Chapter 2 Public Awareness and Desires Regarding Lifestyle

In light of the current condition of lifestyles associated with labor, leisure time, generation, and place of residence, as shown in Chapter 1, in Chapter 2 we look at different lifestyles as they are and as people want them to be, depending on generation and place of residence, based on an opinion survey (nation attitude survey)[Note 15] that we administered to the general public.

Note that in this chapter "lifestyle" is classified, organized, and aggregated into four elements: "work," "leisure," "housing," and "mobility."

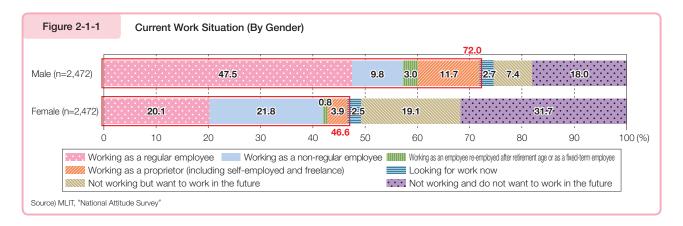## Section 1 Awareness of and Desires Regarding Work

It is assumed that with the arrival of "the 100-year life," healthy lifespans will increase and people will be able to work for a longer period. That is why it is thought that changing the way people work during their lives will have a major impact on the enhancement of lifestyle overall.

In this section, we organize points such as the public's motivation to work and things considered important in work by age and place of residence. We then look at the issues and desires for all people to achieve their preferred working style and participate actively in the world of work.

1 Public Awareness Regarding Work
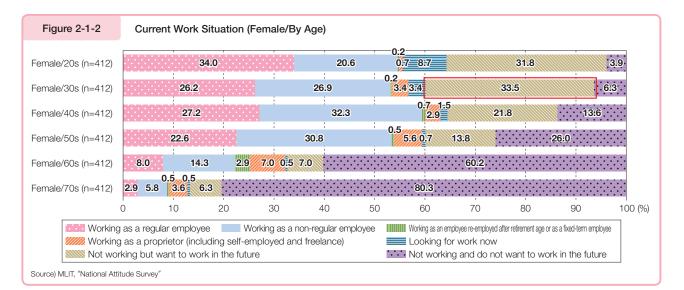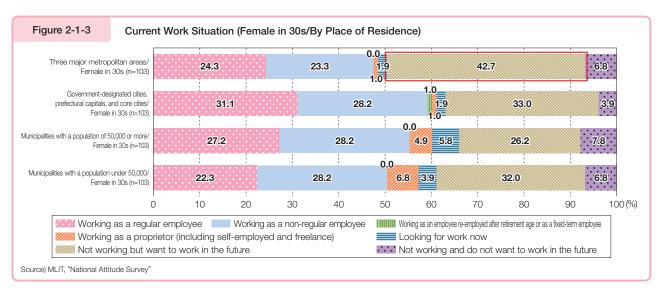
(Women's high will to work)

A look at the current work situation shows that 72.0% of men and 46.6% of women are working. Also, there are fewer women in regular employment than non-regular employment. Thus, the labor situation still differs between men and women (Figure 2-1-1).

Figure 2-1-1	Current Work Situation (By Gender)

Source) MLIT, "National Attitude Survey"

Moreover, the percentage of people who responded that they are "not working but want to work in the future" was 7.4% for men in contrast to 19.1% for women. Furthermore, among women, the percentage was highest for women in their 30s (Figure 2-1-2) and, among that group, especially high among women living in the three major metropolitan areas (Figure 2-1-3). We can see from this that the three major metropolitan areas have more women who want to work but cannot right now than in other locations. We surmise that the reasons for this include the facts that husbands have long working hours (time spent working + time spent commuting) and women have a large housework/child-rearing burden, as mentioned in Section 2 of Chapter 1[Note 16].

Figure 2-1-2   Current Work Situation (Female/By Age)

Source) MLIT, "National Attitude Survey"

Figure 2-1-3   Current Work Situation (Female in 30s/By Place of Residence)

Source) MLIT, "National Attitude Survey"

(Desire to work for a long time)

Next, when we asked people who are currently working how long they would like to work, many people across all ages replied that they would "like to work as long as possible, regardless of retirement age." This trend becomes more obvious the higher the age bracket. We surmise that the reasons for this include the fact that the upper age brackets easily see themselves continuing to work after retirement age, taking it as an achievement of a longer lifespan and in order to maintain contact with society (Figure 2-1-4).

Note 16   See Chapter 1, Section 2, 2. (2) Characteristics of Urban Lifestyles.

Figure 2-1-4 Desire to Work (By Age)

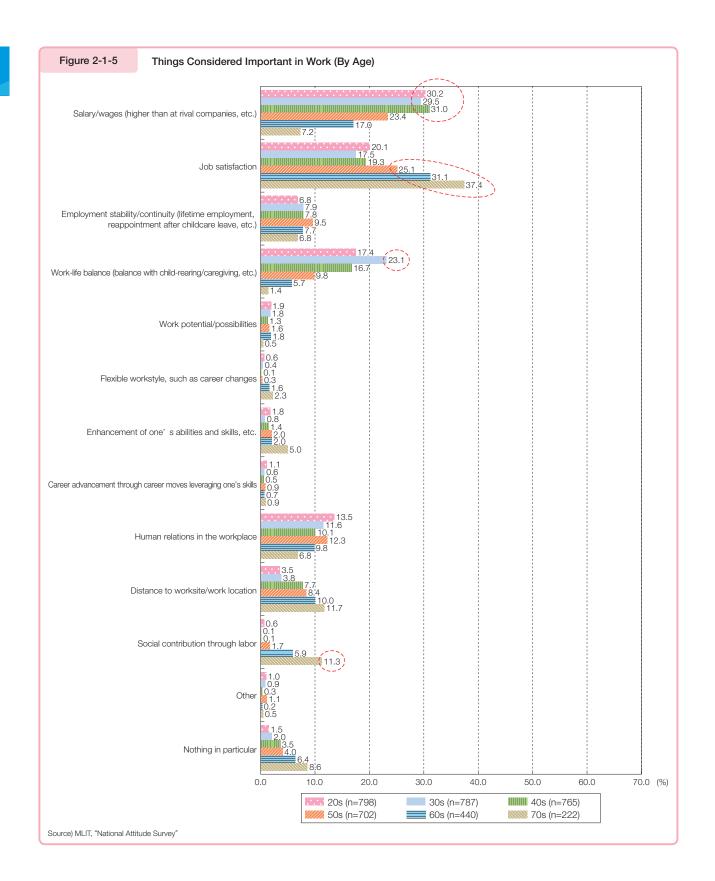|	Want to work until retirement age	Want to work after retirement age until I can collect my pension	Want to work as long as possible, regardless of retirement age	Want to retire from work upon opportunity, such as marriage or childbirth	Want to retire before retirement age, such as through early retirement	Want to quit right now if I could	Other	Not sure
20s (n=798)	22.7	13.8	32.1	8.1	4.6	6.0	0.6	12.0
30s (n=787)	18.6	16.4	37.9	4.1	4.3	6.4	0.6/0.8	11.8
40s (n=765)	17.8	17.8	39.0	4.4	7.3	0.5		12.4
50s (n=702)	20.5	20.9	40.6	1.4	6.1	0.1/1.4		8.8
60s (n=440)	5.7	12.7	65.7	0.9	5.2	0.0/2.7		7.0
70s (n=222)	3.6/2.3		72.5	2.7	6.3	0.5/0.0		12.2

Source) MLIT, "National Attitude Survey"

(Things considered important in work, which differ by generation)

The things considered most important in work tend to differ by one's stage in life. People in their 20s to 40s see "salary/wages" as most important whereas people in their 50s to 70s view "job satisfaction" as most important (Figure 2-1-5).

Among people in their 20s, "salary/wages" are ranked as most important by 30.2%, followed by "job satisfaction" at 20.1%. At this age there is a tendency to desire rewarding work while valuing compensation.

There were more responses stressing "work-life balance" among people in their 30s than other age brackets. The 30s is an age when many people are dealing with child rearing and caregiving, and we surmise that people in this age bracket therefore view balance between work and home life as more important than job satisfaction.

