Talk Your Chart

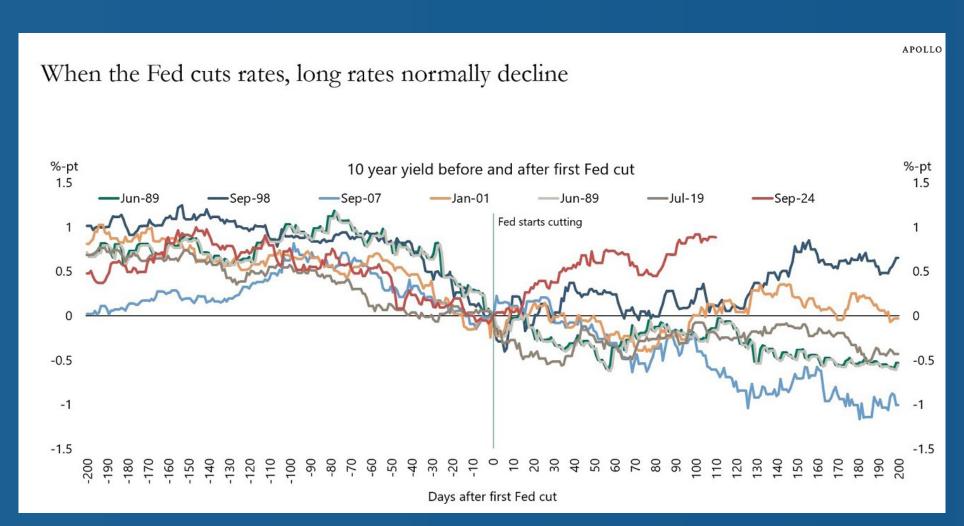
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The 2025 Dogs of the Dow								
Dow Stock	Ticker	2025 Starting Yield						
Verizon	VZ	6.82%						
Chevron	CVX	4.50%						
Amgen	AMGN	3.66%						
Johnson & Johnson	JNJ	3.45%						
Merck & Co.	MRK	3.27%						
Coca-Cola	ко	3.12%						
International Business Machines	IBM	3.05%						
Cisco Systems	CSCO	2.71%						
McDonald's	MCD	2.45%						
Procter & Gamble	PG	2.41%						
DOGS AVERAGE YIELD		3.54%						
Dow Jones Average Yield		1.97%						

