



THE PHILIPPINE
STOCK EXCHANGE
INC.

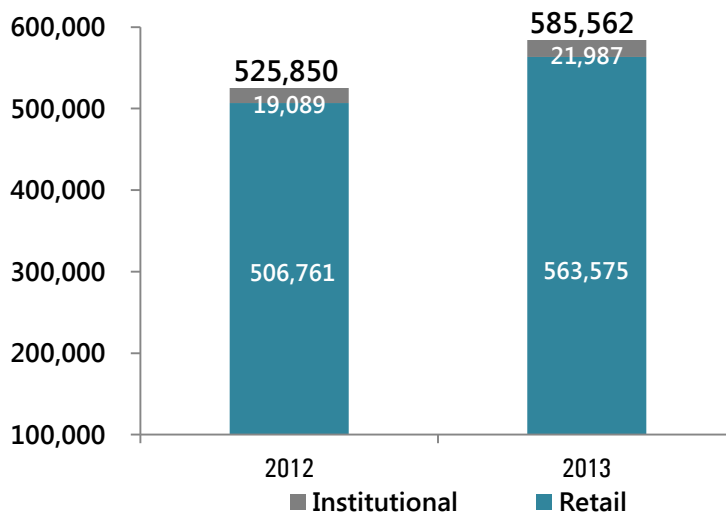
THE PHILIPPINE STOCK EXCHANGE, INC.
STOCK MARKET
INVESTOR PROFILE 2013
CORPORATE PLANNING AND RESEARCH DEPARTMENT

JULY 2014

Data from this report was gathered from information provided by 135 active trading participants (TPs/brokers).

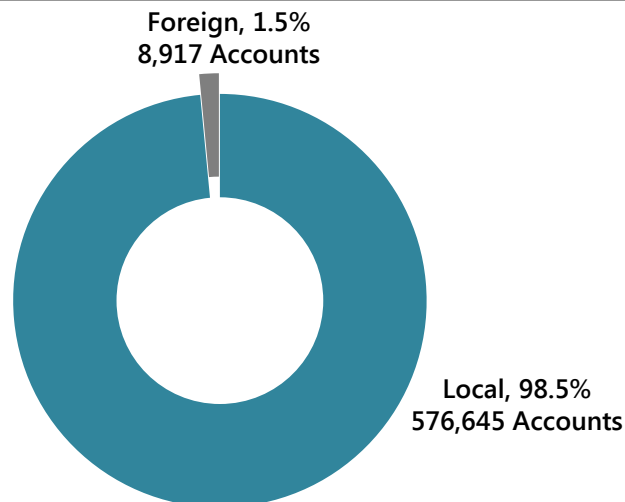
- Total number of accounts registered among all active trading participants for 2013 increased by 11.4% to 585,562 accounts from 525,850 in 2012.
- Retail accounts cornered 96.2% of total accounts for the year, while the remaining 3.8% or 21,987 were classified as institutional accounts.

Figure 1. Total Number of Retail and Institutional Accounts, 2012 and 2013



- Local accounts comprised 98.5% or 576,645 of total accounts at the Exchange while 1.5% or 8,917 were foreign accounts. (Figure 4)

