

# Global Business Influencers

2017 SURVEY



Global  
Business  
Influencers





A black and white photograph of a businesswoman in silhouette, walking with a large rolling suitcase and talking on a mobile phone. She is in an airport terminal, with a large window behind her showing an airplane on the tarmac. A yellow circular graphic is overlaid on the image, containing text.

**The Ipsos Global Business Influencers (GBI) survey is the world's leading study tracking the media, business, financial, luxury, and travel habits of the most senior global business executives. GBI is the industry currency survey for reaching and understanding this audience globally across 17 countries.**



**The Global Business Influencers survey is a globally harmonised, syndicated, media and insights survey which adapts to the changing media and business environment we exist in.**

For over 40 years we've been researching and understanding business audiences. There continues to be a need for advertisers, agencies, and media owners to be able to understand, reach, and communicate with this audience. The Global Business Influencers survey allows you to do this.

Global Business Influencers are the most senior business people in companies with 50+ employees. The majority of them are C-suite level. They are a niche audience representing less than 1% of the population.

Taking into account their spending

power, net worth, and the budgets they control they are disproportionately important for B2B marketers. They also represent the key to profitability for sectors such as: finance, technology, luxury, and cars and travel.

The Global Business Influencers survey can help you reach and understand this important audience, providing vital insight into their lives. The key characteristics of the Global Business Influencers survey are:

- Brand-centric media measurement and engagement
- Insight into: business, travel, technology, financial, luxury, and lifestyle habits
- Global coverage across 17 key markets in Asia (including China and Japan), Europe, and the USA
- Harmonised content across regions
- Annual release of data





# Methodology

## **SAMPLING**

GBI is conducted entirely online with sample sourced from Ipsos panel partners. The target sample is pre-identified by each sample provider and potential participants receive an email invitation to take part in the survey.

They then undergo a screening process to check their eligibility for the survey. This includes questions on their: job function, job responsibilities, the industry sector of their company, company size, age, and region. Participants who did not

meet the eligibility criteria were excluded.

## **QUESTIONNAIRE**

Participants in each country could respond in either English, or a local language where applicable. An optimised questionnaire was available for users who wished to respond via a smartphone or tablet.

The GBI questionnaire takes a brand-centric audience measurement approach. It measures brand reach across the different devices which can

be used to access the brand. All brands are identified by their logo, the printed brand name and the brand's web-domain.

## **FIELDWORK**

Fieldwork started on 12th April 2017, and continued until 30th June 2017. A total of 10,450 interviews were conducted across Asia, Europe, and the USA.

