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2015 Public Opinion Survey on Agriculture and Rural Areas

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- “KREI Agricultural Policy Focus” relates to analysis and description of the trend of and policy for agriculture and rural areas.
- This is also provided at the KREI website (www.krei.re.kr).

◇ Abstract ◇

- A growing proportion of people have positive views on agriculture and rural areas, and over a half of urban citizens agree that the investment in agriculture and rural areas should be increased.
 - About 66.7% of urban citizens think that agriculture and rural areas are future growth engines, and 77.2% of them consider agriculture important in the national economy. The proportions of the respondents recognizing the pluralistic values of agriculture and willing to bear increased tax burden to maintain them jumped by 4.3%p and 8.6%p, respectively.
 - About 50.7% of urban citizens and 73.8% of agricultural workers agree to expand the investment in agriculture and rural areas, while those not agreeing with such an opinion account for 10.9% and 3.1%, respectively.
 - About 60% of urban citizens agree with tax benefits for farmers, the figure that doubled from two years ago. And 61.9% of them also agree to increase the budget for welfare in rural areas, showing a 7.7%p increase from the previous year. All these changes show that supportive opinions and awareness of the need for investment in agriculture and rural areas have increased.
- A growing number of people are willing to return to farming and rural areas, and the interest in living in rural areas is three times higher than that in farming, implying the need for improvement of accommodations for rural tourism.
 - About 47% of urban citizens are interested in returning to farming and rural areas after retirement, a 8%p increase from the previous year. This trend is about the hope for healthy and free life rather than about a means of living, which is also proved by the fact that three times more people are interested in living in rural areas rather than farming in person.
 - A larger percentage of urban citizens, compared to agriculture workers, have positive views on the effectiveness of and supportive policies for returning to farming and rural areas.
 - What urban citizens expect the most to do in rural areas is to participate in local festivals, and various experience activities including weekend farms. The most inconvenient aspects in rural tourism are the conditions of accommodations and cooking, which need improvement.
- About 40% of the respondents have no uncomfortable feelings about imported agricultural products, while the proportion of people loyal to domestic products is on the decline.
 - About 38.6% of urban citizens do not feel uncomfortable with imported products. And 25.7% said they do not prefer imported goods but would buy them due to low prices, and similarly, 25.2% said they would not purchase imported products.
 - Regarding all nine commodities in the survey, the proportion of the respondents who would buy imported products if they are cheaper than domestic ones increased from the previous year. The proportions of the respondents who would buy domestic processed food, beef and fruit are relatively low compared to those of the respondents who would buy domestic grains, vegetables and seaweed.
 - The loyalty level of consumers who would buy domestic products even though the agricultural market becomes more open and the price of imported goods is cheaper has decreased steadily from 37% in 2009 to 21% in 2015.
- The satisfaction level of agricultural workers for their jobs is stagnant, while that for rural life is on the steady rise as it quadrupled in the last decade.
 - The satisfaction level of agricultural workers for their jobs has been stagnant in the past two or three years, mainly because they are not satisfied with the current financial status largely due to unstable income.
 - In contrast, the proportion of the respondents who would recommend farming to their children exceeded 10% for the first time since 1978 when the first survey was conducted.
 - The satisfaction level for rural life is 37.4%, 16.4%p higher than the unsatisfaction level. But the satisfaction level for local social welfare facilities turns out to be only 25%, showing the need for the expansion of medical facilities and opportunities for leisure and cultural activities.
 - In terms of agricultural policy demands and budget allocation, farmers need compensation for damage caused by FTAs and income stabilization, while urban citizens are concerned more about boosting local economy and improving the competitiveness of Korean agriculture.

1. Overview of the Survey

☐ The background and plan of the survey

- At the end of each year, KREI conducts a public opinion survey to identify the changes in public awareness of agriculture and rural areas and opinions on policy issues to utilize them for research purposes.
 - The Public Opinion Survey on Agriculture and Rural Areas was first held in 1978, when KREI was established, and continued as an irregular survey until 1999 to be used for various purposes including policy development.
 - From 2000 to date, the survey has been conducted on an annual basis and the result has been officially published. Since 2006, it has been expanded into a comprehensive survey of agriculture and rural communities by including urban residents as respondents.

☐ The method and contents of the survey

- The survey of 2015 was carried out from October 28 to November 25 among 2,564 respondents, of which 1,500 of them were urban citizens and the rest 1,064 were agricultural workers.¹⁾

1) The local correspondents of KREI were selected as respondents representing the agricultural industry with consideration for the purpose of the survey and the connectivity with previous studies. The respondents representing urban citizens were chosen by Korea Media Research, a consigned research company, based on a general sampling method.

Classification	Agricultural workers	Urban citizens
Target respondents	▪ KREI local correspondents	▪ Male and female adults aged 19 or over residing in urban areas all over the country (at the level of <i>dong</i>)
Target areas	▪ Nationwide (including Jeju)	▪ Nationwide (including Jeju)
Scale of samples	▪ 1,064 respondents (Targets: 3,000 respondents)	▪ 1,500 respondents
Survey method	▪ Postal survey	▪ Interview survey by visiting each household
Sampling method	▪ Exemplary farm households residing in town or township (<i>eup</i> or <i>myeon</i>) all over the country	▪ Quota sampling by region, sex and age
Sampling error (95% confidence level)	▪ Utilizing fixed samples	▪ $\pm 2.5\%$
Collecting method	▪ Structured questionnaires	

- The survey is largely focused on the changes in public perspectives on the roles, functions and values of agriculture and rural areas, the awareness of agricultural policies and issues, and the needs for such policies, by dividing respondents into suppliers (agricultural workers) and demanders (urban citizens). This report only covers major findings of the survey.

