

# Global Business Influencers

2019 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 30 countries representing more than 75% of the world economy.**



Source: GBI 2019 Africa, Asia-Pacific (inc Australia, China, India, Japan), Europe, USA, and Middle East

**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 Ipsos has 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, 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 30 key markets in Africa, Asia-Pacific (inc Australia, China, India, Japan), Europe, USA, and Middle East
- Harmonised content across regions
- Annual release of data



Source: GBI 2019 Africa, Asia-Pacific (inc Australia, China, India, Japan), Europe, USA, and Middle East

# 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 do not meet

the eligibility criteria are excluded.

## QUESTIONNAIRE

Participants in each country can respond in either English or a local language where applicable. An optimised questionnaire is available for users who wish to respond via a smartphone or a 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 17th April 2019 and continued until 18th June 2019. A total of 13,251 interviews were conducted across Asia-Pacific, Europe, Africa, the USA and the Middle East.

## UNIVERSE

The overall GBI universe base comprises a total of 2,595,682 individuals.

# Content of the survey

**Demographics**

- Age
- Gender
- Education
- Salary

**Media**

- Brand
- Print
- TV
- Desktop/Laptop
- Smartphone
- Tablet
- Engagement
- Time of day

**Business**

- Job title
- Company size
- Industry
- Decision making
- Area of responsibility
- International
- Annual Revenue
- Influencers

**Travel**

- Air travel
- Hotel stays
- Destination of travel
- Holiday budget
- Influencers

**Personal finance**

- Investments
- Net worth
- Property
- Influencers

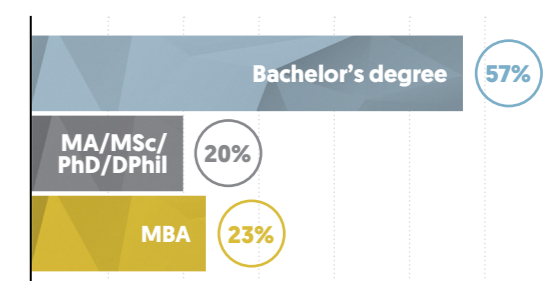
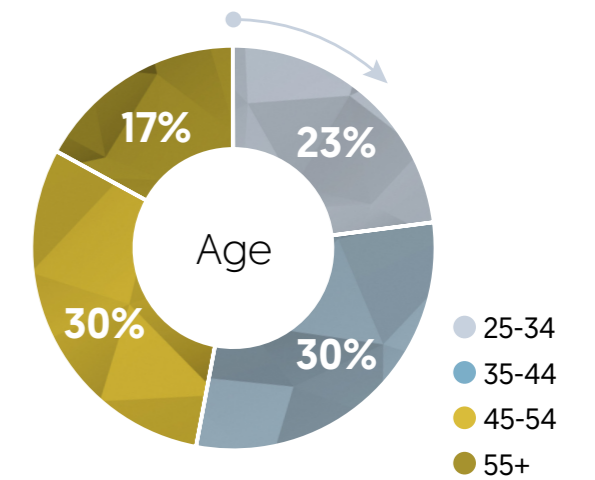
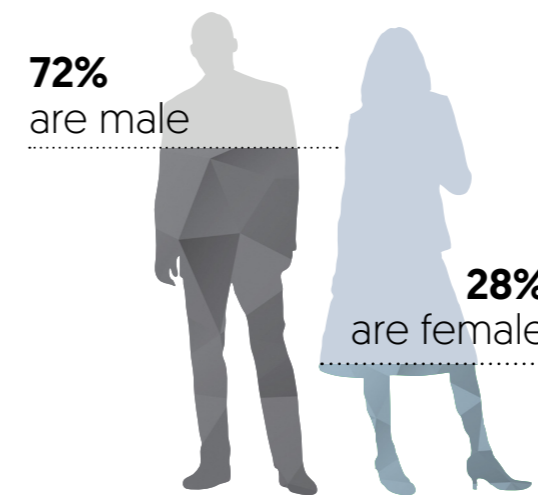
**Luxury**

