



STOCK MARKET INVESTOR PROFILE 2014

Corporate Planning and Research Department
August 2015

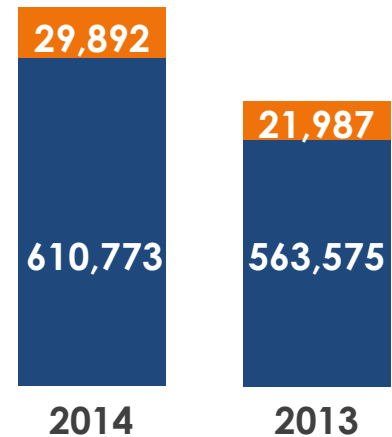
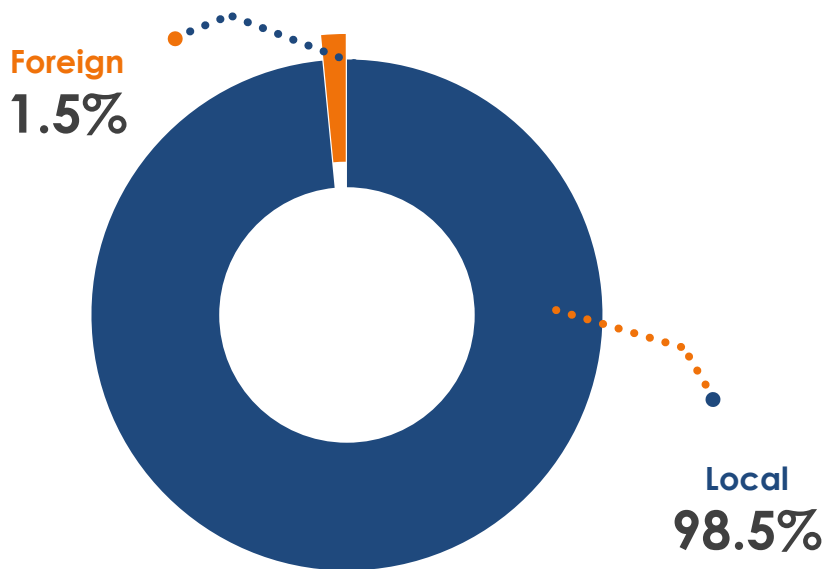


TOTAL MARKET ACCOUNTS ▶

Data for this report was gathered from information provided by 135 trading participants (TPs/brokers) in 2014.

640,665 total stock market accounts in 2014, a **9.4 percent increase** from 585,562 in 2013

Local accounts comprised **630,812** of total accounts at the Exchange while **9,853** were classified as foreign accounts



■ retail ■ institutional
 In 2014, retail accounts cornered **95.3 percent** of total accounts for the year, while the remaining **4.7 percent** were classified as institutional accounts

ONLINE ACCOUNTS ▶

Eighteen (18) TPs provided data on online accounts of investors in 2014



174,592
 total online accounts in 2014

up by
35.1%

Retail investors remained the key market for online accounts as they accounted for **99.6 percent** of total online accounts

Of the total online accounts, **98.5 percent** were **local** while 1.5 percent were foreign

PERCENTAGE OF ACTIVE ACCOUNTS ▶



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 122 TPs (400,727 accounts); on age group by 117 TPs (365,801 accounts); on income by 109 TPs (311,045 accounts); on profession by 81 TPs (140,779 accounts); on location by 82 TPs (171,203 accounts); and on nationality by 109 TPs (7,565 foreign accounts)

Data on the profile of retail online investors in terms of gender and age group were gathered from sixteen (16) online TPs. Fourteen (14) online brokers provided data on annual income while twelve (12) provided data on location

