

To the press and whom it may concern

February 21, 2023
The Investment Trusts Association, Japan

[2022 Survey on NISA, iDeCo and Other Plans]
The recognition rate of NISA and Tsumitate NISA (installment NISA)
exceeds 70%.
Promotion of utilization of each asset building scheme is an issue.

The Investment Trusts Association, Japan (2-1, Nihonbashi-kabutocho, Chuo-ku, Tokyo; Chairperson: Hiroshi Matsutani) conducted a survey of 20,000 male and female respondents aged 20 to 79 across Japan about utilization, awareness, etc. of preferential tax programs such as NISA and iDeCo as well as ETFs and J-REITs.

General overview of survey results

[Recognition and usage of NISA and Tsumitate NISA (installment NISA)]

- The recognition rate is 81.5% (previous year: 79.6%) for NISA and 75.2% (previous year: 71.2%) for Tsumitate NISA (installment NISA), showing a continued rising trend. However, respondents giving “Know both the name and the scheme” constitute 32.0% for NISA and 28.6% for Tsumitate NISA. Therefore, it is an issue to publicize details of the schemes. (Page 10 of the report)
- Of respondents who recognize each scheme, those who currently hold financial products account for 17.1% for NISA and 13.8% for Tsumitate NISA. Efforts for leading to investment behavior remain a challenge. (Page 11 of the report)
- Of respondents who recognize each scheme, many of young people who have not opened an account gave “Lack of money for investments” and “Lack of knowledge on investments/It seems difficult without knowledge” as reasons, whereas many of elder people gave “Lack of interest in investments themselves.” (Pages 58 and 71 of the report)

[Status of recognition and products held of iDeCo (Individual-type defined contribution pension plan)]

- Although the recognition rate of iDeCo was 66.4%, exceeding the majority, respondents giving “Know both the name and the scheme” accounted for 20.3%. It is an issue to publicize details of the scheme. By occupation, respondents who are public employees giving “Know both the name and the scheme” constituted a high percentage at 40.6%. (Pages 14 and 98 of the report)
- While the rate of opening accounts for iDeCo (currently paying contributions) was 11.7%, by occupation, the percentage of “Public employee” was relatively high at 32.8%. (Page 99 of the report)

[Attitudes toward J-REITs]

- While the rate of intention to purchase (including intention to continue to hold) J-REITs for the future was 11.2%, this rate was nearly 70% among those who currently hold J-REITs, so the satisfaction level is high among those who hold J-REITs. (Pages 48 and 49 of the report)
- Among those who currently hold J-REITs, responses of “Can make real estate investments even with small amounts,” “Can expect relatively high yields,” “Can diversify investments into multiple properties” and “Most of investment earnings are distributed” given as appeal points of J-REITs each exceeded 30%. (Pages 45 and 46 of the report)

Main characteristics of survey results

As main characteristics of results of this survey, there are the following three points.

- (i) **The recognition rate of NISA and Tsumitate NISA (installment NISA) is high at 70%. Efforts to publicize the schemes and increasing users are a challenge. Further penetration among young people is important.**
- (ii) **The percentage of holding iDeCo financial products is high at 32.8% among public employees. It is necessary to publicize the scheme to self-employed individuals and small- to medium-sized businesses which cannot use corporate-type DC.**
- (iii) **Approx. 70% of those who currently hold J-REITs have an intention to purchase/continue to hold in the future. Efforts to communicate appeal points of J-REITs to those who do not hold J-REIT are important.**

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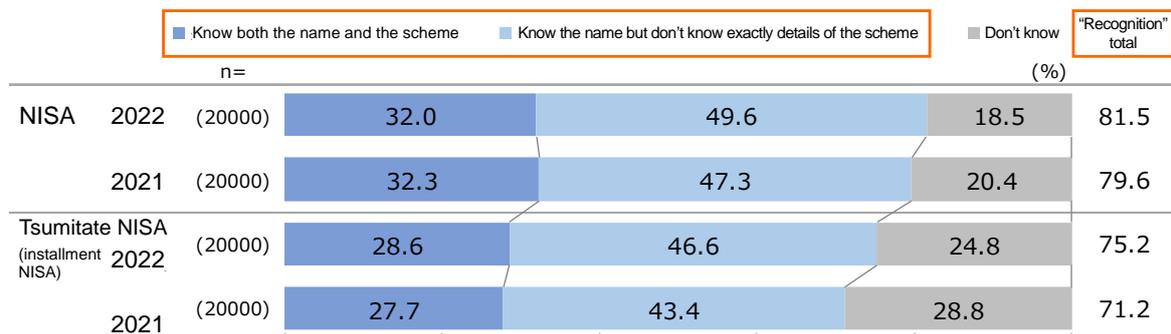
The recognition rate reached 81.5% for NISA and 75.2% for Tsumitate NISA, remaining at a high level, following the previous fiscal year. On the other hand, the percentage of those who currently hold financial products was 17.1% for NISA and 13.8% for Tsumitate NISA.

