

# Leading in Uncertainty

September 2022



Global  
Business  
Influencers



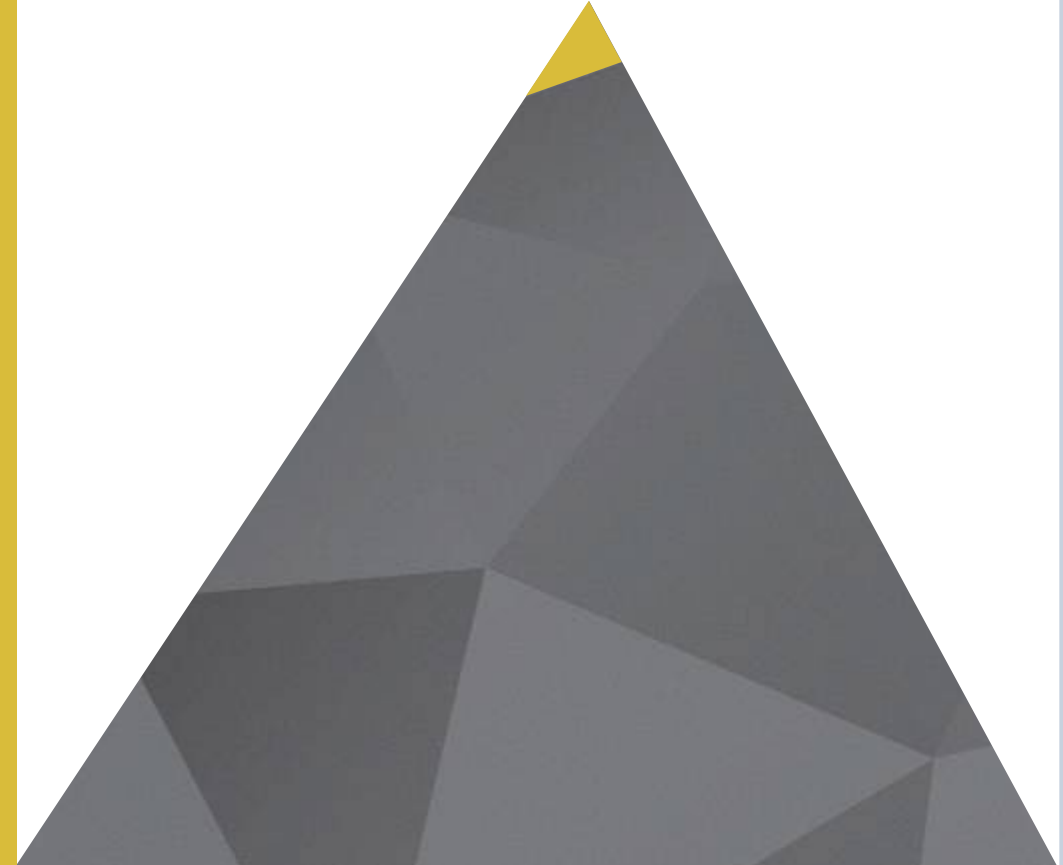
Who are the

# Global Business Influencers?

# 31 markets represented globally

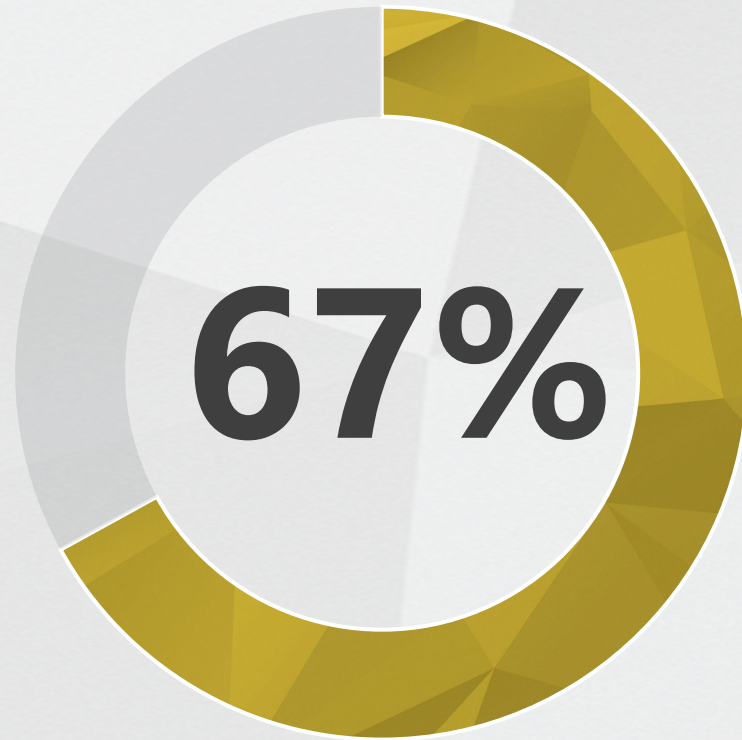
Australia	France	Kuwait
China	Germany	India
Japan	Italy	South Africa
Hong Kong	Spain	Nigeria
Indonesia	Switzerland	Kenya
Malaysia	UK	Morocco
Philippines	USA	Ghana
Singapore	UAE	Egypt
South Korea	KSA	Canada <small>(new to 2022)</small>
Taiwan	Qatar	
Thailand	Bahrain	

