

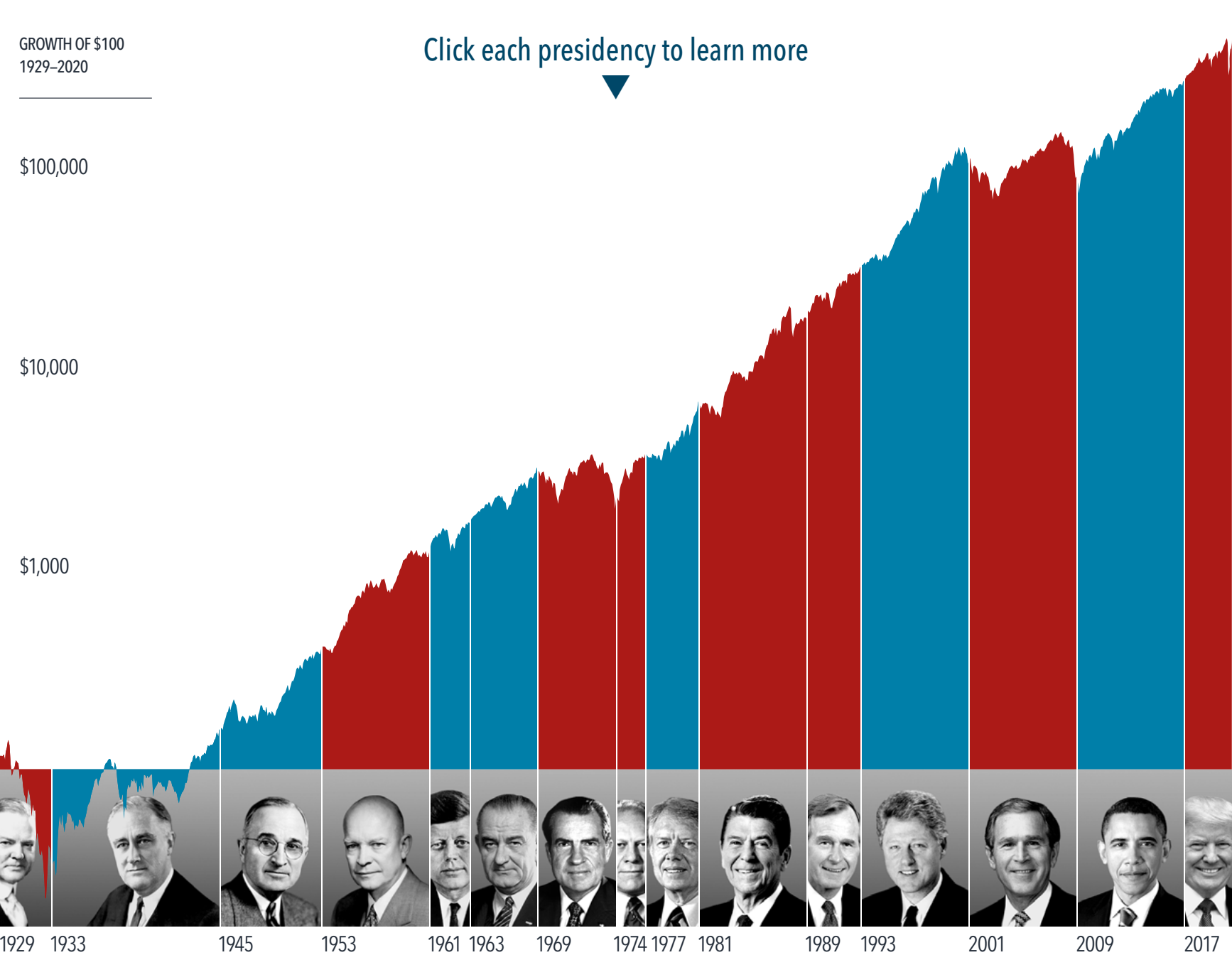
# How Much Impact Does the President Have on Stocks?

The anticipation building up to elections often brings with it questions about how financial markets will respond. But the outcome of an election is only one of many inputs to the market. Our interactive exhibit examines market and economic data for nearly 100 years of US presidential terms and shows a consistent upward march for US equities regardless of the administration in place. This is an important lesson on the benefits of a long-term investment approach.