- Watches
- Jewellery
- Arts & antiques
- Clothes & accessories
- High-end electronics
- Fine wine/Liquor
- Cars
- Yachts
- Influencers

**Personal interests**

- Hobbies
- Sports
- Lifestyle
- Technology
- Influencers
- Attitudes

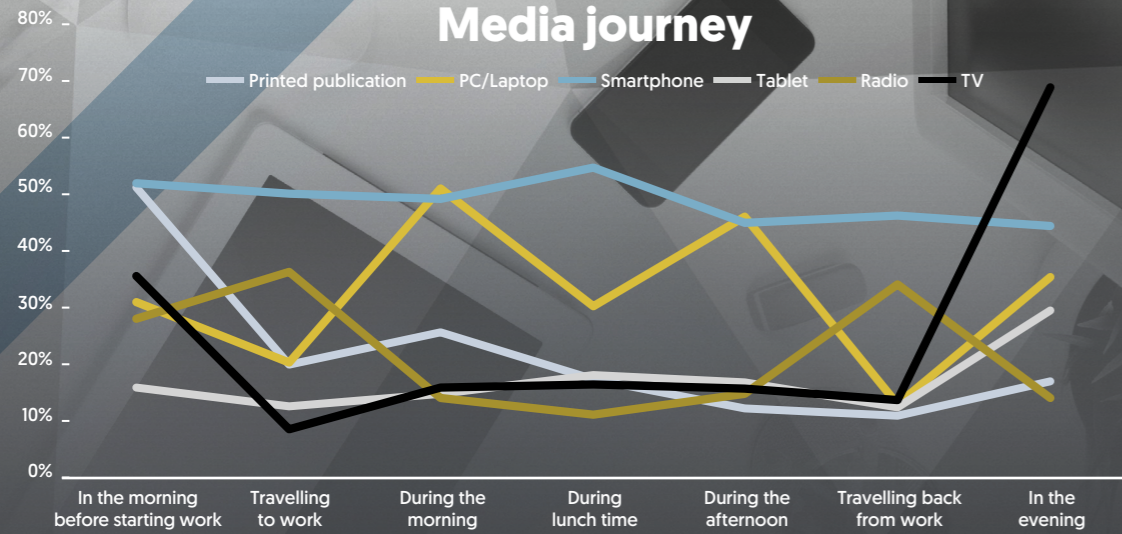
# Demographic & profile



# 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.**

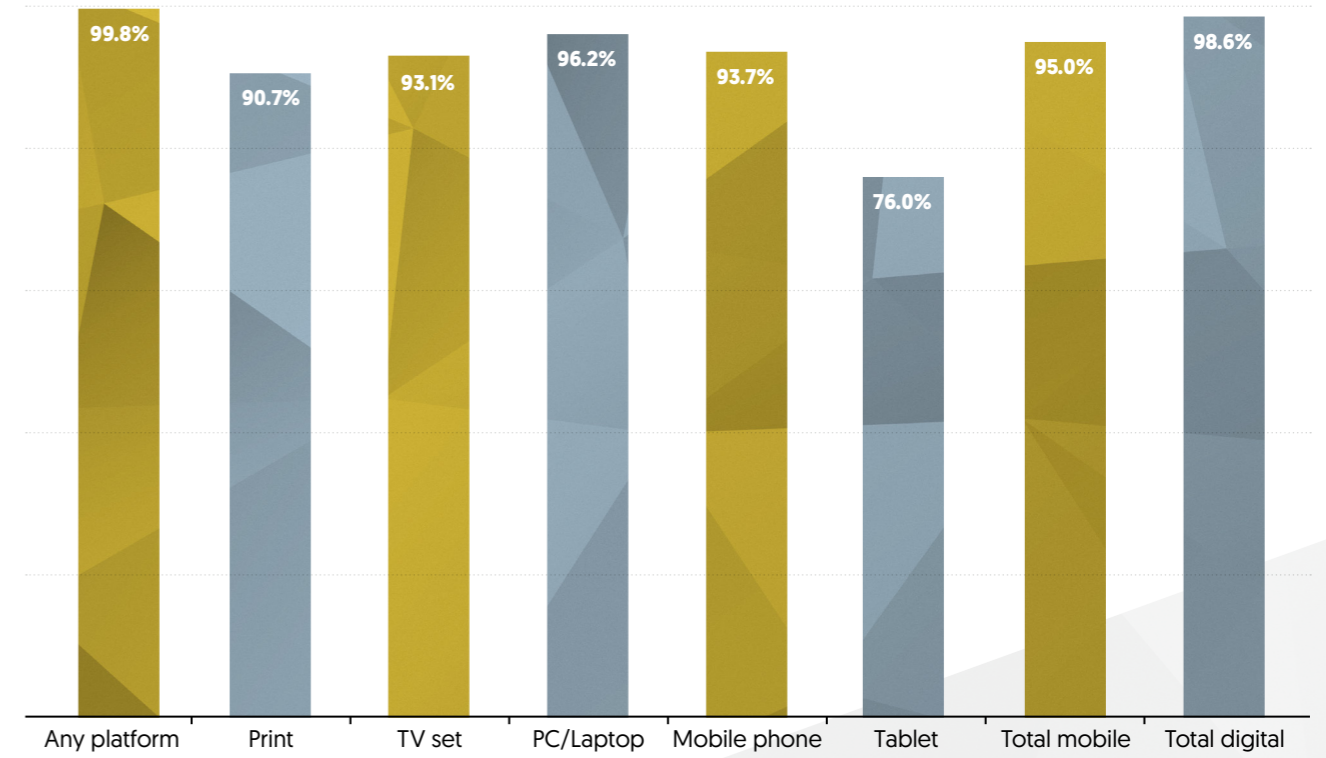
## Media journey



Source: GBI 2019 Africa, Asia-Pacific (inc Australia, China, India, Japan), Europe, USA, and Middle East

## Reach across platforms

(past 30 days, any media brand)



Reading example: 90.7% of Global Business Influencers accessed printed content from any media brand available in print.

