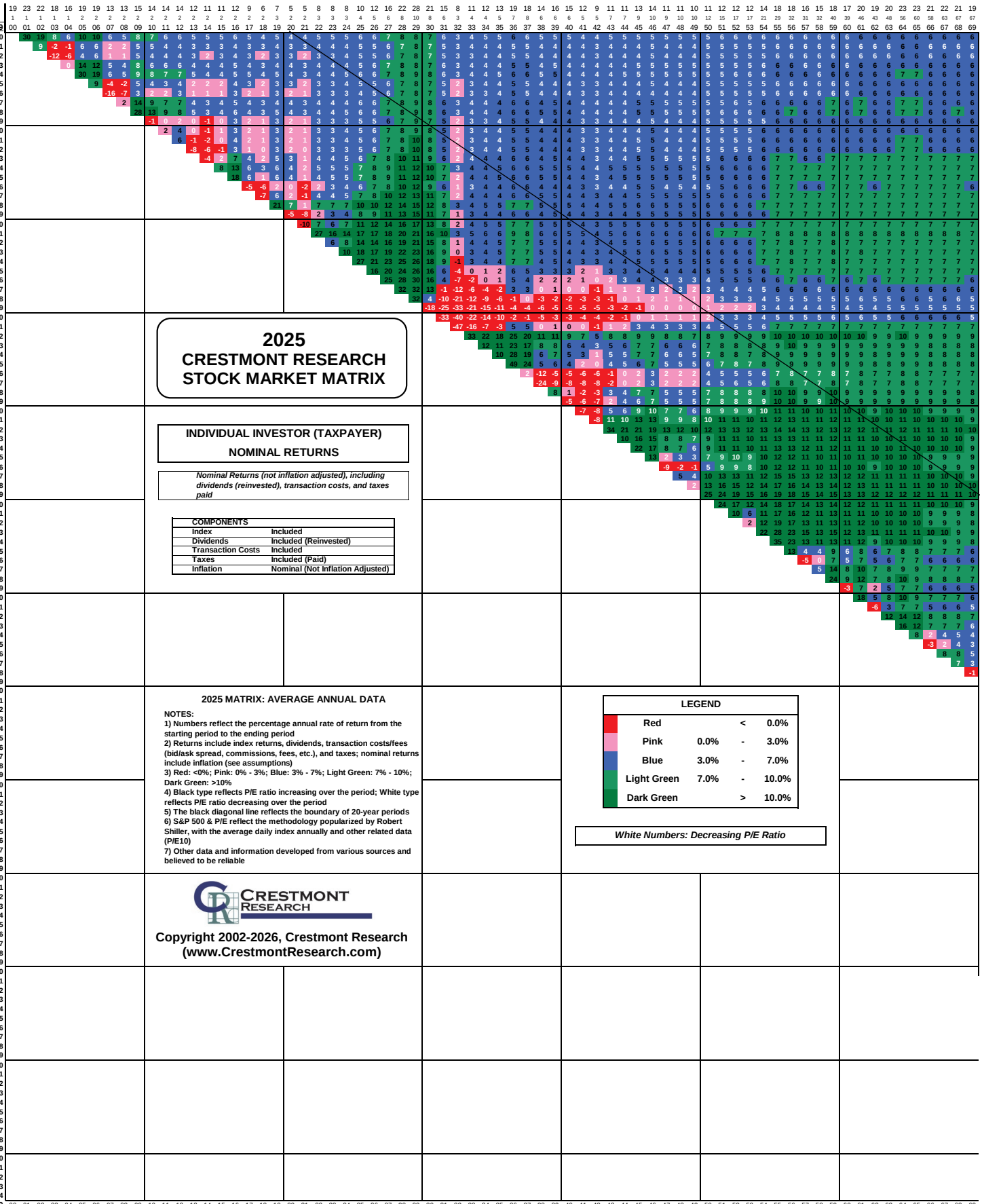
2025
CRESTMONT RESEARCH
STOCK MARKET MATRIX
INDIVIDUAL INVESTOR (TAXPAYER)
NOMINAL RETURNS
Nominal Returns (not inflation adjusted), including dividends (reinvested), transaction costs, and taxes paid
COMPONENTS
Index Included
Dividends Included (Reinvested)
Transaction Costs Included
Taxes Included (Paid)
Inflation Nominal (Not Inflation Adjusted)
2025 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, transaction costs/fees (bid/ask spread, commissions, fees, etc.), and 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 the 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
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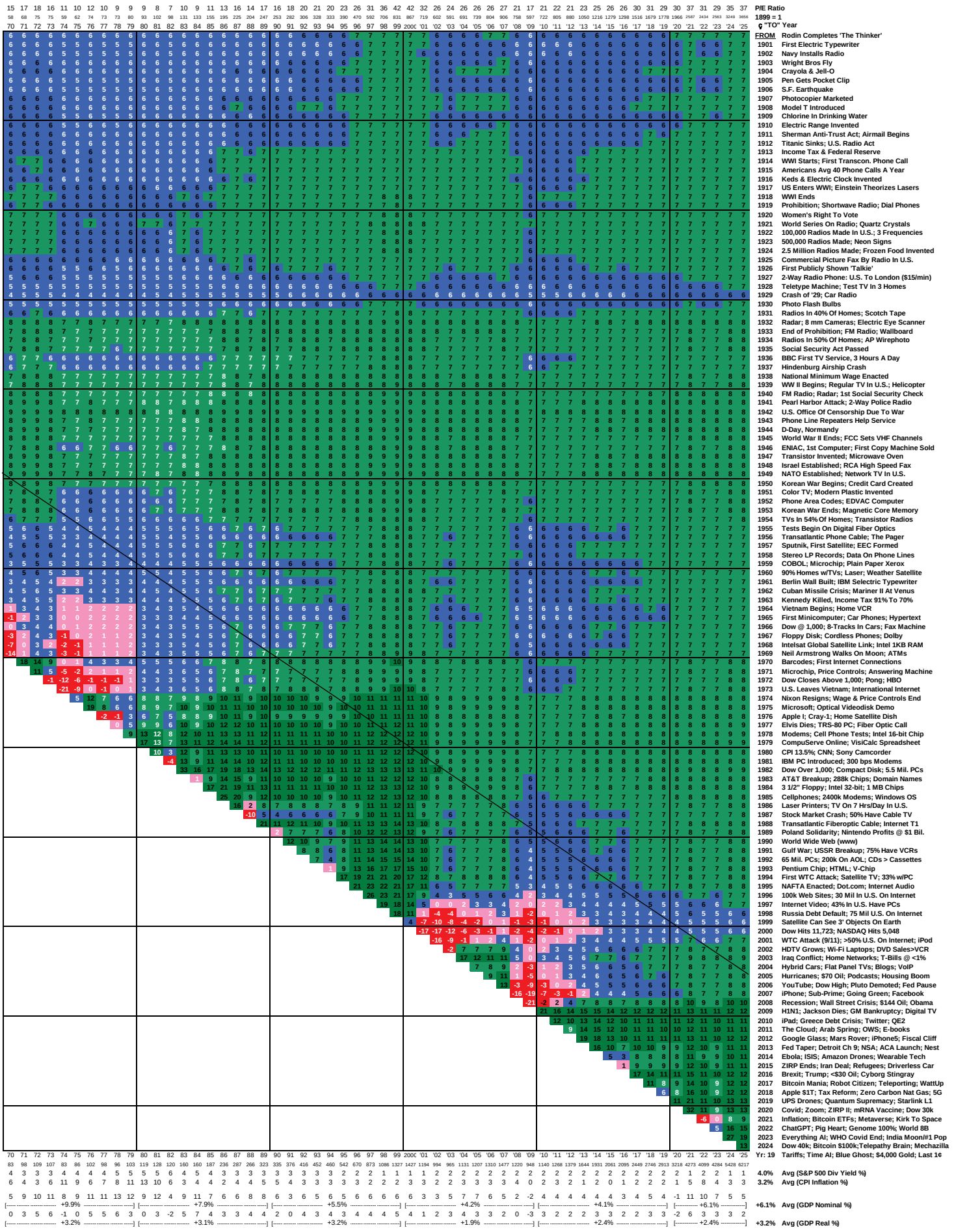

P/E Ratio	
1899 = 1	
¢	"TO" Year
FROM	Rodin Completes 'The Thinker'
1901	First Electric Typewriter
1902	Navy Installs Radio
1903	Wright Bros Fly
1904	Crayola & Jell-O
1905	Pen Gets Pocket Clip
1906	S.F. Earthquake
1907	Photocopier Marketed
1908	Model T Introduced
1909	Chlorine In Drinking Water
1910	Electric Range Invented
1911	Sherman Anti-Trust Act; Airmail Begins
1912	Titanic Sinks; U.S. Radio Act
1913	Income Tax & Federal Reserve
1914	WWI Starts; First Transcon. Phone Call
1915	Americans Avg 40 Phone Calls A Year
1916	Keds & Electric Clock Invented
1917	US Enters WWI; Einstein Theorizes Lasers
1918	WWI Ends
1919	Prohibition; Shortwave Radio; Dial Phones
1920	Women's Right To Vote
1921	World Series On Radio; Quartz Crystals
1922	100,000 Radios Made In U.S.; 3 Frequencies
1923	500,000 Radios Made; Neon Signs
1924	2.5 Million Radios Made; Frozen Food Invented
1925	Commercial Picture Fax By Radio In U.S.
1926	First Publicly Shown 'Talkie'
1927	2-Way Radio Phone: U.S. To London ($15/min)
