U.S. Equities: Limited Growth in E-Trading Due to Market Complexity

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Executive Summary:

E-trading is appealing to resource-constrained investors and brokers alike. But content demands keep the majority of trades flowing through high-touch channels. It is important not to interpret the demand for sector specialists and high-quality content as a sign that electronic-trading offerings are losing importance to investors, however.

Methodology:

Greenwich Associates conducted interviews with 316 buy-side U.S. equity traders and 225 U.S. equity portfolio managers regarding U.S. equity business.

Respondents answered a series of qualitative and quantitative questions about the brokers they use and their business practices in the U.S. cash equity space.

Quantitative flows reflect 12 months ending early in Q1 of each year rather than annualized projections for the current full year.

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