

NFL STOCK MARKET INDICATOR

by Phil Steele

Metrics, Metrics, Metrics. In 2012, I produced my first Stock Market Indicator article and it has delivered solid results each year. In 2012, Ohio St had a Stock Market Indicator (SMI) of +5.5, which would be a Bull Market. The +5.5 was calculated by taking their average win total from 2009-2010, which was 11.5 (11-2 in '09, 12-1 in '10), then subtracting their wins from '11 (just 6) which produced the +5.5. The Buckeyes clearly underperformed in '11 and were poised for a big bounce back the next year (Bull Market). My Stock Market Indicator proved to be spot on as the Buckeyes were the Most Improved Team in the country going 12-0 in '12! In '13, Auburn was coming off a 3-9 season following two years of going a combined 22-5. That earned them a +8 in my Stock Market Indicator and they got to the National Title game! In 2014, TCU was +5 in the Bull Market and went from 4-8 to 12-1 as the Most Improved Team in the country! In 2016, UCF was an amazing +10.5 in the Bull Market and improved from 0-12 to earning a bowl bid. The last six years 78 teams have made the Bull Market box and 62 (80%) have improved their record!

The Bear Market has also been a very accurate indicator. In 2019, 2021, 2022 and 2023 37 teams were in the Bear Market box and 32 (86%) had weaker records. Over the last 7 years 66 teams have made the Bear Market box and only 14 have managed to improve their record. The last 3 years there were 34 teams in the Bull Market box and 26 improved. There were 28 in the Bear Market and 23 were weaker, 49-7-6 overall!



THE BULL MARKET: In the College breakdown since 1990, there have been a total of 51 teams that have had a +6 Stock Market Indicator, meaning that the previous year's win total was 6 wins less than the average of the 2 years prior. Of those 51 teams, only 5 teams had a weaker record, while 43 improved, and 3 stayed the same. That improvement was dramatic going from a combined 129-450 (22.2%) to 286-334 (46.1%). 60.0% For the complete breakdown of the college Stock Market Indicator see page 23 of the magazine.

Now I have done a Slipping and Sliding article for the NFL for years and the results have always been good. The Stock Market Indicator uses 66% of the same data with the extra 33.3% of the date being two years ago records so I expected success. I am pleased to report that the SMI (Stock Market Indicator) had great success. Ironically the team at the very top was Houston in 2021 which had seasons of 11-5 and 10-6 in '18 and '19 then went 4-12 under Bill O'Brien in 2020 and let him go. They rated a SMI of +6.5 but went just 4-13 (only worse record because play 1 extra game) in 2021 in what would be David Culley's only season as the head man. Other than that the teams that rated +4 or more on the SMI in the NFL from 2018-2023 (6 years) had 20 teams have a better record, 2 the same and only one other team (Tennessee '23) had a weaker record. Teams that rate a +4 on the SMI have an amazing 91.7% success rate. The best stories were Houston in 2018 which was 9-7 and 9-7 then went 4-12 in 2017 to rate a +5 and rebounded with an 11-5 mark in 2018. Last year the LA Rams had been 10-6 and 12-5 then dipped to 5-12 in 2022 to rate a SMI of +6 and rebounded to get to 10-7!

RECORDS BY INDIVIDUAL CATEGORIES	RECORDS BY RUNNING TOTAL					
	Total	Stronger or Same	Stronger or Same %	Stronger	Same	Weaker
+7.5 or more	0	0	0%	0	0	0
+7 games	0	0	0%	0	0	0
+6.5 games	0	0	0%	0	0	1
+6 games	2	2	100%	2	0	0
+5.5 games	4	4	100%	3	1	0
+5 games	4	4	100%	4	0	0
+4.5 games	8	7	87.5%	7	0	1
+4 games	5	5	100%	4	1	0
+3.5 games	5	3	60.0%	2	1	2
+3 games	9	5	55.5%	5	0	4
+2.5 games	7	6	85.7%	5	1	1
+2 games	11	5	45.5%	5	0	6
+1.5 games	11	7	63.6%	6	1	4
+1 games	16	10	62.5%	9	1	6
+0.5 games	13	8	61.5%	6	2	5

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I list the chart to the left showing you the results for all teams that rated +0.5 and up since 2018 and to the right are the teams that figure to be GOING UP in 2024 including New England, the Chargers and Carolina which all rate +4 or more.

BULL MARKET TEAMS for 2024

- New England +5.0**
- LA Chargers +4.5**
- Carolina +4.0**
- Arizona +3.5**
- Minnesota +3.5**
- Tennessee +3.5**
- Washington +3.5**



THE BEAR MARKET: Like all of my systems I put in my magazine, there is a two-way street to this Stock Market Indicator (SMI). I also have reviewed the numbers since 1990 on the Bear side of the market, analyzing teams with a negative indicator, indicating that a team had likely overachieved the prior season, and the numbers were similar to the Bull side. In fact, of 69 teams that had a -6.0 SMI or lower since 1990, only 6 managed to improve their record. Last year TCU was -6.9 and went from the National Title game to a losing season. In 2021 the top eight Bear Market teams for ALL saw their record worsen from the previous year! Teams with a -6 or more Stock Market rating have had a weaker record 58 of 67 times & only 6 of the 67 teams have managed to improve their record (9%). 168 teams have been in the -4.5 to -5.5 range and just 27 (16%) have managed to improve their record with 128 having a weaker record and 13 the same. Teams in the -2 to -4 Close Win range have a 72% success rate. Check out page 24 of this years magazine for more details on the College.

I was very pleased with the NFL results as well. Teams that rated a Stock Market Indicator of -7.5 or more happened 3 times since 2018 and all 3 times the results were strong. Last year Philadelphia had gone from 4-11-1 and 9-8 in '20-21 to 14-3 in 2022 and Super Bowl Champs. They rated a -7.5 in '23 and just made the

RECORDS BY INDIVIDUAL CATEGORIES	RECORDS BY RUNNING TOTAL					
	Total	Weaker or Same	Weaker or Same %	Weaker	Same	Stronger
-7.5 or lower	3	3	100%	3	0	0
-7 games	2	1	50%	0	1	1
-6.5 games	2	2	100%	1	1	0
-6 games	2	2	100%	2	0	0
-5.5 games	3	2	66.7%	2	0	1
-5 games	7	5	71.4%	4	1	2
-4.5 games	5	4	80.0%	4	0	1
-4 games	8	6	75.0%	4	2	2
-3.5 games	3	3	100%	3	0	0
-3 games	3	2	66.7%	0	2	1
-2.5 games	11	6	54.5%	6	0	5
-2 games	10	6	60.0%	6	0	4
-1.5 games	9	7	77.8%	4	3	2
-1 games	8	7	87.5%	6	1	1
-0.5 games	8	4	50.0%	4	0	4

playoffs at 11-6. Chicago was 3-13 and 5-11 in '16-'17 then 12-4 in 2018 but rated a -8 on my SMI and fell to 8-8 the next year. San Fran was 6-10 and 4-12 in '17-'18 then 13-3 in 2019 and rated a SMI of -8 in 2020 and fell back to Earth at 6-10.

I list the chart to the left but as you see teams with a SMI of -3.5 or more have an 80% success rate with only 7 of the 35 teams in that range actually having a stronger record the next year!

This year four teams rate -3.5 or more and I list them in the **GOING DOWN** box to the right.

BEAR MARKET TEAMS for 2024

- Houston -6.5**
- Detroit -6.0**
- Baltimore -4.0**
- Cleveland -3.5**
- Jacksonville -3.0**