Explanations that are easy to understand", "Friendly and polite service", etc.



4. Public Relations

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

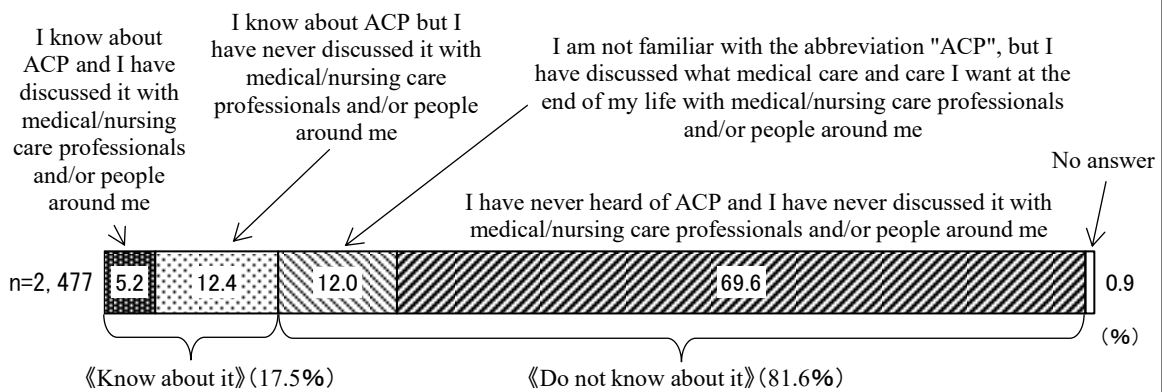
When asked about the sources of information on the city's efforts and local information, respondents who chose "Municipal newsletter "SETAGAYA" (The city's newsletter)" accounted for the highest percentage at 40.9%, followed by those who chose "The city's official website", "Community and neighborhood associations' circular notices", "City Public Relations Board (a bulletin board placed by the city)", etc. On the other hand, 27.3% of respondents chose "I don't get information in particular".



5. Welfare and Healthcare

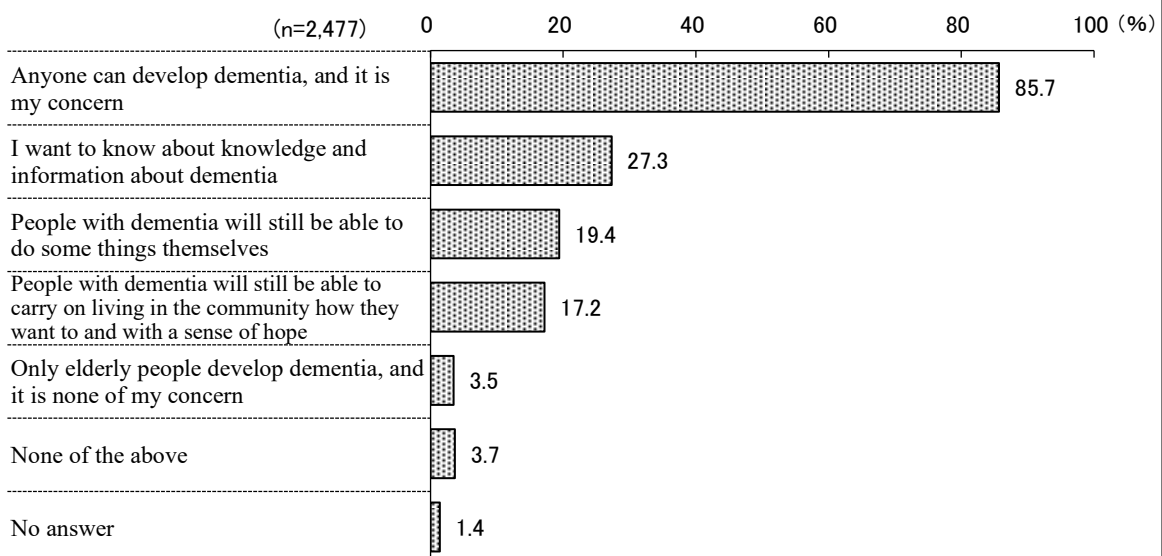
● Awareness of ACP (Advance Care Planning)

Asked how aware respondents were of ACP (Advance Care Planning), 5.2% of them said “I know about ACP and I have discussed it with medical/nursing care professionals and/or people around me” and 12.4% “I know about ACP but I have never discussed it with medical/nursing care professionals and/or people around me”, giving the total of 17.5% knew about it. 12.0% 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 69.6% “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 81.6% said they did not know about it.



● How people feel about dementia (multiple responses)

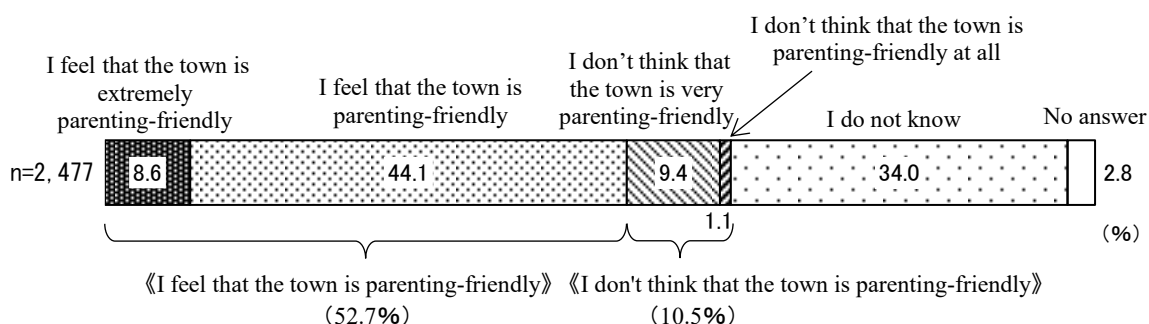
When asked about how they feel about dementia, respondents who chose “Anyone can develop dementia, and it is my concern” accounted for the highest percentage at 85.7%, followed by those who chose “I want to know about knowledge and information about dementia”, “People with dementia will still be able 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. Childrearing

● Childrearing environment in Setagaya City

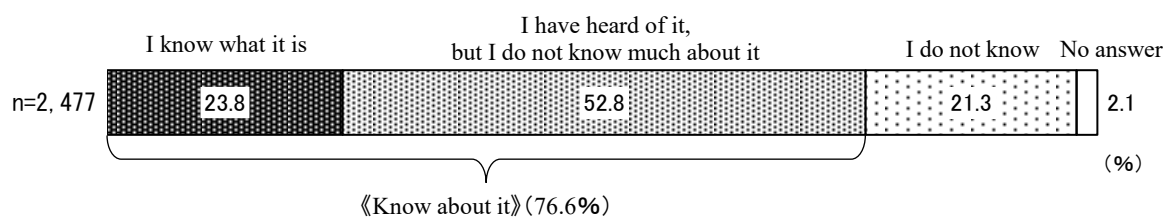
When asked about the childrearing environment in Setagaya City, 8.6% of people replied “I feel that the town is extremely parenting-friendly”, and 44.1% “I feel that the town is parenting-friendly” giving the total of 52.7% said “I feel that the town is parenting-friendly”. 9.4% of them replied “I don’t think that the town is very parenting-friendly” and 1.1% “I don’t think that the town is parenting-friendly at all”, giving the total of 10.5% said “I don’t think that the town is parenting-friendly”.



7. Foster Care System

● Awareness of the foster care system

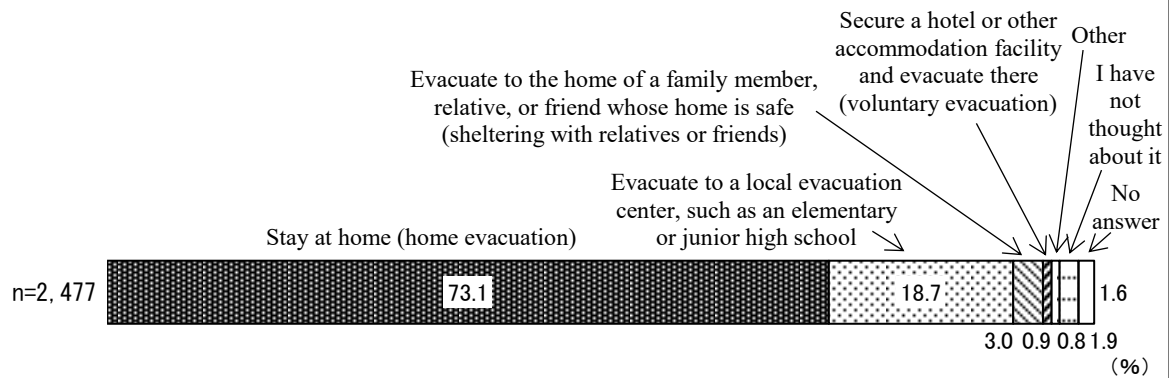
Asked how aware respondents were of the foster care system, 23.8% of them said “I know what it is” and 52.8% “I have heard of it, but I do not know much about it”, giving the total of 76.6% knew about it. 21.3% of them said “I do not know”.



8. Disaster Preparations

● Evacuation actions during a major earthquake

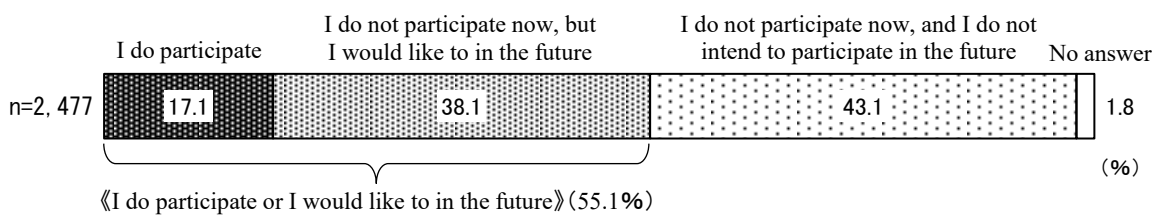
When asked about the evacuation actions during a major earthquake, respondents who chose “Stay at home (home evacuation)” accounted for the highest percentage at 73.1%, followed by those who chose “Evacuate to a local evacuation center, such as an elementary or junior high school”, “Evacuate to the home of a family member, relative, or friend whose home is safe (sheltering with relatives or friends)”, etc.