2. Perspectives on Agriculture and Rural Areas and the Awareness of Their Values

2.1. A large percentage of people still recognize the importance of agriculture and rural communities.

☐ Among the respondents from urban areas, 10 times more people agree that agriculture and rural areas are growth engines of the future, compared to those who do not agree with this view.

- Both urban citizens and agricultural workers responded that agriculture and rural communities had served as the foundation of Korean society (86.9% and 88.4% respectively) and that they still play a significant role in the overall life of the people (58.9% and 74.7% respectively).
- A larger proportion of the respondents from urban areas (66.7%), compared to that of agricultural workers (41.9%), have a positive view on agriculture and rural communities as future growth engines. The proportion of those with negative perspectives is only 6.9%, about one tenth of those with positive opinions.
 - In terms of the question asking if the Korean agricultural industry has improved, 61.4% of the respondents from urban areas answered “yes,” while only a half of this percentage (30.8%) among farmers replied the same.

Table 1. Changes in the Perspectives on Agriculture and Rural Areas

Unit: %

Classification		No. of respondents	①	②	①+②	③ Moderate	④	⑤	④+⑤	No opinion/ no response
			Certainly yes	Generally yes			Generally no	Certainly no		
Agriculture and rural areas have supported Korean society as the foundation.	Agricultural workers	1,064	49.7	37.2	86.9	7.3	2.6	0.8	3.4	2.3
	Urban citizens	1,500	27.1	61.3	88.4	10.6	0.9	0.1	1.0	0.0
Agriculture and rural areas are important in the overall life of Korean people.	Agricultural workers	1,064	23.3	35.6	58.9	22.7	13.5	2.1	15.6	2.8
	Urban citizens	1,500	22.7	52.0	74.7	21.8	3.5	0.0	3.5	0.0
Agriculture and rural areas are future growth engines of the nation.	Agricultural workers	1,064	15.3	26.6	41.9	25.0	22.5	6.5	28.9	4.1
	Urban citizens	1,500	21.2	45.5	66.7	26.4	6.5	0.3	6.9	0.0
Agriculture in Korea has improved.	Agricultural workers	1,064	5.5	25.3	30.8	26.3	25.6	13.9	39.5	3.4
	Urban citizens	1,500	11.3	50.1	61.4	25.3	11.9	1.4	13.3	0.0
Korean rural areas have improved.	Agricultural workers	1,064	4.0	25.1	29.1	26.5	24.2	15.0	39.3	5.1
	Urban citizens	1,500	10.4	51.3	61.7	24.9	11.9	1.5	13.3	0.0
Agriculture is valuable and rural areas are desirable places to live.	Agricultural workers	1,064	12.9	28.6	41.4	28.1	18.8	8.6	27.4	3.0
	Urban citizens	1,500	10.3	58.1	68.4	27.8	3.7	0.1	3.8	0.0

☐ **77.2% of the respondents from urban areas consider agriculture important in the national economy.**

○ In terms of the significance of agriculture in the national economy, 60.9% of urban citizens and 45.0% of agricultural workers answered “yes.” If those who think that agriculture will be important in the national economy in the future are included, the proportion of the respondents with positive answers increase to 77.2% among urban citizens and 64.7% among agricultural workers.

- A meager percentage of both groups (1.7% of urban citizens and 16.1% of agricultural workers) think that agriculture has not been and will not be important in the national economy.

Table 2. The Significance of Agriculture in the Korean Economy

Unit: %

Classification	No. of samples	Has not been and will not be important	Has not been but will be important	Has been but will be less important	Has been and will be important	No response
Agricultural workers	1,064	16.1	19.7	17.2	45.0	2.0
Urban citizens	1,500	1.7	16.3	21.1	60.9	0.0

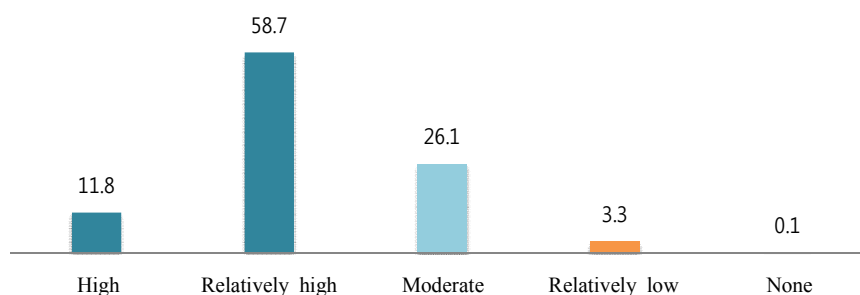
2.2. The positive views on the pluralistic value of agriculture and rural areas have increased.

☐ Seven tenth of urban citizens recognize the pluralistic value of agriculture and rural areas.

