



### *What this chart shows*

Looking at stock market returns for the past 62 years, evidence clearly favours the bulls. Periods of rising stock prices, or “bull” markets, have typically lasted roughly four times longer than periods of falling prices, or “bear” markets. And, at 107%, the median gain from a bull market has been more than enough to compensate for the median loss of 30% during a bear.

### *The bottom line*

When comparing periods of rising and falling markets, rising markets have historically:

- ✓ Lasted longer
- ✓ Been more frequent
- ✓ Produced gains that are more than enough to offset losses

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