

BtoB Research in Japan



Approaching NIKKEI subscribers — the largest business professional audience network in Japan

We, **Nikkei Research**, are a member of the world's largest business and economic focused media group; **NIKKEI**, with the Financial Times (FT) as part of our network. This alliance enables us to deliver solutions that fit your needs.

No.1

World's largest financial media

NIKKEI

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

“Nikkei Online Edition” is the most popular medium for business persons in Japan.

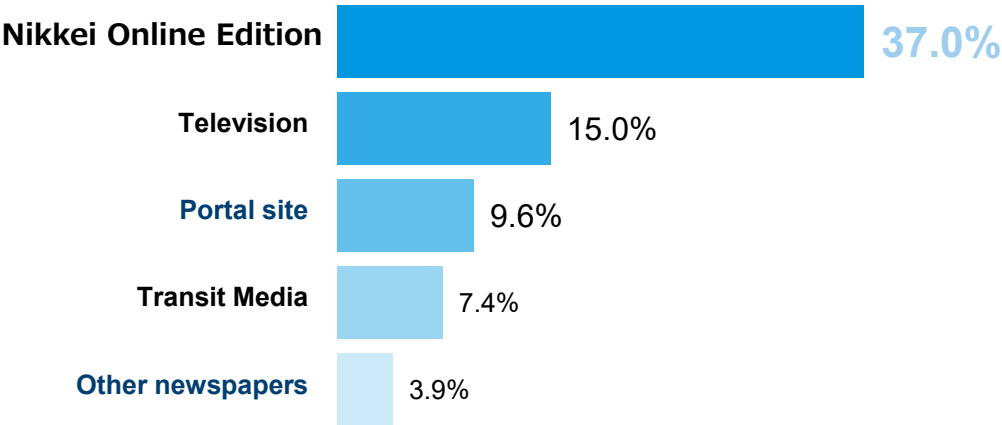
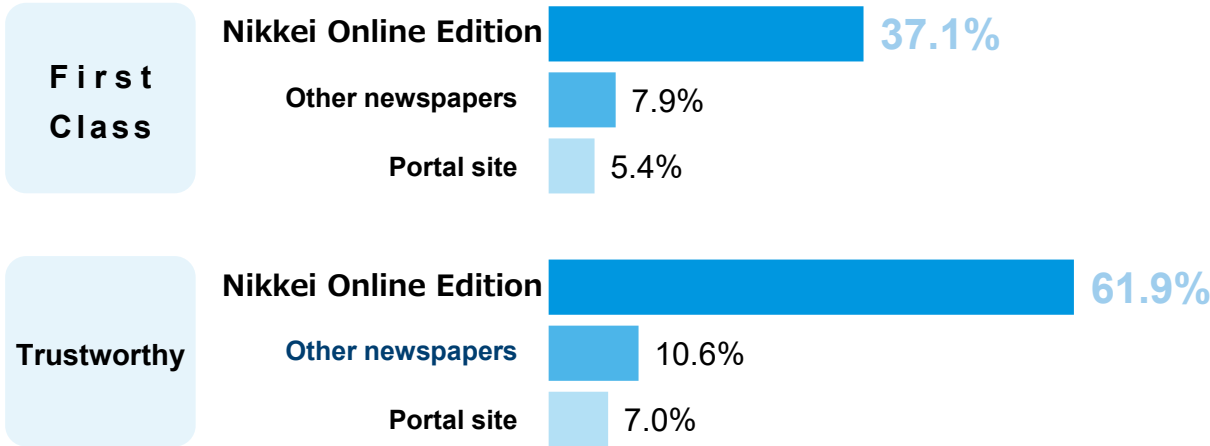
Members of Nikkei Online Edition have a positive impression like "Trustworthy" and "First-class" of advertisements shown on Nikkei Online Edition.



What is your impression of companies that advertise on Nikkei or other media?



This medium leads to a new conversation with a business partner.



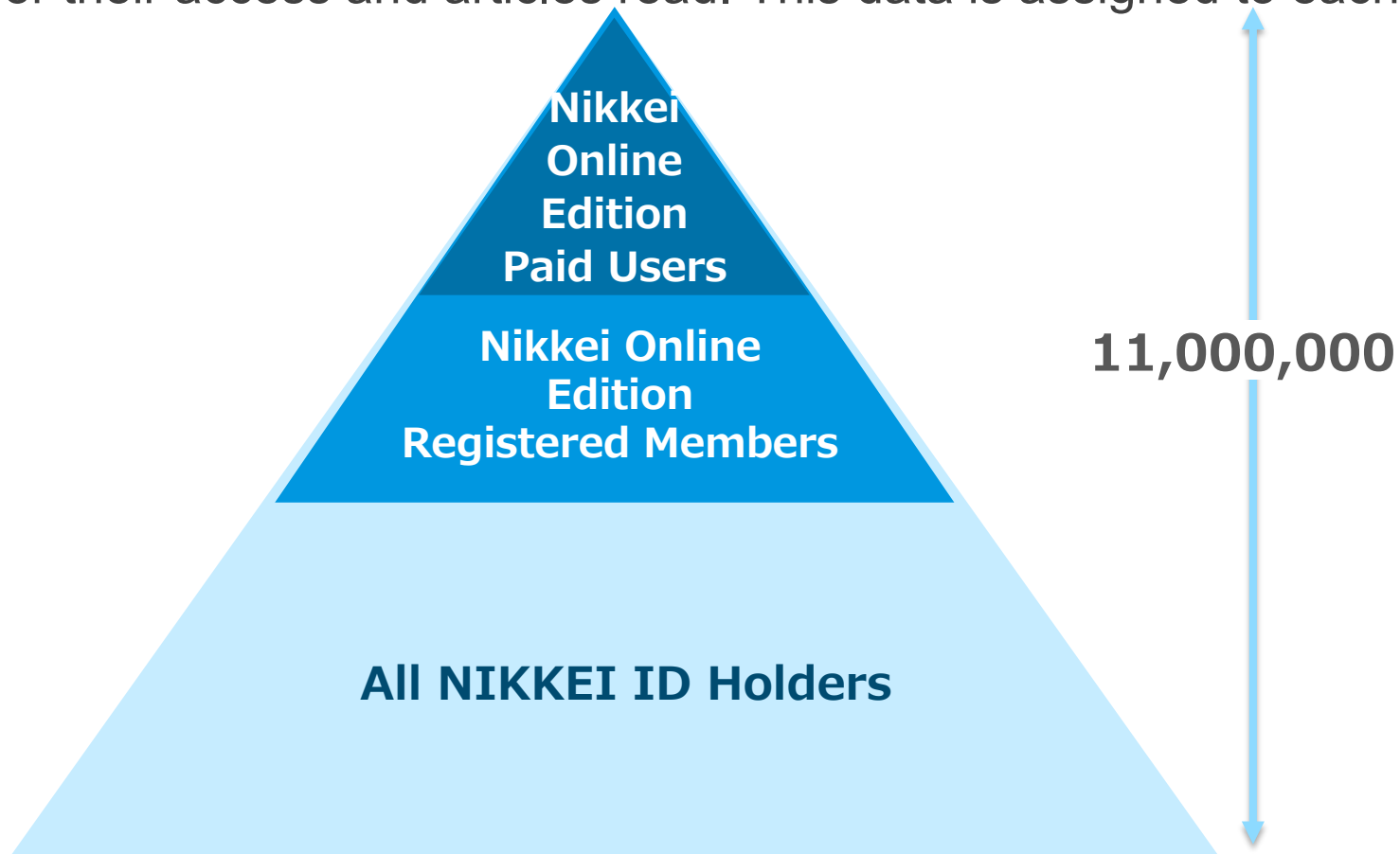
Nikkei Online Edition User Survey 2024
 • Survey period: August 2024
 • Survey participants: 1,849 online edition readers



