

# 2018 FINRA Industry Snapshot



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The Financial Industry Regulatory Authority (FINRA) regulates a critical part of the securities industry—brokerage firms doing business with the public in the United States. In an effort to increase public awareness and understanding about the broad range of FINRA-registered firms and individuals, FINRA for the first time is sharing an annual snapshot of some of the data collected in the course of its work.

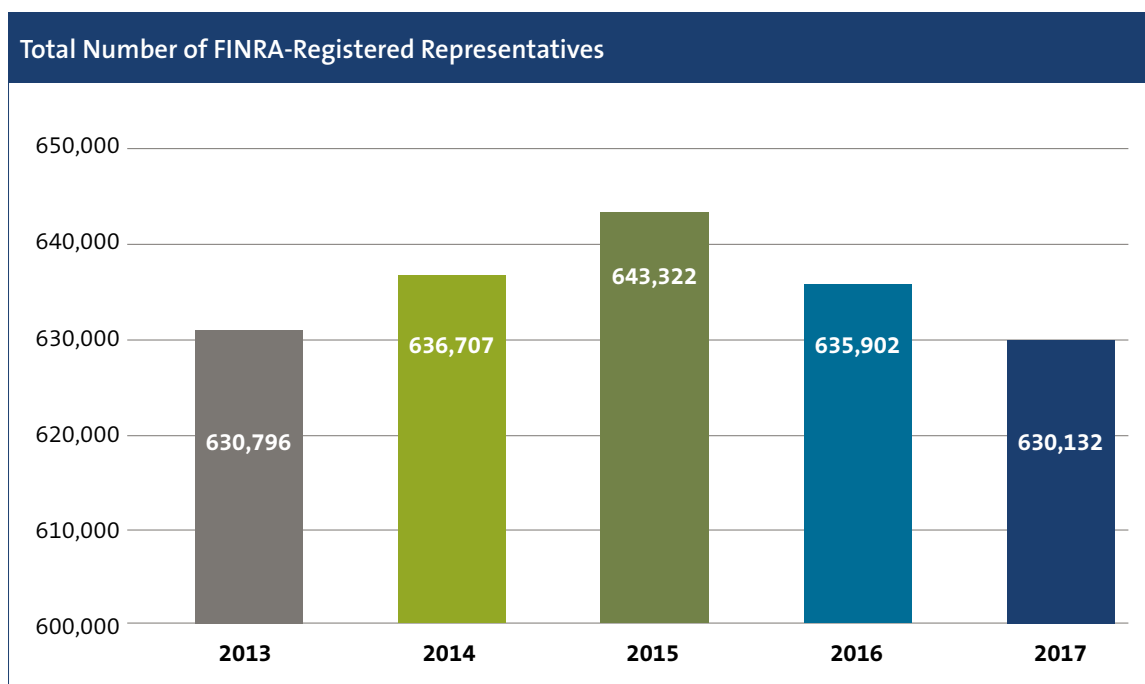
The FINRA Industry Snapshot 2018 provides a high-level overview of the industry, ranging from the number of FINRA-registered individuals to the overall revenues of firms; from trading activity to how firms market their products and services. All of the data are reported in aggregate to respect the confidentiality of regulatory information.

## I. FINRA-Registered Representatives

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## I. FINRA-Registered Representatives

Anyone actively involved in a FINRA-registered firm’s investment banking or securities business must be registered as a representative with FINRA (“FINRA-registered representative”). To become registered, securities professionals are required to pass qualification exams to demonstrate competence in their particular securities activities. A FINRA-registered representative’s duties may include supervision, solicitation or training of persons associated with the member firm.



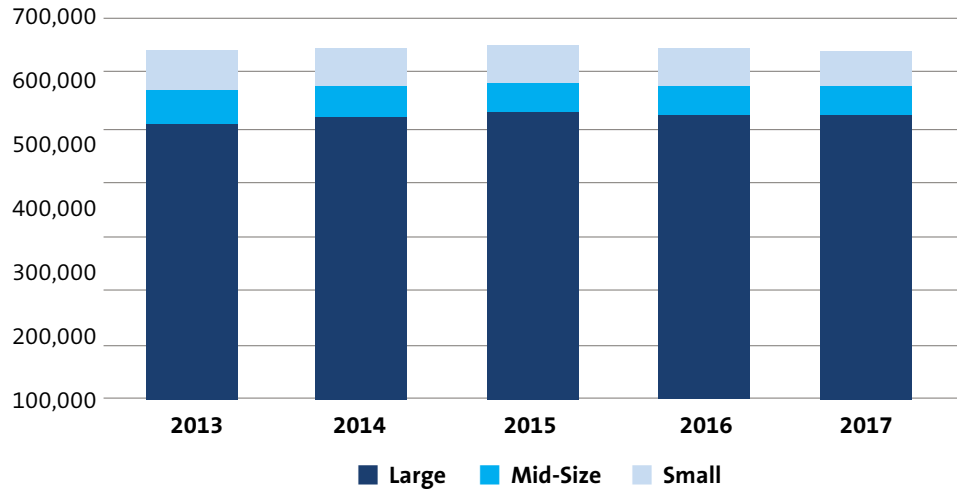
**FINRA-Registered Representatives by Firm Size\***

	2013		2014		2015		2016		2017	
	Total	%	Total	%	Total	%	Total	%	Total	%
Large	508,999	79%	519,217	80%	527,666	81%	525,401	81%	522,715	81%
Mid-Size	60,208	9%	56,887	9%	53,366	8%	53,025	8%	52,805	8%
Small	71,887	11%	71,362	11%	70,163	11%	68,125	11%	66,477	10%
<b>Total</b>	<b>641,094</b>	<b>100%</b>	<b>647,466</b>	<b>100%</b>	<b>651,195</b>	<b>100%</b>	<b>646,551</b>	<b>100%</b>	<b>641,997</b>	<b>100%</b>

\* Note: Total registrations figures in this table differ from the chart above, as individuals registered with multiple firms are counted for each firm they represent, potentially in the same size class or in multiple size classes depending on the sizes of the employing firms. Percentages may not total 100% due to rounding. Large firm = 500 or more registered reps; Mid-Size Firm = 151-499 registered reps; Small Firm = 1-150 registered reps. Counts as of year-end for each year, pulled in May 2018.

## I. FINRA-Registered Representatives

Number of FINRA-Registered Representatives by Firm Size



Average and Median Number of FINRA-Registered Representatives per Firm

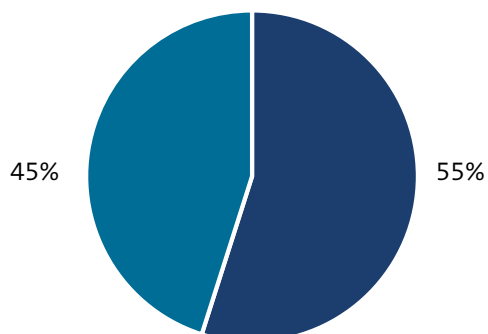
	2013	2014	2015	2016	2017
Average	153	158	163	167	171
Median	10	10	10	11	11

## I. FINRA-Registered Representatives

In the table below, “Broker Dealer Representatives Only” refers to FINRA-registered representatives. “Dual Representatives” refers to FINRA-registered representatives who are also registered as investment adviser representatives. “Investment Adviser Representatives – Only” refers to individuals who are registered only as investment adviser representatives and are overseen by the SEC or state regulators. Individuals are counted only once regardless of how many firms they represent.

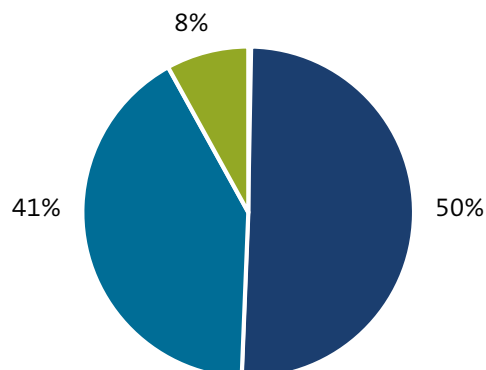
Securities Industry Registered Individuals by Type of Registration	2017
Broker-Dealer – Only	343,333
Dual Broker-Dealer – Investment Adviser Representative	286,799
<b>All BD Registered Individuals</b>	<b>630,132</b>
Investment Adviser Representative – Only	56,472
<b>Total Registered Individuals</b>	<b>686,604</b>