9. Local Community

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

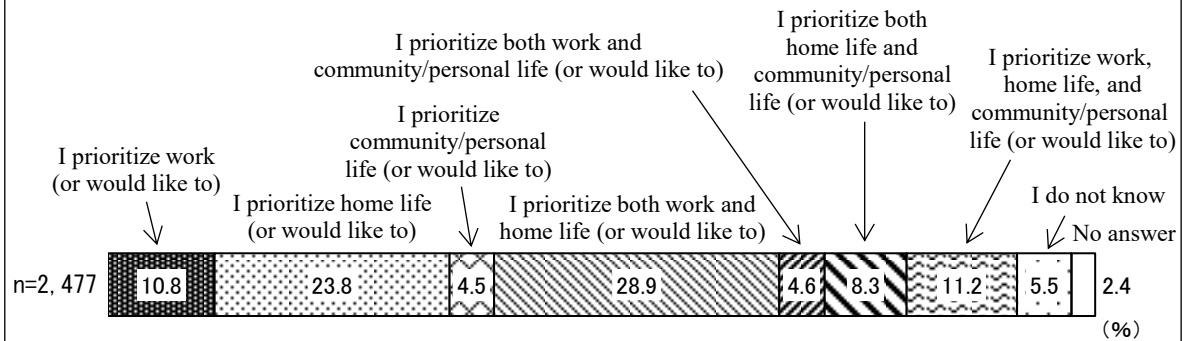
When asked whether respondents were participating in local community activities, 17.1% of them replied “I do participate” and 38.1% “I do not participate now, but I would like to in the future”, giving the total of 55.1% said “I do participate or I would like to in the future”. 43.1% of them replied “I do not participate now, and I do not intend to participate in the future”. 1.8% of them replied “No answer”.



10. Gender Equality

● Priority of “work”, “home life” and “community/personal life”

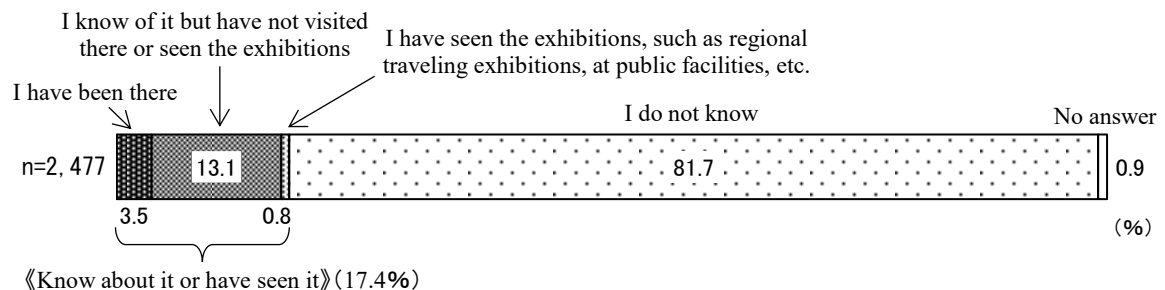
When asked about the priority of “work”, “home life” and “community/personal life”, respondents who chose “I prioritize both work and home life (or would like to)” accounted for the highest percentage at 28.9%, followed by those who chose “I prioritize home life (or would like to)”, “I prioritize work, home life, and community/personal life (or would like to)”, etc.



11. Peace Museum

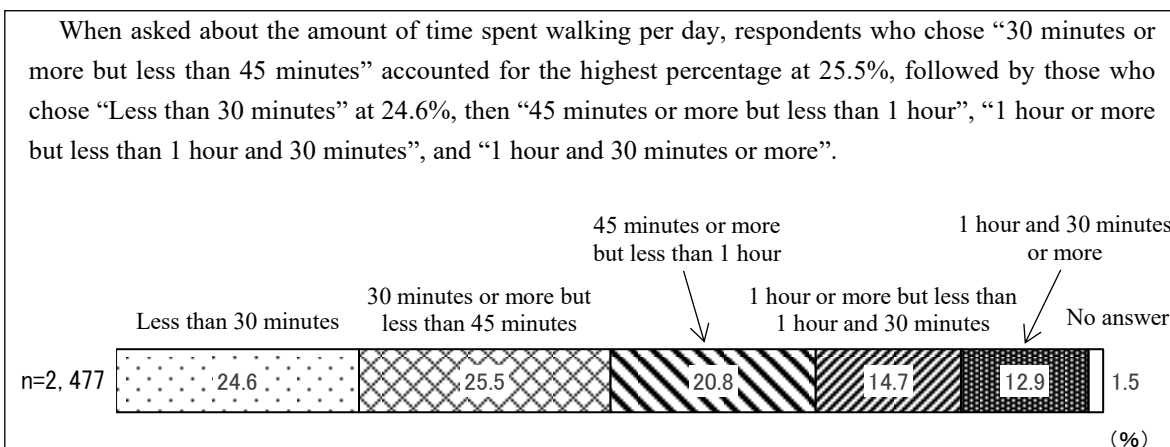
● Awareness of Setagaya Peace Museum of the Future (Setagaya Peace Museum)

When respondents were asked if they were aware of the Setagaya Peace Museum of the Future (the Setagaya Peace Museum), 3.5% said “I have been there”, 13.1% “I know of it but have not visited there or seen the exhibitions” and 0.8% “I have seen the exhibitions, such as regional traveling exhibitions, at public facilities, etc.”; thus 17.4% of them knew about it or had seen it, while 81.7% said “I do not know”.



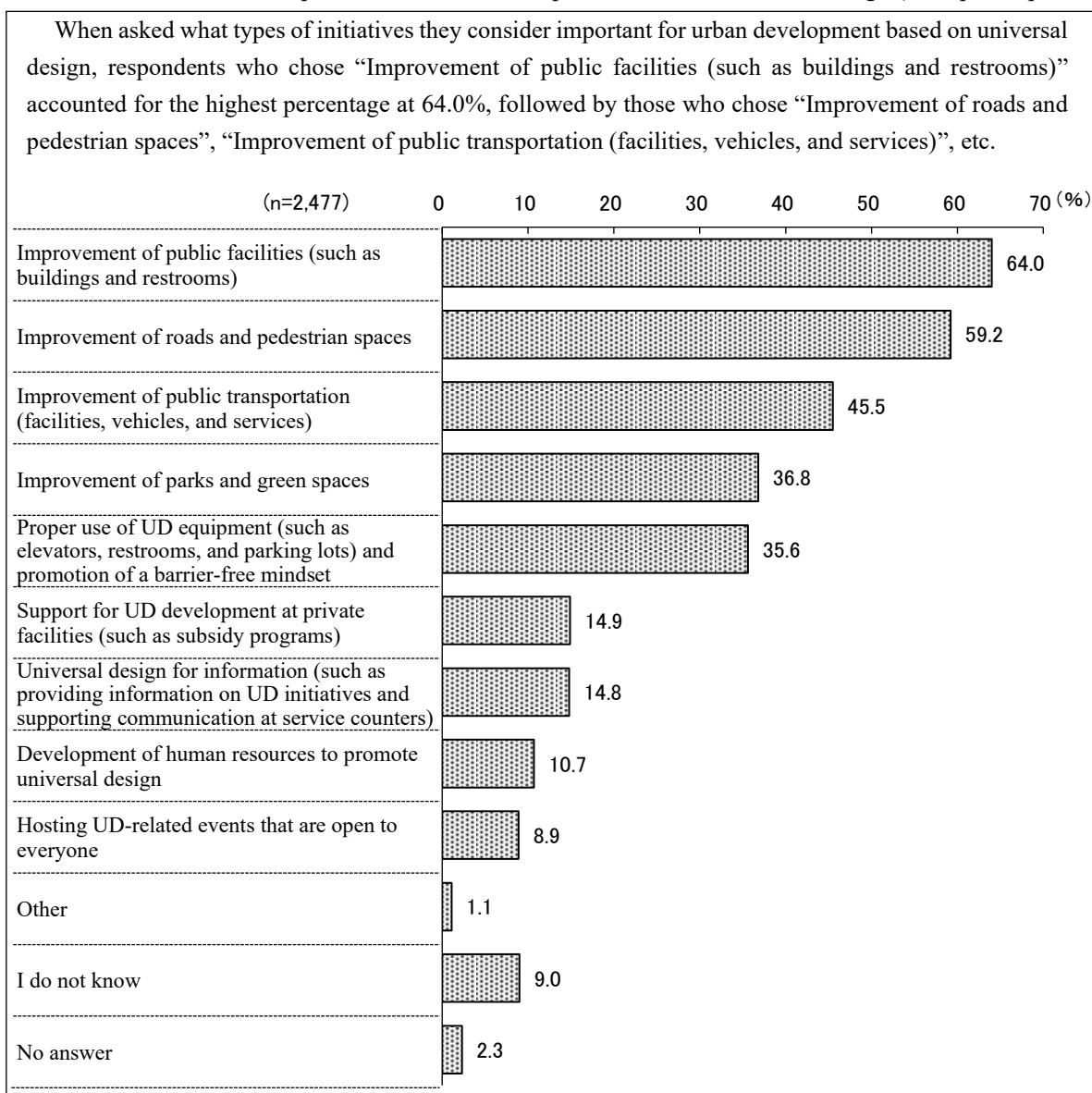
12. Healthy Living

● Amount of time spent walking per day



13. Urban Design

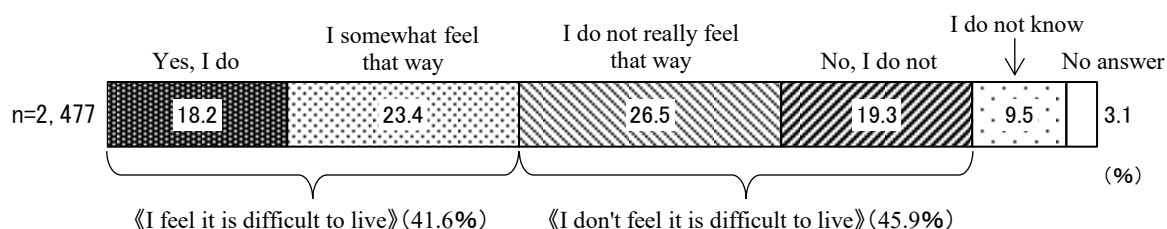
● Initiatives considered important for urban development based on universal design (multiple responses)