Figure 2. Percentage of Local and Foreign Accounts in 2013

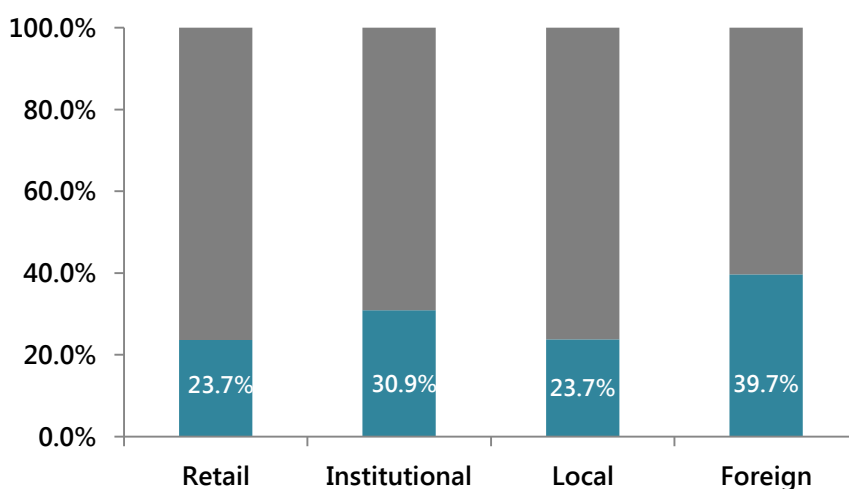


- Of the total accounts in 2013, 140,145 or 23.9% were considered active, slightly lower than the 24.3% in 2012. The number of active* accounts in 2013 increased by 9.6 percent from the previous year's total of 127,825** accounts.
- Active retail accounts comprised 23.7% of the total retail accounts while the percentage of active institutional accounts was registered at 30.9% of the total institutional accounts. Of the local accounts, 23.7% were active, while foreign accounts had a bigger share of active investors at 39.7% .

*Active accounts are accounts that have traded at least once in 2013.

**Figure was revised as six TPs submitted their amended 2012 reports.

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



A. Retail Investor Profile

The results in this section were derived from a more detailed survey conducted by the Exchange with trading participants. Information on gender was provided by 116 TPs (360,394 accounts); on income by 108 TPs (316,047 accounts); on age group by 113 TPs (339,597 accounts); on profession by 95 TPs (159,071 accounts); on location by 89 TPs (198,623 accounts); and on nationality by 111 TPs (7,461 foreign accounts).

- Male investors accounted for 57.9% of retail investors, while female investors accounted for 42.1%. (Figure 4)
- In terms of income, individuals earning less than P500,000 annually accounted for the biggest share at 37.3% of retail investors. Meanwhile, investors who earn more than P1 million every year cornered about one-third of retail investors and the remaining 29.3% earn between P500,000 to P1,000,000 per year. Investors earning less than P500,000 annually were slightly more active. (Figure 5)



- Based on age, of the total retail investors, 68.5% were between the ages of 30 to 59. Investors aged 60 years and above comprised 19.6% of retail accounts while the remaining 11.9% belonged to retail investors between the ages of 18 to 29 years. (Figure 6)
- Most retail investors were engaged in the Other Services sector and were Self-Employed, which comprised 23.9% and 19.3% of retail accounts, respectively. Meanwhile, Other Professionals accounted for 14.5% of retail accounts. (Figure 7)
- Majority of individuals were based in Metro Manila accounting for 77.7% while 13.2% of retail investors were based in Luzon (excluding Metro Manila). Local retail investors from Visayas and Mindanao represented 5.0% and 1.7% of total retail accounts, respectively. Overseas local investors comprised a collective 2.4% of local retail accounts. The increase in the portion of overseas local investors to total retail accounts is noteworthy as it accounted for only 1.6% in 2012. (Figure 8)
- Of the total foreign retail investors, 35.7% were of Chinese descent while American investors comprised 21.1%. Meanwhile, Europeans, Japanese, Singaporeans, Taiwanese, and Koreans accounted for 8.7%, 4.2%, 4.0%, 3.7%, and 3.4%, respectively. (Figure 9)

