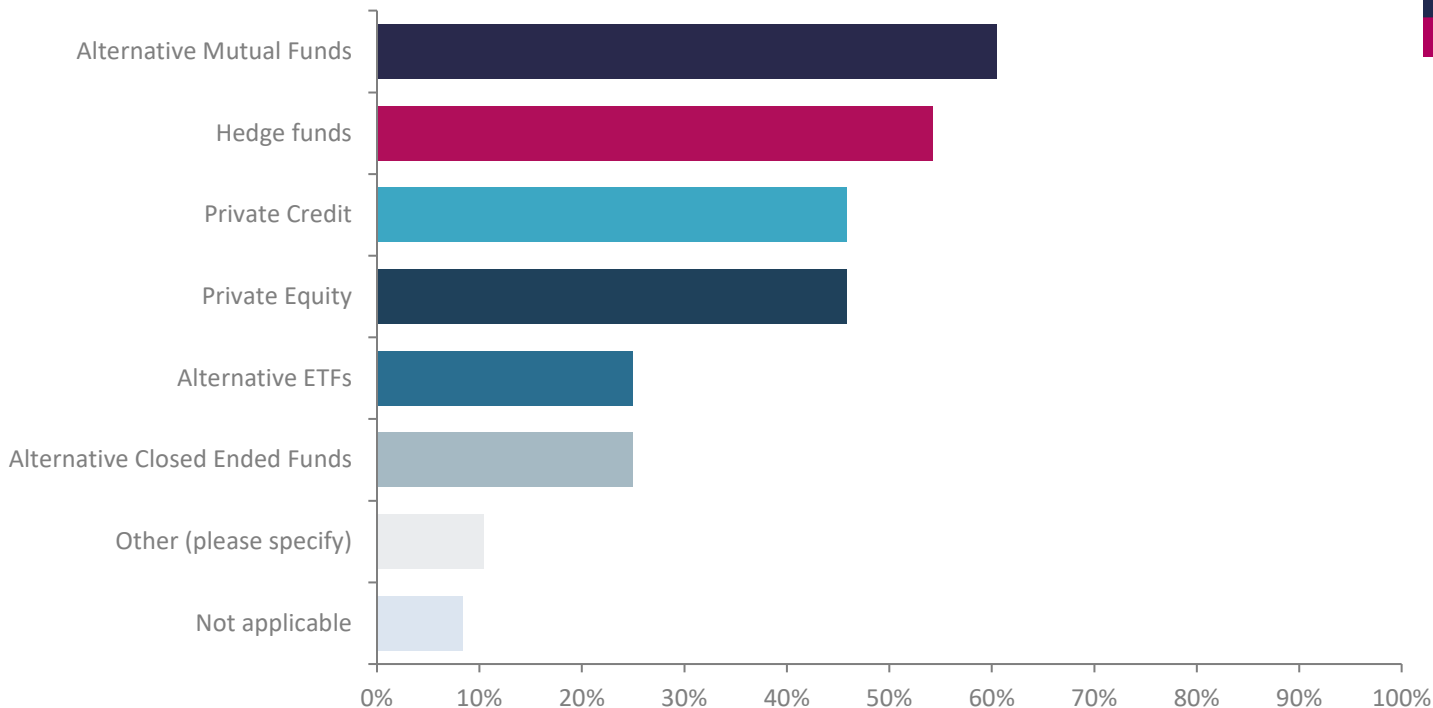


# AIMA Canada Market Survey Results 2024

# **INVESTOR: WEALTH ADVISORS, FAMILY OFFICES & INSTITUTIONAL INVESTORS**

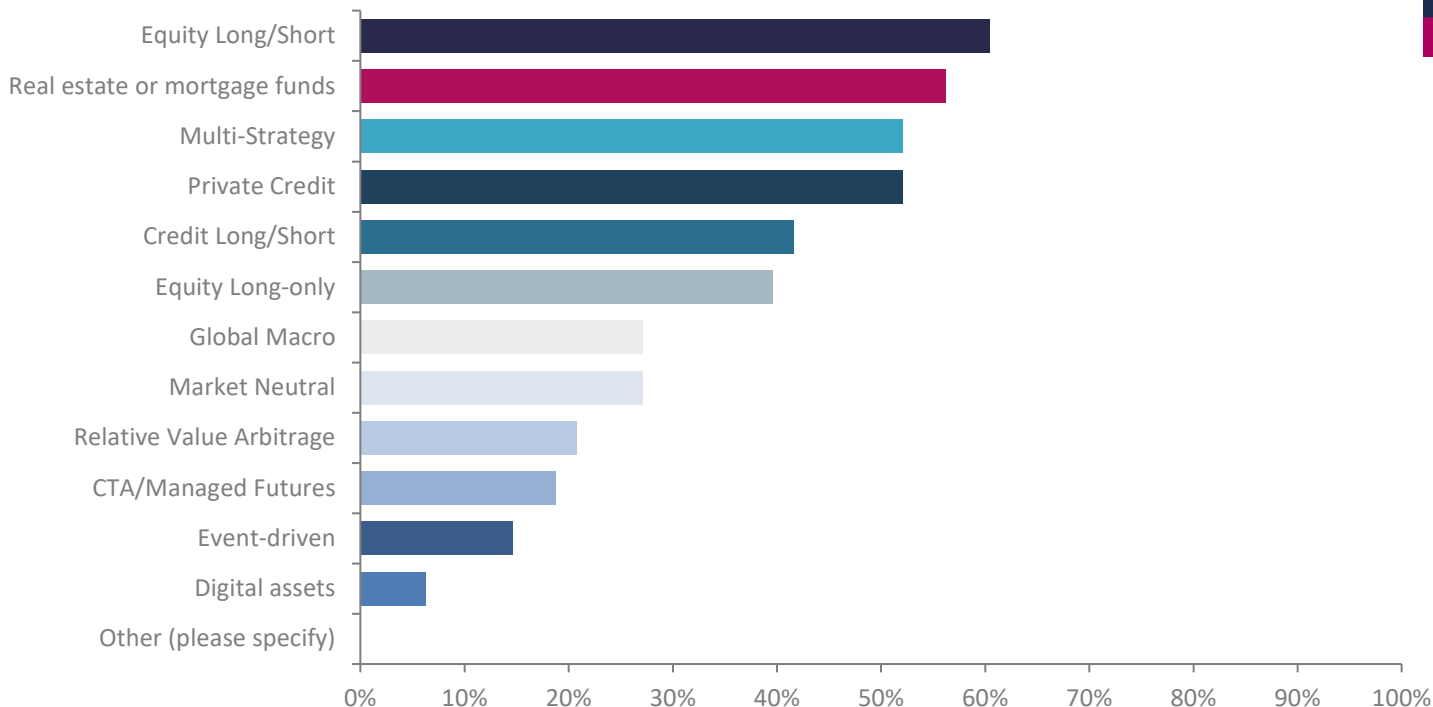
# Q1: What types of alternative fund structures do you currently allocate to? (select all that apply)

AIMA

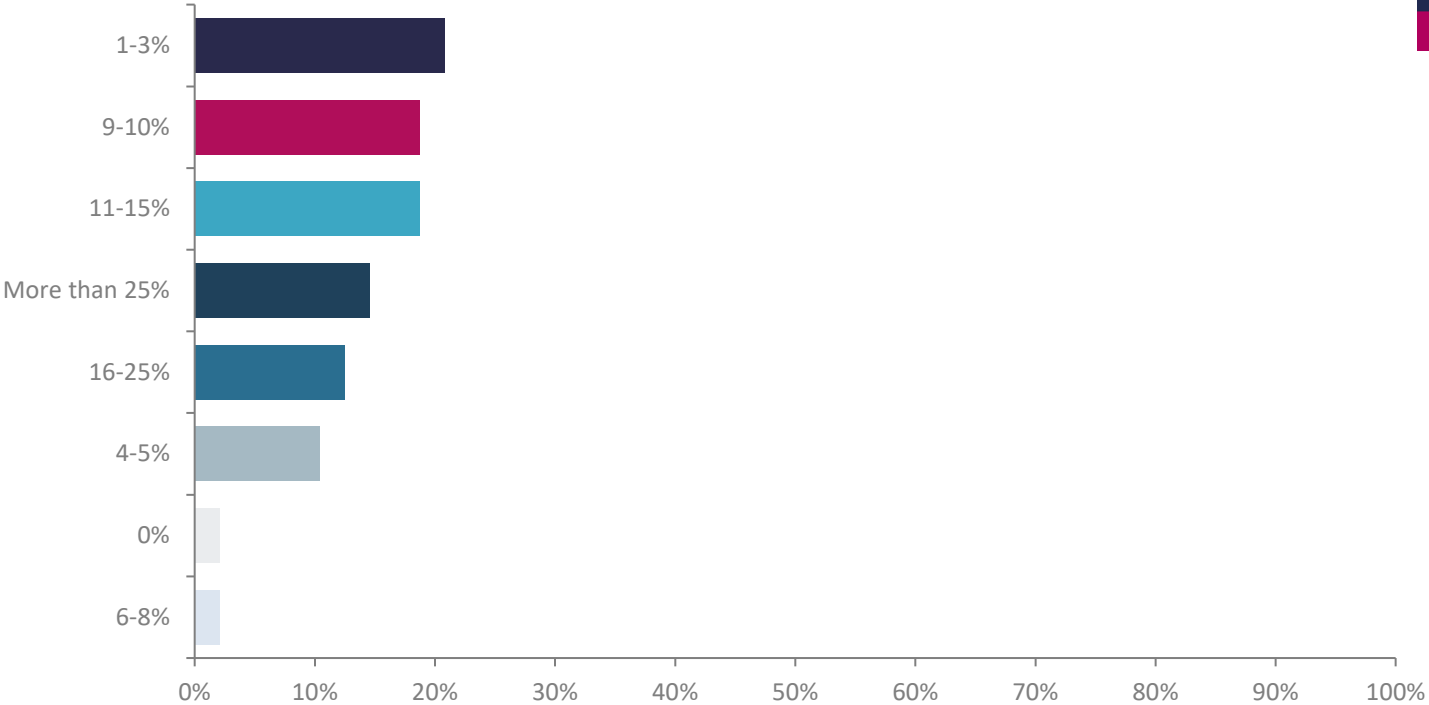


## Q2: What types of alternative fund strategies are you currently allocating to? (select all that apply)

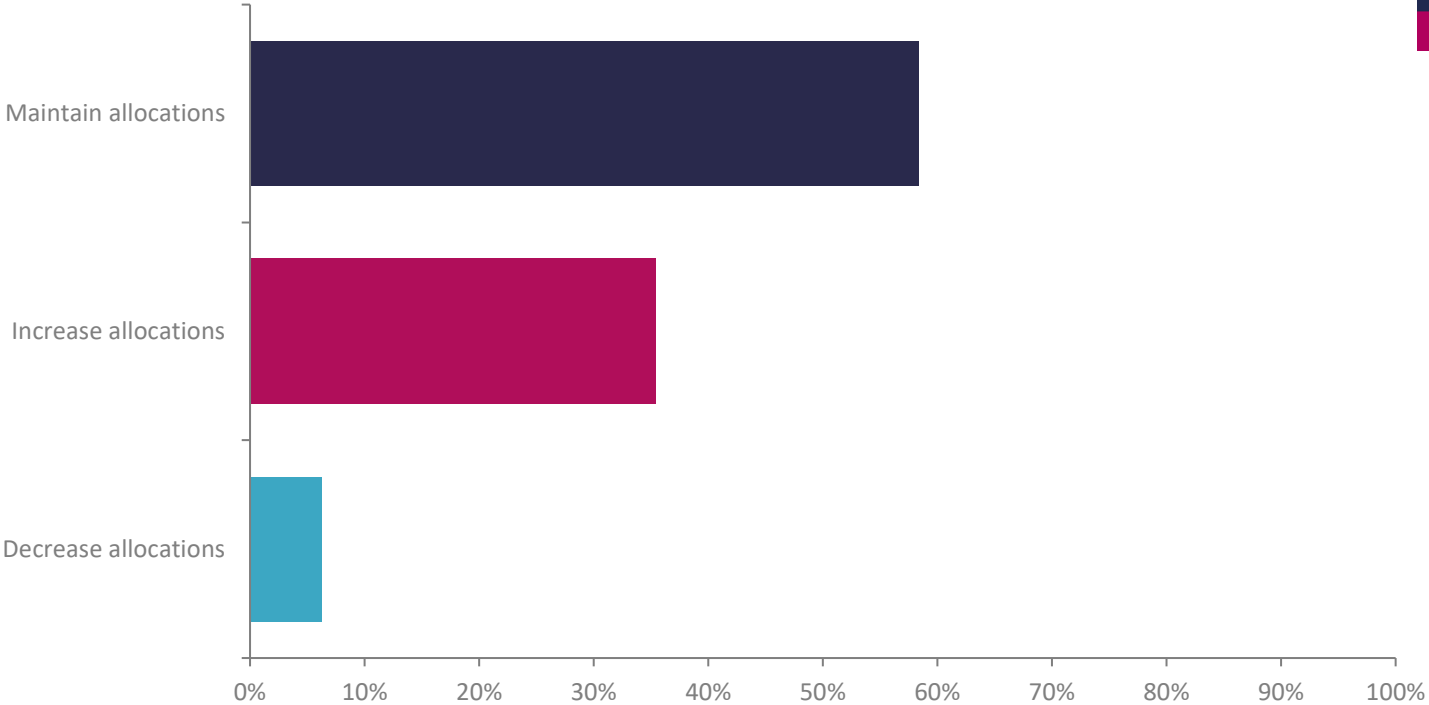
AIMA



**Q3: What percentage of a client's portfolio do you currently allocate to alternative investment funds (hedge funds, liquid alternatives, private credit only)?**

