

Apr 30, 2015
RJC Research Inc.

Survey on “The District I want to Live in Most” (Osaka & Hyogo)

The District I want to Live in Most (Osaka & Hyogo)

< Ranking of Most Preferred Railway Stations >

No. 1: Umeda Station

No. 2: Ashiyagawa Station

No. 3: Nishinomiya-kitaguchi Station

RJC Research Inc. (Shibuya-ku, Tokyo, Representative Director: Ryuta Kawada, below referred to as “RJC Research”) is pleased to announce that the “Survey on The District I Want to Live In Most (Osaka & Hyogo)” was completed.

◆ Ranking of Most Preferred Railway Stations

“Convenience” and “reputation” considered most important

Umeda was the most preferred station to live nearby. The main reasons were “convenient public transport”, “trendy” and “variety of restaurants available”. At the centre of Osaka’s terminal city, Umeda is excellent for accessing to Kyoto, Hyogo and other regions of Osaka by rail. Plus there are numerous high-class hotels where business people stay during business trips. In addition, the countless shopping malls make it a popular shopping area.

Stations ranked no. 2 to no. 4 were all in Hyogo Prefecture. Ashiyagawa, Nishinomiya-kitaguchi and Sannomiya were chosen all because of “convenient public transport”. It may be the character of Kobe residents that Ashiyagawa was chosen because of “high-class image”, while the other two were chosen due to “trendy” and “availability of commercial facilities”. Tennoji, ranked no. 5, was preferred for “convenient public transport”, “availability of commercial facilities” and “quiet environment”. Having various commercial buildings including Abeno Harukas, the highest building in Japan, together with good public transport and quiet residential area, it is a desirable place to live.

Out of 400 respondents of this survey, 369 said they would remain in the Kansai area (Osaka and Hyogo Prefecture) if they were to move. Kansai residents seem to really love the area.

For the same survey on Greater Tokyo Area conducted by RJC Research in January 2015, respondents chose the stations for convenience concerns such as “convenient public transport”, “availability of commercial facilities”, and status symbols such as “trendy” and “high-class image”. From this perspective it appears people in the Greater Tokyo Area and Kansai area have similar preferences.



Night view surrounding Umeda Station



Lamp post in Ashiyagawa

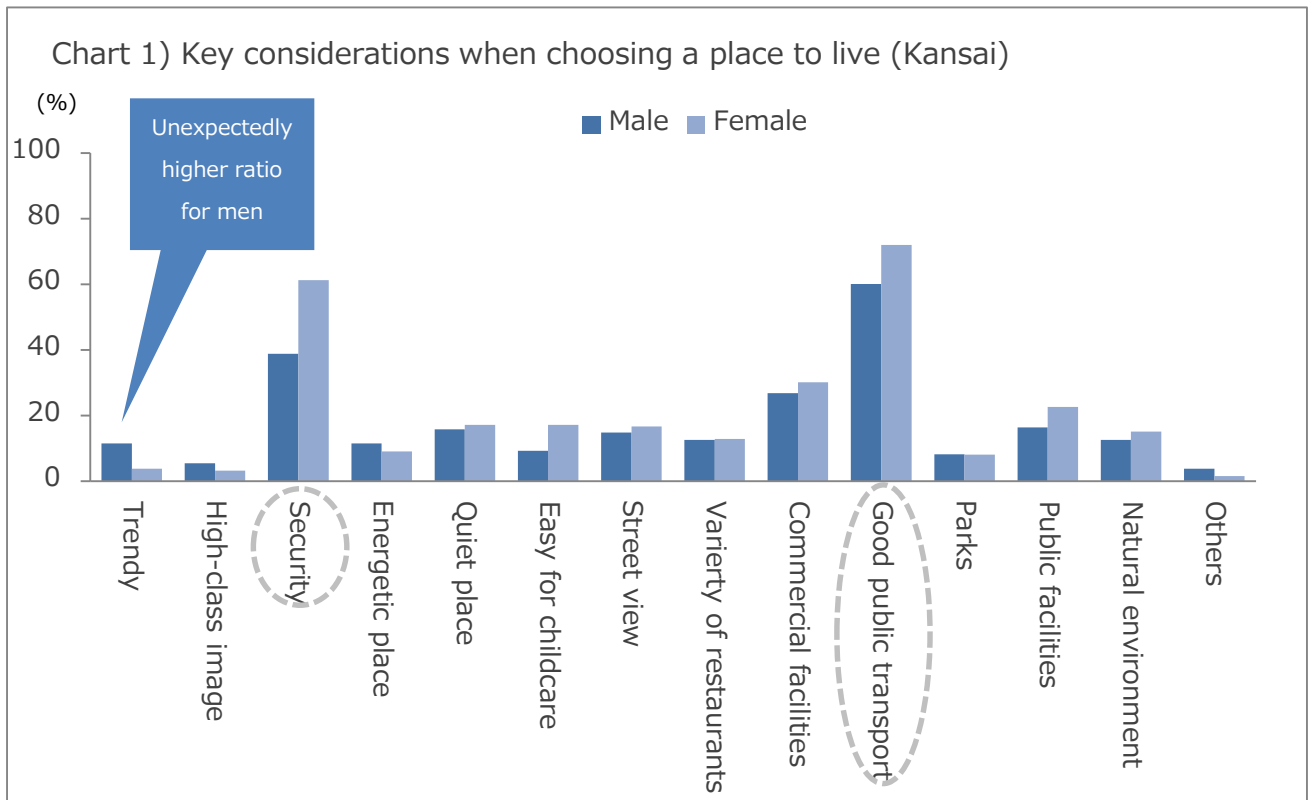
Table 1) Ranking of railway stations preferred to live nearby

