

# The battle between bulls and bears



**Bear markets  
may be brutal...**

## Bear markets since 1960<sup>1</sup>

Time Period	Length (Months)	Market Decline
January 1960–October 1960	10	-17.4%
December 1961–June 1962	6	-27.1%
February 1966–October 1966	8	-25.2%
December 1968–May 1970	18	-35.9%
April 1971–November 1971	7	-16.1%
January 1973–December 1974	23	-45.1%
September 1976–February 1978	17	-26.9%
September 1978–April 1980	19	-16.4%
April 1981–August 1982	16	-24.1%
November 1983–July 1984	8	-15.6%
August 1987–October 1987	2	-36.1%
July 1990–October 1990	3	-21.2%
July 1998–August 1998	1	-19.3%
January 2000–September 2001	20	-29.7%
March 2002–October 2002	7	-31.5%
October 2007–March 2009	17	-53.8%
April 2011–October 2011	5	-16.8%
May 2015–February 2016	9	-14.5%
February 2020–March 2020	1	-37.1%
January 2022–September 2022	9	-21.9%

### Bear facts

<b>Number of bear markets since 1960</b>	<b>20</b>
<b>Average frequency</b>	<b>1 every 2.4 years</b>
<b>Average duration</b>	<b>10 months</b>
<b>Average market decline</b>	<b>-26.6%</b>

vs.



**But bulls have a tendency  
to charge back**

## Subsequent bull markets<sup>1</sup>

Time Period	Length (Months)	Market Increase
October 1960–December 1961	14	29.8%
June 1962–February 1966	44	85.7%
October 1966–December 1968	26	32.4%
May 1970–April 1971	11	50.6%
November 1971–January 1973	14	31.8%
December 1974–September 1976	22	75.7%
February 1978–September 1978	6	22.3%
April 1980–April 1981	12	34.9%
August 1982–November 1983	16	65.7%
July 1984–August 1987	37	150.6%
October 1987–July 1990	33	72.5%
October 1990–July 1998	93	294.8%
August 1998–January 2000	16	55.5%
September 2001–March 2002	6	29.1%
October 2002–October 2007	60	94.4%
March 2009–April 2011	26	95.7%
October 2011–May 2015	44	71.9%
February 2016–February 2020	48	88.7%
March 2020–January 2022	21	97.9%
September 2022–?	—	—

### Bull facts

<b>Number of bull markets since 1960</b>	<b>20</b>
<b>Average frequency</b>	<b>1 every 0.86 years</b>
<b>Average duration</b>	<b>29 months</b>
<b>Average market increase</b>	<b>77.9%</b>

**Talk with your financial professional about Franklin Templeton investments you can use to build a portfolio for both bull and bear markets.**

All investments involve risks, including possible loss of principal. Stock prices fluctuate, sometimes rapidly and dramatically, due to factors affecting individual companies, particular industries or sectors, or general market conditions.

**Past performance does not guarantee future results.**

1. In this illustration the market is represented by the Dow Jones Industrial Average. Sources: © 2025 Ned Davis Research, Inc., Dow Jones & Company, Inc. Ned Davis Research defines a bear market as a 30% drop in the Dow Jones Industrial Average after 50 calendar days or a 13% decline after 145 calendar days. A bull market requires a 30% rise in the Dow Jones Industrial Average after 50 calendar days or a 13% rise after 155 calendar days. Average frequency, duration and market decline/increase does not reflect the current bear/bull market. Indexes are unmanaged and one cannot invest directly in an index. Index returns do not reflect any fees, expenses or sales charges.