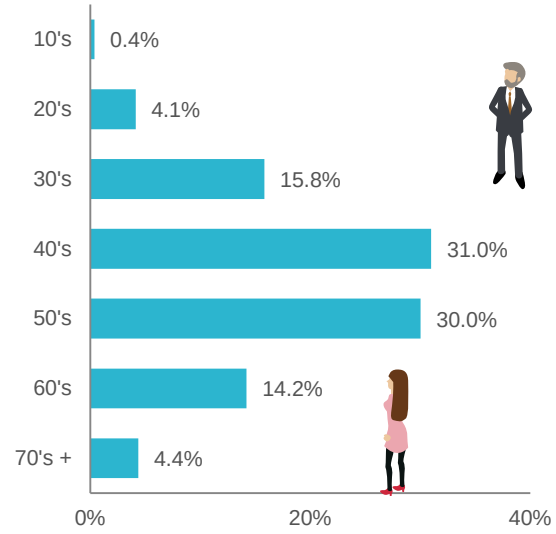
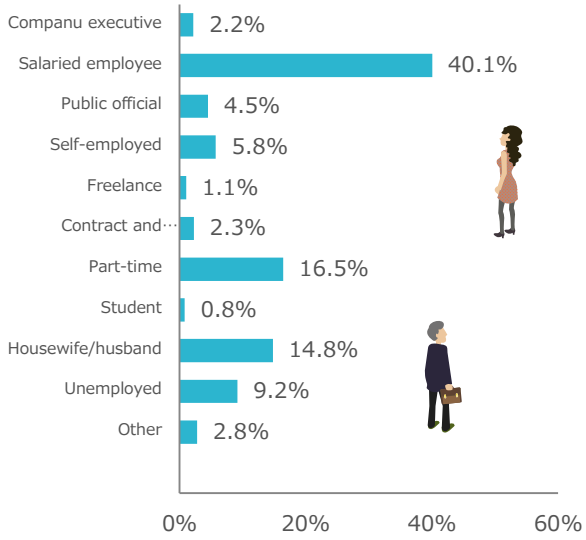
As of August 1, 2018

