



STOCK MARKET INVESTOR PROFILE 2015

Corporate Planning and Research Department
August 2016

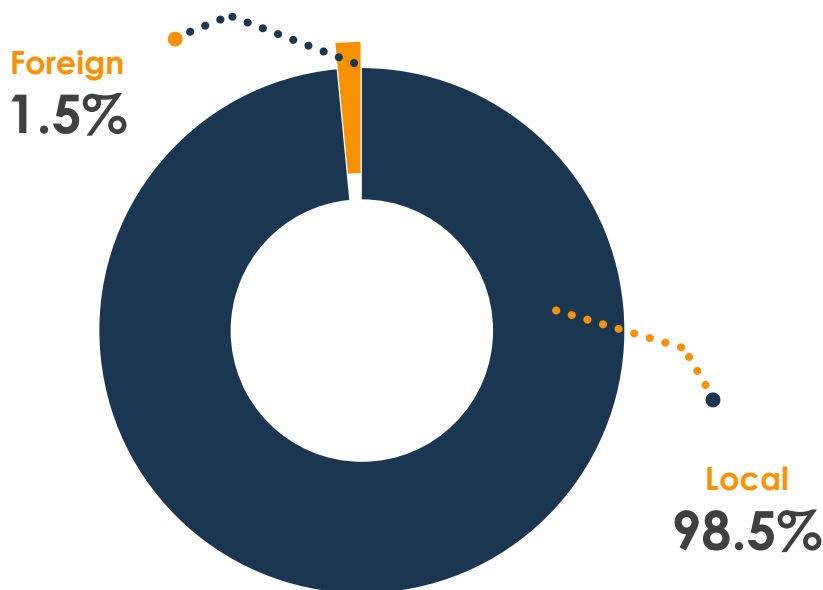


TOTAL MARKET ACCOUNTS ►

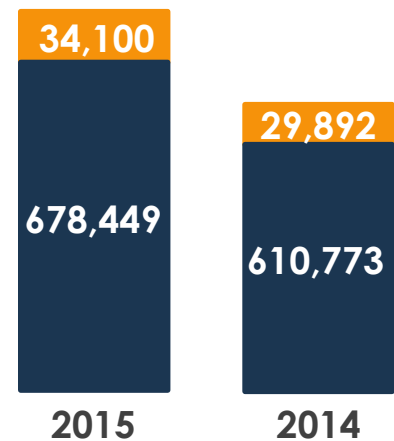
Data for this report was gathered from information provided by 132 trading participants (TPs/brokers) in 2015.

712,549

total stock market accounts in 2015, an **11.2 percent increase** from 640,665 in 2014



Local accounts comprised **701,643** of total accounts at the Exchange while **10,906** were classified as foreign accounts



■ retail ■ institutional
In 2015, retail accounts cornered **95.2 percent** of total accounts for the year, while the remaining **4.8 percent** were classified as institutional accounts

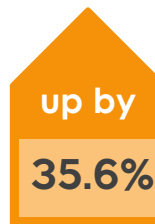
ONLINE ACCOUNTS ►

Twenty-two (22) TPs provided data on online accounts of investors in 2015



236,669

total online accounts in 2015



Retail investors remained the key market for online accounts as they accounted for **99.7 percent** of total online accounts

Of the total online accounts, **98.6 percent** were **local** while 1.4 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 123 TPs (478,771 accounts); on age group by 118 TPs (469,601 accounts); on income by 120 TPs (495,265 accounts); employment status by 98 TPs (170,867 accounts); on sector by 100 TPs (163,645 accounts); on location by 108 TPs (279,876 accounts); and on nationality by 107 TPs (8,789 foreign accounts)

Data on the profile of retail online investors in terms of gender and age group were gathered from 20 online TPs. Nineteen (19) online brokers provided data on annual income while 18 provided data on location

