

2020 Questionnaire on Investment Trusts

Summary of Survey Results

Important Points

- Among those who currently hold investment trusts, the percentage of people holding Tsumitate Nisa (installment NISA) increased by 7.0 percentage points from the previous survey. The percentage of those holding this type of account is higher the younger the age group. (P7)
- Among those who currently hold investment trusts, the percentage of people using the installment investment plan rose 10.6 percentage points to 53.0% from the previous survey. There have been increases in all age groups. (P19)
- In terms of reasons for an interest in and purchase of investment trusts, the percentage ratios of “learned through social media” tend to be higher among people in their 20s and 30s. (P30)
- Regarding the inclination of respondents to make ESG/SDG-related investments, an interest in “improving medical care and welfare” is highest among all age groups. Younger age groups tend to be more interested in “tackling problems of poverty and hunger,” “rectifying disparities in education,” and “promoting gender equality and women’s participation in the workplace”; whereas older age groups tend to be more interested in “improving environmental problems” and “promoting renewable energy.” (P33)

| Purpose of the survey | This survey targeted male and female individuals aged 20–79 years nationwide. The purpose of the survey was (1) to grasp the status of their investment trust holdings, their recognition of the characteristics of investment trusts, their satisfaction levels regarding investment trusts, their recognition of installment investment plans, etc., (2) to identify challenges in promoting the “flow from household savings to household asset formation” by confirming with the “segment with no experience of holding investment trusts” the reasons for not purchasing investment trusts and what motivates them to consider purchasing investment trusts, (3) and to provide useful reference materials that can help broaden the use of investment trusts and activities to promote public awareness of investment trusts in the future. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------------|-------------|--------------------|------|-------------------------|-----|-----|-----|-----|-----|-----|-------|--------------|-----|-----|-----|-----|-----|-----|-------|---------------|-----|-----|-------|-----|-------|-----|-------|-------------|--|-------|-------|-------|-------|-------|-------|-------|--------|-------------------------|-----|-----|-----|-----|-----|-----|-------|--------------|-----|-----|-----|-----|-----|-----|-------|---------------|-----|-----|-------|-----|-------|-------|-------|---------------|--|-------|-------|-------|-------|-------|-------|--------|--------------|--|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| Survey method | Internet survey (frame for extraction: NRC Network Panel) * It has been confirmed that Internet survey monitors generally have high information sensitivity. There is a tendency among Internet survey monitors that their ratios of holding financial instruments (investment trusts) and rates of recognition of the relevant systems show higher levels than those of mail survey monitors. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Survey location | Nationwide (three blocks consisting of the Tokyo metropolitan area, the Hanshin area and other regions) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Survey target | Male and female individuals aged 20–79 years | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Number of samples | <p>A total of 20,000 samples</p> <ul style="list-style-type: none"> Allocation by gender, age group and location was implemented (the allocation was based on the Basic Resident Register as of January 1, 2019). Exclusion by occupational conditions was not implemented. <p><Details of the numbers of collected questionnaire answers by gender, age group and location></p> <table border="1"> <thead> <tr> <th colspan="2"></th> <th>20–29 years</th> <th>30–39 years</th> <th>40–49 