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





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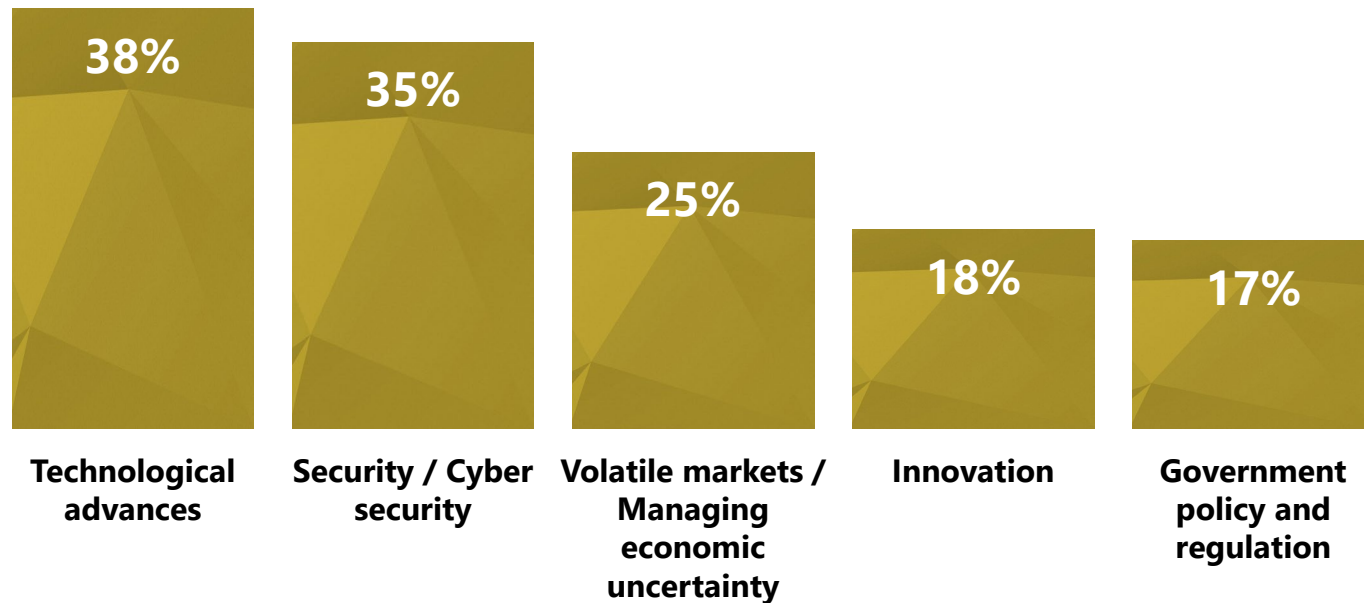


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# The top business challenges from 2019 were very much within their control

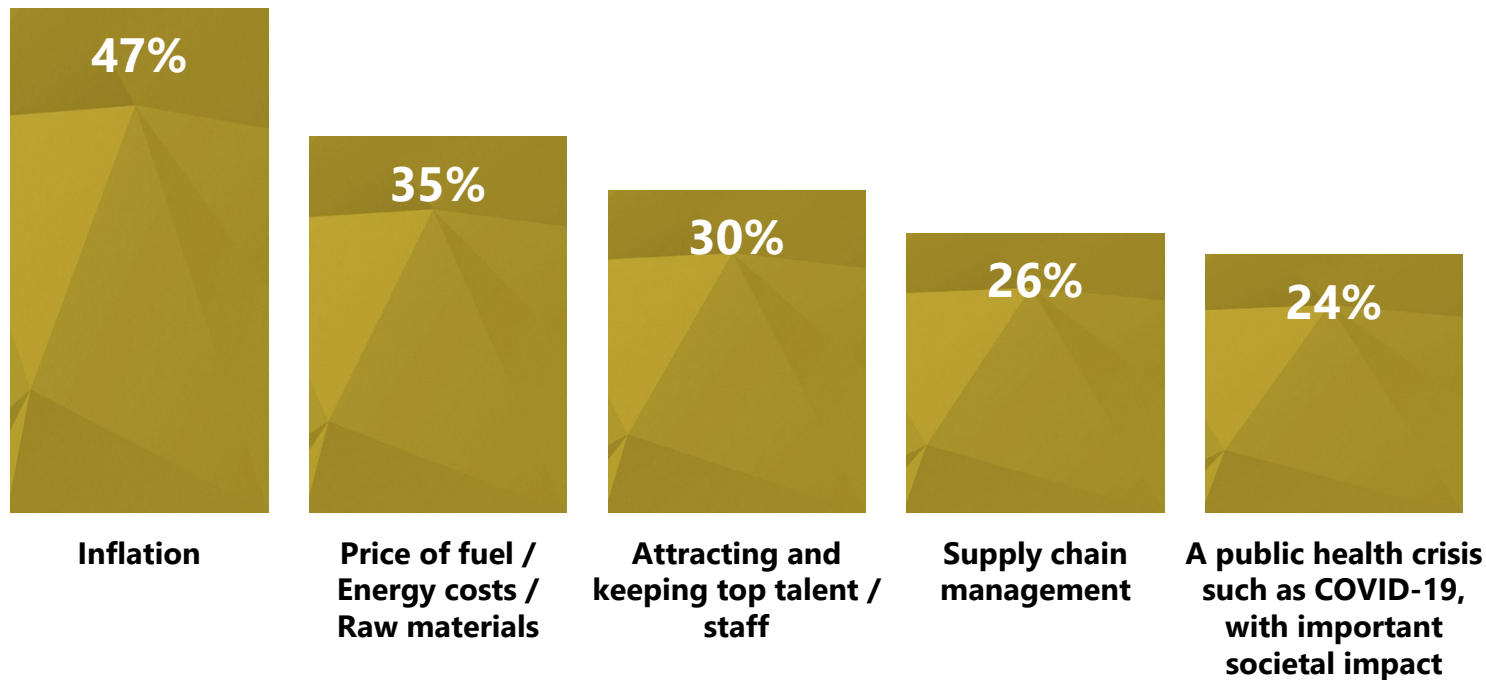
## Biggest 'current' business challenges in 2019



Source: GBI Barometer 2019 USA – Three biggest challenges facing your company at the moment