Increasing users of NISA scheme in the future is a big challenge, but the ratio of those who currently hold financial products under Tsumitate NISA (utilization ratio) is on an upward trend, following the previous fiscal year. Among others, the ratio of utilizing Tsumitate NISA has risen among young people in their 20s and 30s in recent years. In order to accelerate the spread of NISA scheme, it is particularly important to encourage young people to use the scheme.

As reasons for not opening an account for Tsumitate NISA, many people in their 20s and 30s gave “Lack of knowledge on investments/It seems difficult without knowledge.” Young people’s lack of knowledge about investments is considered to be a hurdle for the utilization of the scheme.

The recognition rate of NISA and Tsumitate NISA (installment NISA)

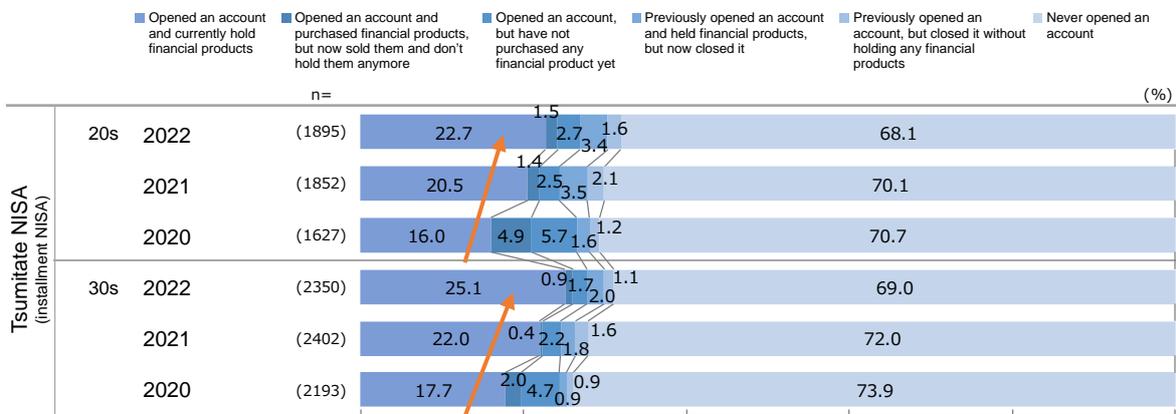
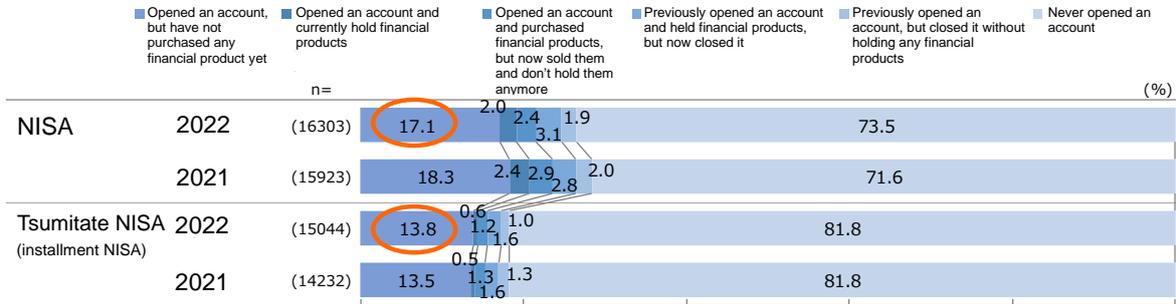
(Target: based on all respondents/Q14 (1), Q14 (2)/pages 51 and 65 of the report)



