

Nomura Individual Investor Survey

January 2012

5 January 2012

Equity Research Department
Nomura Securities Co., Ltd.

The Nomura Individual Investor Survey is a monthly survey conducted with the aim of better understanding investing activity by individuals and providing information on related trends.

Please note that from next month we will issue the survey around the middle of each month.

1. Survey overview

(1) Nomura I-View Index at 40.6, up 4.2pt from previous survey

The Nomura Individual Investor Market View Index (Nomura I-View Index), based on respondents' three-month outlook for share prices and calculated by subtracting the percentage of responses for "fall" from that for "rise" was 40.6, up 4.2pt from 36.4 the previous month. The index turned upward for the first time in five months, reflecting an increase in the number of individual investors expecting share prices to rise. The proportion of respondents expecting a "rise of about 1,000 points" increased by 3.0ppt from the previous survey, the largest increase among all possible responses, and this response again accounted for more than 50% of all responses.

(2) Reduced focus on forex trends

Respondents were asked to select the factor most likely to impact the stock market in the next three months. International affairs was again the most popular response, and the m-m increase in the proportion of respondents selecting it was the largest among all categories. Forex trends was again the second most popular response, although its response rate fell 3.6ppt, the largest decrease for any of the factors. The ranking order of all factors has remained unchanged since September.

(3) Automobiles sector gains in appeal

We calculated a diffusion index for each sector by subtracting the percentage of responses for "unappealing" from that for "appealing." For the fifth straight month, the DI was highest for pharmaceuticals. Financials remained the least appealing sector, although its DI turned upward m-m. The largest decline in DI this month was for consumer goods. The largest increase was for the automobiles sector, which saw its DI rise by 5.9pt m-m, although it remained in negative territory.

(4) Rising expectations of yen depreciation versus US dollar

On the outlook for the USD/JPY rate over the next three months, the total percentage of respondents expecting the yen to weaken against the dollar increased to 50.4%, from 43.3% last month. The percentage of respondents selecting "fall of about ¥5 against the dollar" increased by 6.3ppt m-m, the largest rise among all responses. At the same time, response rates declined in all categories that projected the yen would strengthen against the dollar.

(5) Views of euro improve

Respondents were asked to choose one currency as an "appealing" investment target and one as "unappealing." We calculated a diffusion index for each currency by subtracting the percentage of responses for "unappealing" from that for "appealing." The Australian dollar was the most appealing currency for the 24th straight time since this survey question was introduced in January 2010 (no survey was conducted in April 2011), though its DI declined from the previous month. The DI for the US dollar rose 5.1pt m-m and was in positive territory for the first time since June 2010. The euro's DI remained the lowest among all currencies, although it rose by 5.2pt m-m, the largest gain of any currency and its first rise in four months.

(6) Increased appetite for investment in equities

To give an indication of plans for holding financial instruments, we calculate DIs for each financial instrument by subtracting the percentage of respondents planning to cease holding the instrument or decrease their holding from the percentage planning to hold the instrument for the first time or increase their holding. The DI for equities this month was 17.5, up 5.6pt m-m—the largest rise among all financial instruments.