Average number of brands from which content was consumed in the last month

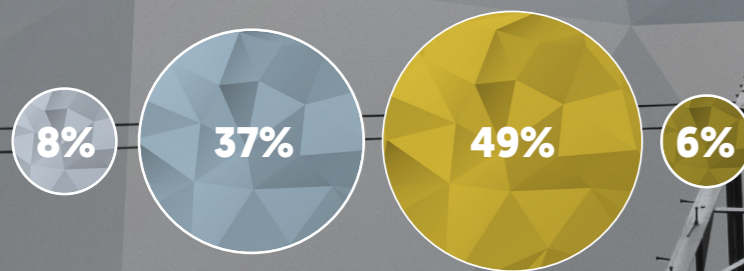


Reading example: In the past 30 days, Global Business Influencers read or access on average 5.2 different international publications.

Source: GBI 2019 Africa, Asia-Pacific (inc Australia, China, India, Japan), Europe, USA, and Middle East

# 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.



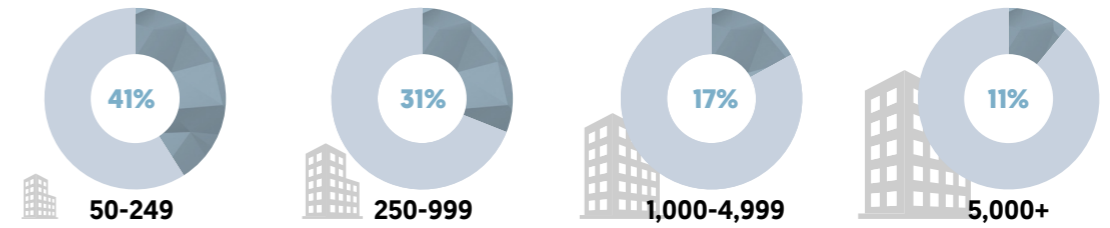
## Industry & sector

- Primary/public utilities
- Manufacturing/Engineering
- Services (excluding finance)
- Finance and related

