

Survey Results on Intercultural Community

<Survey Overview>

- Performed online from 28th May 2026 to 12th June. 186 responses received.
- Means of request for Japanese residents: Village Homepage, LINE
- Means of request for International residents: Facebook

<Note>

- In Hakuba, the ratio of Japanese residents to International residents is 9:1, therefore, an imbalance in the number for daily interaction amongst residence groups can be expected.
- Some nuances may be lost in translation when translating Japanese feedback given by the Japanese residents and feedback given in English/other foreign languages into Japanese & English.

<Key Summary>

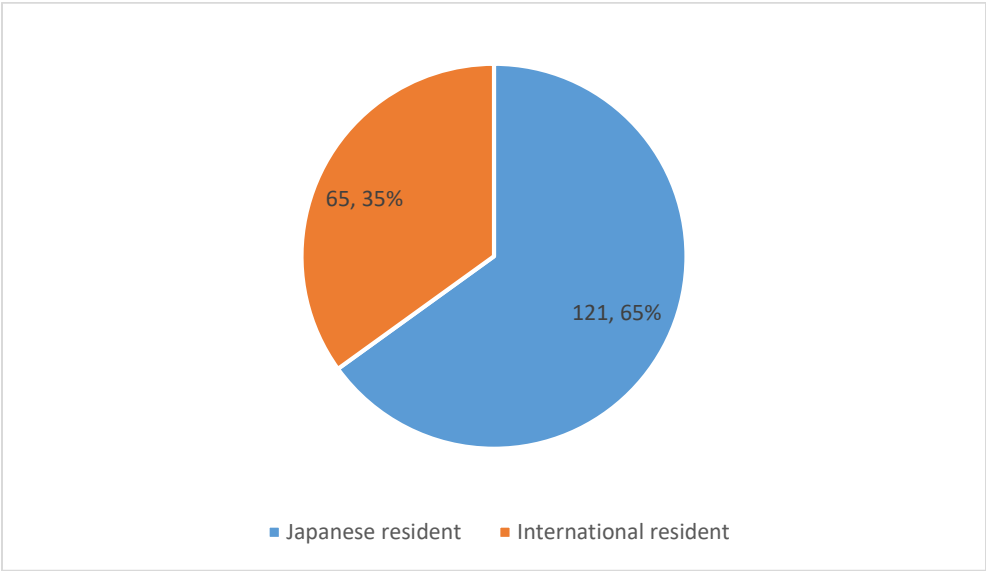
The results show that in Hakuba Village, Japanese residents and International residents already live side-by-side in the same community. Also, an increase in diversity can be seen regarding the country of origin and family structure of International residents.

From the perspective of Japanese residents, many pointed out room for improvement regarding the understanding of and respect for local rules and manners, as well as social norms and daily customs. The results also suggest the importance of recognizing that social norms can vary across cultures and that shifting the mindset of the Japanese residents are equally important when finding creative ways to improve communication.

On the other hand, while International residents struggle with language barriers and administrative processes, many show a proactive attitude toward overcoming such challenges as seen in the high percentage of residents hoping to continue living in Hakuba.

Furthermore, there was a high number of both Japanese and International residents requesting a place or an opportunity to interact with each other, which highlights an urgent need to consider ways to coexist as equal members in an Intercultural Community, regardless of race, age, gender or background.

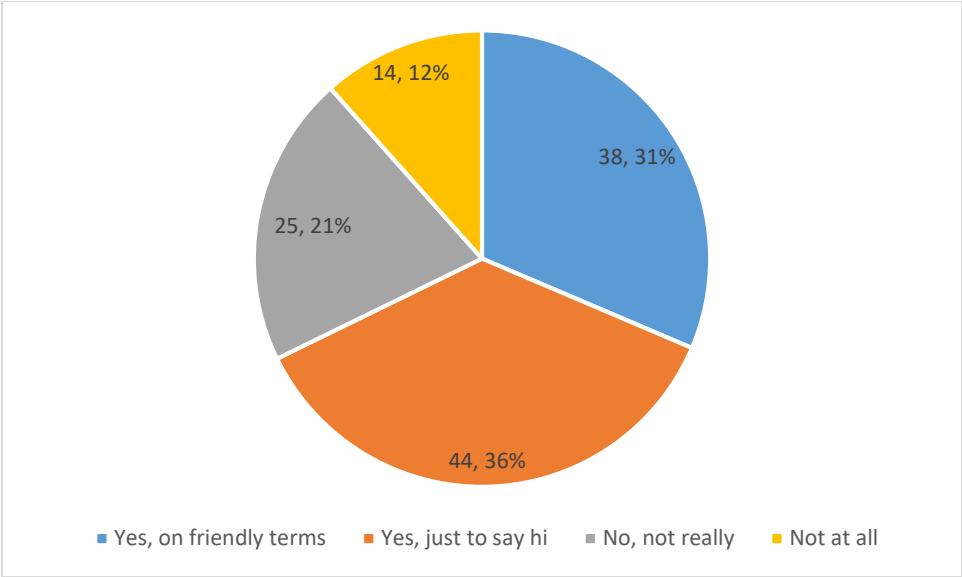
1. We have prepared different sets of questions for Japanese and International residents. Select the category that applies to you.



