

Environmental Consciousness Among Urban Office Workers

- Strong interest in saving the environment, and a desire for eco-friendly considerations in office buildings.
- Support for "Greening" as an eco-friendly office building measure.

"2007 Hills Office Life Survey" Research Framework

Samples: Office workers working in the Roppongi Hills Mori Tower, ARK Mori Building, and Atago Green Hills Mori Tower. (Hereinafter referred to as the "3 Hills")

Methodology: Internet questionnaire

Period: November 19 ~ December 6, 2007

Samples Size Used : 739

Roppongi Hills Mori Tower	:309
ARK Mori Building	:244
Atago Green Hills Mori Tower	:186

Gender		
	Male	Female
Roppongi	51.5	48.5
ARK	46.3	53.7
Atago	53.8	46.2

(%)

Age					
	20's	30's	40's	50's	60's or older
Roppongi	37.2	47.2	13.7	1.9	0.0
ARK	20.9	53.7	21.3	4.1	0.0
Atago	15.1	47.8	27.4	8.1	1.6

(%)

Notes :

- * "Greening" when used in this report implies the placement of plants, shrubs, trees, and other plant life in and around the office building.
- * Employees of Mori Building Co., Ltd. and its affiliates were excluded from the tabulation of the final results for Roppongi Hills Mori Tower.
- * The sample size used is based on a number of responses per building that reflects the population of workers in each of the "3 Hills" buildings.

Please see Survey Results on Next Page

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Mori Building Co., Ltd. (Head office: Minato-ku, Tokyo, President & CEO Minoru Mori) conducted the "FY2007 Hills Office Life Survey" from November to December, 2007. With the aim of obtaining a better grasp of the types of services desired for a more fulfilling office life and improving tenant satisfaction, Mori Building has periodically performed this questionnaire research on the subject of office life, surveying office workers who work in the 3 Hills. In this most recent survey, our research was aimed at acquiring a better picture of office worker attitudes toward environmental conservation, and was designed to explore issues such as their degree of interest in environmental protection, their desire to work in an office that takes into consideration environmental concerns, and environment measures adopted by the office building itself. The results of this survey have been summarized in the following report.

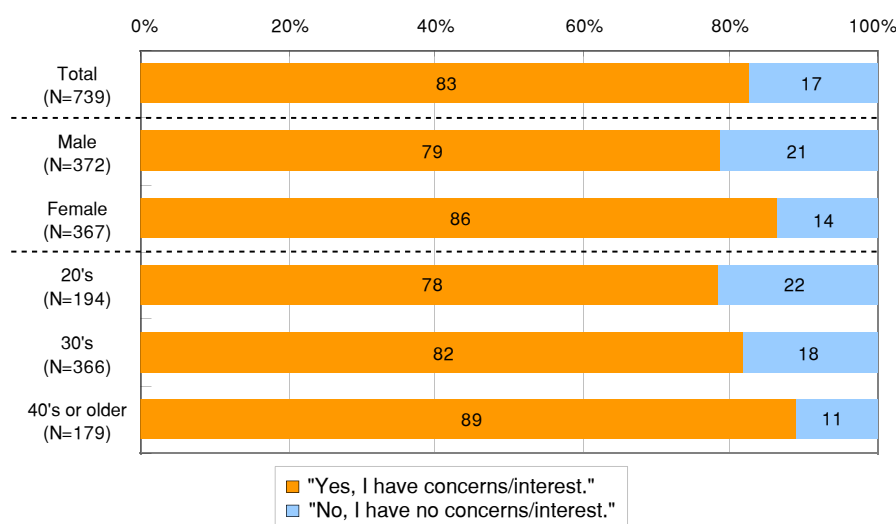
1. Office Worker Interest in Environmental Conservation

- Approx. 80% indicate "Yes, I have concerns/interest in environmental conservation."
- Approx. 90% express some degree of desire to work in an eco-friendly office building.

