



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

Question: I think investing is:		
Option	Percentage	Votes
Cool! You can make a ton a money.	58 %	413
Scary! I'd be afraid I'd lose all my savings.	18 %	133
Boring! I'll learn about that when I'm older.	8 %	58
Confusing! I don't understand it.	13 %	98
		Total Votes: 702

Demographic Data		
Age		
Option	Percentage	Votes
17 or younger	57 %	405
18 - 29	17 %	122
30 - 45	10 %	77
46 - 59	10 %	75
60 or older	3 %	23
		Total Votes: 702

Gender		
Option	Percentage	Votes
Male	45 %	318
Female	54 %	384
		Total Votes: 702

Location		
Option	Percentage	Votes
Midwest	41 %	294
Northeast	21 %	151
South	22 %	158
West	6 %	44
Other	7 %	55
		Total Votes: 702

Age		
17 or younger		
Option	Percentage	Votes
Cool! You can make a ton a money.	55 %	226
Scary! I'd be afraid I'd lose all my savings.	20 %	85
Boring! I'll learn about that when I'm older.	11 %	45
Confusing! I don't understand it.	12 %	49
Total Votes: 405		

18 - 29		
Option	Percentage	Votes
Cool! You can make a ton a money.	63 %	78
Scary! I'd be afraid I'd lose all my savings.	17 %	21
Boring! I'll learn about that when I'm older.	6 %	8
Confusing! I don't understand it.	12 %	15
Total Votes: 122		

30 - 45		
Option	Percentage	Votes
Cool! You can make a ton a money.	67 %	52
Scary! I'd be afraid I'd lose all my savings.	16 %	13
Boring! I'll learn about that when I'm older.	0 %	0
Confusing! I don't understand it.	15 %	12
Total Votes: 77		

46 - 59		
Option	Percentage	Votes
Cool! You can make a ton a money.	58 %	44
Scary! I'd be afraid I'd lose all my savings.	16 %	12
Boring! I'll learn about that when I'm older.	1 %	1
Confusing! I don't understand it.	24 %	18
Total Votes: 75		

60 or older		
Option	Percentage	Votes
Cool! You can make a ton a money.	56 %	13
Scary! I'd be afraid I'd lose all my savings.	8 %	2
Boring! I'll learn about that when I'm older.	17 %	4
Confusing! I don't understand it.	17 %	4
Total Votes: 23		

Gender		
Male		
Option	Percentage	Votes
Cool! You can make a ton a money.	65 %	208
Scary! I'd be afraid I'd lose all my savings.	15 %	50
Boring! I'll learn about that when I'm older.	9 %	30
Confusing! I don't understand it.	9 %	30
Total Votes: 318		

Female		
Option	Percentage	Votes
Cool! You can make a ton a money.	53 %	205
Scary! I'd be afraid I'd lose all my savings.	21 %	83
Boring! I'll learn about that when I'm older.	7 %	28
Confusing! I don't understand it.	17 %	68
Total Votes: 384		

Location		
Midwest		
Option	Percentage	Votes
Cool! You can make a ton a money.	62 %	185
Scary! I'd be afraid I'd lose all my savings.	19 %	58
Boring! I'll learn about that when I'm older.	3 %	10
Confusing! I don't understand it.	13 %	41
Total Votes: 294		

Northeast		
Option	Percentage	Votes
Cool! You can make a ton a money.	54 %	83
Scary! I'd be afraid I'd lose all my savings.	21 %	32
Boring! I'll learn about that when I'm older.	13 %	21
Confusing! I don't understand it.	9 %	15
Total Votes: 151		

South		
Option	Percentage	Votes
Cool! You can make a ton a money.	53 %	85
Scary! I'd be afraid I'd lose all my savings.	18 %	29
Boring! I'll learn about that when I'm older.	8 %	14
Confusing! I don't understand it.	18 %	30
Total Votes: 158		

West		
Option	Percentage	Votes
Cool! You can make a ton a money.	59 %	26
Scary! I'd be afraid I'd lose all my savings.	18 %	8
Boring! I'll learn about that when I'm older.	13 %	6
Confusing! I don't understand it.	9 %	4
Total Votes: 44		

Other		
Option	Percentage	Votes
Cool! You can make a ton a money.	61 %	34
Scary! I'd be afraid I'd lose all my savings.	10 %	6
Boring! I'll learn about that when I'm older.	12 %	7
Confusing! I don't understand it.	14 %	8
Total Votes: 55		