

NEW BEHAVIOURS OF INVESTMENT

MEXICAN FEMALE TRADERS

AUGUST, 2022

Table of Contents

1. ABOUT US	3
2. ABOUT THIS REPORT	5
3. INTRODUCTION	6
4. METHODOLOGICAL NOTES	10
5. CHAPTER 1. MEXICAN FEMALE TRADERS	11
• Who are they?	
• Interest in investing	
• A-Graded students	
• The main reasons why women invest	
6. CHAPTER 2. MARKET DISCOVERY	14
7. CHAPTER 3. CHALLENGES	17
8. CHAPTER 4. FINDINGS	18
9. OTHERS SOURCES	19

About us

We're a global broker that has provided online trading services worldwide since 2011.

Our goal is to provide the opportunity for anyone to achieve their personal investment goals through Forex trading.

Our trading platforms use state-of-the-art technology to deliver an easy-to-use service for the modern lifestyle, and our clients confirm it in over 150 countries.

We believe that transparency and trust are fundamental keys to empowering traders, for which we share daily analyses and tools with anyone interested in learning more about the trading world and facilitating all traders' decision-making process.

As part of our responsibility, we work to improve the quality of life around the globe, for which we support education initiatives and help local communities and small and medium businesses.

AWARDS



**Best Mobile
Trading Platform
2022**



**Best in Class for
Social Copy
Trading 2022**



**Best ECN
Broker
2022**



**Most
Transparent
Broker 2022**

Our figures



More than 12
million trading
accounts

More than one
billion trades
executed

More than 15
million dollars paid
out in bonuses

More than 47
financial awards
during our 11 years
in operations



About this report

This report aims to understand the female traders' profile in Mexico, to recognize relevant factors that influence their behaviours when investing, and the barriers within the category.

We conducted 105 surveys to analyse their knowledge about investing and trading. The report explores their habits, motivations to invest, how they participate in the investment ecosystem, and how they envision the future of trading for women. The findings of this report present the power of resilience and the way women traders invest not only for an uncertain future, but also for a brighter present.

Introduction



The Foreign Exchange (Forex) is the fastest growing and one of the most liquid marketplaces for exchanging national currencies. It gathers a diverse group of investors from the most remote corners of the planet. In contrast to other financial markets, Forex does not have a physical location or a centralized trading exchange.

That is why it is considered an over-the-counter market where buyers and sellers meet to make transactions, including banks, corporations, and individual investors.

In recent years, there has been a massive adoption of individual participants into Forex. The development of banking and the involvement of new actors, who have managed to lower the minimum amount of capital or investment required, are one of the reasons. In addition, the recent technologies have also helped the Forex market to grow faster than any other in history.

Forex or any other trading market is for people looking to achieve specific financial goals. Those who practice trading can manage their work and capital by adopting the best financial tools. But, of course, a good trader's goal is to make a profit, so how do Mexican women participate in the trading world?

Mexican women, finances and opportunities

Despite the progress of women's inclusion in the workforce and financial life, Mexico still has areas for growth. According to the OCDE¹, less than half of working-age Mexican women participate in the working market. This is the lowest rate of all the member countries of the organization. Furthermore, of those women who work, 60% do so in informal jobs.

Disadvantages and lag are not only in the informality. Working women do not take part in the decision-making processes in large companies. Only 16% of women occupy managerial positions and just 8% do so in general management.² Moreover, as the hierarchical position in a company increases, women's presence decreases significantly.³

Why are they investing?

Trading has become a popular space and a savings opportunity for the financial development of Mexican women.

As individual investors, women's interest in operating the markets begins at 18 years old, five years earlier than men.

The gap between men and women continues regarding access to banking products.

62% of Mexican women between 18 to 70 years old have at least one financial product, 12 pp less than men.