FINRA-Registered Individuals  
by Type of Registration – 2017



- Dual Representatives
- Broker-Dealer – Only

Securities Industry Registered Individuals  
by Type of Registration – 2017



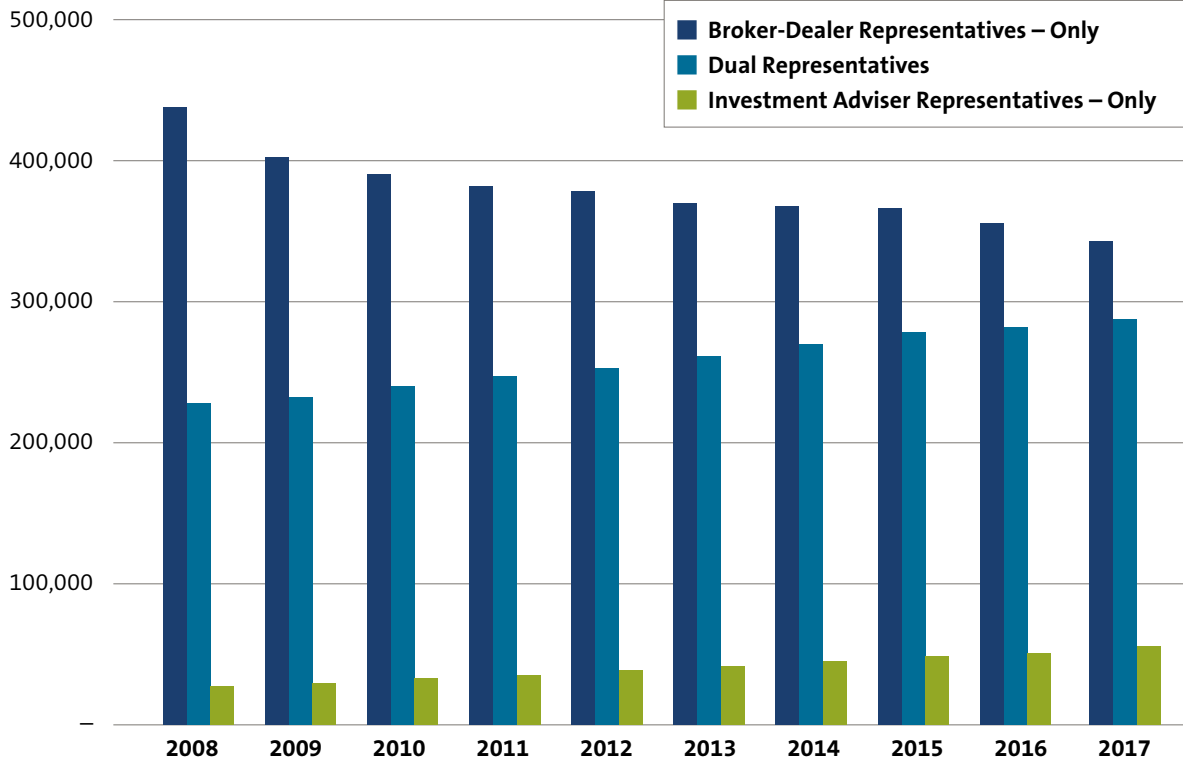
- Dual Representatives
- Investment Adviser – Only
- Broker-Dealer – Only

Percentages may not total 100% due to rounding.

\* Investment Adviser Representatives who solely deal with customers in New York, or who were solely dealing with customers in Wyoming prior to July 1, 2017, are not captured in the Central Registration Depository (CRD) system. Furthermore, owners of investment advisory firms are exempt from registering as Investment Adviser Representatives. Accordingly, these Investment Adviser Representatives are not included in the above table and charts.

# I. FINRA-Registered Representatives

Securities Industry Registered Individuals by Type of Registration



\* Investment Adviser Representatives who solely deal with customers in New York, or who were solely dealing with customers in Wyoming prior to July 1, 2017, are not captured in the Central Registration Depository (CRD) system. Furthermore, owners of investment advisory firms are exempt from registering as Investment Adviser Representatives. Accordingly, these Investment Adviser Representatives are not included in the above chart.

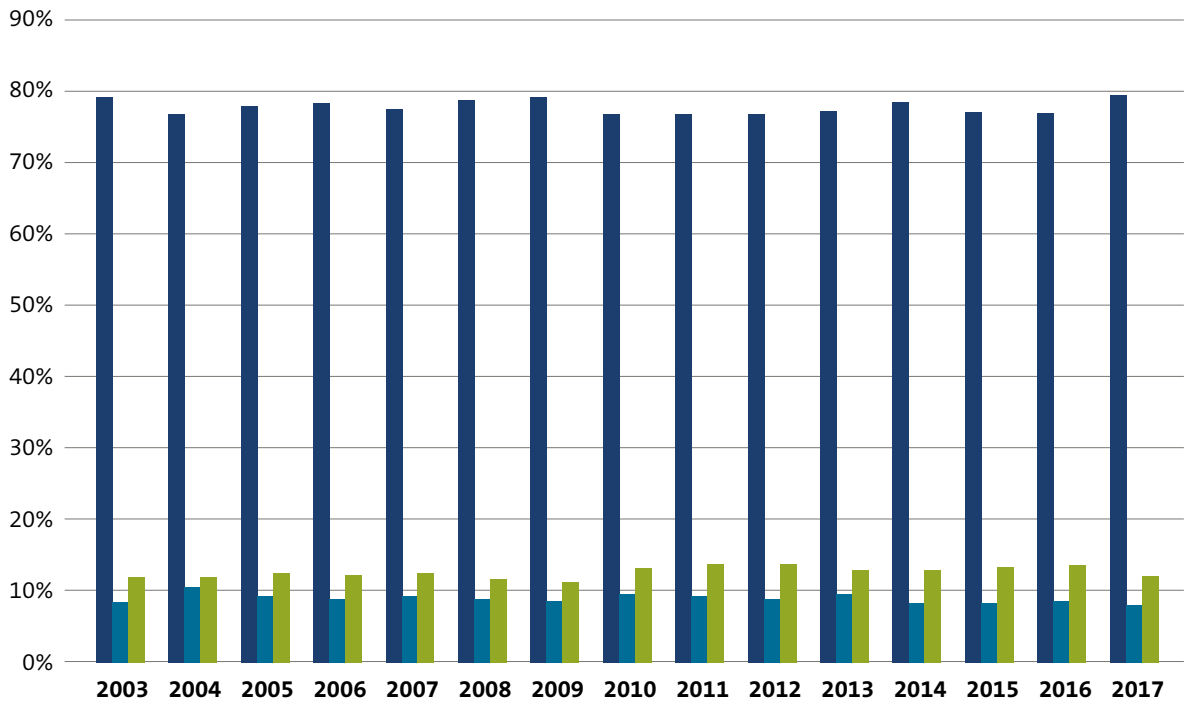


## I. FINRA-Registered Representatives

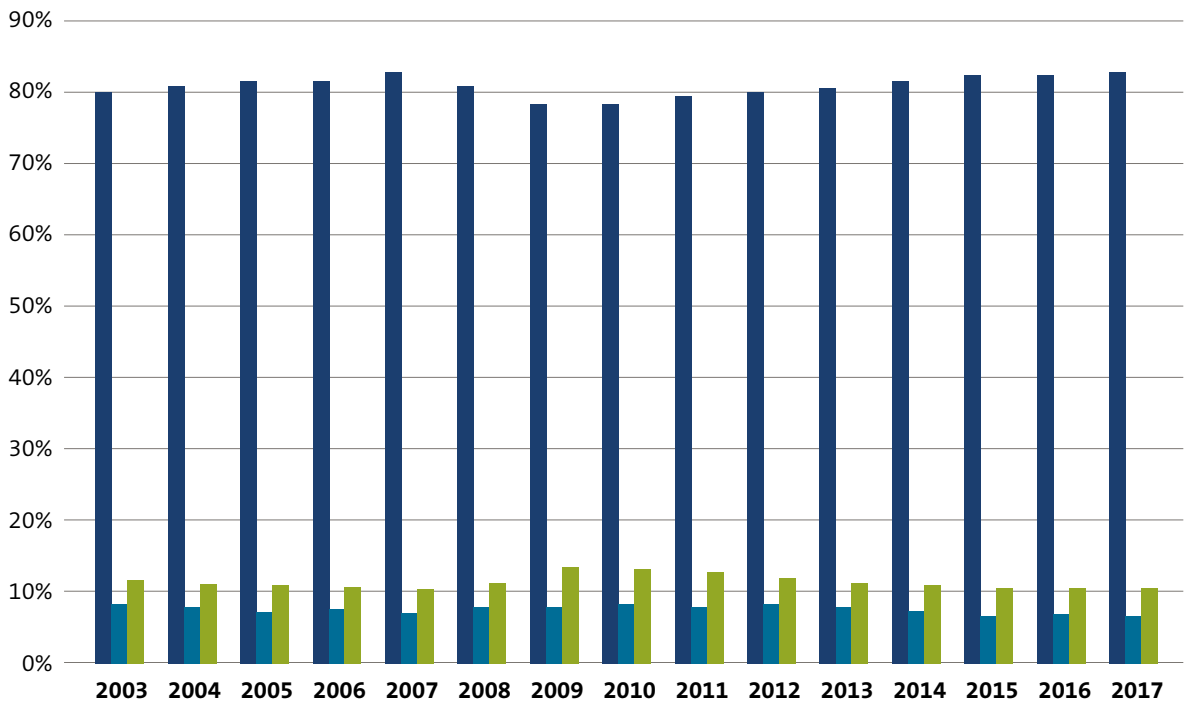
FINRA-Registered Representatives – Leaving/Entering the Industry					
Year	Individuals Leaving	% of Total	Individuals Entering	% of Total	End of Year Total Registered Reps
2003	-67,245	-10%	+58,821	+9%	653,887
2004	-59,041	-9%	+64,366	+10%	659,212
2005	-66,592	-10%	+63,212	+10%	655,832
2006	-60,368	-9%	+62,709	+10%	658,173
2007	-54,167	-8%	+68,682	+10%	672,688
2008	-68,429	-10%	+60,716	+9%	664,975
2009	-72,564	-11%	+40,869	+6%	633,280
2010	-47,237	-7%	+44,649	+7%	630,692
2011	-45,555	-7%	+44,381	+7%	629,518
2012	-48,136	-8%	+49,009	+8%	630,391
2013	-43,238	-7%	+43,643	+7%	630,796
2014	-40,694	-6%	+46,605	+7%	636,707
2015	-40,421	-6%	+47,036	+7%	643,322
2016	-50,641	-8%	+43,221	+7%	635,902
2017	-46,676	-7%	+40,906	+6%	630,132