We offer a special panel in Japan for conducting BtoB surveys.
It is **"NIKKEI ID holders"** that include "Nikkei Online Edition" readers.

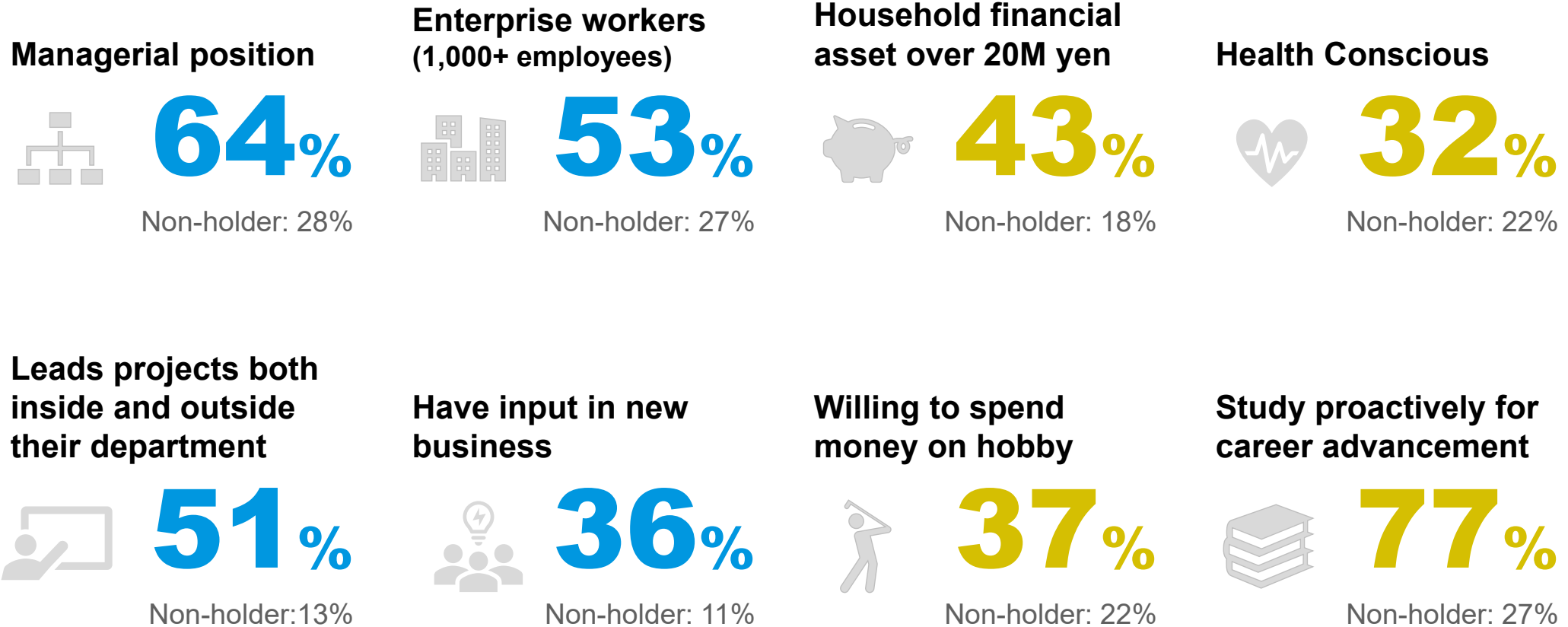
Approximately 11 million people have a NIKKEI ID. This includes paid members and non-paid members of Nikkei Online Edition, as well as members of other media in the Nikkei group.

These members can be targeted using user-registered attributes like Job Title, Age, Place of residence or their access and articles read. This data is assigned to each ID, enabling targeted delivery.