- In terms of pluralistic functions or public values among various functions of agriculture and rural areas, which indicate the conservation of nature and traditions and the provision of places for rest in addition to the production of foodstuff, 70.5% of urban citizens replied that agriculture and rural areas have many of such functions and values, while only 3.5% of them disagreed. The percentage of positive views increased by 4.3%p from the previous year.
 - In particular, older respondents and those whose families reside in rural areas tend to recognize that agriculture and rural areas have high pluralistic values.
 - The percentage of those recognizing the pluralistic value of agriculture and rural communities exceeded 70% for the first time as it increased from 58.6% in 2009 and 62.0% in 2012.

Figure 1. Recognition of the Pluralistic Value of Agriculture and Rural Areas

Unit: %



○ Urban citizens find food security as the most crucial function of agriculture and rural areas (89.9%), followed by the protection of nature and ecosystem (88.2%), the balanced development of the nation (80.7%), and the provision of social and cultural public interests (78.6%). On the other hand, the function of creating jobs is relatively less recognized (63.6%).

□ **The proportion of the respondents who are willing to pay more taxes to maintain the pluralistic value of agriculture and rural areas increased by 8.6%p.**

- Around 59.5% of urban citizens agree to bear the burden of increased tax to maintain and conserve the pluralistic value of agriculture and rural areas, while 32.7% disagree.
 - The proportion of urban citizens who agree with the increase in tax for such purposes has jumped by 8.6%p from the previous year (50.9%).
 - Such positive opinions have been on the steady rise from 39.1% in 2007.

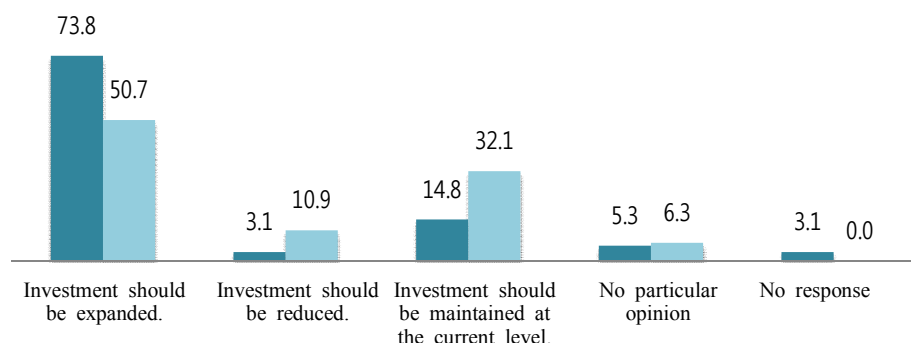
2.3. Supportive opinions of urban citizens for the expansion of investment in agriculture and rural areas evidently soared.

☐ A majority of urban citizens agree to increase the investment in agriculture and rural communities.

- About 73.8% of agricultural workers agree to expand the investment in agriculture and rural areas, while 50.7% of urban citizens agree to increase the investment.
- Only 3.1% of agricultural workers and 10.9% of urban citizens claim to reduce the investment, showing that the proportion of positive views is noticeably higher.

Figure 2. Opinions on the Investment in Agriculture and Rural Areas

Unit: %



☐ Positive opinions on tax benefits for farmers almost doubled in two years.

- In terms of the current tax benefits enjoyed by farmers, 59.6% of urban citizens have positive views, while 6.1% of them have negative opinions.

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- The proportion of positive views is relatively high among the respondents in their 30s and those who have lived in rural areas or whose families reside in rural areas.
 - The proportion of positive opinions increased by 25.5%p from 34.1% in 2013.

□ The proportion of the respondents agreeing to expand the budget for welfare in rural communities increased by 7.7%p from the previous year.

- Approximately 61.9% of urban citizens agree to increase the budget related to welfare in rural areas, while only 7.8% of them disagree.
 - The proportion of positive opinions increased by 7.7%p from the previous year (54.2%).
 - The proportion was in the steady decline from 75.4% in 2006, but has jumped again since 2014.

3. Attention to Agriculture and Rural Areas and Policy Demands

3.1. A growing number of urban residents are interested in returning to farming and rural areas.

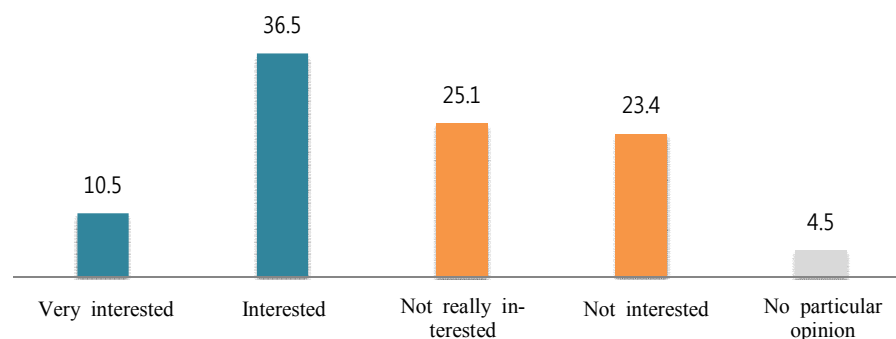
□ The proportion of urban citizens who are willing to return to farming and rural areas increased by 8.0%p from the previous year.

○ The proportion of such urban citizens jumped by 8.0%p to 47.0%, while that of those not willing to do so decreased by 6.0%p to 48.5% from the previous year.

