

The 2009 (fiscal year) National Survey on Lifestyle Preferences

平成 21 年度国民生活選好度調査（内閣府）<http://www5.cao.go.jp/seikatsu/senkoudo/senkoudo.html>

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1. Aim of the survey

As a first step towards developing a new indicator of happiness we attempt to grasp the people's sense of happiness and fulfillment in current Japan.

2. Respondents of the survey

Parent population: Japanese residents, both male and female, in the age range of 15-79

Sample size: 4,000 (two-stage stratified random sampling)

3. Survey period

11/03/2010 – 22/03/2010 (12 days)

4. Survey method

Placement method (visit survey) – investigators give out and collect the questionnaires.

5. Commissioned polling agency

Shin Joho Centre, Inc.

6. The number of effective responses (collection rate)

2,900 (72.5%)

Q1 At the present time, how happy are you? On a scale from 10 “very happy” to 0 “very unhappy”, where do you place yourself? Please circle the appropriate cipher. (n=2895) (mean: 6.47)

0 – 0.5%

1 – 0.9%

2 – 1.7%

3 – 4.7%

4 – 6.9%

5 – 19.4%

6 – 12.4%

7 – 19.2%

8 – 20.1%

9 – 7.9%

10 – 6.4%

Q2 On what criteria did you judge your own happiness? Please mark the two items that are most appropriate. (n=2,889)

As compared to your ideals: 64.0%

Expectations and anxiety about the future: 55.7%

As compared with the past: 30.2%

As compared to others: 26.6%

Q3 What factors did you take into consideration when judging your happiness? Please mark all of the appropriate factors. (n=2,898)

Health: 69.7%

Family relations: 66.4%

Financial situation: 65.4%

Free time and leisure: 46.7%

Work (job security): 41.7%

Friends: 38.5%

A sense of purpose in work, leisure and social contribution/engagement: 35.0%

Relationships with colleagues (at work): 17.6%

Community relations: 10.4%

Other: 1.8%

Q4 How could you improve your own happiness? Please mark the two items you consider most appropriate. (n=2,891)

Mutual help in the family: 66.4%

Your own effort: 65.3%

Mutual help among friends: 24.3%

Support by the national or regional government: 22.7%

Support by civil society: 5.9%

Support by your company: 4.8%

Q5 What can employers do to improve the happiness of their employees and the society at large?

Please mark the 3 items you consider most appropriate. (n=2,881)

Income stability: 69.1%

Work-life balance: 55.0%

Employment continuity and expansion: 49.9%

Welfare services: 23.8%

Performance-based pay: 19.8%

Reliable and safe products and services: 15.7%

Promotion of longer vacations: 15.6%

Equal opportunity for employment and promotion: 10.1%

Corporate social responsibility: 8.6%

More flexible working arrangements: 8.5%

Opportunities for professional improvement: 7.9%

Q6 Considering how to improve the happiness of the nation and society at large, what should be the government's main objectives? Please mark the 5 items you consider most appropriate.

(n=2,892)

Build a fair and reliable pension system: 69.2%

Realize a society conducive to care-free childbirth and child rearing: 64.9%

Secure employment and housing: 48.1%

Provide quality healthcare: 41.9%

Food safety and reliability: 33.9%

Make provisions against crime and natural disasters: 27.5%

Implement sound financial planning: 26.2%

An economic environment where small and medium-sized companies can autonomously pursue their ambitions: 24.5%

Build a society without bullying, truancy and social withdrawal: 22.7%

Regional revitalization: 20.7%

Quality education for everyone: 19.7%

Stable supply of food and timber by reviving agriculture, forestry and fishery: 16.5%

Reduce the number of suicides: 13.7%

Protect and advance consumers' interests: 8.3%

Improve science and technology: 8.2%

Greenhouse gas reduction to 25% of 1990 level and world leadership in environmental technology: 6.5%

Make citizens assume responsibility for the public good: 6.0%

Contribute to the economic development in Asia and incorporate it into Japanese economy: 5.5%

Reduce traffic accidents: 4.9%

Others: 1.8%

Discover potential demands in tourism and develop a tourism-oriented country: 1.5%

Q7 How satisfied are you with the state of affairs concerning the following policy goals? Please rate each item as you feel most appropriate on a scale of five: (1) satisfied, (2) rather satisfied, (3) undecided, (4) rather unsatisfied, (5) unsatisfied.

