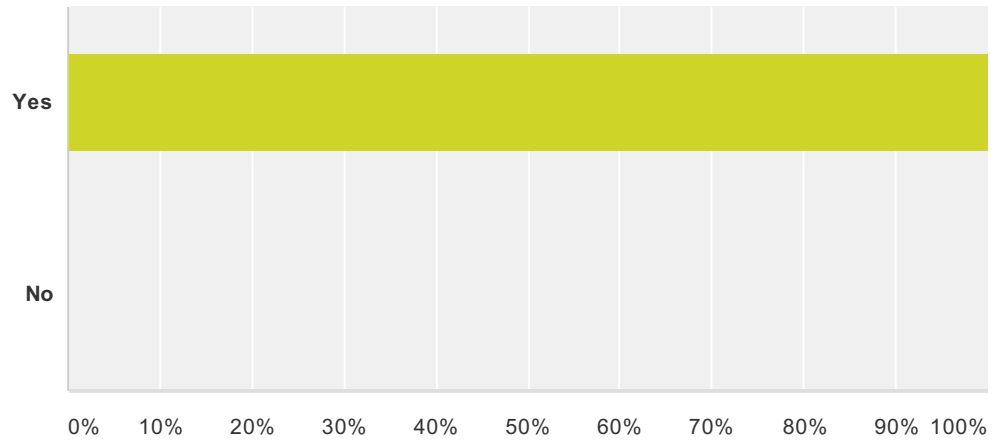


Q1 Do you have a college education and invest in the stock market?

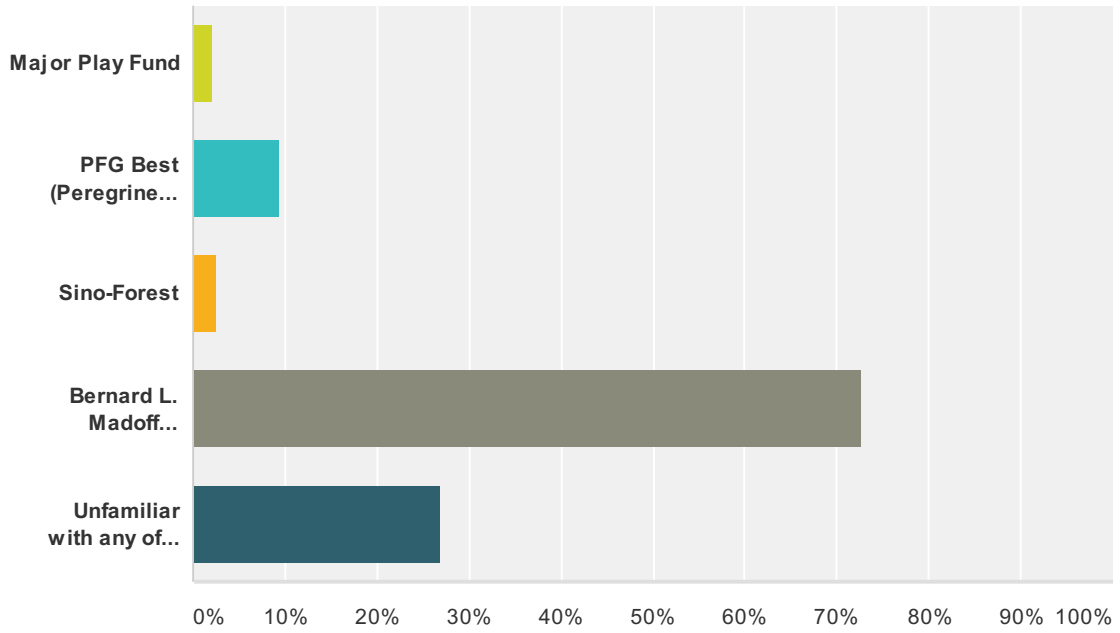
Answered: 985 Skipped: 0



Answer Choices	Responses	
Yes	99.90%	984
No	0.10%	1
Total		985

Q2 Are you familiar with frauds pertaining to the following companies? (Please select all that apply).

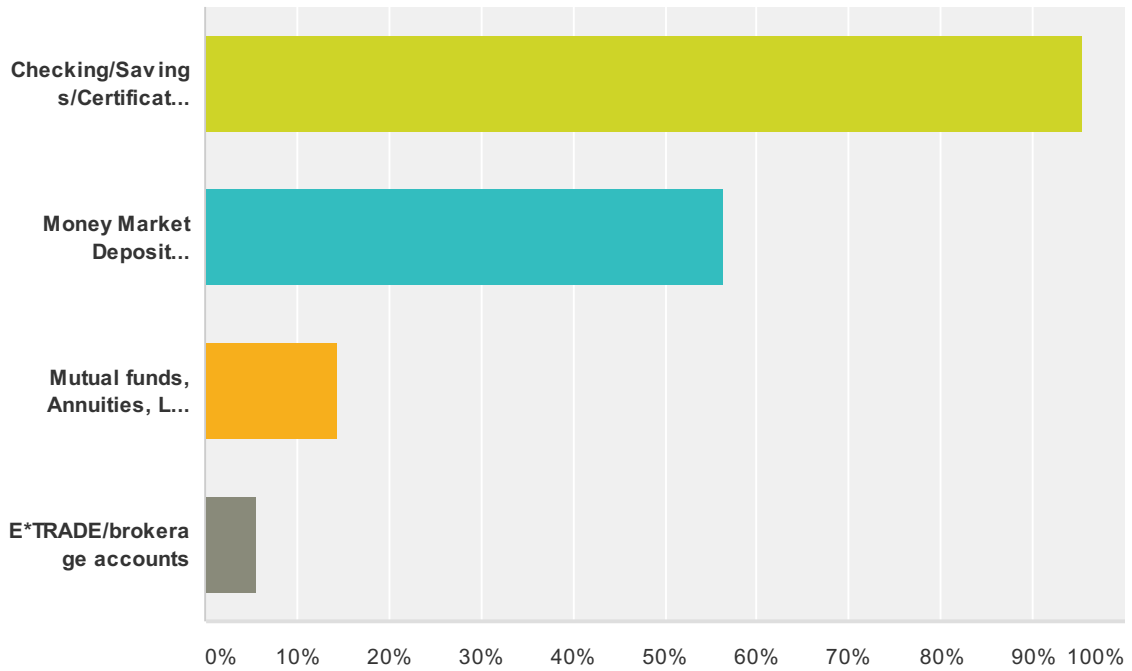
Answered: 985 Skipped: 0



Answer Choices	Responses
Major Play Fund	2.03% 20
PFG Best (Peregrine Financial)	9.44% 93
Sino-Forest	2.44% 24
Bernard L. Madoff Investment Securities LLC	72.59% 715
Unfamiliar with any of these	26.90% 265
Total Respondents: 985	

Q3 What accounts are covered by FDIC insurance? (Please select all that apply).