INEGI, 2021⁴

1 Gurría, A. (2019). La Igualdad de Género y el Empoderamiento de las Mujeres para el Crecimiento Incluyente en México. From <https://www.oecd.org/about/secretary-general/gender-equality-and-empowerment-of-women-for-inclusive-growth-mexico-january-2020-es.htm>

2 Banco Mundial (2021). La participación laboral de la mujer en México. From <https://www.bancomundial.org/es/region/lac/publication/la-participacion-de-la-mujer-en-el-mercado-laboral-en-mexico>

3. McKinsey & Company (2021). Woman Matter Mx 2022. From <https://womenmattermx.com/en/>

4. Encuesta Nacional de Inclusión Financiera (ENIF) 2021. From: <https://www.inegi.org.mx/programas/enif/2021/>

Women's increasing interest in obtaining an additional source of income in Mexico and the rest of the world is a consequence of the unequal conditions. A dignified retirement, longer life expectancy, less representation within banking services and in the economically active population, and their income are only a few.

Throughout this study, we found how trading has been a savings tool for the future. However, regarding retirement plans per se, 70% of economically active women do not have a retirement account, which shows the urgency to access other alternatives.⁵

A new profile

Differences do not always lead to negative gaps. For example, women show an encouraging outlook on investments and finances. However, unlike men, women are more cautious traders.

Although their trading activity is much more prudent, it can also show more benefits and long-term earnings.

36% of Mexican women who have never accessed a financial product did not do so for fear of acquiring a debt.

INEGI, 2021⁶



5. Encuesta Nacional de Inclusión Financiera (ENIF) 2021. From: <https://www.inegi.org.mx/programas/enif/2021/>

6. Et al.

The resilience factor

The unequal conditions women have experienced for many years helped them overcome crises and face situations such as the COVID-19 pandemic. However financial support for this specific group can be more relevant to them and the country.

The country's per capita income would be 22% higher if women's economic participation rate reached the same as men's. The exclusion of women represents a significant loss of productivity and, therefore, a substantial loss in the Gross Net Income.⁷

We are aware of this reality and intend to contribute to the individual financial culture and raise awareness about the investing processes of women involved in the financial markets. In addition, identifying habits, best practices, and learning processes among the analyzed population will help project a better future.

7 Gurría, A. (2019). La Igualdad de Género y el Empoderamiento de las Mujeres para el Crecimiento Incluyente en México. From <https://www.oecd.org/about/secretary-general/gender-equality-and-empowerment-of-women-for-inclusive-growth-mexico-january-2020-es.htm>



Methodological notes



Country:

Mexico

Audience:

Female Traders with Bachelor's Degree and Post Graduate Certificates

Distribution of the ages of the participants:

YEARS OLD	#PARTICIPANTS
21-25	12
26-30	25
31-35	35
36-40	13
41-44	8
45-50	9
50	3

Questionnaires:

105

Questions:

28

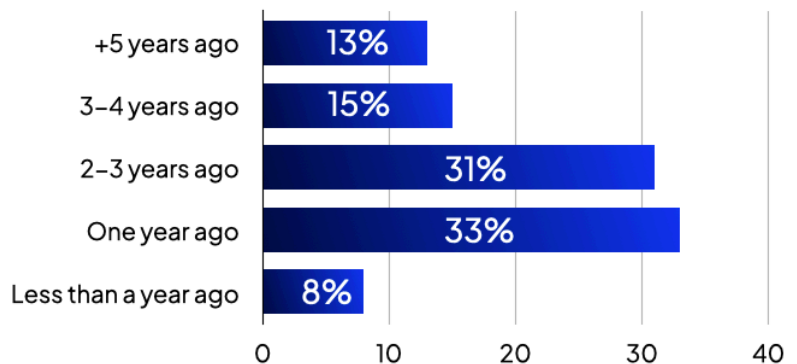
Chapter 1. Mexican female traders

Who are they? Investment has recently become a popular activity for Mexican women. However, only 1 out of 4 women started investing three years ago, but the number of investors has risen significantly since 2019.

Nearly half of women learn to invest from a friend, partner, or family member. As a result, digital tools and social media platforms have become essential instruments for their education.



