GBI 2020

Global Business Influencers

An Overview

GBI Global Business Influencers

Ipsos

Who are Global Business Influencers

The
most senior business people
in companies with 50+ employees

Less than 1% of the population

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30 markets represented globally

Less than 1% of the population

(2.67m people)
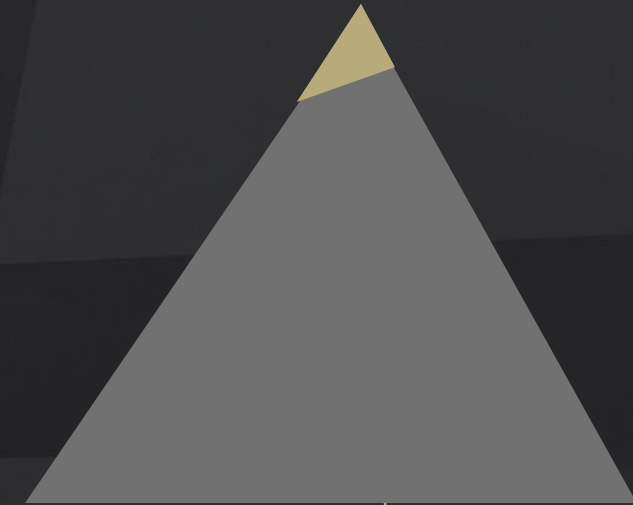
Australia	Germany	Italy	Morocco	Singapore	Taiwan
Bahrain	Ghana	Japan	Nigeria	South Africa	Thailand
China	Hong Kong	Kenya	Philippines	South Korea	UAE
Egypt	India	Kuwait	Qatar	Spain	UK
France	Indonesia	Malaysia	Saudi Arabia	Switzerland	USA
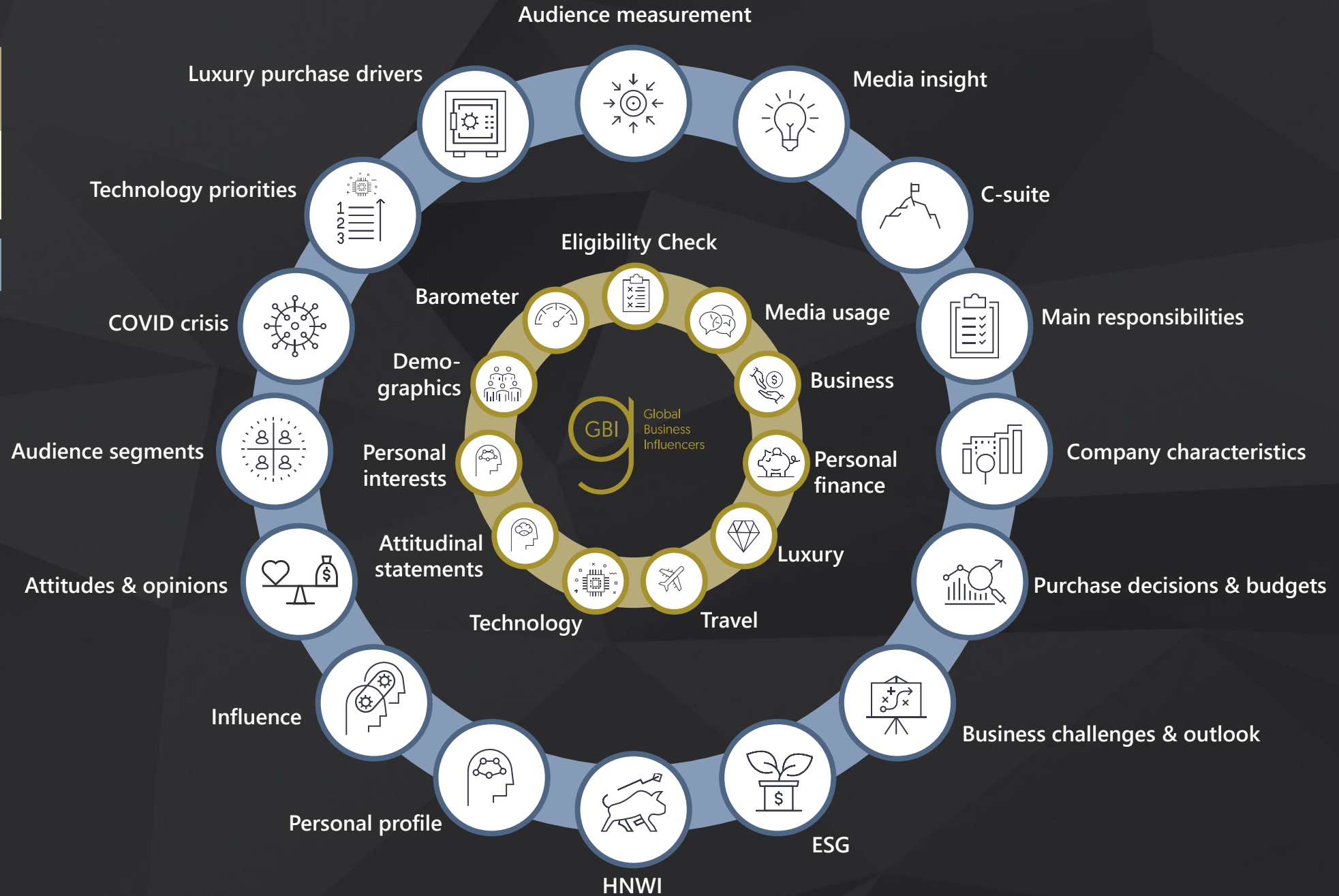
GBI – An Overview

