

# IPSOS GLOBAL INFLUENTIALS

Understand the people  
shaping tomorrow



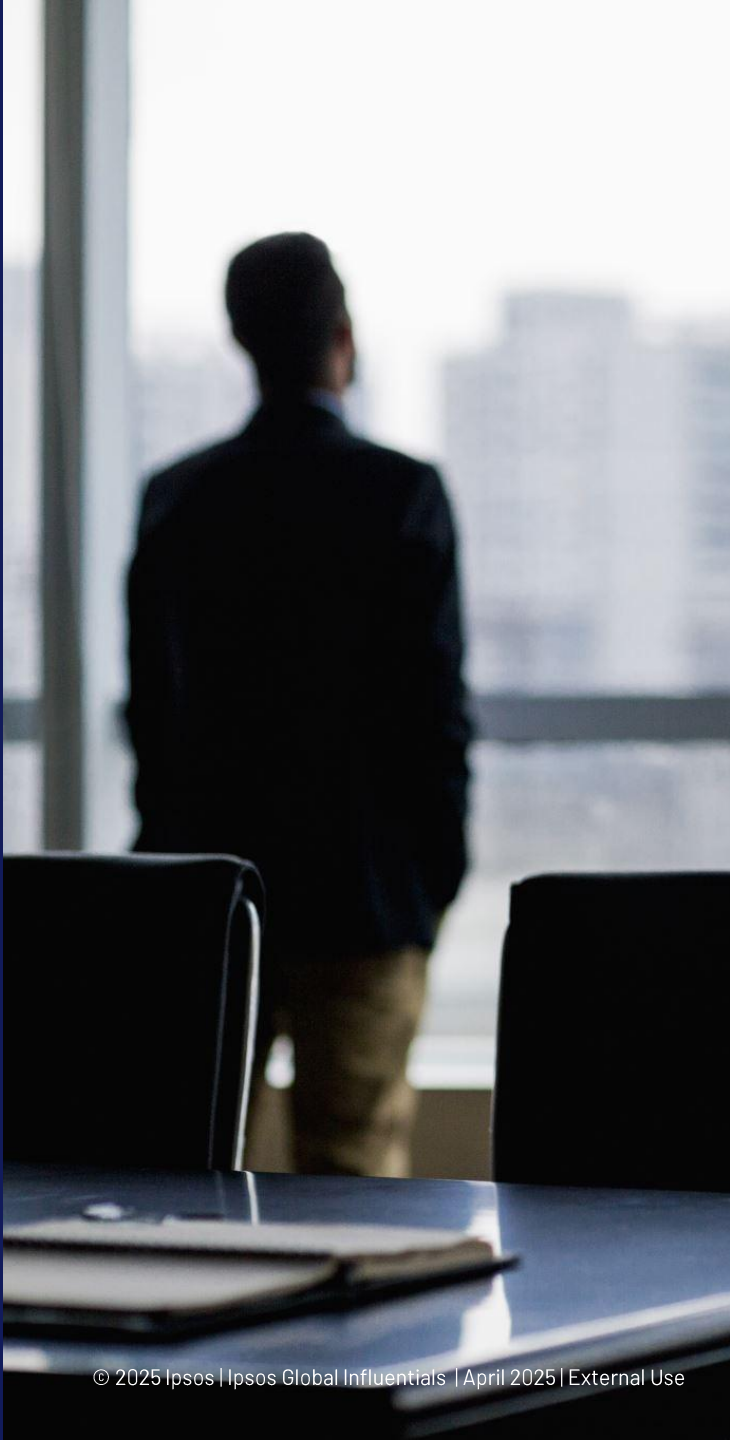
# Introducing Ipsos Global Influencers

**GLOBAL  
INFLUENTIALS**

Ipsos Global Influentials (IGI) is a global study designed to monitor the consumption and lifestyles of those with higher wealth, influence, and power.

Survey targets adults in households in the top 20% of income earners and company leaders in 40 markets across the world.

IGI also tracks media usage, wealth, business decisions, attitudes and spending habits across product categories.



