

UNDERSTANDING CANADIAN BUSINESS INFLUENCERS

Business influencers are a key audience for B2B marketers looking to raise awareness for their products and services with this hard-to-reach demographic. While business influencers represent less than 1% of the population, their influence, spending power and the corporate budgets they control, make them a disproportionately important audience.

Ipsos' Canadian Business Influencers study provides critical information about this key group. We talk annually to business influencers to explore their top business concerns, and their optimism for the future of their business and their country.

This study is essential for clients who want to:

- **Understand the key concerns and challenges** of top business influencers – both those they can control, and those they cannot,
- **The importance of ESG, sustainability, climate change** to their business and their plans to invest in or implement initiatives in support,
- **Focus their media strategy** to better match business influencers' media and social media preferences and behaviours,
- **Understand the role that media has** on the lives and business decisions of business influencers, as well as their preferred media sources for business news,
- Understand this target group's **personal interests, financial habits, luxury, and travel behaviours.**

How do we define Business Influencers?

They are the most senior business people in companies with 50+ employees. Globally this group represents 1% of the population but 75% of the world's economy. They shape budgets, form policies, and influence people. They are a disproportionately important audience for B2B marketing, personal finance, travel and luxury products.

What's included in the report?

Each client receives a syndicated Canadian report with customized information relevant for their industry or business sector.

Additional analyses and reports for any or all of 31 countries are available for an additional cost. Please ask us for details.

About the study

In Canada, we interview more than 550 senior business leaders annually. Globally, we speak to almost 14,000 senior business leaders across Asia, Europe, North America, the Middle East and Africa.

Respondents were interviewed online between March and July 2023.

For more information about the Canadian Business Influencer study including pricing, countries covered, or examples of the insights this study can produce, please contact:



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