TOTAL

ONLINE

GENDER

57 percent or almost **6 out of 10** total retail investors are **MALE**



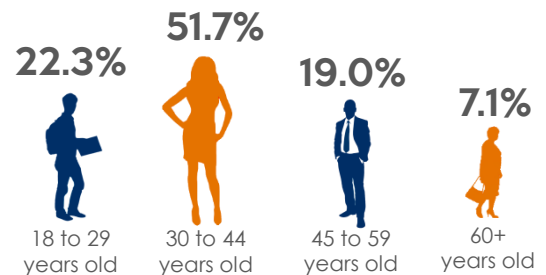
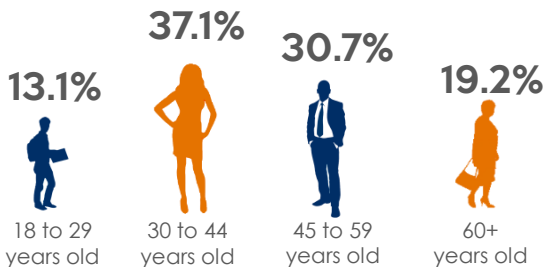
Retail online investors were mostly **men** at **55 percent** while women represented 45 percent of online accounts



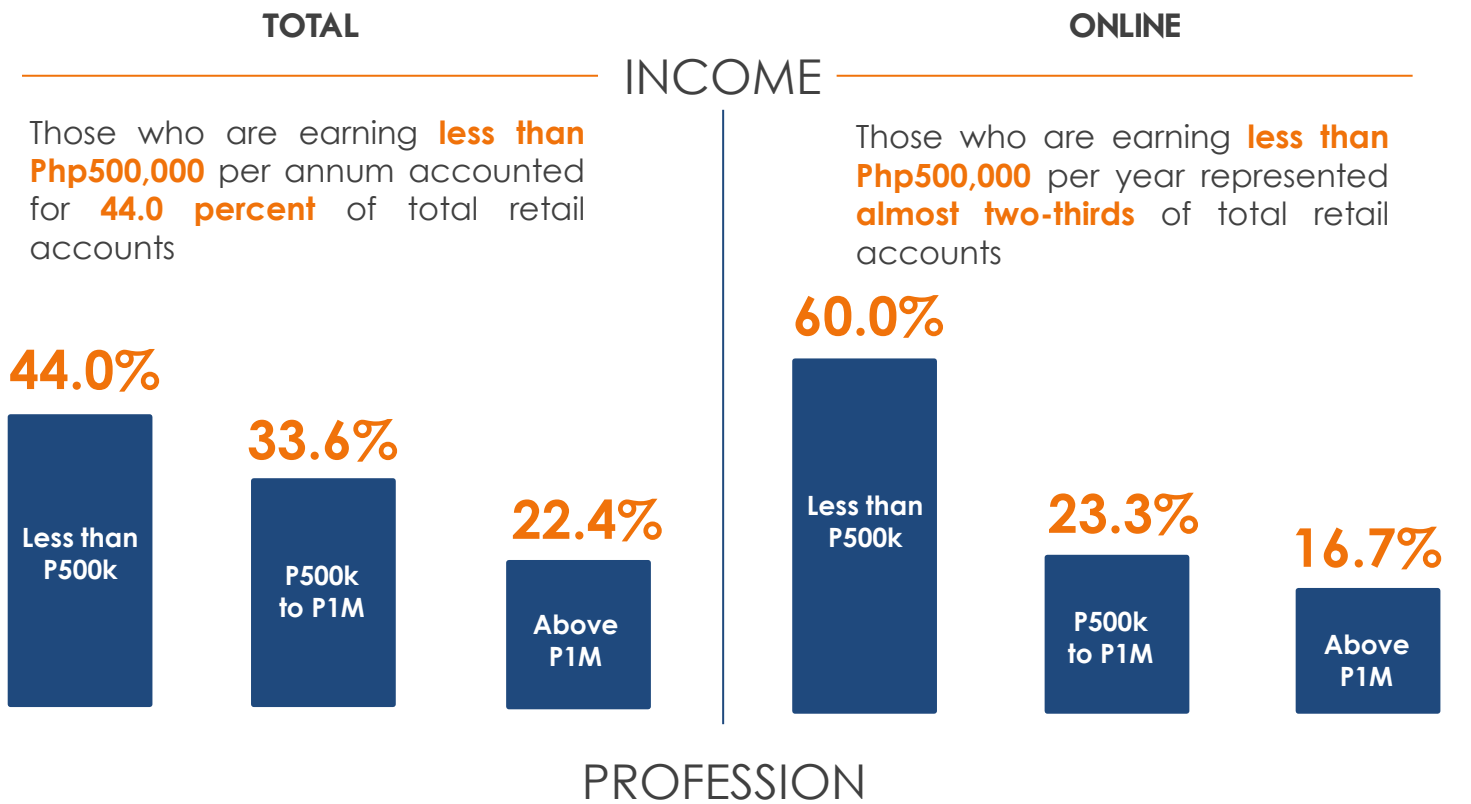
AGE