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

## Biggest 'current' business challenges in 2022



Source: GBI Barometer 2022 USA – Biggest challenges in 2022 by region

# We're witnessing a shift in focus



**2019:  
Growth**

**Uncertainty  
and instability**



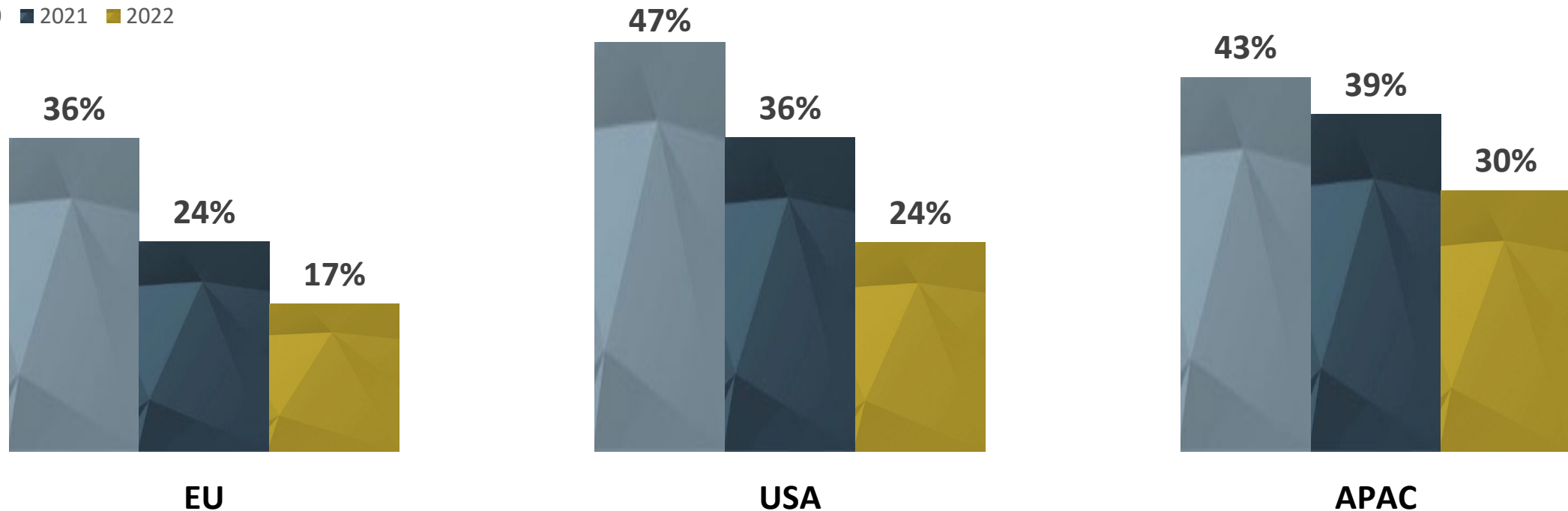
**2022:  
Survival**



# 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**



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

Rate of inflation over time (FT)



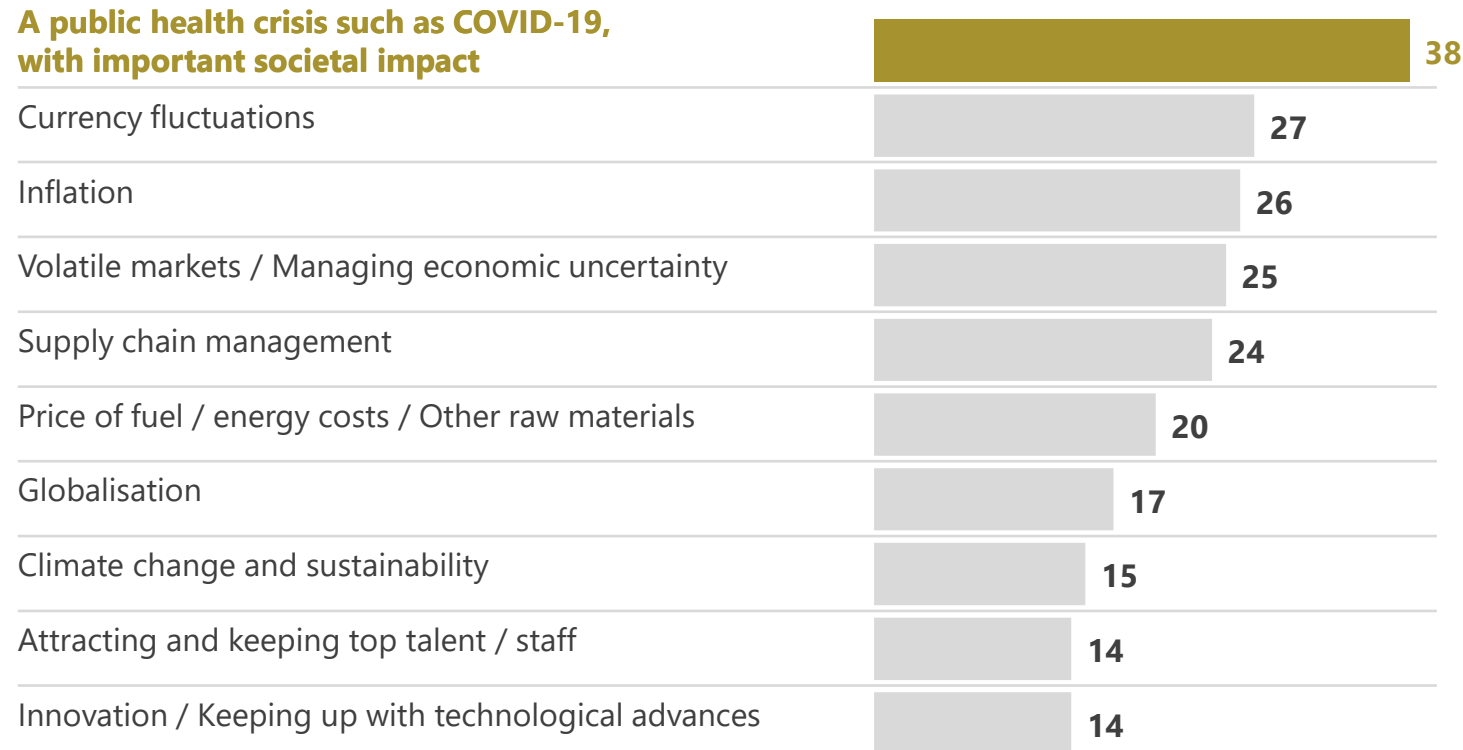
FINANCIAL TIMES

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



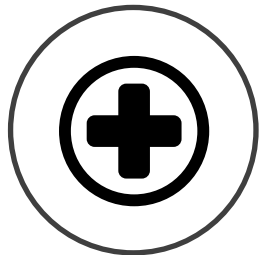
Source: GBI Barometer 2022 China- Biggest business challenges in 2022 | BBC: <https://www.bbc.co.uk/news/world-asia-china-62322484>