Q. When did you start to invest?



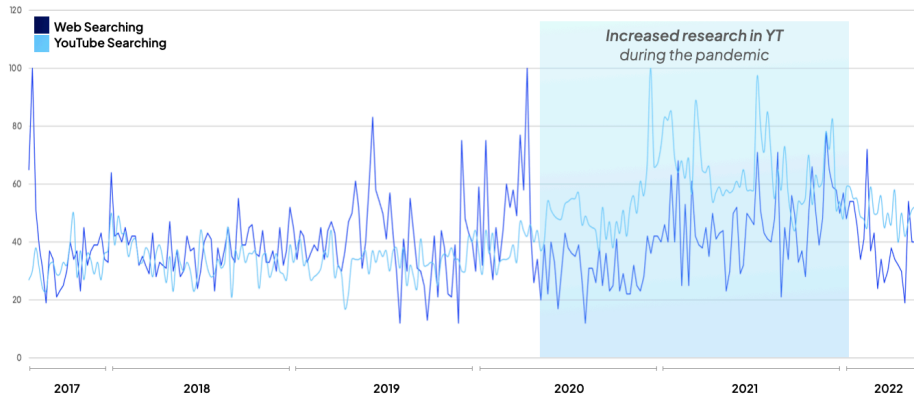
Mexican women are trained by close acquaintances and demonstrate the power of self-teaching.

Q. How did you learn to invest?

- 40% From a friend, partner or relative
- 28% On social media on my own (YouTube, TikTok, etc)
- 11% Articles, e-books, dedicated blogs
- 11% Finance school
- 8% Using a course from a broker
- 1% Other

Increased interest in the topic

Since 2019, the topic has shown an increase in search queries, but in 2020, “how to invest?” became democratized by YouTube.