GROWTH OF \$100  
1929-2020

Click each presidency to learn more





# Herbert Hoover

1929-1933

REPUBLICAN

Terms

1

Senate Control

REPUBLICAN

House of Rep. Control

MIXED

Maximum Unemployment

25.4%

Annualized Inflation

-7.0%

Deficit/Surplus as % of GDP

-3.7%

Average GDP Growth

-9.3%

Growth of Wealth for Fama/French  
Total US Market Research Index

Election Day  
11/06/28

\$100

1929 Inauguration Day

Recession

Election Day  
11/08/32

\$36

1929

1930

1931

1932

Past performance is no guarantee of future results.



1929

1933

1945

1953

1961

1963

1969

1974

1977

1981

1989

1993

2001

2009

2017



# Franklin D. Roosevelt

1933-1945



DEMOCRAT

Terms

3+

Senate Control

DEMOCRATIC

House of Rep. Control

DEMOCRATIC

Maximum Unemployment

25.6%

Annualized Inflation

2.9%

Deficit/Surplus as % of GDP

-91.3%

Average GDP Growth

9.3%

Growth of Wealth for Fama/French  
Total US Market Research Index

■ Recession

Election Day  
11/08/32

\$100

1933 Inauguration Day

\$416

Term Ends  
04/12/45  
(Death)

1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945

Past performance is no guarantee of future results.



1929 1933 1945 1953 1961 1963 1969 1974 1977 1981 1989 1993 2001 2009 2017



# Harry S. Truman

1945-1953



DEMOCRAT

Terms

1+

Senate Control



House of Rep. Control



Maximum Unemployment

7.9%

Annualized Inflation

5.4%

Deficit/Surplus as % of GDP

-21.4%

Average GDP Growth

1.3%

Growth of Wealth for Fama/French  
Total US Market Research Index

Inauguration Day  
04/12/45

\$100

Election Day  
11/04/52

\$252

Recession

1946

1947

1948

1949

1950

1951

1952

Past performance is no guarantee of future results. Annual real GDP growth and federal budget are calculated from 1945 to 1952.



1929 1933

1945

1953

1961

1963

1969

1974

1977

1981

1989

1993

2001

2009

2017



# Dwight D. Eisenhower

1953-1961

REPUBLICAN

Terms

2

Senate Control



House of Rep. Control



Maximum Unemployment

7.5%

Annualized Inflation

1.4%

Deficit/Surplus as % of GDP

-4.1%

Average GDP Growth

3.0%

Growth of Wealth for Fama/French  
Total US Market Research Index

Election Day  
11/04/52

\$100

1953 Inauguration Day

Recession

Election Day  
11/08/60

\$312

1953

1954

1955

1956

1957

1958

1959

1960

Past performance is no guarantee of future results.



1929 1933

1945

1953

1961

1963

1969

1974

1977

1981

1989

1993

2001

2009

2017



# John F. Kennedy

1961-1963



DEMOCRAT

Terms

<1

Senate Control

DEMOCRATIC

House of Rep. Control

DEMOCRATIC

Maximum Unemployment

7.1%

Annualized Inflation

1.2%

Deficit/Surplus as % of GDP

-2.5%

Average GDP Growth

4.4%

Growth of Wealth for Fama/French  
Total US Market Research Index

Election Day  
11/08/60

\$100

1961 Inauguration Day

\$141

Term Ends  
11/22/63  
(Death)

Recession

1961

1962

1963

Past performance is no guarantee of future results. Annual real GDP growth and federal budget are calculated from 1961 to 1963.



1929

1933

1945

1953

1961

1963

1969

1974

1977

1981

1989

1993

2001

2009

2017



# Lyndon B. Johnson

1963-1969



DEMOCRAT

Terms

1+

Senate  
Control

DEMOCRATIC

House of Rep.  
Control

DEMOCRATIC

Maximum  
Unemployment

5.7%

Annualized  
Inflation

2.8%

Deficit/Surplus  
as % of GDP

-5.2%

Average GDP  
Growth

5.3%

Growth of Wealth for Fama/French  
Total US Market Research Index

Election Day  
11/05/68

Inauguration  
Day  
11/22/63

\$100

\$181

1964

1965

1966

1967

1968

Past performance is no guarantee of future results. Annual real GDP growth and federal budget are calculated from 1964 to 1968.



