



社会調査研究センター  
(Social Survey Research Center: SSRC)

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# d-SURVEY

— The House of Representatives election (Apr. 23) —

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- An Internet survey conducted by Social Survey Research Center (SSRC) targeting NTT DOCOMO's premier panel.
- The Premier Panel consists of users of NTT DOCOMO's point service "d POINT CLUB" (approximately 95 million members) who have licensed the provision of Personal Data to third parties. (including mobile phone users other than NTT DoCoMo).
- The number of members aged 18 and over is about 65 million eligible voters.
- Complete random sampling surveys can be performed.
- Target persons receive an email (Message R) sent from NTT DoCoMo on their smartphones and answer the questions on the questionnaire screen of their smartphones.

# What is d-SURVEY ?

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- Surveys by region (prefecture, city, and House of Representatives single-member elections) are possible.  
→ suitable for “situation surveys” of various elections.
- It is possible to send an email on the day of the election and ask who voted for a “voting behavior survey.”  
It also provides insight into trends in early voting, which is an issue in → exit polls.
- List questions and choices on the survey screen.  
→ No worries of “initial bias” (responses are biased towards the candidate who reads aloud).
- By conducting the same method from the situation survey to the voting behavior survey, changes in the election situation can be analyzed statistically.

## 2021

- Mar.** Chiba gubernatorial election
- Apr.** House of Representatives by-election and re-election  
Fukuoka gubernatorial election
- May-Jun.** Shizuoka gubernatorial election
- Jun.-Jul.** Tokyo Metropolitan Assembly election
- Jul.** Hyogo gubernatorial election
- Aug.** Yokohama mayoral election
- Sep.** LDP presidential election
- Oct.** House of Representatives election  
House of Councillors Shizuoka by-election  
Okayama mayoral election

## 2022

- Feb.-Mar.** Ishikawa gubernatorial election
- Mar.** Nagano Prefectural Public Opinion Survey
- May** 50th Anniversary of the reversion of Okinawa to Japan  
(Nationwide and Prefectural Public Opinion Survey)  
Niigata gubernatorial election
- Jun.-Jul.** House of Councillors election
- Jul.-Aug.** Nagano gubernatorial election
- Aug.-Sep.** Okinawa gubernatorial election
- Oct.** Regular public opinion polls start
- Dec.** Miyazaki gubernatorial election

## 2023

- Jan.** Yamanashi gubernatorial election, Kitakyushu mayoral election
- Apr.** In the unified local elections and national by-elections, more than 50 surveys were conducted.

## Yamaguchi 2 District

	Vote counting results (Voter turnout 42%)	Voting behavior April 23	The situation after the announcement April 16	Pre-notification situation April 9
Nobuchiyo Kishi (LDP)	52.5	52%	55%	60%
Hideo Hiraoka (independent)	47.5	48%	45%	41%
		Valid responses 1,844	Valid responses 3,213	Valid responses 2,899

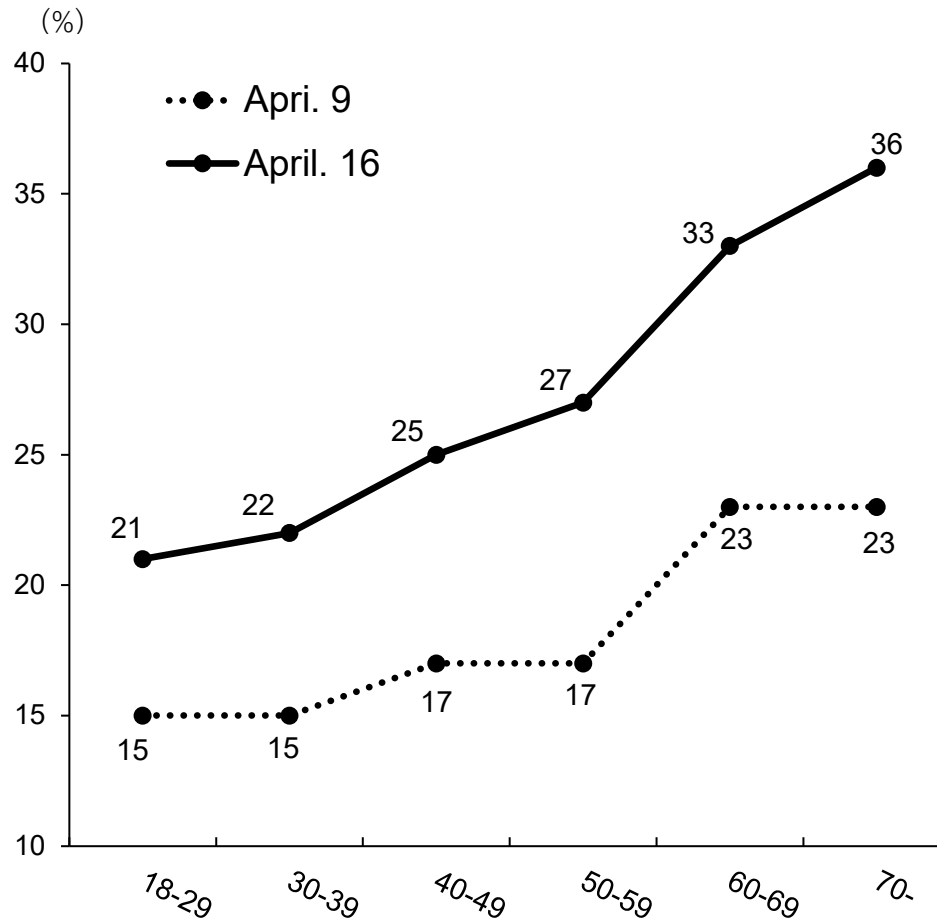
# House of Representatives election (Apr. 23): Trends in the situation (2)

