

What Drives Futures Market Participants

A Futures Market Survey
by Barchart



Executive Summary

Futures markets are represented by many types of investors, traders, hedgers and other market participants. Some are professionals who work for investment banks, brokerages and hedge funds, while others are non-professionals or individuals who speculate in the markets for their own accounts. And, of course there are commercial hedgers whether corporate, financial or commodity focused. All of these audiences engage with futures markets in various ways. How often do they trade futures? What trading software do they use? How long do their trades typically stay in the market?

Where do they get data from? What about those who follow the futures market, but don't trade futures? And, what do the groups want "more of"? We surveyed over 400 people across four different venues to establish four audiences: Active Investors, Listed Derivatives Audience, Business Professionals, and the General Online Population. These cohorts allowed us to understand how each group interacts with the futures markets, on which platforms, and for what purposes. This report presents the findings.

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What Drives Futures Market Participants

Overview of the Audiences

To better understand how each cohort interacts with and monitors the futures market, we surveyed individuals across four separate platforms: Facebook, LinkedIn, Barchart.com, and the John Lothian Newsletter.



General Online Audience

- Represents the "General Online Audience" - users were surveyed on Facebook
- Broad age range - includes both younger and older investors
- Respondents typically have a middle-class income range
- 1 out of 10 indicated they trade futures



Business Professional Audience

- Represents the "Business Professional Audience" - users were surveyed on LinkedIn
- Younger age range - most respondents were younger than 46 years old
- Broad household income range - includes both middle-class and upper-class investors
- Nearly 4 out of 10 indicated they trade futures



Active Investor Audience

- Represents the "Active Investor Audience" - users were surveyed on Barchart.com
- Broad age range - includes both younger and older investors
- Respondents typically have an upper-middle-class income range
- 6 out of 10 indicated they trade futures



Listed Derivatives Audience

- Represents the "Listed Derivatives Audience" - users were surveyed through the John Lothian Newsletter
- Broad age range - includes both younger and older investors
- Broad household income range - includes both middle-class and upper-class investors
- 5 out of 10 indicated they trade futures

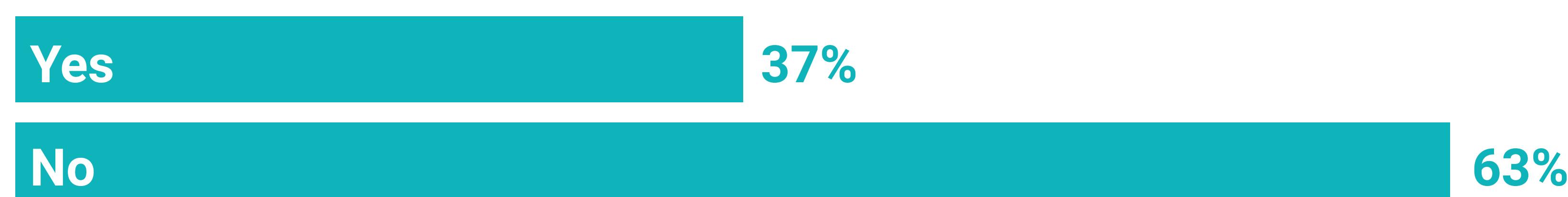
What Drives Futures Market Participants

Do you trade futures?

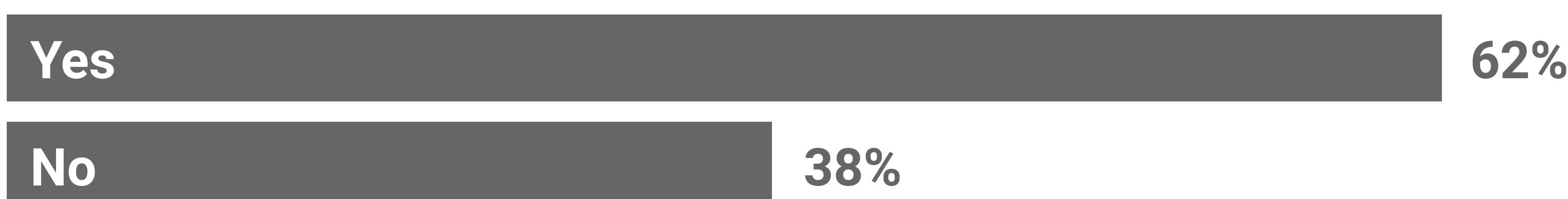
General Online Audience



Business Professional Audience



Active Investor Audience



Listed Derivatives Audience



6 out of 10 respondents from the Active Investor Audience indicated they trade futures



The following results are from respondents who answered "yes" when asked "do you trade futures?"

What Drives Futures Market Participants

For how long have you traded futures?

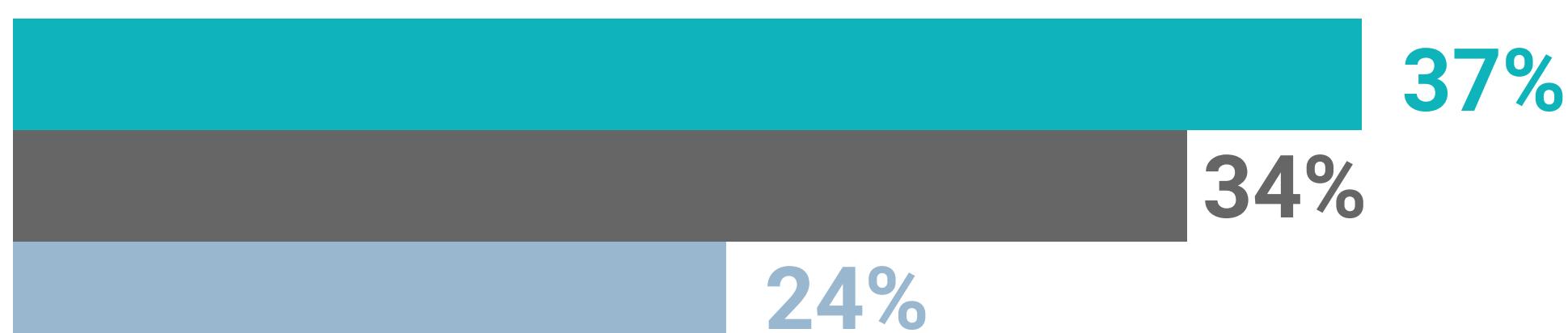
*Respondents answered "yes" when asked if they trade futures

 **Business Professional Audience**  **Active Investor Audience**  **Listed Derivatives Audience**

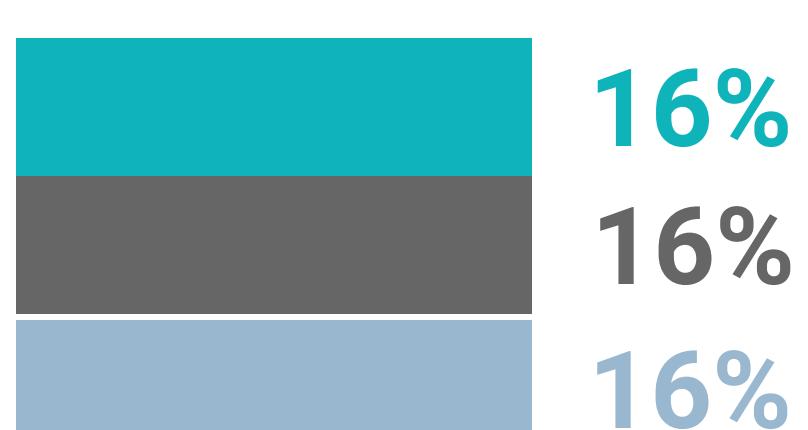
1-5 years



6-10 years



11-20 years



20+ years



44% of the Listed Derivatives Audience have been trading futures for over 20 years

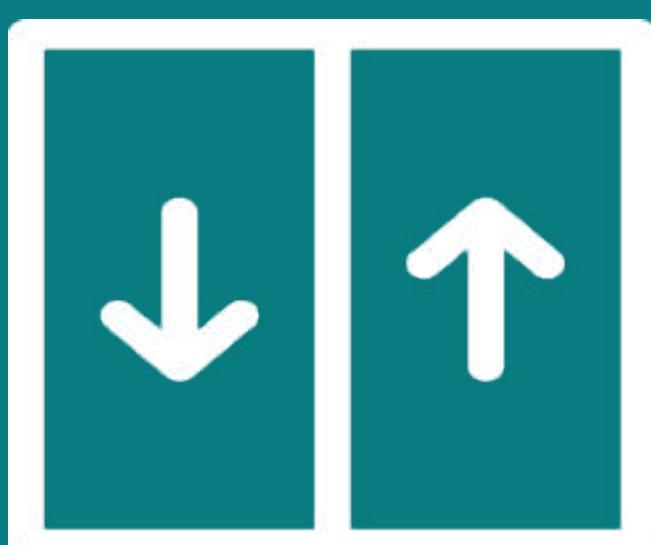


As a result of lack of data, the **General Online Audience's responses have not been included in this section of the report.*

For what primary purpose do you trade futures?

**Respondents answered "yes" when asked if they trade futures*

68% of all respondents trade futures for personal speculation vs 6% who trade for hedging purposes



Hedging (6%)

Business Professional Audience | 16%

Active Investor Audience | 3%

Listed Derivatives Audience | 12%



Speculative - Personal (68%)

Business Professional Audience | 47%

Active Investor Audience | 80%

Listed Derivatives Audience | 44%



Speculative - Business (21%)

Business Professional Audience | 26%

Active Investor Audience | 16%

Listed Derivatives Audience | 32%



Brokerage (5%)

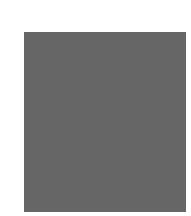
Business Professional Audience | 11%

Active Investor Audience | 1%

Listed Derivatives Audience | 12%

How often do you trade futures?

*Respondents answered "yes" when asked if they trade futures

 Business Professional Audience  Active Investor Audience  Listed Derivatives Audience

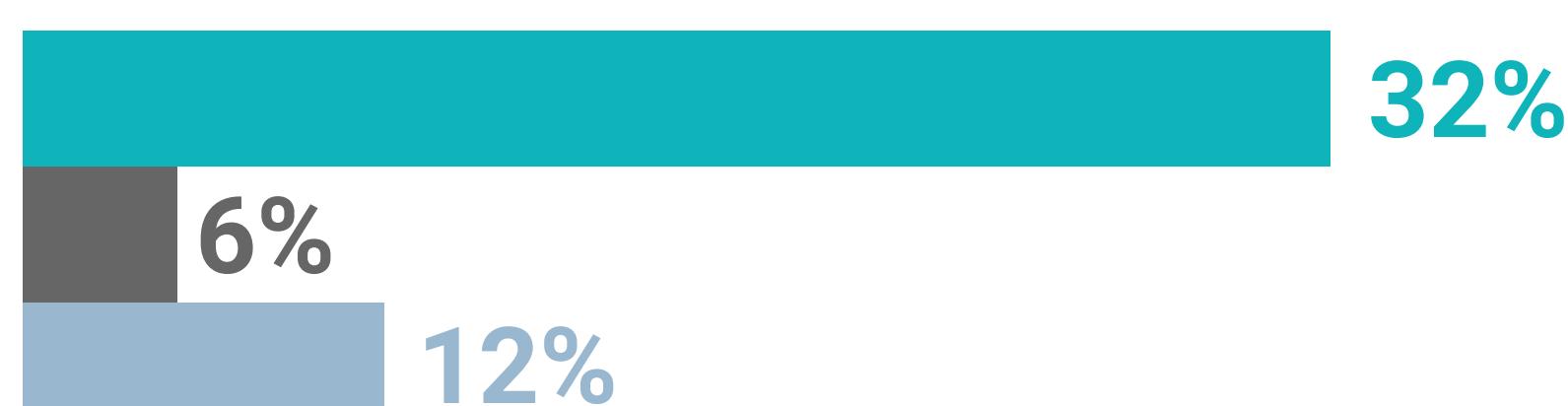
Daily or Multiple Times per Day



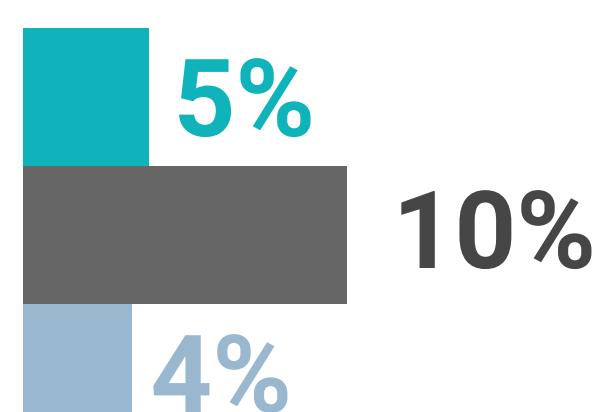
Weekly



Monthly



Very Rarely



Over half of the **Business Professional Audience**, **Active Investor Audience** and **Listed Derivatives Audience** indicated they trade futures at least once per day



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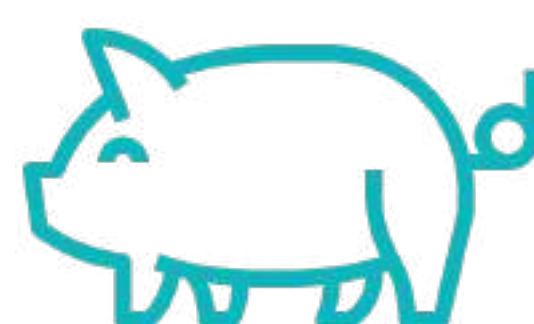
What types of futures do you trade? Select all that apply.