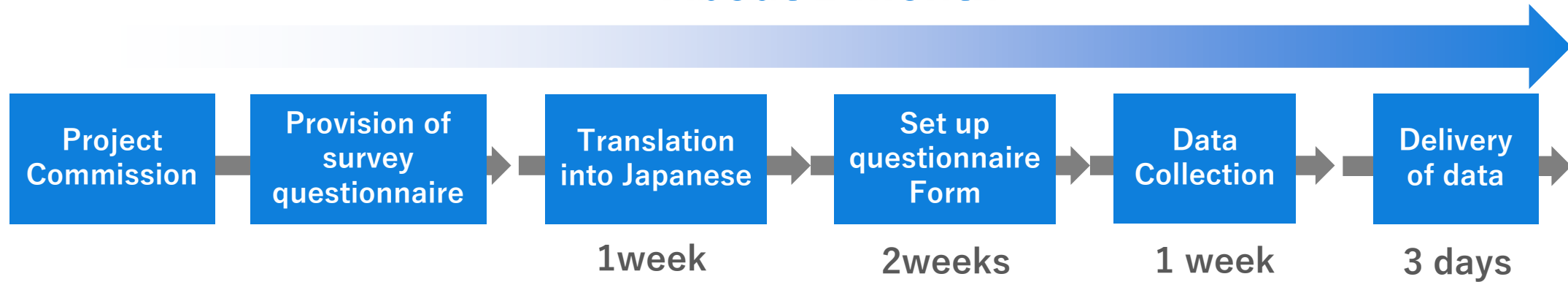
- 1 Access to the member community of **11 million business professionals** for your research needs
- 2 *Survey audiences = **Your business targets***
Direct connection from the research to your business
- 3 Focus and target **specific segments**;
leaders, managers, new trend enthusiasts, early adopters, rich, etc.

You can approach those who have a strong influence on their business and are willing to spend money privately.



Nikkei Online Edition User Survey 2024 (Employed and self-employed)

About 1 Month



* This schedule is for reference only and subject to change.

Point to notice

- ✓ We do not offer panel supply. (hosting on Nikkei's server only)
- ✓ We accept "Forsta" program you prepare. We host it on our server.

Please reach out to us anytime!

NIKKEI

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PANEL BOOK

Accessible through the member's registration information below.

Category	Breakdowns
Region	Greater Tokyo Metropolitan area (Tokyo, Chiba, Saitama, Kanagawa) Kanto area Kansai area Chubu area Per prefecture
Age	20s 30s 40s 50s 60s 70s+
Employment type	Full time (Regular, Public, etc.) Self-employed
Household Annual Income	Under 6 million yen 6-8 million yen Over 8 million yen

Category	Breakdowns
Position	Executive Board member Director General manager Section manager Chief
Number of Employees	1-9 10-49 50-99 100-299 300-499 500-999 1,000-2,999 3,000-4,999 5,000-9,999 10,000-19,999 20,000+

*Provision of one's position, industry, field, number of employees are mandatory upon registration for those employed or self-employed.
Provision of household income is optional.*

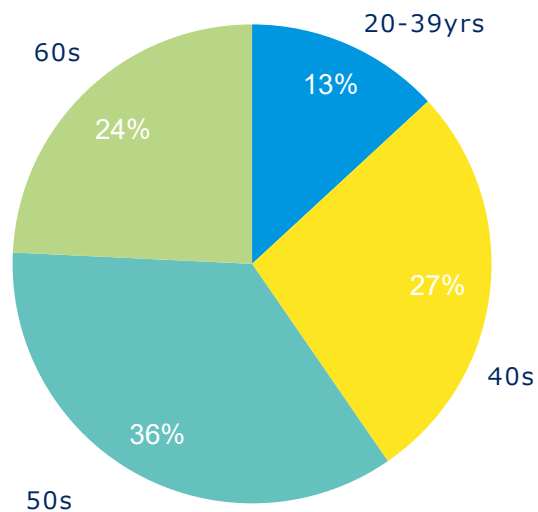
Category	Breakdowns
Industry	Agriculture & Mining
	Construction
	Automotive & Transportation
	Electronics
	Machinery
	Materials
	Energy
	Food, Drug & Cosmetics
	Other Manufacturing
	Wholesale, Retail & Commerce (incl. Trading Companies)
	Finance, Securities, Insurance
	Real Estate
	Communication Services
	Information Technology , SI, Software
	Shipping
	Consulting, Accounting, Legal
	Broadcast, Publishing, Advertisement, Media
	Government Employee (excl. Teachers)
	Education & Learning Support
	Medical
	Nursing, Caretaking & Welfare
	Restaurant & Hospitality
	Personnel Services
	Travel

Category	Breakdowns
Department	Corporate Planning / Board Member
	Business Planning and Development
	Public Relations / Promotion
	General Affairs / HR
	Materials / Procurement
	Finance & Accounting
	General Office
	IT, IT Systems
	Planning, Market Study, Marketing
	Sales
	Production, Manufacturing
	Logistics / Shipping
	Engineering & Design
	Research & Development
	Editing, Compiling, Production
	Architecture / Construction
	Medical
	Accounting
	Legal
	Education / Teaching

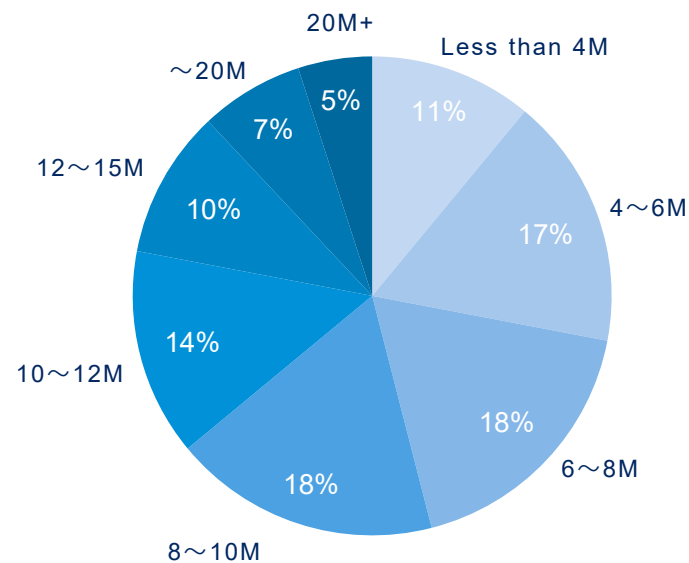
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Provision of household income is optional.*



