

Section 1

1. Do the following statements hold true for you? If "it is particularly true for you", choose "1", and if "it doesn't hold true at all for you", choose "5". Of course, you may choose any number in between. **(X ONE Box For EACH)**

	It Is Particularly True For You ← → It Doesn't Hold True At All For You				
	1	2	3	4	5
My daily life is fulfilling.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once I get used to a higher standard of living, it is very hard to lower it.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I prefer to get my work done before pleasure.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy competing with others.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know a lot about sports.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Even if I make plans, I end up procrastinating.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If there is something that I want, I need to buy it.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I always plan things before I actually do them.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I plan to spend a lot of money or make purchases for expensive items in the future.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't feel uncomfortable borrowing money.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I'm not sure about the outcome of a situation, I usually expect the best result.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think I am good-looking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am too busy to think of the future.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have my hands full with my life and am not able to save much money.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I never cut into a line of people.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have anxieties about my health.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am deeply religious.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I am faced with a problem, I usually act before I think.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've been feeling stressed lately.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've been feeling depressed lately.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I haven't been sleeping well lately.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I've been feeling lonely lately.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know a lot about finance.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I was a child, my parents often talked to me about finance.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I pay a lot in taxes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to leave my spouse as much of my inheritance as possible.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Do you agree with the following ideas? If "you totally agree to it", choose "1", and if "you totally disagree to it", choose "5". Of course, you may choose any number in between. **(X ONE Box For EACH)**

	You Totally Agree To It ← → You Totally Disagree To It				
	1	2	3	4	5
Since the future is uncertain, it is a waste to think about it.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is okay to receive social security, even if you are not eligible.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In general, you can trust most people.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In a recession, it is a man's job that we need to secure, not a woman's job.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As long as you won't get caught it is okay to do something bad (e.g. littering or illegal parking).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Although the economy regulated by market forces widens the income gap between the rich and the poor, it makes people wealthier in general; so in total, they are better off.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When the competition is greater, illegal activity and cheating increases.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is the government's responsibility to take care of those who cannot take care of themselves financially.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People shouldn't gamble.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saving money is the objective of life.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel happy when I do a good deed that I think is beneficial for others (such as picking up trash in a park).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In general, there is unfairness in the world.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is unfairness based on gender.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is unfairness based on age.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is unfairness based on appearances.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is unfairness based on your place of origin or family lineage.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Let's assume you have **two options** to receive some money. You may choose Option "A", to receive ¥10,000 **today**; or Option "B", to receive a different amount **seven days from today**. Compare the **amounts and timing** in Option "A" with Option "B" and indicate which you would prefer to receive for each of the 9 choices.

Option A	Option B	Includes An Annual Interest Rate Of:	Which <u>ONE</u> do you prefer? (X ONE Box for EACH Row)	
			Option A	Option B
Receiving today	Receiving in 7 days			
¥10,000	¥9,980	-10%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,000	0%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,019	10%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,076	40%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,191	100%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,383	200%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,575	300%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥11,917	1000%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥19,589	5000%	1 <input type="checkbox"/>	2 <input type="checkbox"/>

[Japan] 2010 Preference Parameters Study of Osaka University

4. Now let's assume that you have the option to receive ¥10,000 **ninety days from today** or receive a different amount **ninety-seven days from today**. Compare the **amounts** and **timing** in Option "A" with Option "B" and indicate which you would prefer to receive for each of the 9 choices.

Option A Receiving in 90 days	Option B Receiving in 97 days	Includes An Annual Interest Rate Of:	Which <u>ONE</u> do you prefer? (X ONE Box for EACH Row)	
			Option A	Option B
¥10,000	¥9,980	-10%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,000	0%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,019	10%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,076	40%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,191	100%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,383	200%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,575	300%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥11,917	1000%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥19,589	5000%	1 <input type="checkbox"/>	2 <input type="checkbox"/>

5. Now let's assume that you have the option to receive ¥10,000 **one month from today** or receive a different amount **thirteen months from today**. Compare the **amounts** and **timing** in Option "A" with Option "B" and indicate which you would prefer to receive for each of the 10 choices.

Option A Receiving in one month	Option B Receiving in 13 months	Includes An Annual Interest Rate Of:	Which <u>ONE</u> do you prefer? (X ONE Box for EACH Row)	
			Option A	Option B
¥10,000	¥9,500	-5%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,000	0%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,200	2%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,400	4%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥10,600	6%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥11,000	10%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥12,000	20%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥14,000	40%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥18,000	80%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	¥25,000	150%	1 <input type="checkbox"/>	2 <input type="checkbox"/>

6. Now let's assume that you have the option to receive ¥1,000,000 **one month from today** or receive a different amount **thirteen months from today**. Compare the **amounts** and **timing** in Option "A" with Option "B" and indicate which you would prefer to receive for each of the 10 choices.

Option A Receiving in one month	Option B Receiving in 13 months	Includes An Annual Interest Rate Of:	Which <u>ONE</u> do you prefer? (X ONE Box for EACH Row)	
			Option A	Option B
¥1,000,000	¥950,000	-5%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,000,000	0%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,001,000	0.1%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,005,000	0.5%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,010,000	1%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,020,000	2%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,060,000	6%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,100,000	10%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,300,000	30%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥2,000,000	100%	1 <input type="checkbox"/>	2 <input type="checkbox"/>

7. Now let's assume that you have the option to pay ¥1,000,000 one month from today or pay a different amount thirteen months from today. Compare the amounts and timing in Option "A" with Option "B" and indicate which you would prefer to pay for each of the 11 choices.