14. Housing

● Living difficulties due to housing cost factors

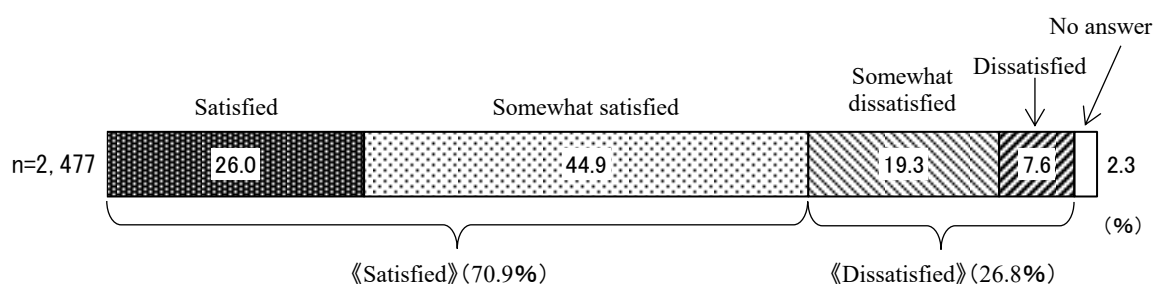
When asked whether rising housing costs make it difficult to continue living in Setagaya City, 41.6% of respondents said that they felt it was difficult to continue living in the city, consisting of those who replied “Yes, I do” (18.2%) and “I somewhat feel that way” (23.4%). 45.9% said that they did not feel that way, consisting of those who replied “I do not really feel that way” (26.5%) and “No, I do not” (19.3%).



15. Transportation

● Satisfaction with transportation in Setagaya City

When asked about their satisfaction with transportation in Setagaya City, respondents who were satisfied, consisting of those who were “Satisfied” (26.0%) and “Somewhat satisfied” (44.9%), accounted for 70.9% and those who were dissatisfied, consisting of those who were “Somewhat dissatisfied” (19.3%) and “Dissatisfied” (7.6%), accounted for 26.8%.



16. Employment and Entrepreneurship

● Interest in career advancement

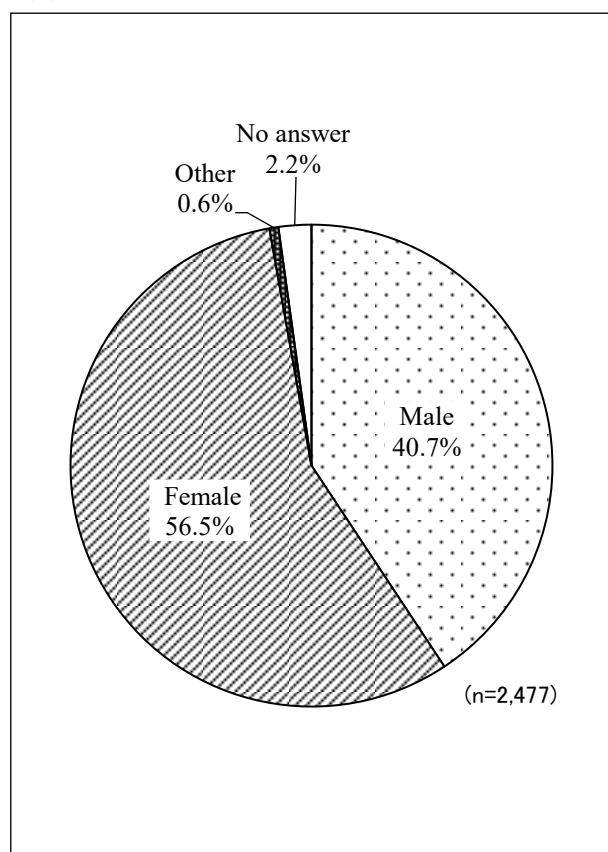
When asked whether they were interested in career advancement, 47.8% of respondents said “Yes”, while 22.5% said “No”. 24.9% said “I do not know/I have never thought about it”.