*Respondents answered "yes" when asked if they trade futures



Grain (32%)

Business Professional Audience | 47%
Active Investor Audience | 22%
Listed Derivatives Audience | 56%



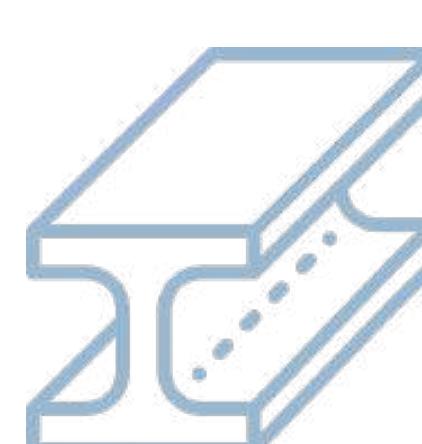
Livestock (23%)

Business Professional Audience | 53%
Active Investor Audience | 14%
Listed Derivatives Audience | 28%



Energy (48%)

Business Professional Audience | 32%
Active Investor Audience | 47%
Listed Derivatives Audience | 60%



Metals (48%)

Business Professional Audience | 37%
Active Investor Audience | 52%
Listed Derivatives Audience | 44%



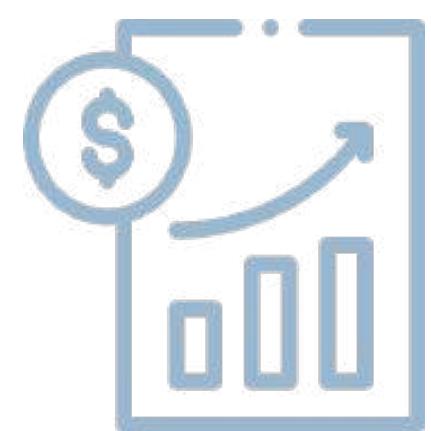
Softs (15%)

Business Professional Audience | 21%
Active Investor Audience | 16%
Listed Derivatives Audience | 9%



Equity Indexes (48%)

Business Professional Audience | 26%
Active Investor Audience | 42%
Listed Derivatives Audience | 88%



Interest Rates (37%)

Business Professional Audience | 32%
Active Investor Audience | 35%
Listed Derivatives Audience | 48%



Currencies (27%)

Business Professional Audience | 32%
Active Investor Audience | 20%
Listed Derivatives Audience | 48%



Cryptocurrencies (9%)

Business Professional Audience | 11%
Active Investor Audience | 8%
Listed Derivatives Audience | 12%



Volatility Futures (10%)

Business Professional Audience | 11%
Active Investor Audience | 5%
Listed Derivatives Audience | 24%

Do you use real-time, delayed or end-of-day futures prices?

*Respondents answered "yes" when asked if they trade futures

88% of the Listed Derivatives Audience use real-time data to view futures market prices



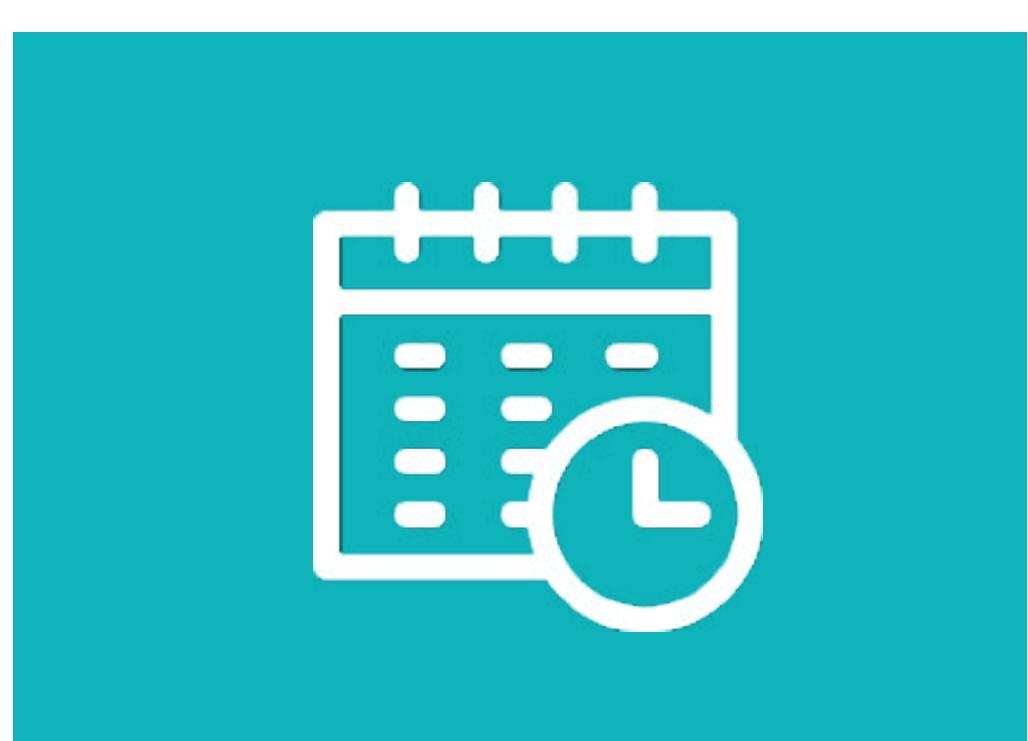
Real-Time Data

Business Professional Audience | 42%
Active Investor Audience | 33%
Listed Derivatives Audience | 88%



Delayed Data

Business Professional Audience | 32%
Active Investor Audience | 46%
Listed Derivatives Audience | 12%



End-of-Day

Business Professional Audience | 21%
Active Investor Audience | 20%
Listed Derivatives Audience | 0%



Don't Know

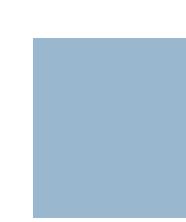
Business Professional Audience | 5%
Active Investor Audience | 1%
Listed Derivatives Audience | 0%

What drives your trading decisions? Select up to 3.

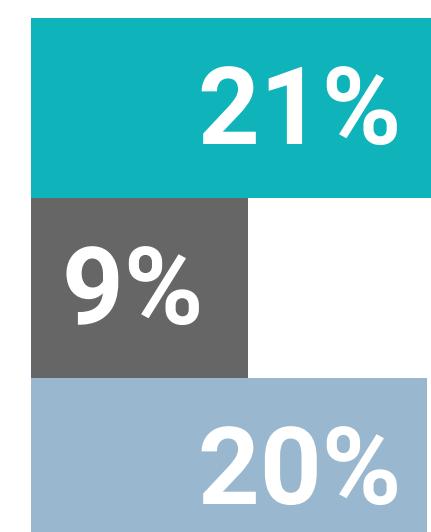
*Respondents answered "yes" when asked if they trade futures