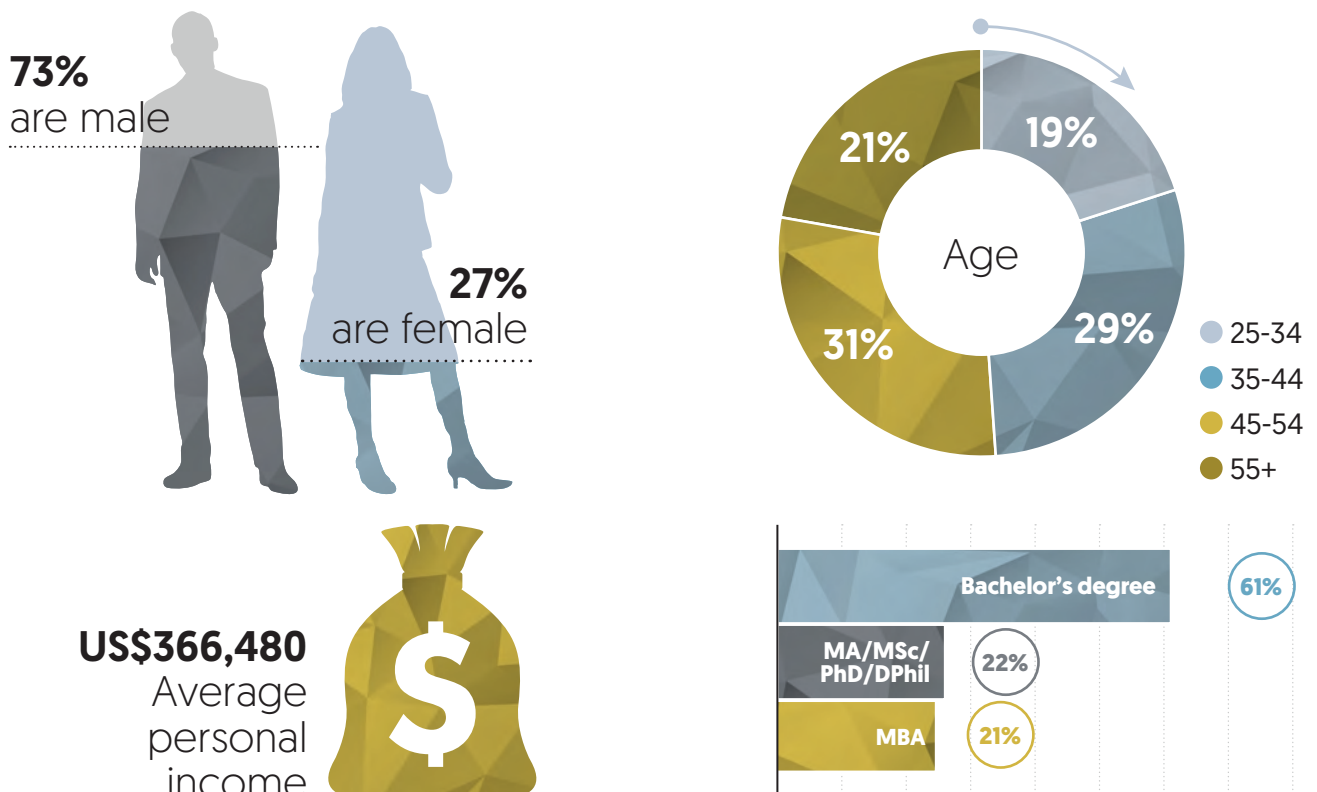
## **UNIVERSE**

The overall GBI universe comprises a total of 2,123,905 individuals.

