

UNLOCK KEY INSIGHTS WITH IPSOS GLOBAL INFLUENTIALS

A global view into the
mindset and lifestyle of
high wealth and business
decision makers

GLOBAL
INFLUENTIALS

IPSOS GLOBAL INFLUENTIALS

The Ipsos Global Influentials Survey (IGI) provides insights into the consumption and lifestyle habits of affluent and influential individuals. Targeting adults in households in the top 20% of income in 43 global markets, IGI tracks media usage, wealth, business decisions, personal spending, and attitudes across various product categories, offering valuable data for businesses seeking to understand this key demographic.

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FIELDWORK AND GLOBAL COVERAGE

**GLOBAL
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Ipsos Global Influentials Fieldwork

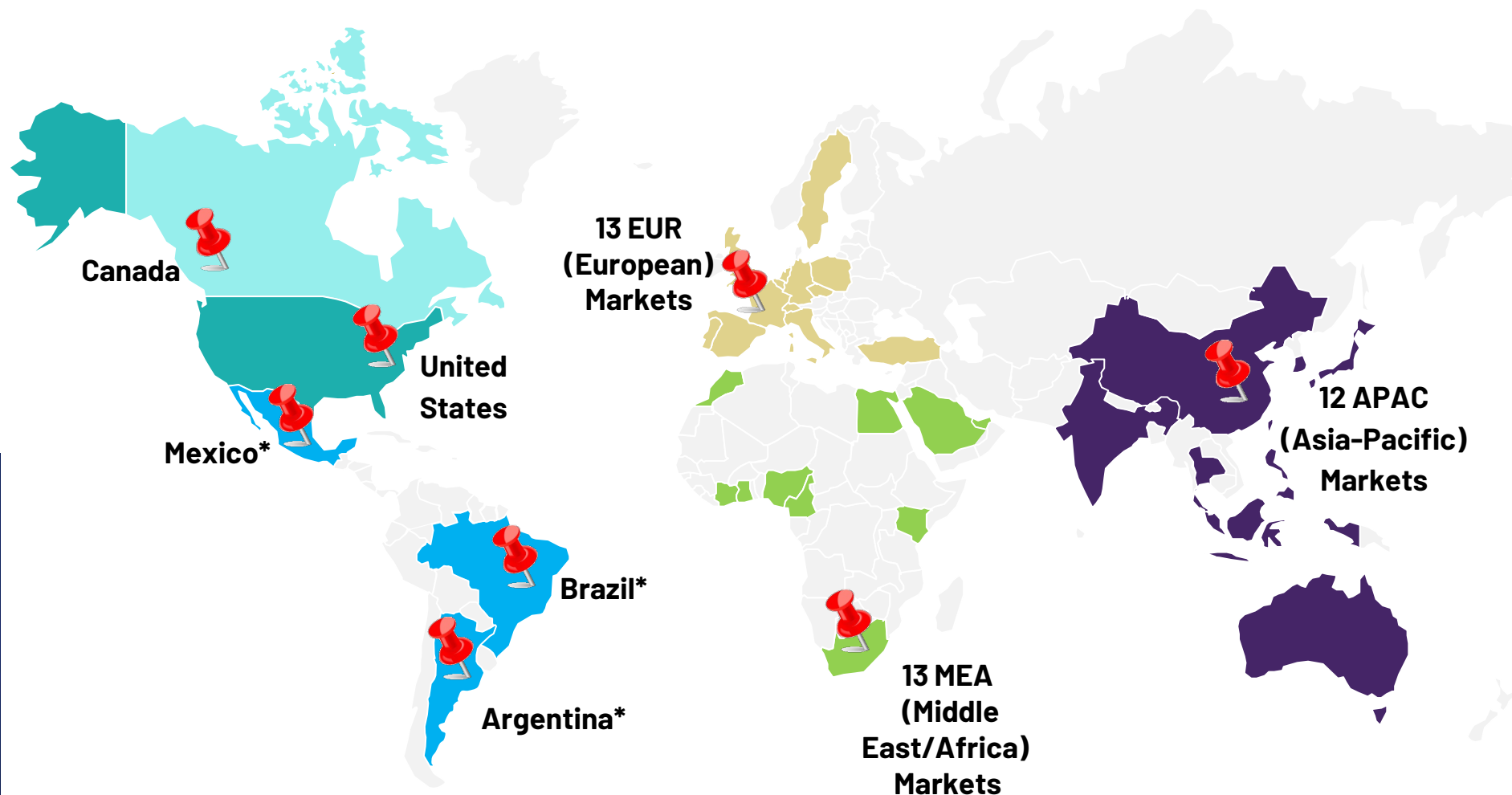
**GLOBAL
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- Continuous year-round survey 24/7, 365 days a year
- 2024 fieldwork: June to September 2024
 - Inaugural IGI release: April 2024
 - Next release in November including Latam

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The survey samples a total of 93,000 high-earners across the world (of which 16,000 are business leaders)

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*2025 release

Phase 1

A platform for understanding the behaviours of influential company leaders and consumers

43 markets

Universe definition: Age 18+

Improved understanding of the media landscape

Total understanding of *"Influential People"*

Harmonised research platform:
B-to-C and B-to-B

Top 20%

Phase 2

Building deeper connections by offering new data solutions

Expanded database recontact reach across
global products

Capability to integrate with client
proprietary data

Adding modules for a deep dive

More frequent data access
between official releases

North America Region

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United States

- Adults 18+ with HH Income \$150K+
- Respondents: n=25,000
- Company Leaders: n=1,400