 Business Professional Audience

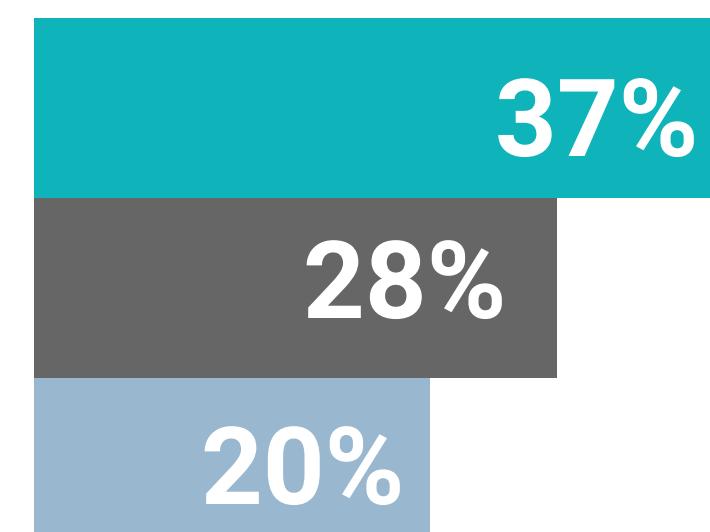
 Active Investor Audience

 Listed Derivatives Audience

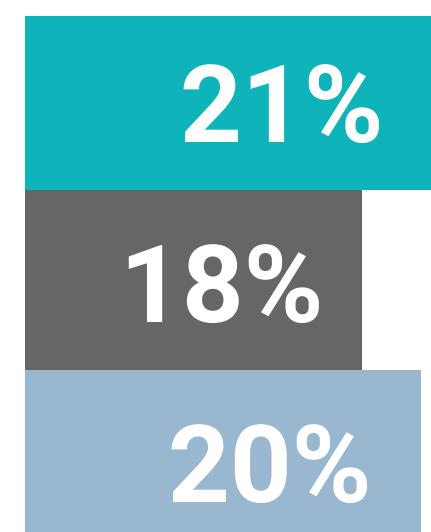
I enter orders to hedge



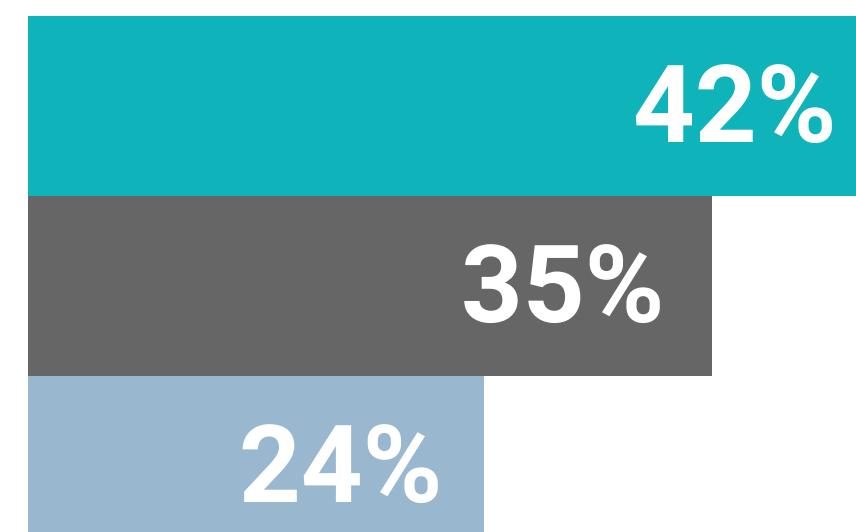
Automated trading based on algorithms



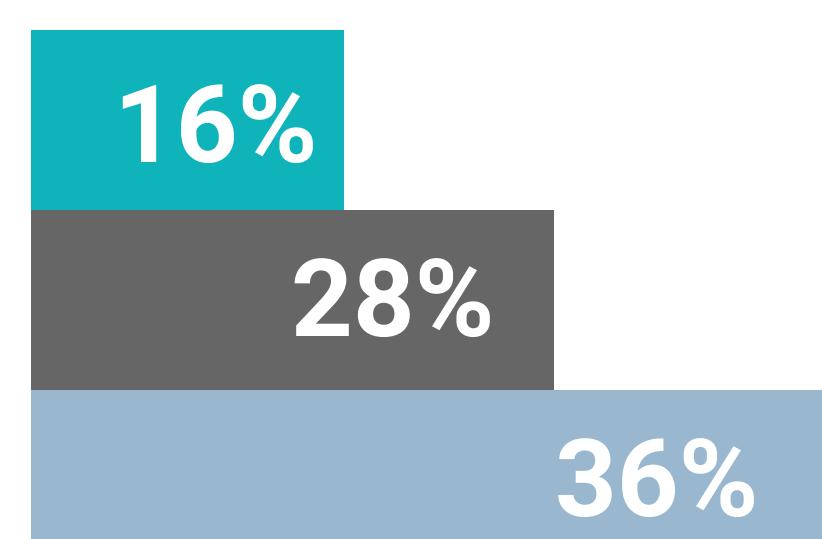
I enter orders on behalf of clients



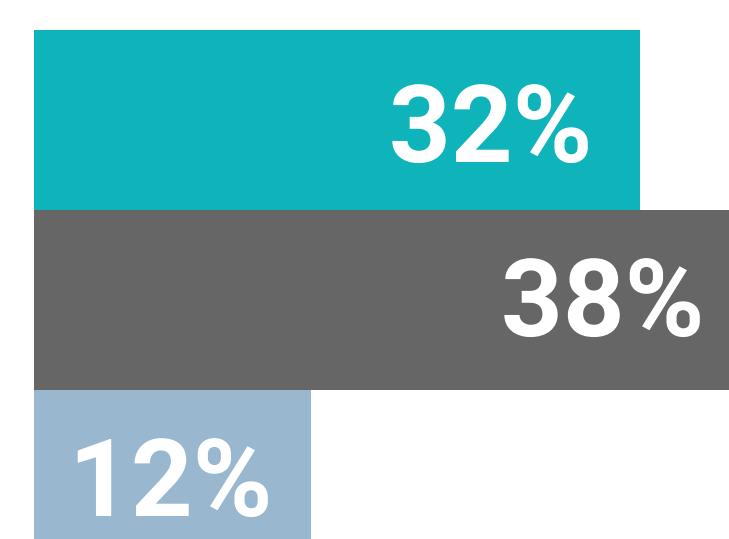
Basic chart analysis



I'm in and out / scalp trading



Serious chart and technical analysis



Basic as well as serious chart analysis drives the trading decisions for the majority of all survey respondents



*This question is continued on Page 12

What drives your trading decisions?

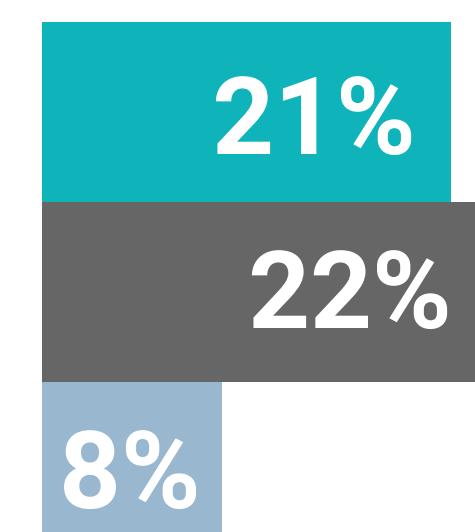
*Respondents answered "yes" when asked if they trade futures

 **Business Professional Audience**

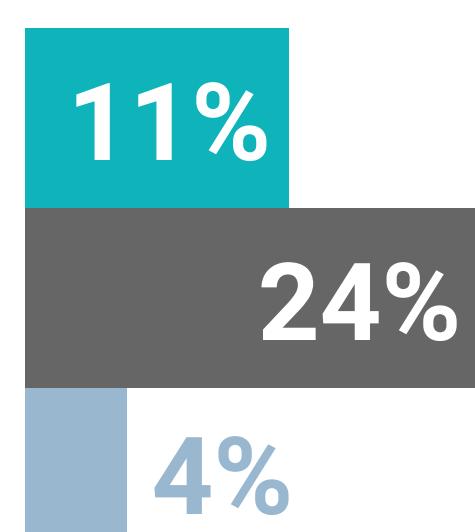
 **Active Investor Audience**

 **Listed Derivatives Audience**

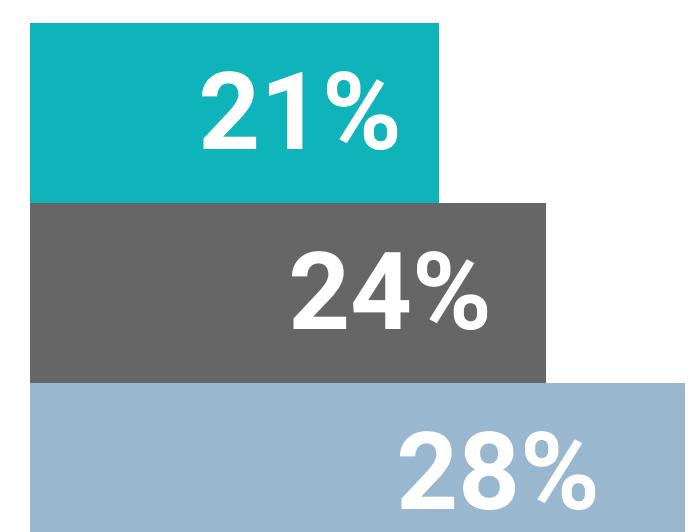
Fundamental analysis



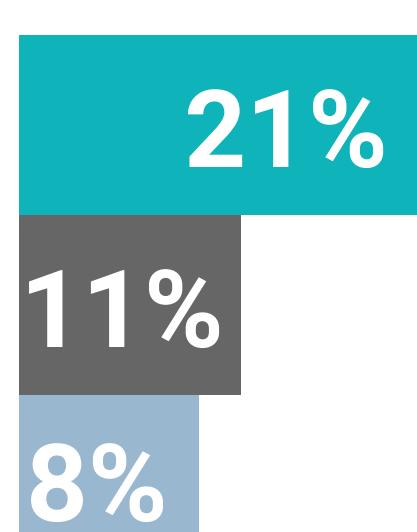
I take a position ahead of key releases



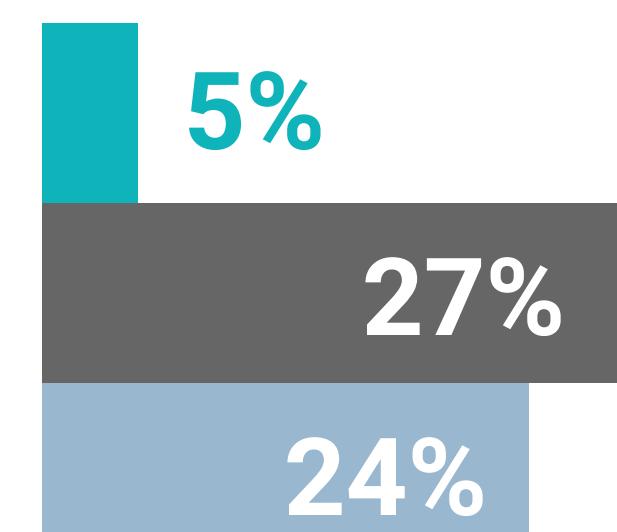
My own custom analysis



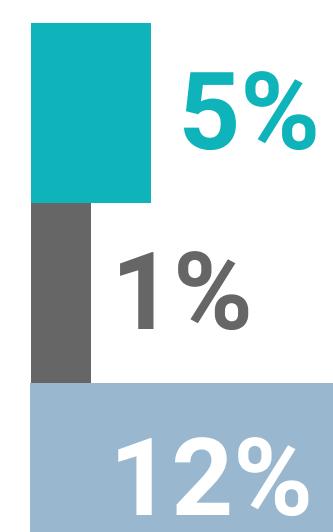
I follow the news and then take a position



Options analysis



Other



Options analysis drives trading decisions for 27% of the Active Investor Audience and 24% of the Listed Derivatives Audience compared to 5% of the Business Professional Audience



Where do you get futures quotes / prices from?

*Respondents answered "yes" when asked if they trade futures



51% of the **Active Investor Audience** indicated that they turn to financial media websites to receive futures quotes and prices

Financial Media

vs.

Broker Platform, Trading Software or Exchange

40%

Business Professional Audience

60%

51%

Active Investor Audience

47%

20%

Listed Derivatives Audience

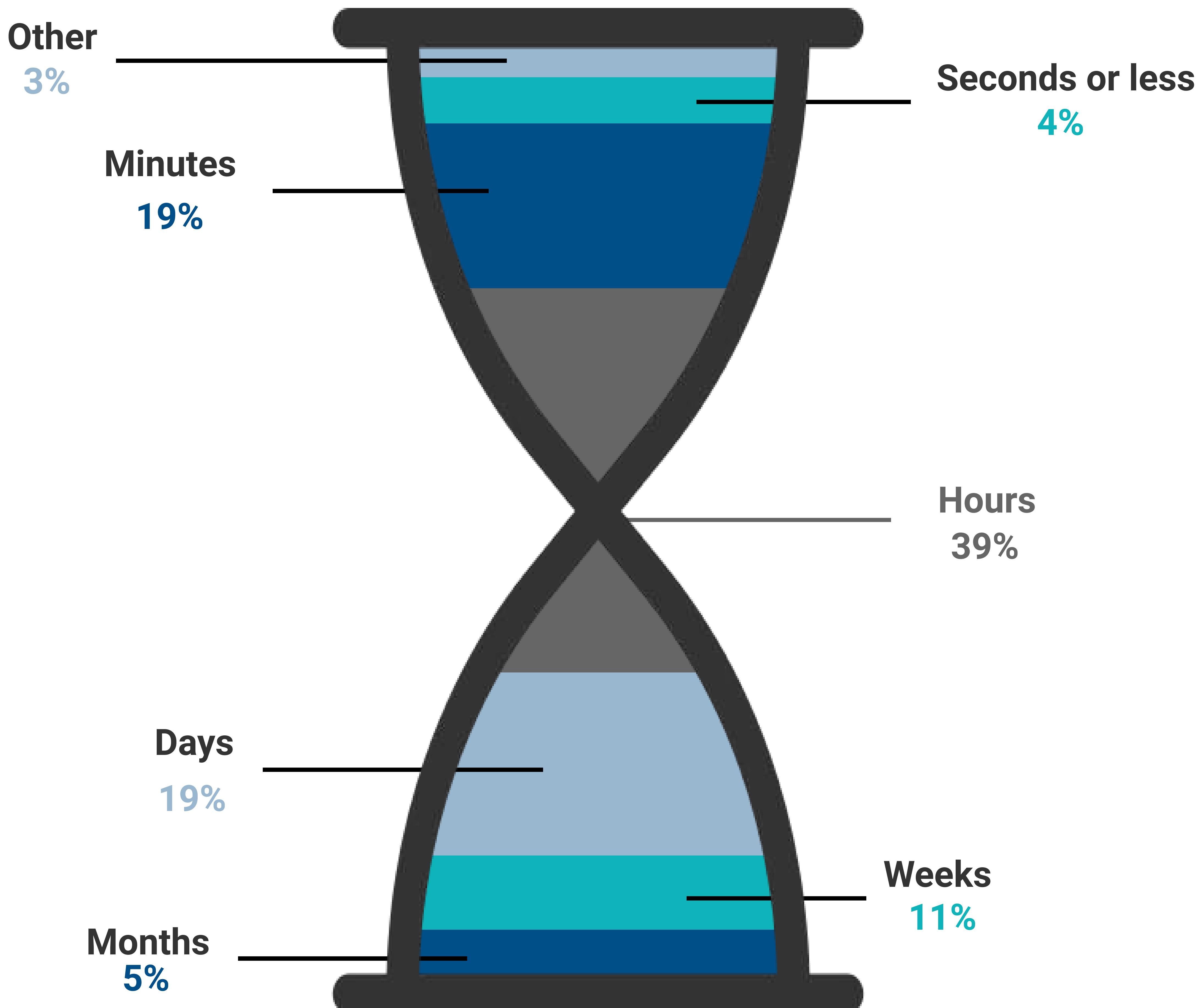
75%

*2% of Active Investor Audience and 5% of the Listed Derivatives Audience responses were for "Other."