# I. FINRA-Registered Representatives

Firm Size Distribution of FINRA-Registered Representatives Leaving the Industry



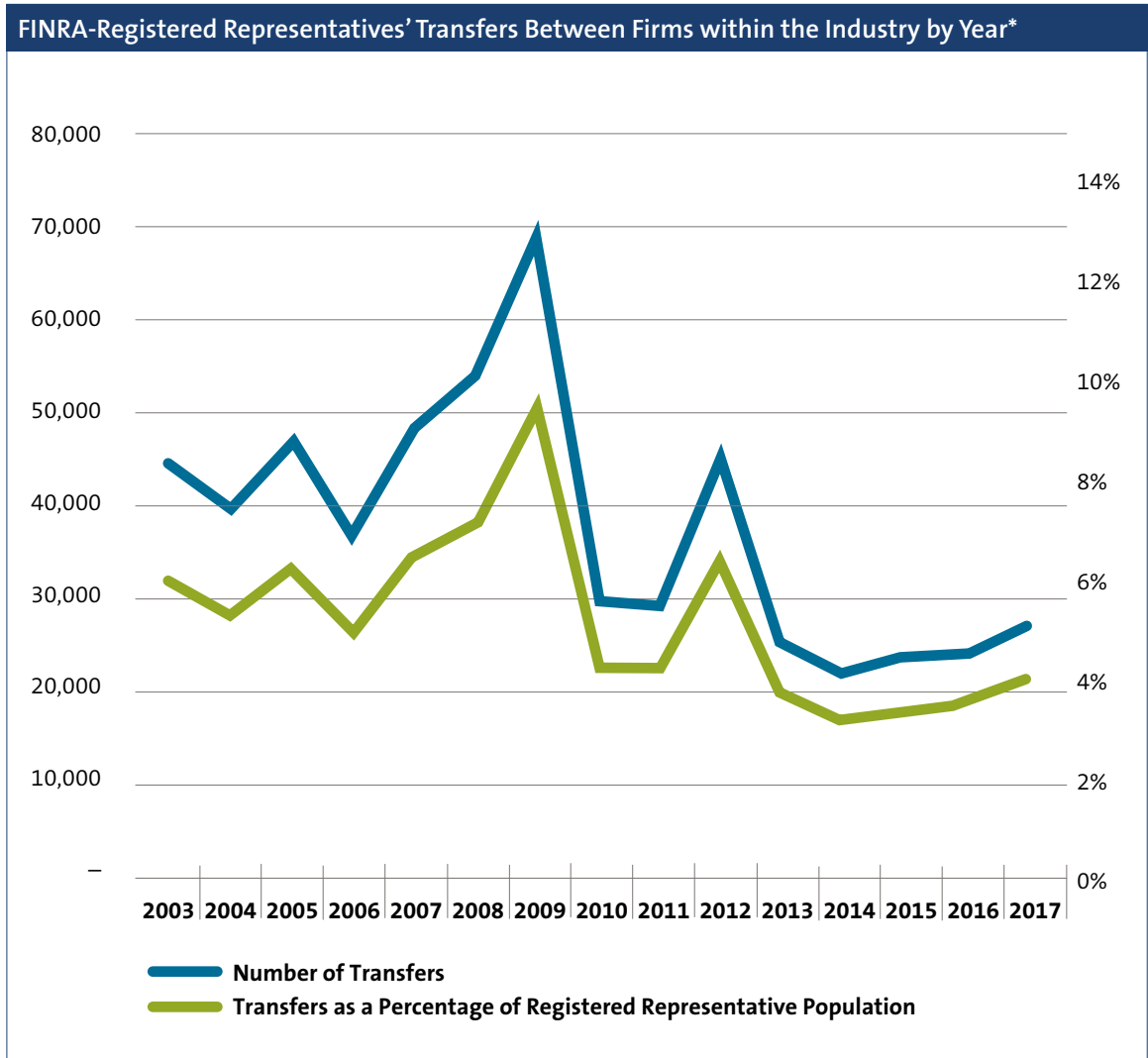
Firm Size Distribution of FINRA-Registered Representatives Entering the Industry



\*For definitions of firm sizes, see footnote on page 3.

■ Large Firms   ■ Medium Firms   ■ Small Firms

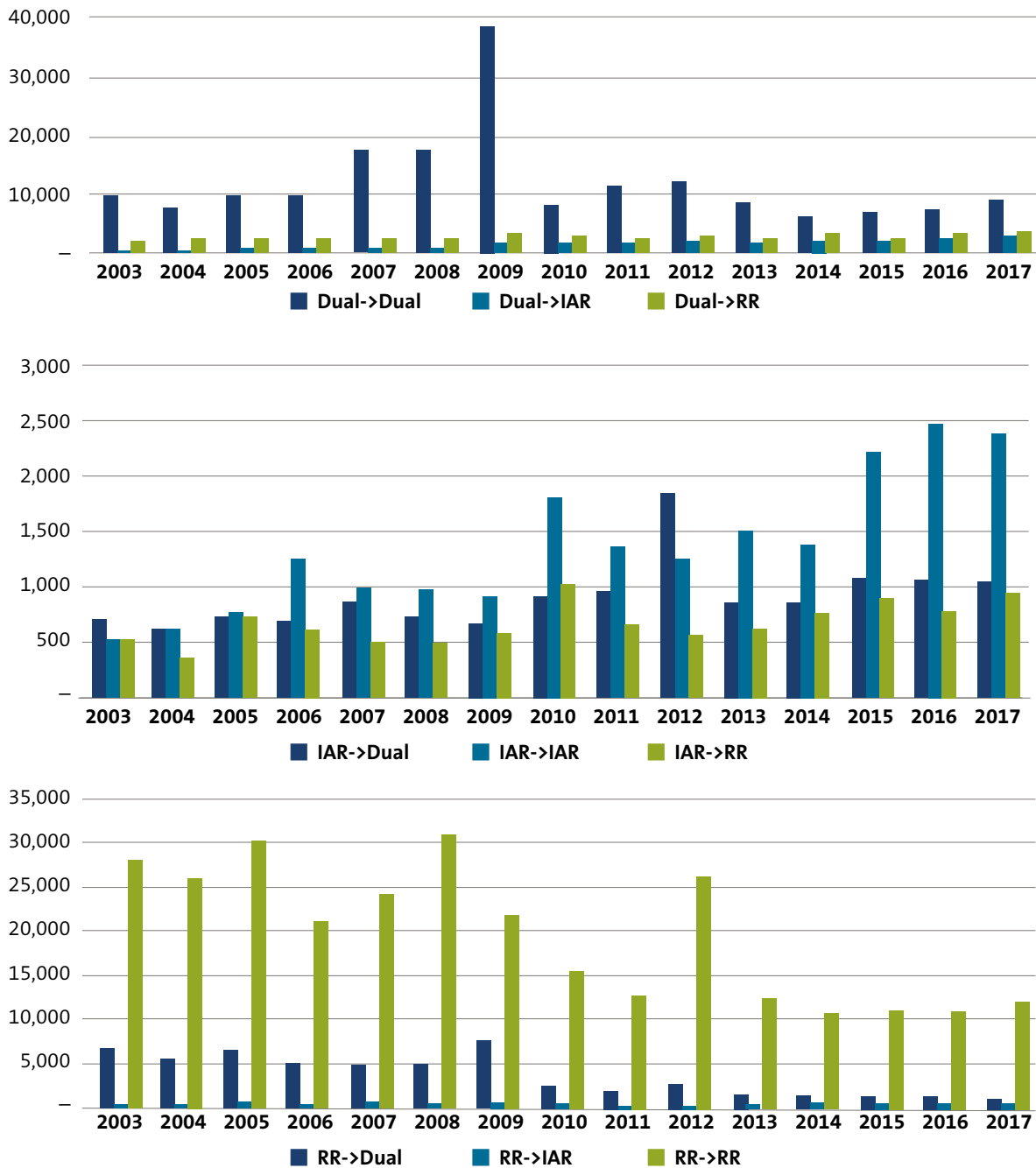
# I. FINRA-Registered Representatives



\* In the chart above, the number of transfers in a given year includes all transfers associated with FINRA-registered representatives who dropped a registration with a member firm and added a registration with another member firm within 15 days before or 60 days after dropping the registration.

