

IPSOS GLOBAL INFLUENTIALS

Understand the people
shaping tomorrow



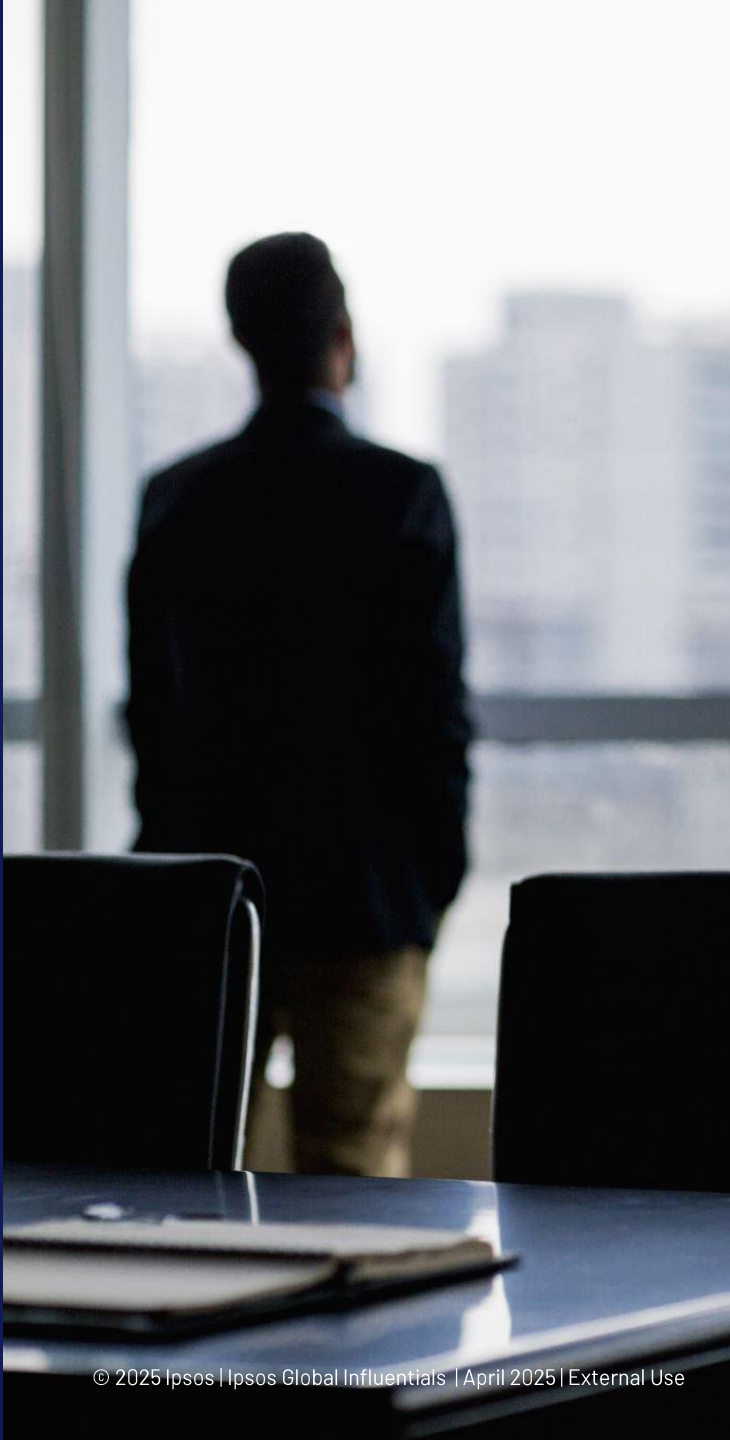
Introducing Ipsos Global Influencers

