Milestone ages, social pressure, and risk-taking in stock markets

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Abstract

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Keywords: Social pressure; milestone age; risk-taking; culture influence; financial well-being

JEL: A13, A14, D14, G11, G41, G51

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"*At thirty, I stood firm; at forty, I had no doubts; and at fifty, I knew my destiny*."

-Confucius

1. Introduction

Risk preference is central to individuals' economic decision-making in various domains, including labor market participation, saving, consumption, innovation, and investment. While conventional economic models assume that an individual's risk preference is relatively stable over time (Stigler and Becker, 1977), recent studies argue that the extent to which it is stable is an empirical question (e.g., Schildberg-Hörisch, 2018). Several factors have been shown to affect individuals' risk preferences, including life cycles, economic conditions (Shiller 1981; Campbell and Shiller 1989; Cochrane 2011), trauma from conflict or violence (e.g., Callen et al., 2014), natural disasters (e.g., Chuang and Schechter, 2015; Cameron and Shah, 2015; Hanaoka et al., 2018), and culture (e.g., Rieger et al., 2015). In this paper, we examine whether and how social pressure, which is pervasive in daily lives yet underexplored in the finance literature, alters individuals' risk preferences, thereby affecting their investment behavior in financial markets.

The psychological literature finds mixed evidence regarding the relation between social pressure and risk-taking behaviors (e.g., Maner et al., 2007; Hardin et al., 2009; Kashdan et al., 2009; Lorian and Grisham, 2010). In particular, earlier studies argue that social pressure characterizes the prototypical person as risk averse, but such a stereotype is challenged by recent studies (e.g., Kashdan and McKnight, 2010). Kashdan et al. (2009) document that individuals with higher levels of social anxiety are more likely to exhibit risk-taking behaviors,

such as heavy drinking and illicit drug use. Reynolds et al. (2013) use a quasi-experimental design and show that when exposed to the high-stress condition, the high-social-pressure group shows greater risk-taking behaviors than the low-social-pressure group. Pailing and Reniers (2018) also show that social pressure revealed through surveys is linked with poor psychological maturity, which contributes to a greater risk-taking tendency observed in experiments.

Although exploring the influence of social pressure on individuals' risk preferences in financial markets is intriguing, there are two major empirical challenges. First, operationalizing and quantifying investors' social pressure can be quite difficult. Second, the data availability of detailed risk-taking behaviors in the financial markets that are related to social pressure can be limited. We deal with the first challenge by assessing the shock of social pressure conditional on an individual's proximity to milestone ages (e.g., 30, 40, and 50), as both anecdotal evidence and current psychological studies suggest that milestone ages could trigger social pressure. Milestone ages occur exogenously and periodically in life, yet they represent occasions for existential stock-taking that may magnify the feeling of failure and emptiness in life.

For example, a nationwide and representative poll conducted in the UK in 2022 shows that an overwhelming majority of respondents report pressure of reaching life milestones. Miron-Shatz et al. (2015) show that the temporal landmarks of milestone birthdays punctuate people's mental maps of their life cycle: milestone agers (relative to non-milestone agers) place less weight on positive emotions in overall life satisfaction judgments, whereas negative emotions remain influential. Moreover, Matsubayashi et al. (2019) document that suicides occur more

frequently on milestone birthdays. Motivated by these studies, we argue that approaching milestones ages induces a shock to an individual's social pressure level, thereby enabling us to identify a causal relationship between social pressure and risk-taking in the stock markets.

We deal with the second empirical challenge by utilizing account-level trading data with demographic information from a large representative brokerage house in China spanning from July 2016 to March 2023. If milestone-age-triggered social pressure indeed affects individuals' risk preferences in financial markets, we expect individuals to trade more aggressively when approaching their milestone ages. The account-level trading records of individual investors together with their demographic data allow us to investigate the risk-taking behaviors of milestone agers and compare them to their peers.

We propose and test three hypotheses. The first hypothesis, ***H1***, is that *individuals temporarily exhibit heightened risk-seeking tendencies as they approach milestone-age birthdays, compared to the periods immediately before or after these birthdays.* We also expect this effect to be more pronounced among individuals who are (i) more prone to social pressure as they approach milestone ages, such as those with less financial wealth and (2) less sophisticated, such as those with limited investment experience, and therefore are more easily influenced by non-fundamental factors when making investment decisions. Hence, our second hypothesis, ***H2***, is that *individuals with less financial wealth and less investment experience are more likely to temporarily display increased risk-seeking tendencies as they approach milestone birthdays, compared to their counterparts.* Moreover, risk preferences and the associated trading behavior driven by social pressure are more likely to be transient and

associated with poor psychological maturity (Pailing and Reniers, 2018). Thus, our third hypothesis, ***H3***, is that *trades conducted as individuals approach milestone birthdays results in worse financial performance than trades executed in periods immediately before or after*.

We follow Liao et al. (2022) to include in our sample only active traders, who have executed at least 10 buy and 10 sell trades during the sample period. To ensure a robust representation of individuals reaching milestone ages, we include only those with accounts active from the beginning of the sample period. In addition, we exclude accounts subject to stringent regulations, such as those of investors aged over 70 and algorithmic trading accounts. The average age of our sample investors is 41, with a median age of 39. The average stock holdings of these investors are valued at CNY 97,720, with a median value of CNY 16,840.

For each sample investor, we record the years when he reaches milestone ages (i.e., 30, 40, and 50). The birthday corresponding to each of these milestone ages is termed his milestone birthday. We exclude the milestone age of 20, as individuals at this age are generally in the early stages of their adulthood and rarely actively participate in stock markets. Considering the legal retirement age in China is 55 for females and 60 for males, we also exclude milestone ages beyond 50, as individuals approaching retirement are not the primary participants in the stock markets and less susceptible to social pressure in wealth. Our final sample comprises 632,032 unique individual investors.

We label a 90-day period leading up to investor *i*'s birthday in year *t* as his birthday window, indicated by a dummy $BirthQ_{i,j}$. We compare individuals' trades executed in their birthday windows with those executed in the 90-day periods immediately before and after, i.e.,

the pre- and post-windows. For individuals reaching milestone ages, we observe a significantly higher trading intensity during the birthday window compared to the adjacent pre- and post-windows, in contrast to non-milestone agers. The results hold when we measure trading intensity using the value of buy trades, sell trades, or the sum of the two.[1] We include individual-, age-, and individual×age×90-day window-fixed effects throughout the tests. The first two fixed effects account for influences specific to individuals and related to age. The third captures influence associated with time-varying factors present within each of the three 90-day windows (birthday-, pre-, and post-windows). This approach helps isolate the specific impact of milestone birthdays on trading behavior. The results are supportive of our hypothesis ***H1***.

Consistent with hypothesis ***H2***, we find that the effect is especially strong among individuals with financial wealth or investment experience, measured by years of trading, below the sample median. We thus identify a subgroup of individuals who meet both criteria: having lower financial wealth and less investment experience. This subgroup represents 30.57% of the entire sample. In subsequent analyses, we focus on this group of investors, as their heightened susceptibility to social pressure and limited investment experience make them especially relevant to our investigation of how social pressure influences investment decisions.

To verify that the intensified trading is specifically triggered by milestone birthdays, we analyze individuals' trading during their birthday windows in non-milestone years, specifically those occurring five years before and four years after their milestone ages. Throughout these nine years, when individuals do not reach milestone ages, they do not exhibit increased trading

[1] For robustness checks, we also assess the number of shares traded, the number of trades, and turnover. The findings from these additional metrics are qualitatively similar.

tendencies in birthday windows. It confirms that the intensified trading is not linked to mood changes associated with birthdays in general, but is specifically tied to milestone birthdays.

We perform heterogeneity tests to provide more insight into the underlying causes of individuals' increased risk-taking tendencies as they approach milestone birthdays. While individuals generally experience social pressure upon reaching milestone ages, the intensity of this pressure can vary based on the social and cultural expectations. We expect our results to be stronger for males, relative to females, as societal norms and expectations often place greater pressure on men to achieve financial success and stability. This pressure can magnify pressure around milestone ages, potentially leading to more pronounced changes in risk-taking behavior.

We also anticipate the results to be more pronounced for individuals born in regions more influenced by the Confucian clan culture. Confucianism places a strong emphasis on achieving specific life goals. In addition, it underscores the importance of meeting familial and societal expectations, potentially driving individuals to take greater financial risks as they approach milestone ages to align with perceived cultural benchmarks of success. We follow the literature (e.g., Chen, Ma, and Sinclair, 2022) to utilize the density of genealogical records as a proxy for regional influence of Confucianism. The genealogy books often include clan rules that convey Confucian teachings and prescribe a code of conduct for members. Thus, regions with a higher density of genealogical records are more heavily influenced by Confucian values. We find confirming evidence for both heterogeneity tests.

We further assess individuals' post-trading performance to examine the real effect of milestone-age-induced social pressure on investor financial welfare. We find that trades

conducted during the milestone birthday window are accompanied by worse performance compared to those made in the pre- and post-90-day windows. The results support our hypothesis ***H3*** that the trades made due to impulsive decision-making driven by milestone-related social pressure are likely to adversely affect individuals' financial performance.

We conduct three additional analyses. First, we test our main hypothesis using alternative publicly available data. Specifically, we utilize data from four waves of China Household Finance Survey (CHFS hereafter): 2013, 2015, 2017, and 2019. These survey data are widely used in the literature (e.g., Liu et al., 2020; Li et al., 2021; Fisman et al., 2023). The four waves of surveys provide information on participants' ages and survey-based risk preferences. Unlike the brokerage data we have employed in this study, the survey data do not include individuals' exact dates of birth. Therefore, we can only compare an individual's risk preference in the year preceding their milestone age to those in the years before and after. Tests using this alternative dataset yield consistent results: individuals demonstrate the highest level of risk preference in the year preceding their milestone ages, compared to the years before and after.

Second, we repeat the main test using another alternative data: the retail trading data from a large U.S. discount brokerage database compiled by Barber and Odean (2000). This dataset, referred to as the LBD data, has been widely used in the literature, including studies by Barber and Odean (2000, 2002, 2008), Kumar (2006, 2009a, 2009b), and Gao and Huang (2020). It encompasses trades made by 78,000 households from 1991 to 1996. Similar to the CHFS data, the LBD data does not contain specific information about individuals' birthdays, but it does provide information on their age ranges. Our analysis reveals that U.S. investors also show

increased risk-taking tendencies when nearing milestone ages, particularly those with lower wealth and less investment experience. This evidence confirms that the milestone age effect is not limited to one market or culture, but is a universal phenomenon.

Third, we scrutinize individuals' trading over shorter intervals of 30-day windows within the birthday window and the pre- and post-windows. Specifically, we examine individuals' trading in six and three 30-day windows before and after the milestone birthdays, respectively. If the heightened trading activity, indicative of increased risk preferences, is driven by pressure related to reaching milestone ages, we expect a hump-shaped pattern to emerge: a peak in trading in the 30-day window immediately preceding the milestone birthday, followed by a decline in 30-day windows further from the date. We document supporting evidence.

Finally, we perform a series of robustness tests. Our findings are robust to alternative measures of individuals' trading intensity. They are also robust to sample selection criteria. In constructing the initial sample, we require individuals to have executed at least 10 buy trades and 10 sell trades during the sample period to be classified as active traders and included in our analysis. Our findings remain similar when this restriction is either loosened (requiring only five buy trades and five sell trades) or tightened (requiring 20 buy trades and 20 sell trades or 50 buy trades and 50 sell trades). We also conduct placebo tests by assigning fictitious ages to sample individuals. Tests with fictional milestone ages reveal no significant effects, suggesting that the observed effects are not driven by random fluctuations.

Our study contributes to the literature in several ways. First, we add to the literature on determinants of investors' risk preferences in financial markets from a perspective that is

underexplored in the literature, namely, social pressure. Our investigation is deeply rooted in the psychological literature that has shown that risk-taking behavior is influenced by emotional states, and social pressure is one such emotional experience (e.g., Reynolds et al., 2013). Hence, the temporal surge in individuals' social pressure when they are approaching milestone ages helps us to establish the causal link between social pressure and investors' risk preferences.

Second, we join the debate on the direction of the influence of social pressure on individuals' risk-taking tendencies by providing novel evidence from financial decision-making. The existing studies mainly rely on surveys or experiments to investigate the influences of social pressure on individuals' risk-taking using various settings, such as conditions involving health/safety issues (whether to wear a seat belt when sitting in the front seat), social interaction, betting on a sporting event, drinking, drug-taking, etc. Yet, the current literature is inconclusive about whether social pressure affects risk-taking intention positively or negatively (e.g., Maner et al., 2007; Hardin et al., 2009; Kashdan et al., 2009; Lorian and Grisham, 2010; Kashdan and McKnight; Reynolds et al., 2013; Pailing and Reniers, 2018). We argue that financial markets could provide a more ideal setting for such an investigation where risk-taking behavior could be more clearly defined and measured. Moreover, the tests could be performed using a much larger and more representative sample than those in existing studies. Hence, we shed light on the direction of social pressure on individuals' risk-taking based on our evidence from financial markets.

Last but not least, we expand the studies on the impact of temporal landmarks on individuals' behavior. The current studies have shown that although milestone age occurs

automatically and periodically in life, it stimulates individuals to assess their life achievements. As a result, milestone age may highlight failures and underachievement for some individuals. The effect of such a temporal landmark could be devastating as it is likely to induce negative emotions (e.g., Miron-Shatz et al., 2015; Matsubayashi, 2019). In the same token, Dai et al. (2014) examine the landmark effect using the setting of New Year's resolutions and conjecture that people are more likely to tackle their goals immediately following salient temporal landmarks, which often limit their goal attainment. By assessing investors' risk-taking around their milestone ages and subsequent performance, we provide the first evidence from the financial markets regarding how temporal landmarks could drive investors to deviate from rational investment behavior.

2. Institutional background and data

2.1 Institutional background: milestone ages and social pressure

The milestone ages, such as turning 30, 40, or 50, are often perceived as significant life markers that prompt individuals to reflect on their achievements and future goals. This period of introspection can lead to increased pressure and pressure to meet societal expectations, potentially influencing decision-making processes.