	1	2	3	4	5
(1) A society where carefree childbirth and child rearing are possible	1.4	13.4	40.4	29.8	15.0
(2) Quality education for everyone	2.8	23.4	46.0	21.0	6.9
(3) A fair and reliable pension system	0.7	5.4	22.7	36.6	34.6
(4) Quality healthcare services	2.6	20.7	39.5	26.7	10.4
(5) Secure employment and housing	2.0	14.9	37.6	31.2	14.3
(6) Protection and advancement of consumer interests	0.7	10.1	59.9	22.8	6.5
(7) Provisions against natural disaster and crime	1.5	19.0	45.0	25.6	8.9
(8) Food safety and reliability	2.8	29.6	37.9	23.4	6.2
(9) Reducing traffic accidents	2.4	23.4	51.2	18.0	4.9
(10) Regional revitalization	1.0	12.5	52.3	25.1	9.1
(11) A society in which citizens are in charge of public interests	0.6	5.7	68.2	20.0	5.5
(12) Reducing the number of suicides	0.7	4.3	43.7	35.7	15.7
(13) Eliminating bullying, truancy and social withdrawal	0.6	4.4	38.5	40.0	16.5
(14) Reviving agriculture, forestry and fishery, stable supply of food and timber	1.0	9.3	48.3	29.0	12.3
(15) Greenhouse gas reduction to 25% of 1990 level and world leadership in environmental technology	2.1	15.3	55.6	18.3	8.6
(16) An economic environment where small and medium-sized companies can autonomously pursue their ambitions	0.6	5.0	46.6	35.6	12.3
(17) Discovering potential demands in tourism, realizing a tourism-oriented nation	1.1	12.7	63.6	17.9	4.7
(18) Improving scientific and technological capabilities	3.2	24.4	51.5	15.1	5.8
(19) Contributing to the economic development in Asia and incorporating it for Japanese economy	1.8	14.1	60.5	17.5	6.0
(20) Implementing sound financial planning	0.6	3.3	42.3	29.8	24.1

Q8 To which of the following do you attach most importance? Please mark two of the items.

Work (n = 2,882)

Percentage of respondents who responded "this is important"

Wages and income 42.2

Job security 40.6

Work-life balance 39.5

Job satisfaction 36.2

Human relations at the workplace 20.9

Acquisition and improvement of skills 7.3

Flexible working arrangements 4.1

How to spend free time (n = 2,897)

Percentage of respondents who responded "this is important"

With the family 74.4

With friends 41.3

Alone 37.8

Self-improvement through study and acquiring qualifications 16.9

With voluntary work or other activities contributing to society 11.5

Healthcare services (n = 2,896)

Percentage of respondents who responded "this is important"

That medical facilities are close by. 50.8

Reliable medical treatment 40.5

That it is the family doctor 34.2

The doctor should be easy to talk to 25.7

Consultation fee 15.9

Short waiting time 14.2

Up-to-date medical technology 8.0

Nursing-care services (n = 2,865)

Percentage of respondents who responded "this is important"

That I can use it as soon as I need it (no waiting list) 49.0

The quality of care 38.9

That I can stay in the neighbourhood that I am accustomed to. 33.0

Cost 33.0

Good facility and equipment 19.7

24-hour service 15.2

Pension (n = 2,887)

Percentage of respondents who responded "this is important"

Safety of benefits (in future) 76.2

Long term stability of pension system 61.1

Increase of benefits (in future) 29.4

Decrease of contributions 18.3

Childcare services (n = 2,834)

Percentage of respondents who responded "this is important"

That I can use it as soon as I need it (no waiting list) 47.5

The quality of childcare and staff 40.9

Convenient access 34.3

Fees 23.0

Hours of day-care (length, flexibility of extension) 22.0

Good facility and equipment 10.8

That the staffs are readily available to discuss matters of child rearing 9.1

Good reputation 2.7

Education (n = 2,860)

Percentage of respondents who responded "this is important"

Good teachers 63.5

That there is no bullying, truancy and social withdrawal 43.0

Convenient access 32.3

Excellence of curriculum 21.3

Tuition fees 16.9

Good facility and equipment 8.8

Good reputation 3.3

Housing (n = 2,883)

Percentage of respondents who responded "this is important"

Environmental condition and safety of the neighbourhood 59.4

Price, rent 42.2

Convenient transport 36.7

Safety of residence 33.2

Living space 11.9

Solid built 6.0

Q9 How satisfied are you with the following aspects of your life? Please rate each item as you feel most appropriate on a scale of five: (1) satisfied, (2) rather satisfied, (3) undecided, (4) rather unsatisfied, (5) unsatisfied.

