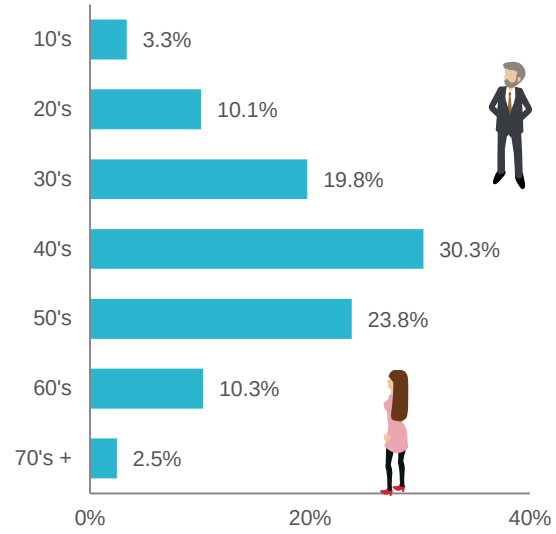
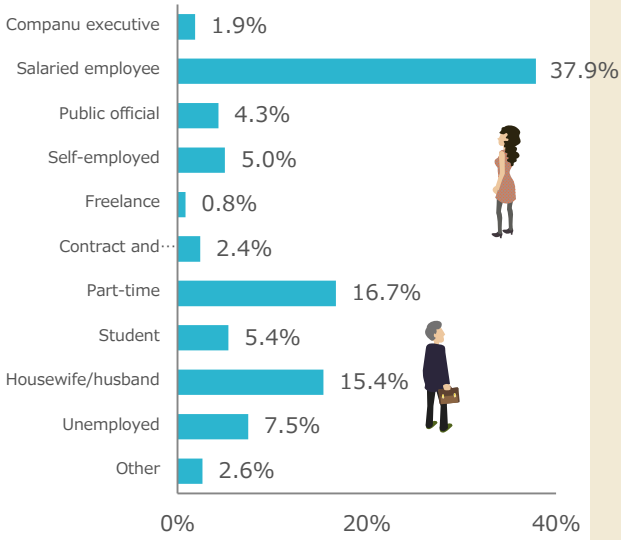
As of May 1, 2017

