

Leading in Uncertainty

September 2022



Global
Business
Influencers



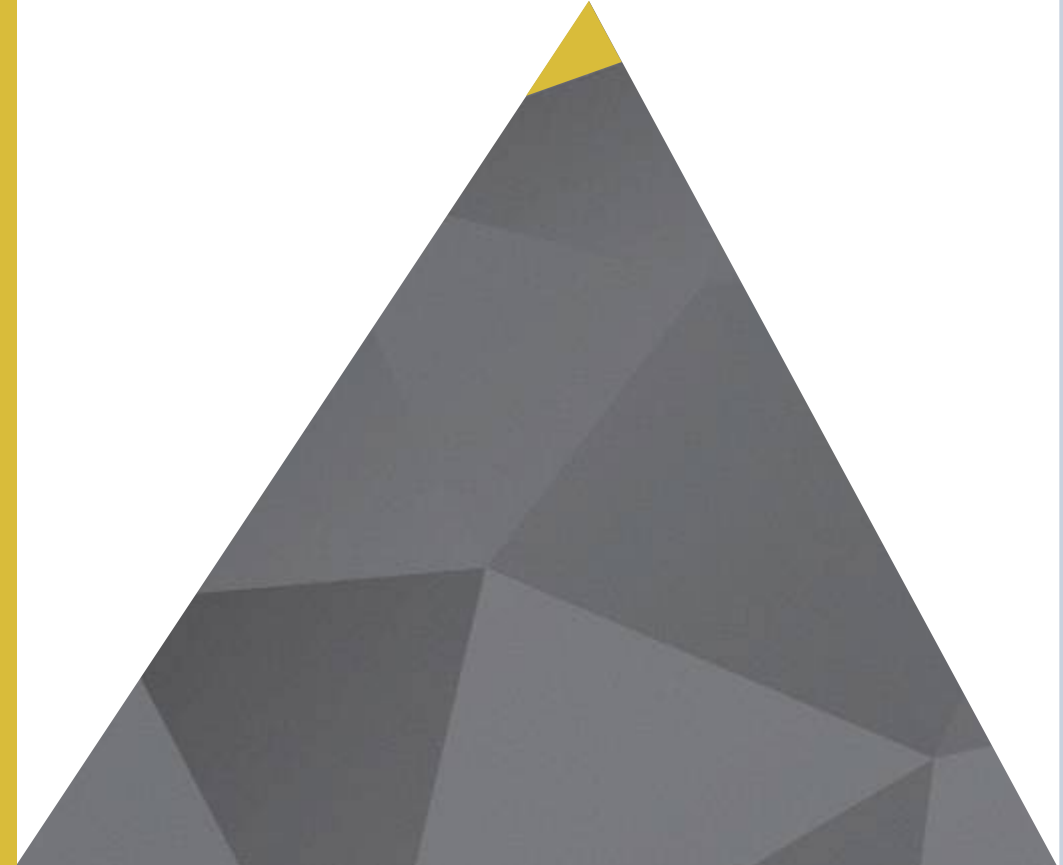
Who are the

Global Business Influencers?

31 markets represented globally

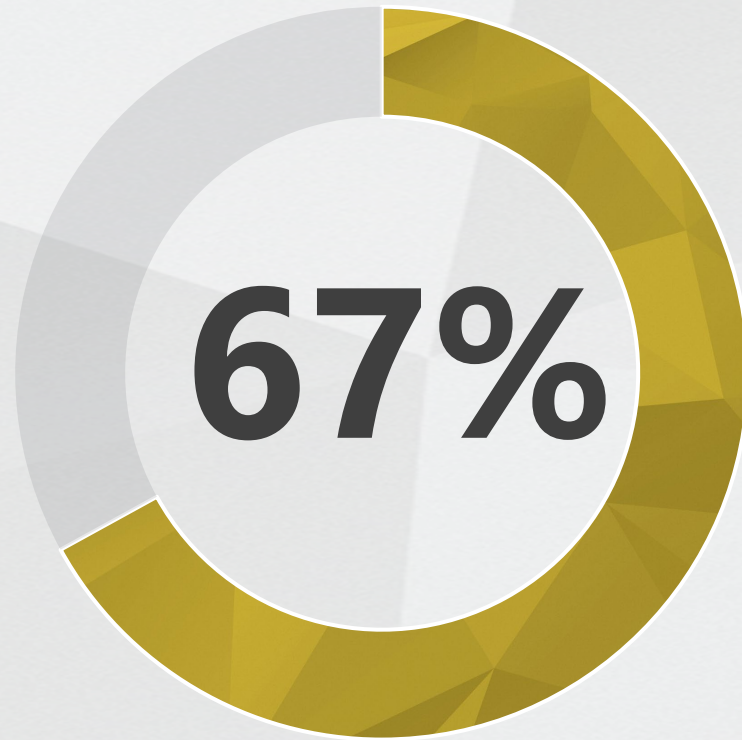
Australia	France	Kuwait
China	Germany	India
Japan	Italy	South Africa
Hong Kong	Spain	Nigeria
Indonesia	Switzerland	Kenya
Malaysia	UK	Morocco
Philippines	USA	Ghana
Singapore	UAE	Egypt
South Korea	KSA	Canada (new to 2022)
Taiwan	Qatar	
Thailand	Bahrain	

Less than
1% of the
population
(2.8m)

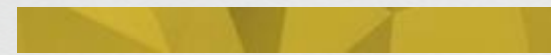


Company size (employees)

C-suite / Owner / Partner



Overall



44%



50 - 249



31%



250 - 999



16%



1,000 - 4,999



9%



5,000+

Source: GBI 2022; C-suite including owner/partner and company size

US\$ 10 trillion



Source: GBI 2022 - Total budgets in last 12 months

US\$ 1.4m



US\$465,000



Source: GBI 2022 - Average annual salary

GBI continues to be the industry currency for understanding important business audiences

- 1** A new approach to understanding brand engagement
- 2** Exploring the role of social media
- 3** Uncovering factors that influence business / consumer decisions
- 4** Continuing to expand our survey coverage
- 5** Continued fusion of Main and Barometer survey data