The phenomenon of milestone ages is universal. A compelling example of this could be found in the popular U.S. TV show "Friends," particularly in the episode titled "The One Where They All Turn Thirty." In this episode, the characters each confront the milestone of turning thirty, when they become acutely aware of the gap between the current life situation and their expectations. Similarly, a nationwide and representative poll conducted in the UK in 2022

revealed that an overwhelming majority of respondents reported feeling pressure to reach life milestones. These anecdotal pieces of evidence suggest that the feelings of urgency and introspection that accompany milestone ages are universal experiences shared by individuals worldwide, regardless of cultural background.

While the milestone age phenomenon is observed worldwide, it is particularly pronounced in Asia, particularly in countries like China, where cultural and societal norms place a strong emphasis on achieving specific life milestones. In China, traditional values often emphasize the importance of reaching specific life goals, such as career success, financial stability, and family establishment, by certain ages. For instance, Confucian teachings, which originated in China, underscore the significance of fulfilling societal and familial expectations. Confucian philosophy even includes a famous saying that delineates the specific goals one should strive to achieve at each milestone age. For instance, Confucian philosophy asserts that by age thirty, individuals should have established a foundation of stability and confidence in their lives. By forty, they are expected to possess clarity and decisiveness, making choices with assurance and free from doubt. By fifty, individuals should have attained a profound understanding of life's purpose and the natural order.

The social pressure arising from milestone ages may stem from individuals' asymmetric reactions to positive and negative emotions when evaluating the gap between their actual life conditions and their expectations. Miron-Shatz et al. (2015) illustrate that milestone birthdays, serving as temporal landmarks, significantly shape individuals' mental maps of their life cycles. They found that those experiencing milestone ages tend to place less emphasis on positive

emotions when assessing overall life satisfaction, while negative emotions maintain a substantial influence. In line with these findings, Matsubayashi et al. (2019) observed that suicides occur more frequently on milestone birthdays, highlighting the profound psychological impact these significant ages can have on individuals.

The social pressure that associated one's milestone age is likely to profoundly affect his behavior. One notable change is in the risk-taking attitude. As individuals near these significant age markers, the heightened introspection and pressure to meet certain expectations can lead to shifts in their willingness to take risks. The psychological literature finds mixed evidence regarding the relation between social pressure and risk-taking behaviors (e.g., Hardin et al., 2009; Kashdan et al., 2009; Lorian and Grisham, 2010). While earlier studies argue that social pressure characterizes the prototypical person as risk averse, such a stereotype has been challenged in more recent studies (e.g., Kashdan, 2009; Kashdan and McKnight, 2010; Reynolds et al., 2013; Pailing and Reniers, 2018). All these studies, however, investigate individuals' risk-taking tendencies in everyday life choices, such as heavy drinking and illicit drug use. We contribute to the literature by investigating how individuals' risk-taking tendencies in financial markets change as they approach milestone birthdays.

2.2. Data and variables

2.2.1 Data and sample selection

We obtain account-level data from a large brokerage firm in China, which include information on individual investors' daily transactions, asset holding, and demographic information over the period from July 2016 to March 2023. In Table A2 of the Appendix, we compare the

demographic characteristics of investors from this brokerage with those reported in other studies utilizing Chinese account-level data (e.g., Liao et al., 2022; Liu et al., 2022). The results indicate that the demographic patterns of our sample investors are comparable with those observed in previous studies. We also present the distribution of investors' birth months in Figure A2, which is consistent with findings from related research (Zhang et al., 2023).

We apply several filters to obtain our sample. First, to be included in our sample, we require sample investors to have conducted at least 10 buy trades and 10 sell trades during the sample period, following Liao et al. (2022). This criterion effectively excludes inactive investors from our analysis. In robustness checks, we repeat our tests by adjusting the trade number requirement (for both buy and sell) to be 5, 20 and 50, and the results remain similar. Second, we only retain accounts that are opened before July 2016 and remain active throughout the sample period. This filter ensures a sufficient number of birthdays for conducting within-individual analysis, i.e. six birthdays for each sample investor. Third, we exclude accounts that are subject to stringent regulations, such as accounts opened by investors over the age of 70 and algorithmic trading accounts. These accounts represent less than 1% of the initial sample. After applying these filters, our final sample consists of 632,032 unique individual investors.

We obtain market and stock-level information from the China Stock Market & Accounting Research Database (CSMAR).

2.2.1 Variables and summary statistics

For each sample individual, we set three 90-day windows surrounding each of his birthdays within the sample period. A 90-day period leading up to the birthday of an individual is referred

to as his birthday window. A dummy $BirthQ_{i,j}$ is set to indicate the birthday window of individual *i* in year *t*. A 90-day period immediately before and after the birthday window is defined as the pre- and post-window, respectively. Figure A1 in the appendix illustrates the window definition.

For milestone ages, we focus on ages 30, 40, and 50, and set a dummy variable $MilestoneAge_{i,t}$ that equals one for individuals turning into these ages in year *t*. We exclude the milestone age of 20 because individuals at this stage are typically in the early phases of their adult lives and careers, making them less prone to social pressure related to financial milestones. Furthermore, given that the legal retirement age in China is 55 for females and 60 for males, we exclude milestone ages of and beyond 50, as individuals nearing retirement are not the primary participants in the stock markets.

For each individual *i* in year *t*, we compare his trading activities in the 90-day birthday window, $BirthQ_{i,j}$, with those in the two adjacent 90-day windows, or the pre- and post-windows. To measure trading intensity, we use the value of executed buy ($BuyValue_{i,j,t}$) and sell ($SellValue_{i,j,t}$) orders separately, and the sum of the two ($TotalValue_{i,j,t}$). During the investigation, we control variables that might affect an individual's trading, including the total value of his stock holdings at the end of the pre-window ($StkHolding_{i,j-1,t}$), the number of trades executed in the pre-window ($\#\ of\ Trades_{i,j-1,t}$), and the number of stocks traded ($\#\ of\ Stocks_{i,j-1,t}$). All continuous variables are winsorized at the top and bottom 1% levels, respectively.

Table 1 presents summary statistics and correlation coefficients of the variables introduced above. Panel A shows that the average age of sample individuals is 41.46, with a median of 39.

The average value of buy orders executed over a 90-day window is approximately CNY 281,714, while sell orders average around CNY 279,209. The median values are CNY 2,915 for buy orders and CNY 3,020 for sell orders. On average, sample individuals maintain stock holdings valued at approximately CNY 97,721, with a median value of CNY 16,840. Panel B presents the correlation matrix. The variables $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ are highly correlated, which is as expected as they are all measures for trading activeness. Furthermore, age exhibits a positive correlation with these trading-related variables, suggesting that investors tend to increase their stock market trading activity as they age.

[Insert Table 1 about here]

3. Milestone ages and risk-taking in financial markets

3.1 Baseline tests

3.1.1 Full sample tests

Hypothesis ***H1*** predicts that individuals' risk-seeking tendencies increase as approaching their milestone birthdays. We use the following regression to test this hypothesis:

$$Trade_{i,j,t}=\alpha+\beta_0 BirthQ_{i,j}\times MilestoneAge_{i,t}+\beta_c Controls_{i,j,t}+\varepsilon_{i,j,t}, \quad (1)$$

where $Trade_{i,j,t}$ represents investor i's trading intensity within a 90-day window j in year t, measured by either $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, or $SellValue_{i,j,t}$. Window j could correspond to the 90-day birthday window or the pre- or post-90-day window. $BirthQ_{i,j}$ equals one when window j is the birthday window, and zero otherwise. $MilestoneAge_{i,t}$ equals one if the investor

reaches 30, 40, or 50 in year *t*. Control variables include $StkHolding_{i,j-1,t}$, $\#\ of\ Trades_{i,j-1,t}$, and $\#\ of\ Stocks_{i,j-1,t}$. Three fixed effects are included: individual, age, and individual×age×90-day window fixed effect.[2] Standard errors are double-clustered by individual and age. We expect the coefficient on $BirthQ_{i,j} \times MilestoneAge_{i,t}$ to be significantly positive.

Table 2 presents results for the full sample. The coefficient on $BirthQ_{i,j} \times MilestoneAge_{i,t}$ is significantly positive at the 5% level across all the three columns, indicating that investors trade more aggressively as approaching their milestone birthdays. When $TotalValue_{i,j,t}$ is examined in column (1), the coefficient is 3162.27. It suggests that, on average, an investor increases his stock trading by more than CNY 3,100 during the 90-day birthday window compared to his trading in the adjacent pre- and post-90-day windows. The increase is about 3% of the average value of sample investors' stock holdings as reported in Table 1. The evidence suggests that the milestone age effect is significant both statistically and economically.

[Insert Table 2 about here]

3.1.2 The effect of financial wealth and investment experience

Hypothesis ***H2*** predicts that the milestone age effect is particularly pronounced among investors with lower financial wealth and less investment experience. We construct subsamples at the beginning of the sample period. Individuals whose average total financial wealth during the year preceding the sample period is below (above) the sample median are classified into

[2] This fixed effect does not introduce collinearity with $BirthQ_{i,j} \times MilestoneAge_{i,t}$ because, within the same 90-day period, some investors reach the birth-day window of a milestone birthday, while others reach the birth-day window of a non-milestone birthday.

the low (high) financial wealth group. Similarly, individuals with investment experience, measured by the number of years since their first trade in the stock market, below (above) the sample median are categorized into the low (high) investment experience group.

We begin by conducting subsample tests based on a single sort: either financial wealth or investment experience. As expected, results in Table A3 indicate that the milestone age effect is more pronounced among individuals with lower financial wealth or less investment experience compared to their counterparts.

[Insert Table A3 about here]

We then proceed to construct four subsamples using double sorts. The "Low & Low" ("High & High") group consists of individuals whose financial wealth and investment experience are both below (above) the sample median. The "Low & High" ("High & Low") group consists of individuals whose financial wealth is below (above) the sample median, but investment experience is above (below) the median. We expect our findings to be particularly strong in the "Low & Low" group.

Table A4 presents summary statistics for the "Low & Low" group. This group represents approximately 30% of the total investors in our full sample. Individuals in this group tend to be younger, with an average age of about 35, compared to an average age of 41 in the full sample, as reported in Table 1. Their average stock holdings value and trading volume over a 90-day window, around CNY 32,000 and CNY 280,000, is much lower than the CNY 98,000 and CNY 560,000 average in the full sample.

[Insert Table A4 about here]

More importantly, Table 3 shows that the effect of the milestone age effect is much stronger in the "Low & Low" group than in the other three groups combined, or the "Others" group. The coefficient on $BirthQ_{i,j} \times MilestoneAge_{i,t}$ is positive and highly significant for the "Low & Low" group, with a magnitude nearly twice as large as those observed in the full sample. This is noteworthy given that on average these investors have both lower trading volumes and stock holdings than those in the full sample.

[Insert Table 3 about here]

For the sake of brevity, we do not report the regression results separately for the "Low & High," "High & Low," and "High & High" groups. However, Figure 1 illustrates the coefficient on the variable of interest, $BirthQ_{i,j} \times MilestoneAge_{i,t}$, when the baseline tests are conducted within each of these groups. As expected, the coefficient is the highest for the "Low & Low" group. Taken together, the results render support to our hypothesis ***H2***. As individuals in the "Low & Low" group are particularly relevant for our analysis of the milestone age effect, we focus on individuals in this group for the test of our empirical analysis.

[Insert Figure 1 about here]

3.1.3 Analysis of age-specific milestone effects

We further examine individuals' trading activeness as they approach specific milestone birthdays, specifically at the ages of 30, 40, and 50. We introduce dummies $Age30_{i,t}$, $Age40_{i,t}$ and $Age50_{i,t}$, which equals one if individual i reaches the age of 30, 40, or 50 in year t,

respectively, and zero otherwise. We replace $BirthQ_{i,j} \times MilestoneAge_{i,t}$, in Eq. (1) with interactions between $BirthQ_{i,j}$ and each of these three dummies. This modification enables us to separately examine the effects associated with each specific milestone age. Results in Table A5 indicate that the effect is present for each of the three milestone ages. The magnitude of the coefficients for the three interaction terms suggests that the effect is strongest for individuals reaching 30, followed by those turning 40, and is relatively smaller for those reaching 50.

[Insert Table A5 about here]

3.2 Milestone vs. non-milestone birthdays

To provide additional evidence that individuals' intensified trading activities are driven by the milestone age effect rather than mood fluctuations associated with all birthdays, we compare their trading activities as they approach milestone birthdays versus non-milestone birthdays.

We define a set of dummy variables, $MilestoneAge_{n,i,t}$, which indicate the n^{th} age relative to the milestone age. Using these dummies, we compare trading activities in the 90-day window leading up to milestone birthdays with those in the 90-day window preceding non-milestone birthdays at ages -5, -4, …, -1, +1, …, +4 relative to the milestone age. The comparison is carried out using the following equation:

$$Trade_{i,j,t} = \alpha + \sum_{n=-5}^{+4} \beta_n BirthQ_{i,j} \times MilestoneAge_{n,i,t} + \beta_c Controls_{i,j,t} + \varepsilon_{i,j,t}. \quad (2)$$

The results are presented in Table 4. The coefficients on the variables of interest, specifically the interactions between the indicator for the 90-day window preceding the date of

birth and the dummy variables for both milestone and non-milestone ages, are plotted in Figure 2 to provide a visual comparison. The results show that intensified trading activities are observed only when individuals are approaching their milestone birthdays, not when they are approaching non-milestone birthdays. The magnitude of the coefficient on the interaction terms is also the greatest for the year of milestone age.

[Insert Table 4 about here]

[Insert Figure 2 about here]

3.3 Heterogeneity tests

In this section, we perform heterogeneity tests conditional on gender and the influence of Confucian clan culture. We expect our results to be stronger for males than for females, as societal norms and expectations typically exert greater pressure on men to achieve financial success and stability. We also expect the effects to be more evident for individuals from regions heavily influenced by Confucian clan culture, which emphasizes achieving specific life goals and maintaining societal status and can thus heighten the pressure associated with reaching milestone ages.

