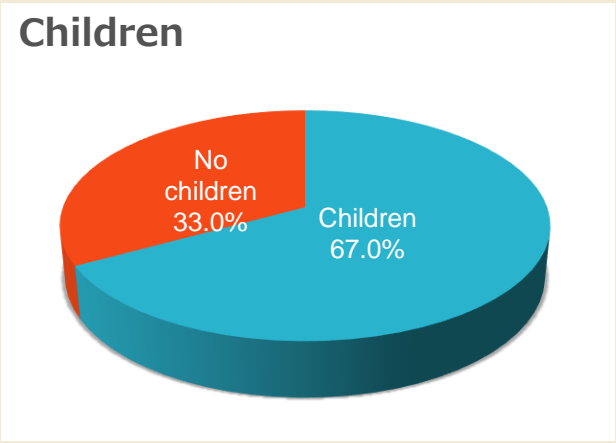
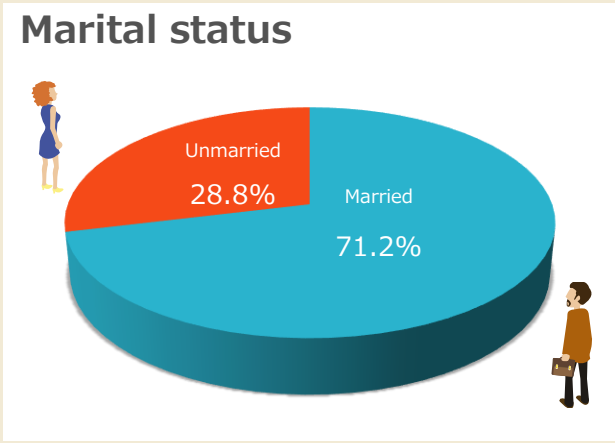
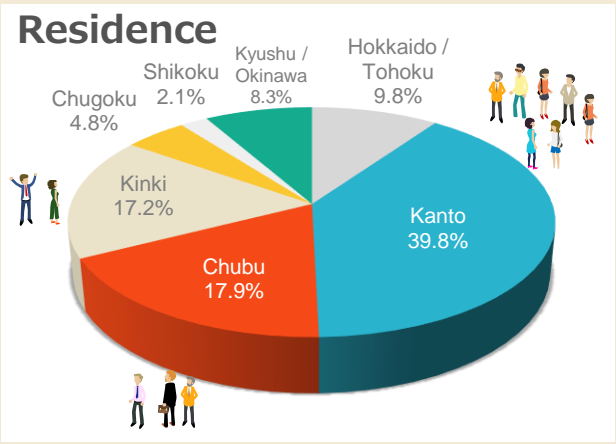
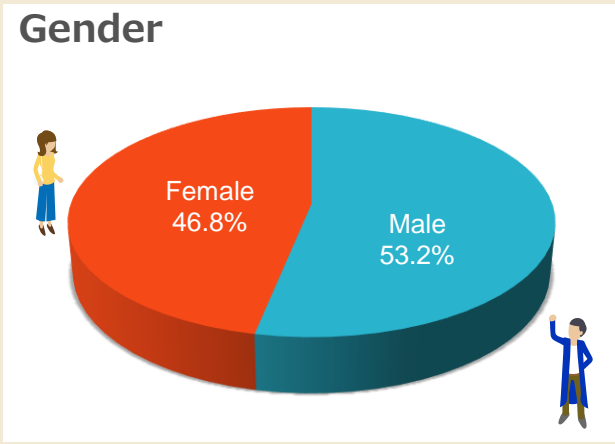
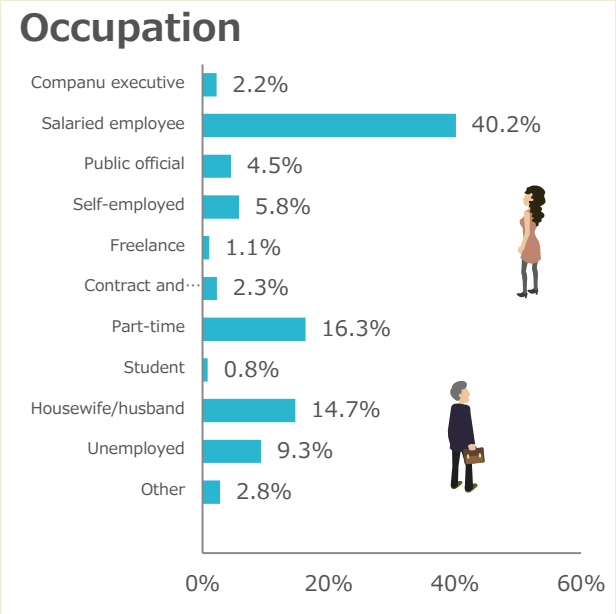
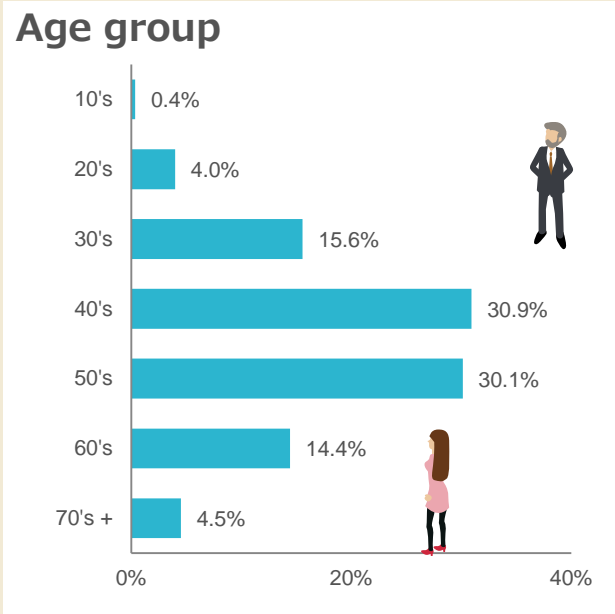


