



# STOCK MARKET INVESTOR PROFILE 2020

Corporate Planning and Research Department  
May 2021

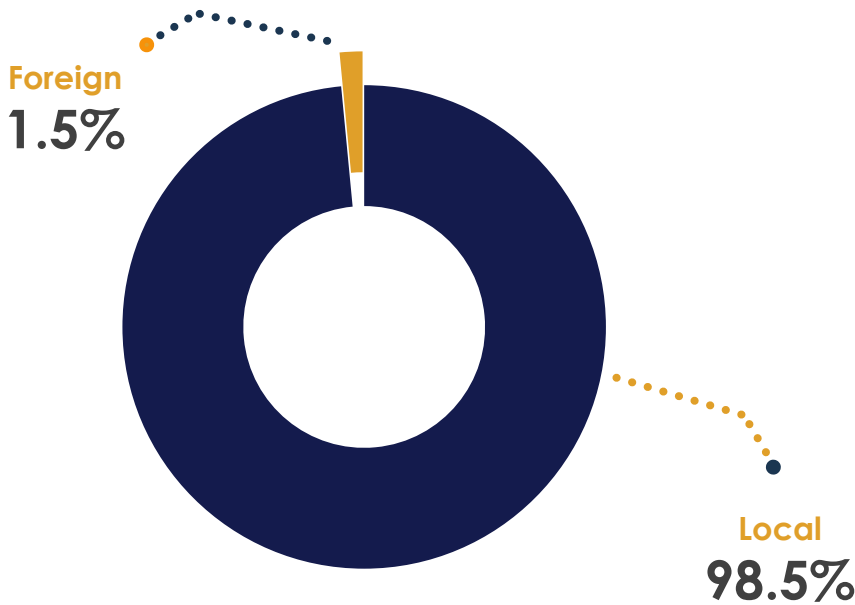


## TOTAL MARKET ACCOUNTS ▶

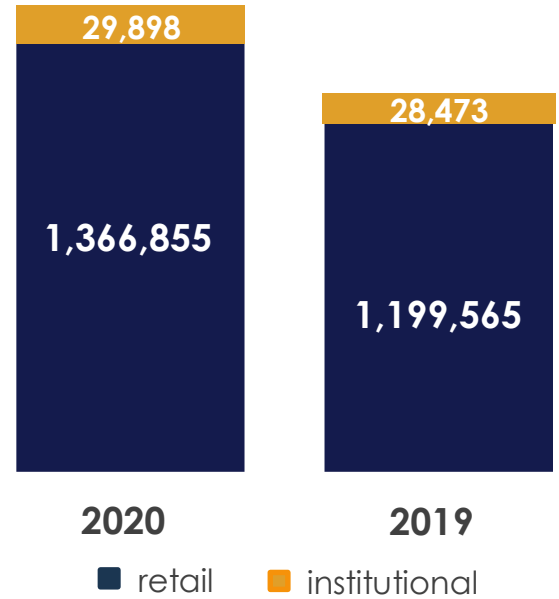
Data for this report was gathered from information provided by 130 active trading participants (TPs) in 2020.

# 1,396,753

total stock market accounts in 2020, a **13.7 percent increase** from 1,228,038 accounts in 2019.



Local accounts comprised **1,375,520** of total accounts at the Exchange while **21,233** were classified as foreign accounts.



In 2020, retail accounts cornered **97.9 percent** of total accounts for the year, while the remaining **2.1 percent** were classified as institutional accounts.

## ONLINE ACCOUNTS ▶

Thirty-two (32) TPs provided data on online accounts of investors in 2020.



# 936,200

total online accounts in 2020

up by  
**19.7%**

**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, **98.9 percent** were **local** while 1.1 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 116 TPs (1,165,321 accounts); on age group by 110 TPs (1,167,336 accounts); on income by 108 TPs (1,094,356 accounts); on employment status by 82 TPs (585,174 accounts); on sector by 95 TPs (535,239 accounts); on location by 96 TPs (608,569 accounts); and on nationality by 97 TPs (14,239 foreign accounts).

For online accounts, information on both gender and age group were gathered from 30 TPs. Twenty-seven (27) TPs provided data on annual income while information on location were collected from 26 TPs.

