Millionaire Investor Insights
Annual Survey

November 2010
### About the Study

#### Background


#### Methodology

- National survey was conducted online for U.S. Bank by Harris Interactive between September 27 and October 15, 2010

- Survey conducted among 1,609 individuals with $1 million or more in household investable assets (excluding primary and secondary residence and assets held in employer-sponsored retirement plans)

- Includes an oversample of eight markets: Cincinnati, Denver, Los Angeles, Milwaukee/Madison, Minneapolis/St. Paul, Portland, St. Louis and Seattle

- Data weighted for age, sex, race/ethnicity, education, region, household income and investable assets where necessary to bring results in line with actual proportions in the high net worth population of U.S. residents age 18 or older

- Propensity score weighting was also used to adjust for respondents’ propensity to be online
## Executive Summary

| Investor Outlook | Millionaires are guardedly optimistic about the U.S. economy for 2011 and achieving their short-term investment goals  
|                 | Millionaires are more confident about achieving their long-term investment goals |
| Investor Behavior | Millionaires have not abandoned the stock market and are looking for opportunities |
| Risk Appetite | Millionaires did not panic and become risk averse — they have a balanced mix of risk and stability  
|               | Millionaires’ primary motivation for investing is maintaining or growing wealth rather than protecting from losses |
| Decision Making | Millionaires are personally involved in investment strategies and decisions  
|                | Millionaires take their investment cues from U.S. stock market performance more than other external influencers |
| Advisory Relationship | Millionaires are satisfied with and remain loyal to their financial advisors |
Key Findings: Investor Outlook

Millionaires are guardedly optimistic about the U.S. economy for 2011 and achieving their short-term investment goals

- 30% are optimistic about the U.S. economy for 2011
- 44% are very confident/confident about achieving their short-term investment goals (2-5 years)

Regional Differences

More pessimistic about the U.S. economy in 2011

Less pessimistic about the U.S. economy in 2011

Higher than National  ▲

Lower than National  ▼

Neutral  ►

38% Very pessimistic/ Pessimistic
32% Neither optimistic nor pessimistic
30% Very optimistic/ Optimistic

54% Somewhat confident/ Not at all confident
44% Very confident/ Confident

Not sure
Millionaires are more confident about achieving their long-term investment goals

- **20%** have seen their investments return to pre-downturn levels
- **54%** are very confident/confident about achieving their long-term investment goals (6-10 years)
- **90%** think their investments have performed the same or better than others since 2008

Regional Differences:
- More confident about long-term investments
- Fewer think investments have performed as well as others
- More have seen investments return to pre-downturn levels

- **20%** have seen their investments return to pre-downturn levels
  - Already back: 20%
  - < 3 years: 29%
  - 3-5 years: 25%
  - 5-10 years: 14%
  - 10+ years/ Never: 6%
  (Not sure = 6%)

- **54%** are very confident/confident about achieving their long-term investment goals (6-10 years)
  - Very confident/ Confident: 54%
  - Not sure: 43%
  - Somewhat confident/ Not at all confident: 48%

- **90%** think their investments have performed the same or better than others since 2008
  - Better: 48%
  - About the same: 42%
  - Worse: 10%
Key Findings: Investor Behavior

Millionaires have not abandoned the stock market and are looking for opportunities

- 97% lost value on their investments in the last 3 years
- 92% have not abandoned the market – either actively engaged or waiting for right opportunity

- 97% lost value on their investments in the last 3 years
- 3% investments did not lose value

- 43% engaged in moderate to heavy activity
- 49% investments on hold–waiting for right opportunity
- 8% out of market

Regional Differences

- More are engaged in moderate to heavy activity
- Fewer are out of the market
- More are engaged in moderate to heavy activity
- More are out of the market

- Higher than National
- Lower than National
- Neutral

Investments

- Investments lost value (97%)
- Investments did not lose value (3%)

Investments lost value (97%)
Millionaires did not panic and become risk averse – they have a balanced mix of risk and stability

- **45%** have become more conservative and lowered their risk tolerance
- **78%** have a balanced mix of risk tolerance and stability
- **93%** say worries about investment performance have not caused them to lose sleep at night

