

# Surveys and analysis regarding the evaluation structure of living satisfaction for the attainment of prosperous living

HASEGAWA Hiroshi Hasegawa(Ph.D (Engineering)),  
 Research Coordinator for Housing Performance ,Housing Department

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## 1. Foreword

Policies are being promoted for the "Attainment of a prosperous living" based on the Basic plan for housing (National Plan/2011 to 2020), however, in light of recent financial conditions, it is essential that effective housing measures be carried out effectively. Because of this, we have been taking initiatives to investigate the evaluation structure of each household's living satisfaction (hereafter "living satisfaction") in a three-year plan since 2014. Based on a web survey, basic data was collected and analyzed in 2014.

## 2. Setting the living resource items

Assuming living satisfaction is defined as the quantity and quality of "living resources" possessed by each household, the "living resources," believed to define living satisfaction, was set. Items were temporarily set by consolidating relevant literature and conducting expert hearings, and through pre-investigations on the Web, a total of 34 items were set from the standpoint of residential environment, housing, community and ease of residential improvement.

## 3. Extracting living resource items that affect living satisfaction

Based on this Web investigation, a survey was conducted regarding the total evaluation of living satisfaction, as well as the importance and satisfaction of each living resource item. All 6,138 samples were attained by securing the number of samples that could be analyzed for separate household types (elderly single/married couples, singles other than

elderlies/married couples other than elderlies,

Table 1: The results of the living resource items affecting the total evaluation of living satisfaction

	Metropolitan area/city center		Provincial area/suburbs	
	Elderly singles 457 samples	Child-rearing 758 samples	Elderly singles 412 samples	Child-rearing 1,051 samples
Residential environment	<ul style="list-style-type: none"> <li>• Safety from traffic accidents (0.06)</li> <li>• good peace and order (0.16)</li> <li>• Distance to bus stop (0.12)</li> <li>• Convenience of the supermarket (0.14)</li> </ul>	<ul style="list-style-type: none"> <li>• Safety from traffic accidents (0.08)</li> <li>• Good peace and order (0.06)</li> <li>• No facilities that negatively affect residential environment (0.11)</li> <li>• Distance/convenience to railway station (0.13)</li> <li>• Convenience of the supermarket (0.07)</li> <li>• Convenience of the bank/post office (0.13)</li> </ul>	<ul style="list-style-type: none"> <li>• Good peace and order (0.06)</li> <li>• Abundance of nature and greenery (0.06)</li> <li>• Distance to bus stop (0.07)</li> <li>• Convenience of the supermarket (0.15)</li> </ul>	<ul style="list-style-type: none"> <li>• Abundance of nature and greenery (0.10)</li> <li>• Ease of car movement (0.10)</li> <li>• Convenience of the supermarket (0.16)</li> </ul>
Housing	<ul style="list-style-type: none"> <li>• Airtightness, insulation characteristics (0.14)</li> <li>• Spaciousness and layout (0.20)</li> </ul>	<ul style="list-style-type: none"> <li>• Seismic resistance (0.07)</li> <li>• Spaciousness and layout (0.16)</li> <li>• Ease of housework (0.15)</li> </ul>	<ul style="list-style-type: none"> <li>• Seismic resistance (0.14)</li> <li>• Airtightness, insulation characteristics (0.11)</li> <li>• Spaciousness and layout (0.23)</li> </ul>	<ul style="list-style-type: none"> <li>• Exposure to the sun and ventilation (0.12)</li> <li>• Sound insulation (0.12)</li> <li>• Spaciousness and layout (0.21)</li> </ul>
Community	<ul style="list-style-type: none"> <li>• Close to a child's residence (0.13)</li> <li>• There are people one can greet and converse with (0.20)</li> </ul>	<ul style="list-style-type: none"> <li>• Close to a parent's residence (0.11)</li> </ul>	<ul style="list-style-type: none"> <li>• The residents' association is solid (0.19)</li> </ul>	<ul style="list-style-type: none"> <li>• Close to a friend's residence (0.08)</li> <li>• The residents' association is solid (0.13)</li> </ul>

\* Inside the parenthesis is a standard partial regression coefficient and the relative influence is shown for each item. Items with larger numbers increase in proportion to the effect on the total evaluation of living satisfaction.

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child-rearing) in each of the four region types (metropolitan area center/suburbs, provincial area center/suburbs).

A multiple regression analysis was conducted with the total evaluation of living satisfaction as the response variable, and the satisfaction of each living resource item as the explanatory variable for each household type in each region. Based on the standard partial regression coefficient of each explanatory variable, the items that affect the total evaluation of living satisfaction were extracted. As well, the living resource items affecting the total evaluation of living satisfaction of single elderly households and child-rearing households in the metropolitan area center/suburbs, provincial area/suburbs was extracted, as indicated in Table 1. We were able to find specific items that influence the total evaluation of living satisfaction regardless of one's place of residence and household type, as well as items that differ among one's place of residence and household type.

#### 4. Future works

We will continue to specifically analyze the data attained and at the same time, conduct surveys and analysis of specific regions and work on clarifying the evaluation structure of living satisfaction.