Option A Receiving in one month	Option B Receiving in 13 months	Includes An Annual Interest Rate Of:	Which ONE do you prefer? (X ONE Box for EACH Row)	
			Option A	Option B
¥1,000,000	¥800,000	-20%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥900,000	-10%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥950,000	-5%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,000,000	0%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,001,000	0.1%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,005,000	0.5%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,010,000	1%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,020,000	2%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,060,000	6%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,100,000	10%	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000,000	¥1,500,000	50%	1 <input type="checkbox"/>	2 <input type="checkbox"/>

8. Let's assume that you are required to spend time cleaning a park. You need to spend two hours today and the next assigned day, which is 7 days from today. It seems that the litter in the park will decrease more than expected, so the number of hours you need to clean will be less. To account for this change you have the choice to shorten the hours by one hour today or shorten some hours on the next assigned day, which is 7 days from today. Please look at Option "A" and Option "B" below for the work date and work time you can choose, and indicate which you prefer for each of the eight choices.

Option "A" Reduce my working time today	or	Option "B" Reduce my working time 7 days from today	Which ONE do you prefer? (X ONE Box For EACH ROW)	
			Option "A"	Option "B"
1 hour		50 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 5 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 10 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 15 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 20 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 30 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		2 hours	1 <input type="checkbox"/>	2 <input type="checkbox"/>

9. Let's assume that you are required to spend time cleaning a park. You need to spend two hours on a day 90 days from today and a day 97 days from today. It seems that the litter in the park will decrease more than expected, so the number of hours you need to clean will be less. To account for this change you have the choice to shorten to shorten the hours by one hour on the first assigned day, which is 90 days from today or shorten some hours on the second assigned day, which is 97 days from today. Please look at Option "A" and Option "B" below for the work date and work time you can choose, and indicate which you prefer for each of the eight choices.

Option "A" Reduce my working time 90 days from today	or	Option "B" Reduce my working time 97 days from today	Which ONE do you prefer? (X ONE Box For EACH ROW)	
			Option "A"	Option "B"
1 hour		50 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 5 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 10 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 15 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 20 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 30 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		2 hours	1 <input type="checkbox"/>	2 <input type="checkbox"/>

10. Let's assume that you are required to spend time cleaning a park. You need to spend two hours today and the next assigned day, which is 7 days from today. It seems that the litter in the park will increase more than expected, so the number of hours you need to clean will be more. To account for this change you have the choice to increase the hours by one hour today or increase some hours on the next assigned day, which is 7 days from today. Please look at Option "A" and Option "B" below for the work date and work time you can choose, and indicate which you prefer for each of the eight choices.

Option "A"	or	Option "B"	Which ONE do you prefer? (X ONE Box For EACH Row)	
Increase my working time today		Increase my working time 7days from today	Option "A"	Option "B"
1 hour		40 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		50 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 5 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 10 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 20 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		1 hour 30 Minutes	1 <input type="checkbox"/>	2 <input type="checkbox"/>
1 hour		2 hours	1 <input type="checkbox"/>	2 <input type="checkbox"/>

11. In which of the following two ways would you prefer to **receive your monthly income**? Assume that your job assignment is the same for each scenario. If you are a dependent (e.g. student, housewife, etc.) and not working, please answer based on your monthly income being your actual living expenses. (X ONE Box)

1 <input type="checkbox"/>	Your monthly income has a 50% chance of doubling, but also has a 50% chance of decreasing by 30% → (Answer Q. 11a)	or	2 <input type="checkbox"/>	Your monthly income is guaranteed to increase by 3% → (Answer Q. 11b)
----------------------------	--	----	----------------------------	---

11a. Of the following two jobs, which would you prefer? (X ONE Box)

- 1 A job that has a 50% chance of the monthly income doubling, but also a 50% chance of the monthly income being cut in half
- 2 A job with which your monthly income is guaranteed to increase by 3%

11b. Of the following two jobs, which would you prefer? (X ONE Box)

- 1 A job that has a 50% chance of the monthly income doubling, but also a 50% chance of the monthly income decreasing by 10%
- 2 A job with which your monthly income is guaranteed to increase by 3%

12. In which of the following two ways would you prefer to **receive your monthly income**? Assume that your job assignment is the same for each scenario. If you are a dependent (e.g. student, housewife, etc.) and not working please answer based on your monthly income being your actual living expenses. (X ONE Box)

1 <input type="checkbox"/>	Your monthly income has a 50% chance of increasing by 60%, but also has a 50% chance of decreasing by 10% → (Answer Q. 12a)	or	2 <input type="checkbox"/>	Your monthly income is guaranteed to increase by 3% → (Answer Q. 12b)
----------------------------	---	----	----------------------------	---

12a. Of the following two jobs, which would you prefer? (X ONE Box)

- 1 A job that has a 50% chance of the monthly income increasing by 30%, but also has a 50% chance of decreasing by 10%
- 2 A job with which your monthly income is guaranteed to increase by 3%

12b. Of the following two jobs, which would you prefer? (X ONE Box)

- 1 A job that has a 50% chance of the monthly income increasing by 200%, but also has a 50% chance of decreasing by 10%
- 2 A job with which your monthly income is guaranteed to increase by 3%

13. Let's assume there is a lottery with a **50% chance of winning ¥20,000** and a **50% chance of winning nothing**. If the lottery ticket is sold as listed below, would you purchase a ticket? You may choose Option "A", to purchase the lottery ticket, or Option "B", not to purchase the lottery ticket. Please indicate which option you prefer for each of the 8 ticket prices.

Price of the lottery ticket	Which ONE do you prefer? (X ONE Box For EACH Row)	
	Option A (purchase the lottery ticket)	Option B (NOT purchase the lottery ticket)
¥200	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥500	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥2,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥4,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥7,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥15,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>

14. Let's assume there is a lottery with a **1% chance of winning ¥1,000,000** and a **99% chance of winning nothing**. If the lottery ticket is sold as listed below, would you purchase a ticket? You may choose Option "A", to purchase the lottery ticket, or Option "B", not to purchase the lottery ticket. Please indicate which option you prefer for each of the 8 ticket prices.

