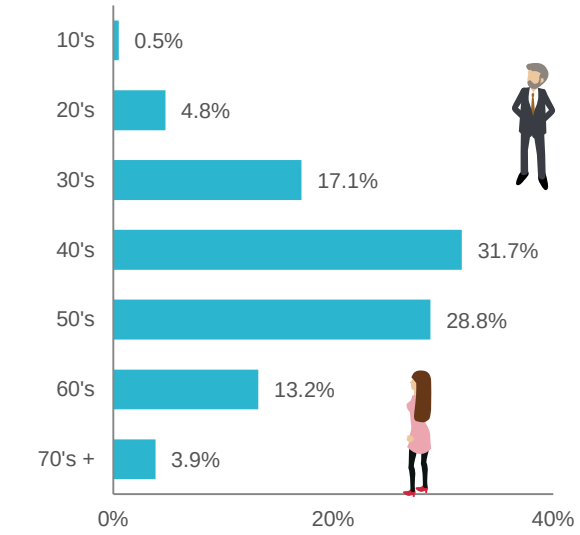
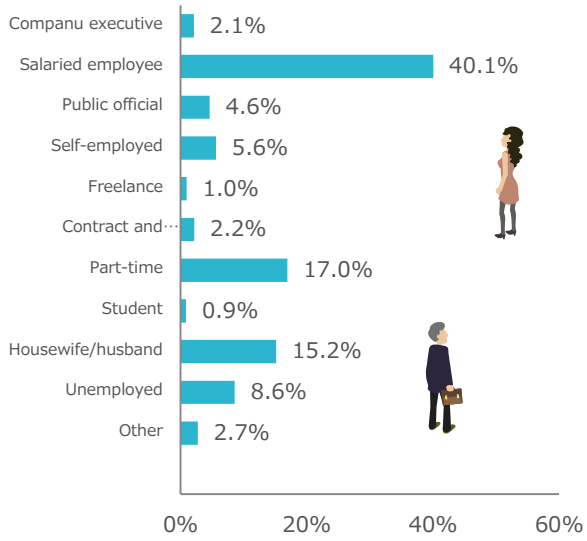
As of April 1, 2018