Response	No. of people	% of people
Japanese resident	121	65.05
International resident	65	34.95
Total	186	

*Below are for Japanese residents

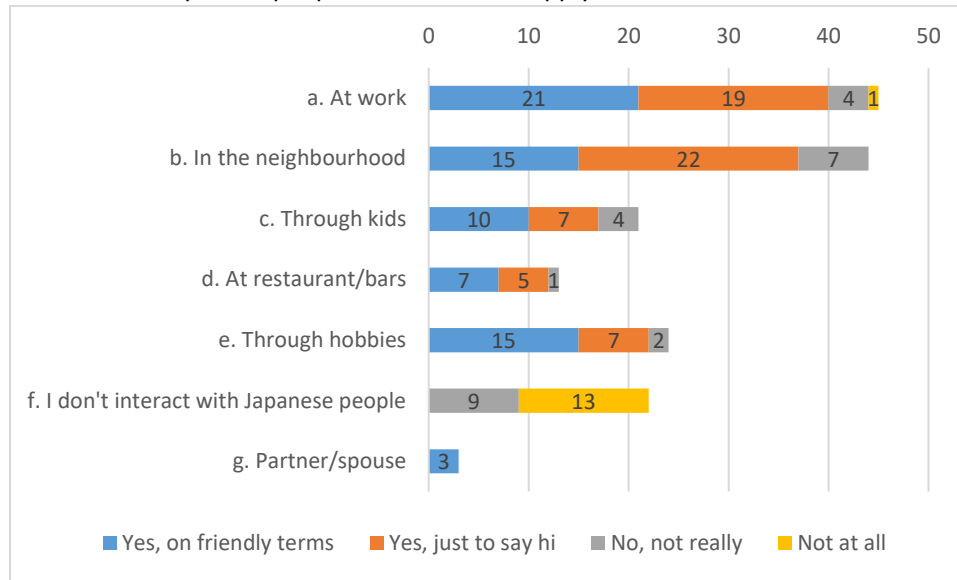
2. Do you interact with International residents on a daily basis?



Response	No. of people	% of people
Yes, on friendly terms	38	31.67
Yes, just to say hi	44	36.36
No, not really	25	20.83
Not at all	14	11.67

The results show that nearly 70% of people have responded “Yes, on friendly terms” or “Yes, just to say hi.” This suggests that Japanese and International residents living together has become a natural part of their daily life.