# Content of the survey



## Demographic & profile

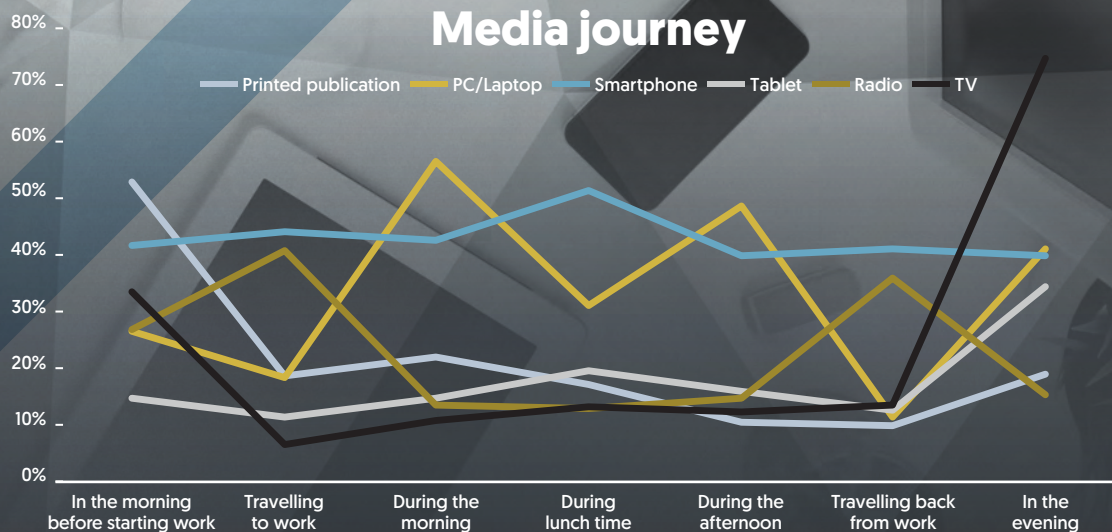




# Media

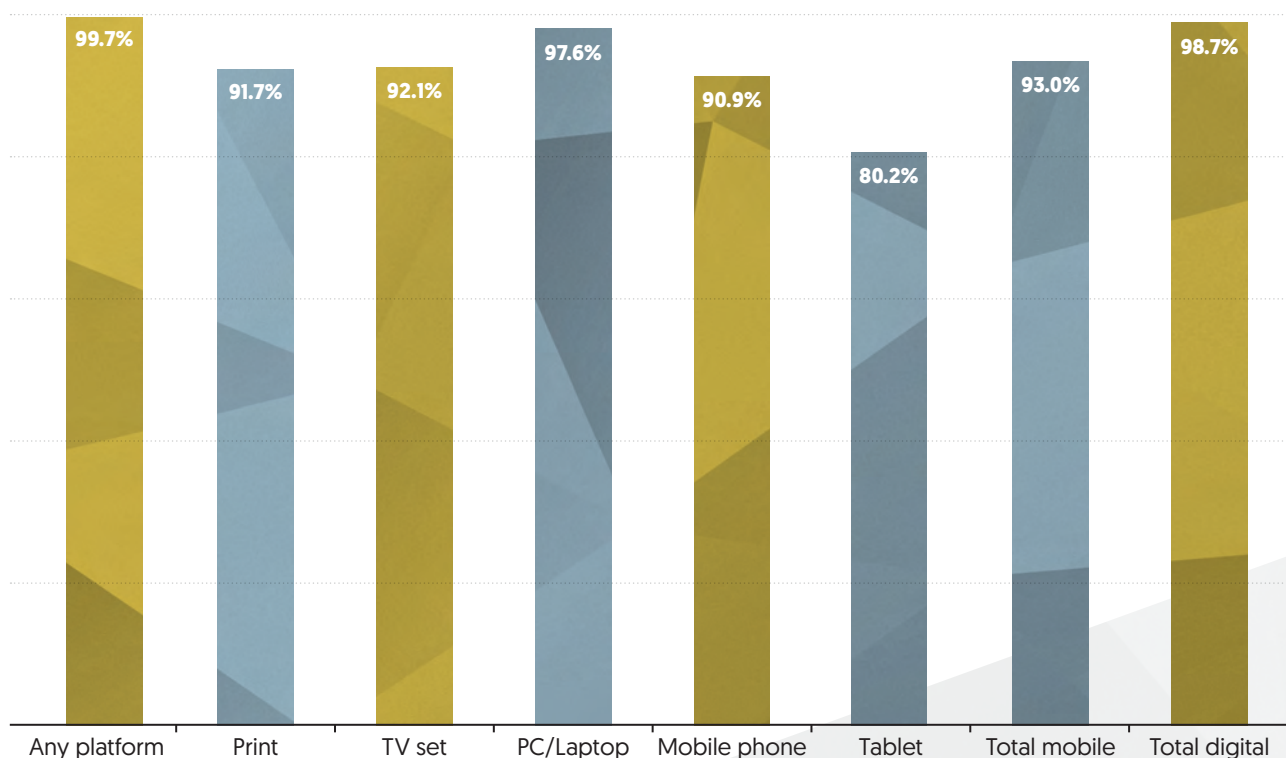
**Global Business Influencers are avid and heavy consumers of all media. When accessing content they do so via multiple media brands, across many platforms.**

## Media journey



# Reach across platforms

(past 30 days, any media brand)



**Reading example:** 91.7% of Global Business Influencers accessed printed content from any media brand available in print.