*Respondents were allowed to select up to 3 choices for where they get futures quotes. The choices included: Trading software (including web-based platforms), broker website, exchange website, Barchart.com, TradingView.com, TradingCharts.com, Yahoo Finance, WSJ.com, or "Other"

How long do your trades typically stay in the market?

*Respondents answered "yes" when asked if they trade futures



62% of respondents typically have their trades stay in the market for hours or less



How do you execute your trades?

**Respondents answered "yes" when asked if they trade futures*



I enter orders online myself or through software

Business Professional Audience | 42%

Active Investor Audience | 52%

Listed Derivatives Audience | 72%



I call a broker to enter my order for me

Business Professional Audience | 32%

Active Investor Audience | 39%

Listed Derivatives Audience | 8%



My orders are automatically generated / blackbox

Business Professional Audience | 32%

Active Investor Audience | 9%

Listed Derivatives Audience | 8%



55% of all respondents place orders themselves or through software versus 13% whose orders are generated automatically

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What platforms do you trade from? Select up to 3.

*The below responses are from the **Business Professional Audience**. Respondents answered "yes" when asked if they trade futures

Business Professional Audience



Interactive Brokers (32%)



Trading Technologies (32%)



TD Ameritrade / thinkorswim (21%)



CQG (21%)



CMEDirect (21%)



RJO WebOE (16%)



WebICE (11%)



QST (11%)



Sierra Chart (11%)



MultiCharts (11%)



Cunningham / CTS T4 (11%)



Bloomberg (11%)

*The above table only shows the top twelve answers received from the **Business Professional Audience**. Respondents were given the option to choose 3 from the following platforms: Interactive Brokers, Trading Technologies, TD/thinkorswim, CQG, CMEDirect, WebICE, Oak, QST, RJO WebOE, J-Trader, Barchart Trader, cmdtyView, Sierra Chart, NinjaTrader, MultiCharts, TradeStation, GAIN Trader, APEX, Cunningham/CTS T4, TradingView, Orc, OptionsCity, R / Trader, PhotonTrader, ION, Bloomberg, Thomson Reuters/Refinitiv, A broker platform not listed, An ISV platform not listed, Custom software, Other, or I don't.

What platforms do you trade from? Select up to 3.

The below responses are from the **Active Investor Audience. Respondents answered "yes" when asked if they trade futures*

Active Investor Audience



Oak Trading Systems / ADMIS (19%)



TD Ameritrade / thinkorswim (15%)



Interactive Brokers (14%)



Barchart Trader (13%)



WebICE (11%)



QST (11%)



Bloomberg (11%)



THOMSON REUTERS

Thomson Reuters / Refinitiv (10%)



TradingView

TradingView (9%)



PhotonTrader (9%)

**The above table only shows the top eleven answers received from the Business Professional Audience. Respondents were given the option to choose 3 from the following platforms: Interactive Brokers, Trading Technologies, TD/thinkorswim, CQG, CMEDirect, WebIce, Oak, QST, RJO WebOE, J-Trader, Barchart Trader, cmdtyView, Sierra Chart, NinjaTrader, MultiCharts, TradeStation, GAIN Trader, APEX, Cunningham/CTS T4, TradingView, Orc, OptionsCity, R / Trader, PhotonTrader, ION, Bloomberg, Thomson Reuters/Refinitiv, A broker platform not listed, An ISV platform not listed, Custom software, Other, or I don't.*

What platforms do you trade from? Select up to 3.

*The below responses are from the **Listed Derivatives Audience**. Respondents answered "yes" when asked if they trade futures

Listed Derivatives Audience

A broker platform not listed (20%)



Interactive Brokers (16%)



CQG (16%)

Custom Software (16%)



RJO WebOE (12%)



Trading Technologies (12%)



TD Ameritrade / thinkorswim (8%)



WebICE (8%)



CMEDirect (8%)



NinjaTrader (8%)

*The above table only shows the top ten answers received from the Listed Derivatives Audience. Respondents were given the option to choose 3 from the following platforms: Interactive Brokers, Trading Technologies, TD/thinkorswim, CQG, CMEDirect, WebICE, Oak, QST, RJO WebOE, J-Trader, Barchart Trader, cmdtyView, Sierra Chart, NinjaTrader, MultiCharts, TradeStation, GAIN Trader, APEX, Cunningham/CTS T4, TradingView, Orc, OptionsCity, R / Trader, PhotonTrader, ION, Bloomberg, Thomson Reuters/Refinitiv, A broker platform not listed, An ISV platform not listed, Custom software, Other, or I don't.

What Drives Futures Market Participants

What brokers do you use? Select up to 2.

The below responses are from the **Business Professional Audience. Respondents answered "yes" when asked if they trade futures*

Business Professional Audience



Interactive Brokers (26%)



INTL FCStone (21%)



E*Trade (21%)



UBS (16%)



AMP Futures (11%)



ADM Investor Services (11%)



RCG / Marex Spectron (11%)



JP Morgan (11%)



TD Ameritrade (11%)

**The above table only shows the top nine answers received from the Business Professional Audience. Respondents were given the option to choose 2 from the following platforms: Interactive Brokers, UBS, INTL FC Stone, Goldman Sachs, AMP Futures, ADM Investor Services, RJ O'Brien, E*Trade, Advantage Futures, RCG/ Marex Spectron, JP Morgan, Wedbush, Deutsche Bank, Citigroup, Dorman Trading, Morgan Stanley, GAIN/Daniel's Trading, Straits Financial, Phillip Capital, Tradestation, CHS Hedging, Tradeovate, ED&F Man, TD Ameritrade, Schwab, NinjaTrader Brokerage, and Other.*

What Drives Futures Market Participants

What brokers do you use? Select up to 2.

*The below responses are from the **Active Investor Audience**. Respondents answered "yes" when asked if they trade futures

Active Investor Audience



Interactive Brokers (14%)



TD Ameritrade (13%)



E*Trade (11%)



AMP Futures (11%)



Goldman Sachs (11%)



INTL FCStone (10%)



ADM Investor Services (8%)



RJ O'Brien (8%)

Morgan Stanley

Morgan Stanley (8%)



GAIN / Daniel's Trading (8%)

*The above table only shows the top ten answers received from the Active Investor Audience. Respondents were given the option to choose 2 from the following platforms: Interactive Brokers, UBS, INTL FC Stone, Goldman Sachs, AMP Futures, ADM Investor Services, RJ O'Brien, E*Trade, Advantage Futures, RCG/ Marex Spectron, JP Morgan, Wedbush, Deutsche Bank, Citigroup, Dorman Trading, Morgan Stanley, GAIN/Daniel's Trading, Straits Financial, Phillip Capital, Tradestation, CHS Hedging, Tradeovate, ED&F Man, TD Ameritrade, Schwab, NinjaTrader Brokerage, and Other.

What Drives Futures Market Participants

What brokers do you use? Select up to 2.

*The below responses are from the **Listed Derivates Audience**. Respondents answered "yes" when asked if they trade futures

Listed Derivatives Audience



ADM Investor Services, Inc.

RJ O'Brien (24%)



Interactive Brokers

Interactive Brokers (12%)



TD Ameritrade

TD Ameritrade (8%)



AMP Futures (8%)



Goldman Sachs (8%)



ADM Investor Services, Inc.

ADM Investor Services (8%)



GAIN CAPITAL

GAIN / Daniel's Trading (8%)



ROSENTHAL COLLINS GROUP
A DIVISION OF MAREX SPECTRON

RCG / Marex Spectron (8%)



DORMAN TRADING

Dorman Trading (8%)

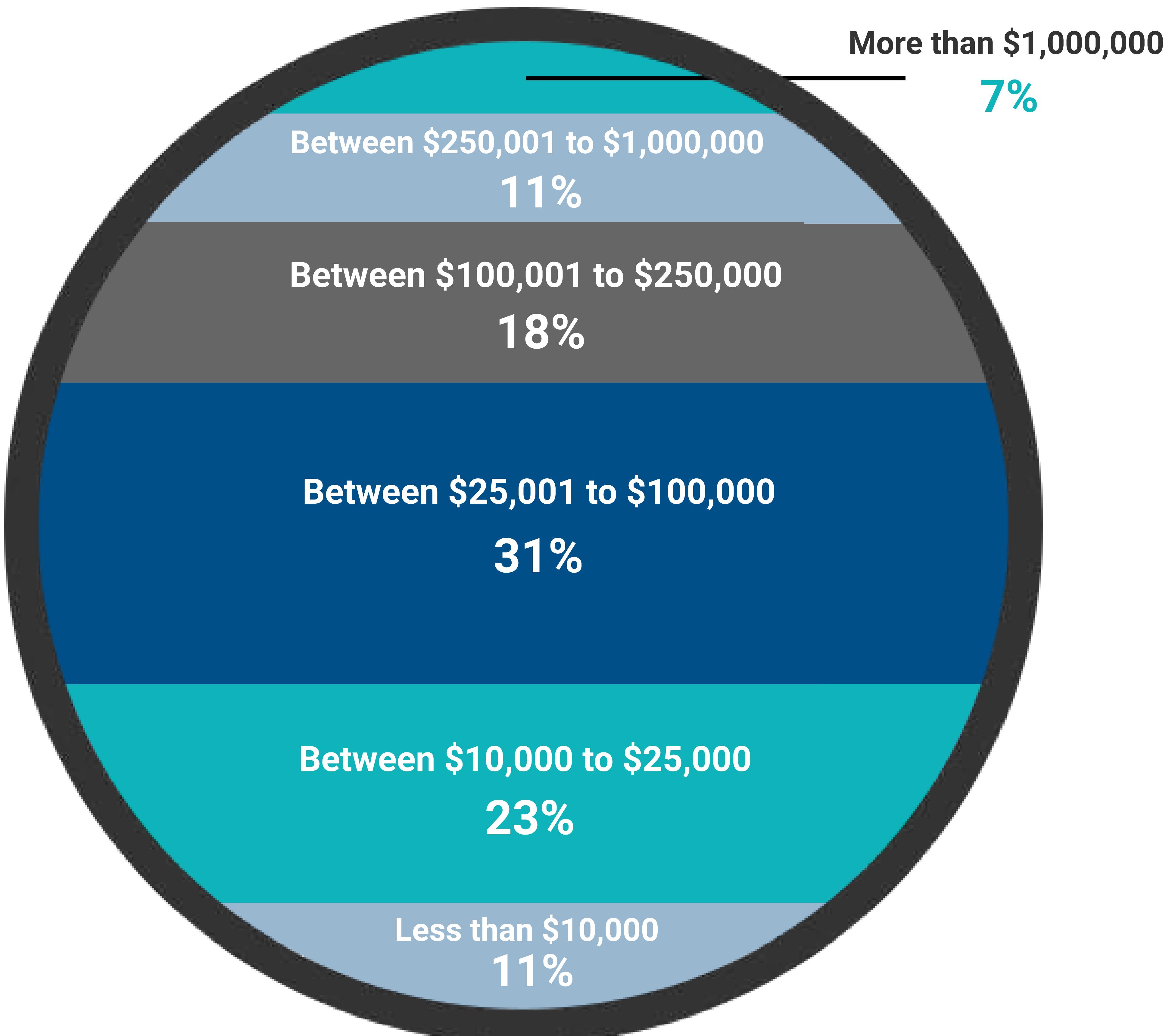


Schwab (8%)

*The above table only shows the top eleven answers received from the Listed Derivatives Audience. Respondents were given the option to choose 2 from the following platforms: Interactive Brokers, UBS, INTL FC Stone, Goldman Sachs, AMP Futures, ADM Investor Services, RJ O'Brien, E*Trade, Advantage Futures, RCG/ Marex Spectron, JP Morgan, Wedbush, Deutsche Bank, Citigroup, Dorman Trading, Morgan Stanley, GAIN/Daniel's Trading, Straits Financial, Phillip Capital, Tradestation, CHS Hedging, Tradeovate, ED&F Man, TD Ameritrade, Schwab, NinjaTrader Brokerage, and Other.

