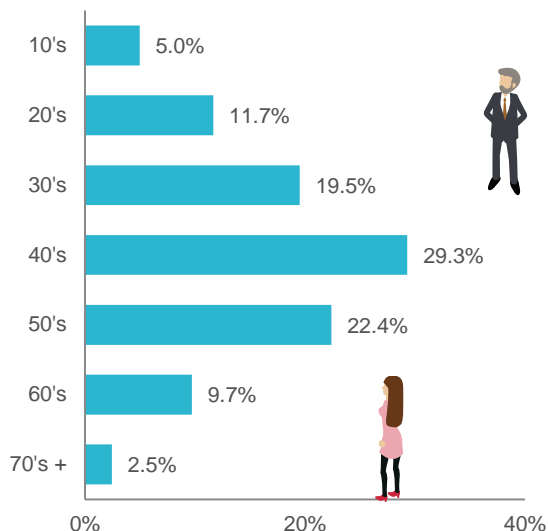


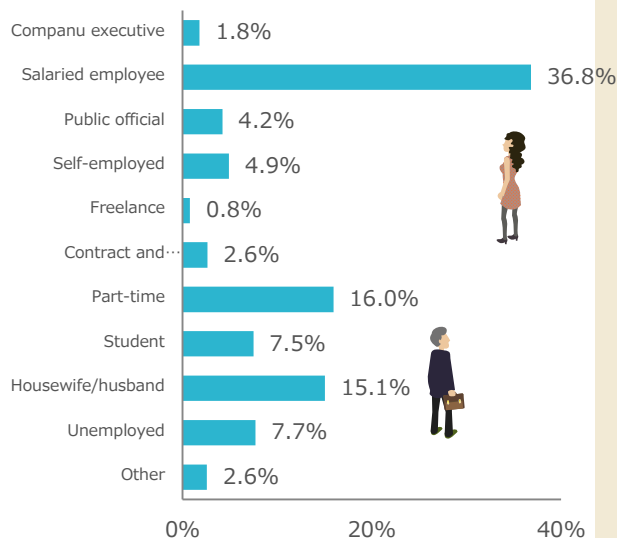
As of March 1, 2017

4,134,576 people

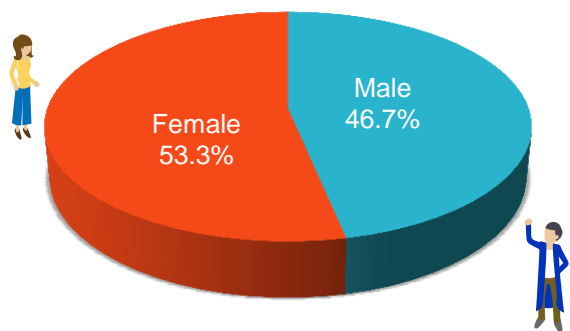
Age group



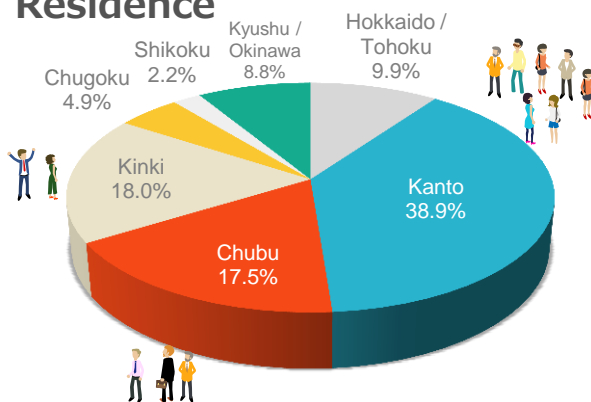
Occupation



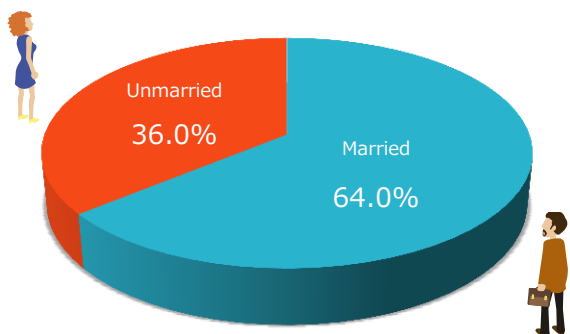
Gender



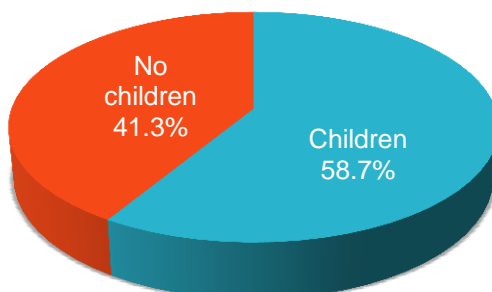
Residence



Marital status



Children



Active monitor attribute configuration data

Age group

10's	5.0%
20's	11.7%
30's	19.5%
40's	29.3%
50's	22.4%
60's	9.7%
70's or older	2.5%

Occupation

Company executive	1.8%
Salaried employee	36.8%
Public official	4.2%
Self-employed	4.9%
Freelance	0.8%
Contract and temporary employee	2.6%
Part-time	16.0%
Student	7.5%
Housewife/husband	15.1%
Unemployed	7.7%
Other	2.6%

Marital status

Married	64.0%
Unmarried	36.0%

Children

Children	58.7%
No children	41.3%

Gender

Male	46.7%
Female	53.3%

Residence

Hokkaido / Tohoku	9.9%
Kanto	38.9%
Chubu	17.5%
Kinki	18.0%
Chugoku	4.9%
Shikoku	2.2%
Kyushu / Okinawa	8.8%

N=203,461

As of March 1, 2017



Gender – age monitor configuration ratio