# I. FINRA-Registered Representatives

Securities Industry Registered Individuals' Transfers Between Firms by Registration Type \*



\* In the charts above, the number of transfers in a given year includes all transfers associated with Securities Industry Registered Individuals (including FINRA registered representatives and Investment Adviser Representatives), who dropped a registration with a member firm and added a registration with another member firm within 15 days before or 60 days after dropping the registration. These transfers between firms include transfers from one registration type to another registration type (e.g. investment Adviser registration at previous firm to registered representative registration at the new firm, "IAR -> RR"), as well as transfers to the same registration type (e.g. investment Adviser registration at previous firm to same registration at the new firm, "IAR -> IAR").

Investment Adviser Representatives who solely deal with customers in New York, or who were solely dealing with customers in Wyoming prior to July 1, 2017, are not captured in the Central Registration Depository (CRD) system. Furthermore, owners of investment advisory firms are exempt from registering as Investment Adviser Representatives. Accordingly, transfers associated with these Investment Adviser Representatives are not included in the above chart.

## II. FINRA-Registered Firms

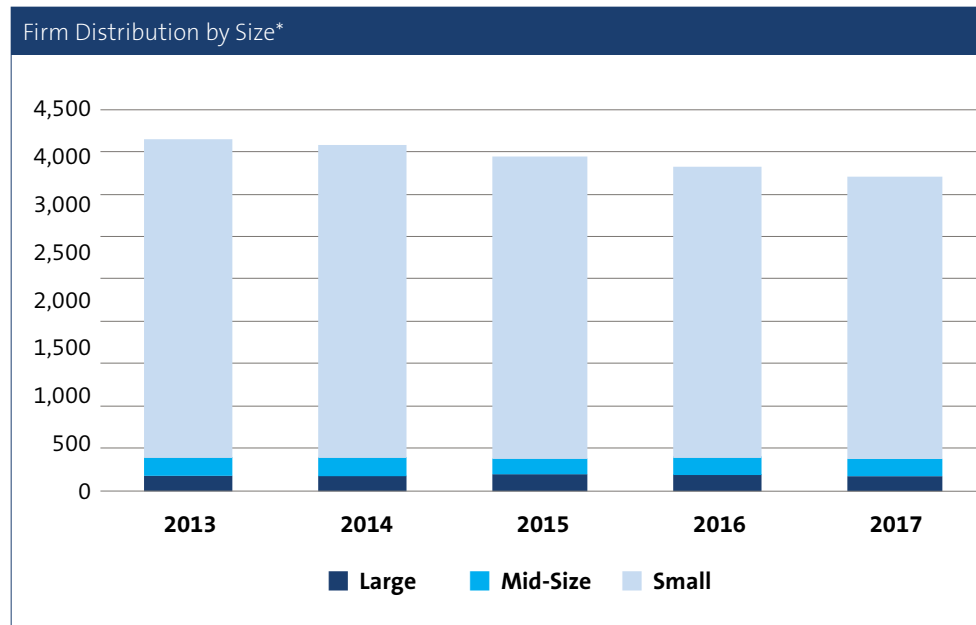
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## II. FINRA-Registered Firms

Firms conducting securities transactions and business with the investing public must be registered with FINRA. Firms must meet certain membership standards to attain registration.

Total Number of FINRA-Registered Firms				
2013	2014	2015	2016	2017
4,146	4,068	3,943	3,835	3,726

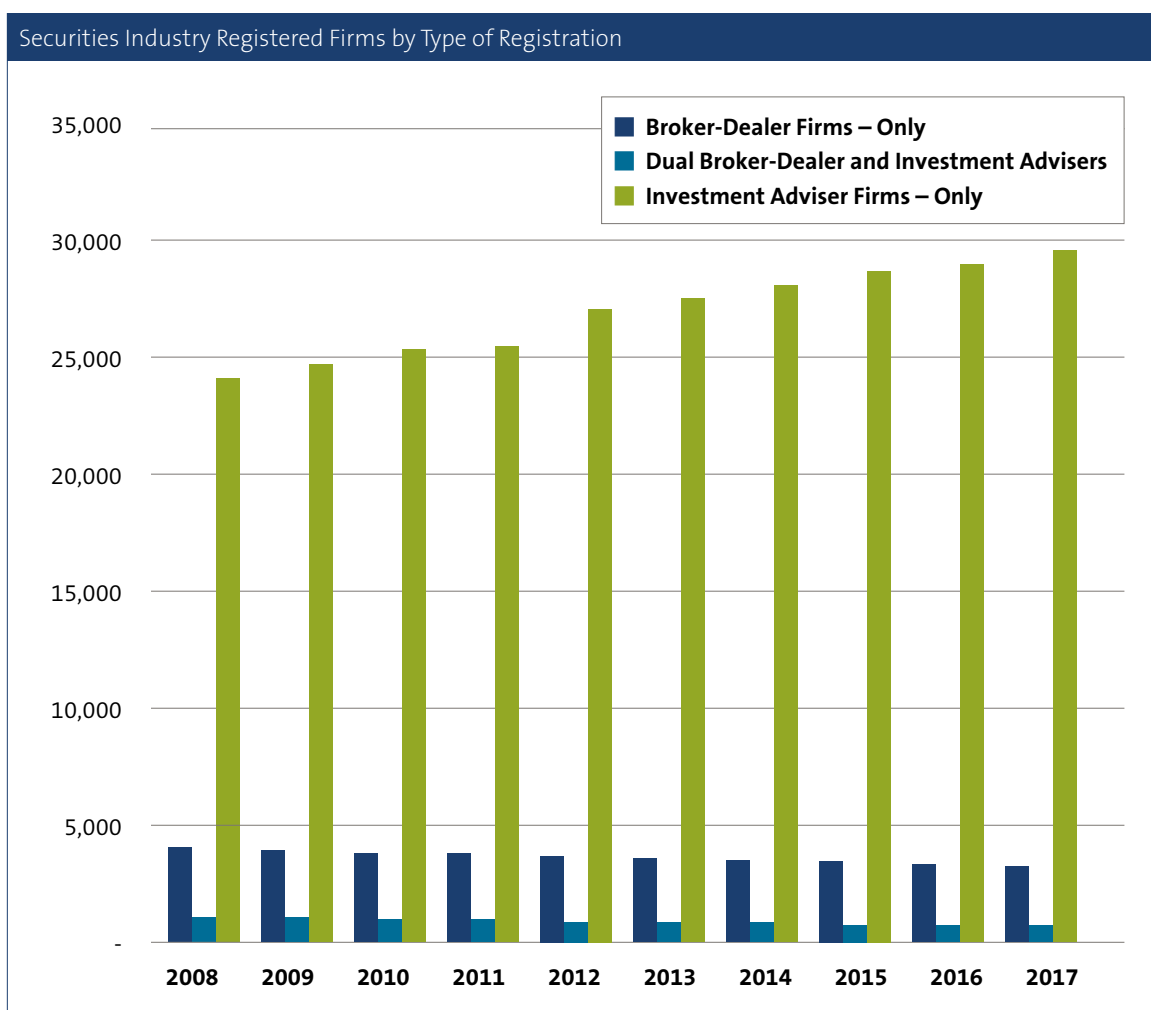
Firm Distribution by Size (Large, Mid-Size, Small)*					
	2013	2014	2015	2016	2017
Large	169	178	181	179	178
Mid-Size	214	206	194	194	195
Small	3,763	3,684	3,568	3,462	3,353
<b>Total</b>	<b>4,146</b>	<b>4,068</b>	<b>3,943</b>	<b>3,835</b>	<b>3,726</b>



\* Large Firm = 500 or more registered reps; Mid-Size Firm = 151-499 registered reps; Small Firm = 1-150 registered reps.