Price of the lottery ticket	Which ONE do you prefer? (X ONE Box For EACH Row)	
	Option A (purchase the lottery ticket)	Option B (NOT purchase the lottery ticket)
¥200	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥500	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥2,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥4,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥7,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥15,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>

15. Let's assume you have a lottery ticket with a **50% chance of winning ¥20,000** and a **50% chance of winning nothing**. If you win, **you can receive the prize money immediately**. You can either keep the lottery ticket yourself or you can sell it for cash immediately. If there is someone willing to buy this ticket from you right now for the prices listed below, would you sell the ticket or would you keep it knowing you have a chance to win the ¥20,000 prize? You may choose Option "A", to sell the lottery ticket, or Option "B", not to sell the lottery ticket and keep it for yourself. Please indicate which option you prefer for each of the 8 ticket prices.

Price of the lottery ticket	Which ONE do you prefer? (X ONE Box For EACH Row)	
	Option A (sell the lottery ticket)	Option B (NOT sell the lottery ticket)
¥1,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥2,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥4,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥7,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥9,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥11,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥15,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>

16. Let's assume you have a lottery ticket with a **50% chance of winning ¥20,000** and a **50% chance of winning nothing**. Even if you win, **you can only receive the prize money one week from now**. You can either keep the lottery ticket yourself or you can sell it for cash immediately. If there is someone willing to buy this ticket from you right now for the prices listed below, would you sell the ticket or would you keep it knowing you have a chance to win the ¥20,000 prize? You may choose Option "A", to sell the lottery ticket, or Option "B", not to sell the lottery ticket and keep it for yourself. Please indicate which option you prefer for each of the 8 ticket prices.

Price of the lottery ticket	Which ONE do you prefer? (X ONE Box For EACH Row)	
	Option A (sell the lottery ticket)	Option B (NOT sell the lottery ticket)
¥1,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥2,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥4,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥7,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥9,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥11,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥15,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>

17. Let's assume you have a lottery ticket with a **50% chance of winning ¥20,000 and a 50% chance of winning nothing**. Even if you win, **you can only receive the prize money one month from now**. You can either keep the lottery ticket yourself or you can sell it for cash immediately. If there is someone willing to buy this ticket from you right now for the prices listed below, would you sell the ticket or would you keep it knowing you have a chance to win the ¥20,000 prize? You may choose Option "A", to sell the lottery ticket, or Option "B", not to sell the lottery ticket and keep it for yourself. Please indicate which option you prefer for each of the 8 ticket prices.

Price of the lottery ticket	Which <u>ONE</u> do you prefer? (X ONE Box For EACH Row)	
	Option A (sell the lottery ticket)	Option B (NOT sell the lottery ticket)
¥1,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥2,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥4,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥7,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥9,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥10,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥11,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥15,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>

18. Assume that you know there is a **50% chance of having a loss of ¥20,000**. You can have insurance to cover this amount in case of the loss. If an insurance policy is sold as listed below, would you purchase it? You may choose Option "A", to purchase the insurance, or Option "B", not to purchase the insurance. Please indicate which option you prefer for each of the 8 insurance prices.

Price of the insurance	Which <u>ONE</u> do you prefer? (X ONE Box For EACH Row)	
	Option A (purchase the insurance)	Option B (NOT purchase the insurance)
¥200	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥500	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,500	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥2,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥3,500	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥5,500	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥8,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>

19. Assume that you know there is a lottery in which there is a **50% chance of winning ¥20,000 and a 50% chance of losing some amount of money**. You can choose whether to take this lottery ticket or not. If the amounts that you could lose are as listed below, would you take the lottery tickets? You may choose Option "A", to take the lottery ticket, or Option "B", not to take the lottery ticket. Please indicate which option you prefer for each of the 8 payment amounts.

Amount of payment when you lose	Which <u>ONE</u> do you prefer? (X ONE Box For EACH Row)	
	Option A (take the lottery ticket)	Option B (NOT take the lottery ticket)
¥100	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥500	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥1,500	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥2,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥3,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥6,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
¥9,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>

20. Overall, how happy would you say you are currently? Using a scale from 0 - 10 where "10" is "very happy" and "0" is "very unhappy", how would you rate your current level of happiness? (X ONE Box)

Very Happy ← 10 9 8 7 6 5 4 3 2 1 0 → Very Unhappy

21. Compared to 1 year ago, do you think that you are happier now than you were then? (X ONE Box)

- 1 Happier than 1 year ago
 2 Almost the same as 1 year ago
 3 Unhappier than 1 year ago
 4 Don't know

22. Usually when you go out, how high does the probability of rain have to be before you take an umbrella?
 (Write In Response between 0 and 99)

More than: _____ %

[Japan] 2010 Preference Parameters Study of Osaka University

23. As the proverb says, "Nothing ventured, nothing gained," there is a way of thinking that in order to achieve results, you need to take risks. On the other hand, as another proverb says, "A wise man never courts danger," meaning that you should avoid risks as much as possible. Which way of thinking is closest to the way you think? On a scale of 0 – 10, with "10" being completely in agreement with the thinking "Nothing ventured, nothing gained", and "0" being completely in agreement with the thinking "A wise man never courts danger", please rate your behavioral pattern. (X ONE Box)

Nothing Ventured, Nothing Gained ←-----→ A Wise Man Never Courts Danger

10 9 8 7 6 5 4 3 2 1 0

24. Suppose that you and a complete stranger happen to receive money. There are two ways to divide the money. You will make a decision regarding how to divide the money and the stranger will not know about it. Please indicate either Option "A" or Option "B" for each of the 4 cases.