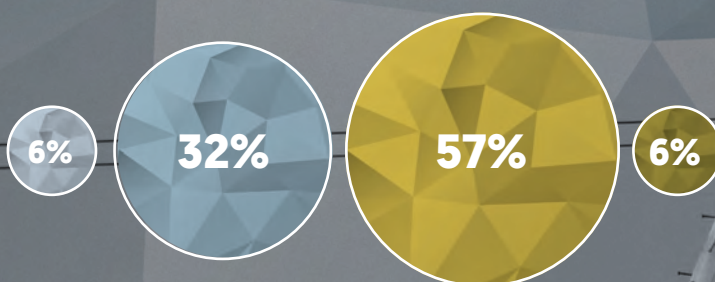


**Reading example:**  
In the past 30 days, Global Business Influencers read or access on average 5.1 different international publications.



# Business Activities

**Global Business Influencers are the most senior executives in companies with 50+ employees, and represent a wide range of industry sectors. They are the main decision makers, and manage the largest budgets.**

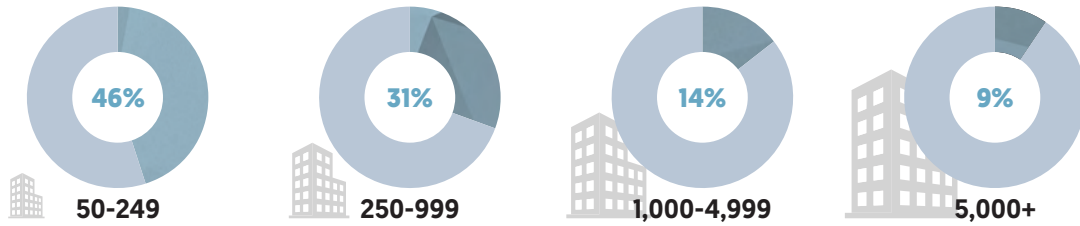


**Industry  
& sector**

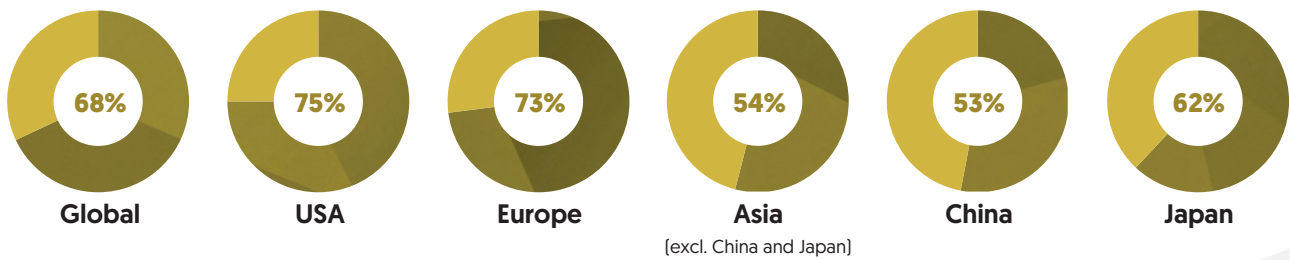
- Primary/public utilities
- Manufacturing/engineering
- Services
- Finance



