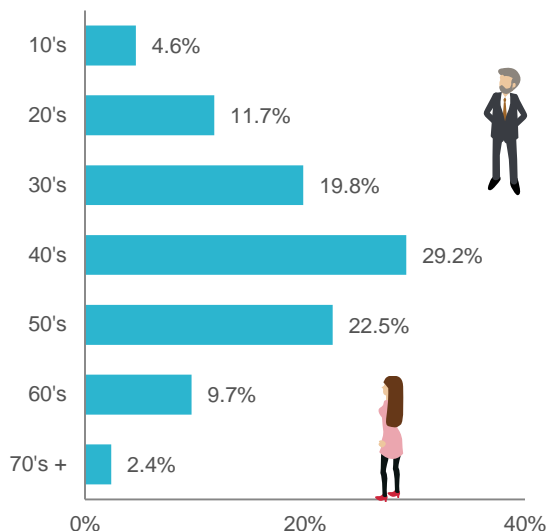
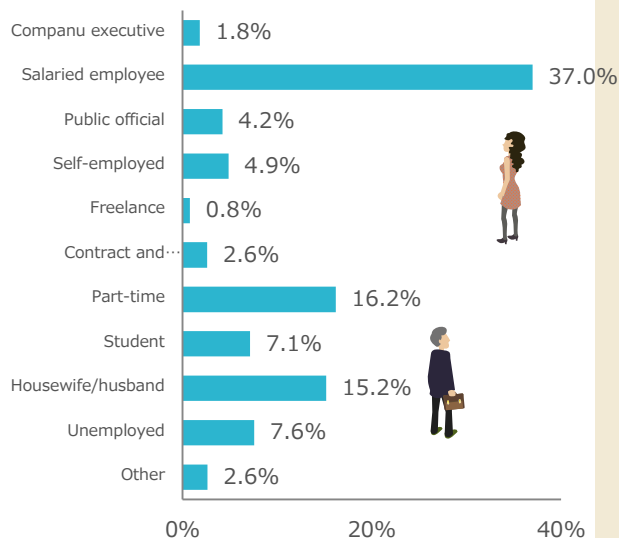


4,435,832 people

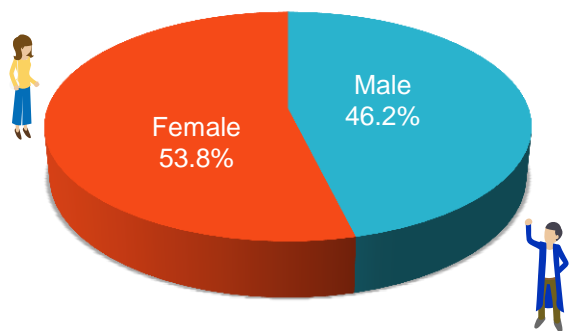
## Age group



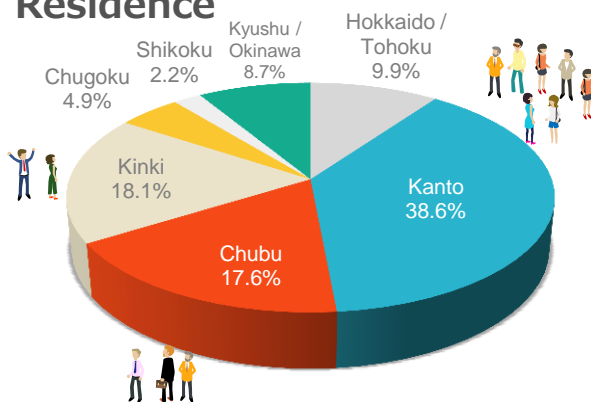
## Occupation



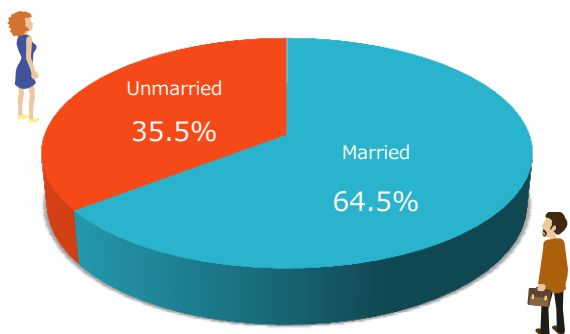
## Gender



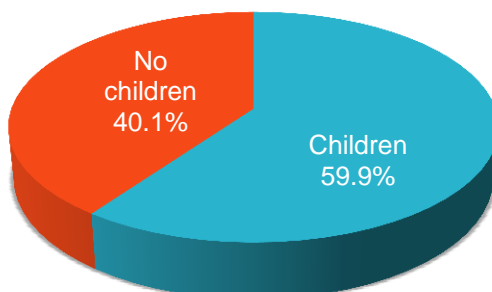
## Residence



## Marital status



## Children



## Active monitor attribute configuration data

### Age group

10's	4.6%
20's	11.7%
30's	19.8%
40's	29.2%
50's	22.5%
60's	9.7%
70's or older	2.4%

