2019 CRESTMONT RESEARCH STOCK MARKET MATRIX

TAX-EXEMPT INVESTOR NOMINAL RETURNS

Nominal Returns (not inflation adjusted), including dividends (reinvested), transaction costs, and taxes deferred

COMPONENTS	
Index	Included
Dividends	Included (Reinvested)
Transaction Costs	Included
Taxes	Not Included (Deferred)
Inflation	Nominal (Not Inflation Adjusted)

2019 MATRIX: AVERAGE ANNUAL DATA

NOTES:
1) Numbers reflect the percentage annual rate of return from the starting period to the ending period
2) Returns include index returns, dividends, and transaction costs/fees (bid/ask spread, commissions, fees, etc.) & exclude taxes; nominal returns include inflation (see assumptions)
3) Red: <0%; Pink: 0% - 3%; Blue: 3% - 7%; Light Green: 7% - 10%; Dark Green: >10%
4) Black type reflects P/E ratio increasing over the period; White type reflects P/E ratio decreasing over the period
5) The black diagonal line reflects the boundary of 20-year periods
6) S&P 500 & P/E reflect the methodology popularized by Robert Shiller with average daily index annually and other related data (P/E10)
7) Other data and information developed from various sources and believed to be reliable

LEGEND			
Red		<	0.0%
Pink	0.0%	-	3.0%
Blue	3.0%	-	7.0%
Light Green	7.0%	-	10.0%
Dark Green		>	10.0%

White Numbers: Decreasing P/E Ratio

CRESTMONT RESEARCH

Copyright 2002-2020, Crestmont Research (www.CrestmontResearch.com)