What is your futures account balance?

*Respondents answered "yes" when asked if they trade futures



26% of the **Business Professional Audience** has an account balance between \$100,001 and \$250,000. 37% of the **Active Investor Audience** has an account balance between \$25,001 and \$100,000. 32% of the **Listed Derivatives Audience** has an account balance between \$10,000 and \$25,000.

Do you use the same or different platforms for order entry vs. market analysis?

**Respondents answered "yes" when asked if they trade futures*



59% of respondents use a different platform for order entry and market analysis while 39% of respondents use the same platform

Same Platform

vs.

Different Platform

26%

Business Professional Audience

68%

44%

Active Investor Audience

53%

28%

Listed Derivatives Audience

72%

**5% of the Business Professional Audience and 3% of Active Investor Audience responses were for "Other."*

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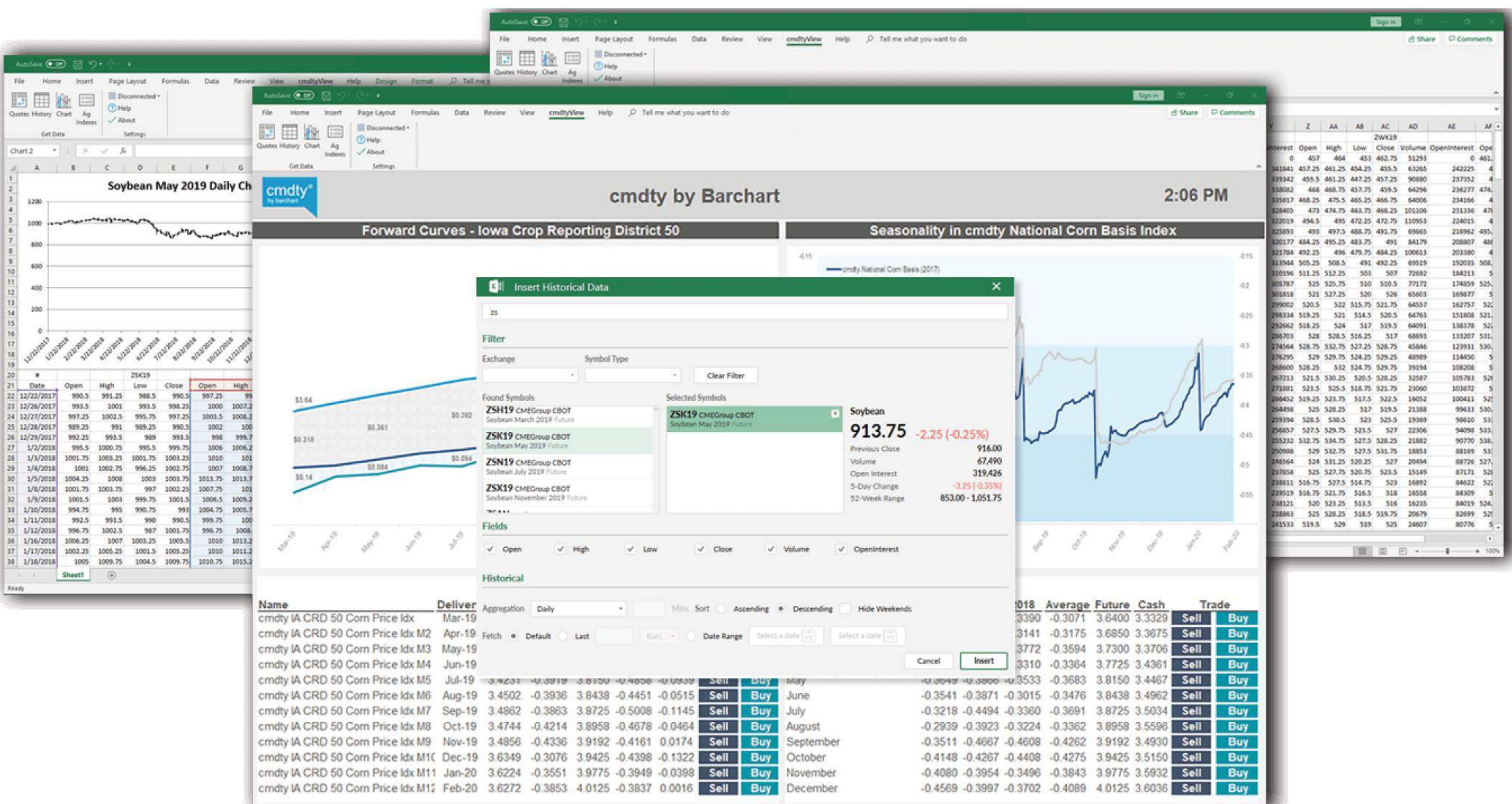
cmdtyView Excel has access to all the global exchange data that is available through the cmdtyView terminal. Delayed and historical data is included - with real-time commodity prices available from our global exchange partners.

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What do you want more of? Select up to 3.

**Respondents answered "yes" when asked if they trade futures*



**Respondents were allowed to select up to 3 choices from the following: Trading Signals, Commodity Market News, Algo Building Tools, Better Charting, Faster Data, Data APIs, Free Data, Less Data, Lower Commissions, Trading Education, Online Trading Rooms, Market Alerts, Streaming Data in Excel, Social Features, Nothing or Other*

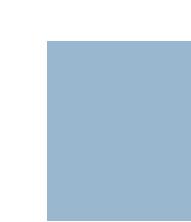
What Drives Futures Market Participants

Do you invest or trade in other markets? Select all that apply.

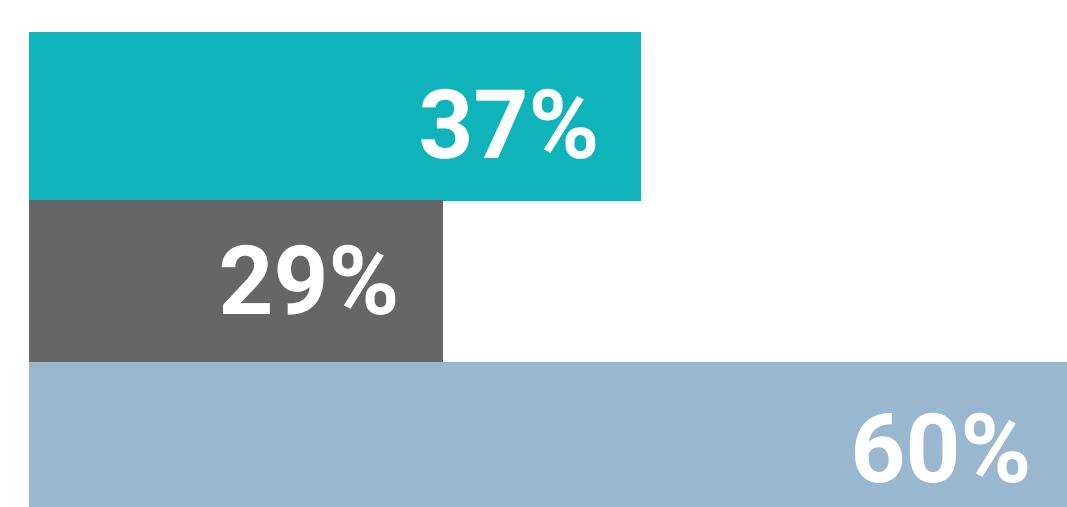
*Respondents answered "yes" when asked if they trade futures