As of January 1, 2020

# 10,544,454 people



## Active monitor attribute configuration data

### Age group

|               |       |
|---------------|-------|
| 10's          | 0.4%  |
| 20's          | 4.0%  |
| 30's          | 15.6% |
| 40's          | 30.9% |
| 50's          | 30.1% |
| 60's          | 14.4% |
| 70's or older | 4.5%  |

### Occupation

|                                 |       |
|---------------------------------|-------|
| Company executive               | 2.2%  |
| Salaried employee               | 40.2% |
| Public official                 | 4.5%  |
| Self-employed                   | 5.8%  |
| Freelance                       | 1.1%  |
| Contract and temporary employee | 2.3%  |
| Part-time                       | 16.3% |
| Student                         | 0.8%  |
| Housewife/husband               | 14.7% |
| Unemployed                      | 9.3%  |
| Other                           | 2.8%  |

### Marital status

|           |       |
|-----------|-------|
| Married   | 71.2% |
| Unmarried | 28.8% |

### Children

|             |       |
|-------------|-------|
| Children    | 67.0% |
| No children | 33.0% |

### Gender

|        |       |
|--------|-------|
| Male   | 53.2% |
| Female | 46.8% |

### Residence

|                   |       |
|-------------------|-------|
| Hokkaido / Tohoku | 9.8%  |
| Kanto             | 39.8% |
| Chubu             | 17.9% |
| Kinki             | 17.2% |
| Chugoku           | 4.8%  |
| Shikoku           | 2.1%  |
| Kyushu / Okinawa  | 8.3%  |

N=109,249  
As of January 1, 2020



## Gender – age monitor configuration ratio



|        | 10's | 20's | 30's  | 40's  | 50's  | 60's  | 70's + | total  |
|--------|------|------|-------|-------|-------|-------|--------|--------|
| Male   | 0.2% | 1.1% | 5.3%  | 15.0% | 18.1% | 10.1% | 3.5%   | 53.2%  |
| Female | 0.2% | 2.9% | 10.3% | 15.9% | 12.1% | 4.4%  | 1.1%   | 46.8%  |
| total  | 0.4% | 4.0% | 15.6% | 30.9% | 30.1% | 14.4% | 4.5%   | 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 | 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%  | 4.0%   |
| 30's   | 0.7%            | 6.4%              | 0.1%              | 0.4%                     | 0.4%          | 0.1%      | 3.4%                | 2.9%      | 0.1%    | 0.8%       | 0.4%  | 15.6%  |
| 40's   | 1.3%            | 14.3%             | 0.5%              | 0.7%                     | 1.5%          | 0.3%      | 4.4%                | 5.9%      | 0.0%    | 1.4%       | 0.8%  | 30.9%  |
| 50's   | 1.8%            | 14.0%             | 0.9%              | 0.6%                     | 2.2%          | 0.4%      | 3.4%                | 4.8%      | 0.0%    | 1.3%       | 0.9%  | 30.1%  |
| 60's   | 0.6%            | 3.9%              | 0.6%              | 0.5%                     | 1.3%          | 0.2%      | 2.1%                | 1.7%      | 0.0%    | 2.9%       | 0.5%  | 14.4%  |
| 70's + | 0.0%            | 0.2%              | 0.1%              | 0.1%                     | 0.3%          | 0.0%      | 0.7%                | 0.3%      | 0.0%    | 2.6%       | 0.2%  | 4.5%   |
| 合計     | 4.5%            | 40.2%             | 2.2%              | 2.3%                     | 5.8%          | 1.1%      | 14.7%               | 16.3%     | 0.8%    | 9.3%       | 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   | 1.3%     | 0.2%        | 0.3%      | 2.2%        | 4.0%   |
| 30's   | 8.8%     | 1.2%        | 1.1%      | 4.5%        | 15.6%  |
| 40's   | 18.8%    | 2.6%        | 3.1%      | 6.5%        | 30.9%  |
| 50's   | 19.2%    | 3.3%        | 3.1%      | 4.5%        | 30.1%  |
| 60's   | 8.0%     | 3.7%        | 1.1%      | 1.6%        | 14.4%  |
| 70's + | 1.7%     | 2.2%        | 0.3%      | 0.4%        | 4.5%   |
| total  | 58.0%    | 13.2%       | 9.0%      | 19.8%       | 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)

