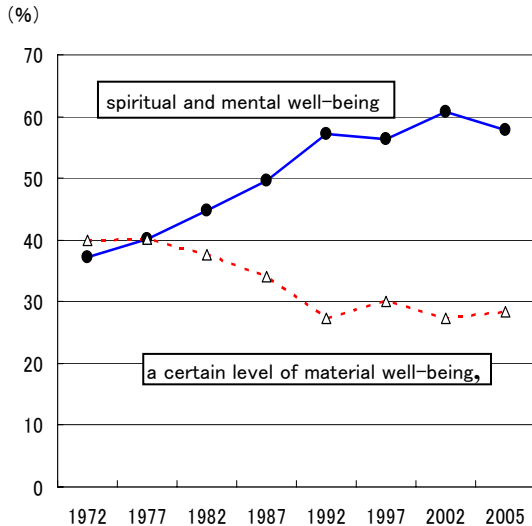


Results of public opinion poll : "Which is more important for you, wealth of the spirit or wealth of the material?", "What makes you proud of Japan and the Japanese people?"

A look at changes in public values as expressed in public opinion polls shows that mental and spiritual well-being is considered more important than material well-being, and that more people consider historical, traditional, cultural, artistic, and nature-oriented activities more important than economic prosperity.

Mental and spiritual well-being, material well-being

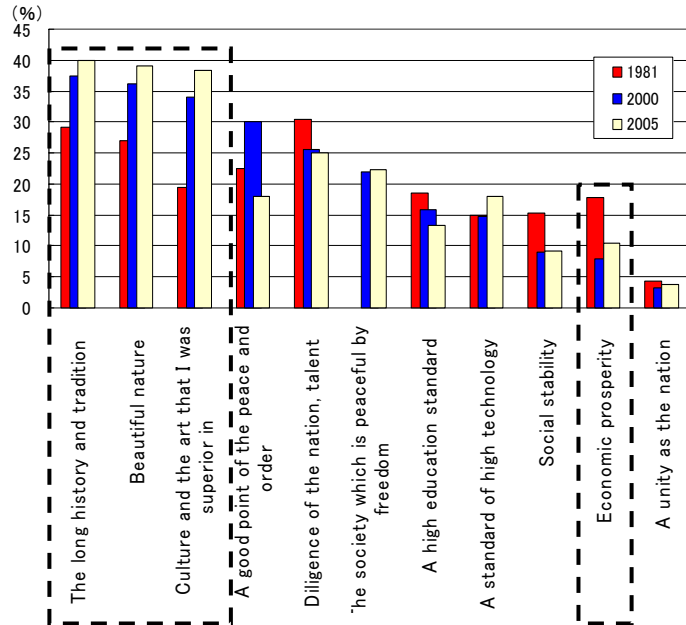


Note:

The term spiritual and mental well-being refers to the idea that, having achieved a certain level of material well-being, people are now more concerned with spiritual, mental, and quality-of-life issues.

The term material well-being refers to the idea that people are still concerned with acquiring sufficient material wealth.

What makes you proud of Japan and the Japanese people



Note:

- Multiple answers permissible.
- The item a free and peaceful society was added for the 1991 survey.