

Sampling Method

1. Outlets

For conducting the 2007 National Survey of Prices, outlets for the survey were selected from the preliminary list of outlets used in the 2007 Census of Commerce (conducted by the Ministry of Economy, Trade and Industry) according to sales floor space, industrial classification and type of outlet.

(1) Sampling Units

A. Large-scale outlets (with sales floor space of 1,000 m² or more)

The municipalities were treated as primary sampling units and the outlets as secondary sampling units.

B. Small-scale outlets (with sales floor space of less than 1,000 m²)

The municipalities were treated as primary sampling units, the survey areas as secondary sampling units, and the outlets as tertiary sampling units.

Included in this category were outlets (gas stations) for which sales floor space was not surveyed in the Census of Commerce.

(2) Sampling of Municipalities

The municipalities in each prefecture were divided into blocks according to economic regions within the prefecture. The municipalities in each block were then stratified according to the population size of each municipality.

The annual sales amounts of outlets to be surveyed in the National Survey of Prices (outlets handling the survey items) in each municipality were then totalized.

The municipalities in each stratum were arranged in descending order of annual sales amount. Systematic sampling was then conducted by using a random starting number and the sampling ratio designated for each stratum (Table 1). In principle, at least one municipality was selected from each population-size group in each block. However, the municipalities with few outlets to be surveyed and only a small amount of annual sales were excluded from the sampling, since establishing a survey area and securing survey outlets were difficult.

All cities with a population of 100,000 or more were surveyed.

Table 1 Number of Municipalities Surveyed by Population Size

Population size	Number of municipalities surveyed	Sampling rates	(Reference) Total of municipalities (As of November 21, 2007)
Cities with 100,000 or more	263	1/1	263
Cities with 50,000 to 99,999	138	1/2	274
Cities with less than 50,000	125	1/4	246
Towns and villages	147	1/8	1,018

Note1: The cities were classified based on the population size of municipalities as the result of the 2005 Population Census. However, the boundaries of municipalities were those as of November 21, 2007.

Note2: The ku-area of Tokyo is regarded as one city.

(3) Sampling of Outlets

A. Large-scale outlets

The outlets were classified according to industrial classification and type of outlet. Tabel 2 shows the outlet classifications for large-scale outlets and all of the large-scale outlets in the municipalities as of June 1, 2007 were surveyed in principle.

Outlets not falling under any outlet classifications (outlets not handling survey items) were excluded from the survey.

Table 2 Outlet Classification of Large-scale Outlets

Outlet classification	Industrial classification ¹	Type of outlet ¹
[01]Department store		Department stores
[02]General supermarket ²	559:Miscellaneous retail trade, general merchandise (with less than 50 employees)	Supermarket stores
[03]DIY center		Home center (DIY)
[04]Sales of grocery	571:Grocery stores 572:Liquor stores 573:Meat and poultry stores 574:Fresh fish stores 575:Vegetable and fruit stores 576:Confectioneries and bakeries 577:Rice, barley and other cereals 57A:Delicatessen stores 57B:Retail food and beverage stores, n.e.c.	
[05]Sales of clothing	562:Men's clothing stores 563:Ladies' and children's clothing 564:Footware stores 569:Miscellaneous dry goods, apparel and apparel accessories stores	
[06]Sales of electric appliances	59C:Electric appliance stores 606:Camera and photographic supply	
[07]Sales of furniture and bedding	561:Dry goods, cloth and bedding stores 59A:Furniture stores	
[08]Sales of medicine and cosmetics	60G:Drug stores, except pharmacy 60J:Toiletry stores	
[09]Sales of automotive parts	58B:Motor vehicle parts and accessories stores	
[10]Sales of sporting goods	60A:Sporting goods stores	
[11]Sales of toys	60B:Toy and amusement goods stores	
[12]Sales of timepieces and glasses	607:Watch, spectacles and optical instruments stores	

Note1: Industrial classification and type of outlet are those of 2004 Census of Commerce.

Note2: The outlet classification [02] "General supermarket" covers any outlet of which at least the industrial classification or type of outlet falls under this category.

B. Small-scale outlets

2,779 survey areas were sampled from among the regions established by combining the enumeration districts of the 2007 Census of Commerce. Among the outlets located in each such survey area, 125,000 outlets were selected as survey outlets.

Table 4 shows the outlet classifications for small-scale outlets, and those not falling under any of the classifications were excluded from the survey in advance.

(a) Sampling of survey areas

Among the enumeration districts used in the 2007 Census of Commerce, the one having the largest number of outlets to be covered by the National Survey of Prices was initially designated as the central district.

The other enumeration districts were then combined in ascending order of their geographic proximity to the central survey district by using the positional coordinates (latitude and longitude) of their locations, with the survey areas being designated so that at least 90 outlets would be located (or at least 70 outlets for any survey district located farther than 1.5 km from the central survey district, or at least 60 outlets for any districts located farther than 2 km).

The survey areas thus designated in each municipality were arranged in the order of size and other factors, and those survey areas designated according to the population size of each municipality were sampled systematically (Table 3).