More than two-thirds of investors are aged between **30 to 59 years old**

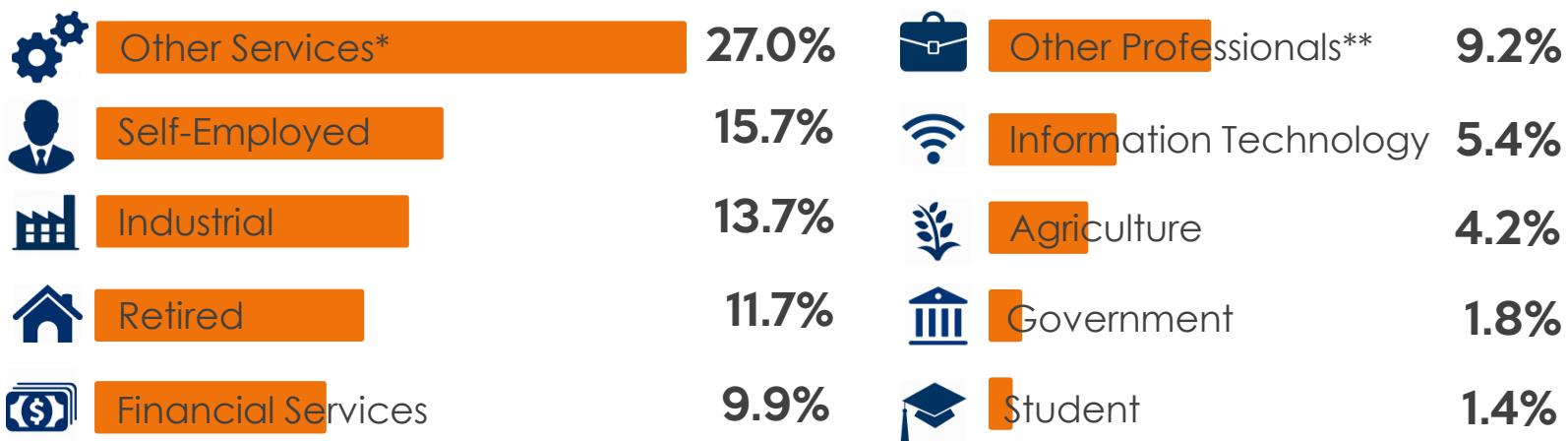
74.0 percent of online investors are aged between **18 to 44 years old**



RETAIL INVESTOR PROFILE ►



Professionals from the **other services** and **industrial** sectors as well as **retirees** and those who are **self-employed** still account for the biggest share of retail accounts