Figure 4: Profile of Retail Investors:
GENDER

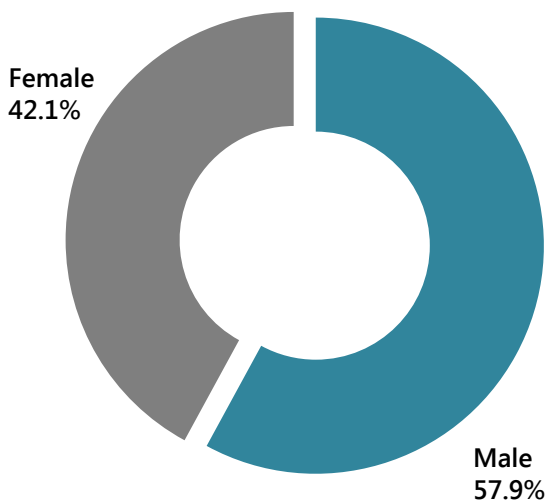
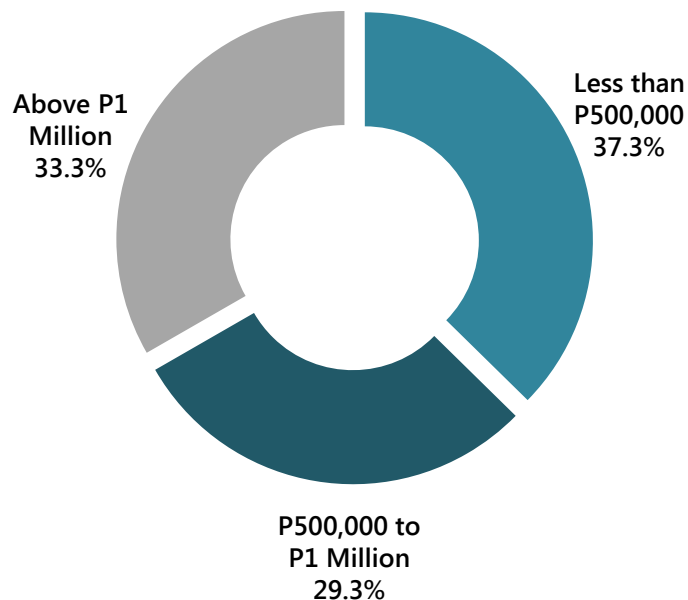