Ratio of currently holding financial products under NISA and Tsumitate NISA

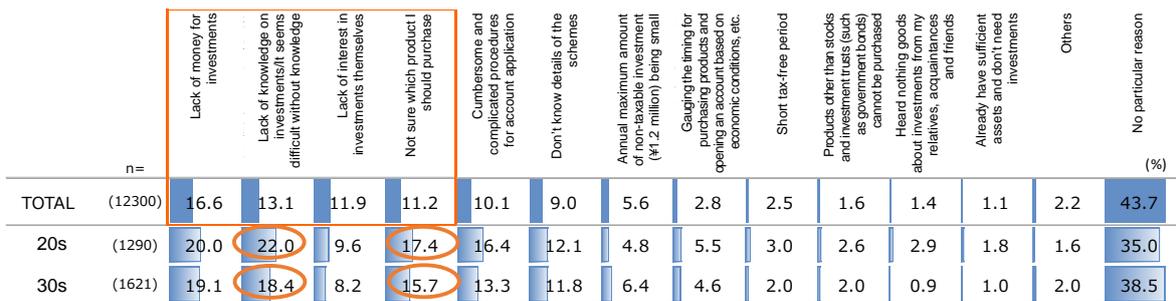
(Target for NISA: those who recognize NISA scheme/Q15_1 (1)/page 52 of the report)
 (Target for Tsumitate NISA: those who recognize Tsumitate NISA scheme/Q15_1 (2)/page 66 of the report)

[Basis: those who recognize each scheme]



Reasons for not opening an account for Tsumitate NISA

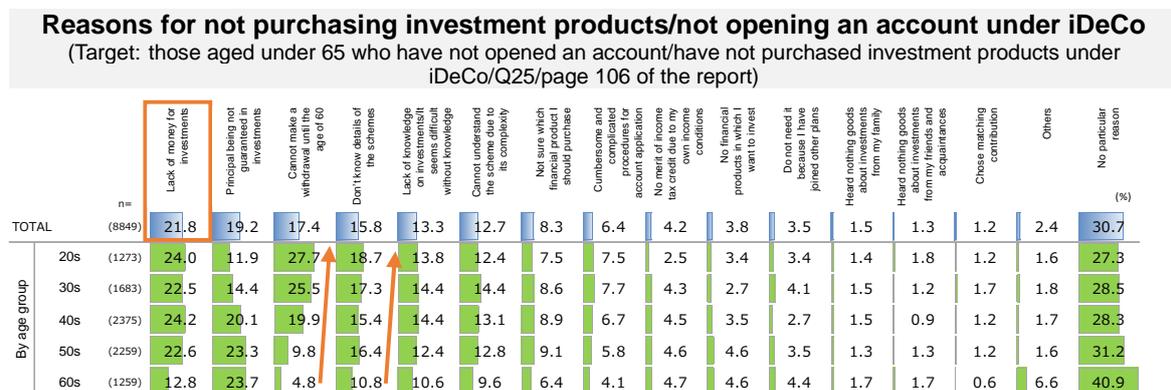
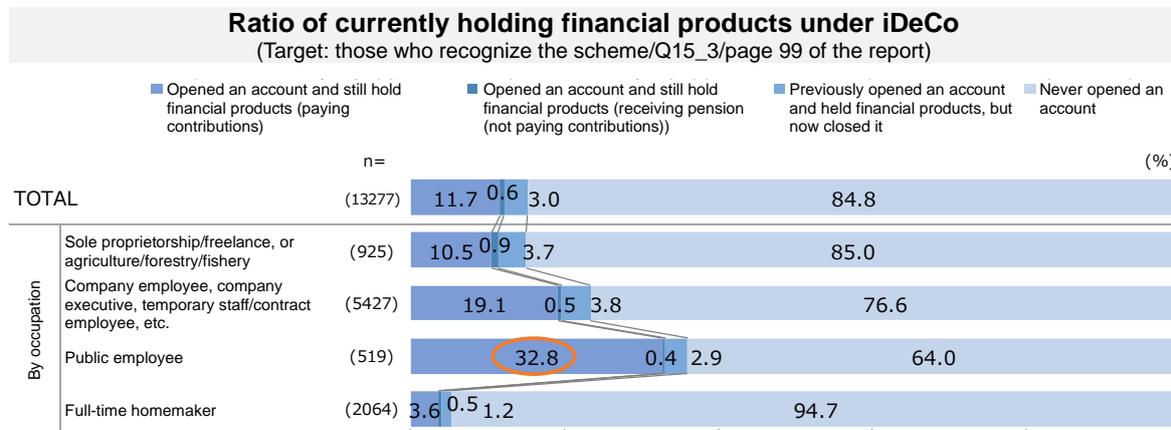
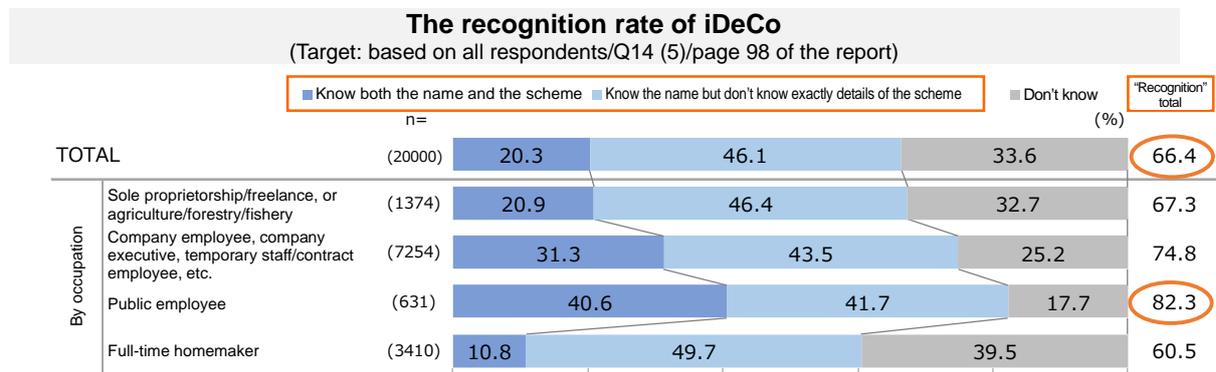
(Target: those who recognize Tsumitate NISA and have not opened an account/Q20 (2)/page 71 of the report)