TOTAL

ONLINE

GENDER

Almost **6 out of 10** or 54.8 percent total retail investors were **MALE**



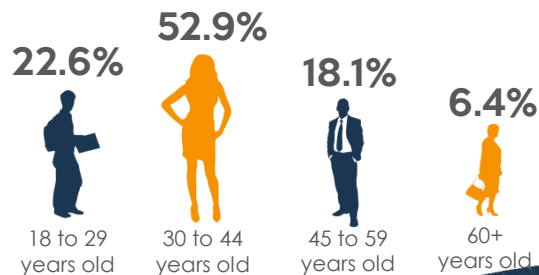
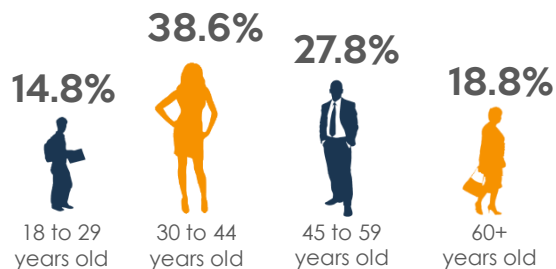
Retail online investors were also mostly **MEN** at **53.2 percent**



AGE

53.4 percent of investors were aged between **18 to 44 years old**

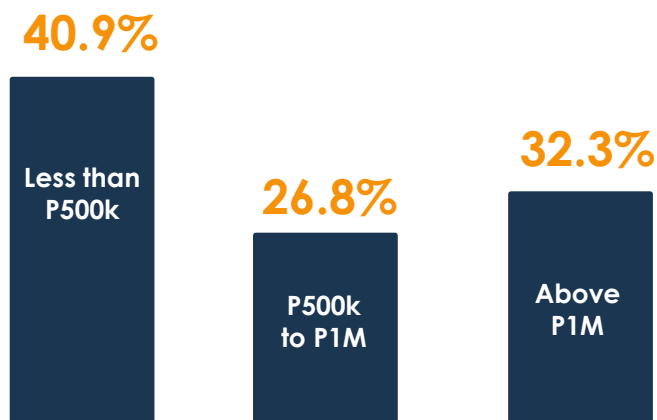
Over three-fourths of online investors were aged between **18 to 44 years old**



RETAIL INVESTOR PROFILE ►

TOTAL

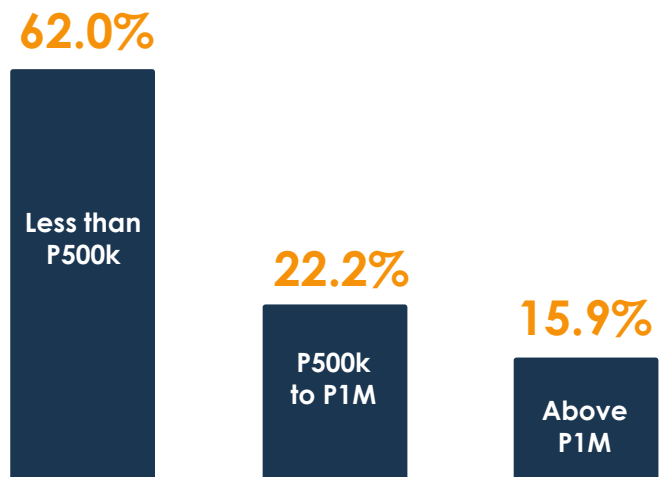
Those who were earning **less than Php500,000** per annum accounted for **two-fifths** of total retail accounts



INCOME

ONLINE

Those who were earning **less than Php500,000** per year cornered **62.0 percent** of online retail accounts



EMPLOYMENT STATUS

Most retail investors were **employed domestically** at 51.0 percent, while 2.6 percent of investors were classified as overseas Filipino workers (OFWs). **Self-employed** individuals represented **29.0 percent** of stock market accounts.



51.0%

LOCALLY EMPLOYED



29.0%

SELF-EMPLOYED



13.3%

RETIRED



2.6%

OFWs



1.7%

UNEMPLOYED



2.4%

STUDENT

RETAIL INVESTOR PROFILE ►

SECTOR

Professionals from the **other services, financial services, and industrial** sectors as well as **other professionals** accounted for the biggest share of retail accounts



