



STOCK MARKET INVESTOR PROFILE 2017

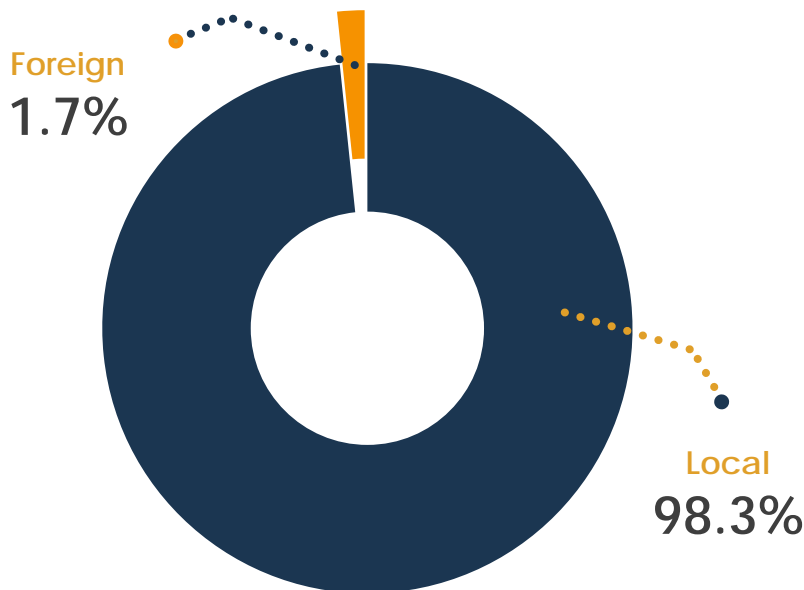
Corporate Planning and Research Department
May 2018

TOTAL MARKET ACCOUNTS ▶

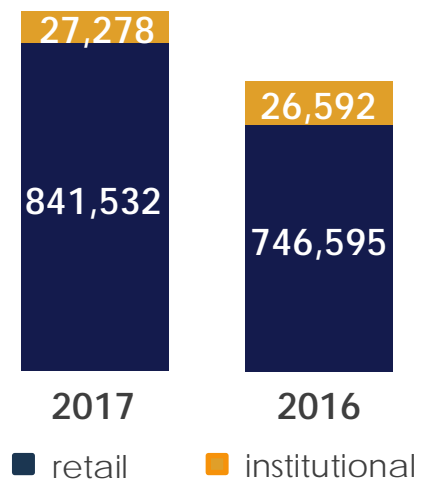
Data for this report was gathered from information provided by 132 active trading participants (TPs) in 2017

868,810

total stock market accounts in 2017, an **12.4 percent increase** from 773,187 accounts in 2016



Local accounts comprised **854,369** of total accounts at the Exchange while **14,441** were classified as foreign accounts



In 2017, retail accounts cornered **96.9 percent** of total accounts for the year, while the remaining **3.1 percent** were classified as institutional accounts

ONLINE ACCOUNTS ▶

Twenty-six (26) TPs provided data on online accounts of investors in 2017



388,864

total online accounts in 2017

up by

28.5%

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. Information on gender was provided by 125 TPs (618,453 accounts); on age group by 121 TPs (641,738 accounts); on income by 121 TPs (649,622 accounts); on employment status by 112 TPs (305,197 accounts); on sector by 115 TPs (245,843 accounts); on location by 108 TPs (276,157 accounts); and on nationality by 117 TPs (13,435 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 two (22) online brokers provided data on location

TOTAL

ONLINE

GENDER

Retail accounts were **mostly owned by men at 54.6 percent**

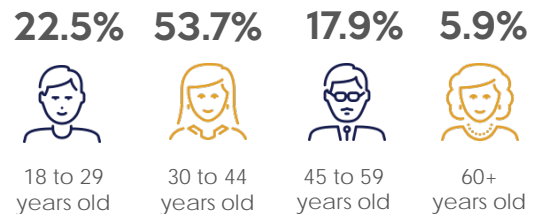
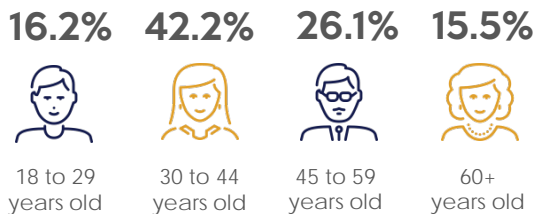
Online **male investors** outnumbered women at **53.3 percent**