Leading in Uncertainty

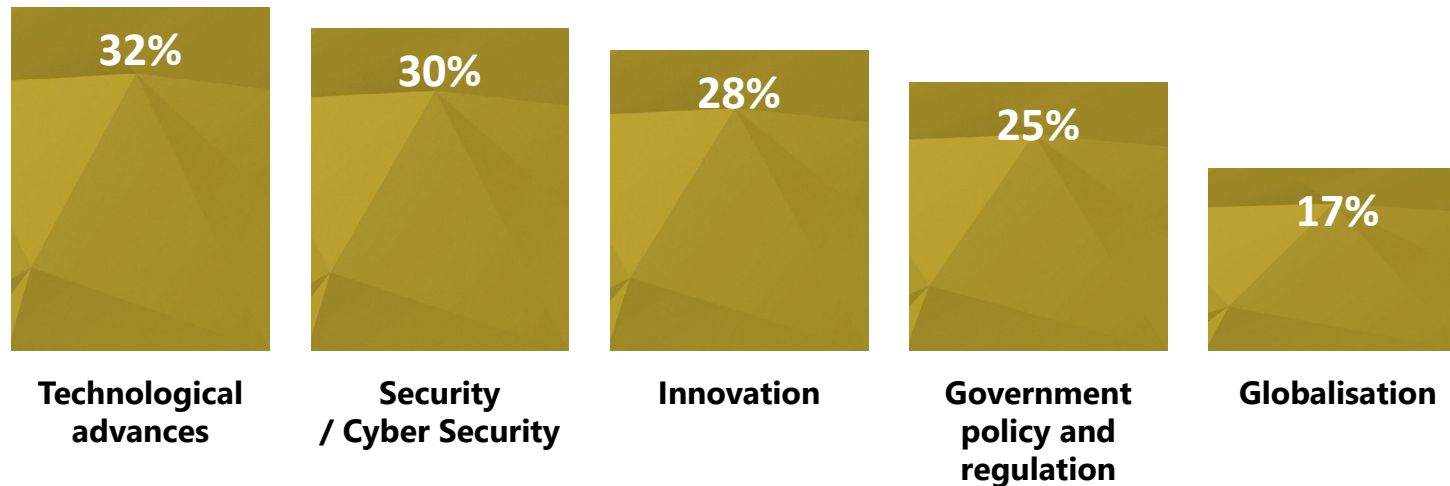


Global
Business
Influencers



The top business challenges from 2019 were very much within their control

Biggest 'current' business challenges in 2019

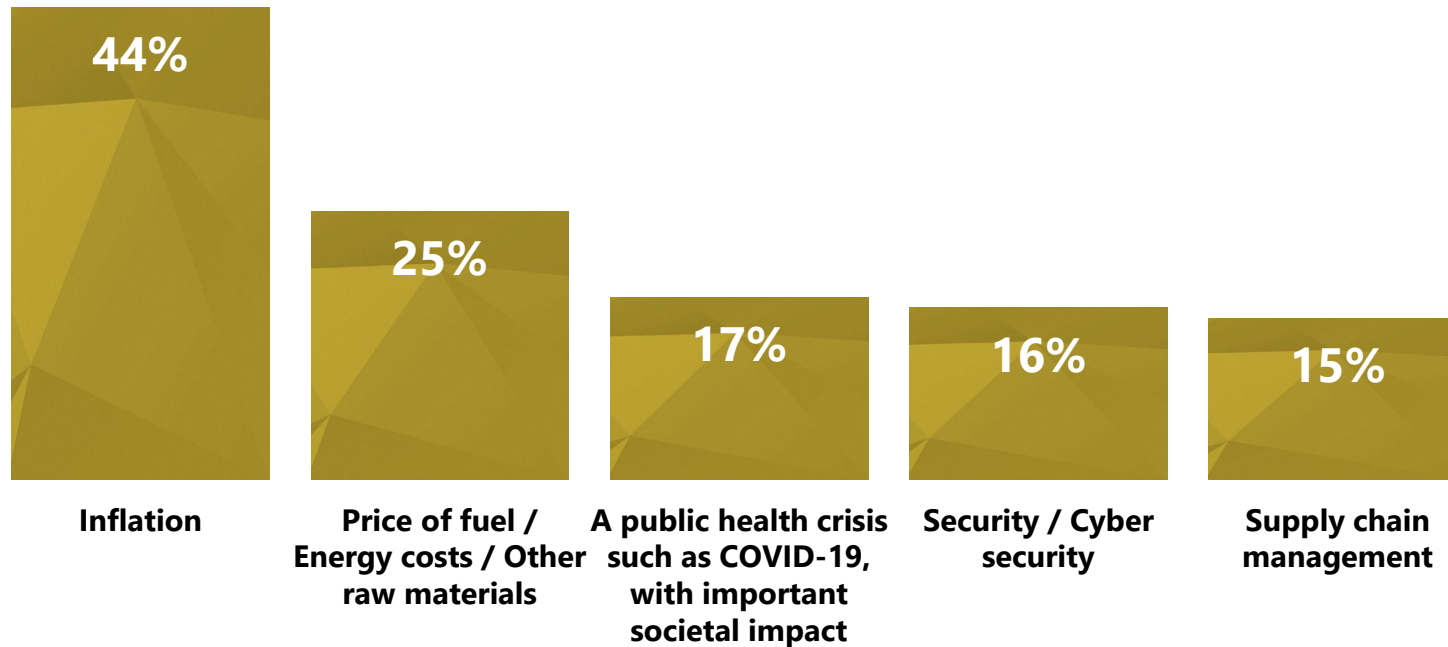


Source: GBI Barometer 2019 Europe – Three biggest challenges



However, the top business challenges in 2022 are influenced by external factors

Biggest 'current' business challenges in 2022



Source: GBI Barometer 2022 Europe – Biggest challenges in 2022

We're witnessing a shift in focus



**2019:
Growth**

**Uncertainty
and instability**



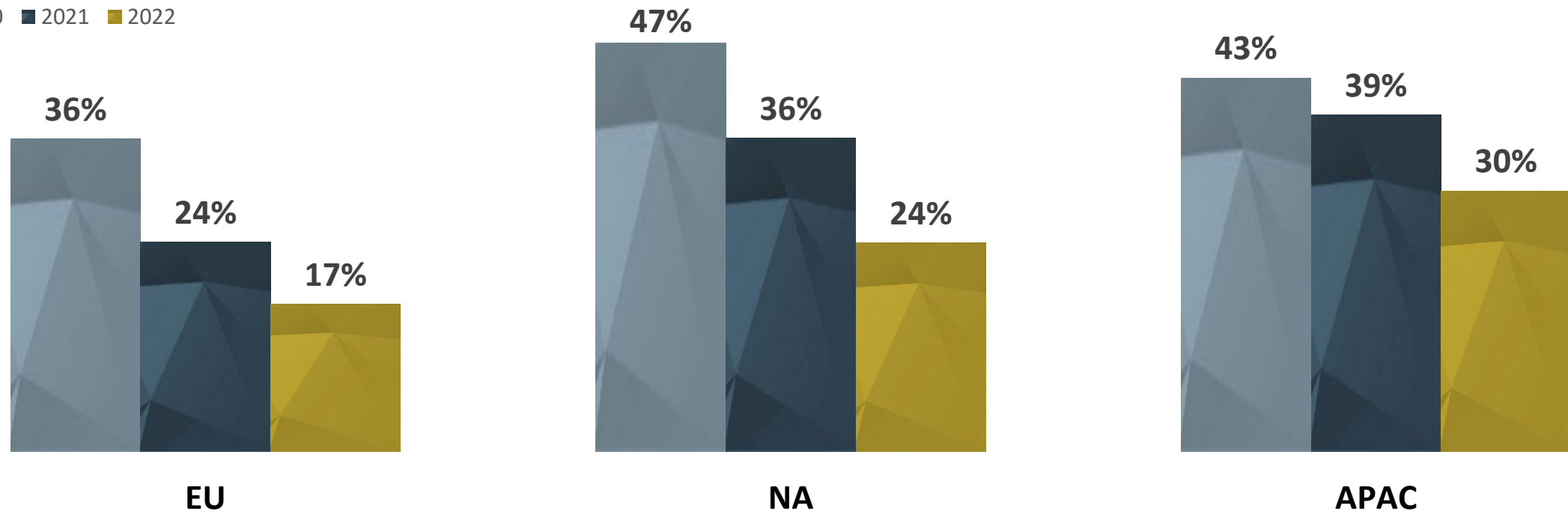
**2022:
Survival**



The business implications of COVID-19 are declining

% who cite 'A public health crisis' as a current business challenge

■ 2020 ■ 2021 ■ 2022



Source: GBI Barometer 2022 - 'A public health crisis' as a current business challenge by year by region