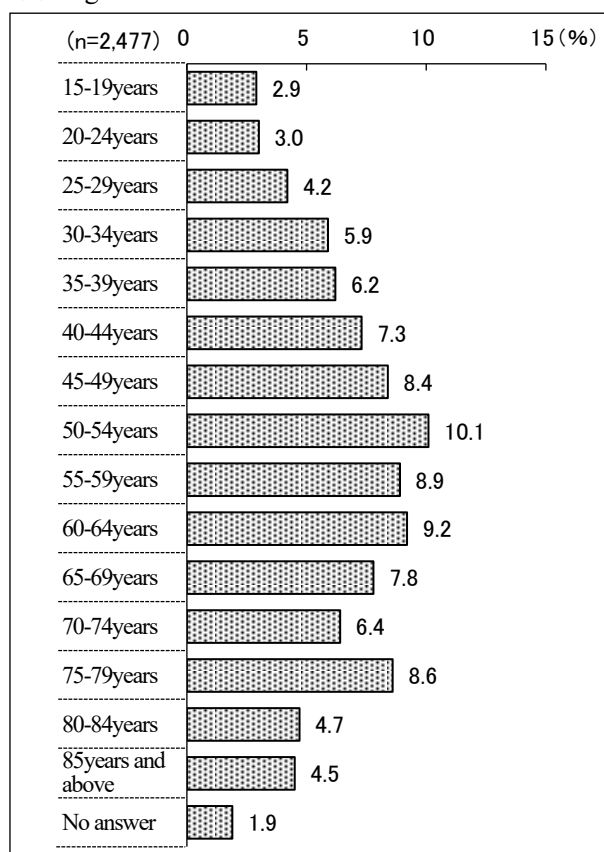
Sample distribution

Sample distribution

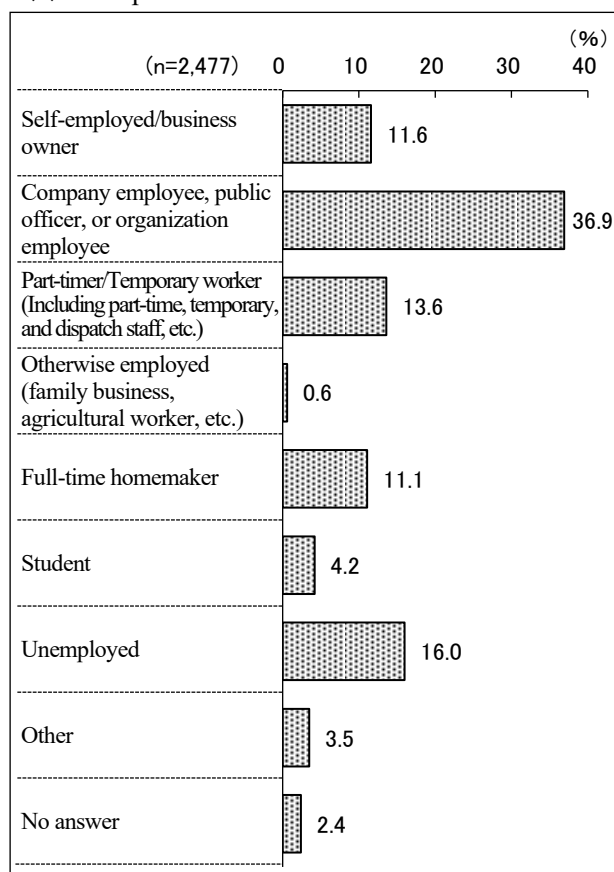
(1) Gender



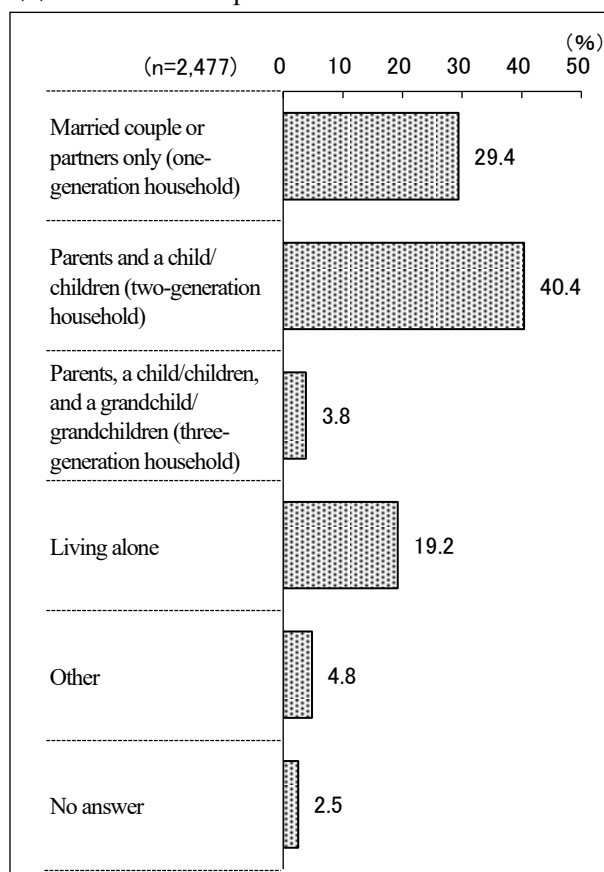
(2) Age



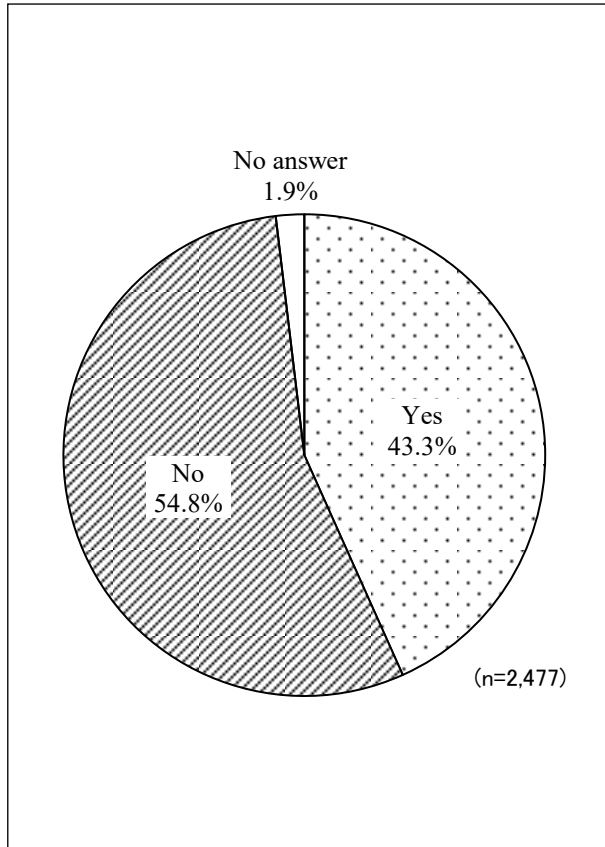
(3) Occupation



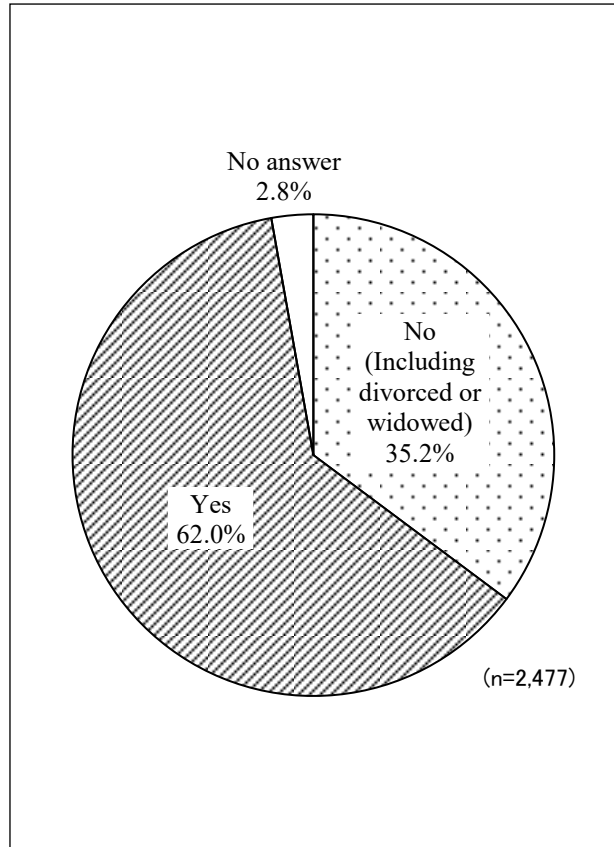
(4) Household composition



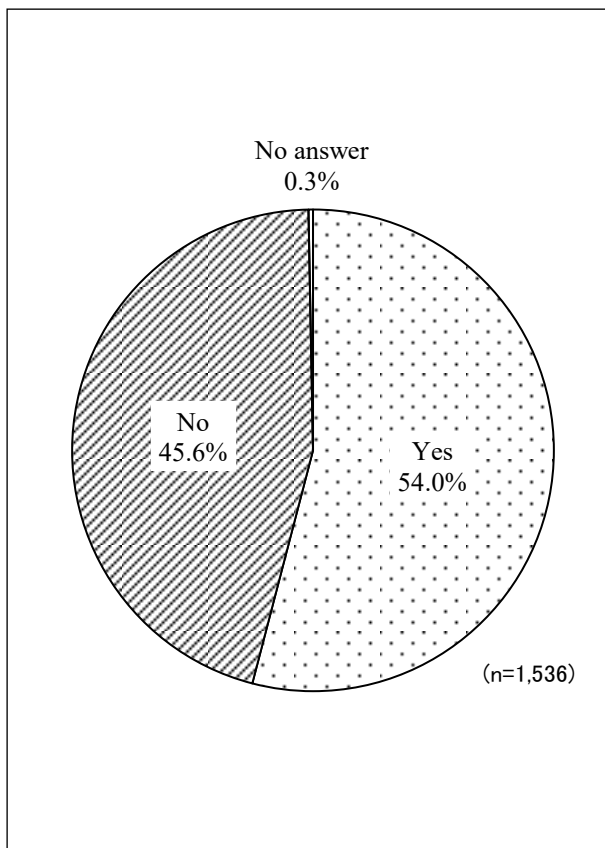
(5) Presence of elderly person(s) in family