### Occupation

Company executive	1.8%
Salaried employee	37.0%
Public official	4.2%
Self-employed	4.9%
Freelance	0.8%
Contract and temporary employee	2.6%
Part-time	16.2%
Student	7.1%
Housewife/husband	15.2%
Unemployed	7.6%
Other	2.6%

### Marital status

Married	64.5%
Unmarried	35.5%

### Children

Children	59.9%
No children	40.1%

### Gender

Male	46.2%
Female	53.8%

### Residence

Hokkaido / Tohoku	9.9%
Kanto	38.6%
Chubu	17.6%
Kinki	18.1%
Chugoku	4.9%
Shikoku	2.2%
Kyushu / Okinawa	8.7%

N=208,780

As of April 3, 2017



## Gender – age monitor configuration ratio



	10's	20's	30's	40's	50's	60's	70's +	total
Male	1.4%	2.8%	6.7%	13.9%	13.0%	6.6%	1.8%	46.2%
Female	3.2%	8.9%	13.2%	15.3%	9.6%	3.1%	0.6%	53.8%
total	4.6%	11.7%	19.8%	29.2%	22.5%	9.7%	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%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	4.1%	0.1%	0.0%
20's	0.4%	3.4%	0.1%	0.4%	0.2%	0.0%	1.8%	1.8%	2.8%	0.7%	0.2%
30's	0.9%	8.1%	0.2%	0.6%	0.5%	0.1%	4.4%	3.6%	0.1%	0.9%	0.5%
40's	1.2%	13.2%	0.5%	0.8%	1.4%	0.2%	4.2%	5.7%	0.0%	1.2%	0.8%
50's	1.4%	9.9%	0.7%	0.5%	1.7%	0.2%	2.8%	3.7%	0.0%	1.0%	0.7%
60's	0.3%	2.2%	0.4%	0.4%	0.9%	0.1%	1.6%	1.2%	0.0%	2.3%	0.3%
70's +	0.0%	0.1%	0.1%	0.0%	0.2%	0.0%	0.4%	0.2%	0.0%	1.4%	0.1%
合計	4.2%	37.0%	1.8%	2.6%	4.9%	0.8%	15.2%	16.2%	7.1%	7.6%	2.6%

## Marital status monitor configuration ratio



	Married		Unmarried		total
	Children	No children	Children	No children	
10's	0.1%	0.1%	0.1%	4.4%	4.6%
20's	2.8%	0.8%	0.5%	7.6%	11.7%
30's	11.4%	1.8%	1.3%	5.3%	19.8%
40's	17.9%	2.6%	2.8%	5.9%	29.2%
50's	14.2%	2.8%	2.2%	3.3%	22.5%
60's	5.0%	2.9%	0.7%	1.1%	9.7%
70's +	0.8%	1.3%	0.1%	0.2%	2.4%
total	52.2%	12.3%	7.7%	27.8%	100.0%

## Special panel items

Data acquisition : Dec 2016 – Jan 2017

### B to B

- Industry
- Profession
- Employment status
- Company size / Number of employees
- 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
- Age of house
- Housing equipment
- Past renovation / extension and remodeling
- Parts you remodeled
- Household population
- Household formation

### Life style

- Smoking status
- Cosmetics use status
- Cosmetics purchase place
- Cosmetics purchase price
- Contact lens status
- Travel

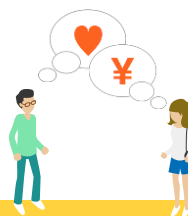


## Special panel items

Data acquisition : Dec 2016 – Jan 2017

### Finance

- 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 · Bike (at home)

- Presence of regular car license
- Number of cars owned
- Your car manufacturer / brand
- Car models
- Involvement level at car purchase
- Your bike manufacturer



### City

- Current residential area

### Sufferer

- Your past disease / disorder

### Pet

- Types of pets you are with (dog / cat / other)