### Regional Differences

- **Seattle, WA**
- **Portland, OR**
- **Denver, CO**
- **Twin Cities, MN**
- **Milwaukee, WI**
- **St. Louis, MO**
- **Cincinnati, OH**
- **Los Angeles, CA**

- ▲ Higher than National
- ▼ Lower than National
- ► Neutral

### Risks and Sleep

- 8% More aggressive/Higher risk tolerance
- 47% No change
- 45% More conservative/Lower risk tolerance

- 11% Open to risk in order to make large gains
- 78% Balanced mix of risk tolerance and stability
- 11% Little to no risk tolerance/not willing to take any losses

- Lost sleep due to investment performance (7%)
- Did not lose sleep due to investment performance (93%)
Millionaires’ primary motivation for investing is maintaining or growing wealth rather than protecting from losses.

- 61% cite maintaining wealth as their primary motivation for investing

### Regional Differences

- Seattle, WA
- Portland, OR
- Denver, CO
- Twin Cities, MN
- Milwaukee, WI
- St. Louis, MO
- Cincinnati, OH
- Los Angeles, CA

#### 3-Year Change in Portfolio Allocations

<table>
<thead>
<tr>
<th>Asset Class</th>
<th>Cash</th>
<th>Equities</th>
<th>Fixed Income</th>
<th>Commodities</th>
<th>Alt. Assets</th>
<th>Real Estate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased allocations</td>
<td>10%</td>
<td>47%</td>
<td>13%</td>
<td>1%</td>
<td>1%</td>
<td>15%</td>
</tr>
<tr>
<td>Decreased allocations</td>
<td>35%</td>
<td>15%</td>
<td>35%</td>
<td>3%</td>
<td>4%</td>
<td>75%</td>
</tr>
<tr>
<td>No change in allocation</td>
<td>10%</td>
<td>11%</td>
<td>5%</td>
<td>1%</td>
<td>5%</td>
<td>51%</td>
</tr>
<tr>
<td>Not applicable</td>
<td>29%</td>
<td>3%</td>
<td>5%</td>
<td>1%</td>
<td>1%</td>
<td>32%</td>
</tr>
</tbody>
</table>

- More have increased allocations to cash
- More decreased allocations to real estate
Millionaires are personally involved in investment strategies and decisions

- 80% are personally involved in making investment decisions

### Regional Differences

#### Millionaires are personally involved in investment strategies and decisions

**Key Findings: Decision Making**

**80%** are personally involved in making investment decisions

**Statements About Attitudes Towards Investment Management**

- **71%** get advice from others about how to invest but go with their own instincts
- **70%** trust their financial advisor to help grow their investments
- **48%** feel it is important to spread investments among more than one advisor to diversify
- **34%** are afraid of getting bad advice from their financial advisor
- **68%** have the skills and talent to manage investments on their own
- **32%** don’t have time to manage investments on their own

#### Regional Differences

- **Seattle, WA**
- **Portland, OR**
- **Denver, CO**
- **Twin Cities, MN**
- **Milwaukee, WI**
- **St. Louis, MO**
- **Cincinnati, OH**
- **Los Angeles, CA**
Key Findings: Decision Making

Millionaires take their investment cues from U.S. stock market performance more than other external influencers

- 72% influenced by U.S. stock market performance
- 56% influenced by U.S. economic indicators
- 50% influenced by pending changes in U.S. tax policy

Impact on Investment Strategies
% Major/Moderate Impact

<table>
<thead>
<tr>
<th>Impact Factor</th>
<th>% Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. stock market performance</td>
<td>72%</td>
</tr>
<tr>
<td>Household financial situation</td>
<td>58%</td>
</tr>
<tr>
<td>U.S. economic indicators</td>
<td>56%</td>
</tr>
<tr>
<td>Global economic indicators</td>
<td>54%</td>
</tr>
<tr>
<td>Pending changes in U.S. tax policy</td>
<td>50%</td>
</tr>
<tr>
<td>U.S. mid-term elections</td>
<td>38%</td>
</tr>
</tbody>
</table>

Note: allows for multiple selections.
**Key Findings: Advisory Relationship**

Millionaires are satisfied with and remain loyal to their financial advisors

- **62%** have stayed with the same financial advisor(s) for the past 3 years

- **92%** are satisfied with their primary financial advisor

- **50%** have made no change in their investment involvement with their advisors over the last 3 years

