

# Global Business Influencers

2021 SURVEY



Global  
Business  
Influencers







**Global Business Influencers is the industry currency for reaching and understanding business leaders across 30 countries, representing more than 75% of the world economy. They are the most senior business people in companies with 50+ employees. The majority are c-suite level and are a niche audience, representing less than 1% of the population.**

Considering their spending power, net worth and the budgets they control, they are disproportionately important for B2B marketers. They represent the key to profitability for sectors such as: finance, technology, luxury, automotive and travel, with an average personal income of US\$487,770.

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 survey are:

- Global coverage across 30 key markets in Africa, Asia-Pacific (inc. Australia, China, India, Japan), Europe, the Middle East and the USA
- Insight into: media behaviour & engagement, business, travel, technology, financial, luxury, attitudes & opinions and lifestyle habits
- Fully harmonised content across all regions
- Brand-centric media measurement
- Annual release of data

## **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.

A rigorous screening process ensues their eligibility for the survey. This includes questions on their job function, responsibilities, the company's industry sector, size, age and region. Participants who do not meet the eligibility criteria are excluded.

Sample quality checks are built into the

online script with the objective to avoid sample fraud, speeding and flatlining. Each interview undergoes post fieldwork sense checks to guarantee high standards of sample quality.

## **FIELDWORK**

Fieldwork started on 23 March 2021 and continued until 24 May 2021. A total of 13,308 interviews were conducted across Africa, Asia-Pacific, Europe, Middle East and the USA.

## **UNIVERSE**

The overall GBI universe comprises an estimated total of 2,686,297 individuals.

