

Harris Poll® AffluentQuery

Harris Poll AffluentQuery is an omnibus survey that delivers a nationally representative sample of wealthy Americans. This survey is ideal for companies that need hard-to-find information on affluent consumers who continue to expand their presence and influence in the marketplace. You save money by participating along with other organizations in the AffluentQuery omnibus, but all data gathered in response to questions that you commission is provided exclusively to you.

Get Projectable, Reliable Results

AffluentQuery is fielded online each month and provides 500 completed interviews from U.S. adults age 18+ with household incomes of \$100K+ and investable assets of \$100K+. This large sample size gives you more options for segmenting your data. Data are weighted to be nationally representative of the U.S. affluent population.

Obtain Relevant Insights

Insurance and financial service providers, pharmaceutical companies, consumer products companies, technology manufacturers and many others can benefit from this survey in a variety of ways:

- Purchase intent evaluation
- Name/logo testing
- Product/service concept screening
- Package testing
- Attitude & usage studies
- Public policy research
- Brand awareness studies
- And much more!



Professional Guidance From a Knowledgeable Research Partner

You can count on advice from experts throughout Harris Interactive's research practices, including:

- Guidance from Harris Interactive's Financial Services Research Practice, which leverages financial services expertise to provide companies the critical knowledge they need to make sound, strategic business decisions
- Experts in a wide variety of other industries, such as technology, media, consumer packaged goods, retail, automotive, and public relations, just to name a few
- Survey methodologists who will ensure that results are reliable, representative, and accurate

Harris Poll® AffluentQuery

Full Functionality

AffluentQuery allows for complex skip patterns, randomization, grids, scales, open-ended questions, and multi/single-punch formats. We can also show still graphics, and use HTML for design layout.

Here is How it Works:

- Our research professionals will consult with you and help with the design of your study.
- Your questions are programmed into the survey, and invitations to participate are sent via email to a targeted subset of Harris Interactive's renowned multi-million member online panel.
- The data are tabulated and emailed to you less than one week after the field start date.

Deliverables

You receive an easy-to-read set of cross tabs, with answers to your questions among the total population of affluent Americans and across banner points that include standard demographics, income and asset breaks, ownership of 401(k) and other retirement and non-retirement investments, employment status, and use of a financial advisor. Pricing starts at \$1,500 per question, with discounts available when placing 10 or more questions in a single wave.

Add-ons such as customized banners, analyses and reporting, coding of open-ended responses, and data files are also available.

Contact Us

For more information on Harris Poll AffluentQuery or our custom research services, please contact Maria Yarolin at **212.539.9738** or myarolin@harrisinteractive.com.

AHEAD OF WHAT'S NEXT.

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