years</th> <th>50–59 years</th> <th>60–69 years</th> <th>70–79 years</th> <th>Total: 20–79 years</th> </tr> </thead> <tbody> <tr> <td rowspan="3">Male</td> <td>Tokyo metropolitan area</td> <td>417</td> <td>505</td> <td>646</td> <td>529</td> <td>451</td> <td>407</td> <td>2,955</td> </tr> <tr> <td>Hanshin area</td> <td>192</td> <td>217</td> <td>294</td> <td>243</td> <td>233</td> <td>223</td> <td>1,402</td> </tr> <tr> <td>Other regions</td> <td>721</td> <td>872</td> <td>1,105</td> <td>954</td> <td>1,071</td> <td>870</td> <td>5,593</td> </tr> <tr> <td colspan="2">Total: Male</td> <td>1,330</td> <td>1,594</td> <td>2,045</td> <td>1,726</td> <td>1,755</td> <td>1,500</td> <td>9,950</td> </tr> <tr> <td rowspan="3">Female</td> <td>Tokyo metropolitan area</td> <td>401</td> <td>474</td> <td>604</td> <td>487</td> <td>455</td> <td>472</td> <td>2,893</td> </tr> <tr> <td>Hanshin area</td> <td>192</td> <td>220</td> <td>299</td> <td>250</td> <td>252</td> <td>267</td> <td>1,480</td> </tr> <tr> <td>Other regions</td> <td>674</td> <td>831</td> <td>1,066</td> <td>963</td> <td>1,119</td> <td>1,024</td> <td>5,677</td> </tr> <tr> <td colspan="2">Total: Female</td> <td>1,267</td> <td>1,525</td> <td>1,969</td> <td>1,700</td> <td>1,826</td> <td>1,763</td> <td>10,050</td> </tr> <tr> <td colspan="2">TOTAL</td> <td>2,597</td> <td>3,119</td> <td>4,014</td> <td>3,426</td> <td>3,581</td> <td>3,263</td> <td>20,000</td> </tr> </tbody> </table> <p>* Definitions of locations and numbers of collected questionnaire answers by location are as follows: [Tokyo metropolitan area] Tokyo, Kanagawa, Saitama, Chiba / total of 5,848 samples [Hanshin area] Osaka, Kyoto, Hyogo, Nara / total of 2,882 samples [Other regions] Prefectures other than the above / total of 11,270 samples</p> | | | 20–29 years | 30–39 years | 40–49 years | 50–59 years | 60–69 years | 70–79 years | Total: 20–79 years | Male | Tokyo metropolitan area | 417 | 505 | 646 | 529 | 451 | 407 | 2,955 | Hanshin area | 192 | 217 | 294 | 243 | 233 | 223 | 1,402 | Other regions | 721 | 872 | 1,105 | 954 | 1,071 | 870 | 5,593 | Total: Male | | 1,330 | 1,594 | 2,045 | 1,726 | 1,755 | 1,500 | 9,950 | Female | Tokyo metropolitan area | 401 | 474 | 604 | 487 | 455 | 472 | 2,893 | Hanshin area | 192 | 220 | 299 | 250 | 252 | 267 | 1,480 | Other regions | 674 | 831 | 1,066 | 963 | 1,119 | 1,024 | 5,677 | Total: Female | | 1,267 | 1,525 | 1,969 | 1,700 | 1,826 | 1,763 | 10,050 | TOTAL | | 2,597 | 3,119 | 4,014 | 3,426 | 3,581 | 3,263 | 20,000 |
| | | 20–29 years | 30–39 years | 40–49 years | 50–59 years | 60–69 years | 70–79 years | Total: 20–79 years | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Male | Tokyo metropolitan area | 417 | 505 | 646 | 529 | 451 | 407 | 2,955 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Hanshin area | 192 | 217 | 294 | 243 | 233 | 223 | 1,402 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Other regions | 721 | 872 | 1,105 | 954 | 1,071 | 870 | 5,593 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total: Male | | 1,330 | 1,594 | 2,045 | 1,726 | 1,755 | 1,500 | 9,950 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Female | Tokyo metropolitan area | 401 | 474 | 604 | 487 | 455 | 472 | 2,893 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Hanshin area | 192 | 220 | 299 | 250 | 252 | 267 | 1,480 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Other regions | 674 | 831 | 1,066 | 963 | 1,119 | 1,024 | 5,677 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total: Female | | 1,267 | 1,525 | 1,969 | 1,700 | 1,826 | 1,763 | 10,050 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | | 2,597 | 3,119 | 4,014 | 3,426 | 3,581 | 3,263 | 20,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Survey period | November 10 (Tuesday) – November 16 (Monday), 2020 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Organization responsible for the survey | The Investment Trusts Association, Japan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Entity that conducted the survey | Nippon Research Center, Ltd. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