Canada

- Respondents: n=1,900
- Company Leaders: n=500



Mexico*

- Respondents: n=1,900
- Company Leaders: n=400

*2025 release

South America Region

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Brazil*

- Respondents: n=1,900
- Company Leaders: n=400

*2025 release



Argentina*

- Respondents: n=1,900
- Company Leaders: n=400

EUR (Europe) Region

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- Great Britain: n=5,000 (Company Leaders n=800)
- France: n=3,500 (CL n=600)
- Germany: n=3,500 (CL n=500)
- Italy: n=3,500 (CL n=500)
- Spain: n=2,400 (CL n=500)
- Belgium: n=1,200 (CL n=300)
- Netherlands: n=1,200 (CL n=300)
- Poland: n=1,200 (CL n=300)
- Sweden: n=1,200 (CL n=300)
- Turkey: n=1,200 (CL n=300)
- Czech Republic: n=950 (CL n=200)
- Portugal: n=900 (CL n=200)
- Switzerland: n=900 (CL n=150)



APAC (Asia-Pacific) Region

- China: n=2,700 (Company Leaders n= 800)
- India: n=2,700 (CL n=500)
- Japan: n=2,700 (CL n=800)
- Singapore: n=2,700 (CL n=700)
- Australia: n=2,500 (CL n=500)
- Hong Kong: n=2,500 (CL n=700)
- Indonesia: n=1,900 (CL n=500)
- Malaysia: n=1,900 (CL n=500)
- Philippines: n=1,900 (CL n=500)
- South Korea: n=1,900 (CL n=500)
- Taiwan: n=1,900 (CL n=500)
- Thailand: n=1,900 (CL n=500)

MEA (Middle East & Africa) Region

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Middle East Markets

- Saudi Arabia: n=800 (Company Leaders n=200)
- United Arab Emirates: n=800 (CL n=200)
- Kuwait: n=400 (CL n=100)
- Qatar: n=400 (CL n=100)
- Bahrain: n=300 (CL n=100)

Africa Markets

- Nigeria: n=900 (CL n=200)
- South Africa: n=900 (CL n=200)
- Egypt: n=750 (CL n=150)
- Kenya: n=700 (CL n=200)
- Morocco: n=600 (CL n=100)
- Ghana: n=400 (CL n=100)
- Ivory Coast: n=200 (CL n=100)
- Cameroon: n=130 (CL n=30)

SURVEY CONTENT



IGI Content

The diagram illustrates the IGI Content framework, centered around 18 categories arranged in a circular flow. The categories are:

- Demographics
- Business Profile by Company Leaders
- B2B Deep-Dives (Business Decision Maker Role & Value of Procurements, Business Outlook, ESG Policies, etc.)
- Media Usage
- Attitudes & Opinions
- HH Annual Expenditures (consumer products/services)
- Future Intent (lifestyle /consumer products)
- Advertising Engagement
- Finance
- Travel
- Technology
- Fashion/Shopping
- Automotive
- Home & Garden
- Lifestyle & Leisure
- Wellness & Food

Additional categories shown in the inner ring include:

- Frequency
- Influence
- Engagement
- Luxury Habit
- Early Adoption
- Preferences
- Brand Usage
- Wealth Measures
- HH Make-Up

DEMOGRAPHICS

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All Genders



Language of interview/
spoken at home



Lifestage



Age Groups and
Generations



Household (HH) Size/
Presence of Children



Main Income Earner



Race and Ethnicity*



Highest Level of
Education



HH & Personal Income

*where possible

EMPLOYMENT

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Company Leaders



C-Suite Title or
Functions



Areas of Responsibility
at Work



Business Decision
Makers



Occupation



Products/Services Involved
in Procurement. How
Involved & Expenditures.