Age



Annual Household Income(JPY)



Average HHI in Japan
5.45M(JPY)

Medium HHI in Japan
4.05M(JPY)

From Comprehensive Survey of Living Conditions 2022



Expected number of respondents ①Job Title / Company Size

Expected number
of respondents



More than 300s



100 – 299s



Less than 100s

Job Title

Company Size

	All	Enterprise workers (1,000+ employees)		
			1-9	
			10-49	
Executive/ Board member			50-99	
			100-499	
			500-999	
Director/ General Manager			1,000-2,999	
			3,000-4,999	
			5,000-9,999	
Section manager and other staffs			10,000-19,999	
			More than 20,000	



Expected number of respondents ② Industry

Expected number
of respondents

☒ More than 300s

☐ 100 – 299s

☐ Less than 100s

Industry

	All	Enterprise workers (1,000+ employees)		All	Enterprise workers (1,000+ employees)
Agriculture & Mining	<input type="radio"/>	<input type="radio"/>	Communication Services	<input checked="" type="radio"/>	<input type="radio"/>
Construction	<input checked="" type="radio"/>	<input type="radio"/>	Information Technology, SI, Software	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Automotive & Transportation	<input checked="" type="radio"/>	<input type="radio"/>	Shipping	<input type="radio"/>	<input type="radio"/>
Electronics	<input checked="" type="radio"/>	<input checked="" type="radio"/>	Consulting, Accounting, Legal	<input checked="" type="radio"/>	<input type="radio"/>
Machinery	<input type="radio"/>	<input type="radio"/>	Broadcast, Publishing, Advertisement, Media	<input checked="" type="radio"/>	<input type="radio"/>
Materials	<input type="radio"/>	<input type="radio"/>	Government Employee	<input checked="" type="radio"/>	<input type="radio"/>
Energy	<input type="radio"/>	<input type="radio"/>	Education & Learning Support	<input checked="" type="radio"/>	<input type="radio"/>
Food, Drug & Cosmetics	<input checked="" type="radio"/>	<input type="radio"/>	Medical	<input type="radio"/>	<input type="radio"/>
Other Manufacturing	<input checked="" type="radio"/>	<input type="radio"/>	Nursing, Caretaking & Welfare	<input type="radio"/>	<input type="radio"/>
Wholesale, Retail & Commerce	<input checked="" type="radio"/>	<input checked="" type="radio"/>	Restaurant & Hospitality	<input type="radio"/>	<input type="radio"/>
Finance, Securities, Insurance	<input checked="" type="radio"/>	<input checked="" type="radio"/>	Personnel Services	<input type="radio"/>	<input type="radio"/>
Real Estate	<input type="radio"/>	<input type="radio"/>	Travel	<input type="radio"/>	<input type="radio"/>