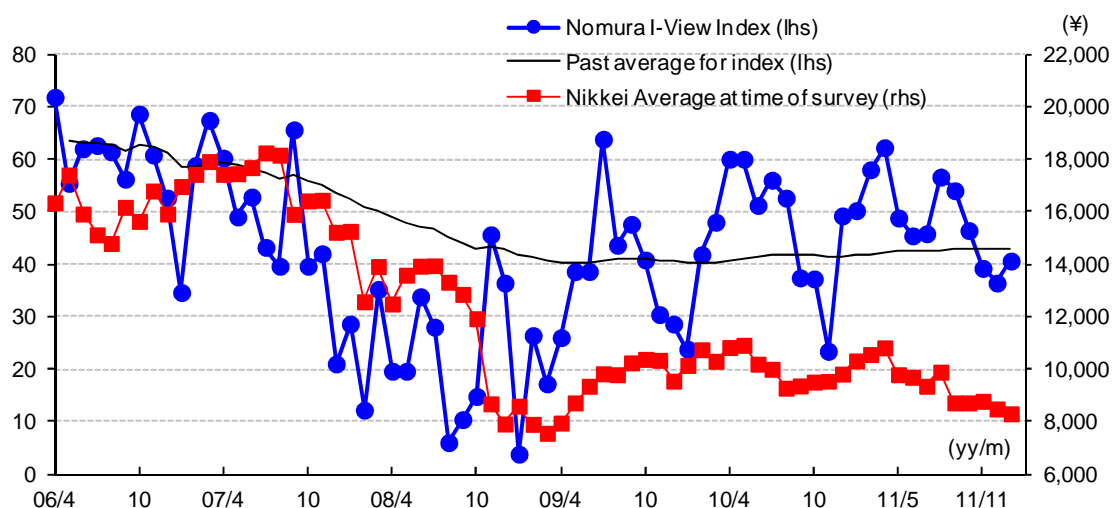
2. Survey results

(1) Nomura I-View Index at 40.6, up 4.2pt from previous survey

The Nomura Individual Investor Market View Index (Nomura I-View Index), based on respondents' three-month outlook for share prices and calculated by subtracting the percentage of responses for "fall" from that for "rise" was 40.6, up 4.2pt from 36.4 the previous month. The index turned upward for the first time in five months, reflecting an increase in the number of individual investors expecting stock prices to rise. The index remained below its historical average (Figure 1).

The Nikkei Average reference level (19 December close) was 8,296, down from the time of the previous survey (17 November close of 8,479).

1. The Nomura I-View Index and reference level of Nikkei Average at time of survey

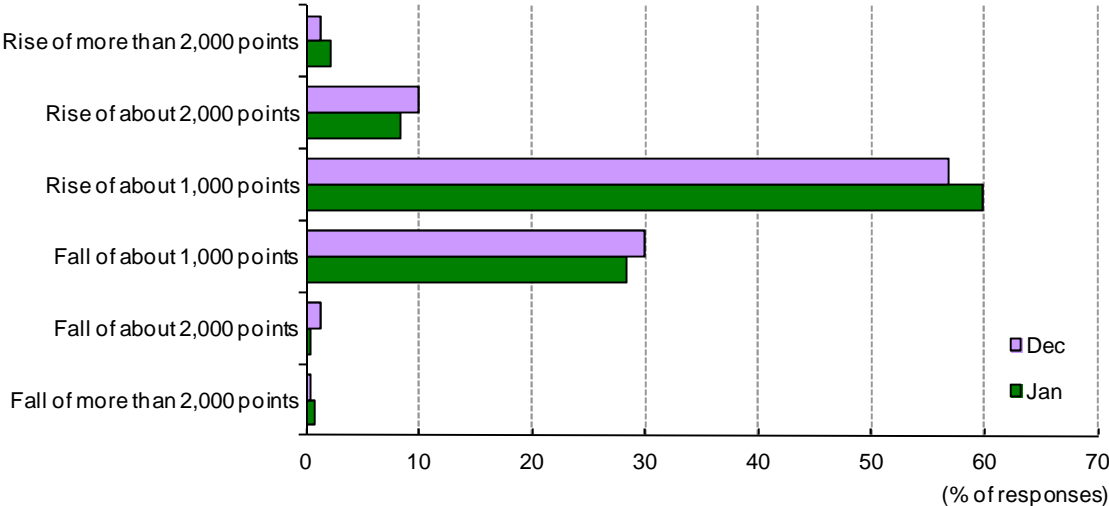


Note: (1) The Nomura I-View Index is based on data collected by this survey and expressed as a diffusion index. The calculation method is as follows: [(Number of responses indicating expected rise in share prices in the next three months) minus (number of responses indicating expected fall in share prices in the next three months) divided by number of respondents] X 100. The figure for January 2010 used here excludes respondents who projected the Nikkei Average would be flat.

