



# Private Markets Global Survey Insights

# A Survey of 232 Investment Advisors Around the World Showed **92% Allocate to Private Markets in Client Portfolios**



**70%**

Planning increased private market allocations



**86%**

Clients are interested in private markets

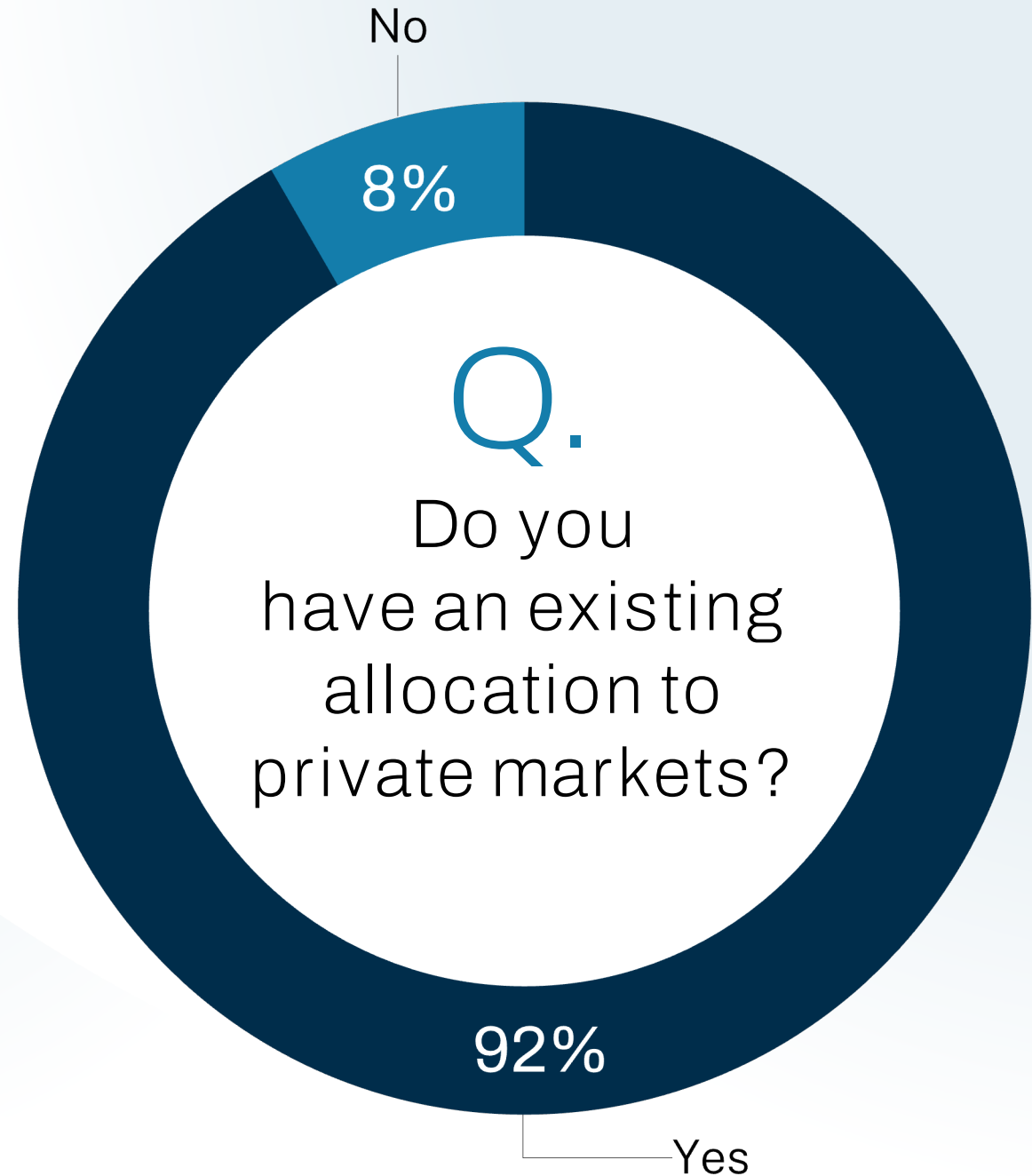


**82%**

Diversification and performance are driving interest in the asset class

# 92%

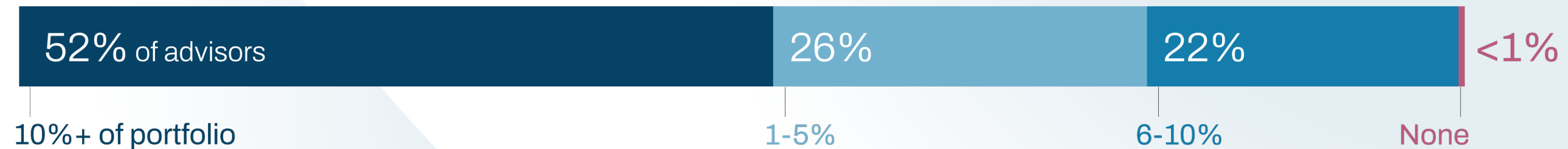
Advisors already  
Invested in  
Private Markets



# Significant Private Market Allocation Increases Planned for 2024

Most advisors plan to allocate >10% of portfolios to private markets.  
70% of advisors expect to increase private market allocation.