### TOTAL

### ONLINE

## GENDER

**Male** investors **slightly outnumbered** their **female** counterparts.

There were **more online accounts owned by women** than men.

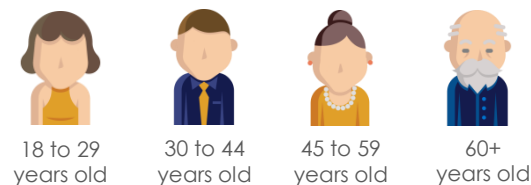


## AGE

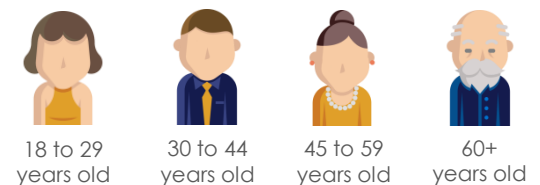
**Two thirds** of retail investors belonged to the **younger age groups**.

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

**22.5%** **45.6%** **19.8%** **12.1%**



**26.8%** **52.5%** **16.3%** **4.3%**



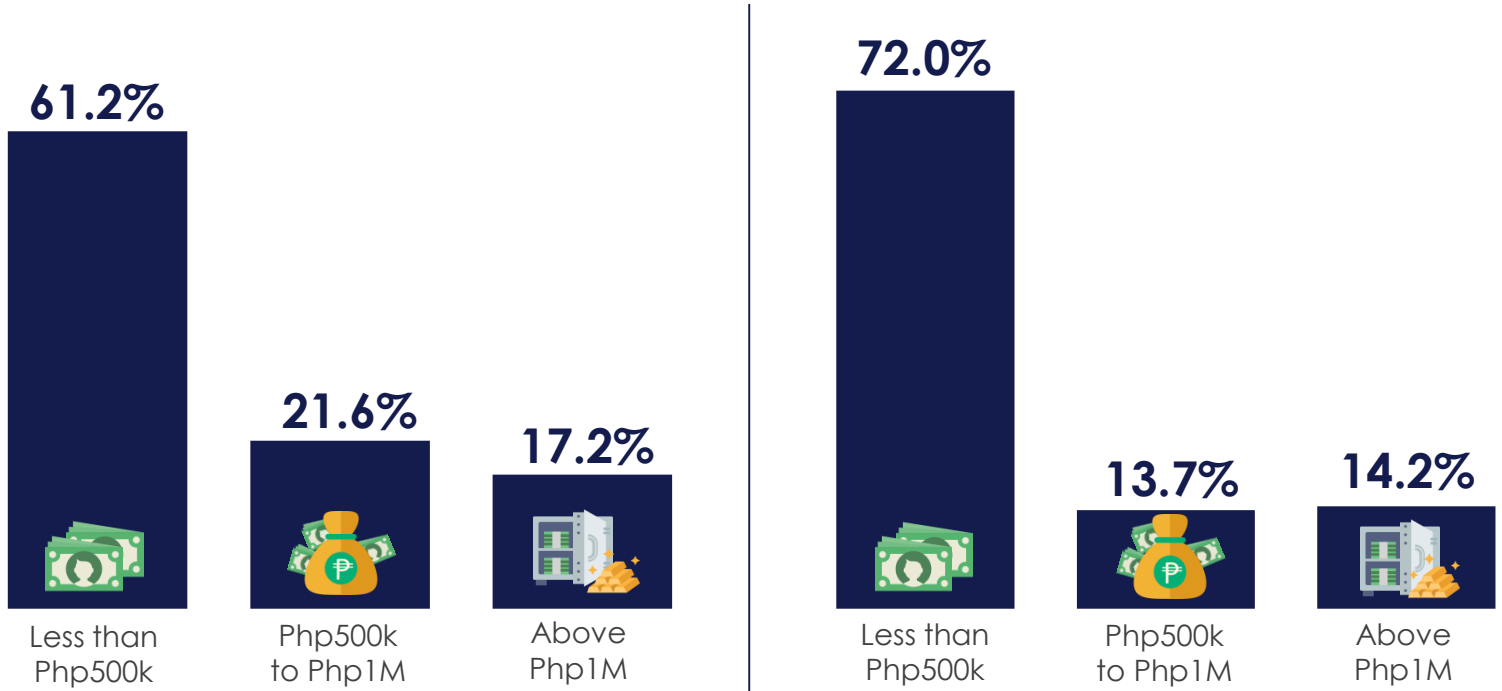
## RETAIL INVESTOR PROFILE ►

TOTAL

ONLINE

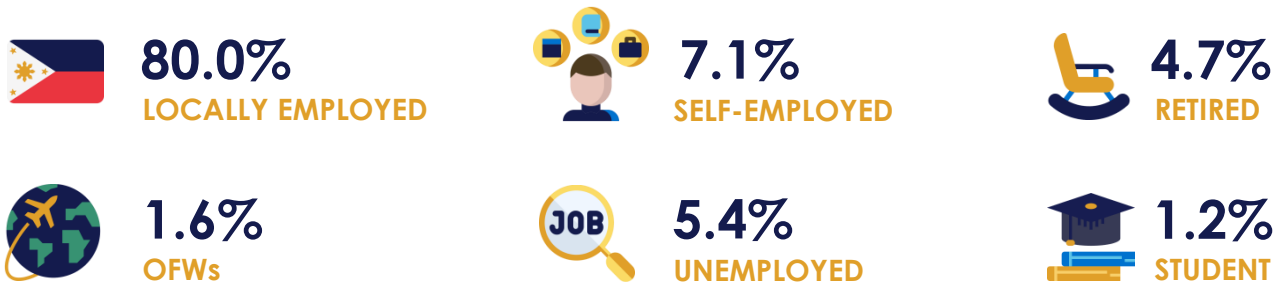
### INCOME

Majority of retail and online investors earned **less than Php500,000** per annum.



### EMPLOYMENT STATUS

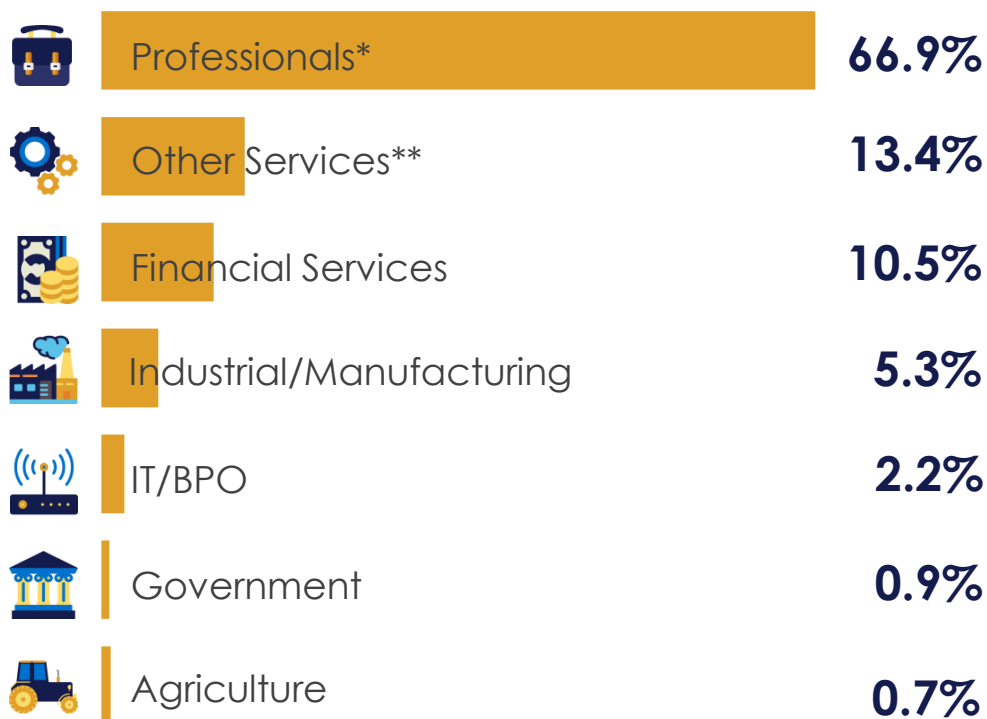
Our retail investor base remained to be **predominantly domestic employees**, followed by **self-employed** individuals.



