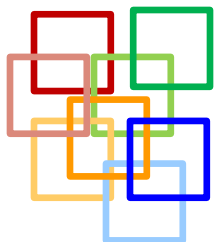


# STOCK MARKET INVESTOR PROFILE 2011



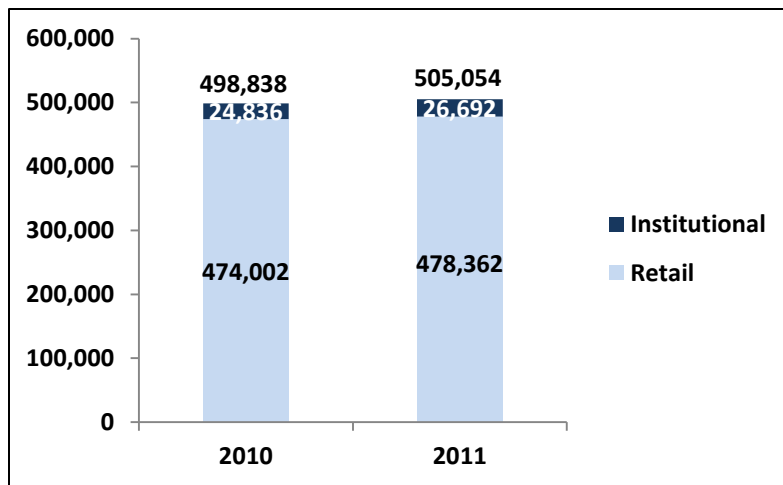
CORPORATE PLANNING AND RESEARCH SECTION



Data from this report was gathered from information provided by the 133 active trading participants (TPs/brokers). The data represent figures as of end-December 2011.

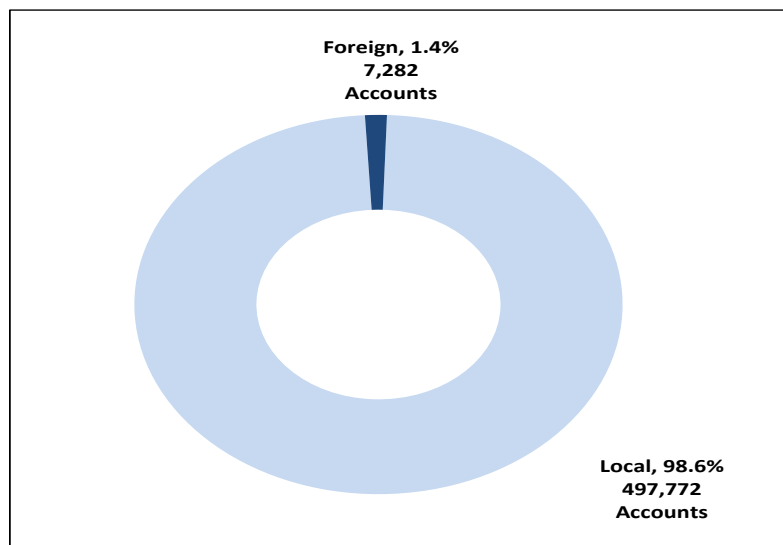
- In 2011, there were 505,054 accounts registered among all active trading participants, up by 1.3% from the previous year's total of 498,838 accounts. Of the total 505,054 accounts, 478,362 or 94.7% were considered retail while 26,692 or 5.3% were classified as institutional accounts.

**Figure 1. Total Number of Retail and Institutional Accounts, 2010 and 2011**



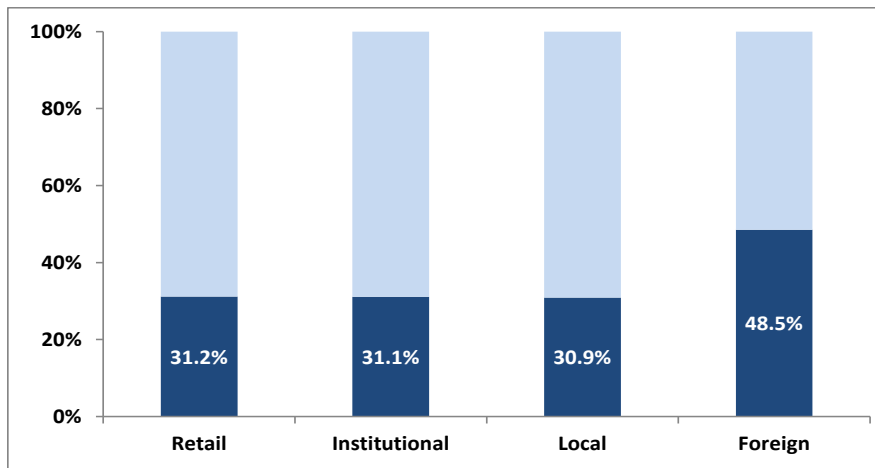
- Local accounts constituted 98.6% of total accounts at the Exchange. Meanwhile, foreign accounts totalled 7,282 covering 1.4% of total accounts.