	1	2	3	4	5
(1) Your life overall	7.8	52.7	24.0	11.6	3.9
(2) Your financial situation (income and spending)	5.1	32.5	27.5	23.1	11.8
(3) Your health	14.1	45.8	24.5	10.9	4.7
(4) Meaningfulness of work, hobby, social contribution	6.7	38.2	42.2	9.6	3.2
(5) Family relations	30.8	47.0	15.6	4.7	2.0
(6) Relations with friends	24.2	51.4	20.7	2.6	1.1
(7) Relationships with colleagues at work	11.3	36.1	44.1	5.3	3.2
(8) Community relations	3.4	25.0	63.2	6.4	2.0
(9) occupational situation, job security	9.1	30.0	39.7	13.4	7.8
(10) Wage and other income	4.0	21.1	42.5	21.1	11.3
(11) Job security	6.1	22.6	42.7	18.5	10.1
(12) Job satisfaction	9.1	32.6	44.8	9.2	4.4
(13) Flexible working arrangements	2.5	14.9	64.4	12.2	6.0
(14) Work-life balance	4.9	34.9	40.8	13.9	5.5
(15) Time spent with your family	13.4	51.0	24.6	8.1	2.9
(16) Time spent with friends	10.2	43.7	35.0	8.5	2.5
(17) Time spent by yourself	15.1	46.7	26.7	8.5	3.1
(18) Self-improvement through study and acquiring qualifications	3.7	19.2	60.5	13.3	3.3
(19) Social engagement (voluntary work etc.) contributing to the society	1.9	13.3	72.4	9.4	3.0
(20) Healthcare system overall	2.4	24.7	45.5	21.0	6.4
(21) Distance to hospital/clinic	11.3	46.0	28.1	11.2	3.5
(22) Availability of home doctor	14.6	38.8	34.5	7.8	4.3
(23) Waiting time at hospital/clinic	4.7	23.4	33.0	26.7	12.3
(24) Consultation fee	3.7	20.1	40.3	26.1	9.8
(25) Ease of discussing medical treatment	5.7	27.7	44.7	16.1	5.7
(26) Reliable medical treatment	5.3	30.9	47.2	13.0	3.7
(27) Up-to-date medical equipment	3.9	24.6	55.2	12.6	3.6
(28) Long term care system overall	0.8	7.1	58.2	24.1	9.9
(29) Elder care can be used as soon as it is needed (no waiting time)	0.9	4.7	59.3	22.4	12.7
(30) Elder care is available in your neighbourhood	1.5	11.5	68.4	14.0	4.6
(31) 24 hour-service of elder care	1.4	5.9	72.3	14.7	5.7
(32) Cost of elder care	0.5	4.0	67.0	20.2	8.4
(33) Quality of elder care service	0.7	6.2	73.5	14.5	5.1
(34) State of elder care facility and equipment	0.7	7.0	70.8	15.5	6.0
(35) Pension system overall	0.7	5.7	28.8	36.1	28.7
(36) Pension security in future	0.7	6.5	25.8	33.2	33.9
(37) Amount of future benefits	0.3	2.7	28.4	33.8	34.7
(38) Level of contribution	0.4	2.8	51.0	24.4	21.4
(39) Sustainability of pension system	0.5	4.1	32.3	33.1	30.0
(40) Environment for childbearing and child rearing	0.9	11.3	49.3	26.8	11.7
(41) Day care can be used as soon as it is needed (no waiting list)	1.2	7.0	55.4	24.2	12.2