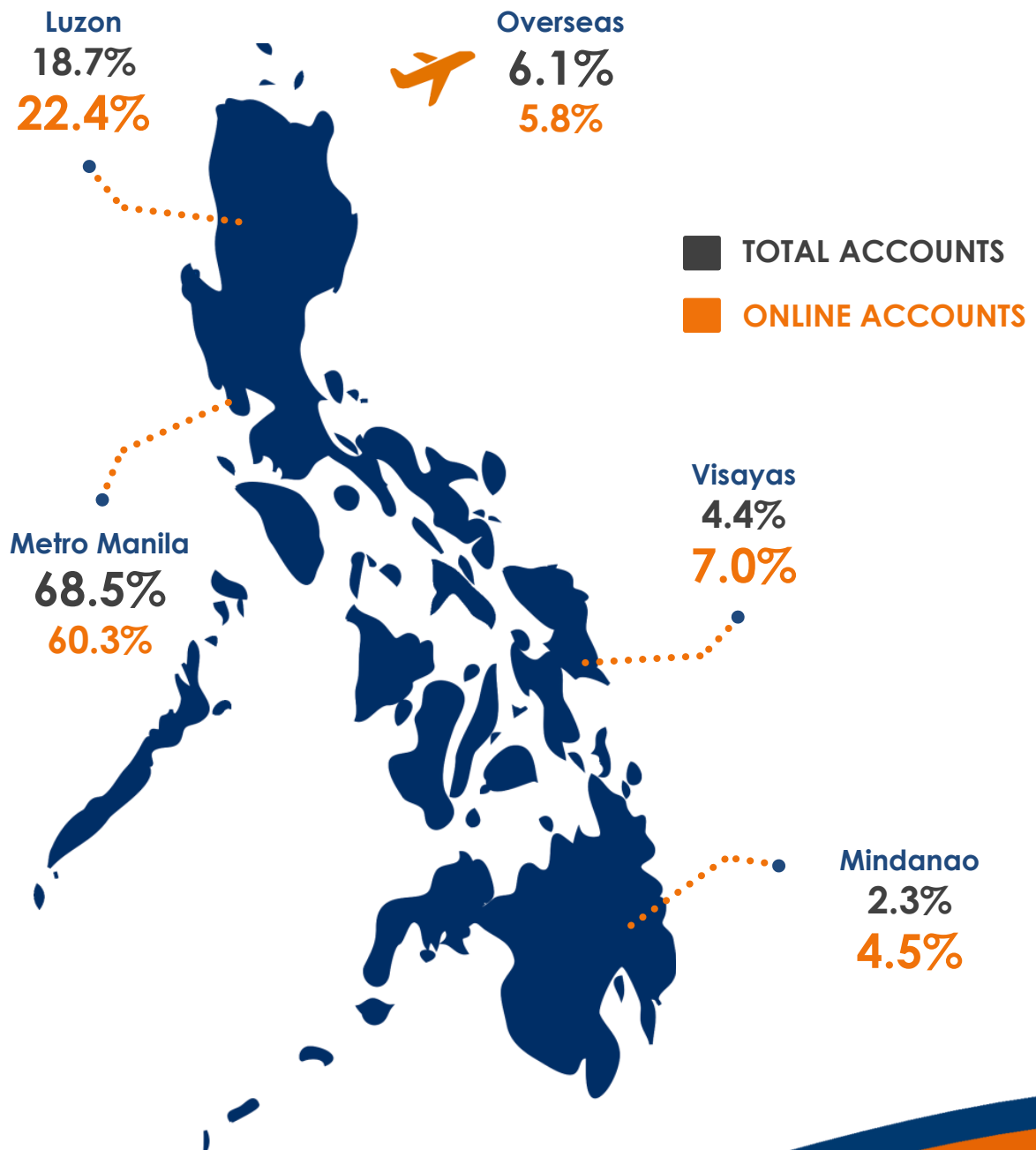
*Refers to individuals who work as crews, cooks, OFWs, messengers, sales people, cashiers, drivers, domestic helpers, and other labor-intensive jobs

**Refers to individuals who work in the fields of administrative services, advertising, architecture, consultancy, engineering, legal services, medical services, marketing, real estate and other corporate-related jobs