## RETAIL INVESTOR PROFILE ►

### SECTOR

**Professionals** made up **two-thirds of retail accounts**. Individuals rendering **financial and other services** likewise comprised **about a quarter** of retail accounts.



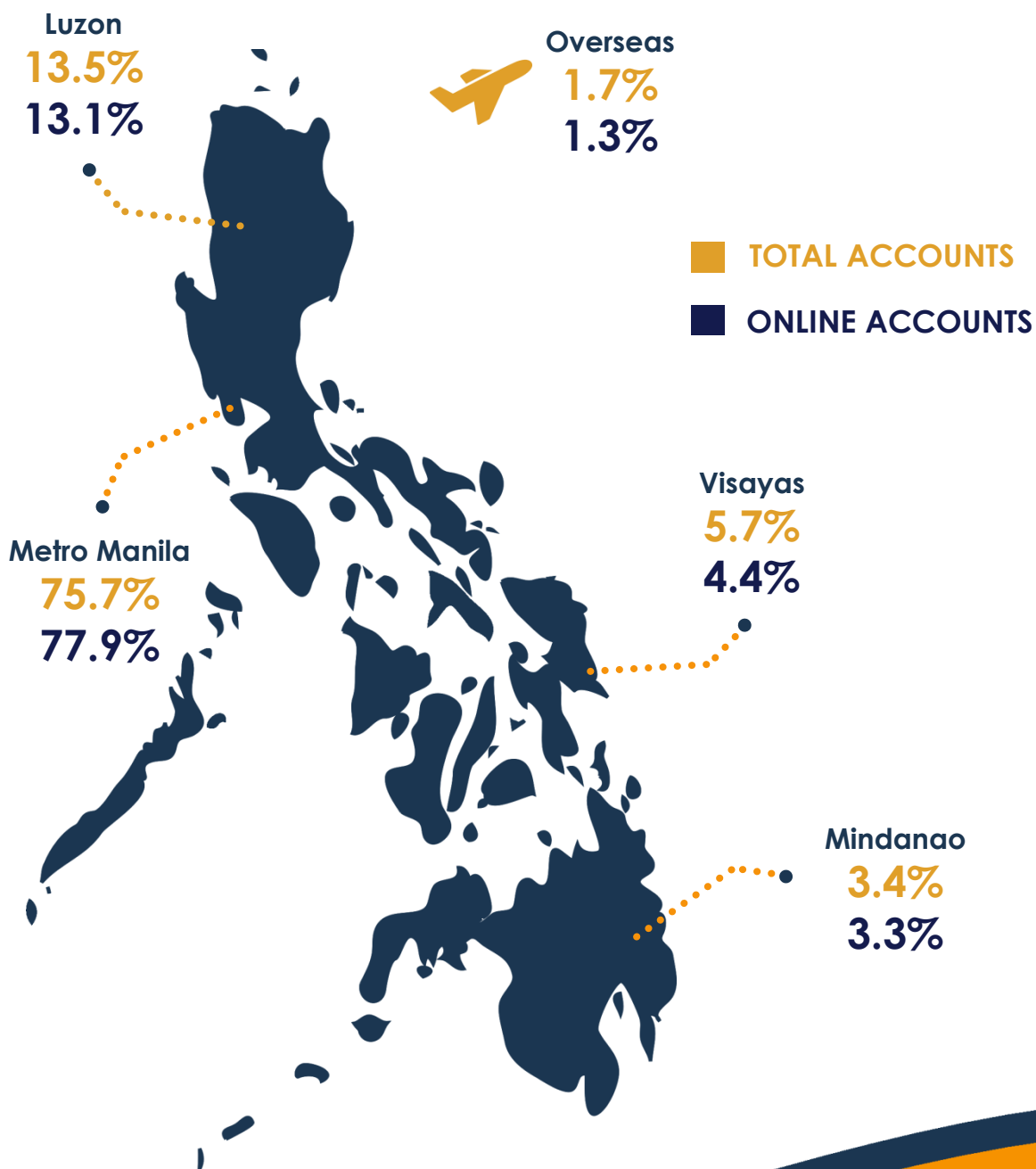
\* Refers to individuals who work in the fields of administrative services, advertising, architecture, consultancy, engineering, legal services, medical services, marketing, real estate and other corporate-related jobs

