



STOCK MARKET INVESTOR PROFILE 2019

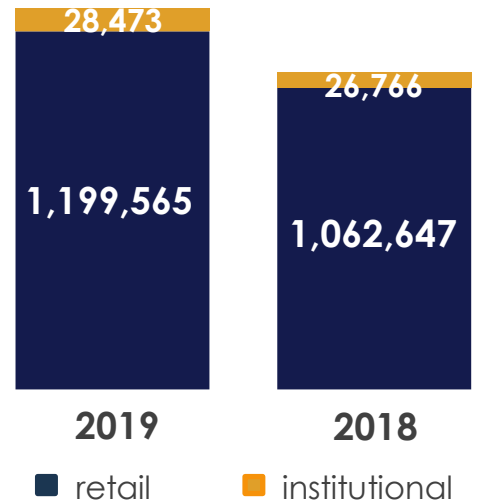
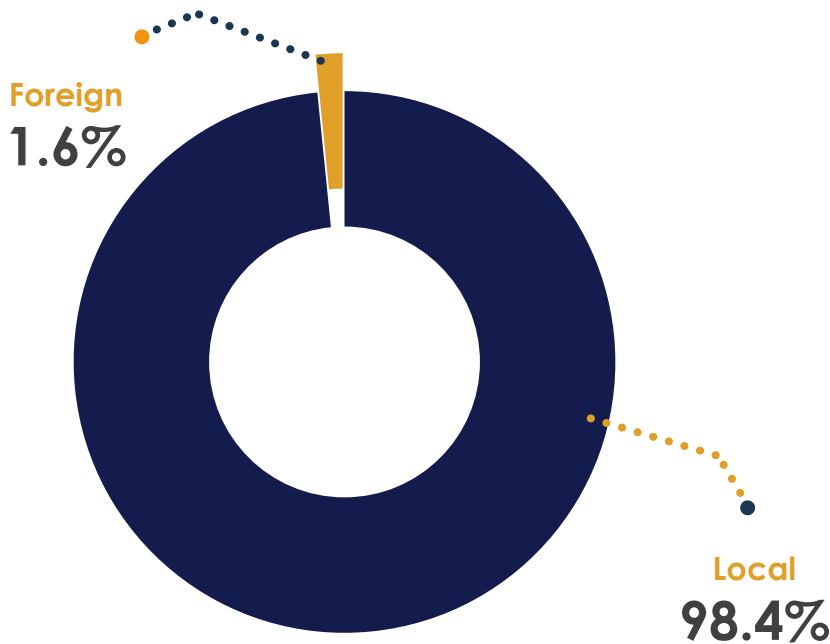
Corporate Planning and Research Department
July 2020



TOTAL MARKET ACCOUNTS ▶

Data for this report was gathered from information provided by 130 active trading participants (TPs) in 2019.

1,228,038 total stock market accounts in 2019, a **12.7 percent increase** from 1,089,413 accounts in 2018.



Local accounts comprised **1,208,480** of total accounts at the Exchange while **19,558** were classified as foreign accounts.

In 2019, retail accounts cornered **97.7 percent** of total accounts for the year, while the remaining **2.3 percent** were classified as institutional accounts.

ONLINE ACCOUNTS ▶

Thirty-two (32) TPs provided data on online accounts of investors in 2019.



782,118
total online accounts in 2019

up by
25.0%

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, **98.8 percent** were **local** while 1.2 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 121 TPs (1,011,605 accounts); on age group by 119 TPs (1,010,027 accounts); on income by 120 TPs (1,023,729 accounts); on employment status by 112 TPs (595,509 accounts); on sector by 114 TPs (283,839 accounts); on location by 107 TPs (623,572 accounts); and on nationality by 117 TPs (19,609 foreign accounts).

For online accounts, information on gender were gathered from 30 TPs, while information on age group were collected from 28 TPs. Twenty-nine (29) TPs provided data on age group, while 26 TPs submitted data on location.

TOTAL

ONLINE

GENDER

Male investors slightly outnumbered their female counterparts.



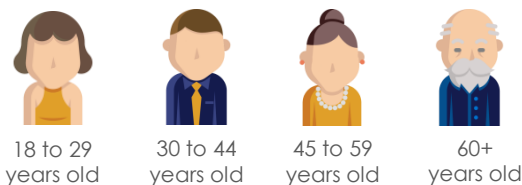
There were more online accounts owned by women than men.



