

CORPORATE PLANNING & RESEARCH SECTION

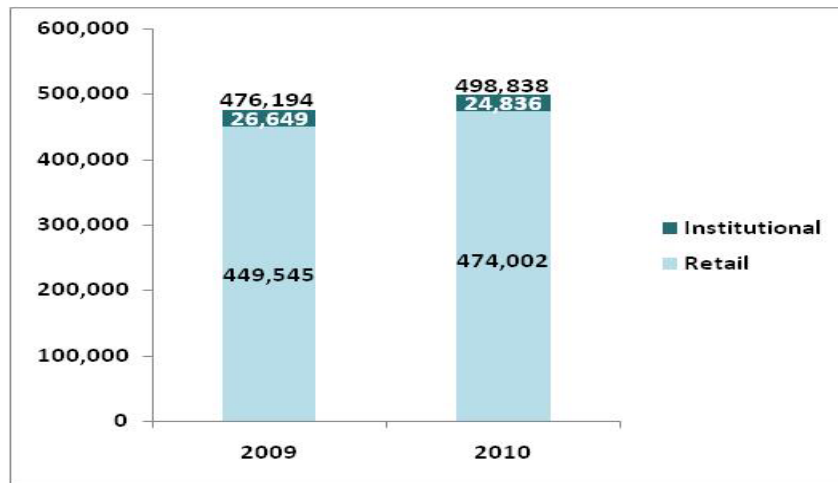
MAY 2011

STOCK MARKET INVESTOR PROFILE 2010

Data from this report was gathered from information provided by 133 active trading participants (TPs/ brokers). The data represent figures as of mid- and end-December 2010.

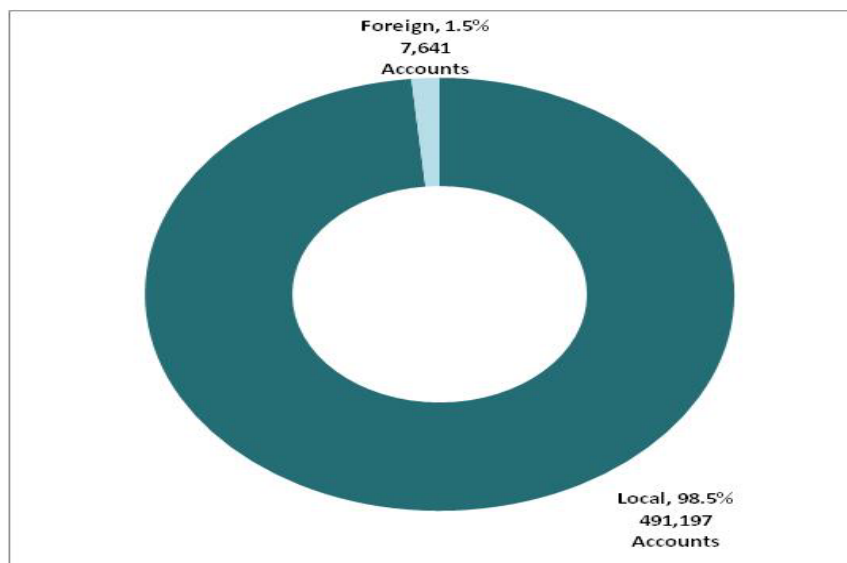
- In 2010, there were 498,838 accounts registered among all active trading participants, up by 4.8% from the previous year's total of 476,194 accounts. Of the total 498,838 accounts, 474,002 or 95.0% were considered retail or individual accounts while 24,836 or 5.0% were classified as institutional accounts or accounts owned by corporations.

Figure 1. Total Number of Retail and Institutional Accounts, 2009 and 2010



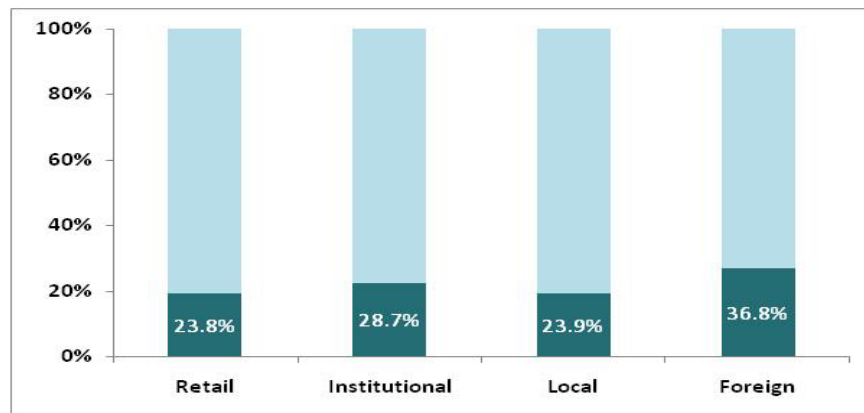
- Local accounts comprised 98.5% of total accounts at the Exchange. Meanwhile, foreign accounts totaled 7,641 accounts comprising a mere 1.5% of total accounts.