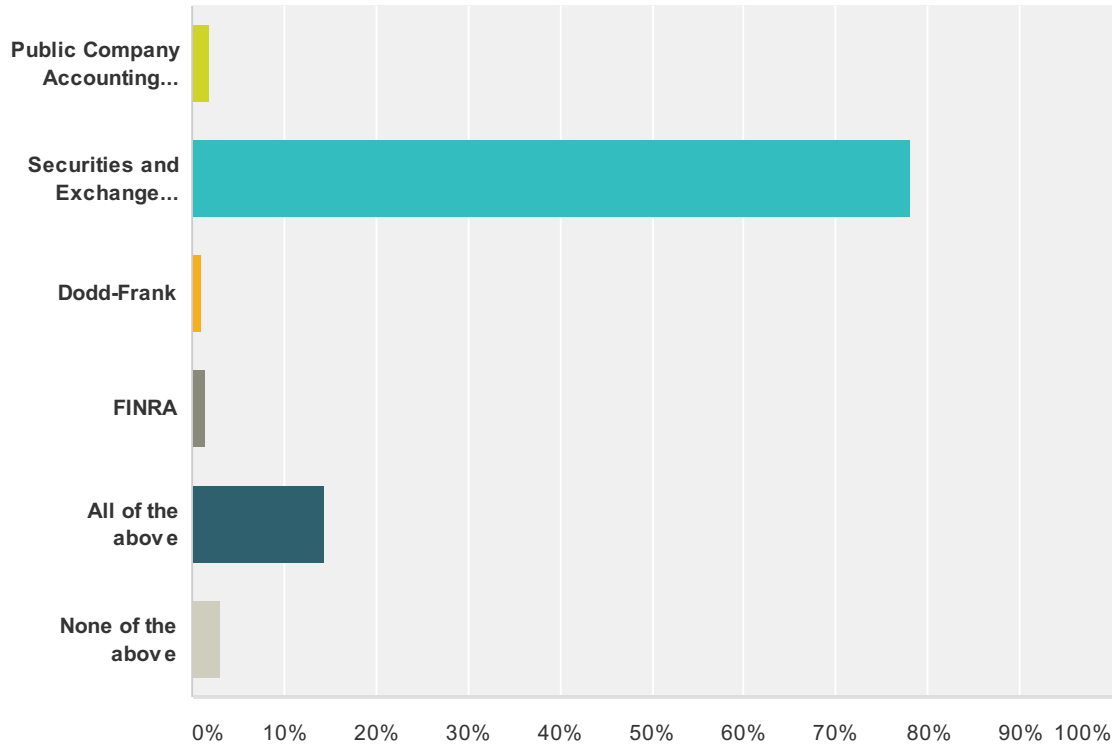
Answered: 985 Skipped: 0



Answer Choices	Responses
Checking/Savings/Certificates of Deposit ("CDs")	95.33% 939
Money Market Deposit Accounts (up to \$250,000)	56.35% 555
Mutual funds, Annuities, Life insurance policies, Stocks and Bonds	14.42% 142
E*TRADE/brokerage accounts	5.58% 55
Total Respondents: 985	

Q4 Which of the following bodies regulate how all stocks listed on U.S. exchanges report information?

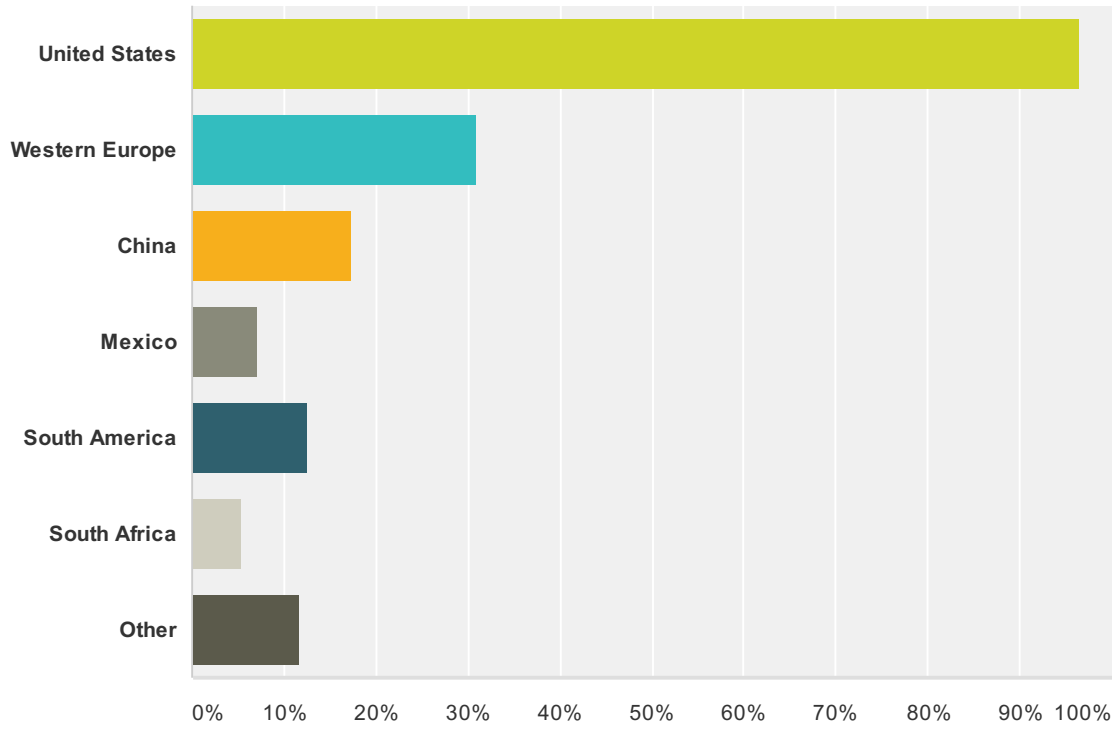
Answered: 985 Skipped: 0



Answer Choices	Responses	
Public Company Accounting Oversight Board (PCAOB)	1.83%	18
Securities and Exchange Commission	78.17%	770
Dodd-Frank	1.02%	10
FINRA	1.52%	15
All of the above	14.42%	142
None of the above	3.05%	30
Total		985

Q5 What markets are you invested in or are considering investing in through the stock market? (Please select all that apply).

