Weighted

All Respondents - Banner 1 All Countries

Grid_Q20B_Q20B. [The overall investment environment] As you look to the 2025 business environment, to what extent do you

	Wave 4
	D
Unweighted Base	**1200**
Base: Total answering	**1000**
Top 2 box (Net)	694
	69%
(5) Very favourable	269
	27%
(4) Somewhat favourable	425
	43%
(3) Neither favourable nor unfavourable	213
	21%
Bottom 2 box (Net)	94
	9%
(2) Somewhat unfavourable	76
	8%
(1) Very unfavourable	18
	2%
Summary	
Mean	3.85
Standard deviation	0.96
Sigma	1000
	100%

- Column Proportions:

   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

   Minimum Base: 30 (**), Small Base: 100 (*)

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[OTPP Brand Benchmarking - 24-071801-01]

Weighted

All Respondents - Banner 1 All Countries

Grid_Q20B_Q20B. [The private markets environment (Includes capital availability, cost of capital, private market liquidity, M&A

		Wave 4
		D
Unweighted Base		**1200**
Base: Total answering		**1000**
Top 2 box (Net)		732
		73%
(5) Very favourable		284
		28%
(4) Somewhat favourable		447
		45%
(3) Neither favourable nor unfavourable		200
		20%
Bottom 2 box (Net)		69
		7%
(2) Somewhat unfavourable		59
		6%
(1) Very unfavourable		10
		1%
Summary		
Mean		3.94
Standard deviation		0.9
Sigma		1000
		100%

- Column Proportions:

  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

  Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted

All Respondents - Banner 1 All Countries

Grid_Q20B_Q20B. [The geopolitical environment (Includes
strategic competition between nations, trade relations, energy

	Wave 4
	D
Unweighted Base	**1200**
Base: Total answering	**1000**
Top 2 box (Net)	660
	66%
(5) Very favourable	294
	29%
(4) Somewhat favourable	366
	37%
(3) Neither favourable nor unfavourable	187
	19%
Bottom 2 box (Net)	153
	15%
(2) Somewhat unfavourable	124
	12%
(1) Very unfavourable	29
	3%
Summary	
Mean	3.77
Standard deviation	1.09
Sigma	1000
	100%

- Column Proportions:

  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

  Minimum Base: 30 (**), Small Base: 100 (*)

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[OTPP Brand Benchmarking - 24-071801-01]

Weighted

All Respondents - Banner 1 All Countries

Grid_Q20B_Q20B. [Macroeconomic factors (Includes monetary policy and interest rates, inflation, economic growth, international

		Wave 4
		D
Unweighted Base		**1200**
Base: Total answering		**1000**
Top 2 box (Net)		697
		70%
(5) Very favourable		256
		26%
(4) Somewhat favourable		441
		44%
(3) Neither favourable nor unfavourable		214
		21%
Bottom 2 box (Net)		90
		9%
(2) Somewhat unfavourable		75
		7%
(1) Very unfavourable		15
		2%
Summary		
Mean		3.85
Standard deviation		0.94
Sigma		1000
		100%

- Column Proportions:

   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

   Minimum Base: 30 (**), Small Base: 100 (*)

Weighted

All Respondents - Banner 1 All Countries

Grid_Q20B_Q20B. [The regulatory environment (Includes the tax regime, investment incentives, and the rules and regulations that

	Wave 4
	D
Unweighted Base	**1200**
Base: Total answering	**1000**
Top 2 box (Net)	684
	68%
(5) Very favourable	268
	27%
(4) Somewhat favourable	416
	42%
(3) Neither favourable nor unfavourable	205
	20%
Bottom 2 box (Net)	112
	11%
(2) Somewhat unfavourable	97
	10%
(1) Very unfavourable	15
	2%
Summary	
Mean	3.83
Standard deviation	0.98
Sigma	1000
	100%

- Column Proportions:

   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

   Minimum Base: 30 (**), Small Base: 100 (*)

Weighted

All Respondents - Banner 1 All Countries

Grid_Q20B_Q20B. [The pace of technological change (Includes
ability to capitalize on technological change, pressure to adopt new

	Wave 4
	D
Unweighted Base	**1200**
Base: Total answering	**1000**
Top 2 box (Net)	777
	78%
(5) Very favourable	330
	33%
(4) Somewhat favourable	447
	45%
(3) Neither favourable nor unfavourable	176
	18%
Bottom 2 box (Net)	48
	5%
(2) Somewhat unfavourable	38
	4%
(1) Very unfavourable	9
	1%
Summary	
Mean	4.05
Standard deviation	0.86
Sigma	1000
	100%

- Column Proportions:

   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

   Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted

All Respondents - Banner 1 All Countries

Grid_Q20B_Q20B. [Top 2 Box] As you look to the 2025 business environment, to what extent do you consider each of the following

	Wave 4
	D
Unweighted Base	**1200**
Base: Total answering	**1000**
	694
The overall investment environment	69%
	732
The private markets environment (Includes capital availability, cost of capital, private market liquidity, M&A and deal activity, and private credit activity and availability)	
	73%
	660
The geopolitical environment (Includes strategic competition between nations, trade relations, energy security considerations, international cooperation, international tensions, and outright conflict)	
	66%
	697
Macroeconomic factors (Includes monetary policy and interest rates, inflation, economic growth, international trade, and the business cycle)	
	70%
	684
The regulatory environment (Includes the tax regime, investment incentives, and the rules and regulations that businesses must follow)	
	68%
	777
The pace of technological change (Includes ability to capitalize on technological change, pressure to adopt new technologies, workforce impacts, cybersecurity and data security concerns)	
	78%

- Column Proportions:

   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,

   Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted
All Respondents - Banner 1 All Countries
GRID_Q18_scale. [Macroeconomic factors (including inflation, interest rates)] What is the largest challenge facing you as an

	Wave 4
	D
Unweighted Base	**1200**
Base: Total answering	**1000**
1st most important	161
	16%
2nd most important	179
	18%
	C
3rd most important	146
	15%
Sigma	486
	49%

- Column Proportions:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted
All Respondents - Banner 1 All Countries
GRID_Q18_scale. [Financial market volatility] What is the largest challenge facing you as an investor today?

