

## Request for Participation in a Survey on Perceptions of Income and Society

October 2025

XXX City & University of Tokyo

We sincerely appreciate your continued interest in public affairs and your support of civic initiatives.

We are pleased to inform you that XXX City, in collaboration with the University of Tokyo, is conducting a survey on perceptions of income and views on society. Further details, including frequently asked questions (FAQ), are available on the city's website: <https://www.city.xxxx.income.html>.


This survey targets individuals who were in their 40s as of the end of last year. As a small token of our appreciation for your anticipated cooperation, we have enclosed a coaster with this letter. In addition, those who complete the survey will be entered into a prize draw. (Please see the reverse side for details.)

The aim of this study is to better understand how people perceive their relative position within the income distribution and how they view related social policies. The findings will contribute to both academic research and evidence-based policymaking. As living conditions continue to shift—amid rising energy and food prices—your honest responses will provide valuable insights into the challenges people face today.

We also plan to continue this survey next year. We would be grateful for your cooperation in this important initiative.

Note: This survey is funded by the JSPS under the Grants-in-Aid for Scientific Research (Category C), and has been approved by the Ethical Review Board of the Institute of Social Science at the University of Tokyo.

### How to Take Part

Response Deadline	Please complete the survey by <b>21 November 2025</b> .
Who Should Respond	We kindly ask that the person whose name appears on the envelope completes the survey.
How to Access the Survey	<div></div> <p>This is a web-based survey (no paper questionnaire is provided). Please scan the QR code on the left using your smartphone, or enter the URL below directly into the address bar of your computer browser. The survey should take approximately 10 to 15 minutes to complete.</p> <p>Survey Link: <a href="https://utokyoiss.au1.qualtrics.com/jfe/form/SV_3UHGzbfMLG27kbA?Q_CHL=g&amp;Q_C=EMD0tuikV6Up6JZk03UHGzbfMLG27kbACGC IviKn4dAwBiBoUT&amp;q=a">https://utokyoiss.au1.qualtrics.com/jfe/form/SV_3UHGzbfMLG27kbA?Q_CHL=g&amp;Q_C=EMD0tuikV6Up6JZk03UHGzbfMLG27kbACGC IviKn4dAwBiBoUT&amp;q=a</a></p>
Helpful Documents	The survey includes questions about your income in 2024. If available, you may find it helpful to refer to documents such as your <u>tax withholding slip, tax return, or local tax notice</u> when answering.
Data Handling and Privacy	<ul style="list-style-type: none"><li>■ At the end of the survey, you will be asked to select your preferred item for the prize draw. Please note that responses which appear careless or inconsistent may be automatically excluded from the draw.</li><li>■ Depending on your internet connection, pages may take a few moments to load. We recommend completing the survey in a stable online environment.</li><li>■ Your responses will be combined with existing municipal data and anonymised to ensure that your name and address cannot be identified. The anonymised data will be securely shared with the Centre for Research and Education in Policy Evaluation (CREPE) at the University of Tokyo.</li><li>■ Individual responses will never be published. All data will be aggregated and presented in formats such as “XX% of respondents think...”.</li><li>■ The results of this survey will be used solely for academic research and to inform future policy development. A summary of the findings will be published on the city's website later in the fiscal year.</li></ul>
Contact information	<p><b>For enquiries about survey distribution or eligibility</b> XXX City Hall, YYY Division — <i>phone and email address</i></p> <p><b>For enquiries about survey content or how to respond</b> University of Tokyo, CREPE Survey Office — <i>email address</i></p>

## About the Prize Draw

Those who complete the survey will be entered into a draw to receive a small gift as a token of appreciation. Only one entry per respondent will be counted, even if the survey is submitted multiple times. Responses that appear careless or inaccurate may be automatically excluded from the draw.

The available gifts are listed below. Please select your preferred item at the end of the survey.

<p>(1)</p>  <p>2品 選べる</p>	<p>Gift catalogue worth ¥30,000 × <b>2 winners</b> (Hokkaido Gourmet Gift “Yukibare” – Two-item course)</p>  <p>[QR code for gift catalogue link]</p>
<p>(2)</p> 	<p>Gift catalogue worth ¥30,000 × <b>2 winners</b> (47CLUB RINGBELL “Mine” course)</p>  <p>[QR code for gift catalogue link]</p>
<p>(3)</p> 	<p>JCB Gift Card worth ¥30,000 × <b>1 winner</b></p>
<p>(4)</p> 	<p>JCB Gift Card worth ¥3,000 × <b>15 winners</b></p>
<p>(5)</p> 	<p>Amazon Gift Card worth ¥1,000 × <b>40 winners</b></p>

### Winner Notification

Winners will be notified by delivery of their prize. We regret that we are unable to respond to enquiries regarding the outcome of the draw.

### Prize Delivery

Prizes will be dispatched from late November 2025. If you do not receive a prize by the end of the year, we kindly ask for your understanding that you were not selected.