Release

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

Fieldwork from

March - June (Main)

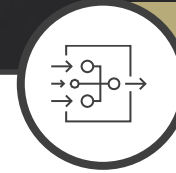and **June - July** (Barometer)

Universe

Senior Business Executives in companies with 50+ employees.

Less than 1% of the total population: 2.670 million (2020)

A disproportionately important audience for B2B marketing, personal finance, travel and luxury.
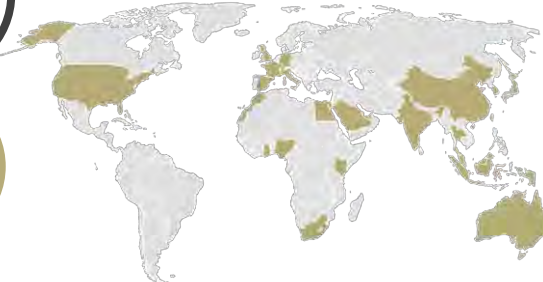
Cutting-edge research approach

GBI – Global Business Influencers is conducted 100% online

The research platform is "device agnostic", meaning it can be accessed from any digitally-enabled device whether this is a PC, a smartphone or a tablet.

Robust samples across 30 markets

GBI Main survey: **13,120 interviews**

Barometer survey: **1,000 interviews**

USA	1,400	UK	800	Japan	800	Thailand	500	Egypt	150
France	600	Australia	500	Malaysia	500	Bahrain	100	Ghana	100
Germany	500	China *(tier 1)*	800	Philippines	500	Kuwait	100	Kenya	200
Italy	500	Hong Kong	700	Singapore	700	Qatar	100	Morocco	100
Spain	500	India *(tier 1)*	500	S.-Korea	500	Saudi Arabia	250	Nigeria	200
Switzerland	120	Indonesia	500	Taiwan	500	UAE	250	South Africa	200

2 Questionnaires feeding 1 database

Homogeneous across all markets

MAIN QUESTIONNAIRE

1 - Audience measurement
2 - Business & BDM
3 - Travel
4 - Personal finance
5 - Luxury
6 - Attitudinal statements
7 - Personal interests
8 - Demographics

22 minutes

BAROMETER QUESTIONNAIRE

1 - Business outlook
2 - Company challenges
3 - Company tech priorities
4 - Special focus on COVID-19
5 - Special focus on ESG
6 - Attitudinal statements
7 - Podcast usage patterns
8 - Luxury purchase drivers and places

