



STOCK MARKET INVESTOR PROFILE 2016

Corporate Planning and Research Department
May 2017

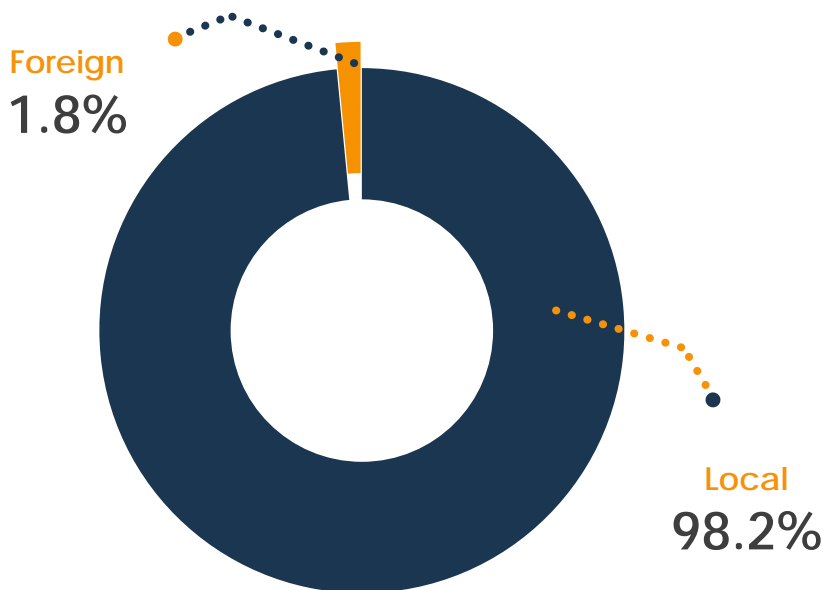


TOTAL MARKET ACCOUNTS ▶

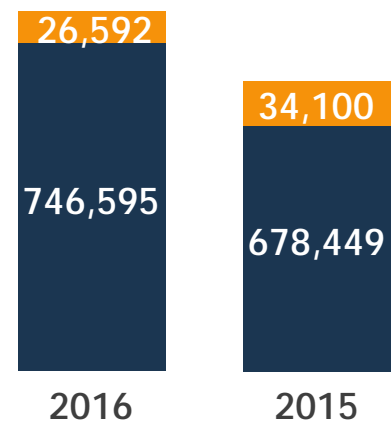
Data for this report was gathered from information provided by 133 trading participants (TPs/brokers) in 2016

773,187

total stock market accounts in 2016, an **8.5 percent increase** from 712,549 accounts in 2015



Local accounts comprised **759,592** of total accounts at the Exchange while **13,595** were classified as foreign accounts



■ retail ■ institutional

In 2016, retail accounts cornered **96.6 percent** of total accounts for the year, while the remaining **3.4 percent** were classified as institutional accounts

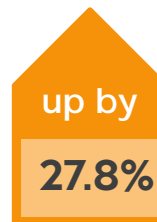
ONLINE ACCOUNTS ▶

Twenty-six (26) TPs provided data on online accounts of investors in 2016



302,516

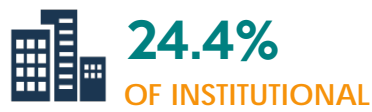
total online accounts in 2016



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, **98.7 percent** were **local** while 1.3 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 125 TPs (559,707 accounts); on age group by 122 TPs (552,990 accounts); on income by 122 TPs (583,189 accounts); on employment status by 116 TPs (278,120 accounts); on industry sector by 113 TPs (249,106 accounts); on location by 105 TPs (293,248 accounts); and on nationality by 118 TPs (13,044 foreign accounts)

Data on the profile of retail online investors in terms of gender, age group, and annual income were gathered from 24 online TPs. Twenty one (21) online brokers provided data on location

TOTAL

ONLINE

GENDER

Almost **6 out of 10** or 55.1 percent of retail accounts were held by **MALES**

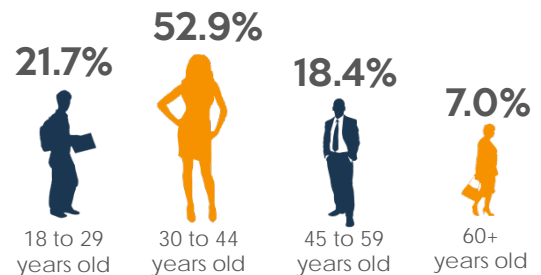
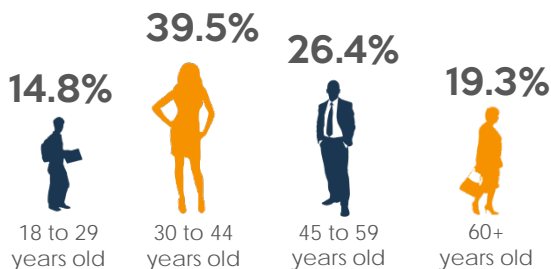
Retail online investors were also mostly **MEN** at **53.2 percent**



