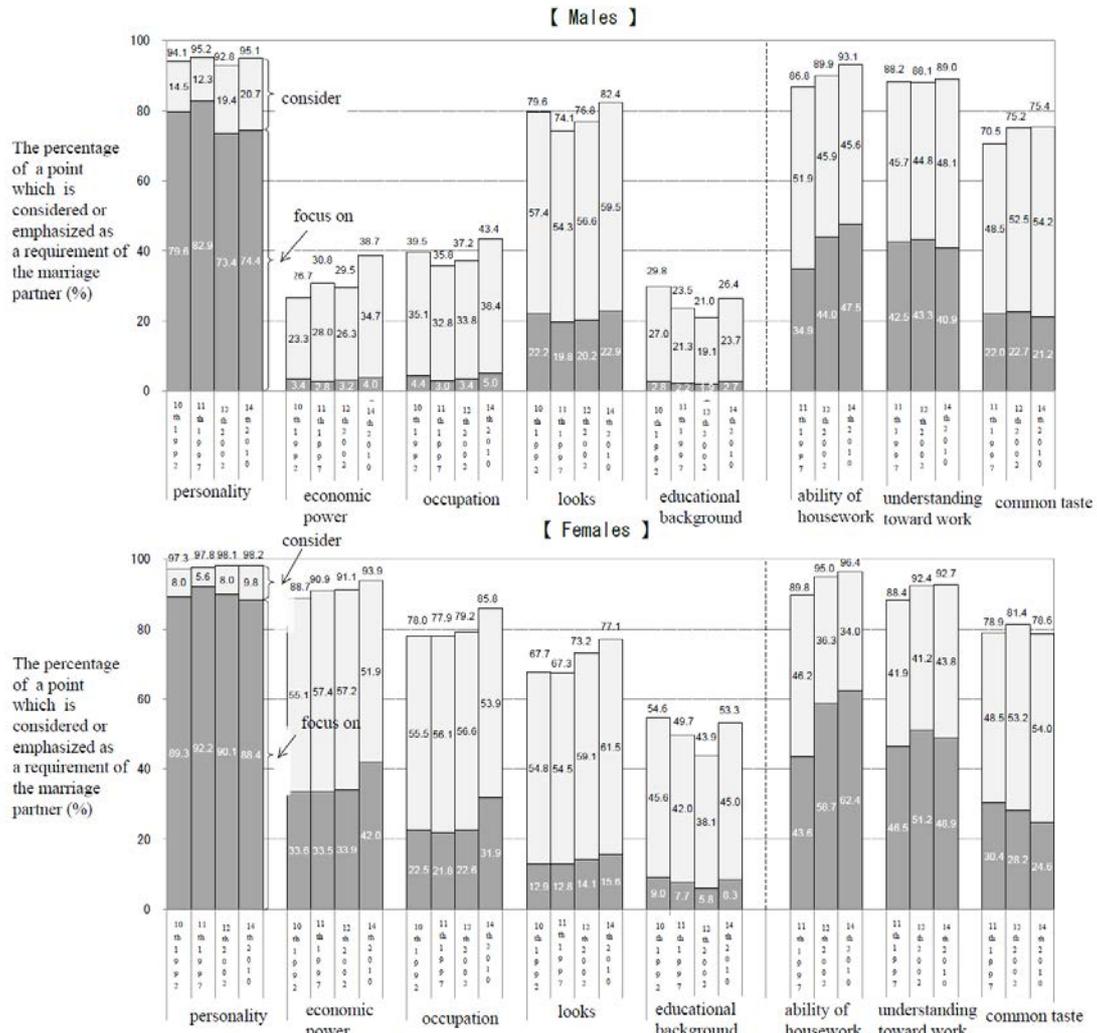


in men, the proportion to focus on and consider the ‘economic power’, has increased from 29.5% to 38.7% compared to the 12th survey.

