

UNLOCK KEY INSIGHTS WITH IPSOS GLOBAL INFLUENTIALS

A global view into the
mindset and lifestyle of
high wealth and business
decision makers

**GLOBAL
INFLUENTIALS**



IPSOS GLOBAL INFLUENTIALS

The Ipsos Global Influentials Survey (IGI) provides insights into the consumption and lifestyle habits of affluent and influential individuals. Targeting adults in households in the top 20% of income in 43 global markets, IGI tracks media usage, wealth, business decisions, personal spending, and attitudes across various product categories, offering valuable data for businesses seeking to understand this key demographic.

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FIELDWORK AND GLOBAL COVERAGE

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Ipsos Global Influentials Fieldwork

- Continuous year-round survey 24/7, 365 days a year
- 2024 fieldwork: May to September 2024
- Two database releases annually:
 - Inaugural 2024 release: December 2024
 - May & November releases 2025 & beyond

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The survey samples a total of 93,000 high-earners across the world (of which 16,000 are business leaders)



*2025 release

Phase 1

A platform for understanding the behaviours of influential company leaders and consumers

43 markets

Universe definition: Age 18+

Improved understanding of the media landscape

Total understanding of "Influential People"

Harmonised research platform:
B-to-C and B-to-B

Top 20%

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Phase 2

Building deeper connections by offering new data solutions

Expanded database recontact reach across global products

Capability to integrate with client proprietary data

Adding modules for a deep dive

More frequent data access between official releases

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North America Region



United States

- Adults 18+ with HH Income \$150K+
- Respondents: n=25,000
- Company Leaders: n=1,400



Canada

- Respondents: n=1,900
- Company Leaders: n=500



Mexico*

- Respondents: n=1,900
- Company Leaders: n=400

*2025 release

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South America Region



Brazil*

- Respondents: n=1,900
- Company Leaders: n=400

*2025 release



Argentina*

- Respondents: n=1,900
- Company Leaders: n=400

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EUR (Europe) Region

- Great Britain: n=5,000 (Company Leaders n=800)
- France: n=3,500 (CL n=600)
- Germany: n=3,500 (CL n=500)
- Italy: n=3,500 (CL n=500)
- Spain: n=2,400 (CL n=500)
- Belgium: n=1,200 (CL n=300)
- Netherlands: n=1,200 (CL n=300)
- Poland: n=1,200 (CL n=300)
- Sweden: n=1,200 (CL n=300)
- Turkey: n=1,200 (CL n=300)
- Czech Republic: n=950 (CL n=200)
- Portugal: n=900 (CL n=200)
- Switzerland: n=900 (CL n=150)

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APAC (Asia-Pacific) Region

- China: n=2,700 (Company Leaders n= 800)
- India: n=2,700 (CL n=500)
- Japan: n=2,700 (CL n=800)
- Singapore: n=2,700 (CL n=700)
- Australia: n=2,500 (CL n=500)
- Hong Kong: n=2,500 (CL n=700)
- Indonesia: n=1,900 (CL n=500)
- Malaysia: n=1,900 (CL n=500)
- Philippines: n=1,900 (CL n=500)
- South Korea: n=1,900 (CL n=500)
- Taiwan: n=1,900 (CL n=500)
- Thailand: n=1,900 (CL n=500)

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MEA (Middle East & Africa) Region

Middle East Markets

- Saudi Arabia: n=800 (Company Leaders n=200)
- United Arab Emirates: n=800 (CL n=200)
- Kuwait: n=400 (CL n=100)
- Qatar: n=400 (CL n=100)
- Bahrain: n=300 (CL n=100)

Africa Markets

- Nigeria: n=900 (CL n=200)
- South Africa: n=900 (CL n=200)
- Egypt: n=750 (CL n=150)
- Kenya: n=700 (CL n=200)
- Morocco: n=600 (CL n=100)
- Ghana: n=400 (CL n=100)
- Ivory Coast: n=200 (CL n=100)
- Cameroon: n=130 (CL n=30)