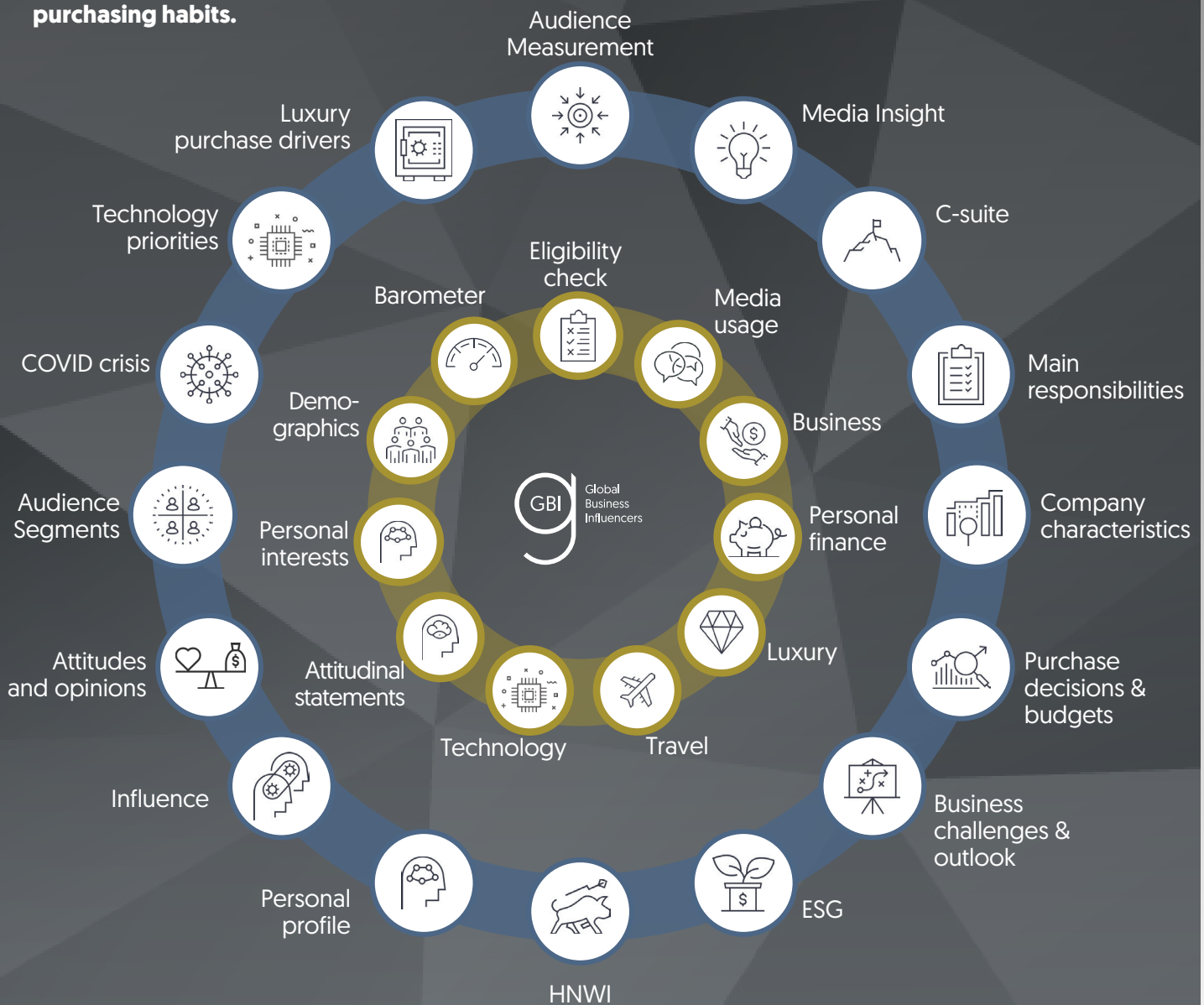
# Survey content

The questionnaire covers 180 data points across 30 markets and core sectors such as: travel, luxury, media & technology, and business. The survey enables key insights about business leader's corporate decisions and purchasing habits.

## Questionnaire flow

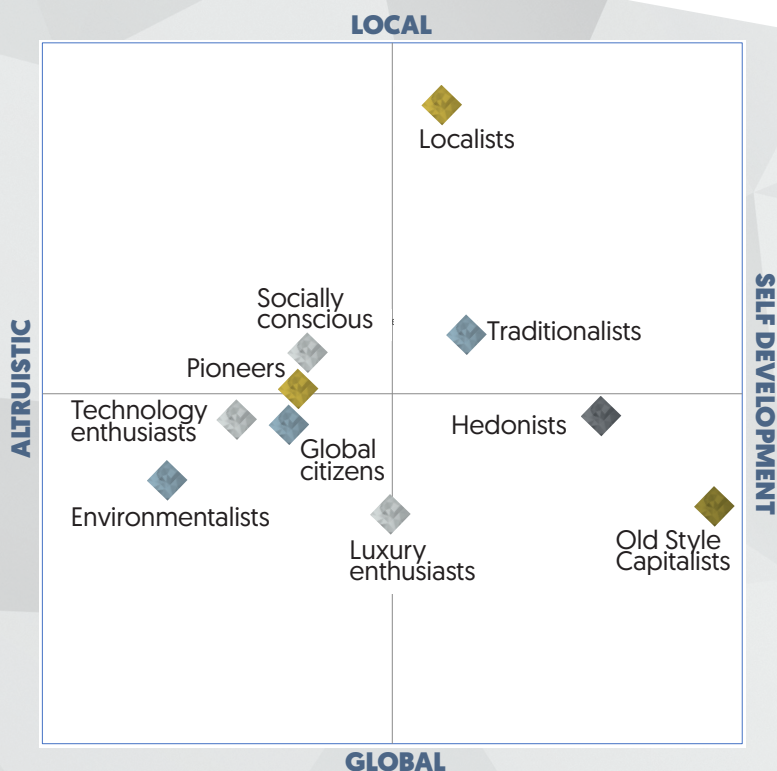
180 datapoints  
Homogeneous  
across markets

## Key Insights



# Audience Segments

GBI includes an additional set of variables exploring our respondent's attitudes & opinions, based on the responses to more than 35 questions. Our audience segments are created using factor analysis and represent those respondents with the highest affinity with the given segment. The variables accurately represent the mindsets of today's business leaders.





# ESG [Environmental, Social and Governance]

ESG is not only important within a GBI's business, but it also determines who they work with, and it also plays a role in their personal financial behaviours. Therefore, ESG needs to be factored in as a criterion when you're speaking to these people, or when launching new products.