Figure 2-1-5   Things Considered Important in Work (By Age)

Source) MLIT, "National Attitude Survey"

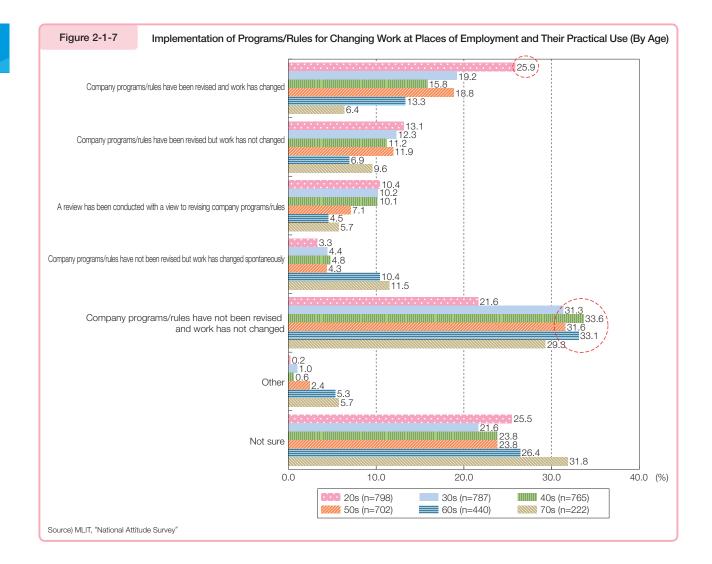| Category	20s (n=798)	30s (n=787)	40s (n=765)	50s (n=702)	60s (n=440)	70s (n=222)
Salary/wages (higher than at rival companies, etc.)	30.2	29.5	31.0	23.4	17.0	7.2
Job satisfaction	20.1	17.5	19.3	25.1	31.1	37.4
Employment stability/continuity (lifetime employment, reappointment after childcare leave, etc.)	6.8	7.9	7.8	9.5	7.7	6.8
Work-life balance (balance with child-rearing/caregiving, etc.)	17.4	23.1	16.7	9.8	5.7	1.4
Work potential/possibilities	1.9	1.8	1.3	1.6	1.8	0.5
Flexible workstyle, such as career changes	0.6	0.4	0.1	0.3	1.6	2.3
Enhancement of one's abilities and skills, etc.	1.8	0.8	1.4	2.0	2.0	5.0
Career advancement through career moves leveraging one's skills	1.1	0.6	0.5	0.9	0.7	0.9
Human relations in the workplace	13.5	11.6	10.1	12.3	9.8	6.8
Distance to worksite/work location	3.5	3.8	7.7	8.4	10.0	11.7
Social contribution through labor	0.6	0.1	0.1	1.7	5.9	11.3
Other	1.0	0.9	0.3	1.1	0.2	0.5
Nothing in particular	1.5	2.0	3.5	4.0	6.4	8.6

"Social contribution through labor," on the other hand, was highest among people in their 70s. This tendency was large in the three major metropolitan areas as well as government-designated cities, prefectural capitals, and core cities. We surmise that the larger a community's population, the higher its consciousness of wanting to contribute to society, rather than just derive income through labor (Figure 2-1-6).

| Figure 2-1-6 | Importance of Social Contribution through Labor (By Age) |

Source) MLIT, "National Attitude Survey"

(Requirements to change work)

Our survey on the existence of programs/rules for changing work at places of employment and their practical use showed a large gap in responses by age. Among people in their 20s, the largest response was, "Company programs/rules have been reviewed and work has changed." Among people in their 30s to 60s, on the other hand, the largest response was, "Company programs/rules have not been reviewed and work has not changed" (Figure 2-1-7). Based on this, we surmise that changes in attitude toward work and the use of programs for changing work have started to make the most progress among the age bracket of people with a short history as working adults.

| Figure 2-1-7 | Implementation of Programs/Rules for Changing Work at Places of Employment and Their Practical Use (By Age) |

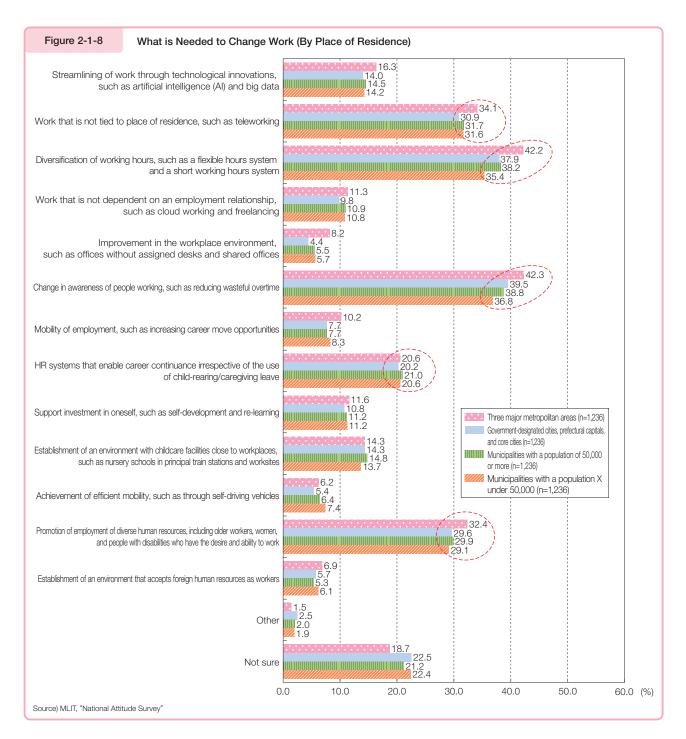Source) MLIT, "National Attitude Survey"

Next, we look by place of residence at what kinds of initiatives people think are needed for changing work.
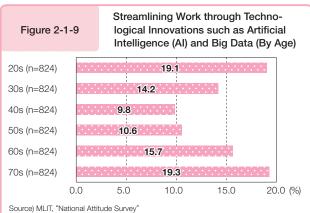
The largest response in all places of residence was, "Change in awareness of people working, such as reducing wasteful overtime." There is a need to develop new attitudes that shift away from the custom of long working hours (Figure 2-1-8).

In addition, "Diversification of working hours, such as a flexible hours system and a short working hours system" and "Work that is not tied to place of residence, such as teleworking" had the most responses as specific initiatives. This kind of work with few constraints on time and place is in greater demand in the three major metropolitan areas compared to other places of residence. We surmise that this is due to facts such as the longer working hours (time spent working + time spent commuting) and higher awareness of improving the quality of time in the three major metropolitan areas than in other regions.

The next initiative with a high number of responses in the three major metropolitan areas and elsewhere was, "Promotion of employment of diverse human resources, including older workers, women, and persons with disabilities who have the desire and ability to work." With Japan's workforce projected to decline, there is a need to make use of older workers and women, etc., who are highly motivated to work. Also, since "HR systems that enable career continuance irrespective of the use of child-rearing/caregiving leave" was a high response regardless of place of residence, there is a need to establish systems that allow people to keep working in their current careers.

Figure 2-1-8 What is Needed to Change Work (By Place of Residence)

Streamlining of work through technological innovations, such as artificial intelligence (AI) and big data
- 16.3
- 14.0
- 14.5
- 14.2

Work that is not tied to place of residence, such as teleworking
- 34.1
- 30.9
- 31.7
- 31.6

Diversification of working hours, such as a flexible hours system and a short working hours system
- 42.2
- 37.9
- 38.2
- 35.4

Work that is not dependent on an employment relationship, such as cloud working and freelancing
- 11.3
- 9.8
- 10.9
- 10.8

Improvement in the workplace environment, such as offices without assigned desks and shared offices
- 8.2
- 4.4
- 5.5
- 5.7

Change in awareness of people working, such as reducing wasteful overtime
- 42.3
- 39.5
- 38.8
- 36.8

Mobility of employment, such as increasing career move opportunities
- 10.2
- 7.7
- 7.7
- 8.3

HR systems that enable career continuance irrespective of the use of child-rearing/caregiving leave
- 20.6
- 20.2
- 21.0
- 20.6

Support investment in oneself, such as self-development and re-learning
- 11.6
- 10.8
- 11.2
- 11.2

Establishment of an environment with childcare facilities close to workplaces, such as nursery schools in principal train stations and worksites
- 14.3
- 14.3
- 14.8
- 13.7

Achievement of efficient mobility, such as through self-driving vehicles
- 6.2
- 5.4
- 6.4
- 7.4

