

New Year, Fresh Start - In a recent poll, when asked if the election results changed their view of the economy, 37.3% of respondents said that their opinion **hasn't changed**, 35.7% said they were **more pessimistic**, and 27% said they were **more optimistic** (source: Financial Planning)

It's Happened Before – Over the course of the past 39 years (1969-2008), the S&P 500 stock index declined 17 times on the last trading day of the year (source: Stock Trader's Almanac 2009).

Clip—pons - 40% of Milwaukee, Wisconsin households use grocery coupons at least once a week; the highest usage rate in the United States (source: Scarborough Research)

2008 in the History Books

| Index | 12/31/2007 | 12/31/2008 | % Loss |
|------------|------------|------------|---------|
| Dow Jones | 13,264.82 | 8,776.39 | -33.84% |
| S&P 500 | 1,468.36 | 903.25 | -38.49% |
| Nasdaq | 2,652.28 | 1,577.03 | -40.54% |
| MSCI World | 1,588.80 | 915.97 | -42.35% |