- The proportion of positive opinions is relatively high among older respondents and those who have lived in rural areas or whose families reside in rural areas.
- The proportion dropped from 43.6% in 2013 to 39.0% in 2014, but has recently increased again.

Figure 3. Intention of Urban Citizens to Return to Farming and Rural Areas

Unit: %



☐ The respondents are willing to return to farming and rural communities for good health and free life.

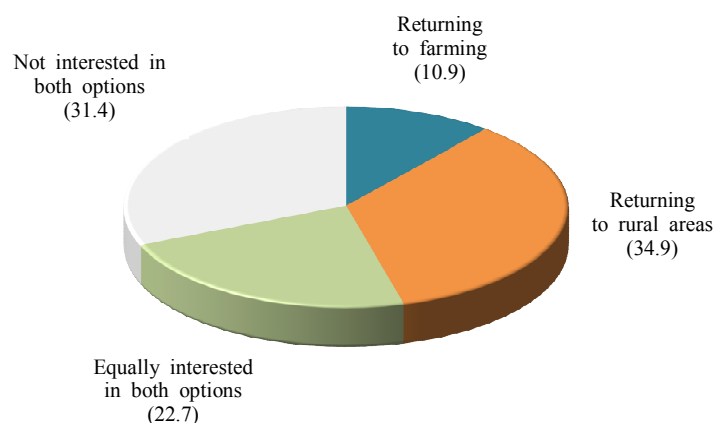
- A majority of such respondents (58.2%) want to return to farming and rural areas to lead a healthy life in nature, while 16.2% want free life, not being bound by the limit of time.
 - The reasons of a small proportion of the respondents include: to farm in rural areas as a means of living (7.4%); to be self-sufficient in safe foodstuff by operating farms on their own (6.4%); and to live in warm-hearted neighborhoods (5.2%).
- What the respondents need the most to return to farming and rural areas is the source of income for living (60.3%), followed by the readiness of mind (35.3%), fund for movement (29.8%), and information related to returning to farming and rural areas (29.5%).

☐ The interest in living in rural areas is three times higher than that in farming.

- In terms of the question asking what the respondent prefers to do between farming and living in rural areas, 34.9% prefer living in rural areas, and 31.4% have no interest in both options. 22.7% are equally interested in both options, while 10.9% prefer farming.
 - The proportion of the respondents who are not interested in both options is relatively high among younger generations and those who have not lived in rural areas or who have no family residing in rural areas.

Figure 4. Preference between Farming and Living in Rural Areas

Unit: %



□ **Both urban residents and agricultural workers have positive views on returning to farming and rural areas, though their specific opinions are different.**

- With regard to returning of urban citizens to farming and rural areas, a large percentage of both urban residents and agricultural workers consider that such a trend has more positive aspects (44.5% and 55.9% respectively).
 - But in case of farmers, the proportion of the respondents with negative opinions (40.5%) is as high as that of the respondents with positive views, showing a difference from the proportion of negative views among urban citizens (23.5%).
- In terms of the expansion of the government budget for people returning to farming, 59.5% of urban citizens and 48.2% of agricultural workers agree with the expansion, while 26.6% of farmers and only 8.1% of urban citizens disagree.

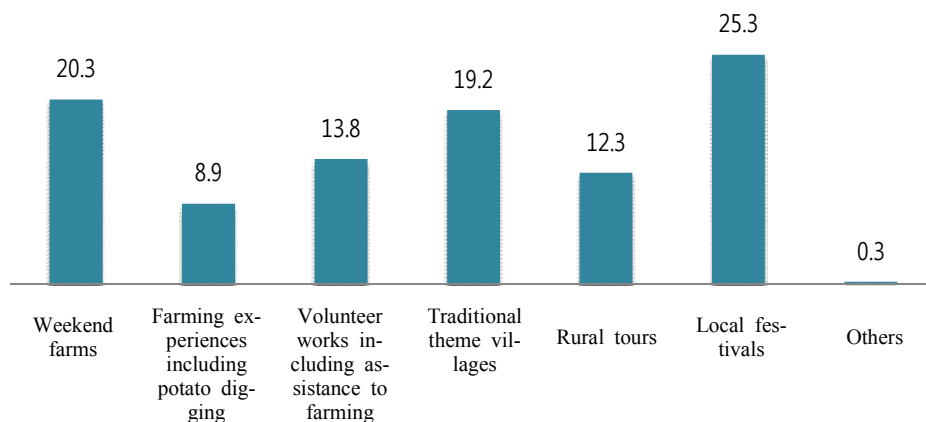
3.2. Urban citizens want a variety of opportunities for experience in rural communities.

☐ What urban residents want to do the most in rural areas is to participate in local festivals.

- Local festivals are the most preferred activity (25.3%), followed by weekend farm experience (20.3%), traditional theme village experience (19.2%), volunteer works including assistance to farming (13.8%), and rural tours (12.3%).

Figure 5. Activities in Rural Areas Most Preferred by Urban Citizens

Unit: %



☐ The most inconvenient things in rural tourism are accommodations and cooking conditions.

- The respondents find accommodations and cooking conditions as the most inconvenient things during rural tours (26.8%), followed by transportation (23.1%), the lack of experience activities or intriguing points (14.8%), and high cost (14.7%).

