

Japan Association for Public Opinion Research (JAPOR) Annual Conference – Draft Program

Date: Friday, November 21, 2025

Format: Hybrid (On-site at Rikkyo University & via Zoom)

Morning Session

 Rikkyo University, Building 12 – Conference Rooms 1 & 2 (Capacity: 69)

10:00–10:05 Opening Remarks

- Tokuhiya Suzuki (President, JAPOR)

10:05–11:05 Research Presentations (20 minutes per presentation including Q&A)

1. Wataru Matsumoto (Kansai University)

“Location- and Prefecture-Level Response Rates in Omnibus Surveys Using the Map-DB Method”

2. Hitofumi Yanai (Japan Institute for the Public Interest, Attorney – Membership Pending)

“Age-Based Response Patterns and Information Disclosure Challenges in Major Media Opinion Polls”

3. Masao Suzuki (Nikkei Research)

“Analyzing Electoral Dynamics Using a Post-Election Web Survey of the 27th House of Councillors Election”

11:05–12:35 Roundtable Discussion – Media Polling Leaders’ Forum: Reflections on the 2025 House of Councillors Election

- Keiichi Kaneko (Director, Public Opinion Research Dept., Asahi Shimbun)

- Daisuke Nohara (Deputy Director, Public Opinion Research Office, Mainichi Shimbun)

- Kengo Ota (Director, Public Opinion Research Dept., Yomiuri Shimbun)

- Yasushi Sato (Director, Public Opinion Research Dept., Nikkei Research)

- Yoshihiro Ozaki (Deputy Director, Election Center, Kyodo News)

- Moderator: Hiroshi Horie (Former Editorial Writer, Asahi Shimbun)

Afternoon Session

 Rikkyo University, Building 8 – Room 8303 (Capacity: ~200)

 Simultaneous English Interpretation Available

13:30–14:00 Keynote Address

- Tokuhisa Suzuki (President, JAPOR) - "Scientific Opinion Research in Japan -Issues 80 Years After the War"

14:00–15:00 Panel Discussion – Crisis in Opinion Polling and the Path to Renewal

How can media opinion polling, now facing critically low response rates, be revitalized?

Speakers will discuss proposals for cross-company collaborative research and report on the current state of postal surveys, which have been considered relatively stable.

- Kazuaki Nakagawa (NHK Broadcasting Culture Research Institute) – Proposal for Collaborative Research Across Media Organizations

- Toshio Ishimoto (Asahi Shimbun) – Current State and Challenges of Postal Surveys

15:00–17:00 Reports & Roundtable – Responding to a Changing Media Environment and Fluid Politics

How can we detect the surge of support for new political forces — such as Ishimaru in the Tokyo gubernatorial race, Saito in the Hyogo gubernatorial race, or the Sanseitō party in the recent Upper House election — which traditional estimation models struggle to capture?

Experts will discuss this question along with key issues surrounding online surveys.

- Taku Sugawara (Political Scientist) – Moderator

- Masashi Hagiwara (Advisor, Transcosmos)

- Kaoru Matsuda (Election Strategist)

Reception

 18:00–20:30 – Cruise Cruise, Sunshine City 60, Ikebukuro
(Advance reservation required)