

Research & Planning

Retail Investor Survey 2005

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Hong Kong Exchanges and Clearing Limited
香港交易及結算所有限公司

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1. EXECUTIVE SUMMARY

The Retail Investor Survey has been conducted periodically since 1989. The survey findings provide information on trends and characteristics of retail participation in the HKEx markets. The Retail Investor Survey 2005 was conducted in December 2005. *(Caution is needed in interpreting the findings on derivatives investors because of their small sample size.)*

Retail participation

- 28.8% of the Hong Kong adult population (or 1,631,000 individuals) were retail investors in stocks and/or derivatives traded on HKEx. 28.6% of the adult population (or 1,618,000 individuals) were stock investors, 23.6% were stock traders (stock investors traded during the 12 months ending December 2005) and 2.4% (or 135,000 individuals) were derivatives investors.
- The retail investor participation rate in the HKEx stock market reached the highest level (28.6%) since the survey series began.

Investor profile

- The typical Hong Kong retail stock investor was a 42 year-old white-collar worker, with upper secondary or above education, a monthly personal income of about HK\$18,750 and a monthly household income of about HK\$35,000.
- The typical Hong Kong retail derivatives investor was a 42 year-old white-collar worker with tertiary or above education, a monthly personal income of about HK\$22,500 and a monthly household income of about HK\$45,000.

Trading pattern

- The median number of stock transactions by stock investors during the 12-month period was 5, compared to 4 in 2004. For stock traders only, the median number of stock transactions was 10; the average value per stock transaction had a median of HK\$40,000; and the median implied total stock transaction value during the 12-month period was HK\$340,000.¹
- Stock investors who also invested in derivatives tended to trade more frequently than, but with a similar deal size to, stock investors who invested in stocks only.
- The median number of derivatives transactions by derivatives investors during the 12-month period was 6, less than the 10 in 2004. The average contract volume per derivatives transaction had a median of 3, compared to 2 in 2004. The median implied total contract volume per derivatives investor during the 12-month period was 24, less than the 30 in 2004.²

Trading channel

- The majority of stock traders traded solely through banks (59%), up from 46% in 2001. Including those trading through both broker firms and banks but usually through banks, 64% of stock traders traded mainly through banks, up from 50% in 2001.
- Stock traders who traded mainly through broker firms tended to trade more frequently than, but with a similar deal size to, those who traded mainly through banks.

¹ Please see section 5 for detailed calculation method.

² Ditto.

Online traders

- 38.5% of stock traders were online stock traders who had always or sometimes traded stocks via online media during the 12-month period, up from 35.8% in 2004.
- 37.5% of derivatives investors were online derivatives traders who had always or sometimes traded derivatives via online media during the 12-month period, up from 29.3% in 2004.
- Compared to non-online stock traders, online stock traders comprised a larger proportion of individuals with higher education level, higher work status and higher monthly personal income and higher monthly household income.
- Compared to non-online stock traders, online stock traders tended to trade stocks more frequently and in a larger deal size.
- Compared to non-online derivatives traders, online derivatives traders tended to trade derivatives more frequently and with a larger deal size.

Perceptions of the HKEx markets

- Stock investors were generally positive about the HKEx stock market and showed a higher degree of satisfaction than in 2004.
- Derivatives investors were generally net positive about the HKEx derivatives market.
- Compared to 2004, a larger proportion of retail investors agreed that “HKEx gives priority to the public interest”.

2. INTRODUCTION

The Retail Investor Survey (RIS) has been conducted periodically since 1989.³ As in prior years, the 2005 survey (RIS2005) was conducted by a market research company on behalf of HKEx.

The objectives of RIS2005 are to assess:

- the incidence of retail participation in HKEx products (including stocks and derivatives) and the socio-economic profiles of retail investors;
- the trading channels of retail investors;
- the trading pattern and incidence of online trading of retail investors; and
- retail investors' perception of the various aspects of the HKEx stock and derivatives markets.

It should be noted that the findings on derivatives investors, particularly those relating to their characteristics, are subject to relatively large error due to the small size of the sample of derivatives investors in the survey. Due to the terminology used in the survey questionnaire, some derivatives investors might have responded to certain questions based on their perceptions of the derivative warrants market. Therefore, caution is needed in interpreting the findings on derivatives investors.

³ Before 2000, it was conducted by the Stock Exchange of Hong Kong (SEHK), now a wholly-owned subsidiary of HKEx.

3. RETAIL PARTICIPATION

3.1 Types of investor⁴

- In 2005, the retail investor participation rate in the HKEx stock market reached its highest (28.6% of the adult population) since the survey series began.
- Retail participation in the HKEx derivatives market rose in 2005 but remained low at 2.4%.
- Retail participation in the Mainland China markets and other overseas markets remained low (about 2%).

	Projected number of individuals (‘000)	Percentage of Hong Kong adult population
<i>Retail investors</i>	<i>1,631</i>	<i>28.8%</i>
Stock investors	1,618	28.6%
Stockowners	1,531	27.0%
Stock traders	1,335	23.6%
Derivatives investors	135	2.4%
<i>Non-investors</i>	<i>4,034</i>	<i>71.2%</i>
Total	5,665	100.0%

	Percentage of Hong Kong adult population (%)
Stocks or derivatives traded on HKEx	28.8%
Stocks traded on Mainland China markets	1.6%
Stocks traded on other overseas markets (excluding Mainland China)	2.4%
Derivative products traded on overseas markets (including Mainland China)	0.4%

** Held at the time of interview or had traded in the 12 months preceding the interview.*

⁴ Please see Glossary for definitions.