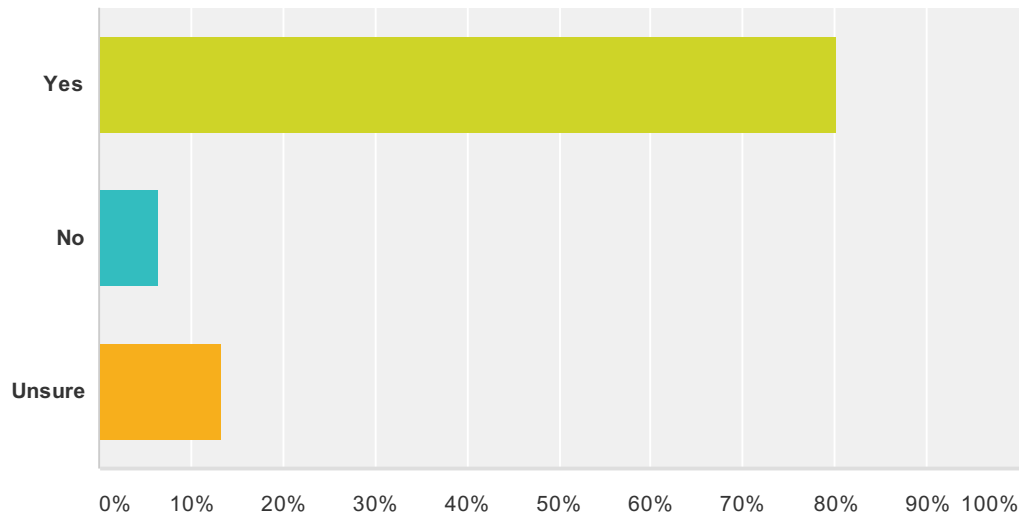
Answered: 985 Skipped: 0



Answer Choices	Responses
United States	96.45% 950
Western Europe	30.86% 304
China	17.36% 171
Mexico	7.01% 69
South America	12.49% 123
South Africa	5.38% 53
Other	11.78% 116
Total Respondents: 985	

Q6 Should all companies listed on a U.S. stock exchange have the same level of regulatory oversight?

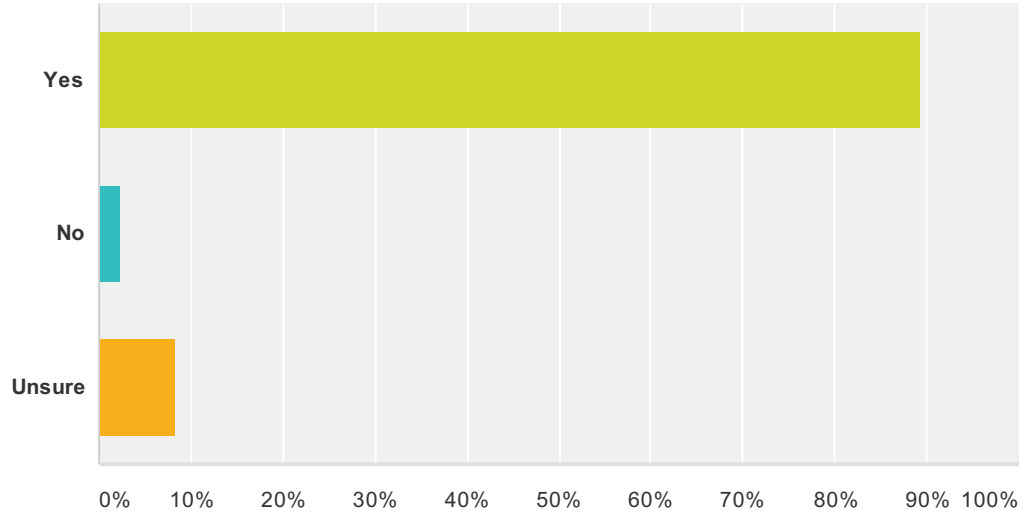
Answered: 985 Skipped: 0



Answer Choices	Responses
Yes	80.20% 790
No	6.40% 63
Unsure	13.40% 132
Total	985

Q7 Should the oversight regulator (for example, SEC), be given equal access to inspect all companies listed on a U.S. stock exchange?

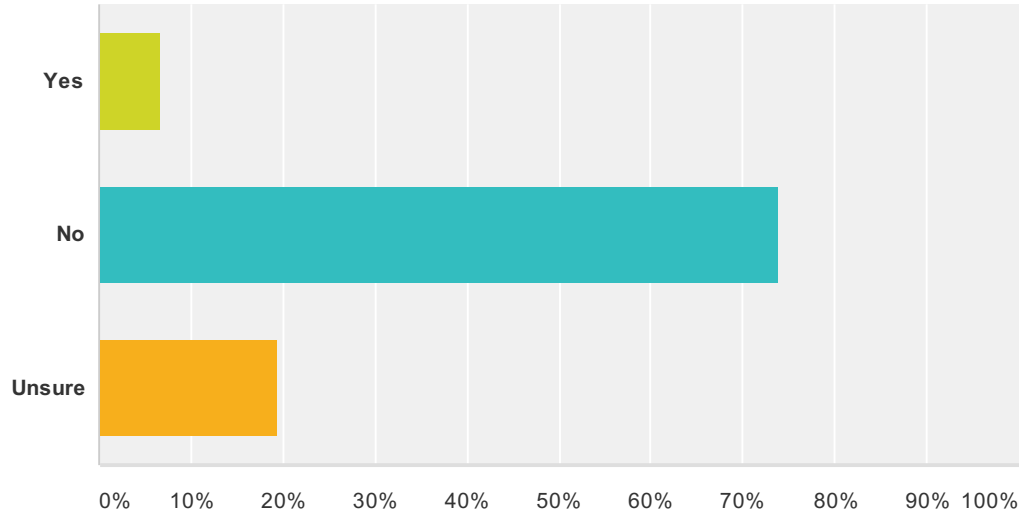
Answered: 985 Skipped: 0



Answer Choices	Responses
Yes	89.44% 881
No	2.23% 22
Unsure	8.32% 82
Total	985

Q8 If the oversight regulator is prohibited from inspecting a company or portion of a company, should that company be allowed to remain listed on the U.S. stock exchange?

