2013 Canadian Institutional Investors Product Demand

January 3, 2014

Executive Summary:

This report provides detailed information on the institutional investment market in Canada, including helpful benchmark data on product demand across channels such as corporate pensions, public or industry pensions, endowments and foundations.

Methodology:

From July to October 2013, Greenwich Associates conducted in-person interviews with 247 institutional investors in Canada, totally assets over $1 trillion. The data in this report is based upon aggregated results from individuals participating in the study.

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