

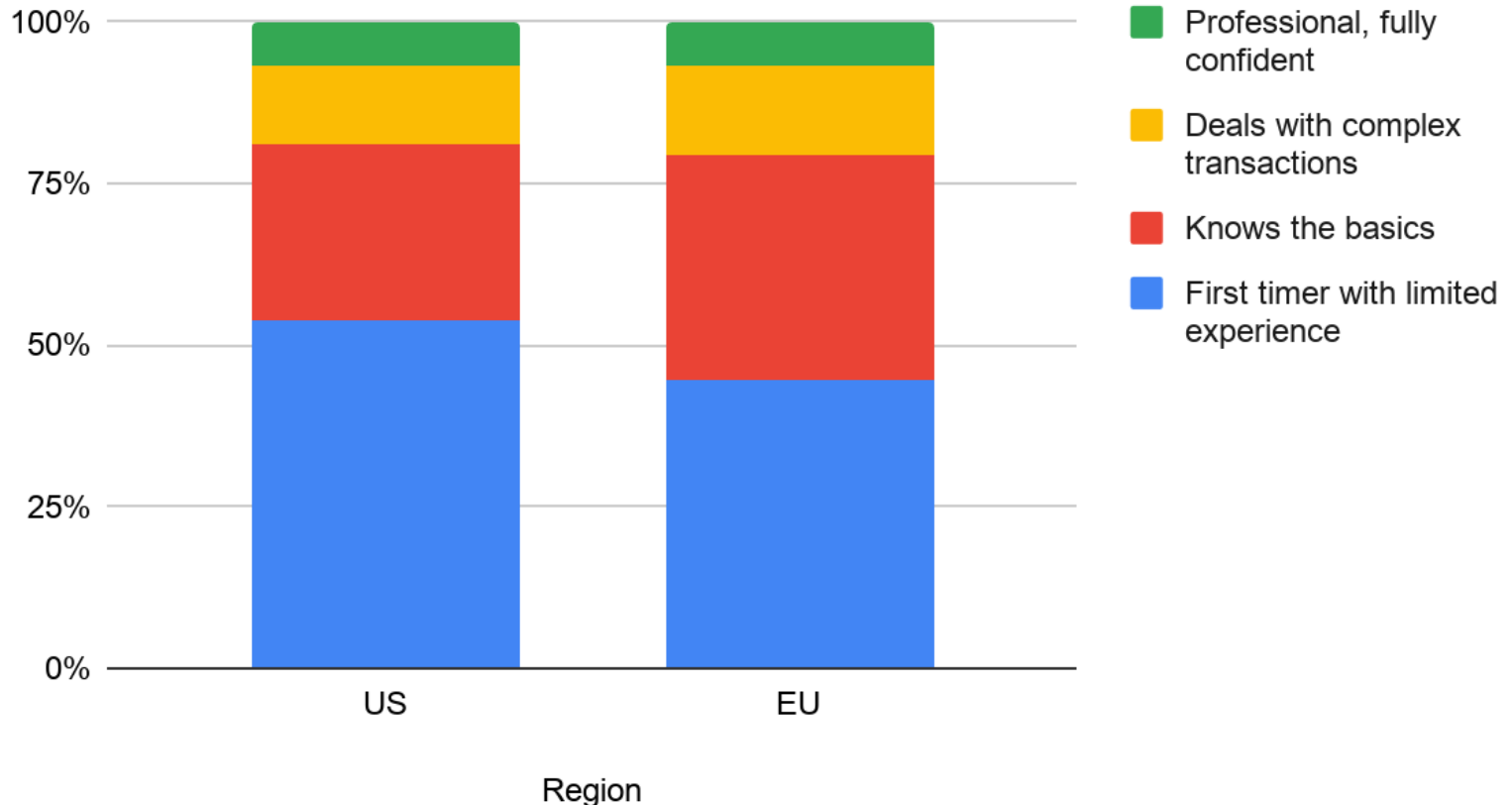


BROKERCHOO**SER**

Data about behavioral differences between US and EU customers

Traders' experience based on BrokerChooser's qualitative data

Trader experience in the US vs EU in 2020

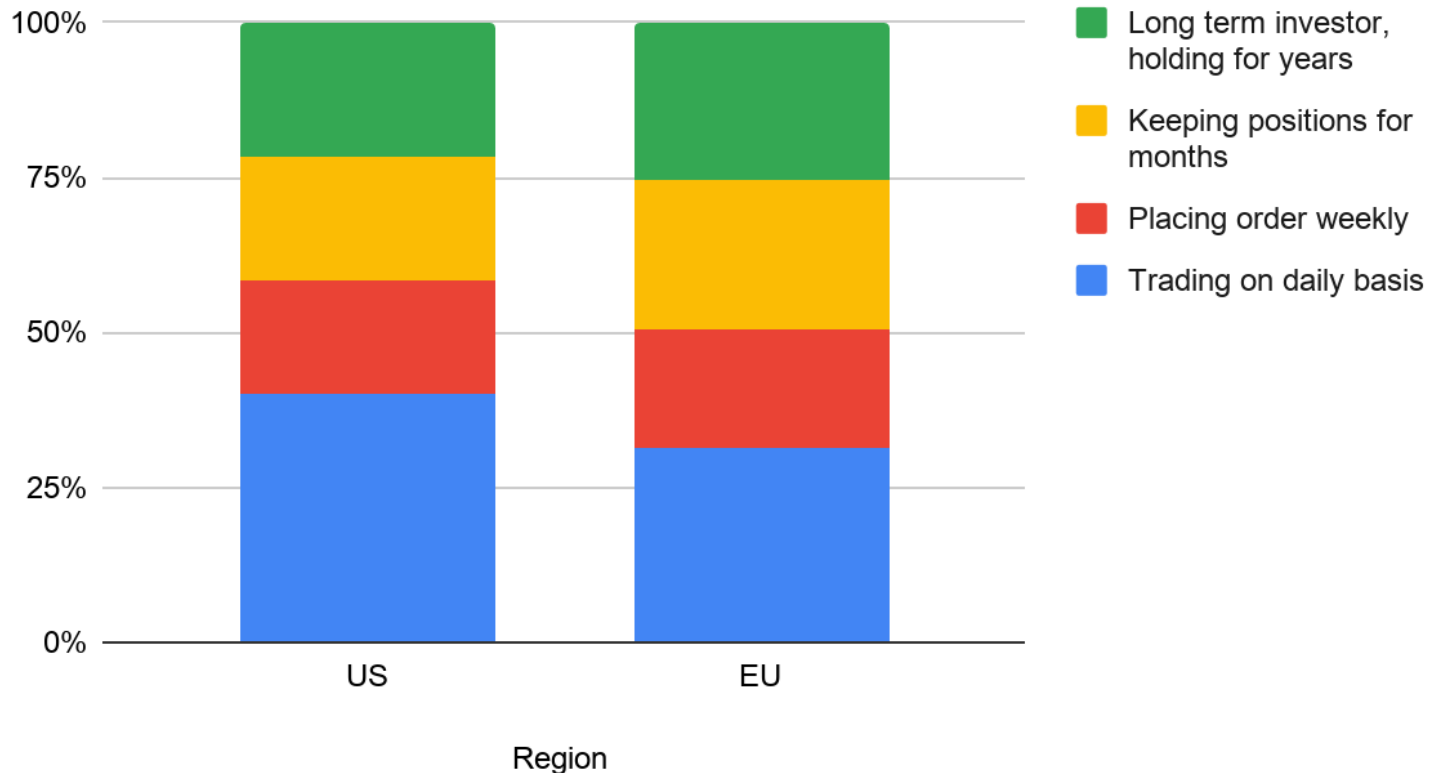


Data collected during H1 2020. More information about the data:

- ~6,000 customer answered to this question coming from the US
- ~35,000 customer answered to this question coming from the EU
- ~12,000 customer answered to this question coming from the UK