(ii) The percentage of holding iDeCo financial products is high at 32.8% among public employees. It is necessary to publicize the scheme to self-employed individuals and small- to medium-sized businesses.

while the recognition rate of iDeCo stood at 66.4%, remaining on a rising trend, following the previous fiscal year, by occupation, the recognition ratio was relatively high at 82.3% among public employees. In addition, among public employees, the ratio of holding financial products was also high compared with other occupations, standing at 32.8%, so the utilization ratio of iDeCo in this occupation is high.

As for reasons for not purchasing investment products/not opening an account under iDeCo, the most common reason was “Lack of money for investments.” By age group, “Cannot make a withdrawal until the age of 60” and “Don’t know details of the schemes” are more common among younger people. Therefore, it is considered necessary to publicize the scheme to a wider range of people including self-employed individuals and small- to medium-sized businesses.



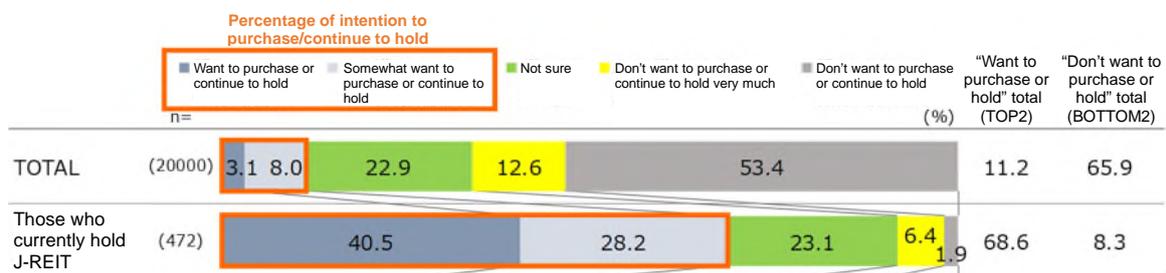
(iii) Approx. 70% of those who currently hold J-REITs have an intention to purchase/continue to hold in the future. Efforts to communicate appeal points of J-REITs to those who do not hold J-REIT are important.

