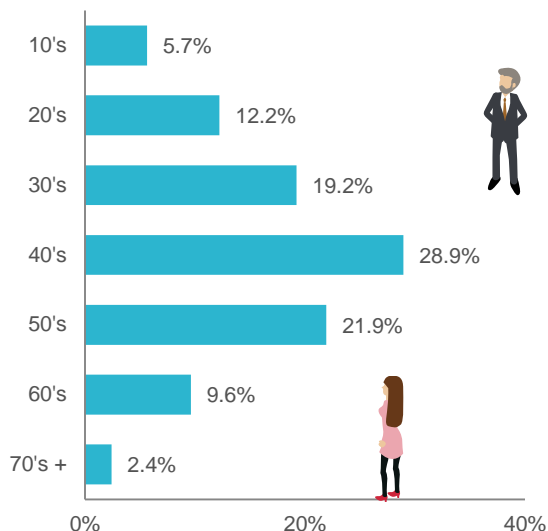As of February 1, 2017

3,858,829 people
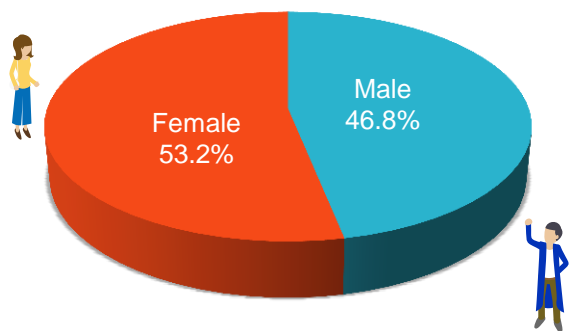
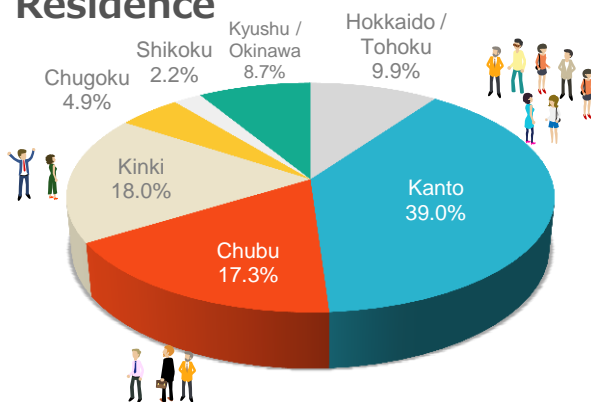## Age group

Age	%
10's	5.7%
20's	12.2%
30's	19.2%
40's	28.9%
50's	21.9%
60's	9.6%
70's +	2.4%

(0% – 20% – 40%)

Occupation

Occupation	%
Companu executive	1.8%
Salaried employee	36.4%
Public official	4.2%
Self-employed	4.9%
Freelance	0.8%
Contract and…	2.7%
Part-time	15.6%
Student	8.3%
Housewife/husband	14.9%
Unemployed	7.8%
Other	2.6%

(0% – 20% – 40%)

Gender

- Male 46.8%
- Female 53.2%

Residence

- Kanto 39.0%
- Chubu 17.3%
- Kinki 18.0%
- Chugoku 4.9%
- Shikoku 2.2%
- Kyushu / Okinawa 8.7%
- Hokkaido / Tohoku 9.9%