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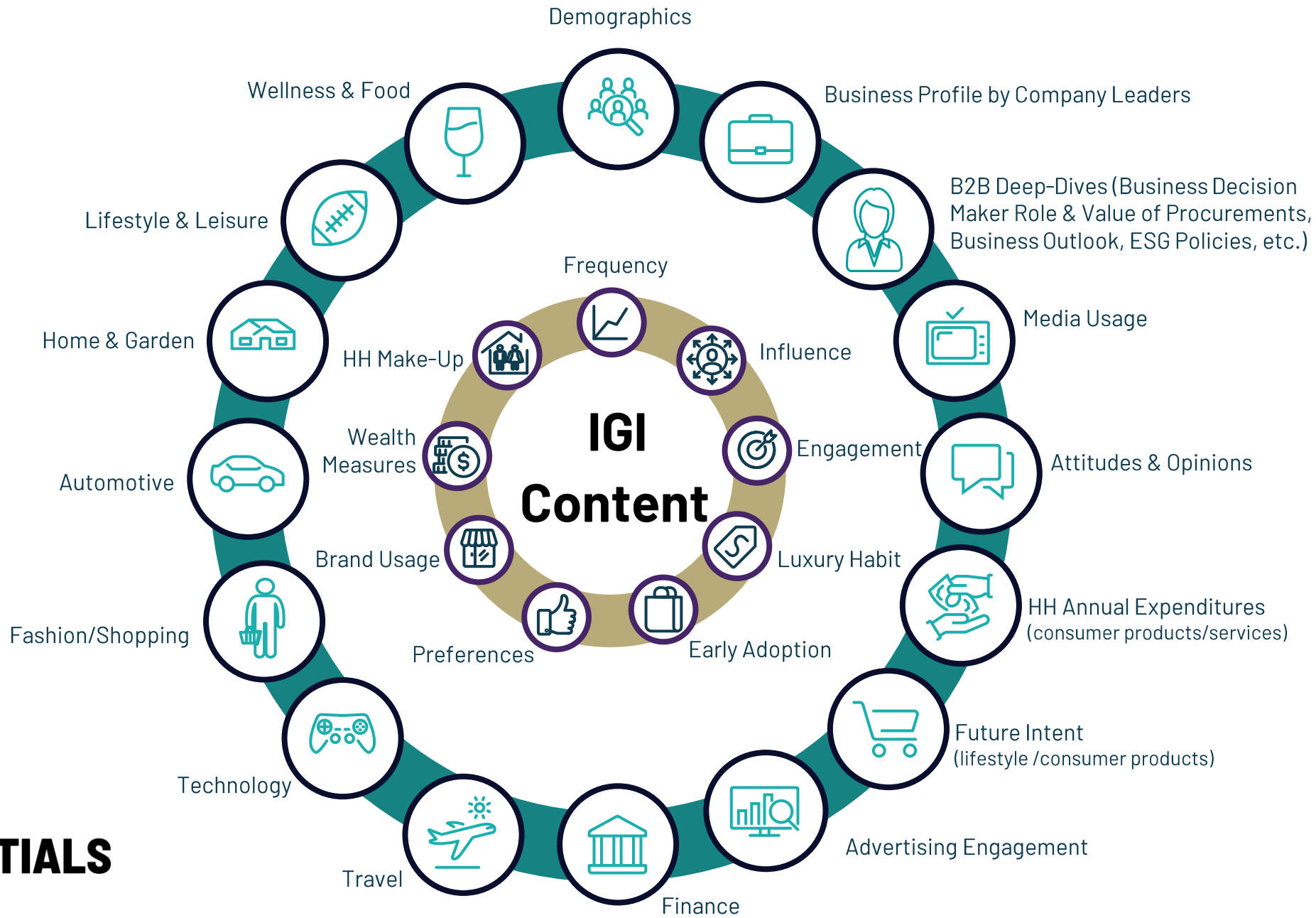


SURVEY CONTENT

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DEMOGRAPHICS



All Genders



Language of interview/
spoken at home



Lifestage



Age Groups and
Generations



Household (HH) Size/
Presence of Children



Main Income Earner



Race and Ethnicity*



Highest Level of
Education



HH & Personal Income

*where possible

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EMPLOYMENT



Company Leaders



C-Suite Title or Functions



Areas of Responsibility at Work



Business Decision Makers



Occupation



Products/Services Involved in Procurement. How Involved & Expenditures.



