

Savanta:

Speak to a member of the team:
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MillionaireVue

Access and understand the world's wealthiest individuals across three core markets. Our dedicated team of wealth experts will ensure that your objectives are met in the most effective way, and unlike many other online omnibus services, we don't charge an entry fee or stipulate a minimum number of questions.

Audience



500

Representative HNWIs per market (UK/US/CN)



£1m/\$1m+

Investable assets



Sample stratified

to reflect wealth distribution in each market

Deliverables



Excel™ tables

Questions cut by key demographics



PowerPoint™ charts

Questions charted at an overall level

Question type	Definitions	* Price (per question) ex VAT		
		UK	US	CN
Simple	Yes / no question	£1,500	£1,000	£2,000
	Single scale question (e.g. NPS)			
	Single / multi coded question (pre-coded list)			
Complex	Matrix / grid question (up to 3 statements)	£2,000	£1,500	£2,400
	Ranking / carousel questions			
Open ended	Free text response typed in a text box	£2,400	£1,700	£3,000

*Bespoke pricing if purchasing 3+ questions and free access to Savanta's proprietary questions



Expertise

Fewer than 0.3% of the world's population are high net worth individuals (HNWIs) but that doesn't mean they all think or act in a similar way. We have a track record of 15+ years interviewing and understanding HNWIs. We inspire strategic decision-making across sectors in our mission to understand the broader context of these consumers' lives.



Quality assurance

Rigorous participant recruitment and quality control ensure only those who meet our strict criteria can qualify. The data process is verified, checked and processed in-house, at each stage, to ensure consistency of responses. This permits us to provide you with the highest-quality data, capable of delivering the insight that you require.



Exclusivity

MillionaireVue is the only survey of its kind that interviews HNWIs on a quarterly basis in order to deliver an accurate sample of the wealthy population.