Q. What percentage of your clients' portfolios do you anticipate allocating to private markets in 2024?

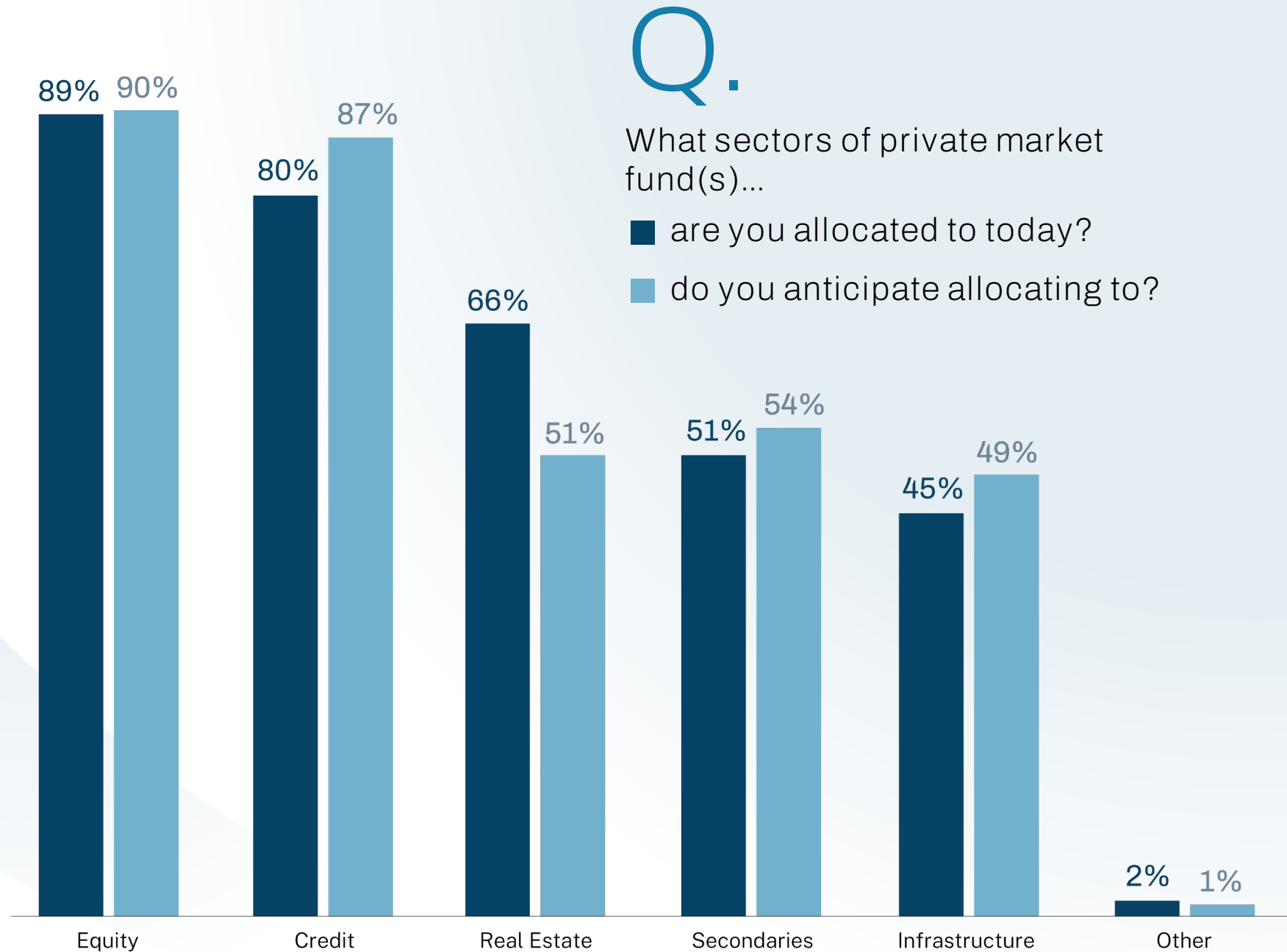


Q. Compared to 2023, is this amount an:

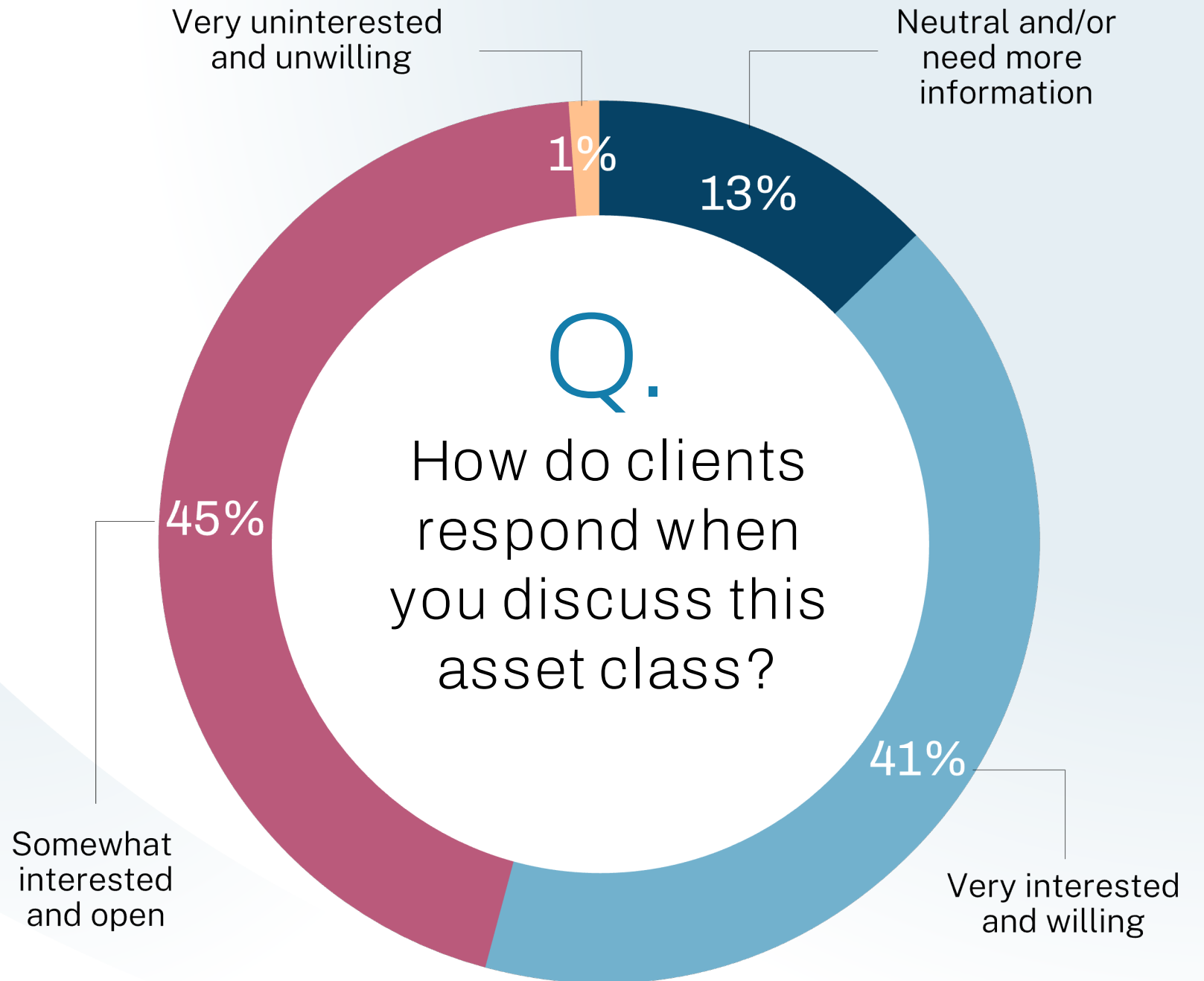


# Anticipated Sector Investments

Equity and credit remain the most popular sectors and anticipated 2024 allocation is generally similar - except for real estate



