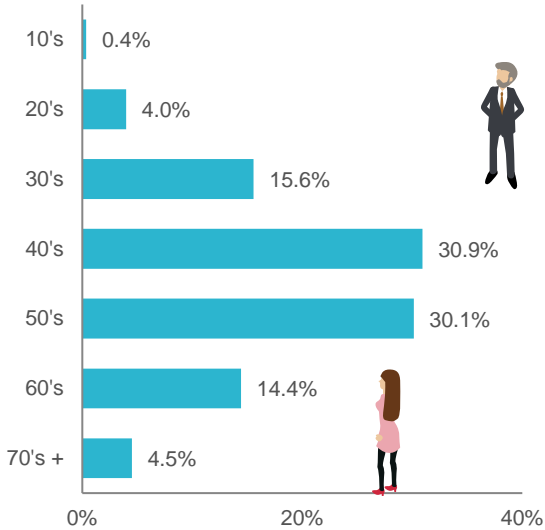


As of September 1, 2021

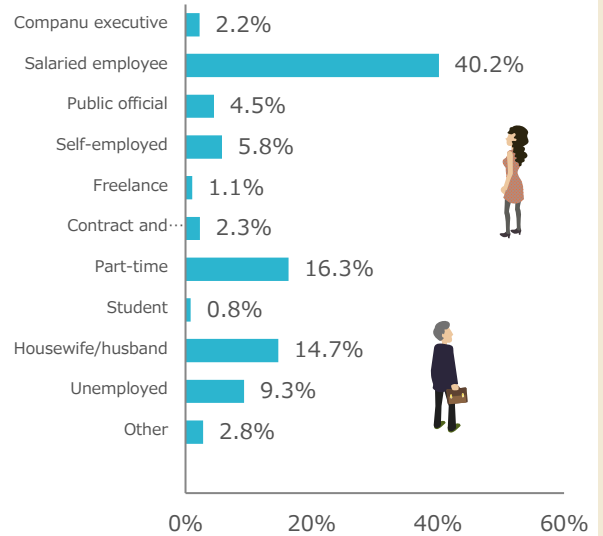
16,531,783 people



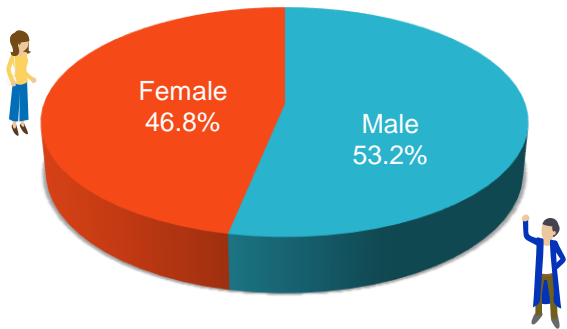
Age group



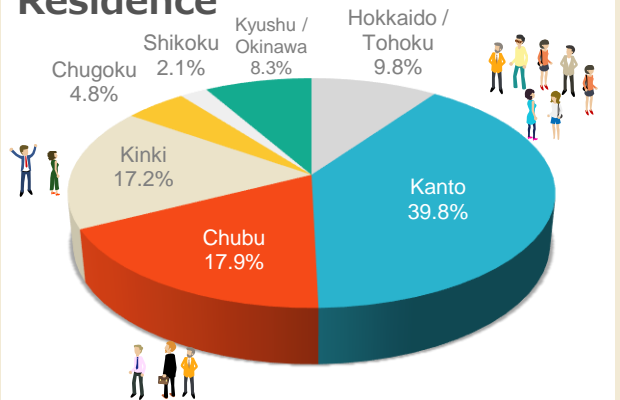
Occupation



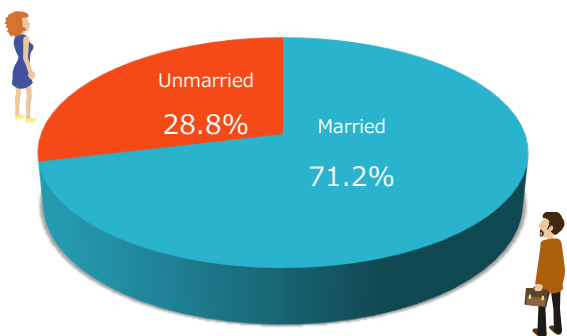
Gender



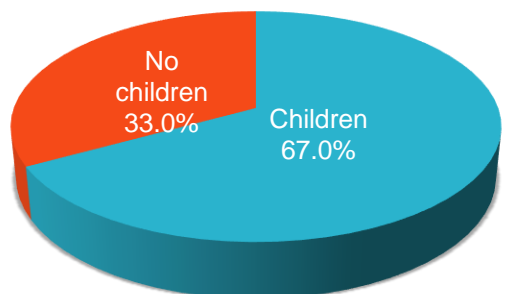
Residence



Marital status



Children



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 September 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% | 1.1% | 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)

