

子育て世代の居住地選択における居住地イメージの影響度に関する研究

～福岡都市圏を事例として～

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本研究では、福岡都市圏に居住する子育て世代を対象として、調査対象地の居住地イメージ、及び居住地を選択する際に気にする居住地イメージを把握することを目的とする。また、居住地を選択する際に居住地イメージがどの程度影響しているかを把握することを目的とする。国勢調査の分析を踏まえ、福岡都市圏を5つのタイプに分類し、各タイプの地域に、居住地イメージのアンケート調査をおこなった。SD法を用いた評価から、居住地イメージが似た傾向の地域は、立地や周辺環境が似かよっており、これらが居住地イメージに影響していると考えられる。転居する際に居住地イメージをととても気にする、気にすると回答したのは全体の56.8%であり、居住地を選択する際に居住地のイメージがある程度影響していることが把握できた。また、特に気にする居住地イメージとして、[治安のよさ] [住みやすさ] [自然災害の有無] [便利な] が挙げられており、イメージを形成する要因と関係する可能性がある。各地域における満足度別の居住地イメージは、満足度に違いがあっても、SD法による評価グラフ形状はあまり変わらず、相似的なグラフ形状でポイントが遷移する傾向があった。

Research on the influence level of the image of a residential area on the selection of
residing location by the parenting generation
-A case study of Fukuoka metropolitan area-

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The subjects of this research study were child-raising families living in Fukuoka urban areas, and its goals were to gain an understanding of the impressions of residential areas in the study target regions, as well as to identify the elements in the impressions of residential areas which are of concern to people when selecting places of residence. Another objective of the study was to investigate the extent to which the impressions of residential areas have an effect on selections of places of residence. Based on the analysis performed in the national census, urban areas in Fukuoka were classified into 5 types, and questionnaire surveys were conducted asking respondents their impressions of the residential areas in each region type. Evaluations performed using the SD method showed that regions whose residential areas had trends toward similar impressions also had similar geographical conditions and surrounding environments, and it is believed that the impressions of the residential areas are affected by these aspects. 56.8% of all respondents indicated that they are “Very concerned” or “Concerned” about the impressions of residential areas when moving, indicating that the impressions of residential areas do have a certain effect on considerations made when selecting places of residence. Also, elements in the impressions of residential areas which were of particular concern included “level of public safety”, “livability”, “possibility for natural disasters”, and “convenience”, so it is possible that these elements are related to the factors which make up the impressions of given areas. The impressions of residential areas in each region classified by degree of satisfaction show that even if there are differences in satisfaction level, there are no significant variations in the shapes of evaluation graphs created using the SD method, with a tendency for evaluation points to only be shifted horizontally while having similar overall graph shapes.