## Company size (employees)

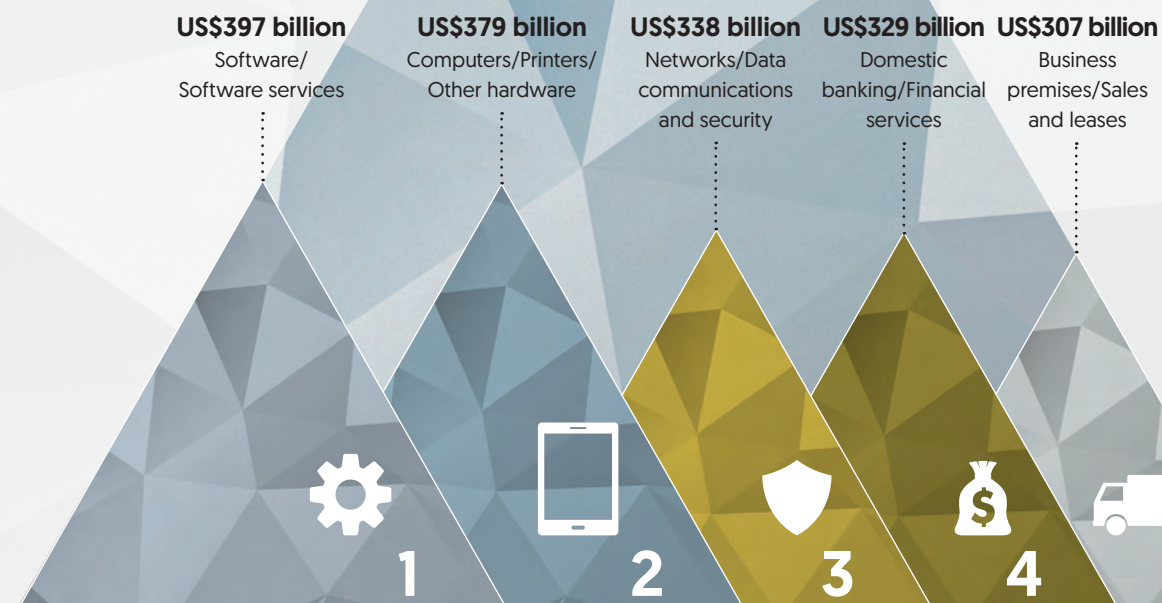


## C-suite/Owner/Partner



Total budget  
**US\$6.9 trillion**

## Total budget by industry





# Finance & Luxury

Global Business Influencers have wide and varied investment portfolios. They are savvy investors who have accumulated an average net worth of US\$1.3m. They appreciate the finer things in life and are thus big consumers of luxury.