Marital status

- Married 62.7%
- Unmarried 37.3%
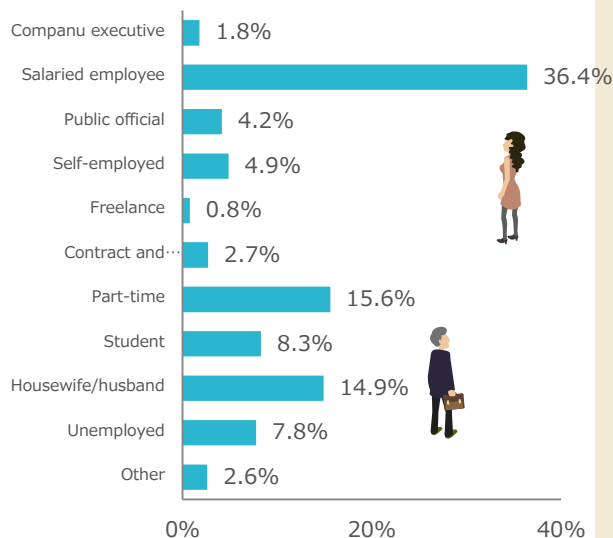
Children
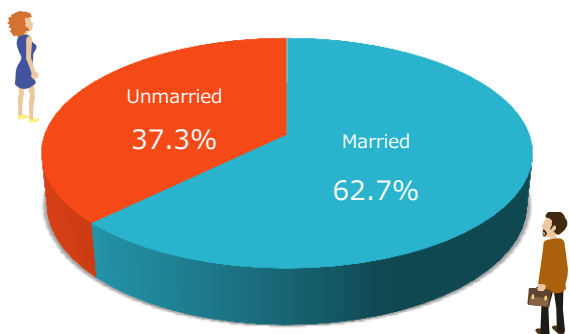
- Children 56.6%
- No children 43.4%
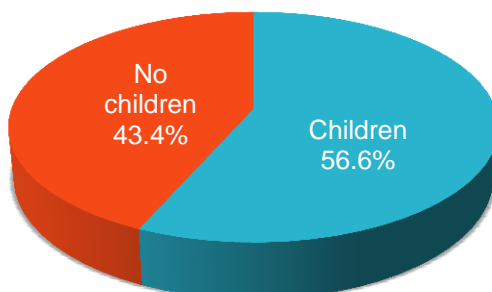
Active monitor attribute configuration data

Age group

10's	5.7%
20's	12.2%
30's	19.2%
40's	28.9%
50's	21.9%
60's	9.6%
70's or older	2.4%

Gender

Male	46.8%
Female	53.2%

Residence

Hokkaido / Tohoku	9.9%
Kanto	39.0%
Chubu	17.3%
Kinki	18.0%
Chugoku	4.9%
Shikoku	2.2%
Kyushu / Okinawa	8.7%

N=199,194

As of February 1, 2017

Occupation

Company executive	1.8%
Salaried employee	36.4%
Public official	4.2%
Self-employed	4.9%
Freelance	0.8%
Contract and temporary employee	2.7%
Part-time	15.6%
Student	8.3%
Housewife/husband	14.9%
Unemployed	7.8%
Other	2.6%

Marital status

Married	62.7%
Unmarried	37.3%

Children

Children	56.6%
No children	43.4%

Gender – age monitor configuration ratio

	10's	20's	30's	40's	50's	60's	70's +	total
Male	1.9%	3.1%	6.6%	13.9%	12.8%	6.6%	1.8%	46.8%
Female	3.7%	9.2%	12.6%	15.0%	9.2%	3.0%	0.6%	53.2%
total	5.7%	12.2%	19.2%	28.9%	21.9%	9.6%	2.4%	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%	5.0%	0.1%	0.0%
20's	0.4%	3.5%	0.1%	0.4%	0.2%	0.0%	1.7%	1.9%	3.2%	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%	0.5%	0.8%	1.4%	0.2%	4.2%	5.4%	0.0%	1.3%	0.8%
50's	1.3%	9.6%	0.7%	0.5%	1.7%	0.2%	2.8%	3.4%	0.0%	1.0%	0.7%
60's	0.4%	2.1%	0.4%	0.4%	0.9%	0.1%	1.5%	1.1%	0.0%	2.4%	0.3%
70's +	0.0%	0.1%	0.1%	0.0%	0.2%	0.0%	0.4%	0.2%	0.0%	1.5%	0.1%
合計	4.2%	36.4%	1.8%	2.7%	4.9%	0.8%	14.9%	15.6%	8.3%	7.8%	2.6%

Marital status monitor configuration ratio

	Married		Unmarried		total
	Children	No children	Children	No children	
10's	0.2%	0.1%	0.1%	5.3%	5.7%
20's	2.6%	0.8%	0.4%	8.3%	12.2%
30's	10.6%	1.9%	1.2%	5.5%	19.2%
40's	17.3%	2.8%	2.5%	6.3%	28.9%
50's	13.5%	3.0%	2.0%	3.5%	21.9%
60's	4.7%	3.1%	0.6%	1.2%	9.6%
70's +	0.7%	1.3%	0.1%	0.2%	2.4%
total	49.6%	13.0%	7.0%	30.4%	100.0%

※ "Unmarried" includes divorced and bereaved

Special panel items

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

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