

Global Business Influencers

2017 SURVEY



Global
Business
Influencers





The Ipsos Global Business Influencers (GBI) survey is the world's leading study tracking the media, business, financial, luxury, and travel habits of the most senior global business executives. GBI is the industry currency survey for reaching and understanding this audience globally across 17 countries.



The Global Business Influencers survey is a globally harmonised, syndicated, media and insights survey which adapts to the changing media and business environment we exist in.

For over 40 years we've been researching and understanding business audiences. There continues to be a need for advertisers, agencies, and media owners to be able to understand, reach, and communicate with this audience. The Global Business Influencers survey allows you to do this.

Global Business Influencers are the most senior business people in companies with 50+ employees. The majority of them are C-suite level. They are a niche audience representing less than 1% of the population.

Taking into account their spending

power, net worth, and the budgets they control they are disproportionately important for B2B marketers. They also represent the key to profitability for sectors such as: finance, technology, luxury, and cars and travel.

The Global Business Influencers survey can help you reach and understand this important audience, providing vital insight into their lives. The key characteristics of the Global Business Influencers survey are:

- Brand-centric media measurement and engagement
- Insight into: business, travel, technology, financial, luxury, and lifestyle habits
- Global coverage across 17 key markets in Asia (including China and Japan), Europe, and the USA
- Harmonised content across regions
- Annual release of data



Methodology

SAMPLING

GBI is conducted entirely online with sample sourced from Ipsos panel partners. The target sample is pre-identified by each sample provider and potential participants receive an email invitation to take part in the survey.

They then undergo a screening process to check their eligibility for the survey. This includes questions on their: job function, job responsibilities, the industry sector of their company, company size, age, and region. Participants who did not

meet the eligibility criteria were excluded.

QUESTIONNAIRE

Participants in each country could respond in either English, or a local language where applicable. An optimised questionnaire was available for users who wished to respond via a smartphone or tablet.

The GBI questionnaire takes a brand-centric audience measurement approach. It measures brand reach across the different devices which can

be used to access the brand. All brands are identified by their logo, the printed brand name and the brand's web-domain.

FIELDWORK

Fieldwork started on 12th April 2017, and continued until 30th June 2017. A total of 10,450 interviews were conducted across Asia, Europe, and the USA.

