



THE PHILIPPINE
STOCK EXCHANGE
INC.

June 2013

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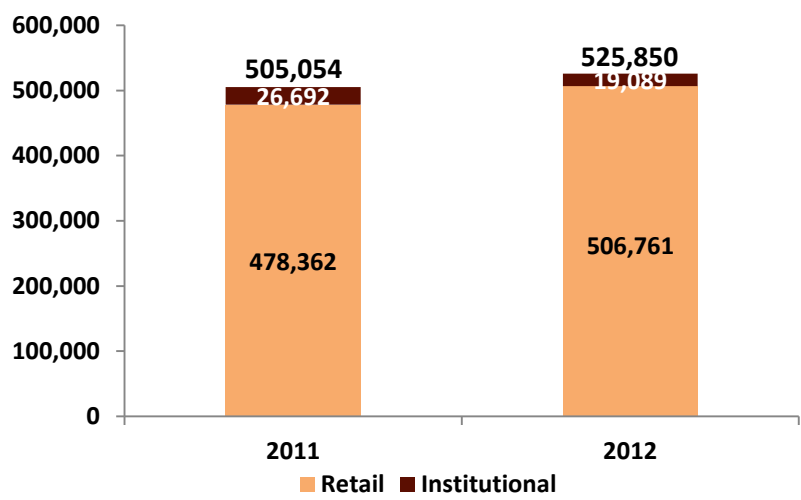
STOCK MARKET INVESTOR PROFILE 2012

CORPORATE PLANNING AND RESEARCH DEPARTMENT

Data from this report was gathered from information provided by the 133 active trading participants (TPs/brokers). The data represent figures as of end-December 2012.

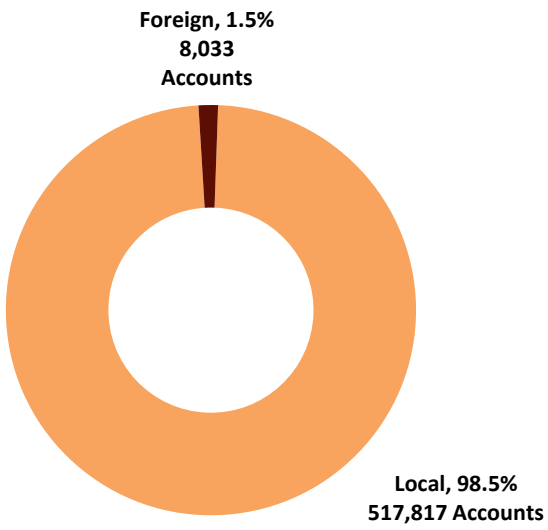
- In 2012, total accounts registered among all active trading participants rose to 525,850 accounts, up by 4.1% from the previous year’s total of 505,054 accounts.
- Of the total, 506,761 accounts or 96.4% were considered retail while the remaining 19,089 accounts or 3.6% were classified as institutional accounts. In 2012, retail accounts grew by 5.9% while institutional accounts declined by 28.5%.

Figure 1. Total Number of Retail and Institutional Accounts, 2011 and 2012



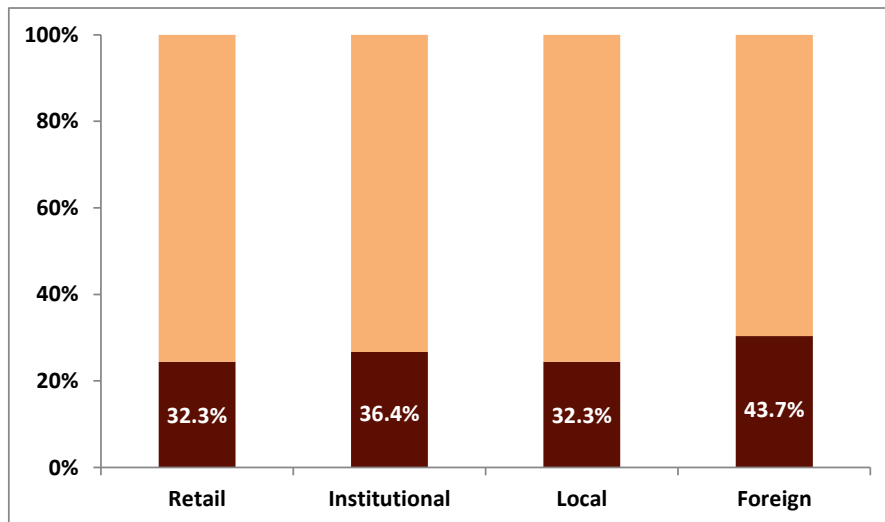
- Local accounts comprised 98.5% of total accounts at the Exchange, while foreign accounts totaled 8,033 covering 1.5% of total accounts.

Figure 2. Percentage of Local and Foreign Accounts in 2012



- Of the total accounts in 2012, 170,764 or 32.5% were considered active, higher than the 31.2% level reached in 2011. The number of active accounts in 2012 grew by 8.4% from the previous year's total of 157,535 accounts.
- Active retail account comprised 32.3% of the total retail accounts while the percentage of active institutional accounts registered at 36.4% of the total institutional accounts. Of the total local accounts, 32.3% were active while 43.7% or 3,509 of total foreign accounts were considered active.

