

US ACTIVE TRADER REPORT KEY HIGHLIGHTS

2023 Edition

MARKET SIZE:

683,000

Active traders are estimated in the US, representing 6% of the self-directed investor population and half of the retail volume.

MARKET DYNAMICS:

55%

Of active traders fall into the 'older experienced' segment. While 35% belong to the 'younger, less experienced' category.

MARKET DESIRES:

31%

Of active traders want better charting and 29% desire lower cost for options/future trades by brokers.

BRAND AWARENESS:

9.2

Online broker brands could be recalled (on average) by the US active trader population.

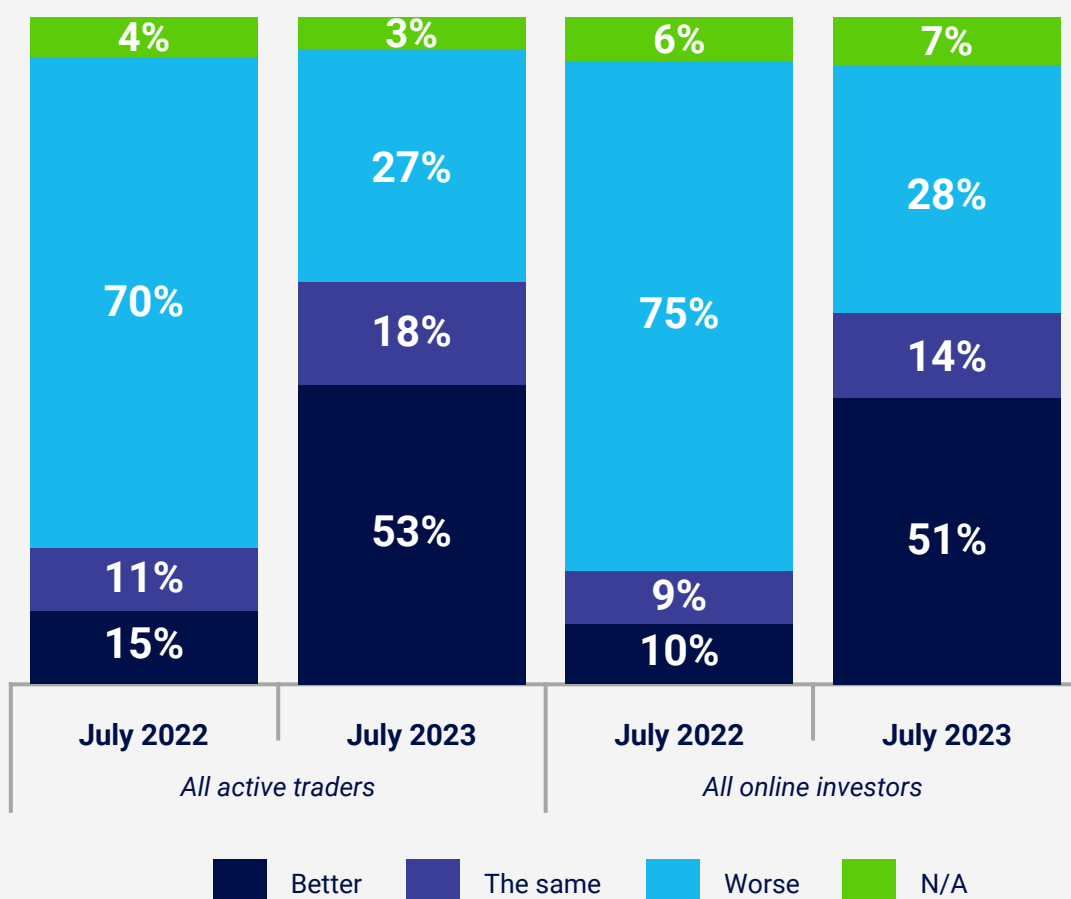


The fastest growing driver to start options trading is to generate additional income (51%). For those who started trading in the past year or two, education (28%) proves to be an increasingly effective prompt.

MARKET PERFORMANCE OVER THE LAST 12 MONTHS:

Active traders have for the past two years reported better portfolio performance than other online investors (see chart). Returns have considerably improved last year, with those reporting steady or better performance the most satisfied (83%) with their main broker.

Investment performance in the past 12 months compared to 12 to 24 months ago



Better
 The same
 Worse
 N/A

REFERENCES

The material in this infographic is sourced from the **Investment Trends 2023 US Active Trader Report: Industry Analysis**. A quantitative online survey of 8,088 online investors conducted between June and July 2023. To access the full report or for further information, please contact Brian Chong on b.chong@investmenttrends.com.