 **Business Professional Audience**

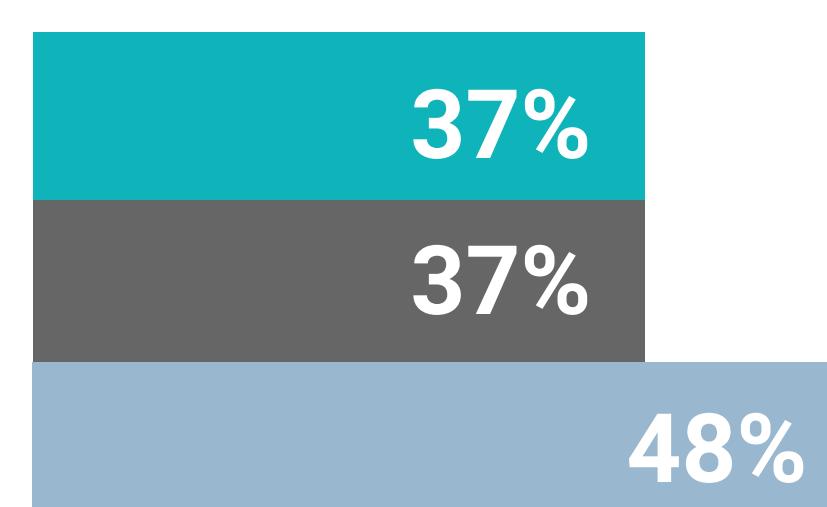
 **Active Investor Audience**

 **Listed Derivatives Audience**

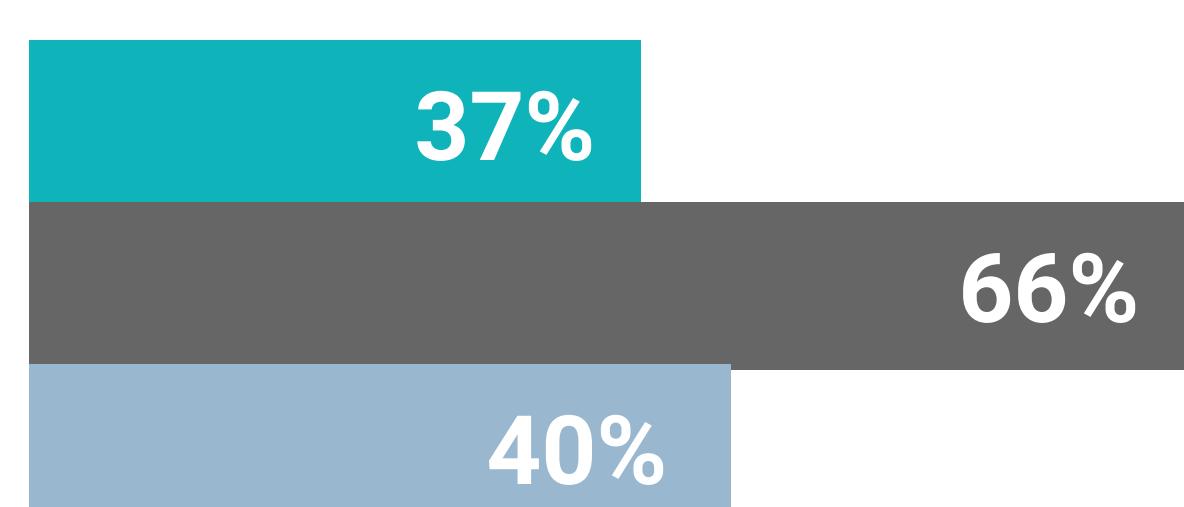
Stocks



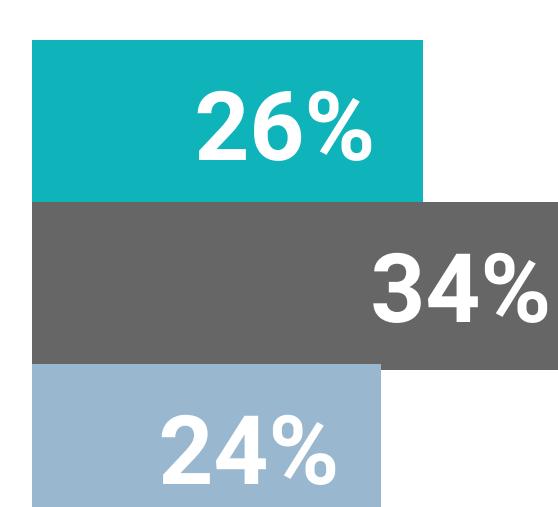
Stock Options



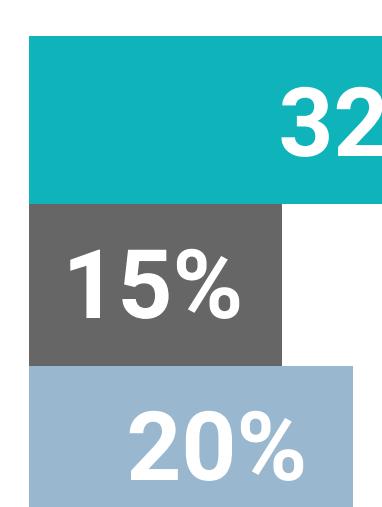
ETFs



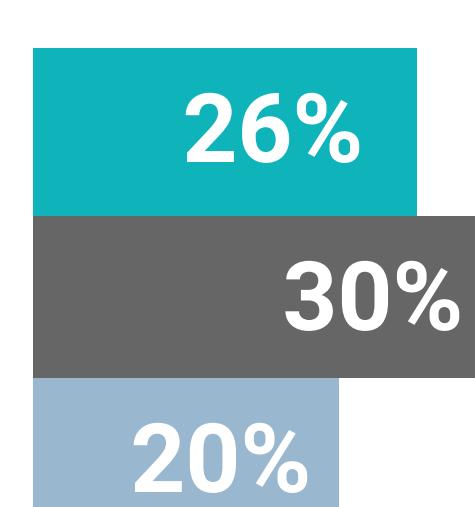
Mutual Funds



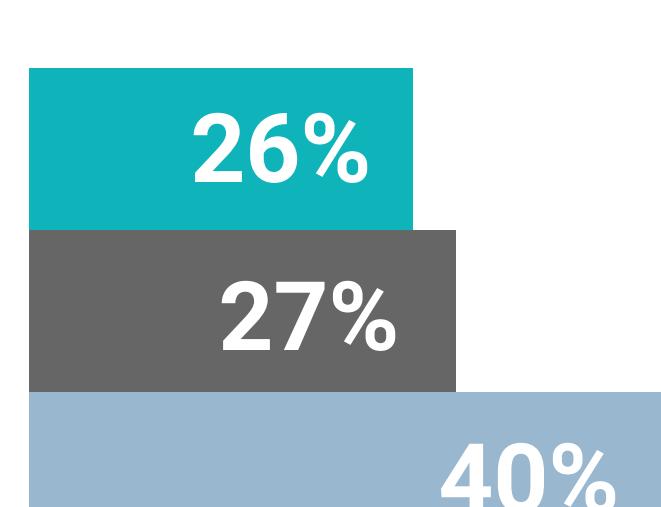
Currencies



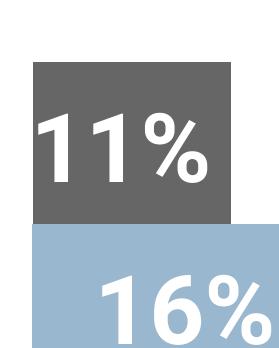
Cryptocurrencies



Fixed Incomes / Bonds



I don't trade or invest in other markets



*The Business Professional Audience had zero responses for "I don't trade or invest in other markets"

The following results are from respondents who answered "no" when asked "do you trade futures?" but indicated that they follow the futures markets



41% of respondents who answered "no" when asked "do you trade futures?" indicated that they do follow the futures market

What Drives Futures Market Participants

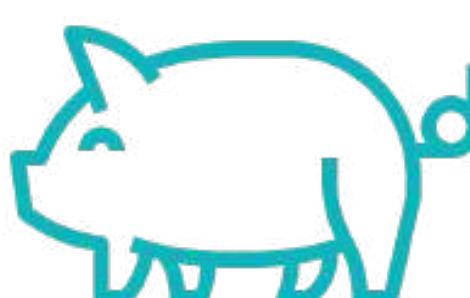
What futures markets do you follow? Select all that apply.

*Respondents do not trade futures, but answered "yes" when asked if they follow the futures markets



Grain (29%)

General Online Audience | 30%
Business Professional Audience | 23%
Active Investor Audience | 15%
Listed Derivatives Audience | 57%



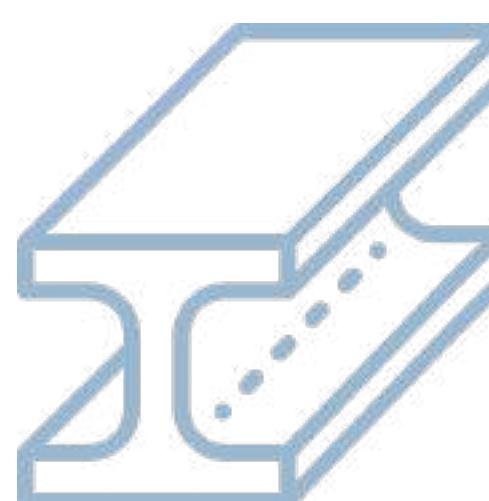
Livestock (23%)

General Online Audience | 50%
Business Professional Audience | 8%
Active Investor Audience | 12%
Listed Derivatives Audience | 38%



Energy (47%)

General Online Audience | 20%
Business Professional Audience | 62%
Active Investor Audience | 41%
Listed Derivatives Audience | 62%



Metals (44%)

General Online Audience | 10%
Business Professional Audience | 38%
Active Investor Audience | 56%
Listed Derivatives Audience | 43%



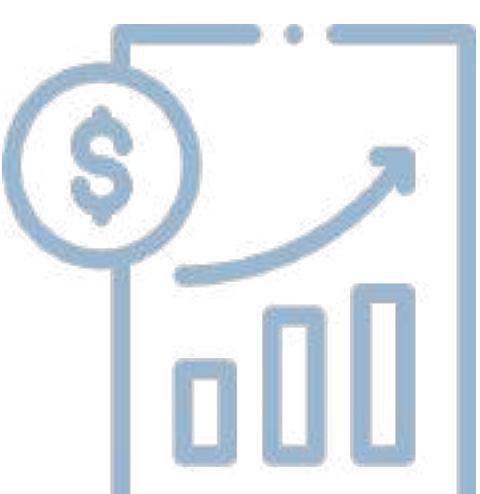
Softs (10%)

General Online Audience | 14%
Business Professional Audience | 12%
Active Investor Audience | 8%
Listed Derivatives Audience | 9%



Equity Indexes (62%)

General Online Audience | 30%
Business Professional Audience | 38%
Active Investor Audience | 74%
Listed Derivatives Audience | 71%



Interest Rates (36%)

General Online Audience | 20%
Business Professional Audience | 23%
Active Investor Audience | 32%
Listed Derivatives Audience | 57%



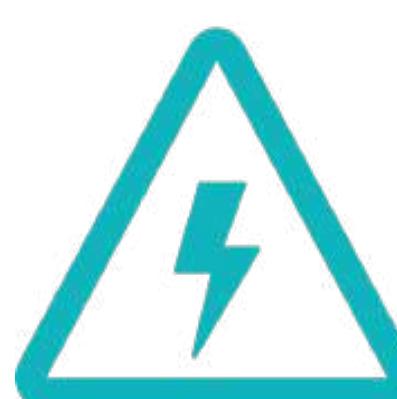
Currencies (41%)

General Online Audience | 10%
Business Professional Audience | 62%
Active Investor Audience | 44%
Listed Derivatives Audience | 38%



Cryptocurrencies (21%)

General Online Audience | 10%
Business Professional Audience | 23%
Active Investor Audience | 15%
Listed Derivatives Audience | 33%



Volatility Futures (23%)

General Online Audience | 0%
Business Professional Audience | 8%
Active Investor Audience | 29%
Listed Derivatives Audience | 33%

What Drives Futures Market Participants

For what purpose do you follow the futures market?

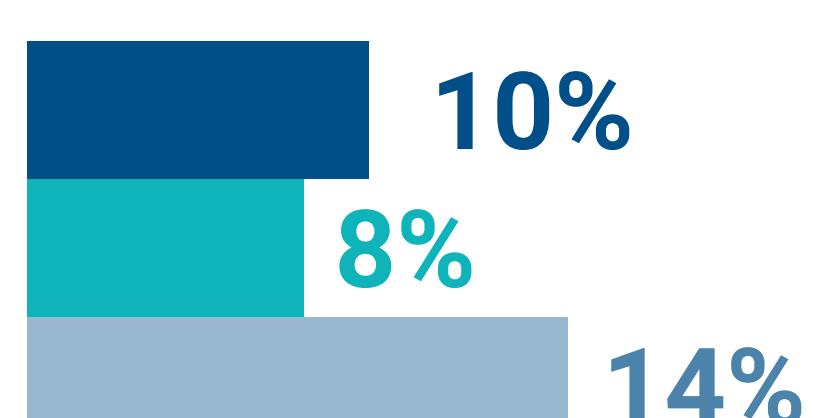
**Respondents do not trade futures, but answered "yes" when asked if they follow the futures markets*



