

Title: Retail Owns the Float - Ally Survey Edition

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Hey everyone. This is my first attempt at any DD since I have not seen much posted about this. There was a post awhile back with a CNBC graphic that showed more than 2 in 5 Americans bought meme stocks. This was based on a survey conducted by Ally (link to article below)

[<https://www.ally.com/do-it-right/amp/trends/one-year-anniversary-meme-stock-investors/>](<https://www.ally.com/do-it-right/amp/trends/one-year-anniversary-meme-stock-investors/>)

<https://preview.redd.it/1splxe8g7jk91.jpg?width=1600&format=pjpg&auto=webp&s=e07685b5a7b87c012890ae16202aa4e0ba2a30fc>

This is my attempt to breakdown the survey to show what it means in relationship to GME (Spoiler: we own the float). I am open to feedback but just thought someone needed to take a closer look at this data. Also, I did not have a lot of time to proofread everything so please be kind. I am also sure the formatting will be weird since I do not know how to use Reddit at all.

Survey Source: Ally Consumer Research Survey

Survey Date: January 2022

People Sampled: 2,000+

I am not going to pretend I know a lot about margin of error, but 2,000+ people should give fairly precise results. Based on my short research, the margin of error should be somewhere around 2% (at a 95% confidence interval). We can assume these results are fairly close to actual numbers. One thing we have to assume is the survey did a good job of accurately representing the entire U.S. population. This is based on survey methods and is out of our knowledge. Just something to keep in mind.

There are 258.3 million adults in the United States based on the 2020 census.

[<https://www.census.gov/library/stories/2021/08/united-states-adult-population-grew-faster-than-nations-total-population-from-2010-to-2020.html#:~:text=In%202020%2C%20the%20U.S.%20Census,from%20234.6%20million%20in%202010>](<https://www.census.gov/library/stories/2021/08/united-states-adult-population-grew-faster-than-nations-total-population-from-2010-to-2020.html#:~:text=In%202020%2C%20the%20U.S.%20Census,from%20234.6%20million%20in%202010>).

The survey concluded that more than 40% (2 in 5) people invested in meme stocks. That equates to

103.32 million people invested in meme stocks

The Ally article only names three meme stocks; Movie, BB, and GME. The survey could have encompassed more "memestocks" than those three stocks, but I am going to make an assumption that it did not or they likely would have mentioned them.

I am now going to break this down into a conservative approach and my estimate to give us two final numbers. Think of the conservative approach being the lowest numbers possible based on this survey.

Now we all know GME is probably the highest own stock out of the three listed, but to be conservative let's say GME was only 33.3% (1/3rd) of the people invested in meme stocks. I am going to add my estimate as 50%. This is just based on how these stocks gained traction in Reddit.

Conservative estimate (CE) = 34.44 million people invested in GME

My estimate (ME) = 51.66 million people invested in GME

47% of the people invested less than \$500 (smaller investors)

CE = 16.19 million smaller investors

ME = 24.28 million smaller investors

53% of the people invested more than \$500 (larger investors)

CE = 18.25 million larger investors

ME = 27.38 million larger investors

It goes on to state that 79% of the smaller investors are still holding and 95% of the larger investors are still holding. This does not go into whether they are holding more, less, or an equal number of shares. It does say that 53% are planning on buying memestocks again in the next 12 months. Here is where I make another assumption that they are holding the same amount of shares.

CE = 12.79 million smaller investors still holding

ME = 19.18 million

CE = 17.34 million larger investors still holding

ME = 26.01 million

The investors under \$500 likely bought at least one full share at the time. This would equate to 4 shares now. It is probably more than 4 shares since that is only \$120 at the current price but I want to stay conservative with my estimates. My estimate is going to be 8 shares (2 shares at the time). This would equate to \$240 dollars at the current prices, which is close to the midpoint of the range of \$0 - \$500 invested.

CE = 51.16 million shares still held by smaller investors

ME = 153.44 million shares still held by smaller investors

Larger investors are people who invested more than \$500.

It is hard to get an estimate on how many shares that would equate to. Once again we have to make some conservative assumptions. The survey said people were equally likely to make or lose money. Since the price was ~\$100-\$150 during the time of the survey we can assume that the cost basis for investors is somewhere in this range. I am going to use \$125 because it is the midpoint and evenly divisible by 500. This would mean each large investor bought at least 4 shares (16 today). I used 16 as the conservative estimate. For my estimate I used 100. My reasoning is that our DRS bot says 400 average. We can assume these are mostly diehard investors so I wanted to be at about 25% of that number. This is probably still a conservative estimate but I was not sure how to approach this number.

CE = 277.44 million shares still held by larger investors

ME = 2.60 billion shares still held by larger investors

So using my CONSERVATIVE ESTIMATES there are 328.6 million shares held by retail. This is greater than the number of shares issued.

My estimate is that there are 2.75 billion shares held by retail. This is only 9 times the issued shares...

I also want to look at this a different way. Based on our DRS data, there are 77 million shares owned by 190,000 people (accounts). There are 77 million shares remaining to lock this thing up. This means that the remaining 17.15 million (conservative estimate) larger investors (>\$500) have to own 4.4 shares each to lock the float. This is just \$132 based on today's price. It is highly likely we own the float.

One take away from this DD I want to demonstrate is that the conservative estimate is 30 million people holding GME. I know this number seems unrealistic (even to me). If this number is even close to being correct it is extremely bullish to GME. This survey does appear to be another data point confirming our original DD is correct and that the shorts never closed. Even the fact that the 82% of the people still hold and 53% saying they are going to invest more. If 82% of the people never sold, then how did they exit all their short positions? Especially if over half the people are still buying memestocks...

This is only taking into account U.S. holders.

Remember the margin of error in this survey (2,000+ ppl) is around 2%. There are a lot of assumptions I made but I tried to take the conservative approach. I am open to feedback and review. I hope any mistakes are pointed out so I can correct them.

TL;DR

U.S. Retail owns the float based on a survey conducted by Ally.

Conservative estimate is retail owns 328.6 million shares. It is likely in the billions.