

What the Investors Think: Moving from Risk-Aversion to Loss-Aversion?

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50-Plus Market Advisors

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The GI Generation

	GIs
Born	1910-1932
Age in 2007	75-97
Historic Events	<ul style="list-style-type: none">• Great Depression• Stock Market Crash• World War II• Pearl Harbor• Social Security enacted
General Profile	<ul style="list-style-type: none">• Life was hard• Frugal & cautious• Dependable• Needs of the group outweigh needs of the few• Heroically fought foreign enemies• Trust in authority & big business• Patriotic

The Silent Generation

	Silents
Born	1933-1945
Age in 2007	62-74
Historic Events	<ul style="list-style-type: none">• Korean War• Cold War• Race to space• Peace Corps• United Way• Kennedy/Nixon TV debate
General Profile	<ul style="list-style-type: none">• Transition generation• Rising prosperity• Married early• Inner turmoil with civil rights, women's, environmental and peace issues

The Baby Boomer Generation

	Boomers
Born	1946-1964
Age in 2007	43-61
Historic Events	<ul style="list-style-type: none">• Booming birthrate• Vietnam War• Civil rights and feminist movements• JFK/MLK assassinations• Watergate
General Profile	<ul style="list-style-type: none">• “Me Generation”• Buy now, pay later• Educated consumer• Competitive• Question authority• Will age rebelliously• Sandwich generation• Status counts• Lifelong learners