Option A	Option B	Which ONE do you prefer? (X ONE Box For EACH Row)	
		Option A	Option B
Both receive ¥10,000	You receive ¥10,000, the other receive ¥6,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Both receive ¥10,000	You receive ¥16,000, the other receive ¥4,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Both receive ¥10,000	You receive ¥10,000, the other receive ¥18,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Both receive ¥10,000	You receive ¥11,000, the other receive ¥19,000	1 <input type="checkbox"/>	2 <input type="checkbox"/>

25. Suppose you had ¥10,000 in a savings account and the interest rate is 2% per year and you never withdraw money or interest payments. After 5 years, how much would you have in this account in total? (X ONE Box)

- 1 More than ¥10,200
 2 Exactly ¥10,200
 3 Less than ¥10,200
 4 Do not know
 5 Refuse to answer

26. Imagine that the interest rate on your savings account was 1% per year and the inflation was 2% per year. After 1 year, how much would you be able to buy with the money in this account? (X ONE Box)

- 1 More than today
 2 Exactly the same
 3 Less than today
 4 Do not know
 5 Refuse to answer

27. Please indicate whether the following statement is True or False? (X ONE Box)
 "Buying a company stock usually provides a safer return than a stock mutual fund."

- 1 True
 2 False
 3 Do not know
 4 Refuse to answer

28. If the interest rate falls, what should happen to bond prices? (X ONE Box)

- 1 Rise
 2 Fall
 3 Stay the same
 4 None of the above
 5 Do not know
 6 Refuse to answer

29. Please indicate whether each statement below is True or False? (Write True or False for each)

- () When you inherit, you are always required to pay an inheritance tax.
 () In 2009, the maximum income tax rate was more than 50 in Japan
 () 30% of your income goes to income tax and resident tax. If you income increase by ¥100,000 more, your income tax and resident tax would increase by ¥30,000 more.
 () You do not have to pay income tax if you have earned ¥1,000,000 or less.
 () Those who have the same amount of income need to pay the same amount of income tax.

30. How does your standard of living compare with that of the people around you? (X ONE Box)

- 1 Theirs is much lower than mine
 2 Theirs is somewhat lower than mine
 3 Theirs is about the same as mine
 4 Theirs is somewhat higher than mine
 5 Theirs is much higher than mine

- 30a. In Q. 30, with who's standard of living did you compare your own? (X ONE Box)
- 01 Neighbor
 - 02 Your own classmates when you were in school
 - 03 Relatives
 - 04 Families of your children's classmates
 - 05 Worker in your company who is in your age group, has similar academic background, or who started working in the same year
 - 06 Worker in your company who is assigned to a similar job as yours, regardless of their age, academic background, year in which he or she joined the company.
 - 07 Worker in another company in the same industry who belongs to the same age group, has similar academic background, or who started working in the same year
 - 08 Worker in another company in the same industry who is assigned to a similar job as yours, regardless of his or her age, academic background, and year in which he or she joined a company
 - 09 Average person in Japan
 - 10 Average person in the world
 - 11 Friend of acquaintance excluding above choices
 - 12 Others(Specify):
 - 13 I don't know

31. For the purpose of this question, please assume that your parents are both living and that you do not live with them. Suppose that your parents had only one-third as much family income per person to live on as you do. How much of your own family income per month would you be willing to give to your parents to help them out until things changed (possibly a few years)? (X ONE Box)

- 1 Up to 2 % of your family income per month
- 2 Up to 5 % of your family income per month
- 3 Up to 10 % of your family income per month
- 4 Up to 20 % of your family income per month
- 5 More than 20 % of your family income per month
- 6 No help at all

32. For the purpose of this question, please assume that you have a child and that your child does not live with you. Suppose that your child had only one-third as much family income per person to live on as you do. How much of your own family income per month would you be willing to give to your child to help out until things changed (possibly a few years)? (X ONE Box)

- 1 Up to 2 % of your family income per month
- 2 Up to 5 % of your family income per month
- 3 Up to 10 % of your family income per month
- 4 Up to 20 % of your family income per month
- 5 More than 20 % of your family income per month
- 6 No help at all

33. Suppose that you found a well-known charity that gave financial help to people who typically had about one-fifth of your family income per person. Up to how much of your own family income per month would you be willing to give the charity if you knew the money would go directly to benefit these people? (X ONE Box)

- 1 Up to 1 % of your family income per month
- 2 Up to 2 % of your family income per month
- 3 Up to 5 % of your family income per month
- 4 Up to 10 % of your family income per month
- 5 Up to 11% of your family income per month
- 6 No help at all

Please answer if you have children.

34. How do you feel about leaving an inheritance to your children? (X ONE Box)

- 1 I plan to leave an inheritance to my child(ren) no matter what.
- 2 I plan to leave an inheritance to my child(ren) if they provide care (including nursing care) during old age.
- 3 I plan to leave an inheritance to my child(ren) only if they provide financial assistance during old age.
- 4 I plan to leave an inheritance to my child(ren) only if they carry on the family business.
- 5 I do not plan to make special efforts to leave an inheritance to my child(ren) but will leave whatever is left over.
- 6 I do not plan to leave an inheritance to my child(ren) under any circumstances because doing so may reduce their will to work.
- 7 I do not plan to leave an inheritance to my child(ren) under any circumstances because I want to use my wealth myself.
- 8 I want to leave an inheritance to my child(ren) but I won't because I don't have the financial capacity to do so.

If you answer 1 to 5 at Q.34, please continue. Otherwise, skip to Q. 35.

- 34a. How do you plan to divide your inheritance among your children? (X ONE Box)

- 1 I plan to divide my inheritance equally among my children.
- 2 I do not plan to divide my inheritance equally among my children.
- 3 I have only one child so there is no need to divide my inheritance among my children.