2. Status of Investment Trust Holdings (3)

Types of investment trust account

(Q3)

(Data of respondents currently holding investment trusts)

[2020, by attribute]

[2019]

| | | n= | Specific, general and other ordinary taxable accounts | NISA | Tsumitate NISA (installment NISA) | iDeCo (individual-type defined contribution pension plan) | Corporate-type defined contribution pension plan | Other | Unknown | (%) | | | n= | Specific, general and other ordinary taxable accounts | NISA | Tsumitate NISA (installment NISA) | iDeCo (individual-type defined contribution pension plan) | Corporate-type defined contribution pension plan | Other | Unknown | (%) |
|----------------------------|--------------------------------|--------|---|------|-----------------------------------|---|--|-------|---------|-----|--------|------|--------|---|------|-----------------------------------|---|--|-------|---------|-----|
| 2020 | | (4675) | 65.1 | 40.4 | 24.4 | 13.5 | 9.6 | 1.0 | 3.4 | | 2019 | | (4452) | 69.7 | 43.2 | 17.4 | 11.8 | 7.1 | 0.7 | 2.4 | |
| By gender | Male | (2910) | 67.2 | 40.3 | 24.3 | 15.5 | 12.9 | 0.9 | 2.7 | | (2661) | 72.2 | 42.1 | 17.6 | 14.1 | 10.0 | 0.6 | 2.4 | | | |
| | Female | (1765) | 61.6 | 40.6 | 24.4 | 10.3 | 4.3 | 1.1 | 4.5 | | (1791) | 66.0 | 44.8 | 17.1 | 8.4 | 2.8 | 0.9 | 2.4 | | | |
| By age group | 20s | (521) | 48.2 | 32.8 | 48.0 | 18.6 | 15.5 | 1.7 | 4.4 | | (390) | 51.3 | 33.6 | 39.2 | 18.2 | 14.1 | 0.5 | 4.6 | | | |
| | 30s | (738) | 55.0 | 34.0 | 39.8 | 21.5 | 16.1 | 1.1 | 3.4 | | (646) | 59.1 | 36.1 | 32.7 | 20.6 | 9.3 | 0.6 | 2.3 | | | |
| | 40s | (946) | 61.0 | 36.0 | 29.9 | 22.4 | 13.0 | 0.7 | 2.7 | | (855) | 66.9 | 40.0 | 20.2 | 20.5 | 9.8 | 0.6 | 2.1 | | | |
| | 50s | (770) | 66.2 | 38.2 | 18.8 | 16.8 | 11.3 | 1.6 | 2.6 | | (763) | 72.1 | 41.5 | 14.8 | 15.6 | 11.9 | 1.0 | 2.9 | | | |
| | 60s | (909) | 74.3 | 50.3 | 11.7 | 3.0 | 3.9 | 0.7 | 3.4 | | (976) | 74.9 | 49.7 | 7.0 | 2.0 | 2.4 | 1.0 | 1.9 | | | |
| | 70s | (791) | 78.8 | 47.4 | 7.7 | 1.1 | 0.8 | 0.5 | 4.3 | | (822) | 81.3 | 50.6 | 6.8 | 0.7 | 0.6 | 0.4 | 1.9 | | | |
| By annual household income | Under ¥1 million | (124) | 60.5 | 44.4 | 21.8 | 12.1 | 4.8 | 0.0 | 3.2 | | (90) | 70.0 | 42.2 | 10.0 | 11.1 | 3.3 | 0.0 | 6.7 | | | |
| | ¥1 million – under ¥3 million | (542) | 68.3 | 42.8 | 17.5 | 7.0 | 2.6 | 1.1 | 4.1 | | (529) | 67.5 | 45.6 | 15.7 | 4.9 | 2.3 | 0.8 | 3.4 | | | |
| | ¥3 million – under ¥5 million | (1049) | 65.3 | 39.7 | 24.7 | 10.5 | 5.1 | 0.8 | 2.7 | | (1006) | 68.3 | 42.5 | 19.0 | 9.4 | 3.3 | 0.8 | 2.6 | | | |
| | ¥5 million – under ¥10 million | (1705) | 63.4 | 40.0 | 27.9 | 16.7 | 13.0 | 1.0 | 2.4 | | (1667) | 69.3 | 43.1 | 17.3 | 12.7 | 8.4 | 0.7 | 1.2 | | | |
| | ¥10 million or more | (677) | 69.3 | 43.0 | 25.0 | 20.5 | 18.3 | 1.5 | 1.9 | | (710) | 75.6 | 45.2 | 19.2 | 20.3 | 16.5 | 1.0 | 1.8 | | | |