Self-Employment



Principal Activity of
Organization



Responsibility at
Company

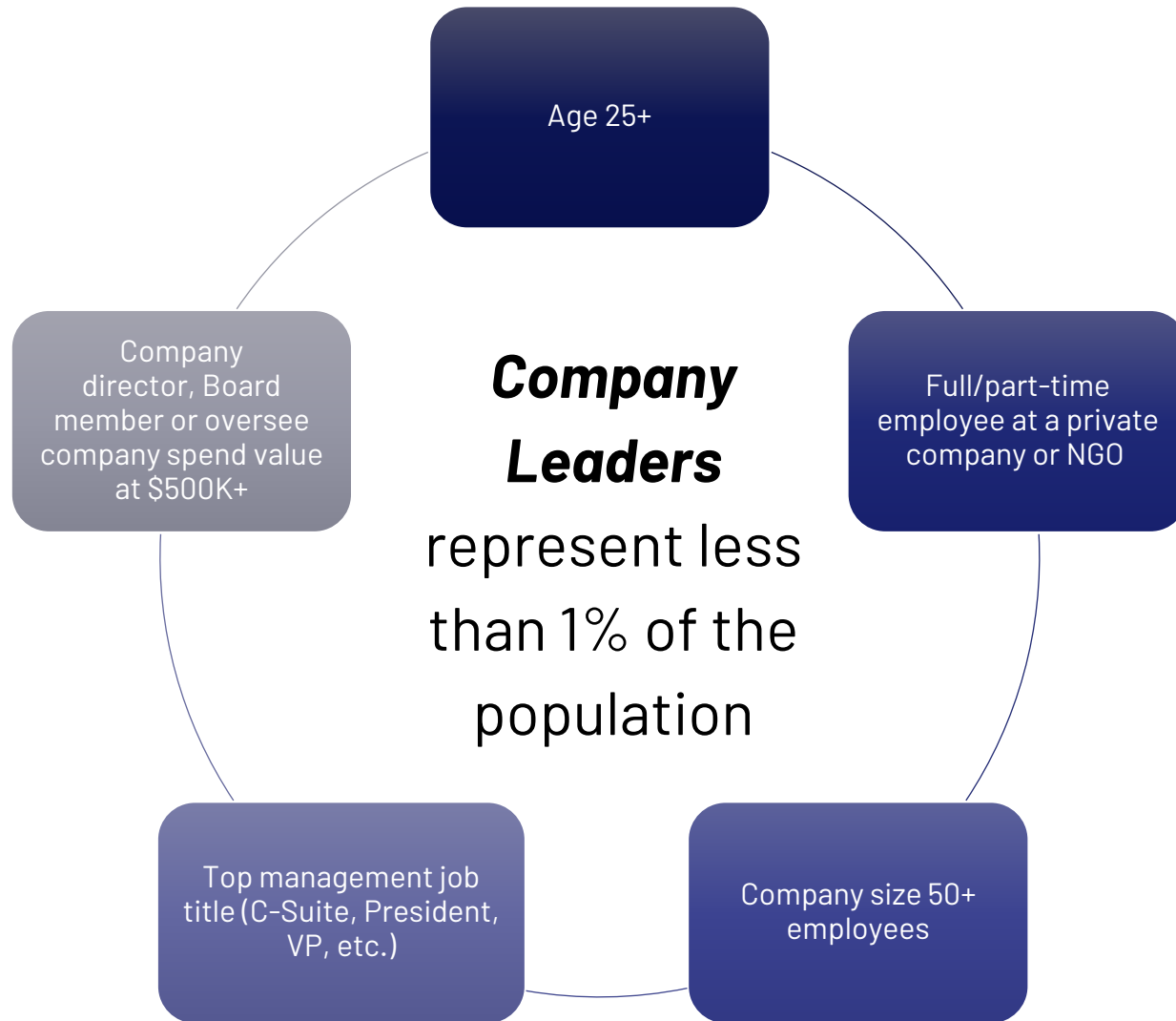


Job Title



of Employees at
Corporation

Who are *Company Leaders*?



COMPANY LEADERS QUESTIONNAIRE

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QUESTIONS ASKED AMONG COMPANY LEADERS

- # of years your company has been in business
- Funding of company by third-party investors in the past 12 months
- Attitudes on globalization, leadership, life/work environment, technology, sustainability, diversity, wellbeing and ESG at work
- Banks, Insurance, consultancy & software solutions used by company
- Biggest challenges for your company currently/in 5 years
- Main focus areas for your company currently/in 5 years
- Expected level of company's spending by department – next 12 months vs. last 12 months
- Expected change in company's revenue in the next 5 years
- Company's progress on Net Zero carbon strategy
- Importance of Environmental, Social and Governance (ESG) in multi-national companies
- ESG strategy implementation (by individual categories) and effectiveness
- Likelihood to invest in socially responsible, environmental or ethical investment
- Value of all real estate investments
- Plan to invest in residential/commercial real estate – next 12 months



FINANCE CONTENT

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14 Financial
attitudinal
statements



22
Types of investment &
financial products HH
owns



17
Types of financial
services HH used –
past 12 months

- HH financial decision maker status
- Level of risk taken in personal financial decisions – past 12 months
- Sources used for making personal financial decisions
- Total value of liquid assets in household
- Current value of principal residence
- Additional residence/property/real estate HH owns
- Number of residences HH owns in country of residence/abroad
- Types of collectibles owned as investments
- Most important factors for investing own money
- Optimism/Pessimism about personal financial situation going forward
- Expected level of spend on luxury, investments, travel, etc. – next 12 months
- Expected value of investment growth/decline – next 12 months
- Securities traded personally/in the workplace
- Types of credit/charge cards personally own/hold through company
- Types of payments in shops – past 30 days
- Usage of mobile wallet/payment app & types used – past 6 months
- Financial institutions used for banking needs

FASHION & SHOPPING CONTENT

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41 Fashion, shopping,
luxury attitudinal
statements



16 Purchase drivers
for luxury apparel &
accessories



10 Emotional responses/feelings about
luxury products/services

- Brands of men's/women's apparel, footwear & accessories personally own
- Brands of watches personally own
- Brands of jewellery personally own
- Highest price range of luxury products (by types) owned
- Highest price range of luxury products (by types) bought as a gift
- Images that come to mind when thinking of luxury
- Reasons for purchasing luxury items
- Sustainability/ethical consumer agreement for apparel, food/grocery, technology & utilities

TRAVEL CONTENT

GLOBAL
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23 Travel
attitudinal
statements