(42) Convenient access (distance)	3.6	18.8	60.4	12.6	4.5
(43) Hours of day care (length and flexibility of extension)	2.4	13.2	64.1	15.4	4.9
(44) Fees of day care	0.9	6.6	65.2	18.3	8.9
(45) Quality of day care and staff	2.3	10.8	73.0	10.6	3.3
(46) State of facility and equipment	1.9	14.1	67.1	12.9	4.0
(47) Availability of staff to discuss matters of education	1.8	12.9	69.6	12.5	3.2
(48) Education overall	1.2	15.7	59.8	18.2	5.0
(49) Distance to school	6.1	33.1	49.9	8.4	2.5
(50) Tuition fees of school	2.4	16.2	64.3	12.6	4.4
(51) Quality of school teachers	1.4	11.7	54.0	23.1	9.7
(52) Excellence of curriculum	1.0	9.3	66.2	17.6	6.0
(53) Absence of bullying, truancy and social withdrawal	1.1	7.6	53.4	26.5	11.4
(54) Excellence of facility and equipment	1.6	14.4	66.2	13.7	4.2
(55) Housing overall	4.4	31.6	45.7	14.0	4.4
(56) Price/rent of your present residence	5.3	26.9	45.3	16.1	6.4
(57) Transport connection of the area where you live	13.0	40.2	25.6	15.2	6.0
(58) Environment and safety of your neighbourhood	9.5	46.1	31.3	9.8	3.2
(59) Living space of your residence	12.0	41.9	28.5	12.8	4.7
(60) Safety of your residence	7.9	38.0	37.5	13.0	3.6
(61) Solidity of your residence	7.0	33.2	40.5	14.5	4.8

Q10 Do you at present engage in or benefit from any of the following NPO or volunteer activities? If so, please mark the appropriate items. (These should include both activities with and without remuneration.)

Participation (n = 2,900)

Participate	Don't participate
26.0	74.0

Townmaking 27.8

Promoting educational, sports and cultural activities 26.0

Crime and fire prevention 23.8

Caregiving and welfare 15.0

Child rearing 14.6

Education 14.5

Provisions against environmental decay and global warming 13.1

Health promotion 12.0

Other 5.6

Disaster relief and international cooperation 3.3

Professional skills development etc. 1.9

IT promotion 1.7

Protection and advancement of consumer interests 0.7

(Q 11) Please answer the following questions if your answer was positive to Question 10-1.

(11)-1 Reasons for your participation in such activities. (Please mark all the appropriate items.) (n = 734)

I find it fun to participate 42.1

I could contribute to the society 40.3

I could make friends 39.9

I could find my life worth living 26.3

I do it because it is my turn and for the sake of good relations 26.0

We could give support to each other 24.5

I do it to augment my income 2.9

(11)-2-1 How many times per month do you participate in the activities (n = 689)

Once 37.6

Twice 20.8

Three times 10.9

Four times 12.0

More than five times 18.7

(11)-2-2 Total duration of your participation (n = 676)

1 hour 17.3

2 hours 16.7

3 hours 11.2

4hours 10.1

5-9 hours 18.5

10-19 hours 12.9

More than 20 hours 13.3

(Q 12) Have you ever made use of social services (e.g. education, child-rearing, townmaking, crime prevention, disaster prevention, caregiving, welfare etc.) provided by private organisations or individuals (not by the government) aiming to solve our daily problems? Please mark YES or NO.

* As for "education", social services mean what are given by regional communities or at free schools. It does not include courses given at schools or private cram schools. (n = 2,867)

YES 16.6 NO 83.4

(Q 13) If you have ever made use of such services, what were your reasons? Please mark the two items you consider most appropriate. (n = 471)

The service was easily available. 56.5

I needed the service. 51.6

I could make friends 29.9

The price was right. 10.4

(14) How would you like to be involved in the above social activities: (1) as a supporter, (2) by donating money, (3) by using their services? Please mark the item you consider the closest to your future inclination.