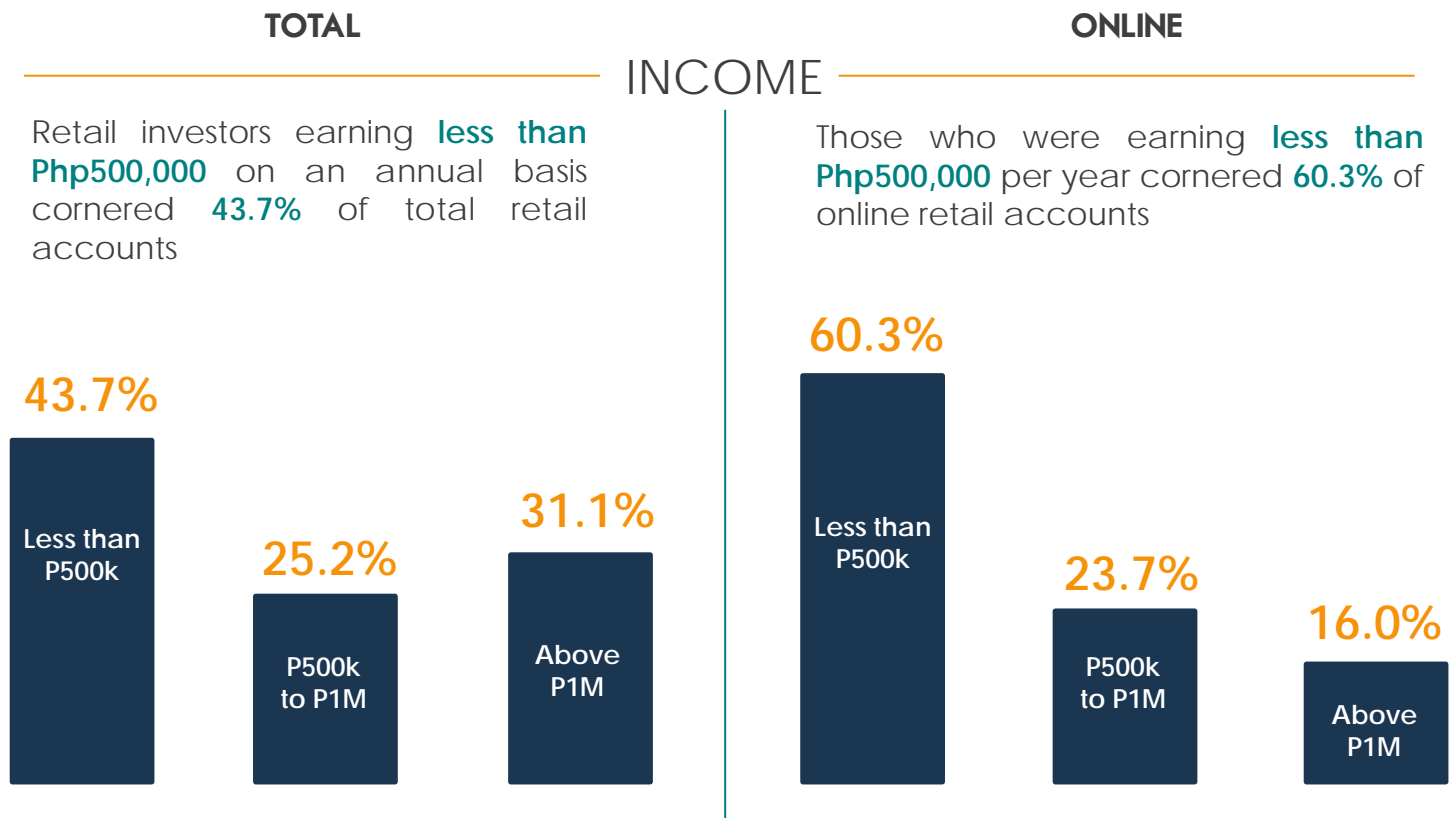
AGE

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

Almost three quarters of online investors were aged between **18 to 44 years old**



RETAIL INVESTOR PROFILE ►



EMPLOYMENT STATUS

Majority of individuals were **employed domestically** at 60.1 percent, while **self-employed** individuals represented **19.8 percent** of stock market accounts.