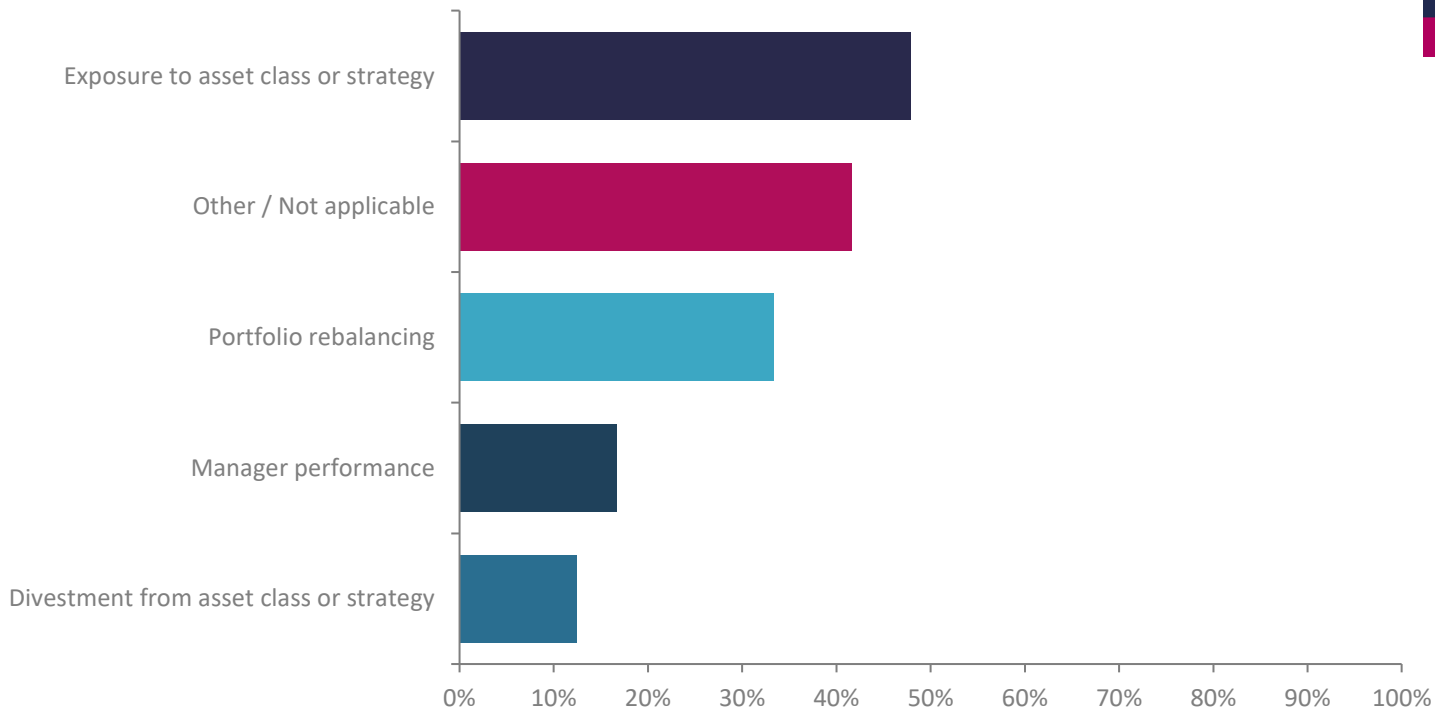


**Q4: Over the next 12 months, what do you plan to do with your alternative fund allocations (hedge funds, liquid alternatives, private credit only)?  
(Select one)**



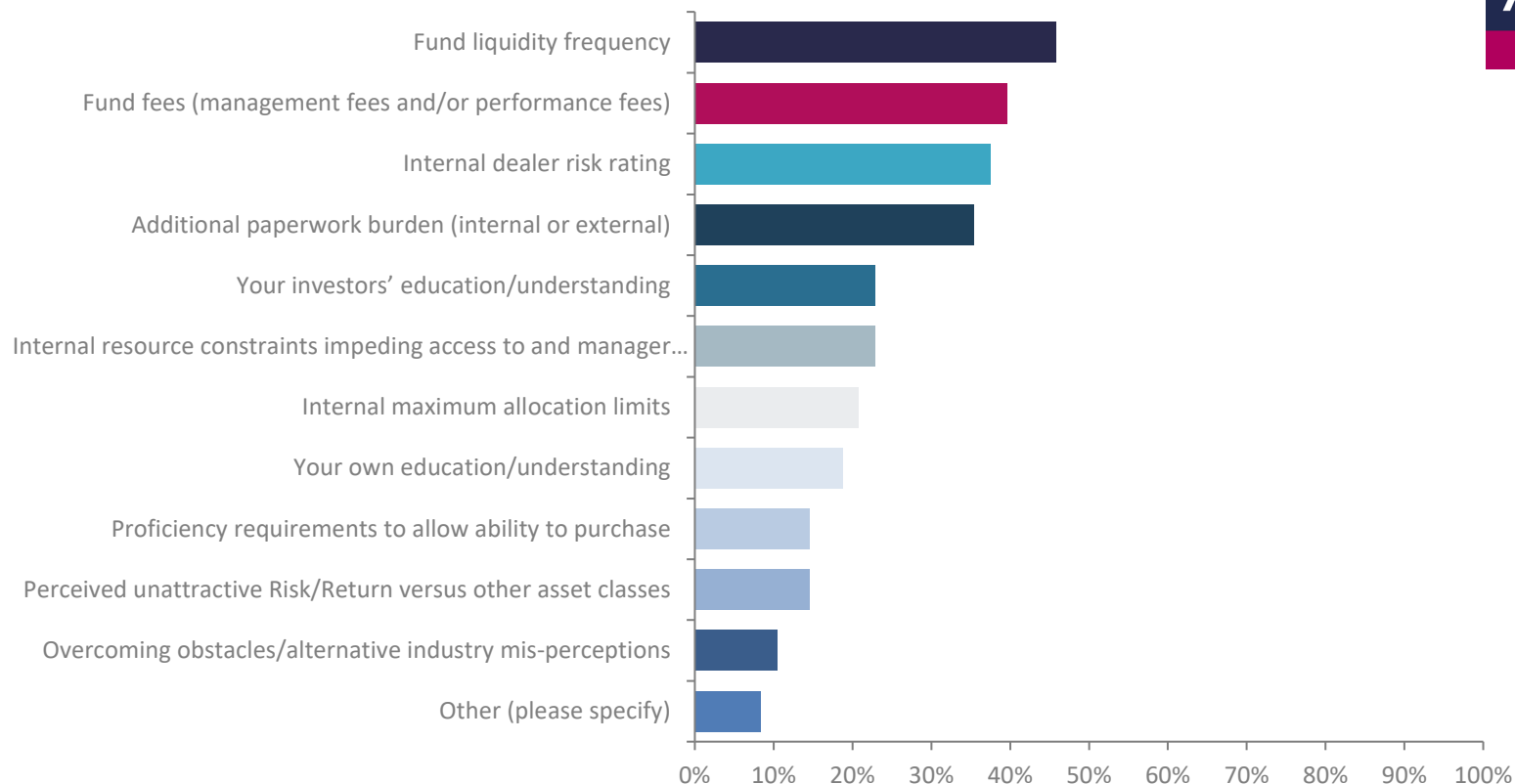
## Q5: What is your reason for changing allocations? (select all that apply)

AIMA



## Q6: What are the greatest challenges you currently face when allocating to alternative investment funds? (select all that apply)

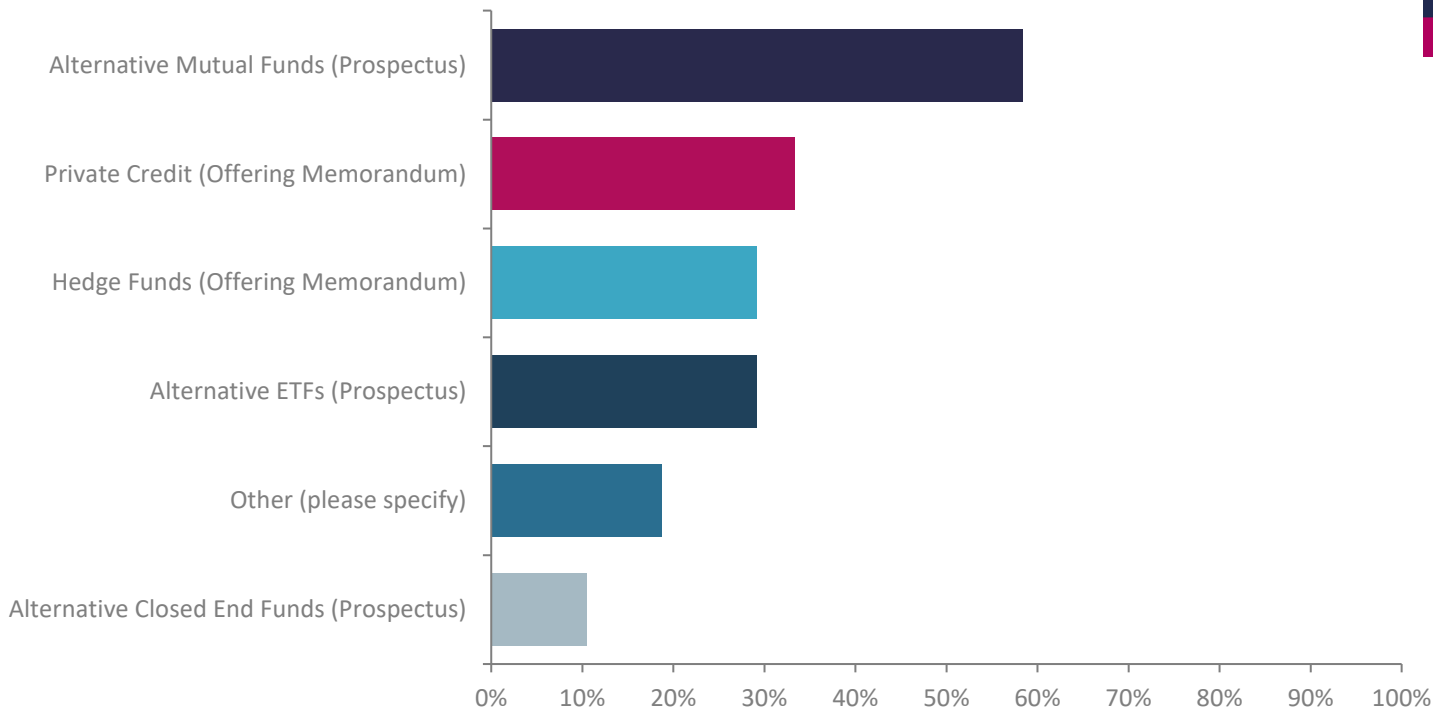
AIMA





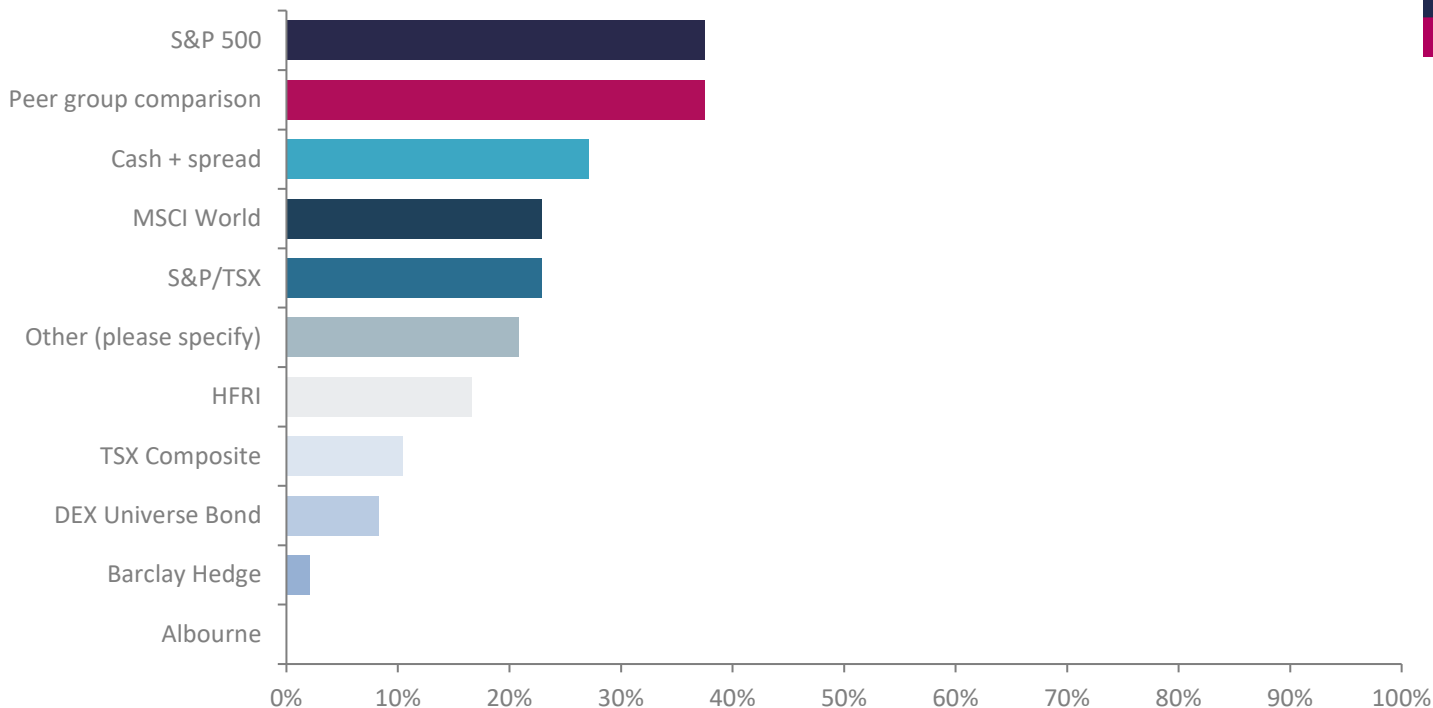
## Q7: What alternative fund structures do you prefer? (select all that apply)