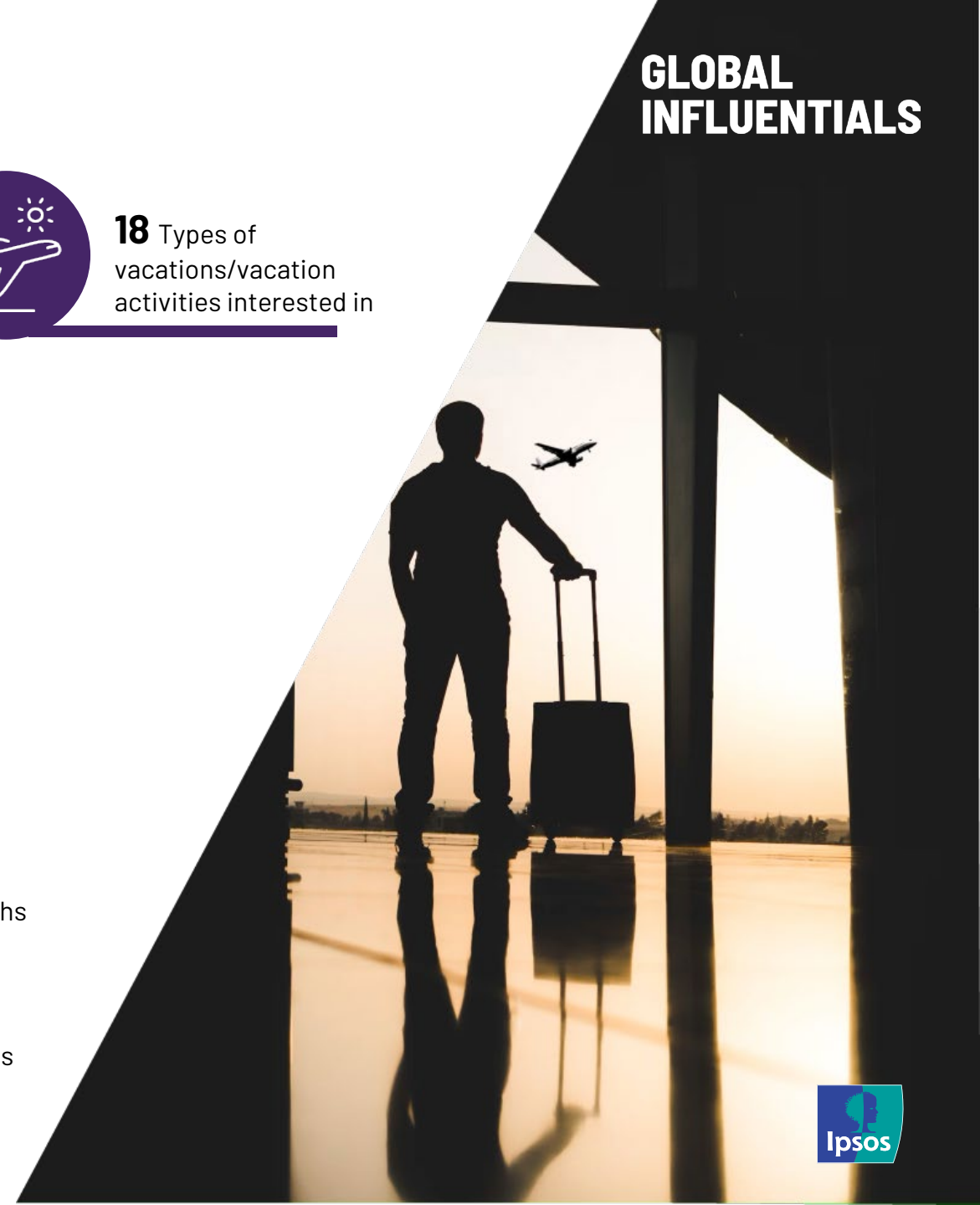


7 Travel Categories:
Amount spent - past 12
months



18 Types of
vacations/vacation
activities interested in

- Number of return trips by air for business/leisure - past 12 months
- # of return air trips/high-speed train trips for business or leisure
- Private aircraft usage & types of private aircraft services used - past 12 months
- Usual class of travel on domestic/international flights
- Types of products bought at airports or onboard planes in past 12 months
- Regions/countries visited/expected to visit for business/vacation - next 12 months
- Expected change in travel in next 12 months for business/leisure
- # of nights in accommodations for business/vacation - past 12
- Types of accommodation typically stayed for business/leisure
- Travel, pleasure or river cruises on commercial vessels personally taken - past 3 years
- Drivers/factors for booking flights/hotels for business travel
- Online platforms used to book accommodation/flights for business/leisure - past 12 months
- Airlines/airports/airport lounges used - past 12 months
- Hotels/resorts/rental properties stayed - past 12 months
- Car rental/car services/ride-sharing companies used for business/leisure - past 12 months
- Brands of luggage personally own



AUTOMOTIVE & VEHICLE CONTENT

GLOBAL
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5 Auto
attitudinal
statements



19 Purchase
drivers of last
vehicle purchased



17 types of
vehicles/fuel used
purchase intent -
next 12 months

- # of vehicles currently owned/leased
- Makes of vehicles HH owned/leased
- Types of vehicle currently owned/leased
- Types of fuel vehicles in HH have
- Amount spent on last vehicle purchased
- Makes of motorcycles HH owned/leased
- Type & length of powerboat or sailboat currently owned/leased
- Future intent on vehicle purchases (personally/HH) - next 12 months



TECHNOLOGY CONTENT

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6 technology
attitudinal
statements



