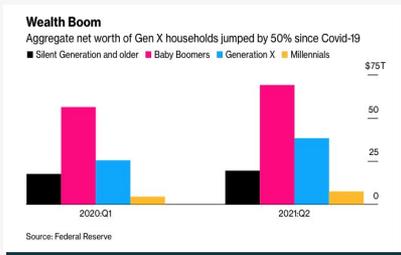


# Bloomberg Media

Investor and FA Insights | August 2022

# The shifting demographics of the modern investor are driving a distinctively different investment approach.

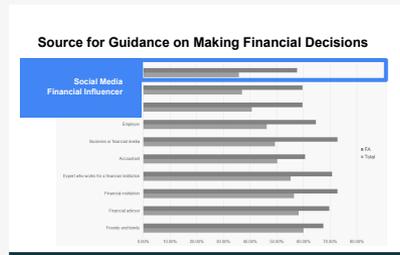


## Monumental wealth transfer to younger generations

As Boomers pass down their wealth to younger generations, **Gen X** could be the primary beneficiary of that wealth transfer, gaining up to **\$48 trillion**.

COVID-19 also marks a rebound for GenX, who were worst-hit by the 2008 financial crisis.

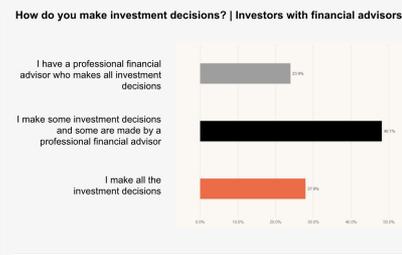
Source: Bloomberg Wealth, Federal Reserve



## Seeking guidance from new sources

In addition to working with wealth managers and advisors, **60%** of modern investors are receptive to investment ideas from **financial social media influencers**.

Source: Bloomberg Wealth Study, Wave 1



## More collaborative relationship with FAs

They also have an increasingly **collaborative approach** when working with FAs – most investors are calling the shots when it comes to making financial decisions.

Source: Bloomberg Wealth Study, Wave 1



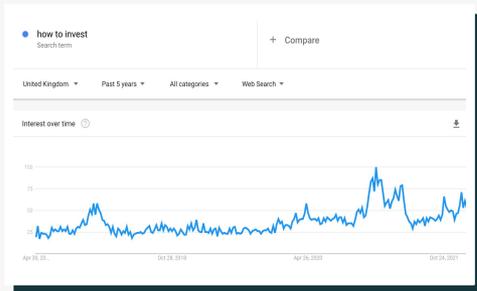
## Pushing for more transparency

The rising clout of millennials and female investors may boost companies' transparency in their **sustainability performance**.

Of all groups, millennials lead in terms of **social-impact investing** interest (**80%**), vs ~40% of baby boomers held similar views.

Source: Bloomberg Intelligence - Sustainable Finance

# Those who are new to investing are confident, but not yet prepared for the long-term.

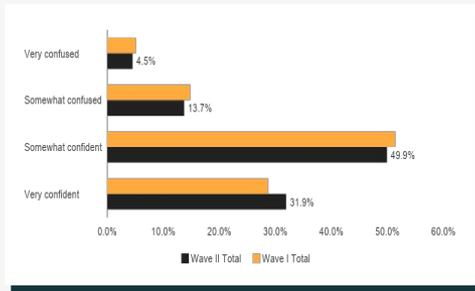


**Wealth is the new fitness - more top of mind and important to more people than ever before**

74% of people have spent more time thinking about their **financial wellbeing** and reorganising their personal finances as a result of the pandemic.

Many are just starting. **35%** of active investors got their start during the pandemic.

Source: Schroders 2021, DriveWealth 2022 Report



**Male and millennial investors have become increasingly confident over time**

**82%** of investors are confident in their abilities, and more investors are “very confident” than a year ago. Some groups over-index on “**very confident**”: **42% of male investors (+4%)**, and **37% of Millennial investors (+4%)**.

This translates to unrealistic expectations: On average, global investors believe they will earn **14.5%** returns, while financial professionals see **5.3%** returns.