3. Where do you interact with Japanese people? Select all that apply.



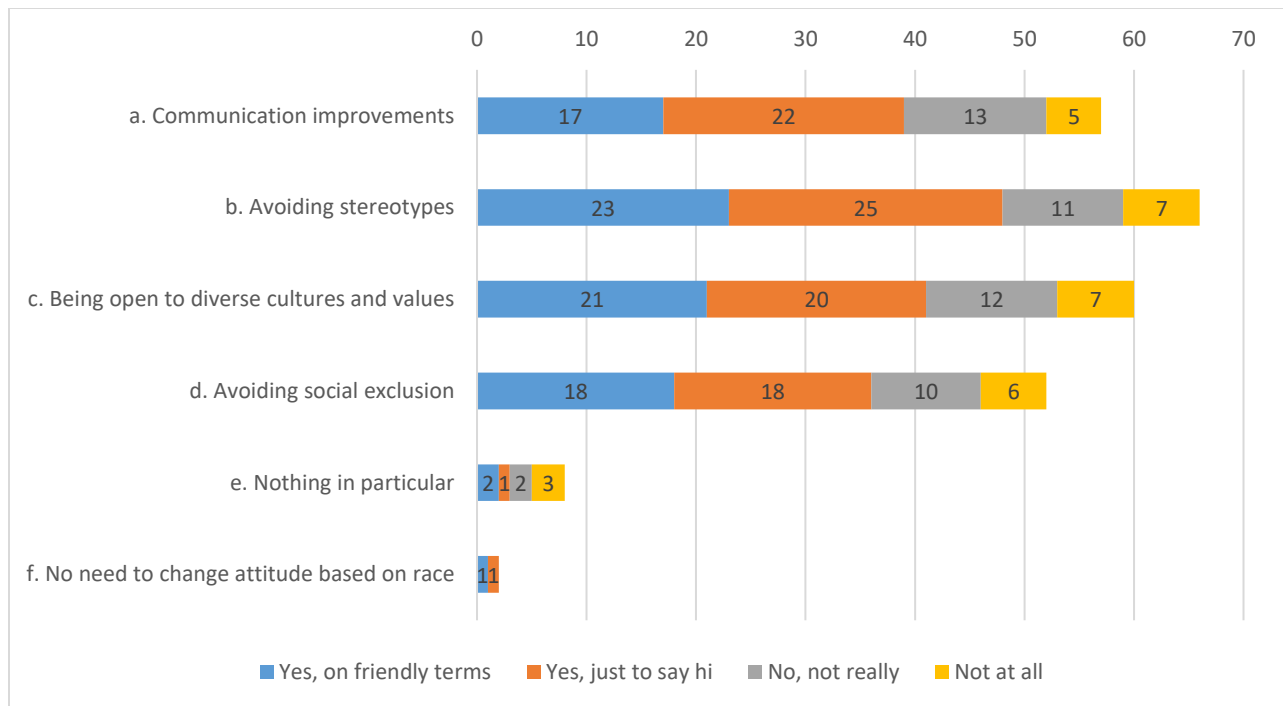
Response	No. of people					% of people				
	Yes, on friendly terms	Yes, just to say hi	No, not really	Not at all	Total	Yes, on friendly terms	Yes, just to say hi	No, not really	Not at all	Total
a. At work	21	19	4	1	45	55.26	43.18	16	7.14	37.19
b. In the neighborhood	15	22	7		44	39.47	50	28	0	36.36
c. Through kids	10	7	4		21	26.32	15.91	16	0	17.36
d. At restaurants/bars	7	5	1		13	18.42	11.36	4	0	10.74
e. Through hobbies	15	7	2		24	39.47	15.91	8	0	19.83
f. I don't interact with Japanese people			9	13	22	0	0	36	92.86	18.18
g. Partner/spouse	3				3	7.89	0	0	0	2.48

The results show that a high number of people responded “a. At work” and “b. In the neighborhood.” Specifically, a relatively high percentage of people (app. 30-50%) selected “b. In the neighborhood” across all levels of interaction except for “Not at all.”

Also, more than half of people who selected “e. Through hobbies” (15 out of 24) were by those who responded “Yes, on friendly terms” for Q2. From this result, we can assume that the higher the level of interaction with the locals, the more proactive and willing they are to engage with one another.

4. What are some things you feel are important as a Japanese living in the same community as International residents? Select all that apply.

Response	No. of people					% of people				
	Yes, on friendly terms	Yes, just to say hi	No, not really	Not at all	Total	Yes, on friendly terms	Yes, just to say hi	No, not really	Not at all	Total
a. Communication improvements	17	22	13	5	57	44.74	50	52	35.71	47.11
b. Avoiding stereotypes	23	25	11	7	66	60.53	56.82	44	50	54.55
c. Being open to diverse cultures and values	21	20	12	7	60	55.26	45.45	48	50	49.59
d. Avoiding social exclusion	18	18	10	6	52	47.37	40.91	40	42.86	42.98
e. Nothing in particular	2	1	2	3	8	5.26	2.27	8	21.43	6.61
f. No need to change attitude based on race	1	1			2	2.63	2.27	0	0	1.65
Total	82	87	48	28						
No. of responses p.p.	2.16	1.98	1.92	2						



The results did not reveal any distinct characteristics. Furthermore, there were no significant differences in the number of responses per person across the varying levels of interaction (Q2).

5. Do you have any concerns or are you facing any challenges regarding International residents around you? Please be specific. (Free text)

Response	No. of people					% of people				
	Yes, on friendly terms	Yes, just to say hi	No, not really	Not at all	Total	Yes, on friendly terms	Yes, just to say hi	No, not really	Not at all	Total
a. Local rules, manners, social norms, etc.	11	13	8	3	35	28.95	30.23	32	21.43	28.93
b. Waste related	3	6	3	1	13	7.89	13.95	12	7.14	10.74
c. Illegal activities & violation	1	7	2	1	11	2.63	16.28	8	7.14	9.09
d. International business owner related	1	6	4		11	2.63	13.95	16	0	9.09
e. Information from the Village, school and others	1	1	1		3	2.63	2.33	4	0	2.48

Even though the responses were given in free text, those related to “a. Local rules, manners, social norms, etc.” accounted for 28.93% (35 responses) and were the most numerous. Next came “b. Waste related,” “c. Illegal activities & violation,” “International business owner related” at around 10% each. It should also be noted that no correlation was seen between the number of concerns/challenges and the level of interaction.

