

Corporate Profile



Ryoji Sugihara

Company Name	NIPPON RESEARCH CENTER, LTD.
Established	December 24, 1960
Capital	100 million yen
President	Ryoji Sugihara
Head Office	KDX Higashi-Kayabacho Sanyo Bldg. 1-17-25 Shinkawa, Chuo-ku, Tokyo, 104-0033, Japan
The main member organizations	Worldwide Independent Network of Market Research(WIN) Gallup International Association(GIA) European Society for Opinion and Market Research(ESOMAR) Japan Marketing Research Association(JMRA) Japan Marketing Association(JMA) The Tokyo Chamber of Commerce and Industry(TCCI)
Shareholders	Aioi Nissay Dowa Insurance Co., Ltd. Ajinomoto Co.,Inc. Asahi Group Japan, Ltd. Chugai Pharmaceutical Co., Ltd. Daihatsu Motor Co., Ltd. Dai Nippon Printing Co., Ltd. FUJIFILM Corporation FUJIFILM Business Innovation Corp. Kikkoman Corporation Lion Corporation Maruha Nichiro Corporation MORINAGA MILK INDUSTRY CO., LTD. Nomura Holdings, Inc. Resonac Corporation TAIHEIYO CEMENT CORPORATION Toray Industries, Inc. TOSHIBA CORPORATION Toyota Motor Corporation

NOS

Nippon Research Center **O**mnibus **S**urvey

NRC Nationwide Omnibus

NRC conducts a nationwide representative survey (omnibus) at regular intervals. Interviewers visit qualified homes at 200 locations nationwide and invite respondents to participate in this survey until they collect 1,200 responses.

Surveys can be conducted easily these days via the Internet and research panels. However, NOS has been conducting this survey via the home visit methodology for over 50 years, never using any research panels, to ensure we obtain a wide range of opinions from all types of people.

This omnibus format allows clients to access to large core data at lower cost than customized survey.

For more information, please contact us

HP : <https://www.nrc.co.jp/english/>



NR NIPPON RESEARCH CENTER
Member of WIN and Gallup International Association

Merits of the NOS



Home visit, placement questionnaire methodology to hear from all kinds of people

Interviewers visit respondent homes and invite them to participate in the survey, without using any research panels. This enables us to ascertain the attitudes and habits of the general public, including people who don't use the Internet or register with research panels.

Population-representative, area-adjusted survey data

Survey data is adjusted to be representative of the national population in terms of age, gender, regional city size, etc., to ensure the data is well-balanced and representative.

History of more than 50 years

Over the past 50 years, NRC has conducted this survey regularly. NOS is suitable for use in chronological surveys and tracking surveys.

Cost-effective service

Multiple clients share the cost of conducting the survey, therefore the data cost of each client is set effectively. The participation from just one question is appreciated.

Specification

Methodology	Self-administered, door to door visit by interviewers
Survey area	Nationwide
Sample	Nationally representative 1,200 men and women aged 15-79 years
Sampling methodology	Quota sampling in randomly selected households Primary sampling points are selected by stratified random sampling, where households are selected by residential map database. Individuals are interviewed based on the quota in proportionate to population.
Demographic information	Region, city-size, gender, age, occupation, household income, age and gender
Prices	200,000 yen per question for up to five pre-coded questions 160,000 yen per question from sixth to tenth pre-coded question 130,000 yen per question from eleventh pre-coded question 220,000 yen per open-ended question <small>The translation of your questionnaire into Japanese or the change of the data format requires additional cost.</small>
Deliverables	Clean data (Excel), cross tabulations

The NRC Omnibus is well-suited for the following types of surveys:

- . Surveys of actual market conditions in any location nationwide / U&A (usage and attitudes) surveys
- . Tracking surveys (chronological surveys)
- . Surveys of people who don't use the Internet (which are only possible by direct, offline survey methodologies)
- . Surveys requiring an understanding of the attitudes and habits of the general public

Schedule for 2025-26

Wave	Deadline for Questions	Fieldwork	Data Delivery
Winter 2025	January 8	1/26 - 2/8	March 6
Spring 2025	March 25	4/11 - 4/24	May 27
Summer 2025	June 26	7/13 - 7/26	August 20
Fall 2025	September 8	9/27 - 10/10	November 6
Winter 2026	January 7	1/25 - 2/7	March 4

