# TDB Trends Research (Nationwide, Research & Summary for August 2022)

# While the number of infections increased, seasonal demand was a positive factor

 $\sim$  Digital demand such as DX, and expansion of rebound consumption, will contribute to pushing up the economy hereafter.  $\sim$ 

(Companies researched: 26,277; Valid responses: 11,935; Response rate: 45.4%; Survey start date: May 2002)

# < Overview of August 2022: Slightly improved >

The economic diffusion index (DI) in August 2022 was 41.4, up 0.1 from the previous month, and improving for the first time in two months. The domestic economy turned upward, albeit slightly, for the first time in two months, through steady seasonal demand and increased digital-related demand.

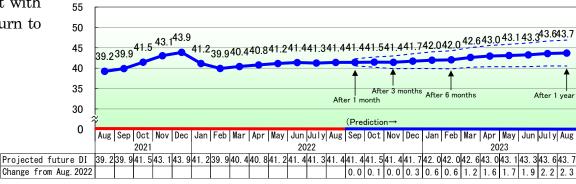
# < Future outlook: Remained generally flat >

It is believed that the economy will gradually level off, albeit with some inherent downward pressure, as the economy tries to return to normal. e-mail: keiki@mail.tdb.co.jp

By industry: Although the digital-related industry shows strong performance, an increase in the number of infections was a negative factor.

By size: Improved for the first time in three months in all sizes, with brisk DX-related demand.

By region: Improved in 24 prefectures, but on the other hand, worsened in 22 prefectures. Regional polarization of business confidence.



<sup>\*:</sup> 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

	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Ratio to the Previous Month
Total	39. 2	39. 9	41.5	43.1	43.9	41.2	39. 9	40.4	40.8	41.2	41.4	41.3	41.4	0.1
Large Firms		42.5	43.8	45.7	45.9	44.0	42.9	43.4	43.1	43.5	43.5	43.4	43.8	0.4
Small to Medium-sized Firms		39. 4	41.0	42.5	43.5	40.6	39.3	39.8	40.3	40.7	41.0	40.8	41.0	0. 2
Micro Firms	37.4	38. 7	40.0	41.3	42.1	39. 1	37. 9	38. 4	38. 9	39.5	40.0	39. 7	39.8	0.1

		Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Ratio to the Previous Month
Agriculture,Fore	stry,Fisheries	37.0	38. 1	41.1	42.6	38. 2	38. 7	36. 4	34. 8	35.0	37.6	34. 7	36. 3	35. 9	▲ 0.4
Finance		39.7	41.5	43.0	43.3	43.8	41.9	41.6	42.5	41.1	42.7	42.3	41.9	41.7	▲ 0.2
Construction		42.5	43.7	44.7	45.4	45. 2	43.3	42.5	42.8	41.8	42.2	42.5	43.1	43.3	0.2
Real Estate		39. 4	42.6	43.6	44. 7	46.7	42. 9	42.6	42.8	43.2	44. 7	45. 9	44.7	44.8	0.1
	Food,BEWerages,Livestock Feed	32.8	34. 1	38. 1	39. 6	40.8	35. 4	33. 4	34. 2	36.4	37.6	37.8	36. 7	36. 1	▲ 0.6
	Textile, Textile Products, Clothing	29.3	28. 2	30. 2	31.4	34. 1	31.6	31.7	33.0	34.6	33.8	34. 4	36. 1	32.6	▲ 3.5
	Construction Materials, Furniture, Ceramics, Stone and Clay Products	41. 2	42.7	43. 7	44. 9	46. 4	44. 1	42.7	41.1	41.7	41. 1	40.4	40.8	39.8	<b>▲</b> 1.0
	Pulp, Paper and Paper Products	36.6	36. 2	39. 3	41.4	42.9	40.2	36. 4	37. 2	40.3	38.3	37. 4	37.5	36.6	▲ 0.9
Manufacturing	Publishing, Printing	25.6	27. 1	29.4	30. 2	32. 1	28.6	29.5	29.6	30.7	30.3	29.7	29. 1	29.6	0.5
	Chemical	45.0	41.9	42.6	45.7	46.7	44.5	42.3	42.7	42.3	41.7	41.1	41.8	42.6	0.8
	Steel, Nonferrous Metals, Mining	45.1	43.8	44.2	45.9	46.4	44.6	43.8	42.6	42.1	40.9	41.2	42.9	42.7	▲ 0.2
	General Machinery	46.6	46. 2	47.2	47.8	49. 1	47.7	46.7	46.7	45.9	46.9	46.3	46.3	46.2	▲ 0.1
	Electrical Machinery	45.9	45.8	47.5	47.0	48.5	46.6	46. 1	44.3	44.8	44.3	44.8	44.7	44.2	▲ 0.5
	Transportation Machinery, Equipment	48.2	37.6	37.7	43.4	45.6	41.6	39. 9	40.0	38. 1	37.6	36.8	40.3	41.2	0.9
	Precision Machinery, Medical Instruments and Equipment	50.9	50.8	50.4	49.8	53.0	52.0	49.5	47. 1	46.8	48. 2	48.8	48.5	46.5	<b>▲</b> 2.0
	Other	33.9	35. 3	35. 5	36. 9	41.1	35. 9	36. 1	35. 4	37.3	39. 2	38. 1	37.8	38. 2	0.4
	Total	41.5	40.7	42.1	43.6	45.1	42.5	41.2	40.9	41.2	41.0	40.8	41.3	41.0	▲ 0.3
	Food, BEWerages	29.1	29.8	33.0	36. 9	38. 2	32.7	30. 1	32.6	36.2	37.3	37. 1	37.0	35.6	<b>▲</b> 1.4
	Textile, Textile Products, Clothing	21.2	22.4	24.5	27.4	29.3	27.6	24. 9	25.4	28.7	31.4	31.3	29. 9	29.9	0.0
	Construction Materials, Furniture, Ceramics, Stone and Clay Products	37. 7	39. 6	39. 9	42.6	42. 4	40.0	39. 7	40.5	38. 6	38. 1	38. 3	38. 6	38. 5	▲ 0.1
Wholesale	Paper Products, Stationery, Books	29. 2	29.6	31.8	35.0	34. 2	32. 7	31. 9	34.6	33.8	34. 2	32.8	33.0	33.5	0.5
	Chemical	40.7	42.2	44. 2	45.3	45.3	43. 2	41.9	43.5	42.3	42.3	41.6	43.5	43.0	▲ 0.5
	Recycled Resources	51.4	51.8	53.4	52. 9	52.8	45.8	50.5	53. 2	54.0	47.5	41.4	40.9	39.6	<b>▲</b> 1.3
	Steel, Nonferrous Metals, Mining Products	41. 1	41.6	41.6	43. 2	45. 2	42. 3	40.5	41. 1	40. 3	40.0	39. 7	39. 3	39. 3	0.0
	Machinery, Equipment	41.3	41.8	42.6	44. 4	44.7	42.8	42.4	41.9	42.5	42.0	42.9	43. 1	42.6	▲ 0.5
	Other	33.0	34. 4	37.8	39.7	40.1	36. 3	33. 7	35.5	37.3	37.8	38. 1	37.7	37.7	0.0
	Total	36. 6	37. 6	39. 1	41.3	41.8	39. 0	37. 7	38. 6	39. 2	39. 4	39. 4	39.5	39. 2	▲ 0.3