Promotion of employment of diverse human resources, including older workers, women, and people with disabilities who have the desire and ability to work
- 32.4
- 29.6
- 29.9
- 29.1

Establishment of an environment that accepts foreign human resources as workers
- 6.9
- 5.7
- 5.3
- 6.1

Other
- 1.5
- 2.5
- 2.0
- 1.9

Not sure
- 18.7
- 22.5
- 21.2
- 22.4

Legend:
- Three major metropolitan areas (n=1,236)
- Government-designated cities, prefectural capitals, and core cities (n=1,236)
- Municipalities with a population of 50,000 or more (n=1,236)
- Municipalities with a population X under 50,000 (n=1,236)

Source) MLIT, "National Attitude Survey"

Another item that is going to become important along with the securing of workers is increasing productivity. Progress in technological innovations such as AI is therefore attracting attention in various fields. Analyzed by age, the higher percentages of people in our survey who chose "Streamlining work through technological innovations such as artificial intelligence (AI) and big data" were in the lower and upper age brackets. We surmise that there could be a willingness to actively embrace technological innovations not only among the younger age bracket, which uses the Internet a lot on a routine basis and is thought to be the cen-

Figure 2-1-9 Streamlining Work through Technological Innovations such as Artificial Intelligence (AI) and Big Data (By Age)

- 20s (n=824): 19.1
- 30s (n=824): 14.2
- 40s (n=824): 9.8
- 50s (n=824): 10.6
- 60s (n=824): 15.7
- 70s (n=824): 19.3

Source) MLIT, "National Attitude Survey"

I

Chapter 2 Public Awareness and Desires Regarding Lifestyle

ter of technical innovation, but also among the upper age bracket for such purposes as work continuance (Figure 2-1-9).

2   Desires Regarding Work

(1) Achieving Diverse Working Styles According to Life Stage

The things considered important in work are diverse, according to one's stage in life. An environment needs to be developed that allows all people to keep working in their desired way.

(Fulfillment of the will to work)

There is a desire among those who are not working now to work in the future, especially among women in their 30s. There is a need for systems that allow people to keep working without interrupting their careers due to child-rearing/caregiving or to start working again after resigning or taking a leave of absence.

Also, across all ages, many people hope to keep working for a long time, regardless of the age of retirement. Furthermore, the upper age bracket attaches importance to contributing to society through labor, rather than just deriving income. Among younger age brackets, including the 20s, many people desire a sense of job satisfaction even as they emphasize the importance of salary/wages. This indicates the need to establish an environment in which people can continue to do rewarding work, such as by establishing systems that support the continuance of or moves into jobs that use skills and for improving one's skills.

(Achievement of work-life balance)

Especially among people in their 20s to 40s, there is a need to achieve work-life balance, including securing time for housework/child-rearing while working and valuing personal time, in order to work in good mental and physical health. This indicates the need to diversify places of work through the use of telework and satellite offices as well as for initiatives to facilitate work with few constraints on time and place, such as diversification of working hours through a flexible hours system and a short working hours system, etc.

(2) Streamlining Work through Changes of Attitude and Technological Innovation

As Japan's workforce decreases due to a declining and rapidly aging population, it is of great importance to increase productivity along with securing diverse human resources, including women, older workers, and persons with disabilities as workers. That will require a change in the awareness of people who are working, such as reducing wasteful overtime. It will also require efforts to streamline work by introducing innovations such as AI and big data in all fields and across all generations, including the younger age bracket, which has a high affinity for using the Internet and which is thought will be at the center of the 4th Industrial Revolution.

Moreover, in order to keep working for a long time with a sense of satisfaction amid such progressing technological innovations, human resources must be able to adapt to the changing times. Accordingly, there is a need to create opportunities for relearning with the objective of updating one's skills.

Section 2   Public Awareness and Desires Regarding Leisure

Enriching one's free time leads to a richer life overall and, by refreshing the mind and body, also translates into a richer work life.

In this section, we organize the current condition of leisure time and leisure time that people wish to enhance, based on age and place of residence. We also look at what is needed to enhance leisure time.

Also, participating in community activities, volunteer activities and other activities that benefit society[Note 17] can become an "enjoyment" for that person by giving him or her a sense of reward and purpose. That is why, in this section, we introduce awareness of social contribution activities, taking them as a kind of "leisure."

Note 17   Social contribution activities, such as community activities and volunteering, are the same as defined in Note 10 in Chapter 1, Section 1.
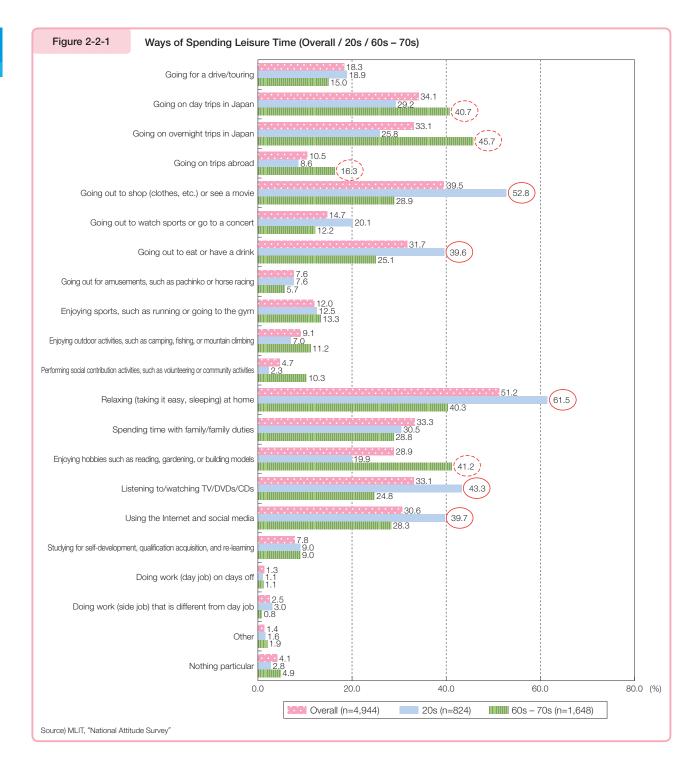
1   Public Awareness Regarding Leisure

(Diverse kinds of leisure time)

Leisure time is spent in a great variety of ways depending on age. There is a large difference in how leisure time is spent, especially between people in their 20s and those in their 60s and 70s. There is also a difference in their spheres of activity.

People in their 20s tend to spend leisure time indoors, such as at home, with the highest percentage (61.5%) "Relaxing (taking it easy, sleeping) at home" or "Listening to/watching TV/DVDs/CDs" and "Using the Internet and social media." As for going out, most responses indicated spending time casually nearby, such as "Going out for shopping or to see a movie" and "Going out to eat or have a drink" (Figure 2-2-1).

People in their 60s and 70s, on the other hand, spend a higher than average amount of leisure time "Going on overnight trips in Japan," "Going on day trips in Japan," and "Going on trips abroad." We can say that their sphere of activity is broader than that of people in their 20s. When they do spend time at home, it is often in "Hobbies "such as reading, gardening, and building models," suggesting they even at home they engage in relatively active endeavors.
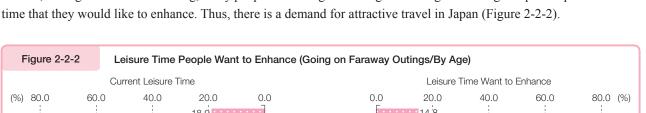
Figure 2-2-1   **Ways of Spending Leisure Time (Overall / 20s / 60s – 70s)**

Source) MLIT, "National Attitude Survey"

(Leisure time that people wish to enhance)

We asked people what kind of leisure time they would like to enhance if their work changed as a result of correcting long working hours and achieving work-life balance. The replies indicated a latent wish to expand spheres of activity more than now and a desire to enhance time for personal growth, including personal development and re-learning.