Figure 1. Trend of stockowners and stock investors

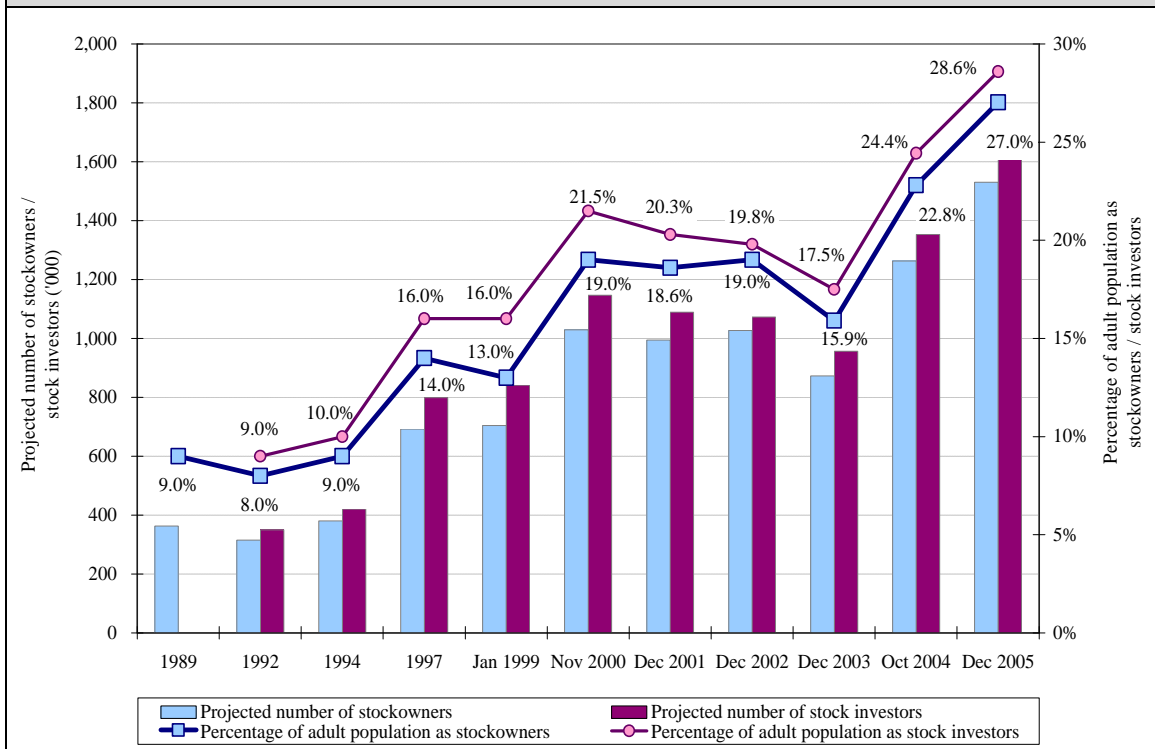
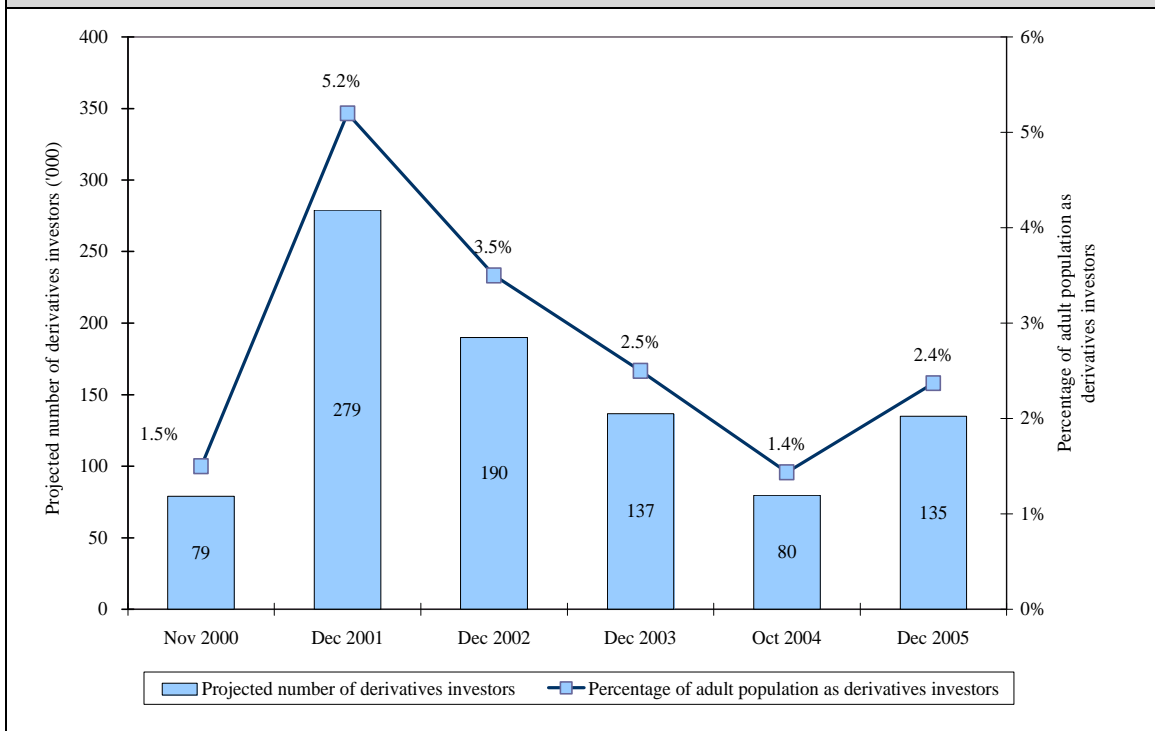


Figure 2. Trend of derivatives investors



3.2 Types of stock investor and derivatives investor

- The majority of stock investors (92.5% in 2005) invested only in stocks (stock-only investors). Only a small proportion (7.5%) invested also in derivatives (stock-and-derivatives investors).
- The majority of derivatives investors (89.7% in 2005) invested also in stocks (stock-and-derivatives investors) but the proportion of derivatives investors investing only in derivatives (derivatives-only investors) increased from 1.9% in 2003 to 10.3% in 2005.
- The proportion of stock investors who did not trade during the past 12 months (non-trading stock investors) further decreased to 17.5% in 2005.

Table 3. Types of stock investor (2002 – 2005)				
	As percentage of stock investors (%)			
	Dec 2002	Dec 2003	Oct 2004	Dec 2005
<i>By product invested</i>				
Stock-only investors	84.5	86.0	94.6	92.5
Stock-and-derivatives investors	15.5	14.0	5.4	7.5
<i>By trading status</i>				
Stock traders	60.2	70.4	71.9	82.5
Non-trading stock investors	39.8	29.6	28.1	17.5
<i>All stock investors</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>

Table 4. Types of derivatives investor (2002 – 2005)				
	As percentage of derivatives investors (%)			
	Dec 2002	Dec 2003	Oct 2004	Dec 2005
Derivatives-only investors	12.6	1.9	7.4	10.3
Stock-and-derivatives investors	87.4	98.1	92.6	89.7
<i>All derivatives investors</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>
<i>Note: In accordance with the nature of derivatives trading, all derivatives investors had derivatives transactions during the past 12 months at the time of the interview, i.e. all are derivatives traders.</i>				

4. INVESTOR PROFILE

4.1 Profile of stock investors

- The typical Hong Kong retail stock investor was a 42-year-old white-collar worker, with upper secondary or above education, a monthly personal income of about HK\$18,750 and a monthly household income of about HK\$35,000.
- Compared with the Hong Kong adult population and non-investors, stock investors comprised a larger proportion of males and individuals who had received tertiary or above education, had higher work status, higher monthly personal income and higher monthly household income.
- Male stock investors are the dominant group since the survey series began. However, the proportion of female investors has been above 40% since 1994, higher than the level before.
- Among stock investors, the proportion of individuals with tertiary or above education has been at a higher level (38% or above) since 2003 than before (35% or below). This compared to an increase in the proportion of individuals with tertiary or above education in the adult population from 21% in 2002 and 2003 to 26% in 2005.

4.2 Profile of derivatives investors

- The typical Hong Kong retail derivatives investor was a 42-year-old white-collar worker, with tertiary or above education, a monthly personal income of about HK\$22,500 and a monthly household income of about HK\$45,000.
- Among all different types of investors, derivatives investors comprised the largest proportion of males and individuals who had higher education level, higher work status, higher monthly personal income and higher monthly household income.

Notes: All the findings on derivatives investors are subject to relatively large error due to the small sample of derivatives investors. Due to the terminology used in the survey questionnaire, some derivatives investors might have responded to certain questions based on their perceptions of the derivative warrants market. Therefore, caution is needed in interpreting the findings on derivatives investors. Reflecting the nature of derivatives trading, all derivatives investors had derivatives transactions during the past 12 months at the time of the interview, i.e. all were derivatives traders.