(2) The Nomura I-View Index ranges from -100 to +100. The closer to +100 the figure is, the more bullish the outlook held by individual investors. The closer to -100 the figure is, the more bearish the outlook held by individual investors.

The combined proportion of respondents projecting the Nikkei Average would rise over the next three months was 70.3%, up 2.1ppt from 68.2% last month. The proportion of respondents expecting a "rise of about 1,000 points" increased by 3.0ppt from the previous survey, the largest increase among all responses, and this response again accounted for more than 50% of all responses. Response rates in other categories saw only small changes (Figure 2).

2. Outlook for Nikkei Average during the next three months

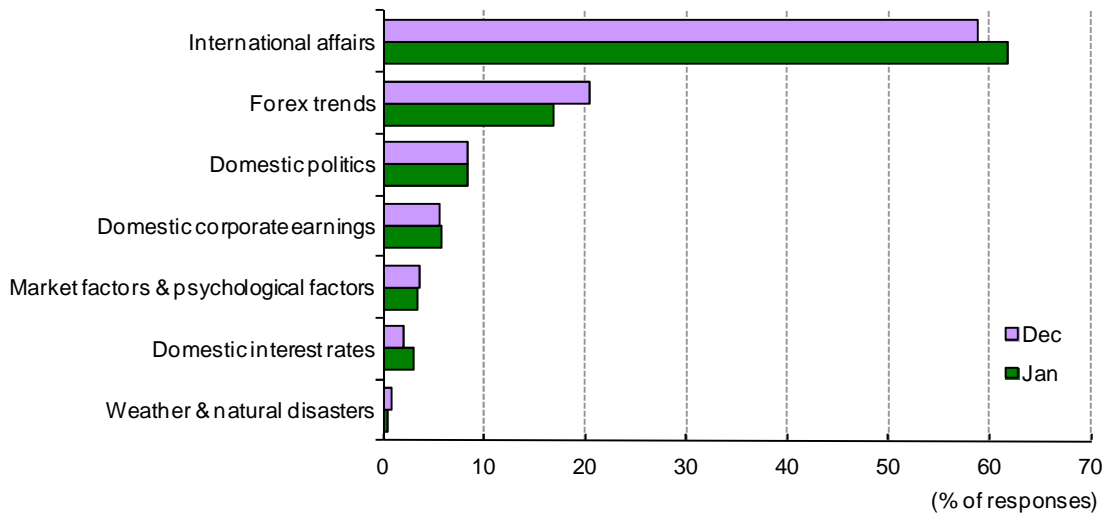


Note: Respondents were asked to share their outlook for the Nikkei Average during the next three months based on a 19 December closing figure of 8,296. Respondents could choose one answer from a possible six responses ranging from a rise of more than 2,000 points to a fall of more than 2,000 points with 1,000-point increments in between.

(2) Reduced focus on forex trends

Respondents were asked to select the factor most likely to impact the stock market in the next three months. International affairs was again the most popular response, and the 2.9ppt m-m rise in the proportion of respondents selecting it was the largest increase among all categories. The percentage of respondents selecting international affairs was at its highest level ever. Forex trends was again the second most popular response, although the proportion selecting it fell 3.6ppt, the largest decrease for any of the factors. Changes in response rates for other factors were relatively small. The ranking of all factors has remained unchanged since September (Figure 3).

3. Impact of factors on the stock market



Note: Respondents were asked to choose one answer from a possible seven responses concerning factors likely to impact the stock market over the next three months or so.