AIMA



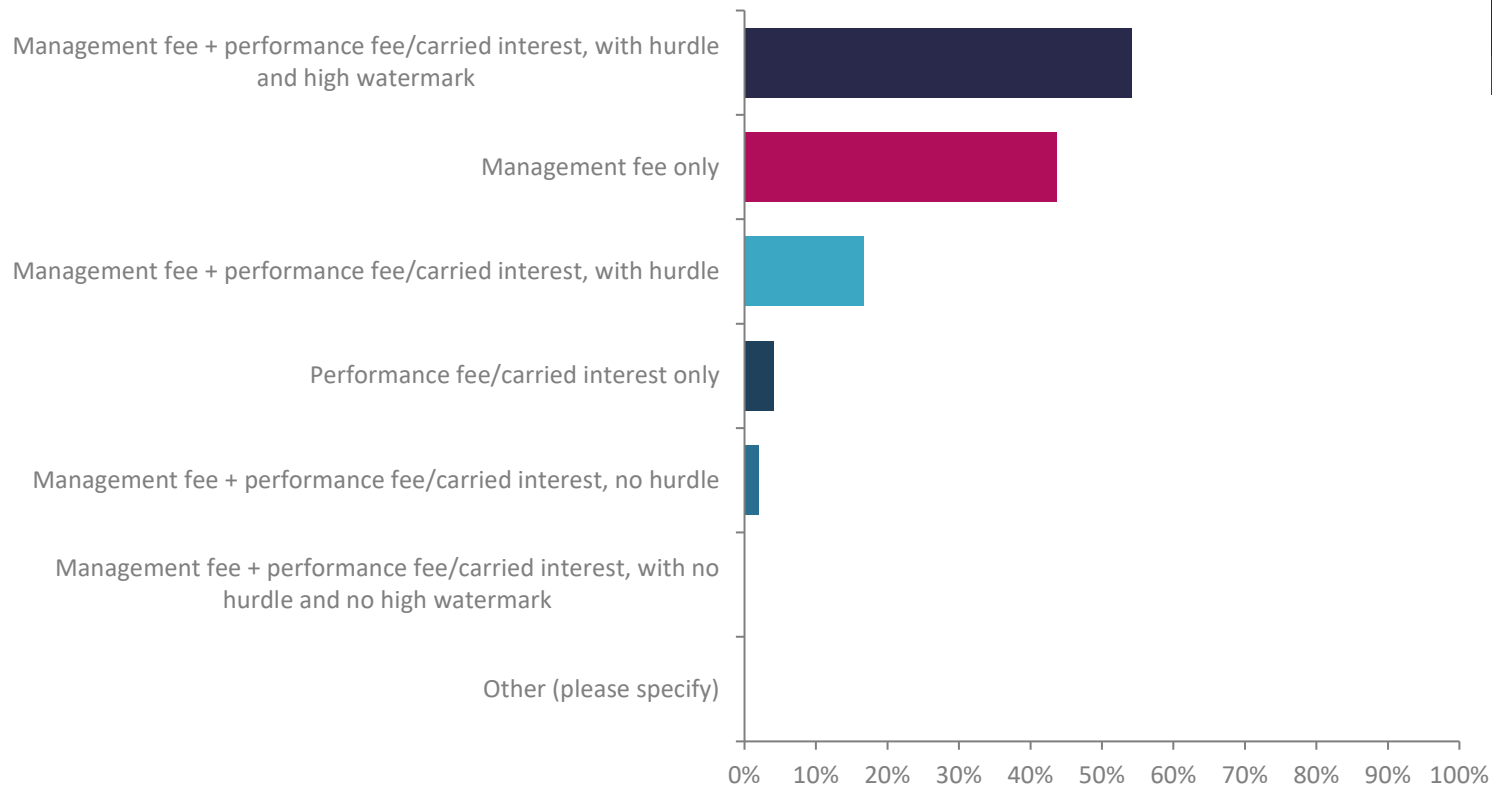
## Q8: What benchmark(s) do you prefer for hedge funds (select all that apply)?

AIMA

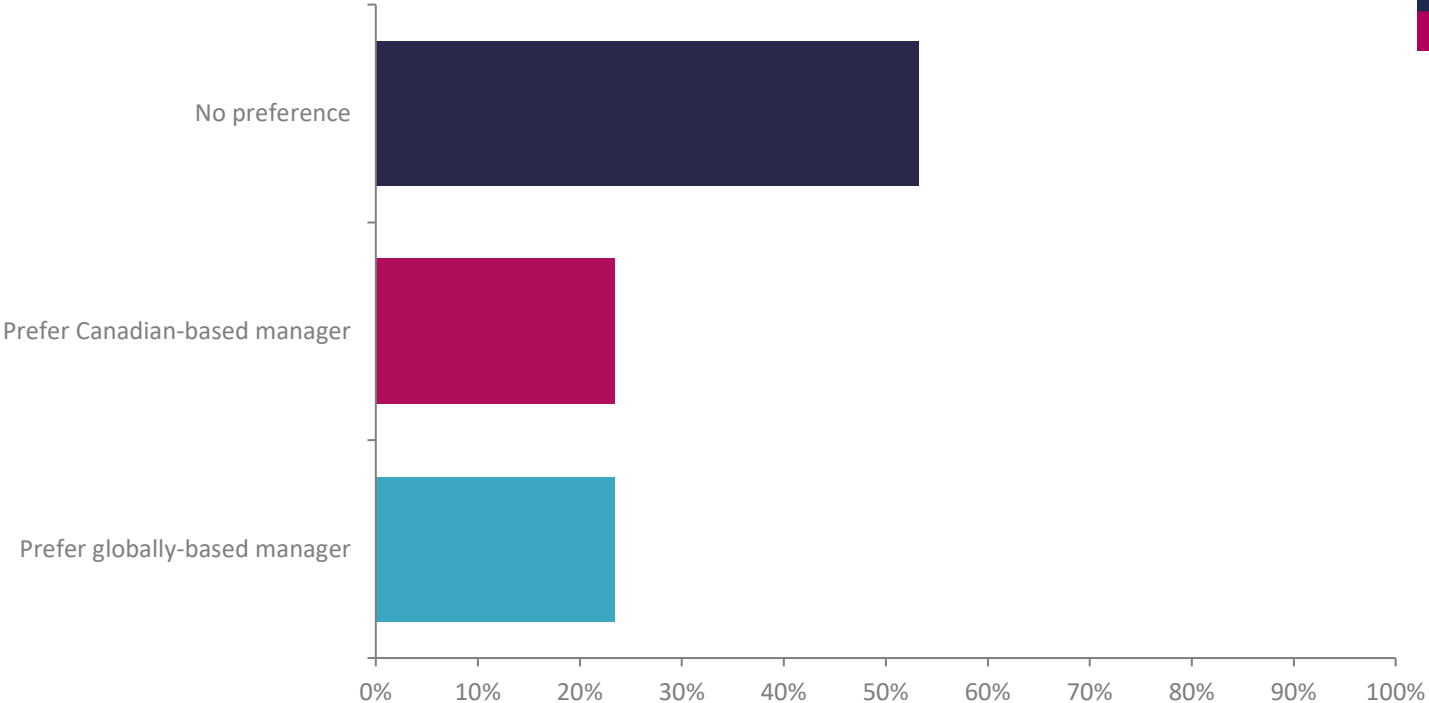


## Q9: What compensation structure do you prefer for alternative investment funds?

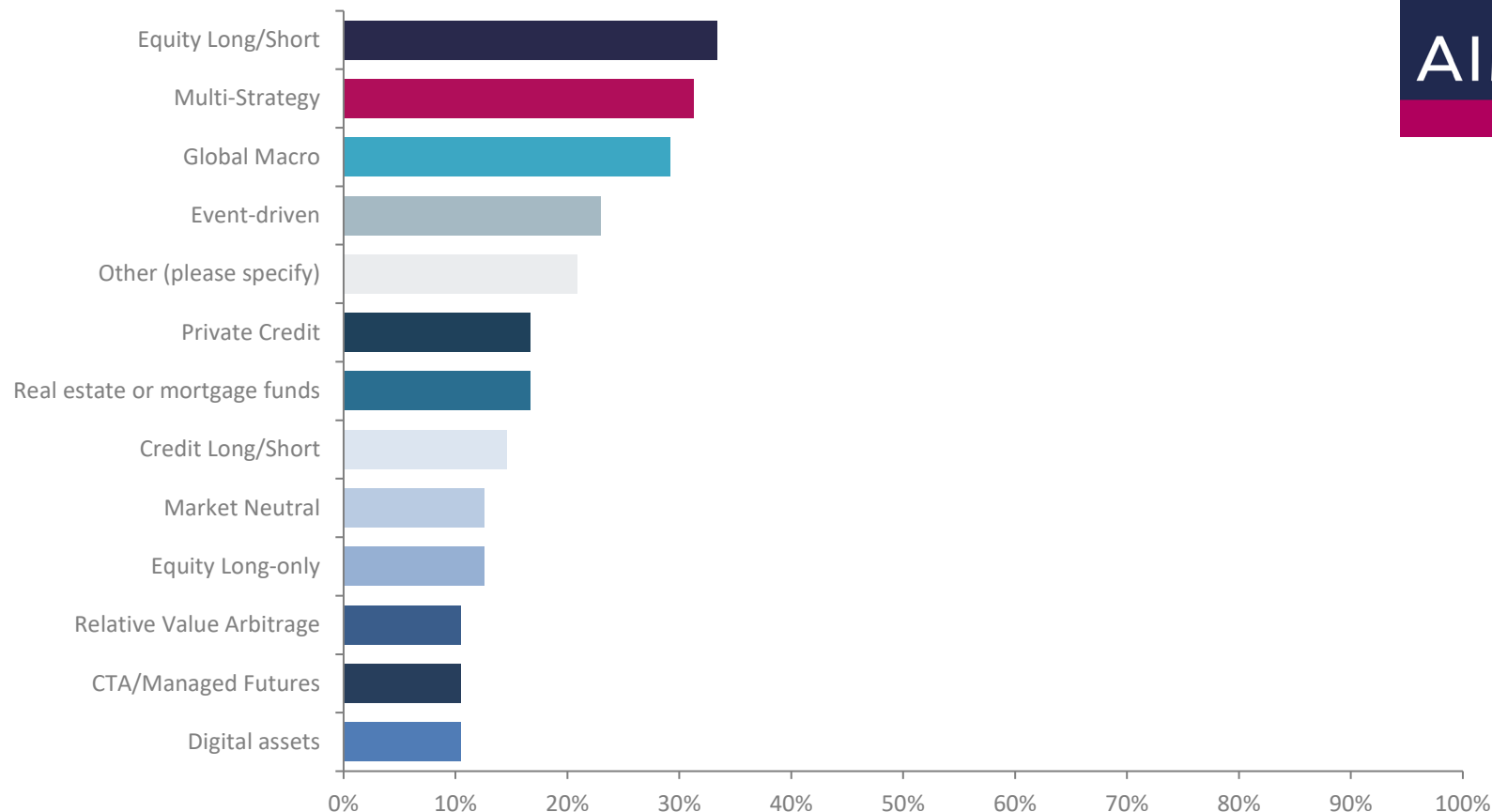
AIMA



**Q10: Do you have a preference between Canadian or globally-domiciled alternative fund managers? (select one)**

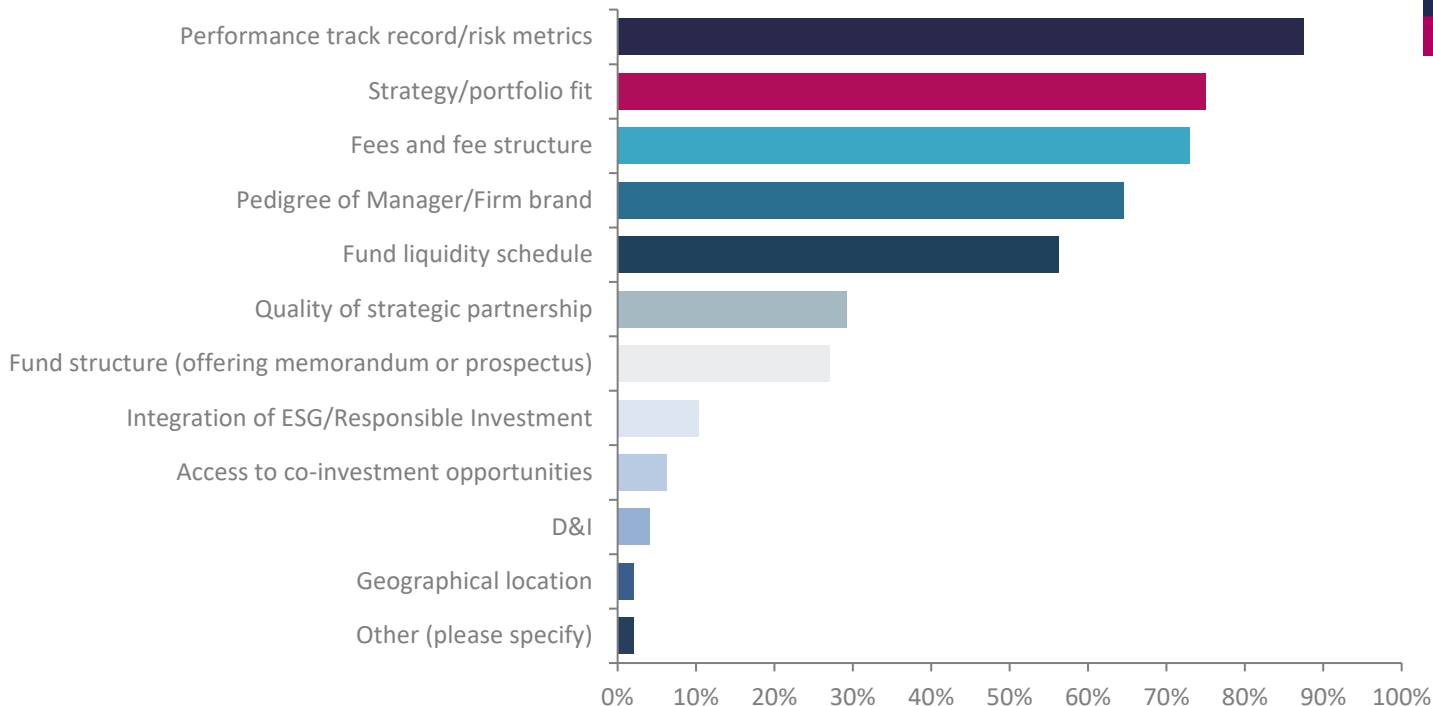


## Q11: What alternative investment fund product would you like to see launched or available in Canada? (select all that apply)