Table 5. Profile of different investor types (2005)

(%)	Adult population	Stock investors	Stock traders	Derivatives investors	Non-investors
Sex					
Male	47.2	55.1	56.4	63.1	44.0
Female	52.8	45.0	43.6	36.9	56.0
Age					
18 – 19	3.1	0.3	0.4	1.5	4.2
20 – 29	16.5	10.9	11.6	18.8	18.8
30 – 39	21.0	25.7	25.7	27.3	19.1
40 – 49	24.2	31.5	32.0	35.2	21.3
50 – 59	16.2	20.6	19.6	10.6	14.4
60 or over	19.0	11.1	10.8	6.7	22.1
Median	42	42	42	42	42
Education level					
No schooling / kindergarten	7.5	1.2	0.8	0.0	10.1
Primary	13.9	7.0	6.5	4.8	16.6
Lower secondary	15.9	13.7	12.2	9.0	16.7
Upper secondary	29.4	29.4	29.3	18.7	29.5
Matriculation	6.7	7.5	8.1	11.4	6.3
Tertiary or above	26.1	40.7	42.6	56.1	20.2
Refusals	0.6	0.5	0.6	0.0	0.6
Occupation					
Managers / administrators / professionals	12.4	23.7	24.6	35.7	7.8
White collar	20.6	30.1	32.1	27.3	16.9
Blue collar	17.9	15.0	13.9	15.7	19.0
Homemakers	17.2	12.0	10.5	8.5	19.4
Retirees	17.4	11.4	11.3	8.1	19.7
Students	5.1	0.6	0.7	0.0	6.9
Unemployed persons	6.3	3.5	3.5	0.0	7.4
Others	0.0	0.0	0.0	0.0	0.0
Refusals	3.2	3.7	3.4	4.7	2.9
Median monthly personal income (HK\$)*	13,750	18,750	18,750	22,500	11,250
Median monthly household income (HK\$)	18,750	35,000	35,000	45,000	16,250
* Among those who were engaged in full-time or part-time employment. Note: Numbers may not add up to 100% due to rounding.					

Figure 3. Investor profile over the years

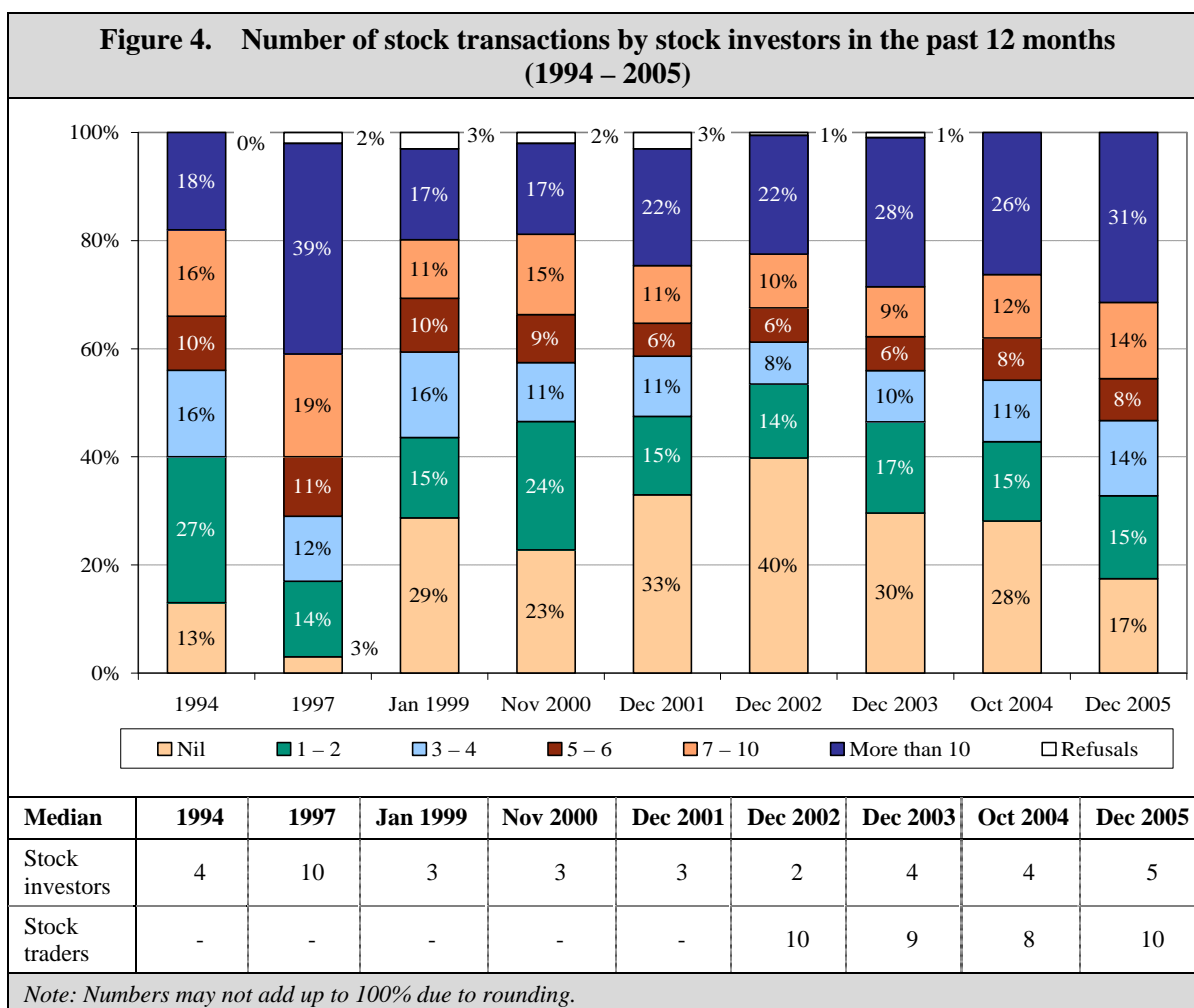


* Not engaged in full time or part-time employment, including students, homemakers, retirees and unemployed persons.
 ** Among those who were engaged in full-time or part-time employment.
 Note: Numbers may not add up to 100% due to rounding.

5. TRADING PATTERN

5.1 Trading pattern of stock investors

- In 2005, a smaller proportion of stock investors did not trade at all in the 12-month period than in 2004 (17% vs 28%) and a larger proportion traded more than 10 times (buying and selling were counted as two transactions) than in 2004 (31% vs 26%). The median number of stock transactions for all stock investors was 5, compared to 4 in 2004.
- Among stock traders only, the median number of stock transactions was 10, compared to 8 in 2004.
- Compared to stock-only investors of whom 19% did not trade in the 12-month period, all stock-and-derivatives investors traded stocks in the 12-month period and they tended to trade more frequently with a similar average deal size. In aggregate, stock-and-derivatives investors contributed 14% of total retail stock trading.
- Stock traders who traded more frequently tended to have a larger deal size and a larger implied total transaction value⁵ in the 12-month period. High-frequency stock traders (with more than 10 transactions in the 12-month period) accounted for only 38% of all stock traders, but 88% of all retail stock trading.



