

**MEMO# 3984**

August 13, 1992

## **"THE BEST IS YET TO BE: A STUDY OF AMERICA'S AGING AFFLUENT"**

August 13, 1992 TO: BOARD OF GOVERNORS NO. 59-92 MEMBERS - ONE PER COMPLEX NO. 26-92 DIRECT MARKETING COMMITTEE NO. 30-92 OPERATIONS COMMITTEE NO. 24-92 PENSION COMMITTEE NO. 31-92 PUBLIC INFORMATION COMMITTEE NO. 32-92 RESEARCH COMMITTEE NO. 14-92 SALES FORCE MARKETING COMMITTEE NO. 31-92 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 24-92 SMALL FUNDS COMMITTEE NO. 10-92 MARKETING POLICY COMMITTEE NO. 31-92 INDUSTRY STATISTICS COMMITTEE NO. 4-92 RE: "THE BEST IS YET TO BE: A STUDY OF AMERICA'S AGING AFFLUENT"

I enclose a copy of the most recent publication from the Research Department, "The Best is Yet to Be: A Study of America's Aging Affluent." This study provides a comprehensive analysis of the Aging Affluent market segment, including financial, lifestyle and demographic characteristics. In particular, segments such as mutual fund owners and millionaires are examined including their purchasing behaviors, investment attitudes and portfolio structures during pre and post retirement lifecycle stages. By gauging the receptivity of the Aging Affluent to various communications vehicles, this report provides data for the development of future marketing strategies of investment products. For comments or questions about this or other research reports, please contact the ICI Research Department at (202) 955-3581. Jacob S. Dreyer Vice President and Chief Economist

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