"Strong concern/interest in environmental conservation" (See Chart 1)

First of all, office workers in the 3 Hills were asked whether they had concerns/interest in environmental conservation. Approx. 80% responded, "Yes, I have concerns/interest in environmental conservation." When the results are examined by gender and age, a relatively higher percentage of Females and the "40s and older" age segment expressed having concerns/interest; however, the results indicate that interest is generally strong regardless of age or gender.

Chart 1 "Do you have concerns/interest in environmental conservation?"



The persons who answered that they have concerns/interest were also asked what kind of “eco-friendly activities undertaken were in their private lives” (See Table 1), and top responses were “trash separation/reduction/recycling” and “energy/resource conservation (reduced power usage, reduced water usage, air-conditioning temperature setting adjustment, etc.)

Table 1 Top 5 types of routine "eco-friendly" activities undertaken in the private lives of survey respondents

Rank	Comment Category	Comment Instances	%
1	trash separation/reduction, recycling	266	66%
2	energy/resource conservation (power, water, AC temp setting, etc.)	117	29%
3	sustainability ("My Cup", "My Shopping Bag", "My Chopsticks", etc.)	71	17%
4	eco-friendly transport (public mass transit, walking, etc.)	24	6%
5	usage of eco-friendly detergents, etc.	10	2%

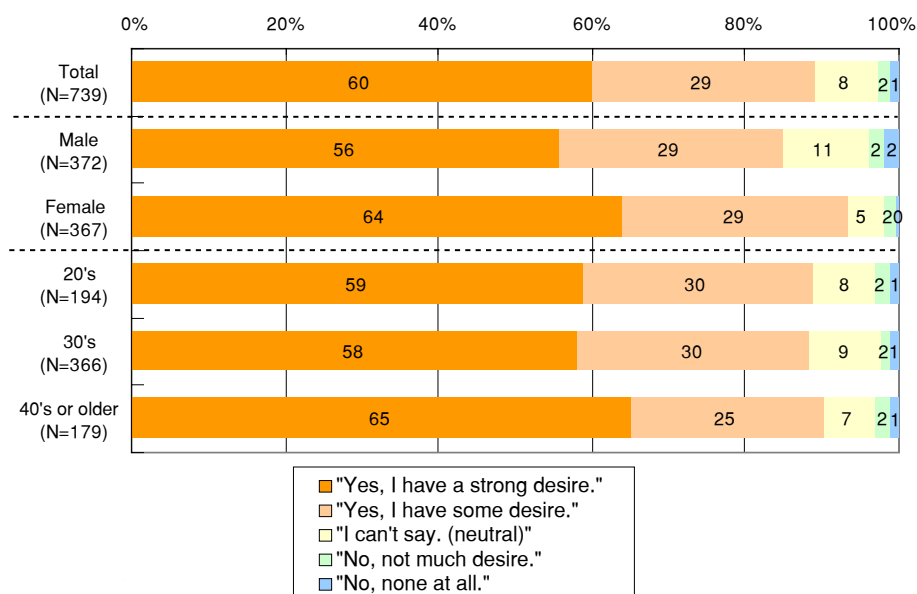
(Total number of responses: 406)

* Respondents were free to write any response including multiple items to the question. Answers were categorized and tabulated. Percentage (%) indicates the number of comment instances of each category as a percentage of the total number of responses.

"High percentage expressing a desire to work in an eco-friendly office building." (See Chart 2)

In order to further office worker attitudes toward the environment as they relate to the workplace of office buildings, the survey next asked about their desire to work in an eco-friendly office building. The result was that approximately 90% of respondents indicated some degree of desire ("Yes, I have some desire." or "Yes, I have a strong desire."), indicating that there is an overall high degree of desire for a workplace (office building) that is considerate of the environment.

Chart 2 "Do you have a desire to work in an eco-friendly office building?"



2. Approach to Meaningful Environmental Measures for Office Buildings

- "Greening" is considered the most meaningful eco-friendly measure for office buildings.