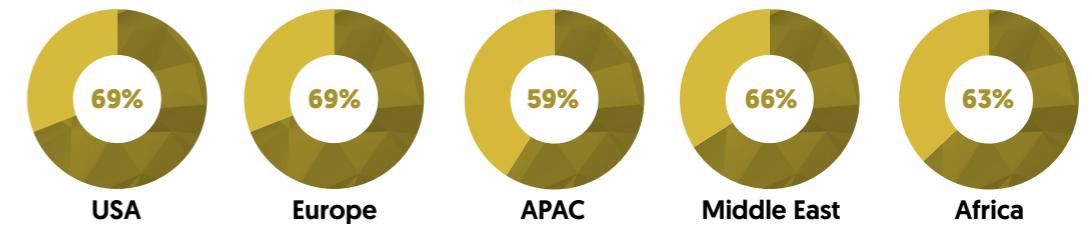


Source: GBI 2019 Africa, Asia-Pacific (inc Australia, China, India, Japan), Europe, USA, and Middle East

## Company size (employees)



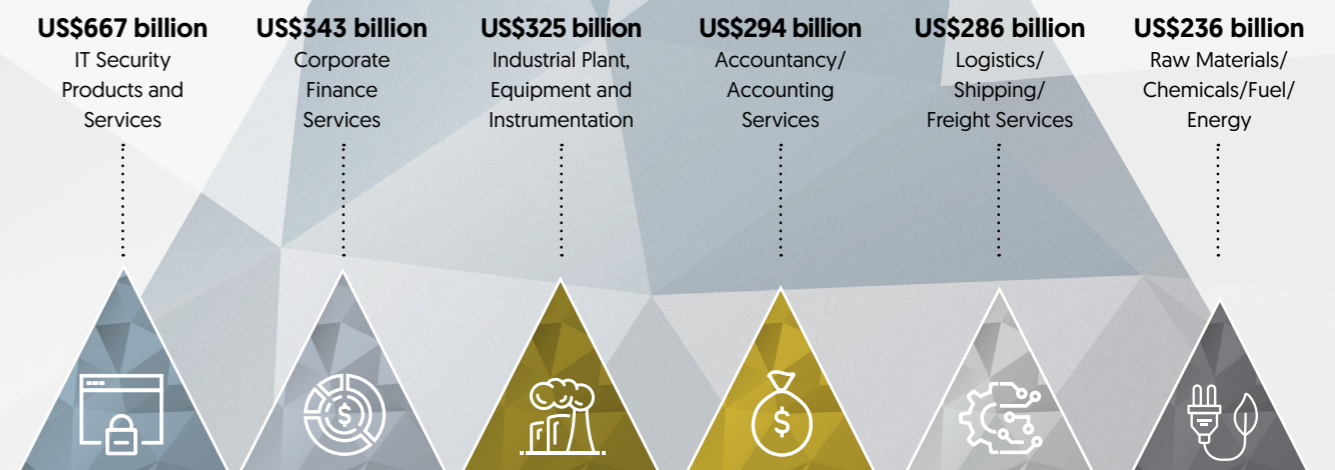
## C-suite/Owner/Partner



**65%**  
Global

Total budget  
**US\$ 9.1 trillion**

## Total budget by industry



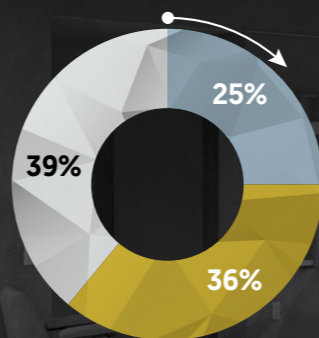
Source: GBI 2019 Africa, Asia-Pacific (inc Australia, China, India, Japan), Europe, USA, and Middle East

# Finance & Luxury

Global Business Influencers have wide and varied investment portfolios. They are savvy investors who have accumulated an average net worth of US\$1.4 m. They appreciate the finer things in life and are thus big consumers of luxury.

