

Research Trends and Results

Clarifying Key Factors that Determine the Housing Satisfaction Levels of the Younger Generation and Child-Rearing Generation

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1. Foreword

The objective of the Basic Plans for Housing (National Plan for 2011 to 2020) is to ensure stable and quality housing for all citizens. To achieve the objective, it is essential to focus on the implementation of effective housing policies. Under the three-year plan starting from fiscal year 2014, we have been engaged in attempting to clarify the determinants of the level of people's satisfaction with the quality of housing (hereinafter referred to as the "Housing Satisfaction Level") by generations and by household attributes. In fiscal year 2015, we extracted important and high priority determinants of the Housing Satisfaction Level through analysis using a statistical survey targeted at younger generation and child-rearing generation primarily in their 20s to 30s.

2. Extraction of Important and High Priority Determinants for the Improvement of Housing Satisfaction Levels through Customer Satisfaction (CS) Portfolio Analysis

In the Comprehensive Housing Survey conducted by the Ministry of Land, Infrastructure, Transport and Tourism (MLIT), levels of satisfaction (four levels from *satisfied* to *extremely dissatisfied*) and levels of importance (three levels from *important* to *not important*) were measured in terms of the elements of housing and living environment (a total of 30 items). The CS portfolio analysis was undertaken using the results of this survey to extract important and high priority determinants for the improvement of Housing Satisfaction Levels.

This analytical method is designed to extract determinants for improvement by analyzing the correlation of the satisfaction level of each element vis-à-vis an overall evaluation of satisfaction levels (deviation value) and also the correlation of the importance level of each element vis-à-vis the mean score of importance levels (deviation value) and by plotting the deviation values of the satisfaction levels of the elements on the vertical axis and the deviation values of the importance levels of the elements on the horizontal axis. The basic concept of this analytical method is shown in the figure.

The results of the CS Portfolio analysis on a nationwide basis by using the results of the 2008 Comprehensive Housing Survey are shown in the table. Priority improvement items vary according to household type, but common items include, in terms of the elements of housing, safety in the event of an earthquake, a typhoon, etc., crime prevention, airtightness and thermal insulation, and noise insulation, and in terms of the elements of living environment, safety for walking on neighboring roads, public security and crime prevention, and lower noises, among other elements.

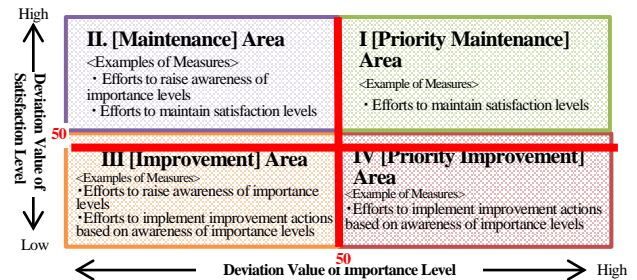


Figure: Four Quadrants of Basic Concept in CS Portfolio Analysis
Table: Results of CS Portfolio Analysis (2008 Comprehensive Housing Survey)

Element	Household Type		Single person household		Married couple household		Parents with children household		
	1	2	1	2	3	4	5		
Elements of Housing	Size and room layout of housing units	I	I	I	I	I	I	I	I
	Plenty of storage space, easy to use storage space	I	I	IV	IV	IV	III	III	
	Easiness to use and size of kitchen, bathroom and other wet areas	IV	I	I	I	I	II	II	
	Safety of housing units in the event of earthquake or typhoon	IV	IV	IV	IV	IV	IV	IV	
	Safety of evacuation in the event of fire	I	I	I	I	I	I	I	
	Crime prevention in housing	IV	I	IV	IV	IV	IV	IV	
	Housing devoid of wear and tear	II	II	II	III	III	III	III	
	Easy to maintain housing	II	II	II	II	II	II	II	
	Thermal insulation and airtightness of housing	IV	IV	IV	IV	III	III	III	
	Energy-efficient housing	IV	IV	III	III	III	III	IV	
	Elderly-friendliness, etc.	III	III	III	III	III	III	IV	
	Ventilation performance	III	IV	III	III	III	III	III	
	Daylighting in main living rooms	I	I	I	I	I	I	I	
	External noise insulation	IV	IV	IV	IV	IV	III	III	
	Insulation against sounds from upstairs, downstairs and neighbors	IV	IV	IV	IV	III	III	II	
Elements of Living Environment	Safety in the event of fire, earthquake, flood, etc.	I	I	IV	I	I	I	IV	
	Barrier-free access to housing and its premises	III	III	III	III	III	III	III	
	Safety for walking on neighboring roads	III	IV	IV	IV	IV	IV	IV	
	Public security and crime prevention	IV	IV	IV	IV	IV	IV	IV	
	Low noises, low atmospheric pollution, etc.	IV	IV	IV	IV	IV	IV	I	
	Convenience for commuting to work, school, etc.	I	I	I	I	I	I	I	
	Convenience for daily shopping and for access to medical welfare facilities, cultural facilities, etc.	I	I	I	I	I	I	I	
	Playgrounds for children, parks, etc.	II	II	II	II	IV	IV	II	
	Interaction with nature, such as greenery and water front	II	II	II	II	II	II	II	
	Large housing premises, and sunny and airy environment	I	I	I	I	I	I	I	
	Townscape, scenery	II	II	II	II	II	II	II	
	Proximity to parents' or relatives' houses	III	II	II	II	II	II	II	
	Involvement with neighbors and community	III	II	II	II	II	I	I	
	Availability of welfare and nursing care services, etc.	III	II	III	III	II	II	I	
	Availability of child rearing support services	III	III	III	III	IV	IV	III	

[Classification of Household Types]

(i) up to 34 years old, (ii) 35 to 44 years old, (iii) Eldest child: up to 5 years old, (iv) Eldest child: 6 to 11 years old, (v) Eldest child: 12 to 17 years old

3. Next Steps

We will clarify key factors that determine the Housing Satisfaction Levels of the younger generation and child-rearing generation through ongoing detailed analysis.