Inflation rates in the West continue to rise

Rate of inflation over time (FT)



FINANCIAL TIMES

Source: Financial Times - Rate of inflation over time (FT: <https://www.ft.com/content/088d3368-bb8b-4ff3-9df7-a7680d4d81b2>)

**And globally,
this concern
is aligned
with the
general
population**



Source: Ipsos: What Worries the World? (<https://www.ipsos.com/sites/default/files/ct/news/documents/2022-08/What%20Worries%20the%20World%20-%20August%20-%20Global.pdf>)

The cost-of-living crisis is impacting individual Asian markets differently

Rate of inflation over time (FT)

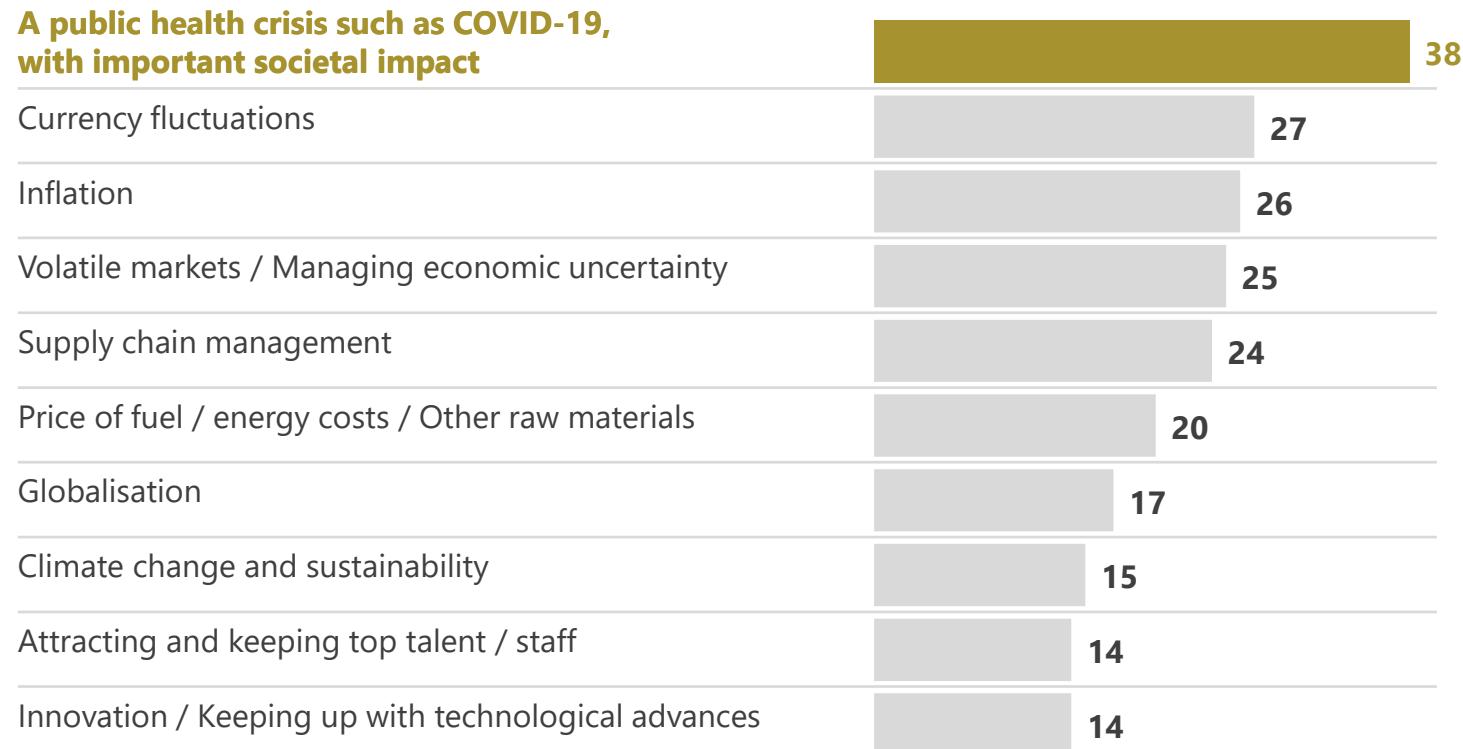


FINANCIAL TIMES

Source: Financial Times - Rate of inflation over time (FT: <https://www.ft.com/content/088d3368-bb8b-4ff3-9df7-a7680d4d81b2>)

Specifically looking at China, COVID is still very much top of mind; much more so than 'Inflation'...