3.3.1 Gender

To examine the milestone age effect conditional on gender, we run the following regression, with $Male_i$ serves as an indicator for male investors:

$$Trade_{i,j,t}=\alpha+\beta_0 BirthQ_{i,j}\times MilestoneAge_{i,t}\times Male_i + \beta_1 BirthQ_{i,j}\times MilestoneAge_{i,t}$$

$$+\beta_2 BirthQ_{i,j} \times Male_i + \beta_c Controls_{i,j,t} + \varepsilon_{i,j,t}. \quad (3)$$

In Table 5, the coefficient on $BirthQ_{i,j} \times MilestoneAge_{i,t} \times Male_i$ is positive and significant at the 10% and 5% level in columns (1) and (2), respectively, and marginally significant in column (3). When $TotalValue_{i,j,t}$ is examined in column (1), the coefficient on $BirthQ_{i,j} \times MilestoneAge_{i,t} \times Male_i$ is about 70% of that on $BirthQ_{i,j} \times MilestoneAge_{i,t}$, indicating that the effect is substantial stronger among males.

[Insert Table 5 about here]

3.3.2 Confucian clan culture influence

Following Chen et al. (2022), we measure the strength of Confucian clan culture influence at the city-level using the number of genealogies scaled by local population. We set an indicator, $ClanRank_i$, categorized into quintiles to represent the scaled number of genealogies of the city from which investor *i* originates. We then replace $Male_i$ in Eq. (3) with $ClanRank_i$ and report the results in Table 6.

[Insert Table 6 about here]

The coefficient on $BirthQ_{i,j} \times MilestoneAge_{i,t} \times ClanRank_i$ is significantly positive at the 1% level across all the three columns, confirming that the Confucian clan culture amplifies the milestone age effect. The coefficient on $BirthQ_{i,j} \times MilestoneAge_{i,t}$ turns to be insignificant, suggesting that investors from cities with the least influence of the Confucian clan culture are relatively unaffected by the milestone age effect.

4. Assessment of post-trading performance

Hypothesis ***H3*** predicts that trades executed by individuals approaching milestone birthdays are likely to have a negative impact on their financial performance as these trades tend to be induced by social pressure, which are likely to be associated with poor psychological maturity.

We assess the performance of trades executed within the 90-day birthday window, and compare it with the performance of trades executed in the adjacent pre- and post-90-day windows. We calculate profits generated from buy and sell orders, separately, within each 90-day window using Eqs. (4) and (5). The net profit is the sum of the two.

$$BuyProfit_{i,j,t,k}=\sum_{n=1}^{N}(Shares_{i,j,t,n}\times Prc_{i,j,t,n,k}-Value_{i,j,t,n}), \quad (4)$$

$$SellProfit_{i,j,t,k}=\sum_{n=1}^{N}(-Shares_{i,j,t,n}\times Prc_{i,j,t,n,k}+Value_{i,j,t,n}), \quad (5)$$

$$NetProfit_{i,j,t,k}=BuyProfit_{i,j,t,k}+SellProfit_{i,j,t,k}. \quad (6)$$

The variable $BuyProfit_{i,j,t,k}$ ($SellProfit_{i,j,t,k}$) represents the profit from buy (sell) orders within window j, up to the k^{th} trading day after the window's conclusion. These are calculated by summing the profits from all buy (sell) orders within the window. The variable n denotes the n^{th} buy or sell trade that took place during the 90-day window, with $Shares_{i,j,t,n}$ and $Value_{i,j,t,n}$ representing the number of shares involved in the trade and the value of trade. $Prc_{i,j,t,n,k}$ is the closing price of the stock involved in the n^{th} trade in the window on the k^{th} trading day after the window ends. $NetProfit_{i,j,t,k}$ is the sum of buy and sell profit. We measure post-trading

performance over varying windows with k equals to 30,60, 90, and 120. The post-trading performance is assessed using Eq. (7):

$$Profit_{i,j,t,k}=\alpha+\beta_0 BirthQ_{i,j}\times MilestoneAge_{i,t}+\beta_c Controls_{i,j,t}+\varepsilon_{i,j,t}. \quad (7)$$

Results in Table 7 confirm that trades executed by individuals approaching their milestone birthdays often yield lower profit compared to those made outside this period. This finding aligns with our conjecture that investment decisions driven by social pressures, rather than sound investment strategies, tend to lead to poorer financial outcomes and adversely impact individuals' financial well-being.

[Insert Table 7 about here]

5. Additional analysis and robustness checks

5.1 Additional analysis

5.1.1 Tests using CHFS survey data

The brokerage data allows us to pinpoint the exact dates of milestone birthdays and closely examine individuals' trading activities around these dates. To ensure that our findings are not specific to investors in this brokerage firm, we conduct an additional analysis using data from the China Household Finance Survey (CHFS). While the CHFS data does not provide precise birthdates or actual trading records, it does include information on respondents' birth years and their risk preferences, estimated through survey methods. Furthermore, the CHFS data has been widely utilized in the literature (e.g., Liu et al., 2020; Li et al., 2021; Fisman et al., 2023).

We extend the sample used by Fisman et al. (2023) to include the 2019 wave of the survey and perform the regression specified in Eq. (8), following their methodology:

$$TakeRisk_{i,t}=\alpha+\beta_0 Milestone_{i,t}+f\left(Age_{i,t}\right)+\beta_c Controls_{i,t}+\varepsilon_{i,t}, \quad (8)$$

where $TakeRisk_{i,t}$ is a dummy variable that equals one for individual *i* if he expresses willingness to take risks in making investments in survey year *t*, and zero otherwise. $RiskSeeking_{i,t}$ is rated on a scale from one to five, reflecting the five levels of risk preference as determined by the surveys, ranking from low to high. Since the CHFS only provides annual data for the year of each survey wave, we focus on the respondents' exhibited risk preferences in the survey conducted one year before they reach milestone ages. Therefore, we set dummy $Milestone_{i,t}$ to be one if investor *i* aged 29, 39 or 49 in year *t*, and zero otherwise. And dummies $Milestone_{-n,i,t}$ and $Milestone_{+n,i,t}$ indicate the n^{th} year before and after the milestone age year, respectively. The variable $f(Age_{i,t})$ controls for age, using both age and age squared ($Age_{i,t}$ and $Age_{i,t}^2$) instead of age fixed effects because of multicollinearity issues. $Controls_{i,t}$ includes gender and employment status. In line with Fisman et al. (2023), we also control for personal background fixed effects (political status, marital status, and education) and survey wave fixed effects. Standard errors are clustered at the investor level. The results are reported in Table 8.

[Insert Table 8 about here]

In column (1), the estimation of β_0 is positive and significant, indicating that individuals tend to take more risks right before milestone ages. The signs of the other variables align with the findings of Fisman et al. (2023). In column (2), we include additional age-related variables, from $Milestone_{-2,i,t}$ to $Milestone_{+2,i,t}$, and $Zodiac_{i,t}$ for ages that are multiples of 12. The

estimation of β_0 remains significantly positive. Moreover, the coefficient on $Zodiac_{i,t}$ is significantly negative, consistent with the results of Fisman et al. (2023), which suggest that individuals tend to be more risk-averse at zodiac ages.[3]

In columns (3) and (4), where $RiskSeeking_{i,t}$ is used as the dependent variable, the results are consistent. The estimation of β_0 is significantly positive at the 10% level, indicating that individuals tend to be more inclined to take risks as they approach milestone ages. Although the CHFS data does not offer the same level of granularity as the brokerage data, it provides direct evidence of risk-seeking tendencies prior to milestone ages, further supporting our hypothesis ***H1***.

5.1.2 Tests using U.S. retail trading data

To investigate whether the milestone effect is a universal phenomenon and not specific to Chinese or Asian cultures, we conduct baseline tests using the retail trading data of Barber and Odean (2000), or the LBD data. However, similar to the CHFS survey data, the LBD data does not provide detailed information on the birth dates of individual investors. Instead, it includes a two-year incremental age label for investors. For example, investors aged 18 to 19 are labeled with the age code "18," while those aged 20 to 21 are labeled "20." The LBD data contains monthly retail trading data, which are compiled into annual data for this analysis.[4]

[3] In untabulated tests, we repeat our baseline regression with the additional control of the interaction term $BirthQ_{i,j} \times ZodiacAge_{i,t}$, and find that its coefficient is significantly negative at the 10% confidence level, supporting the findings of Fisman et al. (2023). Yet even with the control of $BirthQ_{i,j} \times ZodiacAge_{i,t}$, the coefficient on $BirthQ_{i,j} \times MilestoneAge_{i,t}$ remains significantly positive.

[4] In using the LBD dataset, we use the age of the head of each household to perform the analysis, assuming that the trades executed by each household are primarily done by the head, following the literature (e.g., Barber and

We set the dummy variable $MilestoneAge_{i,t}$ to be one for a retail investor during each two-year interval leading up to his milestone ages, and the n^{th} two-year interval before (after) his milestone ages are denoted as $MilestoneAge_{-n,i,t}$ ($MilestoneAge_{n,i,t}$). We acknowledge that, due to data limitations, this definition of milestone age is not as precise as the one derived from the Chinese brokerage data used in our main tests. Nevertheless, this analysis utilizing the LBD data could provide some causal evidence regarding the milestone age effect in U.S. markets.

As in our main test, we categorize investors in the LBD dataset into two groups. The "Low & Low" group consists of investors whose financial wealth and investment experience are both below the sample median.[5] The "Others" group includes all remaining investors. For each sample we regress investors' trading intensity measures on $MilestoneAge_{i,t}$. To examine the variation across ages, we also include dummies $MilestoneAge_{-2,i,t}$, $MilestoneAge_{-1,i,t}$, $MilestoneAge_{+1,i,t}$, $MilestoneAge_{+2,i,t}$, into the regression. The variables $StkHolding_{i,t-1}$, $\#\ of\ Trades_{i,t-1}$, and $\#\ of\ Stocks_{i,t-1}$ are all controlled as in the baseline tests. Due to collinearity, we cannot simultaneously include investor, year, and age fixed effects. Instead, we choose to incorporate investor and year fixed effects while controlling for age effects using a quadratic term ($Age_{i,t}^2$). Standard errors are clustered at the household level.

The results in Table A6 in the Appendix confirm that the milestone age effect is present in the "Low & Low" group but not in the "Others" group. The findings are supportive of our

Odean, 2000). The LBD data include information from January 1991 to November 1996, thus for the year 1996, data from only 11 months are available. However, our results remain consistent even if we exclude data from 1996 altogether. Additionally, since we need data from the beginning of the sample period to categorize investors based on their wealth and investment experience, we have excluded the trading data from 1992 in our analysis.

[5] We use annual income to proxy for an investor's financial wealth, and the number of years since he opens the brokerage account to proxy for his investment experience.

hypotheses ***H1*** and ***H2***. Furthermore, the results demonstrate that the milestone age effect is a universal phenomenon, transcending national and cultural boundaries.

[Insert Table A6 about here]

5.1.3 Scrutinize trading activities over shorter intervals

We further analyze individuals' trading behavior over shorter intervals: in 30-day windows within each of the three 90-day windows surrounding milestone birthdays This includes six 30-day windows before the milestone birthdays and three afterwards. We expect a hump-shaped pattern to emerge: a peak in trading during the 30-day window immediately before the milestone birthday, followed by a decline in both the preceding and following intervals.

We set a dummy variable $BirthM_{i,t}$ to be one for the 30-day window ending right on the date of birthday of investor *i*. The n^{th} 30-day window relative to the birthday window is indicated by a dummy variable $BirthM_{n,i,t}$. We then run the regression as shown in Eq. (9):

$$Trade_{i,j,t} = \sum_{n=-4}^{+3} \beta_n BirthM_{n,i,j} \times MilestoneAge_{i,t} + \beta_c Controls_{i,j,t} + \varepsilon_{i,j,t}. \quad (9)$$

Table 9 shows the regression results, and Figure 3 offers a visual comparison of the coefficients. Overall, the coefficients display a hump-shaped pattern, with the estimation of β_0 being the largest and most significant. The only exception is that the coefficient of $BirthM_{-4,i,j} \times MilestoneAge_{i,t}$ is greater than that of $BirthM_{-3,i,j} \times MilestoneAge_{i,t}$. Then the magnitude and significance of the coefficients increase steadily from the interaction term of $BirthM_{-3,i,j}$ to $BirthM_{0,i,j}$, after which the coefficients decrease rapidly across the three windows following the

birthday. These results further substantiate the link between risk-seeking behavior and milestone birthdays, illustrating that investors tend to become more risk-seeking as they approach these significant birthdays.

[Insert Table 9 about here]

[Insert Figure 3 about here]

5.2. Robustness checks

5.2.1 Alternative trading intensity measures

To ensure that our results are not dependent on the specific trading intensity measure used in previous tests, we employ three alternative sets of trading intensity measures. The first and second sets of measures are the number of shares traded and the number of trades executed. These measures capture aspects of trading intensity that differ from those captured by the value of trades and are less likely to be influenced by the price of the stocks being traded. For the third set of trading intensity measures, we use turnover, which is calculated by scaling the value of trades by the value of the investors' stock holdings. Our findings remain robust when these alternative measures are applied, as shown in Table A7.

[Insert Table A7 about here]

5.2.2 Alternative samples

To ensure that our sample consists of active traders, we have applied a sample selection criterion requiring investors to have executed at least 10 buy trades and 10 sell trades during

the sample period. In robustness checks, we perform analyses where this restriction is either loosened (requiring only 5 buy trades and 5 sell trades) or tightened (requiring either 20 buy trades and 20 sell trades or 50 buy trades and 50 sell trades). The results remain qualitatively similar and are reported in Table A8.

