**The UTokyo-Asahi Survey (UTAS)**

**2014 Political Leader Survey**

**Official Codebook**

# **SURVEY OVERVIEW**

**1. Survey period**

Questionnaires were distributed from November 16, 2014, and collected until just before the day of the House of Representatives election (December 14). Only Taro Aso responded after the election and on the occasion of the inauguration of the third Abe cabinet.

**2. Survey targets**

1,191 candidates for the 2014 House of Representatives election.

**3. Survey method**

Conducted by the Asahi Shimbun political group and regional directorates.

**4. Number of valid respondents**

1,132 (95.0% effective response rate).

# **VARIABLES**

## **1. BASIC VARIABLES**

Sorting number (**ID**)

Candidates’ name (**NAME**)

Response status (**RESPONSE**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 591,132 |  | 0. no valid responses1. valid responses available |

Prefecture of the constituency (**PREFEC**)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| (N) |  |  | (N) |  |  |
| 39121320101116211415484597651989661814265314 |  | 1. Hokkaido2. Aomori-ken3. Iwate-ken4. Miyagi-ken5. Akita-ken6. Yamagata-ken7. Fukushima-ken8. Ibaraki-ken9. Tochigi-ken10. Gunma-ken11. Saitama-ken12. Chiba-ken13. Tokyo-to14. Kanagawa-ken15. Niigata-ken16. Toyama-ken17. Ishikawa-ken18. Fukui-ken19. Yamanashi-ken20. Nagano-ken21. Gifu-ken22. Shizuoka-ken23. Aichi-ken24. Mie-ken | 132265401285614221259147356131298149232 |  | 25. Shiga-ken26. Kyoto-fu27. Osaka-fu28. Hyogo-ken29. Nara-ken30. Wakayama-ken31. Tottori-ken32. Shimane-ken33. Okayama-ken34. Hiroshima-ken35. Yamaguchi-ken36. Tokushima-ken37. Kagawa-ken38. Ehime-ken39. Kochi-ken40. Fukuoka-ken41. Saga-ken42. Nagasaki-ken43. Kumamoto-ken44. Oita-ken45. Miyazaki-ken46. Kagoshima-ken47. Okinawa-ken66. not applicable (candidate who ran only from PR) |

Electoral district number in each prefecture (**DISTRICT**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 959 232 |  | 1 ~ 25.66. not applicable (candidate who ran only from PR) |

Dummy variable for PR (**PR**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 959 232 |  | 0. candidate who ran from SMD1. candidate who ran only from PR |

PR-block (**PRBLOCK**)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| (N) |  |  | (N) |  |  |
| 376582858852 |  | 51. Hokkaido52. Tohoku53. Kita-Kanto54. Minami-Kanto55. Tokyo56. Hokuriku Shinetsu | 92119503686399 |  | 57. Tokai58. Kinki59. Chugoku60. Shikoku61. Kyushu66. not applicable (candidate who ran only from SMD) |

Incumbency (**INCUMB**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 604117470 |  | 1. newcomer candidate2. former legislator3. current legislator |

Total number of times (**TERM**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 60424177575146462713788411 |  | 0. 0 times1. 1 time2. 2 times3. 3 times4. 4 times5. 5 times6. 6 times7. 7 times8. 8 times9. 9 times10. 10 times11. 11 times12. 12 times14. 14 times15. 15 times |

Party (**PARTY**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 35319884514731520254422545 |  | 1. Liberal Democratic Party2. Democratic Party of Japan3. Japan Innovation Party4. Komeito5. Party for Future Generations6. Japanese Communist Party7. People's Life Party8. Social Democratic Party9. New Renaissance Party10. The Happiness Realization Party11. Shiji Seito Nashi12. minor party13. independent candidate |

Gender (**SEX**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 993198 |  | 1. Male2. Female |

Age (**AGE**)

Election results (**RESULT**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 71629512159 |  | 1. lost the election2. won in SMD3. ran in SMD but lost; won via PR list (a “zombie”)4. won as a pure PR list candidate |

## **2. QUESTIONNAIRE DATA**

### Q1

Which of the following policies is most important to you in this election? What is your second and third most important policy? Please write the number in parentheses.[[1]](#footnote-1) (**Q1\_1** ~ **Q1\_3**)