Next we asked what office workers thought were the most meaningful eco-friendly measures that office buildings can employ. In detail, the respondents evaluated "Greening" (39%) as the most significant, followed by "Electric power savings" (20%) and "Trash separately collection/recycling/waste reduction" (17%). (See Chart 3) "Greening", which received the highest score, was highly rated by both genders and every age segment, indicating that support for this measure is broadly based. (See Chart 4)

Chart 3 "What do you think is the most meaningful eco-friendly measure that an office building can employ?" (Total)

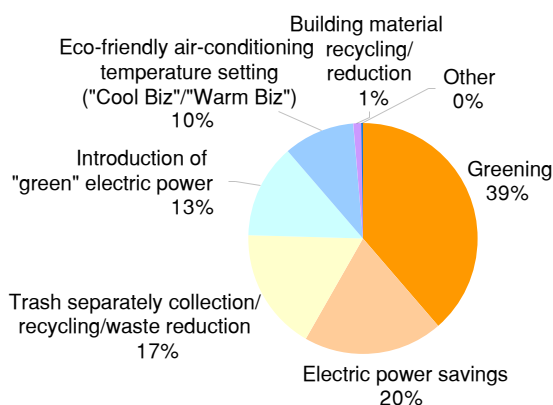
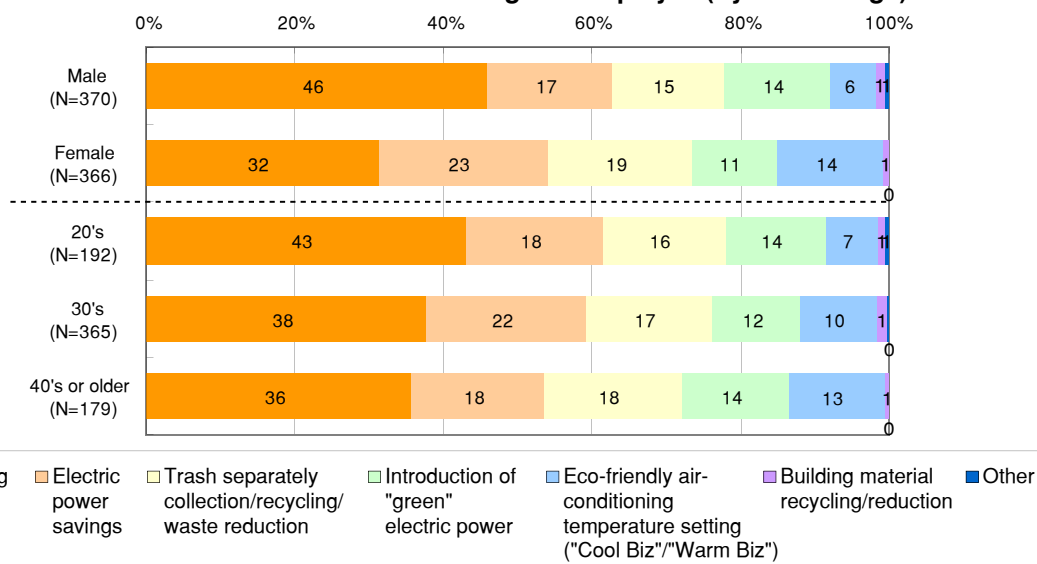


Chart 4 "What do you think is the most meaningful eco-friendly measure that an office building can employ?" (by Gender/Age)



Against a background of increasing attention to environmental conservation, office workers in urban areas are displaying heightened concern and interest in the environment and its preservation, and indicating a growing desire to work in workplaces (i.e. office buildings) that give consideration to eco-friendly measures. Also the eco-friendly measure for office buildings that is evaluated as the most meaningful by office workers is "Greening". Accordingly, it can be said the "Greening" will be one of the key considerations when studying the development of office buildings as a workplace environment for office workers in the future.