

## Investing

### Market Sentiments

#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

##### Interest over time

[Learn what these numbers mean](#)



#### Regional Interest

Shows general market interest online according to geographical location

##### Regional interest

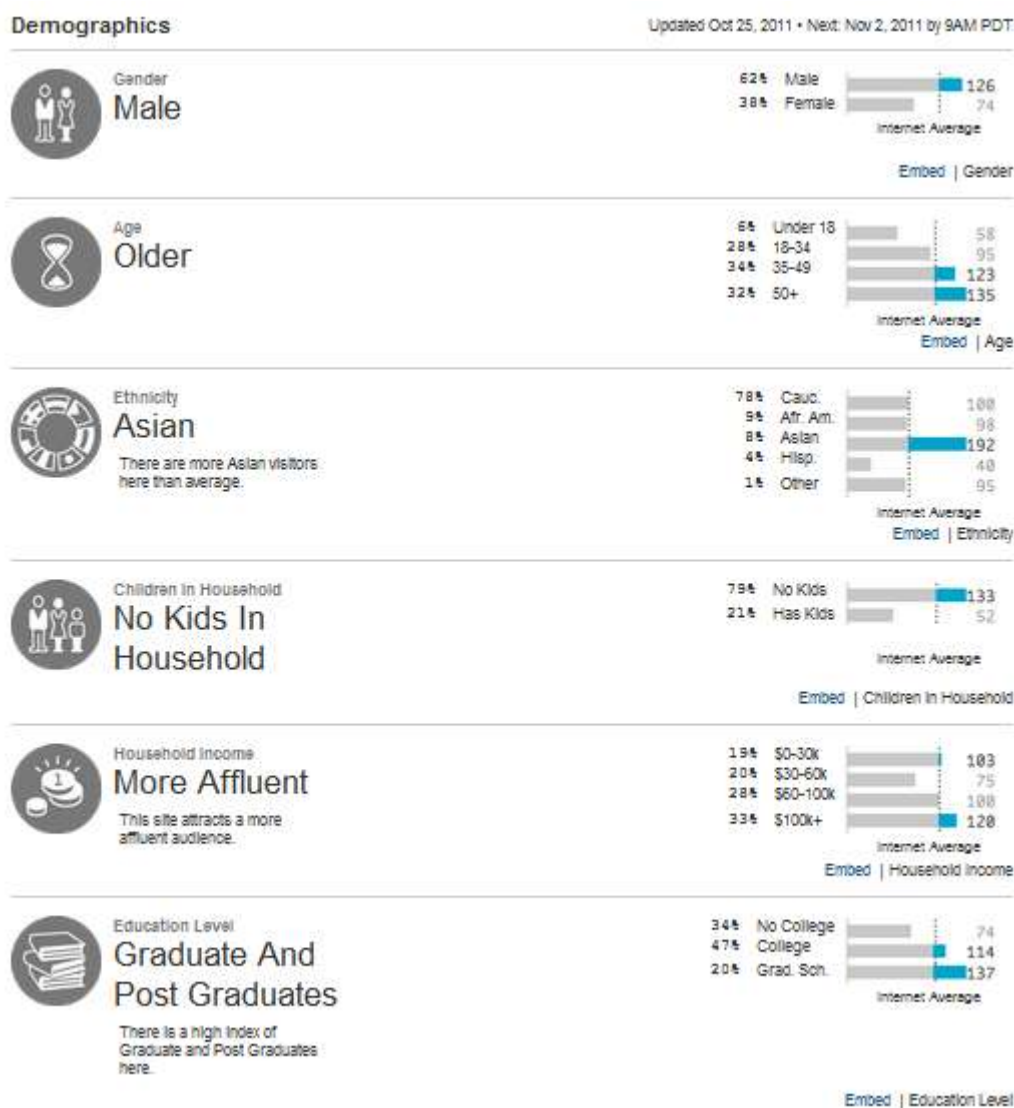
1.	<a href="#">Singapore</a>	100
2.	<a href="#">Canada</a>	91
3.	<a href="#">United States</a>	81
4.	<a href="#">South Africa</a>	79
5.	<a href="#">Australia</a>	66
6.	<a href="#">India</a>	59
7.	<a href="#">Hong Kong</a>	53
8.	<a href="#">New Zealand</a>	40
9.	<a href="#">Philippines</a>	40
10.	<a href="#">United Arab Emirates</a>	37

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on investingchannel.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.



