



# Introduction to Nikkei Research

Full service research company, part of the Nikkei Group



NIKKEI RESEARCH INC.



# Who we are

## Changing the world with insights.

Under social and economic turbulence, our forecast is the motivation of challenge and the power of innovation.

# Who we are

## The **Nikkei** Group

World's largest financial media



**50** years

Since 1970



**Data** **secure**

Privacy data handling  
since 1999



Real experiences in

**67** countries



**700+** projects

each year



**250+** clients

on going



# Nikkei Research's business domains



## Marketing research and analytics

From consumer research to B2B marketing research, provided with multifaceted analysis



## Big Data combined with Enterprise Data

Wide range of consumer research data stored as a single source database, combined with Enterprise Data



## Revitalization of human resources and organizations

Research on employee satisfaction or health and productivity management to revitalize the work environment

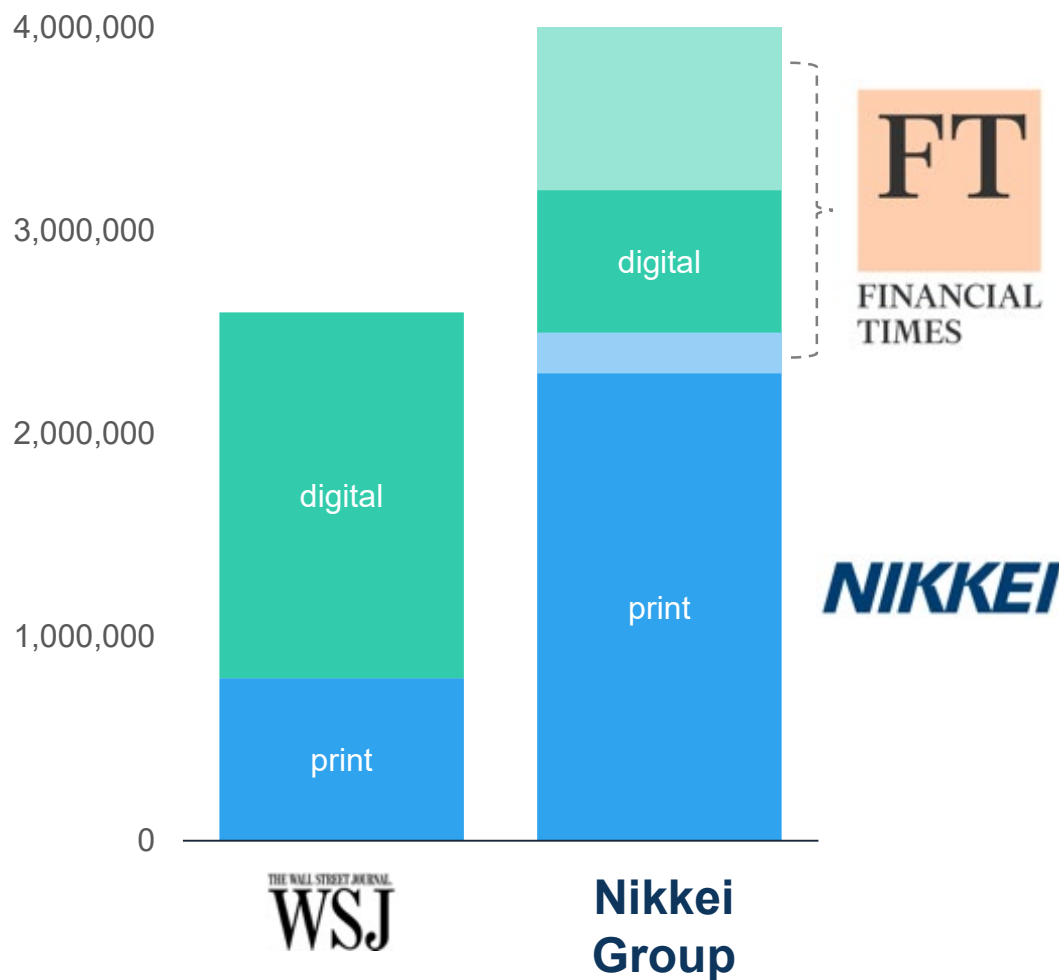


## Asia-centered global research

Experience in over 65 countries, focusing more in Asia, with local subsidiaries based in Thailand and New York