(14)-1 as a supporter (n = 2,822)

I have never participated in such activities, but would like to do so in the future. 38.2

I have participated in such activities in the past and am willing to increase my participation. 10.9

I have participated in such activities in the past, but want to reduce my participation. 5.7

I don't want to participate in such activities 45.1

(14)-2 Contributing through donation (n = 2,794)

I have never donated, but am willing to do so in the future 28.2

I have donation in the past, and am willing to do more 13.2

I have donated in the past, but intend to decrease the amount I donate. 11.3

I don't want to make a donation. 47.2

(14)-3 Using the services (n = 2,811)

I have never used such services so far, but would like to do so. 54.6

I have used such services in the past, and intend to do so more from now on. 11.2

I have used such services so far, but intend to do so less from now on. 3.5

I don't want to use such services 30.8

(Q 15) Please answer the following question if your answered Question (14)-3 in the negative (i.e., you would like to use such services less or not at all). What is the reason for your answer? Please mark the item you consider most appropriate. (n = 847)

There is no organisation like this at hand 34.1

The government should offer such services 30.8

The quality and/or cost of the services 19.0

I am concerned about ill-defined responsibilities (e.g., in case of accidents) 16.1

(Q 16) In which field do you think social services should be increased? Please mark the 3 items you consider most appropriate. (n = 2,855)

Caregiving and welfare 60.3

Crime and fire prevention 47.3

Child rearing 38.9

Townmaking 37.7

Health promotion 29.1

Education 25.6

Provisions against environmental decay and global warming 21.5

Protection and advancement of consumer interests 12.0

Other 0.6

(Q 17) In order to facilitate participation in social activities, what kinds of arrangements do you think should be made? Please mark the 3 items you consider most appropriate. (n = 2,843)

Easy access to information about the organisations 66.7

Certification system for the organisations 56.1

Compensation system in case of an accident 42.1

Facilitating taking volunteer leave and/or paid leave 35.1

Evaluate and certify participants' activities 32.9

Tax incentive 20.0

More NPOs and other groups 9.6

Q18 To what extent do you agree or disagree with the following opinions? [completely agree, rather agree, neither agree or disagree, rather disagree, completely disagree]

New things should be adopted without adhering to tradition. 11.3/42.2/37.2/8.1/1.2

A society with little income inequality should be aimed for. 22.0/43.1/27.7/5.3/1.8

Even when those around you disagree, you should push your opinion through. 3.9/15.6/58.4/19.0/3.1

Rather than pursuing your goals and dreams it is important to lead a stable life. 8.7/34.8/44.0/10.8/1.8

I am working for myself and my family, rather than for the society or the company. 12.6/41.1/41.0/4.8/0.4

Even at the expense of free time and leisure work must be given priority. 0.7/9.4/40.5/38.2/11.2

I can trust many people. 1.2/21.0/57.2/15.1/5.5

The very things money can't buy are important. 20.7/42.7/33.5/2.4/0.7

The husband should go out to work and the wife should stay at home as a housekeeper.

3.4/14.8/48.6/21.4/11.8

Japan should contribute more to eliminate poverty in the world. 6.7/26.2/49.4/12.2/5.5

Q 19 Please tell us about your behaviours and feelings during the last week. To what extent did you experience any of the following moods. [never, sometimes, most of the time, always, don't know]

I was depressed. 34.4/47.7/8.3/3.7/5.9

I was happy. 8.8/46.1/29.1/8.0/8.1

I was lonely. 52.2/33.0/5.3/2.8/6.6

I was sad. 54.5/31.3/5.0/2.3/6.8

I felt vigorous and energetic. 14.1/46.9/23.5/6.3/9.2

I was exhausted. 12.3/55.2/17.3/12.7/2.5

I felt bored. 60.4/25.2/6.1/2.5/5.7

I felt rested when I got up in the morning. 25.1/39.6/23.7/5.0/6.5

Q 20 To what extent do the following apply to you. [completely applies, somewhat applies, not relevant, rather does not apply, doesn't apply at all]

I decide how I live. 16.7/48.1/24.8/8.2/2.2

I have no time to take pleasure in life. 3.4/13.4/30.9/37.4/15.0

In my everyday life I have almost no opportunity to demonstrate my abilities. 5.0/15.0/41.7/29.7/8.7

I have a sense of achievement almost every day. 3.8/27.2/41.2/21.3/6.5

When I fail I need some time to get over it. 8.2/23.5/30.7/29.3/8.4

I have many opportunities to learn new things. 6.8/29.0/39.8/18.4/6.0

I think that people in my neighbourhood help each other. 4.6/30.9/45.4/14.0/5.0

People treat me with respect. 2.6/25.1/57.0/10.8/4.5

I feel that what I do is being appreciated. 3.4/35.0/49.2/9.4/2.9

I have people with whom I can discuss private matters. 17.3/46.4/22.5/9.5/4.3

I tend to be an optimist. 13.0/35.5/33.2/13.2/5.0

I tend to think about myself negatively. 4.6/20.2/40.3/25.9/9.0

I don't like others to interfere with my thoughts and actions. 16.5/43.4/32.6/6.7/0.9

