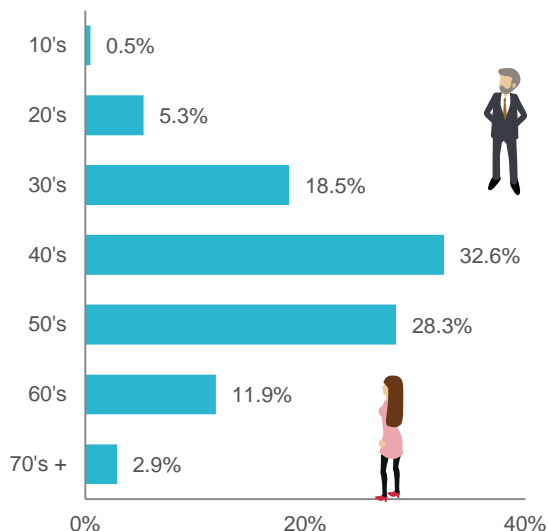


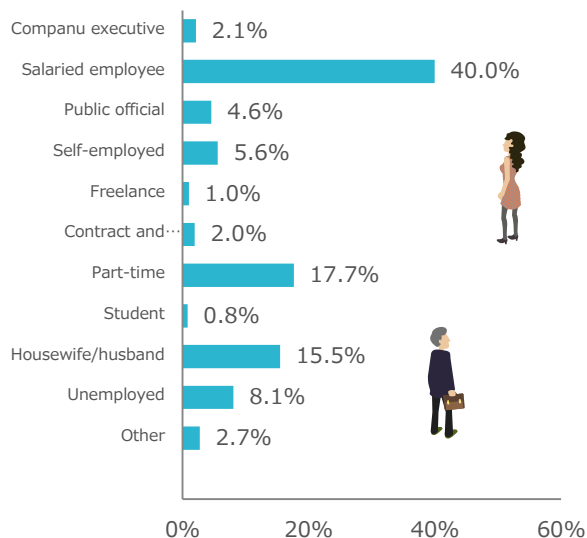
As of december 1, 2017

5,647,798 people

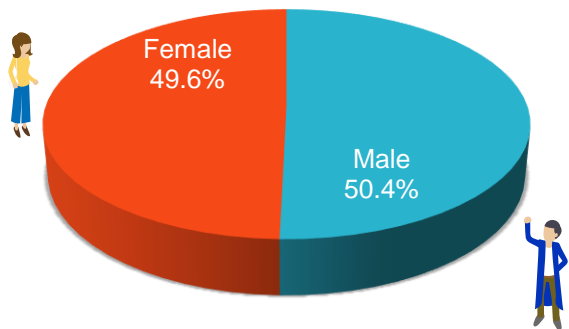
## Age group



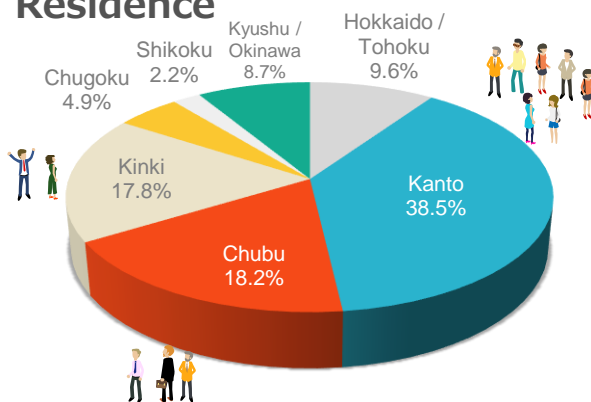
## Occupation



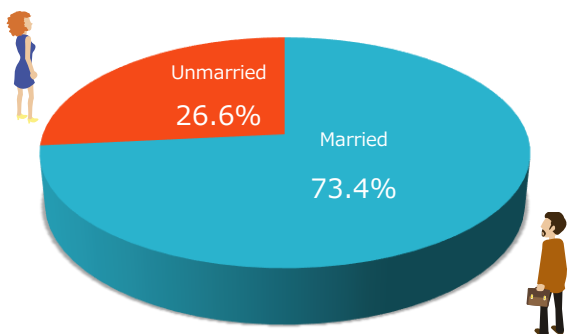
## Gender



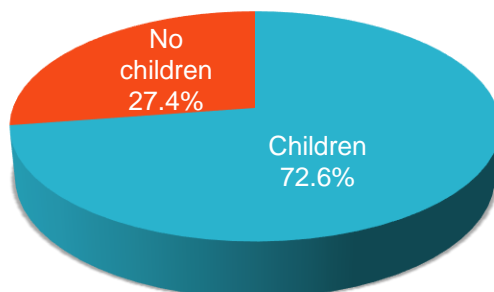
## Residence



## Marital status



## Children



## Active monitor attribute configuration data

### Age group

10's	0.5%
20's	5.0%
30's	18.0%
40's	32.3%
50's	28.6%
60's	12.4%
70's or older	3.2%

### Occupation

Company executive	2.1%
Salaried employee	40.0%
Public official	4.6%
Self-employed	5.6%
Freelance	1.0%
Contract and temporary employee	2.0%
Part-time	17.7%
Student	0.8%
Housewife/husband	15.5%
Unemployed	8.1%
Other	2.7%

### Marital status

Married	73.4%
Unmarried	26.6%

### Children

Children	72.6%
No children	27.4%

### Gender

Male	50.4%
Female	49.6%

### Residence

Hokkaido / Tohoku	9.7%
Kanto	38.5%
Chubu	18.2%
Kinki	17.8%
Chugoku	4.9%
Shikoku	2.2%
Kyushu / Okinawa	8.7%

N=160,061

As of december 1, 2017



## Gender – age monitor configuration ratio



	10's	20's	30's	40's	50's	60's	70's +	total
Male	0.2%	1.4%	6.0%	15.4%	16.5%	8.4%	2.5%	50.4%