Source Bloomberg Wealth Studies Wave 1 & Wave 2. Natixis 2021



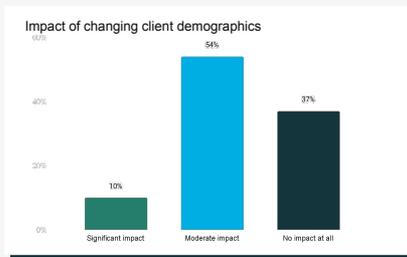
**More women are getting into investing, but have lower confidence**

The gender ratio of UK investors with less than 3 years experience represents greater equality.

Women have taken fewer financial actions as a result of COVID-19. They **underindex** for taking actions to rebalance their investment portfolio. And, they’re less informed of their investments. **20%** of women are not sure which asset classes they invest in, versus 7% of men.

Source: FCA 2021, Bloomberg Wealth Studies Wave 2

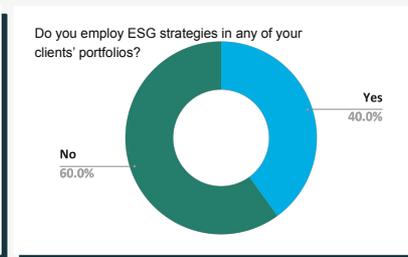
# Financial advisors today are working with a new set of clientele, and are deploying a new set of investment strategies.



## The changing clientele demographics come with new opportunities

64% of FAs think the change of clientele demo will have a moderate to significant impact on their business.

To counter asset reduction with Boomers passing on wealth, FAs plan to grow relationship with the clients' children and beneficiaries, with Millennials seen as the most positive growth factor.

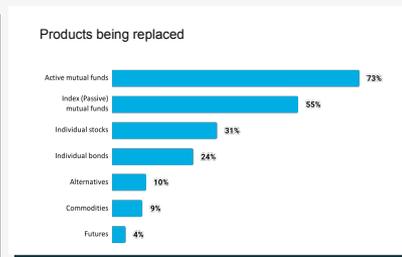


## Female FAs and ultra high networth clients are more likely to employ ESG

40% of FAs are employing ESG strategies on behalf of their Clients.

52% of **Female advisors** employ ESG strategies vs 32% of male FAs. Nearly 50% of **Ultra High Net Worth** FAs employ ESG strategies.

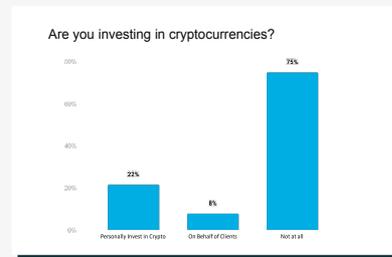
Despite devoted attention, **61%** of advisors cite **lack of client demand** the main barrier to adopt ESG.



## ETFs are replacing other investment vehicles

1/3 of FAs have replaced investment vehicles with ETFs in their clients' portfolios.

**Active Mutual Funds** are the most common product to be replaced by ETF.



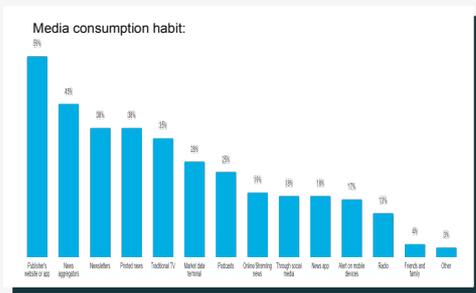
## FAs are more invested in crypto than their clients

22% of FAs are personally investing in crypto, vs. 8% on behalf of clients.

Upside potential and innovative tech are appealing characteristics of crypto, while compliance and volatility are holding them back.

However, only **11%** of FAs feel comfortable discussing crypto with clients

# For FAs, there are generational differences in their media consumption.

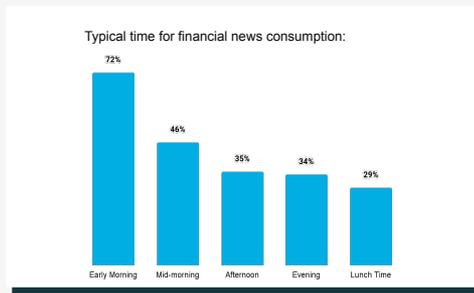


## Younger FAs have distinct media preference

FAs across generations prefer publishers' website or app to read about financial news.

**Millennial** advisors over-index for using **apps** and **social media** to consume financial news.

**40%** of **Gen Z** advisors **stream** their financial news. **Gen Z** advisors are also the group that like to digest financial news through **newsletters** the most.