⁵ The implied total stock transaction value during the 12-month period for a respondent was calculated by multiplying the respondent's number of stock transactions by his/her average value per stock transaction. The figure is two-sided, ie both buy and sell sides for a transaction are counted. It must be borne in mind that the figure is subject to estimation error.

Figure 5. Number of stock transactions in the past 12 months by stock investor type (2005)

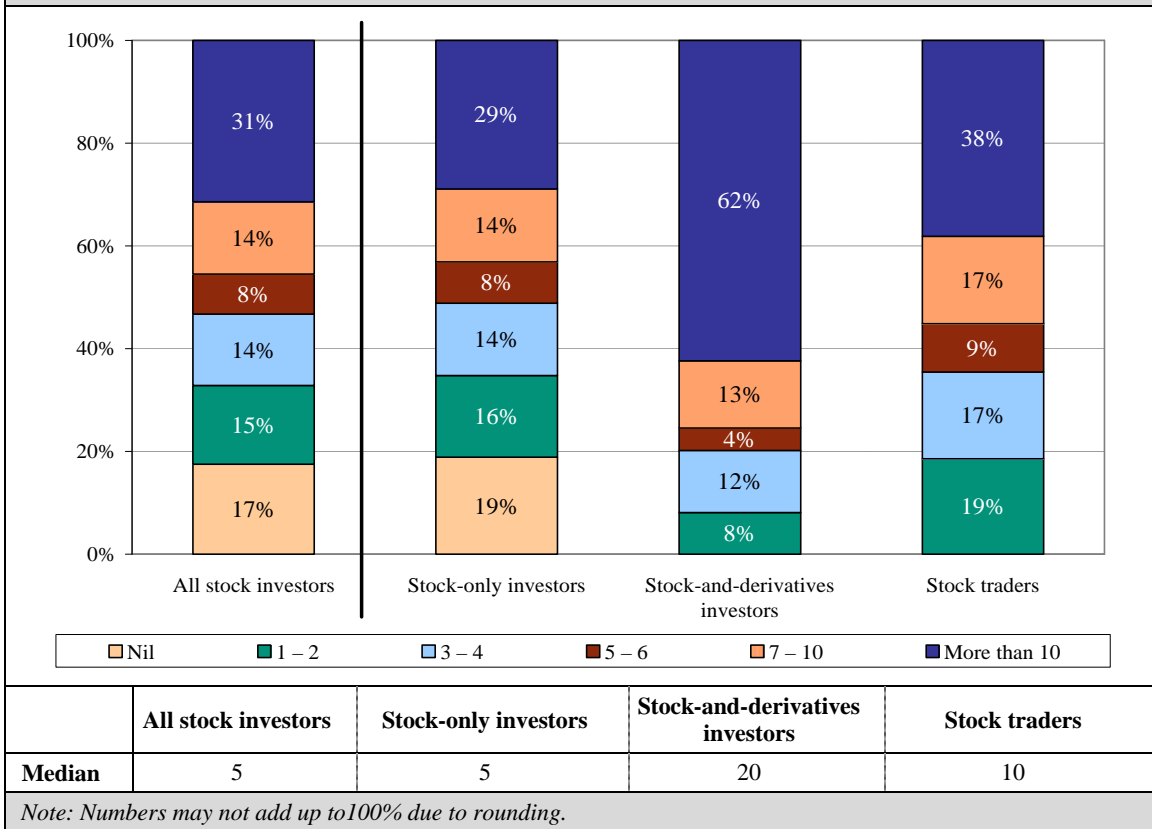


Figure 6. Average value per stock transaction in the past 12 months of stock traders by type

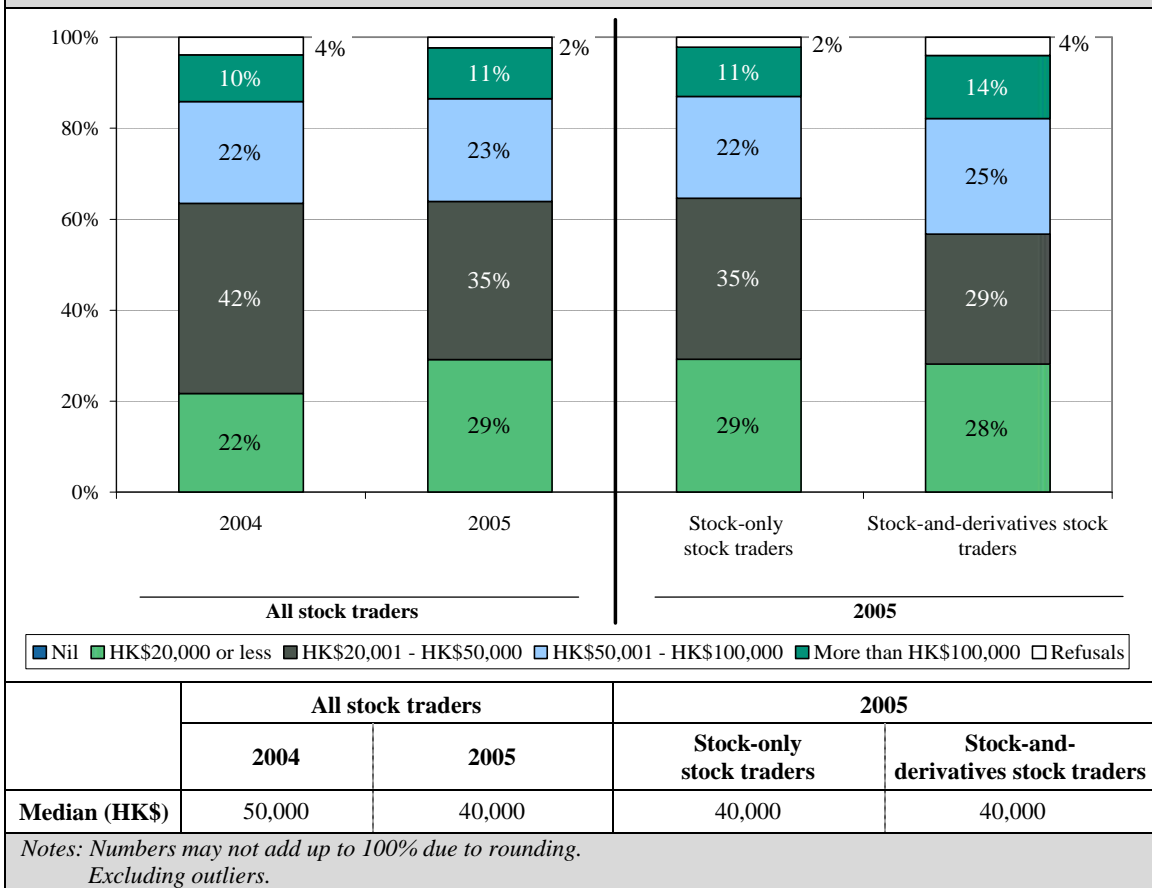


Figure 7. Implied total stock transaction value in the past 12 months of stock traders by type

