



# 2018 European Equity Investors

## 2018 North American Equity Investors

May 18, 2018

### Executive Summary:

This report provides detailed information from North American-based investors investing in European equities, including helpful benchmark data such as:

- Total spend for execution and research advisory services
- High-touch vs. e-trading mix trends
- Equity commission rates
- Alternative data sets used as part of investment process

### Methodology:

This report provides detailed information on cash equities markets according to buy-side firms located in North America investing in European equities. Research is based on in-person and telephone interviews with 66 total buy-side institutions in the 2018 Study. The data in this report is based upon aggregated results from individuals participating in the study.



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[www.greenwich.com](http://www.greenwich.com) | [ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

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