2010-	-2024													2000			
Ann.	Vol.	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	YTD
Large Cap	Small Cap	REITs	RETs	REITs	Sm all Cap	REITs	RETS	Small Cap	EM Equity	Cash	Large Cap	Small Cap	R⊟Ts	Com dty.	Large Cap	Large Cap	Sm all Cap
13.9%	20.6%	27.9%	8.3%	19.7%	38.8%	28.0%	2.8%	21.3%	37.8%	1.8%	31.5%	20.0%	41.3%	16.1%	26.3%	25.0%	1.7%
Small Cap	EM Equity	Sm all Cap	Fixed Income	High Yield	Large Cap	Large Cap	Large Cap	High Yield	DM Equity	Fixed Income	RETs	EM Equity	Large Cap	Cash	DM Equity	Sm all Cap	Large Cap
10.3%	17.9%	26.9%	7.8%	19.6%	32.4%	13.7%	1.4%	14.3%	25.6%	0.0%	28.7%	18.7%	28.7%	1.5%	18.9%	11.5%	1.0%
REITs	RETs	EM Equity	High Yield	EM Equity	DM Equity	Fixed Income	Fixed Income	Large Cap	Large Cap	REITs	Small Cap	Large Cap	Com dty.	High Yield	Sm all Cap	Asset	Asset Alloc.
9.4%	16.8%	19.2%	3.1%	18.6%	23.3%	6.0%	0.5%	12.0%	21.8%	-4.0%	25.5%	18.4%	27.1%	-12.7%	16.9%	10.0%	0.4%
Asset Alloc.	DM Equity	Comdty.	Large Cap	DM Equity	Asset	Asset	Cash	Comdty.	Small Cap	High Yield	DM Equity	Asset Alfoc.	Small Cap	Fixed Income	Asset	High Yield	RETs
7.2%	16.5%	16.8%	2.1%	17.9%	14.9%	5.2%		11.8%	14.6%	-4.1%	22.7%		14.8%	-13.0%	14.1%	9.2%	0.4%
High Yield	Comdty.	Large Cap	Cash	Sm all Cap	High Yield	Small \ Cap	DM Equity	EM Equity	Asset	Large Cap	Asset	DM Equity	Asset	Asset	High Yield	EM Equity	High Yield
5.9%	16.1%	15.1%	0.1%	16.3%	7.3%	4.9%	-0.4%	11.6%	14.6%	-4.4%	19.5%	8.3%	13.5%	-13.9%	14.0%	8.1%	0.2%
DM Equity	Large Cap	High Yield	Asset	Large Cap	R⊟Ts	Cash	Asset Allec.	RETs	High Yield	Asset Alloc.	EM Equity	Fixed Income	DM Equity	DM Equity	REITs	Com dty.	Cash
5.7%	15.1%	14.8%	-0.7%	16.0%	2.9%	0.0%	-2.0%	8.6%	10.4%	-5.8%	18.9%	7.5%	11.8%	-14.0%	11.4%	5.4%	0.0%
EM Equity	Asset Alloc.	Asset	Sm all Cap	Asset Alloc.	Cash	High Yield	High Yield	Asset Allec.	R⊟Ts	Small Cap	High Yield	High Yield	High Yield	Large Cap	EM Equity	Cash	EM Equity
3.4%	10.4%	13.3%	-4.2%	12.2%	0.0%	0.0%	-2.7%	8.3%	8.7%	-11.0%	12.6%	7.0%	1.0%	-18.1%	10.3%	5.3%	-0.1%
Fixed Income	High Yield	DM Equity	DM Equity	Fixed Income	Fixed Income	EM Equity	Small Cap	Fixed Income	Fixed Income	Comdty.	Fixed Income	Cash	Cash	EM Equity	Fixed Income	REITs	Fixed Income
2.4%	9.4%	8.2%	-11.7%	4.2%	-2.0%	-1.8%	-4.4%	2.6%	3.5%	-11.2%	8.7%	0.5%	0.0%	-19.7%	5.5%	4.9%	-0.1%
Cash	Fixed Income	Fixed Income	Com dty.	Cash	EM Equity	DM Equity	EM Equity	DM Equity	Comdty.	DM Equity	Comdty.	Comdty.	Fixed Income	Sm all Cap	Cash	DM Equity	Comdty.
1.2%	4.7%	6.5%	-13.3%	0.1%	-2.3%	-4.5%	-14.6%	1.5%	1.7%	-13.4%	7.7%	-3.1%	-1.5%	-20.4%	5.1%	4.3%	-0.2%
Comdty.	Cash	Cash	EM Equity	Comdty.	Comdty.	Comdty.	Comdty.	Cash	Cash	EM Equity	Cash	RETs	EM Equity	REITs	Com dty.	Fixed Income	DM Equity
-1.0%	0.9%	0.1%	-18.2%	-1.1%	-9.5%	-17.0%	-24.7%	0.3%	0.8%	-14.2%	2.2%	-5.1%	-2.2%	-24.9%	-7.9%	1.3%	-0.3%

Source: Bloomberg, FactSet, MSCI, NAREIT, Russell, Standard & Poor's, J.P. Morgan Asset Management.



Source: Apollo Academy

Strong Returns After A 20% Gain Is Normal, As Well As After Back-To-Back 20% Gains

20% Annual Gains For The S&P 500 And What Happened Next

		S&P 500 Index Returns					
Year	Return	Next Year	Back-To-Back 20% Years				
1950	21.7%	16.3%	X				
1954	45.0%	26.4% (1955)	2.6% (1956)				
1955	26.4%	2.6%	X				
1958	38.1%	8.5%	X				
1961	23.1%	-11.8%	X				
1967	20.1%	7.7%	X				
1975	31.5%	19.1%	X				
1980	25.8%	-9.7%	X				
1985	26.3%	14.6%	X				
1989	27.3%	-6.6%	X				
1991	26.3%	4.5%	X				
1995	34.1%	20.3% (1996)	31.0% (1997)				
1996	20.3%	31.0% (1997)	26.7% (1998)				
1997	31.0%	26.7% (1998)	19.5% (1999)				
1998	26.7%	19.5%	X				
2003	26.4%	9.0%	X				
2009	23.5%	12.8%	X				
2013	29.6%	11.4%	X				
2019	28.9%	16.3%	X				
2021	26.9%	-19.4%	X				
2023	24.2%	23.3% (2024)	? (2025)				
2024	23.3%	? (2025)	? (2026)				
Avera	age	10.6%	20.0%				
Med	ian	12.8%	23.1%				
% Hig	her	81.0%	100.0%				
Cou	nt	21	4				
1950 - 2024							
Avera		9.5%					
Med		12.3%					
% Hig	her	72.0%					
	F		CARSON				
Source: Carson Investment Research	n, HactSet 01/05/2025 (1950 - C	current)					