**61%** Their company implements an active ESG strategy, beyond regulatory standards

**69%**

A tool to be more attractive as an employer



**68%**

A tool to enhance company reputation

**68%**

A tool to mitigate investor risk



**64%**

A tool to promote employee engagement

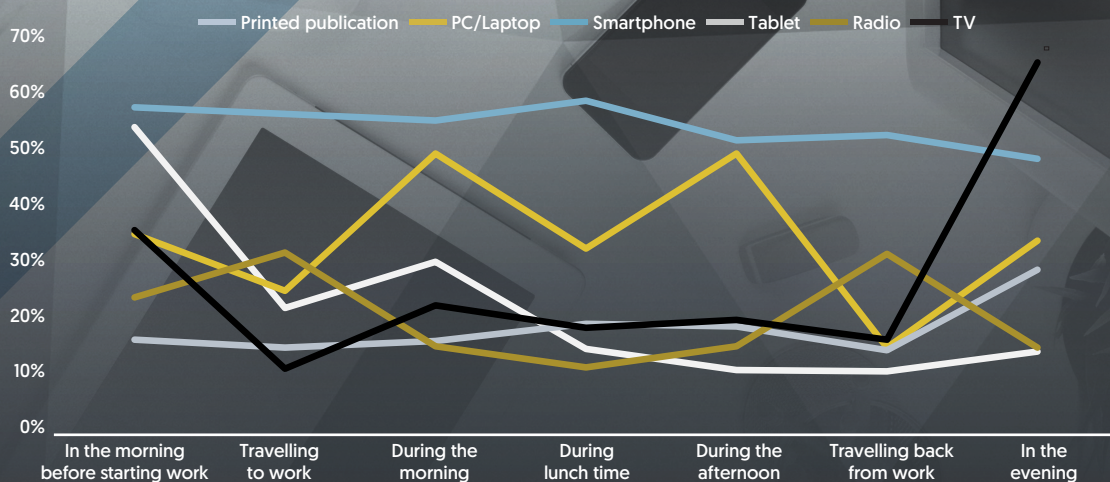
Spend in ESG **Next 12 months** **78%**  
(Similar / higher spend than before COVID)



