**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) |  |  |
| 59  1,132 |  | 0. no valid responses  1. valid responses available |

Prefecture of the constituency (**PREFEC**)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| (N) |  |  | (N) |  |  |
| 39  12  13  20  10  11  16  21  14  15  48  45  97  65  19  8  9  6  6  18  14  26  53  14 |  | 1. Hokkaido  2. Aomori-ken  3. Iwate-ken  4. Miyagi-ken  5. Akita-ken  6. Yamagata-ken  7. Fukushima-ken  8. Ibaraki-ken  9. Tochigi-ken  10. Gunma-ken  11. Saitama-ken  12. Chiba-ken  13. Tokyo-to  14. Kanagawa-ken  15. Niigata-ken  16. Toyama-ken  17. Ishikawa-ken  18. Fukui-ken  19. Yamanashi-ken  20. Nagano-ken  21. Gifu-ken  22. Shizuoka-ken  23. Aichi-ken  24. Mie-ken | 13  22  65  40  12  8  5  6  14  22  12  5  9  14  7  35  6  13  12  9  8  14  9  232 |  | 25. Shiga-ken  26. Kyoto-fu  27. Osaka-fu  28. Hyogo-ken  29. Nara-ken  30. Wakayama-ken  31. Tottori-ken  32. Shimane-ken  33. Okayama-ken  34. Hiroshima-ken  35. Yamaguchi-ken  36. Tokushima-ken  37. Kagawa-ken  38. Ehime-ken  39. Kochi-ken  40. Fukuoka-ken  41. Saga-ken  42. Nagasaki-ken  43. Kumamoto-ken  44. Oita-ken  45. Miyazaki-ken  46. Kagoshima-ken  47. Okinawa-ken  66. 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 SMD  1. candidate who ran only from PR |

PR-block (**PRBLOCK**)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| (N) |  |  | (N) |  |  |
| 37  65  82  85  88  52 |  | 51. Hokkaido  52. Tohoku  53. Kita-Kanto  54. Minami-Kanto  55. Tokyo  56. Hokuriku Shinetsu | 92  119  50  36  86  399 |  | 57. Tokai  58. Kinki  59. Chugoku  60. Shikoku  61. Kyushu  66. not applicable (candidate who ran only from SMD) |

Incumbency (**INCUMB**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 604  117  470 |  | 1. newcomer candidate  2. former legislator  3. current legislator |

Total number of times (**TERM**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 604  241  77  57  51  46  46  27  13  7  8  8  4  1  1 |  | 0. 0 times  1. 1 time  2. 2 times  3. 3 times  4. 4 times  5. 5 times  6. 6 times  7. 7 times  8. 8 times  9. 9 times  10. 10 times  11. 11 times  12. 12 times  14. 14 times  15. 15 times |

Party (**PARTY**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 353  198  84  51  47  315  20  25  4  42  2  5  45 |  | 1. Liberal Democratic Party  2. Democratic Party of Japan  3. Japan Innovation Party  4. Komeito  5. Party for Future Generations  6. Japanese Communist Party  7. People's Life Party  8. Social Democratic Party  9. New Renaissance Party  10. The Happiness Realization Party  11. Shiji Seito Nashi  12. minor party  13. independent candidate |

Gender (**SEX**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 993  198 |  | 1. Male  2. Female |

Age (**AGE**)

