HR Old Electoral System

- Multi-member districts
- Single non-transferable vote
- Each district had 4-6 seats
- May have benefited small parties

HR Old Electoral System: Problems

- Intra-party competition
  - Personal Vote
  - High cost
  - Factions
- Malapportionment
  - Population based district system in 1947
  - Rapid urbanization

HR Electoral Reform

- Supreme court decision to limit unequal representation
- Series of corruption scandals
- Split of LDP (New Life Party)
HR New Electoral System 1
- 500 Seats (reduced to 480)
- 300 Single member districts
- 11 Proportional representation regional districts (200 seats)

HR New Electoral System 2
- One candidate vote and one party (or candidate) vote
- Candidacy both in local and regional districts
- May lose in local district but may win in regional district

HC Electoral System
- 252 members
- 100 from national constituency (Proportional Representation)
- 152 from multi-member constituencies

Campaigning
- Koenkai (LDP and Democratic Party)
  - Personal ties
- Union-based in Socialist (-> Democratic Party)
- Party-based in Communist Party and Clean Government Party
Politicians 1

- Background (LDP)
  - Second (Third . . .) Generation Politicians
  - Bureaucrats
  - Local Politicians
    - Merchants
    - Farmers
  - Business persons

Politicians 2

- Background (Opposition parties)
  - Labor union leaders
  - Party activists
  - Comedians, TV talents

Committed Voters

- Farmers
  - Rice subsidies and agriculture protection
- Rural area residents
  - Community projects
- Merchants in Urban areas
- Union members

Floating voters

- Salaried men
- House wives
- Uninterested in politics
- Protest voters