AGE

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

More than 3/4 of online investors also belonged to the **younger age groups**



RETAIL INVESTOR PROFILE ►

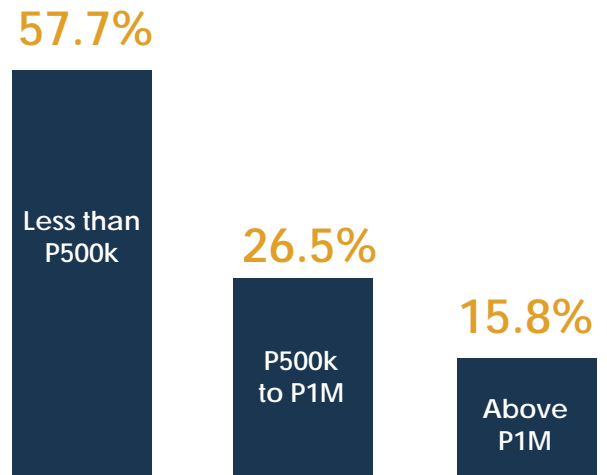
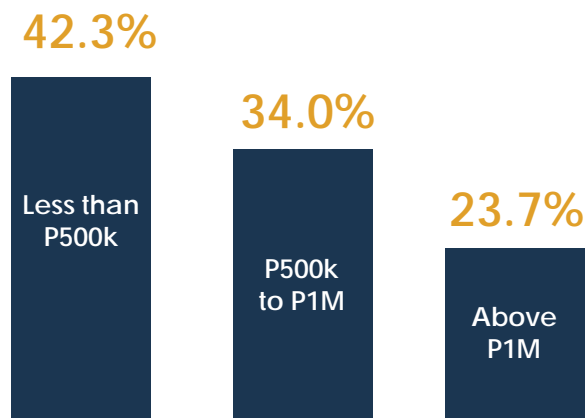
TOTAL

ONLINE

INCOME

Individuals with an annual income of **less than Php500,000** represented **42.3 percent** of retail accounts

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



EMPLOYMENT STATUS

Retail investors **working domestically** cornered **67.4 percent** of retail accounts, while those **operating their own businesses** had a **16.6 percent** share



67.4%
LOCALLY EMPLOYED



16.6%
SELF-EMPLOYED



8.0%
RETIRED



3.0%
OFWs



2.3%
UNEMPLOYED



2.7%
STUDENT

RETAIL INVESTOR PROFILE ►

SECTOR

Individuals engaged in the **financial services** sector accounted for **a quarter** of retail accounts, while investors classified as **other professionals** comprised **22.4 percent**



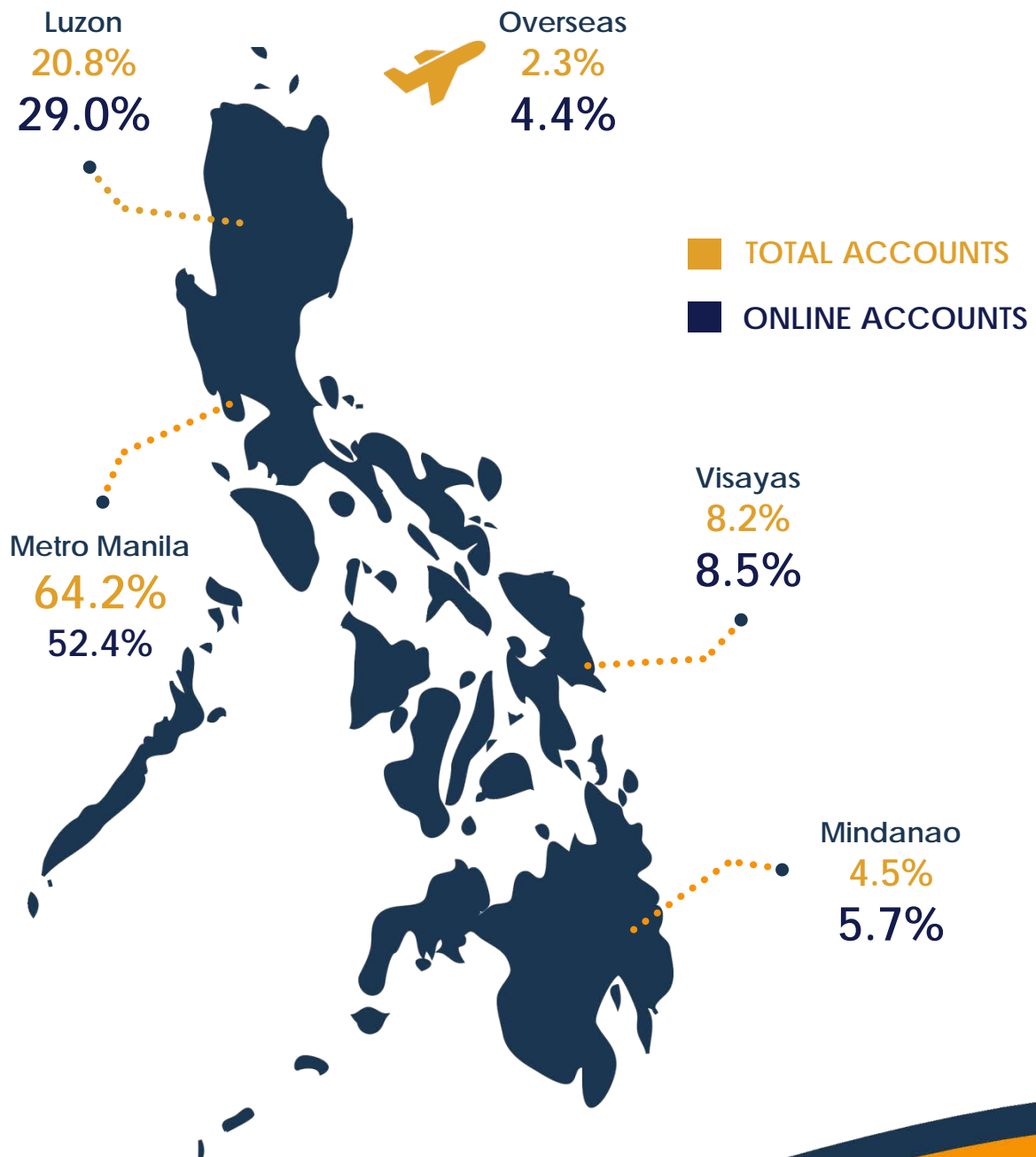
*Refers to individuals who work in the fields of administrative services, advertising, architecture, consultancy, engineering, legal services, medical services, marketing, real estate and other corporate-related jobs