FROM	1899=1	Yr: 19	TO	P/E Ratio 1899 = 1 ←"TO" Year	FROM	Rodin Completes 'The Thinker'
P/E						
18.6	1	1900				
22.7	1	1901		1901	First Electric Typewriter	
22.0	1	1902		1902	Navy Installs Radio	
17.6	1	1903		1903	Wright Bros Fly	
16.3	1	1904		1904	Crayola & Jell-O	
19.3	2	1905		1905	Pen Gets Pocket Clip	
18.7	2	1906		1906	S.F. Earthquake	
13.4	2	1907		1907	Photocopier Marketed	
13.1	2	1908		1908	Model T Introduced	
14.9	2	1909		1909	Chlorine In Drinking Water	
13.5	2	1910		1910	Electric Range Invented	
14.2	2	1911		1911	Sherman Anti-Trust Act; Airmail Begins	
13.7	2	1912		1912	Titanic Sinks; U.S. Radio Act	
11.9	2	1913		1913	Income Tax & Federal Reserve	
11.1	2	1914		1914	WWI Starts; First Transcon. Phone Call	
11.5	2	1915		1915	Americans Average 40 Phone Calls A Year	
12.0	2	1916		1916	Keds & Electric Clock Invented	
8.8	2	1917		1917	US Enters WWI; Einstein Theorizes Lasers	
6.4	2	1918		1918	WWI Ends	
6.5	3	1919		1919	Prohibition; Shortwave Radio; Dial Phones	
5.3	2	1920		1920	Women's Right To Vote	
5.4	2	1921		1921	World Series On Radio; Quartz Crystals	
7.5	3	1922		1922	100,000 Radios Made In U.S.; 3 Frequencies	
7.9	3	1923		1923	500,000 Radios Made; Neon Signs	
8.4	3	1924		1924	2.5 Million Radios Made; Frozen Food Invented	
10.1	4	1925		1925	Commercial Picture Fax By Radio In U.S.	
11.7	5	1926		1926	First Publicly Shown 'Talkie'	
15.9	6	1927		1927	2-Way Radio Phone: U.S. To London ($15/min)	
21.8	8	1928		1928	Teletype Machine; Test TV In 3 Homes	
27.6	11	1929		1929	Crash of '29; Car Radio	
21.5	9	1930		1930	Photo Flash Bulbs	
14.7	6	1931		1931	Radios In 40% Of Homes; Scotch Tape	
8.1	3	1932		1932	Radar; 8 mm Cameras; Electric Eye Scanner	
11.1	4	1933		1933	End of Prohibition; FM Radio; Wallboard	
12.2	5	1934		1934	Radio In 50% Of Homes; AP Wirephoto	
13.1	5	1935		1935	Social Security Act Passed	
19.3	8	1936		1936	BBC First TV Service, 3 Hours A Day	
18.5	8	1937		1937	Hindenburg Airship Crash	
13.9	6	1938		1938	National Minimum Wage Enacted	
15.6	7	1939		1939	WW II Begins; Regular TV In U.S.; Helicopter	
14.7	6	1940		1940	FM Radio; Radar; 1st Social Security Check	
12.2	6	1941		1941	Pearl Harbor Attack; 2-Way Police Radio	
9.2	5	1942		1942	U.S. Office Of Censorship Due To War	
11.0	7	1943		1943	Phone Line Repeaters Help Service	
11.3	8	1944		1944	D-Day, Normandy	
13.3	10	1945		1945	World War II Ends; FCC Sets VHF Channels	
14.0	12	1946		1946	ENIAC, 1st Computer; First Copy Machine Sold	
11.2	11	1947		1947	Transistor Invented; Microwave Oven	
10.7	12	1948		1948	Israel Established; RCA High Speed Fax	
9.9	12	1949		1949	NATO Established; Network TV In U.S.	
11.2	15	1950		1950	Korean War Begins; Credit Card Created	
12.0	19	1951		1951	Color TV; Modern Plastic Invented	
12.5	22	1952		1952	Phone Area Codes; EDVAC Computer	
12.0	23	1953		1953	Korean War Ends; Magnetic Core Memory	
13.7	29	1954		1954	TVs In 50% Of Homes; Transistor Radios	
17.5	40	1955		1955	Tests Begin On Digital Fiber Optics	
18.3	47	1956		1956	Transatlantic Phone Cable; The Pager	
15.6	45	1957		1957	Sputnik, First Satellite; EEC Formed	
15.1	48	1958		1958	Stereo LP Records; Data On Phone Lines	
18.4	60	1959		1959	COBOL; Microchip; Plain Paper Xerox	
17.4	60	1960		1960	90% Homes w/TVs; Laser; Weather Satellite	
20.5	71	1961		1961	Berlin Wall Built; IBM Selectric Typewriter	
18.8	68	1962		1962	Cuban Missile Crisis; Mariner II At Venus	
20.3	77	1963		1963	Kennedy Killed, Income Tax 91% To 70%	
22.6	91	1964		1964	Vietnam Begins; Home VCR	
23.3	99	1965		1965	First Minicomputer; Car Phones; Hypertext	
