# New Business Development - 2016 United States Institutional Investors

January 19, 2017

Executive Summary:

This report provides detailed information from institutional investors in the U.S., including helpful benchmark data such as new business development.

Methodology:

Greenwich Associates' 45th 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 2016.

Respondents include 1,216 individuals from 1,052 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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