Biggest 'current' business challenges in 2022 in China



Source: GBI Barometer 2022 China- Biggest business challenges in 2022 | BBC: <https://www.bbc.co.uk/news/world-asia-china-62322484>

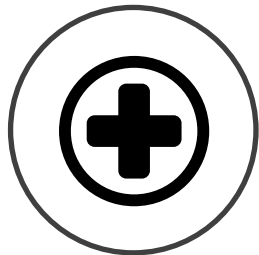


...which is a true reflection of what's really happening in the world right now

Biggest 'current' business challenges in 2022 in Asian-Pacific markets



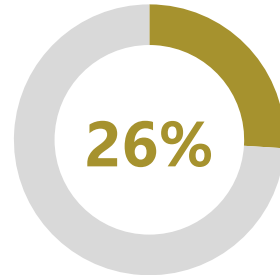
Inflation



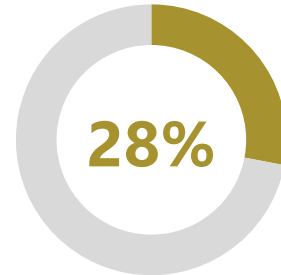
A public health crisis



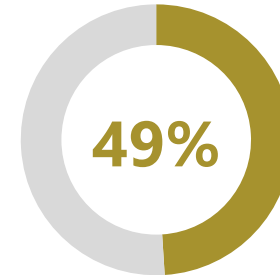
China



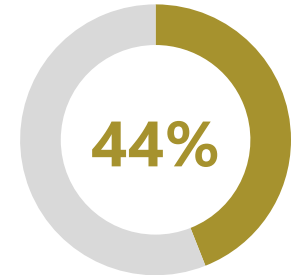
India



Singapore



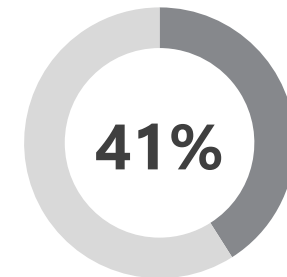
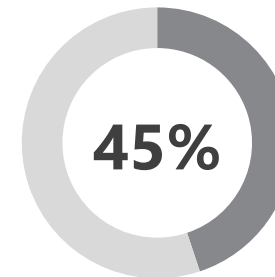
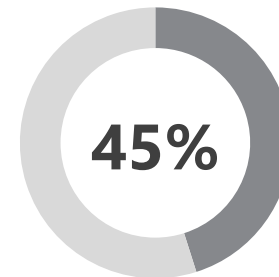
South Korea



Source: GBI Barometer 2022- Biggest business challenges in 2022 by individual market

Inflation impacts all companies in Europe

Biggest 'current' business challenges in 2022 by company size



Source: GBI Barometer 2022 Europe – Biggest business challenges in 2022 by company size

The increasing energy costs are hitting smaller businesses harder

The Guardian

Most small firms fear long-term fallout from UK's cost of living crisis

Half worry rocketing prices will cut spending, while three in four fear long-term damage to businesses

Goldman Sachs

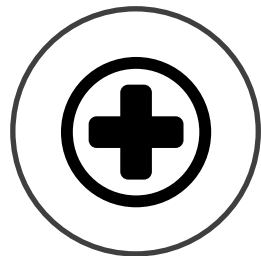
Economic Conditions Worsen for Small Businesses:

91% of small business owners say broader economic trends — such as inflation, supply chain issues, and workforce challenges — are having a negative impact on their business. This is up from 86% in January 2022.

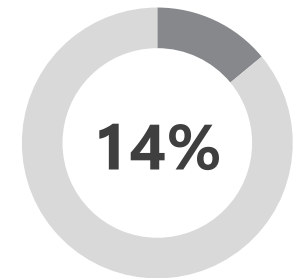
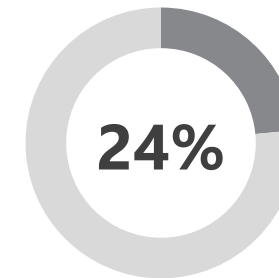
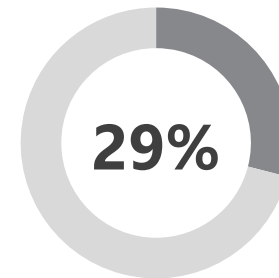
Source: <https://www.theguardian.com/business/2022/may/30/most-small-firms-fear-long-term-fallout-uk-cost-living-crisis> | <https://www.goldmansachs.com/citizenship/10000-small-businesses/US/infographics/april2022/index.html>

And that impact on smaller businesses is backed up by our data

Biggest 'current' business challenges in 2022 by company size



Price of fuel /
Energy costs /
Other raw materials

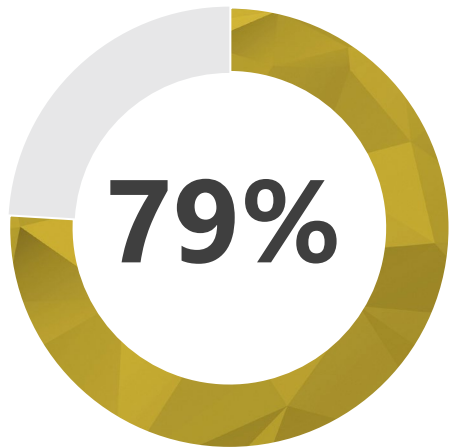


There is increased optimism about the economic state of areas within their control

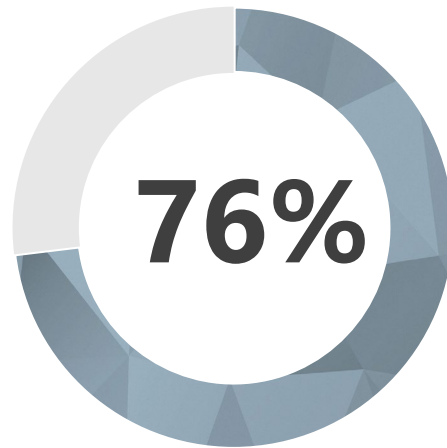
Optimism (NET) about economic condition of...



Your company



Your job



Source: GBI Barometer 2022 - Economic condition of their company and their job (NET: 'Very optimistic' + 'Somewhat optimistic')

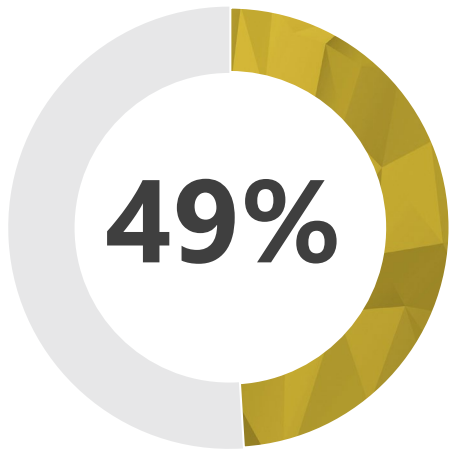


However, optimism about their country and the world generally is much lower

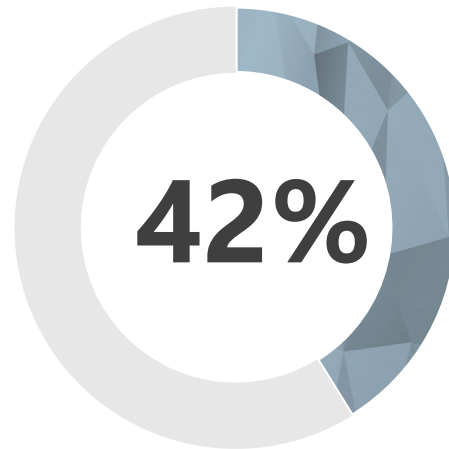
Optimism (NET) about economic condition of...