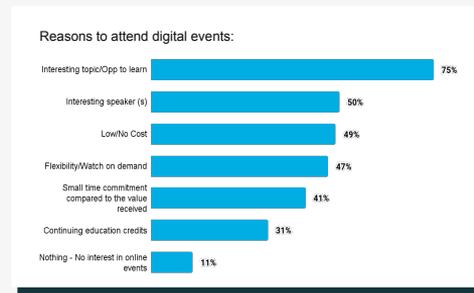


## Regardless of age, early morning is critical to their media digest

**72%** of all FAs prefer to digest financial news early in the morning.

**40%** of **Gen Z** advisors consume financial news during **lunch** (138 index).

**40%** of **Gen Z** advisors and **50%** of **Silent Generation** consume in the evening.



## Cost and personalities drive younger FAs to digital events

Overall, **opportunities to learn** draw in **75%** of FAs to digital events.

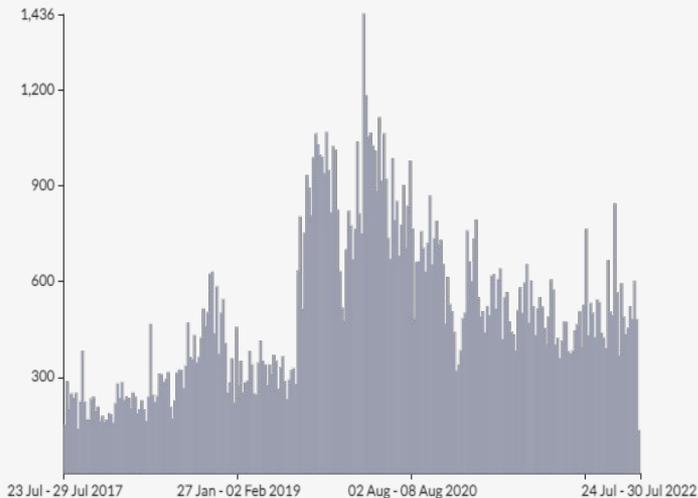
Interestingly, **Gen Z** advisors are more likely to be influenced by the personalities. **80%** of **Gen Z** advisors are drawn in by the **speaker**.

Cost is another important factor. **Low or no cost** draws **87%** of **Gen Z** and **60%** of **Gen X** advisors to online events.

# Media coverage shows that investors today are interested in financial health, and are engaged in social investing.

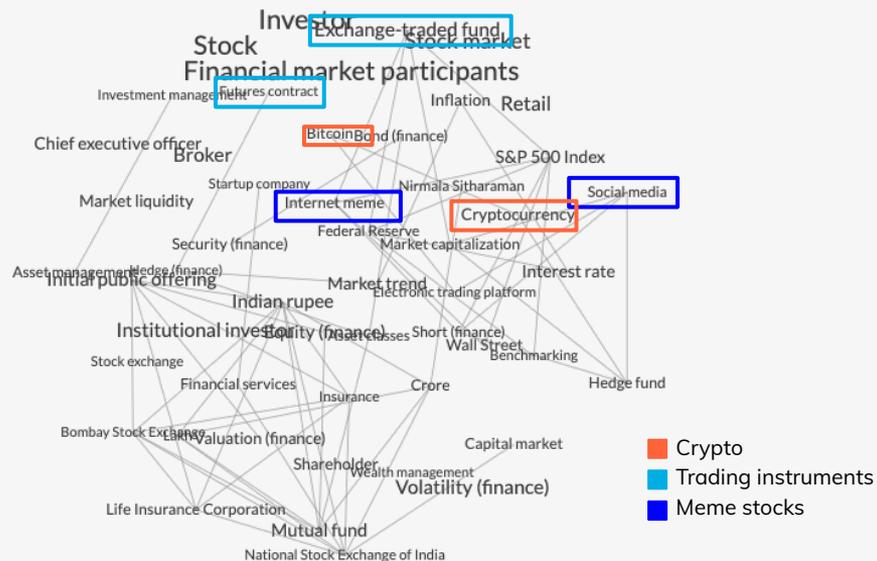
## Financial Health, global, 2017-2022

The global media interest in financial health took off in 2H 2019, and remained elevated into 2022.



