



JIRA 's survey on Japan' s Individual Investors

Nov. 26th, 2009

Method

The survey was conducted in September (17-28) through the internet by Nikkei Research Inc. Questions were sent to 10,000 individual investors who are registered in Nikkei Research' s "monitor list". 3188 effective answers were collected.

Findings

>>"Average" Japanese individual investor

Average amount of financial assets: 17.1 million yen (190 thousand US dollar).
Average amount of investment in stocks: 5.81 million yen (64.5 thousand US dollar)
Average period since their start of stock trading: 13.1 years.
Average number of the companies in which they invest: 5.9 companies.

>>Investment policies, expectations

Capital gains/Income gains: 56.8% expect capital gains; 16.5% expect income gains
Younger investors expect more income gains. (20.9% of under-39 investors expect from capital gains)
Long-term/short-term: 58.2% expect gains from long-term investment; 11.9% from short-term trades
Standards: 27.0% have their own standards for investment (PER, PBR etc.); 28.5% do not.
Industries for long-term investment:
Prefer: Electric power/gas 27.6%, Pharmaceutical 19.7%, Automobile 18.0%
Do not prefer long-term investment: Construction 32.9%, Real estate/Housing 28.4%, Amusement 19.9%

>>Performances

Accumulated gain/loss (including built-in gain/loss):
Gain (more than 20%) 15.9%, Loss (more than 20%) 74.1%
Performances in the last 3 years (both realized and built-in gain/loss): Gain 17.6%, Loss 68.9%

>>Actions as a shareholder

Actions taken in last 12 months
Voting 27.0%, Attended AGM 17.4%, Asked questions at AGM 1.9%, TOB related trade 3.8%

>>Information sources

Sources:
Mass media (newspaper etc.) 63.1%, Web site (Yahoo! Finance etc.) 50.5%, IR pages in company' s web site 36.3%
Satisfied /unsatisfied with IR activities of the companies: Satisfied: 24.0%, Unsatisfied: 19.8%

Best IR practice companies for individual investors 2009

1. Honda
2. Panasonic
3. Sony
4. Kao
5. NTT DoCoMo
6. Canon
7. Kansai Electric Power
8. Sharp
9. Watami
10. Shiseido

Background information: Individual Investors in Japan

Individual investors held 20.1% of stocks in Japanese markets in FY 2008, according to Tokyo, Osaka, Nagoya, Fukuoka and Sapporo Stock Exchanges. The total number of individual investors in the fiscal year was 42.23 million (accumulated number, an investor may be multiply counted). The real number of individual investors is estimated around 10 million. Japan' s total population is about 127 million.

Contact

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