(3) Increase in appeal of automobiles sector

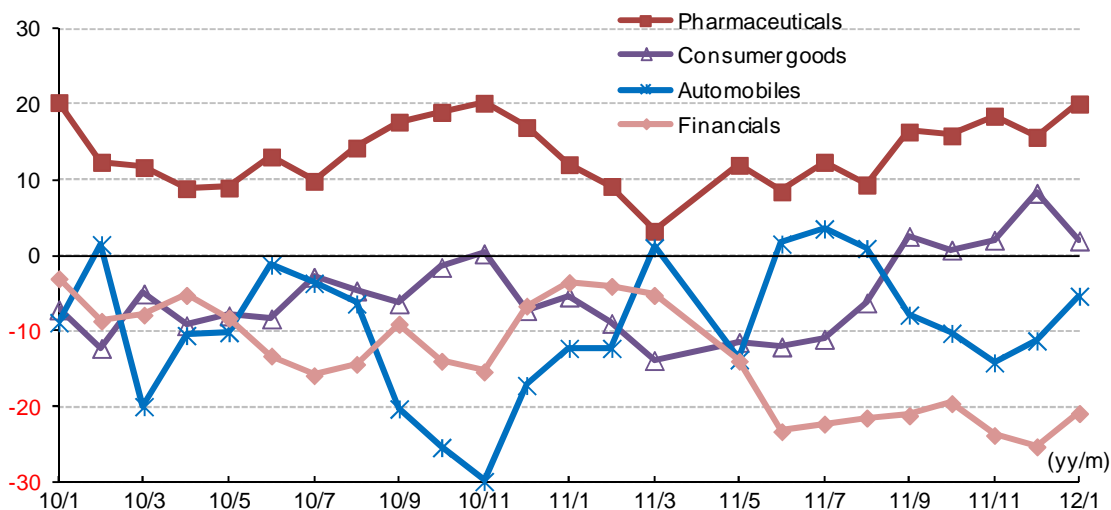
We calculated a diffusion index for each sector by subtracting the percentage of responses for "unappealing" from that for "appealing." Pharmaceuticals was the most appealing sector for the fifth straight month, with a DI of 20.1, up 4.4pt from last month. Financials remained the least appealing sector, although its DI turned upward with a rise of 4.4pt m-m. Among all the sectors, the largest decline was for consumer goods, which had seen a sharp rise in the previous month. Its DI fell 6.3pt m-m. The largest increase was for the automobiles sector, which for which the DI rose 5.9pt m-m, although it remained in negative territory (Figures 4, 5).

4. Investment appeal by sector

Sector	DI	Breakdown of DI (% of responses)		(Ref) Previous DI
		Appealing	Unappealing	
Pharmaceuticals	20.1	21.6	1.5	15.7
Materials	9.6	15.0	5.4	11.1
Telecommunications	5.9	9.7	3.8	6.6
Capital goods/other	4.4	10.9	6.5	7.7
Consumer goods	2.0	13.6	11.6	8.3
Electrical equipment/precision equipment	-3.1	7.5	10.6	-3.5
Automobiles	-5.3	11.3	16.6	-11.2
Transportation and utilities	-12.8	4.6	17.4	-9.5
Financials	-20.8	5.8	26.6	-25.2

Note: Respondents were given nine sectors and asked to choose one viewed as an appealing investment target and one viewed as unappealing. For each sector we calculated a diffusion index by subtracting the percentage of responses for unappealing from that for appealing. The materials sector comprises mining, textiles, paper & pulp, chemicals, oil, ceramics, steel, nonferrous metals, and trading houses. The financials sector comprises banks, miscellaneous finance, securities, and insurance. The capital goods/others sector comprises construction, machinery, shipbuilding, transportation equipment, miscellaneous manufacturing, and real estate. The transportation and utilities sector comprises railroads & buses, trucking, shipping, airlines, warehousing, electric power, and gas. The consumer goods sector comprises marine products, food, retail, and services.

5. Trend in DIs for selected sectors



(4) Most-watched stocks

Respondents were asked to name one stock that they would like to have in their portfolio, irrespective of short- or long-term investment horizon (including stocks actually held) or that they find appealing. We show the most popular responses below (Figure 6).