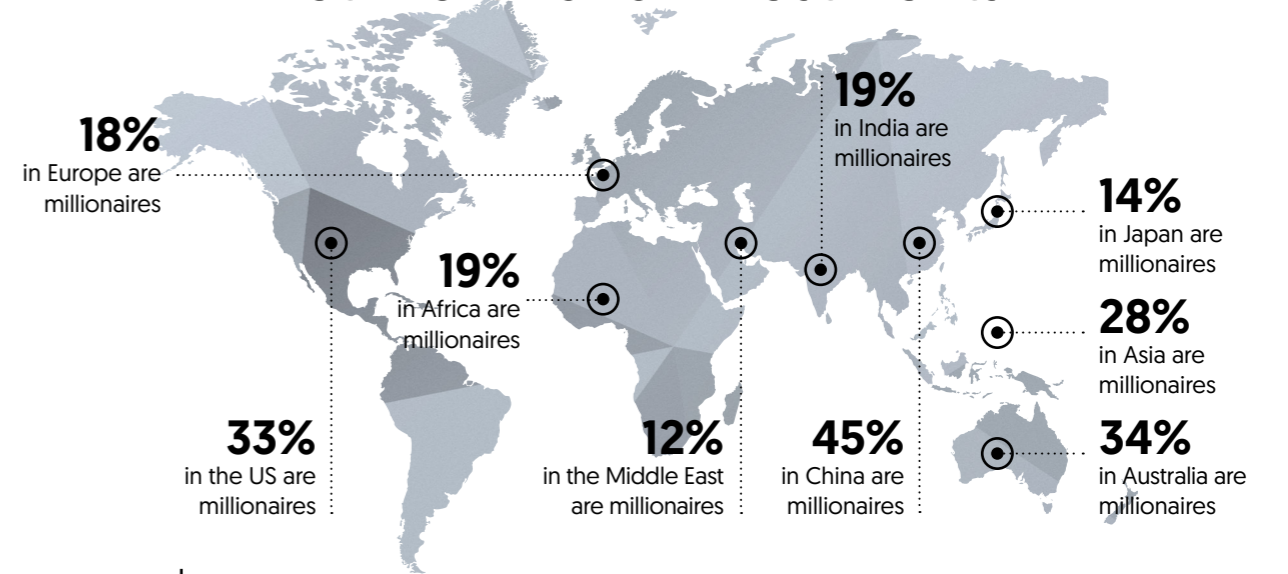


- Invest in property in the next year
- Won't invest in property in the next year
- Undecided whether to invest in property in the next year



Source: GBI 2019 Africa, Asia-Pacific (inc Australia, China, India, Japan), Europe, USA, and Middle East