[Insert Table A8 about here]

5.2.4 Placebo test

Finally, we perform placebo tests by assigning fictitious ages to each investor. Specifically, we alter the investor's birth year by adding a random non-zero digit ranging from -5 to 5. Using these frictional ages, we recalculate and redefine $MilestoneAge_{i,t}$ accordingly. This process is repeated 100 times, and the distribution and *t*-test results for β_0 in Eq. (1) are presented in Table A9. The coefficient on the interaction term between fictional milestone age and birthday window indicator is smaller than that derived using actual age variables in most cases, and the *t*-test indicates that the mean of the placebo coefficients is not significantly different from zero. These findings further support the conclusion that investors' risk-seeking tendencies are amplified only as they approach milestone ages.

[Insert Table A9 about here]

6. Conclusion

We examine the impact of social pressure, triggered by milestone ages, on individuals' risk-taking behavior in financial markets. Utilizing detailed account-level trading data from a large brokerage, we examine investors stock trading behavior surrounding a birthday. We find

investors tend to increase trading in the 90-day window leading up to their milestone-age birthday, compared with the window proceeding or following it. This means a temporary surge in risk-seeking tendency as investors approaching their milestone-age birthday.

Our analysis further reveals that the milestone-age effect is particularly pronounced among investors with lower financial wealth and lower investment experience. These individuals are more susceptible to social pressure and are more likely to be influenced by non-fundamental factors when making investment decisions. Additionally, our results indicate that the effect is stronger for male, and individuals born in regions with a stronger influence of Confucian clan culture. Social expectations and cultural norms may amplify the pressure associated with milestone ages for these people.

Furthermore, we assess the financial consequences of this temporary increase in risk-taking and find that trades executed during the window leading up to milestone-age birthdays tend to underperform. This suggests that pressure-driven trading decisions can have detrimental effects on individuals' financial well-being, underscoring the significant role of emotional states in shaping economic behavior.

By integrating insights from psychology, behavioral finance, and cultural studies, our research contributes to a deeper understanding of how social pressure influences financial decision-making. Our findings challenge the traditional assumption of stable risk preferences and highlight the importance of incorporating psychological and social factors into financial models.

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Figure 1. Milestone birthdays and trading intensities: subsample tests

This figure illustrates the regression coefficients of β_0 from Eq. (1) with its 95% confidential interval, estimated for subsamples constructed conditional on individuals' financial wealth and investment experience. Panels (A) to (C) plots the coefficients when the dependent variable in Eq. (1), the trading intensity, is capture by the value of all trades, buy trades, and sell trades, respectively. The subsample "Low & Low" ("High & High") consists of individuals whose financial wealth and investment experience are both below (above) the sample median. The subsample "Low & High" ("High & Low") consists of individuals whose financial wealth is below (above) the sample median, but investment experience above (below) the median.

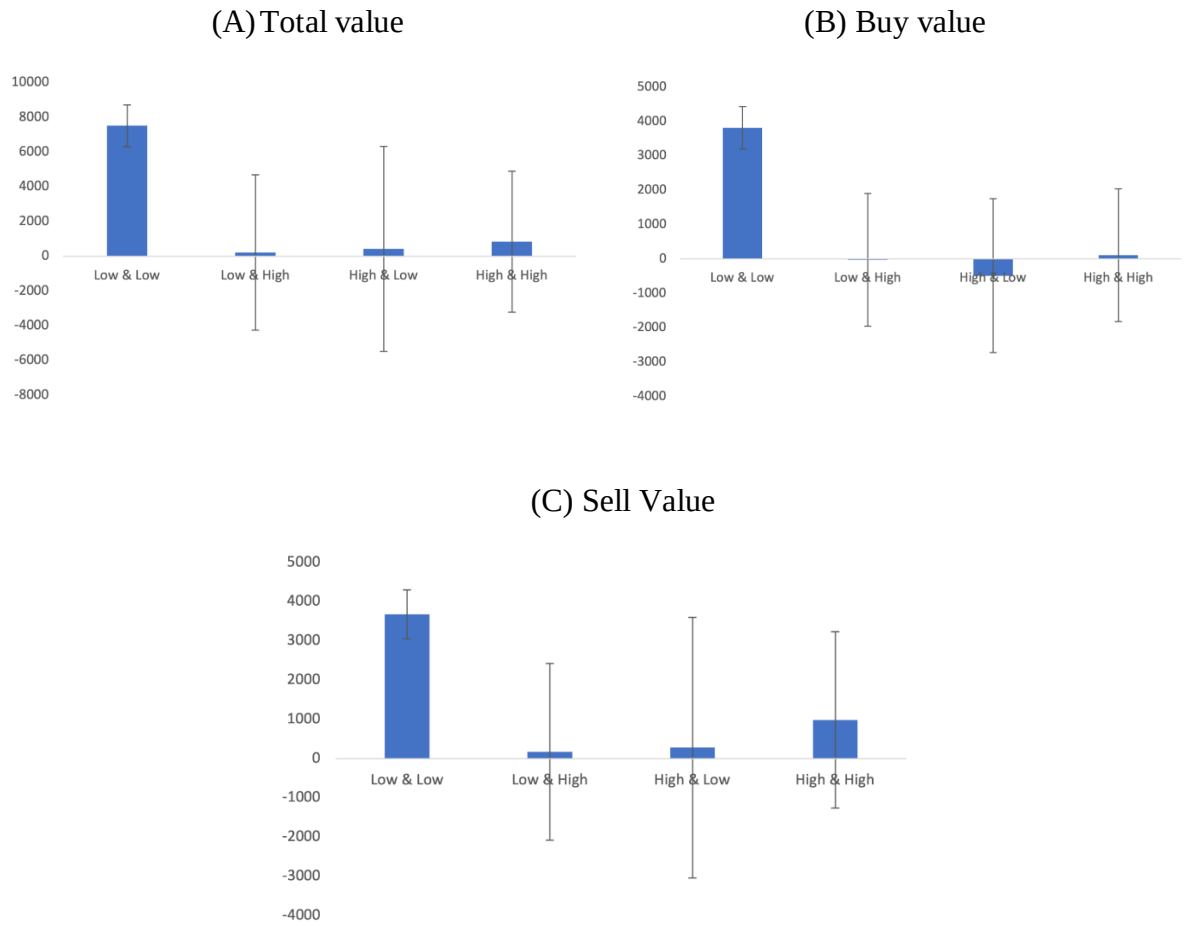
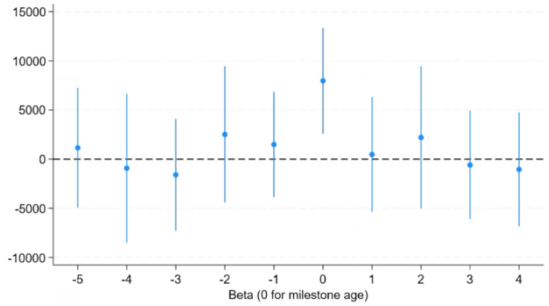


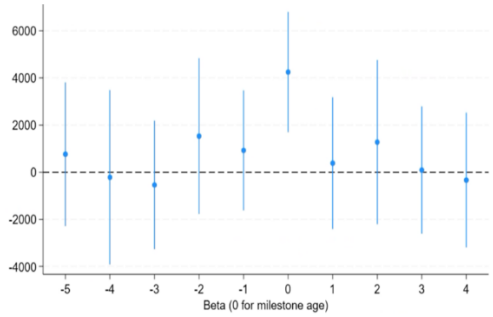
Figure 2. Trading intensities around milestone vs. non-milestone birthdays.

This figure illustrates the regression coefficients from Eq. (2) with the 95% confidential interval, depicting individuals' trading intensities during a 90-day period leading up to their birthdays, for both milestone and non-milestone ages. Panels (A) to (C) plots the coefficients when the dependent variable in Eq. (2), the trading intensity, is capture by the value of all trades, buy trades, and sell trades, respectively.

(A) Total value



(B) Buy value



(C) Sell Value

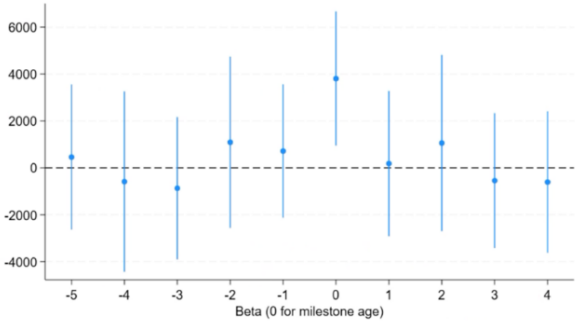
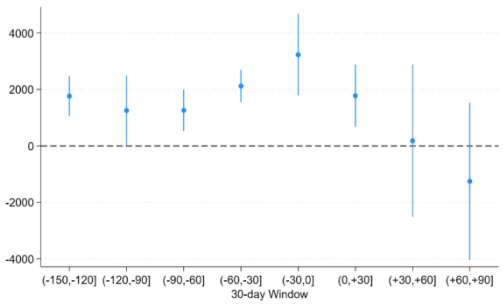


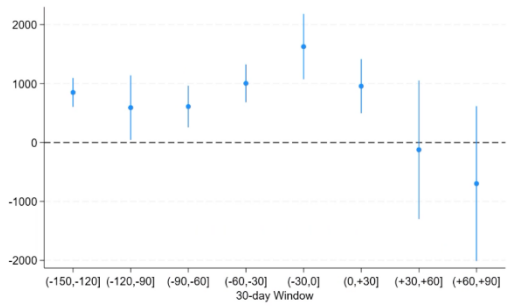
Figure 3. Trading over shorter intervals surrounding milestone birthdays

This figure illustrates the regression coefficients and the associated 95% confidence intervals from Eq. (9), over 30-day windows within the three 90-day windows surrounding birthdays. Panels (A) to (C) display the estimated coefficients when the dependent variable in Eq. (9) is measured by the value of all trades, buy trades, and sell trades, respectively.

(A) Total value



(B) Buy value



(C) Sell Value

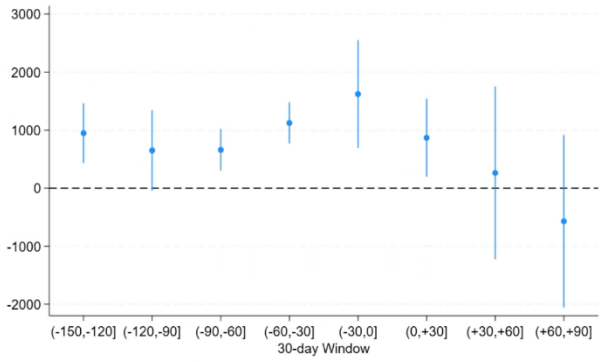


Table 1: Summary statistics.

Panel A reports summary statistics of the main variables. Panel B reports the correlation coefficient between the variables. $Age_{i,t}$ is the age of individual *i* in in year *t*. $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ is the value of all trades, buy trades, and sell trades, respectively, executed by individual *i* during a 90-day window in year *t*, which could correspond to his birthday window or the 90-day window immediately before or after. $StkHolding_{i,j-1,t}$ indicates the value of stock holdings for individual *i* at the end of the 90-day window preceding window *j*, or window *j-1*. $\#\ of\ Trades_{i,j-1,t}$ and $\#\ of\ Stocks_{i,j-1,t}$ are the number of trades executed and the number of stocks traded by individual *i* during window *j-1*. All continuous variables are winsorized at the top and bottom 1% levels. All variables are defined in Table A1

Panel A: Summary statistics

	# of obs	Mean	STD	P25	Median	P75
$Age_{i,t}$	11,376,576	41.46	11.02	33	39	48
$TotalValue_{i,j,t}$	11,376,576	561185.30	1.70×10^{6}	0	11,664	240,972
$BuyValue_{i,j,t}$	11,376,576	281713.98	856469.45	0	2,915	120,454
$SellValue_{i,j,t}$	11,376,576	279208.92	851058.52	0	3,020	118,550
$StkHolding_{i,j-1,t}$	11,376,576	97,720.55	220654.25	0	16,840	84,821.
$\#\ of\ Trades_{i,j-1,t}$	11,376,576	21.68	51.26	0	2	17
$\#\ of\ Stocks_{i,j-1,t}$	11,376,576	4.64	8.72	0	1	5

Panel B: Correlation matrix

	$Age_{i,t}$	$TotalValue_{i,j,t}$	$BuyValue_{i,j,t}$	$SellValue_{i,j,t}$	$StkHolding_{i,j-1,t}$	$\#\ of\ Trades_{i,j-1,t}$	$\#\ of\ Stocks_{i,j-1,t}$
$Age_{i,t}$	1						
$TotalValue_{i,j,t}$	0.038	1					
$BuyValue_{i,j,t}$	0.037	0.997	1				
$SellValue_{i,j,t}$	0.038	0.997	0.989	1			
$StkHolding_{i,j-1,t}$	0.151	0.390	0.379	0.397	1		
$\#\ of\ Trades_{i,j-1,t}$	0.056	0.589	0.586	0.590	0.228	1	
$\#\ of\ Stocks_{i,j-1,t}$	0.041	0.492	0.490	0.493	0.193	0.824	1

Table 2: Baseline regression: Full sample

This table examines individuals' trading intensities when approaching milestone birthdays. $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ represents the value of all trades, buy trades, and sell trades that individual *i* executes over a 90-day window *j* in year *t*. Window *j* could correspond to the 90-day birthday window ending right before the individual's date of birth, or the 90-day window immediately before or after. $BirthQ_{i,j}$ is a dummy variable that equals one when window *j* is the birthday window, and zero otherwise. $MilestoneAge_{i,t}$ equals one if individual *i* turns into a milestone age in year *t*, and zero otherwise. $StkHolding_{i,j-1,t}$ indicates the value of stock holdings for individual *i* at the end of the 90-day window preceding window *j*, or window *j-1*. $\#\ of\ Trades_{i,j-1,t}$ and $\#\ of\ Stocks_{i,j-1,t}$ are the number of trades executed and the number of stocks traded by individual *i* during window *j-1*. All continuous variables are winsorized at the top and bottom 1% levels. All variables are defined in Table A1. Individual-, age-, and individual×age×90-day window-fixed effects are all controlled. Standard errors are clustered at the individual and age levels. The *t*-statistics are reported in parentheses. *, **, and *** represent significance at 10%, 5%, and 1% level, respectively.