※ As of November 2024



Expected number of respondents ③Department

Expected number
of respondents



More than 300s



100 – 299s



Less than 100s

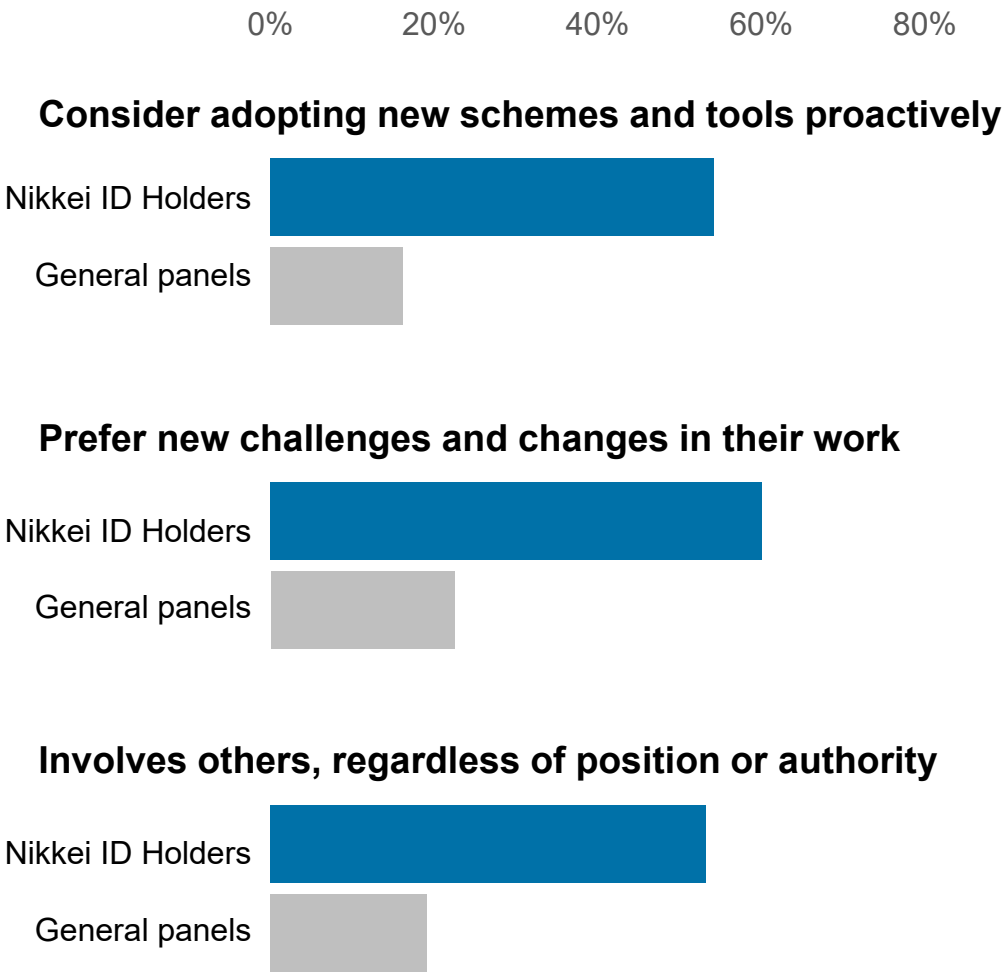
Department

	All	Enterprise workers (1,000+ employees)		All	Enterprise workers (1,000+ employees)
Corporate Planning / Board Member	More than 300s	Less than 100s	Engineering & Design	More than 300s	More than 300s
Business Planning and Development	More than 300s	100 – 299s	Research & Development	More than 300s	100 – 299s
Public Relations / Promotion	100 – 299s	100 – 299s	Editing, Compiling, Production	100 – 299s	Less than 100s
General Affairs / HR	More than 300s	Less than 100s	Architecture / Construction	100 – 299s	Less than 100s
Materials / Procurement	Less than 100s	Less than 100s	Medical	100 – 299s	Less than 100s
Finance & Accounting	More than 300s	100 – 299s	Accounting	Less than 100s	Less than 100s
General Office	More than 300s	More than 300s	Legal	Less than 100s	Less than 100s
IT, IT Systems	More than 300s	More than 300s	Education / Teaching	100 – 299s	Less than 100s
Planning, Market Study, Marketing	More than 300s	More than 300s			
Sales	More than 300s	More than 300s			
Production, Manufacturing	100 – 299s	100 – 299s			
Logistics / Shipping	Less than 100s	Less than 100s			

NIKKEI ID Holders are “leaders” in the organization.

They are always seeking new ways of working and welcome changes.

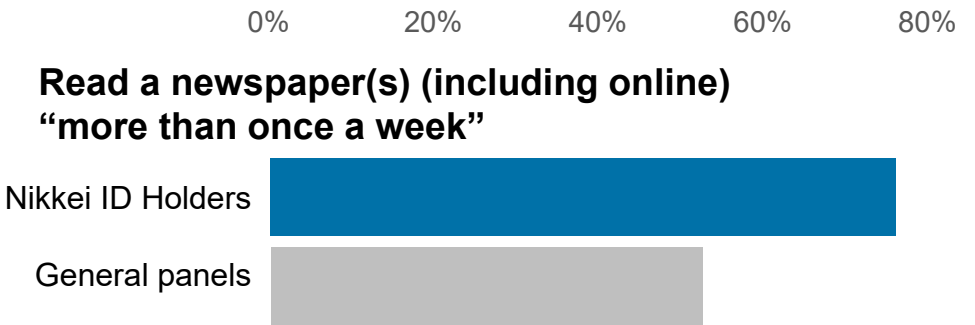
They are social and engaged with others.



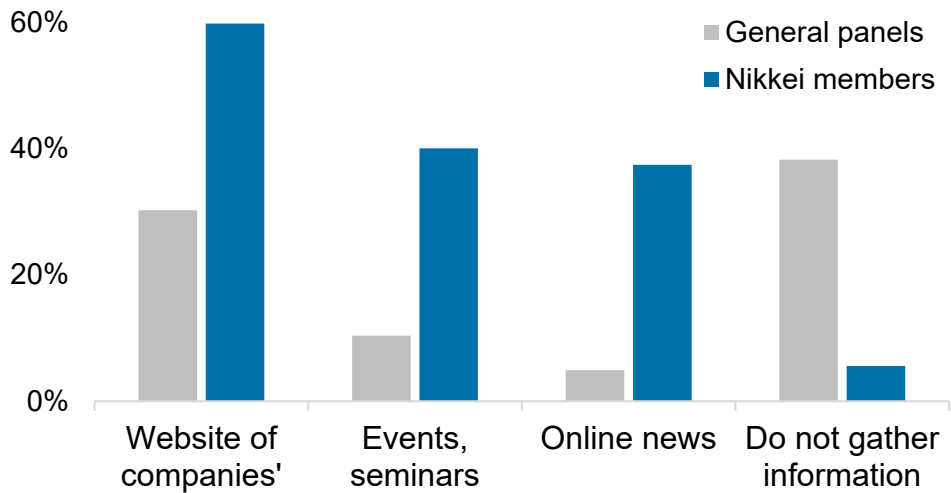
NIKKEI ID Holders are obsessed to news and new things.

They are searching or exposed to miscellaneous sources daily.

We can find the best channel for communicating to the target audiences.