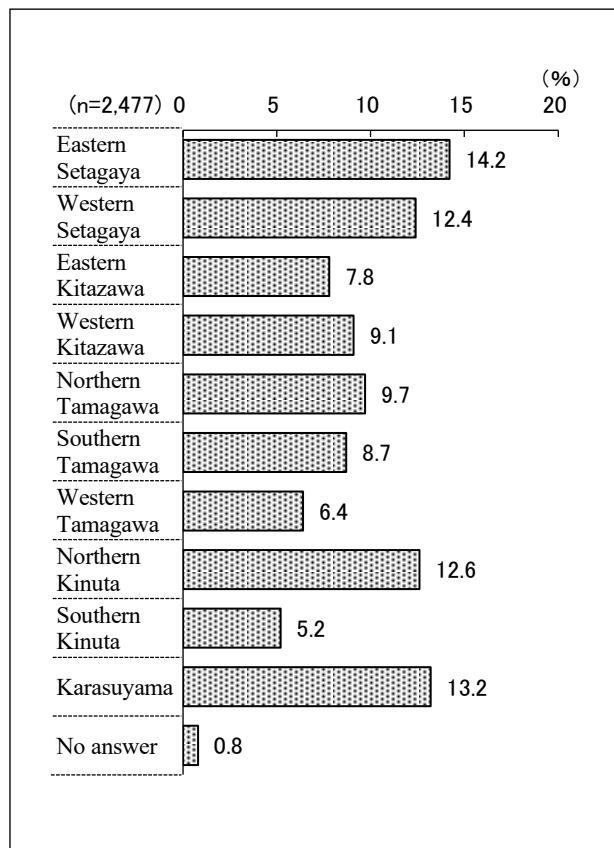
(6) Presence of a spouse/partner



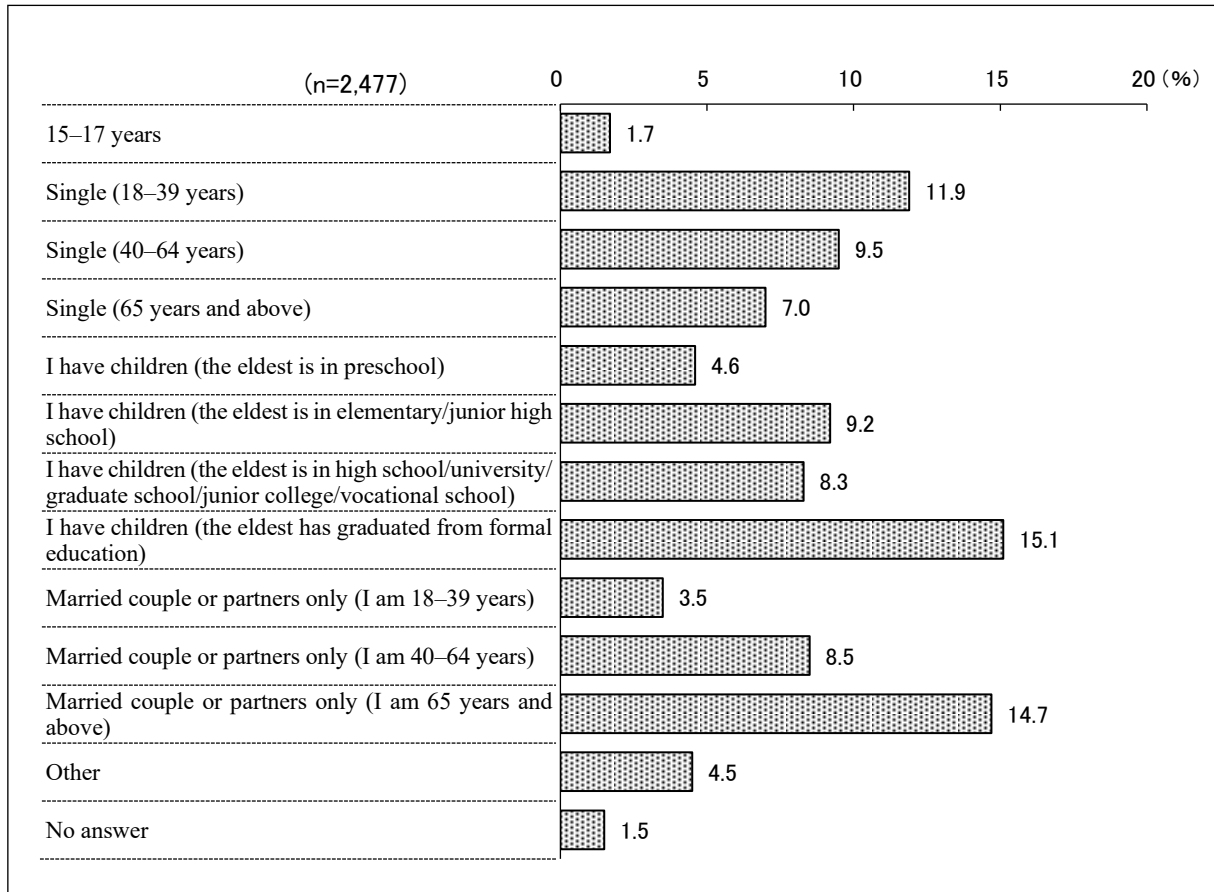
(7) Dual-income



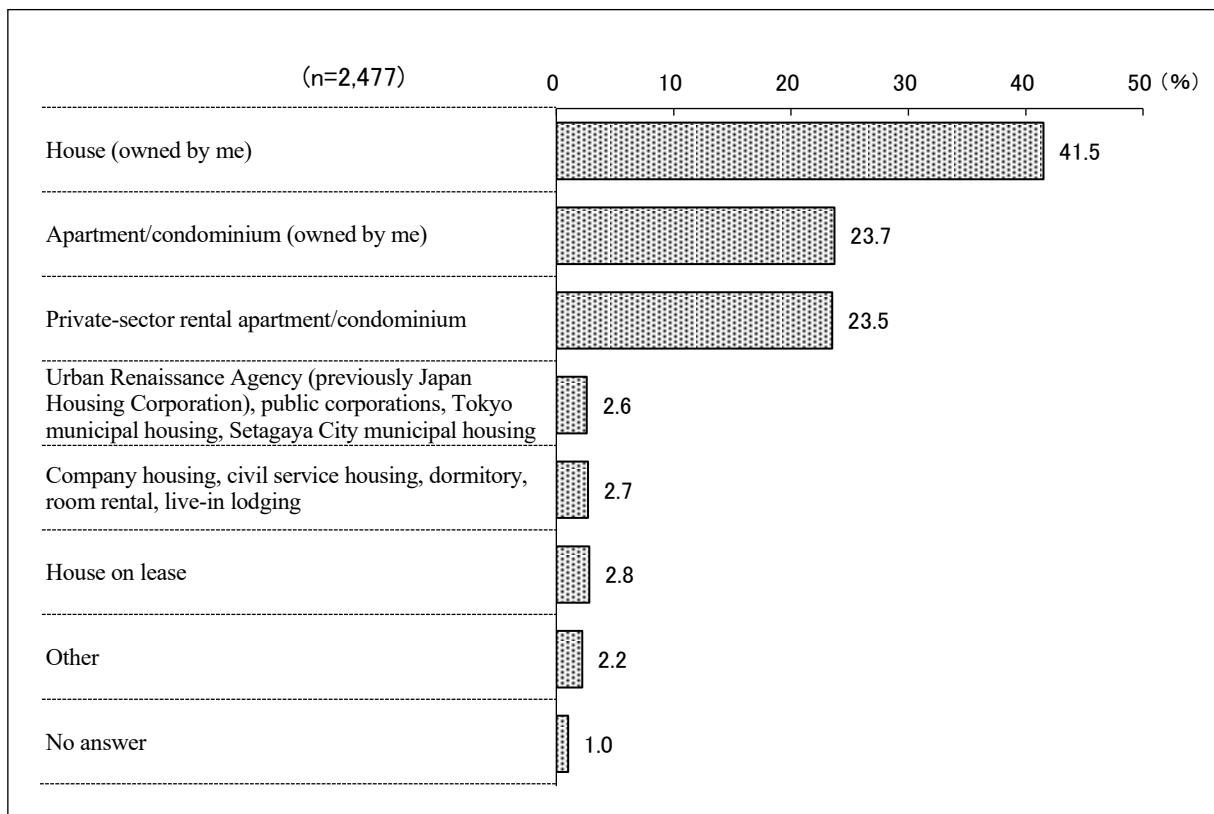
(8) Area of residence



(9) Lifestyle



(10) Housing arrangements



Questionnaire and Result

This survey is conducted by the City of Setagaya.

The 2026 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 3.

» » 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. (open every day, year-round)]

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

How to reply by mail

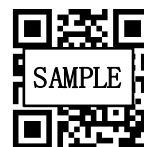
1. Please complete the questionnaire using a black ballpoint pen or a pencil.
2. When you are finished, please place the questionnaire in the enclosed envelope (no postage required) and post it.

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 does 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]

(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. 4
2	1 to less than 3 years	6. 4	6	18 to less than 30 years	18. 7
3	3 to less than 6 years	8. 0	7	30 years or more	38. 9
4	6 to less than 10 years	8. 5		(No answer)	0. 2

(All respondents)

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

1	Satisfied	31. 4	3	Dissatisfied	8. 5
2	Somewhat satisfied	56. 3	4	Very dissatisfied	2. 0
			5	I do not know	1. 5
				(No answer)	0. 4

(All respondents)

Q3. Do you currently feel happy? (Choose one)

1	Happy	38. 5	4	Somewhat unhappy	2. 8
2	Somewhat happy	44. 7	5	Unhappy	1. 7
3	Neither happy nor unhappy	11. 1	6	I do not know	0. 8
				(No answer)	0. 4

(All respondents)

Q4. 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	47. 1	4	Somewhat difficult to live in	3. 1
2	Somewhat livable	40. 3	5	Very difficult to live in	0. 5
3	Neither livable nor difficult to live in	8. 9		(No answer)	0. 1

(All respondents)

Q5. Do you wish to continue living in Setagaya City? (Choose one)

1	Yes, I wish to continue living in Setagaya City	83. 6		Please proceed to Q5-1
2	I do not really wish to continue living in Setagaya City	4. 7		→ Please proceed to Q5-2
3	No, I do not wish to continue living in Setagaya City	0. 7		
4	I neither wish nor do not wish to continue living in Setagaya City	10. 4		→ Please proceed to Q6
		(No answer)	0. 5	

(Please answer Q5-1 if you selected 1 in Q5.) (n=2, 071)

Q5-1. 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	69. 4	8	Good interpersonal relationships	18. 9
2	I have lived here ever since I was born	13. 7	9	Well-developed educational, cultural, or other	
3	I own the land (house)	39. 0		social facilities	21. 1
4	Good housing conditions (spacious houses, etc.)	10. 3	10	Work or commercial reasons	7. 8
5	Good living environment (nature, town, etc.)	51. 6	11	Suitable level of economic burden (rent, etc.)	3. 3
6	Convenient for everyday life		12	Friendly city for raising children	11. 5
	(commuting, shopping, etc.)	65. 7	13	Other	2. 7
7	Good transport accessibility		14	I do not know	0. 0
	(for commuting to work, school, etc.)	38. 8		(No answer)	0. 3

(Please answer Q5-2 if you selected 2 or 3 in Q5.) (n=135)

Q5-2. 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. 6	8	There is hardly any interaction with the	
2	It is not the place where I was born and raised	22. 2		community/neighbors	13. 3
3	I do not own the land (house)	11. 9	9	Poorly-developed educational, cultural, or other	
4	Poor housing conditions (small houses, etc.)	24. 4		social facilities	10. 4
5	Poor living environment (nature, town, etc.)	10. 4	10	Work or commercial reasons	7. 4
6	Inconvenient for everyday life		11	High level of economic burden (rent, etc.)	50. 4
	(commuting, shopping, etc.)	28. 1	12	It is not a friendly city for raising children	12. 6
7	Poor transport accessibility		13	Other	23. 7
	(for commuting to work, school, etc.)	14. 8	14	I do not know	1. 5
					(No answer) 0. 7

(All respondents)

Q6. 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. 7	11	Inconvenient transport system	10. 4
2	Houses are located too close to one another	15. 7	12	Heavy traffic (by car, etc.)	10. 3
3	There are many abandoned bicycles and they are a nuisance	4. 5	13	It is very difficult to cross the railway crossings	15. 5
4	There are no evacuation areas or emergency shelters nearby for times of emergency	4. 0	14	The roads are narrow and dangerous	26. 0
5	Public order in the locality is not sufficiently secure	1. 4	《Environment and Garbage》		
6	Graffiti, illegal advertising, brochures for sex businesses	1. 5	15	I am disturbed by noise and vibrations	7. 4
7	Poorly developed environment for child-care	2. 1	16	The air is very polluted	3. 0
8	Facilities for residents are difficult to use	10. 4	17	Littering of cigarettes, empty cans, etc.	8. 4
9	Facilities for senior citizens are difficult to use	4. 6	18	Poor smoking etiquette, such as smoking on the street	9. 6
10	Inconvenient for shopping	9. 9	19	Poor manners in taking out the garbage; garbage and resources are not separated	6. 5
			20	Damage caused by birds or other creatures (crows, etc.)	19. 7
			21	Pollution caused by pets (dogs, cats, etc.)	5. 3
			22	Other	5. 9
			23	Nothing in particular	16. 6
					(No answer) 3. 2

(All respondents)

Q7. 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	10. 8
2	Measures to look out for the elderly, promotion of community mutual supports	15. 1
3	Enrichment of welfare for senior citizens	23. 9
4	Enrichment of welfare for the disabled	5. 1
5	Supports for the needy	8. 0
《Children and Youth, Education》		
6	Supports for youth demonstrating the abilities	10. 9
7	Enrichment of lifelong learning	4. 6
8	Promotion of ICT (information and communication technology)	4. 3
9	Enhancement of the environment for raising children	19. 2
10	Enhancement in the quality of education in the municipal schools	10. 3
11	Promotion of abuse-free society, and supports for children and families	10. 2
《Living and Community》		
12	Promotion of local communities	6. 3
13	Measures for crime prevention and community safety	31. 4
14	Support for consumers	13. 2
15	Respect for diversity (Respect for human rights, Promotion of gender equality, etc.)	3. 6
16	Promotion of culture and arts	8. 1
17	Promotion of lifelong sports	4. 5
18	Promotion of sanitation and resource recycling	9. 1
19	Promotion of local business and employment	2. 5
《City Development》		
20	Creation of a disaster resilient city	33. 7
21	Housing policy	7. 1
22	Development of parks and green spaces	11. 3
23	Protection of the natural environment	10. 1
24	Conservation and creation of the cityscape	3. 3
25	Development of transportation networks	13. 2
26	Management and maintenance of roads	11. 3
27	Other	1. 5
28	Nothing in particular	3. 4
		(No answer) 1. 1

【 Reception of City-Staff 】

(All respondents)

Q8. What is your impression of the services at the city hall counter and the responses of the staff?