# Unlock insights into the consumption and lifestyle habits influential individuals and company leaders

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## EXPERIENCE

- Ipsos has been tracking lifestyles, media and spending habits of high-income earners for more than 48 years



## PLATFORM

- Online survey with extensive re-contact capabilities



## TIMELY

- Continuously fielded 24/7 x 365 days
- Future releases will be bi-annual (H1 and H2)
- Deep dive barometers



## GLOBAL

- Coverage across 40 markets (Latin America coming soon)
- 90,000 interviews globally

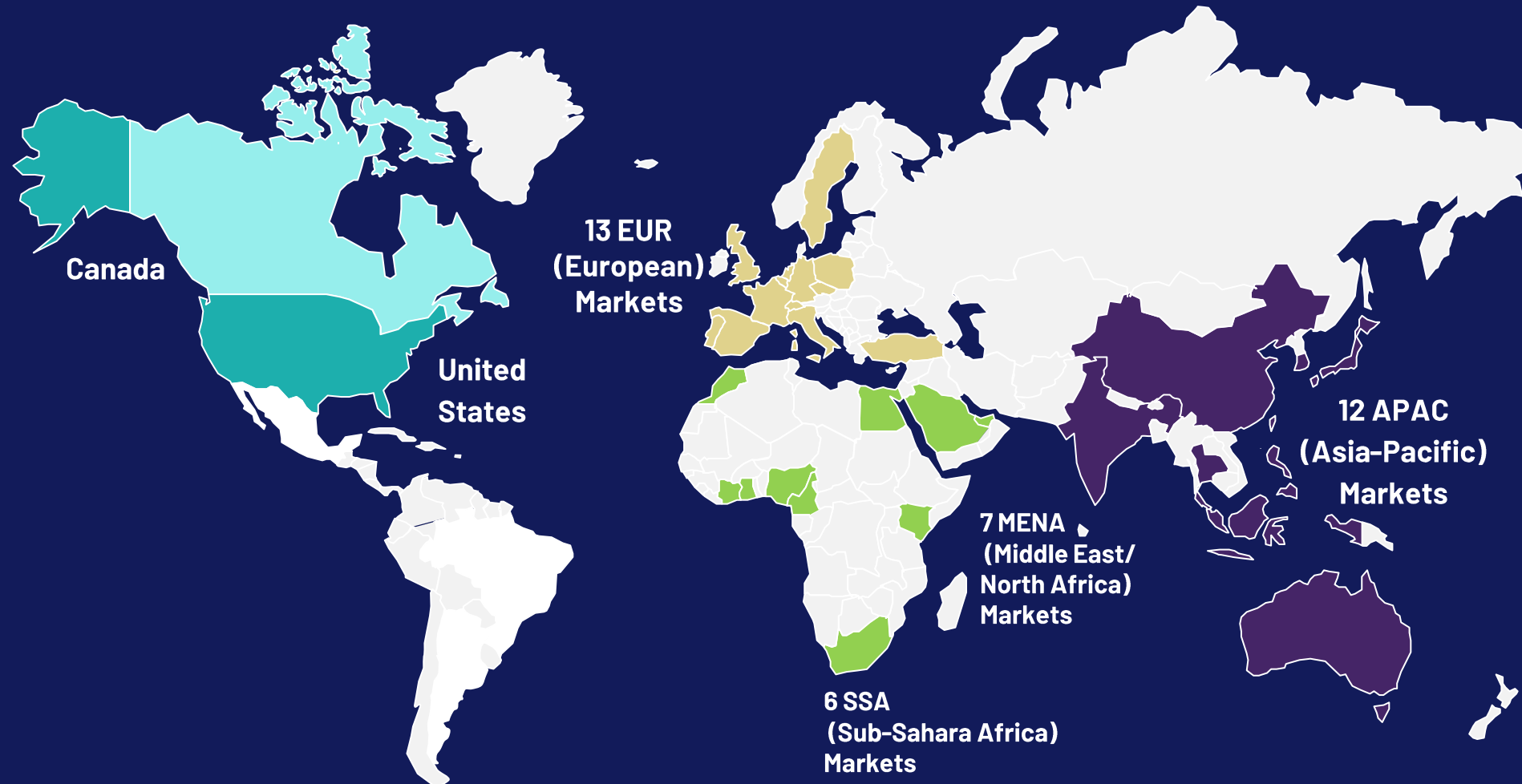


# Global Influentials represent 272.3 million adults

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## By Regions:

- APAC: 87.6m
- USA: 79.3m
- EUR: 77.4m
- SSA: 10.9m
- MENA: 10.8m
- Canada: 6.4m



IGI covers Australia, Bahrain, Belgium, Cameroon, Canada, China, Côte d'Ivoire, Czech Republic, Egypt, France, Germany, Ghana, Great Britain, Hong Kong, India, Indonesia, Italy, Japan, Kenya, Kuwait, Malaysia, Morocco, Netherlands, Nigeria, Philippines, Poland, Portugal, Qatar, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United States.

# MEDIA CONSUMPTION



# Influentials consume media in a variety of ways. Digital and mobile consumption takes up a large portion of their day.

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Average minutes per day\*:

**82 Minutes**

Visiting websites on  
a mobile device

**79 Minutes**

Using social media

**53 Minutes**

Watching video  
on a non-TV set

**78 Minutes**

Visiting websites  
on a computer

**50 Minutes**

Streaming  
audio/radio

**31 Minutes**

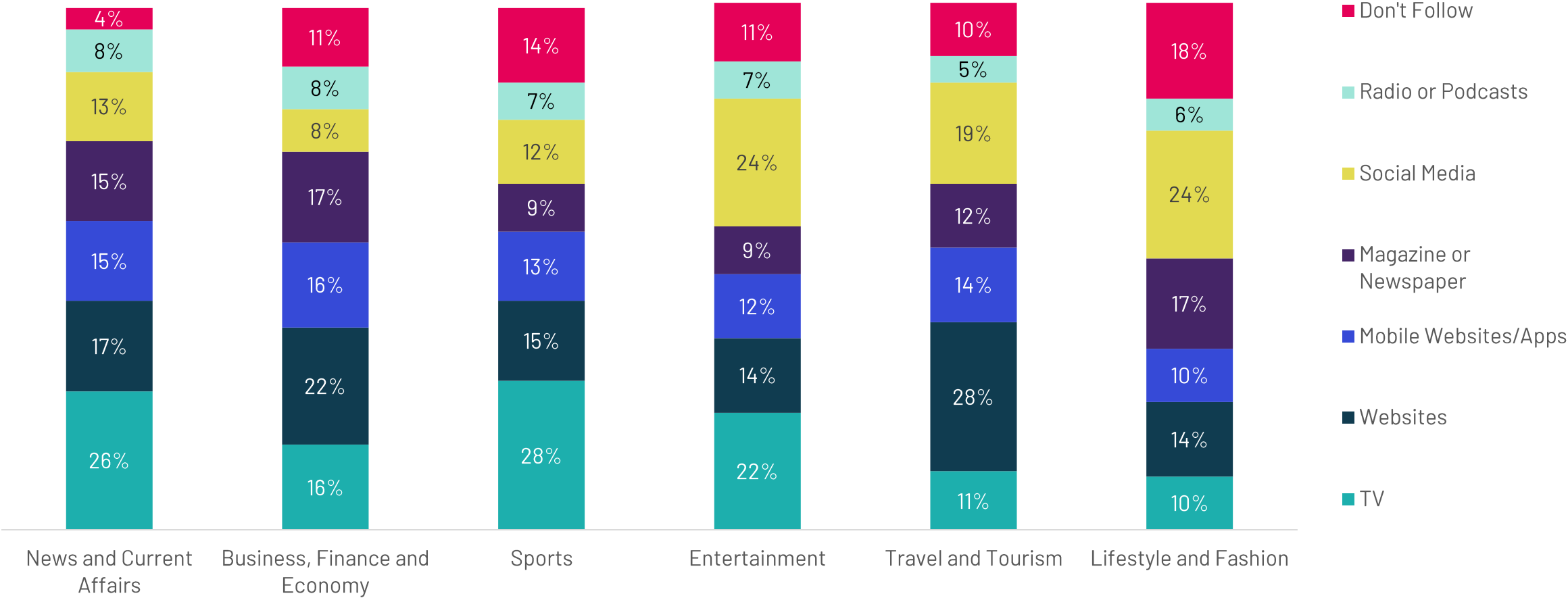
Listening to  
podcasts

\* Influentials may be doing several things at once, such as using social media and visiting websites on a mobile device, so there may be overlap in time spent.