23 Electronic
Devices: Amount
spent - past 12 months



33 Types of electronic
items HH owns/plan to
purchase

- Television reception/signal at home
- Features used on smart speaker/hub - past 30 days
- Device used to access the internet (at home/work/other place) - past 30 days
- Internet activities by device (computer, Smartphone, Tablet) - past 30 days
- Brands of computers or laptops own
- Brands of Smartphones/cell phones HH own
- Brands of tablets/eReaders HH own
- Types of apps regularly used on Smartphone/tablet or other app-enabled device
- Brands of camera or camera related products owned
- Brands of home electronics & home entertainment owned



LEISURE, WELLNESS/FOOD, ALCOHOLIC BEVERAGE CONTENT

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14 Lifestyle/leisure and wellness attitudinal statements



18 Personal care & wellness products: Amount spent - past 12 months



49 sports/exercise activities done - past 12 months

- Sports interested in or follow via media/attendance
- Sports fandom and how followed (by individual sports)
- Subjects/hobbies personally interested in
- Pets in HH
- Frequency of visiting/attending venues/events
- Brands of personal care products/fragrance personally used
- Highest price spent on personal care products/fragrance for self/gift - last 12 months
- Kinds of alcoholic beverages consumed in an average month
- Brands of beer/ale/lager consumed in an average month
- Brands of champagne/prosecco/sparkling wine consumed in an average month
- Brands of spirits and liqueurs consumed in an average month

MEDIA

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18 Media usage/
advertising attitudinal
statements



48 Types of video
content watched –
past 7 days



28 Social media
activities done

- First source of information for genres consumed by media platforms
- Favorite types of TV programs
- TV programs watched to relax
- Search engines used/used most often – past 30 days
- Generative AI/chatbot usage – past 30 days
- Time spent on social media – average week
- Best explanation for “liking” a brand/product on social media
- Sources of information used before purchasing consumer products/services
- Importance of attributes when choosing access general/business news



OTHER GENERAL INFO

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- 11 Societal, economic and environmental attitudinal statements
- Concerns about impact of climate change
- Likelihood of own country/world to reduce climate change– next 10 years
- Adoption cycle for new products & services (by individual consumer categories)
- Influential scale (people seek your advice) by consumer categories
- Responsibilities at work, additional business activities, additional chief officer roles
- Industry sector business belongs to
- Value of products/services involved in procurement at business

Benefits Summary

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MORE INSIGHTS WITH GREATER FREQUENCY

Synchronized Releases

- Global
- Databases release 2x per year across entire footprint including B2B

Deeper Insights

- Longer interviews
- More psychographic & lifestyle follow-ups
- More refined audiences

CONSISTENCY WITH HIGH QUALITY

Harmonized Questionnaire

- The same media metrics
- Same methodology
- Aligned questionnaire

Trusted Currency

- Ipsos stability and credibility is at the core of our offer

Improved Coverage

- More countries in key markets (Canada, Mexico, Brazil, Japan)

TOTAL UNDERSTANDING

Unified Lens

- Influential Business and Consumer segments contained within one database

Integrated Team & Processes

- Harmonized global support team across products and markets
- Expanded client service

New Recontact Capability

- Expanded database recontact reach across global product

ADDITIONAL VALUE

R&F Expansion

- New R&F daypart questions added across markets

Expanded Brand Marketing

- Webinars
- Whitepapers
- Barometer studies
- Infographics
- Much more!

New Data Capabilities

- Ability to fuse with client proprietary data
- IpsosFacto GenAI platform

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IGI USA ONLY CONTENT



HOME AND GARDEN CONTENT

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- 11 home & garden attitudinal statements
- Types of Smart Home devices own
- Home related professionals used in the past 12 months
- Amount spent on home & garden items in the past 12 months
- Brands of home & garden goods in HH:
 - China, crystal and silver
 - Windows, skylights and doors
 - Mattresses
 - Flooring, rugs, carpets, tile and stone
 - Furniture
 - Kitchen and bath fixtures, faucets and furnishings
- Amount spent on home & garden items in the past 12 months
- Home & garden purchase or redecoration/remodel intent in the next 12 months (personally/HH)



FINANCE CONTENT

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- 9 additional financial attitudinal statements (23 in total)
- Average monthly credit card charges by each brand of credit cards
- Financial issuer of credit cards personally own
- Primary credit card own (by financial issuer)
- How typically pay credit card in a month
- Banking method preference (in-person, digitally)
- Value of each financial account HH owns
- Total value of all financial accounts HH owns (liquid assets)
- Financial institution (financial brands) used primarily/have account for:
 - Banking
 - Full-service brokerage/investment accounts
 - Online or full-service brokerage/investment accounts
 - Mutual fund accounts
 - Homeowner's/ renter's insurance
 - Life insurance
 - Auto insurance
- Amount spent in the past 12 months on types of insurance and education expenses
- HH has college savings plan
- HH has a managed account
- Total amount still owed on any mortgages/home equity loans/ lines on principal residence
- Waterfront properties ownership
- Value of additional real estate properties own (non-principal residence)
- Face value of life insurance, other than group life insurance, carried by household
- Types of retirement accounts HH currently has
- Value of total retirement accounts HH currently has