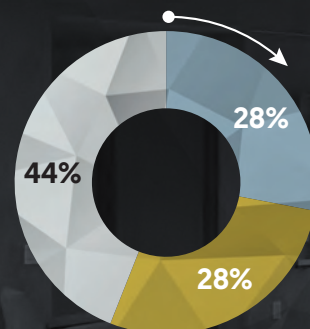
24%

are millionaires

Invest in property in the next year

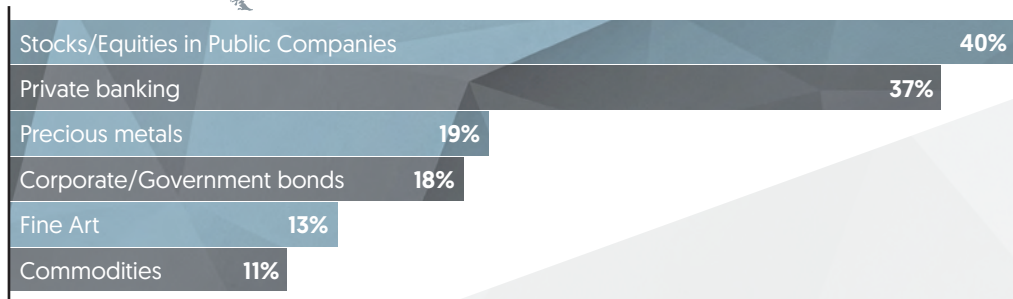
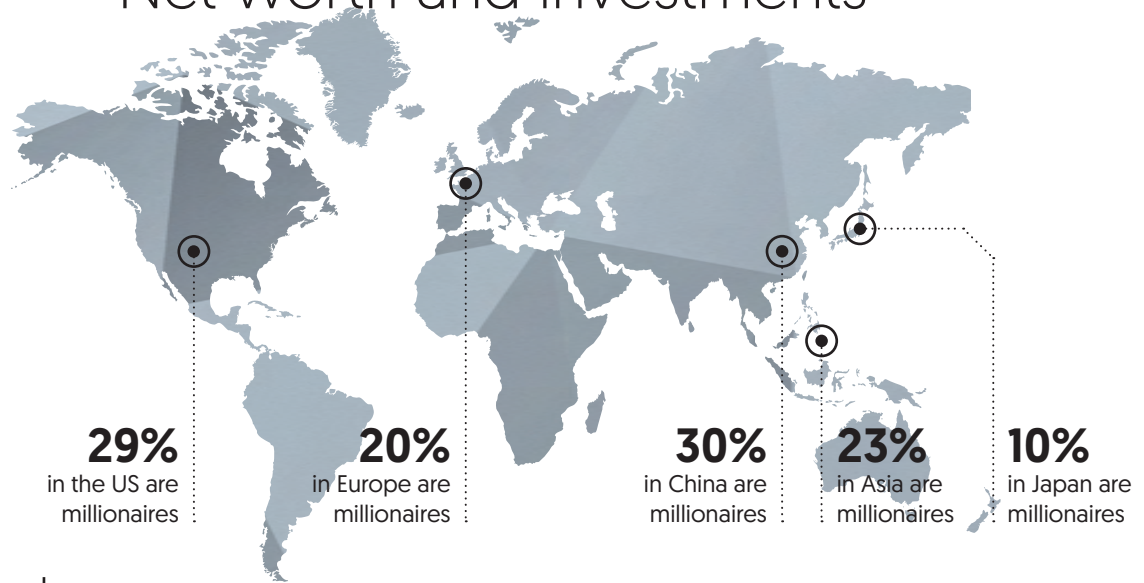
Won't invest in property in the next year