## We are a member of the Nikkei Group

Number of subscribers







# No.1

World's largest financial media

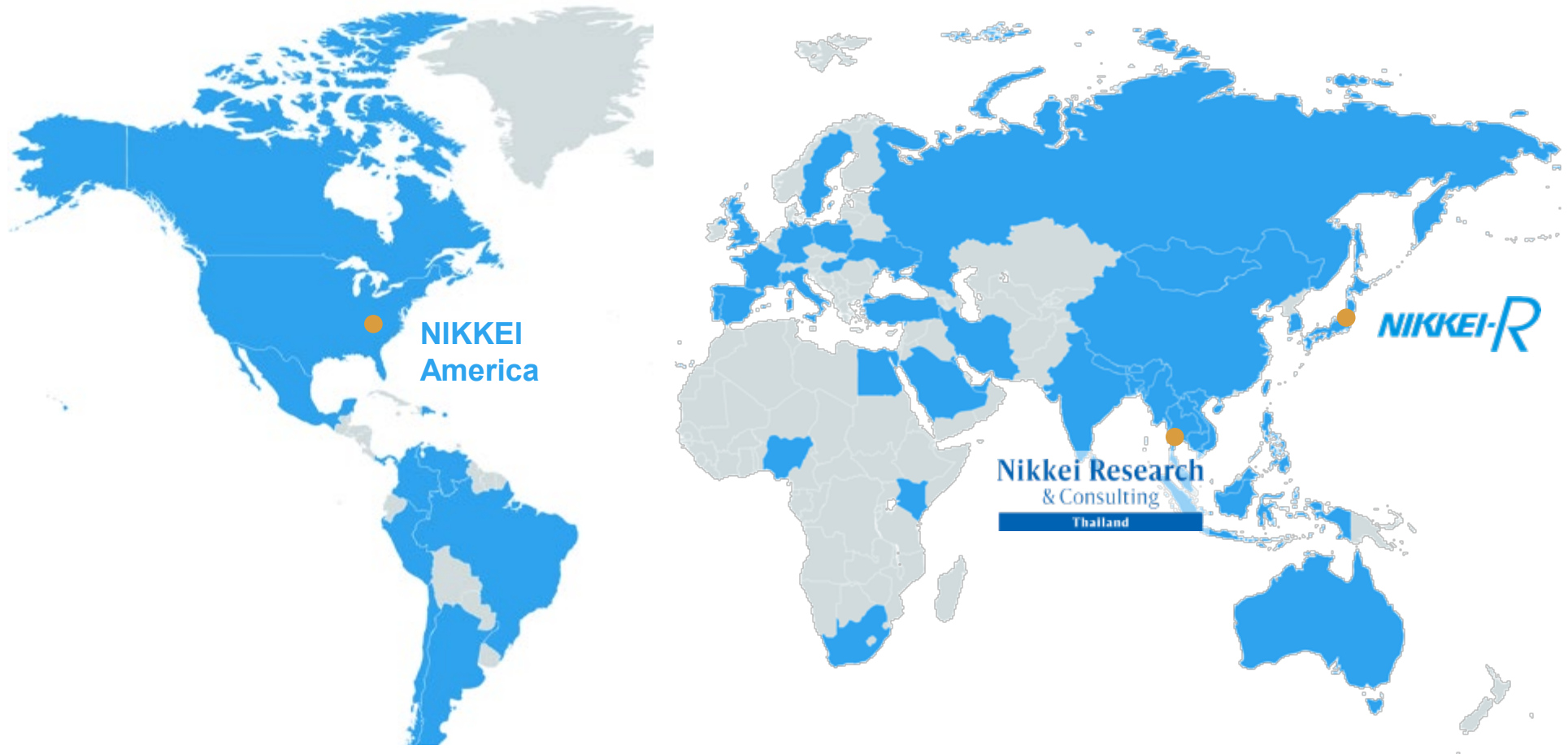
- News
- Publishing
- Digital Business
- Broadcasting
- Advertising
- Research Institutions
- Human Resource Education
- Printing / production
- Sales system
- Overseas
- Travel & Other Services

# Nikkei Group's business domains

	Print	Digital
Japan Focused		
Global Focused		

# Our global network

- Dedicated local partners in over 60 countries
- Overseas office in Bangkok, Thailand and New York, USA



\*Colored: countries conducted fieldwork(excluding online surveys)

The background image is a grayscale collage of business-related items. It includes a laptop keyboard on the left, a pen resting on a document in the foreground, and various financial charts and tables. One chart is titled 'SALES BY REGION' and another 'SALES BY CATEGORY'. There are also line graphs with data points and tables with numerical values, some in Euros (€).

# What we do

We offer a wide range of services including BtoB and BtoC marketing research, to governmental research projects and more, all tailored to meet the needs of our clients.



# Our services

## Marketing Research



- Full service, custom tailored, marketing research services.
- Strategy focused; branding, new market entry, employee engagement, etc.

## Statistical Research



- Leading large-scale research projects with the Japanese government to provide reliable government statistics, such as the Economic Census

## Database



- Financial statements statistics of corporations
- Corporate profiles
- Human resources data
- Industry information
- Analysts database
- POS data analysis

## Digital Marketing / Data science



- Analyze Big Data and bring solutions to various business challenges
- Combine Enterprise Data with Nikkei Research's single source database of consumer data

# Research themes



## Customer Research

- Customer Experience Survey (CX)
- Customer Satisfaction Survey (CS)
- Mystery Shopping



## Corporate/Enterprise Research

- Capital Expenditure (CAPEX) Survey
- Corporate Diversity Survey
- Economic Census



## Customer Relationship Management (CRM)

- Customer Profiling
- Targeting Support



## Employee Survey

- Employee Engagement Survey(ES)
- Compliance Survey



## Branding / Advertising

- Brand Strategy
- Positioning/Competitiveness
- Advertising Effectiveness



## Healthcare

- Concept Evaluation
- Treatment Pattern Survey
- Positioning Study



## Behavior Research

- POS Data Analysis
- Geodemographic/Area Marketing Research
- Sensory Observations



## Global/Multi-countries Research

- Multi-country Branding Survey in Asia
- Market Entry in Africa
- World-wide Customer Satisfaction