## II. FINRA-Registered Firms

Securities Industry Registered Firms by Type of Registration*										
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Broker-Dealer Firms - Only	3,969	3,826	3,744	3,678	3,545	3,452	3,394	3,303	3,229	3,132
Dual Broker-Dealer and Investment-Adviser Firms	926	894	834	778	744	694	674	640	606	594
<b>All FINRA-Registered Broker-Dealer Firms</b>	<b>4,895</b>	<b>4,720</b>	<b>4,578</b>	<b>4,456</b>	<b>4,289</b>	<b>4,146</b>	<b>4,068</b>	<b>3,943</b>	<b>3,835</b>	<b>3,726</b>
Investment Adviser Firms - Only	24,147	24,699	25,324	25,523	27,134	27,513	28,136	28,744	29,079	29,599
<b>Total Registered Firms</b>	<b>29,042</b>	<b>29,419</b>	<b>29,902</b>	<b>29,979</b>	<b>31,423</b>	<b>31,659</b>	<b>32,204</b>	<b>32,687</b>	<b>32,914</b>	<b>33,325</b>

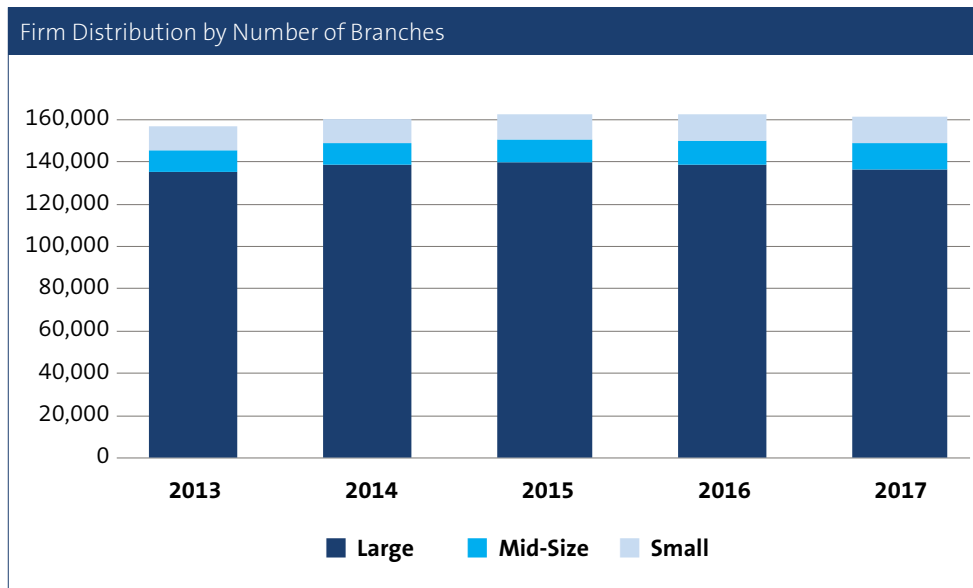


\* In the table/chart above, “Broker-Dealer Firms – Only” refers to firms that are solely registered with FINRA as Broker-Dealers. “Dual Broker-Dealer and Investment-Adviser Firms” refers to FINRA-registered Broker-Dealers who are also registered as investment adviser firms. “Investment Adviser Firms – Only” refers to firms that are registered only as investment advisers and are overseen by the SEC or state regulators.

## II. FINRA-Registered Firms

FINRA-registered firms must register each of their branch offices with FINRA, the New York Stock Exchange (NYSE) and states that require branch registration. This is accomplished with Form BR, the Uniform Branch Office Registration Form.

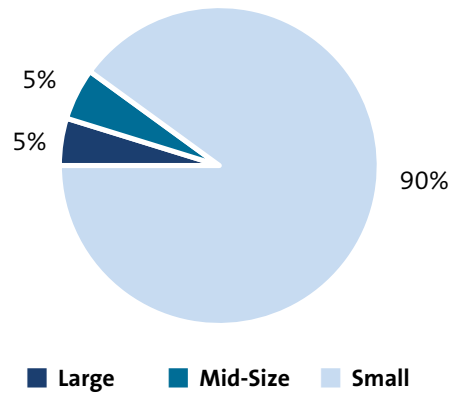
Firm Distribution by Number of Branches					
	2013	2014	2015	2016	2017
Large	135,281	137,489	139,024	137,807	134,474
Mid-Size	12,619	11,490	10,327	10,137	10,326
Small	12,673	12,665	12,155	11,585	11,307
<b>Total</b>	<b>160,573</b>	<b>161,644</b>	<b>161,506</b>	<b>159,529</b>	<b>156,107</b>



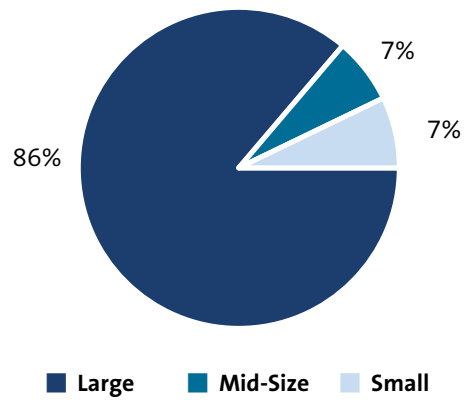


## II. FINRA-Registered Firms

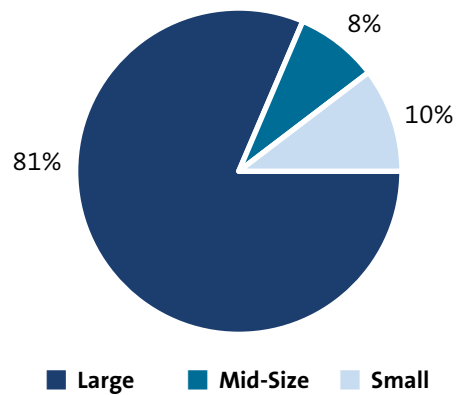
Firm Distribution by Size – 2017



Firm Distribution by Number of Branches – 2017



Firm Distribution by Number of Registered Representatives – 2017



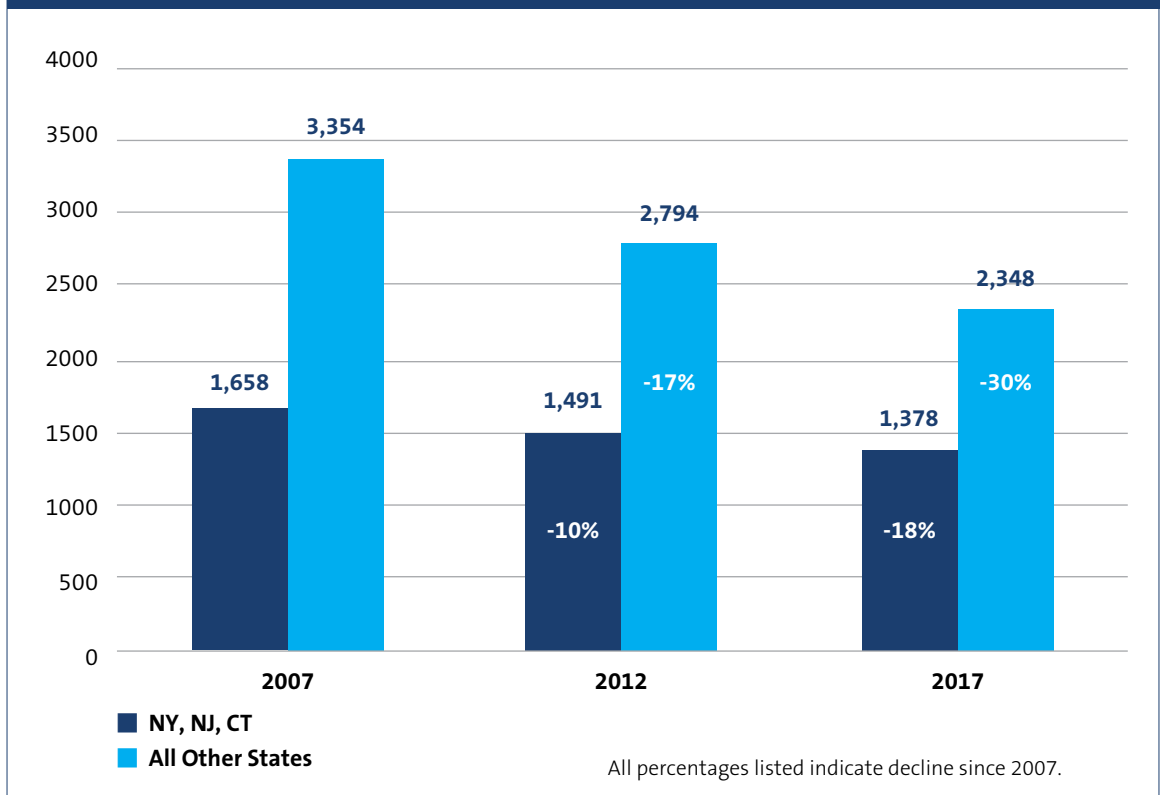
\* Percentages may not total 100% due to rounding.