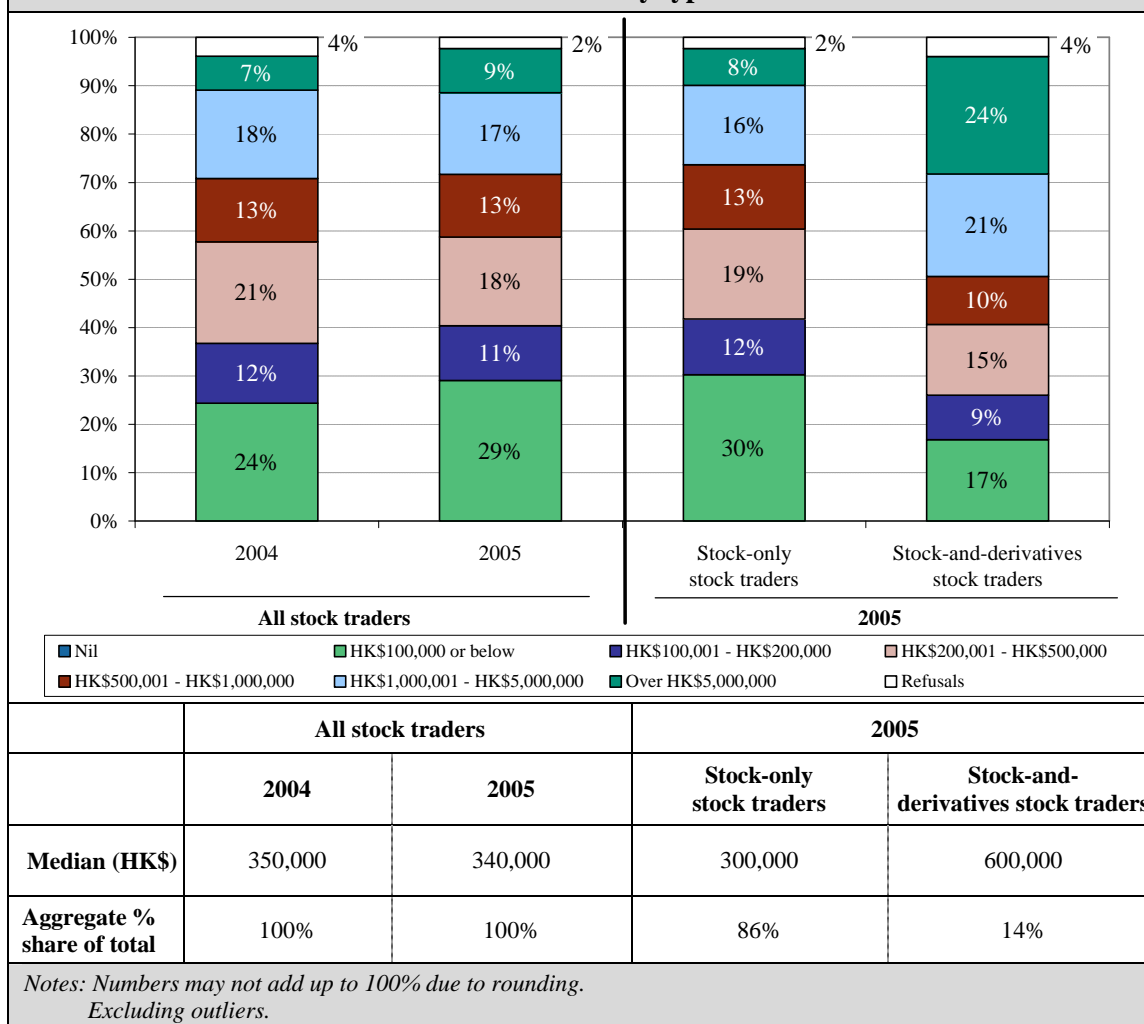


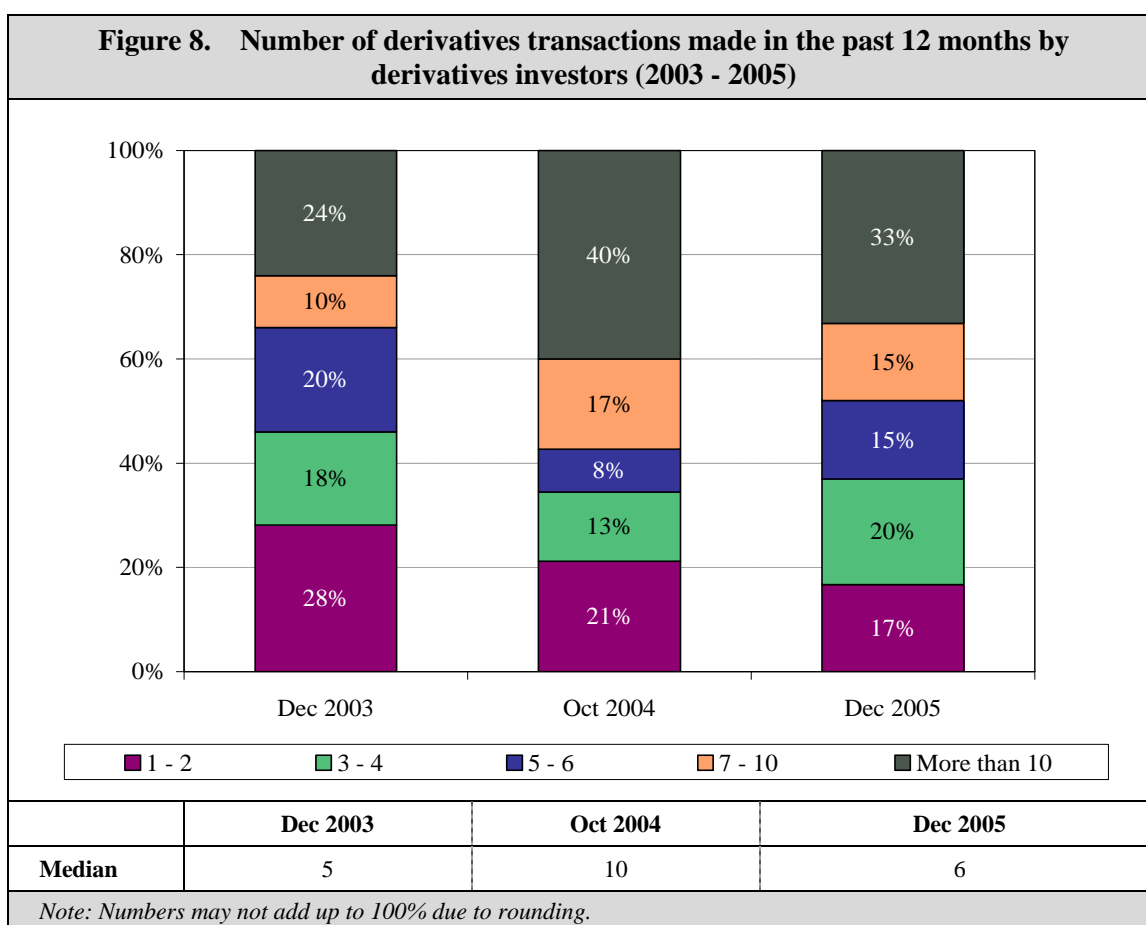
Table 6. Trading pattern of stock traders by trading frequency (2005)

	All stock traders	Trading frequency		
		Low (1 – 4 times)	Median (5 – 10 times)	High (>10 times)
<i>In the past 12 months ending December 2005</i>				
Number as % of all stock traders	100.0%	35.5%	26.5%	38.1%
Average value per stock transaction				
≤ HK\$20,000	29.1%	42.1%	27.1%	18.5%
> HK\$100,000	11.1%	7.1%	10.1%	15.6%
Median* ('000)	40	30	50	50
Implied total stock transaction value				
≤ HK\$100,000	29.1%	64.5%	20.0%	2.5%
> HK\$1,000,000	26.0%	1.5%	7.0%	61.9%
Median* ('000)	340	75	330	1,500
Aggregate implied total stock transaction value				
As % of total by all stock traders	100.0%	3.3%	8.7%	88.0%

* Excluding outliers.