■ Expansion of sphere of activity

Currently, people in their 20s to 50s have less leisure time to spend traveling to faraway places than people in their 60s to 70s (Figure 2-2-2). However, when asked about leisure time that they would like to enhance if changing work created time, many people replied that they would "like to go traveling." We therefore surmise that there is a latent wish to expand one's sphere of activity.
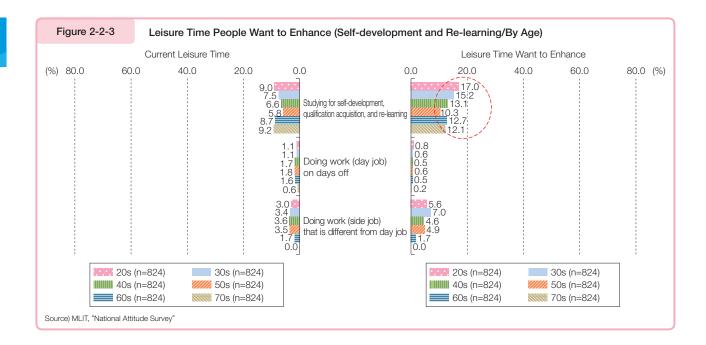
Also, among the kinds of traveling, many people in each age bracket gave "Going on overnight trips in Japan" as leisure time that they would like to enhance. Thus, there is a demand for attractive travel in Japan (Figure 2-2-2).

Figure 2-2-2　Leisure Time People Want to Enhance (Going on Faraway Outings/By Age)

■ Enhancement through self-development and re-learning

Few people gave "Studying for self-development, qualification acquisition, and re-learning" as a way they currently spend leisure time; for people in their 20s to 40s it was 9.0%, 7.5%, and 6.6%, respectively. In contrast, their replies indicating a desire to enhance this in the future were 17.0%, 15.2%, and 13.1%, respectively, a nearly twofold increase over the present (Figure 2-2-3). Although the total numbers were small, the same trend appeared in replies for, "Doing work (a side job) that is different from one's day job." Based on this, we surmise that there are people who, in anticipation of "the 100-year life," aspire to new ways of work by re-learning and doing side jobs to update and improve their skills.
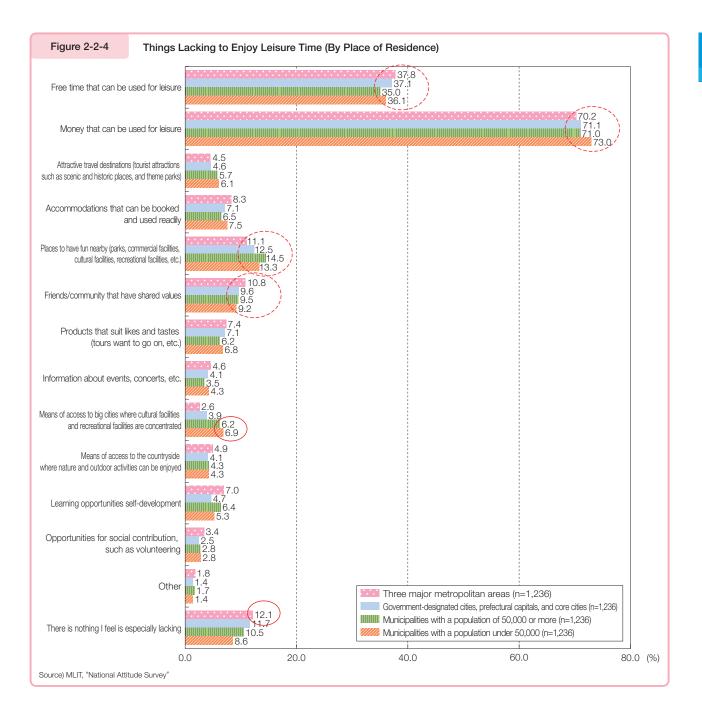

Figure 2-2-3　　Leisure Time People Want to Enhance (Self-development and Re-learning/By Age)

Current Leisure Time

Leisure Time Want to Enhance

Source) MLIT, "National Attitude Survey"

(The things lacking for enjoying leisure time)

"Money" and "time" are given by a lot of people as things that are lacking for enjoying leisure time. In order to increase time for leisure, there is a need to make efforts to change work and to provide places where people can have carefree fun without spending money and time (Figure 2-2-4).

Looking by place of residence at things besides "time" and "money" that are lacking, we see that "There is nothing I feel as especially lacking" is a somewhat higher trend, at 12.1%, in the three major metropolitan areas as compared to other places of residence, indicating a relatively lower sense of inadequacy regarding leisure time.

Also, many people across all regions feel that there are not enough "Places to have fun nearby (parks, commercial facilities, cultural facilities, recreational facilities, etc.)". With regard to this, the smaller an area's population, the more people indicated the lack of "Means of access to big cities where cultural facilities and recreational facilities are concentrated." We therefore surmise that were the convenience of public transportation to improve, people could offset the sense of inadequacy regarding "Places to have fun nearby" by using facilities in big cities.

The next highest reply, regardless of place of residence, was "Friends/community that have shared values." This suggests a sense of inadequacy regarding connection, such as companions to spend leisure time with.
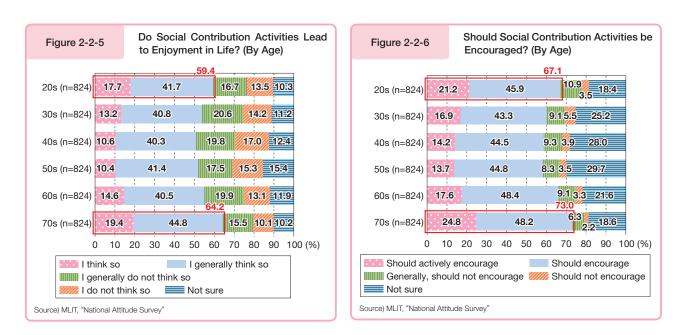
Figure 2-2-4 **Things Lacking to Enjoy Leisure Time (By Place of Residence)**

Source) MLIT, "National Attitude Survey"

(Social contribution activities as an enjoyment in life)

In this section, we take the feeling of purpose in life that comes from participating in social contribution activities such as community activities and volunteering as "enjoyment" in the broad sense, not just using one's own time freely.

Overall, many people replied that using leisure time to participate in social contribution activities leads to enjoyment in life (Figure 2-2-5). Of those, the total percentage of people in their 20s and 70s who replied that they "agree" or "generally agree" were 59.4% and 64.2%, respectively. These are higher than for other age brackets, suggesting their high awareness regarding social contribution activities.

We also asked people whether efforts should be made to encourage (spread) the use of social contribution activities in community development. As in Figure 2-2-5, there were many affirmative responses in each age bracket, with an especially high percentage of 73.0%, combining "Should actively encourage" and "Should encourage," among people in their 70s (Figure 2-2-6). The next highest percentage, at 67.1%, was for people in their 20s. This suggests that the social contribution-minded age brackets have a high awareness regarding the use of social contribution activities in community development. Japan is in a tight fiscal situation, and it is thought that maintaining the same level of government services

as in the past will become difficult. Accordingly, the question of how to capitalize on this public drive is important.

Figure 2-2-5	Do Social Contribution Activities Lead to Enjoyment in Life? (By Age)

Source) MLIT, "National Attitude Survey"

Figure 2-2-6	Should Social Contribution Activities be Encouraged? (By Age)

Source) MLIT, "National Attitude Survey"

While people say in this way that they have a desire to participate in social contribution activities, when we look at actual participation by age, we see that people in their 60s and 70s participate mainly in festivals and cleanups, etc., and most people in the 20s to 50s replied "Nothing in particular" (Figure 2-2-7).