Mexican YouTube creators focused on finance



Paola Herrera
2.8 M followers



Eduardo Rosas
745k followers



Omar Educación
421k followers



Pequeño Cerdo C
294k followers

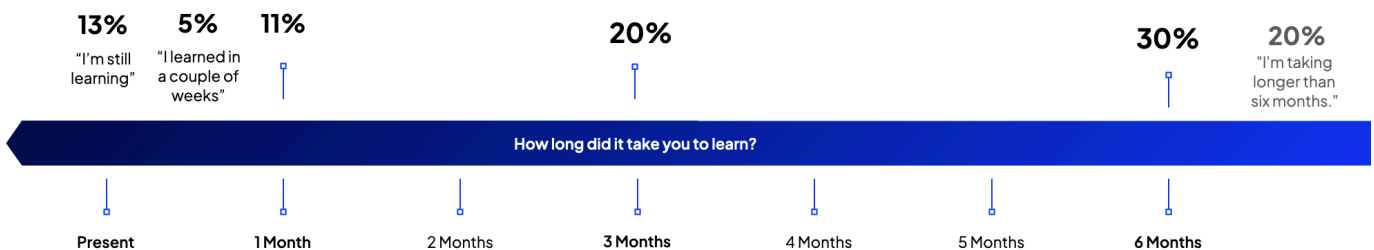


Cooltura Financiera
45k followers

A-Graded Students

66% of Mexican female traders learned how to invest in less than six months

Q. How long did it take you to learn to invest?



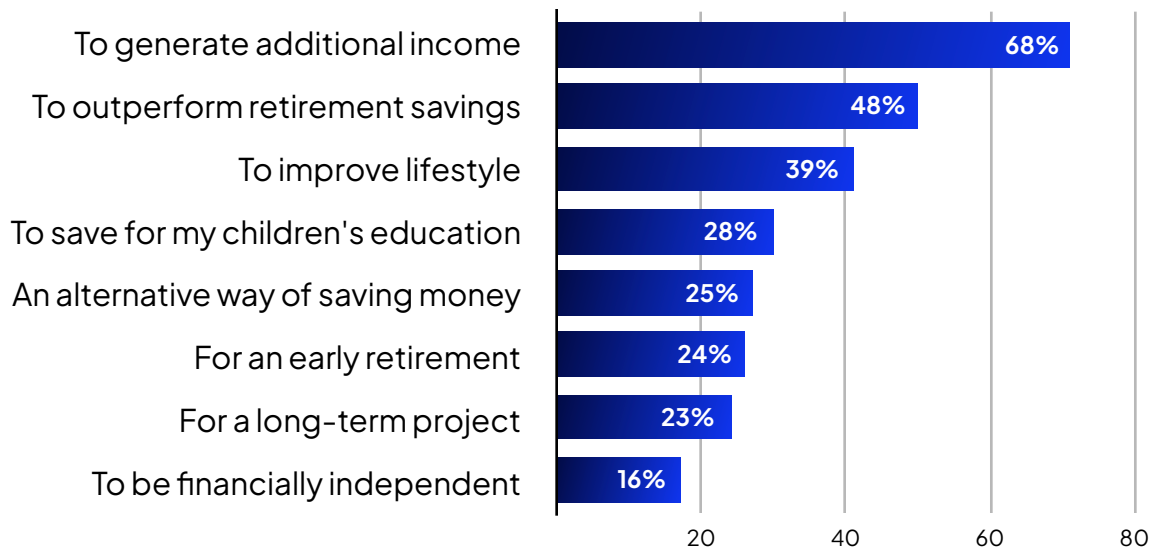
The main reasons why women invest

Are they interested in enhancing their future or do women desire to improve their current situation?

Most Mexican traders invest in generating additional income and improving their current financial situation.

However, the future is essential as well. Millennials face a future without retirement plans. So, they prefer to try other options with better profits.

Q. Why did you start to invest?



Chapter 2. Market discovery

Nearly all (85%) Mexican female traders recognise trading apps, and 75% have also used these investment services.

Talking about apps and trading platforms:

- 78% recognise at least one trading app
- 36% recognise six trading apps
- 23% recognise eight trading apps
- 17% recognise ten trading apps

They know the trading apps offer, but national traders are more conservative in their use:

- Half of women traders use only one platform when investing
- 1 out of 4 women used either one or two trading apps

They operate on these platforms and prefer those that offer security

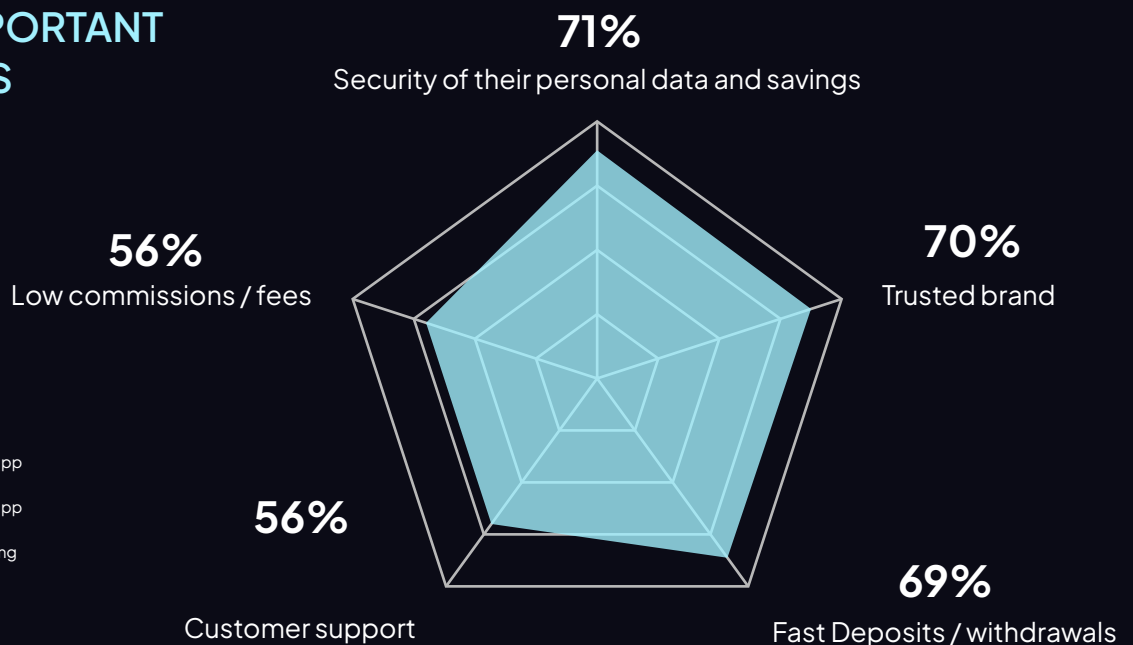
Half (49%) use it once a week, while 31% use it daily. About the user experience on the trading apps, they rank as the most important features the security and easy access to their money.