Figure 2. Percentage of Local and Foreign Accounts in 2010



- Of the total accounts in 2010, 120,016 or 24.1% were considered active. Active accounts are defined as accounts that have traded at least once during the year. The number of active accounts in 2010 rose by 10.8% from the previous year's total of 108,310 accounts.
- Only 23.8% of the total retail accounts were active while the percentage of active institutional accounts was higher at 28.7% of the total institutional accounts. Of the total local accounts, 23.9% were active while 36.8% or 2,809 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 92 TPs (142,363 accounts); on income by 92 TPs (145,305 accounts); on gender by 94 TPs (154,632 accounts); on profession by 85 TPs (115,304 accounts); on location by 68 TPs (101,671 accounts), and on nationality by 79 TPs (3,346 accounts).

- In terms of age, a significant number or 42.7% of investors were aged 45 to 59. Investors aged 30 to 44, meanwhile, comprised 31.2% of retail investors. (Figure 4)
- Based on annual income, 36.7% of investors earned more than P1 million annually. Those earning between P500,000 to P1 million comprised more than one-third of retail investors while those earning less than P500,000 a year accounted for 29.1% of retail investors. (Figure 5)
- There were more male investors than female investors. Male investors accounted for 58.4% of retail investors. (Figure 6)
- Individuals engaged in the services sector and professionals comprised 37.7% and 18.6% of retail investors. Self-employed individuals on the other hand, accounted for 17.2% of retail accounts. (Figure 7)

- Majority of retail investors or 78.3% were located in Metro Manila while 14.4% of retail investors were based in Luzon (excluding Metro Manila). Local retail investors from Visayas and Mindanao represented a mere 4.3% and 1.8% of total retail accounts, respectively. Overseas local investors comprised a collective 1.2% of local retail accounts. (Figure 8)
- Of the total foreign retail investors, 39.6% were of Chinese descent. Investors from other countries and American investors comprised 20.8%, and 19.3%, respectively. Meanwhile Europeans, Taiwanese, Singaporeans, and Koreans accounted for 7.1%, 4.4%, 3.9%, and 3.6%, respectively. (Figure 9)

