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## **Gender Stereotypes among Japanese Voters**

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## Gender Stereotypes among Japanese Voters<sup>1</sup>

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### Abstract

What stereotypes do Japanese voters have regarding men and women politicians? Women are extremely underrepresented in Japanese politics, and one possible reason for the underrepresentation is that voters have gender-based stereotypes that put women candidates at a disadvantage. Numerous studies have revealed the gender stereotypes of voters in the United States, but little is known whether Japanese voters have similar stereotypes as those found in the United States. In order to clarify gender stereotypes in the context of Japanese politics, we conducted a survey of approximately 3,000 Japanese voters in March 2020, employing the same questions and question format as used in a study conducted in the United States. Our results revealed similar stereotypes for men and women politicians regarding policy areas of expertise and salient personal characteristics as those found in the United States. We also found that gender stereotypes were shared among women voters as well as men voters, and that they varied by age and party support. These results are important because if gender stereotypes have any influence on voter decisions, then candidates and politicians may try to achieve the best results by acting in line with the stereotypes of their target constituencies to maximize their electoral support.

Keywords: female politicians, elections, stereotypes, public opinion  
JEL classification: J16, D72, D91

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# 1 Introduction

In Japan, the gender gap in the political arena is one of the largest in the world. The ratio of women politicians in the Lower House of the Diet—the national parliament of Japan—is 10.2%, far below the average of 24.3% of the 193 countries in the world<sup>1</sup>. One possible reason for such a stark gender gap in representation is that voters have gender-based stereotypes that put women candidates at a disadvantage. For example, according to the results of the World Values Survey conducted in 2019, as much as 23% of Japanese voters agree that men are better suited for political leadership than women<sup>2</sup>. Such prejudice toward female leadership may have an impact on women's representation in politics.

In the context of Japanese politics, there has been little empirical research on the gender stereotypes voters have and the extent to which voters hold such stereotypes. Yet, experimental research has been conducted to explore the influence of gender bias on voter behavior in Japan, assuming the existence of similar stereotypes as those found in the United States. This premise needs to be tested to consider the validity of the experimental results. In order to clarify gender stereotypes in the context of Japanese politics, we conducted a survey of approximately 3,000 Japanese voters in March 2020, employing the same questions and question format as used in a study conducted in the United States.

Our study reveals several important findings in Japanese politics. First, women politicians are recognized by voters as being better regarding policies on childcare, birthrate, education, social welfare, and health care, while men politicians are perceived by voters as being better regarding policies on national security, foreign affairs, economics, crime, finance, and immigration. Second, voters perceive the personal traits of women politicians to be compassionate, honest, and intelligent, while voters perceive men politicians to have strong leadership and be dominant, politically experienced, decisive, good at consensus building, and competent. Importantly, these tendencies are shared not only by male voters but also by female voters. Third, male voters, older voters, and voters who support the Liberal Democratic Party (LDP) exhibit more explicit gender stereotypes than others.

The remainder of the paper is organized as follows. In the next section, we discuss what gender

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<sup>1</sup> According to the indicator of women in politics created by the Organization for Economic Co-operation and Development (OECD), as of 2019, the share of seats held by women in the U.S. Congress (23.6%) is also below the OECD average (24.3%).

<sup>2</sup> This result was drawn from the World Values Survey Wave 7, conducted in Japan in 2019 <http://www.worldvaluessurvey.org/WVSDocumentationWV7.jsp>

stereotypes are. We then overview how the relationship between gender stereotypes and voting behavior has been studied in the United States and in Japan. Next, we explain our survey and show the survey results before we conclude this paper with a discussion on future research.

## **2 Gender stereotypes and voting behavior**

According to [Lippa \(1990\)](#), gender stereotypes are structured social beliefs and assumptions that people share about the personality traits, abilities, social roles, and physical characteristics of women and men. Gender stereotypes are believed to have characteristics that differ from stereotypes of non-gender groups such as race. Existing studies point out five characteristics of gender stereotypes. The first characteristic is that it is not a stereotype for a minority group because the proportion of men and women in the population is 50–50. The second characteristic is that gender relations are usually affirmative rather than adversarial. The third characteristic is that there are not only descriptive stereotypes, such as “men are dominant” and “women are kind,” but also normative stereotypes, such as “men should lead the group” and “women should support from the shadows.” The fourth characteristic is the existence of further subgroup stereotypes among men and women (e.g., mothers and fathers). The fifth characteristic is that both men and women accept these gender stereotypes and social roles to a certain extent.

In the political arena, gender stereotypes have been especially discussed in the context of elections. Feminine stereotypes are said to reflect voters’ beliefs about the characteristics that women candidates are expected to embody, such as being affectionate, kind, helpful, sympathetic, interpersonally sensitive, nurturing, and gentle ([Eagly and Karau 2002](#)). These stereotypes are consistent with the community roles women are seen as more prepared to fulfill than men, such as caregivers and homemakers. On the other hand, men candidates are perceived by voters to be dominant, passionate, and aggressive. Their contrasting communal roles are agentic roles, such as economic providers and leaders, and traits such as aggression and dominance define these roles ([Koenig et al. 2011](#)). Men are perceived to be best suited for agentic roles. The alignment between communality with women and agency with men creates the perception that women are not well suited for roles that require agentic traits ([Simon and Hoyt 2008](#)). In addition, voters are said to perceive that there are different policy areas in which each candidate’s gender has different strengths. Specifically, voters perceive that women candidates are better at policies related to childcare, education,

social security, and environmental issues, while they consider men candidates to be better at policies related to defense, foreign affairs, economics, and crime.

