



# STOCK MARKET INVESTOR PROFILE 2023

**CORPORATE PLANNING AND  
RESEARCH DEPARTMENT**

**May 2024**

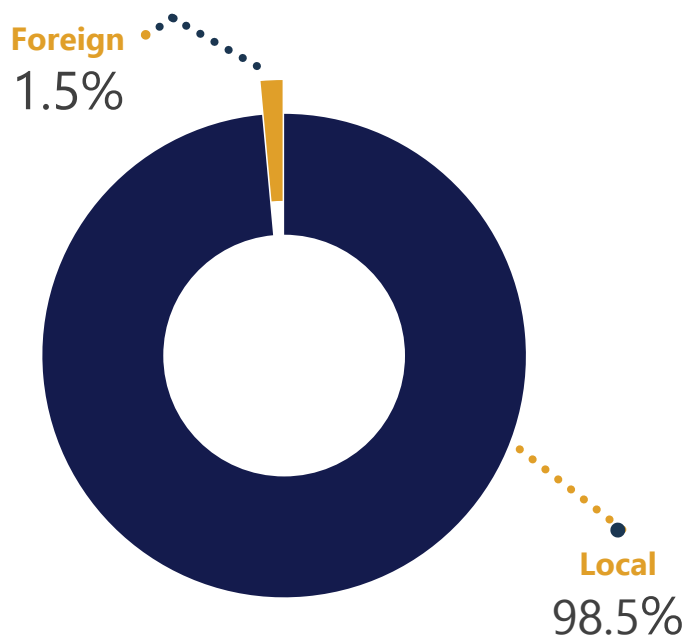


## TOTAL MARKET ACCOUNTS

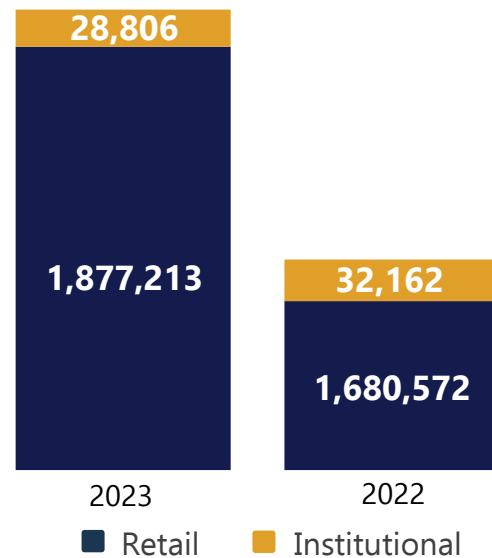
Data for this report was gathered from information provided by 123 trading participants (TPs) in 2023.

# 1,906,019

total stock market accounts in 2023, an **11.3 percent increase** from 1,712,734 accounts in 2022.



Local accounts comprised **1,878,304** of total accounts while **27,715** were classified as foreign accounts.



In 2023, retail accounts cornered **98.5 percent** of total accounts for the year, while the remaining **1.5 percent** were classified as institutional accounts.

## ONLINE ACCOUNTS

Thirty-eight (38) TPs provided data on online accounts of investors in 2023.

# 1,525,768

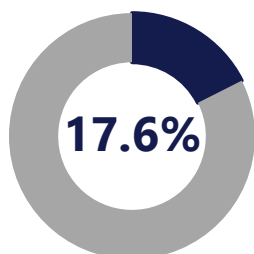
↑ up by 21.2%

total online accounts in 2023, **80.0 percent** of total stock market accounts

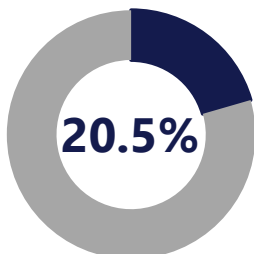
**Retail investors** remained as the key market for online accounts as they accounted for **99.9 percent** of total online accounts.

Of the total online accounts, **98.8 percent** were **local** while 1.2 percent were foreign.