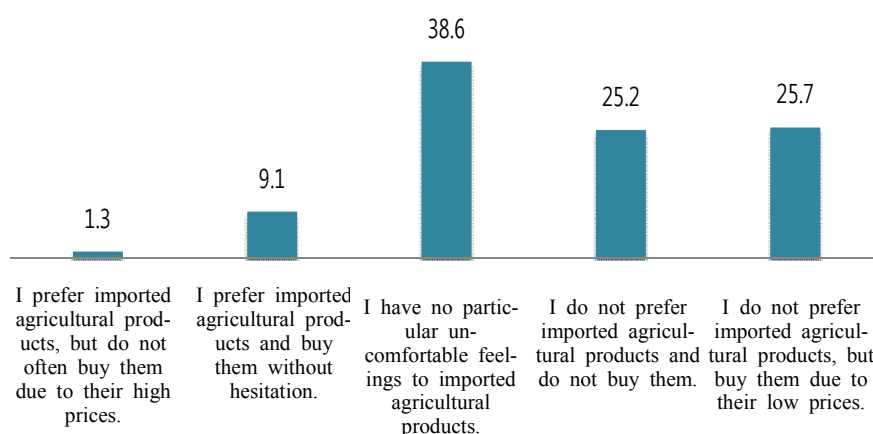
3.3. Almost 40% of urban citizens have no uncomfortable feelings to imported agricultural products.

□ Only 4 of 10 respondents replied that they are uncomfortable with imported agricultural food and do not buy them.

○ About 38.6% of urban citizens have no uncomfortable feelings to imported agricultural products. Those who do not prefer imported goods but buy them due to their low prices account for 25.7%, the percentage similar to that of the respondents who do not buy imported agricultural products (25.2%).

Figure 6. Perspectives of Urban Citizens on Imported Agricultural Products

Unit: %



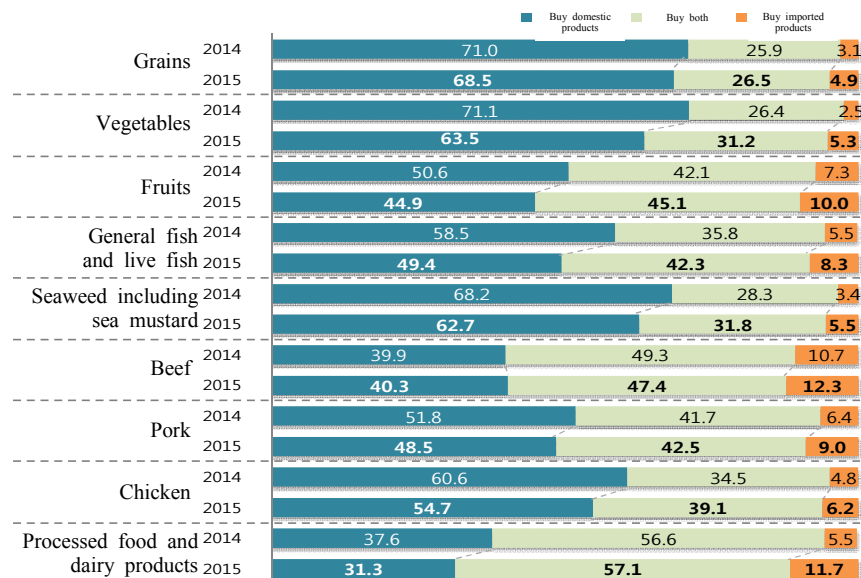
□ The number of urban citizens who are willing to buy imported agri-food increased.

○ The proportion of the respondents who would buy imported agri-food if they are cheaper than domestic products increased from the previous year regarding all nine commodities in the survey.

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- In terms of beef (12.3%), processed food/dairy products (11.7%) and fruits (10.0%), over 10% of the respondents said they would buy imported products. In case of processed food and vegetables, the proportions doubled, compared to those of the previous year.
 - The proportion of the respondents who would equally buy both domestic and imported products is highest in case of processed food/dairy products (57.1%), followed by beef (47.4%), fruits (45.1%) and pork (42.5%), showing that these commodities have a relatively wide range of choice.
- In terms of grains, vegetables and seaweed, about 60% of urban citizens prefer domestic products even though they are more expensive than imported ones (68.5%, 63.5% and 62.7% respectively), showing that consumers are loyal to domestic products when it comes to such commodities.
- However, the proportion of the respondents who prefer domestic products decreased regarding eight commodities except for beef compared to the previous year: for instance, the proportion dropped by 9.1%p for fish and live fish and by 7.6%p for vegetables. In terms of beef, the proportion increased slightly by 0.4%p to 40.3%.
 - The proportion of the respondents who prefer domestic products is less than 50% for several commodities, including processed food (31.3%), beef (40.3%), fruits (44.9%), pork (48.5%), and fish and live fish (49.4%).