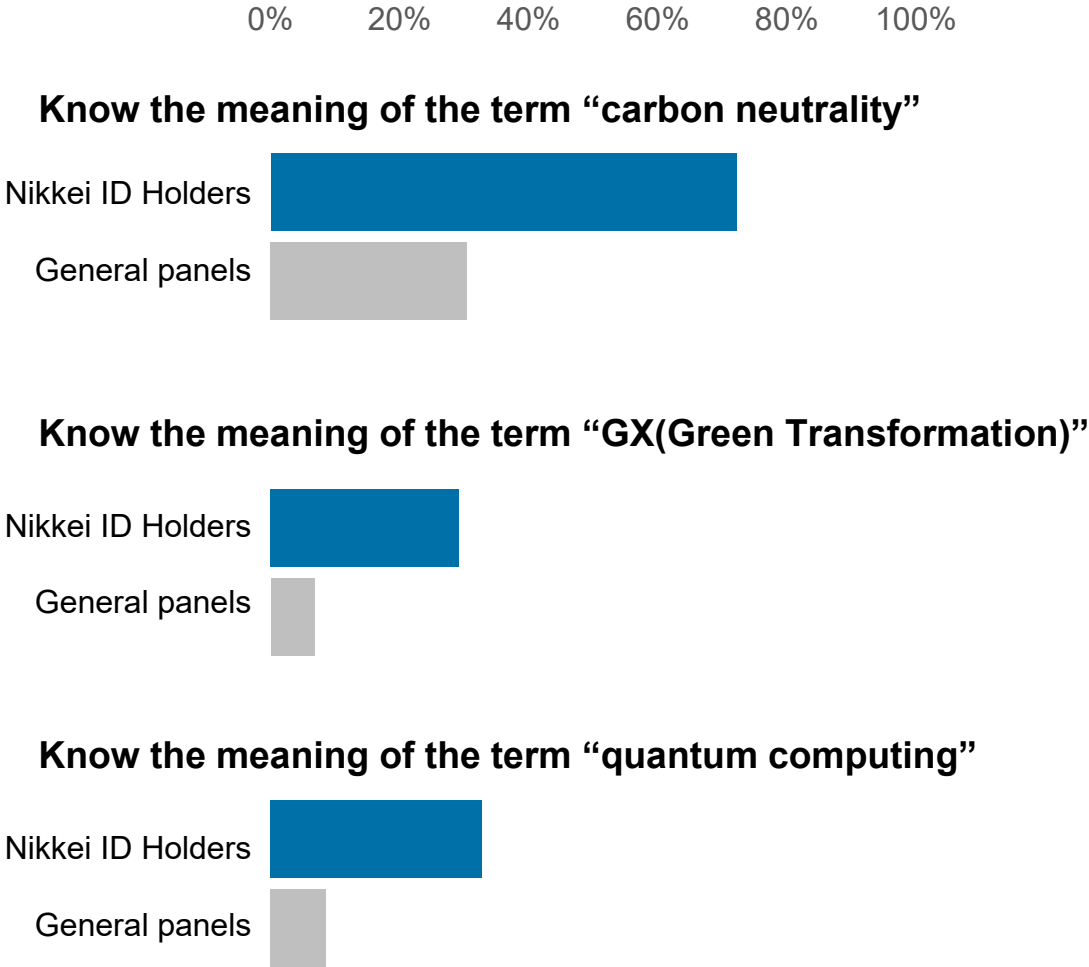
Source of work-related information, you use often



NIKKEI ID Holders are knowledgeable people with good understandings of broad and latest business topics.

They know the meanings and not just heard of it.

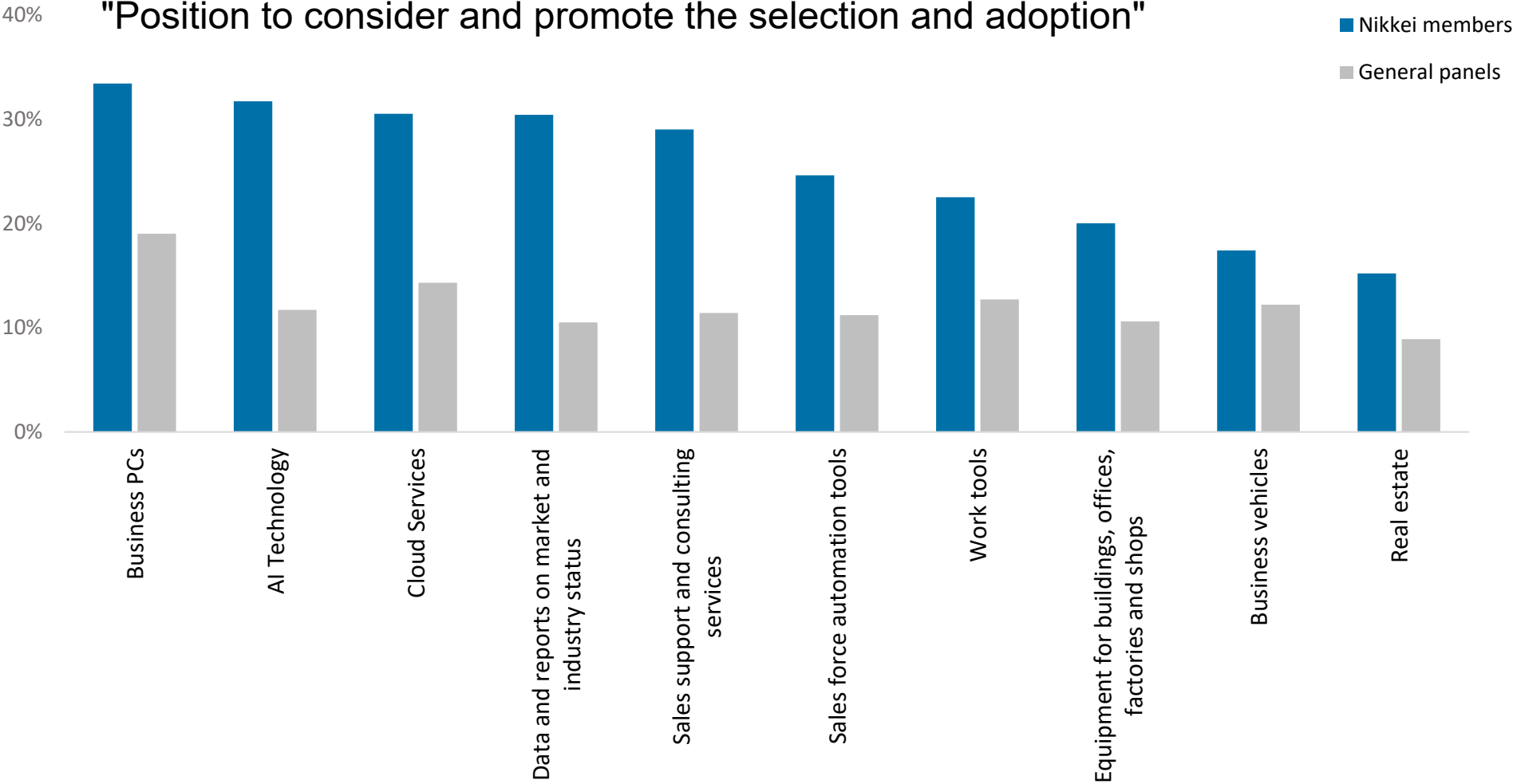
You can receive meaningful answers even if you dig deeper into latest business topics..