Trading frequency based on BrokerChooser's qualitative data

Trading frequency in the US vs EU in 2020

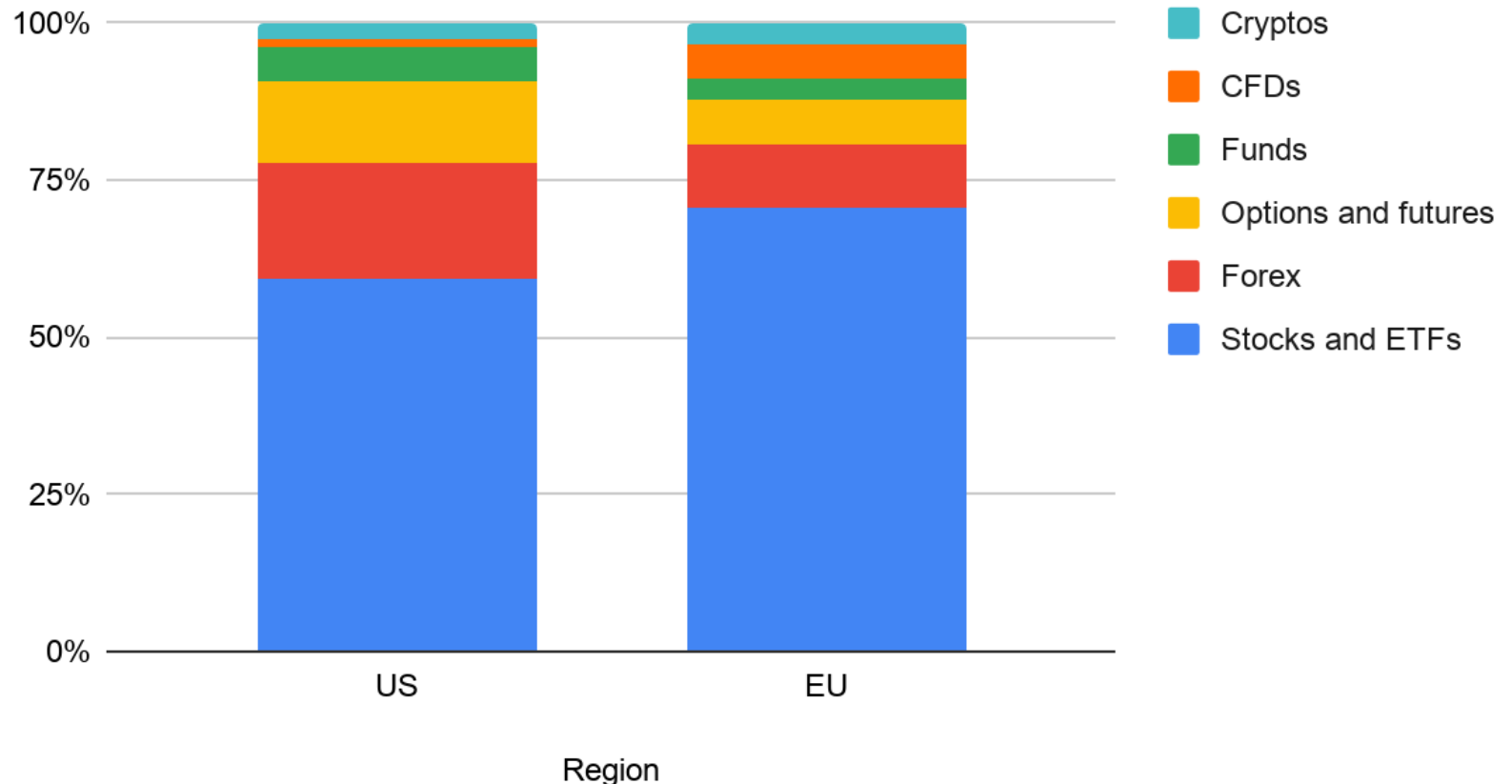


Data collected during H1 2020. More information about the data:

- ~5,000 customer answered to this question coming from the US
- ~28,000 customer answered to this question coming from the EU
- ~9,000 customer answered to this question coming from the EU

Asset preference based on BrokerChooser's qualitative data

Asset preference in the US vs EU in 2020

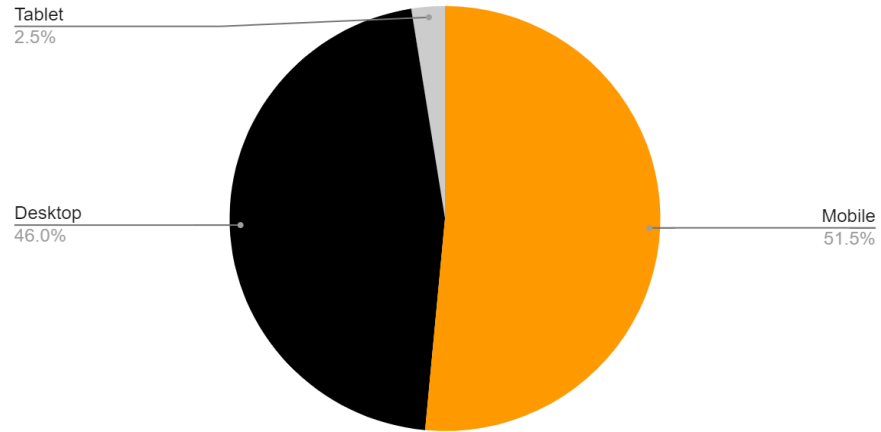


Data collected during H1 2020. More information about the data:

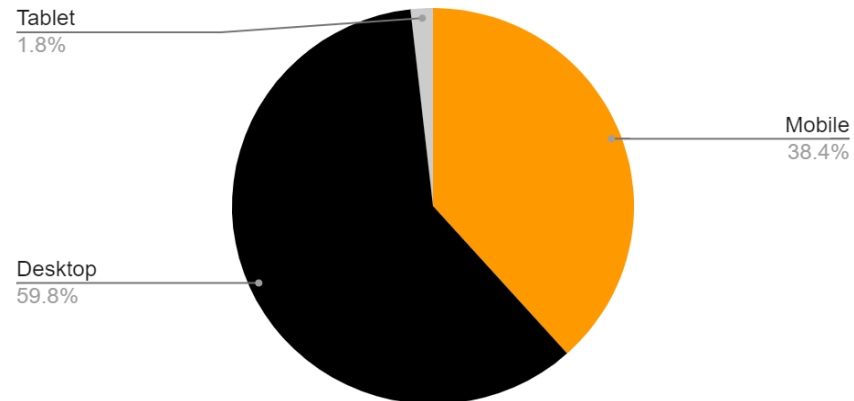
- ~4,000 customer answered to this question coming from the US
- ~23,000 customer answered to this question coming from the EU
- ~8,000 customer answered to this question coming from the UK

BC's US readers are mobile first, but EU is not

% of devices used to read BrokerChooser from the US and UK between 2020-2021



% of devices used to read BrokerChooser from the EU between 2020-2021



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