The Guide to... Stockmarket Players

Contributed by BMRB
Tuesday, 17 May 2005
Last Updated Wednesday, 03 August 2005

According to the 2005 Premier TGI (based on AB social grade chief income earners or spouses), there are currently 4.3 million premier adults who own stocks or shares. Almost half of them are aged 55 or over.

Stocks/shares owners are almost 30% more likely than the average Premier respondent to have a household budget of ?100,000 or more and are also 26% more likely to have paid ?30,000 or more for their car.

Almost half of those living in the South East own stocks/ shares. Stocks/shares owners are 74% more likely than the average Premier adult to be in the highest liquid asset score group and 11% more likely to be in the highest consumer expenditure quintile group.

Over a fifth of them are in the highest media neutral quintile for newspaper exposure and the group is 65% more likely than the average Premier adult to be `very interested` in newspaper articles about personal finance.

More than 140,000 of all stocks/ share owners have taken at least six holidays/short breaks in the past 12 months.

Nearly a quarter of them access the internet for more than 30 hours a month and are 84% more likely than the average Premier respondent to access websites regarding share prices, dealings, etc