5.2 Trading pattern of derivatives investors

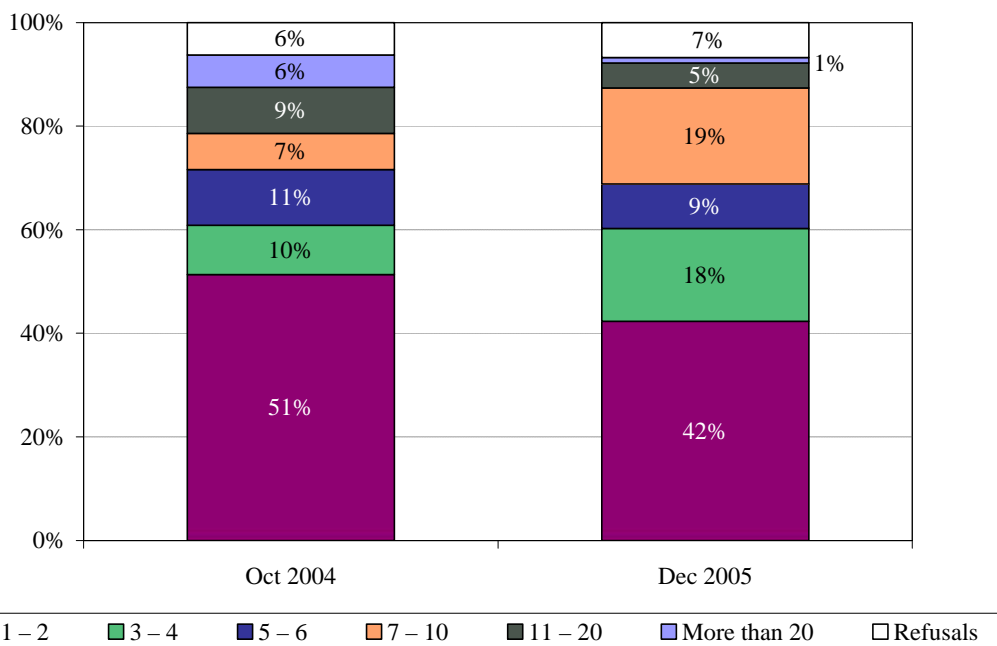
- The trading frequency of derivatives investors decreased to a median of 6 derivatives transactions in the 12-month period in 2005 from a median of 10 in 2004.⁶
- The median average contract volume per derivatives transaction was 3, compared to 2 in 2004.
- The median implied total contract volume⁷ per derivatives investor during the 12-month period decreased from 30 in 2004 to 24 in 2005.



⁶ In accordance with the nature of derivatives trading, all derivatives investors had derivatives transactions during the 12-month period, ie all derivatives investors are derivatives traders.

⁷ The implied total contract volume during the 12-month period for a respondent was calculated by multiplying the respondent's number of derivatives transactions by his/her average number of contracts per derivatives transaction. The figure is two-sided, ie both buy and sell sides for a transaction are counted. It must be borne in mind that the figure is subject to estimation error.

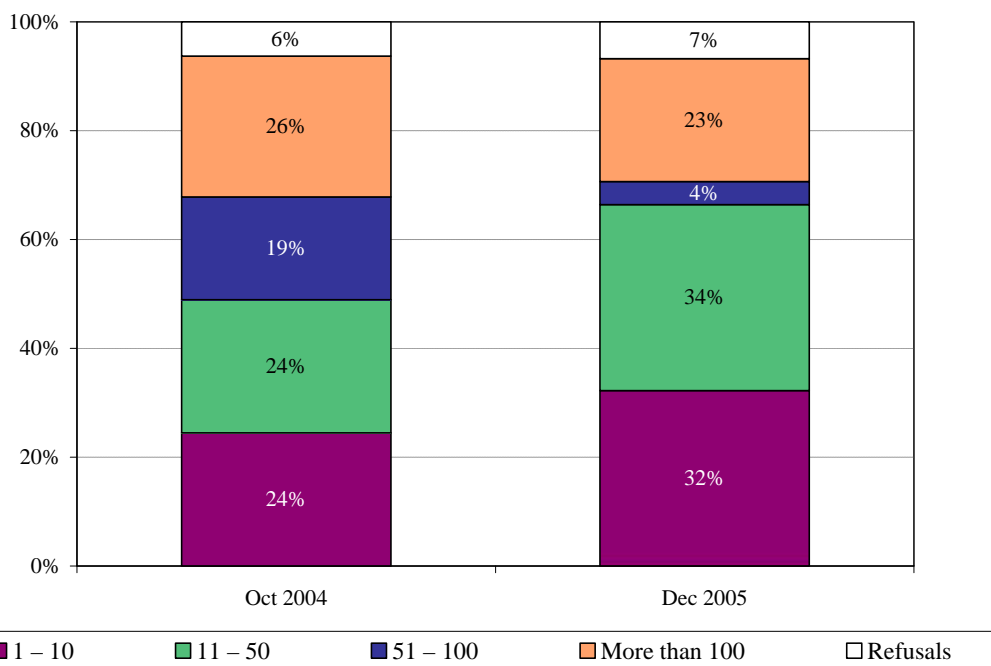
Figure 9. Average contract volume per transaction by derivatives investors in the past 12 months (2005)



	Oct 2004	Dec 2005
Median	2	3

Note: Numbers may not add up to 100% due to rounding.

Figure 10. Implied total contract volume by derivatives investors in the past 12 months (2005)



	Oct 2004	Dec 2005
Median	30	24

Notes: Numbers may not add up to 100% due to rounding. Excluding outliers.

6. STOCK TRADING CHANNELS

- The majority of stock traders traded solely through banks; the proportion further increased from 46% in 2001 to 59% in 2005. Including those trading through both broker firms and banks but usually through banks, 64% of stock traders traded mainly through banks, up from 50% in 2001.
- Compared to stock-only traders, a larger proportion of stock-and-derivatives traders traded through broker firms only (40% vs 30%).
- Compared to non-online stock traders, a larger proportion of online stock traders traded through banks only (69% vs 53%).
- The typical stock trader who traded mainly through banks had a similar profile to the typical trader who traded mainly through broker firms except that the former had slightly higher monthly personal income.
- Stock traders who traded mainly through broker firms tended to trade more frequently than, but with a similar deal size to, those who traded mainly through banks. In aggregate, those trading mainly through broker firms contributed 45% of total retail stock trading.

