

MEMO# 2830

June 10, 1991

NEW ICI RESEARCH PUBLICATION

June 10, 1991 TO: BOARD OF GOVERNORS NO. 39-91 MEMBERS - ONE PER COMPLEX NO. 25-91 DIRECT MARKETING COMMITTEE NO. 19-91 MARKETING COMMITTEE NO. 24-91 OPERATIONS COMMITTEE NO. 18-91 PUBLIC INFORMATION COMMITTEE NO. 21-91 RESEARCH COMMITTEE NO. 17-91 SALES FORCE MARKETING COMMITTEE NO. 20-91 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 17-91 SMALL FUNDS COMMITTEE NO. 8-91 INDUSTRY STATISTICS COMMITTEE NO. 8-91 RE: NEW ICI RESEARCH PUBLICATION
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@@@@@@@@@@@@@@@@ I enclose copies of the most recent ICI research report entitled, The Baby Boom Generation: A Financial Portrait . The first part of the report is a Management Summary of the main research findings; the second part is the report itself. The Management Summary provides an interpretation of the survey data identifying the Baby Boom generation as an important market for savings and investment products, including mutual funds. The main report examines in detail the characteristics, financial holdings, attitudes and current behavior of Boomers and highlights the important segments of the generation that can be targeted by mutual fund companies as customers. For information about these or other ICI research reports and activities, contact Sandy West, Director, Marketing Research, at (202) 955-3509. Jacob S. Dreyer Vice President and Chief Economist

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