**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

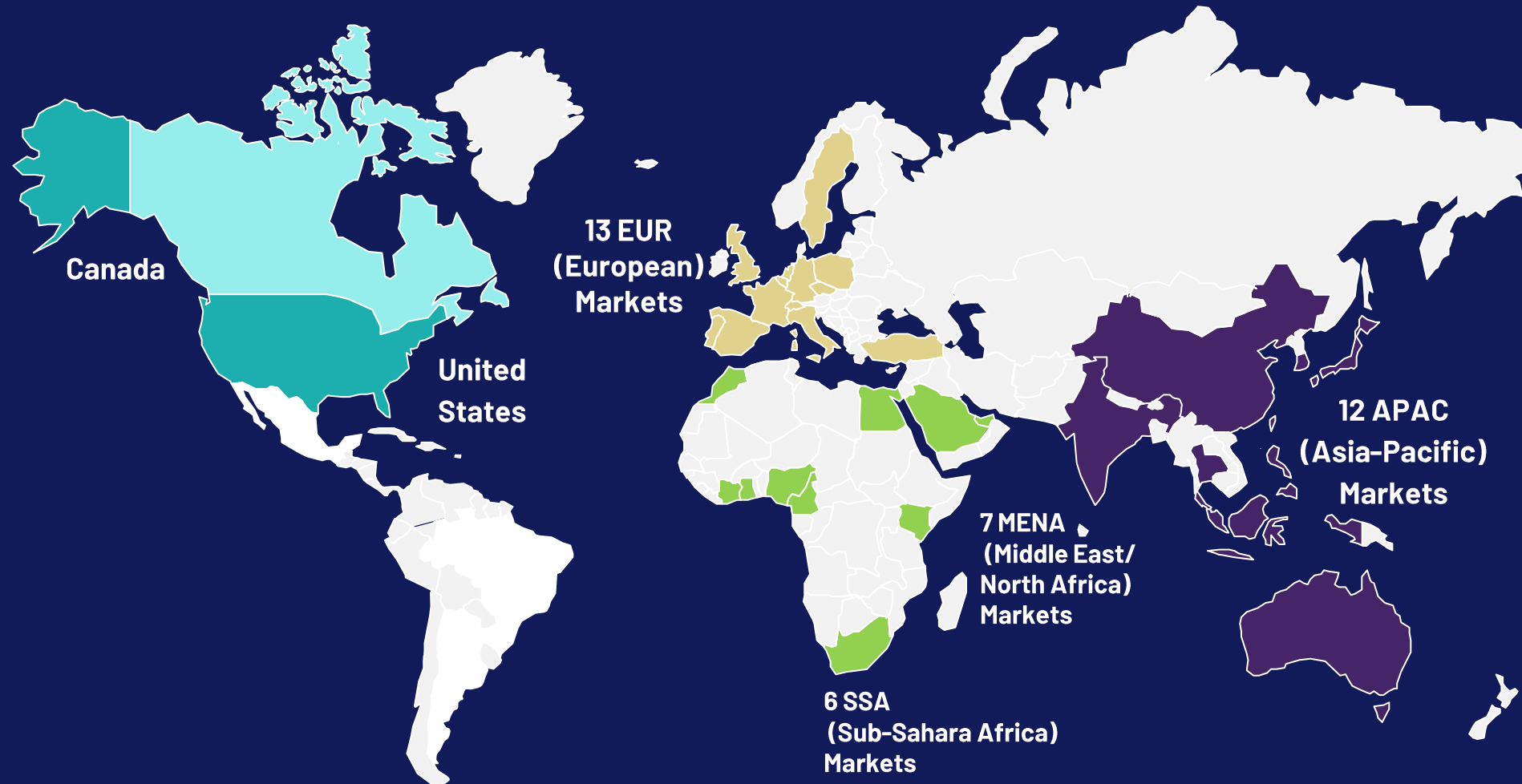
- Coverage across 40 markets (Latin America coming soon)
- 90,000 interviews globally