## II. FINRA-Registered Firms

Firm Distribution by Number of Registered Representatives: Additional Breakdown

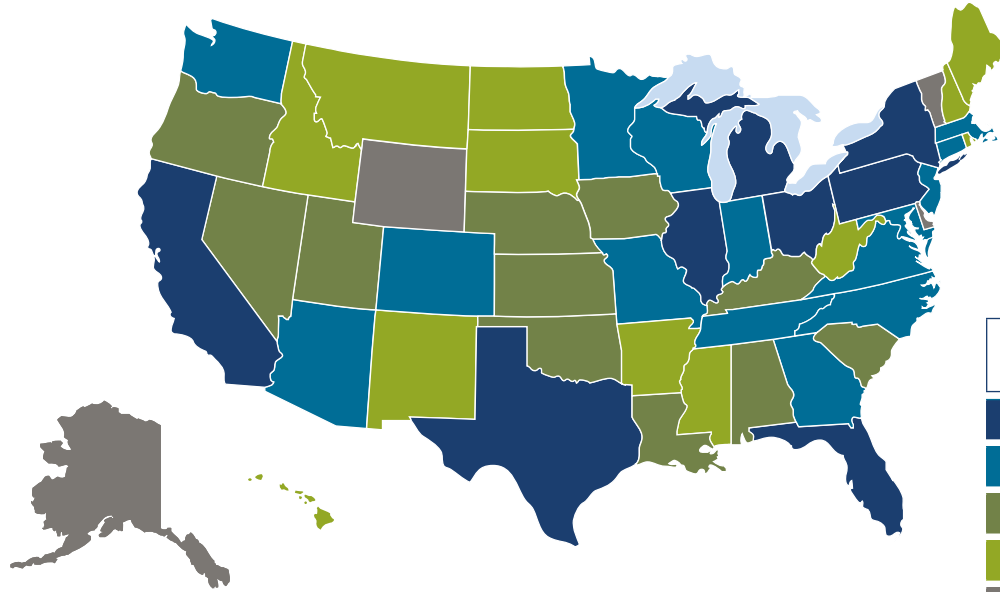
Rep Range	2013	2014	2015	2016	2017
>1,000	100	102	101	102	99
500-1,000	69	76	80	77	79
301-499	85	74	69	69	67
151-300	129	132	125	125	128
101-150	107	114	109	100	102
76-100	108	95	98	101	85
51-75	179	183	174	165	161
41-50	109	111	110	106	116
31-40	165	159	164	166	166
26-30	122	130	116	109	118
21-25	181	178	173	167	167
16-20	243	248	264	254	260
11-15	451	441	396	405	378
10 or Fewer	2,098	2,025	1,964	1,889	1,800
<b>Total</b>	<b>4,146</b>	<b>4,068</b>	<b>3,943</b>	<b>3,835</b>	<b>3,726</b>

10-Year Change in Number of FINRA-Registered Firms



## II. FINRA-Registered Firms

### Geographic Distribution of Firms by Number of Branches – 2017



Branches	States/ Regions
5,001-10,000+	8
2,501-5,000	15
1,001-2,500	11
501-1,000	12
0-500	8

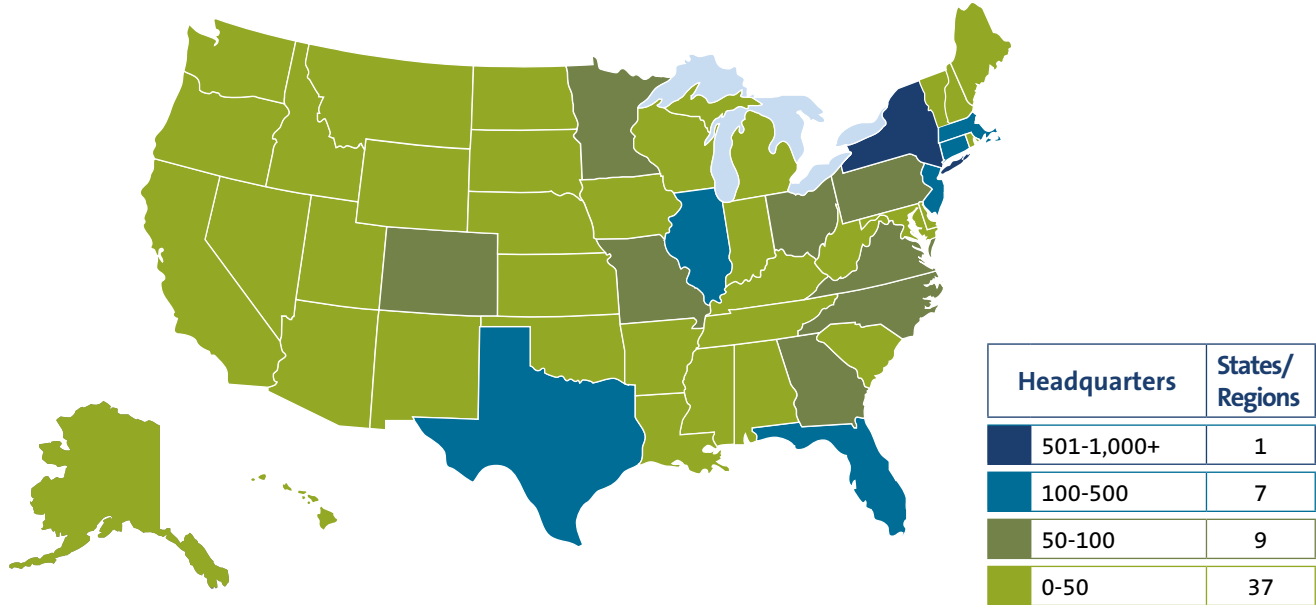
Branches By State/Region	2013		2014		2015		2016		2017	
	Branches	Firms	Branches	Firms	Branches	Firms	Branches	Firms	Branches	Firms
Alabama	1,793	178	1,779	172	1,778	170	1,793	170	1,724	161
Alaska	261	52	258	53	253	53	251	52	247	52
Arizona	3,243	266	3,262	264	3,285	265	3,201	258	3,135	261
Arkansas	992	132	995	129	1,020	125	1,001	119	975	116
California	17,795	1,090	17,971	1,090	17,856	1,064	17,430	1,042	17,061	1,032
Colorado	3,434	396	3,491	385	3,515	366	3,471	366	3,399	362
Connecticut	2,725	413	2,728	421	2,664	407	2,613	411	2,582	409
Delaware	481	111	495	117	478	110	478	107	462	104
District of Columbia	321	137	312	132	318	131	299	122	295	128
Florida	10,009	721	10,178	723	10,276	699	10,301	696	10,237	701
Georgia	4,098	408	4,165	402	4,127	390	4,115	379	3,985	376
Hawaii	575	111	580	110	587	110	573	109	544	103
Idaho	897	116	889	114	915	114	886	115	863	116
Illinois	7,761	721	7,718	711	7,669	674	7,548	670	7,299	647
Indiana	3,353	217	3,337	221	3,293	208	3,240	212	3,148	208
Iowa	2,214	181	2,229	178	2,247	177	2,221	179	2,163	173
Kansas	1,776	201	1,812	202	1,803	194	1,803	196	1,780	192
Kentucky	1,598	169	1,615	171	1,586	169	1,592	162	1,548	156
Louisiana	1,795	180	1,798	180	1,819	176	1,775	173	1,793	161

## II. FINRA-Registered Firms

Branches By State/Region	2013		2014		2015		2016		2017	
	Branches	Firms	Branches	Firms	Branches	Firms	Branches	Firms	Branches	Firms
Maine	639	121	654	125	654	127	640	124	610	119
Maryland	2,912	305	2,859	307	2,855	299	2,797	289	2,717	287
Massachusetts	3,692	518	3,751	516	3,746	501	3,693	500	3,625	485
Michigan	5,292	297	5,341	288	5,324	290	5,272	287	5,115	270
Minnesota	3,665	299	3,698	298	3,697	292	3,687	282	3,618	274
Mississippi	728	108	726	103	744	102	736	103	707	99
Missouri	3,081	290	3,137	287	3,167	287	3,070	296	2,972	275
Montana	641	101	630	98	633	96	629	94	599	91
Nebraska	1,321	150	1,316	148	1,304	143	1,305	143	1,250	138
Nevada	1,173	193	1,201	194	1,236	192	1,267	184	1,278	174
New Hampshire	810	140	806	140	816	141	811	134	799	129
New Jersey	5,123	495	5,138	497	5,196	505	5,129	479	4,949	472
New Mexico	799	111	808	111	812	105	791	106	785	105
New York	10,862	1,642	10,863	1,653	10,829	1,598	10,653	1,582	10,536	1,617
North Carolina	4,634	350	4,667	354	4,604	346	4,618	346	4,540	348
North Dakota	574	85	577	84	568	86	567	88	553	86
Ohio	7,000	372	6,962	355	6,836	345	6,679	342	6,463	331
Oklahoma	1,837	155	1,868	153	1,913	157	1,902	157	1,854	152
Oregon	2,273	199	2,299	195	2,312	193	2,277	193	2,232	185
Pennsylvania	7,589	459	7,548	448	7,421	446	7,350	444	7,155	428
Rhode Island	519	114	524	115	527	116	516	111	509	108
South Carolina	1,872	202	1,893	201	1,929	195	1,946	204	1,939	206
South Dakota	586	84	588	82	597	84	582	86	560	82
Tennessee	2,565	259	2,599	263	2,641	269	2,627	258	2,546	253
Texas	10,915	680	11,128	674	11,251	665	11,173	646	11,009	656
Utah	1,317	173	1,323	174	1,315	174	1,297	176	1,269	169
Vermont	405	111	405	111	406	108	408	102	376	90
Virginia	3,683	315	3,709	307	3,672	308	3,670	300	3,608	296
Washington	3,689	257	3,798	256	3,813	258	3,728	255	3,670	259
West Virginia	670	103	655	99	639	95	630	99	584	100
Wisconsin	3,643	238	3,642	232	3,605	230	3,564	228	3,463	217
Wyoming	359	71	372	71	380	70	377	68	363	68
Puerto Rico	165	42	143	42	142	42	150	42	145	45
Virgin Islands	10	9	10	9	11	10	9	8	6	5
Guam	12	8	11	8	11	8	9	7	10	7
Foreign	397	188	383	189	411	185	379	186	453	192
<b>TOTAL</b>	<b>160,573</b>		<b>161,644</b>		<b>161,506</b>		<b>159,529</b>		<b>156,107</b>	