Figure 2-2-7   **Actual Social Participation (By Age)**

Child-rearing support, such as watching over and talking with children
- 5.7
- 10.7
- 12.3
- 10.6
- 8.7
- 10.7

Support watching over the elderly and persons with disabilities, such as confirming their safety and providing caregiving
- 3.8
- 2.7
- 2.4
- 3.0
- 4.4
- 7.9

Managing/using vacant houses/lands
- 2.1
- 1.8
- 1.7
- 0.6
- 1.2
- 2.2

Crime/fire prevention activities, such as nighttime patrols
- 3.9
- 4.5
- 6.6
- 10.7
- 10.7
- 12.5

Disaster prevention activities, such as evacuation drills
- 14.3
- 10.3
- 14.4
- 17.5
- 22.8
- 24.9

Traffic safety activities, such as along school routes
- 4.2
- 9.0
- 17.4
- 15.4
- 12.1
- 10.8

Environmental conservation and beautification, such as cleanups, greening, and weeding
- 25.5
- 21.1
- 28.4
- 35.7
- 40.8
- 40.5

Recycling activities, such as waste collection
- 10.1
- 14.7
- 18.8
- 25.4
- 28.3
- 28.0

Community activities, such as festivals, athletics meets, bazaars, organizations for children
- 27.8
- 30.3
- 36.4
- 35.4
- 39.8
- 42.6

Cultural transmission including local culture and traditional performing arts
- 2.7
- 2.1
- 2.7
- 2.9
- 4.7
- 4.4

Lifelong learning, such as taking educational courses
- 1.6
- 2.8
- 3.9
- 4.6
- 9.5
- 13.5

Activities supporting tourism and exchange, such as sightseeing volunteering
- 2.2
- 1.1
- 1.7
- 0.8
- 2.2
- 2.4

Fund-raising and donation activities on the street and in the community
- 5.5
- 3.2
- 3.3
- 5.2
- 5.3
- 7.4

Other
- 0.7
- 0.2
- 0.5
- 1.2
- 1.6
- 2.8

Nothing in particular
- 51.2
- 49.8
- 40.8
- 38.2
- 32.5
- 27.8

0.0   10.0   20.0   30.0   40.0   50.0   60.0 (%)

20s (n=824)   30s (n=824)   40s (n=824)
50s (n=824)   60s (n=824)   70s (n=824)

Source) MLIT, "National Attitude Survey"

Furthermore, when we asked people what was lacking to enhance social contribution activities, many people across all age brackets replied, "Community in which to participate casually," indicating the need for places of connection (Figure 2-2-8). This reply was especially high among people in their 60s and 70s, at 28.6% and 30.3%, respectively. Whereas other age brackets have communities such as places of employment and schools (including schools that family members attend), the upper age brackets have a lack of these kinds of communities. We therefore surmise that they need an impetus

to participate in social contribution activities.

Figure 2-2-8 Sense of Inadequacy for Enhanced Social Contribution Activities (By Age)

Legend:
- Time for social participation
- Personal funds for social participation
- Information related to social participation
- Community in which to participate casually
- Educational opportunities encouraging social participation
- Other
- Nothing in particular

Source) MLIT, "National Attitude Survey"

Also, people in their 20s to 50s, more than the other age brackets, felt a lack of funds and time. It is therefore thought that there is a need for communities in which people can participate casually and increase their activities without spending money and time. Moreover, as we surmise that people in these age brackets have little time for leisure due to the pressures of daily living, including work, there is a need for initiatives to change work so as to achieve a work-life balance.

2 Desires Regarding Leisure

(1) Creating time for leisure

Nowadays, the ways of spending leisure time vary greatly by age. While there are differences in tastes among age brackets, it is thought that the length of time that can be spent on leisure also has a major impact. We surmise that if time for leisure could be created in the future, such as by correcting long working hours, it would be possible for people to go traveling, inside or outside of Japan, and to use time in forward-looking ways for the future, such as self-development. For that reason, there is a need for initiatives to change how people work.

Also, the efficiency of transportation to places for spending leisure time needs to be improved, both to broaden spheres of activity and to create time. Accordingly, there is a need for initiatives related to improvement of mobility, including the convenience of public transportation and mitigation of road congestion.

(2) Diversifying and Deepening Enjoyments

(Creation of places that can be enjoyed even more)

Given current conditions, many people feel a lack of time and money to spend on leisure time, necessitating places that can be enjoyed casually. Also, many people across all age brackets chose "Traveling in Japan" as a leisure activity that they would like to enhance in the future. Thus, there is a major desire to enhance domestic travel among the younger age brackets, in addition to the upper age brackets, among which many people currently spend leisure time traveling.

So, there is a need for initiatives to create places that can be enjoyed even further, by making use of existing resources and people and by increasing the attractiveness of sightseeing.

(Creating opportunities for re-learning)

At present, less than 10 percent of people in each age bracket allocate limited time for leisure to time spent in self-development and re-learning. However, there is a great deal of desire to enhance self-development and re-learning, if time permitted. Under these circumstances, "re-learning," in which one pursues self-improvement, will become more important in light of progress in technological innovation and the arrival of "the 100-year life," and so there is a need to create such opportunities.

(3) Enhancing Social Contribution Activities

Among the diverse ways to enjoy oneself, there is a latent group of people who seek purpose in life and take as enjoyment participation in social contribution activities such as community activities and volunteering. This drive is higher among people in their 20s and 70s, but we imagine that there are people who cannot satisfy this urge due to a shortage of activity funds or community. Based on this, there is a need to create places of social participation, including communities in which people can participate casually and increase their activities without spending money and time.

Also, currently, initiatives that leverage the public drive to participate in social contribution activities by volunteering for community development and infrastructure maintenance are already taking place in different areas. These are places that create connections among people, regardless of generation, and are also thought to create a purpose in life for each individual. In light of Japan's tight fiscal situation, it is important to further expand these kinds of activities.

Section 3　Public Awareness and Desires Regarding Housing

The home is the base of our lives and can be said to be the most important factor supporting lifestyle. That is why it is thought that enhancing housing will translate into a richer life, including "work" and "leisure."
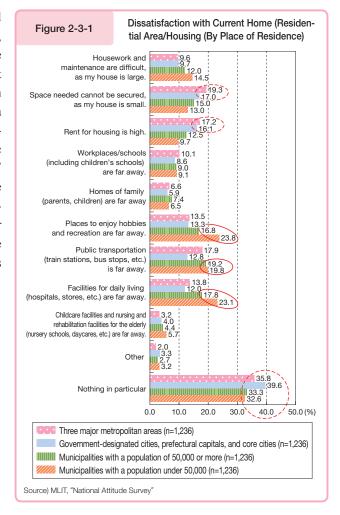
In this section, we organize public awareness regarding current and future housing by age and place of residence and, keeping this in mind, discuss desires regarding housing.

1　Public Awareness Regarding Housing

(Dissatisfaction with one's current home (residential area/housing))

Looking at dissatisfaction with one's current home (residential area/housing), the highest response in all regions was, "nothing in particular." From this we surmise that, in general, there is little dissatisfaction with people's homes (Figure 2-3-1).

However, in the three major metropolitan areas, as well as in government-designated cities, prefectural capitals, and core cities, many responses indicated that, "Space needed cannot be secured, as my house is small," and "Rent for housing is high." Furthermore, in municipalities with a population of 50,000 or more and municipalities with a population under 50,000, many people replied that, "Places to enjoy hobbies and recreation are far away," "Public transportation (train stations, bus stops, etc.) is far away," and "Facilities for daily living (hospitals, stores, etc.) are far away." Based on this, we see that the types of dissatisfaction with people's homes differ by region, with higher dissatisfaction with housing itself, including floor space and rent, in the city and higher dissatisfaction with access to residential areas in the countryside.

Figure 2-3-1 Dissatisfaction with Current Home (Residential Area/Housing (By Place of Residence)
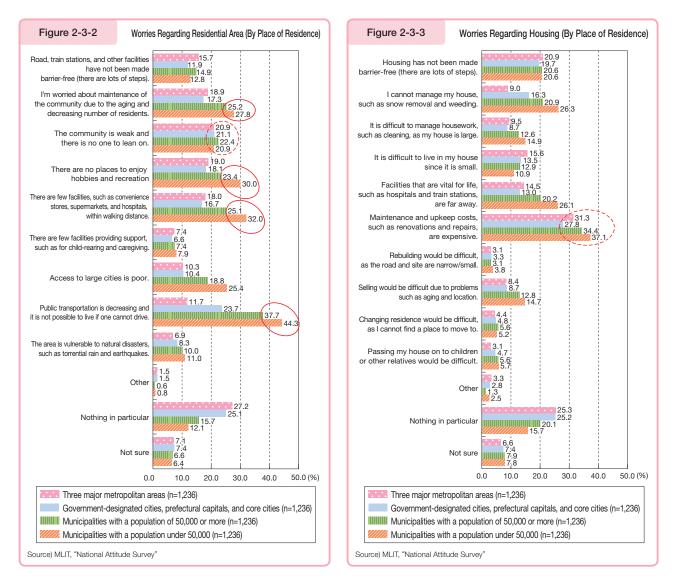
Source) MLIT, "National Attitude Survey"

(Worries regarding one's current home (residential area/housing))

Looking at worries regarding one's current home (residential area/housing), high responses in all regions were, with regard to residential area, "The community is weak and there is no one to lean on" and, with regard to housing, "Maintenance and upkeep costs, such as renovations and repairs, are expensive" (Figures 2-3-2 and 2-3-3). In municipalities with a population of 50,000 or more and municipalities with a population under 50,000, the highest response was, "Public transportation is decreasing and it is not possible to live if one cannot drive," followed by, "There are few facilities, such as convenience stores, supermarkets, or hospitals within walking distance," "There are no places to enjoy hobbies and recreation," and "I'm worried about maintenance of the community due to the aging and decreasing number of residents."