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

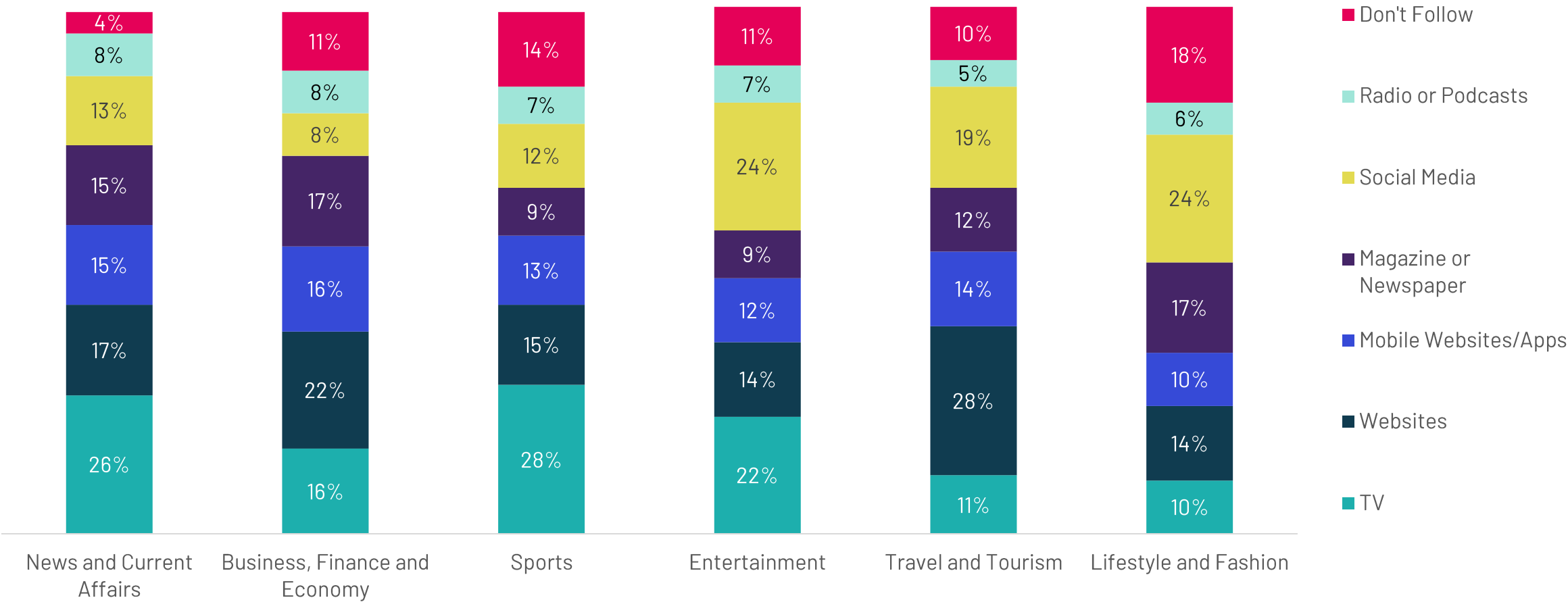
Listening to
podcasts

* 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**

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

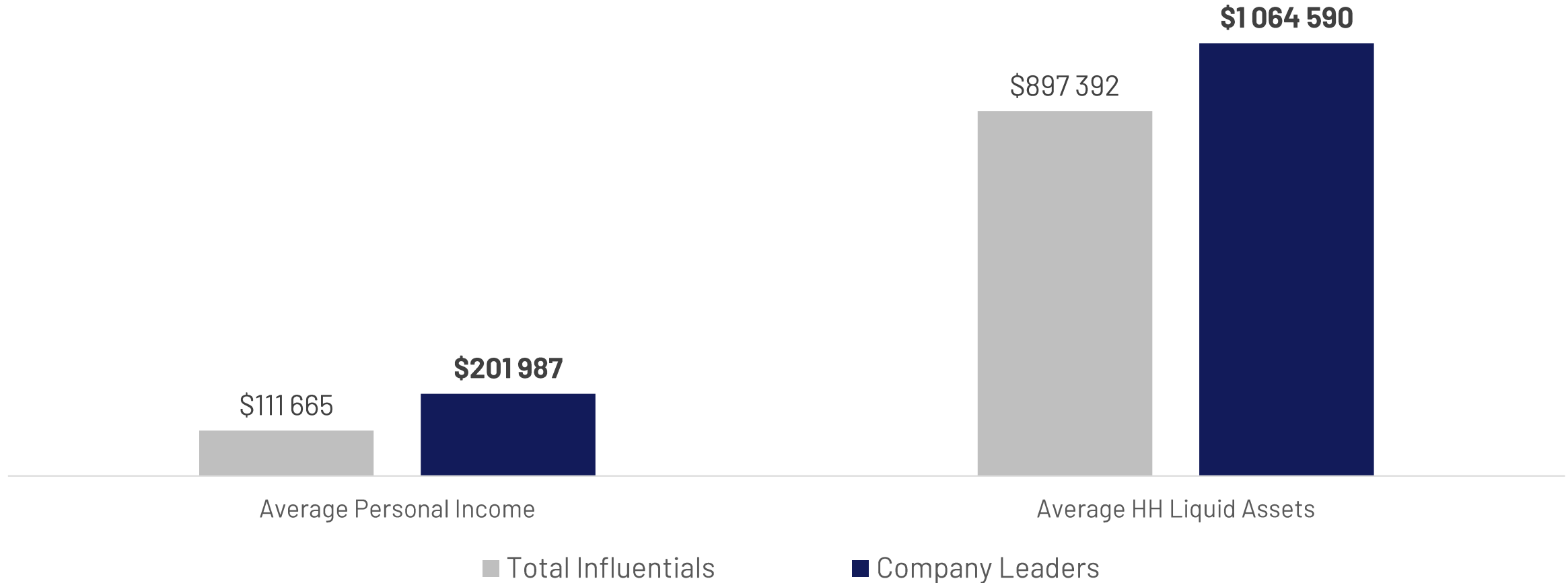