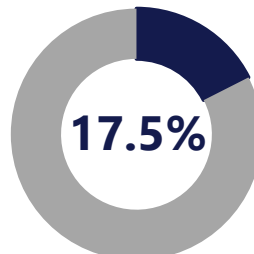
## PERCENTAGE OF ACTIVE ACCOUNTS



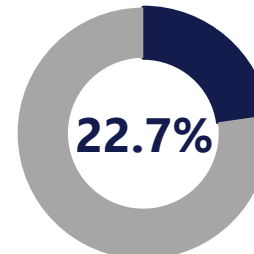
OF RETAIL



OF INSTITUTIONAL



OF LOCAL



OF FOREIGN

17.6%

OF TOTAL ACCOUNTS

19.3%

OF ONLINE ACCOUNTS

## RETAIL INVESTOR PROFILE

The results in this section were derived from more detailed surveys conducted by the Exchange. Information on gender was provided by 106 TPs; on age group by 101 TPs; on income by 101 TPs; on employment status by 81 TPs; on nature of business/employment by 85 TPs; on location by 86 TPs; and on nationality by 103 TPs.

For online accounts, information on gender and annual income were provided by 34 TPs, on age group by 35 TPs, and on location by 26 TPs.

### TOTAL

### ONLINE

### GENDER

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

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

50.6%



49.4%



49.0%



51.0%



### AGE

Majority of retail investors were **44 years old and below**

19.5% 45.6% 20.2% 14.8%



18 to 29 years old



30 to 44 years old



45 to 59 years old



60+ years old

21.5% 49.0% 18.6% 10.9%



18 to 29 years old



30 to 44 years old



45 to 59 years old



60+ years old

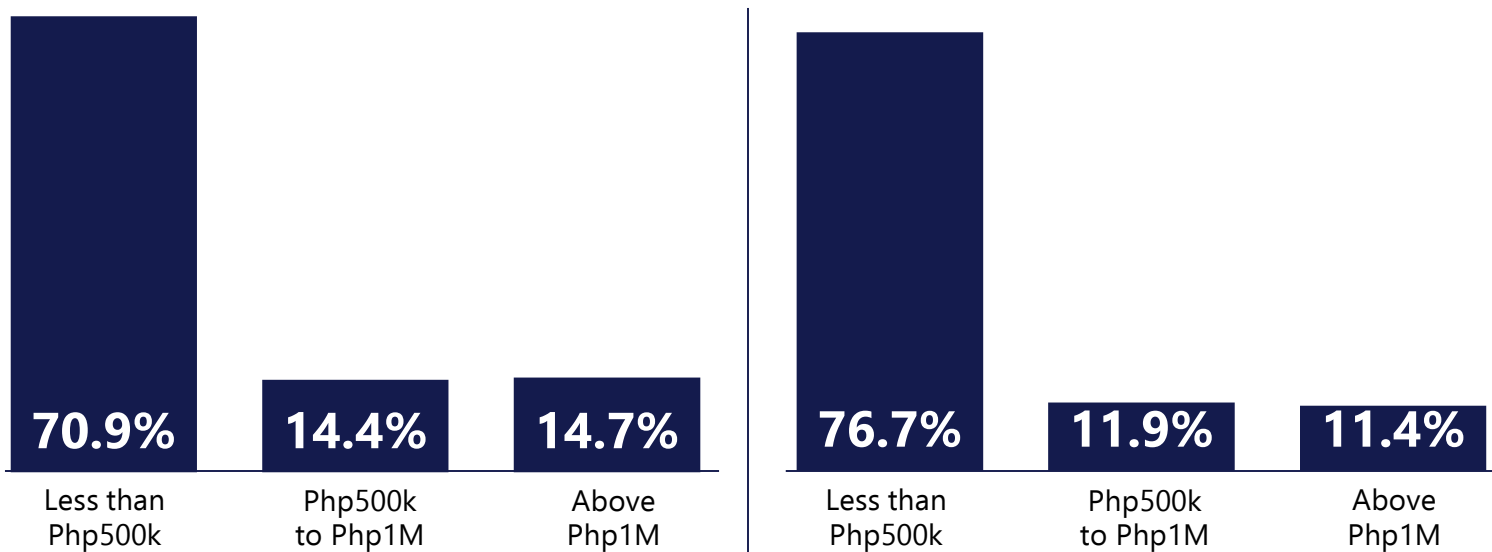
# RETAIL INVESTOR PROFILE

TOTAL

ONLINE

## INCOME

More than 70 percent of total retail and online retail investors earned less than Php500,000 per annum.