If you answer 2 at Q.34a, please continue. Otherwise, skip to Q. 35.

34b. Then how do you plan to divide your inheritance among your children? (X ALL That Apply)

- 01 I plan to leave more or all to the child (children) who lives with me.
- 02 I plan to leave more or all to the child (children) who lives near me.
- 03 I plan to leave more or all to the child (children) who helps me with housework.
- 04 I plan to leave more or all to the child (children) who provides nursing care.
- 05 I plan to leave more or all to the child (children) who provides financial assistance.
- 06 I plan to leave more or all to the child (children) who carries on the family business.
- 07 I plan to leave more or all to my eldest son or daughter even if he/she does not live with me, does not live near me, does not help me with housework, does not provide nursing care, does not provide financial assistance, and does not carry on the family business.
- 08 I plan to leave more or all to the child (children) who has less earning capacity.
- 09 I plan to leave more or all to the child (children) who has greater needs.
- 10 I plan to leave more or all to the child (children) whom I like more.

All respondents should answer the following question.

35. Have you received any inheritance and/or gifts from your parents or your spouse's parents in the past? (X ALL That Apply)

	YES	NO
Received inheritance and/or gifts in the past from your parents.	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Received inheritance and/or gifts in the past from your spouse's parents.	1 <input type="checkbox"/>	2 <input type="checkbox"/>

36. Do you expect that you will receive any inheritance and/or gifts from your parents or your spouse's parents in the future? (X ALL That Apply)

	YES	NO
Expect to receive inheritance and/or gifts in the future from your parents.	1 <input type="checkbox"/>	2 <input type="checkbox"/>
Expect to receive inheritance and/or gifts in the future from your spouse's parents.	1 <input type="checkbox"/>	2 <input type="checkbox"/>

37. If you were able to choose when to be born, compared with your birth-year, when will you prefer? Please rank your five choices from "1" through "5" in order of your preference.

- () 20 years before you were born
- () 10 years before you were born
- () You want to be born the same year
- () 10 years after you were born
- () 20 years after you were born

38. Please indicate whether each statement below is True or False? (Write True or False for each)

- () The Football World Cup will be held in South Africa in 2010.
- () Tokyo was a candidate city for the 2016 Summer Olympics.
- () Tyson Gay finished in second place after Ursain Bolt in the 100 meters at the World Championships in Berlin in August 2009.
- () The highest ranking of Date-Krumm Kimiko was fifth in the world.
- () In major league baseball, Al Simmons reached 2000 hits in fewer games than Ichiro.

39. The following statements are ideas on what determines people's incomes and standards of living in Japan. If "you strongly agree with it", choose "1", and if "you strongly disagree with it", choose "5". Of course, you may choose any number in between. (X ONE Box For EACH)

	You Strongly Agree With It		You Strongly Disagree With It		
	1	2	3	4	5
Effort and decisions you make	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Luck	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Talents or abilities	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Personal connection or network of connection	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Family environment in which you grew up	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Education	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Family or places of origin	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

40. The following are ideas on what should determine people's incomes and standards of living. If "you strongly agree with it", choose "1", and if "you strongly disagree with it", choose "5". Of course, you may choose any number in between. (X ONE Box For EACH)

	You Strongly Agree With It		You Strongly Disagree With It		
	1	2	3	4	5
Effort and decisions you make	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Luck	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Talents or abilities	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Personal connection or network of connection	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Family environment in which you grew up	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Education	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Family or places of origin	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

Section 2 - The following questions are about you and your family.

1. Your gender: Male Female
2. Please answer about your spouse? **(X ONE Box)**
 I have a spouse (husband or wife, including common-law marriage) → **(Continue)**
 I've experienced a divorce or a separation → **(Continue)**
 I've experienced a death of my spouse → **(Continue)**
 I don't have a spouse → **(Skip To Q.3)**
- 2a. When did you marry your spouse? **(Write In #)**
 Month _____ Year _____ **or** when I was _____ years old
3. What is your height and weight? **(Write In #)**
 Height: _____ cm Weight: _____ kg

Please answer the following questions for you and your spouse (if applicable)

4. When were you born? **(Write In Number for Month and Year)**
 You, yourself: Year _____
 Your spouse: Year _____
5. How many brothers and sisters do you have now who are alive? **(Write In Number For EACH)**
- | | | |
|---------------------|----------------------|------------------------|
| You: | Older brothers | Younger brothers |
| | Older sisters | Younger sisters |
| Your spouse: | Older brothers | Younger brothers |
| | Older sisters | Younger sisters |
6. Please indicate the highest level of education (or equivalent) completed by you and your spouse. *If you are still in school, "X" the one you are in now.* **(Write In Number)**
You _____
Your spouse _____
- Graduated from Elementary/ Junior High School
 - Some High School – no degree
 - Graduated from High School
 - Some College (including Technical College) – no degree
 - Graduated from College (including Technical College) - Associate's Degree (2 year)
 - Some University (including old-education-system high school) – no degree
 - Graduated from University (including old-education-system high school)– Bachelor's Degree (4 year)
 - Some post graduate studies – no degree
 - Master's Degree –MS, MA, MBA, etc
 - Some doctoral studies – no degree
 - Doctoral Degree – DVM, Ph.D, DDS, etc.
7. About how many hours per week do you and your spouse usually work including overtime work? If you don't work outside the home, X "don't work". If you don't have a spouse, X "no spouse" and if your spouse doesn't work outside the home, X "doesn't work". **(Write In A Number For EACH Row)**
You → _____ hours per week - Don't work
Your spouse → _____ hours per week - Doesn't work
- 7a. About how many hours per week in paid overtime do you and your spouse work? (Write in a number for each row) If you or your spouse do not work overtime, please leave the answer blank.
You → _____ hours per week - Don't work
Your spouse → _____ hours per week - Doesn't work
- 7b. About how many hours per week in unpaid overtime do you and your spouse work? (Write in a number for each row. If you or your spouse do not work overtime please leave the answer blank.
You → _____ hours per week - Don't work
Your spouse → _____ hours per week - Doesn't work

Please answer if you don't work.