**Figure 2. Percentage of Local and Foreign Accounts in 2011**



- Of the total accounts in 2011, 157,535 or 31.2% were considered active. Active accounts are defined as accounts that have traded at least once during the year. The number of active accounts in 2011 rose by 31.3% from the previous year's total of 120,016 accounts.
- Only 31.2% of the total retail accounts were active while the percentage of active institutional accounts was slightly lower at 31.1% of the total institutional accounts. Of the total local accounts, 30.9% were active while 48.5% or 3,532 of total foreign accounts were considered active.

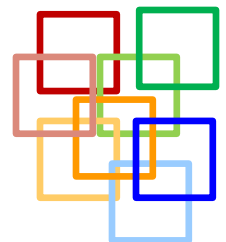
**Figure 3. Active Accounts among Retail, Institutional, Local, and Foreign Accounts**



**A. Retail Investor Profile**

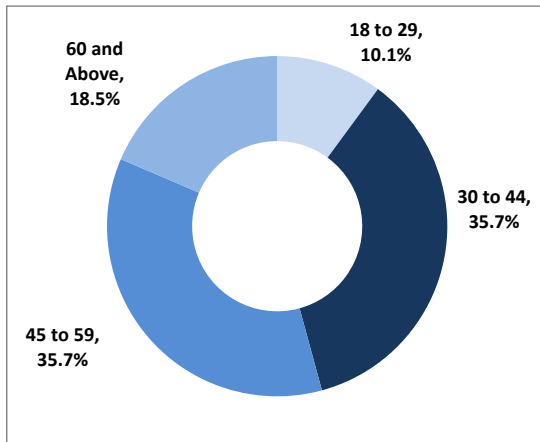
*The results in this section were derived from a survey conducted by the Exchange with trading participants. Information on age group was provided by 99 TPs (176,484 accounts); on income by 99 TPs (185,388 accounts); on gender by 104 TPs (202,853 accounts); on profession by 91 TPs (100,440 accounts); on location by 74 TPs (101,159 accounts), and on nationality by 85 TPs (4,192 accounts).*

- In terms of age, investors aged 30 to 59 accounted for 71.4% of total investors. Meanwhile, investors aged 60 to above comprised 18.5% of retail investors. (Figure 4)
- Based on income, individuals earning less than P500,000 annually accounted for the biggest share at 37.4% of retail investors. Meanwhile, investors who earn more than P1 million every year covered more than one-third of retail investors and the remaining 28.1% earn between P500,000 to P1,000,000 per year. (Figure 5)

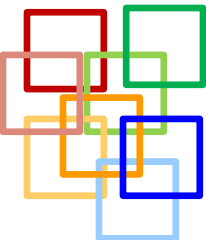
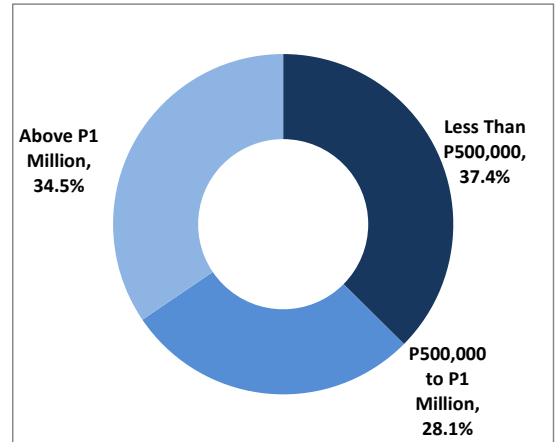


- There were more male investors than female investors. Male investors accounted for 58.5% of retail investors. (Figure 6)
- Individuals engaged in the services sector and professionals comprised 30.4% and 24.7% of retail investors, respectively. Self-employed individuals on the other hand, accounted for 19.4% of retail accounts. (Figure 7)
- Majority of retail investors or 76.8% were located in Metro Manila while 13.0% of retail investors were based in Luzon (excluding Metro Manila). Local retail investors from Visayas and Mindanao represented a mere 6.1% and 2.3% of total retail accounts, respectively. Overseas local investors comprised a collective 1.9% of local retail accounts. (Figure 8)
- Of the total foreign retail investors, 37.2% were of Chinese descent. Investors from other countries and American investors comprised 22.1%, and 20.0%, respectively. Meanwhile Europeans, Taiwanese, Koreans, and Singaporeans accounted for 8.0%, 4.2%, 3.9%, and 3.1%, respectively. (Figure 9)

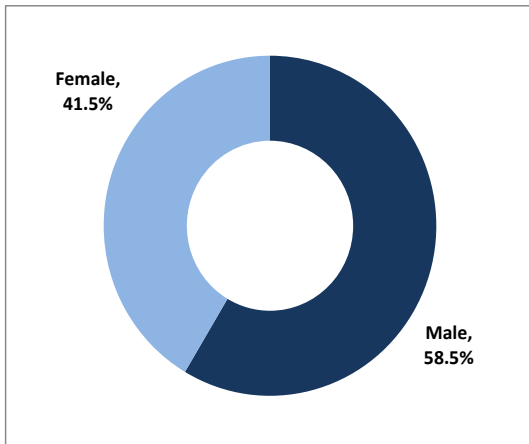
**Figure 4. Profile of Retail Investors by Age Group**