## EMPLOYMENT STATUS

Our retail investor base remained to be **predominantly locally employed.**



**74.4%**

LOCALLY EMPLOYED



**7.5%**

UNEMPLOYED



**7.2%**

SELF-EMPLOYED



**5.8%**

OFW



**3.7%**

RETIRED



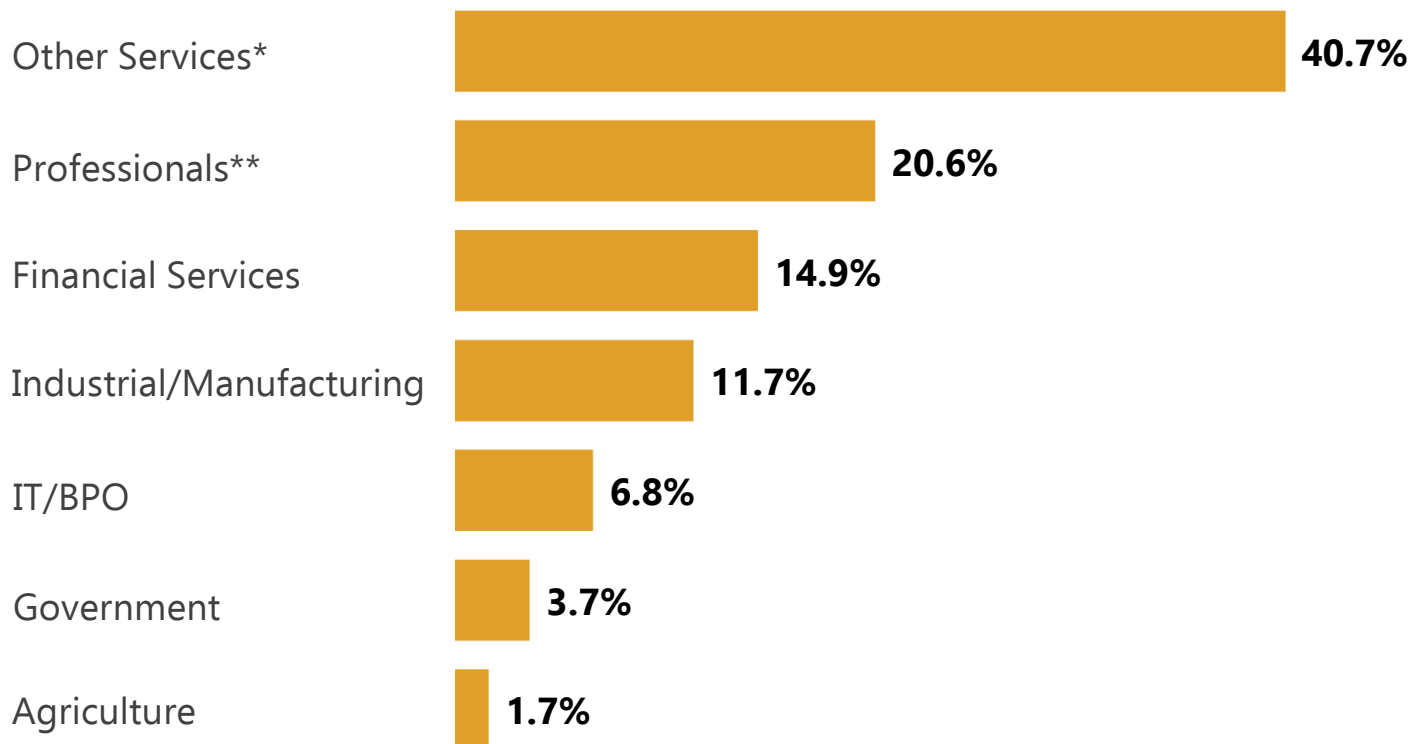
**1.3%**

STUDENT

## RETAIL INVESTOR PROFILE

### NATURE OF BUSINESS/EMPLOYMENT

Most retail investors work under the **services** sector, followed by **professionals** and those rendering **financial services**.