- The highest percentage of respondents hold specific, general and other ordinary taxable accounts (65.1%), followed by NISA (40.4%). Between 10% and 29% of respondents hold Tsumitate NISA (installment NISA) (24.4%) and iDeCo (individual-type defined contribution pension plan) (13.5%).
- The percentage of those holding Tsumitate NISA (installment NISA) increased 7.0 percentage points overall compared to the previous survey. It increased 8.8 percentage points among respondents aged 20–29, 7.1 percentage points among those aged 30–39, and 9.7 percentage points among those aged 40–49.
- The percentage of respondents holding specific, general and other ordinary taxable accounts or NISA is higher in older age groups, and the percentage of those holding Tsumitate NISA (installment NISA) is higher in younger age groups.

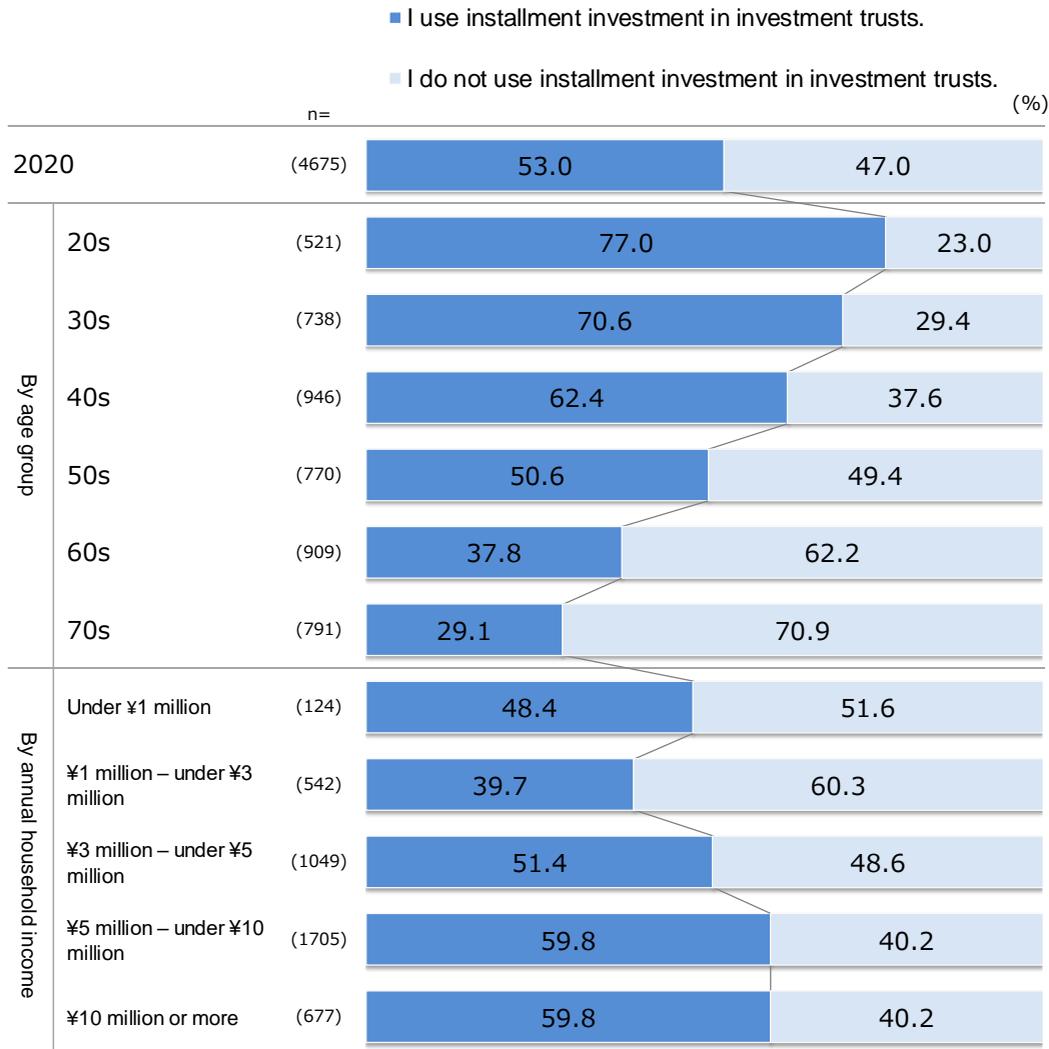
4. Status of Recognition/Use of Installment Investment in Investment Trusts (2)



