

# Modeling S&P 500 Returns using Investment Flows and Liquidity Data

We believe investment flows are an important driver of equity returns. Changing fundamental views shape investor decisions, but it is the actual trading of securities that translates these views into price changes. While investors have used weekly and monthly investment flow information for many years to help triangulate positioning in the market, practitioners have not typically compared flows directly with equity price returns because the explanatory power of simple comparisons has been low. In our view, the difficulty of linking investment flows to equity returns has been driven by a lack of publicly available flow data, infrequent or delayed reporting of aggregated data and the challenge of using market liquidity metrics to model the variable impact of flows over time.

**Our model leverages three new developments that greatly increase the ability to explain daily S&P 500 returns with investment flow data:**

(1) The ETF market now provides rich daily data on investment flows that can be used as proxies for broader flows from individuals and professional investors, (2) Proprietary data on Prime Brokerage flows and Funding spreads provide unique insight into hedge fund and asset manager flows, and (3) Our process of incorporating liquidity effects not only improves the fit through time, but also explains how inflows in an illiquid market (following a selloff) can drive a bigger increase than the drop caused by the same outflows that occurred when liquidity was stronger.

**Our analysis suggests the S&P 500 has underperformed liquidity-adjusted investment flows.**

Outflows primarily occurred during periods when liquidity was stronger and likely to have a limited impact on equity prices. Recent investment flows from hedge funds, corporate bond ETFs and individual investor ETFs have come at a time of low liquidity. We conclude that investment flows in the context of low liquidity are supportive of recent S&P 500 returns and would suggest further upside potential. While we make our investment recommendations based on fundamentals, we believe this analysis shows that recent investment flows have been more-than-sufficient to support the recent rally in equity prices.

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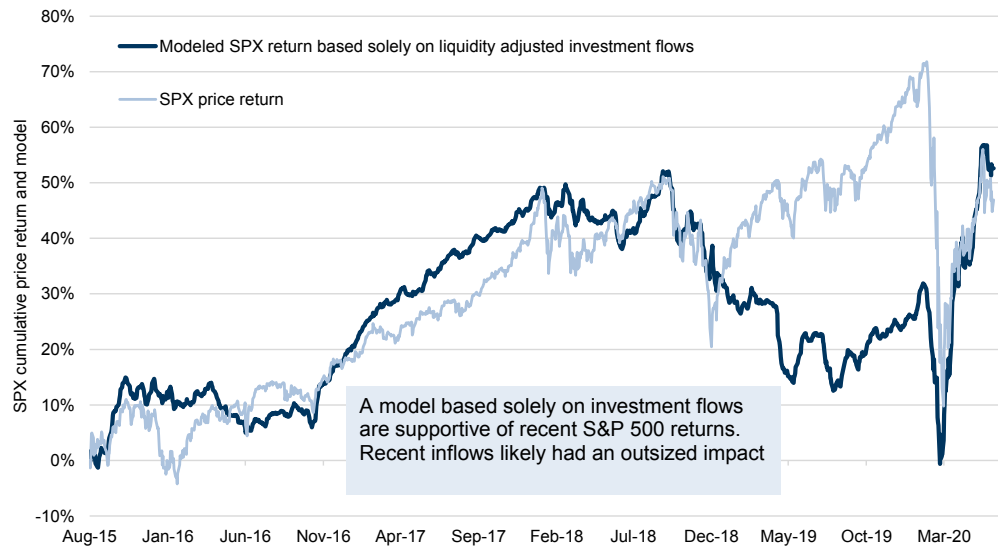
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### Exhibit 1: Our model suggests that recent inflows in the context of low liquidity are supportive of the recent S&P 500 rally

SPX cumulative price return vs model based solely on investment flows and market liquidity



Source: Goldman Sachs Global Investment Research

## Three key innovations in modeling SPX returns with investment flows

**1. Exchange Traded Funds (ETFs) have become a large part of overall investment flows and provide a daily look at the activity of different types of investors.** ETFs have been an important investment tool for more than a decade, but only in the past five years have the flows in/out of ETFs grown to a level that is meaningful enough to provide a proxy for broader flows. As the secular growth of AUM has matured, sentiment has begun to drive flows more than secular growth factors. Assets under management of ETFs exceeded the assets in Mutual Funds last year for the first time. Most ETFs report daily shares outstanding, allowing investors to see daily flows in/out of each strategy; this contrasts with mutual funds which typically report monthly data. While ETFs are broadly available to all investors, we find that features of some ETFs attract individual investors while others attract professional investor flows.

