



# Press release sentix – indicator in focus

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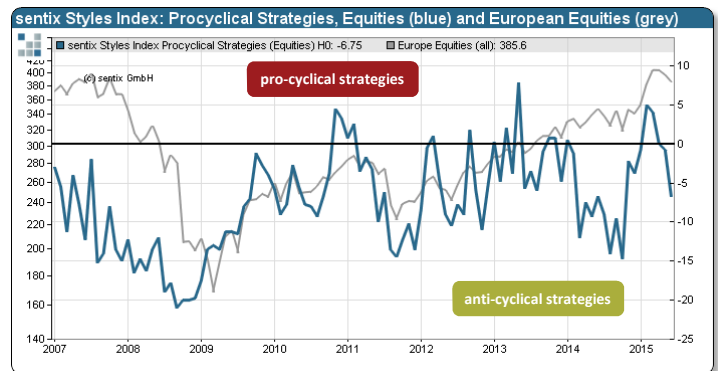
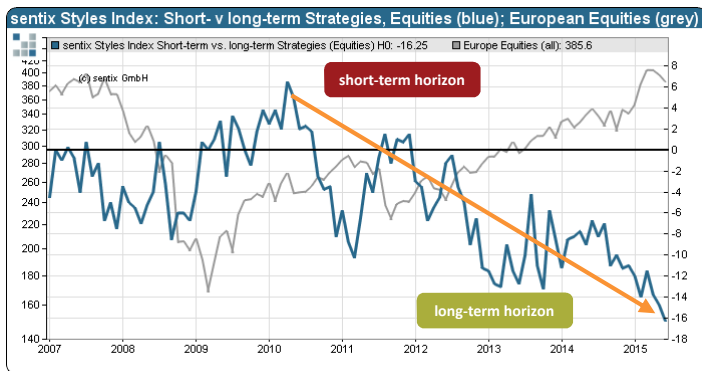
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## More bullish signals for European equities!

The sentix data universe makes it clear: investors commit in an increasingly strong manner to European shares. For instance, they currently plan with an investment horizon which was never longer than today. In addition, stock market participants behave rather anti-cyclically at the moment. Both is positive for the asset class.

In June, the sentix indicator regarding the time horizon when investing in stocks falls to a new record low (see graph on the left-hand side). This means that **investors' intended holding period when buying stocks was never longer than today** (since inception of the indicator in 2004) which underscores the outspoken resistance of the European equity market. And it also makes a **strong case for the asset class**.



Furthermore, this month the sentix index concerning pro-cyclical equity strategies falls, too (see right-hand graph). Consequently, **stock investors again act more anti-cyclically**. As their **basic conviction has just risen**, this also has to be seen as a **strong commitment** – because it shows that investors want to buy stocks again in the current correction. **Overall, bullish signals for European stocks thus intensify!**



## Background

“**sentix Styles Index: investment horizon for stocks**” is polled around every third Friday of a month as part of the sentix Global Investor Survey. The indicators’ history dates back until 2004. The index shows if equity investors operate with a rather short-term or a rather longer-term view. A longer-term view indicates stronger conviction and thus higher tolerance for losses. The indicator reflects investors’ medium-term expectations and, as a result, often leads market developments.

Jointly with the above-mentioned indicator “**sentix Styles Index: pro-cyclical strategies (equities)**” is regularly polled on a monthly basis. This indicator shows if investors tend to be more pro-cyclical or more anti-cyclical in their investment behaviour. A high degree of pro-cyclical behaviour is usually a hint for investors focusing too much on price developments which points to a risky environment. A high degree of anti-cyclical conduct, in contrast, signals that value perception comes to the fore – which typically is positive.

The current sentix Sector Sentiment survey was conducted from June 18 to June 20, 2015. 1020 individual and institutional investors took part in it.

## About sentix

sentix is the pioneer and leading provider of sentiment analyses (behavioral finance) in Europe. Since 2001 sentix surveys on a weekly basis around 5,000 investors from over 20 countries (comprising over 1,000 institutional and almost 4,000 individual investors) about their expectations for financial markets as well as for economic developments and their portfolio actions. The sentix survey results are representative of a broadly diversified group of investors.

sentix surveys offer the rare combination of a large number of participants, high quality and an outstanding speed with which information is gathered and passed on. All sentix indices are regularly accessible for sentix data clients just about one day after the close of each poll – via the sentix website or via Bloomberg. sentix clients thus are able to use sentix data almost in real time in order to further improve performance.

sentix GmbH was founded in 2001 and today represents the basis for all the services the sentix group offers to its clients in the field of Behavioral Finance.



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