Figure 3. Active Accounts among Retail, Institutional, Local, and Foreign Accounts



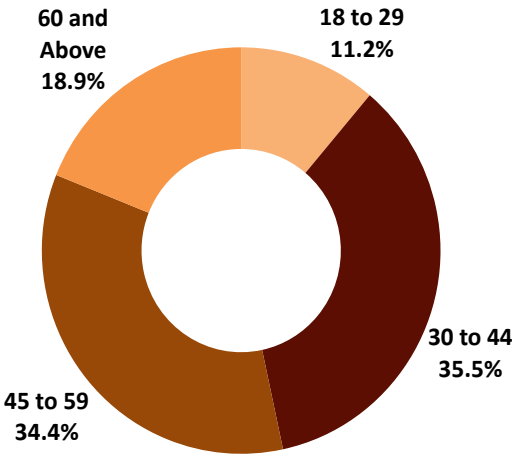
A. Retail Investor Profile

The results in this section were derived from a more detailed survey conducted by the Exchange with trading participants. Information on age group was provided by 101 TPs (216,638 accounts); on income by 104 TPs (229,837 accounts); on gender by 108 TPs (233,543 accounts); on profession by 93 TPs (127,235 accounts); on location by 72 TPs (100,257 accounts), and on nationality by 75 TPs (4,523 accounts).

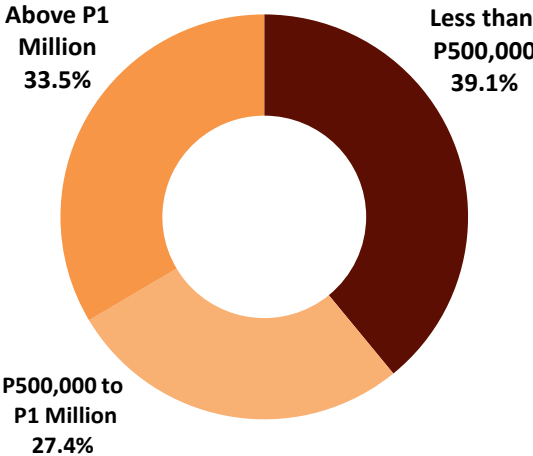
- In terms of age, investors aged 30 to 59 accounted for 69.9% of total investors. Meanwhile, investors aged 60 and above comprised 18.9% of retail investors. (Figure 4)
- Based on income, individuals earning less than P500,000 annually accounted for the biggest share at 39.1% of retail investors. Meanwhile, investors who earn more than P1 million every year covered more than one-third of retail investors and the remaining 27.4% earn between P500,000 to P1,000,000 per year. (Figure 5)

- Male investors accounted for 57.3% of retail investors. (Figure 6)
- Individuals engaged in the services sector and professionals comprised 29.4% and 23.0% of retail investors, respectively. Self-employed individuals on the other hand, accounted for 21.5% of retail accounts. (Figure 7)
- Majority of retail investors or 75.4% were located in Metro Manila while 15.4% of retail investors were based in Luzon (excluding Metro Manila). Local retail investors from Visayas and Mindanao represented a mere 5.5% and 2.1% of total retail accounts, respectively. Overseas local investors comprised a collective 1.6% of local retail accounts. (Figure 8)
- Of the total foreign retail investors, 36.3% were Chinese while investors from other countries* and American investors comprised 21.5%, and 19.8%, respectively. Meanwhile Europeans, Taiwanese, Koreans, Singaporeans and Japanese accounted for 8.7%, 4.4%, 3.8%, 3.4%, and 1.6%, respectively. (Figure 9)

**Figure 4. Profile of Retail Investors:
 Age Group**



**Figure 5. Profile of Retail Investors:
 Annual Income**



* Other countries refer to Australia, Canada, Thailand, Vietnam, etc.