**98%**  
Clients  
are Interested  
and Want  
to Learn More



# Diversification and Performance Are Driving Client Interest

Diversification



Performance



Sector exposure



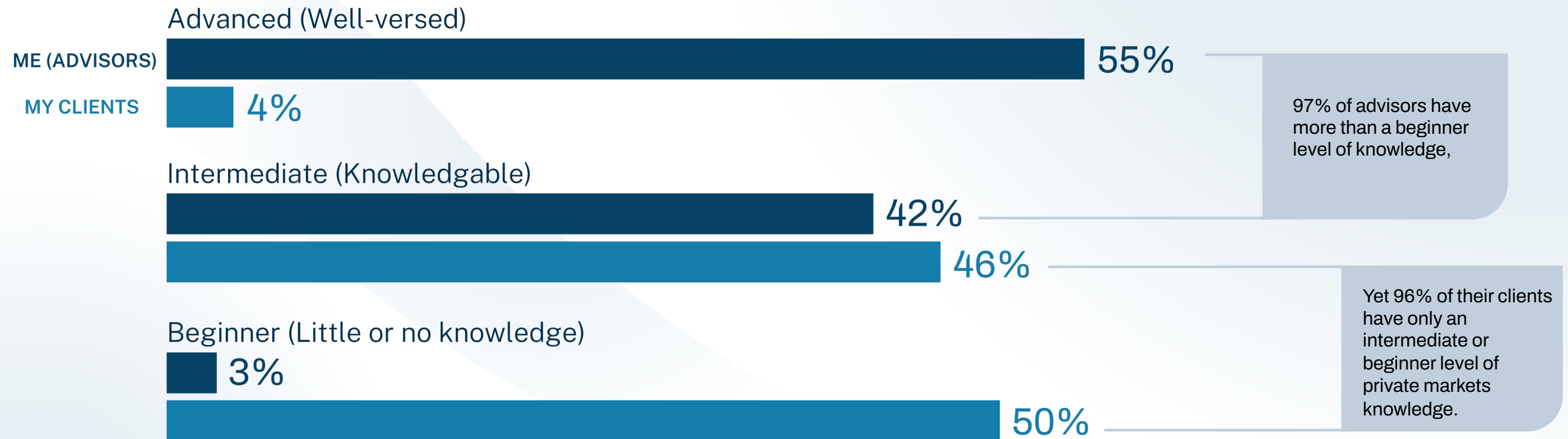
Other



Q. What is the reason(s) for your clients' interest in private markets?

# Advisors See a 'Knowledge Gap' Between Themselves and Clients

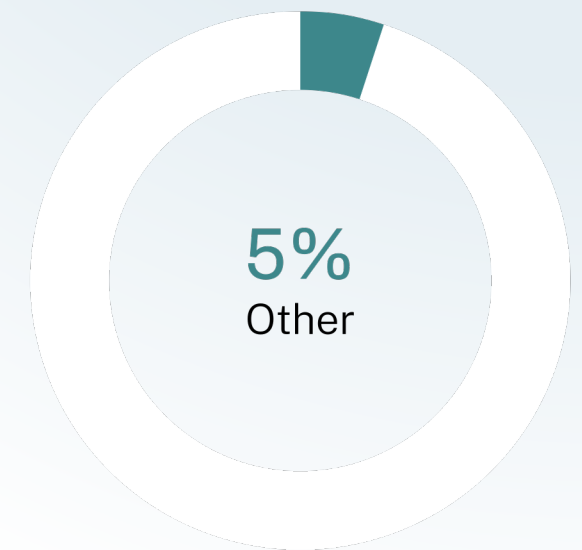
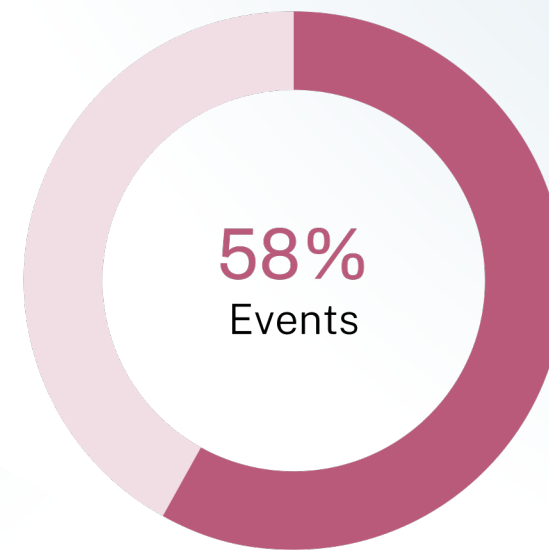
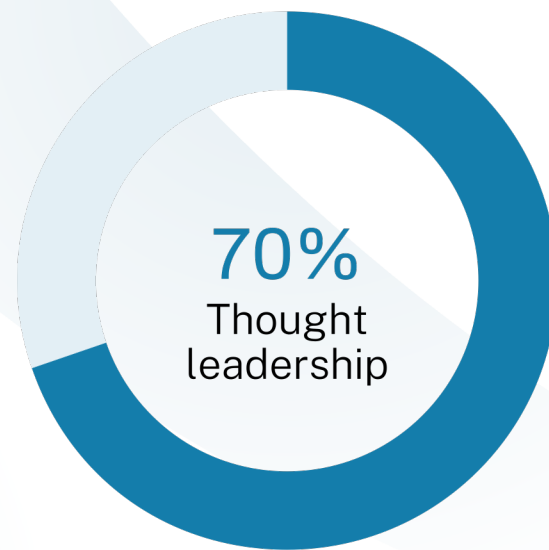