AGE

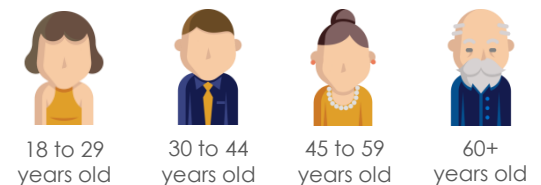
Two thirds of retail investors belonged to the younger age groups.

21.7% **45.5%** **20.3%** **12.5%**



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

26.2% **53.1%** **16.2%** **4.5%**



RETAIL INVESTOR PROFILE ►

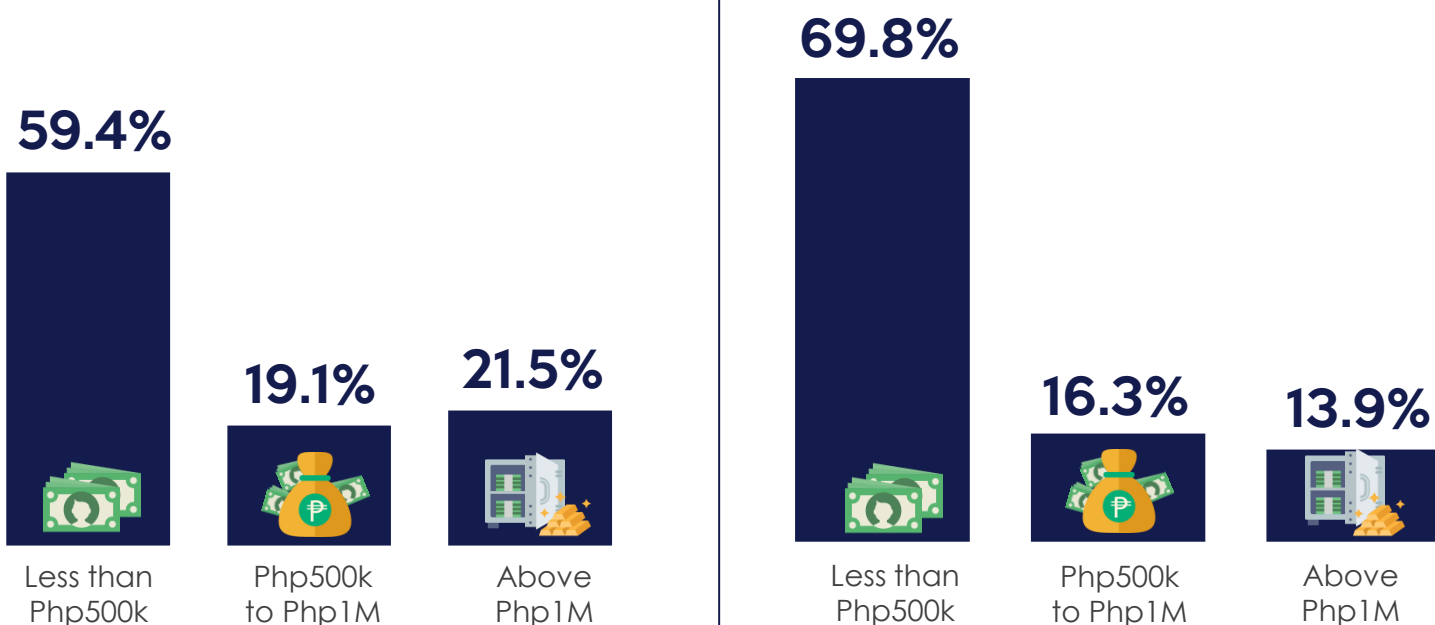
TOTAL

ONLINE

INCOME

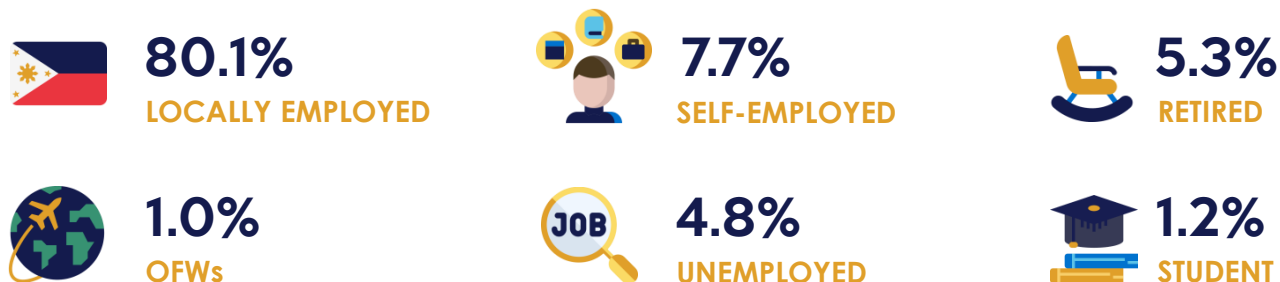
A **sizeable segment** of retail accounts were held by investors with an annual income of **less than Php500,000**.