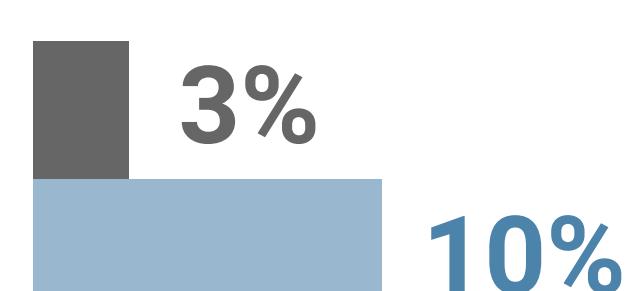
Market Analysis



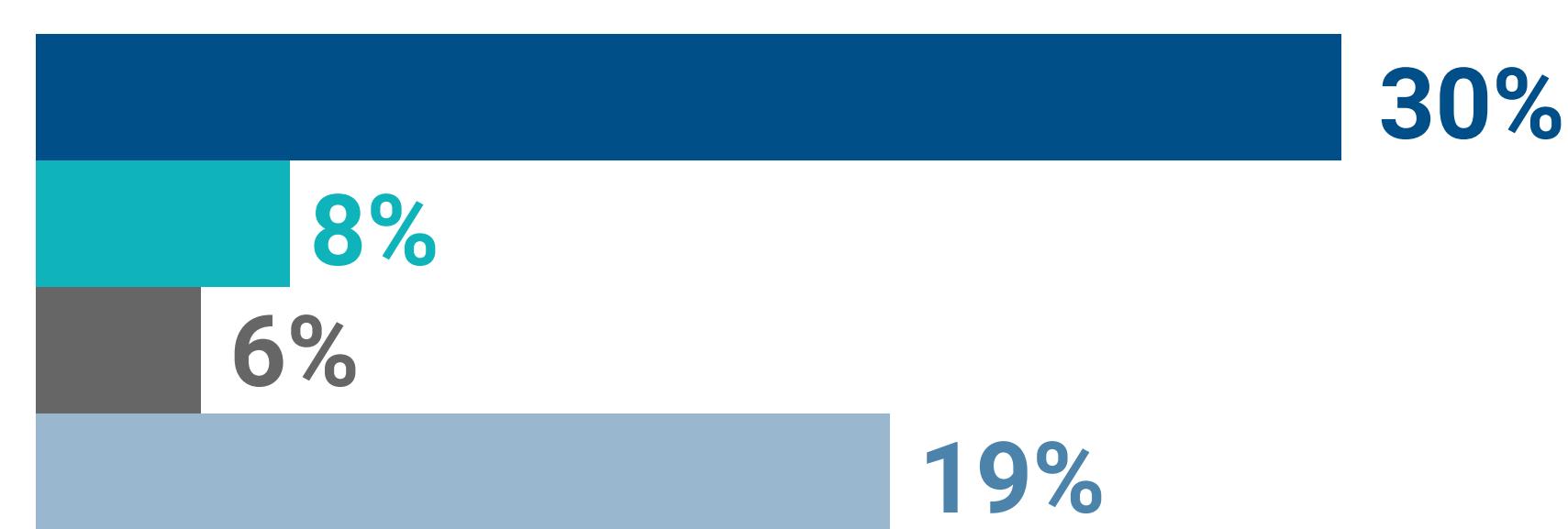
Market Reporting / News



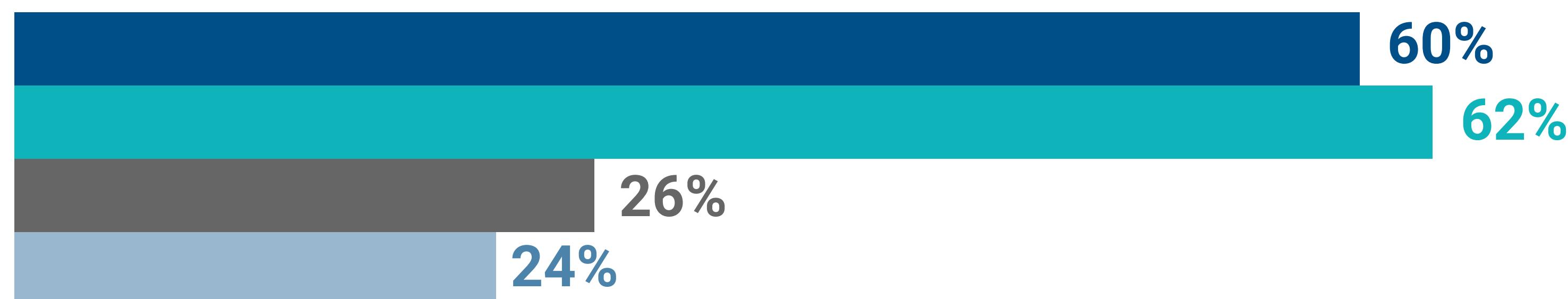
Accounting Purposes



Risk Management Purposes



Just to keep an eye on the markets



**The Business Professional Audience had zero responses for Accounting Purposes. The Active Investor Audience had zero responses for Marketing Reporting/News. The General Online Audience had zero responses for Market Analysis, and Accounting Purposes*

Why don't you trade futures?

**Respondents do not trade futures, but answered "yes" when asked if they follow the futures markets*



Just not interested (13%)

General Online Audience | 10%
Business Professional Audience | 23%
Active Investor Audience | 18%
Listed Derivatives Audience | 0%



Trade stocks instead (17%)

General Online Audience | 30%
Business Professional Audience | 15%
Active Investor Audience | 24%
Listed Derivatives Audience | 0%



Cost is too high (12%)

General Online Audience | 0%
Business Professional Audience | 23%
Active Investor Audience | 12%
Listed Derivatives Audience | 10%



Too complicated (3%)

General Online Audience | 10%
Business Professional Audience | 0%
Active Investor Audience | 3%
Listed Derivatives Audience | 0%



Too risky (13%)

General Online Audience | 30%
Business Professional Audience | 0%
Active Investor Audience | 6%
Listed Derivatives Audience | 24%



Don't know how (18%)

General Online Audience | 0%
Business Professional Audience | 31%
Active Investor Audience | 24%
Listed Derivatives Audience | 10%



Don't have the time (5%)

General Online Audience | 10%
Business Professional Audience | 0%
Active Investor Audience | 6%
Listed Derivatives Audience | 5%



Other (21%)

General Online Audience | 10%
Business Professional Audience | 8%
Active Investor Audience | 9%
Listed Derivatives Audience | 52%



Nearly a quarter of the Business Professional Audience and Active Investor Audience indicated they do not trade futures because they don't know how

What do you want more of? Select up to 3.

**Respondents do not trade futures, but answered "yes" when asked if they follow the futures markets*

**Nothing
Free Data**

Streaming Data in Excel

Algo Building Tools

Trading Signals

Market Alerts

Commodity Market News

Lower Commissions

Online Trading Rooms

Data APIs

Social Features

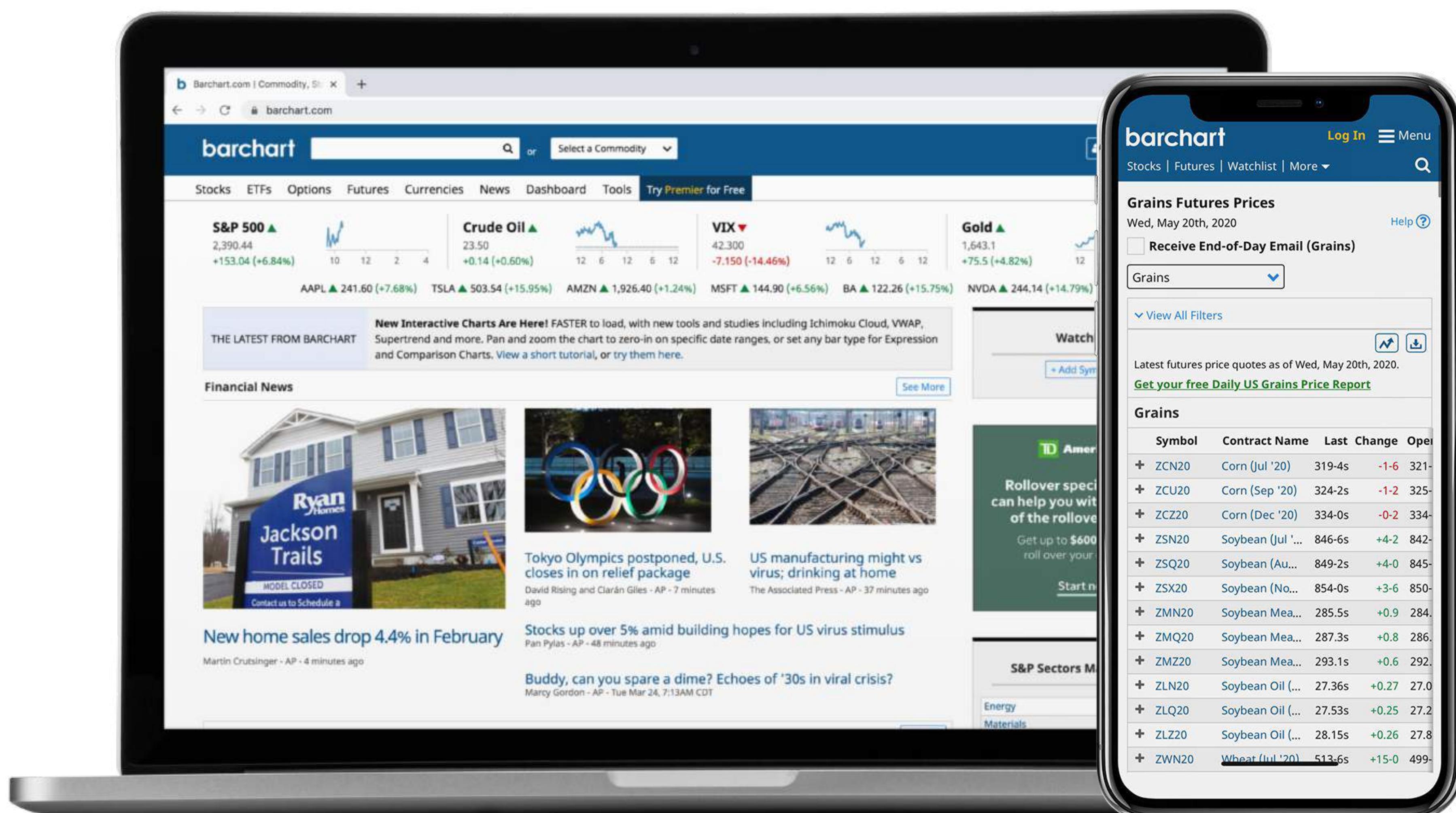
Trading Education

Better Charting

**Respondents were allowed to select up to 3 choices from the following: Trading Signals, Commodity Market News, Algo Building Tools, Better Charting, Faster Data, Data APIs, Free Data, Less Data, Lower Commissions, Trading Education, Online Trading Rooms, Market Alerts, Streaming Data in Excel, Social Features, Nothing or Other*

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affordable price.

What Drives Futures Market Participants

Do you invest or trade in other markets? Select all that apply.