1928	Teletype Machine; Test TV In 3 Homes
1929	Crash of '29; Car Radio
1930	Photo Flash Bulbs
1931	Radios In 40% Of Homes; Scotch Tape
1932	Radar; 8 mm Cameras; Electric Eye Scanner
1933	End of Prohibition; FM Radio; Wallboard
1934	Radios In 50% Of Homes; AP Wirephoto
1935	Social Security Act Passed
1936	BBC First TV Service, 3 Hours A Day
1937	Hindenburg Airship Crash
1938	National Minimum Wage Enacted
1939	WW II Begins; Regular TV In U.S.; Helicopter
1940	FM Radio; Radar; 1st Social Security Check
1941	Pearl Harbor Attack; 2-Way Police Radio
1942	U.S. Office Of Censorship Due To War
1943	Phone Line Repeaters Help Service
1944	D-Day, Normandy
1945	World War II Ends; FCC Sets VHF Channels
1946	ENIAC, 1st Computer; First Copy Machine Sold
1947	Transistor Invented; Microwave Oven
1948	Israel Established; RCA High Speed Fax
1949	NATO Established; Network TV In U.S.
1950	Korean War Begins; Credit Card Created
1951	Color TV; Modern Plastic Invented
1952	Phone Area Codes; EDVAC Computer
1953	Korean War Ends; Magnetic Core Memory
1954	TVs In 54% Of Homes; Transistor Radios
1955	Tests Begin On Digital Fiber Optics
1956	Transatlantic Phone Cable; The Pager
1957	Sputnik, First Satellite; EEC Formed
1958	Stereo LP Records; Data On Phone Lines
1959	COBOL; Microchip; Plain Paper Xerox
1960	90% Homes w/TVs; Laser; Weather Satellite
1961	Berlin Wall Built; IBM Selectric Typewriter
1962	Cuban Missile Crisis; Mariner II At Venus
1963	Kennedy Killed, Income Tax 91% To 70%
1964	Vietnam Begins; Home VCR
1965	First Minicomputer; Car Phones; Hypertext
1966	Dow @ 1,000; 8-Tracks In Cars; Fax Machine
1967	Floppy Disk; Cordless Phones; Dolby
1968	Intelsat Global Satellite Link; Intel 1KB RAM
1969	Neil Armstrong Walks On Moon; ATMs
1970	Barcodes; First Internet Connections
1971	Microchip, Price Controls; Answering Machine
1972	Dow Closes Above 1,000; Pong; HBO
1973	U.S. Leaves Vietnam; International Internet
1974	Nixon Resigns; Wage & Price Controls End
1975	Microsoft; Optical Videodisk Demo
1976	Apple I; Cray-1; Home Satellite Dish
1977	Elvis Dies; TRS-80 PC; Fiber Optic Call
1978	Modems; Cell Phone Tests; Intel 16-bit Chip
1979	CompuServe Online; VisiCalc Spreadsheet
1980	CPI 13.5%; CNN; Sony Camcorder