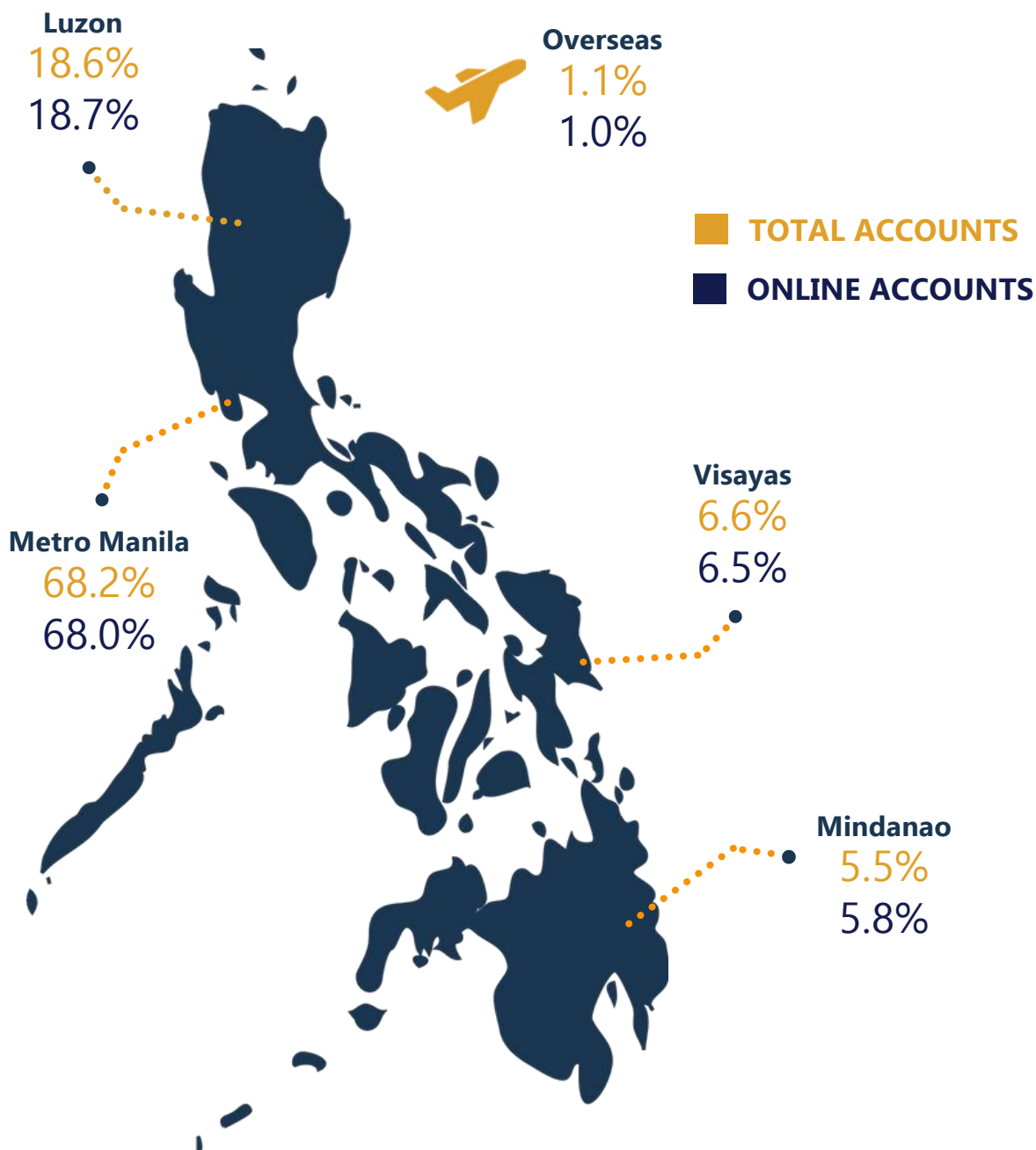
\*Refers to individuals who work as crews, cooks, OFWs, messengers, sales people, cashiers, drivers, domestic helpers, and other labor-intensive jobs.