Self-Employment



Principal Activity of Organization



Responsibility at Company

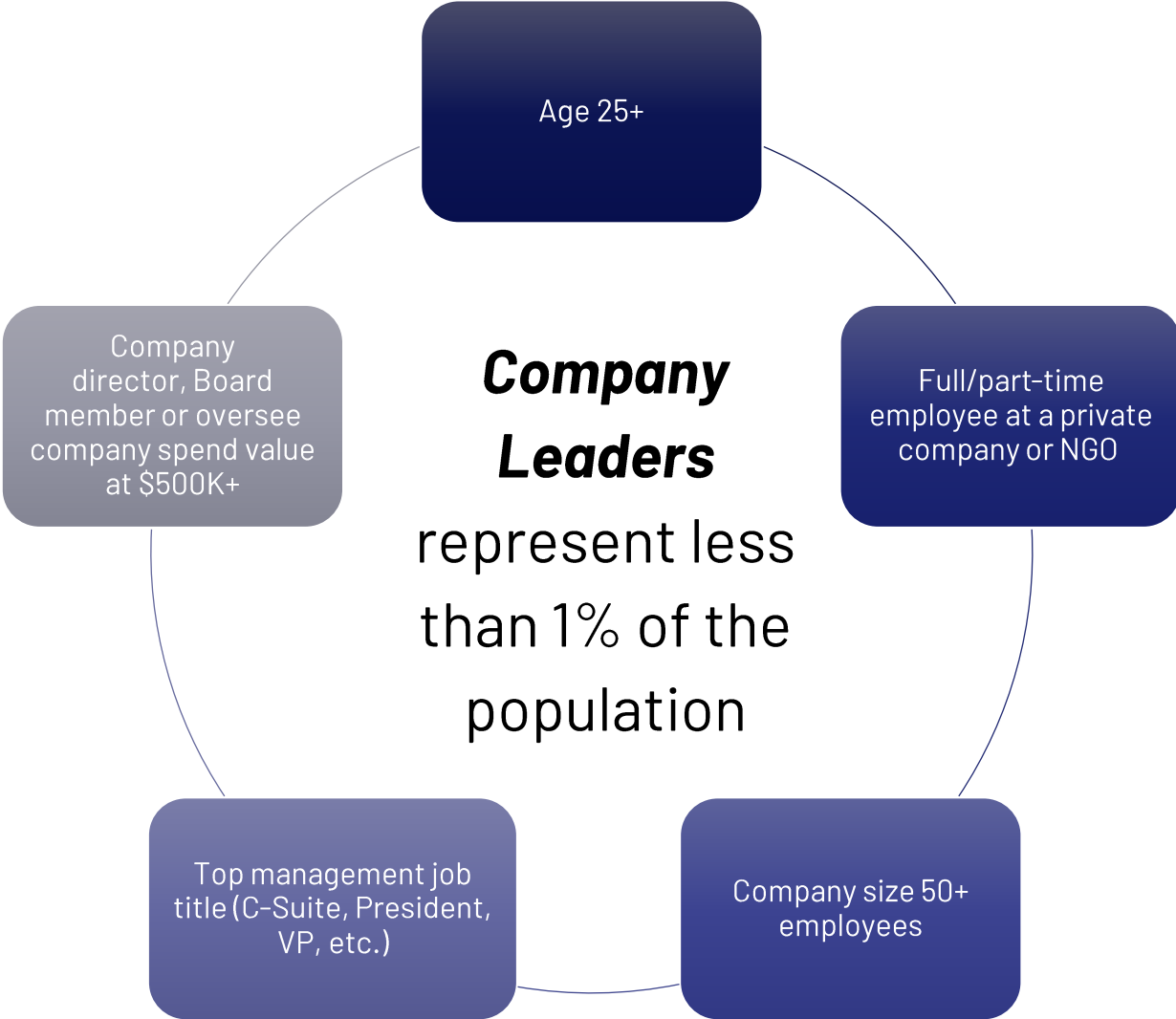


Job Title



of Employees at Corporation

Who are the *Company Leaders*?



