

July 1, 2015

Return to Rural Living

Towards a New Japan

Tokumi Odagiri (Meiji University)

Provisional Translation by
Foreign Press Center / Japan (FPCJ)

Return to Rural Living

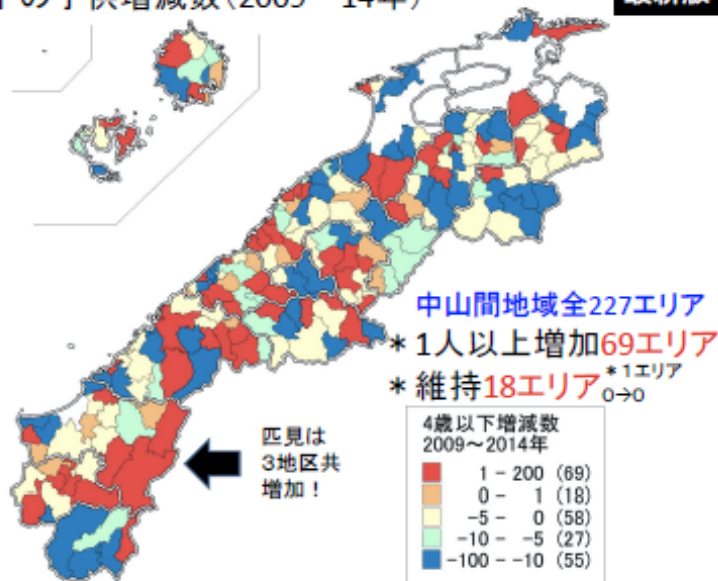
New Trends for Farming and Mountain Villages

■ Widening Area for Return to Rural Living

(Dr. Ko Fujiyama, Shimane Prefecture Mountainous Region Research Center)

② 4歳以下の子供増減数(2009~14年)

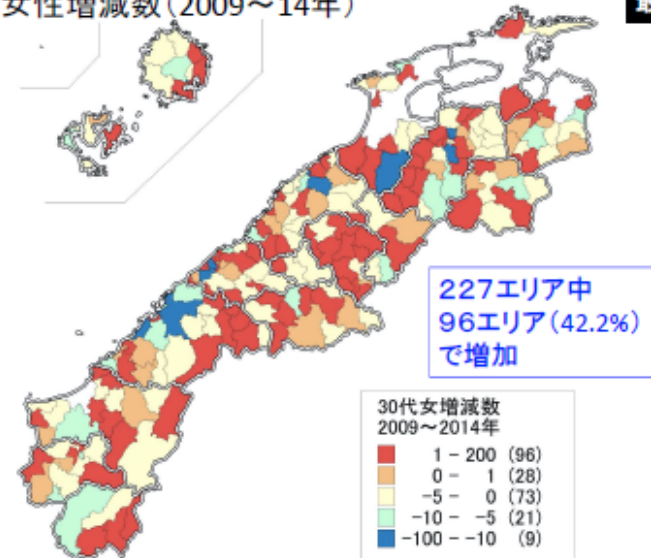
最新版



* 住民基本台帳による日本国籍を有する住民を対象として比較

③ 30代女性増減数(2009~14年)

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* 住民基本台帳による日本国籍を有する住民を対象として比較

* 2009年に30~39歳であった女性グループの増減

→ Increased numbers of parents and children in mountain villages and remote islands

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■ Migrant Characteristics (factual survey)

① Mostly in 20s and 30s- Few baby boomers

② High ratio of women- Couples, individual women, single mothers: previously an overwhelmingly majority were individual men

③ “Parallel careers” for work (Peter Drucker)

-Average for migrant couple= 5 jobs with an annual income of 600,000 yen (Shimane Prefecture, approximately 30% of migrants have multiple jobs)

<Example- Niigata Prefecture)

Husband= NPO staff + newspaper delivery + local guide + aerobics instructor + agriculture

Wife= Part-time at a restaurant + agriculture

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④ “I-turn” relocation encouraging “U-turn”

