

**MEMO# 6977**

June 13, 1995

## **1995 MUTUAL FUND FACT BOOK**

June 13, 1995 TO: MEMBERS - ONE PER COMPLEX No. 59-95 MARKETING POLICY COMMITTEE No. 30-95 DIRECT MARKETING COMMITTEE No. 26-95 PUBLIC INFORMATION COMMITTEE No. 21-95 RESEARCH COMMITTEE No. 22-95 SALES FORCE MARKETING COMMITTEE No. 29-95 SHAREHOLDER COMMUNICATIONS COMMITTEE No. 23-95 MEMBERS INTERESTED IN PUBLIC INFORMATION No. 3-95 INVESTMENT ADVISER ASSOCIATE MEMBERS No. 24-95 BROKER/DEALER ASSOCIATE MEMBERS No. 13-95 RE: 1995 Mutual Fund Fact Book

Enclosed is your copy of the 1995 Mutual Fund Fact Book. The Fact Book contains 1994 yearend industry data in a variety of categories including sales, assets, exchanges, redemptions, and shareholder accounts. In many cases, data are also classified by investment objective and method of sales. As always, the Fact Book opens with a discussion of this past year's economic environment and how it affected industry growth. Two new chapters examine the characteristics of first-time mutual fund buyers and shareholder usage of distribution channels. A discussion of the retirement market (Chapter 14) includes expanded information about the industry's inroads into the 401(k) market. To order additional copies, you may use the order form at the end of the book. Please contact Mike Budzinski at 202/326-8306 with any questions or comments. Sue Duncan Assistant Vice President Director of Publishing Enclosure

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