FINANCE CONTENT



14 Financial attitudinal statements



22 Types of investment & financial products HH owns



17 Types of financial services HH used - past 12 months

- HH financial decision maker status
- Level of risk taken in personal financial decisions - past 12 months
- Sources used for making personal financial decisions
- Total value of liquid assets in household
- Current value of principal residence
- Additional residence/property/real estate HH owns
- Number of residences HH owns in country of residence/abroad
- Types of collectibles owned as investments
- Most important factors for investing own money
- Optimism/Pessimism about personal financial situation going forward
- Expected level of spend on luxury, investments, travel, etc. - next 12 months
- Expected value of investment growth/decline - next 12 months
- Securities traded personally/in the workplace
- Types of credit/charge cards personally own/hold through company
- Types of payments in shops - past 30 days
- Usage of mobile wallet/payment app & types used - past 6 months
- Financial institutions used for banking needs

FASHION & SHOPPING CONTENT



41 Fashion, shopping, luxury attitudinal statements

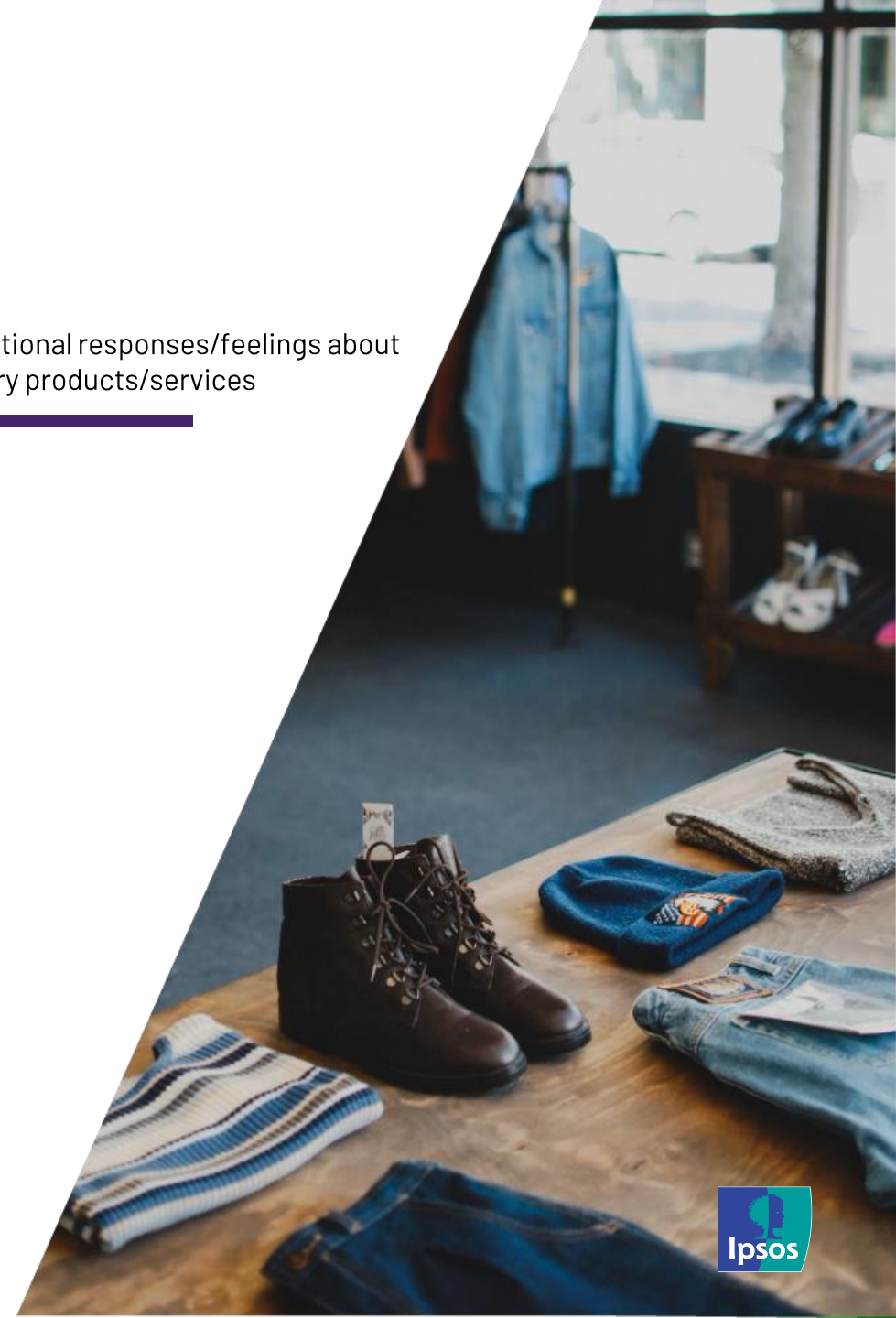


16 Purchase drivers for luxury apparel & accessories



10 Emotional responses/feelings about luxury products/services

- Brands of men's/women's apparel, footwear & accessories personally own
- Brands of watches personally own
- Brands of jewellery personally own
- Highest price range of luxury products (by types) owned
- Highest price range of luxury products (by types) bought as a gift
- Images that come to mind when thinking of luxury
- Reasons for purchasing luxury items
- Sustainability/ethical consumer agreement for apparel, food/grocery, technology & utilities



TRAVEL CONTENT