Status of use of installment investment in investment trusts

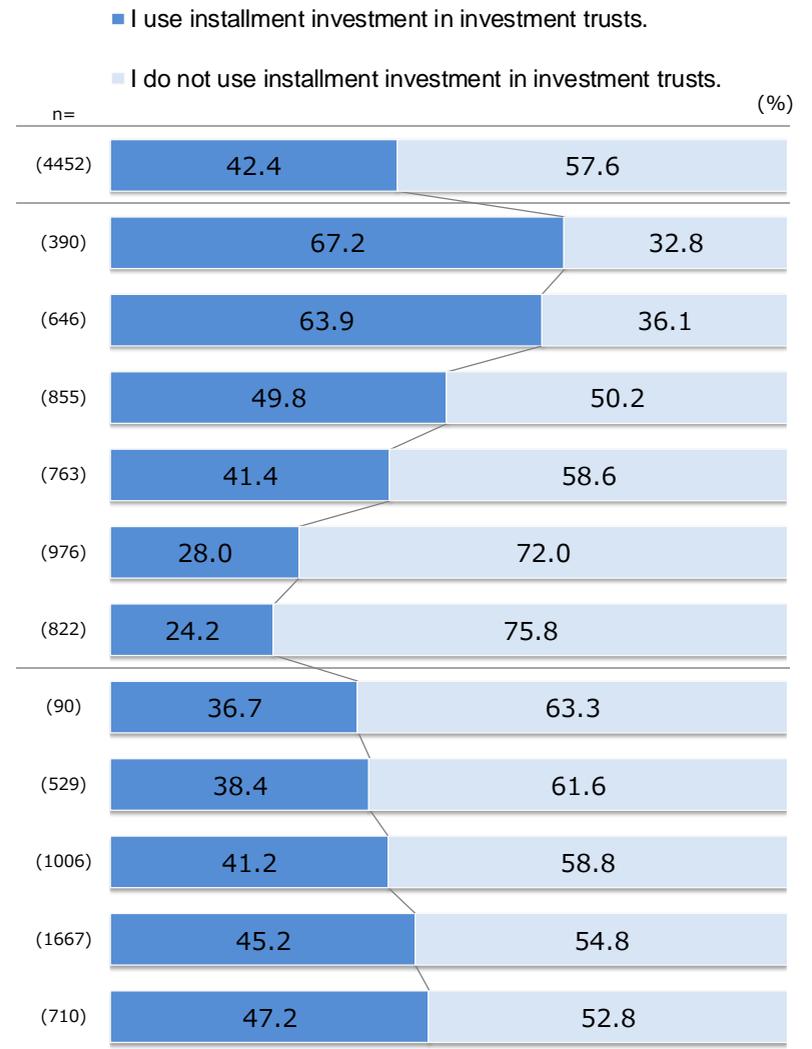
(Data of respondents currently holding investment trusts)

[2020, by attribute]



(Q18)

[2019]



- Installment investment plans are used by 53.0% of those currently holding investment trusts, 10.6 percentage points higher than in the previous survey. The percentage has increased across all age groups.
- The percentage of those using installment investment plans is higher in the younger the age group. At over 70%, the percentage is particularly high among people in their 20s and 30s.