Rank	Station	Reason of Preference
1	Umeda Station	<ul style="list-style-type: none"> • Convenient public transport • Trendy • Variety of restaurants
2	Ashiyagawa Station	<ul style="list-style-type: none"> • High-class image • Sense of security • Convenient public transport
3	Nishinomiya-kitaguchi Station	<ul style="list-style-type: none"> • Trendy • Convenient public transport • Availability of commercial facilities
4	Sannomiya Station	<ul style="list-style-type: none"> • Convenient public transport • Trendy • Availability of commercial facilities
5	Tennoji Station	<ul style="list-style-type: none"> • Convenient public transport • Availability of commercial facilities • Quiet district
6	Himeji Station	<ul style="list-style-type: none"> • Availability of commercial facilities • Variety of restaurants • Convenient public transport
7	Namba Station	<ul style="list-style-type: none"> • Variety of restaurants • Availability of commercial facilities • Convenient public transport
8	Ikeda Station	<ul style="list-style-type: none"> • Convenient public transport • Quiet district
8	Kobe Station	<ul style="list-style-type: none"> • Convenient public transport • Availability of commercial facilities

◆ Key considerations when choosing a place to live

“Sense of security” and “convenient transportation” were considered most important for choosing a place to live

When choosing where to live, “sense of security” and “convenient transportation” were considered the most important. When choosing which station to live near, respondents suggested reasons such as “trendy” or “commercial facilities”, but when they consider the practicalities of daily life, they put more emphasis on convenience and security. On a separate note, an unexpected result was that more male than female respondents considered “trendy” to be important.



◆ Usage of Real Estate Information Websites

Regarding real estate websites, we asked the respondents whether they know of the site, and whether they have used it. The top 3 were "SUUMO", "HOME'S" and "ABLE". No. 1 and no. 2 are the same as the January 2015 survey for Tokyo, most likely due to both SUUMO and HOME'S actively broadcasting TV commercials.

Table 3) Ranking of recognition & usage of real estate information websites (%)

Rank	Site	Know of this site	Has used this site
1	SUUMO	77.5	16.8
2	HOME'S	68.3	11.4
3	ABLE	65.9	12.2
4	EHEYA NET	59.9	6.0
5	CHINTAI	58.5	8.1

【Summary of the Survey】

Investigation method:	Online survey
Region investigated:	Kansai Area (Osaka and Hyogo Prefecture)
Interviewees:	Registered online survey respondents aged 20-59
Sample mix:	200 male, 200 female
Investigation period:	March 20, 2015 (Fri) ~ March 25, 2015 (Wed)
Conducted by:	RJC Research Inc.
Contents of the survey:	<Items surveyed> <ol style="list-style-type: none">1. Preference of where to live2. Which district in Kansai Area preferred to live in3. Why it was the preferred place to live4. Considerations for choosing current place to live5. Type of home preferred6. Method of searching for a home7. Usage of real estate websites <Items surveyed (demographics)> <ol style="list-style-type: none">F1. GenderF2. AgeF3. Marital statusF4. With or without childrenF5. OccupationF6. Household annual incomeF7. Location of current residence

【Summary of RJC Research Inc.】

Founded in 1967, RJC Research Inc. grew together with market research and public opinion surveying as a professional research & consulting institute. With nearly 50 years of recognition by a wide client base including government agencies, research institutes and advertising agencies, RJC Research Inc. provides optimal designs of research method, reliable execution of surveys and sharp data analysis.

【Enquiries Relating To This Survey】

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