The most important policy (**Q1\_1**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 42172124246163151032620613932630769 |  | 1. diplomacy and security2. fiscal and financial3. industrial policy4. agriculture, forestry and fisheries5. education and parenting6. pensions and medical care7. employment8. public security9. environmental policy10. political and administrative reform11. decentralization12. constitution (constitutional protection or constitutional change)13. earthquake reconstruction and disaster prevention14. social capital (e.g., infrastructure development)15. nuclear power and energy policy16. other99. no answer |

The second most important policy (**Q1\_2**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 1286355611391641531528201072913717876 |  | 1. diplomacy and security2. fiscal and financial3. industrial policy4. agriculture, forestry and fisheries5. education and parenting6. pensions and medical care7. employment8. public security9. environmental policy10. political and administrative reform11. decentralization12. constitution (constitutional protection or constitutional change)13. earthquake reconstruction and disaster prevention14. social capital (e.g., infrastructure development)15. nuclear power and energy policy16. other99. no answer |

The third most important policy (**Q1\_3**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 11645366415611410011142408036201658679 |  | 1. diplomacy and security2. fiscal and financial3. industrial policy4. agriculture, forestry and fisheries5. education and parenting6. pensions and medical care7. employment8. public security9. environmental policy10. political and administrative reform11. decentralization12. constitution (constitutional protection or constitutional change)13. earthquake reconstruction and disaster prevention14. social capital (e.g., infrastructure development)15. nuclear power and energy policy16. other99. no answer |

### Q2

There are many other activities in an election campaign besides appealing for policies. Which factor (other than policy) do you think is most important in this election? And what about the second and third activity? Please write the number in parentheses. (**Q2\_1** ~ **Q2\_3**)

The most important activity (**Q2\_1**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 630911903914596 |  | 1. reach out to people and organizations that support you on a regular basis2. emphasize past achievements (the positive traits of your own party and allied parties, and the negative traits of the opposing parties)3. emphasize governance capability (the positive traits of your own party and allied parties, and the negative traits of the opposing parties)4. emphasize qualities of a leader (the positive traits of your own party and allied parties, and the negative traits of the opposing parties)5. emphasize your own achievements and qualities99. no answer |

The second most important activity (**Q2\_2**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 174311251106209140 |  | 1. reach out to people and organizations that support you on a regular basis2. emphasize past achievements (the positive traits of your own party and allied parties, and the negative traits of the opposing parties)3. emphasize governance capability (the positive traits of your own party and allied parties, and the negative traits of the opposing parties)4. emphasize qualities of a leader (the positive traits of your own party and allied parties, and the negative traits of the opposing parties)5. emphasize your own achievements and qualities99. no answer |

The third most important activity (**Q2\_3**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 135225218137282194 |  | 1. reach out to people and organizations that support you on a regular basis2. emphasize past achievements (the positive traits of your own party and allied parties, and the negative traits of the opposing parties)3. emphasize governance capability (the positive traits of your own party and allied parties, and the negative traits of the opposing parties)4. emphasize qualities of a leader (the positive traits of your own party and allied parties, and the negative traits of the opposing parties)5. emphasize your own achievements and qualities99. no answer |

### Q3

Do you have favorable or unfavorable feelings for or against the following parties? If you have neither favorable nor unfavorable feelings for a party, please use the "Emotional Thermometer" below to set the temperature at 50 degrees. If you have favorable feelings, please answer with a number between 51 and 100 degrees, depending on the intensity of your feelings, and if you have unfavorable feelings, please answer with a number anywhere between 49 and 0 degrees. Please use an integer between 0 and 100, not a decimal point. (**Q3\_1** to **Q3\_12**)

|  |  |  |
| --- | --- | --- |
| (MEAN) |  |   |
| 49.5538.3334.8645.3933.9229.8539.6031.4133.8531.8927.1028.01 |  | (1) Liberal Democratic Party (**Q3\_1**)(2) Democratic Party of Japan (**Q3\_2**)(3) Japan Innovation Party (**Q3\_3**)(4) Komeito (**Q3\_4**)(5) Party for Future Generations (**Q3\_5**)(6) Your Party (**Q3\_6**)(7) Japanese Communist Party (**Q3\_7**)(8) People's Life Party (**Q3\_8**)(9) Social Democratic Party (**Q3\_9**)(10) New Party DAICHI (**Q3\_10**)(11) Sunrise Party (**Q3\_11**)(12) New Renaissance Party (**Q3\_12**) |
| 999. no answer |