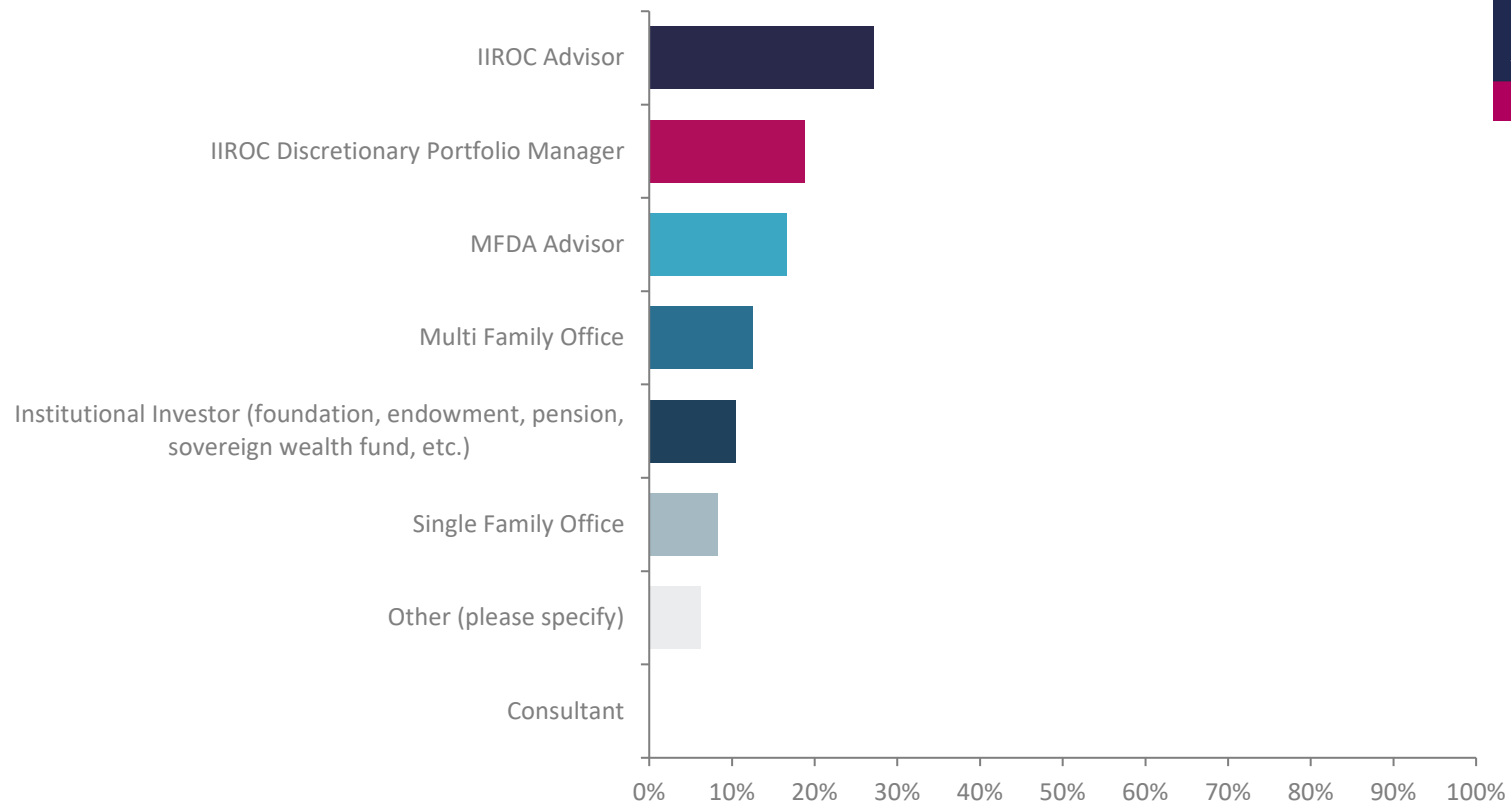
## Q12: What are the most important factors when considering an allocation to an alternative fund? (select all that apply)

AIMA



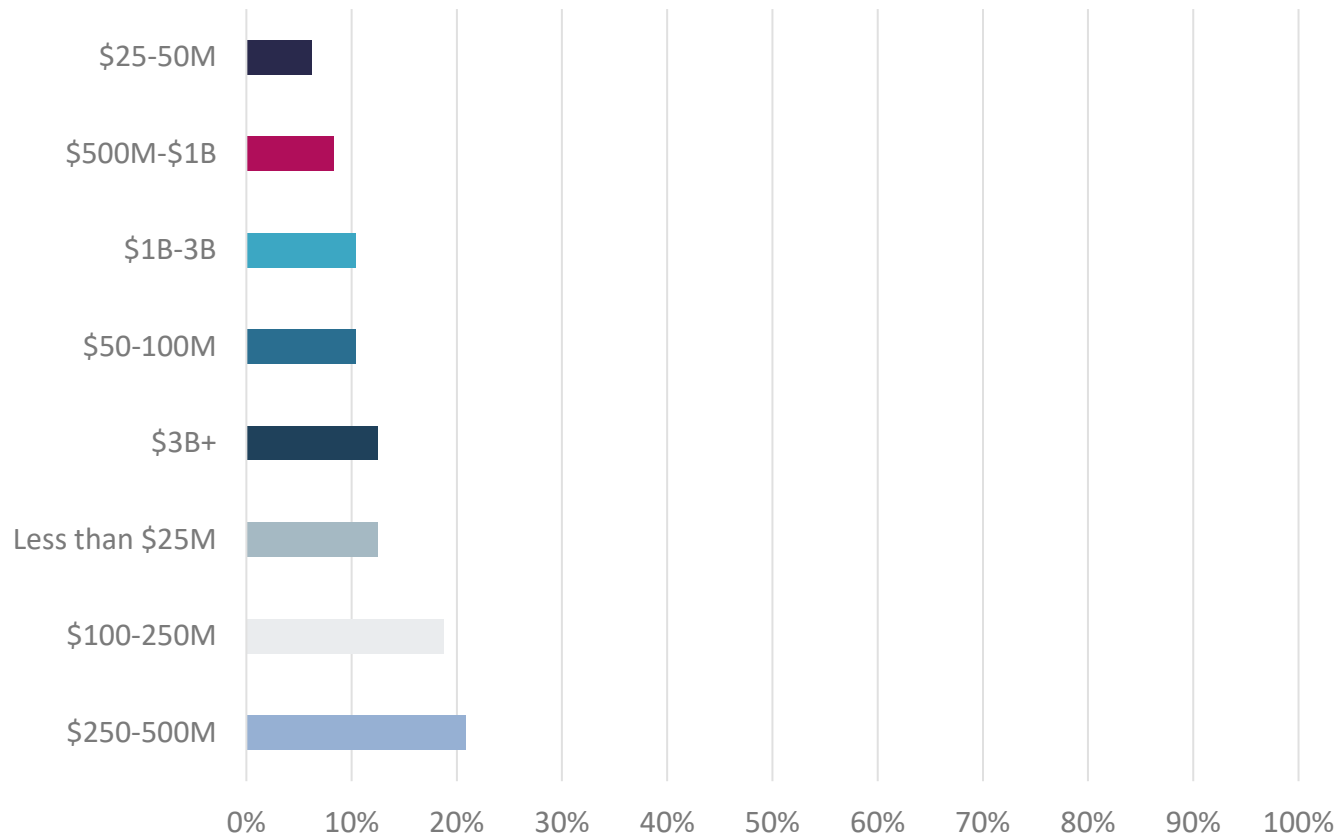
## Q13: What type of investor are you?

AIMA



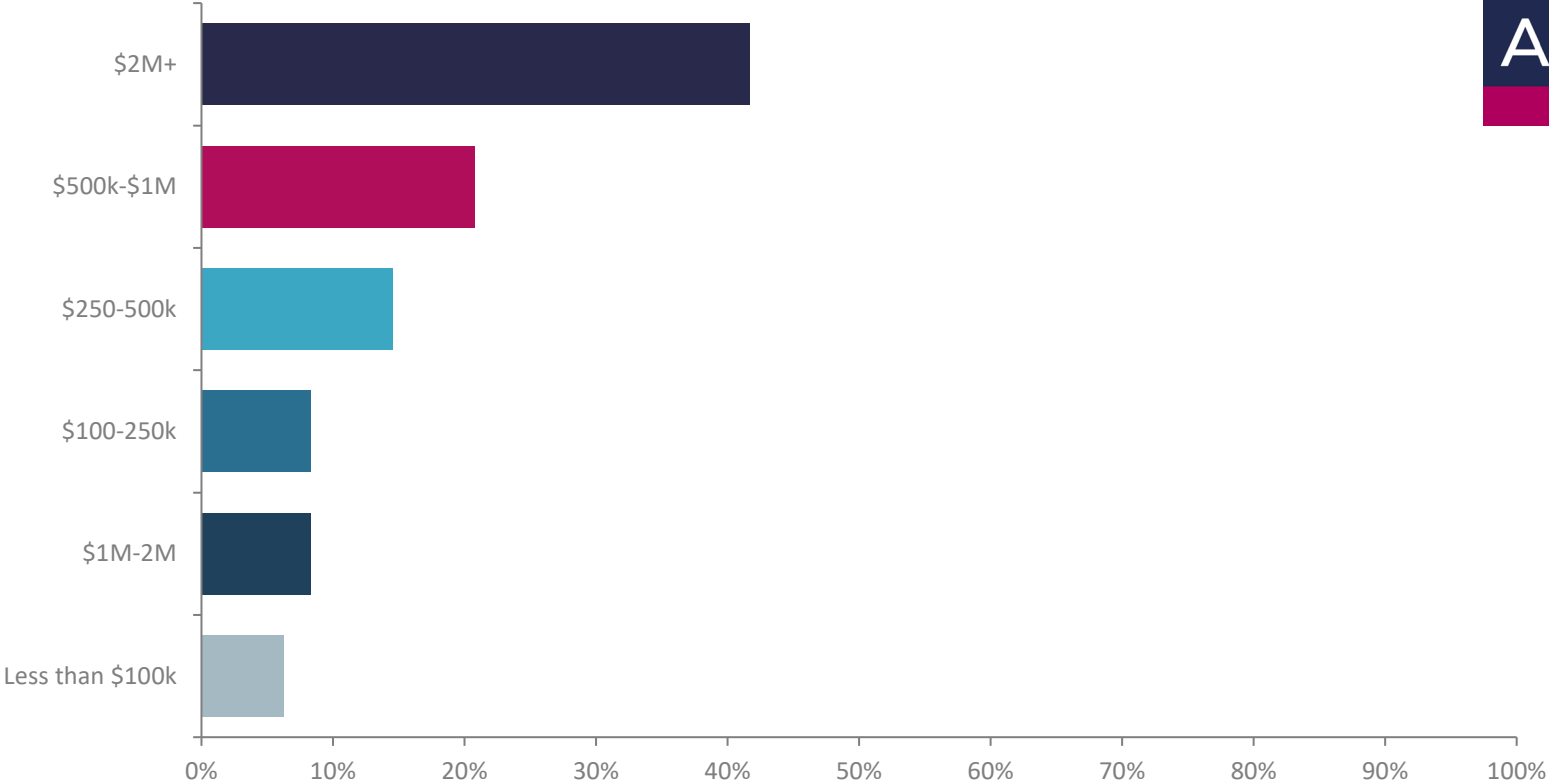
## Q14: What is the total AUM you manage or advise on allocation decisions for?

AIMA





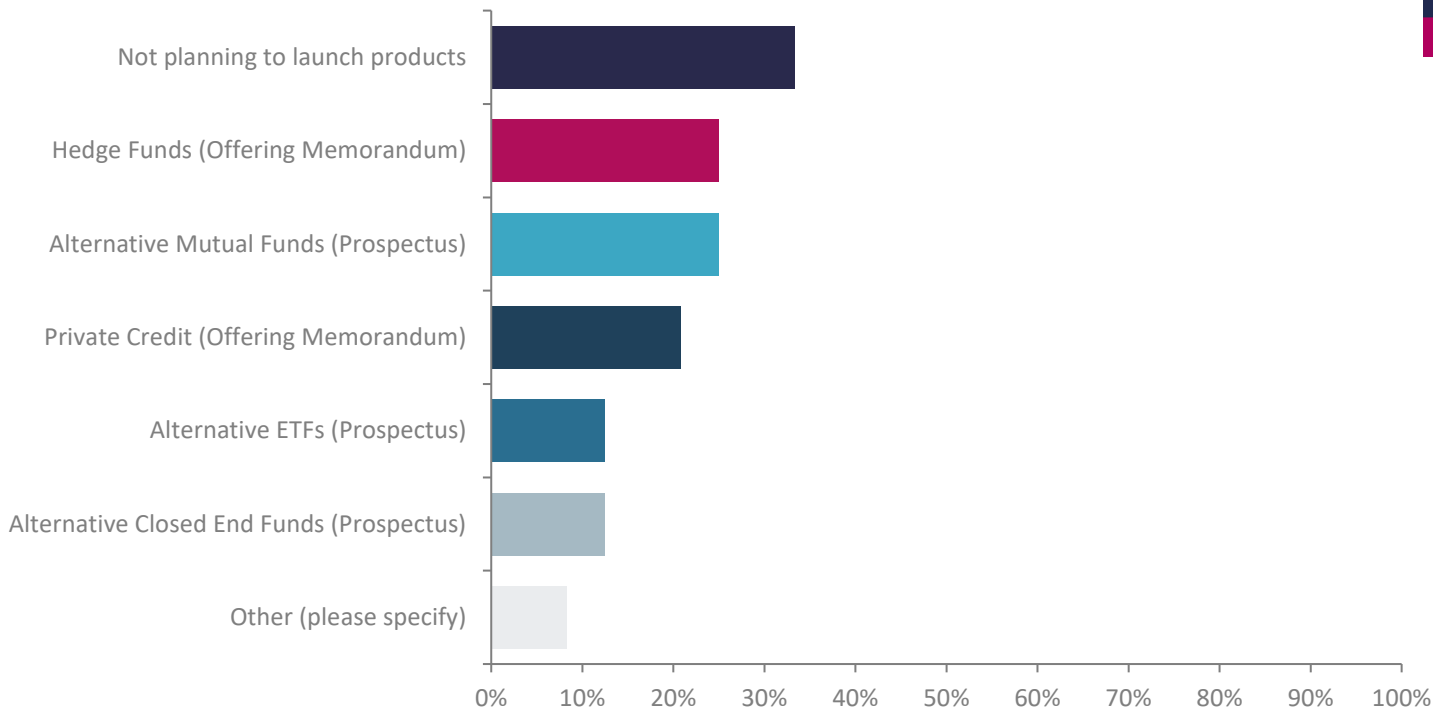
# Q15: What is the average investor client portfolio size?