The percentage of those who have an intention to purchase/continue to hold J-REITs was 11.2% in total. When limited to those who currently hold J-REIT, the percentage of those who have an intention to purchase/continue to hold stood at nearly 70%.

Among those who currently hold J-REIT, top two appeal points of J-REITs were “Can make real estate investments even with small amounts” and “Can expect relatively high yields,” which accounted for a little under 40%. On the other hand, all items of dissatisfaction points were in the 10% range, and this is considered to have resulted in the high percentage of those who have an intention to purchase/continue to hold J-REITs. Going forward, it seems essential that appeals of J-REITs will be also communicated to those who do not hold them and become recognized by more people.

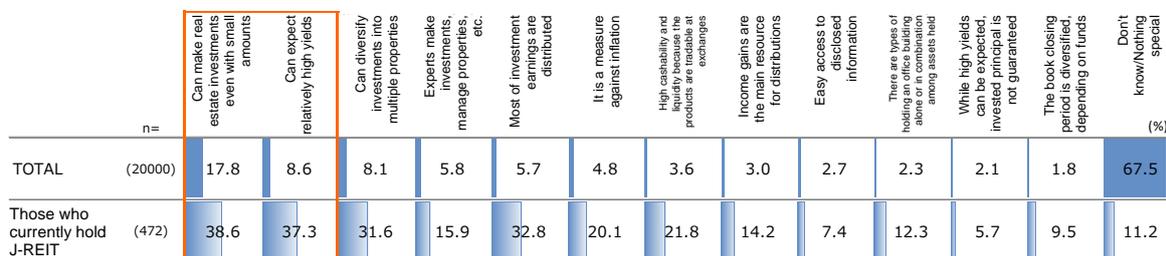
Intention to purchase/continue to hold J-REITs for the future

(Target: based on all respondents/Q13 (2)/page 49 of the report)



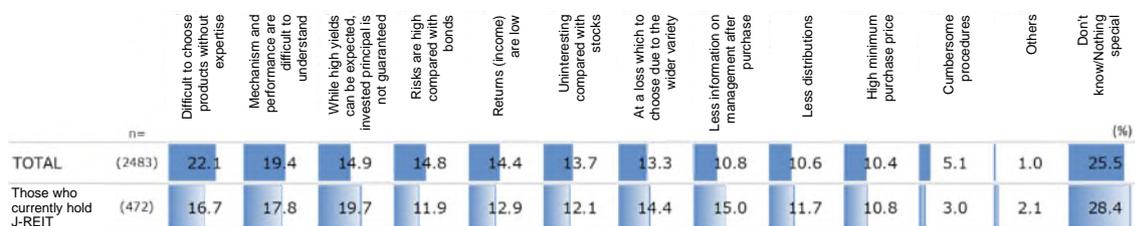
Appeal points of J-REITs

(Target: based on all respondents/Q11 (2)/page 46 of the report)



Dissatisfaction points of J-REITs

(Target: Those who recognize details of J-REITs, those who have held J-REITs/Q12/page 47 of the report)



Overview of the survey

- About this survey:
Over many years, we have periodically surveyed reality of investment trusts including the status of ownership, attitudes of those who have never held investment trusts, and other matters.
[URL: https://www.toushin.or.jp/statistics/report/research/](https://www.toushin.or.jp/statistics/report/research/)
- Survey period: September 30 (Friday) to October 11 (Tuesday), 2022
- Survey method: Internet survey
- Survey location: Nationwide
- Survey target: Male and female individuals aged 20 to 79
- Number of samples: A total of 20,000 samples (Collected in accordance with the population composition ratio of Japan)
- Other than this survey, we conduct “Survey on Investment Trusts” designed at understanding actual ownership and awareness of investment trusts, and “Pre-senior/Senior Survey” aimed for understanding the actual situation and mind mainly of elderly people about investments to help asset management and utilization of investment trusts leading to improvement in life satisfaction in retirement.

About The Investment Trusts Association, Japan

- Name: The Investment Trusts Association, Japan
- Address: 2-1, Nihonbashi-kabutocho, Chuo-ku, Tokyo
- Chairperson: Hiroshi Matsutani
- Established: July 1957
- Business description: Recommendations on self-regulatory operations and various system revisions, educational/promotional activities for investment trusts, etc., and other activities
- Website: <https://www.toushin.or.jp/>