	Wave 4
	D
Unweighted Base	**1200**
Base: Total answering	**1000**
1st most important	189
	19%
	C
2nd most important	181
	18%
3rd most important	167
	17%
Sigma	537
	54%

- Column Proportions:
  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
  Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted
All Respondents - Banner 1 All Countries
GRID_Q18_scale. [Geopolitical instability] What is the largest challenge facing you as an investor today?

	Wave 4
	D
Unweighted Base	**1200**
Base: Total answering	**1000**
1st most important	164
	16%
	C
2nd most important	131
	13%
	C
3rd most important	143
	14%
	C
Sigma	438
	44%

- Column Proportions:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted
All Respondents - Banner 1 All Countries
GRID_Q18_scale. [Access to capital] What is the largest challenge facing you as an investor today?

	Wave 4
	D
Unweighted Base	-
Base: Total answering	-
	-
1st most important	-
	-
2nd most important	-
	-
3rd most important	-
	-
Sigma	-

- Column Proportions:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted
All Respondents - Banner 1 All Countries
GRID_Q18_scale. [Leadership/governance] What is the largest
challenge facing you as an investor today?

	Wave 4
	D
Unweighted Base	-
Base: Total answering	-
1st most important	-
	-
2nd most important	-
	-
3rd most important	-
	-
Sigma	-
	-

- Column Proportions:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted
All Respondents - Banner 1 All Countries
GRID_Q18_scale. [Trust/transparency] What is the largest
challenge facing you as an investor today?

		Wave 4
		D
Unweighted Base		-
Base: Total answering		-
		-
1st most important		-
		-
2nd most important		-
		-
3rd most important		-
		-
Sigma		-

- Column Proportions:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted
All Respondents - Banner 1 All Countries
GRID_Q18_scale. [Addressing climate/sustainability] What is the largest challenge facing you as an investor today?

	Wave 4
	D
Unweighted Base	**1200**
Base: Total answering	**1000**
1st most important	87
	9%
2nd most important	103
	10%
3rd most important	107
	11%
Sigma	297
	30%

- Column Proportions:
  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
  Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted
All Respondents - Banner 1 All Countries
GRID_Q18_scale. [Adapting talent and skills] What is the largest
challenge facing you as an investor today?

	Wave 4
	D
Unweighted Base	1200
Base: Total answering	1000
1st most important	112
	11%
2nd most important	100
	10%
3rd most important	104
	10%
Sigma	316
	32%

- Column Proportions:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted
All Respondents - Banner 1 All Countries
GRID_Q18_scale. [The rise of AI] What is the largest challenge
facing you as an investor today?

	Wave 4
	D
Unweighted Base	-
Base: Total answering	-
	-
1st most important	-
	-
2nd most important	-
	-
3rd most important	-
	-
Sigma	-

- Column Proportions:
  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
  Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted
All Respondents - Banner 1 All Countries
GRID_Q18_scale. [Liquidity constraints] What is the largest
challenge facing you as an investor today?

	Wave 4
	D
Unweighted Base	1200
Base: Total answering	1000
1st most important	83
	8%
2nd most important	87
	9%
3rd most important	99
	10%
Sigma	269
	27%

- Column Proportions:
  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
  Minimum Base: 30 (**), Small Base: 100 (*)

Weighted
All Respondents - Banner 1 All Countries
GRID_Q18_scale. [Managing diverse stakeholder expectations]
What is the largest challenge facing you as an investor today?

	Wave 4
	D
Unweighted Base	**1200**
Base: Total answering	**1000**
1st most important	86
	9%
2nd most important	95
	10%
3rd most important	95
	10%
Sigma	276
	28%

- Column Proportions:
  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
  Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted
All Respondents - Banner 1 All Countries
GRID_Q18_scale. [Integrating evolving technologies including AI]
What is the largest challenge facing you as an investor today?

	Wave 4
	D
Unweighted Base	**1200**
Base: Total answering	**1000**
1st most important	114
	11%
2nd most important	119
	12%
3rd most important	126
	13%
Sigma	359
	36%

- Column Proportions:
    Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
    Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
    Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
    Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted
 All Respondents - Banner 1 All Countries
GRID_Q18_scale. [Other] What is the largest challenge facing you as an investor today?

	Wave 4
	D
Unweighted Base	**1200**
Base: Total answering	**1000**
1st most important	4
	0%
2nd most important	5
	1%
3rd most important	14
	1%
Sigma	23
	2%

- Column Proportions:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
   Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
   Minimum Base: 30 (**), Small Base: 100 (*)

[OTPP Brand Benchmarking - 24-071801-01]

Weighted
All Respondents - Banner 1 All Countries
Q24. Where are you most focused on embedding AI capabilities into your business?

	Wave 4
	D
Unweighted Base	1200
Base: Total answering	1000
Informing and enhancing investment decisions (including due diligence, portfolio rebalancing, etc)	272
	27%
Anticipating and mitigating investment risks	189
	19%
Better leveraging and analyzing proprietary data (for value creation)	250
	25%
Enhancing productivity	234
	23%
I`m not planning to invest in AI	56
	6%
Sigma	1000
	100%

- Column Proportions:
  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R,
  Minimum Base: 30 (**), Small Base: 100 (*)