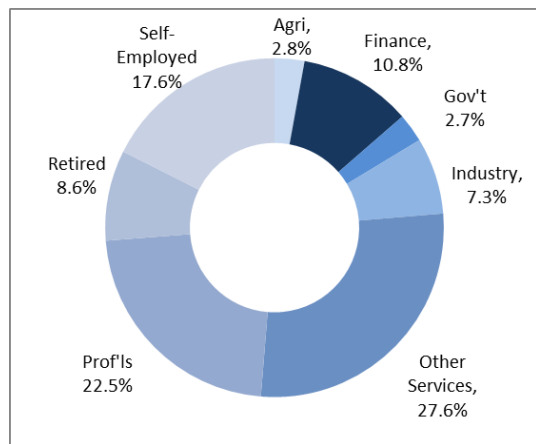
**Figure 5. Profile of Retail Investors by Annual Income**



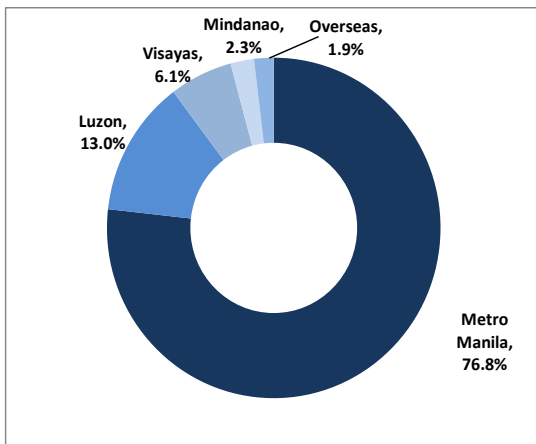
**Figure 6. Profile of Retail Investors by Gender**



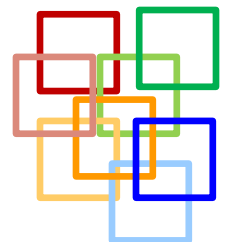
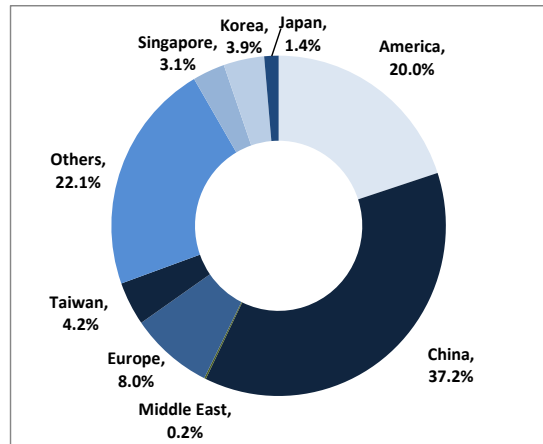
**Figure 7. Profile of Retail Investors by Profession**



**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 nine trading participants providing online trading services.*

- There were a total of 52,750 online accounts in 2011, a remarkable 48.4% growth from the previous year’s total of 35,559 online accounts, and almost double 2009’s 28,261 online accounts. Online investors continue to be very active traders as the total number of active online accounts amounted to 51,358 accounts or 97.4% of the total online accounts. This is much higher than the ratio of active non-online accounts to total non-online accounts of just 23.5%. The figure represents total online accounts of nine online TPs, which submitted data in 2011.
- 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.

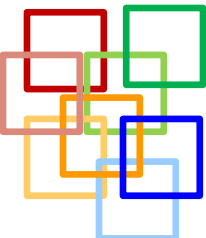
**C. Online Trades**

*Based on data gathered from nine trading participants offering online trading services.*

- Online trades represented 20.7% of total trades in 2011, a higher rate compared to the 16.3% share of online trades to total trades in 2010. Total number of online trades for 2011 surged by 96.7% to breach the one-million mark at 1.71 million trades from 2010’s 868,327 figure.
- In terms of value turnover, the share of online trading was only 6.9% of total value turnover in the stock market (less block sales). Total online transaction value in 2011 rose to P164.75 billion, up by 90.1% from P86.67 billion in 2010. The average trade value of investors using the online facility was P96,442.86.

**Table 1. Percentage of No. of Online Trades to Total Trades, 2010 and 2011**

	No. of Trades	% to Total	Value of Transactions (in P millions)	% to Total
<b>Online</b>	1,708,290	20.72	164,752	6.86
<b>Total Market (buy and sell), less block sales</b>	8,245,442	100.00	2,400,598	100.00



**D. Retail Online Profile**

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

- 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**

<b>Criteria</b>	<b>% to Online Retail Investors Surveyed</b>
<b>Gender</b>	
- Male	60.00
- Female	40.00
<b>Age Bracket</b>	
- 18 to 29	28.85
- 30 to 44	49.32
- 45 to 59	16.96
- 60 and Above	4.87
<b>Income</b>	
- Less than P500,000	59.51
- P500,000 to P1 million	23.26
- Above P1 million	17.23
<b>Location</b>	
- Metro Manila	65.89
- Luzon	11.31
- Visayas	6.07
- Mindanao	4.10
- Foreign	12.63

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