## Retail Investors, global, last 12 months

The concepts associated with retail investors demonstrates their interest in ETF and futures; the meme stocks and crypto are also a center theme in their media narratives.

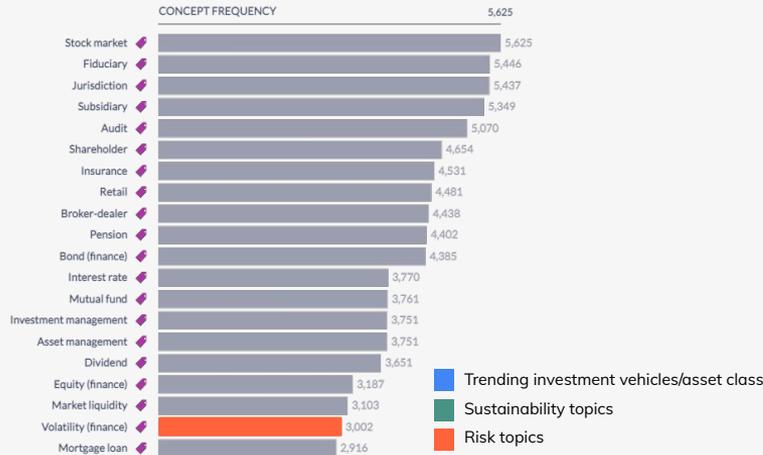


# Media coverage of FAs today is centered around new market risks, new investment vehicles, and ESG investing.

## Top 20 concepts associated with Financial Advisors in global media, between...

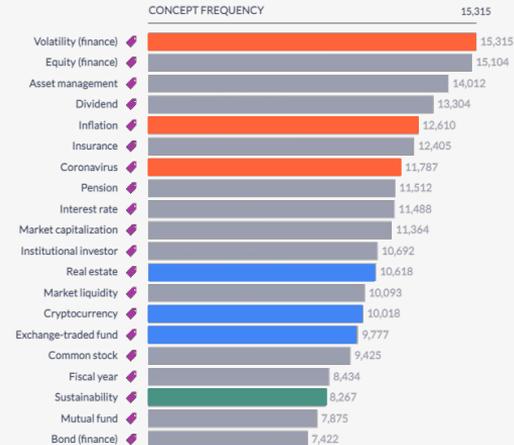
### 2016-2017

The media coverage of FA shows a more straightforward narrative focused on various investment vehicles.



### 2021-2022

The media coverage is reflective of the more volatile investment environment FAs are charting. Trending investment vehicles like ETF and REIT emerge, crypto become a popular theme. Sustainability emerged as FA's top 20 media associations for the first time.



▲ 410% mentions of Volatility  
▲ 250% mentions of ETF

- Sustainability showed up as a new concept associated with FAs.
- Inflation and Coronavirus are emerged as new risk related topics.

# Affluent investors' media digest shows their interest in technologies and ESG. It also demonstrates their interest in exploring what's next for their businesses and career.

## Media interests

### Personal wealth

Looking for insights to preserve and grow personal wealth:

Bloomberg Wealth - Taxes 3.4X

Finance Opinion 3.3X

Bloomberg Wealth - Reinvention 3.0X

### Investment trend

Curious about the latest investment trends, from ETF to social investing, to cryptocurrency:

The ETF Story 3.3X

Influencers 2.7X

FinTech 2.2X

Initial Coin Offering 2.4X

Alternative Investments 2.2X

### ESG-focused topics

Interested in ESG-related topics:

Financial Inclusion 2.9X

Climate Neutrality 2.2X

Housing Shortage 2.0X

Workforce Diversity 1.9X

### The latest of tech

Keeping up with the latest technology innovations:

Green Electric Vehicles 3.2X

Artificial General Intelligence 3.0X

Autonomous Vehicle 2.9X

Web3 2.8X

Video Streaming 2.7X

Future Innovation 2.0X

### Future of career

Interested in the shifting workforce and the new potentials of their next career move:

Hot Job 2.6X

Next Jobs 2.9X

(Bloomberg Quicktake series about careers of tomorrow)

### Luxury and shopping

Engaging with luxury lifestyle content:

Invitation Only 4.1X

(Bloomberg Quicktake series about the world's most exclusive shops and boutiques)

## Format preferences

### Deepdive stories and video-first

Prefer deepdive stories and video content:

Feature 1.6X

Video 1.2X

FA's media consumption demonstrates urgency and efficiency, as well as a studied approach. They turn to Bloomberg for intelligence for both professional and personal life.