# 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.**

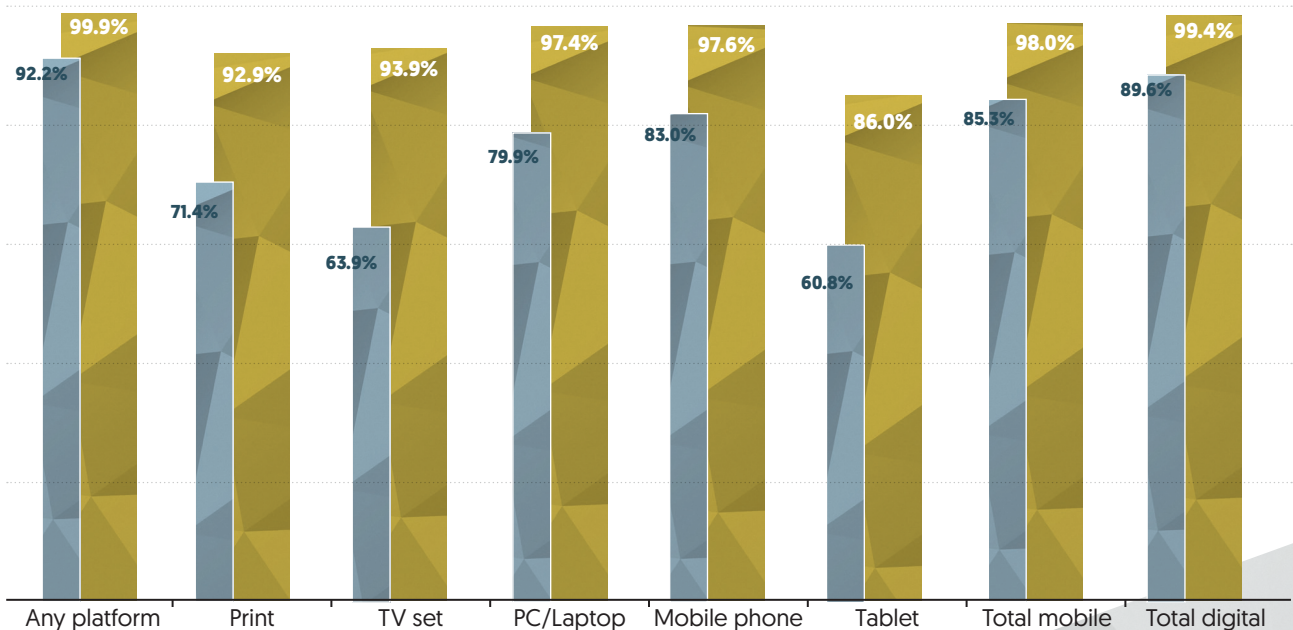
## Media journey





# Reach across platforms

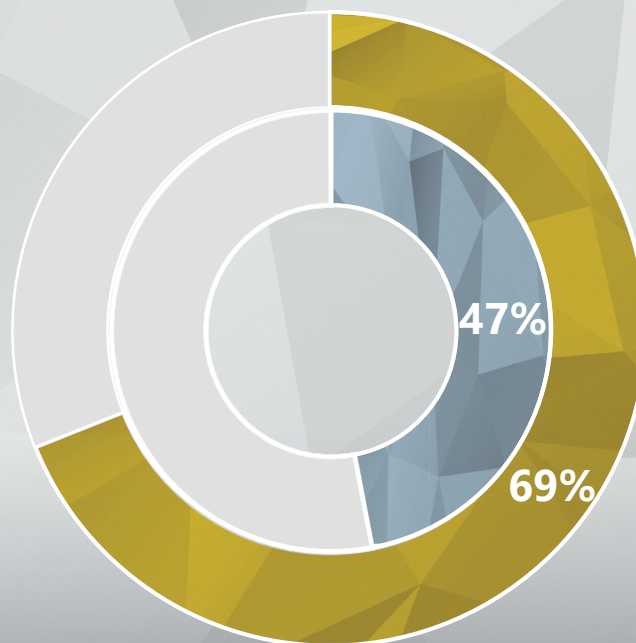
Any media brand: Yesterday ● In the past 30 days ●



**Reading example:** In the past 30 days 89.9% of Global Business Influencers accessed printed content from any media brand available in print.

