

# 2018 European Equity Investors - Electronic Trading

## Electronic Trading

July 30, 2018

### Executive Summary:

This report provides detailed information from Europe-based equity investors regarding electronic trading activity, including helpful benchmark data such as:

- Estimated equity spend for execution and research/advisory services
- Average reported European equity spend
- High touch vs. electronic mix of European equity trading dollar volume
- Most important selection criteria for algorithmic trading

### Methodology:

This report provides detailed information on equities according to buy-side firms located in Europe regarding electronic trading activity. Research is based on in-person and telephone interviews with 63 traders in the 2018 Study. The data in this report is based upon aggregated results from individuals participating in the study.



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