

# Presentation Abstracts

## Understanding Investor Preferences for Mutual Fund Information

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The Investment Company Institute (ICI) regularly conducts research to promote understanding of mutual funds, fund investing, and fund investors. As part of its investor research program, in February 2006, the Institute undertook a comprehensive study to identify the information needs of mutual fund investors and the sources from which they gather that information.

Key findings of the research:

- **Shareholders consider a wide range of information before purchasing mutual fund shares.** They most frequently review or ask questions about a fund's fees and expenses and its historical performance.
- **Shareholders prefer a concise summary of the mutual fund information they want to know before buying fund shares.** They also prefer graphic rather than narrative presentations of fund information.
- **Shareholders rely on a variety of sources for mutual fund information.** They most often turn to professional financial advisors for information prior to purchasing fund shares.
- **Although shareholders typically obtain mutual fund information from several different sources, a large majority do not consult mutual fund prospectuses before purchasing fund shares.**
- **Most fund investors use the Internet regularly, and those who go online use it for a variety of financial purposes, particularly to gather investment information.** The Internet, with its interactive capabilities, is an effective vehicle for communicating mutual fund information to investors.