23 Travel attitudinal statements



7 Travel Categories: Amount spent - past 12 months



18 Types of vacations/vacation activities interested in

- Number of return trips by air for business/leisure - past 12 months
- # of return air trips/high-speed train trips for business or leisure
- Private aircraft usage & types of private aircraft services used - past 12 months
- Usual class of travel on domestic/international flights
- Types of products bought at airports or onboard planes in past 12 months
- Regions/countries visited/expected to visit for business/vacation - next 12 months
- Expected change in travel in next 12 months for business/leisure
- # of nights in accommodations for business/vacation - past 12
- Types of accommodation typically stayed for business/leisure
- Travel, pleasure or river cruises on commercial vessels personally taken - past 3 years
- Drivers/factors for booking flights/hotels for business travel
- Online platforms used to book accommodation/flights for business/leisure - past 12 months
- Airlines/airports/airport lounges used - past 12 months
- Hotels/resorts/rental properties stayed - past 12 months
- Car rental/car services/ride-sharing companies used for business/leisure - past 12 months
- Brands of luggage personally own



AUTOMOTIVE & VEHICLE CONTENT



5 Auto
attitudinal
statements



19 Purchase
drivers of last
vehicle purchased



17 types of
vehicles/fuel used
purchase intent -
next 12 months

- # of vehicles currently owned/leased
- Makes of vehicles HH owned/leased
- Types of vehicle currently owned/leased
- Types of fuel vehicles in HH have
- Amount spent on last vehicle purchased
- Makes of motorcycles HH owned/leased
- Type & length of powerboat or sailboat currently owned/leased
- Future intent on vehicle purchases (personally/HH) - next 12 months