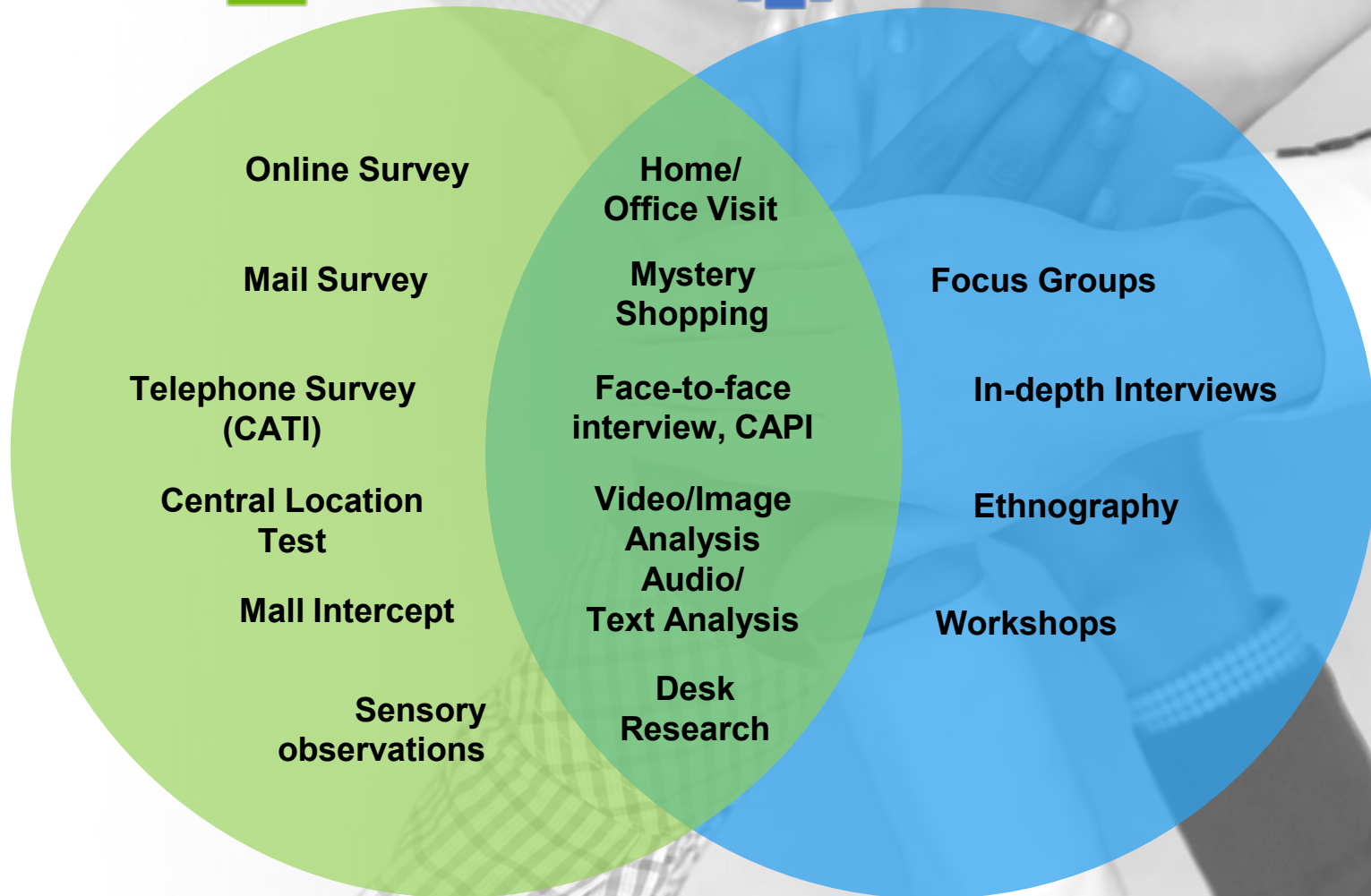
# Research methods



**Quantitative**



















**Qualitative**



# Industries

## Area of expertise




<p>Government / Municipal</p> 	<p>Finance (Bank / Insurance)</p> 	<p>Automotive</p> 	<p>Electronics (Home appliance)</p> 
<p>Heavy industry</p> 	<p>University</p> 	<p>IT / Tech</p> 	<p>Transport / Travel / Delivery</p> 
<p>Media / Agency</p> 	<p>Energy</p> 	<p>Tele-communications</p> 	<p>Healthcare</p> 
<p>Construction / Real estate</p> 	<p>CPG / FMCG (Food / Cosmetic / Medicine)</p> 	<p>Games / Toys / Entertainment</p> 	<p>Fashion / Luxury brand</p> 






# Our work

## Project Cases (B2C)



### “Tailor-made” Ad Hoc Survey



<b>Client</b>	UK 
<b>Market</b>	Japan 
<b>Industry</b>	Healthcare 
<b>Goal</b>	To review current position and forecast of the market in Japan
<b>Solution</b>	<b>Qualitative Research on Pharmaceuticals</b> <ul style="list-style-type: none"> <li>• Face-to-Face Interview (B2C)</li> <li>• 50 opinion leaders</li> <li>• Ask about impressions of healthcare companies, awareness of medical brands, etc.</li> </ul>