**2. Proprietary flow data is useful: Funding Spreads and Prime Brokerage flows.**

Professional investors use a wide variety of listed and over-the-counter instruments to gain exposure to various securities and investment themes. For example, a hedge fund that would like to gain long exposure to equities can transact in many forms including buying stocks, futures, total return swaps, calls on stocks, calls on an index, structured notes or even selling puts. Depending on their choice of instrument, the transaction would be reported differently in the traditional flow data; however, their impact on "funding spreads" would theoretically be the same. The SPX funding spread is the cost above the risk free rate that the market charges for investors to gain long exposure to SPX futures. While each market maker may have their own funding spread assumptions across the maturity spectrum, the market's view of funding spreads can be backed out

of the SPX futures curve. Separately, Prime Brokerage flows are another obvious source of proprietary data on professional investment flows. In our analysis, we focus on the daily flows in the long and short book rather than the “gross” or “net” exposure of the combined book which are influenced by the rise and fall of market prices. We find that funding spreads and the flows in the Prime Brokerage short book are two of the variables most highly correlated with SPX returns.

**3. The Liquidity environment is an important factor for understanding how flows interact with prices.** Our analysis demonstrates that the impact of a given investment flow depends not only on the size of that flow, but also on the liquidity environment on the day that the flow takes place. In fact, we find that the fit of each of our flow variables was improved when scaled using our proprietary single stock liquidity index. Our liquidity index estimates the percentage of the Russell 3000 market capitalization that could be traded over a day with a fixed market impact expectation of 10bps. This analysis suggests that flows that occur in low liquidity environments have a larger impact on asset prices than flows in highly liquid environments, which has big implications for the effect of flows during sell-offs and rebounds when market liquidity is most volatile.

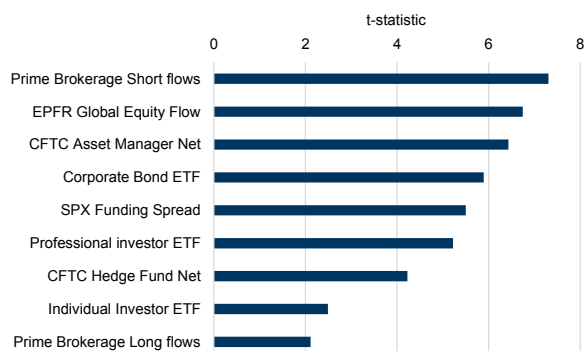
## Model Variables and background

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For this exercise, we aim to explain the daily returns of the SPX using investment flows (or proxies for investment flows) that occurred on the same day. Going forward, we believe this model is useful for understanding the gap between SPX performance and investment flows over the prior several days. We find that a wide variety of flow variables are useful for explaining price returns; we choose 9 which we have found are significant on their own and significant in the presence of other variables. We calculate the flows as a percentage of the S&P market capitalization each day to adjust for rising asset prices through the period. Using 5 years of history, we find these 9 variables plus the prior day’s return of the SPX have had an R-squared of 24% in explaining the day’s SPX return. **After adjusting each variable for the liquidity in the market on that day, the R-squared rises to 32%.**

**Exhibit 2: Statistical significance of each flow variable shows a minimum T-statistic of two across the nine variables**

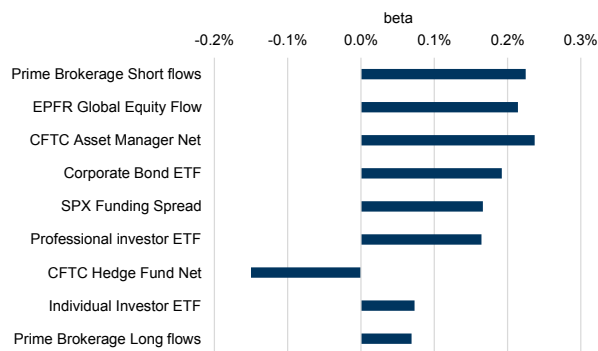
Absolute value of t-statistic of nine variables in a regression of 5 year daily moves



Source: Goldman Sachs Global Investment Research

**Exhibit 3: Beta of each liquidity adjusted flow variable**

Standardized beta based on 5 year daily regression with daily SPX log returns



Source: Goldman Sachs Global Investment Research

## Composition of investment flow variables

**ETF Flows:** We calculate the change in shares outstanding each day multiplied by the average price of the day to assess the daily inflow or outflow. We focus on ETFs that report their shares outstanding without a lag to ensure the timing is matched with stock returns.