- 7c. If you were working, what do you estimate you would be making per hour? **(Write In)**
 ¥ _____ per hour

All respondents should answer the following question.

8. About how many days in a year do you and your spouse work? If you don't work outside the home, X "don't work". If you don't have a spouse, X "no spouse" and if your spouse doesn't work outside the home, X "doesn't work". **(Write In Number In For EACH Row)**
You → _____ days in a year - Don't work
Your spouse → _____ days in a year - Doesn't work
9. To what age do you and your spouse plan to work? If you are already retired, write in your age at the time of retirement. If you and/or your wife haven't worked outside the home, X "haven't worked (or "hasn't worked)". **(X Box Or Write In Number In For EACH Row)**
You → _____ years old - Haven't worked
Your spouse → _____ years old - Hasn't worked

10. What are your and your spouse's occupations (Including part-time work)? **(Write In Number)**

You _____

Your spouse _____

1. Office work (administrative support, sales)
2. Sales and related occupations
3. Managerial occupations (section chief or superior positions at government or private company)
4. Specialist/Technical Experts (Teacher, Medical Doctor, Engineer, Writer)
5. Service occupations (Hairdresser, Hall staff, Receptionist, Taxi driver, Security staff)
6. Industrial occupations (carpenter, service engineer, production worker)
7. Farming, fishing, and forestry
8. Housewife/Househusband
9. Student
10. Retired (except Housewife/Househusband)
11. Unemployed (except Housewife/Househusband)
12. Others (Specify):

If you answer 1 to 7 for yourself and your spouse at Q.10, please continue. Otherwise, skip to Q. 11.

10a. What is your and your spouse's type of employment? **(Write In Number)**

You _____

Your spouse _____

1. Employee of private company or nonprofit
2. Government employee
3. Manager or private company or nonprofit
4. Self-employed
5. Employee of family business

10b. What is your and your spouse's employment status? **(Write In Number)**

You _____

Your spouse _____

1. Full-time employee
2. Part-time employee
3. Student part-time employee
4. Temporary work (sent to a company from a temporary job agency, internship, specific project for a company, etc.)
5. Contract worker
6. Other (Specify):

10c. In the past two years, what kind of registered temporary employment have you and your spouse taken? **(Write In Number)** that best describes the type of work.)

You _____

Your spouse _____

1. Mostly jobs lasting one day
2. Mostly jobs lasting two to less than ten days
3. Mostly jobs lasting ten days to less than three months.
4. Mostly jobs lasting three months or more
5. I did not take any dispatched employment

10d. How many years have you (your spouse) been working for your (your spouse's) present company? **(Write In Number)**

You _____

Your spouse _____

1. Less than a year
2. A year to less than 5 years
3. 5 years to less than 10 years
4. 10 years to less than 20 years
5. 20 years to less than 30 years
6. 30 years to less than 40 years
7. More than 40 years

[Japan] 2010 Preference Parameters Study of Osaka University

10e. Approximately how many employees work for the company/office where you (your spouse) work? Answer the approximate number including all the head office, branch offices, branch stores, sales offices and factories. If you (your spouse) work for a government organization, select "Government employee." **(Write In Number)**

You _____
Your spouse _____

1. 1 to 5 people
2. 6 to 29 people
3. 30 to 99 people
4. 100 to 299 people
5. 300 to 499 people
6. 500 to 999 people
7. 1,000 to 4,999 people
8. 5,000 to more people
9. Government employee

10f. Which one of the following best describes the industry in which you (your spouse) work? **(Write In Number)**

You _____
Your spouse _____

1. Agriculture and related industries
2. Mining industry
3. Construction industry
4. Manufacturing industry
5. Wholesale trade/Retail business
6. Finance/ insurance business
7. Real estate business
8. Transportation/Correspondence industry
9. Electric/Gas/Water/Heat supply industry
10. Service industry
11. Education
12. Others

10g. To what extent is your (your spouse's) salary or wage based on your work performance? **(Write In Number)**

You _____
Your spouse _____

1. The wage is based almost entirely on performance
2. The wage is based mostly on performance
3. The wage is based slightly on performance
4. The wage is not at all based on performance

10h. About how hard do you (your spouse) work each day? Please answer based on the amount of work you do per hour. **(Write In Number)**

You _____
Your spouse _____

1. Could not work any harder than currently
2. Work hard and continuously
3. Work continuously but not hard
4. Work but have some downtime
5. Work but have a lot of downtime

10i. What is the possibility that you or your spouse will be unemployed (in case of running your own business, the possibility of discontinuing business) within 2 years? **(Write In Number)**

You _____
Your spouse _____

1. Strong possibility
2. Some possibility
3. Little possibility
4. Don't know

11. Do you have any children? **(X ONE Box)**

- 1 No children → **(Skip To Q.12)**
2 Have children → # of children **(Write In):** _____ → **(Continue)**

11a. How old is your youngest child now? **(Write In)** _____ years old

12. Approximately how much was your and your spouse's salary or hourly wage for 2009 (including business income if you are self-employed)? **(Write In)**

You: salary per month ¥ _____ or Wage per hour ¥ _____
Your spouse: salary per month ¥ _____ or Wage per hour ¥ _____

13. Approximately how much was the annual earned income of you and your spouse before taxes, with bonuses included (and also business income) for 2009? **(Write In Number)**