1929

1933

1945

1953

1961

1963

1969

1974

1977

1981

1989

1993

2001

2009

2017





# Richard M. Nixon

1969-1974



REPUBLICAN

Terms

1+

Senate Control

DEMOCRATIC

House of Rep. Control

DEMOCRATIC

Maximum Unemployment

6.1%

Annualized Inflation

6.0%

Deficit/Surplus as % of GDP

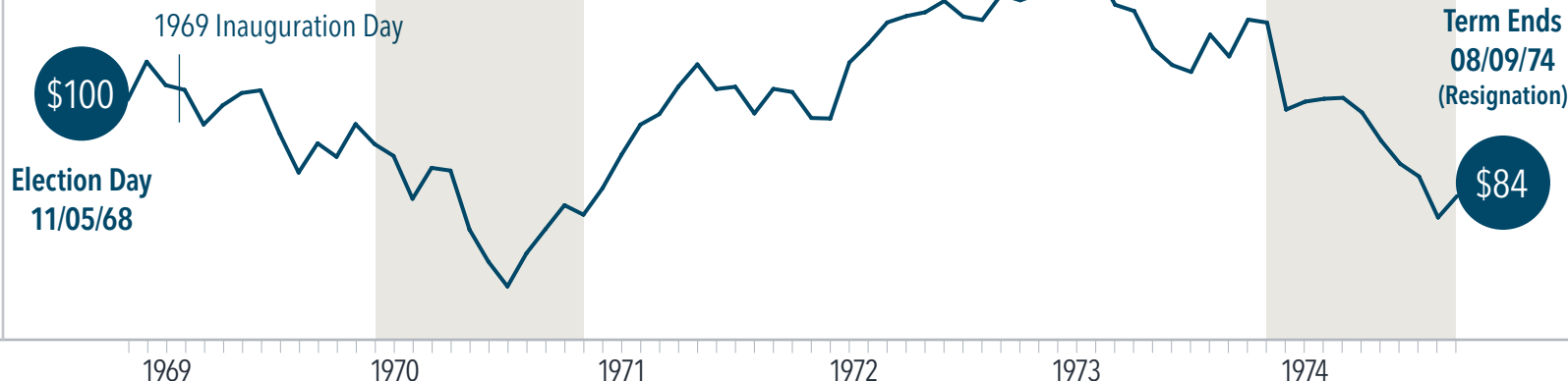
-5.2%

Average GDP Growth

2.8%

Growth of Wealth for Fama/French  
Total US Market Research Index

■ Recession



Past performance is no guarantee of future results. Annual real GDP growth and federal budget are calculated from 1969 to 1974.



1929 1933 1945 1953 1961 1963 1969 1974 1977 1981 1989 1993 2001 2009 2017



# Gerald R. Ford

1974-1977



REPUBLICAN

Terms

<1

Senate Control

DEMOCRATIC

House of Rep. Control

DEMOCRATIC

Maximum Unemployment

9.0%

Annualized Inflation

6.5%

Deficit/Surplus as % of GDP

-7.1%

Average GDP Growth

2.6%

Growth of Wealth for Fama/French Total US Market Research Index

Inauguration Day  
08/09/74

Election Day  
11/02/76

\$100

\$141

Recession

1975

1976

Past performance is no guarantee of future results.