- **Professional Investor ETFs:** Our experience and our analysis of SEC filings show that Professional investors typically use options on ETFs rather than ETFs themselves. Options activity is focused in the most liquid 20 Equity ETFs. In fact, the notional value of options outstanding on the 20 ETFs with the highest options activity is larger than the ETF shares market itself. We believe the daily changes in shares outstanding of these 20 ETFs represents the net delta owned by professional investors, as dealers create and redeem the ETFs to hedge the options that professional investors have traded with them.
- **Individual Investor ETFs:** We classify all equity ETFs not considered Professional Investor ETFs as Individual Investor ETFs. We include approximately 100 of the largest ETFs in this category, but in practice the top 5-10 drive the bulk of the flows over the period analyzed. We believe it is important to distinguish between Professional Investor and Individual investor positioning as they likely contain a different mix of forward-looking view and external factors. Further, we observe that Professional Investor positioning is far more volatile than Individual Investor ETF flows. Individual investor ETFs have generally seen positive inflows through the entire period as evidenced by the upward sloping line in both charts below.
- **Corporate Bond ETFs:** We include daily flows of the largest 20 ETFs focused on corporate bonds. This metric is positively correlated with equity returns over all of the major periods we tested, demonstrating the strong link between demand for corporate bonds and equity price moves.

**Goldman Sachs Prime Brokerage investment flows:** Our Prime Brokerage team calculates the daily net flow into long positions  $[(\$bought - \$sold) / \text{net asset value of total long and short book on prior day}]$  as well as the daily flow into short positions  $[(\$covered - \$shorted) / \text{net asset value of total long and short book on prior day}]$ . We choose to focus on flows rather than the net exposure of the fund as it minimizes the impact of stock price movements on the assessment of positioning. This has been particularly important for analyzing flows during the recent market drawdown. Hedge funds increased exposure as the market declined and reduced exposure during the rally; however, a simple look at net exposure would suggest the opposite as net exposure numbers are influenced by price declines.

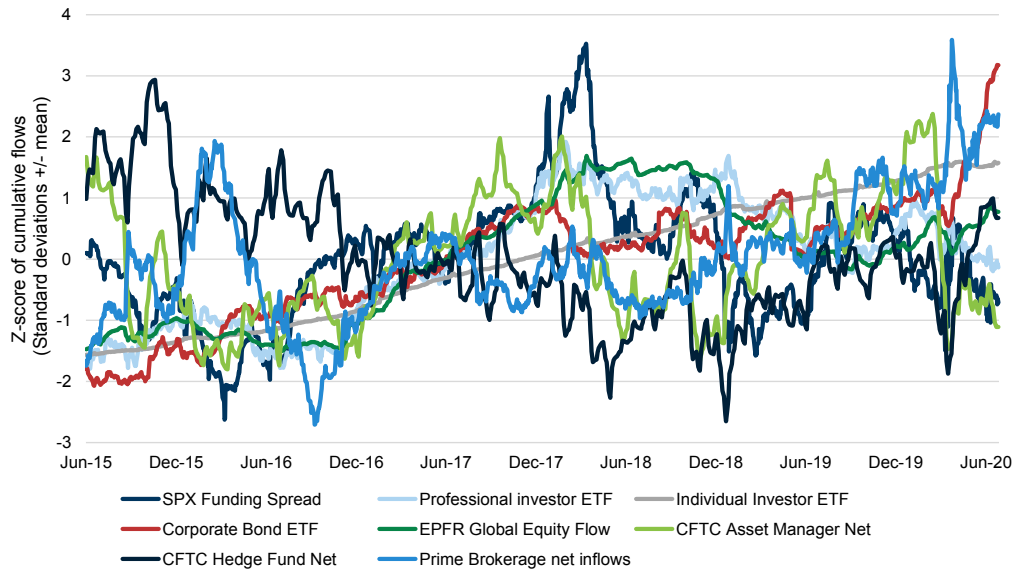
**Futures positioning:** The futures market allows professional investors to trade large size in a short amount of time with a large amount of leverage, making it one of the most reactive to changes in professional investor sentiment.

