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## Unlocking Institutional Investor Engagement: New Research from FGS Global I&E

Reaching institutional investors effectively is critical for many organizations, yet navigating their diverse media consumption habits can be a significant challenge. Our Intelligence & Engagement (I&E) team has just released new research offering a comprehensive look at how these influential individuals consume media, providing actionable insights for more impactful communications strategies. We delve into their preferences for credible, data-driven content and pinpoint the platforms that truly capture their attention.

Our analysis reveals several key findings about this high-value audience:

- They consist of roughly **1.05 million U.S. adults**, predominantly male, affluent, and highly informed, spending more than **35 hours online** each week.
- They highly value **credibility**, **accuracy**, and **expertise**, prioritizing trusted, data-driven sources.
- Their media consumption spans premium outlets like **Bloomberg**, **The Wall Street Journal,** and the **Financial Times**, alongside steady engagement with traditional and **streaming TV**, **podcasts**, and **high-impact newsletters**.
- **Influencers** play a significant role, particularly respected investors, economists, and journalists who shape their perspectives on platforms like X and LinkedIn.

Understanding these behaviors allows for a more strategic approach to communication. Our report identifies key opportunities for clients to prioritize trusted digital platforms like LinkedIn and YouTube, focus on authoritative and concise content, and maintain a consistent, multi-channel presence to build brand authority and manage reputational risk.

To learn more about these insights or develop your own custom media plan, please contact: campaigns@fgsglobal.com.