

Decision-Making Power Segmentation

Within the GWI survey, respondents in employment are asked the following question:

AREAS OF RESPONSIBILITY

Do you have responsibility for any of the following?

- Advertising and marketing
- Client or account management
- Company owner or Founder
- Company strategy
- Direct reports / team management
- General management
- HR / Training / Office support
- Managing budgets
- Purchasing of IT, telecoms or technology products and services
- Purchasing of any other products and services
- Recruiting new employees
- Sales
- Software development / Computer engineering
- None of the above

Based on their responses to these questions, we segment people into the following groups:

Senior Decision-Makers | Responsible for company strategy or were the company founder.

Decision-Makers | Responsible for: managing budgets, for company purchases of products / services, for general management, or for direct reports / team management.

Purchasers | Responsible for company purchases of products / services

Operations | Responsible for: HR / training / office support or recruiting new employees

NOTE: these groups are not mutually exclusive. For example, someone who says they are responsible for company strategy, for general management and for company purchases would be classified as a Senior Decision-Maker, a Decision-Maker and a Purchaser.

This segmentation excludes people who completed the survey via a mobile device.