Q. What assets do you invest in?

Q. Why do you invest in these assets?

Q. Which of these would you be adding to you current portfolio over next few months?

THE MOST IMPORTANT APP FEATURES



Q. Which of these trading platforms/app do you recognize it?

Q. Which of these trading platforms/app do you use or have used?

Q. How often do you trade using trading platforms/app?

Q. Please rate each feature of the platforms/app you use currently to trade according to its importance?

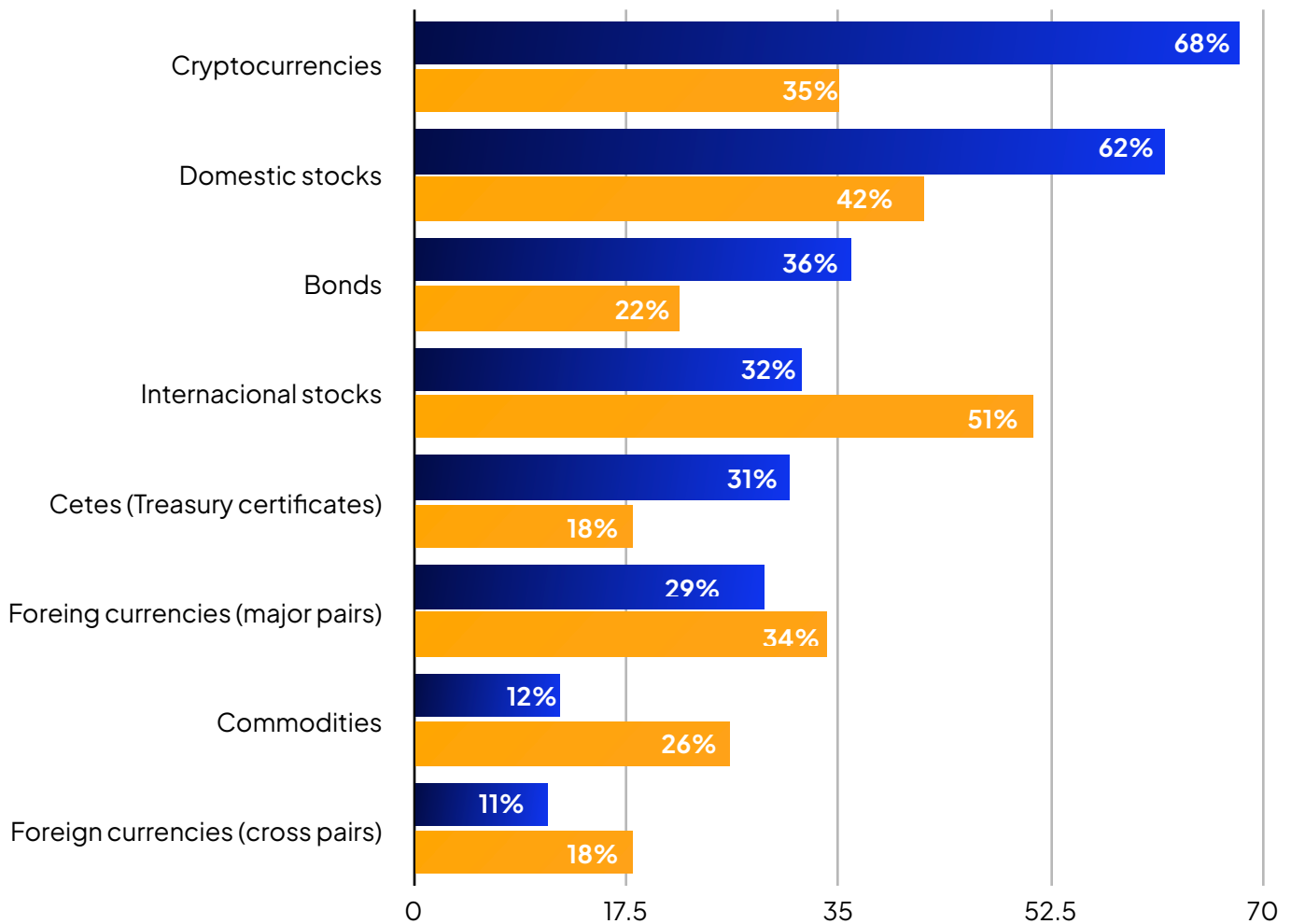
Key players

What is the most popular way of investment? The most popular investments among female traders are cryptocurrencies (68%) and domestic stocks (62%) according to the sample. A friend advised

Mexican female traders on these assets (27%), but most found an upward trend in the market (57%). At the same time, they plan to invest in international (51%) and domestic (42%) stocks in the coming months.