## Podcasts offer an effective means of reaching this audience

Listened in the past day ● Listened in the past 12 months ●

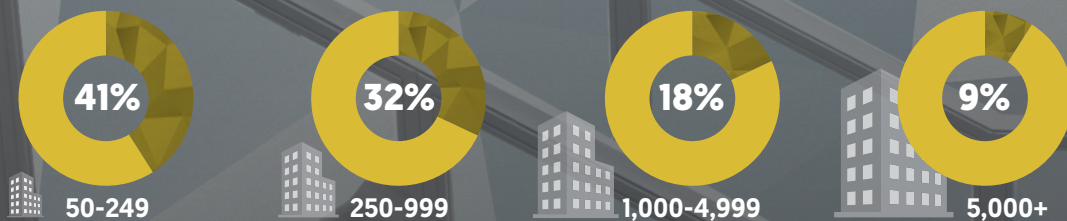




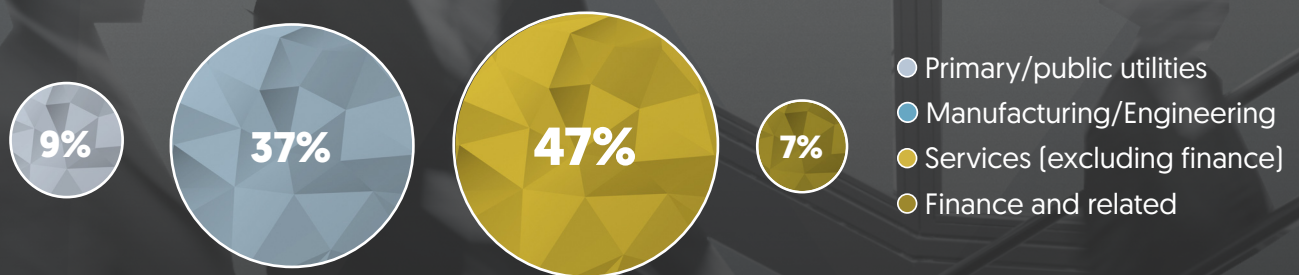
# Business Activities

**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.**

## Company size [employees]

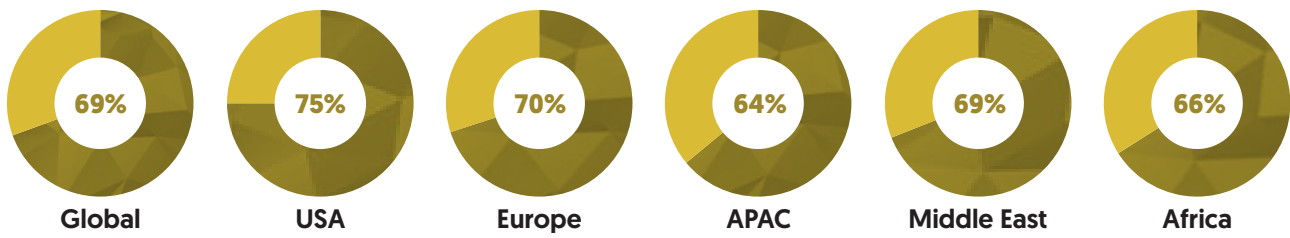


## Industry sector





## C-suite/Owner/Partner



# 70%

of GBI that work for 'start ups'  
are Owner/Partner/C-Suite

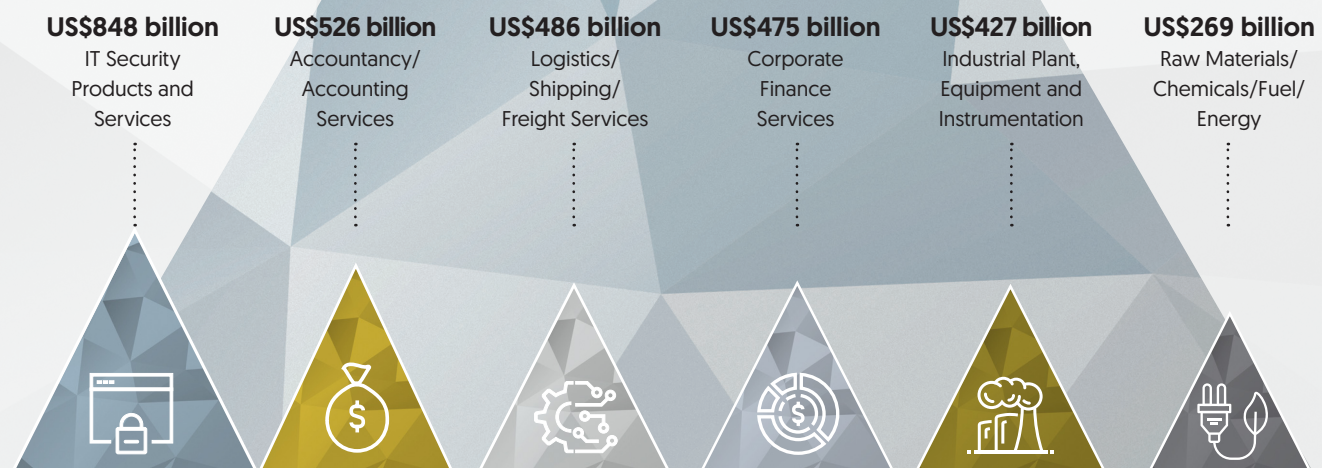
# 24%

25-34 yo GBIs work for  
a 'start up'

Total  
budget  
**US\$ 10 trillion**

## Total budget by industry

Selection of relevant high budget BDM areas





# Net worth

Global Business Influencers have wide and varied investment portfolios. They are savvy investors who have accumulated an average net worth of US\$1.5 m. They appreciate the finer things in life and are thus big consumers of luxury.