	(1) $TotalValue_{i,j,t}$	(2) $BuyValue_{i,j,t}$	(3) $SellValue_{i,j,t}$
$BirthQ_{i,j} \times MilestoneAge_{i,t}$	3,162.27**	1,345.43**	1,727.40**
	(2.39)	(2.15)	(2.49)
$StkHolding_{i,j-1,t}$	2.41***	1.09***	1.31***
	(52.82)	(45.53)	(60.30)
$\#\ of\ Trades_{i,j-1,t}$	12,607.12***	6,354.90***	6,257.15***
	(99.98)	(103.10)	(96.58)
$\#\ of\ Stocks_{i,j-1,t}$	3,450.73***	1,775.13***	1,689.20***
	(8.53)	(8.69)	(8.38)
Constant	36,317.21***	29,449.39***	6,846.49***
	(6.87)	(10.82)	(2.66)
Individual FE	Yes	Yes	Yes
Age FE	Yes	Yes	Yes
Individual×Age×90-day window FE	Yes	Yes	Yes
Number of Obs.	11,376,576	11,376,576	11,376,576
Adj. R^2	0.60	0.59	0.61

Table 3: Subsamples formed based on double sorts: financial wealth and investment experience

This table examines individuals' trading intensities when approaching milestone birthdays, segmented by subsamples. The group "Low and Low" consists of individuals whose financial wealth and investment experience are both below the sample median. The "Others" group comprises all remaining individuals. $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ represents the value of all trades, buy trades, and sell trades that individual *i* executes over a 90-day window *j* in year *t*. Window *j* could correspond to the 90-day birthday window ending right before the individual's date of birth, or the 90-day window immediately before or after. $BirthQ_{i,j}$ is a dummy variable that equals one when window *j* is the birthday window, and zero otherwise. $MilestoneAge_{i,t}$ equals one if individual *i* turns into a milestone age in year *t*, and zero otherwise. $StkHolding_{i,j-1,t}$ indicates the value of stock holdings for individual *i* at the end of window *j-1*. $\#\ of\ Trades_{i,j-1,t}$ and $\#\ of\ Stocks_{i,j-1,t}$ are the number of trades executed and the number of stocks traded by individual *i* during window *j-1*. All continuous variables are winsorized at the top and bottom 1% levels. All variables are defined in Table A1. Individual-, age-, and individual×age×90-day window-fixed effects are all controlled. Standard errors are clustered at the individual and age levels. The *t*-statistics are reported in parentheses. *, **, and *** represent significance at 10%, 5%, and 1% level, respectively.

	Low & Low Group			Others		
	(1) $TotalValue_{i,j,t}$	(2) $BuyValue_{i,j,t}$	(3) $SellValue_{i,j,t}$	(4) $TotalValue_{i,j,t}$	(5) $BuyValue_{i,j,t}$	(6) $SellValue_{i,j,t}$
$BirthQ_{i,j} \times MilestoneAge_{i,t}$	7,516.82***	3,812.85***	3,678.87***	578.28	-93.96	551.04
	(10.30)	(10.18)	(9.70)	(0.31)	(-0.12)	(0.50)
$StkHolding_{i,j-1,t}$	3.31***	1.56***	1.75***	2.30***	1.03***	1.26***
	(47.12)	(43.39)	(50.45)	(68.83)	(58.63)	(79.38)
$\#\ of\ Trades_{i,j-1,t}$	11,207.08***	5,626.20***	5,586.71***	12,819.74***	6,466.75***	6,357.58***
	(60.23)	(59.90)	(60.69)	(80.86)	(82.58)	(78.51)
$\#\ of\ Stocks_{i,j-1,t}$	-3,430.71***	-1,666.80***	-1,766.17***	6661.92***	3,390.97***	3,289.99***
	(-6.45)	(-6.22)	(-6.71)	(19.49)	(19.67)	(19.32)
Constant	17,954.70***	12,744.36***	5,230.49***	43,840.04***	36,551.06***	7,249.31***
	(4.76)	(6.72)	(2.77)	(6.11)	(9.92)	(2.07)

Individual FE	Yes	Yes	Yes	Yes	Yes	Yes
Age FE	Yes	Yes	Yes	Yes	Yes	Yes
Ind.×Age×90-day window FE	Yes	Yes	Yes	Yes	Yes	Yes
Number of Obs.	3,478,014	3,478,014	3,478,014	7,898,562	7,898,562	7,898,562
Adj. R^2	0.54	0.53	0.54	0.61	0.60	0.61

Table 4: Milestone vs. non-milestone birthdays

This table compares individuals' trading intensities when approaching their milestone-age birthdays with those when approaching non-milestone birthdays. We focus on the "Low and Low" group, which consists of individuals whose financial wealth and investment experience are both below the sample median. $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ represents the value of all trades, buy trades, and sell trades that individual *i* executes over a 90-day window *j* in year *t*. Window *j* could correspond to the 90-day birthday window ending right before the individual's date of birth, or the 90-day window immediately before or after. $BirthQ_{i,j}$ is a dummy variable that equals one when window *j* is the birthday window, and zero otherwise. $MilestoneAge_{n,i,t}$ indicates the n^{th} age relative to milestone ages. $StkHolding_{i,j-1,t}$ indicates the value of stock holdings for individual *i* at the end of the 90-day window preceding window *j*, or window *j-1*. $\#\ of\ Trades_{i,j-1,t}$ and $\#\ of\ Stocks_{i,j-1,t}$ are the number of trades executed and the number of stocks traded by individual *i* during window *j-1*. All continuous variables are winsorized at the top and bottom 1% levels. All variables are defined in Table A1. Individual-, age-, and individual×age×90-day window-fixed effects are all controlled. Standard errors are clustered at the individual and age levels. The *t*-statistics are reported in parentheses. *, **, and *** represent significance at 10%, 5%, and 1% level, respectively.

	(1) $TotalValue_{i,j,t}$	(2) $BuyValue_{i,j,t}$	(3) $SellValue_{i,j,t}$
$BirthQ_{i,j} \times MilestoneAge_{-5,i,t}$	1,153.22	765.35	460.81
	(0.38)	(0.50)	(0.30)
$BirthQ_{i,j} \times MilestoneAge_{-4,i,t}$	-921.34	-213.15	-585.81
	(-0.24)	(-0.12)	(-0.30)
$BirthQ_{i,j} \times MilestoneAge_{-3,i,t}$	-1,596.76	-538.88	-867.84
	(-0.56)	(-0.39)	(-0.57)
$BirthQ_{i,j} \times MilestoneAge_{-2,i,t}$	2,514.61	1,531.68	1,090.50
	(0.72)	(0.92)	(0.60)
$BirthQ_{i,j} \times MilestoneAge_{-1,i,t}$	1,486.82	925.24	716.81
	(0.55)	(0.73)	(0.50)
$BirthQ_{i,j} \times MilestoneAge_{i,t}$	7,965.62***	4,249.72***	3,807.29***
	(2.96)	(3.33)	(2.66)
$BirthQ_{i,j} \times MilestoneAge_{+1,i,t}$	475.71	385.16	182.75
	(0.16)	(0.28)	(0.12)
$BirthQ_{i,j} \times MilestoneAge_{+2,i,t}$	2,203.03	1,278.65	1,058.44
	(0.61)	(0.73)	(0.56)
$BirthQ_{i,t} \times MilestoneAge_{+3,i,t}$	-588.94	92.15	-543.76
	(-0.21)	(0.07)	(-0.38)
$BirthQ_{i,t} \times MilestoneAge_{+4,i,t}$	-1,042.63	-333.20	-606.53
	(-0.36)	(-0.23)	(-0.40)

$StkHolding_{i,j-1,t}$	3.31***	1.56***	1.75***
	(47.12)	(43.39)	(50.45)
$\#\ of\ Trades_{i,j-1,t}$	11,207.09***	5,626.21***	5,586.71***
	(60.23)	(59.90)	(60.69)
$\#\ of\ Stocks_{i,j-1,t}$	-3,430.71***	-1,666.81***	-1,766.16***
	(-6.45)	(-6.22)	(-6.71)
Constant	17,806.22***	12,599.28***	5,188.28**
	(4.52)	(6.39)	(2.62)
Individual FE	Yes	Yes	Yes
Age FE	Yes	Yes	Yes
Individual×Age×90-day window FE	Yes	Yes	Yes
Number of Obs.	3,478,014	3,478,014	3,478,014
Adj. R^2	0.54	0.53	0.54

Table 5: Heterogeneity tests: Gender

This table examines individuals' trading intensities when approaching their milestone birthdays conditional on gender. We focus on the "Low and Low" group, which consists of individuals whose financial wealth and investment experience are both below the sample median. $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ represents the value of all trades, buy trades, and sell trades that individual *i* executes over a 90-day window *j* in year *t*. Window *j* could correspond to the 90-day birthday window ending right before the individual's date of birth, or the 90-day window immediately before or after. $BirthQ_{i,j}$ is a dummy variable that equals one when window *j* is the birthday window, and zero otherwise. $MilestoneAge_{i,t}$ equals one if individual *i* turns into a milestone age in year *t*, and zero otherwise. $StkHolding_{i,j-1,t}$ indicates the value of stock holdings for individual *i* at the end of the 90-day window preceding window *j*, or window *j-1*. $\#\ of\ Trades_{i,j-1,t}$ and $\#\ of\ Stocks_{i,j-1,t}$ are the number of trades executed and the number of stocks traded by individual *i* during window *j-1*. All continuous variables are winsorized at the top and bottom 1% levels. All variables are defined in Table A1. Individual-, age-, and individual×age×90-day window-fixed effects are all controlled. Standard errors are clustered at the individual and age levels. The *t*-statistics are reported in parentheses. *, **, and *** represent significance at 10%, 5%, and 1% level, respectively.

	(1) $TotalValue_{i,j,t}$	(2) $BuyValue_{i,j,t}$	(3) $SellValue_{i,j,t}$
$BirthQ_{i,j}\times MilestoneAge_{i,t}\times Male_i$	3,638.86*	2,094.08**	1,675.81
	(1.81)	(2.24)	(1.63)
$BirthEp_{i,j}\times MilestoneAge_{i,t}$	5,131.13***	2,440.58***	2,579.48***
	(4.45)	(4.67)	(4.59)
$BirthEp_{i,j}\times Male_i$	-275.95	-224.44	-54.98
	(-0.21)	(-0.33)	(-0.09)
$MilestoneAge_{i,t}\times Male_i$	-7,604.98	-4,032.95	-3,626.20
	(-0.88)	(-0.93)	(-0.84)
$StkHolding_{i,j-1,t}$	3.31***	1.56***	1.75***
	(47.12)	(43.39)	(50.45)
$\#\ of\ Trades_{i,j-1,t}$	11,207.04***	5,626.18***	5,586.69***
	(60.24)	(59.90)	(60.69)
$\#\ of\ Stocks_{i,j-1,t}$	-3,430.72***	-1,666.80***	-1,766.17***
	(-6.45)	(-6.22)	(-6.71)
Constant	18,538.93***	13,071.00***	5,492.56***
	(4.97)	(6.96)	(2.95)
Individual FE	Yes	Yes	Yes
Age FE	Yes	Yes	Yes
Individual*Age*90-day window FE	Yes	Yes	Yes
Number of Obs.	3,478,014	3,478,014	3,478,014
Adj. R^2	0.54	0.53	0.54

Table 6: Heterogeneity tests: Confucian clan culture influence

This table examines individuals' trading intensities when approaching their milestone birthdays conditional on the influence of Confucian clan culture. We focus on the "Low and Low" group, which consists of individuals whose financial wealth and investment experience are both below the sample median. $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ represents the value of all trades, buy trades, and sell trades that individual *i* executes over a 90-day window *j* in year *t*. Window *j* could correspond to the 90-day birthday window ending right before the individual's date of birth, or the 90-day window immediately before or after. $BirthQ_{i,j}$ is a dummy variable that equals one when window *j* is the birthday window, and zero otherwise. $MilestoneAge_{i,t}$ equals one if individual *i* turns into a milestone age in year *t*, and zero otherwise. $ClanRank_i$ is a quintile indicator representing the extent of clan influence, measured by the number of genealogies scaled by city population, in the city from which investor *i* originates. A higher $ClanRank_i$ indicates stronger Confucian clan culture. $StkHolding_{i,j-1,t}$ indicates the value of stock holdings for individual *i* at the end of the 90-day window preceding window *j*, or window *j-1*. $\#\ of\ Trades_{i,j-1,t}$ and $\#\ of\ Stocks_{i,j-1,t}$ are the number of trades executed and the number of stocks traded by individual *i* during window *j-1*. All continuous variables are winsorized at the top and bottom 1% levels. All variables are defined in Table A1. Individual-, age-, and individual×age×90-day window-fixed effects are all controlled. Standard errors are clustered at the individual and age levels. The *t*-statistics are reported in parentheses. *, **, and *** represent significance at 10%, 5%, and 1% level, respectively.

