



Survey results from 10/01/08 thru 1/08/2009.

**Question: If someone gave me \$1,000 and told me to 'invest it wisely', I would:**

Option	Percentage	Votes
Put it in the stock market	24 %	367
Put it in a savings account	57 %	868
Give it to a friend to invest for me	1 %	19
Ask my parent or another person for advice	12 %	193
Buy a collectible that would grow in value, like baseball cards, comic books, etc.	4 %	70

**Demographic Data**

Age		
Option	Percentage	Votes
17 or younger	58 %	888
18 - 29	20 %	304
30 - 45	11 %	167
46 - 59	8 %	122
60 or older	2 %	36

Total Votes: 1517

Gender		
Option	Percentage	Votes
Male	47 %	724
Female	52 %	793

Total Votes: 1517

Location		
Option	Percentage	Votes
Midwest	33 %	515
Northeast	23 %	356
South	21 %	326
West	10 %	156
Other	10 %	164

Total Votes: 1517

Age		
17 or younger		
Option	Percentage	Votes
Put it in the stock market	13 %	123
Put it in a savings account	63 %	568
Give it to a friend to invest for me	0 %	8
Ask my parent or another person for advice	15 %	136
Buy a collectible that would grow in value, like baseball cards, comic books, etc.	5 %	53
Total Votes: 888		

18 - 29		
Option	Percentage	Votes
Put it in the stock market	31 %	97
Put it in a savings account	53 %	162
Give it to a friend to invest for me	1 %	6
Ask my parent or another person for advice	11 %	34
Buy a collectible that would grow in value, like baseball cards, comic books, etc.	1 %	5
Total Votes: 304		

30 - 45		
Option	Percentage	Votes
Put it in the stock market	49 %	83
Put it in a savings account	41 %	70
Give it to a friend to invest for me	1 %	2
Ask my parent or another person for advice	5 %	9
Buy a collectible that would grow in value, like baseball cards, comic books, etc.	1 %	3
Total Votes: 167		

46 - 59		
Option	Percentage	Votes
Put it in the stock market	46 %	57
Put it in a savings account	43 %	53
Give it to a friend to invest for me	0 %	1
Ask my parent or another person for advice	8 %	10
Buy a collectible that would grow in value, like baseball cards, comic books, etc.	0 %	1
Total Votes: 122		

60 or older		
Option	Percentage	Votes
Put it in the stock market	19 %	7
Put it in a savings account	41 %	15
Give it to a friend to invest for me	5 %	2
Ask my parent or another person for advice	11 %	4
Buy a collectible that would grow in value, like baseball cards, comic books, etc.	22 %	8
Total Votes: 36		

Gender		
Male		
Option	Percentage	Votes
Put it in the stock market	33 %	240
Put it in a savings account	49 %	358
Give it to a friend to invest for me	0 %	7
Ask my parent or another person for advice	10 %	76
Buy a collectible that would grow in value, like baseball cards, comic books, etc.	5 %	43
Total Votes: 724		

Location		
Midwest		
Option	Percentage	Votes
Put it in the stock market	34 %	176
Put it in a savings account	52 %	270
Give it to a friend to invest for me	0 %	5
Ask my parent or another person for advice	9 %	48
Buy a collectible that would grow in value, like baseball cards, comic books, etc.	3 %	16
Total Votes: 515		

Northeast		
Option	Percentage	Votes
Put it in the stock market	19 %	68
Put it in a savings account	61 %	218
Give it to a friend to invest for me	1 %	4
Ask my parent or another person for advice	14 %	52
Buy a collectible that would grow in value, like baseball cards, comic books, etc.	3 %	14
Total Votes: 356		

South		
Option	Percentage	Votes
Put it in the stock market	19 %	63
Put it in a savings account	59 %	194
Give it to a friend to invest for me	1 %	6
Ask my parent or another person for advice	15 %	51
Buy a collectible that would grow in value, like baseball cards, comic books, etc.	3 %	12
Total Votes: 326		

West		
Option	Percentage	Votes
Put it in the stock market	23 %	36
Put it in a savings account	55 %	86
Give it to a friend to invest for me	2 %	4
Ask my parent or another person for advice	12 %	19
Buy a collectible that would grow in value, like baseball cards, comic books, etc.	7 %	11
Total Votes: 156		

Gender		
Female		
Option	Percentage	Votes
Put it in the stock market	16 %	127
Put it in a savings account	64 %	510
Give it to a friend to invest for me	1 %	12
Ask my parent or another person for advice	14 %	117
Buy a collectible that would grow in value, like baseball cards, comic books, etc.	3 %	27
Total Votes: 793		