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

## RETAIL INVESTOR PROFILE ►

### LOCATION

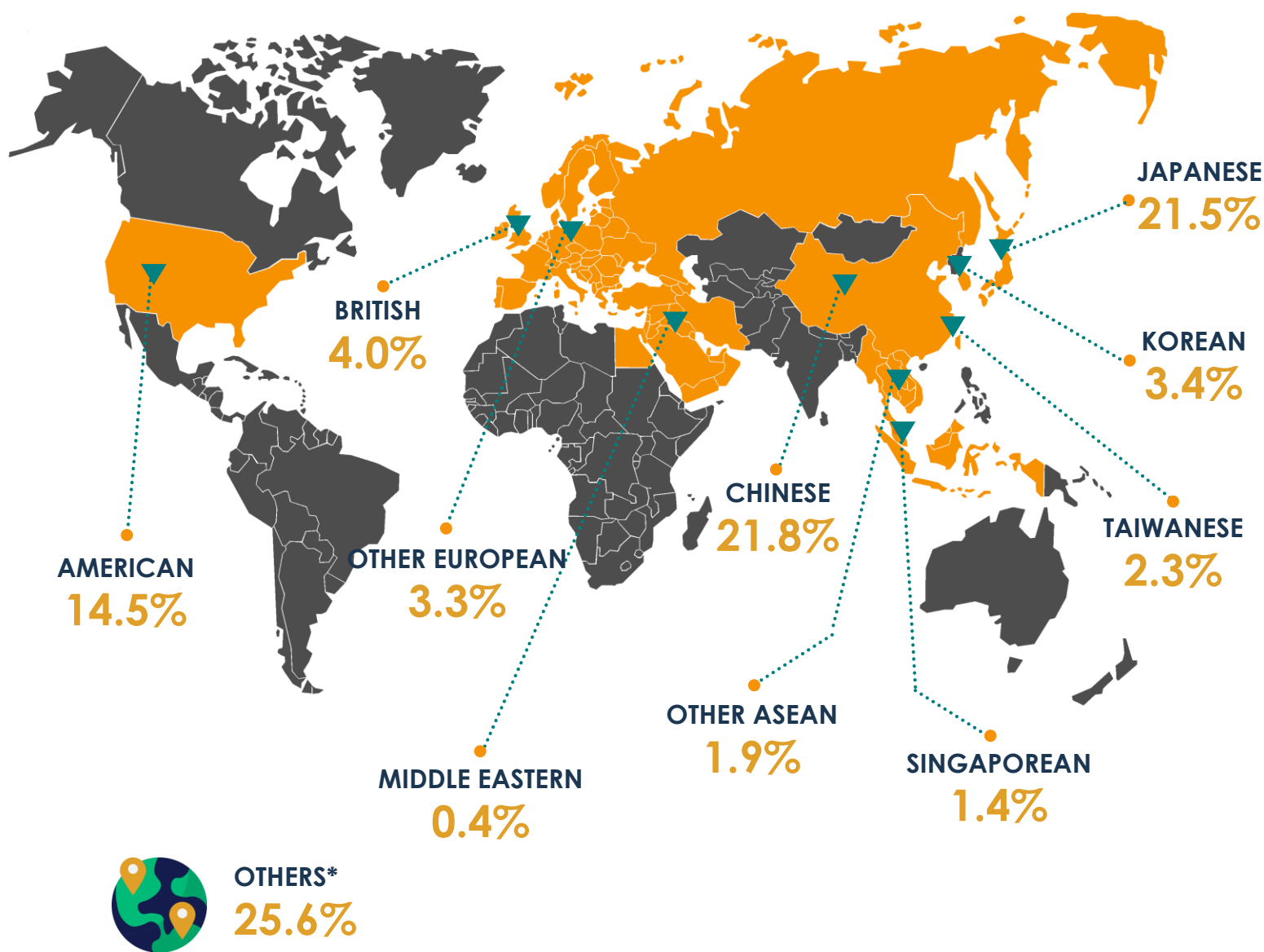
Total retail and online retail investors remained concentrated in Metro Manila.



## RETAIL INVESTOR PROFILE ►

### NATIONALITY

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



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

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