1981	IBM PC Introduced; 300 bps Modems
1982	Dow Over 1,000; Compact Disk; 5.5 Mil. PCs
1983	AT&T Breakup; 288k Chips; Domain Names
1984	3 1/2" Floppy; Intel 32-bit; 1 MB Chips
1985	Cellphones; 2400k Modems; Windows OS
1986	Laser Printers; TV On 7 Hrs/Day In U.S.
1987	Stock Market Crash; 50% Have Cable TV
1988	Transatlantic Fiberoptic Cable; Internet T1
1989	Poland Solidarity; Nintendo Profits @ $1 Bil.
1990	World Wide Web (www)
1991	Gulf War; USSR Breakup; 75% Have VCRs
1992	65 Mil. PCs; 200k On AOL; CDs > Cassettes
1993	Pentium Chip; HTML; V-Chip
1994	First WTC Attack; Satellite TV; 33% w/PC
1995	NAFTA Enacted; Dot.com; Internet Audio
1996	100k Web Sites; 30 Mil In U.S. On Internet
1997	Internet Video; 43% In U.S. Have PCs
1998	Russia Debt Default; 75 Mil U.S. On Internet
1999	Satellite Can See 3' Objects On Earth
2000	Dow Hits 11,723; NASDAQ Hits 5,048
2001	WTC Attack (9/11); >50% U.S. On Internet; iPod
2002	HDTV Grows; Wi-Fi Laptops; DVD Sales>VCR
2003	Iraq Conflict; Home Networks; T-Bills @ <1%
2004	Hybrid Cars; Flat Panel TVs; Blogs; VoIP
2005	Hurricanes; $70 Oil; Podcasts; Housing Boom
2006	YouTube; Dow High; Pluto Demoted; Fed Pause
2007	iPhone; Sub-Prime; Going Green; Facebook
2008	Recession; Wall Street Crisis; $144 Oil; Obama
2009	H1N1; Jackson Dies; GM Bankruptcy; Digital TV
2010	iPad; Greece Debt Crisis; Twitter; QE2
2011	The Cloud; Arab Spring; OWS; E-books
2012	Google Glass; Mars Rover; iPhone5; Fiscal Cliff
2013	Fed Taper; Detroit Ch 9; NSA; ACA Launch; Nest
2014	Ebola; ISIS; Amazon Drones; Wearable Tech
2015	ZIRP Ends; Iran Deal; Refugees; Driverless Car
2016	Brexit; Trump; <$30 Oil; Cyborg Stingray
2017	Bitcoin Mania; Robot Citizen; Teleporting; WattUp
2018	Apple $1T; Tax Reform; Zero Carbon Nat Gas; 5G
2019	UPS Drones; Quantum Supremacy; Starlink L1
2020	Covid; Zoom; ZIRP II; mRNA Vaccine; Dow 30k
2021	Inflation; Bitcoin ETFs; Metaverse; Kirk To Space
2022	ChatGPT; Pig Heart; Genome 100%; World 8B
2023	Everything AI; WHO Covid End; India Moon/#1 Pop
2024	Dow 40k; Bitcoin $100k;Telepathy Brain; Mechazilla
Yr: 19	Tariffs; Time AI; Blue Ghost; $4,000 Gold; Last 1¢
4.0%	Avg (S&P 500 Div Yield %)
3.2%	Avg (CPI Inflation %)
+6.1%	Avg (GDP Nominal %)
+3.2%	Avg (GDP Real %)