TECHNOLOGY CONTENT



6 technology attitudinal statements



23 Electronic Devices: Amount spent - past 12 months



33 Types of electronic items HH owns/plan to purchase

- Television reception/signal at home
- Features used on smart speaker/hub - past 30 days
- Device used to access the internet (at home/work/other place) - past 30 days
- Internet activities by device (computer, Smartphone, Tablet) - past 30 days
- Brands of computers or laptops own
- Brands of Smartphones/cell phones HH own
- Brands of tablets/eReaders HH own
- Types of apps regularly used on Smartphone/tablet or other app-enabled device
- Brands of camera or camera related products owned
- Brands of home electronics & home entertainment owned



LEISURE, WELLNESS/FOOD, ALCOHOLIC BEVERAGE CONTENT



14 Lifestyle/leisure and wellness attitudinal statements



18 Personal care & wellness products: Amount spent - past 12 months



49 sports/exercise activities done - past 12 months

- Sports interested in or follow via media/attendance
- Sports fandom and how followed (by individual sports)
- Subjects/hobbies personally interested in
- Pets in HH
- Frequency of visiting/attending venues/events
- Brands of personal care products/fragrance personally used
- Highest price spent on personal care products/fragrance for self/gift - last 12 months
- Kinds of alcoholic beverages consumed in an average month
- Brands of beer/ale/lager consumed in an average month
- Brands of champagne/prosecco/sparkling wine consumed in an average month
- Brands of spirits and liqueurs consumed in an average month



MEDIA



18 Media usage/
advertising attitudinal
statements



48 Types of video
content watched -
past 7 days



28 Social media
activities done

- First source of information for genres consumed by media platforms
- Favorite types of TV programs
- TV programs watched to relax
- Search engines used/used most often - past 30 days
- Generative AI/chatbot usage - past 30 days
- Time spent on social media - average week
- Best explanation for "liking" a brand/product on social media
- Sources of information used before purchasing consumer products/services
- Importance of attributes when choosing access general/business news



OTHER GENERAL INFO

- 11 Societal, economic and environmental attitudinal statements
- Concerns about impact of climate change
- Likelihood of own country/world to reduce climate change- next 10 years
- Adoption cycle for new products & services (by individual consumer categories)
- Influential scale (people seek your advice) by consumer categories
- Responsibilities at work, additional business activities, additional chief officer roles
- Industry sector business belongs to
- Value of products/services involved in procurement at business

Benefits Summary

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MORE INSIGHTS WITH GREATER FREQUENCY

Synchronized Releases

- Global
- Databases release 2x per year across entire footprint including B2B

Deeper Insights

- Longer interviews
- More psychographic & lifestyle follow-ups
- More refined audiences

CONSISTENCY WITH HIGH QUALITY

Harmonized Questionnaire

- The same media metrics
- Same methodology
- Aligned questionnaire

Trusted Currency

- Ipsos stability and credibility is at the core of our offer

Improved Coverage

- More countries in key markets (Canada, Mexico, Brazil, Japan)

TOTAL UNDERSTANDING

Unified Lens

- Influential Business and Consumer segments contained within one database

Integrated Team & Processes

- Harmonized global support team across products and markets
- Expanded client service

New Recontact Capability

- Expanded database recontact reach across global product

ADDITIONAL VALUE

R&F Expansion

- New R&F daypart questions added across markets

Expanded Brand Marketing

- Webinars
- Whitepapers
- Barometer studies
- Infographics
- Much more!