(Choose one)

1	Very good	32.3		
2	Fairly good	33.9		Please proceed to Q8-1
3	Neither good nor poor	27.3	→	Please proceed to Q9
4	Rather poor	1.8	→	Please proceed to Q8-2
5	Very poor	0.7		
		(No answer)	4.0	

▼ (Please answer Q8-1 if you selected 1 or 2 in Q8.) (n=1,640)

Q8-1. Which of the following left a good impression on you? (Choose up to 2 answers)

1	Explanations were easy to understand	30.2	4	Staff was friendly and polite	58.4
2	Fast and accurate service	39.5	5	Staff spoke politely	8.0
3	Pleasant service	9.2		(No answer)	0.8

(Please answer Q8-2 if you selected 4 or 5 in Q8.) (n=63)

Q8-2. Which of the following left a poor impression on you? (Choose up to 2 answers)

1	Explanations were difficult to understand	23.8	4	Service was not friendly	61.9
2	I was kept waiting for service	22.2	5	Staff did not speak politely	19.0
3	I was passed around from staff to staff	28.6		(No answer)	0.0

(All respondents)

Q9. 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	3.1
2	Explanations that are easy to understand	38.8
3	Use of name-tags	2.6
4	Pleasant greetings	6.4
5	Friendly and polite service	37.1
6	Efforts to process the administration so that residents are not kept waiting	43.0
7	Create a cheerful atmosphere at the counters	8.9
8	Consideration for personal privacy	12.9
9	Other	2.5
10	Nothing in particular	20.1
		(No answer) 6.5

【 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)

Q10. 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)	40.9	11	Setagaya Benricho	7.8
2	The city's official website	23.9	12	Setagaya Call (an inquiry center)	1.0
3	The city's official LINE account	8.4	13	City Public Relations Board (a bulletin board placed by the city)	11.8
4	The city's official X account	2.3	14	"common," a local community bulletin board app	1.7
5	The city's official Instagram account	0.7	15	Leaflets and brochures made by the city	8.1
6	The city's official YouTube Channel	0.3	16	Community and neighborhood associations' circular notices	19.2
7	The city's official Facebook account	0.1	17	Other	2.1
8	The email distribution service (email newsletter)	2.2	18	I don't get information in particular	27.3
9	The city's smartphone app	1.2			
10	FM Setagaya	1.3		(No answer)	1.5

[Reference] Public information from the city

The city's official website URL:

<https://www.city.setagaya.lg.jp/kouhou/kouhoujouhou/index.html>



(All respondents)

Q11. Which of the city's efforts or information would you like to hear more about? (Choose all that apply)

1	City measures, plans, and financial situation	17.1
2	City procedures (notifications, certifications, applications, etc.)	27.1
3	Tax, pension, and insurance	32.3
4	Crime and disaster prevention	27.0
5	Children, childrearing, and education	14.7
6	Health, medical services, and welfare	27.8
7	Housing, roads, transportation, and community development	18.2
8	Work and employment	7.3
9	Garbage collection and recycling	24.3
10	Environment and energy	5.3
11	Information for using city facilities	20.3
12	Information for city activities and events	30.4
13	Introduction to your local area	11.0
14	Online service information (applications, consultations, etc.)	16.6
15	Other	1.0
16	Nothing in particular	10.7

【 Welfare and Healthcare 】

(All respondents)

Q12. Are you aware of the welfare consultation service provided by the twenty-eight districts of the city for handling various welfare-related consultations 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	20. 2	3	Although I did not know what they were called, I was aware of	
2	I have heard of them	27. 9		such efforts	9. 8
			4	I do not know	41. 3
					(No answer) 0. 8

(All respondents)

Q13. 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	58. 5	2	No	40. 7	(No answer)	0. 8
---	-----	-------	---	----	-------	-------------	------

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)

Q14. 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	5. 2
2	I know about ACP but I have never discussed it with medical/nursing care professionals and/or people around me	12. 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. 0
4	I have never heard of ACP and I have never discussed it with medical/nursing care professionals and/or people around me	69. 6
		(No answer) 0. 9

The City of Setagaya has established a comprehensive support system and promotes community welfare to become a city that enables everyone to live with peace of mind and leaves no one behind.

(All respondents)

Q15. Do you have anyone to talk to when you have concerns or worries? (Choose one)

1	Yes	82. 4	2	No	16. 2	(No answer)	1. 3
---	-----	-------	---	----	-------	-------------	------

(All respondents)

Q16. Do you currently have concerns or worries in your daily life? (Choose one)

1	Yes	52.6	Please proceed to Q16-1
2	No	45.3	→ Please proceed to Q17

(No answer) 2.1

▼ (Please answer Q16-1 if you selected 1 in Q16.) (n=1,303)

Q16-1. Do you receive support from government agencies or private organizations, such as NPOs, for your concerns or worries in your daily life? (Choose one)

1	Yes	7.5	2	No	92.4	(No answer)	0.1
---	-----	-----	---	----	------	-------------	-----

(All respondents)

Q17. Which one of the following statements is the closest to your view on mutual support among community members, such as reaching out to people around you who have concerns or worries? (Choose one)

1	It is necessary, and I want to actively reach out to such people	20.3
2	I think it is necessary, but I cannot reach out to such people by myself	53.3
3	Mutual support among community members is not necessary	5.3
4	Other	3.1
5	I do not know	16.1

(No answer) 1.8

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)

Q18. 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	85.7
3	I want to know about knowledge and information about dementia	27.3
4	People with dementia will still be able to do some things themselves	19.4
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	17.2
6	None of the above	3.7

(No answer) 1.4

【 Childrearing 】

(All respondents)

Q19. Do you feel that Setagaya City has a parenting-friendly environment? (Choose one)

1	I feel that the town is extremely parenting-friendly	8.6	3	I don't think that the town is very parenting-friendly	9.4
2	I feel that the town is parenting-friendly	44.1	4	I don't think that the town is parenting-friendly at all	1.1
			5	I do not know	34.0

(No answer) 2.8

【 Foster Care System 】

Setagaya City is working to raise awareness of the foster care system, which aims to provide children who must live apart from their parents for various reasons (children in social care) with a home-like environment where they can be raised.

*The foster care system places children with foster families who welcome them into their homes and raise them with warmth and care.

(All respondents)

Q20. Are you familiar with the foster care system? (Choose one)

1	I know what it is	23.8	Please proceed to Q20-1
2	I have heard of it, but I do not know much about it	52.8	
3	I do not know	21.3	

(No answer) 2.1

▼ (Please answer Q20-1 if you selected 1 or 2 in Q20.) (n=1,897)

Q20-1. How did you learn about the foster care system? (Choose all that apply)

1	SNS (X, Instagram, Facebook, YouTube, etc.)	8.5
2	Online articles or news websites	23.3
3	Television or radio programs or news	51.0
4	Newspaper or magazine articles	27.3
5	TV dramas, movies, novels, and anime	26.1
6	Municipal newsletters or websites, leaflets, posters, or digital signage*	6.4
7	Leaflets, posters, or digital signage* at public institutions	2.9
8	Vehicle advertisements (trains, buses, or other vehicles)	1.3
9	Booths at fairs or events	1.3
10	Explanations or training sessions at school or work	4.0
11	Lectures, seminars, and foster care cafés about the foster care system	0.7
12	Information provided at child guidance centers or municipal offices	1.6
13	I was interested and looked it up myself (for example, using a search engine)	4.3
14	I heard about it from an acquaintance, friend, or family member	11.6
15	Other	6.7

(No answer) 1.1

*Digital signage: A system that displays information or advertisements using electronic display devices, such as LCD screens.

【 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)

Q21. 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)	73.1
2	Evacuate to a local evacuation center, such as an elementary or junior high school	18.7
3	Evacuate to the home of a family member, relative, or friend whose home is safe (sheltering with relatives or friends)	3.0
4	Secure a hotel or other accommodation facility and evacuate there (voluntary evacuation)	0.9
5	Other	0.8
6	I have not thought about it	1.9

(No answer) 1.6

(All respondents)

Q22. 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)	69.6
2	Assist with transporting goods	48.3
3	Share information (such as disaster and evacuation information)	54.3
4	Help others evacuate	40.7
5	Help people in need of assistance	43.8
6	Assist with firefighting efforts	26.0
7	Provide care and first aid	21.0
8	Other	3.6
9	I do not have a cooperative relationship with community members or neighbors	5.6

(No answer) 2.5

(All respondents)

Q23. How many days' supply of water and food do you have stored in your home for a disaster? (Choose one)

1	1-2 days	20.9	4	1 week or longer	12.3
2	3 days	35.1	5	I have no supply of water or food stored in my home	10.8
3	4-6 days	19.7		(No answer)	1.2

(All respondents)

Q24. 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	4. 2
2	I have a small portable storage battery stored at home	11. 6
3	I have a portable charger stored at home	31. 3
4	I have a hand-crank generator stored at home	11. 8
5	I have installed solar batteries	7. 5
6	I can secure electrical power from electric cars, etc.	2. 9
7	No, I do not have any electrical power stored at home	48. 2

(No answer) 2. 7

(All respondents)

Q25. 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	24. 6	4	1 week or longer	10. 5
2	3 days	19. 6	5	I have no supply of portable toilets stored in my home	31. 2
3	4-6 days	12. 7			(No answer) 1. 4

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". The map is available at the Disaster Countermeasures Division, the Road Management Division, the Community Activities Division and Community Development Division of each District Administration Office, Community Development Branch Offices, and libraries.

(All respondents)

Q26. 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	21. 9
2	I am aware of the flood risk but do not understand the evacuation actions I should take	29. 6
3	I am not aware of the flood risk	24. 1
4	There is no flood risk for my home	22. 7

(No answer) 1. 7

[Reference] Preparing for wind and flood damage, including checking hazard maps

The city's official website URL: <https://www.city.setagaya.lg.jp/02049/578.html>



The City of Setagaya operates the Setagaya City Disaster Prevention Portal, where residents can check the various types of information during a disaster, such as emergency information, evacuation information, and information on evacuation center openings. Even during normal times, residents can use the portal to check for information on evacuation centers and hazard maps to help them prepare for disasters in advance. The portal also provides a range of other disaster-related information.

