



The WORLD VALUES SURVEY ASSOCIATION

www.worldvaluessurvey.org

World Values Survey Wave 7 in Japan: Sample Design.

The Nippon Research Center, Ltd was responsible for the recruitment, fieldwork, and data-processing of the 7th wave of World Values Survey.

The survey fieldwork took place from July to Aug 2019. The target population was individuals over the age of 18 and the target sample size was 1,200 adults.

The whole country was included in the sampling frame. The country was divided into five areas for sampling.

Respondents were selected from NRC's TRUST Panel (those who were originally chosen for NRC's Omnibus survey and volunteered to cooperate in NRC's mail survey).

Quota sampling in randomly selected households was used (Primary sampling points were selected by stratified random sampling, where households were selected by residential map database. Individuals were interviewed based on the quota in proportionate to population).

The size of the cities was not considered in the sampling, but Gender Age x Area quota was applied.

The survey was conducted via mail, which is the same methodology used in 2000 and 2005 WVSs.

All conducted interviews were controlled.

The difference in percentage between sex and age groups in the survey data compared to census data:

	% in census data (Latest 2015 census)	% in your survey (based on 2005 survey conducted by mail)	Δ %
Male	48.7%	44.1%	-4.6%
Female	51.3%	55.9%	4.6%
18-35	24.5%	24.7%	0.2%
36-50	27.9%	28.4%	0.5%
50+	47.6%	46.9%	-0.7%

Weighting was applied when the collected data did not match proportionate of census population as a result of cooperation rate.