## Psychographics (data based on investingdaily.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

### Audience Also Likes

Updated Oct 2011 • Next: Nov 2011

Data Source: United States Monthly

	Affinity	
Online Trading	9.8x	<div></div>
Business News & Info	5.9x	<div></div>
Magazines	4.1x	<div></div>
Politics & Commentary	3.4x	<div></div>
Regional/Local News	2.6x	<div></div>
Consumer Goods	2.3x	<div></div>
Technology	1.9x	<div></div>
Weather	1.8x	<div></div>
Science & Technology	1.8x	<div></div>
Science/Nature	1.8x	<div></div>
Instant Messenger	1.7x	<div></div>
News/Information	1.6x	<div></div>
Health News & Info	1.5x	<div></div>
Home Improvement	1.2x	<div></div>
Services	1.2x	<div></div>

## **Frequently Asked Questions**

- How can I start investing in the stock market?
- Whats the difference between investing in the stock market and futures and options trading?
- Is it a good time to start investing in stocks?
- What do I need to know before investing in a new company?
- What is the very best investing software available?
- What is the difference between investing and trading/speculating?
- How would I go about investing money into a new business?
- What are the risks of investing in the stock market?
- How can a student start investing in bonds and stocks?
- How does investing in a small partnership business work?
- What are the benefits of investing in stocks?
- How do you get into investing in stocks and bonds? What is the minimum to invest?
- what is the best way to start investing on a fixed income?
- How do i start investing my money and become a successful investor?
- What industries are worth investing in nowadays?
- What is the best way to begin investing in international markets?
- Is putting the work into investing in the stock market worth it?
- How does investing our way out of debt compare to a business doing the same?

- How long after investing in the IPO stage of a successful start up, should you start gaining dividends?
- What is the difference between investing in company and industry stocks?
- How can I start investing my money in the market without having thousands to start with?
- What are the different reasons to open a general investing and/or a retirement investing account?
- What are some tips for first time investing in the stock market?
- What is the best way to start investing in shares?
- I am wanting to learn more about investing and stocks, what is the best way to start?
- How many people are investing in banks currently in anticipation for the economy to rise again?
- What's the difference between investing in the stock market and futures and options trading?
- Is it a good time to start investing in stocks?
- What do I need to know before investing in a new company?
- What is the very best investing software available?
- What is the difference between investing and trading/speculating?
- How would I go about investing money into a new business?



## **Problems & Frustrations**

- **Unsure of legal implications prior to investing**

I was in the States as an international student. Since i have completed my studies i have come back to my home country. What i want to ask is, can i still invest in Bonds, Equity, CD's, etc...through my bank a/c, which is active. I will not be investing more than \$5000. I do have a Social Security Number and a active checking a/c(which i had opened up while my stay over there), and now even plan on opening up a savings a/c with the same bank. Would i be able to do that(invest) without any problems? Like from immigration office or the govt.

- **Don't know how to generate money from investment without taking too much risk.**

I just graduated from college, I have about \$3,000 that I could use to invest. I've never done any investing. Can anybody please tell how I could invest so that I can generate a nice amount of money without taking too much risk? which company should I use? are mutual funds the best way to start? thanks

- **New to investing and don't know where to start**

I'm am 20 and in college, and thought I would invest some money in the stock market but I do not know where to get started. I am new to stock investing and am planning to invest a \$200 first. How do taxes come into play with stock investing? What companies should I invest in currently?