<b>Client</b>	US 
<b>Market</b>	Japan 
<b>Industry</b>	Luxury fashion 
<b>Goal</b>	To understand preferences and purchasing habits of Japanese women in handbag shopping
<b>Solution</b>	<b>Japanese Women’s Brand Tracking Survey</b> <ul style="list-style-type: none"> <li>• Online Survey (B2C)</li> <li>• 12,000 women aged 16-19</li> <li>• Ask about favorite handbag brands, shopping frequency, etc.</li> </ul>


## Project Cases (B2B)

### “Tailor-made” Ad Hoc Survey



<b>Client</b>	Japan 
<b>Market</b>	Asia (incl.Japan)/ Europe/ US
<b>Industry</b>	Electronics 
<b>Goal</b>	To build competitive strategies for advantages over rivals globally
<b>Solution</b>	<b>Customer Satisfaction</b> <ul style="list-style-type: none"> <li>• Online Survey (B2B)</li> <li>• 400+ respondents per country</li> <li>• Ask about service level, importance as a business partner, etc.)</li> </ul>

<b>Client</b>	UK 
<b>Market</b>	9 countries incl. Japan
<b>Industry</b>	Accounting firm 
<b>Goal</b>	To evaluate the company's market position in Japan
<b>Solution</b>	<b>Professional &amp; Legal Services Survey</b> <ul style="list-style-type: none"> <li>• Online Survey (B2B)</li> <li>• 200 decision makers/influencers</li> <li>• Ask about target company's usage experiences, satisfactions, impressions, ideal service plans, etc.</li> </ul>

## Project Cases (Asia)

<b>Client</b>	Japan 
<b>Market</b>	Indonesia 
<b>Industry</b>	Motorcycle 
<b>Goal</b>	To clarify the company's image and to understand behaviors of influencers
<b>Solution</b>	<b>Branding Survey</b> <ul style="list-style-type: none"> <li>• F2F survey &amp; In-depth Interview (B2B)</li> <li>• Approx. 100 companies in Indonesia</li> <li>• Approx. 30 questions (including questions of top-of-mind awareness, etc. )</li> </ul>

## "Tailor-made" Ad Hoc Survey

<b>Client</b>	Japan 
<b>Market</b>	7 Asian countries
<b>Industry</b>	Stationery 
<b>Goal</b>	To understand current working environment and to identify problems in the company.
<b>Solution</b>	<b>Employee Engagement and Compliance</b> <ul style="list-style-type: none"> <li>• Online &amp; Mail Survey</li> <li>• 2,680 employees</li> <li>• 31 questions (corporate culture and management, violations of law, etc.)</li> </ul>



# Healthcare research topics based on each marketing phase

“Tailor-made” Ad Hoc Survey

Phase		Research Topic Examples
Pre-launch	R&D	<ul style="list-style-type: none"> <li>• Understand the state of clinical studies, treatment policies, and needs</li> <li>• Grasp market size and product potential</li> <li>• Check concepts of new drug candidates</li> </ul>
	Market Launch Preparation	<ul style="list-style-type: none"> <li>• Profile of patients targeted by the drug under development, estimated prescription volume</li> <li>• Product profile evaluation</li> <li>• Positioning and key message review</li> <li>• Understand medical device (CT and MRI among others) uptake and utilization</li> </ul>
Post-launch	Immediately after the launch	<ul style="list-style-type: none"> <li>• Measure product awareness, adoption, usage or intent to use, usability (pharmaceutical, clinical lab, pathological fields)</li> <li>• Evaluation of Message penetration</li> </ul>
	After the launch	<ul style="list-style-type: none"> <li>• Follow trends in product awareness, adoption, usage trends, product evaluation, and message penetration</li> <li>• Evaluation and review of positioning</li> <li>• Use intent for additional indications/dosage forms</li> </ul>

## Other healthcare research topics

“Tailor-made” Ad Hoc Survey

- Pharma company evaluation (MR, MSL, Corporate/product brand image)
- Customer satisfaction survey on testing equipment
- Understand key issues of importance among hospital management, such as IT investment in hospitals (targeting hospital directors and board of trustees chairs)
- Learn how and where physicians seek medical information
- Lifestyle and workstyle of healthcare workers
- Career development (changing jobs) of healthcare workers
- Interviews with medical policy officials and opinion leaders

## Exploring the next generation leading company

Connecting advanced technology, innovation and structural changes for reforming work styles to improve productivity.



Report over Nikkei's various media.



Discussing issues with advanced case-studies in various symposiums.



Holding events for human resource development.

### Nikkei Research's role



Large-scale survey for multifaceted assessment.



Building theoretical formula of Smart Work.



Awarding the annual excellent company.



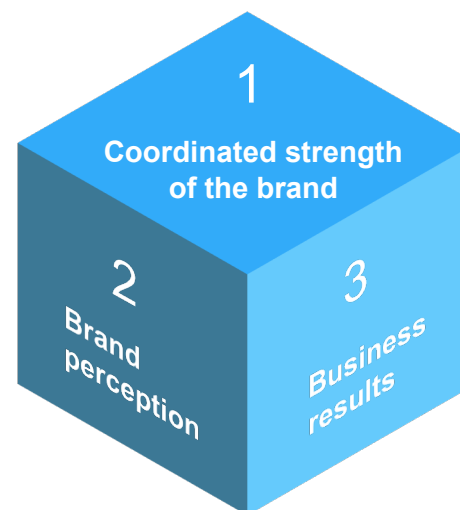
Consulting services for enterprises.

