



JMRA

- JMRA & MR Industry Trend in Japan -

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Summary of JMRA

Establishment : 1975

Members : Full members < 141 companies >
Support members <81 Companies (Legal entities)>
<Individuals 135 people>

Organization Chart



Main Tasks

Codes, Guidelines

JMRA Code/JMRAQS/
ISO20252/CLT Guidelines etc....

Research & Development

Annual Conferences

Seminars

Publishing



MR Industry Trend in Japan 2011

Market Scale (estimation)

2011	JPY(billion)	USD(million)	Year on year(%)
Market Size (estimation)	173	2,210	101.9
➤ Panel	57	730	102.0
➤ Ad hoc	108	1,380	102.0
*(Internet)	46	590	106.7
*(Others)	62	790	98.8
➤ Others	8,	100	100.0

*() is Breakdown of Ad hoc

Breakdown of Our Client Industries

Public	Food, Drinks etc...	Chemical, Cosmetic, etc...	Electrical product, etc...	Mass media / Advertising firms	Think-tanks / R&D firms	Others
6%	15%	17%	5%	28%	10%	19%

Survey Methods

Breakdown of Sales (Ad hoc survey methods)

Face to face	13%
Mail	10%
CLT / CAPI	12%
TEL / CATI	1%
Internet	40%
Group Interviews / Depth	15%
Others	9%

New methods

- MROC
- Social media Research
- Neuro-marketing
- Ethnography
(New Device)

Thank you



Japan Marketing Research Association