Your country



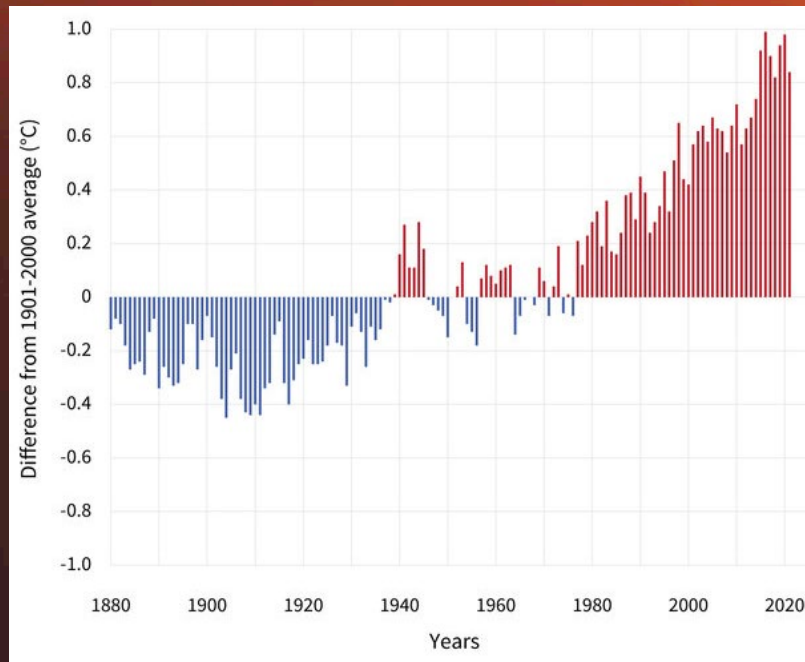
The world in general



Source: GBI Barometer 2022 -Economic condition of their country and the world in general (NET: 'Very optimistic' + 'Somewhat optimistic')

The world is getting warmer...

Global average surface temperature



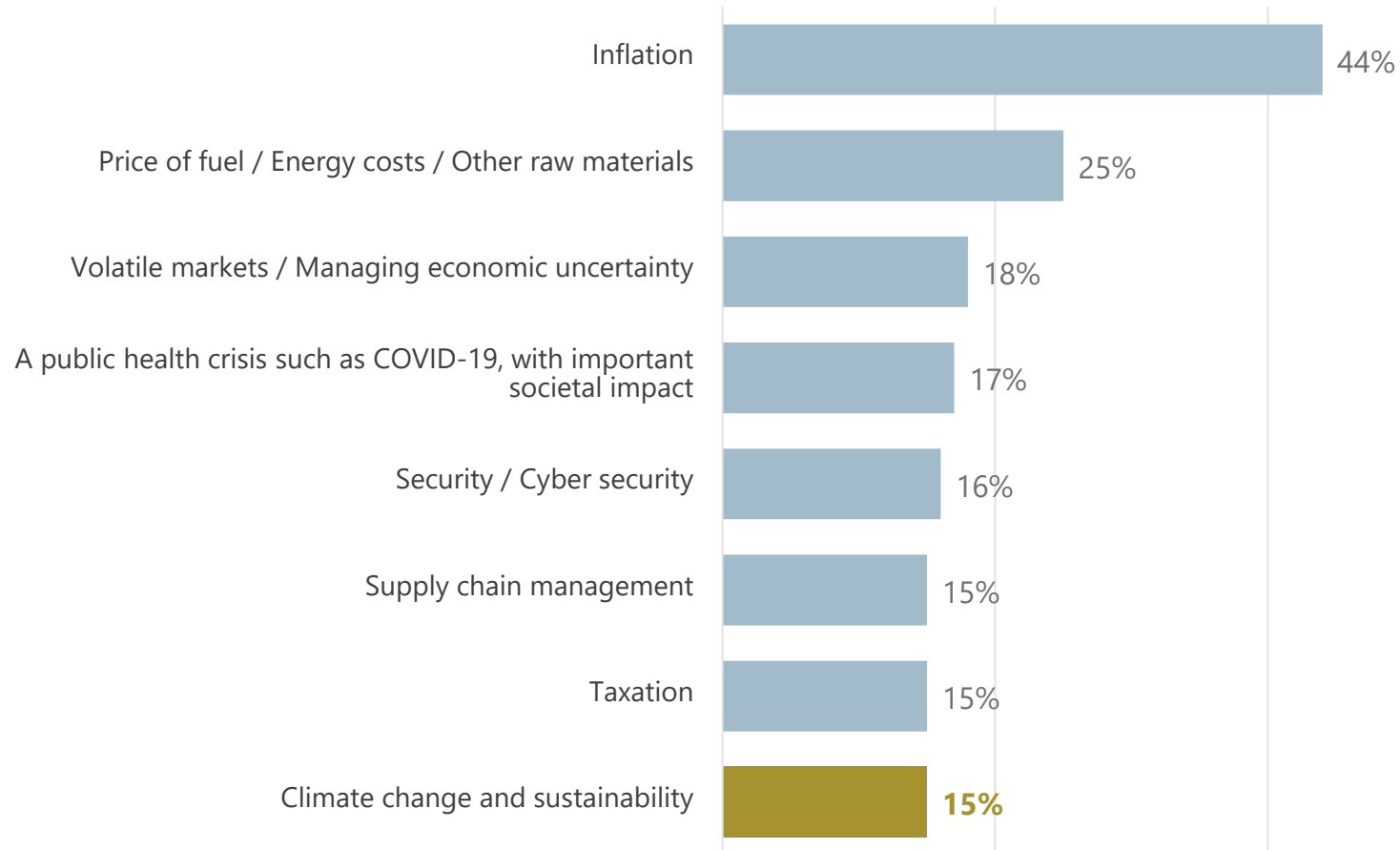
Last month was one of the warmest Julys on record, says UN

UN says temperatures nearly half a degree above average last month, as EU monitor records record-low Antarctic sea ice.

Source: <https://www.climate.gov/news-features/understanding-climate/climate-change-global-temperature> | <https://www.aljazeera.com/news/2022/8/9/month-of-july>

...but climate change isn't impacting their business in the same way that inflation is

Biggest 'current' business challenges in 2022



Source: GBI Barometer 2022 - Biggest challenges

The 'challenge' posed by climate change isn't expected to increase drastically in the next 5 years...

