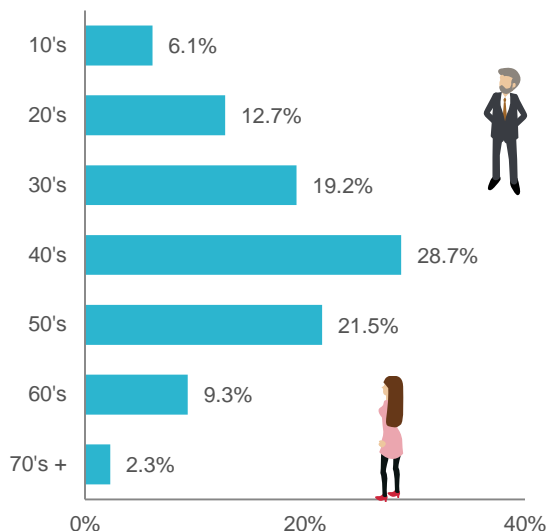


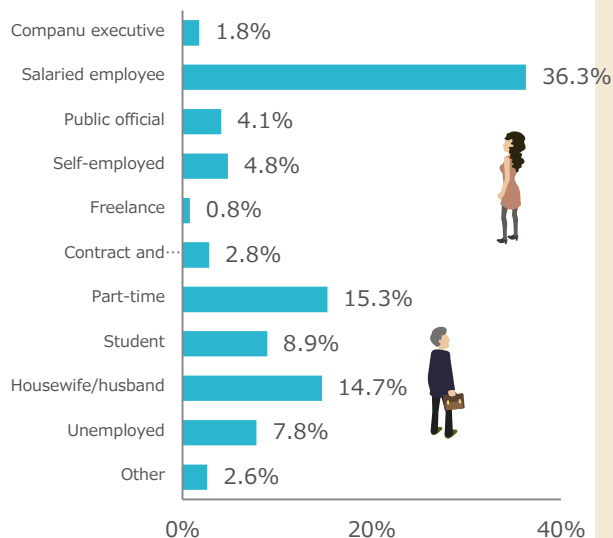
As of January 10, 2017

3,759,097 people

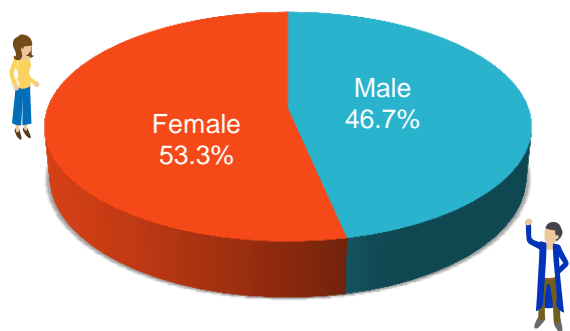
Age group



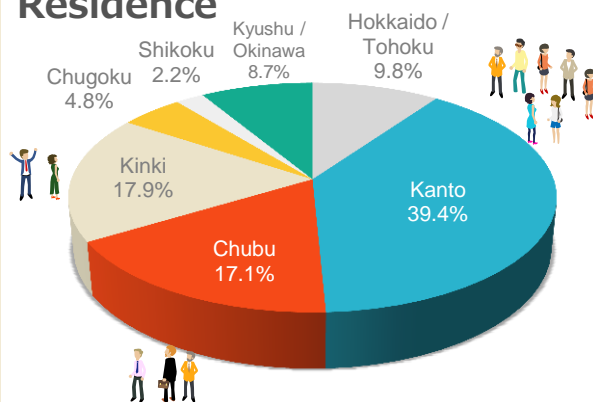
Occupation



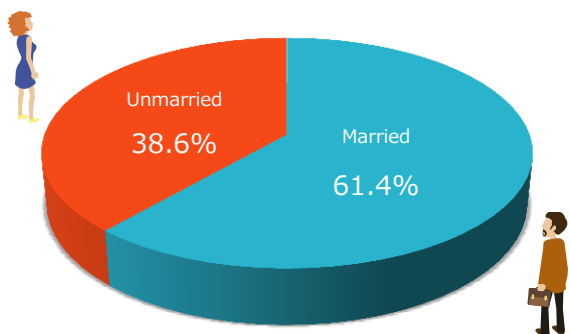
Gender



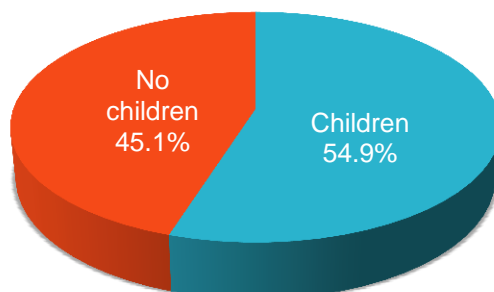
Residence



Marital status



Children



Active monitor attribute configuration data

Age group

10's	6.1%
20's	12.7%
30's	19.2%
40's	28.7%
50's	21.5%
60's	9.3%
70's or older	2.3%