	(1) $TotalValue_{i,j,t}$	(2) $BuyValue_{i,j,t}$	(3) $SellValue_{i,j,t}$
$BirthQ_{i,j} \times MilestoneAge_{i,t} \times ClanRank_i$	3,485.49***	1,536.37***	1,930.21***
	(4.60)	(3.45)	(5.98)
$BirthEp_{i,j} \times MilestoneAge_{i,t}$	420.69	743.71	-271.98
	(0.22)	(0.70)	(-0.31)
$BirthEp_{i,j} \times ClanRank_i$	-98.43	-24.24	-67.85
	(-0.22)	(-0.11)	(-0.32)
$MilestoneAge_{i,t} \times ClanRank_i$	-280.28	-101.58	-173.013
	(-0.27)	(-0.19)	(-0.34)
$StkHolding_{i,j-1,t}$	3.23***	1.51***	1.71***
	(44.11)	(40.89)	(46.97)
$\#\ of\ Trades_{i,j-1,t}$	11,245.97***	5,646.79***	5,605.45***
	(58.77)	(58.34)	(59.37)
$\#\ of\ Stocks_{i,j-1,t}$	-3,181.93***	-1,543.74***	-1,643.28***
	(-5.60)	(-5.37)	(-5.85)
Constant	17,498.21***	12,544.57***	4,958.37**
	(4.54)	(6.47)	(2.57)

Individual FE	Yes	Yes	Yes
Age FE	Yes	Yes	Yes
Individual×Age×90-day window FE	Yes	Yes	Yes
Number of Obs.	2,988,954	2,988,954	2,988,954
Adj. R^2	0.54	0.53	0.54

Table 7: Assessment of post-trading performance

This table assesses the post-trading performance of trades executed during the 90-day window leading up to milestone birthdays, with a focus on the "Low & Low" group—individuals whose financial wealth and investment experience are both below the sample median. $BuyProfit_{i,j,t,k}$, $SellProfit_{i,j,t,k}$, and $NetProfit_{i,j,t,k}$ represents the cumulative profits from buy, sell, and all trades, respectively, up to the k^{th} trading day after the 90-day window. The table displays the estimates of β_0 in equation (7) at different k. $StkHolding_{i,j-1,t}$, $\#\ of\ Trades_{i,j-1,t}$, and $\#\ of\ Stocks_{i,j-1,t}$ are included as control variables. All continuous variables are winsorized at the top and bottom 1% levels. All variables are defined in Table A1. Individual-, age-, and individual×age×90-day window-fixed effects are all controlled. Standard errors are clustered at the individual and age levels. The *t*-statistics are reported in parentheses. *, **, and *** represent significance at 10%, 5%, and 1% level, respectively.

k	(1) $BuyProfit_{i,j,t,k}$	(2) $SellProfit_{i,j,t,k}$	(3) $NetProfit_{i,j,t,k}$
k=0	-127.11	97.27	-33.14
	(-1.33)	(1.17)	(-1.26)
k=30	-375.68***	320.84***	-61.41
	(-3.50)	(3.31)	(-1.47)
k=60	-350.81**	315.95**	-100.21**
	(-2.56)	(2.16)	(-2.45)
k=90	-407.50**	402.75**	-80.78**
	(-2.09)	(2.05)	(-2.37)
k=120	-660.03***	609.52***	-97.33**
	(-2.87)	(2.88)	(-2.20)

Table 8: Tests using CHFS survey data

This table utilizes data from the 2013, 2015, 2017, and 2019 China Household Finance Survey (CHFS) to examine individuals' risk preferences when approaching their milestone ages. $TakeRisk_{i,t}$ is a dummy variable that equals one for individual *i* who has expressed willingness to take risks in making investments in survey year *t*, and zero otherwise. $RiskSeeking_{i,t}$ is rated on a scale from one to five, reflecting the five levels of risk preference as determined by the surveys, ranking from low to high. $Age_{i,t}$ represents the difference between survey year *t* and the birth year of participant *i*. $Milestone_{i,t}$ equals one for individuals who are 30, 40, or 50, and zero otherwise. $Milestone_{n,i,t}$ is set to one for the n^{th} age relative to milestone ages. $Zodiac_{i,t}$ is set to be one for individuals whose age in year *t* is a multiple of 12, indicating they are in their zodiac year. $Female_i$ and $Employed_i$ are self-explanatory. All continuous variables are winsorized at 1% and 99% levels. All continuous variables are winsorized at the top and bottom 1% levels. Fixed effects for survey waves and personal background characteristics (marital status, education, and political affiliation) are all controlled. Robust standard errors are used, with t-statistics in parentheses. Statistical significance is denoted by *, **, and *** for the 10%, 5%, and 1% levels, respectively.

	(1) $TakeRisk_{i,t}$	(2) $TakeRisk_{i,t}$	(3) $RiskSeeking_{i,t}$	(4) $RiskSeeking_{i,t}$
$Milestone_{-2,i,t}$		0.013*		0.005
		(1.84)		(0.32)
$Milestone_{-1,i,t}$		0.016**		0.022
		(2.20)		(1.19)
$Milestone_{i,t}$	0.021***	0.024***	0.029*	0.030*
	(3.21)	(3.57)	(1.80)	(1.82)
$Milestone_{+1,i,t}$		0.011*		-0.003
		(1.70)		(-0.16)
$Milestone_{+2,i,t}$		0.007		0.001
		(1.02)		(0.09)
$Zodiac_{i,t}$		-0.012**		-0.012
		(-2.30)		(-0.91)
$Age_{i,t}$	-0.018***	-0.018***	-0.042***	-0.042***
	(-27.11)	(-27.07)	(-25.71)	(-25.65)
$Age_{i,t}^2$	0.000***	0.000***	0.000***	0.000***
	(12.36)	(12.50)	(12.72)	(12.74)
$Female_i$	-0.069***	-0.069***	-0.219***	-0.219***
	(-21.38)	(-21.41)	(-28.51)	(-28.52)
$Employed_i$	0.015***	0.014***	0.044***	0.044***
	(4.08)	(3.94)	(5.33)	(5.29)
Constant	1.199***	1.193***	3.595***	3.591***

	(68.76)	(67.96)	(81.84)	(80.79)
Survey Wave FE	Yes	Yes	Yes	Yes
Background FE	Yes	Yes	Yes	Yes
Number of Obs.	97,732	97,732	97,732	97,732
Adj. R^2	0.193	0.193	0.181	0.181

Table 9: Trading activities over shorter intervals

This table examines individuals' trading intensities when approaching their milestone birthdays over shorter windows. Each 90-day window surrounding individual *i*'s birthday in year *t* is divided into three 30-day windows, with $BirthM_{0,i,j}$ taking the value of one for the 30-day window ending on the date of birth birthday. The n^{th} 30-day window relative to birthday window is indicated by a dummy variable $BirthM_{n,i,j}$. $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ represent the total value of all trades, buy trades, and sell trades executed by individual *i* over the 30-day window right before his birthday in year *t*. $MilestoneAge_{i,t}$ equals one is individual *i* turns into a milestone age in year *t*, and zero otherwise. $StkHoldings_{i,j-1,t}$ indicates the value of stock holdings for individual *i* at the end of the 90-day window preceding window *j*, or window *j-1*. $\#\ of\ Trades_{i,j-1,t}$ and $\#\ of\ Stocks_{i,j-1,t}$ are the number of trades executed and the number of stocks traded by individual *i* during window *j-1*. All continuous variables are winsorized at the top and bottom 1% levels. All variables are defined in Table A1. Individual-, age, and individual×age×90-day window-fixed effects are all controlled. Standard errors are clustered at the individual and age levels. The *t*-statistics are reported in parentheses. *, **, and *** represent significance at 10%, 5%, and 1% level, respectively.

	(1) $TotalValue_{i,j,t}$	(2) $BuyValue_{i,j,t}$	(3) $SellValue_{i,j,t}$
$BirthM_{-4,i,j} \times MilestoneAge_{i,t}$	1,764.44***	849.42***	948.31***
	(4.99)	(6.94)	(3.68)
$BirthM_{-3,i,j} \times MilestoneAge_{i,t}$	1,253.61**	591.70**	650.98*
	(2.03)	(2.16)	(1.87)
$BirthM_{-2,i,j} \times MilestoneAge_{i,t}$	1,259.11***	610.26***	660.80***
	(3.42)	(3.44)	(3.68)
$BirthM_{-1,i,j} \times MilestoneAge_{i,t}$	2,121.66***	1,003.71***	1,123.65***
	(7.41)	(6.24)	(6.33)
$BirthM_{0,i,j} \times MilestoneAge_{i,t}$	3,227.78***	1,626.32***	1,622.58***
	(4.46)	(5.87)	(3.49)
$BirthM_{+1,i,j} \times MilestoneAge_{i,t}$	1,776.86***	956.13***	868.66**
	(3.22)	(4.16)	(2.58)
$BirthM_{+2,i,j} \times MilestoneAge_{i,t}$	181.99	-123.45	263.10
	(0.13)	(-0.21)	(0.35)
$BirthM_{+3,i,j} \times MilestoneAge_{i,t}$	-1,254.11	-696.91	-569.82
	(-0.90)	(-1.06)	(-0.77)
$StkHolding_{i,j-1,t}$	1.15***	0.53***	0.62***
	(47.67)	(42.12)	(52.99)
$\#\ of\ Trades_{i,j-1,t}$	13,028.76***	6,553.49***	6,490.67***
	(61.23)	(61.36)	(60.83)
$\#\ of\ Stocks_{i,j-1,t}$	-3,767.14***	-1,774.17***	-1,998.20***

	(-11.10)	(-10.20)	(-12.02)
Constant	-4,512.32***	-647.64	-3,826.93***
	(-3.71)	(-1.05)	(-6.30)
Individual FE	Yes	Yes	Yes
Age FE	Yes	Yes	Yes
Individual×Age×90-day window FE	Yes	Yes	Yes
Number of Obs.	10,434,042	10,434,042	10,434,042
Adj. R^2	0.55	0.54	0.56

Appendix

Figure A1: Window definition

This figure illustrates the days covered by each of the three 90-day windows surrounding a birthday.

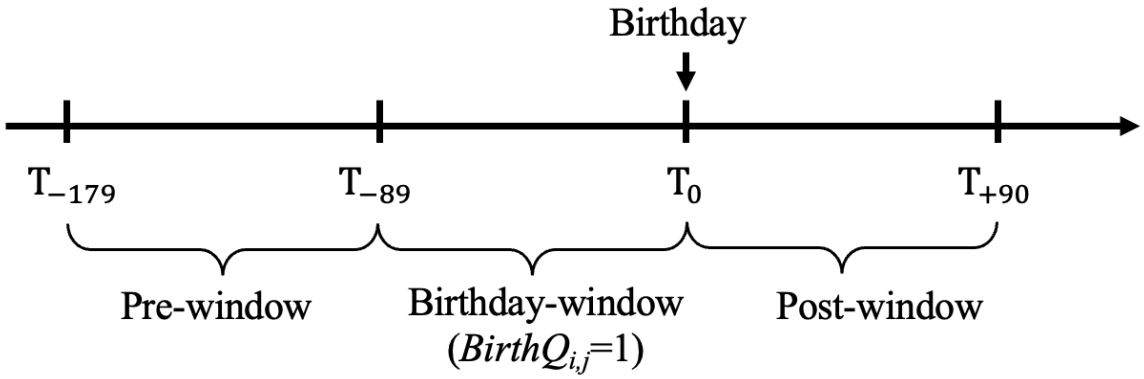


Figure A2: Birth month distribution

This figure shows the distribution of birth months for individuals in our full sample.

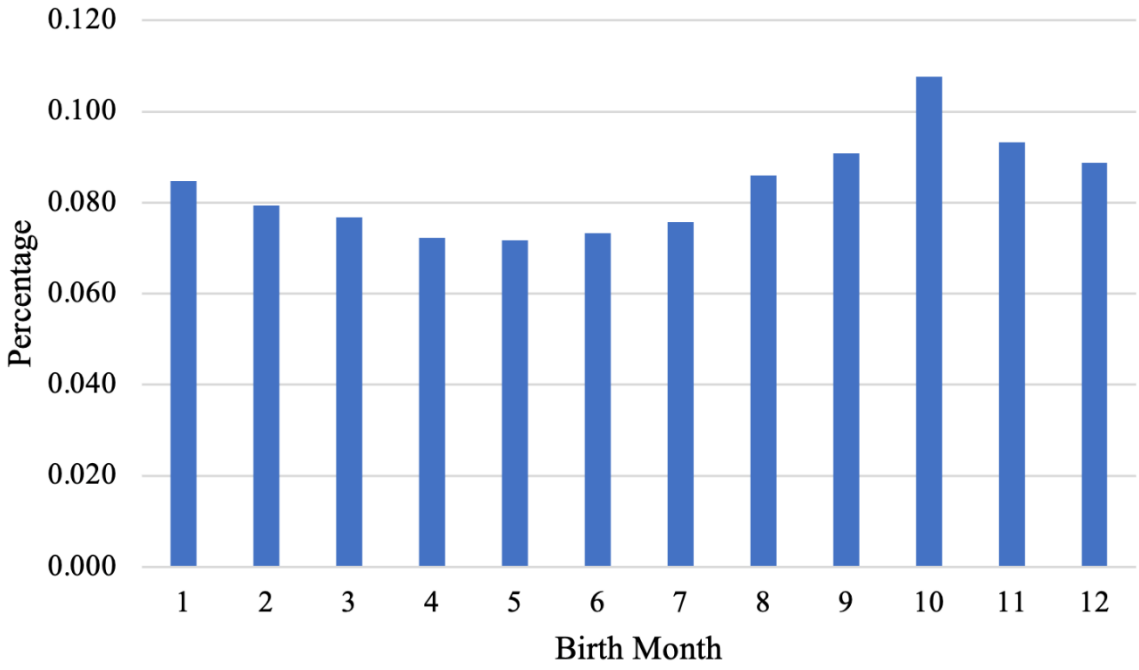


Table A1: Variable definition

Variable	Definition
$Age_{i,t}$	The difference between year *t* and the birth year of investor *i*.
$MilestoneAge_{i,t}$	An indicator that takes the value of 1 if investor *i* is aged 30, 40, or 50 in year *t*; otherwise, 0.
$AgeK_{i,t}$	*K* = 30, 40, or 50. An indicator representing a specific milestone age.
$MilestoneAge_{n,i,t}$	*n* = -5 to +4. An indicator representing the n^{th} age relative to the milestone age.
$BirthQ_{i,j}$	An indicator that takes the value of 1 if window *j* covers the 90-day period before the birthday of investor *i*, otherwise, 0.
$BirthM_{n,i,j}$	*n* = -5 to +3. An indicator for the n^{th} 30-day window around the birthday.
$BuyValue_{i,j,t}$	The total value (in CNY) of buy transactions executed within a window.
$SellValue_{i,j,t}$	The total value (in CNY) of sell transactions executed within a window.
$TotalValue_{i,j,t}$	The sum of $BuyValue_{i,j,t}$ and $SellValue_{i,j,t}$.
$BuyShares_{i,j,t}$	The total number of shares purchased within a window.
$SellShares_{i,j,t}$	The total number of shares sold within a window
$TotalShares_{i,j,t}$	The sum of $BuyShares_{i,j,t}$ and $SellShares_{i,j,t}$.
$BuyTrades_{i,j,t}$	The total number of buy transactions executed within a window.
$SellTrades_{i,j,t}$	The total number of sell transactions executed within a window.
$TotalTrades_{i,j,t}$	The sum of $BuyTrades_{i,j,t}$ and $SellTrades_{i,j,t}$.
$BuyProfit_{i,j,t,k}$	The cumulative profit from buy transactions up to the *k*th trading day within a window.
$SellProfit_{i,j,t,k}$	The cumulative profit from sell transactions up to the *k*th trading day within a window.
$NetProfit_{i,j,t,k}$	The sum of $BuyProfit_{i,j,t,}$ and $SellProfit_{i,j,t,k}$.
$Turnover1_{i,j,t}$	$TotalValue_{i,j,t}$ scaled by the value of investor *i*'s stock holdings at the beginning of the pre-window in year *t*.
$Turnover2_{i,j,t}$	$TotalValue_{i,j,t}$ scaled by the average value of investor *i*'s stock holdings over the 30 days preceding the pre-window in year *t*.
$Turnover3_{i,j,t}$	$TotalValue_{i,j,t}$ scaled by the average value of investor *i*'s stock holdings over 90 days preceding the pre-window in year *t*.
$StkHolding_{i,j-1,t}$	The total stock holding value of an account on the last trading day in the window before window *j*.
$\#\ of\ Stocks_{i,j-1,t}$	The number of distinct stocks traded in the window before window *j*.
$\#\ of\ Trades_{i,j-1,t}$	The total number of trades executed in the window before window *j*.
$Male_i$	A binary indicator that takes the value of 1 for male investors.
$ClanRank_i$	A quintile indicator representing the extent of clan influence, measured by the number of genealogies scaled by city population, in the city from which investor *i* originates.