	10's	20's	30's	40's	50's	60's	70's +	total
Male	1.6%	2.9%	6.7%	14.1%	13.0%	6.7%	1.9%	46.7%
Female	3.3%	8.8%	12.8%	15.2%	9.4%	3.1%	0.6%	53.3%
total	5.0%	11.7%	19.5%	29.3%	22.4%	9.7%	2.5%	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%	0.1%	4.4%	0.1%	0.0%
20's	0.4%	3.3%	0.1%	0.4%	0.2%	0.0%	1.7%	1.8%	2.9%	0.7%	0.3%
30's	0.8%	8.0%	0.2%	0.6%	0.5%	0.1%	4.3%	3.5%	0.1%	0.9%	0.5%
40's	1.2%	13.2%	0.5%	0.8%	1.4%	0.2%	4.2%	5.6%	0.0%	1.2%	0.8%
50's	1.4%	9.9%	0.7%	0.5%	1.7%	0.3%	2.8%	3.6%	0.0%	1.0%	0.7%
60's	0.4%	2.2%	0.4%	0.4%	0.9%	0.1%	1.6%	1.2%	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%	36.8%	1.8%	2.6%	4.9%	0.8%	15.1%	16.0%	7.5%	7.7%	2.6%

Marital status monitor configuration ratio



	Married		Unmarried		total
	Children	No children	Children	No children	
10's	0.1%	0.1%	0.1%	4.7%	5.0%
20's	2.7%	0.8%	0.4%	7.7%	11.7%
30's	11.1%	1.8%	1.3%	5.3%	19.5%
40's	17.8%	2.7%	2.7%	6.1%	29.3%
50's	14.0%	2.9%	2.1%	3.4%	22.4%
60's	4.9%	3.1%	0.6%	1.1%	9.7%
70's +	0.8%	1.3%	0.1%	0.2%	2.5%
total	51.3%	12.7%	7.3%	28.6%	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