New Business Development in Institutional Asset Management – U.S.

2019 United States Institutional Investors Research

January 13, 2020
Executive Summary:

This report provides detailed information from institutional investors in the U.S. on new business activity from key issues for plan sponsors and other institutional investors to size of expected mandates.

Methodology:

Greenwich Associates 48th 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 2019.

Respondents include 1,100 individuals from 896 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.

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