TDB Trends Research (Research & Summary for July 2015)

An increase in factors contributing to economic improvement

Economic momentum rises amid lack of its actual feel

(Companies Researched: 23,176; Valid Responses: 11,008; Response Rate: 47.5%; Survey Start Date: May 2002)

<Overview of July 2015 : Growing positive factors >

The Economic DI (Economic DI: 50 points is the threshold of assessment) in July 2015 stood at 45.4, up 0.7 points from the previous month and improving for the first time in four months.

July saw crude oil price drop to \$40-plus per barrel (WTI), resulting in decreased gas and diesel fuel prices while this led to an upward trend in business confidence among small and medium size enterprises in the transportation industry.

The Japanese economy is experiencing an increase in factors that positively affect production and consumption activities, such as wage increase and growing inbound tourism consumption.

<Future Outlook : Moderate upward trend >

The Japanese economy is expected to experience a moderate upward trend, despite lacking real momentum in its recovery.

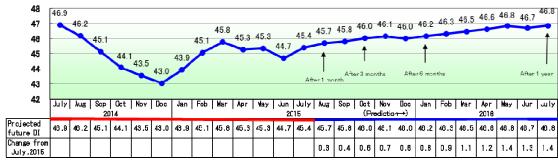
However, export could experience a downward trend due to risks of suppressed consumer spending resulting from increased food prices, as well as China's economic stagnation.

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By industry : 9 out of 10 regions improve; "Service" upthrusts overall regions by 0.1 points

By size: Among "small and medium size enterprises," all ten industries improve, including construction and transportation

By region: 9 regions improve for the first time in 4 months



^{*:} Economic DIs are calculated based on the structural ARIMA model, in which economic statistics are incorporated to the ARIMA model

Economic Diffusion Index (Economic DI)1/2

	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Ratio to the PrFDious Month
Total	46.9	46.2	45. 1	44. 1	43.5	43. 0	43.9	45.1	45.8	45. 3	45.3	44. 7	45.4	0.7
Large Firms		49.2	48. 1	47.5	46.9	46.6	47.1	48.0	48.6	48.9	49. 2	48.4	48.8	0.4
Small to Medium-sized Firms		45.3	44.3	43.1	42.6	42.0	43.0	44.2	45.0	44.3	44.3	43.6	44.5	0.9
Micro Firms	45.3	44.7	44.0	42.5	42.1	41.6	42.3	43.4	44. 3	43.1	43.2	43. 1	43.4	0.3

		Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Ratio to the PrFDious Month
Agriculture,Forest	Agriculture,Forestry,Fisheries			42.1	41.8	38. 6	39. 5	41.3	40.0	44.0	43.7	45.0	41.9	42.9	1.0
Finance			47.9	47.1	44.9	45.3	45. 2	45.1	44.7	48.0	48.1	47.4	49. 2	48. 1	▲ 1.1
Construction			53.2	52.8	51.6	51.0	50.3	50.4	50.4	50.8	49.3	48.6	47.7	48.6	0.9
Real Estate		47.4	46.8	47.0	45.2	43.6	44. 1	45.1	47.2	48.8	48.8	49.6	49. 1	49.8	0.7
	Food,BEWerages,Livestock Feed	39.9	39.8	39. 5	39.0	36.8	37. 5	37. 2	39.8	43. 1	42. 1	44. 3	43. 1	43.4	0.3
	Textile, Textile Products, Clothing	41.8	42.0	39.8	39. 4	36.8	38. 1	36.8	39.7	37.6	40.2	41.7	39. 4	39. 4	0.0
	Construction Materials, Furniture, Ceramics, Stone and Clay Products	45.0	44.6	43. 3	44.0	44. 1	43. 3	43. 2	41. 9	42. 1	40.3	40.9	40. 3	41. 2	0.9
	Pulp, Paper and Paper Products	39.4	36. 2	36. 1	36.7	36. 1	36. 3	34.8	37.3	39.3	39.8	40.0	39. 0	39. 7	0.7
	Publishing, Printing	34.9	33.7	33. 1	31.5	31.5	31.0	31.8	33.5	34. 1	34.6	34. 1	33. 5	33. 7	0.2
Manufacturing	Chemical	46.6	45.8	43.4	42.4	42.9	43.3	43.2	44.5	44.6	44. 1	44. 4	43.9	44.7	0.8
	Steel, Nonferrous Metals, Mining	48.7	49.1	46.8	45.3	44. 4	42.8	44.8	46.8	45.2	43.9	43.0	42. 9	43.6	0.7
	General Machinery	53.8	52.2	51.7	50.5	50.0	48.6	49.6	51.5	52.6	52. 5	51.6	51.3	51.9	0.6
	Electrical Machinery	49.9	47.3	46.2	46.1	45.9	45.8	47.3	48.4	49.7	47.7	47.3	47.4	47.4	0.0
	Transportation Machinery, Equipment	52.8	53.4	50.7	48.2	48.0	47.7	47.4	50.3	50.4	51.1	47.8	49.7	50.9	1.2
	Precision Machinery, Medical Instruments and Equipment	48. 2	49.3	48. 1	46.6	45. 4	45. 0	47.9	48.9	49. 2	47.8	49.8	49. 4	50.4	1.0
	Other	39.2	39.3	38.3	37.9	38. 4	35. 2	35.4	38.7	38.7	37. 1	40.7	37.8	39. 2	1.4
	Total	46.3	45.6	44.2	43.4	42.9	42.3	43.0	44.6	45.1	44. 4	44.5	44.0	44.6	0.6
	Food,BEWerages	41.0	39.6	39.9	39.0	37. 1	37. 6	38.3	39.7	40.6	42.6	42.9	43.0	44. 1	1.1
	Textile, Textile Products, Clothing	36.7	35.9	35.3	34.3	30.7	30. 2	31.1	32.2	33.3	35.5	37.0	34. 8	34. 4	▲ 0.4
	Construction Materials, Furniture, Ceramics, Stone and Clay Products	44. 3	42.9	41.5	41.0	39. 5	39. 3	39.0	40.5	40. 2	38. 2	38. 7	38. 1	39.8	1.7
Wholesale	Paper Products,Stationery,Books	35.9	34.6	33.8	32.9	33. 5	31.8	33. 2	35. 1	37.7	37. 3	38. 1	34. 5	37. 1	2.6
	Chemical	43.4	42.8	40.8	40.6	40.0	37.8	38. 9	41.2	41.8	42.5	43.0	43. 1	43.9	0.8
	Recycled Resources	47.3	47.3	46.1	37.8	40.4	40.8	39.0	38.5	39.3	39.7	42.3	40.1	35.8	▲ 4.3
	Steel,Nonferrous Metals, Mining Products	46. 0	44. 9	43. 5	43. 2	43. 8	42. 1	43. 9	43. 5	43. 2	41. 2	40.3	39. 3	40. 4	1. 1
	Machinery, Equipment	47.6	46.7	44. 9	43.9	43.6	43. 2	44.8	46.0	47.3	46.7	46.3	45. 1	45.6	0.5
	Other	40.4	40.2	38. 5	36.7	37. 1	35. 1	37.5	38. 5	40.7	40.9	41.8	42.0	42.4	0.4
	Total	43.8	42.9	41.5	40.6	40.0	39. 1	40.4	41.5	42.5	42.3	42.5	41.7	42.5	0.8