# ...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



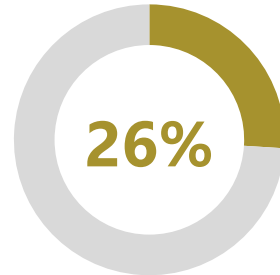
Inflation



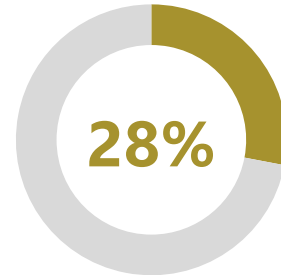
A public health crisis



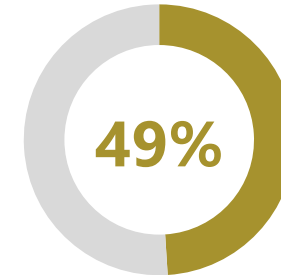
China



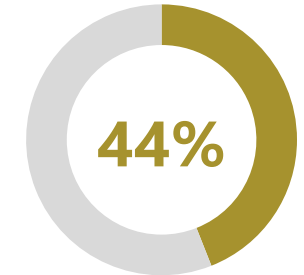
India



Singapore



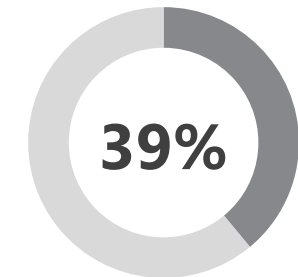
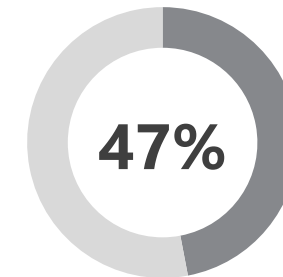
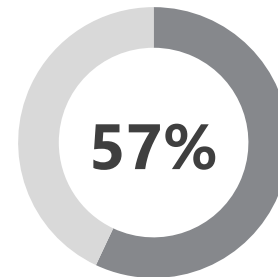
South Korea



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

# Inflation impacts all companies in North America

## Biggest 'current' business challenges in 2022 by company size



# The cost of living has been harder-hitting on smaller 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.

## The Guardian

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

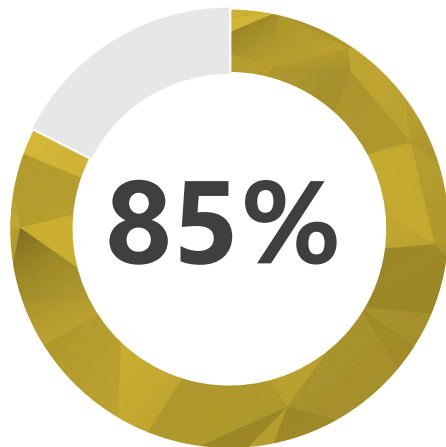
Half worry rocketing prices will cut spending, while three in four fear long-term damage to businesses

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

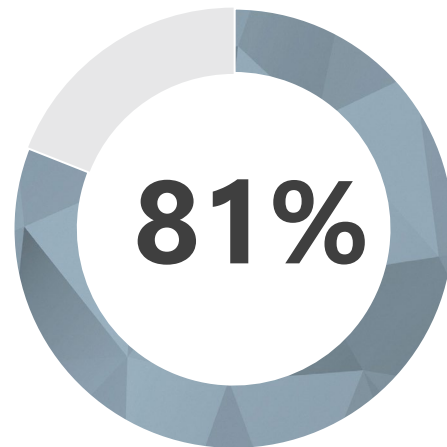
Optimism (NET) about economic condition of...



Your company



Your job



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

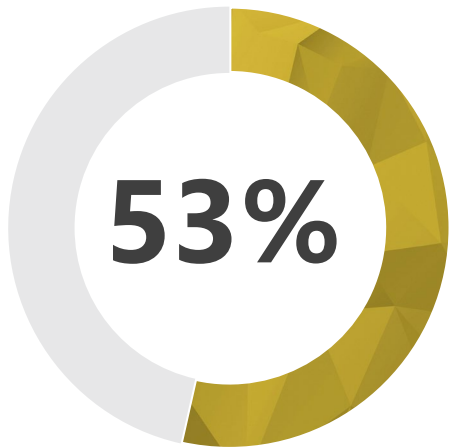


# However, optimism about their country and the world generally is much lower

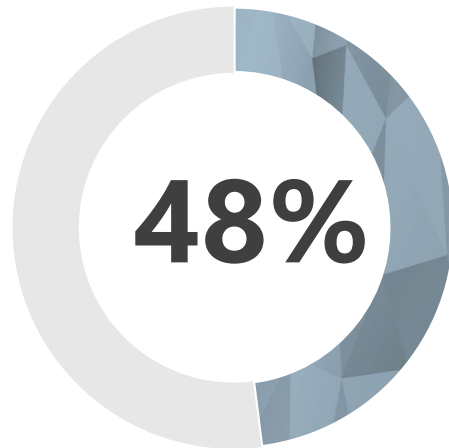
Optimism (NET) about economic condition of...



Your country



The world in general



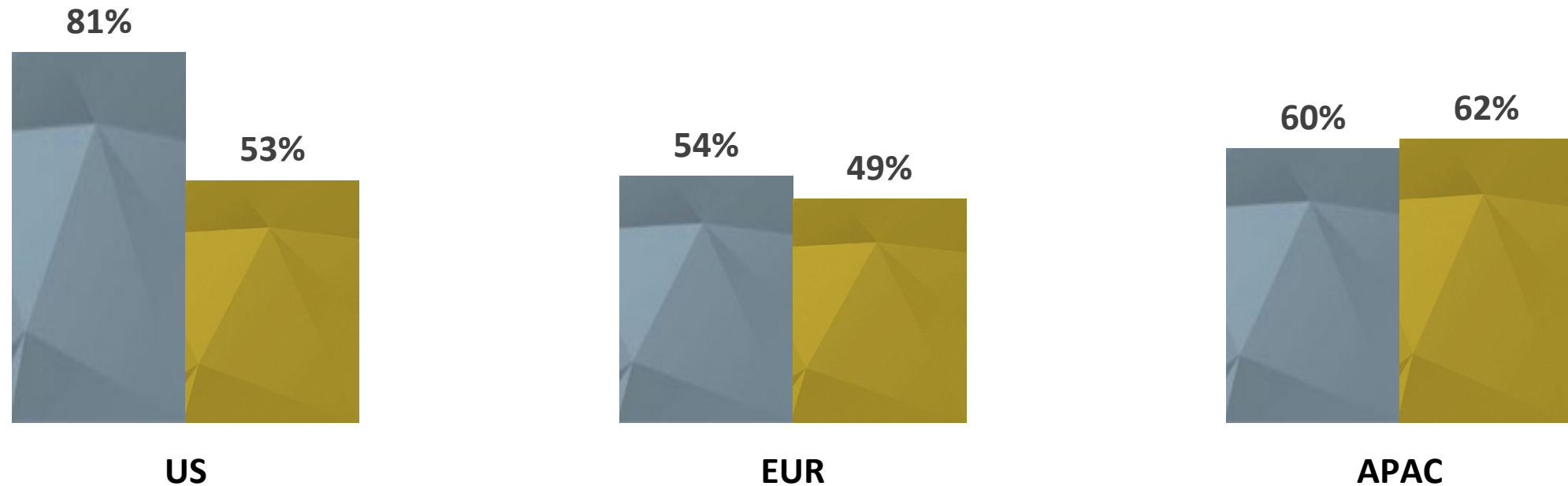
Source: GBI Barometer NA - Economic condition of their country and the world in general (NET: 'Very optimistic' + 'Somewhat optimistic')