## Visualizing the “brand value”

- Includes 600 corporate brands in broad industries
- Nearly 20 years of tracking data
- Research separated in both consumer's and BtoB's point-of-view



MEDIA appearance  
(Nikkei newspaper)



- The original “Perception Quotient” Index is calculated for comparing across different industries and demographical bias
- It covers not only awareness, demand for purchase and such, but it is also capable of deep breakdowns like access points, value drivers, impressions, and valued types of experiences.

## Local staff's salary data collected for nearly 30 years

- From our partners of Japanese global entities' local branches.
- Actual salary data with bonus rates, benefits(insurance, education, etc.) and more.
- Rich and important information for HR strategy.
- Time series analysis including increase/decrease rates of employments and salaries.

### Countries

Brazil, Cambodia, China, Hong Kong, India, Indonesia, Malaysia, Mexico, Myanmar, Philippines, Singapore, South Korea, Taiwan, Thailand, United Arab Emirates, USA, Vietnam



#### TABLE OF CONTENTS

- INTRODUCTION
- FINDINGS
- SURVEY METHODOLOGY
- PROFILE OF COMPANIES INCLUDED
- CHANGE IN STAFF NUMBERS
  - 1. CHANGE IN THE NUMBER OF LOCAL STAFF MEMBERS
  - 2. NUMBER OF LOCAL STAFF MEMBERS WITHIN THE NEXT YEAR
  - 3. CHANGE IN THE NUMBER OF JAPANESE EXPATRIATES
  - 4. NUMBER OF NEWLY RECRUITED STAFF
  - 5. TURNOVER RATE
- BENEFITS
  - 1. BENEFITS PROVIDED
  - 2. HOUSING ALLOWANCE/ASSISTANCE
  - 3. BUSINESS TRAVEL ALLOWANCE
  - 4. COMMUTING EXPENSE
  - 5. PAID LEAVES
- SALARY INCREASE/ BONUS
  - 1. SALARY INCREASE RATE
  - 2. BONUS
  - 3. BONUS RATE
  - 4. DISCRETION ON SALARY
  - 5. MONTH OF PAY INCREASE
- HEALTH AND MEDICAL INSURANCE
  - 1. PREVALENCE OF CURRENT PLAN
  - 2. EMPLOYEES' ELIGIBILITY FOR THE PARTICIPATION IN THE INSURANCE PLAN
  - 3. INSURANCE COVERAGE/COST SHARE BY THE COMPANY
  - 4. PLANNING FOR COST CONTAINMENTS FOR INSURANCE EXPENSES

#### PERSONNEL STRATEGY

- 1. MANAGEMENT
- 2. EMPLOYMENT/RECRUITMENT
- 3. RATING/EVALUATION
- 4. ORGANIZATION/ETHOS
- ECONOMIC PROSPECTS
  - 1. YOUR COMPANY'S ECONOMIC PROSPECTS
  - 2. YOUR COMPANY'S ECONOMIC PROSPECTS: THE REASON [RECENT]
  - 3. YOUR COMPANY'S ECONOMIC PROSPECTS: THE REASON [FUTURE]
- SALARY BY JOB TITLES
- HOW TO SEE THE SALARY CHART
- JOB TITLE DEFINITIONS
- SALARY LEVEL AT A GLANCE
- TOTAL CASH COMPENSATION BY JOB TITLES
  - 1. RECEPTIONIST
  - 2. SECRETARY/ADMINISTRATIVE ASSISTANT
  - 3. EXECUTIVE SECRETARY
  - 4. GENERAL CLERK
  - 5. ASSISTANT MANAGER
  - 6. ACCOUNTING ASSISTANT/ACCOUNTING CLERK
  - 7. ACCOUNTANT
  - 8. ACCOUNTING MANAGER
  - 9. CONTROLLER/TREASURER
  - 10. GENERAL ADMINISTRATION MANAGER
  - 11. HUMAN RESOURCES DIRECTOR/MANAGER
  - 12. CUSTOMER SERVICE
  - 13. SALES REPRESENTATIVE
  - 14. SALES/MARKETING MANAGER
  - 15. RESEARCHER/PLANNER
  - 16. PRODUCTION MANAGER
  - 17. PURCHASING MANAGER
  - 18. BUYER
  - 19. WAREHOUSE MANAGER
  - 20. SHIPPING/RECEIVING CLERK
  - 21. LOGISTICS COORDINATOR
  - 22. QUALITY ASSURANCE/CONTROL MANAGER
  - 23. IT MANAGER
  - 24. SYSTEM ENGINEER
  - 25. MECHANICAL ENGINEER
  - 26. ELECTRICAL ENGINEER
  - 27. VICE PRESIDENT/GENERAL MANAGER
  - 28. SENIOR VICE PRESIDENT/EXECUTIVE VICE PRESIDENT/PRESIDENT
  - 29. NON-REGULAR MANUFACTURING WORKER
  - 30A. REGULAR MANUFACTURING WORKER-MANUFACTURING OPERATOR
  - 30B. REGULAR MANUFACTURING WORKER-MAINTENANCE STAFF
  - 30C. REGULAR MANUFACTURING WORKER - OTHER
  - 31. DRIVER/CHAUFFEUR
- COMPARISON ANALYSIS ON TRACKING DATA
- QUESTIONNAIRE

