

GBI 2019

Global Business Influencers
in a nutshell



Global
Business
Influencers



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 | Singapore |
| Bahrain | Japan | S-Africa <i>(new in 2019)</i> |
| China | Kenya <i>(new in 2019)</i> | S-Korea |
| Egypt <i>(new in 2019)</i> | KSA | Spain |
| France | Kuwait | Switzerland |
| Germany | Malaysia | Taiwan |
| Ghana <i>(new in 2019)</i> | Morocco <i>(new in 2019)</i> | Thailand |
| Hong Kong | Nigeria <i>(new in 2019)</i> | UAE |
| India <i>(new in 2019)</i> | Philippines | UK |
| Indonesia | Qatar | USA |

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



GBI survey methodology in a nutshell

“ • Universe

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 finance, travel and luxury.

“ • Sample

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

“ • Audience Measurement

Brand centric cross platform media measurement

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

“ • Online method

A **two step recruitment** process

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

“ • Questionnaire

Homogeneous in all countries

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

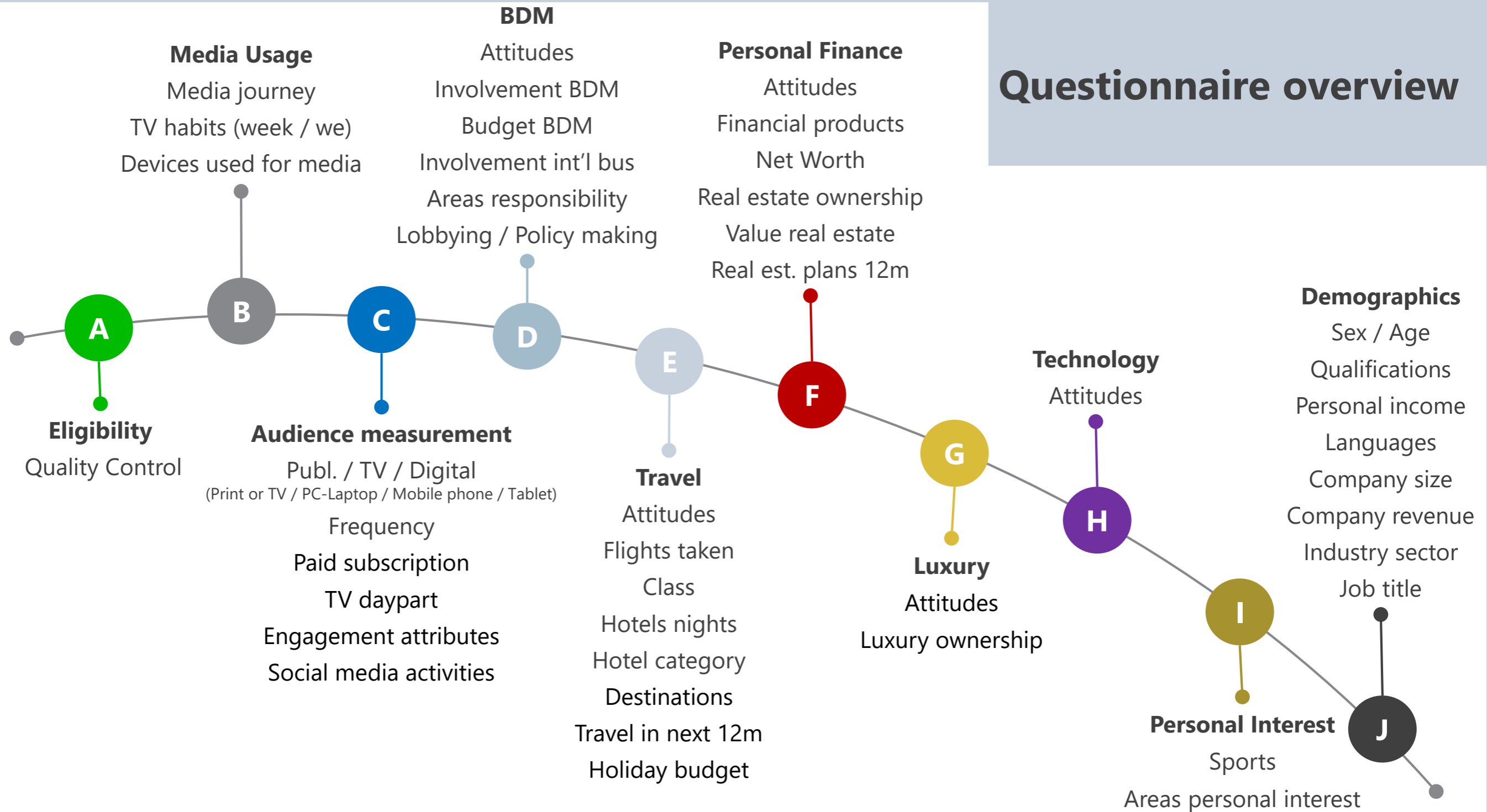
Average length is **20 minutes**

“ • Annual survey

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

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

Questionnaire overview



GBI 2019 supported by




Team and contact information



James Torr

Senior Director
Client mgt.

James.Torr@ipsos.com

 + 44 208 861 8173



Matthias Gitschel

Research Director
Research and client mgt.

Matthias.Gitschel@ipsos.com

 +44 208 861 8770



Eda Koray

Research Manager
Project mgt.

Eda.Koray@ipsos.com


 + 44 208 861 8775



Reece Carpenter

Research Manager
Client mgt. media agencies

Reece.Carpenter@ipsos.com

 +44 208 861 8136