



Inahiro Suzuki

<b>Company Name</b>	Nippon Research Center, Ltd.
<b>Established</b>	December 24, 1960
<b>Capital</b>	100 million yen
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<b>The main member organizations</b>	Worldwide Independent Network Of Market Research(WIN) Gallup International Association(GIA) European Society for Opinion and Marketing Research(ESOMAR) Japan Marketing Research Association(JMRA) Japan Marketing Association(JMA) Keidanren (Japan Business Federation) The Tokyo Chamber Of Commerce And Industry(TCCI)
<b>Shareholders</b>	Aioi Nissay Dowa Insurance Co., Ltd. Ajinomoto Co., Inc. Asahi Group Holdings, Ltd. Chugai Pharmaceutical Co., Ltd. Daihatsu Motor Co., Ltd. Dai Nippon Printing Co., Ltd. Fujifilm Corporation Fuji Xerox Co., Ltd. Kikkoman Corporation Lion Corporation Maruha Nichiro Corporation Morinaga Milk Industry Co., Ltd. Nippon Steel & Sumitomo Metal Corporation Nomura Holdings, Inc. Showa Denko K.K. Taiheiyo Cement Corporation Toray Industries, Inc. Toshiba Corporation Toyota Motor Corporation

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# NOS

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

## NRC Nationwide Omnibus

NRC conducts a monthly nationwide representative survey.

The interviewers ask the respondents to cooperate for this survey by visiting the randomly assigned 200 points and collect 1,200 responses.

Over the past 45 years, NRC has continued to employ a sampling method that enables the selection of national representative sample and the collection of reliable and stable data which is unattainable through online or panel surveys.

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



# Merits of the NOS



## Highly representative national survey data

Data is collected from nationally representative 1,200 men and women aged 15-79 years. The gender and age balance is set according to the Japanese population composition ratio. This survey is useful for analysis of the awareness and the realities of the respondents of the generation above 60 or those who do not use internet, hence difficult to capture in internet survey.

## Self-administered visit survey of fresh sample

NOS does not use the survey panel or monitor. We collect a fresh sample every time. In addition, the interviewers visit and request respondents to answer a questionnaire by a method called self-administered visits by interviewers.

## History of more than 45 years

Over the past 45 years, NRC has conducted this survey every month on a regular basis. Since scheduled around the same timing of the months, it is also 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.

It is well-suited for types of surveys as given below.

- Surveys for the real conditions of the market
- U&A (Usage and attitude) surveys
- Tracking Surveys (chronological surveys)
- Surveys by government, public organizations, universities, research institutes which request statistically reliable sampling method



## Specification

<b>Methodology</b>	Self-administered, door to door visit by interviewers
<b>Survey area</b>	Nationwide
<b>Sample</b>	Nationally representative 1,200 men and women aged 15-79 years
<b>Sampling methodology</b>	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.
<b>Demographic information</b>	Region, city-size, gender, age, occupation, household income, age and gender
<b>Prices</b>	180,000 yen per question for up to five pre-coded questions 150,000 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>
<b>Deliverables</b>	Clean data (ASCII or Excel), cross tabulations

## Schedule for 2018

Wave	Deadline for Questions	Fieldwork	Data Delivery
<b>1</b> January	December 14	January 5 - 17	February 2
<b>2</b> February	January 18	February 1 - 13	March 2
<b>3</b> March	February 15	March 2 - 14	March 31
<b>4</b> April	March 16	April 4 - 16	May 7
<b>5</b> May	April 16	May 7 - 19	June 4
<b>6</b> June	May 17	June 1 - 13	June 29
<b>7</b> July	June 20	July 4 - 16	July 30
<b>8</b> August	July 18	August 1 - 14	August 30
<b>9</b> September	August 16	September 1 - 12	October 1
<b>10</b> October	September 19	October 4 - 16	November 1
<b>11</b> November	October 17	November 1 - 13	December 1
<b>12</b> December	November 13	December 1 - 12	January 5
2019 <b>1</b> January	December 13	January 7 - 19	February 4