FASHION & SHOPPING CONTENT

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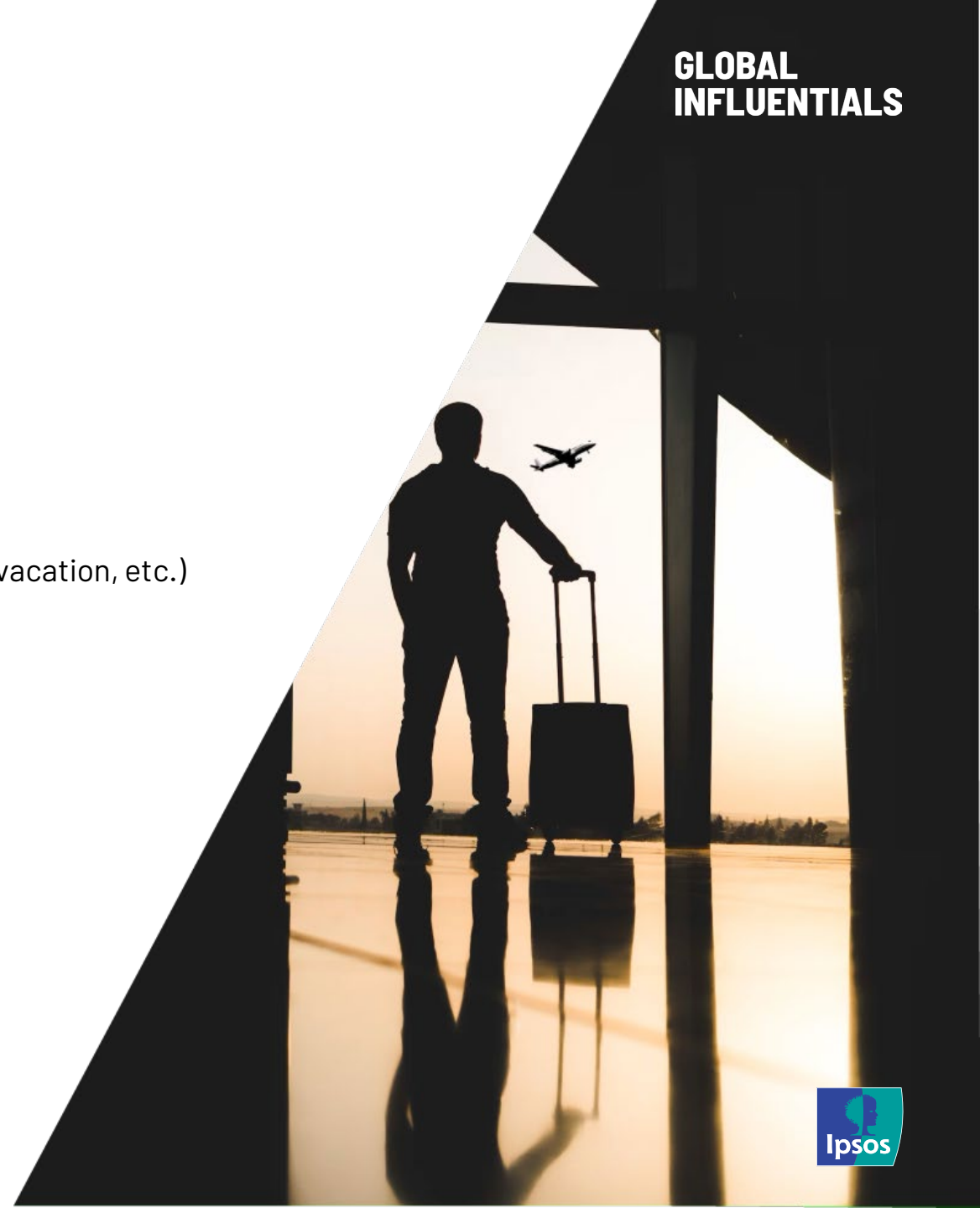
- 14 additional products and shopping attitudinal statements
- 3 additional fashion and style attitudinal statements
- Amount spent in the past 12 months on:
 - Fine watches, other watches
 - Fine jewellery, other jewellery
 - Women's apparel
 - Men's apparel
 - Children's apparel
- Stores shopped in the past 12 months
- Amazon Prime subscription and services used



TRAVEL CONTENT

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- 12 additional travel attitudinal statements (35 in total)
- Activities while on trip
- Regions & States visited for vacation/personal or business reasons
- Travel intent in the next 12 months (personally/HH):
 - Take a cruise
 - Domestic trip/vacation
 - International trip/vacation
- Types of travel trips intend to do in next 12 months (i.e. Alaskan cruise, beach vacation, etc.)
- Travel or pleasure cruise lines personally used in the past 3 years
- River cruise lines used in the past 3 years
- Frequent travel programs personally belong to