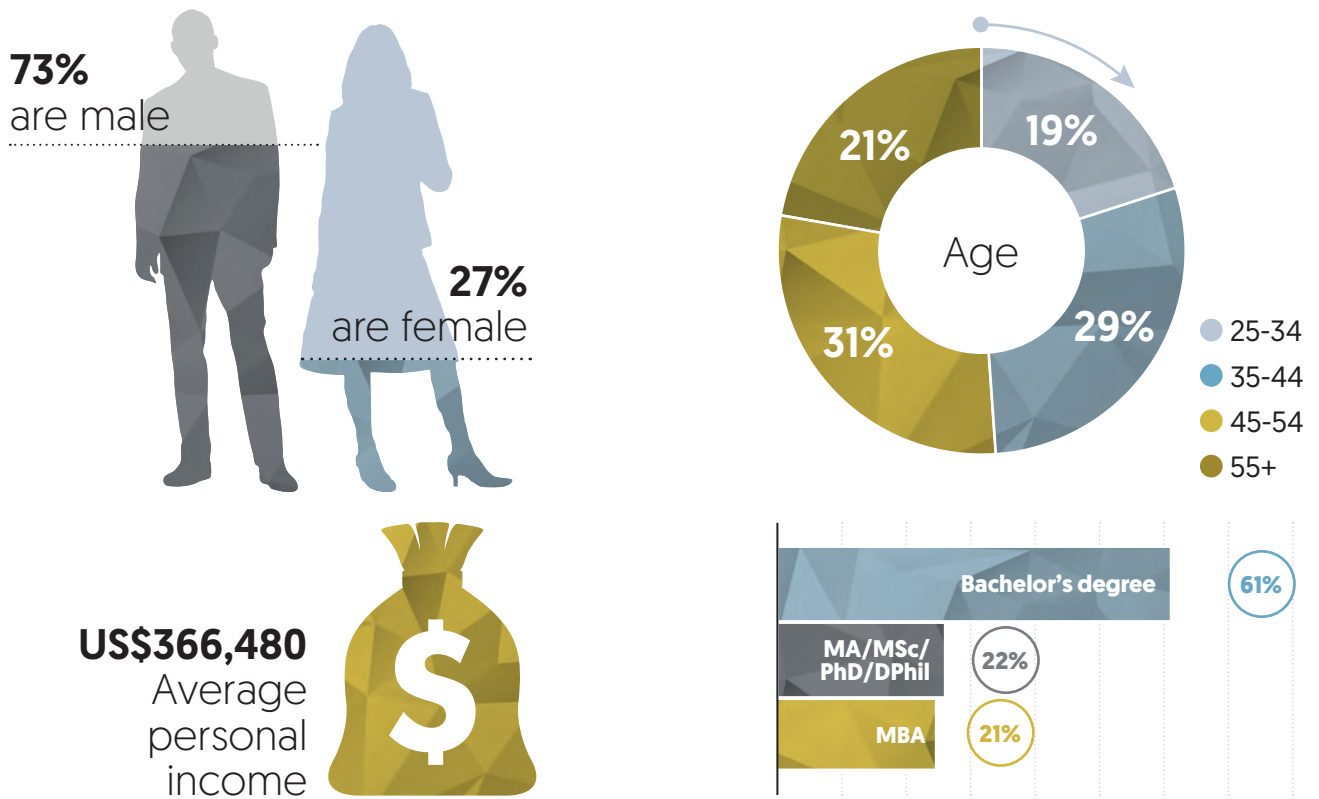
UNIVERSE

The overall GBI universe comprises a total of 2,123,905 individuals.

Content of the survey

Demographics: <ul style="list-style-type: none"> • Age • Gender • Education • Salary 	Media <ul style="list-style-type: none"> • Brand • Print • TV • Desktop/Laptop • Smartphone • Tablet • Engagement 	Business <ul style="list-style-type: none"> • Job title • Company size • Industry • Business decision making • Area of responsibility • International 	Travel <ul style="list-style-type: none"> • Air travel • Hotel stays • Destination of travel 
Personal finance <ul style="list-style-type: none"> • Investments • Net worth • Property 	Luxury <ul style="list-style-type: none"> • Watches • Jewellery • Arts & antiques • Clothes & accessories • Fine wine/Liquor • Cars • Yachts 	Personal interests <ul style="list-style-type: none"> • Hobbies • Sports • Lifestyle • Technology 	