8. Reasons for Interest in/Purchase of Investment Trusts

Reasons for interest in/purchase of investment trusts (Multiple answers) (Q8)

(Data of respondents currently and have experience of holding investment trusts)

| | | n= | Solicited by financial institution personnel | Browsed and undertook research on the Internet | Read a book about investment trusts | The tax-free small-lot investment program started | Looked at ads for investment trusts | Am able to afford them financially | Heard about them from my family or friends | Looked at the economy and market conditions | Looked at DM and heard about them on the phone | Read articles on investment trusts in newspapers and magazines | Heard a lecture on them or attended a seminar on them | Selected an investment trust in the defined contribution pension plan and took an interest | Heard media reports about 20 million yen necessary for living after retirement | Learned through social media | It was good that I selected investment trusts in the defined contribution pension plan | Other (%) |
|--|---|--------|--|--|-------------------------------------|---|-------------------------------------|------------------------------------|--|---|--|--|---|--|--|------------------------------|--|-----------|
| 2020 | | (6626) | 40.0 | 25.0 | 12.5 | 11.4 | 10.8 | 10.2 | 10.1 | 8.6 | 8.5 | 8.3 | 6.7 | 6.6 | 4.8 | 3.8 | 2.2 | 2.9 |
| By gender | Male | (4014) | 33.4 | 30.4 | 15.4 | 11.8 | 12.4 | 11.5 | 7.1 | 10.4 | 9.8 | 9.7 | 7.0 | 8.8 | 5.4 | 4.1 | 2.8 | 2.6 |
| | Female | (2612) | 50.0 | 16.7 | 8.1 | 10.8 | 8.3 | 8.3 | 14.7 | 5.7 | 6.5 | 6.0 | 6.4 | 3.1 | 3.9 | 3.3 | 1.2 | 3.3 |
| By age group | 20s | (635) | 24.1 | 30.4 | 14.5 | 15.7 | 11.3 | 9.9 | 10.9 | 11.3 | 14.3 | 7.2 | 11.3 | 9.0 | 9.0 | 13.4 | 5.2 | 3.0 |
| | 30s | (853) | 23.0 | 40.0 | 21.0 | 16.9 | 11.7 | 11.5 | 12.5 | 11.4 | 10.9 | 8.2 | 7.7 | 10.6 | 8.3 | 9.3 | 4.6 | 1.4 |