### Q4

Not only in Japan, political positions are often expressed in terms of "left" - "right". How would you describe your position using this measure? Please circle only one number out of 0 (= leftmost) to 10 (= rightmost) that applies to you. (**Q4**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 936164574637012313980128138 |  | 0. leftmost1.2.3.4.5. center6.7.8.9.10. rightmost99. no answer |

### Q5

What is the average position of the political party to which you currently belong? (If you do not belong to a political party, please leave this item unanswered. (**Q5**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 99586151553361201299211645128 |  | 0. leftmost1.2.3.4.5. center6.7.8.9.10. rightmost66. not applicable (independent)99. no answer |

### Q6

For the following opinions, do you agree or disagree with them? Please circle the number that applies to each item. (**Q6\_1** ~ **Q6\_17**)

(1) Japan's defense capabilities should be strengthened (**Q6\_1**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 3012621614436063 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(2) Japan should not hesitate to launch a preemptive strike if an attack from another country is expected (**Q6\_2**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 7215035210144472 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(3) Pressure should take precedence over dialogue with North Korea (**Q6\_3**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 872255539616466 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(4) I want the Prime Minister to visit Yasukuni Shrine (**Q6\_4**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 16612019110952976 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(5) Smaller government that doesn't cost money is better, even if government services, such as social welfare, get worse (**Q6\_5**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 428734724839671 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(6) Job security through public works is necessary (**Q6\_6**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 2034593001292476 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(7) For the time being, the fiscal stimulus should be used to stimulate the economy, instead of holding down spending for the sake of fiscal consolidation (**Q6\_7**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 1043304271986072 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(8) In the long run, it is inevitable that the consumption tax rate will be higher than 10% (**Q6\_8**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 663402297141867 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(9) The corporate tax rate should be lowered (**Q6\_9**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 1363591768936368 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(10) The ban on casinos should be lifted in Japan (**Q6\_10**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 15021418213144767 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(11) It is natural for privacy and individual rights to be restricted to protect public safety (**Q6\_11**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 3317130319741374 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(12) Permanent foreign residents should be allowed to vote in local governments. (**Q6\_12**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 37210914515034867 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(13) We should promote the acceptance of foreign workers (**Q6\_13**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 4823156114912973 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(14) Moral education should be enhanced (**Q6\_14**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 33423128715411966 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(15) Nuclear power plants that pass the Nuclear Regulatory Commission's review should resume operations (**Q6\_15**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 2252041478146668 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(16) Married couples should be allowed by law to continue to use each pre-marital surname after marriage if they wish to do so (**Q6\_16**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 41215720815518772 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

(17) The government should establish special programs to increase the number of women in higher positions and better jobs (**Q6\_17**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 127475407704171 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

### Q7

For each of the following issues, is your opinion closer to A or B? For each item, please circle the number that applies. (**Q7\_1** ~ **Q7\_10**)

(1) A: The first priority for Japanese diplomacy in the future will be the United States

B: The first priority for Japanese diplomacy in the future will be Asia

(**Q7\_1**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 12329228523817677 |  | 1. close to A2. somewhat close to A3. not sure4. somewhat close to B5. close to B99. no answer |

(2) A: Improving economic competitiveness should be a priority now, even if there are some social disparities

B: Correcting social inequalities should be a priority now, even at the expense of some economic competitiveness

(**Q7\_2**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 5316237432320673 |  | 1. close to A2. somewhat close to A3. not sure4. somewhat close to B5. close to B99. no answer |

(3) A: Domestic industry should be protected

B: Liberalization of trade and investment should be promoted

(**Q7\_3**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 3382163181727374 |  | 1. close to A2. somewhat close to A3. not sure4. somewhat close to B5. close to B99. no answer |

(4) A: To protect the environment, we must sacrifice our standard of living

B: Environmental protection is not so important as sacrificing the standard of living

(**Q7\_4**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 73458538341078 |  | 1. close to A2. somewhat close to A3. not sure4. somewhat close to B5. close to B99. no answer |

