

**MEMO# 2311**

November 7, 1990

## **NEW ICI RESEARCH PUBLICATION - DISTRIBUTION**

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@@@@@@@@@@@@@@@@@@@@@@@@@@@@ I enclose a copy of the research report entitled  
"Targeting Investors and Increasing Market Share" which is the final report in the three part  
series of The Distribution Connection. This third report combines a thorough analysis of the  
investors who use each of six channels for mutual fund purchases with the strategic  
application of both market segmentation and conjoint analysis to mutual fund marketing.  
Together these analyses convey insights into the investor's use of distribution channels that  
are not readily available from other research studies. Specifically, these analyses will help  
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Managers in particular will find a great deal of information in this report to draw on as they  
consider future growth possibilities for existing and alternative channels of distribution. The  
reports in this series are as follows: The Distribution Connection: Channels Link  
Shareholders to Mutual Funds, 1989 The Distribution Connection: Summary Report of Major  
Research Findings, 1990 The Distribution Connection: Targeting Investors and Increasing  
Market Share, 1990, (enclosed) For information about these or other ICI research reports,  
contact Sandy West, Director, Marketing Research, at (202) 955-3509. Jacob S. Dreyer Vice  
President and Chief Economist