6,506,364 people

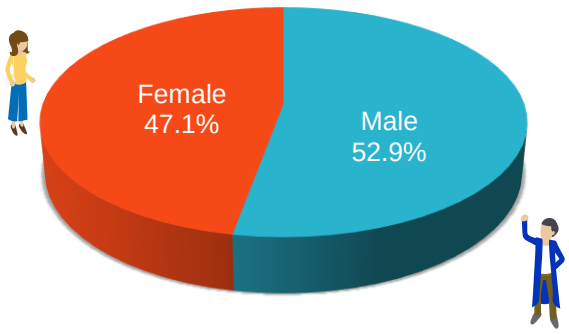
Age group



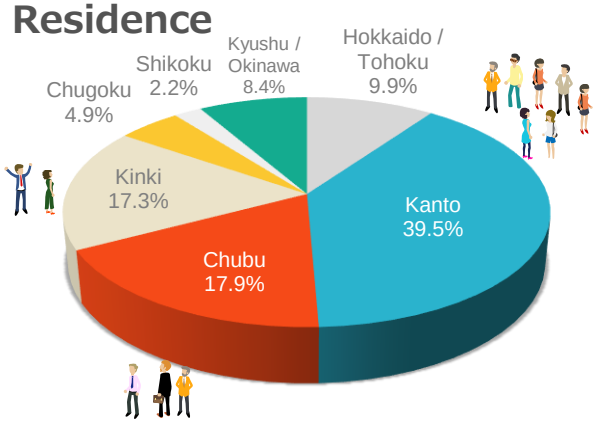
Occupation



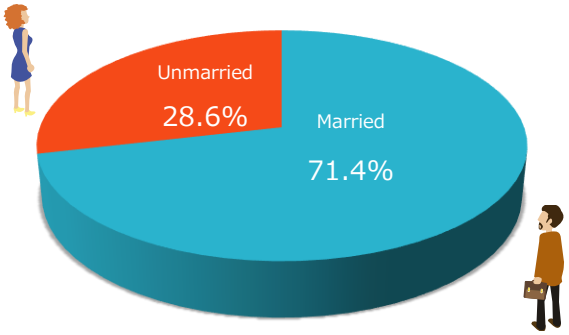
Gender



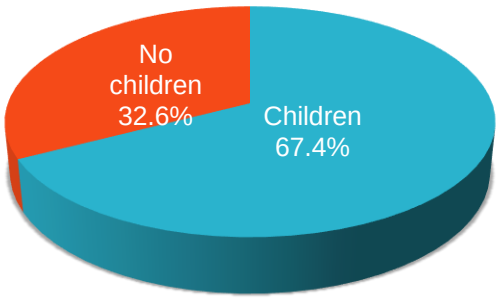
Residence



Marital status



Children



Active monitor attribute configuration data

Age group

10’s	0.4%
20’s	4.1%
30’s	15.8%
40’s	31.0%
50’s	30.0%
60’s	14.2%
70’s or older	4.4%

Occupation

Company executive	2.2%
Salaried employee	40.1%
Public official	4.5%
Self-employed	5.8%
Freelance	1.1%
Contract and temporary employee	2.3%
Part-time	16.5%
Student	0.8%
Housewife/husband	14.8%
Unemployed	9.2%
Other	2.8%

Marital status

Married	71.4%
Unmarried	28.6%

Children

Children	67.4%
No children	32.6%

Gender

Male	52.9%
Female	47.1%

Residence

Hokkaido / Tohoku	9.9%
Kanto	39.5%
Chubu	17.9%
Kinki	17.3%
Chugoku	4.9%
Shikoku	2.2%
Kyushu / Okinawa	8.4%

N=114,344

As of August 1, 2018

Gender – age monitor configuration ratio

	10’s	20’s	30’s	40’s	50’s	60’s	70’s +	total
Male	0.2%	1.2%	5.4%	15.0%	17.9%	9.8%	3.3%	52.9%
Female	0.2%	3.0%	10.5%	16.0%	12.1%	4.4%	1.0%	47.1%
total	0.4%	4.1%	15.8%	31.0%	30.0%	14.2%	4.4%	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	total
10’s	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.4%
20’s	0.1%	1.3%	0.0%	0.1%	0.1%	0.0%	0.7%	0.7%	0.6%	0.3%	0.1%	4.1%
30’s	0.7%	6.4%	0.1%	0.4%	0.4%	0.1%	3.5%	2.9%	0.1%	0.8%	0.4%	15.8%
40’s	1.3%	14.3%	0.4%	0.7%	1.5%	0.3%	4.4%	5.9%	0.0%	1.3%	0.8%	31.0%
50’s	1.8%	13.8%	0.9%	0.5%	2.2%	0.4%	3.5%	4.8%	0.0%	1.3%	0.9%	30.0%
60’s	0.6%	3.8%	0.6%	0.5%	1.3%	0.2%	2.0%	1.7%	0.0%	2.9%	0.5%	14.2%
70’s +	0.0%	0.2%	0.1%	0.1%	0.3%	0.0%	0.7%	0.3%	0.0%	2.6%	0.2%	4.4%
合計	4.5%	40.1%	2.2%	2.3%	5.8%	1.1%	14.8%	16.5%	0.8%	9.2%	2.8%	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%	0.4%
20’s	1.4%	0.2%	0.3%	2.2%	4.1%
30’s	9.0%	1.2%	1.1%	4.4%	15.8%
40’s	18.9%	2.6%	3.1%	6.4%	31.0%
50’s	19.2%	3.3%	3.1%	4.5%	30.0%
60’s	7.9%	3.6%	1.1%	1.6%	14.2%
70’s +	1.6%	2.1%	0.2%	0.4%	4.4%
total	58.3%	13.0%	9.0%	19.6%	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)