The findings on the electoral roles of gender stereotypes are mostly drawn from the context of American politics. In the United States, for example, [Bauer \(2015\)](#) has demonstrated that gender stereotypes are especially more likely to influence voter choice under stereotype activation conditions, such as when candidates emphasize their role as parents in their campaigns. Similarly, [Ditonto \(2017\)](#) showed that when women candidates emphasize feminine stereotypes, they will be judged as unqualified to be a politician and will not be supported. This could partly be because one of the characteristics of feminine stereotypes is the lack of knowledge and experience required to be a politician ([Schneider and Bos 2014](#)). At the same time, however, some studies argue that women candidates are said to be less likely to be supported if they emphasize masculine stereotypes ([Krupnikov and Bauer 2014](#); [Rudman and Glick 1999](#)). One reason for this tendency is because women candidates diminish the impression of feminine stereotypes such as a lack of political knowledge when they emphasize masculine stereotypes ([Brooks 2013](#)). Interestingly, there are also multiple studies that claim no relationship exists between gender stereotypes and voting behavior. These studies argue that voters decide who to vote for based on party labels, not gender stereotypes ([Cassese and Holman 2018](#); [Dolan 2010, 2014a](#); [Hayes 2005, 2011](#); [Philpot and Walton Jr 2007](#)). For example, using observational data from the U.S. House of Representatives elections, [Dolan \(2014a\)](#) demonstrated that the effect of gender stereotypes is canceled out by the effect of candidates' party labels in real elections.

### **3 Gender stereotypes in Japanese politics**

Some studies on gender stereotypes and voting behavior exist in the context of Japanese politics. For example, by conducting a conjoint experiment, [Ono and Yamada \(2018\)](#) examined the extent to which candidates are rewarded or punished for deviating from behavioral expectations associated with gender roles and images in Japan. Their results showed that women candidates are not only disadvantaged when compared to men candidates, but they may also lose support if they deviate from gender-based behavioral expectations. This suggests that women candidates face a difficult dilemma in which they must weigh the cost of losing support by not conforming to gender-based expectations against the general loss of support that comes with not conforming to these expectations. Similarly, [Miwa et al. \(2020\)](#) focused

on the effect of politicians' gender on the persuasiveness of their policy statements in Japan. They conducted a survey experiment in which politicians' gender, their ideological positions, and the tone of their statements were randomly manipulated. Their results suggested that there is no significant difference in support for policy statements between men and women politicians. [Kage et al. \(2017\)](#) also examined the underrepresentation of women in politics using a survey experiment from both the demand side and the supply side. They demonstrated that Japanese voters do not necessarily have a negative attitude toward female politicians; yet they also found that women are reluctant to run for office due to gender stereotypes.

These studies that use experimental methods to understand the role of gender stereotypes in elections assume that Japanese voters hold gender stereotypes that are similar to those of American voters. However, few studies have empirically tested the existence of gender stereotypes in the context of Japanese politics. For instance, according to the results of the National Survey on Gender Roles in Society conducted in 2005 by researchers at Tohoku University, many Japanese voters consider women politicians to be more concerned with issues such as women's rights, social welfare, education, and the environment and feel that women are more ethically disciplined than male politicians (Aiuchi 2007). However, gender stereotypes among Japanese voters have not been studied in a manner that is comparable to the findings in the U.S. Moreover, we still do not know much about variations across Japanese voters in their gender stereotypes and the intensity to which they exhibit these stereotypes. In this study, we attempt to identify the gender stereotypes of Japanese voters comprehensively by conducting a national survey in Japan.

## **4 Data and results**

### **4.1 Data**

We drew our sample of more than 7,000 participants randomly from a subject pool maintained by one of the major survey research companies in Japan—Rakuten Insight, Inc. These participants are eligible voters who are 18 years old or older. In recruiting our survey participants, we adjusted their demographics match with the population census on age, sex, and region. We conducted our survey in March 2020 and obtained 3,000 valid responses from participants.

In our survey, we presented a list of 11 policy areas and 10 personal traits to our participants and

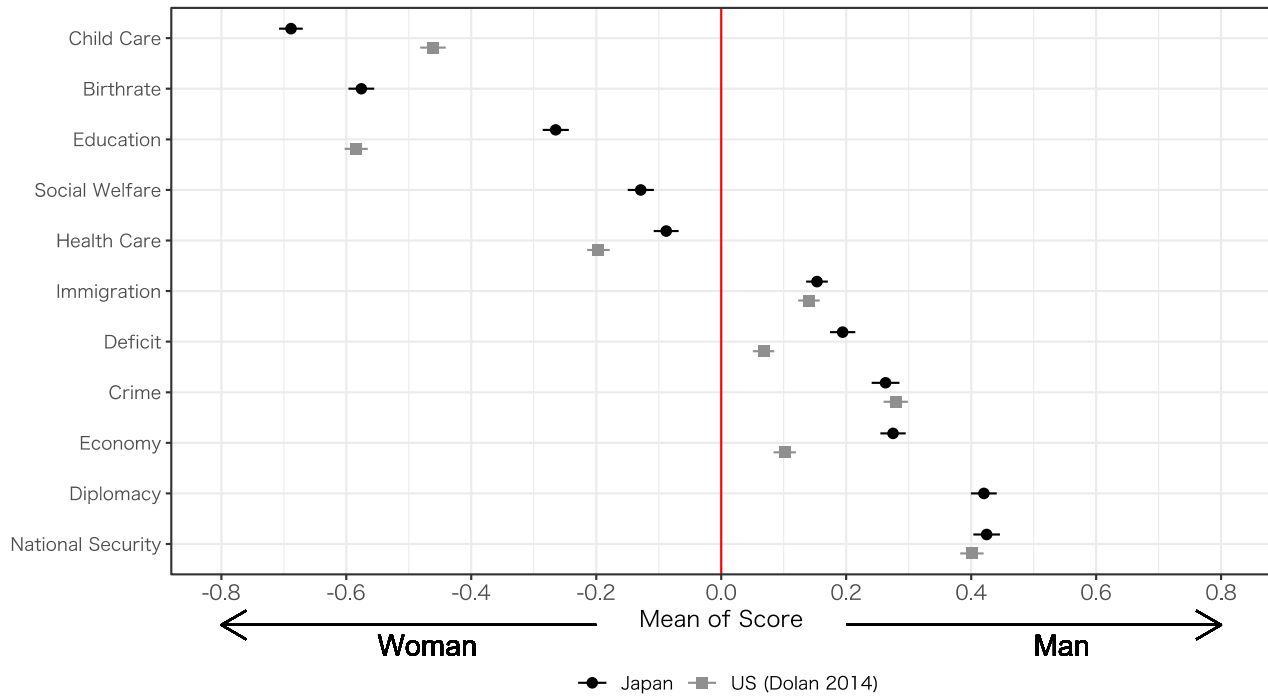
asked them to indicate for each item whether it is more applicable to men politicians, women politicians, or neither. The items on the list and question wordings were taken from previous studies conducted in Europe and in the United States ([Alexander and Andersen 1993](#); [Dolan 2014b](#)).