# **MANAGER: FUND MANUFACTURER / INVESTMENT FUND MANAGER**

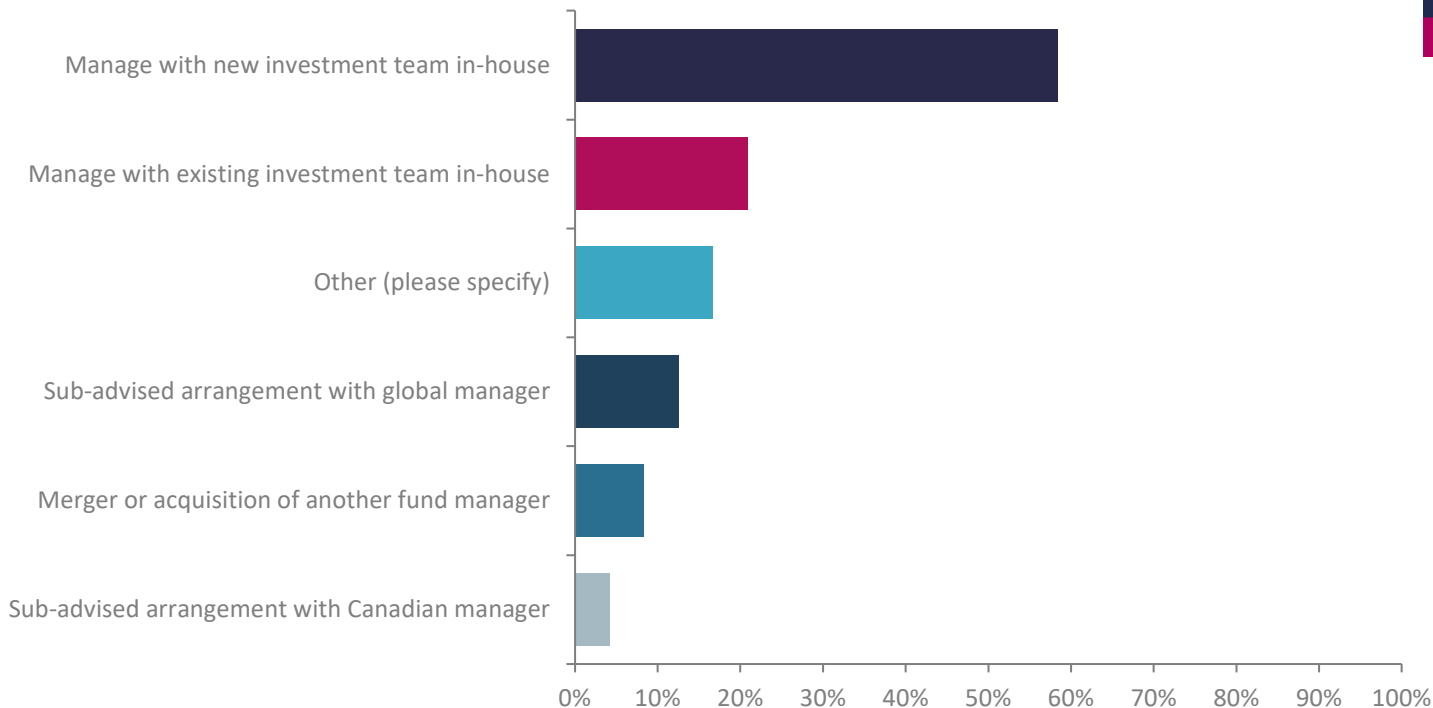
# Q1: What alternative investment funds structures do you plan on launching in the next 12 months? (select all that apply)

AIMA

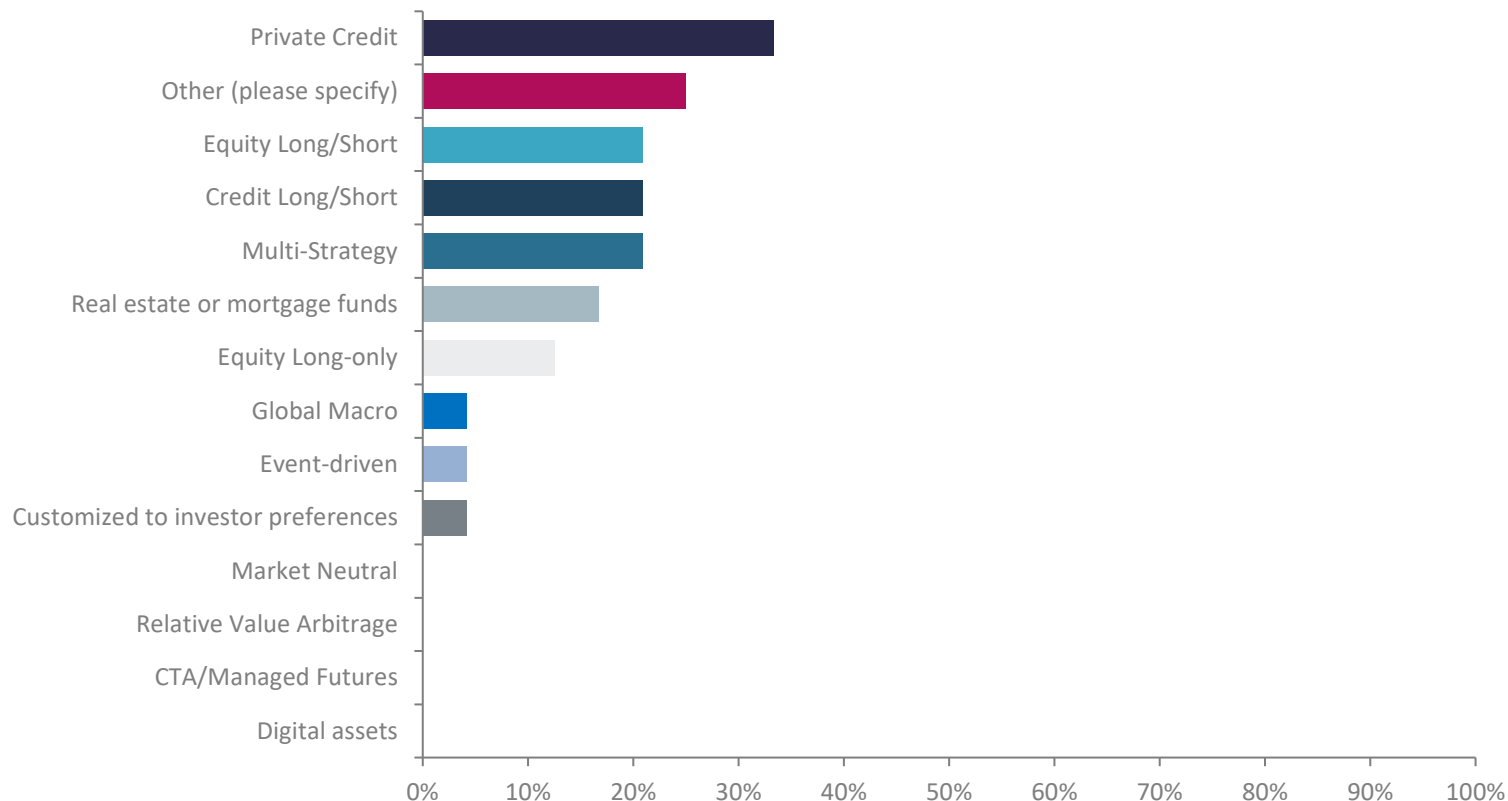


## Q2: With new alternative product launches, how do you anticipate managing them? (select all that apply)

AIMA

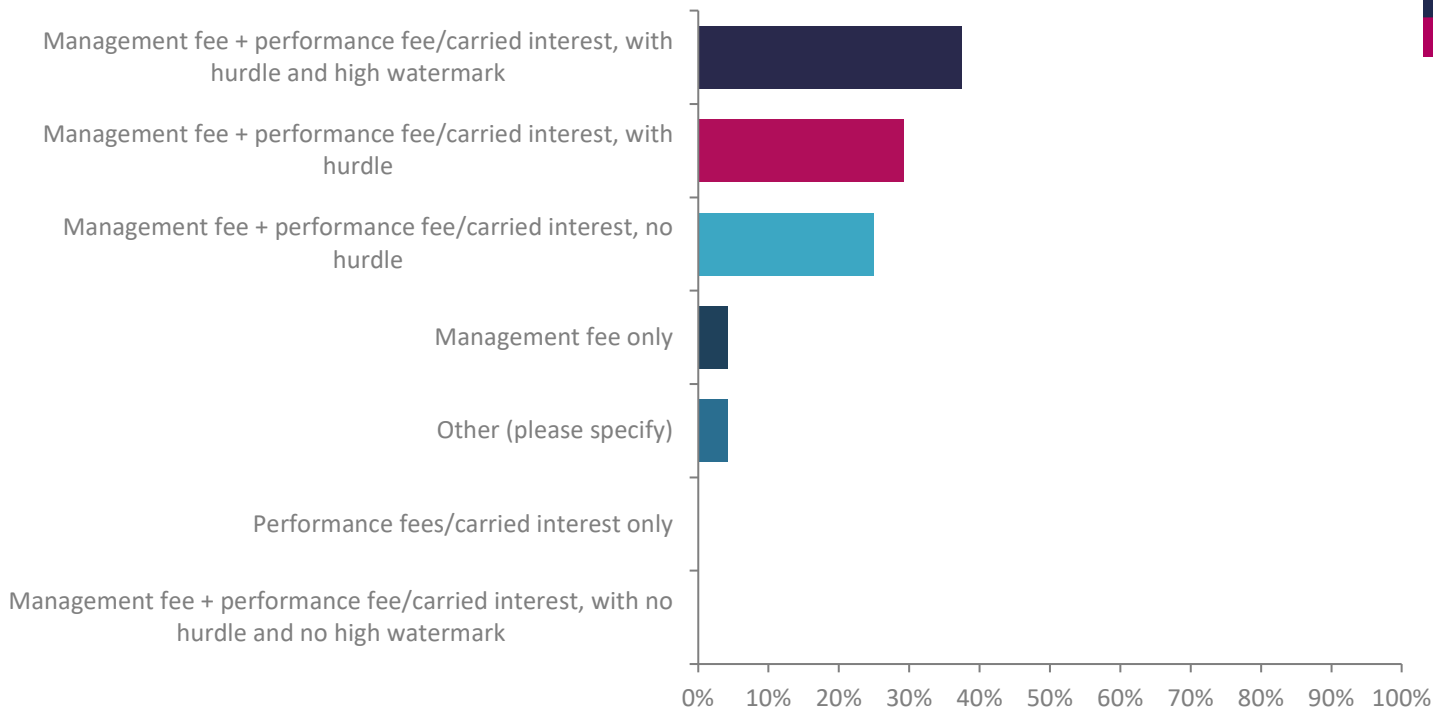


### Q3: What types of alternative strategies do you anticipate launching? (select all that apply)



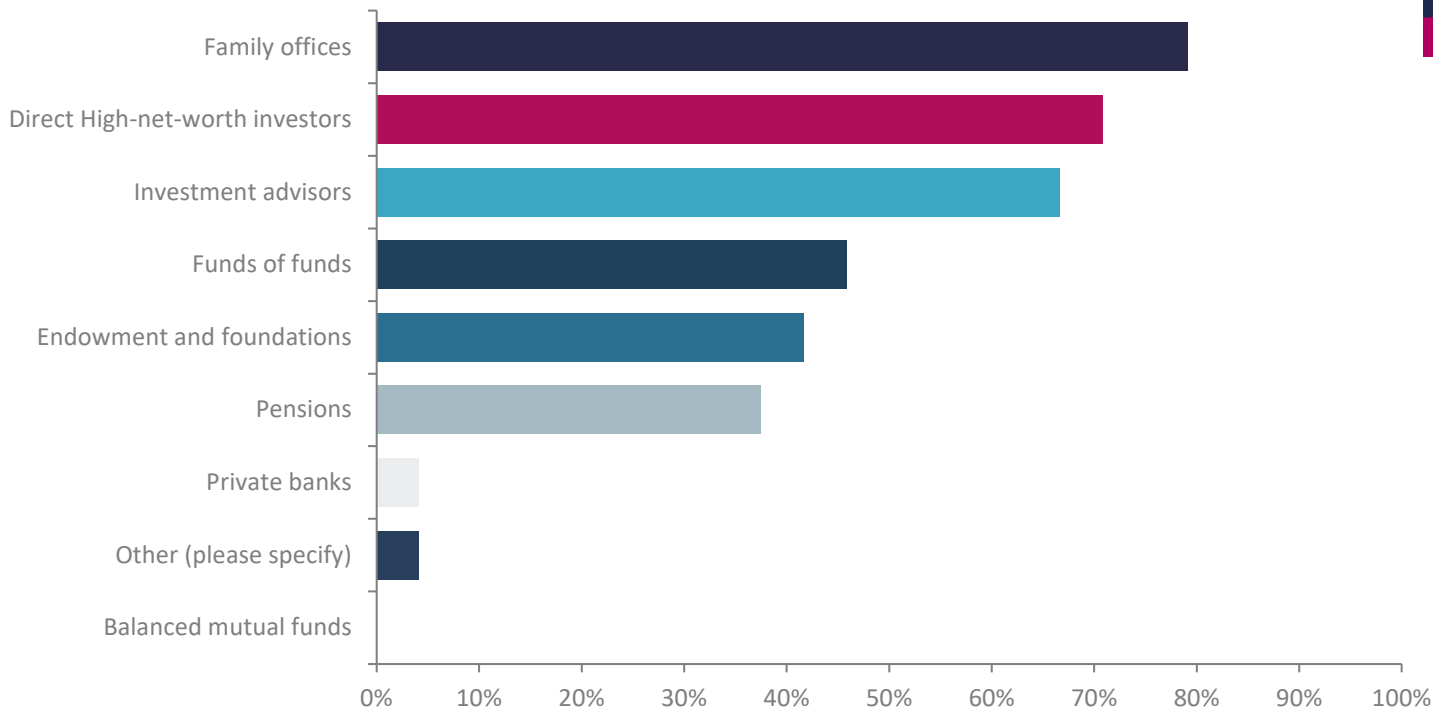
## Q4: What compensation structure do you prefer for alternative funds?

