



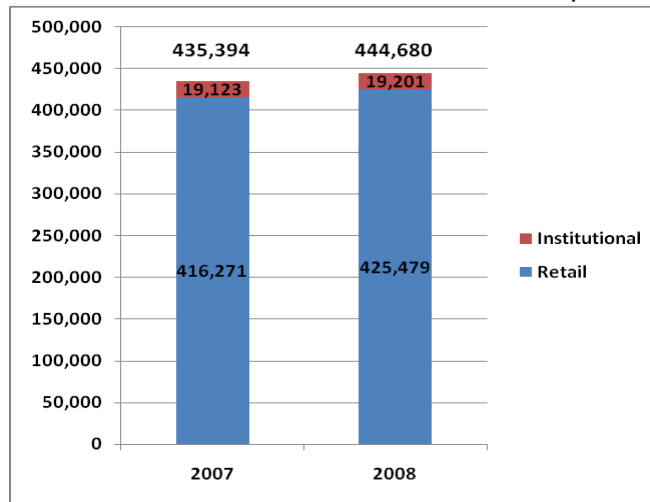
Stock Market
Investor Profile
2008

Stock Market Investor Profile 2008

Data from this report was gathered from information provided by 132 active trading participants (TPs/brokers). The data represent figures as of end November-December 2008

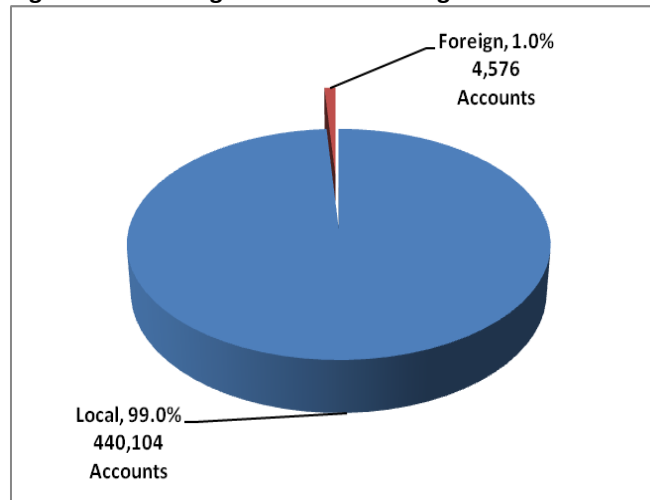
- In 2008, there were 444,680 accounts registered among all active trading participants, up by 2.1% from the previous year's total of 435,394 accounts. Of the total accounts, 95.7% or 425,479 were considered retail accounts or individual accounts while 4.3% or 19,201 were classified as institutional accounts or accounts owned by corporations.

Figure 1. Total Number of Retail and Institutional Accounts, 2007 and 2008



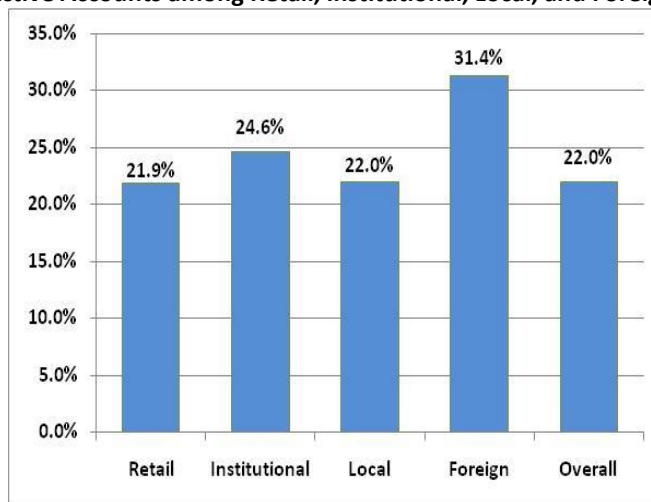
- Local accounts comprised 99.0% of total accounts at the Exchange. Meanwhile, foreign accounts totaled 4,576 comprising a mere 1.0% of total accounts.

