

# Affluent Panel

Need hard-to-find market information on wealthy consumers?



The discretionary income of affluent Americans continues to expand their presence in the marketplace and their power to influence both public policy and philanthropy. The Harris Interactive Affluent Panel is ideal for companies that want to target the affluent audience or position themselves as uniquely qualified to serve the affluent population. This panel is also suited to public policy research. Using the Harris Poll Online<sup>SM</sup>, we are currently able to identify respondents who have net investable assets ranging from less than \$10,000 to \$5,000,000 or more, including cash in checking or savings; stocks, bonds, mutual funds; and any money in IRAs.

## Whose market share can the Affluent Panel influence?

High-end auto, sports and entertainment, jewelry, fashion, technology manufacturers; the travel industry; insurance and financial services' providers; pharmaceuticals; condominiums, hotels, private clubs, resorts and other residential enclaves; exclusive health clubs and spas; connoisseur food-and-beverage suppliers; architectural and real estate firms, among others.

## Research applications can give you an edge.

We can test advertising, packaging, attitudes and usage, purchase behavior, motivation, and media consumption, for starters. You'll also have the data you need to build solid marketing or communications plans, propel new product or service development, or focus business solutions.

## Benefits and Features

- Privileged access: Locate hard-to-find wealthy consumers whose needs are more extravagant than average, yet also basic.
- Privacy through Internet anonymity: Respondents with high income and assets appear more comfortable taking Internet surveys than talking with phone interviewers.
- Rapid turnaround: Online research delivers to the fast-paced marketplace.
- Convenience: Online surveys accommodate panelists' lifestyles, day or night.
- Cost-effective, already-in-place affluent panel: Available today for you to reach and interview.

## Contact Us

To learn more about our specialty panels including how Harris Interactive customizes panels for specific market research needs, please call 877.919.4765 or email [info@harrisinteractive.com](mailto:info@harrisinteractive.com)

