

Title: Fresh Google Consumer Surveying Suggests 830MM+ Shares Held; 95+ share avg.; 8.5 Million+ Investors --- U.S. NUMBERS ONLY

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I won't belabor this, but I ran a fresh Google Consumer Survey question to understand where GameStop U.S. ownership was at currently. I adjusted the buckets upward from the previous surveying to reflect the fact that most \$GME hodlers have only been adding to their position in the past 12+ months. Even with this change aside, results are exactly as I expected ... the number of shares held by U.S. retail investors continues to grow and grow.

In June 2021, it looked like U.S. retail investors owned about 164MM shares (very conservatively). Today, it looks like U.S. retail investors own five times as much, at 830MM shares. Bear in mind the previous survey capped ownership at 101 shares, whereas this new survey expands the cap to 301. Naturally, this plays a MAJOR role in expanding the average shares held (which has grown from 34 in June 2021 to 95 today). If anything, this just illustrates how truly conservative was the prior approach.

If you have any questions about method and the GCS platform, check out this post with links to all previous surveying work, and links with tons of details on the who, what, where, and why: [[https://www.reddit.com/r/Superstonk/comments/pulqsx/the\\_all\\_things\\_survey\\_post\\_or\\_anything\\_modeling/?utm\\_source=share&utm\\_medium=web2x&context=3](https://www.reddit.com/r/Superstonk/comments/pulqsx/the_all_things_survey_post_or_anything_modeling/?utm_source=share&utm_medium=web2x&context=3)]([https://www.reddit.com/r/Superstonk/comments/pulqsx/the\\_all\\_things\\_survey\\_post\\_or\\_anything\\_modeling/?utm\\_source=share&utm\\_medium=web2x&context=3](https://www.reddit.com/r/Superstonk/comments/pulqsx/the_all_things_survey_post_or_anything_modeling/?utm_source=share&utm_medium=web2x&context=3))

Here's the link to the live survey (currently at 465/500): [<https://surveys.google.com/reporting/survey?survey=zbm3mwl4rxth4evxkwcfwzey>](<https://surveys.google.com/reporting/survey?survey=zbm3mwl4rxth4evxkwcfwzey>)

<https://preview.redd.it/904b9ircvjl81.png?width=2228&format=png&auto=webp&s=4ba8abc151c3a82993a0f1330d35ae68588d0659>

And here's a quick breakdown of what the numbers mean when extrapolated over the wider U.S. population:

<https://preview.redd.it/8jws971bzjl81.png?width=1358&format=png&auto=webp&s=971504572440e1e42b555bc51fb99bef9369679a>

For all you new comers and naysayers, before you start laying into me on how these numbers seem impossible, consider these two facts:

1. Just one single U.S. brokerage, Fidelity, serves 40MM individual investors:

<https://preview.redd.it/tmptxpgm0kl81.png?width=2700&format=png&auto=webp&s=89c556429058b0155902875b245456eb2a96b97d>

2) One single broker in Sweden, Avanza, actually published the number of GameStop hodlers (21K) and number of shares held (511K). This comes out to 24.3 shares per holder. Now bear in mind that Sweden is 1/33 the size of the U.S. in population (10.2MM versus 332MM). Not only that, but Americans are more than twice as likely as Swedes to own stocks, as illustrated below.

[[https://www.reddit.com/r/Superstonk/comments/sueah3/we\\_are\\_all\\_swedish\\_today\\_245m\\_shares\\_exist/?utm\\_source=share&utm\\_medium=web2x&context=3](https://www.reddit.com/r/Superstonk/comments/sueah3/we_are_all_swedish_today_245m_shares_exist/?utm_source=share&utm_medium=web2x&context=3)]([https://www.reddit.com/r/Superstonk/comments/sueah3/we\\_are\\_all\\_swedish\\_today\\_245m\\_shares\\_exist/?utm\\_source=share&utm\\_medium=web2x&context=3](https://www.reddit.com/r/Superstonk/comments/sueah3/we_are_all_swedish_today_245m_shares_exist/?utm_source=share&utm_medium=web2x&context=3))

For Swedes:

[As of 2018, about 18% of Swedes own stocks: [https://www.euroclear.com/dam/ESw/Brochures/Documents/\\_in\\_English/The\\_Shareholding\\_in\\_Sweden\\_2018.pdf](https://www.euroclear.com/dam/ESw/Brochures/Documents/_in_English/The_Shareholding_in_Sweden_2018.pdf)](<https://preview.redd.it/puvmuwtc3kl81.png?width=1446&format=png&auto=webp&s=0bc0a82f743e8558b229893a17b1f2baa1fdb69f>)

For Americans:

[As of 2021, about 56% of U.S. adults owned stocks: <https://www.fool.com/research/how-many-americans-own-stock/>](<https://preview.redd.it/ieibiqvj3kl81.png?width=1632&format=png&auto=webp&s=5545ed20801906146bf051a9621b4a158c55a927>)

Yes, the above compares U.S. adults to all age groups in Sweden, but even correcting for this, that leaves about 25% of Swedish adults owning stock, compared to 56% of their American counterparts.

In other words, about 120MM American adults own stock ... so is it a stretch to think that ~9MM of these might own at least some GameStop shares?

We'll get an even better picture of the situation when GameStop once again (hopefully) shares DRS numbers in their Q4 10-Q, but I think it's pretty clear ... Hedgies R Fuk.

Buckle up!!!

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EDIT #1: So the survey has since completed (502/500), so here are the final tallies (as you can see, not much changes with the extra 37 samples):

<https://preview.redd.it/5177vgnn0ol81.png?width=1360&format=png&auto=webp&s=2d3d1ff2404d4bddfd07b580a091f4cd33df5065>

In addition to this, there were several comments about using the lower-bound on the share buckets as opposed to the mid-range of the bucket. This is fine as it keeps in the spirit of taking an even more conservative approach. Here's what that looks like:

<https://preview.redd.it/h37g67gu0ol81.png?width=1360&format=png&auto=webp&s=e5781a7a301b399a8ca375c1d5503fa2bf87f08c>

I should also mention that the weakest part of this research is the average share calculation. While a sample of 500 is fine for determining the ownership % (w/ a pop. of 134MM, a confidence level of 95% and a sample of 500, we're looking at a margin of error of 4.38%), the average shares held is working off of a VERY small sample of only 51. Way too small, so take this average with a grain of salt. The counterbalance to this is we're capping at 301 shares. So this approach completely ignores any and all shares above that amount, as described in the red text above. Just something to keep in mind. But considering the Avanza Swedes have an average of 23.4 shares each, I think something in the neighborhood of 70 to 100 shares is in the realm of possibility for U.S. investors.