## II. FINRA-Registered Firms

Geographic Distribution of Firms by Headquarters—2017



Locations by State/Region	2013	2014	2015	2016	2017
Alabama	24	23	21	22	21
Alaska	0	1	1	1	0
Arizona	32	30	29	29	29
Arkansas	10	10	10	10	10
California	468	472	462	435	428
Colorado	85	85	84	80	75
Connecticut	156	149	145	135	129
Delaware	4	4	4	4	4
District of Columbia	30	28	25	25	22
Florida	208	199	191	185	188
Georgia	92	81	75	74	76
Hawaii	7	7	7	6	5
Idaho	2	3	4	2	2
Illinois	249	243	230	229	217
Indiana	31	30	25	26	22
Iowa	27	25	22	23	22
Kansas	27	29	26	20	21
Kentucky	13	12	12	11	10
Louisiana	19	19	16	16	14
Maine	14	16	17	17	18
Maryland	51	53	53	51	48

## II. FINRA-Registered Firms

Locations by State/Region	2013	2014	2015	2016	2017
Massachusetts	152	147	141	141	138
Michigan	47	48	48	45	44
Minnesota	68	64	64	60	55
Mississippi	3	2	2	2	2
Missouri	65	65	68	64	63
Montana	3	3	2	2	2
Nebraska	19	18	17	15	15
Nevada	15	13	11	12	13
New Hampshire	12	11	10	7	6
New Jersey	155	158	155	149	154
New Mexico	2	2	2	1	1
New York	1,147	1,146	1,125	1,122	1,095
North Carolina	70	73	68	69	65
North Dakota	8	8	9	8	8
Ohio	87	80	77	71	66
Oklahoma	15	14	13	13	11
Oregon	22	23	21	18	16
Pennsylvania	123	113	107	108	100
Rhode Island	15	13	13	12	12
South Carolina	13	14	18	19	18
South Dakota	2	2	2	2	2
Tennessee	43	43	43	43	41
Texas	249	237	223	212	205
Utah	19	21	21	23	21
Vermont	6	5	5	4	3
Virginia	57	57	56	55	55
Washington	51	47	44	43	42
West Virginia	2	2	2	2	2
Wisconsin	44	43	43	41	38
Wyoming	1	1	0	0	0
Puerto Rico	13	12	12	12	13
Virgin Islands	1	1	1	1	1
Guam	1	1	1	1	1
<b>Foreign</b>	<b>67</b>	<b>62</b>	<b>60</b>	<b>57</b>	<b>57</b>
<b>TOTAL</b>	<b>4,146</b>	<b>4,068</b>	<b>3,943</b>	<b>3,835</b>	<b>3,726</b>

## II. FINRA-Registered Firms

### FINRA-Registered Firms – Median Number of Years in Business

2007	2012	2017
11.3	14	16.7

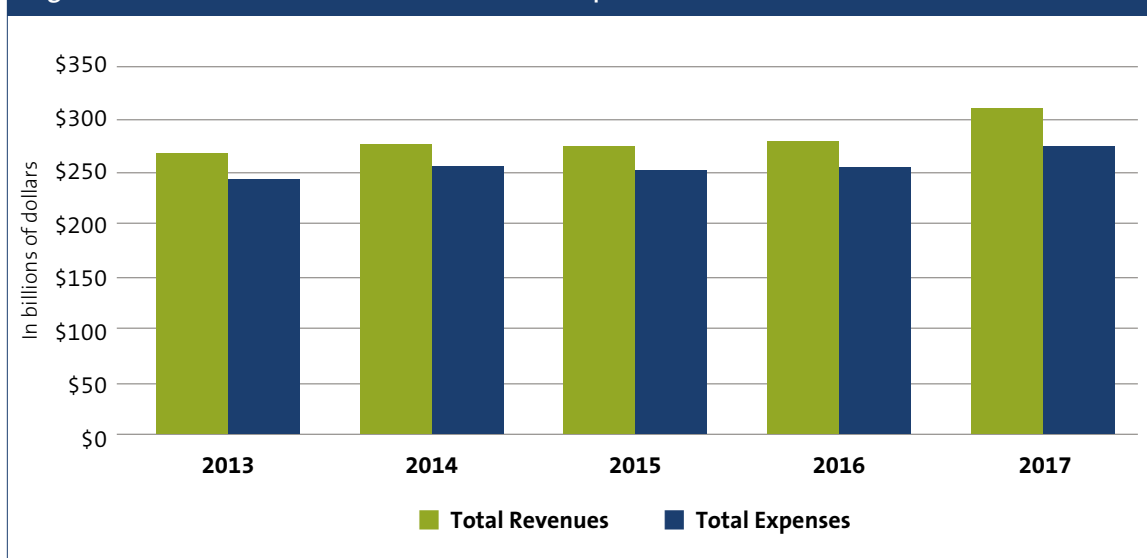
### Registered Broker-Dealer Firms – Aggregate Financial Information

	2013	2014	2015	2016	2017
<b>Total Revenues</b>	\$264,253.14	\$273,930.72	\$270,571.25	\$276,878.62	\$308,618.87
<b>Total Expenses</b>	\$238,460.89	\$250,536.49	\$248,016.75	\$250,026.59	\$270,382.72
<b>Pre-Tax Net Income</b>	\$25,792.25	\$23,394.22	\$22,554.50	\$26,852.04	\$38,236.15

In millions of dollars

Aggregated from Financial and Operational Combined Uniform Single (FOCUS) reports submitted to FINRA by Broker-Dealer firms (includes both FINRA-registered firms and non-registered firms). These financial results may differ from results reported elsewhere based on non-FOCUS data.

### Registered Broker-Dealer Firms – Revenues and Expenses



## II. FINRA-Registered Firms

FINRA-Registered Firms – Leaving/Entering the Industry					
Year	Firms Leaving	% of Total	Firms Entering	% of Total	End of Year Total Firms
2003	-422	-8%	+309	+6%	5,261
2004	-376	-7%	+302	+6%	5,187
2005	-379	-7%	+294	+6%	5,102
2006	-327	-6%	+247	+5%	5,022
2007	-312	-6%	+289	+6%	4,999
2008	-323	-6%	+215	+4%	4,891
2009	-339	-7%	+166	+3%	4,718
2010	-330	-7%	+190	+4%	4,578
2011	-294	-6%	+173	+4%	4,457
2012	-303	-7%	+136	+3%	4,290
2013	-249	-6%	+105	+2%	4,146
2014	-222	-5%	+144	+3%	4,068
2015	-244	-6%	+119	+3%	3,943
2016	-232	-6%	+124	+3%	3,835
2017	-205	-6%	+96	+3%	3,726

### Spotlight: Capital Acquisition Brokers and Funding Portals

In the last two years, FINRA has implemented tailored rule sets in connection with two new categories of FINRA member firms: Capital Acquisition Brokers (CABs) and Funding Portals (FPs). The new rules are designed to encourage capital formation while maintaining FINRA’s active oversight to protect investors.

- ▶ CABs engage in a limited range of activities, essentially advising companies and private equity funds on capital raising and corporate restructuring, and acting as a placement agent for sales of unregistered securities to institutional investors under limited conditions. The CAB rule set took effect in 2017.
- ▶ FPs also engage in a limited range of activities: those prescribed under the JOBS Act and the SEC’s Regulation Crowdfunding. The FP rule set took effect in 2016.

**45** — The number of active CABs as of Dec. 31, 2017

**36** — The number of FPs of Dec. 31, 2017 (compared with 21 a year earlier)



## II. FINRA-Registered Firms

FINRA-Registered Firm Branch Offices – Opening/Closing*					
Year	Branches Closed	% of Total	Branches Opened	% of Total	End of Year Total Branches
2007	-29,705	-18%	+31,514	+19%	171,286
2008	-28,539	-17%	+28,912	+17%	171,659
2009	-37,709	-22%	+32,943	+19%	166,893
2010	-26,289	-16%	+22,243	+13%	162,847
2011	-24,838	-15%	+22,474	+14%	160,483
2012	-25,167	-16%	+25,948	+16%	161,264
2013	-19,358	-12%	+18,667	+12%	160,573
2014	-16,537	-10%	+17,608	+11%	161,644
2015	-18,291	-11%	+18,153	+11%	161,506
2016	-20,100	-12%	+18,123	+11%	159,529
2017	-21,796	-14%	+18,374	+11%	156,107

\* The revised definition of “branch office” took effect on July 3, 2006 (NASD) and September 9, 2005 (NYSE). The Branch Office Registration System launched on October 29, 2005 with a baseline of branch office totals established beginning in 2007.