From this we see that in all regions there are worries about the weakness of the communities that support living and about the maintenance and upkeep costs of current housing. In addition to that, in the countryside, there are major worries about the automobile-dependent society, shortage of urban functions that support living, such as hospitals, shortage of places to have fun, and community maintenance. Among these worries, the one with an especially large gap between the city and countryside is worry about automobile dependence. We surmise that the ongoing movement toward automobile dependence in the countryside, as mentioned in Section 2 of Chapter Note 18, is having an effect on this concern.

Note 18 See Chapter 1, Section 2, 3. (2) Characteristics of Rural Lifestyles.

Figure 2-3-2   Worries Regarding Residential Area (By Place of Residence)

Road, train stations, and other facilities have not been made barrier-free (there are lots of steps).
- 15.7
- 11.9
- 14.9
- 12.8

I'm worried about maintenance of the community due to the aging and decreasing number of residents.
- 18.9
- 17.3
- 25.2
- 27.8

The community is weak and there is no one to lean on.
- 20.9
- 21.1
- 22.4
- 20.9

There are no places to enjoy hobbies and recreation
- 19.0
- 18.1
- 23.4
- 30.0

There are few facilities, such as convenience stores, supermarkets, and hospitals, within walking distance.
- 18.0
- 16.7
- 25.1
- 32.0

There are few facilities providing support, such as for child-rearing and caregiving.
- 7.4
- 6.6
- 7.4
- 7.9

Access to large cities is poor.
- 10.3
- 10.4
- 18.8
- 25.4

Public transportation is decreasing and it is not possible to live if one cannot drive.
- 11.7
- 23.7
- 37.7
- 44.3

The area is vulnerable to natural disasters, such as torrential rain and earthquakes.
- 6.9
- 8.3
- 10.0
- 11.0

Other
- 1.5
- 1.5
- 0.6
- 0.8

Nothing in particular
- 27.2
- 25.1
- 15.7
- 12.1

Not sure
- 7.1
- 7.4
- 6.6
- 6.4

0.0   10.0   20.0   30.0   40.0   50.0 (%)

- Three major metropolitan areas (n=1,236)
- Government-designated cities, prefectural capitals, and core cities (n=1,236)
- Municipalities with a population of 50,000 or more (n=1,236)
- Municipalities with a population under 50,000 (n=1,236)

Source) MLIT, "National Attitude Survey"

Figure 2-3-3   Worries Regarding Housing (By Place of Residence)

Housing has not been made barrier-free (there are lots of steps).
- 20.9
- 19.7
- 20.6
- 20.6

I cannot manage my house, such as snow removal and weeding.
- 9.0
- 16.3
- 20.9
- 26.3

It is difficult to manage housework, such as cleaning, as my house is large.
- 9.5
- 8.7
- 12.6
- 14.9

It is difficult to live in my house since it is small.
- 15.6
- 13.5
- 12.9
- 10.9

Facilities that are vital for life, such as hospitals and train stations, are far away.
- 14.5
- 13.0
- 20.2
- 26.1

Maintenance and upkeep costs, such as renovations and repairs, are expensive.
- 31.3
- 27.8
- 34.4
- 37.1

Rebuilding would be difficult, as the road and site are narrow/small.
- 3.1
- 3.3
- 3.1
- 3.8

Selling would be difficult due to problems such as aging and location.
- 8.4
- 8.7
- 12.8
- 14.7

Changing residence would be difficult, as I cannot find a place to move to.
- 4.4
- 4.8
- 5.6
- 5.2

Passing my house on to children or other relatives would be difficult.
- 3.1
- 4.7
- 5.6
- 5.7

Other
- 3.3
- 2.8
- 1.3
- 2.5

Nothing in particular
- 25.3
- 25.2
- 20.1
- 15.7

Not sure
- 6.6
- 7.4
- 7.9
- 7.8

0.0   10.0   20.0   30.0   40.0   50.0 (%)

- Three major metropolitan areas (n=1,236)
- Government-designated cities, prefectural capitals, and core cities (n=1,236)
- Municipalities with a population of 50,000 or more (n=1,236)
- Municipalities with a population under 50,000 (n=1,236)
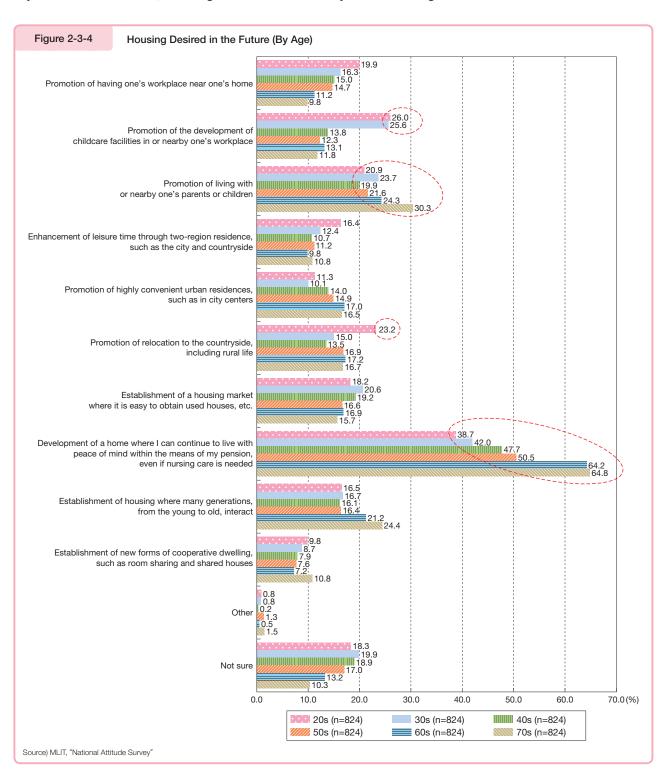
Source) MLIT, "National Attitude Survey"

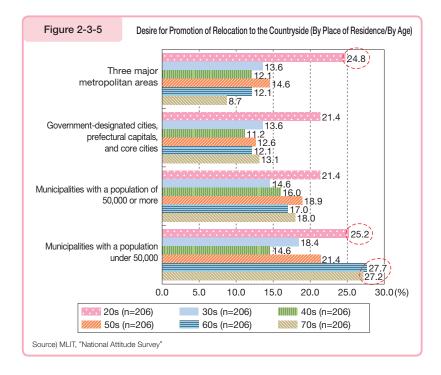**(Housing desired in the future)**

The highest response, across all generations, regarding the desired housing in the future was, "Development of a home where I can continue to live with peace of mind within the means of my pension, even if nursing care is needed." The higher the age bracket, the higher the percentage providing that response (Figure 2-3-4). This indicates a desire, regardless of generation, for ways of living that take seriously our aging society with a declining birthrate, and we surmise that this desire strengthens the higher the age bracket.

The next response that was high regardless of generation was, "Promotion of living with or nearby one's parents or children." This response was higher among people in their 30s and 60s to 70s than in other age brackets, suggesting that they look to family for help with child-rearing and caregiving.

Also, a high percentage of the child-rearing generation of people in their 20s and 30s responded, "Promotion of the development of childcare facilities in or nearby one's workplace." This shows that they are deeply concerned about living situations that support work-life balance.

Additionally, people in their 20s had a higher interest in "Promotion of relocation to the countryside, including rural life," than did other generations. When this tendency was further analyzed by place of residence, it showed high percentages for people in their 20s living in the three major metropolitan areas and municipalities with a population under 50,000 and even higher interest among people in their 60s to 70s living in municipalities with a population under 50,000 (Figure 2-3-5). We surmise from this that there are many people in their 20s living in the three major metropolitan areas who are interested in moving to the countryside, in addition to which there are many people in their 20s living in the countryside who are interested in relocation as the ones who would welcome the incomes. We also surmise that the result reflects a

high number of people in the upper age brackets who hope that welcoming newcomers to the countryside would lead to maintenance and reinvigoration of the local community. Based on this, it is thought that support is needed for housing that expands human interaction, including relocation to the countryside and two-region residence.