Election results (**RESULT**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 716  295  121  59 |  | 1. lost the election  2. won in SMD  3. 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) |  |  |
| 42  172  124  24  61  63  151  0  3  26  20  61  39  3  26  307  69 |  | 1. diplomacy and security  2. fiscal and financial  3. industrial policy  4. agriculture, forestry and fisheries  5. education and parenting  6. pensions and medical care  7. employment  8. public security  9. environmental policy  10. political and administrative reform  11. decentralization  12. constitution (constitutional protection or constitutional change)  13. earthquake reconstruction and disaster prevention  14. social capital (e.g., infrastructure development)  15. nuclear power and energy policy  16. other  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 128  63  55  61  139  164  153  1  5  28  20  107  29  13  71  78  76 |  | 1. diplomacy and security  2. fiscal and financial  3. industrial policy  4. agriculture, forestry and fisheries  5. education and parenting  6. pensions and medical care  7. employment  8. public security  9. environmental policy  10. political and administrative reform  11. decentralization  12. constitution (constitutional protection or constitutional change)  13. earthquake reconstruction and disaster prevention  14. social capital (e.g., infrastructure development)  15. nuclear power and energy policy  16. other  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 116  45  36  64  156  114  100  1  11  42  40  80  36  20  165  86  79 |  | 1. diplomacy and security  2. fiscal and financial  3. industrial policy  4. agriculture, forestry and fisheries  5. education and parenting  6. pensions and medical care  7. employment  8. public security  9. environmental policy  10. political and administrative reform  11. decentralization  12. constitution (constitutional protection or constitutional change)  13. earthquake reconstruction and disaster prevention  14. social capital (e.g., infrastructure development)  15. nuclear power and energy policy  16. other  99. 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) |  |  |
| 630  91  190  39  145  96 |  | 1. reach out to people and organizations that support you on a regular basis  2. 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 qualities  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 174  311  251  106  209  140 |  | 1. reach out to people and organizations that support you on a regular basis  2. 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 qualities  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 135  225  218  137  282  194 |  | 1. reach out to people and organizations that support you on a regular basis  2. 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 qualities  99. 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) |  |  |
| 49.55  38.33  34.86  45.39  33.92  29.85  39.60  31.41  33.85  31.89  27.10  28.01 |  | (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) |  |  |
| 93  61  64  57  46  370  123  139  80  12  8  138 |  | 0. leftmost  1.  2.  3.  4.  5. center  6.  7.  8.  9.  10. rightmost  99. 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) |  |  |
| 99  58  61  51  55  336  120  129  92  11  6  45  128 |  | 0. leftmost  1.  2.  3.  4.  5. center  6.  7.  8.  9.  10. rightmost  66. 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) |  |  |
| 301  262  161  44  360  63 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 72  150  352  101  444  72 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 87  225  553  96  164  66 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 166  120  191  109  529  76 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. 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) |  |  |
| 42  87  347  248  396  71 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 203  459  300  129  24  76 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. 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) |  |  |
| 104  330  427  198  60  72 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 66  340  229  71  418  67 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 136  359  176  89  363  68 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 150  214  182  131  447  67 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 33  171  303  197  413  74 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 372  109  145  150  348  67 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 48  231  561  149  129  73 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 334  231  287  154  119  66 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 225  204  147  81  466  68 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. 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) |  |  |
| 412  157  208  155  187  72 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 127  475  407  70  41  71 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. 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) |  |  |
| 123  292  285  238  176  77 |  | 1. close to A  2. somewhat close to A  3. not sure  4. somewhat close to B  5. close to B  99. 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) |  |  |
| 53  162  374  323  206  73 |  | 1. close to A  2. somewhat close to A  3. not sure  4. somewhat close to B  5. close to B  99. no answer |

(3) A: Domestic industry should be protected

B: Liberalization of trade and investment should be promoted

(**Q7\_3**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 338  216  318  172  73  74 |  | 1. close to A  2. somewhat close to A  3. not sure  4. somewhat close to B  5. close to B  99. 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) |  |  |
| 73  458  538  34  10  78 |  | 1. close to A  2. somewhat close to A  3. not sure  4. somewhat close to B  5. close to B  99. 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) |  |  |
| 132  208  263  352  166  70 |  | 1. close to A  2. somewhat close to A  3. not sure  4. somewhat close to B  5. close to B  99. no answer |

(6) A: Abolish nuclear power now

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

(**Q7\_6**)

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 395  146  217  237  125  71 |  | 1. close to A  2. somewhat close to A  3. not sure  4. somewhat close to B  5. close to B  99. 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) |  |  |
| 23  67  266  337  426  72 |  | 1. close to A  2. somewhat close to A  3. not sure  4. somewhat close to B  5. close to B  99. 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) |  |  |
| 37  69  266  529  222  68 |  | 1. close to A  2. somewhat close to A  3. not sure  4. somewhat close to B  5. close to B  99. 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) |  |  |
| 254  454  241  113  56  73 |  | 1. close to A  2. somewhat close to A  3. not sure  4. somewhat close to B  5. close to B  99. 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) |  |  |
| 130  253  260  148  333  67 |  | 1. close to A  2. somewhat close to A  3. not sure  4. somewhat close to B  5. close to B  99. no answer |