# TV remains the top source for information on news, sport and entertainment. Websites are a key source for business/finance and travel. Influentials turn to social media to stay up-to-date with lifestyle and fashion.

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First Source of Information Influentials Turns to:



# FOCUS ON TRAVEL CONSUMPTION



## Global Influentials are **Frequent Travellers**

|            |   |
|------------|---|
| <b>83%</b> | <i>"I enjoy going to new travel destinations"</i>                                     |
| <b>74%</b> | Travelled by air in the past 12 months  |
| <b>68%</b> | <i>"I'd rather spend money on a fantastic trip than an expensive car"</i>             |
| <b>47%</b> | Expects to spend more on personal travel in the next 12 months vs. previous 12 months |
| <b>41%</b> | Have taken a cruise in the past 3 years   |
| <b>5.2</b> | Avg. # of domestic vacations - past 12 months   |
| <b>3.4</b> | Avg. # of international vacations - past 12 months                                    |

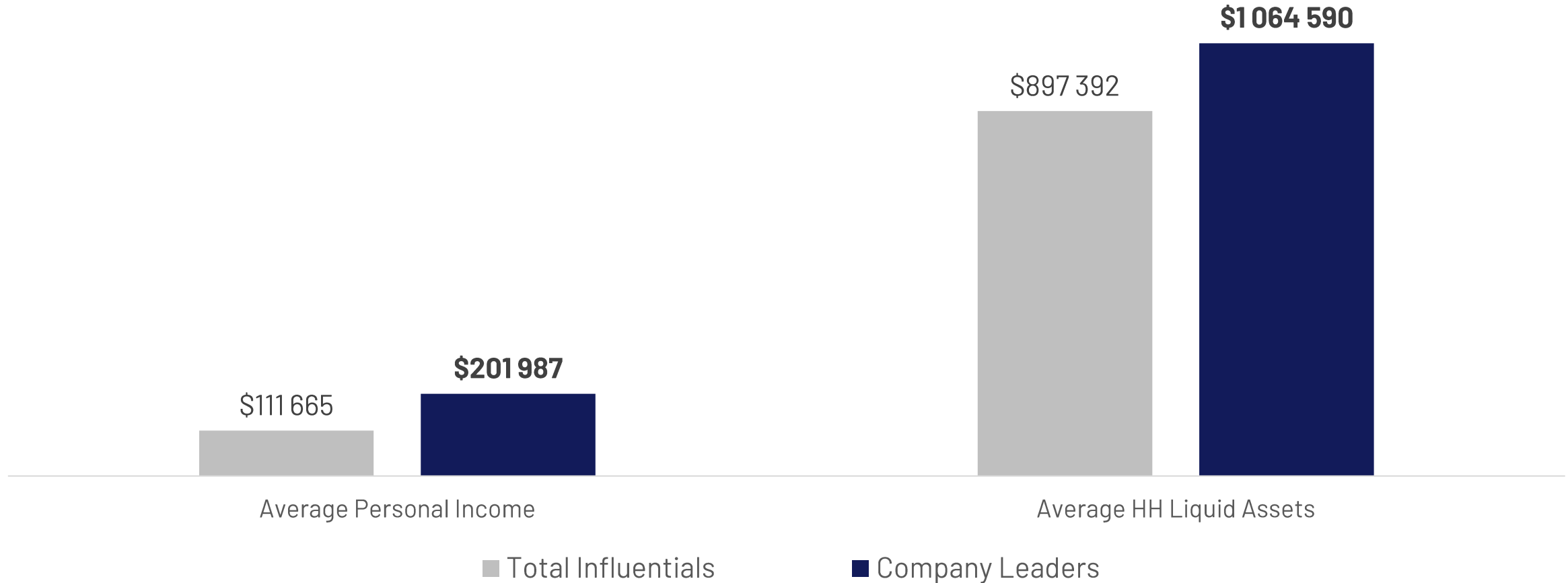
## and **Luxury Travellers**

|                 |   |
|-----------------|---|
| <b>\$18,742</b> | Average annual spend on travel (USD)                                      |
| <b>76%</b>      | <i>"When travelling, comfort and services are worth paying extra for"</i> |