and **Luxury Travellers**

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

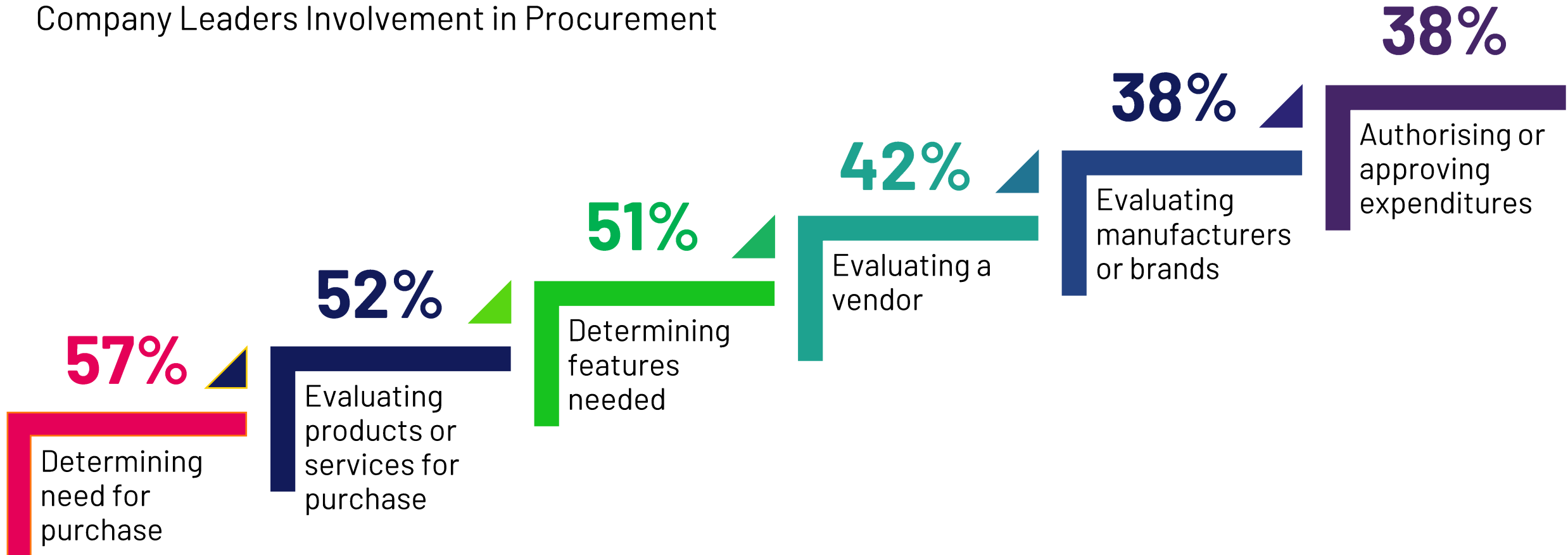
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Company Leaders are very involved in the procurement process in their company

