



STOCK MARKET INVESTOR PROFILE 2018

Corporate Planning and Research Department
May 2019*

**revised July 2020*

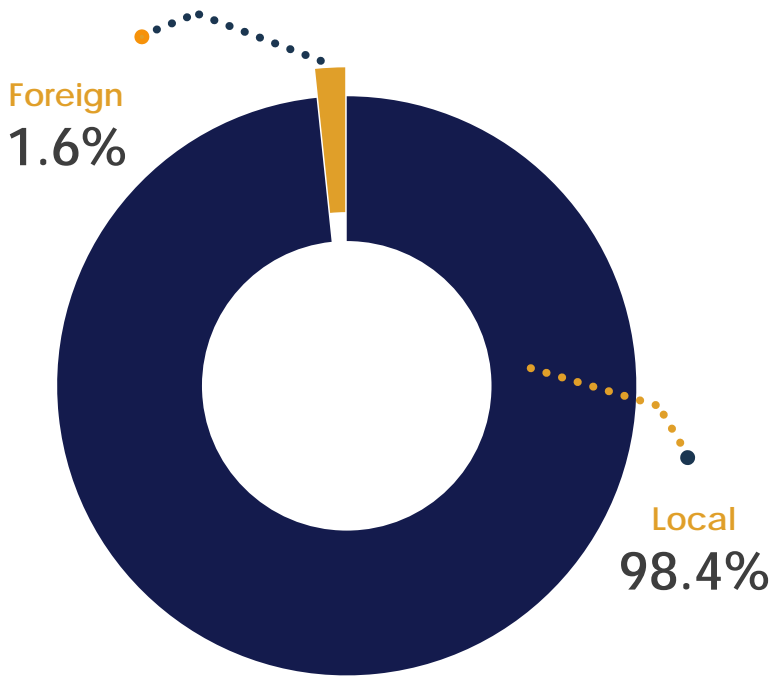


TOTAL MARKET ACCOUNTS ►

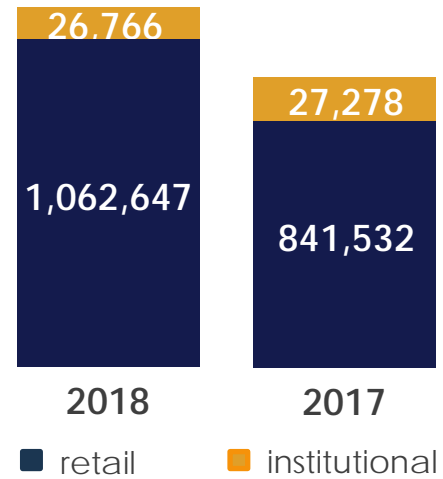
Data for this report was gathered from information provided by 131 active trading participants (TPs) in 2018.

1,089,413

total stock market accounts in 2018, a **25.4 percent increase** from 868,810 accounts in 2017.



Local accounts comprised **1,072,105** of total accounts at the Exchange while **17,308** were classified as foreign accounts.



In 2018, retail accounts cornered **97.5 percent** of total accounts for the year, while the remaining **2.5 percent** were classified as institutional accounts.

ONLINE ACCOUNTS ►

Twenty-seven (27) TPs provided data on online accounts of investors in 2018.



625,763

total online accounts in 2018

up by
60.9%

Retail investors remained the key market for online accounts as they accounted for **99.8 percent** of total online accounts

Of the total online accounts, **98.8 percent** were **local** while 1.2 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. Information on gender was provided by 121 TPs (869,291 accounts); on age group by 120 TPs (872,460 accounts); on income by 121 TPs (802,678 accounts); on employment status by 113 TPs (282,969 accounts); on sector by 113 TPs (253,289 accounts); on location by 105 TPs (302,866 accounts); and on nationality by 115 TPs (15,795 foreign accounts).

For online accounts, data on the gender and age group were gathered from 25 TPs, while information on annual income came from 24 TPs and location was obtained from 22 TPs.