RETAIL INVESTOR PROFILE ►

SECTOR

Other professionals as well as individuals working in the **other services** and **financial services** sectors accounted for the biggest share of retail accounts



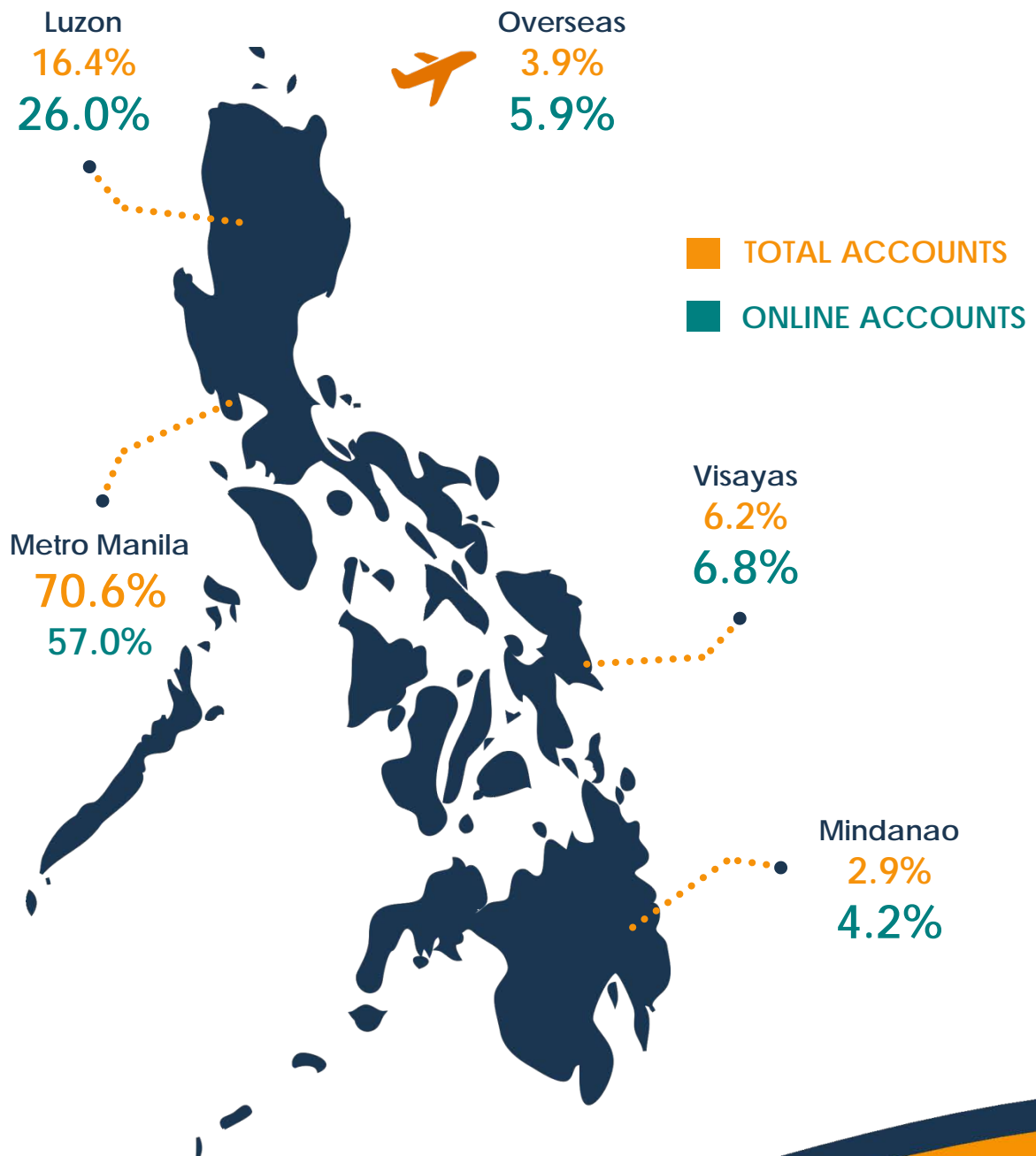
*Refers to individuals who work in the fields of administrative services, advertising, architecture, consultancy, engineering, legal services, medical services, marketing, real estate and other corporate-related jobs