**29%**  
are millionaires\*



**34%**  
in the US are millionaires

**20%**  
in Africa are millionaires

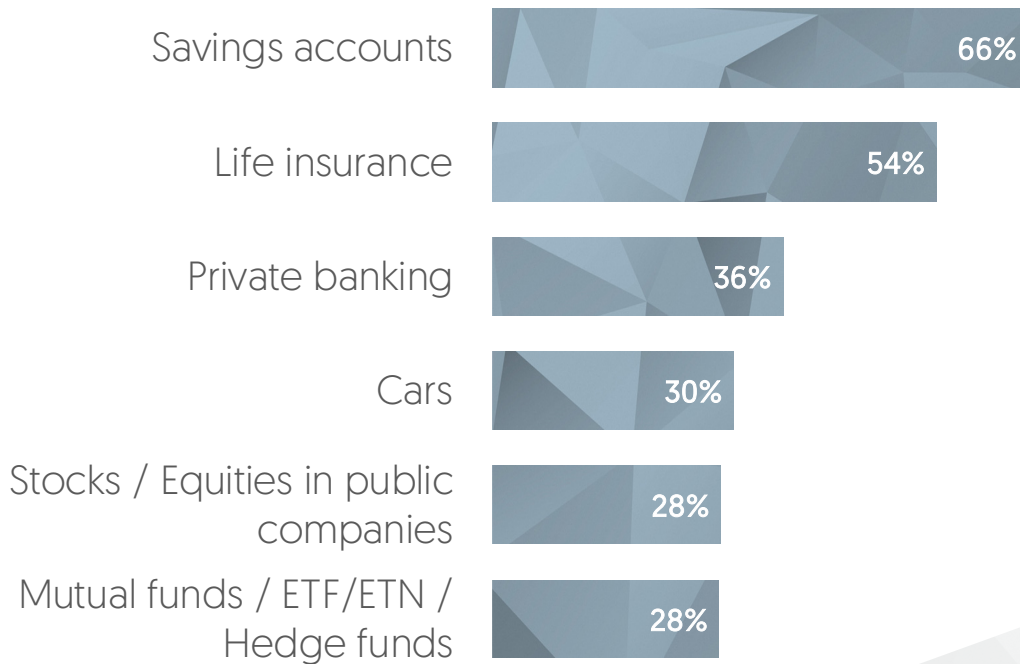
**24%**  
in Europe are millionaires

**20%**  
in the Middle East are millionaires

**31%**  
in Asia are millionaires



# Investments



# Luxury

- Currently own
- Intend to purchase in the next year



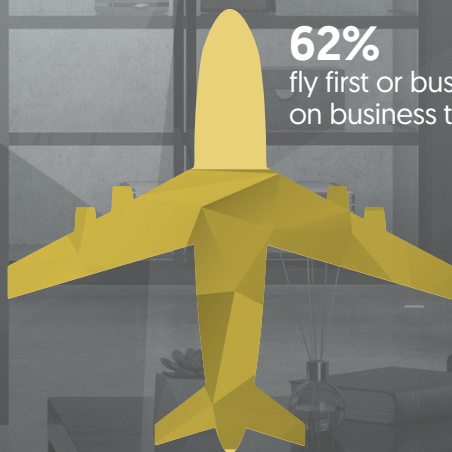
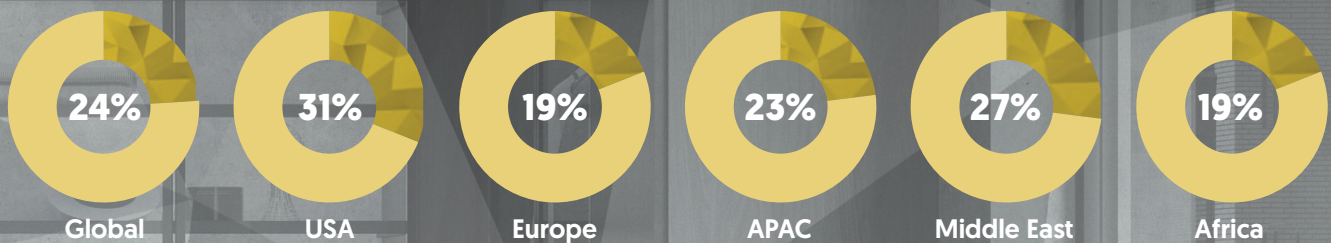


# Travel

**Global Business Influencers fly regularly and in luxury, at the front of the plane – staying at the best hotels when at their destination.**