All collected data is available in **one single database**

10 minutes

GBI Data Coverage 2020

GBI Global Business Influencers

Demographics

- Country (30)
- Region
- Gender
- Age
- Annual personal income (9 tranches)
- Qualifications obtained
- Qualifications planned
- Languages spoken (17 different languages)
- Citizen of country / non - national

Personal interests

- Personal interests
- Sports followed in media, attended events practiced

Personal opinions

- Globalisation
- Luxury
- Technology
- Pioneering
- Environment
- Pace of change
- Social issues
- Leadership
- Hedonism
- Attitudinal segments

Topline Measures

- Reach: Any publisher media brand
- Reach: Any TV media brand
- Reach: Any digital only media brand
- Reach: Any media
- Usage intensity: Print
- Usage intensity: TV
- Usage intensity: Web
- Usage intensity: Mobile
- Usage intensity: Tablet
- Usage intensity: Mobile & Tablet

ESG

- Implementation in company (ESG1)
- ESG domains in company (23)
- ESG Statements (12)
- ESG Effectiveness - tool to enhance company reputation
- ESG Effectiveness - tool to mitigate investor risk
- ESG Effectiveness - tool to promote employee engagement
- ESG Effectiveness - tool to be more attractive as an employer
- Role in doing business with others (ESG5)
- Importance of responsible / sustainable investing (ESG6)
- Role in investing own money (ESG7)

Business

- C-Suite/Job Title/Position (10 different C-suite job titles)
- Business influencer statements
- Busines influencers
- Busines superinfluencers
- Business decision making areas (34 different domains)
- Budget Business Decision by areas
- Total Value - Budget business decisions
- Main business responsibilities (27 different areas)
- Areas of involvement in intl. business (10 different areas)
- Legally designated company director / Board member
- Spoken at an industry event / conference past 12 months
- Attended any industry events / conferences past 6 months
- Involved in determining regulations in your industry
- Advised or interacted with members of national, regional or local government as part of your work in the last 12 months
- Made policies in local, regional or national government bodies in the last 12 months
- Been interviewed in the press or on TV / radio representing your company
- Published a book or a research paper in last 12 months
- Company size
- Industry Sector
- Company revenue

Statements on company

- Diversity
- Employee's wellbeing
- Sustainability strategy
- Digital transformation
- Womens' empowerment
- Gender pay gap
- Green / ethical supply chain (2)
- Cyber security

Personal finance

- Finance influencer statements
- Finance influencers
- Finance superinfluencers
- Personal Investments / financial services held
- Net Worth/Liquid Assets (10 tranches)
- Real estate owned
- Value of real estate
- Real estate investment intention the next 12 Months - residential
- Real estate investment intention the next 12 Months - commercial
- Real estate investment intention next 12 Months - residential + commercial
- Trading in stocks and shares

Economic outlook

- Country outlook
- Company outlook
- Company challenges : Current
- Company challenges : next 5 years
- Company focus : Current
- Company focus : In the next 5 years

Technology

- Technology influencer statements
- Tech. influencers
- Tech. superinfluencers
- Tech devices owned in household
- Tech devices intention to purchase
- Technological threat or opportunity
- Company's technological priorities
- Technology influencer statements
- Tech. influencers
- Tech. superinfluencers
- Tech devices owned in household
- Tech devices intention to purchase