## 4.2 Overall Results

First, we show the overall results about gender stereotypes on policy issues among Japanese voters when compared with those among American voters, which were calculated based on the results of a survey conducted in the United States by [Dolan \(2014b\)](#) for reference purposes. Figure 1 indicates the means of the scores for Japan and for the United States, respectively. The X-axis shows the average value across all respondents for each policy issue domain, with a value of 1 if the respondent answered that men politicians are better suited to deal with the issue,  $-1$  if the respondent answered that women politicians are better suited, and 0 if the respondent answered neither. That is, a positive value indicates that respondents overall consider the item to be better suited for men politicians, whereas a negative value indicates that respondents overall consider the item to be better suited for women politicians. The black dots in the figure are the mean values for Japanese voters, and the gray dots are those for American voters. The lines indicate their 95% level confidence intervals.

The results shown in Figure 1 suggest that Japanese voters, as well as American voters, hold gender-based stereotypes. Specifically, Japanese voters consider that women politicians are better able to handle issues such as childcare, declining birthrate, education, social welfare, and health care than men politicians. In contrast, Japanese voters consider that men politicians are better able to handle issues related to immigration, deficit, crime, economy, diplomacy, and national security than women politicians. In addition, Japanese voters hold gender stereotypes more strongly than American voters about issues related to childcare, health care, deficit, and the economy. Even though American voters evaluate men and women politicians in a similar manner regarding their perceived ability to handle policy issues ([Brooks 2013](#)), Japanese voters are still harboring gender stereotypes.

Figure 1: Policy Stereotypes

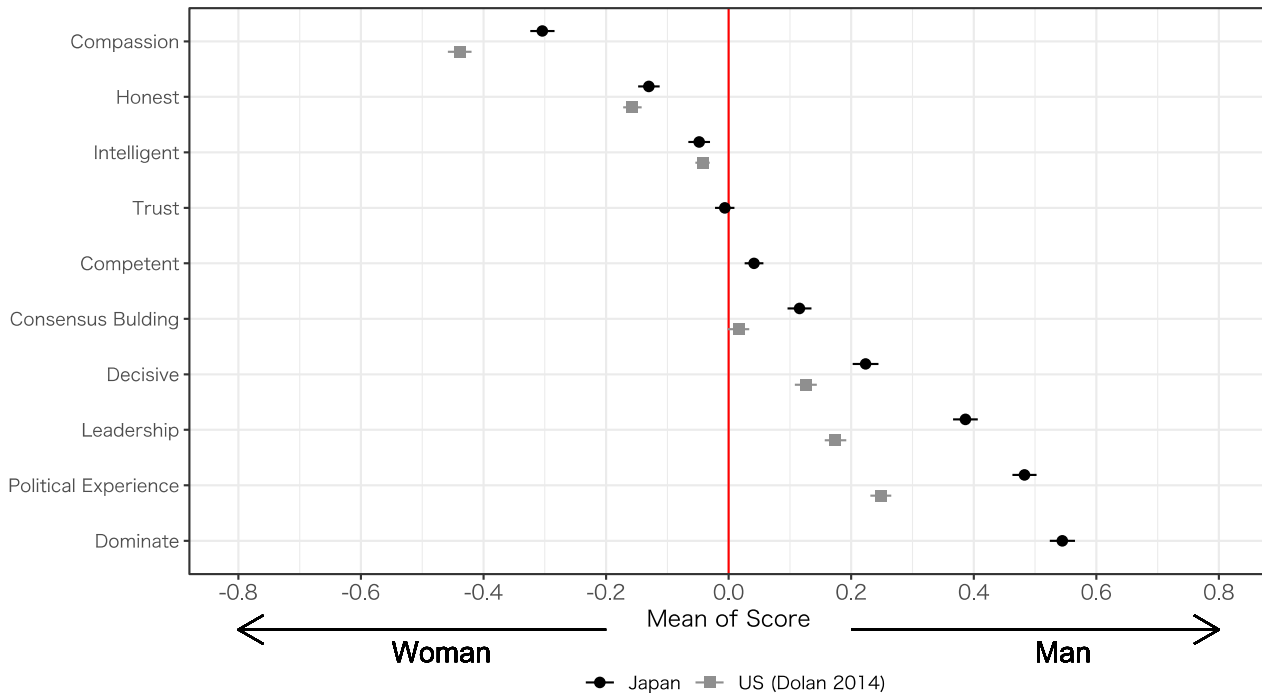


Note: The X-axis shows the average value across all respondents for each policy issue domain, with a value of 1 if the respondent answered that men politicians are better suited, -1 if the respondent answered that women politicians are better suited, and 0 if the respondent answered neither. No comparable data are available on birthrate, social welfare, and diplomacy issues in the U.S. survey (Dolan 2014).

Second, we further examined whether Japanese voters as well as American voters hold gender stereotypes about the personal traits of elected officials. Similar to Figure 1, Figure 2 shows the average scores for Japan and the United States, respectively. The X-axis of this figure shows the average value across all respondents for each personality trait, with a value of 1 if the respondent answered that men politicians are more applicable to the personality trait, -1 if the respondent answered that women politicians are more applicable, and 0 if the respondent answered neither. Regarding the traits of elected officials, we found that Japanese voters hold gender stereotypes very similar to those of American voters. Women politicians are perceived by Japanese voters as more compassion, honest, and intelligent than men politicians. In contrast, men politicians are perceived as having more leadership and political experience and being more consensus oriented, decisive, and dominate than women politicians. However, we found no difference between men and women politicians for the perceived trait of trust.