Q. In which of these assets do you invest?

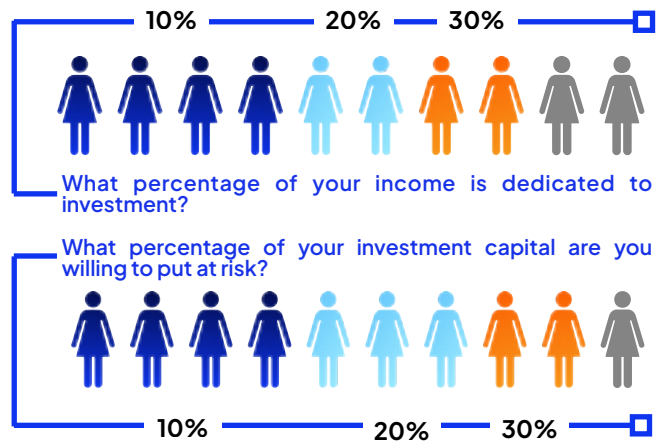
Q. Which of these would you be adding to your current portfolio over the next few months?



The Fears and the Challenges

According to the surveyed women, Mexicans are prudent. They reduce risk in their investments, both in the percentage of their income allocated for investing and in their profits.

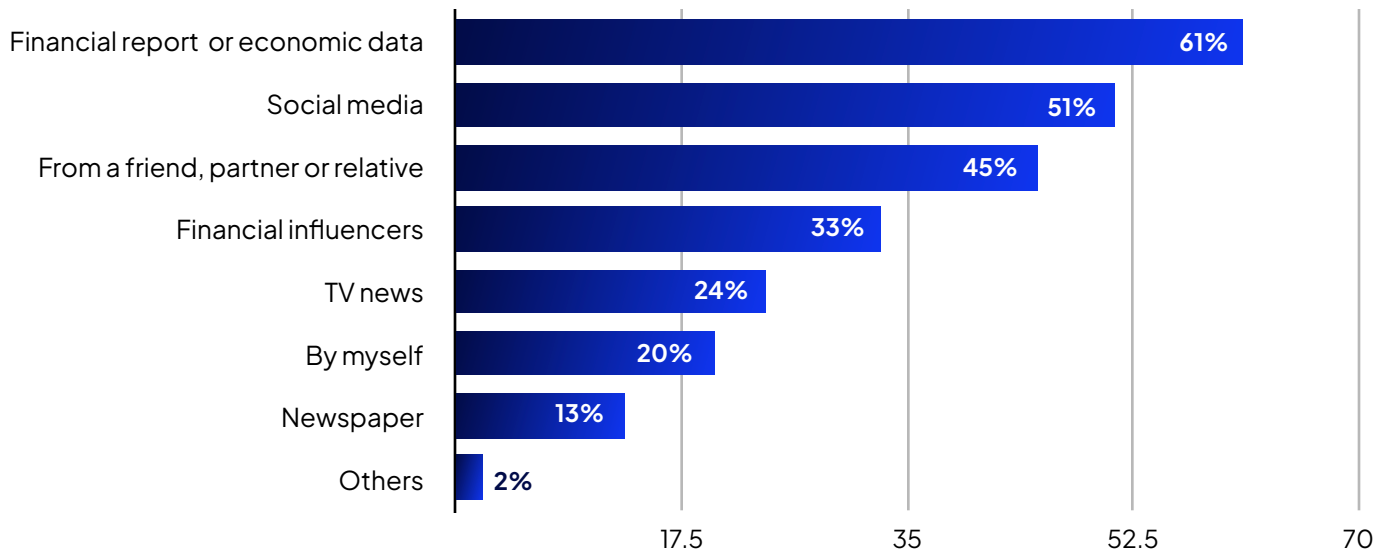
Mexicans are cautious with their portfolio. More than half of traders rebalance it once monthly, and 1 out of 4 each quarter.



Who do female traders trust?

The main sources to access market information are financial reports. However, social media and information from friends are very significant to half of the women surveyed. Traditional media such as TV and newspapers are only considered by 1 out of 5 women. The female traders are always informed by consulting these sources daily or weekly.