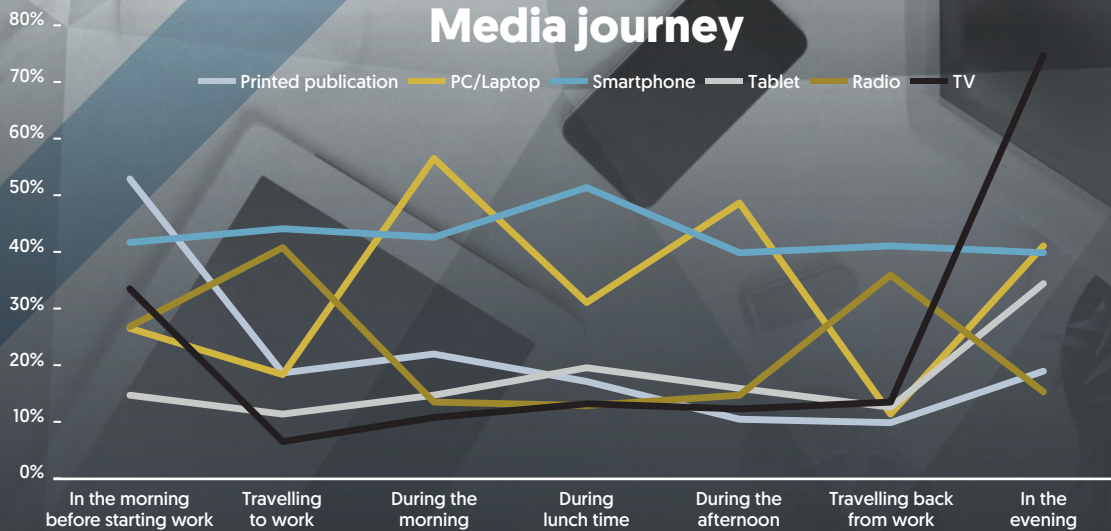
Demographic & profile



Media

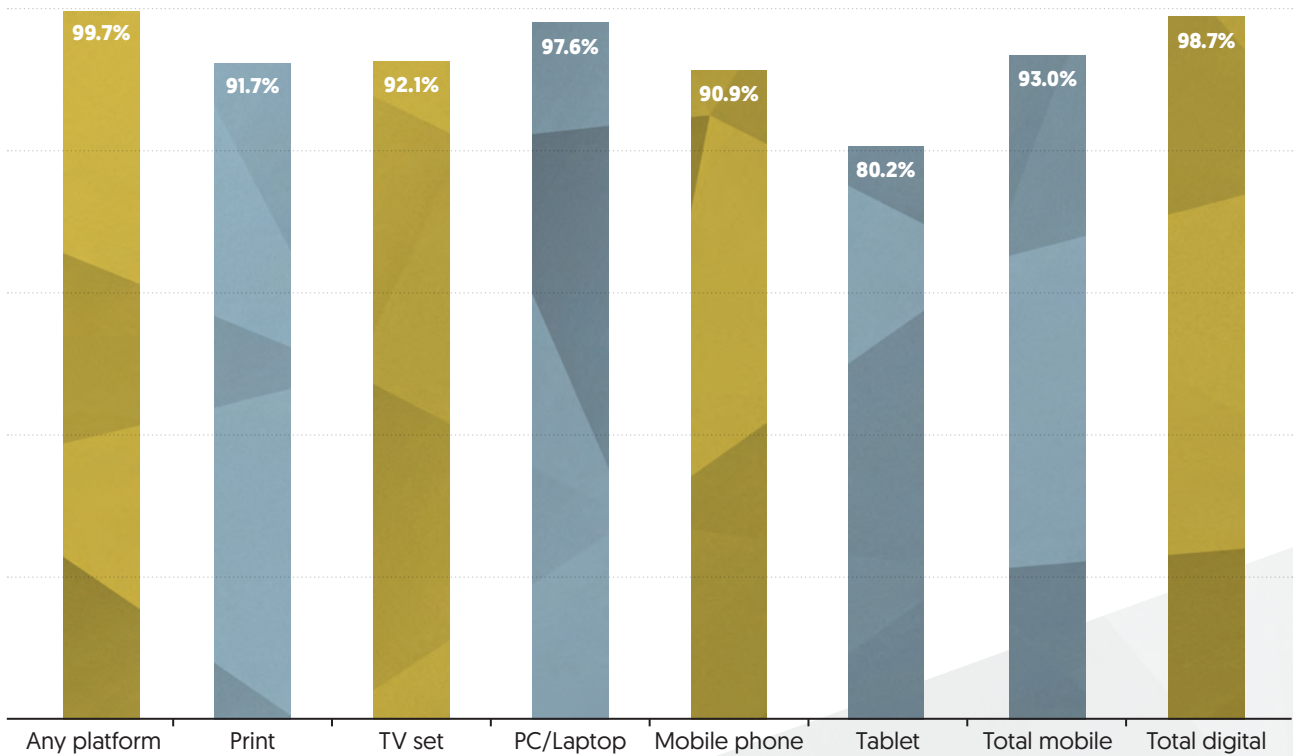
Global Business Influencers are avid and heavy consumers of all media. When accessing content they do so via multiple media brands, across many platforms.