I enjoy physical exercise. 23.1/38.4/25.1/9.8/3.5

(Q 21) If you have a job, please answer the following question. To what extent do the following apply? [completely applies, somewhat applies, not relevant, rather does not apply, doesn't apply at all]

My job is interesting. 12.0/38.9/34.5/9.3/5.3

My job is stressful. 17.5/34.3/29.5/14.7/4.0

My reward is adequate for what I do. 4.3/27.0/34.1/22.2/12.3

I think there is a possibility that I'll lose my job within a year. 7.7/13.9/29.7/24.3/24.4

For statistical analysis of this survey, please answer the following questions about yourself and your family.

(Q 22) Gender (n = 2,900)

male 48.3 **female** 51.7

(Q 23) Age (n = 2,900)

15-19	6.0
20-24	5.6
25-29	5.9
30-34	7.6
35-39	9.2
40-44	9.0
45-49	8.3
50-54	7.8
55-59	8.2
60-64	10.3
65-69	9.6
70-74	7.8
75 and above	4.7

(Q24) A question about people in your household

Living alone (n = 2,898)

yes 7.3 no 92.7

If you said no, please indicate the family members you live with (n = 2,681)

Spouse 69.6

Child(ren) 52.3

Parents 34.9

Siblings 14.1

Others 7.0

(Q 25) Please answer this question if you have children, regardless of whether he/she is living with you or not [1, 2, 3 or more].

I have child(ren) 20 years or older 30.6/50.7/18.7

I have child(ren) up to 20 years of age 74.9/22.1/3.0

I have child(ren) in elementary or middle school 56.3/37.6/6.0

I have child(ren) up to six years of age 63.2/33.5/3.3

(Q 26) Your working status (n = 2,896)

Company employee (except civil servant) below management level 22.4

Company employee (except civil servant) at management level 5.6

Company executive 2.2

Officer and executive of organization 1.6

Civil servant 3.8

Self-employed 11.7

Dispatched worker, part time worker 16.4

Full-time housekeeper 14.6

Student 7.8

Unemployed (except housekeeper) 13.8

(Q 27) Present living conditions of yourself or your family. Please indicate if applicable. (n = 2,900)

Unemployed 7.8

Ill or recovering 8.6

Receiving or giving care 4.9

Maternity or child rearing leave 2.2

(Q 28) Annual household income (before taxes). Please indicate as appropriate. (n= 2,775)

Up to 1,000,000 Yen 5.1

1,000,000 – 3,000,000 28.0

3,000,000 – 5,000,000 32.2

5,000,000 – 10,000,000 27.2

Above 10,000,000 7.4

(Q 29) Household savings (n = 2,735)

no savings 21.3

less than 3,000,000 30.3

3,000,000 – 5,000,000 14.7

5,000,000 – 10,000,000 14.0

Above 10,000,000 19.7

Summary of results

1 How happy are you?

Women are happier than men: 6.69 vs 6.24, respectively, on a 10 point scale.

Except for the age cohort 15-29, younger people are happier than older people. Those in their thirties are the happiest (6.73 on a 10 point scale) vs. 6.23 for those in their seventies.

2 Factors influencing happiness, the top three: Health, family relations, domestic budget

3 What can companies do to increase the happiness of the society? The top two priorities: Income and job security; work-life balance.

4 What can the government do to increase the happiness of the society? Top priorities: Pensions, healthcare, child rearing, security of employment and housing,

5 Expectations for and satisfaction with policies

Both highest priority and lowest degree of satisfaction is with the pension system

Highest level of discontent is with government finances, bullying and truancy.

6 New community relations

26% of respondents have participated in NPO and/or volunteer activities; 11% have made use of such services; 11% have made a donation to such organisations. 45% do not want to participate in, 31% do not want to make use of, and 47% do not want to donate to NPOs and volunteer activities.