Figure 4. Profile of Retail Investors by Age Group

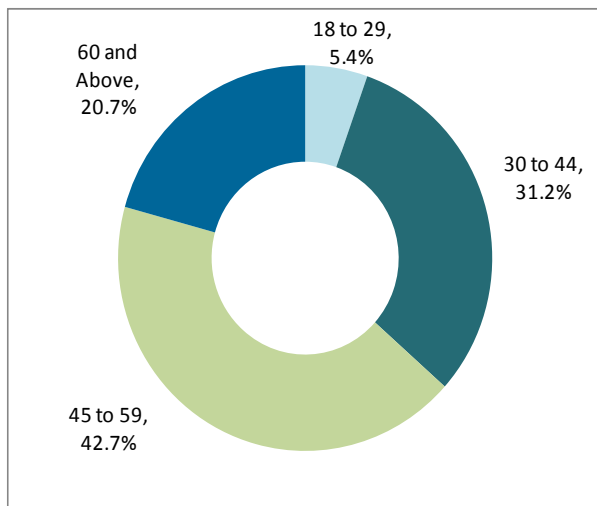


Figure 5. Profile of Retail Investors by Annual Income

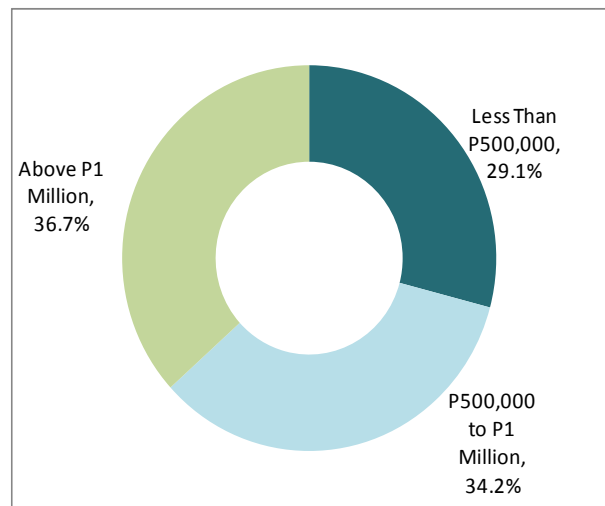


Figure 6. Profile of Retail Investors by Gender

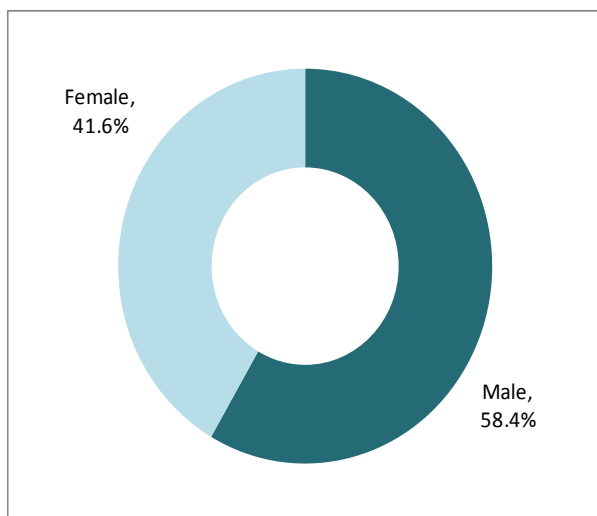


Figure 7. Profile of Retail Investors by Profession

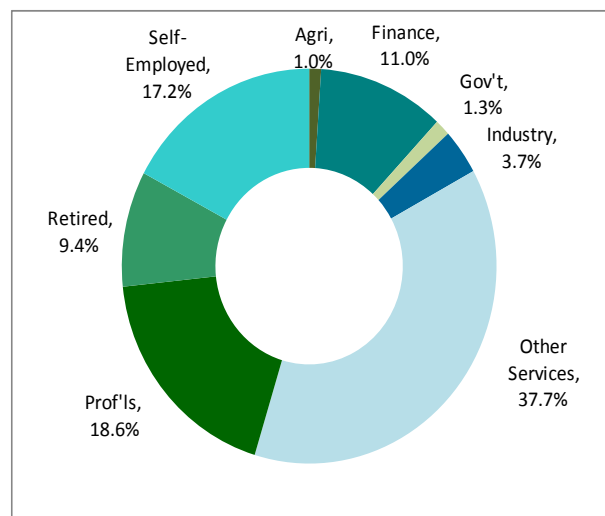


Figure 8. Profile of Retail Investors by Location

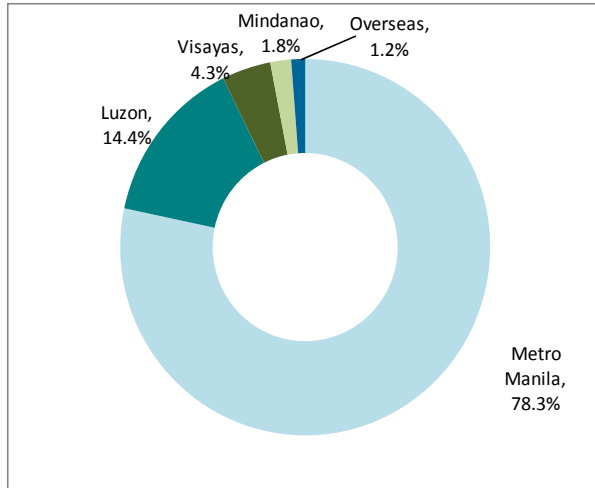
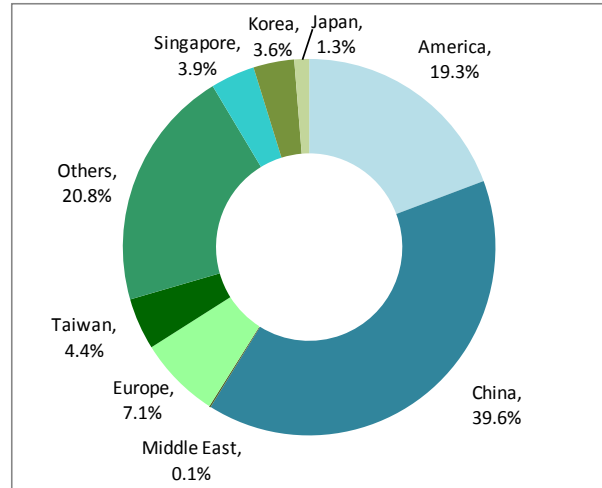


Figure 9. Profile of Foreign Retail Investors by Country of Origin



B. Online Investor Profile

Based on data from eight trading participants providing online trading services.

- There were a total of 35,559 online accounts in 2010, 25.8% higher than the previous year’s number of 28,261 online accounts. Online investors continue to be very active traders as the total number of active online accounts amounted to 34,933 or 98.2% of the total online accounts. This is much higher than the ratio of active non-online accounts to total non-online accounts of just 18.4%.
- Retail investors remained the key market for online accounts as they accounted for 99.6% of total online accounts. Of the total online accounts, 96.9% were local while 3.1% were foreign.

C. Online Trades

Based on data gathered from eight trading participants offering online trading services.

- Online trades represented 16.3% of total trades in 2010 despite their meager share of only 4.5% to total regular trade value turnover in the stock market. The average trade value of investors using the online facility was P99,808.55.

	No. of Trades	% to Total	Value of Transactions (in P millions)	% to Total
Online	868,327	16.25	86,666	4.45
Total Market (buy and sell), less block sales	5,341,960	100.00	1,949,741	100.00

D. Retail Online Profile

Data on the profile of retail online investors were gathered from three online trading participants, 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 2. Profile of Online Retail Investors

Criteria	% to Online Retail Investors Surveyed
Gender	
- Male	73.11
- Female	26.89
Age Bracket	
- 18 to 29	21.75
- 30 to 44	52.98
- 45 to 59	18.61
- 60 and Above	6.66
Income	
- Less than P500,000	46.69
- P500,000 to P1 million	30.91
- Above P1 million	22.40
Location	
- Metro Manila	71.96
- Luzon	13.03
- Visayas	5.66
- Mindanao	4.18
- Foreign	5.17