You _____
Your spouse _____

1. None
2. Less than ¥1,000,000
3. ¥1,000,000 to less than ¥2,000,000
4. ¥2,000,000 to less than ¥4,000,000
5. ¥4,000,000 to less than ¥6,000,000
6. ¥6,000,000 to less than ¥8,000,000
7. ¥8,000,000 to less than ¥10,000,000
8. ¥10,000,000 to less than ¥12,000,000
9. ¥12,000,000 to less than ¥14,000,000
10. ¥14,000,000 or more

14. Which of the following best describes your current family status? **(X ONE Box)**

- 1 Single
- 2 Husband and wife
- 3 Husband, wife and children
- 4 Single parent and children
- 5 Husband, wife, children and husband or wife's parents
- 6 Husband, wife, children and husband or wife's parents, brothers and sisters
- 7 Others (Specify): _____

15. How many people are currently living in your household? **(Write In)**

of people: _____

16. How much was the average food expense of your entire family per month in 2009? **(Write In)**

Approximate monthly food expense (excluding expense of eating out) ¥ _____ per month
 Approximate monthly expense of eating out ¥ _____ per month

17. How much did you spend on durable consumer goods such as housing, cars, and expensive electronic products for your entire family in 2009? **(Write In)**

Approximate expense in 2009 for entire family ¥ _____

18. How much were the average expenditures of your entire family per month in 2009? Exclude durable consumer goods purchased such as housing, cars, expensive electronic products, taxes, insurance premiums, and mortgage interest. Include costs of public utilities and energy bills. **(Write In)**

Approximate monthly expense in 2009 for entire family ¥ _____ per month

19. How much did the gross expenditures of your entire family change in 2009 as compared to 2008? **(X ONE Box)**

Increased by more than 9%	Increased by 7-9%	Increased by 5-7%	Increased by 3-5%	Increased by 1-3%	Increased by less than 1% OR Decreased by less than 1%	Decreased by 1-3%	Decreased by 3-5%	Decreased by 5-7%	Decreased by 7-9%	Decreased by more than 9%
10 <input type="checkbox"/>	9 <input type="checkbox"/>	8 <input type="checkbox"/>	7 <input type="checkbox"/>	6 <input type="checkbox"/>	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>

20. How much do you estimate that the gross expenditure of your entire family will change in 2010 as compared to 2009? **(X ONE Box)**

Increased by more than 9%	Increased by 7-9%	Increased by 5-7%	Increased by 3-5%	Increased by 1-3%	Increased by less than 1% OR Decreased by less than 1%	Decreased by 1-3%	Decreased by 3-5%	Decreased by 5-7%	Decreased by 7-9%	Decreased by more than 9%
10 <input type="checkbox"/>	9 <input type="checkbox"/>	8 <input type="checkbox"/>	7 <input type="checkbox"/>	6 <input type="checkbox"/>	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>

21. What do you estimate will be the annual growth rate of consumer prices in 2010? **(X ONE Box)**

Increased by more than 4.5%	Increased by 3.5-4.5%	Increased by 2.5-3.5%	Increased by 1.5-2.5%	Increased by 0.5-1.5%	Increased by less than 0.5% OR Decreased by less than 0.5%	Decreased by 0.5-1.5%	Decreased by 1.5-2.5%	Decreased by 2.5-3.5%	Decreased by 3.5-4.5%	Decreased by more than 4.5%
10 <input type="checkbox"/>	9 <input type="checkbox"/>	8 <input type="checkbox"/>	7 <input type="checkbox"/>	6 <input type="checkbox"/>	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>

31. About how much household income is common for people around you? (X ONE Box)

- 01 Less than ¥1,000,000
- 02 ¥1,000,000 to less than ¥2,000,000
- 03 ¥2,000,000 to less than ¥4,000,000
- 04 ¥4,000,000 to less than ¥6,000,000
- 05 ¥6,000,000 to less than ¥8,000,000
- 06 ¥8,000,000 to less than ¥10,000,000
- 07 ¥10,000,000 to less than ¥12,000,000
- 08 ¥12,000,000 to less than ¥14,000,000
- 09 ¥14,000,000 to less than ¥16,000,000
- 10 ¥16,000,000 to less than ¥18,000,000
- 11 ¥18,000,000 to less than ¥20,000,000
- 12 ¥20,000,000 or more

32. How much did the annual earned gross income of your entire household change in 2009 as compared to 2008? (If you are a student, please answer the income of your parents' entire household.) (X ONE Box)

Increased by more than 9%	Increased by 7-9%	Increased by 5-7%	Increased by 3-5%	Increased by 1-3%	Increased by less than 1% OR Decreased by less than 1%	Decreased by 1-3%	Decreased by 3-5%	Decreased by 5-7%	Decreased by 7-9%	Decreased by more than 9%
10 <input type="checkbox"/>	9 <input type="checkbox"/>	8 <input type="checkbox"/>	7 <input type="checkbox"/>	6 <input type="checkbox"/>	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>

33. How much do you estimate the annual earned gross income of your household will change in 2010 as compared to 2009? Please answer for your entire household, for you and for your spouse. (If you are a student, please answer the income of your parents' entire household.) (X ONE Box for EACH)

	Increased by more than 9%	Increased by 7-9%	Increased by 5-7%	Increased by 3-5%	Increased by 1-3%	Increased by less than 1% OR Decreased by less than 1%	Decreased by 1-3%	Decreased by 3-5%	Decreased by 5-7%	Decreased by 7-9%	Decreased by more than 9%
Entire Household	10 <input type="checkbox"/>	9 <input type="checkbox"/>	8 <input type="checkbox"/>	7 <input type="checkbox"/>	6 <input type="checkbox"/>	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
You	10 <input type="checkbox"/>	9 <input type="checkbox"/>	8 <input type="checkbox"/>	7 <input type="checkbox"/>	6 <input type="checkbox"/>	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
Your Spouse	10 <input type="checkbox"/>	9 <input type="checkbox"/>	8 <input type="checkbox"/>	7 <input type="checkbox"/>	6 <input type="checkbox"/>	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>