Note: allows for multiple selections.
Appendix

Market Profiles

-Cincinnati
-Denver
-Los Angeles
-Milwaukee/Madison
-Minneapolis/St. Paul
-Portland
-St. Louis
-Seattle
Cincinnati Millionaires:

- Are guardedly optimistic about the U.S. economy in 2011, like millionaires nationwide.
- More than six in ten are confident about achieving their long-term investment goals.
- More likely to be engaged in the market right now than their nationwide peers.
- Like the rest of the country, they have a balanced risk tolerance and during the past three years say they have become more conservative in their investment approach.

Road to Recovery in 2011:

<table>
<thead>
<tr>
<th>National</th>
<th>Cincinnati</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>32%</td>
<td>33%</td>
</tr>
<tr>
<td>38%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Confidence in Long-Term Investment Goals (next 6-10 years):

<table>
<thead>
<tr>
<th>National</th>
<th>Cincinnati</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>62%</td>
</tr>
<tr>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>34%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Risk Tolerance:

- National: 11%, 78%, 11%
- Cincinnati: 9%, 75%, 17%

- National: I have little to no risk tolerance and am not willing to take any losses.
- Cincinnati: I have a balanced mix of risk and stability and am willing to take investment losses in order to make some investment gains.
- National: I am open to risk in order to make large investments gains, even if it means investment losses.

Change in Risk Tolerance During Past Three Years:

- National: 45%, 47%, 8%
- Cincinnati: 52%, 37%, 11%

- National: More conservative
- Cincinnati: No change
- National: More aggressive

Sample size: 1,609 National; 81 Cincinnati
Denver Millionaires:

- Are guardedly optimistic about the U.S. economy in 2011, like millionaires nationwide
- Slightly more than half are confident about achieving their long-term investment goals
- Have a slightly more balanced risk tolerance than their nationwide peers
- During the past three years, say they have become more conservative in their investment approach

Road to Recovery in 2011

<table>
<thead>
<tr>
<th>National</th>
<th>Denver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimistic</td>
<td>30%</td>
</tr>
<tr>
<td>Neither optimistic nor pessimistic</td>
<td>32%</td>
</tr>
<tr>
<td>Pessimistic</td>
<td>38%</td>
</tr>
</tbody>
</table>

Confidence in Long-Term Investment Goals (next 6-10 years)

<table>
<thead>
<tr>
<th>National</th>
<th>Denver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very confident</td>
<td>21%</td>
</tr>
<tr>
<td>Confident</td>
<td>34%</td>
</tr>
</tbody>
</table>

Current Investment Behavior

<table>
<thead>
<tr>
<th>National</th>
<th>Denver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engaged in moderate to heavy buying or selling in the market to take advantage of market opportunities</td>
<td>49%</td>
</tr>
<tr>
<td>Put investments on hold and waiting for the right opportunity to buy or sell</td>
<td>43%</td>
</tr>
<tr>
<td>Taken investments out of the market due to market volatility</td>
<td>8%</td>
</tr>
</tbody>
</table>

Risk Tolerance

<table>
<thead>
<tr>
<th>National</th>
<th>Denver</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have little to no risk tolerance and am not willing to take any losses</td>
<td>11%</td>
</tr>
<tr>
<td>I have a balanced mix of risk and stability and am willing to take investment losses in order to make some investment gains</td>
<td>78%</td>
</tr>
<tr>
<td>I am open to risk in order to make large investments gains, even if it means investment losses</td>
<td>11%</td>
</tr>
</tbody>
</table>

Change in Risk Tolerance During Past Three Years

<table>
<thead>
<tr>
<th>National</th>
<th>Denver</th>
</tr>
</thead>
<tbody>
<tr>
<td>More conservative</td>
<td>45%</td>
</tr>
<tr>
<td>No change</td>
<td>47%</td>
</tr>
<tr>
<td>More aggressive</td>
<td>8%</td>
</tr>
</tbody>
</table>

Sample size: 1,609 National; 83 Denver
Los Angeles Millionaires:

- Are significantly more pessimistic about the U.S. economy in 2011 than millionaires nationwide.
- Are slightly less confident than nationwide peers about achieving their long-term investment goals.
- One in ten took their investments out of the market due to market volatility.
- Nearly one in five say they have little to no risk tolerance and are not willing to take any losses.