New Data Capabilities

- Ability to fuse with client proprietary data
- IpsosFacto GenAI platform

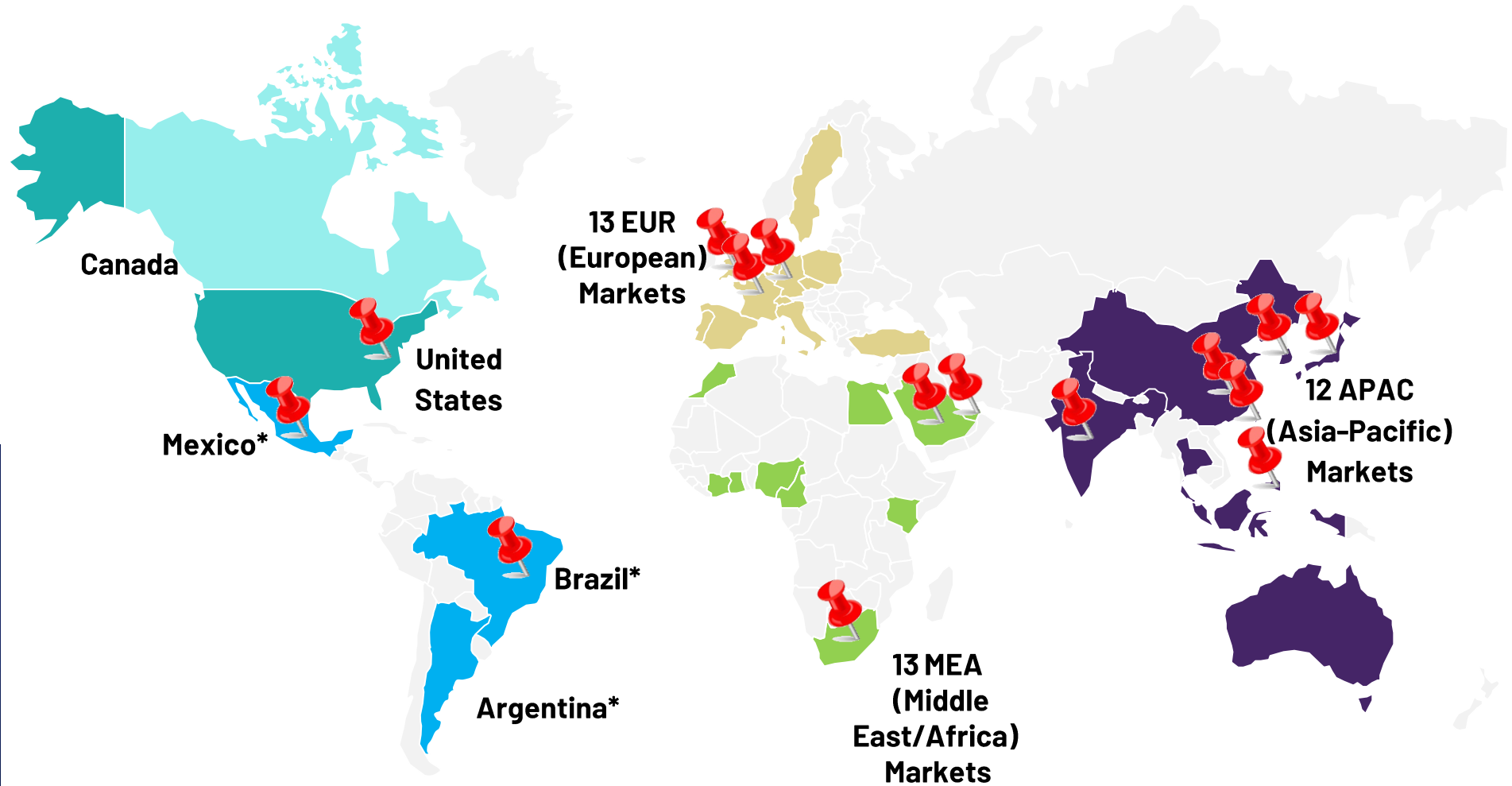
GLOBAL BAROMETERS

GLOBAL INFLUENTIALS



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Starting in Q2 2024 Ipsos launched the Global Barometers, and by the end of the year will have been fielded in 15 Markets



*2025 release

2024 Global Barometer Topics



Artificial Intelligence



Luxury



Media Habits



Travel



2025 Business
Outlook



ESG

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2025 Proposed Global Barometer Topics



Artificial Intelligence



Financial Outlook



General 2025 Outlook



Travel



Sports



Mid-Year Outlook



Health and Wellness



Luxury



2026 Business Outlook



Gaming

For any questions on Barometers, please contact [Jesse Peretz](#)

THANK YOU!

Questions? Please contact us
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