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



EMPLOYMENT STATUS

Our retail investor base remained to be **predominantly domestic employees**, with those **self-employed** comprising the **second largest employment category**.



RETAIL INVESTOR PROFILE ►

SECTOR

Nearly 40 percent of retail accounts belonged to investors engaged in **other professions**. Individuals rendering **other services** and provide **financial services** likewise made up a **substantial portion of retail accounts**.



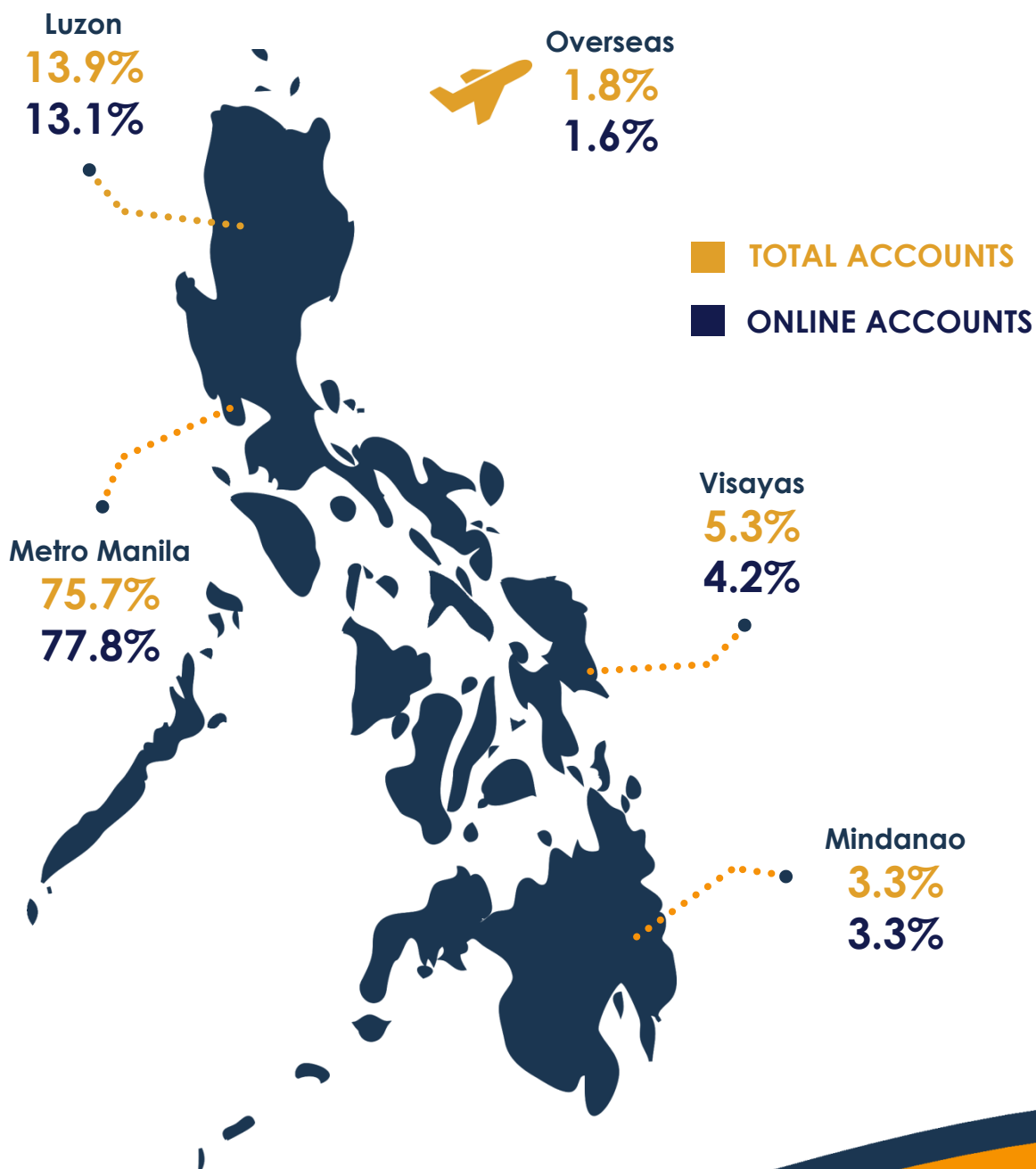
* Refers to individuals who work in the fields of administrative services, advertising, architecture, consultancy, engineering, legal services, medical services, marketing, real estate and other corporate-related jobs