Figure 2. Percentage of Local and Foreign Accounts in 2008



- Of the total accounts in 2008, 22.0% or 98,039 were considered active. Active accounts are accounts that have traded at least once in a year. The number of active accounts in 2008 decreased by 6.9% from the previous year's total of 105,358 accounts.
- Active retail accounts comprised 21.9% of total retail accounts while active institutional accounts accounted for 24.6% of total institutional accounts. Of the total local accounts, 22.0% were active while 31.4% or 1,435 of total foreign accounts were considered active.

Figure 3. Active Accounts among Retail, Institutional, Local, and Foreign Accounts



A. Retail Investor Profile

The results in this section were derived from a survey conducted by the Exchange with trading participants. Information on age group was provided by 19 TPs (representing a total of 26,484 accounts); on income by 18 TPs (26,057 accounts); on gender by 21 TPs (32,944 accounts); on profession by 16 TPs (17,159 accounts); and on location by 16 TPs (17,556 accounts).

- In terms of age, a significant number or 43.3% of investors were aged 45 to 59. Investors aged 30 to 44, meanwhile, comprised 31.8% of retail investors. (Figure 4)
- Based on annual income, almost two-thirds of investors earned less than P500,000 annually. Those earning more than one million pesos and above comprised one-fifth of retail investors while those earning between P500,000 to P1 million comprised 15.1% of retail investors. (Figure 5)
- There were generally as many male investors as there were female investors. (Figure 6)

- Professionals and self-employed individuals comprised 36.4% and 34.8% of retail investors. Those engaged in other services made up 16.1% while those in financial services comprised 6.4% of retail investors. (Figure 7)
- 61.5% of retail investors were located in Metro Manila while another significant 34.4% were in Luzon. Investors from Visayas and Mindanao comprised a mere 3.9% and 0.3% of total investor base. (Figure 8)