# And that level of optimism in their country seems to be declining when compared to last year

Optimism (NET) about economic condition of 'your country' (2022 vs. 2021)

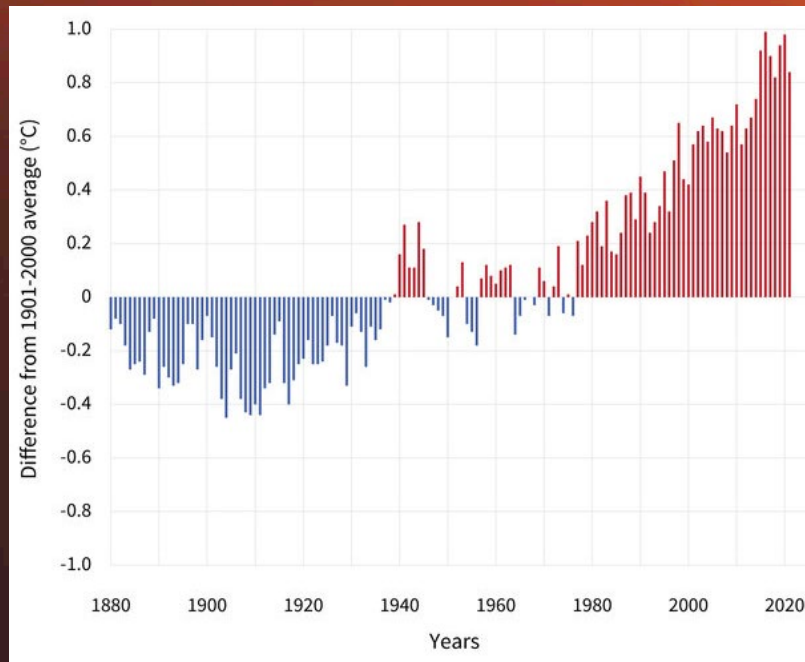
■ 2021 ■ 2022



Source: GBI Barometer - Economic condition of their country and the world in general by year

# The world is getting warmer...

## Global average surface temperature



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

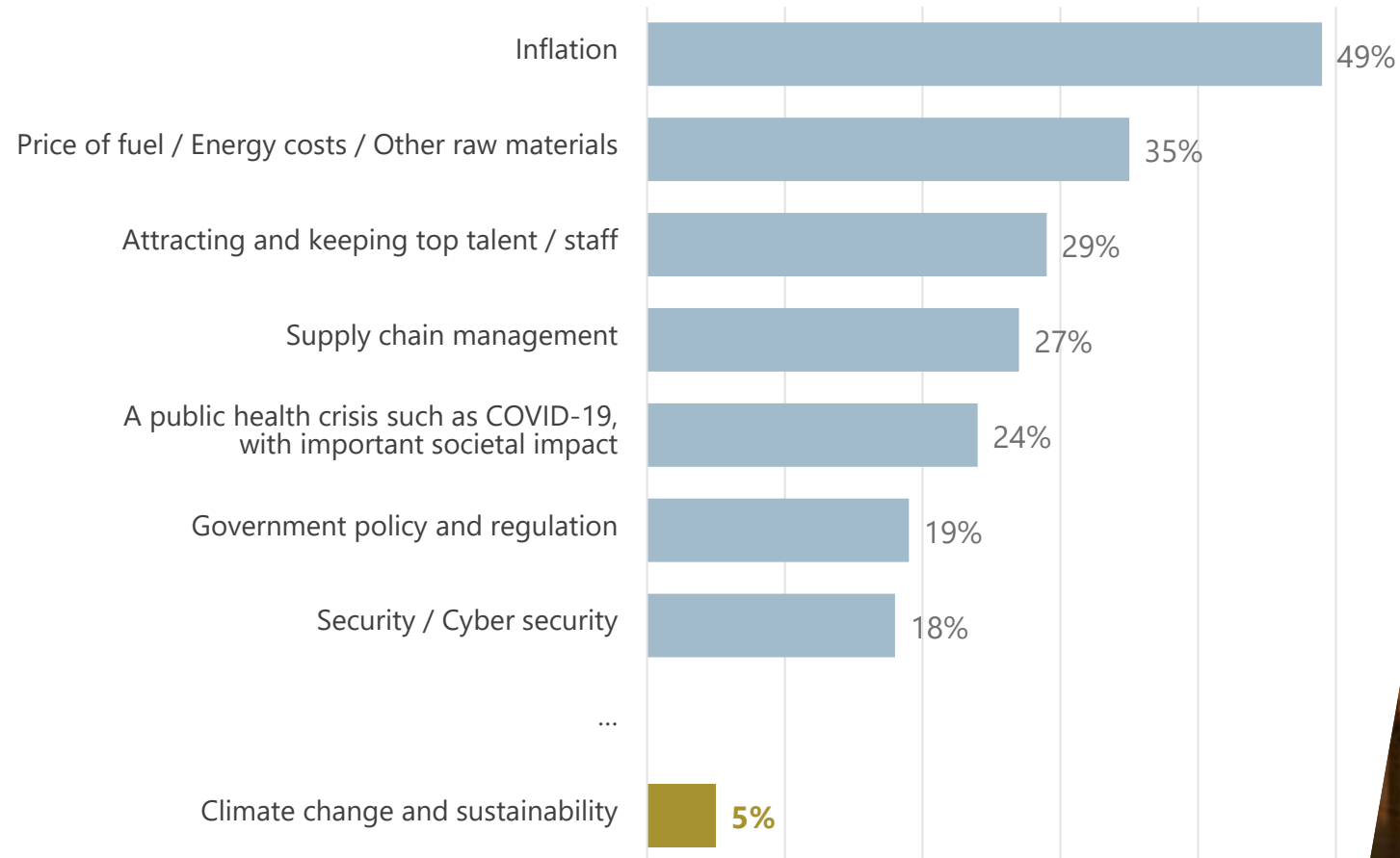
*UN says temperatures nearly half a degree above average last month, as EU monitor records record-low Antarctic sea ice.*