(5) A: The basic form of a family is a couple and several children together

B: Family forms should be diverse, such as single-parent families and DINKS

(**Q7\_5**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 13220826335216670 |  | 1. close to A2. somewhat close to A3. not sure4. somewhat close to B5. close to B99. no answer |

(6) A: Abolish nuclear power now

B: Nuclear power should remain a source of power in the future

(**Q7\_6**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 39514621723712571 |  | 1. close to A2. somewhat close to A3. not sure4. somewhat close to B5. close to B99. no answer |

(7) A: Supporting parents to take care of their children at home is a more effective way to stop the declining birthrate

B: Supporting parents in balancing work and childcare by increasing the number of daycare centers is a more effective way to stop the declining birthrate

(**Q7\_7**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 236726633742672 |  | 1. close to A2. somewhat close to A3. not sure4. somewhat close to B5. close to B99. no answer |

(8) A: There is no need to worry about the budget deficit as government bonds are being steadily purchased

B: The budget deficit is at a critical level, so bond issuance should be controlled

(**Q7\_8**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 376926652922268 |  | 1. close to A2. somewhat close to A3. not sure4. somewhat close to B5. close to B99. no answer |

(9) A: Hate speech is a violation of freedom of expression and should be regulated by law

B: Aside from the pros and cons of hate speech, we should be cautious about legal restrictions

(**Q7\_9**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 2544542411135673 |  | 1. close to A2. somewhat close to A3. not sure4. somewhat close to B5. close to B99. no answer |

(10) A: Economic deregulation should be strictly enforced to encourage technological and managerial innovation by the private sector

B: Necessary economic regulations should be maintained for sound industrial development and consumer protection

(**Q7\_10**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 13025326014833367 |  | 1. close to A2. somewhat close to A3. not sure4. somewhat close to B5. close to B99. no answer |

### Q8

Do you agree or disagree with the statement "The Constitution should be amended"? (**Q8**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 443180685537174 |  | 1. agree2. somewhat agree3. not sure4. somewhat disagree5. disagree99. no answer |

*If you answered "agree" or "somewhat agree" in Q8, please answer the following questions.*

### SQ8

Which of the following items do you think most need amendment? How about the second and third? (**SQ8\_1** ~ **SQ8\_3**)[[2]](#footnote-2)

Item most in need of amendment (**SQ8\_1**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 154461406524111745664256714 |  | 1. the Self-Defense Forces and renunciation of war2. rights and duties of citizens3. procedure for amendment of the Constitution4. local self-governance5. bicameral system6. disclosure of information7. right to privacy8. the right to environmental safety9. emergency powers clause10. others66. not applicable (answered 3, 4, or 5 in **Q8**)99. no answer |

Second item to be amended (**SQ8\_2**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 6776746747162956983756757 |  | 1. the Self-Defense Forces and renunciation of war2. rights and duties of citizens3. procedure for amendment of the Constitution4. local self-governance5. bicameral system6. disclosure of information7. right to privacy8. the right to environmental safety9. emergency powers clause10. others66. not applicable (answered 3, 4, or 5 in **Q8**)99. no answer |

Third item to be amended (**SQ8\_3**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 68446145701921637943567111 |  | 1. the Self-Defense Forces and renunciation of war2. rights and duties of citizens3. procedure for amendment of the Constitution4. local self-governance5. bicameral system6. disclosure of information7. right to privacy8. the right to environmental safety9. emergency powers clause10. others66. not applicable (answered 3, 4, or 5 in **Q8**)99. no answer |

*Again, please answer the following questions.*

### Q9

How do you evaluate the fact that the Act on the Protection of Specific Secrets was passed? Please circle only one answer. (**Q9**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 2492205312747765 |  | 1. positively2. somewhat positively3. not sure4. somewhat negatively5. negatively99. no answer |

### Q10

How do you evaluate the Cabinet decision to allow the exercise of the right of collective self-defense? Please circle only one answer. (**Q10**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 281196356754666 |  | 1. positively2. somewhat positively3. not sure4. somewhat negatively5. negatively99. no answer |

### Q11

What do you think is the current state of the economy? (**Q11**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 016511931752763 |  | 1. very good2. somewhat good3. not sure4. somewhat bad5. very bad99. no answer |