		Jul·14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan- 15	Feb-15	Mar·15	Apr- 15	May-15	Jun-15	Jul·15	Ratio to the PrFDious
															Month
	Food,BEWerages	39. 1	40.7	39. 3	36.8	34. 7	34. 5	36. 8	38. 2	39. 4	39. 3	41.6	42. 7	45.0	2.
	Textile, Textile Products, Clothing	36.3	36. 2	38. 2	36.7	32.0	30.8	30.7	32. 3	34. 8	38. 0	40.2	37. 0	38.6	1.
Retail	Drugs,Sundries	40.8	40.7	41.7	41.1	42.6	38. 9	44.6	45.3	46.0	48. 1	48.0	48.6	49.3	0.
	Furniture	28.8	30.6	37.0	22.7	27.3	26.4	28.8	33. 3	27.8	35.0	40.0	43.3	41.7	▲ 1. (
	Electrical Household Appliances, Information Machinery and Equipment	39.7	37. 4	36. 1	36.2	36. 0	34.3	39. 3	39. 0	43. 2	38. 4	41.5	40.6	38. 9	A 1. 7
	Motor Vehicles, Motor Vehicle Parts	32.1	34. 4	33.0	30.1	31.8	28.7	37.8	40.7	38.8	36. 5	39. 9	37. 2	38.3	1.
	Special Merchandise	36.2	36.8	36. 2	36.3	36.0	39. 2	41.4	43.7	42.3	39. 4	40.5	38. 0	39.9	1.9
	Various Merchandise	42.1	41.7	41.8	41.2	39. 1	40.5	42.6	41.0	40.6	47. 1	49.7	48. 1	48.8	0. ′
	Other	36.7	43.3	37.5	40.0	40.0	41.7	33. 3	36.7	38. 9	41.7	36. 1	43.3	35.7	▲ 7.0
Total		37.3	37.8	37. 5	36.3	35. 5	35. 9	39. 1	40.5	40.5	40. 2	42.1	40.7	41.9	1. :
Transportati	on,Warehousing	44.9	45.8	43.7	43.7	44.8	43.8	43. 7	44.8	44. 9	44. 8	44.8	42.6	44.4	1.8
	Restaurants	49.1	48.7	46.7	42.6	45.1	39. 9	44.6	45.2	49.2	50.0	49.6	48.3	47.4	▲ 0.9
	Postal, Telecommunications	53.3	50.0	50.0	46.3	48. 1	50.0	56. 3	53.7	48.3	54. 2	53.7	50.0	47.0	▲ 3.
	Electricity,Gas,Water,Heat	51.7	48.3	50.0	46.3	43.8	44. 4	50.0	50.0	48.3	55.0	53.7	53.0	50.0	▲ 3.
	Leasing, Rentals	53.8	51.7	51.8	49.7	49.9	49. 1	50.9	50.0	49.3	49.6	47.9	47. 9	48.7	0.
	Lodging, Hotels	47.7	44.4	46.2	46.3	47.0	47.6	47.7	49.5	48.6	51.4	53.1	54. 2	59.2	5.
	Recreation	38.3	39.5	39.4	39.5	36.4	36.5	34. 4	40.0	45.6	38. 7	40.2	37. 9	37.3	▲ 0.0
	Broadcasting	44.4	45.2	44.0	45.2	43.3	41.7	44. 4	40.0	45.6	47. 9	45.6	46. 1	49.1	3. (
Service	Maintenance, Guarding, Testing	49.4	46.8	45.7	45.8	43.1	42.6	44.6	46. 9	47. 2	47.8	48.1	47. 4	47.6	0. 2
	Advertising	42.5	41.4	41.1	38.6	38.7	38.8	38.8	39.3	42.1	42. 2	41.1	41.0	39.8	▲ 1. 2
	Information	54.5	53.5	52.8	51.4	51.6	52.2	53. 5	54.6	56.3	56. 3	55.3	55. 4	56.4	1. (
	Labor Dispatching	57.2	56. 2	56.9	55.6	53.9	54.0	55. 7	57.5	56.7	55. 5	56. 2	56. 3	54.4	▲ 1.9
	Special Services	55.2	53.7	53.9	50.7	50.7	50.3	50.8	51.4	53.0	51.0	51.7	50.9	52.0	1.
	Medical, Welfare, Public Health	47.6	47.1	46.2	46.2	45.0	44. 1	44.7	45.7	45.3	46. 1	46.3	43.3	45.3	2. (
	Education	45.1	40.7	41.7	42.4	41.7	39. 9	40.5	40.2	39. 5	41.2	41.1	44. 4	40.6	▲ 3.8
	Other	48.7	48.4	47.2	44.9	45.2	45.0	47.4	48. 1	47. 2	46. 1	46.8	49.5	50.9	1.
	Total	50.9	49.7	49.2	47.7	47. 3	47.2	48.3	49. 2	50.3	50. 1	49.9	49.7	50.4	0. ′
Other		44 9	43.1	42. 8	40.6	37. 7	41.5	37. 3	41.7	42.0	43. 2	40.2	41. 9	42.6	0. ′