<Responses (partially excerpted & edited)>

-Local rules, manners, social norms, etc.

- Failure to follow rules (5 people)
- Does not feel like they want to understand or adapt to Japanese culture; seems like they are trying to live by their own culture and standards (5 people)
- Loud noises at night (2 people)
- Cannot get understanding of *chiku* (administrative wards; residents’ association) (2 people)
- Snow falling from a neighbor’s roof onto my property; despite multiple requests, we cannot come to an agreement (2 people)
- Did not pick up after their dogs but started doing so after I brought it to their (2 people)
- Difficulty communication subtle nuances and minor details
- Pedestrians can be seen walking side-by-side in wide rows on road with car traffic
- A lack of considering for others when using shared/common facilities/properties
- Eating while walking on public streets
- Many people talk very loud
- Wearing swimsuits in *onsens* (public baths)

-Waste related

- Not understanding the proper way to sort garbage; are not sorting garbage appropriately (4 people)
- Littering (e.g. cigarettes, empty cans, etc.) (4 people)

-Illegal activities & violation

- Poor traffic manners; especially speeding and *aori-unten* (tailgating, reckless driving) (5 people)
- Trespassing (3 people)
- Burning construction/demolition waste in their yard, causing fear of a potential fire outbreak (2 people)

- Working without a visa
- Placing personal belongings on public property
- English graffiti can be seen around village

-International business owner related

- Improper waste management at vacation rentals owned by an International business owner; bad manners (4 people)
- Nuisance behavior by workers living in staff accommodations managed by an International business owner
- Land developing conducted without consideration for neighbors or the surrounding environment

-Information from the Village, school and others

- Lack of multilingual information from the Village or schools (3 people)

-Others

- No concerns/challenges on the basis of their nationality. Many mid- to long-term residents are actively participating in *chiku* (administrative wards; residents' association) activities and are good neighbors (4 people)
- International residents are forming their own isolated, separate communities. This can also be said for domestic migrants (2 people)
- People staying with respect for Japan are welcome but it is a problem when they are grouped together and generalized with people staying for solely for business and pleasure
- Property acquisition with intent to sell at a higher price (flipping)

6. What are some things you can/want to do as a Japanese resident to promote a better Intercultural Community?
(Free text)

Response	No. of people					% of people				
	Yes, on friendly terms	Yes, just to say hi	No, not really	Not at all	Total	Yes, on friendly terms	Yes, just to say hi	No, not really	Not at all	Total
a. Village & community related	7	9	4	3	23	18.42	20.93	16	21.43	19.01
b. Explain about local rules, manners, social norms, etc.	6	5	4		15	15.79	11.63	16	0	12.4
c. Opportunity for interaction	5	8	1		14	13.16	16.28	4	0	11.57
d. Shifting mindset of Japanese residents	4	1			5	10.53	2.33	0	0	4.13

Comments related to “a. Village & community related” peaked at approximately 20% (23 responses), followed by “b. Explain about local rules, manners, social norms, etc.,” “c. Opportunity for interaction,” both exceeding 10%.

Furthermore, comments related to “c. Opportunity for interaction,” “d. Shifting mindset of Japanese residents” were made by people with a higher level of interaction with the locals; especially “d. Shifting mindset of Japanese residents” being raised by approximately 10% of people who responded “Yes, on friendly terms” for Q2. This implies that people who interact more frequently feel that both Japanese and International residents need to make mutual efforts, highlighting that road to an Intercultural Community isn’t a one-way street.

<Responses (partially excerpted & edited)>

-Village & community related

- Multilingual notices from the Village, *bo-sai* (disaster prevention) announcements and signs (4 people)
- Organize and structure Village/*chiku* (administrative wards; residents’ association) ordinances, rules and manners and creating systems to ensure compliance (3 people)
- Integrating new perspectives and ideas brought by newcomers, on top of the foundation built by the previous generations (2 people)
- Providing International residents with opportunities to take part in community building (i.e. serving as chair in *chiku* (administrative wards; residents’ association) or giving a warm welcome to the community) (2 people)
- Explaining or holding seminars about local rules and manners at *yakuba* (village office) (2 people)

-Explain about local rules, manners, social norms, etc.