Female	0.2%	3.7%	12.0%	16.9%	12.1%	4.0%	0.8%	49.6%
total	0.5%	5.0%	18.0%	32.3%	28.6%	12.4%	3.2%	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	total
10's	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.5%
20's	0.2%	1.6%	0.0%	0.1%	0.1%	0.0%	1.1%	0.9%	0.5%	0.3%	0.1%	5.0%
30's	0.8%	7.3%	0.2%	0.3%	0.5%	0.2%	4.1%	3.4%	0.1%	0.7%	0.4%	18.0%
40's	1.4%	14.7%	0.5%	0.6%	1.5%	0.3%	4.5%	6.6%	0.0%	1.3%	0.8%	32.3%
50's	1.7%	12.9%	0.8%	0.5%	2.1%	0.3%	3.3%	4.9%	0.0%	1.2%	0.9%	28.6%
60's	0.5%	3.1%	0.5%	0.4%	1.2%	0.2%	1.9%	1.6%	0.0%	2.7%	0.4%	12.4%
70's +	0.0%	0.1%	0.1%	0.0%	0.2%	0.0%	0.5%	0.2%	0.0%	1.9%	0.1%	3.2%
合計	4.6%	40.0%	2.1%	2.0%	5.6%	1.0%	15.5%	17.7%	0.8%	8.1%	2.7%	100.0%

## Marital status monitor configuration ratio



	Married		Unmarried		total
	Children	No children	Children	No children	
10's	0.2%	0.0%	0.1%	0.1%	0.5%
20's	2.3%	0.2%	0.4%	2.1%	5.0%
30's	11.6%	1.1%	1.4%	3.9%	18.0%
40's	20.8%	2.3%	3.6%	5.5%	32.3%
50's	19.1%	2.8%	3.2%	3.5%	28.6%
60's	7.2%	3.0%	1.0%	1.2%	12.4%
70's +	1.3%	1.5%	0.2%	0.3%	3.2%
total	62.6%	10.8%	10.0%	16.6%	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

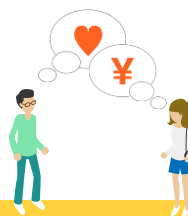


## Special panel items

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)