©TEIKOKUDATABANK,LTD

TDB Trends Research Aug 2022

		Aug*21	Sep-21	Oct-21	Nov-21	Dec*21	Jan 22	Feb-22	Mar-22	Apr-22	May-22	Jun 22	Jul-22	Aug*22	Ratio to the Previous Month
	Food, BEW erages	36.0	33.1	38.0	39. 7	41.1	36. 5	36. 3	38.6	37. 7	41.8	42.7	40.3	39. 9	▲ 0.4
	Textile, Textile Products, Clothing	21.4	21.5	27. 9	34. 1	40.0	31.8	23.8	30.6	33.6	33. 9	33.6	37.7	33. 6	<b>▲</b> 4.1
	Drugs, Sundries	33.3	34.6	45.8	37. 5	38.4	36.0	32. 1	36.8	32. 1	38. 9	40.1	37.1	41. 9	4.8
	Furniture	34.6	32.2	35.6	34. 5	42.9	35.6	29.8	30.6	39. 2	34. 3	39.8	35.2	36. 1	0.9
Retail	Electrical Household Appliances, Information Machinery and Equipment	33.8	33.8	34. 6	35. 9	35. 5	32. 3	30. 2	33.0	33. 7	34. 7	34.0	36. 7	32. 7	<b>▲</b> 4.0
	Motor Vehicles, Motor Vehicle Parts	36.8	37.2	35. 9	37.8	36.5	35.0	33. 5	34.7	35. 1	37. 1	36.4	32.4	35. 9	3. 5
	Special Merchandise	32.6	31.7	32.8	33. 5	36.0	33.3	30. 9	29.9	31.3	33. 1	34.3	33.2	34.7	1. 5
	Various Merchandise	27.3	33.0	35. 9	38.0	37.5	36. 2	32.6	34.0	36.4	39. 9	37.8	40.2	38.0	▲ 2.2
	Other	37.0	35.4	31.7	37. 9	43.3	40.0	40.0	43.9	34. 7	41.0	39.7	36.9	42.3	5. 4
	Total	32.7	32.6	34.8	36.0	37.7	34. 4	31. 9	33.3	34.0	36. 4	36.7	35.7	36. 3	0.6
Transportat	ion,Warehousing	36.0	35.8	37. 1	39. 1	40.3	37.7	35. 5	35.4	36.6	37. 2	37.1	37.8	37. 3	▲ 0.5
	Restaurants	14.8	15.2	27.8	31.4	34.7	24. 2	16. 9	23.8	32.8	34. 3	38.0	34.0	28. 1	▲ 5.9
	Postal, Telecommunications	39.6	41.7	50.0	40.5	41.7	46.7	50.0	48.5	50.0	53.0	56.0	47.0	47. 9	0. 9
	Electricity, Gas, Water, Heat	44.4	45.8	42.6	38. 9	39.7	40.0	37. 5	33.3	35.7	40.6	34. 3	37.7	35. 9	<b>▲</b> 1.8
	Leasing, Rentals	37.4	39.6	43.9	44. 9	44.8	42.0	41.0	40.2	42.0	43.3	44. 9	40.8	44.7	3. 9
	Lodging, Hotels	10.0	10.4	22.6	30. 2	29.5	12. 9	12.8	18.1	28.3	33. 0	33.3	30.3	38. 0	7. 7
	Recreation	29.2	29.0	34.0	36. 7	38.4	33. 3	31. 2	35. 1	35.6	38. 9	41.6	40.7	40. 1	▲ 0.6
	Broadcasting	38.9	39. 2	49. 1	48. 1	46.9	45.8	47.6	44.4	43.9	43.3	41.7	43.0	38. 3	<b>▲</b> 4.7
Service	Maintenance, Guarding, Testing	41.6	44.0	44. 3	45.3	45.7	42.3	40.2	42.3	43.1	42.5	44.2	42.2	43.4	1.2
	Advertising	26.8	29.5	32.4	36.8	37.7	32.7	31.5	36.4	36. 9	34.8	37.3	34.3	36. 7	2. 4
	Information	46.7	48.5	50.5	51.2	52.5	50.1	50.2	51.1	50.8	50.8	52.0	51.5	52.7	1.2
	Labor Dispatching	38.4	41.9	39. 7	44.3	43.3	45.1	41.5	44.4	45.7	47.6	45.7	46.5	49.8	3. 3
	Special Services	44.4	45.5	47.9	49.2	50.3	47.2	46.2	46.9	48.1	48. 1	49.6	48.7	48.3	▲ 0.4
	Medical, Welfare, Public Health	41.1	41.4	42.8	45.7	43.2	42.4	41.0	42.5	44.5	44. 4	43.5	42.5	41.2	▲ 1.3
	Education	37.5	39.0	43.5	39. 1	43.2	39. 7	40.2	37.8	39.6	35. 6	40.1	38.8	39. 7	0. 9
	Other	34.7	39.2	40.6	41.7	42.4	39.3	36. 9	39.3	42.1	42.7	42.8	42.4	41.2	<b>▲</b> 1.2
	Total		41.1	43.6	45.3	46.1	42.8	41.4	43.1	44.5	44.8	45.9	44.4	45.4	1.0
Other		35.3	35.6	38.0	39.6	40.5	36.3	37. 3	38.7	36.8	38. 1	35.6	36.6	38. 3	1. 7

	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Ratio to the Previous Month
Hokkaido	38.0	38.5	40.8	40.8	41.1	38.6	37. 0	36.5	37.9	38. 9	40.1	41.0	40.2	▲ 0.8
Tohoku	38. 4	39.0	40.2	42.1	41.7	38.1	37.0	37.0	37.6	39.1	39.0	38.8	38.1	▲ 0.7
kitakanto	41.5	40.4	42.8	44.4	45.0	42. 3	40.7	40.7	42.0	42.1	42.6	42. 9	43.8	0.9
minamikanto	40.0	41.4	42.4	43. 9	44.8	42.6	41.5	42.1	42.4	42.7	43.2	42.6	43. 3	0.7
Hokuriku	39. 1	40.4	41.2	42.6	43.6	40.9	39. 2	39. 2	39.9	40.6	40.5	41.5	40.8	▲ 0.7
Tokai	40.0	39. 1	40.1	42.4	44. 4	41.1	39.7	40.2	40.2	40.1	39.5	39. 5	39. 7	0.2
Kinki	38.7	39.3	41.3	42.7	43.3	40.8	39.8	40.5	40.8	40.9	40.9	40.9	41. 1	0. 2
Chugoku	38. 2	38.7	41.2	42.3	42.9	40.7	40.0	40.7	39.8	40.6	41.1	41.3	40.9	▲ 0.4
Shikoku	36. 9	38. 3	39.0	41.8	43. 2	39.3	37.1	38. 9	38. 1	38.7	38. 4	38. 3	37.7	▲ 0.6
Kyushu	37.4	39. 1	42.0	44.3	44.5	41.3	39.5	40.9	41.5	41.6	42.2	41.5	41.3	▲ 0.2

