

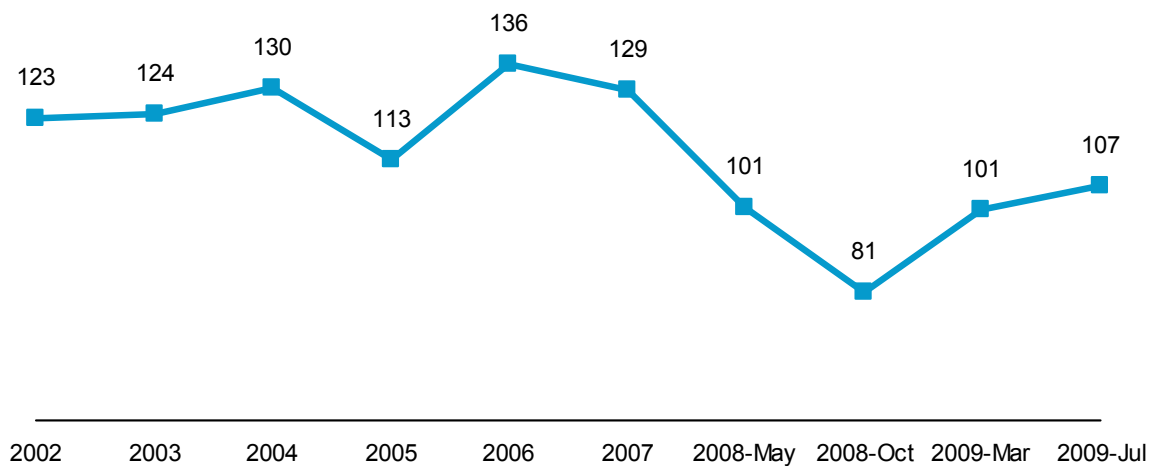
MARKET INSIGHTS: AFFLUENT INVESTORS



Confidence Higher Among Affluent Investors

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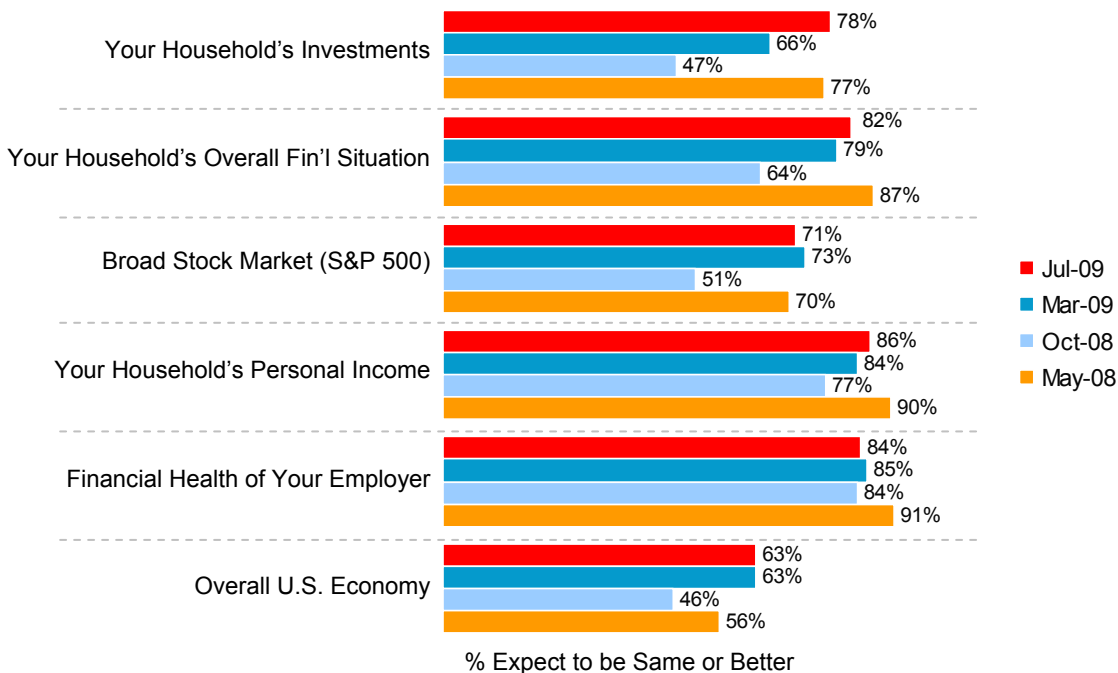
A new TNS survey shows that confidence among affluent investors (those with at least \$500,000 in investable assets) increased in recent months. The TNS Investor Confidence Index rose to 107, compared to 101 in March, and a record low of 81 for the Index in October, 2008.



The AMRP Investor Confidence Index reflects expectations on six statements. While still low historically, the index' recent rise reflects greater optimism about affluent households' personal finances, particularly their expectations for their investments. Seventy-eight percent of affluent investors say they expect the value of their investments to increase or remain the same over the next six months. This is a striking contrast from last October, when fully 53% of affluent households expected their investments to lose value.

Only once in the past 8 years has TNS' Investor Confidence Index fallen below 100—the level at which optimism is exactly offset by pessimism on the six statements comprising the index. Their expectations for themselves, i.e., their personal income, their investments, and their overall financial health, tend to be more positive than their expectations for the economy as a whole.

Economic Outlook



Despite improvement in the last year, and from October in particular, it is clear that caution about the overall US economic outlook and stock market performance continues to weigh on investor confidence.

A Note to Readers

TNS has recently redesigned how it computes its Investor Confidence Index. Three changes were made: First, the index is now calculated among households with \$500,000 or more in investable assets. The index previously focused on households whose net worth, not including their personal residence, was \$500,000 or more. Second, the Index has been re-scaled so that an index of 100 results when "better" answers exactly offset "worse" answers on the six statements that make up the index. An index of 200 would result if all respondents answered "better" on all six statements, and an index of 0 would result if all respondents answered "worse" on all six statements. Third, a statement that related to expectations for the Nasdaq Index was removed from the computation. The TNS Investor Confidence Index reported here has been restated back to 2002 to reflect these changes.

Source

Findings cited in this paper are based on interviews conducted between June 19 and July 6, 2009 as part of the **TNS Affluent Market Research Program**. This multi-client research offering includes over 6,900 interviews collected among individuals from the TNS 6th Dimension™ Panel and is weighted back to be nationally representative. The statistics cited here reflect the answers of 3,827 respondents who have Investable Assets of \$500,000 or more. Findings may differ for other subsets of respondents.

The TNS Affluent Market Research Program (AMRP) delivers a comprehensive analysis of the affluent investor, exploring how they think about, shop for, and purchase investment services. The study covers the mass affluent market segment up through the pentamillionaire market and produces an in-depth analysis of the factors that shape affluent consumers' attitudes, behaviors and preferences.

The study also provides a strategic assessment of the investment services marketplace. It assesses the performance of more than 100 specific investment services providers in attracting, retaining, and expanding relationships with investment clients. This performance is then diagnosed by way of a comprehensive evaluation of the client experience, brand health, and marketing communications.

AMRP has been a reliable source of affluent market data since 1981, providing insights and measurement to the world's best-known financial services providers.

About TNS

TNS, which recently merged with Research International, is the world's largest custom research agency delivering actionable insights and research-based business advice to its clients so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 70 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network.

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