Figure 2-3-4   Housing Desired in the Future (By Age)

Source) MLIT, "National Attitude Survey"

| Figure 2-3-5 | Desire for Promotion of Relocation to the Countryside (By Place of Residence/By Age) |

Source) MLIT, "National Attitude Survey"

2   Desires Regarding Housing

(1) Sustainable Community Development, Including Intensification of Urban Functions

In all regions, there are worries about the communities that underpin living. What is more, in the countryside, there are major concerns about hospitals and other urban facilities, the automobile-dependent society, the shortage of places to have fun, and community maintenance.

Based on this, and in light of issues such as increasing population decline and lower population densities in residential areas in the future, there is a need for initiatives related to intensification of urban functions that increase community sustainability, the restructuring of public transportation, and community maintenance, etc.

(2) Development of Environments in which Elderly People Can Keep Living with Peace of Mind

In all regions, there are worries about the maintenance and upkeep costs of current housing. Additionally, there is a major need for the "Development of a home where I can continue to live with peace of mind" across all generations, including the elderly.

Based on this, there is a need for initiatives related to the development of environments in which elderly people and others can continue to live with peace of mind, including the securing of housing and development of barrier-free facilities.

(3) Support for Housing that Underpins Work-Life Balance

Housing in the future desired by people in their 20s to 30s include development of childcare facilities in or nearby one's workplace. There is a major need for living situations that support work-life balance.

Based on this, there is a need for support for housing that underpins work-life balance, including promotion of childcare facilities close to workplaces, housing close to workplaces, and multigenerational households.

(4) Support for Housing that Expands Human Interaction, Including Relocation to the Countryside

The current situation suggests that there is strong interest in promotion of relocation to the countryside, including rural life, mainly among the upper age bracket of people in their 60s to 70s and people in their 20s living in municipalities with a population under 50,000, which are the communities that would welcome relocation to the countryside, and among people in their 20s living in the three major metropolitan areas, who would be the people relocating to the countryside.

From this we can say that there is a need for initiatives that support ways of living that expand human interaction, including relocation to the countryside and two-region residence. Furthermore, these initiatives are ones that are thought

to contribute to the provision of places for person-to-person connection, which could also help shore up the "community weakness" about which there is anxiety in all regions.

Section 4　Public Awareness Regarding Mobility and Desires for Future Initiatives

　　Thus far in this chapter we categorized lifestyle into "work," "leisure," and "housing", and looked at their current situation and what people desire for them in the future. "Mobility," including means of transportation and movement, is related to each of these other facets of lifestyle and is thought to have a major impact for their enhancement.

　　In this section, we organize the public's worries, etc., regarding means of transportation and movement, including public transportation and automobiles, by age and place of residence and consider the difference in issues faced by the city and the countryside as well as desires for the future.

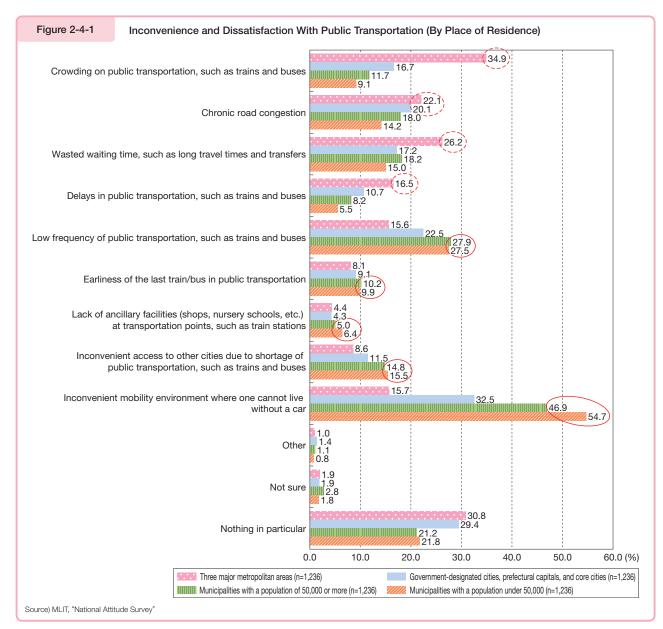## 1　Public Awareness Regarding Mobility

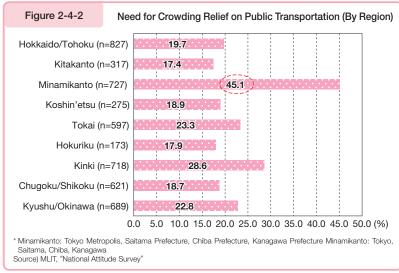(Inconvenience and dissatisfaction with public transportation)

　　Inconvenience and dissatisfaction with means of transportation in daily life and for commuting to work or school differs depending on the place of residence.

　　The larger an area's population, the more dissatisfaction with comfort is felt during movement, including "Crowding on public transportation such as trains and buses," "Chronic road congestion," "Wasted waiting time, such as long travel times," and "Delays in public transportation such as trains and buses" (Figure 2-4-1). In the three major metropolitan areas in particular, the response of "Crowding on public transportation such as trains and buses" was extremely high compared to other regions. Furthermore, when the need for mitigation of crowding on public transportation was analyzed in more detail by area, it was highest in the southern Kanto region, which is the Tokyo area[Note 19]. We could say that crowding on public transportation is an especially serious problem in the Tokyo area (Figure 2-4-2).

　　The smaller an area's population, on the other hand, the more dissatisfaction there was with the shortage and deficiency of public transportation itself, including, "Low frequency," "Inconvenient access to other cities," and "Earliness of the last train/bus" (Figure 2-4-1).

　　Also, in regions besides the three major metropolitan areas, the most common response was, "Inconvenient mobility environment where one cannot live without a car." This is especially true in municipalities with a population of 50,000 or more and municipalities with a population under 50,000, where nearly half of people gave this response, at 46.9% and 54.7%, respectively. We can see from this that people are dissatisfied with an environment where a car is vital for life.
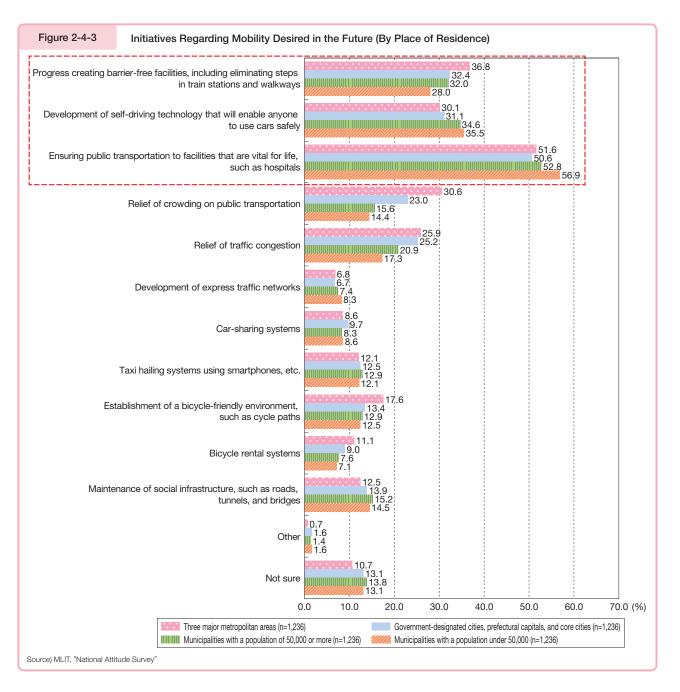

Note 19　Refers to the Tokyo Metropolis, Kanagawa Prefecture, Saitama Prefecture, and Chiba Prefecture

Figure 2-4-1   Inconvenience and Dissatisfaction With Public Transportation (By Place of Residence)

Crowding on public transportation, such as trains and buses
- 34.9
- 16.7
- 11.7
- 9.1

Chronic road congestion
- 22.1
- 20.1
- 18.0
- 14.2

Wasted waiting time, such as long travel times and transfers
- 26.2
- 17.2
- 18.2
- 15.0

Delays in public transportation, such as trains and buses
- 16.5
- 10.7
- 8.2
- 5.5

Low frequency of public transportation, such as trains and buses
- 15.6
- 22.5
- 27.9
- 27.5

Earliness of the last train/bus in public transportation
- 8.1
- 9.1
- 10.2
- 9.9