AIMA

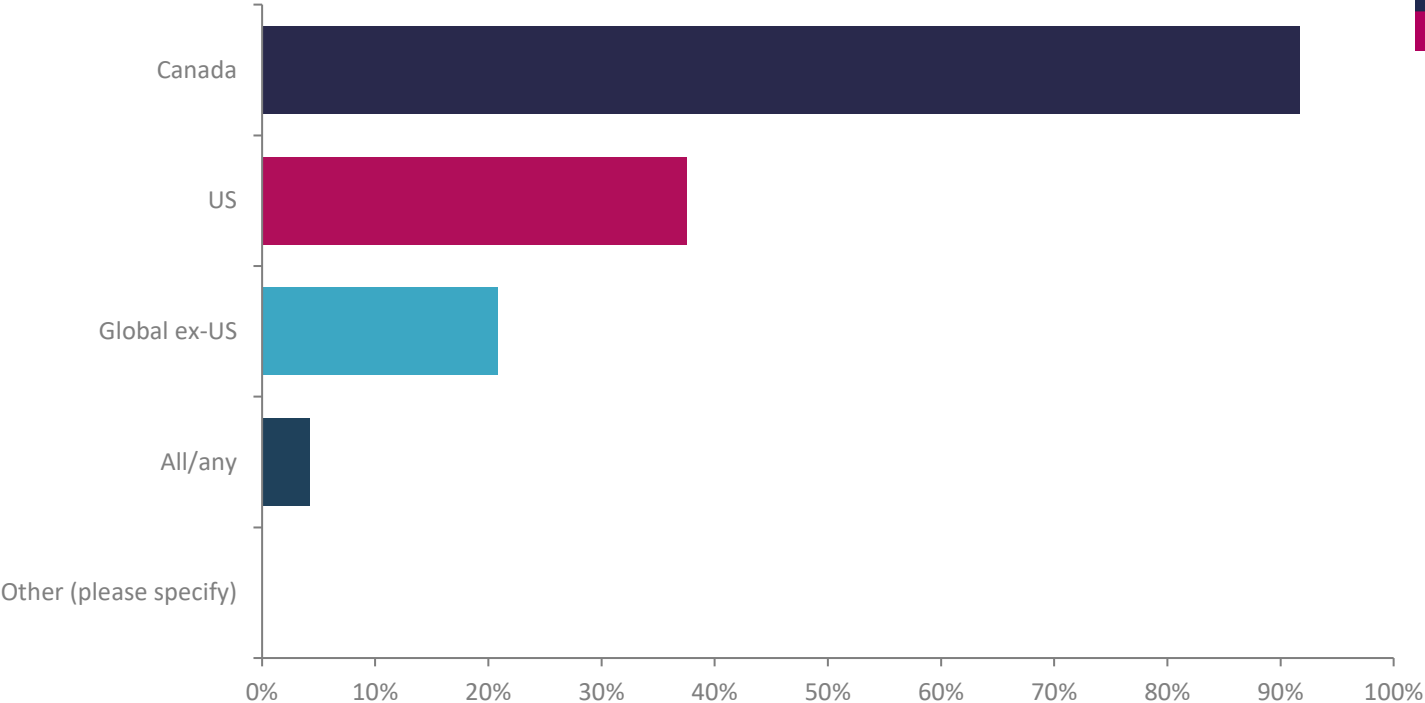


## Q5: What is your primary target investor demographic for your alternative offerings? (select all that apply)

AIMA



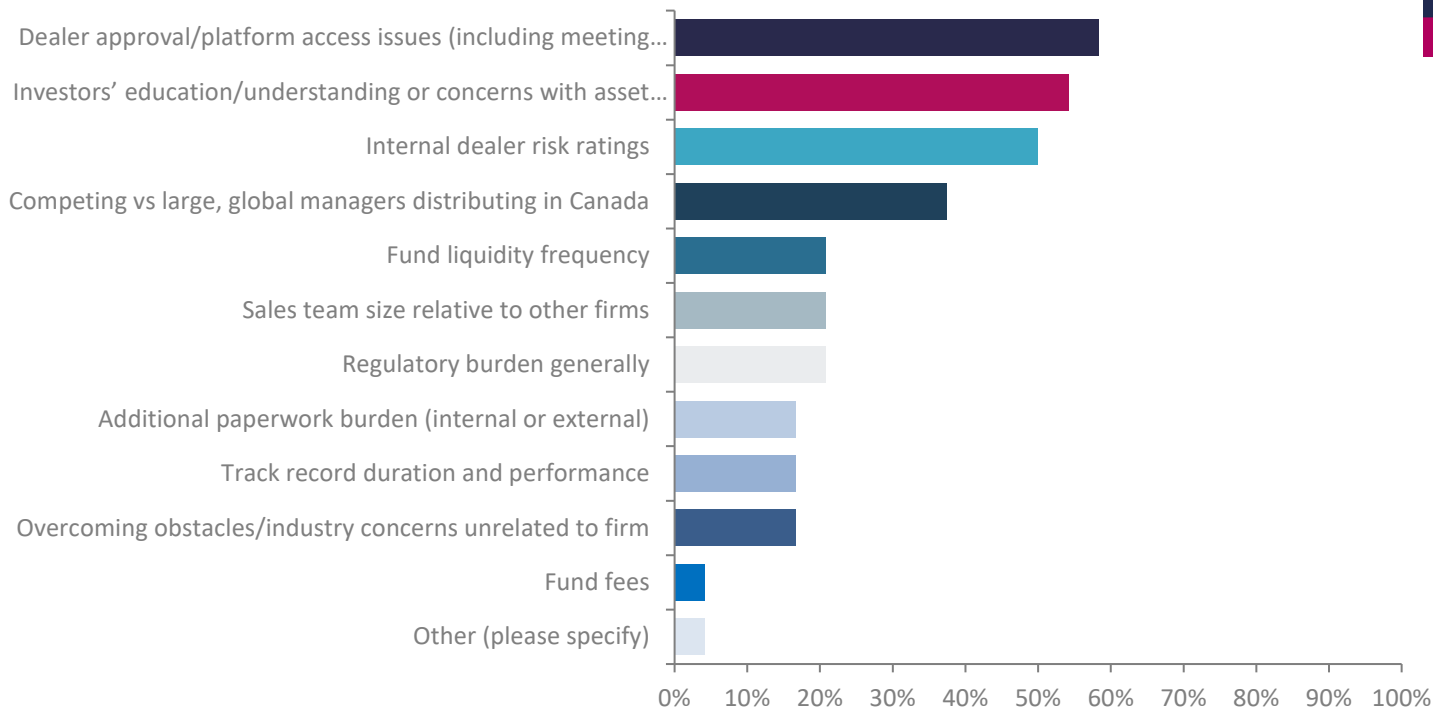
**Q6: Where do you focus your distribution efforts for your alternative offerings? (select all that apply)**





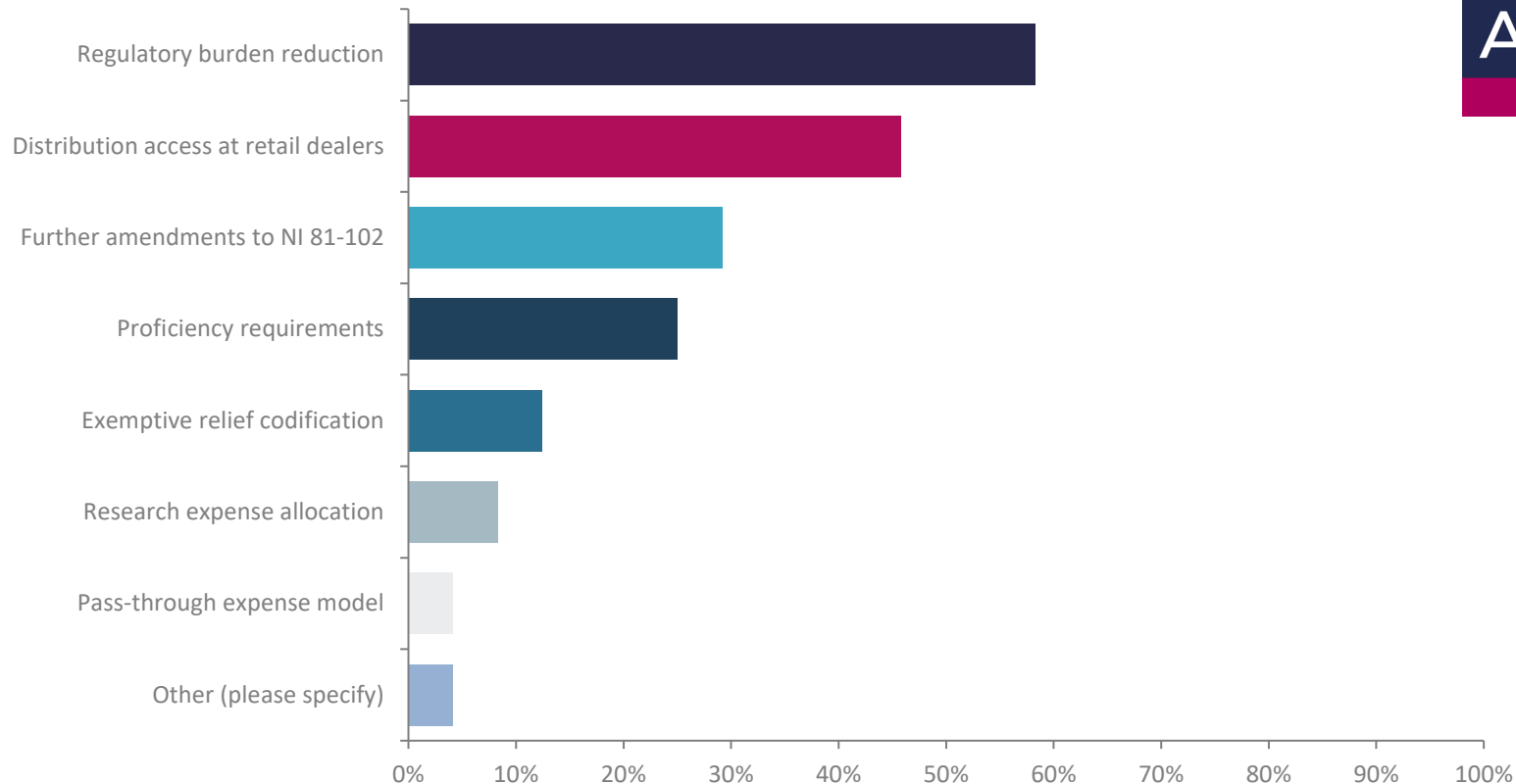
## Q7: What are the greatest challenges you currently face when distributing your alternative funds? (select all that apply)

AIMA



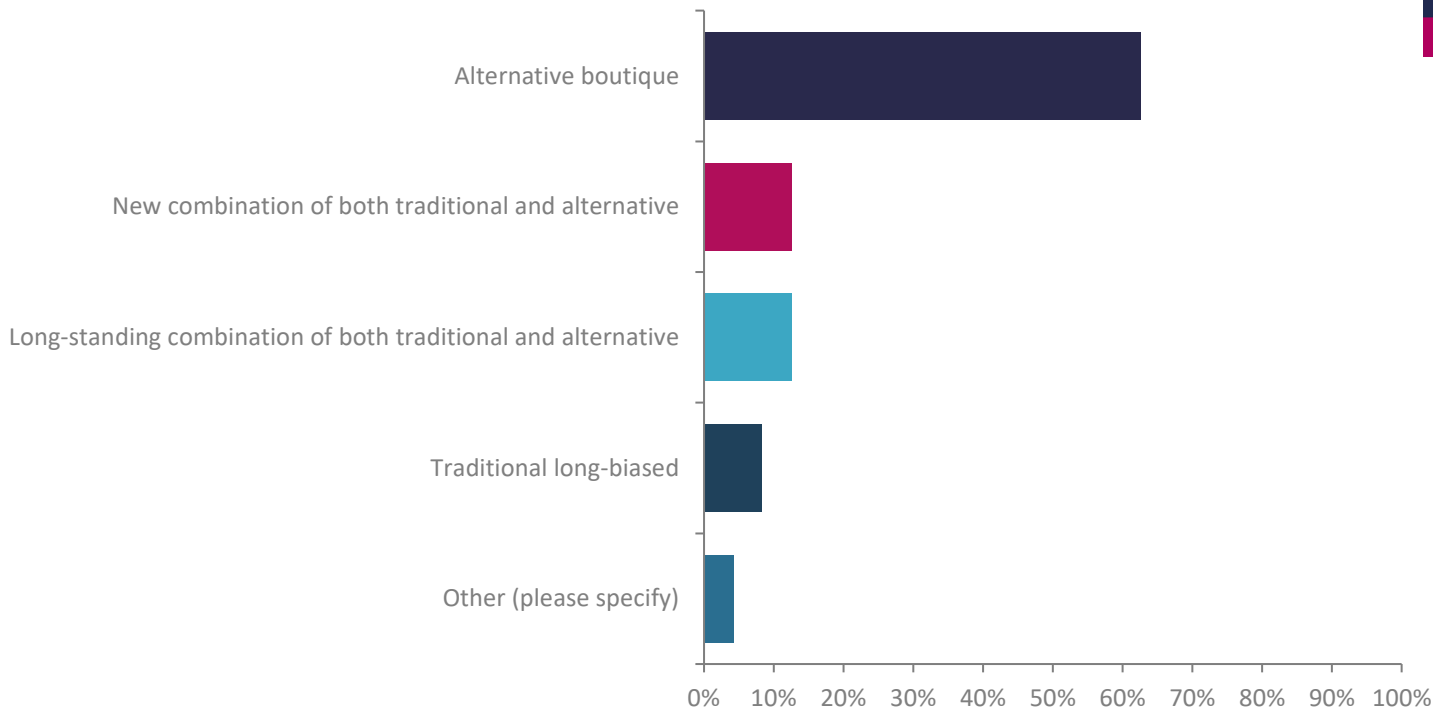
## Q8: What would you like the regulators to focus on with regards to liquid and other alternative funds? (select all that apply)