Figure 5: Profile of Retail Investors:
INCOME



STOCK MARKET INVESTOR PROFILE 2013

Figure 6: Profile of Retail Investors: AGE GROUP

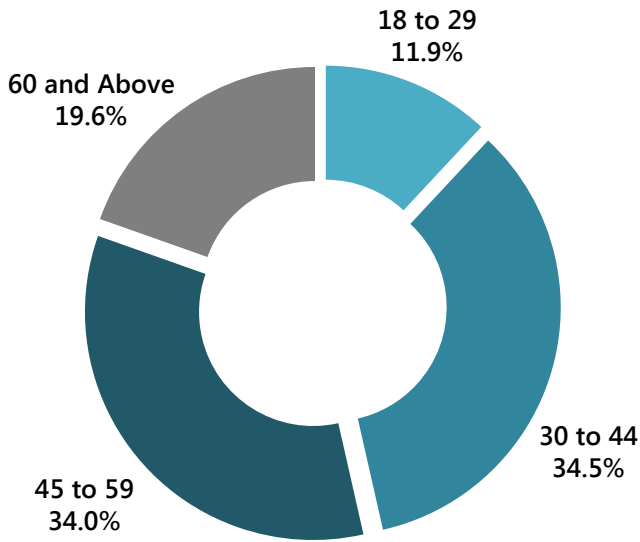


Figure 7: Profile of Retail Investors: PROFESSION

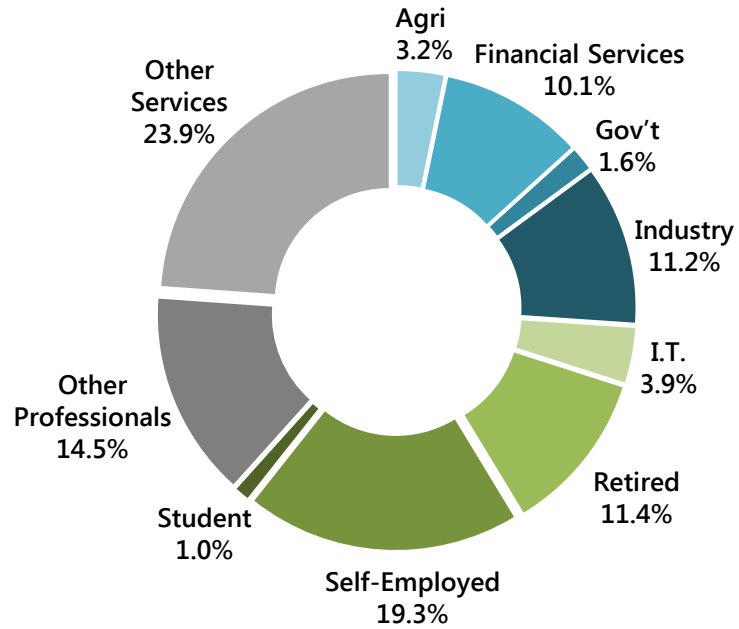


Figure 8: Profile of Retail Investors: LOCATION

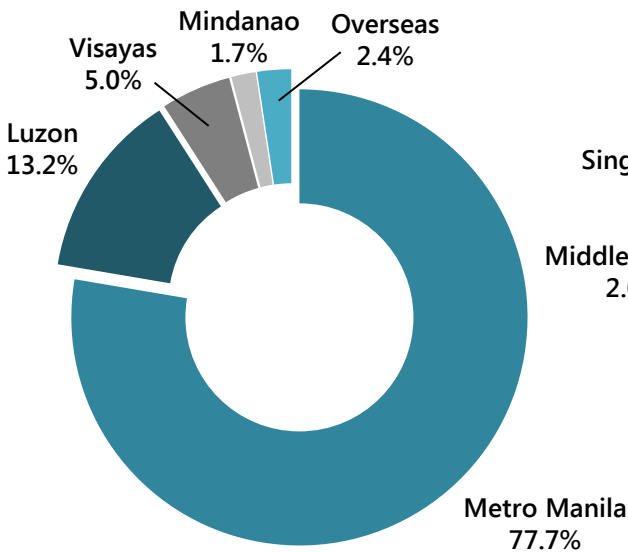
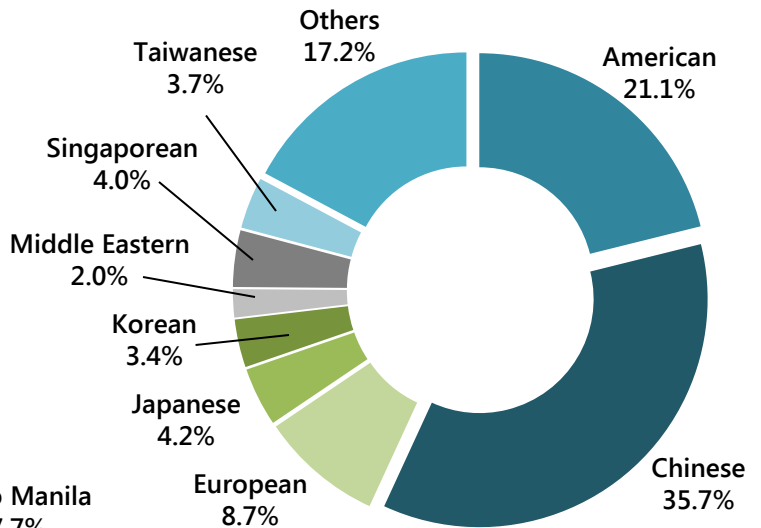


Figure 9: Profile of Retail Investors: NATIONALITY



B. Online Investor Profile

Based on data from fourteen (14) trading participants providing online trading services.

- In 2013, there was a total of 129,255 online accounts, up by an impressive 65.3% from the previous year's total of 78,216 online accounts, and more than double 2011's 52,750 online accounts. Online investors continued to be more engaged in executing trades than its traditional counterpart as the total number of active online accounts amounted to 56,154 accounts or 43.4% of the total online accounts. Active non-online accounts for 2013 accounted for about 18.4% of the total number of non-online accounts.
- Retail investors remained the key market for online accounts as they accounted for 99.6% of total online accounts. Of the total online accounts, 98.3% were local while 1.7% were foreign.

C. Retail Online Profile

Data on the profile of retail online investors in terms of gender, annual income and age group, were gathered from 11 online trading participants while eight online brokers provided data on 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 1. Profile of Online Retail Investors

CRITERIA	% To Online Retail Investors Surveyed
GENDER	
Male	55.2
Female	44.8
AGE BRACKET	
18 to 29	22.6
30 to 44	50.7
45 to 59	19.5
60 and Above	7.2
INCOME	
Less than P500,000	59.8
P500,000 to P1 million	23.5
Above P1 million	16.8
LOCATION	
Metro Manila	60.2
Luzon	21.9
Visayas	7.0
Mindanao	4.3
Foreign	6.5

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