**Road to Recovery in 2011**

- 30% National Optimistic
- 31% Los Angeles Optimistic
- 32% National Neither optimistic nor pessimistic
- 22% Los Angeles Neither optimistic nor pessimistic
- 38% National Pessimistic
- 48% Los Angeles Pessimistic

**Confidence in Long-Term Investment Goals (next 6-10 years)**

- 54% National Very confident
- 51% Los Angeles Very confident
- 21% National Confident
- 19% Los Angeles Confident
- 11% National Neither optimistic nor pessimistic
- 12% Los Angeles Neither optimistic nor pessimistic

**Risk Tolerance**

- 11% National Little to no risk tolerance and am not willing to take any losses
- 19% Los Angeles Little to no risk tolerance and am not willing to take any losses
- 78% National Balanced mix of risk and stability and am willing to take investment losses in order to make some investment gains
- 69% Los Angeles Balanced mix of risk and stability and am willing to take investment losses in order to make some investment gains
- 11% National Open to risk in order to make large investments gains, even if it means investment losses
- 12% Los Angeles Open to risk in order to make large investments gains, even if it means investment losses

**Current Investment Behavior**

- 49% National Engaged in moderate to heavy buying or selling in the market to take advantage of market opportunities
- 49% Los Angeles Engaged in moderate to heavy buying or selling in the market to take advantage of market opportunities
- 8% National Put investments on hold and waiting for the right opportunity to buy or sell
- 14% Los Angeles Put investments on hold and waiting for the right opportunity to buy or sell
- 11% National Taken investments out of the market due to market volatility
- 19% Los Angeles Taken investments out of the market due to market volatility

**Change in Risk Tolerance During Past Three Years**

- 45% National More conservative
- 51% Los Angeles More conservative
- 47% National No change
- 36% Los Angeles No change
- 8% National More aggressive
- 13% Los Angeles More aggressive

Sample size: 1,609 National; 150 Los Angeles

Higher/lower than National
**Market Profile: Milwaukee/Madison**

**Milwaukee/Madison Millionaires:**

- Are slightly less optimistic about the U.S. economy in 2011 than millionaires nationwide
- Have more confidence than their nationwide peers about achieving their long-term investment goals
- Only four percent say they have little to no risk tolerance and are not willing to take any losses
- Slightly more say they have become more conservative in their investment approach than millionaires nationwide

**Road to Recovery in 2011**

<table>
<thead>
<tr>
<th>National</th>
<th>Milwaukee/Madison</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>Optimistic</td>
<td>Neither optimistic nor pessimistic</td>
</tr>
</tbody>
</table>

**Confidence in Long-Term Investment Goals**

<table>
<thead>
<tr>
<th>National</th>
<th>Milwaukee/Madison</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>60%</td>
</tr>
<tr>
<td>Very confident</td>
<td>Confident</td>
</tr>
</tbody>
</table>

**Current Investment Behavior**

<table>
<thead>
<tr>
<th>National</th>
<th>Milwaukee/Madison</th>
</tr>
</thead>
<tbody>
<tr>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>Engaged in moderate to heavy buying or selling in the market to take advantage of market opportunities</td>
<td>Put investments on hold and waiting for the right opportunity to buy or sell</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>National</th>
<th>Milwaukee/Madison</th>
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<tbody>
<tr>
<td>49%</td>
<td>59%</td>
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<tr>
<td>8%</td>
<td>1%</td>
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</table>

**Risk Tolerance**

<table>
<thead>
<tr>
<th>National</th>
<th>Milwaukee/Madison</th>
</tr>
</thead>
<tbody>
<tr>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>I have little to no risk tolerance and am not willing to take any losses</td>
<td>I have a balanced mix of risk and stability and am willing to take investment losses in order to make some investment gains</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>National</th>
<th>Milwaukee/Madison</th>
</tr>
</thead>
<tbody>
<tr>
<td>78%</td>
<td>90%</td>
</tr>
<tr>
<td>11%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Change in Risk Tolerance During Past Three Years**

