PRESS RELEASE

80% of Global Influentials consistently influence buying decisions

Ipsos launches the 2025 Ipsos Global Influentials (IGI) survey to unlock insights into the wealthiest consumers and company leaders

New York, NY, November 13, 2025 — Ipsos, one of the world's leading market research companies, has announced the launch of its 2025 Ipsos Global Influentials (IGI) survey which provides media owners, media agencies, and brands with the most comprehensive look yet at the cross-media consumption, brand preferences, and attitudes of the top 20% of household incomes and company leaders.

This group represents the "early adopters driving market trends." The continuous, year-round study includes over 140,000 interviews, covering 1,500 products and 800 media brands, and maps the behaviors of those who disproportionately shape public opinion and purchasing decisions.

Portrait of the Global Influentials: The Audience That Drives the Market

The new wave of IGI reveals an audience that is disproportionately powerful in shaping market trends. These individuals aren't just consumers; they are **market multipliers**.

- **They are Trendsetters:** 68% of Global Influentials are **early adopters** of new products, and 47% like to stand out from others.
- **They are Influencers:** 80% actively **influence the decisions of others** across 20 different product and service categories.
- **They are Bold and Global:** This group is forward-thinking, with 58% considering themselves "global citizens" and 47% identifying as **risk-takers**.
- **They are Resilient and Optimistic:** In a time of economic uncertainty, Global Influentials are ready to spend. Almost 8 in 10 report their family finances are as good as or better than the previous year, with optimism climbing to nearly 90% among company leaders.

Unlocking New Markets and Deeper Customization

The 2025 IGI study has significantly expanded to provide a richer, more actionable dataset for media planning and brand strategy:

- **Latin American Expansion**: The survey now includes comprehensive data from **Argentina, Brazil, and Mexico**, bringing the total markets covered to 43.
- **Dynamic Customization**: Enhanced recontact survey options allow clients to integrate their own custom questions and analyze responses against IGI's vast existing datasets.
- **Sector-Specific Intelligence:** New barometers offer deep-dive insights into high-growth sectors, including **finance and AI.**

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Daniel Wong-Chi-Man, Global Service Line Leader, Audience Measurement at Ipsos commented: "In today's fragmented media landscape, the IGI survey is the definitive guide to reaching influential audiences. For brands, it connects them with their most valuable customers; for media agencies, it enables precise cross-media planning; and for media owners, it proves audience value and secures premium advertising revenue. "

For further details and inquiries, please reach out to the key Ipsos contacts below:

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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).

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