\*The report is available in English

# Global Employee Engagement Survey

Reports & Data

- Questions on workplace, compliance and corporate brand
- Age 20-59, full-time employee
- 20 countries / 1000+ samples each
- To be used as a benchmark to understand the global position of each global branch when conducting employee engagement surveys

## Countries

Australia, Brazil, Canada, China, Taiwan, France, Germany, India, Indonesia, Japan, Malaysia, Mexico, Philippines, Russia, Singapore, South Korea, Thailand, UK, USA, Vietnam



Category	Name	Description
Branding	Brand Index	<ul style="list-style-type: none"> <li>Visualizing the value of corporate brands in a time-series data</li> </ul>
Finance	Finance RADAR	<ul style="list-style-type: none"> <li>Measuring the financial awareness of individuals and the financial activities of households in Japan</li> </ul>
	Finance METER	<ul style="list-style-type: none"> <li>Satisfaction survey of financial institutions collected from 160K consumers in Japan, covering city banks, regional banks, trust banks, securities firms, life insurance companies or general insurance companies</li> </ul>
	Analysts & economists catalogue	<ul style="list-style-type: none"> <li>Individual profile covering: department, phone number, email address, brief history, qualifications, and sector</li> <li>Corporate profile covering: address, phone number, website URL, # of employees, ranking, ranked sector and detailed evaluation</li> </ul>
	Grand100	<ul style="list-style-type: none"> <li>Financial gerontology-based survey from respondents over the age of 60</li> </ul>
Organization	Nikkei Smart Work Management Survey report	<ul style="list-style-type: none"> <li>Rating report of corporations based on the Nikkei's "Smart Work Project"</li> </ul>
	SDGs Management Survey	<ul style="list-style-type: none"> <li>Rating report of corporations based on SDGs</li> </ul>
	Salary Report	<ul style="list-style-type: none"> <li>Nearly 30-years worth of data of local staff's salary</li> </ul>
	Global Employee Engagement Survey	<ul style="list-style-type: none"> <li>Benchmark to understand the global position of each global branch when conducting employee engagement surveys</li> </ul>
Area Marketing	Capital Area Census & West/Central Area Census	<ul style="list-style-type: none"> <li>Online database of user profiles and their usage of commercial facilities in the Tokyo (Capital), Osaka, and Nagoya areas</li> </ul>

# Researches with the government

Government

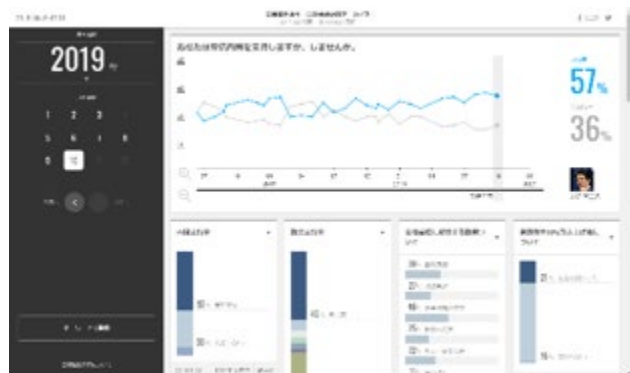
Office	Name	Description
Ministry of Internal Affairs and Communications with Ministry of Economy, Trade and Industry	Economic Conditions Survey	<ul style="list-style-type: none"> <li>Survey on 48,000 offices / 4,000 companies from 35 service industries</li> </ul>
	Census of Manufacture	<ul style="list-style-type: none"> <li>Survey on 58,000 offices / 5,700 companies from the manufacturing industry</li> </ul>
Ministry of Economy, Trade and Industry	Economic Census	<ul style="list-style-type: none"> <li>Survey on 1.27M offices / 260K companies with a collection rate of 92% (the collection rate required by METI: 80%)</li> </ul>
	Survey of Selected Service Industries	<ul style="list-style-type: none"> <li>Survey on 58K offices / companies with a collection rate of 82.5% (the collection rate required by METI: 80%)</li> </ul>
	Current Survey of Production	<ul style="list-style-type: none"> <li>Monthly survey on 5,600 offices / companies using 46 questionnaires</li> </ul>
	Quarterly Survey of Overseas Subsidiaries	<ul style="list-style-type: none"> <li>Quarterly survey on 1,400 companies with overseas subsidiaries (5,100 overseas subsidiaries)</li> </ul>
Statistics Bureau, Ministry of Internal Affairs and Communications	Survey on Service Industries	<ul style="list-style-type: none"> <li>Monthly survey on 39,000 offices from the service industries</li> </ul>