Table A2: Demographic distribution of individuals in the initial sample

This table presents the demographic distribution of individuals in our initial sample, which includes all investors with at least one stock transaction between July 2016 and March 2023. The distribution of demographic characteristics is compared with those reported in Liu et al. (2022) and Liao et al. (2022).

Demographic character	(1) Our initial Sample	(2) Liu et al. (2022)	(3) Liao et al. (2022)
Gender			
Female	38.70%	28.30%	48.00%
Male	61.30%	71.70%	51.00%
Education			
Middle School or Below	4.61%	7.30%	8.70%
High School	16.09%	24.70%	23.90%
Professional School	28.00%	26.00%	30.70%
College	36.63%	23.60%	32.20%
Graduate School and Above	9.00%	3.40%	4.50%
Others or Missing	5.67%	14.80%	/
Age2017			
<30	28.79%	21.30%	14.70%
30 to 40	36.54%	27.40%	30.40%
40 to 50	20.15%	24.50%	29.30%
50 to 60	9.05%	15.10%	16.60%
>=60	5.46%	11.70%	9.10%
Self Report Income (CNY)			
<100K	19.47%	21.00%	/
100K to 500K	55.29%	59.00%	/
500K to 1M	17.21%	12.60%	/
>=1M	7.71%	7.50%	/
Missing	0.32%	/	/

Table A3: Subsamples formed based on single sort: financial wealth or investment experience

This table examines individuals' trading intensities when approaching their milestone birthdays, segmented by subsamples formed based on single sort. Investors are classified in Low financial wealth *FinWealth* (investment experience *InvestExp*) or High *FinWealth* (*InvestExp*) group by the median of $FinWealth_i$ ($InvestExp_i$). $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ represents the value of all trades, buy trades, and sell trades that individual *i* executes over a 90-day window *j* in year *t*. Window *j* could correspond to the 90-day birthday window ending right before the individual's date of birth, or the 90-day window immediately before or after. $BirthQ_{i,j}$ is a dummy variable that equals one when window *j* is the birthday window, and zero otherwise. $MilestoneAge_{i,t}$ equals one if individual *i* turns into a milestone age in year *t*, and zero otherwise. $StkHolding_{i,j-1,t}$ indicates the value of stock holdings for individual *i* at the end of the 90-day window preceding window *j*, or window *j-1*. $\#\ of\ Trades_{i,j-1,t}$ and $\#\ of\ Stocks_{i,j-1,t}$ are the number of trades executed and the number of stocks traded by individual *i* during window *j-1*. All continuous variables are winsorized at the top and bottom 1% levels. All variables are defined in Table A1. Individual-, age-, and individual×age×90-day window-fixed effects are all controlled. Standard errors are clustered at the individual and age levels. The *t*-statistics are reported in parentheses. *, **, and *** represent significance at 10%, 5%, and 1% level, respectively.

Panel A: Subsamples constructed based on financial wealth *FinWealth*	
Low *FinWealth*	High *FinWealth*

$BirthQ_{i,t}$× $MilestoneAge_{i,t}$	4,922.04***	2,449.83***	2,433.06***	610.21	-172.42	643.19
	(8.67)	(8.22)	(8.46)	(0.27)	(-0.18)	(0.50)
$StkHolding_{i,j-1,t}$	3.17***	1.48***	1.68***	2.19***	0.97***	1.21***
	(55.93)	(50.85)	(60.40)	(64.91)	(54.53)	(75.91)
# of $Trades_{i,j-1,t}$	11,312.95***	5,682.78***	5,637.01***	13,011.91***	6,567.50***	6,448.09***
	(67.05)	(67.27)	(66.93)	(85.06)	(87.25)	(82.61)
# of $Stocks_{i,j-1,t}$	-2,132.22***	-1,021.53***	-1,114.55***	9,956.32***	5,055.98***	4,927.52***
	(-5.54)	(-5.26)	(-5.85)	(27.64)	(27.71)	(27.54)
Constant	27,432.53***	18,320.35***	9,117.43***	47,468.33***	41,863.25***	5,556.74
	(7.71)	(10.17)	(5.14)	(5.77)	(9.85)	(1.40)
Individual FE	Yes	Yes	Yes	Yes	Yes	Yes
Age FE	Yes	Yes	Yes	Yes	Yes	Yes
Ind.×Age× 90-day window FE	Yes	Yes	Yes	Yes	Yes	Yes
Number of Obs.	5,688,288	5,688,288	5,688,288	5,688,288	5,688,288	5,688,288
Adj. R^2	0.54	0.53	0.55	0.62	0.61	0.62

Panel B: Subsamples constructed based on investment experience *InvestExp*

	Low *InvestExp*			High *InvestExp*		
	(1) $TotalValue_{i,j,t}$	(2) $BuyValue_{i,j,t}$	(3) $SellValue_{i,j,t}$	(4) $TotalValue_{i,j,t}$	(5) $BuyValue_{i,j,t}$	(6) $SellValue_{i,j,t}$
$BirthQ_{i,t}$×$MilestoneAge_{i,t}$	5,300.28***	2,424.63***	2,619.15***	680.12	103.93	697.69
	(3.21)	(3.12)	(2.92)	(0.33)	(0.11)	(0.60)
$StkHolding_{i,j-1,t}$	2.68***	1.23***	1.44***	2.26***	1.01***	1.25***
	(50.07)	(44.45)	(55.85)	(65.92)	(56.35)	(75.40)
# of $Trades_{i,j-1,t}$	12,421.20***	6,249.44***	6,176.60***	12,710.32***	6,415.22***	6,300.10***
	(86.17)	(87.44)	(85.17)	(77.20)	(78.93)	(74.99)
# of $Stocks_{i,j-1,t}$	496.96	307.66	202.47	6,214.96***	3,154.03***	3,075.34***

	(1.01)	(1.24)	(0.83)	(16.50)	(16.54)	(16.39)
Constant	27,616.52***	21,303.83***	6,352.28***	45,079.04***	37,662.39***	7,331.36*
	(6.42)	(9.68)	(3.01)	(6.02)	(9.86)	(1.99)
Individual FE	Yes	Yes	Yes	Yes	Yes	Yes
Age FE	Yes	Yes	Yes	Yes	Yes	Yes
Ind.×Age×90-daywindow FE	Yes	Yes	Yes	Yes	Yes	Yes
Number of Obs.	5,690,754	5,690,754	5,690,754	5,685,822	5,685,822	5,685,822
Adj. R^2	0.59	0.58	0.59	0.61	0.60	0.62

Table A4: Summary statistics: individuals in the "Low & Low" group

Panels A and B reports summary statistics of the main variables and the correlation coefficients between the variables, respectively, for individuals in the "Low and Low" group. This group consists of individuals whose financial wealth and investment experience are both below the sample median. $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ represents the value of all trades, buy trades, and sell trades that individual *i* executes over a 90-day window *j* in year *t*. Window *j* could correspond to the 90-day birthday window ending right before the individual's date of birth, or the 90-day window immediately before or after. $StkHolding_{i,j-1,t}$ indicates the value of stock holdings for individual *i* at the end of the 90-day window preceding window *j*, or window *j-1*. $\#\ of\ Trades_{i,j-1,t}$ and $\#\ of\ Stocks_{i,j-1,t}$ are the number of trades executed and the number of stocks traded by individual *i* during window *j-1*. All continuous variables are winsorized at the top and bottom 1% levels. All variables are defined in Table A1.

Panel A: Summary statistics

	# of obs	Mean	STD	P25	Median	P75
$Age_{i,t}$	3,478,014	35.42	8.07	30	33	39
$TotalValue_{i,j,t}$	3,478,014	277469.46	1.10×10^{6}	0	0	72,787.8
$BuyValue_{i,j,t}$	3,478,014	139843.57	552383.18	0	0	37,081
$SellValue_{i,j,t}$	3,478,014	137623.04	548019.88	0	0	35,136
$StkHolding_{i,j-1,t}$	3,478,014	31,999.22	96,583.18	0	0	24,192
$\#\ of\ Trades_{i,j-1,t}$	3,478,014	14.77	39.86	0	0	10
$\#\ of\ Stocks_{i,j-1,t}$	3,478,014	3.54	7.54	0	0	4

Panel B: Correlation coefficient

	$Age_{i,t}$	$TotalValue_{i,j,t}$	$BuyValue_{i,j,t}$	$SellValue_{i,j,t}$	$StkHolding_{i,j-1,t}$	$\#\ of\ Trades_{i,j-1,t}$	$\#\ of\ Stocks_{i,j-1,t}$
$Age_{i,t}$	1						
$TotalValue_{i,j,t}$	0.004	1					
$BuyValue_{i,j,t}$	0.004	0.999	1				
$SellValue_{i,j,t}$	0.004	0.999	0.994	1			
$StkHolding_{i,j-1,t}$	0.045	0.406	0.390	0.413	1		
$\#\ of\ Trades_{i,j-1,t}$	0.027	0.565	0.562	0.567	0.262	1	
$\#\ of\ Stocks_{i,j-1,t}$	0.016	0.476	0.473	0.477	0.230	0.846	1

Table A5: Analysis of specific milestone ages

This table examines individuals' trading intensities as they approach their milestone birthdays at ages 30, 40, and 50, separately. We focus on the "Low and Low" group, which consists of individuals whose financial wealth and investment experience are both below the sample median. $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ represents the value of all trades, buy trades, and sell trades that individual *i* executes over a 90-day window *j* in year *t*. Window *j* could correspond to the 90-day birthday window ending right before the individual's date of birth, or the 90-day window immediately before or after. $Age30_{i,t}$, $Age40_{i,t}$ and $Age50_{i,t}$ equals one if individual *i* turns into the age of 30, 40, or 50 in year *t*, respectively, and zero otherwise. $StkHolding_{i,j-1,t}$ indicates the value of stock holdings for individual *i* at the end of the 90-day window preceding window *j*, or window *j-1*. $\#\ of\ Trades_{i,j-1,t}$ and $\#\ of\ Stocks_{i,j-1,t}$ are the number of trades executed and the number of stocks traded by individual *i* during window *j-1*. All continuous variables are winsorized at the top and bottom 1% levels. All variables are defined in Table A1. Individual-, age-, and individual×age×90-day window-fixed effects are all controlled. Standard errors are clustered at the individual and age levels. The *t*-statistics are reported in parentheses. *, **, and *** represent significance at 10%, 5%, and 1% level, respectively.

	(1) $TotalValue_{i,j,t}$	(2) $BuyValue_{i,j,t}$	(3) $SellValue_{i,j,t}$
$BirthQ_{i,t} \times Age30_{i,t}$	7,899.77***	4,041.76***	3,894.59***
	(12.51)	(12.74)	(12.35)
$BirthQ_{i,t} \times Age40_{i,t}$	7,432.09***	3,607.60***	3,656.24***
	(10.18)	(9.85)	(10.02)
$BirthQ_{i,t} \times Age50_{i,t}$	4,747.96***	2,577.57***	2,050.98***
	(7.21)	(7.74)	(6.22)
$StkHolding_{i,j-1,t}$	3.31***	1.56***	1.75***
	(47.12)	(43.39)	(50.45)
$\#\ of\ Trades_{i,j-1,t}$	11,207.08***	5,626.20***	5,586.71***
	(60.23)	(59.90)	(60.69)
$\#\ of\ Stocks_{i,j-1,t}$	-3,430.72***	-1,666.80***	-1,766.18***
	(-6.45)	(-6.22)	(-6.71)
Constant	17,954.66***	12,744.33***	5,230.47***
	(4.76)	(6.73)	(2.77)
Individual FE	Yes	Yes	Yes
Age FE	Yes	Yes	Yes
Ind.×Age×90-day window FE	Yes	Yes	Yes
Number of Obs.	3,478,014	3,478,014	3,478,014
Adj. R^2	0.57	0.56	0.57

Table A6: Tests using U.S. retail trading data

This table examines individuals' trading intensities as they approach their milestone ages, using the U.S. brokerage data from Barber and Odean (2000). The group "Low and Low" consists of individuals whose financial wealth and investment experience are both below the sample median. The "Others" group comprises all remaining individuals. $MilestoneAge_{i,t}$ is a dummy that equals one for the two-year interval leading up to individual *i*'s milestone ages, and zero otherwise. And the n^{th} two-year interval before (after) investor *i*'s milestone ages are denoted as $MilestoneAge_{-n,i,t}$ ($MilestoneAge_{n,i,t}$). $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ represents the value of all trades, buy trades, and sell trades that individual *i* executes in year *t*. $StkHolding_{i,t-1}$ indicates the stock holdings of individual *i* at the end of year t−1. $\#\ of\ Trades_{i,j-1,t}$ and $\#\ of\ Stocks_{i,j-1,t}$ are the number of trades executed and the number of stocks traded by individual *i* during year *t-1*. $Age_{i,t}^2$ is the quadratic term of the age indicator. All continuous variables are winsorized at the top and bottom 1% levels. All variables are defined in Table A1. Individual and year fixed effects are both controlled, with standard errors clustered at the individual level. The *t*-statistics are reported in parentheses. *, **, and *** represent significance at 10%, 5%, and 1% level, respectively.