TOTAL

ONLINE

GENDER

Male investors outnumbered their female counterparts



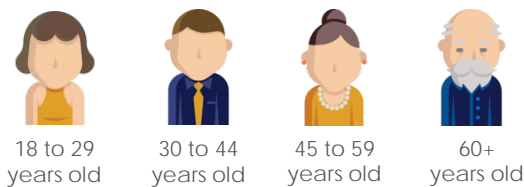
There were slightly more online accounts owned by women



AGE

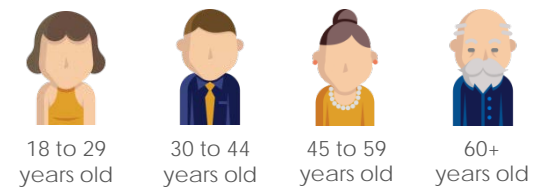
Almost two thirds of retail investors belonged to the younger age groups

21.5% **43.1%** **21.6%** **13.9%**



Investors aged 30 to 44 are the biggest patrons of online trading

26.8% **51.9%** **16.3%** **5.0%**



RETAIL INVESTOR PROFILE ►

TOTAL

ONLINE

INCOME

A **sizeable segment** of retail accounts were held by investors with an annual income of **less than Php500,000**

A **majority** of online investors earn **less than Php500,000** per annum

62.4%

21.0%

16.6%

71.2%

18.9%

9.9%



Less than
Php500k

Php500k
to Php1M

Above
Php1M

Less than
Php500k

Php500k
to Php1M

Above
Php1M

EMPLOYMENT STATUS

Our retail investor base remained to be **predominantly domestic employees**, with those **self-employed** comprising the **second largest employment category**



65.6%

LOCALLY EMPLOYED



14.6%

SELF-EMPLOYED



9.9%

RETIRED



3.0%

OFWs



4.2%

UNEMPLOYED



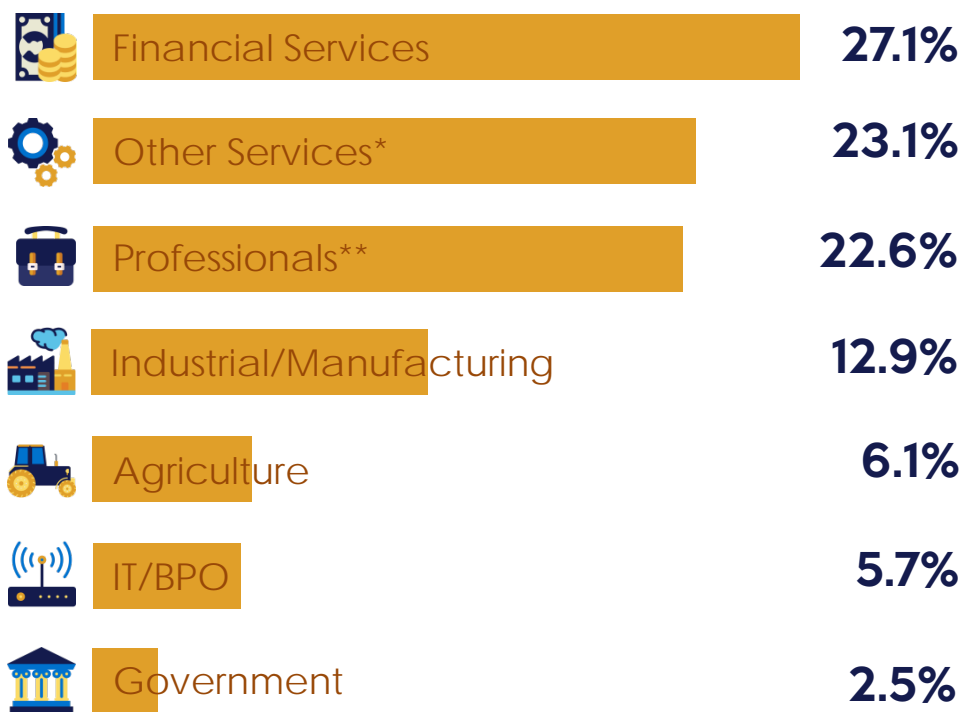
2.6%

STUDENT

RETAIL INVESTOR PROFILE ►

SECTOR

Over a quarter of retail accounts belonged to investors from the **financial services sector**. Individuals rendering **other services** and are in engaged in **other professions** likewise made up a **substantial portion of retail accounts**.