34. Approximately how much is the present appraised value of all housing and properties which your entire household owns? (If you are a student, please answer about the housing and properties your parents' entire household owns.) (X ONE Box)

- 01 Do not possess housing or properties
- 02 Less than ¥5,000,000
- 03 ¥5,000,000 to less than ¥10,000,000
- 04 ¥10,000,000 to less than ¥15,000,000
- 05 ¥15,000,000 to less than ¥20,000,000
- 06 ¥20,000,000 to less than ¥30,000,000
- 07 ¥30,000,000 to less than ¥40,000,000
- 08 ¥40,000,000 to less than ¥50,000,000
- 09 ¥50,000,000 to less than ¥100,000,000
- 10 ¥100,000,000 or more

35. Approximately how much is the balance of financial assets (savings, stocks and insurance, etc.) of your entire household? (If you are a student, please answer the balance of financial assets of your parents' entire household.) (X ONE Box)

- 01 Less than ¥2,500,000
- 02 ¥2,500,000 to less than ¥5,000,000
- 03 ¥5,000,000 to less than ¥7,500,000
- 04 ¥7,500,000 to less than ¥10,000,000
- 05 ¥10,000,000 to less than ¥15,000,000
- 06 ¥15,000,000 to less than ¥20,000,000
- 07 ¥20,000,000 to less than ¥30,000,000
- 08 ¥30,000,000 to less than ¥50,000,000
- 09 ¥50,000,000 to less than ¥100,000,000
- 10 ¥100,000,000 or more

36. Approximately how much in total financial assets (saving, stocks and insurance, etc) of your entire household should have been saved (or accumulated) by now?
- 01 Less than ¥2,500,000
 02 ¥2,500,000 to less than ¥5,000,000
 03 ¥5,000,000 to less than ¥7,500,000
 04 ¥7,500,000 to less than ¥10,000,000
 05 ¥10,000,000 to less than ¥15,000,000
 06 ¥15,000,000 to less than ¥20,000,000
 07 ¥20,000,000 to less than ¥30,000,000
 08 ¥30,000,000 to less than ¥50,000,000
 09 ¥50,000,000 to less than ¥100,000,000
 10 ¥100,000,000 or more
37. Please indicate which of the following financial assets you own. **(X ALL That Apply)**
- 01 Bank savings (including cooperative banks, credit unions and other associations)
 02 Post-office savings
 03 Life insurance
 04 Stocks
 05 Investment Trusts
 06 Foreign currency deposits
 07 Futures/ Options
 08 Japanese Government bonds
 09 Government bonds of foreign countries
 10 Private individual pensions (from life insurance companies or postal annuity pension system)
 11 Company pensions
 12 Cash
 13 None→(Skip to Q.40)
- } (Continue)
38. What percentage of your financial assets of your entire household are in the following ... **(Write In % For Group B only)**
Group A: Bank savings, cash, Japanese government bonds
Group B: Investment trusts, stocks, futures/options, corporate bonds, foreign currency deposits, government bonds of foreign countries _____ %
39. What would you say is the average annual rate of return on your financial assets? **(Write In)**
 _____ % (e.g. 3.5%) + Cannot say
40. Do you currently have any liabilities or debts? Liabilities or debts include housing loans. **(X ONE Box)**
 1 No liabilities or debts → **(Skip To Q.41)**
 2 Have liabilities or debts → **(Continue)**
- 40a. If you have housing loans, what is the current balance of your housing loans? **(X ONE Box)**
- 01 Less than ¥2,500,000
 02 ¥2,500,000 to less than ¥5,000,000
 03 ¥5,000,000 to less than ¥7,500,000
 04 ¥7,500,000 to less than ¥10,000,000
 05 ¥10,000,000 to less than ¥15,000,000
 06 ¥15,000,000 to less than ¥20,000,000
 07 ¥20,000,000 to less than ¥30,000,000
 08 ¥30,000,000 or more
 09 No housing loans
- 40b. Do you have any liabilities or debts other than housing loans? **(X ONE Box)**
- 01 No loans other than housing loans
 02 Less than ¥500,000
 03 ¥500,000 to less than ¥1,000,000
 04 ¥1,000,000 to less than ¥2,000,000
 05 ¥2,000,000 to less than ¥3,000,000
 06 ¥3,000,000 to less than ¥5,000,000
 07 ¥5,000,000 to less than ¥7,500,000
 08 ¥7,500,000 to less than 10,000,000
 09 ¥10,000,000 or more
41. Have you ever been rejected for a loan application (excluding housing loans)? **(X ONE Box)**
 1 Yes 2 No
42. Do you have a savings plan for after the household head retires? (If the household head has already retired, do you have a savings plan for the future?)
- 1 I have a specific plan
 2 I have a rough plan
 3 I do not have a plan now, but I am going to make a plan in the future
 4 I do not have a plan now, and I am not going to make a plan in the future
43. How much have you thought about retirement?
- 1 A lot 3 A little
 2 Some 4 Hardly at all

52. Please indicate if you are affiliated with any of the following religions. (**X ONE Box**)

- | | | |
|---------------------------------------|--|-------------------------------------|
| 1 <input type="checkbox"/> None | 4 <input type="checkbox"/> Other Christian | 7 <input type="checkbox"/> Hinduism |
| 2 <input type="checkbox"/> Catholic | 5 <input type="checkbox"/> Judaism | 8 <input type="checkbox"/> Buddhism |
| 3 <input type="checkbox"/> Protestant | 6 <input type="checkbox"/> Islam | 9 <input type="checkbox"/> Others |

Thank you very much for your help with this study.