6,129,443 people

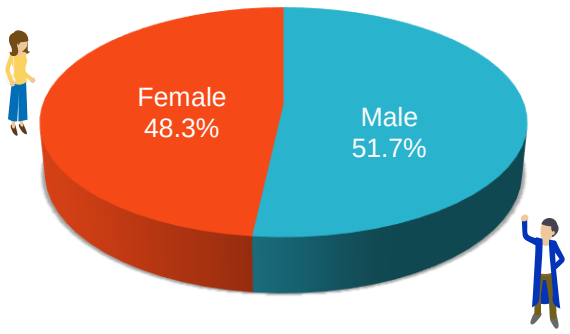
Age group



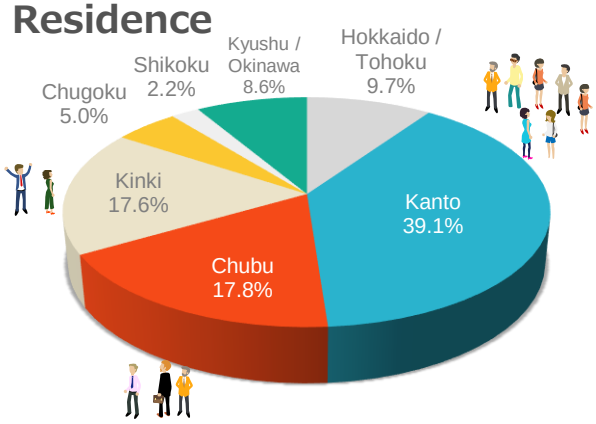
Occupation



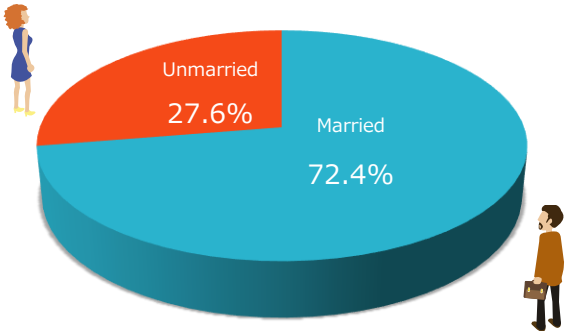
Gender



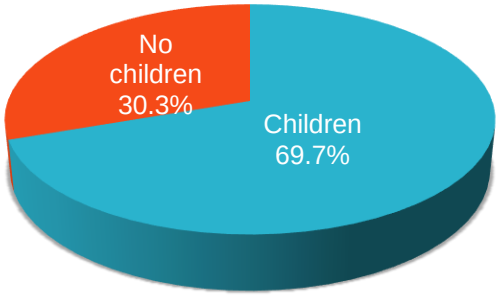
Residence



Marital status



Children



Active monitor attribute configuration data

Age group

10’s	0.5%
20’s	4.8%
30’s	17.1%
40’s	31.7%
50’s	28.8%
60’s	13.2%
70’s or older	3.9%

Occupation

Company executive	2.1%
Salaried employee	40.1%
Public official	4.6%
Self-employed	5.6%
Freelance	1.0%
Contract and temporary employee	2.2%
Part-time	17.0%
Student	0.9%
Housewife/husband	15.2%
Unemployed	8.6%
Other	2.7%

Marital status

Married	72.4%
Unmarried	27.6%

Children

Children	69.7%
No children	30.3%

Gender

Male	51.7%
Female	48.3%

Residence

Hokkaido / Tohoku	9.7%
Kanto	39.1%
Chubu	17.8%
Kinki	17.6%
Chugoku	5.0%
Shikoku	2.2%
Kyushu / Okinawa	8.6%

N=141,641

As of April 1, 2018

Gender – age monitor configuration ratio

	10’s	20’s	30’s	40’s	50’s	60’s	70’s +	total
Male	0.3%	1.3%	5.8%	15.4%	17.0%	9.0%	2.9%	51.7%
Female	0.2%	3.4%	11.3%	16.3%	11.8%	4.2%	0.9%	48.3%
total	0.5%	4.8%	17.1%	31.7%	28.8%	13.2%	3.9%	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%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.5%
20’s	0.2%	1.6%	0.0%	0.1%	0.1%	0.0%	0.9%	0.8%	0.6%	0.3%	0.1%	4.8%
30’s	0.7%	7.0%	0.1%	0.4%	0.5%	0.1%	3.9%	3.1%	0.1%	0.8%	0.4%	17.1%
40’s	1.4%	14.6%	0.5%	0.6%	1.5%	0.3%	4.5%	6.2%	0.0%	1.3%	0.8%	31.7%
50’s	1.8%	13.1%	0.9%	0.5%	2.1%	0.3%	3.3%	4.7%	0.0%	1.2%	0.9%	28.8%
60’s	0.6%	3.4%	0.5%	0.5%	1.2%	0.2%	2.0%	1.7%	0.0%	2.8%	0.4%	13.2%
70’s +	0.0%	0.2%	0.1%	0.0%	0.3%	0.0%	0.6%	0.3%	0.0%	2.3%	0.1%	3.9%
合計	4.6%	40.1%	2.1%	2.2%	5.6%	1.0%	15.2%	17.0%	0.9%	8.6%	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%	0.2%	0.5%
20’s	1.9%	0.3%	0.3%	2.3%	4.8%
30’s	10.4%	1.2%	1.2%	4.3%	17.1%
40’s	20.0%	2.5%	3.3%	5.9%	31.7%
50’s	18.9%	3.0%	3.0%	3.9%	28.8%
60’s	7.5%	3.3%	1.1%	1.3%	13.2%
70’s +	1.5%	1.8%	0.2%	0.3%	3.9%
total	60.4%	12.0%	9.3%	18.3%	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)