Occupation

Company executive	1.8%
Salaried employee	36.3%
Public official	4.1%
Self-employed	4.8%
Freelance	0.8%
Contract and temporary employee	2.8%
Part-time	15.3%
Student	8.9%
Housewife/husband	14.7%
Unemployed	7.8%
Other	2.6%

Marital status

Married	61.4%
Unmarried	38.6%

Children

Children	54.9%
No children	45.1%

Gender

Male	46.7%
Female	53.3%

Residence

Hokkaido / Tohoku	9.8%
Kanto	39.4%
Chubu	17.1%
Kinki	17.9%
Chugoku	4.8%
Shikoku	2.2%
Kyushu / Okinawa	8.7%

N=194,744

As of January 10, 2017



Gender – age monitor configuration ratio



	10's	20's	30's	40's	50's	60's	70's +	total
Male	2.1%	3.2%	6.6%	13.9%	12.6%	6.5%	1.7%	46.7%
Female	4.1%	9.5%	12.6%	14.8%	8.9%	2.8%	0.5%	53.3%
total	6.1%	12.7%	19.2%	28.7%	21.5%	9.3%	2.3%	100.0%



Occupation monitor configuration ratio



	Public official	Salaried employee	Company executive	Contract / temp employee	Self-employed	Freelance	Housewife/husband	Part-time	Student	Unemployed	Other
10's	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	5.4%	0.1%	0.0%
20's	0.4%	3.6%	0.1%	0.4%	0.2%	0.0%	1.7%	2.0%	3.4%	0.7%	0.3%
30's	0.8%	7.9%	0.2%	0.6%	0.5%	0.1%	4.2%	3.4%	0.1%	0.9%	0.5%
40's	1.2%	13.0%	0.4%	0.8%	1.4%	0.2%	4.2%	5.3%	0.1%	1.3%	0.8%
50's	1.3%	9.5%	0.7%	0.5%	1.6%	0.2%	2.7%	3.3%	0.0%	1.0%	0.6%
60's	0.3%	2.0%	0.4%	0.4%	0.9%	0.1%	1.5%	1.1%	0.0%	2.4%	0.3%
70's +	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.4%	0.1%	0.0%	1.4%	0.1%
合計	4.1%	36.3%	1.8%	2.8%	4.8%	0.8%	14.7%	15.3%	8.9%	7.8%	2.6%

Marital status monitor configuration ratio



	Married		Unmarried		total
	Children	No children	Children	No children	
10's	0.1%	0.1%	0.1%	5.8%	6.1%
20's	2.5%	0.9%	0.4%	8.9%	12.7%
30's	10.3%	2.0%	1.1%	5.8%	19.2%
40's	16.8%	2.9%	2.4%	6.6%	28.7%
50's	13.2%	3.0%	1.9%	3.5%	21.5%
60's	4.5%	3.1%	0.6%	1.1%	9.3%
70's +	0.7%	1.2%	0.1%	0.2%	2.3%
total	48.2%	13.2%	6.7%	31.9%	100.0%

Special panel items

Data acquisition : Aug – Oct 2016

B to B

- Industry
- Profession
- Employment status
- Company size / Number of employees
- Company's capital fund
- Company's revenue
- Involvement level at procurement / recruiting



Railroad lines

- Train line of nearest station Greater Tokyo (Tokyo + 3 prefectures)
- Train line of nearest station Kansai region (Osaka, Kyoto + 4 prefectures)

Residential house

- House form
- Length of residence
- Age of house
- Total floor space
- Builder of house
- Housing equipment
- Gas contract
- Home purchase plan
- Type of housing you consider
- Past renovation / extension and remodeling
- Parts you remodeled
- Renovation / extension and remodeling plan
- Parts you consider to remodel
- Household population
- Household formation



Special panel items

Data acquisition : Aug – Oct 2016

Finance

- Financial assets and real-estate assets you keep
- Banks you use at present
- Bank you use most
- Security companies you use at present
- Security company you use most
- Contract type of your insurance
- Owned assets in household
- Assets of your own
- Credit cards you have



Automobile (at home)

- Type of your driver's license
- Number of cars owned
- Your car manufacturer / brand
- Car models
- Involvement level at car purchase
- Timing of car purchase



City

- Current residential area

Pay-TV

- Subscription status of pay-TV
- Enrollment period of pay-TV subscription



Pet

- Types of pets you are with (dog / cat / other)
- Place pets stay (Indoor / Outdoor)
- Types of food you feed for pets
- Age of pets
- Breed of dog /cat (or other pet animal)



Sufferer

- Your disease / disorder at present
- Your past disease / disorder
- Past disease / disorder of household members