**Figure 7. Willingness to Buy Domestic Products
When Imported Products are Cheaper**

Unit: %



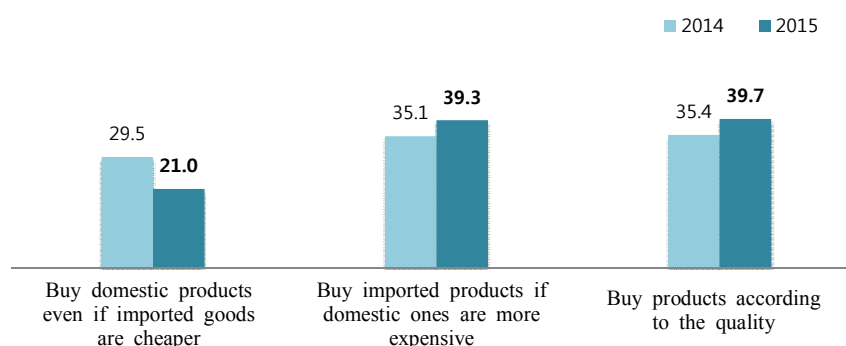
☐ **Urban citizens are less loyal to domestic agri-food compared to the past.**

○ The respondents were asked how they would react if the agricultural product market becomes more open to imported products, and the result shows that 39.7% of the respondents, the largest proportion, would buy products based on the quality regardless whether they are domestic or imported.

- About 39.3% of the respondents said they would buy imported products if domestic ones are much more expensive, while 21.0% replied that they would still buy domestic products even though imported goods are cheaper.
- The proportion of the respondents who would buy domestic products even if imported goods are cheaper has been on the decline from 37.0% in 2009 to 34.1% in 2012, 29.5% in 2014, and 21.0% this year.

**Figure 8. Willingness to Buy Domestic or Imported Agricultural Products
When the Market is More Open**

Unit: %



- The respondents consider that the most crucial action for increasing the consumption of domestic agri-food is the expansion of the quality certification system (31.9%), followed by the reinforcement of price competitiveness against imported goods (24.5%), pioneering various marketing channels including direct sales (17.9%), and the expansion of the system of marking the county of origin (17.5%).

3.4. Farmers are interested in income, while urban citizens are concerned more about competitiveness.

- **The respondents find the aging population and unstable farm household income as the most urgent issues in agriculture and rural areas.**

- Both agricultural workers and urban citizens consider aging population (26.3% and 32.7% respectively) and unstable farm household income (24.2% and 20.5% respectively) as the most crucial issues regarding agriculture and rural areas.

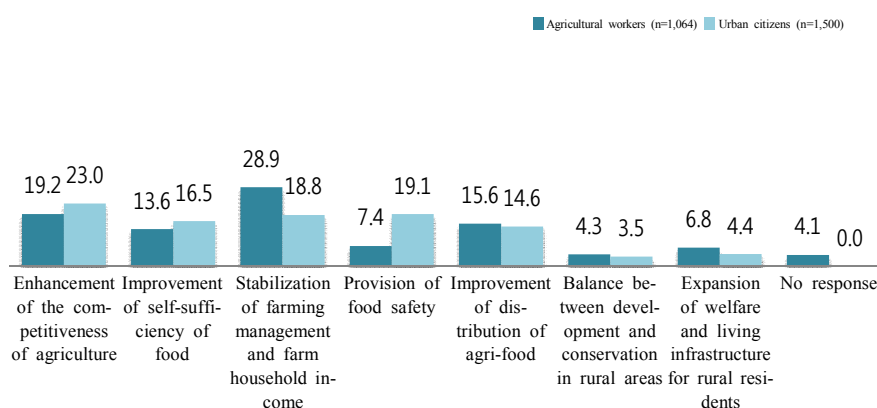
- The next urgent issue is the inflow of imported agri-food due to the opening of the agricultural market (20.5% of farmers and 19.4% of urban citizens).

□ The allocation of budget for the agricultural sector: Agricultural workers emphasize the stabilization of farming management, while urban citizens stress the reinforcement of competitiveness.

- In terms of priority in the allocation of budget for the agricultural sector, 28.9% of agricultural workers, the largest proportion, choose the stabilization of farming management and farm household income, followed by the enhancement of competitiveness of agriculture (19.2%) and the improvement of distribution of agri-food (15.6%).
- On the other hand, urban citizens consider the enhancement of competitiveness of agriculture the most important issue (23.0%), followed by the safety of food (19.1%) and the stabilization of farming management and farm household income (18.8%).