## Holiday budgets

Those who spent +\$10,000 for leisure travel/holidays in the past 12 months



**62%**  
fly first or business class  
on business trips

**75%**  
stay in four or five  
star hotels when  
travelling for  
business





## Supported by



## Team and contact information



**James Torr**  
Senior Director  
Client management

James.Torr@ipsos.com



**Matthias Gitschel**  
Research Director  
Research & client management

Matthias.Gitschel@ipsos.com



**Reece Carpenter**  
Associate Director  
Client management, media agencies

Reece.Carpenter@ipsos.com



**Max Bradley**  
Research Executive  
Research Client Support

Max.Bradley@ipsos.com



**Cristina Degani**  
Senior Project Manager  
Project Management

Cristina.Degani@ipsos.com



**Adam Robson**  
Senior Research Executive  
Research Client Support

Adam.Robson@ipsos.com



# GBI Data Coverage 2021



## 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



## 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
- Personal investment expectations
- Sources for investment info
- Most important investment factors



## Business

- C-Suite/Job Title/Position [10 different C-suite job titles]
- Business influencer statements
- Business influencers
- Business superinfluencers
- Business decision making areas [34 different domains]
- Budget Business Decision by areas
- Total Value - Budget business decisions
- Main business responsibilities [27 different domains]
- 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
- Years in business



## 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]
- The role of multinationals
- Day to day impact of ESG



## Podcasts

- Podcast data from our media brand data
- Listened to podcasts last 12 months [POD1]
- How often in last 30 days [POD2]



## Technology

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



## Travel

- Travel influencer statements
- Travel influencer
- Travel super influencer
- # Leisure airtips
- # Business airtips
- # Business & leisure airtips
- 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



## Statements on company

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



## Software tools / Access to data

telmar SPSS

KANTAR nielsen

MEMRI Media & Marketing RESEARCH systems





## 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 / liquor 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
- Cars: Type owned
- Cars: Type intended to be purchased



## Media

### Usage

- Daypart usage of media platforms and devices
- TV consumption weekdays [MU2]
- TV consumption weekends [MU3]
- Frequency of media format use

### 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)



## Global coverage

- |             |                 |
|-------------|-----------------|
| • Australia | • Morocco       |
| • Bahrain   | • Nigeria       |
| • China     | • Philippines   |
| • Egypt     | • Qatar         |
| • France    | • Saudia Arabia |
| • Germany   | • Singapore     |
| • Ghana     | • South Africa  |
| • Hong Kong | • South Korea   |
| • India     | • Spain         |
| • Indonesia | • Switzerland   |
| • Italy     | • Taiwan        |
| • Japan     | • Thailand      |
| • Kenya     | • UAE           |
| • Kuwait    | • UK            |
| • Malaysia  | • USA           |



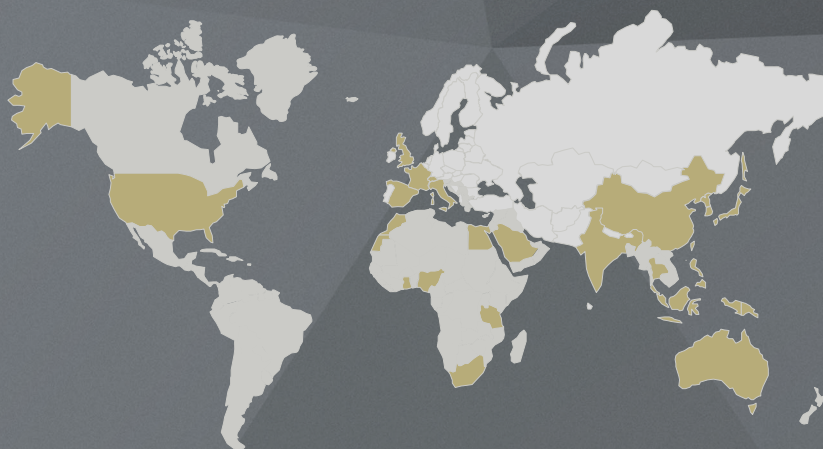
## Covid-19

- Level of threat - personal
- Level of threat - job or business
- Level of threat - country
- 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
- Evolution of intl. business in next 12 months
- Evolution of company spend in 12 months [11 areas]
- Volume of international business
- Evolution of private spending next 12 months [7 areas]
- Climate Crisis and COVID



## Economic outlook

- Economic conditions
- Company outlook
- Company challenges : Current
- Company challenges : next 5 years
- Company focus : Current
- Company focus : In the next 5 years
- Company spending
- Changes to business







Global  
Business  
Influencers