	Low & Low Group			Others		
	(1) $TotalValue_{i,t}$	(2) $BuyValue_{i,t}$	(3) $SellValue_{i,t}$	(4) $TotalValue_{i,t}$	(5) $BuyValue_{i,t}$	(6) $SellValue_{i,t}$
$Milestone_{-2,i,t}$	3,545.68	2,590.28	1,033.84	-1,825.91	-982.22	-1,380.87
	(1.17)	(1.63)	(0.66)	(-0.66)	(-0.70)	(-0.92)
$Milestone_{-1,i,t}$	1,431.72	422.09	1,044.32	-2,376.10	-1,891.81	-656.73
	(0.56)	(0.32)	(0.78)	(-1.01)	(-1.56)	(-0.52)
$Milestone_{i,t}$	6,603.20**	3,147.99*	3,457.46**	-1,030.55	-809.87	-734.90
	(2.00)	(1.86)	(2.02)	(-0.35)	(-0.54)	(-0.47)
$Milestone_{+1,i,t}$	2,579.83	1,294.71	1,487.31	360.84	-248.71	476.97
	(0.94)	(0.93)	(1.04)	(0.15)	(-0.21)	(0.39)
$Milestone_{+2,i,t}$	3,252.84	1,739.85	1,729.88	3,643.62	1,481.83	2,235.11
	(1.12)	(1.16)	(1.16)	(1.40)	(1.10)	(1.63)
$StkHolding_{i,t-1}$	0.50***	0.17***	0.34***	0.30***	0.07***	0.24***
	(11.07)	(7.57)	(12.76)	(10.11)	(4.59)	(13.52)
$\#\ of\ Trades_{i,t-1}$	3,091.90***	1,629.33***	1,469.87***	3,184.35***	1,439.32***	1,696.37***

	(6.85)	(7.17)	(6.23)	(9.17)	(8.11)	(9.31)
# of Stocks$_{i,t-1}$	-1,976.22**	-1,425.41***	-538.86	-1,895.76***	-950.99***	-839.54***
	(-2.57)	(-3.68)	(-1.32)	(-3.20)	(-3.15)	(-2.68)
Age$_{i,t}^2$	-30.48	-26.81***	-4.37	-0.37	-15.34*	14.22
	(-1.61)	(-2.71)	(-0.45)	(-0.02)	(-1.81)	(1.63)
Constant	106,930.75**	82,391.34***	25,737.84	51,194.56	66,601.14***	-14,155.85
	(2.48)	(3.66)	(1.17)	(1.24)	(3.15)	(-0.65)
Individual FE	Yes	Yes	Yes	Yes	Yes	Yes
Year FE	Yes	Yes	Yes	Yes	Yes	Yes
Number of Obs.	42,759	42,759	42,759	67,927	67,927	67,927
Adj. R^2	0.600	0.581	0.576	0.618	0.600	0.587

Table A7: Alternative trading intensity measures

This table examines individuals' trading intensities when approaching their milestone birthdays, using alternative trading intensity measures. We focus on the "Low and Low" group, which consists of individuals whose financial wealth and investment experience are both below the sample median. In Panel A, trading intensity is measured by number of shares traded. $TotalShares_{i,j,t}$, $BuyShares_{i,j,t}$, and $SellShares_{i,j,t}$ represents the number of shares traded for all trades, buy trades, and sell trades that individual *i* executes over a 90-day window *j* in year *t*. Window *j* could correspond to the 90-day birthday window ending right before the individual's date of birth, or the 90-day window immediately before or after. In Panel B, trading intensity is measured by the number of trades executed. $BuyTrades_{i,j,t}$, and $SellTrades_{i,j,t}$ represents the number of buy and sell trades, respectively, and $TotalTrades_{i,j,t}$ is the sum of the two. In Panel C, trading intensity is measured by turnover. $Turnover1_{i,j,t}$, $Turnover2_{i,j,t}$, and $Turnover3_{i,j,t}$ are the value of all trades executed over a 90-day window *j* surrounding his date of birth in year *t* scaled by the value of his stock holdings at the beginning of the pre-window, 30 days prior to the beginning of the pre-window, and 90 days prior to the beginning of the pre-window, respectively. $BirthQ_{i,j}$ is a dummy variable that equals one when window *j* is the birthday window, and zero otherwise. $MilestoneAge_{i,t}$ equals one if individual *i* turns into a milestone age in year *t*, and zero otherwise. $StkHolding_{i,j-1,t}$ indicates the value of stock holdings for individual *i* at the end of the 90-day window preceding window *j*, or window *j-1*. $\#\ of\ Trades_{i,j-1,t}$ and $\#\ of\ Stocks_{i,j-1,t}$ are the number of trades executed and the number of stocks traded by individual *i* during window *j-1*. All continuous variables are winsorized at the top and bottom 1% levels. All variables are defined in Table A1. Individual-, age-, and individual×age×90-day window-fixed effects are all controlled. Standard errors are clustered at the individual and age levels. The *t*-statistics are reported in parentheses. *, **, and *** represent significance at 10%, 5%, and 1% level, respectively.

Panel A: Trading intensity measured by the number of shares traded

	(1)$TotalShares_{i,j,t}$	(2)$BuyShares_{i,j,t}$	(3)$SellShares_{i,j,t}$	(4)$TotalTrades_{i,j,t}$	(5)$BuyTrades_{i,j,t}$	(6)$SellTrades_{I,j,t}$
$BirthQ_{i,t}\times MilestoneAge_{i,t}$	526.61***	268.98***	258.48***	0.18***	0.10***	0.08***
	(6.69)	(5.98)	(7.22)	(4.76)	(4.87)	(4.27)
$StkHolding_{i,j-1,t}$	0.26***	0.12***	0.14***	0.00***	0.00***	0.00***
	(49.02)	(45.35)	(52.28)	(38.00)	(34.75)	(40.82)
$\#\ of\ Trades_{i,j-1,t}$	862.35***	433.25***	429.75***	0.57***	0.31***	0.25***
	(73.27)	(73.38)	(73.01)	(181.78)	(182.44)	(170.09)
$\#\ of\ Stocks_{i,j-1,t}$	21.72	8.27	13.48	0.19***	0.05***	0.14***

	(0.40)	(0.31)	(0.50)	(13.64)	(6.82)	(23.67)
Constant	3,688.10***	2,190.12***	1,501.79***	4.73***	2.75***	1.98***
	(15.99)	(18.92)	(13.04)	(192.01)	(199.96)	(172.85)
Individual FE	Yes	Yes	Yes	Yes	Yes	Yes
Age FE	Yes	Yes	Yes	Yes	Yes	Yes
Ind.×Age×90-day window FE	Yes	Yes	Yes	Yes	Yes	Yes
Number of Obs.	3,478,014	3,478,014	3,478,014	3,478,014	3,478,014	3,478,014
Adj. R^2	0.53	0.52	0.54	0.67	0.65	0.67

Panel B: Trading intensity measured by the number of trades executed

	(1)$TotalTrades_{i,j,t}$	(2)$BuyTrades_{i,j,t}$	(3)$SellTrades_{i,j,t}$	(4)$TotalTrades_{i,j,t}$	(5)$BuyTrades_{i,j,t}$	(6)$SellTrades_{I,j,t}$
$BirthQ_{i,t}\times Age30_{i,t}$	598.41***	310.91***	290.04***	0.16***	0.09***	0.07***
	(11.71)	(11.20)	(11.83)	(5.05)	(5.08)	(4.88)
$BirthQ_{i,t}\times Age40_{i,t}$	397.18***	190.79***	200.83***	0.24***	0.12***	0.12***
	(7.09)	(6.23)	(7.49)	(7.32)	(6.58)	(8.25)
$BirthQ_{i,t}\times Age50_{i,t}$	315.71***	152.91***	167.84***	0.21***	0.15***	0.05***
	(5.45)	(4.80)	(6.03)	(6.52)	(8.40)	(3.91)
$StkHolding_{i,j-1,t}$	0.26***	0.12***	0.14***	0.00***	0.00***	0.00***
	(49.02)	(45.35)	(52.28)	(38.00)	(34.75)	(40.82)
# of $Trades_{i,j-1,t}$	862.35***	433.25***	429.75***	0.57***	0.31***	0.25***
	(73.27)	(73.38)	(73.01)	(181.78)	(182.44)	(170.09)
# of $Stocks_{i,j-1,t}$	21.72	8.27	13.48	0.19***	0.05***	0.14***
	(0.40)	(0.31)	(0.50)	(13.64)	(6.82)	(23.67)
Constant	3,688.09***	2,190.11***	1,501.79***	4.73***	2.75***	1.98***
	(16.04)	(18.99)	(13.07)	(191.54)	(199.50)	(172.22)
Individual FE	Yes	Yes	Yes	Yes	Yes	Yes

Age FE	Yes	Yes	Yes	Yes	Yes	Yes
Ind.×Age×90-day window FE	Yes	Yes	Yes	Yes	Yes	Yes
Number of Obs.	3,478,014	3,478,014	3,478,014	3,478,014	3,478,014	3,478,014
Adj. R^2	0.53	0.52	0.54	0.67	0.65	0.67

Panel C: Trading intensity measured by turnover

	(1) $Turnover1_{i,j,t}$	(2) $Turnover2_{i,j,t}$	(3) $Turnover3_{i,j,t}$
$BirthQ_{i,t}$×$MilestoneAge_{i,t}$	0.20***	0.20***	0.22***
	(4.38)	(5.36)	(2.72)
$StkHolding_{i,j-1,t}$	-0.00	-0.00***	0.00***
	(-21.46)	(-7.66)	(3.98)
# of $Trades_{i,j-1,t}$	0.06	0.04***	0.04***
	(30.39)	(17.27)	(17.32)
# of $Stocks_{i,j-1,t}$	0.43	0.50***	0.56***
	(39.25)	(31.55)	(30.74)
Constant	7.40***	10.15***	11.82***
	(116.04)	(140.22)	(112.02)
Individual FE	Yes	Yes	Yes
Age FE	Yes	Yes	Yes
Individual×Age×90-day window FE	Yes	Yes	Yes
Number of Obs.	2,061,153	2,202,942	2,337,606
Adj. R^2	0.03	0.02	0.01

Table A8: Alternative samples

In all the previous tests, we require investors have executed at least 10 buy trades and 10 sell trades during the sample period to be included in our sample, ensuring that they are active traders. In this table, we employ alternative criteria for identifying active investors by changing the "10 buy + 10 sell" requirement to be "5 buy + 5 sell", "20 buy + 20 sell", or "50 buy + 50 sell". We then repeat the tests in Table 3 with these alternative samples. Again, for each alternative sample, we focus on the "Low and Low" group, which consists of individuals whose financial wealth and investment experience are both below the sample median. $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ represents the value of total trades, buy trades, and sell trades that individual i executed over a 90-day window j surrounding his date of birth in year t. For brevity, we only report the coefficient on the variable of interest, or $BirthQ_{i,j} \times MilestoneAge_{i,t}$, in the table. Model specifications are identical to those in Table 3. All continuous variables are winsorized at the top and bottom 1% levels. The t-statistics are reported in parentheses. *, **, and *** represent significance at 10%, 5%, and 1% level, respectively.

Threshold	(1) $TotalValue_{i,j,t}$	(2) $BuyValue_{i,j,t}$	(3) $SellValue_{i,j,t}$
5 buy & 5 sell	4,913.74***	2,519.77***	2374.25***
	(9.00)	(9.17)	(8.28)
20 buy & 20 sell	6139.76***	3075.26***	3055.46***
	(6.02)	(5.74)	(6.09)
50 buy & 50 sell	8,773.99***	4,392.62***	4,393.14***
	(3.91)	(3.77)	(4.03)

Table A9: Placebo test

This table presents the results of placebo tests in which we assign fictitious ages to each investor by adding a random non-zero digit, ranging from -5 to 5, to their birth year. With these adjusted ages, we recalculate and redefine $MilestoneAge_{i,t}$, which is reset to one if individual *i* reaches the fictional milestone age in year *t*, and zero otherwise. We then repeat the estimation of estimate Eq. (1) for 100 times. $TotalValue_{i,j,t}$, $BuyValue_{i,j,t}$, and $SellValue_{i,j,t}$ represents the value of all trades, buy trades, and sell trades that individual *i* executes over a 90-day window *j*, which could correspond to his birthday window or the 90-day window immediately before or after. Model specifications are identical to those in Table 3. All continuous variables are winsorized at the top and bottom 1% levels. We report the distribution and the associated *t*-test for the coefficient on the variable of interest, or $BirthQ_{i,j} \times MilestoneAge_{i,t}$, in the table. *, **, and *** represent significance at 10%, 5%, and 1% level, respectively.

Dep. Var.	Real coefficient	Distribution of placebo coefficient					
		Mean	Std	P10	Median	P90	t-value
$TotalValue_{i,j,t}$	7,516.82***	-333.15	2445.48	-3653.92	-391.78	2866.59	-0.14
$BuyValue_{i,j,t}$	3,812.85***	-151.72	1229.71	-1808.03	-185.46	1229.71	-0.12
$SellValue_{i,j,t}$	3,678.87***	-177.60	1221.03	-1780.98	-213.51	1363.40	-0.15