### Q8

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 443  180  68  55  371  74 |  | 1. agree  2. somewhat agree  3. not sure  4. somewhat disagree  5. disagree  99. 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) |  |  |
| 154  46  140  65  24  11  17  45  66  42  567  14 |  | 1. the Self-Defense Forces and renunciation of war  2. rights and duties of citizens  3. procedure for amendment of the Constitution  4. local self-governance  5. bicameral system  6. disclosure of information  7. right to privacy  8. the right to environmental safety  9. emergency powers clause  10. others  66. not applicable (answered 3, 4, or 5 in **Q8**)  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 67  76  74  67  47  16  29  56  98  37  567  57 |  | 1. the Self-Defense Forces and renunciation of war  2. rights and duties of citizens  3. procedure for amendment of the Constitution  4. local self-governance  5. bicameral system  6. disclosure of information  7. right to privacy  8. the right to environmental safety  9. emergency powers clause  10. others  66. not applicable (answered 3, 4, or 5 in **Q8**)  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 68  44  61  45  70  19  21  63  79  43  567  111 |  | 1. the Self-Defense Forces and renunciation of war  2. rights and duties of citizens  3. procedure for amendment of the Constitution  4. local self-governance  5. bicameral system  6. disclosure of information  7. right to privacy  8. the right to environmental safety  9. emergency powers clause  10. others  66. 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) |  |  |
| 249  220  53  127  477  65 |  | 1. positively  2. somewhat positively  3. not sure  4. somewhat negatively  5. negatively  99. 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) |  |  |
| 281  196  35  67  546  66 |  | 1. positively  2. somewhat positively  3. not sure  4. somewhat negatively  5. negatively  99. no answer |

### Q11

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 0  165  119  317  527  63 |  | 1. very good  2. somewhat good  3. not sure  4. somewhat bad  5. very bad  99. no answer |

### Q12

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 45  294  97  201  484  70 |  | 1. very good  2. somewhat good  3. not sure  4. somewhat bad  5. very bad  99. no answer |

### Q13

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 17  437  171  439  127 |  | 1. the rate should be raised to 10% in October 2015, as originally planned  2. the rate should be raised to 10% in April 2017  3. the rate should be raised to 10% after May 2017  4. the rate should not be raised at any time  99. 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) |  |  |
| 250  149  128  127  292  160  85 |  | 0. do not have a website  1. have a website, but do not update often  2. update once a month  3. update once a week  4. update once every few days  5. update daily  99. 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) |  |  |
| 251  127  281  223  207  102 |  | 0. not at all  1. less than 1 time per week  2. once every few days  3. once daily  4. several times a day or more  99. 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) |  |  |
| 402  293  166  111  44  88  87 |  | 0. never appeared on TV or radio  1. have appeared in the past, but not recently  2. appeared 1 or 2 times in the past year  3. appeared 3 to 5 times in the past year  4. appeared 6 to 9 times in the past year  5. appeared more than 10 times in the past year  99. 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) |  |  |
| 369  607  7  1  15  62  11  0  3  1  6  0  10  15  6  78 |  | 1. street oratory  2. direct interaction with voters (rallies, etc.)  3. posters  4. repeatedly call out one’s name (from a vehicle)  5. official gazette for elections  6. leaflets and pamphlets of activity report  7. newsletters of supporters' associations, etc.  8. letters and postcards (excluding e-mail)  9. phone call  10. e-mail  11. TV and radio appearances  12. contributions to magazines  13. websites (including blogs)  14. social networking services (Twitter, Facebook, etc.)  15. other  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 321  280  51  0  25  207  48  14  31  2  8  0  44  70  0  90 |  | 1. street oratory  2. direct interaction with voters (rallies, etc.)  3. posters  4. repeatedly call out one’s name (from a vehicle)  5. official gazette for elections  6. leaflets and pamphlets of activity report  7. newsletters of supporters' associations, etc.  8. letters and postcards (excluding e-mail)  9. phone call  10. e-mails  11. TV and radio appearances  12. contributions to magazines  13. websites (including blogs)  14. social networking services (Twitter, Facebook, etc.)  15. other  99. no answer |

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

|  |  |  |
| --- | --- | --- |
| (N) |  |  |
| 134  79  77  5  52  265  75  18  40  10  16  5  106  201  3  105 |  | 1. street oratory  2. direct interaction with voters (rallies, etc.)  3. posters  4. repeatedly call out one’s name (from a vehicle)  5. official gazette for elections  6. leaflets and pamphlets of activity report  7. newsletters of supporters' associations, etc.  8. letters and postcards (excluding e-mail)  9. phone call  10. e-mails  11. TV and radio appearances  12. contributions to magazines  13. websites (including blogs)  14. social networking services (Twitter, Facebook, etc.)  15. other  99. 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)