Figure 2: Trait Stereotypes



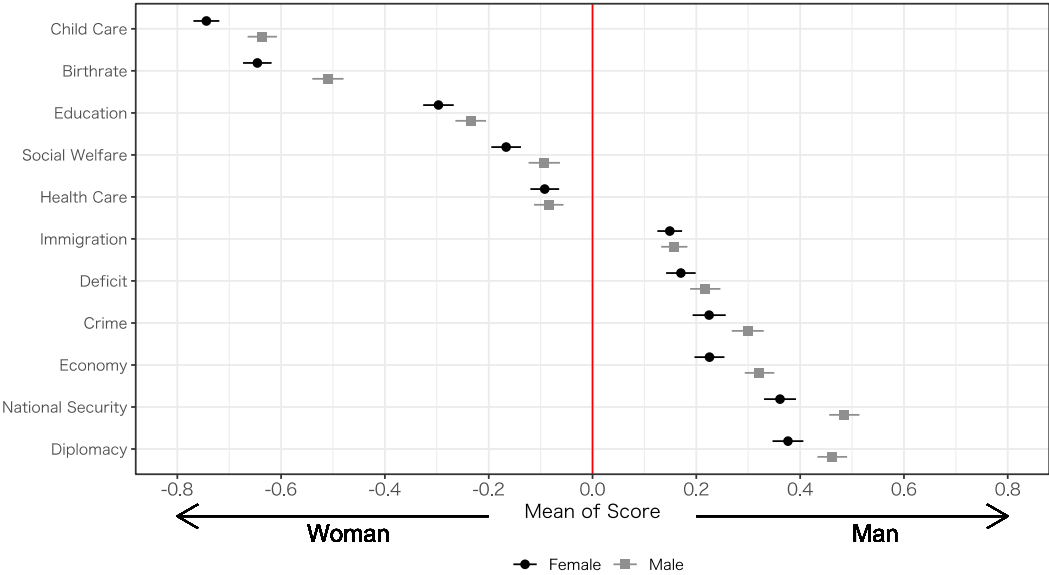
Note: The X-axis shows the average value across all respondents for each personality trait, with a value of 1 if the respondent answered that men politicians are more applicable, -1 if the respondent answered that women politicians are more applicable, and 0 if the respondent answered neither. No comparable data are available on trust and competence attributes in the U.S. survey (conducted by Dolan 2014).

We next examined how voters' exhibitions of gender stereotypes vary by their own gender. Figure 3 shows gender stereotypes among respondents separately by their own gender. The black line in Figure 3 indicates female respondents' mean score, and the gray line indicates male respondents' mean score for each policy domain. The policy issue domains that both male and female respondents perceive women politicians to be better able to deal with are childcare, birthrate, education, social welfare, and health care. On the other hand, the policy issues that both male and female respondents perceive men politicians to be better able to deal with are immigration, deficit, crime, economy, diplomacy, and national security. Importantly, we found some gender differences among respondents in their expression of gender stereotypes on policy issues. Compared to male respondents, female respondents were found to exhibit gender stereotypes on policy domains that are perceived to be better for women politicians, and vice versa.

We further examined whether and to what extent voters' gender stereotypes toward personality traits differ by their own gender. Figure 4 shows traits stereotypes as perceived by our respondents by gender. The black line in the figure is the female respondent mean, and the gray line is male respondent mean. The

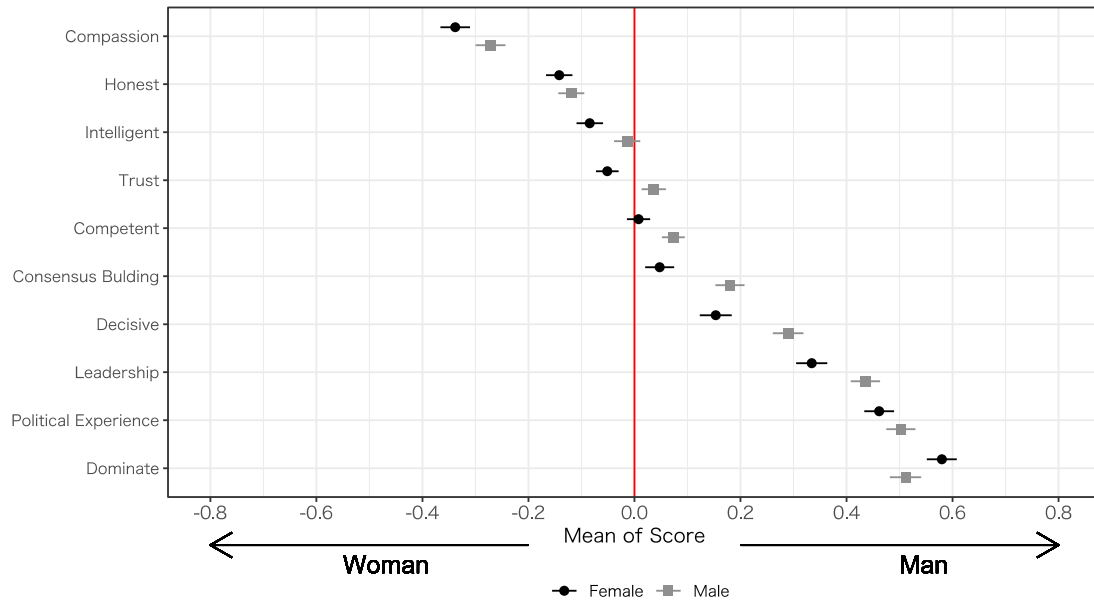
results show that personality traits are perceived differently between male and female respondents. Respondents overall associate women politicians with feminine personality traits, such as being compassionate, honest, and intelligent, while they associate men politicians with masculine personality traits, such as competence, consensus building, decisive, leadership, political experience, and dominance. Interestingly, we found significant differences between male and female respondents in their gender stereotypes toward some personality traits. Female respondents perceive that women politicians are more *intelligent* than men politicians, while male respondents are gender neutral on this personality trait. In contrast, male respondents perceive that men politicians are more *competent* than women politicians, while female respondents are gender neutral on this personality trait. Regarding the trait of *trustworthiness*, male and female respondents are totally opposite in their perceptions: female respondents perceive women politicians to be more trustworthy than men politicians, while male respondents perceive men politicians to be more trustworthy than women politicians. In other words, Japanese voters think politicians of the same gender as themselves are more trustworthy.

**Figure 3: Policy Domain Stereotypes by Respondent Gender**



Note: The X-axis shows the average value across all respondents for each policy issue domain, with a value of 1 if the respondent answered that male politicians are better suited, -1 if the respondent answered that female politicians are better suited, and 0 if the respondent answered neither.

**Figure 4: Personality Trait Stereotypes by Respondent Gender**



Note: The X-axis shows the average value across all respondents for each policy issue domain, with a value of 1 if the respondent answered that men politicians are better suited, -1 if the respondent answered that women politicians are better suited, and 0 if the respondent answered neither.

