

MEMO# 1226

June 16, 1989

RANKING RESEARCH PROJECTS FOR FISCAL 1989-1990 [29~

June 16, 1989 TO: RESEARCH COMMITTEE NO. 18-89 RE: RANKING RESEARCH PROJECTS FOR FISCAL 1989-1990 _____ I enclose the revised set of Group A projects which reflect discussions at the June 14th Committee meeting. The following points will direct your attention to any changes made at the Committee's request. 1. All eleven projects were accepted by the Research Committee for ranking. 2. Project 1 has been revised to reflect a broader research effort of which baby boomers are one age cohort to be examined. 3. Project 2 has been revised to reflect two distinct projects within the small pension market: (a) 401(k) (b) 403(b). Each project should be considered for priority based on its importance to you and to the industry. 4. Projects 7 and 9 now include reference to the SRI and Gallup databases. 5. Project 11 has been revised from a qualitative exploratory project to a quantitative study on the same topic. 6. Other projects include footnotes for explanation or other clarification or were not revised. Please rank each of the projects according to the priority you assign to their being included on the Research Department's agenda for fiscal 1989-1990 based on the merit of the idea and return the form to me as soon as possible. Sandy West Director, Marketing Research