- **SPX Funding Spreads:** As demand for levered equity exposure grows relative to the supply of leverage, the cost of funding that leverage becomes larger. We are able to monitor day-to-day changes in the supply and demand of equity leverage by watching the SPX futures funding markets (the spread implied by SPX futures pricing minus the Fed Funds rate). Specifically, we choose to use the average of the three-month and six-month funding spreads rather than front contract funding spreads which are periodically distorted by the futures roll each quarter.
- **CFTC data on net exposure:** The CFTC reports long and short positions for Asset Managers and Hedge Funds each Friday (data as of the preceding Tuesday). For the purposes of our modeling, we assume that these flows occurred equally on the days between the two report dates. While it is clearly not possible to know these flows as they happen, this allows us to assess whether the information from these flows are important for SPX returns. We believe that net changes in asset manager positioning is a proxy for quantitative manager positioning as part of a broader asset allocation strategy. We believe that an increase in the net short futures position among Hedge funds is indicative of an increase in gross positioning among hedge funds (leading this indicator to be inversely correlated with S&P 500 price moves).

**Global equity fund flows from EPFR:** We find that broad, global fund flows are highly correlated with SPX returns. While most mutual funds report flows monthly and the EPFR data we use is reported weekly, we estimate that the flows observed occurred evenly across the days of the week prior. Despite this approximation, we find that EPFR global equity flows also have a statistically positive correlation with daily SPX returns.

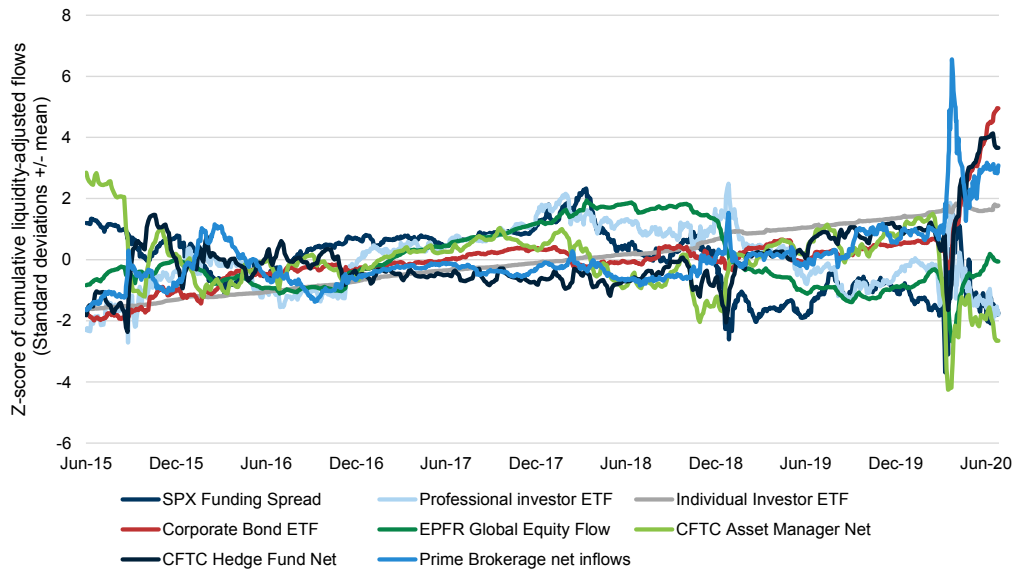
**SPX mean reversion:** The SPX daily return has been inversely correlated with the prior day's return throughout our study period. We find that this mean-reversion factor is even more important when analyzing the impact of investment flows. The addition of "yesterday's returns" in the model increases the explanatory power of the other investment flow variables suggesting that information about flows is more useful when viewed in the context of recent price performance.