### 4.3 Variations across respondents

To examine variations across respondents in their gender stereotypes more closely, we ran multiple logistic regression models. The dependent variable in the models is a dummy variable coded 1 if a respondent exhibits any gender-based stereotypes and 0 if otherwise. The independent variables include a respondent's gender, age, education, and party support. Tables 1 and 2 show the results of the logistic regressions about gender stereotypes toward policy issue domains and personality traits, respectively.

Interestingly, gender differences among the respondents remain observed in multiple policy issue domains, even after controlling for other attributes of respondents, but we found little gender difference in their exhibition of gender stereotypes in personality traits in the logistic regression outcomes. Respondents' age matters in many policy issue domains and personality traits, showing that older respondents overall tend to be more likely to exhibit gender stereotypes than younger respondents. Similarly, the educational background of respondents also affects their exhibition of gender stereotypes, with less educated respondents more likely to express gender stereotypes.

We also found a significant difference in the expression of gender stereotypes among the respondents depending on which political party they supported. The reference group of party support variables in the tables is independents. Our results showed that respondents who support the LDP are particularly likely to express gender stereotypes in many policy issue domains as well as personality traits. This tendency is consistent with the patterns observed in the U.S and Western European countries, where right-wing conservative parties have promoted traditional gender roles (Elder and Greene 2012; Köttig et al. 2017), while left-wing parties hold egalitarian values supporting women's progressive movement (Jenson 2018; Keith and Verge 2016).

**Table 1: Results of Logistic Regression on Policy Issue Domains**

	Childcare	Birthrate	Education	Social Welfare	Health Care	Immigration	Deficit	Crime	Economy	Diplomacy	National Security
Gender	−0.362*** (0.092)	−0.423*** (0.084)	−0.075 (0.084)	0.113 (0.087)	0.141 (0.090)	0.209** (0.097)	0.185** (0.088)	0.132 (0.084)	0.191** (0.086)	0.256*** (0.084)	0.329*** (0.084)
Age	0.004 (0.003)	0.002 (0.003)	−0.005** (0.003)	0.004 (0.003)	−0.002 (0.003)	0.008*** (0.003)	0.008*** (0.003)	0.009*** (0.003)	0.006** (0.003)	0.014*** (0.003)	0.016*** (0.003)
Education	−0.069 (0.033)	−0.021 (0.030)	−0.090*** (0.030)	−0.067** (0.031)	−0.111*** (0.032)	−0.099*** (0.034)	−0.081*** (0.031)	−0.106*** (0.030)	−0.067** (0.03)	−0.134*** (0.030)	−0.106*** (0.03)
LDP	0.108 (0.104)	0.222** (0.097)	0.289*** (0.095)	0.390*** (0.099)	0.332*** (0.102)	0.704*** (0.106)	0.694*** (0.097)	0.724*** (0.094)	0.801*** (0.096)	0.911*** (0.096)	0.921*** (0.097)
Komeito	0.657* (0.341)	0.546* (0.286)	0.716*** (0.258)	0.660** (0.261)	0.274 (0.280)	0.655** (0.279)	0.634** (0.263)	0.634** (0.258)	0.689*** (0.258)	0.590** (0.261)	0.724*** (0.265)
Ishin	0.002 (0.265)	0.413 (0.252)	−0.014 (0.254)	0.631*** (0.245)	−0.150 (0.290)	0.038 (0.291)	0.697*** (0.244)	−0.049 (0.249)	0.651*** (0.241)	0.637*** (0.243)	0.526** (0.243)
CDP	0.256 (0.186)	0.274 (0.169)	0.361** (0.163)	0.515*** (0.166)	0.477*** (0.170)	−0.079 (0.199)	−0.031 (0.177)	−0.043 (0.166)	0.231 (0.167)	−0.183 (0.165)	−0.07 (0.163)
JCP	0.040 (0.265)	−0.067 (0.243)	−0.102 (0.257)	0.383 (0.249)	−0.021 (0.276)	0.027 (0.295)	−0.039 (0.267)	−0.368 (0.263)	−0.387 (0.280)	−0.391 (0.253)	−0.652** (0.262)
Num.Obs.	2681	2681	2681	2681	2681	2681	2681	2681	2681	2681	2681
AIC	3184.6	3573.9	3589.6	3390.5	3226.8	2920.9	3379.5	3614.8	3497.5	3610.4	3598.7
BIC	3526.4	3915.7	3931.4	3732.4	3568.6	3262.8	3721.3	3956.7	3839.4	3952.3	3940.6
Log.Lik.	−1534.286	−1728.94	−1736.779	−1637.265	−1555.384	−1402.453	−1631.736	−1749.402	−1690.764	−1747.219	−1741.365

\* p < 0.1, \*\* p < 0.05, \*\*\* p < 0.01; Standard errors are in parentheses. The reference group of party supports is Independent.



