2019 Money in Motion with U.S. Institutional Investors

2018 U.S. Institutional Investors

May 7, 2019

Executive Summary:

The annual analysis is based on reporting hiring expectations of influential institutional investors in the United States. The results seek to address three dynamics: 1) Where institutional asset flows are going (in aggregate, by asset class, by product, active/passive)? 2) Who is driving institutional asset flows (by channel)? 3) Where are the largest revenue opportunities, and where will interest be the weakest?

Methodology:

Greenwich Associates 47th annual research with U.S. Institutional Investors is based on in-depth interviews conducted primarily through in-person interviews, and supplemented by telephone interviews and online surveys, between July and October of 2018.

Respondents include 1,128 individuals from 924 of the largest tax-exempt funds in the United States. These U.S.-based institutional investors are corporate and union funds, public funds, and endowment and foundation funds, with either pension or investment pool assets greater than $150 million.

Senior fund professionals were asked to provide quantitative and qualitative evaluations of their investment managers' investment and servicing capabilities and also of the managers soliciting their business. Fund professionals were also asked detailed information on important market trends.

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