4,605,808 people

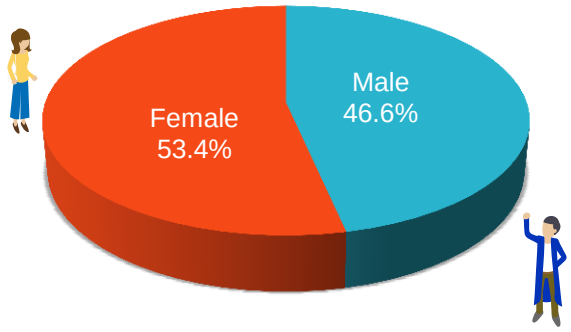
Age group



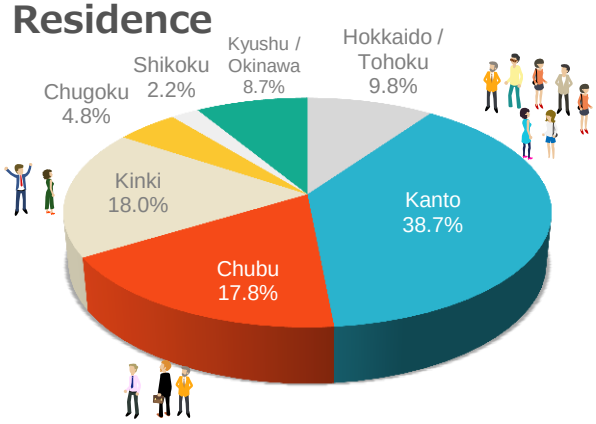
Occupation



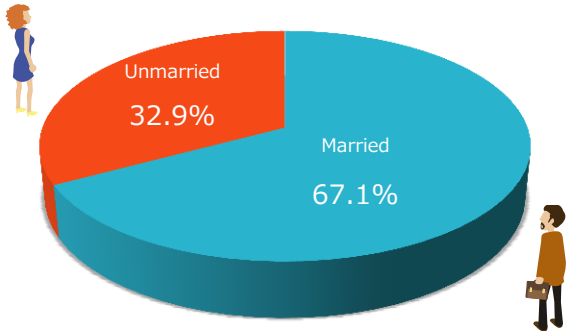
Gender



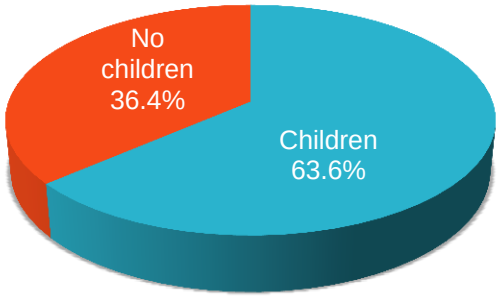
Residence



Marital status



Children



Active monitor attribute configuration data

Age group

10’s	3.3%
20’s	10.1%
30’s	19.8%
40’s	30.3%
50’s	23.8%
60’s	10.3%
70’s or older	2.5%

Occupation

Company executive	1.9%
Salaried employee	37.9%
Public official	4.3%
Self-employed	5.0%
Freelance	0.8%
Contract and temporary employee	2.4%
Part-time	16.7%
Student	5.4%
Housewife/husband	15.4%
Unemployed	7.5%
Other	2.6%

Marital status

Married	67.1%
Unmarried	32.9%

Children

Children	63.6%
No children	36.4%

Gender

Male	46.6%
Female	53.4%

Residence

Hokkaido / Tohoku	9.8%
Kanto	38.7%
Chubu	17.8%
Kinki	18.0%
Chugoku	4.8%
Shikoku	2.2%
Kyushu / Okinawa	8.7%

N=195,904

As of May 1, 2017

Gender – age monitor configuration ratio

	10’s	20’s	30’s	40’s	50’s	60’s	70’s +	total
Male	1.0%	2.4%	6.6%	14.3%	13.5%	6.9%	1.9%	46.6%
Female	2.4%	7.7%	13.1%	16.0%	10.2%	3.3%	0.6%	53.4%
total	3.3%	10.1%	19.8%	30.3%	23.8%	10.3%	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%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	2.9%	0.1%	0.0%
20’s	0.3%	2.9%	0.0%	0.3%	0.1%	0.0%	1.6%	1.6%	2.3%	0.6%	0.2%
30’s	0.9%	8.1%	0.2%	0.5%	0.5%	0.1%	4.4%	3.6%	0.1%	0.8%	0.5%
40’s	1.3%	13.7%	0.5%	0.7%	1.5%	0.3%	4.3%	6.0%	0.0%	1.2%	0.8%
50’s	1.4%	10.6%	0.7%	0.4%	1.8%	0.3%	2.9%	4.0%	0.0%	1.0%	0.7%
60’s	0.4%	2.4%	0.4%	0.4%	1.0%	0.1%	1.7%	1.3%	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	4.3%	37.9%	1.9%	2.4%	5.0%	0.8%	15.4%	16.7%	5.4%	7.5%	2.6%

Marital status monitor configuration ratio

	Married		Unmarried		total
	Children	No children	Children	No children	
10’s	0.1%	0.0%	0.1%	3.1%	3.3%
20’s	2.8%	0.7%	0.5%	6.2%	10.1%
30’s	11.8%	1.7%	1.4%	4.9%	19.8%
40’s	18.9%	2.5%	3.1%	5.7%	30.3%
50’s	15.4%	2.8%	2.4%	3.2%	23.8%
60’s	5.5%	2.9%	0.8%	1.1%	10.3%
70’s +	0.9%	1.2%	0.1%	0.2%	2.5%
total	55.3%	11.8%	8.3%	24.6%	100.0%

※ “Unmarried” includes divorced and bereaved

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)