**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 NA - Biggest challenges

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

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



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

# There is universal agreement that businesses have a role to play in protecting the environment

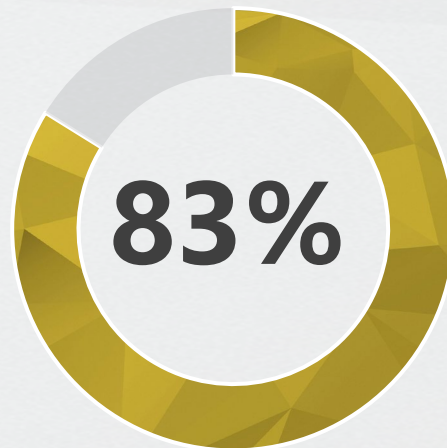
## Agreement with statements



General Population

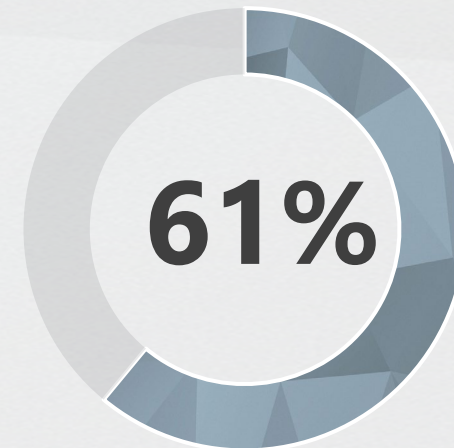
“

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



Source:

GBI Barometer 2022 NA - ESG role of multinationals in protecting the environment - NET ('Important' OR 'Very important')  
Ipsos - Earth Day 2022: Public opinion on climate change (April 2022)

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

NET agree: ESG is becoming increasingly important...

...in my company



61%

...for my clients

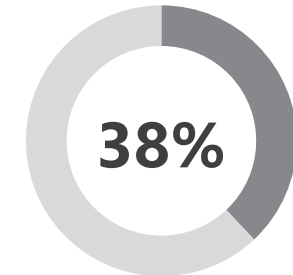
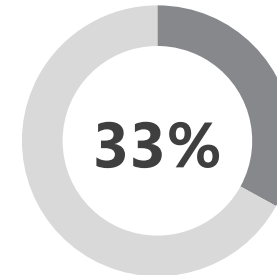
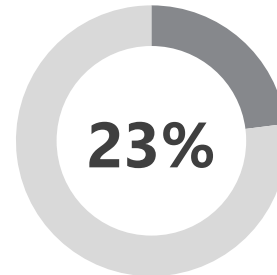
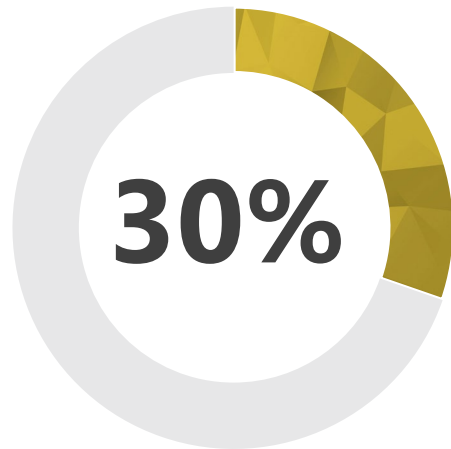


65%

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

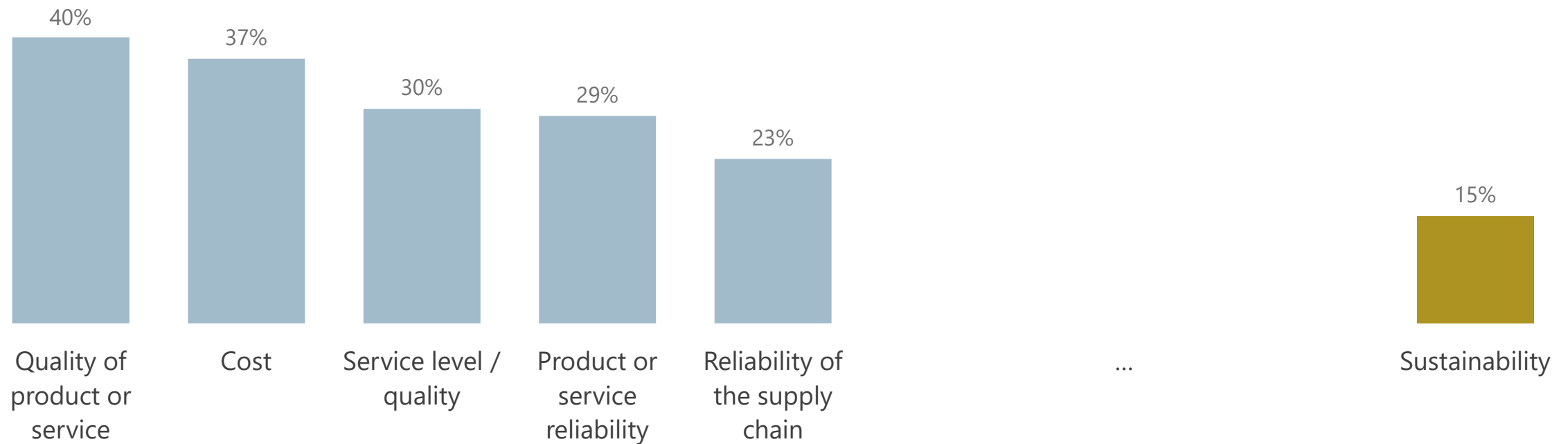
# ...and there's more risk for larger companies if they get it wrong

'Sustainability' as a current area of focus for their business



# 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 North America - 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\$ 1,608,750



Source: GBI 2022 NA - 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)