Media journey



Reach across platforms

(past 30 days, any media brand)



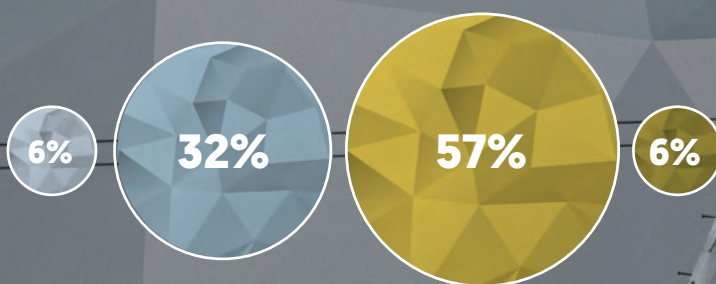
Reading example: 91.7% of Global Business Influencers accessed printed content from any media brand available in print.



Reading example: In the past 30 days, Global Business Influencers read or access on average 5.1 different international publications.

Business Activities

Global Business Influencers are the most senior executives in companies with 50+ employees, and represent a wide range of industry sectors. They are the main decision makers, and manage the largest budgets.

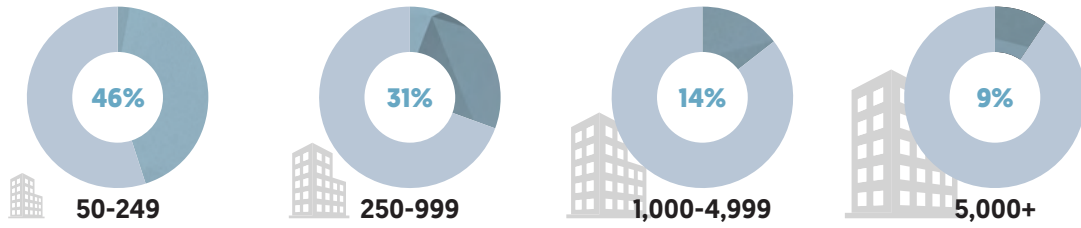


Industry & sector

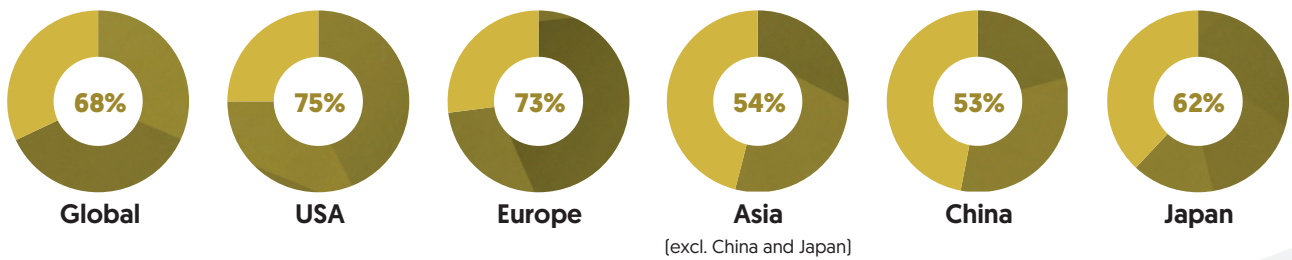
- Primary/public utilities
- Manufacturing/engineering
- Services
- Finance



Company size (employees)