**Exhibit 4: Cumulative flows from each source without liquidity adjustments**  
 Z-score of cumulative flows from each source



Source: Goldman Sachs Global Investment Research, Goldman Sachs Group Inc., CFTC, EPFR, Bloomberg

**Exhibit 5: Liquidity adjusted flows have had higher correlation with SPX returns and better explain the recent moves**  
 Z-score of cumulative flows adjusted for liquidity



Source: Goldman Sachs Global Investment Research, Goldman Sachs Group Inc., CFTC, EPFR, Bloomberg

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**Exhibit 6: The flow variables have limited correlation with each other**

Correlation of the daily change in standardized liquidity-adjusted flows

	Professional	Individual	Corp Bond	EPFR	CFTC HF	CFTC AM	PB net flow	prior SPX return
SPX Futures Funding Spread	(0.18)	0.11	(0.02)	(0.04)	0.04	0.06	0.05	(0.28)
Professional investor ETF flows		(0.12)	0.02	0.03	(0.13)	(0.08)	0.22	0.18
Individual Investor ETF flows			(0.00)	0.11	0.01	0.06	(0.16)	(0.01)
Corporate Bond ETF flows				0.12	0.33	0.32	(0.08)	0.31
EPFR Global Equity flows					0.05	0.25	(0.35)	0.21
CFTC Hedge Fund Equity Futures flows (net, inverted)						0.49	(0.05)	0.15
CFTC Asset Manager Equity Futures flows (net)							(0.14)	0.23
Prime Brokerage net flows								(0.30)

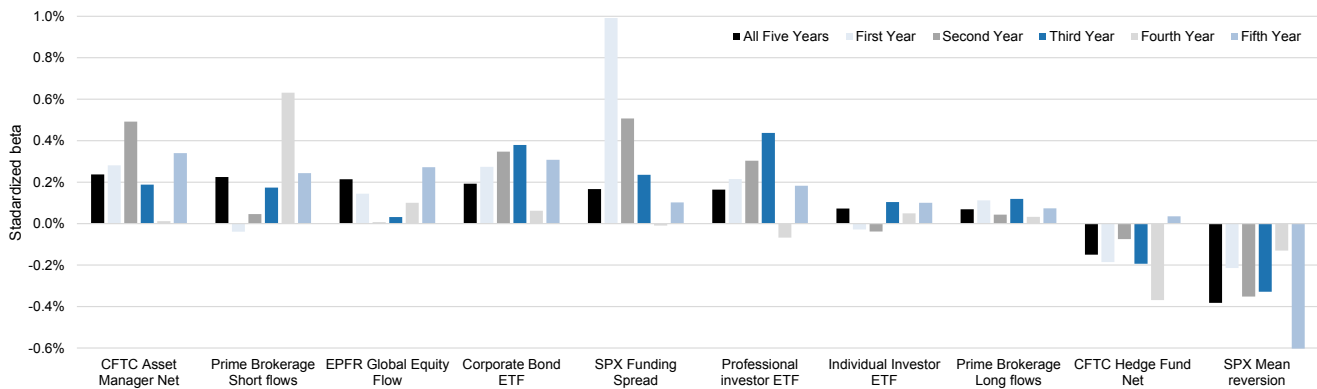
Source: Goldman Sachs Global Investment Research, Goldman Sachs Group Inc., CFTC, EPFR, Bloomberg

## Estimating the relationship between Investment Flows and SPX returns through time

To estimate how the relationship between SPX returns and flows may have changed over time, we estimate the model dividing the 60-month analysis into five 12-month periods (N=252 for each). We find that the sign for the betas in the combined regression is the same for most of the variables even when broken into these brief periods. While the fit of the model for four of the years is similar to the 5-year results, the correlation between investment flows and SPX returns has improved in the past year (46% R-Squared as compared to 25-32% R-squared for other years); the unusually high volatility and increasingly significant daily mean reversion likely played a role in that improvement.