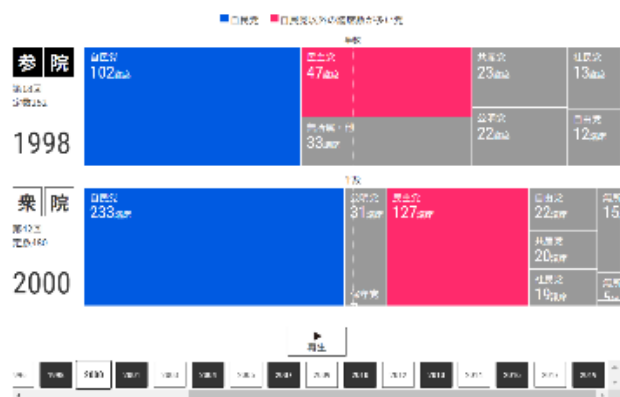
# Supporting Nikkei's Media Business

with Nikkei Group

## Poll Survey



各党の選挙後の議席数と議席占有率



## Digital marketing for The Nikkei

- Predicting cancellation
- Identifying loyal customers
- Visitor click path analysis
- Building KPIs
- Identifying target market segments
- Factor analysis of customer actions



# Research for B2B Database Construction

with Nikkei Group

Reporting from	Name	# of recorded companies	Description	
1985	Nikkei Corporate Information	3,900 listed companies	<ul style="list-style-type: none"> <li>• Company address</li> <li>• Phone number</li> <li>• Lead managing securities companies</li> <li>• Administrator of shareholder registry</li> <li>• Main bank</li> <li>• Auditing firm</li> <li>• Stockholders</li> <li>• Executives</li> <li>• Number of employees</li> </ul>	<ul style="list-style-type: none"> <li>• Listed market</li> <li>• Unit of trading</li> <li>• Stock price</li> <li>• Total assets</li> <li>• Equity capital</li> <li>• Revenue</li> <li>• Operating profit</li> <li>• Ordinary profit</li> <li>• Net profit</li> </ul>
1983	Nikkei Basic Corporation Information (Unlisted)	28,000 unlisted companies	<ul style="list-style-type: none"> <li>• Company address</li> <li>• Phone number</li> <li>• Memberships</li> <li>• Business description</li> <li>• Corporate history</li> <li>• Capital stock</li> <li>• Capital flows</li> <li>• Executives</li> <li>• Customers</li> </ul>	<ul style="list-style-type: none"> <li>• Principal stockholder</li> <li>• Labor environment</li> <li>• Recruitment status</li> <li>• Starting salary</li> <li>• Affiliated companies</li> <li>• Main bank</li> <li>• P/L and B/S of 2 years</li> <li>• Revenues, net profits, and other financial data of 5 years</li> </ul>
2003	Capital Expenditures Survey	2,500 companies selected by Nikkei	<ul style="list-style-type: none"> <li>• Collected twice a year</li> </ul>	



# Our resources

## Our panels

**160K**  
own panels

+

**6.5M** panels  
accessible in Japan

+

**Healthcare  
professionals  
panel**



## Healthcare professionals panel

**360K+ HCPs**

**Physicians**

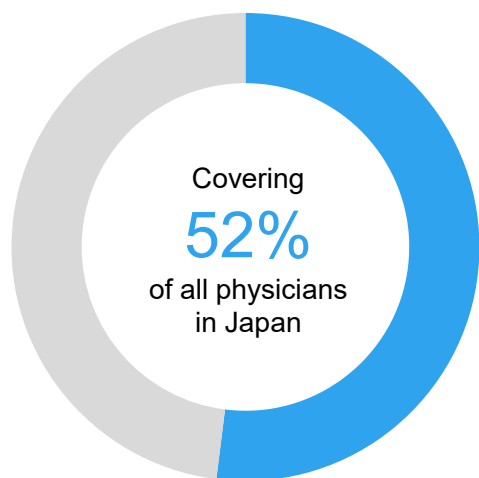
170,000+

**Pharmacists**

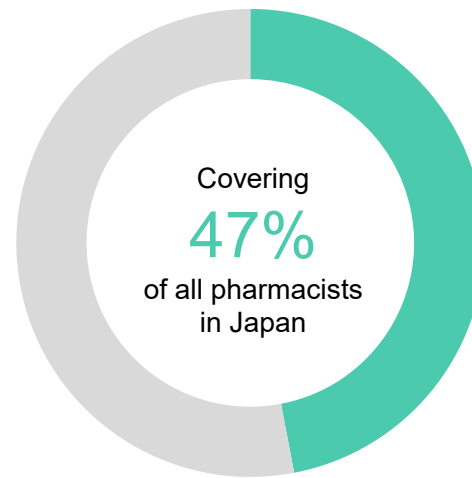
140,000+

**Other HCPs**

50,000+



Physicians in Japan:  
**Apx. 330,000\***



Pharmacists in Japan  
**Apx. 310,000\***

\* Ministry of Health, Labor and Welfare , "Survey of Physicians, Dentists and Pharmacists 2018"