AUTOMOTIVE & VEHICLE CONTENT

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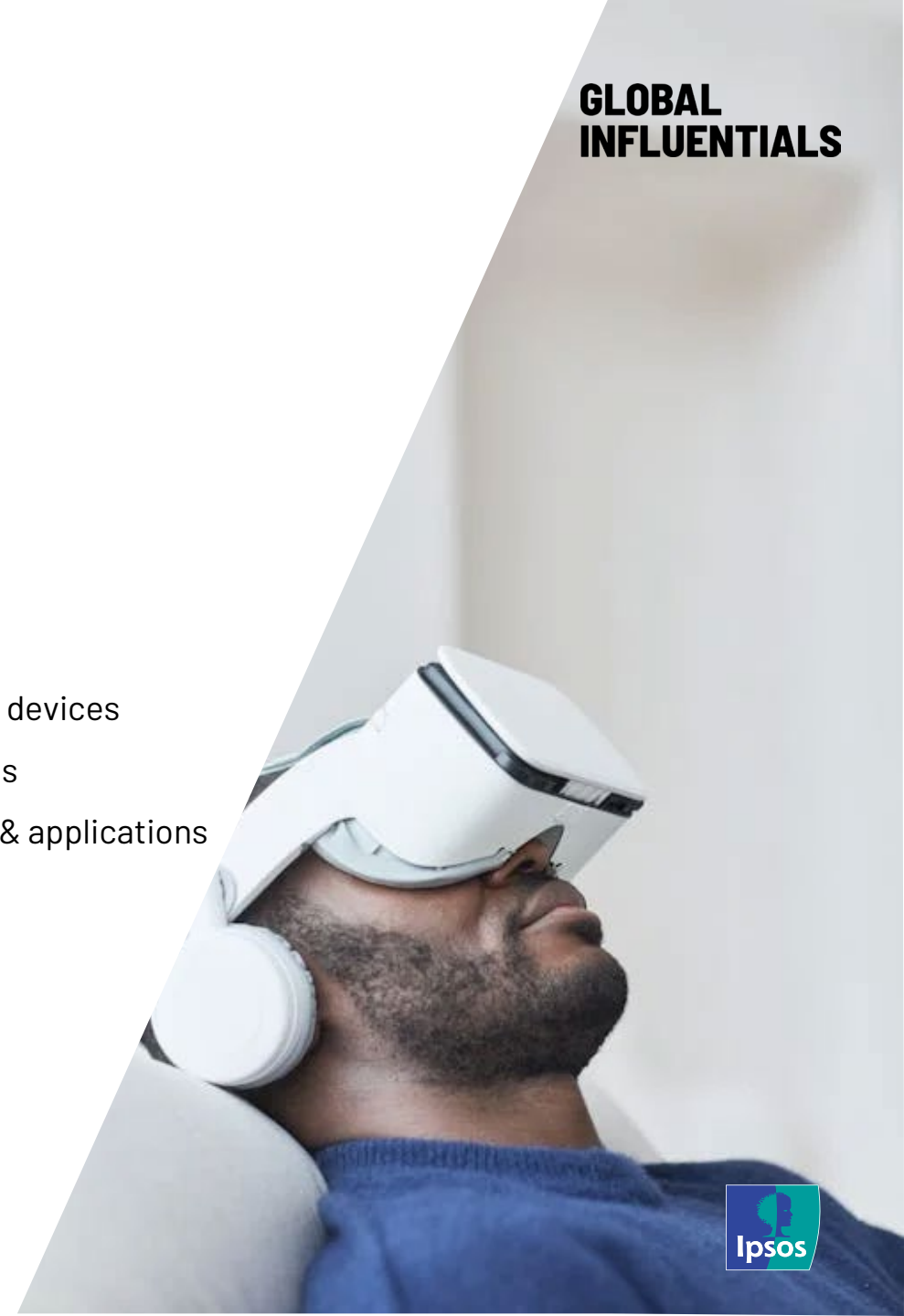
- 4 additional automotive/vehicle attitudinal statements (9 in total)
- Amount HH spent in the past 12 months on vehicles, motorcycles, boats and aircraft
- Ways purchased vehicles, motorcycles, boats and aircrafts (i.e. online, dealership, etc.)
- Make and model of each vehicle in HH
- Vehicle was bought new, certified pre-owned, used or leased
- Vehicle brands HH will consider to purchase or lease in the next 12 months?



TECHNOLOGY CONTENT

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- 2 additional technology attitudinal statements (8 in total)
- Number of working televisions in HH
- HH status changed in the past 12 months:
 - TV service
 - Internet service
 - Streaming video subscription service
- HH electronic brands own for:
 - TVs
 - Home theater/home entertainment systems
 - Video game consoles/handheld systems
 - VR headsets
 - Digital media streaming/ receiver devices
 - Smart speakers/ smart home hubs
 - Computer accessories, software & applications
- Primary wireless service provider/ operator personally use
- Electronic brands HH owns (any device)



LEISURE, WELLNESS/FOOD, ALCOHOLIC BEVERAGE CONTENT

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- 7 additional lifestyle & leisure, 4 additional health & wellness attitudinal statements
- 17 food and alcoholic beverage attitudinal statements
- Sports/exercise activities personally participated in past 12 months
- Leisure and entertainment activities personally participated in past 12 months
- Types/genres of video games personally played
- Hours spent playing video games in the past 7 days on a:
 - Video game console or handheld gaming device
 - VR device
 - Computer (laptop or desktop)
 - Smartphone or tablet
- Number of times entertained guests (in home or outside of home) in the past 12 months
- Types of festivals events attended in the past 12 months
- Amount spent on leisure activities and sporting equipment in the past 12 months
- Festivals/events/shows intend to attend (personally/HH) in the next 12 months
- Sporting equipment intend to purchase (personally/HH) in the next 12 months
- Amount typically spent on a white/red wine
- Presence of wine cellar or wine refrigerator in HH
- Purchase of liquor or wine by the case in the past 12 months
- Amount spent on dining and food purchases in the past 12 months
- Delivery services used in the past 6 months



MEDIA

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- 7 additional media usage attitudinal statements
- 10 video viewing/streaming attitudinal statements
- 20 social media usage attitudinal statements
- Types of video content watched by device (TV, computer, Smartphone, tablet)
- Locations seen/heard advertising in the past 30 days/6 months
- Interest in advertising seen/heard by locations



OTHER GENERAL INFO

- 4 additional society, economy and environment attitudinal statements (11 total)
- Public activities personally engaged in the past 12 months (i.e. Took an active role in an environmental cause, Attended a rally/protest, etc.)
- Amount spend on donations (cash, stocks/securities, non-cash) in the past 12 months
- Types of charitable organizations contributed to in the past 12 months?
- Organizations belong to (i.e. Body of local government, AARP, environmental organizations, etc.)
- Private clubs HH belongs to (i.e. Country/golf clubs, Airline club lounge, etc.)