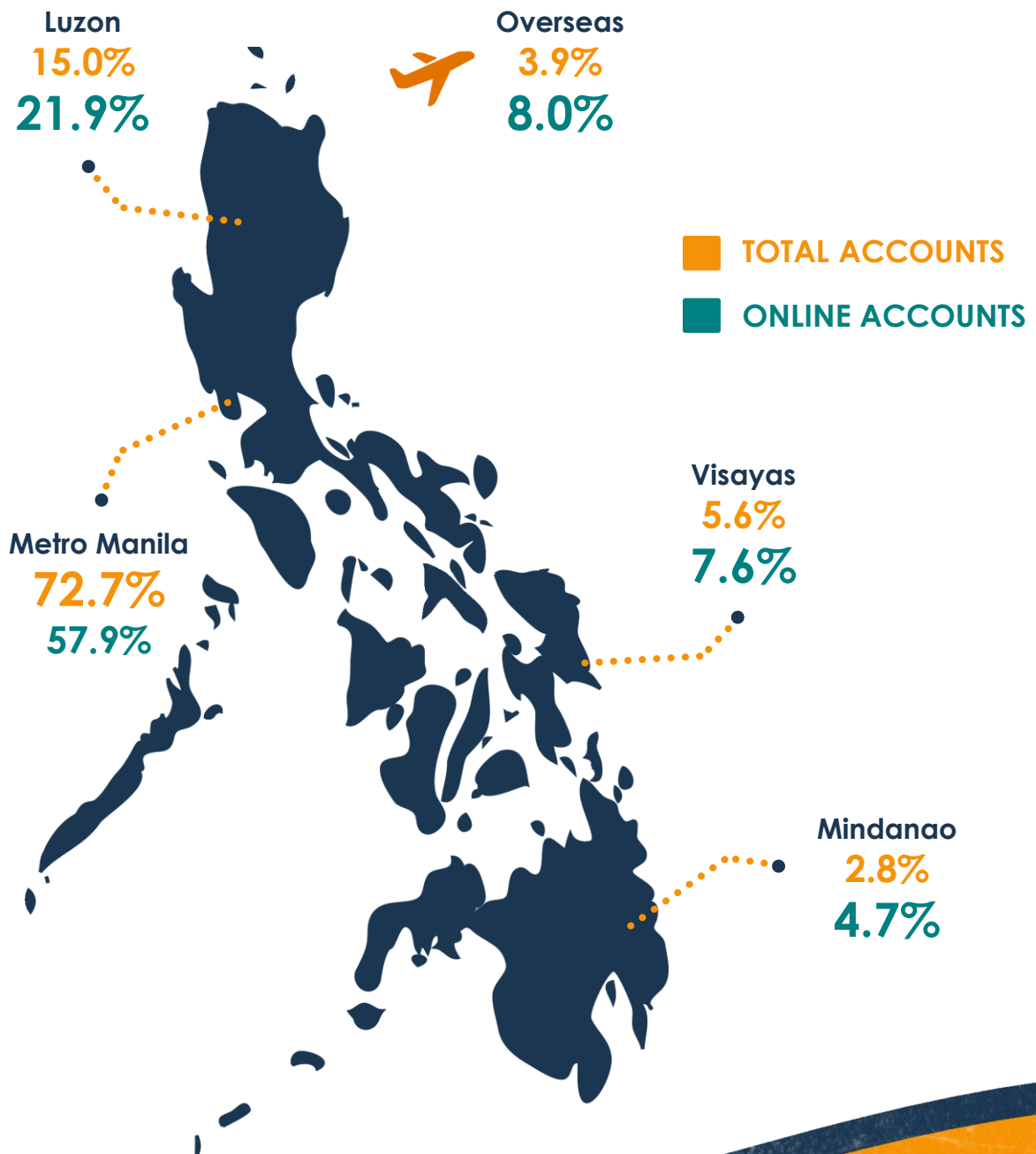
*Refers to individuals who work as crews, cooks, OFWs, messengers, sales people, cashiers, drivers, domestic helpers, and other labor-intensive jobs