**Respondents do not trade futures, but answered "yes" when asked if they follow the futures markets*

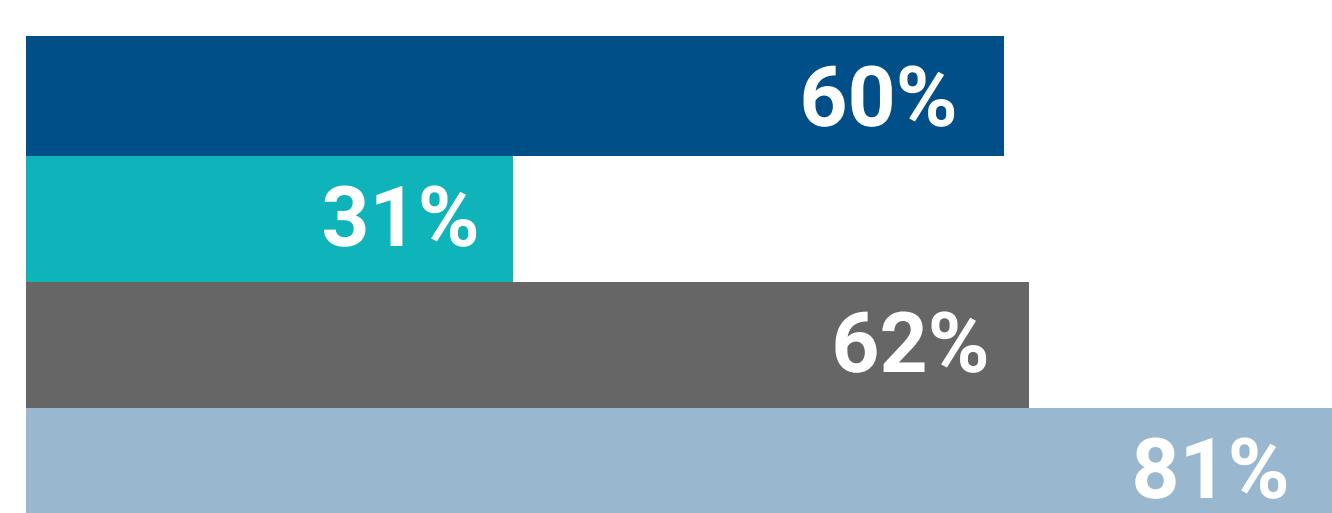
General Online Audience

Business Professional Audience

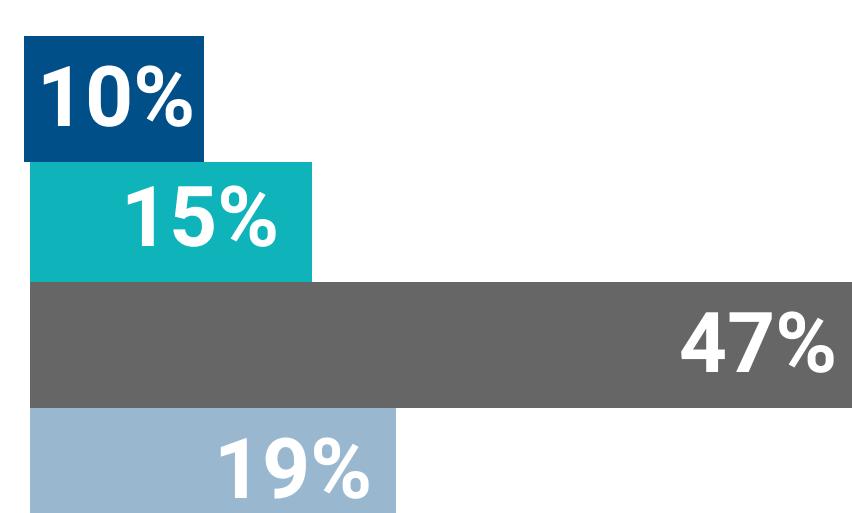
Active Investor Audience

Listed Derivatives Audience

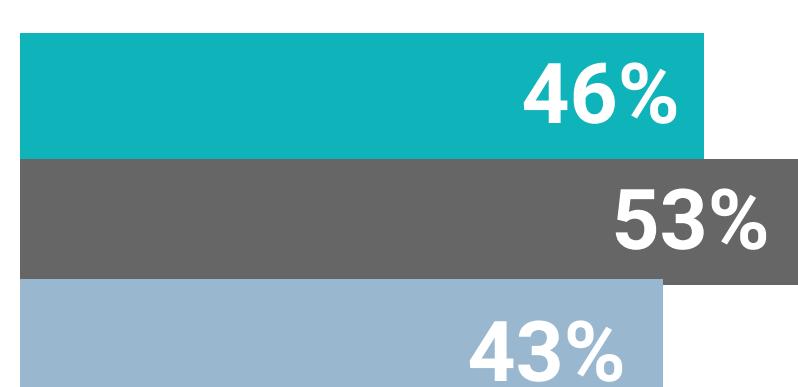
Stocks



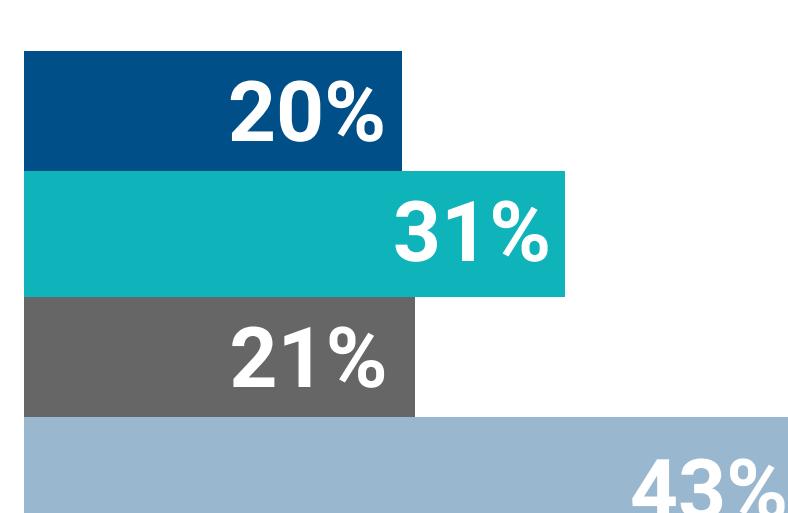
Stock Options



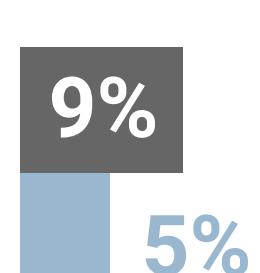
ETFs



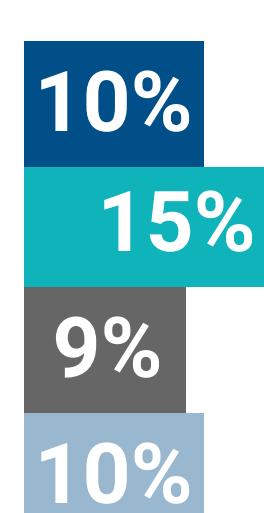
Mutual Funds



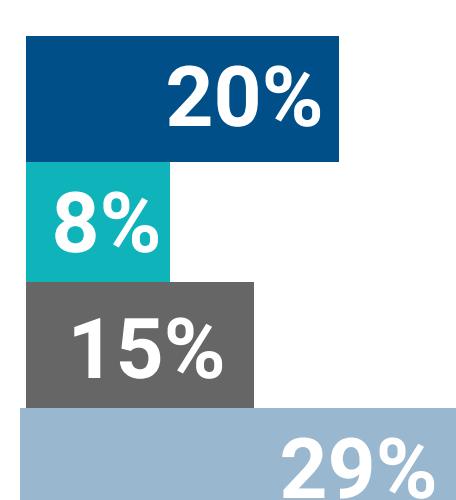
Currencies



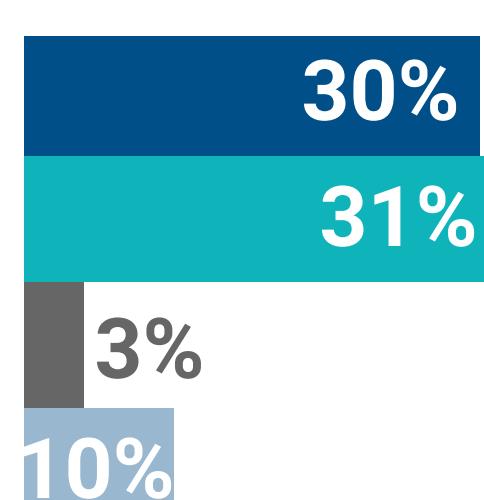
Cryptocurrencies



Fixed Incomes / Bonds



I don't trade or invest in other markets



**The General Online Audience had zero responses for ETFs and Currencies*

**The Business Professional Audience had zero responses for Currencies*

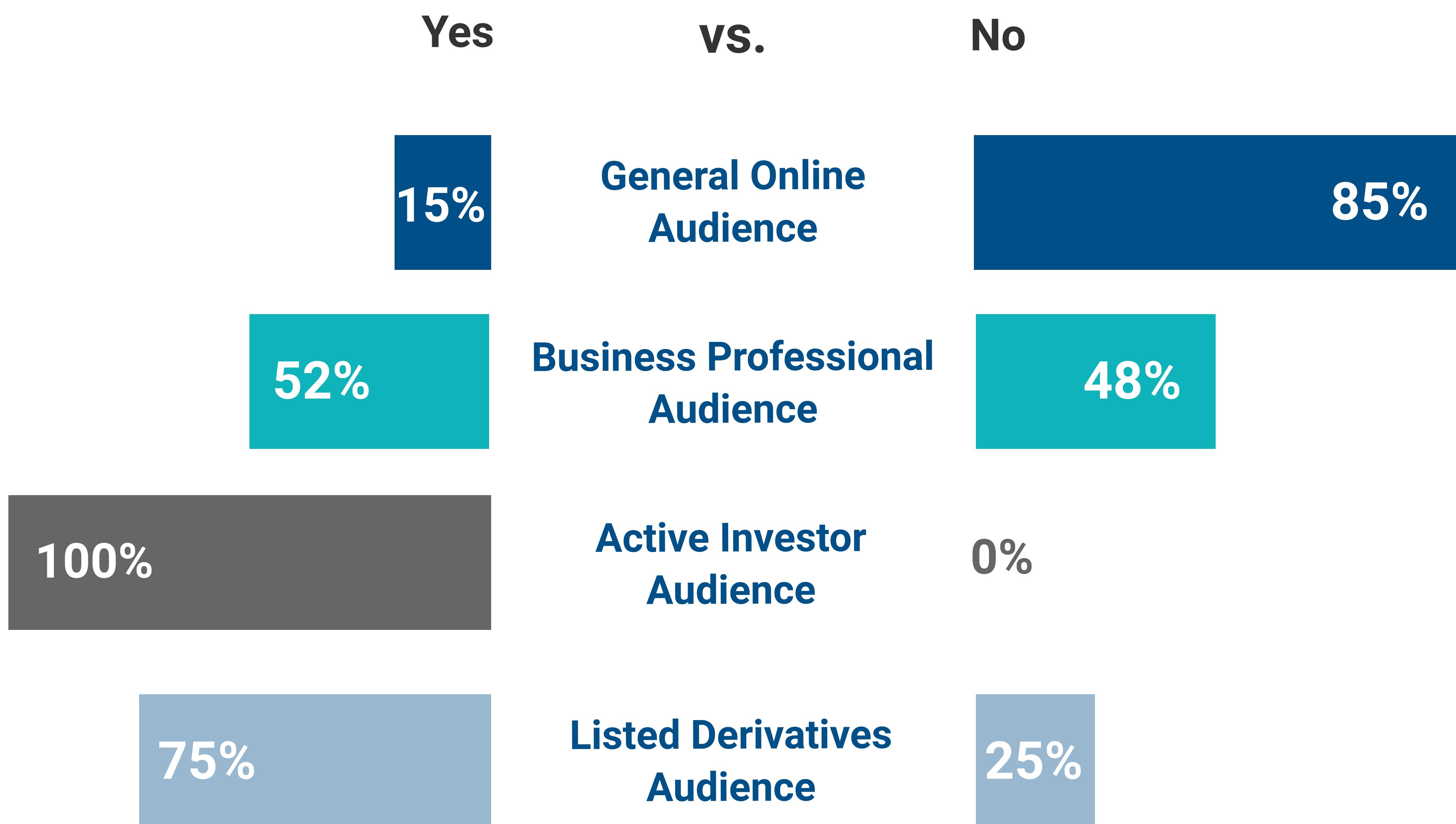
The following results are from respondents who answered "no" when asked "do you trade futures?" Additionally this audience does not follow the futures market.



59% of respondents who answered "no" when asked "do you trade futures?" indicated that they also do not follow the futures market

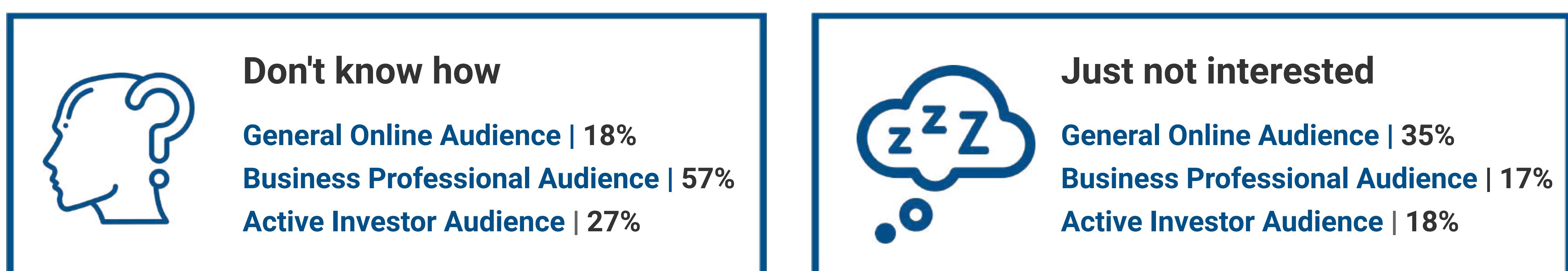
Do you invest or trade in other markets?

**Respondents do not trade or follow the futures markets*



Why don't you invest in futures?

**Respondents do not trade or follow the futures markets*



**The Listed Derivatives Audience had zero responses for "Don't know how" and "Just not interested"*



Barchart

209 W. Jackson Blvd.
Chicago, IL 60606

www.barchart.com
solutions@barchart.com
312.566.9235

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