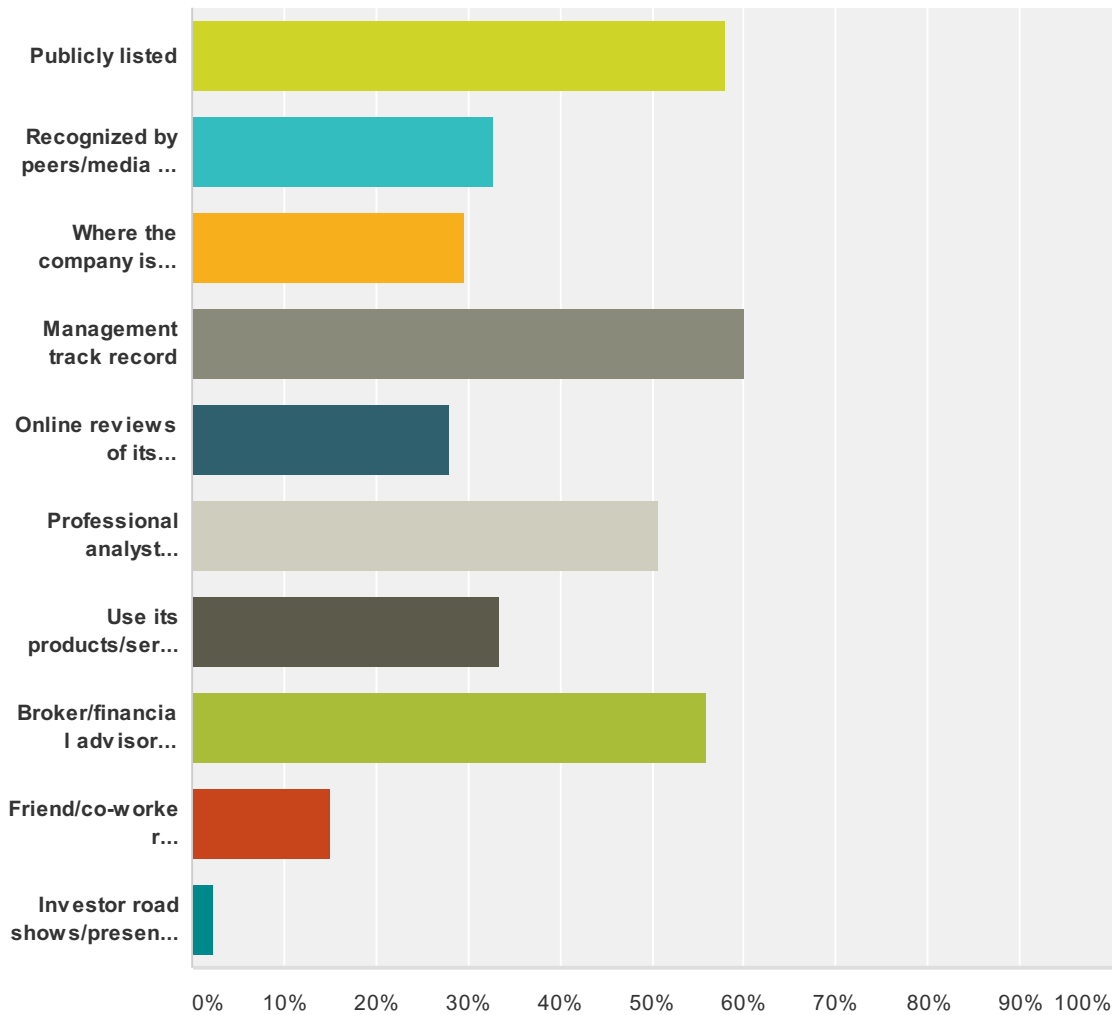
Answered: 985 Skipped: 0



Answer Choices	Responses
Yes	6.70% 66
No	73.91% 728
Unsure	19.39% 191
Total	985

Q9 When you look to invest, which of the following do you take into account? (Please select all that apply).

Answered: 985 Skipped: 0



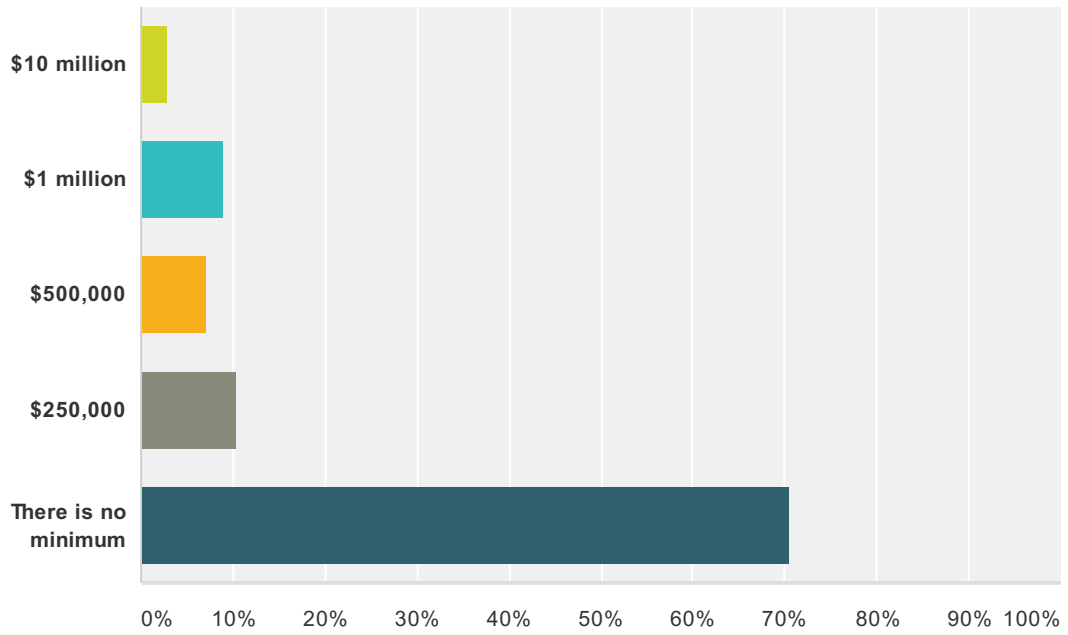
Answer Choices	Responses
Publicly listed	58.07% 572
Recognized by peers/media as an award-winning company	32.69% 322
Where the company is located	29.75% 293
Management track record	60.20% 593
Online reviews of its products/services	28.02% 276
Professional analyst coverage	50.76% 500
Use its products/services	33.50% 330
Broker/financial advisor recommendation	56.04% 552
Friend/co-worker recommendation	15.03% 148

Investor Sentiment & Fraud Vulnerability

Investor road shows/presentations	2.23%	22
Total Respondents: 985		

Q10 What is the smallest investment fraud the SEC should investigate?