#### Media interests

##### Global economy

On the lookout for the latest shifts in global economy:

Stephanomics 2.6X  
(Macroeconomics with Head of Bloomberg Economics)  
Balance of Power 2.4X  
(Bloomberg TV Programme about the intersection of business and politics)

##### Investment trends

Tuned in to the latest investment trends:

Crypto Regulation 1.5X  
Peer to peer 4.2X

##### Opinions and perspectives

Value original perspectives from the experts:  
Video-Opinion 2.7X

##### Future of work and finance

Want to stay ahead of the future of industry and the future of their own careers:

Future of Finance 4.4X  
Work from Home Tips 4.2X

##### The business of sports

Sports and business stories around sports are a big part of their life:

Business of Sports 4.3X  
(Bloomberg Quicktake series)  
How I Got Here with Chris Paul 2.2X  
(Bloomberg Quicktake series of NBA star Chris Paul meeting with guests and talking about business ideas)

##### Investing insights for work and life

Constantly learning to perfect investment strategies for both professional and personal life:

Wealth with David Rubenstein 4.8X  
(Investment strategies with David Rubenstein)  
Bloomberg Real Estate Report 2.6X

#### Format preferences

##### Audio-heavy media consumption

Multitasking and prefer audio to squeeze in more insights

Podcasts 3.5X

OddLots Podcast 4.3X  
(The latest market crazes and complex issues)  
Sound On Podcast 3.1X  
(Policy insights)  
Foundering Podcast 3.0X  
(Founding stories of hot businesses)

# Takeaways and opportunities for brands connecting with the FAs and investors:

**1 Opinion-led insights around wealth management**  
Wealth management is a common interest for both investors and FAs; FAs are especially active in digesting original wealth management perspectives and tips from trusted voices for both professional and personal life. Brands have an opportunity to align with opinion-led and personality-led insights around wealth management.

**2 Amplify ESG efforts, provide ESG-related insights**  
Investors, especially the ultra high networth are looking for insights and guidance around ESG investing. FAs are seeking intelligence around ESG for their clients as well. It's crucial for brands to amplify their existing ESG efforts and to provide relevant and tangible insights to connect with these two audiences.

**3 Navigate what's next to help them future-proof business and career**  
In the time of the great resignation and Covid aftermath, investors are eager to find out what's next for their businesses and career. Similarly, FAs are actively reading about where the future of finance is heading, and how to future-proof their own careers. Brands have an opportunity to navigate the shifting business and working landscape with them.

## Potential Opportunities

Partner with Bloomberg Wealth to help guide both affluent investors and FAs to invest better and to live well.



Activate brand messaging, initiatives, and thought leadership across Bloomberg's purpose-driven franchise, Green, to help FAs and investors learn more about ESG.



Partner with Bloomberg for the Q3 2022 launch of new vertical Work Shift focused on the forces powering the future of work and business, enabling FAs and investors to future-proof their decision-making.



## More about the Bloomberg Media Audience Insight Series

Introduced in 2021, this monthly series from Bloomberg Media Data Science and Insight is designed to fuel marketers around the world with exclusive data and insight about key audience segments.

These data explorations leverage a variety of in-house tools and studies like:

### **Bloomberg AiQ**

BloombergAiQ, our proprietary audience and content analysis platform which analyses data from 30,000 global publishers, including Bloomberg first part data, to deliver focused intelligence on content engagement and consumption patterns.

### **Bloomberg Brand Accelerator**

The Bloomberg Brand Accelerator, measures 15,000+ global decision-makers' perceptions of 700+ brands on Vision, Strength, Trust, Relevance and Familiarity along with 50+ specific drivers that relate to those categories.

### **Bloomberg Intelligence**

Bloomberg Intelligence, a team of 350+ global research professionals delivering independent perspective providing interactive data and research across industries and global markets.



Real-time, actionable information on audiences within our modern leader universe helps our partners form strategies that connect their messages with deeply engaged influencers. It's especially powerful amid the extreme uncertainties of the past year and the emerging optimism, even as challenges remain.

Duncan Chater, Managing Director, Europe, Bloomberg Media

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