**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

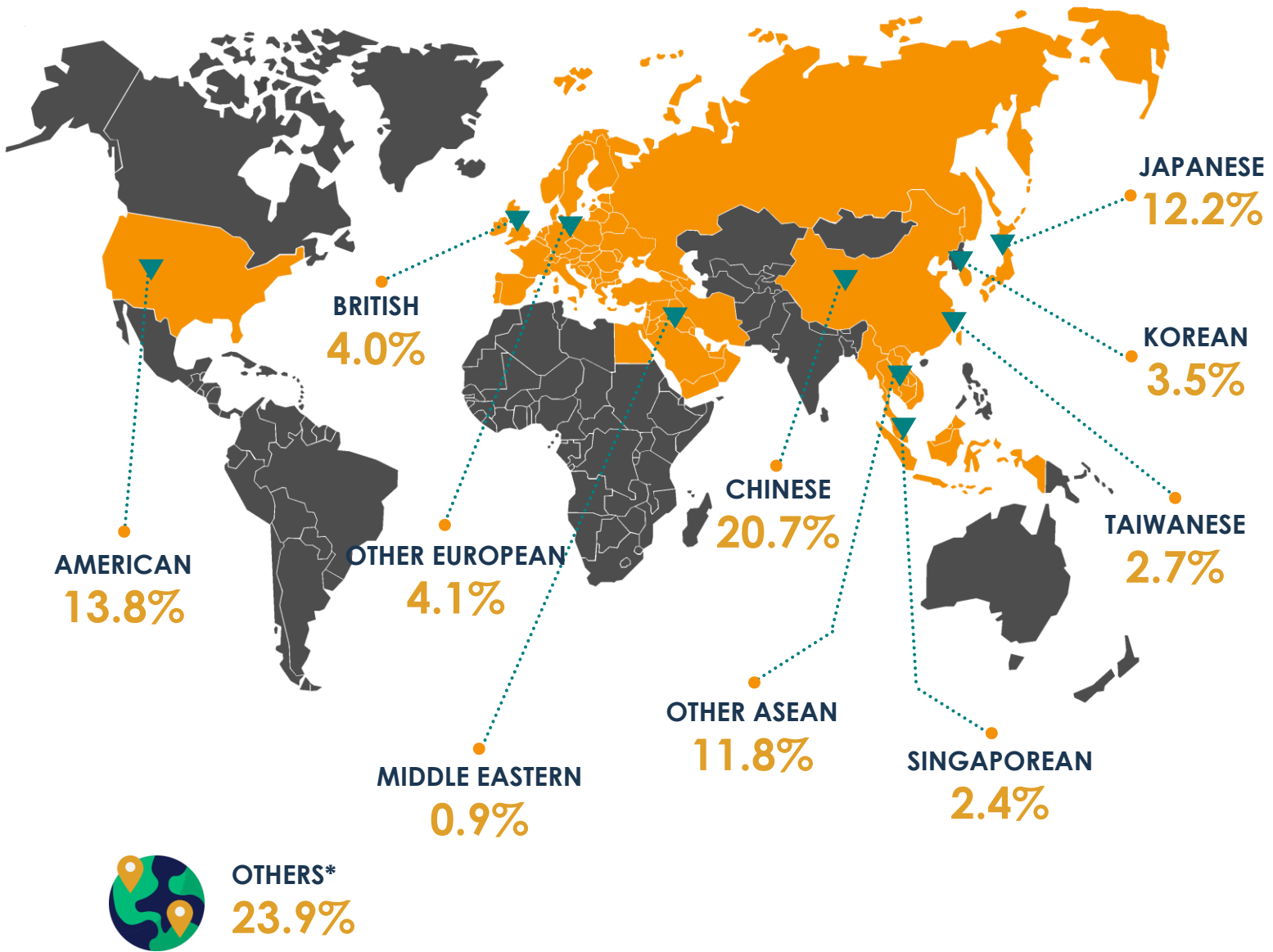
Metro Manila had the largest concentration of retail investors, resulting in lower representation from retail investors in Luzon, Visayas, and Mindanao.



RETAIL INVESTOR PROFILE ►

NATIONALITY

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



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

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