AIMA



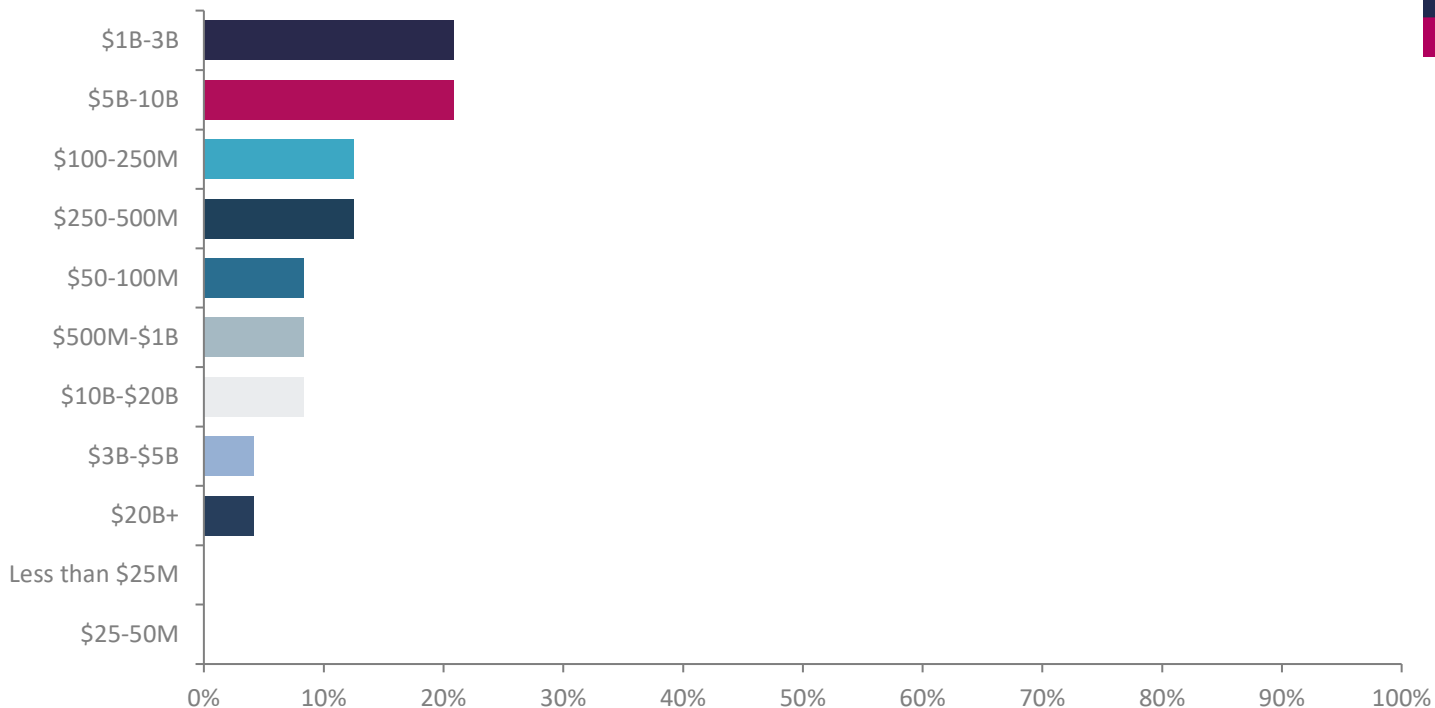
## Q9: What type of fund manager/manufacture do you consider your firm to be?

AIMA



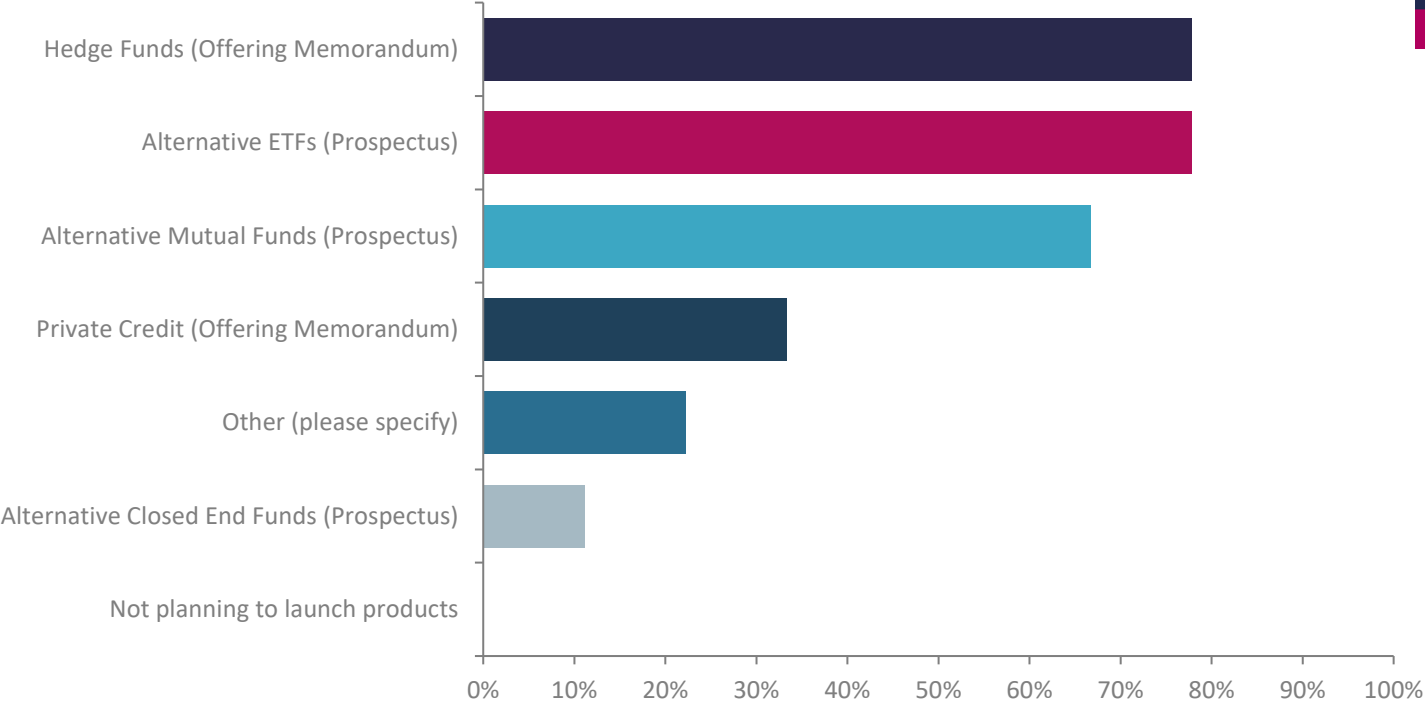
## Q10: What is the size of your firm's total AUM?

AIMA



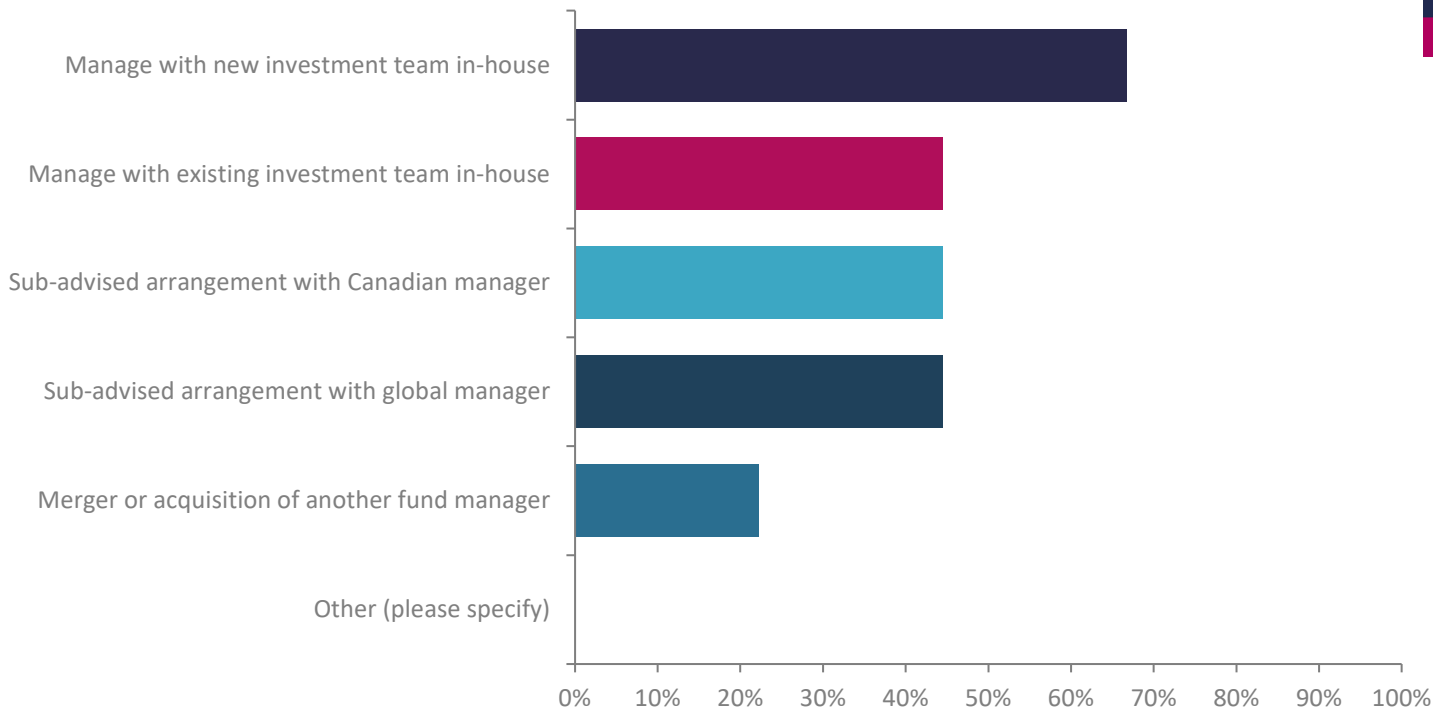
# SERVICE PROVIDERS

**Q1: What alternative funds structures do your clients in your practice plan on launching in the next 12 months? (select all that apply)**



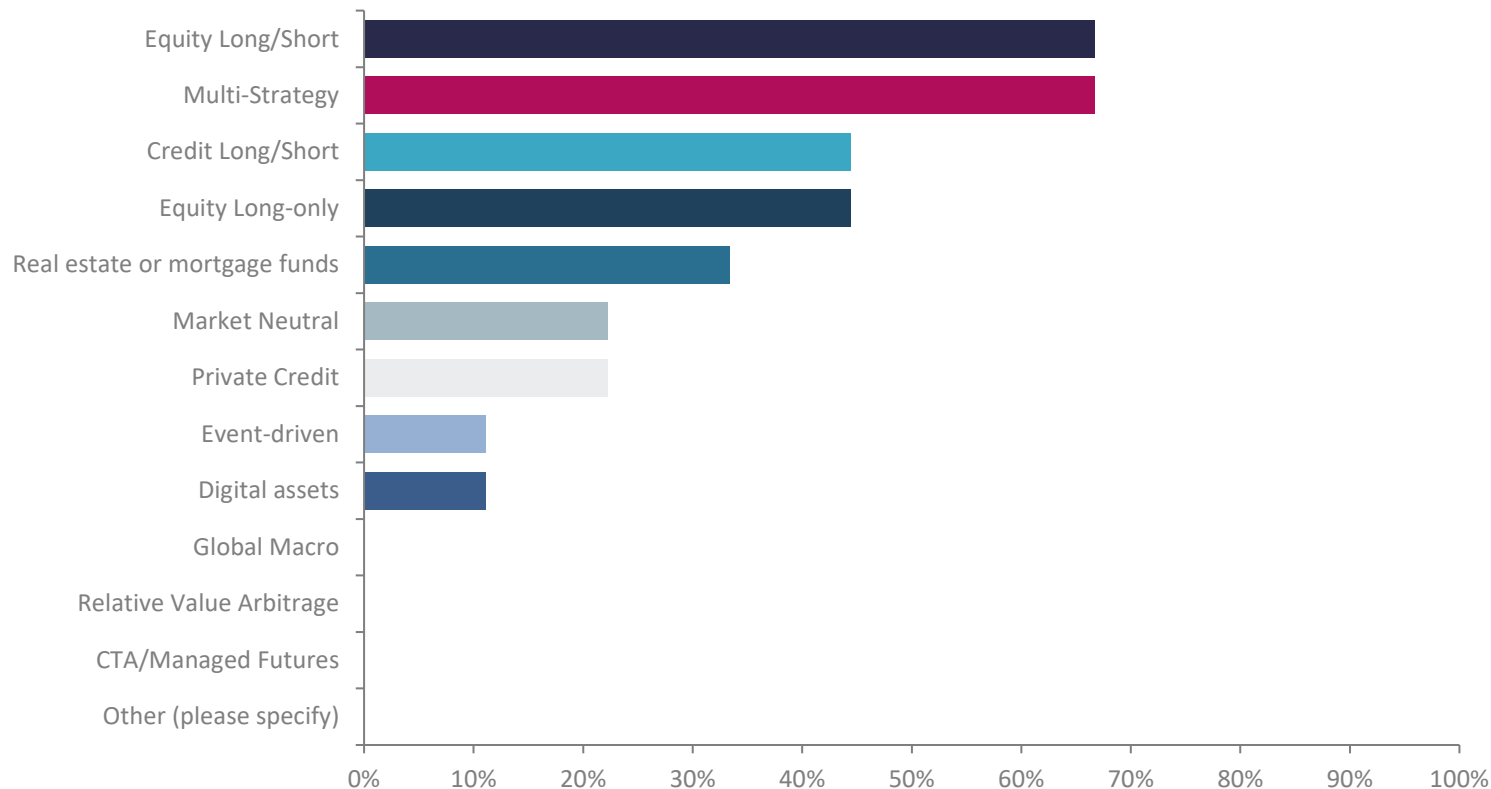
## Q2: With new product launches, how do your clients in your practice anticipate managing them? (select all that apply)