(All respondents)

Q27. Have you heard of the Setagaya City Disaster Prevention Portal website? (Choose one)

1	I know about it and have visited it.	17.8	3	I had not heard of it.	47.8
2	I know about it, but have never visited it.	31.8	4	Other	1.1
(No answer)					1.5



[Reference] Setagaya City Disaster Prevention Portal website URL: <https://setagaya-bousai.my.site.com/>

【 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)

Q28. Do you participate in *community activities? (Choose one)

1	I do participate	17.1
2	I do not participate now, but I would like to in the future	38.1
3	I do not participate now, and I do not intend to participate in the future	43.1
(No answer)		1.8

*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.

(All respondents)

1	Yes	42.9	Please proceed to Q29-1
2	No	43.2	
3	I do not know if I am a member of one or not	12.4	
		(No answer)	1.5

Q29-1. Why are you not a member of a neighborhood or community association? (Choose all that apply)

Why do you not a member of a neighborhood or community association? (Check all that apply)		
1	I do not see any benefit in joining	24.3
2	I do not know what kinds of activities they do	31.9
3	None of their activities interest me	8.9
4	They do not match my lifestyle or values	10.5
5	They are not sufficiently digitalized	5.0
6	Interacting with neighbors is too much bother for me	10.2
7	I do not have time to get involved because of my work or home situation	23.6
8	I am worried about how much of a burden it would be if I became an executive member	14.0
9	The membership fee is unclear	10.7
10	I cannot easily afford the membership fee	6.4
11	I do not know which neighborhood or community association covers my area	34.0
12	I do not know how to join them	23.8
13	I have never had any opportunities to join one	26.7
14	I am involved in local activities other than ones by neighborhood and community associations	2.2
15	Other	12.2
	(No answer)	1.0

(All respondents)

1	Yes	1.9	3	For the most part, no	15.7
2	For the most part, yes	10.9	4	No	66.4
			5	I do not know	4.2
				(No answer)	1.0

(All respondents)

Q31. This question concerns your priorities concerning work, home life (spending time with family, housework, raising children, caring for family members, etc.), and community/personal life (community and social activities, learning and training, hobbies, entertainment, sports, etc.). Which of the following choices best describes your current situation? (If you are currently a student, please tell us about your future plans.) (Choose one)

1	I prioritize work (or would like to, *if you are a student; the same applies below)	10.8
2	I prioritize home life (or would like to)	23.8
3	I prioritize community/personal life (or would like to)	4.5
4	I prioritize both work and home life (or would like to)	28.9
5	I prioritize both work and community/personal life (or would like to)	4.6
6	I prioritize both home life and community/personal life (or would like to)	8.3
7	I prioritize work, home life, and community/personal life (or would like to)	11.2
8	I do not know	5.5
(No answer)		2.4

(All respondents)

Q32. What are your thoughts concerning domestic violence*? (Choose one)

1	The perpetrator is entirely responsible, and domestic violence is unacceptable	49.7
2	Even if the perpetrator is responsible, I think the victim also shares some responsibility	25.2
3	It is a matter that concerns the parties involved, and others should not interfere	7.1
4	Other	3.0
5	I do not know	13.1
(No answer)		1.9

*Domestic violence: Domestic violence refers to violence or human rights violations that occur in intimate relationships, such as between spouses, partners in common-law relationships, former spouses, or dating partners.

【 Peace Museum 】

Setagaya Peace Museum of the Future (Setagaya Peace Museum) opened in 2015 as a peace education facility that preserves and exhibits local war-related materials. The aim of the facility is to encourage visitors to learn about past wars, reflect on present-day conflicts and the absence of peace, and consider the future. The museum also seeks to serve as a place where residents can interact with one another and put their learning into practice.

(All respondents)

Q33. Are you aware of the Setagaya Peace Museum of the Future (the Setagaya Peace Museum)? (Choose one)

1	I have been there	3.5
2	I know of it but have not visited there or seen the exhibitions	13.1
3	I have seen the exhibitions, such as regional traveling exhibitions, at public facilities, etc.	0.8
4	I do not know	81.7
(No answer)		0.9

[Reference] Setagaya Peace Museum of the Future (Setagaya Peace Museum)

Address: 1-5-27, Ikejiri (located in Setagaya Koen Park), Setagaya-ku, Tokyo, 154-0001

The city's official website URL: <https://www.city.setagaya.lg.jp/02422/9014.html>



【 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)

Q34. 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	24.6	4	1 hour or more but less than	
2	30 minutes or more but less than 45 minutes	25.5		1 hour and 30 minutes	14.7
3	45 minutes or more but less than 1 hour	20.8	5	1 hour and 30 minutes or more	12.9
					(No answer) 1.5

【 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)

Q35. 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)	64.0
2	Improvement of roads and pedestrian spaces	59.2
3	Improvement of parks and green spaces	36.8
4	Improvement of public transportation (facilities, vehicles, and services)	45.5
5	Support for UD development at private facilities (such as subsidy programs)	14.9
6	Universal design for information (such as providing information on UD initiatives and supporting communication at service counters)	14.8
7	Proper use of UD equipment (such as elevators, restrooms, and parking lots) and promotion of a barrier-free mindset	35.6
8	Hosting UD-related events that are open to everyone	8.9
9	Development of human resources to promote universal design	10.7
10	Other	1.1
11	I do not know	9.0
		(No answer) 2.3

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)

Q36. Are you interested in the scenery (such as landscapes, views, and streetscapes) within Setagaya City?

(Choose one)

1	Interested	44.7	4	Not very interested	5.2
2	Somewhat interested	34.7	5	Not interested	2.4
3	Neutral	11.8		(No answer)	1.2

(All respondents)

Q37. 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	47.5
2	Sharing photos of Setagaya's attractive scenery on social media or submitting photos to scenery photo contests	8.4
3	Planting flowers and greenery around my home or on balconies to improve the appearance from the street	25.6
4	Participating in events such as stamp rallies or city walking tours to learn about the local scenery	10.0
5	Attending seminars, workshops, or exhibitions related to scenery development	4.6
6	Participating in local beautification and cleanup activities	17.3
7	Being mindful of the surrounding streetscape when constructing or renovating my home	16.4
8	Participating in voluntary scenery development activities to nurture attractive local landscapes (such as activities related to local scenic assets or neighborhood declarations)	4.8
9	Participating in discussions to create local rules for scenery development in the area where I live or work	3.7
10	Other	5.5
11	I am not interested in scenery development activities	14.1
	(No answer)	4.4

【 Housing 】

The City of Setagaya aims to ensure that households at all stages of life can appropriately choose the housing and living environments suited to their changing life stages and preferred lifestyles and live safely and comfortably. To this end, the city seeks to promote diverse, high-quality housing stock and to maintain and create attractive living environments in each community.

*Housing stock: The total number of housing units in Setagaya City.

(All respondents)

Q38. Do you feel that rising housing costs, such as recent increases in housing prices and rents, make it difficult to continue living in Setagaya City? (Choose one)

1	Yes, I do	18.2	
2	I somewhat feel that way	23.4	→ Please proceed to Q38-1
3	I do not really feel that way	26.5	
4	No, I do not	19.3	→ Please proceed to Q38-2
5	I do not know	9.5	→ Please proceed to Q39
	(No answer)	3.1	

(Please answer Q38-1 if you selected 1 or 2 in Q38.) (n=1, 030)

Q38-1. Why do you feel it is difficult to continue living in Setagaya City? (Choose all that apply)

1	The rent for my current home has increased	26. 1
2	The mortgage interest rate for my current home has increased	12. 5
3	The rent for my current home may increase	23. 4
4	The mortgage interest rate for my current home may increase	9. 3
5	I am considering moving to a rental home, but market rents in Setagaya City are rising	18. 4
6	I am considering purchasing a home, but housing prices in Setagaya City are rising	19. 4
7	I am considering purchasing a home, but mortgage interest rates are rising	10. 4
8	It will be difficult to live in a larger home than my current one in Setagaya City	26. 0
9	I think housing prices and rents in Setagaya City will continue to rise	45. 6
10	I think the housing supply in Setagaya City will decrease	7. 0
11	Other	8. 5
(No answer)		1. 7

(Please answer Q38-2 if you selected 3 or 4 in Q38.) (n=1, 136)

Q38-2. Why do you not feel it is difficult to continue living in Setagaya City? (Choose all that apply)

1	I own my current home	77. 8
2	The rent for my current home has not increased	9. 5
3	The mortgage interest rate for my current home has not increased	2. 6
4	I live in public housing	1. 9
5	I live in company housing, official housing, or a dormitory	1. 5
6	I live with my parents	6. 4
7	I do not plan to move	24. 3
8	I have sufficient assets or income	7. 3
9	I think the rise in housing prices and rents in Setagaya City is temporary	1. 4
10	Other	3. 3
(No answer)		0. 8

【 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)

Q39. Are you satisfied with the transportation methods (ways of getting around) in Setagaya City? (Choose one)

1	Satisfied	26. 0	3	Somewhat dissatisfied	19. 3
2	Somewhat satisfied	44. 9	4	Dissatisfied	7. 6
(No answer)					2. 3

【 Employment and Entrepreneurship 】

In March 2024, the City of Setagaya formulated the Setagaya City Regional Economic Development Vision. Through efforts to foster entrepreneurship and improve employment opportunities and working conditions, the city aims to create a work environment in which everyone can make the most of their individuality and abilities, promote entrepreneurship, and support diverse ways of working.

(All respondents)

Q40. Are you interested in career advancement* through paid work? (Choose one)

1	Yes	47. 8	Please proceed to Q40-1
2	No	22. 5	
3	I do not know/I have never thought about it	24. 9	

(No answer) 4. 8

*Career advancement: Building a better career by acquiring the knowledge, skills, and experience needed for work and thereby increasing one's market value, abilities, and professional standing.

