

Global Affluent Investor

A global view on how the affluent invest

2011

The Global Affluent Investor is a unique programme that delivers valuable insights into the investment behaviour of affluent households worldwide. TNS has surveyed affluent households across the globe to create a complete overview of all aspects involved in affluent investment behaviour.

What is covered in the Global Affluent Investor ?

The Global Affluent Investor is an annual programme, surveying affluent households with \$100K+ investable assets. Topics covered in the Global Affluent Investor 2011 are

- Asset allocation and portfolio composition
- Investment style and investment goals
- Use of internet in investment information and purchasing process
- Advisor usage and preferences
- Familiarity with financial institutions, primary provider and switch intention

A global programme covering 24 key markets

The Global Affluent Investor covers 24 markets worldwide, including key emerging markets such as China, India and Brazil. Insight into the variation in affluent investment behaviour between the various markets will give companies with a multi-national reach a solid basis for a localised strategy.

How can the Global Affluent Investor help your business grow?

The Global Affluent Investor offers valuable insights that can help you identify opportunities to further extend your business with affluent investors:

- How to better focus your marketing strategy to capture affluent investors
- Opportunities to expand your business to new markets
- How to increase your share of wallet with affluent investors
- How to optimise your brand strategy for affluent investors
- Implications of the increasing importance of the internet for your distribution and sales strategy

A comprehensive overview of the Global Affluent Investor

TNS brings you the insights of the Global Affluent Investor 2011 in the form of an extensive global report, comparing results at a regional level, highlighting key individual markets, with explanations by our local TNS Finance Sector experts.

The Global Affluent Investor 2011 report will be available in October 2011.

About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world. TNS is part of Kantar, one of the world's largest insight, information and consultancy networks. Please visit www.tnsglobal.com for more information.

About Kantar

Kantar is one of the world's largest insight, information and consultancy networks. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. For further information, please visit us at www.kantar.com

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