Challenge of 'climate change and sustainability' now and in 5 years' time



Source: GBI Barometer 2022 - Biggest challenges; current / expected in 5 years

Universal agreement that businesses have a role to play in protecting the environment

Agreement with statements



General Population

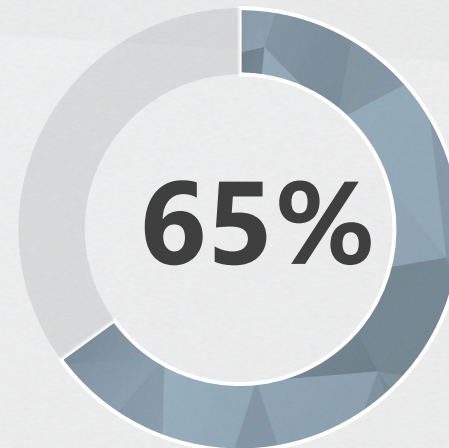
“

Multi-national companies have an important role to play in protecting the environment



“

If businesses in my country do not act now to combat climate change, they will be failing their employees and customers



Importance of ESG is rising for them and their clients...

NET agree: ESG is becoming increasingly important...

...in my company



71%

...for my clients

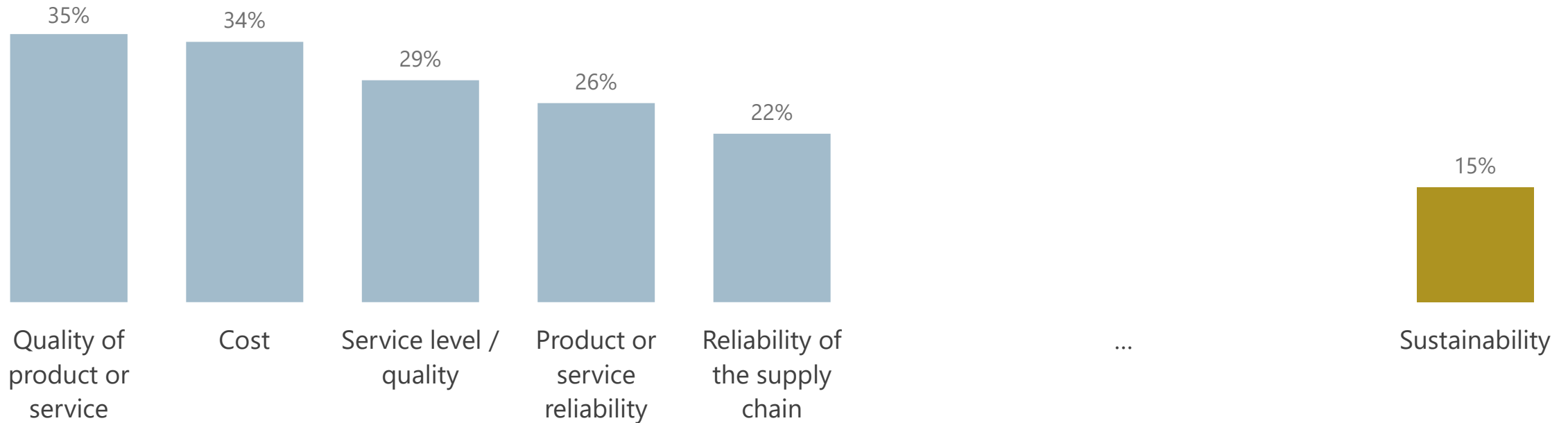


66%

Source: GBI Barometer 2022 - Agreement with company statements about ESG

But business-leaders place more emphasis on quality and cost than on sustainable practices when working with suppliers

Drivers of engaging with suppliers



Source: GBI 2022 - Drivers of engaging with suppliers

**Sustainability isn't a
nice to have.
It is a must have.**

They are still very wealthy...

Net worth

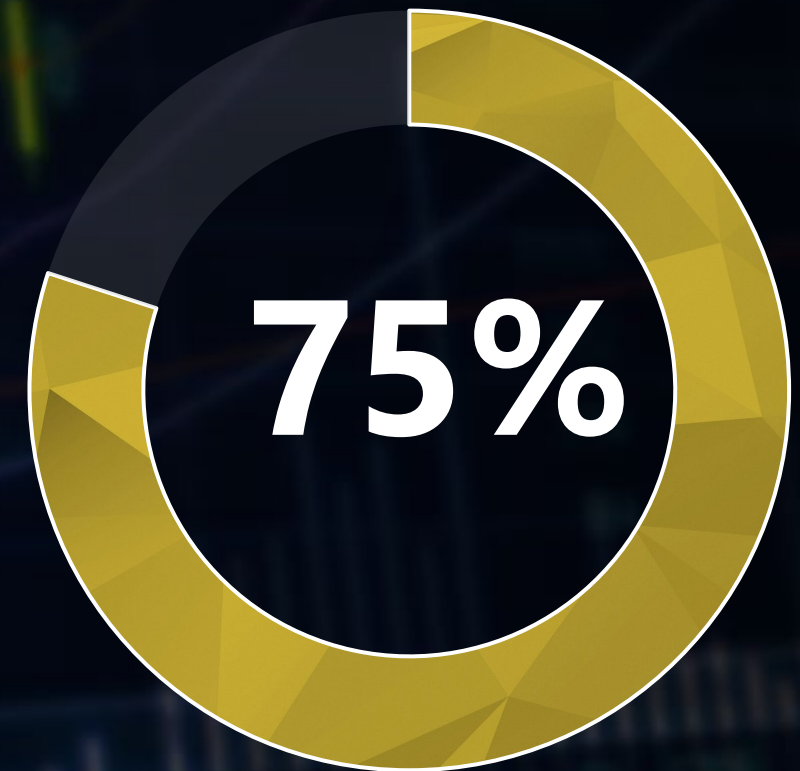
US\$ 1,150,910



Source: GBI 2022 Europe - Net worth/ liquid assets (including savings, stocks, shares)

**They continue to
take personal
financial risks in
moments of
uncertainty...**

**Moderate & high risk taking
when taking financial decisions**
NET (5-10 / 10)



Tolerance to risk varies depending on wealth

Drivers of personal investment by net worth

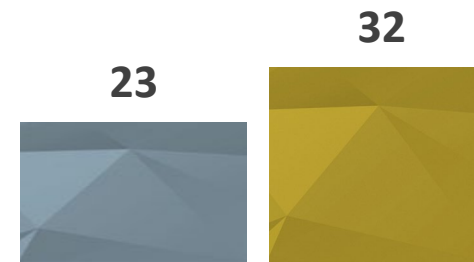
■ Less than US\$1m ■ S\$1m+



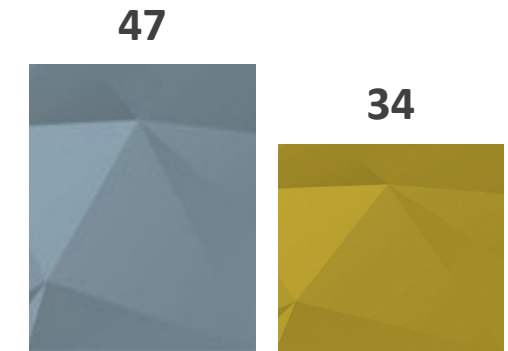
**Support a specific venture
(e.g. by investing in new /
promising companies)**