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I want to start investing in stocks, but i have no idea how to. I heard its good money, but i don't understand where i need to go to start trading stocks, and how old does one have to be to make an account for investing in stocks. Also could you explain to me what a mutual fund is and the basics of investing in stocks?

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I'm new to investing and I need to start saving up for college. I don't know how all these stocks work.

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I am very interested in investing, but I really don't know how or what the benefits. How does it work in simple terms? I guess I need to read "Investing for Dummies" or something. Basically, if I put \$20 towards a stock, if the company is still around in 10 years will I make a bunch of money?

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I'm thinking about investing in stocks and bonds but I don't know the first step to take in investing in one. Do I go through a broker? How do I find one? How do I find one that won't jip me out of money?

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Investing my money in stocks has been on my mind for about 2 years now. Since I have a part time job lined up, I am thinking about investing some of the money I make in stock. I read a few answers on here but I know that the market changes and the price of stock is constantly changing. So, what are some things that I should know about investing in stocks? What stocks should I invest in? How much risk am I going to face? What are the possible returns? Thanks!

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I've been interested in investing a lil bit of money in the stock market, but I know it's risky. Any advice on how to start investing?



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I am a college student who wants to start investing but can't invest the minimum 500 that a lot of places want.

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I'm 18 now and i want to start investing my money...where should i start off? Do i need a broker? how much are they? if their alot i dont want one...how do i do all of this?

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I am just beginning to learn about investing and would like to invest internationally... just not sure where a beginner like myself should start or how to do it for that matter... or what to invest in (stocks, bonds, mutual funds etc). Any advice?

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I am in my early twenties and want to get started with investing. What are some resources that are available to learn about investing?

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I was thinking of entering the stock market world and start investing, i have to admit that i am young and only in high school, but i have such an attraction to the stock market. i plan to use the money to save up and help pay my tuition for college. Ive been reading about stocks and researching but i need help in going into it.

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How could i start ? What could i do as of now to help me invest properly, and what tips could you give me once ive started ?

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i know nothing about about investing or stocks but I was wanting to look into making it a money making hobby. what is the best way to learn? what are the best sites to go to and

what other advice can you get into? where should i start? what are penny stocks? how do I know where to invest money?

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I have always been interested in the stock market and how it works, and I believe that I am not old enough and mature enough to invest. I have had a \$8 an hour job for about a year now, so i have a good amount of money to start with. But where should I start? How much money should I put at risk for my first time? Where can I find a good source to learn even more about investing? Thanks in advance.

- **High risk factor in stock options**

I was told to do stock options over investing in stocks? Yet, I find the risk factor is too high in options. So I rather invest more in stocks and see what type of outcome manifests itself. What would be the first step?

- **Don't know if time and hard work is worth it**

I've heard plenty of stories of those who've made millions through the stock market, but I don't want to invest every free hour I have in an attempt to make money, which may not even be that profitable. Do you think the hard work and time involved in investing into the stock market is worth it?

- **Don't know when's the time to start investing**

With the markets being so low, I figure now would be a great time to start investing in stocks. I figure i'll weather the storm for another 6-12 months, then the market should start

to turn around. I have a little money left over every month and I want to make it work for me. I looked at E-Trade and Scot-trade, but it looks like I need thousands to start up. Any suggestions?

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Is it a good or bad time for investing stock? how much expect do I need to invest, i wanted minimum.

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I have been looking into investing in the stock market now for a few months. But I don't really know when's a good time to enter the market.

- **Unsure what the risks involved are**

Investing my money in stocks has been on my mind for about 2 years now. Since I have a part time job lined up, I am thinking about investing some of the money I make in stock. I read a few answers on here but I know that the market changes and the price of stock is constantly changing. So how much risk am I going to face? What are the possible returns?

- **Overwhelming information available**

I'm interested in stocks and want to just dip my toe into the water to see how it is. I'm not looking to make millions or thousands of dollars. \$100 a month is more than enough. I was doing a research in stock market and there is an overwhelming amount of info out there