| | 40s | (1204) | 24.5 | 39.0 | 19.0 | 15.4 | 11.3 | 7.3 | 11.0 | 8.6 | 7.9 | 8.2 | 6.4 | 9.0 | 7.4 | 5.1 | 2.4 | 2.6 |
| | 50s | (1112) | 36.3 | 26.2 | 11.2 | 9.8 | 12.3 | 8.8 | 8.1 | 7.8 | 7.0 | 9.2 | 5.3 | 8.8 | 4.0 | 1.5 | 2.3 | 2.8 |
| | 60s | (1432) | 52.1 | 16.7 | 8.7 | 8.9 | 8.8 | 12.5 | 9.4 | 7.5 | 6.6 | 7.3 | 6.4 | 3.8 | 2.4 | 0.3 | 0.9 | 3.4 |
| | 70s | (1390) | 61.5 | 9.0 | 5.8 | 6.5 | 10.4 | 10.9 | 9.7 | 7.2 | 8.0 | 9.1 | 5.8 | 2.0 | 1.7 | 0.4 | 0.4 | 3.7 |
| By annual household income | Under ¥1 million | (194) | 36.6 | 27.8 | 12.4 | 6.7 | 9.3 | 5.2 | 7.2 | 7.7 | 6.2 | 6.7 | 6.2 | 2.6 | 3.1 | 1.0 | 1.5 | 3.6 |
| | ¥1 million – under ¥3 million | (846) | 48.8 | 18.8 | 8.5 | 9.1 | 9.5 | 10.0 | 8.6 | 7.4 | 6.7 | 6.6 | 7.1 | 3.7 | 3.8 | 2.2 | 1.4 | 3.2 |
| | ¥3 million – under ¥5 million | (1553) | 43.5 | 23.2 | 12.1 | 10.6 | 11.7 | 10.6 | 9.7 | 6.9 | 9.1 | 8.2 | 5.9 | 4.9 | 5.0 | 3.3 | 1.4 | 3.1 |
| | ¥5 million – under ¥10 million | (2277) | 33.9 | 29.5 | 14.3 | 12.9 | 11.5 | 10.1 | 10.3 | 9.5 | 9.0 | 9.0 | 7.7 | 8.6 | 5.5 | 4.9 | 2.7 | 2.5 |
| | ¥10 million or more | (847) | 37.8 | 28.6 | 15.7 | 12.6 | 12.5 | 13.7 | 10.9 | 11.2 | 11.5 | 10.2 | 8.0 | 10.9 | 4.8 | 4.8 | 4.4 | 2.1 |
| By status of investment trust holding | Segment with investment trust holdings / previous experience of holding investment trusts | (4675) | 37.9 | 29.7 | 14.5 | 14.5 | 10.1 | 10.4 | 9.7 | 9.0 | 8.5 | 8.0 | 7.7 | 8.0 | 5.7 | 4.7 | 2.8 | 2.5 |
| | Segment with previous experience of holding investment trusts (no current holding) | (1951) | 45.1 | 13.7 | 7.6 | 4.1 | 12.5 | 9.8 | 11.0 | 7.5 | 8.5 | 9.0 | 4.3 | 3.2 | 2.8 | 1.6 | 0.6 | 3.8 |
| By type of investment trust currently held | Segment holding investment trust to invest in equities | (3350) | 36.0 | 34.1 | 17.3 | 16.1 | 11.4 | 10.9 | 10.7 | 10.0 | 9.0 | 9.0 | 8.7 | 9.6 | 5.7 | 5.7 | 3.4 | 2.0 |
| | Segment holding other investment trusts | (887) | 45.1 | 20.7 | 9.4 | 11.6 | 7.8 | 8.6 | 6.5 | 6.4 | 9.2 | 6.8 | 6.7 | 5.0 | 4.5 | 2.1 | 1.8 | 2.7 |