| <b>44%</b>      | Used airport/airline lounge in the past 12 months                         |
| <b>39%</b>      | Typically stay at 4-/5-star hotels when travelling                        |
| <b>28%</b>      | Typically fly first/business class when travelling                        |

# COMPANY LEADERS

**Company Leaders have excess wealth – on average, almost twice the salary of Influentials and also hold more value in personal investments and assets.**

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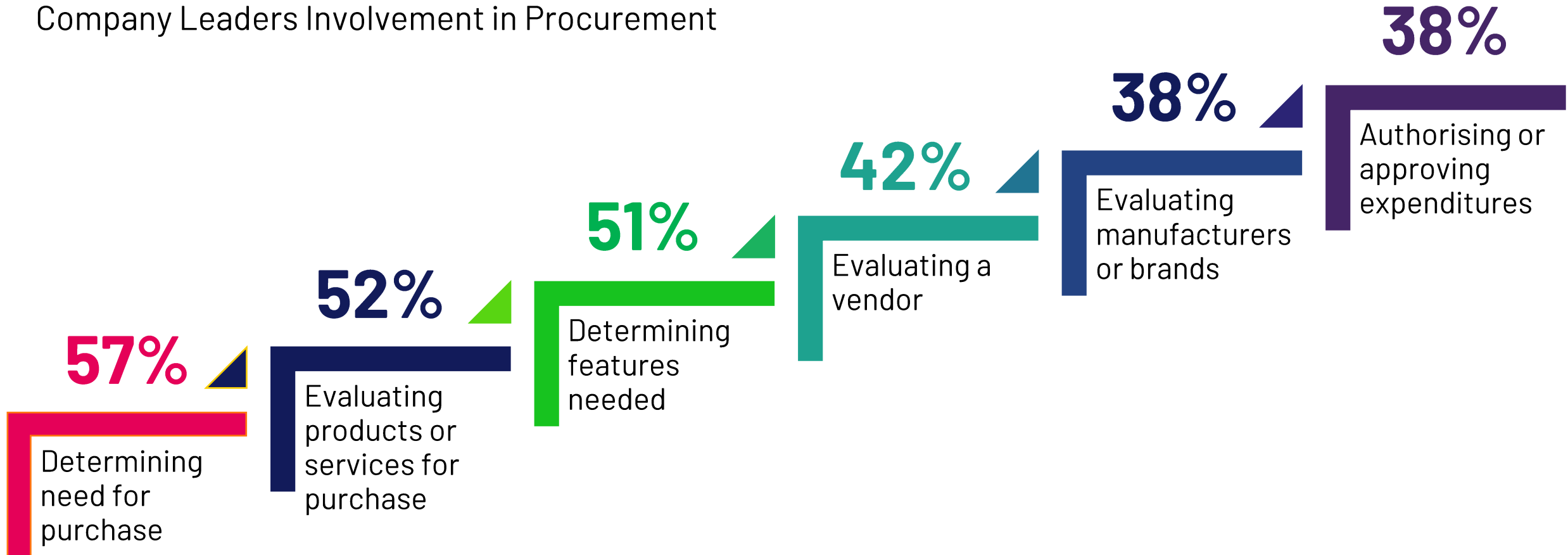




# Company Leaders are very involved in the procurement process in their company

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Company Leaders Involvement in Procurement



**On average, Company Leaders are involved in more than \$3 million of procurement over the course of their work.**

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**\$26.7 Trillion**

Total Procurement involved in  
over the course of their work

**\$3.35 Million**

Average value of procurement  
involved in per Company Leader

Some of the current challenges faced by company leaders include cyber security and inflation. They worry about keeping up with the ever-changing technological advances.





# THANK YOU

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