Figure 4. Profile of Retail Investors by Age Group

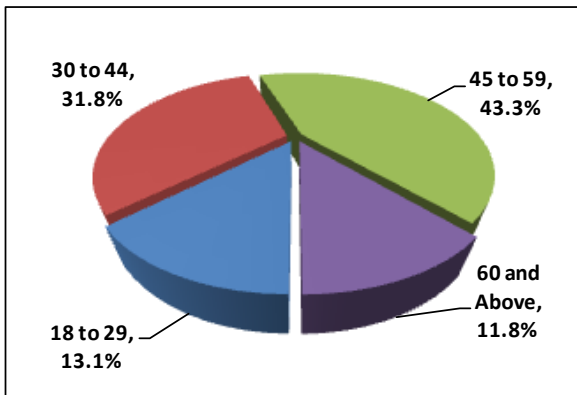


Figure 5. Profile of Retail Investors by Annual Income

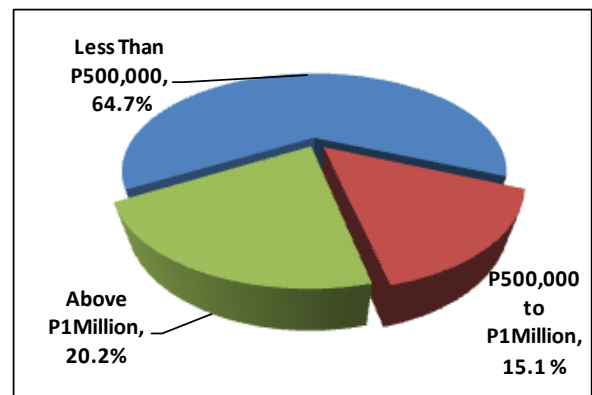


Figure 6. Profile of Retail Investors by Gender

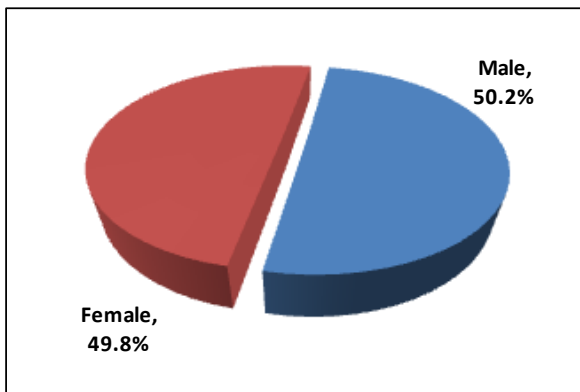


Figure 7. Profile of Retail Investors by Profession

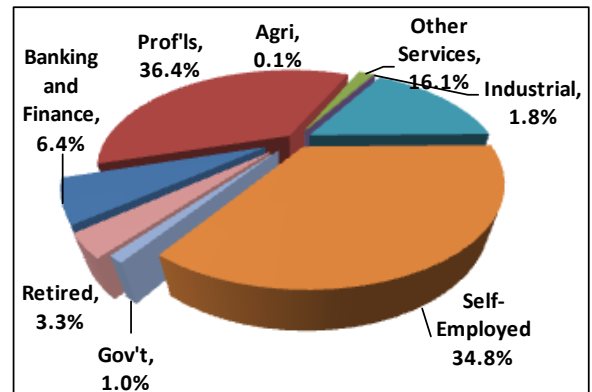
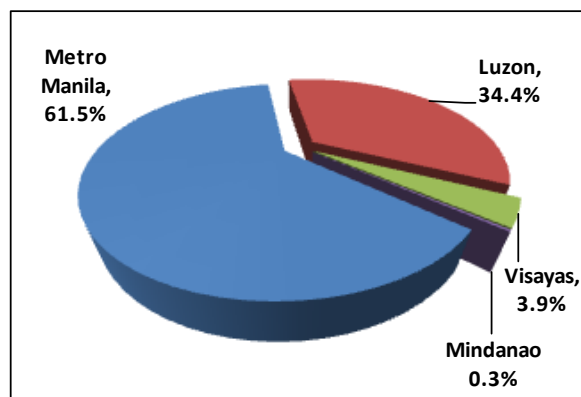


Figure 8. Profile of Retail Investors by Location



B. Online Investor Profile

- *Based on data from seven brokers providing online trading services.*
- There were a total of 19,246 online accounts in 2008, 8.5% higher than the previous year’s number of 17,731, as there was more online accounts opened than online accounts closed in 2008. New online accounts amounted to 1,830 while there were only 315 closed online accounts. The total online accounts represented 4.3% of the total accounts in the stock market.
- Retail investors remained as the key market for online accounts as they accounted for 99.8% of total online accounts. Of the total online accounts, 97.1% were local while 2.9% were foreign.
- Online investors continued to be very active traders as the total number of active online accounts amounted to 17,900 or 93.0% of the total online accounts. This was much higher than the ratio of active non-online accounts to total non-online accounts of just 18.8%.

C. Online Trades

- *Based on data gathered from five trading participants offering online trading services.*
- Online trades represented a significant 19.8% of total trades in 2008 despite their meager share of only 2.0% to total regular trade value turnover in the stock market. The average value per online trade was P82,718.

Table 1. Percentage of Online Trades to Number of Trades and Total Value Turnover, 2008

	No. of Trades	% to Total	Value of Transactions (in P millions)	% to Total
Online	279,041	19.82	23,082	1.96
Total Market (buy and sell), less block sales	1,407,841	100.00	1,176,754	100.00

D. Retail Online Profile

Data on the profile of retail online investors were gathered from four online brokers, in terms of gender, age group, annual income, and location.

- Online retail investors were predominantly male and belonged to a younger age group of between 30 to 44 years. Majority of online retail investors earned less than P500,000 annually and were based in Metro Manila.

Table 3. Profile of Online Retail Investors

Criteria	% to Online Retail Investors Surveyed
Gender	
- Male	68.4%
- Female	31.6%
Age Bracket	
- 18 to 29	25.0%
- 30 to 44	46.8%
- 45 to 59	21.5%
- 60 and Above	6.7%
Income	
- Less than P500,000	76.1%
- P500,000 to P1 million	11.2%
- Above P1 million	12.7%
Location	
- Metro Manila	81.1%
- Luzon	8.9%
- Visayas	4.8%
- Mindanao	2.6%
- Foreign	2.6%

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