**Table 2: Results of Logistic Regression on Personality Traits**

	<b>Compassion</b>	<b>Honest</b>	<b>Intelligent</b>	<b>Trust</b>	<b>Competent</b>	<b>Consensus Building</b>	<b>Decisive</b>	<b>Leadership</b>	<b>Political Experience</b>	<b>Dominate</b>
Gender	−0.085 (0.084)	−0.017 (0.097)	−0.071 (0.098)	0.180* (0.107)	−0.024 (0.11)	0.118 (0.092)	0.165* (0.086)	0.180** (0.085)	0.104 (0.082)	−0.171** (0.083)
Age	0.003 (0.003)	0.010*** (0.003)	−0.007** (0.003)	0.000 (0.003)	−0.001 (0.003)	0.005* (0.003)	0.008*** (0.003)	0.011*** (0.003)	0.014*** (0.003)	0.015*** (0.003)
Education	−0.076** (0.03)	−0.066* (0.034)	−0.060* (0.035)	−0.078** (0.038)	−0.052 (0.039)	0.010 (0.033)	−0.084*** (0.031)	−0.093*** (0.030)	−0.007 (0.029)	0.016 (0.030)
LDP	0.272*** (0.096)	0.217** (0.111)	0.509*** (0.11)	0.446*** (0.119)	0.714*** (0.121)	0.860*** (0.100)	0.867*** (0.097)	1.149*** (0.097)	0.561*** (0.094)	0.183* (0.095)
Komeito	0.410 (0.259)	0.400 (0.285)	0.811*** (0.275)	0.230 (0.333)	0.845*** (0.298)	0.291 (0.288)	0.611** (0.262)	0.670*** (0.259)	0.362 (0.258)	0.762*** (0.287)
Ishin	0.473* (0.244)	0.354 (0.274)	0.300 (0.286)	0.353 (0.301)	0.189 (0.334)	0.327 (0.268)	0.480* (0.246)	0.421* (0.242)	0.442* (0.242)	0.192 (0.244)
CDP	0.265 (0.164)	0.447** (0.178)	0.349* (0.194)	0.343* (0.203)	0.252 (0.222)	0.094 (0.184)	0.226 (0.169)	−0.088 (0.168)	0.215 (0.161)	0.350** (0.170)
JCP	0.001 (0.251)	0.201 (0.278)	0.343 (0.284)	−0.279 (0.367)	0.235 (0.329)	−0.374 (0.306)	0.096 (0.258)	−0.359 (0.264)	−0.542** (0.250)	0.162 (0.246)
Num.Obs.	2681	2681	2681	2681	2681	2681	2681	2681	2681	2681
AIC	3580.7	2932	2857.5	2530.4	2425.3	3162.4	3454.6	3538.3	3699.8	3644
BIC	3922.6	3273.9	3199.3	2872.2	2767.2	3504.2	3796.4	3880.2	4041.6	3985.8
Log.Lik.	−1732.357	−1408.002	−1370.749	−1207.187	−1154.651	−1523.189	−1669.283	−1711.17	−1791.891	−1763.993

\* p < 0.1, \*\* p < 0.05, \*\*\* p < 0.01; Standard errors are in parentheses. The reference group of party supports is Independent.





## 5 Conclusion

To understand gender stereotypes among the Japanese, we conducted a survey in Japan of some 3,000 eligible voters. The results show that Japanese voters exhibit very similar gender stereotypes in politics as American voters. Specifically, voters perceive women politicians to be better able to deal with policies related to childcare, childbirth, education, social welfare, and health care, while they view men politicians to be better able to handle policies related to national security, foreign affairs, economics, crime, and immigration. Moreover, voters also perceive women politicians as compassionate, honest, and intelligent but lacking in such personality attributes as dominance, political experience, leadership, decisiveness, capability of consensus building, and competence when compared to men politicians.

The similarities between Japanese and Americans might be attributed in part to the shared political and economic environment between the two countries. Cross-national research on gender stereotypes indicates that gender stereotypes among people vary with political factors such as the use of gender quotas, the level of women's legislative representation, and the level of economic development ([O'Brien and Rickne 2016](#); [Smith et al. 2017](#)). Because Japan and the U.S. share these important characteristics, gender stereotypes might have been very similar between Japanese and American voters.

We also found that Japanese men and women exhibit different gender stereotypes on most policy domains and personality traits, but when controlling for other personal characteristics, such gender differences disappeared in many personality traits. In addition, we demonstrated that voters who support conservative parties and those who are older are more likely to exhibit gender-based stereotypes. Additionally, we found that more educated voters are less likely to stereotype. A growing number of empirical studies have explored voter behavior in the context of Japanese politics. However, the relationship between gender stereotypes and voting behavior is still not well understood in Japan, despite the fact that women still account for a significantly low percentage of the political representation. It is said that one reason many women in Japan do not run for office is because their families, who are caught up in gender stereotypes, do not support them. Future research might explore not only how voters' gender stereotypes affect their voter choices in elections but also how gender stereotypes affect the behavior of electoral candidates.

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## Appendix

Table: Summary statistics of respondent attributes

	<b>Mean</b>	<b>SD</b>	<b>Max</b>	<b>Min</b>
Gender (male = 1)	0.51	0.5	1	0
Age	49.71	16.07	79	18
Education	3.89	1.41	6	1

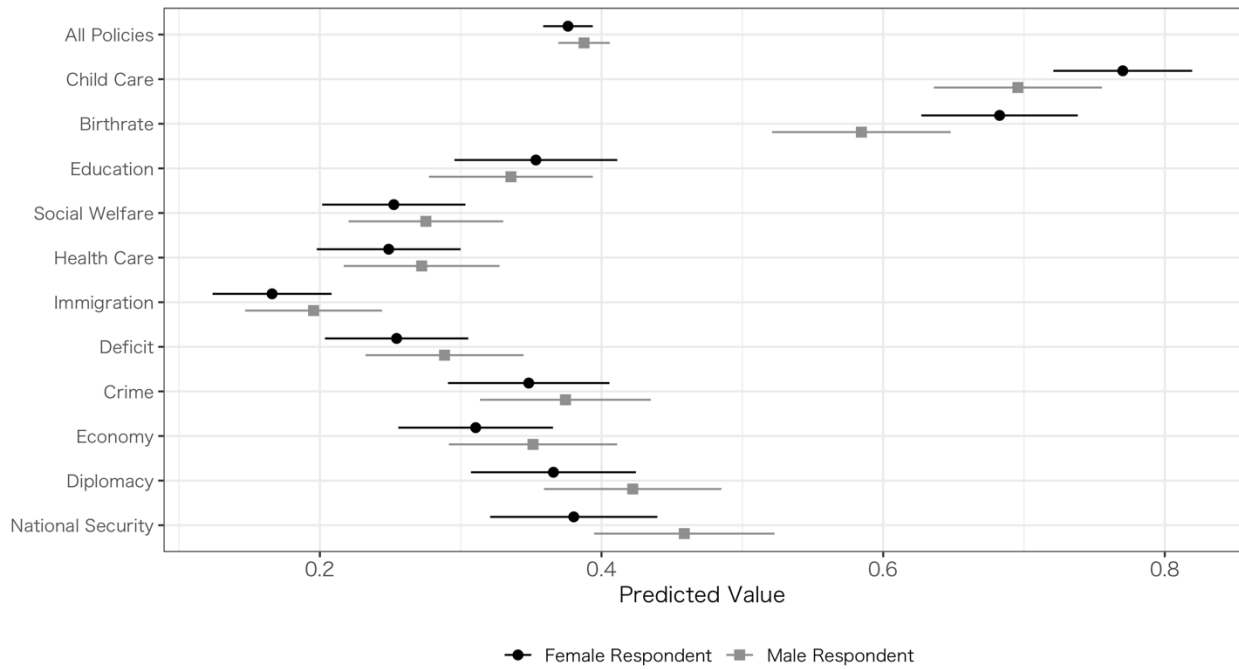
Table: Party support among respondents

<b>Support Party</b>	<b>Proportion of Sample</b>
LDP	28.14%
Komeito	2.50%
Ishin	3.03%
CDP	7.22%
JCP	2.91%
Independent	56.20%

Figure A indicates that regarding childcare policy, declining birthrate policy, and national security policy, we found that there are differences in the predicted values between male and female respondents. For childcare policy and declining birthrate policy, female respondents hold more gender stereotypes than male respondents. On the other hand, in national security policy, male respondents exhibit more gender-based stereotypes than female respondents.