- As fellow members of the same community, explain what is acceptable or unacceptable including behaviors that may cause discomfort with reasoning, in hopes that Japanese culture will be appreciated (15 people)

-Opportunity for interaction

- Participating in events together with newcomers (both International and domestic), inviting them to events and encouraging them to join *chiku* (administrative wards; residents’ association.) Interacting through food, sports, games, etc. is preferable (5 people)

- Hosting cultural exchange events where we can learn about food and cultures of International residents' native countries. Providing opportunities to experience non-Japanese events such as Halloween and Christmas (3 people)
- Prepare an environment where opinions can be exchanged. Dedicated efforts are required at all levels of community (individuals, *chiku* (administrative wards; residents' association) and Village) (3 people)

-Shifting mindset of Japanese residents

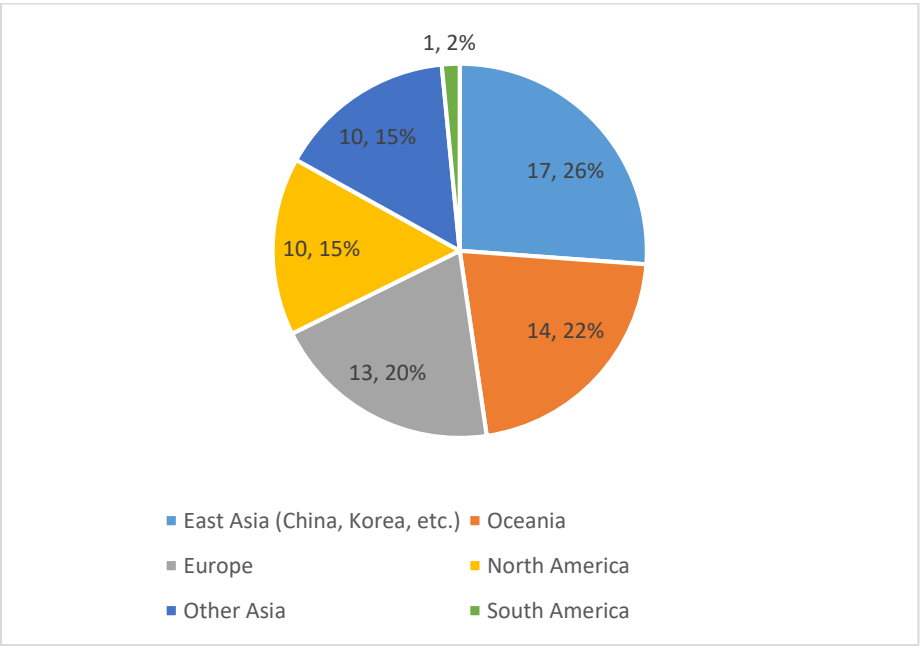
- Educating the Japanese residents or establishing frameworks to eliminate biases and prevent unnecessary prejudice caused by the actions of a few international (7 people)
- Request for a place to learn English so Japanese residents can communicate in English (3 people)
- Understanding that social norms vary globally and that International residents may simply just be unaware of the local customs (2 people)
- Getting used to communicating with International residents as fellow members of the community (2 people)

-Others

- Engaging in daily greetings and conversing with a smile (4 people)
- Treating everyone equally regardless of nationality or appearance (2 people)
- Welcoming International residents with open arms, as I am under the impression that International residents genuinely love Japan and Hakuba (2 people)