6. Name a stock with appeal (1,000 valid responses)

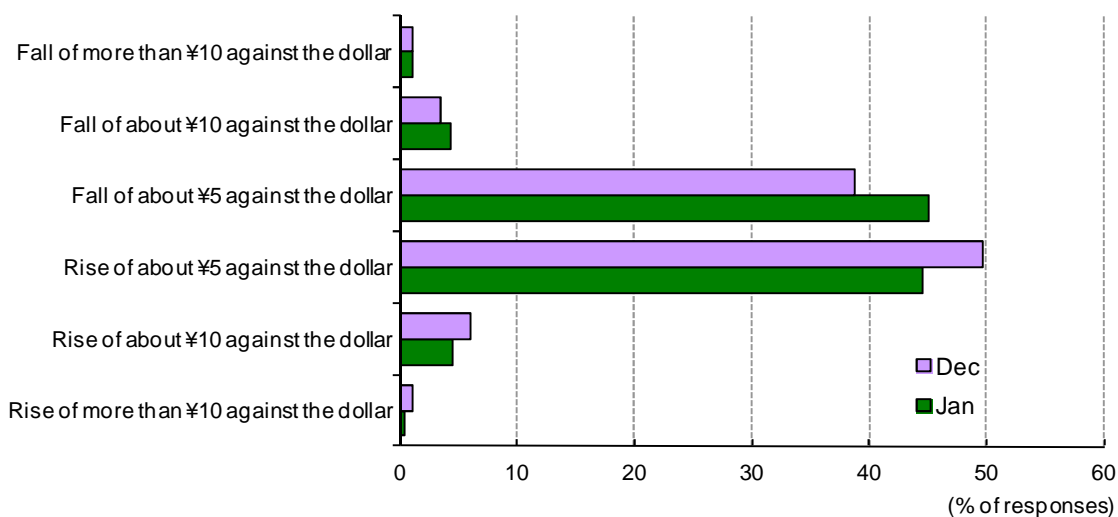
Code	Company	No. of respondents	Code	Company	No. of respondents
7203	Toyota Motor	65	4755	Rakuten	11
4502	Takeda Pharmaceutical	51	9202	All Nippon Airways	11
9984	Softbank	29	7751	Canon	10
6758	Sony	19	9432	Nippon Telegraph and Telephone	10
8411	Mizuho Financial Group	19	2811	Kagome	9
9437	NTT Docomo	19	6301	Komatsu	9
8267	Aeon	18	4503	Astellas Pharma	8
8306	Mitsubishi UFJ Financial Group	16	6501	Hitachi	8
2702	McDonald's Holdings (Japan)	15	7733	Olympus	8
5401	Nippon Steel	15	8031	Mitsui & Co	8
3402	Toray Industries	14	9501	Tokyo Electric Power	8
4523	Eisai	13	4543	Terumo	7
7201	Nissan Motor	13	4751	CyberAgent	7
7267	Honda Motor	13	6753	Sharp	7
8058	Mitsubishi Corp	13	9433	KDDI	7
4661	Oriental Land	11	9983	Fast Retailing	7

Note: Not included in valid responses were answers of "none" or clearly mistaken responses.

(5) Rising expectations of yen depreciation versus US dollar

On the outlook for the USD/JPY rate over the next three months, the total percentage of respondents expecting the yen to weaken against the dollar increased to 50.4%, from 43.3% last month. The percentage of respondents selecting "fall of about ¥5 against the dollar" increased by 6.3ppt m-m, the largest rise among all responses. At the same time, response rates fell m-m in all categories projecting the yen would strengthen against the dollar. The biggest decline in response rate (-5.0ppt) was for a "rise of about ¥5 against the dollar" (Figure 7). At the time of the latest survey (19 December), the noon indicative USD/JPY rate was 77.91, which means that the yen was slightly weaker compared with the previous survey's 77.04 (17 November).