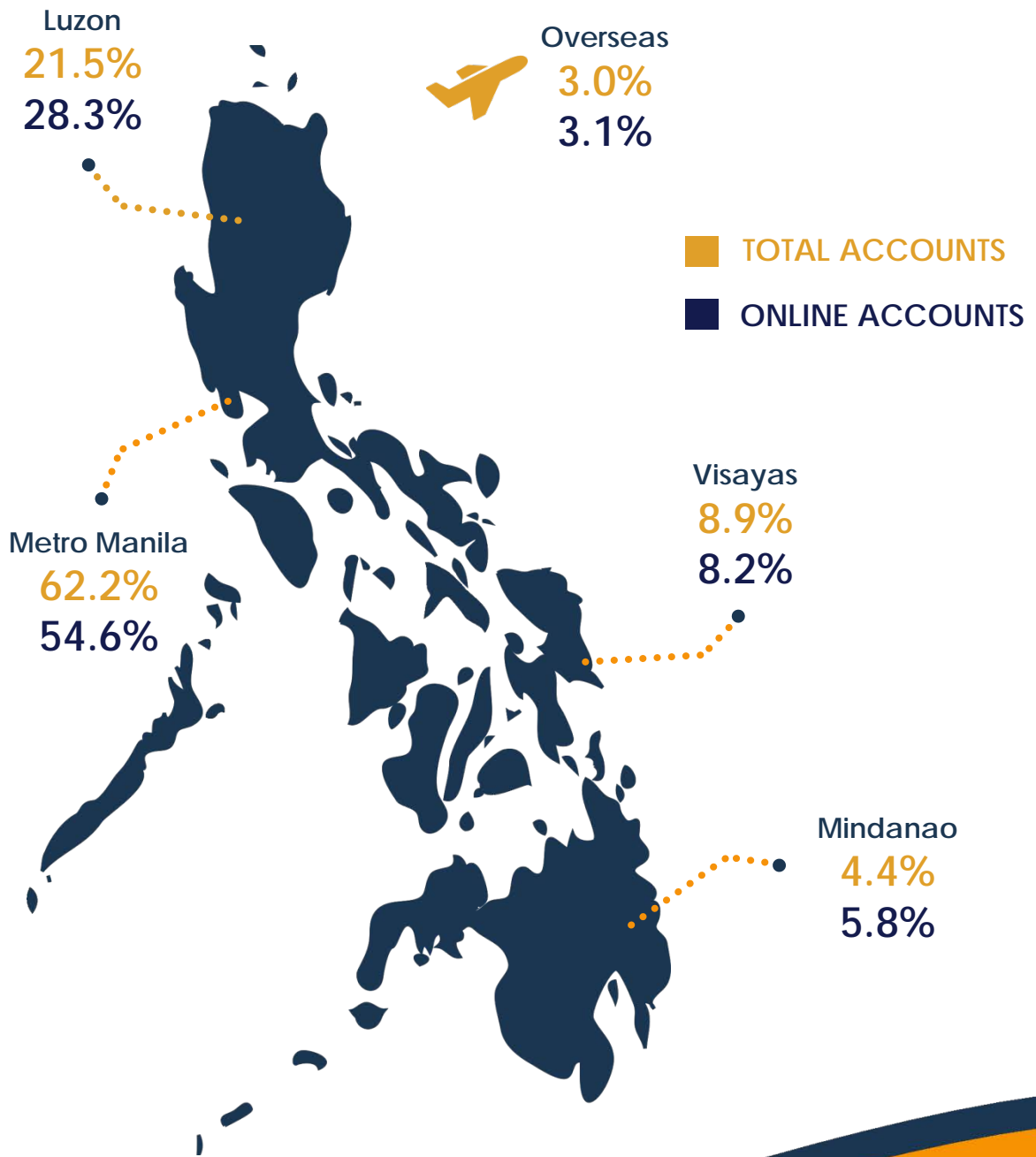
*Refers to individuals who work as crews, cooks, OFWs, messengers, sales people, cashiers, drivers, domestic helpers, and other labor-intensive jobs