	Jul·14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Ratio to the PrFDious Month
Hokkaido	47.0	46.0	45.0	42.5	41.5	40.1	39. 1	39. 9	40.0	40.8	41.6	40.9	41.8	0.9
Tohoku	47.6	47.5	46.1	45.2	45.6	44. 5	45. 4	46.0	46.5	46.0	44. 9	45.0	46.3	1.3
kitakanto	48.1	46.8	45.8	43.1	43.4	43.2	44. 1	45.3	46.2	45. 4	45. 2	44.8	45.0	0.2
minamikanto	47.4	46.5	45.4	44.4	43.8	43.6	44.7	46.0	46.8	46. 2	46.5	46. 1	46.8	0.7
Hokuriku	46.5	46.3	45.2	44.3	42.8	41.9	43.6	44.6	44. 4	44. 4	44.8	43.8	44.3	0.5
Tokai	47.5	47.0	45.6	44.7	44. 4	43.4	45.0	46.3	46.4	45.6	46.5	45.3	46.9	1.6
Kinki	45.4	44. 4	43.7	42.7	42.1	41.5	42. 2	43.2	44.5	43.7	43.4	42.6	43.2	0.6
Chugoku	46.5	46.4	44. 5	43.9	44.0	42.9	43.6	44. 4	45.5	45. 4	45.6	44.8	45.5	0.7
Shikoku	45.1	44. 9	44. 2	44.5	43.5	43.6	43.8	45.5	46.6	47.7	46.9	46. 3	45.6	▲ 0.7
Kyushu	46.4	45.9	46.0	45.4	44. 2	44. 7	45.3	46.6	47.2	46. 2	45.6	44. 3	44. 9	0.6

Appendix

1.Research Subjects(Companies Researched: 23,176; Valid Responses: 11,008; Response Rate: 47.5%)

Appendix

1.Region

Hokkaido	570	Tokai	1,223
Tohoku	691	Kinki	1,862
kitaKanto	748	Chugoku	601
minamikanto	3,584	Shikoku	343
Hokuriku	592	Kyushu	794
		Total	11,008

2.Industry (10 Industries 51 Lines of business)

Agriculture,For	estry,Fisheries	59
Finance		148
Construction		1,526
Real Estate		289
	Food,Beverages,Livestock Feed	363
	Textile, Textile Products, Clothing	116
Manufacturing 3,223	Construction Materials, Furniture, Ceramics, Stone and Clay Products	251
	Pulp, Paper and Paper Products	116
	Publishing, Printing	209
	Chemical	449
	Steel,Nonferrous Metals,Mining	560
	General Machinery	486
	Electrical Machinery	376
	Transportation Machinery, Equipment	106
	Precision Machinery, Medical Instruments and Equipment	78
	Others	102
	Food, Beverages	386
	Textile, Textile Products, Clothing	205
	Construction Materials, Furniture, Ceramics, Stone and Clay Products	399
Wholesale	Paper Products, Stationery, Books	119
3,959	Chemical	309
	Recycled Resources	40
	Steel, Nonferrous Metals, Mining Products	347
	Machinery, Equipment	1,014
	Others	400