7. Respondents' three-month outlook for the US\$/¥ rate



Note: Respondents were asked to share their outlook for the USD/JPY rate during the next three months, referencing a 19 December indicative rate of US\$1=¥77.91. Respondents could choose one answer from a possible six responses ranging from a rise of ¥10 or more against the dollar to a fall of ¥10 or more against the dollar, with ¥5 increments in between.

(6) Views of euro improve

Respondents were asked to choose one currency as an "appealing" investment target and one as "unappealing." We calculated a diffusion index for each currency by subtracting the percentage of responses for "unappealing" from that for "appealing." The Australian dollar was the most appealing currency for the 24th straight time since this survey question was introduced in January 2010 (no survey was conducted in April 2011), though its DI declined to 30.9, from 32.3 the previous month. The DI for the US dollar rose 5.1pt m-m to 0.2—its first move into positive territory since June 2010. The euro's DI remained the lowest among all currencies, although it rose 5.2pt m-m, the largest gain of any currency and its first rise in four months. The largest decline was for the Chinese renminbi, which saw its DI drop by 8.4pt m-m (Figure 8).

8. Investment appeal by currency

Currency	DI	Breakdown of DI (% of responses)		(Ref) Previous DI
		Appealing	Unappealing	
Australian dollar	30.9	32.1	1.2	32.3
Japanese yen	16.5	24.3	7.8	13.8
Brazilian real	5.6	9.9	4.3	9.0
Canadian dollar	2.4	2.8	0.4	2.1
US dollar	0.2	13.2	13.0	-4.9
Pound sterling	0.1	2.3	2.2	-0.9
Chinese renminbi	-9.9	9.4	19.3	-1.5
Euro	-47.8	3.6	51.4	-53.0

Note: Respondents were given nine currency options and asked to choose one viewed as an appealing investment target and one viewed as unappealing. Those selecting "other" were asked to specify a currency.

(7) Increased appetite for investment in equities

To give an indication of plans for holding financial instruments, we calculate DIs for each financial instrument by subtracting the percentage of respondents planning to cease holding the instrument or decrease their holding from the percentage planning to hold the instrument for the first time or increase their holding. DIs rose from prior-month levels for all financial instruments except investment trusts. The DI for equities this month climbed 5.6pt m-m—the largest rise among all categories (Figure 9).

9. Financial instruments for which investors are either seeking to increase or decrease their holdings

Currency	DI	Breakdown of DI (% of responses)		(Ref) Previous DI
		Plan to increase	Plan to decrease	
Cash & deposits	44.4	47.1	2.7	39.9
Equities	17.5	40.8	23.3	11.9
Securities issued overseas	8.2	10.8	2.6	4.9
Bonds	6.9	9.7	2.8	5.3
Other	2.0	2.2	0.2	1.6
Investment trusts	0.6	16.4	15.8	2.1
None	-32.8	30.2	63.0	-26.5

Note: Respondents were given a selection of seven financial instruments and asked to choose those for which they planned to increase their holdings and those for which they planned to decrease their holdings (multiple responses were allowed). In the exhibit, "plan to increase" refers to financial instruments that investors plan to hold for the first time or for which they plan to increase their holding, while "plan to decrease" refers to instruments that investors plan to cease holding or for which they plan to decrease their holding.

3. Nomura Individual Investor Survey

With the aim of better understanding investing activity by individuals and providing information on those trends, the Equity Research Department of Nomura Securities conducts a monthly survey—the Nomura Individual Investor Survey. The results of the survey have been published monthly since April 2006.

Survey method: Questionnaire conducted electronically using the internet monitor questionnaire service administered by Nomura Investor Relations Co., Ltd.

Survey target: Survey sent to 3,000 individual investors randomly selected from the approximately 11,800 with equity investment experience participating in Nomura Investor Relations' internet monitor questionnaire service.

