

Q1 APRIL 2026

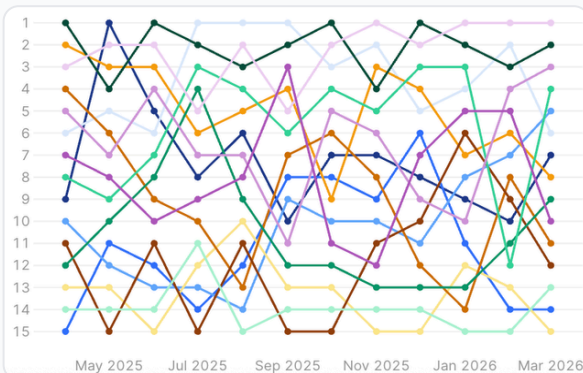
Quarterly Audience Trends Report

What fund buyers are watching

Built from Asset TV viewing data, this report shows what's capturing UK investment professionals' attention and how it has shifted over the past 12 months - following 15 key topics:

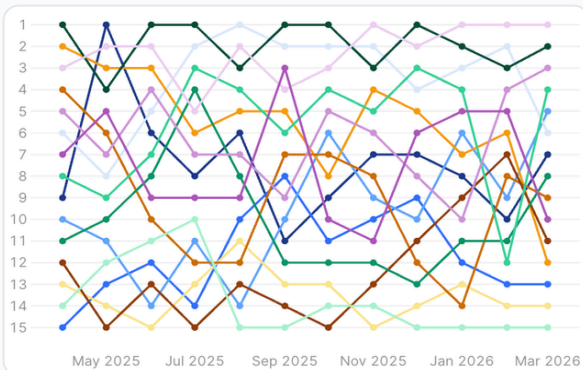
Alternatives Asia ETFs Emerging Markets European Equities Fixed Income
 Global Equities Impact Investing Investment Trusts Multi-Asset Private Assets
 Real Estate Sustainable Investing Technology UK Equities

All Asset TV UK Viewers



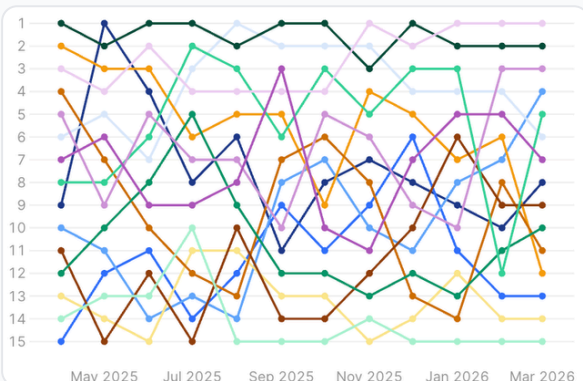
Fixed Income trends downward into Q1 following periods of volatility, while Global Equities show a similar softening after late-year strength. Emerging Markets and ETFs remain stable in the top tier, and Alternatives move from early strength into a more mixed position. Sustainable Investing continues to rank highly, while Technology and UK Equities fluctuate across the period.

Fund Selectors



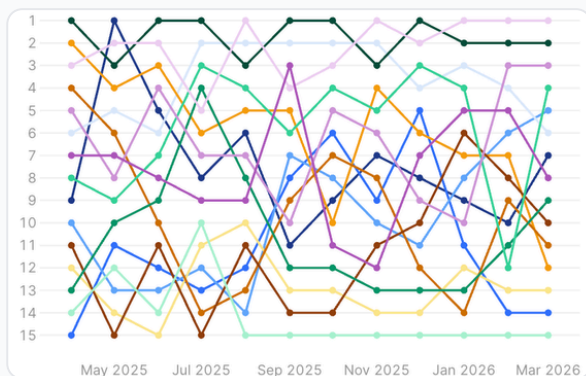
Sustainable Investing strengthens into a clear top position in Q1, while Emerging Markets and ETFs maintain stable top-tier rankings with little movement. Alternatives and Investment Trusts both trend down into the final months, with a modest pullback from prior highs, and Fixed Income and Global Equities continue to fluctuate with no sustained direction. Technology shows intermittent recoveries in rank but does not hold position, while UK Equities trend down.

Pension Consultants



Fixed Income and Global Equities show late-year strength before pulling back into Q1, while ETFs and Emerging Markets peak mid-period and trend downward. Alternatives and Investment Trusts ease from leading positions, and Asia drops sharply into the final months. Sustainable Investing remains consistently high, while Technology and UK Equities stay volatile.

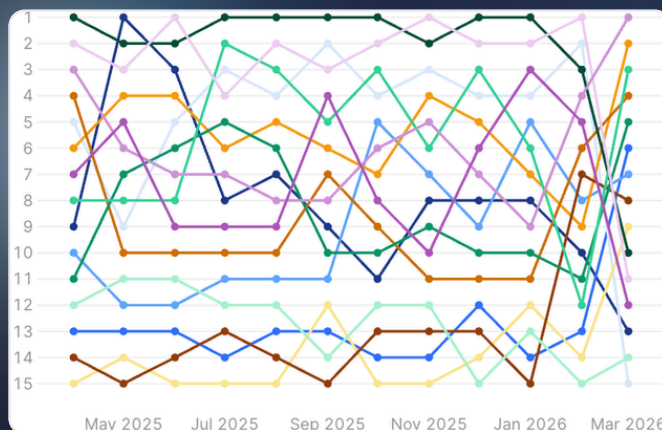
Nationals & Networks



Sustainable Investing holds a consistent top position into Q1, while Investment Trusts and Alternatives remain firmly in the leading group. Emerging Markets and Private Assets strengthen into late 2025 before easing, and ETFs maintain a stable mid-to-high ranking. Technology improves into Q1, while Asia and UK Equities in the lower rankings.

FEATURED

Channel Islands



The Channel Islands (Jersey and Guernsey) act as a leading international financial centre and a stable gateway for private wealth and institutional capital. Trust structures dominate the region, accounting for over half of wealth management clients and approximately 70% of assets under management. Collectively, they oversee more than £1 trillion.

Using Asset IQ, we track 52 of the largest investment firms based in the Channel Islands. This cohort represents a highly influential group of investors managing substantial fund assets and shaping trends.

ETFs and Emerging Markets lose momentum into Q1 after stronger earlier positioning, while Alternatives drops sharply from a leading position. Fixed Income continues to fluctuate without direction, and Sustainable Investing retreats from prior peaks. Technology trends downward, while lower-ranked topics remain largely unchanged.

Optimise your reach

If you want to learn more on how you can leverage this data to optimise your marketing outreach and laser focus your content to key buyers, contact us today.

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