	Food, Beverages	7
	Textile, Textile Products, Clothing	3
	Drugs,Sundries	2
Retail	Furniture	1
480	Electrical Household Appliances, Information Machinery and Equipment	3
	Motor Vehicles, Motor Vehicle Parts	6
	Special Merchandise	14
	Various Merchandise	5
	Others	
ransportation	n,Warehousing	46
	Restaurants	3
	Telecommunications	1
	Electricity,Gas,Water,Heat	1
	Leasing, Rentals	11
	Lodging, Hotels	2
	Recreation	5
Service	Broadcasting	1
1,384	Maintenance, Guarding, Testing	16
	Advertising	13
	Information	47
	Labor Dispatching	6
	Special Services	21
	Medical,Welfare,Public Health	11
	Education	2
	Others	13
thers		4
	Total	11.00

3.Size

Large Firms	2,400	21.8%
Small to Medium-sized Firms	8,608	78.2%
micro Firms	2,639	24.0%
Total	11,008	100.0%

2.Research Items

*Business Confidence (current, in 3 months, in 6 months, in 1 year)

*Business Conditions (sales, purchasing and selling unit price, inventory, capacity utilization ratio, number of employees, overtime work hours)

3. Research Period and Methodology

Internet-based survey conductedJuly 17 – 31 2015

The explanation of the Economic Diffusion Index

Research Purpose/Researched Terms

TDB Economic Trend Research (started from May 2002) is a monthly statistical survey conducted for over 20,000 nationwide corporations on their general business activities including the current condition and future outlook of the industry business performance and operating climate. The primary purpose of such a survey is to assess the current state of Japan's economy.

Selection of the Subject Corporations

Companies of all sizes in all domestic industries are eligible to participate in the survey.

DI Formula

The DI (Diffusion Index) is calculated by attaching a number (in parenthesis in the diagram below) to each of seven possible responses. Then multiplying the percentage of each response by the appropriate number, and adding the results.

Very Bad	Bad	Moderately Bad	Neither Good or Bad	Moderately Good	Good	Very Good
(0)	(1/6)	(2/6)	(3/6)	(4/6)	(5/6)	(6/6)
0	16.7	33.3	DI=50 Dividing point	66.7	83.3	100

A DI over 50 is in the range of "Good." A score under 50 is "Bad." The number 50 is the dividing point ("Neither Good or Bad"). All numbers are rounded off to the hundredth. It should be noted that no weight is given to a company's responses based on its size. Calculations are made according to a "one company, one vote" rule.

For example, all corporations rated 'Very Good'.

DI=6/6x100(%)=100

All corporations rated 'Neither Good nor Bad'.

DI=3/6x100(%)=50

Size Classification

Industry	Large Firms	Small to Medium-Sized Firms (Micro Firms included)	Micro Firms
Manufacturing and	Capital: More than 300 million yen	Capital: Below 300 million yen	
Other Industries*	and	or	No. of Employee: Below 20
	No. of Employee: Over 300	No. of Employee: Below 300	
Wholesale Trade	Capital: More than 100 million yen	Capital: Below 100 million yen	
	and	or	No. of Employee: Below 5
	No. of Employee: Over 100	No. of Employee: Below 100	
Retail Trade	Capital: More than 50 million yen	Capital: Below 50 million yen	
	and	or	No. of Employee: Below 5
	No. of Employee: Over 50	No. of Employee: Below 50	
Service**	Capital: More than 50 million yen	Capital: Below 50 million yen	
	and	or	No. of Employee: Below 5
	No. of Employee: Over 100	No. of Employee: Below 100	

Note1: Large Firms refer to companies that rank in the top 3% in terms of sales volume according to the type of business, among small to midium-sized corporations excluding micro firms, which are defined in Small and Medium Enterprises Basic Act.

Note2: Small to Medium-Sized Firms refer to companies that rank in the bottom 50% in terms of sales volume according to the type of business, among those not categorized as small to midium-sized corporations in Small to Medium-Sized Enterprises Basic Act.