GBI 2019

Global Business Influencers in a nutshell



Who are Global Business Influencers



The most senior business people in companies with 50+ employees

Less than 1% of the total population

30 markets represented globally

Australia Italy

India (new in 2019)

Bahrain Japan S-Africa (new in 2019)

Singapore

China Kenya (new in 2019) S-Korea

Egypt (new in 2019) KSA Spain

France Kuwait Switzerland

Germany Malaysia Taiwan

Ghana (new in 2019) Morocco (new in 2019) Thailand

Hong Kong Nigeria (new in 2019) UAE

Philippines UK

Indonesia Qatar USA



Less than 1% of the population (2.6m people)



GBI survey methodology in a nutshell





Universe

Online method

Senior Business Executives in companies with 50+ employees.

Less than 1% of the total population: 2.595 million (2019)

A disproportionately important audience for b2b marketing, personal 2. finance, travel and luxury.

A two step recruitment process

- 1. Pre-identification of potential respondents by sample providers
- 2. Screening questionnaire allowing to check eligibility

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Sample

Questionnaire

13,248 interviews across 30 markets (2019)

USA	1,402	India (tier 1)	540	Kuwait	100
France	600	Indonesia	503	Qatar	100
Germany	501	Japan	800	Saudi Arabia	256
Italy	524	Malaysia	500	UAE	260
Spain	500	Philippines	500	Egypt	125
Switzerland	121	Singapore	707	Ghana	80
UK	802	S Korea	503	Kenya	207
Australia	500	Taiwan	500	Morocco	104
China (tier 1)	800	Thailand	508	Nigeria	207
Hong Kong	700	Bahrain	84	South Africa	214

Homogeneous in all countries

- 1. Eligibility check
- 2. Audience measurement
- 3. Business
- 4. Travel
- 5. Personal finance
- 6. Luxury
- 7. Personal interests / Demographics

Average length is **20 minutes**

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Audience Measurement

Brand centric cross platform media measurement

Media brands are identified through their **logo** and **printed brand name**



Annual survey

2019 fieldwork conducted from 17th April to 18th June 2019

GBI is an **annual survey**, published every year in September

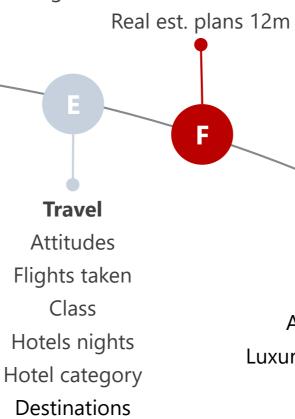
BDM Attitudes Media Usage Media journey Involvement BDM **Budget BDM** TV habits (week / we) Involvement int'l bus Devices used for media Areas responsibility Lobbying / Policy making **Eligibility Audience measurement Quality Control** Publ. / TV / Digital (Print or TV / PC-Laptop / Mobile phone / Tablet) Frequency Paid subscription TV daypart Engagement attributes Social media activities

Personal Finance

Attitudes
Financial products
Net Worth

Real estate ownership

Value real estate



Travel in next 12m

Holiday budget

Questionnaire overview

Technology

Attitudes

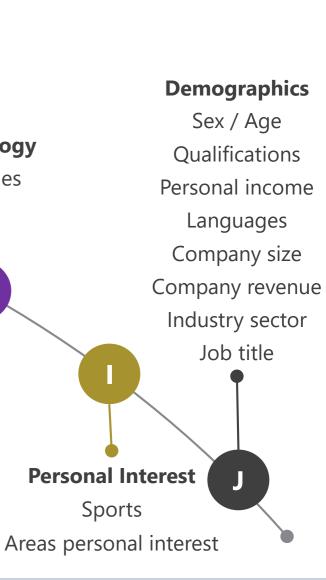
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Luxury

Attitudes

Luxury ownership



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