

## ***The Sixth World Values Survey – Outline of Japan Survey 2010***

<b>Title of survey:</b>	The Sixth World Values Survey
<b>Research company:</b>	Nippon Research Center, Ltd. (NRC)
<b>Survey period:</b>	November and December, 2010
<b>Sampling method:</b>	<p>Combination of random sampling for respondents aged from 20 to 79 and quota sampling for 18 or 19 year-old respondents.</p> <ul style="list-style-type: none"><li>• Respondents will be sampled from electoral roll. Male and female aged from 20 to 79 are sampled.</li><li>• Respondents will be sampled by the random walk with a quota. Male and female aged from 18 to 19 are sampled.</li></ul> <p>※ Sampling points: 30 Sampling unit: one person in each point.</p>
<b>Sample size:</b>	A target of 1650 valid samples
<b>Survey method:</b>	Combination of face-to-face interviewing and placement method
<b>Survey language:</b>	Japanese