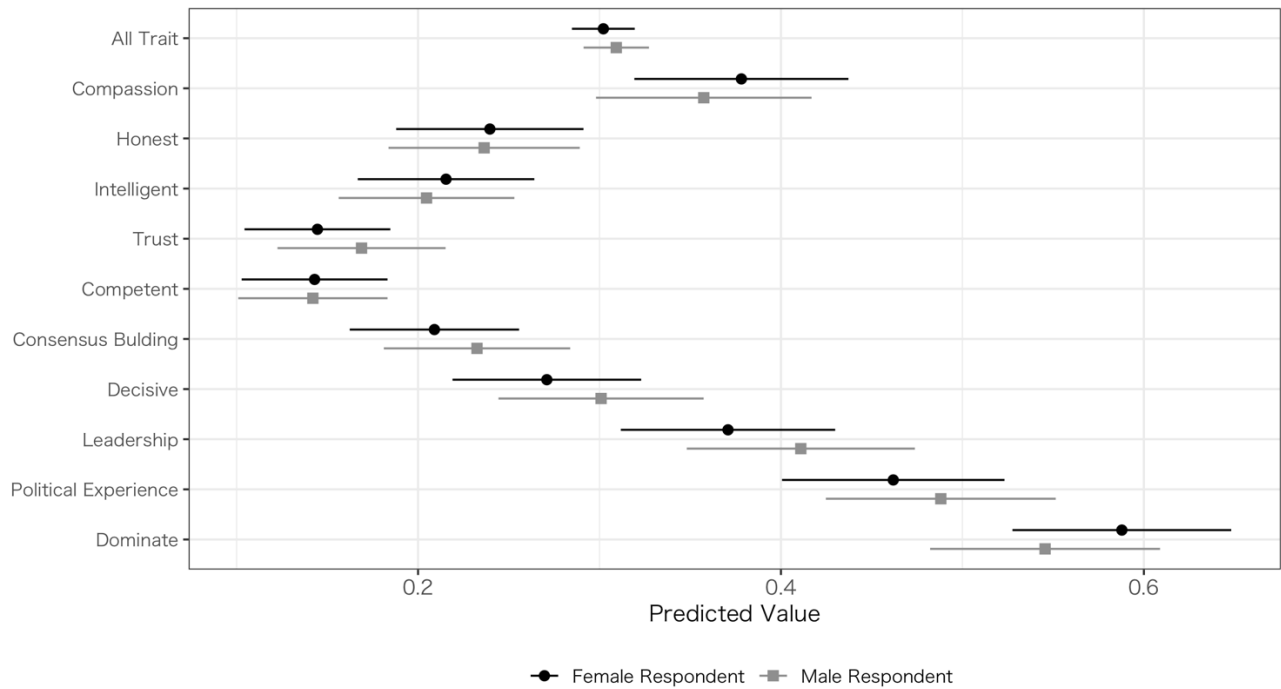
Figure B shows the results about stereotypes toward candidates' personal traits. Interestingly, we did not find significant differences between male and female respondents in their gender stereotypes toward some personality traits. In Japan, both male and female voters show the same degree of gender-based stereotypes regarding the personal traits of candidates.

**Figure A: Policy Domain Stereotypes by Respondents' Gender**



Note: The X-axis shows the predicted value for respondents' gender, with a value of 1 indicating that the respondent exhibits gender-based stereotypes. The lines indicate the 95% confidence intervals.

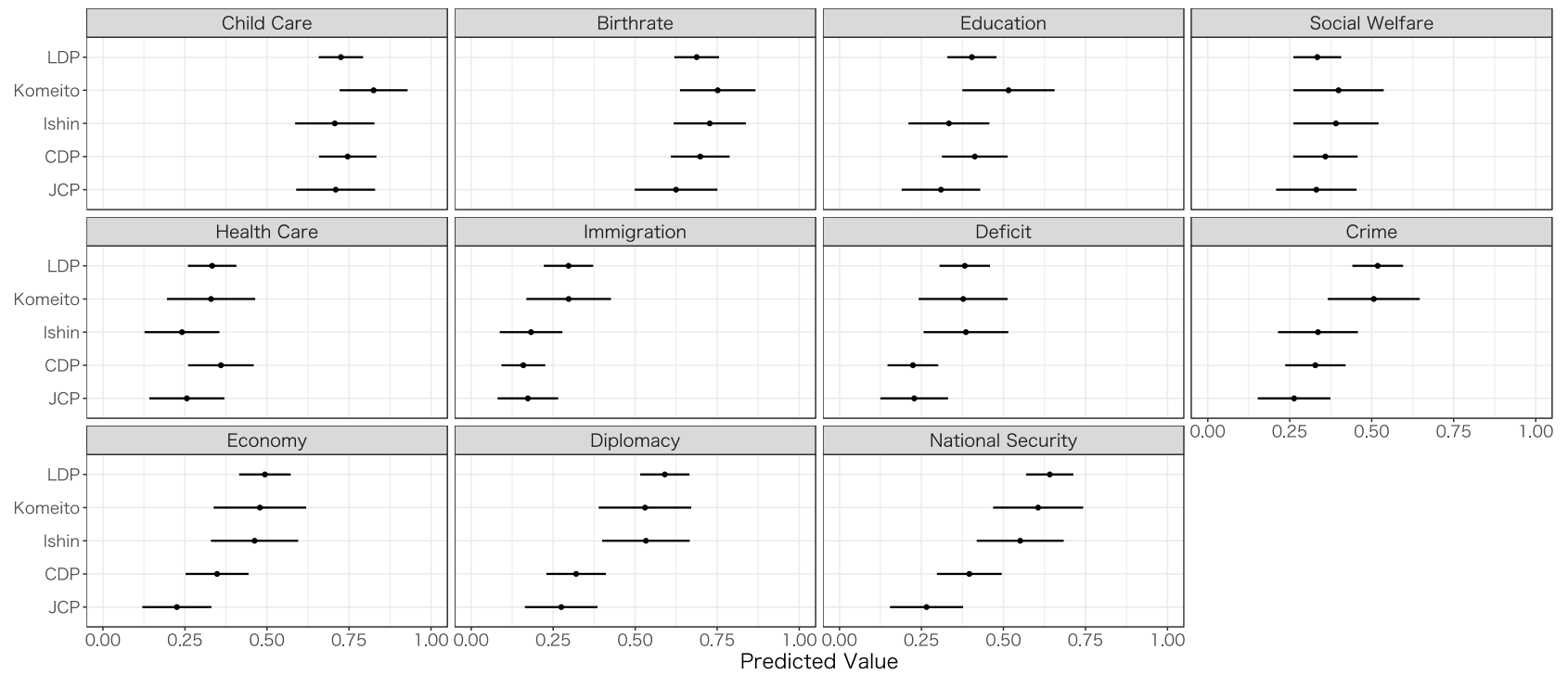
**Figure B: Personality Trait Stereotypes by Respondent Gender**