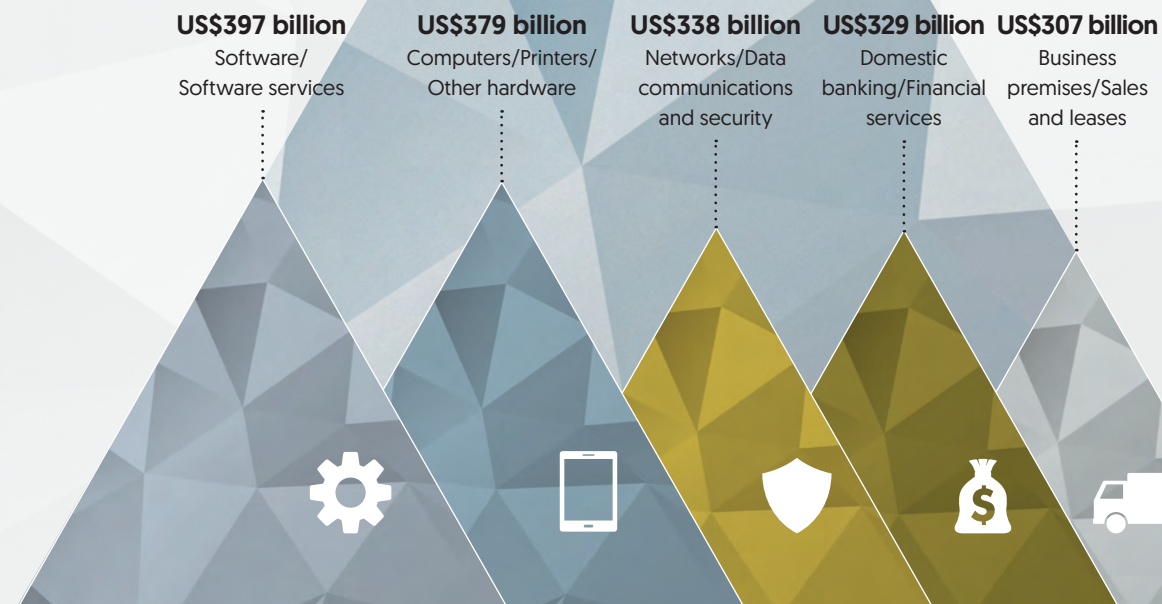


C-suite/Owner/Partner



Total budget
US\$6.9 trillion

Total budget by industry



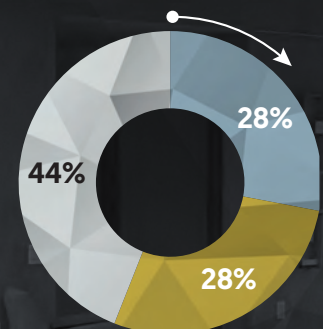
Finance & Luxury

Global Business Influencers have wide and varied investment portfolios. They are savvy investors who have accumulated an average net worth of US\$1.3m. They appreciate the finer things in life and are thus big consumers of luxury.