<table>
<thead>
<tr>
<th>National</th>
<th>Milwaukee/Madison</th>
</tr>
</thead>
<tbody>
<tr>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td>More conservative</td>
<td>No change</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>National</th>
<th>Milwaukee/Madison</th>
</tr>
</thead>
<tbody>
<tr>
<td>47%</td>
<td>40%</td>
</tr>
<tr>
<td>8%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Sample size: 1,609 National; 88 Milwaukee/Madison
**Minneapolis/St. Paul Millionaires:**

- Are more likely to be neutral on their outlook for the U.S. economy in 2011 and significantly less pessimistic than their nationwide peers.
- Nearly six in ten are confident about achieving their long-term investment goals.
- Are significantly more engaged in moderate to heavy buying and selling in the market than millionaires nationwide.
- Have a slightly more balanced risk tolerance than their nationwide peers.

![Road to Recovery in 2011](chart)

![Confidence in Long-Term Investment Goals](chart)

![Current Investment Behavior](chart)

![Risk Tolerance](chart)

![Change in Risk Tolerance During Past Three Years](chart)

Sample size: 1,609 National; 85 Minneapolis/St. Paul.

- Engaged in moderate to heavy buying or selling in the market to take advantage of market opportunities.
- Put investments on hold and waiting for the right opportunity to buy or sell.
- Taken investments out of the market due to market volatility.

- Optimistic: 30% National, 24% Minneapolis/St. Paul.
- Neither optimistic nor pessimistic: 32% National, 38% Minneapolis/St. Paul.
- Pessimistic: 49% National, 54% Minneapolis/St. Paul.

- The Optimistic: 54% National, 57% Minneapolis/St. Paul.
- Neither optimistic nor pessimistic: 34% National, 35% Minneapolis/St. Paul.
- The Pessimistic: 21% National, 22% Minneapolis/St. Paul.

- Optimistic: 30% National, 28% Minneapolis/St. Paul.
- Neither optimistic nor pessimistic: 43% National, 49% Minneapolis/St. Paul.
- Pessimistic: 27% National, 23% Minneapolis/St. Paul.

- Very confident: 54% National, 57% Minneapolis/St. Paul.
- Confident: 34% National, 35% Minneapolis/St. Paul.
- Not very confident: 32% National, 28% Minneapolis/St. Paul.

- Optimistic: 11% National, 6% Minneapolis/St. Paul.
- Neither optimistic nor pessimistic: 78% National, 85% Minneapolis/St. Paul.
- Pessimistic: 11% National, 9% Minneapolis/St. Paul.

- More conservative: 45% National, 47% Minneapolis/St. Paul.
- No change: 47% National, 47% Minneapolis/St. Paul.
- More aggressive: 8% National, 6% Minneapolis/St. Paul.

- Higher/lower than National.
Portland Millionaires:

- Are slightly more pessimistic about the U.S. economy in 2011 than millionaires nationwide.
- Half are confident about achieving their long-term investment goals, similar to their nationwide peers.
- Six in ten say they have put their investments on hold, waiting for the right opportunity to buy or sell.
- Slightly more say they have become more conservative in their investment approach than millionaires nationwide.

Confidence in Long-Term Investment Goals (next 6-10 years)

- 54% Very confident
- 21% Confident
- 17% Not confident

Risk Tolerance

- 11% I have little to no risk tolerance and am not willing to take any losses
- 78% I have a balanced mix of risk and stability and am willing to take investment losses in order to make some investment gains
- 14% I am open to risk in order to make large investments gains, even if it means investment losses

Change in Risk Tolerance During Past Three Years

- 45% More conservative
- 47% No change
- 38% More aggressive

Sample size: 1,609 National; 81 Portland
St. Louis Millionaires:

- Are guardedly optimistic about the U.S. economy in 2011, like Millionaires nationwide
- Slightly more than half are confident about achieving their long-term investment goals
- Are slightly more engaged in moderate to heavy buying and selling in the market than their nationwide peers
- Like the rest of the country, they have a balanced risk tolerance and during the past three years say they have become more conservative in their investment approach
Seattle Millionaires:

- Are slightly more optimistic about the U.S. economy in 2011 than millionaires nationwide
- Seven in ten are confident about achieving their long-term investment goals, significantly more than nationwide peers
- Less than one in ten took their investments out of the market due to market volatility
- Like the rest of the country, they have a balanced risk tolerance and say they have become more conservative in their investment approach during the past three years

Road to Recovery in 2011

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>Seattle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimistic</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>Neither optimistic nor pessimistic</td>
<td>32%</td>
<td>37%</td>
</tr>
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<td>Pessimistic</td>
<td>38%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Confidence in Long-Term Investment Goals (next 6-10 years)

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>Seattle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very confident</td>
<td>54%</td>
<td>26%</td>
</tr>
<tr>
<td>Confident</td>
<td>21%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Sample size: 1,609 National; 92 Seattle
Appendix

Respondent Profile
### Appendix: Respondent Profile

**Gender**
- Male: 74%
- Female: 26%

**Respondent Age**
- 18-24: 2%
- 25-34: 5%
- 35-44: 5%
- 45-54: 15%
- 55+: 74%
- Mean: 60.2
- Median: 62

**Race**
- White: 89%
- Hispanic: 4%
- Black/African American: 2%
- Asian/Pacific Islander: 2%
- Native American/Alaskan Native: 1%
- Mixed Race: 1%
- Other Race: <1%
- Declined to Answer: 1%

**Own a Business**
- Yes: 24%
- No: 76%

**Region**
- East: 25%
- Midwest: 18%
- South: 30%
- West: 28%

**Market Sample Sizes**
- Total: 1,609
- Cincinnati, OH: 81
- Denver, CO: 83
- Los Angeles, CA: 150
- Milwaukee/Madison, WI: 88
- Minneapolis/St. Paul, MN: 85
- Portland, OR: 81
- St. Louis, MO: 81
- Seattle, WA: 92

**Investable Assets**
- $1 million to less than $2.5 million: 67%
- $2.5 million to less than $5 million: 19%
- $5 million to less than $10 million: 9%
- $10 million to less than $20 million: 1%
- $20 million or more: 4%
- Mean: $3.58M
- Median: $1.75M

**Education Level**
- High school or less: 6%
- Some college/college: 48%
- Grad school or more: 46%

**Employment Status**
- Employed full time: 29%
- Employed part time: 5%
- Self-employed: 13%
- Not employed: 5%
- Retired: 43%
- Student: 1%
- Partner/Housewife/Husband: 3%

**Retirement Status (of those retired)**
- Semi-retired: 11%
- Fully-retired: 89%

**Time Period for Retirement (those not retired)**
- In the next year: 15%
- In the next 2-5 years: 26%
- In the next 6-10 years: 21%
- In over 10 years: 37%

**Marital Status**
- Never married: 8%
- Married/Civil Union: 75%
- Divorced/Separated: 7%
- Widow/Widower: 4%
- Living with partner: 6%

**Number of Children in Household**
- None: 83%
- 1 or more: 17%

**Income**
- Less than $50,000: 2%
- $50,000 to less than $100,000: 18%
- $100,000 to less than $150,000: 28%
- $150,000 to less than $250,000: 29%
- $250,000 to less than $500,000: 14%
- $500,000 or more: 7%
- Declined to Answer: 2%
- Mean: $236K
- Median: $200K

**Declined to Answer**
- 1%
**About The Private Client Reserve**

The Private Client Reserve of U.S. Bank is a provider of comprehensive wealth management solutions for high-net-worth individuals, families and foundations with investable assets of more than $1 million. Highly experienced wealth management advisors lead client focused teams that deliver forward-thinking, customized solutions including investment management, private banking, personal trust and estate administration, and financial planning to meet each clients’ unique goals and needs. The Private Client Reserve is a part of U.S. Bank’s Wealth Management Group that serves clients with $100,000 to more than $100 million in investable assets. To learn more visit us at [privateclientreserve.usbank.com](http://privateclientreserve.usbank.com).

**About Harris Interactive**

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through its North American, European, and Asian offices and a network of independent market research firms, Harris specializes in delivering research solutions that help them - and their clients - stay ahead of what's next.

**Disclosures**

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