Figure 9. Priority in the Allocation of Agricultural Budget

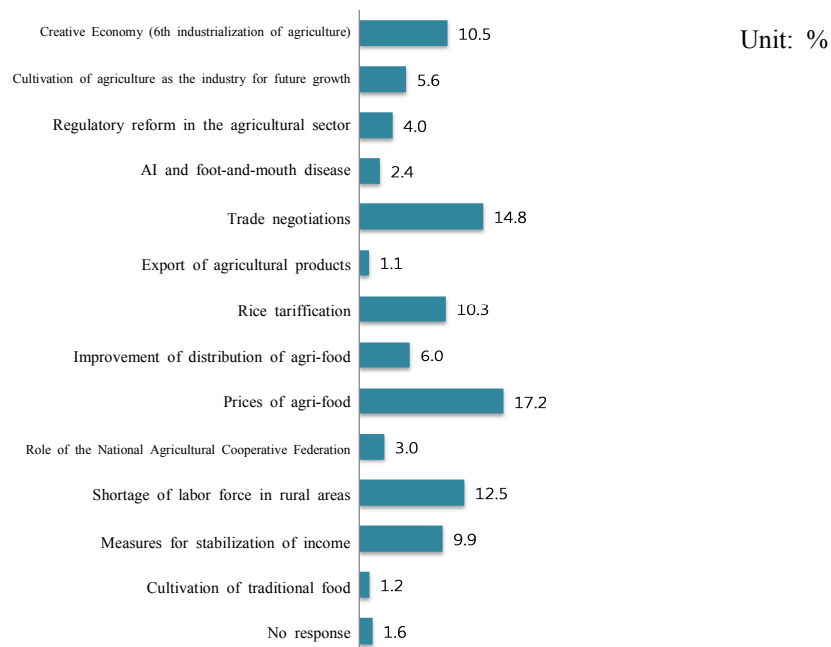
Unit: %



□ Policy demands: Farmers are concerned about compensation for damage, while urban citizens care about the invigoration of rural economy.

- In terms of policies that the government should deal with in the future for the development of agriculture, rural areas and the agri-food industry, agricultural workers focus more on the compensation for damage caused by the implementation of FTAs and the improvement of competitiveness (49.9%), followed by the provision of a stable supply system of agri-food including the enhancement of the distribution structure (43.9%).
 - Urban citizens are more concerned about the invigoration of rural economy including the encouragement of rural tourism and the trend of returning to farming and rural areas (40.6%) and the provision of R&D opportunities for new technology and production methods (36.7%).
- Among a range of issues in the agri-food sector this year, agricultural workers were interested in the prices of agri-food (17.2%), followed by the negotiation for trade (14.8%), the shortage of workforce for farming (12.5%), and Creative Economy (6th industrialization of agriculture, 10.5%).

Figure 10. Issues in the Agri-food Sector with the Highest Attention



4. Changes in Farmers' Awareness and Perspectives on Rural Life

4.1. The satisfaction level of agricultural workers toward their jobs has been stagnant, while that of life is relatively high.

□ The satisfaction level score of farmers for their jobs is 56 points, which is 12 points lower than the average of the entire Korean people.

○ The proportion of agricultural workers who are satisfied with their jobs is 20.6%, which is 12.2%p lower than that of the respondents who are not happy with their jobs (32.8%), showing the similar picture to the previous year.

- Their satisfaction level score is 56.2 out of 100 points, much lower than the average of ordinary Korean people (68.2, based on the 2014 survey by the Korea Research Institute for Vocational Education and Training (KRIVET)).
- In terms of the contents of jobs, 22.1% are satisfied, 7.9%p lower than that of those not satisfied (30.0%). Regarding the current income, more than a half of the respondents are not satisfied (53.8%), while only 9.3% are satisfied.

Table 3. The Level of Satisfaction Toward Agricultural Jobs

Classification	A survey in 2015 by KREI		Study of Korean Occupational Index (2014) by KRIVET	
	Average	① Out of 100 points	Average	② Out of 100 points
① Overall satisfaction level	2.81	56.2	3.41	68.2
② Satisfaction level toward the contents of the job	2.88	57.6	3.40	68.0
③ Satisfaction level toward the current income	2.34	46.8	2.98	59.6

○ When the respondents were asked if they would recommend an agricultural job to their children, 57.8% replied that they would respect what their children want. 29.6% said they would recommend a job in the different industry, while 10.4% would actively recommend and support their children to work for the agricultural industry.

- The proportion of the respondents who would recommend an agricultural job to their children exceeded 10% for the first time after 1978, when the survey was first conducted.

- The proportion of those who would actively recommend and support their children to work for the agricultural industry is relatively high among fruit-growing farm households (16.2%).

□ The satisfaction level for rural life has been on the steady rise, which is 16.4%p higher than the unsatisfaction level.

○ In terms of rural life, 37.4% are satisfied, which is 16.4%p higher than the proportion of those not satisfied (21.0%) but 6.4%p lower than the figure in the previous year.

- The proportion of those satisfied is relatively high among large-scale farms and those earning over KRW 20 million annually.

- The satisfaction level for rural life has gradually increased from 9.5% in 2005 to 22.7% in 2010 and 32.5% in 2012.

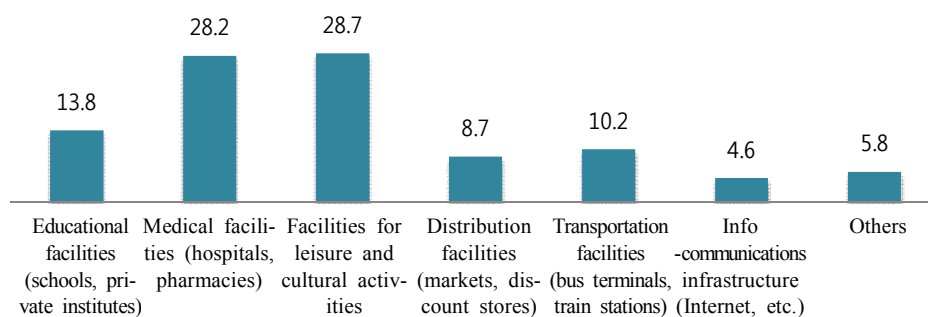
○ Some respondents are not satisfied with rural life due to relatively poor housing and living conditions compared to cities (33.6%); negative perspectives of ordinary Korean people on rural life (20.2%); and insufficient medical infrastructure including medical facilities (17.0%).