Q. Where do you get information on where to invest?



Q. How often do you consult these sources?

Chapter 3. Challenges

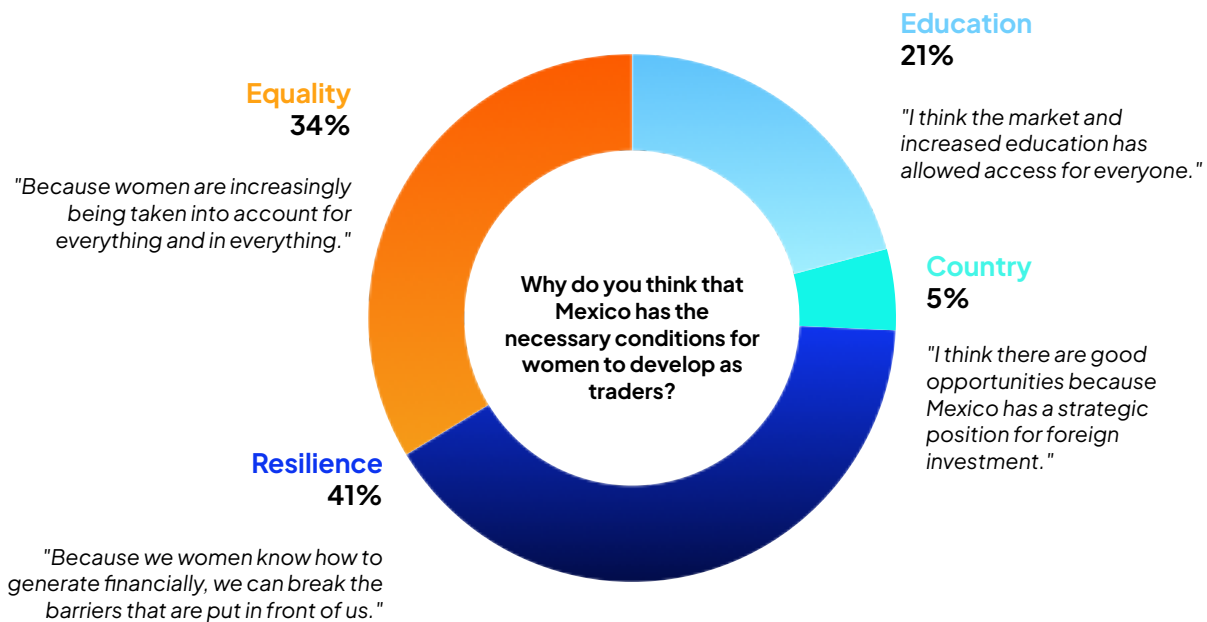
Mexican women and the young population have been the most affected groups during the COVID-19 crisis. They have lost their jobs and do not have the same opportunities. Moreover, the country's women population had already experienced a more significant disadvantage in the financial category.

From a positive perspective, 35% of female traders have started investing during the pandemic, with 1 of 4 increasing the number of allocated funds.

In contrast, 27% reduced their investment, while 12% stopped doing so for a while.

Real Resilience

Despite the situation, nearly all Mexican women (82%) believe that Mexico offers the optimal conditions for women to become traders.



Chapter 4. Findings

1

Close friends and family have influenced Mexican women, but they have also been self-trained in a recent investment trend. Because women have been interested in this activity, there has been an increase in digital influencers and trading-related channels.

2

Mexican female traders are investing to generate additional income, but they are concerned for their future. Their main goal is to save for a good, sufficient and perhaps early retirement. Children's education and long-term projects are other of their financial goals.

3

They are informed and prudent investors. Mexican women know at least five investment platforms but use only one or two. Banking platforms tend to be the most recognised.

4

They are optimistic about female participation in the trading world in the future. They realise that investing has been an activity related to men. However, they are aware of their abilities to overcome bias.

Other sources

Gurría, A. (2019). La Igualdad de Género y el Empoderamiento de las Mujeres para el Crecimiento Incluyente en México. From <https://www.oecd.org/about/secretary-general/gender-equality-and-empowerment-of-women-for-inclusive-growth-mexico-january-2020-es.htm>

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McKinsey & Company, (2021) Woman Matter Mx 2022. From <https://womenmattermx.com/en/>

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