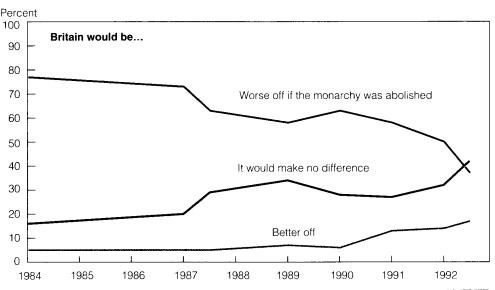
MONARCHIES: IN BRITAIN...

In our September/October 1992 issue, we took an in-depth look at attitudes toward the British monarchy. As the royal wedding in Japan approaches, we compare the Japanese and British monarchies. The British monarchy is experiencing difficulties while the Japanese monarchy appears to be widely revered.

Question: On balance, do you think Britain would be better off or worse off if the monarchy was abolished, or do you think it would make no difference?

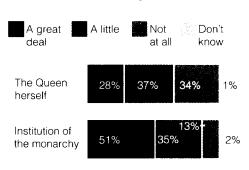


	Better off	Worse off	No diff.
1984	5%	77%	16%
1987	_		
Feb.	5	73	20
Oct.	5	63	29
1989	7	58	34
1990	6	63	28
1991	13	58	27
1992			
May	14	50	32
Dec.	17	37	42
Subgroups fo	rom latest	survey	
Men	20%	38%	38%
Women	14	36	45
1834	18%	32%	47%
35-54	16	34	46
55+	17	45	33
Conserv.	10%	55%	32%
Labour	24	26	47
Lib. Dem.	13	46	34

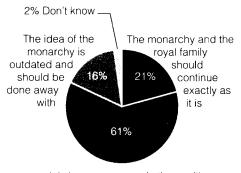
Source: Surveys by Market Opin on Research International, Ltd., latest that of December 10-12, 1992, for the Sunday Times.

Question: Do you think that recent events surrounding the royal family have damaged the reputation and standing of...?

Recent events have damaged...

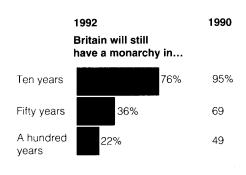


Question: Thinking of the future of the monarchy, which of the following possibilities would you most approve of?



It is important to retain the position of the Queen, the heir to the throne, and the Queen Mother, but the rest of the royal family should not be paid for by the public

Question: Looking to the future, do you think Britain will or will not still have a monarchy in...?



Source: Survey by Harris Research Centre and ITN, November 11–12, 1992.

Note: Twenty-five percent of 16- to 24-year olds said that the monarchy should be done away with compared to eight percent of respondents 65 years and older.

Source: Survey by the Harris Research Centre and ITN. November 11–12, 1992.

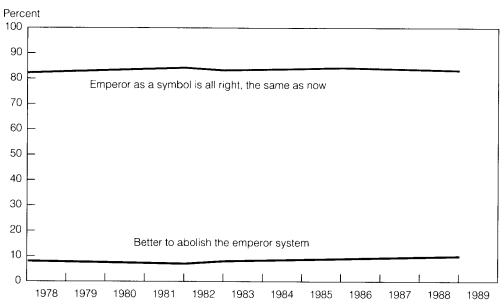
Note: In a February 1993 British Gallup survey. 86% said that "20 or 30 years ago." when British people were abroad they used to say that "the monarchy was something to be proud of Only 26% say that is true of Britain today. **Source:** Survey by Market Opinion Research International.

Ltd., latest that of December 10–12, 1992, for the *Sunday Times*.

AND JAPAN

Affection for the royal family in Japan is high, much as it was in 1959, when Emperor Akihito—then crown prince—was preparing to wed. A majority feel the emperor system should stay as it is, but a third say it should become more "familiar." The emperor's existence and Japan's development are strongly linked.

Question: What do you think of the emperor system?



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1978	82%	8%	6%	
1982	84	7	5	
1983	83	8	5	
1986	84	9	4	
1989	83	10	4	

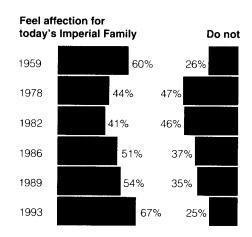
Source: Surveys by the Asahi Shimbun, latest that of January 25-26, 1989

Question: What do you think the Imperial Family should seek in the future? Please choose the one that most closely reflects your thinking.

Imperial family should seek in the future Not interested/ 3% Become more Don't know/ dignified no answer 5% Abolish the imperial system Should stay as Become 32% it is more familiar to the people

Source: Survey by the Yomiuri Shimbun. January 23-24.

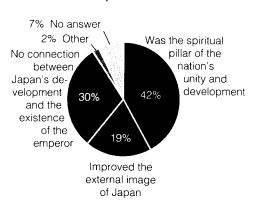
Question: Do you have a feeling of affection for today's Imperial Family? Or do you not have such a feeling?



Source: Surveys by the Asahi Shimbun, latest that of April

Question: What do you think about Japan's postwar rehabilitation and prosperity, and about the role played by the "Emperor Showa"?

The "Emperor Showa"...



Note: Emperor Hirohito died January 7, 1989. Hirohito's reign, known as "Showa" began in 1926.

Source: Survey by the Mainichi Shimbun. March 24–26, 1989