Figure 6. Profile of Retail Investors:
Gender

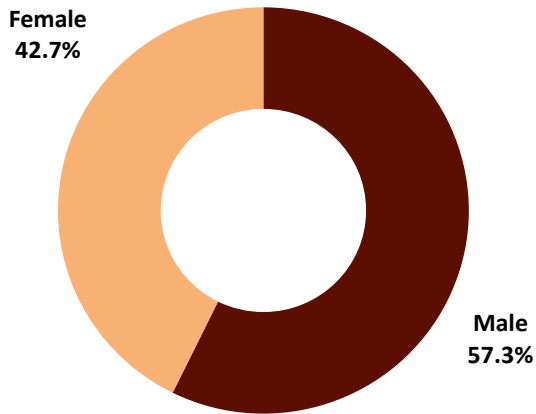


Figure 7. Profile of Retail Investors:
Profession

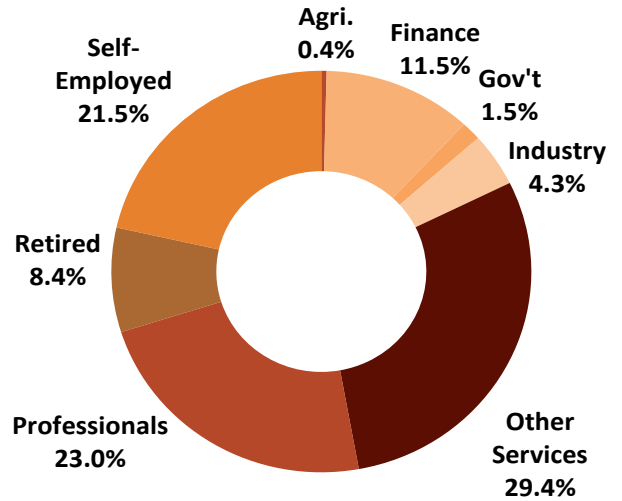


Figure 8. Profile of Retail Investors:
Location

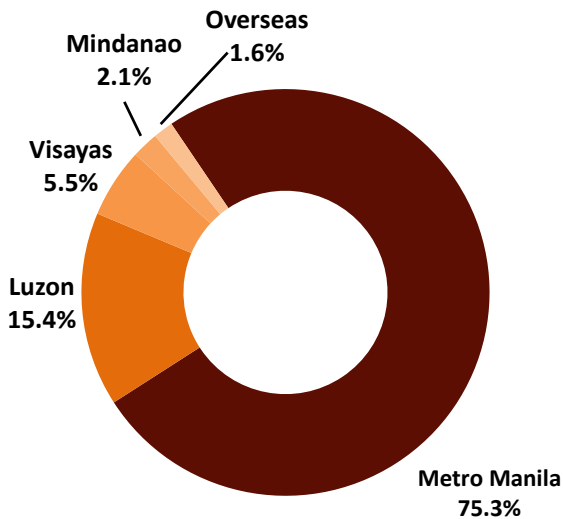
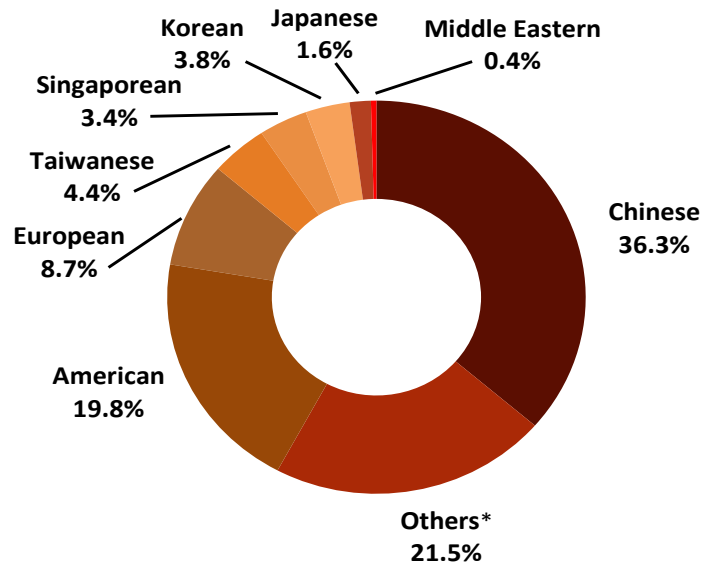


Figure 9. Profile of Foreign Retail Investors:
Country of Origin



* Others refer to Australia, Canada, Thailand, Vietnam, etc.

B. Online Investor Profile

Based on data from nine trading participants providing online trading services.

- There were a total of 78,216 online accounts in 2012, up by an impressive 48.3% from the previous year’s total of 52,750 online accounts, and double 2010’s 35,559 online accounts. Online investors remain robust as the total number of active online accounts amounted to 67,265 accounts or 86.0% of the total online accounts. This is much higher than the ratio of active non-online accounts to total non-online accounts of just 23.1%.
- Retail investors remained the key market for online accounts as they accounted for 99.8% of total online accounts. Of the total online accounts, 97.9% were local while 2.1% were foreign.

C. Retail Online Profile

Data on the profile of retail online investors in terms of gender, annual income, age group, and location were gathered from six, six, five, and four online brokers, respectively.

- Online retail investors were predominantly male and belonged to a younger age group of between 30 to 44 years. Majority of online retail investors earned less than P500,000 annually and were based in Metro Manila.

Table 2. Profile of Online Retail Investors

Criteria	% to Online Retail Investors Surveyed
Gender	
- Male	57.9
- Female	42.1
Age Bracket	
- 18 to 29	25.1
- 30 to 44	52.3
- 45 to 59	17.3
- 60 and Above	5.3
Income	
- Less than P500,000	62.9
- P500,000 to P1 million	21.6
- Above P1 million	15.5
Location	
- Metro Manila	72.7
- Luzon	9.4
- Visayas	4.6
- Mindanao	2.5
- Foreign	10.8

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