1929

1933

1945

1953

1961

1963

1969

1974

1977

1981

1989

1993

2001

2009

2017



# James Carter

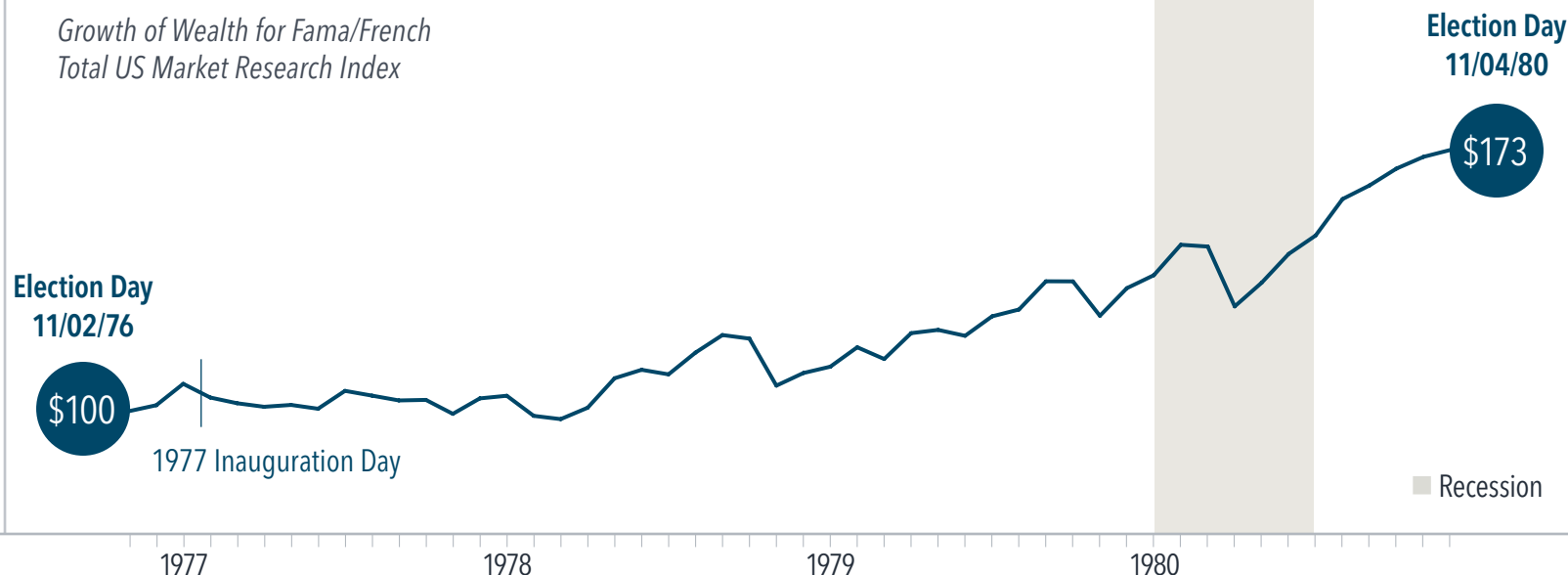
1977-1981



Terms	Senate Control	House of Rep. Control	Maximum Unemployment	Annualized Inflation	Deficit/Surplus as % of GDP	Average GDP Growth
1	DEMOCRATIC	DEMOCRATIC	7.8%	10.2%	-0.2%	3.3%

DEMOCRAT

Growth of Wealth for Fama/French  
Total US Market Research Index



Past performance is no guarantee of future results.



1929 1933 1945 1953 1961 1963 1969 1974 1977 1981 1989 1993 2001 2009 2017



# Ronald Reagan

1981-1989

REPUBLICAN

Terms

2

Senate Control



House of Rep. Control



Maximum Unemployment

10.8%

Annualized Inflation

4.2%

Deficit/Surplus as % of GDP

-32.4%

Average GDP Growth

3.5%

Growth of Wealth for Fama/French  
Total US Market Research Index

Election Day  
11/04/80

\$100

1981 Inauguration Day

Election Day  
11/08/88

\$285

Recession

Past performance is no guarantee of future results.



1929 1933 1945 1953 1961 1963 1969 1974 1977 1981 1989 1993 2001 2009 2017



# George H. W. Bush

1989-1993



REPUBLICAN

Terms

1

Senate Control

DEMOCRATIC

House of Rep. Control

DEMOCRATIC

Maximum Unemployment

7.8%

Annualized Inflation

4.0%

Deficit/Surplus as % of GDP

-15.2%

Average GDP Growth

2.3%

Growth of Wealth for Fama/French  
Total US Market Research Index

Election Day  
11/08/88

\$100

1989 Inauguration Day

Election Day  
11/03/92

\$173

Recession

1989

1990

1991

1992

Past performance is no guarantee of future results.



