

Unlock Key Insights with Ipsos Global Influentials

A single global database study to track and understand what drives **company leaders** and **influential consumers**



Understand the motivations of **company leaders** and **influential consumers** with **Ipsos Global Influentials**. Access unparalleled insights from the best-in-class survey of global leaders, big spenders, and trendsetters. These top influencers represent adults in households in the top 20% of income and drive markets with their decisions, behaviours and lifestyles.

Influential Reach



Adults in households in the **top 20% of income**

Global Coverage



43 markets globally including Europe, North America, LATAM, MEA and APAC

Extensive Sample Size



90K+ influentials (including **16K company leaders**) surveyed

Continuous Tracking

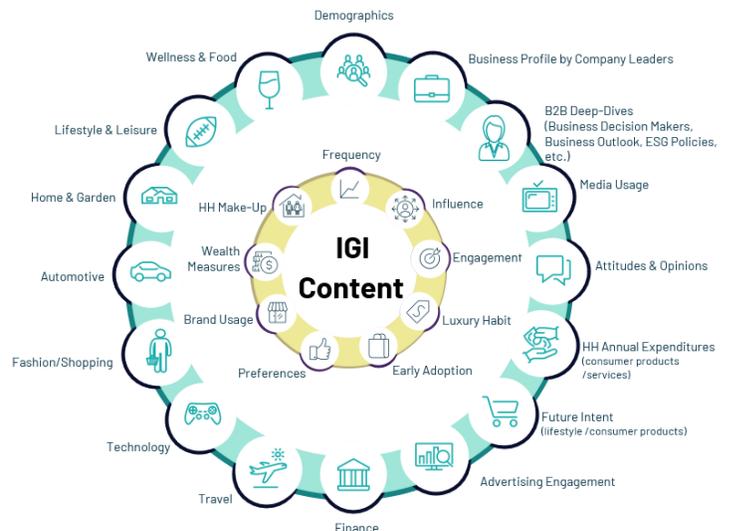


Year-round continuous tracking for rich and **actionable insights**

Benefits & Usage

- 800 Media brands measured
- More than 1500 product brands measured
- Market Sizing
- Segmentation
- Profiling / A & U
- Brand Positioning
- Content/Ad Development
- New Recontact Capability
- Media Planning
- Digital Audience Activation

Actionable Insights



For more information, send your enquiry to: igi@ipsos.com or contact one of our experts

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GLOBAL INFLUENTIALS

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Two distinct segments in one unified global study:
Company Leaders & Influential Consumers

**1 Business Segment:
Company Leaders**
Key audience for **B2B** marketers

**2 Consumer Segment:
Global Influentials**
Key audience for **B2C** marketers

A very small and hard to reach audience - they are in control of the biggest corporate budgets globally.



Board-Level Executives



<1% of the global population

Firmographics

- Business role and attitudes
- Company's revenue and spending
- Company's usage of financial institutions, consultants, IT, etc.
- Company's ESG implementation
- Company's investors
- Company's focus and challenges

Adults in households in the top 20% of income, they hold a significant share of disposable income and spend.



Media Usage



Demography and Wealth Measures



Attitudes, Spend and Life Events

Category Deep-Dives

- Finance
- Travel
- Technology
- Fashion/Shopping
- Automotive
- Home & Garden
- Lifestyle/Leisure
- Wellness & Food

Track | Understand | Connect

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