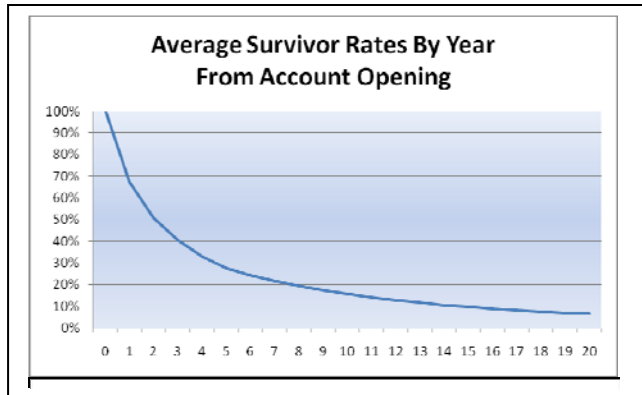


# Abstract: Mutual Fund Survivor Rates & Average Lifetime Account Value: An Empirical Study

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## Abstract

Average lifetime account value is a key business metric in most industries but is not well understood or calculated by fund sponsors. Using empirical data from six different fund sponsors, this report provides 20 years of survivor rate data and estimates which allow for the calculation of average lifetime account value using a variety of assumptions. This data will be valuable for a variety of purposes, most importantly assisting in the calculation of average lifetime account value, which is a critical component to any marketing ROI calculation. In addition, the report will be of use from an M&A perspective in evaluating fund companies and for benchmarking for the purpose of monitoring shareholder activity. Included in the report is a table that allows fund sponsors the ability to use their own specific circumstances (average account size, for example) to calculate their specific estimated average lifetime account value.



### Key Uses:

*This report will be of use for a variety of purposes, including:*

*...assisting in the calculation of average lifetime account value, which is a critical component to any marketing ROI calculation*

*...from an M&A perspective in evaluating fund companies*

*...for benchmarking for the purposes of monitoring shareholder activity.*

## Key Findings

Included in the key findings of this 16 page report is the observation that shareholders are at greatest risk of redemption shortly after investing but that over time attrition rates decline. This declining attrition rate, coupled with appreciation, has a dramatic affect on average lifetime account value. The report contains analysis and data needed for the calculation of average lifetime account value.

## To Obtain

Copies of this report are available for \$1,000 and can be obtained by contacting Jim Atkinson at Orbis Marketing at 818 716-2739 or by visiting [www.orbismarketing.com](http://www.orbismarketing.com).