©TEIKOKUDATABANK,LTD

TDB Trends Research Aug 2022

# **Appendix**

# 1.Research Subjects(Companies researched: 26,277; Valid responses: 11,935; Response rate: 45.4%)

#### 1.Region

U			
Hokkaido	579	Tokai	1,327
Tohoku	807	Kinki	2,026
kitaKanto	898	Chugoku	805
minamikanto	3,490	Shikoku	383
Hokuriku	611	Kyushu	1,009
		Total	11,935

#### 2.Industry (10 Industries 51 Lines of business)

Agriculture,Fo	orestry, Fisheries	154
Finance		180
Construction		1,913
Real Estate		412
	Food, Beverages, Livestock Feed	360
	Textile, Textile Products, Clothing	111
	Construction Materials, Furniture, Ceramics, Stone and Clay Products	237
	Pulp, Paper and Paper Products	98
	Publishing, Printing	174
Manufacturing (3,015)	Chemical	415
	Steel, Nonferrous Metals, Mining	550
	General Machinery	482
	Electrical Machinery	324
	Transportation Machinery, Equipment	110
	Precision Machinery, Medical Instruments and Equipment	72
	Others	82
	Food, Beverages	369
	Textile, Textile Products, Clothing	171
	Construction Materials, Furniture, Ceramics, Stone and Clay Products	327
Wholesale	Paper Products, Stationery, Books	95
(2,805)	Chemical	284
	Recycled Resources	37
	Steel, Nonferrous Metals, Mining Products	295
	Machinery, Equipment	901
	Others	326

	Food, Beverages	101
	Textile, Textile Products, Clothing	57
	Drugs,Sundries	35
Retail	Furniture	18
(641)	Electrical Household Appliances, Information Machinery and Equipment	55
	Motor Vehicles, Motor Vehicle Parts	111
	Special Merchandise	201
	Various Merchandise	50
	Others	13
ransportati	ion,Warehousing	516
	Restaurants	128
	Telecommunications	8
	Electricity, Gas, Water, Heat	13
	Leasing, Rentals	116
	Lodging, Hotels	83
	Recreation	81
Service	Broadcasting	20
(2,252)	Maintenance, Guarding, Testing	225
	Advertising	103
	Information	690
	Labor Dispatching	97
	Special Services	336
	Medical, Welfare, Public Health	106
	Education	39
	Others	207
Others		47
	Total	11 935

#### 3.Size

	Large Firms	1,912	16.0%
Sı	nall to Medium-sized Firms	10,023	84.0%
	micro Firms	3,782	31.7%
	Total	11,935	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 conducted Aug 18 – 31 2022

### 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 25,000 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 Calculation**

The DI (Diffusion Index) is calculated by multiplying the number of responses for each assessment category by the number given in parentheses in the table below, to a seven-level assessment rated by companies.

Selection category	Extremely good	good	fairly good	neither good nor bad	fairly bad	bad	very bad
points	6	5	4	3	2	1	0
number of responses for each category	N <sub>6</sub>	$N_5$	N <sub>4</sub>	N <sub>3</sub>	N <sub>2</sub>	N <sub>1</sub>	$N_0$

Economic DI

$$= \frac{\text{Total of (Points for each category} \times \text{Number of responses for each category)}}{\text{Number of valid responses } N} \times \frac{1}{6} \times 100$$

$$\equiv \frac{\sum_{i=0}^{6} i \times N_i}{N} \times \frac{1}{6} \times 100$$

An economic DI of 50 is <u>the point separating good and bad</u>, so a DI over 50 means "good," and below 50 means "bad." (The numbers are rounded off to one decimal place.) No weight is given according to a company's size, and calculations are made on the basis of "one company, one vote."

#### 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.