



# Financial Commentary

Provided By:

Dennis P Thurman, CWS®  
Managing Director  
Thurman Private Wealth, LLC  
530 W 29th Street Sioux Falls SD 57105  
Direct: 605.335.3200 x101  
Website: [www.thurmanpw.com](http://www.thurmanpw.com)

Securities and Advisory Services offered through First Allied Securities, Inc., A Registered Broker Dealer, Member FINRA/SIPC. An Advanced Equities Company.

All third party materials are the responsibility of their respective authors, creators, and/or owners. First Allied Securities, Inc. is not responsible for third party materials, and the information reflects the opinion of its authors, creators, and/or owners at the time of its issuance, which opinions and information are subject to change at any time without notice and without obligation of notification.

These materials were obtained from sources believed to be reliable and presented in good faith, nevertheless, First Allied Securities, Inc. has not independently verified the information contained therein, and does not guarantee its accuracy or completeness.

The information has no regard to the specific investment objectives, financial situation, or particular needs of any specific recipient, and is intended for informational purposes only and does not constitute a recommendation, or an offer, to buy or sell any securities or related financial instruments, nor is it intended to provide tax, legal or investment advice. We recommend that you procure financial and/or tax advice as to the implications (including tax) of investing in any of the companies mentioned.

At any time First Allied Securities, Inc. and its affiliates (or employees thereof) may have a long or short position, or deal as principal or agent, in relevant securities or provide investment banking services (such as acting as placement agent and/or underwriter), advisory services or other services to the issuer of relevant securities or to a company connected with an issuer, and thus we face an inevitable conflict of interest.

## **The Election/Super Bowl Effect**

### *How the Presidential Election and the Annual Championship Influence the Markets*

As if the state of the world economy and America's tedious attempt to pull itself out of the recession slump weren't enough, now we add two potential – and historically noteworthy – market movers: the presidential election and the Super Bowl.

Open the newspaper or turn on the TV and you know the 2012 presidential election is in full swing. Traditionally, presidential election cycles have had a dominant influence on the direction of the economy and, in turn, the markets. Things like tax rates, budgetary decisions and investment policies all hang in the balance of the elected candidate's decisions and beliefs; just a few reasons why investors have kept a close eye on the markets and emerging trends every four years.

Historical analysis of past election years has shown that during the tail end of presidential election years, stocks can tend to be pretty bullish, no matter what candidate wins, according to the Stock Trader's Almanac.<sup>1</sup> In fact, the Standard & Poor's 500 has risen in the final seven months in 13 of the past 15 presidential election years since 1950, the Stock Trader's Almanac says. Our old friend history has also shown the S&P 500-stock index to be a reliable prognosticator of whether the incumbent president will be reelected or replaced. For example, when the S&P 500 index rises from July 31 through October 31, the incumbent president ends up being reelected. But when the S&P 500 posts a loss during that three-month period, the president loses his bid for reelection.<sup>2\*</sup>

The Stock Trader's Almanac also found that looking back to past election years when the political party in power has won the office, which has happened 16 out of the past 27 elections since 1901, the Dow has risen by 1.5% on average in the first five months of the year before the election. Compare that to when the party was ousted and the Dow lost 4.6% on average in the first five months of the year before the election.<sup>3</sup>

Good news ... election years do not normally constitute a big "L" for stocks. Actually, the Stock Trader's Almanac shows that during election years, stocks have only fallen by more than 5% on six occasions.<sup>4</sup> The not-so-good news ... history does not predict the future. Let us not forget 2008 when investors suffered one of the worst bear markets on record, despite it being an election year.<sup>5</sup>

## **Wall Street and the pig skin**

Meanwhile, on February 5, the New York Giants will square off against the New England Patriots – a repeat of the 2008 championship when the Giants upset the then undefeated Patriots. While the players duke it out on the field, so will the game's high-paying advertisers, each vying for viewers' undivided attention and money.

Companies that advertise during the Super Bowl on average outperform Standard & Poor's 500-stock index by more than one percentage point in the 10 trading days from the Monday before the big game to the Friday afterward, according to a study out of the University of Wisconsin-Eau Claire.<sup>6</sup> It doesn't matter how well the advertising company has performed in the market – or in its industry for that matter – prior to the game, or how well the ad scored by media measurements. Research shows these factors do not inhibit the company's boost come the Monday after Super Bowl.

