



## Press information

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**TNS REPORTS ANOTHER RECORD-BREAKING YEAR FOR MILLIONAIRE HOUSEHOLDS**  
*Annual Survey of Wealthy Households Also Reveals that Millionaires Favor Long-Term Investment Strategies*

(New York, May 1, 2008) – TNS, a world leader in market insight and information, today released results from its annual Affluent Market Research Program (AMRP). For the sixth consecutive year, TNS found that the number of millionaire households has increased significantly. Key findings from the survey include:

- Millionaire households (households with \$1MM+ net worth, not including primary residence) increased by 5.9 percent from June 2006 to June 2007, reaching an estimated 9.9 million
- The mean age of the U.S. millionaire households is 66 with an average net worth (NIPR) of \$4.6MM
- The single most important financial goal of surveyed millionaires (56 percent) continues to be “assure a comfortable standard of living during retirement”
- Retirement and education are top of mind for this population, with most often cited financial event in the past year of “rolled over a retirement account (13 percent)”; followed by “paid for a child’s education (9 percent)” and “paid for a grandchild’s education (8.5 percent)”.

The AMRP provides financial services organizations with insights into the demographics, attitudes and investment behaviors of the nation’s most affluent households. Launched in 1981, AMRP is the longest running program of its kind.

Long term investing continues to be one of the key success factors for these households, with the vast majority of millionaires making few reactionary changes in their portfolios. When asked about their investment approach from June 2006 to June 2007, 59.2 percent of millionaires indicated their “approach has changed very little”; 35.6 percent “took a wait and see approach towards investing”; and 24 percent “took advantage of buying opportunities.” In comparison, in 2003, 63 percent owned individually held stocks and bonds, rising to 72 percent in 2005, and settling at 75 percent in 2007. Eighty percent of millionaires during the period of the survey

owned mutual funds outside of retirement accounts, reinforcing the premise that these investors develop a long-term financial plan, and stick to it.

Joe Hagan, SVP, Financial Services, TNS North America, commented that the continual rise in number of millionaires was largely due to prevailing market conditions. “The strong stock market absolutely contributed to the increase. Between June 2006 and June 2007, the NASDAQ increased by 9.9 percent; the S&P500 by 18.4 percent and the Dow Jones Industrial Index rose an impressive 20.3 percent. It will be interesting to see how the current economic conditions in the U.S. affects the number of millionaires we see in 2008.”

### Top Ten Counties with Highest Number of Millionaire Residents

| Rank | County Name        | ST | Number of Millionaire Households | Percent of Millionaire Households (based on states total population of millionaire households) | Percent of Millionaire Households (based on US population) |
|------|--------------------|----|----------------------------------|--|--|
| 1    | Los Angeles County | CA | 261,081                          | 23%  | 3%   |
| 2    | Cook County        | IL | 168,422                          | 38%  | 2%   |
| 3    | Maricopa County    | AZ | 126,394                          | 64%  | 1%   |
| 4    | Orange County      | CA | 115,396                          | 10%  | 1%   |
| 5    | Harris County      | TX | 107,513                          | 16%  | 1%   |
| 6    | San Diego County   | CA | 100,727                          | 9%   | 1%   |
| 7    | King County        | WA | 75,616                           | 34%  | 1%   |
| 8    | Santa Clara County | CA | 72,932                           | 6%   | 1%   |
| 9    | Nassau County      | NY | 71,869                           | 12%  | 1%   |
| 10   | Suffolk County     | NY | 71,343                           | 12%  | 1%   |

## Number of Millionaire Households from 2003 to 2007

|                                  | <b>Number of US Millionaires<br/>Households - \$1MM+ Net Worth<br/>NIPR*<br/>(millions)</b> | <b>Percent increase<br/>from prior year</b> |
|----------------------------------|---|---|
| 2007                             | 9.9   | 5.9%  |
| 2006                             | 9.3   | 4.7%  |
| 2005                             | 8.9   | 8.8%  |
| 2004                             | 8.2   | 32.7%                                       |
| 2003                             | 6.2   | 13%   |
| *Not including primary residence |   |   |

### **About the TNS Financial Services Affluent Market Research Program:**

AMRP has been providing the financial services community with critical data and insights since 1981. The study is based on a representative national sample of over 3,042 households with a net worth of \$500,000 or more, excluding primary residence.

TNS is a leading provider of market data for the financial services industry. In addition to AMRP, TNS offers extensive research on small business banking and consumer credit card usage. These programs are part of a global inventory of 43 syndicated research programs.

### **About TNS:**

TNS is a global market insight and information group.

Our strategic goal is to be recognized as the global leader in delivering value-added information and insights that help our clients to make more effective decisions.

As industry thought leaders, our people deliver innovative thinking and excellent service to global organizations and local clients worldwide. We work in partnership with our clients, meeting their needs for high-quality information, analysis and foresight across our network of over 70 countries.

We are the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of new product development, segmentation and positioning research, brand and advertising research and stakeholder management. We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

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