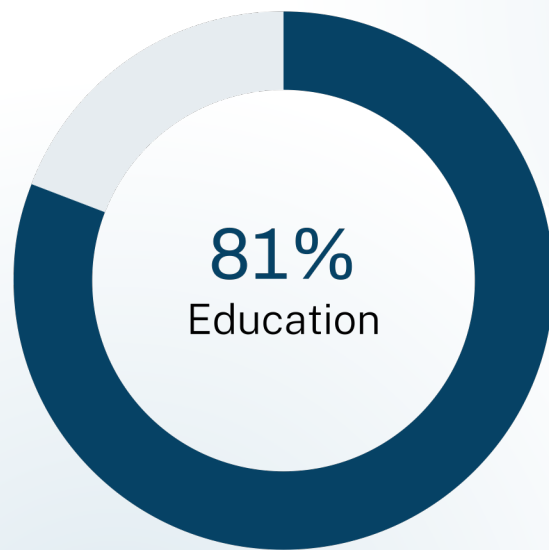
Q. How would you rate your knowledge / your clients' knowledge about private markets?



# Advisors Would Like Help Educating Their Clients

Advisors want resources to help educate their clients about private markets, close the knowledge gap, and increase clients' comfort level with private markets investing.

Q. What private markets tools and information would you find helpful in your practice?



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