Figure 1-2-11

Trends in proportions of considered and focused on conditions of marriage partners



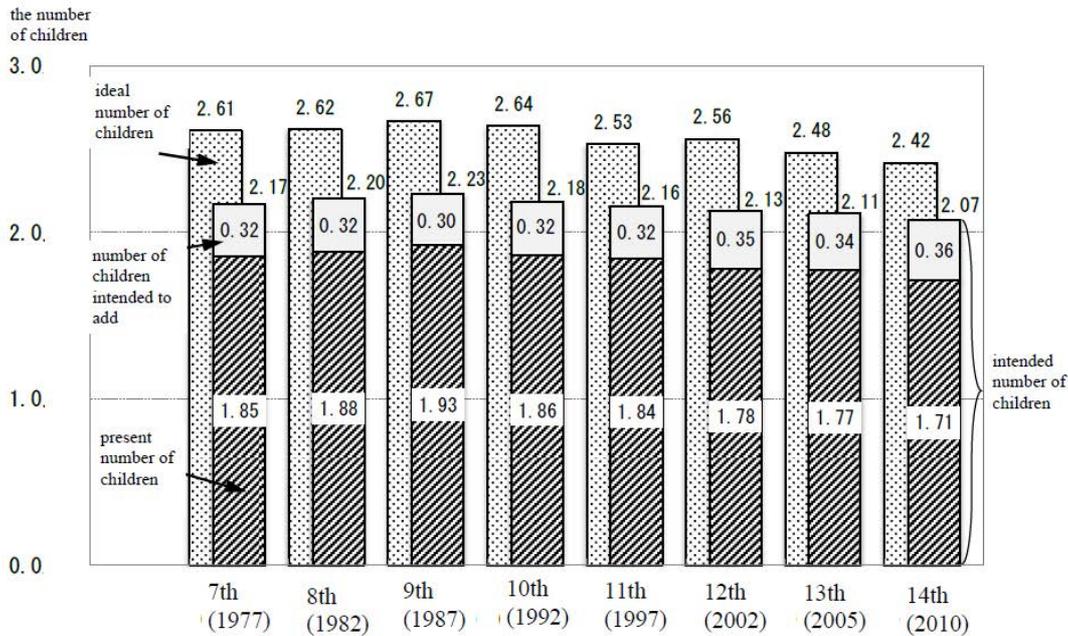
Source: National Institute of Population and Social Security "14th Basic Survey regarding fertility trends (Single Survey)"(2011)

Note: The survey targeted 18-34 year old singles that replied targeted as "Intend to marry someday." Each year is the year when the survey was carried out to investigate.

(Opinions Regarding Births)

According to ‘14th Basic Research of Childbirth and National Survey on Trends in Marriages and Births (Married Couples Survey)’ (2011) conducted by National Institute of Population and Social Security Research, as shown in the figure of 1-2-12, the ideal number of children(the average ideal number of children), as of asked to married couples, continues to decline compared to the 13th previous survey and became the lowest since the survey began, being 2.42. In addition, the number of actually expected children by married couples (the average expected number of children) being 2.07, has for the first time become lower than 2.1.

Figure 1-2-12: Changes in the average ideal number of children and the average expected number of children, by study



Source: National Institute of Population and Social Security "14th Basic Survey regarding fertility trends (Couples Survey)"(2011)

Note: The survey targeted couples in their first marriage where the wife is less than 50 years of age.

Expected number of children is calculated as the sum of the number of existing children and the number of children intended to be added. The duration of marriage for the total number is unspecified.

Each year is the year when the survey was carried out to investigate.