⑤ “Grandchild turn” also occurring

-A 3rd pattern different from U-turn and I-turn

-Grandparents: Rural village

Parents: Tokyo

(Village→Big city)

Grandchild: Rural village

(Big city→Village)

- Featured in a popular weekly women’s magazine



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■ Response to Criticism That Few People Relocate

1. Qualitative position of migrants

- Strong influence as “residents by choice”

(⇔ “residents by fate”)

2. Quantitative trends

- Survey of migrant numbers

(*Mainichi Shimbun*, January 3)

Joint survey by Mainichi and

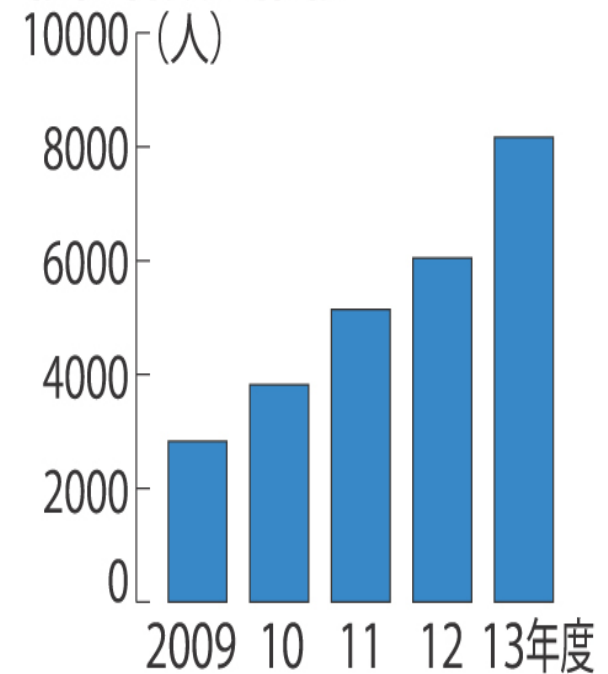
Meiji University

- FY 2013, nationwide= 8,181 people

(By the narrowest definition: actual numbers effectively double that amount)

- Increased by **2.9 times** over 4 years (2009 to 2013)

移住者数の推移



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■ Why Do Young People Head to Rural Areas?

(2009 survey by Community-Reactivating Cooperating Squad)

1. Diverse motivations

2. No responses of
“job loss” or
“unemployment”

3. Three main types

① Wanting to help

② Settling down

③ For enjoyment

表 「地域おこし協力隊」の応募理由
(アンケート結果、2013年8月)

(単位:%)

順位	応募理由	最大理由 (単一回 答)
1	地域の活性化の役に立ちたかったから	19
2	現在の任地での定住を考えており、活動を通じて、定住のための準備をしたかったから	17
3	自分の能力や経験を活かせると思ったから	15
4	活動の内容がおもしろそうだったから	12
5	現在の任地への何らかの繋がりがあったから	8
6	一度、田舎(地域)に住んでみたかったから	7
7	都会の生活に疲れたから、都会の生活はもういいかなと思ったから	4
8	誘ってくれる仲間がいたから	4
9	地元(同一県内を含む)で働きたかったから	2
10	他の就職先が見つからなかったから	0
—	その他	12
回答者数(425名)		100

注: 資料= 移住・交流推進機構(JOIN)「地域おこし協力隊・隊員アンケート調査」(2013年8月実施)による。

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■ Short-term Issues

- ① **Employment** (few jobs, limited choice)
 - ② **Housing** (vacant homes aren't placed on the market)
 - ③ **Insular communities**
- ***The situation is changing** for all of these issues

■ Mid- to Long-term Issues

Handling long-term relocation

- In particular, covering education costs for children (going to universities in big cities)

Conclusion– Towards a New Japan

■ New Roles Rural Villages Can Share with Urban Residents

- ① Place to propose **new lifestyles and business models**
- ② A line of defense against the **decreasing birthrate**
- ③ Storage of **renewable energy**
- ④ **Backup in case of disaster**

■ Current Historical Position

→ Stimulating rural communities, half a century after depopulation and the Tokyo Olympics

Maintain a perspective of “the past half-century, and the next half-century”