Note: The X-axis shows the predicted value for respondents' gender, with a value of 1 indicating that the respondent exhibits gender-based stereotypes. The lines indicate the 95% confidence intervals.

We calculated the predicted values for respondents' partisan support while taking the average for the other variables. Figures C and D show the results of our analyses that explore the differences between the respondents' partisan support. These results indicate that there are significant differences in gender stereotypes among respondents depending on the political party they support, even after controlling for the respondents' other attributes such as age and gender. We found that respondents who support the LDP, the New Komeito (Komeito), or the Ishin Restoration Party (Ishin) are more likely than others to exhibit gender stereotypes in policy areas such as crime, the economy, and national security. These are conservative-leaning political parties, and respondents who support conservative parties are more likely to embrace gender stereotypes. In terms of personality traits as well, supporters of these political parties are more likely to exhibit gender-based stereotypes when it comes to leadership. In particular, respondents who support the LDP are more likely to exhibit stereotypes when compared to respondents who support CDP or JCP in consensus building and decisiveness.

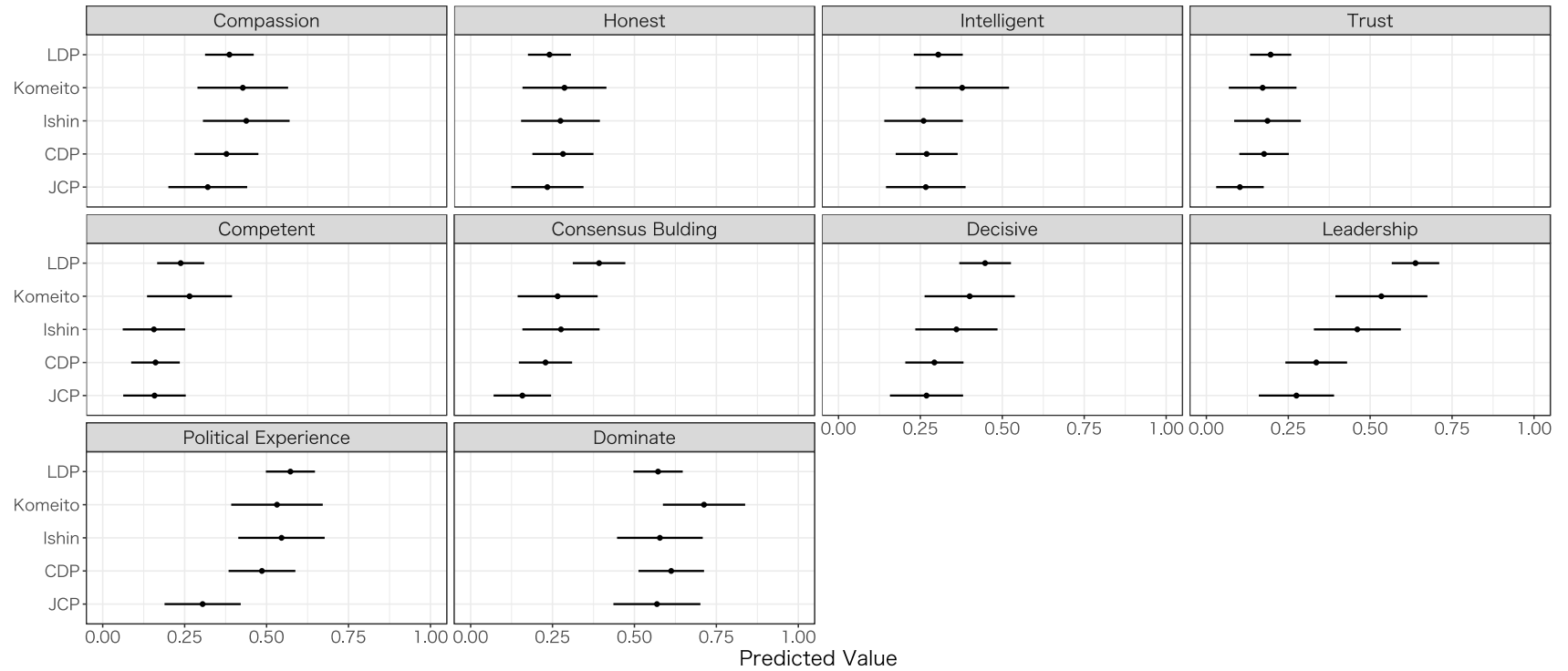
**Figure C: Policy Domain Stereotypes by Respondents' Partisan Support**



Note: The X-axis shows the predicted value for respondents' partisan support, with a value of 1 indicating that the respondent exhibits gender-based stereotypes. The lines indicate the 95% confidence intervals.



**Figure D: Personality Trait Stereotypes by Respondents' Partisan Support**



Note: The X-axis shows the predicted value for respondents' partisan support, with a value of 1 indicating that the respondent exhibits gender-based stereotypes. The lines indicate the 95% confidence intervals.