Undecided whether to invest in property in the next year



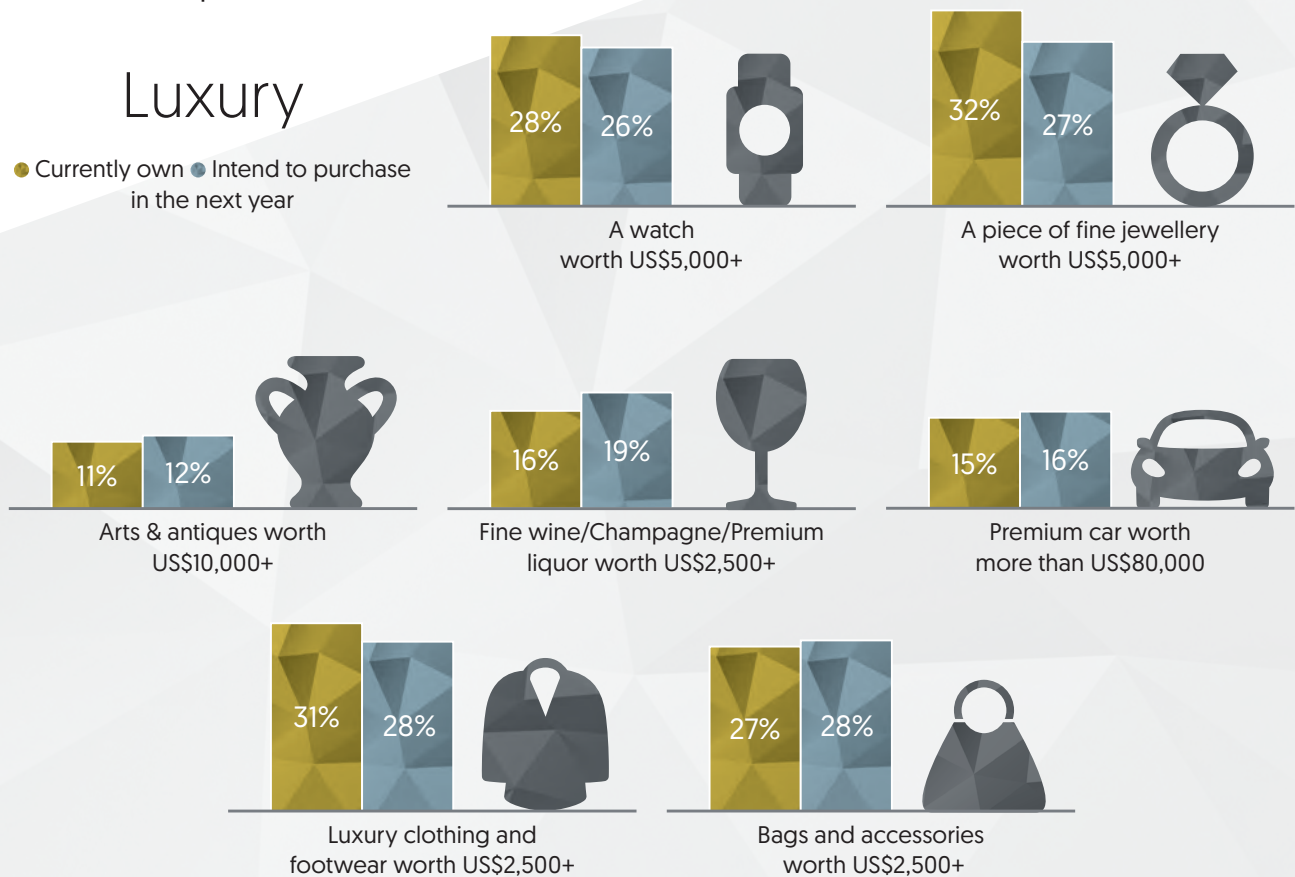


# Net worth and investments



## Luxury

● Currently own ● Intend to purchase in the next year





# Travel & Personal Interests

**Global Business Influencers fly regularly and in luxury, at the front of the plane – staying at the best hotels when at their destination. Their competitive nature transcends into their personal lives with many involved in sporting activities.**

**On average they have taken**

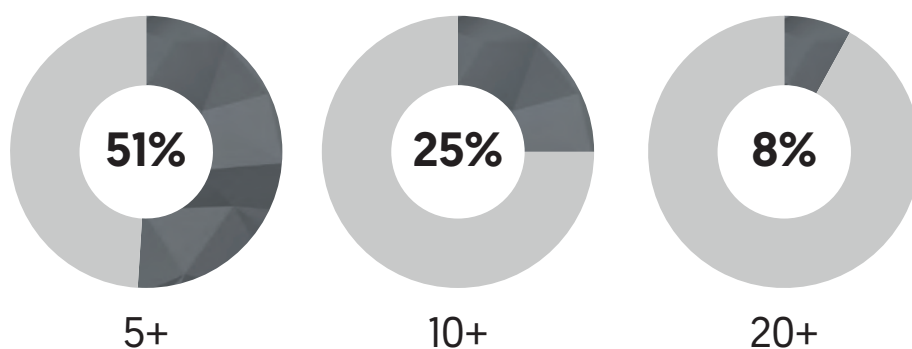
**8**

**return air trips for business in the last year**



## Number of return air trips taken

[for business]



**59%**

fly first or business class  
on business trips



**HOTEL**



**63%**

Stay in four, five star  
or luxury boutique  
hotels when traveling  
for business

## Personal Interests

### Popular sports



**35%**  
Football/  
Soccer



**29%**  
Basketball



**32%**  
Tennis



**31%**  
Golf



**23%**  
Baseball



**21%**  
Motor Sports

### Popular hobbies/interests



**71%**  
Travel



**58%**  
Technology



**38%**  
Motoring/  
Cars



**35%**  
Museums and  
art galleries



**34%**  
Dining out



**32%**  
Wine tasting



# Sponsors & Team Contacts

Supported by



## Team and contact information



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