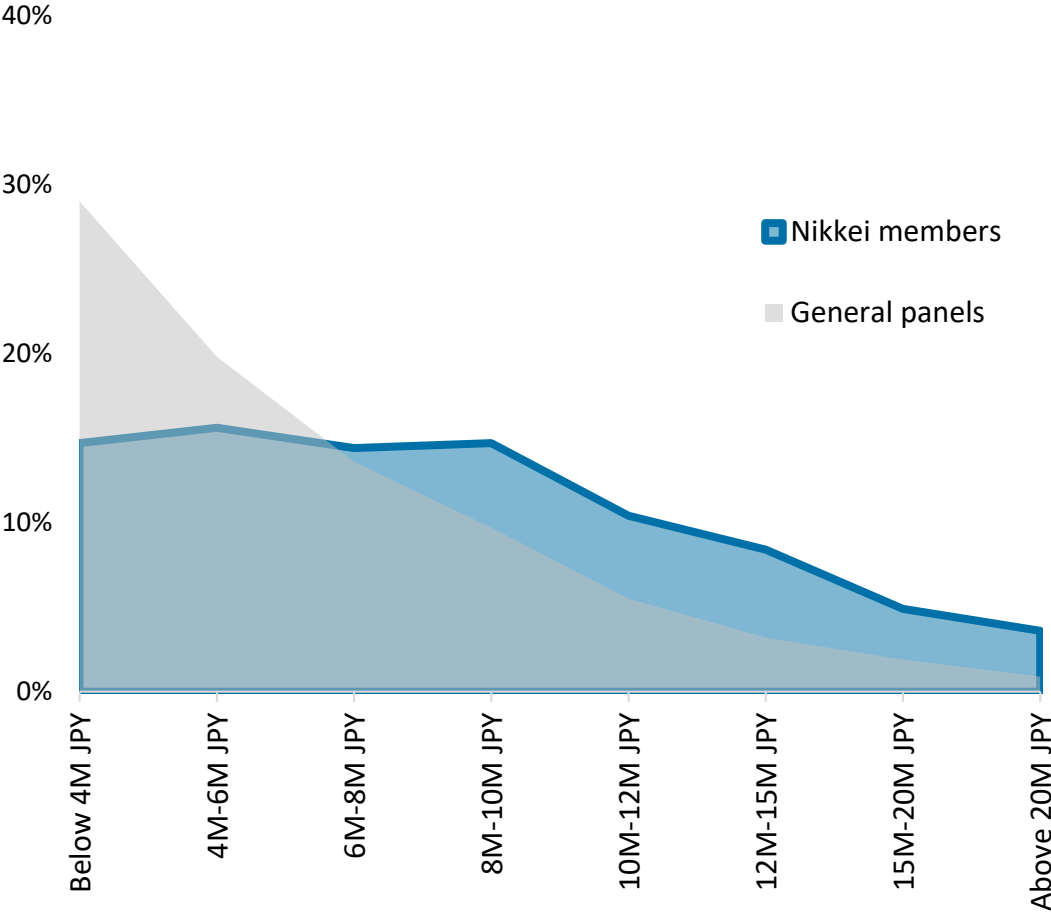
How are you involved in the selection, purchase, and adoption of products/services in the following areas?

"Make final decisions and approvals",

"Position to consider and promote the selection and adoption"

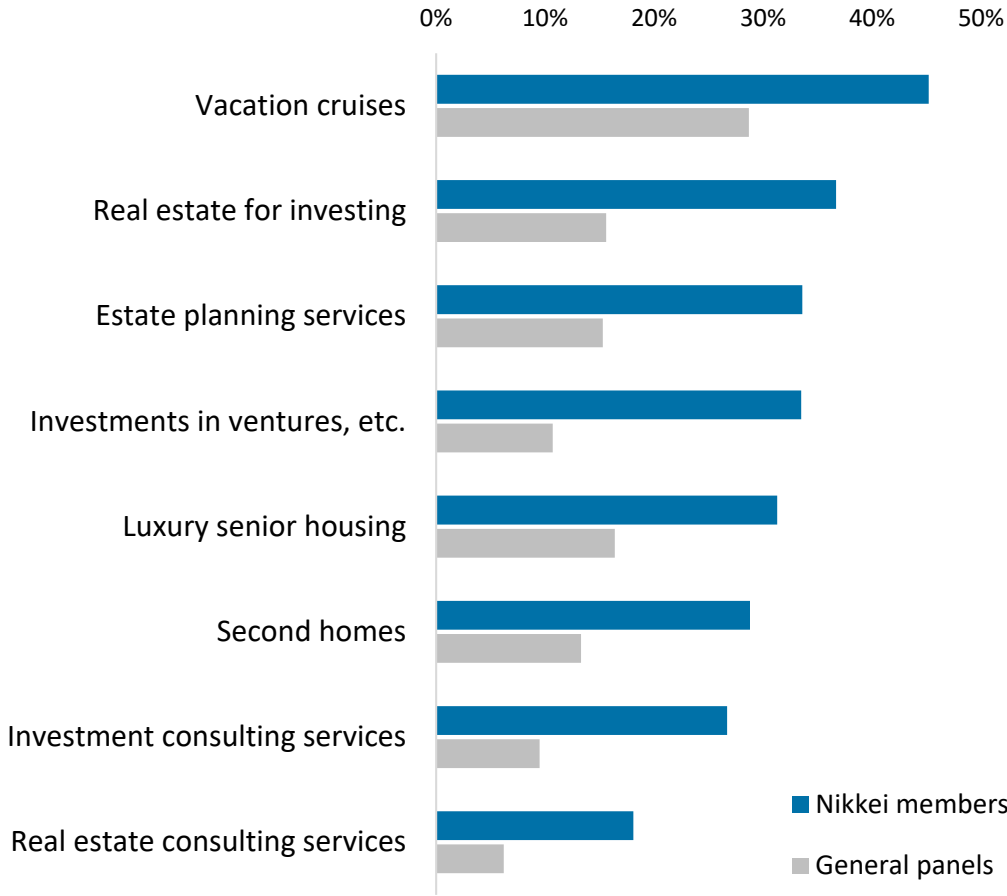


Household Annual Income



Do you use the following?

