

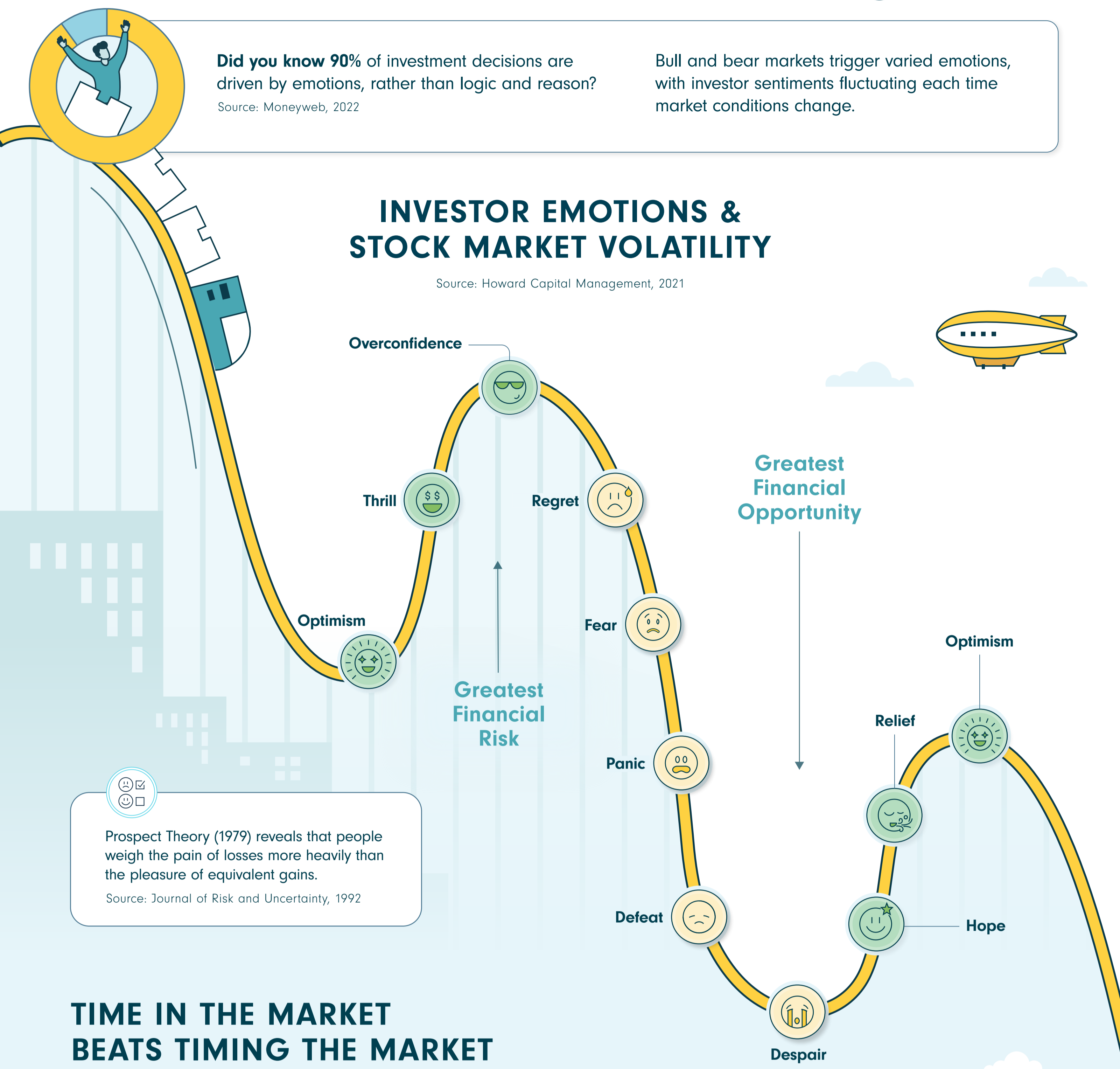
The Roller Coaster of Emotional Investing

Did you know 90% of investment decisions are driven by emotions, rather than logic and reason?
Source: Moneyweb, 2022

Bull and bear markets trigger varied emotions, with investor sentiments fluctuating each time market conditions change.

INVESTOR EMOTIONS & STOCK MARKET VOLATILITY

Source: Howard Capital Management, 2021

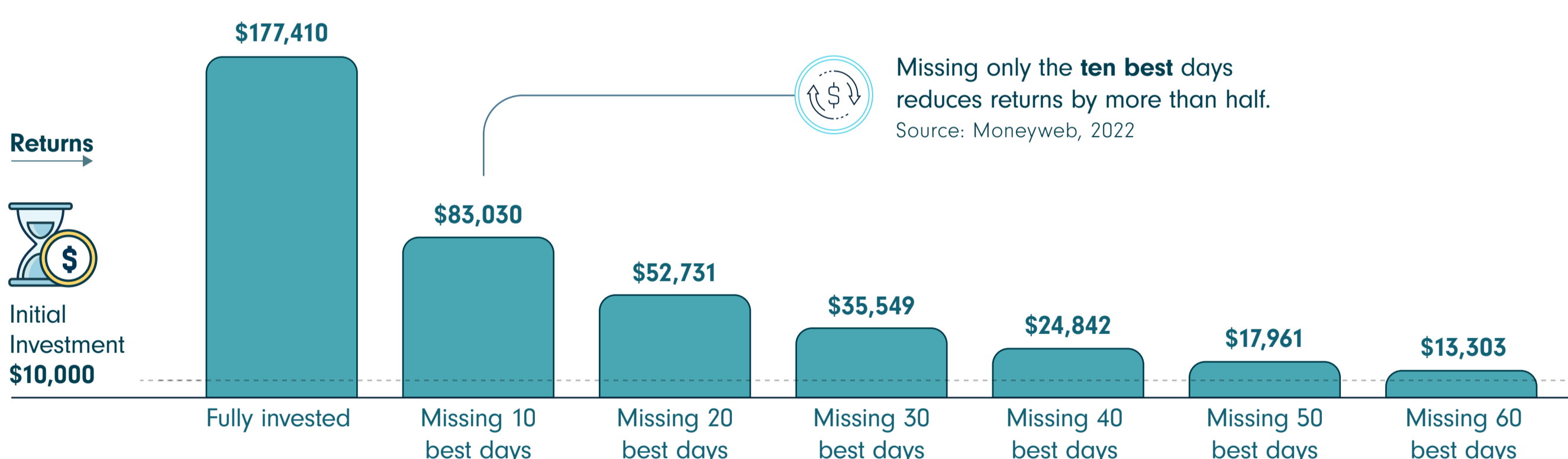


Prospect Theory (1979) reveals that people weigh the pain of losses more heavily than the pleasure of equivalent gains.
Source: Journal of Risk and Uncertainty, 1992

TIME IN THE MARKET BEATS TIMING THE MARKET

Staying invested through market fluctuations allows investors to capitalize on the best market days. This is how a portfolio would have lost value by missing the best days in the long-term.

Investment in the S&P/TSX Composite Index Fund 1986-2022



Source: Data from Refintiv shared by Fidelity, 2023

Fidelity's volatility guide can help investors navigate volatile markets, enabling them to survive the market cycle, stay invested, and potentially reap long-term rewards.



[Download the guide now](#)