

Investor Education for the Vulnerable

by Lewis Mandell, Ph.D.
Professor of Finance and Dean Emeritus
State University of New York at Buffalo

Vulnerabilities of Special Groups

- Women
 - Older vs. Younger
 - Jumpstart finds equal fin. literacy, more risk averse
- LMI –Risk averse
 - Need simpler, safe products
 - QDIAs
- Older People
 - 2 retired docs
 - Low return problem
 - Easier to protect than educate