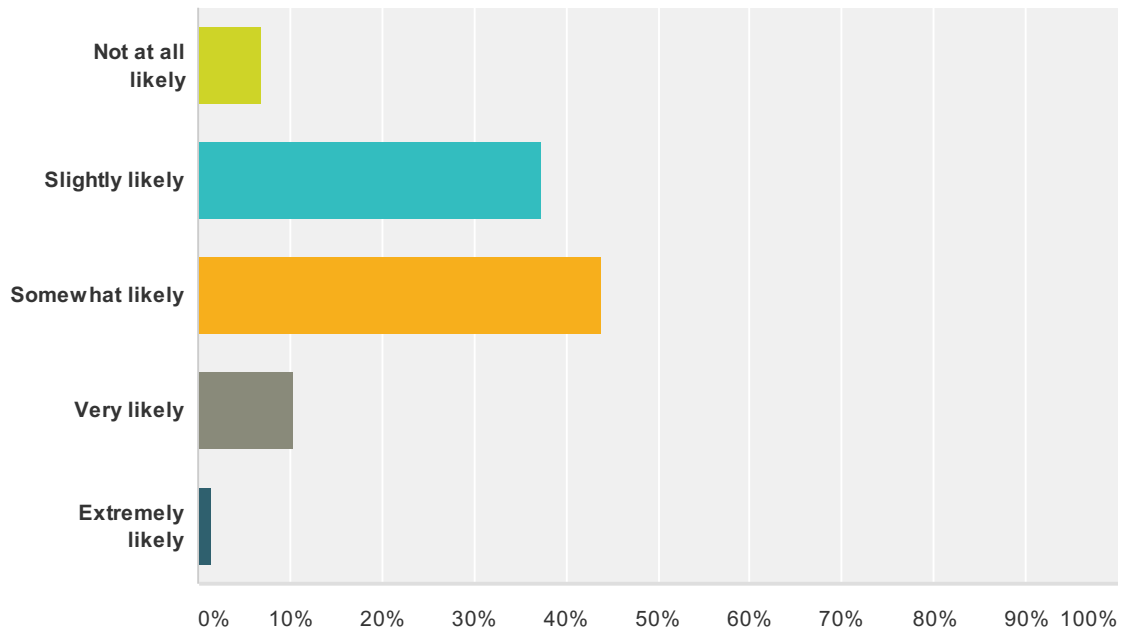
Answered: 985 Skipped: 0



Answer Choices	Responses
\$10 million	2.94% 29
\$1 million	9.04% 89
\$500,000	7.11% 70
\$250,000	10.36% 102
There is no minimum	70.56% 695
Total	985

Q11 If a respected friend of yours recommended an investment opportunity, would you consider?

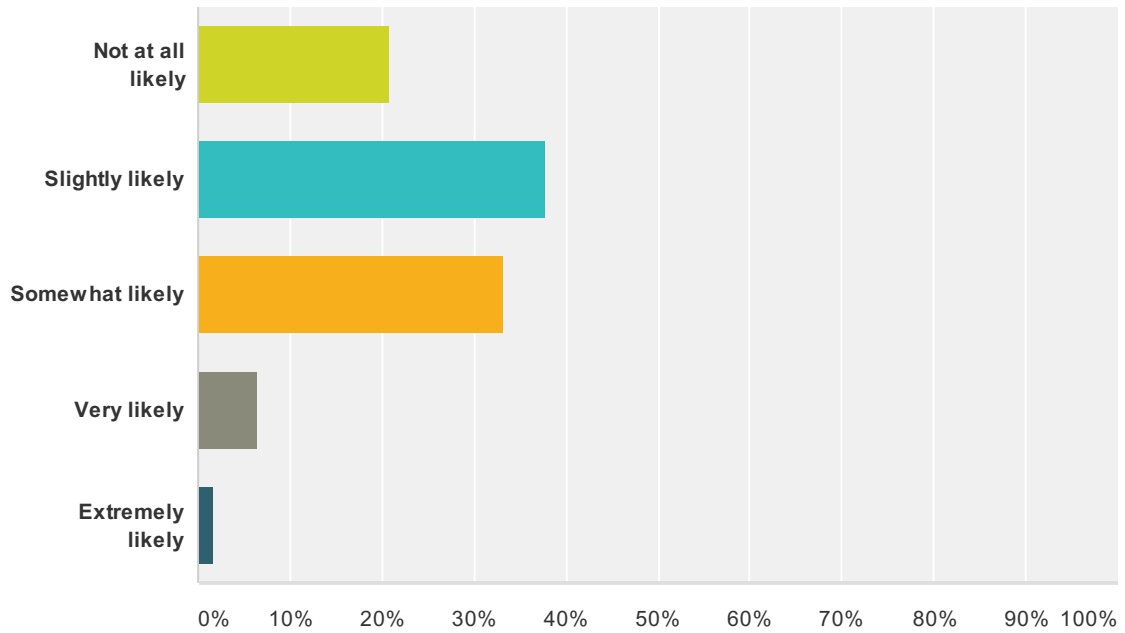
Answered: 985 Skipped: 0



Answer Choices	Responses
Not at all likely	6.90% 68
Slightly likely	37.36% 368
Somewhat likely	43.86% 432
Very likely	10.46% 103
Extremely likely	1.42% 14
Total	985

Q12 If this respected friend guaranteed excellent returns, would you invest?

