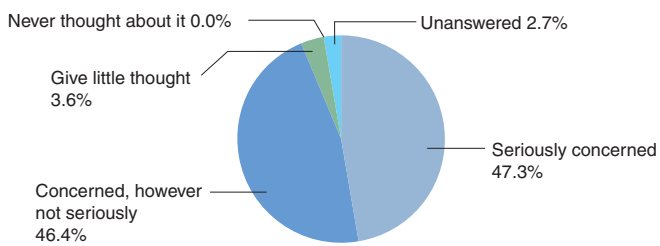


3 Awareness and actions of mothers on environmental issues

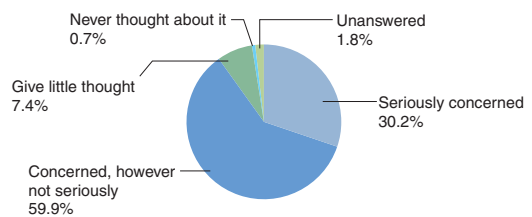
Kyushu Electric Power conducted a survey on participants in Eco Mothers* activities (or guardians when such activities were held for children), and received valuable opinions.

We distributed 2,655 questionnaires and received 854 responses (response rate of 32.2%).

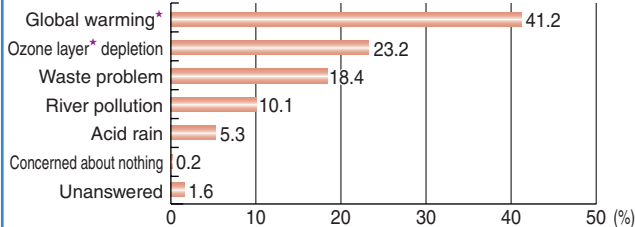
Q1 How do you perceive the current environmental issues?



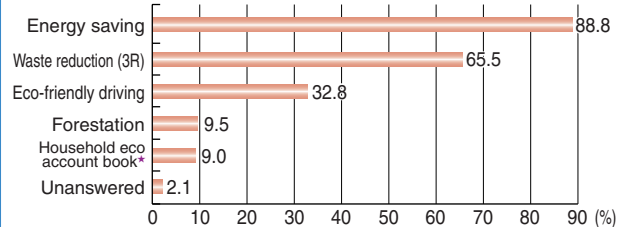
[The results of the FY2002 survey on mothers living in Kyushu]



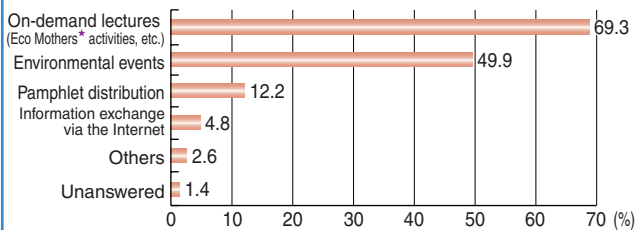
Q2 What is the global environmental issue* that concerns you the most?



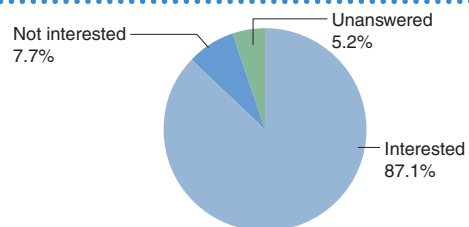
Q3 Is there any activity you want to try at home?



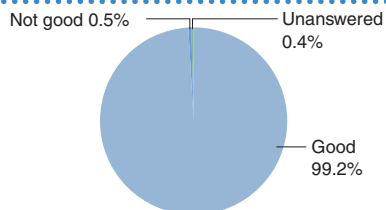
Q4 What activity is effective to enhance environmental education* for children?



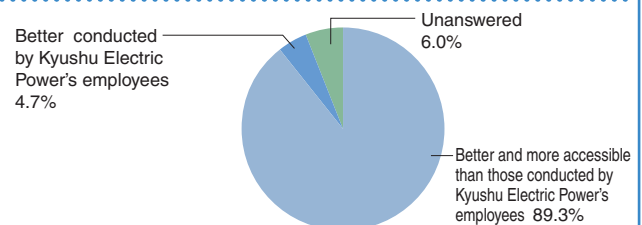
Q5 What was your child's reaction to the picture-card show (picture book) on the environment?



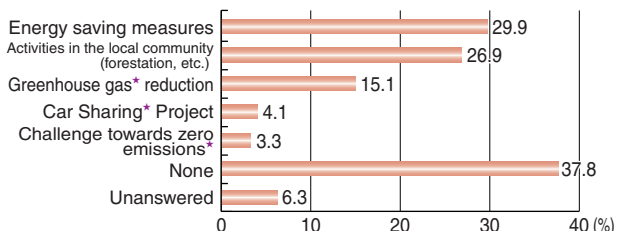
Q6 What do you think about Kyushu Electric Power (a company) taking the initiative in conducting Eco Mothers* activities to provide environmental information?



Q7 What do you think about the communication activities through Eco Mothers*?



Q8 Which of the Kyushu Electric Power's activities are you familiar with?



Findings from the questionnaire

- There are an increasing number of people who take global environmental issues* seriously. They especially show interest in global warming and are highly motivated to save energy at home.
- They request participatory or hands-on activities where children have a chance to listen to and experience by themselves in order to enhance environmental education* for children.
- It is favorably accepted for the company to provide environmental information to the general public. People find it agreeable that such information is shared from the viewpoints that they can relate to.