AIMA



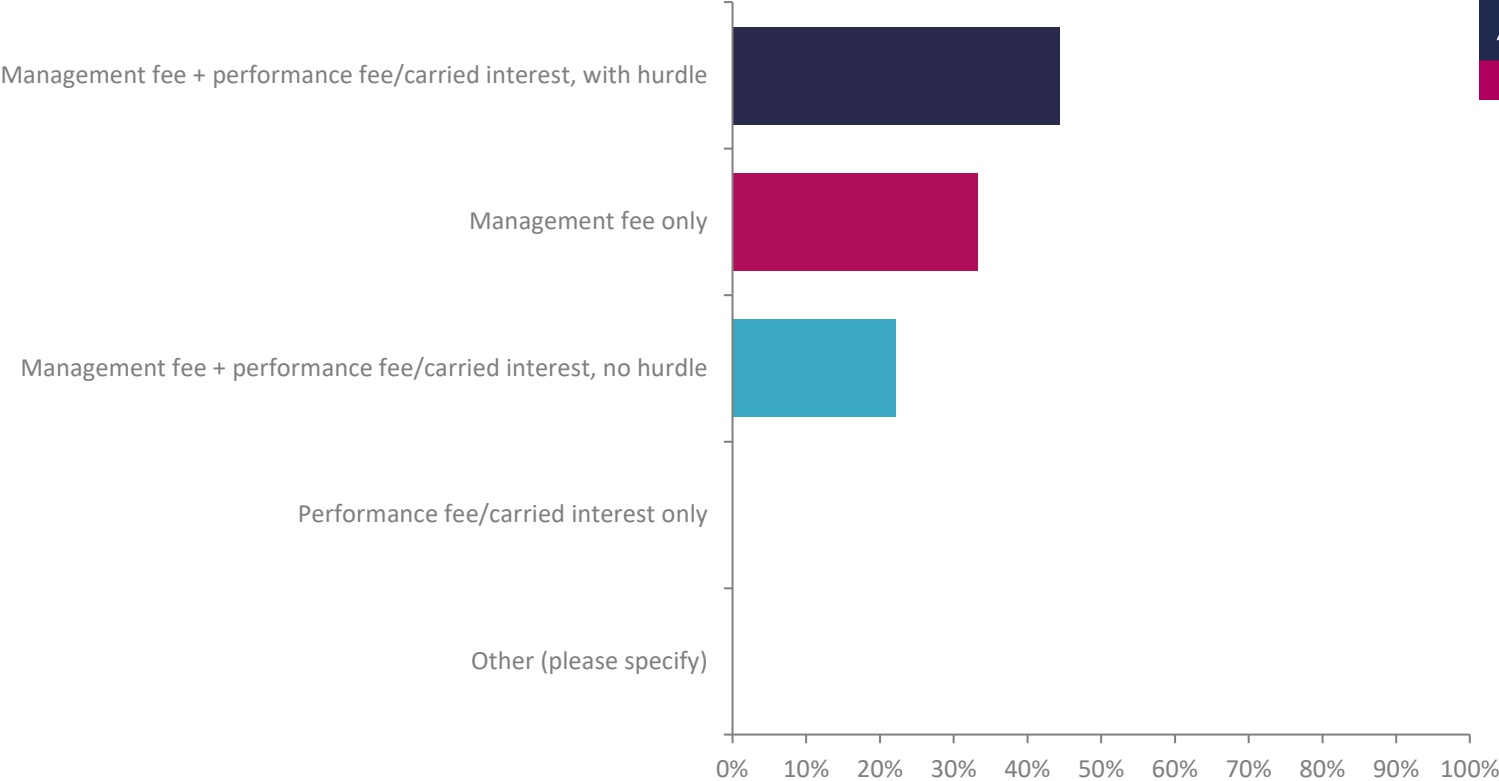
### Q3: What types of strategies do your clients in your practice anticipate launching? (select all that apply)

AIMA



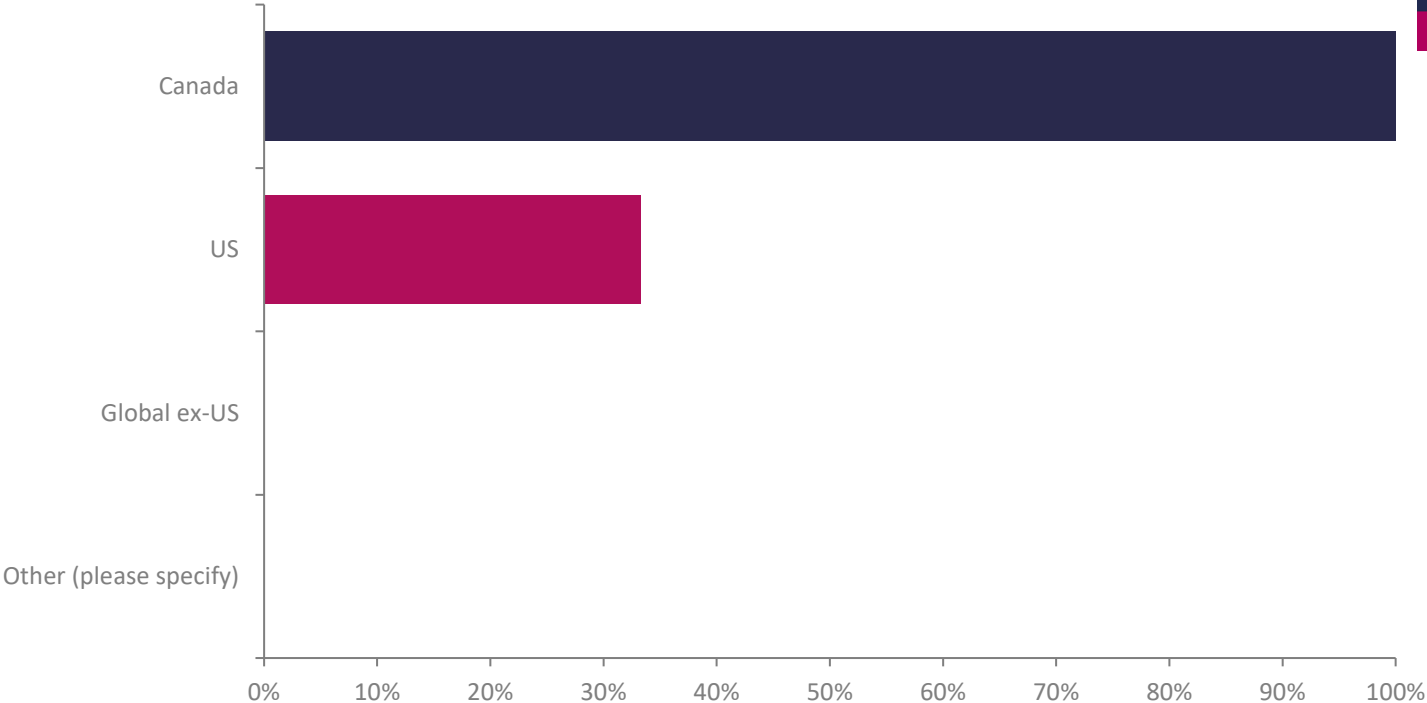


Q4: What compensation structure do your clients in your practice prefer for alternative investment funds?

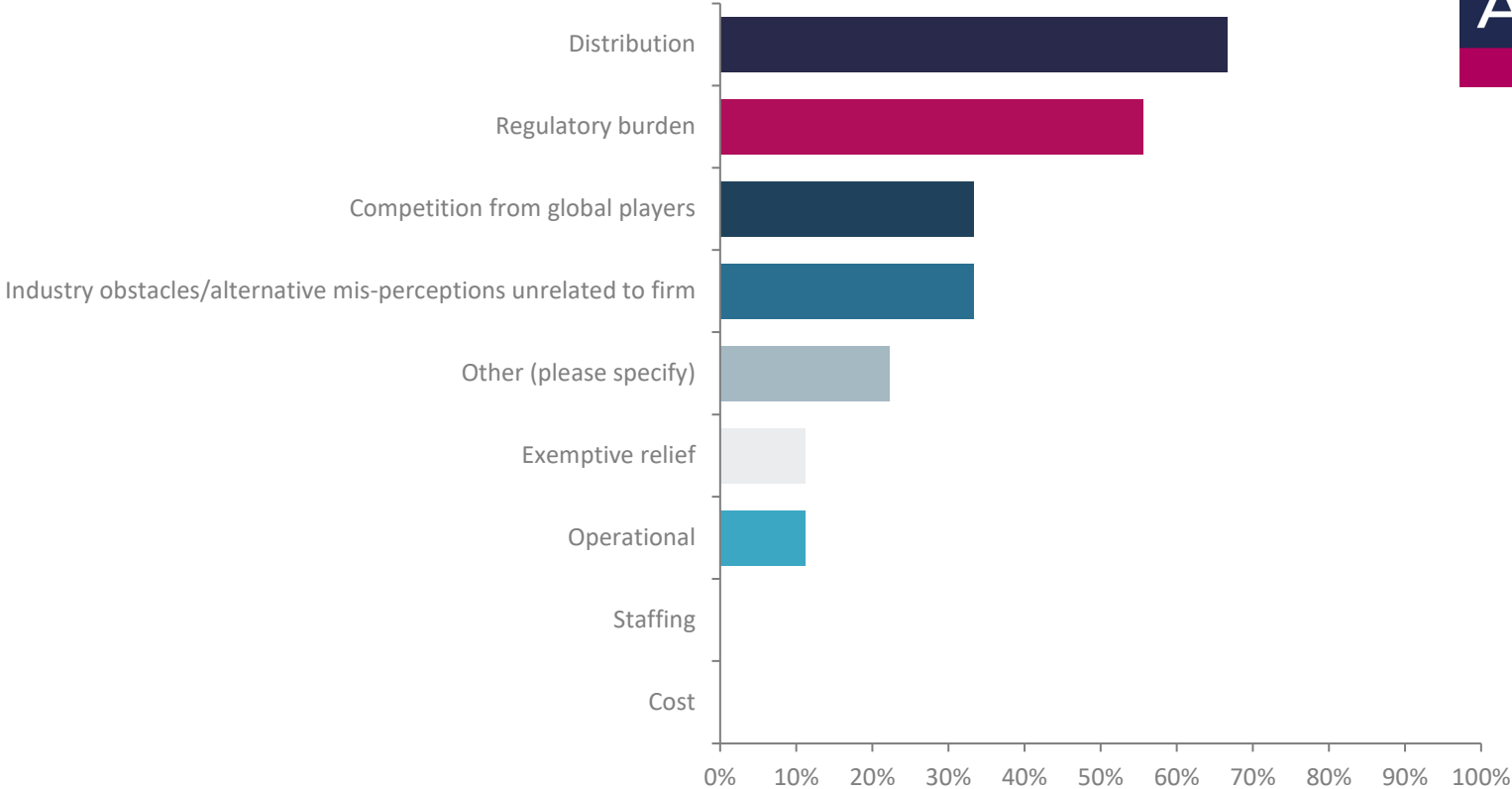


**Q5: Where do your clients in your practice focus distribution efforts for their alternative investment fund offerings? (select all that apply)**

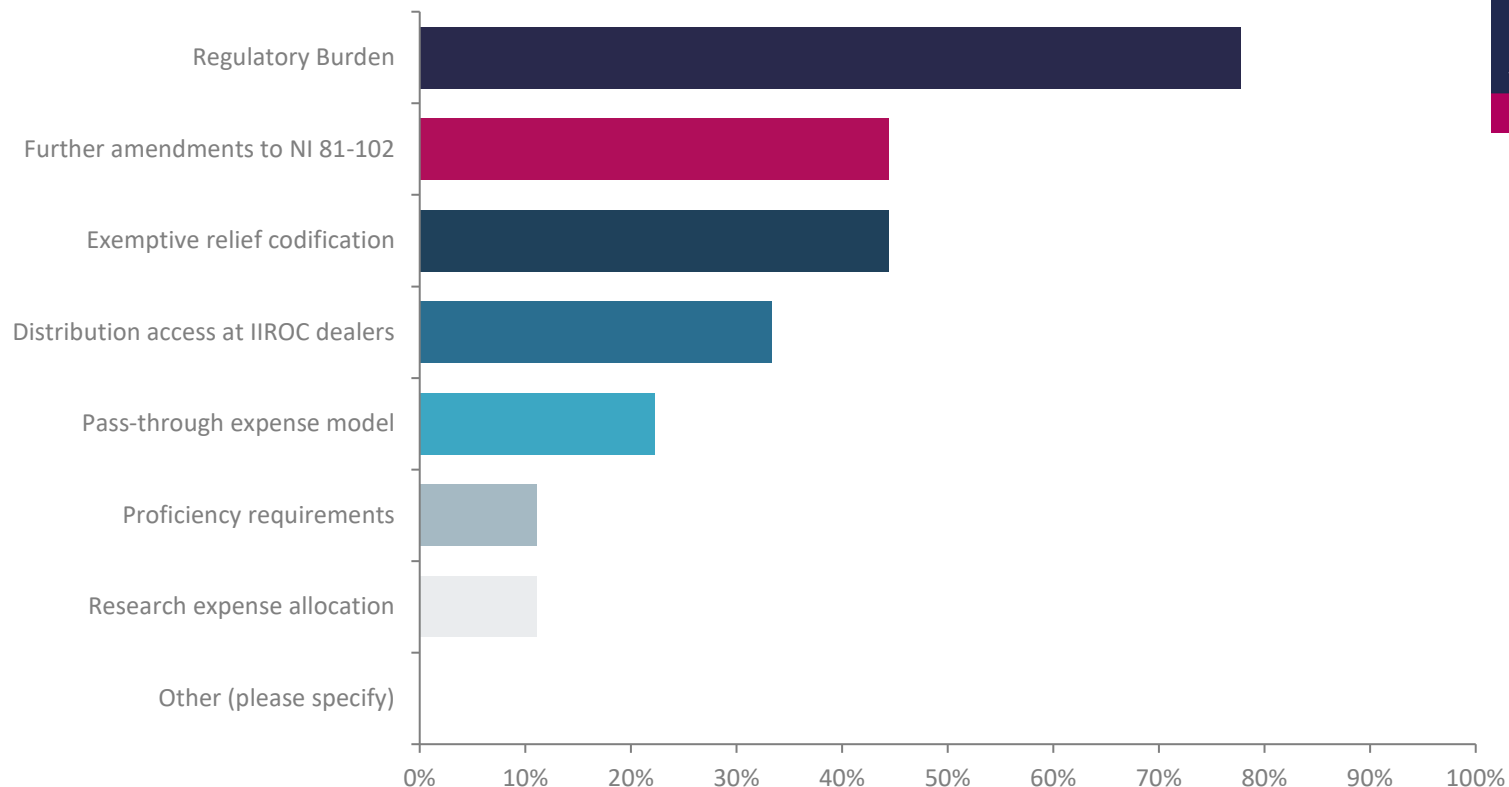
AIMA



**Q6: What are the challenges most cited by your clients with regards to alternative investment funds? (select all that apply)**



## Q7: What would you like the Canadian regulators to focus on with regards to liquid or other alternative investment funds? (select all that apply)



## Q8: What service do you primarily provide to fund managers?