Table 3 Number of Survey Areas by Population Size

Population size	Number of survey areas	Government-designated cities	Number of survey areas
600,000 or more	13 - 14	Sapporo-shi	25
500,000 to 599,999	10 - 12	Sendai-shi	17
400,000 to 499,999	9 - 12	Saitama-shi	17
300,000 to 399,999	8 - 10	Chiba-shi	17
200,000 to 299,999	6 - 8	Ku-area of Tokyo-shi	87
150,000 to 199,999	4 - 7	Yokohama-shi	35
100,000 to 149,999	3 - 5	Kawasaki-shi	17
50,000 to 99,999	1 - 4	Niigata-shi	15
Less than 50,000	1 - 3	Shizuoka-shi	15
Towns and villages	1 - 2	Hamamatsu-shi	15
		Nagoya-shi	30
		Kyoto-shi	22
		Osaka-shi	35
		Sakai-shi	15
		Kobe-shi	22
		Hiroshima-shi	17
		Kitakyushu-shi	17
		Fukuoka-shi	22

Note: With regard to municipalities other than government-designated cities, the number of survey areas was decided according to the number of outlets to be surveyed in each municipality within the range designated by the population size.

(b) Sampling of outlets

The outlets in each survey area were classified as shown in Table 4 according to industrial classification and type of outlet. The outlets of each classification were arranged in descending order of annual sales amount, and 45 outlets were sampled systematically according to the number of outlets by outlet classification. However, an arrangement was made to sample at least one outlet for any outlet classification, so far as such an outlet exists in the relevant survey area.

In cases where the survey was impossible due to the closure, etc. of any sampled outlets, "reserved outlets" were also sampled in preparation.

Table 4 Outlet Classification for Small-scale Outlets

Outlet classification	Industrial classification ¹	Type of outlet ¹
[21] Convenience stores and Sales of general merchandise ²	559: Miscellaneous retail trade, general merchandise (with less than 50 employees)	Convenience stores
[22]Sales of grocery	571:Grocery stores	
[23]Sales of liquor	572:Liquor stores	
[24]Sales of rice	577:Rice, barley and other cereals stores	
[25]Sales of confectionery and bread	576:Confectioneries and bakeries	
[26]Sales of fish	574:Fresh fish stores	
[27]Sales of meat	573:Meat and poultry stores	
[28]Sales of fruit and vegetable	575:Vegetable and fruit stores	
[29]Sales of “Tofu”, soybean curd	57B:Retail food and beverage stores, n.e.c. Note: Only stores containing the word “Tofu” in the name	
[30]Sales of packed lunch	57A:Delicatessen stores	
[31]Sales of tea	57B:Retail food and beverage stores, n.e.c. Note: Only stores containing the word “Tya”, tea, in the name	
[32]Sales of gasoline and kerosene	60K:Gasolin service station 60L:Fuel stores, except gasoline service station	
[33]Sales of electric appliances	59C:Electric appliance stores	
[34]Sales of bedding and carpeting	561:Dry goods, cloth and bedding stores 59A:Furniture stores	
[35]Sales of household utensils and hardware	59E:Hard ware stores, Kitchenware (“aramono”) stores 59F:Miscellaneous household utensil stores, n.c.e.	
[36]Sales of clothing	562:Men’s clothing stores 563:Ladies’ and children’s clothing	
[37]Sales of shoes and bags	564:Footware stores 569:Miscellaneous dry goods, apparel and apparel accessories stores	
[38]Sales of medicine and cosmetics	60G:Drug stores, except pharmacy 60J:Toiletry stores	
[39] Sales of timepieces and glasses	607:Watch, spectacles and optical instruments stores	
[40]Sales of bicycles	58C:Motorcycle stores 582:Bicycle stores	
[41]Sales of sporting goods	60A:Sporting goods stores	
[42]Sales of cameras	606:Camera and photographic supply	
[43]Sales of flowers and gardening goods	60D:Florists stores	

Note1: Industrial classification and type of outlet are those of 2004 Census of Commerce.

Note2: The outlet classification [21] "Convenience Stores and Stores selling various goods" covers any outlet of which at least either industrial classification or type of outlet falls under this category.

2. Eating, Drinking and Service Establishments

The Ministry of Internal Affairs and Communications sampled the establishments for each survey from those surveyed by the 2006 Establishment and Enterprise Census (by the Ministry of Internal Affairs and Communications) by using the industrial classification, and from among the establishments thus sampled, each municipality selected the establishments to be surveyed.

With regard to the survey items for which the sampling of establishments by industrial classification is difficult, the relevant municipality also selected the establishments to be surveyed by using materials and data of the related organizations, etc. About 65,000 establishments were surveyed throughout the country.

3. Online/Mail-order Sales Companies

Of the companies that are members or associate members of the Japan Direct Marketing Association (JADMA), which included 545 members as of September 28, 2006, all those determined to deal in any of the survey items were surveyed.

Among the top 150 companies ranked in the 2006 e-Shop and Mail Order Survey (by Nikkei Inc.), all those determined to deal in any of the survey items were surveyed.

A certain number of establishments were also sampled from the parent population of establishments (about 11,000) belonging to specific industrial classifications that were determined to deal in any of the survey items, and covered by the 2006 Establishment and Enterprise Census and the 2004 Census of Commerce. About 2,200 companies were surveyed in total.

4. Hotels and Ryokan (Japanese-style hotels)

About 400 hotels and ryokan (Japanese-style hotels) were sampled from the parent population of those registered (about 3,000) under the Law for Improving International Tourism Hotels.

5. Golf Courses

About 400 establishments were sampled from the parent population (about 2,700) of those classified in industrial classification as golf courses in the list of establishments for the 2004 Establishment and Enterprise Census, and having their own Internet Web sites.