**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

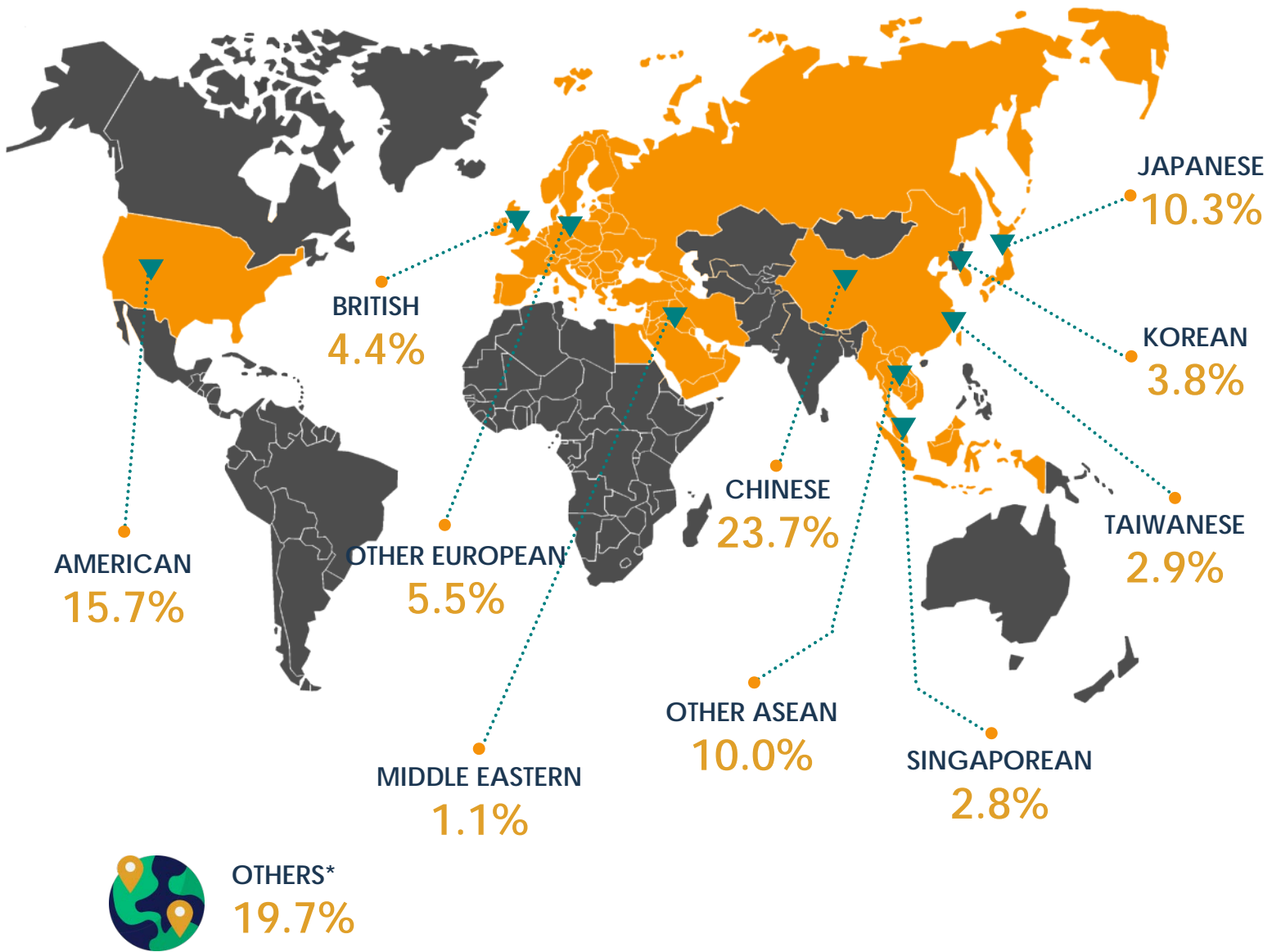
Technology enabled investors outside the capital to partake in wealth creation through the stock market, as evidenced by the gradually increasing **decentralization in the distribution of accounts**



RETAIL INVESTOR PROFILE ►

NATIONALITY

There was a **significant presence of Chinese, American, and Japanese investors** in the stock market



*Refers to Australian, Indian, and Canadian, among others

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