*Below are for International residents

7. Where are you from?

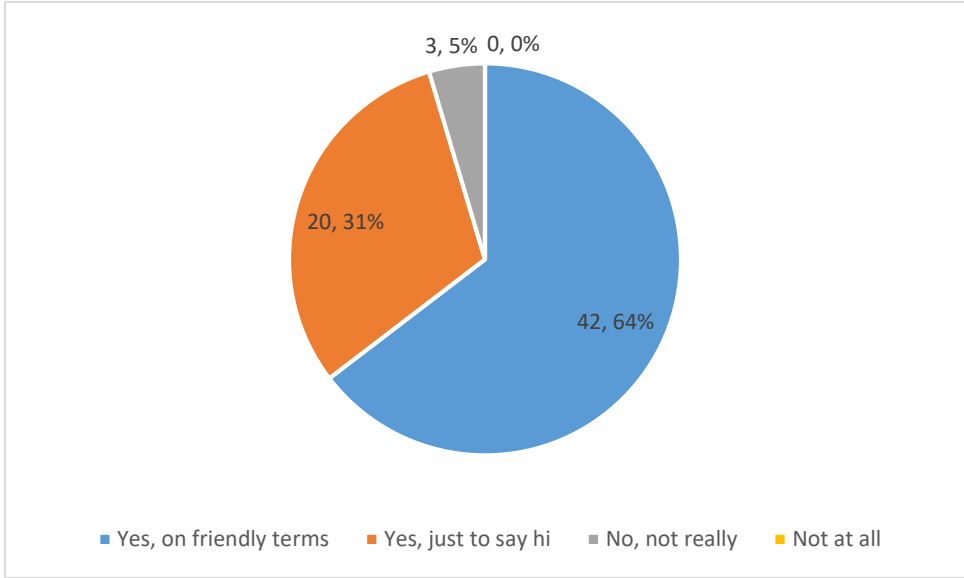


Response	No. of people	% of people
East Asia (China, Korea, etc.)	17	26.15
Oceania	14	21.54
Europe	13	20
North America	10	15.38
Other Asia	10	15.38
South America	1	1.54

Total 65

Results show that people from all over the world come to live together in Hakuba.

8. Do you interact with Japanese people on a daily basis?

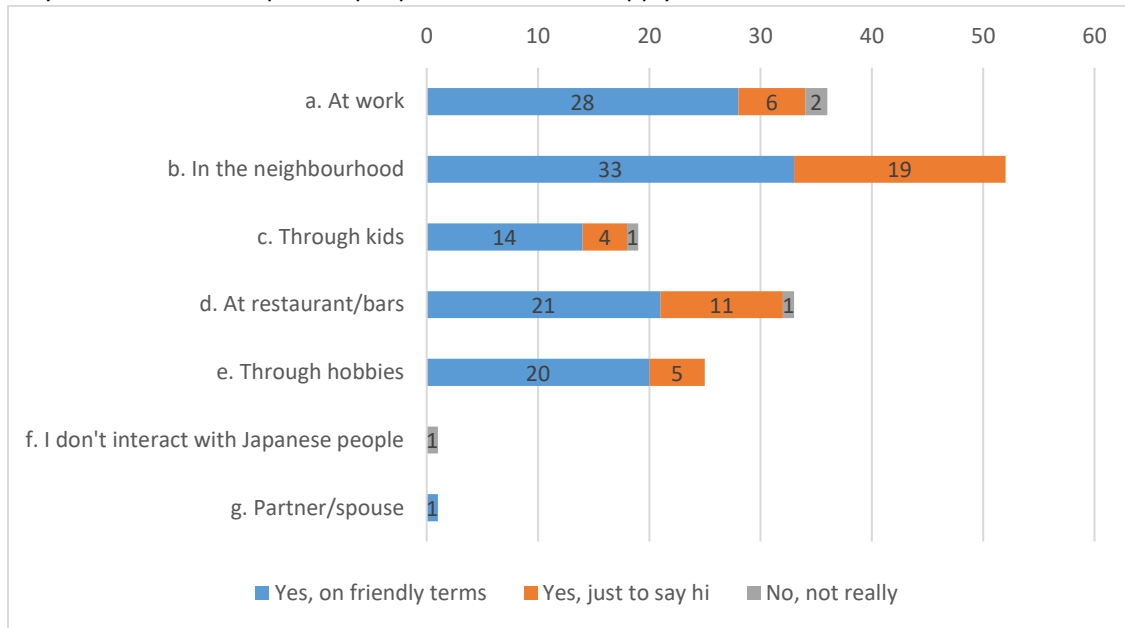


Response	No. of people	% of people
Yes, on friendly terms	42	64.62
Yes, just to say hi	20	30.77
No, not really	3	4.62
Not at all	0	0

Total 65

Over 60% of the people answered “Yes, on friendly terms,” indicating a strong willingness to proactively interact with Japanese residents.