21.3	97	1966		1966	Dow @ 1,000; 8-Tracks In Cars; Fax Machine	
21.6	106	1967		1967	Floppy Disk; Cordless Phones; Dolby	
21.5	115	1968		1968	Intelsat Global Satellite Link; Intel 1KB RAM	
19.4	115	1969		1969	Neil Armstrong Walks On Moon; ATMs	
15.2	100	1970		1970	Barcodes; First Internet Connections	
16.9	119	1971		1971	Microchip, Price Controls; Answering Machine	
17.8	133	1972		1972	Dow Closes Above 1,000; Pong; HBO	
16.1	133	1973		1973	U.S. Leaves Vietnam; International Internet	
10.9	105	1974		1974	Nixon Resigns; Wage & Price Controls End	
10.2	111	1975		1975	Microsoft; Optical Videodisk Demo	
11.5	135	1976		1976	Apple I; Cray-1; Home Satellite Dish	
10.4	134	1977		1977	Elvis Dies; TRS-80 PC; Fiber Optic Call	
9.4	136	1978		1978	Modems; Cell Phone Tests; Intel 16-bit Chip	
8.9	151	1979		1979	CompuServe Online; VisiCalc Spreadsheet	
8.8	181	1980		1980	CPI 13.5%; CNN; Sony Camcorder	
8.5	202	1981		1981	IBM PC Introduced; 300 bps Modems	
7.3	197	1982		1982	Dow Over 1,000; Compact Disk; 5.5 Mil. PCs	
9.6	271	1983		1983	AT&T Breakup; 288k Chips; Domain Names	
9.4	280	1984		1984	3 1/2" Floppy; Intel 32-bit; 1 MB Chips	
10.7	335	1985		1985	Cellphones; 2400k Modems; Windows OS	
13.4	432	1986		1986	Laser Printers; TV On 7 Hrs/Day In U.S.	
16.0	532	1987		1987	Stock Market Crash; 50% Have Cable TV	
14.4	503	1988		1988	Transatlantic Fiberoptic Cable; Internet T1	
16.6	623	1989		1989	Poland Solidarity; Nintendo Profits @ $1 Bil.	
16.5	658	1990		1990	World Wide Web (www)	
17.9	753	1991		1991	Gulf War; USSR Breakup; 75% Have VCRs	
19.6	844	1992		1992	65 Mil. PCs; 200k On AOL; CDs > Cassettes	
20.7	928	1993		1993	Pentium Chip; HTML; V-Chip	
20.5	958	1994		1994	First WTC Attack; Satellite TV; 33% w/PC	
22.7	1139	1995		1995	NAFTA Enacted; Dot.com; Internet Audio	
25.9	1419	1996		1996	100k Web Sites; 30 Mil In U.S. On Internet	
31.0	1854	1997		1997	Internet Video; 43% In U.S. Have PCs	
36.9	2303	1998		1998	Russia Debt Default; 75 Mil U.S. On Internet	
42.1	2809	1999		1999	Satellite Can See 3' Objects On Earth	
41.7	3024	2000		2000	Dow Hits 11,723; NASDAQ Hits 5,048	
32.1	2538	2001		2001	WTC Attack (9/11); >50% U.S. On Internet; iPod	
25.9	2125	2002		2002	HDTV Grows; Wi-Fi Laptops; DVD Sales>VCR	
24.1	2080	2003		2003	Iraq Conflict; Home Networks; T-Bills @ <1%	
26.4	2453	2004		2004	Hybrid Cars; Flat Panel TVs; Blogs; VoIP	
26.0	2641	2005		2005	Hurricanes; $70 Oil; Podcasts; Housing Boom	
26.0	2892	2006		2006	YouTube; Dow High; Pluto Demoted; Fed Pause	
26.8	3288	2007		2007	iPhone; Sub-Prime; Going Green; Facebook	
20.8	2751	2008		2008	Recession; Wall Street Crisis; $144 Oil; Obama	
16.9	2166	2009		2009	H1N1; Jackson Dies; GM Bankruptcy; Digital TV	
20.7	2630	2010		2010	iPad; Greece Debt Crisis; Twitter; QE2	
21.8	2956	2011		2011	The Cloud; Arab Spring; OWS; E-books	
21.4	3257	2012		2012	Google Glass; Mars Rover; iPhone5; Fiscal Cliff	
23.2	3924	2013		2013	Fed Taper; Detroit Ch 9; NSA; ACA Launch; Nest	
25.5	4658	2014		2014	Ebola; ISIS; Amazon Drones; Wearable Tech	
26.2	5024	2015		2015	ZIRP Ends; Iran Deal; Refugees; Driverless Car	
26.1	5165	2016		2016	Brexit; Trump; <$30 Oil; Cyborg Stingray	
29.9	6098	2017		2017	Bitcoin Mania; Robot Citizen; Teleporting; WattUp	
31.5	6902	2018		2018	Apple $1T; Tax Reform; Zero Carbon Nat Gas; 5G	
		Yr: 19	00 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 2000 '01 '02 '03 '04 '05 '06 '07 '08 '09 '10 '11 '12 '13 '14 '15 '16 '17 '18 '19	2019	UPS Drones; Quantum Supremacy; Starlink L1

| | | | | | |