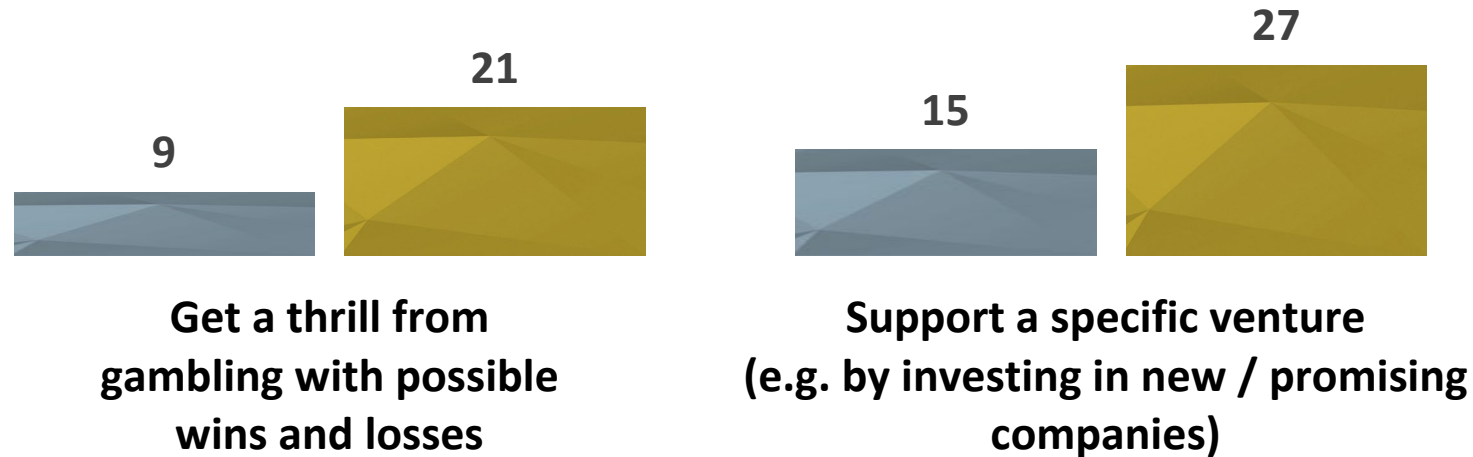


Source: GBI Barometer NA - Risk level - financial decisions

# And the drivers differ by those with varying levels of net worth

## Drivers of personal investment by net worth

■ Less than US\$1m ■ S\$1m+

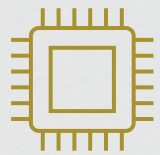


Source: GBI 2022 NA - Drivers of engaging with suppliers

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

Items considered purchasing in the next 12 months

Consumer electronics (NET)



52%



Jewellery (NET)



50%



Watch (NET)



46%



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



# North American GBIs enjoy the finer things in life

Forecasted spend

**US\$1,456,418,500**

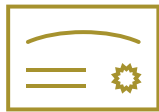


Source: GBI 2022 North America - Items considered purchasing in the next 12 months



# 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 NA - 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**



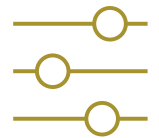
**Provide breaking news, as it happens**



**Have expert opinions**



**Provide a balanced and non-biased viewpoint**



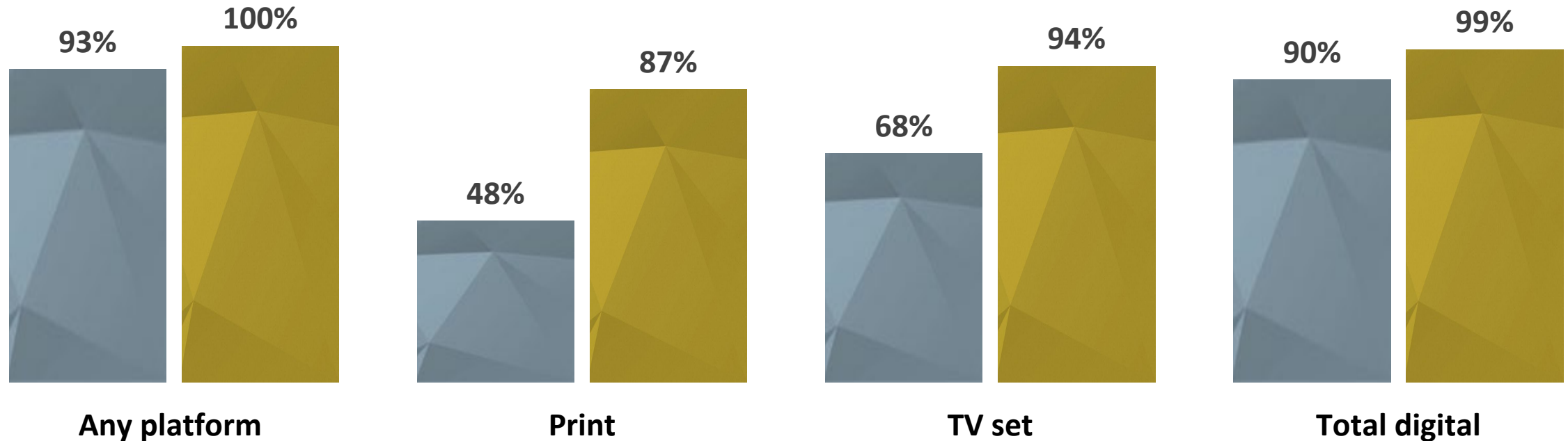
**Cover a wide range of topics in one place (e.g. politics, business, sports, entertainment, etc.)**