1929

1933

1945

1953

1961

1963

1969

1974

1977

1981

1989

1993

2001

2009

2017



# William J. Clinton

1993-2001



DEMOCRAT

Terms

2

Senate  
Control



House of Rep.  
Control



Maximum  
Unemployment

7.3%

Annualized  
Inflation

2.5%

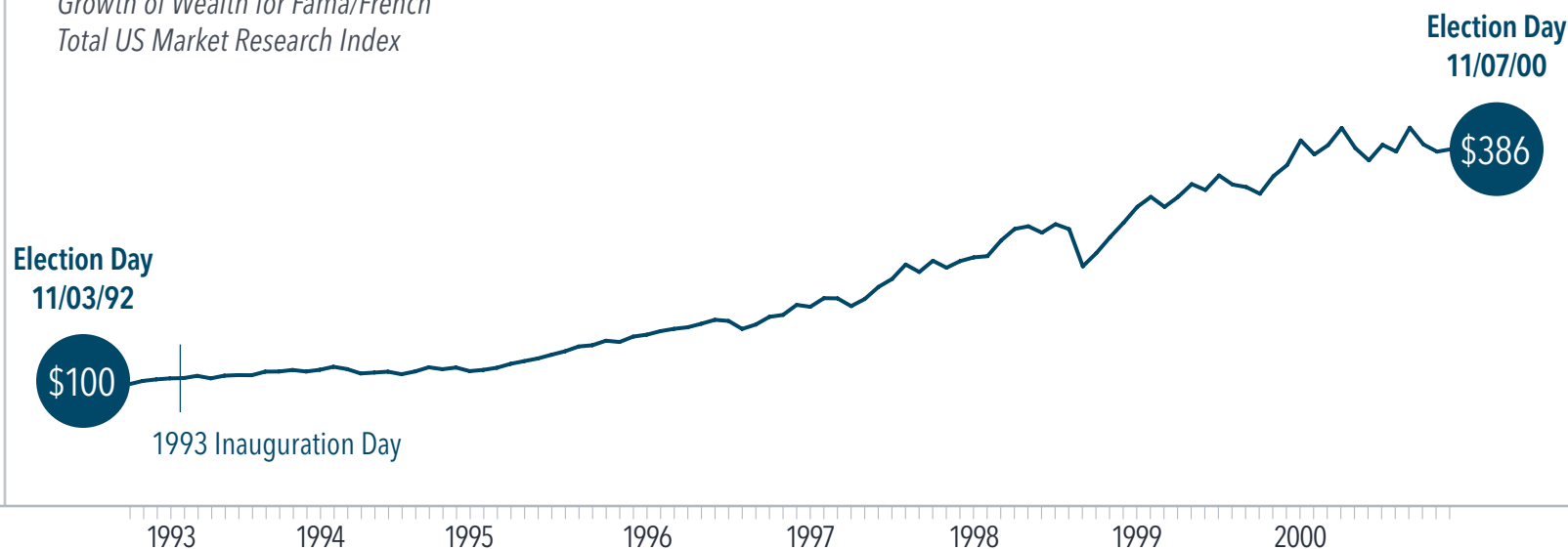
Deficit/Surplus  
as % of GDP

-5.9%

Average GDP  
Growth

3.9%

Growth of Wealth for Fama/French  
Total US Market Research Index



Past performance is no guarantee of future results.



1929 1933 1945 1953 1961 1963 1969 1974 1977 1981 1989 1993 2001 2009 2017



# George W. Bush

2001-2009



REPUBLICAN

Terms

2

Senate Control



House of Rep. Control



Maximum Unemployment

7.8%

Annualized Inflation

2.3%

Deficit/Surplus as % of GDP

-15.4%

Average GDP Growth

2.2%

Growth of Wealth for Fama/French  
Total US Market Research Index

Recession

Election Day  
11/07/00

\$100

2001 Inauguration Day

\$82

Election Day  
11/04/08

2001

2002

2003

2004

2005

2006

2007

2008

Past performance is no guarantee of future results.



1929 1933

1945

1953

1961

1963

1969

1974

1977

1981

1989

1993

2001

2009

2017





# Barack Obama

2009-2017



DEMOCRAT

Terms

2

Senate Control



House of Rep. Control



Maximum Unemployment

10.0%

Annualized Inflation

1.7%

Deficit/Surplus as % of GDP

-45.8%

Average GDP Growth

1.6%

Growth of Wealth for Fama/French  
Total US Market Research Index

Election Day  
11/04/08

\$100

2009 Inauguration Day

Election Day  
11/08/16

\$266

Recession

Past performance is no guarantee of future results.