□ The most inconvenient point about rural life is the lack of opportunities for leisure and cultural activities.

- Farmers find the lack of leisure and cultural activities as the most inconvenient aspect of living conditions of rural life (28.7%), followed by the lack of medical facilities such as hospitals and pharmacies (28.2%).
- The next inconvenient aspects include the insufficient number of educational facilities such as schools and private institutes (13.8%) and poor transportation systems such as bus terminals and train stations (10.2%).

Figure 11. Inconvenient Aspects of Living Conditions in Rural Areas

Unit: %



- About 25.3% of agricultural workers are satisfied with social welfare services in their areas (25.3%), which is 6.4%p higher than the proportion of the respondents not satisfied with such services (18.9%).

4.2. The happiness index of farmers is relatively high (67 points) compared to those engaged in other industries.

□ The happiness index of agricultural workers this year is similar to that of the previous year, and the first thing on their bucket lists is to travel around the world.

○ According to the result of measurement of the happiness level in the five categories, the average score is 67, similar to the result from the previous year.

- The scores in the home life (77) and social life (70) exceeded 70 points, followed by the relationship with relatives (68), health conditions (63), and financial status (55) as the category with the lowest score.
- According to the happiness index study of each occupation, conducted in December 2015 by Donga Ilbo and Deloitte Consulting Korea, the happiness index of agricultural workers is 63, relatively high compared to those in other industries.

Table 4. Happiness Level of Agricultural Workers

Unit: 100 points

Classification		Total	Category				
Year	No. of respondents		Health condition	Financial status	Relationships with relatives and friends	Home life	Social life
2013	(552)	67	60	53	70	77	72
2015	(1,064)	67	63	55	68	77	70

- The first thing on the bucket lists of agricultural workers is to travel around the world (12.8%), to travel with family (7.8%), and to travel around the country (3.4%), showing that most of them hope to travel.
- The next things on the list include leading a healthy life (3.1%) and participating in volunteer works and helping people in need (3.0%).

5. Implications

- In terms of the significance and values of agriculture and rural areas, about 70% of urban citizens have positive views, and the proportion of those agreeing to expand the investment in agriculture and rural communities also evidently increased.
 - About 74.7% of urban citizens recognize that agriculture and rural areas are important in the overall life of the people, and 66.7% of them consider agriculture and rural areas as future growth engines. Plus, the proportion of the respondents willing to accept the increased tax to maintain the pluralistic values of agriculture and rural areas also jumped.
 - Over a half of urban citizens agree that the investment in agriculture and rural areas should be expanded, and they also have positive views on increasing the agricultural budget and tax benefits for agricultural workers.
 - But a smaller proportion of agricultural workers (by 20%p) recognize the significance of agriculture and consider it as a future growth engine, implying that there should be more policies for them.
- The number of people returning to farming and rural areas increased from the previous year, and it turns out that such a trend was about seeking for healthy and free life rather than for a means of living.
 - Considering the purposes of urban citizens returning to farming and rural areas and the fact that three times more respondents are interested in living in rural areas rather than farming, it is needed to come up with customized supportive policies.
 - Younger generations and those who have not lived in rural areas or whose family are not residing in rural areas are less interested in returning to farming and rural areas. In this context, it is necessary

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- to promote returning to rural areas and farming, targeting such generations.
- Urban citizens want to participate in various rural activities including local festivals and weekend farms, implying that such demands can be reflected in inducement measures. In addition, they find insufficient accommodations and cooking conditions as the most inconvenient aspects in rural tourism, which need improvement.
- Consumers are less uncomfortable with imported agricultural products as the agricultural market has been open to foreign countries, while their loyalty to domestic products is on the decline, calling for countermeasures.
- About 40% of urban citizens have no uncomfortable feelings about imported goods, and 25% replied they would buy imported goods. Their willingness to purchase imported products increased regarding all nine commodities including grains, compared to the previous year, while their willingness to buy domestic products decreased.
 - In particular, less than 50% of the respondents said they would buy domestic products in terms of livestock products (beef, etc.), fruits, processed food and fish, implying that these commodities are very likely to be replaced by imported counterparts. On the contrary, the respondents prefer to buy domestic products when it comes to grains, vegetables and seaweed.
 - The proportion of the respondents who are loyal to domestic products even if imported ones are cheaper decreased steadily from 37% in 2009 to 21% this year, implying that it is urgent to secure the quality and price competitiveness of domestic products.
- In terms of policy demands, agricultural workers need the stabilization of their income, while urban citizens call for the improvement of competitiveness and the invigoration of rural economy.

- Regarding the priority in the allocation of the agricultural budget, agricultural workers emphasize the management stabilization, while urban citizens focus more on the enhancement of competitiveness. In terms of policies, agricultural workers need the compensation for damage, while urban citizens are interested more in boosting local economy. All these different demands should be reflected in agricultural policies.
- The level of satisfaction of agricultural workers for their jobs and life is stagnant mainly due to their financial status. This implies that the authorities should come up with more measures to stabilize their income.
- The satisfaction level for rural life is on the steady rise, but that for local social welfare facilities maintains only at 25%. Agricultural workers also hope to enjoy leisure and cultural activities and need adequate medical facilities. Therefore, there should be more attention to the expansion of welfare facilities in rural areas.

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