## History of U.S. Bear \& Bull Markets

Daily Returns Since 1942

This chart shows daily historical performance of the S\&P 500 Index throughout the U.S. Bull and Bear Markets since 1942. We believe looking at the history of the market's expansions and recessions helps to gain a fresh perspective on the benefits of investing for the long-term.

- The average Bull Market period lasted 4.4 years with an average cumulative total return of $155.7 \%$.
- The average Bear Market period lasted 11.5 months with an average cumulative loss of $-30.9 \%$.


## BULL

From the lowest close reached after the market has fallen $20 \%$ or more, to the next market high.

## BEAR

When the index closes at least $20 \%$ down from its previous high close, through the lowest close reached after it has fallen $20 \%$ or more.


 of any actual investment. These returns were the result of certain market factors and events which may not be repeated in the future
 Financial professionals are responsible for evaluating investment risks independently and for exercising independent judgment in determining whether investments are appropriate for their clients.