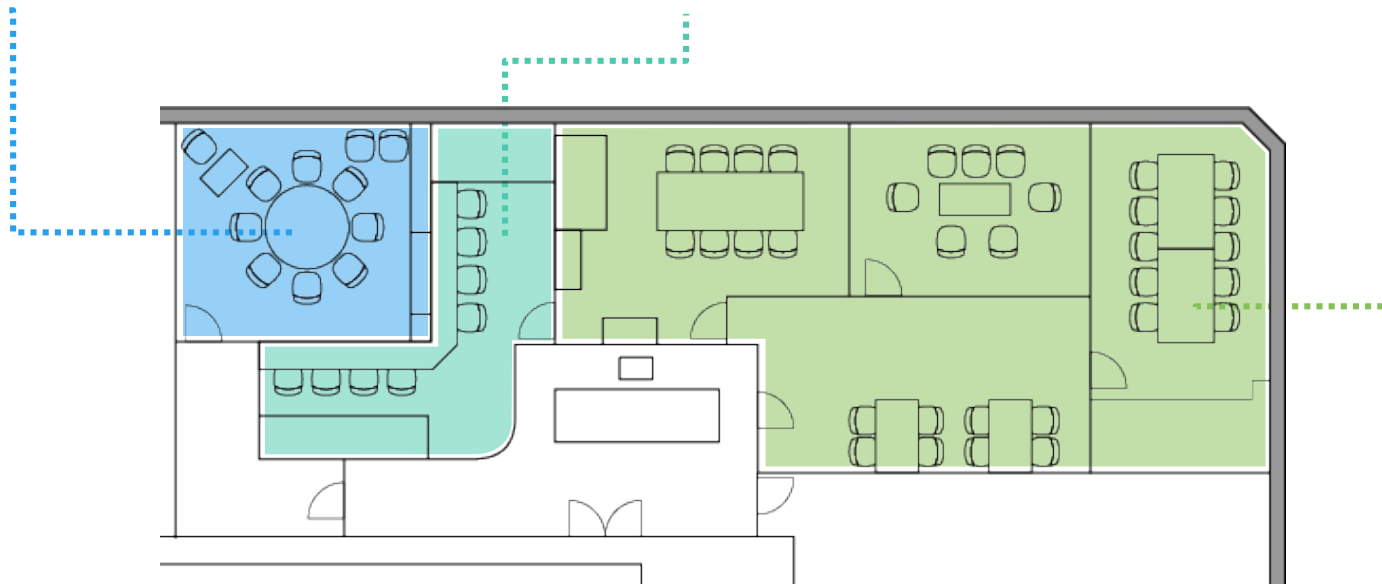
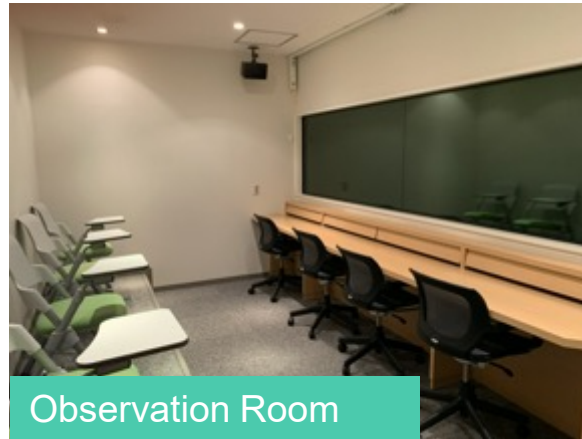
# HCPs member profile

## Main member attribution

Doctor 170,249							
Working doctor	Hospital director and director	Clinic Director / Director	Dentist	Pharmacist	Nurses and associate nurses	Public health nurse	Midwife
137,936	6,669	25,644	7,889	147,820	42,164	2,920	1,488

Specialty (Doctor)				Number of beds (Working doctor)	
Allergology	2,499	Oral surgery	162	Clinic (no bed)	14,220
Anesthesiology	5,389	Orthopedics	9,986	Clinic (1 to 19 beds)	2,700
Breast oncology	386	Otolaryngology	3,771	Hospital (20-99 beds)	6,127
Cardiology	12,795	Palliative care	389	Hospital (100-199 beds)	11,954
Cardiovascular surgery	2,260	Pathology	372	Hospital (200-299 beds)	12,756
Dermatology	4,926	Pediatric surgery	616	Hospital (300-499 beds)	27,372
Emergency / ICU	4,637	Pediatrics	12,465	Hospital (500 beds or more)	55,413
Experimental medicine system	1,607	Plastic surgery	1,609	Other	5,660
Gastroenterology	12,555	Proctology	690		
Gastrointestinal surgery	7,071	Psychiatry	7,027		
General medicine	1,040	Psychosomatic medicine	1,823		
Geriatrics	1,243	Radiology	3,631		
Hematology	2,119	Rehabilitation	3,808		
Internal medicine	55,111	Respiratory medicine	6,418		
Medical oncology	428	Respiratory surgery	1,638		
Metabolism and endocrinology/ Diabetics	4,698	Rheumatology	2,773		
Nephrology	3,695	Surgery	10,989		
Neurology	4,035	Urology	3,899		
Neurosurgery	4,573	Venereology	85		
Obstetrics and gynecology	5,895	Other internal medicine	2,801		
Ophthalmology	3,838	Other surgery	1,186		
		Others	12,438		

## In-house facilities



## Contact us

<https://www.nikkei-r.co.jp/english/>

✉ [global@nikkei-r.co.jp](mailto:global@nikkei-r.co.jp)

### TOKYO

TEL : +81-3-5296-5151

Kamakuragashi Bldg., 2-1, Uchikanda 2-chome,  
Chiyoda-ku, Tokyo 101-0047, Japan

### BANGKOK

TEL : +66-2-078-3410

No. 48/38 Tisco Tower 18 Fl., North Sathorn Rd.,  
Silom, Bangrak, Bangkok 10500

### NEW YORK

TEL : +1-212-261-6228

1325 Avenue of the Americas, Suite 2500  
New York, NY 10019 U.S.A