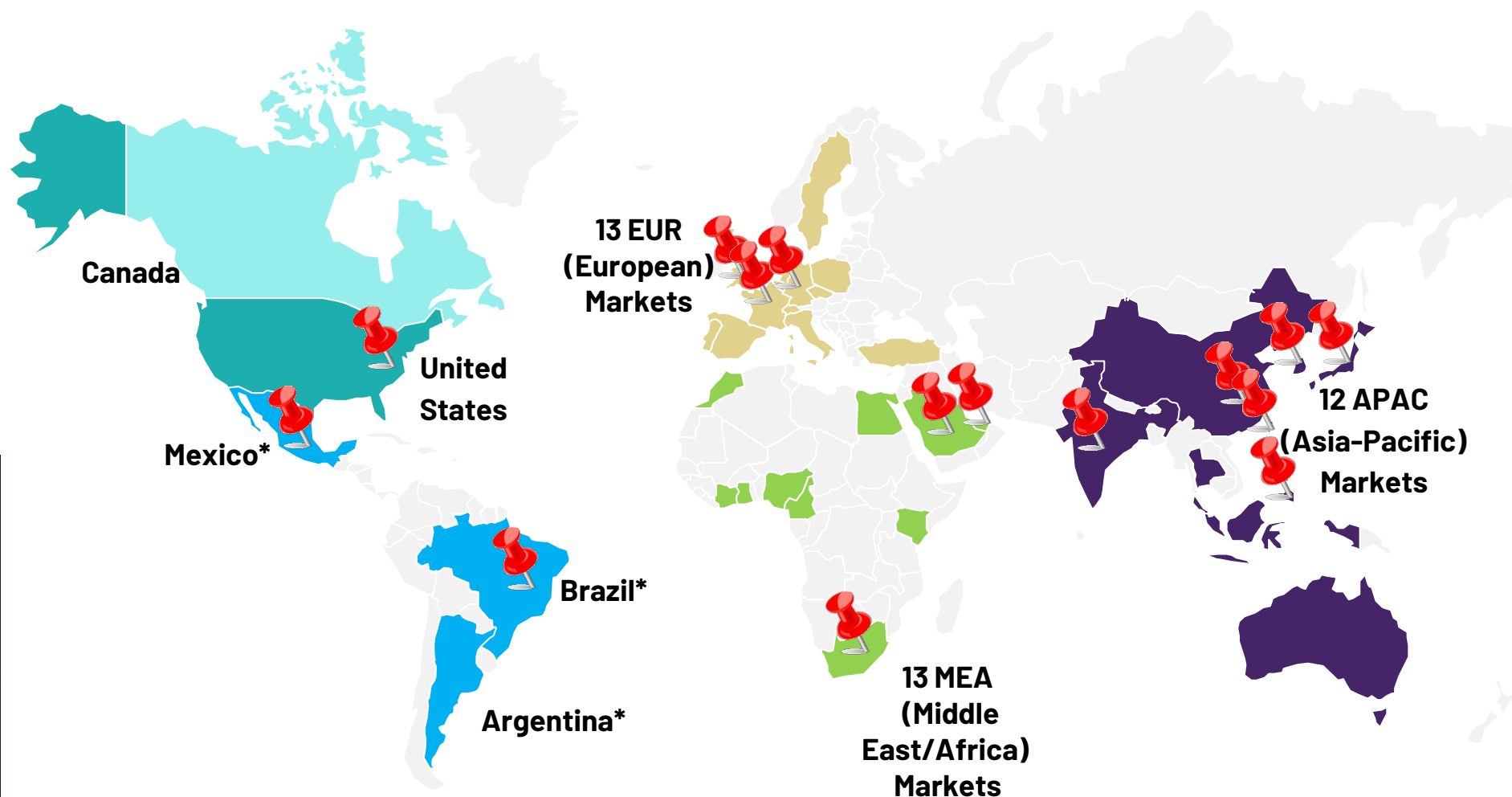
GLOBAL BAROMETERS



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Starting in Q2 2024 Ipsos launched the Global Barometers, and by the end of the year will have been fielded in 15 Markets

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*2025 release

2024 Global Barometer Topics

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Artificial Intelligence



Luxury



Media Habits



Travel



2025 Business
Outlook



ESG

2025 Global Barometer Topics

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Artificial Intelligence



Financial Outlook



General 2025 Outlook



Travel



Sports



Mid-Year Outlook



Health and Wellness



Luxury



2026 Business Outlook



Gaming

For any questions on Barometers, please contact [Jesse Peretz](#).

THANK YOU!

Questions? Please contact us
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