**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

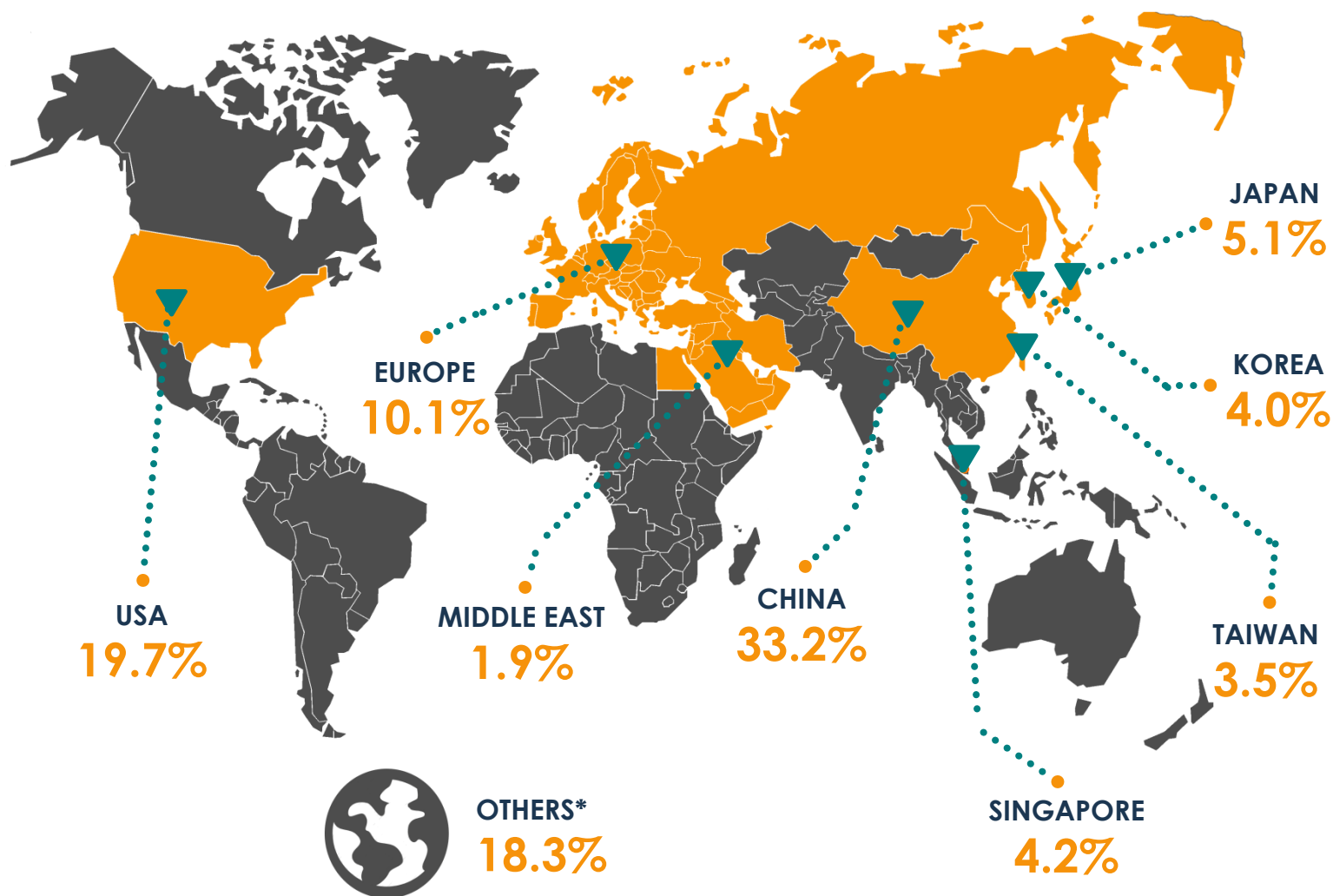
Overall, **most investors** are **present in Metro Manila**. This **concentration is lower**, however, **for online accounts** as they registered a higher distribution in Luzon, Visayas, and Mindanao compared to the market.



RETAIL INVESTOR PROFILE ►

NATIONALITY

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



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

Disclaimer:

The data contained in this file is collated by the Corporate Planning & Research Department of the Philippine Stock Exchange. No part of this report may be reproduced in any form by any means without the consent of the Exchange. The PSE does not make any representations or warranties on matters as such as, but not limited to, the accuracy, timeliness, completeness, correctness, non-infringement, merchantability or fitness for any particular purpose of the information and data herein contained. The PSE assumes no liability and responsibility for any loss or damage suffered as a consequence of any errors or omissions in this file, or any decision made or action taken in reliance upon information contained herein. The information contained herein is for information purposes only, does not constitute investment advice, and is not intended to influence investment decisions. Advice from a securities professional is strongly recommended.