9. Where do you interact with Japanese people? Select all that apply.

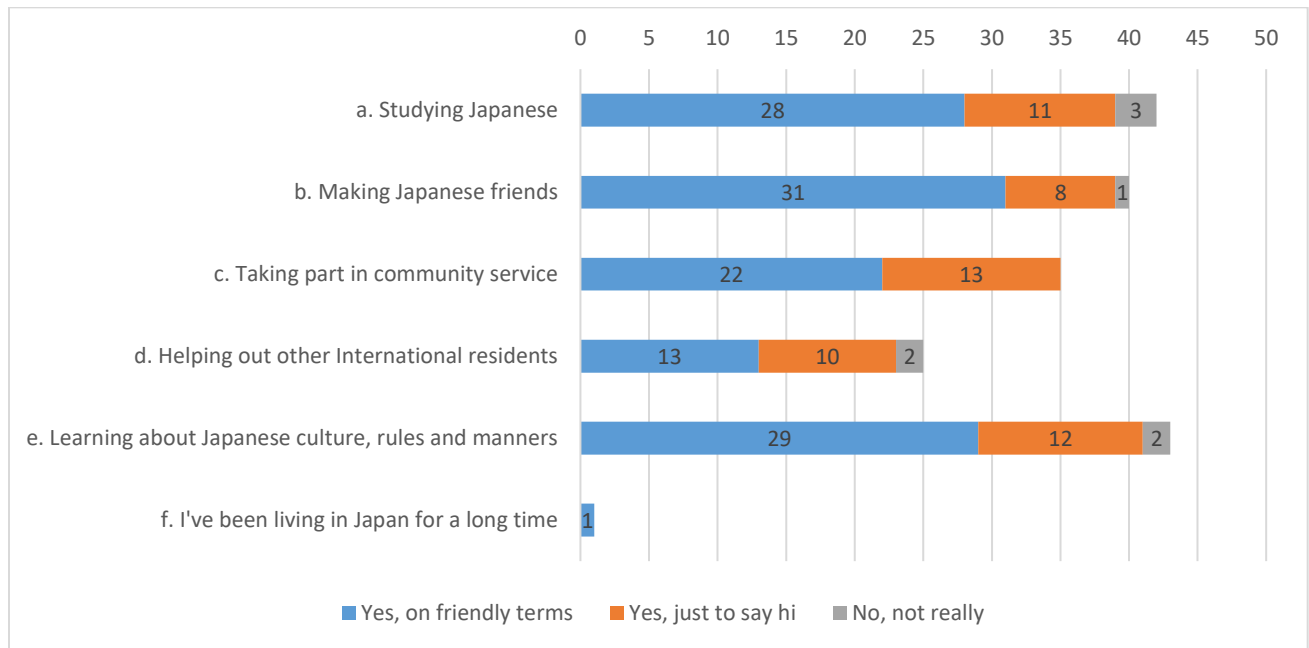


Response	No. of people				% of people			
	Yes, on friendly terms	Yes, just to say hi	No, not really	Total	Yes, on friendly terms	Yes, just to say hi	No, not really	Total
a. At work	28	6	2	36	66.67	19.5	66.67	55.38
b. In the neighborhood	33	19		52	78.57	61.75	0	80
c. Through kids	14	4	1	19	33.33	13	33.33	29.23
d. At restaurant/bars	21	11	1	33	50	35.75	33.33	50.77
e. Through hobbies	20	5		25	47.62	16.25	0	38.46
f. I don't interact with Japanese people			1	1	0	0	33.33	1.54
g. Partner/spouse	1			1	2.38	0	0	1.54

Over 80% of the people selected “b. In the neighborhood” demonstrating that Japanese and International residents are already living side-by-side in their daily lives. Regardless of the level of interaction reported in Q8, approximately half the people have selected “a. At work” or “d. At restaurants/bars.” However, looking at people who answered “Yes, just to say hi” in Q8, their choices rarely extended options b and d. This suggests a clear dividing line between those who are willing to put themselves in the Japanese community and those who do not. Additionally, from the fact that approximately 30% of the people chose “c. Through kids,” it can be inferred that at least more than 30% of the respondents are living with kids.

10. What are some things you are working on to make your life in Hakuba better? Select all that apply.

Response	No. of people				% of people			
	Yes, on friendly terms	Yes, just to say hi	No, not really	Total	Yes, on friendly terms	Yes, just to say hi	No, not really	Total
a. Studying Japanese	28	11	3	42	66.67	55	100	64.62
b. Making Japanese friends	31	8	1	40	73.81	40	33.33	61.54
c. Taking part in community service	22	13		35	52.38	65	0	53.85
d. Helping out other International residents	13	10	2	25	30.95	50	66.67	38.46
e. Learning about Japanese culture, rules and manners	29	12	2	43	69.05	60	66.67	66.15
f. I've been living in Japan for a long time	1			1	2.38	0	0	1.54
Total	124	54	8					
No. of responses p.p.	2.95	2.7	2.67					



Over 60% of the people selected “a. Studying Japanese,” “b. Making Japanese friends” and “e. Learning about Japanese culture, rules and manners,” however, the percentage of people selecting “c. Taking part in community service” was relatively low; notably it was selected by none of the people who had answered “No, not really” in Q8. This suggests that entering a community or a group where the large portion of the members are Japanese may still feel intimidating or challenging for them. Furthermore, while approximately 70% of the people who

answered to having a high level of interaction in Q8 selected “b. Making Japanese friends,” this figure dropped to just 30-40% among people with lower levels of interaction.