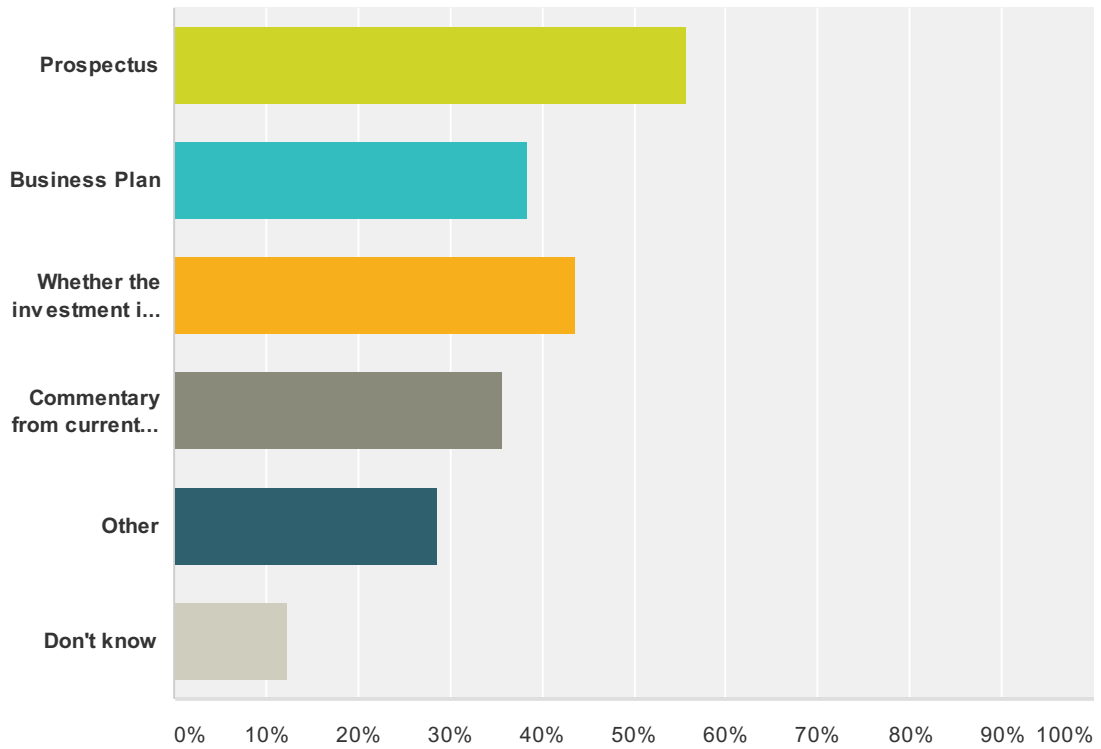
Answered: 985 Skipped: 0



Answer Choices	Responses	Count
Not at all likely	20.81%	205
Slightly likely	37.87%	373
Somewhat likely	33.20%	327
Very likely	6.50%	64
Extremely likely	1.62%	16
Total		985

Q13 When examining an investment, which do you evaluate? (Please select all that apply).

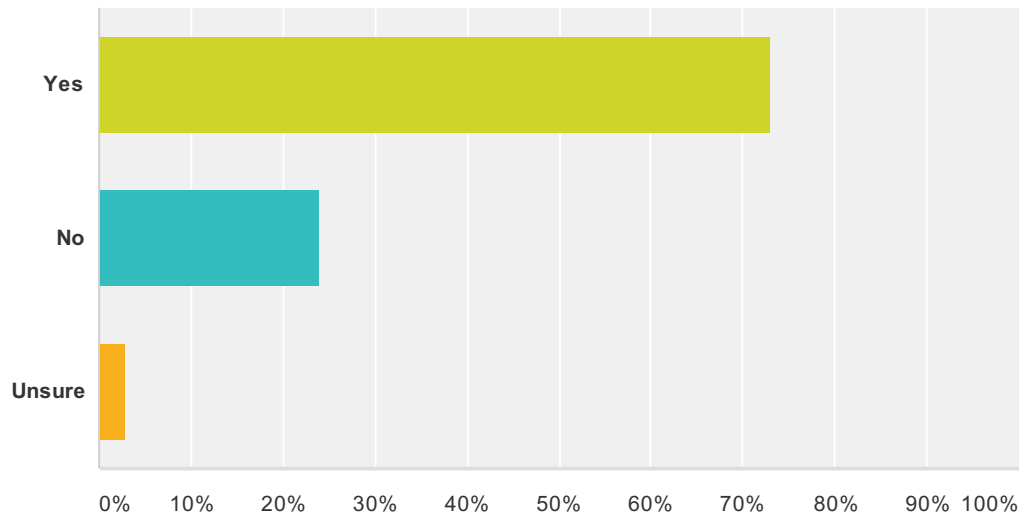
Answered: 985 Skipped: 0



Answer Choices	Responses
Prospectus	55.84% 550
Business Plan	38.48% 379
Whether the investment is regulated by SEC/FINRA or other regulatory agency	43.55% 429
Commentary from current investors/list of current investors	35.63% 351
Other	28.63% 282
Don't know	12.39% 122
Total Respondents: 985	

Q14 Have you ever used an investment advisor or worked directly with an investment firm?

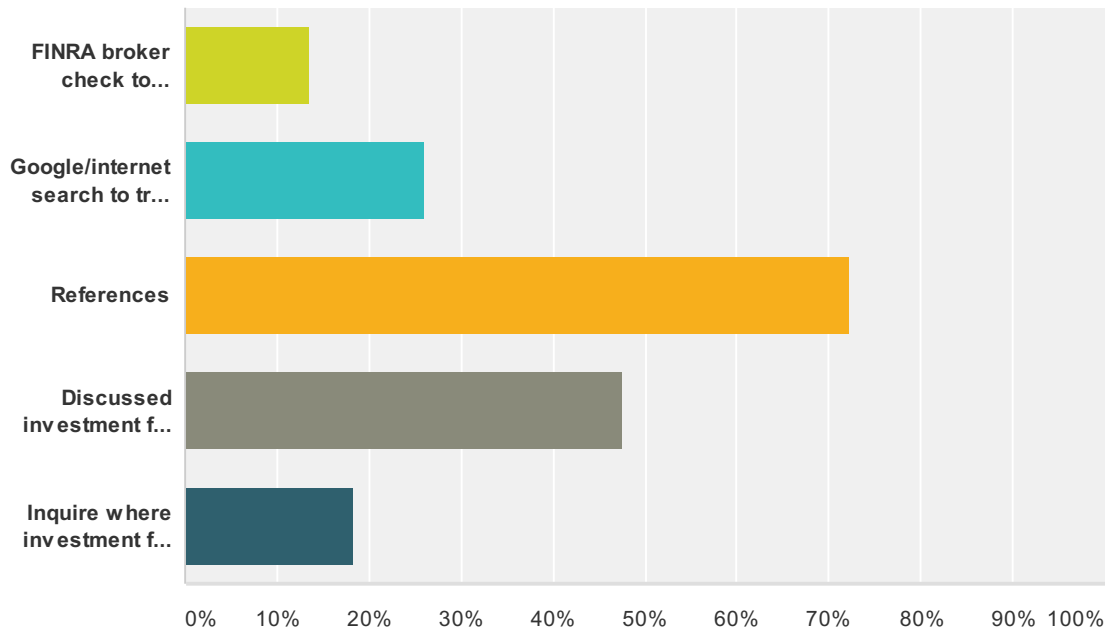
Answered: 985 Skipped: 0



Answer Choices	Responses	Count
Yes	73.10%	720
No	23.96%	236
Unsure	2.94%	29
Total		985

Q15 Before working with this investment firm, which steps did you take? (Please select all that apply).