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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

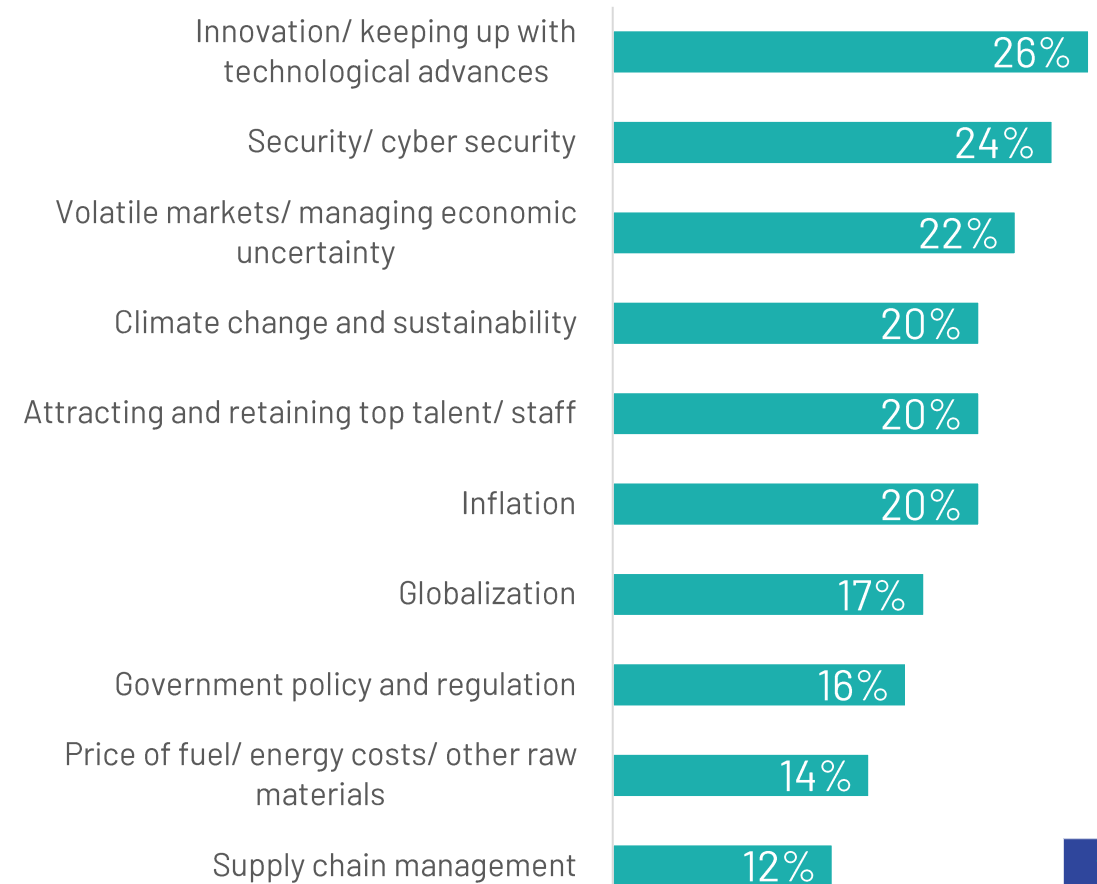
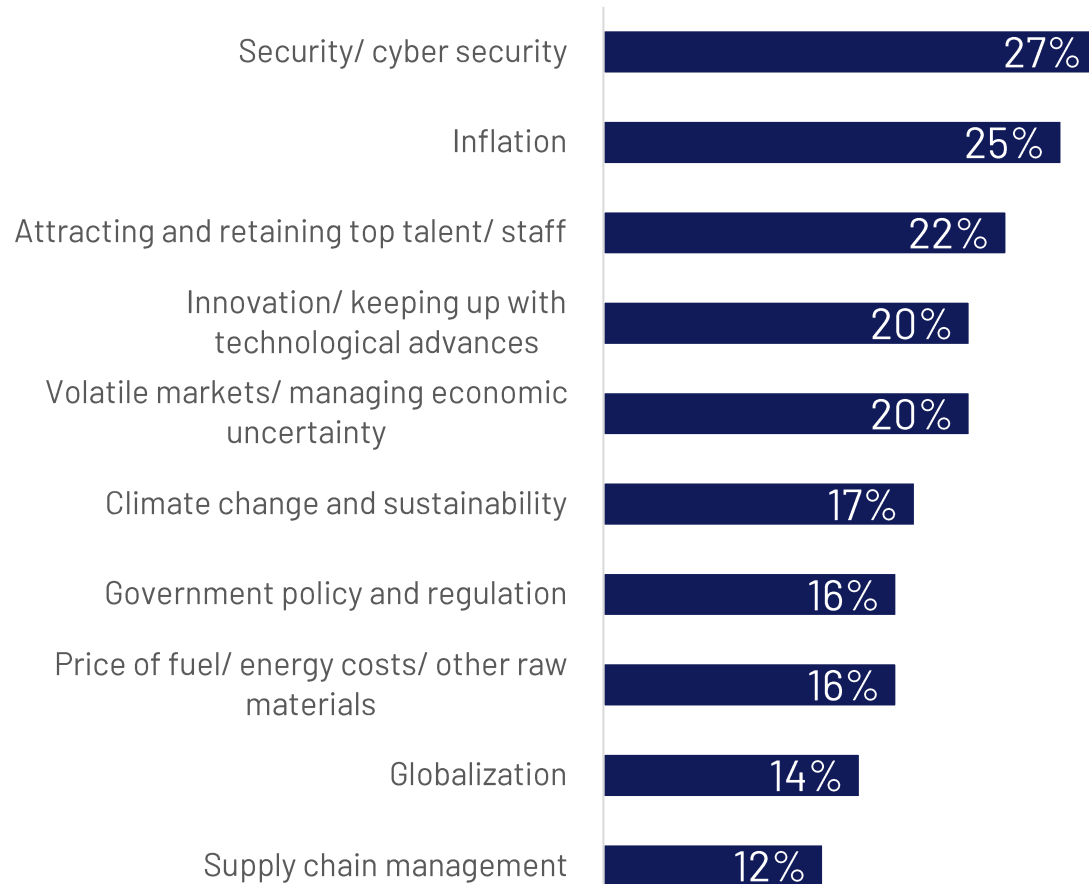
Average value of procurement
involved in per Company Leader

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.

Company's Current Challenges



Biggest Challenges Facing Company in 5 Years



THANK YOU

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