## Wakayama District 1

		The situation after the announcement	Situation immediately before the announcement	Pre-notification situation
		April 16	April 9	April 2
Hayashi	JIP	53%	41%	41%
Kado	LDP	40%	48%	48%
Kunishige	JCP	6%	8%	9%
Yamamoto	VP	1%	2%	2%
		<b>Valid responses</b> 4,023	<b>Valid responses</b> 3,822	<b>Valid responses</b> 3,942

# Rise in support rate of JIP candidates (1) (by age)

Wakayama  
district 1



\* The population is the total number of respondents.

# Wakayama 1st district: Rise in support rate of JIP candidates (2) (by party identification)

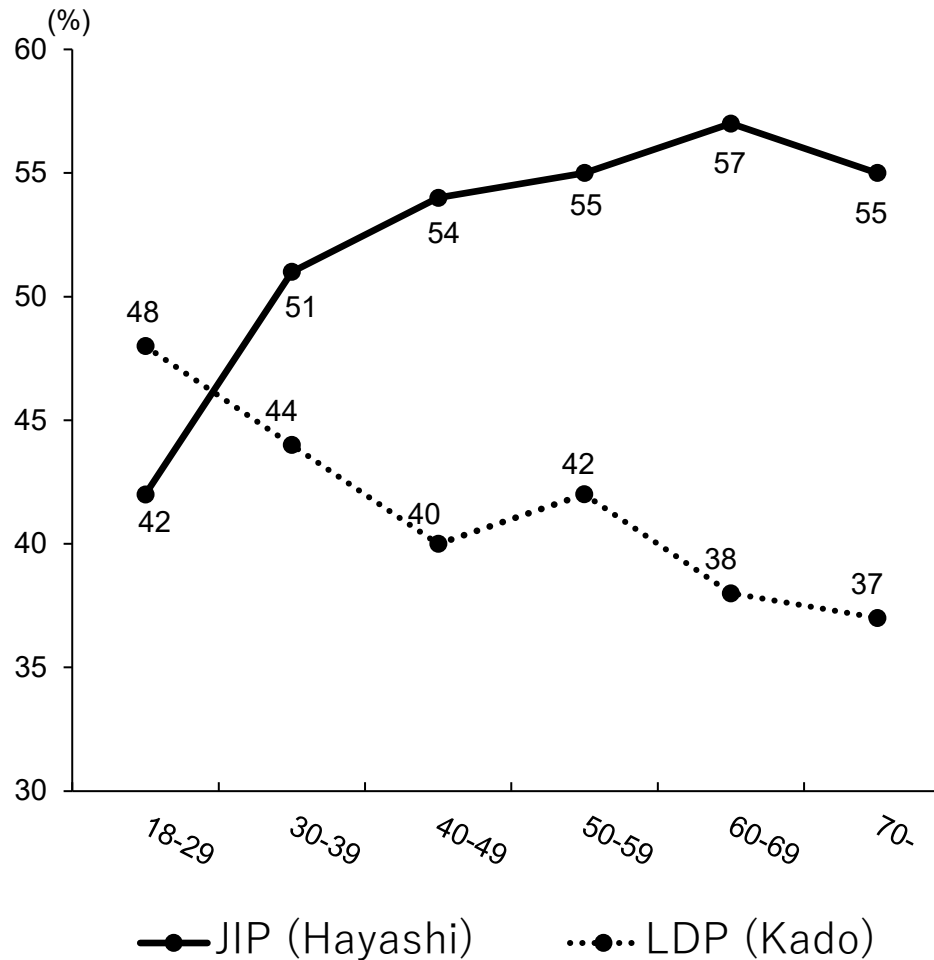
	LDP (30・28)	CDP (3・3)	JIP (14・17)	Koumei (3・3)	JCP (3・2)	Independent (41・42)
4.9	13	25	63	10	6	10
↓	↓	↓	↓	↓	↓	↓
4.16	21	37	77	10	20	18