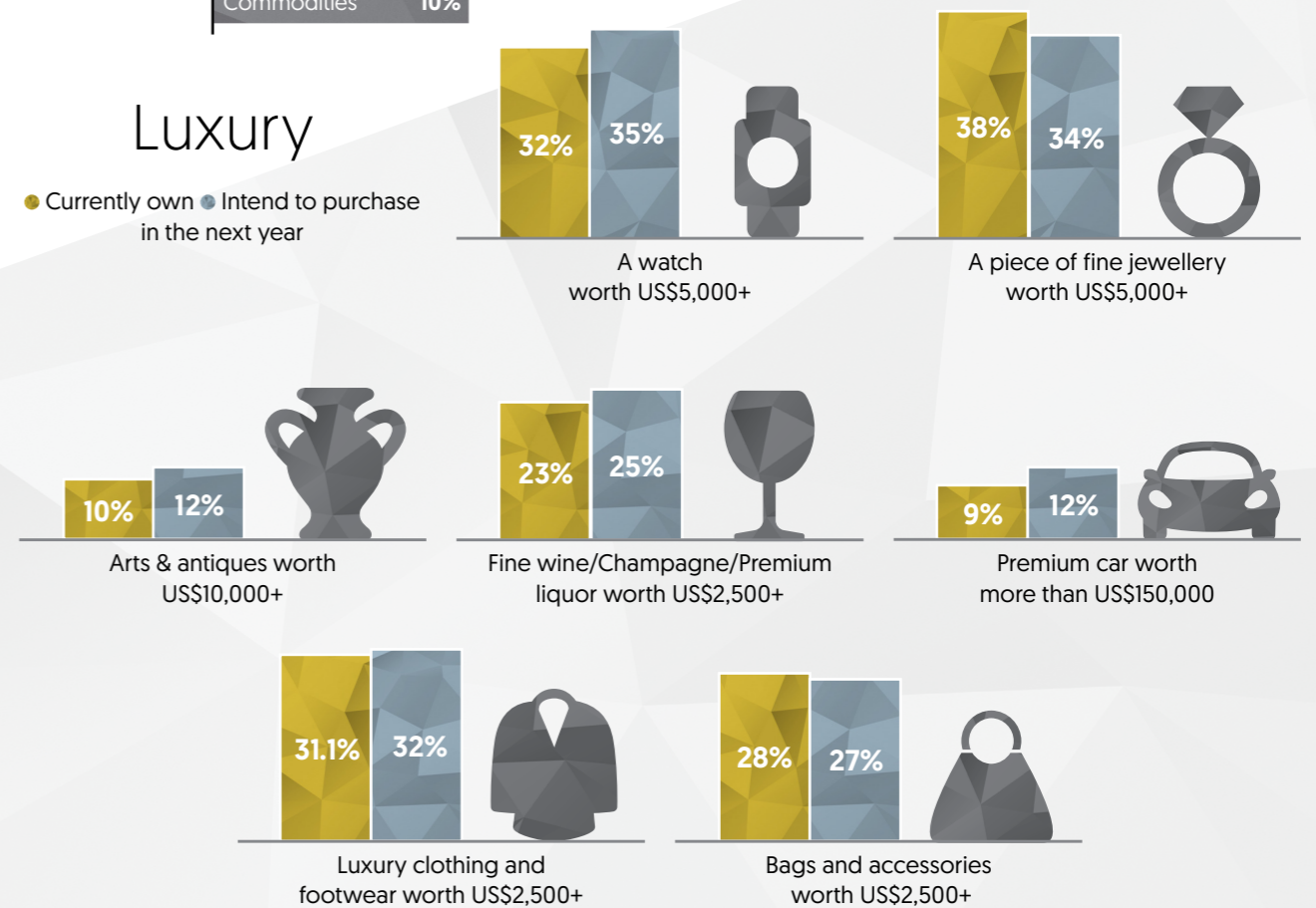
## Net worth and investments



Stocks/Equities in public companies	35%
Private banking	33%
Precious metals	17%
Corporate/Government bonds	15%
Cryptocurrency	11%
Commodities	10%

## Luxury

● Currently own ● Intend to purchase in the next year



Source: GBI 2019 Africa, Asia-Pacific (inc Australia, China, India, Japan), Europe, USA, and Middle East