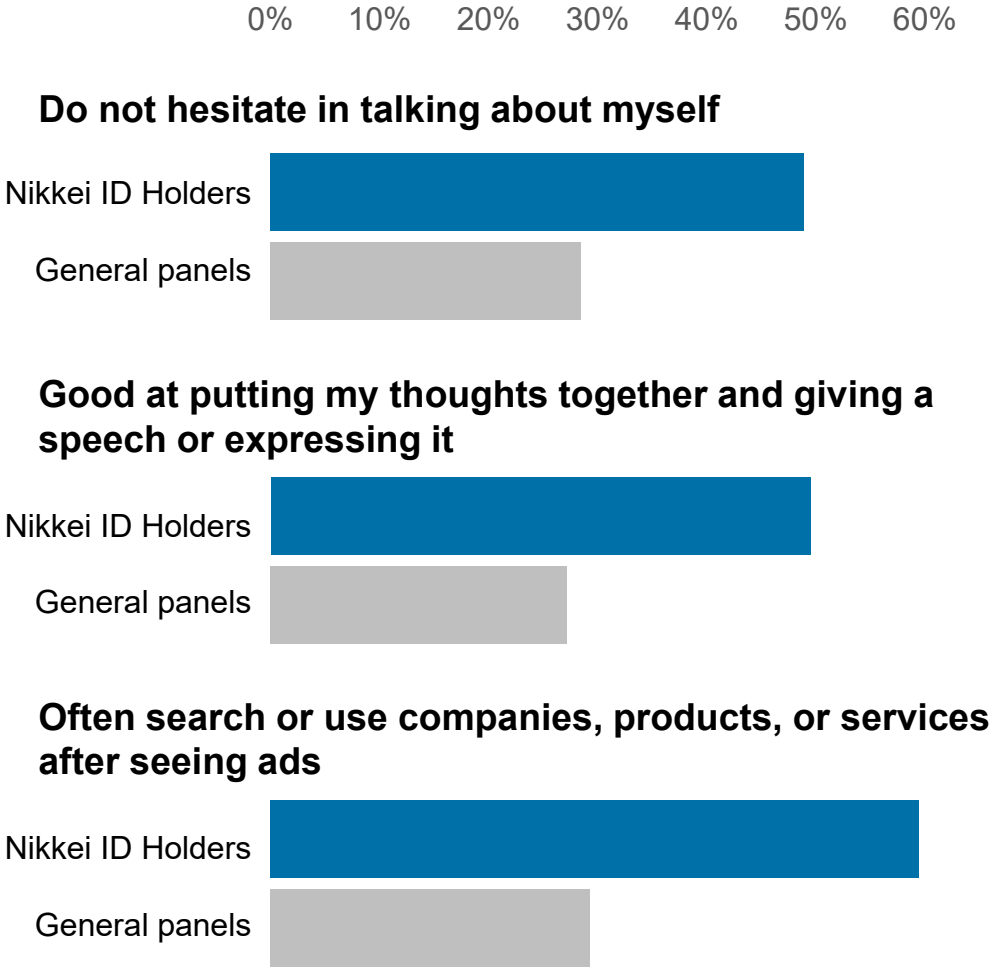
“Use/own”, “Considering”, “Interested”



NIKKEI ID Holders are open to share their thoughts.

They do not hesitate to cooperate in research.

They are somewhat observant and susceptible to communications by companies, that makes probing topics easier, compared to ignorant audiences.



After Covid-19, what changes have you seen in your information gathering and dissemination of "business updates, technology and skills"? (open ended)

Result using the keyword "AI" in the answers.

	Quantity	Quality
General panels	0.7% (4 out of 579s)	<ul style="list-style-type: none"> ➤ I am increasingly exposed to information about AI. ➤ There has been something AI-related.
Nikkei ID Holders	1.5% (30 out of 1916s)	<ul style="list-style-type: none"> ➤ I have been gathering Most information on the Web. In addition, the search for the best sources of information has recently become more efficient using AI. ➤ I have become much more cautious about whether AI has created fake news or not.

Details,
Background,

Q. Another company said it was not possible to conduct survey targeting businesspersons under our criteria. Would you be able to collect enough number of respondents by NIKKEI ID?

It depends on the conditions, but it is possible. Upon regarding your specific criteria, and based on the incident rate/cooperation rate, we will propose the number of respondents we can collect. Our advantages are being able to approach to businesspeople who are highly focused to the issues.

Q. Is there any difference in responses that are collected from corporate surveys?

Yes, there is. Corporate surveys ask companies as a whole and are suitable for investigating the status and policies of a company. While, the NIKKEI ID Research is targeted towards individuals, and is suitable when you want to reach businesspeople in a specific field, regardless of the corporation, such as surveys for marketing purposes. We suggest you choose the right method depending on your purpose and budget.

Q. Is it possible to have a follow up in-depth surveys?

Yes, we can have the respondents' consent to cooperate in an

additional follow up interview during the initial survey.

Q. What kind of survey should be done if the estimated number of respondents is very small?

We recommend qualitative research such as interviews to obtain more detailed/contextualized information, rather than quantitative surveys.

Q. Can you provide the names of respondents and their employers?

No, we cannot provide personal information. We can provide certain information (gender, job title, industry, company size, etc.), under the extent of where respondents or employers cannot be identified.

Q. Respondents are registered users of Nikkei's services, but don't that affect the results?

In general, it will not have any impact. However, caution is required on studies that ask about media and information sources.

Q. Is it possible to use the survey results for advertising and PR?

Yes, we offer the "Nikkei Online Article & Advertising Bundle Plan" in collaboration with Nikkei, Inc.

Please reach out to us anytime!



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