Purchasing shares of Super Bowl advertisers may be a rewarding strategy. The companies doling out millions for a piece of Super Bowl air time are often fairly confident about their futures ... and their confidence shows in dollars. Despite the turbulent economy, companies are paying NBC an average of \$3.5 million for a 30-second spot during the championship game. Meanwhile, the cost of producing each commercial can ring up another \$2 million or more – prompting ad gurus to do whatever it takes to make sure their ads stand out.<sup>7</sup>

Historically, the long-term effects of Super Bowl investments are intriguing. In 2009 and 2010, almost two-thirds of the Super Bowl stocks (41 out of 62) were still outperforming the S&P 500 at the midyear mark (June 30 for 2009 and 2010), with the gains more than double the size of the losses, according to the University of Wisconsin-Eau Claire research. Moreover, about 60% of the Super Bowl stocks (38 out of 62) were still outperforming the S&P 500 at year end, with the gains again more than double the losses.<sup>8</sup>

Whether you choose to invest in a Super Bowl advertiser or stay close to historic market trends during presidential elections, financial advisors say go with tried and true investment advice: stay invested for the long-term, maintain a diversified portfolio and consider dollar cost averaging if it fits your investment style and goals.

Please call our office today to make an appointment to discuss your financial future.

*\*Indices are unmanaged and return figures do not include any fee or charges. You cannot invest directly into an index. Past performance is not a predictor of future investment results. Investing involves risk including the loss of your principal. Prior to investing, you should consult with a financial advisor to discuss the risks, expenses and objectives of any investments.*

---

*These are the views of Cassie Piercey, a freelance financial writer and news commentator, not the named Representative or the Broker/Dealer, and should not be construed as investment advice or a recommendation. Neither the named Representative nor Broker/Dealer gives tax or legal advice. All information is believed to be from reliable sources; however, we make no representation as to its completeness or accuracy. The publisher is not engaged in rendering legal, accounting or other professional services. If expert assistance is needed in these areas, the reader is advised to engage the services of a competent professional. Please consult your Financial Advisor prior to making any investment decisions.*

Approval # 41187

---

<sup>1</sup> <http://www.usatoday.com/money/perfi/columnist/krantz/story/2011-12-11/stocks-during-presidential-election-years/51770758/1>

<sup>2</sup> <http://www.forbes.com/sites/genemarcial/2012/01/08/will-obama-be-reelected-the-stock-market-has-the-answer/>

<sup>3</sup> <http://www.usatoday.com/money/perfi/columnist/krantz/story/2011-12-11/stocks-during-presidential-election-years/51770758/1>

<sup>4</sup> <http://www.usatoday.com/money/perfi/columnist/krantz/story/2011-12-11/stocks-during-presidential-election-years/51770758/1>

<sup>5</sup> <http://www.usatoday.com/money/perfi/columnist/krantz/story/2011-12-11/stocks-during-presidential-election-years/51770758/1>

<sup>6</sup> <http://www.kiplinger.com/columns/picks/archive/does-the-super-bowl-help-boost-advertisers-stock-prices.html>

<sup>7</sup> [http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-](http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201201210458KRTRIB__BUSNEWS_34484_64458-1&params=timestamp%7C%7C01/21/2012%204:58%20AM%20ET%7C%7Cheadline%7C%7CCompanies%20try%20to%20build%20buzz%20for%20Super%20Bowl%20ads%20%5BLos%20Angeles%20Times%5D%7C%7CdocSource%7C%7CKnight%20Ridder/Tribune%7C%7Cprovider%7C%7CACQUIREMEDIA)

[201201210458KRTRIB\\_\\_BUSNEWS\\_34484\\_64458-](http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201201210458KRTRIB__BUSNEWS_34484_64458-1&params=timestamp%7C%7C01/21/2012%204:58%20AM%20ET%7C%7Cheadline%7C%7CCompanies%20try%20to%20build%20buzz%20for%20Super%20Bowl%20ads%20%5BLos%20Angeles%20Times%5D%7C%7CdocSource%7C%7CKnight%20Ridder/Tribune%7C%7Cprovider%7C%7CACQUIREMEDIA)

[1&params=timestamp%7C%7C01/21/2012%204:58%20AM%20ET%7C%7Cheadline%7C%7CCompanies%20try%20to%20build%20buzz%20for%20Super%20Bowl%20ads%20%5BLos%20Angeles%20Times%5D%7C%7CdocSource%7C%7CKnight%20Ridder/Tribune%7C%7Cprovider%7C%7CACQUIREMEDIA](http://investing.businessweek.com/research/markets/news/article.asp?docKey=600-201201210458KRTRIB__BUSNEWS_34484_64458-1&params=timestamp%7C%7C01/21/2012%204:58%20AM%20ET%7C%7Cheadline%7C%7CCompanies%20try%20to%20build%20buzz%20for%20Super%20Bowl%20ads%20%5BLos%20Angeles%20Times%5D%7C%7CdocSource%7C%7CKnight%20Ridder/Tribune%7C%7Cprovider%7C%7CACQUIREMEDIA)

<sup>8</sup> <http://www.kiplinger.com/columns/picks/archive/does-the-super-bowl-help-boost-advertisers-stock-prices.html#ixzz1DevCXEGL>