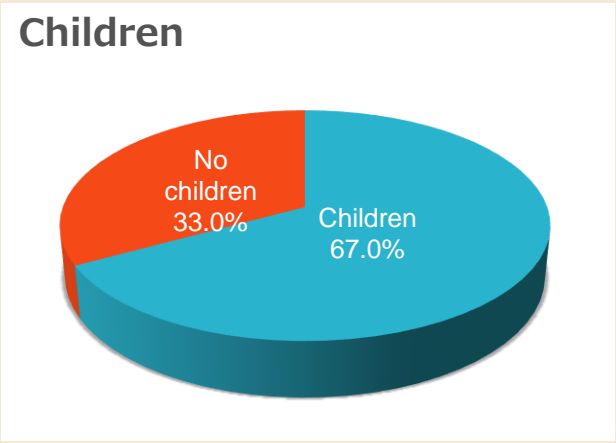
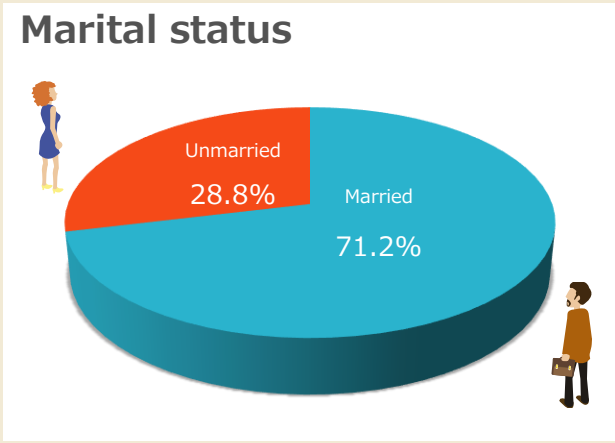
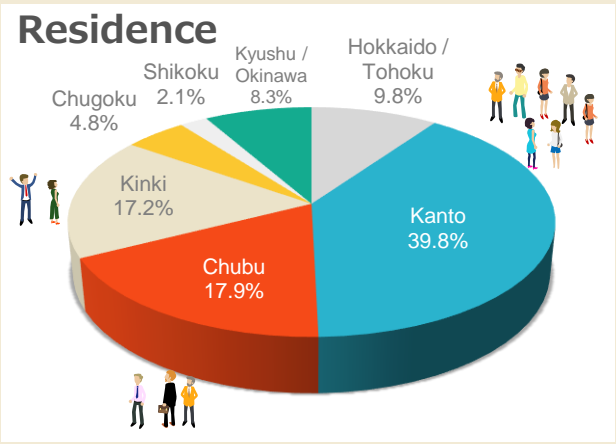
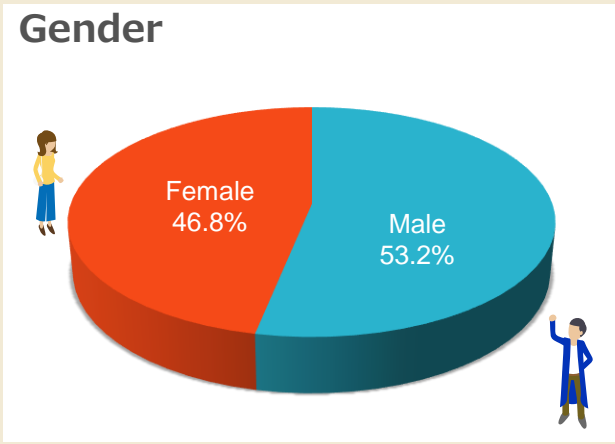
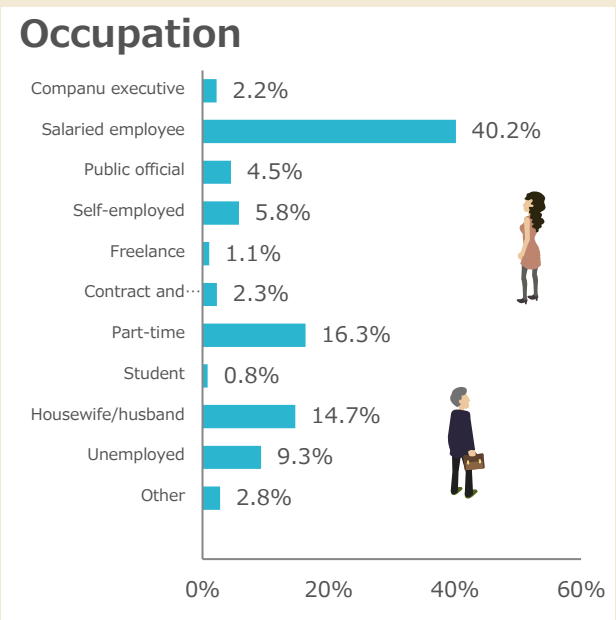
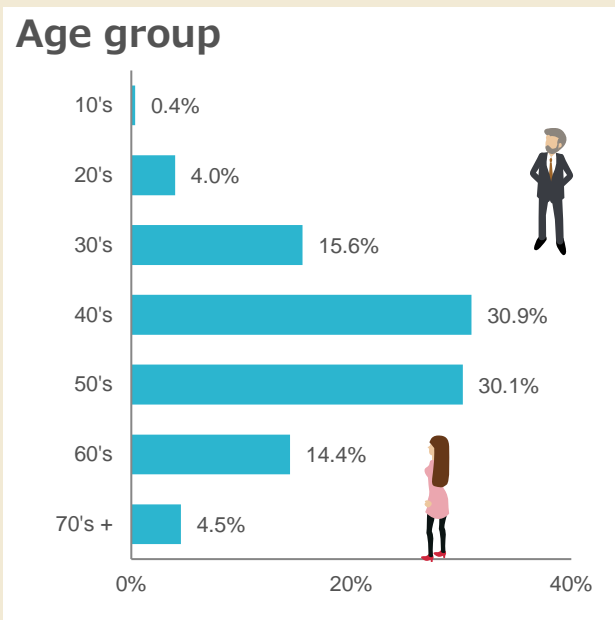


As of January 1, 2021

# 11,515,781 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, 2021



## 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)