1929 1933 1945 1953 1961 1963 1969 1974 1977 1981 1989 1993 2001 2009 2017





# Donald J. Trump

2017-Present



REPUBLICAN

Terms

Sitting

Senate Control

REPUBLICAN

House of Rep. Control

MIXED

Maximum Unemployment

14.7%

Annualized Inflation

1.7%

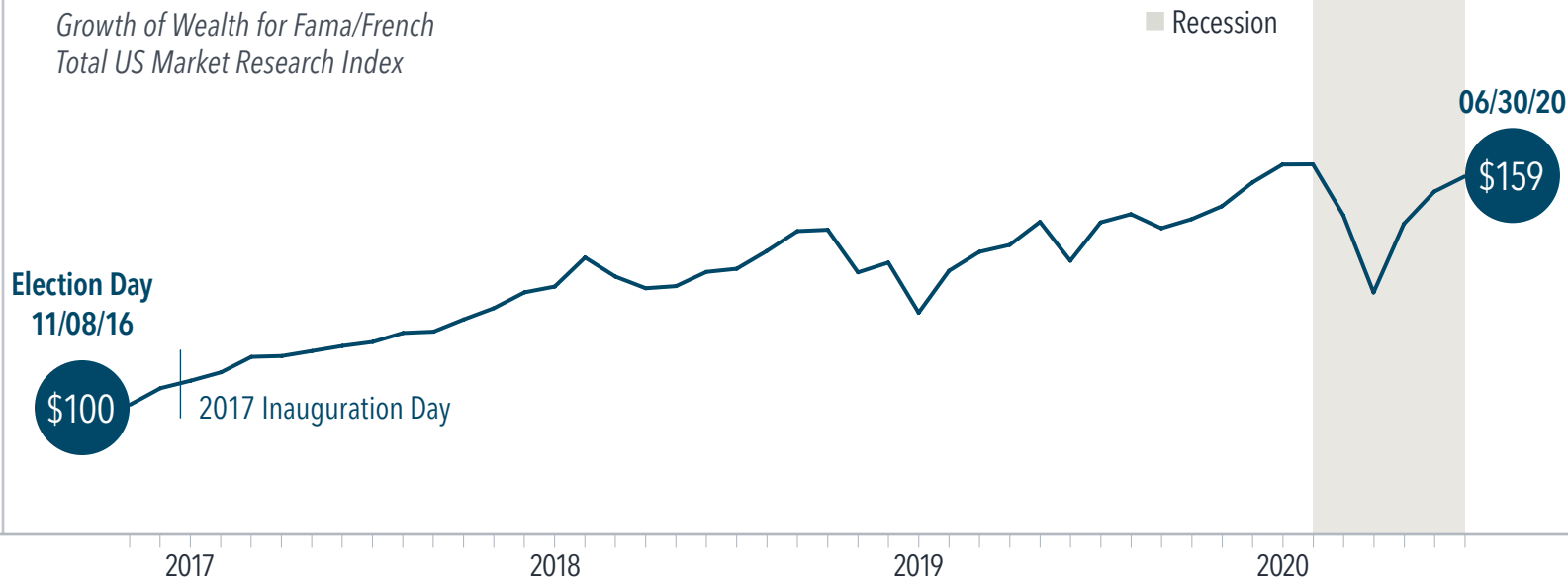
Deficit/Surplus as % of GDP

-11.8%

Average GDP Growth

-2.5%

Growth of Wealth for Fama/French  
Total US Market Research Index



Past performance is no guarantee of future results. Annual real GDP growth and federal budget are calculated from 2017 to 2019.



1929 1933 1945 1953 1961 1963 1969 1974 1977 1981 1989 1993 2001 2009 2017

## NOTES AND DATA SOURCES

- This material is in relation to the US market and contains analysis specific to the US.
- In US dollars. Stock returns represented by Fama/French Total US Market Research Index, provided by Ken French and available at [http://mba.tuck.dartmouth.edu/pages/faculty/ken.french/data\\_library.html](http://mba.tuck.dartmouth.edu/pages/faculty/ken.french/data_library.html). This value-weighted US market index is constructed every month, using all issues listed on the NYSE, AMEX, or Nasdaq with available outstanding shares and valid prices for that month and the month before. Exclusions: American depositary receipts. Sources: CRSP for value-weighted US market return. Rebalancing: Monthly. Dividends: Reinvested in the paying company until the portfolio is rebalanced.
- Growth of wealth shows the growth of a hypothetical investment of \$100 in the securities in the Fama/French US Total Market Research Index. Growth of wealth for the full sample from March 4, 1929, through June 30, 2020. Growth of wealth for each presidential term starts on the election day of each president up to but not including the election day of a successor. For presidents who are not initially elected, the growth of wealth period starts from the day of inauguration up to but not including the successor's election day.
- Federal surplus or deficit as a percentage of gross domestic product, inflation, and unemployment data from Federal Reserve Bank of St. Louis (FRED). GDP Growth is annual real GDP Growth, using constant 2012 dollars, as provided by the US Bureau of Economic Analysis. Unemployment data not reported prior to April 1929. Federal surplus or deficit as a percentage of gross domestic product data is cumulative.
- US Government Presidential and Congressional data obtained from the History, Art & Archives of the United States House of Representatives. US Senate data is from the Art & History records of the United States Senate.
- For Herbert Hoover, the federal budget is calculated from 1929 to 1932. Annual real GDP growth is calculated from 1930 to 1932; GDP data not available prior to 1930.

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