Savanta:

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 / drag and drop 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.

MRS Evidence Matters™ Company Partner

MRS Operations Awards 2019 Finalist Operational Excellence

ISO 27001 CERTIFIED UKAS British Assessment Bureau

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