**Exhibit 7: Standardized betas for sub-periods show general stability**

Standardized betas for regression using daily flows over the full 5-year period and each of the 1-year periods separately



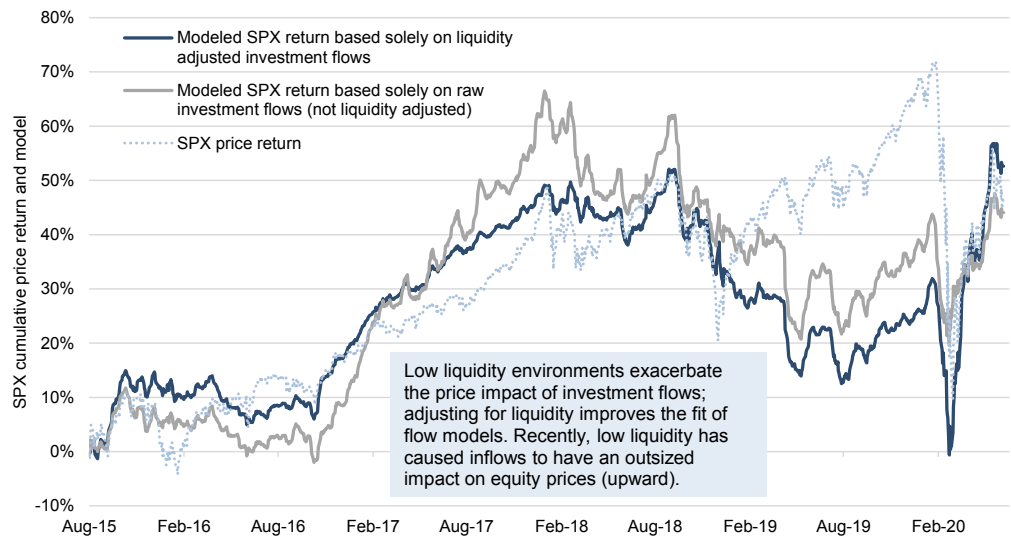
Source: Goldman Sachs Global Investment Research

**Market liquidity plays a role in understanding how investment flows impact price moves.** Flows that occur when the market is liquid have a smaller impact on price moves than flows that occur when the market is illiquid. In fact, the model fit was improved significantly by transforming each of the flow variables using our GS Proprietary Single Stock Liquidity Index (boosted R-squared from 24% to 32% over the period analyzed). Our liquidity index estimates the percentage of the market cap of the Russell 3000 that can be traded over a 1-day period (VWAP) while expecting to have a market impact of 10 basis points. Scaling each flow variable by size tradable for a given

market impact has been particularly important in recent years because of the significant and rapid decline in liquidity in Feb-2018, Dec-2018 and Mar-2020.

**Liquidity adjustments are important for explaining the asymmetric effects of flows on SPX returns in drawdowns vs rebounds.** Using the recent drawdown as an example, the model that does not account for liquidity effects would have suggested an SPX decline of 23% from 19-Feb to 18-Mar, while the model including liquidity effects suggested a 33% decline (SPX actual decline was 29%). The effect was even larger during the flow rebound; from 18-Mar to 19-May without liquidity effects would have suggested a rebound of 24%, while adjusting for liquidity effects suggested a 53% rebound. This shows how incorporating liquidity effects not only improves the fit through time, but also explains how inflows in an illiquid market (following a selloff) can drive a bigger increase than the drop caused by the same outflows that occurred when liquidity was stronger.

**Exhibit 8: Liquidity adjustments are critical for explaining the impact of flows on equity price**  
 Modeled cumulative SPX price return based on liquidity adjusted flows



Source: Goldman Sachs Global Investment Research

## A note on retail investor flows directly in stocks and options

We have received many questions about the role of individual investors in the recent rally. We track the percentage of “small trades” that are executed in shares and options markets as a proxy for the intensity of retail activity on a daily basis. Our initial finding is that elevated individual investor activity in stocks and options have been associated with declines in SPX prices over the past 18 months that we studied. Either SPX declines attract individual investor activity or individual investor activity drives SPX declines. On its surface, this runs counter to the hypothesis that individual investors are boosting stock prices. Although it is possible that the high cash levels and the belief that the recent economic weakness is temporary has led to an unusual increase in “buy-the-dip” sentiment among individual investors. Given the difficult-to-explain negative correlation



and the limited relevant history of the phenomenon, we leave individual investor single stock or option activity metrics out of this longer-term oriented model.

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