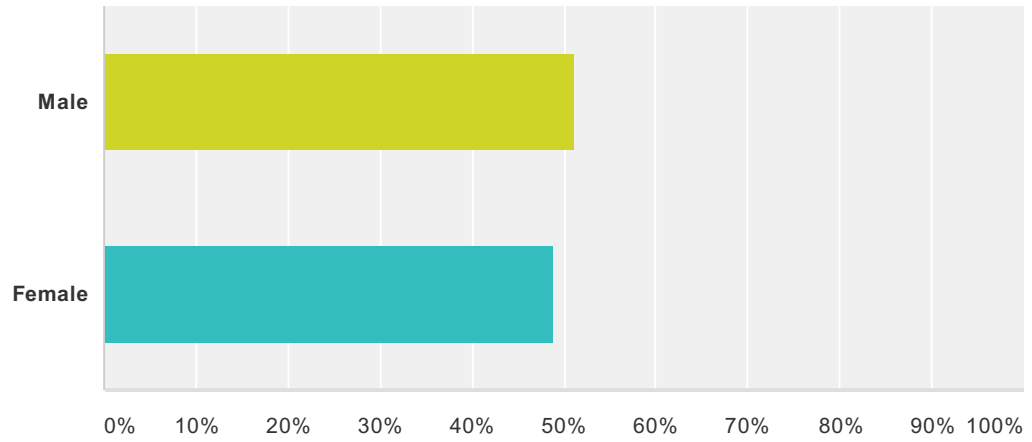
Answered: 720 Skipped: 265



Answer Choices	Responses
FINRA broker check to examine potential violations	13.61% 98
Google/internet search to trace company history and news stories	26.11% 188
References	72.22% 520
Discussed investment firm with financial professional (e.g. accountant, lawyer, etc.)	47.64% 343
Inquire where investment firm holds assets in custody	18.47% 133
Total Respondents: 720	

Q16 Gender

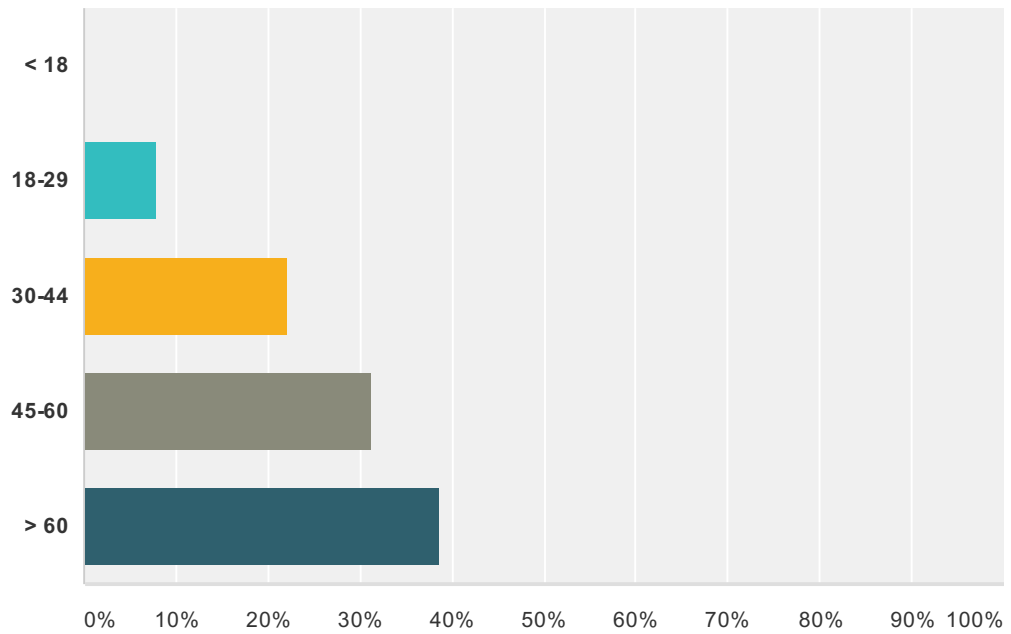
Answered: 973 Skipped: 12



Answer Choices	Responses
Male	51.18% 498
Female	48.82% 475
Total	973

Q17 Age

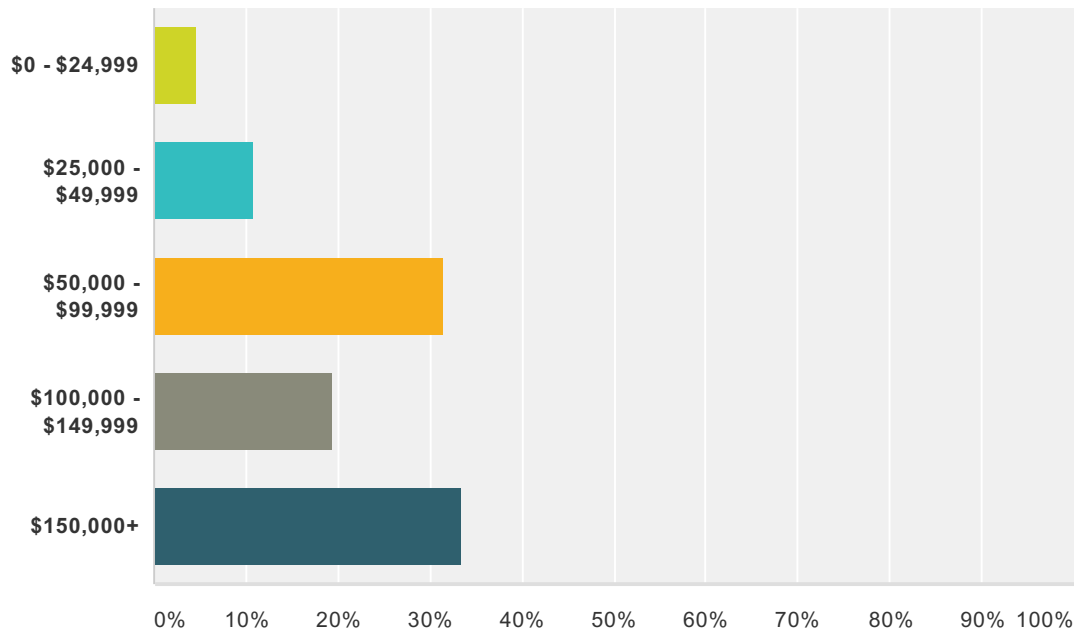
Answered: 973 Skipped: 12



Answer Choices	Responses
< 18	0.00% 0
18-29	8.02% 78
30-44	22.10% 215
45-60	31.35% 305
> 60	38.54% 375
Total	973