\* The numbers in parentheses are the approval rates for each party from the public opinion polls conducted on Apr 9 and 16. (%)



# House of Representatives elections (Apr.23): Voting behavior (by age)

Wakayama  
district 1



# House of Representatives by-elections: Voters' voting behavior (by political party)

## Wakayama District 1

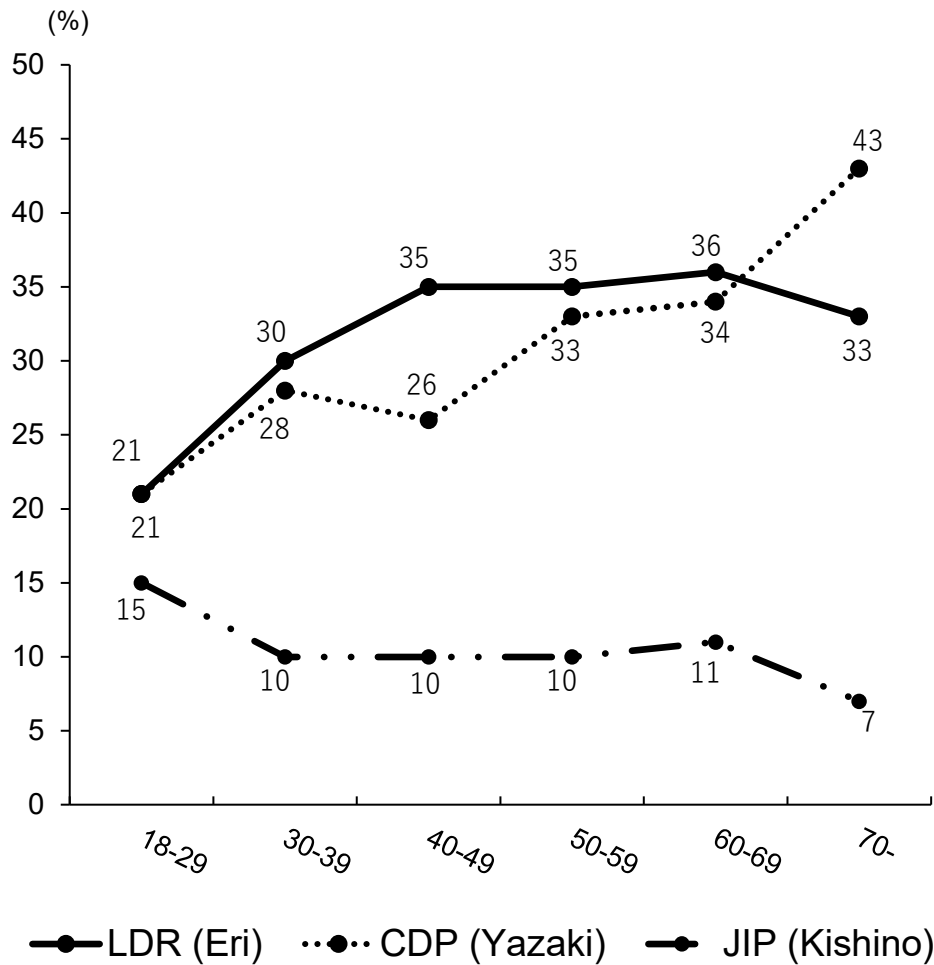
	LDP	CDP	JIP	Komeito	JCP	No support
	( 34 )	( 5 )	( 22 )	( 5 )	( 3 )	( 26 )
JIP (Hayashi)	29	70	90	17	29	64
LDP (Kado)	70	14	10	81	13	28
Others	1	17	0	2	59	8

\* Support rating in parentheses under  
the name of a political party

(%)

# House of Representatives by-elections: Voters' voting behavior (by age)

Chiba  
district 5



# House of Representatives by-elections: Voters' voting behavior by party identification

## Chiba 5th district

	LDP ( 34 )	CDP ( 11 )	JIP ( 7 )	Komeito ( 4 )	JCP ( 3 )	No support ( 32 )
LDP (Eri)	62	3	15	81	6	20
CDP (Yazaki)	15	83	21	8	17	44
JIP (Kishino)	7	3	49	3	5	11
Others	16	12	15	9	72	25

\* Support rating in parentheses under the name of a political party (%)