**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

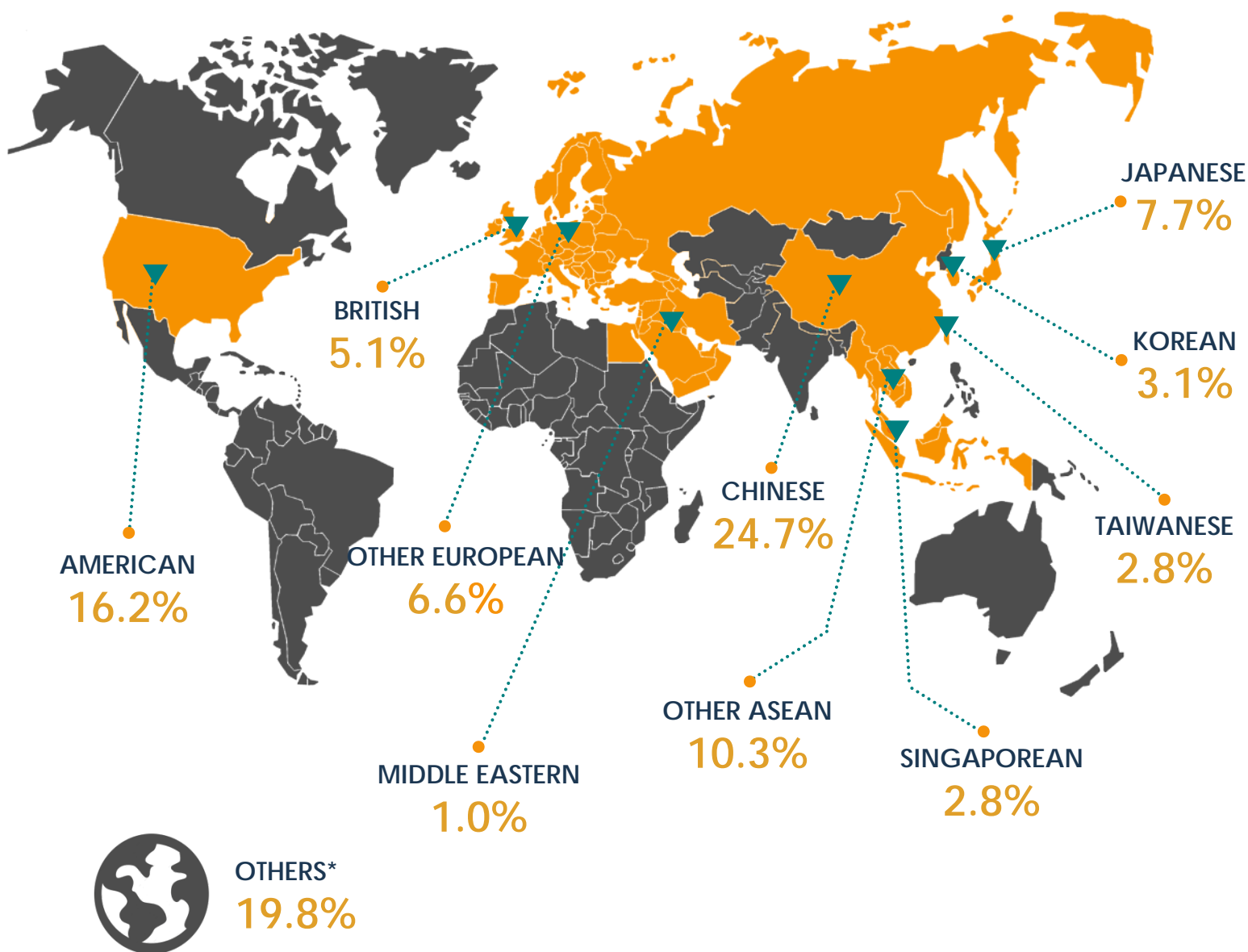
Almost 2/3 of retail investors in the overall market remain situated in the country's capital. However, **online retail traders** appear to be less concentrated in Metro Manila and more dispersed in Luzon, Visayas, and Mindanao.



RETAIL INVESTOR PROFILE ►

NATIONALITY

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



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

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