## II. FINRA-Registered Firms

FINRA Rule 2210 governs broker-dealers' communications with the public including communications with retail and institutional investors. The rule provides standards for the content, approval, recordkeeping and filing of communications with FINRA. FINRA's Advertising Regulation Department reviews firms' advertisements and other communications with the public to ensure they are fair, balanced, not misleading and comply with the standards of the SEC, MSRB and SIPC advertising rules. FINRA rules do not require all communications with the public to be filed, and the figures presented below therefore represent only a segment of such communications.

### Advertising Regulation Filing Volumes\*

2013	2014	2015	2016	2017
103,434	110,546	98,166	91,239	77,334

FINRA-Registered Firms – Most Common Marketing Methods	Total for Period 2017
Web information – public access	27,176
Fund-specific information sheets	14,803
Flyers and other hand-delivered material	8,437
Brochures, pamphlets and catalogs	6,346
Periodic and other performance reports	4,941
Mailed sales material	4,003
Email, IM, SMS or text messages	3,580
Seminar-related communications	2,494
Web information—password protected	1,218
Print advertisements, posters and signs	816
Information released to the press	717
Articles and third-party reprints	637
Software output and Investment Analysis tools	609
Audio/video tapes, CDs and DVDs	581
Research reports—equity and debt	372
Account statement related communications	253
TV advertisements and broadcasts	125
Broker-Dealer use only material	120
Radio advertisements and broadcasts	43
Business-related stationery	40
Telemarketing and other phone scripts	23
<b>Total</b>	<b>77,334</b>

\* Based on communications filed by broker-dealers for review by FINRA's Advertising Regulation Department ("Filings"). The filing requirements were modified in January 2017 as part of a retrospective review of the Communications with the Public Rules, as described in *Regulatory Notice 16-41*.

## II. FINRA-Registered Firms

Advertising Regulation Filing Volumes – Investment Company Product—2017	
Investment Company Product Types	Percentage of Total Filings
Open-End Mutual Fund	63.8%
Exchange-Traded Fund	12.4%
Variable Annuity	7.5%
Closed-End Mutual Fund	2.7%
Unit Investment Trust	2.4%
Variable Life Insurance	1.6%
<b>Total Registered Investment Company Products</b>	<b>90.4%</b>
<b>Total Non-Registered Investment Company Products</b>	<b>9.6%</b>

Advertising Regulation Filing Volumes – Voluntary vs. Mandatory*					
	2013	2014	2015	2016	2017
<b>Voluntary</b>	10,005	9,250	8,720	8,174	12,280
<b>Mandatory</b>	93,429	101,296	89,446	83,065	65,054

\* Mandatory filings are those required by FINRA rules while voluntary filings are communications materials submitted at the discretion of the firm. The filing requirements were modified in January 2017 as part of a retrospective review of the Communications with the Public Rules, as described in *Regulatory Notice 16-41*.

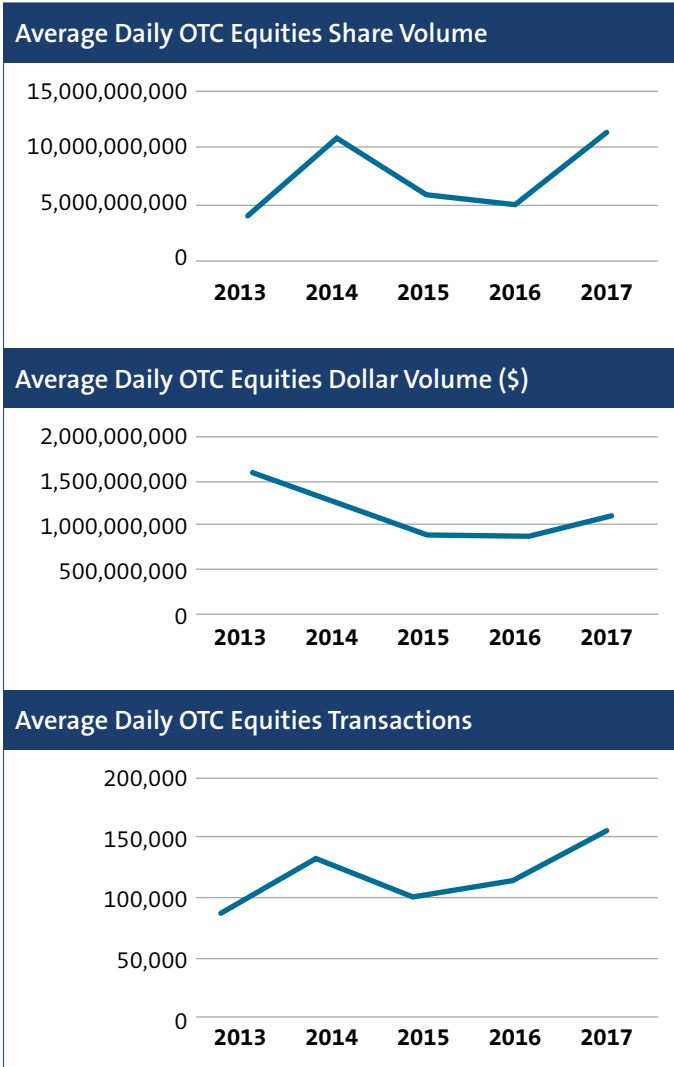
### III. Market Activity

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### III. Market Activity

FINRA collects certain market data as part of its role in overseeing trading and providing transparency services. Following are select tables drawn from that data.

OTC Equities Market Statistics			
Year	Average Daily OTC Equities Share Volume	Average Daily OTC Equities Dollar Volume (\$)	Average Daily OTC Equities Transactions
2013	4,119,935,956	1,602,332,293	88,410
2014	10,876,354,125	1,195,891,042	132,897
2015	5,671,986,058	904,974,390	100,692
2016	4,973,388,028	883,713,565	114,481
2017	11,050,998,039	1,083,126,276	154,768



### III. Market Activity

#### FINRA Member Firm OATS Activity

The tables below show FINRA member firms' total and average daily activity, respectively, on FINRA's Order Audit Trail System (OATS).\*

Total OATS Events				
Year	OATS Messages*	Trade Executions	Number of Shares	Value of Executions
2013**	511,470,413,663	3,833,988,955	1,539,717,798,028	\$19,406,022,729,850.70
2014	632,072,047,792	3,875,296,930	6,171,943,611,831	\$41,041,003,543,864.50
2015	753,589,404,714	3,083,950,634	3,066,698,357,202	\$36,471,141,990,007.00
2016	727,812,241,098	3,961,320,427	3,656,985,412,829	\$42,781,770,202,084.40
2017	531,866,067,552	3,527,221,666	6,525,698,297,889	\$42,078,647,880,622.20

Daily Average OATS Events					
Year	# of business days	OATS Messages*	Trade Executions	Number of Shares	Value of Executions
2013**	252	2,029,644,498.66	15,214,241.88	10,403,498,635.32	\$131,121,775,201.69
2014	252	2,508,222,411.87	15,378,162.42	24,491,839,729.49	\$162,861,125,174.07
2015	252	2,990,434,145.69	12,237,899.34	12,169,437,925.40	\$144,726,753,928.60
2016	252	2,888,143,813.88	15,719,525.50	14,511,846,876.31	\$169,768,929,373.35
2017	251	2,118,988,316.94	14,052,675.96	25,998,797,999.56	\$167,644,015,460.65

\* OATS messages include orders, order cancellations, order modifications, new order routes and trade executions.

\*\* For 2013, the number of shares and value of executions are for 3Q and 4Q only (148 business days); the numbers of messages and executions are for the full year.

### III. Market Activity

The table below reports the total number of shares traded in NMS stocks on all markets, and breaks out the portion of that total that is reported Over-the-Counter (OTC).

National Market System (NMS) Stocks Trading Summary			
Year	Total Consolidated Volume	Total OTC	% OTC
2013	1,568,068,267,789	568,378,341,602	36.2%
2014	1,623,386,544,215	587,338,028,782	36.2%
2015	1,741,532,712,604	615,827,618,345	35.4%
2016	1,848,780,101,176	678,857,487,044	36.7%
2017	1,642,696,484,455	616,183,840,401	37.5%

OTC includes all FINRA facilities (the FINRA/Nasdaq TRF, the FINRA/NYSE TRF and the FINRA Alternative Display Facility).

Sources: UTP Trade Data Feed and Consolidated Tape System

TRACE Activity Summary*						
		2013	2014	2015	2016	2017
Corporate & Agencies	Avg. Daily Transactions	48,050	45,522	47,251	55,451	59,147
	Avg. Daily Volume (in \$ billions)	33.4	34.2	34.5	36.6	36.4
Securitized Products	Avg. Daily Transactions	14,200	13,387	13,254	12,976	13,029
	Avg. Daily Volume (in \$ billions)	243.9	199.8	212.1	230.8	229.5

\* The Trade Reporting and Compliance Engine (TRACE) facilitates the mandatory reporting of over-the-counter secondary market transactions in eligible fixed income securities.

For additional historical perspective on the over-the-counter (OTC) U.S. corporate bond, agency debenture, asset-backed and mortgage backed security markets, see FINRA's TRACE Fact Book, available at [www.FINRA.org](http://www.FINRA.org).



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