Number of responses: 1,000 (survey closed when 1,000 responses received)

Survey period: Survey distributed on 19 December with deadline for responses on 20 December.

Survey content: Questions included each month are (1) share price outlook, (2) factors expected to impact the stock market, (3) attractive sectors and stocks, (4) USD/JPY rate outlook and attractive currencies, and (5) financial instruments for which investors plan to change their holdings. Respondents are also queried each month on their personal profiles.

4. Nomura Individual Investor Survey (January 2012) respondents

Gender: Male (77.2%), Female (22.8%)

Age: Under 30 (0.6%), 30–39 (12.0%), 40–49 (27.8%), 50–59 (30.4%), 60 and above (29.2%)

Occupation: Self-employed/fisheries, agriculture, forestry (11.2%), Professional (physician/medical professional, lawyer, etc) (2.5%), Company management/corporate officer (5.7%), Company employee/public servant (45.3%), Housewife (12.3%), Part-time worker/casual worker/job-hopper (5.4%), Unemployed/pensioner (15.5%), Other (2.1%)

Region: Kanto (45.6%), Kinki (20.8%), Tokai/Koshinetsu/Hokuriku (16.9%), Hokkaido/Tohoku (5.6%), Chugoku/Shikoku/Kyushu (11.1%)

Financial assets held: Less than ¥1,000,000 (5.6%), ¥1,000,000–¥2,999,999 (10.1%), ¥3,000,000–¥4,999,999 (12.8%), ¥5,000,000–¥9,999,999 (18.5%), ¥10,000,000–¥29,999,999 (30.6%), ¥30,000,000–¥49,999,999 (10.2%), ¥50,000,000 or more (12.2%)

Value of domestic stocks held: Less than ¥500,000 (11.6%), ¥500,000–¥999,999 (13.2%), ¥1,000,000–¥2,999,999 (25.2%), ¥3,000,000–¥4,999,999 (17.0%), ¥5,000,000–¥9,999,999 (15.6%), ¥10,000,000–¥29,999,999 (12.7%), ¥30,000,000 or more (4.7%)

Investment experience: Less than three years (2.0%), Three years to less than five years (7.9%), Five years to less than 10 years (29.4%), 10 years to less than 20 years (32.0%), 20 years or more (28.7%)

Investment plan for domestic stocks: Mainly for long-term holding (46.5%), Pursuit of gains from short-term appreciation (11.9%), Pursuit of dividends and shareholder perks (27.9%), No particular plan (13.7%)

Notice

The next Nomura Individual Investor Survey (February 2012) is scheduled for release on Wednesday, 15 February 2012.

Any Authors named on this report are Research Analysts unless otherwise indicated

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STOCKS

A rating of '**Buy**', indicates that the analyst expects the stock to outperform the Benchmark over the next 12 months. A rating of '**Neutral**', indicates that the analyst expects the stock to perform in line with the Benchmark over the next 12 months. A rating of '**Reduce**', indicates that the analyst expects the stock to underperform the Benchmark over the next 12 months. A rating of '**Suspended**', indicates that the rating, target price and estimates have been suspended temporarily to comply with applicable regulations and/or firm policies in certain circumstances including, but not limited to, when Nomura is acting in an advisory capacity in a merger or strategic transaction involving the company.

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Emerging Markets (ex-Asia): MSCI Emerging Markets ex-Asia, unless otherwise stated in the valuation methodology.

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Benchmarks are as follows: **United States**: S&P 500; **Europe**: Dow Jones STOXX 600; **Global Emerging Markets (ex-Asia)**: MSCI Emerging Markets ex-Asia.

Explanation of Nomura's equity research rating system for Asian companies under coverage ex Japan published from 30 October 2008 and in Japan from 6 January 2009

STOCKS

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Explanation of Nomura's equity research rating system in Japan published prior to 6 January 2009

STOCKS

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