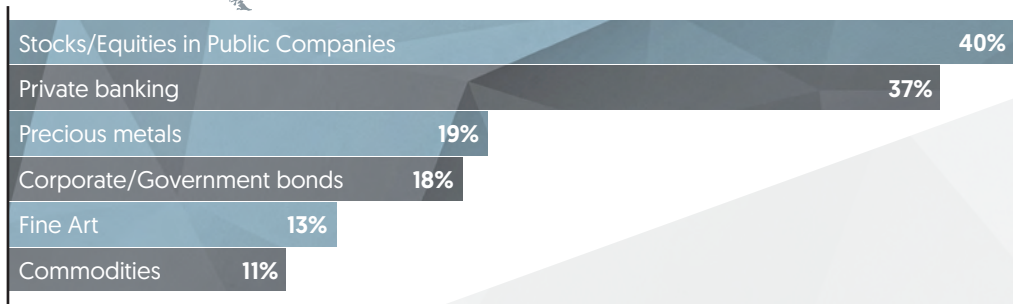
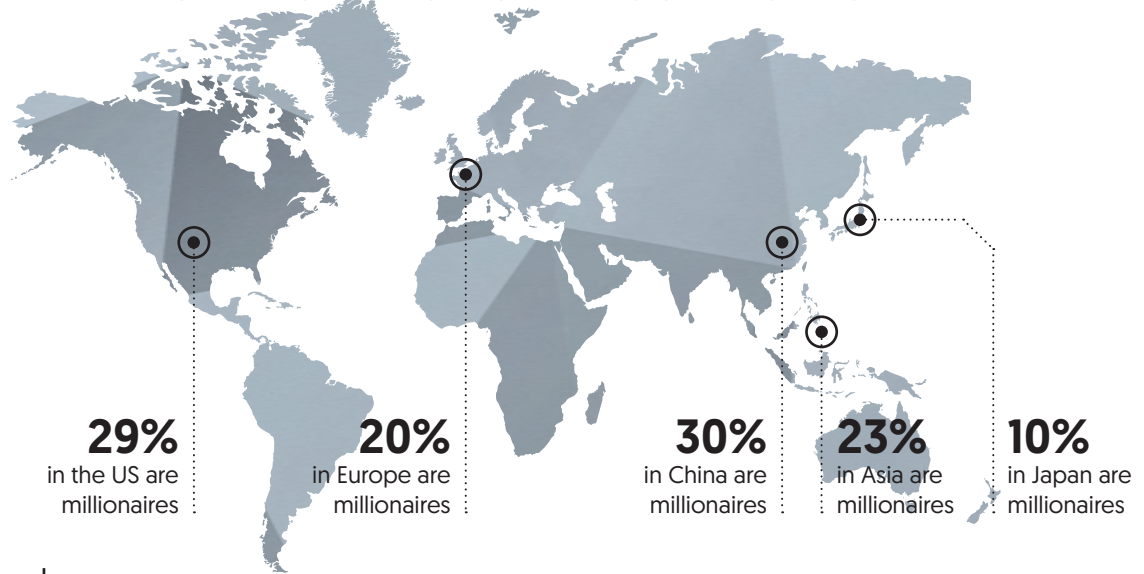
24%

are millionaires

- Invest in property in the next year
- Won't invest in property in the next year
- Undecided whether to invest in property in the next year

