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All participants will receive a complimentary summary of the survey analysis.

As one of four recurring Cerulli surveys targeting asset management organizations, the annual U.S. Retail Asset Manager Survey targets the retail businesses of U.S.-based investment managers. While not dependent, this survey is typically administered in tandem with Cerulli's annual U.S. Institutional Asset Manager Survey. This survey tracks data from the top U.S.-based asset managers, taking a broad look at retail U.S. asset management business organizations. Tracking these metrics on a recurring basis is the foundation to Cerulli's analytic capabilities. Moreover, participation in any recurring survey allows Cerulli to provide participants with useful, actionable data in return.

Topics covered by this survey include:

- Asset under management
- Asset by vehicle
- Retail distribution trends
- Organization
- Channel profitability

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Target: Asset Managers
Frequency: Annual

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Data and findings from this survey are used in the following Cerulli Products:

Cerulli Quantitative Update: Asset Manager Addressable Marketplaces
The Cerulli Edge: U.S. Edition

Related Cerulli Surveys:

U.S. Institutional Asset Manager

Global Asset Manager

For more information on how to participate in this survey, log on to our Website at www.cerullisurveys.com or contact:

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