Q18 Household Income

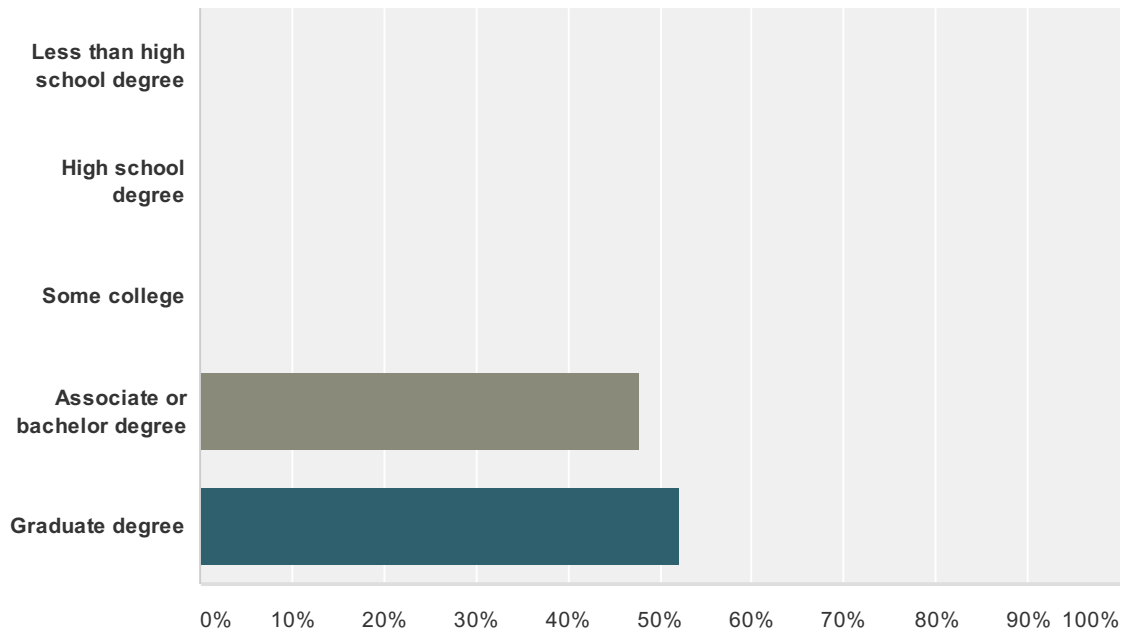
Answered: 960 Skipped: 25



Answer Choices	Responses
\$0 - \$24,999	4.69% 45
\$25,000 - \$49,999	10.94% 105
\$50,000 - \$99,999	31.56% 303
\$100,000 - \$149,999	19.38% 186
\$150,000+	33.44% 321
Total	960

Q19 Education

Answered: 973 Skipped: 12

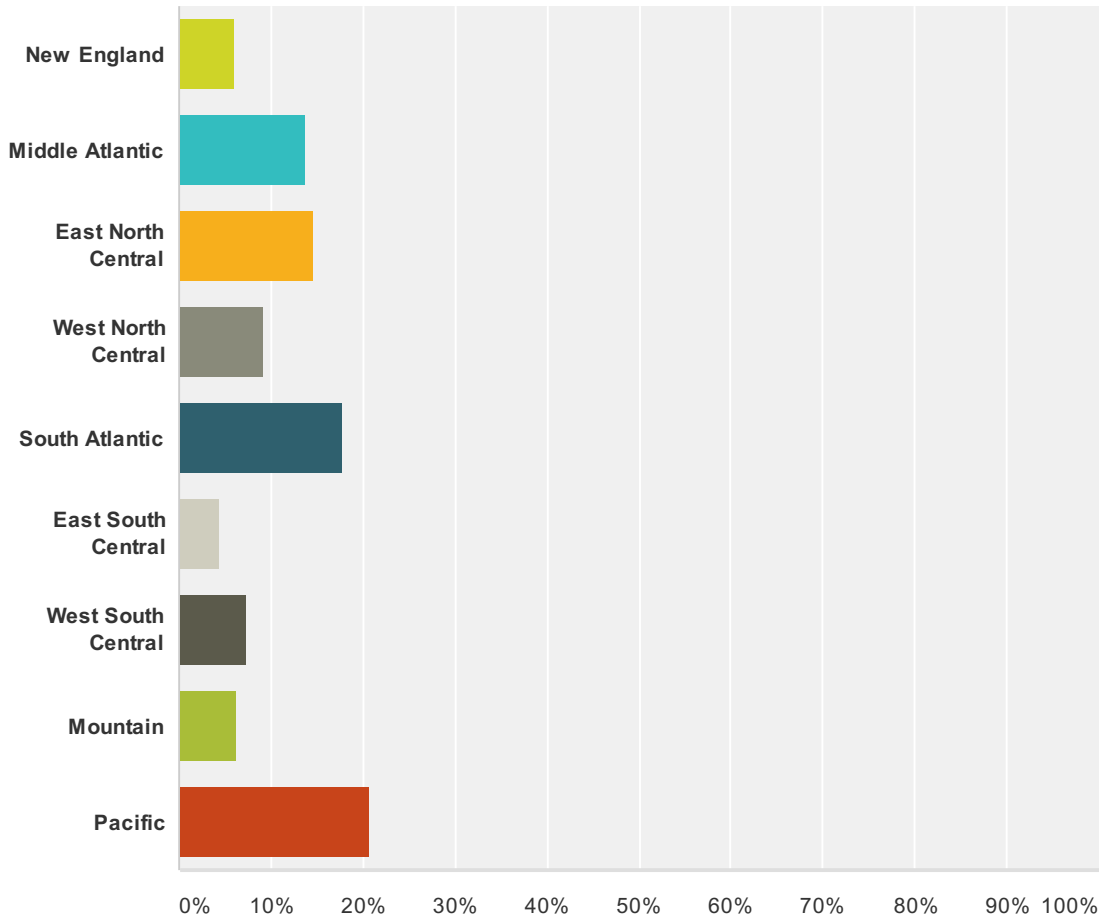


Answer Choices	Responses
Less than high school degree	0.00% 0
High school degree	0.00% 0
Some college	0.00% 0
Associate or bachelor degree	47.89% 466
Graduate degree	52.11% 507
Total	973

Investor Sentiment & Fraud Vulnerability

Q20 Location (Census Region)

Answered: 969 Skipped: 16



Answer Choices	Responses
New England	5.99% 58
Middle Atlantic	13.73% 133
East North Central	14.55% 141
West North Central	9.29% 90
South Atlantic	17.75% 172
East South Central	4.33% 42
West South Central	7.33% 71
Mountain	6.30% 61
Pacific	20.74% 201
Total	969