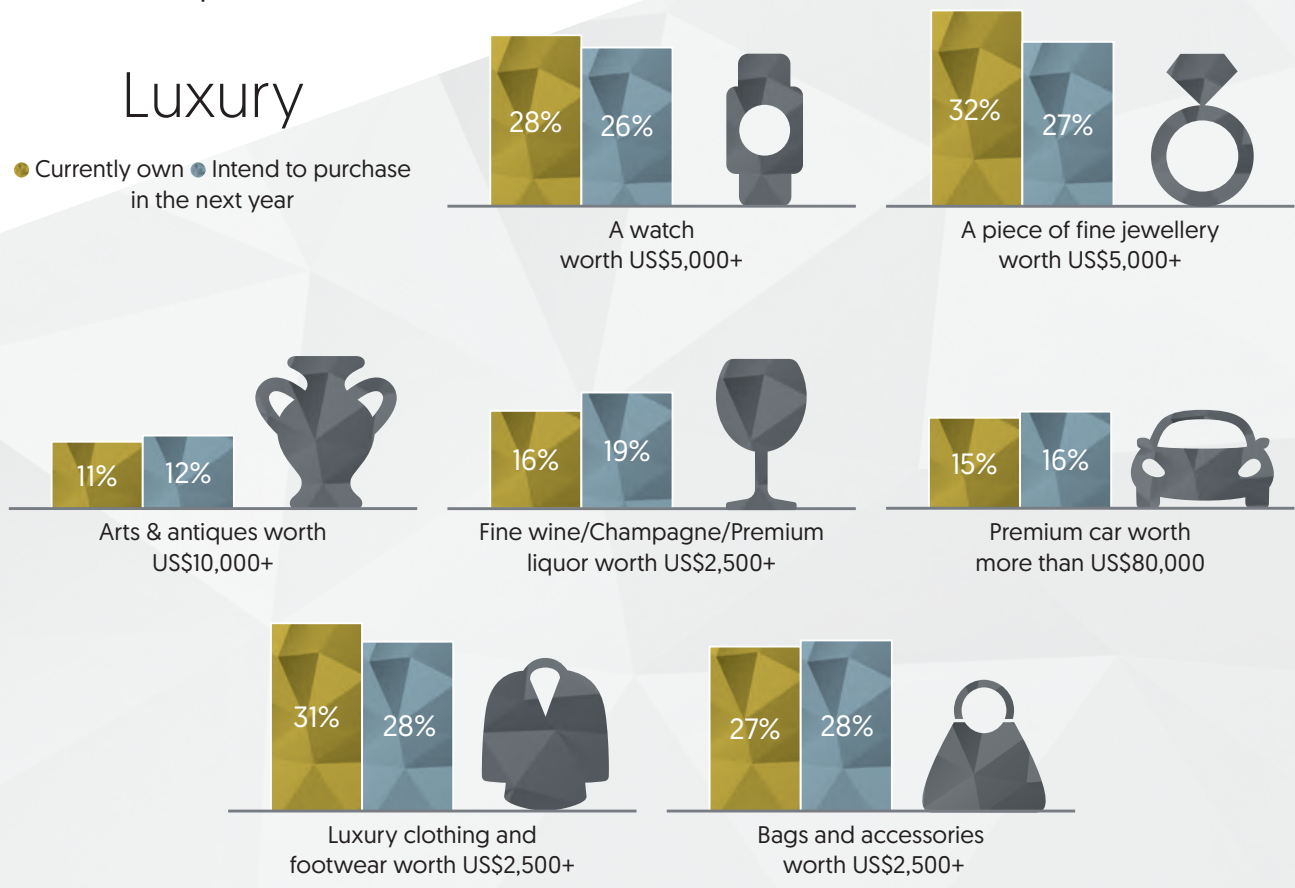


Net worth and investments



Luxury

● Currently own ● Intend to purchase in the next year



Travel & Personal Interests

Global Business Influencers fly regularly and in luxury, at the front of the plane – staying at the best hotels when at their destination. Their competitive nature transcends into their personal lives with many involved in sporting activities.

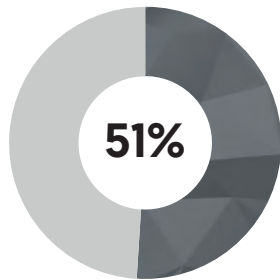
On average they have taken

8

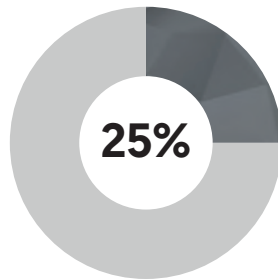
return air trips for business in the last year

Number of return air trips taken

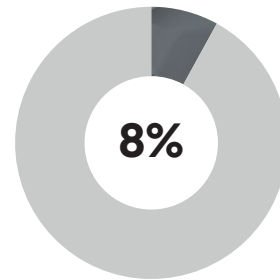
[for business]



5+



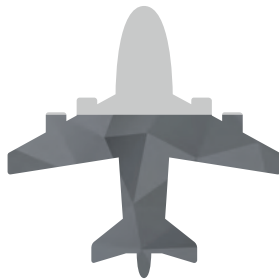
10+



20+

59%

fly first or business class
on business trips



63%

Stay in four, five star
or luxury boutique
hotels when traveling
for business

Personal Interests

Popular sports



35%
Football/
Soccer



29%
Basketball



32%
Tennis



31%
Golf



23%
Baseball



21%
Motor Sports

Popular hobbies/interests



71%
Travel



58%
Technology



38%
Motoring/
Cars



35%
Museums and
art galleries



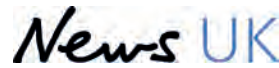
34%
Dining out



32%
Wine tasting

Sponsors & Team Contacts

Supported by



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