# GBI access content through a range of platforms

## Reach across platforms

■ Yesterday reach ■ Past 30 days reach



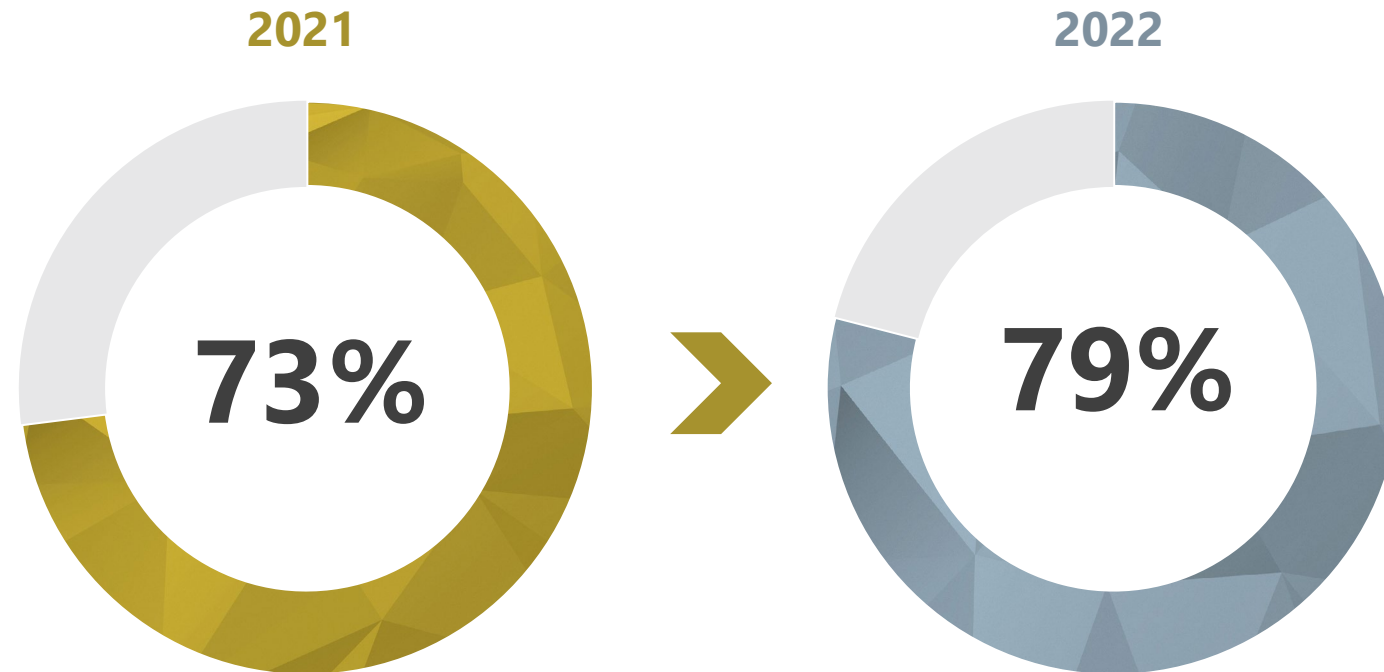
Source: GBI 2022 North America





# 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 NA – Podcast listening in past 12 months

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

% who use social media daily for...



**Personal use** 65%



**Business use** 45%



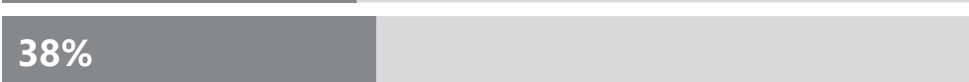
## Types of content they consume on social media (top 5)



Travel 36%



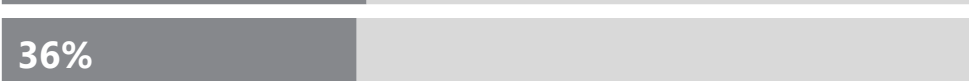
News & Current Affairs 38%



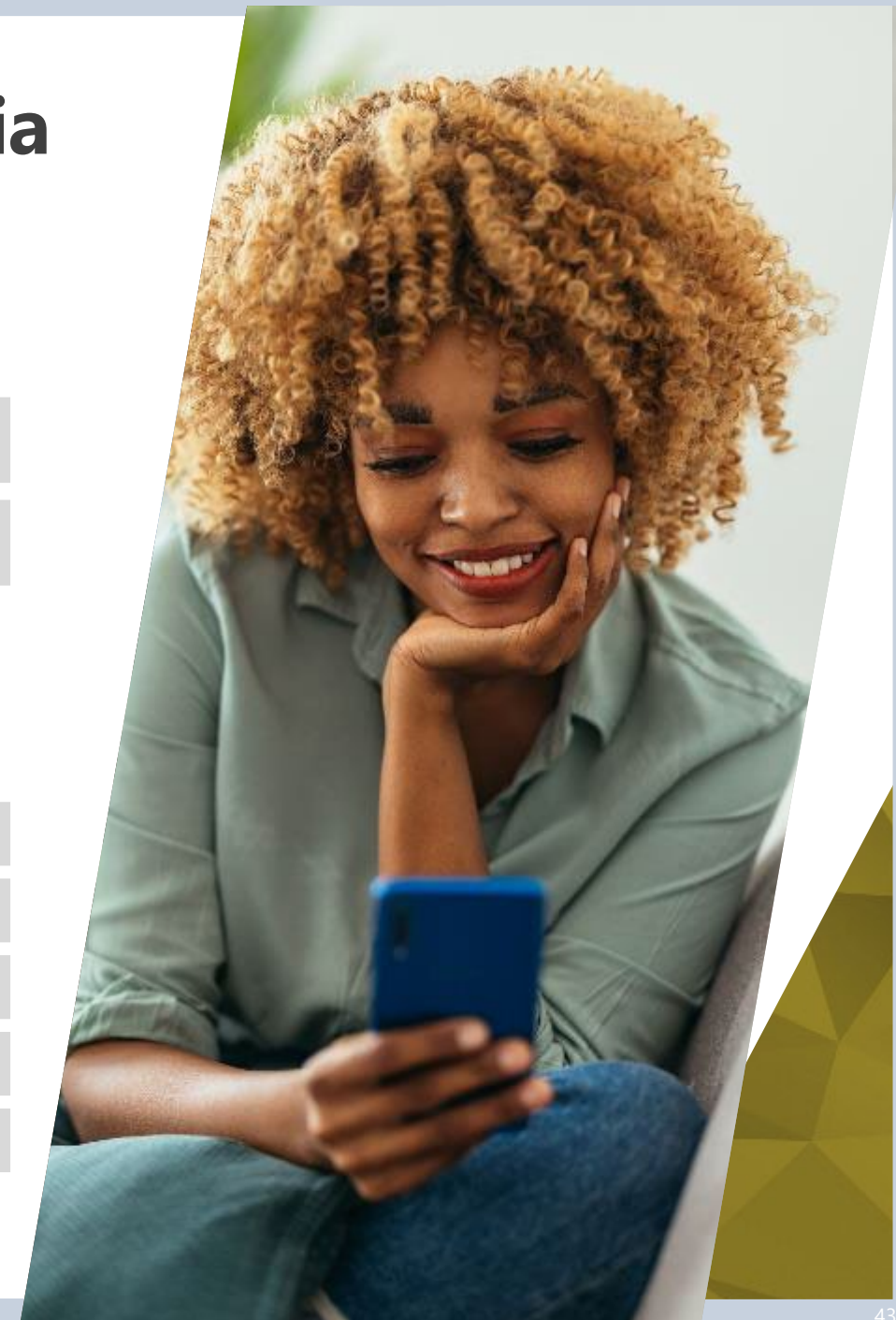
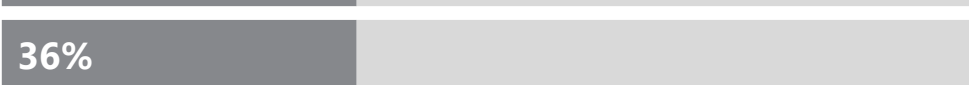
Sports 37%



Entertainment 36%



Cooking 36%



Source: GBI Barometer 2022 NA - Frequency of accessing social media for personal / business use + Types of content 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  
Business  
Influencers



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



**TV Dailies**



**Sustainability  
& Advertising**



**Immersive3E**

# Thank you

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