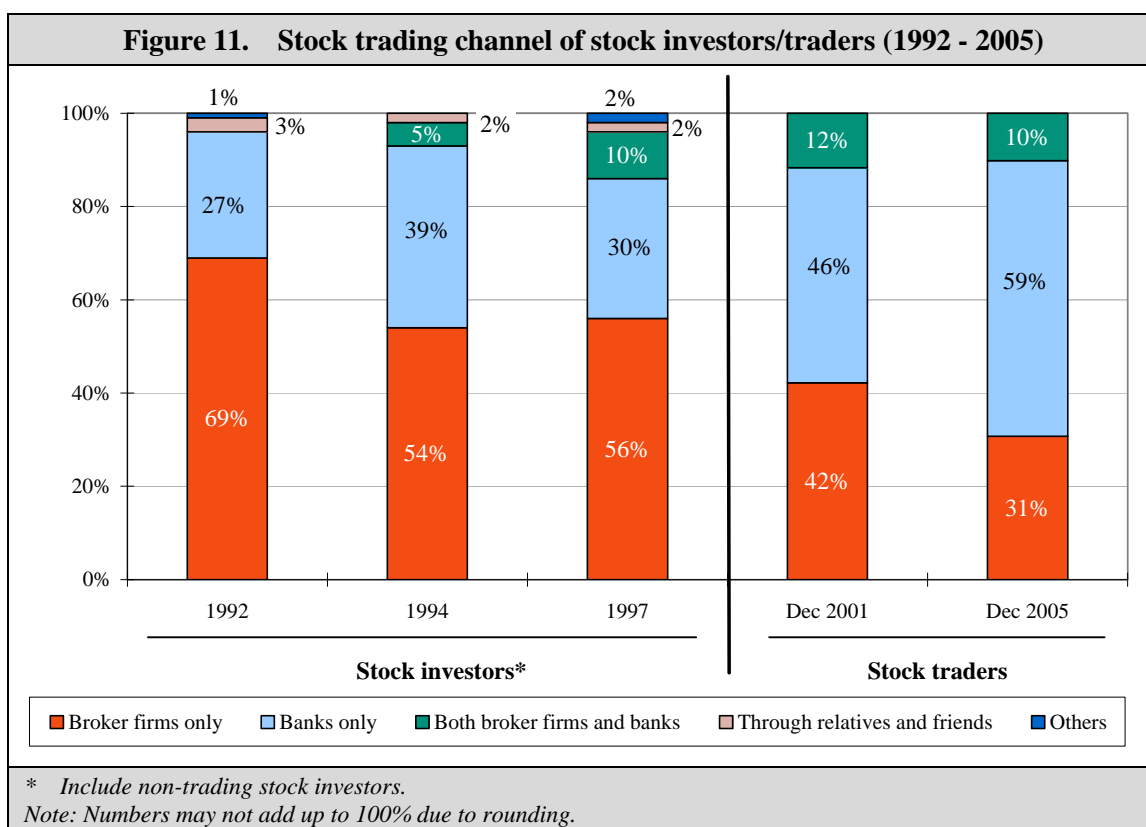


Figure 12. Stock trading channel by stock trader type (2005)

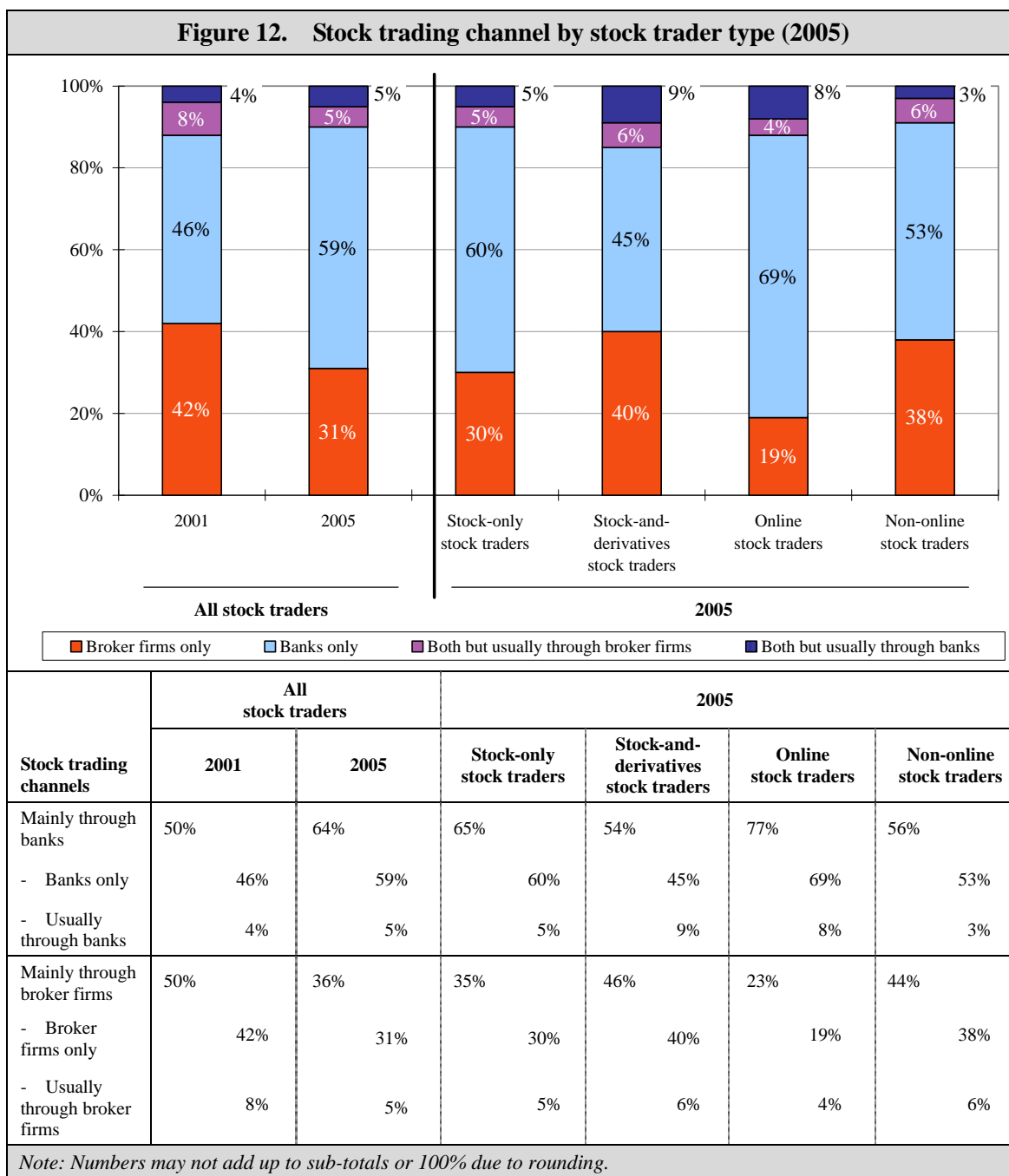


Table 8. Profile of stock traders by trading channel (2005)

(%)	Stock traders	
	Trading mainly through banks	Trading mainly through broker firms
Sex		
Male	56.0	57.1
Female	44.0	42.9
Age		
18 – 19	0.1	0.8
20 – 29	13.5	8.3
30 – 39	24.8	27.4
40 – 49	33.6	29.0
50 – 59	17.8	22.7
60 or over	10.2	11.8
Median	42	42
Education level		
No schooling / kindergarten	0.9	0.5
Primary	6.5	6.5
Lower secondary	11.9	12.8
Upper secondary	29.7	28.5
Matriculation	8.0	8.2
Tertiary or above	42.3	43.3
Refusals	0.7	0.2
Occupation		
Managers / administrators / professionals	25.9	22.2
White collar	31.0	34.0
Blue collar	14.4	13.0
Homemakers	10.5	10.6
Retirees	9.9	13.7
Students	1.1	-
Unemployed persons	4.1	2.6
Refusals	3.2	3.8
Median monthly personal income (HK\$)*	22,500	18,750
Median monthly household income(HK\$)	35,000	35,000
* Among those who were engaged in full-time or part-time employment. Note: Numbers may not add up to 100% due to rounding.		