- A particularly high percentage, 40.0%, of respondents became interested in and purchased an investment trust by reason of “solicited by financial institution personnel,” followed by “browsed and undertook research on the Internet” (25.0%) and “read books about investment trusts” (12.5%).
- By age group, the older a person in their 50s or over, the more likely they are motivated by solicitation by financial institution personnel. “Browsed and undertook research on the Internet,” “read books about investment trusts” and “the tax-free small-lot investment program started” tend to be higher among those in their 40s and younger, while “learned through social media” tend to be higher among those in their 20s and 30s.
- Among respondents currently holding investment trusts, the percentages are higher for “browsed and undertook research on the Internet,” “read books about investment trusts” and “the tax-free small-lot investment program started” than among those with previous experience of holding investment trusts.

10. Status of Investment Awareness (2)

Inclination to make ESG/SDG-related investments (Multiple answers)

(Q29)

| | | n= | Companies engaged in "improving medical care and welfare" | Companies engaged in "improving environmental problems" | Companies engaged in "promoting renewable energy" | Companies engaged in "tackling problems of poverty and hunger" | Companies engaged in "rectifying disparities in education" | Companies engaged in "promoting gender equality and women's participation in the workplace" | Other | There is nothing I want to purchase |
|--|---|---------|---|---|---|--|--|---|-------|-------------------------------------|
| | | | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) |
| 2020 | | (20000) | 33.5 | 27.9 | 27.2 | 17.6 | 13.7 | 10.6 | 0.4 | 43.1 |
| By gender | Male | (9950) | 31.9 | 28.3 | 29.4 | 16.7 | 14.1 | 9.5 | 0.4 | 41.6 |
| | Female | (10050) | 35.2 | 27.6 | 25.0 | 18.5 | 13.4 | 11.7 | 0.3 | 44.6 |
| By age group | 20s | (2597) | 33.8 | 23.7 | 21.2 | 24.0 | 20.9 | 19.8 | 0.2 | 36.5 |
| | 30s | (3119) | 34.7 | 25.2 | 23.7 | 21.1 | 17.8 | 14.0 | 0.4 | 38.8 |
| | 40s | (4014) | 34.3 | 26.3 | 27.2 | 18.1 | 15.4 | 11.1 | 0.2 | 41.1 |
| | 50s | (3426) | 33.1 | 27.9 | 27.4 | 16.6 | 11.8 | 8.5 | 0.5 | 46.0 |
| | 60s | (3581) | 31.3 | 30.7 | 30.2 | 14.0 | 9.0 | 6.7 | 0.4 | 47.3 |
| | 70s | (3263) | 34.2 | 32.8 | 31.7 | 13.7 | 9.3 | 6.1 | 0.4 | 47.3 |
| By annual household income | Under ¥1 million | (835) | 24.9 | 20.1 | 21.8 | 18.3 | 11.6 | 11.1 | 0.6 | 51.0 |
| | ¥1 million – under ¥3 million | (3083) | 30.8 | 25.4 | 25.6 | 18.7 | 12.1 | 10.2 | 0.6 | 46.4 |
| | ¥3 million – under ¥5 million | (4427) | 35.6 | 29.7 | 27.4 | 18.4 | 13.4 | 10.4 | 0.2 | 40.7 |
| | ¥5 million – under ¥10 million | (5684) | 39.7 | 31.8 | 31.8 | 19.1 | 17.5 | 12.1 | 0.1 | 33.9 |
| | ¥10 million or more | (1629) | 37.1 | 35.7 | 34.4 | 18.0 | 16.3 | 13.8 | 0.2 | 33.0 |
| By status of investment trust holding | Segment with investment trust holdings / previous experience of holding investment trusts | (4675) | 44.5 | 42.2 | 41.0 | 20.0 | 18.7 | 14.0 | 0.2 | 24.5 |
| | Segment with current investment trust holdings | (1951) | 41.0 | 37.1 | 35.1 | 18.2 | 15.0 | 10.6 | 0.3 | 33.4 |
| | Segment with previous experience of holding investment trusts (no current holding) | (3101) | 33.3 | 29.6 | 29.9 | 17.2 | 13.9 | 9.9 | 0.5 | 43.0 |
| | Segment with no previous experience of holding investment trusts | (10273) | 27.2 | 19.2 | 18.6 | 16.6 | 11.2 | 9.3 | 0.4 | 53.5 |
| By type of investment trust currently held | Segment holding investment trust to invest in equities | (3350) | 46.2 | 43.9 | 41.6 | 21.3 | 19.8 | 14.5 | 0.2 | 21.5 |
| | Segment holding other investment trusts | (887) | 46.1 | 43.2 | 45.0 | 18.9 | 19.6 | 14.3 | 0.3 | 22.5 |

- Regarding the inclination of investors to invest in companies engaged in efforts for a sustainable society, the highest percentage of respondents are inclined toward companies engaged in "improving medical care and welfare" (33.5%), followed by companies engaged in "improving environmental problems," "promoting renewable energy," and "tackling problems of poverty and hunger."
- By age group, "improving medical care and welfare" is the highest for all age groups. "Tackling problems of poverty and hunger," "rectifying disparities in education," and "promoting gender equality and women's participation in the workplace" are higher in younger age groups; whereas "improving environmental problems" and "promoting renewable energy" are higher in older age groups.
- In the category of respondents with no experience in holding investment trusts, those with previous experience of holding financial assets are more inclined toward "improving medical care and welfare," "improving environmental problems," and "promoting renewable energy" than those with no previous experience of holding financial assets.