\*\* 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

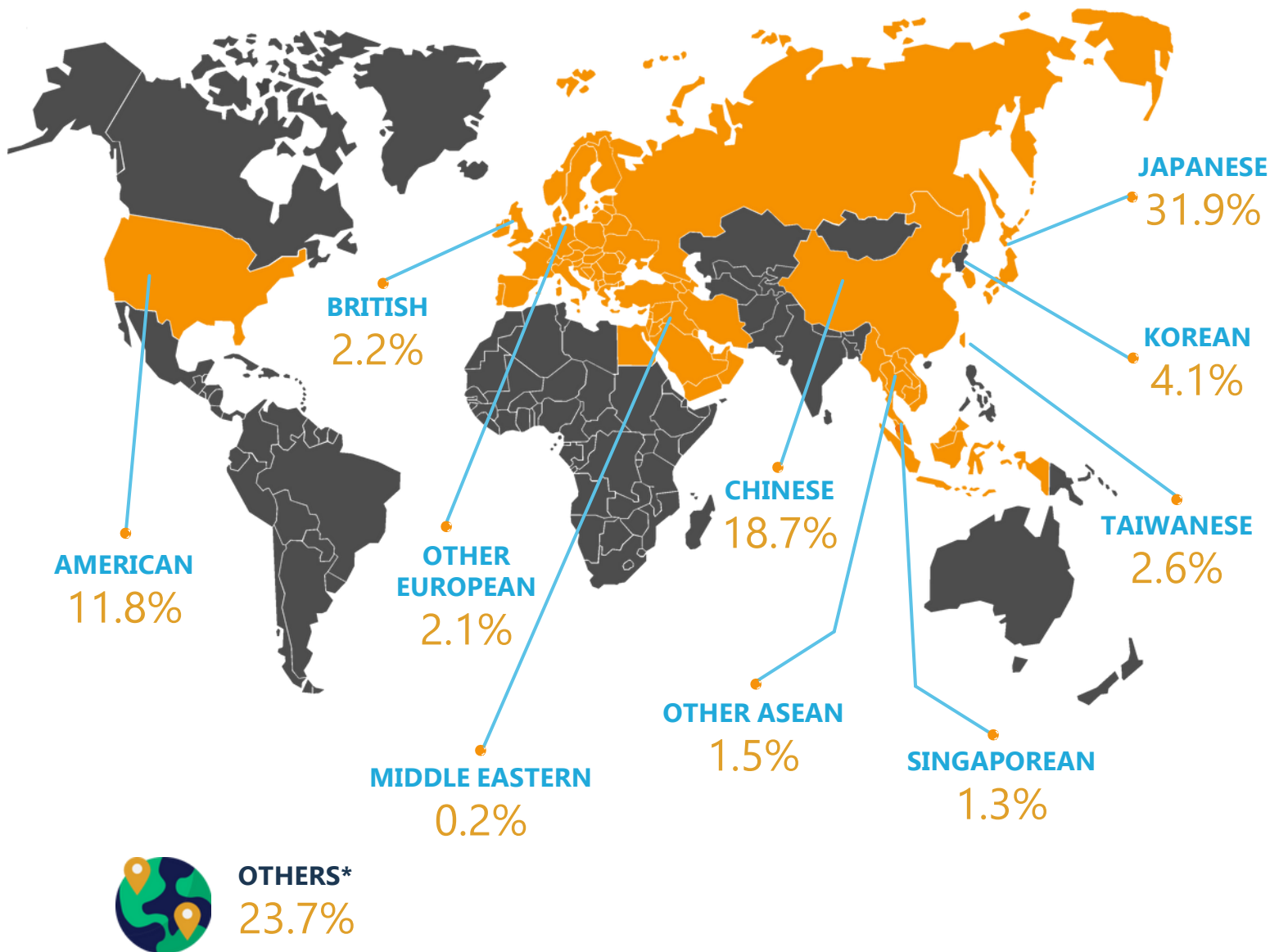
Total retail and online retail investors remained **concentrated in Metro Manila**.



## RETAIL INVESTOR PROFILE

### NATIONALITY

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



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

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