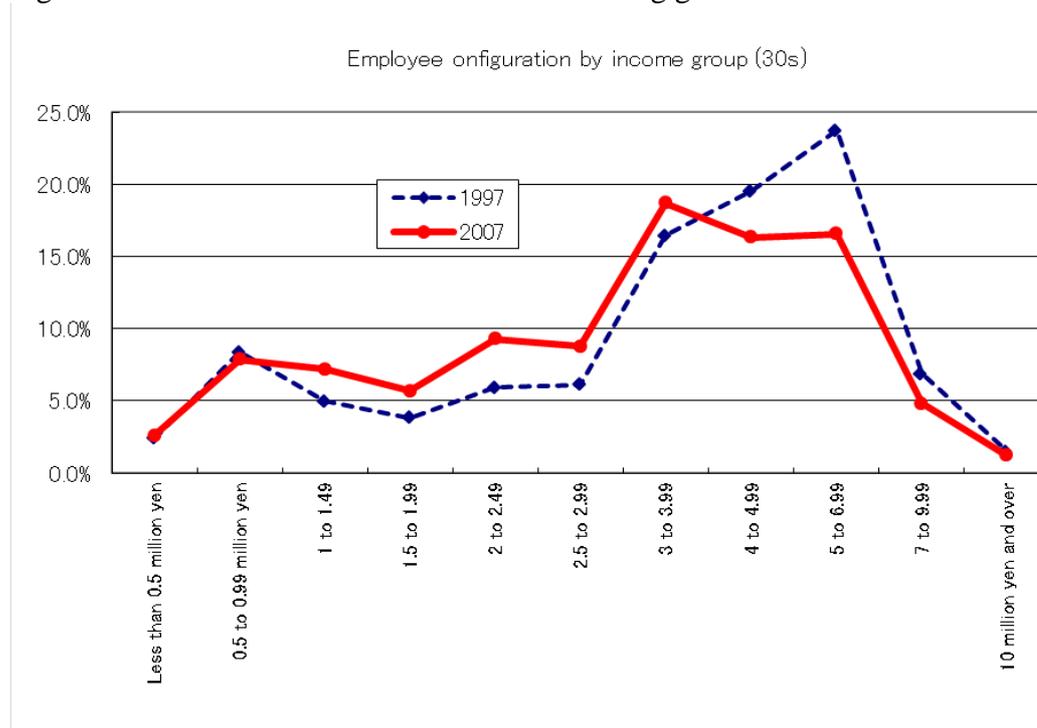
As the reason for not having the ideal number of children, the most common was: 'Because child-rearing and education requires too much money', (60.4% total), which has decreased slightly compared to the previous 13th survey (65.9%). If considered by age, the proportion tends to be higher for the younger generation.

The next most common reason is: 'I do not want give birth due to old age' (35.1% total), looking by age, there is a tendency for the proportion to be higher for higher age groups.

(Low growth of income for younger generation)

If the income distribution for the childcare generation is considered, in the 30 's, the percentage of employers with the income 5.00-6.99 Million Yen was largest in 1997(H9). However, the percentage of employees with the income 3.00 Million Yen was largest in 2007 (H19). It has shifted downwards in these 10 years.

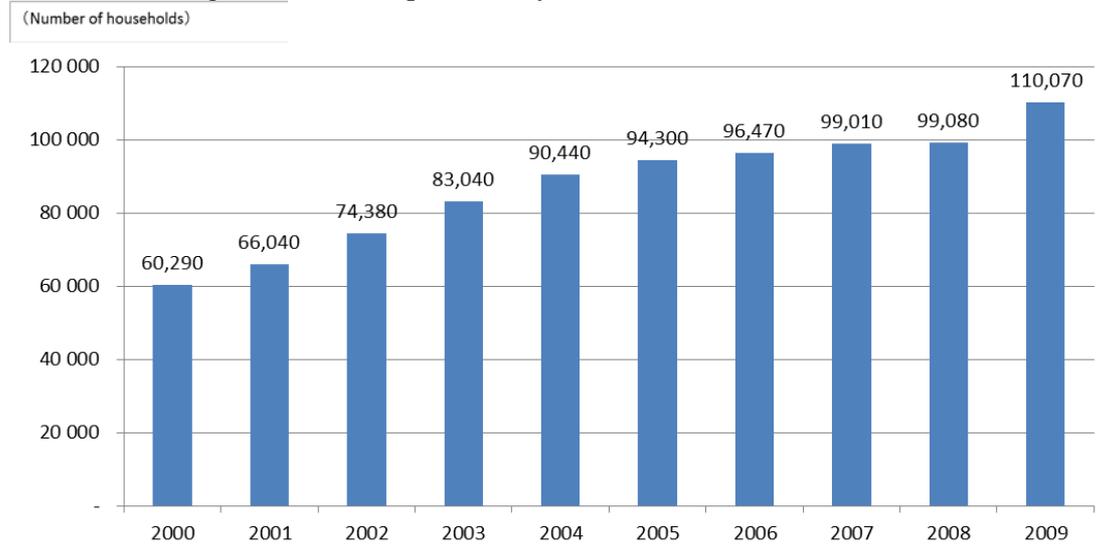
Figure 1-2-14: Income distribution of child-rearing generation



Source: "Employment Status Survey" (2007) by Statistic Bureau, Ministry of Internal Affairs and Communications

In addition, the proportion of the number of households on welfare protection with the head of the household being less than or equal to 39 years old, to the accounted number of households on welfare protection has become 9.0% in 2009.

Figure 1-2-15: Number of households on welfare protection with the head of the household being less than or equal to 39 years old



Source: "National Survey about Protected Persons" by the Ministry of Health, Labour and Welfare