



PRESS RELEASE

Ipsos launches the Ipsos Global Influentials survey

Unlocking insights into the consumption and lifestyle habits of influential individuals and company leaders.

Paris, 14th April 2025 - [Ipsos](#), one of the world's leading market research companies, announces the launch of its survey "Ipsos Global Influentials" (IGI), for businesses and media looking to understand the motivations and desires of decision-makers, big spenders and trendsetters.

Targeting adults in households in the top 20% of income earners and company leaders across 40 diverse markets, IGI monitors media usage, wealth, business strategies, personal expenditure, and preferences across product categories.

Daniel Wong-Chi-Man, Global Service Line Leader, Audience Measurement at Ipsos commented: *"IGIs' continuous tracking makes it possible to grasp and react to the moments that matter. From understanding life changes to emerging global trends, IGI provides clients with comprehensive data, enabling them to align their strategies with the evolving needs and preferences of hard-to-reach audiences."*

IGI reveals that the Influentials cohort has a combined annual household income of USD 22.9 trillion, which exceeds the GDP of the world's second largest economy, China (World Bank's World Development Indicators as of December 2024).

With 90,000 individuals surveyed across APAC, Europe, North America, the Middle East, and Africa, IGI will extend its reach to include Latin America by the second half of 2025. This broad geographical coverage empowers advertisers and media agencies to tailor global marketing strategies based on consistent, reliable data and facilitates targeted analyses of specific demographic groups.

Technical Note

Fieldwork for IGI is continuous, conducted year-round.

IGI measures how Global Influentials consume various product categories, covering over 2,000 brands (excluding media brands) across 49 categories. This comprehensive measurement includes 169 business-to-business brands asked of Company Leaders only.

It 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.

Among the 90,000 individuals surveyed, 16,000 are company leaders.



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ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people. Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees.

Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques. "Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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