11. Are you facing any difficulties or troubles living in Hakuba? Please be specific. (Free text)

Response	No. of people				% of people			
	Yes, on friendly terms	Yes, just to say hi	No, not really	Total	Yes, on friendly terms	Yes, just to say hi	No, not really	Total
Getting information about administrative processes	7	1		8	16.67	5	0	12.31
Prejudice and being treated as an outsider	4	2	1	7	9.52	10	33.33	10.77
Language barriers, insufficient Japanese classes	4	2	1	7	9.52	10	33.33	10.77

Due to the answers being provided in free text, there was no noticeable trend in the response; however, each of the above 3 points mentioned above were commented by approximately 10% of the people.

<Responses (partially excerpted & edited)>

-Getting information about administrative processes

- Administrative processes in Japan such as taxes, health insurance, pensions, changing address and payments are highly complicated and difficult to understand (4 people)
- Getting information about taxes and administrative processes in *yakuba* (Village office) is difficult. Information in English would be grateful (2 people)

-Prejudice and being treated as an outsider

- Experiencing a lack of welcome or facing prejudice simply due to being non-Japanese (6 people)
- Feeling a distinct separation between the Japanese and International residents community

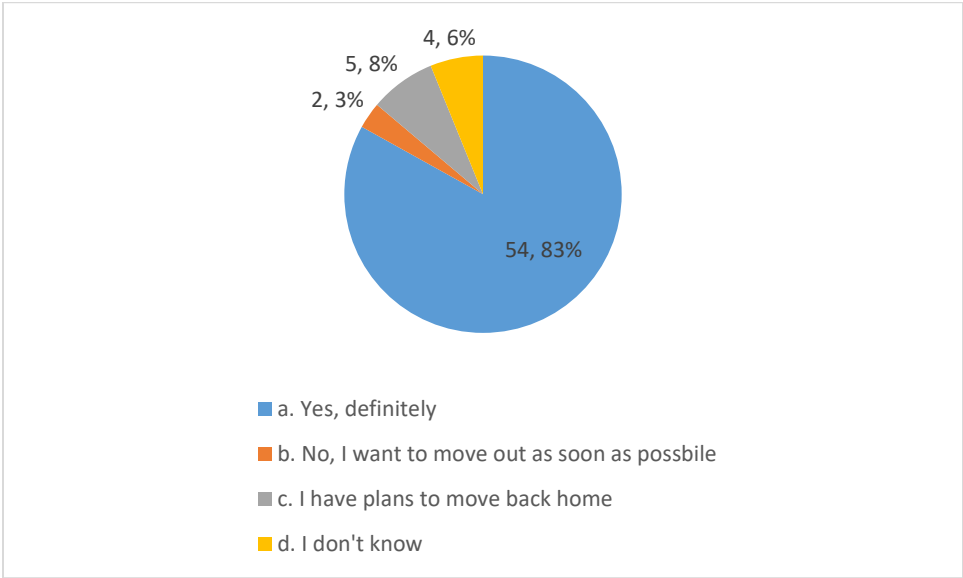
-Language barriers, insufficient Japanese classes

- Unable to find a place to learn Japanese systematically. Hoping to find a class open on weekends or weekday nights (3 people)
- Facing language barriers at local events, child-related activities and everyday life. Having trouble communicating in Japanese due to limited Japanese proficiency (2 people)
- Finding it difficult to study Japanese during winter season due to decreased interaction with Japanese residents
- Experiencing language barrier upon arrival but is no longer an issue

-Others

- Nothing. Japanese people are friendly. Japanese people are kind and try to ensure easy communication with non-fluent speakers (12 people)
- No available rooms for rent. Rent is expensive (4 people)
- Request for more information about events in the village (3 people)
- High cost of living but with low wage levels (2 people)
- Concerned about the increasingly strict renewal conditions for the Business Manager visa (2 people)
- Difficulty conducting business with insufficient Japanese skills
- Difficulty securing a part-time job during the green season
- Lack of parks or community spaces that can serve as a hub for local interaction
- Feeling intimidated to approach Japanese residents, therefore unable to make any Japanese friends

12. Do you wish to continue living in Hakuba?



Response	No. of people				% of people			
	Yes, on friendly terms	Yes, just to say hi	No, not really	Total	Yes, on friendly terms	Yes, just to say hi	No, not really	Total
a. Yes, definitely	35	16	3	54	83.33	80	100	83.08
b. No, I want to move out as soon as possible	1	1		2	2.38	5	0	3.08
c. I have plans to move back home	3	2		5	7.14	10	0	7.69
d. I don't know	3	1		4	7.14	5	0	6.15

Regardless of the level of interaction reported in Q8, over 80% of the people responded “a. Yes, definitely,” demonstrating a strong desire among International residents to remain in Hakuba and continue living together as fellow members of the community.