▼ (Please answer Q40-1 if you selected 1 in Q40.) (n=1, 184)

Q40-1. Which of the following best describes your view of career advancement through paid work? (Choose one)

1	I would like to advance my career at a single company or organization, mainly through in-house training and practical work experience	19. 7
2	I would like to advance my career at a single company or organization, mainly by taking advantage of seminars, courses, and other programs offered by external institutions	7. 8
3	I would like to advance my career at a single company or organization while also having a second job or side job* ¹	14. 7
4	I would like to advance my career across multiple companies or organizations through job changes, mainly through in-house training and practical work experience	10. 5
5	I would like to advance my career across multiple companies or organizations through job changes, mainly by taking advantage of seminars, courses, and other programs offered by external institutions	4. 7
6	I would like to advance my career across multiple companies or organizations through job changes while also having a second job or side job	7. 1
7	I would like to build my career as a sole proprietor* ² or freelancer* ³ by focusing on work in a single field	10. 2
8	I would like to build my career as a sole proprietor or freelancer by taking on work in multiple fields	11. 5
9	I am interested, but I am not currently thinking about career advancement, or I do not intend to pursue it	7. 6
10	Other	4. 6

(No answer) 1. 6

*1 Second job or side job: Having one or more additional jobs alongside one's main job.

*2 Sole proprietor: A person who runs a business as an individual without establishing a corporation.

*3 Freelancer: A person who works independently on a contract basis, using their own experience, knowledge, and skills, without belonging to a specific company or organization.

(All respondents)

Q41. Do you currently work, or do you intend to have paid work? (Choose one)

1	Yes (Including those who are currently working)	66.8	Please proceed to Q41-1
2	No	19.9	
3	I do not know/I have never thought about it	8.6	
(No answer)		4.7	

▼ (Please answer Q41-1 if you selected 1 in Q41.) (n=1, 654)

Q41-1. What kind of work style would you prefer? (Choose all that apply)

1	Mainly working at an office (including when your home serves as your office)	27.4
2	Mainly telework* ¹ (working from home)	20.6
3	Mainly telework (mobile work* ²)	4.8
4	Mainly telework (working from a satellite office* ³)	2.5
5	A combination of working at the office and telework	33.7
6	Three or more days off per week	26.7
7	No overtime work	23.9
8	Flextime* ⁴	29.0
9	Discretionary labor system* ⁵	10.0
10	In addition to working for a company or other organization, also having a second job or side job* ⁶	16.7
11	Working fixed hours on a long-term basis (for example, part-time work)	10.6
12	Working on a shift basis or similar arrangements, from short-term to long-term (for example, part-time or temporary work)	5.4
13	Doing one-off or short-hour work (for example, short gig work)	5.8
14	Other	3.1
15	I do not mind how I work, as long as I can do work I like	7.6
(No answer)		0.5

*1 Telework: Working outside the office by using information and communication technology.

*2 Mobile work: A type of telework. Working in various locations, such as cafés or on public transportation, rather than in a fixed place.

*3 Satellite office: A type of telework. Working at an office located away from the main office.

*4 Flextime: A system in which the daily working hours are divided into core hours when employees must work, and flexible hours when employees may choose when to start and finish work.

*5 Discretionary labor system: A system applied to certain types of work for which the method of performance needs to be left largely to the worker's discretion because of the nature of the job.

*6 Second job or side job: Having one or more additional jobs alongside one's main job.

(All respondents)

Q42. Are you interested in starting a business*¹? (For self-employed people, this includes expanding into a new field.)
Your current occupation or status (student, company employee, full-time homemaker, etc.) does not matter. This also includes having a side job that involves starting a business.*² (Choose one)

1	Yes	24.8	Please proceed to Q42-1 and Q42-2 Please proceed to F1
2	No	48.4	
3	Neither/I do not know	19.9	
		(No answer)	6.8

*1 Starting a business: Starting a new company or business by filing a business opening notification or registering a company.

*2 Side job involving starting a business: Starting a business and having another job or source of income in addition to your main job.

▼ (Please answer Q42-1 if you selected 1 in Q42.) (n=615)

Q42-1. Which of the following best describes your current situation regarding starting a business? (Choose one)

1	I am already running a business (five years or more since start-up)	17.4
2	I am already running a business (less than five years since start-up)	8.0
3	I have started making concrete preparations to start a business and am actively taking action	4.1
4	I have started gathering information and considering plans to start a business	12.5
5	I am interested in starting a business, but I have not made any preparations yet	34.8
6	I am interested in starting a business, but I do not plan to do so	22.8
		(No answer) 0.5

(Please answer Q42-2 if you selected 1 in Q42.) (n=615)

Q42-2. How interested are you in information and support related to starting a business? (Choose one)

1	Very interested (I would like to receive support or consult with someone)	19.3
2	Interested (I would like to actively obtain information)	31.2
3	Somewhat interested (I would like to obtain information for reference)	32.7
4	Not very interested	4.6
5	Not interested at all	1.3
6	Neither interested nor uninterested	5.0
		(No answer) 5.9

*** Basic Information ***

(All respondents)

F1. What is your gender? (Choose one)

1	Male	40.7	2	Female	56.5	3	Other	0.6	(No answer)	2.2
---	------	------	---	--------	------	---	-------	-----	-------------	-----

F2. How old are you? (Choose one)

1	15–19 years	2.9	6	40–44 years	7.3	11	65–69 years	7.8	
2	20–24 years	3.0	7	45–49 years	8.4	12	70–74 years	6.4	
3	25–29 years	4.2	8	50–54 years	10.1	13	75–79 years	8.6	
4	30–34 years	5.9	9	55–59 years	8.9	14	80–84 years	4.7	
5	35–39 years	6.2	10	60–64 years	9.2	15	85 years and above	4.5	
								(No answer)	1.9

F3. What is your occupation? (Choose one)

1	Self-employed/business owner	11.6	
2	Company employee, public officer, or organization employee	36.9	
3	Part-timer/Temporary worker (Including part-time, temporary, and dispatch staff, etc.)	13.6	
4	Otherwise employed (family business, agricultural worker, etc.)	0.6	
5	Full-time homemaker	11.1	
6	Student	4.2	
7	Unemployed	16.0	
8	Other	3.5	
		(No answer)	2.4

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

1	Married couple or partners only (one-generation household)	29.4	
2	Parents and a child/children (two-generation household)	40.4	
3	Parents, a child/children, and a grandchild/grandchildren (three-generation household)	3.8	
4	Living alone	19.2	
5	Other	4.8	
		(No answer)	2.5

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

1	Yes	43.3	2	No	54.8	(No answer)	1.9
---	-----	------	---	----	------	-------------	-----

F6. Do you have a spouse/partner? (Choose one)

1	No (Including divorced or widowed)	35.2	→	Please proceed to F7
2	Yes	62.0		Please proceed to F6-1
		(No answer)	2.8	

(Please answer F6-1 if you selected 2 in F6.) (n=1, 536)

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

1	Yes	54.0	2	No, only one of us is working	27.7	3	No, neither of us is working	18.0	
								(No answer)	0.3

(All respondents)

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

1	15–17 years	1. 7
2	Single (18–39 years)	11. 9
3	Single (40–64 years)	9. 5
4	Single (65 years and above)	7. 0
5	I have children (the eldest is in preschool)	4. 6
6	I have children (the eldest is in elementary/junior high school)	9. 2
7	I have children (the eldest is in high school/university/graduate school/junior college/vocational school)	8. 3
8	I have children (the eldest has graduated from formal education)	15. 1
9	Married couple or partners only (I am 18–39 years)	3. 5
10	Married couple or partners only (I am 40–64 years)	8. 5
11	Married couple or partners only (I am 65 years and above)	14. 7
12	Other	4. 5

(No answer) 1. 5

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

1	House (owned by me)	41. 5
2	Apartment/condominium (owned by me)	23. 7
3	Private-sector rental apartment/condominium	23. 5
4	Urban Renaissance Agency (previously Japan Housing Corporation), public corporations, Tokyo municipal housing, Setagaya City municipal housing	2. 6
5	Company housing, civil service housing, dormitory, room rental, live-in lodging	2. 7
6	House on lease	2. 8
7	Other	2. 2

(No answer) 1. 0

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. 2
2	Western Setagaya (Setagaya, Tsurumaki, Miyasaka, Sakura, Kyodo, Sakuragaoka)	12. 4
3	Eastern Kitazawa (Kitazawa, Daizawa, Ohara, Hanegi, Daita)	7. 8
4	Western Kitazawa (Matsubara, Umegaoka, Gotokuji, Akatsutsumi, Sakurajosui)	9. 1
5	Northern Tamagawa (Komazawa-koen, Komazawa 3-chome to 5-chome, Shimmachi, Fukasawa, Sakura-shimmachi, Yoga, Kami-yoga, Tamagawadai)	9. 7
6	Southern Tamagawa (Okusawa, Higashi-tamagawa, Tamagawa Den-en chofu, Todoroki, Oyamadai, Tamazutsumi)	8. 7
7	Western Tamagawa (Nakamachi, Noge, Seta, Kaminoge, Tamagawa)	6. 4
8	Northern Kinuta (Funabashi, Chitosedai, Soshigaya, Kinuta, Seijo)	12. 6
9	Southern Kinuta (Okura, Kinuta-koen, Okamoto, Kamata, Kitami, Unane)	5. 2
10	Karasuyama (Hachiman-yama, Minami-karasuyama, Kasuya, Kita-karasuyama, Kyuden, Kami-soshigaya, Kami-kitazawa)	13. 2

(No answer) 0. 8

Thank you for your cooperation.

※ Please return the completed questionnaire by post by June 3.

2026 Attitude Survey of Setagaya Residents (Summary)
Published in September 2026

Published by:	Public Relations and Public Hearing Division, Policy Planning Department, City of Setagaya 21-27, Setagaya 4-chome, Setagaya-ku, Tokyo TEL: 03 (5432) 2014 FAX: 03 (5432) 3001
Survey conducted by:	Adams Communications Co., Ltd. 6F BRIGHT CORE BLDG ANNEX, 1-8-17 Kamitakaido, Suginami-ku, Tokyo TEL: 03 (6847) 5757 FAX: 03 (6847) 5756