Lack of ancillary facilities (shops, nursery schools, etc.) at transportation points, such as train stations
- 4.4
- 4.3
- 5.0
- 6.4

Inconvenient access to other cities due to shortage of public transportation, such as trains and buses
- 8.6
- 11.5
- 14.8
- 15.5

Inconvenient mobility environment where one cannot live without a car
- 15.7
- 32.5
- 46.9
- 54.7

Other
- 1.0
- 1.4
- 1.1
- 0.8

Not sure
- 1.9
- 1.9
- 2.8
- 1.8

Nothing in particular
- 30.8
- 29.4
- 21.2
- 21.8

0.0   10.0   20.0   30.0   40.0   50.0   60.0 (%)

Three major metropolitan areas (n=1,236)   Government-designated cities, prefectural capitals, and core cities (n=1,236)
Municipalities with a population of 50,000 or more (n=1,236)   Municipalities with a population under 50,000 (n=1,236)

Source) MLIT, "National Attitude Survey"

Figure 2-4-2   Need for Crowding Relief on Public Transportation (By Region)

Hokkaido/Tohoku (n=827)   19.7
Kitakanto (n=317)   17.4
Minamikanto (n=727)   45.1
Koshin'etsu (n=275)   18.9
Tokai (n=597)   23.3
Hokuriku (n=173)   17.9
Kinki (n=718)   28.6
Chugoku/Shikoku (n=621)   18.7
Kyushu/Okinawa (n=689)   22.8

0.0   5.0   10.0   15.0   20.0   25.0   30.0   35.0   40.0   45.0   50.0 (%)

* Minamikanto: Tokyo Metropolis, Saitama Prefecture, Chiba Prefecture, Kanagawa Prefecture Minamikanto: Tokyo, Saitama, Chiba, Kanagawa
Source) MLIT, "National Attitude Survey"

(Initiatives desired in the future)

　　We asked people what kinds of initiatives they desired regarding "mobility" in the future in order to achieve a richer life, given assumptions including an increase in elderly persons who cannot drive a car, falling economic viability of public transportation with a declining population, and greater sophistication of movement with technological development.

　　In response to this, the highest number of replies, in all places of residence, was, "Ensuring public transportation to facilities that are vital for life, such as hospitals" (Figure 2-4-3). We surmise that this reflects worries that the inability to secure means of mobility due to aging and other factors could interfere with everyday life.

　　The next highest number of replies were for "Progress creating barrier-free facilities, including eliminating steps in train stations and walkways" and "Development of self-driving technology that will enable anyone to use cars safely." Among these, the larger an area's population, the more desire there was for "Progress creating barrier-free facilities, including eliminating steps in train stations and walkways," and the smaller an area's population, the more desire there was for "Development of self-driving technology that will enable anyone to use cars safely." Thus, the initiatives desired differ by place of residence.
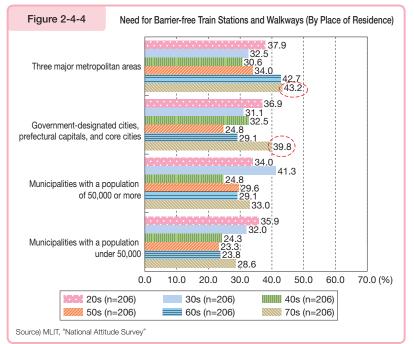

Figure 2-4-3　Initiatives Regarding Mobility Desired in the Future (By Place of Residence)

Source) MLIT, "National Attitude Survey"

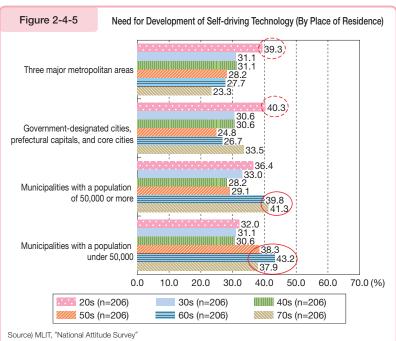### ■ Barrier-free train stations and walkways

When we further analyzed the need for progress in creating barrier-free facilities, including eliminating steps in train stations and walkways, we saw that, as a whole, many people in their 20s to 30s, which can be considered the child-rearing generation, want barrier-free facilities (Figure 2-4-4). However, people in their 70s living in the three major metropolitan areas as well as government-designated cities, prefectural capitals, and core cities have a greater need for barrier-free facilities than the younger age bracket of people in their 20s to 30s. Since public transportation could be the primary means of mobility for the upper age bracket in cities, where there is relatively more public transportation such as trains and buses, we surmise that they want its comfort to increase.

Figure 2-4-4　Need for Barrier-free Train Stations and Walkways (By Place of Residence)

Source) MLIT, "National Attitude Survey"

■ Development of self-driving technology

Looking more closely at the need for development of self-driving technology that can be used safely, we see that in municipalities with a population of 50,000 or more and municipalities with a population under 50,000, the desire for development of self-driving technology is mainly found in the upper age bracket of people in their 60s to 70s (Figure 2-4-5). We surmise that this reflects the facts that the smaller an area's population, the greater the sense of inadequacy with public transportation and the greater the dependence on using automobiles, resulting in the upper age bracket, which is concerned about declining driving ability in the future, placing high expectations on the development of self-driving technology.

Also, in general there is high interest among people in their 20s, and in in the three major metropolitan areas as well as government-designated cities, prefectural capitals, and core cities, this interest is higher than in other regions, at 39.3% and 40.3%, respectively. We assume that this is due to the younger age bracket being sensitive to technological innovation and as a result of an increase in people who do not have a driver's license.

Figure 2-4-5　Need for Development of Self-driving Technology (By Place of Residence)

Source) MLIT, "National Attitude Survey"

2　Desires Regarding Mobility

(1) Increasing comfort of mobility in the city

In the city, comfort of mobility is an issue, with dissatisfaction regarding crowding on and delays in public transporta-

tion and great dissatisfaction regarding the length of travel and waiting times and chronic road congestion in the Tokyo area.

As a result, there is a need for initiatives to resolve dissatisfaction using structural and non-structural solutions to mitigate public transportation crowding and delays as well as initiatives to remove the causes of road congestion. Also, increasing the comfort of mobility in the city could bring improvements in the quality of time, including shorter working hours and reduction of stress as a result of shorter travel times and less crowding. It is thought that this could translate into a richer lifestyle, including in "work" and "leisure."

(2) Ensuring Mobility in the Countryside
(Maintaining and reinvigorating public transportation)
In comparison with the three major metropolitan areas as well as government-designated cities, prefectural capitals, and core cities, there is greater dissatisfaction with the deficiency of public transportation itself in municipalities with a population of 50,000 or more and municipalities with a population under 50,000, where securing means of transportation is an issue.

As a result, there is a need for maintenance and reinvigoration of efficient and sustainable public transportation in proportion to the size of the population of each area.

(Development of self-driving technology)
In regions besides the three major metropolitan areas, a mobility environment where one cannot live without a car produces great dissatisfaction, which is especially large in municipalities with a population of 50,000 or more and municipalities with a population under 50,000. That is why, in addition to the maintenance and reinvigoration of public transportation mentioned above, securing a means of mobility besides public transportation is an issue. Furthermore, the need for self-driving technology, which is one way to secure a means of mobility, is especially high among the upper age bracket in the countryside, which is concerned about declining driving ability in the future.

Accordingly, the development of self-driving technology is a necessity, and the elderly and other people who are disadvantaged with regard to mobility especially want it to develop to the point where it becomes usable in everyday life in the countryside.

Securing mobility in the countryside as described above would ensure worry-free living and bring maintenance and improvement of convenience. It is thought that this would lead to enhancement of lifestyle, including "leisure" and "housing."

(3) Securing Mobility that is User-Friendly for the Elderly, Etc.
Mainly people in their 70s living in the city and people in their 20s to 30s, who are thought to be the child-rearing generation, have high hopes for progress in the creation of barrier-free public facilities including train stations and walkways. The securing of mobility that is user-friendly for the elderly and child-rearing generation is therefore an issue.

Based on this, there is a need for structural and non-structural barrier-free development in public facilities, in order for the elderly and child-rearing generation to secure smooth mobility on their own.

Moreover, it is thought that securing mobility that is user-friendly for the elderly, etc., will ensure worry-free living and broaden the range of people's activities, leading to enhancement of lifestyle, including "leisure" and "housing."