### Q12

How does the current economy compare to a year ago? (**Q12**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 452949720148470 |  | 1. very good2. somewhat good3. not sure4. somewhat bad5. very bad99. no answer |

### Q13

Please circle the answer that most closely matches your opinion about raising the consumption tax rate to 10% (**Q13**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 17437171439127 |  | 1. the rate should be raised to 10% in October 2015, as originally planned2. the rate should be raised to 10% in April 20173. the rate should be raised to 10% after May 20174. the rate should not be raised at any time99. no answer |

### Q14

I would like to ask you a few questions about the means of disseminating information to voters and supporters. (**Q14\_1** ~ **Q14\_3**)

(1) Do you have your own website (including a blog)? If yes, how often do you update the information? (**Q14\_1**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 25014912812729216085 |  | 0. do not have a website1. have a website, but do not update often2. update once a month3. update once a week4. update once every few days5. update daily99. no answer |

(2) Do you usually use social networking services (SNS) such as Twitter and Facebook? If yes, how often do you send messages? (**Q14\_2**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 251127281223207102 |  | 0. not at all1. less than 1 time per week2. once every few days3. once daily4. several times a day or more99. no answer |

(3) Do you appear on television or radio? If so, how often do you appear on TV or radio (as a politician, only if you go to the studio or do an interview on your own initiative)? (**Q14\_3**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 402293166111448887 |  | 0. never appeared on TV or radio1. have appeared in the past, but not recently2. appeared 1 or 2 times in the past year3. appeared 3 to 5 times in the past year4. appeared 6 to 9 times in the past year5. appeared more than 10 times in the past year99. no answer |

### Q15

What is your most important means of communicating information to voters and supporters? How about your second and third most important means? Please write the number in parentheses. (**Q15\_1** ~ **Q15\_3**)

The most important means (**Q15\_1**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 36960771156211031601015678 |  | 1. street oratory2. direct interaction with voters (rallies, etc.)3. posters4. repeatedly call out one’s name (from a vehicle)5. official gazette for elections6. leaflets and pamphlets of activity report7. newsletters of supporters' associations, etc.8. letters and postcards (excluding e-mail)9. phone call10. e-mail11. TV and radio appearances12. contributions to magazines13. websites (including blogs)14. social networking services (Twitter, Facebook, etc.)15. other99. no answer |

The second most important means (**Q15\_2**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 321280510252074814312804470090 |  | 1. street oratory2. direct interaction with voters (rallies, etc.)3. posters4. repeatedly call out one’s name (from a vehicle)5. official gazette for elections6. leaflets and pamphlets of activity report7. newsletters of supporters' associations, etc.8. letters and postcards (excluding e-mail)9. phone call10. e-mails11. TV and radio appearances12. contributions to magazines13. websites (including blogs)14. social networking services (Twitter, Facebook, etc.)15. other99. no answer |

The third most important means (**Q15\_3**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 1347977552265751840101651062013105 |  | 1. street oratory2. direct interaction with voters (rallies, etc.)3. posters4. repeatedly call out one’s name (from a vehicle)5. official gazette for elections6. leaflets and pamphlets of activity report7. newsletters of supporters' associations, etc.8. letters and postcards (excluding e-mail)9. phone call10. e-mails11. TV and radio appearances12. contributions to magazines13. websites (including blogs)14. social networking services (Twitter, Facebook, etc.)15. other99. no answer |

## **3. FREE ANSWERS**

**Q1\_1FA**: free answer of "other" in **Q1\_1**

**Q1\_2FA**: free answer of "other" in **Q1\_2**

**Q1\_3FA**: free answer of "other" in **Q1\_3**

**SQ8\_1FA**: free answer of "other" in **SQ8\_1**

**SQ8\_2FA**: free answer of "other" in **SQ8\_2**

**SQ8\_3FA**: free answer of "other" in **SQ8\_3**

**Q15FA**[[3]](#footnote-3): free answer of "other" in **Q15**

1. As for "other," overlap is allowed in **Q1\_1**, **Q1\_2**, and **Q1\_3**. [↑](#footnote-ref-1)
2. As for "other," overlap is allowed in **SQ8\_1**, **SQ8\_2**, and **SQ8\_3**. [↑](#footnote-ref-2)
3. Since no candidate chose "other" more than once in Q15, the free answers were combined into one. [↑](#footnote-ref-3)