**Get a thrill from
gambling with possible
wins and losses**



**Have a positive impact on
environment or society
(impact investing)**



**Secure money
(e.g. saving money for a
specific project or for
retirement)**

...which underpins their value to high-end consumer brands

Items considered purchasing in the next 12 months

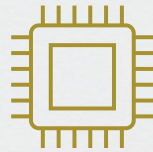
Watch (NET)



44%



Consumer electronics (NET)



42%



Jewellery (NET)



41%



Source: GBI 2022 Europe - Items considered purchasing in the next 12 months

European GBIs enjoy the finer things in life

Forecasted spend

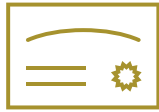
US\$1,046,573,000

Source: GBI 2022 Europe - Items considered purchasing in the next 12 months



They have a diversified media portfolio, underpinned by accuracy and balance

Top drivers of business-related news



Provide expert opinions



Report business news accurately, based on factual information



Keep me informed about business developments related to the wider business world



Keep me informed about business developments related to my sector / industry



Provide a balanced and non-biased viewpoint about business

Source: GBI 2022 Europe - Engagement Drivers - Business News



And when looking at general news, this theme of credibility continues

Top drivers of general news



Report news accurately, based on factual information



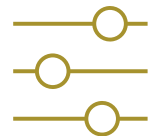
Provide breaking news, as it happens



Have expert opinions



Provide a balanced and non-biased viewpoint



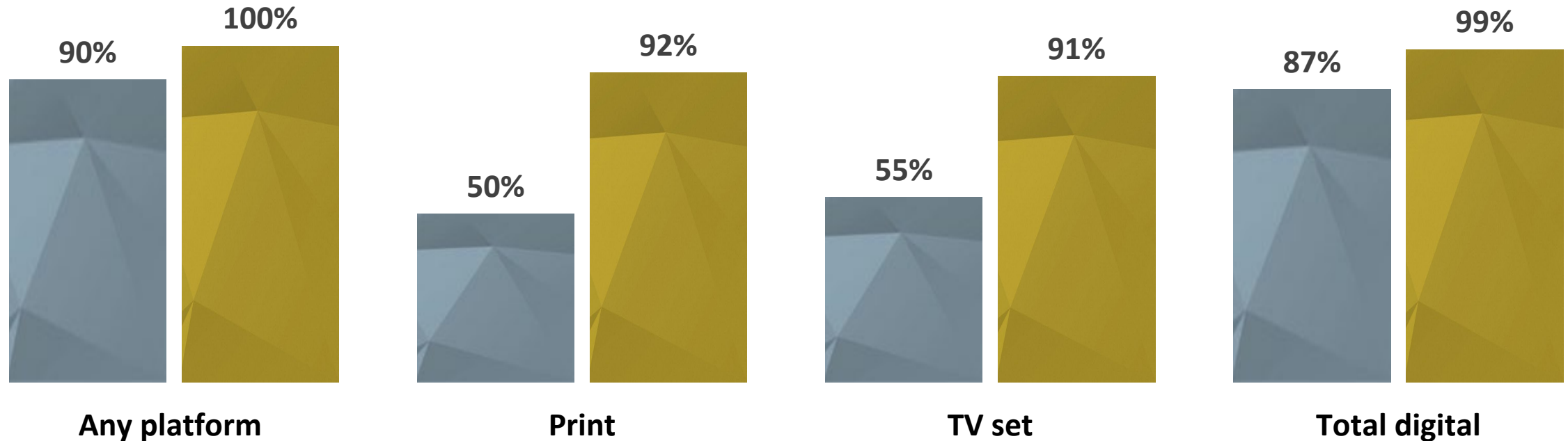
Cover a wide range of topics in one place (e.g. politics, business, sports, entertainment, etc.)