Luxury

- Luxury influencer statements
- Luxury influencers
- Luxury superinfluencers
- Own / Have : Watches by value bands
- Own / Have : Jewellery by value bands
- Own / Have : Arts & antiques by value bands
- Own / Have : High end consumer electronics by value bands
- Own / Have : Fine wine / champagne / liquor by value bands
- Own / Have : Fine wine / champagne / liqu0r by value bands
- Own / Have : Bags / stationary / accessories by value bands
- Own / Have : Airplane / jet
- Own / Have : Yacht / speed boat / motorboat
- Own / Have : Wearable tech devices
- Own / Have : Car
- Type of car owned
- Intention to purchase : Watches by value bands
- Intention to purchase : Jewellery by value bands
- Intention to purchase : Arts & antiques by value bands
- Intention to purchase : High end consumer electronics by value bands
- Intention to purchase : Fine wine / champagne / liquor by value bands
- Intention to purchase : Bags / stationary / accessories by value bands
- Intention to purchase : Airplane / jet
- Intention to purchase : Yacht / speed boat / motorboat
- Intention to purchase : Wearable tech devices
- Intention to purchase : Car
- Intention to purchase: Type of car
- Purchase Drivers - Clothing and footwear
- Purchase Drivers - Bags and stationery
- Purchase Drivers - Watches and jewellery
- Place of purchase - Clothing and footwear
- Place of purchase - Bags and stationery
- Place of purchase - Watches and jewellery
- Place of purchase - Cars

Travel

- Travel influencer statements
- Travel influencer
- Travel super influencer
- # Leisure airtrips
- # Business airtrips
- # Business & leisure airtrips
- Class travelled for leisure
- Class travelled for business
- Class travelled Business or Leisure
- Destinations done business with
- Destination flown to
- # Leisure hotel nights
- # Business hotel nights
- # Business & leisure hotel nights
- Accommodation used for leisure hotel nights
- Accommodation used for business hotel nights
- Accommodation used for leisure or business hotel nights
- Leisure travel plans next 12 months
- Business travel plans next 12 months
- Leisure travel budget

Media

Usage
- Daypart usage of media platforms and devices
- TV consumption weekdays (MU2)
- TV consumption weekends (MU3)

Brands
- Print Reach / AIR
- TV Set Reach
- PC-Laptop Reach
- Smartphone Reach
- Tablet Reach
- Mobile (Smartphone/Tablet) Reach
- Digital (PC-Laptop / Smartphone / Tablet) Reach
- Total Reach
- Print - Reading frequency
- TV - Viewing frequency

Engagement
- Media Brand/Attributes (5 per brand)

Podcasts

- Listened to podcasts last 12 months (POD1)
- How often in last 30 days (POD2)
- Types of podcasts listened to

Covid-19

- Level of threat - personal
- Level of threat - job or business
- Level of threat - country
- Media: habit changes vs. pre-COVID by type of media
- Media: Continuation of change in 12 months by type of media
- Evaluation of personal financial security
- Personal Finance Statements (5)
- Personal Finance - saving more or less
- Personal Finance - buy or sell financial products
- Personal/Business Finance - risk taking
- Time until return to normal - company
- Time until return to normal - economy
- Evolution of intl. business in next 12 months
- Evolution of company spend in 12 months (11 areas)
- Business Values since COVID
- Likelihood of changes - Business Statements (11 areas)
- Evolution of private spending next 12 months (7 areas)

Software tools / Access to data

telmar | MEDIAsystems New Age Alpharetteville | SPSS
nielsen | KANTAR | MEMRI
SESAME

Deliverables

Presentations & Reports

Tech is the biggest focus for their company

59% Technology
41% Customer satisfaction and retention
39% Product development
39% Cost control / reducing overheads
32% Sales / Sales reduction

CSR: Where Profits Meet Ethics

eshots

Interactive dashboards

Videos

Change and Continuity Europe September 2020

GBI Snapshots

Business

Global coverage
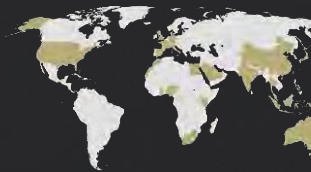
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Germany	Morocco	Taiwan
Ghana	Nigeria	Thailand
Hong Kong	Philippines	UAE
India	Qatar	UK
Indonesia	Saudi Arabia	USA

Customers from the media industry and beyond

Global Business Influencers

Media Owners

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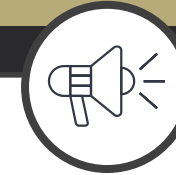
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