**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

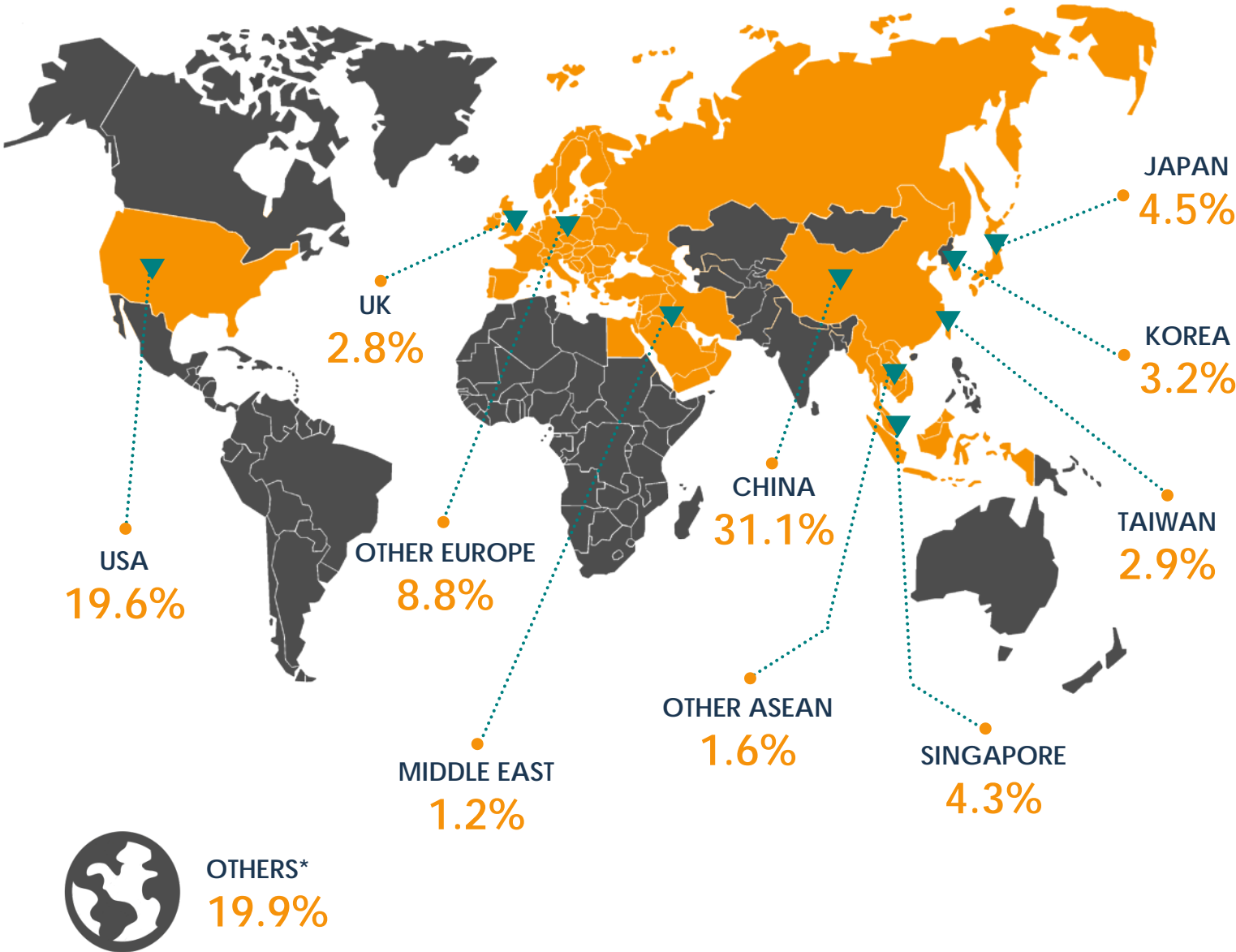
A bulk of retail investors in the overall market remain situated in the country's capital. However, online retail traders appear to be less concentrated in Metro Manila and more dispersed in Luzon, Visayas, and Mindanao.



RETAIL INVESTOR PROFILE ►

NATIONALITY

Investors of **Chinese** and **American** descent remained the largest foreign investor base



OTHERS*
19.9%

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

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