

Frequently Asked Questions [FAQ]

Investor Activity Indicator (IAI)

Investor Activity Indicator – General Questions

Q: What is the Nasdaq Investor Activity Indicator product suite?

A: This is a data product that provides transparency on market sentiment, showing the activity of professional and retail investors.

Q: What is the coverage across instruments and markets?

A: This product suite covers Nordic and Baltic instruments traded on Nasdaq Nordic & Baltic exchanges.

Q: Is there always data provided on each instrument?

A: If there is too little trading for the data to provide sufficient aggregation and anonymization, we exclude the data from the report where applicable.

Q: How can this data be used?

A: The data can be used by market participants to better understand the drivers of equity market activity. These participants include, but are not limited to retail brokers, investment houses and issuers and of course the private retail investors.

Q: Will there be more reports in the future?

A: Yes, there are related data sets available and we continue to widen the scope of the offering and encourage engagement from market participants.

Investor Activity Indicator Nordic & Baltic Equity: Retail vs Pro (IAIR)

Q: What is the Nasdaq IAI Nordic & Baltic Equity: Retail vs Pro product?

A: This is a data product that provides transparency on market sentiment, showing the activity of professional and retail investors.

Q: What is the coverage across instruments and markets?

A: The data covers shares of around 1200+ Nordic and Baltic equity instruments traded on the Nasdaq Nordic INET trading system. Metrics include buying, selling, total turnover and average price paid. History starts from May 2021.

Q: How do you define 'Retail' vs 'Professional'?

A: We identify trades executed by retail investors or nonprofessional investors and aggregate and anonymize those trades. All other trades are categorized as 'Professional'.

Q: Is there always data provided on each stock?

A: If there is too little trading for the data to provide sufficient aggregation and anonymization, we exclude the data from the report.

Q: Are trades from all the trading states included?

A: Yes, trades from all trading states are aggregated to totals.

Q: How can this data be used?

A: The data can be used by market participants to better understand the drivers of equity market activity. These participants include, but are not limited to retail brokers, investment houses and issuers and of course the private retail investors.

Q: How much of the market is traded by retail?

A: 11% is the average over 2021 but retail activity can reach over 70% of trade flow. (Indicator, 2023)

Investor Activity Indicator Nordic & Baltic Equity: Domicile (IAID)

Q: What is the Nasdaq IAI Nasdaq Nordic & Baltic Equity: Domicile product?

A: This is a data product that provides transparency on market sentiment, showing the domicile of investors on individual stocks.

Q: What is the coverage across instruments and markets?

A: The data covers shares of 1200+ Nordic and Baltic equity instruments traded on the Nordic INET trading system. Metrics include buying, selling and total turnover based on defined regions.

Q: What are the regions covered in this report?

A: The data points are showing the distribution for Domestic, UK and 'rest of the World'.

Q: How do you define 'Domestic' for this report?

A: We identify Domestic trades to be those that comes from same country as where a specific instrument is listed on the exchange.

Q: Is there always data provided on each stock?

A: If there is too little trading for the data to provide sufficient aggregation and anonymization, we exclude the data from the report.

Q: Are trades from all the trading states included?

A: Yes, trades from all trading states are aggregated to totals.

Q: How can this data be used?

A: The data can be used by market participants to better understand the drivers of equity market activity. These participants include, but are not limited to retail brokers, investment houses and issuers and of course the private retail investors.

Nordic Trading Activity Tracker (IAIA)

Q: What is the Nordic Trading Activity Tracker?

A: This is a data product that provides transparency on market sentiment, showing the activity and sentiment of professional and retail investors.

Q: What is the coverage across instruments and markets?

A: The data covers shares of 1200+ Nordic and Baltic equity instruments traded on the Nasdaq Nordic INET trading system. Metrics include ranks and percentages on buying, selling and turnover.

Q: How do you define 'Retail' vs 'Professional'?

A: We identify trades executed by retail investors or nonprofessional investors and aggregate and anonymize those trades. All other trades are categorized as 'Professional'.

Q: Is there always data provided on each stock?

A: Yes; this data set includes always every stock included in the scope.

Q: Are trades from all the trading states included?

A: Yes, trades from all trading states are aggregated to totals.

Q: How can this data be used?

A: This data can be used to display retail vs professional sentiments on trading to customers, showing for example, what are the most traded stock by retail; and where professionals are currently investing.

Q: Is there historical data available?

A: Yes, the daily report includes historical data per week, month, quarter and annually which makes it easy to display trends and identify daily high risers.

Q: What is the main difference between Nordic Trading Activity Tracker and Investor Activity Indicator Nordic & Baltic Equity: Retail vs Pro

A: The main difference is that Nordic Trading Activity Tracker includes sentiments and historical data, while the Investor Activity Indicator Nordic & Baltic Equity: Retail vs Pro data set includes unprocessed raw data.

The Nordic Trading Activity Tracker data set is designed to be used for display usage on web pages or in trading applications, where the data can assist traders to potentially see where professionals are investing, or the popularity of stocks where 'retail' traders are currently investing. The Investor Activity Indicator Nordic & Baltic Equity: Retail vs Pro data set is based on the same underlying data, but it is targeted to sophisticated trading firms and researchers that need a broader and more detailed set of data.

Investor Activity Indicator Nordic Equity Derivatives: Retail vs Pro (IAIR)

Q: What is the Nasdaq IAI Nordic Equity Derivatives: Retail vs Pro product?

A: This is a data product that provides transparency on market sentiment, showing the activity of professional and retail investors.

Q: What is the coverage across instruments and markets?

A: The data covers shares of for over 100 options and futures contracts.

Q: How do you define 'Retail' vs 'Professional'?

A: We identify trades executed by retail investors or nonprofessional investors and aggregate and anonymize those trades. All other trades are categorized as 'Professional'.

Q: Is there always data provided on each instrument?

A: If there is too little trading for the data to provide sufficient aggregation and anonymization, we exclude the data from the report.

Q: Are trades from all the trading states included?

A: Yes, trades from all trading states are aggregated to totals.

Q: How can this data be used?

A: The data can be used by market participants to better understand the drivers of equity derivatives markets activity. These participants include, but are not limited to retail brokers, investment houses and issuers and of course the private retail investors.

To learn more about the Investor Activity Indicator and access this data set visit:

nasdaq.com/solutions/investor-activity-indicator or contact EUdatasales@nasdaq.com