# 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

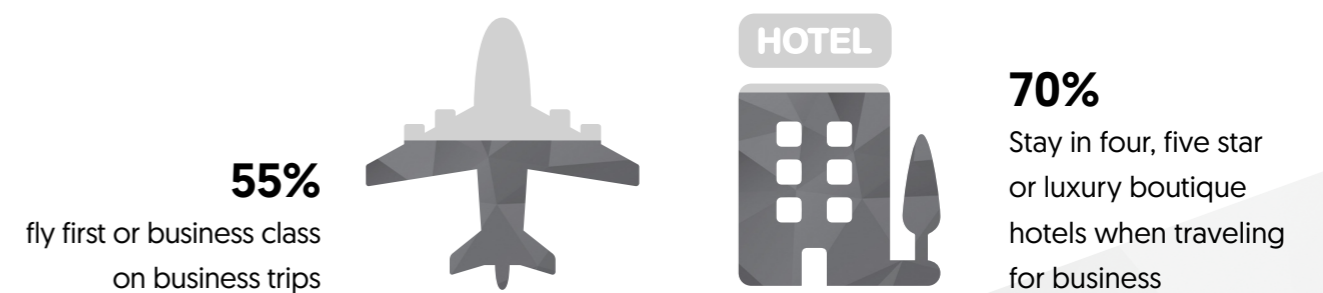
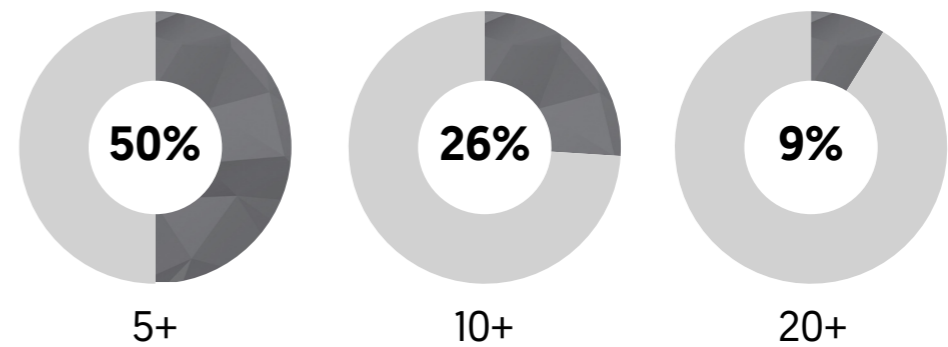
# 14

air trips for business in the last year



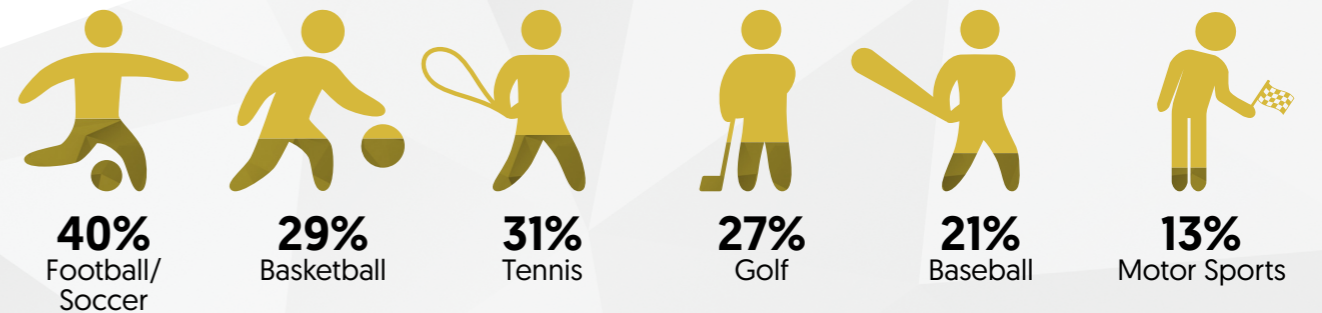
Source: GBI 2019 Africa, Asia-Pacific (inc Australia, China, India, Japan), Europe, USA, and Middle East