Source: GBI 2022 Europe - Engagement Drivers - General News

GBI access content through a range of platforms

Reach across platforms

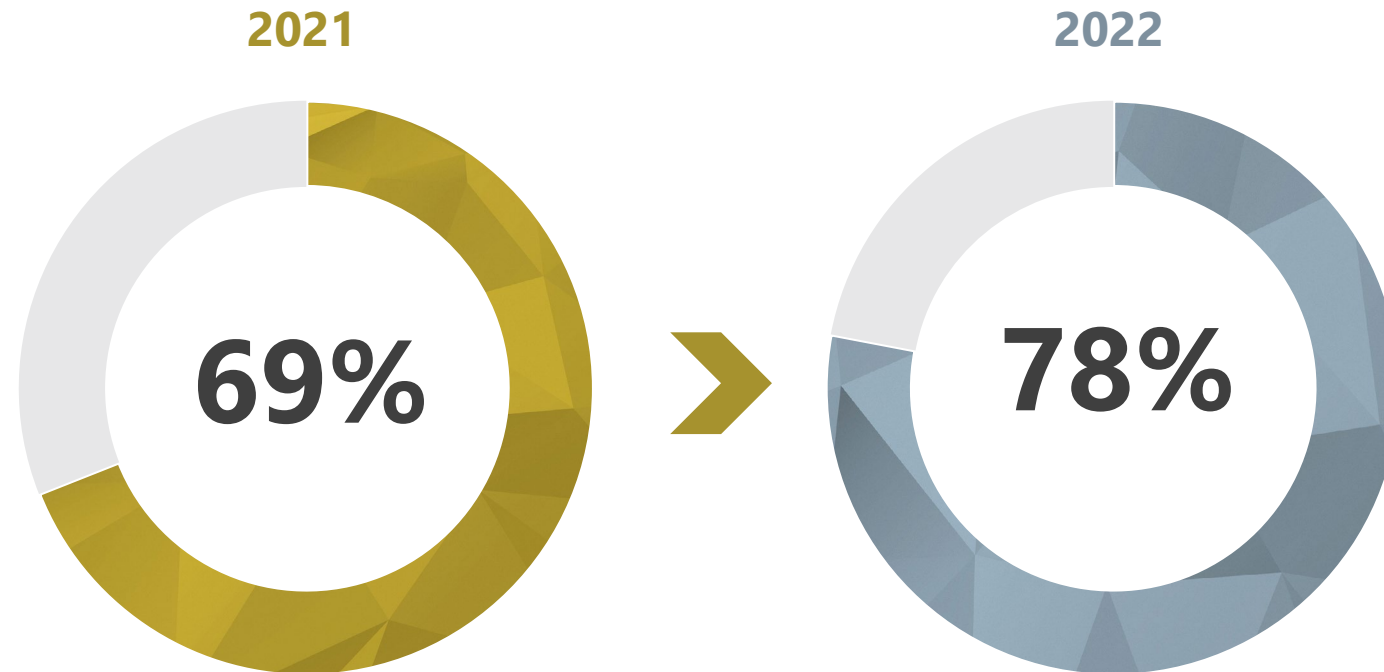
■ Yesterday reach ■ Past 30 days reach



Source: GBI 2022 Europe

Podcasts have become an even more important tool in their media repertoire

% who have listened to a podcast in the past 12 months



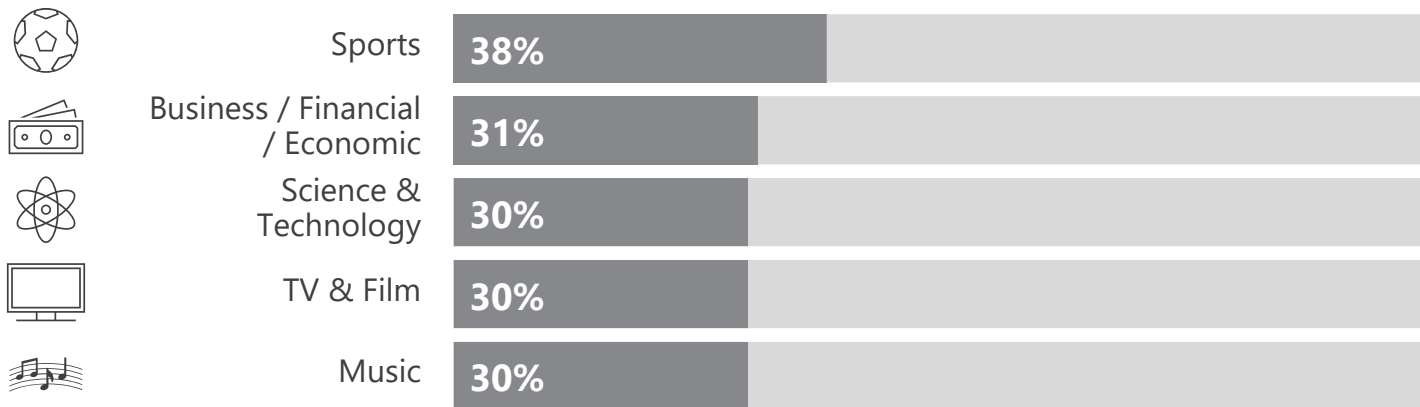
Source: GBI Barometer 2022 Europe – Podcast listening in past 12 months by year

They're more likely to use social media for personal use...

% who use social media daily for...



Types of content they consume on social media (top 5)

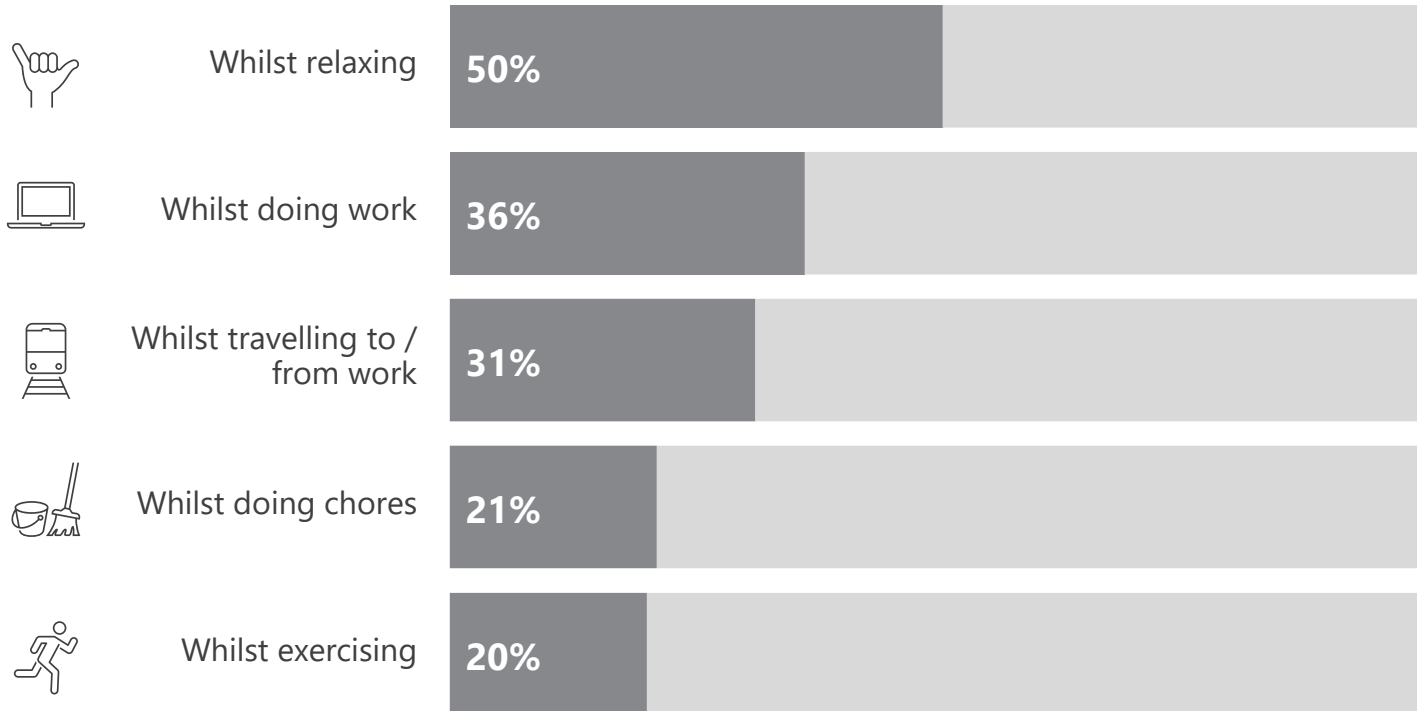


Source: GBI Barometer 2022 Europe - Frequency of accessing social media for personal / business use + Types of content they consume on social media



...which explains why social is used mostly when they relax

When they use social media



Source GBI Barometer 2022 Europe – When they consume on social media



Three key take-outs



Need to manage
the unmanageable



Take calculated risks
to maximise their personal
financial gains



Multi-channel is key
how you reach them



Questions?



Global
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**A few other things
that might be
relevant to your
business:**

**Ipsos
Iris**

**Sustainability
&
Advertising**

**Immersive
3E**



Thank you

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