Figure 13. Number of stock transactions in the past 12 months by trading channel (stock traders only) (2001 and 2005)

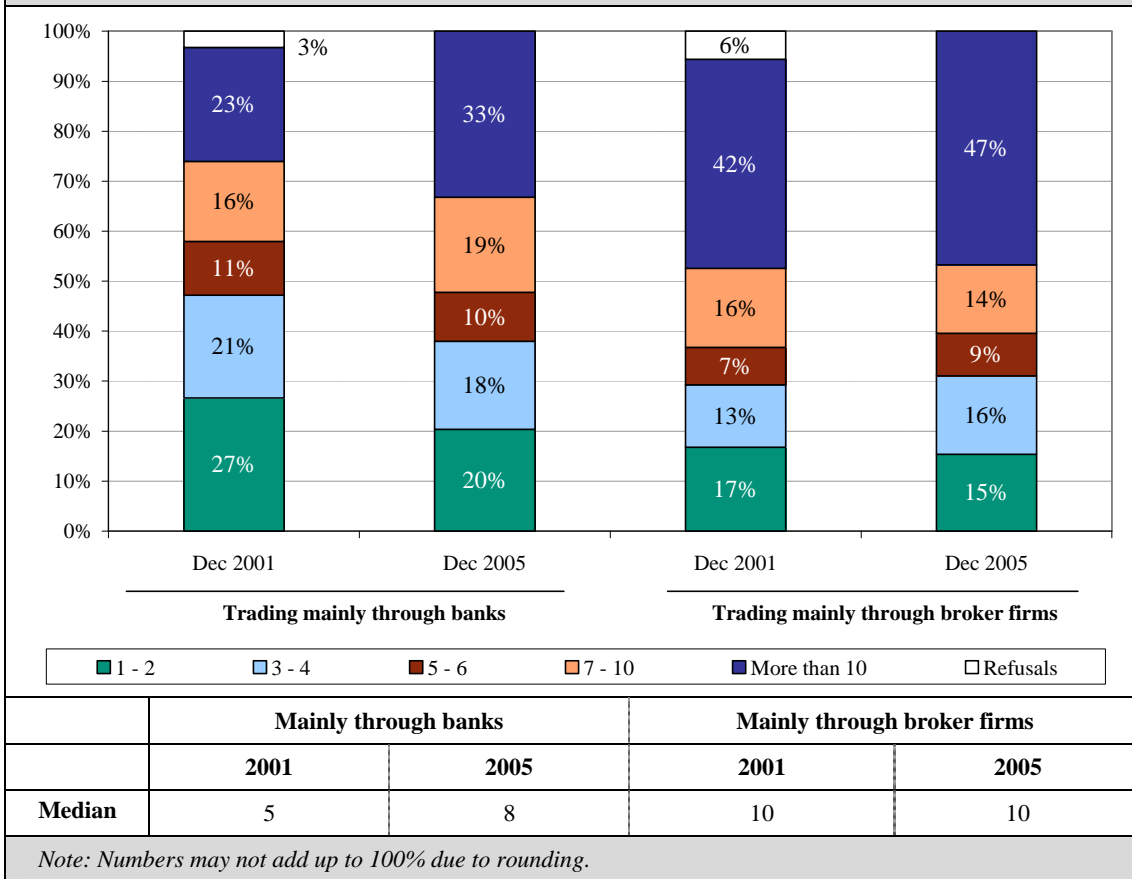


Figure 14. Average value per stock transaction in the past 12 months by trading channel (stock traders only) (2005)

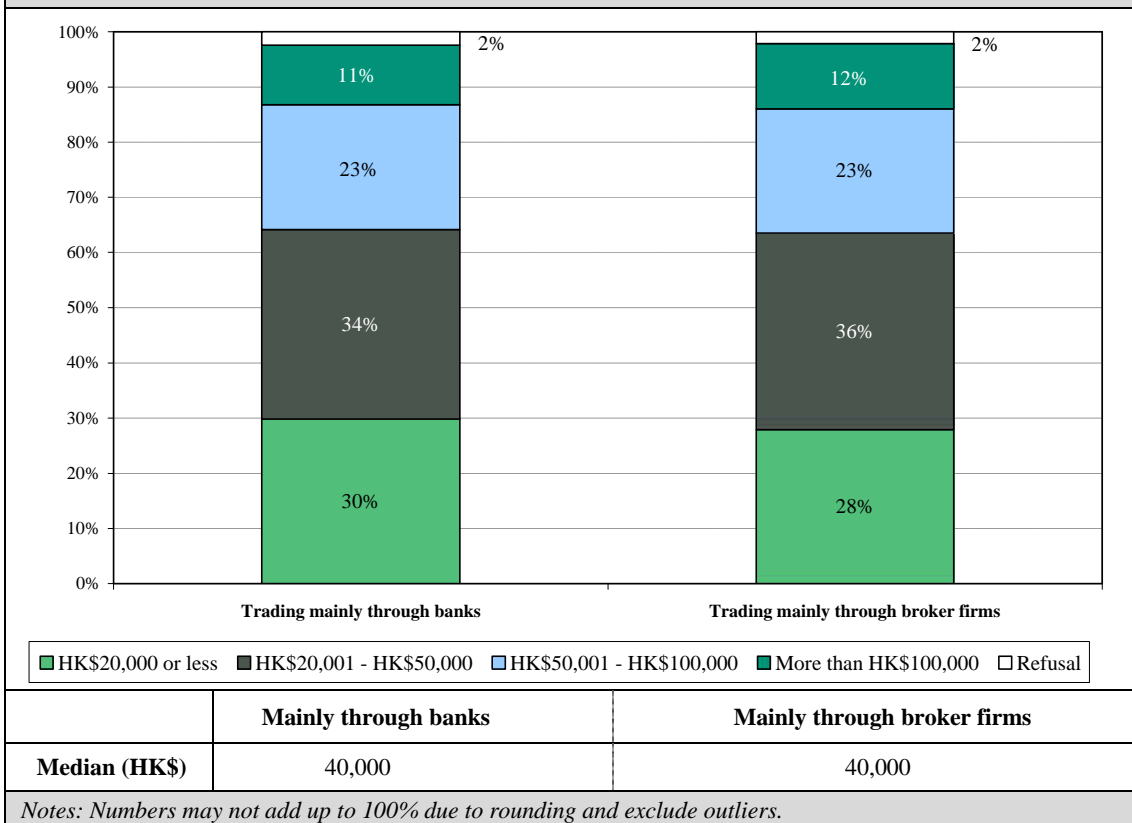


Figure 15. Implied total stock transaction value in the past 12 months by trading channel (stock traders only) (2005)