## Number of return air trips taken (for business)

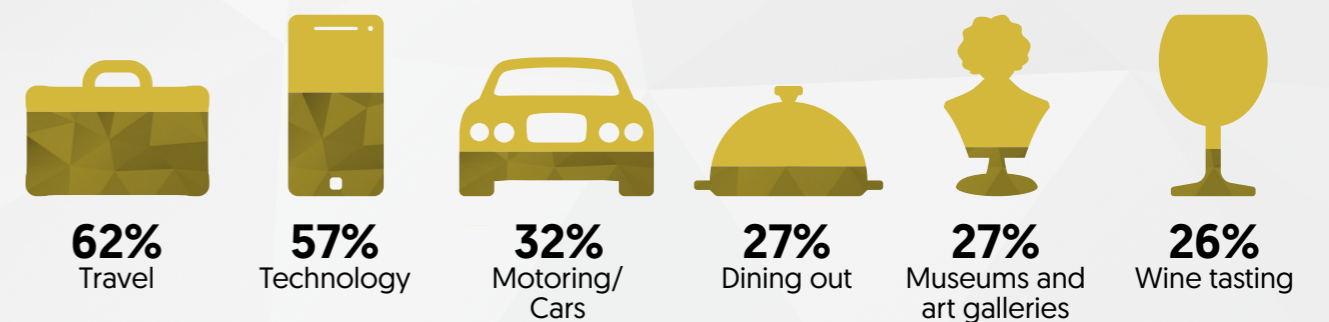


## Personal Interests

### Popular sports



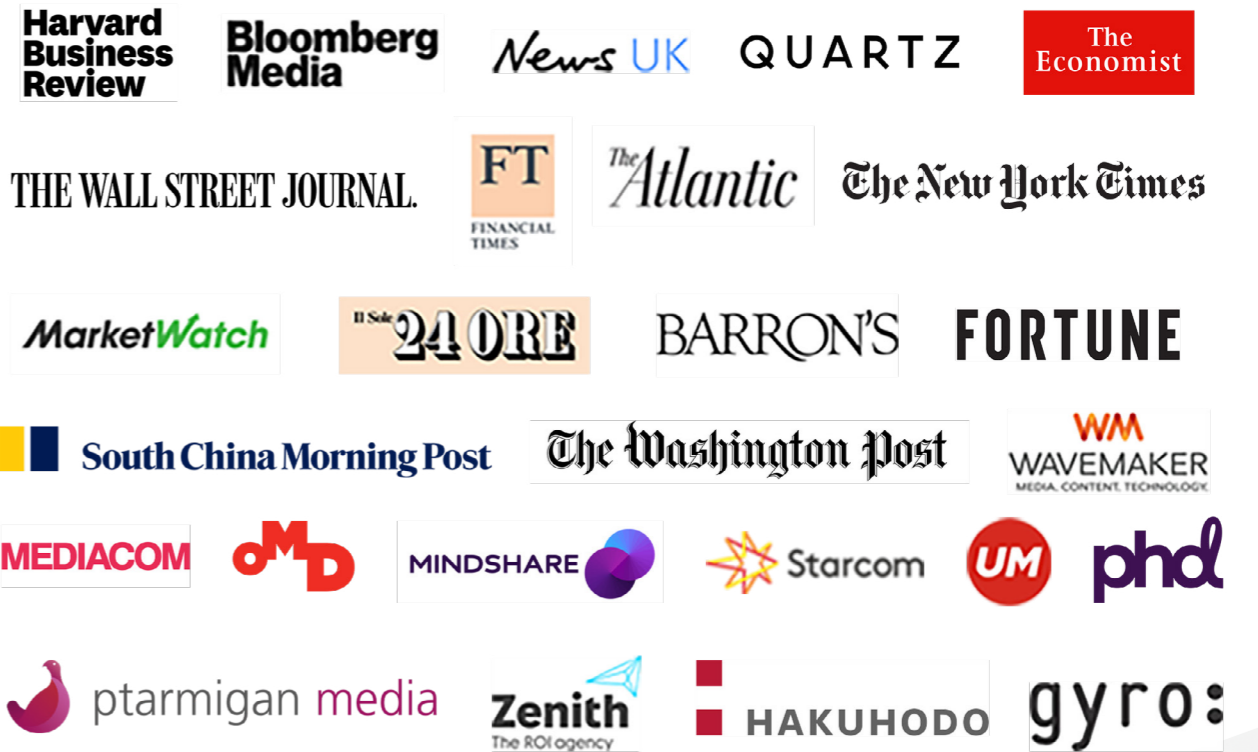
### Popular hobbies/interests



Source: GBI 2019 Africa, Asia-Pacific (inc Australia, China, India, Japan), Europe, USA, and Middle East

# Sponsors & Team Contacts

Supported by



## Team and contact information



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