RETAIL INVESTOR PROFILE ►

LOCATION

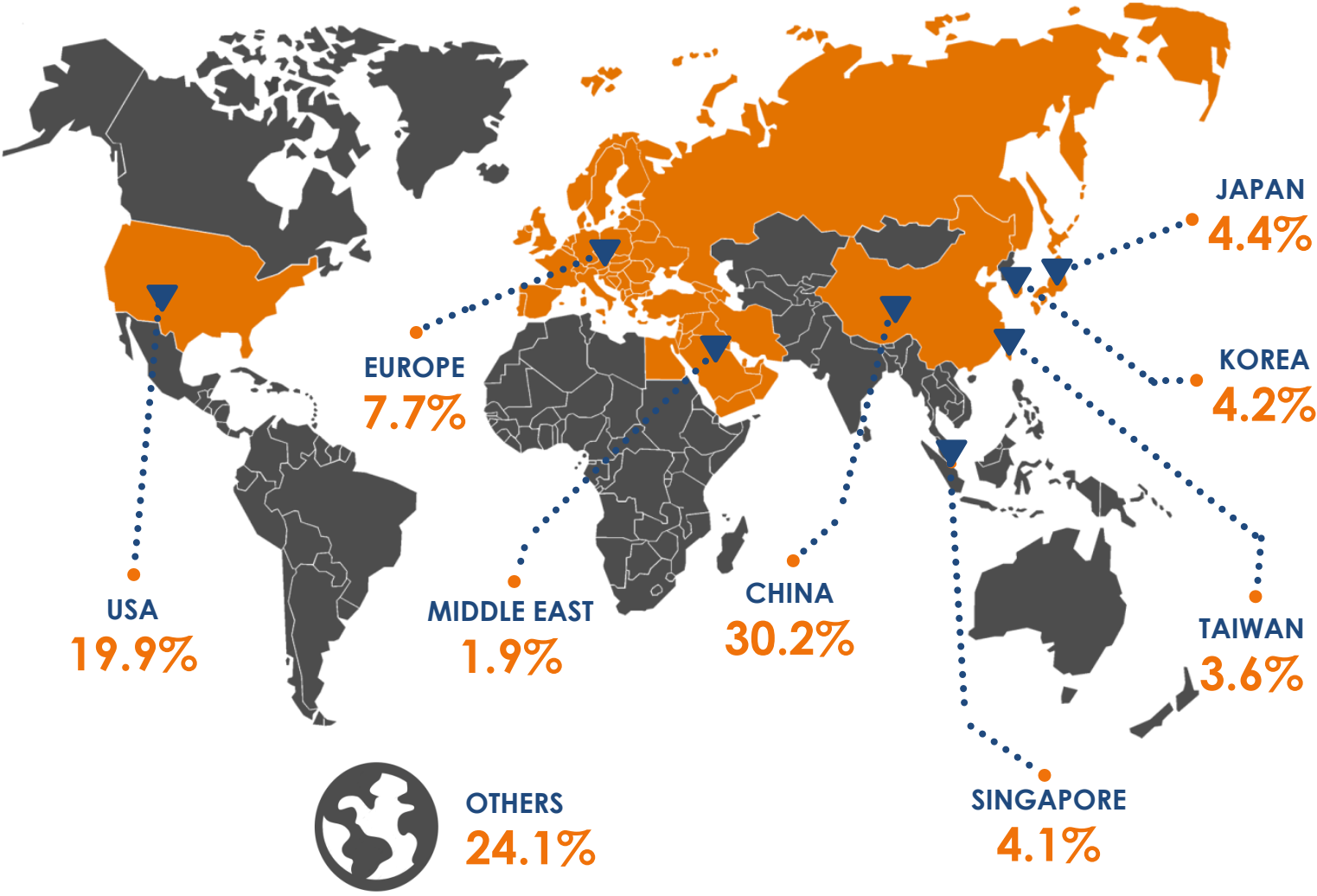
A majority of retail investors are concentrated in **Metro Manila** and **Luzon**. However, while **online investors** are still mostly situated in these areas, they also have more presence in the **Visayas** and **Mindanao**



RETAIL INVESTOR PROFILE ►

NATIONALITY

Based on total retail accounts, investors of **Chinese** and **American** descent are our largest foreign investor base



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